



2023 Wellness Matters Survey

Conducted by Kantar on behalf of Aflac
Among 2,201 employed American adults



Z2300728

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WWHQ | 1932 Wynnton Road | Columbus, GA 31999

Continental American Insurance Company | Columbia, SC

Information herein is intended to provide general guidance and does not constitute legal, tax, or accounting advice regarding any specific situation.

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About the study

The 2023 Wellness Matters Survey was conducted among a nationally representative sample of 2,001 employed U.S. adults ages 18-65 in June 2023 by Kantar Profiles on behalf of Aflac. As part of the Hispanic population report, 200 Spanish-speaking respondents were added for a total of 580 respondents to ensure a robust understanding of this population. The additional 200 are not included in the general population report in order to maintain the nationally representative sample.

All data discussed and cited in the following pages was gathered from the 2023 Wellness Matters Survey.

DEMOGRAPHICS

Employed U.S. adults

- Nationally representative sample
- Ages 18-65 years old
- An additional 200 Spanish-speaking completes added for Hispanic audience

	Total
Total	N=2001
Male	49%
Female	50%
Non-binary	1%
Prefer not to answer	0%

	Total
Total	N=2001
Hispanic	19%
Not Hispanic	81%

	Total
Total	N=2001
18 to 24 years (Gen Z)	14%
25 to 40 years (Millennials)	35%
41 to 56 years (Gen X)	32%
57 to 65 years (Baby Boomers)	19%

	Total
Total	N=2001
Employed - paid salary	51%
Employed - paid hourly	36%
Self-employed	12%
Unemployed	0%
Other	0%

Too many adults are putting off life saving wellness exams

Findings among 2,001 U.S. adults highlight the importance of starting healthy habits early and encouraging loved ones to get regular checkups.



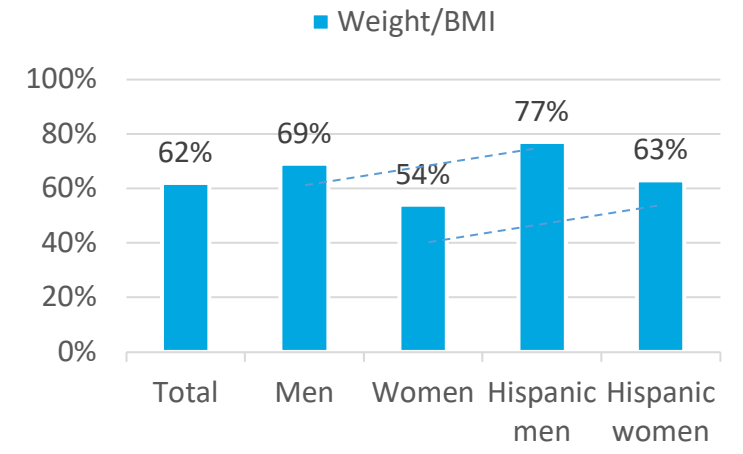
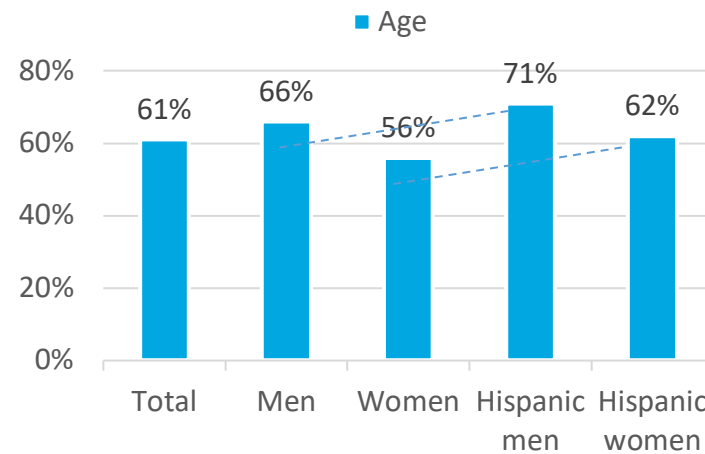
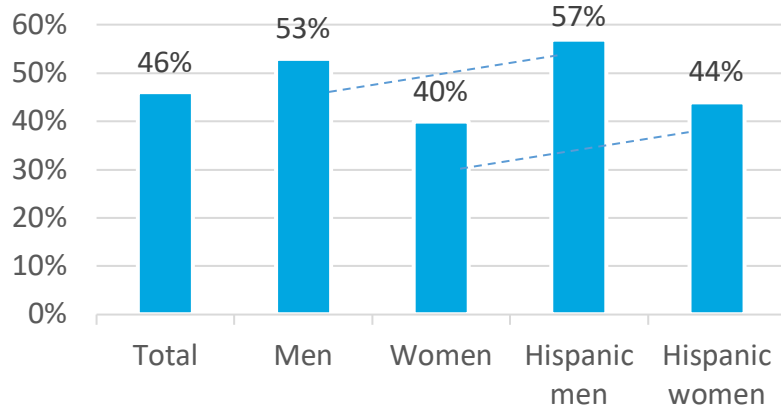
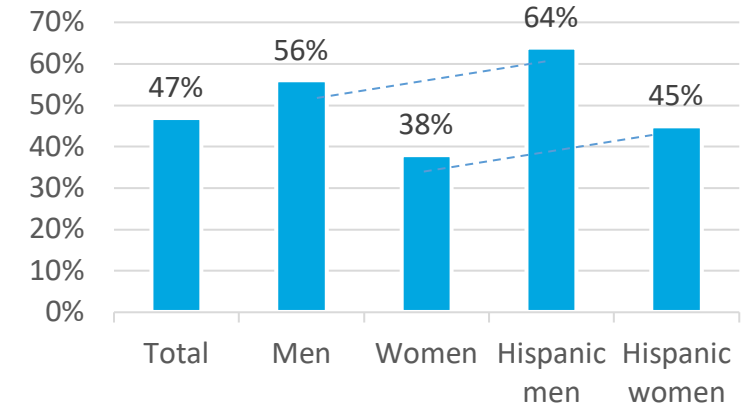
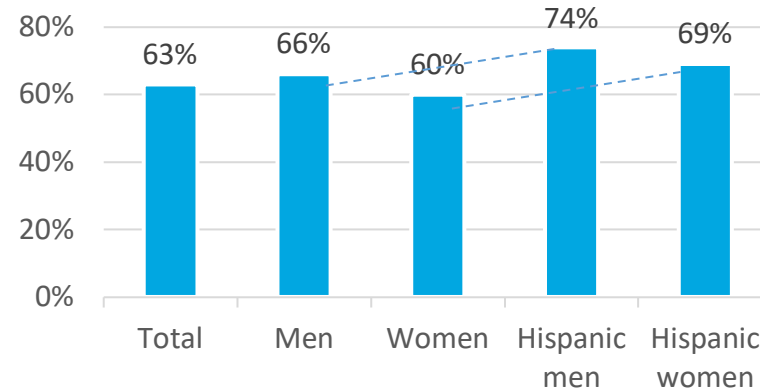
Overall, men have a more positive outlook about their current health status than women.

- The majority of men have a positive outlook regarding all aspects of their current health.
- While attitudes among women regarding age, mental and physical health are positive, weight/BMI and financial health are a concern (41% and 34% respectively for somewhat/very negative).
- Men are significantly more optimistic than women in their ability to control their weight/BMI, financial, mental, and physical health.
- **Similarly, Hispanic respondents have a more positive outlook of their current and future health.**



Men feel more positively about their current health than women; Hispanic Americans also hold a more positive view of their overall health.

[Q1] How do you feel about your current _____?



