

CiiTECH consumer survey finds 73% of Brits experience stress as we exit the pandemic



For nearly two years, unease and stress levels have been increasing in the UK. Consumer research from CiiTECH, Provacan's parent company, found seven in ten people polled are experiencing higher than average stress and are worrying more following the events of the pandemic. This surge is leading consumers to search for a natural way to keep their moods and stressors at manageable levels.

Unease and More Stress

Everyone feels discontent and insecure sometimes. Stressful situations can increase these thoughts. Additionally, stress is a natural part of life. The key is to maintaining balance. It can be a challenge to stay in control of how you feel.

CiiTECH's research found UK residents are also having trouble expressing these newfound feelings to their friends and loved ones. More than 65% don't know how to answer questions that once were simple, such as, "How are you feeling?" Many don't want to burden others further. As a result, they may internalise their anxieties and increase the uneasiness in their lives.

It's common for people to experience physical symptoms with these uneasy feelings.

- 51% of respondents reported sleep challenges
- 37% have felt "butterflies" in their stomach

- 31% described restlessness
- 25% summarised issues related to sweating or hot flashes

Encouraging Greater Levels of Calmness

The research from CiiTECH includes what the 27% of Brits that aren't experiencing spikes in uneasiness are doing to keep levels low.

However, they have another problem. These UK residents don't understand how their friends and loved ones are having trouble coping with the current situation.

Clifton Flack, CEO of CiiTECH, explains,

"The research shows that Brits have been experiencing lots of unease and greater levels of panic, amplified by the pandemic. But it's very hard to understand if you have never experienced it. We want to try and make these feelings more visible and accessible to all, so those experiencing unrest feel they have a support network around them."

The Journey of Calm

Two-thirds are unable to describe these feelings, which are further compounded by the fact that many people are struggling to answer questions about how they are feeling. To help Brits express how they feel, CiiTECH teamed up with Britain's Got Talent artist Nathan Wyburn.

The masterpiece of emotion took seven hours to complete and is a collection of real-life stories told through objects that represent the feelings of all participants. Its goal is to help express this mix of turmoil into a visual the 27% can understand and learn how to better empathise with their friends and loved ones during this trying time in world history.

When describing the project, Wyburn comments,

"It's been an honour to use my experience of suffering with personal anxiety to create this Journey To Calm. The series of images are a mixture of textures, feelings, colours and emotions to attempt a visualisation of what it feels like from one extreme to the other."

"Sticking to my niche of using everyday materials such as bottle tops, cassette tape, nails, cotton and sun cream it's also a nod to my previous work and style. Art helps me feel calm, it's my release, so I hope this piece can bring clarity and help explain the journey to you - the viewer."

Benefits of Art for Natural Stress Relief

Studies have shown [art can help reduce stress](#), as well as encourage positive thinking. People who participate in art therapy reduce cortisol, a natural hormone that increases when a person experiences high stress levels.

If art's not your cup of tea, that's okay. Several options are available to negate negativity and transform it to positivity and happiness to lower cortisol levels and

British consumers are increasingly interested in all things natural. This includes the food they eat, the drinks they consume, and the activities they partake in to maintain normal cortisol readings.

To learn more visit www.artofprovacan.co.uk