In Health We Trust
2020 brought health to the forefront of our collective consciousness, and showed us that health quite literally makes the world go round. Now, we’re more tuned into what it means to be well, and more invested in achieving it.

In February 2020 (pre-pandemic), Healthline Media collected feedback from 1,500 people across the U.S. to understand their health-related mindset and priorities. Then, COVID-19 put health in society’s cross-hairs. We wanted to see how this global health crisis impacted people’s sentiments. So, we conducted a second survey in December, and compared the responses.*

What we found is that, collectively, we’ve risen to the occasion.

We’re resilient in the face of fragility and more trusting of our ability to heal. We’re confident in our systems. We’re finding solace in the unexpected. And above all, we’re fiercely protective of ourselves.

In Health We Trust speaks to the solidity and perseverance of our health. To its non-negotiable gravitas. To its ubiquity and foreverness. To its being a part of all of us, and all aspects of us.

Health is, ultimately, the great unifier.

And in it we trust.

*For more details about the research, including a breakdown of the generational age groups, see the last page of this report.
Doctors are the new celebrity

Maybe it’s the Fauci Effect, but across the board our trust in doctors is rising.

We value healthcare more than before

Every generation is less likely to consider the cost of their healthcare before a visit to the doctor than they were pre-pandemic.

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<thead>
<tr>
<th></th>
<th>B</th>
<th>X</th>
<th>M</th>
<th>Z</th>
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<tbody>
<tr>
<td>PRE-PANDEMIC</td>
<td>28%</td>
<td>47%</td>
<td>58%</td>
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<tr>
<td>NOW</td>
<td>26%</td>
<td>39%</td>
<td>47%</td>
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Health-seeking behaviors vary across the age groups

When we do need care, we now have to weigh the risks associated with leaving home against the risks of not getting prompt healthcare.

- **GEN Z IS MORE LIKELY TO GO TO THE DOCTOR AS SOON AS POSSIBLE**
  - PRE-PANDEMIC: 17%
  - NOW: 26%

- **BOOMERS ARE LESS LIKELY TO GO TO THE DOCTOR AS SOON AS POSSIBLE**
  - PRE-PANDEMIC: 29%
  - NOW: 26%

Fewer of us are choosing natural remedies over prescriptions

DECREASE WAS GREATEST AMONG
- **ASIAN AMERICANS ▼ 34%**
- **GEN X ▼ 22%**

*B=Boomers, X=Gen X, M=Millennials, Z=Gen Z. For breakdown of the generational age groups, see the last page of this report.*
We’re confident in our healthcare

Even against a grim backdrop of reduced capacity, access issues and knowledge gaps, trust in healthcare hasn’t wavered.

Most of us are confident we can get the care we need

- 60% Extremely or Very Confident
- 10% Not at All or Not Very Confident
- 30% Somewhat Confident

What’s behind the lack of confidence?

#1 DRIVER
Inadequate Insurance Coverage
Only half of us are confident our health insurance will cover the care we need.

Boomers are more confident than Gen X, Millennials, and Gen Z

- Men 56%
- Women 46%

Men are more confident than women

Better attitude or better insurance?

Boomers

Healthcare providers ROCK!

The biggest drop
Lack of trust in healthcare providers

- 22% compared to pre-pandemic
Everyday healthy is the name of the game

We see the importance of living healthy lives day to day, even in quarantine. We’re resilient, we’re taking charge, and we’re embracing change.

1 in 3
of us feels our everyday lifestyle is extremely or very healthy

That’s only a 4% decrease from pre-pandemic days!

The Exceptions
People of Asian and Hispanic heritage dropped in how healthy they rate their lifestyle, by 14% and 10% respectively.

We aspire to be our better selves

1 in 3
of us uses our free time to improve our health and wellness

GEN Z is 25% more likely
to use their free time for health improvements now than they were before the pandemic

What’s more important?

59% ▲ 11%
VS. FEB 2020

CHANGE FOR THE BETTER

41% ▼ 13%
VS. FEB 2020

BE AT PEACE WITH HOW I AM

What keeps us from having a healthy lifestyle?

