

A woman is shown in a yoga pose, kneeling on a sandy beach with her arms raised and hands open, facing away from the camera towards the ocean. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon. The entire image has a soft purple overlay.

SPECIAL REPORT:

# State of Women's Wellness 2017

 everyday HEALTH®



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## OBJECTIVES & METHODOLOGY

*Everyday Health conducted a study to understand the factors that influence women's personal wellness today, which are critical for us to report, monitor, and give an empathetic voice to in our editorial causes and society at large.*

### WHO?



**US Females Age 25-65**  
Total: n = 3,000<sup>^</sup>

### HOW?



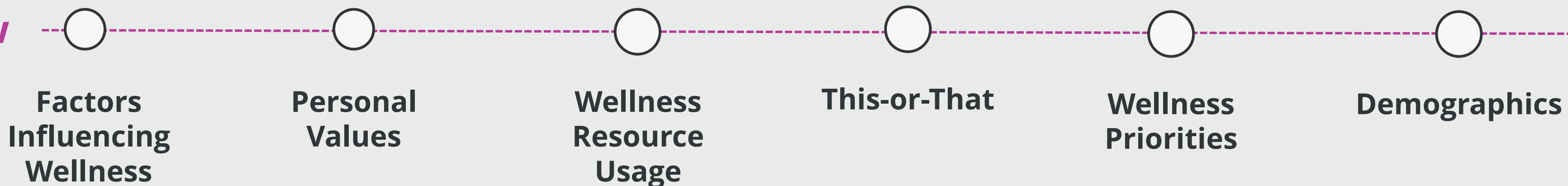
**13-minute online survey**  
conducted using the Qualtrics  
Experience Management Platform

### WHEN?



**Data collected**  
October 2017

### Survey Flow



Letters next to charts indicate that data for that segment is significantly higher than the designated segment at a 90% confidence level



# ANALYZED COHORTS

SEGMENT CATEGORY	SUB-SEGMENT	UNWEIGHTED SAMPLE SIZE
TOTAL	TOTAL	3,000
GENERATIONS	MILLENIAL TOTAL (AGE 25-36)	845
	YOUNGER MILLENIAL (AGE 25-30)	375
	OLDER MILLENIAL (AGE 31-36)	470
	GEN X (AGE 37-52)	1,162
	BOOMERS (AGE 53-65)	993
REGIONS	NORTHEAST	692
	MIDWEST	724
	SOUTH	922
	WEST	659
CITY TYPE	RURAL	613
	SUBURB	1,721
	URBAN	634
PARENTING STATUS	PARENT	1,825
	NOT A PARENT	1,175
RELATIONSHIP STATUS	SINGLE	507
	IN A RELATIONSHIP	398
	MARRIED	1,681
	SEPARATED, WIDOWED, DIVORCED	414
EMPLOYMENT STATUS	SELF-EMPLOYED	197
	EMPLOYED AND SATISFIED	1,404
	EMPLOYED AND DISSATISFIED	541
	RETIRED	406

SEGMENT CATEGORY	SUB-SEGMENT	UNWEIGHTED SAMPLE SIZE
TOTAL	TOTAL	3,000
HOUSEHOLD INCOME	<\$50K	710
	\$50K-<\$100K	1,147
	\$100K+	873
ETHNICITY	CAUCASIAN	2,341
	AFRICAN AMERICAN	259
	HISPANIC	237
	ASIAN	233
SLEEP BEHAVIOR	NO GOOD NIGHT'S SLEEP DAILY	2,417
	GOOD NIGHT'S SLEEP DAILY	583
PRESENCE OF LIFE EVENT	HAD A LIFE EVENT THIS YEAR	2,046
	DID NOT HAVE A LIFE EVENT THIS YEAR	954
SATISFYING SEX	DOES NOT HAVE SATISFYING SEX WEEKLY	2,087
	HAS SATISFYING SEX AT LEAST WEEKLY	913
WELLNESS SATISFICATION	NOT SATISFIED (BOTTOM 2 BOX)	322
	NEUTRAL (MIDDLE BOX)	572
	VERY SATISFIED (TOP 2 BOX)	749

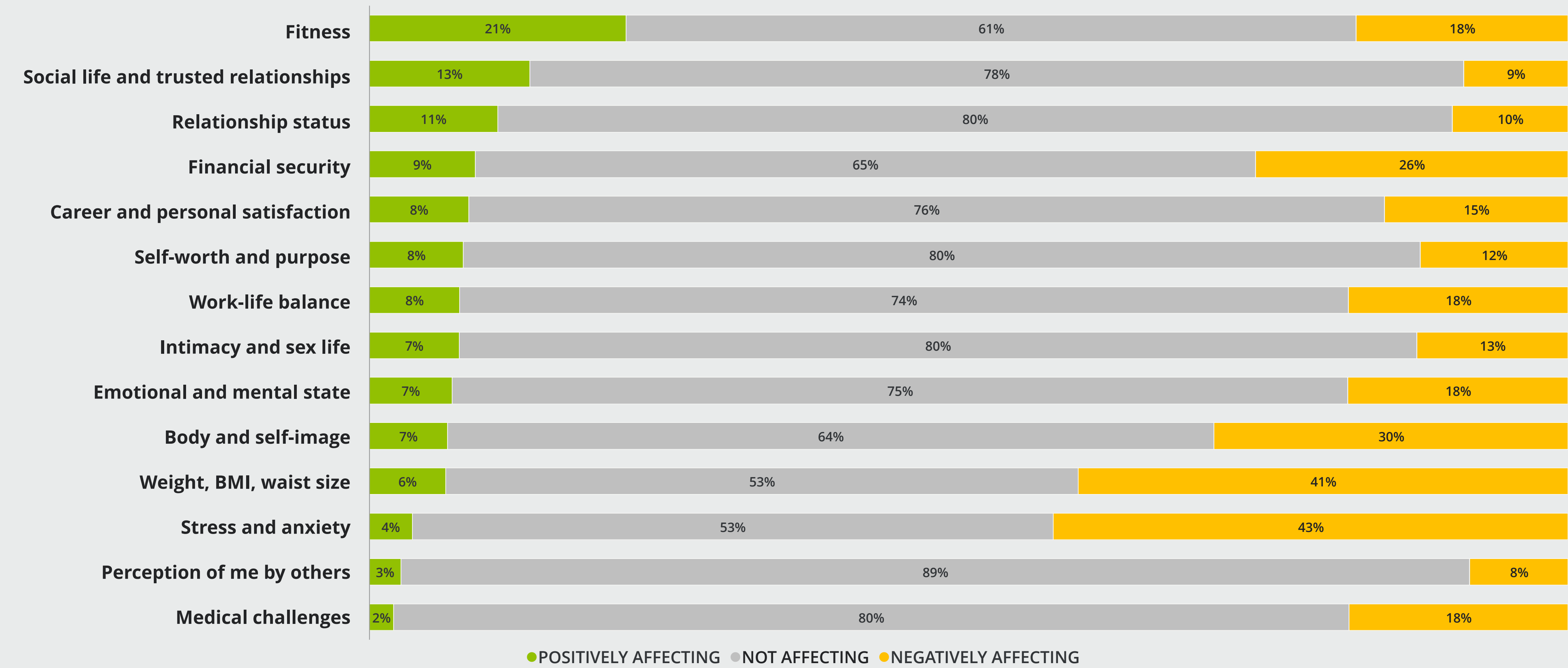


*Survey Results*



# Factors Currently Affecting Personal Wellness: All Women

(Among total qualified)



Q4: WHICH OF THE FOLLOWING ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS (WHETHER POSITIVELY OR NEGATIVELY)? PLEASE SELECT ALL THAT APPLY. BASE: TOTAL QUALIFIED (N=3,000)

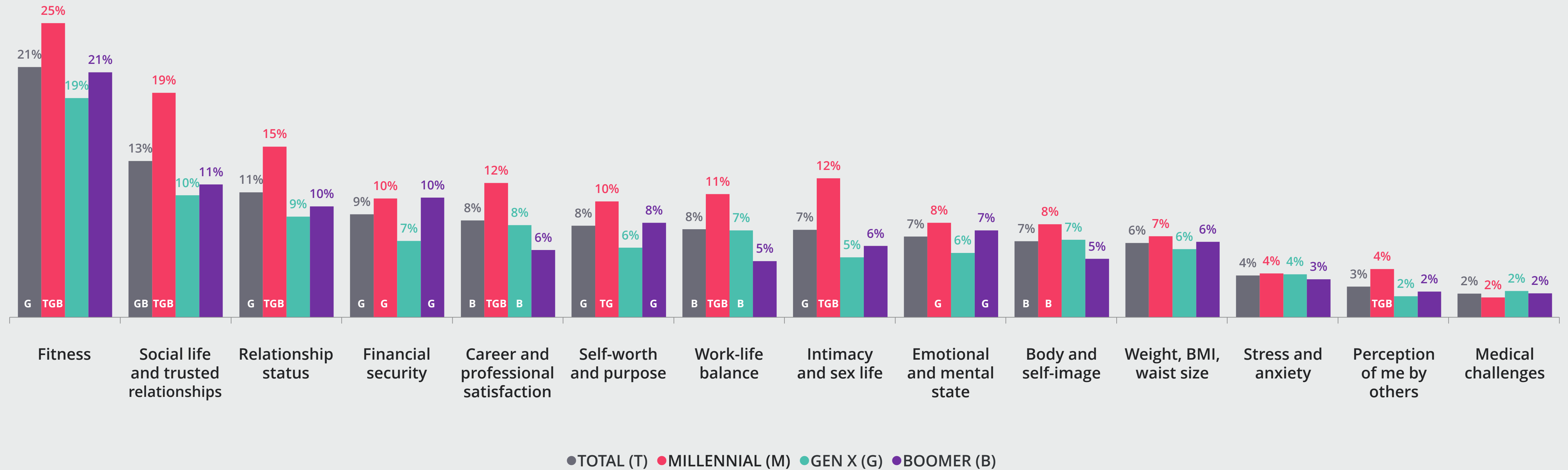
Q5: PLEASE CATEGORIZE THE FOLLOWING BASED ON HOW THEY ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS. BASE: TOTAL QUALIFIED (N=3,000)





## Factors Positively Affecting Personal Wellness

(Among total qualified)



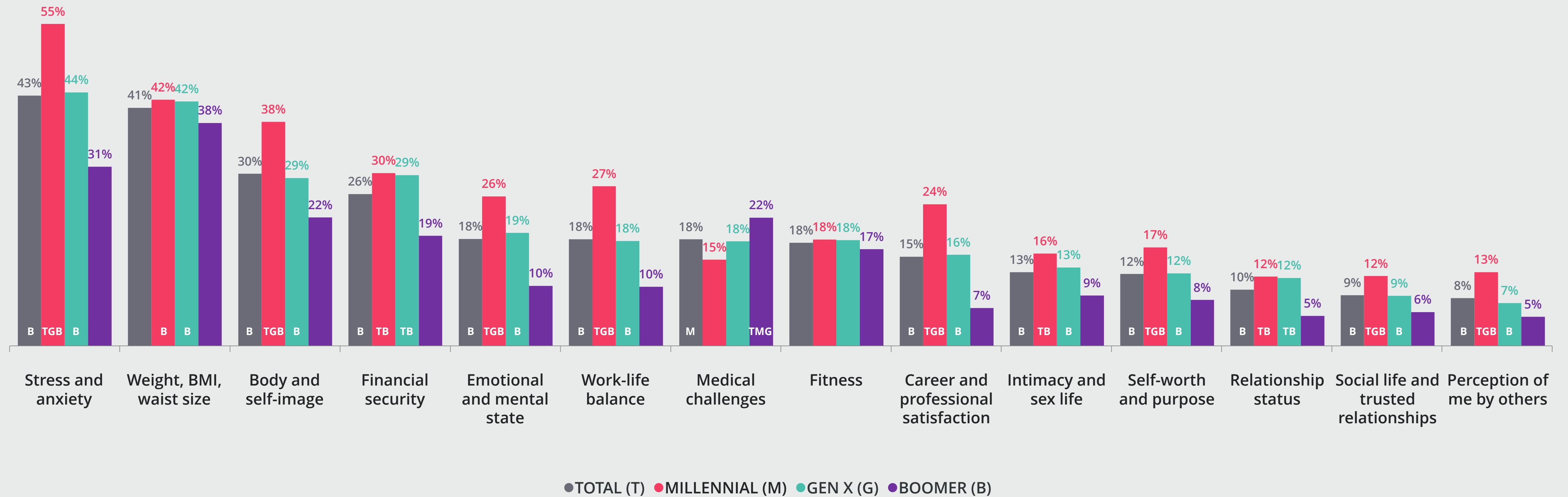
Q4: WHICH OF THE FOLLOWING ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS (WHETHER POSITIVELY OR NEGATIVELY)? PLEASE SELECT ALL THAT APPLY. BASE: TOTAL QUALIFIED (N=3,000)

Q5: PLEASE CATEGORIZE THE FOLLOWING BASED ON HOW THEY ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS. BASE: TOTAL QUALIFIED (N=3,000)



## Factors Negatively Affecting Personal Wellness

(Among total qualified)



Q4: WHICH OF THE FOLLOWING ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS (WHETHER POSITIVELY OR NEGATIVELY)? PLEASE SELECT ALL THAT APPLY. BASE: TOTAL QUALIFIED (N=3,000)

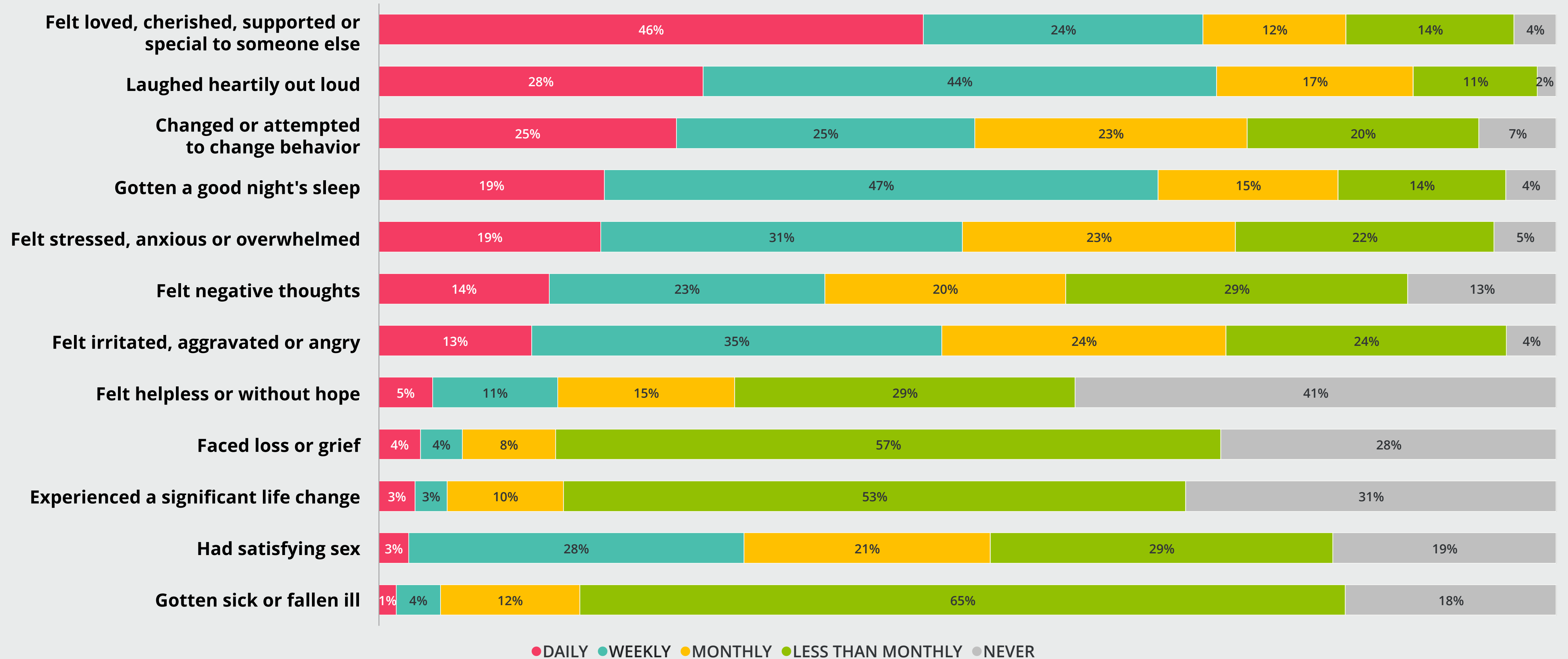
Q5: PLEASE CATEGORIZE THE FOLLOWING BASED ON HOW THEY ARE CURRENTLY AFFECTING YOUR PERSONAL WELLNESS. BASE: TOTAL QUALIFIED (N=3,000)





## Life Events in Past 12 Months: All Women

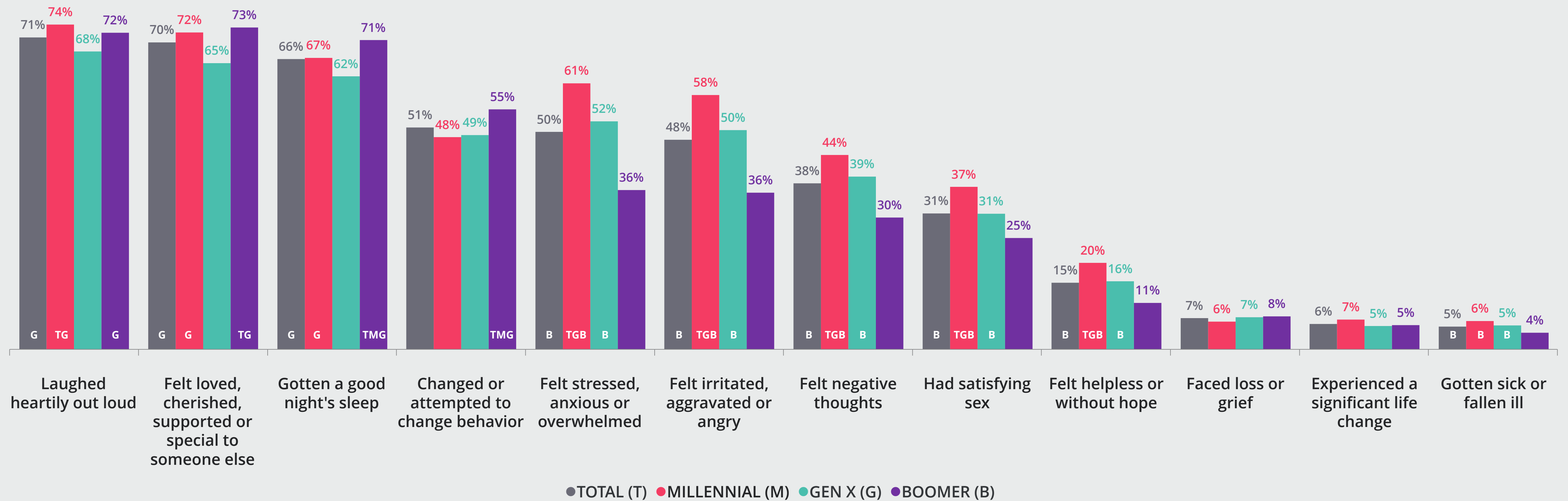
(Among total qualified)





## Life Events in Past 12 Months: Daily/Weekly Net

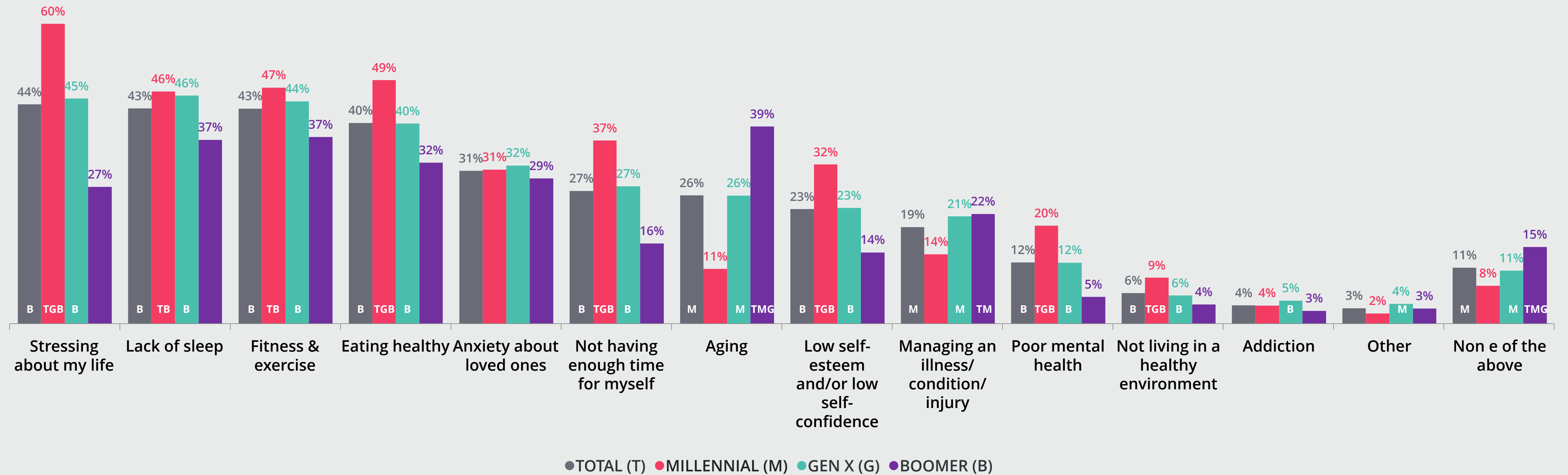
(Among total qualified)





## Current Wellness Challenges

(Among total qualified)

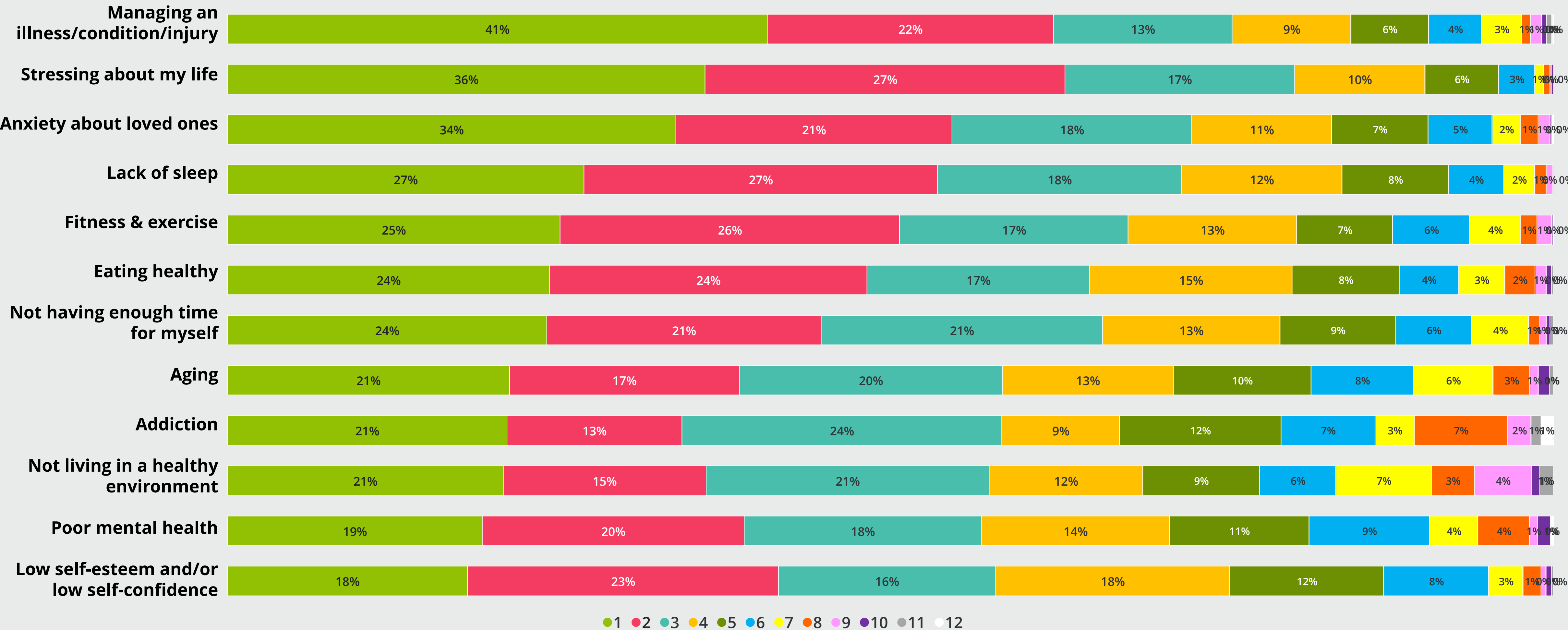






# Ranking of Wellness Challenges: All Women

(Among total selected as a challenge)





# Current Wellness Challenges: % Ranked in Top 3

(Among total selected as a challenge)



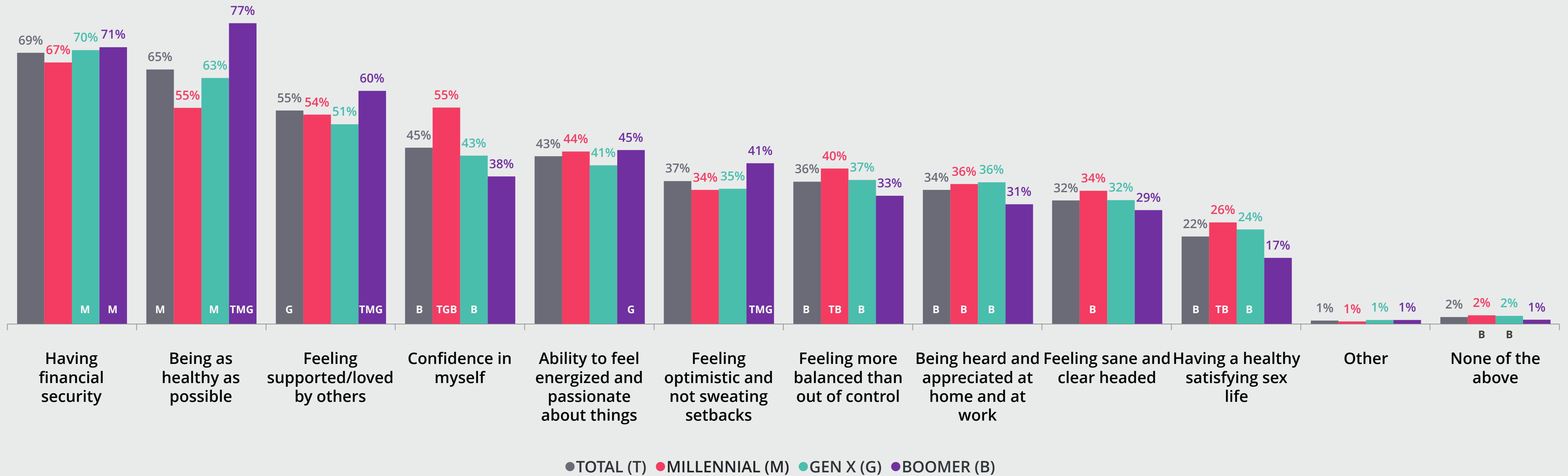
Q8: YOU SAID THAT THE FOLLOWING ARE CURRENTLY CHALLENGES TO YOUR PERSONAL WELLNESS. PLEASE RANK THESE BY HOW GREAT OF A CHALLENGE THEY POSE TO YOUR WELLBEING, WHERE 1 IS THE GREATEST CHALLENGE. BASE: VARIABLY BASED ON THOSE WHO SELECTED AS A CHALLENGE IN Q7  
CAUTION: SMALL BASE SIZES



# WELLNESS VALUES

## Values that Matter to Wellness Goals

(Among total qualified)

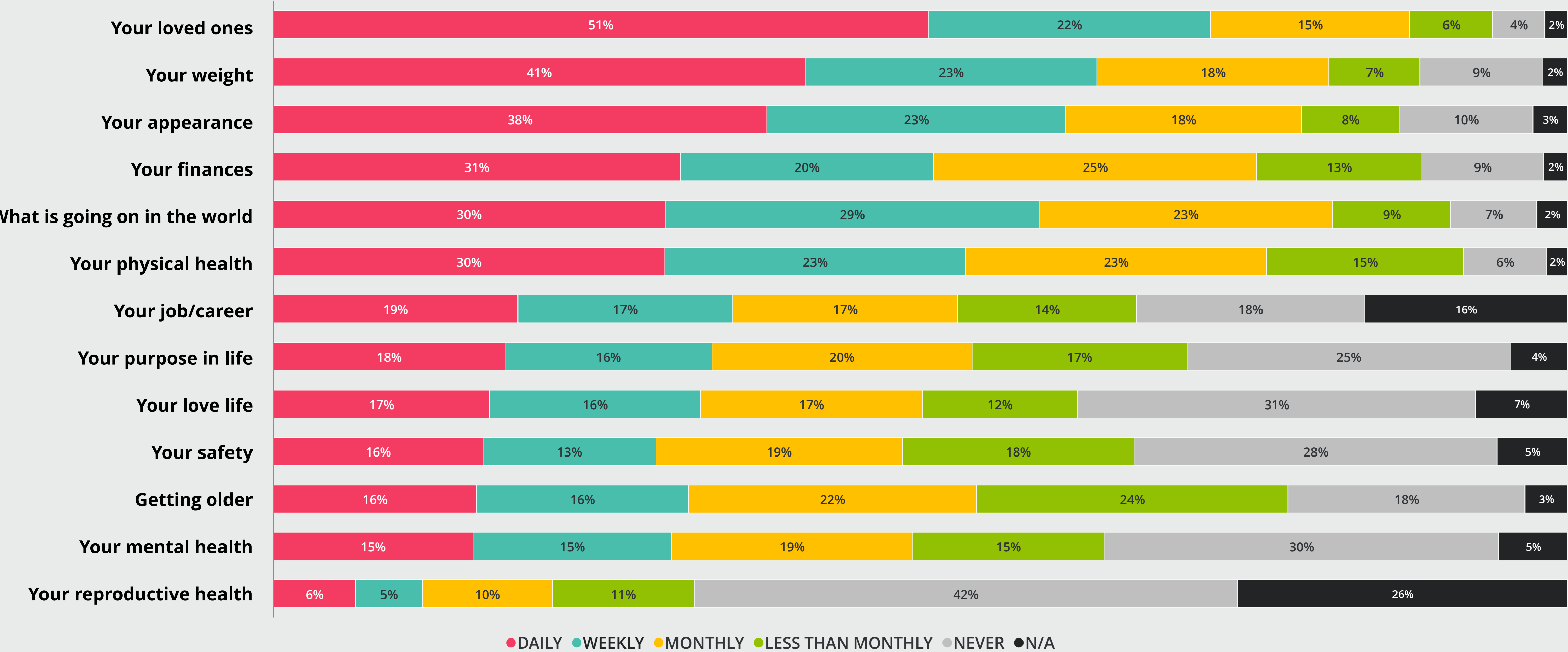






# How Frequently Women Worry About Various Topics: All Women

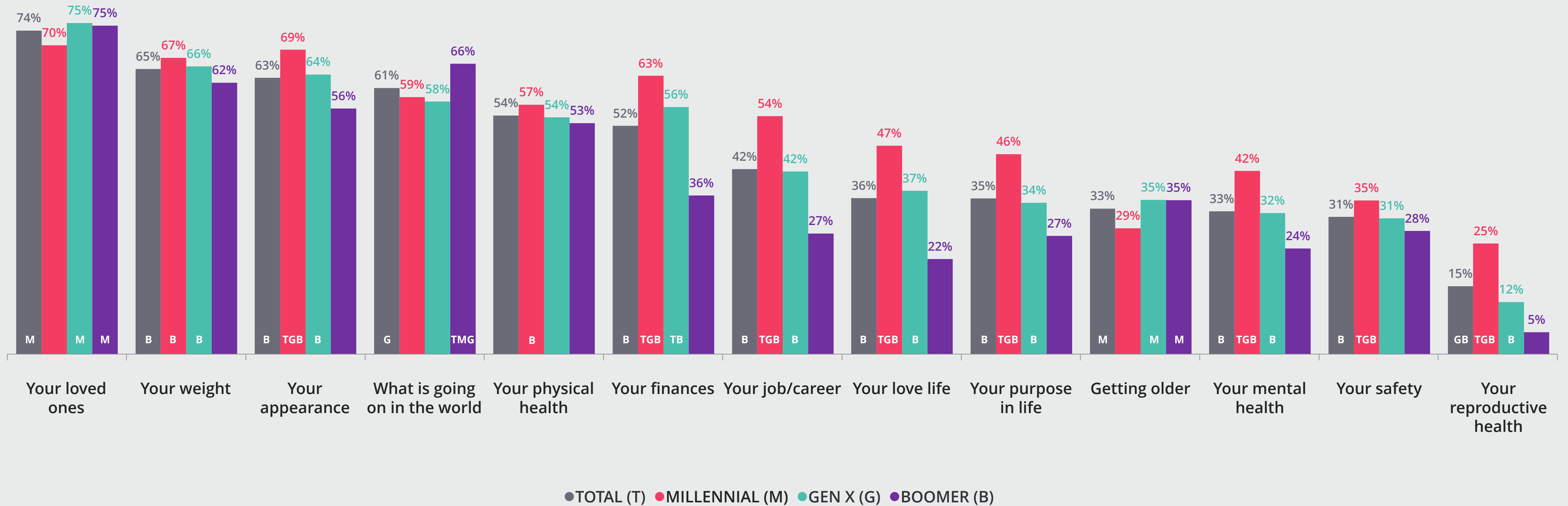
(Among total qualified)





