



MOVEMBER®

GLOBAL RESEARCH REPORT

PERCEPTIONS OF MASCULINITY & THE CHALLENGES OF OPENING UP

RESEARCH BY IPSOS MORI
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PERCEPTIONS OF MASCULINITY & THE CHALLENGES OF OPENING UP

The issue of mental health has been on the public agenda for some years now, and while many institutions and charities are actively investing in early intervention and suicide prevention programs, the numbers of men suffering poor mental health or taking their own lives remains stubbornly high¹.

Expert consensus is that emotional disclosure is an effective way for men to start the process of dealing with the majority of mental health challenges (Bedi & Richards, 2011)².

The message is consistently that men should 'talk more': that by being prepared to talk about difficult situations they are going through, they will actively start the journey towards mental wellness.

Despite the knowledge about what helps, the figures suggest that too many men are continuing to suffer in silence. Three out of four suicides in developed nations are by men (the most reliable estimate for all countries worldwide where quality data exists is around 60%, while it is as high as 80% in the US)³ and yet the proportion of men presenting with mental health challenges and engaging in follow-up talking therapies is typically lower than among women. Men are also more likely to attend fewer therapy sessions (Lambert, 2016)⁴ and being male has consistently been found to be a predictor of premature dropout from traditional treatment in both a community and outpatient setting (Zimmerman et al., 2017; Seidler et al., 2019)⁵.

This report explores some of the underlying attitudes, beliefs and other social factors that may influence men talking openly about the tough stuff in life and proposes some ideas for how to evolve the conversation around men talking about their mental health. It explores male perceptions of masculinity, and if and how these perceptions link to men talking openly to others. In particular, it considers how perceptions vary by age and across different countries.

This report does not set out to answer all the challenges, but is designed to expand understanding of the issues, encourage dialogue and point towards fresh ideas.

READER INFORMATION

In Summer 2019, Movember commissioned Ipsos MORI to conduct research to explore perceptions of masculinity among men with an emphasis on talking about problems they may be experiencing.

Ipsos MORI conducted online surveys with men aged 18 to 75 in four countries; UK, Australia, Canada and the USA. 1,000 men were surveyed in each country (4,000 in total). Unless otherwise stated, this report uses combined data from all four countries. The survey was conducted across all countries from late July to mid-August 2019. For more information about the methodology, please see the 'Technical Details' section at the end of this report.

EXECUTIVE SUMMARY

- **Most men see themselves as being manly/masculine, and believe masculinity is about being strong both physically and emotionally.** Three quarters of men describe themselves as being manly/masculine (75%) and nearly half describe masculinity in terms of being strong (48%).
- **Men see advantages of being manly/masculine** such as helping them to get a partner (57%), deal with day to day life (50%) and getting or keeping a job (49%).
- **There can be pressures for men to be manly/masculine,** with a third (32%) of men feeling pressure to be manly/masculine.
- **Men think that society expects them to be emotionally strong and not show weakness** (58% think this), to fix things (58%) and to be physically strong (57%). Many men have experienced pressure personally to be these things.
- **The pressure to be manly or masculine is perceived as coming from society** (51%) and from men themselves (41%).
- **Pressure to be manly/masculine can affect how men behave.** One in ten men (10%) say that they always or

¹ In the UK:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/suicidesintheunitedkingdom/2018registrations>

Australia:

<https://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/3303.02017?OpenDocument>

USA:

<https://webappa.cdc.gov/sasweb/ncipc/leadcause.html>

Canada:

https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=13100392_01

² <https://www.ncbi.nlm.nih.gov/pubmed/21604897>

³ https://www.who.int/gho/mental_health/en/

⁴ <https://www.omicsonline.org/open-access/does-clienttherapist-gender-matching-influence-therapy-course-oroutcome-in-psychotherapy-2471-9919-1000108.php?aid=83060>

⁵ <https://www.ncbi.nlm.nih.gov/pubmed/27160543>

frequently change their behaviour in order to appear more manly/masculine, and over a quarter (29%) do so occasionally.

