

High Subconscious Connectedness is Associated with Greater Use, More Favorable Experience, and Higher Expectations of Complementary Health Approaches in the U.S. Adult Population

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Objective:

To examine whether levels of subconscious connectedness, measured by the Thought Impact Scale (TIS), are associated with engagement and beliefs regarding complementary health approaches (CHA) in a nationally representative sample of U.S. adults.

Methods:

We analyzed cross-sectional data from the 2024 Psychological Characteristics and Health Behaviors Survey (N = 3,022), assessing TIS quartiles and CHA use, satisfaction, and expectations. Multivariate logistic regression models evaluated associations between TIS quartiles and three CHA outcomes: use in the past 12 months, favorable experience, and expectations of future benefit.

Results:

Higher subconscious connectedness was significantly associated with increased odds of CHA use (adjusted odds ratio [aOR] = 3.62, 95% CI: 2.14–6.14), favorable experience (aOR = 2.20, 95% CI: 1.32–3.68), and high expectations (aOR = 2.54, 95% CI: 2.00–3.21). These associations were strongest for psychological and integrative CHA modalities.

Conclusion:

Subconscious connectedness is positively associated with CHA utilization, satisfaction, and expectations among U.S. adults. Incorporating subconscious cognitive traits into behavioral health models may improve patient-centered care strategies.

Complementary health approaches (CHA):

- Meditation, yoga, tai chi, hypnosis [1]
- Widely used, growing globally; integrate psychological + physical care [1–3]
- CHA categories: nutritional, physical, psychological, combined, systems [4]

Predictors of use:

- Demographic: female, middle-aged, higher education/income [5–8]
- Health: chronic conditions, poor self-rated health [9]
- Lifestyle: physical activity, healthier behaviors [10]
- Psychological: hope, openness, absorption [11–13]

Subconscious connectedness (SC):

- Interaction of conscious + subconscious processes [14]
- Measured by Thought Impact Scale (TIS) (valid, reliable) [14]
- Linked to 2–2.5x higher likelihood of hypnosis use [15]

Objective: Test whether higher SC predicts CHA use, favorable experiences, and stronger expectations of benefit.

Study Design

- Secondary analysis of cross-sectional U.S. survey (N=3,022; August 2024; Qualtrics Panels), quota-matched to Census [1].

Independent variable

- Subconscious connectedness (SC), measured by the 17-item TIS, scored 0–68, divided into quartiles (Q1–Q4) [14,15].

Outcomes

- CHA use in the past year (yes/no)
- Favorable experience (6-point scale → dichotomized)
- Expectation of benefit from CHA not yet tried (6-point scale → dichotomized) [3,10]

Covariates

- Demographic, socioeconomic, and health history factors [5–13].

Analysis

- Logistic regression tested associations between TIS quartile and outcomes, adjusted for covariates; significance at p<.05 [17].

CHA use

- Participants in the highest SC quartile (Q4) had over five times the odds of using any CHA compared with the lowest quartile (Q1) (AOR = 5.29). The strongest associations were observed for combined (AOR = 5.46) and psychological CHA (AOR = 2.33).

