

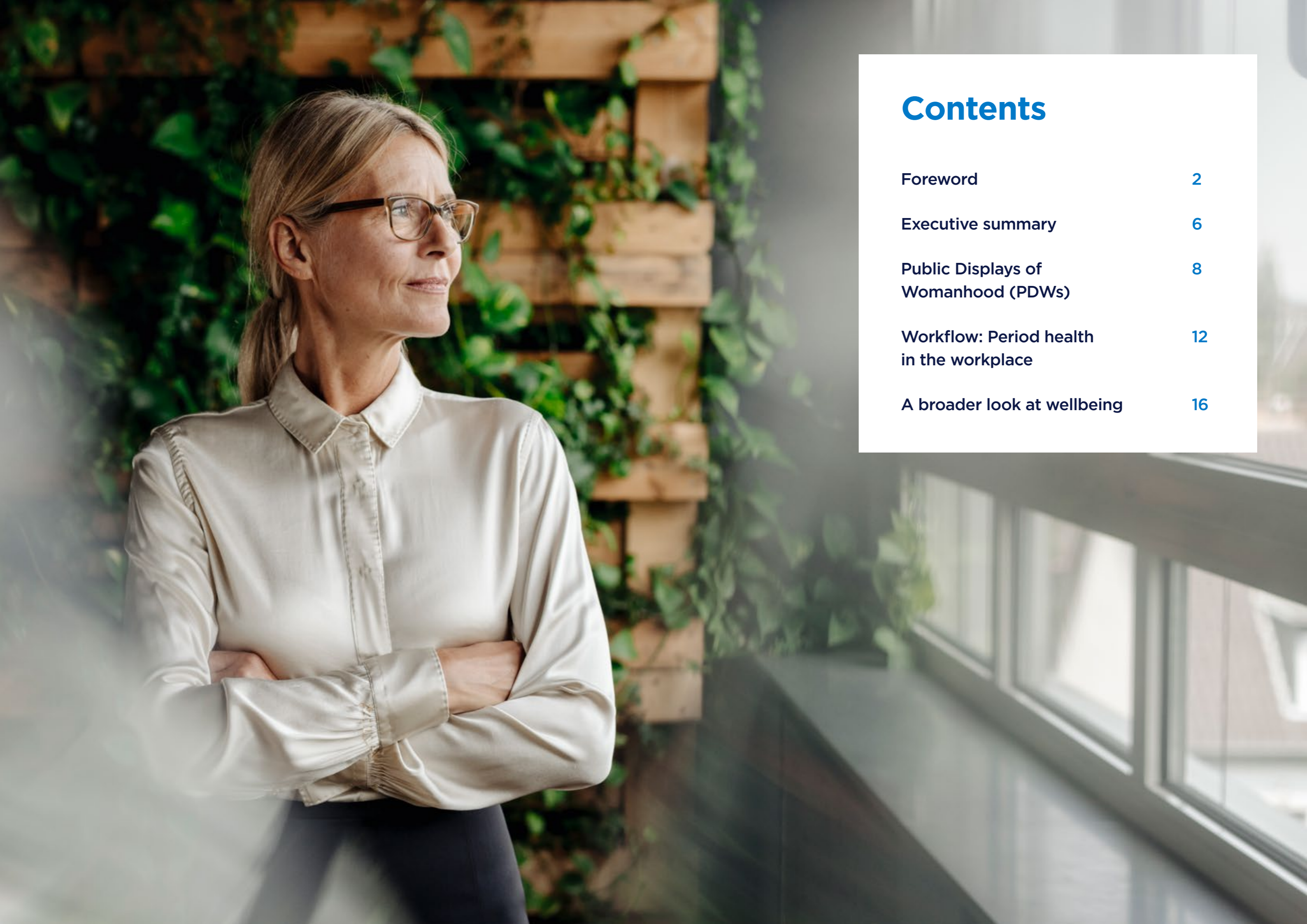
Bupa Wellbeing Index 2024:

The impact
of stigmas to
women's health



January 2024

[bupa.co.uk](https://www.bupa.co.uk)



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Foreword: Embracing the future of women's health

Women's health is rightfully gaining the spotlight it deserves in recent years due to high profile awareness campaigns around topics such as menopause and contraception. These steps have been critical in starting to break down taboos.

Despite this progress, we know that there is more to be done. This report looks into the social stigma, bias and lack of education that still surrounds women's health – from women experiencing it themselves and from those around them.

To this aim, we are calling out the Public Displays of Womanhood (PDWs) that describe symptoms or natural bodily functions that women experience either in public or in the workplace that are seen by others and often cause embarrassment. The findings reveal that most women in the UK have had a PDW, such as hot flushes, excessive sweating, and period-related challenges. Often these are entirely natural but, in some cases, can be more serious and lead to physical discomfort or social isolation. What's really sad is that many women have experienced judgment and intrusive comments as a result of these, causing shame and in some cases triggering poor mental health, such as anxiety and a fear of leaving their home.

So, we are making a call to action. Through targeted initiatives within Bupa, in more workplaces and in wider society, our pledge is to help create an environment where conversations around women's health are not just encouraged but normalised – without feelings of shame or embarrassment.

We advocate for easy, practical measures in workplaces to support women's health, such as free access to sanitary products, fostering an environment where managers talk openly with their teams about women's health, offering training that equips people to approach sensitive health topics with more knowledge and confidence, and supporting women to navigate their health journeys.

Societal progress in women's health is long overdue. It's about levelling the playing field, so everyone thrives, without women having to take time out or leave the workplace completely to manage symptoms, which can also be detrimental for businesses. In envisioning a society where conversations around women's health are normalised and embraced, we can elevate awareness, empower through education, foster open dialogue, and create supportive environments in workplaces and beyond. By fostering an environment of understanding, we lay the groundwork for equality.



