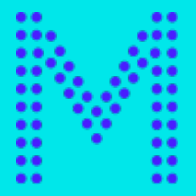




Health and wellbeing


MAGNETIC




☰ **Women'sHealth**

Now. Here's How To Get Started.

Who the hell has time for *leisure*? You. Right now. And as it turns out, your mental health depends on it.

 BY KRISTINA RODULEO APR 23, 2020



COACH


Support Your Kids' Mental Health During The Pandemic With This Guide And Helpline

Mental health charity YoungMinds is providing useful resources in this tricky time

☰ **MensHealth**

The One Thing To Do In Lockdown, According To 24 PTs, Doctors, Nutritionists And Fitness Experts

The world's fittest, healthiest, strongest people are all in isolation. So we tapped them for their go-to tips to stay healthy, happy and sane

 BY JAMIE MILLAR MAY 17, 2020

WHERE'S YOUR HEAD AT?

GET (YOUR HEAD) TOGETHER WITH

GRAZIA

+ Instagram

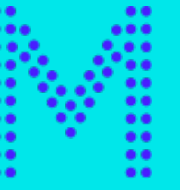


calmmoment

HOME OF IN THE MOMENT AND PROJECT CALM

How to spend less time on your phone using mindfulness techniques

Struggling to switch off from your smartphone? A mindful approach can help, says tech writer and researcher Dan Nixon





woman&home

woman&home and TV's Anna Richardson partner to offer huge discount on online counselling – get private therapy for as little as **£33!**

Readers can get a brilliant discount of up to 50%!

Mariana Cerqueira
19 May 2020 9:00 am



7 Ways To Avoid Scary, Unexpected Health Bills

Save your future self from surprise invoices.

BY MADELEINE BURRY AUG 26, 2019



COACH

How Gut Health Is Linked To Your Mental Health

The gut-brain connection might be the key to better mental health

marie claire

COVID-19 Global Diaries: 'Why I'm helping the hardest hit – the homeless and low-income families'

 NIAMH MCCOLLUM
MAY 12, 2020 1:21 PM

calmmoment

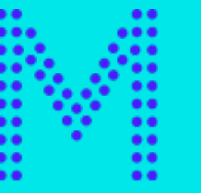
HOME OF IN THE MOMENT AND PROJECT CALM

What to eat to improve your sleep according to the experts

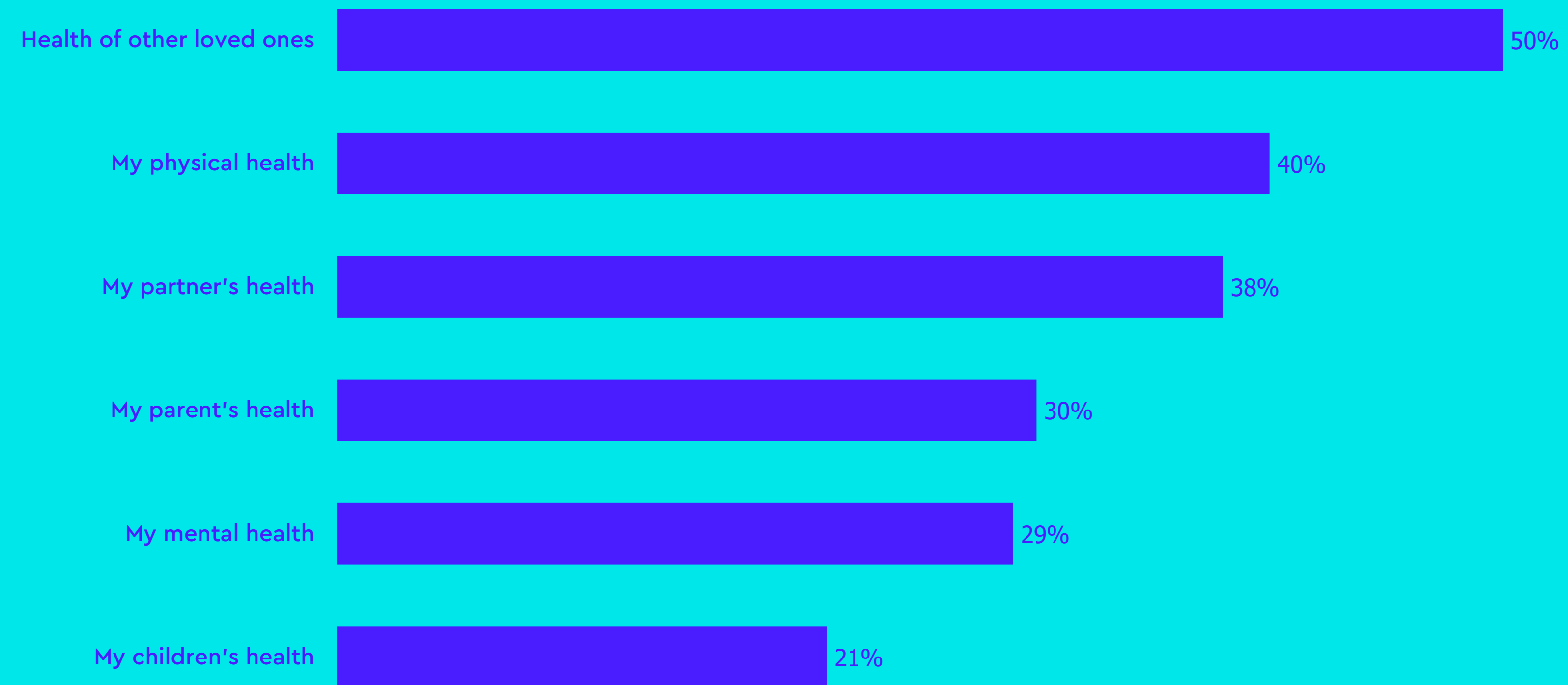
There's a clear relationship between nutrition and sleep and making the right food choices is the first step. We asked some nutritionists to explain what to eat when you can't sleep. Additional reporting by Sarah Orme

