

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 1

Q.1 Which, if any, of the following statements regarding mental health applies to you?

A mental health problem can include anxiety, depression, bipolar disorder and others.

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Experienced mental health problem	1220 60%	511 51%	708 68%	152 64%	233 66%	207 62%	218 60%	179 61%	230 50%	326 60%	322 59%	233 52%	338 68%	107 60%	58 68%	144 62%	110 64%	99 54%	89 59%	61 59%	124 63%	145 54%	173 61%	108 60%	155 61%	521 58%
I have personally experienced a mental health problem	667 33%	263 26%	404 39%	78 33%	143 41%	117 35%	135 37%	110 37%	84 18%	150 27%	163 30%	128 29%	226 45%	59 33%	35 41%	67 29%	61 35%	56 30%	65 43%	29 28%	63 32%	85 32%	87 31%	59 33%	87 35%	266 30%
I have friends or family who have experienced a mental health problem	822 40%	342 34%	480 46%	102 43%	146 41%	136 41%	154 42%	105 36%	179 39%	239 44%	226 41%	150 34%	207 42%	77 44%	39 46%	110 47%	67 39%	62 34%	46 30%	45 44%	92 47%	87 32%	121 42%	75 42%	105 42%	352 39%
NET: Not experienced mental health problem	859 42%	512 52%	348 33%	76 32%	122 35%	130 39%	145 40%	119 41%	267 58%	251 46%	231 42%	209 47%	169 34%	75 42%	28 33%	96 41%	71 41%	85 46%	54 36%	50 48%	83 42%	121 45%	116 41%	80 45%	100 39%	376 42%
I have not experienced a mental health problem	445 22%	260 26%	185 18%	41 17%	57 16%	57 17%	68 19%	62 21%	160 35%	139 25%	127 23%	99 22%	80 16%	39 22%	16 18%	46 20%	42 24%	39 21%	24 16%	24 23%	44 22%	57 21%	71 25%	43 24%	48 19%	182 20%
I do not know of any of my friends or family experiencing a mental health problem	519 25%	312 31%	207 20%	38 16%	73 21%	81 24%	89 25%	81 28%	156 34%	145 27%	129 24%	135 30%	109 22%	43 24%	19 22%	59 25%	40 23%	54 29%	38 25%	31 30%	52 27%	79 29%	60 21%	44 24%	59 23%	227 25%
Prefer not to say	87 4%	46 5%	41 4%	25 11%	20 6%	9 3%	19 5%	8 3%	6 1%	17 3%	28 5%	27 6%	16 3%	3 2%	1 1%	10 4%	6 3%	15 8%	14 9%	1 1%	4 2%	18 7%	13 4%	3 2%	9 4%	53 6%

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Table 1

Q.1 Which, if any, of the following statements regarding mental health applies to you?

A mental health problem can include anxiety, depression, bipolar disorder and others.

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Experienced mental health problem	1220 60%	970 60%	496 59%	474 62%	249 59%	221 58%	28 73%	667 100%	118 27%	822 100%	10 2%	1220 100%	128 15%
I have personally experienced a mental health problem	667 33%	534 33%	275 32%	260 34%	133 32%	118 31%	15 40%	667 100%	- -	270 33%	10 2%	667 55%	10 1%
I have friends or family who have experienced a mental health problem	822 40%	659 41%	344 41%	315 41%	163 39%	144 38%	19 49%	270 40%	118 27%	822 100%	- -	822 67%	118 14%
NET: Not experienced mental health problem	859 42%	668 41%	360 43%	309 40%	191 45%	176 46%	15 39%	10 1%	445 100%	118 14%	519 100%	128 11%	859 100%
I have not experienced a mental health problem	445 22%	332 21%	180 21%	152 20%	113 27%	103 27%	11 28%	- -	445 100%	118 14%	104 20%	118 10%	445 52%
I do not know of any of my friends or family experiencing a mental health problem	519 25%	412 26%	219 26%	193 25%	107 25%	100 26%	6 16%	10 1%	104 23%	- -	519 100%	10 1%	519 60%
Prefer not to say	87 4%	74 5%	44 5%	30 4%	13 3%	12 3%	1 3%	- -	- -	- -	- -	- -	- -

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Table 2

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

Summary Table

Base: All respondents

	Statements							
	It encouraged me to seek help or get support for my own mental health	It inspired me to start a conversation about mental health	It encouraged me to contact a mental health charity to find out more information	It helped me feel like I wasn't alone	It prompted me to contact a loved one, friend or colleague who has a mental health problem	It improved my understanding of mental health problems	It changed my opinion about the kind of people who can develop a mental health problem	It led me to talk about the news story on social media (Twitter, Facebook, etc)
Unweighted base	2038	2038	2038	2038	2038	2038	2038	2038
Weighted base	2038	2038	2038	2038	2038	2038	2038	2038
NET: Agree	315 15%	470 23%	197 10%	499 24%	403 20%	954 47%	841 41%	218 11%
Strongly agree (+2)	97 5%	107 5%	59 3%	125 6%	82 4%	215 11%	235 12%	66 3%
Slightly agree (+1)	218 11%	362 18%	138 7%	374 18%	320 16%	740 36%	606 30%	152 7%
Neither agree nor disagree (0)	429 21%	486 24%	459 23%	425 21%	449 22%	410 20%	491 24%	393 19%
Slightly disagree (-1)	153 7%	202 10%	252 12%	100 5%	212 10%	144 7%	149 7%	202 10%
Strongly disagree (-2)	199 10%	276 14%	399 20%	163 8%	269 13%	119 6%	149 7%	505 25%
NET: Disagree	352 17%	478 23%	651 32%	263 13%	480 24%	263 13%	299 15%	707 35%
Not applicable	942 46%	605 30%	731 36%	851 42%	706 35%	411 20%	408 20%	721 35%
Mean	-0.13	-0.12	-0.61	0.17	-0.20	0.48	0.38	-0.70
Standard deviation	1.19	1.20	1.15	1.16	1.19	1.06	1.12	1.23
Standard error	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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Table 3

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It encouraged me to seek help or get support for my own mental health