The biggest obstacle is behavioral

53%
SAY IT’S HARD TO CHANGE HABITS

MARKETER TIP

Address habit change in your marketing plans — make it easy for them to make healthy changes. Start small. Understand motivations. Design triggers. Offer a support system. And deliver prompt feedback.

Obstacles to a healthy lifestyle that have changed the most since pre-pandemic:

▲ 55%
LACK OF ACCESS TO FITNESS FACILITIES

▼ 19%
COST

MARKETER TIP

Health and wellness is having a moment!
Don’t underestimate the number of people who are willing to make changes — strike while the iron is hot. Reach them, educate them, and help them.

When it comes to your health, treat yo’self!
Food is serious business
The pandemic hasn’t stopped us from eating well.

We’re breaking in our kitchens

**ALMOST HALF**
of us are cooking more at home and/or indulging our love of cooking and baking

What’s most important?
More of us are choosing health over enjoyment when selecting our menus

Is it good for me?
65% EAT A HEALTHY DIET

Do I love it?
35% EAT WHAT I ENJOY

What’s cookin’, good lookin’?
FOR MILLENNIALS
FOR GEN Z

Who’s making healthier food choices?

**29%**
of us are consuming an extremely or very healthy diet

Since pre-pandemic,
men decreased regular consumption of sugary drinks and fast food

Healthy eating FTW

Organic is more entrenched

**27%**
of us buy natural or organic foods as much as possible

Not surprisingly, our likelihood to buy natural or organic foods rises with our income:

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BOOMERS are still the least likely to buy organic, but it’s trending up

▲ 18% SINCE FEB 2020

Is it good for me?

69% UP 13%

Do I love it?
31%

GEN X is the most focused on healthy eating

GEN Z is focusing more on enjoyment

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Fitting in fitness at home

Despite reduced access to classes and gyms, we’re maintaining our habits and attitudes towards exercise.

75% of us exercise

48% exercise regularly

16% of us highlighted the inability to take exercise classes or go to the gym as a top source of pandemic-related anxiety

Only 41% of Gen Z exercise regularly, down 35% vs pre-pandemic

Gen Z is falling behind!

Growth mindset

40% of us are interested in learning more about fitness and exercise

Millennials, the go-getter generation, lead with 51% interested

MARKETER TIP

At-home fitness is on the rise, but people still crave the support and guidance of their coaches and trainers. Find ways to educate and inspire.

We need to sweat it out!
Mental health is taking center stage

Our stress levels haven’t changed, but the stressors have.

What’s driving stress?

The biggest drivers of our stress are still finances and work, but they’ve both dropped in importance. (Perhaps working from home is working for us!). Mental health drivers, on the other hand, have seen a jump since pre-pandemic.

Stress continues to be a mainstay in our lives

About a quarter of us say we have extremely or very stressful lives

**GEN Z**
**MOST STRESSED**
40%
and their stress is **growing**
▲31%

**BOOMERS**
**LEAST STRESSED**
10%
and their stress is **declining**
▼14%

The pandemic has led to increased anxiety and depression

**CLOSE TO 66%**
of us say we’ve felt anxious or depressed as a result of the pandemic

**THIS IS HIGHER FOR**
**GEN Z** 84%
**MILLENNIALS** 79%

** spoiler alert:**
relationships are complicated

Of those who consider their lives to be stressful... 39% said relationships are the main source of stress BUT, close relationships with friends and family are a top priority for 63% of us.

MARKETER TIP

No matter your category, make mental health a standard part of your **brief**. It will force you to genuinely understand your customer. Without it, you’ll hit limits to the health and wellness benefits you can impart.
Health and wellness shopping is alive and well

Since the pandemic started, almost all of us have purchased or are planning to purchase a new health and wellness product.

On the cutting edge

**BELIEF**

16% of us believe we’re the first to try new health and wellness products...

... and since the pandemic, ALMOST 10% of us have.

**ACTION**

What we’re buying

Vitamins and skin care products are our most popular purchases, but we’re also focused on exercise, sleep and mental health.

