End-of-Summer Checkup

A survey from Rally Health, Inc.

August 2019
Rally Health® wanted to understand more about how Americans feel during the transition from summer to fall, and so conducted a short survey to gain a deeper understanding on the following topics:

- Understanding if Americans let their health fall to the wayside during the summer months
- Uncovering how Americans reboot during the change of seasons
- Determining how Americans approach preventive care
Findings

Americans feel their happiest during the summer, and the transition into fall can be stressful, especially for younger Americans.

Americans admit to letting their health routines slip while they are busy soaking up the summer – including their eating habits, sleep, and exercise routine.

However, there’s also an upside to the change – many feel re-energized by the seasonal transition and use the opportunity to bring a fresh perspective to their goals and resolutions for the rest of the year. For many Americans, this is specifically about rebooting their health goals.

But are we missing a critical piece of our health reboot? For most Americans, visiting the doctor isn’t a part of their end-of-summer routine. In fact, 1 in 3 Americans don’t have a primary care physician (PCP), with the key reason being “they aren’t sick.”

There is a need for more education around the benefits of preventive care, and Americans are eager to learn. Even among those who do have a PCP, few acknowledge its role in preventive care.

Americans rank mental health as the No.1 most important area of health to them. This is followed by sleep, nutrition, social health, and exercise.

Health over wealth. And while our health motivations may differ, the vast majority agrees: they would choose health over wealth.
Americans report they’re living their best lives in the summer

6 in 10 Americans report they are their happiest selves during summer

(58%)

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base size: Total = 1,000
And as summer comes to an end, the transition into fall can be stressful for many.

“**I always feel sad** once summer comes to an end”

51%

“**I feel sad** when the days start to get shorter toward the end of summer”

60%

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)

Base size: Total = 1,000
This is especially true for younger Americans when the transition is tied to a bigger change in routine.

6 in 10 Gen Z Americans (b.1997-2015) report the end of summer is stressful because that means it’s back to “normal life.”

64%, vs. 49% of millennials (b.1981-1996), 35% of Gen X (b.1965-1980), 27% of baby boomers (b. 1946-1964)

6 in 10 Parents say the transition from the end of summer to the beginning of school is the most stressful time for their children. (62%)

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base sizes: Total = 1,000, Gen Z = 125, Millennials = 283, Gen X = 262, Baby Boomers = 363, Parents = 308

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Many of us allow our healthy habits to take a back seat so we can enjoy the summer

From irregular sleep schedules... To eating habits... To exercise

6 in 10 Americans report their sleep schedule tends to be more irregular during the summer (59%)

Almost half of Americans say they allow their healthy eating habits to slip during the summer (44%)

4 in 10 Americans say they allow their exercise routine to slip during the summer (42%)

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)

Base sizes: Total = 1,000, Parents = 308

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But it’s not all bad news – many feel re-energized by the seasonal transition, and make the most of the situation by sharpening their focus on personal goals for the rest of the year.
New season, new you – Americans take advantage of the seasonal transition to bring a fresh perspective to their goals

“I feel relieved when the summer heat breaks and the weather starts to get cooler”

“I feel reenergized during the transition from summer to fall, and take the opportunity as a fresh start to come up with new personal goals/resolutions for the remainder of the year”

75%

60%

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base sizes: Total = 1000
For many, it’s specifically about their health goals

45% of Americans say they use the end of summer as an opportunity to **reboot their healthy habits**

This is highest among Gen Z at 62%
(vs. 48% of Millennials, 44% of Gen X, 39% of Baby Boomers)

Q2: Now we’d like to talk about how you feel during the transition from summer to fall. How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base sizes: Total = 1,000
But are we missing a critical piece of our health reboot?
For most Americans, visiting the doctor isn’t a part of their end-of-summer routine

“Which of the following do you typically do once summer ends?”
(select responses reported)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do a big cleaning/reorganization</td>
<td>42%</td>
</tr>
<tr>
<td>Get back to a more normal/better sleep schedule</td>
<td>38%</td>
</tr>
<tr>
<td>Visit their doctor</td>
<td>33%</td>
</tr>
<tr>
<td>Go shopping for myself to refresh my wardrobe</td>
<td>25%</td>
</tr>
<tr>
<td>Look for pumpkin spice flavored treats</td>
<td>19%</td>
</tr>
</tbody>
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Only 1 in 3 say they use the end of summer as a time to visit their doctor, either for an annual checkup or for recommended screenings.

