

A stylized illustration of a person's head and shoulders. The person has a pink face with closed eyes and a slight smile. Their hair is brown. The top of their head is replaced by a light blue bowl containing several green-stemmed flowers with pink and yellow petals. The background is a dark blue circle on a lighter blue background.

# Mental Health Report

## February 2025

# Background & Methodology

ThinkNow conducted a survey among a nationally representative sample of adults in the U.S. and Mexico. This study provides valuable cross-cultural insights into the perception and discussion of mental health. The following presents a comparative analysis of these findings.

TOTAL SAMPLE SIZE: N=1,550

TOTAL SAMPLE SIZE: N=560



**Survey Method**  
Online Survey



**Survey Method**  
Online Survey



**Regional Coverage**  
National

**Regional Coverage**  
National



**Field Timing**  
September 23 – October 14 , 2024

**Field Timing**  
October 18, 2024 – February 06 , 2025



**Screening Criteria**  
18+ years of age  
Live in the U.S.

**Screening Criteria**  
18+ years of age  
Live in Mexico

# Key Findings

- Approximately three-quarters of adults in the U.S. and México assess their mental health as 'excellent' or 'good.' However, when analyzed by age group, **Gen Z and Millennials in both countries report lower self-rated mental health compared to older generations.**
- Around 3 in 10 respondents report that their mental health has impacted them 'somewhat' or 'significantly' at work in both countries. **U.S. Gen Z respondents are twice as likely as their Mexican counterparts to indicate that their mental health has affected their work.**
- In both the U.S. and México, about **half of the respondents have practiced a self-care activity, with exercise being the most common.** Other activities like meditation, journaling, and the use of mental health apps are more common in the U.S. than in México.
- In both the U.S. and Mexico, **the most widely available community resources reported by respondents include counseling centers or therapists, online resources and helplines, as well as community support groups.**



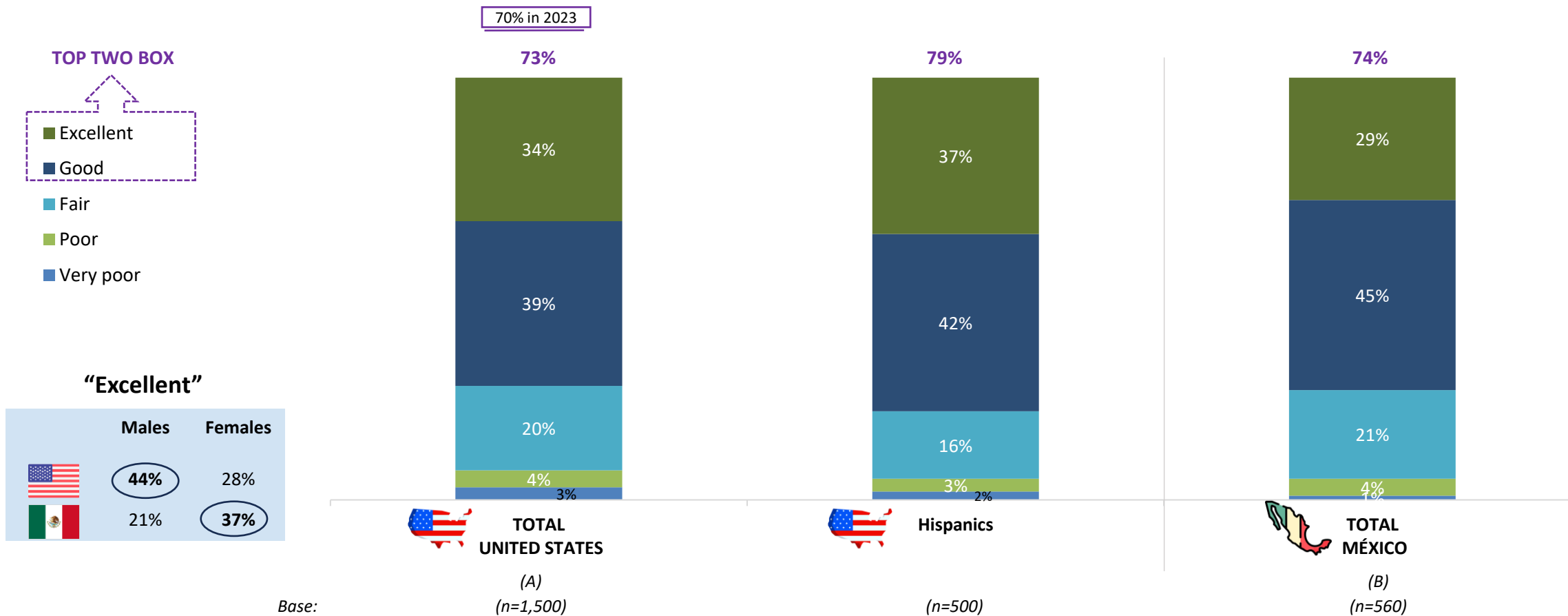


# Detailed Findings

# Overall, about three-quarters of adults in the U.S. and Mexico rate their mental health as “excellent” or “good.”

- 🇺🇸 Hispanics in the U.S. give their mental health a slightly more positive rating (79% excellent/good).
- 🇺🇸 In the U.S., males are significantly more likely than females to give their mental health an “excellent” rating; the opposite is true in Mexico.