- **A substantial proportion of men (38%) have avoided talking to others** about how they feel in order to avoid appearing unmanly.
- **Many men wish that they could talk more to others about personal problems they have experienced (43%).**
- **Most men believe that talking can help.** Over three quarters of men (77%) think that talking is an effective way to deal with problems, and 76% believe that talking openly can have a positive impact on mental health.
- **Fortunately, many men do have someone they can speak to if they needed to talk about a problem (76%),** most commonly their friends (58%) or a family member (50%).
- **But, talking can be more complicated than it seems.** Over a fifth (22%) of men say they are unlikely to speak with someone if they were having problems they were finding it hard to cope with. 41% of men say they have regretted opening up to someone about their problems and over half of these men (53%) say that this experience would prevent them from opening up again.
- **Though more men have had a positive experience (50%) than a negative one (29%) when they have talked openly with others about a problem.** Men who have talked openly have felt better about their problems (65%), felt they could handle their problems better (50%) or had ideas for how to improve their situation (40%).
- **There are differences by age, with younger men feeling greater pressures to be manly/masculine and at the same time experiencing greater barriers to opening up.** Nearly half (47%) of 18-34 year olds say they feel pressure to be manly/masculine compared with 16% of 55+ year olds. Problematically, half of men aged 18-34 have not talked about their feelings to avoid being seen as less manly/masculine (50% compared to 27% of men aged 55+).

MOST MEN SEE THEMSELVES AS MANLY/MASCULINE, AND THINK MASCULINITY IS ABOUT PHYSICAL AND MENTAL STRENGTH

Three quarters of men (75%) describe themselves as being manly/masculine (58% say they are *fairly* manly/masculine and 17% say they are *very* manly/masculine). When asked what they think being manly/masculine means, men often think it is about being perceived as strong, both in the physical and the emotional sense. Almost half of men describe masculinity as having strength or being powerful (48%). Masculinity is also linked to perceptions of self-reliance, and 68% of men say they always rely on themselves without the need to involve others.

“[To be manly/masculine is to be] physically strong, mentally tough, resourceful.” (USA survey participant, aged 35-44)

“[To be manly/masculine is to be] strong, not open about feelings, always fix everything.” (Canada survey participant, aged 25-34)

“[To be manly/masculine is] someone who doesn't like sharing their feelings or discussing them.” (Australia survey participant, aged 35-44)

“[To be manly/masculine is to] always try to act tough even when you feel like you just want to break down and cry.” (UK survey participant, aged 45-54)

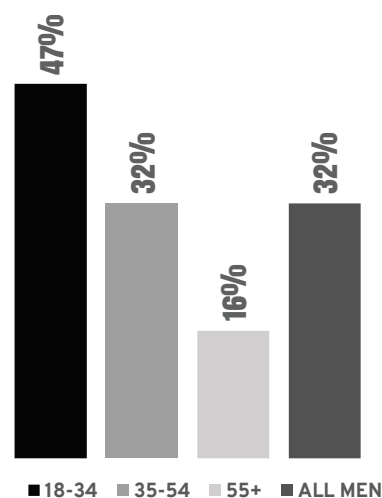
Men see many advantages to being manly/masculine; they believe that it can help them to find or sustain/maintain a romantic relationship (57% of men think this), deal with day to day life (50%), get or keep a job (49%), make/keep friends (44%) and help them to get a pay rise (43%). It's perhaps therefore unsurprising that over half (53%) of men say it is 'very' or 'fairly' important to be manly/masculine in today's society.

MEN CAN FEEL PRESSURED TO BE MANLY/MASCULINE

Given men view masculinity as being important and advantageous, they can feel pressure to be, or appear, manly/masculine. Nearly a third (32%) of men say that they feel pressure to be manly/masculine. Younger men appear to feel greater pressure than older men, with nearly half (47%) of men aged 18-34 saying they feel pressure to be manly/masculine, compared with only 16% of those aged 55 and over.

Q23: How much pressure, if any, do you feel to be manly/masculine?

Say they feel a 'great deal' or 'fair amount' of pressure



Base: Men aged 18-34 (1,246); Men aged 35-54 (1,486); Men aged 55+ (1,268); All men 4,000

“Young men have huge pressures and often feel the need to look strong in order to avoid unwanted attention/violence. It gets easier from this perspective as one ages.” (UK survey participant, aged 55+)

There are many apparent pressures placed by society on men to be manly or masculine. Nearly three in five men (58%) say that society expects men to be emotionally strong and to not show weakness. The same proportion (58%) think that society expects men to fix problems, and a similar proportion (57%) think society expects men to be physically strong. 53% think that there is a societal expectation for men to take the lead and be in charge.

