



What the world thinks

## **Suicide Prevention**

Fieldwork Dates: 20th - 21st August 2019

**Conducted by YouGov  
On behalf of YouGov RealTime**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1227 adults. Fieldwork was undertaken between 20th - 21st August 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

Unweighted base	1227	572	655	37	402	312	409	67	-	-	227	251	485	264	869
<b>Base: All US Adults</b>	1227	596	631	44	395	292	424	72	-	-	226	263	498	241	834
Yes, I am	88%	87%	88%	75%	81%	89%	93%	92%	-	-	89%	87%	88%	86%	89%
No, I am not - I would like to skip this section	12%	13%	12%	25%	19%	11%	7%	8%	-	-	11%	13%	12%	14%	11%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2\_1. I have experienced suicidal thoughts

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
This applies to me	32%	33%	32%	60%	42%	36%	24%	9%	-	-	26%	38%	33%	30%	33%
This does not apply to me	61%	61%	61%	28%	50%	53%	74%	81%	-	-	69%	55%	60%	60%	61%
Don't know	3%	3%	3%	12%	4%	5%	0%	2%	-	-	1%	3%	3%	3%	2%
Prefer not to say	4%	3%	4%	-	5%	6%	1%	9%	-	-	4%	3%	3%	7%	4%

rsp\_q2\_2. I know someone who has experienced suicidal thoughts

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
This applies to me	54%	53%	55%	85%	61%	56%	48%	33%	-	-	52%	56%	53%	55%	58%
This does not apply to me	30%	31%	29%	10%	25%	25%	37%	42%	-	-	34%	30%	27%	31%	27%
Don't know	13%	13%	14%	4%	10%	18%	13%	20%	-	-	9%	14%	16%	12%	13%
Prefer not to say	3%	3%	3%	-	4%	1%	2%	5%	-	-	5%	0%	3%	1%	2%

rsp\_q2\_3. I have attempted suicide

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
This applies to me	12%	11%	12%	13%	14%	17%	7%	1%	-	-	14%	14%	11%	8%	11%
This does not apply to me	84%	85%	82%	80%	76%	77%	92%	95%	-	-	84%	81%	83%	86%	86%
Don't know	2%	2%	2%	5%	4%	2%	0%	-	-	-	1%	1%	3%	1%	1%
Prefer not to say	3%	2%	5%	2%	5%	4%	0%	3%	-	-	1%	4%	2%	6%	2%

rsp\_q2\_4. I know someone who has attempted suicide

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
This applies to me	46%	48%	44%	57%	50%	52%	39%	38%	-	-	48%	47%	44%	47%	50%
This does not apply to me	41%	38%	43%	37%	36%	33%	49%	48%	-	-	40%	41%	40%	42%	38%
Don't know	11%	11%	11%	6%	11%	14%	10%	10%	-	-	7%	11%	14%	8%	9%
Prefer not to say	2%	3%	2%	-	4%	1%	3%	4%	-	-	5%	0%	2%	3%	3%

rsp\_q2\_5. I know someone who has died by suicide

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
This applies to me	48%	49%	47%	51%	42%	54%	50%	48%	-	-	52%	46%	48%	48%	54%
This does not apply to me	40%	36%	44%	49%	44%	37%	38%	43%	-	-	38%	41%	40%	42%	38%
Don't know	9%	12%	7%	-	11%	9%	10%	7%	-	-	5%	12%	11%	8%	7%
Prefer not to say	2%	3%	2%	-	4%	1%	2%	2%	-	-	5%	0%	2%	2%	2%

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
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**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Total	Race			Education				Marital Status					
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

Unweighted base	1227	136	144	78	425	432	240	130	550	11	77	43	681	324	126
<b>Base: All US Adults</b>	1227	162	139	93	483	400	218	126	526	10	78	42	655	319	129
Yes, I am	88%	87%	84%	82%	82%	90%	92%	96%	93%	97%	97%	84%	93%	87%	83%
No, I am not - I would like to skip this section	12%	13%	16%	18%	18%	10%	8%	4%	7%	3%	3%	16%	7%	13%	17%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2\_1. I have experienced suicidal thoughts

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
This applies to me	32%	28%	28%	40%	28%	37%	36%	26%	27%	49%	51%	49%	32%	35%	35%
This does not apply to me	61%	62%	62%	57%	65%	58%	55%	66%	65%	51%	43%	48%	61%	58%	61%
Don't know	3%	2%	7%	3%	3%	1%	4%	5%	3%	-	5%	2%	3%	3%	-
Prefer not to say	4%	8%	2%	0%	4%	4%	5%	3%	5%	-	-	2%	4%	4%	4%

rsp\_q2\_2. I know someone who has experienced suicidal thoughts

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
This applies to me	54%	34%	46%	63%	46%	58%	59%	60%	52%	76%	73%	84%	57%	51%	54%
This does not apply to me	30%	48%	30%	26%	37%	29%	22%	21%	30%	16%	18%	15%	27%	34%	30%
Don't know	13%	15%	18%	11%	12%	12%	16%	18%	17%	-	7%	-	14%	12%	16%
Prefer not to say	3%	3%	6%	-	4%	1%	3%	1%	1%	9%	2%	2%	2%	4%	-

rsp\_q2\_3. I have attempted suicide

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
This applies to me	12%	15%	14%	8%	13%	12%	10%	6%	7%	55%	22%	21%	10%	16%	13%
This does not apply to me	84%	79%	75%	84%	82%	83%	86%	85%	90%	36%	72%	77%	86%	77%	82%
Don't know	2%	3%	2%	7%	1%	1%	2%	6%	1%	9%	-	-	1%	4%	1%
Prefer not to say	3%	4%	8%	1%	3%	3%	2%	3%	2%	-	6%	2%	2%	4%	4%

rsp\_q2\_4. I know someone who has attempted suicide

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
This applies to me	46%	27%	42%	42%	42%	46%	51%	47%	44%	73%	65%	59%	48%	41%	47%
This does not apply to me	41%	50%	40%	50%	45%	41%	33%	37%	42%	8%	27%	32%	39%	45%	38%
Don't know	11%	18%	17%	8%	10%	10%	13%	15%	13%	19%	8%	8%	12%	10%	14%
Prefer not to say	2%	5%	1%	-	3%	2%	3%	1%	1%	-	-	2%	1%	4%	-

rsp\_q2\_5. I know someone who has died by suicide

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
This applies to me	48%	27%	38%	51%	44%	47%	56%	54%	55%	66%	42%	52%	53%	39%	49%
This does not apply to me	40%	50%	44%	42%	42%	42%	36%	35%	36%	18%	38%	42%	36%	50%	38%
Don't know	9%	16%	16%	5%	10%	9%	8%	9%	7%	8%	19%	4%	9%	8%	12%
Prefer not to say	2%	6%	2%	1%	4%	1%	0%	1%	1%	9%	2%	2%	2%	3%	1%

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Parent or guardian of any children				Income					Urban		
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

Unweighted base	1227	50	19	7	20	305	426	680	501	46	413	333	294	187	373
<b>Base: All US Adults</b>	1227	58	17	11	38	296	430	666	489	72	456	297	270	203	401
Yes, I am	88%	91%	85%	60%	29%	86%	93%	90%	89%	52%	90%	87%	95%	73%	86%
No, I am not - I would like to skip this section	12%	9%	15%	40%	71%	14%	7%	10%	11%	48%	10%	13%	5%	27%	14%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2\_1. I have experienced suicidal thoughts