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	315	151	164	57	88	50	53	34	33	99	86	63	67	24	18	38	29	29	23	11	25	58	36	25	39	170
	15%	15%	16%	24%	25%	15%	15%	12%	7%	18%	16%	14%	13%	13%	22%	16%	17%	16%	15%	11%	12%	22%	13%	14%	15%	19%
Strongly agree	(+2)	97	53	44	19	24	15	16	11	11	30	21	23	8	6	8	10	10	8	5	9	12	12	9	12	48
		5%	5%	4%	8%	7%	4%	4%	4%	2%	5%	4%	5%	5%	4%	7%	3%	6%	5%	5%	4%	5%	4%	4%	5%	5%
Slightly agree	(+1)	218	98	120	38	64	35	36	23	22	70	65	40	43	16	12	30	19	19	14	6	16	24	15	27	122
		11%	10%	11%	16%	18%	10%	10%	8%	5%	13%	12%	9%	9%	9%	14%	13%	11%	10%	10%	6%	8%	17%	8%	8%	11%
Neither agree nor disagree	(0)	429	219	210	54	91	74	93	61	56	112	104	88	125	38	18	42	37	37	49	20	48	50	57	33	200
		21%	22%	20%	23%	26%	22%	26%	21%	12%	20%	19%	20%	25%	21%	21%	18%	22%	20%	32%	19%	24%	19%	20%	19%	27%
Slightly disagree	(-1)	153	63	90	25	30	35	29	19	15	37	43	30	42	15	9	18	11	14	14	7	11	23	16	14	78
		7%	6%	9%	10%	8%	10%	8%	7%	3%	7%	8%	7%	8%	8%	11%	8%	6%	7%	9%	7%	6%	9%	6%	8%	7%
Strongly disagree	(-2)	199	92	108	17	36	34	34	31	47	49	49	49	53	19	6	25	8	24	13	9	21	26	34	15	76
		10%	9%	10%	7%	10%	10%	9%	11%	10%	9%	9%	11%	11%	11%	7%	11%	4%	13%	8%	9%	11%	10%	12%	8%	7%
NET: Disagree		352	154	198	42	66	69	63	51	62	86	92	79	95	34	15	43	19	38	27	16	32	50	50	28	154
		17%	16%	19%	18%	19%	21%	17%	17%	14%	16%	17%	18%	19%	18%	18%	11%	21%	18%	16%	16%	18%	18%	16%	14%	17%
Not applicable		942	468	473	84	108	142	155	148	306	252	266	214	210	82	34	112	88	80	52	57	92	111	142	93	376
		46%	47%	45%	35%	30%	43%	43%	50%	67%	46%	49%	48%	42%	46%	39%	48%	51%	44%	35%	55%	47%	41%	50%	52%	43%
Mean		-0.13	-0.08	-0.17	0.11	0.04	-0.20	-0.13	-0.25	-0.43	-0.02	-0.12	-0.18	-0.20	-0.22	0.07	-0.18	0.15	-0.23	-0.09	-0.20	-0.19	-0.04	-0.25	-0.11	-0.02
Standard deviation		1.19	1.18	1.19	1.16	1.17	1.16	1.12	1.19	1.27	1.19	1.17	1.23	1.15	1.18	1.20	1.08	1.27	1.07	1.20	1.18	1.19	1.23	1.21	1.08	1.15
Standard error		0.04	0.05	0.05	0.09	0.09	0.08	0.08	0.10	0.10	0.07	0.07	0.09	0.07	0.11	0.16	0.11	0.11	0.12	0.11	0.17	0.11	0.10	0.11	0.13	0.09

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It encouraged me to seek help or get support for my own mental health

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	315 15%	266 16%	162 19%	103 13%	50 12%	46 12%	4 9%	201 30%	28 6%	129 16%	35 7%	253 21%	62 7%
Strongly agree	(+2) 97 5%	82 5%	54 6%	29 4%	14 3%	14 4%	- -	65 10%	9 2%	33 4%	10 2%	77 6%	19 2%
Slightly agree	(+1) 218 11%	183 11%	108 13%	75 10%	35 8%	31 8%	4 9%	137 20%	19 4%	96 12%	26 5%	177 14%	42 5%
Neither agree nor disagree	(0) 429 21%	339 21%	194 23%	145 19%	90 21%	82 21%	9 23%	221 33%	48 11%	153 19%	82 16%	279 23%	124 14%
Slightly disagree	(-1) 153 7%	127 8%	66 8%	61 8%	25 6%	23 6%	2 6%	104 16%	12 3%	71 9%	11 2%	134 11%	23 3%
Strongly disagree	(-2) 199 10%	157 10%	75 9%	82 11%	43 10%	37 10%	6 15%	93 14%	33 7%	85 10%	39 7%	143 12%	62 7%
NET: Disagree	352 17%	284 18%	141 17%	143 19%	68 16%	60 16%	8 22%	198 30%	45 10%	156 19%	50 10%	278 23%	84 10%
Not applicable	942 46%	728 45%	348 41%	379 49%	214 51%	196 51%	18 46%	47 7%	324 73%	384 47%	352 68%	409 34%	589 69%
Mean	-0.13	-0.10	*	-0.24	-0.23	-0.19	-0.51	-0.04	-0.33	-0.18	-0.26	-0.11	-0.24
Standard deviation	1.19	1.19	1.18	1.19	1.16	1.16	1.11	1.19	1.24	1.20	1.15	1.21	1.18
Standard error	0.04	0.04	0.05	0.06	0.08	0.09	0.24	0.05	0.11	0.06	0.09	0.04	0.07

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Table 4

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It inspired me to start a conversation about mental health

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	470 23%	206 21%	264 25%	81 34%	102 29%	85 25%	85 23%	59 20%	57 12%	141 26%	130 24%	98 22%	102 21%	33 19%	25 30%	57 24%	40 23%	46 25%	31 20%	17 16%	43 22%	73 27%	61 21%	44 25%	60 24%	233 26%
Strongly agree (+2)	107 5%	58 6%	49 5%	18 7%	26 7%	22 7%	15 4%	14 5%	13 3%	29 5%	28 5%	25 6%	25 5%	5 3%	6 7%	11 5%	12 7%	16 9%	6 4%	5 5%	11 5%	13 5%	16 6%	7 4%	13 5%	59 6%
Slightly agree (+1)	362 18%	148 15%	214 20%	64 27%	76 22%	63 19%	71 19%	45 15%	44 10%	111 20%	101 18%	73 16%	77 15%	28 16%	20 23%	46 20%	28 16%	30 16%	25 16%	12 11%	32 16%	60 22%	44 15%	37 21%	48 19%	174 19%
Neither agree nor disagree (0)	486 24%	247 25%	239 23%	66 28%	91 26%	85 25%	91 25%	71 24%	82 18%	125 23%	138 25%	106 24%	117 24%	44 25%	17 19%	52 22%	46 27%	39 22%	51 34%	31 30%	45 23%	53 20%	72 25%	34 19%	65 26%	233 26%
Slightly disagree (-1)	202 10%	88 9%	113 11%	26 11%	45 13%	30 9%	37 10%	29 10%	35 8%	55 10%	61 11%	38 9%	48 10%	22 12%	9 10%	25 11%	15 9%	15 8%	15 10%	12 11%	17 9%	33 12%	27 9%	12 7%	28 11%	95 10%
Strongly disagree (-2)	276 14%	138 14%	139 13%	16 7%	44 13%	42 13%	53 15%	50 17%	70 15%	61 11%	67 12%	65 15%	83 17%	26 15%	9 11%	33 14%	16 9%	27 15%	15 10%	10 10%	29 15%	34 13%	42 15%	34 19%	30 12%	107 12%
NET: Disagree	478 23%	226 23%	252 24%	42 18%	89 25%	72 22%	90 25%	79 27%	105 23%	115 21%	128 23%	103 23%	130 26%	48 27%	18 21%	58 25%	31 18%	42 23%	30 20%	22 21%	46 24%	68 25%	69 24%	45 25%	58 23%	201 22%
Not applicable	605 30%	314 32%	291 28%	47 20%	71 20%	92 28%	97 27%	85 29%	213 47%	167 31%	153 28%	137 31%	148 30%	52 29%	25 30%	66 28%	56 32%	56 30%	39 26%	34 33%	63 32%	76 28%	83 29%	55 31%	69 27%	234 26%
Mean	-0.12	-0.15	-0.10	0.21	-0.02	-0.03	-0.16	-0.27	-0.43	-0.02	-0.10	-0.15	-0.25	-0.29	0.06	-0.14	0.04	-0.05	-0.07	-0.15	-0.16	-0.08	-0.17	-0.22	-0.08	-0.02
Standard deviation	1.20	1.22	1.19	1.07	1.20	1.20	1.19	1.23	1.23	1.18	1.17	1.23	1.24	1.15	1.23	1.21	1.15	1.31	1.06	1.09	1.24	1.21	1.22	1.30	1.16	1.18
Standard error	0.03	0.05	0.04	0.08	0.08	0.08	0.07	0.08	0.07	0.06	0.06	0.08	0.06	0.10	0.15	0.09	0.10	0.11	0.10	0.13	0.11	0.09	0.12	0.09	0.16	0.05

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It inspired me to start a conversation about mental health

