

Cleveland Clinic 2017 MENtion It Survey

Survey Objectives and Methodology

- This media deck provides insights into the behaviors and attitudes of fathers with sons* related to their health, including generational and ethnic differences. This year's survey focused on relationships between fathers and father figures with their sons on health conversations and topics, and family health history.
- A telephone survey was conducted among a national probability sample consisting of about 500 males 18 years of age and older, living in the continental United States who are currently fathers or father figures to a boy, and who had a father and/or father figure in their lives growing up.
- The numbers have been weighted to be nationally representative regarding region, age, and race/ethnicity.
 - Interviewing for this telephone survey (land line and cellphone combination used) was conducted by Braun Research and completed June 15-23, 2017.
 - The margin of error for the total sample at the 95% confidence level is +/- 4.1%.
- This document also contains key generational differences between:

Generation	Sample size	Margin of error (95% C.I.)
Millennials (18-35 years old)	n=129	+/- 8.6%
Generation X (36-51 years old)	n=147	+/- 8.1%
Baby Boomers (52+)	n=222	+/- 6.6%

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Survey Objectives and Methodology (cont.)

- This media deck also provides insights into health behaviors and attitudes of father with sons* broken down by ethnicity, based on *unweighted* results, where we oversampled African Americans and Hispanics to ensure a statistically valid sample for analysis. Sample sizes and margin of errors were as follows:

Ethnicity	Sample size	Margin of error (95% C.I.)
White/Caucasian	n=290	+/- 5.8%
Hispanic/Latino	n=106	+/- 9.5%
Black/African American	n=102	+/- 9.7%
Other^	n=58	+/- 12.9%

^Indicates that the base size for that data point is too small to use for media release

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Executive Summary

Executive Summary

- **Breaking the silence for future generations:** Health-related talks between fathers and sons have come a long way, and fathers with sons* are ready to speak about health issues and concerns openly.
- **Learning from their own upbringing:** Fathers with sons* wish their fathers had spoken to them about health more and want to address these topics more openly with their own sons.
- **Standing strong and silent:** Fathers with sons* want to break the silence, but there are still some thresholds they've yet to overcome.
- **Starting the health conversation:** Most fathers with sons* struggle with where to begin.
- **Closing the conversation gap:** Today's fathers are talking with their sons* about some health-related topics, but there seems to be a conversation gap when it comes to diet, annual health exams, sex and urological health.
- **Knowing your family health history:** Very few fathers with sons* consult their dad or son regarding their family health history.

Overall Key Findings

Key Findings

Breaking the silence for future generations

- **Health-related father-son talks are more common now but it hasn't always been that way.**
 - While about seven-in-ten (70%) fathers with sons* state that their family has spoken openly with them about health issues and concerns throughout their life, even as a child, this differs across generations.
 - Millennials (79%) are significantly more likely than Baby Boomers (64%) to have grown up this way.
 - Additionally, about half of fathers with sons* say that their families hid family health issues from them as a kid but talked to them more about it as adults (50%), or didn't know about their family's health history until they started to go to the doctor as an adult (47%).

Learning from their own upbringing

- **Wishing their own fathers had spoken to them about health more, today's fathers with sons* seek to break the silence with the next generation of men.**
 - About two-thirds (62%) of fathers with sons* wish their own father (figure) had talked to them more about health topics.
 - And about two-in-five (43%) fathers with sons* whose family doesn't currently talk openly about health issues and concerns say they want to break this pattern.
 - Millennials (60%) and Generation X (47%) are significantly more likely than Baby Boomers (32%) to feel this way, suggesting a stronger demand for open conversation among younger fathers with sons.*
 - Younger generations of fathers with sons* are significantly more likely to have a father or father figure that talks to them about their health (Millennials: 84% vs. Generation X: 71% vs. Baby Boomers: 48%).