# WORRIES

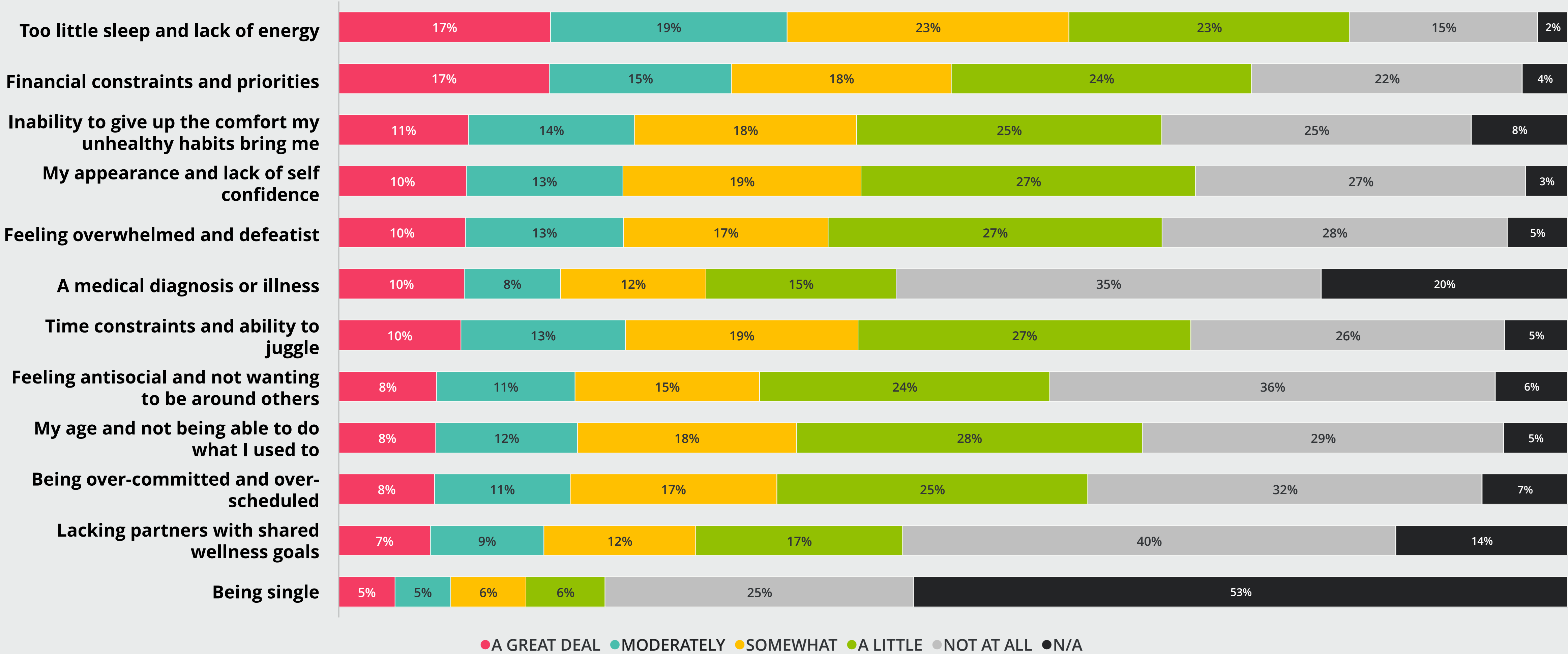
## How Frequently Women Worry About Various Topics: Daily/Weekly Net (Among those to whom it was applicable)





# Wellness Setbacks in Past 12 Months: All Women

(Among total qualified)

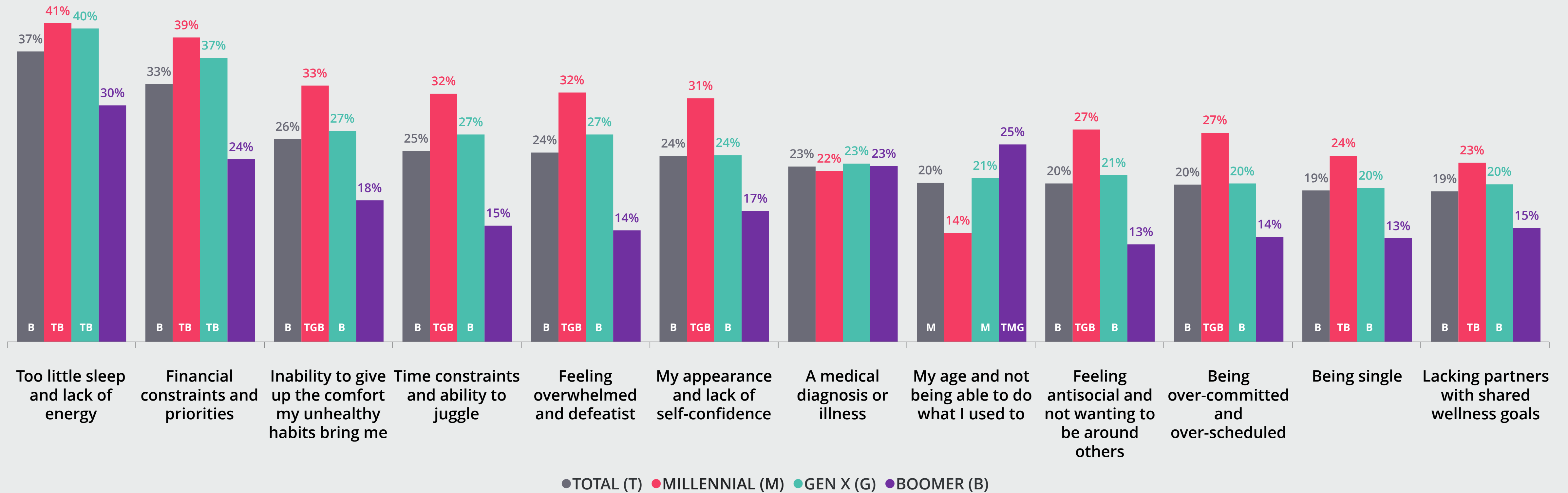






## Wellness Setbacks in Past 12 Months: A Great Deal/Moderately Net

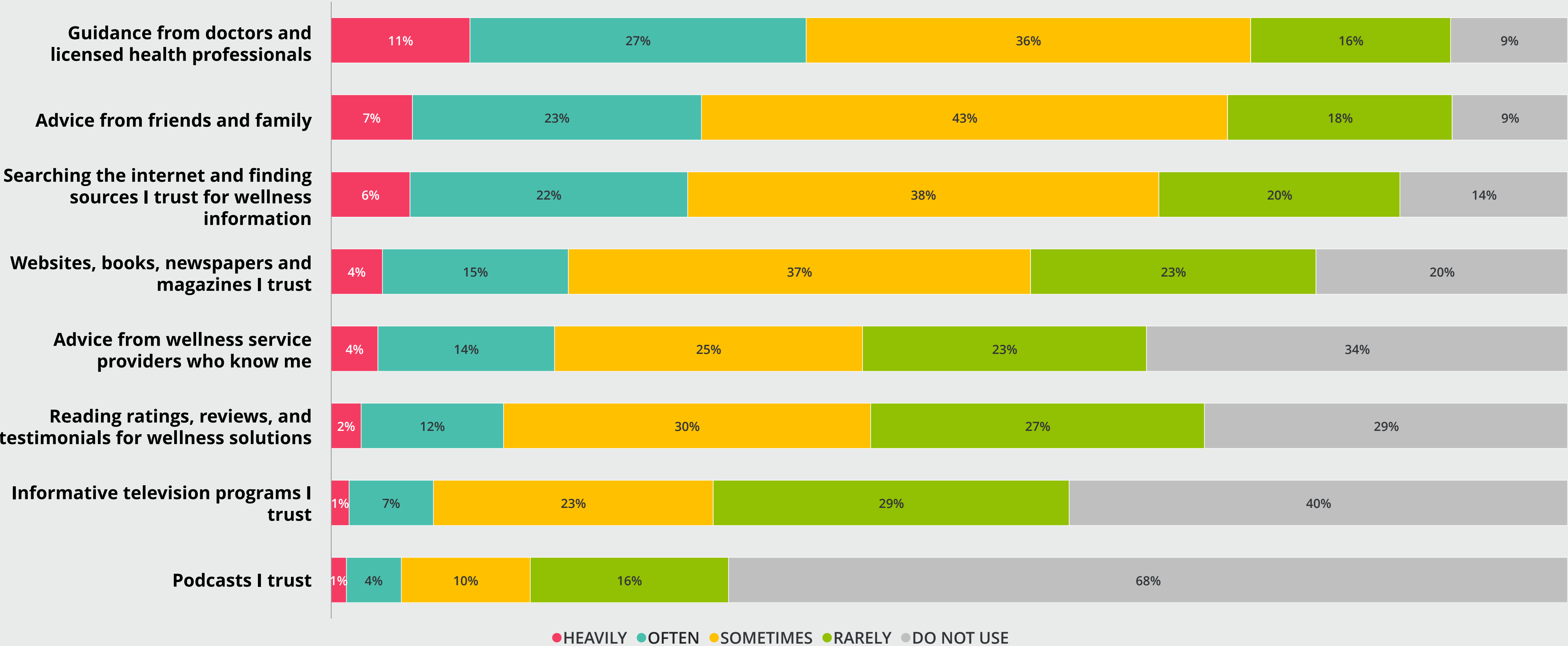
(Among those to whom it was applicable)





# Extent Sources Are Used and Relied Upon to Feel Informed, Empowered, & In Control of Wellness

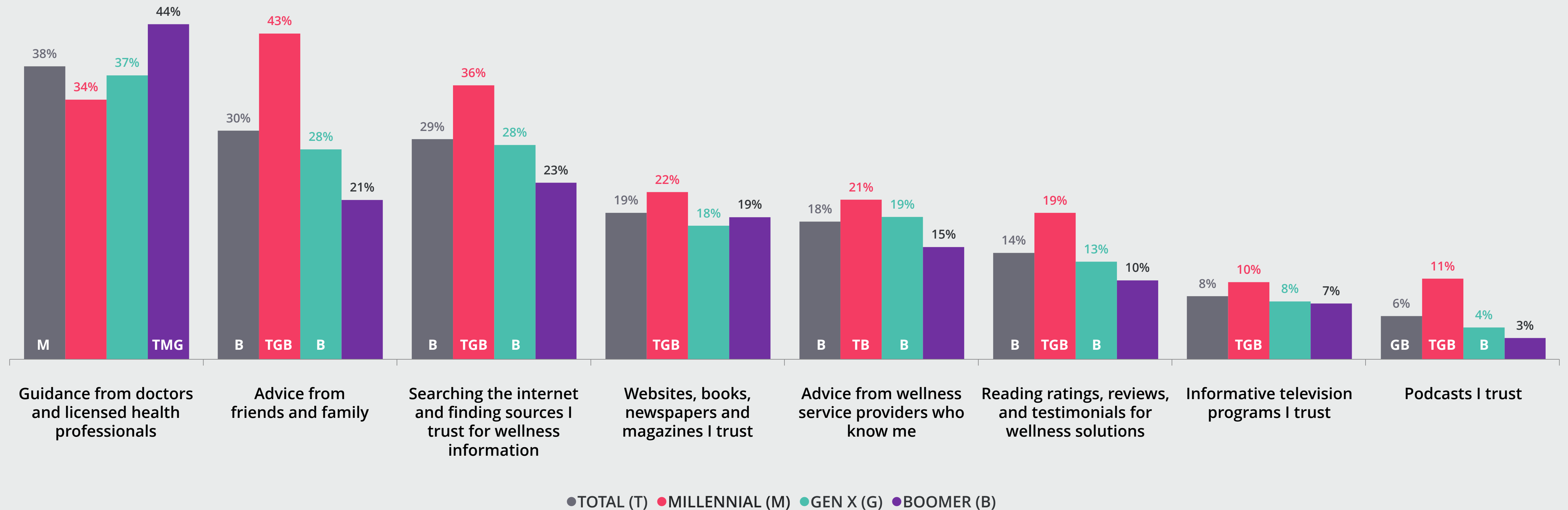
(Among total qualified)





## Extent Sources Are Used and Relied Upon to Feel Informed, Empowered, & In Control of Wellness: Heavily/Often Use Net

(Among total qualified)

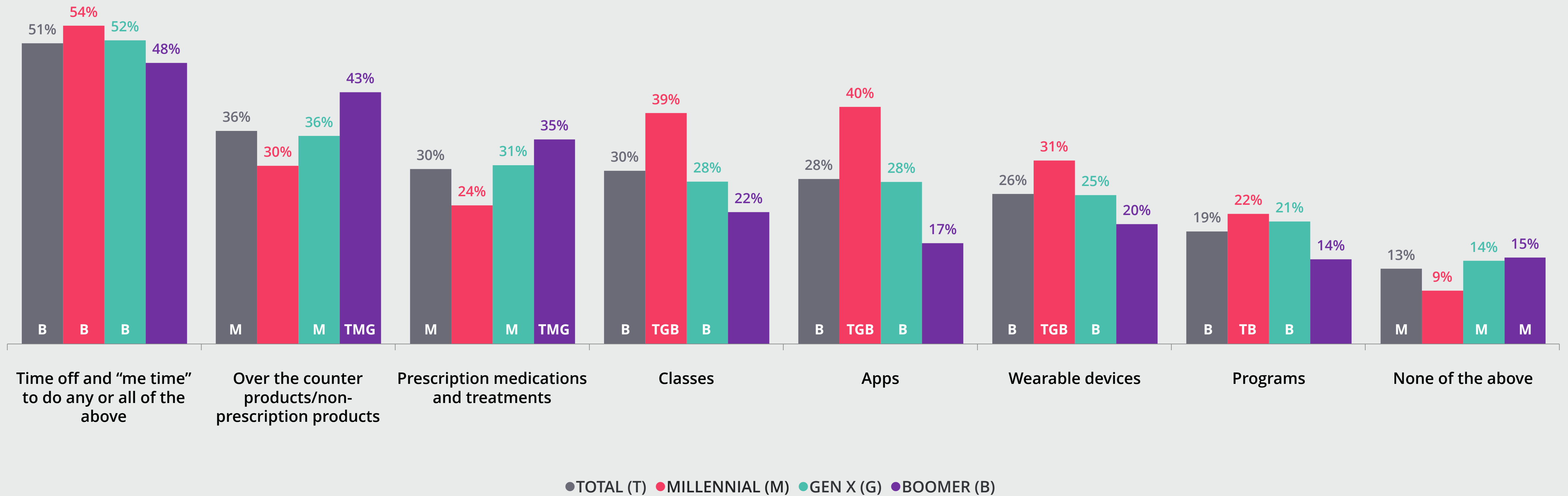






## Resources for Achieving Wellness

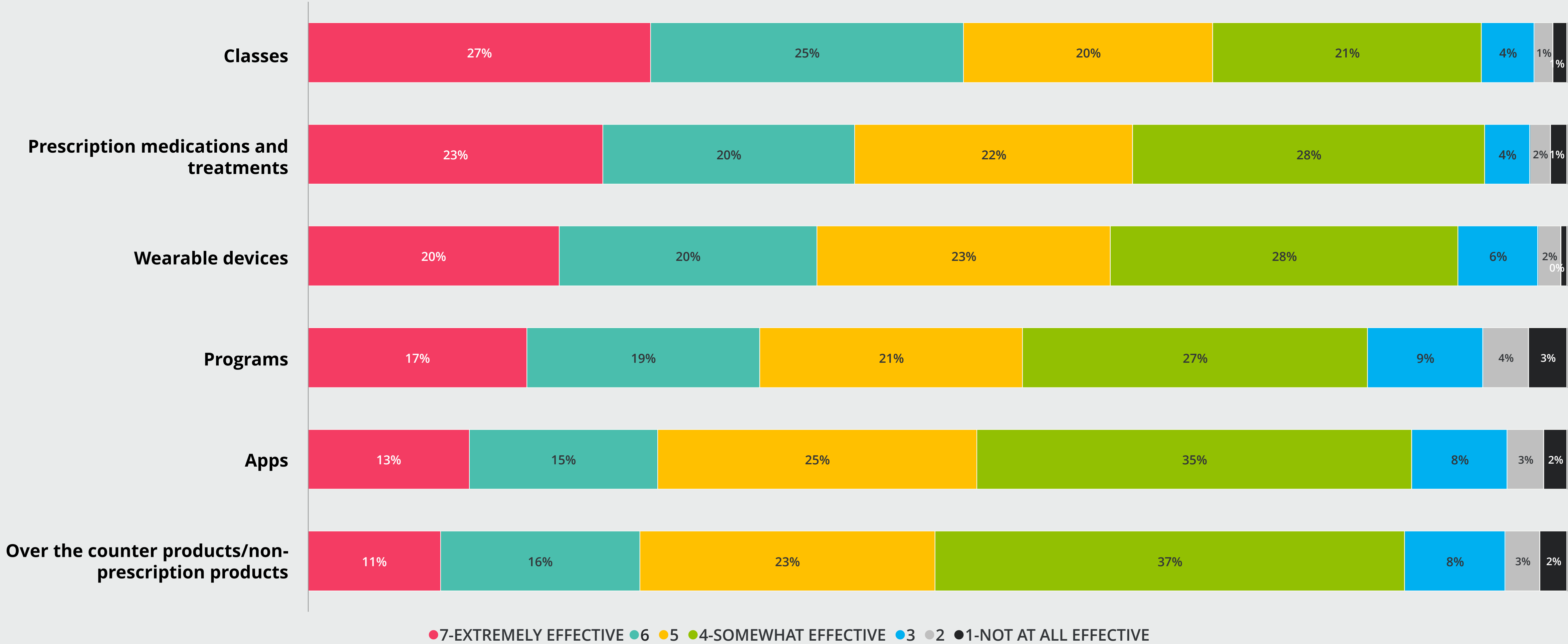
(Among total qualified)





# Resource Efficacy for Achieving Wellness: All Women

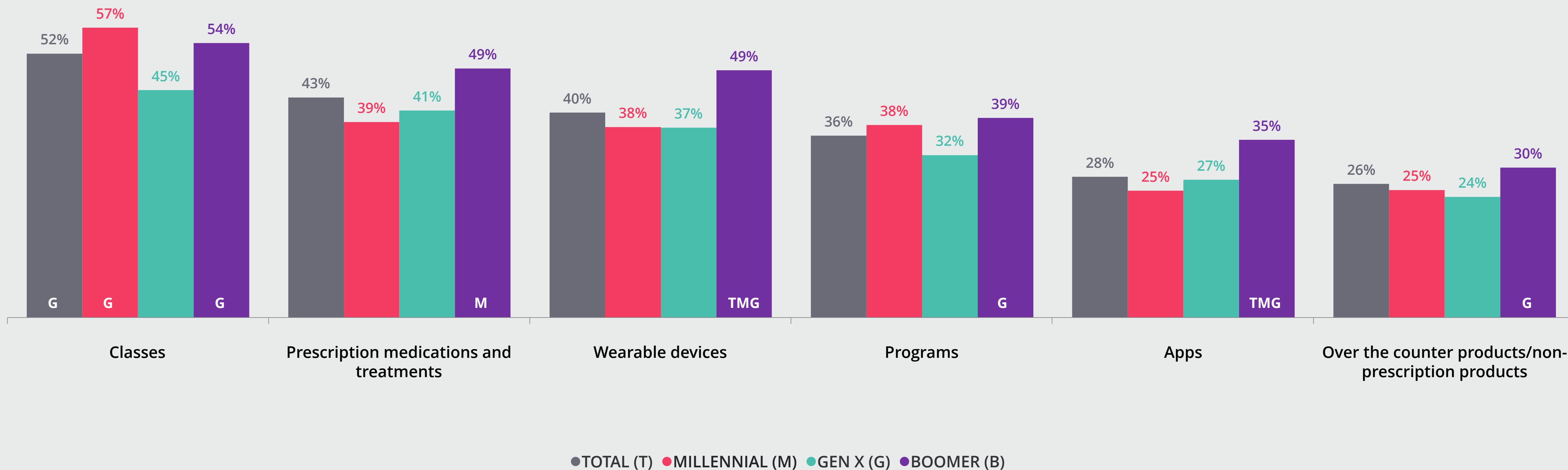
(Among those who used resource)





## Resource Efficacy for Achieving Wellness: Top 2 Box

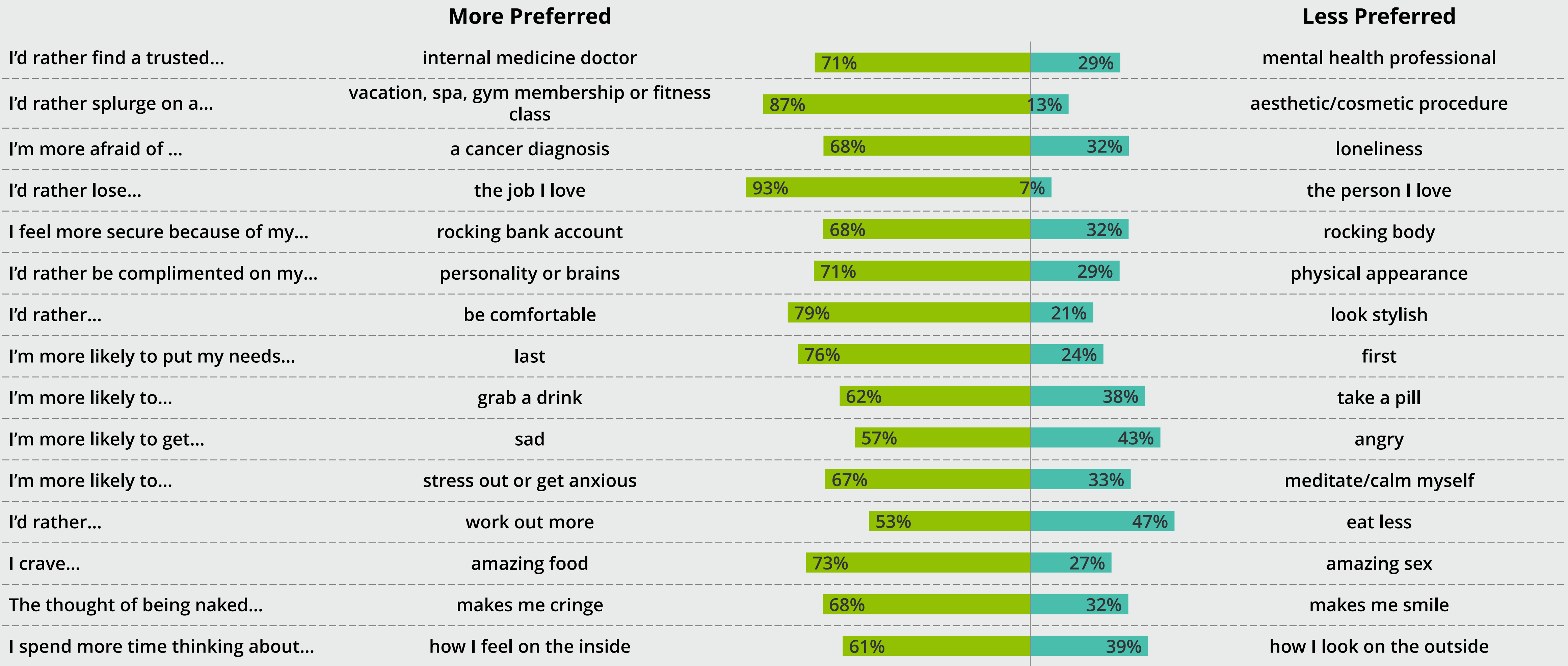
(Among those who used resource)





Fill in the Blank Preferences

(Among total qualified)



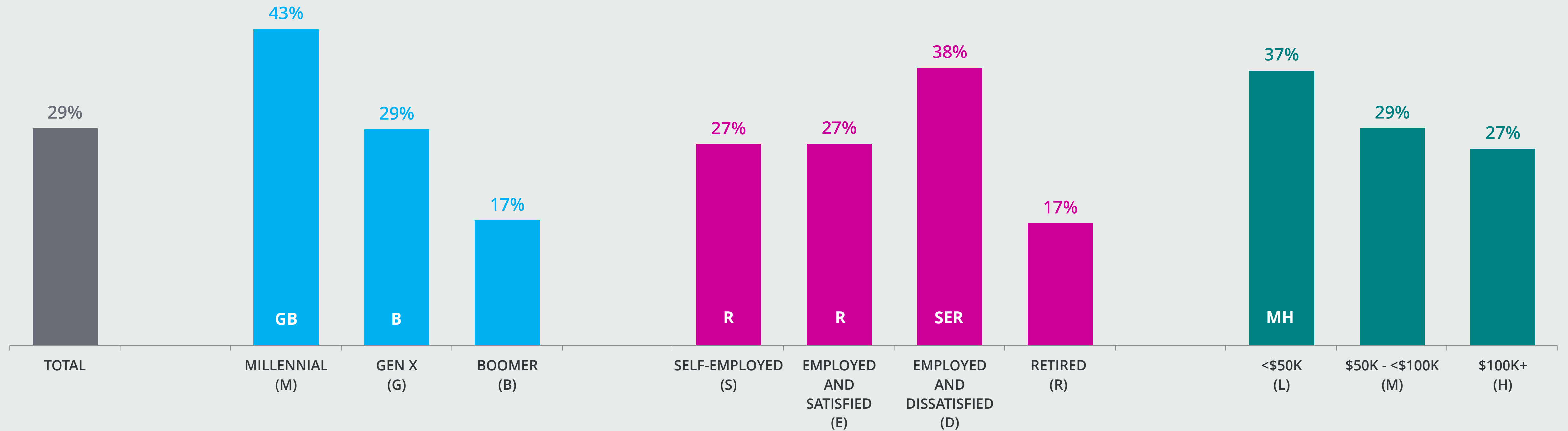




# THIS OR THAT... MENTAL HEALTH PROFESSIONAL OR INTERNAL MEDICINE DOCTOR

## I'd Rather Find a Trusted Mental Health Professional Than an Internal Medicine Doctor

(Among total qualified)

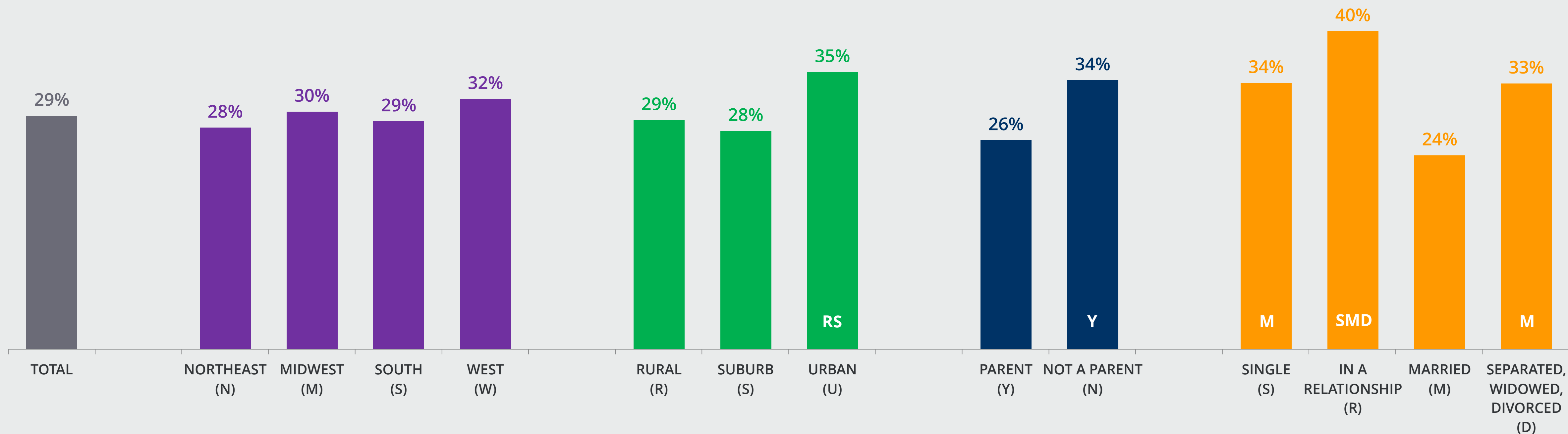




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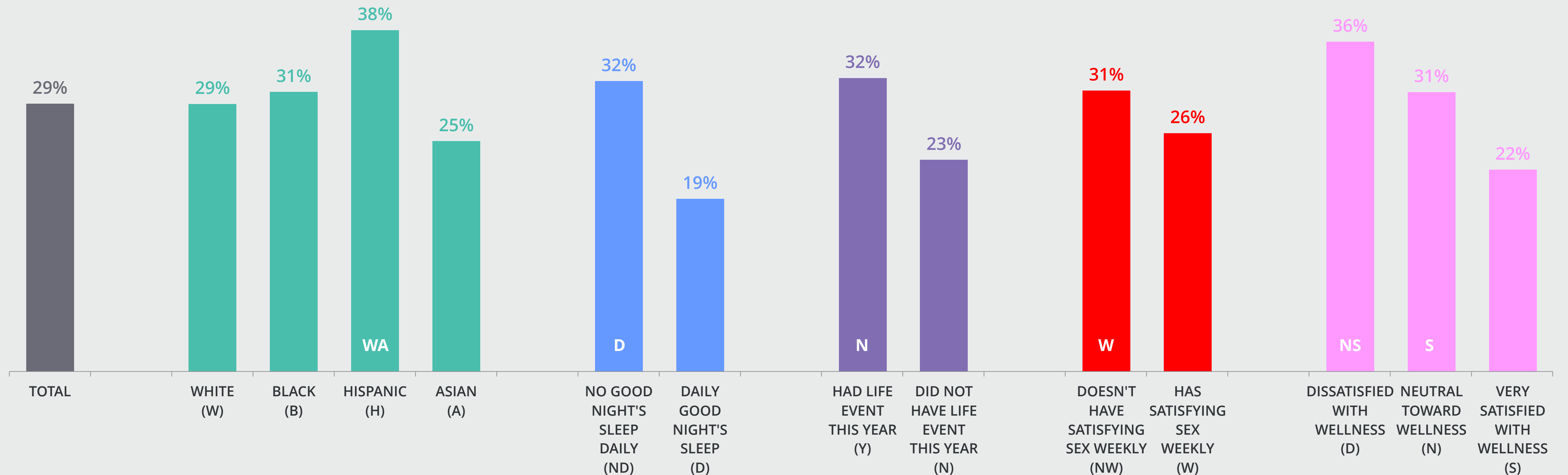




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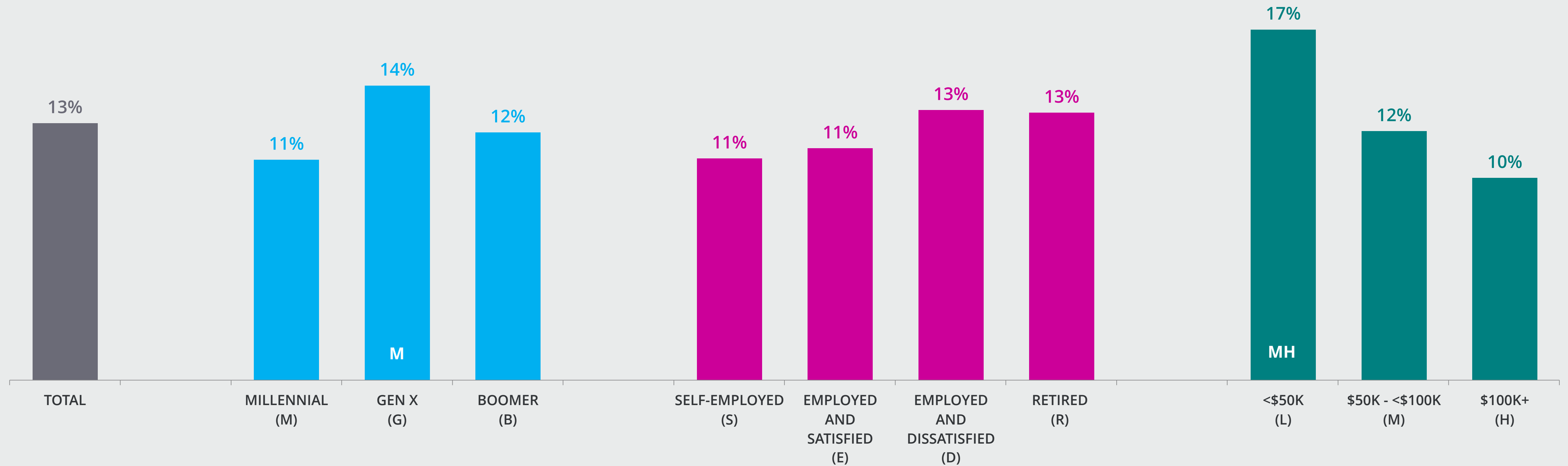




# THIS OR THAT... AESTHETIC/COSMETIC PROCEDURE OR VACATION/SPA/GYM/FITNESS

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(Among total qualified)



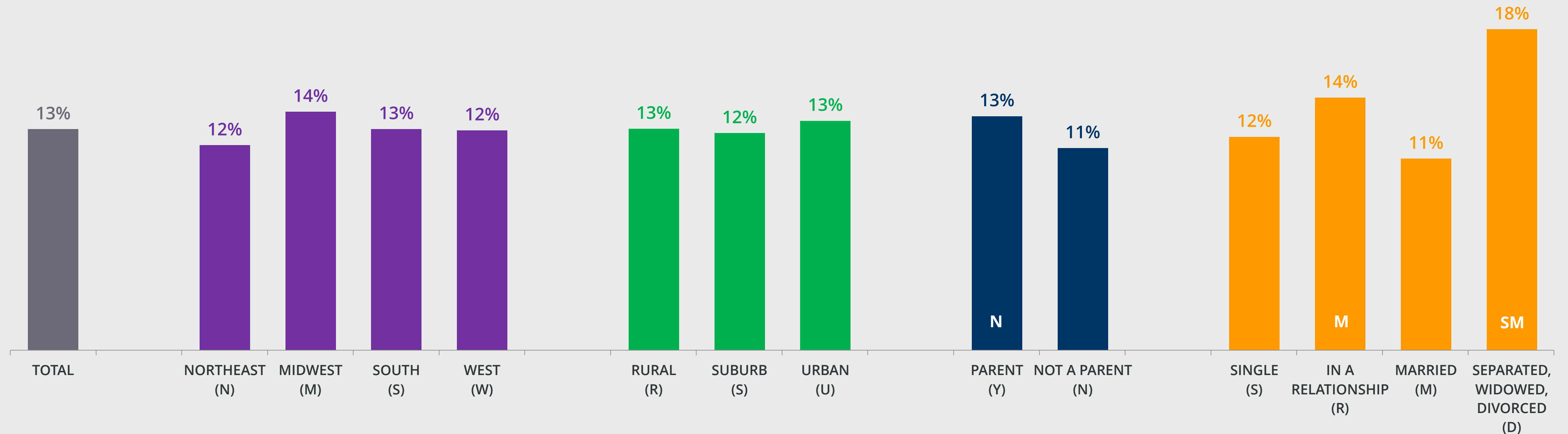




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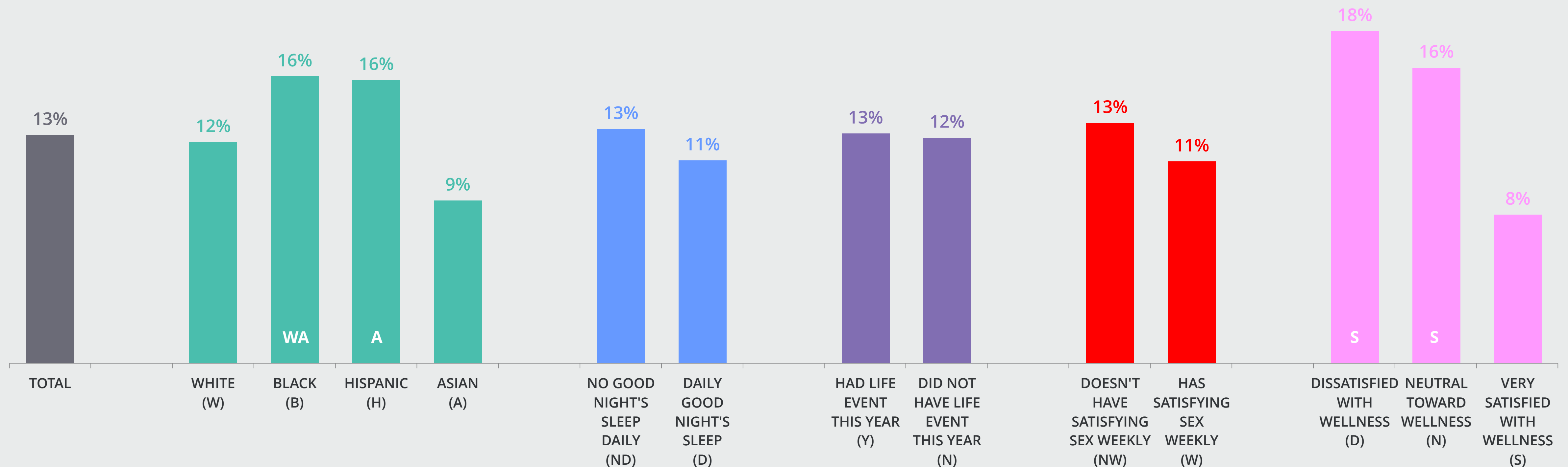


