

Men's health research

MAY 2021

hims & hers

Project background

Overview

OBJECTIVE

Hims set out to explore men's attitudes toward their health in five areas: mental health, physical wellness, sexual wellness, hair and skin. This deck covers key data points uncovered in this consumer research.

TIMELINE

The survey was conducted from April 15th - April 16th, 2021

METHODOLOGY

Online quantitative survey conducted using [LUCID Marketplace](#) and [SurveyMonkey](#)

AUDIENCE

The survey was conducted among N=1403 U.S. men ages 25-45

Demographics

GENDER

100% male
identifying

AGE

- 25–29: 18%
- 30–34: 24%
- 35–39: 27%
- 40–45: 31%

ETHNICITY

- White / caucasian: 73%
- Hispanic / Latino / Latinx: 19%
- Black / African American: 12%
- Asian: 6%
- Other ethnicity: 6%
- Prefer not to answer: 2%

REGION

- Northeast: 22%
- Midwest: 18%
- South: 37%
- West: 23%

Key findings

Key insights

Overall

Many men are **dealing with health issues** that **impact their daily lives** – whether that's mental health issues, sexual health, hair or skin concerns. However, there are still **stigmas that exist** that prevent men from **asking for** or **seeking out help**. There also may be a lack of education on or awareness about products and solutions that can help men take even more control of their health

Mental health

In the past year, most men **experienced high levels of stress**, and symptoms of **anxiety** and **depression**; however, **many do not seek help** and there are perceived barriers when it comes to mental health treatment. Culturally, asking for help has been associated with weakness and this **stigma** may still be **preventing men** from **getting mental health support**

Physical health

Men want to **feel in control** of their **health**. **Exercising regularly** is how they stay healthy; diet is not as big of a priority. When health issues arise, they **do their own research** first and only seek out **medical help** as the **last option**. This mentality may be stopping men from getting the right healthcare before it's too late

Sexual wellness

Despite being **sexually confident**, men find it difficult to **discuss sexual health concerns** with partners. Men who experience **erectile dysfunction** say **sexual health concerns** significantly **impact their relationships** and sex lives. **Talking about sex** still seems to carry stigma and men may prefer more discreet ways of getting sexual health help.

Hair

Hair loss and thinning **negatively impacts** men's **confidence** in daily life, in relationships and in the workplace, but they **aren't turning to hair loss solutions** to improve this issue. This may indicate a lack of awareness around effective hair loss solutions or treatments that exist in the market

Skin

A decade ago, a men's skin routine was unheard of. Now, **most men** have an **easy and quick skincare routine**. But, the one product they aren't using is **sunscreen**. Melanoma is impacting young men at a significantly high rate and it's important that men start to add this product into their skin care toolkit

Data deep dive

Mental health

In the past year, men experienced high levels of stress, and symptoms of anxiety and depression; however, many do not seek help and there are perceived barriers when it comes to mental health treatment



A majority of men experienced high stress and symptoms of anxiety and depression in the past year; however only half (52%) have ever sought out help for their mental health concerns

IN THE PAST YEAR..

82%

experienced moderate to extreme stress

73%

experienced anxiety

61%

experienced depression

Q22. How stressed have you been, if at all, in the past year? (N=1361)

Q26. Have you experienced any anxiety in the past year? (N=1360)

Q28. Have you experienced symptoms of depression in the past year? (N=1360)

The biggest barriers to seeking out therapy include feeling that 'it's not needed', high cost, lack of comfort and difficulty finding treatment

- Although the majority experience mental health concerns, 51% say they do not need therapy
- 23% believe therapy is too expensive
- 22% are not comfortable with going to therapy
- 22% report difficulty finding a mental health professional or not knowing how to get started in looking

REASONS FOR NOT SEEKING THERAPY (N=659)

I don't think I need therapy	51%
It's too expensive	23%
I'm not comfortable with going to therapy	22%
I don't have the time to commit to therapy	18%
I'm skeptical that therapy helps	15%
I don't know how to start looking for a mental health professional	11%
It's too difficult to find a mental health professional	11%