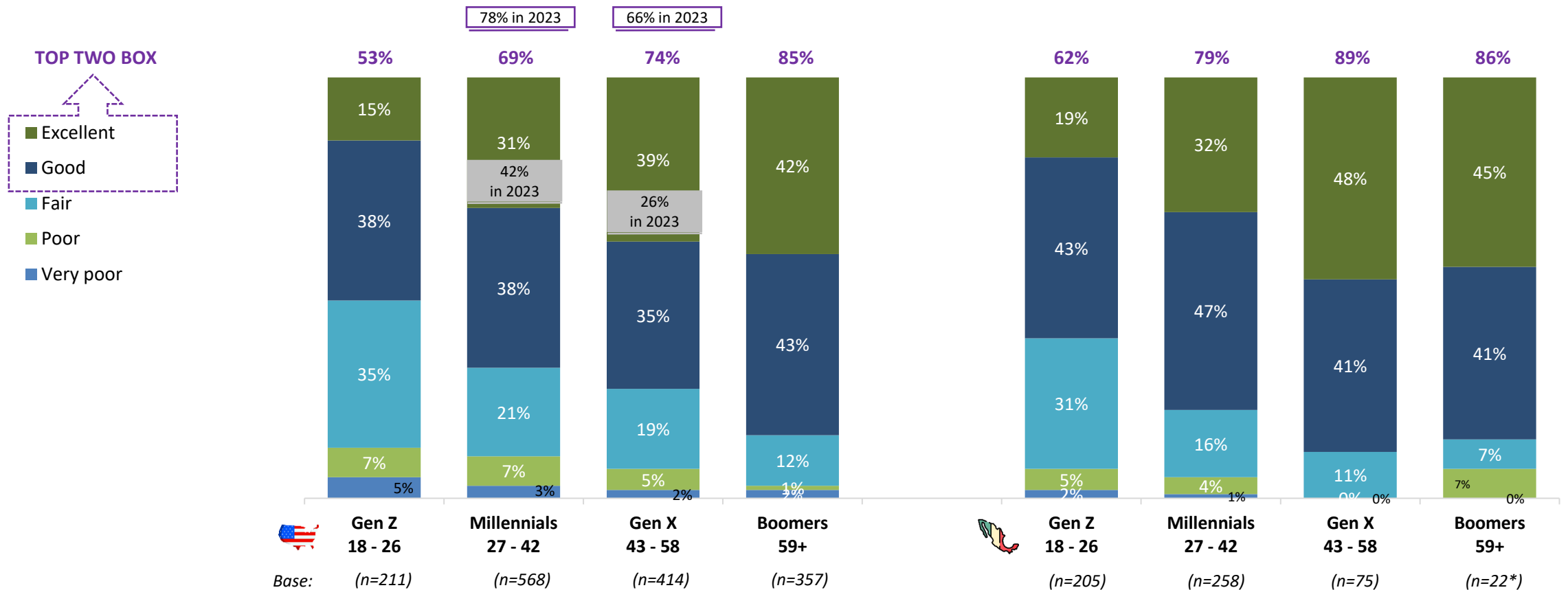
Overall, how would you rate your mental health?



# In both countries, GenZers and Millennials give their mental health a less favorable grade than their older cohorts.

🇺🇸 GenZers and Millennials in the U.S. are more critical of their mental health than their Mexican counterparts.

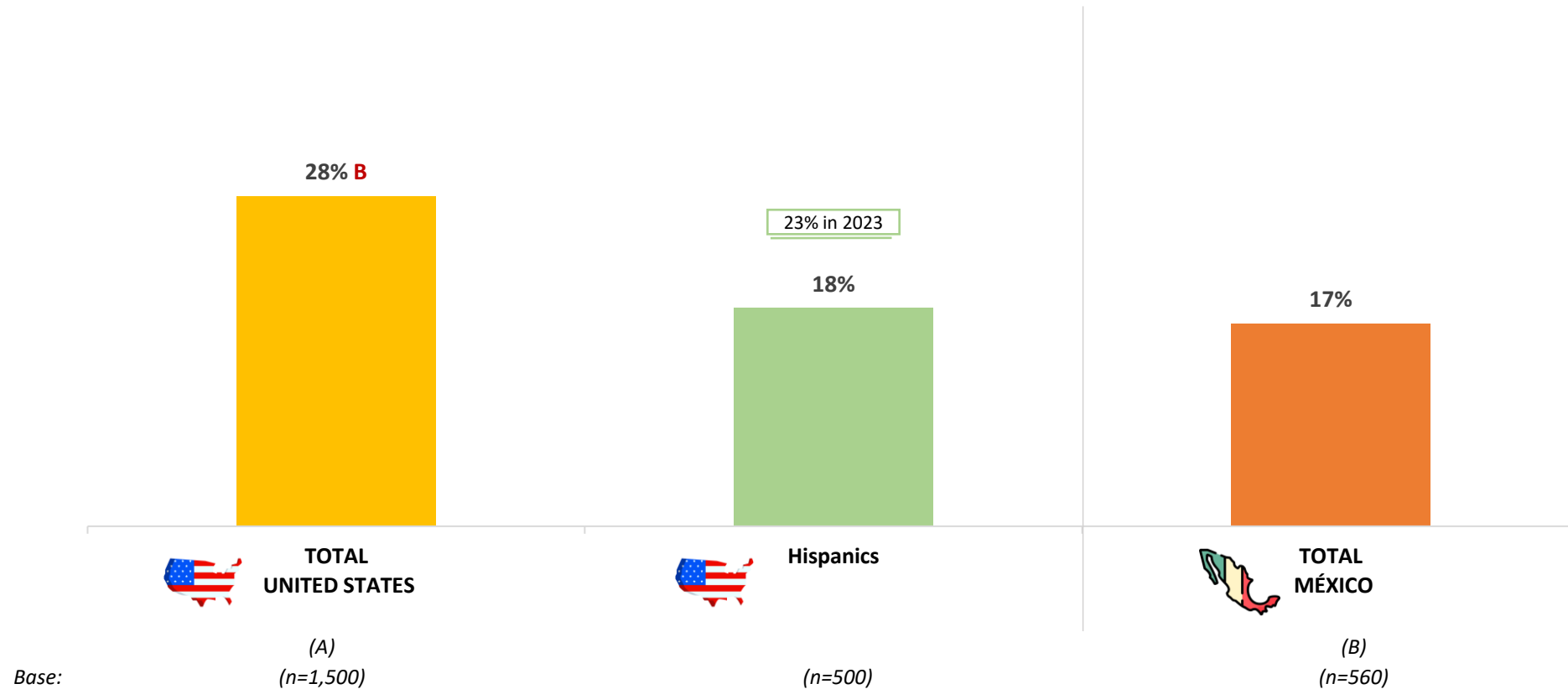
*Overall, how would you rate your mental health?*



Nearly 30% of U.S. respondents report that they have been diagnosed with a mental health condition by a professional, compared to under 20% of U.S. Hispanic and Mexican respondents. This gap may be due, in part, to less accessibility of mental health services among these segments.

