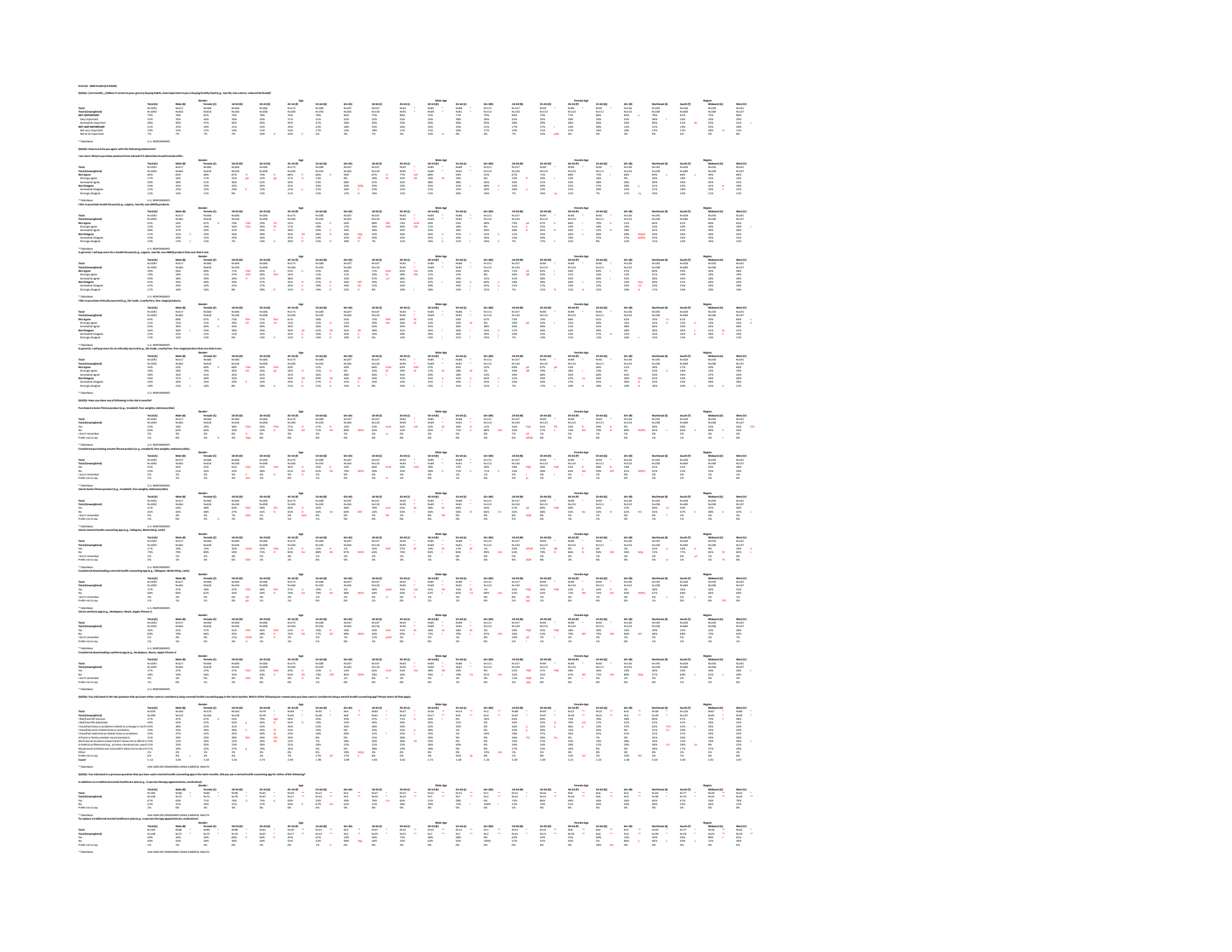

0121122 - MOD PLASH (2 HOUR)

Q3Q21: [rectcandle_1]Where it comes to your grocery buying habits, how important to you is buying healthy food (e.g., low-fat, low-calorie, reduced-fat foods)?

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
NET: IMPORTANT	79%	78%	81%	79%	78%	76%	78%	82%	75%	84%	75%	77%	79%	83%	73%	77%	80%	85%	78%	81%	75%	80%
Very important	32%	29%	34%	34%	33%	27%	31%	32%	32%	31%	25%	28%	28%	35%	35%	29%	33%	35%	38%	32%	29%	33%
Somewhat important	48%	49%	47%	46%	46%	49%	47%	50%	43%	53%	50%	49%	50%	48%	39%	48%	46%	50%	40%	50%	46%	47%
NET: NOT IMPORTANT	21%	22%	19%	21%	22%	24%	22%	18%	25%	16%	25%	23%	21%	17%	27%	23%	20%	15%	22%	19%	25%	20%
Not very important	16%	16%	12%	14%	11%	16%	13%	13%	18%	11%	11%	11%	13%	13%	16%	16%	13%	10%	16%	13%	16%	13%
Not at all important	7%	7%	7%	7%	12%	8%	9%	5%	8%	5%	14%	12%	8%	4%	11%	7%	7%	5%	6%	6%	9%	6%

* Tableau: U.S. RESPONDENTS

Q3Q22: How much do you agree with the following statements?

I am more likely to purchase products from a brand if it advertises its wellness benefits.