Carlos Jaureguizar
CEO for Bupa Global & UK

Foreword: Tackling the stigmas & taboos around women's health

No woman or girl should be held back or shamed by her reproductive or gynaecological health.

The evidence presented in this report speaks volumes on the long road we face in tackling the stigma and taboo all women face relating to their bodies.

With more than **89%** of women reporting Public Displays of Womanhood (PDWs), if these experiences are met with disgust and dismissal, then we are not just failing women, but also ourselves as a society. There is an urgent need to open up the public conversation relating to women's health, from hot flushes, to blood leaking on clothes, and leaking urine. It's also about taking affirmative actions to support each woman throughout her life course in whatever she is doing.

As a charity led by women's voices, Wellbeing of Women, hear time and time again the negative impact PDWs have on day-to-day life. From giving up sport as teens because of their periods, cancelling social plans for fear of incontinence or flooding, through to leaving successful careers at the onset of menopause, we're reminded daily of the profound impact of societal taboo and dismissal. It's unnecessary and unacceptable. We know there are solutions, such as better education, flexible work-policies, and period products available in every bathroom, but it takes collaboration and commitment to implement these solutions.

Collectively, we can amplify the voices of the women who've been shamed and stigmatised, raising awareness and tackling taboo. We have the power to ensure no woman or girl is held back and normalise PDWs so they aren't met with averted eyes, but with empathy, support and practical solutions.

By working together, we can build an equitable future where women are empowered to thrive in all aspects of their lives.



Janet Lindsay
CEO for Wellbeing of Women

Bupa's pledge

Our commitments:



Increase awareness

We pledge to raise awareness around women's health, not just within Bupa but across wider society. Through targeted campaigns, educational initiatives, and open conversations, we aim to help everyone understand women's health.



Supportive workplaces

Recognising the pivotal role workplaces play, we commit to fostering environments where women feel supported in their health journeys. This includes practical measures such as readily available sanitary products, along with training and resources available via Bupa's [Women's Health Hub](#) to equip our workforce with the skills to address sensitive health topics.



Open conversation

We pledge to break the cycle of silence, as it's often keeping quiet that hinders progress. Bupa encourages normalising the conversation in workplaces, schools, and communities. We strive to let conversations about women's health be as common as discussions about the weather - informed, encouraged and without judgment.



Empower through education

Knowledge is power, and we commit to empowering our workforce, partners, schools, and communities through comprehensive education on women's health. By fostering an environment of understanding, we lay the groundwork for equality.



Your role:

This pledge extends beyond Bupa - it is a call for collective action. We invite each person, organisation and stakeholder to join us in this commitment. Your voice, your actions, and your advocacy matter. Together, we can shatter the barriers that impede women's health and forge a future where every woman is empowered to thrive.



Executive summary

This report examines some of the most persistent stigmas and challenges around symptoms and conditions related to women's health. It finds that there remains a pressing need to raise awareness, educate, fight the stigma and create open conversation around women's health so that no woman is held back in society or the workplace.

Bupa, in collaboration with research agency Censuswide, conducted an extensive survey among 4,100 women. All figures within the report, unless specified, correspond to responses from women and those assigned female at birth.

The survey collected a diverse range of responses, providing valuable insights into the day-to-day issues women face - and what steps can be taken to improve behaviours and attitudes. The report recommends giving employers and educators the tools to inform and educate regarding women's health and wellbeing, with the goal of making a more equal society.



Key survey findings

Public displays of womanhood and their impact on women:

Experiencing visible women's health symptoms in public

Twenty-four million women (**89%**) report experiencing 'public displays of womanhood' (PDWs) in the past, i.e. the signs and symptoms of health conditions or bodily functions specific to womenⁱ.

This includes hot flushes (**68%**)ⁱⁱ, sweating (**76%**)ⁱⁱⁱ, leaking urine (**58%**)^{iv} or period blood leaking onto clothes (**58%**)^v.

The immediate impact on wellbeing

Most often, those who experienced a PDW felt embarrassed (**50%**) or self-conscious (**46%**), while many others reported anxiety (**38%**), a negative impact on their mental health (**14%**) or feelings of depression (**14%**).

Long-term negative impact of PDW shaming

Most women (**63%**) who experienced a PDW reported at least one long-term consequence as a result. A third (**33%**) felt anxious about when it might happen again, while **12%** cancelled social plans and **7%** avoided the people present at the time. **Five percent** - the equivalent of more than a million women^{vi} - were even reluctant to go outside at all after what happened due to the stigma and embarrassment.

Discomfort discussing women's health

The majority (**57%**) of women agree that women's health issues are still seen as taboo^{vii}. As a result, a third (**32%**) of women feel generally uncomfortable when talking about their health^{viii}.

Period health in the workplace:

Period symptoms almost universal

Almost all (**94%**) women who have periods have been affected by at least one negative symptom in the past.

Sick days due to symptoms

More than 3 million women have taken time off work in the past year due to period symptoms - **21%** of women who experience period symptoms. This leads to an estimated 16.7 million sick days^{ix} per year.

Many experience severe symptoms

Nearly half (**47%**) of women who have periods experience severe pain or cramps every month or most months^x. Meanwhile, a similar number (**48%**) say the same about experiencing headaches or migraines^{xi} during their period and **31%** regularly feel nauseous because of it.^{xii}

Working through period pain

Despite so many suffering with severe symptoms, more than two-fifths (**42%**) of women have never called in sick to work as a result, choosing to work through the pain.

Societal pressures lead to problems

45% of women worry that their period symptoms aren't a good enough reason to miss work, while **34%** were too embarrassed to tell their manager why they were sick, with nearly a third (**31%**) believing their boss wouldn't understand.

A lack of openness

Less than a fifth (**19%**) of women who have taken time off for period symptoms have told their manager the real reason. Most often, women said they were sick with another condition (**35%**) to avoid the stigma surrounding period health.

