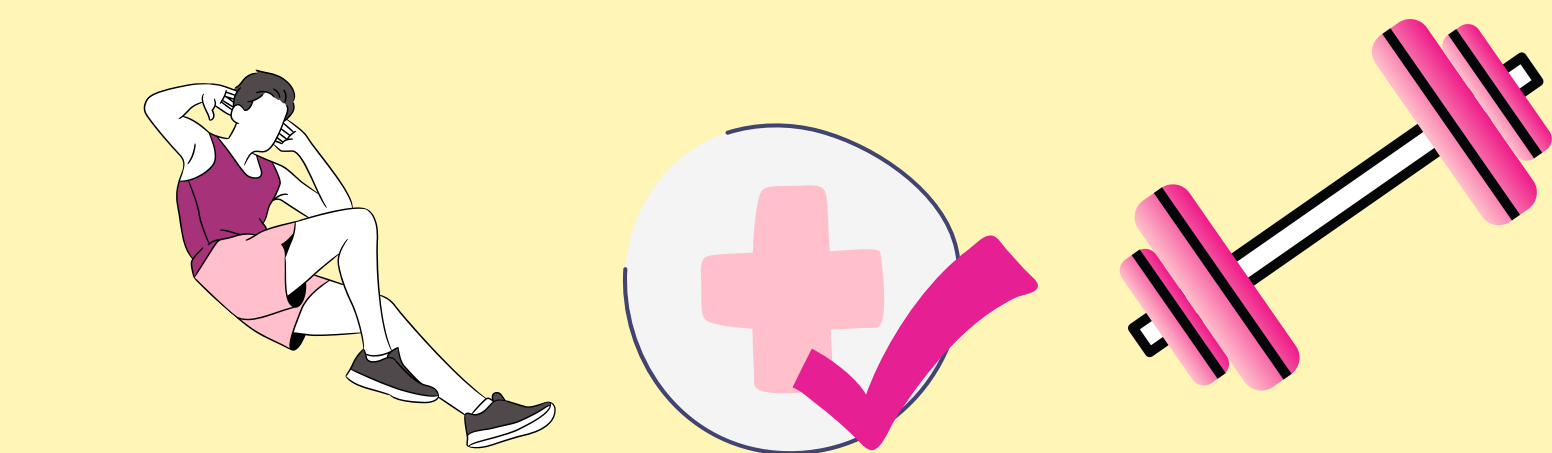


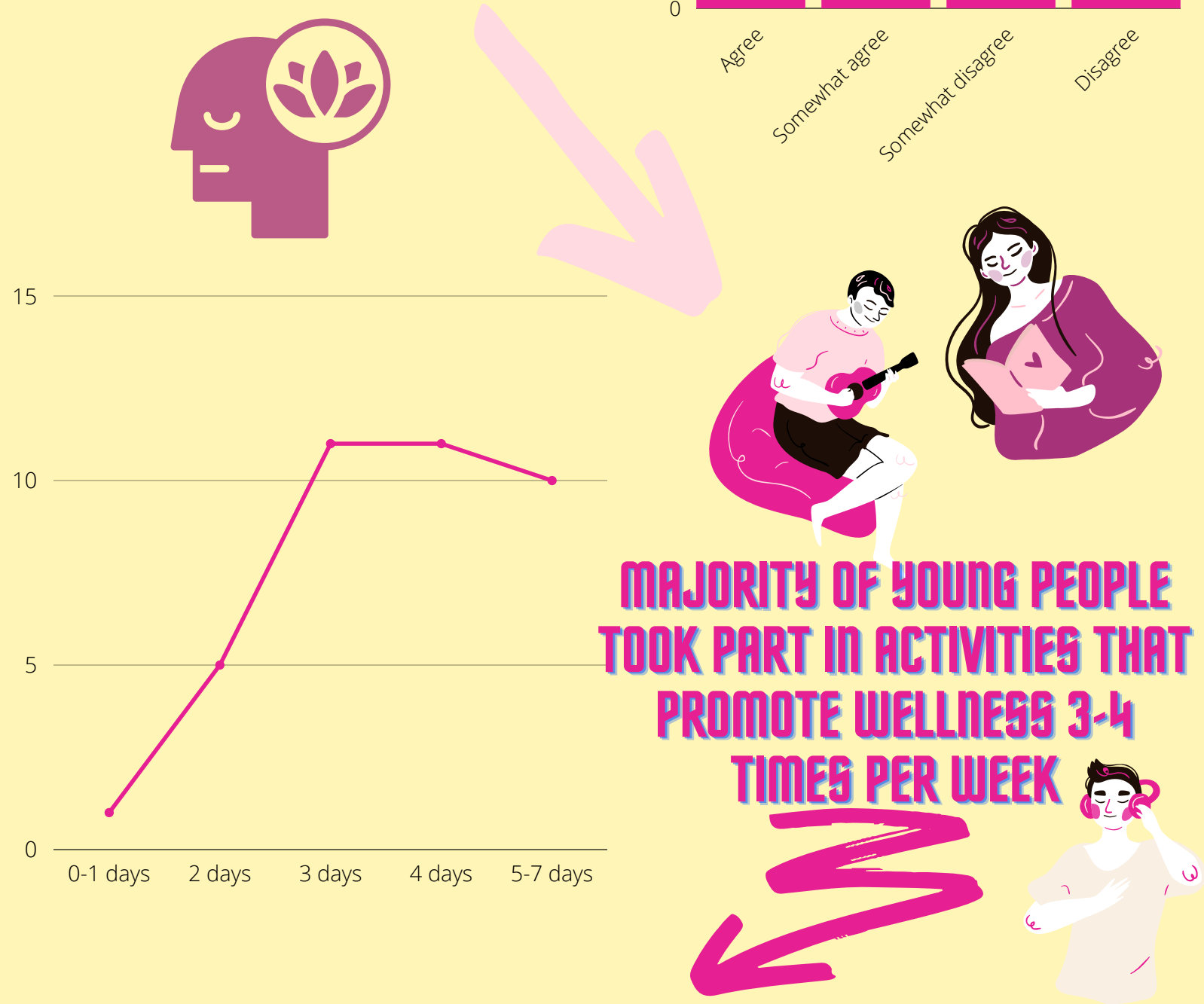
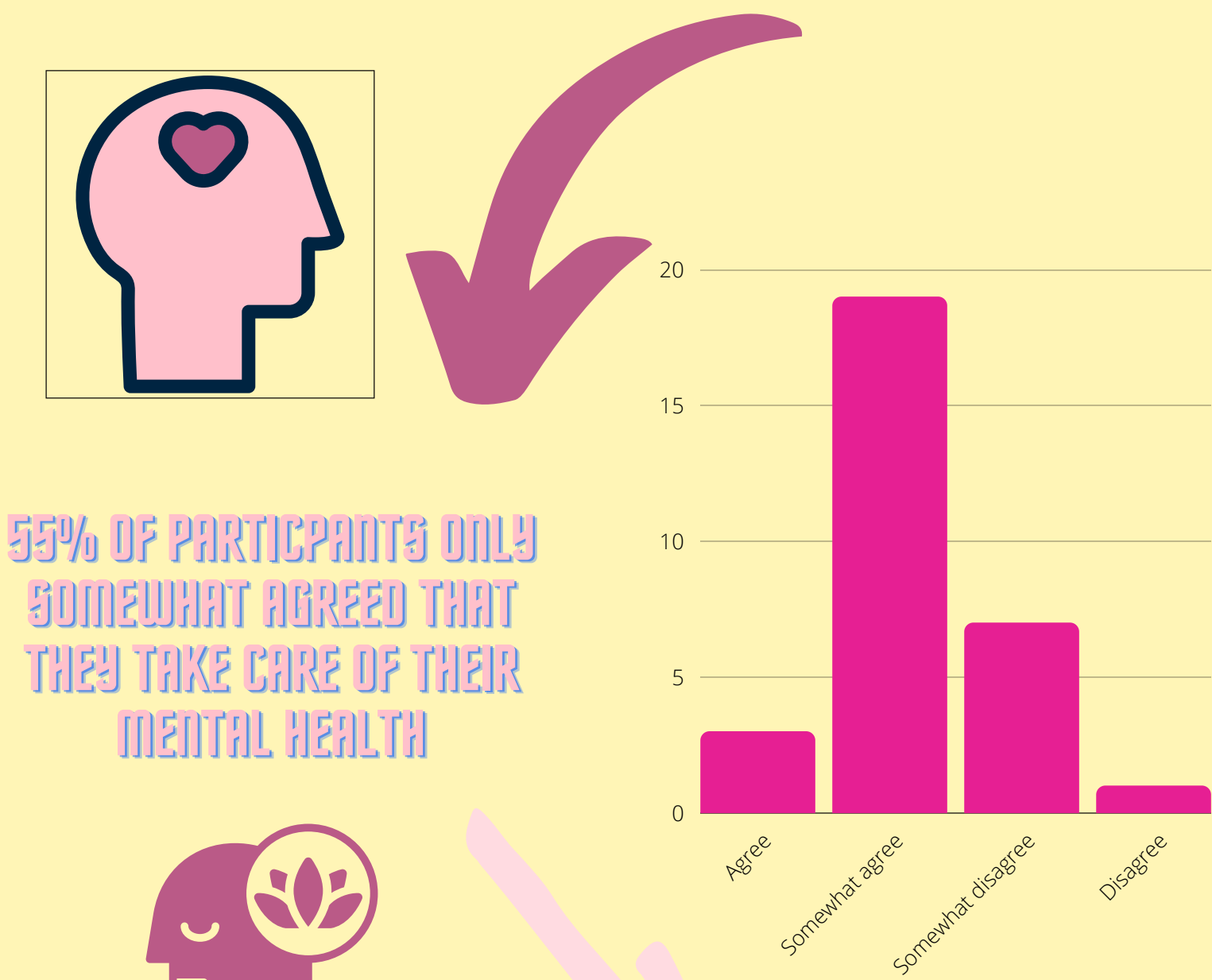
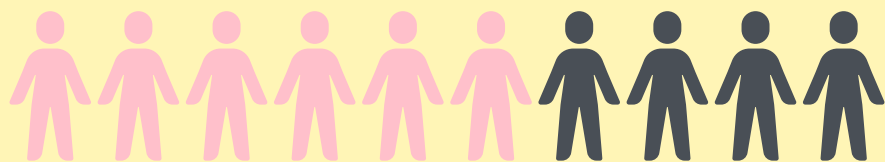
# HEALTH, WELLNESS AND SOCIAL MEDIA IN GEN Z