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
This applies to me	32%	15%	53%	9%	42%	35%	24%	28%	39%	26%	35%	33%	31%	27%	32%
This does not apply to me	61%	82%	37%	39%	52%	55%	70%	66%	54%	65%	59%	59%	62%	67%	60%
Don't know	3%	-	9%	-	5%	5%	2%	3%	3%	7%	2%	4%	4%	2%	3%
Prefer not to say	4%	3%	-	52%	-	4%	4%	4%	5%	3%	4%	4%	3%	4%	5%

rsp\_q2\_2. I know someone who has experienced suicidal thoughts

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
This applies to me	54%	43%	64%	20%	47%	61%	48%	52%	58%	33%	50%	54%	64%	47%	55%
This does not apply to me	30%	39%	4%	80%	25%	23%	34%	31%	28%	39%	36%	28%	21%	32%	31%
Don't know	13%	7%	8%	-	28%	14%	16%	15%	11%	25%	9%	16%	14%	18%	12%
Prefer not to say	3%	11%	23%	-	-	3%	2%	2%	3%	3%	5%	1%	1%	3%	2%

rsp\_q2\_3. I have attempted suicide

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
This applies to me	12%	4%	9%	-	-	16%	10%	11%	13%	2%	16%	9%	9%	7%	16%
This does not apply to me	84%	93%	91%	48%	95%	77%	88%	85%	82%	81%	78%	87%	87%	89%	79%
Don't know	2%	-	-	-	-	4%	0%	2%	1%	8%	2%	2%	3%	-	3%
Prefer not to say	3%	3%	-	52%	5%	4%	2%	2%	4%	10%	5%	2%	1%	4%	3%

rsp\_q2\_4. I know someone who has attempted suicide

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
This applies to me	46%	41%	70%	20%	45%	51%	41%	45%	49%	18%	45%	44%	53%	40%	45%
This does not apply to me	41%	44%	30%	28%	33%	36%	45%	42%	38%	43%	42%	42%	34%	46%	39%
Don't know	11%	5%	-	-	22%	12%	12%	12%	9%	33%	8%	14%	13%	12%	12%
Prefer not to say	2%	11%	-	52%	-	1%	1%	1%	4%	6%	5%	1%	1%	2%	4%

rsp\_q2\_5. I know someone who has died by suicide

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
This applies to me	48%	40%	60%	20%	25%	51%	51%	51%	46%	41%	40%	53%	56%	50%	44%
This does not apply to me	40%	38%	25%	80%	37%	35%	38%	38%	42%	48%	44%	36%	37%	43%	43%
Don't know	9%	10%	15%	-	38%	10%	9%	8%	10%	10%	12%	11%	6%	4%	11%
Prefer not to say	2%	12%	-	-	-	3%	2%	2%	2%	1%	4%	1%	1%	3%	2%

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint				
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

Unweighted base	1227	631	215	8	439	307	351	63	67	155	210	385	232	144	101
<b>Base: All US Adults</b>	1227	603	211	11	420	307	343	64	94	144	186	376	238	143	140
Yes, I am	88%	88%	89%	76%	91%	86%	91%	93%	63%	90%	93%	91%	91%	86%	66%
No, I am not - I would like to skip this section	12%	12%	11%	24%	9%	14%	9%	7%	37%	10%	7%	9%	9%	14%	34%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2\_1. I have experienced suicidal thoughts

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
This applies to me	32%	33%	32%	-	35%	26%	35%	36%	31%	51%	38%	29%	28%	27%	24%
This does not apply to me	61%	60%	64%	43%	58%	66%	61%	46%	65%	44%	54%	63%	67%	65%	69%
Don't know	3%	3%	2%	-	2%	5%	2%	4%	5%	1%	5%	3%	3%	2%	4%
Prefer not to say	4%	3%	2%	57%	5%	3%	2%	15%	-	4%	3%	5%	2%	5%	4%

rsp\_q2\_2. I know someone who has experienced suicidal thoughts

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
This applies to me	54%	52%	59%	36%	58%	51%	53%	58%	41%	65%	63%	53%	49%	49%	43%
This does not apply to me	30%	30%	27%	41%	28%	35%	30%	17%	33%	23%	22%	31%	35%	35%	33%
Don't know	13%	14%	13%	24%	12%	13%	14%	15%	25%	11%	13%	13%	12%	16%	20%
Prefer not to say	3%	3%	1%	-	3%	1%	3%	10%	1%	2%	2%	3%	4%	-	4%

rsp\_q2\_3. I have attempted suicide

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
This applies to me	12%	9%	10%	-	11%	9%	14%	8%	16%	18%	10%	11%	7%	13%	16%
This does not apply to me	84%	86%	89%	43%	85%	86%	82%	75%	76%	75%	86%	83%	87%	86%	80%
Don't know	2%	2%	-	-	1%	2%	2%	3%	4%	4%	1%	3%	2%	-	-
Prefer not to say	3%	3%	1%	57%	3%	3%	1%	13%	4%	3%	3%	3%	4%	2%	4%

rsp\_q2\_4. I know someone who has attempted suicide

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
This applies to me	46%	45%	52%	8%	46%	43%	49%	43%	42%	57%	55%	43%	40%	40%	44%
This does not apply to me	41%	42%	39%	44%	40%	46%	40%	28%	34%	35%	31%	43%	48%	45%	34%
Don't know	11%	11%	9%	8%	11%	10%	9%	17%	24%	6%	14%	10%	8%	14%	21%
Prefer not to say	2%	2%	1%	41%	3%	1%	2%	12%	-	3%	-	4%	3%	1%	1%

rsp\_q2\_5. I know someone who has died by suicide

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
This applies to me	48%	48%	58%	8%	44%	55%	44%	56%	58%	48%	47%	47%	48%	55%	49%
This does not apply to me	40%	40%	33%	68%	43%	36%	42%	35%	38%	36%	41%	42%	40%	38%	40%
Don't know	9%	9%	8%	16%	11%	6%	11%	9%	3%	13%	11%	9%	7%	7%	11%
Prefer not to say	2%	3%	1%	8%	2%	3%	2%	-	1%	3%	1%	2%	6%	-	-

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total			2012 Presidential Vote					2016 Presidential Vote							V
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

Unweighted base	1227	365	376	490	319	34	384	403	387	49	36	7	24	321	1052
<b>Base: All US Adults</b>	1227	330	382	444	284	17	482	337	332	21	12	3	11	512	822
Yes, I am	88%	91%	89%	92%	91%	100%	81%	93%	91%	80%	95%	100%	93%	82%	93%
No, I am not - I would like to skip this section	12%	9%	11%	8%	9%	-	19%	7%	9%	20%	5%	-	7%	18%	7%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2.1. I have experienced suicidal thoughts

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
This applies to me	32%	44%	28%	32%	27%	42%	36%	36%	27%	39%	42%	29%	31%	33%	34%
This does not apply to me	61%	50%	66%	60%	69%	51%	57%	56%	69%	57%	56%	71%	44%	59%	61%
Don't know	3%	3%	2%	2%	2%	-	4%	2%	3%	-	-	-	25%	3%	2%
Prefer not to say	4%	3%	3%	6%	1%	7%	3%	6%	1%	4%	2%	-	-	5%	3%

rsp\_q2.2. I know someone who has experienced suicidal thoughts

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
This applies to me	54%	64%	49%	55%	53%	64%	54%	60%	54%	72%	75%	56%	73%	48%	59%
This does not apply to me	30%	22%	35%	27%	36%	17%	30%	24%	31%	17%	23%	44%	23%	34%	27%
Don't know	13%	12%	14%	15%	12%	20%	12%	14%	15%	11%	2%	-	4%	13%	13%
Prefer not to say	3%	2%	2%	3%	-	-	4%	2%	-	-	-	-	-	5%	1%

rsp\_q2.3. I have attempted suicide

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
This applies to me	12%	14%	9%	11%	6%	8%	15%	10%	8%	8%	12%	-	3%	15%	10%
This does not apply to me	84%	81%	87%	84%	90%	92%	79%	87%	88%	92%	83%	100%	72%	78%	87%
Don't know	2%	2%	1%	2%	1%	-	2%	-	3%	-	-	-	-	3%	1%
Prefer not to say	3%	3%	3%	3%	3%	-	4%	3%	2%	-	5%	-	25%	4%	2%

rsp\_q2.4. I know someone who has attempted suicide

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
This applies to me	46%	56%	40%	46%	43%	56%	48%	49%	45%	59%	68%	46%	44%	43%	49%
This does not apply to me	41%	32%	47%	36%	50%	29%	39%	34%	44%	29%	25%	54%	53%	43%	39%
Don't know	11%	11%	10%	14%	8%	15%	10%	14%	11%	11%	7%	-	4%	10%	11%
Prefer not to say	2%	1%	3%	3%	-	-	3%	3%	0%	-	-	-	-	4%	2%

rsp\_q2.5. I know someone who has died by suicide

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
This applies to me	48%	47%	50%	49%	55%	64%	43%	51%	58%	56%	79%	17%	41%	38%	53%
This does not apply to me	40%	39%	39%	38%	40%	36%	42%	37%	37%	44%	13%	83%	34%	45%	39%
Don't know	9%	12%	7%	11%	5%	-	11%	10%	4%	-	8%	-	25%	13%	7%
Prefer not to say	2%	2%	4%	2%	1%	-	4%	2%	1%	-	-	-	-	3%	1%

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Voting Registration	
	No	Don't know

rsp\_q1. The following section contains questions regarding depression and suicide. Are you comfortable answering questions on this topic?

