



Letting it Out in American Cities: The Social Landscape for Expressing Emotions

Salt Lake City Highlights

The Kleenex® Brand set out to determine the mood of Salt Lake City before stopping there on the **let it out™** Tour. Here's how the city's residents feel about expressing their emotions.

HOOKED ON A FEELING

- Eighty-seven percent of Salt Lake City residents believe letting it out is good for one's emotional health and 85 percent believe it's good for physical health.
- Sixty percent feel "better" after they **let it out™**, while 58 percent feel "relieved" and 36 percent feel "at peace."

WORK IT OUT

- Of 11 cities surveyed, including Chicago, Los Angeles and New York, citizens of Salt Lake City are most likely to **let it out™** by exercising (47%) and by enjoying the good weather (22%).
- Most common reasons for letting it out? Pent up frustrations (60%) and stress at work (57%).

A FAMILY AFFAIR

- Compared to other cities, Salt Lake City residents are most likely to let it out™ with family members.
- Seven-in-ten (70%) opt to **let it out™** with their significant other, while 55 percent seek solace from "a good friend" or "someone who will listen."
- Only 27 percent say that people **let it out™** in public too much, the lowest of any city.

DO AS I SAY, NOT AS I DO

- More than two-thirds (68%) of Salt Lake City residents agree that people are too bottled up when it comes to their emotions.
- However, only 18 percent **let it out™** often.