Many men have personally experienced pressure to be these things (32% say that they have personally felt pressure to fix problems, 32% to be emotionally strong and not show weakness, 29% to take the lead/be in charge, and 26% to be physically strong). Failing to live up to these pressures can have consequences for men. One in eleven men (9%) feel that they are always or frequently mocked for not being manly/masculine enough – a figure which, for adult men, is surprisingly high.

THIS PRESSURE COMES FROM SOCIETY, AND FROM MEN THEMSELVES

Men are feeling pressured to be manly/masculine, but where does this pressure come from? Over half of men say this pressure comes from ‘society’ (51%), followed by themselves (41%), and then friends (35%).

Men are less likely overall to feel pressure from their family members but do feel this pressure more so from their fathers (22%) than their mothers (15%) and other family members (15%).

PRESSURE TO FEEL MANLY/MASCULINE CAN AFFECT BEHAVIOUR

Pressure to feel manly/masculine can affect how men behave. One in ten men (10%) say that they always or frequently change their behaviour in order to appear more manly/masculine, and over a quarter (29%) do so occasionally.

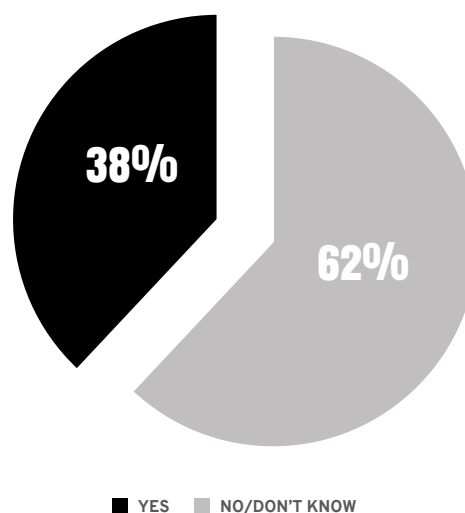
The most common behaviour change reported by men is about how they relate and communicate with others. Almost three in ten (29%) men say they have not shown emotion or cried in front of others in order to appear manly/masculine. This pressure to repress emotion to maintain the appearance of manliness can have a negative impact on mental health and wellbeing.

Around one in ten men have not gone to the doctor about a physical health problem (11%) or a mental health problem (10%) in order to appear manly/masculine. The pressure to keep up an appearance of masculinity could therefore lead to health issues if men are put off from seeing a healthcare professional. This could also relate to feelings of self-reliance (as referenced earlier).

IT CAN AFFECT HOW LIKELY MEN ARE TO TALK TO OTHERS

Pressure to maintain an appearance of masculinity also has an impact on how likely men are to talk to others. Nearly two fifths (38%) of men say that they have not talked to others about their feelings in order to avoid being seen as unmanly. 22% have not talked to their friends because of this, and 17% have avoided talking to their partners for this reason.

Q32: Have you ever not talked about your feelings to avoid being seen as less manly/masculine?



Base: All men 4,000

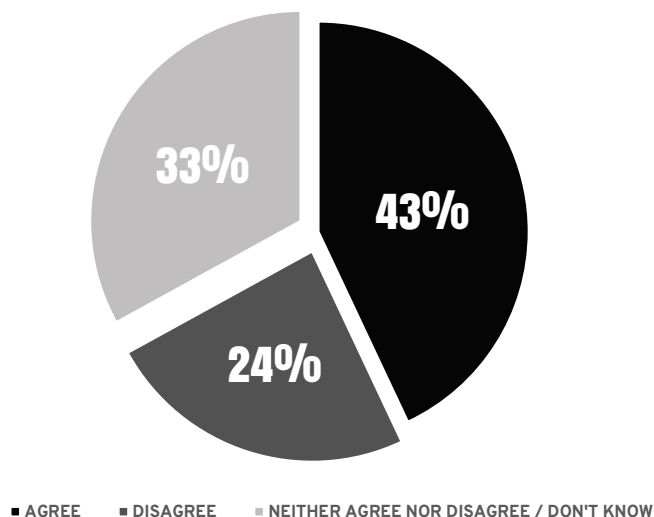
Men are more likely to have avoided talking to others about their feelings if they also feel pressured to appear manly/masculine. 62% of men who say they are under a great deal or fair amount of pressure to appear manly/masculine also say that they have avoided talking about their feelings with others to avoid being seen as unmanly. Likewise, men who feel mocked by others for not being manly/masculine enough are more likely to have avoided talking about their feelings (76%, compared with 35% of men who don't feel as though they are mocked).