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Key Findings

Standing strong and silent

- **Father's with sons* want to break the silence, but there are still some thresholds they've yet to overcome.**
 - About one-third (32%) of fathers with sons* currently don't talk to their family about their health issues and concerns because they don't want to worry other people.
 - Additionally, about one-in-five (19%) worry that they will be seen as complaining/whining if they speak to their family about their health issues and concerns.

Starting the health conversation

- **Most fathers with sons* agree starting the health conversation with their sons early is best, but they struggle with knowing where to begin.**
 - About one-in-five say they want to talk to their sons about health topics but struggle with finding the right words (18%) or worry their son won't want to talk to them (17%).
 - Fathers with sons* who plan to or already speak to their son(s) about their health view the pre-teen years (around 11-12 years old on average) as the ideal age to start health talks.
 - Similarly, fathers with sons* who have not initiated the conversation yet but plan on doing so in the future on average find 12 years the appropriate age to start discussing health with their son(s).

Key Findings

Closing the conversation gap

- **Today's fathers* seem to be more comfortable talking about the same health-related topics their own fathers discussed with them.**
 - Among fathers with sons* who speak to their fathers about health concerns, topics such as family medical history (54%), health conditions (54%), exercise (48%), major health concerns (43%), and alcohol/tobacco abuse (43%) drive these conversations.
 - Additionally, around half speak to their own sons about exercise (59%), family medical history (50%), diet, (49%), alcohol/tobacco abuse (48%) and health conditions (45%).
 - Compared to Millennials, fathers with sons* from the Boomer generation are more likely to speak to their son(s) about their family medical history (36% vs. 61%), health conditions (34% vs. 53%), getting annual health checks (29% vs. 49%) and major health concerns (29% vs. 44%).
- **Interestingly, certain harder-to-talk-about topics, including sex and diet, are more often discussed with father figures than biological fathers.**
 - Among those who do/have talked to their father (figure) about health, diet and sex are more frequently discussed with father figures (48% and 36%, respectively) than with biological fathers (38% and 29%, respectively).
 - Additionally, younger generations of fathers with sons* are more likely to speak about diet and sex than Baby Boomers.
 - Diet: Millennials 43% vs. Generation X 46% vs. Boomers 27%
 - Sex: Millennials 32% vs. Generation X 36% vs. Boomers 16%

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Key Findings

Closing the conversation gap (cont.)

- **While today's fathers (figures) are comfortable talking with their sons* about some health-related topics, there is a conversation gap when it comes to diet, annual health exams, sex and urological health.**
 - Only around two-thirds discuss diet (38%) and getting annual health exams (35%) with their fathers or father figures.
 - Even fewer speak to their father or father figure about more personal topics such as sex (28%) and urological health (23%).

Knowing your family health history

- **However, only very few fathers with sons* consult their own dad or son regarding their family health history.**
 - Only about one-in-ten (12%) consult their dad, and merely one-in-twenty (6%) consult their son regarding family health history.
 - In fact, most frequently, fathers with sons* discuss family health history with their mother (33%) and significant other (31%).
 - Millennials (38%) and Generation X (42%) are more likely to consult their mothers compared to Baby Boomers (24%), while Boomers (38%) are more likely than Millennials (21%) to consult their significant others.

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Key Findings

Additional key findings

- **While many fathers with sons* are on top of their own health ...**
 - In about eight-in-ten (82%) families, fathers with sons* openly talk about health issues and concerns.
 - About equally as many (79%) have had a regular physical exam in the last year or last few months.
- **... much fewer encourage others to do the same.**
 - Only about two-thirds (62%) recommend going to the doctor proactively for regular checkups.
 - Regular checkups are more highly recommended by Baby Boomers (73% vs. 44% of Millennials).
 - Only about half of fathers with sons* would advise others to
 - Find out as much as possible about their family health history (52%),
 - Talk to their children about the family's medical history (50%) and
 - Start talking about health management early, before an illness or need is present (49%).
- **However, many fathers with sons* advise other men to find someone to confide in.**
 - About a third (34%) would advise other men to find someone to confide in about health issues/concerns.

