



Seasonal Wellness Spotlight

How Americans Navigate Holiday Mental Health

Insights from AmeriSpeak® Omnibus | December 2025



The Holidays: Joy Meets Stress

The holiday season is often a time of joy, connection, and reflection, but it can also bring emotional challenges and stress. In this spotlight, we explore how Americans are caring for their mental health during this unique time of year.

Drawing from nationally representative data, we highlight the ways people are leaning into relationships, cultural wisdom, and intentional self-care. From volunteering and family time to setting digital boundaries, these insights reveal a powerful truth: mental health is shaped not just by what we face, but by how we respond and who we lean on.

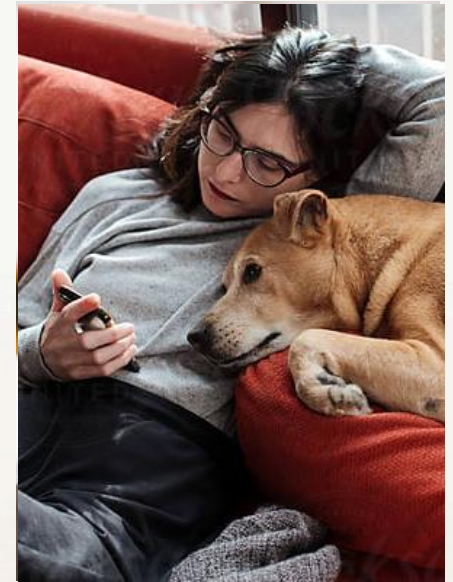
Connection is King

Nearly **60% of Americans** rely on family and friends to support mental health during the holidays.



Older Adults Lead Healthy Habits

Those **60+ are most likely** to practice gratitude, stay active, and spend time with loved ones.



Resilience Varies by Race

Black Americans are **2x more likely** than White Americans to report improved mental health.

