A Prescription for the Future

Global youth checkup and the way forward for wellness
COVID-19 has led young people around the world to reexamine their overall health and wellbeing. As they navigate through the pandemic and its side effects, they are writing new prescriptions to achieve optimal wellbeing for themselves and others.

A PRESCRIPTION FOR THE FUTURE

An online quantitative study fielded from May 29 - June 8, via VICE, Refinery29, and i-D websites and social channels.

Additional qualitative questions fielded to VICE Media Group’s proprietary insights communities, VICE Voices and Mad Chatter.
WELLNESS CHECKUP
COVID-19 will have a lasting effect on how young people think about health.

Top Predictions for Lasting Societal Changes

01 The way we work
02 The way we socialize
03 The way we take care of our health
04 The way our economy operates
05 The way we engage with our community

...
Every aspect of wellbeing is increasing in importance.

Most Important Before COVID-19 vs. Most Important After COVID-19

**Before COVID-19**

- Emotional Wellbeing: Feeling good internally
- Medical Wellbeing: Being free from illness
- Social Wellbeing: Having strong friendships
- Intellectual Wellbeing: Learning new things
- Career/Purpose Wellbeing: Enjoying what you do every day
- Relationship Wellbeing: Being in a loving, supporting intimate partnership
- Physical Wellbeing: Being physically capable and energized
- Financial Wellbeing: Feeling comfortable with your economic status
- Community Wellbeing: Engaging and entrusting those around you
- Spiritual Wellbeing: Believing in a higher power

**After COVID-19**

- Emotional Wellbeing: 64%
- Medical Wellbeing: 63%
- Social Wellbeing: 49%
- Intellectual Wellbeing: 46%
- Career/Purpose Wellbeing: 47%
- Relationship Wellbeing: 45%
- Physical Wellbeing: 51%
- Financial Wellbeing: 48%
- Community Wellbeing: 36%
- Spiritual Wellbeing: 22%

*Based on 9-10 ratings on a 10-point scale

Traffic to R29 Wellness content increased 42% YoY at the start of the pandemic.

Avg. traffic per VICE general health article was up 112% YoY in July.
Priorities are shifting back to basic needs for survival, with emotional wellbeing remaining most essential.

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<thead>
<tr>
<th>#1</th>
<th>EMOTIONAL WELLBEING - Feeling good internally</th>
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<tbody>
<tr>
<td>#2</td>
<td>MEDICAL WELLBEING - Being free from illness</td>
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<tr>
<td>#3</td>
<td>SOCIAL WELLBEING - Having strong friendships</td>
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<tr>
<td>#4</td>
<td>INTELLECTUAL WELLBEING - Learning new things</td>
</tr>
<tr>
<td>#5</td>
<td>CAREER/PURPOSE WELLBEING - Enjoying what you do every day</td>
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<td>#6</td>
<td>RELATIONSHIP WELLBEING - Being in a loving, supporting intimate partnership</td>
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<td>#7</td>
<td>PHYSICAL WELLBEING - Being physically capable and energized</td>
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<tr>
<td>#8</td>
<td>FINANCIAL WELLBEING - Feeling comfortable with your economic status</td>
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<tr>
<td>#9</td>
<td>COMMUNITY WELLBEING - Engaging and entrusting those around you</td>
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<tr>
<td>#10</td>
<td>SPIRITUAL WELLBEING - Believing in a higher power</td>
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Most Important Before COVID-19

- #1: Emotional Wellbeing - Feeling good internally
- #2: Medical Wellbeing - Being free from illness
- #3: Social Wellbeing - Having strong friendships
- #4: Intellectual Wellbeing - Learning new things
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Most Important After COVID-19

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- #10: Spiritual Wellbeing - Believing in a higher power
Optimal health is just out of reach for young people around the world.

AVERAGE GLOBAL WELLBEING SCORE

10 - Most Optimal State of Wellbeing

6.9

7.1

6.2

7.2

6.8

1 - Least Optimal State of Wellbeing
Low wellbeing scores are largely linked to mental health.

My mental health has fallen off a cliff... feelings of helplessness, loneliness, and loss that everyone is feeling.

- MILLENNIAL, WOMAN, US

My mental anxiety about the future.

- GEN Z, MAN, INDIA

My score is entirely down to my mental health deteriorating an incredible amount during the pandemic.