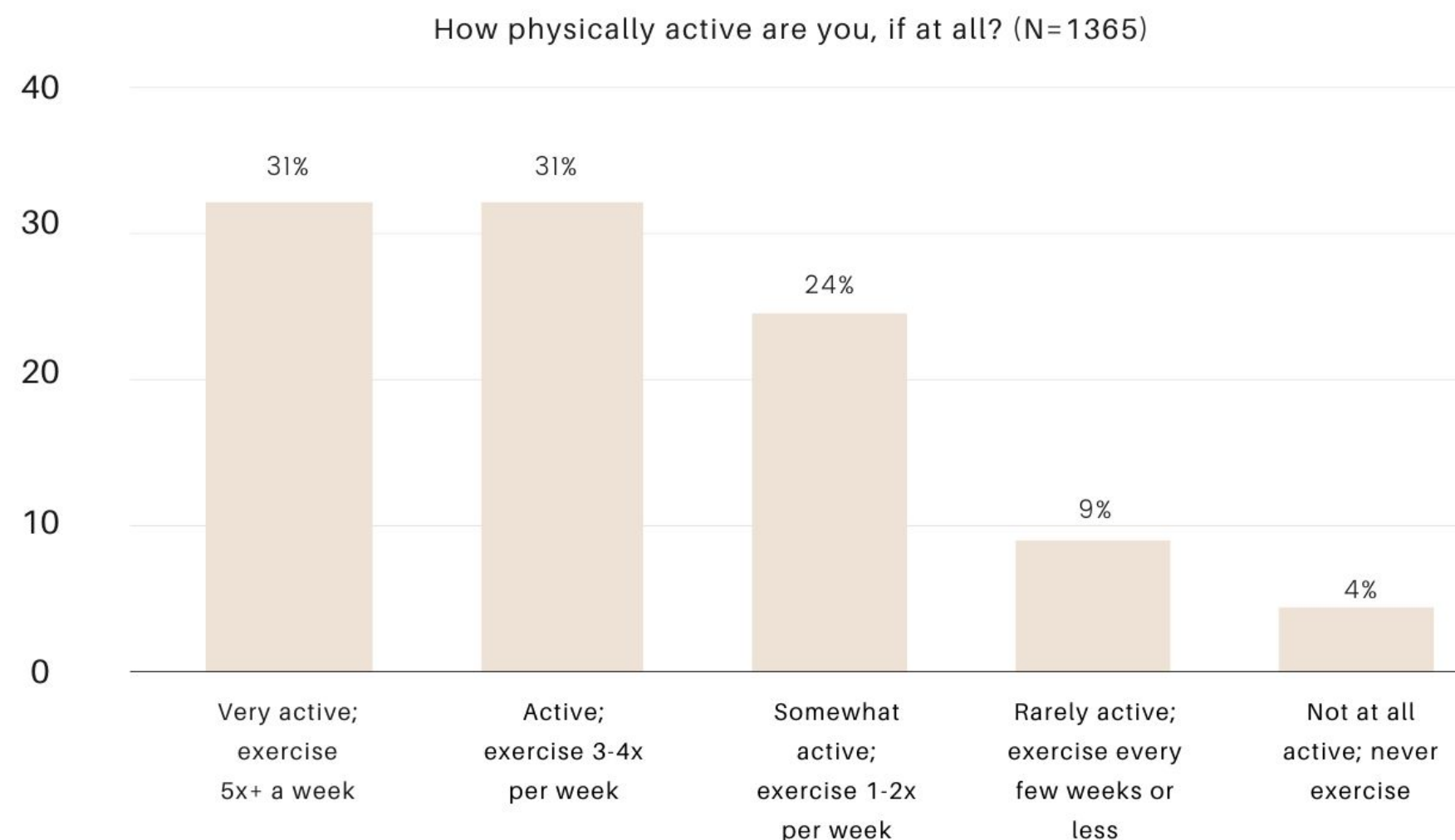
Men want to feel in control of their health ; they stay healthy through exercise. When health issues arise, they do their own research first and only seek out medical help as the last option



Physical health

Men prioritize their physical health; 6 out of 10 exercise at least 1-2 times a week, and many feel confident about their body

- 63% (T2B) consider themselves physically active
- 44% (T2B) say they are confident with their body
- Eating habits are less of a priority; 54% (T2B) say eating healthy is very important to them



