

## Stress: Outsourced

*"Money is a great servant but a bad master."*

- Francis Bacon



Take a moment to think about this:

***"What stresses you out the most?"***

Try to ignore the twerp on public transport flicking through TikTok on full volume and think more macro.

Have a look at how you sync up with the UK and the US in aggregate...

EXHIBIT 1

**Top Causes of Stress in the UK:** *The Mental Health Foundation, CIPD, ONS, HSE*

Period	#1	#2	#3	#4
<b>2005-2010</b>	<b>Work</b> 35-42%	<b>Financial</b> 30-38%	<b>Health</b> 15-22%	<b>Family</b> 10-18%
<b>2011-2015</b>	<b>Work</b> 40-45%	<b>Financial</b> 35-40%	<b>Health</b> 18-25%	<b>Family</b> 12-20%
<b>2016-2020</b>	<b>Work</b> 42-48%	<b>Financial</b> 38-43%	<b>Politics</b> 20-25%	<b>Health</b> 22-28%
<b>2021-2024</b>	<b>COVID</b> 35-42%	<b>Remote work</b> 30-38%	<b>Financial</b> 40-45%	<b>Health</b> 25-32%

Britons are most stressed about work and money. Brexit brought with it a new bronze medal stressor in 2016, but the only time the main dynamic shifted was when the entire world was in a state of lockdown.

Across the Atlantic...

EXHIBIT 2

**Top Causes of Stress in the US:** *American Psychological Association*

Period	#1	#2	#3	#4
<b>2007-2009 (GFC)</b>	Money	Work pressures	Recession impacts	
<b>2010-2012 (Recovery)</b>	Job stability	Economic uncertainty	Work-life balance	Health
<b>2013-2015 (Generic)</b>	Work stress	Financial	Family responsibilities	Health
<b>2016-2018 (Trump)</b>	Political climate	Gun violence	Health	Social Media
<b>2019-2021 (Pandemic)</b>	COVID-19	Health	Economic disruption	Social isolation/WFH
<b>2022-2024 (RIP ZIRP)</b>	Inflation	Political polarization	Global conflicts	Mental health challenges

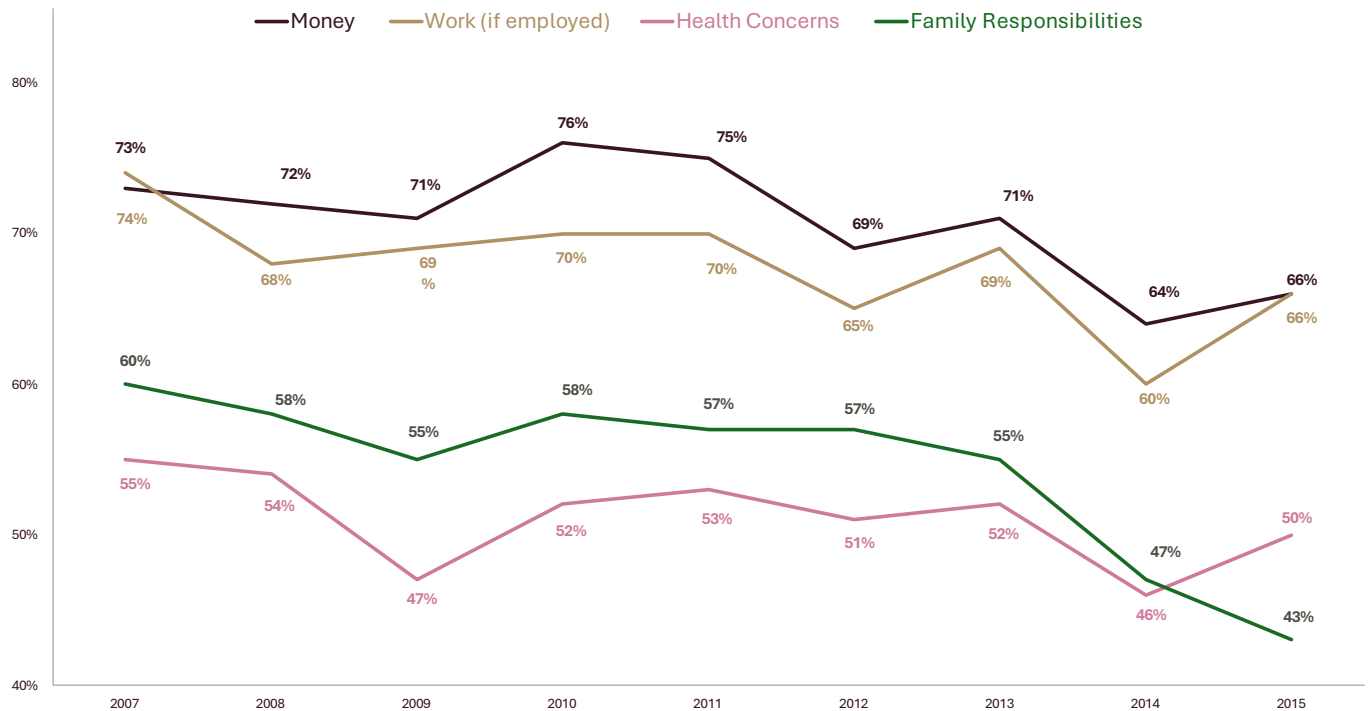
I notice Fantasy Football didn't appear once across both datasets, so I'm taking these reports with a handful of salt.

