

STRESS IN AMERICA™

Paying With Our Health

RELEASED FEBRUARY 4, 2015



AMERICAN PSYCHOLOGICAL ASSOCIATION

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About the *Stress in America*™ Survey

Since 2007, the American Psychological Association has commissioned an annual nationwide survey as part of its Mind/Body Health campaign to examine the state of stress across the country and understand its impact. The *Stress in America*™ survey measures attitudes and perceptions of stress among the general public and identifies leading sources of stress, common behaviors used to manage stress and the impact of stress on our lives. The results of the survey draw attention to the serious physical and emotional implications of stress and the inextricable link between the mind and body.

For a Healthy Mind and Body, Talk to a Psychologist

APA's Mind/Body Health campaign educates the public about the connection between psychological and physical health and how lifestyle and behaviors can affect overall health and wellness. This multifaceted social marketing campaign addresses resilience and the mind-body connection through the Internet, social media, strategic partnerships and a nationwide grassroots network of psychologists offering free educational programs in local communities.

About the American Psychological Association

The American Psychological Association, in Washington, D.C., is the largest scientific and professional organization representing psychology in the United States. APA's membership includes nearly 130,000 researchers, educators, clinicians, consultants and students. Through its divisions in 54 subfields of psychology and affiliations with 60 state, territorial and Canadian provincial associations, APA works to advance the creation, communication and application of psychological knowledge to benefit society and improve people's lives.

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METHODOLOGY

The *Stress in America*™ survey was conducted online within the United States by Harris Poll on behalf of the American Psychological Association (APA) between August 4 and 29, 2014, among 3,068 adults ages 18+ who reside in the U.S. Results were weighted as needed for age, sex, race/ethnicity, education, region and household income. Propensity score weighting also was used to adjust for respondents' propensity to be online.

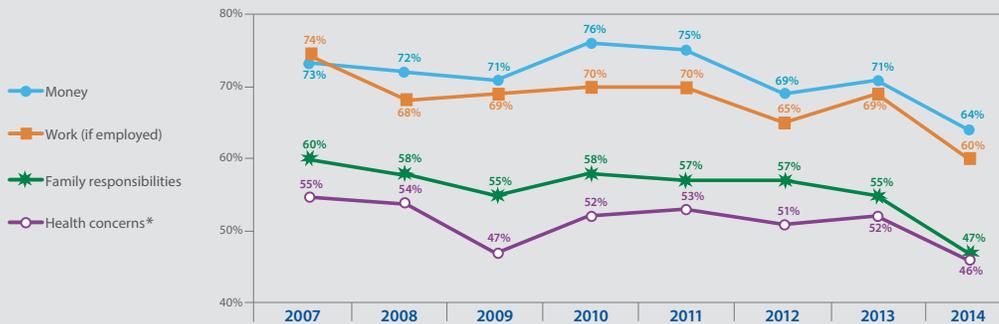
Throughout this report, different segments of adults are discussed. Adults' (n=3068 total) demographic subgroups include gender (men: n=1204; women: n=1864); generation (Millennials [18 to 35 years old]: n=720; Gen Xers [36 to 49 years old]: n=548; Baby Boomers [50 to 68 years old]: n=1324; and Matures [69 years or older]: n=476); income (<\$50K: n=1499; >\$50K: n=1379); region (East: n=670; Midwest: n=776; West: n=637; South: n=984); and emotional support (yes: n=2042; no: n=649). In addition, the sample size of parents with a child under 18 in the household was 569.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error, which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error," as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100 percent response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the U.S. population ages 18+. Because the sample is based on those who were invited and agreed to participate in the Harris Poll online research panel, no estimates of theoretical sampling error can be calculated.

In order to determine whether there were statistically significant differences in how various subgroups changed in perceptions over time, Multiple Linear Regression was used to relate the following constructs to the overall stress rating (Q605): (1) time (eight waves over eight years); (2) main effect of the subgroup in question; and (3) interaction between subgroups and time. This analysis was conducted separately to make comparisons by gender, income and age. Significance of items (1), (2) and (3) above was determined by p-values smaller than .05. All values were smaller. All values but one (main effect for Gen Xers) were less than .01.

Even though aspects of the U.S. economy continue to improve, some Americans are squeezed by sharp increases in health care costs and the cost of living.^{1,2} This year's *Stress in America*™ survey shows that stress about money and finances is prevalent nationwide. In fact, regardless of the economic climate, money has consistently topped Americans' list of stressors since the first *Stress in America*™ survey in 2007.



< TOP 4 SOURCES OF STRESS

Money tops charts of significant sources of stress

BASE: ALL QUALIFIED RESPONDENTS 2007 (n=1848); 2008 (n=1791); 2009 (n=1568); 2010 (n=1134); 2011 (n=1226); 2012 (n=2020); 2013 (n=1950); 2014 (n=3068)

Q625 Below is a list of things people say cause stress in their lives. For each one, please indicate how significant a source of stress it is in your life.

*In 2007, this option was presented to respondents as "personal health concerns."

Overall, Americans seem to be doing fairly well — average stress levels are trending downward (4.9 in 2014 vs. 6.2 in 2007 on a 10-point scale, where 1 is "little or no stress" and 10 is "a great deal of stress") and people generally say they are in good health (80 percent say their health is excellent, very good or good). But it seems that parents, younger generations and those living in lower-income households (making less than \$50,000 per year) have a different experience — they report higher levels of stress than Americans overall, especially when it comes to money, and those who have particularly high stress about money are more likely to say they engage in unhealthy behaviors to manage their stress.^{3,4} Women, who consistently report high levels of overall stress and unhealthy behaviors to manage stress, also report high levels of stress about money. What's more, the gap between the percentage of those who appear to be doing well when it comes to managing their stress and the percentage of those who are not is growing.⁵

These findings stand against a backdrop of research that shows the profound effects of stress on health status and longevity.⁶ Research also shows that financial struggles strain individuals' cognitive abilities, which could lead to poor decision-making and may perpetuate their unfavorable

financial and health situations.⁷ But there is good news. Survey findings show that those feeling the weight of money-related stress are able to cope and manage their stress in healthier ways when they say they have emotional support.⁸

FEELING FINANCIAL PRESSURE

Stress about money and finances appears to have a significant impact on Americans' lives. Nearly three-quarters (72 percent) of adults report feeling stressed about money at least some of the time and nearly one-quarter say that they experience extreme stress about money (22 percent rate their stress about money during the past month as an 8, 9 or 10 on a 10-point scale). In some cases, people are even putting their health care needs on hold because of financial concerns.

72% (NEARLY 3/4) of Adults
REPORT FEELING STRESSED ABOUT
MONEY AT LEAST SOME OF THE TIME

¹ Bureau of Economic Analysis, U.S. Department of Commerce. (2014, October 30). Gross domestic product: Third quarter 2014 (advance estimate) [Press release]. Retrieved from http://www.bea.gov/newsreleases/national/gdp/2014/pdf/gdp3q14_adv.pdf

² Knutson, R., & Francis, T. (2014, December 1). Basic costs squeeze families. *The Wall Street Journal*. Retrieved from <http://www.wsj.com/articles/americans-reallocate-their-dollars-1417476499>

³ Income <\$50K n=1499; >=\$50K n=1379. \$51,939 is the median U.S. household income according to the 2013 Census. DeNavas-Walt, C., & Proctor, B. D. (September 2014). Income and poverty in the United States: 2013. Retrieved from <http://www.census.gov/content/dam/Census/library/publications/2014/demo/p60-249.pdf>

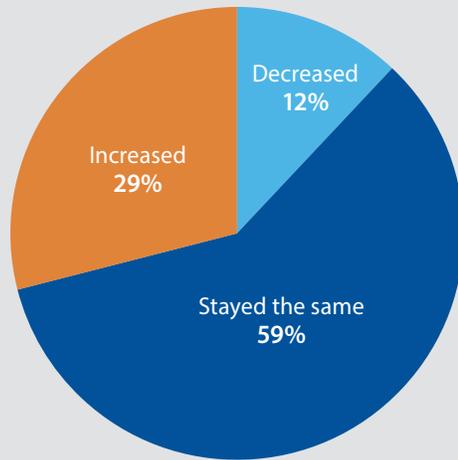
⁴ Adults with children under 18 living at home n=569; Adults without children under 18 living at home n=2499; Millennials 18 – 35 n=720; Gen Xers 36 – 49 n=548; Boomers 50 – 68 n=1324; Matures 69+ n=476.