	Unweighted base	1227	146	29
<b>Base: All US Adults</b>		1227	334	71
Yes, I am		88%	80%	68%
No, I am not - I would like to skip this section		12%	20%	32%

Please indicate which, if any, of the following statements apply to you. Please select one option on each row. If you are uncomfortable answering any of the following, please select "Prefer not to say" for that statement.

rsp\_q2\_1. I have experienced suicidal thoughts

	Unweighted base	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		1075	266	48
This applies to me		32%	25%	44%
This does not apply to me		61%	62%	49%
Don't know		3%	7%	-
Prefer not to say		4%	6%	6%

rsp\_q2\_2. I know someone who has experienced suicidal thoughts

	Unweighted base	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		1075	266	48
This applies to me		54%	44%	34%
This does not apply to me		30%	35%	51%
Don't know		13%	15%	9%
Prefer not to say		3%	6%	6%

rsp\_q2\_3. I have attempted suicide

	Unweighted base	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		1075	266	48
This applies to me		12%	12%	26%
This does not apply to me		84%	78%	65%
Don't know		2%	5%	3%
Prefer not to say		3%	5%	6%

rsp\_q2\_4. I know someone who has attempted suicide

	Unweighted base	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		1075	266	48
This applies to me		46%	38%	41%
This does not apply to me		41%	45%	44%
Don't know		11%	12%	12%
Prefer not to say		2%	5%	3%

rsp\_q2\_5. I know someone who has died by suicide

	Unweighted base	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		1075	266	48
This applies to me		48%	38%	26%
This does not apply to me		40%	45%	42%
Don't know		9%	13%	29%
Prefer not to say		2%	4%	3%

rsp\_q3. Do you believe it is possible for a TV show or movie to depict a person attempting or dying by suicide on-screen in a way that does not glamorize suicide?

	Unweighted base	1104	115	20
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Yes, this is possible	51%	53%	50%	75%	61%	45%	47%	33%	-	-	52%	49%	50%	54%	51%
No, this is not possible	22%	24%	21%	16%	17%	24%	24%	38%	-	-	24%	23%	22%	21%	23%
Don't know	27%	23%	30%	9%	22%	31%	28%	29%	-	-	24%	28%	28%	25%	25%
<b>rsp_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?</b>															
Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
It will increase the number of suicides by a lot	19%	17%	21%	8%	14%	16%	23%	39%	-	-	15%	20%	20%	22%	20%
It will increase the number of suicides by a little	26%	29%	23%	63%	25%	19%	31%	7%	-	-	36%	24%	23%	25%	26%
It will have no effect on the number of suicides	17%	18%	16%	20%	18%	23%	14%	13%	-	-	13%	16%	20%	18%	18%
It will decrease the number of suicides by a little	4%	4%	5%	3%	8%	4%	2%	4%	-	-	4%	5%	4%	5%	5%
It will decrease the number of suicides by a lot	2%	1%	2%	-	3%	2%	0%	4%	-	-	1%	0%	3%	4%	2%
Don't know	31%	30%	32%	7%	32%	36%	29%	33%	-	-	31%	36%	32%	26%	30%
<b>How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.</b>															
<b>rsp_q5_1. In your local community</b>															
Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Very available	20%	20%	19%	9%	18%	19%	23%	13%	-	-	25%	18%	17%	22%	19%
Somewhat available	31%	31%	32%	41%	27%	31%	34%	32%	-	-	33%	27%	33%	32%	32%
Not very available	20%	18%	22%	26%	25%	24%	14%	13%	-	-	20%	22%	20%	18%	22%
Not at all available	5%	6%	4%	15%	6%	3%	5%	8%	-	-	2%	9%	4%	6%	6%
Don't know	24%	25%	23%	9%	23%	23%	24%	34%	-	-	20%	25%	26%	22%	22%
<b>rsp_q5_2. In the state where you live</b>															
Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Very available	21%	21%	20%	5%	20%	21%	24%	12%	-	-	27%	16%	19%	24%	19%
Somewhat available	37%	36%	37%	47%	34%	37%	38%	36%	-	-	39%	35%	37%	36%	38%
Not very available	18%	18%	18%	31%	19%	20%	14%	17%	-	-	13%	24%	18%	17%	20%
Not at all available	3%	3%	3%	8%	6%	3%	1%	3%	-	-	2%	3%	4%	5%	2%
Don't know	21%	21%	21%	9%	20%	19%	23%	32%	-	-	20%	22%	23%	18%	20%
<b>rsp_q5_3. In the United States</b>															
Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Very available	21%	21%	20%	11%	23%	20%	22%	12%	-	-	24%	17%	22%	20%	17%
Somewhat available	35%	34%	36%	38%	29%	37%	37%	33%	-	-	36%	34%	34%	35%	38%
Not very available	23%	23%	23%	35%	26%	19%	22%	21%	-	-	22%	27%	21%	23%	24%
Not at all available	2%	2%	3%	8%	3%	2%	1%	3%	-	-	2%	3%	2%	2%	2%
Don't know	20%	21%	19%	9%	19%	22%	17%	31%	-	-	16%	19%	21%	20%	19%
<b>rsp_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?</b>															
Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Yes, I have	40%	36%	45%	55%	46%	46%	35%	17%	-	-	39%	44%	36%	47%	43%
No, I haven't	52%	57%	41%	41%	40%	47%	60%	82%	-	-	53%	47%	56%	49%	51%
Don't know	6%	6%	5%	4%	11%	4%	4%	-	-	-	6%	5%	7%	4%	4%
Prefer not to say	2%	1%	3%	-	3%	3%	1%	1%	-	-	2%	5%	2%	0%	2%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Yes, this is possible	51%	45%	52%	58%	46%	51%	53%	65%	48%	63%	48%	48%	48%	57%	52%
No, this is not possible	22%	24%	18%	20%	25%	22%	18%	22%	27%	17%	22%	16%	25%	15%	22%
Don't know	27%	32%	30%	22%	29%	27%	29%	13%	25%	21%	30%	31%	26%	28%	26%
<b>rsp_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?</b>															
Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
It will increase the number of suicides by a lot	19%	19%	17%	21%	17%	22%	20%	16%	24%	6%	12%	25%	22%	12%	18%
It will increase the number of suicides by a little	26%	21%	21%	43%	26%	22%	29%	32%	26%	19%	30%	28%	26%	28%	25%
It will have no effect on the number of suicides	17%	17%	13%	13%	15%	18%	18%	20%	18%	24%	13%	20%	18%	18%	16%
It will decrease the number of suicides by a little	4%	4%	5%	0%	5%	6%	2%	3%	3%	12%	9%	-	4%	5%	5%
It will decrease the number of suicides by a lot	2%	3%	4%	1%	2%	2%	1%	5%	2%	-	-	-	2%	3%	-
Don't know	31%	35%	40%	22%	35%	30%	30%	25%	27%	38%	36%	26%	29%	35%	36%
<b>How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.</b>															
<b>rsp_q5_1. In your local community</b>															
Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very available	20%	25%	21%	15%	21%	17%	22%	20%	21%	43%	15%	19%	20%	20%	14%
Somewhat available	31%	31%	22%	40%	27%	30%	36%	39%	33%	-	31%	19%	31%	29%	38%
Not very available	20%	14%	19%	18%	21%	19%	19%	23%	21%	37%	20%	29%	22%	17%	27%
Not at all available	5%	2%	1%	13%	5%	7%	4%	4%	3%	10%	17%	2%	5%	5%	3%
Don't know	24%	28%	37%	15%	28%	25%	18%	14%	22%	10%	19%	31%	22%	28%	17%
<b>rsp_q5_2. In the state where you live</b>															
Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very available	21%	27%	27%	16%	25%	18%	20%	18%	21%	35%	17%	18%	21%	23%	19%
Somewhat available	37%	32%	28%	43%	35%	35%	41%	41%	38%	18%	30%	24%	36%	35%	39%
Not very available	18%	13%	11%	18%	15%	19%	18%	23%	17%	37%	29%	26%	20%	15%	24%
Not at all available	3%	3%	8%	8%	3%	5%	3%	2%	3%	-	6%	5%	3%	3%	2%
Don't know	21%	25%	26%	16%	22%	24%	18%	16%	21%	10%	18%	26%	21%	25%	16%
<b>rsp_q5_3. In the United States</b>															
Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very available	21%	30%	32%	21%	27%	16%	19%	17%	21%	19%	17%	14%	20%	24%	20%
Somewhat available	35%	23%	23%	45%	31%	34%	39%	39%	40%	53%	26%	32%	38%	24%	44%
Not very available	23%	20%	19%	19%	19%	25%	25%	29%	20%	21%	32%	22%	21%	25%	25%
Not at all available	2%	2%	3%	3%	2%	3%	1%	2%	2%	8%	5%	5%	3%	2%	-
Don't know	20%	25%	23%	12%	21%	22%	16%	13%	18%	-	20%	26%	18%	25%	11%
<b>rsp_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?</b>															
Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Yes, I have	40%	37%	32%	28%	33%	43%	49%	42%	37%	63%	55%	56%	41%	44%	43%
No, I haven't	52%	50%	49%	68%	61%	45%	47%	49%	57%	37%	35%	41%	53%	46%	50%
Don't know	6%	10%	12%	4%	5%	8%	3%	4%	4%	-	7%	3%	4%	7%	6%
Prefer not to say	2%	3%	7%	-	1%	3%	1%	5%	1%	-	3%	-	1%	3%	1%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