Women want change

To improve awareness about periods in the workplace, **36%** of women want employers to provide free sanitary products in workplaces and a similar proportion (**34%**) are looking for a better level of understanding among managers and colleagues. One in five (**19%**) want access to services that support heavy and painful periods, such as GP appointments.

Public Displays of Womanhood (PDWs)

Women's health is often disproportionately stigmatised. Whether because of a medical condition or natural bodily functions, displaying visible symptoms in public relating to periods, pregnancy or menopause is still often met with distaste and a lack of understanding.

The experience is almost universal. Bupa's Wellbeing Index research shows 24 million people (89%) have experienced these visible signs of symptoms in public at some point in the past. Grouped within this report chapter, 'Public Displays of Womanhood' - or PDWs - include common symptoms related to periods, pregnancy or menopause, like hot flushes (68%)ⁱⁱ, sweating (76%)ⁱⁱⁱ, leaking urine (58%)^{iv} or period blood leaking onto clothes (58%)^v.

Breasts leaking - usually because of pregnancy or post-pregnancy - is another common example of a PDW, experienced by a third (34%)^{xiii} of women in the past. Meanwhile, a breakout of spots or acne, often due to a period happens regularly and can cause anxiety. More than half of women (58%)^{xiv} have experienced this in the past, with one in six (18%) suffering in the last month.

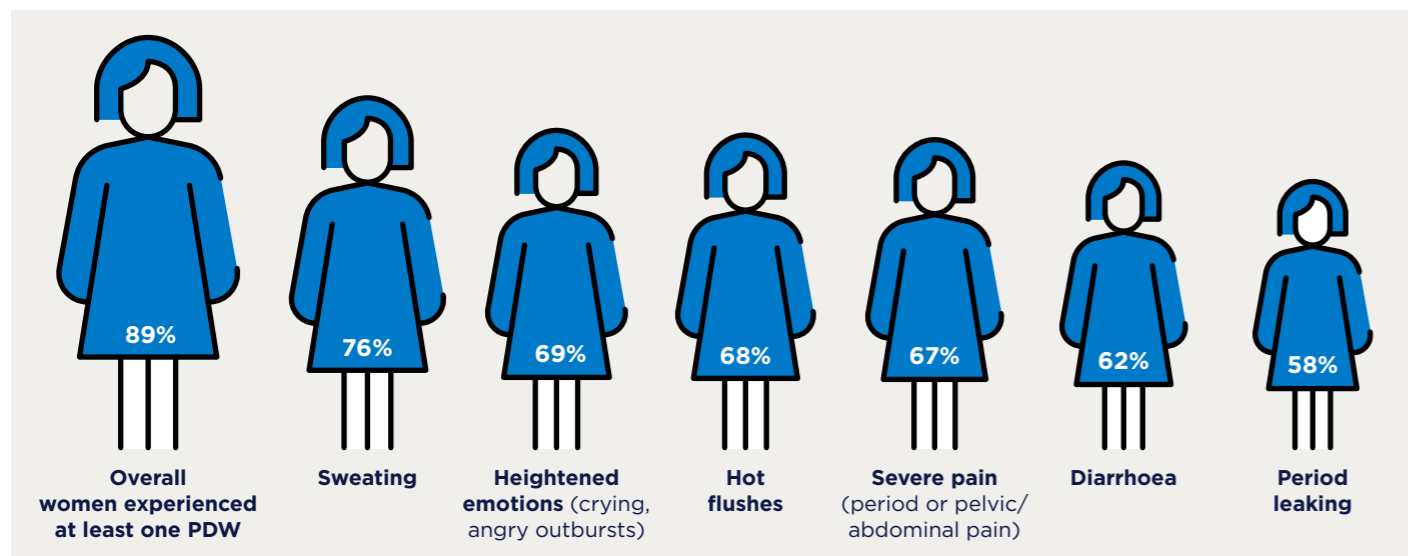
The most common types of PDW

The impact of PDWs

Women often find that Public Displays of Womanhood can mean needing to go to a public toilet (34%), having to abandon what they're doing to go home early (34%) or rushing to buy toiletries (20%) or new clothes (10%).

The majority of women (56%) also said that people around them commented on their PDW at the time^{xv}. Those who experienced a PDW often felt embarrassed (50%) or self-conscious (46%) and many others reported anxiety (38%), a negative impact on their mental health (14%) or feelings of depression (14%).

Feelings of public embarrassment often end up having a long-term impact even after time has passed. The majority of women who experienced a PDW in the past (63%) reported at least one long-term consequence as a result. Most commonly, a third (33%) felt anxious about when it might happen again, while others cancel plans (12%), avoid the people present at the time of a PDW (7%). Concerningly, one in 20 became reluctant to go outside at all - the equivalent of more than 1 million women^{vi}.



What support is available for PDWs?

If you are looking for support or advice, you aren't alone. Thousands of women are asking the same questions - and Bupa has several tools and resources that can help answer them or point you towards medical support that you can trust.

Online information on women's health and wellbeing

The Bupa Women's Health Hub provides free guidance on key health topics, such as periods, menopause, and endometriosis, along with everyday wellbeing advice and mental health support. Here you can also look up conditions and symptoms for further information.

Consider asking your employer

While it can be difficult talking to your employer about women's health conditions or symptoms, if you feel comfortable doing so, it's worth checking if they have private healthcare or other health support such as employee assistance programmes (EAPs) or remote GP appointments in place. Many businesses offer health and wellbeing support as a benefit and it's important to know what's on offer. Even if they don't currently have this offering, it may still be worth looking into what other support is available via your employer.

To support female colleagues, Bupa has taken a number of steps, from including free eco-friendly sanitary products in bathrooms, to support groups for those who suffer from heavy or painful periods and free access to its menopause plan.

Get personalised care

Whether you're looking for menopause support, managing heavy or painful periods or help with a range of health conditions, Bupa is here to help. Even if you don't have health insurance with us, we can still support you on a pay-as-you-go basis through our health clinics or via remote appointments.