*Have you ever been diagnosed with a mental health condition by a healthcare professional?*

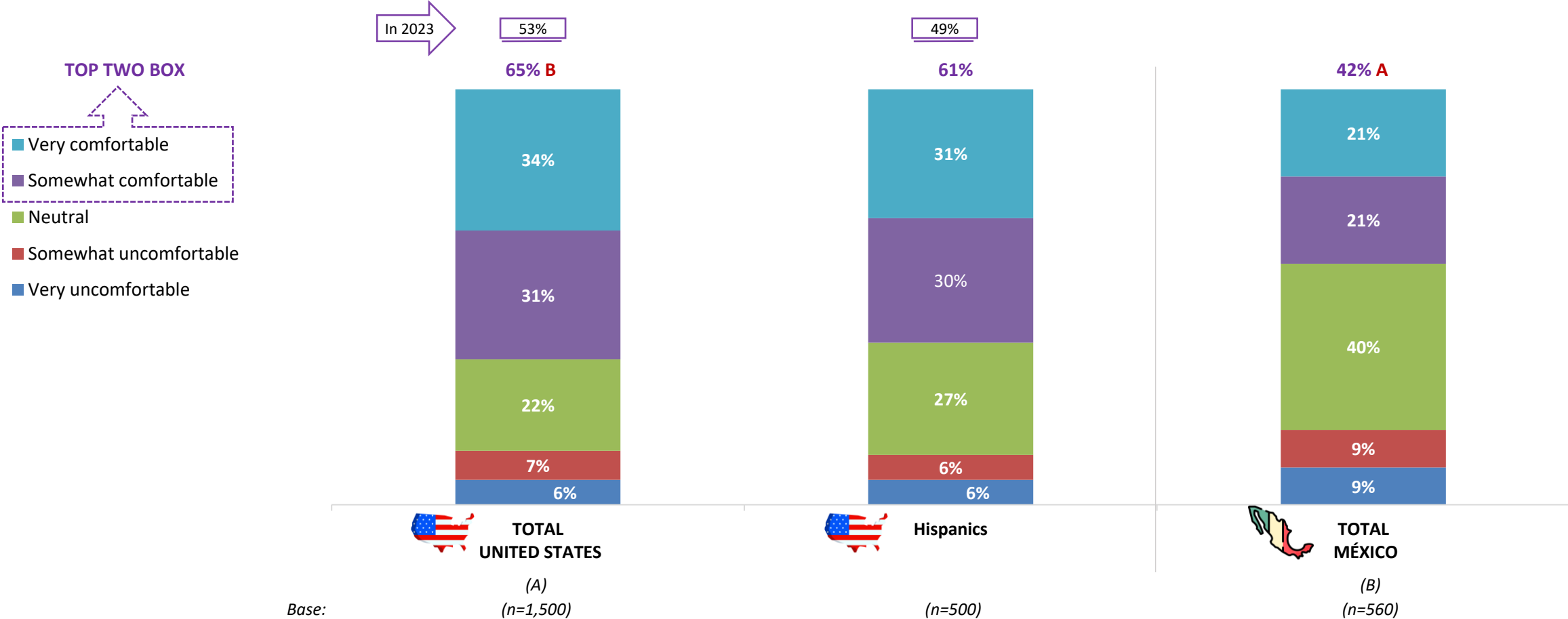
*'Yes' responses*



# Mexican adults express a lower level of comfort discussing their mental health with healthcare professionals than their U.S. counterparts. This is possibly due to a stronger stigma and less access to mental health professionals in Mexico.

🇺🇸 U.S. respondents (both Total and Hispanics) indicate they are more comfortable discussing their mental health now than in 2023.

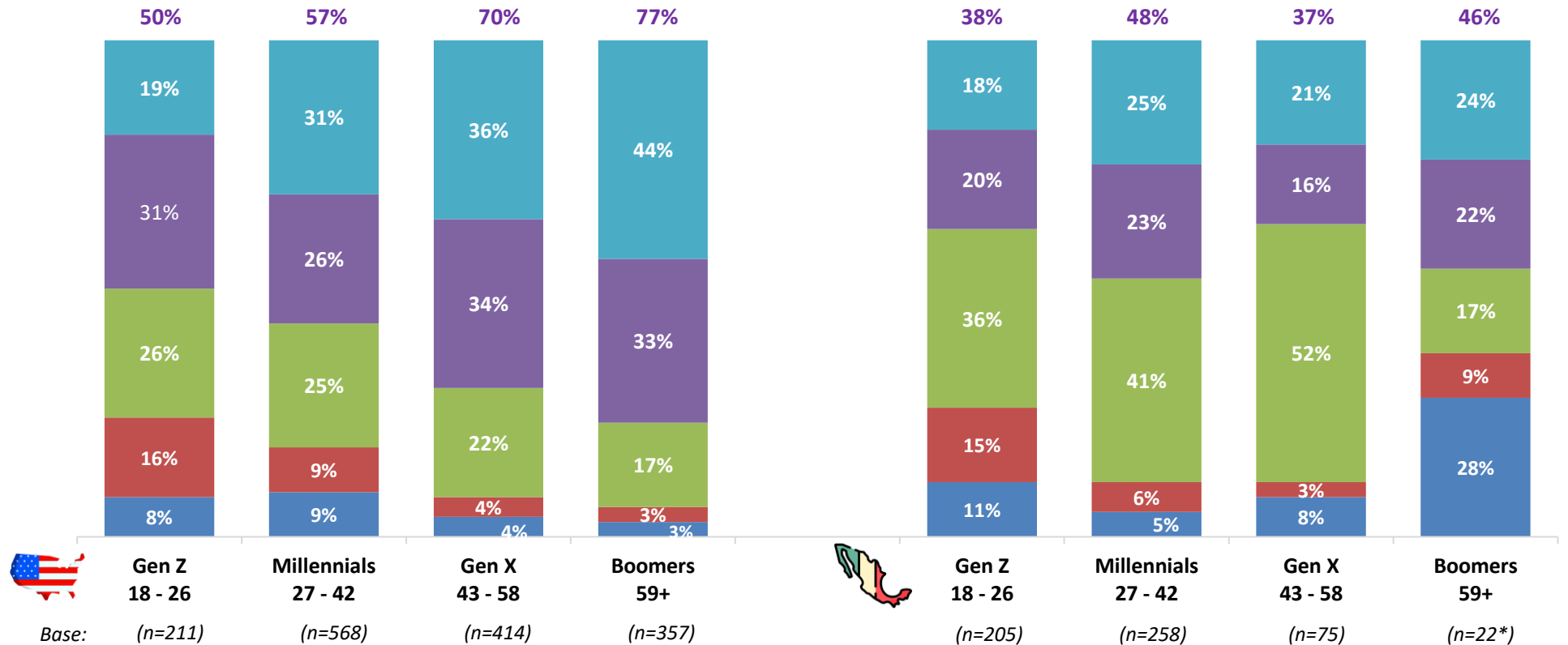
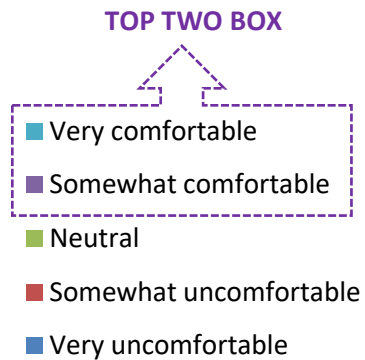
*How comfortable do you feel discussing your mental health concerns with healthcare professionals, such as doctors or therapists?*