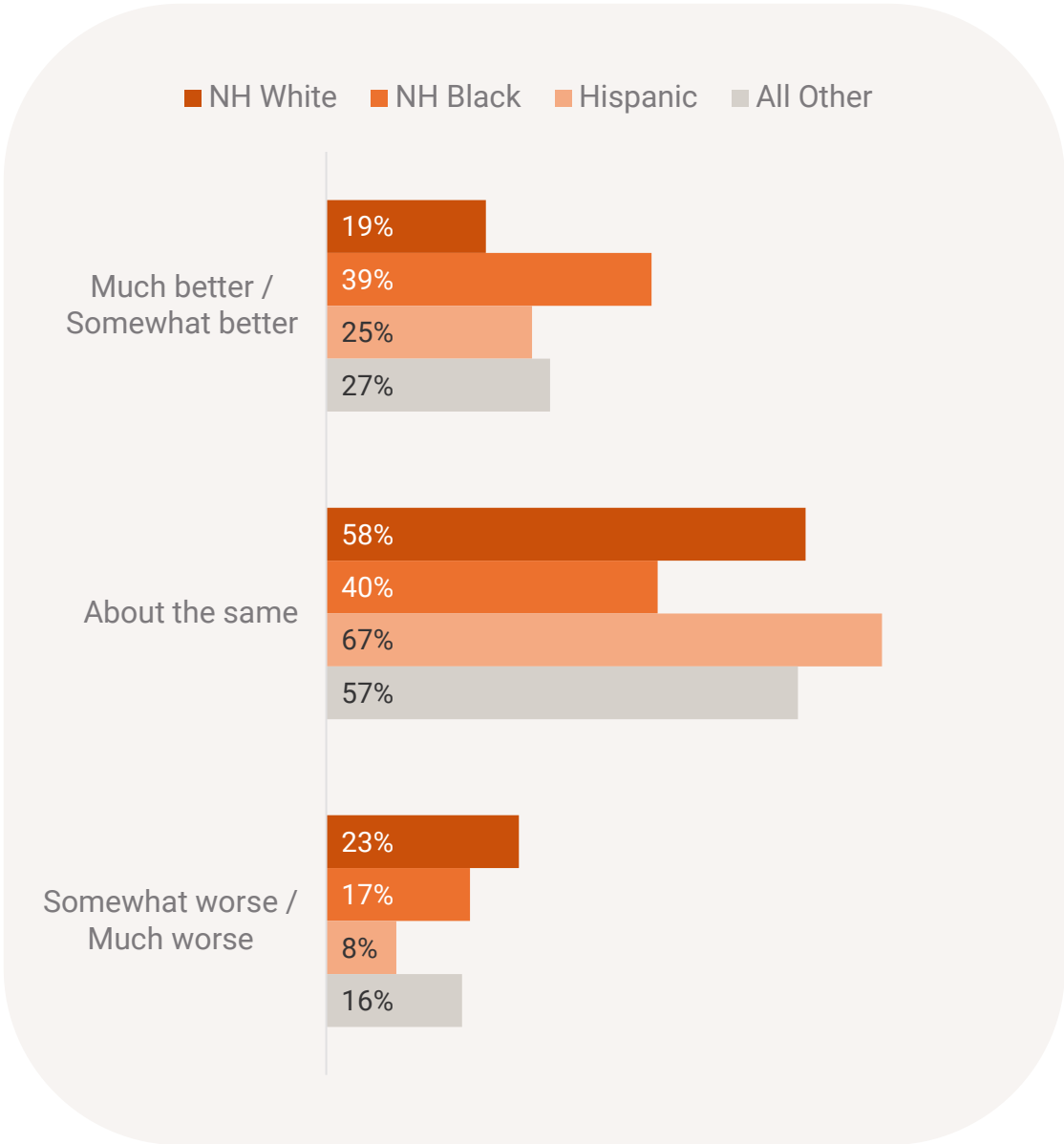


Digital Detox on the Rise

47% of those struggling with mental health limit social media as a coping mechanism.

Holiday Happiness Varies by Race and Ethnicity

As the holiday season approaches, mental health trends show notable shifts across racial and ethnic groups. Black Americans report improved mental health compared to last year, while White Americans are more likely to feel worse. These insights highlight the importance of culturally responsive support and community resilience.

