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Background & Objectives

Background
This research will be leveraged externally in a newsmaker capacity to position Novant Health as a thought leader, unique information source, and innovation driver in how healthcare is consumed and delivered. This study was also designed to be used internally as a proof point to support the future direction of Novant Health, as well as potentially uncover new ways of thinking about healthcare needs and solutions.

Objectives
The ultimate goal of the research is to better understand how consumers are shaping when, where, and how healthcare is delivered. Particularly in the areas of:

- End-of-life care conversations and decision making
- Primary care physician value and engagement
- What quality healthcare means and why does it matter
- Impact of social media on health and 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.

Figures for age, sex, race/ethnicity, income, education, household size, marital status, employment, internet usage, and region were weighted where necessary to bring them in line with their actual proportions in the U.S. adult population. Propensity score weighting adjusted for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.
Report Notes

- The percentage of respondents has been included for each item
- An asterisk (*) signifies a value of less than one-half percent (<0.05%)
- A dash (-) represents a value of zero percent (0)
- Percentages may not always total 100% because of computer rounding and/or the acceptance of multiple responses
- Where appropriate, statistically significant differences between the following subgroups of interest are noted throughout the detailed finding slides:
  - Hispanic (n=260) / African American (n=227) / White (n=1415)
  - Sandwiched Caregivers (n=127) / Non-Sandwiched Caregivers (n=1977)
  - Have Comorbid Conditions (n=1554) / Do Not Have Comorbid Conditions (n=534)
  - Light Internet Users (n=600) / Moderate Internet Users (n=591) / Heavy Internet Users (n=913)
Executive Summary
Executive Summary

*Lukewarm Assessment of Health; Self-report is a Passing Grade but not High Honors*

- Very few U.S. adults feel that right now is their “healthiest” point in their lives. Most put themselves in a more mixed (neither good/nor bad) category, saying that either their health could be better, or that they are generally fine with some areas to work on. The majority believes their healthiest days are behind them, typically, about 21 years ago.

- When reflecting on how well they take care of themselves, few give themselves top marks. More than 3 in 4 put themselves in a more modest range (a “B” or “C” on a standard academic grading scale) for staying healthy. But in better news, very few are failing or even giving a D.
Executive Summary

Widespread Concerns About Being and Staying Healthy; Life Just Gets in the Way

• Nearly everyone has some concerns that something is interfering and keeping them from being as healthy as they can be right now. Three in four go further and say they are actually prevented from being their healthiest self. Many of the concerns (exercise, sleep, stress) and barriers (lack of interest, motivation) appear to be somewhat controllable and perhaps solvable.

• But, time and competing interests, in particular, seems to cause a big roadblock with almost 1 in 2 saying they would take better care of themselves, if they had more time. Conflicting life events (which again presents a time constraint) also occasionally take precedence over health. Nearly 3 in 10 have postponed or scheduled a non-emergency health-related events or procedures to fit around a life event like a vacation, birthday, or wedding. And of those who haven’t yet rescheduled a health procedure, a majority say they would do so, if they needed to. Procedures that have been moved include: annual check-ups (21%); mammograms (11%); colonoscopies (7%), and even surgery (6%).
Executive Summary

Do as I Say; Not as I Do

• U.S. adults clearly understand the importance of being healthy and recognize that the onus is placed on them to make it happen. Overwhelmingly, U.S. adults feel it is important to be healthy in general, not just “get better” when they are sick. Nearly universally, almost everyone feels that they personally are responsible for staying healthy and that their personal lifestyle choices (e.g., eating healthy, exercising regularly) matter.

• But, inaction speaks loudly. On a daily basis, Americans spend significantly more time on sedentary activities than they do exercising. Average minutes per day: sitting at a desk for work (286, or nearly 5 hours, among "employed adults); watching TV (230, or nearly 4 hours); using social media (82, or about 1.3 hours); driving (70, or just over an hour); exercising (63, or just about an hour).

• And when it comes to seeking care, about 1 in 3-4 adults only consult a doctor if it becomes critical (for example if they get sick or need a prescription) and seem to avoid going as much as possible, either regularly or preventatively. About one-quarter do not see the purpose of an annual check-up and don’t visit their PCP on an annual basis. Many also do not routinely (annually) visit a dentist, eye care professional; or OBGYN. And even when they do become sick, more than 8 in 10 don’t go to a doctor immediately but rather wait to see if the problem goes away.
Executive Summary

Mixed Confidence (or Lack of Confidence); Americans Are Mostly Information Receptors, Not Information Seekers

- Confidence in health knowledge is fairly mixed – and nearly even split. Over half of U.S. adults feel they have all the information they need to make their own healthcare decisions, but that means about half don’t. A small proportion are either very knowledgeable - and may even be overconfident – because 1 in 5 don’t feel they need any advice from a healthcare professional on how to stay healthy.

- On the information side, adults generally seem to like information and will absorb it when it’s given, but few take the extra step to seek it out. Nearly 9 in 10 say if their doctor provides them with material when diagnosed with a health condition, they read it as soon as possible. But only about 1 in 3 say they go a step further and seek out the latest advice and information to keep healthy.
Executive Summary

HCP Tops List of Key Resources – and Doesn’t Disappoint

• Not surprisingly, the most popular source to get information about health is a healthcare professional, followed by the Internet. HCPs are also the primary source of information for those who rely on more than one source.

• Overwhelmingly, adults find the traditional medical profession at least somewhat valuable and there is a general preference for a PCP over other alternatives like a walk-in clinic, alternative providers, or nothing. The value placed on a PCP and medical specialist is very high, much more so than for homeopathic remedies and alternative medicine or homeopathic providers. When sick, the majority would rather see their primary care physician than go to a walk-in clinic. That said, 1 in 5 don’t feel they need a primary care physician but rather, that any doctor can treat them.

• “Quality” in healthcare is defined multi-dimensionally, starting with effective treatment, but also including respect, disclosure, met expectations, and a personal touch. And, the PCP is generally rated well. Nearly 9 in 10 adults give their own PCP a high grade of A/B but only about half offer the top mark. When examining the nature of the relationship, most prefer their primary care physician to act like a health “coach” and prefer in-person communication, especially for their annual physical and when they are sick versus when they are well.
Executive Summary

The Internet: Friend or Foe?

• The Internet is a top health resource, but there is some question about its value and whether it does more harm than good. The Internet is the second most popular source of information about health, following only an HCP. Half of U.S. adults research immediately online (it’s the first thing they do) when they have a question about their health.

• But there is some question about the value, in particular for social media, and whether it does more harm than good in supporting health. The majority of Americans feel that social media is more harmful (than helpful) to their health. That said, nearly 1 in 10 admit they use social media to make diagnoses for themselves or a loved one.

• Online is one – but not the only – avenue to rate quality and is not seen as altogether reliable. 3 in 10 use online tools like reviews to assess quality of healthcare – on par with other healthcare providers and hospital rankings. That said, about 2 in 3 think online reviews of doctors should be taken with a grain of salt.
Executive Summary

Clear Priority – But Lack of Action, Other Than Dialogue – For End-of-life Care

• Almost everyone (94%) feels that planning for end-of-life care is important (more than for other life events like a wedding or pregnancy) and that they personally shouldn’t sit back and wait until they are sick or dealing with a life-altering illness to think about end-of-life care. There is no consensus about how often is appropriate to evaluate plans for end-of-life: some do it on a yearly or every few years basis while a few wait for major, life-changing events.