There can be a perception that talking openly with others about how you feel or problems you may be experiencing goes against what it means to be manly/masculine. Around a quarter (24%) of men who have had a negative experience of talking openly with others about their problems say that talking made them feel weak.

YET, MEN DO WANT TO TALK AND THEY RECOGNISE THE IMPORTANCE OF DOING SO

Despite there being a substantial proportion of men who have avoided talking about their feelings, an even higher proportion of men (43%) wish that they could talk more with others about personal problems they have experienced. This indicates there is a group of men who do want to talk but may feel unable to. Men who have had a persistent low mood over the last year are more likely to wish they could talk about their problems (58%), as are those who feel pressure to be manly/masculine (64%) and those who frequently change their behaviour in order to appear more manly/masculine (77%).

Q7b: I wish I could talk more about personal problems I've experienced



Base: All men 4,000

Men also recognise, as the evidence supports, that talking to others is an effective way of dealing with personal issues and can benefit mental health. Over three quarters of men (77%) think that talking is an effective way to deal with problems, and a similar proportion (76%) believe that talking openly can have a positive impact on mental health.

FORTUNATELY, MOST MEN DO HAVE PEOPLE THEY CAN SPEAK TO

Whilst there is a significant minority of men - 21% - who do not have anyone they can talk to or say they don't like talking about their problems, the good news is that many men do have people they can turn to if they needed to talk through a problem. Three quarters (76%) of men say they have at least one person they can speak to about problems if they were finding it hard to cope.

If they were having personal problems that were difficult to cope with, the most common group that men could talk to are their friends (58% of men would do this). Half (50%) could talk to at least one family member. A third of men (32%) say they could talk to their partner (which rises to 48% among men who are married, in a civil partnership or living with a partner).

Most employed men (91%) feel they could talk to someone if they were having problems at work too. Reflecting the groups they could talk to about personal problems, they are most likely to speak to their friends about a problem at work they were finding it hard to cope with (47%) or their partner (43%, rising to 60% among those in a relationship). Only 30% say they could talk to a colleague and a quarter say their boss (25%) about a work problem they were finding it hard to cope with.

AND THEY FEEL COMFORTABLE TALKING IN DIFFERENT SITUATIONS

How comfortable men feel talking about problems they are experiencing differs according to the context. Men are most comfortable talking about their problems with a friend, family member or partner in a pub, restaurant or bar (60% say they would feel comfortable talking in this context).

Perhaps contrary to popular belief⁶, they are also relatively comfortable speaking with a doctor at a doctor's surgery (57%), and older men are particularly comfortable doing this (63% of those aged 55 and over compared to 54% of men aged 18-34). Previous research suggests that how comfortable men are speaking to a doctor relates to the quality of the relationship between doctors and men⁷.

Over half of men (53%) feel comfortable talking to others while at home doing an informal activity and while out and about doing an informal activity (48%). Men are less comfortable talking about their problems when doing group activities such as exercising (29%) or talking to their manager at work (33%)⁸.

BUT TALKING CAN SOMETIMES BE MORE COMPLICATED THAN IT SEEMS

As the research shows that the benefits of talking about problems are well established and that men do see the value in talking, it therefore seems like a simple solution to encourage men to 'talk more'. However, talking about problems can sometimes be more difficult than it seems, and the answer may be more complex than this.

Some men are unlikely to speak to others even though they recognise the value in it. Over a fifth (22%) of men say they are unlikely to speak with someone if they were having problems they were finding it hard to cope with, and even around one in seven men (14%) who believe that talking is an effective way of dealing with problems still say they are unlikely to open up.

It can be particularly difficult to talk about problems if you have had a bad experience doing so in the past. Two fifths (41%) of men say they have regretted opening up to someone about a problem in the past, and over half of these people (53%) say that this experience would definitely or probably prevent them from opening up again.

In cases where men have regretted being open about their problems, usually this was because the person they were talking to did not seem to respect them or care about their problem (45% of men who regretted opening up say this was the reason why). Similarly, 30% of men who regretted talking say that the person they were talking to did not take them seriously.

