

Cleveland Clinic MENTion it Survey Results

Survey Objectives and Methodology

- The MENTion it survey was conducted in order to get insights into the behaviors and attitudes of men related to their health, including their go-to sources to discuss health, barriers to talking about health, health concerns, and steps taken to address their health issues.
- This was a telephone survey conducted among a national probability sample consisting of 502 males 18 years of age and older, living in the continental United States.
- The numbers have been weighted to be nationally representative of the male population.
 - Interviewing for this telephone survey (land line and cellphone combination used) was conducted by ORC International and completed June 9-12, 2016.
- Generational differences were also explored:
 - Millennials: 18 – 35
 - Weighted sample size: 168
 - Generational X: 36 – 51
 - Weighted sample size: 119*
 - Baby Boomers: 52 – 70
 - Weighted sample size: 151
- The margin of error for the total sample at the 95% confidence level is +/- 4.37%.

Key Findings

Talking About Health

Health is not a popular conversation topic for men, particularly with male friends.

- Men are much more likely to discuss current events (36%), sports (32%) and their job (32%) in casual conversation with their male friends, compared to their health (only 7%).
- The limited number of men who discuss their health with male friends is in-line with other survey findings which indicate that about half of men (53%) said that their health just isn't something they talk about.
 - Among those men who have not discussed their health with male friends, two-in-five have avoided the topic because they believe it is not their friend's business (38%) and they don't trust them to keep that type of information private (7%).
 - One-fifth of men in this country (22%) don't discuss private topics, such as health or relationships, with anyone.

Men keep their health problems close to home.

- Overall, American males tend to turn to their spouse or significant other first to discuss a health issue (48%). They are less likely to turn to blood relatives, such as a parent (13%) or sibling (6%).
 - Spouses and partners are also a reason men go to the doctor. One-fifth (19%) of survey respondents admitted to going to the doctor so their significant other or loved one would stop nagging them.

Key Findings

Talking About Health (Ctd.)

- About two-in-five men (38%) only have one person with whom they prefer to discuss private topics, such as their relationship and health.
- Baby Boomers are especially private about personal matters.
 - Only one-third (29%) of Baby Boomers have more than one person they feel comfortable discussing private topics with, compared to 47% Millennials and 44% Gen X.
 - One-third (26%) of Baby Boomers don't discuss private topics with anyone.

Men don't shy away from talking about a close encounter.

- Despite men being reluctant to discuss health with their friends, they are open to discussing injuries and close calls.
 - One-third (36%) have bragged to friends about overcoming or being able to withstand a hero injury or issue, such as the pain from a broken arm.
 - Two-in-five (42%) men don't discuss their health unless they've had a close call.

Key Findings

Talking About Health (Ctd.)

- When men do open up about health to their male friends, they are most comfortable speaking about more common health issues, such as injuries from sports or something related (35%), weight gain (21%) and high blood pressure (17%).
 - They are less comfortable discussing more serious issues, such as gastrointestinal problems (7%), problems in the bedroom (5%) or urinary issues (3%).
- Men who have not had any kids are more open to talking with their male friends about their health. Over half (52%) have done so, compared to 36% of men with children.

Concerns about Personal Health

Looking ahead to the next 10 years, health is not the biggest concern for most men.

- Men are equally concerned about their health in the next 10 years as their financial stability (20% vs. 21% respectively).
 - Men are most concerned about the wellbeing of their family (37%).
 - Health is a bigger concern for Baby Boomers than younger generations (36% vs. 10% Millennials and 12% Gen X).

Key Findings (Cont.)

Proactively Dealing with Health

Although men pay more attention to their health as they age, all men should be more engaged patients.

- Most men (88%) feel they know their personal and family medical history.
- However, only three-in-five men (60%) go to the doctor for a yearly routine checkup.
- The same amount of men (61%) go to their doctor when a symptom or problem becomes unbearable, while two-in-five (42%) go to the doctor when they fear they have a serious medical condition.
 - Only 12 percent would turn to a doctor first if they had a health issue and 10% of men do not know what a urologist is, particularly young men (17% of Millennials vs. 7% of Baby Boomers).

When it comes to prevention of various health implications, concern varies by age.