• But, most recognize they personally are responsible for making these end-of-life decisions, either on their own or together with their family and/or healthcare provider. With that in mind, the majority have had conversations with others (predominantly their spouse/partner) about end-of-life care and/or medical care if they can’t advocate for themselves. And because they have opened this dialogue, most believe their wishes will be honored. Like with reviewing and analyzing plans, there doesn’t appear to be any real uniformity about the best time to talk to loved ones about end-of-life wishes and preferences. Feelings are all over the map – with almost half (46%) believing that anytime is fine.

• Despite the stated priority, many adults either don’t feel equipped to start the planning now or don’t feel like it’s reached an urgent phase. Over 1 in 3 say they don’t yet feel the need to start planning for end-of-life at this stage of their life. And, about 4 in 10 admit they wouldn’t even know where to begin thinking about it. Many have not yet put together a living will or a will/testament.
Executive Summary

*Story by Gender*

- While men are more likely to say they are in good shape, women are more likely to have more barriers to being and staying healthy. Spending more time on sedentary activities, family responsibilities, and having a lot of stress are all factors that are greater for women.

- Women are more likely to rely on HCPs and other sources while men are more likely to say they avoid going to the doctor if at all possible. Women are more likely to visit and rely on their PCP/HCP, and they are more likely to turn to other resources for their health such as walk-in clinics, homeopathic/alternative medicine, and the Internet.

- Women are more likely to say that end-of-life care and planning is important and that anytime is the best time to talk about it. However, men are more likely to have specific measures currently in place and evaluate their plans annually.
Executive Summary

*Story by Generation*

- Younger adults are more concerned about their health because of eating habits (especially Millennials) and stress, while older adults are managing chronic health conditions. Younger adults (especially Millennials) have delayed a health-related event because of a life event at some point in their lives.

- Younger adults are more likely to say time and responsibilities are the reasons preventing them from being their healthiest. Further, this group is more likely to say they would take better care of themselves if they had more time.

- Older adults (especially Matures) are more likely to see a PCP annually and immediately when sick and give them an “A” in terms of care received. They are also more likely to prefer them over walk-in clinics, find them valuable in treating health conditions, and prefer them to act like a health coach. Younger adults are more likely to avoid doctors if possible and not see one routinely. They are more likely to go only if they need a prescription. That said, they find homeopathic remedies valuable and lean on online resources for information about their health and healthcare.

- Younger adults (especially Millennials) say they wouldn’t know where to start planning for end-of-life care. However, they also are more likely to think it is not necessary until faced with life-limiting illness and is not important at this stage in their life (more likely to believe best time is in their 40s).
Detailed Findings
Overall Health
Healthiest Days Are In the Past

Americans feel they were at their healthiest around 21 years ago—at age 27, typically.
Many Are Currently Concerned About Health

While more than 3 in 4 Americans describe their current overall health as “excellent or good”, nearly half say they are very or somewhat concerned about their health right now.

**General Overall Health Perception**

- Excellent/Good NET: 77%
- Fair/Poor NET: 23%

**Overall Health Concern**

- Very/Somewhat Concerned NET: 46%
- Not very/Not at all Concerned NET: 54%

**Groups Most Concerned about Health**

- Heavy Internet Users: 53%
- Sandwiched Caregivers: 59%
- Have Comorbid Conditions: 54%

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**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q603  How would you describe your current overall health?
Q605  How concerned are you about your health right now?
Most Give Passing Grade for Staying Healthy

Three quarters of Americans give themselves a B/C grade in terms of being healthy. However, less than 1 in 5 give themselves an A, while fewer say they are failing.

Grade Given in Terms of Staying Healthy

- A/B: 61%
- B/C: 75%
- D/F: 17%
- 1%

Those with comorbid conditions (10%) are more likely to rate themselves a D/F.

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Mixed Feelings About Current Health

Nearly half of Americans say they are fine overall with areas they can work on and 1 in 3 say their health could be better. Less than 1 in 10 feel they are in their best shape or not healthy at all.

Feelings About Health Today

- **47%**: Overall, I'm fine, but I have areas I can work on
- **34%**: My health could be better
- **27%**: I'm in good shape
- **21%**: I have work to do in order to be healthy
- **18%**: I'm fine today, but I'm worried that I might get sick in the future
- **5%**: I'm in the best shape of my life
- **5%**: I'm not healthy at all
- **1%**: None of these

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q720: How do you feel about your health today? Please select all that apply.
Concerns/Barriers
Majority of Americans Have Health Concerns

More than 2 in 5 say their biggest concern is lack of exercise, while around 3 in 10 say lack of sleep, not eating well, stress, or family history are the reasons they are concerned.

Reasons Concerned About Health

- Lack of exercise: 43%
- Not sleeping well: 32%
- Not eating well: 31%
- I have a lot of stress: 30%
- Family history: 30%
- I am managing a chronic health condition: 22%
- Other: 6%
- I am not concerned about my health: 15%

Have Some Concern (NET): 85%

Those with comorbid conditions (91%) are more likely to have some concern.

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q725 For which of the following reasons, if any, are you concerned about your health? Please select all that apply.
Americans Feel Prevented From Being Healthy

Three quarters of Americans say there is some barrier to being their healthiest self. Most commonly, these barriers are lack of interest/motivation, time, cost, and responsibilities.

### Factors That Prevent Being Healthiest Self

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest or motivation</td>
<td>33%</td>
</tr>
<tr>
<td>Time</td>
<td>30%</td>
</tr>
<tr>
<td>Cost</td>
<td>27%</td>
</tr>
<tr>
<td>Responsibilities (e.g., family/children, job)</td>
<td>24%</td>
</tr>
<tr>
<td>Availability of food choices</td>
<td>16%</td>
</tr>
<tr>
<td>Insurance coverage</td>
<td>8%</td>
</tr>
<tr>
<td>Where I live</td>
<td>7%</td>
</tr>
<tr>
<td>Spouse, significant other is a bad influence</td>
<td>6%</td>
</tr>
<tr>
<td>Friends or family are a bad influence</td>
<td>6%</td>
</tr>
<tr>
<td>Lack of knowledge about being/staying healthy</td>
<td>5%</td>
</tr>
<tr>
<td>Access to healthcare</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Nothing prevents me from being my healthiest self</td>
<td>24%</td>
</tr>
</tbody>
</table>

*BASE: ALL QUALIFIED RESPONDENTS (n=2104)

Q730 Which of the following, if any, prevents you from being your healthiest self? Please select all that apply.*
Time Seen As A Barrier For Many Americans

Almost half feel that they would take better care of themselves if they had more time to, especially Sandwiched Caregivers, Hispanics, and African Americans.

47%
Strongly/Somewhat Agree

I would take better care of myself if I had more time to do so.