Q10. How important is it, if at all, that you eat a healthy diet? (N=1365)

Q11. How confident are you, if at all, with your body? (N=1365)

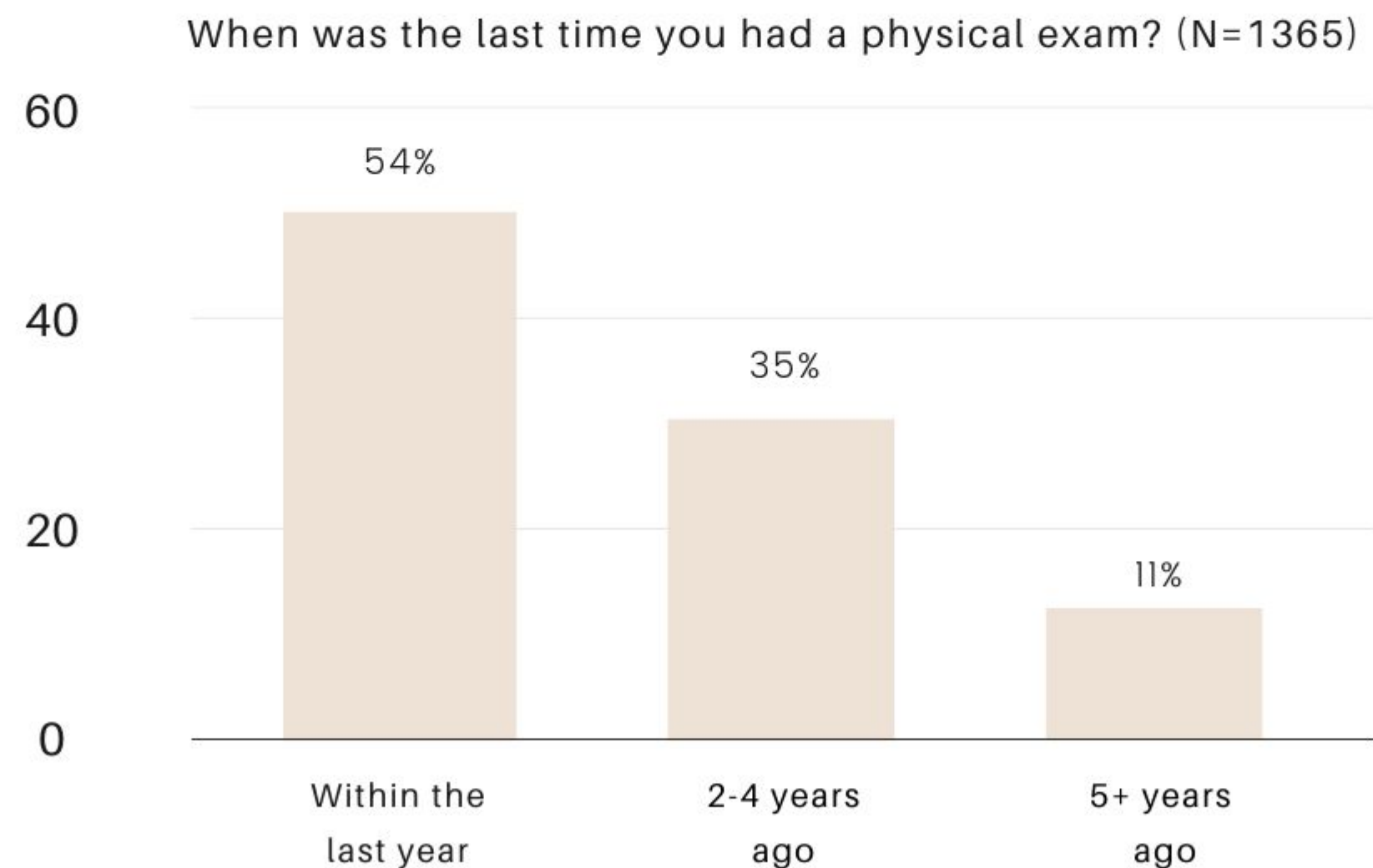
Q12. How physically active are you, if at all? (N=1365)

Most men turn to Google for health advice - although a third feels that they don't have clear answers to their health questions; most only seek out a doctor when a problem becomes serious

