

# Health & Wellness

January 2019 saw a surge in Wattpad community interest in Physical Health & Wellness. **New story uploads tagged #health saw an increase of 26% from January 2018**, while readers spent 11.5 million minutes consuming this content.

**11.5** million minutes

spent reading stories tagged #health, #fitness, and #wellness #workout in January 2019.

## The connection to stress.

39.5% of Generation Wattpad, claims that they are stressed very often, with school/ homework, and family as the leading causes. To combat stress, **44% of youth take time offline** (54% agree they spend too much time online) with **70%** of the away time being focused on quiet time/being alone.

73% of Gen Z intend on being more active/ eat healthier in 2019.

## Looking good. Feeling good.

**50%** of Generation Wattpad feel most confident when they **feel like they're in good shape**. With 24/7 access to the online world, today's youth crave disconnecting and a healthier lifestyle. **73%** said they would like to start exercising more, eating healthier, and/or spending more time outside this year.

## Strengthen your brand.

By providing today's youth with tips and motivation around exercise, healthy eating and disconnecting, you can help them to destress, get the alone time they crave and the confidence they need to feel like their best selves.