A woman with curly hair, wearing a hoodie, is shown shouting with her mouth wide open and hands near her chest. The image is overlaid with a semi-transparent blue filter. The text "Mood of the nation" is centered over the image, underlined with a dotted line.

Mood of the nation



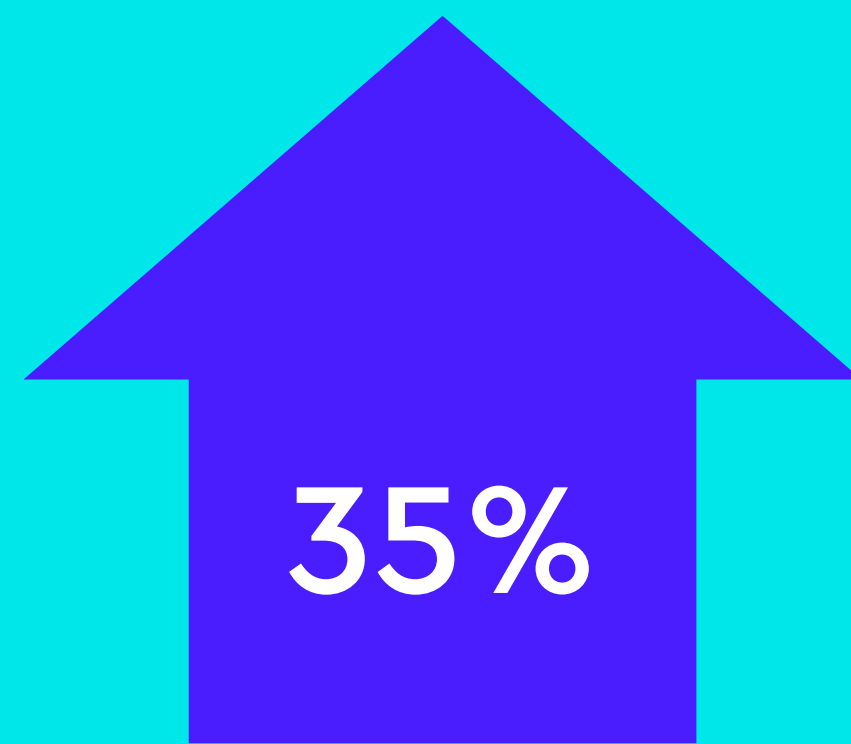
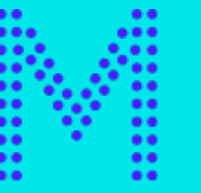
Concern over physical and mental health is unsurprisingly high



Q2. What are you most worried about? Please select all that apply from list of 18. Wave 1 n=2425, Wave 2 n=2448 (those worried)

Immediate – IM audience response to Covid 19

Interest in looking after mental health has increased



ABC1



C2DE



Heart of Britain
audience

Mental health particularly pronounced amongst younger audiences



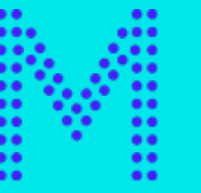
19x
More likely

Gen Z and Millennials believe impact on mental wellbeing from lockdown will be negative

HALF

of all lifetime mental health problems start by mid-teens. Growing to three quarters by mid 20s