Q3: Which of the following do you typically do once summer ends?
Base sizes: Total = 1,000

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This is true for parents as well – most don’t take their children for end-of-summer checkups

“Which of the following do you typically do once summer ends?”
(among parents, select responses reported)

- Go school supplies shopping for my children: 70%
- Get my children back on a regular schedule: 67%
- Go shopping for new clothes for my children: 62%
- Take my children to a well-child visit: 40%
- Start planning my children’s Halloween costumes: 29%

Less than half of parents take their kids for an annual check up after summer ends

Q3: Which of the following do you typically do once summer ends?
Base sizes: Parents = 308

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In fact, 1 in 3 Americans don’t have a primary care physician (PCP), with the key reason being “they aren’t sick”

1 in 3 Americans don’t have a primary care physician (35%)

Reasons for not having a PCP
(among those who reported they do not have a PCP; reporting responses >10%)

- I’m not sick: 30%
- It’s too expensive to visit the doctor: 25%
- I’d rather just go to whoever can see me the soonest: 23%
- I don’t have health insurance: 18%
- I don’t need one: 15%
- I don’t know how to find the right doctor: 15%
- I don’t have time to go to the doctor: 11%

Q1: To start, which of the following do you have a primary or go-to person for?
Q8: Earlier you mentioned you don’t have a primary care physician. Why is that?
Base sizes: Total = 1,000, Those who do not have a PCP = 342

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This notion of only going to a doctor when you’re sick is carried into parenthood

1 in 4 parents say they don't feel the need to take their children to the doctor until they are sick (27%)

Q7: How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base size: Parents = 308
There is a need for more education around the benefits of preventive care, and Americans are eager to learn.
Even among those who do have a PCP, few acknowledge its role in preventive care.

**Only 28%** of Americans with a primary care physician say they have one because it lowers their overall health costs since they stay on top of issues before they worsen.

Q9: Earlier you mentioned you have a primary care physician. Why is that?  
Base size: Those with a PCP = 658
And while many feel they have a general idea of what preventive health care means, they still want to learn more.

6 in 10 Americans report they know what preventive health care means but don't really know all the services that are included (61%)

7 in 10 Americans report they want to learn more about preventive health and how to approach it (69%)

Though, Gen Z-ers are in more need of education — 44% admit they don’t really know what preventive health care means (vs. 24% of millennials, 12% of Gen X, 12% of baby boomers)

Q7: How much do you agree or disagree with the following statements? (Completely/somewhat agree reported)
Base sizes: Total = 1,000, Gen Z = 125, Millennials = 283, Gen X = 262, Baby Boomers = 363

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Knowing the benefits might also help ease the stress they feel in trying to keep up with all their appointments.

“I try to keep up with all the recommended preventive health care services but it's difficult to make time for all of them”

57%

“I try to keep up with all the recommended preventive health care services but it's difficult to keep track of them”

56%
What are Americans’ health priorities?
Americans rank mental health as the No.1 most important area of health to them

Most important areas of health
(showing those who ranked each area as No.1 most important)

Mental health 44%  Sleep 25%  Nutrition 16%  Social health 9%  Exercise 6%

Q4: How would you rank the following in order of importance to you, with "1" being the most important? (reporting % who ranked each No.1)
Base size: Total = 1,000
In fact, if Americans didn’t have to exercise, they’d prefer not to

Hypothetically, Americans would rather eat healthy and NOT have to exercise vs. eat whatever they want but exercise

62% would rather achieve their health goals by only eating healthy and not having to exercise

vs.

38% would rather achieve their health goals by only exercising and not having to eat healthy

Q5: Below are a few groups of statements. Please select which statement from each grouping you most agree with.
Base size: Total = 1,000
And while our health motivations may differ, the vast majority agrees: health over wealth

Q5: Below are a few groups of statements. Please select which statement from each grouping you most agree with.

Would you rather....

- Be healthy: 79%
- Be wealthy: 21%

Health motivations

- Feel good: 56%
- Live longer: 31%
- Look good: 13%

Base size: Total = 1,000
Methodology

**HOW**
10-minute online survey fielded July 12-July 19, 2019.

Note on sourcing:
Sample was sourced via a third-party panel provider which curates an extensive network of members of the general population who opt in to be contacted from time to time to fill out surveys and provide information on specific topics. Participants are incentivized through a points system which they can redeem for gift cards. All participants in the panel are vetted, and further quality control is performed during the fieldwork to ensure quality responses. Individuals are contacted to participate in studies in a strategic way to ensure representation of age, gender, region, and ethnicity.

**WHO**
We interviewed 1,000 individuals of the US general public (18+), weighted to be representative of the US population in terms of age, gender, region, race/ethnicity, and education. The margin of error is +/- 3.1 p.p.
Thank you.

Contact: press@rallyhealth.com