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Net: Agree	66%	65%	68%	67%	H 70%	H 68%	b 66%	b 56%	67% m	77% LM	68%	59%	52%	67%	71%	68%	73% r	60%	69% v	68% v	59%	66%
Strongly agree	17%	16%	17%	22% gH	20% gH	17% H	13%	8%	20% M	20% M	10%	6%	6%	21% r	20% r	15%	16%	9%	20%	18%	15%	14%
Somewhat agree	49%	48%	51%	46%	52%	50%	53%	48%	47%	57%	58%	53%	46%	46%	51%	52%	58%	50%	49%	50%	45%	52%
Net: Disagree	34%	35%	32%	33%	28%	32%	34%	44% DEFG	33%	23%	32%	41%	48% J	33%	29%	32%	27%	40% q	31%	32%	41% qT	34%
Somewhat disagree	22%	22%	22%	24% E	19%	21% e	21%	26% E	23%	12%	21%	22%	30% J	24% q	13%	21%	20%	23%	21%	18%	29% T	22%
Strongly disagree	13%	14%	11%	9%	10%	11%	13%	17% D	10%	11%	11%	20%	18%	7%	16%	11%	7%	17% rq	10%	14%	11%	12%

* Tableau: U.S. RESPONDENTS

I like to purchase health-focused (e.g., organic, low-fat, non-GMO) products.

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Net: Agree	63%	59%	67%	B 74%	FGH 70%	FH 55%	62%	b 56%	68% KM	74% KLM	65%	53%	48%	79%	gR 67%	R 66%	r 70%	R 51%	66%	62%	60%	65%
Somewhat agree	23%	21%	25%	33%	FGH 26%	GH 17%	18%	17%	34% KM	30% KM	25% KM	13%	9%	31% q	22% r	29%	18%	23%	26%	20%	29%	25% t
Somewhat agree	40%	37%	43%	41%	44%	b 38%	44%	b 39%	33%	44%	40%	39%	39%	48%	R 45%	R 37%	r 52%	R 28%	40%	42%	31%	39%
Net: Disagree	37%	41%	C 33%	26%	30%	45% DE	38%	D 44% DE	32%	26%	35%	47%	52% J	21%	33%	34%	q 30%	49% NOpQ	34%	38%	40%	35%
Somewhat disagree	23%	24%	21%	19%	16%	25% E	23%	32% DE	25%	15%	32%	26%	26%	16%	19%	21%	17%	34% NOPQ	23%	24%	25%	21%
Strongly disagree	14%	17%	C 12%	7%	14%	d 20% D	15%	D 12% D	8%	10%	13%	21%	26% IJ	5%	15%	13%	13%	15%	11%	14%	16%	15%

* Tableau: U.S. RESPONDENTS

In general, I will pay more for a health-focused (e.g., organic, low-fat, non-GMO) product than one that is not.

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Net: Agree	58%	56%	60%	71% FGH	63% H	55% h	53%	46%	71% KLM	65% LM	58%	44%	46%	72% gR	62% r	56%	63% r	47%	60%	59%	56%	58%
Strongly agree	19%	18%	21%	27% FGH	24% FGH	16%	15%	11%	28% KM	19% KM	13%	10%	8%	26% qR	29% r	21%	16%	12%	21%	19%	18%	19%
Somewhat agree	39%	38%	39%	44% H	37%	38%	39%	35%	43%	46%	45%	34%	38%	46%	R 33%	35%	48% r	35%	38%	39%	38%	39%
Net: Disagree	42%	44%	40%	29%	37%	45% D	47% DE	54% DE	29%	35%	42%	56% IJ	54% IJ	28%	38%	44% o	37%	53% nO	40%	41%	44%	42%
Somewhat disagree	25%	24%	26%	21%	17%	26% E	28% E	34% DE	21%	16%	29%	33% J	35% IJ	21%	17%	23%	24%	34% nO	27%	25%	26%	24%
Strongly disagree	17%	19%	14%	8%	20% D	19% D	19% D	19% D	8%	19%	13%	24%	19%	7%	21% N	21% N	13%	19% N	13%	16%	18%	18%

* Tableau: U.S. RESPONDENTS

I like to purchase ethically sourced (e.g., fair trade, cruelty free, free range) products.

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Net: Agree	64%	60%	67%	b 72%	TGH 71%	TGH 61%	58%	55%	72% KM	69% M	58%	54%	47%	73%	74%	69%	61%	62%	70% TU	61%	59%	69% u
Strongly agree	19%	18%	19%	26% GH	24% GH	18% H	11%	6%	22% M	29% M	17% M	18% M	3%	30% QR	19% r	19%	9%	6%	20% U	18% U	13%	19%
Somewhat agree	45%	42%	47%	46%	47%	43%	46%	49%	50%	40%	41%	36%	44%	43%	55%	49%	52%	56%	51%	43%	46%	49%
Net: Disagree	36%	40%	C 33%	28%	29%	39% DE	42% DE	45% DE	28%	31%	42%	46% IJ	53% IJ	27%	26%	31%	39%	38%	30%	39% t	41% Sv	31%
Somewhat disagree	23%	25%	21%	21%	15%	29% E	24% E	34% DE	21%	18%	30%	26%	34% IJ	21%	27%	22%	24%	26%	24%	26%	26%	19%
Strongly disagree	13%	15%	12%	6%	13%	d 13% d	16% D	10% D	7%	13%	12%	20% I	19% IJ	6%	14%	9%	15%	12%	16% s	13%	14%	12%

* Tableau: U.S. RESPONDENTS

In general, I will pay more for an ethically sourced (e.g., fair trade, cruelty free, free range) product than one that is not.

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Net: Agree	56%	54%	58%	69% FGH	59%	51%	51%	46%	66% KLM	59% LM	47%	44%	46%	71% gR	59% r	51%	54%	46%	51%	56%	53%	60%
Strongly agree	18%	18%	19%	26% GH	24% gH	18% H	11% H	6%	22% M	29% M	17% M	18% M	3%	30% QR	19% r	19%	9%	6%	21% U	18% U	13%	19%
Somewhat agree	38%	36%	39%	43%	35%	33%	40%	40%	44%	30%	30%	26%	43%	41%	40%	32%	45%	40%	30%	38%	40%	41%
Net: Disagree	44%	47%	C 42%	31%	41%	49% DE	49% DE	54% DE	34%	41%	53%	56% IJ	54% IJ	31%	41%	49%	46%	54% nO	49%	44%	47%	40%
Somewhat disagree	26%	26%	25%	23%	19%	29% E	27% E	31% E	25%	16%	31%	33% J	34% IJ	23%	27%	25%	30%	33% nO	26%	23%	28%	28%
Strongly disagree	18%	21%	C 16%	8%	20% D	21% D	22% D	25% D	8%	23% I	23% I	25% I	31% I	7%	17% N	24% N	15%	21% N	23% v	22% V	19%	12%

* Tableau: U.S. RESPONDENTS

Q3Q23: Have you done any of following in the last 6 months?