# In both the U.S. and Mexico, GenZers are the least comfortable discussing their mental health with a professional. In general, comfort increases with age.

How comfortable do you feel discussing your mental health concerns with healthcare professionals, such as doctors or therapists?

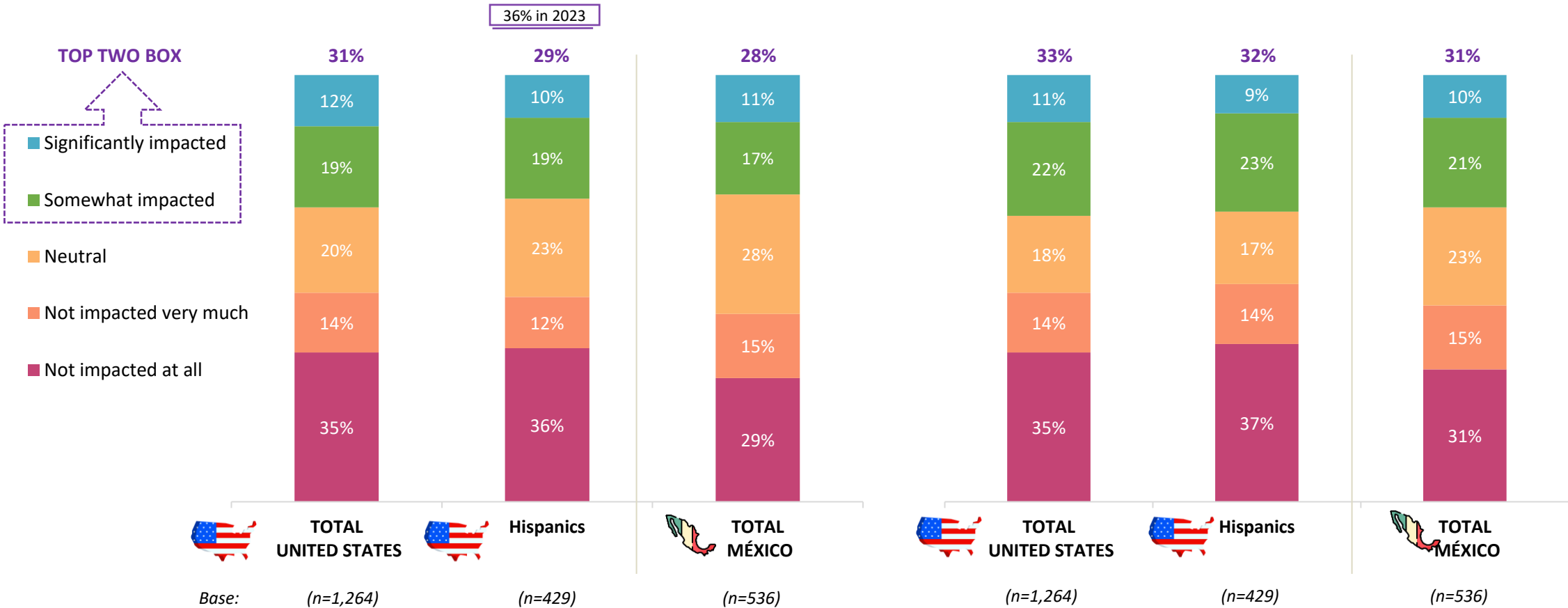


# Overall, about 3-out-of-10 respondents report that their mental health has impacted their work and personal relationships “somewhat” or “significantly.”

To what extent has your mental health affected you.... ?

## At Work

## Your Personal Relationships





36% in 2023

# GenZers in the U.S. are twice as likely as their Mexican counterparts to indicate that their mental health has affected them at work.



To what extent has your mental health affected you.... ?