Hispanic: 52%
African American: 53%
Sandwiched Caregivers: 70%

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q840 How much do you agree or disagree with each of the following statements?
However, They Spend More Time Being Sedentary

Americans spend nearly 4 hours per day watching TV and 2.5 hours sitting at a desk at work—much more so than time spent per day exercising.

**Average Number of Minutes Per Day Spent on Activities**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average Minutes per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>230</td>
</tr>
<tr>
<td>Sitting at desk at work</td>
<td>154</td>
</tr>
<tr>
<td>Social media</td>
<td>82</td>
</tr>
<tr>
<td>Driving</td>
<td>70</td>
</tr>
<tr>
<td>Exercising</td>
<td>63</td>
</tr>
</tbody>
</table>

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q700 Approximately how many minutes/hours per day do you spend on each of the following? If you are not sure, please provide your best estimate.
Life Events Have Taken Priority For Some

Most commonly, Americans have postponed their annual check-ups, mammograms, or colonoscopies in the past due to a life event. Of those who have never postponed a health-related event, 2 in 3 would do so depending on the event.

**Postponed Non-Emergency Health-Related Events Because of Life Event**

- Annual check-up: 21%
- Getting a mammogram*: 11%
- Colonoscopy: 7%
- Elective surgery (e.g., cosmetic surgery): 3%
- Medically necessary surgery (e.g., tumor dissection, mastectomy): 3%
- Trying to conceive a child: 2%
- Chemotherapy: 1%
- Radiation therapy: 1%
- Other: 1%

**Ever Postponed Non-Emergency Health-Related Event (NET): 29%**

- Comorbid Conditions: 32%
- Sandwiched Caregivers: 47%

I have never postponed or scheduled a non-emergency health-related event or procedure because of or around a life event.

*BASE: FEMALES (n=1218)

BASE: ALL QUALIFIED RESPONDENTS (n=2104)

Q845 Have you ever postponed or scheduled any non-emergency health-related events or procedures because of or around a life event (such as a birthday, wedding, holiday, vacation, season/time of year, career, etc.)? Please select all that apply.

BASE: NEVER POSTPONED OR SCHEDULED AROUND LIFE EVENT (n=1518)

Q850 Would you ever postpone a non-emergency health-related event or procedure for a life event (such as a birthday, wedding, holiday, vacation, season/time of year, career, etc.)?

**Would You Ever?**

- Depends on the health-related event or procedure: 49%
- It depends on the life event: 18%
- Yes, definitely: 13%
- No, definitely not: 20%

**Depends (NET): 67%**

**I have never postponed or scheduled a non-emergency health-related event or procedure because of or around a life event.**

71%
Vacations Top Reason For Health Event Delay

About 3 in 10 Americans say that vacations, birthdays, or an event for their children would impact their decision to postpone a non-emergency health-related event.

### Life Events That Would Impact Decision To Postpone Health-Related Event

<table>
<thead>
<tr>
<th>Event</th>
<th>Impact Percentage</th>
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</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>38%</td>
</tr>
<tr>
<td>Wedding</td>
<td>31%</td>
</tr>
<tr>
<td>Child's graduation</td>
<td>30%</td>
</tr>
<tr>
<td>Career/work</td>
<td>26%</td>
</tr>
<tr>
<td>Holiday</td>
<td>23%</td>
</tr>
<tr>
<td>Child's birthday</td>
<td>21%</td>
</tr>
<tr>
<td>Spouse/partner's birthday</td>
<td>18%</td>
</tr>
<tr>
<td>Some other event for child (e.g., recital, sporting event)</td>
<td>17%</td>
</tr>
<tr>
<td>My birthday</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>None</td>
<td>34%</td>
</tr>
</tbody>
</table>

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

**Q855** Which of the following life events, if any, would impact your decision to postpone a non-emergency health-related event or procedure? Please select all that apply.
Action
Most Feel Being Healthy In General Is Important

The vast majority of Americans feel it is important to be healthy in general, not just get better when they are sick, with about 6 in 10 strongly agreeing with this.

It is important to me to be healthy in general, not just “get better” when I’m sick.

- 93% Strongly/Somewhat Agree
- 59% Strongly Agree

Sandwiched Caregivers are less likely to agree with this (85%)

Comorbid Conditions: 95%
Americans Feel Personally Responsible For Health

Nearly all Americans believe they are responsible for keeping themselves healthy, not their doctor.

**Statement That Closest Reflects Opinion**

- **I am responsible for keeping myself healthy.**
  - 96%

- **My doctor is responsible for keeping me healthy.**
  - 4%

**Sandwiched Caregivers: 11%**
However, Not All Americans Visit HCPs Regularly

Nearly 3 in 10 Americans do not visit a PCP on a routine basis (at least once a year), while even more do not visit a dentist or eye care professional routinely. Surprisingly, 2 in 3 women do not visit an OB/GYN annually.

### HCPs Visited on Routine Basis

- **Primary care/family medicine doctor (PCP):** 71%
- **Dentist or dental hygienist:** 57%
- **Eye care professional:** 46%
- **OB/GYN:** 34%
- **Psychologist/psychiatrist/behavioral health specialist:** 9%
- **Homeopathic medical provider:** 2%
- **Other:** 9%
- **None:** 14%

*BASE: FEMALES (n=1218)*

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q800 Which of the following health care professionals, if any, do you visit on a routine basis (i.e., at least once a year)? Please select all that apply.
Physicals Are Not Necessary For Some

One quarter of Americans do not feel an annual physical is needed. Further, more than 1 in 3 Sandwiched Caregivers feel this way.

25%

Strongly/Somewhat Agree

An annual physical is not necessary.

Sandwiched Caregivers are more likely to agree with this (35%)
Those with comorbid conditions are less likely to agree with this (21%)

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q840 How much do you agree or disagree with each of the following statements?
Many See A Doctor Only When Necessary

More than 1 in 3 Americans will avoid going to a doctor if at all possible, while one third only go if they think they will need a prescription and 4 in 10 believe it is only necessary if they are sick.

### Extent Statement Describes Self

<table>
<thead>
<tr>
<th>Statement</th>
<th>Describes Completely/ A lot (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe going to the doctor is only necessary when I am sick</td>
<td>40%</td>
</tr>
<tr>
<td>I avoid going to the doctor if at all possible</td>
<td>37%</td>
</tr>
<tr>
<td>I only go to the doctor if I think I might need a prescription</td>
<td>34%</td>
</tr>
</tbody>
</table>

- **40%**
  - **17%** Describes completely
  - **23%** Describe a lot
  - **28%** Describes a little
  - **31%** Does not describe at all

- **37%**
  - **16%** Describes completely
  - **20%** Describe a lot
  - **28%** Describes a little
  - **35%** Does not describe at all

- **34%**
  - **12%** Describes completely
  - **22%** Describe a lot
  - **24%** Describes a little
  - **43%** Does not describe at all

Those with comorbid conditions are **less** likely to say this (36%)

Those with comorbid conditions are **less** likely to say this (33%)

Hispanics (43%) and Sandwiched Caregivers (49%) are **more** likely to say this
Majority Will Wait To See Doctor When Sick

When they are sick, more than 4 in 5 Americans wait to see if it goes away while less than 1 in 5 will go to a doctor immediately.