Purchased a home fitness product (e.g., treadmill, free weights, stationary bike)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	32%	34%	29%	48% FGH	43% FGH	27% H	27% H	10%	53% KLM	45% LM	32% M	26% m	12%	44% PqR	41% PR	28% R	29% R	9%	30%	30%	25%	45% STU
No	65%	64%	66%	50%	55%	71% DE	69% DEFG	87% DEFG	45%	52%	65%	71% IJ	88% IJKL	55%	57% nO	70% NO	70% NO	89% NOPQ	67%	69% V	72% V	53%
I don't remember	3%	3%	3%	6% H	3%	3%	2%	1%	5% m	4%	3%	3%	0%	7% qR	1%	2%	1%	1%	4%	1%	3%	2%
Prefer not to say	1%	0%	2%	3% hIJ	0%	0%	0%	0%	0%	0%	0%	0%	0%	4% OPQR	0%	0%	0%	1%	1%	1%	0%	1%

* Tableau: U.S. RESPONDENTS

Considered purchasing a home fitness product (e.g., treadmill, free weights, stationary bike)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	43%	45%	41%	61% FGH	57% FGH	36% H	33% h	23%	64% KLM	58% kLM	39%	27%	28%	59% PQR	56% PqR	32% R	40% R	19%	41%	41%	43%	49%
No	53%	51%	56%	32%	39%	61% DE	65% DE	76% DEFG	33%	41%	59%	71% IJ	71% IJ	39%	40%	66% NO	59% NO	81% NOPQ	55%	55%	53%	50%
I don't remember	2%	2%	2%	3% h	4% H	3% H	1%	0%	3%	1%	1%	1%	1%	3% r	4% r	3% r	1%	0%	3%	4%	1%	1%
Prefer not to say	2%	2%	2%	4% aFH	1%	0%	1%	0%	0%	0%	1%	1%	0%	4% r	0%	0%	0%	1%	2%	2%	2%	0%

* Tableau: U.S. RESPONDENTS

Used a home fitness product (e.g., treadmill, free weights, stationary bike)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	51%	54%	48%	63% GH	49% H	45%	36%	70%	JLM 55% M	58% M	44%	34%	17% qR	60% PQR	40%	55% No	52% N	42% NO	45%	57% TU	50%	47%
No	45%	44%	47%	35%	47% D	49% D	61% DE	26%	44% DEF	41%	55%	66% IJK	82% IJKL	40%	59%	42%	46%	57%	51%	42%	48% S	47% s
I don't remember	3%	4%	3%	7% HiJM	1%	5% aGH	0%	0%	7% IM	2%	8% IM	0%	0%	8% CQR	0%	3%	1%	0%	3% t	1%	2%	3%
Prefer not to say	1%	0%	2%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	1%	1%	1%	1%	1%	0%

* Tableau: U.S. RESPONDENTS

Used a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	17%	19%	15%	32% aFGH	22% FGH	11% H	12% H	1%	32% KM	27% M	14% M	17% M	1%	33% CPQR	17% QR	9% R	6% R	2%	22% U	18% U	9%	18% U
No	79%	77%	80%	59%	75% D	84% DE	85% DE	97% DEFG	65%	70%	82%	83% I	99% IJKL	65%	79% N	86% N	93% NO	96% NOQ	72%	77%	85% ST	82% sT
I don't remember	2%	1%	2%	3%	2%	3%	1%	2%	2%	1%	3%	0%	0%	1%	3%	3%	1%	3%	2%	4%	uV	1%
Prefer not to say	2%	1%	3%	6%	3%	2%	0%	0%	0%	3%	1%	0%	0%	0%	0%	2%	0%	0%	3%	1%	1%	0%

* Tableau: U.S. RESPONDENTS

Considered downloading a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	27%	27%	28%	47% FGH	38% fGH	27% h	20% h	2%	49% jkLM	32% LM	31% lM	15% M	1%	45% PQR	45% PQR	23% R	24% R	3%	28%	24%	26%	31%
No	68%	68%	67%	48%	59% D	70% DE	76% DE	96% DEFG	48%	65% I	67% I	82% IJL	98% IJKL	53%	52%	75% NO	73% NO	95% NOPQ	67%	69%	68%	66%
I don't remember	3%	3%	3%	6% GH	3%	3%	1%	2%	5% m	5% m	1%	2%	0%	8% CQ	1%	4%	1%	4%	5% v	5% v	2%	1%
Prefer not to say	1%	1%	1%	4% gH	1%	1%	0%	0%	2%	0%	1%	0%	0%	5% pqV	1%	0%	0%	1%	0%	1%	4%	1%

* Tableau: U.S. RESPONDENTS

Used a wellness app (e.g., Headspace, Noom, Apple Fitness+)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	24%	25%	27%	41% FGH	36% FGH	22% H	19% H	10%	43% KLM	31% M	26% M	18% M	3%	39% PQR	41% PQR	18% R	20% R	15%	29%	21%	23%	30%
No	68%	70%	66%	45%	59% D	74% DE	77% DE	90% DEFG	48%	65% I	71% IJ	79% IJ	97% IJKL	56%	57% NO	79% NO	75% NO	83% NO	68%	74%	73%	67%
I don't remember	5%	4%	6%	11% aFGH	5% H	3%	2%	1%	11% jkLM	3%	2%	1%	0%	5% r	2%	3%	1%	1%	3%	5%	3%	3%
Prefer not to say	1%	1%	2%	3%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%