■ Financial health

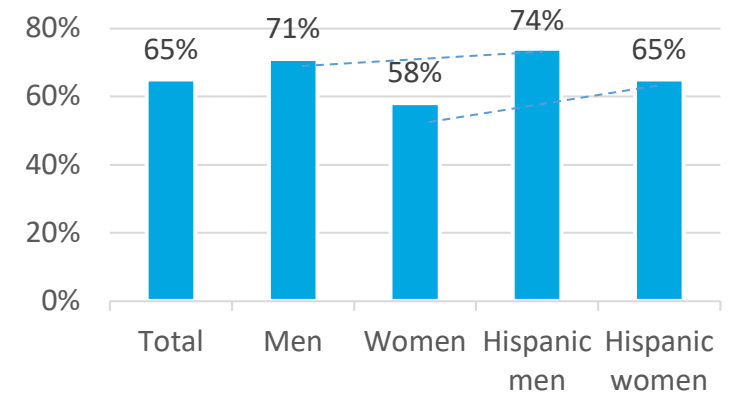
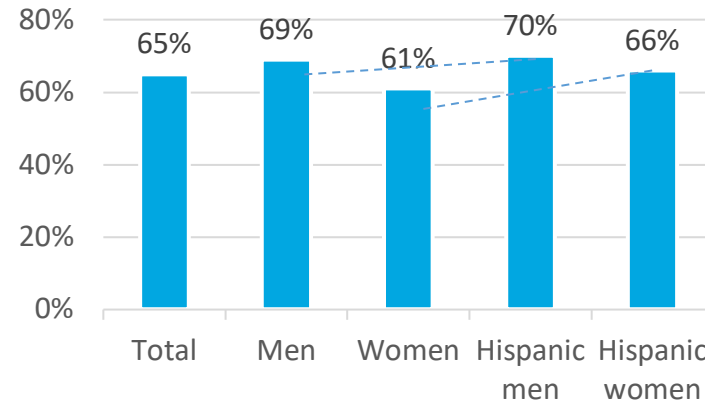
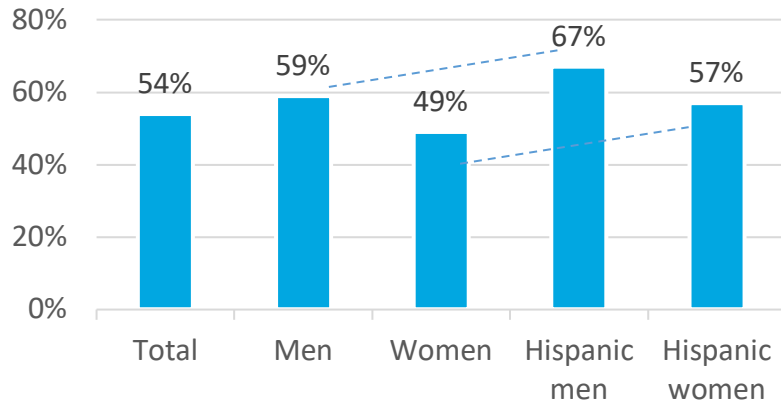
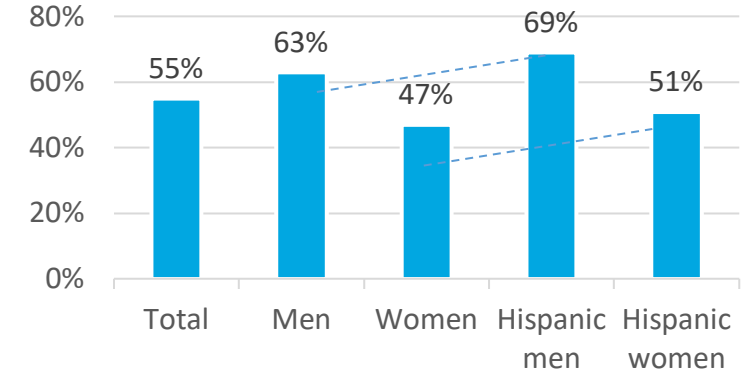
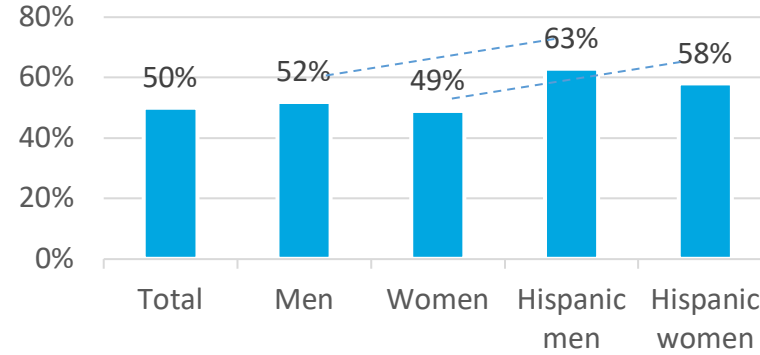
■ Mental health

■ Physical health

*Very or somewhat positive responses shown.

Men also feel more positively about controlling their health than women; Hispanic Americans also hold a more optimistic view.

[Q2] How optimistic or pessimistic are you about your ability to control the following _____?



■ Financial health

■ Mental health

■ Physical health

*Very optimistic or somewhat optimistic responses shown.

Financial security, healthy habits and quality health care benefits are the keys to aging well.

[Q19] In your opinion, what is most important to age well?

1.

Financial security		Total
1		55%
2		20%
3		25%

BASE: (Total: N = 1054)

2.

Healthy habits		Total
1		53%
2		29%
3		17%

BASE: (Total: N = 1439)

3.

Quality health care and benefits		Total
1		34%
2		42%
3		24%

BASE: (Total: N = 1008)

Spiritual practice		Total
1		27%
2		40%
3		33%

BASE: (Total: N = 461)

Friends and family relationships		Total
1		15%
2		41%
3		44%

BASE: (Total: N = 824)

Hobbies or passions		Total
1		14%
2		24%
3		62%

BASE: (Total: N = 345)

Meaningful work/career		Total
1		7%
2		31%
3		63%

BASE: (Total: N = 289)

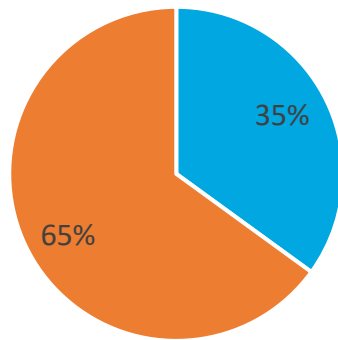
One-third of respondents have a health condition that requires regular visits to a specialist; 59% say they have had a health scare.

- Women (59%) are significantly more likely than men (51%) to indicate a family history of chronic illness/disease and are more likely to schedule regular well checkups (67%) than men (60%).
- Younger generations are more likely than older generations to schedule doctor's appointments when they're sick or health concern to discuss.
- Boomers are more likely to schedule appointments for an ongoing health condition. These frequent appointments could be the reason that this subgroup is less likely to schedule one-off visits to the doctor for more acute situations.



[Q3] Do you have a health condition that requires you to see a specialist (e.g., gastroenterologist, oncologist, rheumatologist, etc.) on an ongoing basis?

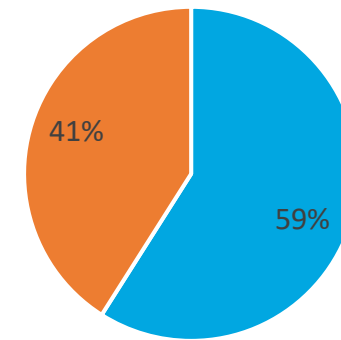
General population



■ Yes ■ No

[Q4] Have you ever had a health scare (for yourself, friend or family member) that made you realize you need to be more proactive about your health?

