



The State of Americans' Mental Health

Selected findings from Artemis Strategy Group's
2023 MAP Study

September 2023



Health and financial challenges that emerged over pandemic persist

Nearly three in four Americans experienced a health or financial problem in the past year

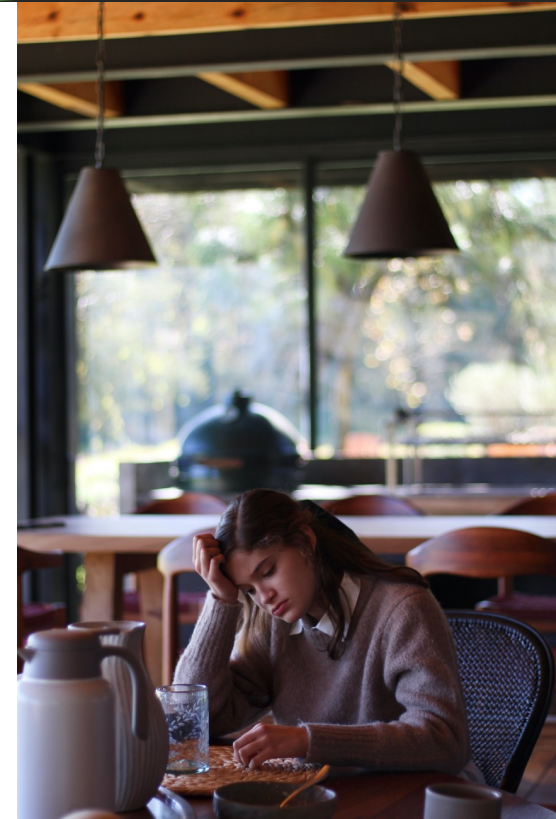
- Having endured the challenges of the pandemic, we hoped to see an easing of health and financial strain, but the numbers are little changed
- Mental health is a particular concern:
 - Over **one in three** (36%) **faced mental or emotional health challenges** in the past year
 - **Three in 10** (31%) say their **mental health has worsened over the past year** and just one in four have seen improvement – whereas in past years the numbers are nearly equal
 - **Three in 10** (29%) **rate their mental health as fair or poor** and one in four say they are less emotionally healthy than their peers
 - **One in four** (27%) have a **specific behavioral health diagnosis**
 - Over **four in 10** have **spent time managing mental or emotional health issues** in the past month



There is a strong correlation between financial challenges and health issues

Most Americans who are facing health challenges also are struggling financially, compounding the stress

- **Those facing financial challenges** in the past year are far more likely to say their physical and emotional health has gotten worse in the past year.
 - **Among those whose physical health worsened** in the past year, 58% say their financial situation worsened and 70% say their emotional or mental well being has worsened.
- Two out of ten (21%) had worsened financial and emotional situations in the past year, 15% experienced both financial and physical decline and **11% experienced all three (financial, emotional and physical)**.
 - **This very vulnerable 11%** is most likely to be ages 25-54, female, and lower income and education, **85% have been affected largely by the cost of living** and 49% by the COVID 19 pandemic



Americans engage in multiple ways to manage their emotional well-being

Those faring best are much more likely to get exercise and social interaction while those faring worst are more likely to use medication

- ◇ **Half of Americans say they have focused on doing things to improve their mental health** in the past month. Top actions include doing hobbies, getting outside, exercising and socializing
- ◇ While exercise and social activity are important strategies to improve mental well-being, they are underutilized by those who rate their mental health as fair to poor
- ◇ **Among the three in ten Americans rating their mental health as fair to poor:**
 - Four in ten (39%) use medication to manage their emotional well-being; over double the number getting regular therapy (17%); 13% do both
 - 85% say their emotional/well-being has worsened in the past year
 - 67% faced mental or emotional health challenges in the past year
 - Half (51%) spent at least a fair amount of time in the past month managing their mental or emotional health issues



