

## Key Insights from the Consumer Attitudes about Health Study

### 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](http://NovantHealth.org/ConsumerAttitudes).

### ***Very few U.S. adults feel that right now is their “healthiest” point in their lives.***

- Typically, Americans feel they were at their healthiest at age 27.
- While more than 3 in 4 Americans (77%) describe their current overall health as “excellent or good”, nearly half (46%) say they are very or somewhat concerned about their health right now.
- The groups most concerned about their health include heavy internet users (53%), sandwiched caregivers (59%), and people with comorbid conditions (54%).

### ***Few Americans give themselves top marks when reflecting on how well they take care of themselves.***

- 3 in 4 Americans (75%) put themselves in a more modest range (a “B” or “C” on a standard academic grading scale) for staying healthy.
- Very few Americans (8%) give themselves failing or near-failing grades (“F” or “D”).

### ***Time is seen as a barrier to health for many Americans; however, on a daily basis, Americans spend significantly more time on sedentary activities than they do exercising.***

- Almost half of Americans (47%) feel that they would take better care of themselves if they had more time to do so.
- On average, here’s how Americans spend their time per day:
  - 5 hours sitting at a desk for work
  - 4 hours watching TV
  - 1 hours using social media
  - 1 hour driving
  - 1 hour exercising
- About two in three millennials (66%) and gen-xer’s (63%) claim they would take better care of themselves if they had more time to do so.

### ***Overwhelmingly, consumers feel it is important to be healthy in general, not just “get better” when they are sick***

- 96% feel that they personally are responsible for staying healthy and 96% feel that their personal lifestyle choices (e.g., eating healthy, exercising regularly) are valuable in treating and preventing chronic health conditions such as hypertension, pre-diabetes/diabetes, or obesity.

***Americans do not proactively seek out health information***

- Only 1 in 3 Americans (34%) say they continuously seek out the latest advice and information to keep healthy.
- 22% of Americans say they don't need a healthcare professional's advice on how to stay healthy.
- However, 87% of consumers say that they read materials their doctor gives them when diagnosed with a health condition as soon as possible.

***"Quality" in healthcare is defined multi-dimensionally.***

- Effective treatment (77%), being treated well/with respect (74%) and full disclosure (71%) are considered almost equally important in defining quality healthcare.
- Doctor or hospital rankings and reviews were seen as the least important factor in defining quality healthcare (28%).

***The internet is a top health resource, but there is some question about its value and whether it does more harm than good.***

- Although HCPs are the primary source relied on by nearly 2 in 3 Americans (65%), more than 2 in 5 (42%) rely on some online source to get information about their health.
- For half of consumers (50%) the internet is their first resource for researching health questions.

***There is a clear priority, but a lack of action, around end-of-life care planning.***

- 92% agree having a plan for end-of-life care is important.
- However, only 29% find end-of-life care planning absolutely essential, compared to 39% of people who believe retirement planning is absolutely essential.
- 43% of consumers have not made any end-of-life plans.

***The way consumers engage in healthcare depends on age and gender.***

- Men are more likely to say they are in good shape (30%), versus 24% of women.
- Women are more likely than men 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 than men to say that planning for end-of-life care is important and that anytime is the best time to talk about end-of-life wishes and preferences with loved ones. However, men are more likely to have specific measures currently in place and evaluate their plans annually.
- About half of younger adults avoid doctors if possible and don't see a PCP routinely. They are more likely than older adults to go only if they need a prescription.
- More than 60 percent of younger adults find homeopathic remedies valuable in treating and preventing chronic health conditions and about half lean on online resources for information about their health and healthcare.
- Younger adults are more concerned about their health because of eating habits (especially Millennials) and stress, while older adults are concerned with managing chronic health conditions.



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### **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.

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