

AUGUST 2020

# A PRESCRIPTION FOR THE FUTURE

Global youth checkup and the way forward for wellness

information  
desk

insights from  
**VICE** media  
group



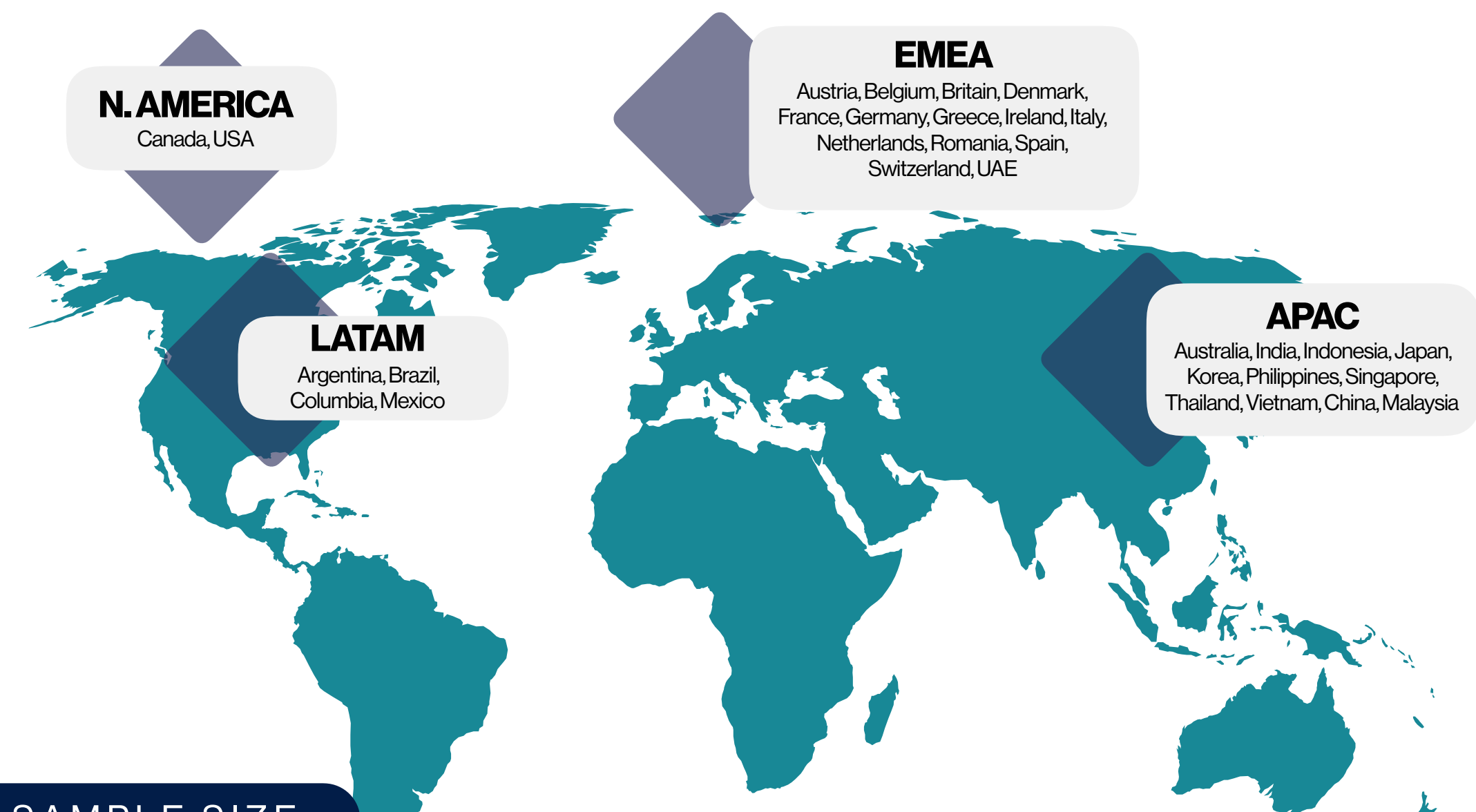
**COVID-19 has led young people around the world to reexamine their overall health and wellbeing. As they navigate through the pandemic and its side effects, they are writing new prescriptions to achieve optimal wellbeing for themselves and others.**

## METHODOLOGY

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.

## MARKETS



## SAMPLE SIZE

**N=4,041**

**48%**  
MEN

**48%**  
WOMEN

**4%**  
NON-BINARY/NA

## GENERATION

**45%**  
GEN Z

**47%**  
MILLENNIAL

**8%**  
GEN X

## LOCATION

**10%**  
RURAL

**22%**  
SUBURBAN

**39%**  
URBAN

**29%**  
MAJOR CITY (1MM+ PEOPLE)

# 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
- ...



“

The most lasting societal change of the pandemic will be the way we worry about health.

- MILLENNIAL MAN, BRITAIN

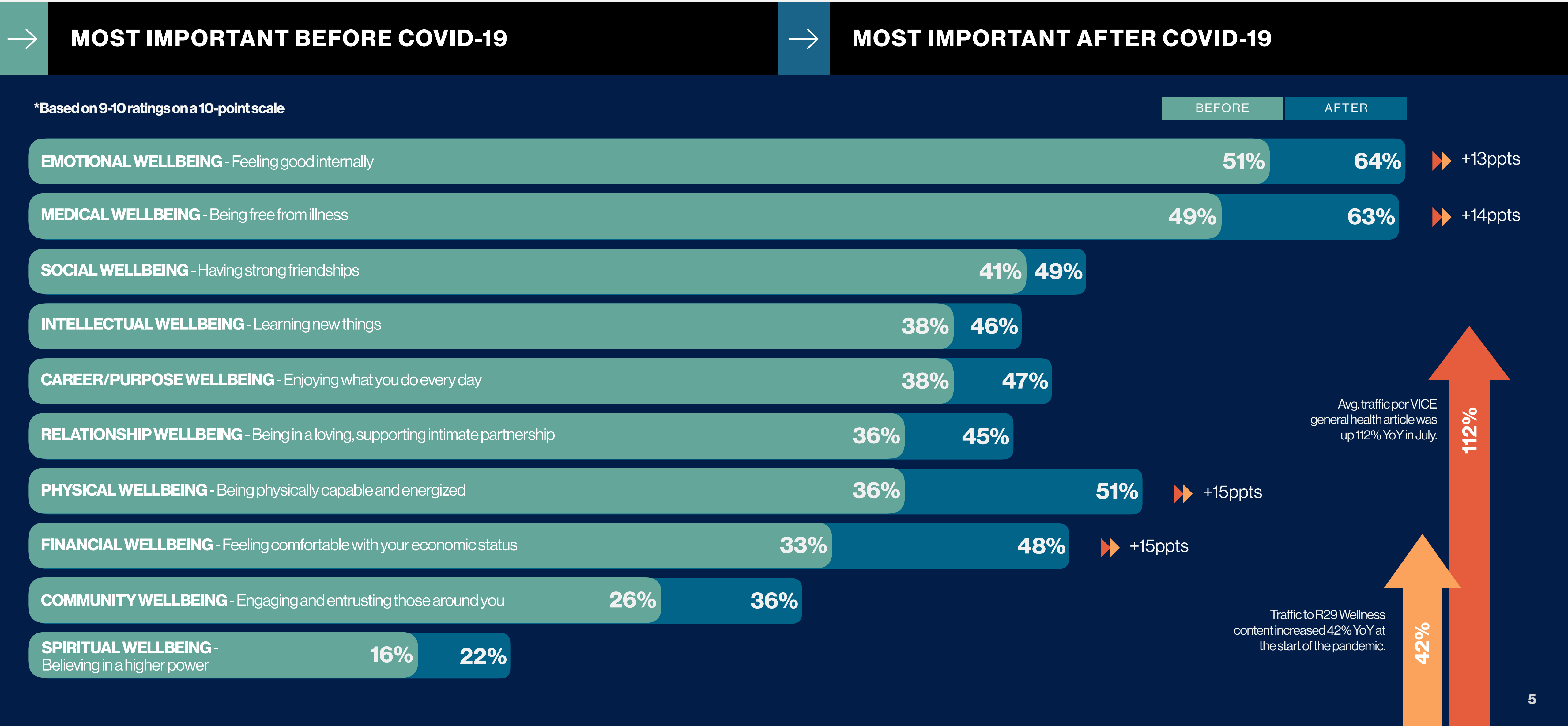
”

The most lasting societal change will be the value we give to scientists and doctors.