⁶ <http://theconversation.com/men-more-reluctant-to-go-to-the-doctor-and-its-putting-them-at-risk-57420>

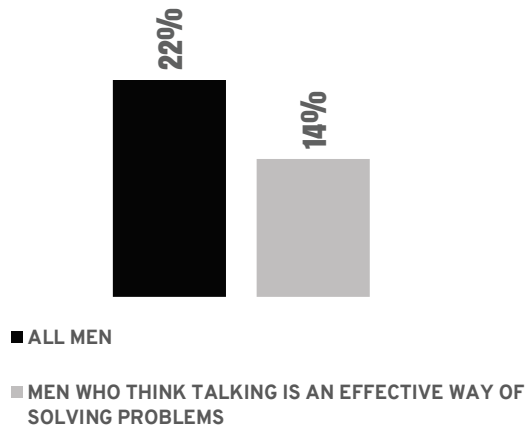
⁷ [https://www.healio.com/primary-care/psychiatry/news/online/%7B5f1bf17d-0568-4209-9085-](https://www.healio.com/primary-care/psychiatry/news/online/%7B5f1bf17d-0568-4209-9085-7149a6f73add%7D/men-with-quality-patient-doctor-relationships-more-likely-to-see-treatment-for-depression)

[7149a6f73add%7D/men-with-quality-patient-doctor-relationships-more-likely-to-see-treatment-for-depression](https://www.healio.com/primary-care/psychiatry/news/online/%7B5f1bf17d-0568-4209-9085-7149a6f73add%7D/men-with-quality-patient-doctor-relationships-more-likely-to-see-treatment-for-depression)

⁸ Please note these figures have been rebased to exclude 'not applicable' responses

Q4: If you were having problems that you were finding it hard to cope with (e.g. a relationship break-up or problems at work), how likely or unlikely is it that you would speak to someone about it?

Unlikely ('very unlikely' / 'fairly unlikely') to talk to someone about problems



Base: Men who think that talking is a 'very' or 'fairly' effective way of dealing with problems (3,070); All men (4,000)

HOWEVER, IT'S MORE COMMON TO HAVE A POSITIVE EXPERIENCE OF TALKING THAN A NEGATIVE ONE, AND TALKING CAN HAVE POSITIVE EFFECTS

Although some men have had a negative experience of talking openly, overall more men say they have had a positive experience speaking openly about a problem they were having (50%). And of the men who had a negative experience of talking openly, many had also had a positive experience of doing so (52%).

Many men who have had positive experiences of talking about their problems in the past felt better about their problems after talking about it (65% say this). Half (50%) said they felt they could handle their problems better as a result of talking about it. Two fifths (40%) of men had ideas for how to improve their situation after talking to someone, and a third (34%) felt closer to the person they were talking to.

These findings suggest that men who have previously had a negative experience of talking about their problems may still find it beneficial to try talking about their issues again – as there can be real benefits to doing so.



THE EFFECT OF AGE

There are very clear patterns observable by age with younger men feeling greater pressures to be manly/masculine and at the same time experiencing greater barriers to opening up and talking about problems they may be facing.

Greater pressures are felt by younger men to be manly/masculine. Younger men are much more likely to say they feel pressure to be manly/masculine (47% of 18-34 year olds say this compared to 32% of 34-54 and 16% of 55+ year olds). The youngest males surveyed (18-24) are the most likely to feel this pressure (51%). Younger men are more likely than their older counterparts to believe that being manly/masculine can help to get/keep a job, get a pay rise, get/keep a partner, make/keep friends and deal with day-to-day life. It is not surprisingly then that younger men are more likely to say it is very important to be manly/masculine in today's society (20% of 18-34 year olds say this compared to 16% of 34-54 and 15% of 55+ year olds). For all men, whatever their age, the greatest pressure to be manly/masculine is thought to come from society, but the second most common source of pressure for younger men is their friends (39% of 18-34 year olds say this) whilst for older men aged 55+ it is themselves (40%). Linked to this, younger men are more likely to say they are always/frequently mocked for not being manly/masculine enough (17% of 18-34 year olds say this compared to 7% of 34-54 and just 2% of 55+ year olds).