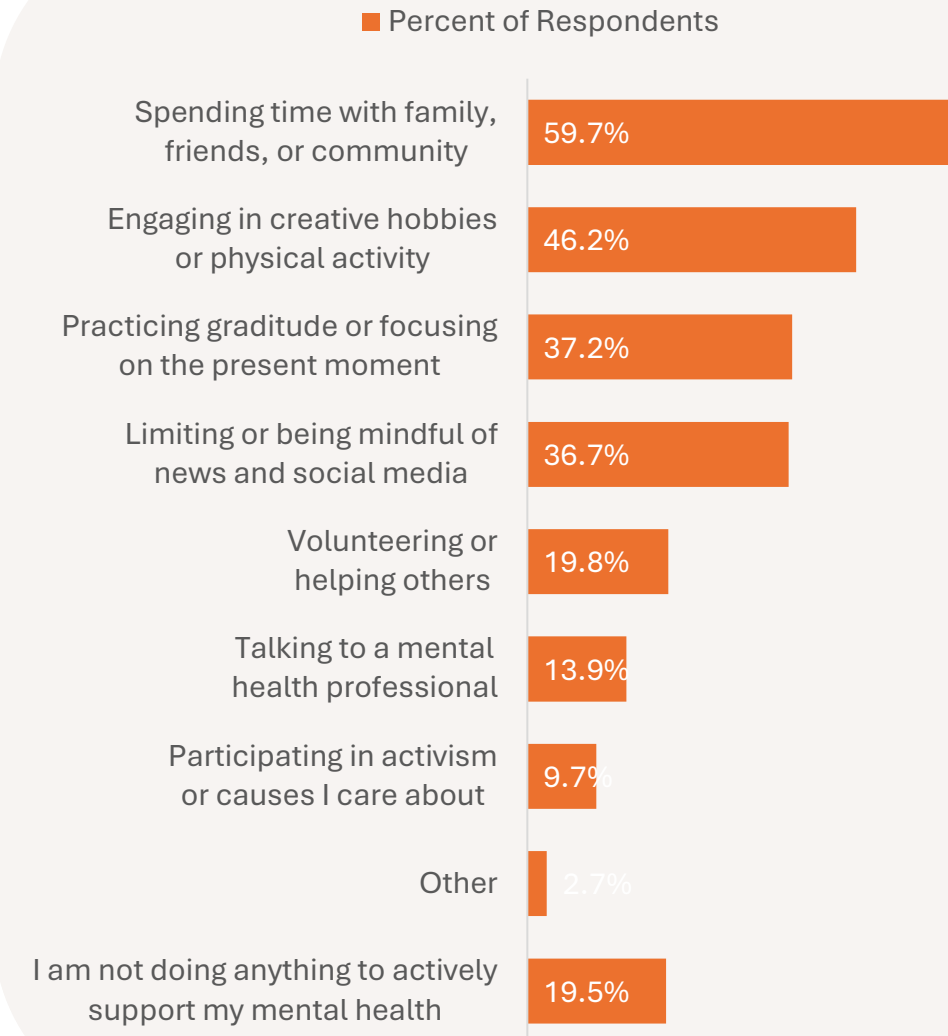


Question: Compared to this time last year, how would you rate your mental health as we head into the holiday season?
Source: AmeriSpeak Omnibus poll conducted October 10-12, 2025, with 1,096 adults nationwide.

Communities Are a Major Source of Emotional Support

Spending time with loved ones tops the list of mental health strategies this season, followed by engaging in hobbies and practicing mindfulness. Nearly 60% of respondents are turning to their communities for emotional support, underscoring the value of connection during the holidays.

Question: Which of the following, if any, are you doing to actively support your mental health during the holiday season?
Source: AmeriSpeak Omnibus poll conducted October 10-12, 2025, with 1,096 adults nationwide.



Black Americans Volunteer Most During the Holidays

Though volunteering only fifth on our overall list of popular ways to boost mental health, the numbers change when look more granularly. Black Americans are significantly more likely to engage in helping others to support their mental health. This trend reflects a strong tradition of community care and collective well-being.