- MILLENNIAL MAN, THAILAND



# Every aspect of wellbeing is increasing in importance.







# Priorities are shifting back to basic needs for survival, with emotional wellbeing remaining most essential.

## MOST IMPORTANT BEFORE COVID-19

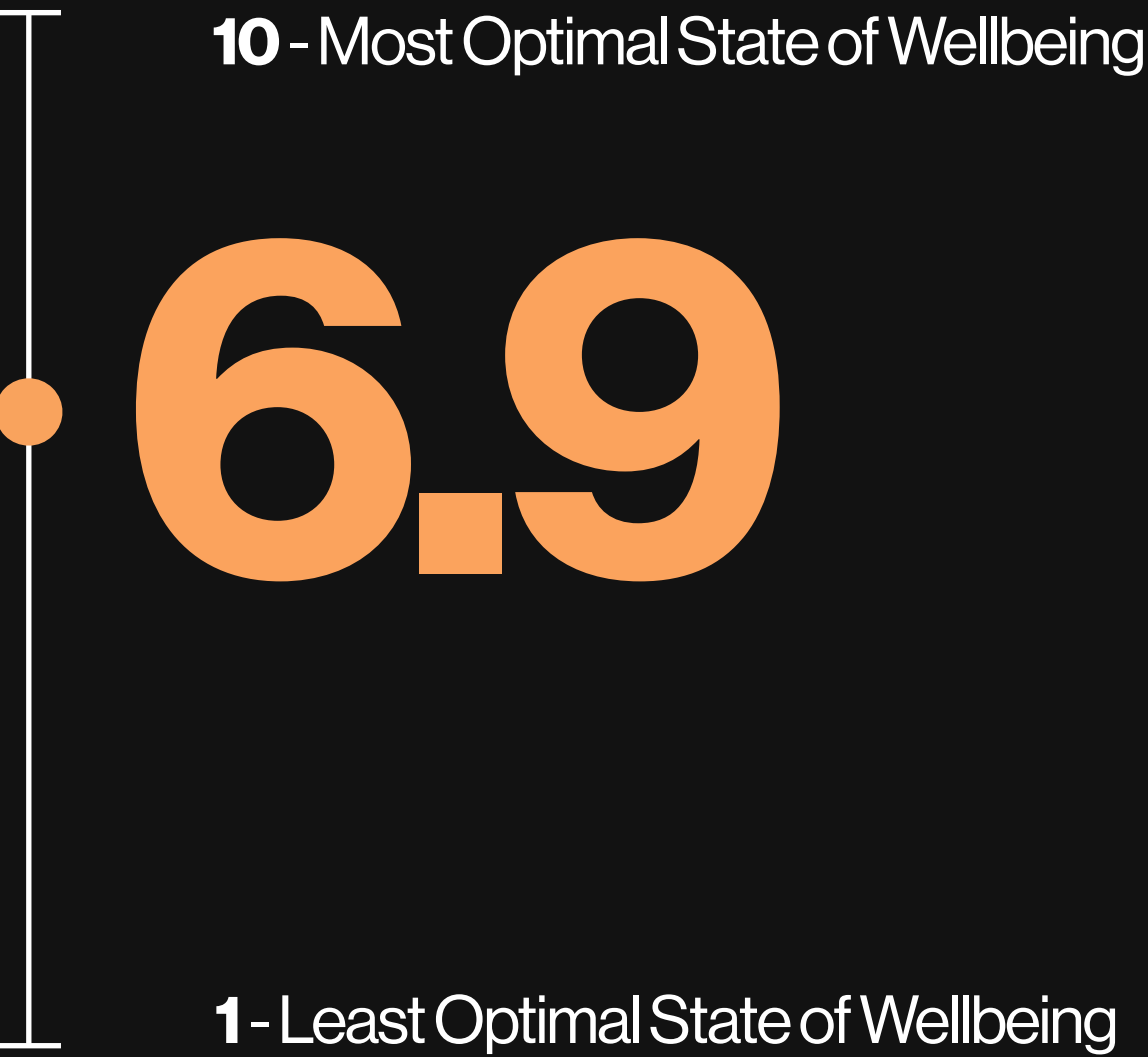
- #1 EMOTIONAL WELLBEING - Feeling good internally
- #2 MEDICAL WELLBEING - Being free from illness
- #3 SOCIAL WELLBEING - Having strong friendships
- #4 INTELLECTUAL WELLBEING - Learning new things
- #5 CAREER/PURPOSE WELLBEING - Enjoying what you do every day
- #6 RELATIONSHIP WELLBEING - Being in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

## MOST IMPORTANT AFTER COVID-19

- #1 EMOTIONAL WELLBEING - Feeling good internally
- #2 MEDICAL WELLBEING - Being free from illness
- #3 PHYSICAL WELLBEING - Being physically capable and energized 
- #4 SOCIAL WELLBEING - Having strong friendships 
- #5 FINANCIAL WELLBEING - Feeling comfortable with your economic status 
- #6 CAREER/PURPOSE WELLBEING - Enjoying what you do every day
- #7 INTELLECTUAL WELLBEING - Learning new things
- #8 RELATIONSHIP WELLBEING - Being in a loving, supporting intimate partnership 
- #9 COMMUNITY WELLBEING - Engaging and entrusting those around you
- #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



# Low wellbeing scores are largely linked to mental health.

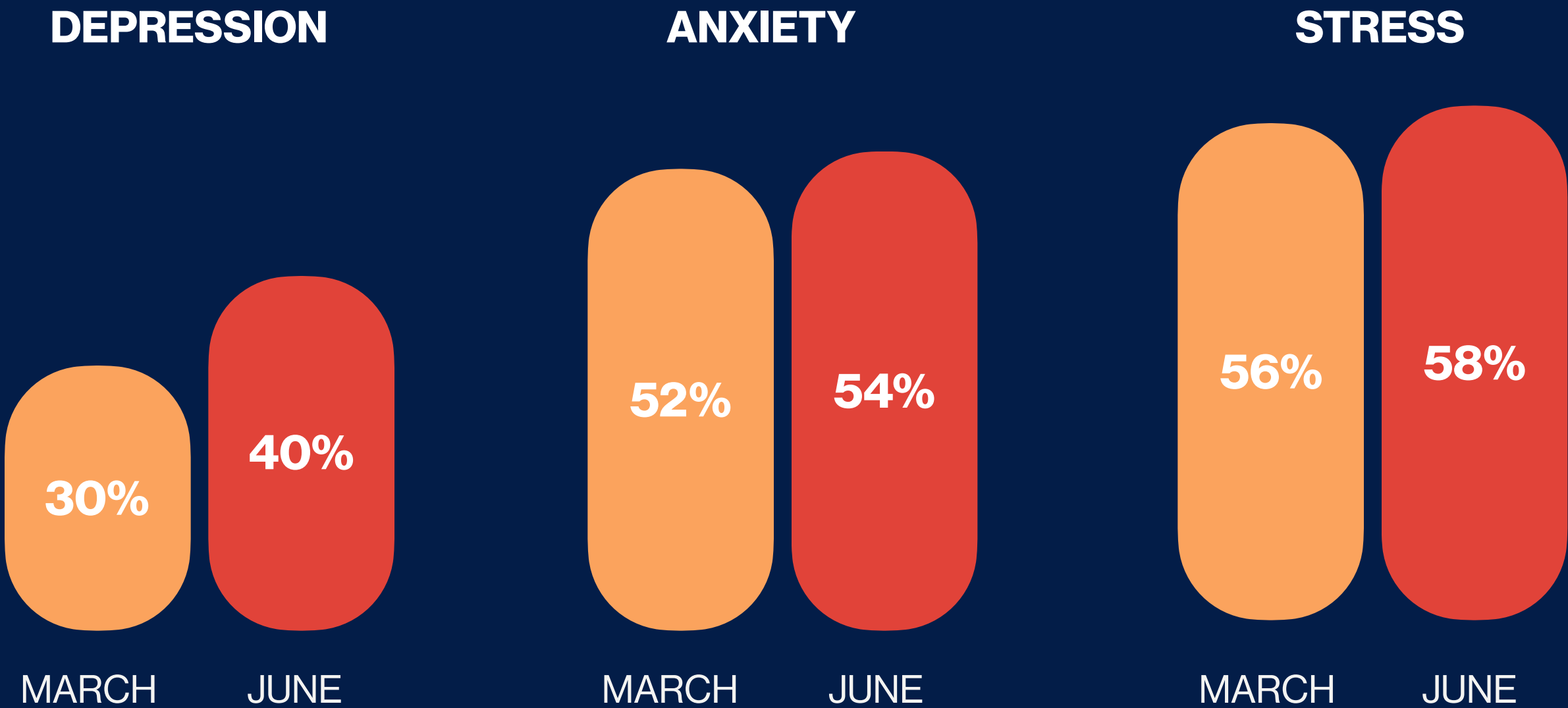
→	Fear, stress, anxiety	→	Lack of purpose	→	Financial hardship	→	Specific health issues
<p>“</p> <p><b>My mental health has fallen off a cliff...</b> feelings of helplessness, loneliness, and loss that everyone is feeling.</p> <p>—MILLENNIAL, WOMAN, US</p> <p><b>My mental anxiety</b> about the future.</p> <p>—GEN Z, MAN, INDIA</p> <p>My score is entirely down to my <b>mental health deteriorating an incredible</b> amount during the pandemic.</p> <p>—MILLENNIAL, WOMAN, IRELAND</p>		<p>“</p> <p><b>My life is on pause.</b> As much as I want to resume it, I simply cannot do it.</p> <p>—GEN Z, MAN, BELGIUM</p> <p>Depression, no sense of purpose and empty feelings. <b>There’s no future.</b></p> <p>—MILLENNIAL, WOMAN, ITALY</p> <p>I have everything I need, but <b>lack a sense of purpose and fulfillment.</b></p> <p>—MILLENNIAL, WOMAN, US</p>		<p>“</p> <p>Losing education/job opportunity and all around <b>being very broke for a long time.</b></p> <p>—GEN Z, MAN, AUSTRALIA</p> <p>I know I can be in better health, but <b>financially that just isn’t feasible.</b></p> <p>—MILLENNIAL, WOMAN, US</p> <p>Not being together with loved ones and <b>fear of losing my job.</b></p> <p>—MILLENNIAL, WOMAN, INDIA</p>		<p>“</p> <p>Treatment of cancer, diabetes, and bipolar <b>mood disorder.</b></p> <p>—MILLENNIAL, WOMAN, BRAZIL</p> <p>Back pain, loss, grief, tired, over eating, lack of physical activity... <b>overall shitty mental state.</b></p> <p>—MILLENNIAL, WOMAN, AUSTRALIA</p> <p>Lack of physical activity and <b>mental anxiety.</b></p> <p>—MILLENNIAL, MAN, AUSTRALIA</p>	



# 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



AS SEEN ON R29

How To Cope With Your  
Coronavirus Anxiety



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.

