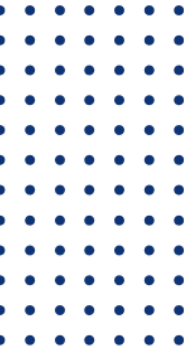




AUDIENCE INTELLIGENCE REPORT

December 2022



The Community Is Growing

Our super users in the last month included:



Senior Management
Accountant

Mason & Co.

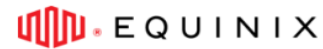
Partner



Head of Delivery



Senior Tax Recruiter



Global Finance Director



Partner



Accounting Director



Senior Public Practice
Consultant



THE UNIVERSITY
of EDINBURGH

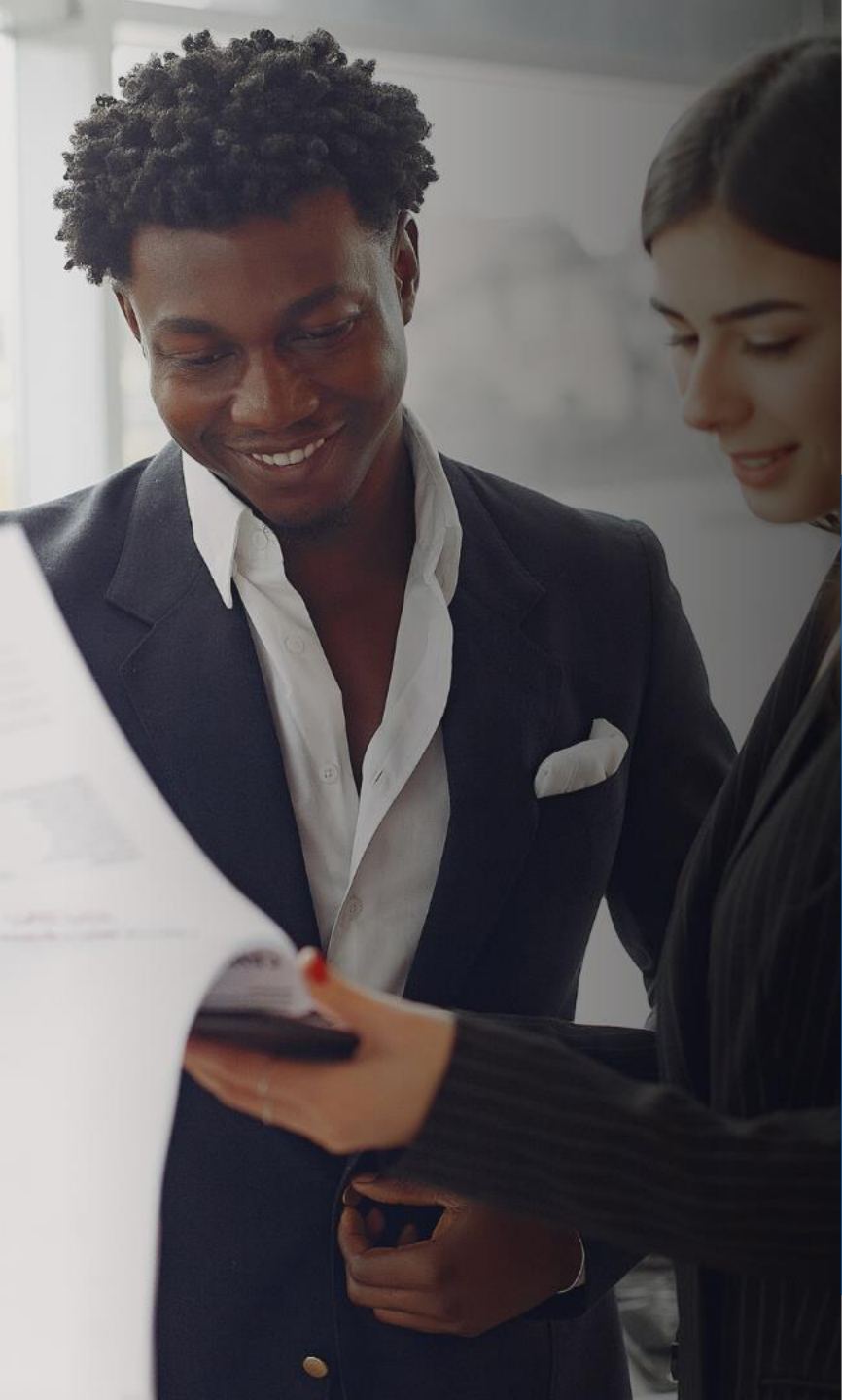
Senior Internal Auditor



Financial Accountant



Tax Manager



What We're Hearing From Our Audience

Our content team spends over 1000 hours each year conducting primary research across all our communities, this is what they heard across last month:

Key topic: Burnout in the accounting sector

“

Although pay is always going to be important, especially in the current economic climate, it's not everything. Flexibility and work environment are also likely to be key.

“In our industry there is wide disparity between what firm leaders believe the culture is versus what the people feel the culture is. If your people feel that their mental wellbeing is being compromised, then that is part of your culture.

”

- Global director of people, mid-tier accountancy practice, UK

Mental health awareness

While the subject of mental health appears to be more firmly in the public conversation than ever before, sources have argued that the after-effects of the pandemic and the worsening economic climate are causing levels of stress, depression and burnout in the accounting sector to rise.

These factors, some say, are compounding the core elements of the profession such as frequent technical developments, considerable workload and the critical nature of the work.

The link between the economic downturn and accountants' mental health is supported by new research conducted by caba, a mental health charity for the ICAEW community. The study found that more than two in five (42%) working accountants and students are struggling financially.

Of that number, two thirds (66%) feel anxious, while three in five (59%) are stressed and a third (34%) are depressed, the study found.

“

In the war for talent, which is still very much alive and kicking despite concerns over recession, any negative differentiation has to be avoided

Failure to deal with mental wellbeing has a negative impact on existing staff turnover and morale as well as potential new joiners.

”

- Partner, mid-tier accountancy practice, UK

Top 3 Read Articles Last Month

Delve deeper into the content our audience are engaging with to solve the challenges across MTD, employee burnout and VAT



[MTD for ITSA set to be postponed to 2026](#)



[‘Burnout crisis’ plaguing accounting sector, experts say](#)



[New year, new VAT penalties](#)



THANK YOU

Hopefully you find the insights from this month's report beneficial.

If you'd like more information and insights on the Accountancy Age audience let us know



partnerships@contentive.com