- Forty-four percent are most concerned with preventing a heart attack and forty-two percent are most concerned with preventing cancer.
- Interestingly, men are just as concerned about having a stroke (23%) as they are about gaining weight (24%).
- Boomers are significantly more concerned about having a heart attack (51% vs. 38% of Millennials) or stroke (28% vs. 18% of Millennials).

Key Findings (Cont.)

Proactively Dealing with Health (Ctd.)

Men across age groups do not know the right age to be screened for various health conditions.

- When it comes to testing for colon or rectal cancer, the CDC recommends screening for colorectal cancer be conducted starting at age 50 and continuing until age 75.
 - Only one third of men knew the correct age to start being tested for colon or rectal cancer is age 50 or older.
 - Boomers were considerably more likely to know to get tested at this time (57% vs. 28% of Gen X and 15% of Millennials).
- When it comes to prostate cancer screenings (or PSA screenings), for the average healthy man, the Urology Care Foundation recommends testing for individuals ages 55-69 years old.
 - On average, survey respondents across age groups think they should start being screened for prostate cancer at age 42.
- When it comes to cardiovascular disease or coronary artery disease, the American Heart Association recommends that regular cardiovascular screening tests begin at age 20.
 - Despite this, over half (55%) of men believe they should start getting tested when they are 40 or older, and another 6% do not know when they should get tested.
 - Millennials are much more likely than Boomers to believe they should be getting tested for cardiovascular disease when they are under 40 (59% of Millennials vs. 23% of Boomers).
- When it comes to blood pressure screenings, The American Heart Association recommends that individuals should start being tested at age 20.
 - However, men on average believe they should be screened at 35.

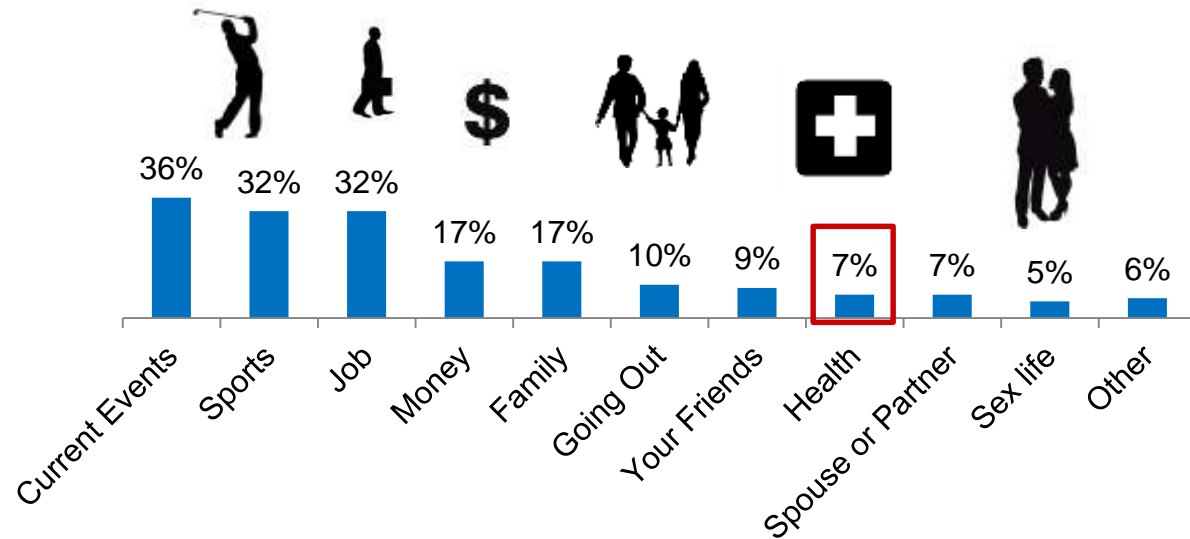
TALKING ABOUT HEALTH

Health is not a popular conversation topic for men, particularly with male friends.

Only about **1/2** of men have talked about their health with a male friend in the last year...



