

## 041825 - HOD FLASH (24 HOUR) SURVEY

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### Report Settings

|                    |                       |
|--------------------|-----------------------|
| Respondents:       | Qualified Only        |
| Additional Filter: | None                  |
| Table Set:         | All                   |
| Percentage Base:   | Total Answering       |
| Stat Test Levels:  | 95 / 90 (z-test)      |
| Stat Test Groups:  | B-E                   |
| Date Range:        | (04/18/25 - 04/22/25) |

### Segment Definitions

|                     |                        |        |
|---------------------|------------------------|--------|
| Total               | (ALL)                  | n=1076 |
| Adult Gen Z (18-28) | (dmAge.check('18-28')) | n=223  |
| Millennials (29-43) | (dmAge.check('29-43')) | n=239  |
| Gen X (44-59)       | (dmAge.check('44-59')) | n=287  |
| Boomers (60-78)     | (dmAge.check('60-78')) | n=282  |

### Weighting

|       |                                 |                     |
|-------|---------------------------------|---------------------|
| Total | nweight.q041825_24_hourdemo.val | q041825_24_hourdemo |
|-------|---------------------------------|---------------------|

**QS1Q1: In general, how impactful are each of the following on your mental health?**

**Finances**

|                            | <b>Generation (Age)</b> |                          |                          |                    |                      |
|----------------------------|-------------------------|--------------------------|--------------------------|--------------------|----------------------|
|                            | Total<br>A              | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>               | N=1076                  | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076                  | N=211                    | N=257                    | N=260              | N=307                |
| <b>Impactful : Net</b>     | 78%                     | 82%<br>E                 | 87%<br>E                 | 84%<br>E           | 66%                  |
| Very impactful             | 44%                     | 48%<br>E                 | 56%<br>E                 | 48%<br>E           | 31%                  |
| Somewhat impactful         | 33%                     | 34%                      | 31%                      | 36%                | 35%                  |
| <b>Not impactful : Net</b> | 22%                     | 18%                      | 13%                      | 16%                | 34%<br>BCD           |
| Not very impactful         | 14%                     | 14%                      | 9%                       | 12%                | 20%<br>CD            |
| Not at all impactful       | 8%                      | 3%                       | 5%                       | 5%                 | 14%<br>BCD           |

**Table Base: US RESPONDENTS**

**QS1Q1: In general, how impactful are each of the following on your mental health?**

**Physical health**

|                            |            | <b>Generation (Age)</b>  |                          |                    |                      |
|----------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                            | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>               | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Impactful : Net</b>     | 81%        | 83%                      | 83%                      | 82%                | 79%                  |
| Very impactful             | 46%        | 53%<br>e                 | 48%                      | 45%                | 43%                  |
| Somewhat impactful         | 35%        | 30%                      | 35%                      | 37%                | 36%                  |
| <b>Not impactful : Net</b> | 19%        | 17%                      | 17%                      | 18%                | 21%                  |
| Not very impactful         | 13%        | 11%                      | 12%                      | 13%                | 13%                  |
| Not at all impactful       | 6%         | 5%                       | 4%                       | 5%                 | 7%                   |

**Table Base: US RESPONDENTS**

**QS1Q1: In general, how impactful are each of the following on your mental health?**

**Relationships (e.g., family, friends)**

|                            |            | <b>Generation (Age)</b>  |                          |                    |                      |
|----------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                            | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>               | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Impactful : Net</b>     | 80%        | 87%<br>E                 | 85%<br>E                 | 83%<br>E           | 71%                  |
| Very impactful             | 49%        | 57%<br>dE                | 56%<br>dE                | 46%                | 41%                  |
| Somewhat impactful         | 31%        | 30%                      | 30%                      | 36%                | 29%                  |
| <b>Not impactful : Net</b> | 20%        | 13%                      | 15%                      | 17%                | 29%<br>BCD           |
| Not very impactful         | 10%        | 5%                       | 9%                       | 10%                | 15%<br>BC            |
| Not at all impactful       | 9%         | 8%                       | 6%                       | 7%                 | 14%<br>bCD           |

**Table Base: US RESPONDENTS**

**QS1Q1: In general, how impactful are each of the following on your mental health?**

**Daily obligations (e.g., work, school, homemaking)**

|                            |            | Generation (Age)         |                          |                    |                      |
|----------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                            | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>               | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Impactful : Net</b>     | 73%        | 86%<br>DE                | 85%<br>DE                | 74%<br>E           | 59%                  |
| Very impactful             | 37%        | 51%<br>DE                | 48%<br>DE                | 37%<br>E           | 22%                  |
| Somewhat impactful         | 36%        | 34%                      | 37%                      | 37%                | 37%                  |
| <b>Not impactful : Net</b> | 27%        | 14%                      | 15%                      | 26%<br>BC          | 41%<br>BCD           |
| Not very impactful         | 16%        | 10%                      | 10%                      | 18%<br>bC          | 22%<br>BC            |
| Not at all impactful       | 11%        | 4%                       | 6%                       | 8%                 | 19%<br>BCD           |

**Table Base: US RESPONDENTS**

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

**Finances**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 40%        | 35%                      | 32%                      | 33%                | 58%<br><b>BCD</b>    |
| <b>Neutral</b>            | 35%        | 38%<br><b>e</b>          | 39%<br><b>E</b>          | 35%                | 28%                  |
| <b>Negative</b>           | 24%        | 27%<br><b>E</b>          | 30%<br><b>E</b>          | 32%<br><b>E</b>    | 14%                  |

**Table Base: US RESPONDENTS**

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

**Mental health**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 51%        | 40%                      | 44%                      | 47%                | 67%<br><b>BCD</b>    |
| <b>Neutral</b>            | 33%        | 36%<br><b>E</b>          | 35%<br><b>E</b>          | 38%<br><b>E</b>    | 23%                  |
| <b>Negative</b>           | 16%        | 24%<br><b>DE</b>         | 21%<br><b>dE</b>         | 15%                | 10%                  |

**Table Base: US RESPONDENTS**

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

**Physical health**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 47%        | 44%                      | 46%                      | 44%                | 53%<br>d             |
| <b>Neutral</b>            | 36%        | 38%                      | 33%                      | 37%                | 34%                  |
| <b>Negative</b>           | 17%        | 18%                      | 20%<br>e                 | 19%                | 13%                  |