⁵ Multiple Linear Regression was used in order to determine whether there were significant differences in how various subgroups changed in perceptions over time. [Read the full Methodology here.](#)

⁶ Schneiderman, N., Ironson, G., & Siegel, S. D. (April 2005). Stress and health: Psychological, behavioral, and biological determinants. *Annual Review of Clinical Psychology*, 1, 607–628.

⁷ Mani, A., Mullainathan, S., Shafir, E., & Zhao, J. (2013, August 30). Poverty impedes cognitive function. *Science*, 341(6149), 976–980. Retrieved from <http://www.sciencemag.org/content/341/6149/976>

⁸ Q702 Is there someone you can ask for emotional support if you need it, such as talking over problems or helping you make a difficult decision?



< **STRESS ABOUT MONEY**

Stress about money is mostly staying the same or increasing

BASE: ALL QUALIFIED RESPONDENTS (n=3068)

Q6011 Thinking about the past year, would you say your level of stress about money has increased, decreased or has it stayed about the same?

More than one-quarter of adults (26 percent) report feeling stressed about money most or all of the time.

More than half of adults (54 percent) say they have "just enough" or not enough money to make ends meet at the end of the month.

Most adults say their level of stress about money has remained the same (59 percent) or increased (29 percent) in the past year.

Significant sources of money-related stress reported by Americans include paying for unexpected expenses (54 percent said very or somewhat significant), paying for essentials (44 percent said very or somewhat significant) and saving for retirement (44 percent said very or somewhat significant).

Over the past year, the majority of Americans have taken steps to live more economically by shopping during sales or using coupons (53 percent), cooking more at home (52 percent) and cutting back on non-essentials (51 percent).

Nearly one-third of Americans (32 percent) say that their finances or lack of money prevent them from living a healthy lifestyle.

One in five Americans say that they have either considered skipping (9 percent) or skipped (12 percent) going to the doctor in the past year when they needed health care because of financial concerns.

Regardless of the role money plays in creating stress for the majority of Americans, people appear to have a positive attitude about finances: 80 percent say they have confidence in their ability to manage their money and 71 percent say they have a healthy relationship with money. At the same time, 71 percent say that having more money would make them happier and more than one-third say that money makes them tense (38 percent). These findings underscore the complexity of the relationship that many Americans have with money.

NEARLY 1 in 5 AMERICANS SAY THAT THEY HAVE EITHER CONSIDERED SKIPPING OR SKIPPED GOING TO THE DOCTOR IN THE PAST YEAR WHEN THEY NEEDED HEALTH CARE BECAUSE OF FINANCIAL CONCERNS.

STRUGGLING TO GET BY

The United States is the world's richest country, with a gross domestic product nearly double that of the runner-up, yet our economic inequality is among the highest in the world.^{9,10} The Great Recession may have officially ended, but most American households face stagnant wages and increasing debt — many Americans are actually considered to be poorer than they were a decade ago.^{11,12,13}

⁹International Monetary Fund. (October 2014). Report for Selected Countries and Subjects. Filtered for United States and China in U.S. dollars. Retrieved from <http://www.imf.org/external/pubs/ft/weo/2014/02/weodata/index.aspx>

¹⁰OECD. (n.d.). Income inequality. Retrieved from <http://data.oecd.org/inequality/income-inequality.htm>

¹¹Saez, E. (2013, September 3). Striking it richer: The evolution of top incomes in the United States (updated with 2012 preliminary estimates). Retrieved from <http://eml.berkeley.edu/~saez/saez-UStopincomes-2012.pdf>

¹²Federal Reserve Bank of New York. (February 2014). Household Debt and Credit Report. Retrieved from <http://www.newyorkfed.org/microeconomics/hhd.html#/2014/q3>

¹³Joint Center for Housing Studies of Harvard University. Tabulations of U.S. Census Bureau. Current Population Survey Data.



< **STRESS LEVELS BETWEEN LOWER-INCOME AND HIGHER-INCOME HOUSEHOLDS**

Gap in stress levels between lower-income and higher-income households is growing

BASE: ALL QUALIFIED RESPONDENTS 2007 (Under \$50K n=709; ≥\$50K n=852); 2008 (Under \$50K n=766; ≥\$50K n=778); 2009 (Under \$50K n=719; ≥\$50K n=665); 2010 (Under \$50K n=569; ≥\$50K n=438); 2011 (Under \$50K n=598; ≥\$50K n=527); 2012 (Under \$50K n=926; ≥\$50K n=981); 2013 (Under \$50K n=990; ≥\$50K n=795); 2014 (Under \$50K n=1499; ≥\$50K n=1379)

Q605 On a scale of 1 to 10 where 1 means you have "little or no stress" and 10 means you have "a great deal of stress," how would you rate your average level of stress during the past month?

It also appears that the gap between the "haves" and the "have nots" is widening. In 2007, average reported stress levels were the same regardless of income, but now, those living in lower-income households report higher overall stress levels than those living in higher-income households (5.2 vs. 4.7 on a 10-point scale).

For adults living in lower-income households, financial concerns are a common source of stress.

Adults in lower-income households are twice as likely as those in higher-income households to say they feel stress about money all or most of the time (36 percent vs. 18 percent).

Many lower-income Americans barely scrape by each month. Thirty percent of adults in lower-income households report that at the end of the month, they don't have enough money to make ends meet, compared with 11 percent of adults in higher-income households.

Forty-four percent of lower-income Americans say paying for out-of-pocket health care costs is a very or somewhat significant source of stress (compared with 34 percent of higher-income Americans). For those lower-income Americans who have out-of-pocket health care costs,

31 percent say they have difficulty paying for these costs (compared with 14 percent of higher-income Americans with out-of-pocket health care costs).

Survey results suggest that for those living in lower-income households, both finances and stress about money stand in the way of a healthy lifestyle.

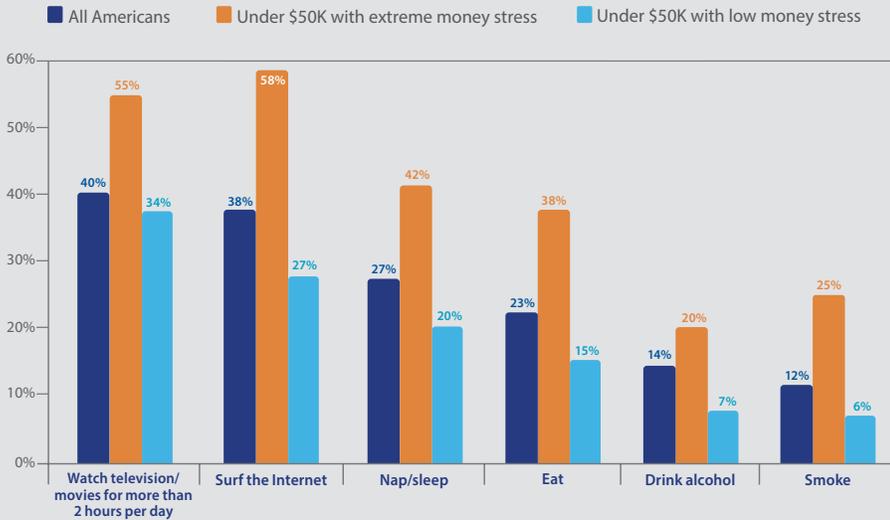
Those living in lower-income households are almost twice as likely (45 percent) as those in higher-income households (24 percent) to say that their financial situation or lack of money prevents them from living a healthy lifestyle.

Nearly three in 10 lower-income Americans have either considered skipping (9 percent) or actually skipped (20 percent) necessary doctors' visits due to their finances.

More people with lower reported income say that they have felt a sense of loneliness and isolation in the past month due to stress (29 percent vs. 21 percent of people with higher reported income).

Those living in lower-income households who also say their stress about money is extreme (8, 9 or 10 on a 10-point scale) are more likely than those living in lower-income households reporting low stress about money (1, 2 or 3 on a 10-point scale) to say they engage in sedentary or unhealthy behaviors to manage their stress, such as watching television/movies for more than two hours per day (55 percent vs. 34 percent), surfing the Internet (58 percent vs. 27 percent), napping/sleeping (42 percent vs. 20 percent), eating (38 percent vs. 15 percent), drinking alcohol (20 percent vs. 7 percent) or smoking (25 percent vs. 6 percent).

