



BlueSky Youth Mental Health Survey

Blue Shield of California/The Harris Poll
June 2023

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Research methodology



Mode:
Online survey



Field Dates:
May 31 – June 13,
2023



Qualification
Criteria:

- U.S. resident
- Ages 14-25



Weighting:
Data weighted to
ensure results are
projectable to U.S.
population

Sample
Size:



1,368 youth ages 14 – 25
across the United States



Includes an oversample
of 318 youth ages 14-25 in
California

The research was conducted online in the United States by The Harris Poll on behalf of Blue Shield of California among 1,368 U.S. youths, aged 14-25 years old (including an oversample of California for a total of 318 from this state). The survey was conducted May 31 to June 13, 2023.

Data are weighted where necessary by age by gender, race/ethnicity, region, education, and household size to bring them in line with their actual proportions in the population. To ensure the national and California samples were representative, the data were initially weighted separately and then combined into a total group.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval.

For this study, the sample data for Gen Pop is accurate to within + 3.5 percentage points using a 95% confidence level. The sample data for California is accurate to within + 5.7 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Report notes

In charts:

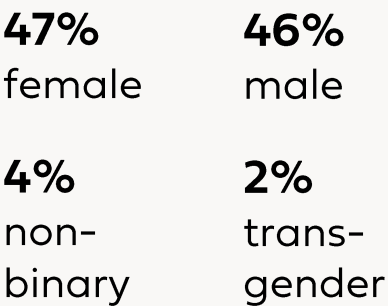
- ✓ Percentages may not add up to 100% due to weighting and/or computer rounding.
- ✓ Results based on small samples ($n < 100$) should be interpreted as directional only.
- ✓ A " * " indicates a percentage greater than zero but less than 1%; a " – " indicates a value of zero

Throughout this report:

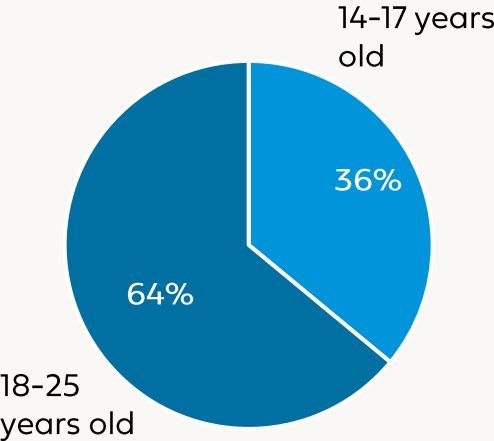
- ✓ Where appropriate, subgroups of interest are noted throughout the detailed findings slides. Note that due to space limitations, not all significant differences among subgroups of interest are displayed.

Audience profile (total U.S.)

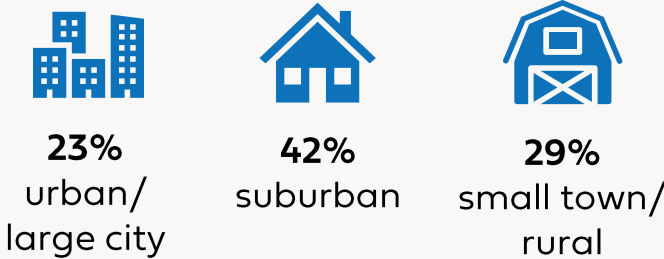
Gender



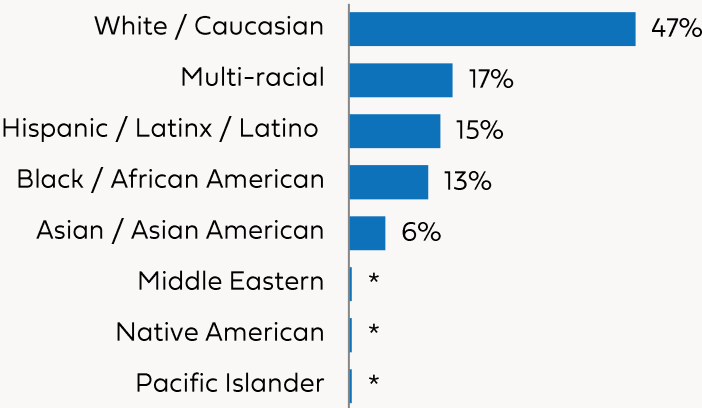
Age



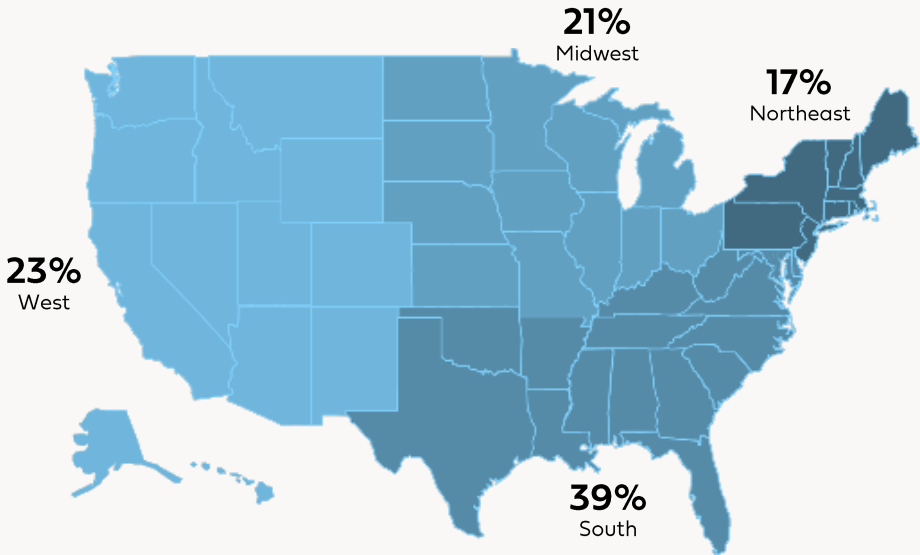
Urbanicity



Race/Ethnicity



Region



Sample Size: 1,368 youth ages 14-25 across the United States

Audience Profile, California

Gender



49%
male



47%
female

Non-binary or gender
non-conforming: 2%
Transgender: 1%

Urbanicity



27%
urban/
large city

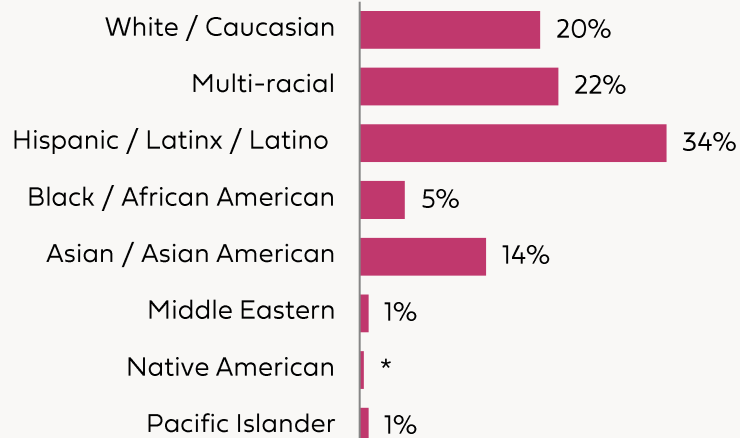


49%
suburban

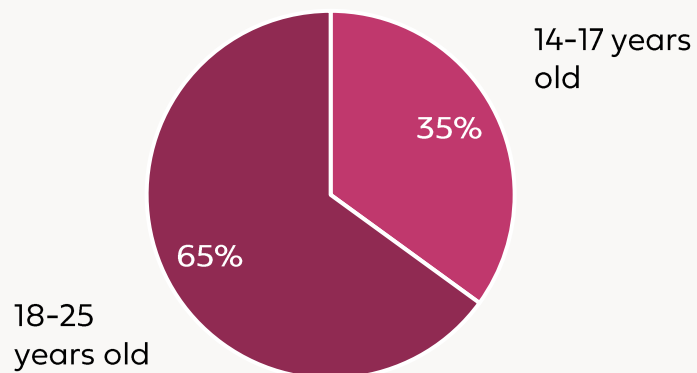


19%
small town/
rural

Race/Ethnicity

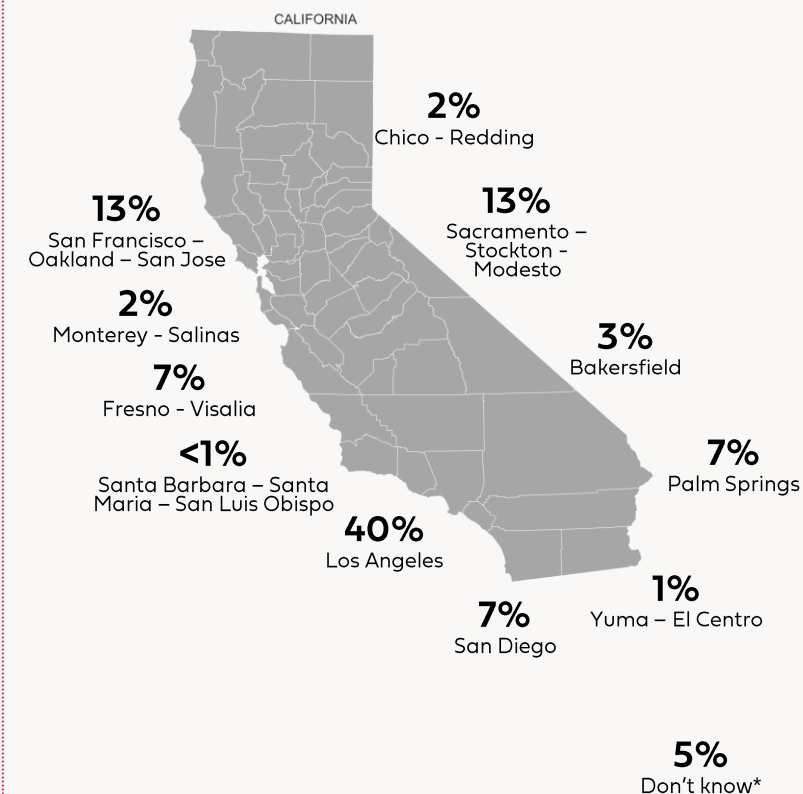


Age



Sample Size: **438** youth ages 14-25 in
California

Designated Market Areas



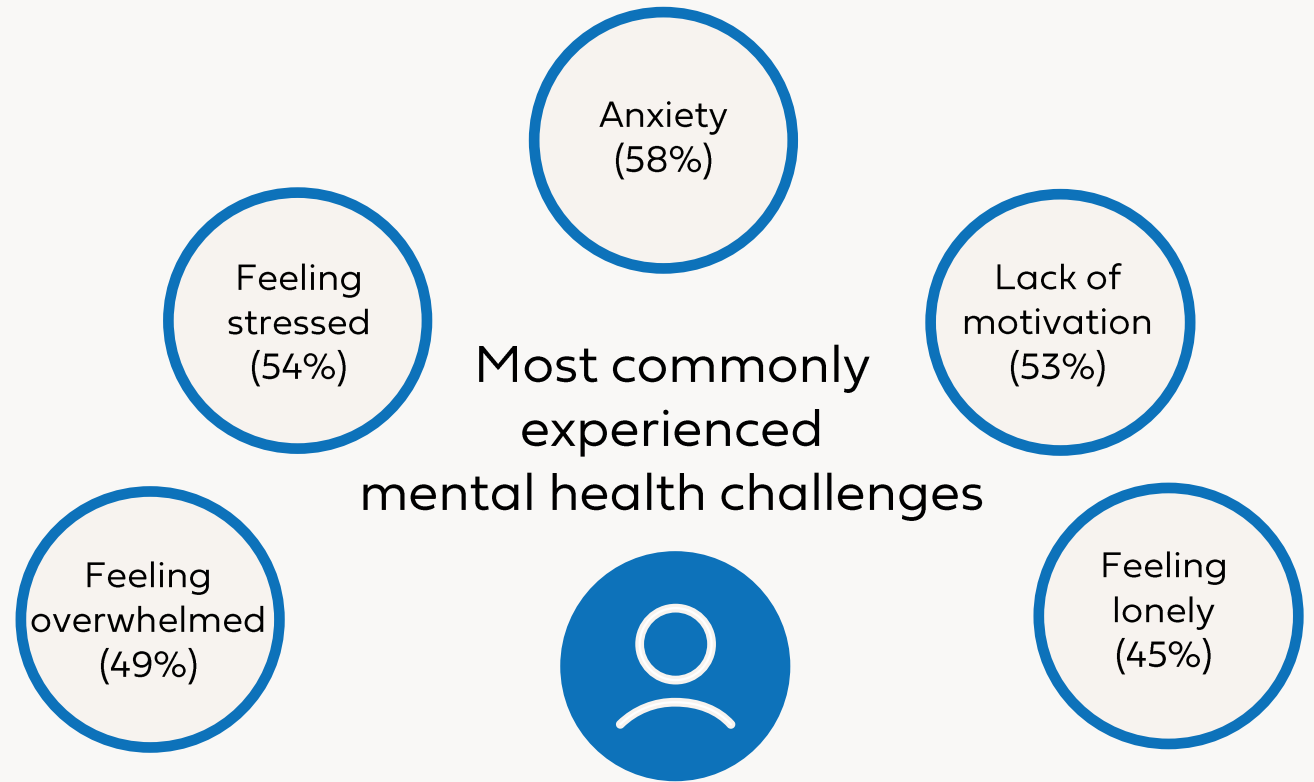
*Minors (age 14-17) were not required to
indicate zip code since they may not know it

Key findings



The vast majority of Gen Z youth face mental health challenges

Nearly
9 in 10
experience **mental health challenges**
on a regular basis (87%)



BASE: ALL QUALIFIED RESPONDENTS Q11. Which of the following mental health challenges, if any, do you experience on a regular basis? Please select all that apply.

Gen Z youth are taking a proactive approach to mental health care



93%

Currently use **self-care methods** to manage emotions/mental health, most commonly music and movies or shows



78%

Have **talked to others** about their emotions/mental health in the past year



71%

Have relied on one or more resources to help address mental health – most commonly **self-help exercises**



46%

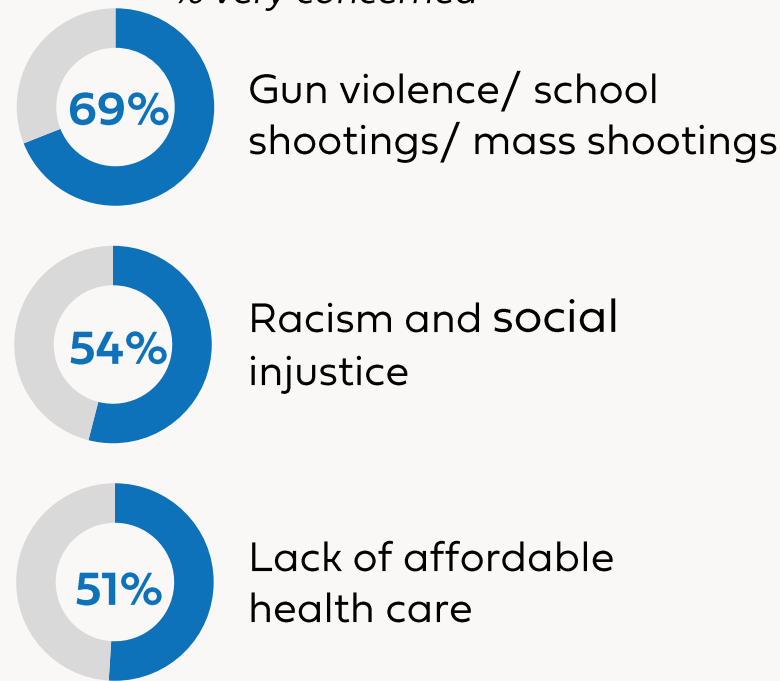
Of those who've ever heard of the **988 hotline** have had experience with it; higher among youth of color (54%)

BASE: ALL QUALIFIED RESPONDENTS Q19. What self-care methods are you currently using to help manage your emotions / mental health? Please select all that apply. / Q13. In the past year, which of the following people or groups, if any, did you talk to about your emotions / mental health? Please select all that apply. / Q14. Which types of resources, if any, have you relied on to help address your mental health? Please select all that apply.
BASE: HEARD OF THE 988 HOTLINE Q15A. What experience have you had with the 988 hotline? Please select all that apply.