Statement That Closest Reflects Opinion

When I’m sick, I wait to see if it goes away.

82%

When I’m sick, I go to the doctor immediately.

18%

White: 85%
African American: 29%
Hispanic: 24%

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q825c For each of the following pairs of statements, please indicate which one most closely reflects your opinion.
Knowledge
Confidence in Knowledge About Health Varies

More than half of Americans feel they have all the information they need to make their healthcare decisions. However, only about 1 in 5 say they don’t need a healthcare professional’s advice on how to stay healthy.

Over half (55%)
Say they have all the information they need to make their own healthcare decisions

About 1 in 5 (22%)
Don’t need advice from a healthcare professional on how to stay healthy

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q840  How much do you agree or disagree with each of the following statements?
Q820  How much does each of the following describe you?
Majority Will Read Materials If Provided

More than 8 in 10 Americans say that they read materials their doctor gives them when diagnosed with a health condition as soon as possible.

If my doctor provides me with material when diagnosed with a health condition, I read it as soon as possible.

87% Agree (Strongly/Somewhat)

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q840 How much do you agree or disagree with each of the following statements?
Fewer Proactively Seek Out Information

Only 1 in 3 Americans say they continuously seek out the latest advice and information to keep healthy. African Americans, Hispanics, and Sandwiched Caregivers are more likely to do so.

One-third (34%) say they continuously seek out the latest advice and information to keep healthy.

Groups More Likely to Say Describes Completely/A Lot
- African American: 49%
- Hispanic: 45%
- Sandwiched Caregivers: 53%
HCP Relationship
More than 9 in 10 Americans think their own personal lifestyle choices, PCPs, and medical specialists are valuable in preventing and treating chronic health conditions.

### Value in Preventing/Treating Chronic Health Conditions

<table>
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<tr>
<th></th>
<th>Very/Somewhat Valuable</th>
<th>Very valuable</th>
<th>Somewhat valuable</th>
<th>Not very valuable</th>
<th>Not at all valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal lifestyle choices</td>
<td>96%</td>
<td>67%</td>
<td>28%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Primary care/family medicine doctor</td>
<td>94%</td>
<td>68%</td>
<td>34%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Medical specialist</td>
<td>92%</td>
<td>57%</td>
<td>34%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>78%</td>
<td>28%</td>
<td>51%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Walk-in clinic</td>
<td>68%</td>
<td>22%</td>
<td>47%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Homeopathic remedies</td>
<td>56%</td>
<td>14%</td>
<td>41%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>An alternative medicine or homeopathic provider</td>
<td>54%</td>
<td>15%</td>
<td>39%</td>
<td>29%</td>
<td>17%</td>
</tr>
</tbody>
</table>

- **Sandwiched Caregivers** are less likely to find PCPs valuable (88%)
- **Those with comorbid conditions** are more likely to find PCPs valuable (95%)

**BASE:** ALL QUALIFIED RESPONDENTS (n=2104)
Majority Prefer PCP For Treatment

Around 3 in 4 Americans would rather see their PCP when they are sick versus going to a walk-in clinic, and prefer their PCP to treat them, not just any doctor.

**Statement That Closest Reflects Opinion**

- When I’m sick, I would rather see my primary care physician than go to a walk-in clinic. 73%
- When I’m sick, walk-in clinics serve my healthcare needs just as well as primary care physicians. 27%
- I prefer my primary care physician to treat me. 78%
- I don’t need a primary care physician, any doctor can treat me. 22%

Those with comorbid conditions are more likely to say this (76%) and (83%).
Quality Healthcare Is Personal and Care-Related

More than 7 in 10 Americans define healthcare as effective treatment, being treated well/with respect, and being kept fully informed. Similar proportions define it as receiving the care they expect and being treated as a person.

**Definition of “Quality Healthcare”**

- Treatment is effective: 77%
- I am treated well/with respect: 74%
- I am kept fully informed: 71%
- Receive the care I expect: 69%
- Treats me as a person not a patient: 69%
- Provides me with preventative health information: 57%
- Friendly office staff: 55%
- Takes a very short time to get in to see the doctor: 53%
- All my tests/bloodwork can be done in the same place: 53%
- My care is coordinated: 50%
- I am in and out of appointments quickly: 44%
- Low infection rates: 39%
- Receive the medications I want: 31%
- Temperature in room is comfortable: 29%
- Doctor or hospital's rankings and reviews: 28%
- Other: 3%
- None: 3%

BASE: ALL QUALIFIED RESPONDENTS (n=2104)

Q830 How do you define “quality healthcare”? Please select all that apply.
PCP Graded High By Most

More than 4 in 5 would give the PCP they see on a routine basis an A/B grade, with nearly half giving them an A.

![Grade Given for Care Received from PCP](chart)

- **A/B:** 86%
- **A:** 48%
- **B:** 11%
- **C:** 2%
- **D:** 1%
- **F:** 1%

**Groups Less Likely to Rate PCP A/B**
- Comorbid Conditions: 85%
- Sandwiched Caregivers: 71%
Majority Prefer PCP To Be Their Health Coach

Over 2 in 3 say they would prefer their PCP to act like their healthcare “coach”.

67%

Say they prefer their primary care physician to act like a healthcare “coach”

Light Internet Users: 72%
And, They Prefer In-Person Communication

Regardless of whether they are going in for an annual physical, when they are sick, or when they are well, Americans prefer to communicate with their PCP in-person.

**Preferred Method of PCP Communication**

<table>
<thead>
<tr>
<th>Situation</th>
<th>In person</th>
<th>By phone</th>
<th>E-visit</th>
<th>By email</th>
<th>Video visit</th>
<th>Web chat</th>
<th>Another way</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual physical</td>
<td>85%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When sick</td>
<td>73%</td>
<td></td>
<td></td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>When feeling well</td>
<td>45%</td>
<td>18%</td>
<td>6%</td>
<td>14%</td>
<td>3%</td>
<td>3%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Note:** See PCP on routine basis (n=1595)

Q810 In each situation, how do you most prefer to communicate with the primary care/family medicine doctor (PCP) you see on a routine basis? Please select one per column.
Role Of The Internet
Many Rely On Internet For Health Information

Although HCPs are the primary source relied on by nearly 2 in 3 Americans, more than 2 in 5 rely on some online source to get information about their health.

