



Nearly 30% of Americans Say Mental Health Struggles Are Blocking 2026 Goals, New Talkspace Study Finds

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Leading online therapy provider Talkspace launches "Own Your Now" campaign to help Americans bridge the gap between setting New Year's resolutions and achieving them.

NEW YORK--(BUSINESS WIRE)--Dec. 30, 2025-- As the nation prepares to welcome 2026, new research reveals a significant "resolution gap": while Americans are setting ambitious goals for the New Year, nearly a third (28%) admit that mental health challenges are a major barrier to their success. To address this, Talkspace today announced the launch of "[Own Your Now](#)," an integrated campaign designed to help individuals stop delaying care and take immediate action toward emotional well-being.

The campaign is inspired by new [Talker Research](#) findings highlighting that while traditional goals like saving money and getting fit remain top priorities, mental health challenges have emerged as a primary obstacle to success. These findings come after a year that left many feeling drained; nearly 30% of the 2,000 respondents surveyed described 2025 as either "bad" (19%) or "awful" (10%), while another 39% called it "just okay." Despite these setbacks, there is a clear appetite for change: 49% of Americans believe 2026 will be the year they finally reach a better place mentally.

"Own Your Now" supports this trend, emphasizing that while there is no "perfect" time to go after goals and the future you dream of, there's also no time to waste - and taking the first step toward healing can begin now.

"Mental health is the foundation that makes all other goals possible: stronger relationships, improved focus, better stress coping, and healthier decision-making," said **Dr. Jon Cohen, CEO of Talkspace**. "We see so many capable, motivated people held back by emotional weight because they haven't had the support they need. 'Own Your Now' is a reminder that therapy isn't something you save for later; it's something you do now."

Nearly [a quarter of adults in the U.S.](#) live with a diagnosable mental health condition, yet many do not receive care, most commonly due to the belief that therapy is too complicated, expensive, or disruptive to daily life. In addition to mental health struggles, the Talker Research also found that not having enough money was another main barrier to accomplishing goals.

The campaign is also a reminder for the upcoming "[National Check Your Coverage Day](#)" on Wednesday, January 21, encouraging Americans to see if mental health services are covered by their health insurance. Talkspace helps reduce barriers to therapy by covering more than 200 million Americans through insurance plans, usually at a co-pay of \$0, with flexible scheduling and texting options.

About Talkspace

Talkspace (NASDAQ: TALK) is a leading virtual behavioral healthcare provider committed to helping people lead healthier, happier lives through access to high-quality mental healthcare. At Talkspace, we believe that mental healthcare is core to overall health and should be available to everyone.

Talkspace pioneered the ability to text with a licensed therapist from anywhere and now offers a comprehensive suite of mental health services, including therapy for individuals, teens, and couples, as well as psychiatric treatment and medication management (18+). With Talkspace's core therapy offerings, members are matched with one of thousands of licensed therapists within days and can engage in live video, audio, or chat sessions, and/or unlimited asynchronous text messaging sessions.

All care offered at Talkspace is delivered through an easy-to-use, fully-encrypted web and mobile platform that meets HIPAA, federal, and state regulatory requirements. Most Americans have access to Talkspace through their health insurance plans, employee assistance programs, our partnerships with leading healthcare companies, or as a free benefit through their employer, school, or government agency. For more information, visit www.talkspace.com.

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