Men are much more likely to discuss topics besides health in casual conversation with friends

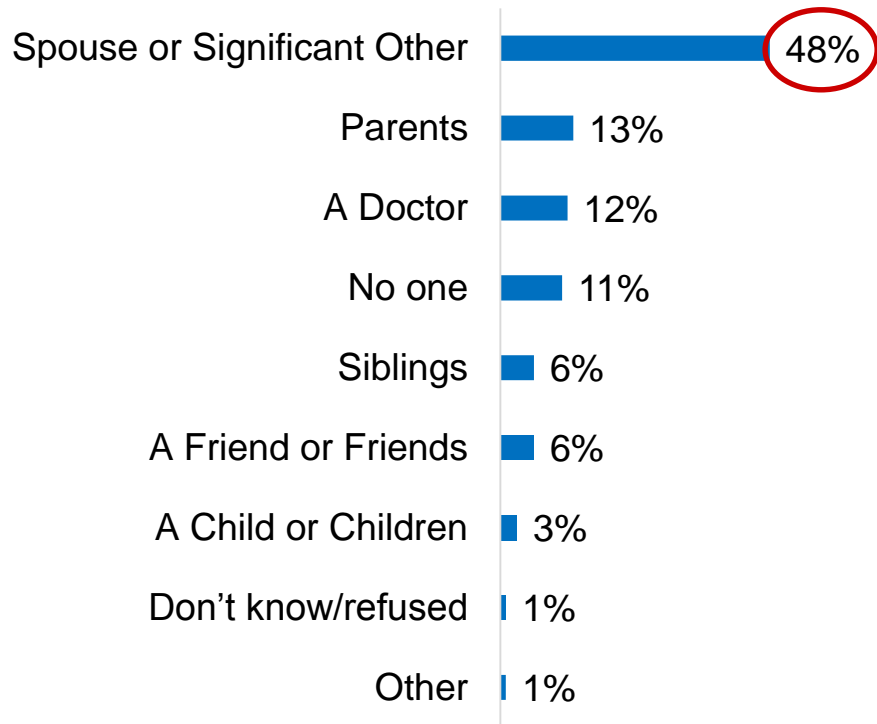


Half of men (**53%**) say that their health just isn't something they talk about.

Q1. Which, if any, of the following topics do you discuss MOST OFTEN in casual conversation with your male friends? Select up to two. Total N=485
Q4. In the last year, have you discussed your health with a male friend? Total N=485
Q13. How much do you agree or disagree with each of the following statements? Total N=485

Men keep their health problems close to home.

Who Men Turn To First Regarding a Health Issue



Men tend to turn to their spouses or significant others first to discuss a health issue.

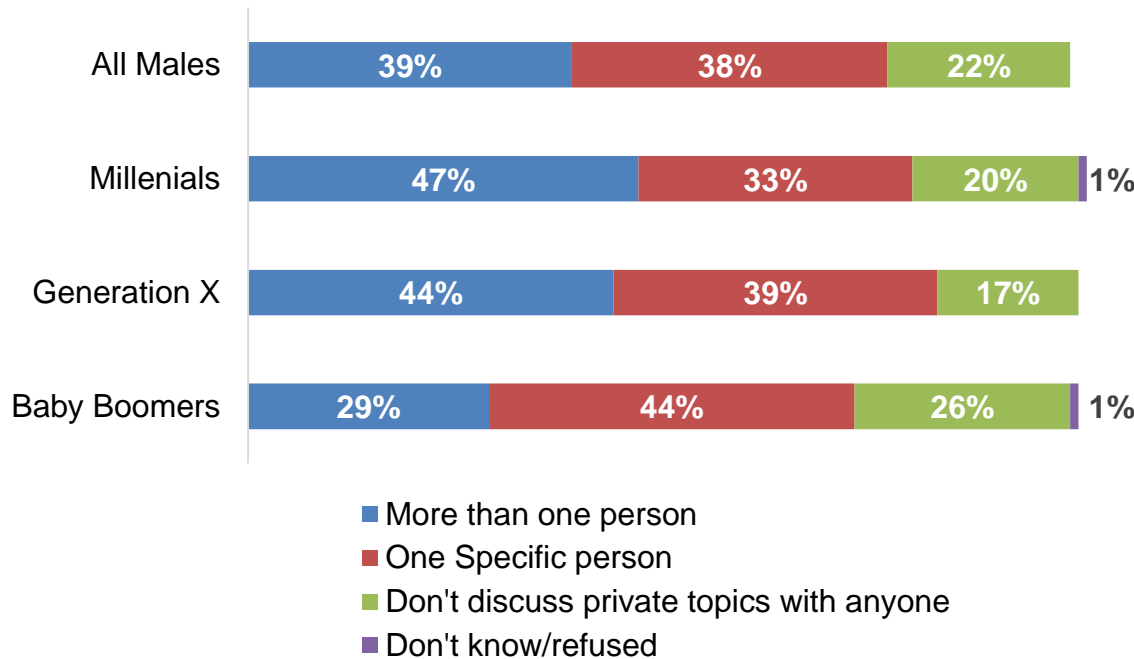
19% of men admitted to going to the doctor so their significant other or loved one would stop nagging them



Millennials are just as likely to turn to a **spouse** (30%) as they are a **parent** (32%) when it comes to discussing medical issues.