Breaking the Silence for Future Generations

Health-related father-son talks are more common now, but it hasn't always been that way.

70% of fathers with sons* state that their family has spoken openly with them about health issues and concerns throughout their life, even as a child



BUT

50% say that their families hid family health issues from them as a kid but talked to them more about it as adults



47% of fathers with sons* didn't know about their family's health history until they started to go to the doctor as an adult



Millennials are significantly more likely than Baby Boomers to have grown up this way though:

79%



Millennials

64%



Baby Boomers

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Learning from Their Own Upbringing

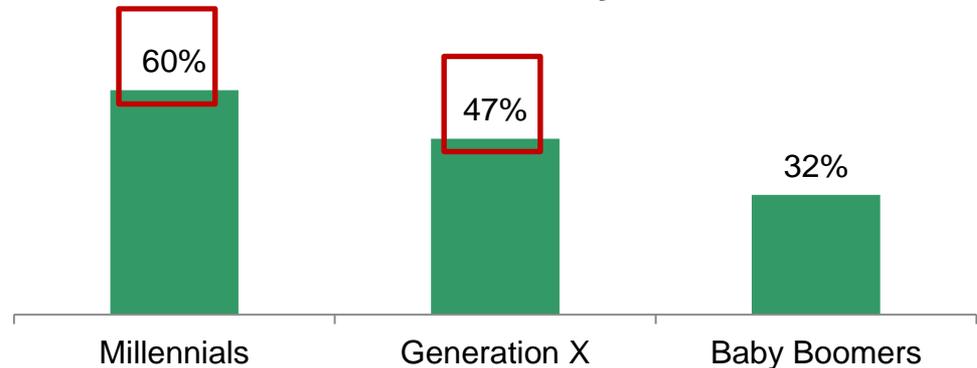
Wishing their own fathers had spoken to them about health more, today's fathers with sons* seek to break the silence with the next generation of men.



62% of fathers with sons* wish their own father (figure) talked to them more about health topics

43% of fathers with sons* whose family doesn't currently talk openly about health issues and concerns say they want to break the pattern.

Millennials and Generation X are significantly more likely than Baby Boomers to feel this way



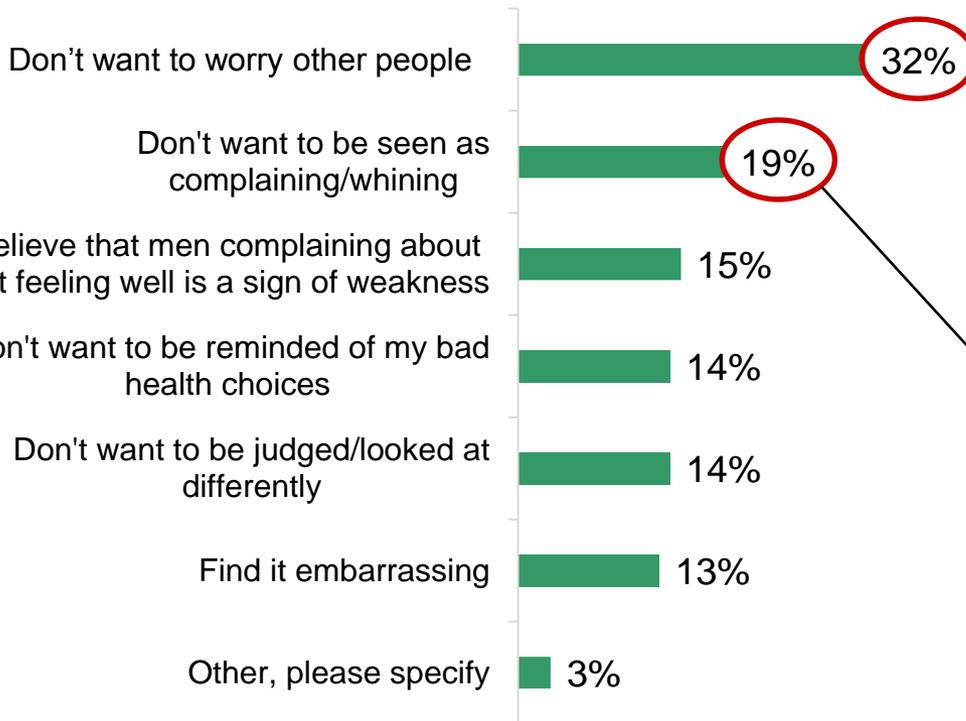
*refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up