**Table Base: US RESPONDENTS**

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

**Relationships (e.g., family, friends)**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 62%        | 57%                      | 57%                      | 57%                | 73%<br><b>BCD</b>    |
| <b>Neutral</b>            | 28%        | 34%<br><b>E</b>          | 29%<br><b>E</b>          | 29%<br><b>e</b>    | 21%                  |
| <b>Negative</b>           | 11%        | 10%                      | 14%<br><b>E</b>          | 14%<br><b>E</b>    | 6%                   |

**Table Base: US RESPONDENTS**

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

Daily obligations (e.g., work, school, homemaking)

|                           |            | Generation (Age)         |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 47%        | 37%                      | 41%                      | 47%<br>b           | 58%<br>BCD           |
| <b>Neutral</b>            | 41%        | 49%<br>dE                | 42%                      | 38%                | 37%                  |
| <b>Negative</b>           | 12%        | 14%<br>E                 | 16%<br>E                 | 15%<br>E           | 5%                   |

**Table Base:** US RESPONDENTS

**QS1Q2: In general, how do you feel about the following aspects of your life right now?**

**Overall**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Positive</b>           | 52%        | 41%                      | 45%                      | 53%<br><b>B</b>    | 66%<br><b>BCD</b>    |
| <b>Neutral</b>            | 36%        | 45%<br><b>DE</b>         | 39%<br><b>E</b>          | 34%                | 27%                  |
| <b>Negative</b>           | 12%        | 14%<br><b>E</b>          | 16%<br><b>E</b>          | 13%<br><b>E</b>    | 7%                   |

**Table Base: US RESPONDENTS**

**QS1Q3: Do you think each of the following are better, worse, or about the same now compared to one year ago?**

**Your mental health**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Better</b>             | 28%        | 40%<br><b>DE</b>         | 35%<br><b>E</b>          | 29%<br><b>E</b>    | 14%                  |
| <b>About the same</b>     | 52%        | 39%                      | 40%                      | 48%                | 70%<br><b>BCD</b>    |
| <b>Worse</b>              | 21%        | 20%                      | 25%<br><b>E</b>          | 23%<br><b>e</b>    | 16%                  |

**Table Base: US RESPONDENTS**

**QS1Q3: Do you think each of the following are better, worse, or about the same now compared to one year ago?**

**Your physical health**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Better</b>             | 27%        | 35%<br>dE                | 37%<br>DE                | 25%<br>E           | 16%                  |
| <b>About the same</b>     | 52%        | 45%                      | 44%                      | 51%                | 65%<br>BCD           |
| <b>Worse</b>              | 21%        | 21%                      | 19%                      | 24%                | 19%                  |

**Table Base: US RESPONDENTS**

**QS1Q3: Do you think each of the following are better, worse, or about the same now compared to one year ago?**

**Your life overall**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Better</b>             | 29%        | 40%<br><b>DE</b>         | 34%<br><b>E</b>          | 29%<br><b>E</b>    | 18%                  |
| <b>About the same</b>     | 55%        | 47%                      | 43%                      | 53%<br><b>c</b>    | 69%<br><b>BCD</b>    |
| <b>Worse</b>              | 16%        | 13%                      | 23%<br><b>BE</b>         | 18%                | 13%                  |

**Table Base: US RESPONDENTS**

**QS1Q4: In general, how comfortable are you talking about your mental health?**

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 83%        | 74%                      | 87%<br>B                 | 84%<br>B           | 88%<br>B             |
| Very comfortable             | 46%        | 40%                      | 44%                      | 47%                | 52%<br>Bc            |
| Somewhat comfortable         | 38%        | 33%                      | 43%<br>b                 | 37%                | 36%                  |
| <b>Not comfortable : Net</b> | 17%        | 26%<br>CDE               | 13%                      | 16%                | 12%                  |
| Not very comfortable         | 13%        | 21%<br>CDE               | 11%                      | 12%                | 10%                  |
| Not at all comfortable       | 3%         | 5%<br>e                  | 3%                       | 4%                 | 2%                   |

**Table Base:** US RESPONDENTS

**QS1Q5: How comfortable would you be talking to each of the following about your mental health?**

Family (e.g., significant other, parents)

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 81%        | 67%                      | 80%<br><b>B</b>          | 80%<br><b>B</b>    | 91%<br><b>BCD</b>    |
| Very comfortable             | 49%        | 39%                      | 50%<br><b>b</b>          | 47%                | 58%<br><b>BcD</b>    |
| Somewhat comfortable         | 31%        | 29%                      | 30%                      | 32%                | 33%                  |
| <b>Not comfortable : Net</b> | 17%        | 32%<br><b>CDE</b>        | 17%<br><b>E</b>          | 17%<br><b>E</b>    | 7%                   |
| Not very comfortable         | 11%        | 19%<br><b>DE</b>         | 13%<br><b>E</b>          | 11%<br><b>E</b>    | 4%                   |
| Not at all comfortable       | 6%         | 12%<br><b>CdE</b>        | 4%                       | 6%<br><b>e</b>     | 3%                   |
| <b>Not at all sure</b>       | 2%         | 1%                       | 3%                       | 4%                 | 2%                   |

Table Base: US RESPONDENTS

**QS1Q5: How comfortable would you be talking to each of the following about your mental health?**

**Friends**

|                              |            | <b>Generation (Age)</b>  |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 81%        | 80%                      | 87%<br>D                 | 78%                | 82%                  |
| Very comfortable             | 41%        | 43%                      | 46%                      | 39%                | 40%                  |
| Somewhat comfortable         | 40%        | 37%                      | 41%                      | 40%                | 42%                  |
| <b>Not comfortable : Net</b> | 17%        | 18%                      | 12%                      | 19%<br>C           | 16%                  |
| Not very comfortable         | 12%        | 13%                      | 10%                      | 13%                | 10%                  |
| Not at all comfortable       | 5%         | 5%                       | 2%                       | 7%<br>C            | 7%<br>C              |
| <b>Not at all sure</b>       | 2%         | 2%                       | 1%                       | 2%                 | 2%                   |