	Total	Parent or guardian of any children					Income					Urban			
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Yes, this is possible	51%	40%	59%	91%	42%	48%	47%	47%	58%	33%	47%	50%	61%	46%	57%
No, this is not possible	22%	36%	22%	-	11%	24%	25%	25%	17%	35%	24%	25%	17%	24%	16%
Don't know	27%	24%	19%	9%	47%	28%	28%	28%	24%	31%	29%	25%	22%	30%	27%
<b>rsp_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?</b>															
Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
It will increase the number of suicides by a lot	19%	33%	8%	20%	14%	19%	26%	24%	14%	10%	17%	20%	19%	26%	20%
It will increase the number of suicides by a little	26%	18%	32%	-	7%	27%	24%	25%	28%	19%	26%	28%	26%	23%	26%
It will have no effect on the number of suicides	17%	12%	9%	-	38%	18%	14%	16%	18%	20%	15%	18%	22%	13%	16%
It will decrease the number of suicides by a little	4%	7%	9%	-	-	5%	3%	4%	5%	7%	4%	6%	5%	2%	5%
It will decrease the number of suicides by a lot	2%	-	-	56%	-	4%	2%	2%	2%	-	3%	1%	3%	-	1%
Don't know	31%	31%	42%	24%	41%	27%	30%	29%	33%	45%	36%	27%	26%	37%	31%
<b>How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.</b>															
<b>rsp_q5_1. In your local community</b>															
Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Very available	20%	21%	20%	20%	30%	23%	24%	23%	17%	9%	18%	19%	28%	12%	24%
Somewhat available	31%	31%	36%	-	26%	31%	34%	34%	28%	21%	29%	35%	34%	29%	32%
Not very available	20%	9%	17%	-	-	25%	17%	19%	21%	25%	21%	22%	17%	20%	19%
Not at all available	5%	12%	-	56%	-	4%	4%	4%	7%	13%	8%	3%	3%	5%	3%
Don't know	24%	28%	27%	24%	43%	19%	21%	21%	27%	32%	24%	21%	18%	35%	22%
<b>rsp_q5_2. In the state where you live</b>															
Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Very available	21%	15%	16%	20%	34%	23%	23%	22%	20%	3%	21%	20%	27%	10%	25%
Somewhat available	37%	48%	52%	-	32%	36%	42%	40%	33%	22%	36%	38%	38%	34%	35%
Not very available	18%	11%	9%	-	-	17%	14%	15%	22%	25%	18%	19%	17%	18%	18%
Not at all available	3%	3%	-	80%	-	6%	2%	3%	2%	18%	4%	4%	2%	2%	2%
Don't know	21%	24%	22%	-	12%	18%	19%	20%	23%	32%	20%	20%	16%	36%	19%
<b>rsp_q5_3. In the United States</b>															
Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Very available	21%	15%	26%	11%	34%	22%	23%	23%	19%	13%	23%	21%	22%	14%	26%
Somewhat available	35%	41%	37%	32%	19%	39%	37%	39%	30%	15%	31%	37%	40%	32%	30%
Not very available	23%	23%	18%	-	35%	17%	23%	20%	25%	41%	24%	21%	22%	22%	23%
Not at all available	2%	-	-	4%	-	4%	1%	2%	3%	2%	2%	4%	1%	2%	3%
Don't know	20%	22%	19%	52%	12%	18%	15%	16%	23%	30%	20%	17%	15%	29%	18%
<b>rsp_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?</b>															
Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Yes, I have	40%	21%	37%	9%	21%	47%	33%	38%	47%	12%	39%	40%	46%	36%	47%
No, I haven't	52%	74%	54%	15%	50%	45%	62%	57%	45%	47%	53%	50%	48%	55%	42%
Don't know	6%	4%	-	76%	-	6%	2%	4%	7%	23%	7%	6%	5%	3%	8%
Prefer not to say	2%	1%	8%	-	29%	1%	2%	2%	1%	19%	1%	2%	1%	5%	3%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



	Total	Type of Area Lived in			Political Party					Political Viewpoint					
		Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Yes, this is possible	51%	50%	43%	64%	60%	44%	49%	56%	37%	68%	66%	54%	43%	37%	28%
No, this is not possible	22%	22%	35%	8%	14%	32%	22%	32%	27%	11%	14%	18%	34%	37%	25%
Don't know	27%	28%	22%	27%	27%	24%	30%	12%	36%	22%	20%	29%	23%	25%	48%
<b>rsp_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?</b>															
Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
It will increase the number of suicides by a lot	19%	16%	26%	36%	13%	25%	23%	22%	14%	12%	15%	14%	26%	46%	8%
It will increase the number of suicides by a little	26%	28%	21%	8%	25%	27%	29%	19%	21%	26%	30%	23%	36%	16%	17%
It will have no effect on the number of suicides	17%	19%	13%	-	22%	13%	14%	21%	13%	28%	20%	22%	10%	7%	9%
It will decrease the number of suicides by a little	4%	4%	4%	-	5%	3%	4%	4%	3%	8%	3%	6%	4%	2%	1%
It will decrease the number of suicides by a lot	2%	2%	2%	41%	2%	3%	1%	6%	-	4%	0%	3%	2%	1%	1%
Don't know	31%	31%	33%	16%	33%	29%	29%	29%	49%	23%	32%	32%	23%	28%	65%
<b>How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.</b>															
<b>rsp_q5_1. In your local community</b>															
Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Very available	20%	19%	15%	16%	21%	21%	20%	9%	16%	21%	17%	21%	17%	30%	10%
Somewhat available	31%	31%	30%	16%	35%	30%	29%	39%	20%	29%	41%	30%	34%	28%	19%
Not very available	20%	21%	20%	12%	21%	22%	17%	19%	22%	29%	23%	16%	26%	9%	19%
Not at all available	5%	4%	10%	57%	4%	5%	6%	14%	3%	5%	4%	9%	1%	9%	2%
Don't know	24%	25%	24%	-	19%	22%	28%	20%	40%	15%	16%	24%	22%	25%	50%
<b>rsp_q5_2. In the state where you live</b>															
Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Very available	21%	19%	20%	24%	24%	21%	20%	11%	15%	18%	23%	18%	18%	37%	15%
Somewhat available	37%	36%	42%	8%	37%	38%	36%	37%	31%	39%	41%	37%	43%	24%	24%
Not very available	18%	19%	15%	-	21%	15%	17%	20%	9%	28%	21%	17%	18%	11%	11%
Not at all available	3%	4%	3%	57%	2%	2%	3%	13%	13%	2%	4%	5%	0%	5%	3%
Don't know	21%	23%	20%	12%	16%	24%	24%	19%	32%	13%	11%	22%	21%	24%	48%
<b>rsp_q5_3. In the United States</b>															
Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Very available	21%	18%	21%	8%	19%	25%	21%	9%	24%	16%	17%	19%	22%	37%	18%
Somewhat available	35%	35%	41%	39%	36%	37%	32%	35%	29%	25%	39%	37%	44%	26%	23%
Not very available	23%	25%	18%	-	25%	15%	22%	32%	16%	45%	30%	22%	15%	13%	14%
Not at all available	2%	2%	1%	-	3%	1%	2%	2%	6%	2%	3%	2%	2%	1%	1%
Don't know	20%	21%	18%	52%	14%	21%	24%	22%	25%	12%	9%	21%	18%	23%	43%
<b>rsp_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?</b>															
Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Yes, I have	40%	38%	34%	44%	49%	32%	39%	44%	29%	70%	52%	34%	30%	36%	33%
No, I haven't	52%	56%	60%	16%	45%	61%	54%	48%	45%	27%	44%	55%	63%	61%	50%
Don't know	6%	4%	4%	41%	5%	5%	5%	6%	15%	3%	2%	9%	5%	3%	11%
Prefer not to say	2%	2%	1%	-	1%	2%	2%	2%	11%	-	2%	2%	3%	1%	6%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



