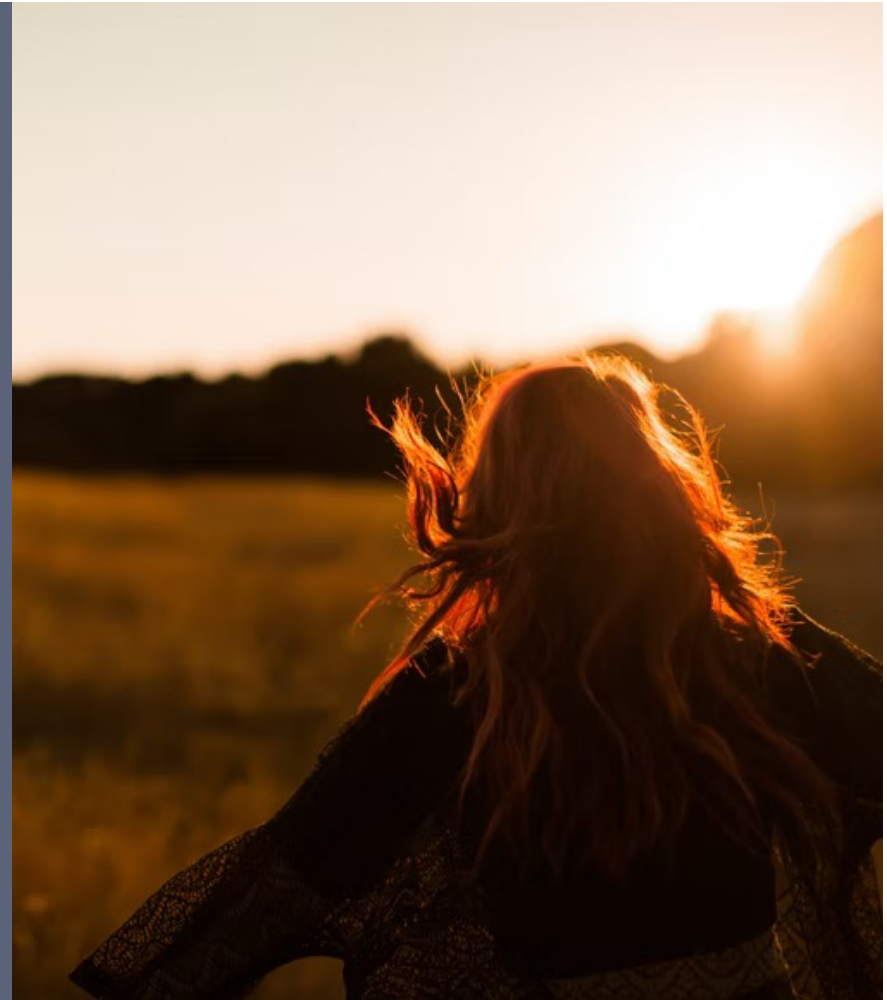




## Healthy Now Survey: How Americans are Making Mental Health a Priority

Parade Media/Cleveland  
Clinic

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# Survey Objectives

This research explores the current mental health landscape in the United States to:



Understand the average American's ability to make mental health a priority by taking mental health "moments" throughout the day



Explore the activities consumers do to improve their mental health and barriers to making mental health a priority



Identify tools and technologies used to prioritize and improve mental health



Drive a conversation around the importance of ongoing and continuous mental health management

# Methodology

10-minute online survey conducted among a national sample consisting of 2,012 Americans 18 years of age and older, living in the continental United States. The total sample data was balanced to census on age, region, gender, income level, race/ethnicity and education. To allow us to understand key priority health areas, we included a statically valid sample size of n=100-150 of consumers with each of the following conditions: Cardiovascular Disease, Diabetes, Cancer, Skin Conditions, Respiratory Disorder.

