

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Gender	Age				Social Grade	
Base	Male	18-24	25-34	35-44	45-54	ABC1	C2DE

For the following question, by **\*\*\*low point\*\*\*** we mean any time in your life when you were feeling particularly sad... Which, if any, of the following has ever caused you to experience a **\*\*\*low point\*\*\*** in your life? (Please select all that apply. If your answer isn't in the list but you feel that you have experienced a low point in your life, please select the 'other' option. If you have never experienced a low point in your life, please select the 'Not applicable' option)

	Unweighted base	2142	2142	518	633	894	97	1055	1087
<b>Base: All UK men aged 18 - 45</b>		2535	2535	677	831	954	73	1225	1310
Divorce/ separation/ break-up	20%	20%	20%	16%	17%	24%	26%	21%	18%
Being a victim of a crime	10%	10%	10%	7%	11%	11%	14%	12%	8%
Being bullied	24%	24%	24%	26%	25%	21%	24%	23%	24%
Racism (against me or others)	4%	4%	4%	4%	5%	4%	4%	5%	4%
Issues surrounding sex or sexuality	16%	16%	16%	21%	15%	14%	11%	17%	15%
My personal appearance (e.g. acne, weight loss/ gain, etc.)	29%	29%	29%	33%	31%	25%	23%	28%	31%
Feeling like I've failed at work/ school/ college	37%	37%	37%	47%	37%	30%	30%	38%	36%
Addiction problems for yourself or someone else (e.g. drugs, alcohol, smoking, etc.)	11%	11%	11%	10%	11%	12%	5%	9%	12%
Loss of home	4%	4%	4%	2%	4%	4%	8%	3%	4%
Loss of job	17%	17%	17%	7%	19%	22%	26%	20%	14%
Physical ill-health (this could be your own or someone else's)	22%	22%	22%	21%	20%	25%	32%	23%	22%
Death of a close friend/ relative	33%	33%	33%	30%	30%	37%	44%	34%	32%
Money and/ or benefit problems	33%	33%	33%	23%	34%	39%	39%	31%	35%
Other	11%	11%	11%	13%	12%	10%	8%	12%	11%
Don't know/ can't recall	5%	5%	5%	6%	6%	4%	2%	4%	6%
Not applicable - I have never experienced a low point in my life	9%	9%	9%	12%	10%	6%	13%	9%	10%

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

For the following question, by **\*\*\*low point\*\*\*** we mean any time in your life when you were feeling particularly sad... Which, if any, of the following has ever caused you to experience a **\*\*\*low point\*\*\*** in your life? (Please select all that apply. If your answer isn't in the list but you feel that you have experienced a low point in your life, please select the 'other' option. If you have never experienced a low point in your life, please select the 'Not applicable' option)

	Unweighted base	2142	485	340	158	313	464	1760	110	221	51
<b>Base: All UK men aged 18 - 45</b>		2535	592	424	186	391	534	2127	129	216	63
Divorce/ separation/ break-up	20%	20%	19%	18%	21%	19%	20%	28%	21%	12%	
Being a victim of a crime	10%	10%	8%	9%	11%	11%	10%	13%	8%	10%	
Being bullied	24%	25%	25%	22%	22%	21%	23%	29%	22%	26%	
Racism (against me or others)	4%	3%	6%	4%	4%	5%	4%	2%	4%	-	
Issues surrounding sex or sexuality	16%	13%	14%	13%	20%	19%	16%	17%	16%	15%	
My personal appearance (e.g. acne, weight loss/ gain, etc.)	29%	30%	28%	34%	26%	30%	29%	36%	28%	21%	
Feeling like I've failed at work/ school/ college	37%	36%	36%	39%	37%	39%	37%	25%	43%	30%	
Addiction problems for yourself or someone else (e.g. drugs, alcohol, smoking, etc.)	11%	13%	11%	12%	12%	7%	11%	15%	10%	10%	
Loss of home	4%	3%	3%	5%	4%	3%	3%	9%	3%	4%	
Loss of job	17%	18%	16%	21%	16%	16%	17%	22%	15%	13%	
Physical ill-health (this could be your own or someone else's)	22%	23%	22%	18%	24%	22%	22%	29%	20%	16%	
Death of a close friend/ relative	33%	29%	36%	29%	30%	33%	32%	38%	36%	54%	
Money and/ or benefit problems	33%	35%	33%	37%	30%	30%	33%	37%	34%	33%	
Other	11%	9%	13%	9%	10%	12%	11%	12%	16%	7%	
Don't know/ can't recall	5%	5%	5%	4%	5%	5%	5%	7%	2%	8%	
Not applicable - I have never experienced a low point in my life	9%	11%	4%	7%	13%	10%	10%	7%	7%	9%	

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Gender	Age				Social Grade	
Base	Male	18-24	25-34	35-44	45-54	ABC1	C2DE

Are you happy to continue with this section of the survey?