THOSE IN LOWER-INCOME HOUSEHOLDS ARE ALMOST TWICE AS LIKELY TO SAY LACK OF MONEY PREVENTS THEM FROM LIVING A HEALTHY LIFESTYLE THAN THOSE IN HIGHER-INCOME HOUSEHOLDS



< STRESS MANAGEMENT TECHNIQUES AMONG LOWER-INCOME AMERICANS

Those living in lower-income households with extreme stress about money are more likely to report sedentary or unhealthy behaviors than those in lower-income households with low stress about money

BASE: ALL QUALIFIED RESPONDENTS (n=3068); Respondents with income under \$50K and high stress about money (n=460); Respondents with income under \$50K and low stress about money (n=496)

Q965 Do you do any of the following to manage stress?

Those living in lower-income households who also say they have extreme stress about money are more than twice as likely as those living in lower-income households with low stress about money to rate their health as fair or poor (44 percent vs. 17 percent).

A STRESSFUL REALITY FOR PARENTS AND YOUNGER GENERATIONS

The impact of stress about money appears to be worse among those who also report higher levels of overall stress — younger generations (Millennials and Gen Xers) and parents of children under the age of 18.¹⁴

Overall, younger generations and parents rate their stress higher than Americans overall:

- Parents say their overall stress is a 5.7 on a 10-point scale and more than one-third (34 percent) say that their overall stress has increased in the past year. Parents also report higher levels of stress about money compared to non-parents (5.8 vs. 4.4 on a 10-point scale).¹⁵
- Millennials and Gen Xers report comparable levels of overall stress — 5.5 and 5.4 on a 10-point scale, respectively — and in both groups, more than one-quarter say their overall stress has increased in the past year (36 percent of Millennials and 30 percent of Gen Xers).

- Millennials and Gen Xers report higher levels of stress about money compared to Americans overall (Millennials: 5.4 on a 10-point scale; Gen Xers: 5.5; all adults: 4.7).

Younger generations and parents are also more likely than other Americans to point to financial concerns as sources of stress.

Money is a somewhat or very significant source of stress for the majority of Americans (64 percent) but even more so for parents (77 percent), Millennials (75 percent) and Gen Xers (76 percent).

Parents and younger generations are less likely than Americans overall to report being financially secure (parents: 5.0 on a 10-point scale, where 1 means “not at all financially secure” and 10 means “completely financially secure;” Millennials: 4.8; Gen Xers: 4.8; all adults: 5.5).

More than half of parents (58 percent) and Millennials (57 percent) say that paying for essentials is a somewhat or very significant source of stress, compared with 44 percent of Americans overall reporting the same.

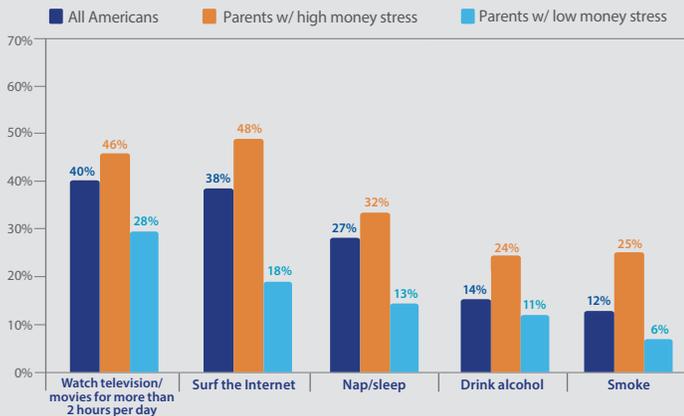
The majority of parents (71 percent) and Gen Xers (70 percent) say they have “just enough” or not enough money to make ends meet at the end of the month.

¹⁴ The four generations are defined as the following: Millennials (18- to 35-year-olds), Gen Xers (36- to 49-year-olds), Boomers (50- to 68-year-olds) and Matures (69 years and older).

¹⁵ “Non-parents” signify those who do not have a child under 18 living at home.



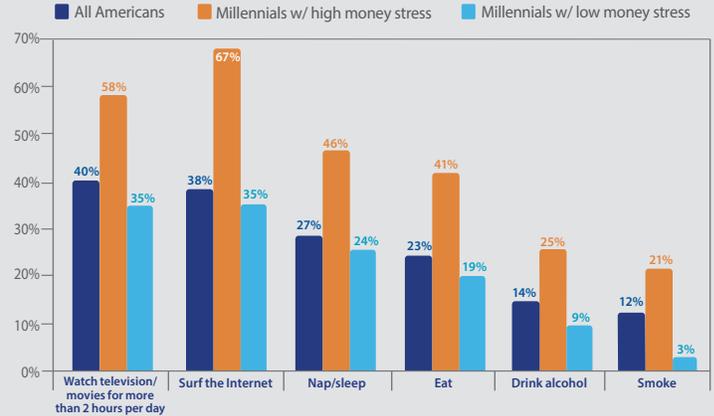
STRESS MANAGEMENT TECHNIQUES AMONG PARENTS



BASE: ALL RESPONDENTS (n=3068); Parents with high stress about money (n=219); Parents with low stress about money (n=111)

Q965 Do you do any of the following to manage stress?

STRESS MANAGEMENT TECHNIQUES AMONG MILLENNIALS



BASE: ALL RESPONDENTS (n=3068); Millennials with high stress about money (n=228); Millennials with low stress about money (n=169)

Q965 Do you do any of the following to manage stress?

Roughly half of parents (48 percent) and Gen Xers (47 percent) say paying for out-of-pocket health care costs is a somewhat or very significant source of stress, compared to 38 percent of all Americans. For those who have out-of-pocket health care costs, more than one-quarter of parents (28 percent) and Gen Xers (27 percent) say they had difficulty paying for these costs in the past year.

For many parents and younger generations, finances and stress about money are barriers to living a healthy lifestyle.

Nearly half (45 percent) of parents, 43 percent of Millennials and 41 percent of Gen Xers say that their financial situation or lack of money prevents them from living a healthy lifestyle, compared to 32 percent of all Americans saying the same.

Parents who say their stress about money is extreme (8, 9 or 10 on a 10-point scale) are more likely than parents with low stress about money (1, 2 or 3 on a 10-point scale) to report engaging in sedentary or unhealthy behaviors to manage their stress, such as watching television/movies for more than two hours per day (46 percent vs. 28 percent), surfing the Internet (48 percent vs. 18 percent), napping/sleeping (32 percent vs. 13 percent), drinking alcohol (24 percent vs. 11 percent) or smoking (25 percent vs. 6 percent).

Parents who say their stress about money is extreme are nearly three times as likely as parents with low stress about money to rate their health as fair or poor (27 percent vs. 10 percent).

Millennials who say their stress about money is extreme are more likely than Millennials who report low stress about money to say they engage in sedentary or unhealthy behaviors to manage their stress, such as watching television/movies for more than two hours per day (58 percent vs. 35 percent), surfing the Internet (67 percent vs. 35 percent), napping/sleeping (46 percent vs. 24 percent), eating (41 percent vs. 19 percent), drinking alcohol (25 percent vs. 9 percent) or smoking (21 percent vs. 3 percent).

Millennials reporting extreme money stress are significantly more likely than Millennials who say they have low money stress to rate their health as fair or poor (31 percent vs. 6 percent).

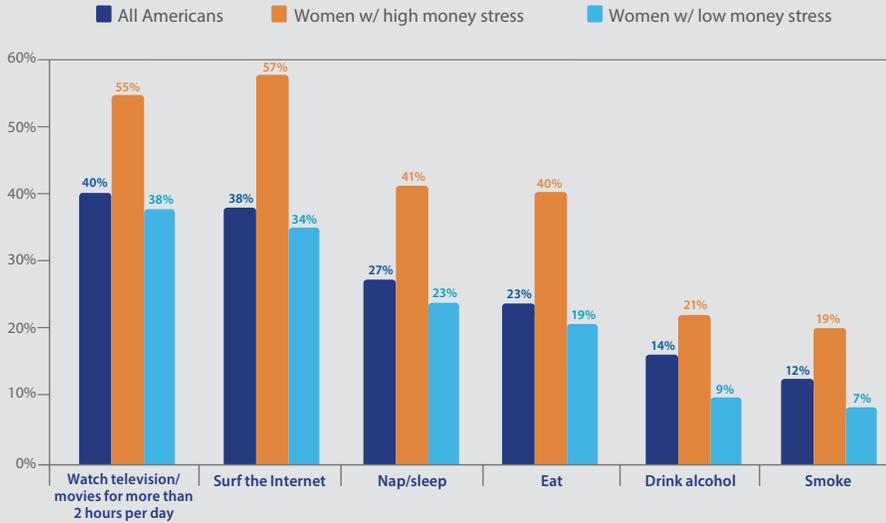
WORRYING MORE ABOUT MONEY

Year after year, women's experiences with stress continue to be troubling. They consistently report higher stress levels than men do and they appear to have a hard time coping.¹⁶ These patterns also emerge when it comes to their relationship with money and finances.