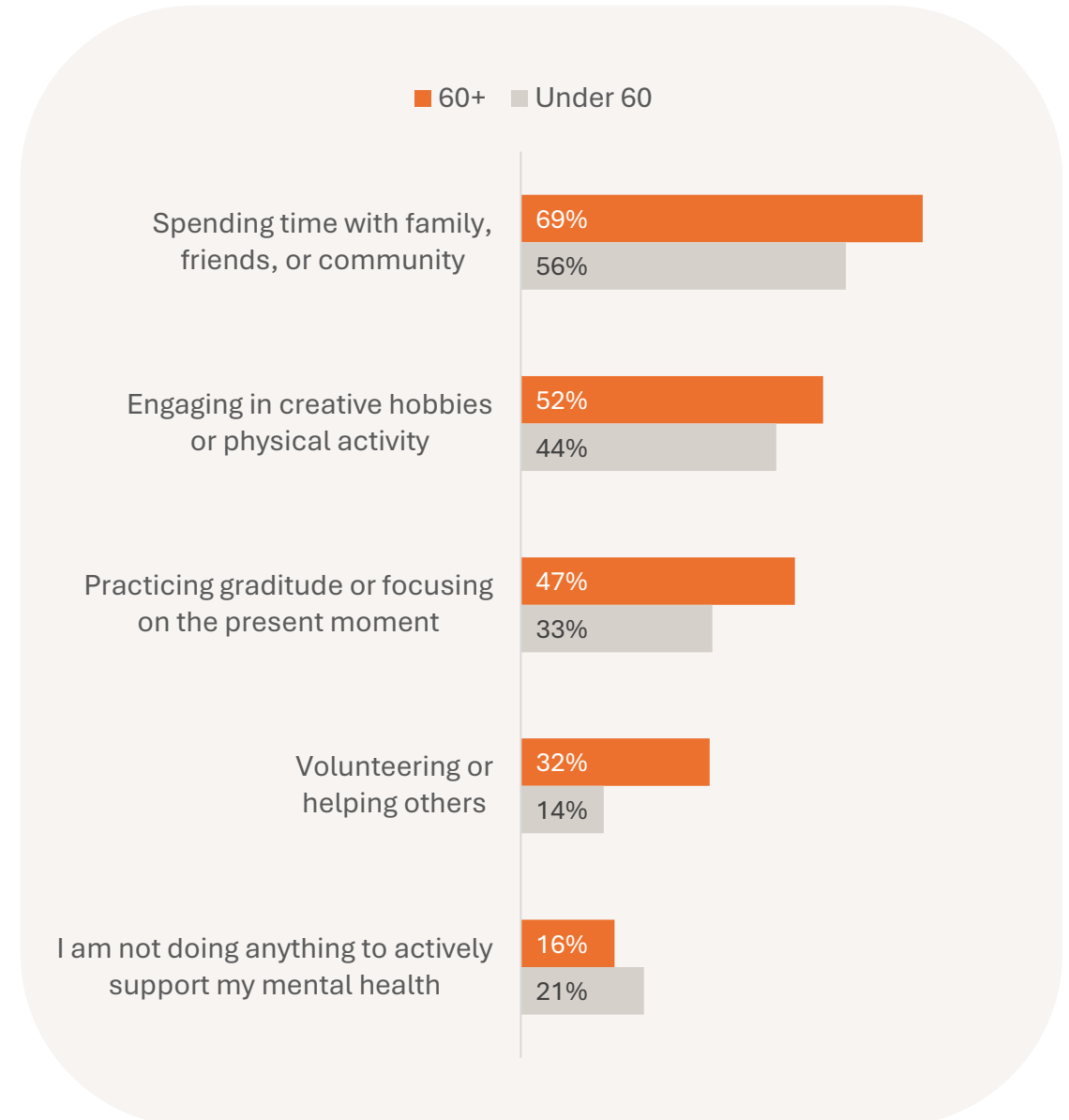
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Older Adults Prioritize Mental Wellness

Americans aged 60 and older are more likely to engage in healthy habits like spending time with family, staying active, and practicing gratitude. These findings suggest that life experience may play a role in prioritizing mental health during the holidays.