Unweighted base	2142	2142	518	633	894	97	1055	1087
<b>Base: All UK men aged 18 - 45</b>	2535	2535	677	831	954	73	1225	1310
Yes, I am	89%	89%	86%	90%	91%	85%	89%	89%
No, I am not	11%	11%	14%	10%	9%	15%	11%	11%

Has there ever been a time when taking your own life occurred to you as a way out? (Please select the option that best applies)

Unweighted base	2142	2142	518	633	894	97	1055	1087
<b>Base: All UK men aged 18 - 45</b>	2535	2535	677	831	954	73	1225	1310
Yes, but it was a fleeting thought	27%	27%	26%	27%	29%	23%	27%	27%
Yes, it was a genuine option	15%	15%	13%	16%	17%	10%	15%	15%
No, there hasn't	44%	44%	44%	45%	44%	51%	45%	43%
Prefer not to say	13%	13%	17%	13%	10%	16%	12%	14%
Net: Contemplated taking their life	42%	42%	39%	43%	45%	33%	42%	43%

You mentioned that you can recall times when taking your own life occurred to you as a way out...\*\* Did you speak to anyone at any of these times (e.g. a medical professional, family member, friend, etc.) about how you were feeling?

Unweighted base	953	953	226	286	408	33	461	492
<b>Base: All UK men aged 18 - 45 who agreed to take part and have thought about ending their life</b>	1077	1077	264	355	434	24	518	559
Yes, on one occasion	16%	16%	13%	16%	19%	11%	16%	16%
Yes, on more than one occasion	31%	31%	29%	36%	27%	42%	29%	32%
No, never	51%	51%	55%	46%	53%	48%	54%	49%
Don't know/ can't recall	2%	2%	3%	3%	1%	-	1%	3%
Prefer not to say	0%	0%	0%	0%	0%	-	-	0%
Net: Spoke to someone about how they were feeling	47%	47%	42%	52%	45%	52%	45%	48%

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Region								
	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

Are you happy to continue with this section of the survey?

Unweighted base	2142	485	340	158	313	464	1760	110	221	51
<b>Base: All UK men aged 18 - 45</b>	2535	592	424	186	391	534	2127	129	216	63
Yes, I am	89%	88%	92%	88%	87%	90%	89%	89%	89%	86%
No, I am not	11%	12%	8%	12%	13%	10%	11%	11%	11%	14%

Has there ever been a time when taking your own life occurred to you as a way out? (Please select the option that best applies)

Unweighted base	2142	485	340	158	313	464	1760	110	221	51
<b>Base: All UK men aged 18 - 45</b>	2535	592	424	186	391	534	2127	129	216	63
Yes, but it was a fleeting thought	27%	27%	26%	26%	27%	26%	26%	36%	29%	39%
Yes, it was a genuine option	15%	14%	14%	17%	12%	18%	15%	16%	17%	8%
No, there hasn't	44%	45%	49%	44%	46%	43%	46%	33%	42%	36%
Prefer not to say	13%	14%	11%	13%	15%	13%	13%	15%	12%	18%
Net: Contemplated taking their life	42%	41%	40%	43%	40%	44%	41%	52%	46%	47%

You mentioned that you can recall times when taking your own life occurred to you as a way out...\*\* Did you speak to anyone at any of these times (e.g. a medical professional, family member, friend, etc.) about how you were feeling?

Unweighted base	953	210	150	74	124	213	771	54	105	23
<b>Base: All UK men aged 18 - 45 who agreed to take part and have thought about ending their life</b>	1077	243	169	80	155	234	881	67	99	30
Yes, on one occasion	16%	17%	15%	14%	20%	15%	16%	7%	13%	45%
Yes, on more than one occasion	31%	34%	36%	32%	25%	30%	32%	37%	19%	19%
No, never	51%	47%	48%	52%	51%	54%	50%	54%	64%	34%
Don't know/ can't recall	2%	3%	2%	0%	4%	1%	2%	1%	3%	3%
Prefer not to say	0%	-	-	1%	1%	-	0%	1%	1%	-
Net: Spoke to someone about how they were feeling	47%	51%	51%	47%	45%	45%	48%	44%	32%	63%