Women report higher levels of stress about money than men (5.0 vs. 4.3 on a 10-point scale) and are more likely than men to say they feel stress about money all or most of the time (30 percent vs. 21 percent).

Nearly half of women (49 percent) say that paying for essentials is a somewhat or very significant source of stress, compared with 38 percent of men.

¹⁶ Men n=1204; Women n=1864.



< STRESS MANAGEMENT TECHNIQUES AMONG WOMEN

Women with high stress about money are more likely to report sedentary or unhealthy behaviors than women with low stress about money

BASE: ALL RESPONDENTS (n=3068); Women with high stress about money (n=550); Women with low stress about money (n=674)

Q965 Do you do any of the following to manage stress?

Women who say their stress about money is high (8, 9 or 10 on a 10-point scale) are more likely than women who say they have low stress about money (1, 2 or 3 on a 10-point scale) to say they engage in sedentary or unhealthy behaviors to manage their stress, such as watching television/movies for more than two hours per day (55 percent vs. 38 percent), surfing the Internet (57 percent vs. 34 percent), napping/sleeping (41 percent vs. 23 percent), eating (40 percent vs. 19 percent), drinking alcohol (21 percent vs. 9 percent) or smoking (19 percent vs. 7 percent).

Women who say their stress about money is high are significantly more likely than women who say they have low stress about money to rate their health as fair or poor (34 percent vs. 13 percent).

SEEKING EMOTIONAL SUPPORT

While the connection between stress and health is clear, both appear to be affected by the social and emotional support we perceive in our lives.^{17,18} Survey findings show that Americans who say they have emotional support — specifically, that they have someone they can ask for emotional support if they need it, such as family and friends — report lower stress levels and better related outcomes than those without emotional support.^{19,20} But

finding that support when you need it can be difficult: One in five Americans (21 percent) say they have no one to rely on for emotional support. A similar percentage of Americans (18 percent) say money is a taboo subject in their family and more than one-third (36 percent) say that talking about money makes them uncomfortable.

The average overall stress level for those who say they have no emotional support is 6.2 on a 10-point scale, compared with 4.8 for those who say they have emotional support.

Forty-three percent of those who say they have no emotional support report that their overall stress has increased in the past year, compared with 26 percent of those who say they have emotional support.

Twenty-one percent of those who say they have no emotional support report that they did not make any lifestyle changes because they are too stressed, compared with 10 percent of those who say they have emotional support.

Nearly half (46 percent) of those who say they have no emotional support say they felt depressed/sad due to stress in the last month, compared with one-third (32 percent) of those who say they have emotional support.

¹⁷ MedlinePlus. (n.d.). Stress. Retrieved from <http://www.nlm.nih.gov/medlineplus/stress.html>

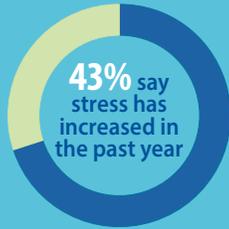
¹⁸ Southwick, S. M., Vythilingam, M., & Charney, D. S. (2005). The psychobiology of depression and resilience to stress: Implications for prevention and treatment. *Annual Review of Clinical Psychology*, 1, 255–291. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/17716089>

¹⁹ Uchino, Bert N. (2004). *Social support and physical health: Understanding the health consequences of relationships*. Yale University. Retrieved from <http://books.google.com/books?hl=en&lr=&id=VxUgC6525wC&oi=fnd&pg=PP5&ots=6AwhG7hr9m&sig=r9DBYAV1GBsCA3BgDILDVjcxM-Q#v=onepage&q&f=false>

²⁰ Emotional support yes: n=2042; emotional support no: n=649.

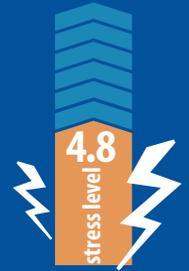
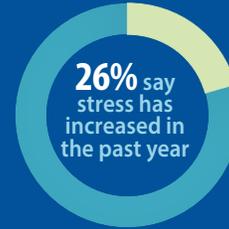


THE IMPORTANCE OF EMOTIONAL SUPPORT



No
I don't have it.

Yes
I have it.



For those Americans who feel the burden of stress about money the most — parents, younger generations, lower-income households and women — it seems that emotional support is even harder to come by. Even within families, talking about money and finances can be challenging. Only 37 percent say they talk with their family members about money often and 31 percent of spouses and partners say that money is a major source of conflict or tension in their relationship. In addition, nearly all adults (95 percent) think parents should talk to their children about money.

Significantly more Americans from lower-income households than those from higher-income households say that they do not have emotional support (27 percent vs. 17 percent).

Roughly one-quarter of parents (26 percent) and Millennials (25 percent) say that they do not have emotional support.

Twenty-eight percent of parents and 34 percent of Millennials report feeling a sense of loneliness/isolation due to stress in the past month, compared with 24 percent of Americans overall.

These groups in particular — and those living in lower-income households — say they could use more emotional support (52 percent of those from lower-income households, 62 percent of parents and 59 percent of Millennials say they could have used a lot, some or a little more emotional support in the past year than they received).

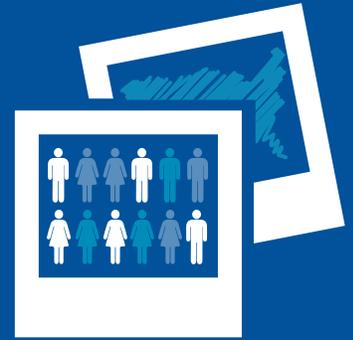
A fair number of Americans — 14 percent — say they could have used a lot more emotional support in the past year.

While women are less likely than men to say they do not have emotional support (19 percent vs. 23 percent), more women report feeling a sense of loneliness/isolation due to stress in the past month (29 percent vs. 19 percent of men) and they are more likely to say that they could have used a lot more emotional support in the past year (16 percent vs. 11 percent of men).

Only 37% of adults TALK WITH THEIR FAMILY MEMBERS ABOUT MONEY OFTEN

Since 2007, the *Stress in America*™ survey has examined how stress affects Americans' health and well-being. This year, survey findings show that although overall stress levels appear to be trending downward, this drop is not shared equally. Those groups that consistently struggle with stress — women, younger Americans and parents — continue to report higher stress levels and are more likely to report that they have experienced at least one symptom of stress in the past month than Americans overall.

Regardless of group, Americans continue to report stress at levels higher than what they believe is healthy, struggle to achieve their health and lifestyle goals, and manage stress in ineffective ways.



< AVERAGE STRESS LEVELS

Stress levels are declining, but still higher than healthy levels

BASE: ALL QUALIFIED RESPONDENTS 2007 (n=1848); 2008 (n=1791); 2009 (n=1568); 2010 (n=1134); 2011 (n=1226); 2012 (n=2020); 2013 (n=1950); 2014 (n=3068)

Q605 On a scale of 1 to 10, where 1 means you have "little or no stress" and 10 means you have "a great deal of stress," how would you rate your average level of stress during the past month?

Q610 On a scale of 1 to 10, where 1 means "little or no stress" and 10 means "a great deal of stress," what would you consider a healthy level of stress?

STRESS TRENDING DOWNWARD, BUT HEALTH AND WELLNESS STILL OUT OF REACH

Although survey findings show that average stress levels have decreased since 2007, many Americans say they struggle to achieve their healthy living goals and that important health behaviors like eating and sleeping are affected by stress. Only a small percentage say their stress has actually decreased this past year.

On average, Americans rate their stress level as 4.9 on a 10-point scale, where 1 is "little or no stress" and 10 is "a great deal of stress," down from 6.2 in 2007.

Despite this downward trend, reported stress levels remain higher than what Americans believe to be healthy — 3.7 on a 10-point scale — though the gap between average reported stress levels and healthy stress levels is narrowing (a gap of 1.2 in 2014 vs. 1.8 in 2007).

Forty-two percent of adults say they are not doing enough or are not sure whether they are doing enough to manage their

stress. One in five Americans (20 percent) say they never engage in an activity to help relieve or manage their stress.

