



## TOPLINE & METHODOLOGY

### Americans are thinking about their own mental well-being less often than early in the pandemic.

Majority of Americans have not sought out professional counseling since the beginning of the Covid-19 pandemic

**Washington, DC, October 6, 2021** – A recent Ipsos poll finds that overall, Americans are thinking about their own mental wellbeing less often since early in the pandemic in June 2020. Just over half of Americans classify their mental health within the past week as good or very good; however, men tend to have higher ratings of their mental health this past week than women. A plurality of Americans now say their mental health has gotten worse since the Covid-19 pandemic began, similar to the amount reporting the same in June 2020. Despite reports of worsening mental health, a majority of Americans have not sought out professional counseling or a therapist during the pandemic. On another subject, the poll finds that Idris Elba is the most popular choice for the new *James Bond* actor.

#### Detailed Findings

1. Americans are thinking about their own mental well-being less often than early in the pandemic.
  - Three in five Americans report thinking about their mental health often (58%), similar to the levels reported prior to the pandemic in September 2019 (57%) and seven percentage points below what was reported in June 2020 (65%). Americans are more likely to think of their physical well-being often (73%) than their mental well-being.
  - Just over half of Americans classify their mental health within the past week as good or very good (52%), a five point decline since June 2020 (57%). Men tend to have higher ratings of their mental health this past week, with about three in five rating it as very good or excellent (58%), compared to under half of women (48%). Men also tend to think about their mental well-being less often than women do (56% of men think about it often, 60% of women).
  - Women are more likely than men to agree that seeing a mental health professional is a sign of strength (63% of men, 74% of women) and that mental illness is an illness like any other (65% of men, 71% of women).
2. Twenty-nine percent of Americans now say their mental health has gotten worse since the Covid-19 pandemic began (29%), a five point decline since June 2020 (34%).
  - Less than one in five Americans say their mental health has gotten better since the pandemic began in March 2020 (14%), matching what was said at the start of the pandemic in June 2020 (15%).
  - Women are nine percentage points more likely than men to say their mental health has gotten worse since the start of the pandemic (33% of women, 24% of men).
  - Despite reports of worsening mental health, a majority of Americans have not sought out professional counseling or a therapist during the pandemic (86%). Additionally, although women were more likely to report worsening mental health, there were no differences between men and women in likeliness to have contacted a therapist during the pandemic (13% and 15% respectively).
3. The actor most preferred to be cast as the new *James Bond* is Idris Elba (13%). However, most Americans did not know who they would want cast (62%).





## TOPLINE & METHODOLOGY

These are the findings of an Ipsos poll conducted between October 1-4, 2021. For this study, a sample of 1,025 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.

### Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: October 1 – October 4, 2021

Number of interviews: 1,025

Number of Male interviews: 515

Number of Female interviews: 510

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. In general, how would you rate your overall mental or emotional health within the past week?

	Total September 2021 (N=1,025)	Total June 2020* (N=1,115)	Male (N=515)	Female (N=510)
Excellent	23%	21%	26%	20%
Very good	29%	36%	31%	27%
Good	27%	26%	24%	30%
Fair	14%	12%	11%	16%
Poor	4%	5%	4%	4%
Prefer not to say	2%	1%	2%	2%
Skipped	1%	-	1%	1%
Excellent/Very good (Net)	52%	57%	58%	48%
Fair/Poor (Net)	17%	17%	15%	19%

\*June 2020 survey was conducted on Ipsos Omnibus online panel using "river" sampling.

2. How often, if at all, would you say you think about...

#### Total Often Summary

	Total September 2021	Total June 2020	Total September 2019 (N=1,000)	Male	Female
Your own physical well-being	73%	80%	76%	74%	73%
Your own mental well-being	58%	65%	57%	56%	60%

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GAME CHANGERS





## TOPLINE & METHODOLOGY

### a. Your own physical well-being

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Very often	28%	27%	29%
Fairly often	46%	46%	45%
Not very often	21%	21%	20%
Never	2%	2%	2%
Don't know	4%	3%	4%
Skipped	*	*	1%
<i>Often (net)</i>	<i>73%</i>	<i>74%</i>	<i>73%</i>
<i>Not often/Never (net)</i>	<i>23%</i>	<i>24%</i>	<i>22%</i>

### b. Your own mental well-being

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Very often	24%	22%	26%
Fairly often	34%	34%	34%
Not very often	31%	33%	29%
Never	7%	7%	6%
Don't know	4%	4%	5%
Skipped	*	*	1%
<i>Often (net)</i>	<i>58%</i>	<i>56%</i>	<i>60%</i>
<i>Not often/Never (net)</i>	<i>38%</i>	<i>41%</i>	<i>35%</i>

### 3. To what extent, if at all, do you agree or disagree with the following statements?

#### Total Agree Summary

	<b>Total September 2021</b>	<b>Total June 2020</b>	<b>Total September 2019</b>	<b>Male</b>	<b>Female</b>
We need to adopt a far more tolerant attitude toward people with mental illness in our society	74%	79%	69%	72%	76%
Seeing a mental health professional is a sign of strength	69%	68%	71%	63%	74%
Mental illness is an illness like any other	68%	71%	69%	65%	71%
Seeing a mental health professional is a sign of weakness	5%	8%	8%	7%	3%