Who can women talk to about health?

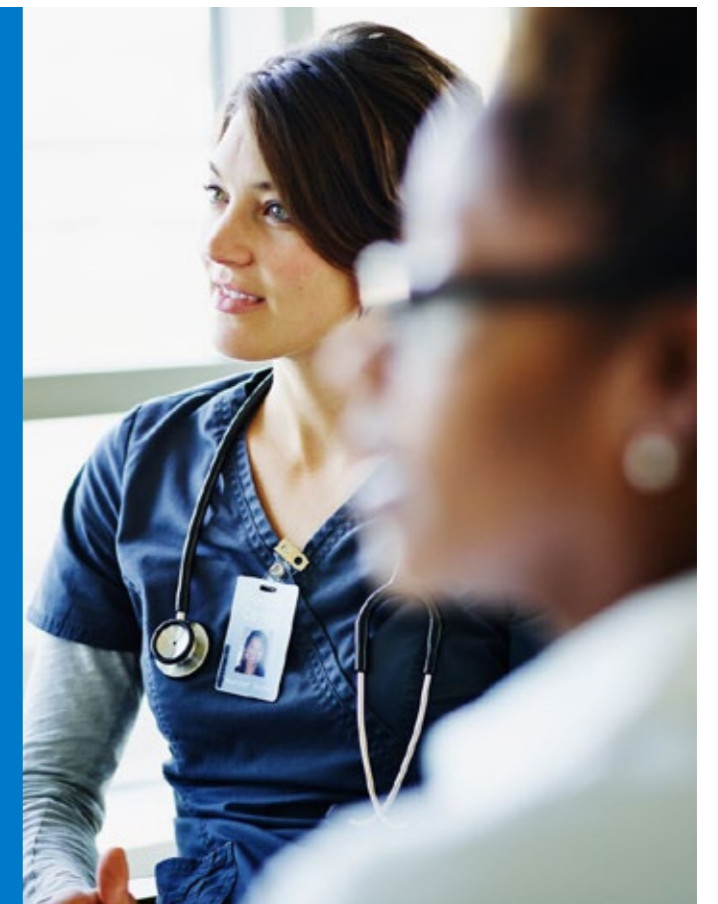
Past experiences and a lack of understanding around women's health means many still feel uncomfortable talking about what is happening to them. The majority (**57%**) of women^{vii} feel that women's health is still seen as taboo today.

What's encouraging, though, is that many agree that progress has been made in recent years. Almost half (**45%**) of women agree that high-profile campaigns with celebrities and public figures raising awareness mean they feel more comfortable speaking about women's health.

However, there is still further to go to challenge the stigma, as **32%** feel uncomfortable when talking about women's health, whether this is discussing their periods or menopause symptoms^{viii}. While most feel comfortable talking to a partner, friend or parent^{ix}, respondents were more reluctant to talk about their health to a male manager at work – with **42%** saying they wouldn't feel comfortable. This is compared with **30%** who would feel reluctant to talk to a female manager.

Dr Samantha Wild, Clinical Lead for women's health at Bupa UK explains: "Experiencing symptoms in public can often be embarrassing, due to a stigma around women's health. Most women are worried about comments being made or what people will think if they experience a PDW in public. It's important to remember that having a hot flush, period leaking or suffering with cramps is completely normal.

"If these things happen regularly, they're causing you stress, anxiety or low mood or they are impacting your day-to-day life, then it's time to speak to a GP about what is happening and find out what treatment options are available."



Workflow: Period health in the workplace

The persistent workplace taboo around period health

Periods come with a range of symptoms that for some can be debilitating. Each woman will experience these differently, but they often include cramps, headaches, nausea, fatigue, and mood swings.

In the workplace, periods can have a significant impact on wellbeing, comfort and productivity. The effects are almost universal among women who have periods – Bupa’s Wellbeing Index data found that **94%** have previously experienced disruptive symptoms.

More than three million women have taken time off work in the past year as a result – missing five days each year on average. This leads to an estimated 16.7 million sick days^{ix} being taken annually. Looking beyond the past year, **54%** of women who have periods took time off at some point in the past.

Many women regularly experience severe symptoms. Just under half (**47%**) of women suffer from severe period pain or cramps every month or most months^x, while a similar proportion (**48%**) regularly get headaches or migraines^{xi} and nearly a third (**31%**) feel nauseous^{xii}. Despite this and the relatively large overall number of period sick days, more than two-fifths (**42%**) of women who experience symptoms have never called into work sick as a result.

How many women call in sick with period symptoms?