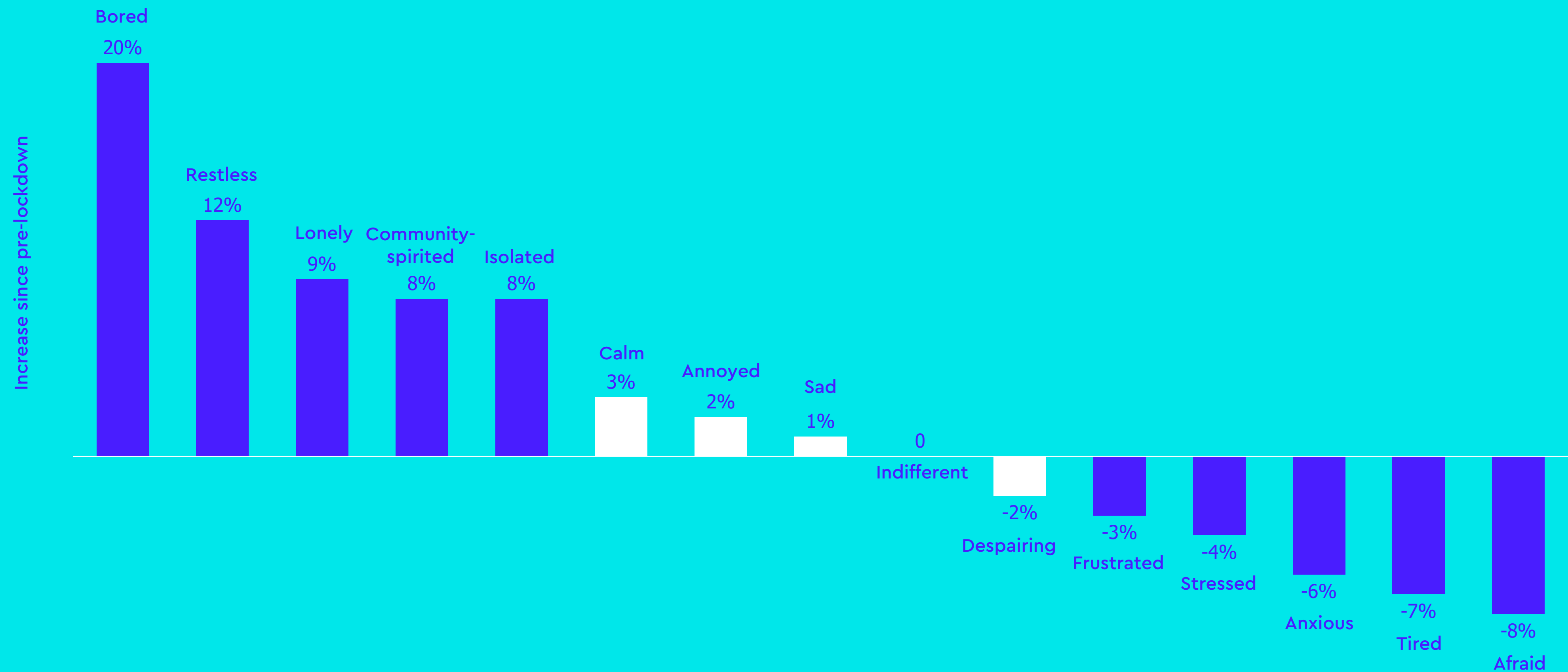
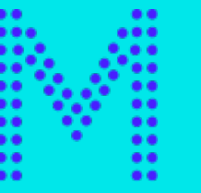
Parents are investing in children's mental health

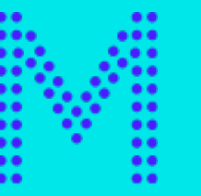


2.6m
Video views
in 2 weeks



It's proving to be an emotional rollercoaster





Majority are struggling with uncertainty and feeling powerless

89%

Not knowing when it will end

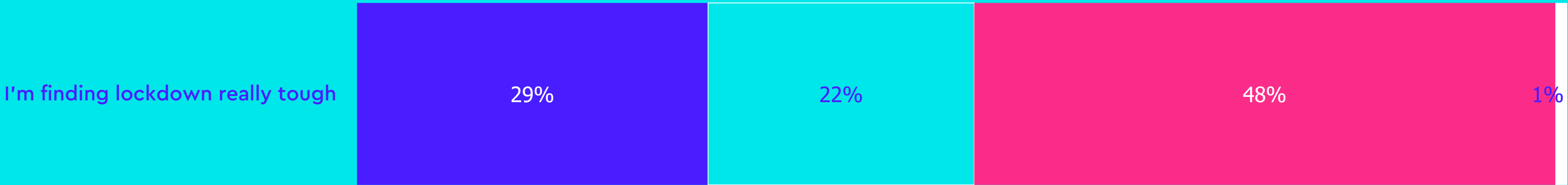
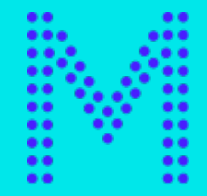
74%

Lack of control/feeling powerless

71%

Stressed/feeling nervous

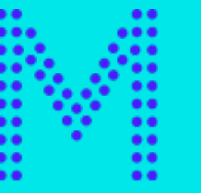
But lockdown experiences do vary dramatically



■ Strongly agree/slightly agree □ Neither/nor ■ Strongly disagree/slightly disagree ■ Don't know



How are we coping?