* Tableau: U.S. RESPONDENTS

Considered downloading a wellness app (e.g., Headspace, Noom, Apple Fitness+)

Gender: Male (B), Female (C) | Age: 18-34 (D), 35-44 (E), 45-54 (F), 55-64 (G), 65+ (H) | Male Age: 18-34 (I), 35-44 (J), 45-54 (K), 55-64 (L), 65+ (M) | Female Age: 18-34 (N), 35-44 (O), 45-54 (P), 55-64 (Q), 65+ (R) | Region: Northeast (S), South (T), Midwest (U), West (V)

	Total [A]	Male [B]	Female [C]	18-34 [D]	35-44 [E]	45-54 [F]	55-64 [G]	65+ [H]	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1052	N=517	N=660	N=306	N=186	N=175	N=180	N=267	N=147	N=82	N=85	N=68	N=111	N=157	N=96	N=90	N=62	N=136	N=193	N=428	N=230	N=201
Total [Unweighted]	N=1052	N=661	N=618	N=208	N=208	N=183	N=192	N=260	N=110	N=91	N=69	N=81	N=112	N=138	N=113	N=116	N=111	N=113	N=238	N=468	N=183	N=137
Yes	27%	27%	27%	43% FGH	34% FGH	21% H	20% H	2%	49% jkLM	32% LM	31% lM	15% M	1%	45% PQR	43% PQR	23% R	24% R	3%	28%	24%	26%	31%
No	68%	68%	67%	53%	63% D	75% DE	77% DE	96% DEFG	48%	65% I	67% I	82% IJL	99% IJKL	53%	52%	75% NO	73% NO	95% NOPQ	67%	69%	68%	66%
I don't remember	3%	3%	3%	4% GH	3%	3%	1%	2%	5% m	5% m	1%	2%	0%	8% CQ	1%	4%	1%	4%	5% v	5% v	2%	1%
Prefer not to say	1%	1%	1%	4% gH	1%	1%	0%

0112122 - MOD PLASH (24 HOUR)

Q3/Q21: [vectorsofer_1]When it comes to your grocery buying habits, how important to you is buying healthy food (e.g., low-fat, low-calorie, reduced-fat foods)?

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
NET: IMPORTANT	79%	77%	81%	80%	78%	72%	81%	86%	79%	79%	80%	77%	81%	78%	80%	78%	82%	77%	77%	77%	86%
Very important	32%	28%	39%	33%	31%	27%	26%	38%	32%	31%	34%	30%	33%	31%	34%	29%	35%	29%	29%	32%	32%
Somewhat important	48%	49%	42%	47%	47%	45%	55%	48%	48%	48%	46%	47%	48%	47%	46%	49%	47%	48%	48%	45%	54%
NET: NOT IMPORTANT	21%	23%	19%	20%	22%	28%	19%	14%	21%	21%	20%	23%	19%	22%	20%	22%	18%	23%	23%	23%	14%
Not very important	16%	16%	15%	11%	16%	17%	15%	11%	16%	15%	9%	16%	13%	16%	16%	16%	15%	16%	16%	19%	8%
Not at all important	7%	7%	4%	9%	6%	11%	5%	3%	6%	6%	8%	7%	6%	7%	7%	7%	5%	9%	6%	5%	5%

* Tableau: U.S. RESPONDENTS

Q3/Q22: How much do you agree with the following statements?

I am more likely to purchase products from abrand if it advertises its wellness benefits.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Net Agree	66%	65%	67%	58%	70%	55%	69%	71%	70%	64%	72%	63%	72%	65%	68%	62%	69%	63%	66%	65%	66%
Strongly agree	17%	16%	17%	10%	20%	13%	16%	20%	19%	16%	20%	15%	20%	16%	17%	16%	19%	16%	16%	23%	20%
Somewhat agree	49%	48%	50%	48%	51%	43%	53%	51%	49%	49%	47%	50%	48%	50%	50%	47%	50%	47%	45%	43%	47%
Net Disagree	34%	35%	33%	42%	30%	45%	31%	29%	30%	36%	28%	37%	28%	35%	32%	38%	31%	37%	34%	35%	34%
Somewhat disagree	22%	22%	21%	31%	16%	27%	20%	18%	19%	25%	17%	24%	17%	24%	21%	23%	21%	22%	23%	16%	22%
Strongly disagree	13%	13%	12%	11%	13%	18%	10%	11%	11%	11%	11%	13%	11%	12%	11%	16%	10%	15%	11%	19%	11%

* Tableau: U.S. RESPONDENTS

I like to purchase health-focused (e.g., organic, low-fat, non-GMO) products.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Net Agree	63%	61%	67%	59%	65%	57%	61%	71%	68%	59%	68%	60%	71%	59%	65%	60%	64%	62%	57%	68%	71%
Strongly agree	23%	19%	21%	15%	31%	18%	18%	32%	27%	19%	29%	20%	29%	20%	23%	24%	21%	25%	20%	29%	29%
Somewhat agree	40%	41%	46%	44%	34%	39%	43%	39%	41%	40%	39%	40%	42%	39%	42%	36%	43%	38%	37%	39%	42%
Net Disagree	37%	39%	33%	41%	35%	43%	39%	29%	32%	41%	32%	40%	29%	41%	35%	40%	36%	38%	43%	32%	29%
Somewhat disagree	23%	24%	21%	27%	21%	26%	23%	21%	20%	28%	22%	24%	19%	25%	21%	27%	21%	24%	27%	19%	19%
Strongly disagree	14%	15%	12%	14%	14%	17%	16%	8%	12%	13%	10%	16%	10%	16%	14%	13%	15%	13%	16%	13%	10%