## TOPLINE & METHODOLOGY

a. We need to adopt a far more tolerant attitude toward people with mental illness in our society

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Strongly agree	48%	44%	51%
Somewhat agree	27%	28%	25%
Neither agree nor disagree	17%	18%	15%
Somewhat disagree	3%	3%	3%
Strongly disagree	2%	3%	1%
Don't know	4%	3%	4%
Skipped	1%	1%	1%
<i>Agree (net)</i>	<b>74%</b>	<b>72%</b>	<b>76%</b>
<i>Disagree (net)</i>	<b>5%</b>	<b>6%</b>	<b>4%</b>

b. Mental illness is an illness like any other

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Strongly agree	44%	40%	47%
Somewhat agree	24%	26%	23%
Neither agree nor disagree	13%	16%	10%
Somewhat disagree	9%	9%	10%
Strongly disagree	6%	6%	5%
Don't know	3%	3%	4%
Skipped	1%	1%	1%
<i>Agree (net)</i>	<b>68%</b>	<b>65%</b>	<b>71%</b>
<i>Disagree (net)</i>	<b>15%</b>	<b>15%</b>	<b>14%</b>

c. Seeing a mental health professional is a sign of strength

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Strongly agree	44%	37%	51%
Somewhat agree	24%	26%	23%
Neither agree nor disagree	22%	27%	18%
Somewhat disagree	3%	3%	2%
Strongly disagree	2%	2%	1%
Don't know	4%	4%	5%
Skipped	1%	1%	1%
<i>Agree (net)</i>	<b>69%</b>	<b>63%</b>	<b>74%</b>
<i>Disagree (net)</i>	<b>4%</b>	<b>5%</b>	<b>3%</b>



## TOPLINE & METHODOLOGY

### d. Seeing a mental health professional is a sign of weakness

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Strongly agree	3%	3%	2%
Somewhat agree	3%	5%	1%
Neither agree nor disagree	15%	18%	11%
Somewhat disagree	15%	18%	12%
Strongly disagree	62%	53%	70%
Don't know	3%	3%	4%
Skipped	1%	1%	*
<i>Agree (net)</i>	<i>5%</i>	<i>7%</i>	<i>3%</i>
<i>Disagree (net)</i>	<i>77%</i>	<i>71%</i>	<i>82%</i>

### 4. Since the COVID-19 pandemic began in March 2020, have each of the following gotten better or worse, or stayed the same?

#### Total Better Summary

	<b>Total September 2021</b>	<i>Total June 2021</i>	<b>Male</b>	<b>Female</b>
Your own physical well-being	18%	21%	20%	16%
Your own mental well-being	14%	15%	15%	12%

### a. Your own physical well-being

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Gotten much better	7%	7%	6%
Gotten a little better	11%	13%	10%
Stayed the same	53%	55%	51%
Gotten a little worse	22%	19%	25%
Gotten a lot worse	4%	3%	4%
Don't know	3%	2%	3%
Skipped	1%	1%	1%
<i>Better (net)</i>	<i>18%</i>	<i>20%</i>	<i>16%</i>
<i>Worse (net)</i>	<i>26%</i>	<i>22%</i>	<i>29%</i>

### b. Your own mental well-being

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Gotten much better	5%	6%	5%
Gotten a little better	9%	9%	8%
Stayed the same	54%	58%	51%
Gotten a little worse	23%	20%	26%
Gotten a lot worse	5%	4%	7%
Don't know	3%	2%	3%
Skipped	1%	1%	1%
<i>Better (net)</i>	<i>14%</i>	<i>15%</i>	<i>12%</i>
<i>Worse (net)</i>	<i>29%</i>	<i>24%</i>	<i>33%</i>



## TOPLINE & METHODOLOGY

5. Have you sought out professional counseling/a therapist (virtually, over the phone, via an app, or in person) since the COVID-19 pandemic began?

	<b>Total September 2021</b>	<i>Total June 2020</i>	<i>Total May 2021</i>	<b>Male</b>	<b>Female</b>
No	86%	87%	88%	86%	85%
Yes	14%	13%	12%	13%	15%
Skipped	1%	-	-	1%	1%

6. Who do you think should be cast as the new James Bond?

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Idris Elba	13%	12%	13%
Tom Hardy	6%	7%	5%
Henry Cavill	4%	5%	4%
Lupita Nyong'o	2%	1%	2%
Regé-Jean Page	1%	1%	2%
Henry Golding	1%	*	1%
Sam Heughan	1%	1%	1%
Daniel Kaluuya	1%	1%	1%
Tom Hiddleston	1%	1%	1%
Lucy Liu	1%	*	1%
Gal Gadot	1%	1%	2%
Lashana Lynch	*	*	*
Cillian Murphy	*	*	*
Cate Blanchett	*	*	1%
Rosamund Pike	-	-	-
Someone else	6%	7%	4%
Don't know	62%	61%	63%
Skipped	1%	1%	*



## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted October 1 – 4, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 general population adults age 18 or older. The sample includes 515 Males and 510 Females.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.13. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





## TOPLINE & METHODOLOGY

### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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