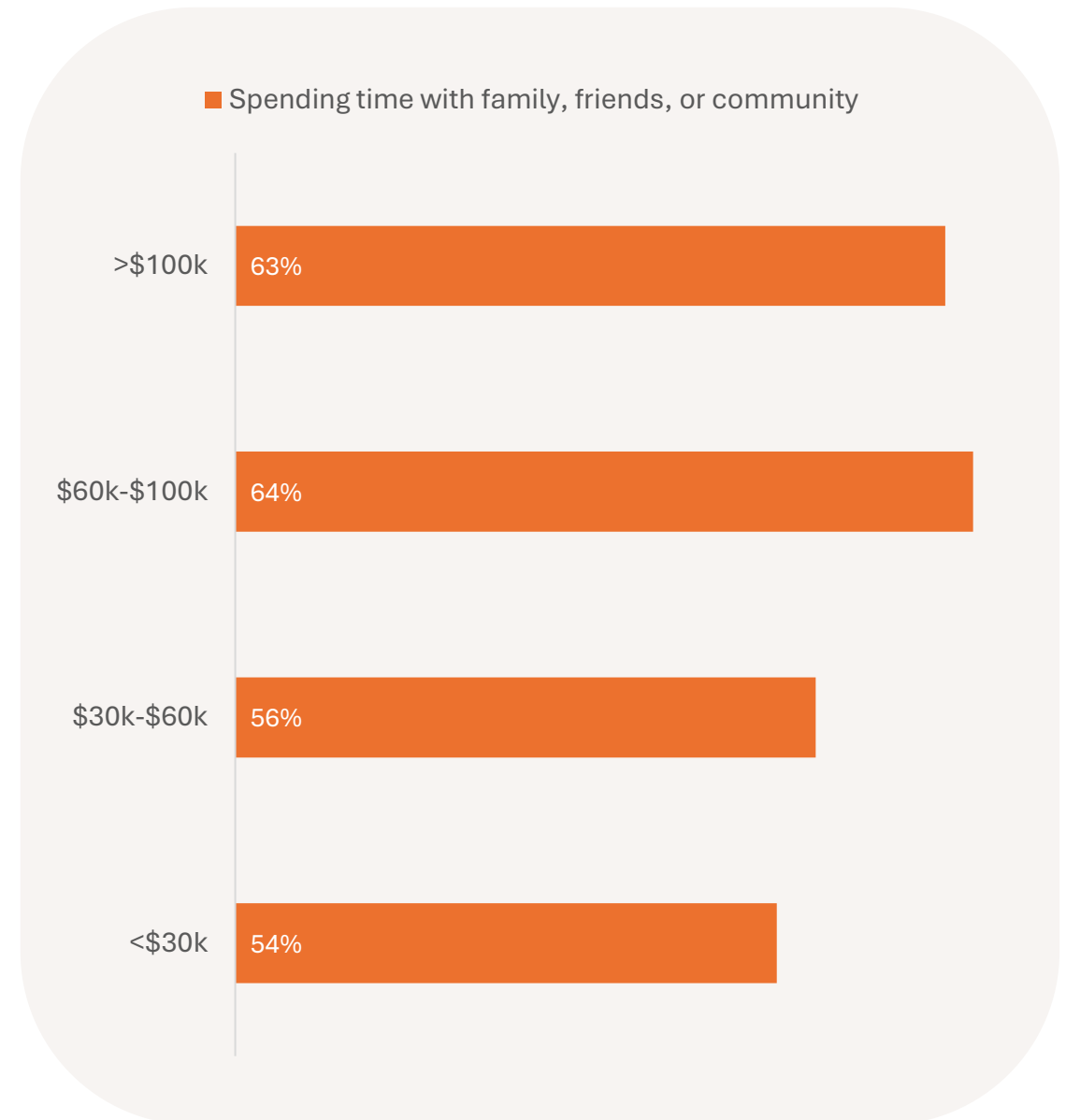
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Higher-Income Americans Spend More Time with Loved Ones

Those with higher household incomes report more time spent with family and community. This disparity points to the role of financial stability in enabling meaningful social connections during the holiday season.