These pressures to be manly/masculine are more likely to prevent younger men from talking. Given the increased pressures felt by younger men to appear manly/masculine, it follows that younger men are more likely to change their behaviour to appear more manly/masculine. One fifth (20%) of men aged 18-34 say they change their behaviour always or frequently to appear more manly/masculine compared to 8% of 34-54 year olds and just 2% of men aged 55+. Rather shockingly, half of all men aged 18-34 have not talked about their feelings to avoid being seen as less manly/masculine (50%). This is considerably higher than older men with 37% of 34-54 year olds and 27% of 55+ year olds saying they have not talked about their feelings to avoid being seen as less manly/masculine.

Younger men are more likely recognise the importance of talking. Younger men are more likely to strongly agree that it is important for men to talk openly about problems they might be experiencing (44% of 18-34 year olds strongly agree, compared to 35% of 35-54 year olds and 29% of those aged 55+). They are also more likely to recognise the value of talking – such that 43% of men aged 18-34 strongly agree that talking openly with someone about problems can have a positive impact on mental health (compared to 33% of 35-54 year olds and 30% of men aged 55+). There is a greater belief among younger men that talking is an effective way of dealing with problems (81% of 18-34 year old men say talking is very/fairly effective vs. 76% of 35-54 year olds and 74% of men aged 55+).

Younger men have more people they could turn to.

Younger men are more likely to have at least one person they could talk to if they were having problems they were finding it hard to cope with (83% of 18-34 year olds vs. 74% of 35-54s and 72% of those 55+). Indeed, younger men are much more likely to say they have multiple people they could turn to (40% of 18-34 year olds say this compared to 29% or 35-54 year olds and 26% 55+).

But younger men wish they could talk more and some have regrets about opening up. Whilst it seems encouraging that younger men have multiple people they could turn to if in need, they are also much more likely than their older counterparts to say they wish they could talk more about personal problems they've experienced. 58% of 18-34 year olds say this compared to 40% of 35-54 year olds and 30% of those aged 55+. Younger men are also more likely to say they have regretted opening up to someone about their problems in the past (47% of 18-34 year olds vs. 41% of 35-54 and 34% of 55+ year olds). This suggests that whilst younger men might see the value of talking and theoretically have more opportunities to do so, they have not always had the best experiences of doing so, leaving them wishing they could open up more. This is particularly concerning given younger men are the group most likely to say they have had a persistent low mood over the past year (60% of 18-34 year olds say they have experienced this regularly or occasionally compared to 55% of 34-54 and 37% of 55+ year olds). Previous studies suggest that younger men who experience mental illnesses are the least likely to engage with mental health services, despite having the greatest level of need (Slade et al., 2009; Lawrence et al., 2015)⁹.

DIFFERENCES BY NATIONALITY

American and Canadian men are the most likely to identify as being manly/masculine and it matters the most in America. American and Canadian men are markedly more likely to say they are very/fairly manly/masculine compared to men from the UK and Australia (81% and 82% respectively compared to 67% and 68%). However, it is in America that men are more likely to believe it is important to be manly/masculine in today's society (64% of American men say this compared to 54% in Australia, 52% in Canada, and 41% in the UK). Indeed, American men are the most likely to say they feel a great deal of pressure to be manly/masculine compared to the other nations (13% vs. 9% in Australia, and 7% in both Canada and the UK). Linked to this, American men are also more likely to be mocked, either always or frequently, for not being manly/masculine enough (12% compared to 8% in both Australia and the UK, and 7% in Canada).

It is not as important to be manly/masculine for men from the UK. As described in the data above, it is the least important to be manly/masculine in today's society for men from the UK. Indeed, men from the UK are the least likely to say they believe in a number of attributes commonly associated with masculinity (such as the need to fix problems, take the lead, and be both emotionally and physically strong). Linked to this, men from the UK are the

⁹ https://research.acer.edu.au/well_being/1/

most likely to disagree that men should be able to rely on themselves without needing to rely on anyone else (40% in the UK disagree with this compared to 36% in Australia, 34% in Canada and 29% in America).

Perceptions of masculinity are most likely to stop Australian men from opening up. Though the differences between countries are not stark, the desire not to be seen as unmanly appears to have a greater impact on Australian men, with 41% saying they have not talked about their feelings previously to avoid being seen as less manly/masculine. This compares to 38% in the USA, 37% in Canada and 36% in the UK. The only other notable difference between countries in their behaviours to avoid being seen as less manly/masculine is that men from the UK are more likely to have ordered an alcoholic drink when they did not want to (14% compared to 12% in Australia and 9% in both the USA and Canada).

