

WELLNESS MATTERS

Americans are not taking charge of their health.

84%

OF MILLENNIALS

admit to delaying health and wellness screenings beyond the recommended timeframe.

Common barriers include:

- Challenges taking time off from work.
- Feeling healthy or thinking checkups aren't needed at their age.
- Negative feelings, such as embarrassment or not liking doctors.
- Insurance issues.



77%
of Americans admit to putting off an important health checkup.

Family history matters

MORE THAN HALF OF AMERICANS REPORT FAMILY HISTORY OF CHRONIC ILLNESS/DISEASE, YET

60% admit to avoiding important health screenings.

↑ UP 20% FROM LAST YEAR

Millennials, in particular, tend to skip routine screenings at higher rates.

PAP SMEAR: 40% millennial women (34% women overall)

STD SCREENING: 32% millennials (23% overall)

FULL BODY SKIN CANCER EXAM: 31% millennials (27% overall)

BLOOD TEST: 39% millennials (32% overall)

- OTHER SCREENINGS AMERICANS ARE SKIPPING:**
- Mammogram (33%)
 - Colonoscopy (32%)
 - Prostate exam (31%)

NEARLY

1 in 4



Americans delayed a wellness appointment because they felt healthy or didn't think they needed checkups at their age.

Community matters

AFRICAN AMERICANS & HISPANICS expressed the importance of culturally relevant resources and having a health professional from a similar background.

MORE THAN HALF of African Americans (59%) and half of Hispanics (50%) said they are more likely to seek preventive care from sources that come from a similar cultural background.

42% of Hispanics say language is a barrier to understanding their health care needs.



Preventive wellness matters

YET MANY AMERICANS SEEM TO BE GAMBLING WITH THEIR HEALTH.

Many are using convenience care for their health care needs instead of keeping regular wellness appointments:

70% Gen Z and 66% millennials primarily use urgent care or the emergency room for their health care needs.

20% of Gen Z and millennials

PUT OFF SEEING THEIR DOCTOR

even though they had a nagging feeling something was wrong (compared to 13% Gen X and 11% baby boomers).



Among those diagnosed with cancer, **56%**

found out at a regularly scheduled screening or routine exam.

29% received their diagnosis after a friend or loved one encouraged them to see a doctor.

SUPPORT MATTERS

Don't Wait. Advocate!

Nearly 3 in 4 felt positively, either thankful or relieved, after a friend or loved one urged them to go to the doctor.

- 79% of Hispanics are more likely to go to the doctor based on a friend or loved one's encouragement.
- Men are more likely than women to see a doctor if encouraged by a loved one (73% vs 65%).
- All genders, ethnicities and generations say spouses and partners are the biggest health advocates outside of themselves.
- For younger generations, parents are among top influences, and as Americans age, their children become a bigger part of their advocacy team.



Wellness matters. Own it!

For tips on taking control of your own health and encouraging others to do the same, visit [Aflac.com/WellnessMatters](https://www.aflac.com/WellnessMatters).

LEARN MORE AT [AFLAC.COM/WELLNESSMATTERS](https://www.aflac.com/WellnessMatters).

About the study: The 2024 Wellness Matters Survey was conducted among a nationally representative sample of 2,000 employed U.S. adults ages 18-65 in April 2024 by Kantar Profiles on behalf of Aflac.

The results from the 2024 Wellness Matters Survey are intended for informational purposes only.

WWHO | 1932 Wynnton Road | Columbus, GA 31999
EXP 7/25