## At work

Among respondents currently working

	 UNITED STATES TOTAL				 MÉXICO TOTAL			
	Gen Z 18 – 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+	Gen Z 18 – 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
	47% in 2023	48% in 2023	33% in 2023					
<b>TOP TWO BOX</b>	<b>52%</b>	<b>40%</b>	<b>27%</b>	<b>9%</b>	<b>26%</b>	<b>35%</b>	<b>16%</b>	<b>12%</b>
Significantly impacted	14%	16%	13%	2%	12%	13%	6%	2%
Somewhat impacted	38%	24%	14%	7%	14%	22%	10%	10%
Neutral	22%	24%	23%	10%	32%	26%	22%	44%
Not impacted very much	13%	13%	11%	19%	20%	12%	4%	14%
Not impacted at all	13%	23%	39%	62%	22%	27%	58%	30%
Base:	(n=207)	(n=510)	(n=342)	(n=219)	(n=198)	(n=249)	(n=69*)	(n=20*)

## Your Personal Relationships

	 UNITED STATES TOTAL				 MÉXICO TOTAL			
	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
	44%	45%	37%	13%	37%	32%	15%	22%
Significantly impacted	18%	14%	13%	2%	13%	10%	3%	--
Somewhat impacted	26%	31%	24%	11%	24%	22%	12%	22%
Neutral	25%	21%	16%	15%	23%	26%	14%	21%
Not impacted very much	19%	14%	13%	12%	18%	12%	12%	20%
Not impacted at all	12%	20%	34%	60%	22%	30%	59%	37%
Base:	(n=211)	(n=568)	(n=414)	(n=357)	(n=205)	(n=258)	(n=75*)	(n=22*)

# Across both countries, stress tends to peak during the holidays and tax season.

However, Americans are nearly twice as likely to be stressed over the Holidays and during the summer.

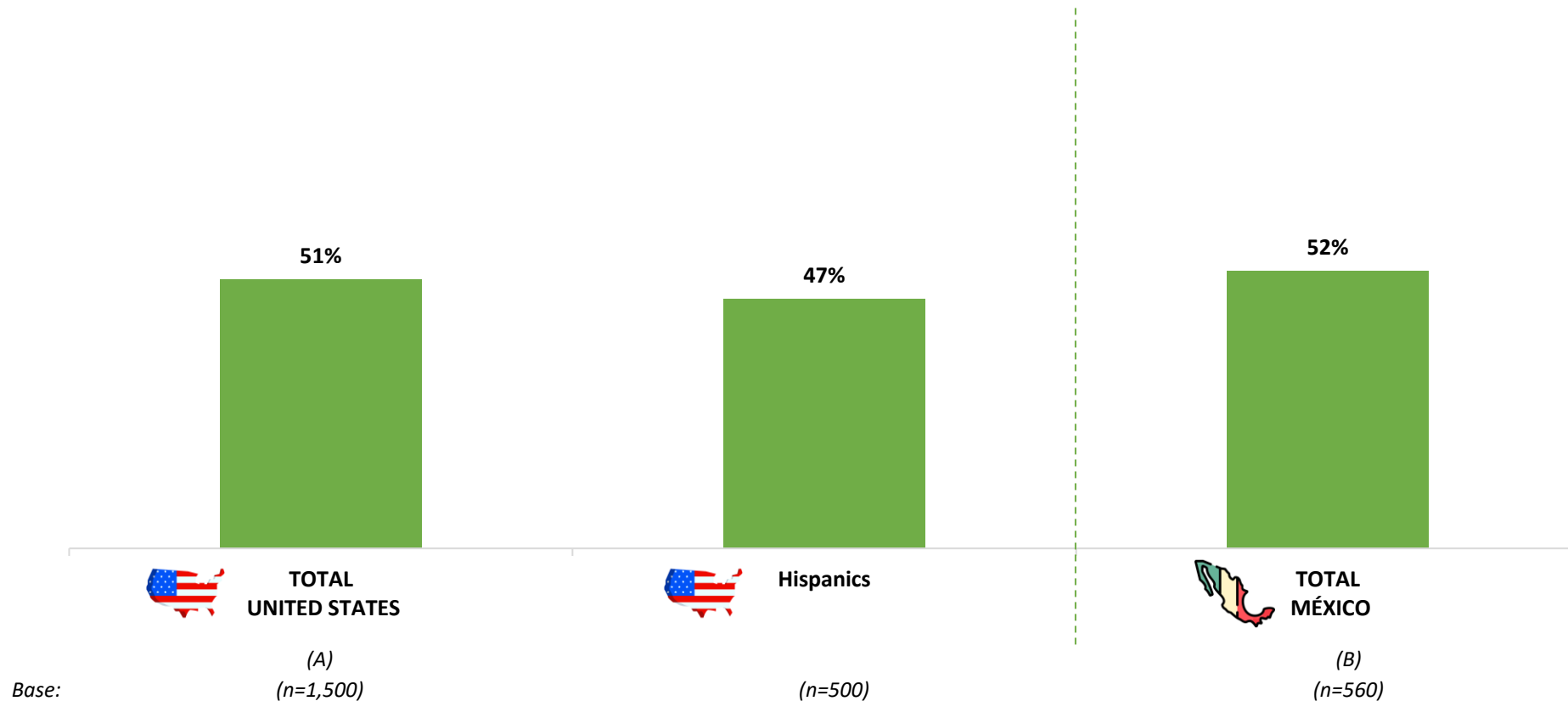
*Please indicate how stressful each of the following times of the year are for you personally, if at all.*

	TOTAL UNITED STATES	HISPANICS	TOTAL MÉXICO
	(A)		(B)
Christmas season	31%	33%	17% <b>A</b>
Tax season	25%	29%	23%
Back to school	19%	23%	18%
Start of the new year (January)	17%	19%	19%
Summertime	14% <b>B</b>	14%	8%
End of the school year	14%	12%	17%
Spring break	12% <b>B</b>	11%	6%
Base:	(n=1,550)	(n=500)	(n=560)

# In the U.S. and Mexico, about half have engaged in self-help or self-care activities to enhance their mental health.

*In the past year, have you engaged in any self-help or self-care activities to improve your mental health? (e.g., meditation, exercise, journaling)?*

*Yes responses*



Base:

(A)  
(n=1,500)