- **49% (T2B) avoid going to the doctor** until they are having a **serious problem**
- **44% (T2B) say that Google is their go-to source** for health advice
- **34% (T2B) don't have clear answers** or solutions to their **health issues**

Despite many reporting that they put off seeing a doctor for health issues, the annual physical might be starting to become more popular amongst men

About half (54%) of adult men reported going for a physical in the last year despite COVID-19; 89% went within the last 1-4 years



Sexual wellness

Despite being sexually confident, men find it difficult to discuss sexual health concerns with partners. Men who experience erectile dysfunction say sexual health concerns significantly impact their relationships and sex lives

More men are sexually confident than they are body confident

56%
(T2B)

are sexually
confident

44%
(T2B)

are body
confident

The majority of men do not get regular STI testing; A handful of men do not use protection when having sex with new partners

TESTING

- **63% do not** get regularly **tested** for **sexually transmitted infections** (STIs)
 - **37%** say they **don't get tested** because they are in **monogamous relationships**
 - **16%** say they **don't get tested** because they are **not sexually active**

PROTECTION

- **1 out of every 5** (21%) report **never using protection** when having **sex with a new partner**

Discussing sex issues with a partner is considered stigmatized and uncomfortable for some

1 in 5 men

(B2B)

say they are **uncomfortable** talking about **sexual health concerns**, such as STDs/STIs, erectile dysfunction and sexual drive, **with their partner**

A landscape photograph showing a dirt path leading towards a group of people in the distance. The scene is hazy and overcast, with a mix of dry grass and rocks on the ground. The text is overlaid on the image.

36%

**have experienced
erectile dysfunction
in the last year**

ED takes a toll on relationships and dating

- **59%** (T2B) say **ED** impacts their **relationship with their partner or dating life**
- **54%** (T2B) **avoid sexual encounters** because of ED
- **53%** (T2B) often **fight with their partner** because of ED

Most men will make lifestyle changes, such as exercise and diet, to improve their ED

48% of men use **lifestyle changes** to combat ED

A sizable amount of men also use..

- **Techniques**, such as solo masturbation and pornography
- **Treatments**, including prescriptions and supplements

ED TREATMENTS AND TECHNIQUES USED (N=493)