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
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Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	470 23%	388 24%	226 27%	162 21%	82 19%	69 18%	13 33%	250 37%	57 13%	253 31%	45 9%	391 32%	97 11%
Strongly agree (+2)	107 5%	96 6%	57 7%	39 5%	11 3%	10 3%	1 3%	56 8%	19 4%	55 7%	9 2%	87 7%	28 3%
Slightly agree (+1)	362 18%	292 18%	169 20%	124 16%	70 17%	59 15%	11 30%	194 29%	37 8%	198 24%	36 7%	303 25%	69 8%
Neither agree nor disagree (0)	486 24%	369 23%	207 25%	162 21%	116 28%	110 29%	6 16%	171 26%	90 20%	197 24%	105 20%	301 25%	180 21%
Slightly disagree (-1)	202 10%	164 10%	80 9%	85 11%	37 9%	35 9%	2 4%	96 14%	33 7%	85 10%	32 6%	146 12%	57 7%
Strongly disagree (-2)	276 14%	217 13%	108 13%	109 14%	59 14%	53 14%	7 18%	118 18%	60 13%	112 14%	60 12%	186 15%	100 12%
NET: Disagree	478 23%	381 24%	187 22%	194 25%	97 23%	88 23%	9 22%	214 32%	93 21%	197 24%	92 18%	332 27%	158 18%
Not applicable	605 30%	478 30%	225 27%	252 33%	127 30%	116 30%	11 29%	32 5%	206 46%	175 21%	277 53%	196 16%	424 49%
Mean	-0.12	-0.10	-0.02	-0.20	-0.21	-0.23	-0.06	-0.04	-0.32	*	-0.41	-0.04	-0.30
Standard deviation	1.20	1.22	1.21	1.23	1.13	1.12	1.31	1.24	1.23	1.21	1.12	1.23	1.18
Standard error	0.03	0.04	0.05	0.05	0.07	0.07	0.25	0.05	0.08	0.05	0.07	0.04	0.06

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Table 5

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It encouraged me to contact a mental health charity to find out more information

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	197 10%	109 11%	87 8%	30 13%	57 16%	39 12%	34 9%	17 6%	20 4%	69 13%	42 8%	42 9%	44 9%	10 6%	11 12%	22 9%	19 11%	18 10%	12 8%	11 11%	12 6%	36 13%	28 10%	18 10%	25 10%	113 13%
Strongly agree (+2)	59 3%	35 3%	24 2%	4 2%	11 3%	14 4%	14 4%	6 2%	9 2%	19 4%	10 2%	14 3%	15 3%	2 1%	1 1%	6 3%	5 3%	8 5%	4 3%	6 5%	3 1%	9 3%	9 3%	6 3%	2 1%	35 4%
Slightly agree (+1)	138 7%	75 8%	63 6%	26 11%	46 13%	25 7%	20 6%	10 4%	11 2%	50 9%	32 6%	28 6%	28 6%	8 4%	9 11%	16 7%	14 8%	10 5%	8 5%	6 6%	10 5%	27 10%	20 7%	12 7%	22 9%	77 9%
Neither agree nor disagree (0)	459 23%	202 20%	257 25%	81 34%	93 26%	77 23%	89 24%	55 19%	64 14%	115 21%	124 23%	108 24%	111 22%	38 22%	21 25%	50 22%	39 22%	43 24%	42 28%	18 18%	45 23%	55 21%	66 23%	40 23%	67 26%	211 23%
Slightly disagree (-1)	252 12%	126 13%	127 12%	31 13%	50 14%	42 13%	58 16%	40 14%	32 7%	72 13%	77 14%	40 9%	63 13%	25 14%	8 9%	29 12%	19 11%	19 11%	23 15%	17 16%	24 12%	39 15%	35 12%	15 8%	35 14%	128 14%
Strongly disagree (-2)	399 20%	188 19%	210 20%	36 15%	59 17%	66 20%	70 19%	72 24%	96 21%	95 17%	106 19%	94 21%	103 21%	37 21%	12 14%	46 20%	31 18%	38 21%	26 17%	18 17%	40 20%	50 18%	63 22%	39 22%	43 17%	163 18%
NET: Disagree	651 32%	314 32%	337 32%	67 28%	109 31%	108 32%	128 35%	112 38%	128 28%	167 30%	183 33%	134 30%	166 33%	62 35%	20 23%	74 32%	49 29%	57 31%	49 32%	35 33%	64 32%	89 33%	98 34%	54 30%	78 31%	291 32%
Not applicable	731 36%	367 37%	364 35%	58 25%	94 27%	111 33%	113 31%	110 37%	245 54%	197 36%	199 36%	160 36%	176 35%	67 38%	34 40%	87 37%	66 38%	65 35%	47 31%	40 38%	77 39%	89 33%	93 33%	67 37%	83 33%	286 32%
Mean	-0.61	-0.57	-0.64	-0.39	-0.38	-0.54	-0.60	-0.87	-0.92	-0.49	-0.68	-0.61	-0.65	-0.79	-0.38	-0.63	-0.53	-0.59	-0.57	-0.55	-0.73	-0.52	-0.64	-0.61	-0.55	-0.50
Standard deviation	1.15	1.19	1.12	1.04	1.15	1.20	1.14	1.11	1.16	1.19	1.08	1.18	1.16	1.05	1.11	1.15	1.17	1.22	1.07	1.24	1.08	1.19	1.17	1.22	1.06	1.17
Standard error	0.03	0.05	0.04	0.08	0.08	0.08	0.07	0.08	0.08	0.06	0.06	0.08	0.06	0.09	0.15	0.09	0.11	0.11	0.11	0.15	0.10	0.10	0.09	0.12	0.08	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 5

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It encouraged me to contact a mental health charity to find out more information

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	197 10%	170 11%	100 12%	70 9%	27 6%	25 7%	2 4%	105 16%	25 6%	80 10%	28 5%	146 12%	54 6%
Strongly agree	(+2) 59 3%	48 3%	32 4%	16 2%	11 3%	11 3%	- -	31 5%	10 2%	23 3%	7 1%	42 3%	17 2%
Slightly agree	(+1) 138 7%	122 8%	67 8%	55 7%	16 4%	14 4%	2 4%	74 11%	15 3%	57 7%	21 4%	104 9%	36 4%
Neither agree nor disagree	(0) 459 23%	365 23%	210 25%	155 20%	94 22%	85 22%	9 22%	201 30%	61 14%	169 21%	94 18%	291 24%	142 17%
Slightly disagree	(-1) 252 12%	202 12%	104 12%	98 13%	50 12%	48 13%	2 6%	140 21%	34 8%	130 16%	29 6%	206 17%	57 7%
Strongly disagree	(-2) 399 20%	303 19%	154 18%	149 19%	95 23%	85 22%	11 28%	169 25%	83 19%	185 22%	69 13%	288 24%	132 15%
NET: Disagree	651 32%	505 31%	258 30%	247 32%	146 35%	133 35%	13 34%	309 46%	117 26%	315 38%	98 19%	495 41%	189 22%
Not applicable	731 36%	576 36%	278 33%	298 39%	156 37%	141 37%	15 39%	52 8%	242 54%	257 31%	299 58%	288 24%	475 55%
Mean	-0.61	-0.57	-0.49	-0.66	-0.77	-0.75	-0.95	-0.55	-0.81	-0.70	-0.60	-0.64	-0.65
Standard deviation	1.15	1.16	1.17	1.14	1.12	1.13	1.08	1.16	1.20	1.15	1.12	1.16	1.17
Standard error	0.03	0.04	0.05	0.05	0.07	0.07	0.22	0.05	0.08	0.05	0.08	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 6

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It helped me feel like I wasn't alone

