2025 MassMutual Health & Wealth Habits Report

An online poll examining the relationship between health and financial wellness was commissioned by [MassMutual]() and conducted by PSB Insights from August 7 to August 12, 2025, among 1,000 American 18 or older. Data was weighted on gender, age, race/ethnicity, region, income and education to be representative of the U.S. population 18+ based on data from the US Census Bureau's American Community Survey (ACS) 2023.

The Wellness Paradox

1) **Most Americans agree that they make better financial decisions when they are actively investing in their health and wellness, but the reality is that financial constraints and pressures prevent many from doing so.**

   a. 80% of Americans agree they **make better financial decisions when they are actively investing in their health and wellness,** however, 36% say they **have to sacrifice aspects of their health due to financial constraints and pressures.**
      - Over half of Gen Z (61%) and Millennials (50%) say they have to sacrifice aspects of their health due to financial constraints and pressures.
      - Women (42%) are more likely to sacrifice aspects of their health vs. men (30%).

   b. When healthcare needs are addressed, it can come at the cost of financial stability. 27% of Americans say they **sacrifice financial stability to address their healthcare needs.**

2) **Many Americans, particularly Millennials and Gen Z, are skipping or delaying health and wellness care due to financial pressures.**

   a. Nearly 3-in-10 (29%) of Americans say financial challenges have **prevented them from prioritizing their health and wellness in the past 12 months.**
      - Younger generations are even more likely to say they have not been able to prioritize their health in the past 12 months due to financial challenges (Gen Z 52%, Millennials 39%, Gen X 29%, Baby Boomers 8%).
      - Women (35%) are also more likely to say they have faced this challenge in the past 12 months compared to men (23%).

   b. 39% of Americans have skipped at least one health appointment or purchase in the past 12 months, most commonly **dental cleanings/check-ups** (21%) and **vision exams** (20%).

   c. When it comes to wellness in the past 12 months, 45% have gone without wellness care such as **healthy groceries or meal planning** (24%), **medication/vitamins** (21%) **and gym or fitness membership** (20%).

The Intersection of Financial, Physical, and Mental Health

3) **Financial health often goes hand-in-hand with physical and mental health.**

   a. Americans who rate their **financial health above average** are nearly four times **more likely to rate their physical health above average** compared to those who rate their financial health below average (68% vs. 18%).

- Those who rate their financial health above average are more likely to regularly keep up with health habits than those who rate it below average, most notably exercising regularly (70% vs. 34%), getting at least 7 hours of sleep per night (67% vs. 49%) and eating a balanced, healthy diet (66% vs. 33%).

b. Similarly, Americans who **rate their financial health above average** are over 3 times **more likely to rate their mental health above average** compared to those who rate their financial health below average (72% vs. 22%).

4) **Maintaining certain financial habits can make a meaningful difference in Americans' physical and mental health.**

a. The **financial behaviors that have the biggest impact on financial health** perceptions vary across generations.
   - Notable financial behaviors that are the highest predictors of positive financial health *(most important behavior for each generation is **bolded**)*:
     1. An excellent credit score: accounts for 17% of financial health (**Gen Z 28%, Millennials 22%,** Gen X 10%, Baby Boomers 6%)
     2. Investing in stocks, bonds, or other assets: accounts for 15% of financial health (Gen Z 2%, Millennials 15%, Gen X 8%, **Baby Boomers 19%**)
     3. An emergency fund with at least 3-6 months of living expenses: accounts for 12% of financial health (Gen Z 4%, Millennials 9%, **Gen X 18%,** Baby Boomers 8%)
     4. Paying off credit card balances each month: accounts for 13% of financial health (Gen Z 13%, Millennials 8%, Gen X 11%, Baby Boomers 13%)

b. **Financial habits are key drivers of physical health**, accounting for 40% of Americans' perceptions of their own physical health.

c. Having a generally positive attitude is by far the most important contributor to mental health, accounting for 31% of Americans' perceptions of their own mental health. **Financial habits also play a key role in mental health**, accounting for 24%.