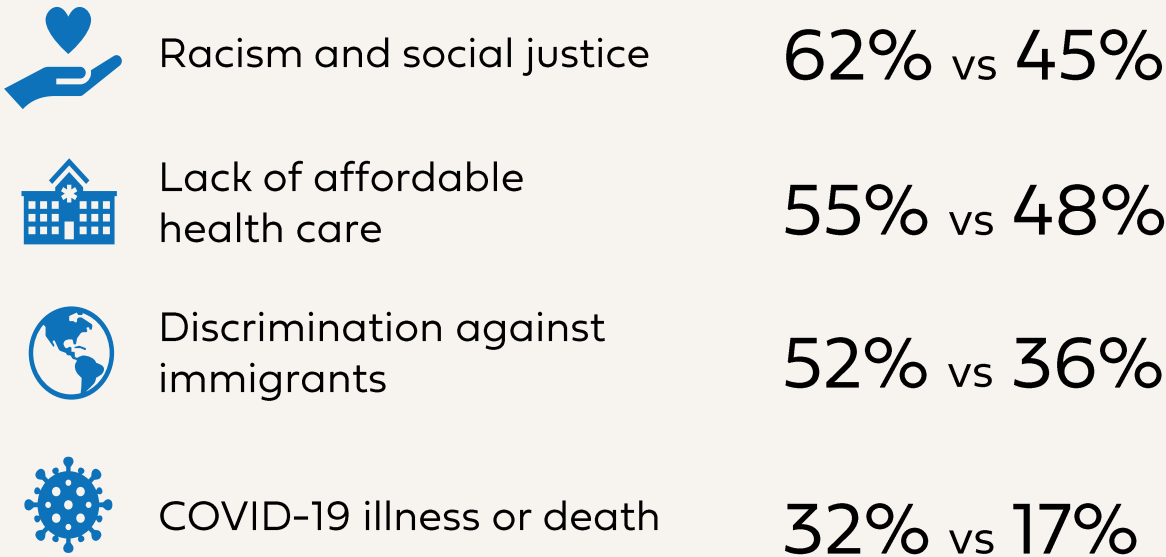
Youth are **very concerned** about a range of socio-political issues

Top 3 socio-political issues

% very concerned



Youth of color are more likely than white youth to say they are **very concerned** about:



BASE: ALL QUALIFIED RESPONDENTS Q1. How concerned are you with each of the following socio-political issues today?

Climate change impacts mental health in 2 out of 3 youth

68%

say they experienced a **negative mental health-related issue**, such as **anxiety, stress**, and/or feeling **overwhelmed** in response to experiencing or hearing about **climate change**



Down from
75% in **2022**



71%

vs.



64%

Youth of color are more likely than white youth to say they have **experienced a negative health impact** related to climate change or an environmental event

BASE: ALL QUALIFIED RESPONDENTS Q2. Have you felt any of the following in response to experiencing or hearing about climate change or the state of the environment? Please select all that apply. / Q5. Have you ever experienced any of the following related to climate change or an environmental event, such as from a wildfire, flooding, extremely hot or cold days, hurricane, etc.? Please select all that apply.

Young people are taking action on the issues they care about

2 in 3 youth have taken action to respond to **socio-political issues**



Top actions include:

- ✓ Learning more about racism
- ✓ Advocating against bullying
- ✓ Supporting brands that support social justice causes

3 in 4 youth have taken action to respond to **climate change**



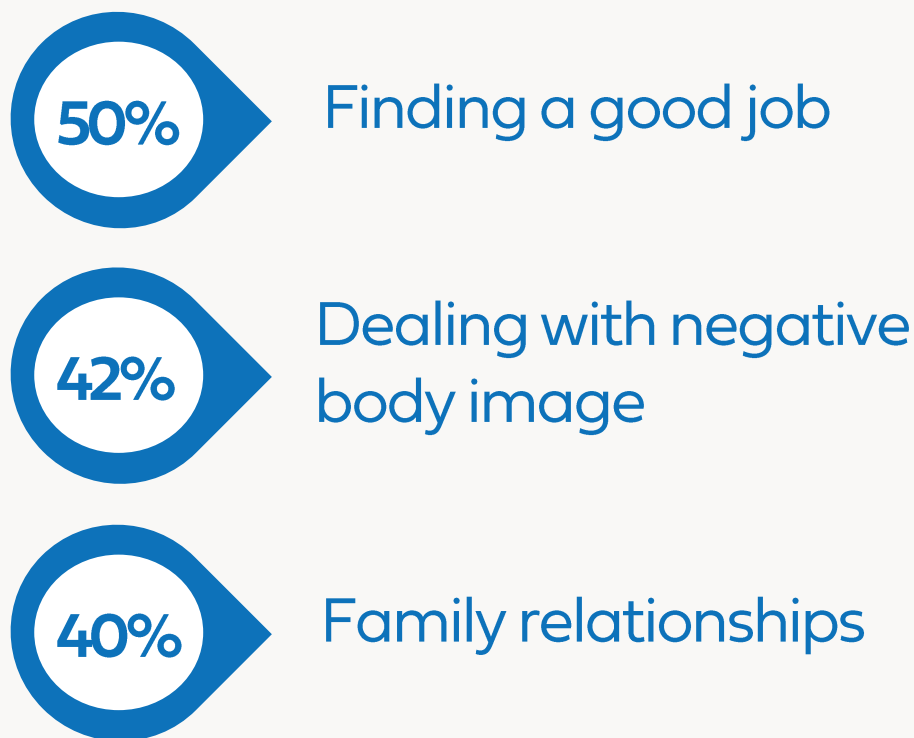
Top actions include:

- ✓ Reducing plastic use
- ✓ Reducing water use
- ✓ Reducing power/electricity use
- ✓ Supporting brands that are sustainable

BASE: ALL QUALIFIED RESPONDENTS Q6 & Q7. Which of the following actions, if any, have you personally taken to respond to socio-political issues/climate change? Please select all that apply.

Worries negatively impact mental health to the point where they disrupt daily life

Most frequently cited negative impacts



Nearly

1 in 3

youth of color
cite dealing with racism as
negatively impacting mental
health to the point where it
disrupts daily life (32%)

BASE: ALL QUALIFIED RESPONDENTS Q12. Which of the following, if any, negatively impacts your mental health to the point where it is disrupting your daily life? Please select all that apply.

Female, trans, and non-binary youth appear to be struggling more than young men



Rate **their overall mental health** as “poor”



Report **family relationships** worry them to the point of disrupting daily life



Say **negative body image** concerns them to the point of disrupting daily life

Men	9%	31%	23%
Women	17%	45%	55%
Trans**	26%	49%	84%
Non-binary**	42%	70%	78%

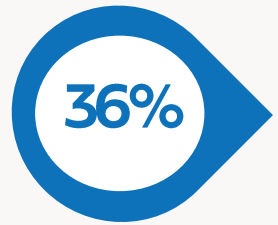
****Caution: Extremely small base size (n=<50); results are directional in nature only**

BASE: ALL QUALIFIED RESPONDENTS

Q10. How would you describe your overall mental health?

Q12. Which of the following, if any, negatively impacts your mental health to the point where it is disrupting your daily life? Please select all that apply.

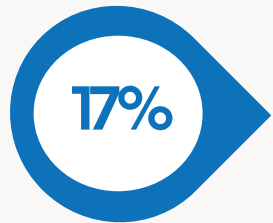
Youth are concerned about issues that impact the LGBTQ+ community



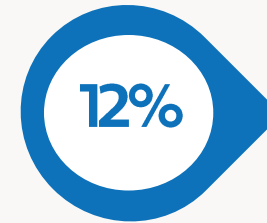
are very concerned about bans on gender-affirming care



are very concerned about LGBTQ+ discrimination



said homophobia had a negative impact on their mental health to the point where it disrupts daily life

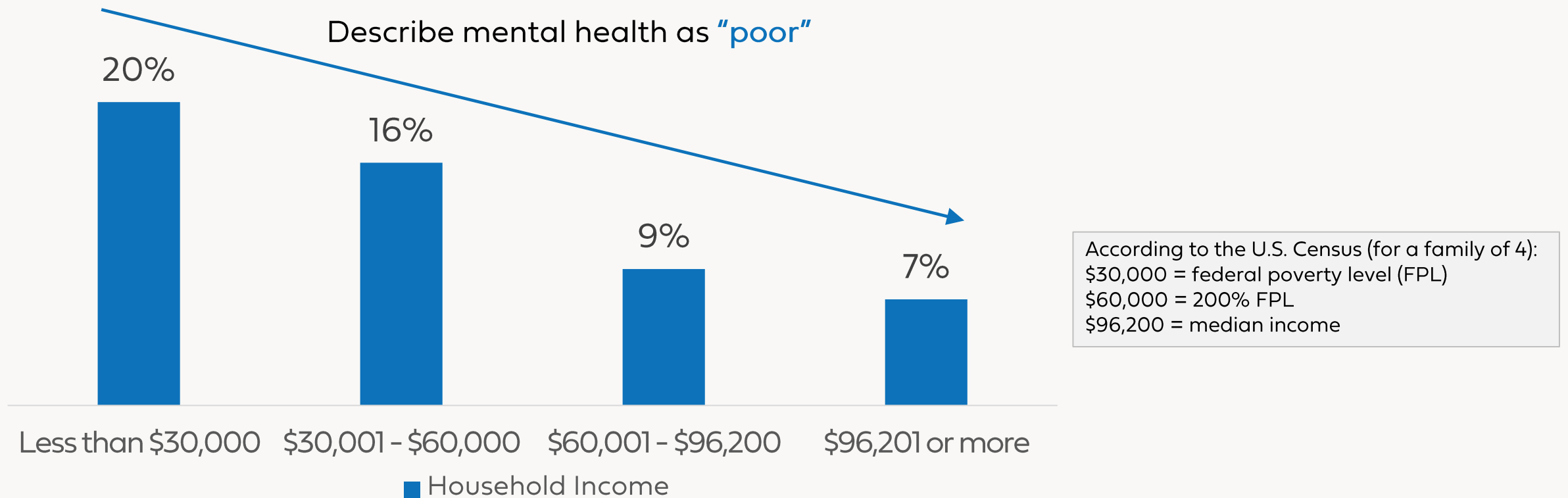


said transphobia had a negative impact on their mental health to the point where it disrupts daily life

BASE: ALL QUALIFIED RESPONDENTS Q12. Which of the following, if any, negatively impacts your mental health to the point where it is disrupting your daily life? Please select all that apply.

Income level has a direct impact on emotional well-being

Lower-income youth are more likely to **rate mental health as “poor”**



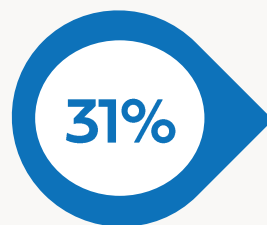
BASE: ALL QUALIFIED RESPONDENTS Q10. How would you describe your overall mental health?

Youth face barriers in getting mental health care

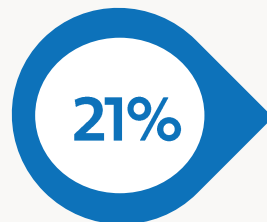


More than 3 in 5 (61%) say they have **experienced obstacles** in receiving or trying to receive professional **mental health care**

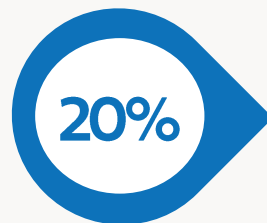
Top 3 obstacles among youth



embarrassed to ask for help or worried about what people will think



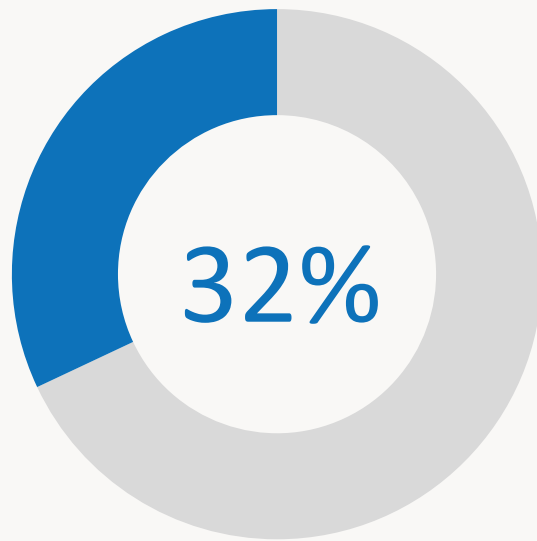
difficult to find someone I can relate to



cannot afford mental health care

BASE: ALL QUALIFIED RESPONDENTS Q18. What obstacles have you experienced in receiving or, trying to receive, professional mental health care? Please select all that apply.

Diverse/culturally competent professional mental health care providers are highly important to youth, especially youth of color



Nearly **1 in 3** youth say it is **important** for a provider to be the **"same race/ethnicity as me"**

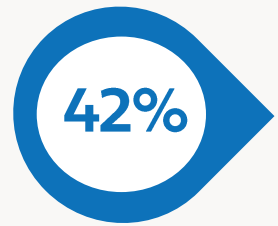
Youth of color are more than

2x

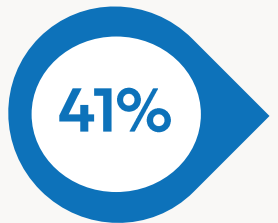
as likely as white youth to say it is **important** for a provider to be the **"same race/ethnicity as me"** (44% vs. 18%)

BASE: ALL QUALIFIED RESPONDENTS Q17. When / If you were seeking professional mental health care, how important is it to have a provider who shares each of the following characteristics?

Youth preference for telehealth care is on par with in-person services



prefer telehealth services for professional mental health care



prefer in-person/face-to-face professional mental health care

Youth of color are more likely than **white youth** to prefer telehealth (46% vs. 38%)

Preferred telehealth services



Text (19%)



Video (19%)



Phone (16%)



Email (9%)

BASE: ALL QUALIFIED RESPONDENTS Q16. If you have received professional mental health care, what method do you prefer to receive it? Please select all that apply.

Youth are split on social media being more **helpful** or more **harmful** to their emotions and mental health



Youth spend
5.6 hours
average on social
media each day



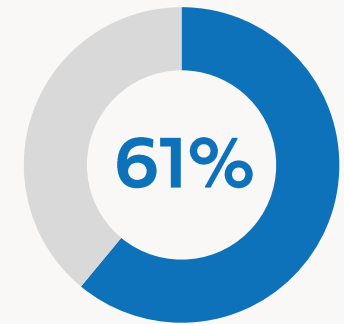
27%

Believe social
media is more
helpful

31%



Believe social
media is more
harmful



More than **3 in 5** are concerned
about **bans on social media**
usage and/or content



BASE: ALL QUALIFIED RESPONDENTS Q20. On average, about how many hours do you spend on social media each day? Your best estimate is fine. / Q21. Do you find social media to be more helpful or harmful to your emotions and mental health? / Q1. How concerned are you with each of the following socio-political issues today?

Youth acknowledge social media is having a "major impact" on their lives



Top 3 major positive impacts

- ✓ Fun/entertainment (48%)
- ✓ Learning new things (38%)
- ✓ Meaningful connections with friends and acquaintances (37%)



Top 3 major negative impacts

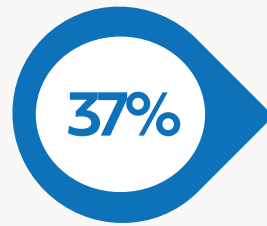
- Ø Pressure to have an unrealistic body (29%)
- Ø Being exposed to fake news or misinformation (19%)
- Ø Pressure to have more friends (18%)

BASE: USES SOCIAL MEDIA Q22 and 23. How much of a negative/positive impact do each of the following social media experiences have on your life?