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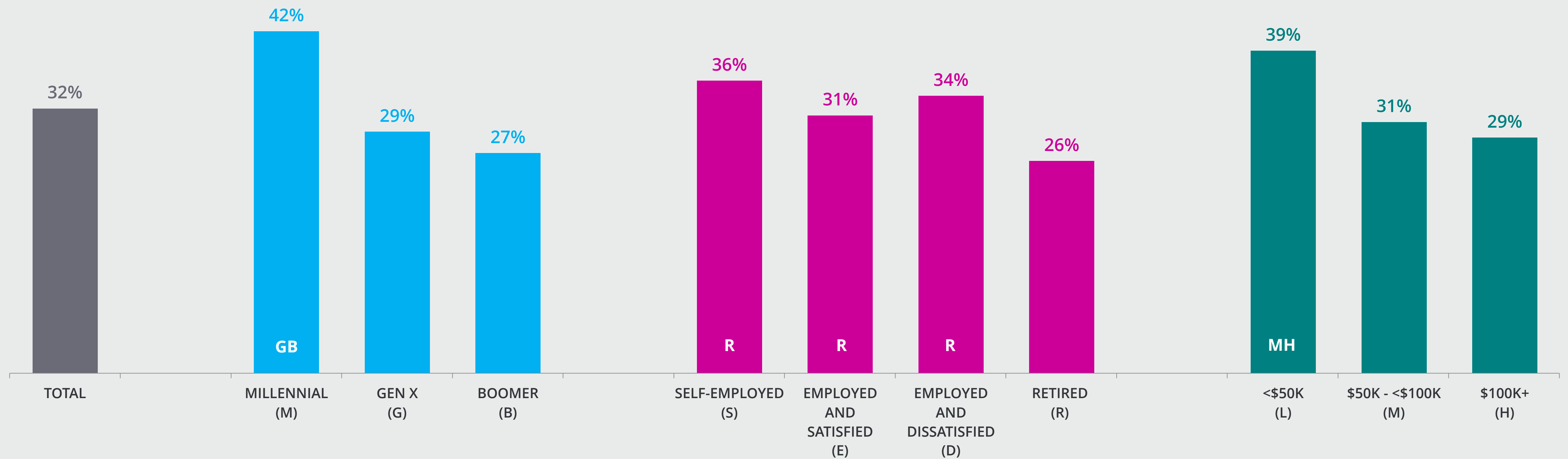




# THIS OR THAT... CANCER OR LONELINESS

## I'm More Afraid of Loneliness Than a Cancer Diagnosis

(Among total qualified)

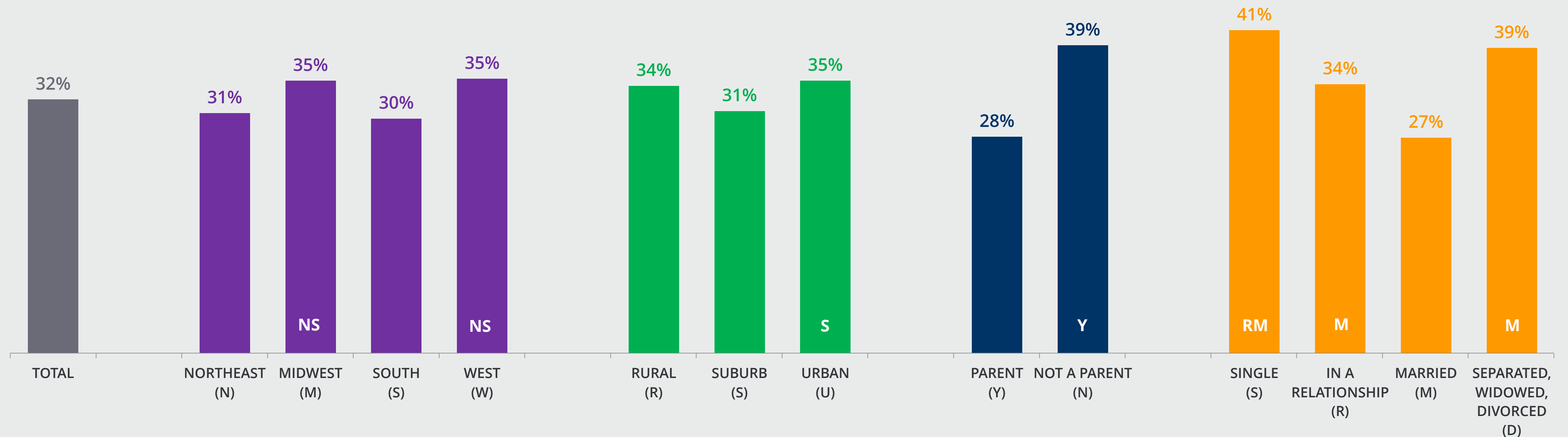




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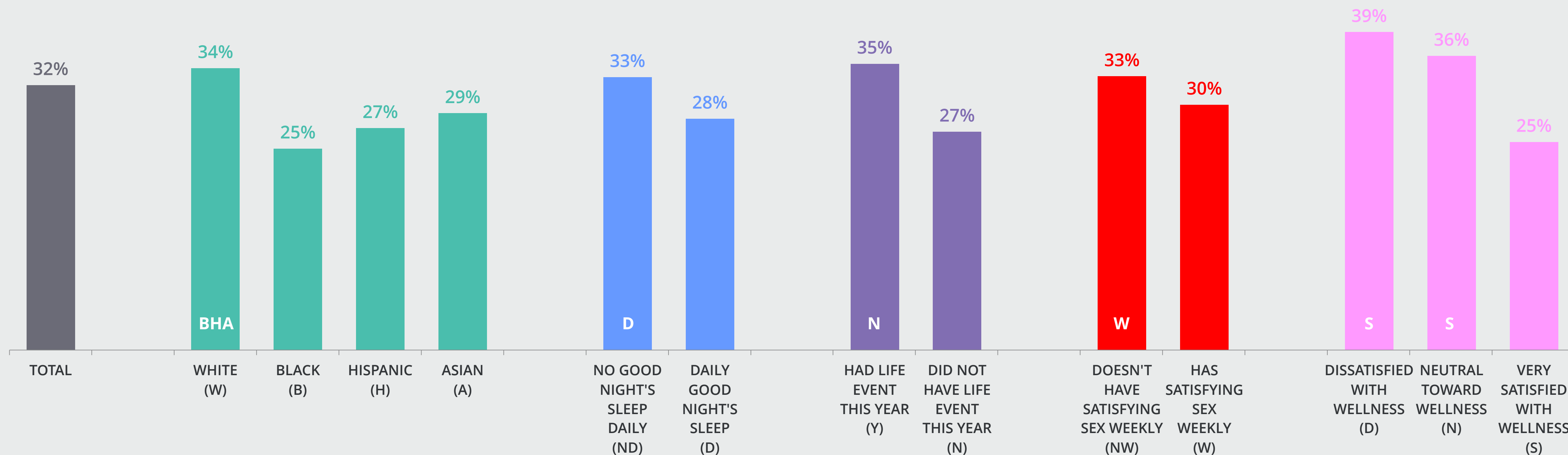




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# THIS OR THAT... LOSE THE JOB I LOVE OR THE PERSON I LOVE

## Would Rather Lose the Person I Love Than the Job I love

(Among total qualified)

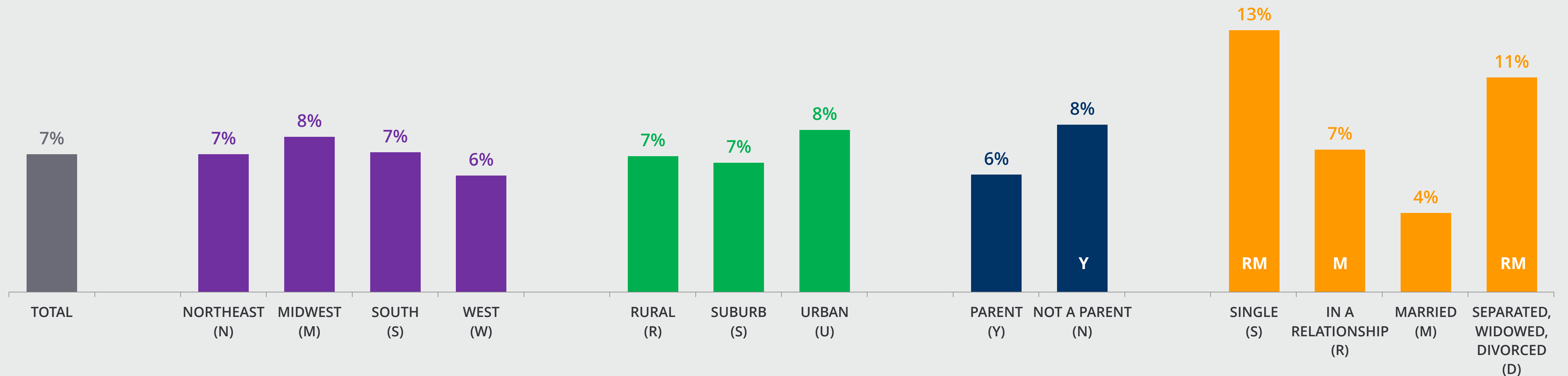




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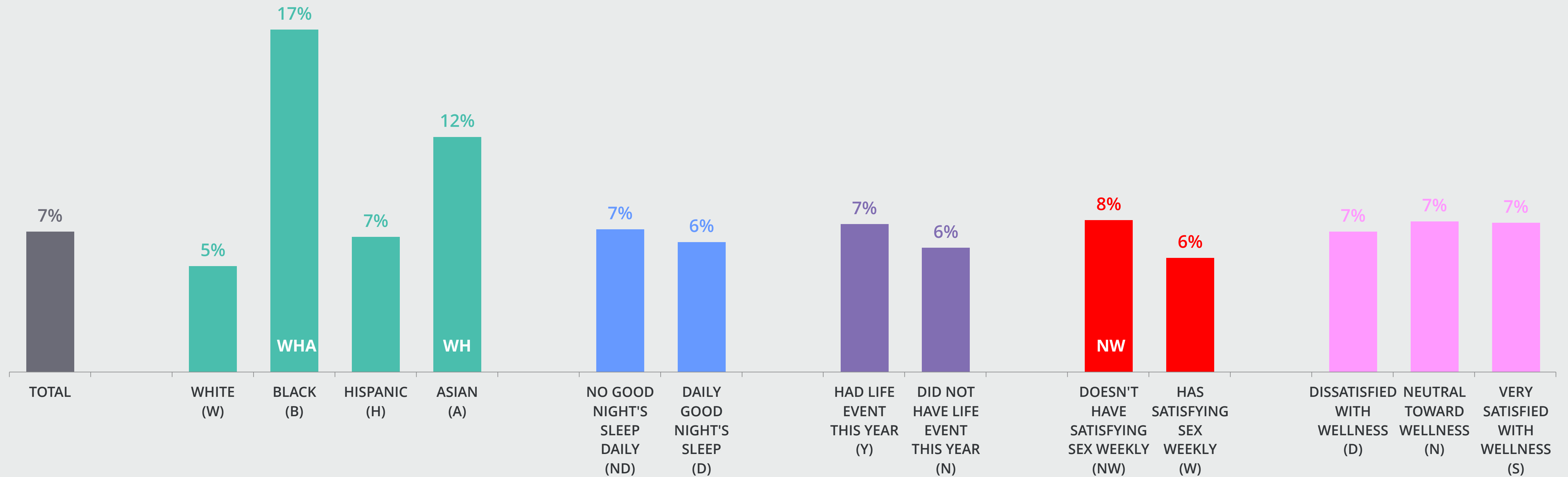




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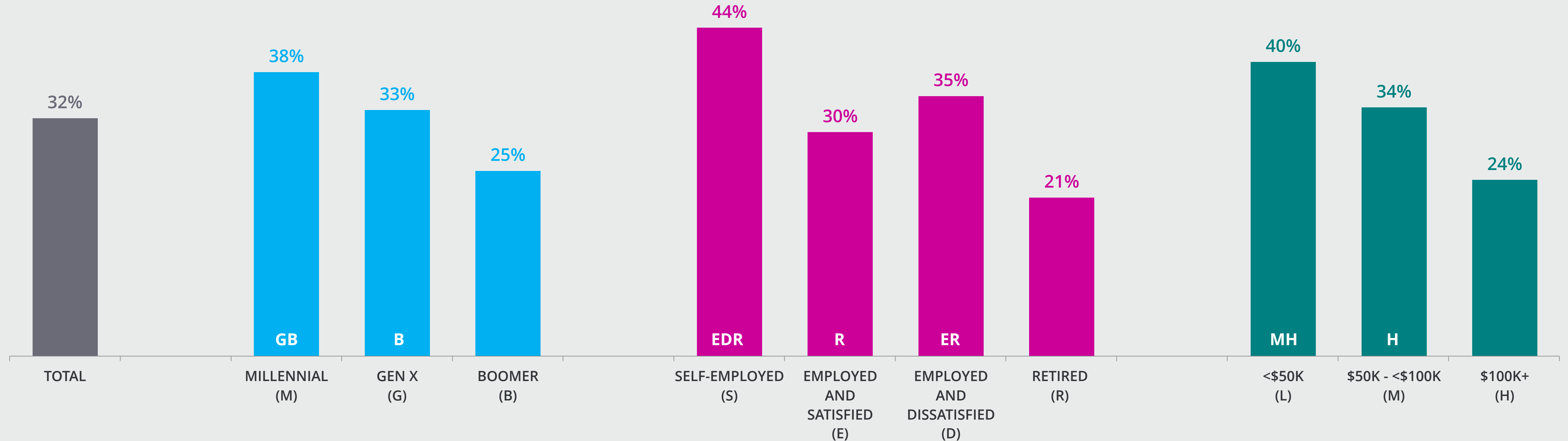




# THIS OR THAT... FEEL SECURE BECAUSE OF ROCKING BANK ACCOUNT OR ROCKING BODY

## Would Rather Feel Secure Because of My Rocking Body Than My Rocking Bank Account

(Among total qualified)

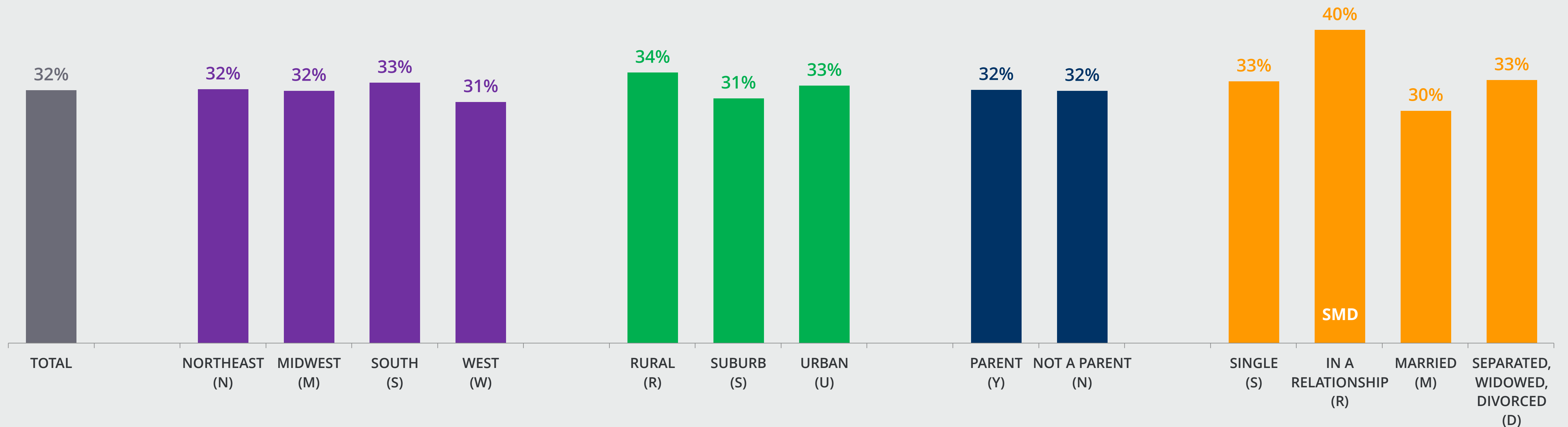




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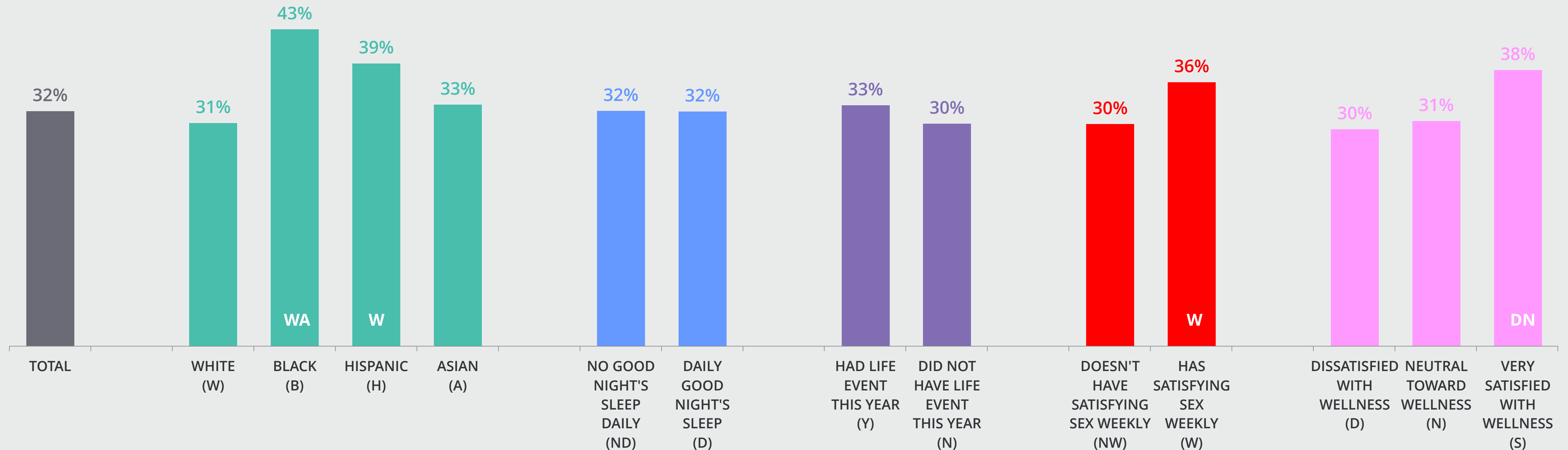




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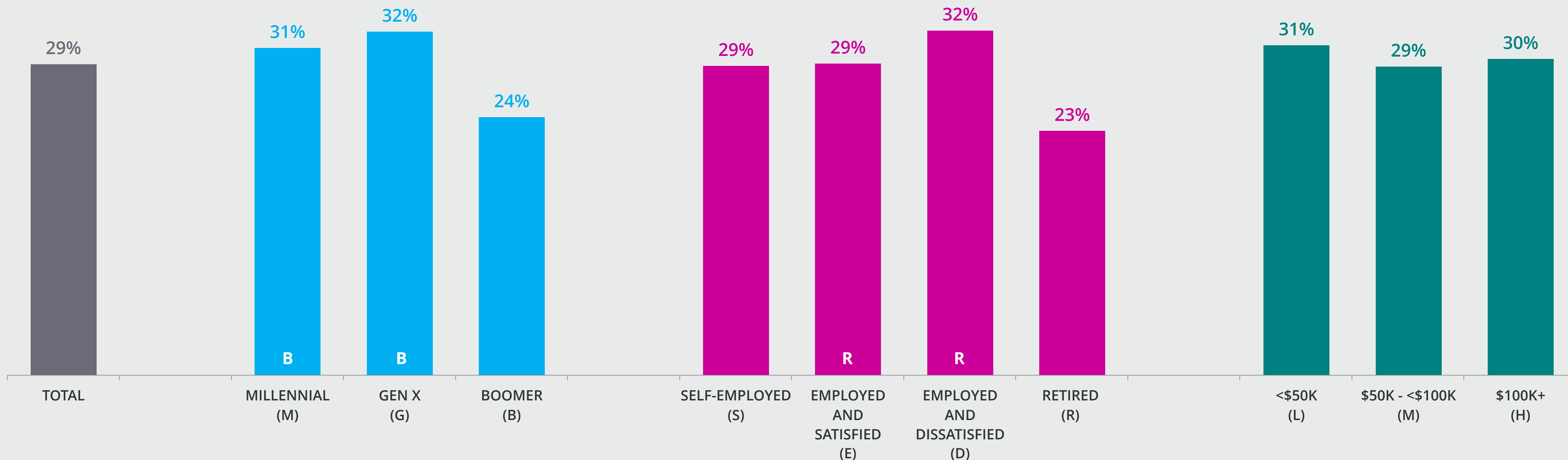




# THIS OR THAT... COMPLIMENTED ON PERSONALITY/BRAINS OR PHYSICAL APPEARANCE

## Would Rather Be Complimented on Physical Appearance Than Personality/Brains

(Among total qualified)

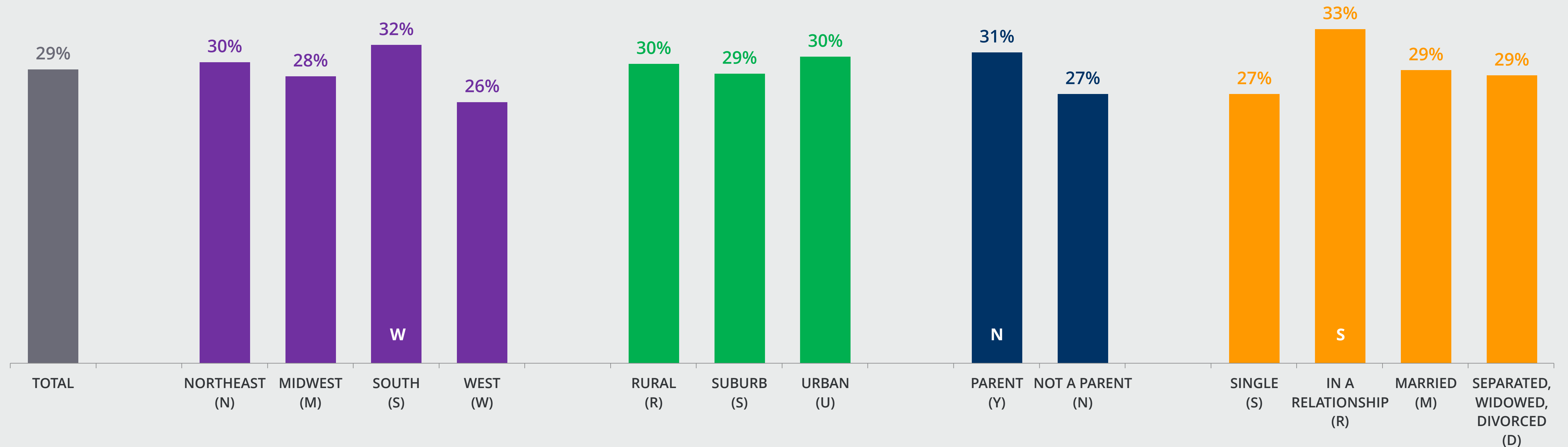




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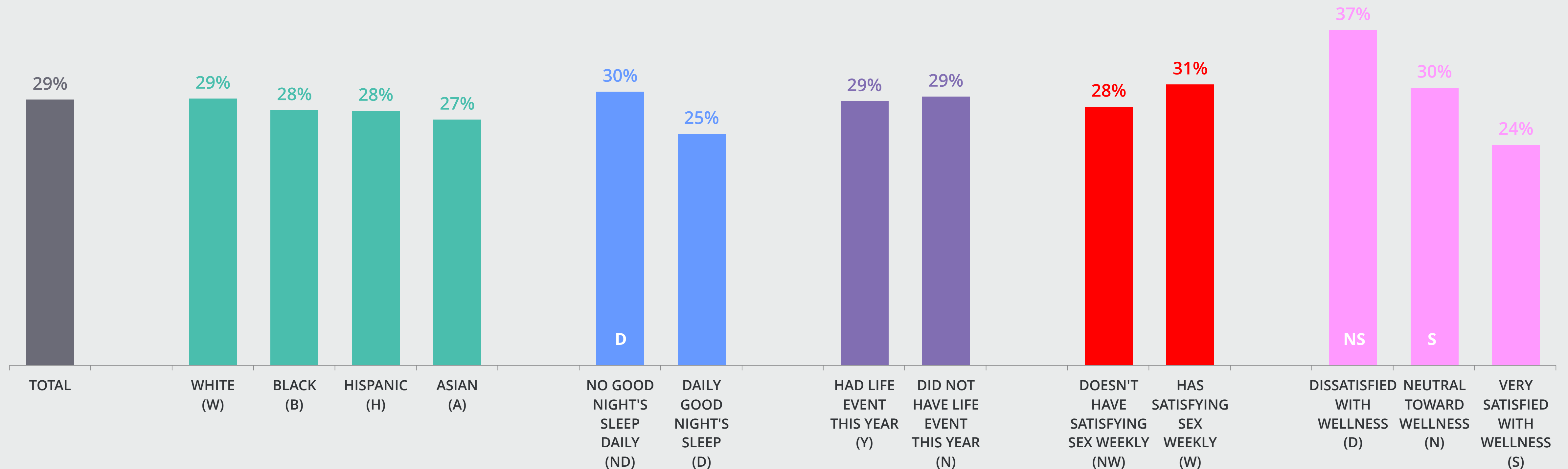




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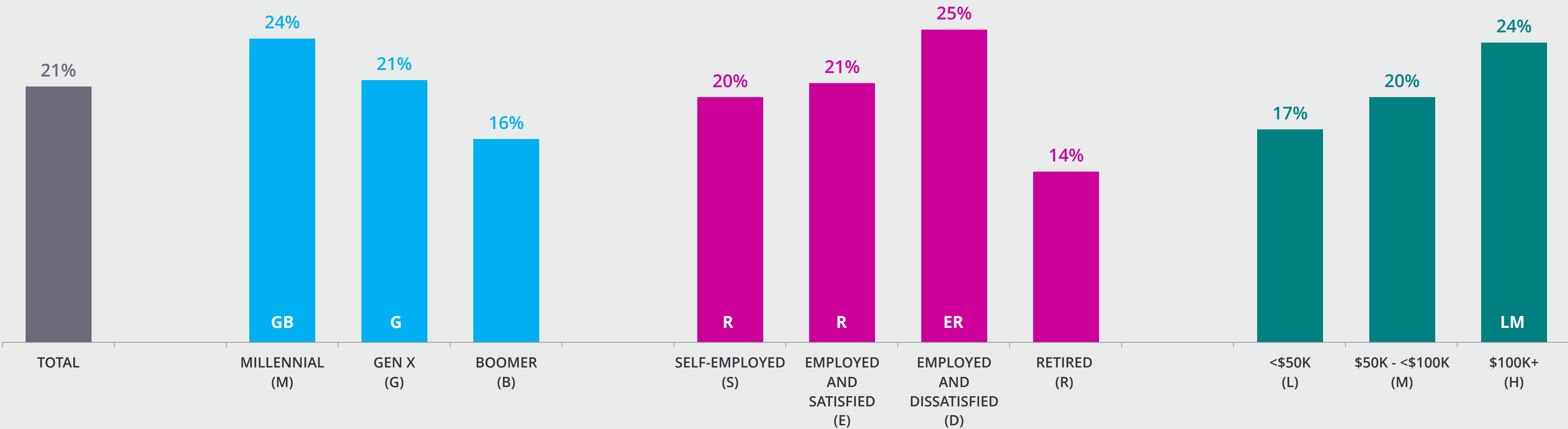
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(Among total qualified)



# Would Rather Look Stylish Than Be Comfortable

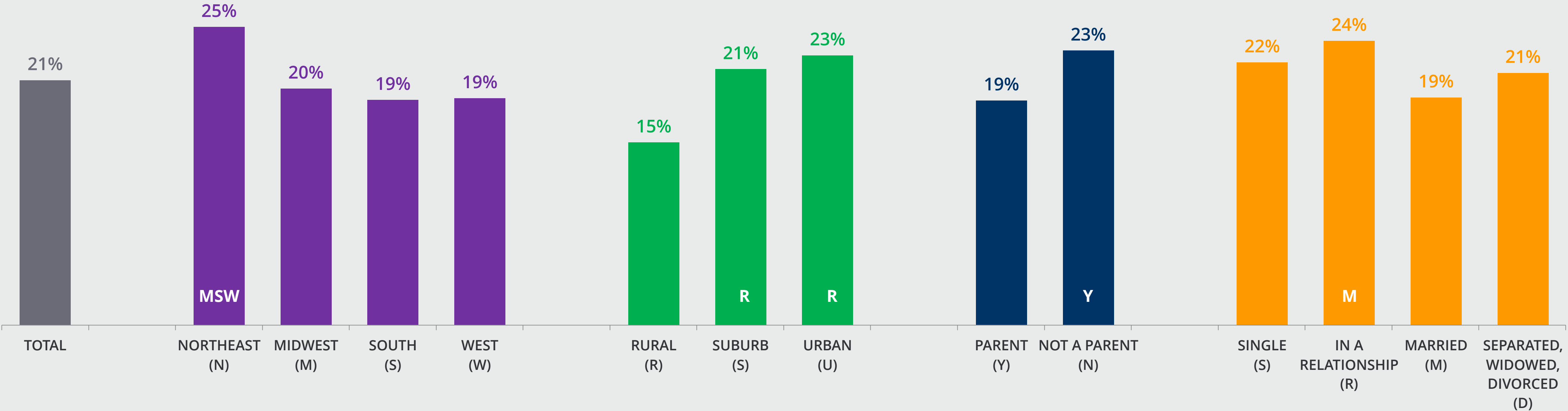
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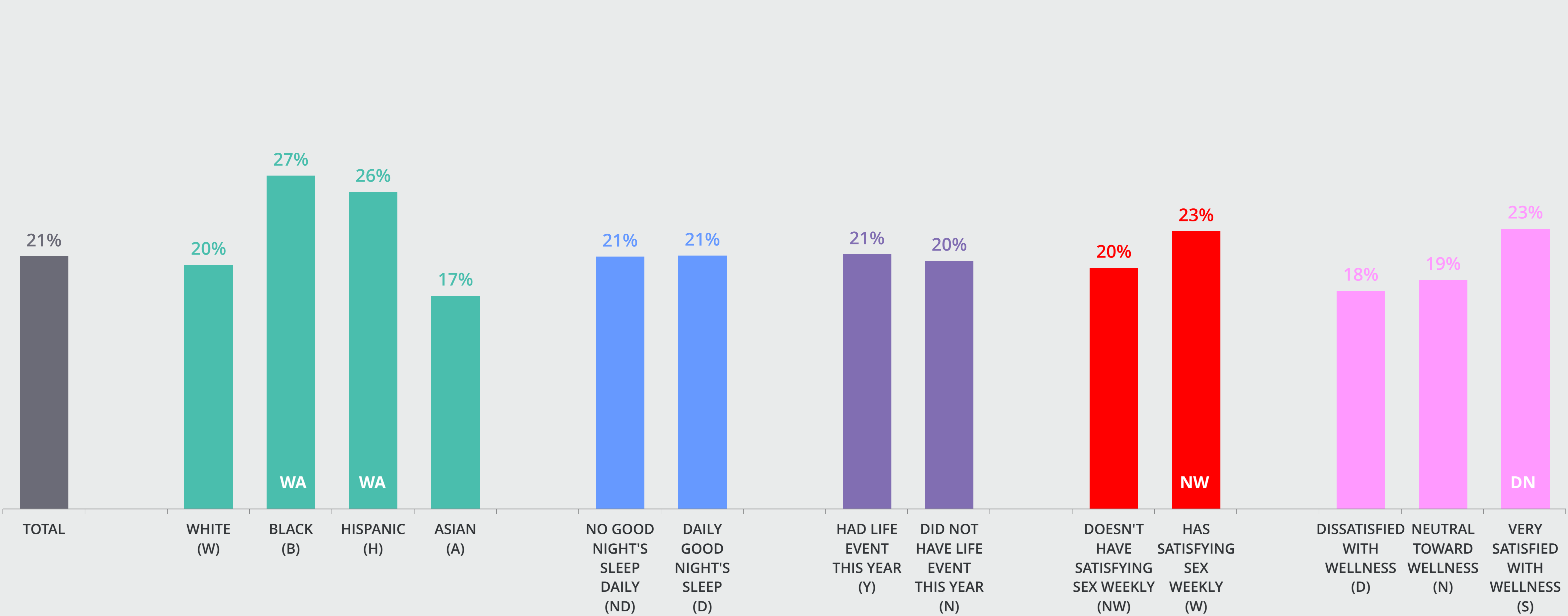
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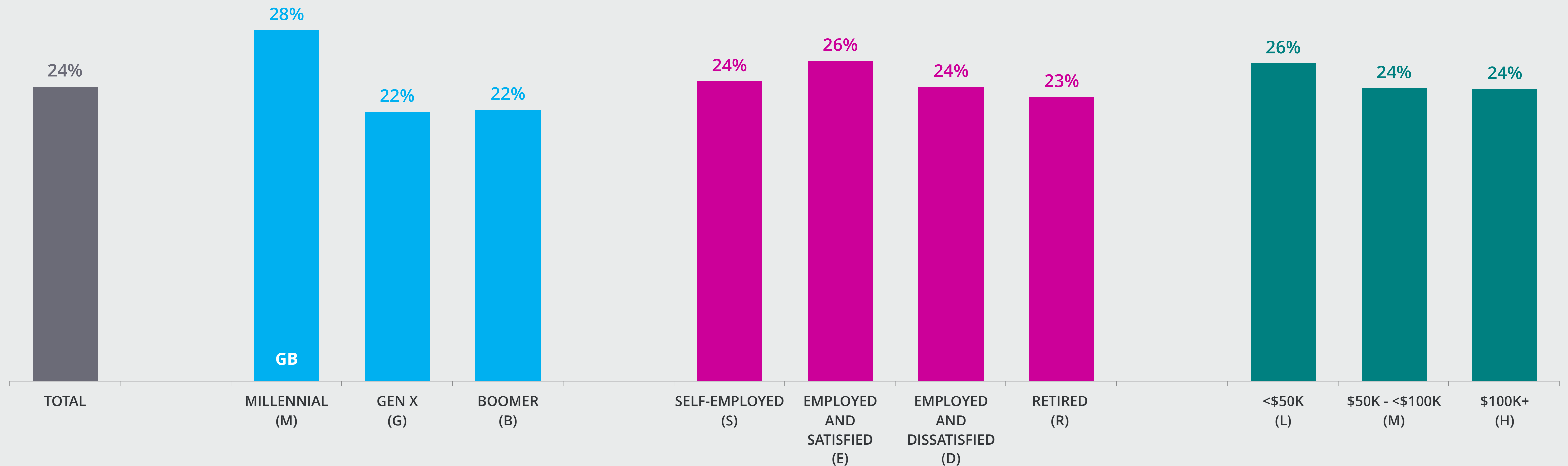