The online survey was completed between March 18 -29, 2022. The margin of error for the total sample at the 95% confidence level is +/- 2 percentage points

Additional distinction in the data based on the following demographics have been called out:

## Gender

- Male (N=965)
- Female (N=1,033)

## Generations

- Generation Z: Those born from 1997 through 2003. (N=244)
- Millennials: Those born from 1981 through 1996. (N=579)
- Generation X: Those born from 1965 through 1980. (N=500)
- Baby Boomers: Those born from 1946 through 1964. (N=689)

## Moms and Dads

- Moms (N=355)
- Dads (N=284)

## Employment status

- Working (N=1094)
- Nonworking (N=932)

## Strength of mental/emotional health

- High: Those that rated their mental/emotional health as a 4 or 5 (N=1,254)
- Low: Those that rated their mental/emotional health as 1 or 2 (N=245)

# OVERALL KEY TAKEAWAYS

# Key Takeaways

#1

## Despite mental health being viewed as highly important today, many still struggle.

- About 9 in 10 Americans (87%) of Americans agree that mental/emotional health is just as important as physical health, and two-thirds (62%) of Americans rank their mental health as high.
- However, 37% still rate their current mental health as just average or low, with 12% rating it on the lowest tier of the scale.
- The large majority of those that rate their mental/emotional health on the lowest tier also reported feeling sad/depressed (84%), stressed (89%) and exhausted (85%) at least once a week within the last month.

#2

## Taking mental health “moments” is an effective way of prioritizing mental health.

- Almost half of Americans (46%) are able to maintain or improve their mental health by taking multiple breaks throughout the day for activities that relieve stress, depression and/or anxiety.
- More than half (55%) agree they need regular mental/emotional health breaks.
- Seven out of 10 (70%) Americans believe taking multiple 5-10 minute mental/emotional health breaks throughout the day is more beneficial for maintaining and improving their mental/emotional health than taking one, 30-60 minute break.

## Key Takeaways (continued)

#3

### There are a variety of barriers when it comes to taking mental health breaks.

- Unsurprisingly, lack of time and other responsibilities are the top barriers Americans experience when it comes to prioritizing their mental/emotional health.
- Among those who rarely\* or never spend time improving their mental health:
  - 34% say they are too busy and do not have time.
  - 36% say they provide care for a loved one(s) and don't have time for themselves.
  - 24% say they don't know how to support their mental/emotional health.

#4

### Top activities of the mentally/emotionally healthy are revealed.

- Less than half of those who rate their mental health as low spend time with friends and/or family (44 percent), exercise regularly (37 percent), spend time outside (37 percent), or practice breathwork/meditation (21 percent).
- Further, those that rate their mental/emotional health as high are more likely to exercise (52%), spend time outside (46%) and read (42%). This group also believes getting adequate sleep (87%) and movement (76%) is beneficial to their mental/emotional health.

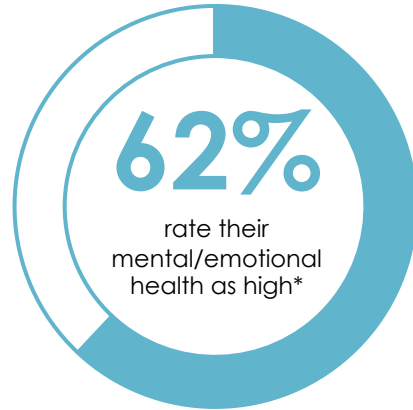
Key Finding #1:  
**Despite mental  
health being viewed  
as highly important  
today, many still  
struggle.**



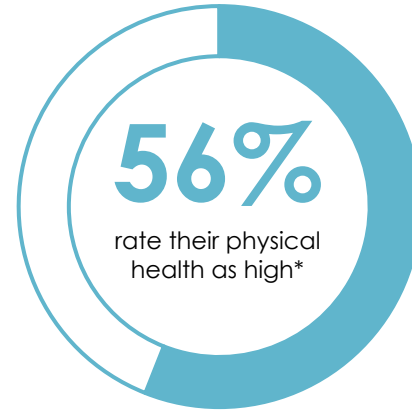


# Nine in ten Americans believe mental health is just as important as physical health, and nearly two out three report strong levels of mental/emotional health themselves.