Q5. How much do you agree or disagree with each of the following statements? Total (n=500); Millennials (18-35) (n=129); Generation X (36-51) (n=147); Boomers (52+) (n=222)

Standing Strong and Silent

Fathers with sons* want to break the silence, but there are still some thresholds they've yet to overcome.

Reasons why fathers with sons* don't talk to their family about their health issues and concerns



32% of fathers with sons* currently don't talk to their family about their health issues and concerns because they don't want to worry other people.

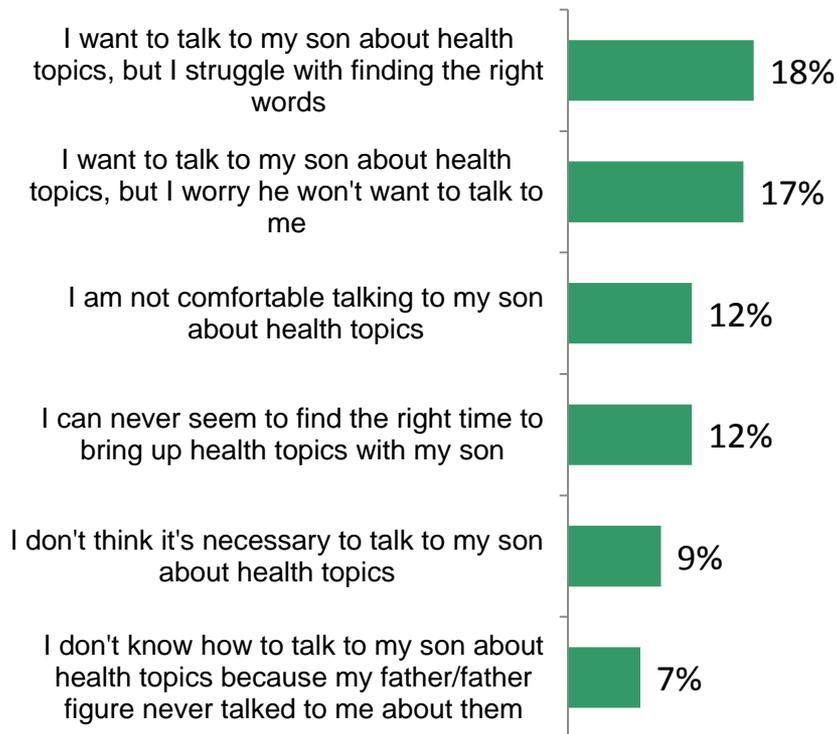
19% worry that they will be seen as complaining/whining.

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Starting the Health Conversation

Most fathers with sons* agree starting the health conversation with their son early is best, but they struggle with knowing where to begin.

Reasons Fathers with Sons* Struggle to Talk About Health Topics



About one-in five say they want to talk to their sons about health topics but...