# THIS OR THAT... MORE LIKELY PUT MY NEEDS FIRST OR LAST

## More Likely to Put My Needs First

(Among total qualified)

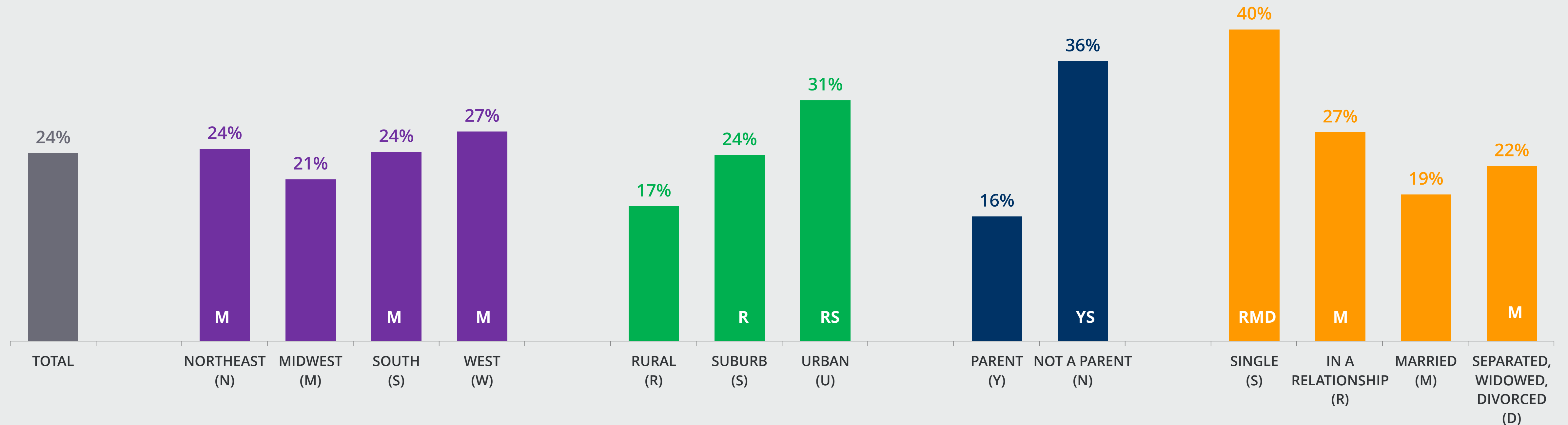




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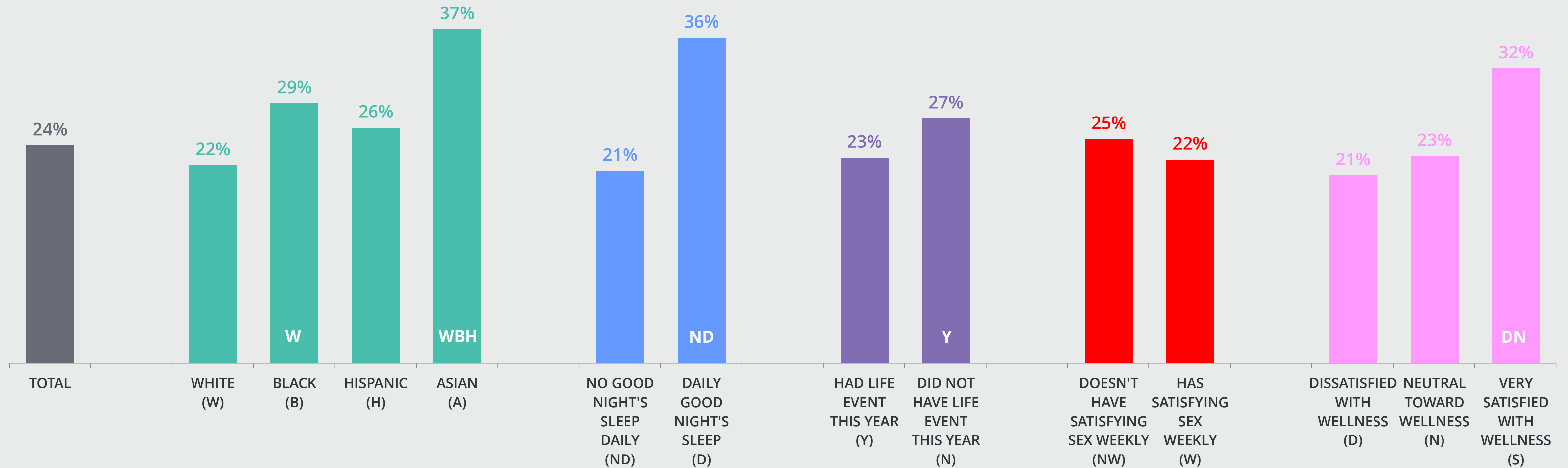




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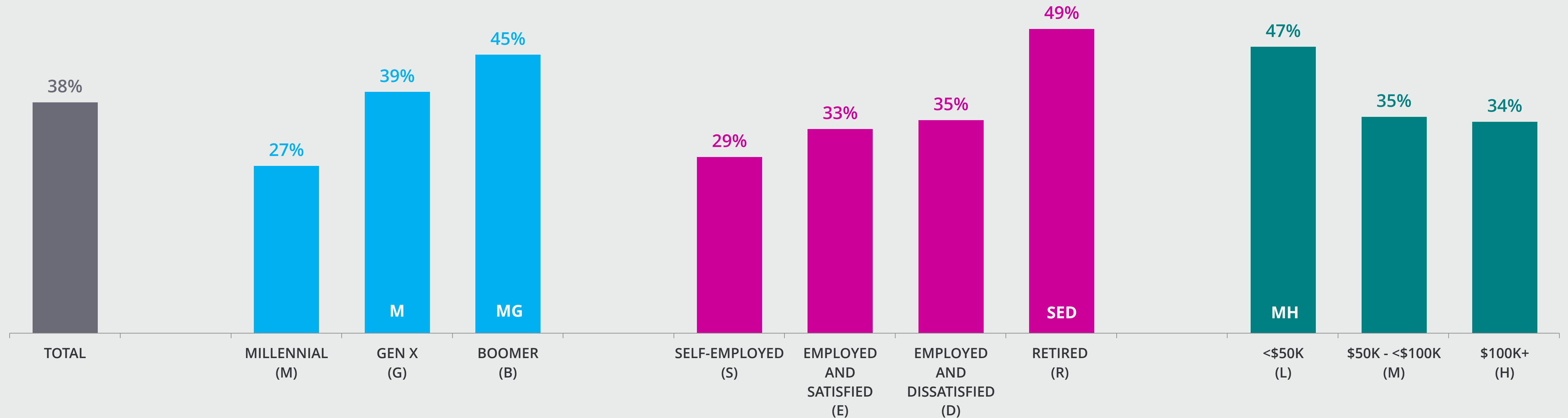




# THIS OR THAT... MORE LIKELY TO GRAB A DRINK OR TAKE A PILL

## More Likely to Take a Pill

(Among total qualified)



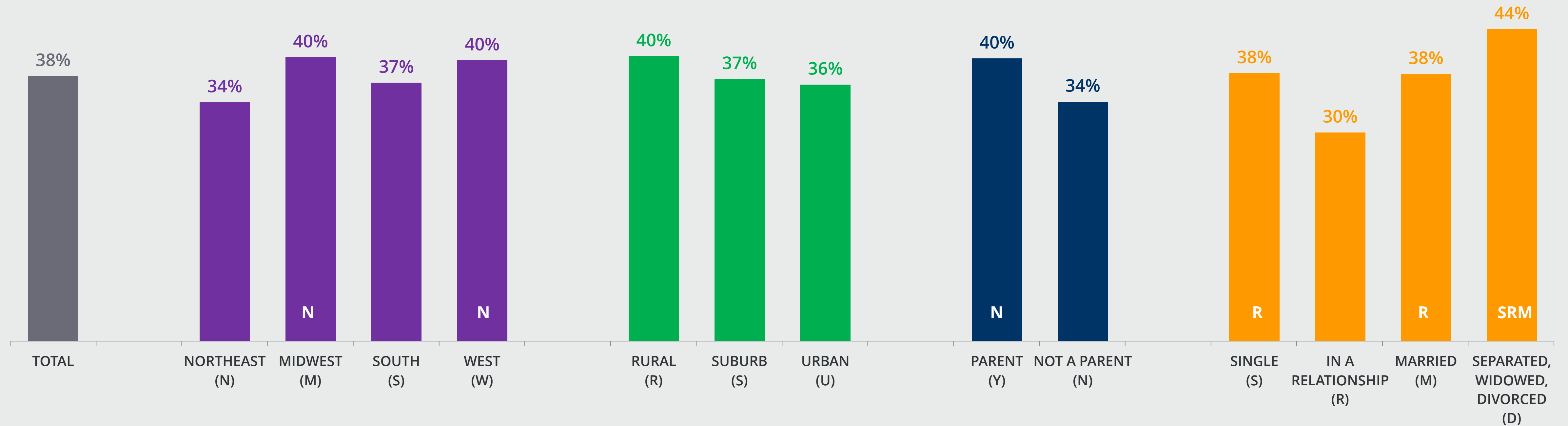




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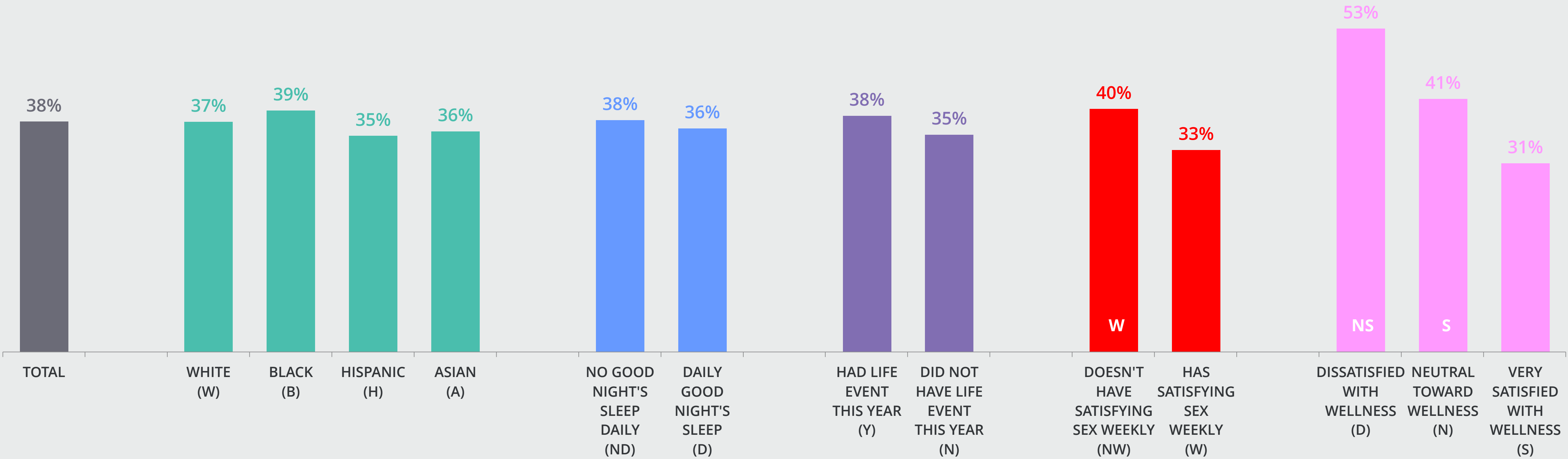
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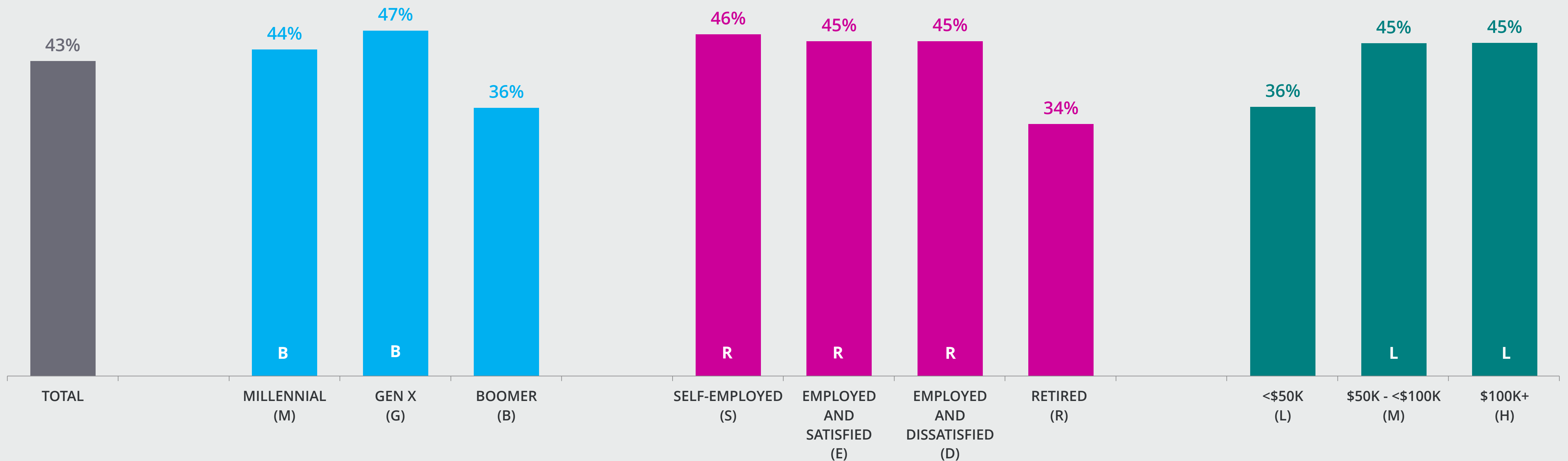




# THIS OR THAT... MORE LIKELY TO GET SAD OR GET ANGRY

## More Likely to Get Angry Than to Get Sad

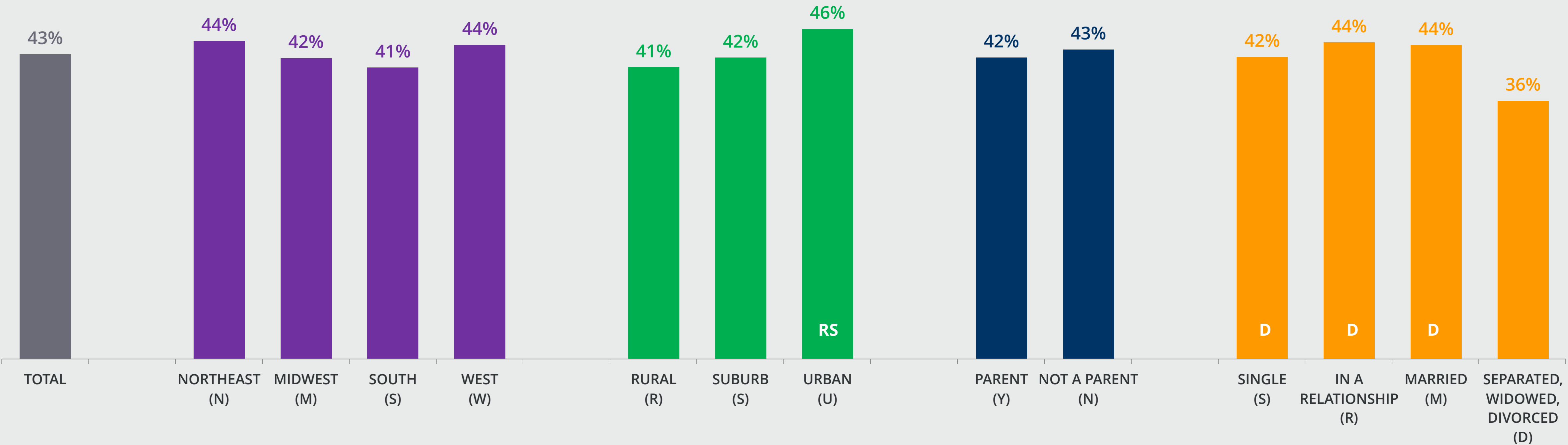
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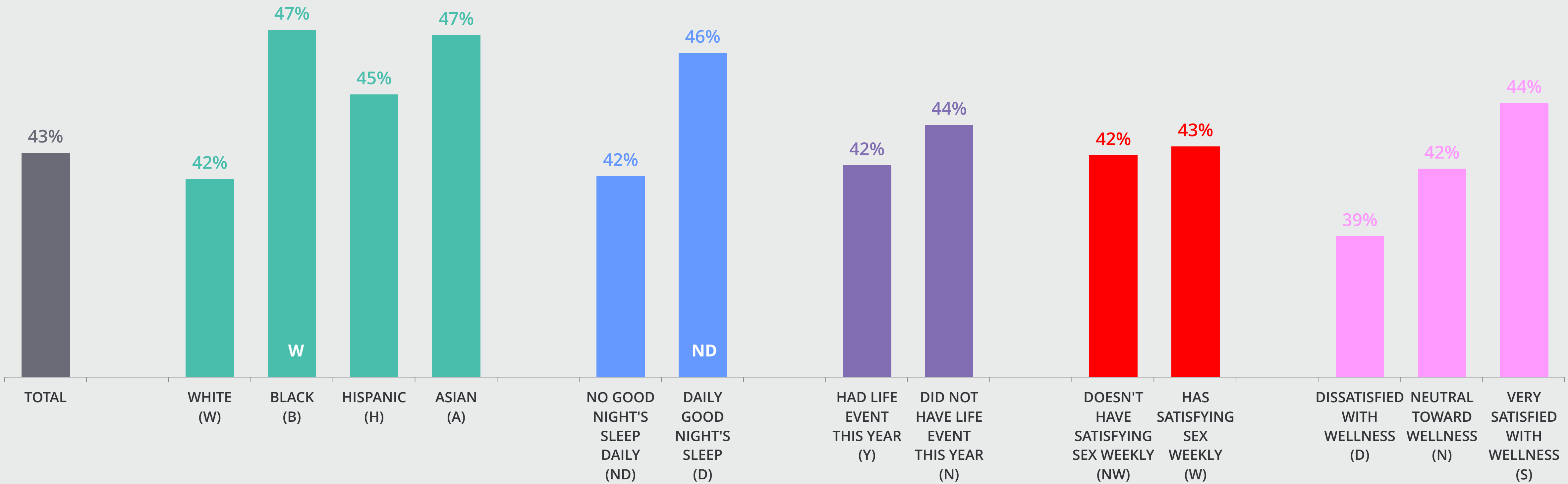
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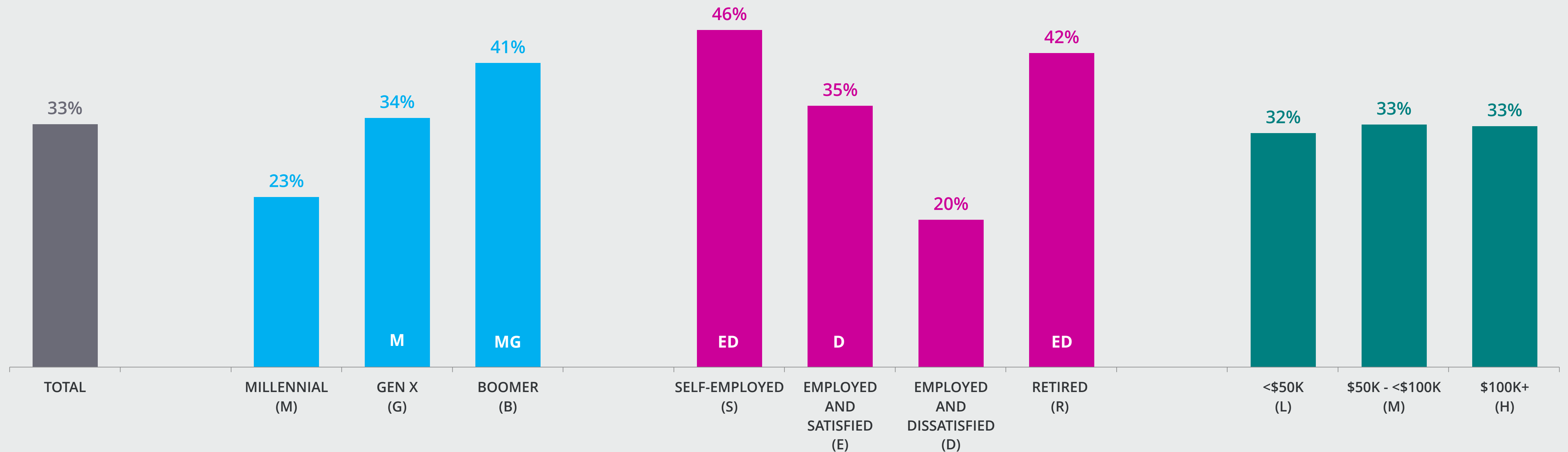




# THIS OR THAT... STRESS OUT/GET ANXIOUS OR MEDITATE/CALM MYSELF

## More Likely to Meditate/Calm Myself Than Stress Out/Get Anxious

(Among total qualified)



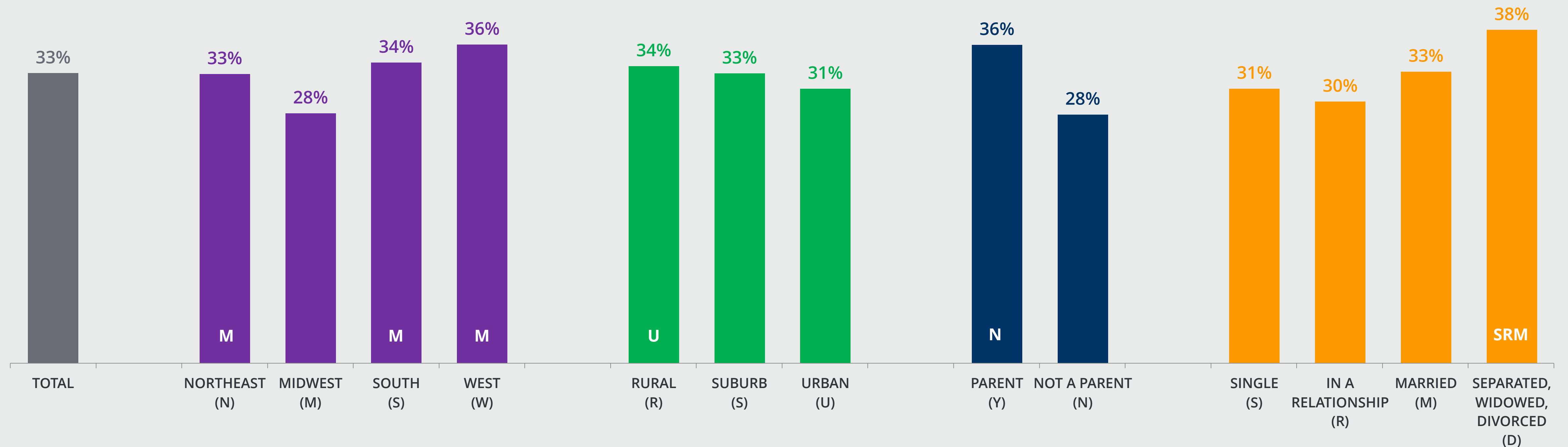




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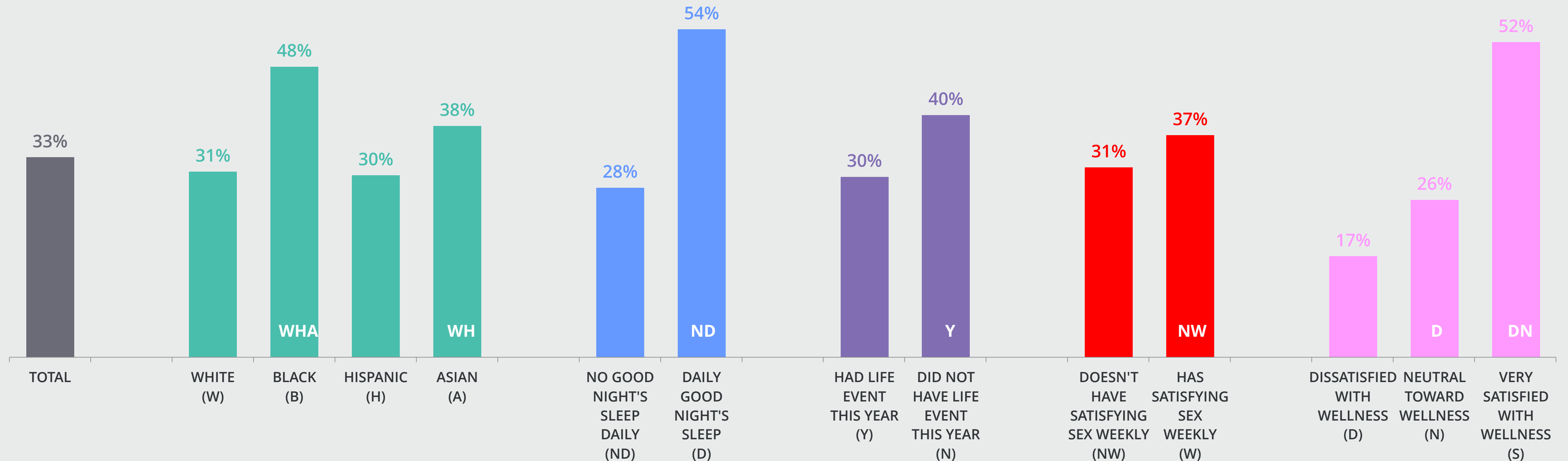




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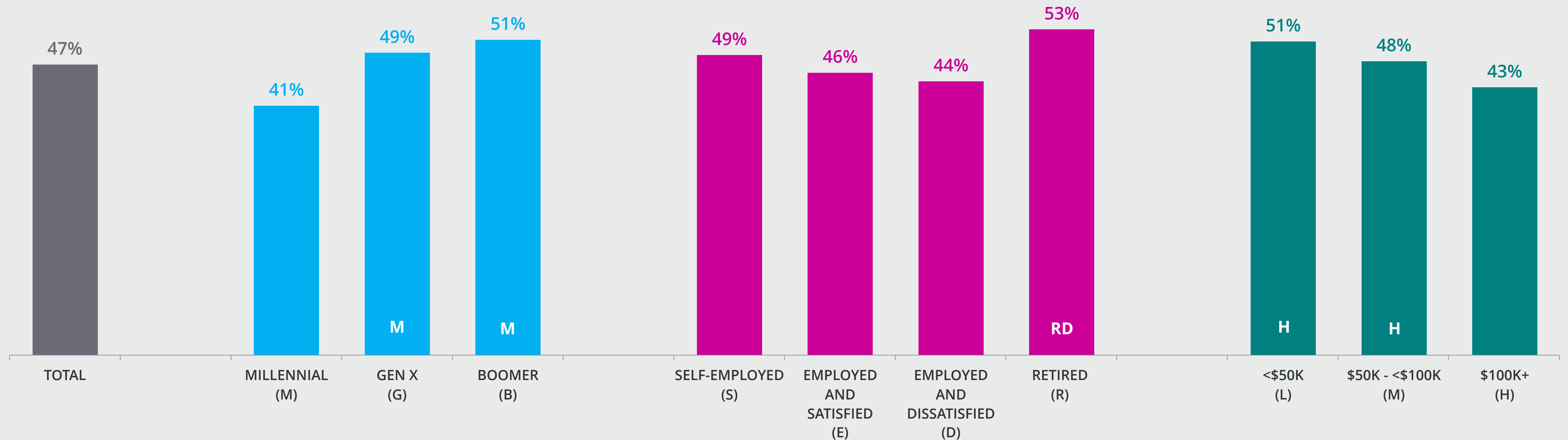




# THIS OR THAT... WORK OUT MORE OR EAT LESS

## Would Rather Eat Less Than Work Out More

(Among total qualified)

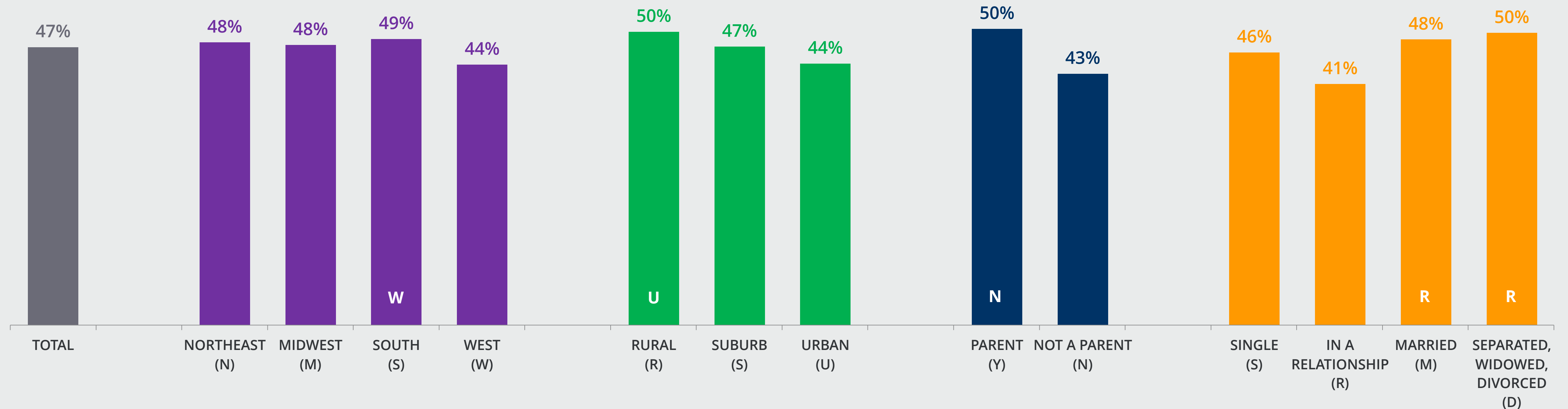




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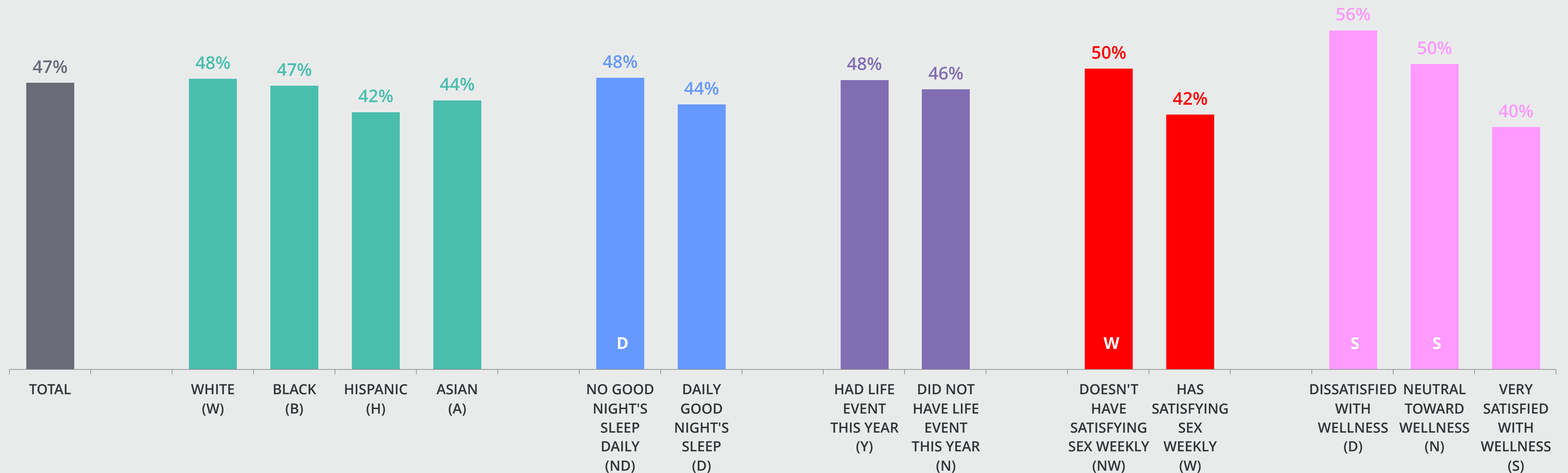




# THIS OR THAT... WORK OUT MORE OR EAT LESS

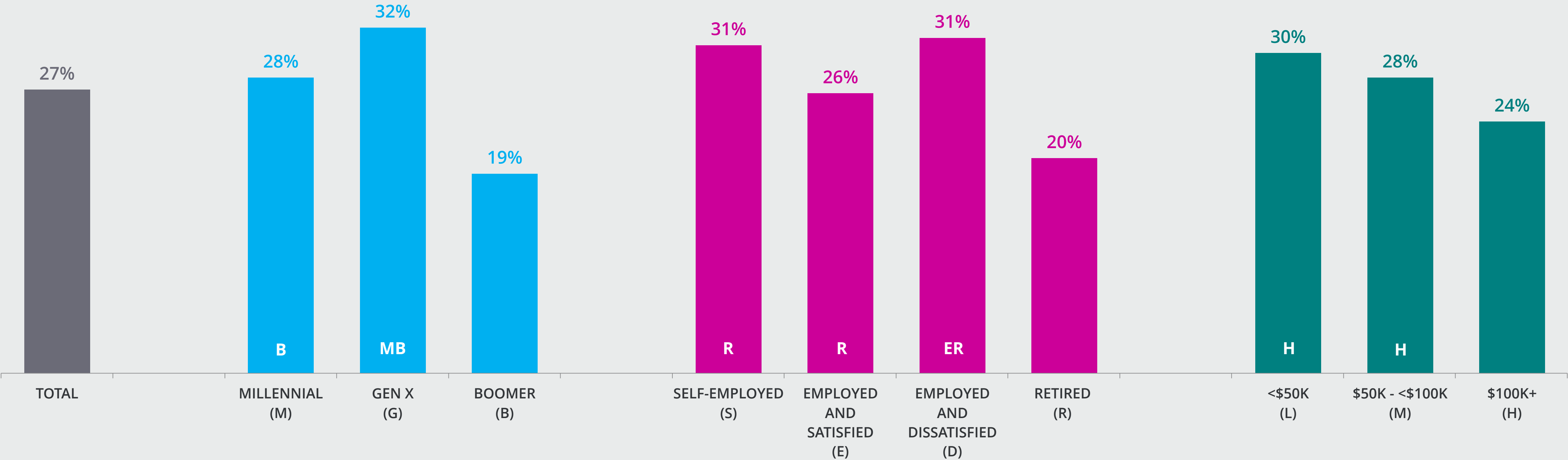
## Would Rather Eat Less Than Work Out More

(Among total qualified)



