

## CONTEXT

The Censuswide survey, commissioned by My Pickle, questioned 2,000 UK-based residents to understand matters relating to facing life challenges and finding help.

## KEY FINDINGS

### Life can be challenging and difficult to cope with

- Just under 7 in 10 (68%) Brits have faced a life challenge.
- The most common challenge is mental health with 27% of Brits having faced a mental health problem. This is closely followed by money problems (24%), physical health problems (24%) and relationship problems (21%).
- 1 in 9 (11%) Brits feel less able to cope with life challenges since the coronavirus outbreak. Over a quarter (28%) of respondents that have faced housing problems and 25% of respondents that have faced mental health problems feel less able to cope with life challenges since the outbreak.

### Challenges faced by gender and age group

- More than 7 in 10 (72%) female respondents report having faced a life challenge compared to 6 in 10 (62%) males.
- Younger people have faced more life challenges than older people. 77% of respondents aged 16-34 have faced a life challenge compared to 63% of respondents aged 35 and over.
- The most common challenge facing young people is financial worries. Just under a third (32%) of respondents aged 16-34 have faced money problems. This is closely followed by mental health (31%) and relationship problems (30%).
- Mental health is the most common challenge facing respondents in the 35-54 age group (33%) followed by money problems (29%). For respondents aged 55+ the most common challenges are physical health (32%) and bereavement (26%).

### Difficulties in finding help

- More than 1 in 5 (22%) of Brits (11.8 million)\* find it difficult, stressful or time-consuming to find help, of these respondents, 2 in 5 (40%) have delayed or given up searching for help before because it is hard to find the information, advice or support they need.
- Just under 2 in 5 (38%) of respondents that have faced a life challenge have gone online before to search for information, advice, or support to help them. Of this, more than 1 in 4 (26%) struggle to find appropriate information, advice or support.
- Younger age groups are more likely to look for information online. Just under 2 in 5 (39%) respondents aged 16-34 have gone online before to search for information, advice or support to help them through a life challenge. This compares to 29% of respondents aged 35-54 and 13% of respondents aged 55+.
- Younger age groups are more likely to struggle to find help. More than 2 in 5 (43%) of respondents aged 16-34 find it difficult, stressful or time-consuming to find help when faced with a life struggle compared to 35% of those aged 35-54 and 18% of those aged 55+.
- Respondents that face mental health issues struggle most. Just under a half (48%) of respondents that have faced a mental health challenge find it difficult, stressful or time-consuming to find help.
- Since the coronavirus (Covid-19) outbreak, 3 million\*\* Brits feel less able to find the information, advice or support needed to face life challenges.

## Sharing to help others

- 1 in 7 (15%) respondents have helped someone else quickly find helpful information, advice or support based on their own life experiences.

\*11.8 million = 53,811,371 (ONS 2018 mid year UK 16+ population) x 22%

\*\*3 million = 53,811,371 (ONS 2018 mid year UK 16+ population) x 5.6%