	Total	2012 Presidential Vote						2016 Presidential Vote						Did not vote for President	Yes
		NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Yes, this is possible	51%	67%	41%	58%	42%	58%	49%	60%	44%	75%	71%	44%	38%	48%	53%
No, this is not possible	22%	13%	35%	17%	36%	24%	19%	15%	34%	4%	7%	39%	46%	20%	24%
Don't know	27%	21%	24%	25%	23%	19%	31%	25%	22%	21%	21%	17%	15%	32%	23%
<b>rsp_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?</b>															
Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
It will increase the number of suicides by a lot	19%	14%	33%	19%	32%	30%	10%	17%	34%	8%	13%	15%	16%	11%	22%
It will increase the number of suicides by a little	26%	29%	29%	22%	27%	25%	29%	23%	26%	37%	26%	31%	57%	26%	26%
It will have no effect on the number of suicides	17%	23%	9%	21%	9%	28%	18%	19%	13%	21%	32%	-	6%	18%	16%
It will decrease the number of suicides by a little	4%	5%	3%	5%	3%	2%	5%	5%	4%	4%	13%	-	-	4%	4%
It will decrease the number of suicides by a lot	2%	2%	2%	3%	2%	3%	1%	1%	1%	-	2%	-	-	3%	1%
Don't know	31%	28%	25%	30%	27%	12%	37%	34%	22%	30%	14%	54%	21%	37%	30%
<b>How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.</b>															
<b>rsp_q5_1. In your local community</b>															
Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Very available	20%	19%	22%	24%	18%	19%	16%	25%	20%	13%	21%	21%	11%	16%	21%
Somewhat available	31%	36%	32%	32%	36%	44%	27%	31%	34%	36%	28%	39%	43%	29%	34%
Not very available	20%	25%	20%	20%	18%	22%	21%	20%	19%	28%	26%	8%	37%	20%	18%
Not at all available	5%	4%	4%	5%	6%	2%	6%	4%	5%	3%	10%	-	-	7%	5%
Don't know	24%	16%	23%	19%	23%	13%	29%	20%	22%	20%	15%	32%	10%	28%	21%
<b>rsp_q5_2. In the state where you live</b>															
Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Very available	21%	21%	25%	24%	22%	13%	18%	24%	24%	11%	27%	21%	23%	17%	22%
Somewhat available	37%	40%	36%	36%	38%	44%	37%	38%	36%	41%	29%	39%	29%	36%	38%
Not very available	18%	24%	15%	19%	15%	30%	18%	19%	16%	16%	25%	8%	41%	18%	17%
Not at all available	3%	3%	2%	4%	3%	-	3%	2%	2%	10%	5%	-	-	5%	2%
Don't know	21%	12%	22%	17%	23%	13%	25%	17%	22%	22%	14%	32%	7%	24%	20%
<b>rsp_q5_3. In the United States</b>															
Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Very available	21%	17%	27%	21%	24%	10%	19%	18%	27%	5%	18%	33%	8%	20%	20%
Somewhat available	35%	33%	37%	36%	37%	48%	31%	35%	37%	30%	37%	27%	32%	33%	36%
Not very available	23%	37%	14%	26%	15%	26%	25%	31%	15%	33%	30%	8%	51%	21%	23%
Not at all available	2%	3%	2%	3%	2%	2%	2%	2%	1%	12%	2%	-	3%	3%	2%
Don't know	20%	11%	20%	15%	22%	14%	23%	15%	20%	18%	14%	32%	7%	23%	18%
<b>rsp_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?</b>															
Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Yes, I have	40%	59%	32%	46%	33%	44%	39%	52%	32%	58%	48%	56%	36%	37%	43%
No, I haven't	52%	37%	62%	45%	61%	51%	53%	45%	62%	42%	47%	44%	40%	50%	52%
Don't know	6%	3%	4%	7%	4%	6%	6%	2%	4%	-	3%	-	-	10%	3%
Prefer not to say	2%	1%	2%	2%	2%	-	2%	1%	1%	-	2%	-	25%	3%	1%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



	Voting Registration	
	No	Don't know
<b>Total</b>		

**Base: All US Adults who were comfortable answering questions about depression and suicide**

Yes, this is possible  
No, this is not possible  
Don't know

1075	266	48
51%	47%	33%
22%	18%	33%
27%	35%	34%

rsp\_q4. If TV shows and movies started depicting a person dying by suicide on-screen more regularly, what effect do you believe it would have on suicide?

Unweighted base

1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		
1075	266	48
It will increase the number of suicides by a lot	19%	12%
It will increase the number of suicides by a little	26%	28%
It will have no effect on the number of suicides	17%	23%
It will decrease the number of suicides by a little	4%	4%
It will decrease the number of suicides by a lot	2%	4%
Don't know	31%	29%

How available, if at all, are the public mental health resources in each of the following areas? Please select one option on each row.

rsp\_q5\_1. In your local community

Unweighted base

1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		
1075	266	48
Very available	20%	15%
Somewhat available	31%	26%
Not very available	20%	24%
Not at all available	5%	6%
Don't know	24%	29%

rsp\_q5\_2. In the state where you live

Unweighted base

1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		
1075	266	48
Very available	21%	17%
Somewhat available	37%	34%
Not very available	18%	19%
Not at all available	3%	8%
Don't know	21%	22%

rsp\_q5\_3. In the United States

Unweighted base

1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		
1075	266	48
Very available	21%	22%
Somewhat available	35%	33%
Not very available	23%	19%
Not at all available	2%	3%
Don't know	20%	23%

rsp\_q6. Have you ever considered outside resources (therapy, support groups, psychiatric evaluation, etc.) to address your own mental health?

Unweighted base

1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>		
1075	266	48
Yes, I have	40%	32%
No, I haven't	52%	53%
Don't know	6%	11%
Prefer not to say	2%	3%

# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

rsp\_q7. And did you ultimately access the resource(s)?

Unweighted base	489	207	282	19	176	142	142	10	-	-	95	104	173	117	376
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	185	249	18	148	119	138	11	-	-	79	100	158	97	323
Yes	78%	82%	75%	69%	70%	82%	82%	100%	-	-	74%	79%	78%	78%	77%
No	20%	17%	21%	22%	25%	17%	17%	-	-	22%	21%	20%	16%	21%	
Prefer not to say	3%	1%	4%	8%	5%	1%	2%	-	-	4%	-	3%	6%	2%	

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

Unweighted base	104	40	64	4	46	28	26	-	-	-	20	29	32	23	84
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	32	53	4	37	20	23	-	-	-	17	21	31	16	68
I was unable to afford it financially	56%	58%	55%	85%	60%	37%	63%	-	-	-	44%	61%	66%	44%	55%
I felt embarrassed	19%	16%	20%	83%	21%	14%	6%	-	-	-	13%	26%	17%	16%	17%
I didn't want my loved ones to know I was struggling with my mental health	14%	13%	14%	31%	15%	16%	7%	-	-	-	22%	21%	11%	2%	15%
I didn't have time	22%	20%	23%	53%	28%	28%	-	-	-	-	13%	30%	17%	30%	23%
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	17%	26%	64%	29%	14%	13%	-	-	-	18%	15%	23%	35%	19%
I thought I could handle it myself	45%	54%	39%	69%	35%	55%	47%	-	-	-	35%	60%	35%	54%	42%
I was too tired	12%	10%	13%	53%	19%	3%	-	-	-	-	11%	22%	7%	9%	13%
It was difficult to find motivation	20%	12%	24%	53%	24%	25%	1%	-	-	-	24%	25%	16%	15%	20%
Other	16%	25%	10%	-	10%	26%	18%	-	-	-	13%	3%	15%	34%	14%
Don't know	3%	-	4%	-	2%	4%	4%	-	-	-	4%	7%	-	-	2%
Prefer not to say	1%	2%	-	-	1%	-	-	-	-	-	-	-	2%	-	-