**Sources Relied on to Get Health Information**

- **Primary care/family medicine doctor (PCP)**
  - Sources relied on: 60%
  - Primary source relied on: 67%
- **Online searches**
  - Sources relied on: 15%
  - Primary source relied on: 38%
- **Friends and family**
  - Sources relied on: 7%
  - Primary source relied on: 31%
- **OB/GYN***
  - Sources relied on: 6%
  - Primary source relied on: 30%
- **Health magazines**
  - Sources relied on: 2%
  - Primary source relied on: 18%
- **Walk-in clinic**
  - Sources relied on: 2%
  - Primary source relied on: 10%
- **Nurse**
  - Sources relied on: 2%
  - Primary source relied on: 18%
- **TV shows**
  - Sources relied on: 2%
  - Primary source relied on: 13%
- **Social media**
  - Sources relied on: 1%
  - Primary source relied on: 8%
- **Wearable technology**
  - Sources relied on: 1%
  - Primary source relied on: 8%
- **Fitness/gym trainer(s)**
  - Sources relied on: 1%
  - Primary source relied on: 10%
- **Insurance company**
  - Sources relied on: 1%
  - Primary source relied on: 7%
- **Blogs**
  - Sources relied on: 1%
  - Primary source relied on: 3%
- **Support groups**
  - Sources relied on: 1%
  - Primary source relied on: 1%
- **Other**
  - Sources relied on: 3%
  - Primary source relied on: 5%
- **None**
  - Sources relied on: 9%

**Groups Less Likely to Primarily Rely on PCP**

- **Hispanic**: 49%
- **Sandwiched Caregivers**: 39%

---

*BASE: FEMALES (n=1218)

**BASE: ALL QUALIFIED RESPONDENTS** (n=2104)

Q710 Which of the following sources, if any, do you rely on to get information about your health? Please select all that apply.

*BASE: FEMALES (n=1136)

**BASE: RELY ON SOMETHING FOR HEALTH INFO** (n=1923)

Q712 And, which of these sources is the primary source you rely on to get information about your health? Please select one.
For Half, First Place To Search Is Online

Half of Americans say when they have a question about their health, the first thing they do is research it online. More than half of moderate to heavy Internet users do this.

Light Internet Users: 44%
Moderate Internet Users: 52%
Heavy Internet Users: 60%

When I have a question about my health, the first thing I do is research it online.

50%
Describes Completely/A Lot
Still, Most Think Social Media is Harmful

Nearly 2 in 3 say that social media is harmful (vs. helpful) to their health. And, only about 1 in 10 use social media to diagnose themselves or their loved ones.

**Statement That Closest Reflects Opinion**

- Social media is **harmful** to my health. (64%)
- Social media is **helpful** to my health. (36%)

**I use social media to diagnose myself or a loved one.**

- Light Internet Users: 33%
- Moderate Internet Users: 35%
- Heavy Internet Users: 44%
- Sandwiched Caregivers: 29%

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q825a  For each of the following pairs of statements, please indicate which one most closely reflects your opinion.

Q820  How much does each of the following describe you?
Online Also Used to Assess Quality Healthcare

3 in 10 Americans use some online source to determine or assess quality healthcare, behind friend/family referrals and HCPs. However, nearly 2 in 3 say these online reviews should be taken with a grain of salt.

Sources Relied on to Determine/Assess Quality Healthcare

- Referrals from friends and family: 42%
- Other healthcare providers: 31%
- Online reviews: 26%
- Hospital rankings: 26%
- News articles: 16%
- Health magazines: 10%
- Experts featured in the news: 10%
- TV shows: 8%
- Social media: 6%
- Blogs: 3%
- Other: 3%
- I never research quality healthcare: 29%

Online reviews of doctors should be taken with a grain of salt.

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q835 Which of the following sources, if any, do you rely on to determine/assess quality healthcare? Please select all that apply.
Q840 How much do you agree or disagree with each of the following statements?
End-Of-Life
End-Of-Life Planning Is Important

More than 9 in 10 think having a plan for end-of-life is important, with about half strongly agreeing with this.

Having a plan for end-of-life is important.

- 49% Strongly Agree

92%
Strongly/Somewhat Agree

Comorbid Conditions: 94%
However, Only Some Find It To Be Essential

Half of Americans say planning for end-of-life care is absolutely essential/extremely important, however, less so compared to planning for retirement. Further, only about 3 in 10 find it absolutely essential.

<table>
<thead>
<tr>
<th>Importance of Planning for Events</th>
<th>Absolutely Essential/Extremely Important (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement</td>
<td>64%</td>
</tr>
<tr>
<td>End-of-life care</td>
<td>50%</td>
</tr>
<tr>
<td>Medical emergency</td>
<td>50%</td>
</tr>
<tr>
<td>Pregnancy</td>
<td>45%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>39%</td>
</tr>
<tr>
<td>Funeral</td>
<td>39%</td>
</tr>
<tr>
<td>Wedding</td>
<td>36%</td>
</tr>
<tr>
<td>Vacation</td>
<td>31%</td>
</tr>
<tr>
<td>Other financial emergency</td>
<td>46%</td>
</tr>
</tbody>
</table>

African Americans are more likely to say planning for end-of-life is absolutely essential (43%).

Comorbid Conditions: 54% (Essential/Extremely Important)
Sandwiched Caregivers: 62% (Essential/Extremely Important)
No Consensus On Evaluating End-Of-Life Plans

One quarter say they evaluate their plans for end-of-life every few years, however, more than 2 in 5 have not made any end-of-life plans and a similar proportion say they wouldn’t know where to start thinking about these plans.

**Frequency of Evaluating End-of-Life Plans**

<table>
<thead>
<tr>
<th>Event</th>
<th>Frequency</th>
<th>Agreement with Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every few years</td>
<td>26%</td>
<td>Comorbid conditions: 29%</td>
</tr>
<tr>
<td>Every year</td>
<td>12%</td>
<td>Sandwiched Caregivers: 31%</td>
</tr>
<tr>
<td>After the death of a loved one</td>
<td>11%</td>
<td>Comorbid conditions: 14%</td>
</tr>
<tr>
<td>Upon serious illness of self or loved one</td>
<td>11%</td>
<td>Comorbid conditions: 13%</td>
</tr>
<tr>
<td>After a change in the home</td>
<td>7%</td>
<td>Sandwiched Caregivers: 17%</td>
</tr>
<tr>
<td>When a serious event occurs in the news</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>I have not made any end-of-life plans</td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>

**BASE:** ALL QUALIFIED RESPONDENTS (n=2104)

Q920 How often do you evaluate your plans for end-of-life? Please select all that apply.

Q940 How much do you agree or disagree with each of the following statements about end-of-life planning and care?
End-Of-Life Planning Not Priority For Some

More than 1 in 3 say it is not important for them to think about end-of-life planning at this stage in their life and one third feel it is only necessary to plan for if/when faced with a life-limiting condition or diagnosis.

% Agree
(Strongly/Somewhat)

It is not important for me to think about end-of-life planning at this stage in my life.

36%

It is only necessary to plan for end-of-life if/when faced with a life-limiting condition or diagnosis (e.g., cancer, Alzheimer’s disease).

33%

Those with comorbid conditions are less likely to agree (30%)

African American: 43%
Hispanic: 37%
Sandwiched Caregivers: 44%

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q940 How much do you agree or disagree with each of the following statements about end-of-life planning and care?
Most Have Something In Place For End-Of-Life

Nearly half currently have life insurance and/or 401k/retirement savings, followed by those who have a will/testament, verbal agreement, or living will in place.

% Currently Having in Place

- Life insurance: 49%
- 401k/retirement savings: 46%
- Will/testament: 37%
- Verbal agreement with spouse/significant other: 33%
- Living will: 30%
- Medical decision-maker: 27%
- Power of Attorney: 23%
- DNR order: 17%
- Identified guardian for dependents: 13%
- College savings plan: 11%
- Outlined plans for status of digital footprint following death: 4%
- Other: 2%
- None: 19%

Groups More Likely to Have Something in Place

- Comorbid Conditions: 87%
- White: 84%

BASE: ALL QUALIFIED RESPONDENTS (n=2104)
Q905 Which of the following, if any, do you currently have in place? Please select all that apply.
Majority Feel These Decisions Are Their Responsibility

Many feel that end-of-life decision making should be their responsibility alone, while one third feel these decisions should be made jointly with their family. Further, 1 in 5 think their HCP, family, and themselves should all be responsible.