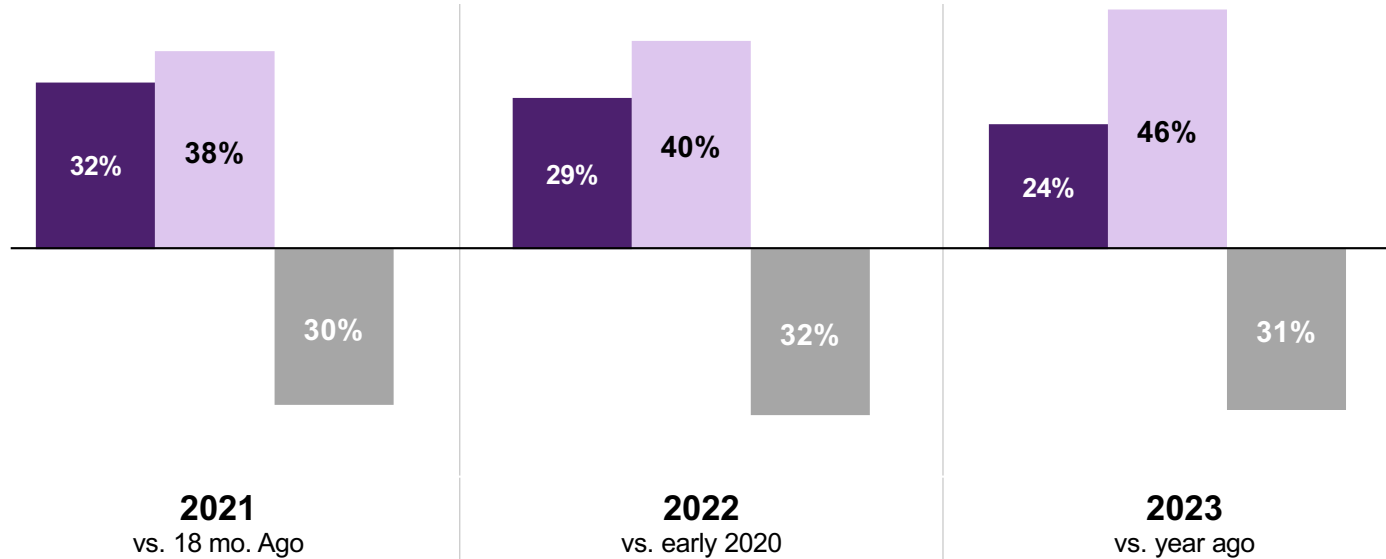
Three in ten continue to feel their emotional or mental well-being is declining. The gap between those improving and declining has grown over the past three years

Assessment of Emotional or Mental Well Being Compared to Earlier Timeframe

Timeframes vary – see question and response details below*



■ NET Better
■ Same
■ NET Worse



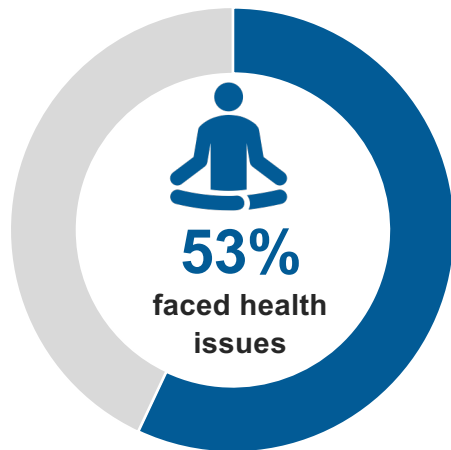
Base: Total Respondents (2023: N=2085, 2022 N=1885, 2021 N=1542)

* 2023: M5N10: Thinking about these various aspects of your life now as compared to a year ago, how would you say you are doing on each of the following?

* 2022: M5N10: Thinking about these various aspects of your life now (in 2022) as compared to early 2020, before the COVID-19 pandemic, how would you say you are doing on each of the following?

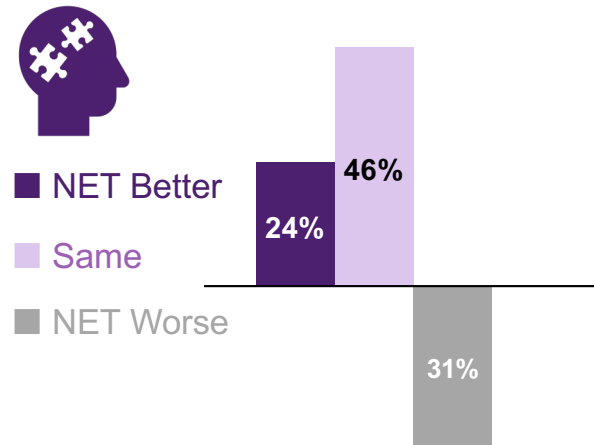
* 2021: M5N10: Thinking about these various aspects of your life now (in 2021) as compared to 18 months ago, before the COVID-19 pandemic, would you say you are doing better, worse, or the same on each of the following?