● THINGS CAUSING THE MOST FEAR/ANXIETY:

MY EMOTIONAL/MENTAL HEALTH (52%)	MY COUNTRY'S GOVERNMENT (40%)	MY COUNTRY'S ECONOMY (39%)	A FRIEND OR FAMILY MEMBER GETTING THE CORONAVIRUS (39%)	QUALITY OF LIFE IN MY COUNTRY (37%)			
				MY PHYSICAL HEALTH (31%)			
				MY JOB SECURITY (31%)			
MY PERSONAL FINANCES (44%)	THE GENERAL HEALTH OF MY FRIENDS AND FAMILY (41%)	THE ENVIRONMENT/CLIMATE CHANGE (35%)		THE NEWS/MEDIA (28%)		MY RELATIONSHIPS (30%)	
		MY COUNTRY'S SOCIAL EQUALITY (35%)		GETTING CORONAVIRUS MYSELF (26%)		FAMILY DEMANDS/PRESSURE (24%)	
GLOBAL POLITICS (33%)		SOCIAL MEDIA (23%)		WORKPLACE CULTURE (19%)			
LONELINESS/DISCONNECTION (42%)				RUNNING OUT OF FOOD/HOME SUPPLIES (16%)			



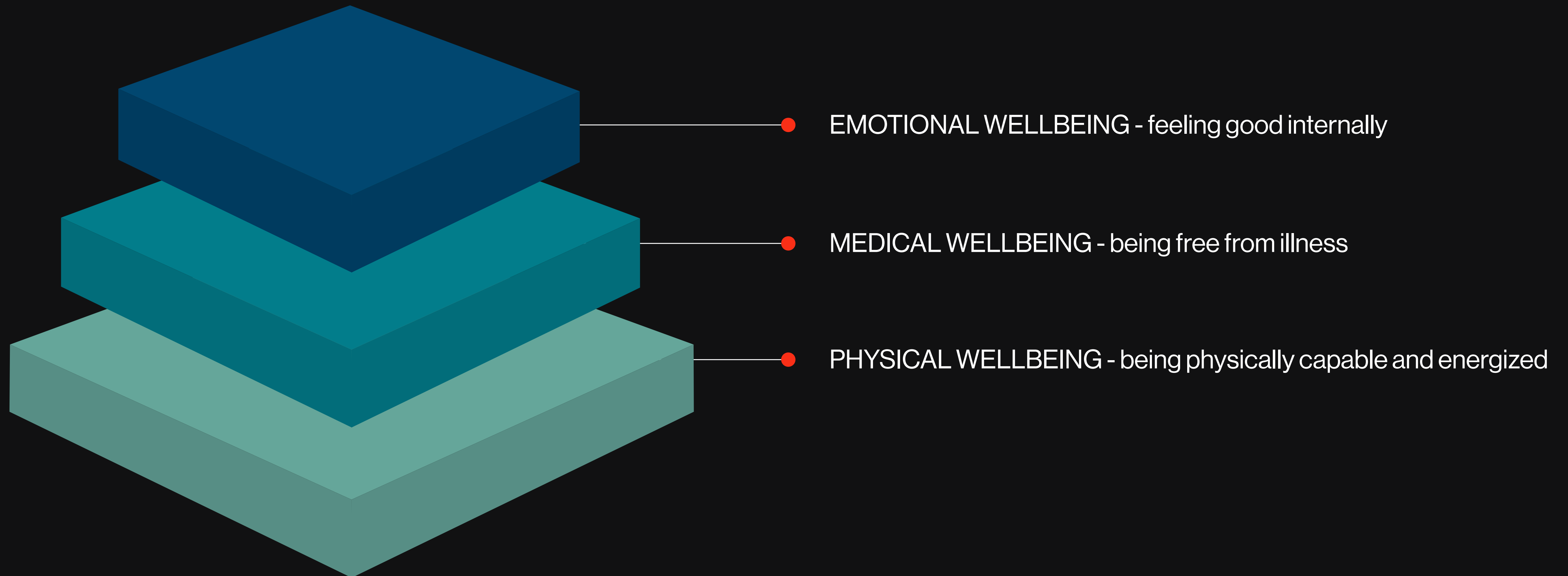
# Those who feel they are living their healthiest lives attribute it to being able to manage their emotional and physical wellbeing.

→ Self awareness & self-care	→ Ability to support self & others	→ Free from illness or physical ailment
<div>“</div> <div>I have eaten healthier, taken breaths, practiced exercises, yoga, meditation, moisturizing, <b>trying not to stress</b> and isolate as much as possible.</div> <div>- MILLENNIAL, MAN, BRAZIL</div> <div>Not having the temptation to distract myself with nightlife has forced me to focus on myself. <b>I feel like I know myself way better now than ever before.</b></div> <div>- GEN Z, NON-BINARY, US</div> <div>I got back into shape, and <b>found an inner peace that I had not seen for many years.</b></div> <div>- GEN Z, MAN, ITALY</div>	<div>“</div> <div>My family, friends and I are still alive, healthy, <b>able in our minds and bodies</b>, and overall secure with food and finances.</div> <div>- GEN Z, MAN, US</div> <div>Having healthy food and doing exercise <b>to stay fit and be well</b> if I get COVID-19.</div> <div>- GEN Z, MAN, INDIA</div> <div><b>Taking time for myself</b> and organizing my time/ money/ projects.</div> <div>- MILLENNIAL, MAN, CANADA</div>	<div>“</div> <div>I have no serious health problems. <b>I feel healthy - the spirit, the soul, and in my body - the majority of days.</b></div> <div>- MILLENNIAL, WOMAN, GREECE</div> <div><b>I am physically healthy</b> and neither I nor my family have become ill from the Coronavirus.</div> <div>- GEN Z, WOMAN, GREECE</div> <div><b>I am healthy and so is my family.</b> We are all fine and that's the only thing that matters to me.</div> <div>- GEN Z, WOMAN, ITALY</div>