- MILLENNIAL, WOMAN, IRELAND

My life is on pause. As much as I want to resume it, I simply cannot do it.

- GEN Z, MAN, BELGIUM

Depression, no sense of purpose and empty feelings. There's no future.

- MILLENNIAL, WOMAN, ITALY

I have everything I need, but lack a sense of purpose and fulfillment.

- MILLENNIAL, WOMAN, US

Losing education/job opportunity and all around being very broke for a long time.

- GEN Z, MAN, AUSTRALIA

I know I can be in better health, but financially that just isn’t feasible.

- MILLENNIAL, WOMAN, US

Not being together with loved ones and fear of losing my job.

- MILLENNIAL, WOMAN, INDIA

Treatment of cancer, diabetes, and bipolar mood disorder.

- MILLENNIAL, WOMAN, BRAZIL

Back pain, loss, grief, tired, over eating, lack of physical activity... overall shitty mental state.

- MILLENNIAL, WOMAN, AUSTRALIA

Lack of physical activity and mental anxiety.

- MILLENNIAL, MAN, AUSTRALIA
Youth’s mental health struggle has become chronic.

NEGATIVE EMOTIONS REMAIN HIGHER THAN BEFORE COVID-19

How would you describe your emotions today compared to an average day before the Coronavirus?
% answering high/very high

<table>
<thead>
<tr>
<th></th>
<th>DEPRESSION</th>
<th>ANXIETY</th>
<th>STRESS</th>
</tr>
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<tbody>
<tr>
<td>MARCH</td>
<td>30%</td>
<td>52%</td>
<td>56%</td>
</tr>
<tr>
<td>JUNE</td>
<td>40%</td>
<td>54%</td>
<td>58%</td>
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Traffic to mental health stories increased 197% MoM in June 2020.
They are stuck in a never ending loop as the poor state of their emotional health fuels their anxiety.
Those who feel they are living their healthiest lives attribute it to being able to manage their emotional and physical wellbeing.

**Self awareness & self-care**

I have eaten healthier, taken breaths, practiced exercises, yoga, meditation, moisturizing, trying not to stress and isolate as much as possible.

- MILLENNIAL, MAN, BRAZIL

Not having the temptation to distract myself with nightlife has forced me to focus on myself. I feel like I know myself way better now than ever before.

- GEN Z, NON-BINARY, US

I got back into shape, and found an inner peace that I had not seen for many years.

- GEN Z, MAN, ITALY

**Ability to support self & others**

My family, friends and I are still alive, healthy, able in our minds and bodies, and overall secure with food and finances.

- GEN Z, MAN, US

Having healthy food and doing exercise to stay fit and be well if I get COVID-19.

- GEN Z, MAN, INDIA

**Free from illness or physical ailment**

Taking time for myself and organizing my time/ money/ projects.

- MILLENNIAL, MAN, CANADA

I have no serious health problems. I feel healthy - the spirit, the soul, and in my body - the majority of days.

- MILLENNIAL, WOMAN, GREECE

I am physically healthy and neither I nor my family have become ill from the Coronavirus.

- GEN Z, WOMAN, GREECE

I am healthy and so is my family. We are all fine and that’s the only thing that matters to me.

- GEN Z, WOMAN, ITALY

I am still physically healthy, and neither I nor my family have become ill from the Coronavirus.

- GEN Z, MAN, ITALY
THE WAY FORWARD FOR WELLNESS
Getting back to basics.

MEDICAL WELLBEING - being free from illness

EMOTIONAL WELLBEING - feeling good internally

PHYSICAL WELLBEING - being physically capable and energized
Getting back to basics: Physical Wellbeing

Physiological Wellbeing - being physically capable and energized
Young people will invest more time and money into their physical wellbeing than they had before COVID-19.

91% will invest just as much or even more TIME into physical fitness/activity after COVID-19

52% SAY MORE TIME

77% will invest just as much or even more MONEY into physical fitness/activity after COVID-19

20% SAY MORE MONEY

Traffic to VICE Fitness content has increased MoM since Q1; up 145% MoM in July.
They will exercise their bodies to energize their minds.

REASONS TO WORK OUT/GET PHYSICAL ACTIVITY SINCE COVID-19:

#1 To feel good

#2 To manage my emotional & mental health

“I’ve been more motivated to get physical activity as I try to keep the crippling depression and anxiety I experience from overwhelming me.”