18% struggle with finding the right words

&

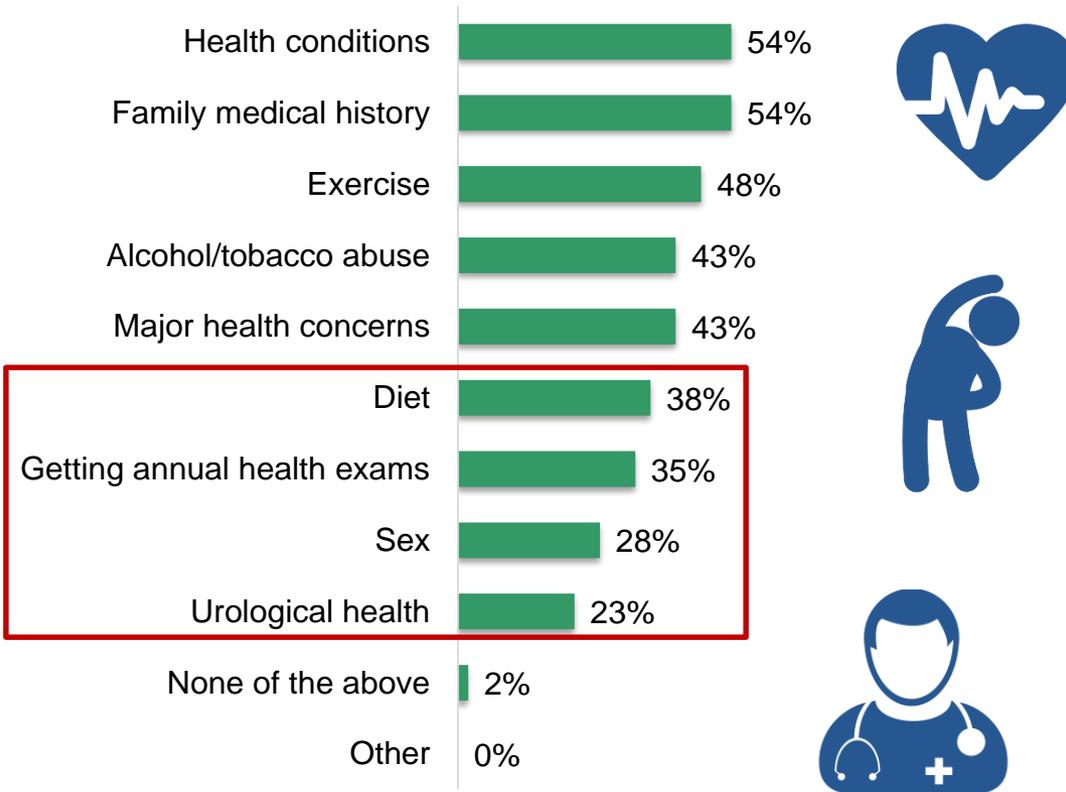
17% worry their son won't want to talk to them

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Closing the Conversation Gap

Closing the conversation gap.

Health topics discussed between fathers and sons*



Need to improve comfort levels when it comes to father-son talks on **diet (38%)**, **getting annual health exams (35%)**, **sex (28%)** and **urological health (23%)**.

Diet and sex are more frequently discussed with **father figures (48% and 36%, respectively)**, than with **biological fathers (38% and 29%, respectively)**.

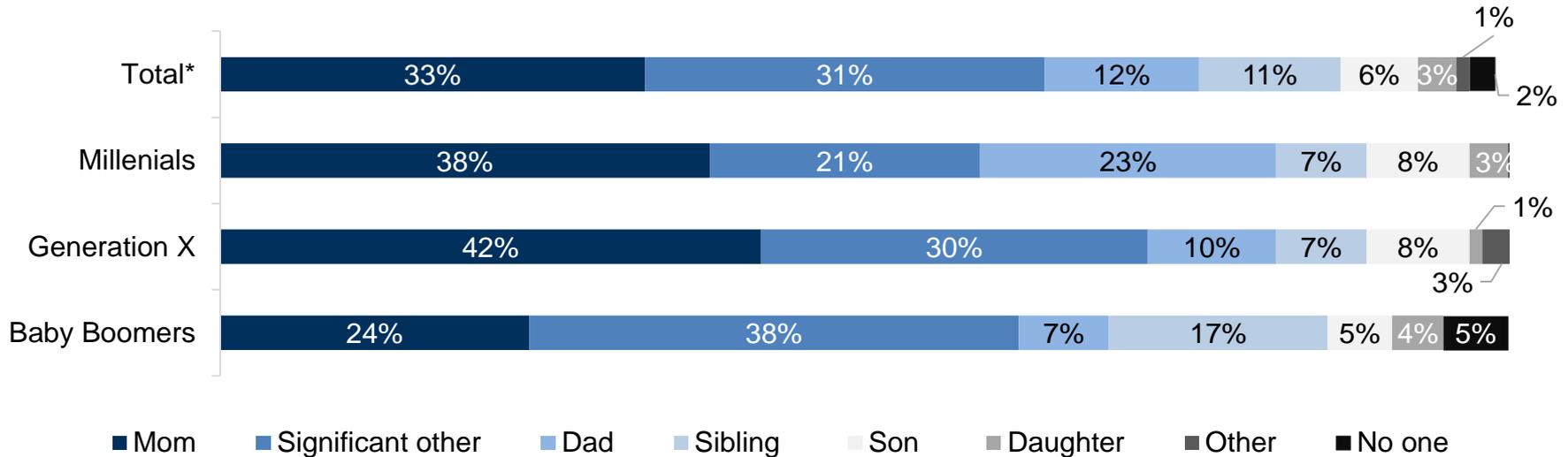
*refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up

