

Key Insights from the Consumer Attitudes about Health Study

Generational insights

Research method

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

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.

In this fact sheet, the term “younger adults” includes millennials (18-35) and gen-X (36-50). The term “older adults” includes baby boomers (51-69) and matures (70+).

Millennials

- More than 2 in 5 millennials are concerned about their health because of eating habits (46%) or stress (43%) and 37% of millennials have postponed or scheduled a non-emergency health-related event (such as a doctor's appointment or surgery) because of a life event (such as work or vacation).
- A majority of millennials (66%) say they would take better care of themselves if they had more time, and commonly name time (45%) and responsibilities (33%) as barriers to being their healthiest self, among other barriers.
- 92% of millennials consider a primary care provider valuable in preventing and treating chronic health conditions such as hypertension, prediabetes/diabetes, or obesity, but only 55% see one on a regular basis. Instead, 45% of millennials say they avoid going to the doctor if at all possible – and 47% saying they only go to the doctor if they think they might need a prescription.
- Less than half of millennials (46%) use their primary care provider as a primary source for health information – with more (62%) researching online first when they have a question about their health.
- Millennials are the most likely generation (13%) to use social media to determine or assess quality healthcare.
- About half of millennials (51%) don't consider end-of-life planning important at this stage of their lives, and an even larger percentage (62%) say they wouldn't know where to start when thinking about end-of-life care.

Gen-X

- Like millennials, gen-Xers are likely to name not eating well and stress as barriers to becoming their healthiest self (35% and 36%, respectively).
- 28% of gen-Xers have postponed or scheduled a non-emergency health-related event because of a life event at some point in their lives and 63% of gen-Xers say they would take better care of themselves if they had more time.
- 45% of gen-Xers name time and 37% name responsibilities as what is preventing them from being their healthiest self.
- 93% consider a primary care provider (PCP) valuable in preventing and treating chronic health conditions such as hypertension, prediabetes/diabetes, or obesity, but only 63% see a PCP on a regular basis.
- Gen-Xers (64%), along with millennials (63%), are the most likely to find homeopathic remedies valuable in treating health conditions.
- 64% of gen-Xers think end-of-life planning is important at this stage in their lives, though almost half of gen-Xers (48%) say they wouldn't know where to start when thinking about end-of-life care.

Baby Boomers

- Baby boomers are more concerned with managing a chronic health condition (32%) than not eating well or stress (25% and 24%, respectively).
- Unlike younger adults, who name time and responsibilities as major barriers to care, baby boomers are more likely (30%) to state that “nothing” is preventing them from being their healthiest self, and only about one third of baby boomers (31%) say that they would take better care of themselves if they had more time to do so.
- A majority of baby boomers (63%) use their primary care provider as a primary source for health information, with less than half (44%) researching online first when they have a question about their health.
- Half of baby boomers (50%) have a will/testament currently in place, and over three-quarters have either discussed with someone their wishes for medical care in the event they can't speak for themselves (81%) or discussed with someone their end-of-life plans (76%).

Matures

- Matures are the least likely generation to mention not eating well (9%) or stress (7%) as health concerns, though they, along with baby boomers (32%), are most likely to state they are managing a chronic health condition (33%).
- Only 1 in 5 matures (20%) have ever postponed or scheduled a non-emergency health-related event because of a life event, and they are also the most likely to see a primary care provider on a regular basis (96%), compared to 55% of millennials.
- Nearly all matures (99%) find a primary care provider valuable in preventing or treating chronic health conditions such as hypertension, prediabetes/diabetes, or obesity.
- They overwhelmingly use a primary care provider as a primary source for health information (91%), and are the least likely to find homeopathic remedies valuable (39%) or use the internet as a primary source of health information (4%).
- Matures are likely to have a will/testament in place (79%), and to have discussed with someone their wishes for medical care in the event they can't speak for themselves (91%) or their end-of-life care plans (86%).

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](#).