- WOMAN, GEN Z, BRITAIN

“I’ve been more motivated to get physical activity to enjoy myself and experience the comfort of a healthy balance between body and mind.”

- WOMAN, MILLENNIAL, BELGIUM
They will use their workout routine to find stability in unpredictable times.

1 IN 2 of young people say that since COVID-19, they are more motivated to work out in order to maintain a routine.

1 IN 3 started a new exercise routine since the start of COVID-19.
They will often do it alone.

56% will exercise/work out alone as part of their workout routine after COVID-19

47% will use their own at-home workout routine as part of their workout routine after COVID-19

65% North America
Nature will become their gym.

64% will go for runs and walks as part of their workout routine after COVID-19

38% will go for bike rides as part of their workout routine after COVID-19

35% will go hiking as part of their workout routine after COVID-19

Top R29 fitness stories are rounding up products & attire that fuel their preferred workouts.
Food will be a source of nutrition and energy.

#1

NUTRITION
Is the #1 food/drink attribute that will increase in importance after COVID-19

“I feel like my diet plays a role in feeling better and allowing for better workouts. I think it’s a good habit to continue after the pandemic.”

45%

of young people want more information on food that helps build their immunity
Getting back to basics: Medical Wellbeing

MEDICAL WELLBEING - being free from illness

PHYSICAL WELLBEING - being physically capable and energized
Young people will shift their faith towards science.

When it comes to their general health and wellbeing, young people will...

<table>
<thead>
<tr>
<th>RELY ON LESS THAN BEFORE COVID-19</th>
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<tbody>
<tr>
<td>3%</td>
<td>53%</td>
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<tr>
<td>SCIENCE</td>
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<th>35% RELIGION</th>
<th>10%</th>
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They're tuning into stories backed by science.

These DIY Face Mask Materials Are Best, According To Scientists

6,000%+ above benchmark for visits
They will entrust modern medicine and vaccinations.

When it comes to their general health and wellbeing, young people will...

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<tr>
<td><strong>6%</strong> VACCINATIONS</td>
<td><strong>40%</strong></td>
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<tr>
<td><strong>6%</strong> MODERN MEDICINE</td>
<td><strong>33%</strong></td>
</tr>
<tr>
<td><strong>25%</strong> ALTERNATIVE MEDICINE</td>
<td><strong>17%</strong></td>
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Traffic to COVID-related health stories surged 4,859% MoM in March and has remained high through July 2020.
They will rely more on digital consultations.

WILL RELY ON DOCTOR CONSULTATIONS ONLINE

50% The same as before COVID-19

30% MORE

38% Millennial

20% LESS

AS SEEN ON VICE

Parents Are Eavesdropping on Their Kids’ Virtual Therapy Sessions

Top VICE articles are focused on alternatives to in-person therapy and coaching sessions.
They will do everything they can to take care of themselves personally.

"I'll wait until the science genuinely points to it being safe for me and others.

- GEN Z, MAN, BRITAIN

74% of young people globally say: “I am focused on staying well to look out for myself.”

78% Millennial; 71% Gen Z
They are assuming the responsibility of one another’s health and safety.

63% of young people say: “I feel personally responsible for the health of others.”

(66% Millennial; 59% Gen Z)

77% of young people say they will be more conscious of their overall health and how it affects others after COVID-19.

(80% Millennial; 75% Gen Z)
I feel like my state is going too fast, so I’m trying not to go out if I can.

- GEN Z, WOMAN, US

They are concerned others will not take the same community health approach.

Only 46% (Only 33% North America) of young people say: “I trust that others will be more conscious of their overall health and how it affects others after COVID-19.”
Young people believe it’s their government’s responsibility to provide healthcare.

95% of young people globally say: “The government should ensure everyone has access to healthcare.”

[After this pandemic, the most lasting societal change will be] how the US prioritizes the importance of the social safety net and access to healthcare.

" - MILLENNIAL WOMAN, CANADA

AS SEEN ON R29

Trump’s Push For Hydroxychloroquine To Treat COVID-19 Is Now Life-Threatening

Over 3,000% above benchmark.
Few believe they can depend on their current coverage.

Only 36% of young people say: “The healthcare system in my country has been **effectively able to handle the COVID-19 pandemic.**”

57% of young people say: “Not having, or potentially losing, healthcare coverage makes me even more anxious about COVID-19.”

