PUBLIC POLL FINDINGS AND METHODOLOGY

Nearly Half of Americans Are Committed to Their Physical Health in 2020

Lack of Motivation Is the Top Obstacle to Improving Health

Full Annotated Questionnaire:

1. Please estimate the percentage of your health that you believe is determined by the following factors. Your total should add up to 100%.

Mean (Including 0) Summary

	Total (N=2,033)
Lifestyle behaviors (diet, smoking, exercise, etc.)	33
Genetics	27
Medical and preventive care you receive (treatment and/or medication for an illness, annual physical, cancer screenings, etc.)	21.8
Environment (where you live, who you live with, quality of air you breathe, etc.)	18.2

2. What aspect of health are you most committed to focusing on in 2020?

	Total
Physical health (weight, diet, etc.)	47%
Financial Health (getting out of debt, saving for retirement, etc.)	25%
Emotional health (managing stress, better mental health, etc.)	20%
Social health (positive family and work relationships, feeling connected to your community, etc.)	9%

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3. Using the scale below, to what extent do you agree that the following factors have an impact on people's health?

Total Agree Summary

	Total
Access to healthy food	96%
Emotional state	96%
Exercise	95%
Having enough money to cover your expenses	94%
Where you live	90%
Community safety	86%
Being in a relationship	78%
Being connected to a community	75%
Reliable transportation	74%
Race/ethnicity	67%
Internet access	55%
Having a college degree	46%

a. Access to healthy food

	Total
Strongly agree	36%
Agree	41%
Somewhat agree	18%
Somewhat disagree	3%
Disagree	1%
Strongly disagree	1%
Agree (Net)	*96%*
Disagree (Net)	*4%*

b.   Being connected to a community

	Total
Strongly agree	10%
Agree	28%
Somewhat agree	37%
Somewhat disagree	16%
Disagree	6%
Strongly disagree	3%
Agree (Net)	*75%*
Disagree (Net)	*25%*

c.   Being in a relationship

	Total
Strongly agree	14%
Agree	30%
Somewhat agree	35%
Somewhat disagree	13%
Disagree	6%
Strongly disagree	3%
Agree (Net)	*78%*
Disagree (Net)	*22%*

d.   Community safety

	Total
Strongly agree	16%
Agree	36%
Somewhat agree	34%
Somewhat disagree	9%
Disagree	3%
Strongly disagree	2%
Agree (Net)	*86%*
Disagree (Net)	*14%*

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e. Exercise

	Total
Strongly agree	39%
Agree	38%
Somewhat agree	19%
Somewhat disagree	3%
Disagree	1%
Strongly disagree	1%
Agree (Net)	*95%*
Disagree (Net)	*5%*

f. Having a college degree

	Total
Strongly agree	6%
Agree	14%
Somewhat agree	26%
Somewhat disagree	23%
Disagree	19%
Strongly disagree	12%
Agree (Net)	*46%*
Disagree (Net)	*54%*

g. Having enough money to cover your expenses

	Total
Strongly agree	31%
Agree	39%
Somewhat agree	24%
Somewhat disagree	4%
Disagree	1%
Strongly disagree	1%
Agree (Net)	*94%*
Disagree (Net)	*6%*

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h.   Internet access

	Total
Strongly agree	8%
Agree	18%
Somewhat agree	30%
Somewhat disagree	22%
Disagree	14%
Strongly disagree	9%
Agree (Net)	*55%*
Disagree (Net)	*45%*

i.   Emotional state

	Total
Strongly agree	35%
Agree	42%
Somewhat agree	19%
Somewhat disagree	3%
Disagree	*
Strongly disagree	1%
Agree (Net)	*96%*
Disagree (Net)	*4%*

j.   Race/ethnicity

	Total
Strongly agree	8%
Agree	22%
Somewhat agree	37%
Somewhat disagree	18%
Disagree	10%
Strongly disagree	6%
Agree (Net)	*67%*
Disagree (Net)	*33%*