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
NET: Agree	499	213	286	77	120	78	92	67	64	134	127	113	124	41	27	63	39	47	36	21	46	75	60	45	65	236	
	24%	22%	27%	33%	34%	23%	25%	23%	14%	24%	23%	25%	25%	23%	31%	27%	23%	25%	24%	20%	23%	28%	21%	25%	26%	26%	
Strongly agree	(+2)	125	51	73	14	32	22	23	18	34	26	28	37	8	4	18	9	13	11	5	6	19	15	16	15	63	
		6%	5%	7%	6%	9%	7%	6%	6%	3%	6%	5%	6%	7%	4%	4%	8%	5%	7%	7%	5%	3%	7%	5%	9%	6%	7%
Slightly agree	(+1)	374	162	212	64	88	55	70	49	100	101	85	88	33	23	44	30	33	25	16	40	55	45	29	49	173	
		18%	16%	20%	27%	25%	16%	19%	17%	11%	18%	18%	19%	18%	19%	27%	19%	17%	18%	15%	20%	21%	16%	16%	20%	19%	
Neither agree nor disagree	(0)	425	203	222	63	79	81	88	59	55	120	119	80	106	37	14	47	28	35	48	18	44	56	68	31	68	203
		21%	20%	21%	27%	22%	24%	24%	20%	12%	22%	22%	18%	21%	21%	16%	20%	16%	19%	32%	17%	22%	21%	24%	17%	27%	23%
Slightly disagree	(-1)	100	53	47	14	13	26	20	11	15	26	32	21	21	11	3	9	12	7	7	10	5	20	11	4	10	55
		5%	5%	4%	6%	4%	8%	6%	4%	3%	5%	6%	5%	4%	6%	4%	4%	7%	4%	5%	10%	2%	8%	4%	2%	4%	6%
Strongly disagree	(-2)	163	88	75	6	29	22	31	36	38	40	34	36	53	20	7	10	7	23	11	5	18	23	22	17	14	71
		8%	9%	7%	2%	8%	6%	9%	12%	8%	7%	6%	8%	11%	11%	8%	4%	4%	13%	8%	5%	9%	8%	8%	9%	5%	8%
NET: Disagree		263	141	121	20	43	48	52	48	53	66	65	58	74	31	10	20	19	31	19	15	22	43	33	20	24	126
		13%	14%	12%	8%	12%	14%	14%	16%	12%	12%	13%	15%	17%	12%	8%	11%	17%	12%	15%	11%	16%	12%	11%	9%	14%	
Not applicable		851	435	416	76	111	129	132	119	284	228	236	194	193	69	35	105	87	71	48	49	86	95	124	83	96	336
		42%	44%	40%	32%	31%	38%	36%	41%	62%	42%	43%	44%	39%	39%	41%	45%	50%	39%	32%	48%	43%	35%	43%	46%	38%	37%
Mean		0.17	0.06	0.26	0.41	0.33	0.15	0.14	0.01	-0.07	0.20	0.18	0.19	0.11	-0.02	0.26	0.39	0.26	0.05	0.17	0.09	0.11	0.16	0.12	0.25	0.27	0.18
Standard deviation		1.16	1.18	1.14	0.90	1.15	1.11	1.14	1.27	1.28	1.13	1.08	1.19	1.24	1.20	1.15	1.07	1.08	1.30	1.08	1.12	1.12	1.18	1.12	1.29	1.03	1.15
Standard error		0.03	0.05	0.05	0.07	0.08	0.08	0.07	0.09	0.09	0.06	0.06	0.08	0.07	0.11	0.16	0.09	0.11	0.12	0.11	0.15	0.10	0.10	0.09	0.14	0.09	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 6

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It helped me feel like I wasn't alone

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	499 24%	401 25%	222 26%	178 23%	98 23%	89 23%	9 24%	356 53%	34 8%	217 26%	40 8%	430 35%	71 8%
Strongly agree (+2)	125 6%	98 6%	54 6%	43 6%	27 6%	25 7%	2 4%	100 15%	9 2%	50 6%	5 1%	108 9%	14 2%
Slightly agree (+1)	374 18%	303 19%	168 20%	135 18%	71 17%	64 17%	8 20%	256 38%	24 5%	168 20%	35 7%	322 26%	57 7%
Neither agree nor disagree (0)	425 21%	335 21%	192 23%	144 19%	90 21%	82 22%	7 20%	166 25%	63 14%	154 19%	105 20%	253 21%	156 18%
Slightly disagree (-1)	100 5%	86 5%	50 6%	37 5%	13 3%	12 3%	2 4%	47 7%	16 4%	33 4%	17 3%	64 5%	31 4%
Strongly disagree (-2)	163 8%	132 8%	64 8%	68 9%	31 7%	27 7%	4 10%	62 9%	36 8%	71 9%	31 6%	109 9%	60 7%
NET: Disagree	263 13%	218 14%	113 13%	105 14%	44 11%	39 10%	6 15%	110 16%	52 12%	104 13%	49 9%	173 14%	91 11%
Not applicable	851 42%	662 41%	318 38%	344 45%	189 45%	173 45%	16 41%	37 5%	297 67%	346 42%	326 63%	365 30%	542 63%
Mean	0.17	0.15	0.19	0.11	0.22	0.23	0.07	0.45	-0.30	0.19	-0.18	0.30	-0.20
Standard deviation	1.16	1.16	1.13	1.20	1.15	1.14	1.22	1.14	1.19	1.19	0.99	1.17	1.08
Standard error	0.03	0.04	0.05	0.06	0.08	0.08	0.26	0.05	0.10	0.05	0.07	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 7

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It prompted me to contact a loved one, friend or colleague who has a mental health problem

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
	Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	403 20%	166 17%	236 23%	71 30%	98 28%	65 19%	67 18%	41 14%	61 13%	118 22%	107 20%	80 18%	98 20%	25 14%	17 20%	57 24%	35 20%	37 20%	28 18%	18 17%	45 23%	63 23%	52 18%	26 15%	47 18%	207 23%
Strongly agree (+2)	82 4%	37 4%	46 4%	17 7%	18 5%	13 4%	14 4%	6 2%	15 3%	26 5%	15 3%	20 4%	21 4%	4 2%	2 2%	15 6%	9 5%	11 6%	6 4%	5 5%	10 5%	10 4%	7 2%	5 3%	10 4%	39 4%
Slightly agree (+1)	320 16%	129 13%	191 18%	54 23%	80 23%	52 15%	53 15%	35 12%	46 10%	92 17%	92 17%	60 13%	77 15%	21 12%	15 18%	42 18%	27 15%	26 14%	21 14%	13 13%	35 18%	53 20%	45 16%	21 12%	36 14%	168 19%
Neither agree nor disagree (0)	449 22%	212 21%	237 23%	71 30%	77 22%	79 24%	101 28%	60 20%	61 13%	124 23%	120 22%	96 22%	109 22%	41 23%	18 21%	48 21%	33 19%	28 15%	48 32%	20 20%	46 23%	56 21%	71 25%	39 22%	77 31%	199 22%
Slightly disagree (-1)	212 10%	101 10%	111 11%	27 11%	54 15%	33 10%	39 11%	29 10%	31 7%	48 9%	73 13%	40 9%	51 10%	28 16%	9 10%	20 9%	24 14%	16 9%	14 10%	10 10%	22 11%	23 8%	30 11%	15 8%	25 10%	106 12%
Strongly disagree (-2)	269 13%	129 13%	139 13%	18 8%	50 14%	38 11%	47 13%	59 20%	56 12%	66 12%	68 12%	67 15%	68 14%	24 14%	12 14%	31 13%	15 8%	32 17%	14 9%	12 11%	24 12%	31 12%	43 15%	32 18%	35 14%	104 12%
NET: Disagree	480 24%	230 23%	250 24%	45 19%	104 29%	71 21%	86 24%	88 30%	87 19%	114 21%	141 26%	107 24%	118 24%	52 30%	21 24%	51 22%	39 22%	48 26%	28 19%	21 21%	46 23%	54 20%	73 26%	47 26%	60 24%	210 23%
Not applicable	706 35%	384 39%	322 31%	50 21%	74 21%	120 36%	109 30%	105 36%	247 54%	192 35%	180 33%	162 36%	172 35%	59 33%	30 35%	78 33%	66 38%	70 38%	47 31%	44 42%	60 31%	96 36%	89 31%	67 37%	69 27%	285 32%
Mean	-0.20	-0.26	-0.15	0.13	-0.14	-0.15	-0.21	-0.53	-0.32	-0.10	-0.24	-0.26	-0.21	-0.40	-0.26	-0.07	-0.09	-0.28	-0.08	-0.17	-0.10	-0.08	-0.29	-0.42	-0.21	-0.11
Standard deviation	1.19	1.19	1.19	1.08	1.20	1.15	1.14	1.20	1.28	1.19	1.14	1.23	1.20	1.09	1.17	1.25	1.16	1.35	1.06	1.21	1.19	1.18	1.15	1.22	1.13	1.17
Standard error	0.03	0.05	0.04	0.08	0.08	0.08	0.07	0.09	0.08	0.06	0.06	0.08	0.06	0.09	0.16	0.10	0.11	0.12	0.11	0.15	0.10	0.10	0.08	0.12	0.09	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 7