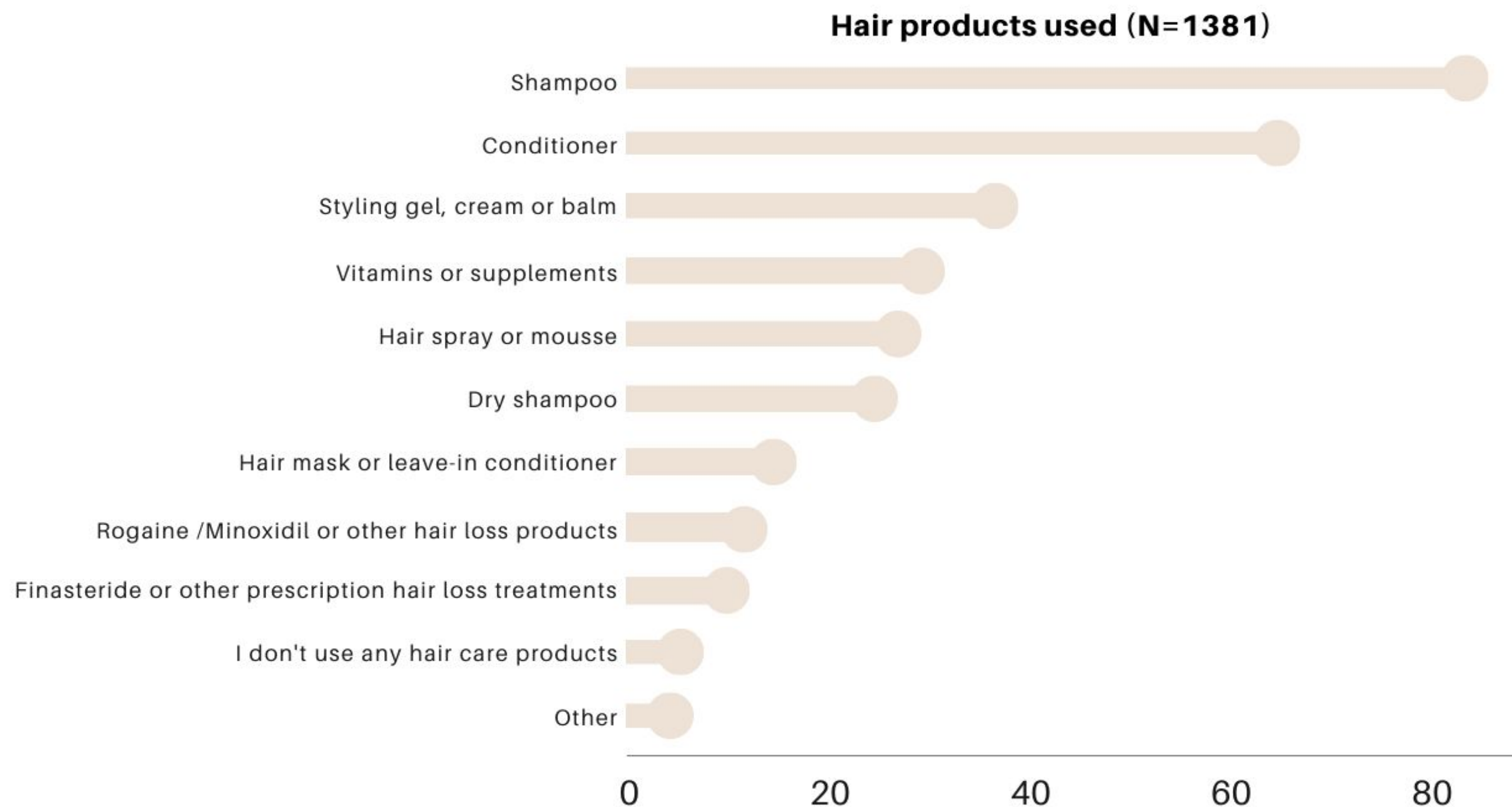
Lifestyle changes (e.g. exercise, diet, alcohol consumption)	48%
Solo masturbation	38%
Prescription ED medication (e.g. Viagra (Sildenafil), Cialis (Tadalafil))	37%
Pornography	36%
Supplements or vitamins or other non-prescription pills	35%
Mental health therapy	31%
Wearable devices or sex toys	15%
I have not tried any of these	4%

Hair



Hair loss and thinning negatively impacts men's confidence in daily life, in relationships and in the workplace – but there are still barriers to getting or seeking the right treatments

Shampoo, conditioner and styling products are the top hair products men use



Hair loss and thinning is common amongst men ages 25-45 and it negatively affects multiple aspects of their lives

61%

have
experience
hair loss or
hair thinning

Of those that experience hair loss...

- **57%** feel the need to **cover up their hair loss** as often as possible
- **57%** **think about** their **hair loss** on a **daily basis**
- **48%** are **less confident** in the **workplace** due to hair loss
- **47%** say **hair loss** impacts their **relationships** with partners or **dating** life

Despite the emotional impact of hair loss, many men with hair loss have not used specific hair loss solutions or treatments nor have they talked to a doctor about this issue