**87%** of Americans agree that **mental health is just as important as physical health**



**25%** of Americans rate their **mental/emotional health as excellent**



**16%** of Americans rate their **physical health as excellent**

# Those with high levels of mental/emotional health report feeling positive emotions at least once a week.



**91%** of Americans with high mental health report feeling **happy** at least once a week

*(compared to 43% of those with low levels of mental/emotional health)*



**86%** report feeling **productive** at least once a week

*(compared to 40% of those with low levels of mental/emotional health)*



**84%** report feeling **optimistic** at least once a week

*(compared to 35% of those with low levels of mental/emotional health)*

Despite this, many Americans are still struggling with their mental/emotional health, and with that comes depression, stress and exhaustion.

**37%** of Americans rate their mental/emotional health as average or low

**12%**

of Americans rate their mental/emotional health as low\*

**84%** of those with low mental health report feeling **sad/depressed** at least once a week

**89%** of those with low mental health report feeling **stressed** at least once a week

**85%** of those with low mental health report feeling **exhausted** at least once a week

# Overall, one-third or more feel negative emotions at least once a week too.



**45%** of Americans report feeling **anxious** at least once a week



**36%** report feeling **sad or depressed** at least once a week



**34%** report feeling **angry** at least once a week

Key Finding #2:  
**Mental health  
“moments” are  
effective but not  
always doable.**



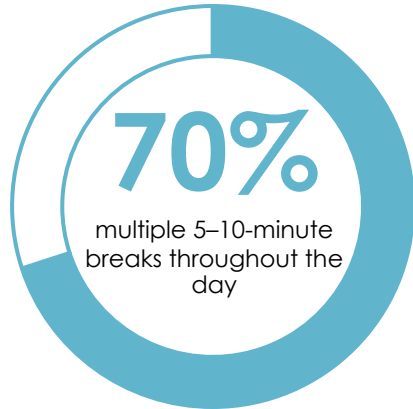
# Over half of Americans recognize they need regular mental health breaks.



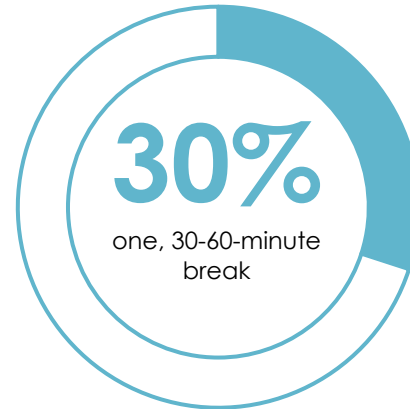
**55%** of Americans agree they **need**  
**regular mental/emotional health**  
**breaks**

**The majority believe taking multiple short mental/emotional health breaks is more beneficial than taking one long break.**

Which is more beneficial for maintaining and improving your mental/emotional health?



vs.



**But less than half are able to take those short breaks throughout the day.**



**46%** of Americans agree that they have been **able to maintain or improve their mental/emotional health by taking multiple breaks throughout the day** for activities that relieve stress, depression and/or anxiety.