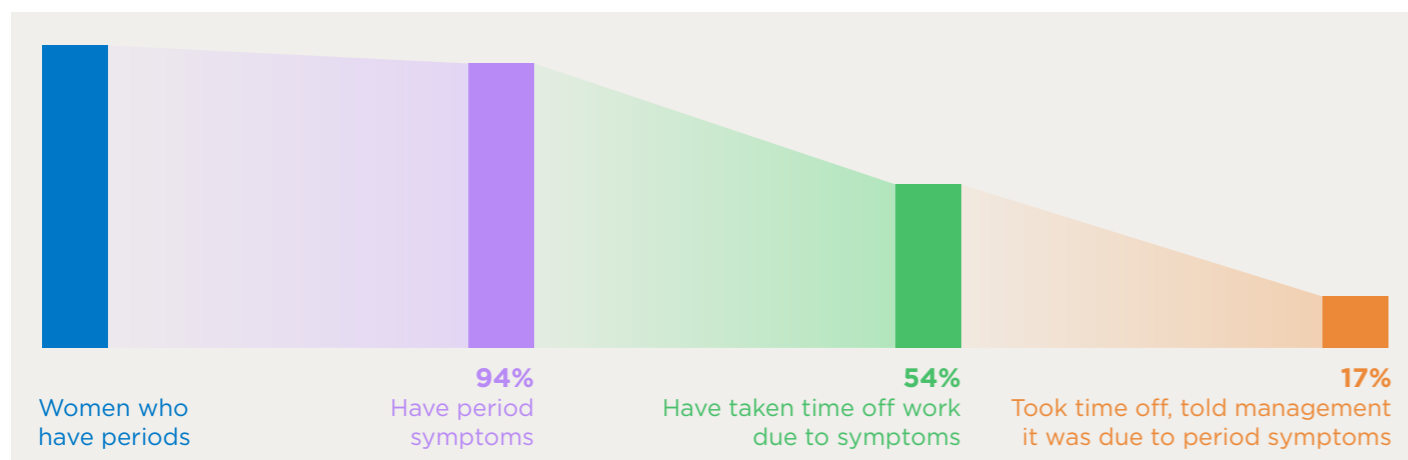
Stigma around calling in sick

Even those who do call in sick due to their period don’t tell their employer the real reason why. Just **17%** of women who have periods have taken time off and told their employer the real reason why – and the majority of this group (**53%**) only did so because their manager is a woman.

The most common reason why women don’t tell their employer when they take time out for period symptoms is because they worry their symptoms aren’t an acceptable reason to miss work (**45%**).

Another major barrier is that women often feel shame about their period symptoms. A third of women (**34%**) are too embarrassed to tell managers they need time off because of their period so instead say they are ill with other conditions, while others believe their manager simply wouldn’t understand (**31%**).

The impact of severe symptoms on work can be significant and women who experience them may find it difficult to concentrate, focus, or be productive at work. Those who end up working through period symptoms commonly reported feeling tired (**41%**), suffering with period pain (**37%**) or having to make frequent trips to the toilet due to heavy bleeding (**30%**). As a result, they may have to take regular breaks, or change their working hours. Without proper understanding from managers or a workplace culture which encourages women to feel comfortable talking about their health, valuable talent is at risk of leaving the workforce.



Nicola Green, Commercial Director for Bupa Health Clinics says: “Women need companies to foster a workplace culture where they feel comfortable speaking openly and honestly about what they are experiencing. If companies are unable to do this, then productivity will slip, and they’ll lose the ability to attract and retain key talent. Women make up **48%** of the UK workforce and it’s essential we support them to thrive.”

Workflow: Period health in the workplace

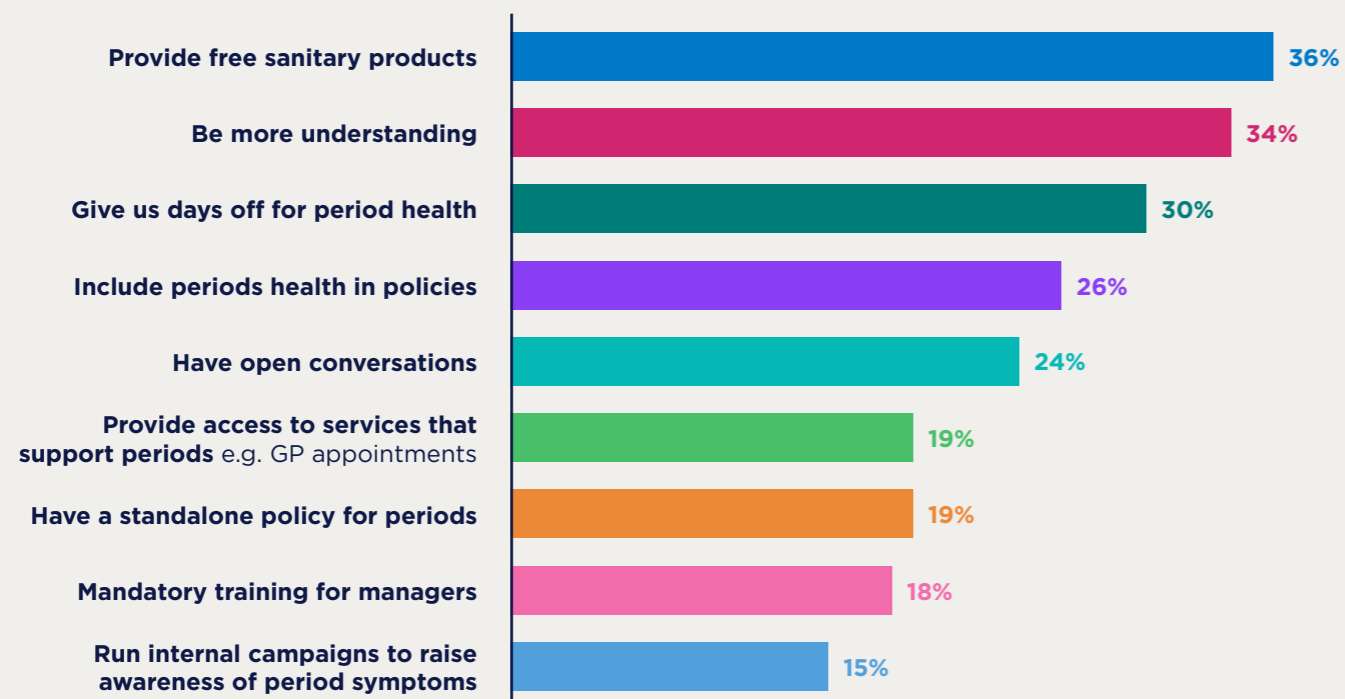
Driving employer change

The voices of all employees must be at the heart of any healthcare related workplace initiatives or changes. On a practical level, over a third (**36%**) of women would welcome employers providing free sanitary products in workplaces. Not only does this help employees who unexpectedly get their period, it signals that the business takes menstrual health seriously and is happy to support colleagues with the financial cost of periods.

This also feeds into the second most common request, which is for managers to show a better level of understanding over the reality of working – or not working – when you have a period, as cited by **34%** of female workers. A quarter (**24%**) would welcome more open conversations while **18%** want mandatory training for managers.