* Tableau: U.S. RESPONDENTS

In general, I will pay more for a health-focused (e.g., organic, low-fat, non-GMO) product than one that is not.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Net Agree	58%	52%	60%	55%	64%	50%	59%	65%	62%	52%	68%	53%	70%	55%	60%	56%	58%	58%	52%	64%	63%
Strongly agree	19%	16%	19%	12%	26%	15%	17%	23%	21%	15%	26%	16%	26%	16%	20%	19%	18%	20%	16%	22%	27%
Somewhat agree	39%	36%	41%	43%	39%	36%	42%	43%	41%	37%	42%	37%	44%	39%	41%	37%	40%	38%	36%	43%	36%
Net Disagree	42%	48%	40%	45%	36%	50%	41%	35%	38%	48%	32%	47%	30%	45%	40%	44%	42%	42%	48%	36%	37%
Somewhat disagree	25%	27%	24%	23%	22%	27%	26%	23%	24%	27%	18%	29%	17%	28%	24%	25%	26%	24%	29%	19%	27%
Strongly disagree	17%	21%	16%	22%	14%	23%	15%	12%	14%	21%	14%	18%	13%	17%	16%	19%	16%	17%	19%	17%	10%

* Tableau: U.S. RESPONDENTS

I like to purchase ethically sourced (e.g., fair trade, cruelty free, free range) products.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Net Agree	64%	67%	64%	61%	66%	58%	66%	68%	66%	62%	70%	61%	71%	61%	64%	65%	61%	66%	61%	63%	66%
Strongly agree	18%	16%	17%	13%	22%	14%	15%	22%	19%	16%	21%	16%	22%	16%	18%	19%	16%	19%	15%	22%	24%
Somewhat agree	46%	51%	47%	48%	44%	44%	51%	46%	47%	46%	49%	45%	49%	45%	46%	46%	45%	47%	46%	41%	42%
Net Disagree	36%	33%	36%	39%	34%	42%	34%	32%	34%	38%	30%	39%	29%	39%	36%	35%	39%	34%	39%	37%	34%
Somewhat disagree	23%	23%	24%	23%	22%	24%	23%	21%	23%	23%	20%	24%	20%	24%	23%	24%	23%	24%	24%	23%	22%
Strongly disagree	13%	13%	12%	16%	12%	17%	11%	11%	11%	15%	10%	15%	9%	15%	13%	11%	16%	10%	15%	14%	12%

* Tableau: U.S. RESPONDENTS

In general, I will pay more for an ethically sourced (e.g., fair trade, cruelty free, free range) product than one that is not.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Net Agree	54%	51%	57%	46%	57%	46%	53%	61%	57%	51%	61%	50%	63%	50%	55%	52%	53%	54%	51%	57%	62%
Strongly agree	18%	16%	19%	13%	19%	15%	20%	17%	20%	16%	22%	15%	24%	15%	19%	17%	17%	19%	15%	19%	27%
Somewhat agree	36%	35%	38%	33%	38%	31%	33%	44%	37%	35%	39%	35%	39%	35%	36%	35%	36%	35%	36%	37%	35%
Net Disagree	46%	49%	43%	54%	43%	54%	47%	39%	43%	49%	39%	50%	37%	50%	45%	48%	47%	46%	49%	43%	38%
Somewhat disagree	24%	24%	24%	27%	24%	25%	24%	21%	23%	25%	20%	25%	19%	25%	24%	25%	24%	24%	25%	21%	21%
Strongly disagree	22%	25%	19%	27%	19%	29%	23%	18%	20%	24%	19%	25%	18%	25%	21%	23%	23%	22%	24%	22%	17%

* Tableau: U.S. RESPONDENTS

Q3/Q23: Have you done any of following in the last 6 months?

Purchased a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	32%	23%	30%	26%	43%	BCD	31%	32%	35%	30%	45%	L	25%	34%	N	27%	32%	32%	30%	35%	25%
No	65%	75%	E	69%	70%	54%	57%	66%	65%	68%	53%	75%	65%	63%	70%	72%	67%	67%	68%	64%	73%
I don't remember	3%	5%	C	1%	4%	2%	3%	3%	3%	3%	2%	5%	I	2%	5%	N	2%	2%	1%	1%	2%
Prefer not to say	1%	1%		0%	0%	0%	2%	1%	1%	1%	1%	1%		1%	1%		1%	1%	1%	0%	0%

* Tableau: U.S. RESPONDENTS

Considered purchasing a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	43%	38%	41%	41%	50%	B	39%	42%	49%	F	50%	J	32%	46%	L	34%	46%	N	34%	42%	46%
No	53%	59%	55%	56%	46%	56%	56%	54%	47%	55%	45%	I	65%	50%	M	63%	51%	50%	64%	55%	50%
I don't remember	2%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	J	1%	3%	2%	2%	2%	3%	2%	3%	3%
Prefer not to say	2%	1%	0%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	0%	1%

* Tableau: U.S. RESPONDENTS

Used a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	51%	40%	50%	B	49%	b	62%	BCD	42%	59%	50%	53%	PQ	62%	J	34%	60%	L	46%	59%	N
No	45%	56%	47%	E	47%	E	36%	42%	47%	37%	46%	H	37%	35%	61%	I	35%	36%	49%	40%	46%
I don't remember	3%	4%	2%	3%	3%	3%	4%	3%	gh	2%	2%	3%	3%	4%	3%	3%	4%	3%	3%	5%	2%
Prefer not to say	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%	2%	I	1%	1%	0%	1%	1%	1%	0%	1%

* Tableau: U.S. RESPONDENTS

Used a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	17%	13%	18%	17%	21%	B	17%	15%	19%	16%	24%	J	6%	20%	L	10%	22%	N	10%	17%	15%
No	79%	81%	77%	80%	75%	76%	77%	80%	78%	79%	73%	80%	I	94%	76%	K	84%	81%	85%	M	80%
I don't remember	2%	5%	Ca	1%	2%	1%	2%	4%	2%	2%	2%	3%	1%	4%	2%	L	1%	4%	2%	4%	5%
Prefer not to say	2%	1%		0%	0%	0%	3%	Cd	1%	1%	1%	1%	0%	2%	2%		0%	1%	1%	2%	1%