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Gender	Age				Social Grade	
Base	Male	18-24	25-34	35-44	45-54	ABC1	C2DE

You mentioned that you did not speak to anyone about how you were feeling at times when taking your own life occurred to you as a way out...\*\* Which, if any, of the following are reasons why you did not speak to someone about how you were feeling? (Please select all that apply. If your answer isn't in the list, please type it in the 'Other' box)

	Unweighted base	517	517	129	142	226	20	260	257
<b>Base: All UK men aged 18 - 45 who who agreed to take part and have thought about ending their life and didn't speak to anyone</b>		549	549	146	161	230	12	278	272
I didn't think it was something a man should talk about	16%	16%	23%	16%	12%	19%	15%	18%	
I was ashamed of how I felt	32%	32%	39%	29%	29%	43%	33%	30%	
I didn't feel able to talk about this with a friend/ relative	36%	36%	44%	40%	27%	59%	33%	39%	
I didn't want to cause a fuss	37%	37%	53%	36%	27%	24%	35%	38%	
I didn't want to sound weak	25%	25%	30%	23%	22%	37%	27%	23%	
I didn't want people to worry about me	49%	49%	60%	52%	40%	34%	44%	53%	
I hoped I would start to feel better	29%	29%	32%	32%	25%	19%	29%	29%	
I didn't want to talk about my feelings	43%	43%	53%	40%	39%	39%	38%	48%	
I didn't know how to talk about how I was feeling	31%	31%	44%	32%	22%	52%	32%	31%	
Other	12%	12%	21%	11%	8%	7%	16%	9%	
Don't know/ can't recall	4%	4%	1%	2%	9%	-	3%	6%	
Prefer not to say	1%	1%	1%	1%	1%	-	2%	1%	

## YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

You mentioned that you did not speak to anyone about how you were feeling at times when taking your own life occurred to you as a way out...\*\* Which, if any, of the following are reasons why you did not speak to someone about how you were feeling? (Please select all that apply. If your answer isn't in the list, please type it in the 'Other' box)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland
<b>Unweighted base</b>	517	114	78	36	66	112	406	31	68	12
<b>Base: All UK men aged 18 - 45 who who agreed to take part and have thought about ending their life and didn't speak to anyone</b>	549	113	80	41	79	126	440	36	63	10
I didn't think it was something a man should talk about	16%	17%	17%	31%	14%	15%	17%	6%	15%	12%
I was ashamed of how I felt	32%	28%	32%	36%	32%	36%	32%	36%	28%	-
I didn't feel able to talk about this with a friend/ relative	36%	34%	42%	33%	40%	38%	38%	22%	33%	28%
I didn't want to cause a fuss	37%	36%	40%	40%	40%	37%	38%	39%	25%	33%
I didn't want to sound weak	25%	23%	33%	28%	28%	17%	24%	19%	32%	17%
I didn't want people to worry about me	49%	43%	55%	47%	56%	51%	50%	36%	46%	42%
I hoped I would start to feel better	29%	22%	40%	25%	30%	28%	29%	17%	31%	42%
I didn't want to talk about my feelings	43%	40%	44%	56%	51%	45%	46%	31%	34%	26%
I didn't know how to talk about how I was feeling	31%	32%	31%	39%	28%	32%	32%	30%	30%	33%
Other	12%	17%	10%	5%	11%	10%	11%	19%	15%	12%
Don't know/ can't recall	4%	4%	3%	10%	5%	4%	4%	5%	2%	16%
Prefer not to say	1%	-	1%	-	2%	2%	1%	-	3%	-

# YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015



Total	Gender	Age				Social Grade	
Base	Male	18-24	25-34	35-44	45-54	ABC1	C2DE

You mentioned that you can recall times when taking your own life occurred to you as a way out...\*\* Did you speak to anyone at any of these times (e.g. a medical professional, family member, friend, etc.) about how you were feeling?

	Unweighted base	1172	1172	292	351	486	43	558	614
<b>Base: All UK men aged 18 - 45 who have thought about ending their life</b>		1352	1352	358	440	518	35	648	704
Yes, on one occasion	13%	13%	9%	13%	16%	7%	13%	13%	
Yes, on more than one occasion	24%	24%	21%	29%	22%	29%	23%	25%	
No, never	41%	41%	41%	37%	44%	33%	43%	39%	
Don't know/ can't recall	2%	2%	2%	2%	1%	-	1%	2%	
Prefer not to say	21%	21%	27%	20%	16%	31%	20%	21%	
Net: Spoke to someone about how they were feeling	37%	37%	31%	42%	38%	36%	36%	38%	