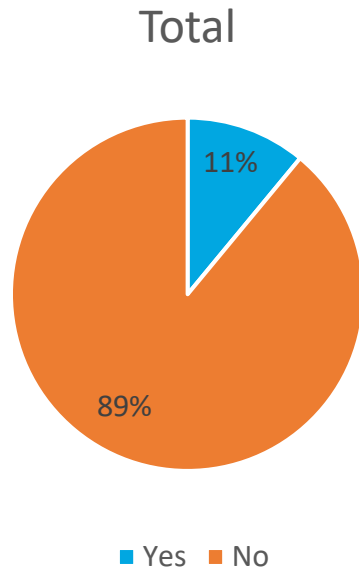
General population



■ Yes ■ No

51% of U.S. adults diagnosed with cancer found out as the result of a routine medical exam or regularly scheduled screening.

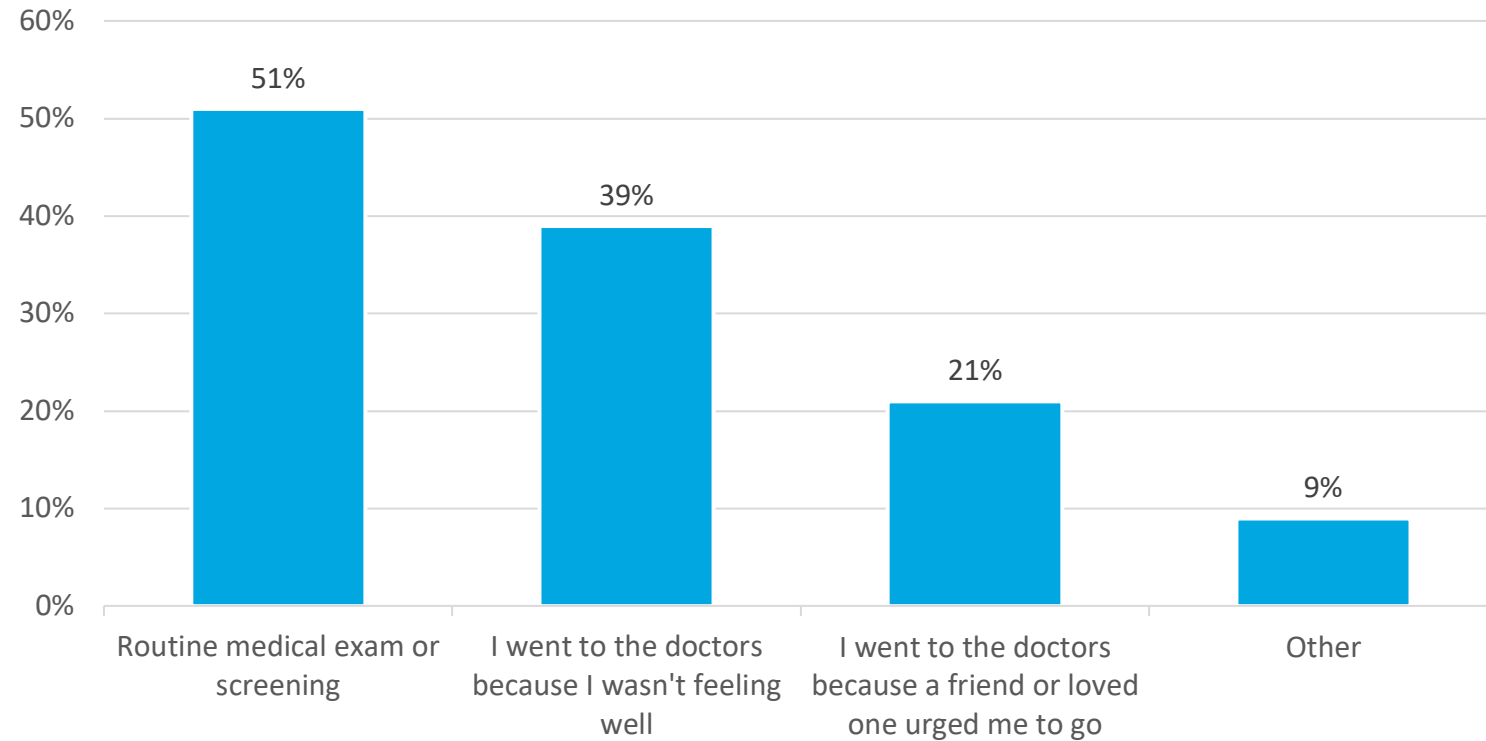
[Q5] Have you ever been diagnosed with cancer?



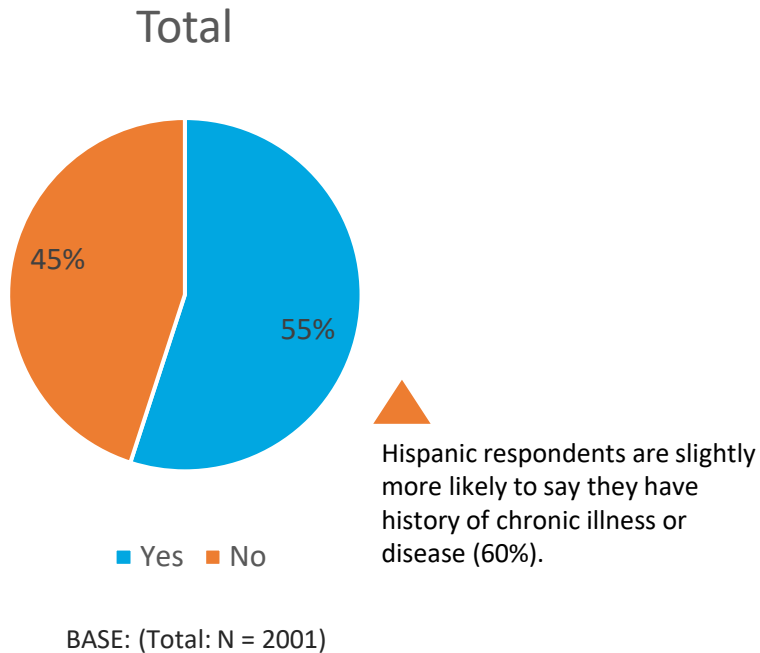
BASE: (Total: N = 2001)

[Q6] How did you find out that you had cancer?