* Tableau: U.S. RESPONDENTS

Considered downloading a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	27%	21%	26%	25%	32%	b	21%	26%	27%	25%	35%	J	16%	26%	L	18%	27%	N	19%	27%	29%
No	68%	77%	71%	71%	65%	74%	76%	70%	71%	72%	63%	76%	83%	M	72%	68%	70%	69%	71%	69%	70%
I don't remember	3%	4%	3%	5%	3%	3%	5%	3%	2%	3%	3%	4%	1%	3%	3%	4%	3%	3%	3%	5%	2%
Prefer not to say	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%

* Tableau: U.S. RESPONDENTS

Used a wellness app (e.g., Headspace, Noom, Apple Fitness+)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	24%	23%	25%	22%	31%	bd	23%	29%	27%	22%	34%	J	15%	28%	L	20%	27%	N	21%	27%	25%
No	68%	68%	68%	73%	63%	68%	68%	66%	69%	68%	59%	75%	I	68%	M	75%	68%	67%	71%	65%	70%
I don't remember	5%	5%	3%	3%	2%	6%	6%	4%	3%	5%	5%	6%	3%	4%	3%	5%	5%	5%	5%	6%	3%
Prefer not to say	2%	2%	1%	0%	2%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%

* Tableau: U.S. RESPONDENTS

Considered downloading a wellness app (e.g., Headspace, Noom, Apple Fitness+)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=1092	N=318	N=177	N=143	N=413	N=367	N=333	N=235	N=462	N=630	N=379	N=713	N=337	N=755	N=770	N=296	N=493	N=599	N=688	N=134	N=168
Total [Unweighted]	N=1092	N=308	N=227	N=133	N=430	N=376	N=361	N=233	N=501	N=591	N=416	N=676	N=315	N=777	N=720	N=366	N=479	N=613	N=767	N=162	N=185
Yes	27%	27%	28%	33%	32%	23%	29%	31%	33%	26%	43%	F	15%	33%	26%	34%	28%	29%	29%	28%	34%
No	68%	68%	67%	63%	65%	73%	68%	67%	64%	71%	55%	73%	83%	M	71%	63%	69%	70%	68%	69%	64%
I don't remember	4%	4%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%	2%
Prefer not to say	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%

* Tableau: U.S. RESPONDENTS

Q3/Q24: You indicated in the last question that you have either used or considered using a mental health counseling app in the last 6 months. Which of the following are reasons why you have used or considered using a mental health counseling app? Please select all that apply.

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=339	N=88	N=62	N=40	N=153	N=124	N=100	N=76	N=265	N=74	N=196	N=145	N=181	N=158	N=231	N=97	N=113	N=225	N=179	N=63	N=75
Total [Unweighted]	N=292	N=132	N=55	N=45	N=63	N=100	N=97	N=63	N=208	N=82	N=160	N=132	N=138	N=162	N=177	N=115	N=107	N=185	N=173	N=56	N=66
I feel/have felt anxious	57%	69%	58%	62%	59%	58%	61%	57%	56%	68%	52%	63%	57%	56%	56%	59%	68%	62%	62%	61%	59%
I feel/have felt depressed	57%	58%	58%	62%	54%	58%	61%	57%	54%	61%	51%	63%	57%	56%	56%	59%	58%	62%	61%	59%	56%
I have/had stress or problems related to a change in my life	39%	50%	E	47%	41%	33%	41%	43%	47%	36%	39%	40%	42%	36%	40%	38%	50%	33%	41%	39%	38%
I have/had work-related stress or problems.	35%	29%	29%	38%	42%	28%	33%	47%	40%	33%	32%	39%	35%	36%	36%	33%	31%	37%	37%	24%	39%
I have/had relationship-related stress or problems.	37%	41%	35%	38%	41%	31%	38%	33%	36%	38%	32%	37%	30%	45%	39%	34%	29%	39%	36%	34%	40%
A friend or family member recommended it.	31%	26%	36%	32%	34%	26%	43%	31%	33%	26%	34%	28%	39%	23%	29%	39%	28%	34%	26%	37%	38%
My financial situation doesn't/didn't allow me to afford it	28%	28%	25%	17%	28%	28%	23%	24%	26%	28%	23%	26%	26%	21%	21%	28%	22%	25%	29%	18%	28%
A medical professional (e.g., primary care physician, psych	22%	20%	32%	6%	11%	26%	30%	G	13%	23%	23%	17%	25%	18%	22%	23%	22%	22%	22%	17%	23%
My personal schedule won't/wouldn't allow me to see in	21%	24%	21%	21%	6%	23%	17%	d	17%	24%	22%	20%	20%	23%	21%	21%	20%	22%	18%	22%	17%
Other	2%	4%	4%	0%	0%	3%	2%		1%	1%	1%	3%	2%	2%	2%	3%	3%	3%	2%	1%	1%
Prefer not to say	1%	1%	0%	2%	0%	1%	1%	b	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Count	3.14	3.34	3.68	2.84	3.07	3.27	3.15	3.39	3.16	3.06	3.12	3.16	3.29	2.96	2.97	3.51	2.76	3.38	3.21	2.79	3.28

* Tableau: HAS USED OR CONSIDERED USING A MENTAL HEALTH

Q3/Q25: You indicated in a previous question that you have used a mental health counseling app in the last 6 months. Did you use a mental health counseling app for either of the following?