Crave Amazing Sex Over Amazing Food

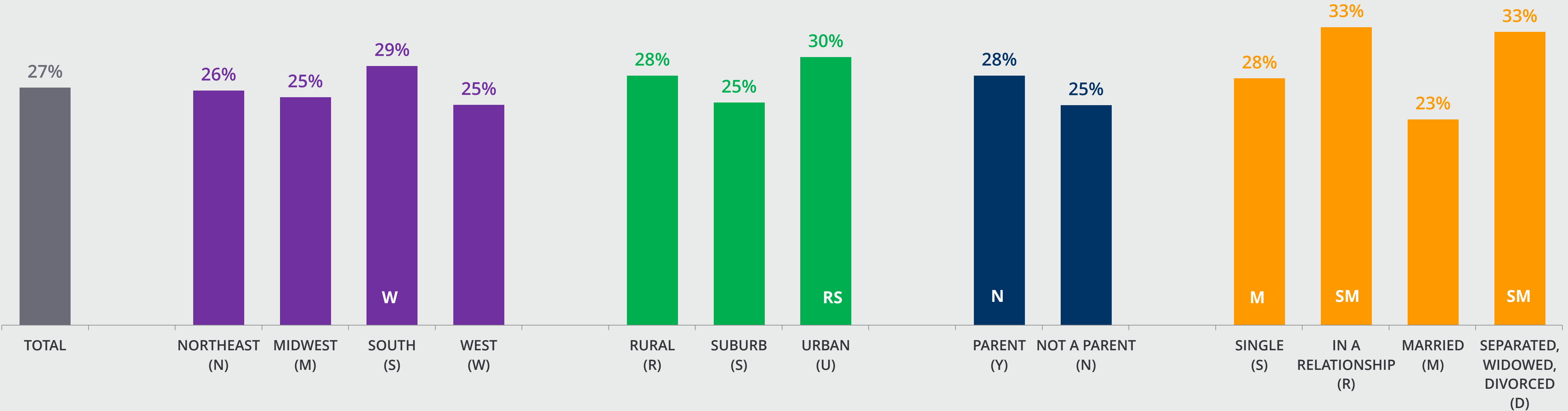
(Among total qualified)





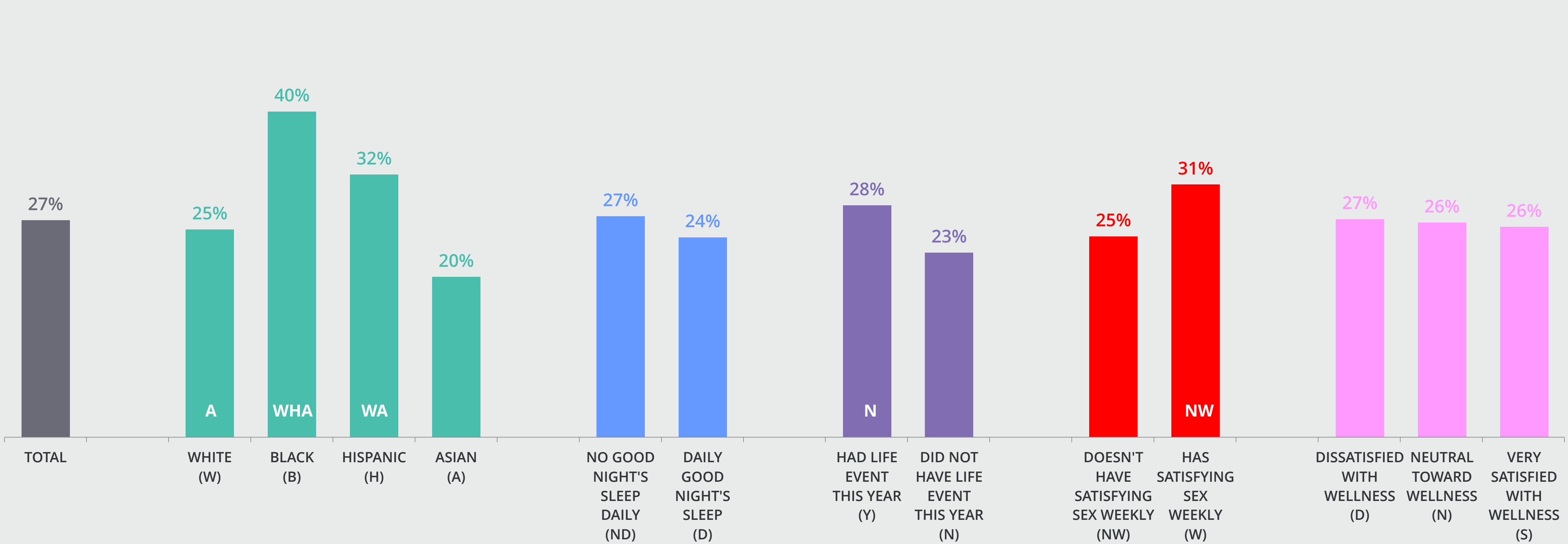
Crave Amazing Sex Over Amazing Food

(Among total qualified)



Crave Amazing Sex Over Amazing Food

(Among total qualified)

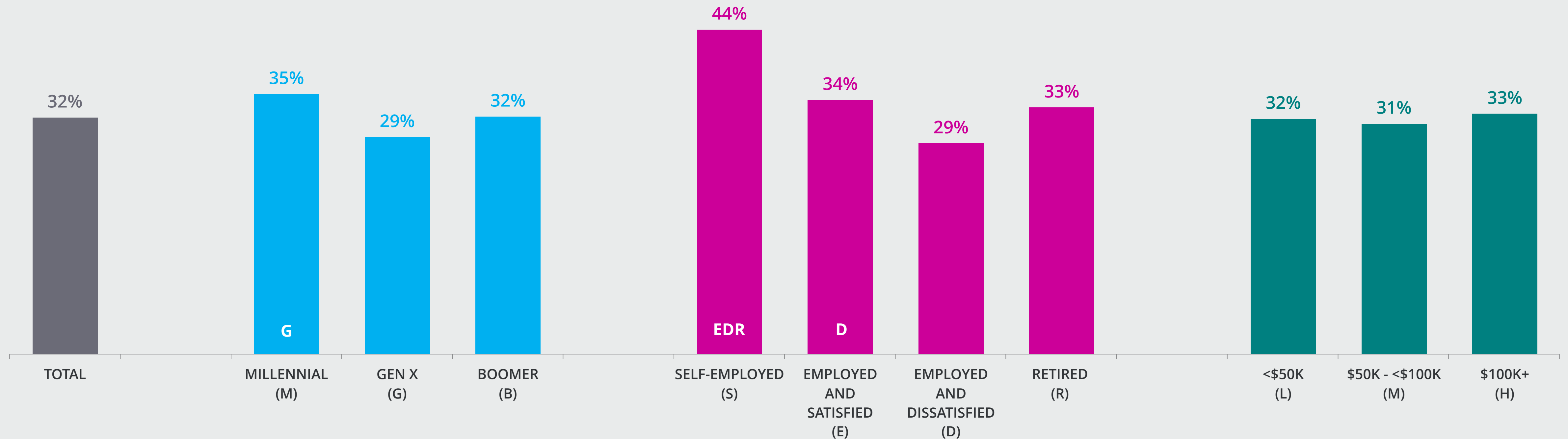




# THIS OR THAT... THE THOUGHT OF BEING NAKED MAKES ME SMILE OR CRINGE

## The Thought of Being Naked Makes Me Smile Rather Than Cringe

(Among total qualified)

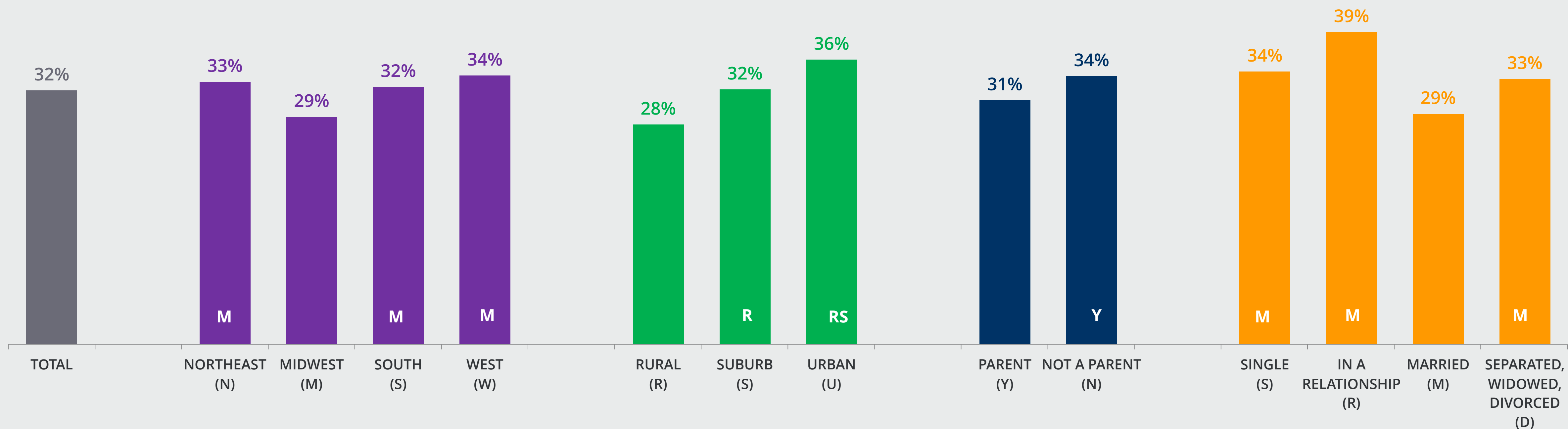




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## The Thought of Being Naked Makes Me Smile Rather Than Cringe

(Among total qualified)

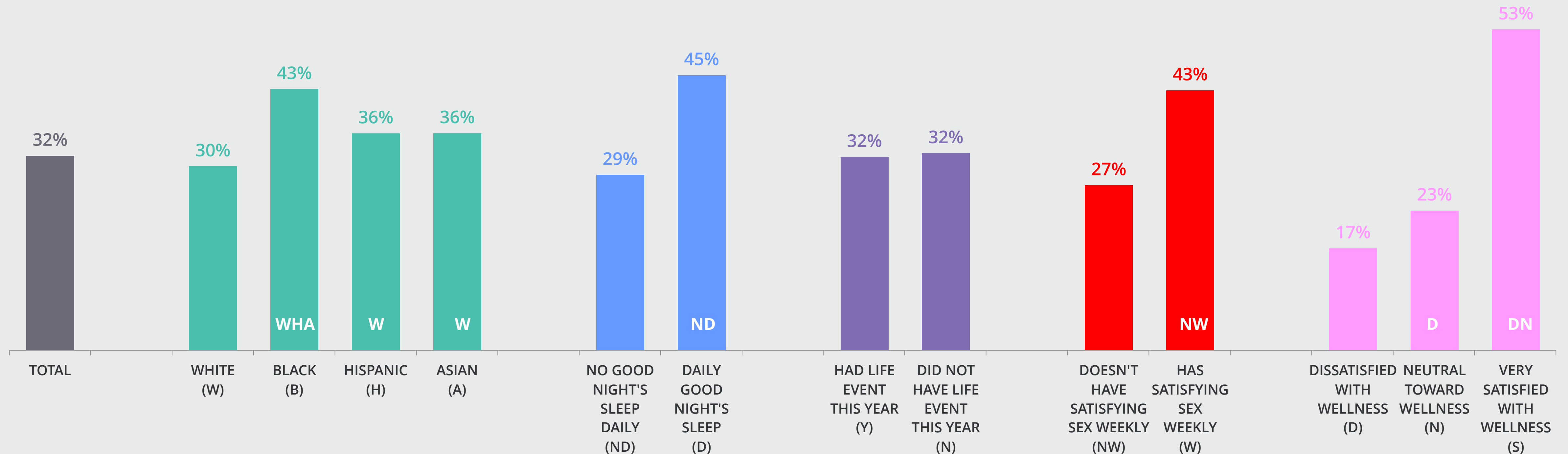




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## The Thought of Being Naked Makes Me Smile Rather Than Cringe

(Among total qualified)

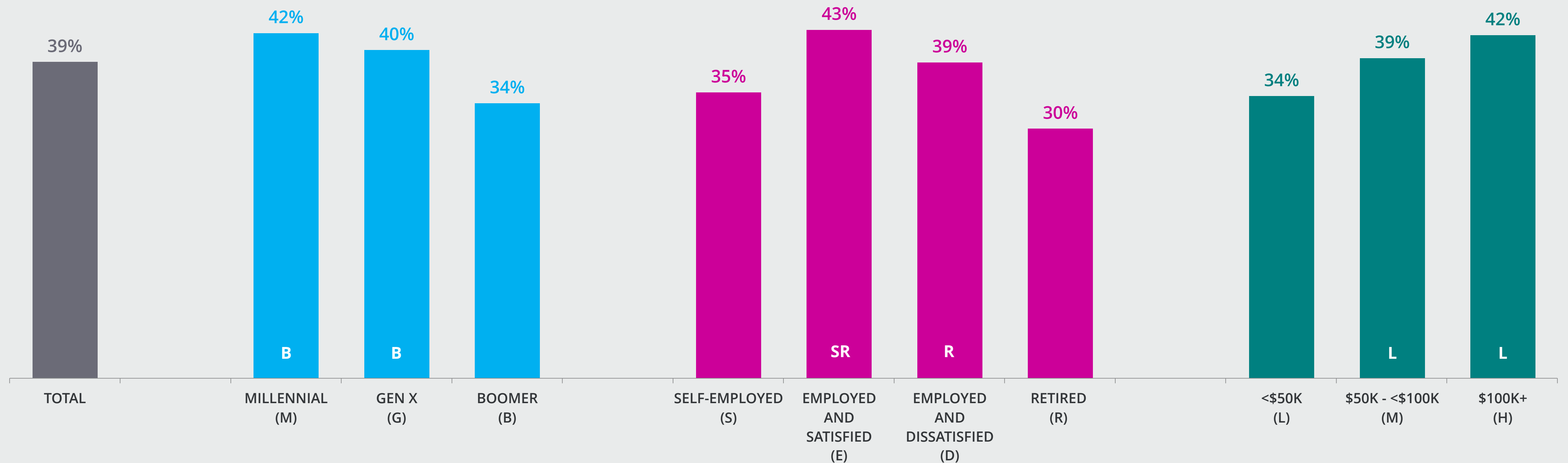




# THIS OR THAT... SPEND MORE TIME THINKING ABOUT HOW I LOOK OR HOW I FEEL

## I Spend More Time Thinking About How I Look on the Outside Than How I Feel on the Inside

(Among total qualified)

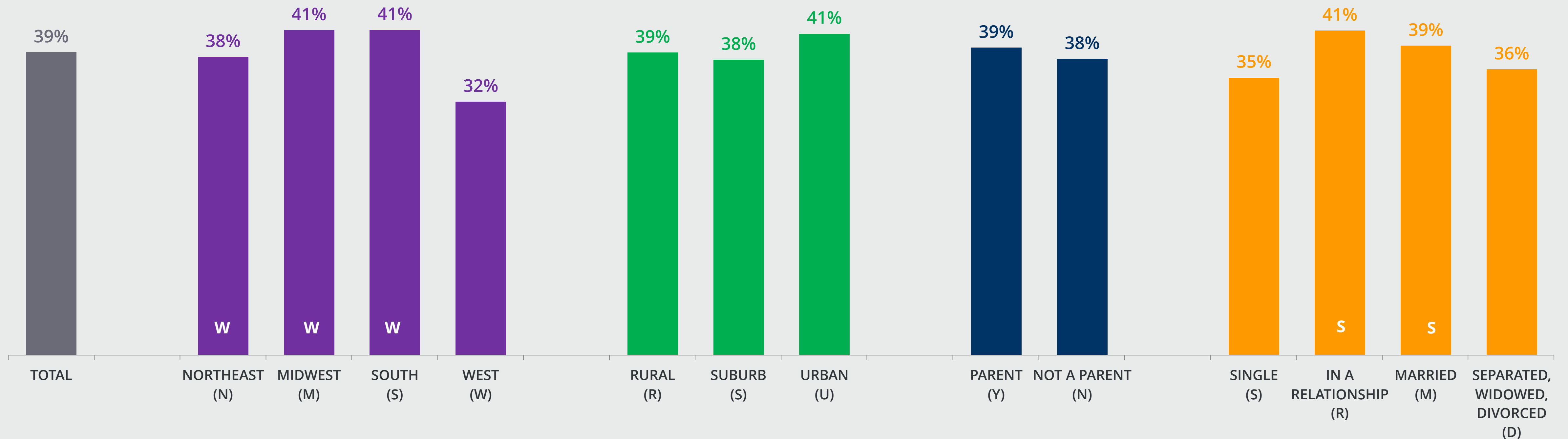




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## I Spend More Time Thinking About How I Look on the Outside Than How I Feel on the Inside

(Among total qualified)



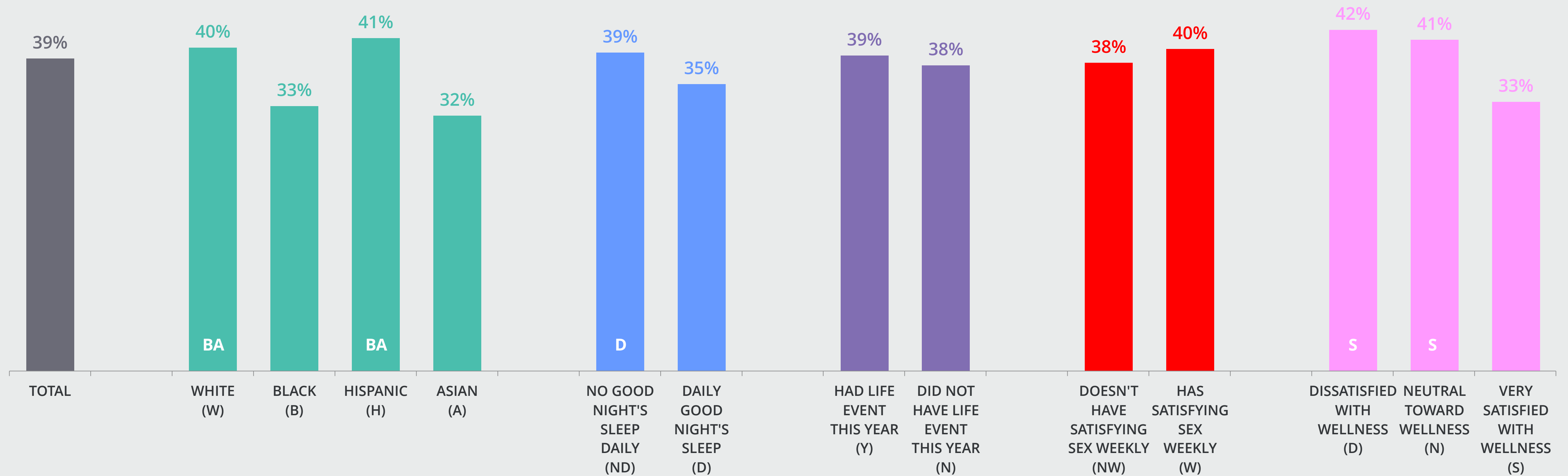




# THIS OR THAT... SPEND MORE TIME THINKING ABOUT HOW I LOOK OR HOW I FEEL

## I Spend More Time Thinking About How I Look on the Outside Than How I Feel on the Inside

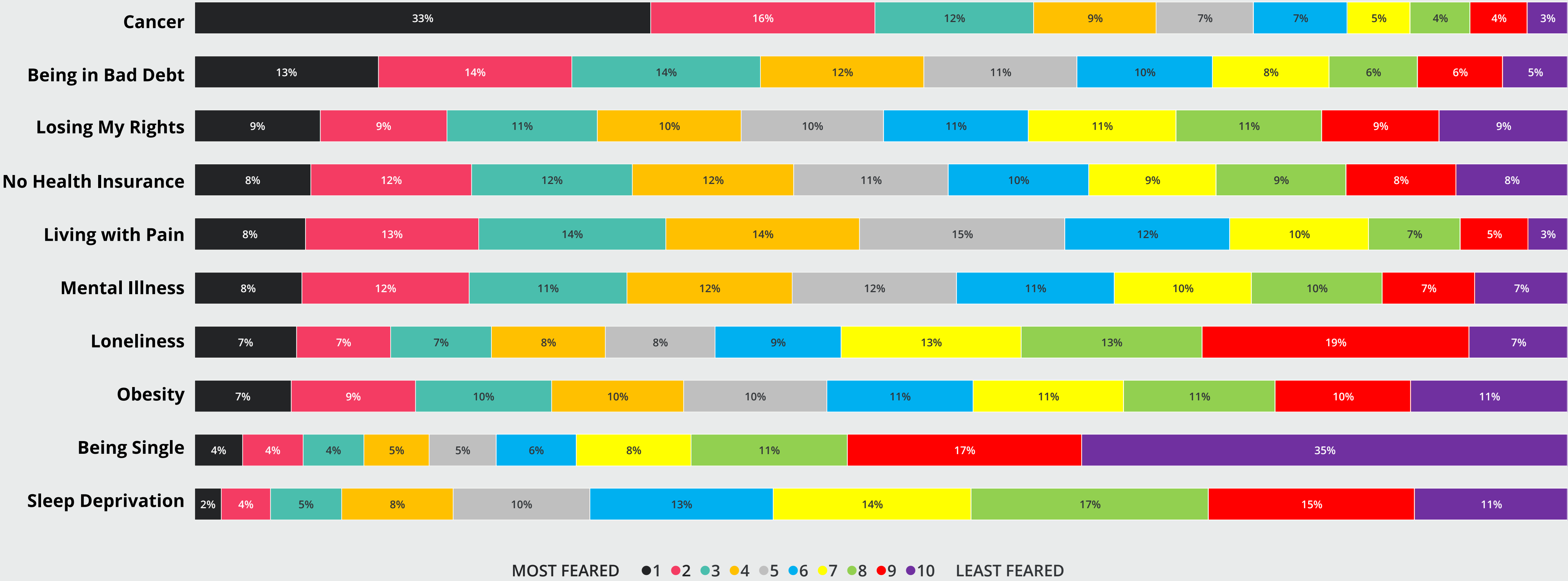
(Among total qualified)





# Ranking of What Women Fear Most: All Women

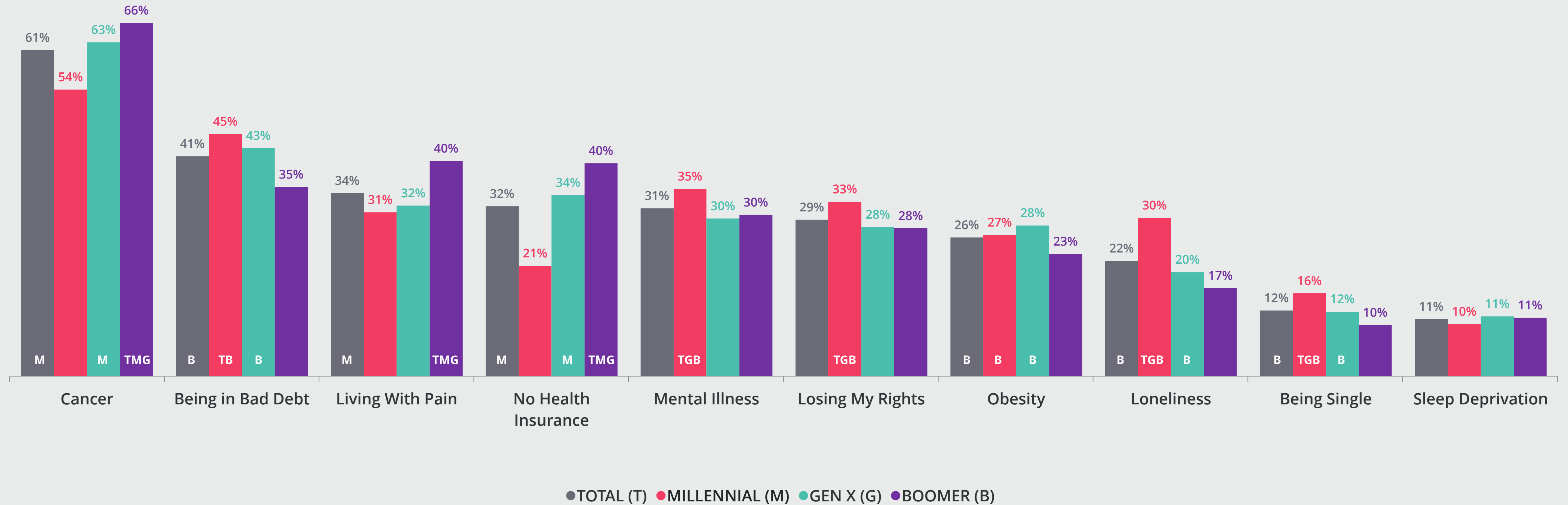
(Among total qualified)





## Ranking of What Women Fear Most: Generation Comparison Top 3 Box

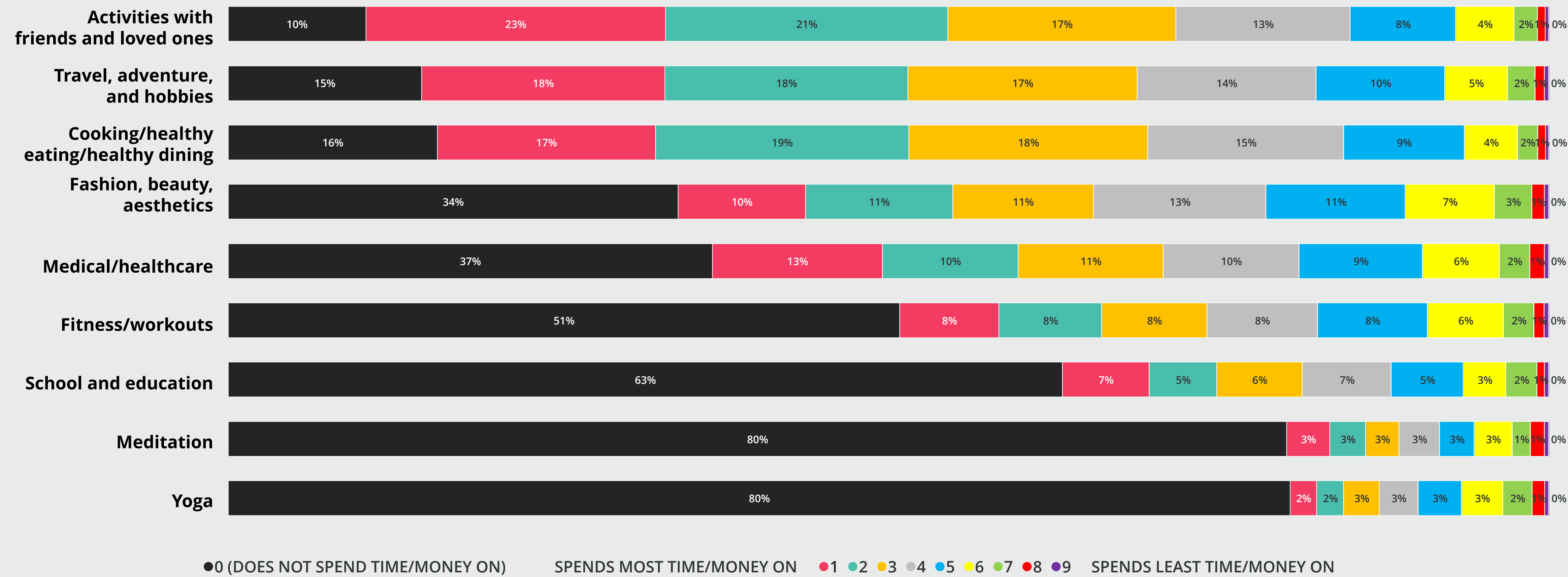
(Among total qualified)





# Ranking of Where People Allocate the Most Time/Money: All Women

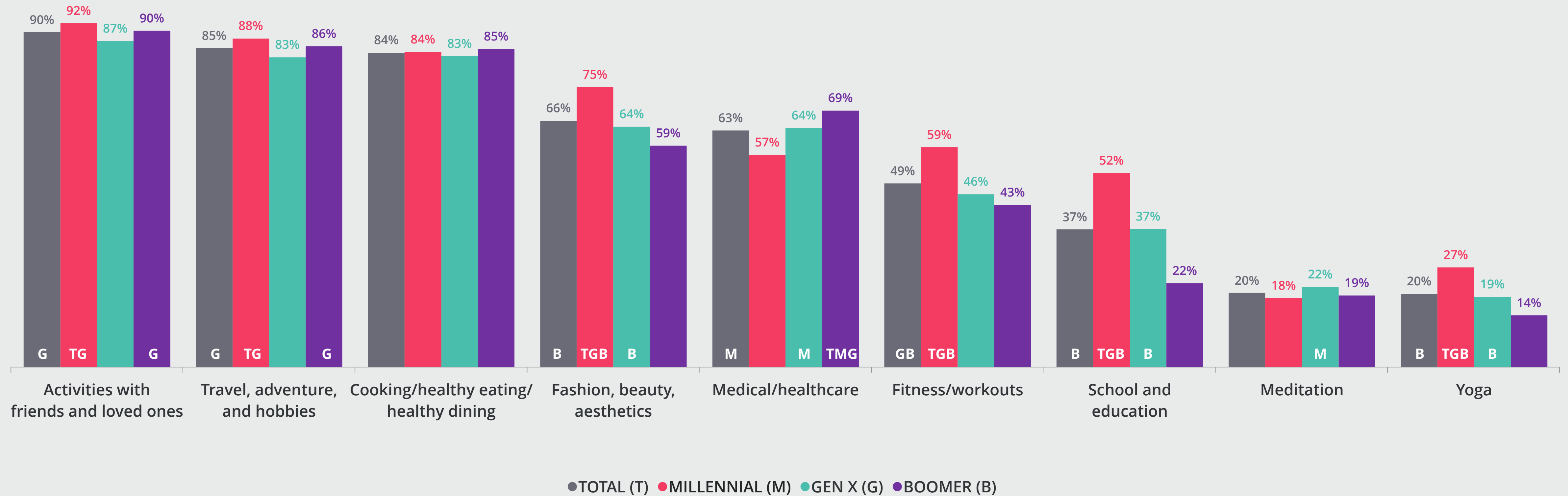
(Among total qualified)





## Allocation of Time/Money: Where Women of Different Generations Spend Their Time and Money

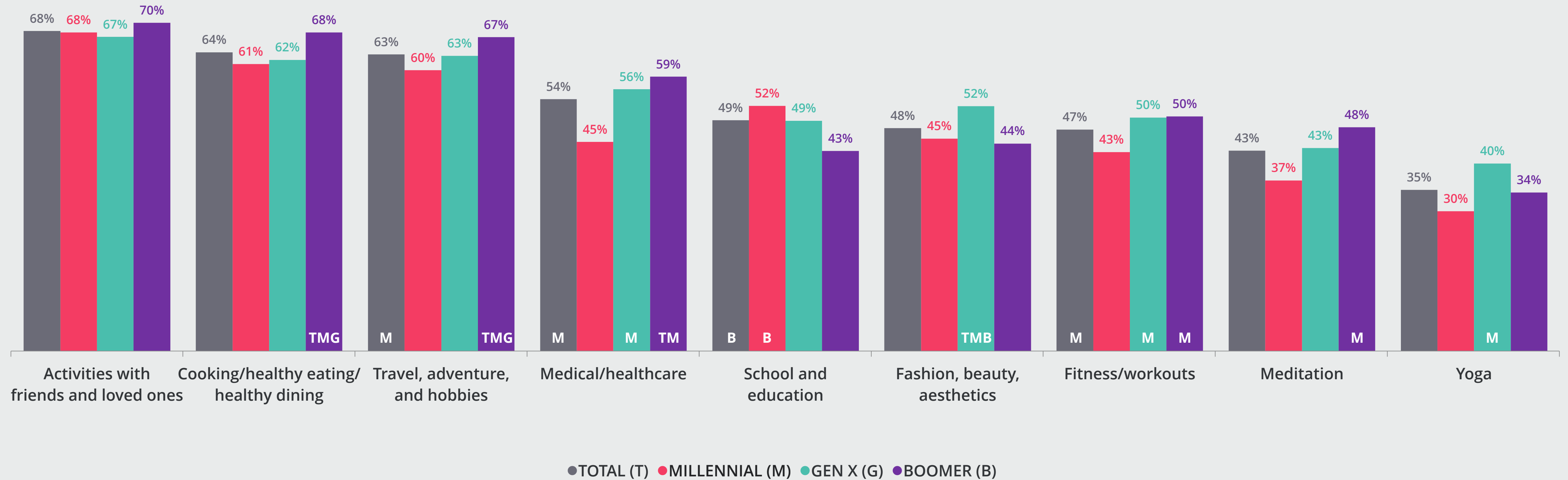
(Among total qualified)





## Allocation of Time/Money: Where Women of Different Generations Spend Their Time and Money Top 3 Box

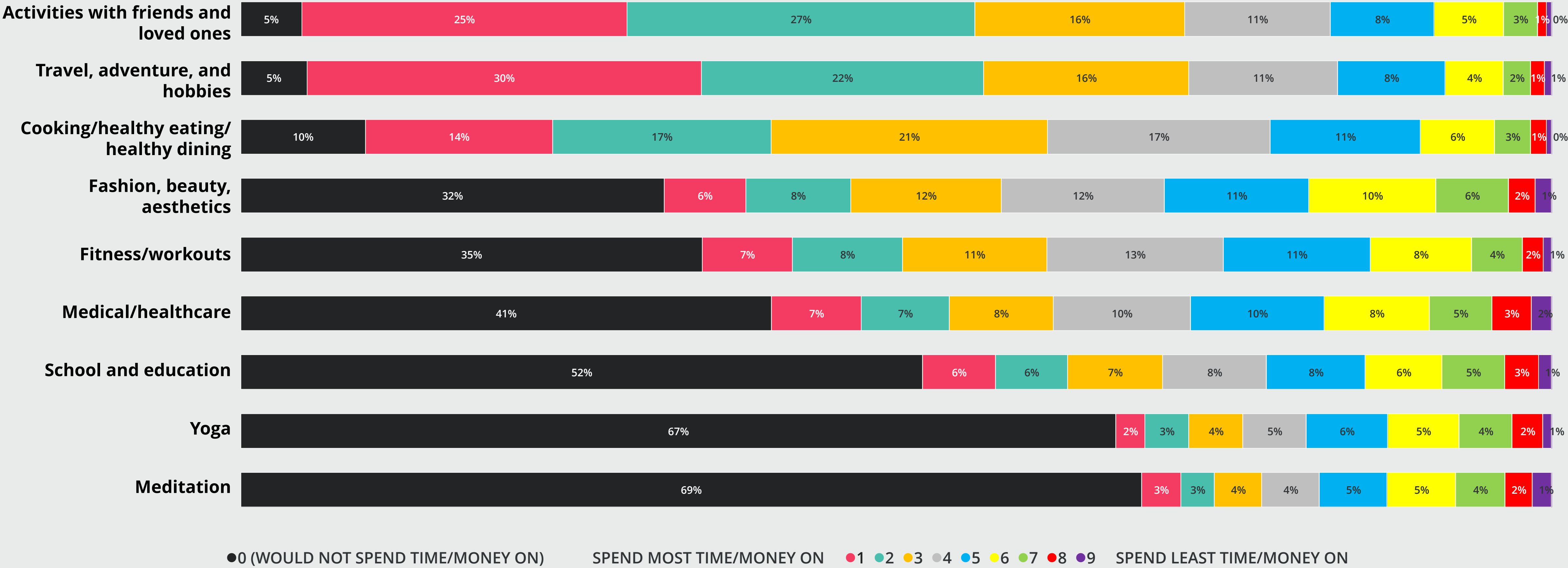
(Among those who spend time and money)





