



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

### New York Highlights

The Kleenex® Brand set out to determine the mood of the Big Apple before kicking off its national **LET IT OUT™** Tour in New York City. Here's how New Yorkers feel about expressing their emotions.

#### ARE NEW YORKERS LOSING THEIR EDGE?

- Eight-in-ten New Yorkers agree that people in their city **let it out™** more than others.
- Well over half (55%) say they personally express their emotions more than others.
- However, just 38 percent of New Yorkers say they **let it out™** in the last week, compared with half of Los Angeles residents and 44 percent of those from Chicago and Washington, D.C.

#### IN A NEW YORK STATE OF MIND

- In spite of their tough reputation, only 43 percent of New Yorkers often feel confident, the least out of the cities surveyed and much lower than the nationwide average of 52%.
- More New Yorkers feel stressed out (35%) and full of bottled up emotions (21%) than those surveyed in all other cities.

#### NEW YORKERS' ATTITUDES ABOUT LETTING IT OUT

- New Yorkers are more likely to agree that those who **let it out™** are happier (56%) and more likely to feel "at peace" (39%) after letting it out.
- Letting it out makes nearly six-in-ten (57%) New Yorkers feel "better" and 56 percent "relieved."
- On average, New Yorkers are more likely to **let it out™** while on vacation (28%) vs. 20 percent of all those surveyed.