Policy changes can play a role – whether that's days off for period health (**30%**), including period health in policies (**26%**) or providing access to services that support periods such as GP appointments (**19%**). Less than a fifth (**18%**) of women say the support offered for period health in their workplace is the best it could be.

How do staff think workplaces can better support period health?



Changing workplace attitudes

Rachel Murray, Head of Employee Wellbeing for Bupa Global & UK shares her advice on how to break down taboos in the workplace:

Educate

Education around periods is vital to supporting colleagues. It's so important that we're educating everyone, not just those experiencing them.

A great way to create an open culture is through internal campaigns, whether this is hosting external speakers, virtually or in person, or sharing personal stories from other people within the business.

It's about creating a culture which normalises conversations about periods, where everyone feels comfortable to talk about what they're experiencing and asks for support when they need it. To give one real world example, Bupa offers a monthly support group set up for people who suffer with heavy and painful periods.

Provide access to menstrual products

This includes pads, tampons, and other menstrual products. It is important to make these products available in a variety of locations, such as bathrooms, break rooms, and vending machines.

Offer flexible working arrangements

If your workplace doesn't already have one and it is possible for you to introduce one, a flexible working policy is an effective step to support period health. To give an example, it means that if a colleague has struggled to sleep due to night sweats, they can start work slightly later.

Even where roles can be done remotely, hybrid working patterns may also mean they feel pressured to come into the workplace but make sure they know that if they're struggling with symptoms they can work at home.

Flexibility is key when it comes to supporting employees with periods if they do not want to take time off.

Offer support

Workplaces are doing more to support women's health, and as more companies step up to that challenge, it's essential that as well as offering flexible working hours and period products, they are providing access to services which can support with all of the symptoms.

Whether this is private GP services, such as the Bupa Period Plan which is easy to access and offers 45-minutes with a GP and nurse-led phonelines to offer 24/7 support or employee assistance programmes (EAPs) to help with the mental health symptoms. Having support and access to treatment mean that employees can stay well, in work and improve productivity. They are also less likely to leave an organisation if they feel it cares about their wellbeing.



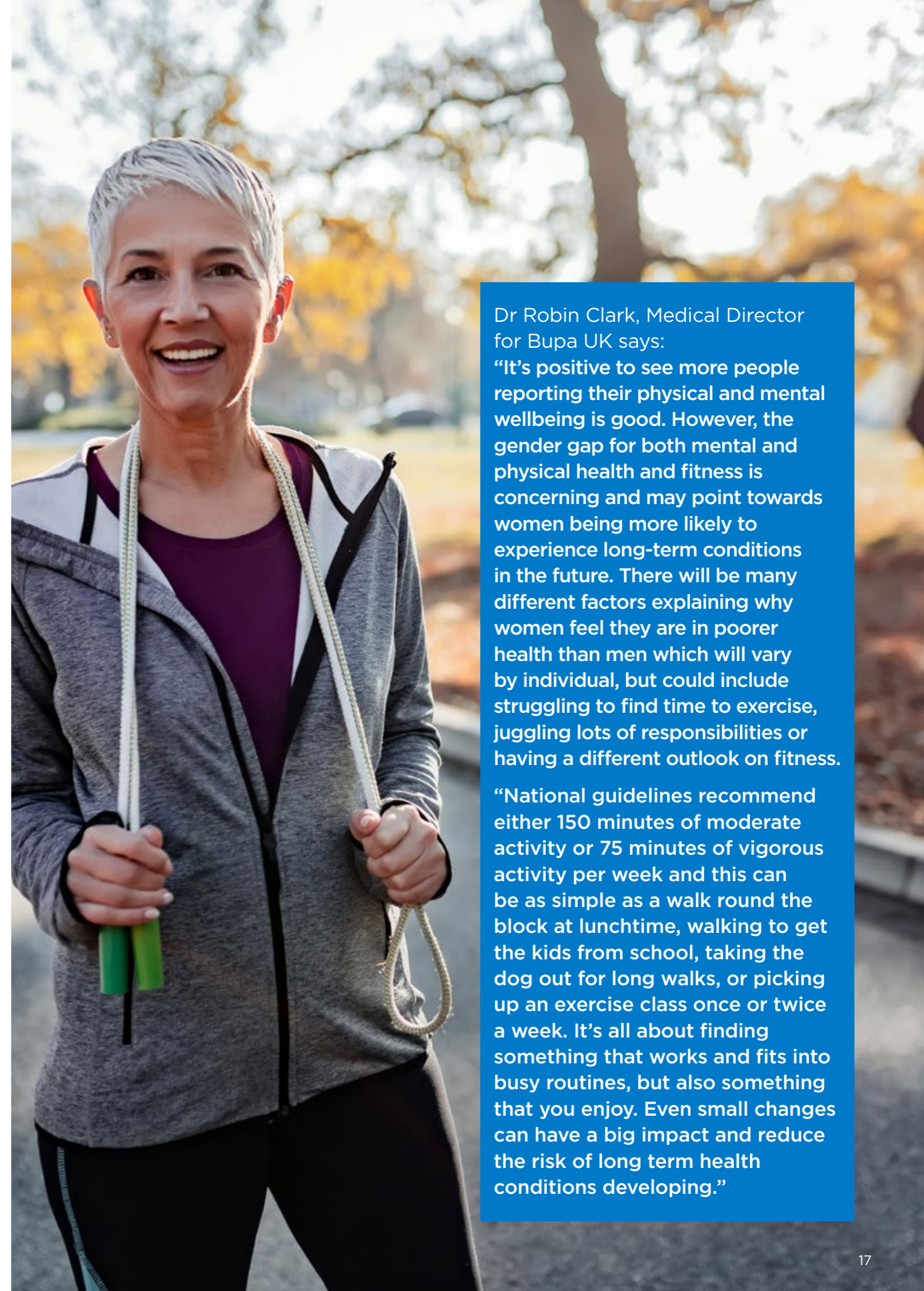
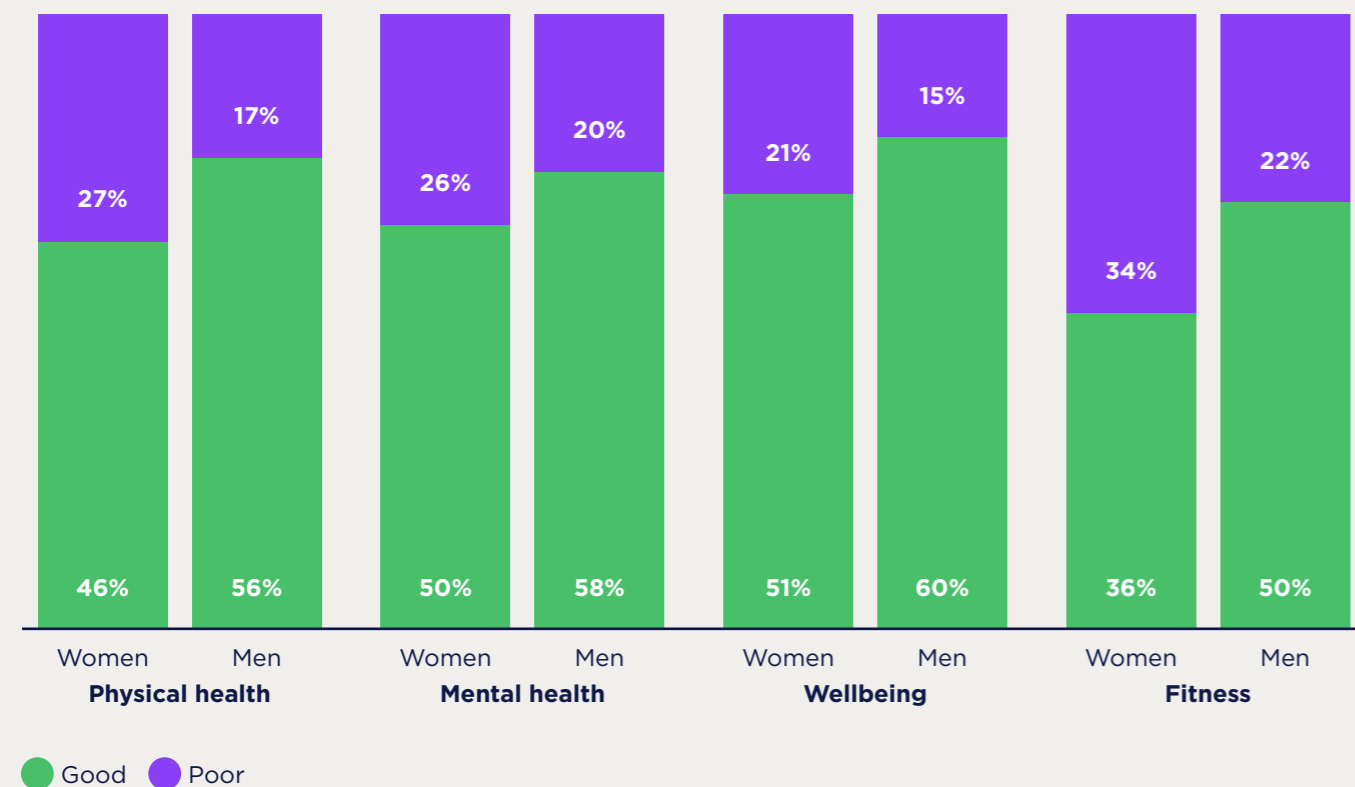
A broader look at wellbeing