# Ranking of Where People Want to Allocate the Most Time/Money: All Women

(Among total qualified)

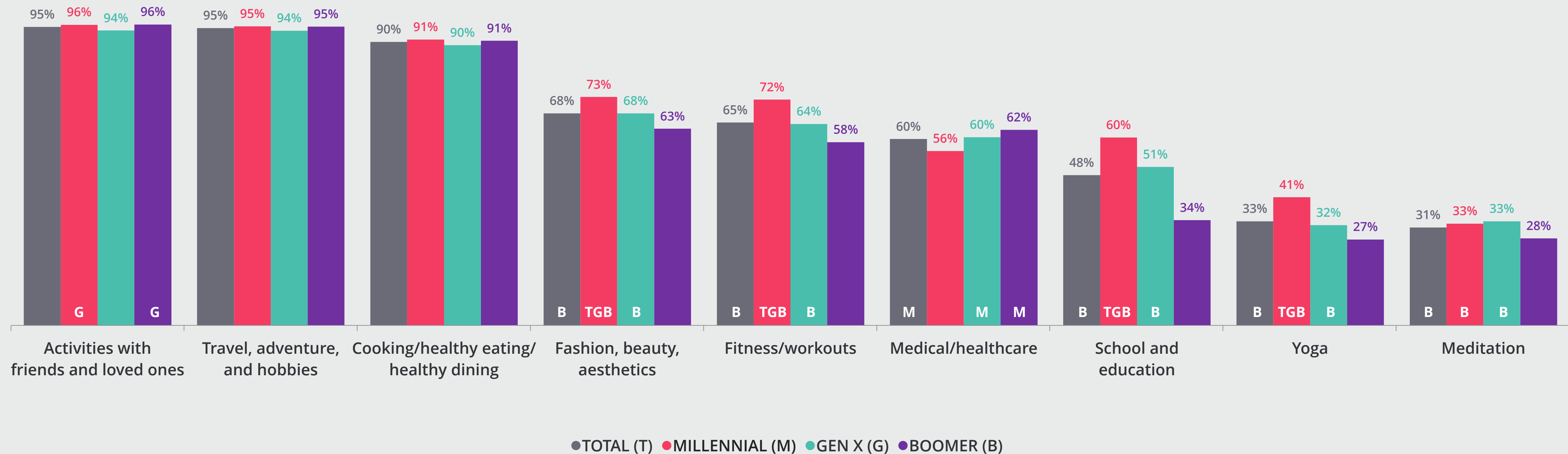






# Allocation of Time/Money: Where Women of Different Generations Want to Spends Their Time and Money

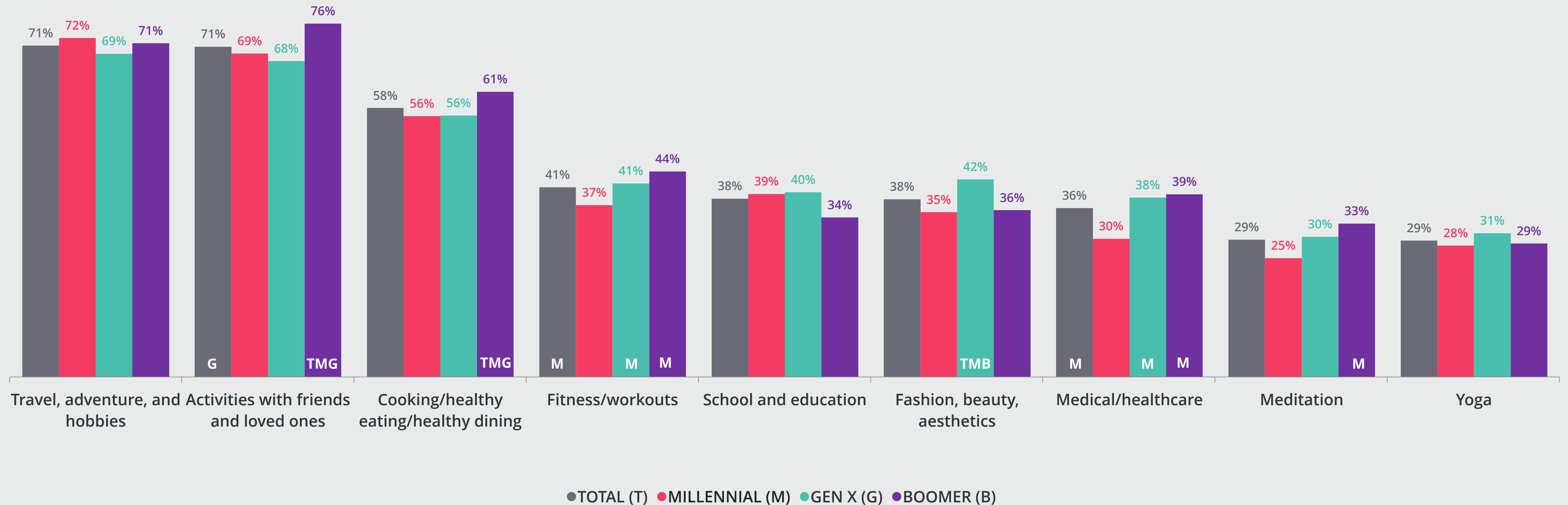
(Among total qualified)





## Allocation of Time/Money: Where Women of Different Generations Want to Spends Their Time and Money Top 3 Box

(Among those who spend time and money)

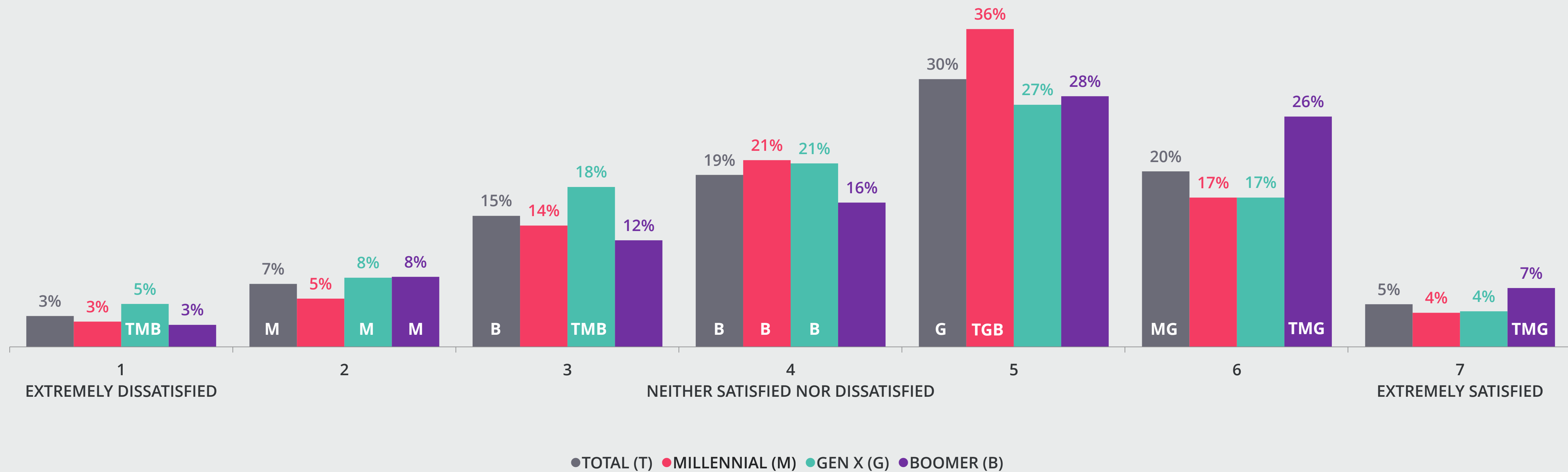




# WELLNESS SATISFACTION: FULL DISTRIBUTION

## Satisfaction with Overall Wellness: Generation Comparison

(Among total qualified)

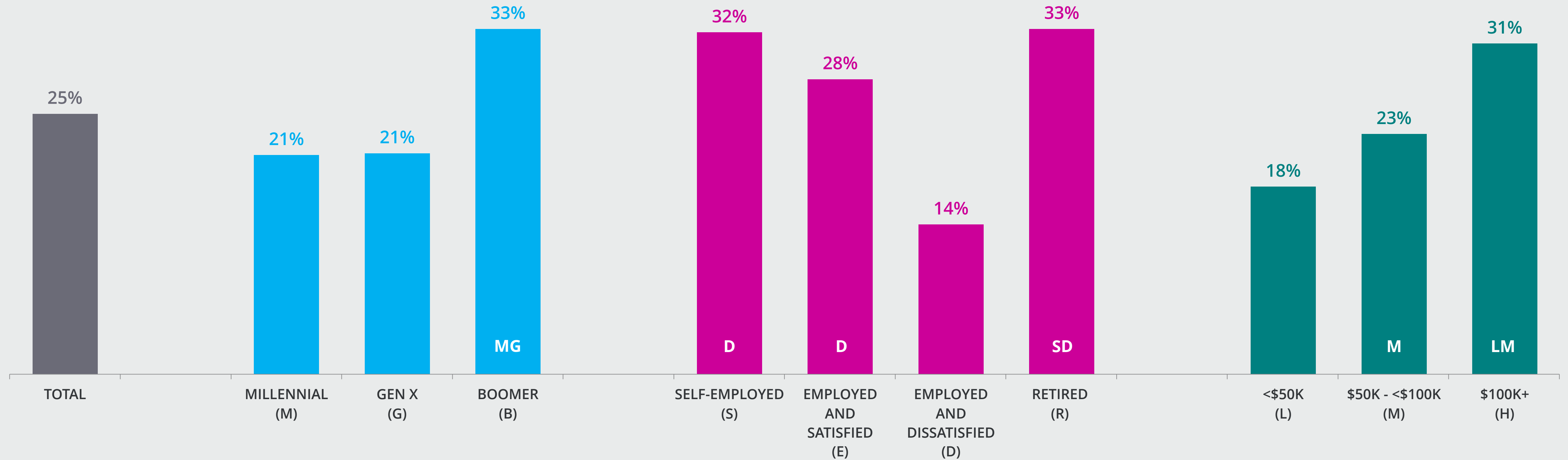




# WELLNESS SATISFACTION: TOP 2 BOX

## Satisfaction with Overall Wellness: Top 2 Box

(Among total qualified)

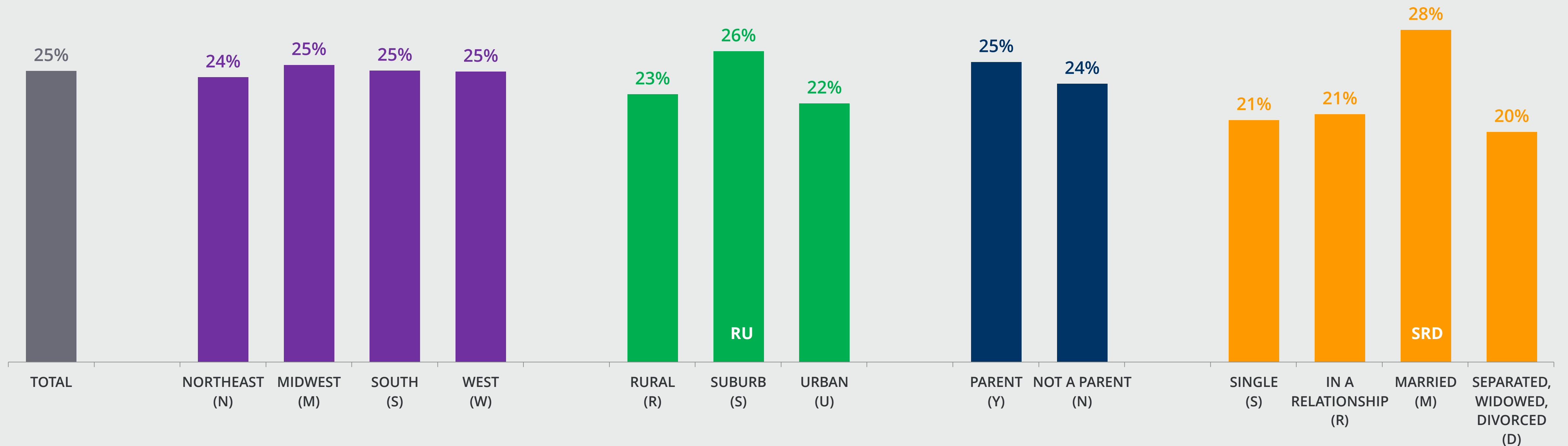




# WELLNESS SATISFACTION: TOP 2 BOX

## Satisfaction with Overall Wellness: Top 2 Box

(Among total qualified)

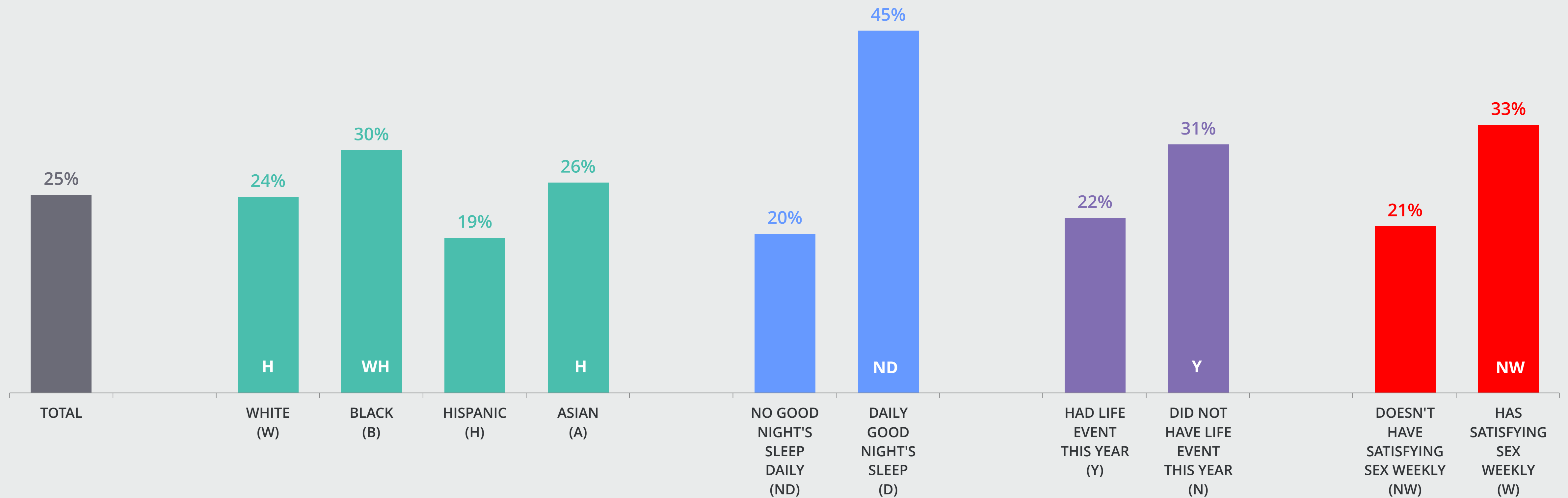




# WELLNESS SATISFACTION: TOP 2 BOX

## Satisfaction with Overall Wellness: Top 2 Box

(Among total qualified)

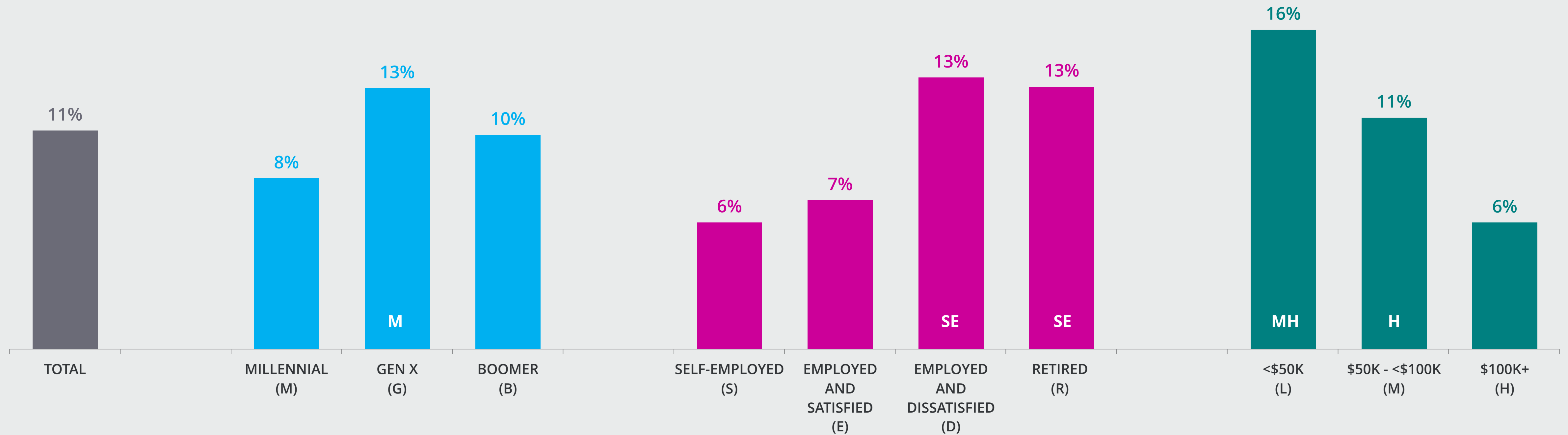




# WELLNESS SATISFACTION: BOTTOM 2 BOX

## Satisfaction with Overall Wellness: Bottom 2 Box

(Among total qualified)



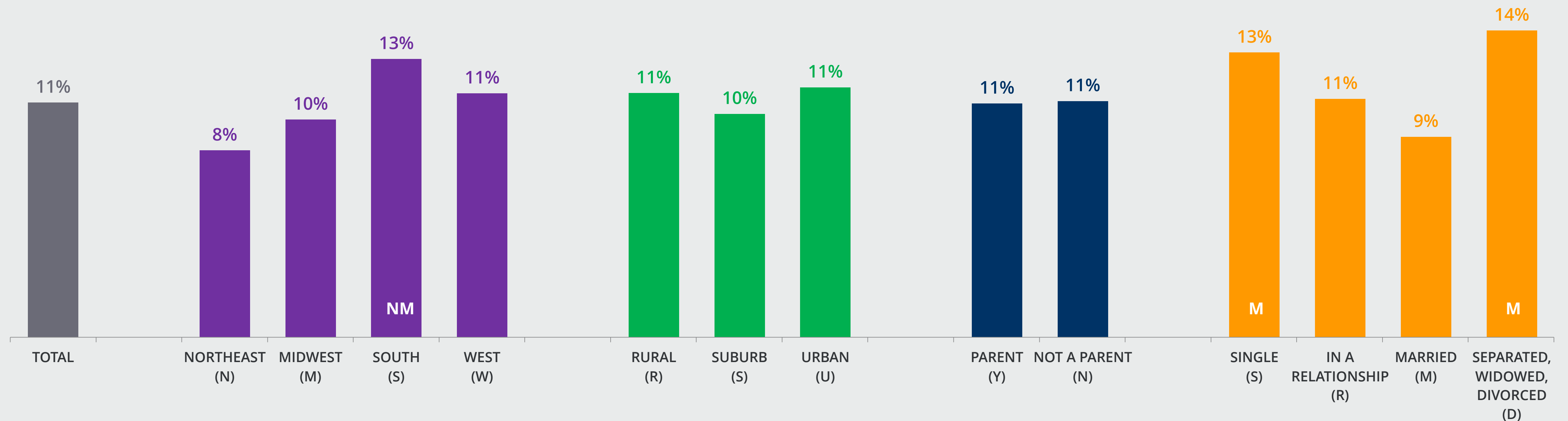




# WELLNESS SATISFACTION: BOTTOM 2 BOX

## Satisfaction with Overall Wellness: Bottom 2 Box

(Among total qualified)

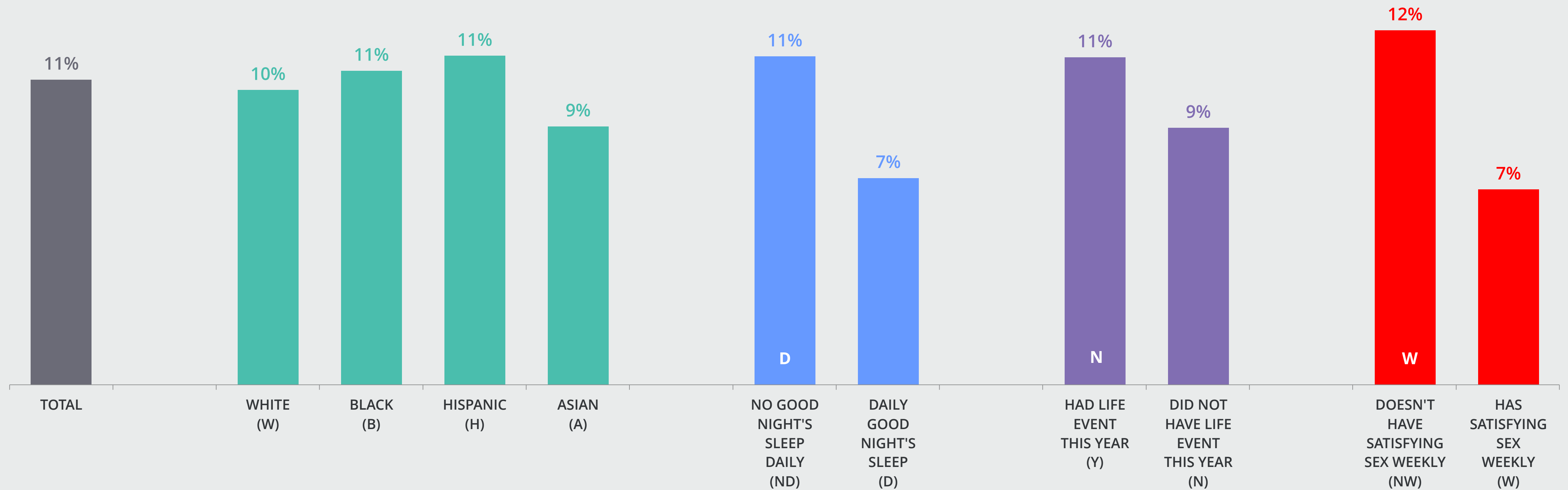




# WELLNESS SATISFACTION: BOTTOM 2 BOX

## Satisfaction with Overall Wellness: Bottom 2 Box

(Among total qualified)





SPECIAL REPORT:

# State of Women's Wellness 2017

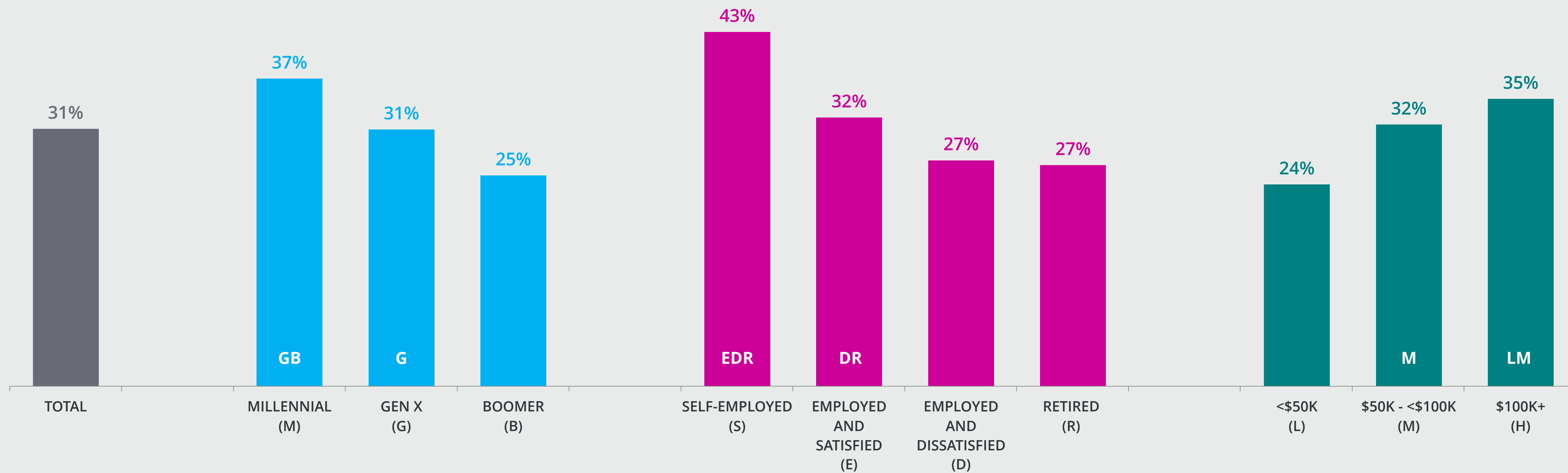
everyday HEALTH®

## *Sex & Wellness*



## Had Satisfying Sex in the Past Year: Daily/Weekly Net

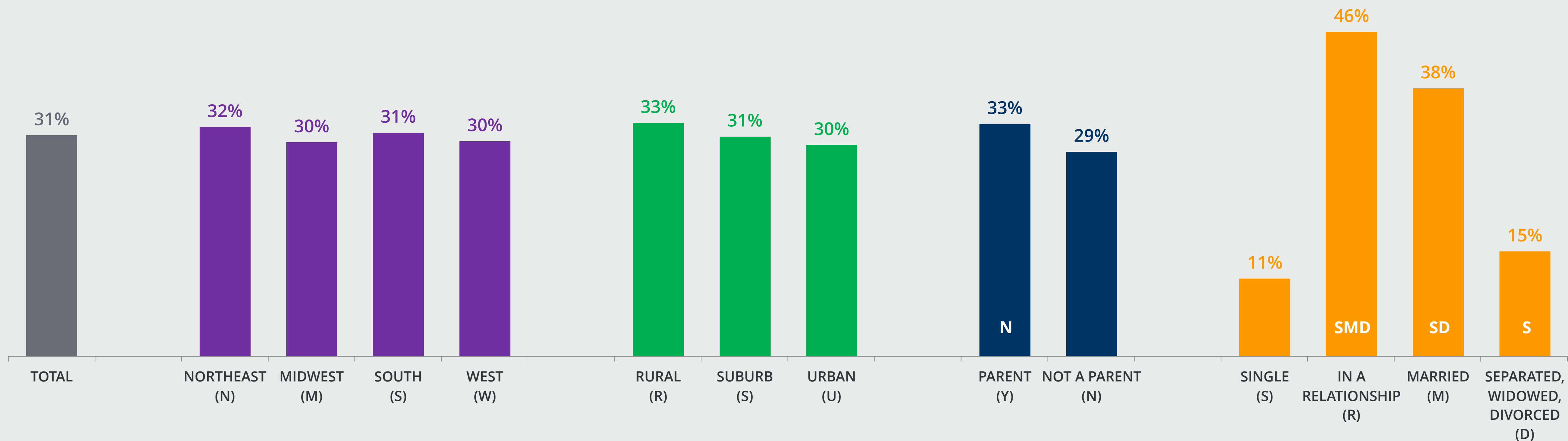
(Among total qualified)





## Had Satisfying Sex in the Past Year: Daily/Weekly Net

(Among total qualified)

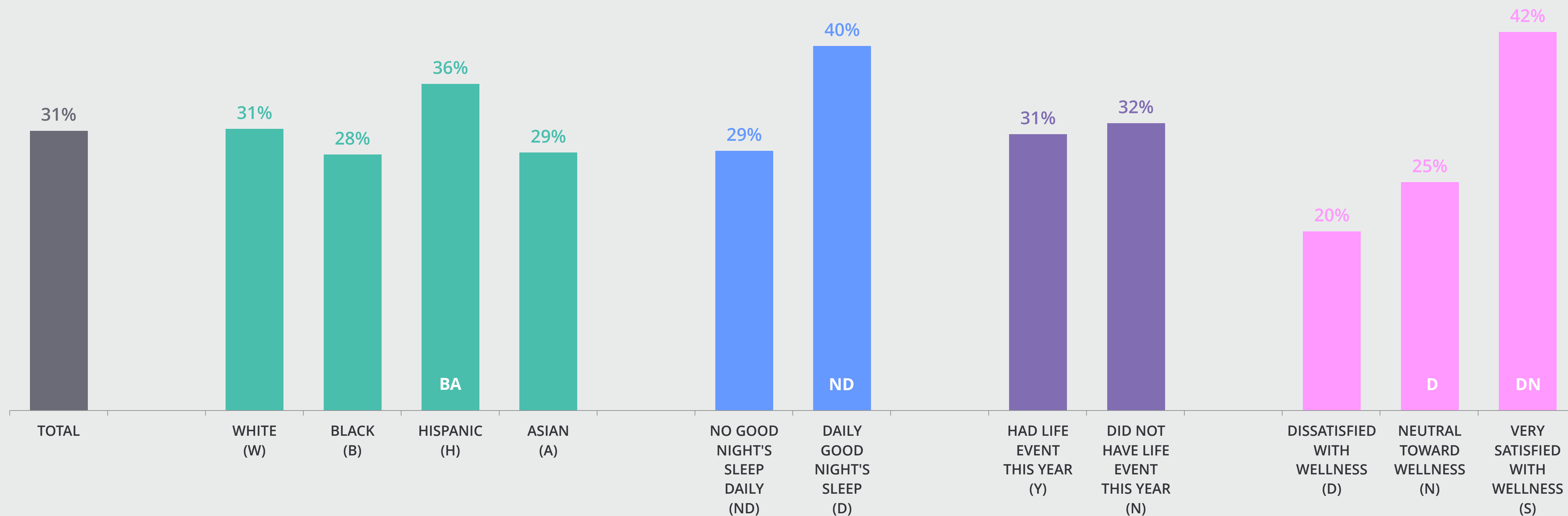






## Had Satisfying Sex in the Past Year: Daily/Weekly Net

(Among total qualified)

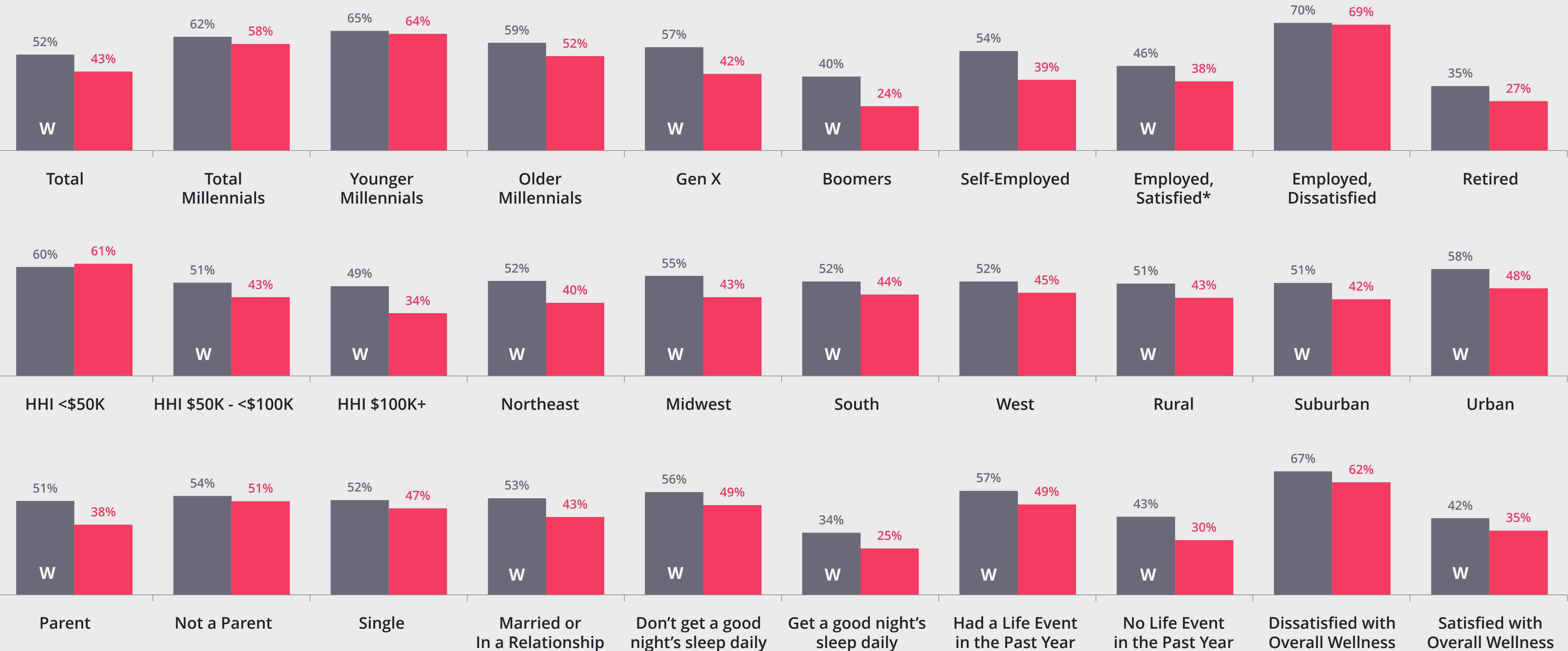




EFFECTS OF SATISFYING SEX

Felt Stressed, Anxious, or Overwhelmed in Past 12 Months: Daily/Weekly Net

(Among total qualified)



● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)