**Table Base: US RESPONDENTS**

## QS1Q5: How comfortable would you be talking to each of the following about your mental health?

### Healthcare providers (e.g., doctor, therapist)

|                              | Generation (Age) |                          |                          |                    |                      |
|------------------------------|------------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 84%              | 74%                      | 87%<br><b>B</b>          | 84%<br><b>B</b>    | 89%<br><b>B</b>      |
| Very comfortable             | 53%              | 40%                      | 54%<br><b>B</b>          | 52%<br><b>B</b>    | 62%<br><b>Bcd</b>    |
| Somewhat comfortable         | 32%              | 34%                      | 33%                      | 32%                | 27%                  |
| <b>Not comfortable : Net</b> | 13%              | 24%<br><b>CDE</b>        | 12%                      | 13%                | 9%                   |
| Not very comfortable         | 9%               | 17%<br><b>CDE</b>        | 9%                       | 7%                 | 5%                   |
| Not at all comfortable       | 5%               | 7%                       | 3%                       | 6%                 | 4%                   |
| <b>Not at all sure</b>       | 2%               | 2%                       | 1%                       | 3%                 | 2%                   |

Table Base: US RESPONDENTS

**QS1Q5: How comfortable would you be talking to each of the following about your mental health?**

Acquaintance (e.g., coworker, neighbor)

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 49%        | 54%                      | 53%                      | 50%                | 46%                  |
| Very comfortable             | 19%        | 29%<br>cDE               | 19%                      | 16%                | 15%                  |
| Somewhat comfortable         | 31%        | 26%                      | 33%                      | 34%                | 31%                  |
| <b>Not comfortable : Net</b> | 46%        | 42%                      | 44%                      | 46%                | 50%                  |
| Not very comfortable         | 28%        | 23%                      | 28%                      | 27%                | 32%<br>b             |
| Not at all comfortable       | 18%        | 19%                      | 16%                      | 19%                | 17%                  |
| <b>Not at all sure</b>       | 4%         | 3%                       | 4%                       | 4%                 | 5%                   |

**Table Base:** US RESPONDENTS

**QS1Q5: How comfortable would you be talking to each of the following about your mental health?**

**A direct or indirect supervisor (e.g., manager, teacher)**

|                              |            | <b>Generation (Age)</b>  |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 45%        | 42%                      | 58%<br><b>BDE</b>        | 47%<br><b>e</b>    | 38%                  |
| Very comfortable             | 20%        | 18%                      | 28%<br><b>BdE</b>        | 20%                | 15%                  |
| Somewhat comfortable         | 26%        | 25%                      | 30%                      | 27%                | 23%                  |
| <b>Not comfortable : Net</b> | 48%        | 53%<br><b>C</b>          | 40%                      | 47%                | 51%<br><b>C</b>      |
| Not very comfortable         | 25%        | 29%<br><b>C</b>          | 19%                      | 27%<br><b>c</b>    | 26%<br><b>c</b>      |
| Not at all comfortable       | 23%        | 24%                      | 21%                      | 20%                | 25%                  |
| <b>Not at all sure</b>       | 6%         | 4%                       | 3%                       | 7%<br><b>c</b>     | 11%<br><b>BC</b>     |

**Table Base: US RESPONDENTS**

## QS1Q5: How comfortable would you be talking to each of the following about your mental health?

### An artificial intelligence chatbot

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 43%        | 50%<br><b>E</b>          | 59%<br><b>bDE</b>        | 43%<br><b>E</b>    | 25%                  |
| Very comfortable             | 20%        | 26%<br><b>dE</b>         | 29%<br><b>DE</b>         | 18%<br><b>E</b>    | 10%                  |
| Somewhat comfortable         | 23%        | 24%<br><b>E</b>          | 30%<br><b>E</b>          | 26%<br><b>E</b>    | 15%                  |
| <b>Not comfortable : Net</b> | 48%        | 44%<br><b>C</b>          | 33%                      | 48%<br><b>C</b>    | 64%<br><b>BCD</b>    |
| Not very comfortable         | 18%        | 21%                      | 14%                      | 17%                | 21%<br><b>c</b>      |
| Not at all comfortable       | 30%        | 24%                      | 19%                      | 31%<br><b>C</b>    | 43%<br><b>BCD</b>    |
| <b>Not at all sure</b>       | 9%         | 6%                       | 8%                       | 9%                 | 11%                  |

Table Base: US RESPONDENTS

**QS1Q5: How comfortable would you be talking to each of the following about your mental health?**

Someone I don't know personally (e.g., chance encounter, online chat)

|                              | Generation (Age) |                          |                          |                    |                      |
|------------------------------|------------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 42%              | 49%<br>dE                | 60%<br>bDE               | 39%<br>E           | 27%                  |
| Very comfortable             | 19%              | 21%<br>E                 | 29%<br>bDE               | 17%<br>e           | 11%                  |
| Somewhat comfortable         | 23%              | 28%<br>E                 | 30%<br>dE                | 22%                | 16%                  |
| <b>Not comfortable : Net</b> | 52%              | 43%                      | 39%                      | 55%<br>BC          | 65%<br>BCD           |
| Not very comfortable         | 22%              | 20%                      | 17%                      | 25%<br>c           | 24%                  |
| Not at all comfortable       | 30%              | 23%                      | 22%                      | 29%<br>c           | 41%<br>BCD           |
| <b>Not at all sure</b>       | 6%               | 7%<br>C                  | 1%                       | 7%<br>C            | 9%<br>C              |

Table Base: US RESPONDENTS

**QS1Q20: How comfortable do you think each of the following would be speaking to you about their mental health?**

**Family (e.g., significant other, parents)**

|                              |            | <b>Generation (Age)</b>  |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 82%        | 75%                      | 77%                      | 89%<br><b>BC</b>   | 87%<br><b>BC</b>     |
| Very comfortable             | 48%        | 42%                      | 52%<br><b>b</b>          | 54%<br><b>B</b>    | 47%                  |
| Somewhat comfortable         | 34%        | 34%<br><b>c</b>          | 25%                      | 35%<br><b>C</b>    | 40%<br><b>C</b>      |
| <b>Not comfortable : Net</b> | 14%        | 22%<br><b>DE</b>         | 20%<br><b>DE</b>         | 9%                 | 9%                   |
| Not very comfortable         | 10%        | 12%<br><b>dE</b>         | 15%<br><b>DE</b>         | 6%                 | 6%                   |
| Not at all comfortable       | 5%         | 10%<br><b>DE</b>         | 5%                       | 3%                 | 3%                   |
| <b>Not at all sure</b>       | 3%         | 3%                       | 2%                       | 2%                 | 5%                   |