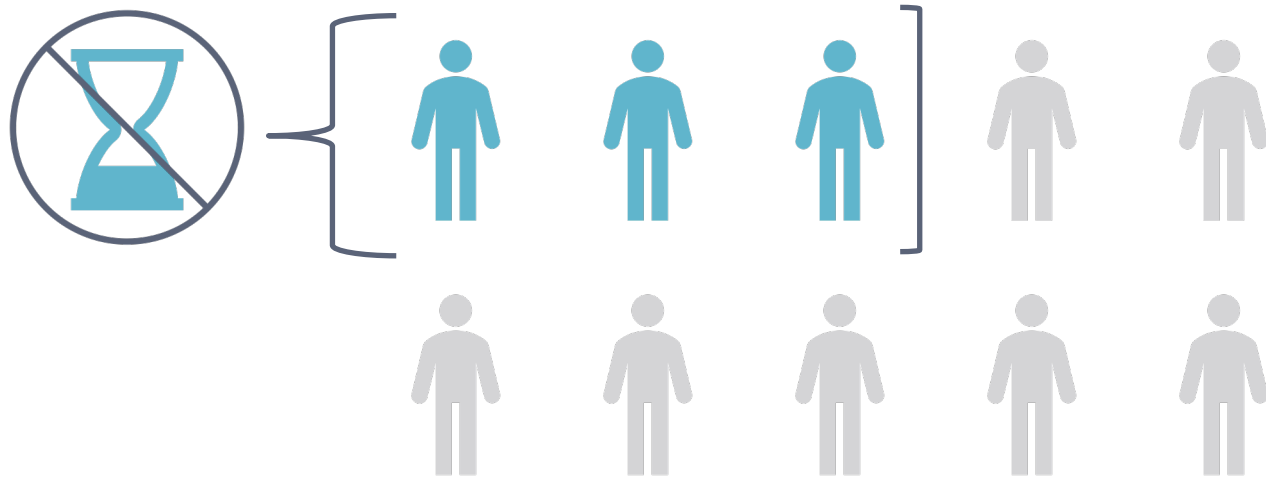


Key Finding #3:  
**There are a variety a  
barriers when it  
comes to taking  
mental health  
breaks.**



# Americans struggle to find the time to take mental/emotional health breaks.

About three in 10 (34%) Americans who rarely make time for their mental health state that they **are too busy and do not have time to do so.**



# Working Americans have an even tougher time prioritizing their mental/emotional health.

5 in 10 working Americans (48%) who rarely make time for their mental health state that they **are too busy and do not have time to do so.**



## Many are selflessly putting others before themselves.



About a third (**36%**) of Americans who rarely or never spend time improving their mental health say **they provide care for a loved one and don't have time for themselves.**

Unfortunately, a quarter of Americans still don't know how to support their own mental health.



A quarter (**24%**) of Americans who rarely or never spend time improving their mental health say **they don't know how to support their mental health.**

Key Finding #4:  
**Top activities of the  
mentally/emotionally  
healthy are revealed.**



# According to Americans, the top activities to benefit one's mental/emotional health: adequate sleep, strong support system, and movement.

#1

84% of Americans say **adequate sleep**

#2

74% say having a **strong support system**

68% say that **spending time with family and friends** is most important to their happiness.

#3

72% say **movement**

#4

68% say **taking time off work**

#5

67% say **taking short mental health breaks**

# Few Americans often opt for proven and studied methods for improving their mental/emotional health.

## Stationary Activities



60% of Americans say **watch tv or a movie**



49% say **listen to music/sing/play music**



39% say **read a book**

## Activities studied and proven to improve mental/emotional health



47% of Americans say **exercise**



45% say **spend time outside**



17% say **breathwork/meditation**



# Those with high mental health are more likely to exercise, spend time outside, and read.

Among those with high mental/emotional health....



**52%** exercise to maintain/improve their mental health

*(compared to 37% of those with low levels of mental/emotional health)*



**46%** spend time outside to maintain/improve their mental health

*(compared to 37% of those with low levels of mental/emotional health)*



**42%** read to maintain/improve their mental health

*(compared to 30% of those with low levels of mental/emotional health)*

Q1: On a scale of 1 to 5, where 5 is "excellent" and 1 is "poor" how would you rate your mental/emotional health? High: Rating their mental/emotional health as a 4 or 5 (Total N=1,247)  
Low: Rating their mental/emotional health as a 1 or 2 (Total N=247)

Q11: On a scale of 1 to 5, how beneficial for your mental/emotional health would you rate each of the following? (Total N= 2,012)

# Those with high mental health are also more likely to prioritize sleep & movement.



**87%** of those with **high** mental health... **vs** **79%** of those with **low** mental health...

...say **adequate sleep** is beneficial for their mental/emotional health.