Base = 211

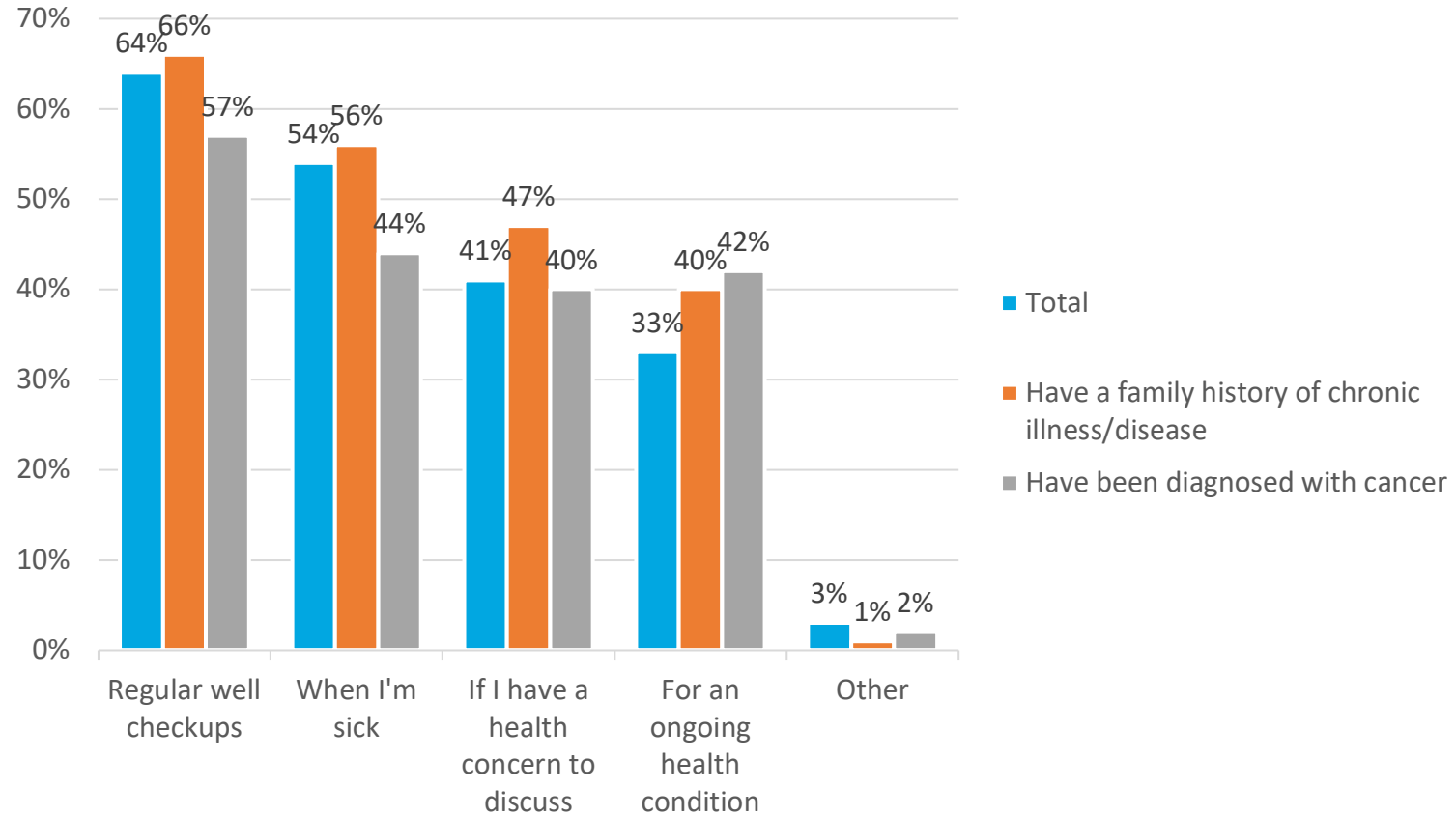


[Q7] Do you have a family history of chronic illness/disease (i.e., Cancer, Diabetes, Heart disease, Lupus, etc.)?



Having a family history of chronic illness/disease is slightly correlated with going to the doctor for wellness check-ups.

Base = 2001



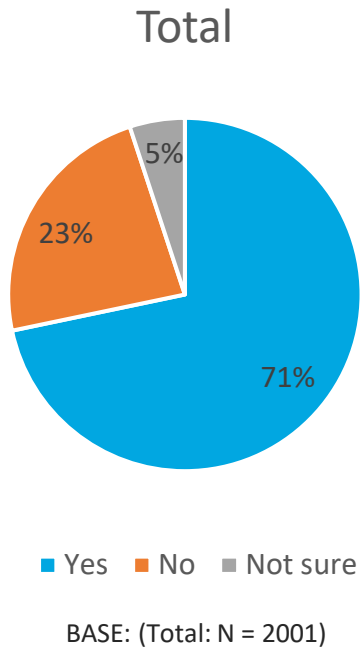
Healthy habits established during childhood carry into adulthood.

Those who indicate their parents scheduled annual doctor's appointments for them vs. those whose parents did not are significantly more likely to:

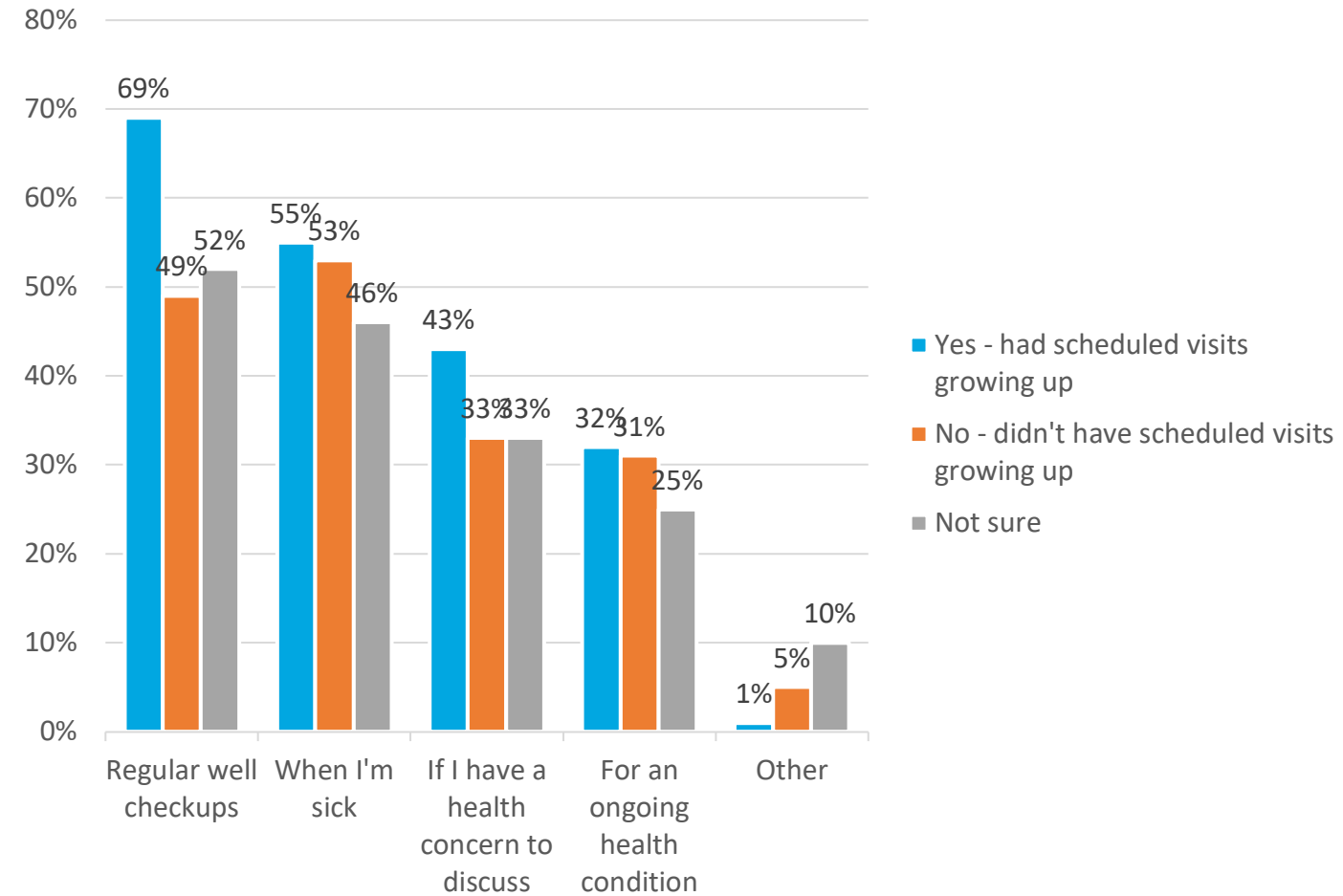
- Feel like they have control over their health (83% vs. 67%).
- Schedule doctor's appointments, particularly regular check-ups, sick visits, or when they have a health concern.
- Prioritize their health overall including scheduling of annual visits (well, OB, dental, vision), screenings, therapy, and general healthy habits.



[Q9] Growing up, did your parents schedule annual doctor's appointments for you (pediatrician check-ups, dental exams, etc.)?



Starting early makes a difference:
Respondents who had well visits growing up are more likely to schedule regular well check-ups.



[Q8] For what reasons do you schedule doctor's appointments?

Therapy and mental health care are lowest priorities for respondents.