**Table Base: US RESPONDENTS**

**QS1Q20: How comfortable do you think each of the following would be speaking to you about their mental health?**

**Friends**

|                              |            | <b>Generation (Age)</b>  |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 82%        | 80%                      | 84%                      | 87%<br><b>bE</b>   | 79%                  |
| Very comfortable             | 44%        | 48%<br><b>E</b>          | 51%<br><b>E</b>          | 48%<br><b>E</b>    | 36%                  |
| Somewhat comfortable         | 38%        | 32%                      | 34%                      | 39%                | 43%<br><b>Bc</b>     |
| <b>Not comfortable : Net</b> | 14%        | 16%                      | 13%                      | 10%                | 17%<br><b>d</b>      |
| Not very comfortable         | 10%        | 7%                       | 9%                       | 8%                 | 12%                  |
| Not at all comfortable       | 5%         | 9%<br><b>CDe</b>         | 4%                       | 2%                 | 5%                   |
| <b>Not at all sure</b>       | 4%         | 4%                       | 3%                       | 3%                 | 4%                   |

**Table Base: US RESPONDENTS**

**QS1Q20: How comfortable do you think each of the following would be speaking to you about their mental health?**

Acquaintance (e.g., coworker, neighbor)

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 56%        | 55%                      | 62%<br>E                 | 64%<br>E           | 50%                  |
| Very comfortable             | 22%        | 28%<br>E                 | 28%<br>E                 | 22%<br>e           | 15%                  |
| Somewhat comfortable         | 34%        | 27%                      | 34%                      | 41%<br>B           | 35%                  |
| <b>Not comfortable : Net</b> | 37%        | 40%<br>d                 | 35%                      | 31%                | 41%<br>D             |
| Not very comfortable         | 23%        | 21%                      | 22%                      | 20%                | 25%                  |
| Not at all comfortable       | 15%        | 19%<br>D                 | 13%                      | 10%                | 16%                  |
| <b>Not at all sure</b>       | 6%         | 4%                       | 3%                       | 6%                 | 9%<br>bC             |

Table Base: US RESPONDENTS

**QS1Q20: How comfortable do you think each of the following would be speaking to you about their mental health?**

**A direct or indirect supervisor (e.g., manager, teacher)**

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 48%        | 53%<br><b>E</b>          | 60%<br><b>DE</b>         | 49%<br><b>E</b>    | 37%                  |
| Very comfortable             | 19%        | 23%<br><b>E</b>          | 27%<br><b>DE</b>         | 18%<br><b>e</b>    | 12%                  |
| Somewhat comfortable         | 29%        | 30%                      | 34%<br><b>e</b>          | 31%                | 25%                  |
| <b>Not comfortable : Net</b> | 43%        | 41%                      | 36%                      | 43%                | 49%<br><b>C</b>      |
| Not very comfortable         | 23%        | 19%                      | 15%                      | 28%<br><b>bC</b>   | 27%<br><b>C</b>      |
| Not at all comfortable       | 20%        | 22%                      | 20%                      | 15%                | 22%<br><b>d</b>      |
| <b>Not at all sure</b>       | 9%         | 6%                       | 4%                       | 8%                 | 14%<br><b>BCD</b>    |

**Table Base: US RESPONDENTS**

**QS1Q20: How comfortable do you think each of the following would be speaking to you about their mental health?**

Someone I don't know personally (e.g., chance encounter, online chat)

|                              |            | Generation (Age)         |                          |                    |                      |
|------------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                              | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                 | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>    | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Comfortable : Net</b>     | 43%        | 50%<br>E                 | 58%<br>DE                | 44%<br>E           | 30%                  |
| Very comfortable             | 18%        | 21%<br>E                 | 26%<br>DE                | 16%                | 13%                  |
| Somewhat comfortable         | 25%        | 29%<br>E                 | 32%<br>E                 | 28%<br>E           | 18%                  |
| <b>Not comfortable : Net</b> | 47%        | 43%                      | 39%                      | 45%                | 56%<br>BCD           |
| Not very comfortable         | 23%        | 18%                      | 17%                      | 26%<br>C           | 27%<br>bC            |
| Not at all comfortable       | 25%        | 25%                      | 22%                      | 19%                | 30%<br>cD            |
| <b>Not at all sure</b>       | 9%         | 7%                       | 3%                       | 11%<br>C           | 13%<br>bC            |

**Table Base:** US RESPONDENTS

**QS1Q6: Which of the following statements are true for you? Please select all that apply.**

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>   | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>I can think of a time I withheld information about my mental health (e.g., from friends, from a healthcare provider).</b>        | 38%        | 52%<br>dE                | 47%<br>E                 | 41%<br>E           | 22%                  |
| <b>I can think of a time I shared information about my mental health openly (i.e., without being asked about my mental health).</b> | 34%        | 42%<br>dE                | 43%<br>DE                | 33%                | 27%                  |
| <b>I would not feel comfortable asking for accommodations related to my mental health (e.g., at work, in school).</b>               | 29%        | 42%<br>CDE               | 28%                      | 27%                | 24%                  |
| <b>My mental health has negatively impacted other aspects of my life.</b>   | 28%        | 41%<br>E                 | 34%<br>E                 | 32%<br>E           | 13%                  |

QS1Q6: Which of the following statements are true for you? Please select all that apply.