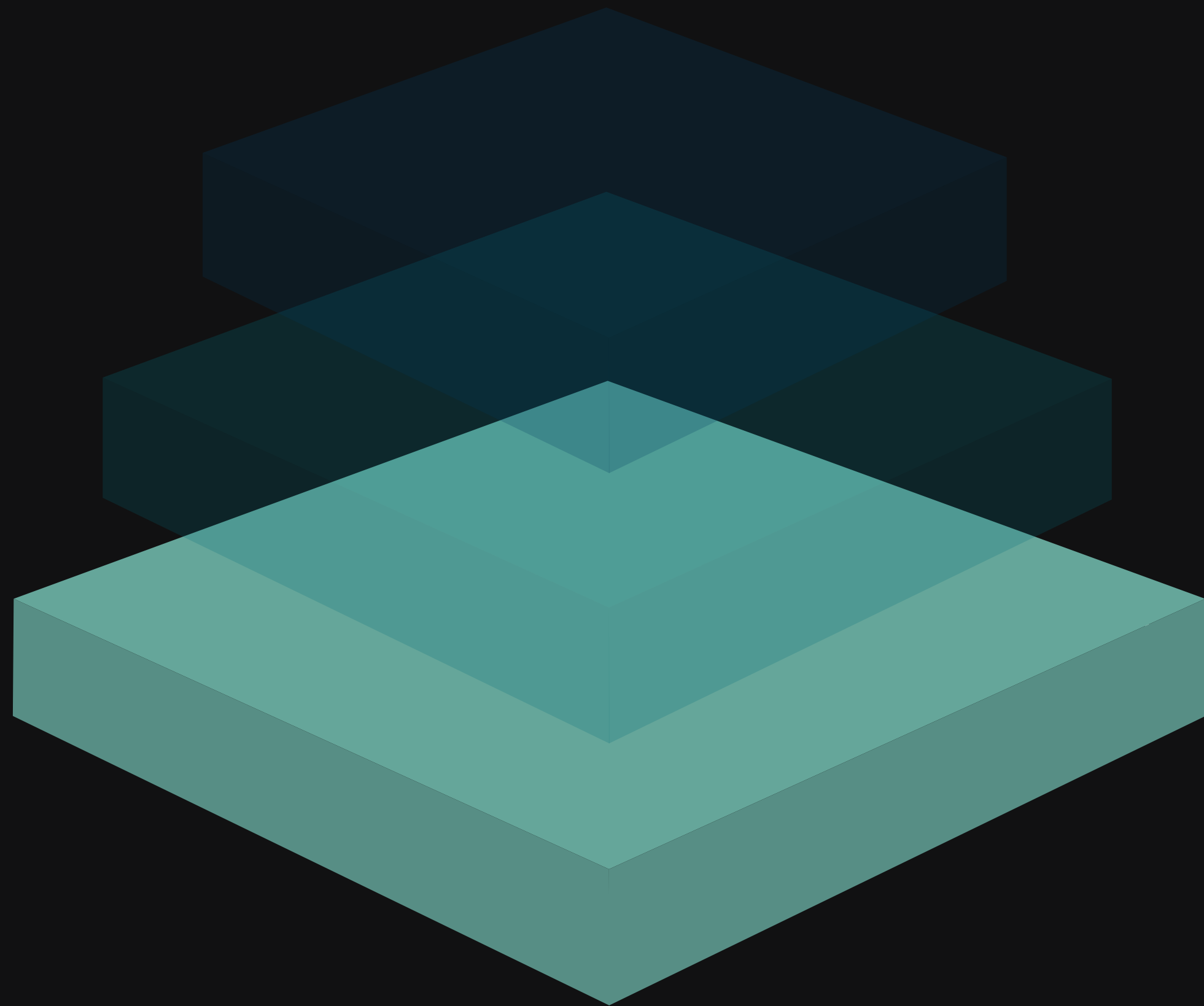
# THE WAY FORWARD FOR WELLNESS



# Getting back to basics.



# Getting back to basics: Physical Wellbeing



● PHYSICAL 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

▶▶ 65% North America

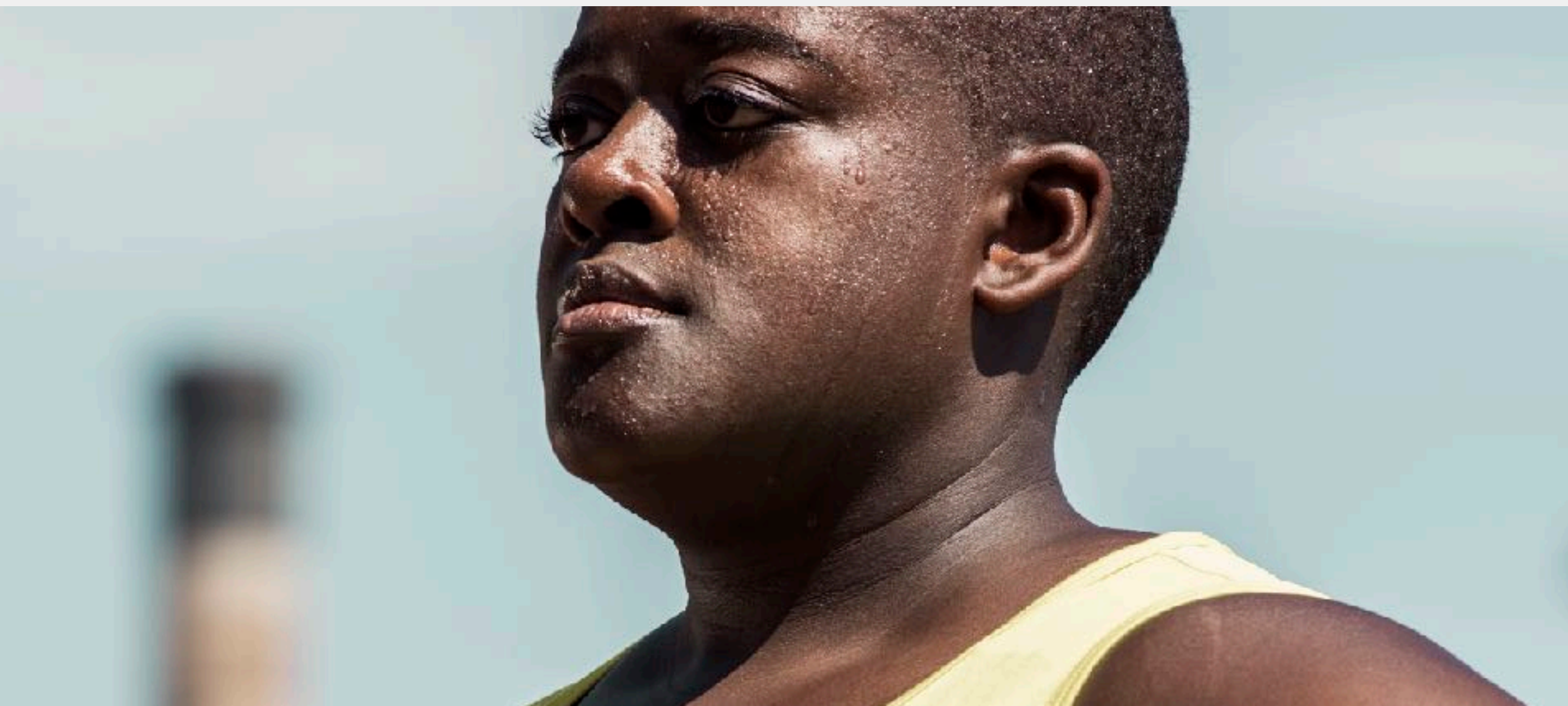
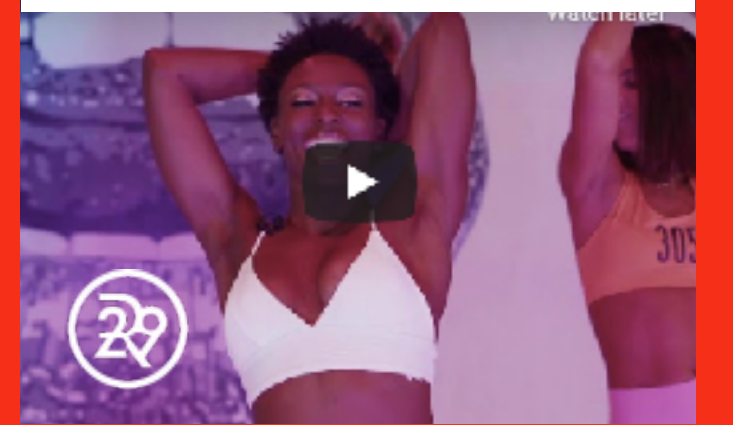
47%

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

Top R29 Fitness stories have featured at-home workout inspiration.

AS SEEN ON R29

10 Easy Cardio Dance Videos You Can Do In Your Living Room





# 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



Top R29 fitness stories are rounding up products & attire that fuel their preferred workouts.

AS SEEN ON R29

**11 Bike Shorts That Are Great For Working Out**



## 35%

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



# 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.

MILLENNIAL, MAN, US

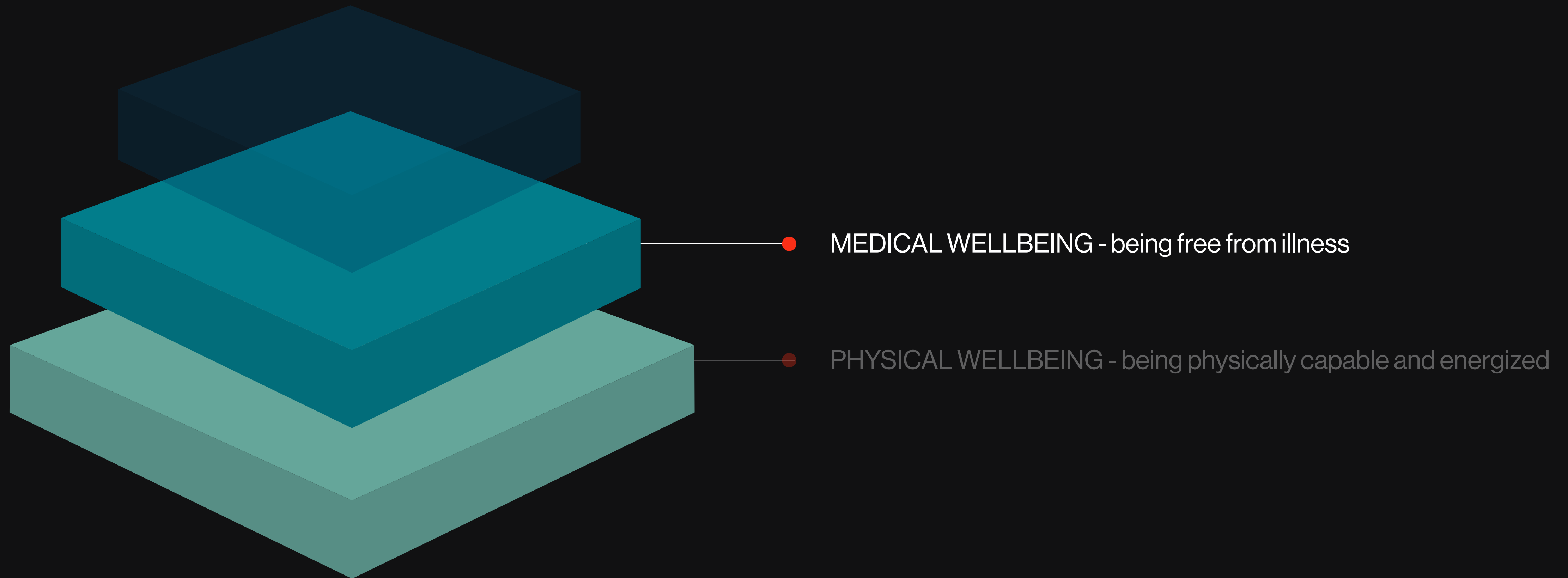


# 45%

of young people want more information on food that helps **build their immunity**