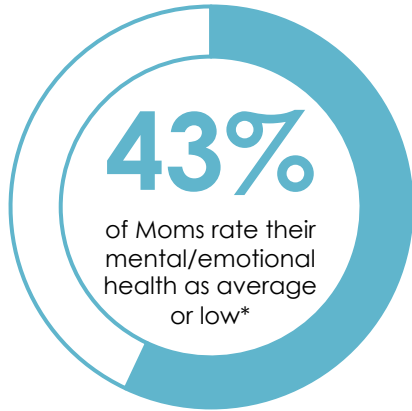


**76%** of those with **high** mental health... **vs** **63%** of those with **low** mental health...

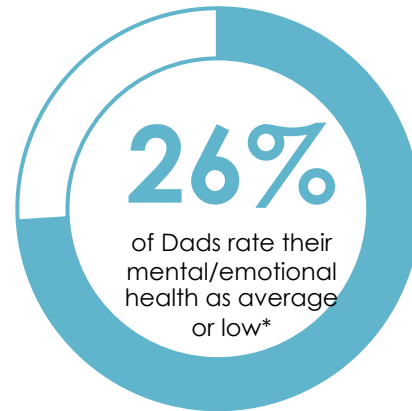
...say **movement** is beneficial for their mental/emotional health.

# MOMS & DADS

# Moms report lower levels of mental health, compared to Dads.



17% of Moms rate their **mental/emotional health as excellent**



33% of Dads rate their **mental/emotional health as excellent**

Q1: On a scale of 1 to 5, where 5 is "excellent" and 1 is "poor" how would you rate your mental/emotional health? [(Moms N=355) Dads (N=284)]  
Average or low: Rating their mental/emotional health or physical health as a 1, 2 or 3

# Moms report lower levels of feeling refreshed, energetic and fulfilled on a weekly basis, compared to Dads.



**58%** of Moms report feeling **refreshed** at least once a week

*(compared to 77% of Dads)*



**67%** report feeling **energetic** at least once a week

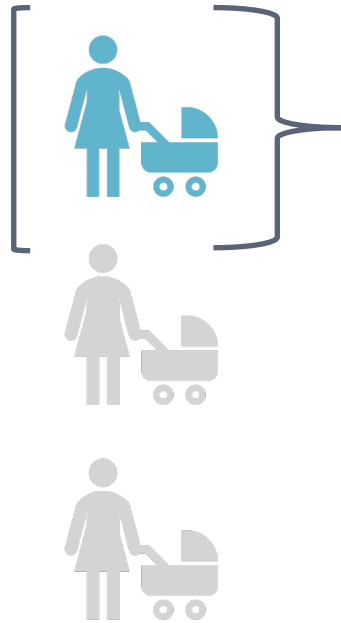
*(compared to 79% of Dads)*



**62%** report feeling **fulfilled** at least once a week

*(compared to 74% of Dads)*

# Not enough Moms take the time to focus on their mental/emotional health...



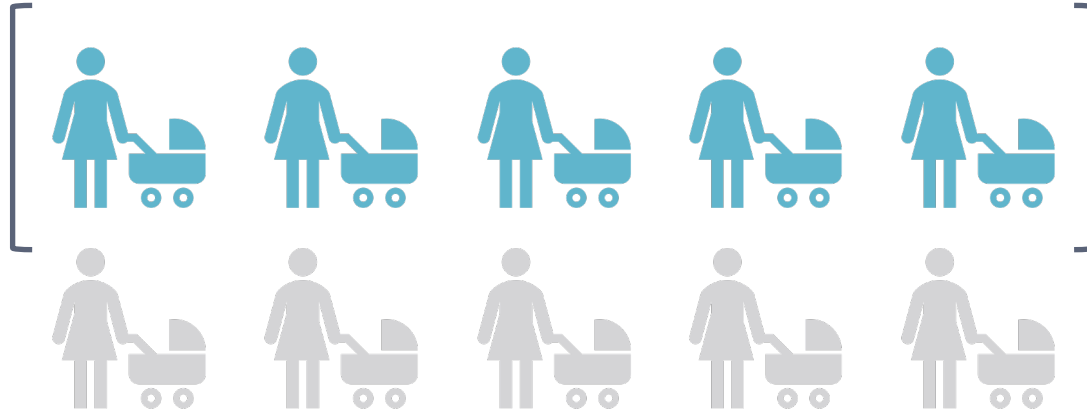
1 in 3

(32%) Moms **rarely** spend time improving or maintaining their mental/emotional health.