Over half of Americans have faced health issues in the past year. Over a third (36%) have faced challenges to their emotional, psychological or social well-being and a third had physical health problems.



Three in ten feel their emotional or mental well-being has declined compared to a year ago and just one in four feel it's improved.

Assessment of Emotional or Mental Well-Being Vs. Year Ago



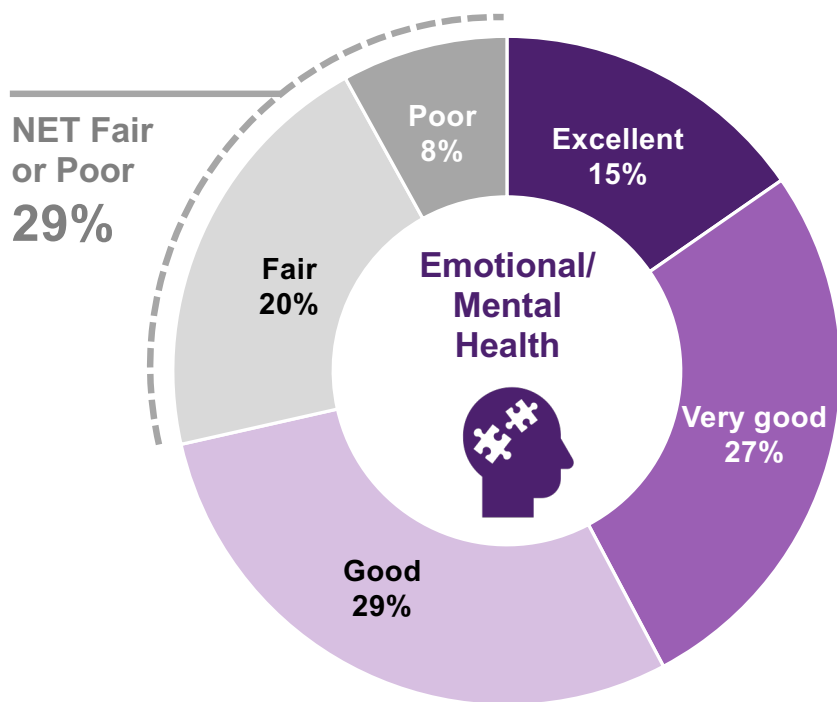
Base: Total Respondents (2023: N=2085)

In 2023: Which of the following, if any, challenges have you faced in the past year?

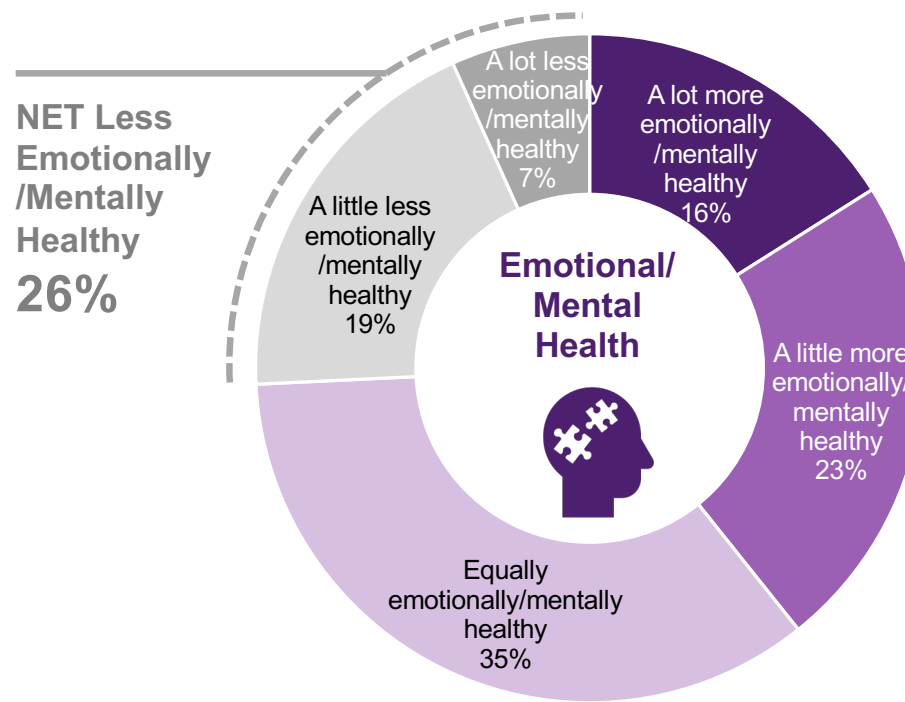
2023: M5N10: Thinking about these various aspects of your life now as compared to a year ago, how would you say you are doing on each of the following?