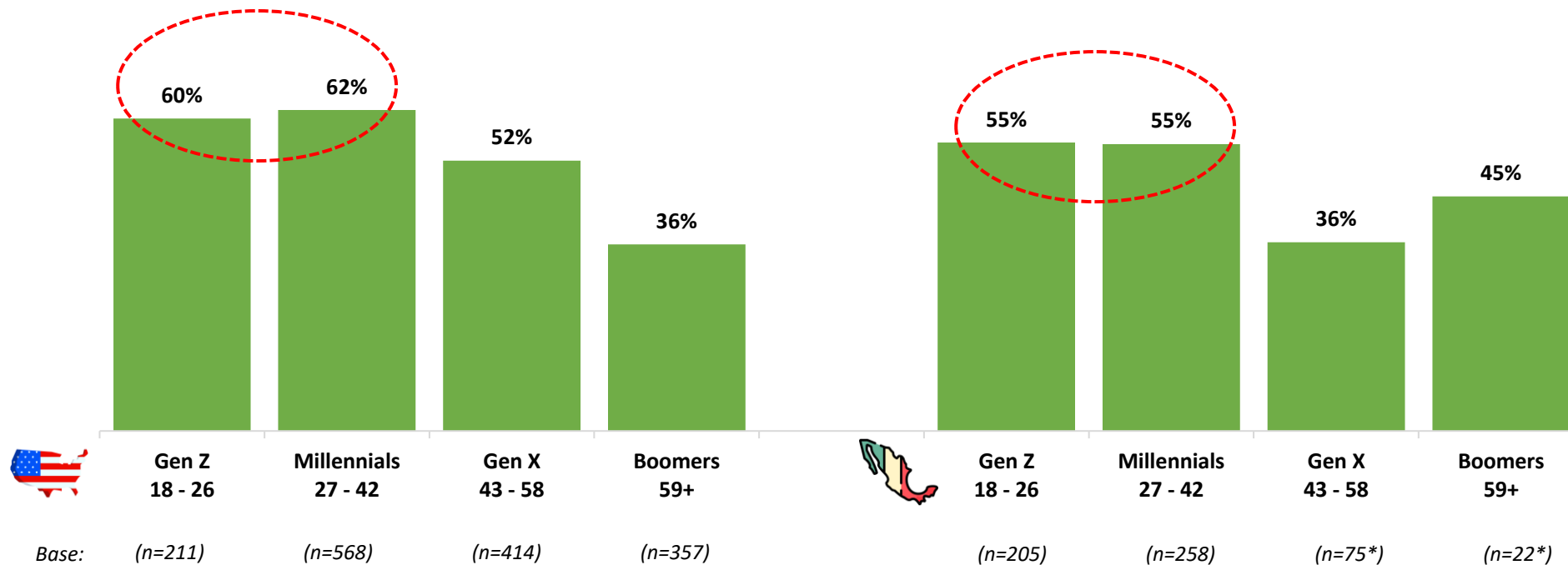
(n=500)

(B)  
(n=560)

# In both countries, GenZers and Millennials are more likely than their older cohorts to have engaged in self-help activities.

*In the past year, have you engaged in any self-help or self-care activities to improve your mental health? (e.g., meditation, exercise, journaling)?*

*Yes responses*



# The most common self-care activity is exercising. Other activities like meditation, journaling and using mental health apps, are more common in the U.S. than Mexico.

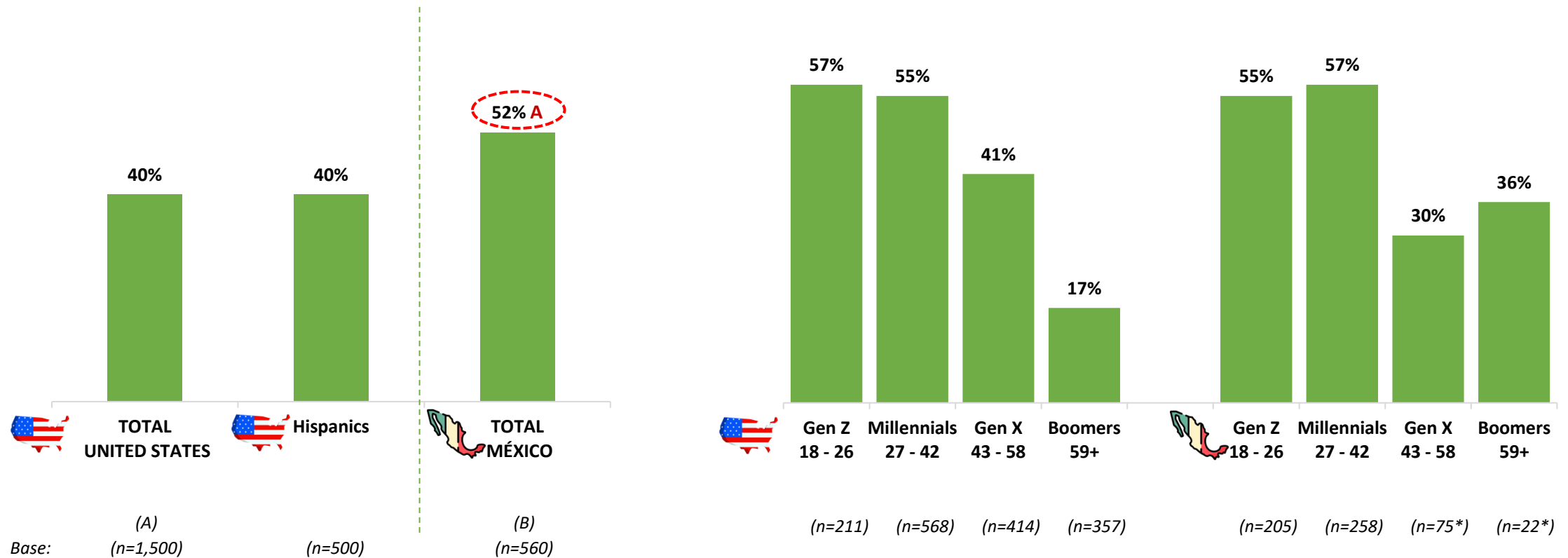
## Which self-help or self-care activities have you tried for your mental health?