Many Americans say their stress levels have either stayed the same (53 percent) or increased (29 percent) in the past year. Only 18 percent of Americans say their stress has decreased in the past year.

The most commonly reported sources of stress include money (64 percent report that this is a very or somewhat significant source of stress), work (60 percent), the economy (49 percent), family responsibilities (47 percent) and personal health concerns (46 percent).

The most commonly reported stress management techniques include listening to music (44 percent), exercising/walking (43 percent), watching television for more than two hours per day (40 percent) and surfing the Internet/going online (38 percent).

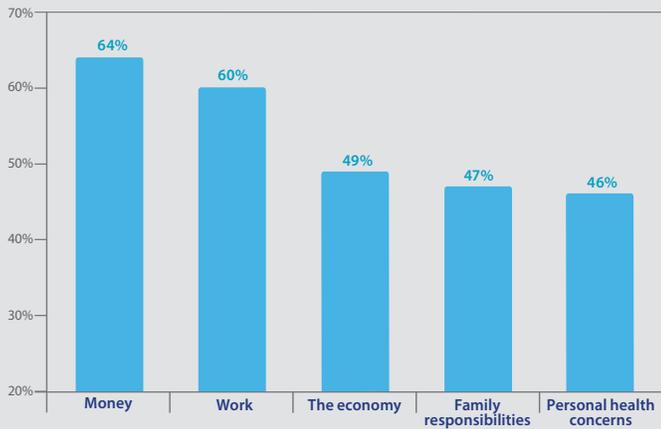
1 in 5
(20%)

AMERICANS SAY THEY NEVER ENGAGE IN AN ACTIVITY TO HELP relieve or manage their stress



COMMON STRESSORS

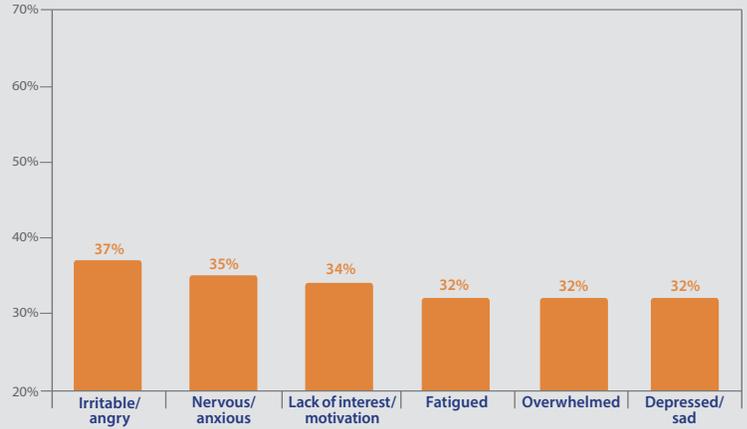
Very or somewhat significant source of stress



BASE: ALL QUALIFIED RESPONDENTS 2014 (n=3068)

Q625 Below is a list of things people say cause stress in their lives. For each one, please indicate how significant a source of stress it is in your life.

SYMPTOMS OF STRESS



BASE: ALL QUALIFIED RESPONDENTS 2014 (n=3068)

Q810 Which of the following, if any, have you experienced in the last month as a result of stress? Please select all that apply.
Q7170 Which of the following, if any, have you experienced in the last month as a result of stress? Please select all that apply.

Stress remains a barrier that prevents people from living well and reaching their health and lifestyle goals.

The number of Americans saying that stress has a very strong or strong impact on their physical (25 percent in 2014 vs. 37 percent in 2011) or mental health (28 percent in 2014 vs. 35 percent in 2011) appears to be declining.¹ However, 75 percent of Americans report experiencing at least one symptom of stress in the past month.

The most commonly reported symptoms of stress in the past month include feeling irritable/angry (37 percent), being nervous/anxious (35 percent), having a lack of interest/motivation (34 percent), feeling fatigued (32 percent), feeling overwhelmed (32 percent) and being depressed/sad (32 percent).

A sizable number of Americans say that they engage in unhealthy behaviors because of stress, such as lying awake at night (42 percent say they have done this in the

past month because of stress) or eating too much/eating unhealthy foods (33 percent say they have done this in the past month because of stress).

Of those who have tried to make a lifestyle change in the past five years, many are still trying to lose weight (58 percent), reduce stress (53 percent), eat a healthier diet (49 percent), get more sleep (47 percent) and exercise more (45 percent).

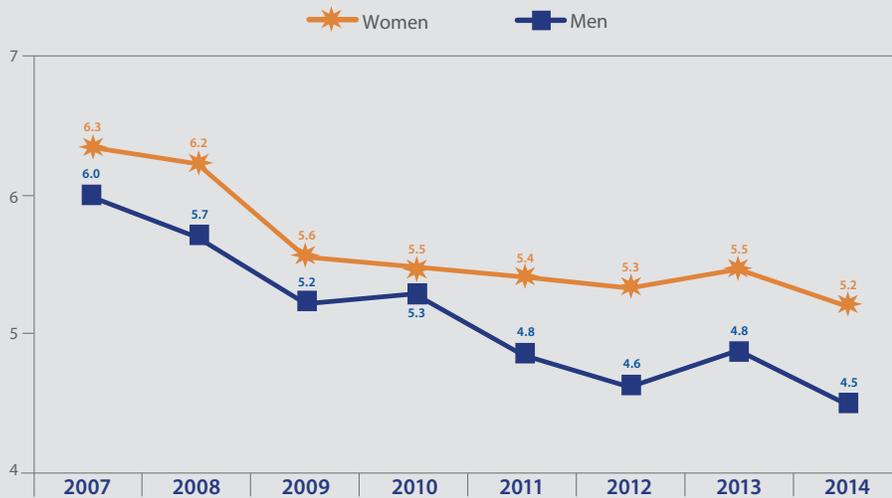
Willpower is the most commonly cited barrier to making lifestyle changes (32 percent of Americans say that a lack of willpower prevented them from making a change), but more than one in 10 say that they are too stressed to make a desired change (12 percent). In addition, 29 percent say that in the last month, stress has gotten in the way of exercising.

Stress appears to affect relationships as well — 41 percent of adults who are married or living with a partner say that they lost patience or yelled at their spouse or partner due to stress in the past month and 18 percent of those who are employed say they snapped at or were short with a coworker.

Stress also has gotten in the way of people taking care of their responsibilities at home in the last month (26 percent).

75% OF AMERICANS REPORT EXPERIENCING AT LEAST ONE **symptom of stress** IN THE PAST MONTH

¹2011 is the first year that Q7180 (How much of an impact do you think your stress level has on your body/physical health?) and Q7185 (How much of an impact do you think your stress level has on your mental health?) were fielded as part of the Stress in America™ survey.



< STRESS LEVELS BY GENDER

Gap in stress level between men and women is widening

BASE: ALL QUALIFIED RESPONDENTS 2007 (Male n=771; Female n=1077); 2008 (Male n=789; Female n=1002); 2009 (Male n=729; Female n=839); 2010 (Male n=530; Female n=604); 2011 (Male n=539; Female n=687); 2012 (Male n=929; Female n=1091); 2013 (Male n=847; Female n=1103); 2014 (Male n=1204; Female n=1864)

Q605 On a scale of 1 to 10, where 1 means you have "little or no stress" and 10 means you have "a great deal of stress," how would you rate your average level of stress during the past month?

STRESS GAP WIDENING BETWEEN GENDERS

The Stress in America™ survey consistently finds that women report higher stress levels than men and are more likely than men to say they experience symptoms of stress and that they engage in unhealthy and sedentary behaviors to manage their stress.² In fact, it appears that the gap between men's and women's stress levels has grown, and women are not faring any better when it comes to stress management.

On average, women continue to report a higher level of stress than men (5.2 vs. 4.5 on a 10-point scale in 2014, compared with 6.3 vs. 6.0 in 2007).

More women than men say that their stress has increased in the past year (32 percent vs. 25 percent).

Women are more likely than men to report money (68 percent vs. 61 percent) and family responsibilities (55 percent vs. 39 percent) as very or somewhat significant sources of stress.

Despite men reporting lower stress levels and being less likely to report symptoms of stress, men are more likely than women to say they never engage in an activity to

help relieve or manage their stress (22 percent of men vs. 18 percent of women).