Three in 10 rate their mental health as fair or poor and one in four say they are less emotionally healthy than their peers.

Emotional/Mental Health Self-Reported Assessment



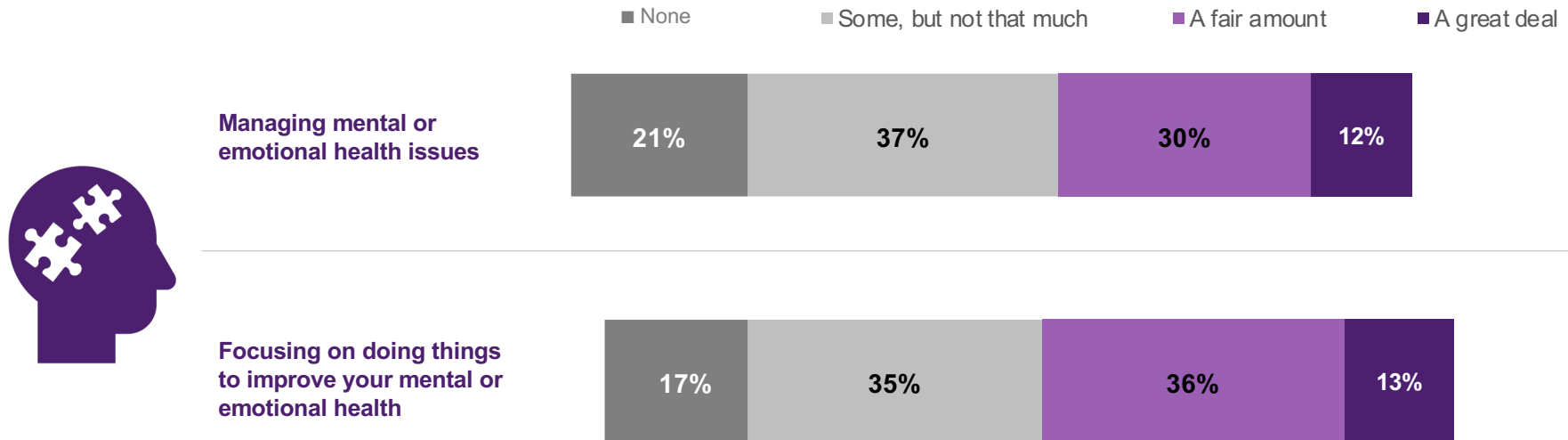
Self Assessment of Mental Health Compared to Peers



Managing emotional health issues takes a large share of people's time and energy.

Over four in 10 spend time managing mental or emotional health issues and around **half are focusing on doing things to improve their mental health.**