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k. Reliable transportation

	Total
Strongly agree	12%
Agree	28%
Somewhat agree	34%
Somewhat disagree	17%
Disagree	6%
Strongly disagree	3%
Agree (Net)	*74%*
Disagree (Net)	*26%*

l. Where you live

	Total
Strongly agree	15%
Agree	36%
Somewhat agree	39%
Somewhat disagree	7%
Disagree	2%
Strongly disagree	1%
Agree (Net)	*90%*
Disagree (Net)	*10%*

4. What obstacles prevent you from improving your health? (Select all that apply)

	Total
Lack of motivation	36%
Access to and cost of healthy foods	22%
Cost of healthcare services (e.g., medical treatments and prescriptions)	22%
Don't have enough time (e.g. example, family or work commitments)	22%
No personalized guidance/plan	14%
No social support	8%
Can't physically get to medical appointments	6%
Other	4%
I don't have any obstacles	31%

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5. In the past year have you experienced a change in any of the following situations (select all that apply):

	Total
Stress level (increase or decrease)	38%
Annual income (increase or decrease)	30%
The amount of debt you have	25%
Health status	21%
Job status (e.g. new job, promotion, lost job)	19%
Living situation (e.g. moved, new roommate, etc.)	15%
Your family situation (got married or divorced, had a child, lost a family member, etc.)	13%
Commute time to work	9%
A new means of transportation (car, scooter, train, etc.)	8%
Earned a job certification or educational degree	4%
None of these	31%

6. [Only listed statements selected in Q5] Have you or do you plan to share this information with any of the following groups? Please select all of the people you would share this with.

    a. A new means of transportation (car, scooter, train, etc.)

	Total (N=166)
HR representative at my company	11%
Family member	66%
Friend	53%
Health plan	8%
Provider (doctor, nurse, pharmacist, etc.)	6%
Would not share with anyone	16%

    b. Annual income (increase or decrease)

	Total (N=618)
HR representative at my company	7%
Family member	57%
Friend	27%
Health plan	5%
Provider (doctor, nurse, pharmacist, etc.)	5%
Would not share with anyone	30%

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c.   Commute time to work

	Total (N=164)
HR representative at my company	13%
Family member	55%
Friend	58%
Health plan	10%
Provider (doctor, nurse, pharmacist, etc.)	12%
Would not share with anyone	21%

d.   Earned a job certification or educational degree

	Total (N=66)
HR representative at my company	34%
Family member	65%
Friend	61%
Health plan	15%
Provider (doctor, nurse, pharmacist, etc.)	24%
Would not share with anyone	7%

e.   Job status (e.g. new job, promotion, lost job)

	Total (N=369)
HR representative at my company	14%
Family member	74%
Friend	62%
Health plan	12%
Provider (doctor, nurse, pharmacist, etc.)	17%
Would not share with anyone	8%

f.   Health status

	Total (N=435)
HR representative at my company	6%
Family member	62%
Friend	38%
Health plan	15%
Provider (doctor, nurse, pharmacist, etc.)	64%
Would not share with anyone	8%

g. Living situation (e.g. moved, new roommate, etc.)

	Total (N=297)
HR representative at my company	17%
Family member	69%
Friend	58%
Health plan	13%
Provider (doctor, nurse, pharmacist, etc.)	23%
Would not share with anyone	13%

h. Stress level (increase or decrease)

	Total (N=804)
HR representative at my company	4%
Family member	55%
Friend	44%
Health plan	6%
Provider (doctor, nurse, pharmacist, etc.)	40%
Would not share with anyone	16%

i. The amount of debt you have

	Total (N=524)
HR representative at my company	3%
Family member	48%
Friend	25%
Health plan	4%
Provider (doctor, nurse, pharmacist, etc.)	5%
Would not share with anyone	36%

j. Your family situation (got married or divorced, had a child, lost a family member, etc.)

	Total (N=275)
HR representative at my company	10%
Family member	73%
Friend	66%
Health plan	14%
Provider (doctor, nurse, pharmacist, etc.)	31%
Would not share with anyone	10%

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7. Using the scale below, please indicate to what extent you agree or disagree with the following statements?