Social media keeps youth connected to both community and mental health resources

More than
1 in 4

Have relied on **social media** to help address their **mental health** (26%)



say social media had a **major positive impact** on “making meaningful **connections with friends and acquaintances**”



say social media had a **major positive impact** on “making meaningful **connections to people like me**”

BASE: ALL QUALIFIED RESPONDENTS Q14. Which types of resources, if any, have you relied on to help address your mental health? Please select all that apply.
BASE: USES SOCIAL MEDIA Q23. How much of a positive impact do each of the following social media experiences have on your life?

Join us in supporting youth mental health

Blue Shield of California's [BlueSky youth mental health initiative](#) continues to collaborate with the California Department of Education and nonprofit organizations to improve the health and well-being for all California youth, with a focus on health inequities in communities of color. BlueSky's four primary goals:



IMPROVE ACCESS to high-quality mental health counseling and support, especially among underrepresented youth.*



INCREASE ACCESS to providers who can offer culturally responsive care by cultivating a pipeline of diverse young people to work in mental health careers.



DEVELOP AWARENESS about youth mental health, training adults to recognize needs and provide appropriate support, especially for underrepresented youth.*

GROW ADVOCACY programs that educate and empower youth to engage with resources that support their own mental health and the wellbeing of their peers.

*Underrepresented youth refers to Black, Indigenous, Latino/a/x, Asian, Pacific Islander, and Mixed-Race youth (13+)

Resources & Partners

BlueSky partners engage young people, parents, and educators to address youth mental health needs. The programs we support include:

- The [California Department of Education](#) Youth Mental Health First Aid training for public school educators.
- The [Child Mind Institute](#) is dedicated to transforming the lives of children and families struggling with mental health and learning disorders by giving them the help they need to thrive.
- [Directing Change](#) engages young people throughout California to learn about suicide prevention and mental health, and then educate their peers through [creative filmmaking](#).
- [DoSomething.org](#) fuels young people to change the world, tackling issues ranging from social justice to mental health. BlueSky has supported their [Vibe-Check](#) guide and [Camp Reboot](#) program.
- [Health Career Connection](#) (HCC) is building the next generation of diverse health leaders and professionals.
- Mental Health California's [Brother Be Well](#) offers a multimedia platform for boys and men of color, blending awareness, innovation, education, and healing pathways to reduce disparities, disrupt prolonged suffering, and improve health and mental wellness.
- [NAMI California 's On Campus](#) clubs raise mental health awareness, educate the campus community, and reduce stigma in schools through peer-led activities, education, and advocacy.
- [Wellness Together](#) partners with K-12 school districts and colleges to provide turn-key mental health services for students, families, and educators. We support their counselors at 22 middle and high schools in Alameda and San Diego counties. Check out their [WEL](#) Practical and Empowering Mental Health Trainings for youth and adults.
- Northern California Grantmaker's [Youth Power Fund](#) (YPF) is a collaborative that promotes youth organizing to advance justice and equity. One of YPF's priorities is providing mental health, wellness and healing for youth.



Detailed findings

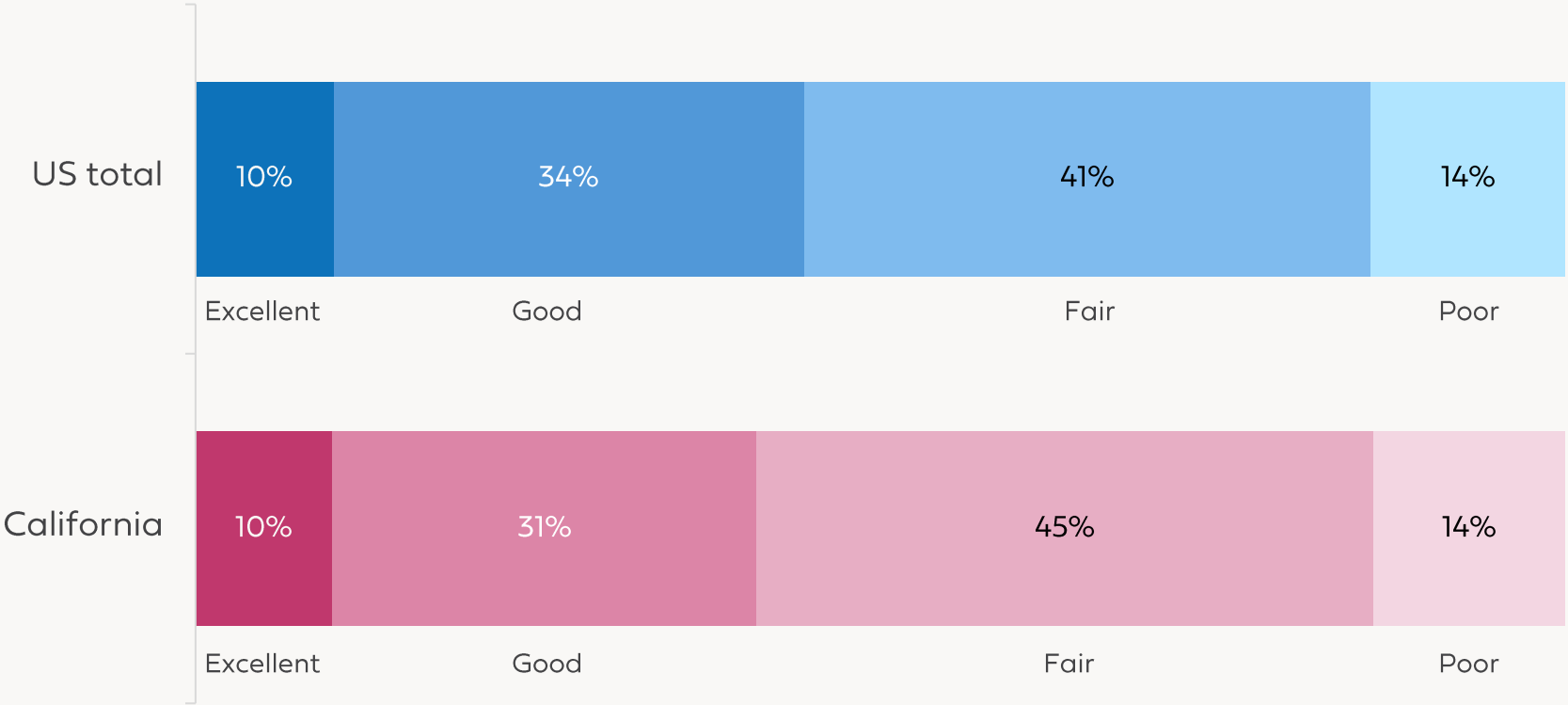


Section I:

Youth reflect on their mental health

Overall mental health

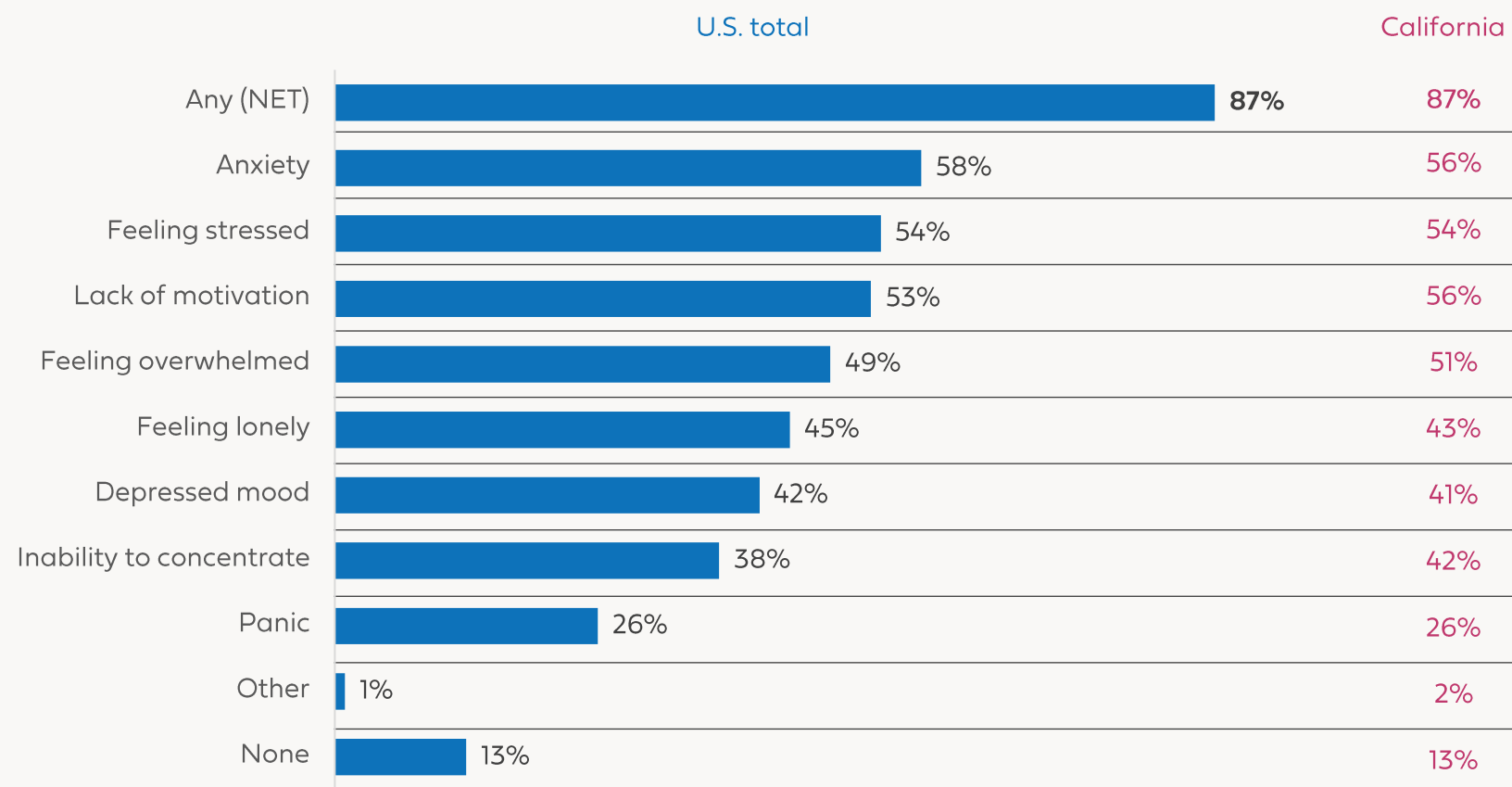
How would you describe your overall mental health?



BASE: ALL QUALIFIED RESPONDENTS Q10. How would you describe your overall mental health?

Mental health challenges

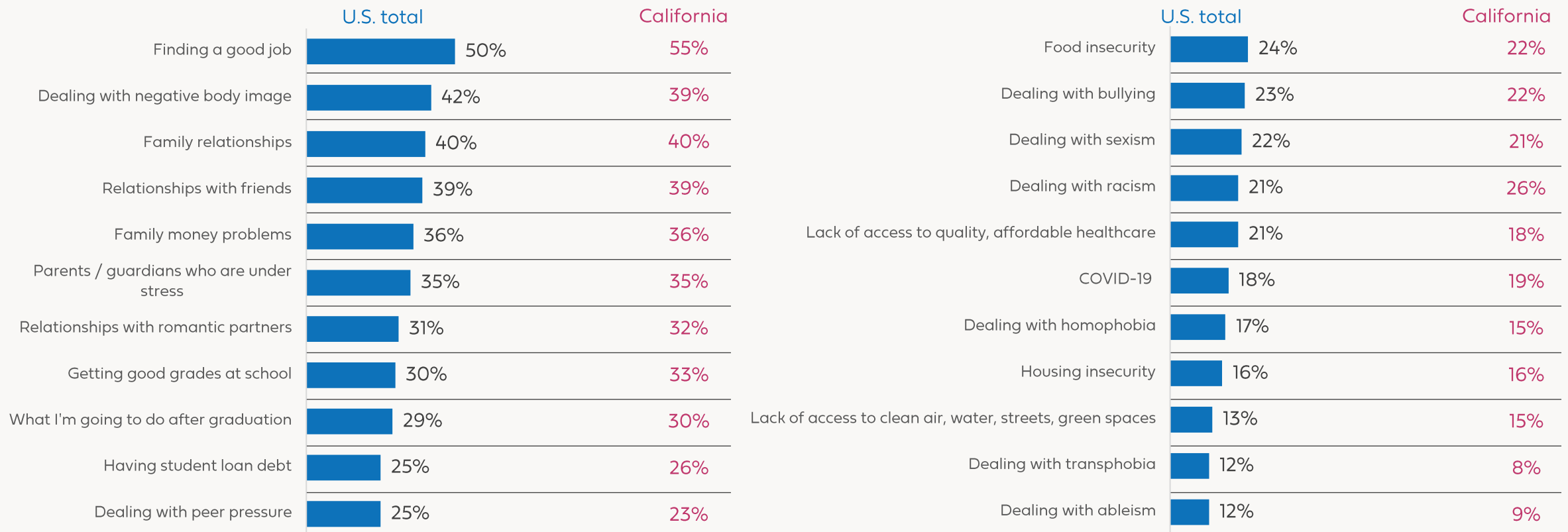
Which of the following mental health challenges, if any, do you experience on a regular basis? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q11. Which of the following mental health challenges, if any, do you experience on a regular basis? Please select all that apply.

Top personal concerns that impact mental health

Which of the following, if any, negatively impacts your mental health to the point where it is disrupting your daily life? Please select all that apply.



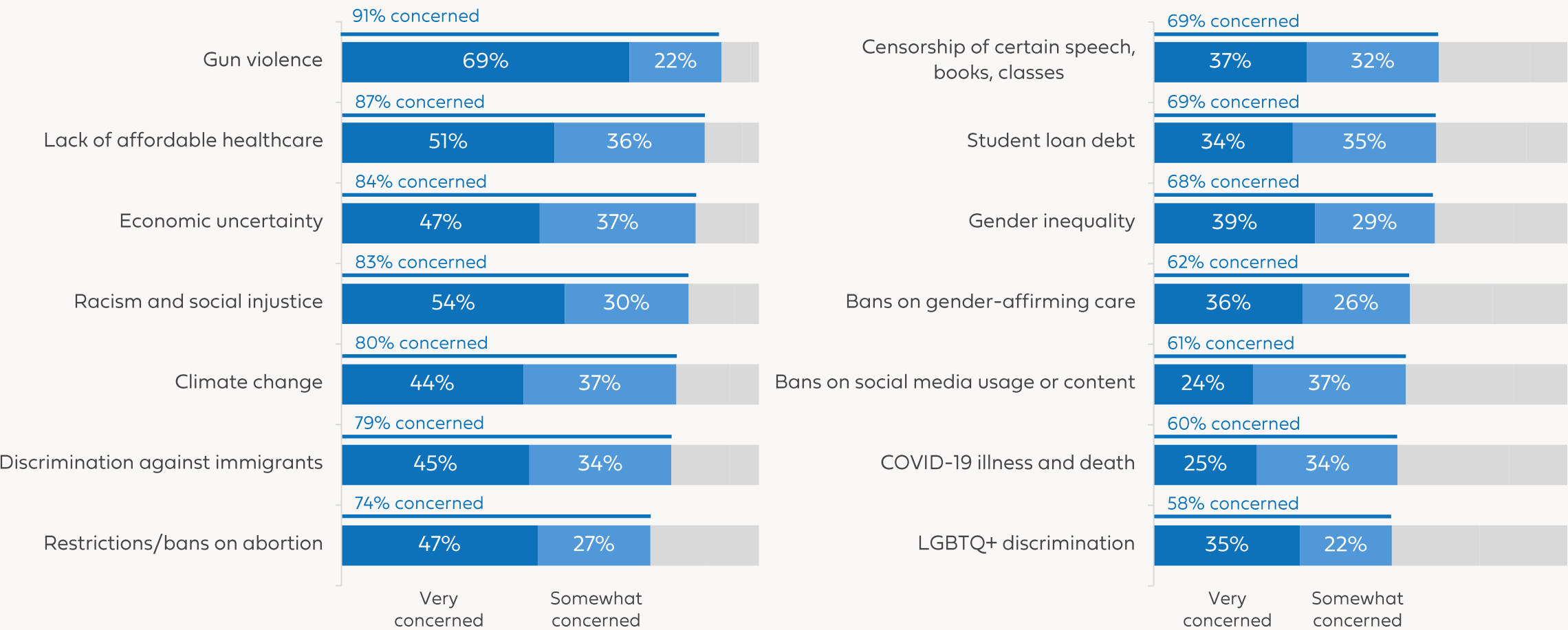
BASE: ALL QUALIFIED RESPONDENTS Q12. Which of the following, if any, negatively impacts your mental health to the point where it is disrupting your daily life? Please select all that apply.