Time and Energy Spent in the Past Month on Managing Mental or Emotional Health



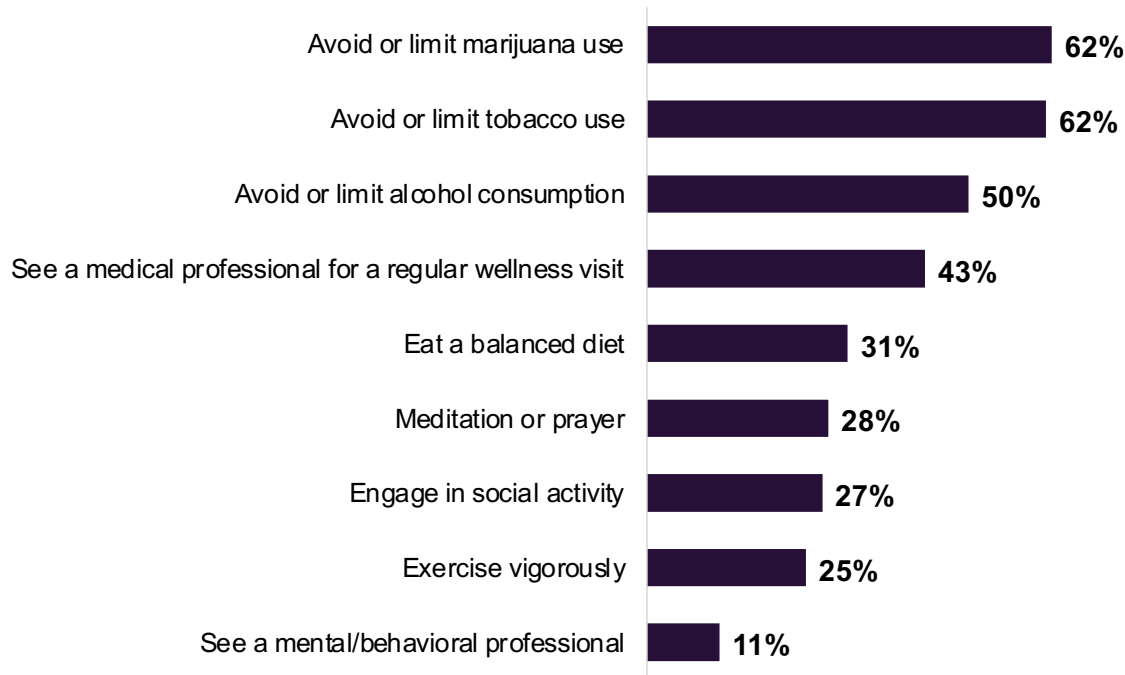
Top actions to maintain health and wellness are reduction of marijuana, tobacco and alcohol, followed by seeing a doctor regularly.