[Q10] How much do you personally prioritize the following? BASE: (General population: N = 2001)

Annual wellness visit with primary care physician	Total
Always or most of the time	62%
Some of the time	21%
Rarely	11%
Never	6%

Annual dental exam	Total
Always or most of the time	57%
Some of the time	19%
Rarely	17%
Never	7%

Annual vision exam	Total
Always or most of the time	54%
Some of the time	22%
Rarely	16%
Never	7%

Annual wellness visit with OBGYN	Total
Always or most of the time	54%
Some of the time	21%
Rarely	17%
Never	9%

Recommended screenings and tests	Total
Always or most of the time	57%
Some of the time	26%
Rarely	12%
Never	6%

Therapy or mental health care	Total
Always or most of the time	37%
Some of the time	22%
Rarely	23%
Never	18%

Healthy habits	Total
Always or most of the time	56%
Some of the time	32%
Rarely	9%
Never	3%

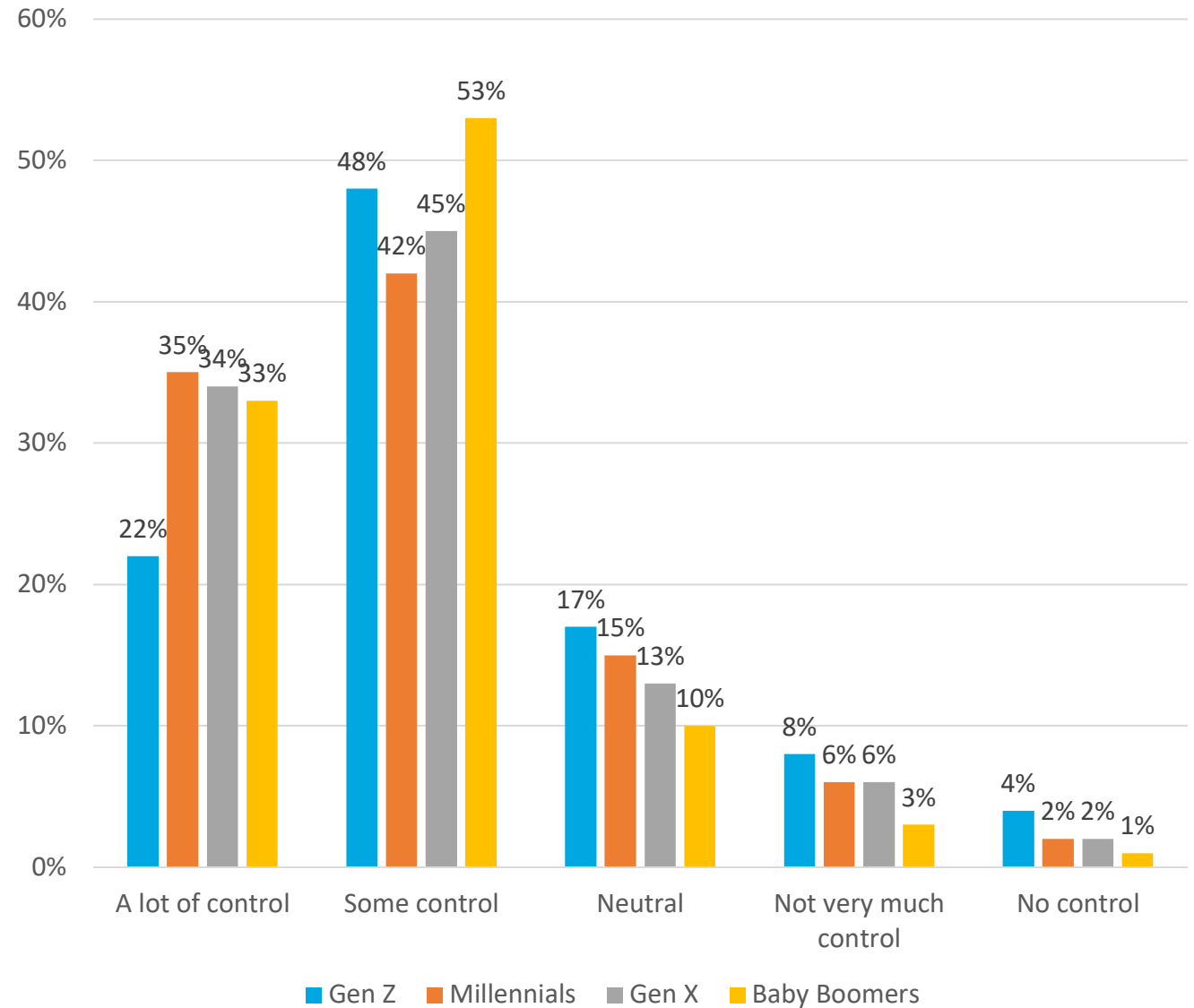
BASE: (Total: N = 1009)

Respondents who had annual doctor's appointments while they were growing up more often prioritize ALL preventive care appointments always or most of the time.

Gen Z is least likely to feel they have control they have over their health.

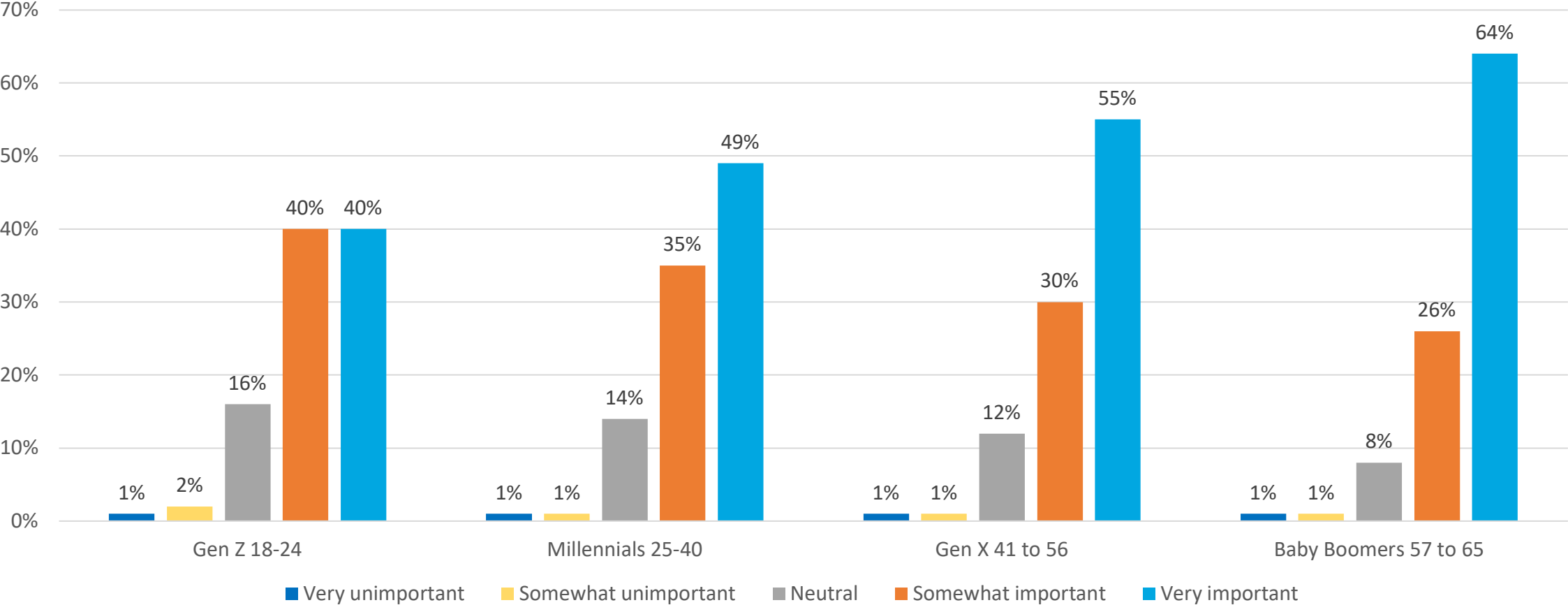
- [Q11] How much control do you feel you have over your health?
- BASE: (Total: N = 2001)

Gen Z: 18 to 24 years
Millennials: 25 to 40 years
Gen X: 41 to 56 years
Baby Boomers: 57 to 65 years



Gen X and Baby Boomer generations place greater importance on preventive care.