Men are often private about their health and personal matters, which is especially true among Baby Boomers.

How Many People Men Discuss Private Topics With (i.e. relationships or health)

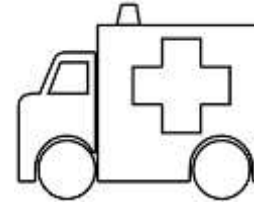


Only a third (**29%**) of Baby Boomers have more than one person they feel comfortable discussing private topics with, compared to **47%** of Millennials and **44%** of the Gen X audience.

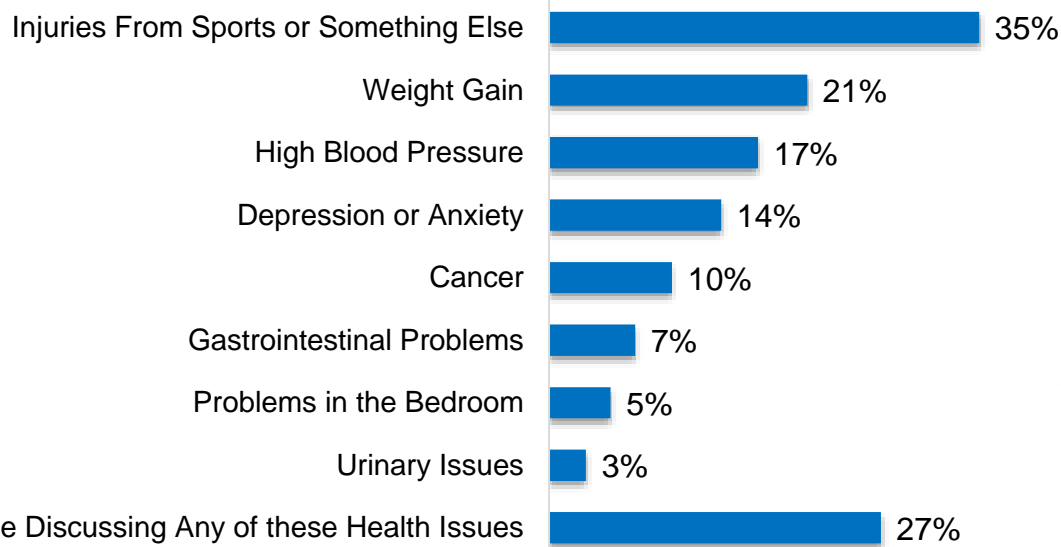
One-fifth of men (**22%**) don't discuss private topics, such as health or relationships with anyone.

However, men don't shy away from talking about a close encounter.

Despite reluctance to discuss more serious health topics with friends, men are open to discussing hero injuries/issues and close calls.



Health Topics Men are Most Comfortable Discussing with their Male Friends



Two-in-five (42%) men don't discuss their health unless they've had a close call.