*(compared to 16% of Dads)*

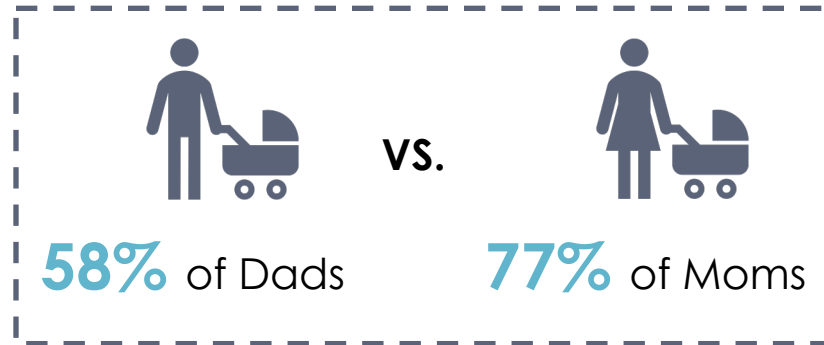
## ...because of lack of time.

Half (48%) of Moms who rarely spend time improving their mental health say it is because **they don't have time for themselves because they provide care to their child(ren).**



# Moms are more likely than Dads to favor taking multiple small mental health breaks throughout the day.

% of those in favor of taking **multiple 5–10-minute mental/emotional health breaks** vs. longer breaks:





## Different activities leave Moms and Dads feeling refreshed.



**73%** of Moms say **taking a bath** leaves them feeling refreshed at the end of the day (compared to 64% of Dads).

**57%** of Moms say **lighting a candle** leaves them feeling refreshed at the end of the day (compared to 37% of Dads).



**65%** of Dads say **having sex** leaves them feeling refreshed at the end of the day (compared to 44% of Moms).



# Finally, Moms and Dads choose different ways to improve and maintain their mental health.



**51%** of Moms **spend time with friends and/or family** to improve or maintain their mental/emotional health (compared to 42% of Dads).



**60%** of Dads **exercise** to improve or maintain their mental/emotional health (compared to 46% of Moms).



# APPENDIX: ADDITIONAL FINDINGS

# Spending time with friends and family is particularly important to Americans' mental health.



**68%** say that **spending time with family and friends** is most important to their happiness.



**46%** say that they **spend time with friends and/or family** to improve their mental health.



# Americans feel refreshed doing a variety of activities.

## Activities that leave Americans feeling refreshed:



**67%** of Americans  
say **being with  
friends & family**



**64%** say **taking a  
bath**



**57%** say **watching  
TV**

## Men and women rejuvenate differently.



A large majority of **women** say at the end of a long day, they are likely to feel refreshed by **reading a good book (63%)** or **lighting a candle (48%)**.



**Men** are more likely to cite **having sex (54%)** as a way to end a long day feeling refreshed and **exercise (51%)** as an activity to improve/maintain their mental health.

# Working can have a positive impact on your mental health...

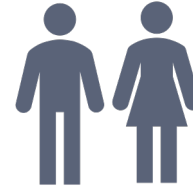
Working parents are more likely to rate their mental health as **strong**, compared to **nonworking parents**.

**% that rate their mental/emotional health as strong:**



**69%** of working parents

VS



**55%** of nonworking parents

## ... but working outside the home does take a toll.

**Working parents** report higher levels of **exhaustion and anger** on an at least weekly basis, compared to **nonworking parents**.

% that report feeling **exhausted** on an at least weekly basis



**65%** of working parents

VS

**52%** of nonworking parents

% that report feeling **anger** on an at least weekly basis



**42%** of working parents

VS

**31%** of nonworking parents



## Investing in employees' mental health pays off.

Those that rate their mental/emotional health as high were more likely to report that their employer considers mental health a part of PTO, compared to those that rated their mental/emotional health as low.

**% report that employer considers mental health as part of PTO**

**53%**

of those with strong mental health

**32%**

of those with low mental health



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