Among those who engage in self-help or self-care activity

	TOTAL UNITED STATES	HISPANICS	TOTAL MÉXICO
	(A)		(B)
Regular exercise or physical activity	66%	70%	67%
Meditation or mindfulness	50% <b>B</b>	51%	28%
Journaling or writing about your feelings	36% <b>B</b>	31%	19%
Reading self-help books or resources	31%	44%	39% <b>A</b>
Yoga or other relaxation techniques	30% <b>B</b>	32%	21%
Mental health apps (Calm, Headspace, Happify, iBreathe, etc.)	26% <b>B</b>	24%	15%
Seeking support from online communities	18% <b>B</b>	16%	7%
<b>Other</b>	<b>6%</b>	<b>1%</b>	<b>5%</b>
<i>Base:</i>	<i>(n=755)</i>	<i>(n=223)</i>	<i>(n=340)</i>
<i>Average # of self-help or self-care activities they have tried</i>	<i>3</i>	<i>3</i>	<i>2</i>

# About half of Mexicans have searched for mental health information in the past 12 months, compared to 40% of Americans. In both the U.S. and Mexico, Gen Z and Millennials are the most active in seeking out this information.

*Have you seeked out information about mental health in the past 12 months?*  
Yes responses





# Social media, mental health websites, and personal doctors are the primary sources of information for those who have sought help.

💡 Social media is an especially important informational resource for Mexicans. They are less likely to turn to family and friends.

## Where do you seek information about mental health?

Among those who seek information about mental health in the past year

	TOTAL UNITED STATES	HISPANICS	TOTAL MÉXICO
	(A)		(B)
<b>Social media</b> (YouTube, TikTok, Facebook, Reddit, etc.)	28%	26%	44% <b>A</b>
<b>Mental Health websites</b> (Active Minds, American Psychology Association, Verywell, etc.)	26%	31%	29%
Through my doctor	25% <b>B</b>	23%	18%
I ask friends / family	19% <b>B</b>	20%	8%
Other	2%	1%	1%
<i>Base: those who seek information about mental health in the past year</i>	(n=588)	(n=190)	(n=356)

# While the use of social media for mental health information decreases with age in the U.S., usage is relatively even across the age groups in Mexico.

## Where do you seek information about mental health?

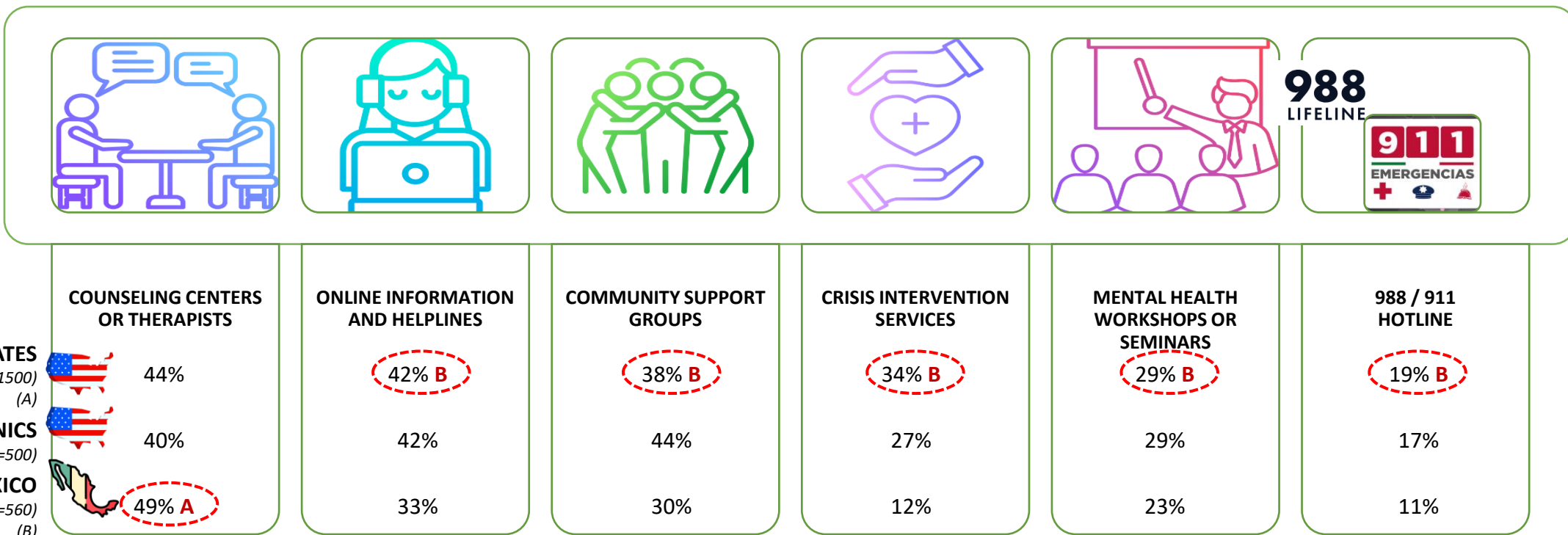
Among those who seek information about mental health in the past year

	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+		Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58
	<i>UNITED STATES TOTAL</i>					<i>MEXICO TOTAL</i>		
<b>Social media</b> (YouTube, TikTok, Facebook, Reddit, etc.)	33%	32%	21%	21%		48%	40%	43%
<b>Mental Health websites</b> (Active Minds, American Psychology Association, Verywell, etc.)	35%	23%	27%	18%		30%	28%	35%
Through my doctor	13%	19%	36%	40%		10%	24%	15%
I ask friends / family	18%	22%	16%	18%		11%	6%	7%
Other	1%	3%	--	2%		1%	2%	--
<i>Base: those who seek information about mental health in the past year</i>	<i>(n=116)</i>	<i>(n=271)</i>	<i>(n=145)</i>	<i>(n=56*)</i>		<i>(n=136)</i>	<i>(n=175)</i>	<i>(n=37*)</i>

# In both the U.S. and Mexico, the most common resources available in respondents' communities are counseling centers or therapists, online information or helplines, and community support groups.