Q8. Which, if any, of the following health topics has/does your father/father figure talk to you about? Base: those whose father (figure) talks/talked to them about health Total (n=320); had a biological father growing up (n=297); had a father figure growing up (n=161)

Knowing Your Family Health History

Knowing your family health history.

Who in your family do you consult the most about your family health history?



Only **12%** of fathers with sons* consult their own dad about their family health history.



In fact, most frequently, fathers with sons* discuss family health history with their **mother (33%)** and **significant other (31%)**.

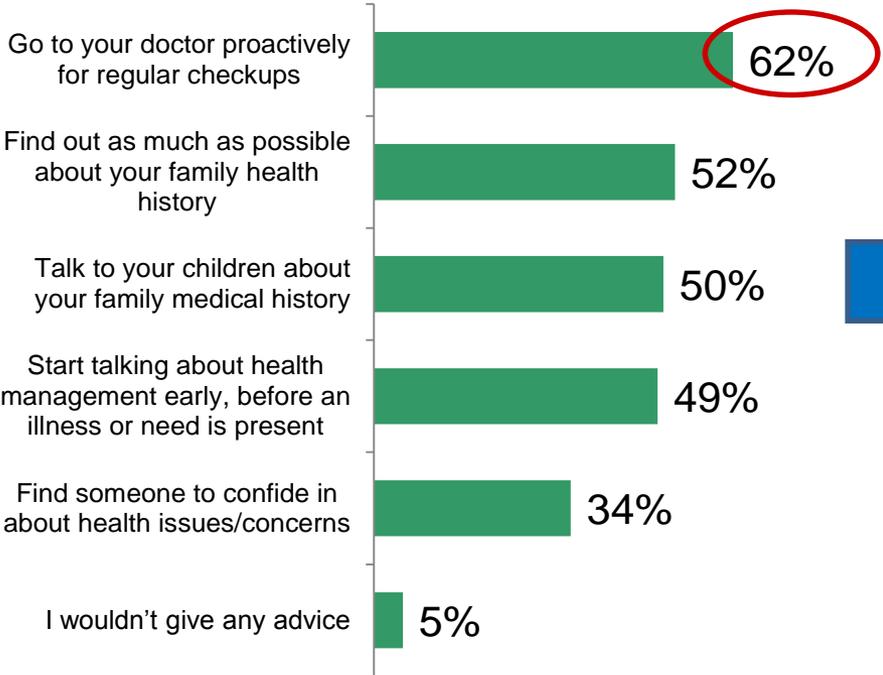
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Additional Key Findings