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Very confident	33%	33%	33%	26%	27%	33%	39%	30%	-	-	38%	29%	32%	33%	32%
Somewhat confident	35%	37%	33%	29%	35%	34%	36%	31%	-	-	33%	37%	34%	36%	37%
Not very confident	11%	10%	12%	30%	12%	10%	8%	19%	-	-	9%	13%	11%	12%	12%
Not at all confident	8%	8%	8%	6%	11%	8%	6%	6%	-	-	5%	10%	10%	6%	7%
Don't know	11%	10%	12%	6%	12%	13%	10%	11%	-	-	13%	8%	12%	10%	11%
Prefer not to say	2%	2%	2%	2%	3%	2%	0%	3%	-	-	1%	2%	2%	2%	1%

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742
Very confident	31%	32%	30%	18%	27%	31%	34%	36%	-	-	42%	30%	28%	28%	30%
Somewhat confident	38%	37%	38%	36%	36%	41%	38%	38%	-	-	32%	36%	38%	45%	40%
Not very confident	14%	13%	14%	34%	17%	12%	11%	12%	-	-	11%	17%	14%	12%	14%
Not at all confident	6%	5%	7%	6%	6%	5%	6%	6%	-	-	2%	9%	6%	6%	6%
Don't know	10%	10%	11%	4%	12%	14%	7%	6%	-	-	11%	8%	12%	7%	9%
Prefer not to say	1%	2%	1%	2%	3%	2%	-	1%	-	-	1%	0%	1%	3%	1%

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

Unweighted base	1104	519	585	29	343	284	386	62	-	-	204	228	432	240	793
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Race			Education				Marital Status					
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single

rsp\_q7. And did you ultimately access the resource(s)?

Unweighted base	489	42	43	28	134	184	109	62	206	6	44	21	277	134	55
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	52	38	22	131	154	98	51	182	6	41	20	248	120	46
Yes	78%	84%	70%	87%	78%	75%	82%	76%	80%	80%	77%	67%	78%	72%	84%
No	20%	11%	24%	10%	20%	20%	16%	23%	19%	20%	21%	27%	20%	22%	16%
Prefer not to say	3%	5%	7%	3%	2%	4%	2%	1%	2%	-	2%	6%	2%	6%	-

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

Unweighted base	104	6	10	4	31	46	14	13	42	1	11	5	59	33	9
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	6	9	2	26	31	16	12	34	1	9	5	49	26	7
I was unable to afford it financially	56%	56%	62%	60%	58%	63%	56%	33%	47%	-	53%	51%	48%	67%	71%
I felt embarrassed	19%	21%	33%	-	25%	17%	17%	10%	18%	100%	25%	65%	27%	7%	-
I didn't want my loved ones to know I was struggling with my mental health	14%	21%	-	12%	17%	9%	19%	13%	9%	100%	10%	24%	13%	16%	15%
I didn't have time	22%	21%	11%	33%	6%	33%	22%	25%	29%	100%	7%	27%	27%	17%	9%
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	37%	33%	60%	34%	26%	6%	10%	15%	100%	18%	61%	22%	18%	26%
I thought I could handle it myself	45%	67%	41%	100%	43%	48%	44%	41%	48%	100%	55%	39%	50%	33%	60%
I was too tired	12%	-	7%	33%	11%	18%	10%	-	6%	-	15%	27%	9%	21%	-
It was difficult to find motivation	20%	-	26%	44%	29%	28%	-	2%	14%	-	18%	51%	18%	23%	21%
Other	16%	37%	15%	-	18%	6%	11%	40%	18%	100%	21%	-	19%	14%	4%
Don't know	3%	12%	-	-	3%	5%	-	-	-	-	18%	-	3%	2%	-
Prefer not to say	1%	-	5%	-	-	2%	-	-	-	-	-	-	-	2%	-

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very confident	33%	43%	30%	25%	33%	27%	38%	41%	36%	24%	29%	27%	34%	30%	32%
Somewhat confident	35%	21%	32%	44%	30%	37%	38%	37%	37%	36%	36%	27%	36%	33%	30%
Not very confident	11%	11%	7%	13%	11%	14%	7%	10%	9%	10%	12%	11%	10%	11%	20%
Not at all confident	8%	10%	11%	9%	9%	11%	5%	1%	7%	23%	3%	9%	7%	12%	6%
Don't know	11%	12%	14%	9%	15%	8%	11%	6%	10%	-	15%	26%	12%	10%	12%
Prefer not to say	2%	3%	7%	-	1%	2%	1%	4%	1%	-	5%	-	1%	3%	-

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very confident	31%	42%	30%	25%	32%	28%	31%	35%	32%	19%	31%	19%	31%	31%	29%
Somewhat confident	38%	22%	32%	52%	33%	36%	44%	48%	42%	34%	41%	32%	41%	33%	35%
Not very confident	14%	15%	13%	11%	14%	16%	14%	9%	12%	47%	8%	17%	13%	15%	20%
Not at all confident	6%	7%	1%	8%	5%	10%	2%	2%	6%	-	-	5%	5%	8%	8%
Don't know	10%	13%	19%	4%	15%	8%	8%	4%	8%	-	20%	26%	11%	11%	9%
Prefer not to say	1%	1%	4%	-	1%	2%	1%	2%	0%	-	1%	-	0%	3%	-

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

Unweighted base	1104	119	123	69	366	395	219	124	511	10	73	35	629	286	111
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Parent or guardian of any children				Income					Urban		
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k

rsp\_q7. And did you ultimately access the resource(s)?

Unweighted base	489	10	8	1	4	141	140	255	229	5	169	123	140	57	164
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	11	5	1	2	120	133	226	204	4	161	102	118	54	161
Yes	78%	85%	100%	100%	74%	83%	78%	80%	76%	56%	80%	71%	81%	76%	79%
No	20%	15%	-	-	26%	16%	20%	19%	20%	14%	17%	28%	17%	17%	17%
Prefer not to say	3%	-	-	-	-	1%	1%	1%	4%	30%	3%	2%	1%	7%	3%

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

Unweighted base	104	2	-	-	1	25	32	52	51	1	34	34	25	11	32
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	2	-	-	1	19	27	42	42	1	27	28	21	9	28
I was unable to afford it financially	56%	100%	-	-	-	43%	53%	52%	61%	-	61%	55%	54%	49%	56%
I felt embarrassed	19%	-	-	-	100%	34%	15%	21%	17%	-	9%	34%	15%	7%	13%
I didn't want my loved ones to know I was struggling with my mental health	14%	-	-	-	-	11%	15%	12%	16%	-	9%	24%	6%	14%	8%
I didn't have time	22%	-	-	-	-	33%	14%	21%	23%	-	13%	24%	34%	12%	17%
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	52%	-	-	100%	39%	17%	24%	22%	-	28%	26%	11%	20%	20%
I thought I could handle it myself	45%	-	-	-	100%	51%	54%	50%	39%	100%	45%	49%	46%	30%	47%
I was too tired	12%	-	-	-	-	7%	5%	5%	19%	-	7%	8%	19%	21%	-
It was difficult to find motivation	20%	-	-	-	-	23%	17%	18%	21%	-	21%	17%	21%	21%	10%
Other	16%	-	-	-	-	22%	19%	15%	16%	-	12%	22%	14%	8%	15%
Don't know	3%	-	-	-	-	-	-	-	5%	-	3%	3%	-	6%	2%
Prefer not to say	1%	-	-	-	-	-	-	-	1%	-	2%	-	-	-	-