- (25% North America)
- (14% Latin America)
- (67% North America)
There is a call for change in the way governments support their citizens’ health.

82% of young people say the government needs to make changes to how their healthcare system functions.

ONLY 35% say the pandemic made them see the value in private healthcare systems.

- 95% LATAM
- 87% North America
Getting back to basics: Emotional Wellbeing

- **EMOTIONAL WELLBEING** - feeling good internally
- **MEDICAL WELLBEING** - being free from illness
- **PHYSICAL WELLBEING** - being physically capable and energized
More young people have implemented emotional self-care since the beginning of COVID-19.

- **Implemented a new self-care routine:**
  - March 2020: 24%
  - June 2020: 25%
  - Women: 31%
  - Men: 19%

- **Added or increased a meditation practice:**
  - March 2020: 12%
  - June 2020: 18%

- **Spoke to a coach or therapist:**
  - March 2020: 3%
  - June 2020: 13%

- **Downloaded or increased use of a mental health app:**
  - March 2020: 6%
  - June 2020: 11%

Traffic to R29 Mental Health content was up 197% MoM in June 2020.
The taboo of seeking professional help has been lifted.

73% say they have or will seek professional help for their mental/emotional wellbeing

1 in 3 already have

36% say they will rely more on therapy/coaching after COVID-19

40% LATAM; 39% NA; 38% APAC
29% EMEA
A higher value will be placed on relationships.

59% will be more grateful for the time they spend with people in person than they were before COVID-19.

1 in 3 have experienced higher levels of love compared to an average day before COVID-19.
There will be a meaningful evolution of how young people find and maintain love.

Top R29 relationship stories have focused on finding romance and connection in new, creative ways.

## ENHANCING THE CONNECTION WITH YOUR PARTNER

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<thead>
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<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>49%</td>
<td>Reassessed what’s important to making their relationship work</td>
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<tr>
<td>53%</td>
<td>Increased communication in their relationship</td>
</tr>
<tr>
<td>46%</td>
<td>Experienced higher levels of empathy in their relationship</td>
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## TAKING DATING SERIOUSLY TO FIND THE ONE

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<th>Percentage</th>
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<tr>
<td>64%</td>
<td>Will seek more meaningful connections</td>
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<tr>
<td>44%</td>
<td>Will be more open to serious relationships</td>
</tr>
<tr>
<td>35%</td>
<td>Will be less open to flings</td>
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Staying healthy wins in the battle between looking out for each and seeing each other.

36 of young people say: "Keeping my friends and family healthy is more important to me now than being able to see them in person." 

(84% Millennial)  

As I am high risk working in a public hospital, I will endeavor to keep away from vulnerable family and friends until I can see that the risk reduction has significantly improved. It sucks, but it’s for the best.

- MILLENNIAL WOMAN, AUSTRALIA

1 in 2say they are constantly torn between the pros and cons of seeing their friends and family right now.
As young people reexamine and refocus their efforts for a healthy life, there is a clear prescription for the future.

**TAKE CONTROL AND CALL ME IN THE MORNING**

In a world of uncertainty, the most important aspects of health and wellness are grounded in what people can control - today that is their physical, medical and emotional health.

This is not to say media and brands should only focus on health basics to help young consumers. All aspects of health and wellness have become more important during this time. What it means is that media and brands should help young people anchor themselves in the moment and take control of the here and now. Help them solve the problems in front of them rather than only focusing on the unknown and constantly changing future.

**A HEALTHY DOSE OF EMOTION**

The importance of mental and emotional health has been on the rise over the past few years, especially among younger generations. Despite being in the middle of a pandemic, mental health is still most essential to maintaining overall wellness. So much so that it plays a role in other areas of health - emotional reasons are fueling young people's desire to get physical activity.

As young people battle chronic stress and anxiety from the pandemic, finding a deeper sense of inner purpose, fulfillment, and connection has never been more important. Young people are opening up to new ways of taking care of their minds and hearts from downloading mental health apps and implementing meditation practices, to working with coaches and therapists. Brands should be inspiring and supporting new, creative ways to care for oneself.

**FACTS ARE THE ANTIDOTE**

Young people are overwhelmingly turning to science and modern medicine to help prevent illness and manage the overall health of themselves and others.

Media and brands should tap into this newfound appreciation for science and data. This will be young people's guiding light to finding answers and making choices. Having fact-based information on products and in messaging will be key across all categories.
THANK YOU