Section II: Concerns about socio-political issues

Concern about socio-political issues (U.S.)

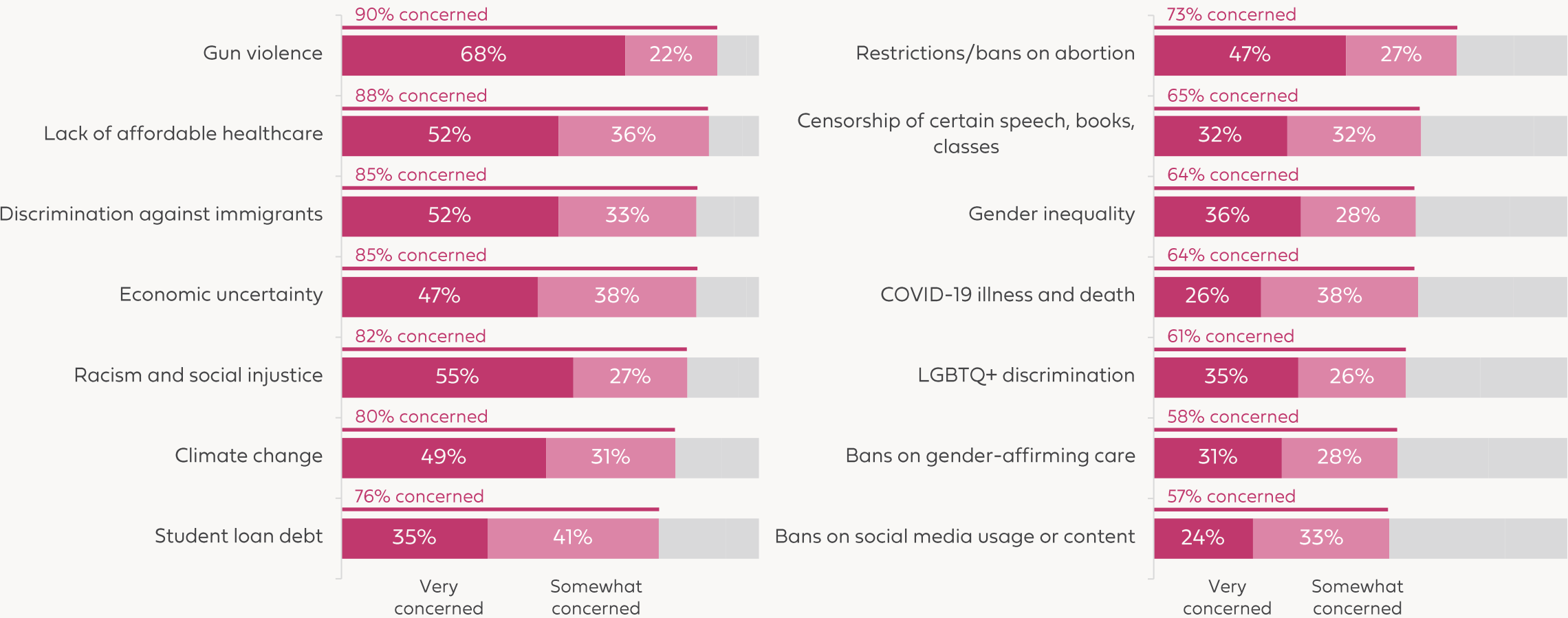
How concerned are you with each of the following socio-political issues today?



BASE: ALL QUALIFIED RESPONDENTS Q1. How concerned are you with each of the following socio-political issues today?

Concern about socio-political issues (California)

How concerned are you with each of the following socio-political issues today?



BASE: ALL QUALIFIED RESPONDENTS Q1. How concerned are you with each of the following socio-political issues today?

**NOTE: Results based on small samples (n<100) should be interpreted as directional only

Learning opportunities for older generations

What do young people understand that you wish older generations understood? Please be as descriptive as possible.



The impact of climate change on current and future generations



The importance of mental health and its impacts



Socioeconomic disparities and inequities exist and need to be addressed



The unsustainable and inequitable state of the housing market



How accessible technology is a new norm that should be embraced, even with caution



That younger generations need older generations' support, not criticism

BASE: ALL QUALIFIED RESPONDENTS QRA. What do young people understand that you wish older generations understood? Please be as descriptive as possible.

Learning opportunities for older generations

Youth wish older generations understood the economic and mental health difficulties they face, and want their support

"I wish older generations understood **the mental health** of the younger generations and our struggles."
- 16-year-old boy from California

"That you can have trauma and **mental health issues** no matter the age, and that it should be taken seriously especially if the child is telling you in confidence."
- 17-year-old girl from Minnesota

"That our world is changing. Racism isn't the way it used to be, and us younger people are working hard to overcome racism. Discrimination on people of the LGBTQ+ community is not acceptable, and as a community we would like it if the older generations would accept that we, the younger generations, cannot be stopped in terms of making change to this world."
- 17-year-old girl from California

"I feel like young people wish older people understood that it isn't like how it was back then and so many things are affecting **young people's mental health**."
- 17-year-old girl from Delaware

"That everyone is different and there is nothing wrong with being LGBTQ, just because someone is different than you doesn't make them bad and people have the right to express themselves how they want to."
- 17-year-old in Washington

"How challenging school can be and that even though teens may seem to be happy and okay, we really aren't."
- 16-year-old girl from California

"I wish that people could understand the **emotions and mental health** of the younger generations. I wish they knew it was okay for someone to want change genders or to love who they want to love."
- 18-year-old girl from Maryland

"I wish that older generations understood the actual **struggles of mental health** and how it's not something that has just appeared in the past 10 years. We're often blamed for our age or our world views, or even the internet. But, in reality, **mental health** has always been a problem. I believe that because of older generations unresolved trauma, newer generations receive that trauma also."
- 17-year-old girl from California

"How much stress we are under."
- 14-year-old in California

"Gender affirming care for children is not "mutilation" or surgery. It is hormone blockers. It is using my preferred name and letting me buy my preferred clothes. It is getting to live more comfortably."
- 17-year-old transgender boy in Nevada

"That **mental health** is very important and should not be neglected because of someone's age."
- 17-year-old girl in Texas

"The fact that we have voices and we don't need to be silenced."
- 16-year-old girl in California

"As a young person, I wish that more of the older generations were willing to at least try and adapt to change. There's a difference in struggling to do something and not bothering at all. You can try to support your kid who's finding out who they are, or you can shove your ideas onto them and force them to become something they might grow to hate."
- 16-year-old boy in North Dakota

BASE: ALL QUALIFIED RESPONDENTS

QRA: What do young people understand that you wish older generations understood? Please be as descriptive as possible.

Learning opportunities for older generations

Youth wish older generations understood the economic and mental health difficulties they face, and want their support

"Quality of life in terms of wages isn't comparable to when they grew up. Education costs can no longer be paid through part time work."
- 21-year-old man from California

"I wish they understood that college is a necessity but it's priced as a luxury."
- 22-year-old woman from New Mexico

"Although the climate changes won't directly affect them, we are continuing to ruin the planet and we need to make it livable for future generations."
- 21-year-old woman from California

"I wish that older generations would understand that just because they grew up without phones and modern technology, that doesn't mean that us younger generations can't live without them. Because that's the new norm."
- 17-year-old woman from Texas

"Work-life balance; a toxic workplace isn't acceptable. You should like your job because then you are a better employee."
- 23-year-old woman from New York

"I believe that young people want older generations to know that they need their support."
- 23-year-old man from California

"MENTAL HEALTH MATTERS. We do not have to take any[thing] from anyone JUST because 'that's the way life is.' Life is made up; jobs are made up. We live on a floating rock."
- 21-year-old woman from Washington

"Young people often have a fresh perspective and a strong sense of urgency when it comes to addressing important issues like climate change. Older people can learn from this and work together with younger generations to create positive change."
- 22-year-old man from California

"We are tired, too."
- 25-year-old man from California

"I feel that there are a large number of social inequities which aren't as widely recognized/understood by older generations. Additionally, from my perspective there are countless economic issues which older generations have caused, and left younger generations to solve. Many of which are difficult subjects to address or change."
- 19-year-old man from Colorado

"That the economy is not the same. Double income couples can not afford to own homes."
- 23-year-old woman from California

"That it is possible to coexist and even disagree on a moral level with someone without needing to place legislative restrictions on their lives. Also how computers work."
- 19-year-old man from Texas

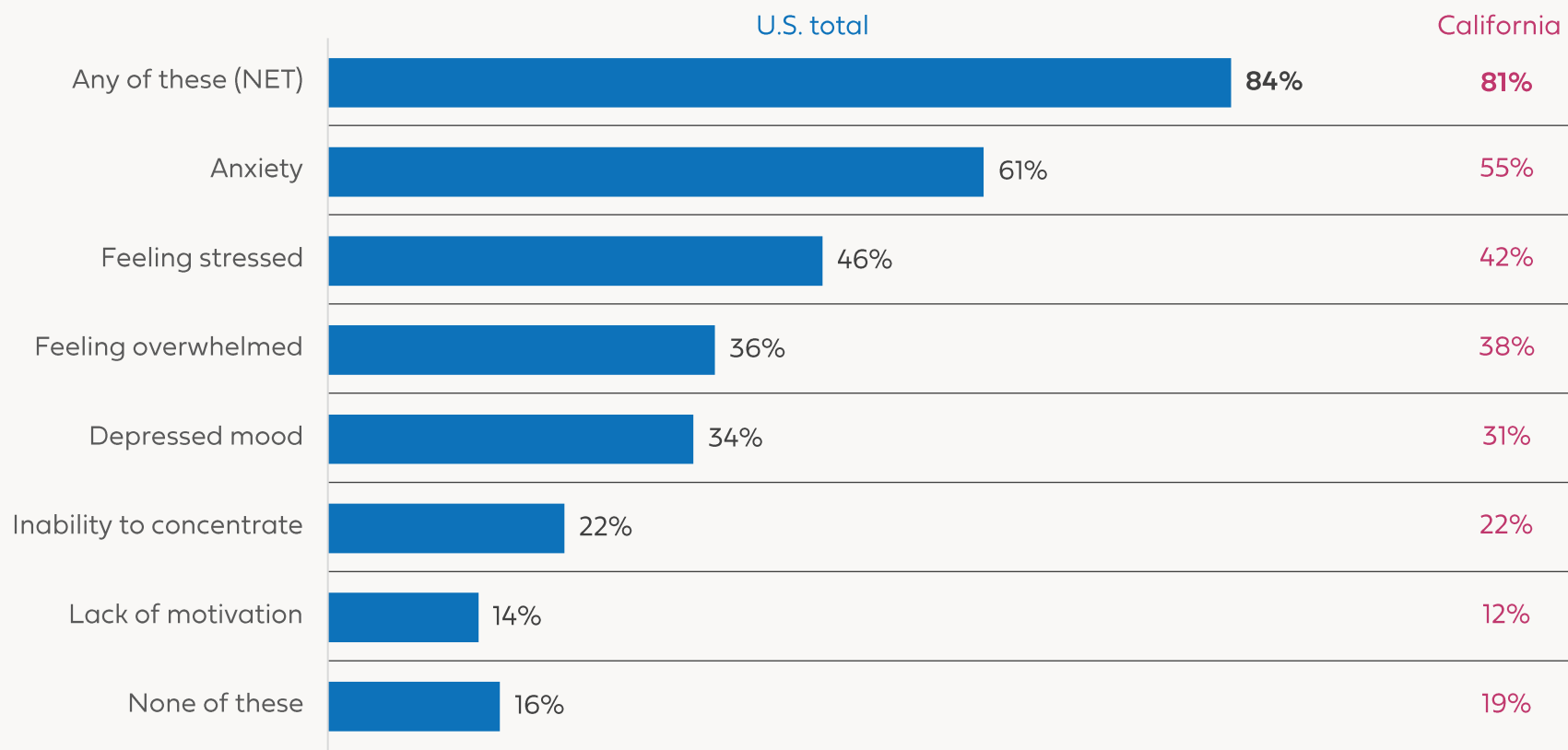
BASE: ALL QUALIFIED RESPONDENTS
QRA. What do young people understand that you wish older generations understood? Please be as descriptive as possible.

Section III: Impact of socio- political issues



Mental health challenges due to gun violence

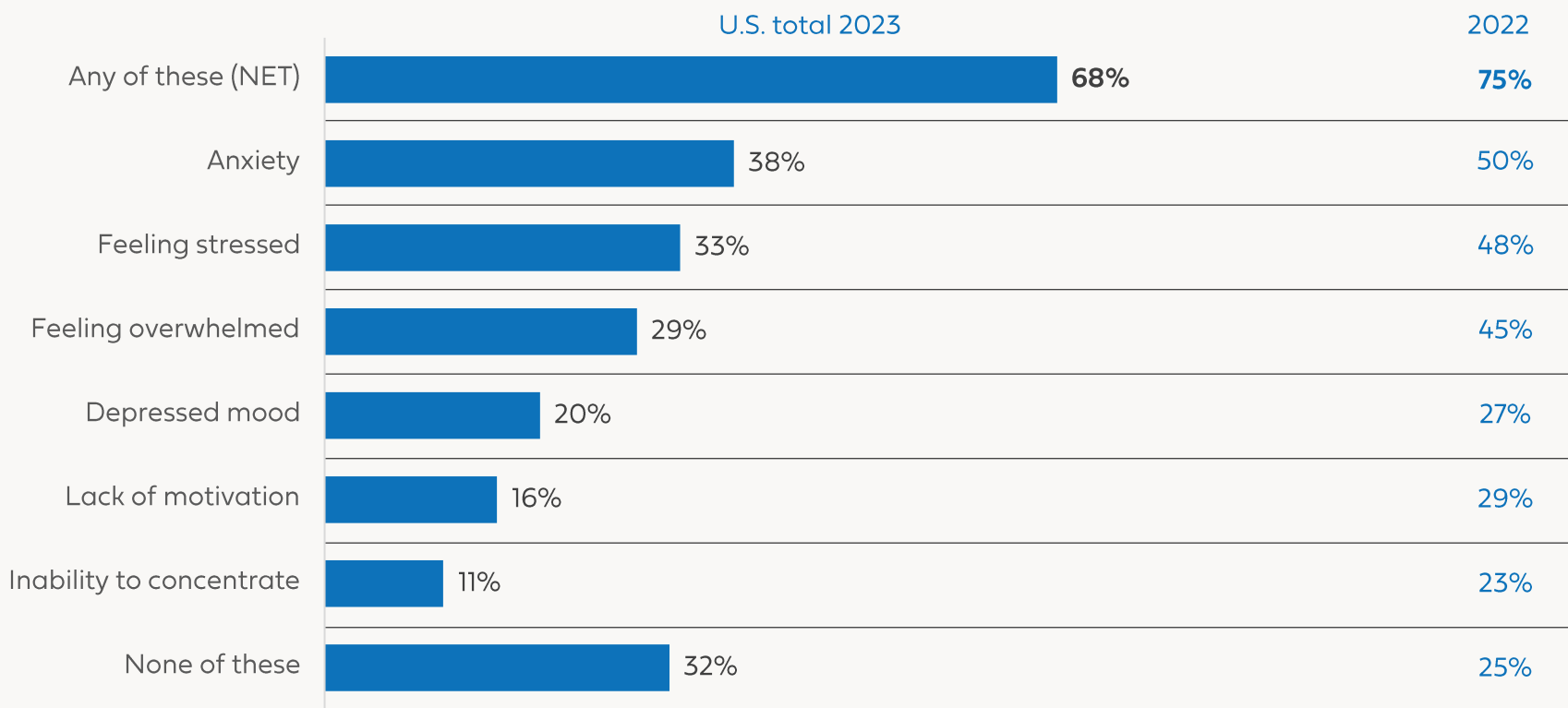
Have you felt any of the following in response to experiencing or hearing about gun violence (school shootings, mass shootings, accidental shootings)? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q3. Have you felt any of the following in response to experiencing or hearing about gun violence (school shootings, mass shootings, accidental shootings)? Please select all that apply.