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| I would rather talk about my mental health anonymously (i.e., without someone being able to personally identify me) than with someone I know. | 23%        | 29%<br>E                 | 33%<br>DE                | 23%<br>E           | 15%                  |
| I am more comfortable talking about my mental health virtually (e.g., online, over the phone) compared with in-person.                        | 23%        | 34%<br>dE                | 34%<br>DE                | 25%<br>E           | 7%                   |
| I would not feel comfortable asking for accommodations related to my physical health (e.g., at work, in school).                              | 21%        | 28%<br>DE                | 27%<br>DE                | 16%                | 17%                  |
| None of the above   | 22%        | 10%                      | 12%                      | 20%<br>BC          | 34%<br>BCD           |

Table Base: US RESPONDENTS

**QS1Q7: In your opinion, which of the following are reasons why someone would decide to withhold information about their mental health? Please select all that apply.**

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>   | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Too personal</b>   | 57%        | 52%                      | 53%                      | 57%                | 65%<br>BC            |
| <b>Concern about how they are perceived</b>                                   | 51%        | 44%                      | 46%                      | 54%<br>b           | 58%<br>BC            |
| <b>Concern about being misunderstood</b>                                      | 49%        | 47%                      | 47%                      | 49%                | 52%                  |
| <b>Shame</b>  | 48%        | 46%                      | 47%                      | 49%                | 50%                  |
| <b>Unsure how to express their struggles</b>                                  | 40%        | 46%<br>e                 | 38%                      | 43%                | 35%                  |
| <b>Previous negative experiences</b>  | 38%        | 40%                      | 44%<br>E                 | 39%                | 34%                  |
| <b>Potential consequences (e.g., lose an opportunity, excluded)</b>           | 37%        | 33%                      | 40%                      | 40%                | 36%                  |
| <b>Concern about my problems being disregarded (e.g., ignored, minimized)</b> | 35%        | 42%<br>E                 | 36%<br>e                 | 37%<br>e           | 28%                  |
| <b>Inappropriate to share</b>   | 31%        | 28%                      | 26%                      | 32%                | 36%<br>C             |
| <b>Unable to find someone to share with</b>                                   | 29%        | 36%<br>E                 | 31%                      | 29%                | 25%                  |

continued...

QS1Q7: In your opinion, which of the following are reasons why someone would decide to withhold information about their mental health? Please select all that apply.

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Does not want to seek treatment</b>  | 26%        | 31%<br>c                 | 21%                      | 27%                | 27%                  |
| <b>Sharing about mental health doesn't seem helpful</b>                         | 23%        | 31%<br>De                | 23%                      | 19%                | 23%                  |
| <b>Sharing about mental health doesn't seem necessary</b>                       | 20%        | 29%<br>CDE               | 18%                      | 17%                | 19%                  |
| <b>Direction from another person (i.e., directly or indirectly told not to)</b> | 17%        | 23%<br>DE                | 22%<br>DE                | 13%                | 13%                  |
| <b>Something else not listed here</b>   | 5%         | 10%<br>cDE               | 5%                       | 4%                 | 3%                   |
| <b>Not at all sure</b>  | 7%         | 6%                       | 6%                       | 6%                 | 8%                   |

Table Base: US RESPONDENTS

**QS1Q8: In your opinion, which of the following are reasons why someone would decide to share information about their mental health? Please select all that apply.**

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>                                      | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>                         | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Feel safe doing so</b>                         | 55%        | 52%                      | 59%                      | 56%                | 55%                  |
| <b>Relief or release</b>                          | 54%        | 52%                      | 52%                      | 58%                | 52%                  |
| <b>Think it would solve a problem</b>             | 40%        | 38%                      | 38%                      | 44%                | 38%                  |
| <b>General openness about mental health</b>       | 38%        | 37%                      | 40%                      | 43%<br>e           | 34%                  |
| <b>Get input on a situation from someone else</b> | 36%        | 39%                      | 35%                      | 38%                | 34%                  |
| <b>Require urgent assistance</b>                  | 34%        | 33%                      | 33%                      | 37%                | 35%                  |
| <b>To connect with others</b>                     | 33%        | 38%<br>E                 | 40%<br>E                 | 33%<br>e           | 24%                  |
| <b>Responding to a direct question</b>            | 28%        | 27%                      | 25%                      | 28%                | 30%                  |
| <b>Seeking validation</b>                         | 28%        | 34%<br>E                 | 31%                      | 27%                | 24%                  |
| <b>Unintentional sharing</b>                      | 21%        | 28%<br>DE                | 25%                      | 18%                | 19%                  |
| <b>Set an example for others</b>                  | 20%        | 22%<br>E                 | 27%<br>E                 | 22%<br>E           | 13%                  |
| <b>Part of another conversation</b>               | 20%        | 27%<br>dE                | 23%<br>E                 | 19%                | 14%                  |

continued...

QS1Q8: In your opinion, which of the following are reasons why someone would decide to share information about their mental health? Please select all that apply.

|  |            | Generation (Age)         |                          |                    |                      |
|--|------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Seeking attention</b>                     | 20%        | 17%                      | 26%<br>bDe               | 18%                | 19%                  |
| <b>Follow an example set by someone else</b> | 19%        | 23%<br>E                 | 26%<br>E                 | 22%<br>E           | 9%                   |
| <b>Social pressure</b>                       | 13%        | 17%<br>E                 | 21%<br>DE                | 12%                | 8%                   |
| <b>Something not listed here</b>             | 4%         | 8%<br>cDE                | 3%                       | 1%                 | 3%                   |
| <b>Not at all sure</b>                       | 6%         | 5%                       | 5%                       | 7%                 | 8%                   |

Table Base: US RESPONDENTS

**QS1Q9: How much do you agree or disagree with each of the following statements?**

Having a mental health disorder is nothing to be ashamed of.

|                           | Generation (Age) |                          |                          |                    |                      |
|---------------------------|------------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Agree (Net)</b>        | 88%              | 81%                      | 87%                      | 92%<br>B           | 91%<br>B             |
| Strongly agree            | 55%              | 52%                      | 55%                      | 59%                | 59%                  |
| Somewhat agree            | 33%              | 29%                      | 32%                      | 33%                | 32%                  |
| <b>Disagree (Net)</b>     | 12%              | 19%<br>DE                | 13%                      | 8%                 | 9%                   |
| Somewhat disagree         | 8%               | 15%<br>DE                | 9%<br>D                  | 4%                 | 6%                   |
| Strongly disagree         | 4%               | 5%                       | 4%                       | 4%                 | 3%                   |

**Table Base: US RESPONDENTS**

**QS1Q9: How much do you agree or disagree with each of the following statements?**

The term "mental illness" carries a stigma.