Women are also more likely than men to say they have experienced symptoms of stress in the past month, such as feeling as though they could cry (44 percent vs. 13 percent of men), being nervous/anxious (40 percent vs. 29 percent of men), feeling overwhelmed (40 percent vs. 24 percent of men), being depressed/sad (38 percent vs. 25 percent of men), feeling fatigued (37 percent vs. 27 percent of men) and constant worrying (35 percent vs. 20 percent of men).

Far more women than men say they have lain awake at night in the past month due to stress (51 percent vs. 32 percent of men).

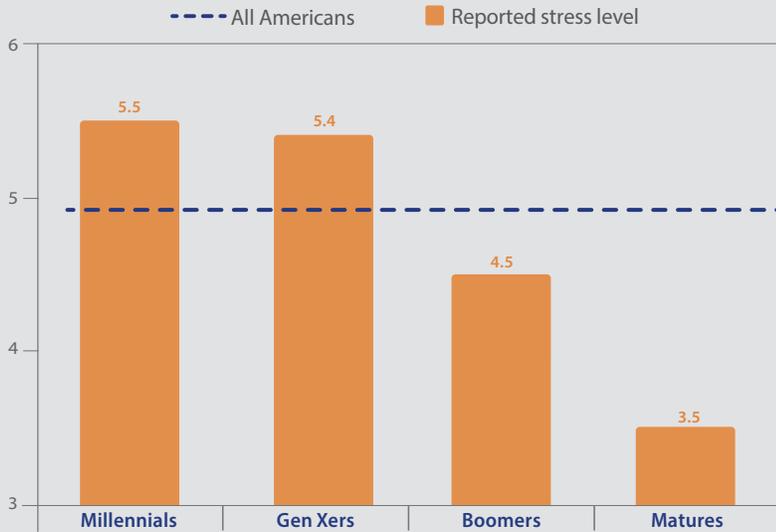
Women are also more likely than men to say their eating habits are affected by stress. Forty-one percent say they have eaten too much/eaten unhealthy foods because of stress in the past month, compared with 24 percent of men, and 30 percent say they have skipped a meal because of stress in the past month, compared with 20 percent of men.

Women are more likely than men to say they felt a sense of loneliness/isolation in the past month due to stress (29 percent vs. 19 percent of men).

More women than men say that stress prevented them from making a lifestyle change (14 percent vs. 9 percent of men).

51% OF WOMEN VS. 32% OF MEN SAY THEY HAVE LAIN AWAKE AT NIGHT IN THE PAST MONTH DUE TO STRESS

² Multiple Linear Regression was used in order to determine whether there were significant differences in how various subgroups changed over time. Read the full Methodology here.



< STRESS LEVELS BY AGE

Stress levels for Millennials and Gen Xers is well above average stress level (4.9)

BASE: ALL QUALIFIED RESPONDENTS 2014 (Millennials n=720; Gen Xers n=548; Boomers n=1324; Matures n=476)

Q605 On a scale of 1 to 10, where 1 means you have "little or no stress" and 10 means you have "a great deal of stress," how would you rate your average level of stress during the past month?

YOUNGER GENERATIONS CONTINUE TO STRUGGLE WITH MANAGING STRESS

Survey findings suggest a connection between stress and age. Millennials and Gen Xers report a higher level of stress than any other generation and appear to have difficulty coping, while older people report lower stress. In addition, many Millennials say they feel isolated/lonely due to stress, even though they report having a number of close, personal relationships (4.8 is the reported average number of "close friends" that Millennials say they feel at ease with, can talk to about personal matters and can call on for help).

Millennials and Gen Xers report the highest levels of stress per generation (5.5 on a 10-point scale for Millennials vs. 5.4 for Gen Xers, 4.5 for Boomers and 3.5 for Matures).

Millennials are the most likely of all generations to say their stress has increased in the past year (36 percent vs. 30 percent of Gen Xers, 24 percent of Boomers and 19 percent of Matures).

Millennials are more likely than any other generation to say they have felt a sense of loneliness/isolation due to stress in

the past month (34 percent vs. 24 percent of Gen Xers, 21 percent of Boomers and 12 percent of Matures).

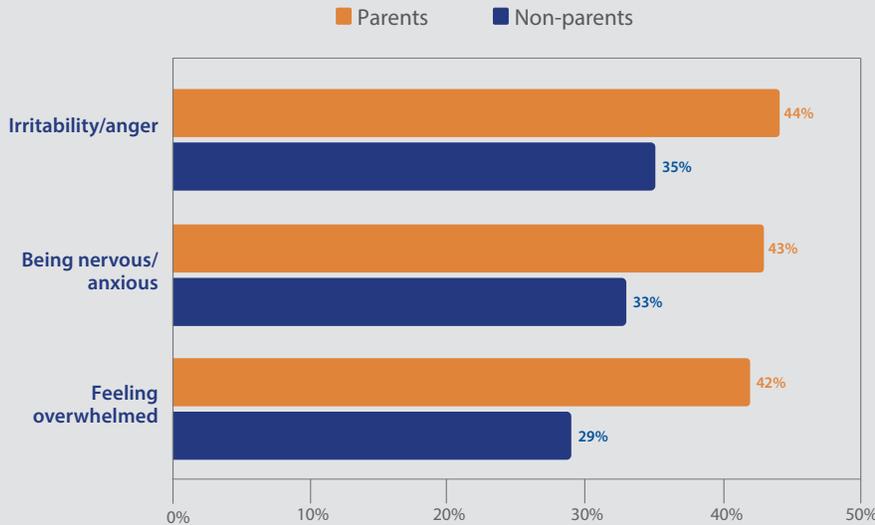
More than four-fifths of Millennials (82 percent) say they have experienced at least one symptom of stress in the past month (compared with 79 percent of Gen Xers, 70 percent of Boomers and 62 percent of Matures).

Millennials are more likely than other generations to say that stress has a very strong or strong impact on their physical (30 percent vs. 27 percent of Gen Xers, 25 percent of Boomers and 12 percent of Matures) and mental health (37 percent vs. 33 percent of Gen Xers, 23 percent of Boomers and 11 percent of Matures).

Millennials appear to rely on more sedentary stress management techniques than other generations, such as listening to music (57 percent vs. 42 percent of Gen Xers, 39 percent of Boomers and 29 percent of Matures), watching television for more than two hours per day (44 percent vs. 37 percent of Gen Xers, 42 percent of Boomers and 35 percent of Matures) and surfing the Internet/going online (46 percent vs. 33 percent of Gen Xers, 37 percent of Boomers and 31 percent of Matures).

More than half of Millennials say they have lain awake at night in the past month due to stress (51 percent compared with 45 percent of Gen Xers, 37 percent of Boomers and 27 percent of Matures).

36% OF MILLENNIALS SAY THEIR **stress has increased** IN THE PAST YEAR



< SYMPTOMS OF STRESS AMONG PARENTS AND NON-PARENTS

Parents are more likely than non-parents to say they have experienced at least one symptom of stress in the last month

BASE: ALL QUALIFIED RESPONDENTS (n=3068); Parents (n=569); Non-Parents (n=2499). Non-parents refers to all adults who do not report having a child under the age of 18 living at home.

Q810 Which of the following, if any, have you experienced in the last month as a result of stress? Please select all that apply.

Q7170 Which of the following, if any, have you experienced in the last month as a result of stress? Please select all that apply.

More than one-third of Millennials say their eating habits are affected by stress:

- Forty-one percent say they have eaten too much/eaten unhealthy foods because of stress in the past month vs. 35 percent of Gen Xers, 29 percent of Boomers and 21 percent of Matures.
- Thirty-four percent say they have skipped a meal because of stress in the past month vs. 26 percent of Gen Xers, 22 percent of Boomers and 11 percent of Matures.

PARENTS MORE STRESSED THAN OTHER ADULTS

Survey findings suggest that parents — defined as those with children under the age of 18 living at home — have a more challenging relationship with stress than Americans overall. They report higher average stress levels than their counterparts and are more likely to say that their stress is impacting their physical health as well as their emotional well-being.

Parents report higher average stress levels than non-parents (5.7 vs. 4.7 on a 10-point scale).³ In addition, parents are more likely to say their stress has increased in the past year (34 percent vs. 27 percent of non-parents).

More parents than non-parents say they are not doing enough to manage their stress (31 percent vs. 20 percent).

Parents are more likely than non-parents to cite money (77 percent vs. 60 percent), family responsibilities (65 percent vs. 42 percent) and housing costs (54 percent vs. 36 percent) as very or somewhat significant sources of stress.