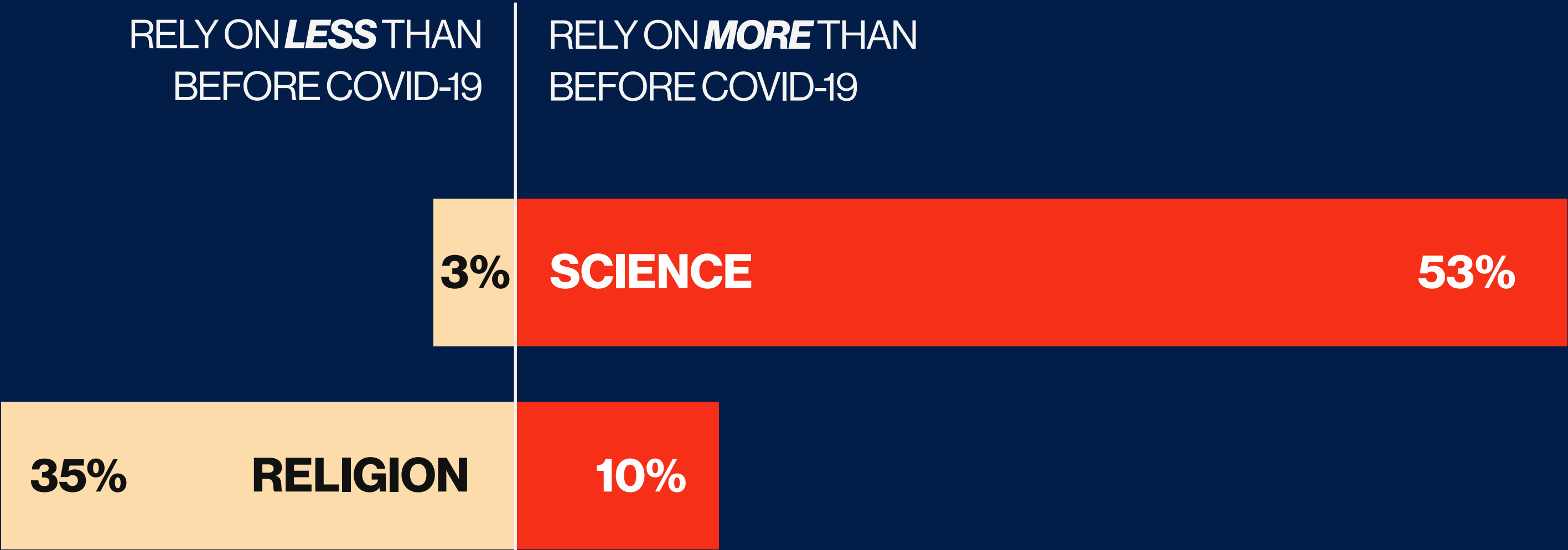
# Getting back to basics: Medical Wellbeing



# Young people will shift their faith towards science.

● HEALTH & WELLBEING

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



**AS SEEN ON R29**

**These DIY Face Mask Materials Are Best, According To Scientists**

They're tuning into stories backed by science.

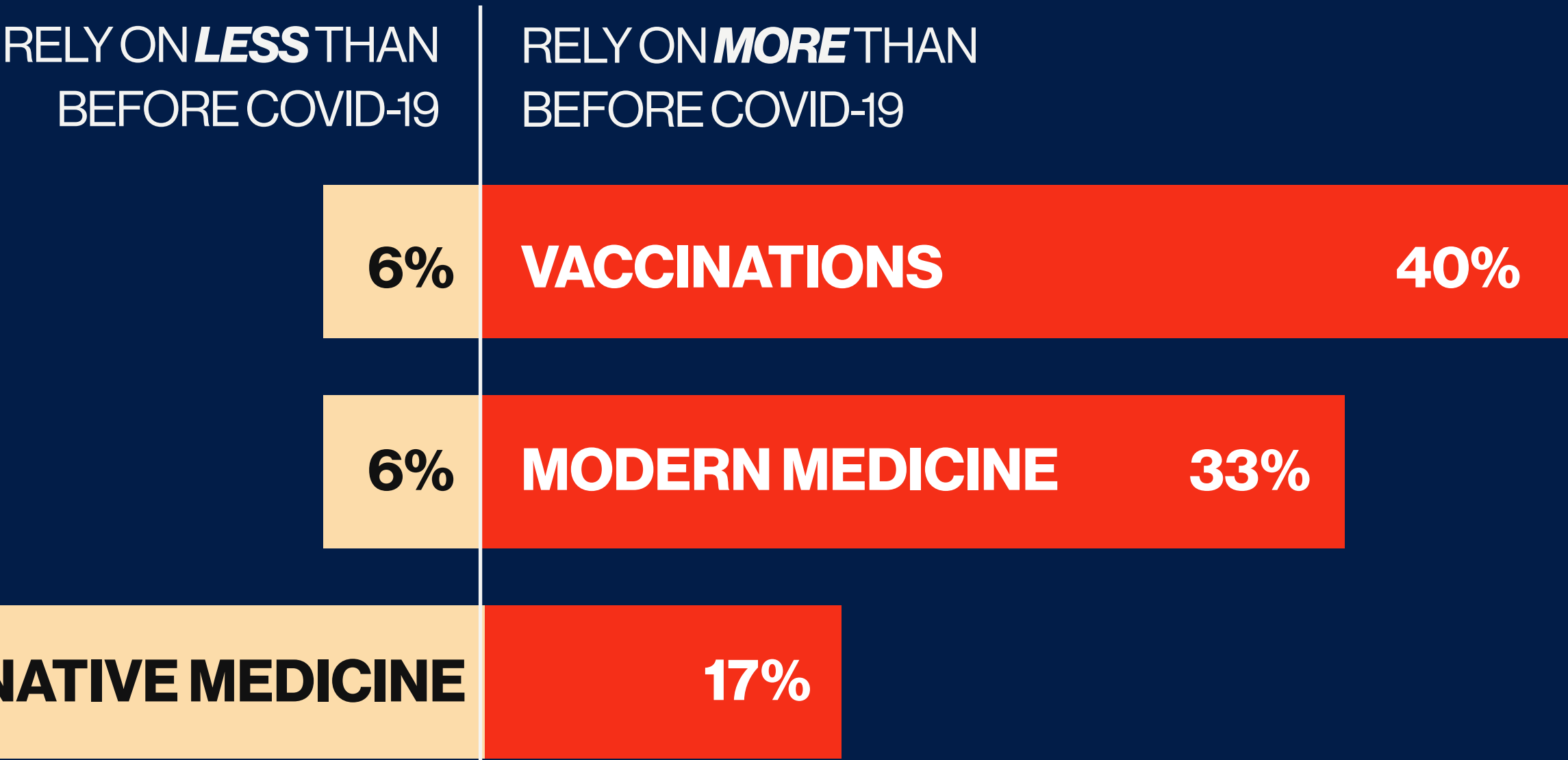
**6,000%+**  
above benchmark for visits



# They will entrust modern medicine and vaccinations.

HEALTH & WELLBEING

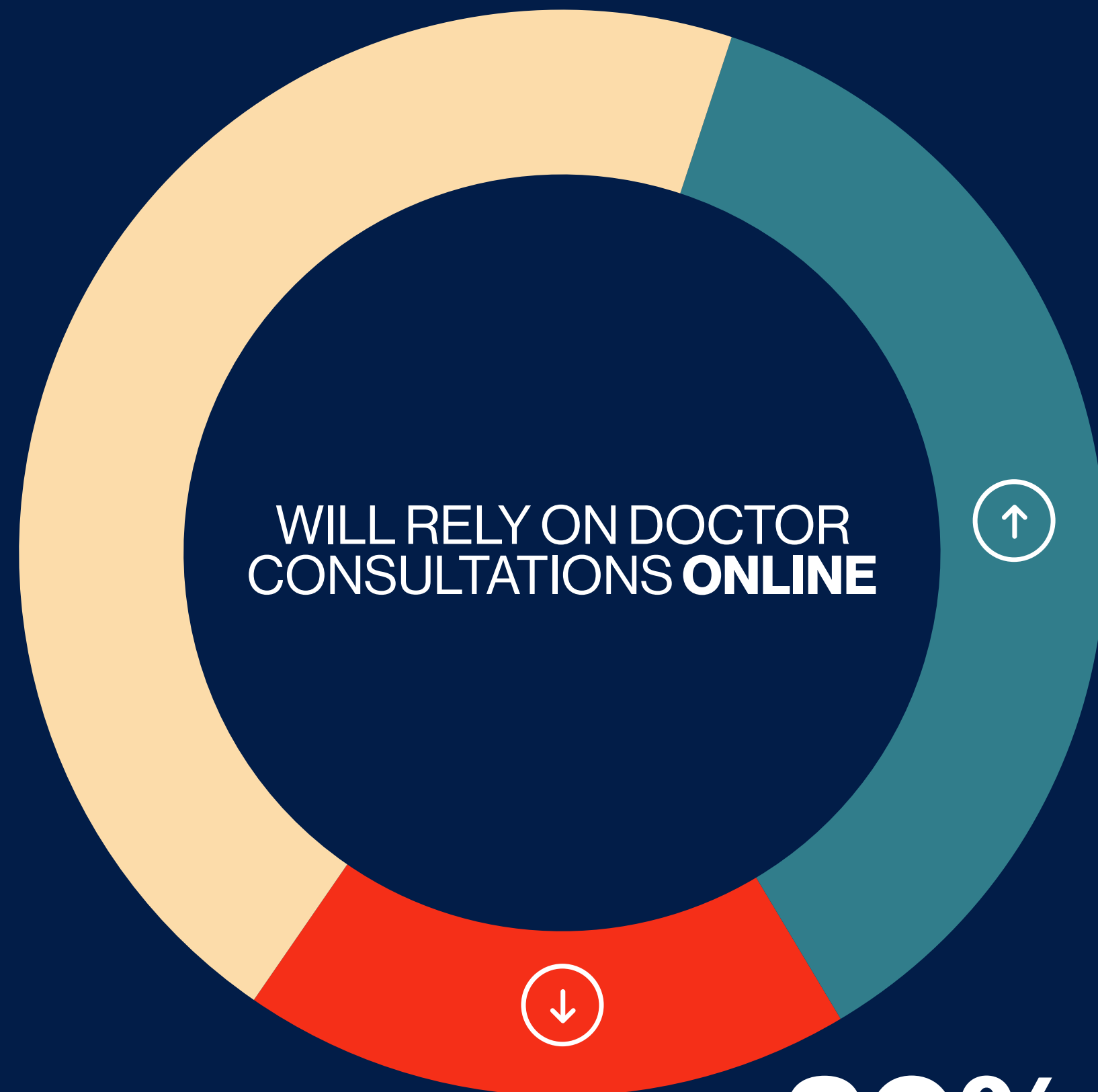
When it comes to their general health and wellbeing, young people will...