[Q18] How important is preventive care in maintaining your overall health and well-being? BASE: (Total: N = 2001)



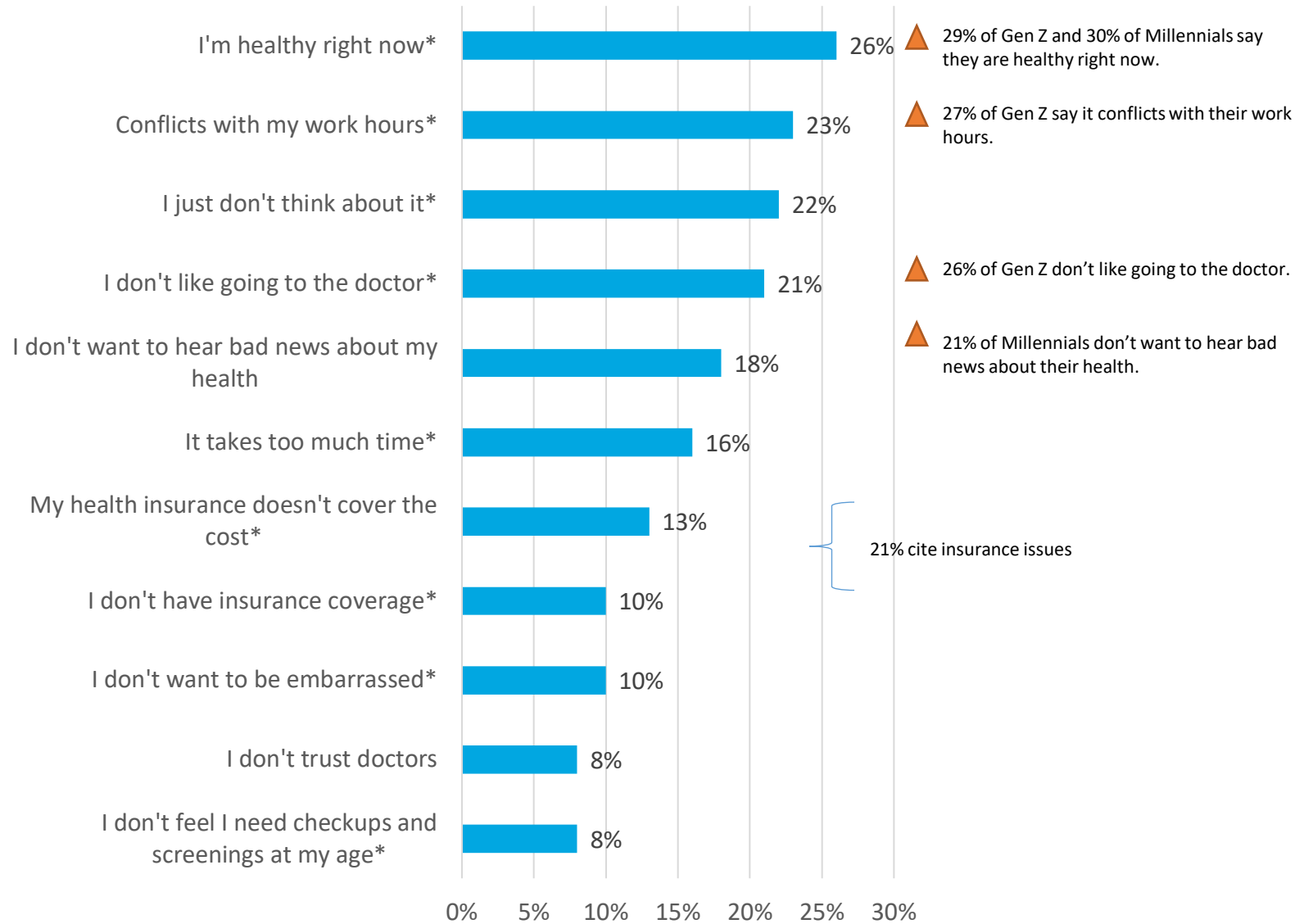
Feeling healthy is the primary reason most Americans don't get regular check-ups or screenings.

- Men (30%) are more likely than women (22%) to cite this reason.
- Feeling healthy is the more often the reason for skipping checkups for those under 40 (Gen Z [29%] and Millennials [30%]) vs. women (22%) and over 40 (Gen X and Boomers, 22%)
- Conflicts with working hours are the second biggest reason overall for not going to the doctor and, among women, is the top reason along with not liking going to the doctor.
- Other top reasons that cause people to miss regular check-ups include insurance issues (21%), including not having health insurance or their medical costs are not covered.



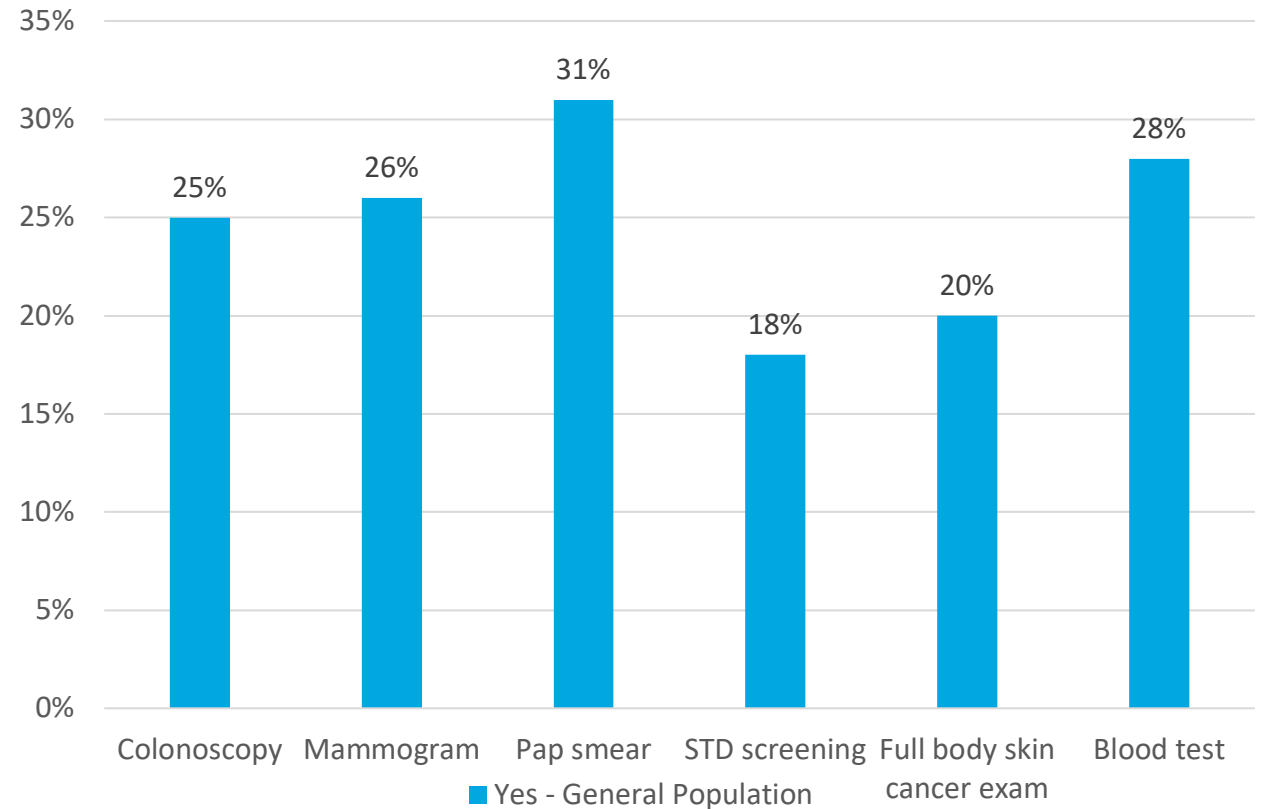
1 in 4 don't get regular check-ups because they feel they are healthy right now.