📌 Crisis intervention services and hotlines are less common in Mexico.

*Which of the following resources are available in your community?*





# Appendix

# Participant Profile U.S.

	TOTAL MARKET	Hispanics <i>(C)</i>	Gen Z 18-26 <i>(G)</i>	Millennials 27-42 <i>(H)</i>	Gen X 43-58 <i>(I)</i>	Boomers 59+ <i>(J)</i>
<b>GENDER</b>						
Female	49%	49%	47%	49%	48%	50%
Male	49%	49%	44%	49%	50%	50%
Other (Net)	2%	1%	9%	2%	--	--
<b>AGE</b>						
18 to 26	14%	20%	100%	--	--	--
27 to 42	29%	37%	--	100%	--	--
43 to 58	26%	27%	--	--	100%	--
59+	31%	16%	--	--	--	100%
<i>Median age</i>	<i>46</i>	<i>39</i>	<i>22</i>	<i>34</i>	<i>50</i>	<i>69</i>
<b>ETHNICITY</b>						
Hispanic/Latino	19%	100%	28%	25%	21%	6%
Black, African-American	13%	--	18%	16%	13%	9%
Asian	6%	--	12%	6%	6%	3%
White (Non-Hispanic)	61%	--	39%	51%	58%	81%
<b>REGIONS</b>						
Northeast	17%	14%	13%	22%	17%	15%
Midwest	21%	10%	19%	20%	22%	22%
South	38%	38%	41%	35%	38%	39%
West	24%	38%	27%	23%	23%	24%
<i>Base:</i>	<i>(1,550)</i>	<i>(n=500)</i>	<i>(n=211)</i>	<i>(n=568)</i>	<i>(n=414)</i>	<i>(n=357)</i>

# Participant Profile México

	TOTAL MARKET	Gen Z (18 - 26) <i>(I)</i>	Millennials (27 - 42) <i>(J)</i>	Gen X (43 - 58) <i>(K)</i>	Boomers (59 +) <i>(L)</i>
<b>GÉNERO</b>					
Hombre	51%	66% <b>JKL</b>	45%	30%	26%
Mujer	48%	33%	54% <b>I</b>	70% <b>I</b>	74% <b>I</b>
Otro	1%	1%	1%	--	--
<b>EDAD</b>					
18 a 26 años	40%	100%	--	--	--
27 a 42 años	43%	--	100%	--	--
43 a 58 años	13%	--	--	100%	--
Más de 59 años	3%	--	--	--	100%
<i>Edad Promedio</i>					
<b>NSE AMAI</b>					
A/B	12%	11%	13%	9%	13%
C+	8%	5%	10% <b>I</b>	12% <b>I</b>	13%
C	21%	18%	24%	19%	34%
C-	11%	16%	9%	7%	0%
D+	30%	28%	31%	32%	41%
D / E	18%	22%	13%	21%	--
<i>Base:</i>	<i>(n=560)</i>	<i>(n=205)</i>	<i>(n=258)</i>	<i>(n=75*)</i>	<i>(n=22*)</i>

Please indicate how stressful each of the following times of the year are for you personally, if at all.

	UNITED STATES TOTAL			
	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
Christmas season	35%	42%	37%	16%
Tax season	36%	33%	27%	11%
Back to school	39%	29%	18%	3%
Start of the new year (January)	28%	24%	19%	5%
Summertime	20%	20%	18%	4%
End of the school year	23%	18%	17%	3%
Spring break	21%	15%	16%	2%
Base:	(n=211)	(n=568)	(n=414)	(n=357)

	MÉXICO TOTAL			
	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
Christmas season	16%	20%	16%	9%
Tax season	22%	26%	13%	19%
Back to school	20%	20%	10%	9%
Start of the new year (January)	18%	18%	19%	19%
Summertime	5%	13%	4%	2%
End of the school year	22%	16%	9%	2%
Spring break	5%	7%	4%	2%
Base:	(n=205)	(n=258)	(n=75*)	(n=22*)

## Which self-help or self-care activities have you tried for your mental health?

Among those who engage in self-help or self-care activity

	UNITED STATES TOTAL				MÉXICO TOTAL			
	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
Regular exercise or physical activity	65%	68%	55%	77%	61%	71%	68%	69%
Meditation or mindfulness	51%	48%	50%	52%	18%	33%	31%	84%
Journaling or writing about your feelings	42%	36%	42%	24%	24%	18%	9%	4%
Reading self-help books or resources	28%	35%	38%	19%	44%	38%	35%	8%
Yoga or other relaxation techniques	28%	37%	34%	17%	19%	25%	15%	4%
Mental health apps (Calm, Headspace, Happify, iBreathe, etc.)	33%	28%	31%	11%	16%	16%	9%	4%
Seeking support from online communities	25%	22%	19%	7%	5%	10%	6%	--
Other	2%	3%	8%	12%	5%	6%	--	--
Base:	(n=139)	(n=317)	(n=189)	(n=110)	(n=131)	(n=166)	(n=34*)	(n=9*)

\*Caution: Small base size



### Which of the following resources are available in your community?

Among those who sought information about mental health in the past year

	UNITED STATES TOTAL				MÉXICO TOTAL			
	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+	Gen Z 18 - 26	Millennials 27 - 42	Gen X 43 - 58	Boomers 59+
Counseling centers or therapists	35%	43%	44%	48%	52%	45%	51%	60%
Online information and helplines	45%	46%	42%	36%	33%	31%	40%	31%
Community support groups	39%	37%	37%	39%	33%	25%	37%	19%
Crisis intervention services	42%	27%	34%	36%	12%	13%	7%	7%
Mental health workshops or seminars	28%	28%	28%	30%	23%	24%	28%	17%
988 / 911 Hotline	29%	18%	15%	19%	13%	12%	5%	--
Base:	(n=211)	(n=568)	(n=414)	(n=357)	(n=205)	(n=258)	(n=75*)	(n=22*)