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Very confident	33%	42%	32%	9%	10%	35%	39%	36%	30%	15%	32%	33%	41%	21%	38%
Somewhat confident	35%	28%	50%	4%	83%	35%	35%	36%	34%	21%	31%	38%	39%	35%	29%
Not very confident	11%	16%	-	-	-	9%	11%	10%	12%	22%	14%	11%	9%	9%	10%
Not at all confident	8%	4%	5%	76%	-	8%	6%	7%	9%	13%	11%	9%	4%	7%	10%
Don't know	11%	8%	8%	11%	-	11%	8%	9%	13%	22%	11%	7%	6%	25%	11%
Prefer not to say	2%	2%	4%	-	7%	2%	1%	1%	2%	7%	1%	2%	1%	4%	2%

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346
Very confident	31%	49%	32%	9%	10%	35%	34%	33%	28%	28%	30%	30%	37%	25%	36%
Somewhat confident	38%	26%	63%	4%	55%	39%	41%	41%	36%	15%	32%	43%	41%	39%	35%
Not very confident	14%	13%	-	-	28%	10%	13%	13%	15%	16%	16%	14%	12%	11%	11%
Not at all confident	6%	6%	5%	-	-	4%	6%	5%	6%	13%	7%	6%	4%	6%	6%
Don't know	10%	6%	-	35%	-	11%	6%	8%	12%	28%	13%	6%	6%	16%	10%
Prefer not to say	1%	-	-	52%	7%	1%	-	0%	3%	-	2%	1%	1%	3%	2%

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

Unweighted base	1104	47	17	5	9	268	401	622	453	29	380	298	278	148	328
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint				
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative

rsp\_q7. And did you ultimately access the resource(s)?

Unweighted base	489	245	77	3	213	89	141	30	16	100	112	137	71	40	29
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	205	64	4	186	84	121	26	17	90	90	115	65	44	31
Yes	78%	77%	74%	100%	77%	81%	82%	70%	51%	77%	79%	77%	77%	90%	65%
No	20%	20%	26%	-	19%	17%	18%	30%	34%	20%	18%	21%	23%	7%	25%
Prefer not to say	3%	3%	-	-	4%	2%	1%	-	16%	3%	3%	2%	-	3%	11%

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

Unweighted base	104	51	21	-	46	17	29	7	5	25	21	30	17	4	7
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	40	17	-	36	14	21	8	6	18	16	25	15	3	8
I was unable to afford it financially	56%	60%	49%	-	49%	60%	49%	97%	66%	60%	50%	65%	45%	100%	40%
I felt embarrassed	19%	25%	13%	-	23%	22%	15%	16%	-	14%	28%	21%	14%	41%	-
I didn't want my loved ones to know I was struggling with my mental health	14%	17%	15%	-	11%	9%	14%	28%	22%	10%	16%	18%	2%	41%	17%
I didn't have time	22%	30%	9%	-	33%	22%	7%	23%	-	43%	21%	16%	12%	41%	-
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	23%	25%	-	34%	19%	13%	20%	-	29%	12%	25%	19%	28%	28%
I thought I could handle it myself	45%	47%	36%	-	47%	64%	43%	31%	12%	51%	47%	36%	51%	72%	31%
I was too tired	12%	22%	8%	-	18%	9%	5%	-	22%	16%	19%	6%	4%	21%	17%
It was difficult to find motivation	20%	26%	19%	-	26%	20%	11%	12%	22%	33%	15%	13%	11%	21%	33%
Other	16%	10%	31%	-	26%	-	16%	-	12%	10%	31%	10%	5%	-	39%
Don't know	3%	4%	-	-	5%	-	3%	-	-	-	5%	3%	4%	-	-
Prefer not to say	1%	1%	-	-	1%	-	-	-	-	3%	-	-	-	-	-

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Very confident	33%	32%	28%	27%	33%	36%	34%	21%	22%	29%	34%	32%	32%	47%	23%
Somewhat confident	35%	39%	34%	16%	37%	34%	33%	37%	34%	46%	43%	30%	35%	28%	31%
Not very confident	11%	11%	14%	16%	11%	12%	10%	21%	6%	12%	11%	14%	11%	7%	8%
Not at all confident	8%	6%	9%	41%	7%	5%	10%	12%	14%	8%	4%	10%	7%	7%	11%
Don't know	11%	10%	14%	-	10%	10%	10%	9%	24%	3%	7%	13%	10%	11%	22%
Prefer not to say	2%	2%	1%	-	1%	3%	2%	-	-	2%	1%	1%	3%	1%	4%

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92
Very confident	31%	30%	25%	23%	33%	35%	31%	17%	13%	26%	31%	32%	33%	36%	21%
Somewhat confident	38%	40%	39%	8%	35%	41%	37%	42%	41%	46%	41%	30%	41%	39%	39%
Not very confident	14%	15%	17%	12%	16%	10%	13%	19%	13%	16%	16%	12%	10%	10%	8%
Not at all confident	6%	5%	8%	16%	5%	5%	7%	8%	6%	8%	4%	7%	5%	6%	3%
Don't know	10%	10%	11%	-	8%	8%	11%	9%	27%	2%	7%	13%	7%	9%	25%
Prefer not to say	1%	1%	-	41%	1%	1%	1%	6%	-	2%	1%	1%	2%	1%	4%

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

Unweighted base	1104	573	197	6	404	271	325	60	44	144	194	349	217	125	75
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	2012 Presidential Vote						2016 Presidential Vote							V
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	

rsp\_q7. And did you ultimately access the resource(s)?

Unweighted base	489	212	111	218	105	19	147	197	123	26	16	4	10	113	437
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	179	109	189	85	7	152	165	96	10	6	1	4	153	327
Yes	78%	78%	82%	81%	86%	68%	69%	78%	83%	78%	58%	83%	85%	74%	78%
No	20%	19%	17%	17%	14%	32%	25%	19%	17%	22%	42%	17%	15%	21%	20%
Prefer not to say	3%	3%	1%	2%	-	-	6%	3%	-	-	-	-	-	5%	2%

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

Unweighted base	104	46	21	42	17	6	39	40	22	4	7	1	2	28	92
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	34	18	33	12	2	37	31	16	2	2	0	1	32	66
I was unable to afford it financially	56%	55%	55%	46%	48%	23%	70%	46%	52%	88%	43%	-	100%	67%	52%
I felt embarrassed	19%	21%	19%	14%	16%	47%	22%	15%	19%	72%	29%	-	51%	17%	17%
I didn't want my loved ones to know I was struggling with my mental health	14%	13%	8%	14%	7%	22%	15%	16%	8%	84%	18%	100%	51%	9%	14%
I didn't have time	22%	33%	17%	22%	5%	53%	25%	29%	11%	12%	25%	-	49%	20%	23%
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	21%	20%	18%	16%	11%	29%	18%	20%	84%	12%	-	-	25%	23%
I thought I could handle it myself	45%	49%	55%	47%	55%	55%	39%	53%	54%	24%	28%	100%	51%	34%	50%
I was too tired	12%	17%	7%	6%	11%	11%	17%	8%	8%	-	-	-	51%	18%	11%
It was difficult to find motivation	20%	25%	13%	9%	25%	43%	26%	14%	19%	40%	-	100%	51%	25%	17%
Other	16%	20%	4%	26%	5%	-	11%	19%	8%	-	13%	-	-	18%	18%
Don't know	3%	3%	3%	5%	-	-	2%	3%	4%	-	-	-	-	2%	3%
Prefer not to say	1%	1%	-	-	-	-	1%	2%	-	-	-	-	-	-	1%

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Very confident	33%	32%	38%	37%	37%	37%	26%	38%	35%	44%	34%	15%	34%	27%	36%
Somewhat confident	35%	45%	32%	33%	37%	33%	36%	36%	36%	29%	42%	37%	27%	34%	36%
Not very confident	11%	11%	10%	13%	19%	11%	11%	11%	13%	8%	7%	10%	11%	11%	11%
Not at all confident	8%	6%	7%	8%	5%	6%	10%	6%	7%	13%	-	17%	-	11%	7%
Don't know	11%	5%	11%	8%	9%	6%	16%	8%	8%	6%	14%	21%	4%	15%	9%
Prefer not to say	2%	1%	2%	1%	3%	-	2%	1%	1%	-	2%	-	25%	2%	2%

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761
Very confident	31%	29%	34%	35%	30%	34%	27%	35%	31%	35%	34%	-	51%	27%	32%
Somewhat confident	38%	44%	40%	34%	46%	43%	36%	37%	45%	45%	46%	29%	32%	33%	40%
Not very confident	14%	16%	12%	16%	11%	15%	14%	14%	12%	6%	11%	35%	11%	16%	14%
Not at all confident	6%	6%	5%	6%	6%	6%	6%	6%	5%	11%	-	15%	-	7%	6%
Don't know	10%	5%	7%	8%	6%	2%	15%	7%	6%	2%	7%	21%	6%	16%	8%
Prefer not to say	1%	1%	1%	1%	1%	-	2%	1%	1%	-	2%	-	-	2%	1%

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

Unweighted base	1104	338	342	451	297	34	322	372	356	46	34	7	22	267	969
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# YouGov RealTime

## Suicide Prevention

US\_nat\_int Sample: 20th - 21st August 2019



Total	Voting Registration	
	No	Don't know

rsp\_q7. And did you ultimately access the resource(s)?