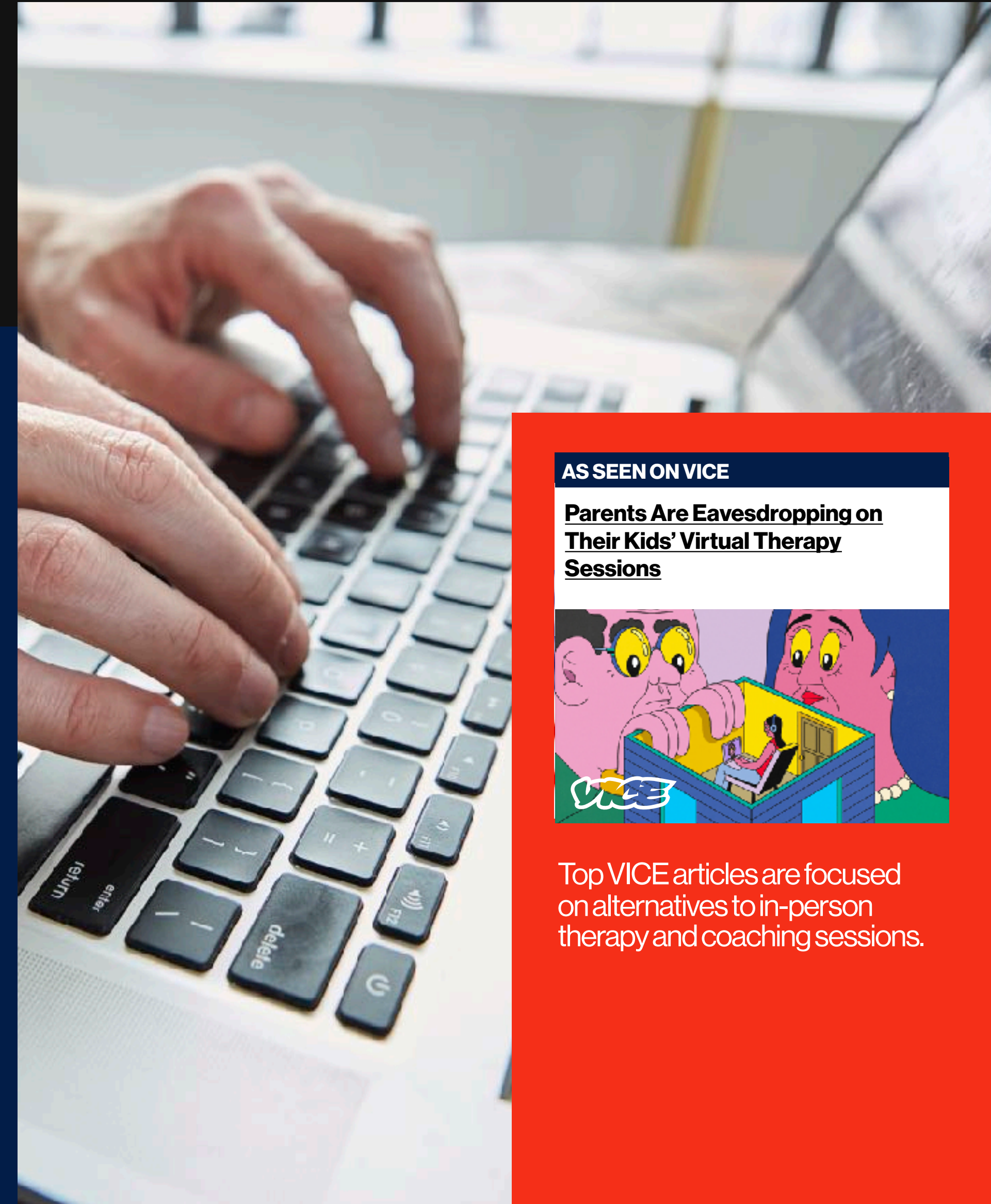
# They will rely more on digital consultations.

**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**



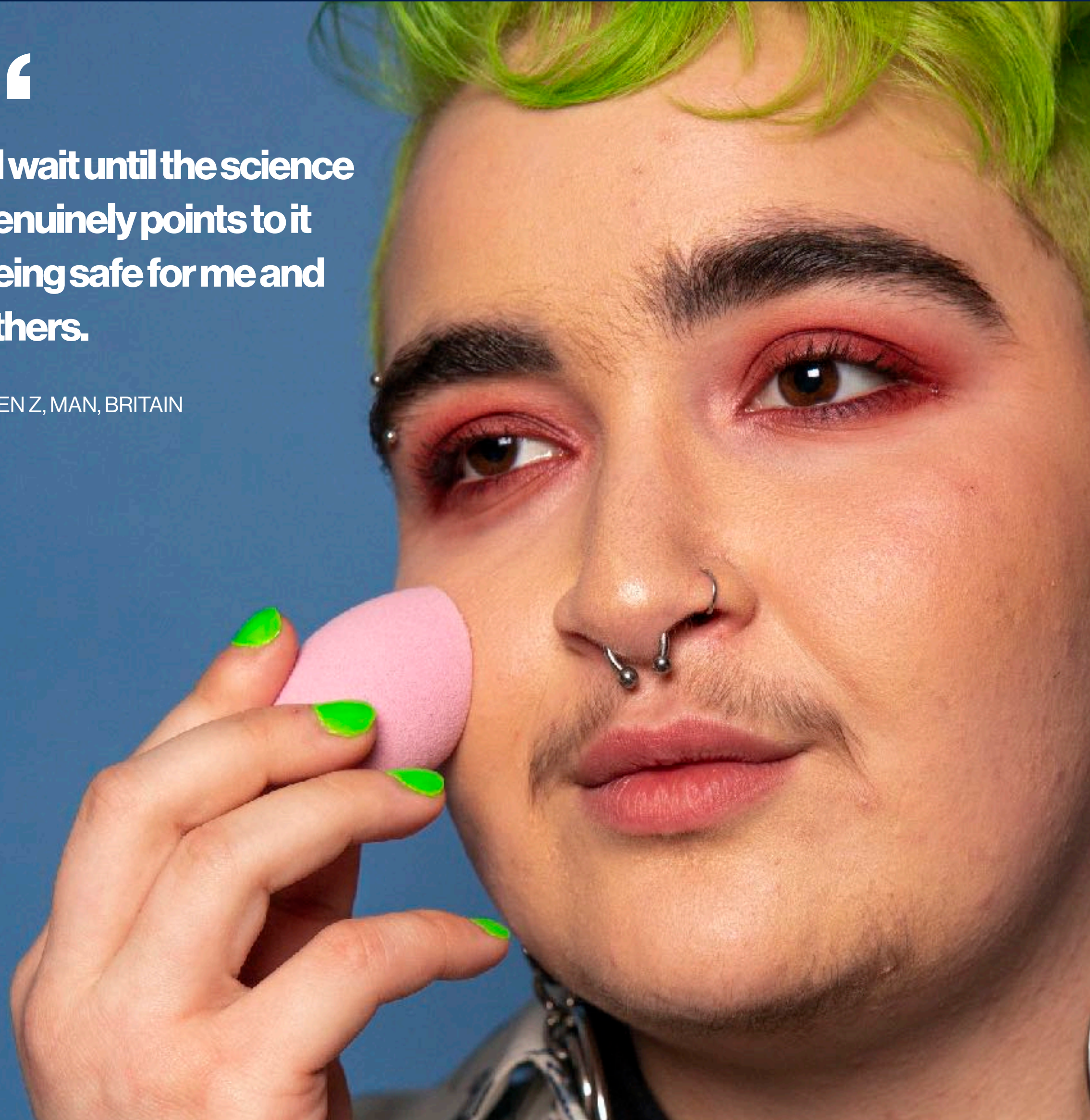
Top VICE articles are focused on alternatives to in-person therapy and coaching sessions.