You mentioned that you did not speak to anyone about how you were feeling at times when taking your own life occurred to you as a way out...\*\* Which, if any, of the following are reasons why you did not speak to someone about how you were feeling? (Please select all that apply. If your answer isn't in the list, please type it in the 'Other' box)

	Unweighted base	736	736	195	207	304	30	357	379
<b>Base: All UK men aged 18 - 45 who have thought about ending their life and didn't speak to anyone</b>		824	824	240	247	314	23	407	417
I didn't think it was something a man should talk about	11%	11%	14%	10%	9%	10%	10%	11%	
I was ashamed of how I felt	21%	21%	24%	19%	21%	22%	22%	20%	
I didn't feel able to talk about this with a friend/ relative	24%	24%	27%	26%	20%	30%	22%	26%	
I didn't want to cause a fuss	24%	24%	32%	23%	20%	12%	24%	25%	
I didn't want to sound weak	17%	17%	18%	15%	16%	19%	18%	15%	
I didn't want people to worry about me	32%	32%	36%	34%	29%	18%	30%	35%	
I hoped I would start to feel better	19%	19%	19%	21%	18%	10%	20%	19%	
I didn't want to talk about my feelings	29%	29%	32%	26%	29%	20%	26%	31%	
I didn't know how to talk about how I was feeling	21%	21%	27%	21%	16%	26%	22%	20%	
Other	8%	8%	13%	7%	6%	4%	11%	6%	
Don't know/ can't recall	3%	3%	1%	1%	6%	-	2%	4%	
Prefer not to say	34%	34%	40%	36%	28%	49%	33%	35%	

Cell Contents (Column Percentage)

# YouGov / W Communications

Sample Size - 2142 GB Males aged 18-45

Fieldwork : 14th - 21th October 2015



Total	Region								
	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

You mentioned that you can recall times when taking your own life occurred to you as a way out...\*\* Did you speak to anyone at any of these times (e.g. a medical professional, family member, friend, etc.) about how you were feeling?

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland
<b>Base: All UK men aged 18 - 45 who have thought about ending their life</b>	1172	260	177	90	165	258	950	64	128	30
	1352	313	203	102	204	288	1109	82	122	38
Yes, on one occasion	13%	13%	13%	11%	15%	12%	13%	6%	10%	35%
Yes, on more than one occasion	24%	27%	30%	25%	19%	25%	25%	31%	16%	14%
No, never	41%	36%	40%	41%	39%	44%	40%	44%	52%	26%
Don't know/ can't recall	2%	2%	1%	0%	3%	1%	2%	1%	3%	2%
Prefer not to say	21%	22%	17%	22%	25%	19%	21%	18%	19%	23%
Net: Spoke to someone about how they were feeling	37%	40%	42%	37%	34%	37%	38%	37%	26%	49%

You mentioned that you did not speak to anyone about how you were feeling at times when taking your own life occurred to you as a way out...\*\* Which, if any, of the following are reasons why you did not speak to someone about how you were feeling? (Please select all that apply. If your answer isn't in the list, please type it in the 'Other' box)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland
<b>Base: All UK men aged 18 - 45 who have thought about ending their life and didn't speak to anyone</b>	736	164	105	52	107	157	585	41	91	19
	824	183	114	63	128	180	668	50	86	19
I didn't think it was something a man should talk about	11%	11%	12%	20%	9%	11%	11%	4%	11%	7%
I was ashamed of how I felt	21%	18%	23%	23%	20%	25%	21%	26%	20%	-
I didn't feel able to talk about this with a friend/ relative	24%	21%	29%	22%	25%	27%	25%	16%	24%	15%
I didn't want to cause a fuss	24%	22%	28%	26%	24%	26%	25%	28%	19%	18%
I didn't want to sound weak	17%	14%	23%	18%	17%	12%	16%	14%	23%	9%
I didn't want people to worry about me	32%	26%	39%	31%	34%	36%	33%	26%	34%	23%
I hoped I would start to feel better	19%	14%	28%	16%	19%	20%	19%	12%	23%	22%
I didn't want to talk about my feelings	29%	25%	31%	36%	31%	32%	30%	22%	25%	14%
I didn't know how to talk about how I was feeling	21%	20%	22%	25%	17%	22%	21%	21%	22%	17%
Other	8%	10%	7%	3%	6%	7%	7%	14%	11%	6%
Don't know/ can't recall	3%	2%	2%	6%	3%	3%	3%	4%	2%	9%
Prefer not to say	34%	38%	30%	35%	39%	32%	35%	28%	29%	47%

Cell Contents (C)