	Unweighted base		
	489	43	9
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	434	85	22
Yes	78%	75%	86%
No	20%	22%	-
Prefer not to say	3%	3%	14%

rsp\_q8. You said that you did not access mental health resource(s) despite considering it. Which of the following are reasons you ultimately did not access the resource(s)? Please select all that apply.

	Unweighted base		
	104	12	-
<b>Base: All US Adults who were comfortable answering questions about depression and suicide and did not access mental health resources despite considering it</b>	85	19	-
I was unable to afford it financially	56%	70%	-
I felt embarrassed	19%	23%	-
I didn't want my loved ones to know I was struggling with my mental health	14%	14%	-
I didn't have time	22%	18%	-
I was worried there would be negative consequences (being involuntarily committed or medicated)	23%	22%	-
I thought I could handle it myself	45%	26%	-
I was too tired	12%	14%	-
It was difficult to find motivation	20%	30%	-
Other	16%	7%	-
Don't know	3%	-	-
Prefer not to say	1%	-	-

How confident, if at all, are you that you would know where to find resources/help for the following situations? Please select one option on each row.

rsp\_q9\_1. If you were having a mental health crisis/suicidal thoughts

	Unweighted base		
	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	266	48
Very confident	33%	28%	15%
Somewhat confident	35%	32%	37%
Not very confident	11%	12%	16%
Not at all confident	8%	11%	16%
Don't know	11%	15%	15%
Prefer not to say	2%	2%	-

rsp\_q9\_2. If a close friend/family member were having a mental health crisis/suicidal thoughts

	Unweighted base		
	1104	115	20
<b>Base: All US Adults who were comfortable answering questions about depression and suicide</b>	1075	266	48
Very confident	31%	34%	3%
Somewhat confident	38%	29%	45%
Not very confident	14%	13%	21%
Not at all confident	6%	5%	17%
Don't know	10%	16%	15%
Prefer not to say	1%	2%	-

rsp\_q9\_3. If you encountered a stranger having a mental health crisis/suicidal thoughts

	Unweighted base		
	1104	115	20

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Base: All US Adults who were comfortable answering questions about depression and suicide

Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
1075	520	556	33	321	260	395	66	-	-	201	229	438	207	742	
Very confident	20%	21%	19%	17%	18%	23%	20%	15%	-	-	24%	19%	19%	18%	19%
Somewhat confident	34%	34%	33%	14%	31%	33%	38%	34%	-	-	34%	36%	31%	37%	36%
Not very confident	20%	18%	21%	22%	23%	18%	19%	16%	-	-	18%	13%	23%	22%	20%
Not at all confident	12%	12%	11%	39%	13%	10%	9%	19%	-	-	7%	19%	11%	12%	13%
Don't know	14%	13%	15%	8%	14%	15%	14%	15%	-	-	16%	13%	15%	10%	12%
Prefer not to say	1%	1%	1%	-	2%	2%	-	1%	-	-	1%	0%	2%	1%	1%

Cell Contents (Column Percentages)

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Base: All US Adults who were comfortable answering questions about depression and suicide

Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
1075	140	116	76	397	358	199	121	488	10	75	35	607	276	107
Very confident	20%	27%	19%	16%	23%	18%	20%	19%	19%	21%	19%	19%	20%	19%
Somewhat confident	34%	26%	29%	36%	29%	30%	39%	49%	39%	63%	25%	25%	37%	30%
Not very confident	20%	21%	21%	15%	17%	22%	24%	16%	18%	19%	27%	19%	21%	24%
Not at all confident	12%	9%	8%	17%	12%	17%	6%	7%	11%	-	9%	3%	10%	15%
Don't know	14%	16%	20%	16%	19%	12%	12%	6%	12%	-	26%	26%	15%	12%
Prefer not to say	1%	1%	4%	-	0%	2%	1%	2%	1%	-	1%	-	1%	2%

Cell Contents (Col

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Base: All US Adults who were comfortable answering questions about depression and suicide

Total	Parent or guardian of any children				Income					Urban					
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
1075	53	15	7	11	254	398	602	436	37	412	258	256	149	346	
Very confident	20%	36%	5%	9%	16%	24%	22%	21%	18%	12%	21%	17%	24%	15%	26%
Somewhat confident	34%	22%	67%	-	46%	32%	37%	36%	31%	22%	29%	38%	39%	29%	31%
Not very confident	20%	15%	13%	-	22%	20%	20%	19%	20%	22%	20%	19%	15%	18%	
Not at all confident	12%	11%	14%	56%	-	8%	11%	10%	15%	15%	13%	12%	10%	13%	11%
Don't know	14%	15%	-	35%	10%	16%	10%	12%	15%	31%	15%	12%	8%	26%	13%
Prefer not to say	1%	-	-	-	7%	1%	-	0%	2%	-	1%	1%	1%	2%	2%

Cell Contents (Col)

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Base: All US Adults who were comfortable answering questions about depression and suicide

Total	Type of Area Lived in			Political Party					Political Viewpoint						
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	
1075	534	187	9	381	264	312	59	60	129	173	342	216	124	92	
Very confident	20%	17%	17%	23%	17%	22%	24%	12%	10%	11%	18%	22%	22%	27%	14%
Somewhat confident	34%	37%	30%	8%	37%	35%	31%	34%	16%	44%	40%	28%	37%	32%	23%
Not very confident	20%	21%	20%	12%	21%	20%	17%	23%	18%	20%	23%	19%	19%	19%	15%
Not at all confident	12%	11%	16%	57%	11%	9%	13%	21%	18%	18%	11%	14%	9%	7%	11%
Don't know	14%	14%	17%	-	12%	13%	13%	10%	39%	6%	7%	17%	11%	15%	32%
Prefer not to say	1%	1%	-	-	1%	1%	1%	-	-	1%	1%	0%	2%	1%	4%

Cell Contents (Col)

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



Total			2012 Presidential Vote				2016 Presidential Vote								
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	
1075	302	340	411	259	17	388	314	302	17	12	3	10	418	761	
Very confident	20%	15%	24%	21%	20%	31%	18%	21%	20%	37%	27%	-	15%	18%	20%
Somewhat confident	34%	42%	35%	36%	38%	36%	28%	38%	38%	29%	30%	-	62%	26%	37%
Not very confident	20%	22%	19%	21%	20%	18%	18%	19%	20%	20%	26%	27%	13%	20%	20%
Not at all confident	12%	14%	9%	12%	10%	10%	13%	11%	12%	10%	40%	3%	3%	14%	11%
Don't know	14%	7%	12%	10%	11%	5%	21%	10%	10%	2%	7%	33%	6%	21%	11%
Prefer not to say	1%	1%	1%	0%	1%	-	2%	1%	1%	-	-	-	-	1%	1%

Base: All US Adults who were comfortable answering questions about depression and suicide

Cell Contents (Col)

**YouGov RealTime**  
**Suicide Prevention**

US\_nat\_int Sample: 20th - 21st August 2019



	Total	Voting Registration	
		No	Don't know
	1075	266	48
Very confident	20%	23%	3%
Somewhat confident	34%	28%	16%
Not very confident	20%	16%	29%
Not at all confident	12%	12%	21%
Don't know	14%	19%	31%
Prefer not to say	1%	1%	-

Base: All US Adults who were comfortable answering questions about depression and suicide

Cell Contents (Col