64%

have not used hair loss treatments, such as Rogaine or Finasteride

42%

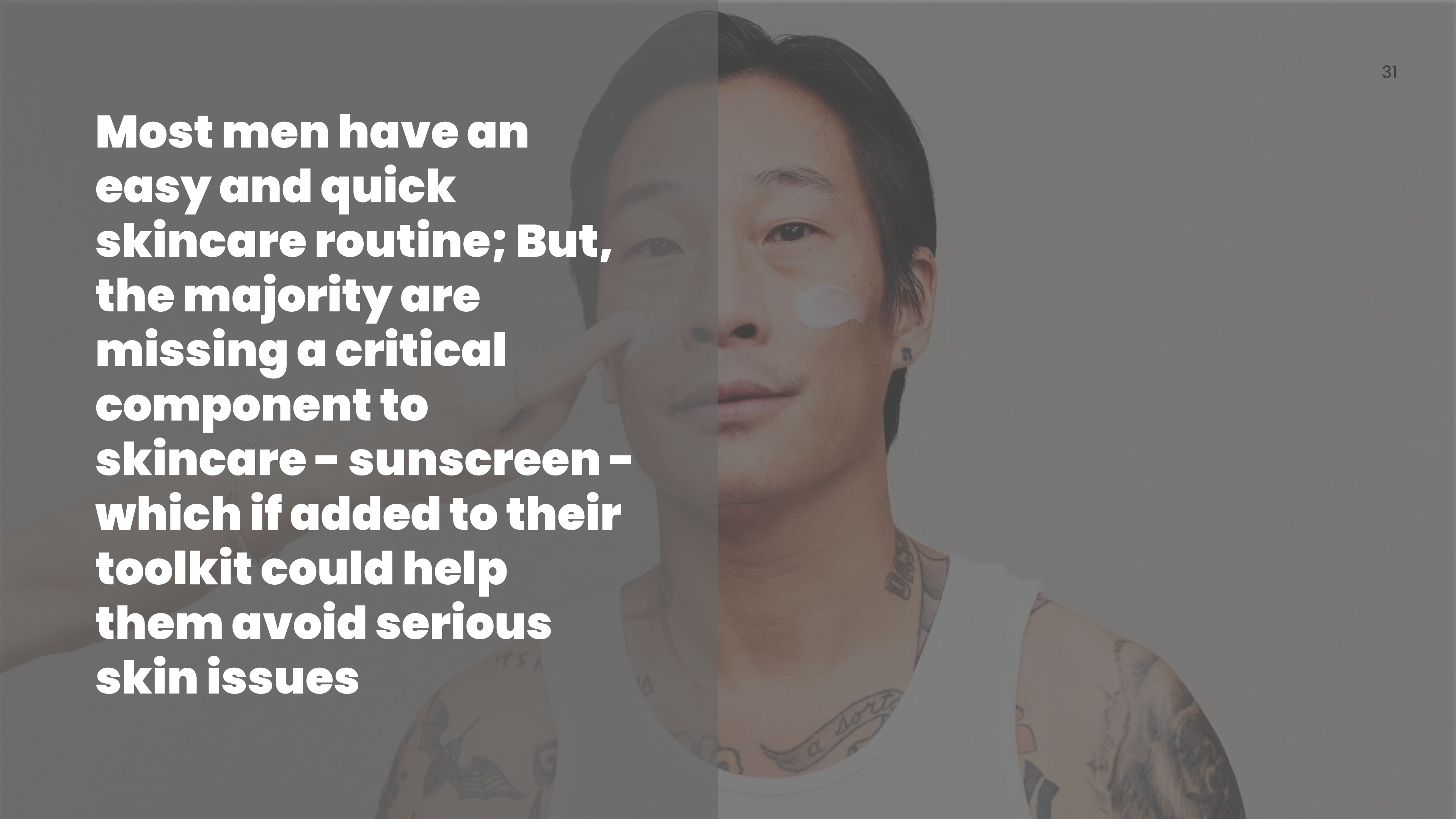
have not talked to a doctor about their hair loss

Q5. [ONLY THOSE WHO INDICATE HAIR LOSS IN Q6] What hair care products, if any, do you use? (Check all that apply) (N=843)

Q7. [TO THOSE WHO INDICATE HAIR LOSS IN Q6] Have you seen a doctor or other medical provider about your hair loss or hair thinning? (N=843)

skin

Most men have an easy and quick skincare routine; But, the majority are missing a critical component to skincare – sunscreen – which if added to their toolkit could help them avoid serious skin issues

A man with dark hair and a white tank top is shown from the chest up. He is applying a white cream to his right cheek with his right index finger. He has several tattoos on his neck and arms. The background is a plain, light color.

