

GWI

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Series 8: Health

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Introduction

As the coronavirus outbreak continues, more and more communities, industries, and businesses are feeling its effects. Staying informed at this time is crucial.

At GlobalWebIndex, we're tracking these effects across different sectors through a focused content series. In this whitepaper, we're releasing our eighth dataset in the series, collected between April 9-14 in the U.S. and UK, dedicated to physical and mental health.

In this research we explore what consumers are most concerned about regarding their health, and what they are doing to safeguard their wellbeing. We dig deeper into what tools they are using to achieve this and conclude with a summary of consumer attitudes toward phone or video diagnoses and telehealth services.

NOTE: All stats in this report are from a GlobalWebIndex April 2020 custom survey among 2,210 (U.S.) and 1,554 (UK) internet users aged 18-64. This report excludes 16-17-year-olds, as well as respondents who didn't provide their consent to be asked questions related to their health.

Audience Definitions:

Generations:

- **Gen Z** - 18-23 years-old
- **Gen Y (Millennials)** - 24-37 years-old
- **Gen X** - 38-56 years-old
- **Baby boomers** - 57-64 years-old

Income (based on annual household income):

- **Lower income (U.S.)** - \$32,000 or less
- **Higher income (U.S.)** - \$85,000 or more

- **Lower income (UK)** - £24,000 or less
- **Higher income (UK)** - £60,000 or more

Personal concerns segments

Internet users who say their biggest personal concerns are the following:

- **Diet & exercise aware** - Not getting enough exercise AND Not eating healthy meals
- **Mental health conscious** - My mental health worsening
- **Financially insecure** - Losing my job AND Not being able to afford my expenses

Key Insights

The outbreak is aggravating socio-economic inequalities

- Worries about getting seriously sick from coronavirus are most prevalent among online adults right now (64%) by some distance from the second biggest concern - loved ones getting sick (54%).
- Although this is true in the U.S. and across most demographic groups, in the UK the concern about family members getting seriously sick far overrides that of one's own health (73% vs. 57%). We see a similar pattern, though not as pronounced, among females (63% vs. 61%) and higher earners (49% vs. 44%), while boomers are equally worried about both (67% vs. 66%).
- Going down the list of concerns, those in the UK (30%), females (27%), and Gen Z (26%) have the biggest fear of their mental health worsening. Although females are still more worried about finances and the strain on their local healthcare services than their mental health; for Gen Z, psychological wellbeing ranks above all else, except for themselves or loved ones getting sick, and boredom/isolation.
- The effect of socio-economic status is also evident in our data. There is a 23-percentage-point and a 15-percentage point difference between those of a higher and lower income background when it comes to becoming ill (44% vs. 67%) and being able to afford expenses (16% vs. 31%). In fact, lower earners are the most likely demographic group to fear getting seriously sick from the virus, which demonstrates how the outbreak is potentially exacerbating inequalities.
- On the other end of the income spectrum, higher earners pay much more heed to the strain on their local healthcare services (38% vs. 24%) resulting from the coronavirus.

The lockdown has led to less healthy lifestyles

- The outbreak has already had an impact on various personal and health-related behaviors. Just over 3 in 10 internet users across the U.S. and UK say they're working less, with a quarter also noticing a reduction in the hours of sleep they're currently getting.
- The UK stands out the most for exercising and eating healthy foods less than they normally would as a result of the pandemic. This is perhaps why we're also seeing a heightened concern with mental health in this market (30% vs. 21% in the U.S.).
- When it comes to age, Gen Z and millennials are seeing the most dramatic changes to their health behaviors at this time. They're more likely than their older counterparts to be sleeping less, eating less healthy and less regular meals, as well as keeping in touch with their loved ones less often.
- Females are also more likely than males to be leading less healthy lifestyles than they did before. They're seeing a higher reduction in each of the health behaviors we asked about, with the exception of working and practicing hobbies. In fact, males are the demographic group reporting the largest decrease in work right now (36%).
- From our personas, those most worried about their diet and exercise as a result of the crisis are also more likely to say they're currently exercising less, eating less healthy and less regularly, as well as cooking less; thereby accounting for their heightened levels of concern for these aspects of their wellbeing and showing that people's self-reported worries are well-grounded.
- We're also seeing a direct link between mental health concerns and sleep patterns, with those worried about their mental health reporting the most reduction in their sleep as a result of the crisis (36% compared to 25% on average).