|                           | Generation (Age) |                          |                          |                    |                      |
|---------------------------|------------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Agree (Net)</b>        | 84%              | 77%                      | 85%<br>b                 | 84%                | 89%<br>B             |
| Strongly agree            | 33%              | 33%                      | 41%<br>E                 | 35%                | 28%                  |
| Somewhat agree            | 51%              | 44%                      | 44%                      | 50%                | 62%<br>BCD           |
| <b>Disagree (Net)</b>     | 16%              | 23%<br>cE                | 15%                      | 16%                | 11%                  |
| Somewhat disagree         | 10%              | 14%<br>E                 | 10%                      | 10%                | 7%                   |
| Strongly disagree         | 5%               | 9%<br>E                  | 5%                       | 6%                 | 3%                   |

**Table Base:** US RESPONDENTS

**QS1Q9: How much do you agree or disagree with each of the following statements?**

**I would view someone differently if I knew they had a mental health disorder.**

|                           |            | <b>Generation (Age)</b>  |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Agree (Net)</b>        | 35%        | 38%                      | 43%<br><b>DE</b>         | 30%                | 31%                  |
| Strongly agree            | 10%        | 14%<br><b>E</b>          | 16%<br><b>dE</b>         | 10%<br><b>E</b>    | 4%                   |
| Somewhat agree            | 25%        | 24%                      | 27%                      | 20%                | 27%<br><b>d</b>      |
| <b>Disagree (Net)</b>     | 65%        | 62%                      | 57%                      | 70%<br><b>C</b>    | 69%<br><b>C</b>      |
| Somewhat disagree         | 30%        | 25%                      | 19%                      | 29%<br><b>C</b>    | 40%<br><b>BCD</b>    |
| Strongly disagree         | 35%        | 38%<br><b>e</b>          | 38%<br><b>E</b>          | 41%<br><b>E</b>    | 28%                  |

**Table Base: US RESPONDENTS**

**QS1Q10: Which of the following best describes your relationship with professional mental health care (e.g., therapy, medication)?**

|   | Generation (Age) |                          |                          |                    |                      |
|---|------------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>   | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>I have sought out and received professional mental health care</b>                   | 36%              | 43%<br>E                 | 44%<br>E                 | 39%<br>E           | 24%                  |
| <b>I have sought out, but have not received, professional mental health care</b>        | 9%               | 17%<br>DE                | 12%<br>E                 | 9%<br>E            | 1%                   |
| <b>I have not sought out professional mental health care, but want to in the future</b> | 17%              | 23%<br>E                 | 21%<br>E                 | 16%                | 10%                  |
| <b>I have not sought out professional mental health care and do not want to</b>         | 34%              | 13%                      | 16%                      | 34%<br>BC          | 59%<br>BCD           |
| <b>Prefer not to say</b>  | 4%               | 5%                       | 6%<br>d                  | 2%                 | 5%<br>d              |

**Table Base:** US RESPONDENTS

**QS1Q13: In a previous question, you indicated that you have sought out or want to seek out professional mental health care. Which of the following goals did (or do) you want to achieve through seeking out professional mental health care? Please select all that apply.**

|   | Generation (Age) |                          |                          |                    |                      |
|---|------------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=664            | N=183                    | N=186                    | N=183              | N=101                |
| <b>Total (Unweighted)</b>   | N=662            | N=169                    | N=195                    | N=171              | N=116                |
| <b>Receive a diagnosis</b>  | 39%              | 42%<br>E                 | 43%<br>E                 | 39%<br>E           | 26%                  |
| <b>Explore treatment options related to medication or medical procedures (e.g., antidepressants, brain stimulation)</b> | 48%              | 45%                      | 57%<br>bE                | 51%<br>E           | 35%                  |
| <b>Explore treatment options related to therapy (e.g., talk therapy, art therapy)</b>                                   | 70%              | 79%<br>E                 | 72%<br>E                 | 71%<br>E           | 53%                  |
| <b>Something else not listed here</b>   | 9%               | 7%                       | 7%                       | 9%                 | 18%<br>BCD           |
| <b>Prefer not to say</b>  | 2%               | 3%                       | 1%                       | 1%                 | 5%<br>cd             |

**Table Base:** HAS SOUGHT OUT/WANTS TO SEEK OUT PROFESSIONAL MENTAL HEALTH TREATMENT

**QS1Q11: Which of the following, if any, have you experienced while seeking or receiving professional mental health care (e.g., therapy, medication)? Please select all that apply.**

|   |            | Generation (Age)         |                          |                    |                      |
|---|------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=482      | N=133                    | N=135                    | N=138              | N=72 *               |
| <b>Total (Unweighted)</b>   | N=475      | N=116                    | N=145                    | N=124              | N=83 *               |
| <b>Uncertainty about how to find a provider</b>                     | 19%        | 22%                      | 24%<br>D                 | 12%                | 15%                  |
| <b>Uncertainty about my treatment needs</b>                         | 24%        | 28%<br>d                 | 33%<br>DE                | 15%                | 19%                  |
| <b>Uncertainty about insurance coverage (e.g., copays, network)</b> | 24%        | 20%                      | 36%<br>BDE               | 20%                | 15%                  |
| <b>Issues finding a provider in my area</b>                         | 23%        | 25%<br>E                 | 32%<br>dE                | 21%<br>e           | 10%                  |
| <b>Issues finding a provider in my insurance network</b>            | 25%        | 32%<br>dE                | 31%<br>DE                | 18%                | 13%                  |
| <b>Issues finding a provider that meets my treatment needs</b>      | 28%        | 33%                      | 31%                      | 25%                | 20%                  |
| <b>Issues finding a provider I connect with</b>                     | 36%        | 34%                      | 42%<br>E                 | 38%<br>e           | 24%                  |
| <b>Issues finding a provider accepting new clients</b>              | 17%        | 19%                      | 26%<br>DE                | 12%                | 10%                  |
| <b>Cost concerns (e.g., high copays, out-of-pocket expense)</b>     | 29%        | 27%                      | 32%                      | 27%                | 28%                  |

continued...