Parents are more likely than non-parents to say they have experienced at least one symptom of stress in the past month (82 percent vs. 73 percent).

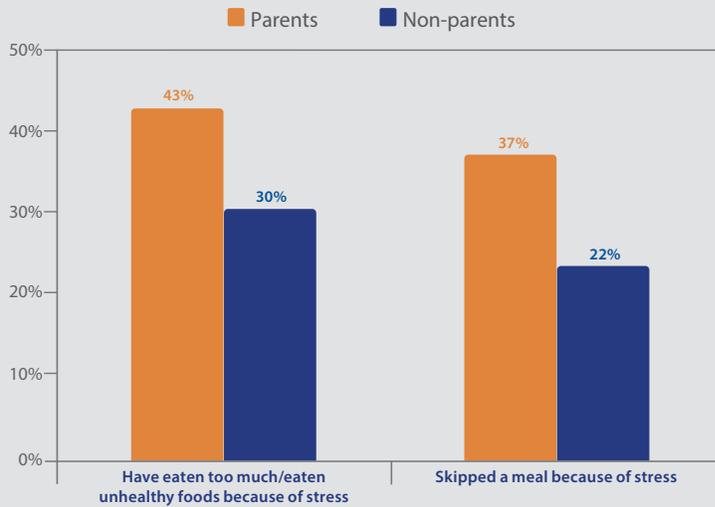
Some symptoms of stress that parents report include irritability/anger (44 percent vs. 35 percent), being nervous/anxious (43 percent vs. 33 percent) and feeling overwhelmed (42 percent vs. 29 percent).

Nearly half of parents (49 percent) say they lost patience with their children in the past month when they were feeling stressed.

Although parents are as likely as non-parents to say they are in excellent/very good health (38 percent vs. 37 percent), they are more likely to say that stress has a very strong/strong impact on their physical (31 percent vs. 24 percent) and mental health (36 percent vs. 26 percent).

PARENTS REPORT HIGHER AVERAGE STRESS LEVELS THAN NON-PARENTS
(5.7 vs. 4.7 ON A 10-POINT SCALE)

³Non-parents refers to all adults who do not report having a child under the age of 18 living at home. BASE: Parents (n=569); Non-Parents (n=2499).



< EATING HABITS OF PARENTS AFFECTED BY STRESS

Parents are more likely than non-parents to say eating habits affected by stress

BASE: ALL QUALIFIED RESPONDENTS 2014 (n=3068); Parents (n=569); Non-Parents (n=2499). Non-parents refers to all adults who do not report having a child under the age of 18 living at home.

Q810 Which of the following, if any, have you experienced in the last month as a result of stress? Please select all that apply.

Parents are more likely than non-parents to report engaging in unhealthy stress management techniques, such as drinking alcohol (18 percent vs. 12 percent) and smoking (17 percent vs. 10 percent).

Far more parents than non-parents say they have lain awake at night in the past month due to stress (51 percent vs. 39 percent). Parents are also more likely than non-parents to say their eating habits are affected by stress:

- Forty-three percent say they have eaten too much/eaten unhealthy foods because of stress in the past month vs. 30 percent of non-parents.
- Thirty-seven percent say they have skipped a meal because of stress in the past month vs. 22 percent of non-parents.

More parents than non-parents say that stress prevented them from making a lifestyle change (16 percent vs. 11 percent of non-parents).

ACROSS THE COUNTRY, AMERICANS REPORT SIMILAR STRESS EXPERIENCES

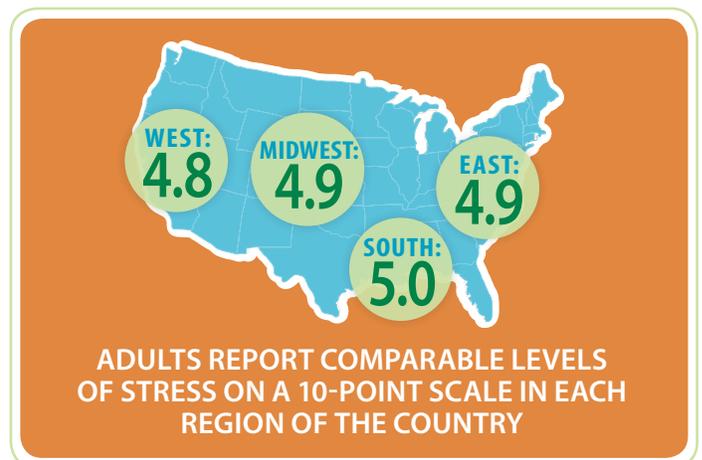
Comparing East, Midwest, West and South regions, Americans report similar levels and sources of stress.⁴ Regardless of where they live, Americans' experiences with stress appear to be similar.

Adults report comparable levels of stress on a 10-point scale in each region of the country (East: 4.9; Midwest: 4.9; West: 4.8; South: 5.0).

The most commonly reported sources of stress are the same across all regions: money (East: 67 percent; Midwest: 63 percent; West: 60 percent; South: 66 percent), work (East: 59 percent; Midwest: 57 percent; West: 66 percent; South: 59 percent) and the economy (East: 50 percent; Midwest: 48 percent; West: 46 percent; South: 52 percent).

Similar numbers of Americans in each region rate their overall health as excellent/very good (East: 40 percent; Midwest: 36 percent; West: 36 percent; South: 38 percent). People's awareness of the impact that stress has on their physical and mental health is also consistent across regions:

- Those reporting that stress has a strong/very strong impact on physical health: East: 24 percent; Midwest: 24 percent; West: 25 percent; South: 27 percent.
- Those reporting that stress has a strong/very strong impact on mental health: East: 25 percent; Midwest: 27 percent; West: 31 percent; South: 28 percent.



⁴BASE: East (n=670); Midwest (n=776); West (n=637); South (n=984).

APPENDIX

Guidelines for Reading Questions and Interpreting Data

There are multiple ways to ask questions and collect data when conducting survey research. It is important to think clearly about what the goal of each question is — what is the purpose of the question? — so that the best format can be selected. Similarly, once data are collected, reporting and interpreting the data accurately is equally important, and maintaining an understanding of the question structure will allow for correct interpretation.

We have provided a few examples here to help readers better understand the purpose of different question structures and the importance of using accurate language when interpreting the data. This does not cover every kind of question that can be asked in survey research; rather, we have included a few question structures that we have found are commonly misreported.

GRID TYPE QUESTION — *evaluating multiple attributes or characteristics on the same scale:*

Q625: Please indicate how significant a source of stress the following is in your life:

	VERY SIGNIFICANT	SOMEWHAT SIGNIFICANT	NOT VERY SIGNIFICANT	NOT AT ALL SIGNIFICANT
Money	31%	33%	20%	16%
Work	22%	38%	23%	17%
Relationships (e.g., spouse, kids, girl/boyfriend)	17%	27%	26%	30%
Health problems affecting my family	17%	26%	26%	31%
Family responsibilities	17%	30%	27%	26%
Housing costs (e.g., mortgage or rent)	16%	24%	25%	35%
The economy	16%	34%	29%	22%
Job stability	16%	19%	19%	46%
Personal health concerns	15%	30%	29%	25%
Personal safety	6%	18%	33%	44%

BASE: All respondents (Adults n=3068)

WHAT IS A grid type question?

- **Allows respondents to evaluate multiple attributes or characteristics using the same scale**
 - Attitudes, perceptions, behaviors, etc.
- **Has scales that can vary and measure a wide variety of attitudes or behaviors**
 - Importance, agreement, likelihood, favorability, etc.



WHAT DOES A GRID TYPE QUESTION MEASURE?

- Measures the level of endorsement for a particular attitude, perception or behavior (each of the attributes evaluated)
- Evaluates attributes independently
- Provides insight into the strength and depth of feeling for each attribute

WHAT DOES A GRID TYPE QUESTION NOT MEASURE?

- Does **not** measure absolutes
- Does **not** ask respondents to “rank” attributes
- Reporting should reflect that respondents did not “rank” items against each other

GRID TYPE QUESTIONS: Key Takeaways

- ✓ Grid type questions measure multiple attributes across the same scale.
- ✓ They are “rating” questions, not “ranking” questions.
- ✓ They measure attributes as they relate to each other, but not absolutes.
- ✓ They indicate the level of endorsement (e.g., importance, agreement, etc.) for each attribute.

REPORTING: When reporting on data collected in a grid type question, it is important to remember what these questions do and do not measure.