Talking to loved ones is the best mental health remedy

- The good news is that people are aware of the impact that the crisis is having on their mental health and they're taking active measures to mitigate it. Nine in every 10 online adults have taken up some kind of activity to look after their mental health while at home, with looking for the support of friends and family topping the list among all demographic groups and segments.
- Those in the U.S. show a much higher preference for mindfulness techniques than their UK counterparts - they're over twice as likely to meditate (30% vs. 12%) and to practice yoga (24% vs. 9%). Adults in the UK, on the other hand, safeguard their mental health more by decluttering (38% vs. 21%), while seeking help from a professional is the least popular option in both markets and even among affluent groups.
- Cooking, meditating and journaling offer most respite to millennials, while decluttering is sought after the most as consumers grow older, with 35% of boomers looking after their mental health in this way. Decluttering is actually the activity they're finding most comfort in just behind talking to friends/family and cooking.
- Higher earners are the group with the highest tendency to track their sleep as a way to look after their mental health during the crisis - twice as likely as the average (32%). This could be linked to the fact that they're also 21% more likely to have a history of sleep-related conditions prior to the outbreak, showing that the pandemic can amplify those.
- Looking at our personas reveals that those with mental wellbeing concerns are actually less likely than the other two segments to be taking any of the measures we asked about, but talking to a therapist (16%) which is again their last resort. This means that awareness and knowledge among this group when it comes to alternative mental health improvement techniques is insufficient.

Feelings of loneliness peak among young adults

- Overall, 45% of internet users in the UK and U.S. report that their mental health has worsened during the coronavirus crisis, with the majority (37%) saying it's *slightly* rather than *greatly* worsened. Although the two markets have an equal rate of self-reported mental health conditions, the outbreak has had a bigger impact on the UK in this respect (54% report worsened mental health vs. 44% in the U.S.).
- The fact that two thirds of those concerned with their diet and fitness also report worsening mental health (21 percentage points higher than the average) shows how interlinked our physical and mental wellbeing are and that our psychological wellness should be treated with the same seriousness as our physical health.
- When it comes to the key factors impacting online adults' mental health for the worse, it's anxiety (43%) and stress (42%) that top the charts in both markets. Anxiety rises with age and it's most prevalent among boomers (46%), while stress levels have risen to a similar extent among all age groups.
- Understandably in times of lockdown and social isolation, loneliness is a much bigger issue right now, with just under 3 in 10 experiencing an increase in those feelings. Typically most associated with older groups, it's surprising to see that in times of crisis, it's actually Gen Z who appear as the most vulnerable group here (34% vs. 21% of boomers).
- The crisis has also impacted women's mental health more so than men's - 50% of females report it being worse than before, compared to 40% of men. Women are also much more likely to experience feelings of stress, anxiety, depression and panic than males.
- We're seeing a similar pattern when it comes to income levels as well. More affluent groups are less likely than lower earners to have noticed a negative impact on their psychological wellbeing during the crisis (32% vs. 48%), and hence report much lower levels of anxiety, stress, loneliness, panic and depression. In fact, they're the only demographic group that say they feel more connected to others above all other negative feelings at this time (38% vs. 25% on average).

Employers bear more responsibility than healthcare providers in the UK for mental health support

- Across both markets there's consent that, first and foremost, it's governments who need to do more to support people's mental health at this time (53% say this). The only exception here is higher earners who place responsibility on healthcare, social media companies and news outlets more so than the government
- Behind government, in the UK 36% want employers to do more to support people's mental health; however, in the U.S. the second most in demand group is healthcare providers (51%). Importantly, it's not that employers aren't held accountable in the U.S.; in fact, online adults here expect support from their workplace to the same extent as those in the UK. It's more due to the UK having much lower expectations of healthcare providers, with only 32% saying they need to provide more support, putting healthcare on par with social media companies. The different healthcare systems of the U.S. and UK play a big part here. While the latter has a large public sector system, the former has the biggest private sector system in the world and spends more on healthcare per capita than any other nation.
- All age groups have placed the most responsibility on governments and healthcare systems as a close second, with the exception of Gen X who think the two bare equal responsibility. The youngest - Gen Z - are also more likely than their older counterparts to expect mental health support from institutions they're still part of like schools and universities (39%), while millennials feel the same about their employers (43%).
- Social media companies carry the most responsibility according to those concerned about their mental health (40%) and are just behind healthcare providers and governments when it comes to providing more support. This could be a result of social platforms being largely used as news sources, which for the most part, has exacerbated irrational fears. The financially insecure consumers, on the other hand, feel that their employers need to be more supporting (56% vs. 36% on average).