Person Responsible for End-of-Life Decision Making

- I should be responsible: 45%
- My family and I should be jointly responsible: 33%
- My family, healthcare provider, and I should all be responsible: 20%
- My healthcare provider should be responsible: 1%
- Other: 1%

Comorbid Conditions: 23%
There Is No Best Time To Discuss End-Of-Life

Nearly half believe that anytime is the best time to talk to their loved ones about their end-of-life wishes and preferences.

**Best Time to Talk About End-of-Life Wishes/Preferences**

- Anytime: 46%
- Upon diagnosis of a serious/terminal illness/condition: 9%
- Yearly: 8%
- In my 50s: 8%
- In my 40s: 7%
- In my 60s: 6%
- In my 70s: 5%
- Prior to diagnosis of a serious/terminal illness/condition: 4%
- In my 80s: 1%
- Upon retirement: 1%
- After the death of a loved one: 1%
- Never: 4%

**BASE:** ALL QUALIFIED RESPONDENTS (n=2104)
**Q925** When do you believe is the best time to talk with your loved ones about your end-of-life wishes and preferences?
Majority Have Discussed Plans With Someone

Around 2 in 3 have discussed end-of-life plans with someone and even more have discussed their wishes for medical care in the event they are unable to speak for themselves. Most commonly, these discussions are with their spouse or partner.

**With Whom Discussed:**

**End-of-Life Care Plans**

- My spouse/partner: 43%
- My immediate family other than spouse/partner or children: 24%
- My child(ren): 23%
- An attorney: 10%
- My healthcare provider: 8%
- Someone else: 3%
- I have never discussed with anyone: 33%

**Wishes for Medical Care if Unable to Speak**

- My spouse/partner: 47%
- My immediate family other than spouse/partner or children: 27%
- My child(ren): 26%
- An attorney: 11%
- My healthcare provider: 10%
- Someone else: 3%
- I have never discussed with anyone: 27%

**BASE: ALL QUALIFIED RESPONDENTS (n=2104)**

Q935  With whom have you discussed your end-of-life care plans? Please select all that apply.
Q910  With whom, if anyone, have you discussed your wishes for medical care in the event you are unable to speak for yourself? Please select all that apply.
Majority Believe Their Wishes Will Be Honored

Because they have discussed them openly, 7 in 10 Americans believe their wishes for end-of-life care will be honored.

71%
Strongly/Somewhat Agree

My wishes will be honored because I have discussed them openly.
Story By Gender
Women Present More Barriers To Being Healthy

While men are more likely to say they are in good shape, women are more likely to have more barriers to being and staying healthy. More time spent on sedentary activities, family responsibilities, and stress are all factors that are greater for women.

Men are more likely to say they are in good shape (Q720)

- Men: 30%
- Women: 24%

Women are more likely to say...

- They spend more minutes per day on social media (Q700)
  - Men: 63
  - Women: 244

- They spend more minutes per day watching TV (Q700)
  - Men: 212
  - Women: 99

- They are concerned about their health because they have a lot of stress (Q725)
  - Men: 23%
  - Women: 37%

- Responsibilities prevent them from being their healthiest self (Q730)
  - Men: 19%
  - Women: 27%

- Vacation would impact the decision to postpone a health-related event (Q855)
  - Men: 34%
  - Women: 41%

- Child’s graduation would impact the decision to postpone a health-related event (Q855)
  - Men: 24%
  - Women: 34%
Women More Likely To Rely On HCPs, Other Sources

While men are more likely to say they avoid going to the doctor if at all possible, women are more likely to visit and rely on their PCP/HCP. Women are also more likely to turn to other resources for their health such as walk-in clinics, homeopathic/alternative medicine, and the Internet.

**Men are more likely to say they avoid going to the doctor if at all possible** (Q820)
- **40%**
- **34%**

**Women are more likely to say...**

- They **primarily rely on HCPs** to get information about their health (Q712)
  - **68%** for men
  - **61%** for women

- They **visit HCPs on a routine basis** (Q800)
  - **89%** for men
  - **83%** for women

- When sick, **walk-in clinics** serve healthcare needs just as well as PCP (Q825e)
  - **30%** for men
  - **24%** for women

- **Homeopathic remedies** are valuable in preventing/treating chronic conditions (Q815)
  - **62%** for men
  - **48%** for women

- **Alternative medicine or homeopathic providers** are valuable in preventing/treating chronic conditions (Q815)
  - **59%** for men
  - **48%** for women

- When they have a question about their health, the first thing they do is **research it online** (Q820)
  - **53%** for men
  - **46%** for women

BASE: MALE (N=886); FEMALE (N=1218)
End-Of-Life Action More Likely With Men

Women are more likely to say that end-of-life care and planning is important and that anytime is the best time to talk about it. However, men are more likely to have specific measures currently in place and evaluate their plans annually.

**Women are more likely to say...**
- Planning for end-of-life care is **absolutely essential** (Q900)
  - 33% Women
  - 25% Men
- Having a plan for end-of-life care is **important** (Q940)
  - 94% Women
  - 90% Men
- **Anytime** is the best time to talk to loved ones about end-of-life (Q925)
  - 53% Women
  - 39% Men

**Men are more likely to say...**
- They currently have **life insurance** (Q905)
  - 54% Men
  - 45% Women
- They currently have **401k/retirement savings** (Q905)
  - 52% Men
  - 42% Women
- Evaluate their plans for end-of-life **every year** (Q920)
  - 16% Men
  - 8% Women

BASE: MALE (N=886); FEMALE (N=1218)
Story by Generation

Please Note:

Younger Adults includes Millennials (18-35) & Gen-X (35-50)

Older Adults includes Baby Boomers (51-69) & Matures (70+)
Younger Adults Effected By Lifestyle Factors

Younger adults are more likely to be concerned about their health because of eating habits (especially Millennials) and stress, while older adults are managing chronic health conditions. Younger adults (especially Millennials) have delayed a health-related event because of a life event at some point in their lives.

**Reasons For Being Concerned About Their Health**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Millennials</th>
<th>Gen-X</th>
<th>Baby Boomers</th>
<th>Mature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not eating well</td>
<td>46%</td>
<td>35%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>I have a lot of stress</td>
<td>43%</td>
<td>36%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>I am managing a chronic health condition</td>
<td>12%</td>
<td>14%</td>
<td>32%</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Younger adults** are more likely to say:

- Not eating well: 35%
- I have a lot of stress: 36%
- I am managing a chronic health condition: 33%

**Older adults** are more likely to state:

- Have Postponed Some Health-Related Event Because of Life Event (Q845)

- Millennials: 37%
- Gen-X: 28%
- Baby Boomers: 27%
- Mature: 20%

**ARROW INDICATES GROUP IS SIGNIFICANTLY GREATER THAN ALL OTHER GROUPS**

BASE: Millennials (N=419); GEN-X (N=460); BABY BOOMERS (N=886); MATURES (N=339)
Time More Of A Barrier In Younger Adults

Younger adults are more likely to say time and responsibilities are the reasons preventing them from being their healthiest. Further, this group is more likely to say they would take better care of themselves if they had more time.