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Vitamins, minerals and supplements</td>
<td>66%</td>
</tr>
<tr>
<td>Skin care products</td>
<td>43%</td>
</tr>
<tr>
<td>Fitness equipment</td>
<td>13%</td>
</tr>
<tr>
<td>Sleep aids</td>
<td>13%</td>
</tr>
<tr>
<td>Counseling or therapy sessions</td>
<td>11%</td>
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What’s driving our purchase decisions

In addition to price and quality, we’re looking for convenience, science, stress relief and ways to give back.

<table>
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<th>Percentage</th>
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<td>Cheap prices or discounts</td>
<td>44%</td>
</tr>
<tr>
<td>High quality products</td>
<td>44%</td>
</tr>
<tr>
<td>Easy online ordering</td>
<td>37%</td>
</tr>
<tr>
<td>Convenient at-home delivery</td>
<td>26%</td>
</tr>
<tr>
<td>Based on scientific research</td>
<td>25%</td>
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**MARKETER TIP**

Science has always been important on the supply side of health businesses, but it’s now gaining recognition on the demand side. Show off your science and your research. Find a way to make it connect.

**MOST IMPROVED**

Boomers increased their research efforts 16% since Feb 2020.

**WE DO OUR DUE DILIGENCE**

Before buying anything, half of us do a lot of research (checking product reviews, comparing prices, etc.).

**Who thinks they’re early adopters**

23% of Millennials

22% of Gen Z

NEARLY 2x MORE MEN THAN WOMEN

MEN ▲ 34%

GEN Z ▲ 108%

*Generational breakdown of early adopters: 37% of Millennials, 17% of Gen X, 22% of Boomers, 24% of Gen Z.

*B=Boomers, X=Gen X, M= Millennials, Z= Gen Z. For breakdown of the generational age groups, see the last page of this report.
Religion is providing relief

We’re using religious and spiritual resources more during the pandemic.

3 in 5 of us have used religious or spiritual resources since the pandemic started.

14% of us are more focused on a religious or spiritual practice than before.

Black Americans are more likely to have used these resources more often. About half of Black Americans say that prayer is part of their regular lifestyle.

30% of Black Americans are affected by lack of access to worship services.

VERSUS

20% of all adults experiencing anxiety or depression during the pandemic.

We’re focused on the future

2020 has opened our eyes to the impact our choices have on our future health — both physical and mental.

Worry is one thing... sacrifice is quite another

Are we willing to make the sacrifices today to live a longer life?

Worriers

Enjoyers

49% YES 51% NO

40% YES 60% NO

ALL AGES

Gen Z

Gen X

About 2/3 of us are more concerned with our future health than feeling good today.

NON-WHITE POPULATIONS are most willing to trade immediate pleasure for longer-term benefits.

Black Americans 62%

Asian Americans 62%

Hispanic Americans 60%

White Americans 45%

That’s a problem for Future Me.

Religion is providing relief.
Let’s talk about health, baby!

**Health content is everywhere**

And it’s here to stay.

**Health has permeated our news feeds and daily conversations**

- **79%** of us notice health information in popular media
- **64%** of us think it’s easy to get health information
- **49%** of us say access to health information makes us feel empowered and in control of our health and well-being

**As we learn more about health, we’ve gotten less skeptical and more curious**

- **14%** Want for health and wellness info to be more detailed
- **10%** Skepticism about the information we consume

**MARKETER TIP**

Ours is a soundbite culture in many ways, but health may be an exception. People are invested deeply in learning more about their health, and deserve more than the topline. **Marketers have an opportunity, even an obligation, to help.**
About the study/research
Healthline Media and Shapiro+Raj conducted a two-part online survey, fielding 1,533 respondents in February 2020 and 1,577 respondents in December 2020. The same questions were asked in both surveys, allowing for direct comparison of the results. A few additional questions specific to COVID-19 were included at the end of the December 2020 survey. Data from both studies were weighted to ensure the data is representative of the general U.S. population ages 18+.

Visit HealthlineMedia.com/InHealthWeTrust to explore other elements of In Health We Trust.
For more information on this study, please email us or contact your Healthline Media representative.