In addition to a traditional mental healthcare plan (e.g., in-person therapy appointments, medication)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=183	N=42	N=26	N=25	N=85	N=63	N=52	N=56	N=127	N=116	N=69	N=103	N=76	N=129	N=48	N=69	N=114	N=91	N=103	N=31	N=35
Total [Unweighted]	N=160	N=42	N=26	N=25	N=85	N=61	N=52	N=56	N=127	N=116	N=69	N=103	N=76	N=129	N=48	N=69	N=114	N=91	N=103	N=31	N=35
Yes	47%	64%	87%	64%	75%	60%	71%	65%	58%	66%	69%	70%	61%	74%	n	56%	71%	P	56%	69%	67%	68%	78%
No	49%	36%	C	13%	25%	40%	c	29%	35%	34%	31%	30%	39%	26%		44%	29%		44%	31%	33%	32%	22%
Prefer not to say	3%	0%		3%	0%	0%		6%	7%	0%	0%	0%	0%	0%		0%	0%		0%	0%	0%	0%	0%

* Tableau: HAS USED OR CONSIDERED USING A MENTAL HEALTH

To replace a traditional mental healthcare plan (e.g., in-person therapy appointments, medication)

	Total [A]	Less than $100K [B]	$100K - $74.9K [C]	$75K - $99.9K [D]	$100K+ [E]	HSor Less [F]	Some College [G]	College Grad+ [H]	Yes [I]	No [J]	Yes [K]	No [L]	Yes [M]	No [N]	Homeowner [O]	Renter [P]	Married [Q]	Not married [R]	White [S]	AA [T]	Hispanic [U]
Total	N=183	N=42	N=26	N=25	N=85	N=63	N=52	N=56	N=127	N=116	N=69	N=103	N=76	N=129	N=48	N=69	N=114	N=91	N=103	N=31	N=35
Total [Unweighted]	N=148	N=40	N=29	N=21	N=75	N=51	N=42	N=36	N=116	N=92	N=89	N=93	N=83	N=64	N=46	N=68	N=112	N=72	N=96	N=30	N=23
Yes	58%	61%	52%	56%	72%	51%	70%	59%	57%	59%	65%	61%	70%	61%	65%	68%	71%	59%	61%	71%	60%
No	40%	39%	35%	44%	26%	45%	26%	41%	41%	39%	33%	38%	30%	38%	35%	32%	28%	39%	39%	29%	40%
Prefer not to say	1%	0%	13%	0%	1%	3%	4%	0%	2%	2%	1%	1%	0%	2%	0%	0%	1%	2%	1%	0%	0%

* Tableau: HAS USED OR CONSIDERED USING A MENTAL HEALTH

012122 - HOD FLASH (24 HOUR)

Q3Q21: [rectoandfor_1]When it comes to your grocery buying habits, how important to you is buying healthy food (e.g., low-fat, low-calorie, reduced-fat foods)?

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
NET: IMPORTANT	79%	77%	80%	78%	79%	90% d
Very important	32%	36%	32%	31%	29%	36%
Somewhat important	48%	41%	49%	46%	49%	54%
NET: NOT IMPORTANT	21%	23%	20%	22%	21%	10%
Not very important	14%	17%	11%	15%	14%	10%
Not at all important	7%	6%	9%	8%	6%	0%

* Tableбase: U.S. RESPONDENTS

Q3Q22: How much do you agree with the following statements?

I am more likely to purchase products from a brand if it advertises its wellness benefits.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Net Agree	66%	67%	70% E	69% E	58%	63%
Strongly agree	17%	18%	26% ABEF	19% E	8%	10%
Somewhat agree	49%	49%	44%	50%	51%	54%
Net Disagree	34%	33%	30%	31%	42% CD	37%
Somewhat disagree	22%	24%	19%	20%	26%	25%
Strongly disagree	13%	9%	11%	11%	16% BCD	12%

* Tableбase: U.S. RESPONDENTS

I like to purchase health-focused (e.g., organic, low-fat, non-GMO) products.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Net Agree	63% E	74% AEF	71% AEF	60%	59%	53%
Strongly agree	23% E	30% AB	32% AEF	19%	15%	16%
Somewhat agree	40%	44%	39%	41%	44%	37%
Net Disagree	37% bC	26%	29%	40% bC	41% ABC	47% BC
Somewhat disagree	23% c	22%	16%	22%	30% ACd	27%
Strongly disagree	14% B	4%	12% b	17% B	11% B	19% B

* Tableбase: U.S. RESPONDENTS

In general, I will pay more for a health-focused (e.g., organic, low-fat, non-GMO) product than one that is not.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Net Agree	58% EF	72% ADEF	64% aEF	57% e	47%	41%
Strongly agree	19% E	18%	30% ABDEF	20% E	10%	13%
Somewhat agree	39%	57% ACDEF	35%	37%	37%	30%
Net Disagree	42% Bc	28%	36%	43% Bc	53% ABCd	57% aBC
Somewhat disagree	25% c	22%	18%	25%	32% BC	31% C
Strongly disagree	17% B	6%	16% B	18% B	21% B	26% B

* Tableбase: U.S. RESPONDENTS

I like to purchase ethically sourced (e.g., fair trade, cruelty-free, free range) products.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Net Agree	64% E	70% E	73% AEE	63% E	53%	62%
Strongly agree	18% EF	19% EF	23% AEF	14% F	10%	8%
Somewhat agree	45%	51%	50% AEEF	49%	43%	54% E
Net Disagree	36% C	30%	27%	37% C	47% ABCD	38%
Somewhat disagree	23% C	23%	17%	23%	28% C	23%
Strongly disagree	13%	7%	10%	13%	19% ABC	16%

* Tableбase: U.S. RESPONDENTS

In general, I will pay more for an ethically sourced (e.g., fair trade, cruelty-free, free range) product than one that is not.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Net Agree	56% E	66% E	64% AEE	51% E	41%	59% E
Strongly agree	18% EF	19% EF	20% AEEF	18% EF	8%	6%
Somewhat agree	38%	47% E	44%	33%	33%	53% ACEE
Net Disagree	44% C	34%	32%	45% C	59% ABCDF	41% c
Somewhat disagree	24% C	20% C	16%	26% C	31% C	30% c
Strongly disagree	18% B	6%	16% B	19% B	27% ABCdF	11%

* Tableбase: U.S. RESPONDENTS

Q3Q23: Have you done any of following in the last 6 months?