Actions to Maintain Health and Wellness



An average American takes three of these actions to maintain health and wellness

% Taking Action as a Way to Maintain Health and Wellness

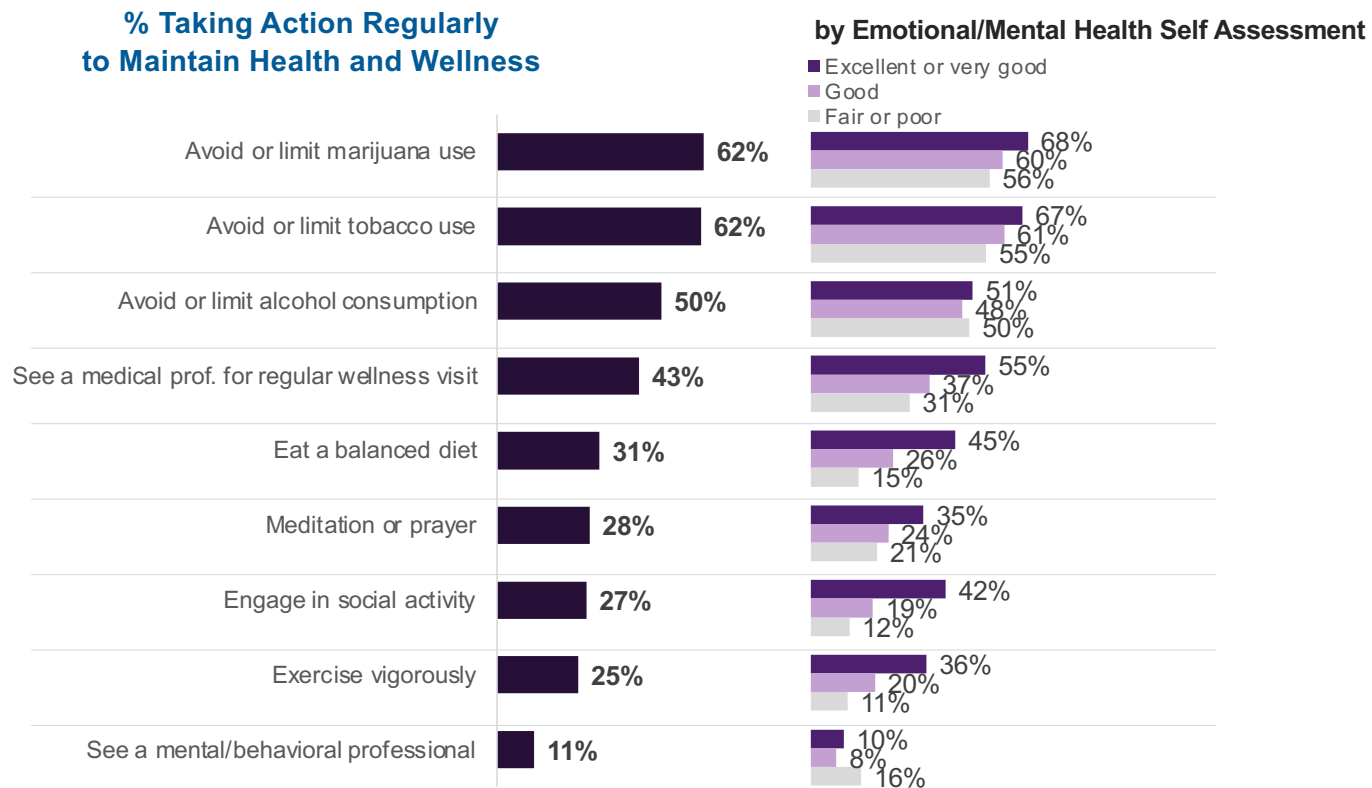


Those with better mental health are more likely to take steps to maintain their health and wellness with the exception of limiting alcohol and seeing a mental health professional.

Actions to Maintain Health and Wellness

3.4
Average
of
Actions

An average American takes three of these actions to maintain health and wellness; those with better mental health take four or more



Those who rate their emotional health as excellent or very good are more likely than those with a poor rating to exercise and socialize to maintain their health and wellness.

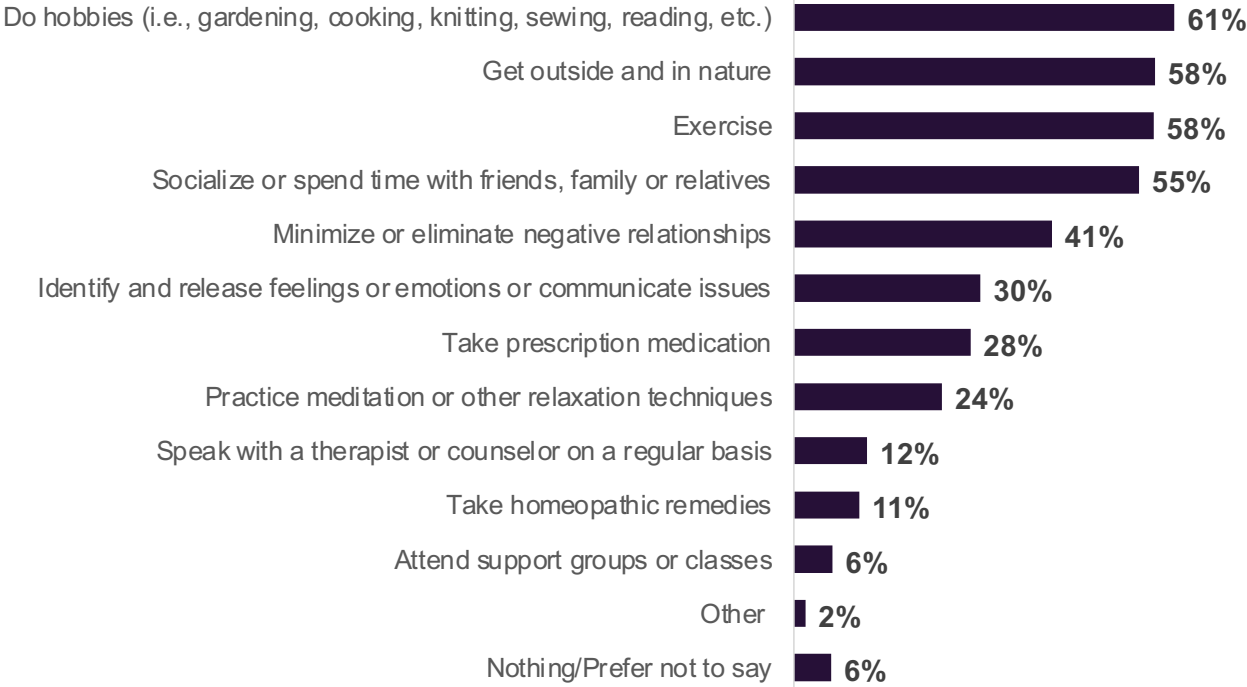
Top actions people take to manage their emotional well being are doing hobbies, getting outside, exercising and socializing.

Actions to Manage Mental, Behavioral or Emotional Health

3.9
Average
of
Actions

An average American does nearly four of these things to manage their mental health

% Taking Action to Improve or Manage Mental Health



Base: Total Respondents (N=2085)
M7Q9. Which of the following, if any, do you do to improve or manage your mental, behavioral, or emotional health?