Mental health challenges due to climate change (U.S.)

Have you felt any of the following in response to experiencing or hearing about climate change or the state of the environment? Please select all that apply.

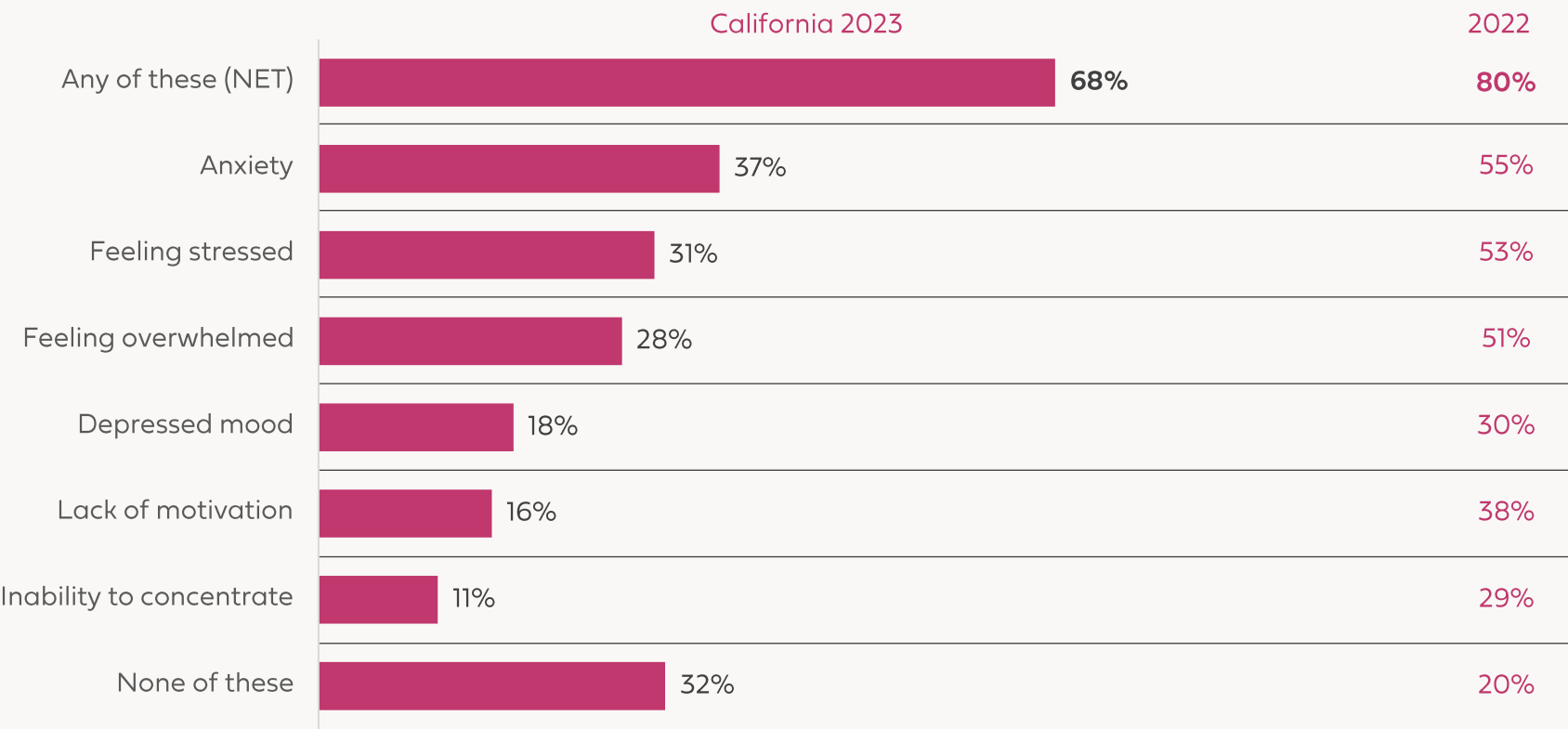


NOTE: This question was modified since 2022. Previous question wording and detailed notes about changes from 2022 shown below.
"Have you ever experienced any of the following as a result of reading, seeing, or hearing news about climate change or the state of the environment? Please select all that apply."
"Feeling stressed" was shown as "Being stressed," "feeling overwhelmed" was shown as "being overwhelmed," depressed mood" was shown as "depression," inability to concentrate" was shown as "inability to focus," and "feeling alone" was removed in 2023.

BASE: ALL QUALIFIED RESPONDENTS Q2. Have you felt any of the following in response to experiencing or hearing about climate change or the state of the environment? Please select all that apply.

Mental health challenges due to climate change (California)

Have you felt any of the following in response to experiencing or hearing about climate change or the state of the environment? Please select all that apply.

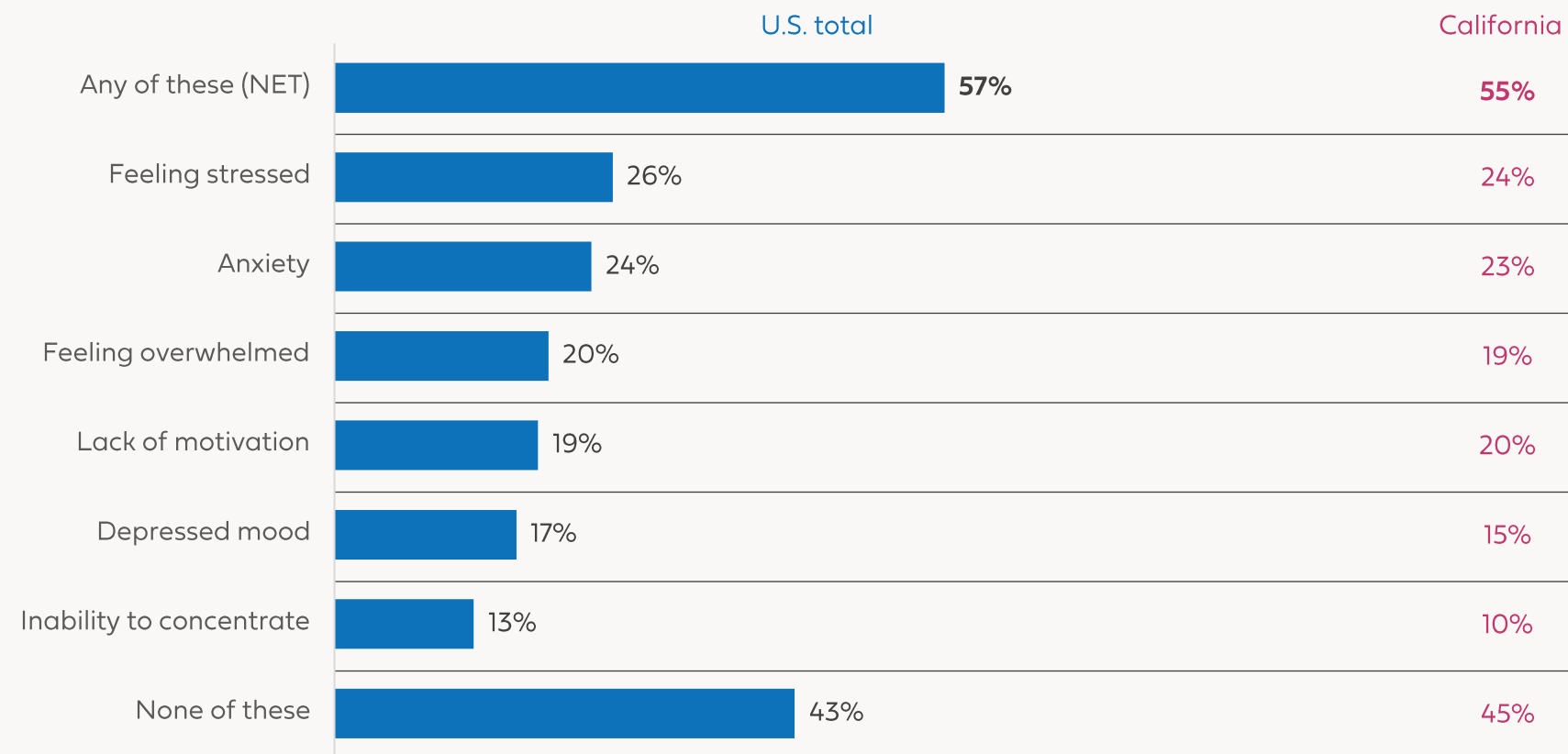


NOTE: This question was modified since 2022. Previous question wording and detailed notes about changes from 2022 shown below.
"Have you ever experienced any of the following as a result of reading, seeing, or hearing news about climate change or the state of the environment? Please select all that apply."
"Feeling stressed" was shown as "Being stressed," "feeling overwhelmed" was shown as "being overwhelmed," depressed mood" was shown as "depression," inability to concentrate" was shown as "inability to focus," and "feeling alone" was removed in 2023.

BASE: ALL QUALIFIED RESPONDENTS Q2. Have you felt any of the following in response to experiencing or hearing about climate change or the state of the environment? Please select all that apply.

Mental health challenges due to censorship

Have you felt any of the following in response to experiencing or hearing about censorship of speech, books, and classes? Please select all that apply.



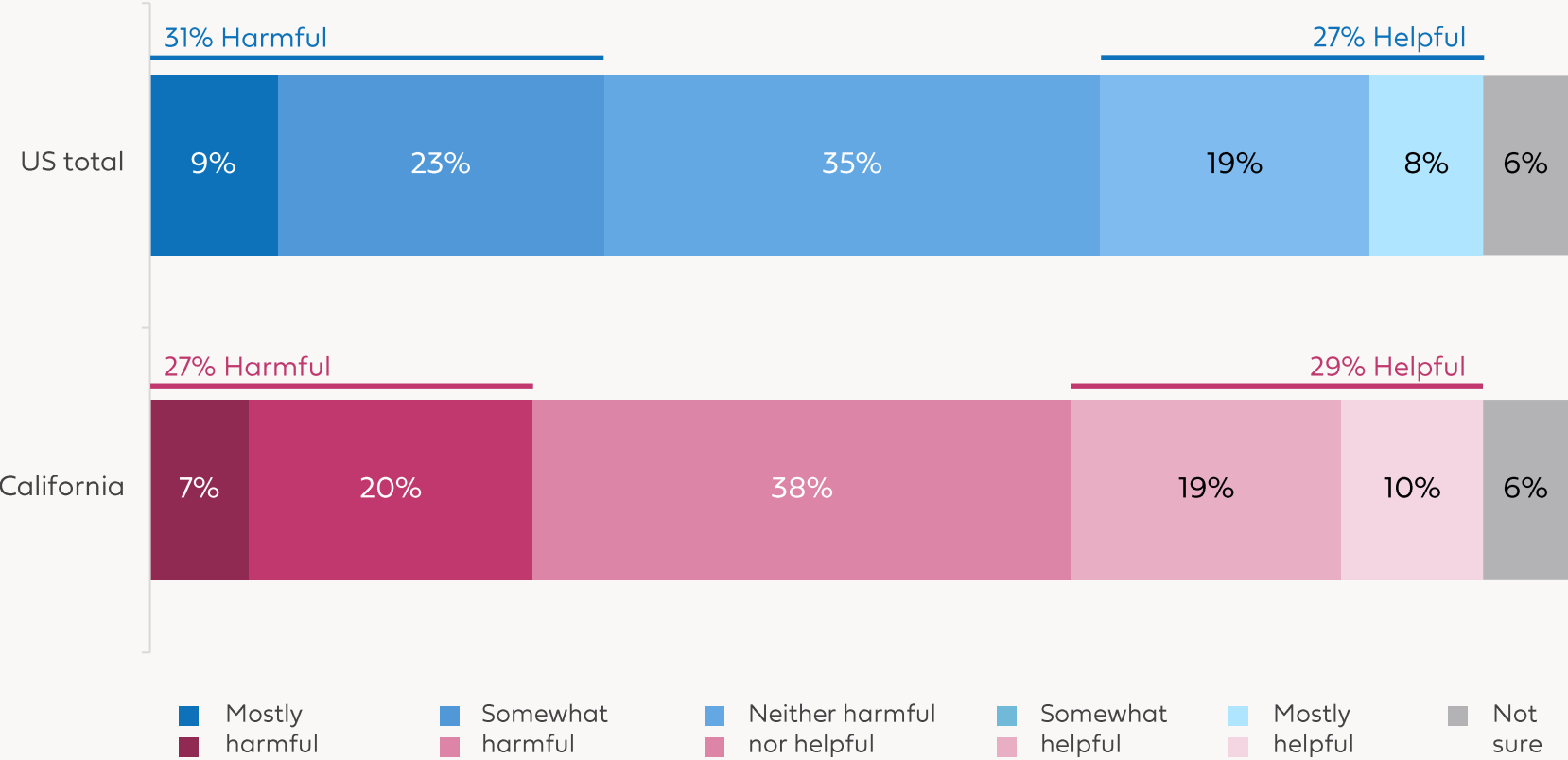
BASE: ALL QUALIFIED RESPONDENTS Q4. Have you felt any of the following in response to experiencing or hearing about censorship of speech, books, and classes? Please select all that apply.

Section IV: The role social media plays in mental health



Social media: helpful for harmful?

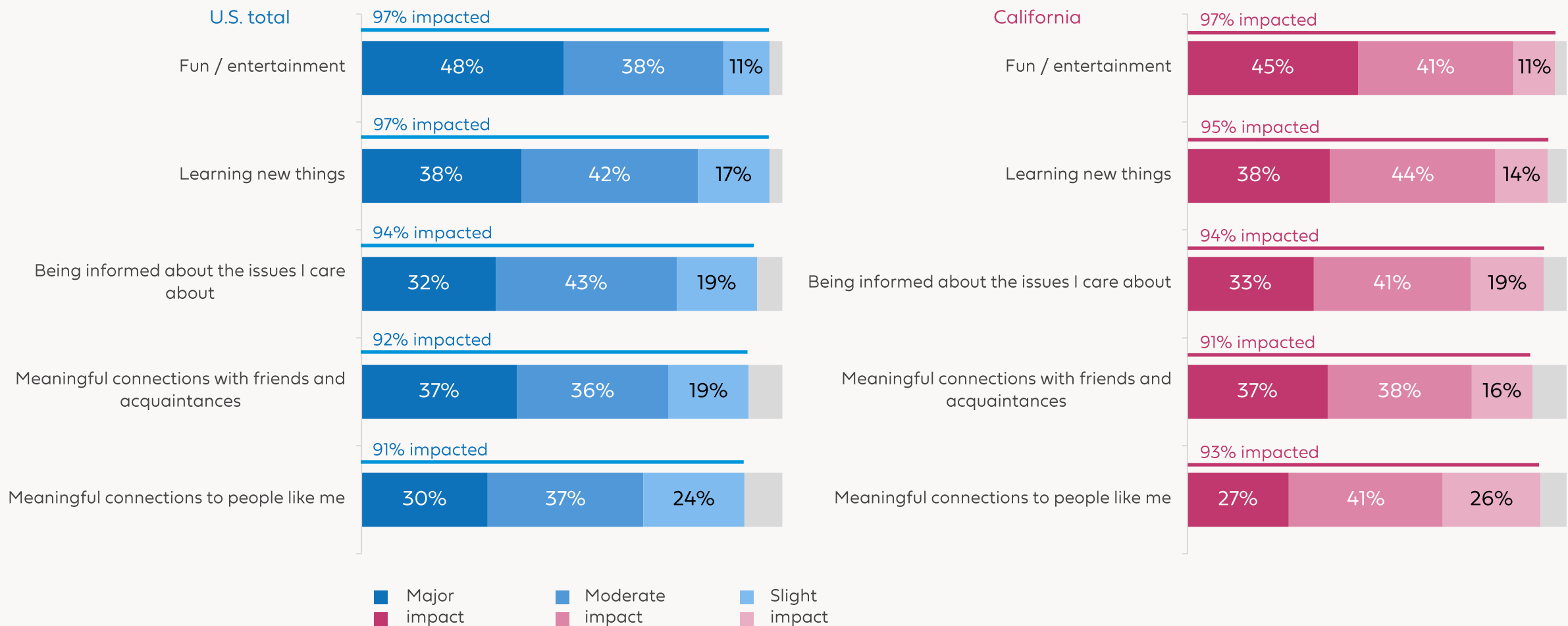
Do you find social media to be more helpful or harmful to your emotions and mental health?