We are buying non-essential purchases to reward ourselves

44%

Of people are making non-essential purchases to keep themselves entertained and rewarded

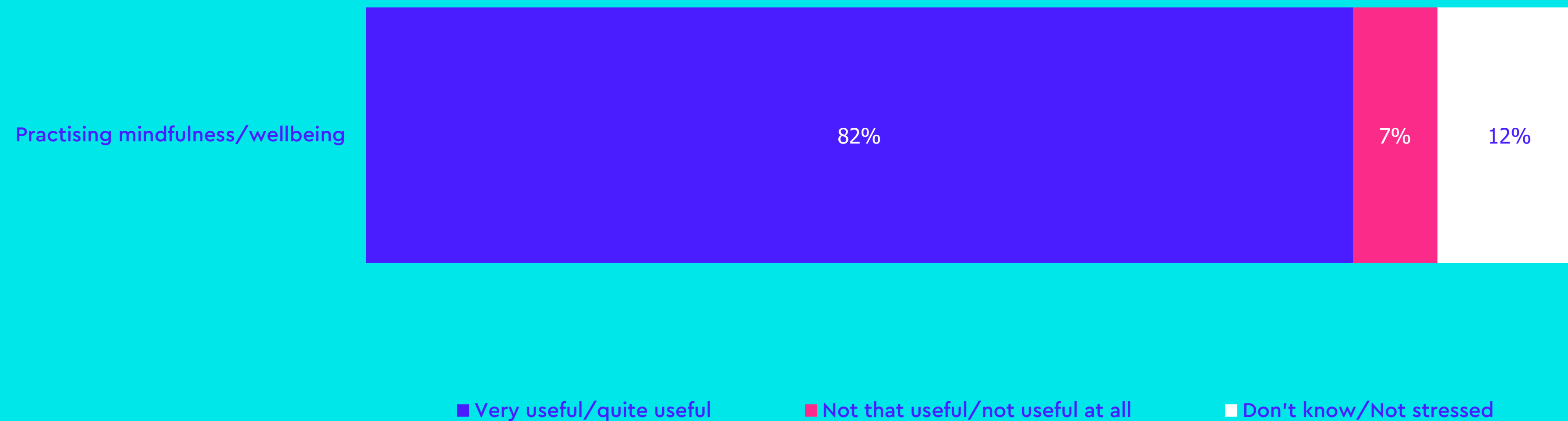
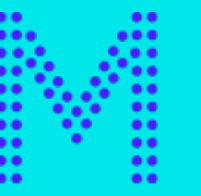
27%