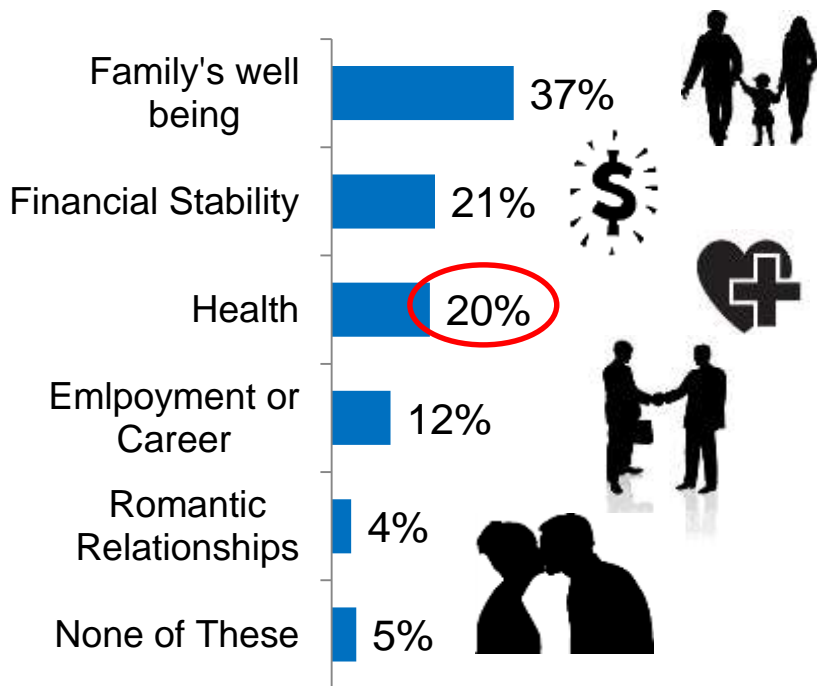
Q6. Which, if any, of the following health issues would you be MOST COMFORTABLE discussing with your male friends? Select up to two. Total N=485

Q13. How much do you agree or disagree with each of the following statements? Total N=485

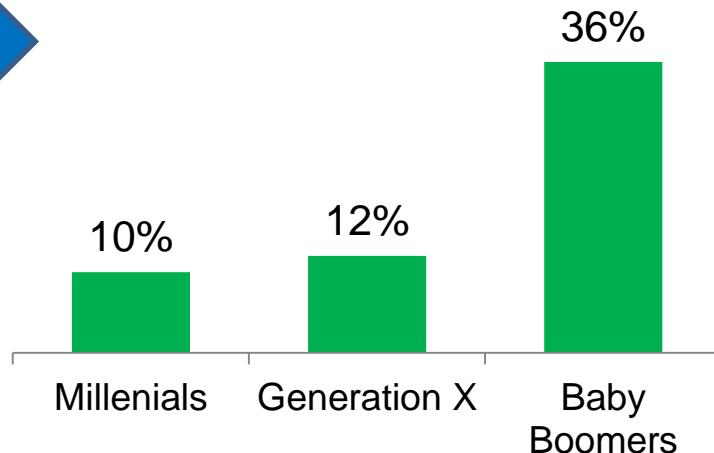
CONCERNS ABOUT PERSONAL HEALTH

Looking ahead to the next 10 years, health is not the biggest concern for most men.

Biggest Concerns Over The Next 10 Years



Health is a bigger concern for **Baby Boomers** than younger generations.



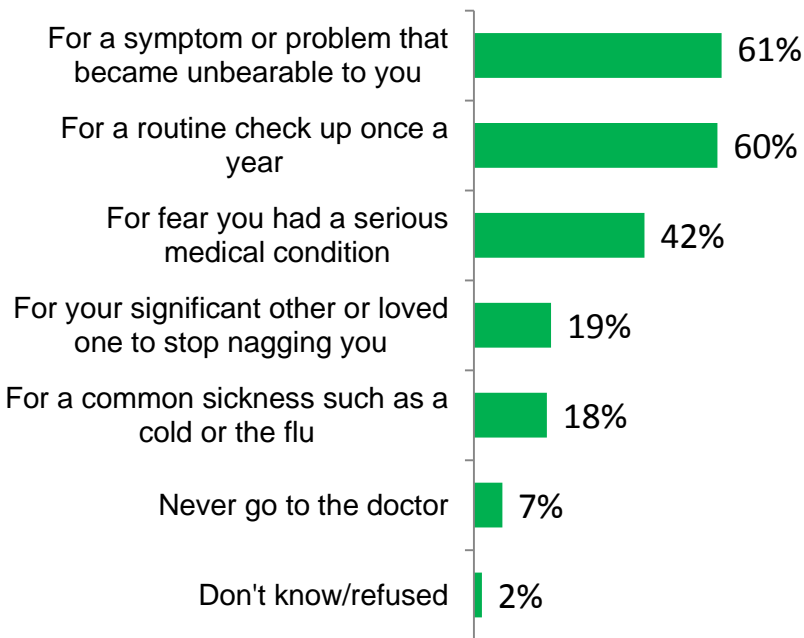
Q7. In thinking about your life over the next 10 years, which, if any, of the following are you MOST concerned about? Total N=485, Millennial N=168, Gen X N=119*, Baby Boomer N=151
**Low base size, please use results directionally*

PROACTIVELY DEALING WITH HEALTH

Although men are paying more attention to their health as they age, they should still be more proactive about their health.

