



Birchbox Study Reveals Two in Three People in America Do Not Take Enough Time for Themselves and Feel Guilty When They Do

Burnt Out People in America Allow Work and Caring for Others to Disrupt Moments of Self-Care

New York, NY – June 11, 2019 – Today, Birchbox, a pioneer in changing the way people discover and shop for beauty and grooming, released a new study titled, “The You-Time Report,” which reveals findings from people in America about the attitudes and behaviors towards self-care – a subject sparking debate around everything from managing our physical and mental health to changing how we work and parent. With so many voices prescribing how much time to spend on self-care, and how that time should be spent, the company asked real people in America how they actually feel about the ubiquitous topic.

The study confirmed that people in America are stressed out and feel guilty about taking time for themselves; therefore, they minimize self-care and multitask through it. While the majority of people (89%) know that even just a few minutes of “you-time” can make a world of difference, almost half (40%) of the population feel they rarely have time for themselves each day. Other key findings include:

- Two-thirds (67%) of people in America consistently put others ahead of themselves; and thirty-three percent feel guilty about taking time for themselves, with women feeling guiltier than men (37% vs. 30%).
- People in the LGBTQ community are more likely than those who identify as heterosexual to feel guilty about taking time to care for themselves (43% vs. 32%).
- Men take care of themselves more consistently than women. Thirty-nine percent of men say they consistently make time for self-care while only 32 percent of women do.
- Singles are more likely to regularly make time for self-care than those who are married or in a relationship (42% vs. 30%).
- Parents are also more likely than non-parents to admit they feel guilty when they do take time for self-care (39% vs. 26%).

Self-Care in the Age of Distraction & Burnout

While more than two-thirds (68%) of people in America wish they spent more time taking care of themselves, there are constant barriers that prevent them from doing so. Men say work is the top reason preventing them from caring for themselves, while women say caring for others (42%) is the top reason preventing them from caring for themselves.

- Three in five (60%) people agree they often feel overwhelmed by everything that needs to be done. Almost as many (51%) admit they tend to feel burnt out quite often with that number increasing to 56 percent among women.
- Gen Z (76%), Millennials (67%), and Gen X (68%) are more likely to feel overwhelmed than Boomers+ (47%).
- Men are more likely than women to let work (38% vs. 25%) or social engagements (22% vs. 12%) get in the way of self-care.
- Three in ten (30%) people go so far as to make calendar appointments to block off time for themselves (and men are more likely than women to do so (34% vs. 26%).

Beyond Exercise, People Look to The Little Things for Self-Care

The term self-care is universally familiar to almost all people, as 98 percent have heard the word, but it means different things to different people.

- More people consider self-care to mean taking care of their bodies (74%) than taking a mental break (57%), which may be why the same number (74%) associate fitness and exercise activities with self-care.
- Beyond exercise, people lean into small moments to care for themselves. They are listening to music or a podcast (59%), taking a nap (57%), practicing prayer or meditation (56%), enjoying their favorite foods or beverages (52%), watching TV (51%), or reading a book (47%). Others say that time spent on a hobby or passion project (48%) or cooking (35%) are ways to take care of oneself. Nearly a third (31%) associate self-care with having sex.
- Over four in five (84%) people reveal they are willing to cancel plans to give some time back to themselves. More than half of those aged 21+ (52%) would skip happy hour; about a third would sacrifice going out with friends (35%) or ticketed events such as live shows, movies or concerts (31%).
- Nearly one in four people will even pass on sex (24%) or a date night with their significant other (19%) to practice self-care instead. Almost twice as many women would rather skip sex to do something to care for themselves than men would (30% vs. 18%), while men are more likely than women to consider having sex as a form of self-care (38% vs. 24%).
- Over 56 percent of people think caring for yourself involves screen time, while just three in ten (30%) say unplugging from technology is how they self-care.

Multitasking Through Beauty & Grooming Routines

Seventy-two percent of people consider beauty and grooming as part of self-care, yet two in three (67%) people admit to doing something else at the same time as their beauty or grooming routine, for example while wearing a face mask or teeth whitening strips.

- For these people, most (58%) are cleaning the house or cooking a meal (49%). Among multitasking pet owners, one in five (20%) confess they've walked the dog at the same time as a beauty or grooming task.
- Some multitaskers take their routines on the road, with nearly two in five (38%) saying they're doing their beauty or grooming routine at the same time as driving (26%), 13 percent while taking public transportation and 11 percent while flying on a plane.

Diving Deep into The Self-Care Debate

The “You-Time Study” is released in conjunction with Birchbox’s “You” campaign, which is a simple reminder that the best you, requires time with you, from how people interact with their beauty and grooming products to the positive affirmations and self-talk that’s crucial to overall well-being.

“As consumers, we're inundated with people telling us to dedicate more time to self-care and prescribing how we should spend that time. At Birchbox, we're not asking you to find more time - our goal is to respect the limited time you do have and help you make the most of it,” said Katia Beauchamp, CEO and co-founder of Birchbox. “You deserve to enjoy the minutes you're spending washing your hair or applying your skincare routine. We want you to be nice to yourself. We often hear from customers who tell us that their Birchbox is like a monthly gift to themselves - an indulgent moment of 'you-time.' We were inspired to explore that further with this campaign and add a more nuanced perspective to the self-care conversation.”

The campaign kicks off globally today and will run through the fall. Birchbox will release a new video [manifesto](#) showing a cast of real people of all ages and ethnicities spending their much-needed you-time in the mirror and a collection of short films, titled “Love Letters to You.” They’re a celebration of self-care and are based on the archetypes of real people we see in society today. The first short film features [Katia Beauchamp](#), “The Achiever,” mother of four, wife and Birchbox CEO and co-founder. Birchbox will also feature a series of intimate, beautiful portraits of people from all walks of life looking into the mirror as they try using various products. A special poem about the many ways people can self-care is included in every Birchbox customers receive in June 2019.

Learn more about Birchbox at www.Birchbox.com. The full findings are available for download [here](#) and images from the campaign are available [here](#).

Study Methodology

The You-Time Report (A Birchbox Study) was conducted by [Kelton Global](#) between May 13th and May 17th, 2019 among 1,070 people living in America aged 18 and over, using an e-mail invitation and an online survey.

Subgroup Definitions

Gen Z (18-22), Millennials (23-38), Gen X (39-54), Boomers+ (55+).

About Birchbox

Founded in 2010, Birchbox redefined the way people discover and shop for beauty and grooming by pairing a monthly subscription of personalized samples with relevant content and a curated e-commerce shop. But Birchbox's innovation wasn't the simple concept of delivering a box of samples - it was understanding that although not everyone is passionate about beauty or grooming, everyone still deserves to have a great experience finding, trying and buying it. Engaging an overlooked, underserved consumer became the company’s secret weapon, and today it is more focused than ever on building a destination for people who aren’t obsessed with beauty and grooming.

Birchbox operates in six countries, reaching more than 2.5 million active customers with a portfolio of 500 best-in-class prestige brand partners. It has retail locations within select Walgreens stores across the US as well as a flagship Birchbox store in Paris. Visit www.birchbox.com for a forever useful, always delightful beauty and grooming experience.