Are buying as a reward for themselves

19%

Are buying to reward others

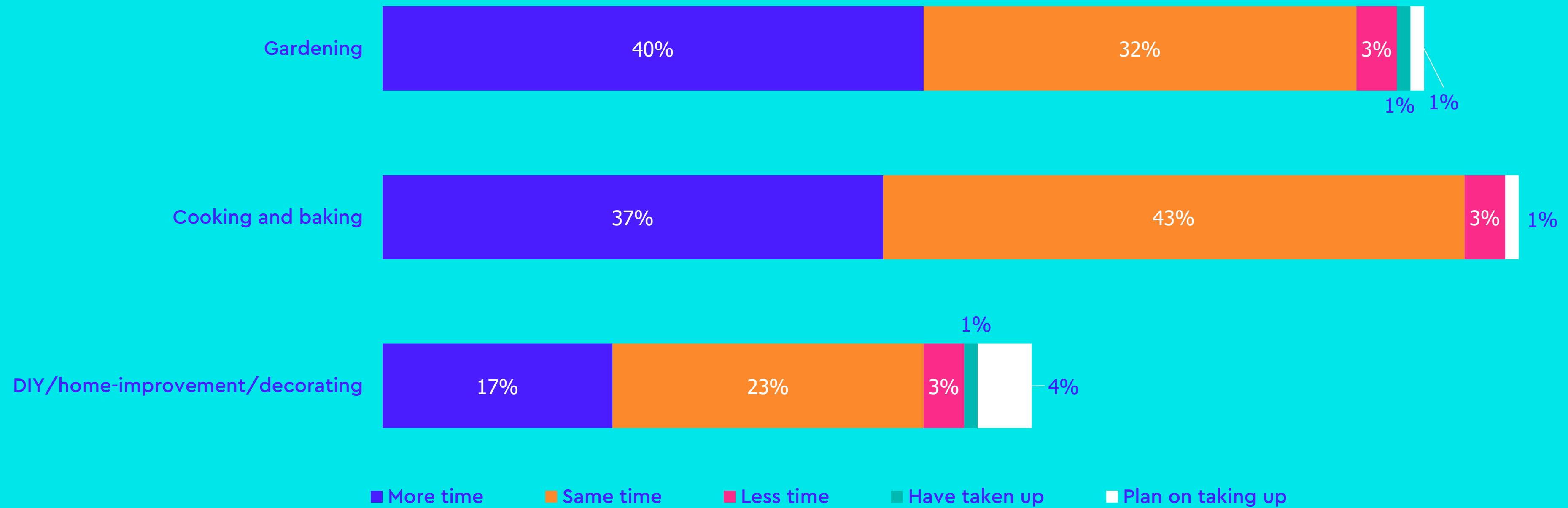
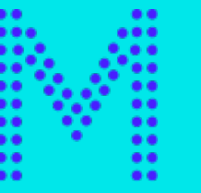
Mindfulness and wellbeing becoming more of a priority



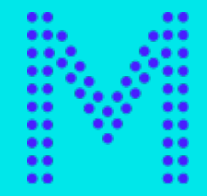
Q16. Thinking about the activities you're spending time doing or that you've recently taken up, how useful are they at helping you relieve stress with the current situation? N=varied (minimum n=234)

Immediate – IM audience response to Covid 19

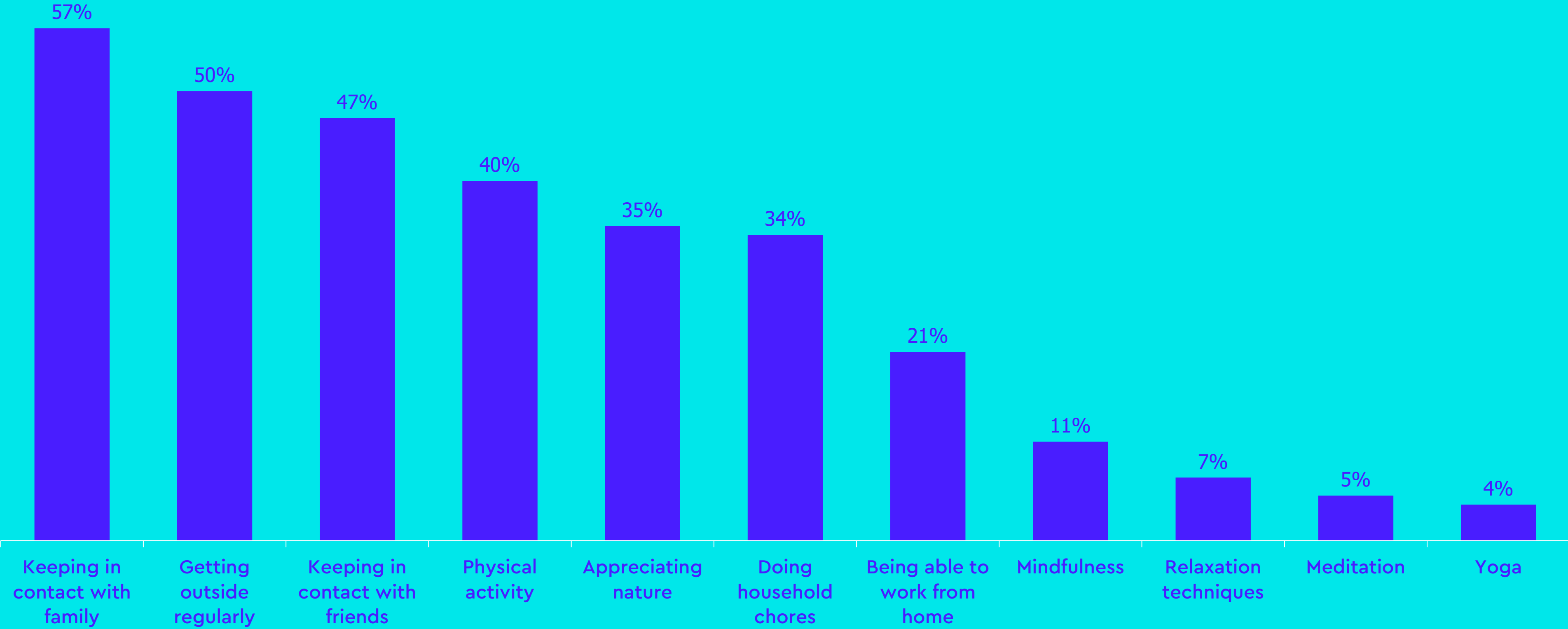
Mindfulness and wellbeing becoming more of a priority