In addition, the survey questions asked changed over the years, so it's difficult to track the percentage of respondents who choose one particular stressor year-on-year.

To try and condense the data into one neat chart, the *Stress in America* report did have consistent questions from 2007 to 2015, and there's one clear winner...

## EXHIBIT 3

### Top Causes of Stress in the US: *Stress in America Survey*, American Psychological Association



While the specific stressors may vary slightly between the UK and the US and across different time periods, one common thread runs through both: financial concerns. Whether its concerns about job security, the cost of living, economic recessions, or inflation, **money consistently ranks as a top source of stress.**

Stress has to be addressed, by yourself or someone else, or it will eat away at you.

The problem is, the various causes of stress aren't like a checklist you can tick off as you move through your day.

Ideally what we would do if feeling overwhelmed is outsource the big stresses in our lives.

## Bad news

When it comes to three of the top sources of stress (work, health, family), the outsource potential is very low (ChatGPT, PT, shrink?).

## Good news

When it comes to the top source of stress (money), the outsource potential is very high (financial advisor).

Financial stress isn't just a number – it's sleepless nights, constant worry, and energy drained from living life. While you can't outsource everything that stresses you, you *can* outsource the financial complexity that weighs you down. This is where professional financial advice can make a real difference.

At Biograph, we aim to not just be financial advisors, but stress reducers. We take on the burden of your financial stress by:

- **Creating personalised financial plans:** We develop tailored strategies to help you achieve your financial goals, reducing uncertainty and providing a clear path forward.
- **Managing investments:** We take the complexity out of investing, helping you grow your wealth and feel secure in your financial future.
- **Providing ongoing support and guidance:** We're here to answer your questions, address your concerns, and provide expert advice every step of the way.

When financial stress is addressed, it can also lighten the load across other stressors.

- **Work:** Knowing your financial house is in order means fewer distractions during work hours and a clearer focus on professional growth.
- **Health:** With financial confidence, you can better prioritise your well-being; whether that's affording gym memberships, healthier meals, or simply lowering the cortisol levels that wreak havoc on your body.
- **Family:** Reduced money worries mean fewer arguments about bills or spending habits, which can improve family harmony.

Money may not buy happiness, but financial stress can certainly contribute to unhappiness.

For many, the constant worry about money overshadows other aspects of their lives.

And life is far too short to spend it worrying about interest rates and pension changes, when you could easily free up your precious time and energy to focus on what really matters – should I triple captain Salah on Saturday or wait for a double gameweek?

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## **Risk Warning**

Your capital may be at risk.

The value of units can fall as well as rise, and you may not get back all of your original investment.

Approved by In Partnership FRN 192638 February 2025.