5) **While trying to balance both finances and health can be a challenge for all Americans, younger generations in particular are struggling to maintain healthy habits to support their physical, mental and financial health.**

a. While around half of Americans rate their **physical** (47%), **mental** (53%) and **financial** (48%) health **above average**, there are stark generational differences in perceptions.
   - Baby Boomers are more likely to rate each aspect of health above average (physical 57%, mental 71%, financial 59%) compared to younger generations. Gen Z are the least likely to rate themselves above average (physical 38%, mental 36%, financial 35%).

b. Likely a contributing factor to perceptions of average or below average health, younger generations are not as regularly keeping up with healthy physical and financial habits compared to Baby Boomers.
   - Exercise regularly (Gen Z 47%, Millennials 56%, Gen X 59%, Baby Boomers 67%)
   - Eat a healthy, balanced diet (Gen Z 43%, Millennials 51%, Gen X 54%, Baby Boomers 63%)
   - Had an annual physical in the last 12 months (Gen Z 45%, Millennials 48%, Gen X 68%, Baby Boomers 88%)
   - Had a dental exam in the last 12 months (Gen Z 43%, Millennials 48%, Gen X 62%, Baby Boomers 77%)
   - Pay off credit card balances in full each month (Gen Z 39%, Millennials 44%, Gen X 52%, Baby Boomers 72%)

- Invest in stocks, bonds and other assets (Gen Z 22%, Millennials 33%, Gen X 42%, Baby Boomers 54%)
- Have an excellent credit score (Gen Z 33%, Millennials 48%, Gen X 57%, Baby Boomers 80%)

c. 30% of Americans agree **only wealthy people can afford to worry about health and wellness**, a sentiment that is highest among Gen Z (46%) and Millennials (40%).

The Sleep Debt Crisis

6) **Financial anxiety is causing sleepless nights for many Americans, often exacerbating their financial struggles and harming their mental health.**

a. A third (33%) of Americans say they **lose sleep at night due to financial worries or stress.**
- Sleepless nights over finances are hitting younger generations harder. Over half of Gen Z (59%) and 42% of Millennials say they lose sleep at night due to financial stress compared to 33% of Gen X and 11% of Baby Boomers.
- Among those who lose sleep due to financial worries or stress, over half (54%) say they are losing at least **2-3 hours of sleep or more on average** and 39% say it has **made their financial situation worse.**
- 55% say it has resulted in a **decline in mental or emotional health**, 43% **spending on short-term fixes** (e.g., coffee, energy drinks) and 35% **strained personal relationships**.

The Unknown Costs of Living Longer

7) **A majority of Americans think that living to 100 comes with financial challenges that are not widely known. While they are not in denial about these potential hidden costs, they are also not planning for the possibility that they live to 100 (and do not think they are likely to live to this age).**

a. 68% of Americans agree living to the age of 100 likely comes with **financial challenges that are not widely known.**
b. Only 18% of Americans describe themselves as "in denial" about the hidden costs of living to 100.
c. A majority of Americans (68%) think it costs at minimum **$50K** annually to maintain good health at the age of 100; a quarter (25%) think it will cost **more than $100K** annually.
d. Give the possibility they could live longer (to 100 or older), 64% of Americans feel they need to **consider financial options to support their needs in old age**, but only 20% have actually considered them. The remaining 36% say they **do not plan consider financial options** to support their needs in old age.
e. Only 18% of Americans think they are **likely to live to 100**. Over half (54%) say **no** and 29% are **unsure**. Those who rate their financial health below average are even less likely to think they will live to 100 (10%).

8) **Americans are more scared than excited about the possibility of living to 100. Financial worries may be contributing to this apprehension, with only about 1-in-5 Americans saying they would want to live to 100 if they knew it would be financially difficult.**

a. 60% of Americans find the possibility of living to 100 more **scary** compared to 40% who find it more **exciting**. Americans who view find the possibility of living to 100 "exciting" are **more likely** than those who find it "scary" to:
   - Report above average physical (59% vs. 39%), mental (65% vs. 44%) and financial (56% vs. 43%) health
   - Have a financial plan (49% vs. 40%)
   - Make a habit of contributing regularly to a retirement savings account (43% vs. 37%), investing in stocks (44% vs. 37%) and reviewing their credit report at least once a year and address errors (57% vs. 49%)
   - Sacrifice their financial stability to address their healthcare needs (31% vs. 24%)

b. Americans who view find the possibility of living to 100 "exciting" are **less likely** than those who find it "scary" to:
   - Say financial challenges have prevented them from prioritizing their health and wellness in the past 12 months (24% vs. 33%)
   - Have skipped a health appointment or purchase in the past 12 months (33% vs. 42%)
   - Have lost sleep at night due to financial worries or stress (26% vs. 37%)

c. When asked if they would want to live to 100 if they knew it would be financially difficult, just 22% of Americans said **yes**, while 51% said **no** and 26% felt **unsure**.

d. Top financial fears about living a long life include **running out of money before I die** (52%), **relying on loved ones for assistance with finances and care** (46%), and **not being able to pay for long-term care or assisted living** (45%).

e. Most Americans say they **could not feel at peace without financial protection in place for their later years** (76%), but over 2-in-5 (43%) say that **more pressing financial priorities prevent them from investing in life insurance or other long-term financial protections.**