Oct.

The State of Mental Health

2021

A National Survey of Millennials and Gen Z 2nd Edition

Project Healthy Minds is a non-profit confronting one of the defining issues of our generation: the mental health crisis.

Learn more at ProjectHealthyMinds.com

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We're taking the pulse of Anxious America.

Methodology

- → National survey of 1,327 respondents
- \rightarrow Young adults in the US (18-34)
- → Fielded May 11-12, 2021 via SurveyMonkey

Market Research Solutions

 \rightarrow MoE: +/- 3%

Key Takeaways

The pandemic has left
young people feeling
emotionally exhausted and
burned out, with women
and the LGBTQ+
community continuing to
report deep impacts

There's a dramatic mismatch
between what employees expect
of their employers on mental
health and what employers are
actually doing, setting up mental
health to be the next frontier in
the talent wars

Mental health is surpassing physical health in importance for Millennials & Gen-Zers, driving profound and far-reaching consequences

The State of Mental Health

The State of Mental Health: *Troubled*

Anxiety

remains nearly universal among young Americans, despite progress on vaccinations and the easing of restrictions

96%

Nearly all report experiencing anxiety in their lives today, with nearly half (46%) saying they experience it frequently or all the time.

These numbers have NOT improved since November 2020 survey results (96%, 46%)

2-in-3 young Americans say they are emotionally exhausted or burned out

Young Women Report Poorer Mental Health Than Men Across Virtually Every Issue

Including state of mental health, anxiety, burnout, concern about returning to in-person activities

Nearly 2 in 3

young women rate their mental health as

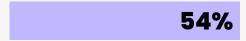
"fair" or "poor"

1 in 2

young men say the same

A majority of young women report feeling anxious "all the time" or "frequently"

Young women report feeling anxious "all the time" or "frequently" at rates nearly 40% higher than men.



Women

38%

Men

Young women are much more anxious about re-entry into "normal" life than men

Young women report anxiety about returning to work in person at rates nearly 30% higher than men

(59% vs. 41%)

Young women report anxiety about returning to socializing with friends in person at rates nearly 45% higher than men (47% vs. 33%)

The Pandemic, Violence & Racial Injustices Have Devastated Mental Health In The LGBTQ+ Community

People who identify with the LGBTQ+ community are:

more likely to report their mental health as "poor" than heterosexual/straight respondents

2X

more likely to report experiencing anxiety "all the time" than heterosexual/straight respondents 73%

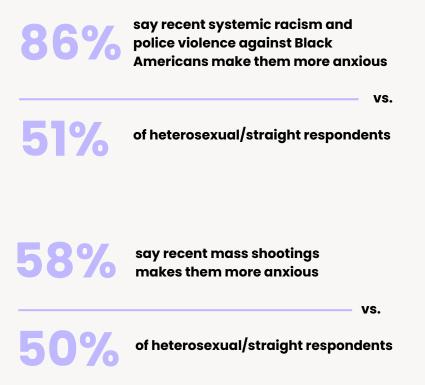
described their mental health as "fair" or "poor", compared with

51%

of LGBTQ+ respondents of heterosexual/ straight respondents

Mental health is deeply intertwined with societal issues:

The LGBTQ+
community is
severely impacted
by violence and
systemic injustices
against vulnerable
communities:



A Mental Health Sea Change Has Arrived

Mental Health/Is Surpassing **Physical Health** In Importance For Millennials & Gen-Z

86% of Millennials and Gen Z say mental health is as important or more important than physical health

Young people are 2X more likely to say their mental health is more important than their physical health

This prioritization of mental health has profound and far-reaching consequences:

Who we choose to work for

Who we choose to buy from

Who we choose to vote for

Work / financial security are the primary drivers of anxiety for young people:



50% cite
these as the
primary
sources of
anxiety

The pandemic has raised next-gen employees' expectations for mental health at work:

60% want their employer more in the workplace post-pandemic

to prioritize mental health

if it was negatively impacting their mental health

77% would leave a job

2-in-3 consider their mental health when evaluating jobs and employers

There's a dramatic mismatch between what employees expect of their employers on mental health and what employers are actually doing.

55% do not feel comfortable talking openly about mental health at work

Only half say their employer is supportive of their mental health

Young women (48%) are less likely to say their employer supports their mental health than young men (56%)

Only 32% say their employers have implemented new programs to support employee mental health during the pandemic.

Corporate movement has been slow on this — this is only +7pp higher than November 2020

Conscious Capitalism Comes To Mental Health

Millennial & Gen-Z
consumers care about
worker mental health
when making purchase
decisions & punish
companies who treat
workers poorly

60% say they would be more likely to buy from companies who are known to support their employees' mental health.

64% of women

73% say they would be *less likely* to buy from companies whose business practices are known to harm their employees' mental health. → 79% of women

Mental Health Is Emerging As A Potent Issue For Young Voters — Regardless of Party Affiliation

Young voters don't believe the federal government is doing enough on mental health & expect candidates and elected officials to take action on mental health.

Nearly 70% of voters under 35 say the federal government is not doing enough to address Americans' mental health challenges.

- → 75% of Democrats
- → 64% of Independents
- → 52% of Republicans

68% of voters under 35 would be more likely to vote for a candidate who promised to do more to address mental health.

- → 80% of Democrats,
- → 64% of Independents
- → 58% of Republicans

Young People Look To Aspirational and Relatable Role Models On Mental Health

Solving the mental health crisis requires a dual approach:

Tapping into aspirational role models *(celebrities)* and relatable role models *(friends)* to shatter the stigma

45%

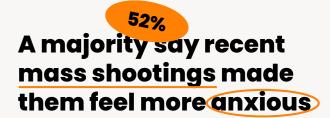
of young people say hearing celebrities or other public figures talk about their personal mental health struggles inspires them to improve their mental health

68%

of young people say hearing friends, family members or coworkers talk about their personal mental health struggles inspires them to improve their mental health

Mental Health and Current Events

Mass Shootings & Systemic Racism In America Are Taking A Toll On Youth Mental Health



63%

Women



Men

A majority say recent news of systemic racism, including police violence against Black Americans, made them feel more anxious



Women



Men

Social Video Gaming Has Helped Millennials & Gen-Zers Get Through The Pandemic



Nearly 2 in 3 18-34 year olds played video games during the pandemic to improve their mental health (reduce stress, etc)

70%

Men

49%

Women



1 in 2 say playing video games with friends and family online helps improve their mental health

65%

Women

44%

Men

Body Image Is Driving Significant Anxiety For Young People As They Face "Re-Entry"

Body image and mental health are closely linked

People who say the pandemic has made them feel worse about their body image and physical appearance are:

more likely to rate their overall mental health as "poor"

and more than

more likely to say their mental health has worsened over the last year.

43% of Millennials and Gen-Zers say the pandemic has made them feel worse about their body and physical appearance

Significant portions of women, men and those who identify as non-binary are struggling with mental health related to body image.

Nearly

1 in 2 48%

women feel more anxious about their body and appearance Nearly

1 in 2 48%

non-binary people feel more anxious about their body and appearance More than

1 in 3 38%

men feel more anxious about their body and physical appearance

ThankYou