BASE: ALL QUALIFIED RESPONDENTS Q21. Do you find social media to be more helpful or harmful to your emotions and mental health?

Positive impacts of social media

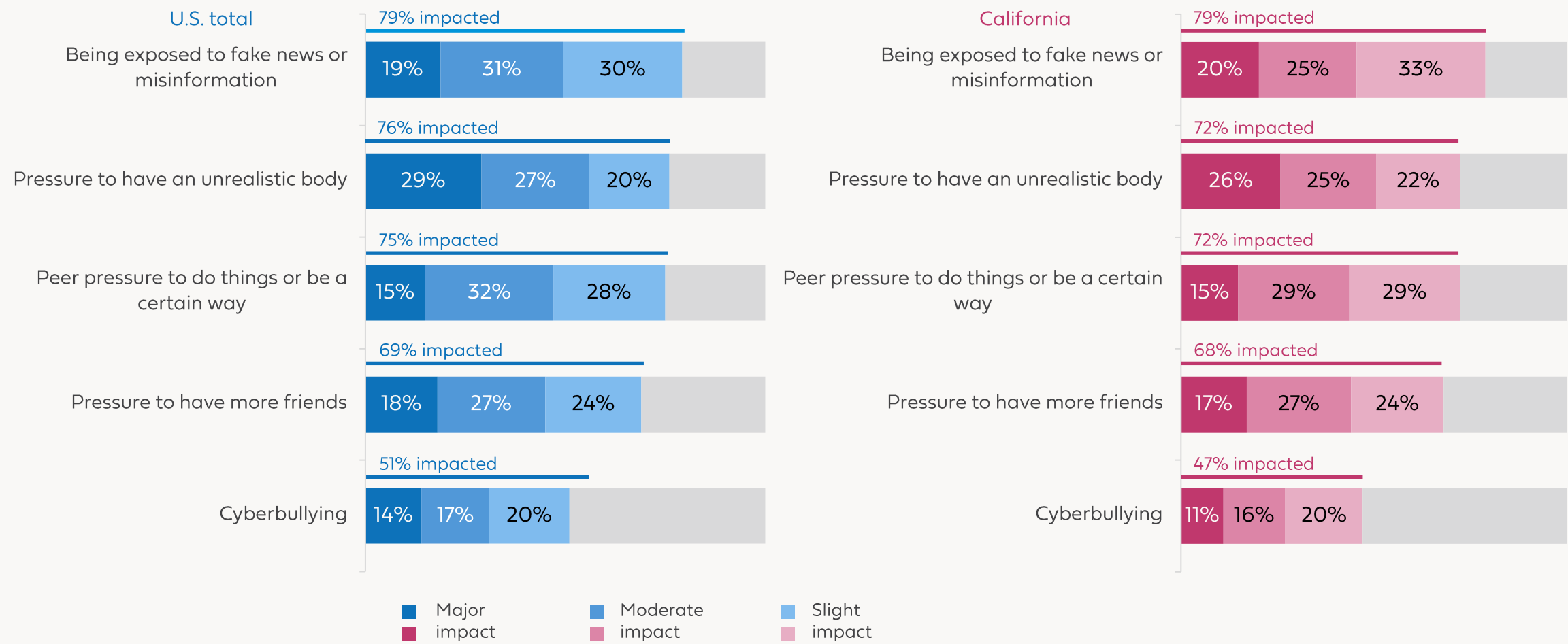
How much of a positive impact do each of the following social media experiences have on your life?



BASE: USES SOCIAL MEDIA Q23. How much of a positive impact do each of the following social media experiences have on your life?

Negative impacts of social media

How much of a negative impact do each of the following social media experiences have on your life?



BASE: USES SOCIAL MEDIA Q22. How much of a negative impact do each of the following social media experiences have on your life?

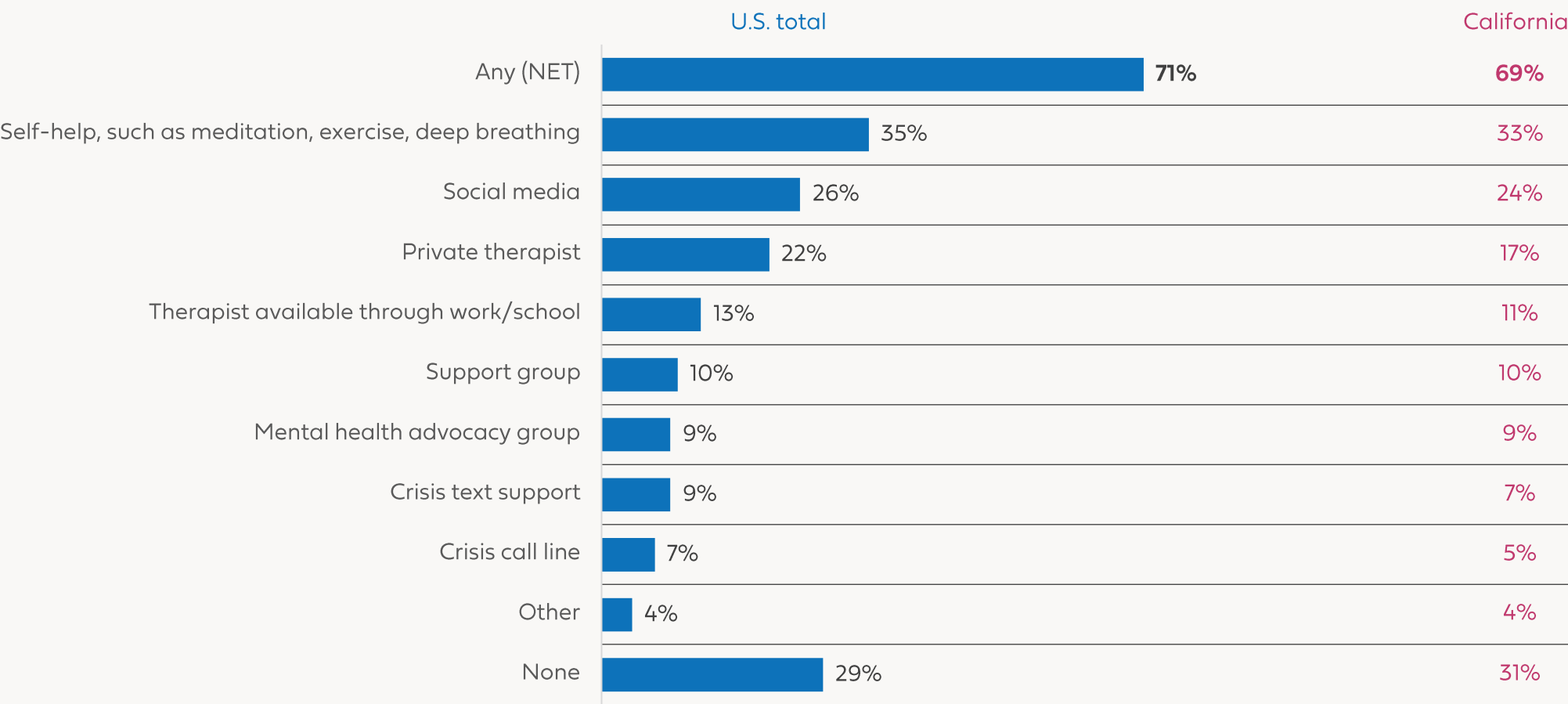


Section V:

How youth are addressing their mental health

Mental health resources used by youth

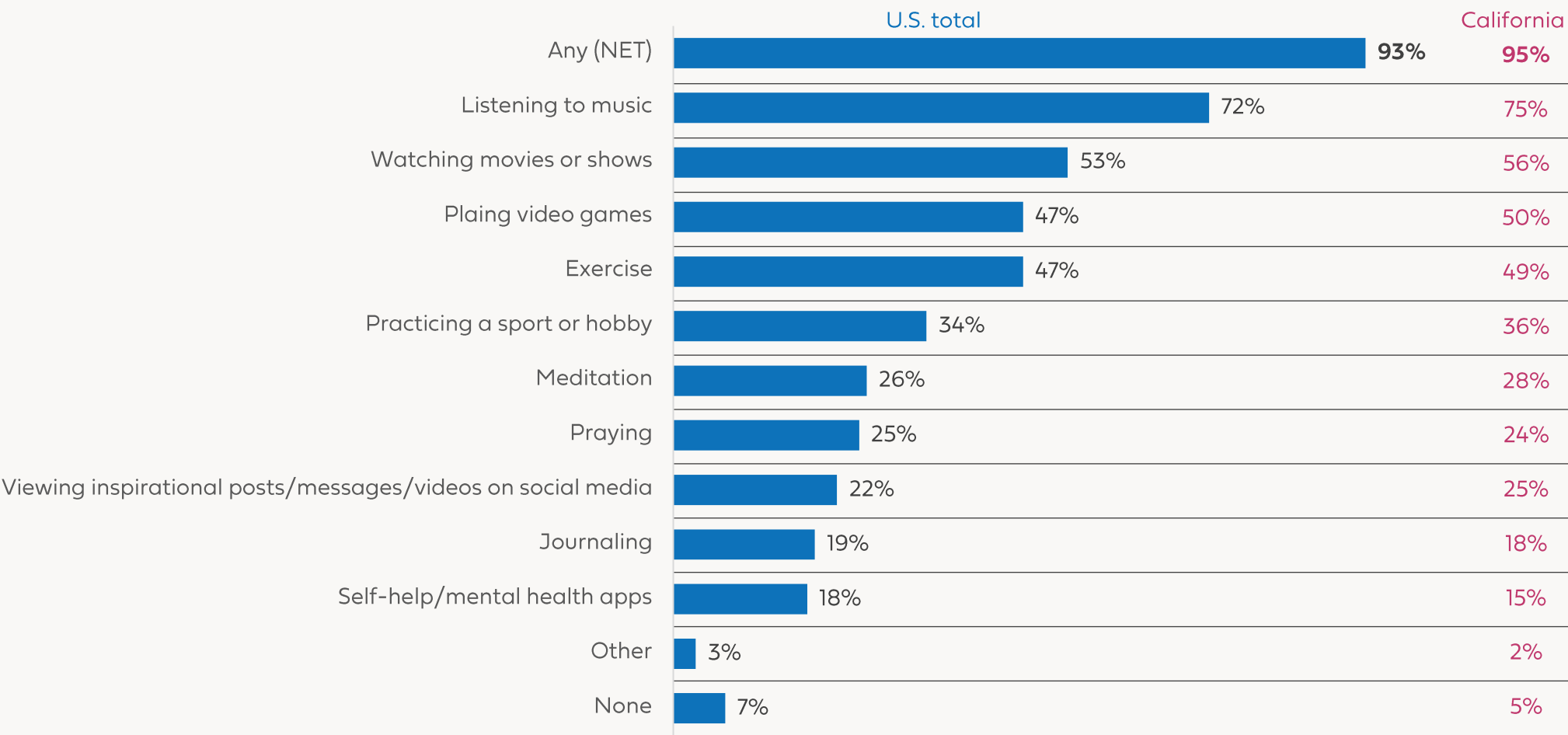
Which types of resources, if any, have you relied on to help address your mental health? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q14. Which types of resources, if any, have you relied on to help address your mental health? Please select all that apply.

Self-care

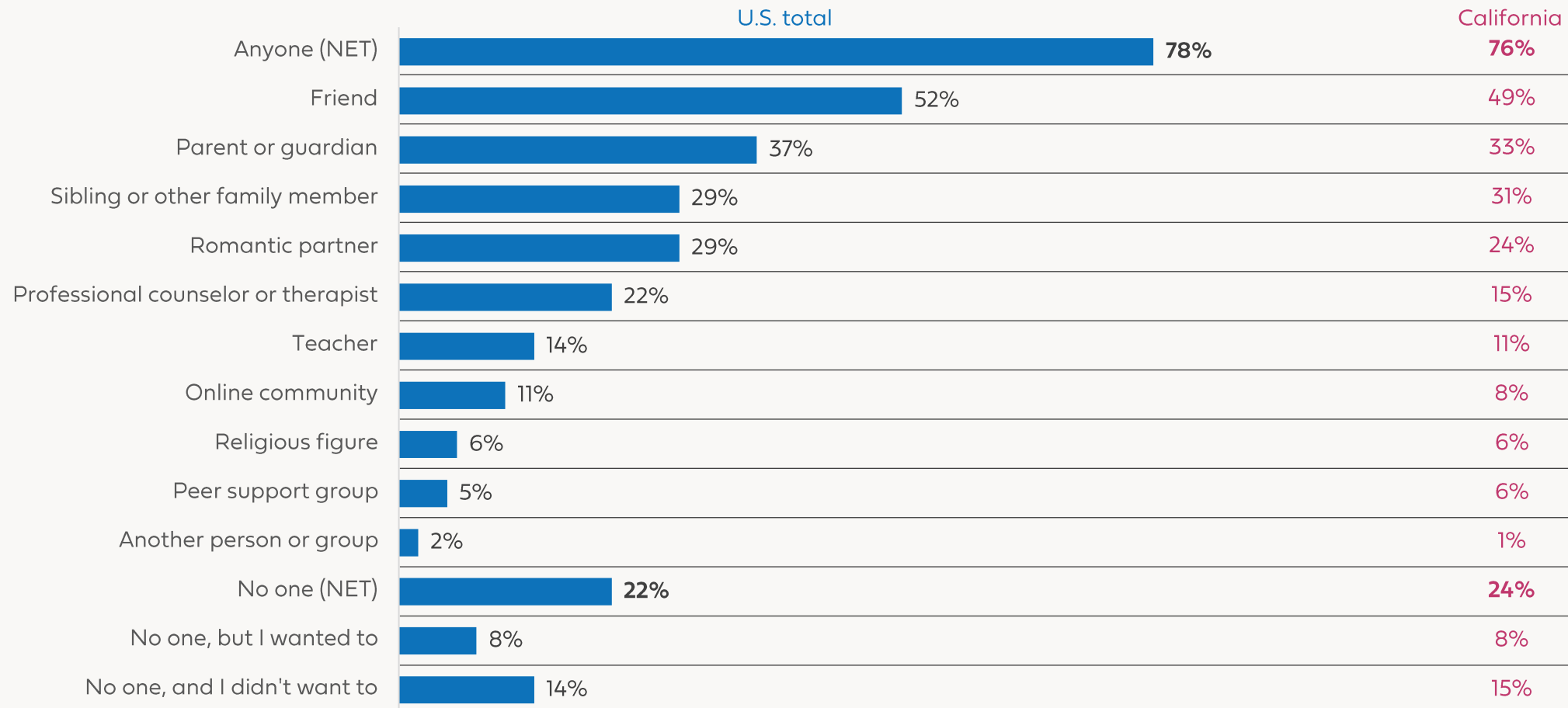
What self-care methods are you currently using to help manage your emotions / mental health? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q19. What self-care methods are you currently using to help manage your emotions / mental health? Please select all that apply.