7 percent of men say they **NEVER** go to the doctor

Reasons Men go to the Doctor

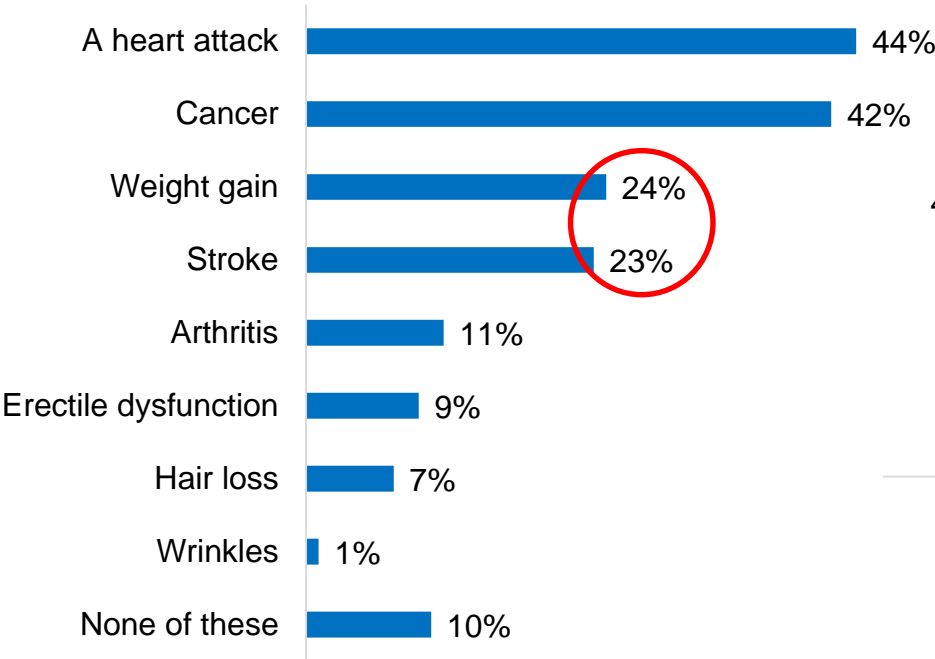


Further...

- Only **3 in 5 men** go to the doctor for a routine check-up
- Only **12 percent** would turn to a doctor first if they had a health issue
- **10 percent** of men do not know what a urologist is, particularly young men

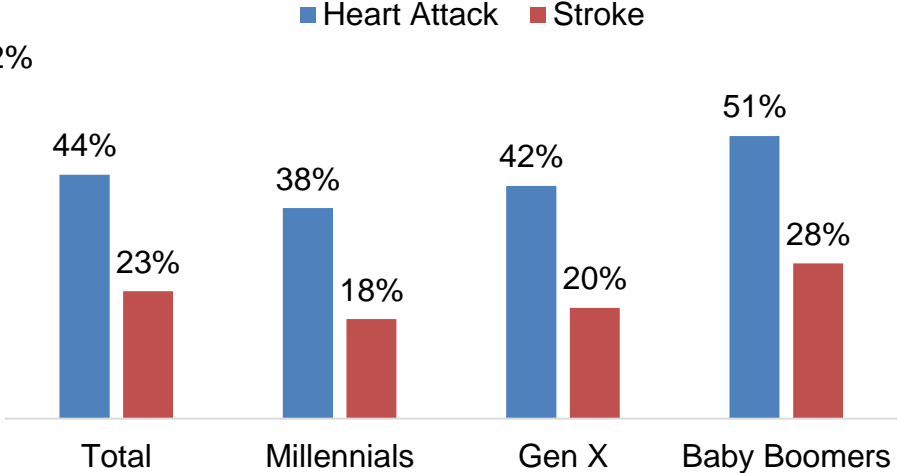
When it comes to the prevention of various health implications, concern varies by age.

Men are Most Concerned About Preventing...



Overall, men are **just** as concerned about gaining weight as they are about preventing a stroke.