QS1Q11: Which of the following, if any, have you experienced while seeking or receiving professional mental health care (e.g., therapy, medication)? Please select all that apply.

|  |            | Generation (Age)         |                          |                    |                      |
|--|------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Scheduling conflicts</b>  | 22%        | 29%<br>E                 | 24%<br>E                 | 21%<br>E           | 8%                   |
| <b>Insurance claim issues (e.g., rejected claim, change in coverage)</b> | 15%        | 22%<br>dE                | 18%<br>E                 | 11%                | 6%                   |
| <b>None of the above</b>   | 16%        | 6%                       | 10%                      | 24%<br>BC          | 30%<br>BC            |

Table Base: HAS SOUGHT OUT PROFESSIONAL MENTAL HEALTH TREATMENT

**QS1Q12: Which of the following, if any, have you experienced while seeking or receiving professional mental health care (e.g., therapy, medication)? Please select all that apply.**

|  | Generation (Age) |                          |                          |                    |                      |
|--|------------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>   | N=482            | N=133                    | N=135                    | N=138              | N=72 *               |
| <b>Total (Unweighted)</b>  | N=475            | N=116                    | N=145                    | N=124              | N=83 *               |
| <b>Negative feelings about myself</b>  | 26%              | 37%<br>cDE               | 25%                      | 19%                | 21%                  |
| <b>Negative feelings about the situation</b>   | 24%              | 41%<br>CDE               | 26%<br>dE                | 15%                | 9%                   |
| <b>Negative responses from others</b>  | 17%              | 27%<br>DE                | 17%<br>e                 | 13%                | 7%                   |
| <b>Positive feelings about myself</b>  | 45%              | 41%                      | 48%                      | 39%                | 57%<br>bD            |
| <b>Positive feelings about the situation</b>   | 40%              | 33%                      | 42%                      | 42%                | 45%                  |
| <b>Positive responses from others</b>  | 37%              | 38%<br>e                 | 48%<br>DE                | 32%                | 23%                  |
| <b>Active support from others (e.g., assistance finding care, financial support)</b>             | 31%              | 35%<br>e                 | 35%<br>E                 | 29%                | 21%                  |
| <b>Active opposition from others (e.g., refusal to accommodate schedule, denial of symptoms)</b> | 13%              | 19%<br>dE                | 17%<br>dE                | 8%                 | 3%                   |
| <b>None of the above</b>   | 11%              | 6%                       | 9%                       | 17%<br>B           | 12%                  |

**Table Base:** HAS SOUGHT OUT PROFESSIONAL MENTAL HEALTH TREATMENT

**QS1Q14: In your opinion, how important is it to engage in self-care activities?**

|                           |            | Generation (Age)         |                          |                    |                      |
|---------------------------|------------|--------------------------|--------------------------|--------------------|----------------------|
|                           | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>              | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b> | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>Important : Net</b>    | 96%        | 91%                      | 97%<br>B                 | 97%<br>B           | 97%<br>B             |
| Very important            | 63%        | 58%                      | 59%                      | 71%<br>BCe         | 63%                  |
| Somewhat important        | 33%        | 33%                      | 38%<br>D                 | 26%                | 35%<br>d             |
| <b>Not important :Net</b> | 4%         | 9%<br>CDE                | 3%                       | 3%                 | 3%                   |
| Not very important        | 4%         | 9%<br>CDE                | 2%                       | 3%                 | 2%                   |
| Not at all important      | 0%         | 0%                       | 1%                       | 0%                 | 1%                   |

**Table Base:** ALL QUALIFIED

**QS1Q15: About how often do you engage in self-care activities?**

|   | Generation (Age) |                          |                          |                    |                      |
|---|------------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>                           | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Engaged in Self-care(Weekly+) : Net</b>          | 63%              | 66%                      | 63%                      | 61%                | 67%                  |
| At least once a day                                 | 31%              | 35%<br>Cd                | 23%                      | 26%                | 39%<br>CD            |
| At least once a week                                | 33%              | 31%                      | 40%<br>E                 | 35%                | 28%                  |
| <b>Not engaged in self-care (&lt;Monthly) : Net</b> | 29%              | 28%                      | 32%<br>E                 | 33%<br>E           | 22%                  |
| At least once a month                               | 18%              | 17%                      | 20%<br>E                 | 19%<br>e           | 13%                  |
| Less often than once a month                        | 11%              | 11%                      | 11%                      | 14%<br>e           | 8%                   |
| <b>N/A - I don't do this.</b>                       | 8%               | 6%                       | 6%                       | 5%                 | 12%<br>bCD           |

**Table Base:** ALL QUALIFIED

**QS1Q16: Which of the following, if any, do you do to cope with stress? Please select all that apply.**

|  | Generation (Age) |                          |                          |                    |                      |
|--|------------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>   | N=990            | N=209                    | N=226                    | N=272              | N=249                |
| <b>Total (Unweighted)</b>  | N=993            | N=200                    | N=244                    | N=248              | N=271                |
| <b>Physical exercise</b>   | 49%              | 44%                      | 48%                      | 48%                | 55%<br>B             |
| <b>Engaging in activities you enjoy (e.g., cooking, watching TV, shopping, etc.)</b> | 53%              | 49%                      | 51%                      | 53%                | 58%                  |
| <b>Meditation</b>  | 28%              | 31%                      | 31%                      | 28%                | 23%                  |
| <b>At-home spa treatments (e.g., face mask, bubble bath)</b>                         | 16%              | 22%<br>dE                | 26%<br>DE                | 15%<br>E           | 4%                   |
| <b>Professional spa treatments (e.g., facial, massage)</b>                           | 13%              | 19%<br>dE                | 19%<br>dE                | 12%<br>e           | 6%                   |
| <b>Cleaning</b>  | 33%              | 40%<br>E                 | 41%<br>E                 | 34%<br>E           | 21%                  |
| <b>Spending time outside</b>   | 49%              | 48%                      | 52%                      | 44%                | 55%<br>D             |
| <b>Going out (e.g., for a meal, to a show)</b>                                       | 35%              | 42%<br>E                 | 37%<br>e                 | 37%<br>e           | 28%                  |
| <b>Eating indulgent food</b>   | 31%              | 42%<br>DE                | 39%<br>dE                | 29%<br>e           | 21%                  |
| <b>Spending time with loved ones (e.g., friends, family)</b>                         | 45%              | 50%<br>C                 | 38%                      | 43%                | 50%<br>C             |
| <b>Spending time alone</b>   | 54%              | 59%<br>E                 | 54%<br>e                 | 61%<br>E           | 45%                  |

continued...