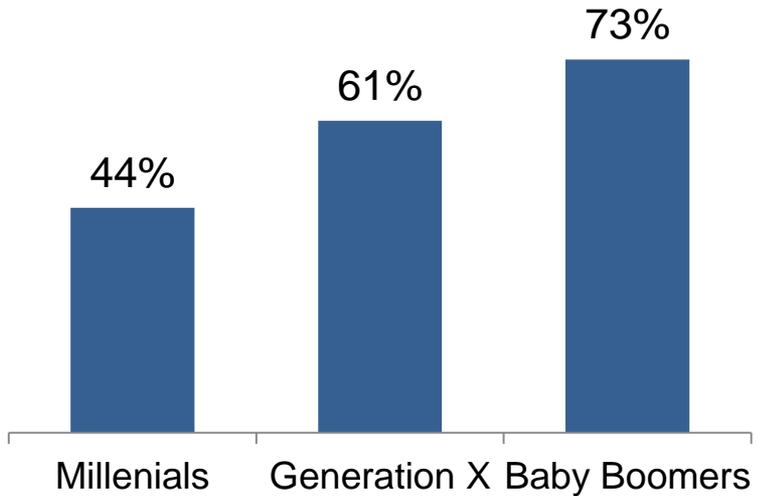
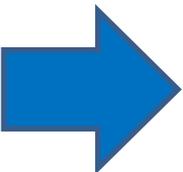
While many fathers with sons* are on top of their own health ... fewer advise other men to do the same

79% have had a regular physical exam in the last year or last few months.

Advice given to Other Men as it Relates to their Health



Regular checkups are more highly recommended by **Baby Boomers** than younger generations.



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Q1. 1. When was the last time you had a regular physical exam? Total (n=500)
 Q15. Which, if any, of the following pieces of advice would you give to other men as it relates to their health? Total (n=500);
 Millennials (18-35) (n=129); Generation X (36-51) (n=147); Boomers (52+) (n=222)

Ethnicity-specific Key Findings

Key Findings by Ethnicity

Black/African American

- About two-thirds (67%) of African-American fathers with sons* say they wish their father (figure) talked to them more about health topics.
- African American fathers with sons* (44%) say they didn't know about their family health history until they started to go to the doctor as an adult.
- In fact, 44% of African American fathers with sons* say that their family hid family health issues from them as a kid but talked to them more about it as an adult.
- When it comes to their own family, roughly one-third (31%) of African American fathers with sons* say they don't speak openly about their health issues or concerns because they don't want to worry other people.
- But about half (50%) of African American fathers with sons* whose family doesn't openly talk about health issues and concerns want to break the pattern.



Key Findings by Ethnicity

Hispanic/Latino

- About three-quarters (75%) of Hispanic fathers with sons* say that they wish their own father (figure) talked to them more about health topics.
- Hispanic fathers with sons* (59%) also say they didn't know about their family health history until they started to go to the doctor as an adult.
- In fact, about two-thirds (62%) of Hispanic fathers with sons* say that their family hid family health issues from them as a kid but talked to them more about it as an adult.
- When it comes to their own family, around half (44%) of Hispanic fathers with sons* don't speak about health issues and concerns because they don't want to worry other people.
- But, about half (56%) of Hispanic fathers with sons* whose family doesn't openly talk about health issues and concerns want to break the pattern.
- However, about one-third (31%) Hispanic fathers with sons* say they struggle to find the right words to speak with their son about health topics