*Gen Z and Millennials more often cite reasons for skipping wellness visits.



1 in 2 (52%) admit to avoiding a common screening.

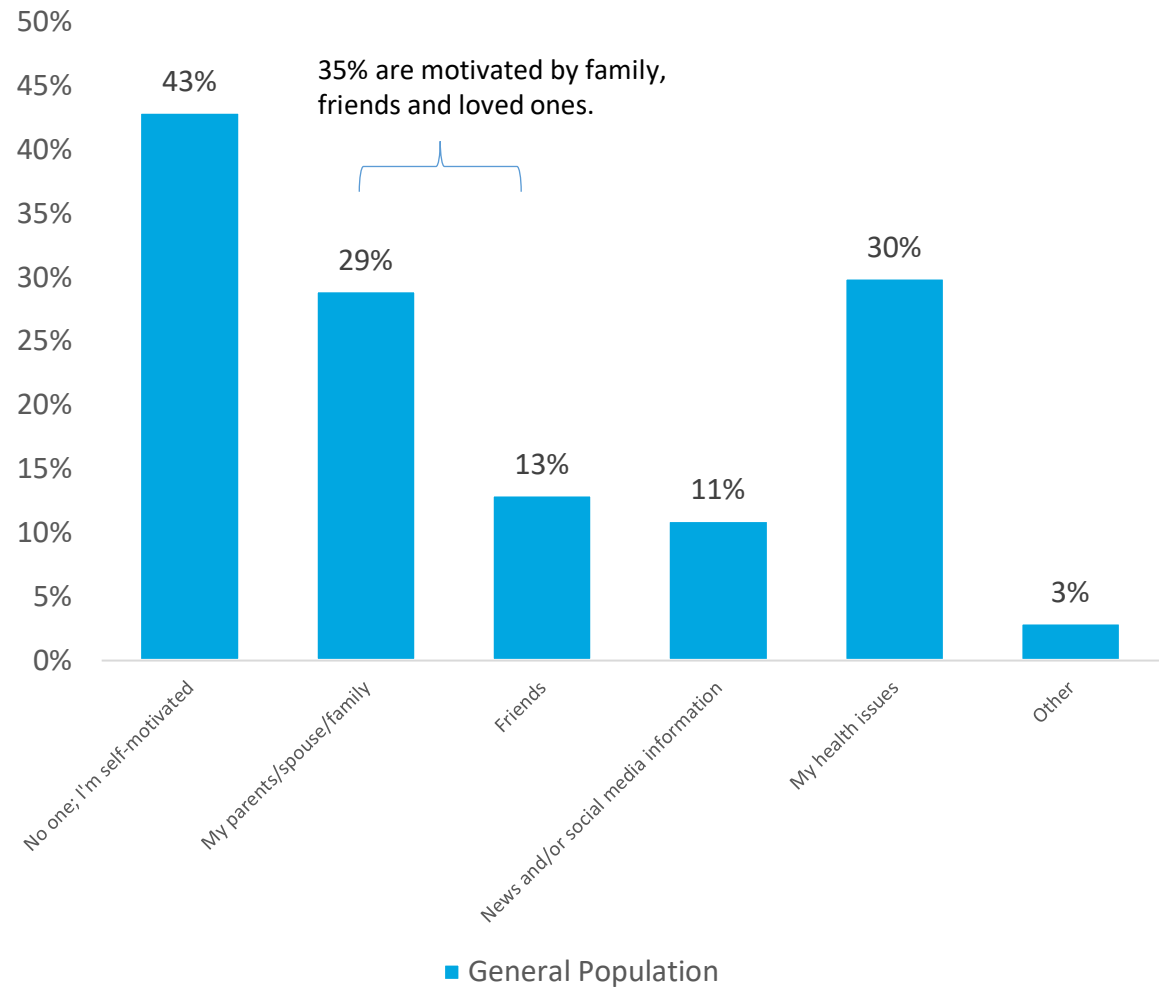
Q 14. Have you ever avoided any of the following common screenings?



BASE: (Colonoscopy: N = 2001;Mammogram: N = 1150;Pap smear: N = 1150;STD screening: N = 2001;Full body skin cancer exam: N = 2001;Blood test: N = 2001)

Most individuals are self-motivated to go to the doctor, but many benefit from encouragement from friends and family.

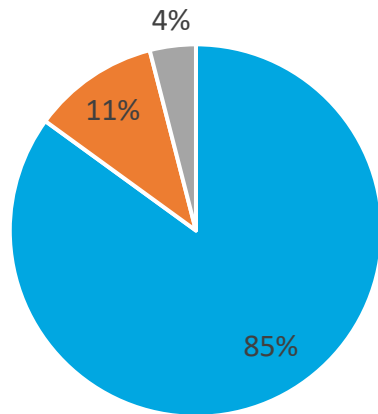
- Baby Boomers are the most likely to be self-motivated to go for annual check-ups (64%) compared to all other generations (Gen Z 29%, Millennials 35%, Gen X 45%).
- Younger people (Gen Z and Millennials) are significantly more likely than Gen X and Baby Boomers to be influenced by the news/social media to go to the doctor.
- Men are more likely to go to the doctor because of the influences of friends, family and information on the news or social media, while women are typically more self-motivated to see the doctor.



[Q12] What/Who influences your decision to go to the doctor for preventive care/annual check-ups?
• BASE: (Total: N = 2001)

Cash benefits are most motivating and many benefit from loved ones' *nudge or nag* to go to the doctor.

85% say a cash benefits would make them more likely to go to routine checkups.

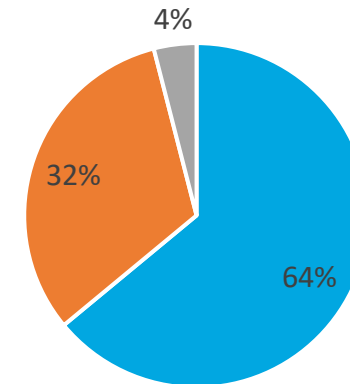


- Very or somewhat likely
- Neither likely or unlikely
- Very or somewhat unlikely

[Q15] How likely would you be to go to routine checkups if you received a cash benefit to do so (for instance, \$25 or enough to cover the copay)?

BASE: (Total: N = 2001)

64% say a friend or loved one's encouragement would make them more likely to go to the doctor.



