

#ID Culture, January 2021

# THE RISE OF MENTAL HEALTH

Before the pandemic, mental health issues were on the rise due to stress, loneliness, burnout and social issues, but since last year the focus has been much stronger driving a cultural mega-shift

## Adapting to a New World

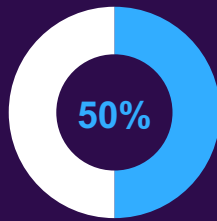
Uncertainty, insecurity and social isolation are giving way to an increase in mental health self awareness shifting the focus to a more positive outlook rising from the pandemic.

**46%** Have been feeling worried

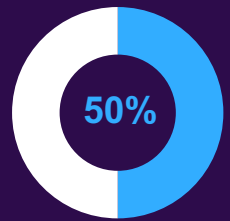
**45%** Have noticed that their mood is up and down all the time

**42%** Are more worried about their finances than the COVID

**40%** Have struggled to maintain relationships with people



Are more aware of their mental health since the start the pandemic



Brands should have a voice in being supportive of current global issues such as mental health

### POSITIVE OUTCOMES OF COVID-19

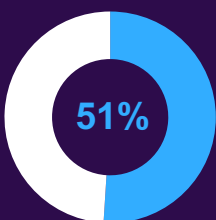
**70%** are more aware of what is important in our society

**68%** are spending more time reflecting about what's important in their lives

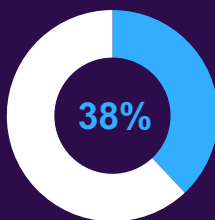
**62%** are taking steps to make big positive changes in their lives

## Pandemic fatigue, burnout culture and the toxic effects of digital and social media are having an impact on mental health more than ever before.

Many are trying to escape the addictive and harmful nature of the online world, but paradoxically consumers have also turned to digital devices to help improve their mental wellbeing.



Media platforms should provide more mental health spaces



Recently started practising mindful activities

**52%** Have an increasing desire to slow down their life

**52%** Don't always want people to be able to contact them

**34%** Are struggling to focus on everyday tasks

**31%** Have limited their time on media because they don't want to read any more negative news

## Digital Mindfulness

**53%**

Are deliberately choosing media content to help them relax and de-stress

**34%**

Media has helped them escape the reality of the pandemic

**27%**

Have been using mental health apps since the pandemic to help with their wellbeing