Consumers in the U.S. favor home-based and digitally-driven health solutions

- In the UK, walking is by far the most common activity adopted to look after physical health during this time (52%). This figure is being driven by baby boomers (65%); which can be explained by their comparatively lower levels of activity pre-crisis and the low intensity aspect of walking as an exercise.
- In contrast, U.S. consumers are just as likely to use exercise equipment (33%) as go for a walk outside (33%). Walking, jogging and cycling aside, online adults in the U.S. are far more likely to do all of the indoor activities included in our list; particularly in the case of taking immunostimulants (32%) and eating more natural or organic products (27%). Digitally-driven exercise solutions such as watching exercise videos online (29%) and using fitness apps (19%) also appeal more to U.S. consumers.
- Income patterns are equally as stark. Aside from walking, those of a higher income background are more likely to have taken all of the behavioral steps included below to safeguard their physical health. This is particularly true when it comes to using home exercise equipment (48%) and practising yoga or Pilates (34%) - where their figures are double those of lower income groups.
- In terms of gender, men are more varied in the habits they've adopted to look after their physical health at this time. While women are fonder of walking (38%), men take the lead for various activities - such as watching exercise videos online (31%), eating more natural organic products (29%) and using fitness apps (20%). Younger consumers also stand out most for enacting these behaviors, which reflects general health and exercise patterns pre-outbreak.
- While walking appeals to those with a wide range of personal concerns in light of the crisis, consumers who are most aware of diet and exercise are significantly more likely to eat more natural or organic products (32%) and watch exercise videos online (30%) than those with mental health or financial concerns.

The crisis has amplified existing health and fitness trends

- While 48% of those of a higher income background have taken to using home exercise equipment during the outbreak, only 16% have purchased such equipment. This demonstrates that, though many of these activities are being carried out in larger doses among certain groups, they're often a reflection of individual attitudes and behaviors pre-crisis.
- In many cases, the outbreak has either highlighted or intensified various demographic differences. While younger consumers were most associated with watching recorded exercise videos beforehand, greater numbers have also adopted this habit during lockdown – 45% of millennials and 43% of Gen Z have made the decision to participate in this trend, compared to only 8% of boomers. This offers a prime example of how the outbreak has enhanced prior health and fitness patterns across the demographic spectrum.
- In a reflection of their affinity for apps, Gen Z are by far the most likely to have started using a meal tracking or prep app at this time (25%). Likewise, millennials are the top age group when it comes to downloading and using meditation apps (26%).
- Livestreaming workouts have only been adopted as a habit by 13% of consumers in the U.S. and UK, which means that recorded exercise videos take the top spot for virtual fitness solutions by some distance (36%). Again, this trend is most marked in the U.S., which is partly influenced by them being less fond of exercising outdoors than their UK counterparts.
- Unsurprisingly, consumers most concerned about diet and exercise in the midst of the crisis are by far the most likely to have started watching recorded exercise videos (45%), purchased home exercise equipment (20%), started using meal tracking apps (20%) and paying for exercise programs (13%). They're also more likely than consumers with mental health concerns to have taken up on meditation apps. It's clear that so far people have tried to mitigate their physical health and fitness concerns more so than those related to their mental health.