Since the last iteration of the Bupa Wellbeing Index in June^{xviii} 2023, there are some broad positive conclusions to be drawn at a national level. More people now consider their mental health to be very good or somewhat good – at **53%** in the latest Wellbeing Index versus **50%** in the June edition.

Mirroring this, **56%** now say their general wellbeing is either very good or somewhat good, while **51%** said so in the previous Index. Elsewhere, fitness and physical health remained broadly steady^{xix}.

However, women are less likely to report that they are in good health. Where **56%** of men say their physical health is very good or somewhat good, just **46%** of women say the same. Similarly, **58%** of men say their mental health is very good or somewhat good, while **50%** of women feel the same way. The biggest gap appears to be in fitness, where **50%** of men say theirs is good, compared with **36%** of women.

The proportion of women and men in good health



Dr Robin Clark, Medical Director for Bupa UK says:
 “It’s positive to see more people reporting their physical and mental wellbeing is good. However, the gender gap for both mental and physical health and fitness is concerning and may point towards women being more likely to experience long-term conditions in the future. There will be many different factors explaining why women feel they are in poorer health than men which will vary by individual, but could include struggling to find time to exercise, juggling lots of responsibilities or having a different outlook on fitness.
 “National guidelines recommend either 150 minutes of moderate activity or 75 minutes of vigorous activity per week and this can be as simple as a walk round the block at lunchtime, walking to get the kids from school, taking the dog out for long walks, or picking up an exercise class once or twice a week. It’s all about finding something that works and fits into busy routines, but also something that you enjoy. Even small changes can have a big impact and reduce the risk of long term health conditions developing.”

Conclusion: Looking to the future of women's health

Much work has been done in recent years to break down taboos around women's health. From public bodies to consumer brands and documentaries, a range of influential voices have been speaking more openly about periods, menopause and pregnancy.

However, the findings of this report highlight that a persistent stigma still exists despite the progress being made over time, and there is clearly more work to be done. The more we as a society foster a sense of openness around women's health, the easier it will be to get to the root of a lot of related issues.

The stigma around women's health can have serious consequences, whether it's the mental health impact of the everyday symptoms or natural bodily functions experienced by women in public places, or the worry over calling an employer to tell them you need to work flexibly or take a day off due to period symptoms.