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It prompted me to contact a loved one, friend or colleague who has a mental health problem

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	403 20%	327 20%	199 23%	129 17%	75 18%	70 18%	5 13%	175 26%	58 13%	245 30%	33 6%	334 27%	91 11%
Strongly agree (+2)	82 4%	69 4%	45 5%	24 3%	13 3%	12 3%	1 3%	43 6%	10 2%	43 5%	10 2%	66 5%	19 2%
Slightly agree (+1)	320 16%	258 16%	153 18%	105 14%	62 15%	58 15%	4 10%	131 20%	48 11%	201 24%	23 4%	269 22%	71 8%
Neither agree nor disagree (0)	449 22%	358 22%	198 23%	161 21%	91 22%	83 22%	8 21%	186 28%	60 13%	191 23%	78 15%	295 24%	131 15%
Slightly disagree (-1)	212 10%	165 10%	77 9%	88 11%	47 11%	44 11%	3 9%	116 17%	31 7%	114 14%	22 4%	179 15%	52 6%
Strongly disagree (-2)	269 13%	209 13%	103 12%	105 14%	60 14%	52 13%	8 21%	122 18%	41 9%	117 14%	41 8%	205 17%	73 8%
NET: Disagree	480 24%	374 23%	180 21%	193 25%	107 25%	95 25%	11 30%	238 36%	72 16%	231 28%	63 12%	384 32%	124 14%
Not applicable	706 35%	557 34%	269 32%	288 37%	149 35%	135 35%	14 36%	68 10%	255 57%	156 19%	345 66%	206 17%	514 60%
Mean	-0.20	-0.18	-0.07	-0.30	-0.29	-0.26	-0.55	-0.24	-0.24	-0.09	-0.35	-0.19	-0.25
Standard deviation	1.19	1.19	1.19	1.18	1.18	1.17	1.25	1.21	1.20	1.20	1.15	1.22	1.17
Standard error	0.03	0.04	0.05	0.05	0.07	0.08	0.25	0.05	0.09	0.05	0.09	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 8

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It improved my understanding of mental health problems

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	954 47%	414 42%	540 52%	128 54%	159 45%	148 44%	187 51%	143 49%	190 42%	274 50%	260 47%	200 45%	220 44%	79 44%	48 56%	110 47%	87 50%	77 42%	61 40%	53 51%	92 47%	133 50%	137 48%	78 43%	111 44%	431 48%
Strongly agree (+2)	215 11%	92 9%	123 12%	26 11%	42 12%	36 11%	43 12%	32 11%	37 8%	59 11%	60 11%	44 10%	52 11%	16 9%	14 16%	23 10%	22 13%	16 9%	11 7%	12 12%	20 10%	30 11%	33 12%	17 9%	21 8%	101 11%
Slightly agree (+1)	740 36%	322 32%	418 40%	103 43%	117 33%	112 33%	144 40%	111 38%	153 34%	215 39%	201 37%	156 35%	168 34%	63 35%	34 40%	87 37%	65 38%	61 33%	50 33%	41 39%	72 37%	103 38%	104 36%	61 34%	90 36%	330 37%
Neither agree nor disagree (0)	410 20%	212 21%	198 19%	48 20%	79 23%	78 23%	73 20%	59 20%	73 16%	99 18%	114 21%	90 20%	106 21%	41 23%	14 16%	39 17%	32 19%	36 20%	40 26%	16 15%	44 22%	46 17%	66 23%	36 20%	59 23%	184 20%
Slightly disagree (-1)	144 7%	60 6%	84 8%	15 7%	33 9%	25 8%	29 8%	16 5%	25 5%	39 7%	45 8%	27 6%	32 6%	9 5%	8 9%	19 8%	14 8%	15 8%	18 12%	3 3%	10 5%	21 8%	15 5%	12 7%	23 9%	67 7%
Strongly disagree (-2)	119 6%	69 7%	50 5%	10 4%	26 7%	21 6%	14 4%	22 7%	26 6%	30 5%	27 5%	24 5%	39 8%	13 8%	2 3%	11 5%	7 4%	16 8%	8 6%	8 8%	9 4%	15 5%	15 5%	15 8%	13 5%	48 5%
NET: Disagree	263 13%	129 13%	134 13%	26 11%	59 17%	47 14%	43 12%	38 13%	51 11%	69 13%	72 13%	51 11%	71 14%	22 12%	10 12%	30 13%	21 12%	30 17%	27 18%	11 11%	19 9%	35 13%	30 11%	27 15%	36 14%	115 13%
Not applicable	411 20%	237 24%	173 17%	34 14%	56 16%	62 19%	61 17%	54 19%	143 31%	105 19%	101 18%	104 23%	100 20%	36 20%	14 16%	55 23%	32 19%	39 21%	24 16%	24 23%	43 22%	54 20%	53 19%	39 22%	47 19%	171 19%
Mean	0.48	0.41	0.55	0.58	0.39	0.42	0.57	0.49	0.48	0.53	0.49	0.50	0.41	0.42	0.68	0.51	0.57	0.33	0.29	0.58	0.55	0.53	0.53	0.38	0.40	0.50
Standard deviation	1.06	1.09	1.03	0.98	1.13	1.08	1.00	1.10	1.07	1.05	1.04	1.04	1.12	1.08	1.01	1.05	1.04	1.14	1.04	1.12	0.99	1.07	1.03	1.13	1.03	1.05
Standard error	0.03	0.04	0.03	0.07	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.08	0.12	0.08	0.08	0.09	0.09	0.12	0.08	0.08	0.07	0.10	0.07	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 8

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It improved my understanding of mental health problems