Total Agree Summary

	Total
I would be more loyal to my provider, employer or health plan if they supported my health more holistically (e.g. emotional, social, financial) in addition to medical and insurance needs	69%
I believe I am at my optimal health (as healthy as I could be) given my situation	55%
I am responsible for the health and wellbeing of another family member or friend	50%
I am afraid I would be negatively impacted if I shared too many personal details about my life with my provider, health plan or employer	49%
I don't understand (or know) what type of information outside of my medical history is important for my healthcare provider or insurer to have to best support me	48%

a. I believe I am at my optimal health (as healthy as I could be) given my situation

	Total
Strongly agree	6%
Agree	20%
Somewhat agree	29%
Somewhat disagree	22%
Disagree	15%
Strongly disagree	8%
Agree (Net)	55%
Disagree (Net)	45%

b. I am responsible for the health and wellbeing of another family member or friend

	Total
Strongly agree	12%
Agree	19%
Somewhat agree	19%
Somewhat disagree	13%
Disagree	19%
Strongly disagree	18%
Agree (Net)	50%
Disagree (Net)	50%

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c. I am afraid I would be negatively impacted if I shared too many personal details about my life with my provider, health plan or employer

	Total
Strongly agree	8%
Agree	18%
Somewhat agree	24%
Somewhat disagree	23%
Disagree	18%
Strongly disagree	9%
Agree (Net)	*49%*
Disagree (Net)	*51%*

d. I would be more loyal to my provider, employer or health plan if they supported my health more holistically (e.g. emotional, social, financial) in addition to medical and insurance needs

	Total
Strongly agree	11%
Agree	22%
Somewhat agree	36%
Somewhat disagree	18%
Disagree	9%
Strongly disagree	4%
Agree (Net)	*69%*
Disagree (Net)	*31%*

e. I don't understand (or know) what type of information outside of my medical history is important for my healthcare provider or insurer to have to best support me

	Total
Strongly agree	5%
Agree	14%
Somewhat agree	29%
Somewhat disagree	26%
Disagree	18%
Strongly disagree	8%
Agree (Net)	*48%*
Disagree (Net)	*52%*

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8. Has your healthcare provider (doctor, nurse practitioner, etc.) ever asked or talked to you about the following?

Total Yes Summary

	Total
How much exercise you get	76%
What types of food and drink you usually eat	63%
What type of work you do	62%
Your emotional wellbeing	60%
Your health goals and interests	52%
What you like to do for fun or to relax	44%
What sources of social support you have (e.g. family, friends, romantic partners, pets, community ties, coworkers)	41%
If you can afford the prescription or treatment they are recommending	37%
If you are feeling lonely	32%
Your level of education	28%

a. How much exercise you get

	Total
Yes	76%
No	24%

b. If you are feeling lonely

	Total
Yes	32%
No	68%

c. If you can afford the prescription or treatment they are recommending

	Total
Yes	37%
No	63%

d. What sources of social support you have (e.g. family, friends, romantic partners, pets, community ties, coworkers)

	Total
Yes	41%
No	59%

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e. What type of work you do

	Total
Yes	62%
No	38%

f. What types of food and drink you usually eat

	Total
Yes	63%
No	37%

g. What you like to do for fun or to relax

	Total
Yes	44%
No	56%

h. Your emotional wellbeing

	Total
Yes	60%
No	40%

i. Your health goals and interests

	Total
Yes	52%
No	48%

j. Your level of education

	Total
Yes	28%
No	72%

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9. Do you think any of the following factors impact your health?

   Total Yes Summary

	Total
What industry you work in	70%
How many people you live with	57%
Commute time to work	49%
The type of house (apartment, single-family, etc.) that you live in	49%
Donation habits (if you donate money and to whom)	19%
What kind of car you drive	18%
Voting habits (whether you vote or not)	16%

   a. Commute time to work

	Total
Yes	49%
No	51%

   b. Donation habits (if you donate money and to whom)

	Total
Yes	19%
No	81%

   c. How many people you live with

	Total
Yes	57%
No	43%

   d. The type of house (apartment, single-family, etc.) that you live in

	Total
Yes	49%
No	51%

   e. Voting habits (whether you vote or not)