Purchased a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	32% EF	53% ADEF	44% ADEF	31% EF	17% F	2%
No	66% BC	45%	55% B	67% BC	82% ABCD	98% B ABCDE
I don't remember	3%	7% aDEF	4%	2%	1%	0%
Prefer not to say	1%	5% ACDE	1%	0%	0%	0%

* Tableбase: U.S. RESPONDENTS

Considered purchasing a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	63% EF	58% AEEF	60% AEEF	66% EF	24%	19%
No	33% BC	32%	35%	33% BC	75% ABCD	81% ABCD
I don't remember	2%	3%	4% E	3% e	1%	0%
Prefer not to say	2%	7% ACDEF	1%	0%	0%	0%

* Tableбase: U.S. RESPONDENTS

Used a home fitness product (e.g., treadmill, free weights, stationary bike)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	51% E	60% EF	61% AEF	54% EF	35%	39%
No	45% BC	37%	35%	42% B	64% ABCD	60% ABCD
I don't remember	3% E	9% AdEF	4% E	3% E	0%	1%
Prefer not to say	1%	4% ACde	0%	1%	1%	0%

* Tableбase: U.S. RESPONDENTS

Used a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	17% EF	28% ADEF	20% ADEF	13% EF	5%	0%
No	79% BC	66%	76%	85% BC	93% ABCD	99% ABCD
I don't remember	2%	5% e	3%	2%	1%	1%
Prefer not to say	2% e	11% ACDEF	1%	1%	0%	0%

* Tableбase: U.S. RESPONDENTS

Considered downloading a mental health counseling app (e.g., Talkspace, BetterHelp, Lark)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	27% EF	42% AdEF	47% ADEF	28% EF	6%	0%
No	68% BC	54%	48%	68% BC	92% ABCD	100% ABCDe
I don't remember	3%	7% aDEF	4%	3%	2%	0%
Prefer not to say	1%	8% ACDEF	1%	1%	0%	0%

* Tableбase: U.S. RESPONDENTS

Used a wellness app (e.g., Headspace, Noom, Apple Fitness+)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	26% EF	36% dEF	42% ADEF	25% EF	12% F	3%
No	68% BC	65%	58%	72% BC	87% ABCD	97% ABCDe
I don't remember	5% E	11% ACDEF	7% DE	2%	1%	0%
Prefer not to say	1%	4% dDe	2%	1%	1%	0%

* Tableбase: U.S. RESPONDENTS

Considered downloading a wellness app (e.g., Headspace, Noom, Apple Fitness+)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=1052	N=139	N=309	N=281	N=307	N=16 *
Total [Unweighted]	N=1052	N=105	N=297	N=297	N=315	N=18 *
Yes	37% EF	53% ADEF	58% ADEF	39% EF	16%	10%
No	58% BC	32%	36%	61% BC	83% ABCD	90% ABCD
I don't remember	4% E	12% ACDEF	5% E	4% e	1%	0%
Prefer not to say	1%	4% ACDe	1%	0%	1%	0%

* Tableбase: U.S. RESPONDENTS

Q3Q24: You indicated in the last question that you have either used or considered using a mental health counseling app in the last 6 months. Which of the following are reasons why you have used or considered using a mental health counseling app? Please select all that apply.

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=399	N=69 *	N=160	N=86	N=26 **	N=0 **
Total [Unweighted]	N=292	N=52 *	N=136	N=61 *	N=21 **	N=0 **
I feel/have felt anxious	57% E	61% E	58% E	62% E	21%	0%
I feel/have felt depressed	51% E	61% E	53% E	52% E	21%	0%
I have/had stress or problems related to a change in my life	39%	42%	41%	41%	16%	0%
I have/had work-related stress or problems.	35% e	36% e	42% E	29%	7%	0%
I have/had relationship-related stress or problems.	33%	32%	40% d	24%	22%	0%
A friend or family member recommended it.	31% e	40% DE	39% DE	19%	6%	0%
My financial situation doesn't/didn't allow me to afford it	26%	26%	28%	18%	9%	0%
A medical professional (e.g., primary care physician, psych	22%	26%	21%	21%	26%	0%
My personal schedule won't/wouldn't allow me to see in	21%	36% dDE	21%	16%	0%	0%
Other	2%	3%	2%	0%	5%	0%
Prefer not to say	6%	5%	3%	4%	32% ABCD	0%
Count	3.14	3.49	3.41	2.88	1.50	0.00

* Tableбase: HAS USED OR CONSIDERED USING A MENTAL HEALTH

Q3Q25: You indicated in a previous question that you have used a mental health counseling app in the last 6 months. Did you use a mental health counseling app for either of the following?

In addition to a traditional mental healthcare plan (e.g., in-person therapy appointments, medication)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=183	N=39 **	N=93 *	N=37 *	N=12 **	N=0 **
Total [Unweighted]	N=148	N=29 **	N=76 *	N=33 *	N=11 **	N=0 **
Yes	67% E	76% E	74% E	57%	18%	0%
No	31%	19%	25%	41% b	82% ABC	0%
Prefer not to say	2%	7% c	0%	0%	0%	0%

* Tableбase: HAS USED OR CONSIDERED USING A MENTAL HEALTH

To replace a traditional mental healthcare plan (e.g., in-person therapy appointments, medication)

	Total [A]	Gen Z 18-25 [B]	Millennials 26-41 [C]	Gen X 42-57 [D]	Boomers 58-76 [E]	Silent 77-94 [F]
Total	N=183	N=39 *	N=93 *	N=37 *	N=12 **	N=0 **
Total [Unweighted]	N=148	N=29 **	N=76 *	N=33 *	N=11 **	N=0 **
Yes	34%	54%	56% d	42%	18%	0%
No	65%	47%	43%	58% c	81%	0%
Prefer not to say	1%	0%	1%	0%	11%	0%

* Tableбase: HAS USED OR CONSIDERED USING A MENTAL HEALTH