

Americans Believe Expressing Emotions Is Healthy, Although Few Do It Often, Study Finds



Two ladies sit and talk with the “Good Listener” on the blue couch. The couch will travel across the United States to encourage people to release their emotions.

(NAPSA)—Only 15 percent of Americans say they let their feelings out often, although 80 percent believe it is healthy to do so. These are some of the key findings from a recent national study that explored perceptions about emoting: “Letting It Out in America: The Social Landscape for Expressing Emotions.”

“Letting it out” refers to expressing emotions more freely. The study of 1,003 Americans 18 and older, conducted on behalf of the Kleenex® Brand by The Segmentation Company, a division of Yankelovich, Inc., revealed that 63 percent of Americans think people are too bottled-up when it comes to their emotions.

Study results also showed that while 80 percent know that letting it out in a positive way is healthy, a surprising gap exists between this knowledge and actual behavior, as 56 percent of Americans say it has been three months or more since they’ve let it out, and 10 percent can’t remember the last time they did. Furthermore, to let it out in a positive way, most people (73 percent) seek support from others.

“Americans like to feel ‘in con-

trol,’ but at the same time, want to be more expressive,” says David Bersoff, Ph.D., senior vice president of Yankelovich.

“Research provides compelling evidence that letting out our emotions in constructive ways has significant health benefits; yet as a society, we value the ability to keep our emotions in check. Sometimes all we need is a little encouragement or a go-ahead to release our feelings, because ultimately, we’ll feel better.”

To give America this needed opportunity—and support—the Kleenex Brand created the cross-country let it out™ Tour. People in communities across the nation are encouraged to sit on the familiar blue couch, seen in the national advertising campaign, and experience the relief of letting it out with a Good Listener. The best let-it-out moments may be used in future commercials to show real people laughing, shedding tears and glowing with joy.

Those who can’t make it to the events can visit www.LetItOut.com to share their thoughts, stories, pictures and videos, or be inspired by others.