Family, friends and outdoor activities key to mental wellbeing too



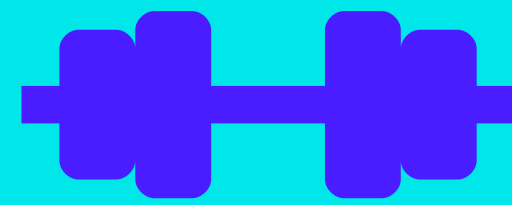
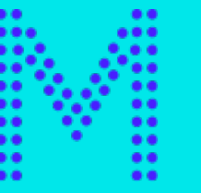
Ways to maintain mental wellbeing



Time to establish new habits?



We are adopting healthier habits



38%

Created a fitness/wellness space at home



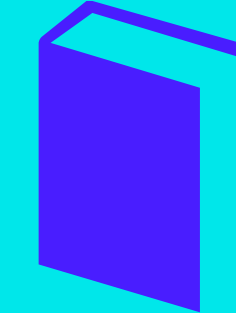
41%

Get sun



34%

Exercise more



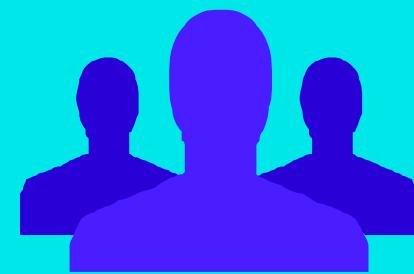
33%

Reading



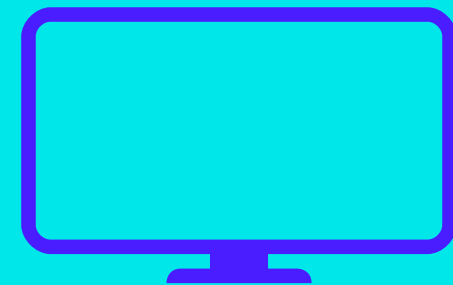
27%

Sleeping more



24%

Connecting



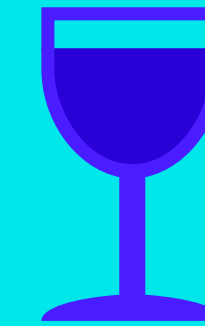
19%

Avoiding news



15%

Asking for help



13%

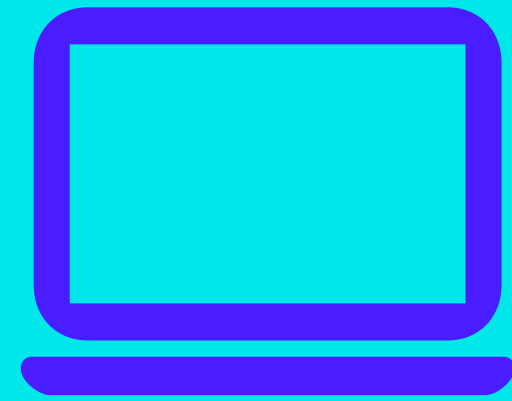
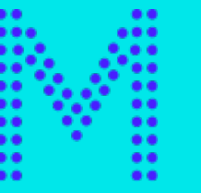
Avoiding alcohol



12%

Mindfulness

And some unhealthy ones



8%

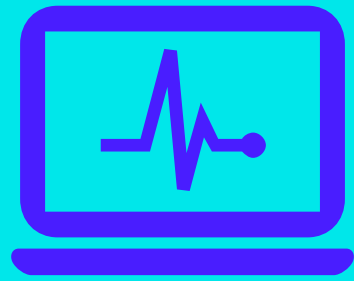
Working
more

13% Bad habits

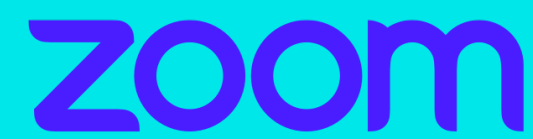
We are exercising differently



6.7k recreational facilities closed



33% increase in search for online exercise in the week after gym closures



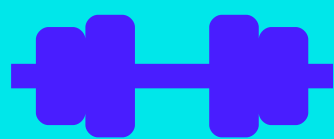
30x more Zoom global daily users



10 million fitness app android downloads in March



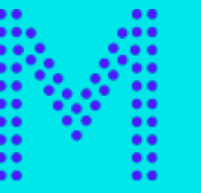
995k households watched Joe Wicks break Guinness World Record