QS1Q16: Which of the following, if any, do you do to cope with stress? Please select all that apply.

|  |            | Generation (Age)         |                          |                    |                      |
|--|------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Connecting with your community</b>                  | 12%        | 20%<br><b>DE</b>         | 13%                      | 9%                 | 10%                  |
| <b>Disconnecting from technology</b>                   | 22%        | 28%<br><b>E</b>          | 26%<br><b>E</b>          | 20%                | 16%                  |
| <b>Something not listed here</b>                       | 8%         | 6%                       | 4%                       | 11%<br><b>C</b>    | 10%<br><b>C</b>      |
| <b>N/A - I do not do anything to cope with stress.</b> | 2%         | 1%                       | 2%                       | 1%                 | 3%                   |

Table Base: ENGAGES IN SELF-CARE

**QS1Q17: Which of the following statements do you agree with? Please select all that apply.**

|   | Generation (Age) |                          |                          |                    |                      |
|---|------------------|--------------------------|--------------------------|--------------------|----------------------|
|   | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>  | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>   | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>Spending time on self-care makes me feel selfish.</b>                            | 15%              | 31%<br>CDE               | 18%<br>E                 | 13%<br>E           | 5%                   |
| <b>I wish I had more time to spend on self-care.</b>                                | 30%              | 37%<br>E                 | 44%<br>DE                | 32%<br>E           | 15%                  |
| <b>Spending money on self-care usually doesn't fit in my budget.</b>                | 25%              | 34%<br>dE                | 35%<br>DE                | 25%<br>E           | 10%                  |
| <b>Self-care is not the same as mental health care.</b>                             | 26%              | 27%                      | 26%                      | 27%                | 25%                  |
| <b>Not every mental health situation requires professional mental health care.</b>  | 38%              | 30%                      | 30%                      | 36%                | 51%<br>BCD           |
| <b>Self-care is not a priority for me.</b>  | 14%              | 21%<br>DE                | 22%<br>DE                | 7%                 | 12%<br>d             |
| <b>Struggling with mental health is more complicated than being sad or anxious.</b> | 41%              | 46%<br>E                 | 43%<br>E                 | 45%<br>E           | 32%                  |
| <b>None of the above</b>  | 12%              | 6%                       | 11%                      | 12%                | 18%<br>BCd           |

**Table Base:** US RESPONDENTS

**QS1Q18: Which of the following statements are true for you? Please select all that apply.**

|  |            | Generation (Age)         |                          |                    |                      |
|--|------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>   | N=1076     | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076     | N=211                    | N=257                    | N=260              | N=307                |
| <b>I feel guilty when I take time for myself, even when I know I need it.</b>                    | 21%        | 33%<br>DE                | 27%<br>dE                | 20%<br>E           | 11%                  |
| <b>I am often uncomfortable asking others for help.</b>  | 41%        | 42%                      | 44%<br>E                 | 46%<br>E           | 34%                  |
| <b>When I'm not busy, I often don't know what to do with myself.</b>                             | 25%        | 40%<br>DE                | 36%<br>DE                | 21%<br>E           | 11%                  |
| <b>The number of tasks I have to do is not usually the main cause of my stress.</b>              | 25%        | 31%<br>D                 | 27%<br>D                 | 17%                | 26%<br>D             |
| <b>The amount of time it takes me to do tasks is not usually the main cause of my stress.</b>    | 22%        | 26%                      | 23%                      | 19%                | 21%                  |
| <b>I often view myself as lazy (e.g., not trying hard, not doing my best) when I'm stressed.</b> | 27%        | 41%<br>cDE               | 31%<br>E                 | 30%<br>E           | 12%                  |

continued...

QS1Q18: Which of the following statements are true for you? Please select all that apply.

|  |            | Generation (Age)         |                          |                    |                      |
|--|------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Emotions (i.e., my own or someone else's) are common conversation topics in my social circle.</b> | 24%        | 43%<br><b>CDE</b>        | 29%<br><b>dE</b>         | 21%<br><b>E</b>    | 9%                   |
| <b>None of these</b>   | 19%        | 6%                       | 11%                      | 19%<br><b>BC</b>   | 32%<br><b>BCD</b>    |

Table Base: US RESPONDENTS

**QS1Q19: Which of the following statements are true for you? Please select all that apply.**

|  | Generation (Age) |                          |                          |                    |                      |
|--|------------------|--------------------------|--------------------------|--------------------|----------------------|
|  | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>Total</b>   | N=1076           | N=223                    | N=239                    | N=287              | N=282                |
| <b>Total (Unweighted)</b>  | N=1076           | N=211                    | N=257                    | N=260              | N=307                |
| <b>For me, self-care is usually just finding ways to relax and de-stress.</b>                                  | 52%              | 51%                      | 48%                      | 52%                | 56%                  |
| <b>I usually associate the term "self-care" with women.</b>  | 16%              | 17%                      | 20%<br>E                 | 15%                | 13%                  |
| <b>Certain types of activities don't feel like they "count" as self-care, even though they are beneficial.</b> | 28%              | 37%<br>dE                | 36%<br>dE                | 27%<br>E           | 17%                  |
| <b>The term "self-care" over-complicates a simple human need.</b>  | 19%              | 28%<br>DE                | 24%<br>E                 | 18%<br>E           | 10%                  |
| <b>The term "self-care" makes it easier to prioritize one's own mental and physical health.</b>                | 31%              | 38%<br>E                 | 36%<br>E                 | 33%<br>E           | 23%                  |
| <b>Being able to "power through" stress is a valuable skill.</b>   | 37%              | 42%                      | 40%                      | 38%                | 34%                  |
| <b>It feels odd to schedule time specifically for self-care.</b>   | 21%              | 30%<br>DE                | 29%<br>DE                | 17%                | 12%                  |

continued...

QS1Q19: Which of the following statements are true for you? Please select all that apply.

|                          | Generation (Age) |                          |                          |                    |                      |
|--------------------------|------------------|--------------------------|--------------------------|--------------------|----------------------|
|                          | Total<br>A       | Adult Gen Z (18-28)<br>B | Millennials (29-43)<br>C | Gen X (44-59)<br>D | Boomers (60-78)<br>E |
| <b>None of the above</b> | 12%              | 10%                      | 8%                       | 11%                | 15%<br>C             |

Table Base: US RESPONDENTS