Significant numbers would consider using telehealth services for diagnoses, but hold reservations

- There is much more enthusiasm for telehealth services in the U.S., where 57% of consumers would consider using this technology to be screened for coronavirus. This drops to 34% in the UK.
- Across both countries, male respondents and millennials are the ones most driving this trend – 64% of millennials and 59% of men agree that they're likely to adopt a telehealth service for personal health screening during the crisis. This falls to 49% among Gen Z and Gen X, and 39% among boomers. While income differences are less pronounced, higher income groups are more receptive to this point of view (53% do, compared to 48% in lower income groups).
- This is influenced by demographic differences in attitudes toward the accuracy such diagnoses. Across all demographic brackets, millennials (42%) and those in the higher income bracket (42%) are the most likely to believe that diagnoses via phone or video are as accurate as face-to-face appointments. Surprisingly, Gen Z are the most sceptical (25%) and even lag behind boomers (29%) when it comes to faith in remote interpretations.
- Income differences are more noticeable when accounting for attitudes toward telehealth services. Higher levels of trust in these diagnoses explains why 63% of higher income groups have sought health-related advice via a telehealth service, compared to 42% of those in lower income groups.
- Interestingly, although Gen Z are the least trusting of these services' abilities of diagnosing the coronavirus, they're significantly more likely to have sought health-related advice via these means. They're by far the most prone to seek help in the case of migraines (25%) and, alongside millennials, rank much higher than their older counterparts when it comes to using telehealth services for advice on mental health and coronavirus symptoms. Despite favoring face-to-face appointments, Gen Z consumers adopt telehealth services for additional support more than Gen X and boomers. This is perhaps largely due to their higher levels of digital fluency.

- What remains to be seen is whether willingness and intent translates into action. Even among those who are likely to consider using telehealth services to diagnose symptoms, attitudes toward the accuracy of these diagnoses show that face-to-face consultations continue to be the preferred mode of doctor-patient interaction – a public opinion unlikely to be changed by the crisis.

Personal concerns

% of 18-64-year-olds who say the following are their biggest personal concerns in regard to the coronavirus outbreak

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Getting seriously sick from the virus	64	57	65	66	64	63	66
One of my family members getting seriously sick from the virus	54	73	50	51	47	57	67
Boredom/isolation	32	41	31	38	31	32	32
The strain on my local healthcare services during this time	32	36	31	26	37	30	31
Not being able to afford my expenses	28	29	28	25	25	31	29
My mental health worsening	23	30	21	26	24	22	17
Not getting enough exercise	20	26	19	24	21	18	21
Losing my job	19	22	19	18	22	19	16
Not eating healthy meals	17	18	16	19	17	16	15
Other	8	6	9	8	8	8	11
None of these	4	2	4	1	2	6	5

	Male %	Female %	Lower income %	Higher income %
Getting seriously sick from the virus	67	61	67	44
One of my family members getting seriously sick from the virus	46	63	54	49
Boredom/isolation	28	37	36	27
The strain on my local healthcare services during this time	30	33	24	38
Not being able to afford my expenses	20	36	31	16
My mental health worsening	18	27	25	20
Not getting enough exercise	21	20	17	21
Losing my job	20	19	19	17
Not eating healthy meals	15	18	16	15
Other	8	9	11	6
None of these	4	4	3	10

Question: What are your biggest personal concerns in regard to the coronavirus outbreak?

Impact on personal and health-related behaviors

% of 18-64-year-olds who say they have been doing less of the following behaviors as a result of the outbreak

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Working less	31	31	31	32	33	32	23
Sleeping less	25	28	25	27	30	24	17
Speaking to friends/family less often	20	22	19	23	23	16	19
Exercising less	19	29	17	18	21	18	20
Eating less regular meals	19	19	19	20	21	18	15
Eating less healthy foods	19	24	18	21	20	18	17
Practicing hobbies less	11	10	11	15	15	8	7
Cooking less	8	5	8	8	9	7	4
Other	8	4	9	7	8	8	9
None of these	24	23	25	26	14	30	35

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Working less	36	27	34	25	44	34	55
Sleeping less	22	29	22	20	30	36	29
Speaking to friends/family less often	19	20	19	18	26	28	27
Exercising less	18	21	19	15	42	33	32
Eating less regular meals	18	19	19	20	41	31	24
Eating less healthy foods	17	21	16	19	43	33	31
Practicing hobbies less	14	9	10	9	22	20	15
Cooking less	7	8	8	6	17	13	12
Other	8	8	11	6	14	7	15
None of these	22	27	29	32	10	15	13

Question: Have you been doing less of any of the following health behaviors than you normally would, as a result of the outbreak?

