

2021 MENTion It Survey: Key Findings

METHODOLOGY

This document presents the key findings of an online survey conducted among a nationally representative sample of 1,000 American males 18 years of age and older, living in the continental United States. In addition to the general population sample of males, an oversample was collected for minority male races/ethnicities to reach the following total samples for each:

- Hispanic (n = 364 total sample)
- Black/African American (n = 318 total sample)
- Asian/Pacific Islander (n=340 total sample)
- Native American/Alaskan Native (n=355 total sample)

The online survey was conducted by Savanta and completed between May 18th- May 27th, 2021. The margin of error (MOE) for the total male Gen Pop sample at the 95% confidence level is +/- 2.12 percentage points.

This document contains the data and key findings for:

- Overall Gen Pop Males
- Age/Generation breakdown
 - Gen Z (18-24 years old)
 - Millennial (25-40) years old)
 - Gen X (41-56 years old)
 - Baby Boomer/Silent Generation (57+)
- Race
 - White
 - Non-White
 - Black or African American
 - Hispanic
 - Asian
 - Native American/Alaskan Native

VIRTUAL HEALTHCARE IS HELPING TO DRIVE BETTER CONNECTION BETWEEN MEN AND THEIR DOCTORS

Men are Starting to Use Virtual Healthcare Since It's Easier for Them to Manage Their Health

- Two-thirds (66%) of men have used digital health services in the past 12 months.
- Nearly one-in-three men (29%) say they would prefer to have an online visit with a doctor/healthcare professional to discuss a health issue rather than an in-person visit.
 - Among men who prefer virtual visits, the top reasons are:
 - It's easier to fit virtual visits into my schedule (46%)
 - It's faster (45%)
 - I feel more comfortable talking about health issues in the privacy of my own home (43%)

- It's easier to access different kinds of care (37%)

Virtual Healthcare Also Allows Men to Feel More Comfortable When Having Tough Discussions With Their Doctor

- More than two-in-five (44%) men say they prefer discussing sexual health issues with a doctor online or over the phone.
 - The reason is because they are too embarrassed to do it in-person.

Men are Visiting their Doctor at Least Annually and Relying Heavily on Them to Manage Health Risks

- 20% of white men said they visit their physician less than once a year or never.
- To learn about medical conditions they may be at risk for, roughly two-thirds (63%) of men rely on healthcare professionals.
 - The next most common sources for men to learn about their medical risks are:
 - Online research (41%)
 - From friends and family (30%)

Minorities Tend to Visit Their Doctor Less Frequently and Struggle More Than Their White Male Counterparts to Get the Necessary Time Off Work

- One-quarter of men of color (26%) said they visit their physician less than once a year or never.
 - Hispanic men (35%) and Asian men (31%) are the least likely to visit their primary care physician more than once a year.
- This could be due to the fact that roughly half (52%) of minority males say when they need to visit a doctor, it is difficult for them to get the time off work to do so (compared to 37% of White male).

Majority of Men Today Are at Least Somewhat Comfortable Discussing Their Most Personal Health Issues With their Doctor, but Talking about Infertility and Sexual Issues is Still Difficult for Some

- When it comes to more intimate health issues, men are relatively comfortable having those discussions with their doctor today. Virtually all men stated they are at least somewhat comfortable discussing with their doctor the following topics, with at least half saying they are very comfortable:
 - Health risks (97% at least somewhat comfortable; 75% very comfortable)
 - GI/Digestive issues (95% at least somewhat comfortable; 70% very comfortable)
 - Mental Health issues (94% at least somewhat comfortable; 63% very comfortable)
 - Infertility (90% at least somewhat comfortable; 55% very comfortable)
 - Sexual Issues (88% at least somewhat comfortable; 51% very comfortable)
- When it comes to each of these health issues, men are most likely to turn to discuss them with their primary care physician as opposed to their partner/significant other, friends, parents, or religious/community leaders.
 - % who are most likely to discuss each health issue with HCP vs. others: (Health risks: 74%, GI/Digestive issues: 71%, Mental Health Issues: 67%, Sexual Issues: 58%, Infertility: 55%)

AGE IMPACT ON HEALTH ATTITUDES AND BEHAVIOURS

As Men Get Older, They Are Likely to Make a Habit of Visiting their Primary Physician, While Younger Men Risk Waiting Until Something Has Already Gone Wrong

- 7-in-10 (72%) men visit their primary care physician at least once a year.
 - However, this tends to become more likely with age. Roughly one-third of adult Gen Z (32%) and Millennial (30%) men see their primary care physician less than once a year, compared to 21% of Gen X and 10% of Boomer/Silent Generation.
- In fact, roughly one-fifth (19%) of Millennial males say they visit their primary care physician “only when something is wrong.”

Younger Men Tend to Have a Tougher Time Fitting in a Doctor’s Appointment into the Schedule

- Younger men also have a tougher time getting the time off work when they need to visit a doctor.
 - Both adult Gen Z (66%) and Millennials (60%) are more likely to agree that when they need to visit a doctor, it is difficult to get the time off work to do so (compared to Gen X: 48% and Boomer/Silent Generation: 11%).

Not Only are Younger Men Less Likely to go to their Doctor, They’re Also Less Likely to Have Conversations about Their Most Personal Health Issues

- Despite 96% of men saying that they trust their doctor, some still aren’t fully comfortable discussing certain health problems with them.
 - Millennial and Gen Z males are less likely than older generations to say they feel “very comfortable” discussing:
 - Health Risks (Gen Z: 61% and Millennial: 70% vs Boomer/Silent: 87%)
 - GI/Digestive Issues (Gen Z: 55% and Millennial: 63% vs Boomer/Silent: Z: 84%)
 - Mental Health Issues (Gen Z: 49% and Millennial: 58% vs Boomer/Silent: Z: 73%)
 - Infertility (Gen Z: 44% and Millennial: 50% vs Boomer/Silent: Z: 64%)
 - Sexual Issues (Gen Z: 34% and Millennial: 49% vs Boomer/Silent: Z: 59%)

However, Online Health Sites and Online Visits to Doctors Have Become an Outlet for Younger Men to Address Health Issues That They May Otherwise Ignore.

- One-quarter of Millennials (28%) and Gen Zers (25%) have used a direct to consumer online health site, such as Roman or Hims for a personal evaluation or filling a prescription (compared to only 6% of Boomers/Silent Generation).

- If given the choice, two-in five Millennials (41%) and one-third (36%) of Gen Zers would prefer to have an online visit with a doctor/healthcare professional rather than in-person (compared to 32% of Gen X and 9% Boomer/Silent Generation).

ADDITIONAL HISPANIC DATA CUTS

Hispanic men are more likely to discuss sexual issues online as they're more uncomfortable having those conversations in person.

- Hispanic men are less likely to say they're comfortable discussing sexual issues with their doctor (83% comfortable vs 88% for general population of men).
- Perhaps because of this discomfort, more than half of Hispanic men (56%) say they prefer discussing sexual health issues online because they're too embarrassed to do so in person (vs 44% of general population of men).
- In the last year, Hispanic men are more likely than White men to have used a consumer online health site, such as Hims or Roman, for a personal health evaluation.
- 51% of Hispanic men say when their doctor is the same race/ethnicity as them, they feel they receive better care (vs 42% of general population of men).

Hispanic men are also most likely to have difficulties getting the time off work when it comes time for them to visit the doctor.

- 3-in-5 Hispanic men say when they need to visit the doctor, it is difficult for them to get the appropriate time off work (61%).
 - Hispanic men are more likely than the general population (44%), White men (37%), African American men (48%), and Native American men (50%).