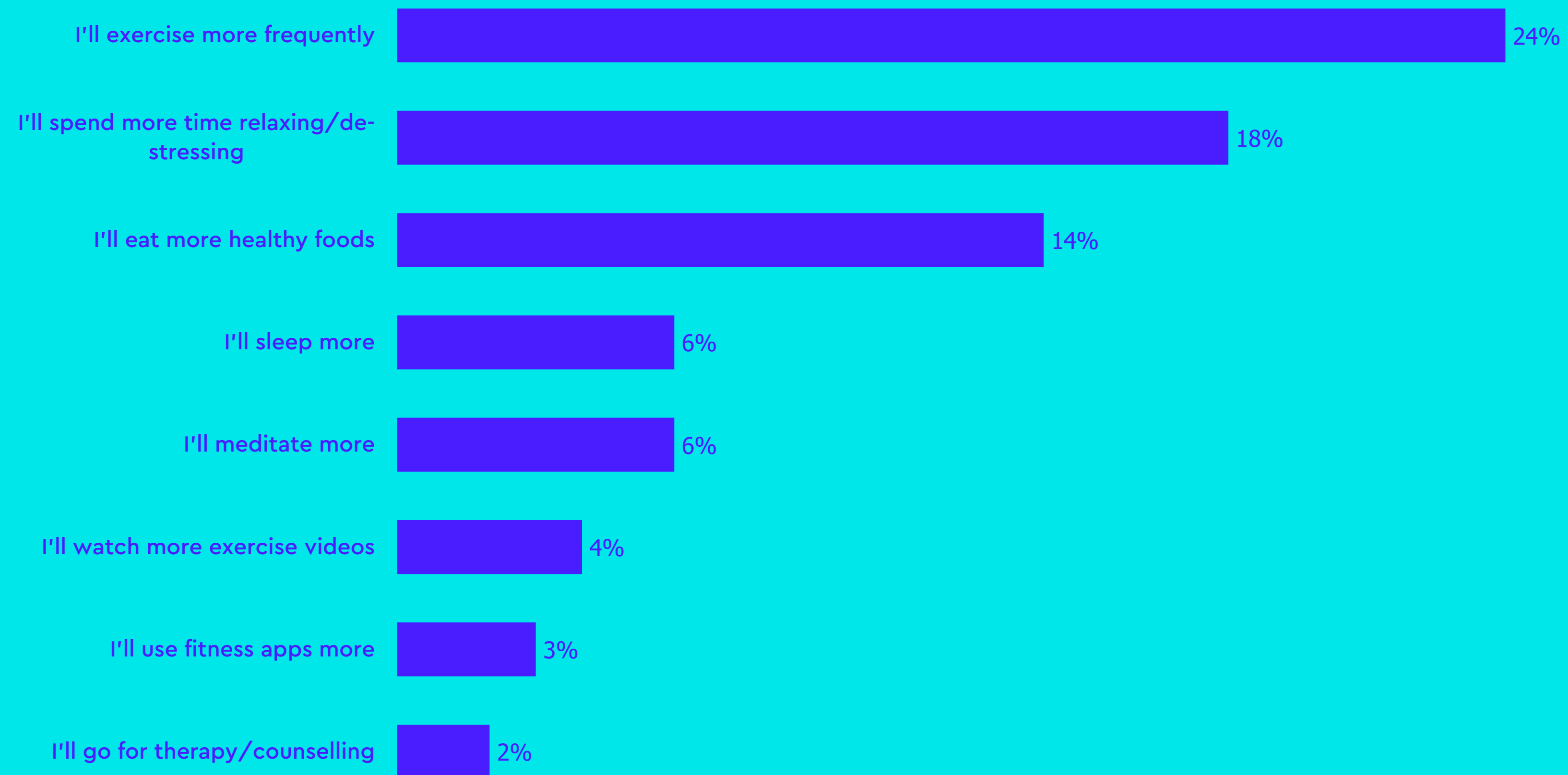
62% worry it's unsafe to return to gyms



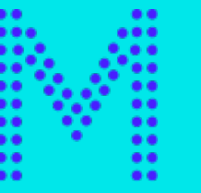
Post pandemic



What we can expect post pandemic in terms of health and wellbeing behaviour change



And we are also reassessing our attitudes to work



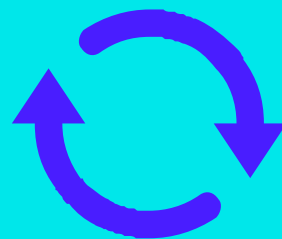
27% "it has made me reassess my work/life balance"