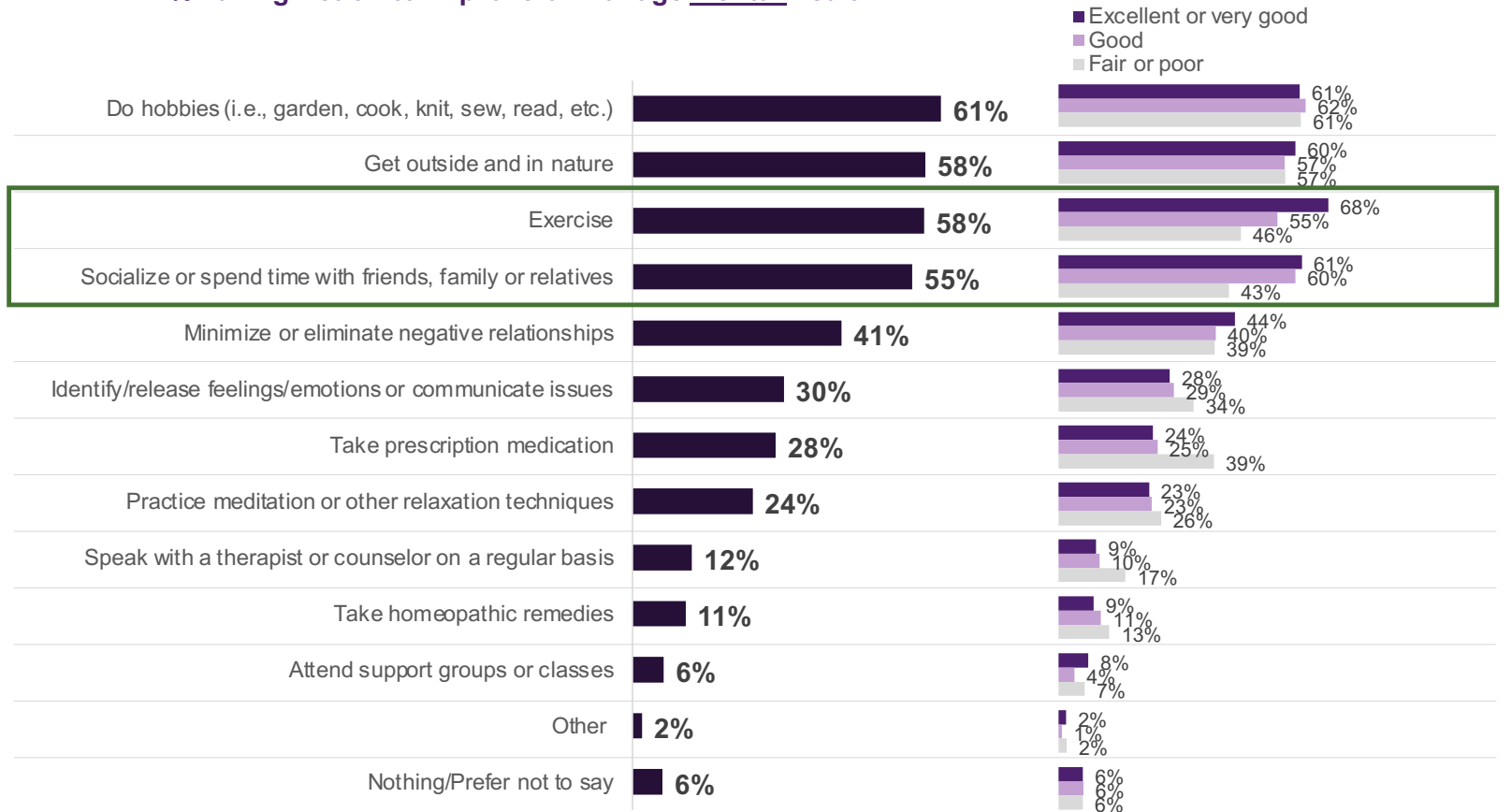
Those with better mental health are more likely to exercise and socialize as strategies to improve mental health.

Actions to Manage Mental, Behavioral or Emotional Health % Taking Action to Improve or Manage Mental Health

by Emotional/Mental Health Self Assessment

3.9
Average
of
Actions

An average American does nearly four of these things to **manage their mental health**



Base: Total Respondents (N=2085)
M7Q9. Which of the following, if any, do you do to improve or manage your mental, behavioral, or emotional health?