Mental health care

% of 18-64-year-olds who say they're doing the following at home to look after their mental health during this time

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Talking to friends/family	65	61	66	68	63	67	59
Cooking	42	38	43	38	50	37	40
Practicing a hobby	39	30	41	46	44	35	35
Meditating	27	12	30	24	38	23	14
Decluttering	24	38	21	18	20	26	35
Practicing yoga/Pilates	22	9	24	17	26	26	3
Tracking my sleep	16	10	18	19	18	19	2
Journaling/keeping a diary	12	7	13	13	17	9	7
Talking to a therapist or other mental health professional	9	6	9	10	13	8	0
None of these	10	15	9	7	6	11	17

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Talking to friends/family	63	66	66	59	76	66	72
Cooking	40	44	37	32	53	41	48
Practicing a hobby	37	42	39	35	51	44	48
Meditating	32	23	23	21	29	28	29
Decluttering	17	32	24	21	44	34	32
Practicing yoga/Pilates	24	19	14	33	21	18	13
Tracking my sleep	19	14	13	32	26	18	28
Journaling/keeping a diary	11	13	7	12	23	19	19
Talking to a therapist or other mental health professional	9	9	7	11	14	16	11
None of these	9	10	9	7	8	7	9

Question: Which of the following things, if any, are you doing to look after your mental health while at home during this time?

Personal feelings during the outbreak

% of 18-64-year-olds who say they have experienced an increase in the following feelings since the beginning of the outbreak

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Anxiety	43	49	41	35	42	45	46
Stress	42	41	43	44	44	41	42
Loneliness	28	28	28	34	25	32	21
Connection to others	25	21	26	23	21	31	24
Depression	24	28	23	24	22	26	24
Panic	19	19	19	29	20	18	12
Compassion	18	17	19	12	17	20	22
Gratitude	18	16	18	15	18	17	22
Relaxation	17	14	17	18	21	14	10
None of these	10	16	9	6	6	12	17

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Anxiety	39	46	42	31	63	71	59
Stress	37	48	41	30	67	66	58
Loneliness	28	28	32	19	49	44	37
Connection to others	29	22	26	38	29	25	30
Depression	20	28	28	13	49	56	40
Panic	17	22	24	13	38	38	31
Compassion	17	19	18	19	22	19	22
Gratitude	15	20	16	19	21	19	22
Relaxation	20	13	20	15	21	13	21
None of these	10	10	11	8	2	2	4

Question: Since the beginning of the coronavirus outbreak, have you experienced an increase in any of the following feelings?

Effect on mental health

% of 18-64-year-olds who say their mental health has been affected to the following extent during the outbreak

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Greatly worsened	8	9	8	10	9	7	4
Slightly worsened	37	45	36	39	29	41	45
Not been affected	45	41	46	40	49	42	49
Slightly improved	7	4	8	8	9	7	2
Greatly improved	3	2	3	3	4	3	1
NET improved	10	6	11	11	13	10	3
NET worsened	45	54	44	49	38	48	49

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Greatly worsened	6	10	9	7	15	20	16
Slightly worsened	34	40	39	25	51	59	43
Not been affected	48	42	44	48	22	14	36
Slightly improved	9	5	5	15	10	4	4
Greatly improved	3	3	3	4	2	4	1
NET improved	12	8	8	19	12	8	5
NET worsened	40	50	48	32	66	79	59

Question: How would you say that your mental health has been affected, if at all, during the coronavirus crisis?

Mental health support

% of 18-64-year-olds who think the following groups/institutions should be doing more to support mental health at this time

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
The government	53	51	54	57	63	47	45
Healthcare providers	48	32	51	54	49	47	41
Employers	36	36	36	33	43	33	31
News outlets/traditional media	33	26	34	26	38	33	27
Social media companies	32	31	33	31	33	36	20
Schools/universities	27	22	28	39	34	21	12
Brands/corporations	24	21	25	22	32	22	14
Charities	21	21	21	25	25	18	15
None of these	13	21	11	5	9	16	23

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
The government	55	51	56	38	65	58	64
Healthcare providers	46	50	46	53	56	53	52
Employers	36	37	31	31	52	39	56
News outlets/traditional media	34	32	28	45	37	34	41
Social media companies	33	31	33	45	40	40	43
Schools/universities	25	30	25	21	39	33	34
Brands/corporations	24	24	23	23	35	31	36
Charities	21	21	23	18	33	30	30
None of these	9	17	14	10	8	11	9

Question: Do you think any of the following groups/institutions should be doing more to support people's mental health at this time?