In practice, that can involve everything from normalising conversations about women's health in the media, to conducting research into the attitudes and behaviours that influence our cultural reactions to women's health conditions and creating more inclusive workplaces.

To support employers, educators and communities, Bupa is committed to helping provide the tools to meet these goals - from toolkits to support better conversations around women's health in workplaces and schools, to its partnership with the charity Wellbeing of Women, donating **5%** of the value of every Menopause and Period Plan that's sold to fund vital research into the health of women, babies and girls..

We urge other businesses and organisations to take similar steps and join our Pledge - to create a better educated, more open society, where no woman is held back due to health inequality .

Bupa's pledge



- Increase awareness**
- Supportive workplaces**
- Open conversation**
- Empower through education**

For more resources, visit the [Bupa Women's Health Hub](#)



Footnotes

ⁱThe UK adult population (18+) is 52,890,444 according to ONS. 46% of the total population report that they had experienced at least one Public Display of Womanhood in the past. This is the equivalent to 24,217,770 people affected – or 24 million. Public Displays of Womanhood are defined as when someone experiences one or more of a range of symptoms specifically related to periods, pregnancy or menopause, to the extent where they are visible in public. The full list is as follows: hot flushes, period blood leaking/visible on clothes, breasts leaking, breakout of spots/acne, breast size/shape changes, excess sweating, severe pain (e.g. period or pelvic/abdominal pain), vomiting, diarrhoea, going into labour, dizziness or fainting, leaking urine/wetting oneself, heightened emotions (crying, angry, outbursts), panic attacks, slight odour.

ⁱⁱNet figure based on the percentage of women who said they had hot flushes due to periods, pregnancy or menopause to the extent where they were visible to the public, in the past month (29%), in the past two to three months (7%), in the past four to six months (6%), in the past seven to 12 months (7%), or longer than a year ago (19%).

ⁱⁱⁱNet figure based on the percentage of women who said they appeared sweaty due to periods, pregnancy or menopause to the extent where it was visible to the public, in the past month (41%), in the past two to three months (9%), in the past four to six months (6%), in the past seven to 12 months (5%), or longer than a year ago (14%).

^{iv}Net figure based on the percentage of women who said they had leaked urine due to periods, pregnancy or menopause to the extent where it was visible to the public, in the past month (25%), in the past two to three months (9%), in the past four to six months (7%), in the past seven to 12 months (6%), or longer than a year ago (10%).

^vNet figure based on the percentage of women who said they had period blood leaking or visible on clothes to the extent where it was visible to the public, in the past month (8%), in the past two to three months (5%), in the past four to six months (5%), in the past seven to 12 months (4%), or longer than a year ago (35%).

^{vi}The UK adult population (18+) is 52,890,444 according to ONS. 2.2% of the total survey sample (180/8002) – or 5% of female respondents – report that they had stopped going outside after experiencing a Public Display of Womanhood. This is the equivalent to 1,189,738 people affected – or more than a million.

^{vii}Net figure – 18% strongly agree and 39% somewhat agree that women's health issues are still seen as taboo.

^{viii}Net figure – 10% strongly agree and 22% somewhat agree that they feel uncomfortable talking about women's health issues.

^{ix}The UK adult population (18+) is 52,890,444 according to ONS. Overall, 6% of the adult UK population has taken time off work due to period symptoms in the past year – the equivalent of 3.4m people (rounded). On average, those who do take time off take 4.95 days. Six percent of 52,890,444, multiplied by 4.95 is 16,667,562 – rounded to 16.7 million.

^x25% of women who have periods say they experience severe period pains or cramps every month, while 22% say they experience this most months.

^{xi}24% of women who have periods say they experience headaches or migraines related to their period every month, while 24% say they experience this most months.

^{xii}14% of women who have periods say they experience nausea related to their period every month, while 17% say they experience this most months.

^{xiii}Net figure based on the percentage of women who said their breasts leaked due to periods, pregnancy or menopause to the extent where they were visible to the public, in the past month (2%), in the past two to three months (2%), in the past four to six months (2%), in the past seven to 12 months (2%), or longer than a year ago (26%).

^{xiv}Net figure based on the percentage of women who said they experienced a breakout of spots or acne due to periods, pregnancy or menopause to the extent where they were visible to the public, in the past month (18%), in the past two to three months (7%), in the past four to six months (6%), in the past seven to 12 months (5%), or longer than a year ago (22%).

^{xv}Net figure based on respondents being given a set of potential responses to describe what happened when they previously experienced a PDW and being asked to select all that apply. This includes any respondent that chose one of the following responses: I was told I looked hot / flushed/ sweaty, I was told I look pale, I was told I looked ill / poorly, I was told/advised to go home, I was told I had blood on my clothing, People acted awkwardly around me, I was asked if I was on my period, I was told to sort myself out, I was asked if I was pregnant, I was told I had a wet top/t-shirt, I was told my breasts had leaked.

^{xvi}Based on respondents being asked who they would NOT feel comfortable talking to women's health about from a list of options. Just 15% would NOT feel comfortable talking to a female parent about women's health, and figures show a minority don't feel comfortable talking to a male parent (29%), female friend (10%), male friend (23%), a female partner (8%) or male partner (12%).

^{xvii}According to a [UK labour market statistics UK Parliament research briefing](#) from September 2023, 15.73m women are either working full-time or part-time. This is out of a total workforce of 32.88m people working either full-time or part-time. This means women make up 48% of the total workforce, to the nearest percentage.

^{xviii}For the previous Wellbeing Index report, Bupa commissioned Censuswide to poll a nationally representative sample of 8,002 UK adults. The data was collected between 09.06.2023 – 16.06.2023.

^{xix}In the research for this iteration of the Bupa Wellbeing Index (October 2023), 51% said their physical health was either very good or somewhat good, compared with 50% in the previous iteration (June 2023). Similarly, 42% said their fitness was either very good or somewhat good, compared with 41% in June 2023.