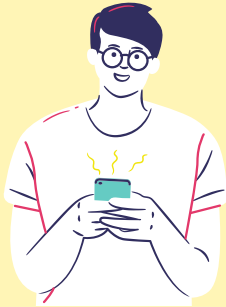


Findings from two surveys of 38 and 54 respondents.

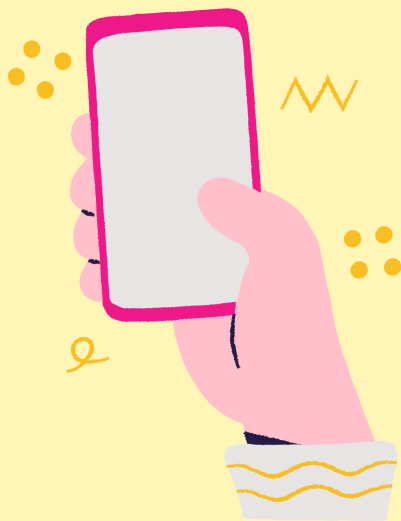
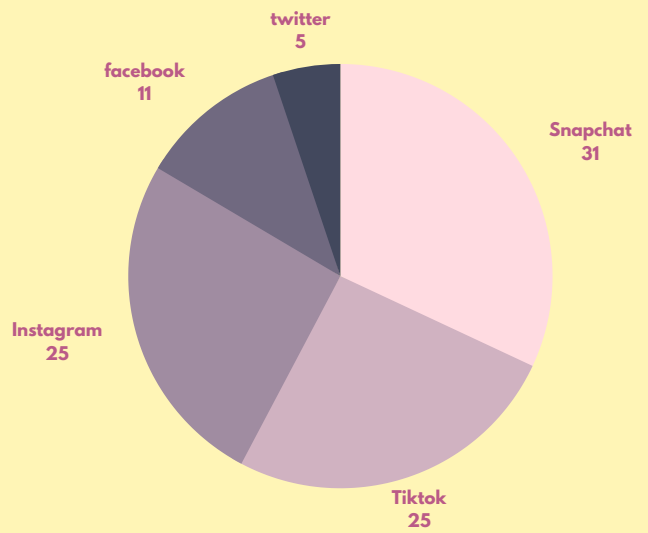


60% OF RESPONDENTS CONSIDER THEMSELVES TO BE PHYSICALLY HEALTHY





**SNAPCHAT IS THE MOST COMMONLY USED PLATFORM BY GEN Z, FOLLOWED BY INSTAGRAM AND TIKTOK**



**50% OF RESPONDENTS SAID THAT THEY USE SOCIAL MEDIA TO PASS THE TIME, THAT THEY DO NOT BELIEVE IT HAS AN IMPACT ON THEIR MENTAL HEALTH AND WELLBEING OR HAS AN IMPACT ON THEIR RELATIONSHIPS**



**THE REMAINING RESPONDENTS THAT DID BELIEVE THAT SOCIAL MEDIA IMPACTED RELATIONSHIPS, SAID THAT THE MAIN REASON WAS LACK OF MEANINGFUL CONTACT**



**63% OF PARTICIPANTS AGREED OR STRONGLY AGREED WHEN ASKED IF THEY COMPARE THEMSELVES TO OTHERS WHEN ON SOCIAL MEDIA**