American men are mostly likely to think talking is an effective way of dealing with problems and are the most likely to do it. Of the four nations surveyed, American men are the most likely to believe that talking is an effective way of dealing with problems (30% say it is very effective, compared to 26% in Canada, 25% in the UK and 24% in Australia). Men from the USA are also the most likely to talk about their problems with 57% saying they would do so if they were finding it hard to cope, compared to 54% in Canada, 53% in Australia and 51% in the UK. This is despite a similar proportion of men from each country saying they have at least one person they could turn to if they needed to talk about their problems (78% in America, 76% in both Canada, 76% in the UK and 75% in Australia).

THE PRESSURES OF WORK

High proportions of men feel stressed because of their work. Three in ten employed men (30%) say they feel stressed because of their work always or frequently. This is particularly high for younger men, with 38% of those aged 18-34 saying they feel stressed always/frequently because of their work, compared to 31% of 34-54 year olds and 17% of men aged 55+. Whilst half of all employed men (53%) feel they could take time off work if they were struggling with mental health or personal issues, one in five (19%) don't believe this is the case.

There are real concerns about discussing mental health in the workplace. Almost half of employed men (46%) say they would be worried about people saying negative things about them behind their back if they were to discuss mental health issues at work. And linked to this, some men fear that discussing their mental health could have negative impacts on their career. Just over a third (36%) think they could be held back from promotion if they discussed mental health issues at work, and three in ten (30%) go as far as saying they believe their job could be at risk for discussing mental health issues. It is not surprising then that low levels of employed men report a willingness to talk to colleagues and bosses about both work problems (30% and 25% respectively saying they would do so) and personal problems (12% and 3% respectively).

TO CONCLUDE

This research outlines some male views of masculinity and supports the suggestion that feeling pressure to appear manly/masculine can prevent some men from taking action by talking openly about problems they might be going through. Younger men in particular can feel under pressure to appear manly/masculine, and are more likely to be put off from talking.

Perceived aspects of masculinity such as being strong and emotionally resilient are not intrinsically negative qualities. However, if the pressure of needing to uphold a façade of emotional strength for the sake of manliness means that men feel they cannot talk about problems they are experiencing, this could be damaging to the mental health and wellbeing of men.

The research suggests that there should be greater recognition that it can be more difficult than it may at first appear for men to talk openly with others, and that when encouraging men to 'talk more', these complexities should be considered, including the context within which men are more willing to open up.

Finally, the research demonstrates, positively, that most men do have people they can turn to during difficult times. Men do recognise the value in speaking to others about problems they might be having – even if they don't always follow through and speak to someone.

TECHNICAL DETAILS

Ipsos MORI conducted a quota survey online in the UK, Australia, Canada and the USA, with members of Ipsos Interactive Services online panels.

1,000 males aged 18-75 within each country completed the survey.

Response quotas were set for each country based on age, region and working status and the final data were weighted to reflect these profiles. These quotas were based on the latest and most relevant census information available for each country.

Fieldwork dates:

- UK: 30th July - 2nd August 2019
- USA: 1st August - 9th August 2019
- Canada: 2nd August - 8th August 2019
- Australia: 2nd August - 12th August 2019

Unless otherwise stated, survey data is based on combined responses across the four countries.

The sample sizes for statistics mentioned in this report are as follows:

- All men (4,000)
- 18-24 (464), 18-34 year olds (1,246), 35-54 year olds (1,486), 55+ year olds (1,268)
- Men who feel under a great deal/fair amount of pressure to be manly/masculine (1,258)
- Men who are always/frequently mocked for not being manly/masculine enough (339)/men who are occasionally/never mocked (3,429)
- Men who have regularly/occasionally had a persistent low mood in the past year (2,038)
- Men who always/frequently change their behaviour to appear more manly/masculine (390)
- Men who are employed (2,665)
- Men who are married/in a civil partnership/living with a partner (2,234) and who are employed (1,666)
- Men who think talking is a very/fairly effective way of dealing with problems (3,070)
- Men who have previously had a positive experience of talking about their problems (2,001)/men who have previously had a negative experience of talking about their problems (1,164)
- Men who have regretted talking openly with someone about a problem in the past (1,623)/men who have not regretted talking openly with someone about a problem in the past (2,035)

For some questions, figures have been re-based to exclude 'Not applicable' responses.

Significance testing has been applied to the data, with all figures reported being statistically significant to the 5% level.