Methodology



Online survey



2,085

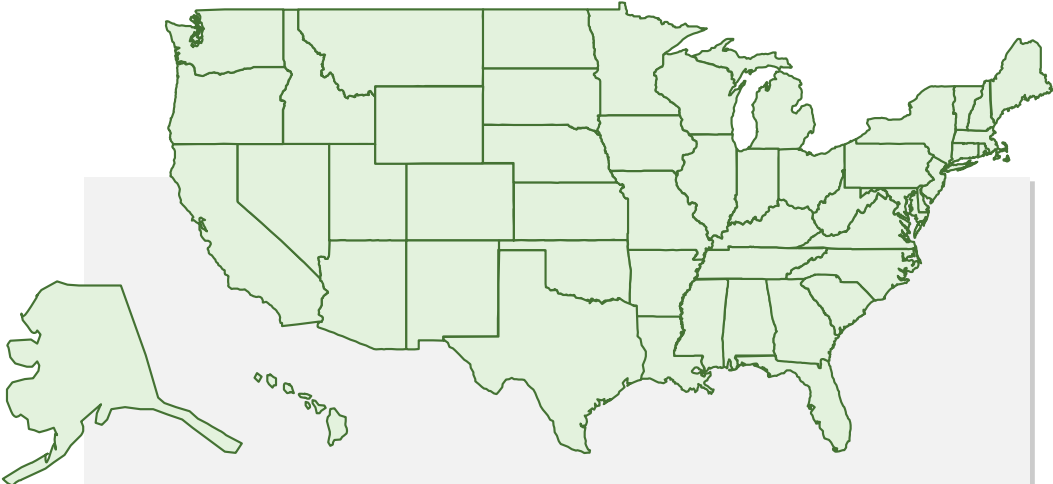
U.S. adults, age 18+



Conducted from
June 15-22, 2023



Median interview length was
approximately 12 minutes



Overall demographic targets set for age within gender, race and ethnicity, geographic region and income to obtain a sample reflective of the U.S. adult population based on Census data.

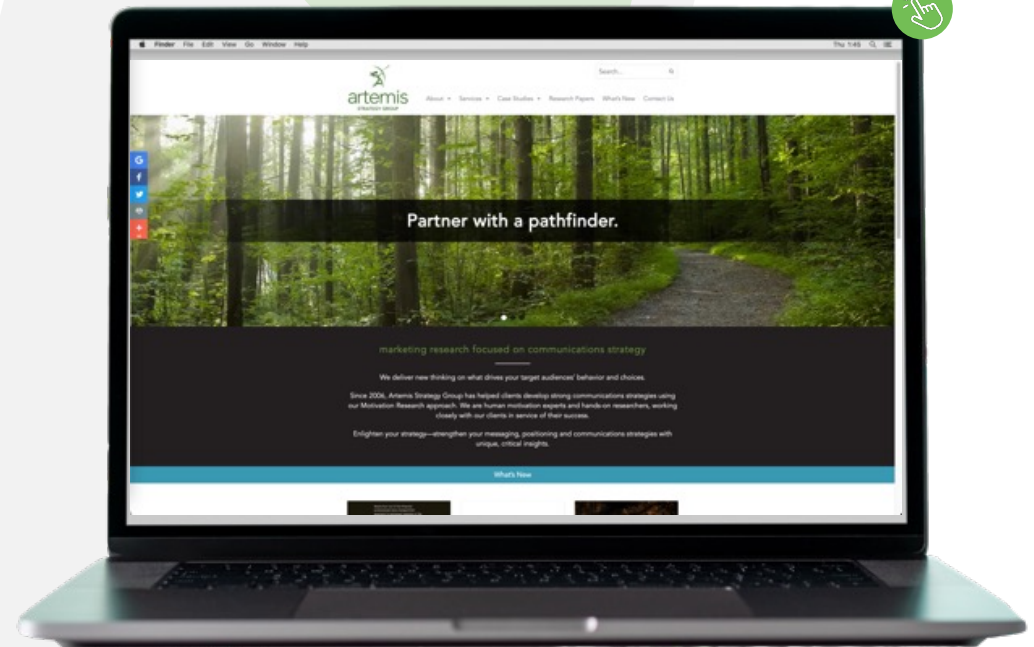
About Us

Artemis Strategy Group, LLC

is a communications strategy research firm specializing in brand positioning and policy issues. The firm, headquartered in Washington D.C., provides communications research and consulting to a range of public and private sector clients.

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