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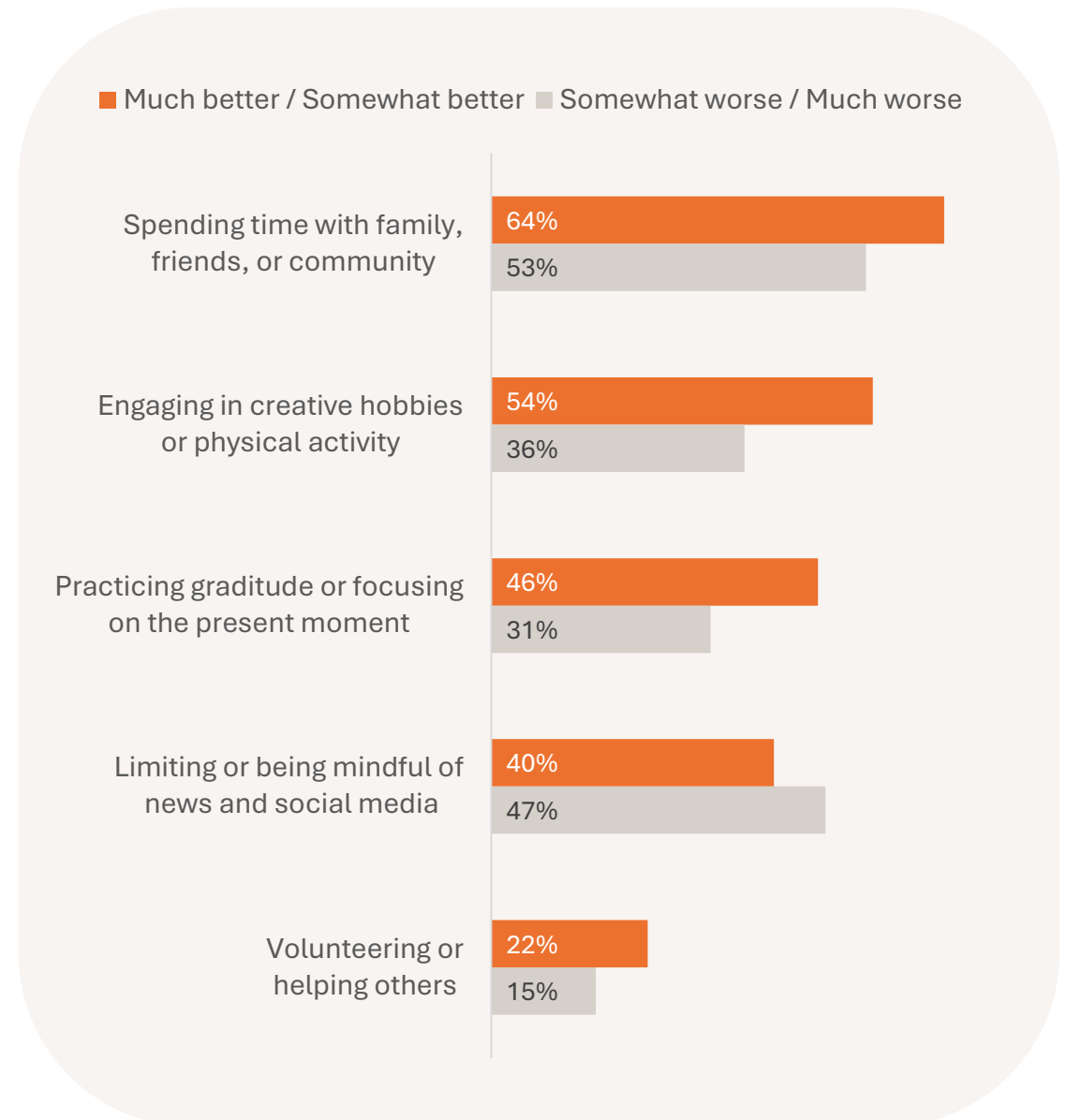


Mindful Media Use More Common Among Those Struggling

People feeling better this season engage more in creative activities, gratitude, connection, and volunteering.

Interestingly, limiting social media is the only wellness activity more prevalent among those reporting worse mental health. This suggests that digital mindfulness may be a coping strategy for those feeling overwhelmed.

Question: Which of the following, if any, are you doing to actively support your mental health during the holiday season? (filtered by) Compared to this time last year, how would you rate your mental health as we head into the holiday season?
Source: AmeriSpeak Omnibus poll conducted October 10-12, 2025, with 1,096 adults nationwide.



Caring Through Connection

As the holidays approach, mental health emerges as both a personal and shared experience, shaped by relationships, culture, and access. Across the country, Americans are finding strength in connection.

Black Americans and older adults stand out for their generosity and intentional coping, offering models of resilience rooted in wisdom and care. Not everyone has the same ability to carve out time or access resources, highlighting the importance of creating support systems that meet people where they are.

This season, caring for mental health isn't just about what we do, it's about how we connect, reflect, and support one another.

Thank you.

Learn more about our methodology.

[Transparency Report](#) | [AmeriSpeak Omnibus](#)

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