**Younger adults** are more likely to state:

- **Reasons Preventing Healthiest Self (Q730)**
  - Time: 45% (Millennials 16%, Gen-X 6%, Baby Boomers 6%, Mature 6%)
  - Responsibilities: 33% (Millennials 13%, Gen-X 6%, Baby Boomers 6%, Mature 6%)
  - Nothing: 40% (Millennials 14%, Gen-X 18%, Baby Boomers 30%, Mature 40%)

**Older adults** are more likely to state:

- **Younger adults** are more likely to agree:
  - "I would take better care of myself if I had more time to do so." (Q840)
  - 66% (Millennials 66%, Gen-X 63%, Baby Boomers 31%, Mature 14%)

*Arrow indicates group is significantly greater than all other groups*

BASE: Millennials (N=419); GEN-X (N=460); BABY BOOMERS (N=886); MATURES (N=339)
Older Adults See, Prefer, Rely On PCP More

Older adults (especially Matures) are more likely to see a PCP annually and immediately when sick and give them an “A” in terms of care received. They are also more likely to prefer them over walk-in clinics, find them valuable in treating health conditions, and prefer them to act like a health coach.

older adults are more likely to...

- Find PCP valuable in preventing/treating health conditions (Q815)
- See a PCP on a regular basis (Q800)
- Prefer their PCP to treat them (Q825d)
- Use PCP as primary source for health information (Q712)
- Rather see PCP than a walk-in clinic when sick (Q825e)
- Prefer their PCP to act like a health coach (Q840)
- Give their PCP an A grade (Q805)
- Go to the doctor immediately when they are sick (Q825c)

ARROW indicates group is significantly greater than all other groups

BASE: Millennials (N=419); Gen-X (N=460); Baby Boomers (N=886); Matures (N=339)
Younger adults are more likely to avoid doctors if possible and not see one routinely. They are more likely to go only if they need a prescription. That said, they find homeopathic remedies valuable and lean on online resources for information about their health and healthcare.

**Younger adults are more likely to...**

- Avoid going to the doctor if at all possible (Q820)
  - Millennials: 45%
  - Gen-X: 44%
  - Baby Boomers: 32%
  - Mature: 18%

- Only go to the doctor if they think they might need a prescription (Q820)
  - Millennials: 47%
  - Gen-X: 40%
  - Baby Boomers: 25%
  - Mature: 17%

- Not see any HCP routinely (Q800)
  - Millennials: 20%
  - Gen-X: 18%
  - Baby Boomers: 10%
  - Mature: 1%

- Find homeopathic remedies valuable in treating health conditions (Q815)
  - Millennials: 63%
  - Gen-X: 64%
  - Baby Boomers: 50%
  - Mature: 39%

- Use online as primary source for health information (Q712)
  - Millennials: 21%
  - Gen-X: 21%
  - Baby Boomers: 14%
  - Mature: 4%

- Research online first when they have a question about their health (Q820)
  - Millennials: 62%
  - Gen-X: 54%
  - Baby Boomers: 44%
  - Mature: 33%

- Use online reviews to determine/assess quality healthcare (Q835)
  - Millennials: 36%
  - Gen-X: 25%
  - Baby Boomers: 22%
  - Mature: 15%

- Use social media to determine/assess quality healthcare (Q835)
  - Millennials: 13%
  - Gen-X: 6%
  - Baby Boomers: 4%
  - Mature: 1%

**Spend more minutes per day on social media:**
- Millennials: 128 / Gen-X: 83
- Baby Boomers: 61 / Mature: 41 (Q700)
Older Adults More Likely To Plan For End-Of-Life

Not surprisingly, older adults (especially Matures) are more likely to have discussed their wishes for medical care and their end-of-life plans with someone. They are also more likely to currently have many end-of-life items already in place.
EoL Planning Not Important To Younger Adults Now

Younger adults (especially Millennials) say they wouldn’t know where to start planning for end-of-life care. However, they also are more likely to think it is not necessary until faced with life-limiting illness and is not important at this stage in their life (more likely to believe best time is in their 40s).

**Younger adults are more likely to agree…**

- They wouldn’t know where to start when thinking about end-of-life care
- It is not important to think about end-of-life planning at this stage of their lives
- Only necessary to plan for end-of-life if/when faced with a life-limiting condition or diagnosis

**Younger adults are more likely to say the best time to talk to loved ones about end-of-life wishes is in their 40s**

*(Q925)*
Demographics
### Demographics

#### Gender

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
</tr>
</tbody>
</table>

#### Age

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 35</td>
<td>28%</td>
</tr>
<tr>
<td>36 – 50</td>
<td>26%</td>
</tr>
<tr>
<td>51 – 69</td>
<td>33%</td>
</tr>
<tr>
<td>70+</td>
<td>14%</td>
</tr>
<tr>
<td>Mean</td>
<td>48.5</td>
</tr>
<tr>
<td>Median</td>
<td>48</td>
</tr>
</tbody>
</table>

#### Region

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>23%</td>
</tr>
<tr>
<td>Midwest</td>
<td>23%</td>
</tr>
<tr>
<td>South</td>
<td>32%</td>
</tr>
<tr>
<td>West</td>
<td>22%</td>
</tr>
</tbody>
</table>

#### Number of People 18 or older in HH

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>74%</td>
</tr>
<tr>
<td>3-4</td>
<td>23%</td>
</tr>
<tr>
<td>5+</td>
<td>3%</td>
</tr>
<tr>
<td>Mean</td>
<td>2.3</td>
</tr>
<tr>
<td>Median</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Number of People Under 18 in HH

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>67%</td>
</tr>
<tr>
<td>1-2</td>
<td>27%</td>
</tr>
<tr>
<td>3-4</td>
<td>5%</td>
</tr>
<tr>
<td>5+</td>
<td>1%</td>
</tr>
<tr>
<td>Mean</td>
<td>0.6</td>
</tr>
<tr>
<td>Median</td>
<td>0</td>
</tr>
</tbody>
</table>

#### Children Under 18 Whom You Are Parent/Guardian

<table>
<thead>
<tr>
<th>Total</th>
<th>Has at least one child in household</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>13%</td>
</tr>
<tr>
<td>1-2</td>
<td>71%</td>
</tr>
<tr>
<td>3-4</td>
<td>14%</td>
</tr>
<tr>
<td>5+</td>
<td>3%</td>
</tr>
<tr>
<td>Mean</td>
<td>1.6</td>
</tr>
<tr>
<td>Median</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Provide Unpaid Care for People

<table>
<thead>
<tr>
<th>Total</th>
<th>Unweighted Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse or partner</td>
<td>8%</td>
</tr>
<tr>
<td>My parents(s)</td>
<td>7%</td>
</tr>
<tr>
<td>Another relative (or in-law)</td>
<td>5%</td>
</tr>
<tr>
<td>My grandparent(s)</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>None</td>
<td>78%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### Age of Child(ren)