Physical health care

% of 18-64-year-olds who say they are doing the following at home to look after their physical health during this time

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Walking	36	52	33	31	28	34	65
Using home exercise equipment	30	19	33	21	32	37	17
Taking immunostimulants	29	15	32	27	40	22	26
Watch exercise videos online	27	16	29	36	33	25	5
Eating more natural/organic products	25	11	27	31	34	19	11
Practicing yoga/Pilates	20	9	22	17	25	22	3
Using fitness apps	18	12	19	23	26	12	6
Running/jogging	11	13	10	19	13	6	6
Cycling	7	8	7	8	8	7	6
None of these	16	23	15	12	11	21	21

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Walking	34	38	35	31	51	48	47
Using home exercise equipment	36	24	24	48	32	25	31
Taking immunostimulants	30	29	23	28	40	31	38
Watch exercise videos online	31	23	19	33	30	22	22
Eating more natural/organic products	29	20	17	23	32	24	26
Practicing yoga/Pilates	21	18	10	34	21	16	13
Using fitness apps	20	16	11	20	25	19	19
Running/jogging	13	8	8	13	21	15	15
Cycling	10	5	6	10	17	10	9
None of these	10	22	20	8	12	18	15

Question: Which of the following things, if any, are you doing to look after your physical health while at home during this time?

Health and fitness activities

% of 18-64-year-olds who say they have started doing the following health and fitness activities at home during the outbreak

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Watching recorded exercise videos	36	23	38	43	45	34	8
Using a meditation app	17	8	19	19	26	14	4
Purchasing home exercise equipment	14	9	15	13	20	13	3
Participating in live-streamed exercise classes	13	10	13	14	16	12	4
Using a meal tracking/prep app	12	6	13	25	15	7	2
Paying for exercise programs/apps	9	5	9	10	12	7	3
None of these	45	64	41	26	30	50	85

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Watching recorded exercise videos	39	32	25	45	45	33	34
Using a meditation app	21	13	11	13	22	18	17
Purchasing home exercise equipment	19	9	13	16	20	16	12
Participating in live-streamed exercise classes	15	10	8	13	15	16	14
Using a meal tracking/prep app	16	8	12	14	20	16	12
Paying for exercise programs/apps	13	4	7	10	13	10	8
None of these	36	54	54	32	41	48	54

Question: Have you started doing any of the following things for your health and fitness while at home during this outbreak?

Post-crisis behavioral changes

% of 18-64-year-olds who think they will make the following lasting changes to their health behaviors once the crisis is over

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Clean/disinfect surfaces more regularly	49	33	52	37	50	53	48
Practice better handwashing	44	31	46	33	47	46	40
Exercise more frequently	43	41	44	44	45	44	36
Eat more healthy foods	42	32	45	51	44	42	28
Spend more time relaxing/destressing	33	35	33	31	34	32	36
Sleep more	26	21	27	31	34	21	16
Cook more	25	20	25	26	34	19	15
Meditate	20	11	22	22	28	17	9
Watch exercise videos	19	10	21	21	25	19	5
Use fitness apps	13	8	14	13	22	9	3
Go to therapy/counselling	10	8	10	10	12	10	5
None of these	12	19	10	5	7	14	25

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Clean/disinfect surfaces more regularly	47	50	44	54	60	50	59
Practice better handwashing	47	40	34	50	54	48	52
Exercise more frequently	47	40	38	48	55	43	46
Eat more healthy foods	45	40	41	43	58	41	45
Spend more time relaxing/destressing	28	38	32	25	49	46	43
Sleep more	25	27	26	19	39	33	37
Cook more	23	26	21	21	36	28	31
Meditate	24	17	17	14	29	23	25
Watch exercise videos	22	17	12	29	21	17	17
Use fitness apps	15	11	7	13	20	14	13
Go to therapy/counselling	10	10	9	10	19	24	13
None of these	10	13	13	9	8	9	9

Question: Once the crisis is over, in which of the following ways, if any, do you think you'll make lasting changes to your health behaviors?