Favorable experience

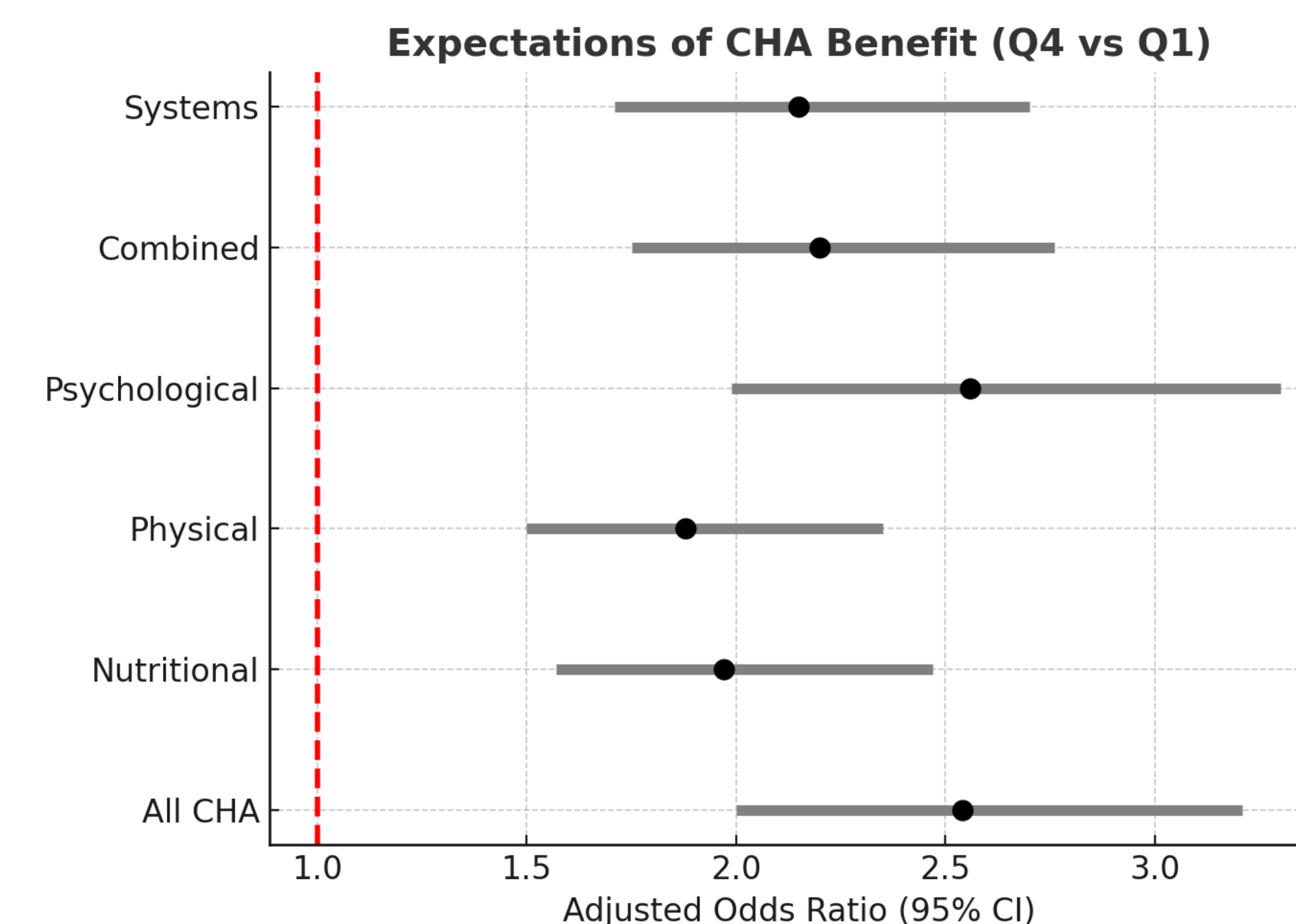
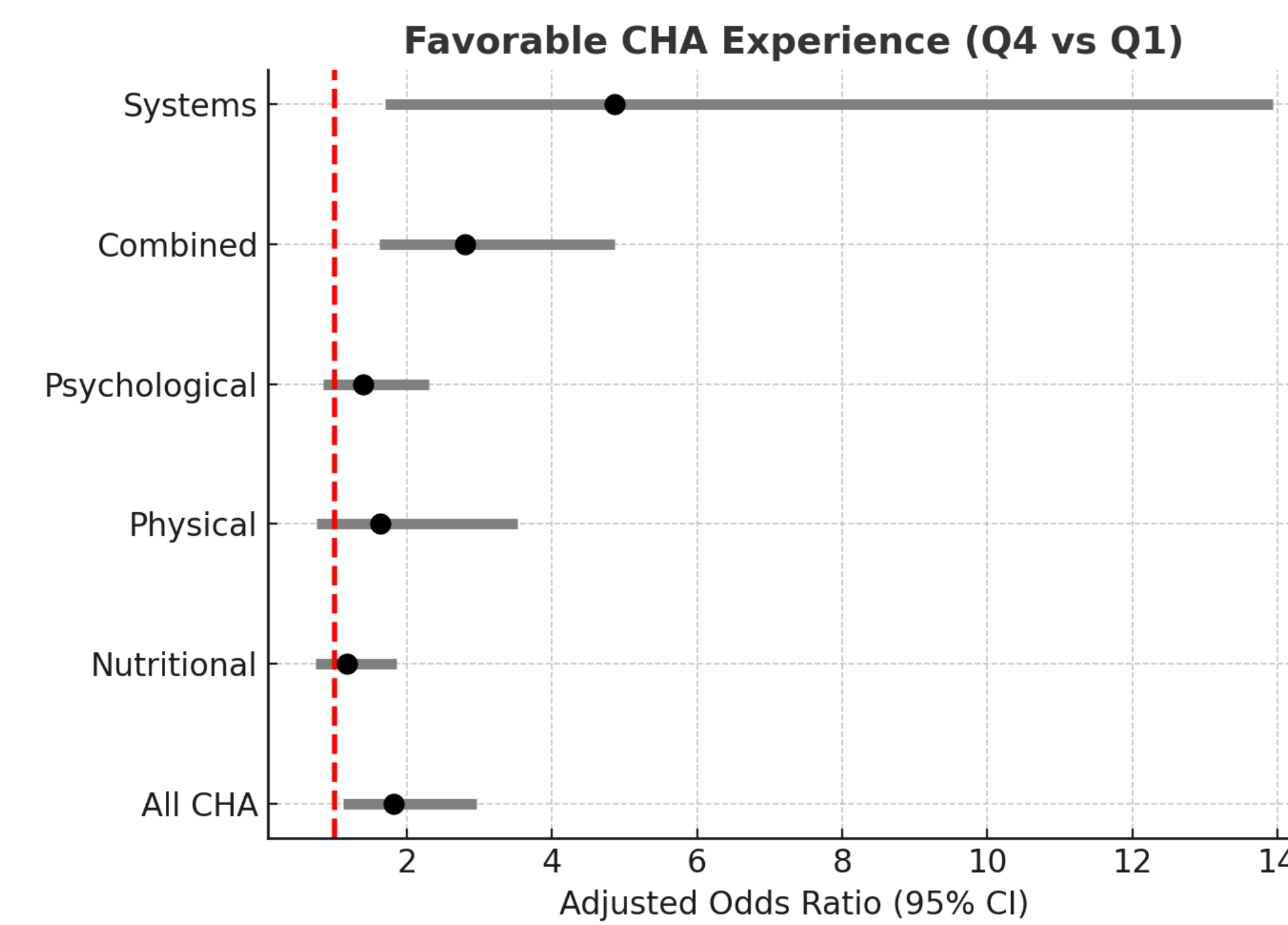
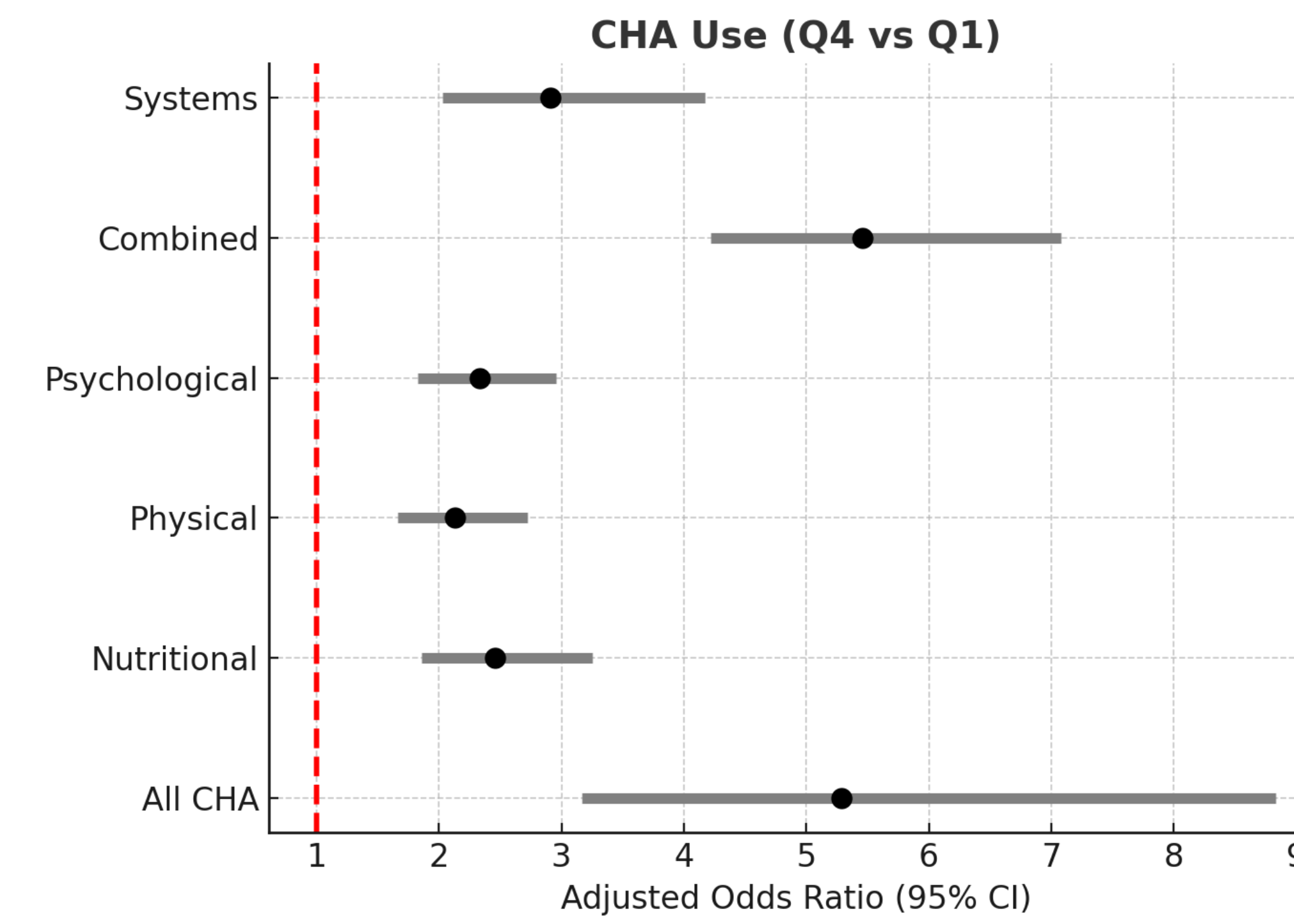
- Q4 participants had nearly twice the odds of reporting favorable CHA experiences (AOR = 1.82), with stronger associations for combined (AOR = 2.80) and systems-based CHA (AOR = 4.87).

Expectations of benefit

- Q4 participants had more than double the odds of expecting CHA benefits (AOR = 2.54), with the strongest associations for psychological (AOR = 2.56) and combined CHA (AOR = 2.20).

Overall pattern

- Findings show a consistent dose–response relationship between subconscious connectedness and CHA use, favorable experiences, and benefit expectations across categories.



- Subconscious connectedness (SC)**, measured by the Thought Impact Scale, showed a consistent dose–response relationship with complementary health approaches (CHA).

- Use:** The highest SC quartile had over fivefold greater odds of CHA use, which was strongest for combined and psychological approaches [14,15].

- Favorable experience:** High SC was linked to nearly double the odds of positive outcomes, with strongest effects for combined and systems-based CHA.

- Expectations:** High SC more than doubled the odds of anticipating CHA benefit, especially psychological and combined approaches.

- Context:** Extends prior evidence linking SC to hypnosis use by demonstrating its influence across CHA modalities [15].

- Implication:** SC is a novel psychological trait relevant to patient-centered care and integrative health planning [16,18,19].

- Future direction:** Longitudinal and experimental studies should test SC-tailored approaches to improve CHA engagement and outcomes.

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