TYPE OF REPORTING	CORRECT	INCORRECT	RATIONALE
... when reporting on individual attributes evaluated in the grid	<p>Sixty-four percent of adults say money is a somewhat/very significant source of stress.</p> <p>Sixty-four percent of adults say money is a significant source of stress, with 31 percent saying it is very significant and 33 percent saying it is a somewhat significant source of stress.</p>	<p>Money is the most significant source of stress (64 percent).</p>	<p>The question measures the degree of significance placed on each item.</p> <p>In each of these examples, the incorrect statement is misleading because the finding is reported as if the question asked for a “ranking” rather than a “rating.”</p> <p>With the grid type question format, respondents are not asked to make a direct comparison between the attributes, which may have resulted in a different finding. As such, while we can discuss which attributes the sample is <i>most likely to rate</i> “significant,” we cannot state that one is <i>more</i> significant than another.</p>
... when comparing multiple attributes	<p>Many adults say that money (31 percent) and work (22 percent) are a very significant source of stress in their life.</p> <p>Very significant sources of stress are money (31 percent) and work (22 percent), followed by relationships, health problems affecting family and family responsibilities equally, at 17 percent.</p>	<p>The most significant sources of stress are money (31 percent) and work (22 percent).</p> <p>Americans rank money (31 percent) ahead of work (22 percent) as a source of stress.</p> <p>Money (31 percent) is a more significant source of stress than work (22 percent).</p>	
... when comparing subgroups on individual attributes	<p>Those that earn <\$50K (74 percent) are more likely than those that earn ≥\$50K (57 percent) to say that money is a very/somewhat significant source of stress in their life.</p> <p>More lower income adults (<\$50K, 74 percent) say money is a very/somewhat significant source of stress than those who earn more (≥\$50K, 57 percent).</p>	<p>Those who earn <\$50K say money (74 percent somewhat/very significant) is a more significant source of stress than work (60 percent).</p>	



WHAT IS A simple scaled question?

- Asks about specific attitudes or behaviors
- Has scales that can vary and measure a wide variety of attitudes or behaviors
 - Importance, agreement, likelihood, favorability, etc.

WHAT DOES A SIMPLE SCALED QUESTION MEASURE?

Measures the level of endorsement for a specific attitude, perception or behavior

WHAT DOES A SIMPLE SCALED QUESTION NOT MEASURE?

Does not measure how the item being measured relates to other attitudes or behaviors

SIMPLE SCALED QUESTIONS: Key Takeaways

- ✓ Simplified scaled questions measure specific attitudes or behaviors.
- ✓ Their findings indicate the level of endorsement (e.g., importance, agreement, etc.) for specific attitudes or behaviors.

SIMPLE SCALED QUESTION — eliciting a specific attitude or behavior from a respondent:

Q2250: In general, would you say your health is ...

Excellent	9%
Very good	29%
Good	42%
Fair	18%
Poor	2%

BASE: All respondents (Adults n=3068)

REPORTING: When reporting on simple scaled questions, it is important to remember that these questions answer only the specific question asked. Errors in reporting are less common than with grid type questions described above.

TYPE OF REPORTING	CORRECT	INCORRECT	RATIONALE
... when reporting on individual attributes evaluated in the grid	<p>Most adults report their overall health as good (42 percent) or very good (29 percent).</p> <p>Very few (9 percent) would say their overall health is excellent.</p>	<p>Thirty-eight percent of adults are in excellent or very good health.</p> <p>Most adults are in good health (42 percent) and very few (2 percent) are unhealthy.</p>	The incorrect findings are not specific enough. The question specifically asked respondents to evaluate their own health; it does not represent objective measures of health or the opinion of a qualified health care professional, which may differ from the self-report.
... when comparing subgroups on individual attributes	Both men (39 percent) and women (36 percent) are likely to think their health is excellent or very good.	Men and women are equally healthy (39 percent and 36 percent, respectively).	



WHAT IS A multiple response question?

- Is used to understand a range of attitudes, behaviors or perceptions
- Provides insight into the prevalence of different attitudes, behaviors or perceptions

WHAT DOES A MULTIPLE RESPONSE QUESTION MEASURE?

Measures the prevalence of attitudes, behaviors or perceptions

WHAT DOES A MULTIPLE RESPONSE QUESTION NOT MEASURE?

- Does **not** necessarily measure the frequency of a specific attitude, behavior or perception
- Does **not** necessarily measure the strength of the attitude or perception measured
- Does **not** specifically capture preference (i.e., "favorites") among attitudes, behaviors or perceptions, or rank order

MULTIPLE QUESTION — asking respondents to report on a range of attitudes, behaviors or perceptions:

Q965: Do you do any of the following to help manage stress? Please select all that apply.

TOP 10 MOST COMMON RESPONSES	
Listen to music	44%
Exercise or walk	43%
Watch TV/movies for more than 2 hours per day	40%
Surf the Internet/go online	38%
Read	36%
Spend time with friends or family	35%
Pray	29%
Nap/sleep	27%
Spend time doing a hobby	24%
Eat	23%

BASE: All respondents (Adults n=3068)

REPORTING: When reporting on data collected from a multiple response question, it is important to remember that they measure prevalence. They do not necessarily measure frequency, strength of endorsement or preference. Rather, these data are useful to understand the range of behaviors or attitudes on a given topic.

TYPE OF REPORTING	CORRECT	INCORRECT	RATIONALE
... when reporting at the aggregate level	<p>The most common ways people manage stress are listening to music, exercising/walking and watching TV/movies for more than two hours a day.</p> <p>Two out of five adults listen to music as a way to manage stress (44 percent).</p> <p>Listening to music, exercising/walking and watching TV/movies for more than two hours a day are the most popular ways to manage stress.</p>	Listening to music is the most frequent stress management technique.	<p>In reporting, use of the word "frequently" or "frequency" implies how often a behavior is done.</p> <p>This question, as phrased, measures prevalence (i.e., how many people are doing these activities) rather than actual frequency (i.e., how many times per week or month they are doing each of these).</p> <p>When reporting on subgroups, we know that more people from a particular subsample (i.e., women) engage in a behavior as compared to men. The question does not address the question of whether those women engaging in the behavior actually do the behavior more often than men.</p> <p>It is important to consider the whole question as it was asked. As such, results from this question cannot, for example, be used to measure the likelihood of listening to music overall — only the likelihood of listening to music for the specific purpose of managing stress.</p>



MULTIPLE RESPONSE QUESTIONS:
Key Takeaways

- ✓ Multiple response questions measure the prevalence of attitudes, behaviors and perceptions.
- ✓ They provide insight into a range of behaviors or attitudes on a specific topic in question.
- ✓ They do not necessarily measure the frequency of behaviors.
- ✓ They do not necessarily measure the strength of an attitude or perception.

TYPE OF REPORTING	CORRECT	INCORRECT	RATIONALE
... when comparing multiple attributes	<p>Exercising (43 percent) and listening to music (44 percent) are equally likely to be used as stress management techniques.</p> <p>Listening to music is more commonly mentioned as a stress management strategy than napping.</p> <p>Listening to music (44 percent) is the stress management technique embraced by the highest percentage of adults, followed by exercising (43 percent).</p>	<p>Listening to music (44 percent) is done more frequently than exercising (43 percent) when it comes to stress management.</p> <p>Adults exercise more than read to manage stress (43 percent vs. 36 percent).</p> <p>Adults prefer listening to music (44 percent) over watching TV (40 percent) as a way to manage stress.</p>	<p>In reporting, use of the word “frequently” or “frequency” implies how often a behavior is done.</p> <p>This question, as phrased, measures prevalence (i.e., how many people are doing these activities) rather than actual frequency (i.e., how many times per week or month they are doing each of these).</p> <p>When reporting on subgroups, we know that more people from a particular subsample (i.e., women) engage in a behavior as compared to men. The question does not address the question of whether those women engaging in the behavior actually do the behavior more often than men.</p>
... when comparing subgroups on individual attributes	<p>Women (44 percent) are more likely than men (26 percent) to say they read to manage their stress.</p> <p>More men (23 percent) than women (16 percent) play video games to manage stress.</p>	<p>Women (44 percent) are more likely than men (26 percent) to say they read to manage their stress.</p> <p>More men (23 percent) than women (16 percent) play video games to manage stress.</p>	<p>It is important to consider the whole question as it was asked. As such, results from this question cannot, for example, be used to measure the likelihood of listening to music overall — only the likelihood of listening to music for the specific purpose of managing stress.</p>