Attitudes toward telehealth services

% of 18-64-year-olds who say they are likely/unlikely to consider using a telehealth service to be screened for coronavirus

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Extremely unlikely	10	15	9	11	7	10	15
Unlikely	13	15	13	11	8	18	15
Neutral	25	36	22	30	21	23	32
Likely	39	24	42	34	50	37	22
Extremely likely	14	10	15	15	14	12	17
NET likely	53	34	57	49	64	49	39
NET unlikely	23	30	22	22	15	28	30

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Extremely unlikely	8	12	12	9	8	11	10
Unlikely	13	13	10	26	13	10	12
Neutral	20	29	30	13	26	27	26
Likely	45	32	35	39	35	31	33
Extremely likely	14	13	13	14	19	20	19
NET likely	59	45	48	53	54	51	52
NET unlikely	21	25	22	35	21	21	22

Question: How likely are you to consider using a telehealth service to be screened for coronavirus?

Attitudes toward phone/video diagnoses

% of 18-64-year-olds who agree/disagree with the following statement: "I believe I can be as accurately diagnosed via phone/video appointment as via a face-to-face appointment"

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Strongly disagree	12	16	11	13	10	11	18
Slightly disagree	26	25	27	27	23	31	22
Neutral	27	32	26	36	25	24	31
Slightly agree	25	22	26	20	31	25	15
Strongly agree	10	6	11	5	11	10	14
NET agree	35	28	37	25	42	35	29
NET disagree	38	41	38	40	33	42	40

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Strongly disagree	10	14	13	12	18	14	17
Slightly disagree	28	25	21	32	17	19	20
Neutral	26	29	34	14	29	26	26
Slightly agree	26	24	23	30	25	25	24
Strongly agree	11	9	9	12	12	16	13
NET agree	37	33	32	42	37	41	37
NET disagree	38	39	34	44	35	33	37

Question: To what extent do you agree with the following statement: "I believe I can be as accurately diagnosed via phone/video appointment as via a face-to-face appointment"?

Adoption of telehealth services

% of 18-64-year-olds who have sought health advice about the following conditions via a telehealth service

	All %	UK %	U.S. %	Gen Z %	Millennials %	Gen X %	Boomers %
Mental health (e.g. stress, anxiety)	11	7	11	13	15	8	5
Migraine	10	3	11	25	12	6	0
Sleep-related condition	10	3	11	8	11	12	3
Coronavirus symptoms	8	3	9	13	14	4	1
High blood pressure	8	3	9	7	8	9	6
Body ache	8	4	8	13	10	5	3
Asthma	6	4	6	9	7	6	0
High cholesterol	6	2	6	6	6	6	3
Skin-related condition	6	3	6	8	7	5	0
Hay fever or other allergies	5	3	6	8	6	5	1
Diabetes	5	2	5	4	5	3	8
Physical disability	5	2	5	5	5	5	2
Arthritis	4	2	4	5	4	3	4
Other	8	5	8	7	7	10	5
I haven't used telehealth services	55	76	51	42	48	61	75

	Male %	Female %	Lower income %	Higher income %	Diet & exercise aware %	Mental health conscious %	Financially insecure %
Mental health (e.g. stress, anxiety)	11	10	10	9	17	20	12
Migraine	12	8	13	11	11	11	11
Sleep-related condition	13	7	7	20	18	9	10
Coronavirus symptoms	11	5	6	10	12	11	8
High blood pressure	11	5	6	6	19	10	11
Body ache	9	6	7	9	13	11	12
Asthma	8	4	6	4	14	9	7
High cholesterol	8	3	5	6	13	8	7
Skin-related condition	7	4	3	8	10	8	6
Hay fever or other allergies	7	4	5	4	13	8	7
Diabetes	7	2	5	2	9	7	9
Physical disability	6	3	4	4	9	5	3
Arthritis	5	3	4	3	9	7	7
Other	7	8	7	19	6	6	9
I haven't used telehealth services	46	65	58	37	49	54	56

Question: Which of the following, if any, have you sought health advice for via a telehealth service?



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