Key Findings by Ethnicity

White/Caucasian

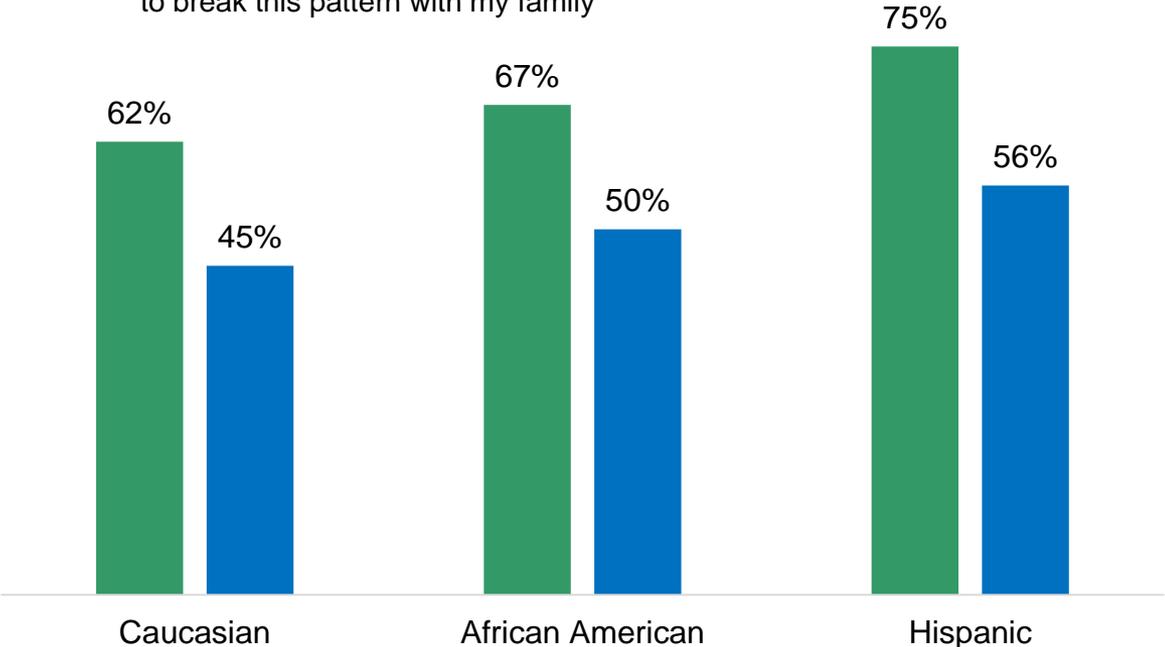
- About two-thirds (62%) of Caucasian fathers with sons* say that they wish their own father (figure) talked to them more about health topics.
- Caucasian fathers with sons* (48%) also say they didn't know about their family health history until they started to go to the doctor as an adult.
- In fact, about half (52%) of Caucasian fathers with sons* say that their family hid family health issues from them as a kid but talked to them more about it as an adult.
- When it comes to their own family, about one-quarter (29%) of Caucasian fathers with sons* don't speak to about health issues and concerns because they don't want to worry other people.
- But, about half (45%) of Caucasian fathers with sons* whose family doesn't openly talk about health issues and concerns want to break the pattern.
- However, almost one-quarter (17%) of Caucasian fathers with sons* say the struggle with finding the right words to speak with their son about health topics.



Regardless of ethnicity, a majority of men wish their fathers (had) talked more about health topics

Talking about Health for Different Ethnicities

- Wish their father/father figure talked to them more about health topics
- My family doesn't openly talk about health issues and concerns, and I want to break this pattern with my family



**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Q5. How much do you agree or disagree with each of the following statements? White (n=290); African American (n=102); Hispanic (n=106)

Across ethnicities, many fathers with sons* say their family hid family health issues from them as a kid but talked to them more about it as an adult.

This is true for...

62% of Hispanic fathers with sons*

52% of Caucasian fathers with sons*

44% of African American fathers with sons*



44% of Hispanic fathers with sons* don't speak about health issues and concerns because they don't want to worry other people.

17% of Caucasian fathers with sons* struggle with finding the right words to speak with their son about health topics.

**refers to men who are fathers of biological sons or father figures to a non-biological son, and who had a father or father figure growing up*

Q5. How much do you agree or disagree with each of the following statements? (agree) Caucasian (n=290); African American (n=102); Hispanic (n=106)

Q2. Which, if any, of the following are reasons why you don't talk to your family about your health issues and concerns? (agree) Caucasian (n=290); African American (n=102); Hispanic (n=106)

Q14. Which, if any, of the following statements are true for you related to your son? Caucasian (n=290); African American (n=102); Hispanic (n=106)

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