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	954 47%	762 47%	408 48%	354 46%	192 46%	174 45%	18 47%	379 57%	193 43%	501 61%	143 28%	722 59%	304 35%
Strongly agree (+2)	215 11%	174 11%	101 12%	73 9%	41 10%	40 10%	2 4%	99 15%	43 10%	110 13%	29 6%	171 14%	67 8%
Slightly agree (+1)	740 36%	588 36%	307 36%	282 37%	151 36%	135 35%	17 43%	280 42%	150 34%	391 48%	114 22%	552 45%	237 28%
Neither agree nor disagree (0)	410 20%	325 20%	181 21%	144 19%	85 20%	81 21%	4 11%	144 22%	71 16%	141 17%	100 19%	231 19%	158 18%
Slightly disagree (-1)	144 7%	119 7%	57 7%	62 8%	25 6%	20 5%	5 13%	61 9%	31 7%	44 5%	34 7%	82 7%	53 6%
Strongly disagree (-2)	119 6%	93 6%	48 6%	45 6%	26 6%	23 6%	3 7%	59 9%	18 4%	49 6%	24 5%	84 7%	36 4%
NET: Disagree	263 13%	212 13%	105 12%	107 14%	51 12%	43 11%	8 21%	120 18%	49 11%	93 11%	58 11%	166 14%	89 10%
Not applicable	411 20%	318 20%	152 18%	166 22%	93 22%	85 22%	8 21%	24 4%	132 30%	87 11%	218 42%	100 8%	308 36%
Mean	0.48	0.49	0.51	0.45	0.48	0.50	0.30	0.46	0.54	0.64	0.30	0.57	0.45
Standard deviation	1.06	1.06	1.06	1.07	1.06	1.06	1.12	1.14	1.04	1.02	1.05	1.07	1.04
Standard error	0.03	0.03	0.04	0.04	0.06	0.06	0.20	0.04	0.06	0.04	0.06	0.03	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 9

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It changed my opinion about the kind of people who can develop a mental health problem

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	841 41%	374 38%	466 45%	106 45%	148 42%	126 38%	144 40%	132 45%	184 40%	250 46%	215 39%	171 38%	205 41%	70 40%	42 49%	109 46%	77 44%	75 41%	52 35%	42 40%	74 37%	120 45%	113 40%	67 38%	89 35%	376 42%
Strongly agree (+2)	235 12%	116 12%	119 11%	25 11%	48 13%	43 13%	34 9%	41 14%	44 10%	71 13%	54 10%	44 10%	66 13%	21 12%	12 14%	25 11%	27 16%	16 9%	12 8%	17 16%	23 12%	40 15%	25 9%	16 9%	23 9%	114 13%
Slightly agree (+1)	606 30%	258 26%	348 33%	81 34%	100 28%	83 25%	110 30%	91 31%	140 31%	178 33%	161 29%	127 29%	139 28%	50 28%	30 35%	84 36%	50 29%	59 32%	40 27%	25 24%	50 26%	79 30%	88 31%	51 29%	66 26%	262 29%
Neither agree nor disagree (0)	491 24%	253 25%	238 23%	64 27%	92 26%	83 25%	100 28%	71 24%	81 18%	118 22%	147 27%	114 26%	112 23%	50 28%	19 22%	42 18%	41 24%	38 21%	49 33%	27 26%	47 24%	56 21%	75 26%	46 26%	81 32%	211 23%
Slightly disagree (-1)	149 7%	53 5%	97 9%	22 9%	21 6%	34 10%	31 9%	16 5%	24 5%	43 8%	48 9%	24 5%	34 7%	10 6%	6 7%	13 6%	17 10%	13 7%	11 7%	8 7%	17 9%	22 8%	23 8%	10 6%	23 9%	72 8%
Strongly disagree (-2)	149 7%	78 8%	72 7%	6 3%	36 10%	27 8%	22 6%	23 8%	35 8%	37 7%	33 6%	35 8%	44 9%	12 7%	4 5%	17 7%	7 4%	23 13%	10 6%	5 5%	18 9%	17 6%	18 6%	18 10%	15 6%	67 7%
NET: Disagree	299 15%	131 13%	168 16%	29 12%	57 16%	61 18%	54 15%	39 13%	59 13%	80 15%	82 15%	59 13%	78 16%	23 13%	10 12%	30 13%	24 14%	36 20%	21 14%	12 12%	34 17%	40 15%	41 14%	28 16%	38 15%	139 15%
Not applicable	408 20%	235 24%	173 17%	38 16%	56 16%	64 19%	65 18%	52 18%	132 29%	100 18%	104 19%	101 23%	102 21%	34 19%	15 17%	54 23%	32 18%	34 19%	28 19%	22 21%	42 21%	53 20%	56 19%	38 21%	45 18%	175 19%
Mean	0.38	0.37	0.40	0.48	0.34	0.30	0.34	0.46	0.41	0.46	0.35	0.35	0.38	0.39	0.56	0.48	0.52	0.21	0.28	0.51	0.29	0.48	0.35	0.27	0.29	0.39
Standard deviation	1.12	1.14	1.11	0.96	1.19	1.18	1.06	1.13	1.15	1.12	1.07	1.11	1.19	1.10	1.06	1.11	1.09	1.23	1.03	1.10	1.19	1.15	1.06	1.16	1.04	1.14
Standard error	0.03	0.04	0.04	0.07	0.08	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.08	0.12	0.08	0.09	0.10	0.09	0.12	0.09	0.08	0.07	0.10	0.07	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 9

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It changed my opinion about the kind of people who can develop a mental health problem

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	841 41%	664 41%	364 43%	299 39%	177 42%	160 42%	18 46%	332 50%	176 40%	432 53%	135 26%	627 51%	280 33%
Strongly agree (+2)	235 12%	194 12%	117 14%	77 10%	41 10%	41 11%	- -	114 17%	49 11%	121 15%	26 5%	192 16%	67 8%
Slightly agree (+1)	606 30%	470 29%	248 29%	222 29%	136 32%	118 31%	18 46%	218 33%	127 29%	310 38%	109 21%	435 36%	214 25%
Neither agree nor disagree (0)	491 24%	384 24%	211 25%	173 22%	107 25%	98 26%	9 23%	178 27%	92 21%	178 22%	114 22%	289 24%	186 22%
Slightly disagree (-1)	149 7%	127 8%	61 7%	65 8%	23 5%	22 6%	1 2%	61 9%	29 6%	62 7%	28 5%	100 8%	46 5%
Strongly disagree (-2)	149 7%	125 8%	57 7%	68 9%	25 6%	22 6%	3 7%	67 10%	22 5%	68 8%	28 5%	106 9%	45 5%
NET: Disagree	299 15%	251 16%	118 14%	133 17%	48 11%	44 11%	4 10%	127 19%	50 11%	129 16%	56 11%	205 17%	91 11%
Not applicable	408 20%	317 20%	153 18%	165 21%	90 21%	82 21%	8 21%	30 4%	126 28%	83 10%	213 41%	98 8%	302 35%
Mean	0.38	0.37	0.44	0.29	0.44	0.45	0.37	0.39	0.48	0.48	0.25	0.45	0.38
Standard deviation	1.12	1.14	1.12	1.16	1.04	1.05	0.94	1.19	1.07	1.14	1.05	1.16	1.06
Standard error	0.03	0.03	0.04	0.05	0.06	0.06	0.17	0.05	0.06	0.04	0.06	0.03	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 10

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It led me to talk about the news story on social media (Twitter, Facebook, etc)

