



In Our Normalization Era: Talkspace's Second Annual Survey Validates Surge in Mental Health Openness and Calls for Greater Mental Health Care Access Across Generations

August 1, 2024

- 85% of respondents believe people are more open to therapy than they were 5 years ago
- 84% of respondents are not confident government policy makers are prioritizing mental health care accessibility and affordability
- Gen Z and 65+ respondents tie for citing loneliness as a top concern

NEW YORK--(BUSINESS WIRE)--Aug. 1, 2024-- Talkspace (NASDAQ: TALK), a leading online behavioral health company, today released the results of its second annual New Normalization survey. This year's report titled, "In Our Normalization Era," found that openness around mental health conversations continues to grow across all generations, with respondents significantly more open to discussing their mental health than they were five years ago. It also revealed that expectations for mental health support from employers and the government remain overwhelmingly high, but that 84% of respondents are not confident that federal, state and local leaders are prioritizing mental health care accessibility and affordability.

Echoing last year's results, respondents affirmed that mental health talk is no longer taboo, and going to therapy is seen as routine. In fact, 85% of respondents believe people are more open to therapy than they were 5 years ago, up from 81% in 2023. Additionally, respondents reported less stigma and more acceptance of discussing mental health challenges with their peers. Sixty-eight percent (68%) are more likely to discuss mental health with their friends, up from 65% in 2023, and 65% are more likely to discuss mental health with their partner, up from 60% in 2023. The survey also found that mental health now qualifies as an everyday discussion topic. Respondents ranked it among the top 3 personal topics they regularly discuss with their friends, speaking about it more openly than politics, religion, sex, or finances.

"At Talkspace, we believe that mental health should be a fundamental part of healthcare. Just as we have a primary care physician, we should have a licensed mental health professional to whom we can turn for regular care. Our latest survey confirms that people are more willing than ever to discuss their mental health and seek therapy, breaking down stigmas that have existed for far too long," said Jon R. Cohen, MD, CEO of Talkspace. "There is a clear need for comprehensive mental health benefits and an expectation that support systems are in place to ensure the well-being of all individuals."

Other key takeaways from the survey include:

Insights from Gen Z to the Greatest Generation:

- The survey revealed that younger generations, particularly Gen Z, are perceived to experience the most mental health challenges like loneliness and depression, but are also perceived as the most open to seeking therapy compared to other generations by far.
- As for the loneliness epidemic, among our community it is most reflected in the experience of the youngest (18-24) and oldest (65+) cohorts. For those age groups it was ranked #4 as a topic frequently discussed in therapy, but it didn't make the top 5 for other generations.
- Top topics discussed in therapy (all generations): Relationship issues with my family (57%), relationship issues with my partner or significant other (54%), trauma from my past (51%), low sense of self worth (42%), work or work relationships (42%), loneliness (29%).

Expectations of healthcare coverage, employers and higher ed institutions:

- 99% believe mental health treatment should be covered by insurance, even for people who don't have a diagnosed condition, in the same way that preventive care is covered for physical health.
- Among full-time employed respondents, mental health benefits rank the #1 benefit they want to receive from their employer, ahead of flex days (#2) and remote work options (#3).
- 98% of college students surveyed overwhelmingly believe that mental health support should be provided by their institutions.

Bi-Partisan Plea: Elected leaders are viewed as neglecting mental health

- 84% of respondents are not confident that federal, state, and local leaders are prioritizing mental health care accessibility and affordability.
- When prompted further on this topic, the majority (60%) believe that members of both major political parties are equally negligent in this area, while 30% believe that one party is doing a better job than the other of prioritizing people's mental health needs.

Talkspace surveyed 3,144 current, former, and prospective members of their virtual therapy offerings between March 20-26, 2024. The survey was created and analyzed in partnership with the Talkspace research department. The results of the survey do not necessarily represent the general population. No personal health information was collected during the administration of the survey, and each respondent was made aware that the survey was anonymous.

Click [here](#) to download the survey report (free but requires email address).

About Talkspace

Talkspace (NASDAQ: TALK) is a leading virtual behavioral healthcare company committed to helping people lead healthier, happier lives through access to high-quality mental healthcare. At Talkspace, we believe that mental healthcare is core to overall health and should be available to everyone.

Talkspace pioneered the ability to text with a licensed therapist from anywhere and now offers a comprehensive suite of mental health services from self-guided products to individual and couples therapy, in addition to psychiatric treatment and medication management. With Talkspace's core psychotherapy offering, members are matched with one of thousands of licensed providers across all 50 states and can choose from a variety of subscription plans including live video, text or audio chat sessions and/or unlimited, asynchronous text messaging.

All care offered at Talkspace is delivered through an easy-to-use, fully encrypted web and mobile platform that meets HIPAA, federal, and state regulatory requirements. Talkspace covered approximately 112 million lives as of May 2, 2023, through our partnerships with employers, health plans, and paid benefits programs.

For more information, visit www.talkspace.com.

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