Men use simple skincare routines, most often consisting of shaving products, cleanser and moisturizer

59%

use 1-3 skincare products

SKIN PRODUCTS USED (N=1273)

Shaving products	56%
Cleanser / Face wash	56%
Moisturizer	54%
Sunscreen	39%
Vitamins or supplements	29%
Masks	28%
Facials	27%
Eye cream	21%
Pads or wipes	20%
Exfoliant(s)	19%
Spot treatment	18%
Serum(s)	13%
Prescription skincare product(s)	13%
Toner(s)	12%
Botox or fillers	8%

Q1. How many skincare products, if any, do you typically use each day? (N=1403)

Q2. [TO THOSE WHO INDICATE SKIN PRODUCT USAGE IN Q1.] What skincare products or treatments do you use? (Check all that apply) (N=1273)

Many men are still unaware or not concerned about the importance of daily sunscreen; more education on sunscreen may be necessary

**6 out of 10
do not use
sunscreen**

The lack of sunscreen usage is concerning as melanoma has been on the rise, especially in young men:

- Head and neck melanoma increased 51% from 1995 to 2014 with this demographic
- Two-thirds of deaths from melanoma are young men
- Young men are 55% more likely to die from melanoma than women in the same age group

THANK YOU

EMAIL PRESS@FORHIMS.COM WITH ALL QUESTIONS

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Appendix

Q1. How many skincare products, if any, do you typically use each day? (N=1403)

Answer Choices	Responses
1-3	59%
4-6	25%
7-9	4%
10+	3%
I don't use any products	8%

Q2. [TO THOSE WHO INDICATE PRODUCT USAGE IN Q1.] What skincare products or treatments do you use? (Check all that apply) (N=1273)

Answer Choices	Responses
Shaving products	56%
Cleanser / Face wash	56%
Moisturizer	54%
Sunscreen	39%
Vitamins or supplements	29%
Masks	28%
Facials	27%
Eye cream	21%
Pads or wipes	20%
Exfoliant(s)	19%
Spot treatment	18%
Serum(s)	13%
Prescription skincare product(s)	13%
Toner(s)	12%
Botox or fillers	8%

*Percentages are rounded to the nearest whole number

Hair

Q5. What hair care products, if any, do you use? (Check all that apply) (N=1381)

Answer Choices	Responses
Shampoo	82%
Conditioner	62%
Styling gel, cream, or balm	38%
Vitamins or supplements	29%
Hair spray or mousse	26%
Dry shampoo	22%
Hair mask/leave-in conditioner	18%
Rogaine / Minoxidil or other hair loss products	13%
Finasteride or other prescription hair loss treatments	11%
I don't use any hair care products	2%
Other	1%

Q6. Have you experienced hair loss or hair thinning? (N=1381)

Answer Choices	Responses
Yes	61%
No	39%

Q7. [TO THOSE WHO INDICATE HAIR LOSS IN Q6] Have you seen a doctor or other medical provider about your hair loss or hair thinning? (N=843)

Answer Choices	Responses
Yes	58%
No	42%

Q8. [TO THOSE WHO INDICATE HAIR LOSS IN Q6] To what extent, if any, do you agree or disagree with the following statements? (N=843)

Answer Choices	Responses T2B
I'm less confident in the workplace because of hair loss	48%
Hair loss impacts my relationship with my partner or my dating life	47%
I feel the need to cover up my hair loss as often as possible	57%
I think about my hair loss on a regular basis	57%

Physical health

Q9. When was the last time you had a physical exam? (N=1365)

Answer Choices	Responses
Within the last year	54%
2-4 years ago	35%
5+ years ago	11%

Q10. How important is it, if at all, that you eat a healthy diet? (N=1365)

Answer Choices, Scale 1-5	Responses
1 - extremely important	32%
2	24%
3 - somewhat important	30%
4	10%
5 - not at all important	4%

Q11. How confident are you, if at all, with your body?(N=1365)

Answer Choices, Scale 1-5	Responses
1 - I'm not at all confident with my body	5%
2	13%
3 - I'm moderately confident or content with my body	38%
4	24%
5 - I'm extremely confident with my body	20%

Q12. How physically active are you, if at all? (N=1365)

Answer Choices	Responses
Very active, I exercise 5 or more times per week	31%
Active, I exercise 3-4 times per week	31%
Somewhat active, I exercise 1-2 times per week	24%
Rarely active, I exercise every few weeks or less often	9%
Not at all active, I never exercise	4%

Q13. To what extent, if any, do you agree or disagree with the following statements? (N=1365)

Answer Choices	Responses T2B
I avoid going to the doctor until I'm having a serious problem	49%
Google is my go-to source for health advice	44%
I don't have clear answers or solutions to my health issues	34%