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	218 11%	102 10%	115 11%	38 16%	64 18%	41 12%	31 9%	16 6%	27 6%	65 12%	63 11%	47 11%	43 9%	15 8%	13 16%	29 13%	18 11%	18 10%	14 9%	12 12%	12 6%	33 12%	31 11%	22 12%	28 11%	115 13%
Strongly agree (+2)	66 3%	31 3%	35 3%	12 5%	15 4%	13 4%	10 3%	4 1%	12 3%	15 3%	19 3%	18 4%	14 3%	5 3%	7 8%	9 4%	9 5%	5 3%	6 4%	5 5%	5 3%	3 1%	6 2%	7 4%	8 3%	32 4%
Slightly agree (+1)	152 7%	71 7%	80 8%	27 11%	49 14%	27 8%	21 6%	12 4%	15 3%	50 9%	44 8%	28 6%	29 6%	10 6%	6 8%	20 9%	10 6%	13 7%	9 6%	7 7%	7 3%	30 11%	25 9%	15 8%	20 8%	83 9%
Neither agree nor disagree (0)	393 19%	187 19%	206 20%	73 31%	80 23%	70 21%	81 22%	51 17%	39 8%	97 18%	103 19%	100 22%	94 19%	30 17%	15 17%	41 17%	34 20%	33 18%	45 30%	20 19%	37 19%	53 20%	59 21%	28 16%	70 28%	195 22%
Slightly disagree (-1)	202 10%	94 9%	108 10%	31 13%	40 11%	37 11%	45 12%	28 10%	21 5%	57 10%	66 12%	24 5%	54 11%	23 13%	7 8%	20 9%	25 14%	18 10%	14 9%	10 9%	14 7%	33 12%	26 9%	13 7%	29 11%	96 11%
Strongly disagree (-2)	505 25%	233 24%	271 26%	42 18%	81 23%	81 24%	88 24%	93 32%	119 26%	135 25%	131 24%	109 25%	130 26%	52 29%	23 26%	64 27%	35 20%	52 28%	32 21%	21 20%	53 27%	55 20%	68 24%	52 29%	56 22%	212 24%
NET: Disagree	707 35%	327 33%	379 36%	73 31%	120 34%	118 35%	134 37%	121 41%	140 31%	192 35%	197 36%	133 30%	185 37%	75 42%	29 34%	84 36%	59 34%	70 38%	45 30%	31 30%	67 34%	87 32%	93 33%	65 36%	85 33%	309 34%
Not applicable	721 35%	376 38%	344 33%	52 22%	89 25%	106 32%	117 32%	106 36%	251 55%	194 35%	186 34%	165 37%	176 35%	58 33%	28 33%	80 34%	61 35%	62 34%	46 31%	41 39%	82 42%	96 36%	102 36%	64 36%	71 28%	282 31%
Mean	-0.70	-0.69	-0.71	-0.35	-0.46	-0.64	-0.74	-1.03	-1.07	-0.70	-0.68	-0.63	-0.80	-0.90	-0.55	-0.71	-0.60	-0.81	-0.55	-0.55	-0.89	-0.61	-0.68	-0.77	-0.58	-0.61
Standard deviation	1.23	1.23	1.23	1.17	1.25	1.24	1.15	1.11	1.26	1.23	1.22	1.27	1.19	1.17	1.42	1.29	1.23	1.22	1.17	1.28	1.19	1.15	1.20	1.31	1.16	1.23
Standard error	0.03	0.05	0.05	0.09	0.09	0.08	0.07	0.08	0.08	0.06	0.06	0.09	0.06	0.10	0.18	0.10	0.12	0.11	0.12	0.15	0.11	0.09	0.09	0.13	0.09	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 10

Q.2 Thinking about the times you have seen stories about mental health problems in the news (TV, newspapers, radio, magazines, online), to what extent do you agree or disagree with each of the following statements?

It led me to talk about the news story on social media (Twitter, Facebook, etc)

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	218 11%	186 12%	116 14%	71 9%	31 7%	27 7%	5 12%	98 15%	37 8%	105 13%	39 7%	157 13%	68 8%
Strongly agree (+2)	66 3%	55 3%	30 4%	25 3%	11 3%	10 3%	1 3%	38 6%	16 4%	28 3%	8 2%	50 4%	20 2%
Slightly agree (+1)	152 7%	131 8%	86 10%	45 6%	20 5%	17 4%	3 9%	60 9%	21 5%	77 9%	31 6%	106 9%	48 6%
Neither agree nor disagree (0)	393 19%	310 19%	173 20%	138 18%	83 20%	76 20%	6 16%	153 23%	63 14%	146 18%	79 15%	243 20%	133 16%
Slightly disagree (-1)	202 10%	160 10%	88 10%	72 9%	42 10%	39 10%	3 7%	94 14%	33 7%	107 13%	29 6%	159 13%	58 7%
Strongly disagree (-2)	505 25%	394 24%	202 24%	193 25%	110 26%	101 26%	10 26%	223 33%	93 21%	237 29%	77 15%	374 31%	150 17%
NET: Disagree	707 35%	554 34%	290 34%	264 34%	152 36%	140 36%	13 33%	317 48%	125 28%	344 42%	106 20%	533 44%	208 24%
Not applicable	721 35%	565 35%	268 32%	297 39%	156 37%	141 37%	15 39%	99 15%	220 49%	227 28%	294 57%	288 24%	450 52%
Mean	-0.70	-0.67	-0.60	-0.76	-0.83	-0.84	-0.70	-0.71	-0.73	-0.75	-0.61	-0.75	-0.66
Standard deviation	1.23	1.24	1.24	1.23	1.17	1.16	1.32	1.27	1.28	1.24	1.19	1.24	1.22
Standard error	0.03	0.04	0.05	0.06	0.07	0.08	0.28	0.05	0.09	0.05	0.08	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 11

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Summary Table

Base: All respondents

	Celebrity types						
	Sportsperson	Musician	TV or film actor	Writer	Reality TV star	TV presenter	Comedian
Unweighted base	2038	2038	2038	2038	2038	2038	2038
Weighted base	2038	2038	2038	2038	2038	2038	2038
1 - Most likely	134 7%	188 9%	225 11%	432 21%	567 28%	121 6%	371 18%
2	158 8%	376 18%	308 15%	362 18%	290 14%	240 12%	305 15%
3	233 11%	359 18%	321 16%	301 15%	256 13%	299 15%	268 13%
4	255 13%	349 17%	340 17%	255 13%	200 10%	324 16%	314 15%
5	261 13%	328 16%	337 17%	221 11%	218 11%	404 20%	269 13%
6	360 18%	294 14%	293 14%	230 11%	194 10%	410 20%	258 13%
7 - Least likely	637 31%	144 7%	214 11%	236 12%	313 15%	240 12%	254 12%
Mean	4.95	3.84	3.98	3.54	3.51	4.39	3.78
Standard deviation	1.94	1.76	1.86	2.04	2.20	1.75	2.02
Standard error	0.04	0.04	0.04	0.05	0.05	0.04	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 12

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Summary: Most likely

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Reality TV star	567 28%	230 23%	337 32%	47 20%	91 26%	98 29%	116 32%	85 29%	130 29%	138 25%	151 27%	132 30%	147 30%	48 27%	22 25%	65 28%	54 31%	53 29%	44 29%	24 23%	54 27%	67 25%	85 30%	50 28%	59 23%	257 29%
Writer	432 21%	240 24%	192 18%	53 22%	70 20%	60 18%	67 18%	74 25%	108 24%	129 23%	118 21%	88 20%	98 20%	38 21%	21 25%	39 17%	37 21%	33 18%	42 28%	25 25%	41 21%	49 18%	71 25%	36 20%	37 15%	199 22%
Comedian	371 18%	193 19%	178 17%	57 24%	77 22%	65 19%	58 16%	51 17%	63 14%	96 17%	108 20%	72 16%	95 19%	33 19%	23 26%	40 17%	23 13%	39 21%	14 9%	22 21%	39 20%	55 21%	53 18%	30 17%	45 18%	175 19%
TV or film actor	225 11%	112 11%	112 11%	24 10%	28 8%	38 11%	33 9%	36 12%	64 14%	74 14%	51 9%	41 9%	59 12%	26 15%	4 5%	28 12%	19 11%	18 10%	19 12%	9 9%	20 10%	30 11%	27 9%	23 13%	26 10%	85 9%
Musician	188 9%	88 9%	100 10%	40 17%	42 12%	30 9%	34 9%	20 7%	23 5%	49 9%	58 11%	42 10%	39 8%	9 5%	4 4%	30 13%	13 7%	19 10%	15 10%	7 7%	19 10%	30 11%	26 9%	17 10%	45 18%	73 8%
Sportsperson	134 7%	77 8%	57 5%	8 3%	28 8%	16 5%	25 7%	15 5%	43 9%	34 6%	35 6%	31 7%	34 7%	13 7%	7 8%	18 8%	10 6%	10 5%	8 5%	7 7%	16 8%	17 6%	15 5%	14 8%	20 8%	59 7%
TV presenter	121 6%	52 5%	69 7%	8 4%	17 5%	28 8%	29 8%	13 5%	25 6%	30 5%	28 5%	38 9%	26 5%	8 5%	5 6%	14 6%	18 10%	11 6%	9 6%	9 9%	9 4%	20 7%	10 4%	8 5%	21 8%	52 6%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 12