<table>
<thead>
<tr>
<th>Total</th>
<th>Parent/guardian of one child</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 years old or younger</td>
<td>40%</td>
</tr>
<tr>
<td>6-12 years old</td>
<td>56%</td>
</tr>
<tr>
<td>13-17 years old</td>
<td>42%</td>
</tr>
</tbody>
</table>
### Demographics

#### Race/Ethnic Background

<table>
<thead>
<tr>
<th>Race/Ethnic Background</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted Base</strong></td>
<td>2104</td>
</tr>
<tr>
<td>White</td>
<td>66%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>14%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>12%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>5%</td>
</tr>
<tr>
<td>Native American or Alaskan Native</td>
<td>1%</td>
</tr>
<tr>
<td>Some other race</td>
<td>2%</td>
</tr>
<tr>
<td>Decline to Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### Employment Status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted Base</strong></td>
<td>2104</td>
</tr>
<tr>
<td><strong>EMPLOYED (NET)</strong></td>
<td>58%</td>
</tr>
<tr>
<td>Employed full time</td>
<td>40%</td>
</tr>
<tr>
<td>Employed part time</td>
<td>10%</td>
</tr>
<tr>
<td>Self-employed part time</td>
<td>2%</td>
</tr>
<tr>
<td>Self-employed full time</td>
<td>5%</td>
</tr>
<tr>
<td>Not employed, unable to work due to a disability or illness</td>
<td>6%</td>
</tr>
<tr>
<td>Not employed, but looking for work</td>
<td>4%</td>
</tr>
<tr>
<td>Not employed and not looking for work</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>19%</td>
</tr>
<tr>
<td>Stay-at-home spouse or partner</td>
<td>6%</td>
</tr>
<tr>
<td>Student</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Current Health Insurance

<table>
<thead>
<tr>
<th>Current Health Insurance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted Base</strong></td>
<td>2104</td>
</tr>
<tr>
<td>Health care through my job or union</td>
<td>36%</td>
</tr>
<tr>
<td>Medicare or a Medicare HMO (a government plan that pays health care bills for people age 65 and older and for some people with disabilities)</td>
<td>25%</td>
</tr>
<tr>
<td>Health care through someone else’s job or union</td>
<td>15%</td>
</tr>
<tr>
<td>Medicaid, a Medicaid HMO, Medi-Cal or public aid (government plans that pay health care bills for people who meet certain financial rules)</td>
<td>9%</td>
</tr>
<tr>
<td>Health care through healthcare.gov or a state-based exchange</td>
<td>7%</td>
</tr>
<tr>
<td>Health care through the individual market (individual, family, or small business) but not through healthcare.gov or a state-based exchange (for example, through a private insurance company, an online insurance seller, or an agent or broker)</td>
<td>7%</td>
</tr>
<tr>
<td>Veteran Affairs (VA) benefits from my own service or through my spouse</td>
<td>3%</td>
</tr>
<tr>
<td>Some other type of health plan or coverage</td>
<td>7%</td>
</tr>
<tr>
<td>I don’t have health insurance</td>
<td>8%</td>
</tr>
</tbody>
</table>

#### Time Spent on Internet Per Week

<table>
<thead>
<tr>
<th>Time Spent on Internet Per Week</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted Base</strong></td>
<td>2104</td>
</tr>
<tr>
<td>Less than 1 hour</td>
<td>4%</td>
</tr>
<tr>
<td>1-4 hours</td>
<td>21%</td>
</tr>
<tr>
<td>5-9 hours</td>
<td>26%</td>
</tr>
<tr>
<td>10-19 hours</td>
<td>22%</td>
</tr>
<tr>
<td>20 hours or more</td>
<td>27%</td>
</tr>
</tbody>
</table>
# Demographics

<table>
<thead>
<tr>
<th>Health Condition Diagnoses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Unweighted Base</em></td>
<td>2104</td>
</tr>
<tr>
<td>Hypertension or high blood pressure</td>
<td>25%</td>
</tr>
<tr>
<td>High cholesterol</td>
<td>25%</td>
</tr>
<tr>
<td>Seasonal allergies</td>
<td>24%</td>
</tr>
<tr>
<td>Arthritis</td>
<td>17%</td>
</tr>
<tr>
<td>Depression</td>
<td>16%</td>
</tr>
<tr>
<td>Anxiety</td>
<td>15%</td>
</tr>
<tr>
<td>Other allergies</td>
<td>13%</td>
</tr>
<tr>
<td>Type 2 Diabetes</td>
<td>11%</td>
</tr>
<tr>
<td>Migraines or chronic headaches</td>
<td>9%</td>
</tr>
<tr>
<td>Heart attack</td>
<td>4%</td>
</tr>
<tr>
<td>Fibromyalgia</td>
<td>3%</td>
</tr>
<tr>
<td>Stroke</td>
<td>2%</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>1%</td>
</tr>
<tr>
<td>Other chronic health condition</td>
<td>16%</td>
</tr>
<tr>
<td>None</td>
<td>32%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Unweighted Base</em></td>
<td>2104</td>
</tr>
<tr>
<td><strong>HIGH SCHOOL OR LESS (NET)</strong></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>1%</td>
</tr>
<tr>
<td>Completed some high school</td>
<td>8%</td>
</tr>
<tr>
<td>Completed high school</td>
<td>17%</td>
</tr>
<tr>
<td>Job-specific training program(s) after high school</td>
<td>5%</td>
</tr>
<tr>
<td><strong>SOME COLLEGE/COLLEGE DEGREE (NET)</strong></td>
<td>57%</td>
</tr>
<tr>
<td>Some college, but no degree</td>
<td>26%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>12%</td>
</tr>
<tr>
<td>College (such as B.A., B.S.)</td>
<td>19%</td>
</tr>
<tr>
<td><strong>SOME GRADUATE SCHOOL/GRADUATE DEGREE (NET)</strong></td>
<td>12%</td>
</tr>
<tr>
<td>Some graduate school, but no degree</td>
<td>2%</td>
</tr>
<tr>
<td>Graduate degree (such as MBA, MS, M.D., Ph.D.)</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Unweighted Base</em></td>
<td>2104</td>
</tr>
<tr>
<td>Less than $15,000</td>
<td>9%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>9%</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>7%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>13%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>16%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>12%</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>7%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>4%</td>
</tr>
<tr>
<td>$200,000 to $249,999</td>
<td>1%</td>
</tr>
<tr>
<td>$250,000 or more</td>
<td>2%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Unweighted Base</em></td>
<td>2104</td>
</tr>
<tr>
<td>Never married</td>
<td>24%</td>
</tr>
<tr>
<td>Married or civil union</td>
<td>51%</td>
</tr>
<tr>
<td>Divorced</td>
<td>12%</td>
</tr>
<tr>
<td>Separated</td>
<td>1%</td>
</tr>
<tr>
<td>Widow/widower</td>
<td>6%</td>
</tr>
<tr>
<td>Living with partner</td>
<td>6%</td>
</tr>
</tbody>
</table>