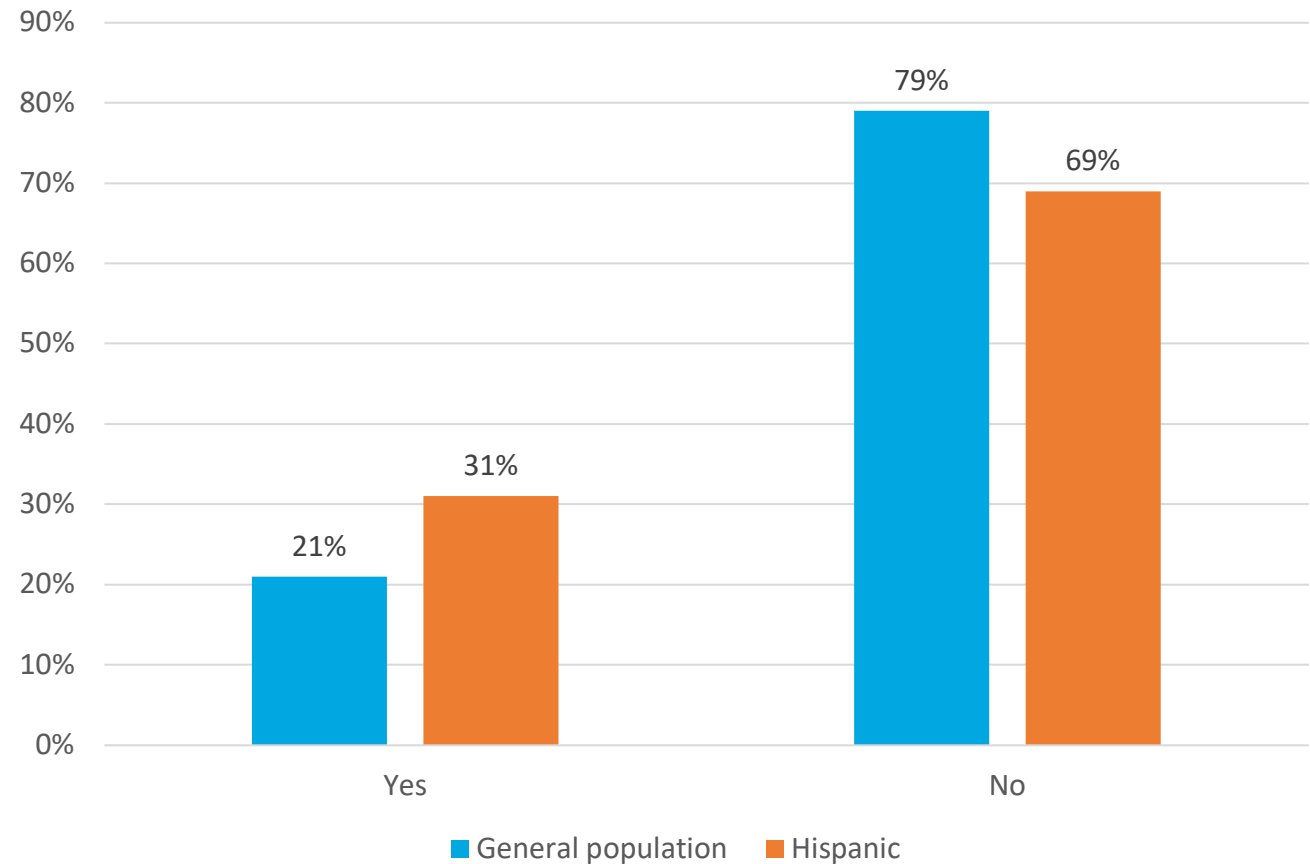
- A lot more or more likely
- Neither more or less likely
- A lot less or less likely

[Q16] Would a friend or loved one encouraging you to go to the doctor make you more or less likely to go to the doctor?

BASE: (Total: N = 2001)

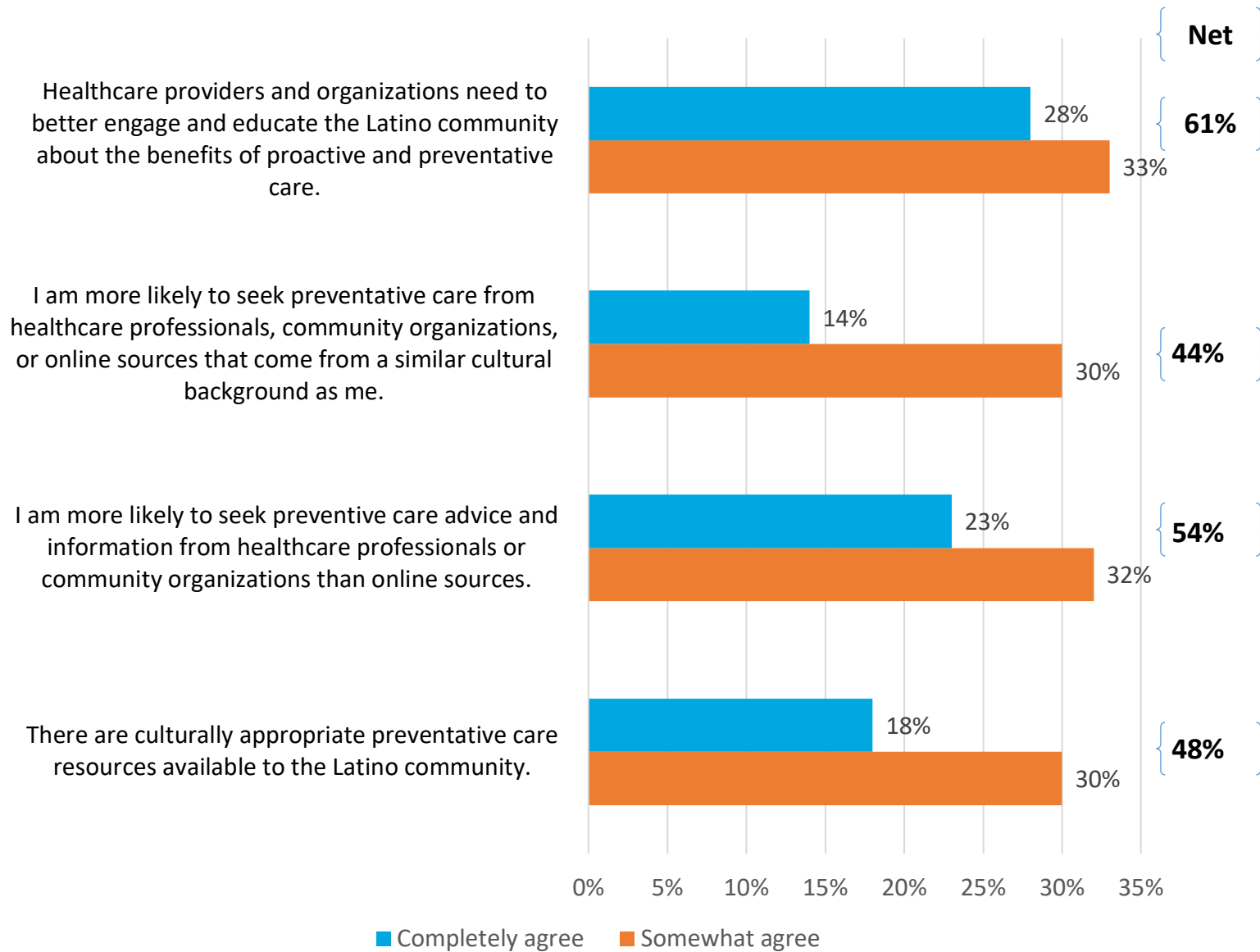
Language is a barrier for 31% of Hispanic respondents when it comes to managing their health.

[Q17] Do you feel like language is a barrier when it comes to your medical needs and understanding your insurance policies? BASE: (General Population: N = 2001; Hispanic: N=580)



Among Hispanic respondents, cultural background and language are important for access to preventive care.

[Q20] How much do you agree with the following statements? BASE: N = 580



When it comes to your health, build healthy habits.

- 1 Listen up.** A full 65% say they are more likely to go to the doctor because of a friend or loved one's encouragement.
- 2 Start early.** Individuals are more likely to schedule checkups and prioritize regular wellness screenings as adults when their parents or caregivers started the habit early by scheduling childhood wellness appointments.
- 3 Ask questions (or get support).** When it comes to medical needs and understanding insurance policies, 31% of Hispanic respondents say language is a barrier.
- 4 Check out your financial options.** 84% are likely to go to routine checkups if it meant receiving a cash benefit to do so — for instance, \$25 or enough to cover the copay.