

Attitudes and Perceptions towards health care in the 18-to-24-year old Youth and Young Adult (YAYA) demographic

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According to Axios, Americans spent \$3.65 trillion on healthcare in 2018. This major industry touches every person in the country and is the topic of many headlines. We were interested in understanding how the youth and young adult (YAYA) market of 18- to 24-year-olds perceives topics such as healthcare, health institutions and mental health. For our study, we explored the ideas of YAYA individual's perceptions of modern day health care, how that perception changed over time, how YAYA consumers perceive mental health in comparison to physical health and what healthcare practices YAYA individuals want in the workplace. We examined data from surveys done over a five-year period from 2016-2020, which were developed and distributed to a national respondent panel resulting in a yearly sample comprising 700+ completed responses. From our analysis, we uncovered findings that showed healthcare is not a straight-forward topic for the 18- to 24-year-old YAYA market. Overall, this market has a different view on healthcare. At times, they can be skeptical about actions such as purchasing health care or visiting the doctor. However, they want this topic to be a larger conversation, whether it be in the workplace or when deciding to go to the doctor.