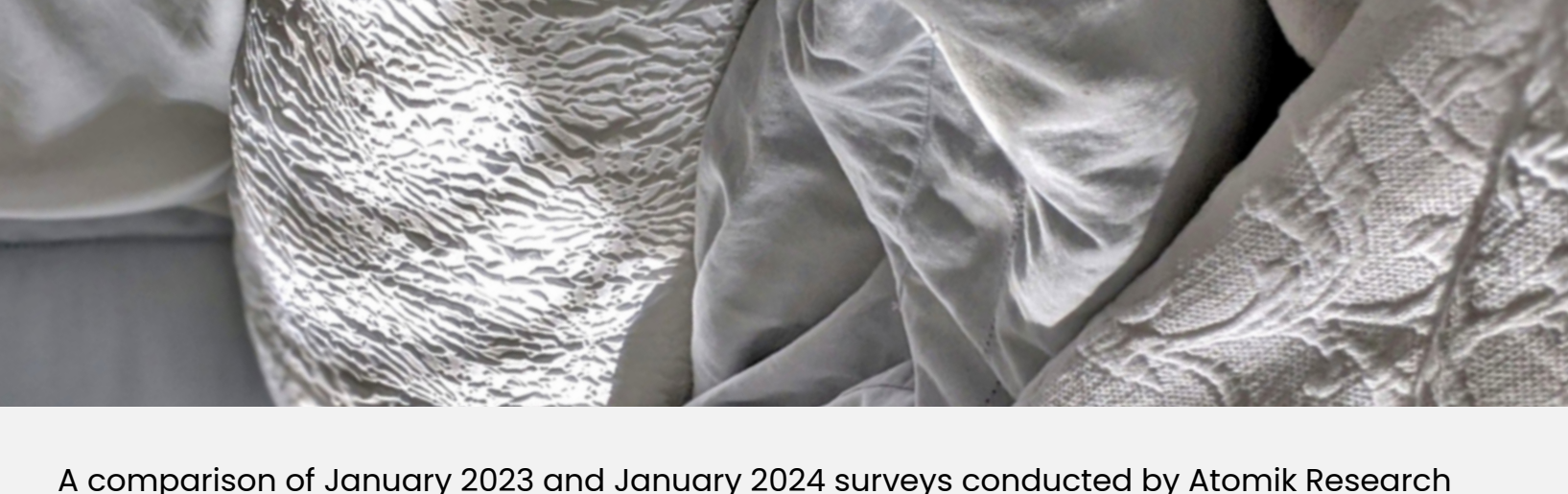


2024 COMPARATIVE MENTAL HEALTH, SLEEP AND SATISFACTION

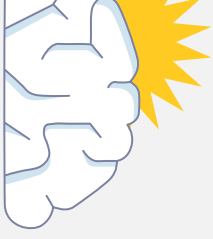
Mental health and coping views; catching more Z's; and oh, yes, you can get satisfaction



A comparison of January 2023 and January 2024 surveys conducted by Atomik Research show positive moves in mental health outlooks as well as an **increase** in U.S. adult consumers getting **more sleep and satisfaction** with their sex life. Read on for some highlights from our year-over-year comparison.

MENTAL HEALTH MINDSET

Statistically speaking, how U.S. consumers rate their mental health remains even over the past year. This is good news in that **levels of "Good (NET)"** – "somewhat good" and "very good" combined – **remain well into the majority**.



Rating of "Good (NET)" of current mental health status

69%: January 2023 | 70%: January 2024

2024 survey results suggest U.S. consumers may be seeking new ways of treating or new methods for coping with mental health. Despite a five-point dip from 51% in January 2023 to 46% in January 2024, exercise remains the leading way U.S. consumers treat or cope with mental health issues. Shifts in other treatments or methods of coping show positive movement over the past year.

Mental health: What U.S. consumers use as a treatment or method for coping

	January 2024		January 2023
Professional help (therapist, psychologist, etc.)	22%	↑ 2%	20%
Mental health app (Calm, etc.)	23%	↑ 6%	17%
Exercise	46%	↓ 5%	51%
Pharmaceutical medications (antidepressants, etc.)	19%	↓ 4%	23%
Homeopathic medications	9%	0%	9%
CBD	7%	↓ 4%	11%
Marijuana	12%	↓ 8%	20%
Alcohol	15%	↓ 1%	16%
Psilocybin treatments	5%	↑ 1%	4%

Women show a significant increase in usage of mental health apps as a treatment for coping. Up from 14% in 2023, a quarter of women (25%) now say that they use mental health apps for coping.



CATCHING MORE Z'S IN 2024

Rest assured; U.S. adults appear to be getting more sleep now.