“

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

- GEN Z, MAN, BRITAIN



They will do everything they can to take care of themselves personally.

74%

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

▶▶ 78% Millennial; 71% Gen Z



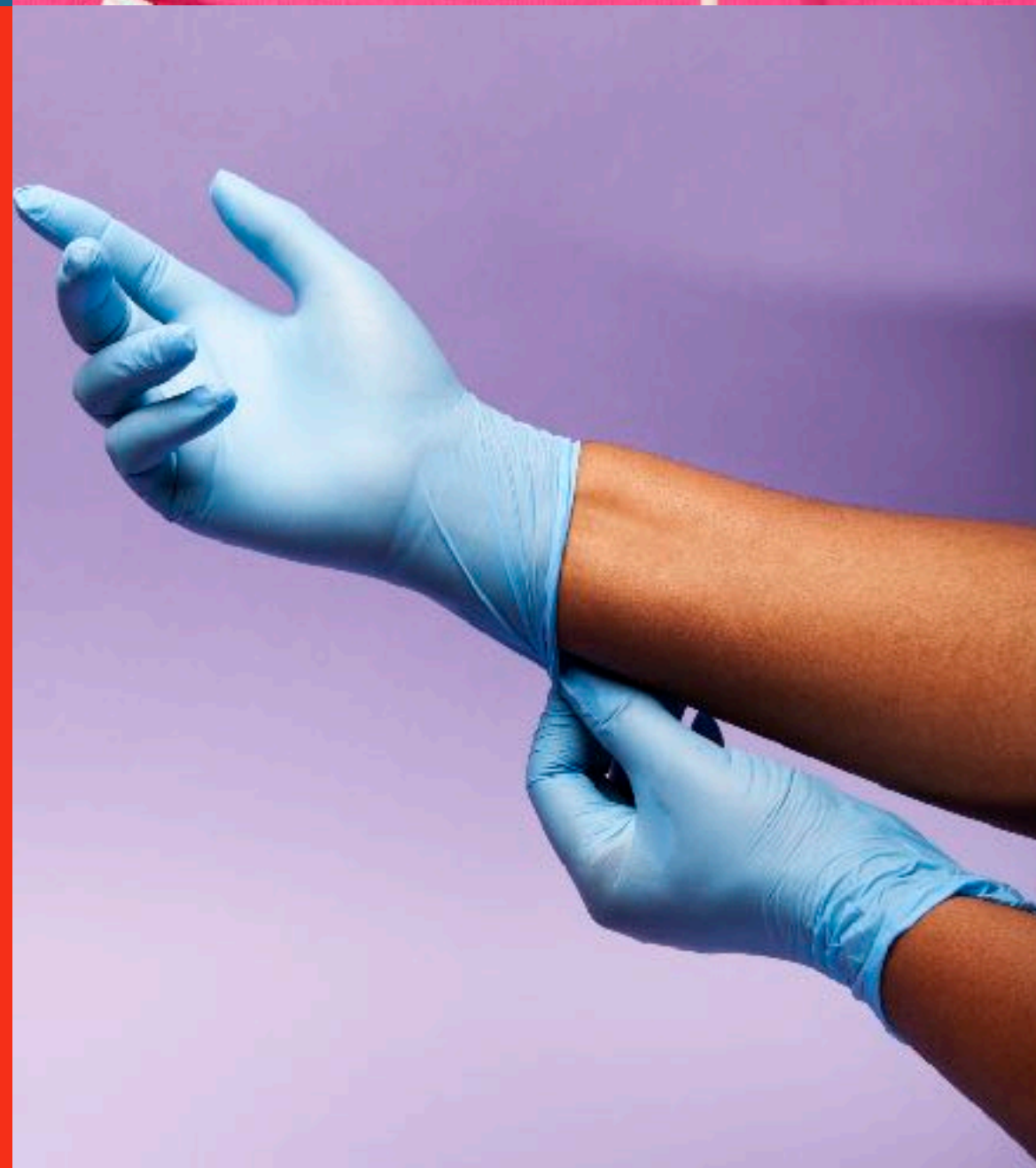
● They are assuming the responsibility of one another's health and safety.



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.



AS SEEN ON R29

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



Over 3,000% above benchmark.

- MILLENNIAL WOMAN, CANADA



# Few believe they can depend on their current coverage.



ONLY **36%**

- ▶▶ (25% North America)
- ▶▶ (14% Latin America)

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

**57%**

- ▶▶ (67% North America)

of young people say: "Not having, or potentially losing, healthcare coverage **makes me even more anxious** about COVID-19."