Who youth talk to about mental health

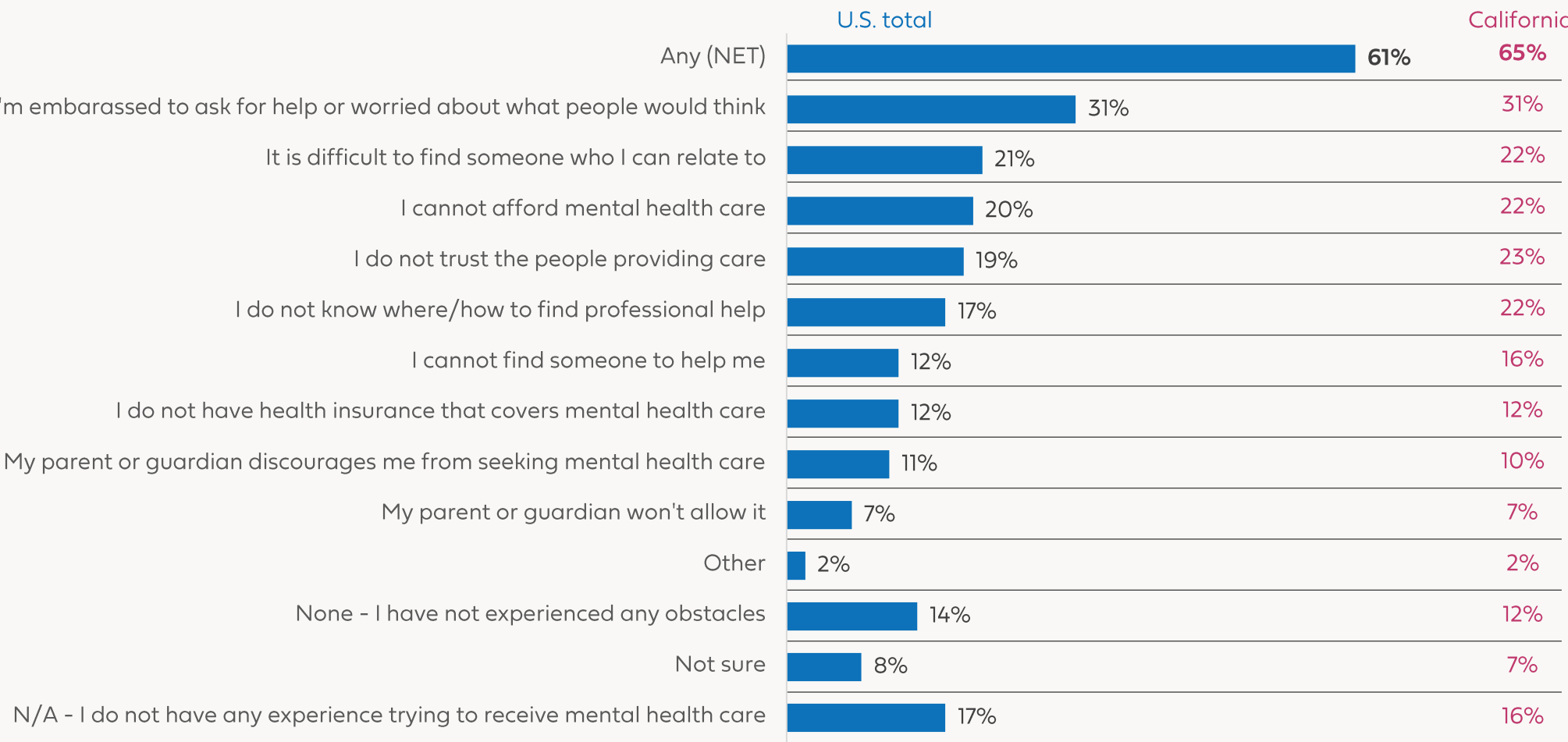
In the past year, which of the following people or groups, if any, did you talk to about your emotions / mental health? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q13. In the past year, which of the following people or groups, if any, did you talk to about your emotions / mental health? Please select all that apply.

Obstacles to mental health care

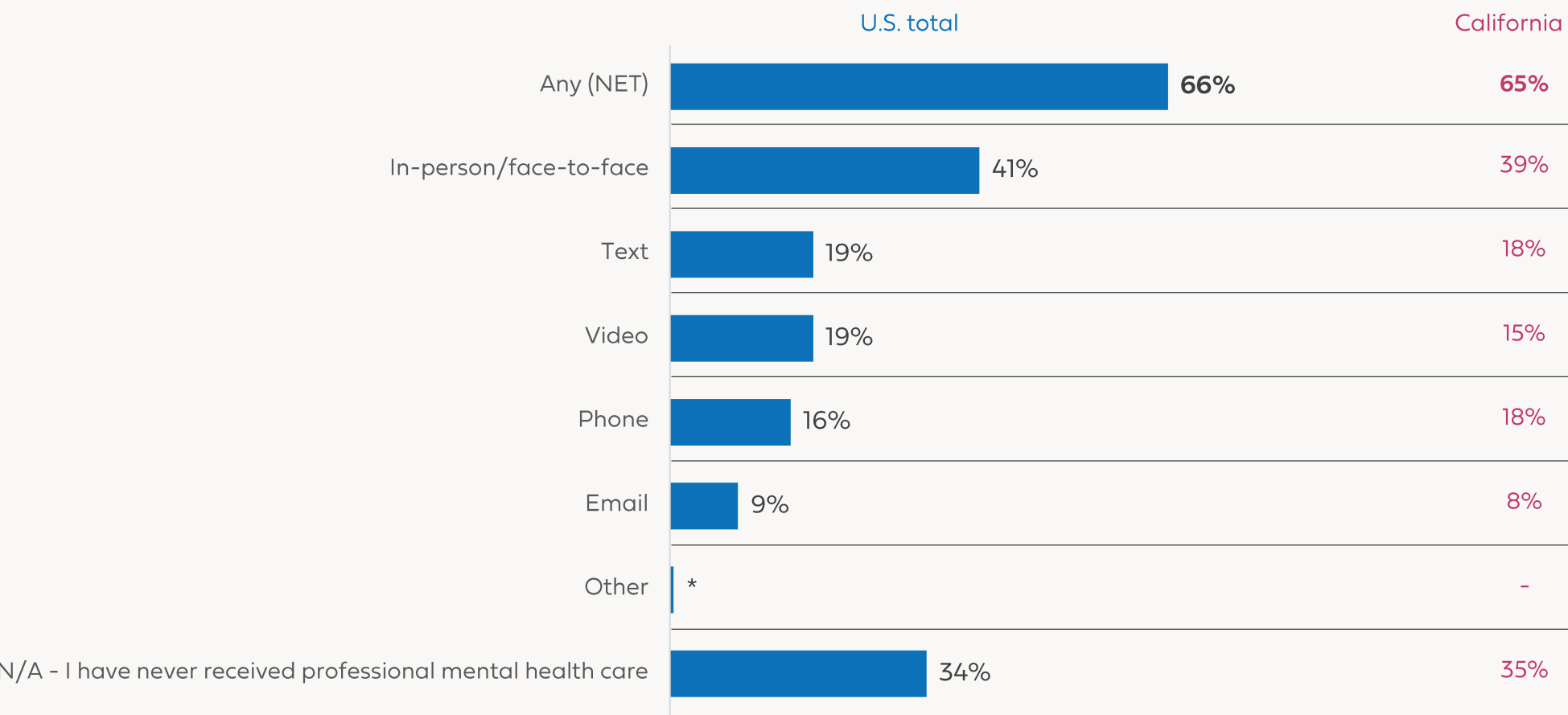
What obstacles have you experienced in receiving or, trying to receive, professional mental health care? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q18. What obstacles have you experienced in receiving or, trying to receive, professional mental health care? Please select all that apply.

How youth prefer to receive mental health care

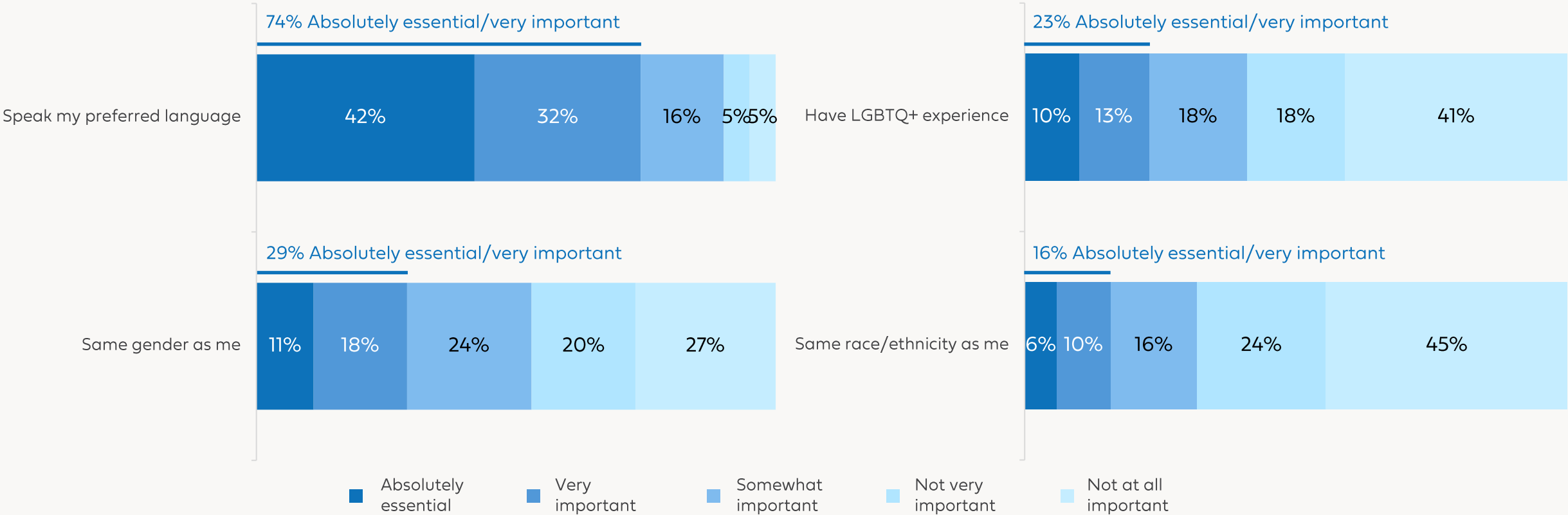
If you have received professional mental health care, what method do you prefer to receive it?
Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q16. If you have received professional mental health care, what method do you prefer to receive it? Please select all that apply.

Importance of finding a provider with certain characteristics (U.S.)

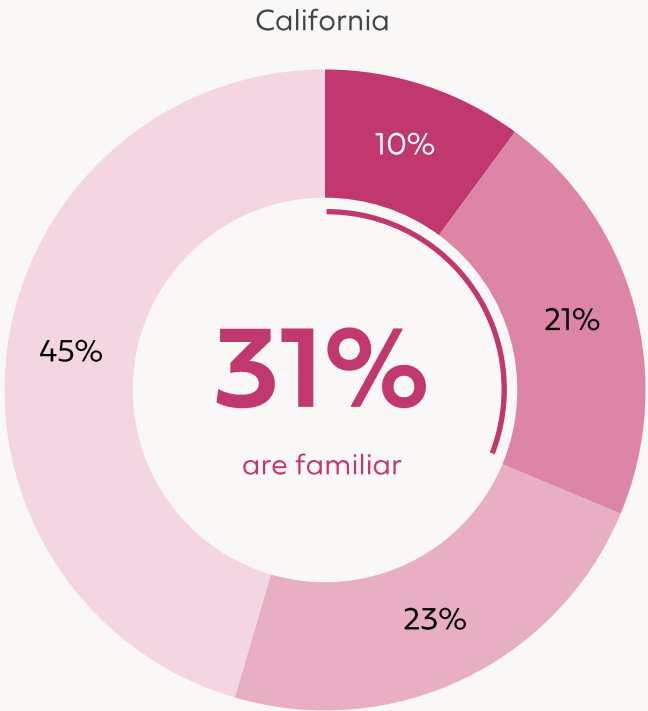
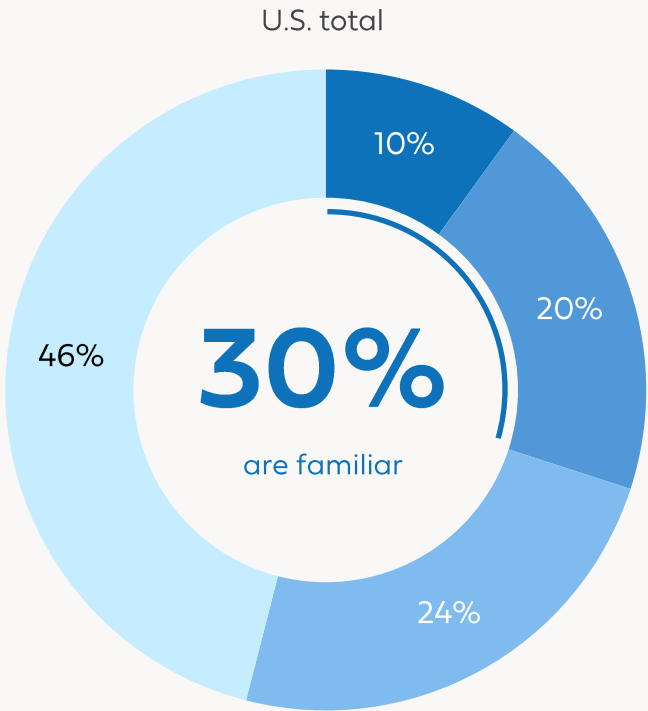
When / If you were seeking professional mental health care, how important is it to have a provider who shares each of the following characteristics?



BASE: ALL QUALIFIED RESPONDENTS Q17. When / If you were seeking professional mental health care, how important is it to have a provider who shares each of the following characteristics?

Familiarity with the 988 hotline

How familiar are you with the 988 hotline?

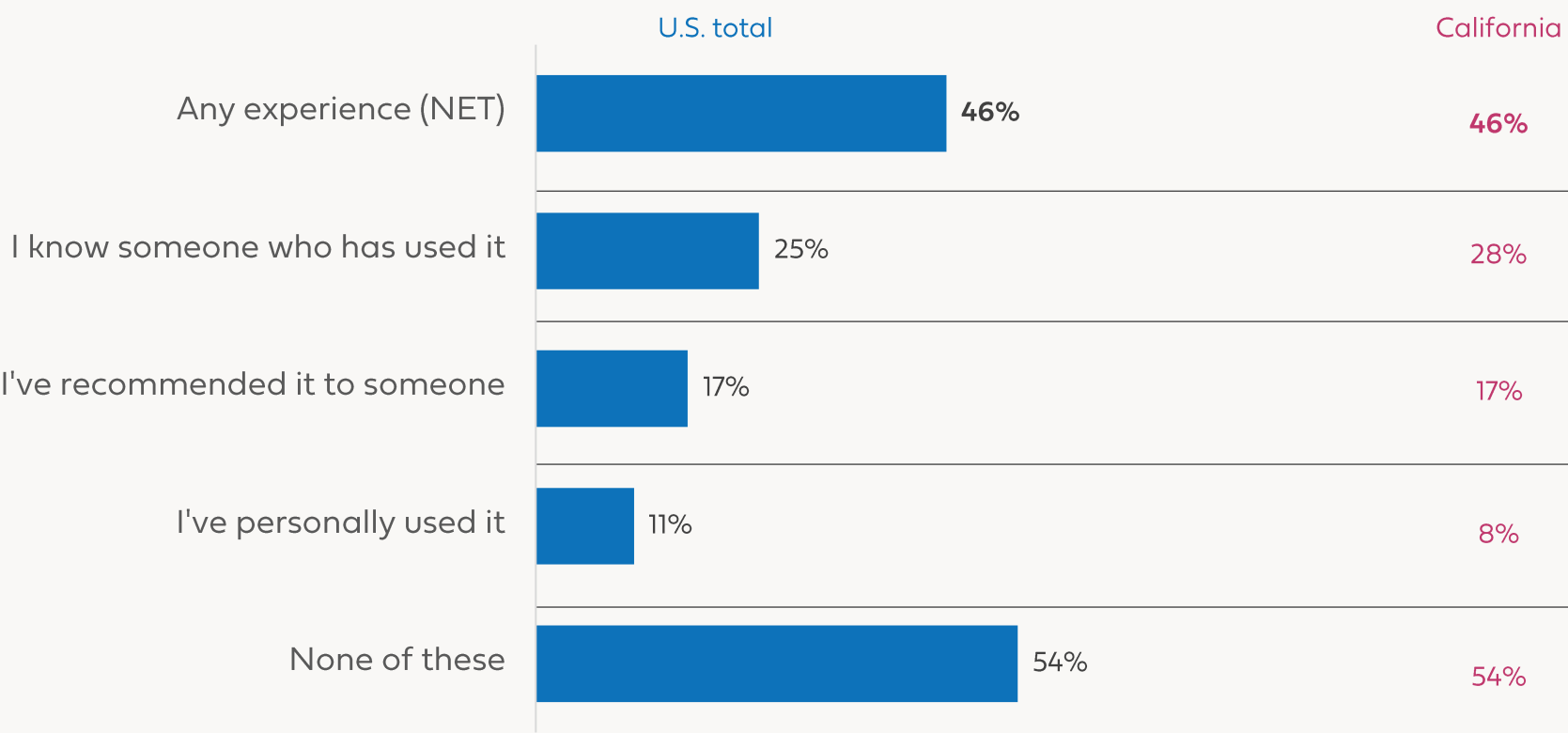


- Very familiar
- Somewhat familiar
- Only heard of the name
- Never heard of it

BASE: ALL QUALIFIED RESPONDENTS Q15. How familiar are you with the 988 hotline?