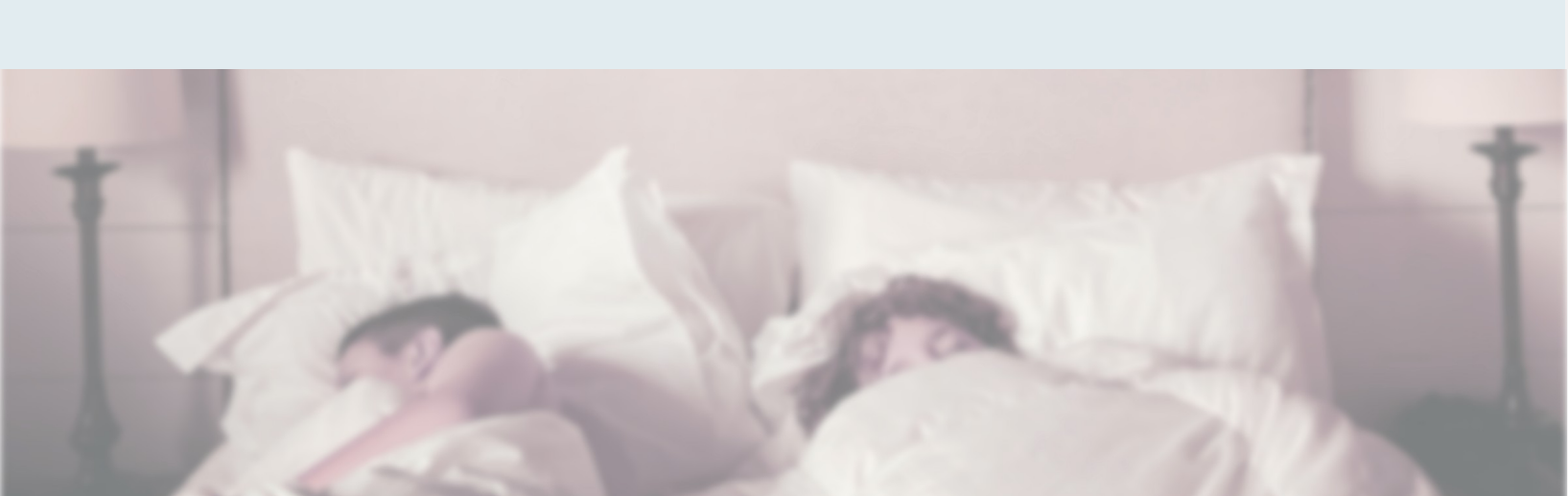
Percentage of U.S. adults that believe they get enough sleep



As seen below, for those citing that they don't get enough sleep, the **top three reasons remain the same** over the last year. Two of three of those factors show little change but social media/scrolling on phones gained five points. The factor with the most significant change in the last year is **eating late at night**, which has **increased eight points** between January 2023 and January 2024.

	January 2024	January 2023	% Change
Stress	64%	67%	-3%
Binge watching TV/movies	26%	25%	1%
Social media or scrolling on my phone	28%	23%	5%
Family commitments	18%	17%	1%
Work commitments	17%	15%	2%
Eating late at night	22%	14%	8%
Alcohol consumption	8%	6%	2%

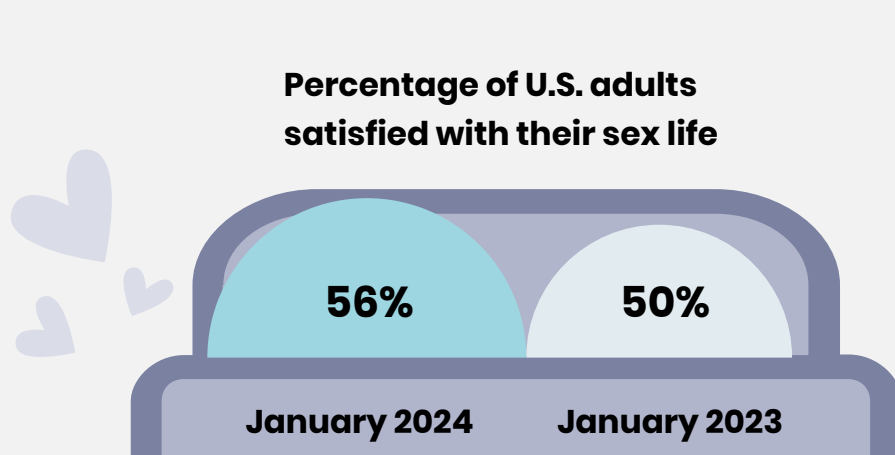
Stress is a factor preventing U.S. adults from getting enough sleep across generations from Gen Z adults to baby boomers, according to January 2024 survey results. Further, more **Gen Z adults (42%) cite social media or scrolling on a phone** as a factor preventing sleep than other generations – 37% of millennials cite the same and even fewer Gen X (29%). January 2024 survey results also indicate that **more women (33%) than men (21%) cite social media scrolling on a phone** as a factor preventing them from getting enough sleep, which represents the largest gap by gender. Comparatively, the same survey's results only show a four-point gap between women (20%) and men (16%) citing family commitments as a factor preventing them from getting enough sleep.



SATISFACTION GUARANTEED? WELL, AT LEAST IT'S UP

The positive impact of sex on mental health and overall health, for that matter, doesn't represent new news, but its acceptance as such in society is new(er). When it comes to the single factor of **satisfaction with their sex life, more U.S. adults now cite "satisfied"** than a year ago.

Percentage of U.S. adults satisfied with their sex life



Women in particular appear to be **more satisfied** with their sex lives in 2024. Compared to 43% in 2023, more than half of women (54%) say they are **satisfied with their sex lives** in 2024.

What's It Mean?

It's safe to say that **the trend on overall health and wellness is not a trend. It's a mainstay.** U.S. adult consumers remain focused on mental and physical health, including factors that play into it. **Products and services for managing good mental health, sleep and other key factors in overall health can win in 2024.** Even retailers, ecommerce and omnichannel merchants can tap into consumers' focus on overall health by eliminating stressors in the consumer journey. Marketers can improve strategies by understanding what challenges or stressors may be holding back consumers from engaging with their brand – those that do will reap the rewards in 2024.

Getting started is simple. Contact your current 4media group representative or **contact us** to learn more about **surveys and other communications strategy-focused services** from Atomik Research.



Methodology: Atomik Research conducted an online survey of 2,005 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between December 22 and December 29, 2023. Atomik Research is an independent, creative market research agency.