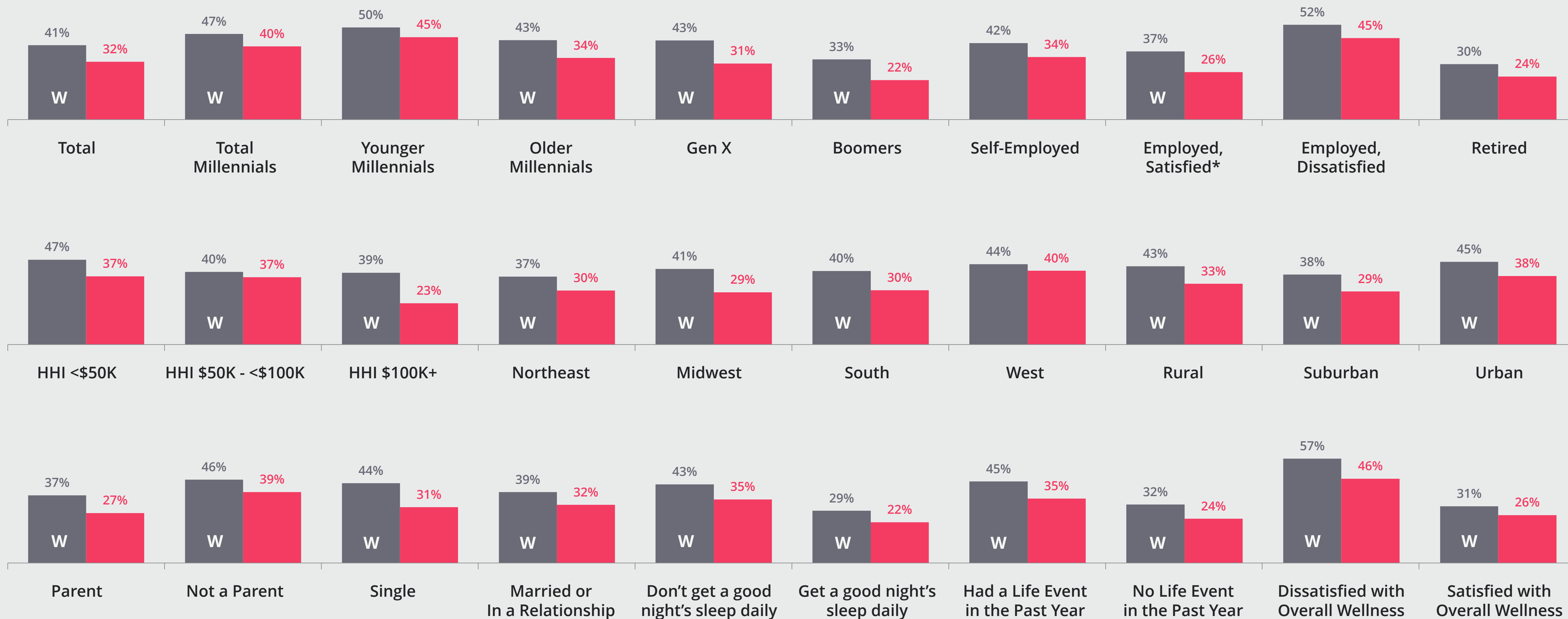




# EFFECTS OF SATISFYING SEX

## Felt Negative Thoughts: Daily/Weekly Net

(Among total qualified)



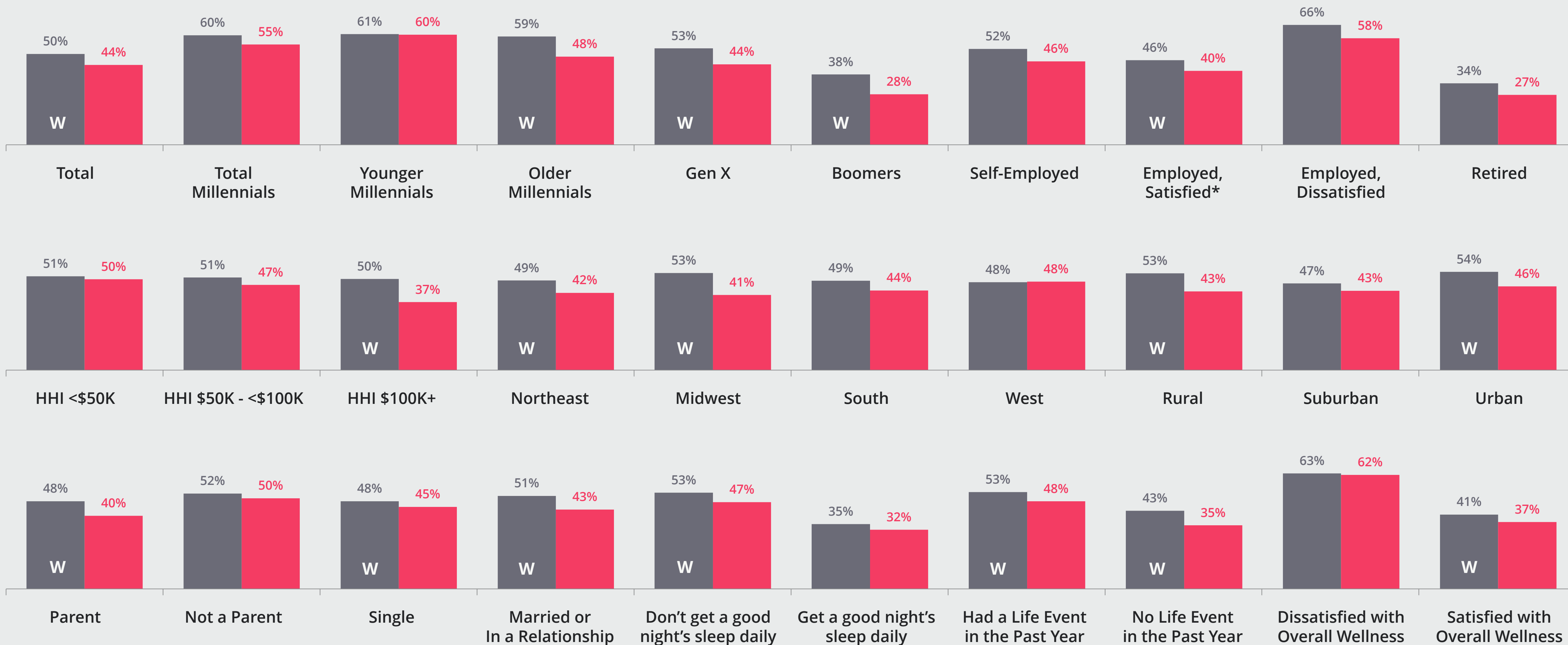
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



# EFFECTS OF SATISFYING SEX

## Felt Aggravated or Angry: Daily/Weekly Net

(Among total qualified)



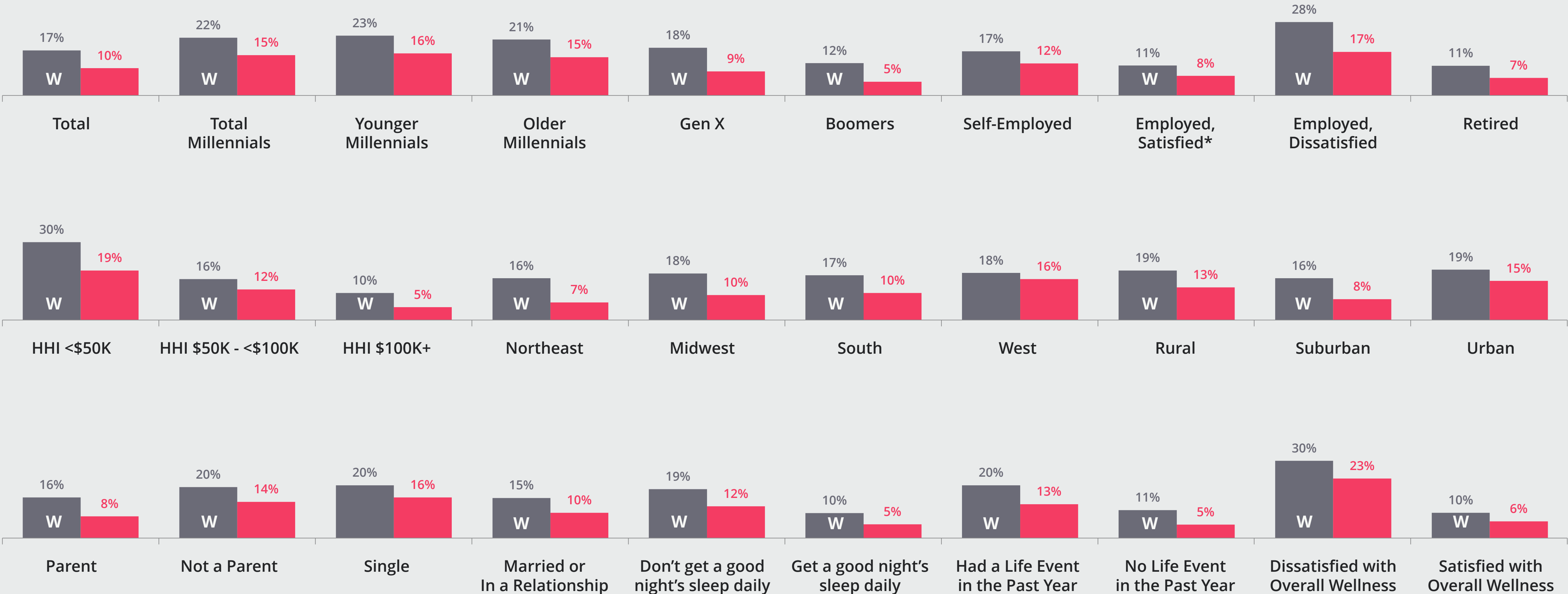
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



EFFECTS OF SATISFYING SEX

Felt Helpless or Without Hope: Daily/Weekly Net

(Among total qualified)



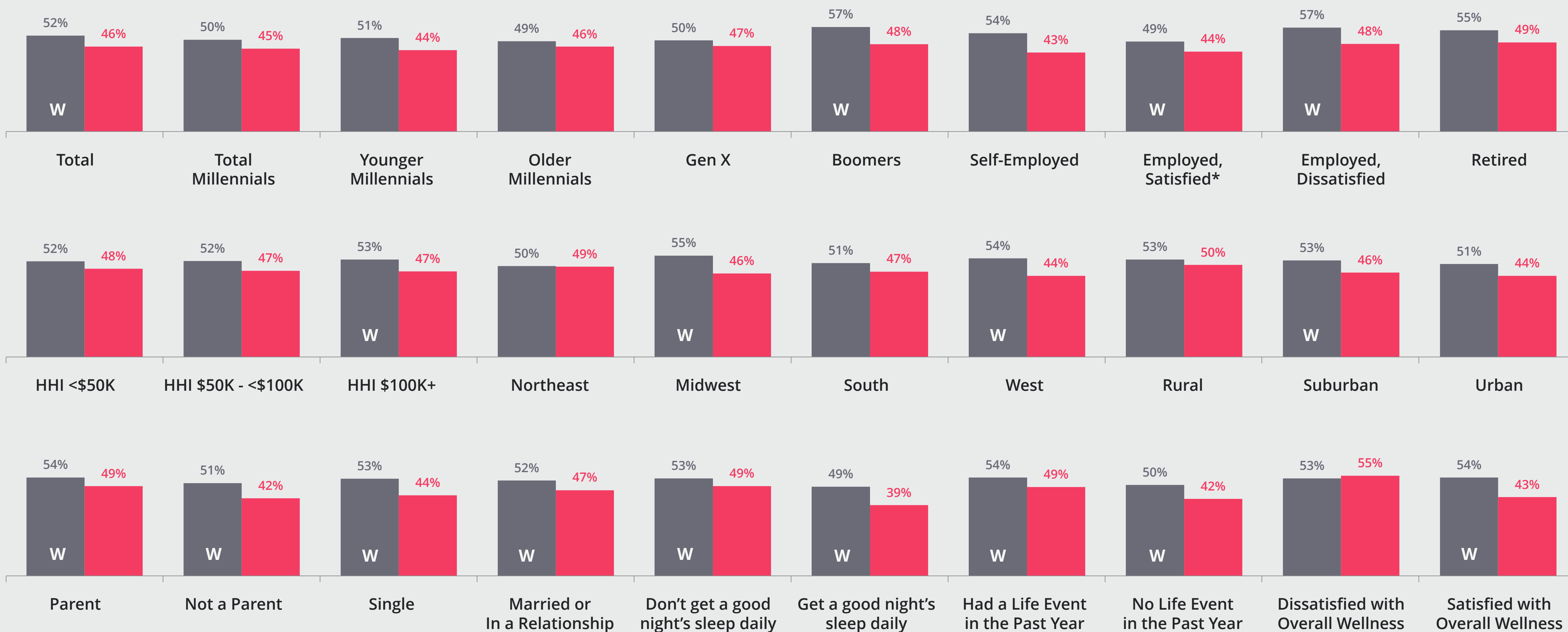
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



# EFFECTS OF SATISFYING SEX

## Changed or Attempted to Change Behavior to Be Healthier: Daily/Weekly Net

(Among total qualified)



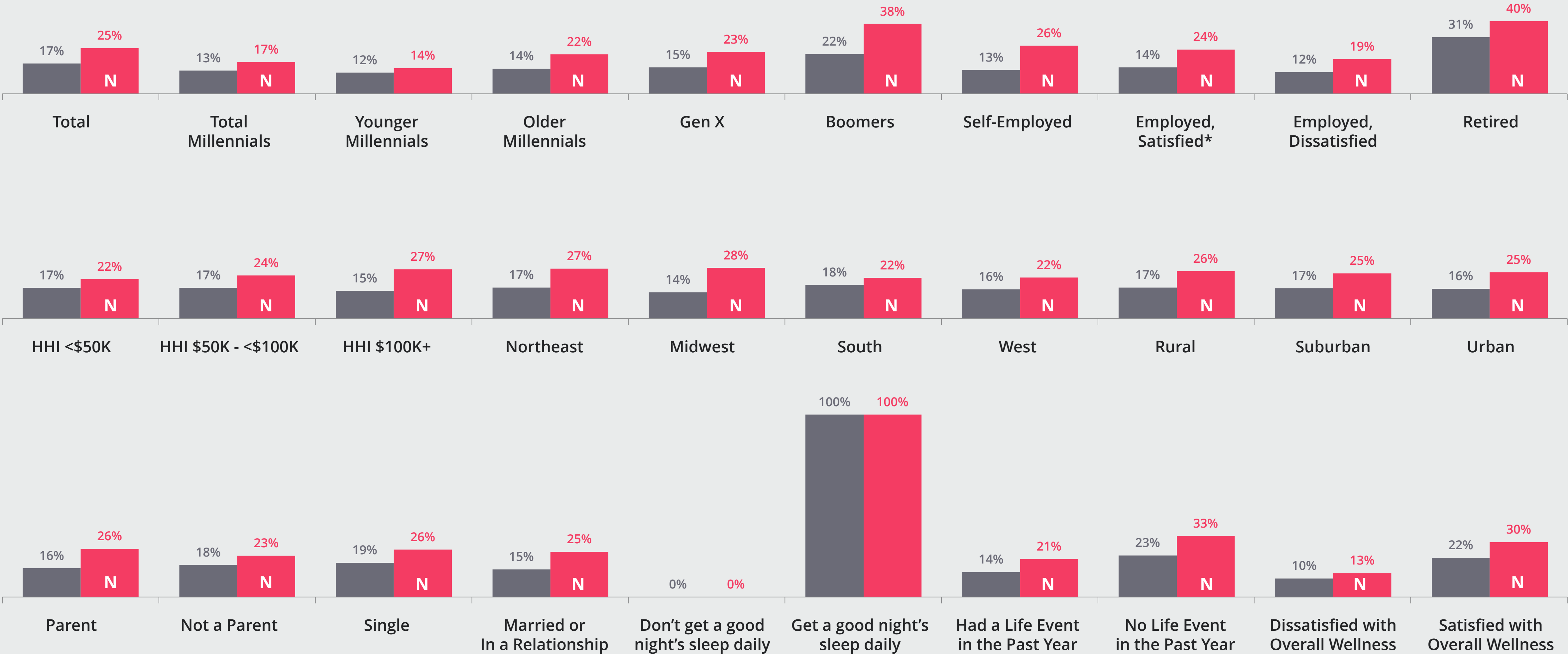
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



# EFFECTS OF SATISFYING SEX

## Got a Good Night's Sleep: Daily

(Among total qualified)



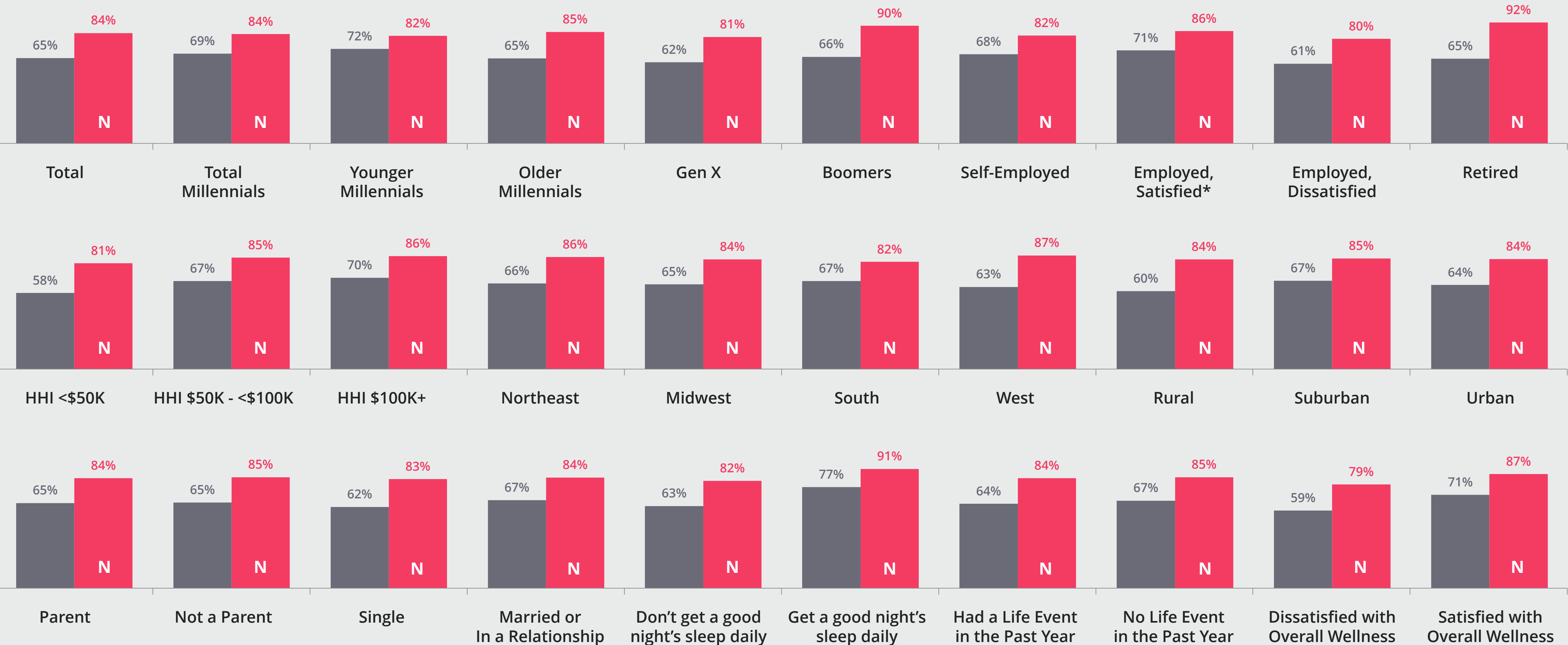
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



# EFFECTS OF SATISFYING SEX

## Laughed Heartily Out Loud: Daily/Weekly Net

(Among total qualified)



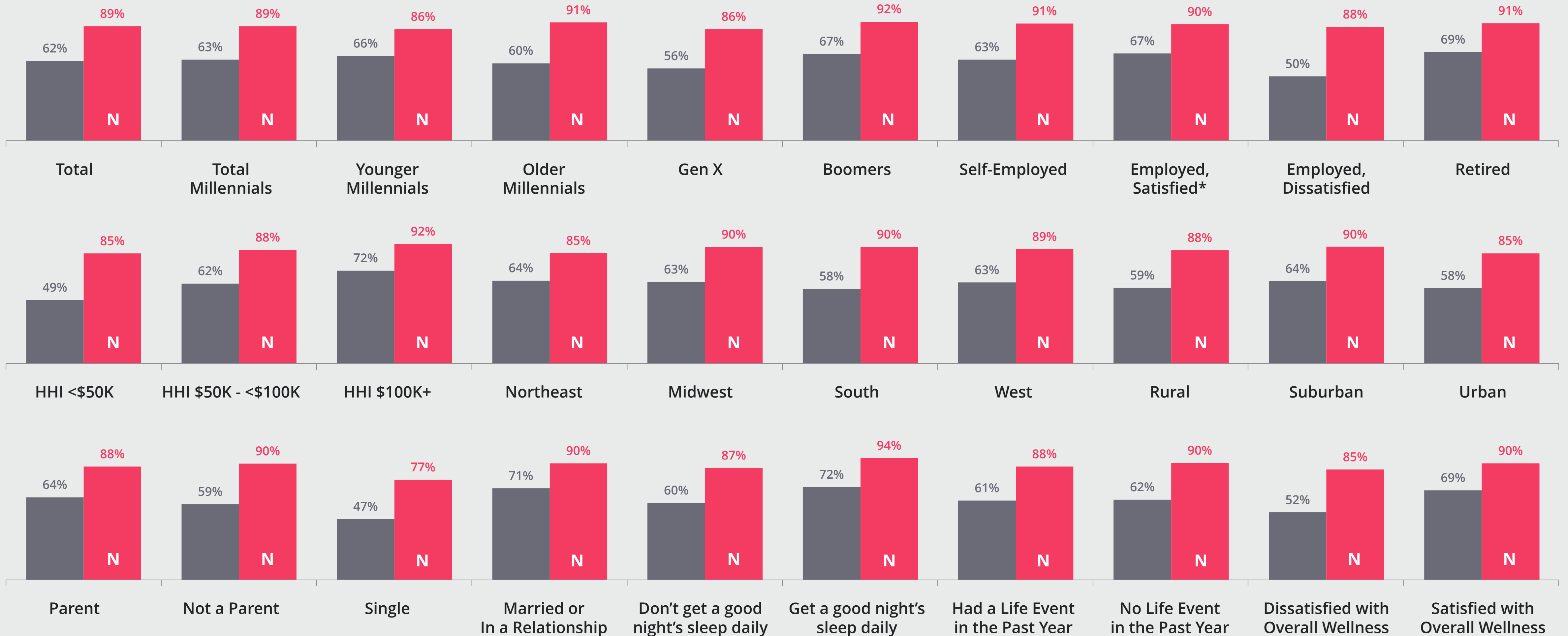
● DO NOT HAVE SATISFYING SEX WEEKLY OR DAILY (N) ● HAVE SATISFYING SEX WEEKLY OR DAILY (W)



# EFFECTS OF SATISFYING SEX

## Felt Loved, Cherished, Supported, or Special to Someone Else: Daily/Weekly Net

(Among total qualified)







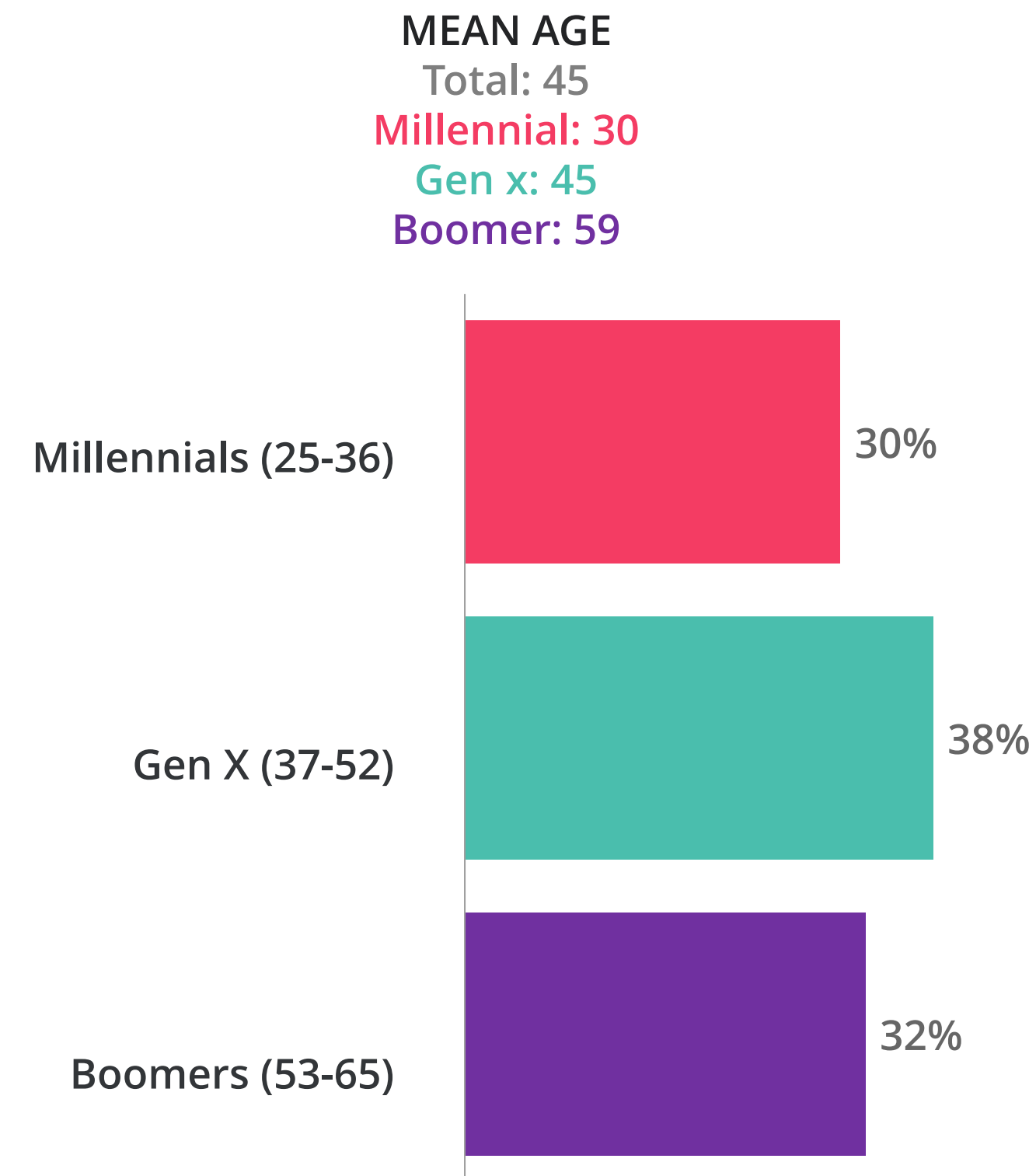
*Demographics*



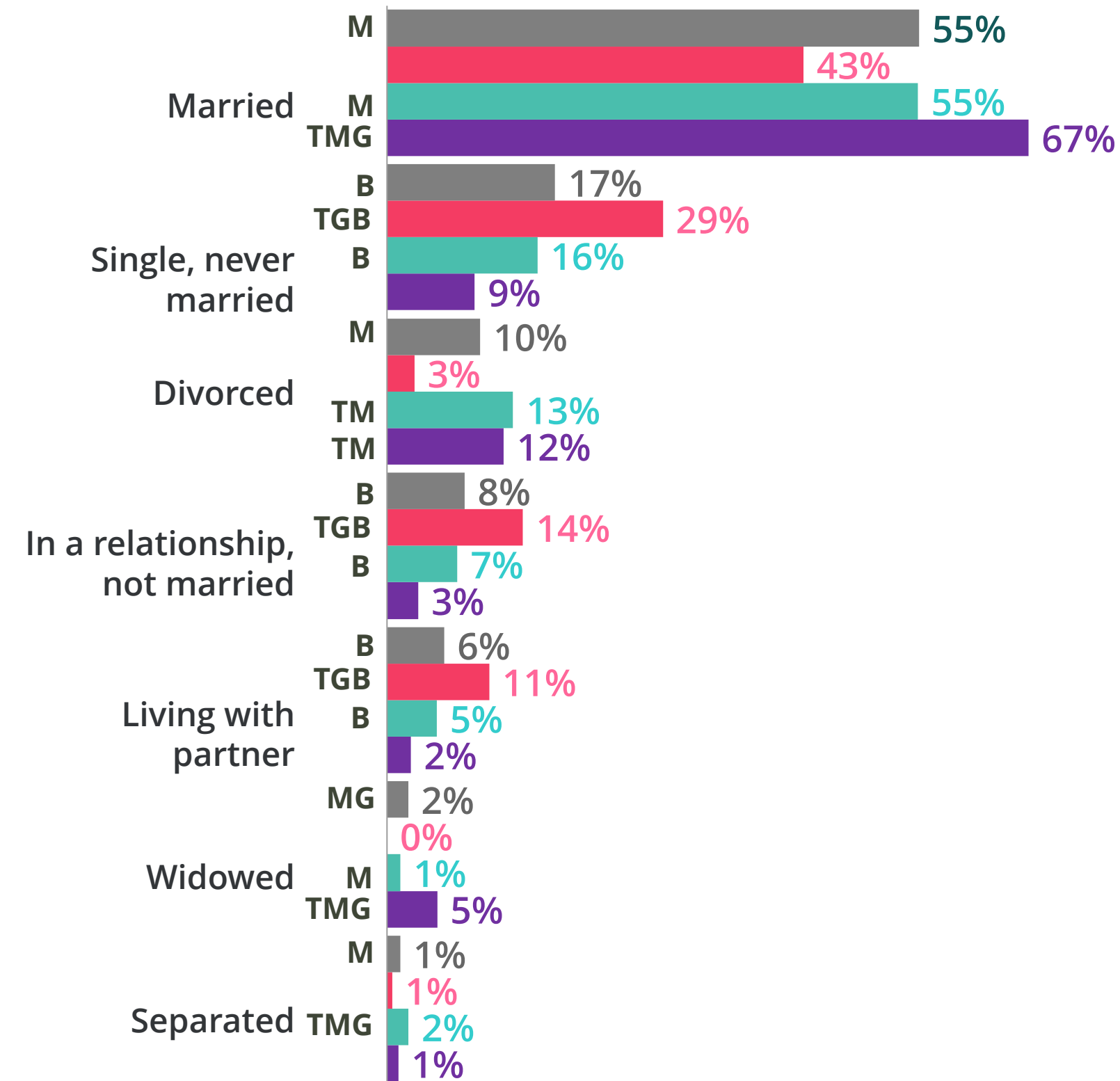


# DEMOGRAPHICS

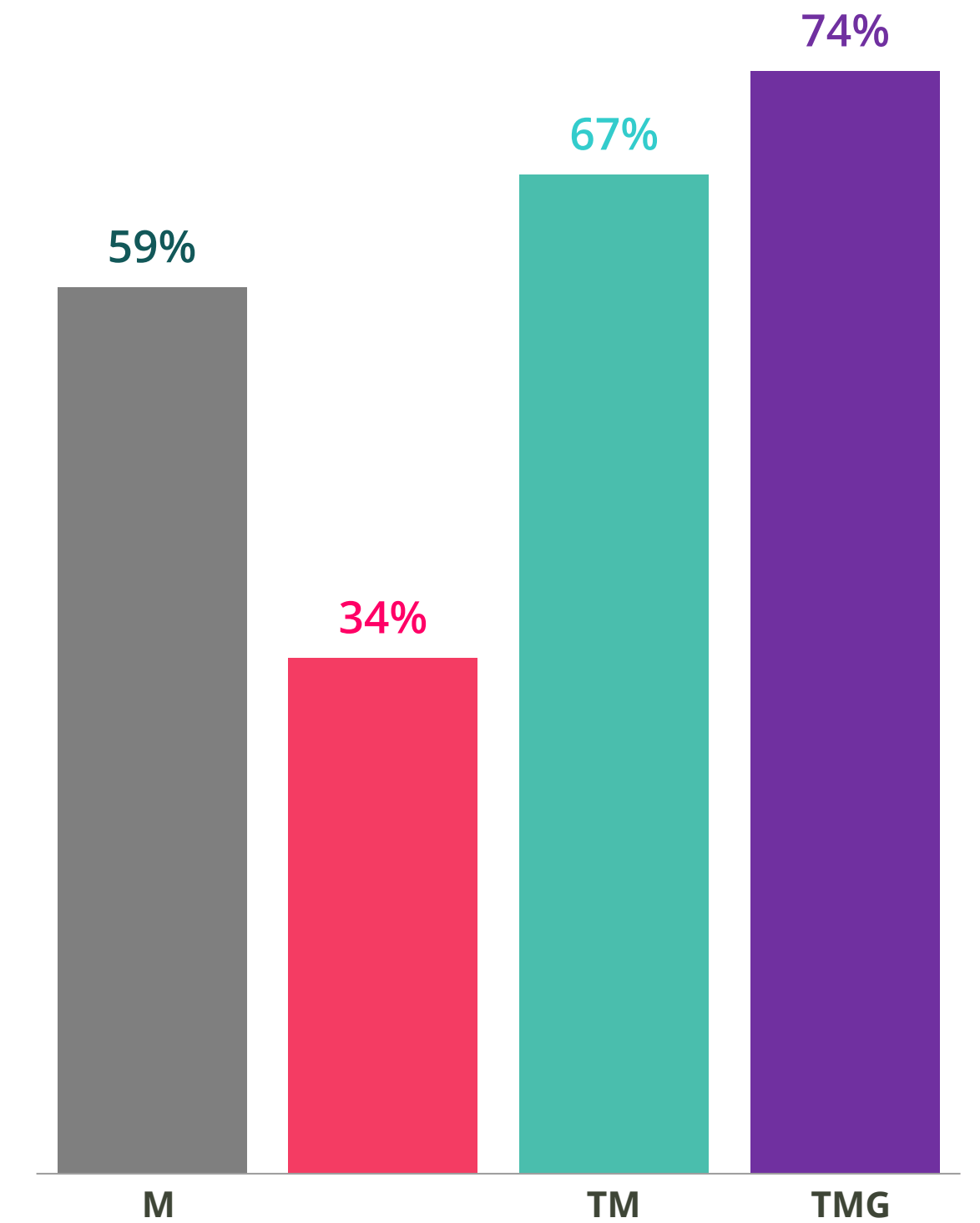
## Age



## Marital Status



## Parents



● TOTAL (T) ● MILLENNIAL (M) ● GEN X (G) ● BOOMER (B)

Q1: WHAT IS YOUR CURRENT AGE? BASE: TOTAL QUALIFIED (N=3,000), MILLENNIALS (N=845), GEN X (N=1162), BOOMERS (N=993)

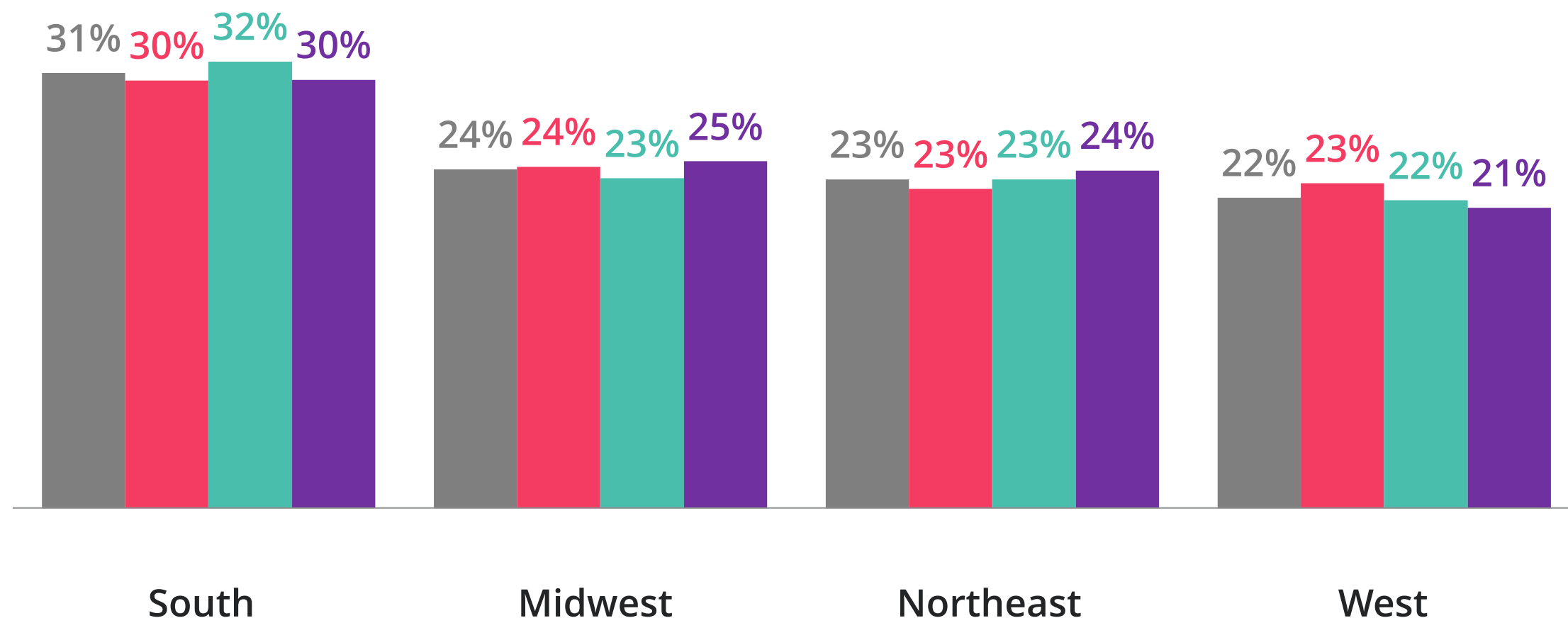
Q22: WHAT IS YOUR CURRENT MARITAL STATUS? PLEASE SELECT ONLY ONE. BASE: TOTAL QUALIFIED (N=3,000), MILLENNIALS (N=845), GEN X (N=1162), BOOMERS (N=993)