	Total
Yes	16%
No	84%

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f. What industry you work in

	Total
Yes	70%
No	30%

g. What kind of car you drive

	Total
Yes	18%
No	82%

10. To what extent do you agree or disagree that the following organizations/people are personalizing your experience with them? (i.e. do they make recommendations that you like or do you feel like the experience was tailored to you and your needs)

Total Agree Summary

	Total
Your primary healthcare provider (doctor, nurse, etc.)	72%
Your specialty healthcare provider (dermatologist, surgeon, obstetrician, etc.)	65%
Your preferred online retailer (e.g., Amazon, Zappos)	60%
Your health insurance company	53%
Your grocery store	52%
Your streaming service/cable provider (e.g. Netflix, Hulu, DirectTV)	51%
Your auto insurance company	44%
Your banker	43%
Subscription services (e.g. Spotify, Ipsy, StitchFix, Dollar Shave Club)	43%
Your HR benefits office at work	39%

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a. Your primary healthcare provider (doctor, nurse, etc.)

	Total
Strongly agree	10%
Agree	27%
Somewhat agree	34%
Somewhat disagree	16%
Disagree	7%
Strongly disagree	5%
Agree (Net)	*72%*
Disagree (Net)	*28%*

b. Your specialty healthcare provider (dermatologist, surgeon, obstetrician, etc.)

	Total
Strongly agree	8%
Agree	23%
Somewhat agree	34%
Somewhat disagree	20%
Disagree	9%
Strongly disagree	6%
Agree (Net)	*65%*
Disagree (Net)	*35%*

c. Your grocery store

	Total
Strongly agree	5%
Agree	17%
Somewhat agree	29%
Somewhat disagree	23%
Disagree	16%
Strongly disagree	9%
Agree (Net)	*52%*
Disagree (Net)	*48%*

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d. Your streaming service/cable provider (e.g. Netflix, Hulu, DirectTV)

	Total
Strongly agree	7%
Agree	19%
Somewhat agree	26%
Somewhat disagree	19%
Disagree	16%
Strongly disagree	13%
Agree (Net)	*51%*
Disagree (Net)	*49%*

e. Your preferred online retailer (e.g., Amazon, Zappos)

	Total
Strongly agree	8%
Agree	20%
Somewhat agree	32%
Somewhat disagree	18%
Disagree	13%
Strongly disagree	10%
Agree (Net)	*60%*
Disagree (Net)	*40%*

f. Your banker

	Total
Strongly agree	4%
Agree	12%
Somewhat agree	26%
Somewhat disagree	25%
Disagree	20%
Strongly disagree	12%
Agree (Net)	*43%*
Disagree (Net)	*57%*

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g. Your health insurance company

	Total
Strongly agree	5%
Agree	17%
Somewhat agree	31%
Somewhat disagree	23%
Disagree	15%
Strongly disagree	9%
Agree (Net)	*53%*
Disagree (Net)	*47%*

h. Your auto insurance company

	Total
Strongly agree	3%
Agree	13%
Somewhat agree	28%
Somewhat disagree	27%
Disagree	16%
Strongly disagree	12%
Agree (Net)	*44%*
Disagree (Net)	*56%*

i. Your HR benefits office at work

	Total
Strongly agree	4%
Agree	14%
Somewhat agree	22%
Somewhat disagree	25%
Disagree	19%
Strongly disagree	16%
Agree (Net)	*39%*
Disagree (Net)	*61%*

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j.   Subscription services (e.g. Spotify, Ipsy, StitchFix, Dollar Shave Club)

	Total
Strongly agree	5%
Agree	14%
Somewhat agree	25%
Somewhat disagree	21%
Disagree	19%
Strongly disagree	17%
Agree (Net)	*43%*
Disagree (Net)	*57%*

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About the Study

These are some of the findings of an Ipsos poll conducted between January 7-9, 2020, on behalf of Welltok. For this survey, a sample of roughly 2,033 adults age 21+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics of gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,033, DEFF=1.5, adjusted Confidence Interval=+/-4.0 percentage points).

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