Experience using the 988 hotline

What experience have you had with the 988 hotline? Please select all that apply.



BASE: HEARD OF THE 988 HOTLINE Q15A. What experience have you had with the 988 hotline? Please select all that apply.

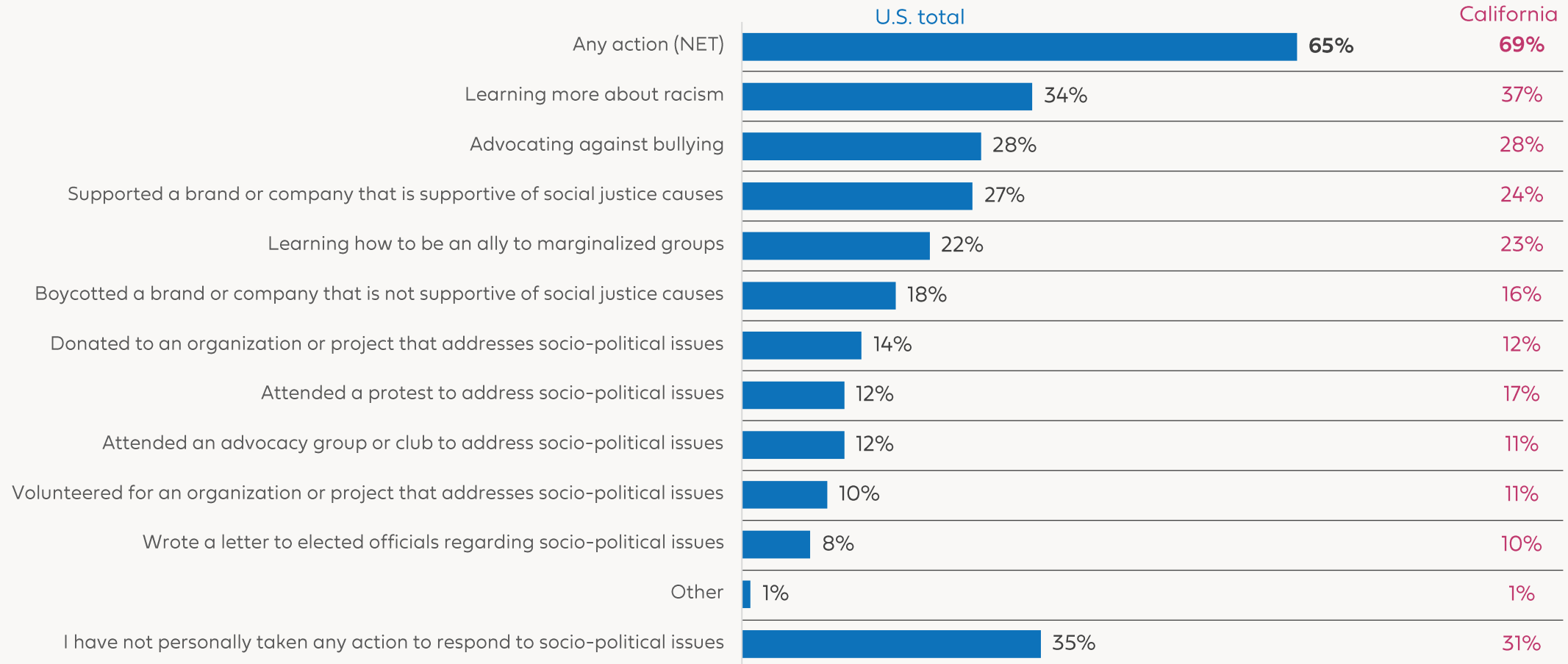
Section VI:

How youth are taking
action on issues that
matter to them



Taking action on socio-political issues

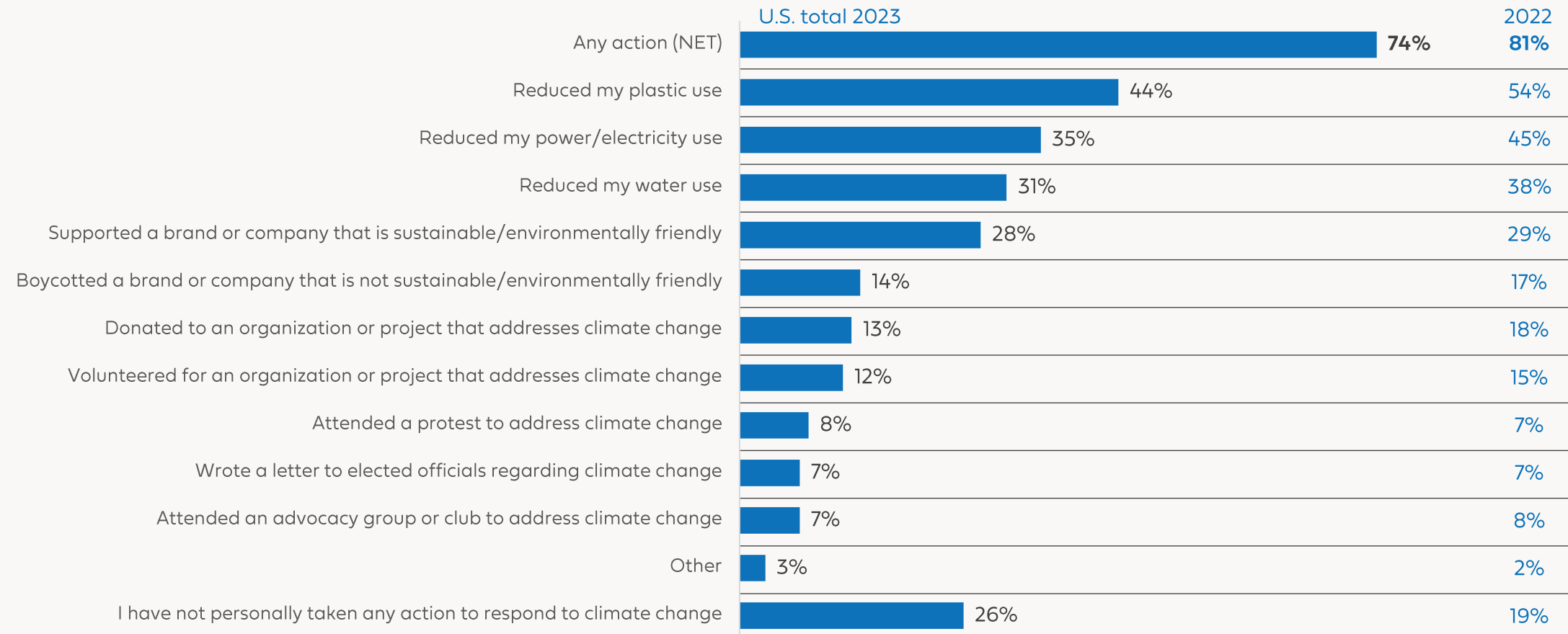
Which of the following actions, if any, have you personally taken to respond to socio-political issues? Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q7. Which of the following actions, if any, have you personally taken to respond to socio-political issues? Please select all that apply.

Taking action on climate change, 2023 vs 2022 (U.S.)

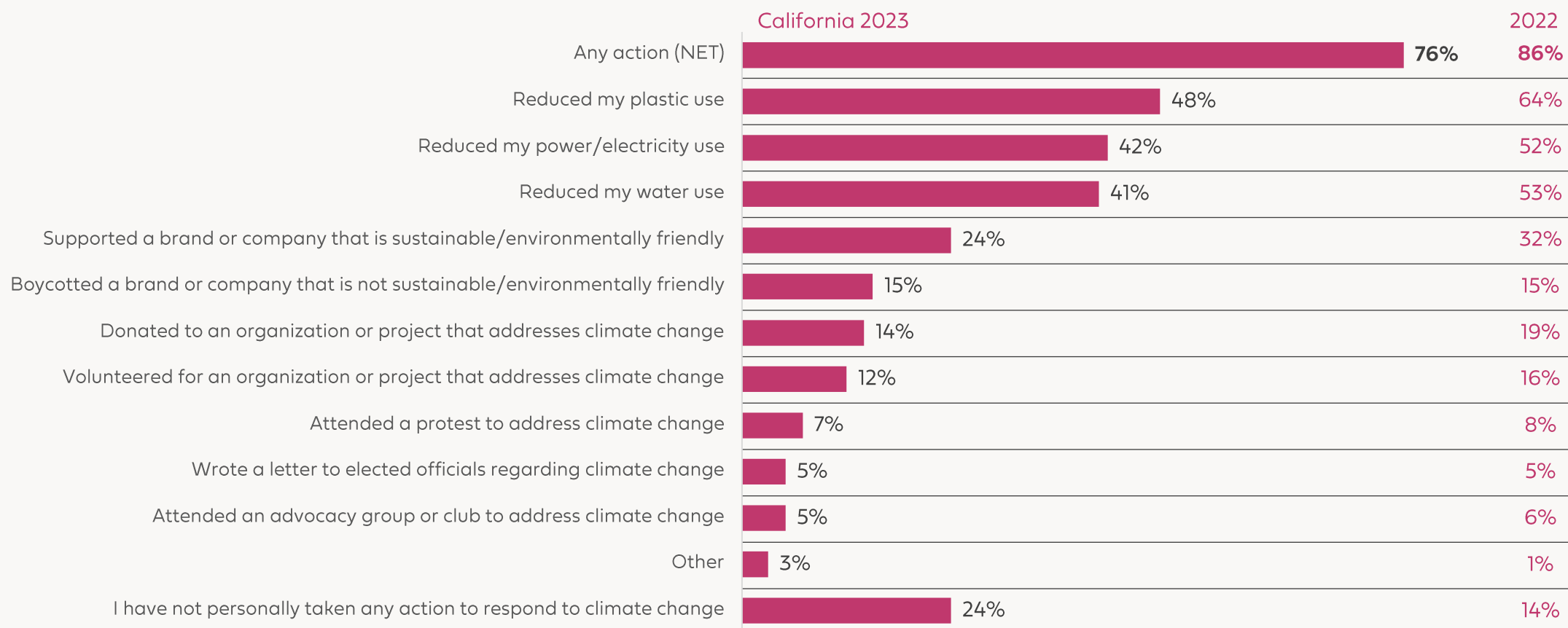
Which of the following actions, if any, have you personally taken to respond to climate change?
Please select all that apply.



BASE: ALL QUALIFIED RESPONDENTS Q6. Which of the following actions, if any, have you personally taken to respond to climate change? Please select all that apply.

Taking action on climate change, 2023 vs 2022 (California)

Which of the following actions, if any, have you personally taken to respond to climate change?
Please select all that apply.

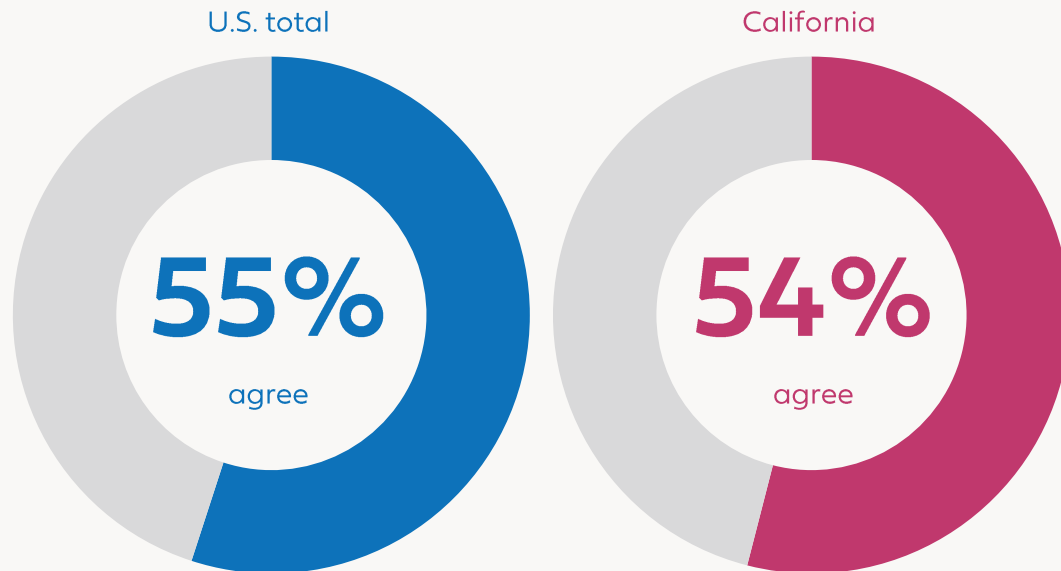


BASE: ALL QUALIFIED RESPONDENTS Q6. Which of the following actions, if any, have you personally taken to respond to climate change? Please select all that apply.

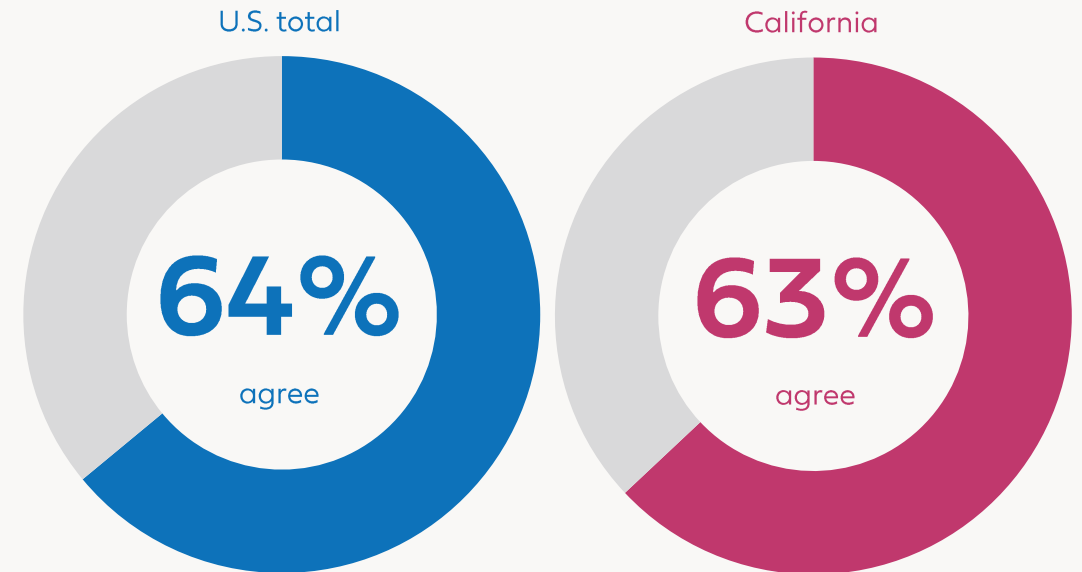
Youth question their impact

How much do you agree or disagree with the following statements?

“I’m not taking as much action as I could because what I do doesn’t make a difference.”



“I feel helpless about addressing the issues I care about.”



BASE: ALL QUALIFIED RESPONDENTS Q8. How much do you agree or disagree with the following statements?



Blue Shield of California is an independent member of the Blue Shield Association A52191-W (2/21)