

Key Insights from the Consumer Attitudes about Health Study

Barriers to healthcare

Research method

This survey was conducted online by Harris Poll on behalf of Novant Health from March 1-9, 2016 among 2,104 US adults aged 18 and older. For complete research method, including weighting variables and additional subgroup sample sizes, please visit NovantHealth.org/ConsumerAttitudes.

A majority of Americans have health concerns and feel prevented from being healthy.

- 85% of Americans are concerned about their health for some reason.
- More than 2 in 5 (43%) say lack of exercise is the reason they are concerned about their health.
- Approximately 3 in 10 say not sleeping well (32%), poor diet (31%), high stress levels (30%) or family history (30%) are reasons they are concerned about their health .
- Three quarters of Americans (76%) report they feel some barrier from being their healthiest self, most commonly these are lack of interest or motivation (33%), time (30%), cost (27%) and responsibilities such as families and careers (24%).

Time is seen as a barrier to health for many Americans; however, they spend more time being sedentary than exercising.

- Men are more likely than women to say they are in good shape (30% vs. 24%, respectively), while women are more likely to have more barriers to being and staying healthy, including sedentary activities.
 - On average, women spend 99 minutes per day (or over an hour and a half) on social media compared to 63 minutes (or about an hour) for men.
 - On average, women spend 244 minutes per day (or just over 4 hours) watching TV compared to 212 minutes (or about three and a half hours) for men.
- 47% of Americans say they would take better care of themselves if they had more time to do so.
- Americans report spending, on average, 63 minutes per day (or about an hour) exercising, while they spend an average of 230 minutes per day (or nearly 4 hours) watching TV and 286 minutes (or about five hours) sitting at a desk at work.
 - Millennials report that an average day includes around 9 hours of sedentary activities – including, on average, almost 3 hours sitting at a desk for work, more than 3 hours watching TV, and just over 2 hours of social media usage.

Many Americans postpone health-related events/procedures due to life events that take priority.

- 29% of Americans have postponed or scheduled a non-emergency health-related event or procedure due to a life event.
- 67% of Americans who have never postponed or scheduled a non-emergency health-related event or procedure around a life event would consider doing so depending on what the life event or health-related event/procedure was.
- Vacations (38%), weddings (31%), child's graduations (30%), work (26%) and holidays (23%) were reported as the main reasons that would impact the decision to delay a non-emergency health-related event/procedure.

About Novant Health

Novant Health is an integrated network of physician clinics, outpatient facilities and hospitals that delivers a seamless and convenient healthcare experience to communities in Virginia, North and South Carolina, and Georgia. Named in 2016 by Becker's Hospital Review as one of the nation's 150 best places to work in healthcare, Novant Health consists of more than 1,380 physicians and nearly 24,000 employees and provides care at 530 locations, including 14 medical centers and hundreds of outpatient facilities and physician clinics. Headquartered in Winston-Salem, North Carolina, the health system serves more than 4 million patients annually and in 2015 provided more than \$706 million in community benefit, including charity care and services. Diversity MBA has recognized the organization as one of the 50 best places for women and managers of diverse background to work. Novant Health provides care in Virginia under the joint operating company, Novant Health UVA Health System.

For more information, please visit our website at NovantHealth.org. You can also follow us on [Twitter](#) and [Facebook](#).