# 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**

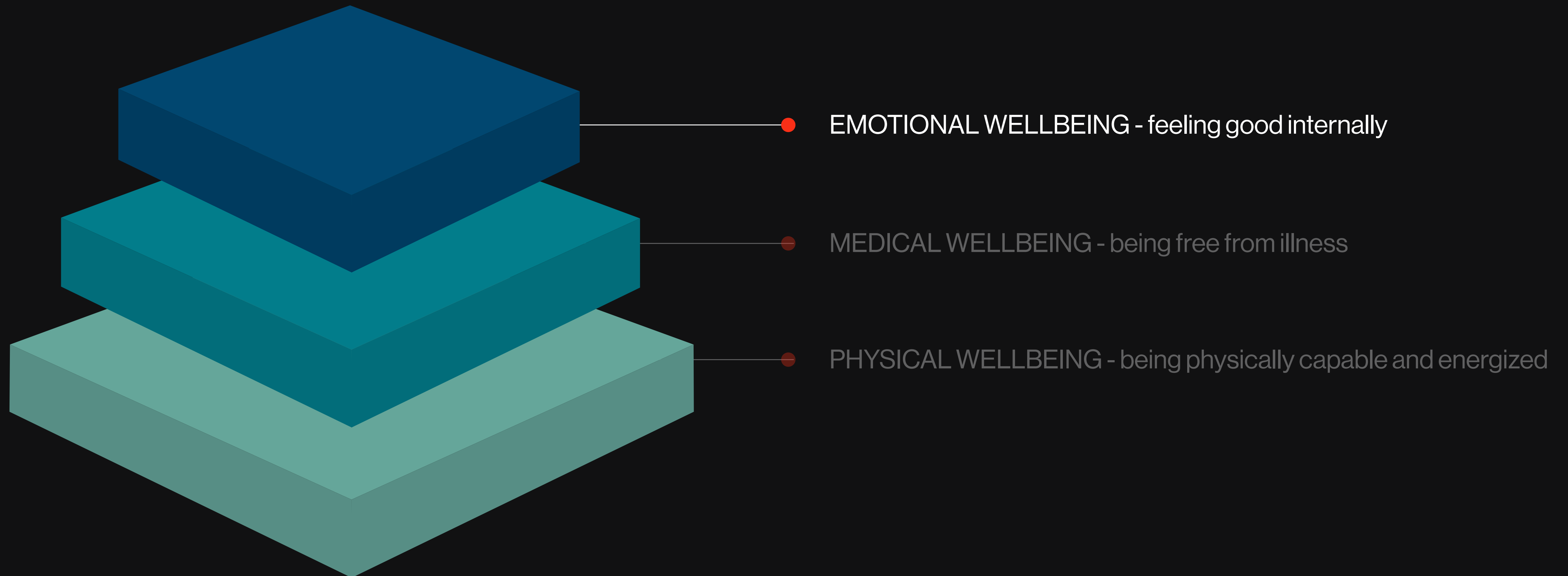
▶▶ 95% LATAM

▶▶ 87% North America

# ONLY 35%

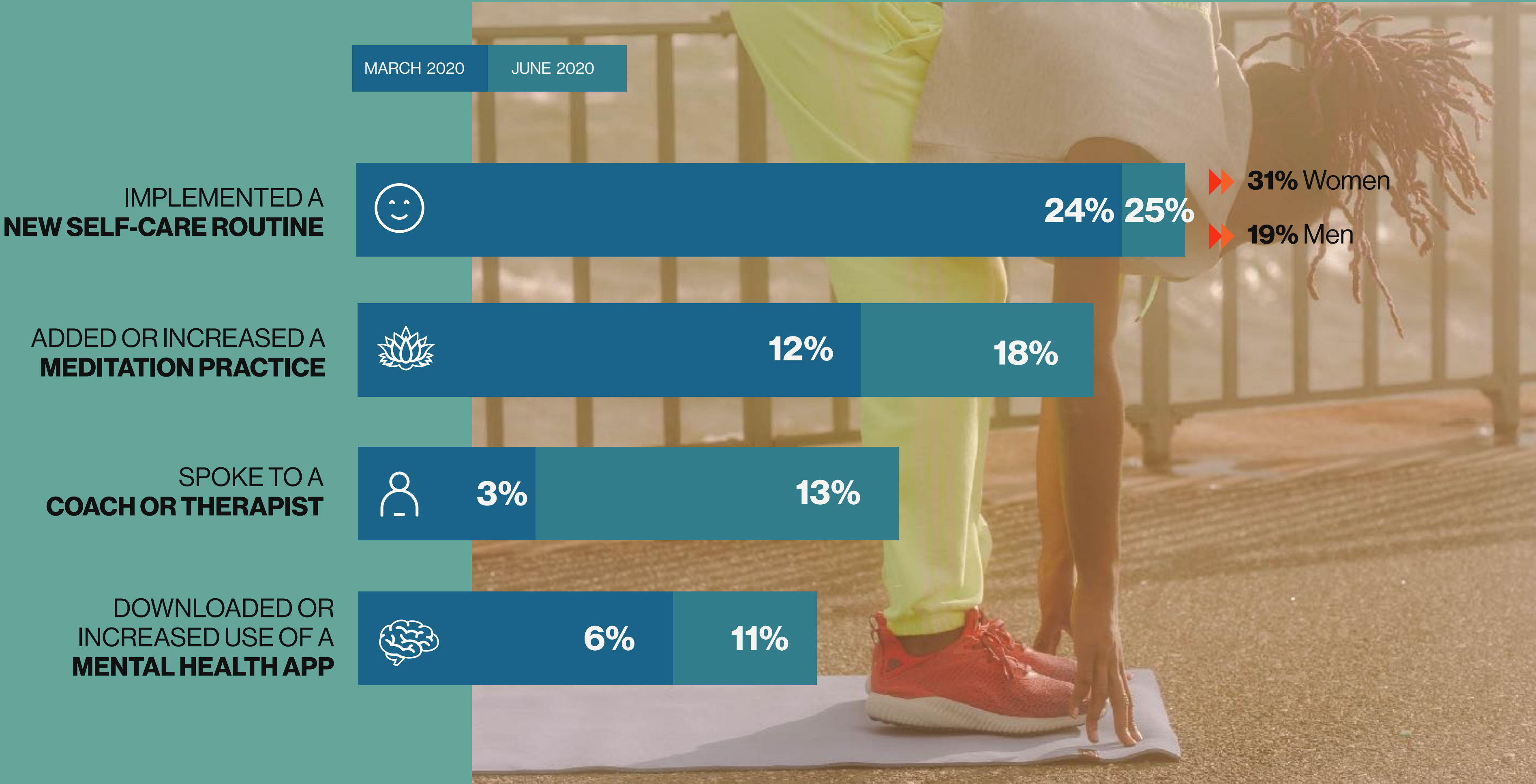
say the pandemic made them see the value in **private healthcare systems**

# Getting back to basics: Emotional Wellbeing





# More young people have implemented emotional self-care since the beginning of COVID-19.

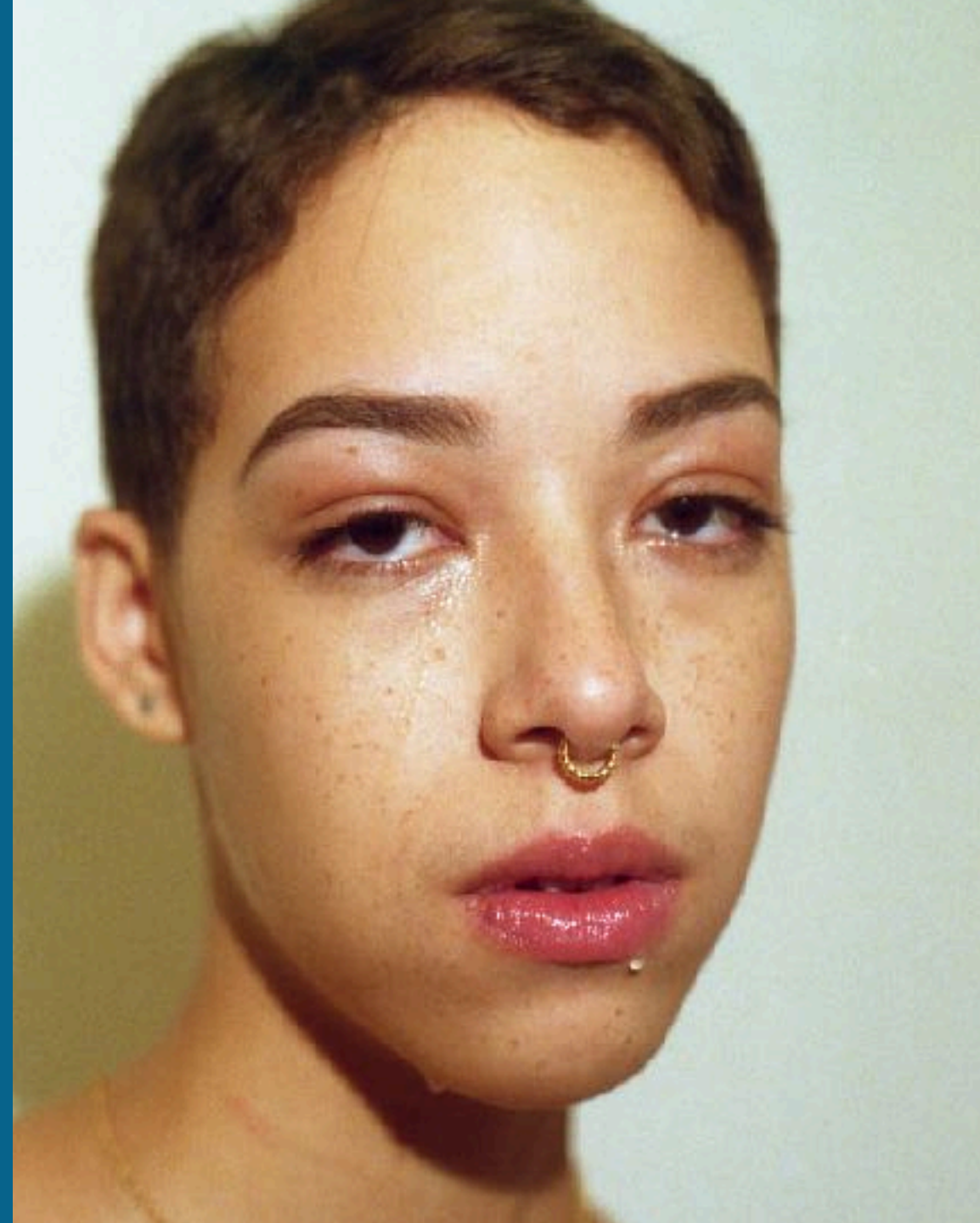


Traffic to R29 Mental Health content was up 197% MoM in June 2020.





● The taboo of seeking professional help has been lifted.



**73%** ▶▶ 80% Women  
▶▶ 66% Men

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

**1 in 3** already have



**36%** ▶▶ 42% Women  
▶▶ 29% Men

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

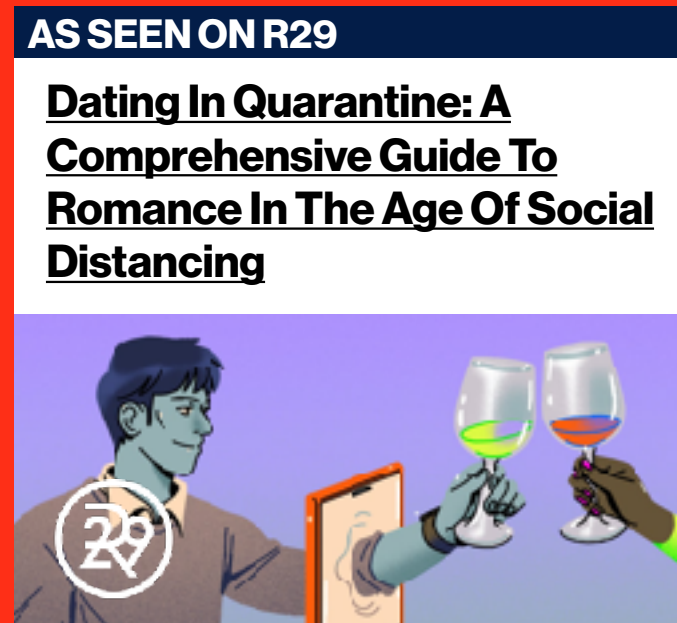


1 IN 3

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

OF THOSE CURRENTLY IN RELATIONSHIPS...

49%

REASSESSED WHAT'S IMPORTANT TO MAKING THEIR RELATIONSHIP WORK

53%

INCREASED COMMUNICATION IN THEIR RELATIONSHIP

46%

EXPERIENCED HIGHER LEVELS OF EMPATHY IN THEIR RELATIONSHIP

## TAKING DATING SERIOUSLY TO FIND THE ONE

OF THOSE **NOT** CURRENTLY IN RELATIONSHIPS...

64%

WILL SEEK **MORE** MEANINGFUL CONNECTIONS

44%

WILL BE **MORE** OPEN TO SERIOUS RELATIONSHIPS

35%

WILL BE **LESS** OPEN TO FLINGS



Staying healthy  
wins in the battle  
between looking  
out for each and  
seeing each other.



1 IN 2

say they are **constantly torn**  
between the pros and cons of  
seeing their friends and family  
right now

“

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

81%

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 SEEN ON VICE

**If You Love Your Family, Stay  
the Hell Away From Them**



Top VICE stories have  
addressed the family vs.  
safety battle.



# Doctor's Notes



## 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 peoples' guiding light to finding answers and making choices. Having fact-based information on products and in messaging will be key across all categories.

**As young people reexamine and refocus their efforts for a healthy life, there is a clear prescription for the future.**







# THANK YOU

information  
desk

insights from  
**VICE** media  
group