Q23: ARE YOU A PARENT (BIRTH, ADOPTIVE, OR STEP)? BASE: TOTAL QUALIFIED (N=3,000), MILLENNIALS (N=845), GEN X (N=1162), BOOMERS (N=993)

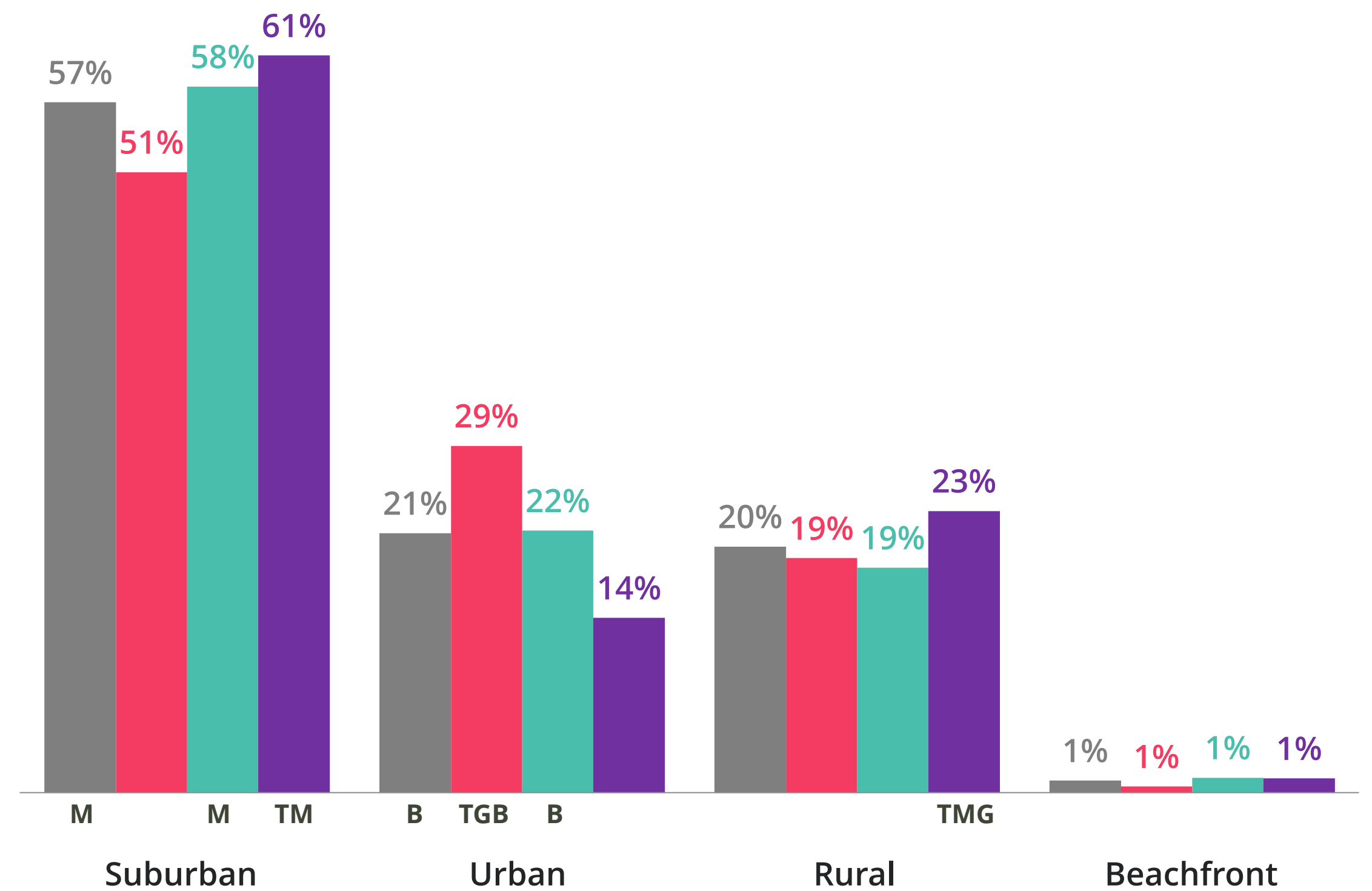


# DEMOGRAPHICS

## Region



## City Type

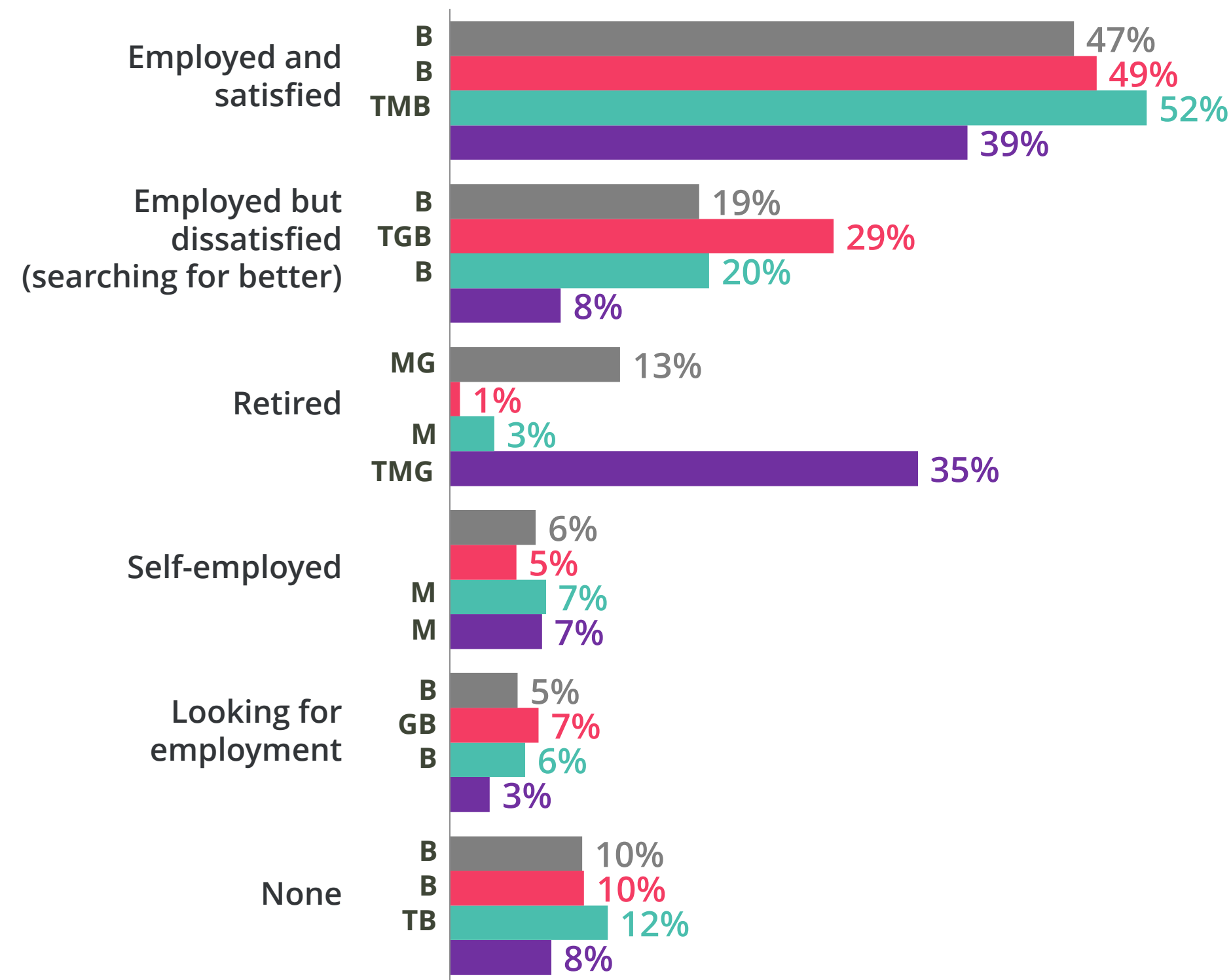


● TOTAL (T) ● MILLENNIAL (M) ● GEN X (G) ● BOOMER (B)

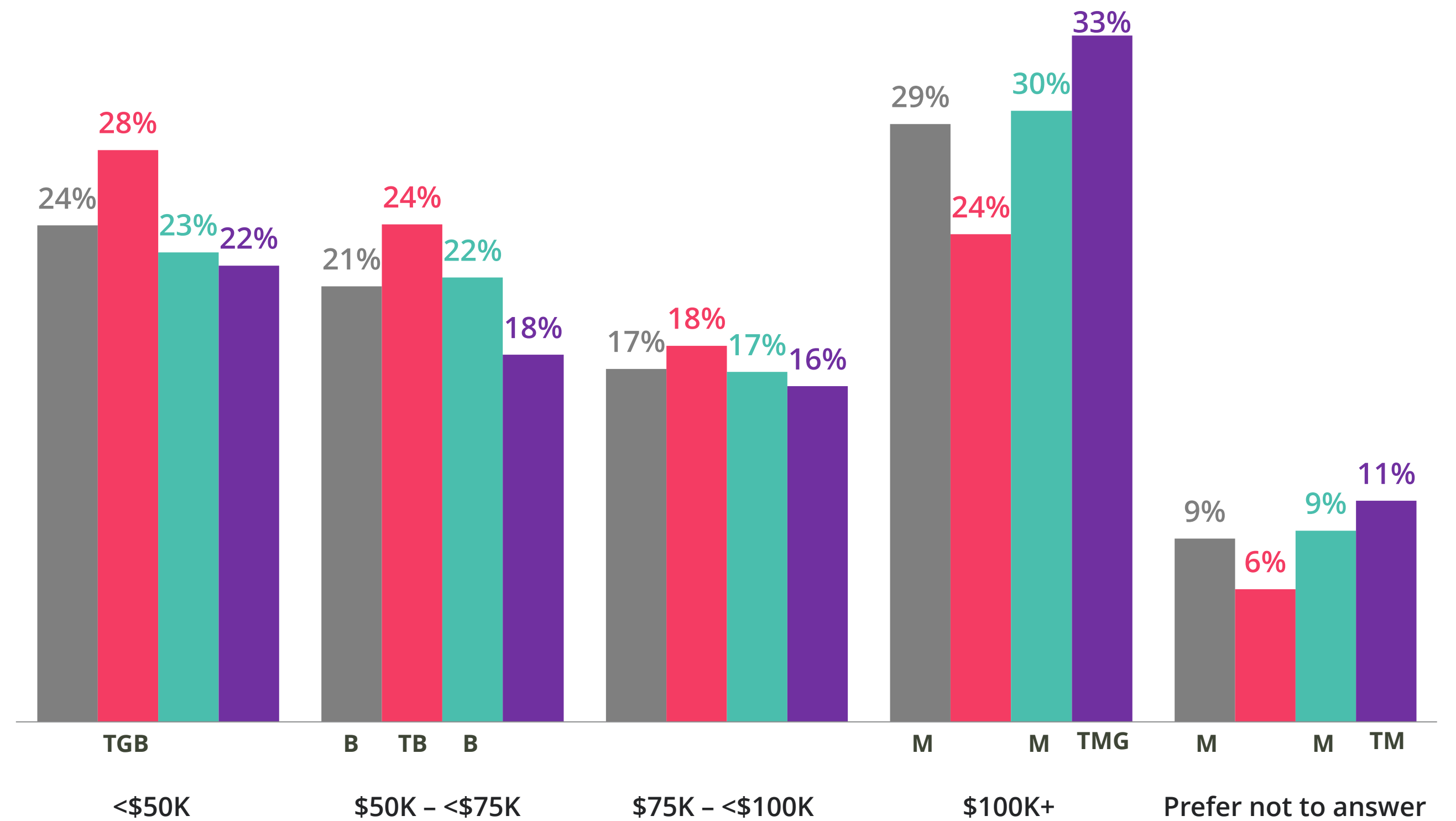


# DEMOGRAPHICS

## Employment



## Income

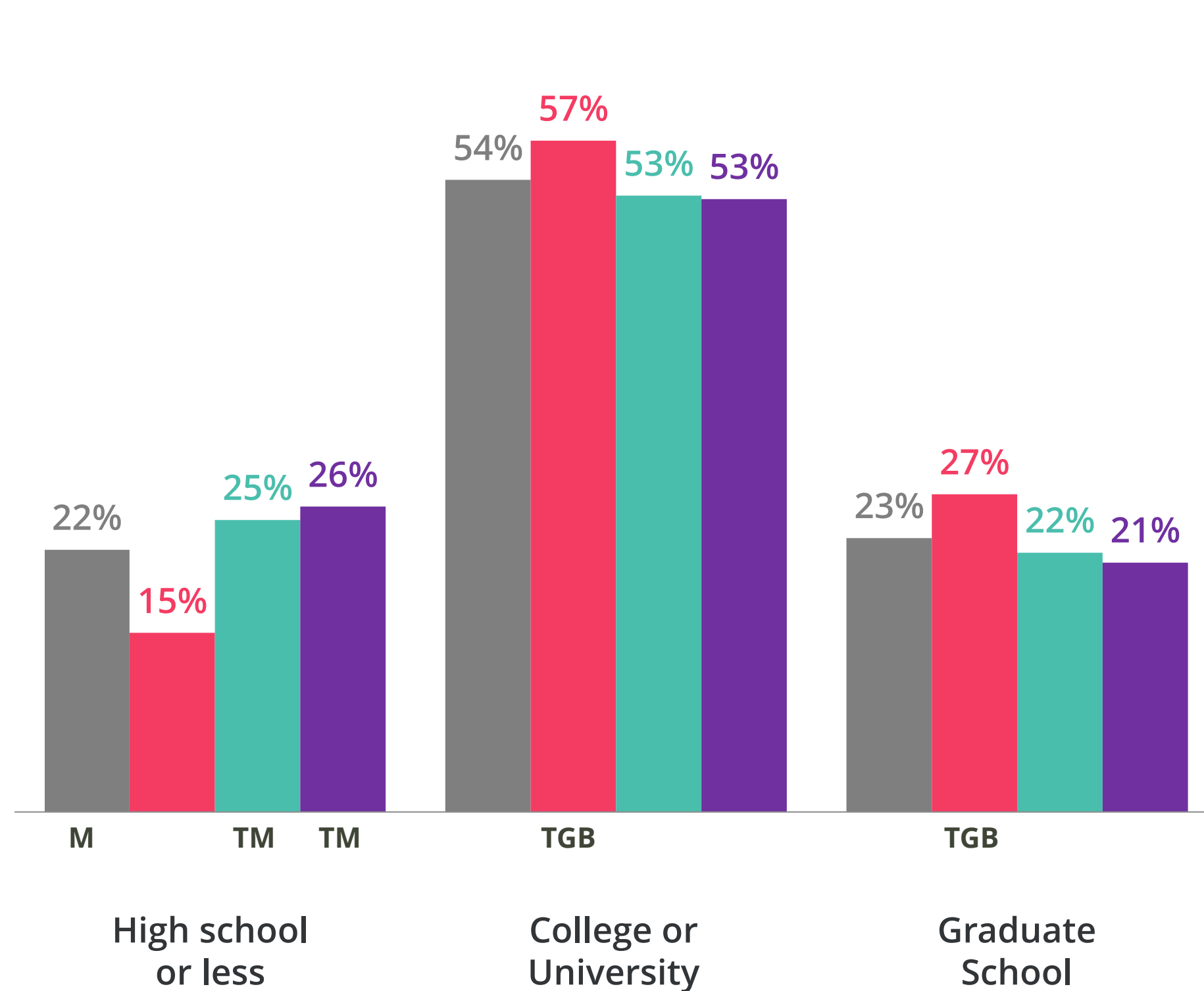


● TOTAL (T) ● MILLENNIAL (M) ● GEN X (G) ● BOOMER (B)

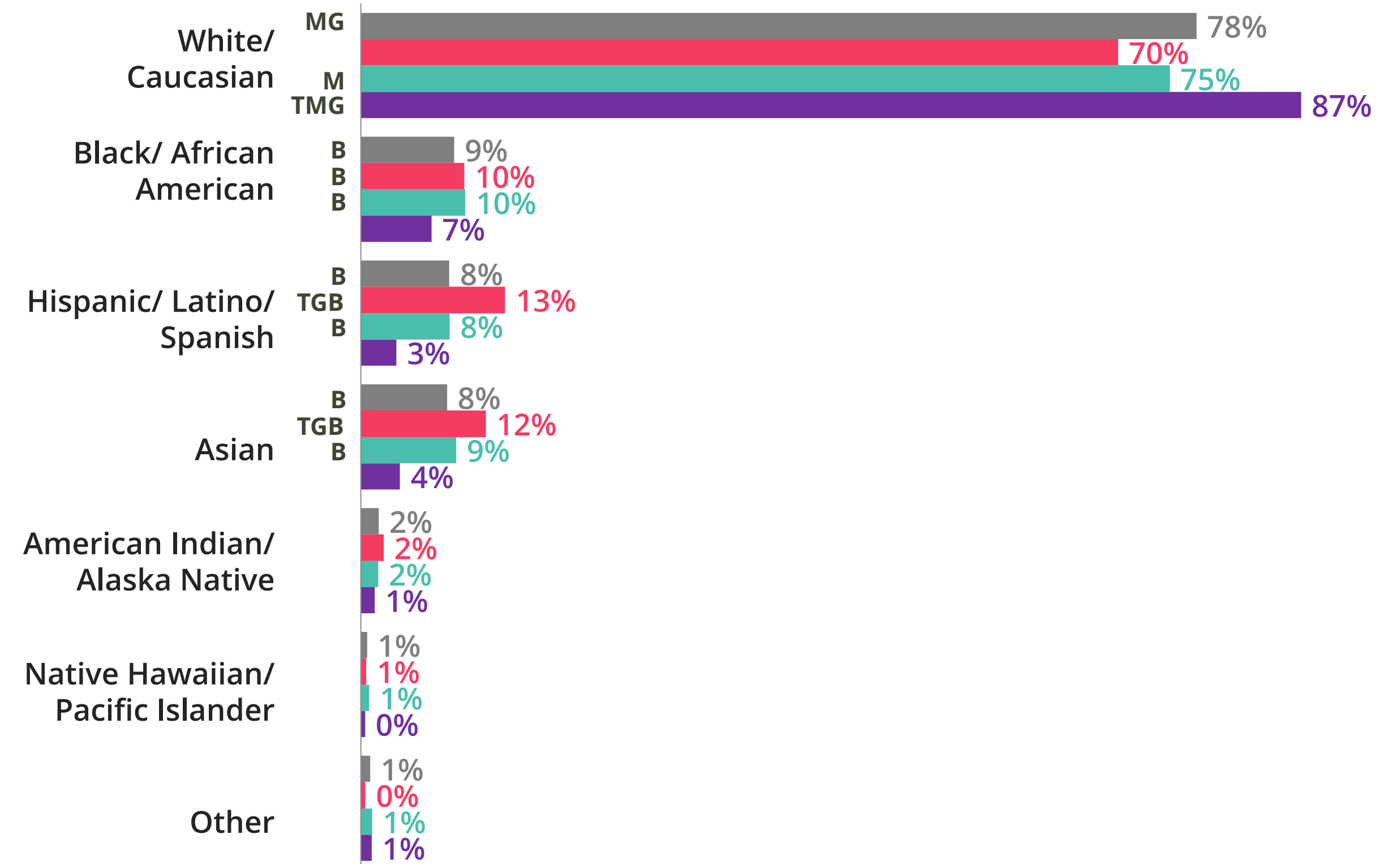


## DEMOGRAPHICS

### Highest Level of Education



### Ethnicity



● TOTAL (T) ● MILLENNIAL (M) ● GEN X (G) ● BOOMER (B)



*Survey  
Questions*



# W O M E N ' S   W E L L N E S S   S U R V E Y

**Intro:**

Everyday Health is committed to inspiring and enabling wellness. The factors that influence personal wellness today are critical for us to report, monitor and give an empathetic voice to in our editorial causes and to society at large. By taking this survey, you'll be adding your voice to this under-reported and frequently misunderstood topic. Thank you for participating. Your answers are completely private and will only be used in aggregate.

**Screenener Questions:**

- 1. What is your current age?
  - \_\_\_\_\_ years old [TERMINATE <25 OR >65]
- 2. What country do you live in? [SP]
  - Australia [TERMINATE]
  - Canada [TERMINATE]
  - United Kingdom [TERMINATE]
  - United States
  - Other (please specify) [TERMINATE]
- 3. What is your gender? [SP]
  - Female
  - Male [TERMINATE]
  - Other [TERMINATE]

QUALIFICATION: Female, Age 25-65, and US resident  
Quotas: 375 respondents in each of the following groups - 25-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60, 61-65





# WOMEN'S WELLNESS SURVEY

Survey Questions:

4. Which of the following are currently affecting your personal wellness (whether positively or negatively)? Please select all that apply. [MP][RANDOMIZE]

- Body and self-image
- Career and professional satisfaction
- Emotional and mental state
- Fitness
- Financial security
- Intimacy and sex life
- Medical challenges
- Perception of me by others
- Relationship status
- Self-worth and purpose
- Social life and trusted relationships
- Stress and anxiety
- Weight, BMI, waist size
- Work-life balance (work can be paid, unpaid or caregiving for others)
- Other (please specify) [ALLOW MANY]
- None of the above [EXCLUSIVE]

5. Please categorize the following based on how they are currently affecting your personal wellness. [IF INFLUENCES SELECTED][DRAG & DROP][RANDOMIZE][INSERT CHOICES FROM Q4]

	Positively affecting my wellness	Not affecting my wellness	Negatively affecting my wellness
Body and self-image			
Career and professional satisfaction			
Emotional and mental state			
Fitness			
Financial security			
Intimacy and sex life			
Medical challenges			
Perception of me by others			
Relationship status			
Self-worth and purpose			
Social life and trusted relationships			
Stress and anxiety			
Weight, BMI, waist size			
Work-life balance (work can be paid, unpaid or caregiving for others)			
Other [PIPE TEXT FROM Q4]			



# WOMEN'S WELLNESS SURVEY

6. In the past 12 months, about how often have you... [SLIDING SCALE] [RANDOMIZE]

	Never	Less often than monthly	Monthly	Weekly	Daily
Felt stressed, anxious or overwhelmed	-	-	-	-	-
Felt negative thoughts	-	-	-	-	-
Gotten sick or fallen ill	-	-	-	-	-
Gotten a good night's sleep	-	-	-	-	-
Faced loss or grief	-	-	-	-	-
Felt irritated, aggravated or angry	-	-	-	-	-
Felt helpless or without hope	-	-	-	-	-
Experienced a significant life change (e.g., moving, marriage, medical diagnosis, birth of a child, divorce, empty nester, career change)	-	-	-	-	-
Changed or attempted to change behavior (e.g., lose weight, sleep better, quit smoking, sit less, meditate, eat better, drink more water, not interrupt, get more physical activity)	-	-	-	-	-
Had satisfying sex	-	-	-	-	-
Laughed heartily out loud	-	-	-	-	-
Felt loved, cherished, supported or special to someone else	-	-	-	-	-

7. Which of the following, if any, are currently challenging your personal wellness? [MP][RANDOMIZE]

- Managing an illness/condition/injury
- Stressing about my life
- Anxiety about loved ones
- Eating healthy
- Fitness & exercise
- Lack of sleep
- Aging
- Not having enough time for myself
- Addiction
- Not living in a healthy environment
- Low self-esteem and/or low self-confidence
- Poor mental health
- Other (please specify)
- None of the above [EXCLUSIVE]





## WOMEN'S WELLNESS SURVEY

8. You said that the following are currently challenges to your personal wellness. Please rank these by how great of a challenge they pose to your wellbeing, where 1 is the greatest challenge.
- Managing an illness/condition/injury
  - Stressing about my life
  - Anxiety about loved ones
  - Eating healthy
  - Fitness & exercise
  - Lack of sleep
  - Aging
  - Not having enough time for myself
  - Addiction
  - Not living in a healthy environment
  - Low self-esteem and/or low self-confidence
  - Poor mental health
  - Other [PIPE TEXT FROM Q7]
9. Below are 10 values which vary in importance depending on the individual. Which of these matter most to your overall wellness goals? Please select up to 5. [DRAG & DROP] [RANDOMIZE][SELECT UP TO 5]
- Confidence in myself
  - Feeling supported/loved by others
  - Feeling sane and clear headed
  - Ability to feel energized and passionate about things
  - Having a healthy satisfying sex life
  - Having financial security
  - Feeling optimistic and not sweating setbacks
  - Being as healthy as possible (whether or not you are living with a health condition or disease)
  - Being heard and appreciated at home and at work
  - Feeling more balanced than out of control
  - Other (please specify)
  - None of the above [EXCLUSIVE]



# WOMEN'S WELLNESS SURVEY

10. How often do you worry about... [SLIDING SCALE] [RANDOMIZE ROWS]

	N/A	Never	Yearly	Monthly	Weekly	Daily
Your job/career	-	-	-	-	-	-
Your love life	-	-	-	-	-	-
Your physical health	-	-	-	-	-	-
Your mental health	-	-	-	-	-	-
Your finances	-	-	-	-	-	-
Your safety	-	-	-	-	-	-
Getting older	-	-	-	-	-	-
Your weight	-	-	-	-	-	-
Your appearance	-	-	-	-	-	-
Your loved ones	-	-	-	-	-	-
Your reproductive health	-	-	-	-	-	-
What is going on in the world	-	-	-	-	-	-
Your purpose in life	-	-	-	-	-	-

11. To what extent have the following negatively affected or sabotaged your ability to achieve your wellness goals in the past 12 months? [SP][RANDOMIZE ROWS]

	N/A	Not at all	A little	Moderately	A lot	A great deal
Feeling antisocial and not wanting to be around others	-	-	-	-	-	-
Being single	-	-	-	-	-	-
Lacking partners with shared wellness goals	-	-	-	-	-	-
Time constraints and ability to juggle	-	-	-	-	-	-
Financial constraints and priorities	-	-	-	-	-	-
My appearance and lack of self confidence	-	-	-	-	-	-
My age and not being able to do what I used to	-	-	-	-	-	-
A medical diagnosis or illness	-	-	-	-	-	-
Too little sleep and lack of energy	-	-	-	-	-	-
Feeling overwhelmed and defeatist	-	-	-	-	-	-
Inability to give up the comfort my unhealthy habits bring me	-	-	-	-	-	-
Being over-committed and over-scheduled	-	-	-	-	-	-



WOMEN'S WELLNESS SURVEY

12. To what extent do you use and rely upon the following sources to feel more informed, empowered, and in control of your own wellness? [SP][RANDOMIZE ROWS]

	Do not use/rely on this	Rarely use/ rely on this	Sometimes use/ rely on this	Often use/ rely on this	Heavily use/ rely on this
Searching the internet and finding sources I trust for wellness information	-	-	-	-	-
Reading ratings, reviews, and testimonials for wellness solutions	-	-	-	-	-
Advice from friends and family	-	-	-	-	-
Guidance from doctors and licensed health professionals	-	-	-	-	-
Advice from wellness service providers who know me (e.g., instructors, coaches, trainers, aestheticians, masseuses)	-	-	-	-	-
Websites, books, newspapers and magazines I trust	-	-	-	-	-
Informative television programs I trust	-	-	-	-	-
Podcasts I trust	-	-	-	-	-

13. Which of the following have you found help you to achieve greater wellness? Please select all that apply. [MP][RANDOMIZE]

- Over the counter products/non-prescription products (e.g., vitamins, supplements, herbs, nutraceuticals, foods, teas, juices, cleanses)
- Prescription medications and treatments
- Programs (weight loss, detox, special needs diets, other)
- Classes (e.g., yoga, meditation, spinning, pilates)
- Apps (meditation, trackers, workouts, healthy eating)
- Wearable devices (trackers, biofeedback, monitors)
- Time off and “me time” to do any or all of the above
- None of the above [EXCLUSIVE]

14. How effective have the following resources been at enabling you to actually achieve greater wellness? [SP][RANDOMIZE ROWS][ONLY THOSE SELCTED IN Q13]

	Not at all effective			Somewhat effective			Extremely effective
	1	2	3	4	5	6	7
Over the counter products/non-prescription products (e.g., vitamins, supplements, herbs, nutraceuticals, foods, teas, juices, cleanses)	-	-	-	-	-	-	-
Prescription medications and treatments	-	-	-	-	-	-	-
Programs (e.g., weight loss, detox, special needs diets)	-	-	-	-	-	-	-
Classes (e.g., yoga, meditation, spinning, pilates)	-	-	-	-	-	-	-
Apps (e.g., meditation, trackers, workouts, healthy eating)	-	-	-	-	-	-	-
Wearable devices (e.g., trackers, biofeedback, monitors)	-	-	-	-	-	-	-



# WOMEN'S WELLNESS SURVEY

15. Below are some “fill in the blank” statements. Please select the option that is the most honest without overlaying anyone’s values or needs but your own. Even if neither of the choices truly applies, or both are equal, choose the one that would give you the most immediate gratification today if you had to pick between the two. Go with your first instinct! [RANDOMIZE ROWS][BIPOLAR MATRIX]

I'd rather find a trusted...			
mental health professional	<input type="radio"/>	<input type="radio"/>	internal medicine doctor
I'd rather splurge on a...			
vacation, spa, gym membership or fitness class	<input type="radio"/>	<input type="radio"/>	aesthetic/cosmetic procedure
I'm more afraid of ...			
a cancer diagnosis	<input type="radio"/>	<input type="radio"/>	loneliness
I'd rather lose...			
the job I love	<input type="radio"/>	<input type="radio"/>	the person I love
I feel more secure because of my...			
rocking body	<input type="radio"/>	<input type="radio"/>	rocking bank account
I'd rather be complimented on my...			
physical appearance	<input type="radio"/>	<input type="radio"/>	personality or brains
I'd rather...			
look stylish	<input type="radio"/>	<input type="radio"/>	be comfortable
I'm more likely to put my needs...			
first	<input type="radio"/>	<input type="radio"/>	last
I'm more likely to...			
grab a drink	<input type="radio"/>	<input type="radio"/>	take a pill
I'm more likely to get...			
angry	<input type="radio"/>	<input type="radio"/>	sad
I'm more likely to...			
stress out or get anxious	<input type="radio"/>	<input type="radio"/>	meditate/calm myself
I'd rather...			
eat less	<input type="radio"/>	<input type="radio"/>	work out more
I crave...			
amazing food	<input type="radio"/>	<input type="radio"/>	amazing sex
The thought of being naked...			
makes me smile	<input type="radio"/>	<input type="radio"/>	makes me cringe
I spend more time thinking about...			
how I look on the outside	<input type="radio"/>	<input type="radio"/>	how I feel on the inside



# WOMEN'S WELLNESS SURVEY

16. Fears Ranking Please rank the following in terms of how much you fear them, where 1 is the item you fear the most. [RANK ORDER][RANDOMIZE]

- Cancer
- Obesity
- Being single
- Mental illness
- Being in bad debt
- No health insurance
- Sleep deprivation
- Loneliness
- Living with pain
- Losing my rights

17. Please RANK the following in terms of the amount of time/money you spend on them, where 1 is the item you spend the most time/money on. If you do not spend any time/money on an item, place it in the "do not spend any time/money" box. [RANK ORDER][RANDOMIZE]

	Spend time and/or money	Do not spend any time/money
Medical/healthcare (coaches, therapists, doctors, health educators)		
Fitness/workouts (trainers, gym, gear and apparel, classes)		
Cooking/healthy eating/healthy dining		
Fashion, beauty, aesthetics		
Travel, adventure, and hobbies		
Meditation		
Yoga		
Downtime with friends and loved ones		
School and education		

18. Please RANK the following in terms of how much you would PREFER to spend the greatest amount of time/money on, where 1 is the item you would ideally spend the most time/money on. (Please answer as if you had no obstacles.) If you ideally would not spend any time/money on an item, place it in the "would not spend any time/money" box. [RANK ORDER][RANDOMIZE]

	Spend time and/or money	Do not spend any time/money
Medical/healthcare (coaches, therapists, doctors, health educators)		
Fitness/workouts (trainers, gym, gear and apparel, classes)		
Cooking/healthy eating/healthy dining		
Fashion, beauty, aesthetics		
Travel, adventure, and hobbies		
Meditation		
Yoga		
Downtime with friends and loved ones		
School and education		



# WOMEN'S WELLNESS SURVEY

19. How satisfied are you with your overall wellness? [SP]

Extremely dissatisfied			Neither satisfied nor dissatisfied			Extremely satisfied		
1	2	3	4	5	6	7		
-	-	-	-	-	-	-		

Demographic Questions:

20. In what state do you live? [DROP-DOWN LIST OF STATES]

21. In what type of city do you live?

- Rural
- Suburban
- Urban
- Beachfront

22. What is your current marital status? Please select only one. [SP]

- Single, never married
- In a relationship, not married
- Living with partner
- Married
- Separated
- Widowed
- Divorced

23. Are you a parent (birth, adoptive, or step)? [SP]

- Yes
- No

24. Which of the following best describes your current employment status? [SP]

- Self-employed
- Employed and satisfied
- Employed but dissatisfied (searching for better)
- Looking for employment
- Retired
- None





# WOMEN'S WELLNESS SURVEY

25. What is the highest level of formal education that you have completed? [SP]

- High school or less
- College or university (Associate's or Bachelor's Degree)
- Graduate school (Master's degree or higher)

26. What is your approximate annual household income? [SP]

- Less than \$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more
- Prefer not to answer

27. Which of the following describe(s) your ethnicity? Please select as many as apply. [MP][RANDOMIZE]

- White/Caucasian
- Black/African American
- American Indian/Alaska Native
- Native Hawaiian/Pacific Islander
- Hispanic/Latino/Spanish
- Asian
- Other (please specify) [ANCHOR]