Sexual wellness

Q14. On average, how often, if ever, do you have sex in a week? (N=1365)

Answer Choices	Responses
0 times	18%
1-2 times	48%
3-4 times	28%
5+ times	7%

Q15. How often, if ever, do you use protection when having sex with a new partner? (N=1365)

Answer Choices	Responses
Every single time	27%
Most of the time	25%
Some of the time	15%
Never	21%
N/A	12%

Q16. Do you get tested regularly for STDs? (N=1365)

Answer Choices	Responses
Yes, I get tested regularly	38%
No, because I'm not sexually active	16%
No, because I'm in a monogamous relationship	37%
No, for another reason not listed	10%

Q17. How sexually confident are you, if at all? (performance, sexual attractiveness, stamina, etc.) (N=1365)

Answer Choices, Scale 1-5	Responses
1 - I'm not at all sexually confident	5%
2	8%
3 - I'm moderately sexually confident	31%
4	28%
5 - I'm extremely sexually confident	28%

Q18. How comfortable are you, if at all, talking about sexual health concerns with your partner? (STDs/STIs, erectile dysfunction, sexual drive, etc.) (N=1365)

Answer Choices	Responses
I'm extremely comfortable	43%
I'm very comfortable	36%
I'm somewhat comfortable	16%
I'm not at all comfortable	5%

Erectile dysfunction

Q19. Have you ever experienced erectile dysfunction (ED) in the past year? (N=1365)

Answer Choices	Responses
Yes	36%
No	64%

Q20. [TO THOSE WHO INDICATE ED IN Q19] Which of the following, if any, have you tried to help with ED? Check all that apply. (N=493)

Answer Choices	Responses
Lifestyle changes (e.g. exercise, diet, alcohol consumption)	48%
Solo masturbation	38%
Prescription ED medication (e.g. Viagra (Sildenafil), Cialis (Tadalafil))	37%
Pornography	36%
Supplements or vitamins or other non-prescription pills	35%
Mental health therapy	31%
Wearable devices or sex toys	15%
I have not tried any of these	4%

Q21. [TO THOSE WHO INDICATE ED IN Q19] To what extent, if any, do you agree or disagree with the following statements? (N=493)

Answer Choices	Responses T2B
ED impacts my relationship with my partner or my dating life	59%
I avoid sexual encounters because of ED	54%
I often fight with my partner because of ED	53%
I'm worried I will never get my erection back to what it used to be	58%

Mental health

Q22. How stressed have you been, if at all, in the past year? (N=1361)

Answer Choices, Scale 1-5	Responses
1 - Not stressed at all	7%
2	11%
3 - Moderately stressed	38%
4	23%
5 - Extremely stressed	22%

Q23. Do you have a support system (e.g. friends, family, etc.) that you talk to about your stressors? (N=1361)

Answer Choices	Responses
Yes	78%
No	22%

Q24. Have you ever sought out mental health help (e.g. mental health therapy, psychiatry or support groups)? (N=1361)

Answer Choices	Responses
Yes	52%
No	48%

Q25. [TO THOSE WHO INDICATE SEEKING MENTAL HEALTH SUPPORT IN Q24] Why have you not sought out therapy? (Check all that apply) (N=659)

Answer Choices	Responses
I don't think I need therapy	51%
It's too expensive	23%
I'm not comfortable with going to therapy	22%
I don't have the time to commit to therapy	18%
I'm skeptical that therapy helps	15%
I don't know how to start looking for a mental health professional	11%
It's too difficult to find a mental health professional	11%

Q26. Have you experienced any anxiety in the past year? (N=1360)

Answer Choices	Responses
Yes	73%
No	27%

Q27. [TO THOSE WHO INDICATE EXPERIENCING ANXIETY IN Q26] Have you seen a mental health professional about your anxiety? (N=991)

Answer Choices	Responses
Yes	57%
No	43%

Q28. Have you experienced symptoms of depression in the past year? (N=1360)

Answer Choices	Responses
Yes	61%
No	39%

Q29. [TO THOSE WHO INDICATE EXPERIENCING DEPRESSION IN Q28] Have you seen a mental health professional about your depression symptoms? (N=831)

Answer Choices	Responses
Yes	65%
No	35%