27% "it has made me want to change things about my current job"

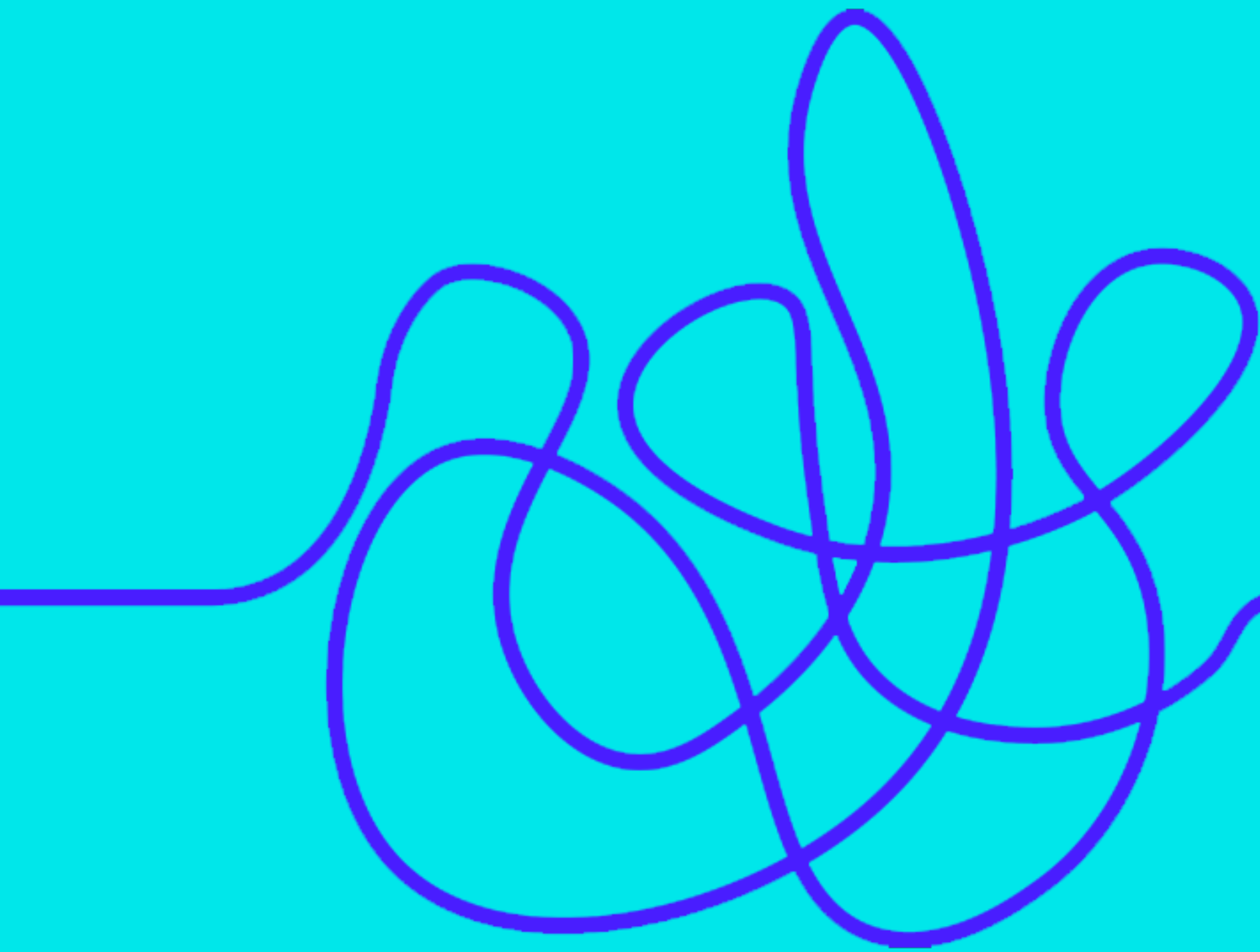


26% "it has made me want to work from home more after the lockdown ends"



24% "it has made me think about making a big change in my working life"

A return to normal rejected



9%

Want a return to normal

Methodology

Hearst – A Picture of Health

Meta-analysis including a number of sources. Full information can be found [here](#)

Bauer Covid Insights – New Routines New Buying Behaviours

Sample size of 1198, weighted to be nationally representative, data gathered between 24th -27th April on the Bauer Media Insiders panel

Immediate – IM audience response to Covid 19

2,519 responses from Immediate audience. Research conducted across 1st-3rd May 2020

TI Media – Heart of Britain tracker

500 responses from TI Media audience. Research period week ending 5th June 2020