Health Concerns for Men by Generation

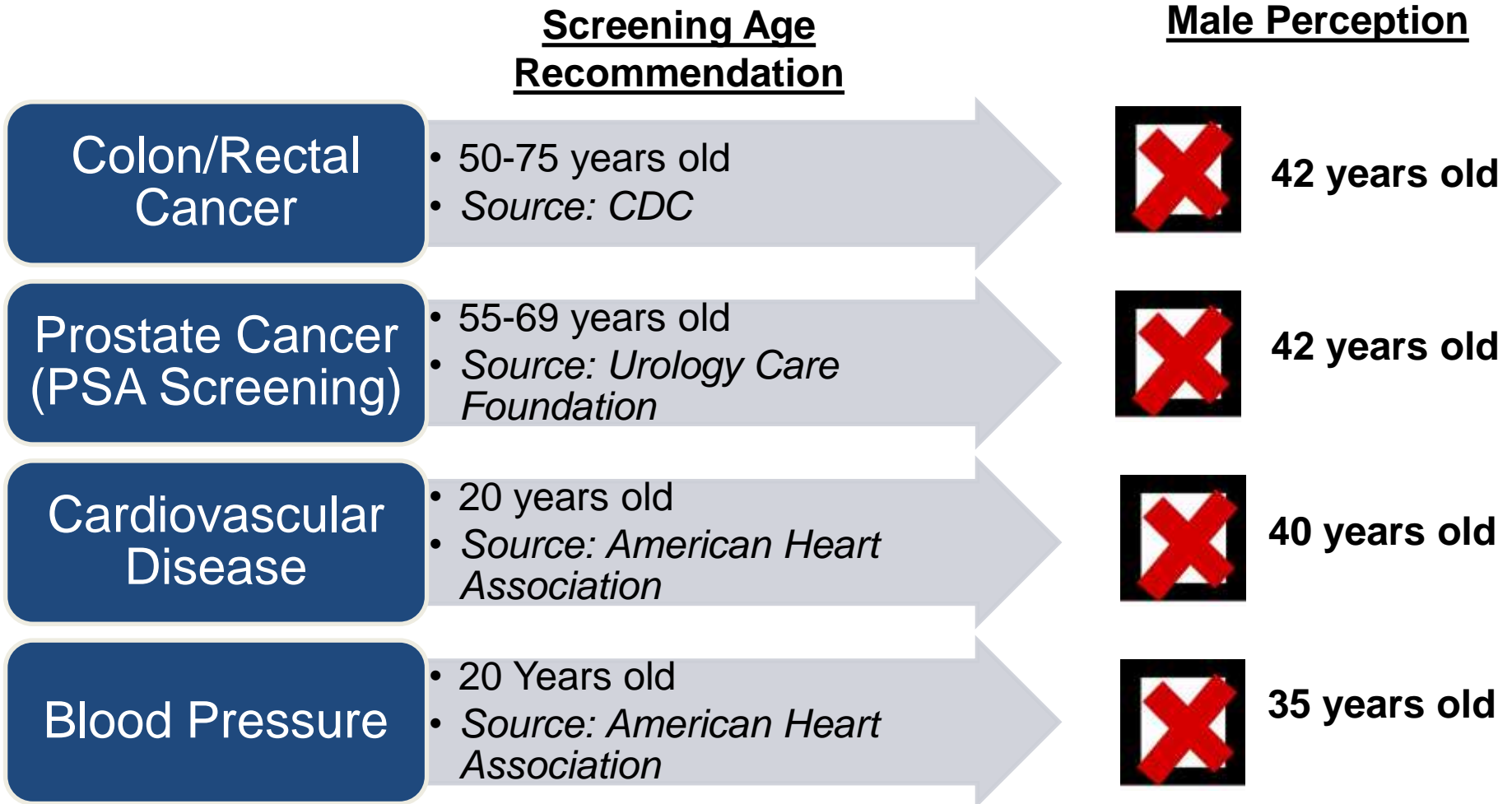


Boomers are significantly more concerned about having a heart attack or stroke than Millennials

Q8. Which, if any, of the following are you MOST concerned about preventing? Select up to two. Total N=485, Millennial N=168, Gen X N=119*, Baby Boomer N=151

*Low base size, please use results directionally

Men across age groups do not know the right age to be screened for various health conditions.



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