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Summary: Most likely

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Reality TV star	567 28%	453 28%	239 28%	213 28%	115 27%	107 28%	8 21%	172 26%	140 31%	240 29%	145 28%	333 27%	241 28%
Writer	432 21%	337 21%	194 23%	144 19%	95 22%	86 22%	9 23%	144 22%	99 22%	186 23%	100 19%	263 22%	174 20%
Comedian	371 18%	296 18%	146 17%	150 19%	75 18%	65 17%	10 26%	152 23%	54 12%	147 18%	79 15%	247 20%	121 14%
TV or film actor	225 11%	170 11%	88 10%	82 11%	54 13%	50 13%	5 13%	66 10%	48 11%	82 10%	65 13%	124 10%	110 13%
Musician	188 9%	150 9%	71 8%	79 10%	39 9%	35 9%	4 10%	67 10%	43 10%	79 10%	46 9%	118 10%	81 9%
Sportsperson	134 7%	113 7%	63 7%	50 7%	21 5%	19 5%	1 3%	32 5%	28 6%	45 6%	51 10%	67 5%	74 9%
TV presenter	121 6%	98 6%	46 5%	52 7%	23 6%	22 6%	1 4%	36 5%	33 7%	42 5%	33 6%	67 5%	59 7%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 13

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Sportsperson

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	134 7%	77 8%	57 5%	8 3%	28 8%	16 5%	25 7%	15 5%	43 9%	34 6%	35 6%	31 7%	34 7%	13 7%	7 8%	18 8%	10 6%	10 5%	8 5%	7 7%	16 8%	17 6%	15 5%	14 8%	20 8%	59 7%
2	158 8%	81 8%	76 7%	17 7%	34 10%	24 7%	20 6%	19 7%	43 9%	51 9%	31 6%	45 10%	30 6%	12 7%	2 2%	14 6%	11 6%	21 12%	17 11%	8 7%	13 7%	26 10%	17 6%	17 10%	10 4%	69 8%
3	233 11%	112 11%	121 12%	29 12%	29 8%	31 9%	52 14%	36 12%	57 12%	63 11%	55 10%	60 13%	56 11%	17 10%	6 8%	31 13%	16 9%	21 12%	28 19%	21 20%	28 14%	22 8%	26 9%	16 9%	28 11%	104 12%
4	255 13%	132 13%	124 12%	27 11%	42 12%	31 9%	54 15%	38 13%	64 14%	69 13%	57 10%	68 15%	61 12%	18 10%	7 9%	37 16%	26 15%	23 13%	14 9%	10 10%	23 12%	29 11%	42 15%	24 13%	32 13%	118 13%
5	261 13%	121 12%	140 13%	30 13%	35 10%	37 11%	52 14%	48 16%	59 13%	55 10%	75 14%	48 11%	83 17%	24 14%	12 14%	28 12%	21 12%	28 15%	15 10%	10 9%	22 11%	41 15%	38 13%	22 12%	32 13%	108 12%
6	360 18%	167 17%	193 18%	42 18%	58 16%	70 21%	53 15%	54 18%	83 18%	94 17%	99 18%	72 16%	94 19%	33 19%	24 28%	34 15%	37 22%	26 14%	18 12%	19 18%	36 18%	44 16%	50 17%	38 21%	36 14%	154 17%
7 - Least likely	637 31%	303 31%	333 32%	85 36%	126 36%	126 38%	107 30%	84 29%	109 24%	182 33%	196 36%	119 27%	139 28%	60 34%	28 33%	71 30%	52 30%	53 29%	50 33%	29 28%	59 30%	90 33%	97 34%	48 27%	96 38%	289 32%
Mean	4.95	4.87	5.03	5.19	4.99	5.28	4.86	4.99	4.61	4.96	5.17	4.69	4.95	5.07	5.31	4.84	5.07	4.80	4.79	4.74	4.85	5.03	5.13	4.83	5.12	4.96
Standard deviation	1.94	1.98	1.89	1.83	2.05	1.87	1.91	1.83	1.99	1.98	1.90	1.97	1.88	1.95	1.84	1.96	1.85	1.94	2.02	1.98	1.99	1.95	1.85	1.97	1.95	1.94
Standard error	0.04	0.06	0.06	0.12	0.12	0.10	0.10	0.11	0.09	0.08	0.08	0.10	0.08	0.13	0.20	0.13	0.14	0.14	0.17	0.19	0.14	0.13	0.11	0.15	0.13	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 13

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Sportsperson

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	134 7%	113 7%	63 7%	50 7%	21 5%	19 5%	1 3%	32 5%	28 6%	45 6%	51 10%	67 5%	74 9%
2	158 8%	121 7%	61 7%	60 8%	37 9%	33 9%	4 10%	40 6%	43 10%	38 5%	61 12%	70 6%	91 11%
3	233 11%	182 11%	81 10%	101 13%	51 12%	44 12%	7 17%	70 10%	55 12%	89 11%	65 12%	125 10%	108 13%
4	255 13%	200 12%	99 12%	101 13%	56 13%	51 13%	5 12%	80 12%	43 10%	102 12%	67 13%	156 13%	101 12%
5	261 13%	198 12%	123 15%	76 10%	63 15%	56 15%	6 16%	76 11%	53 12%	111 14%	72 14%	156 13%	114 13%
6	360 18%	287 18%	144 17%	143 19%	73 17%	70 18%	3 8%	140 21%	91 20%	150 18%	68 13%	231 19%	137 16%
7 - Least likely	637 31%	515 32%	276 33%	240 31%	122 29%	109 28%	13 33%	229 34%	131 30%	287 35%	135 26%	414 34%	235 27%
Mean	4.95	4.96	5.00	4.92	4.92	4.92	4.85	5.19	4.91	5.18	4.53	5.14	4.68
Standard deviation	1.94	1.95	1.95	1.96	1.88	1.87	1.93	1.84	1.96	1.84	2.05	1.86	2.02
Standard error	0.04	0.05	0.07	0.07	0.09	0.10	0.30	0.07	0.09	0.06	0.09	0.05	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 14

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Musician

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	188 9%	88 9%	100 10%	40 17%	42 12%	30 9%	34 9%	20 7%	23 5%	49 9%	58 11%	42 10%	39 8%	9 5%	4 4%	30 13%	13 7%	19 10%	15 10%	7 7%	19 10%	30 11%	26 9%	17 10%	45 18%	73 8%
2	376 18%	203 20%	173 17%	52 22%	72 20%	66 20%	54 15%	63 21%	70 15%	91 17%	110 20%	89 20%	86 17%	23 13%	19 23%	48 21%	29 17%	30 17%	30 20%	17 17%	33 17%	59 22%	58 20%	28 15%	44 17%	175 19%
3	359 18%	192 19%	167 16%	45 19%	57 16%	57 17%	71 19%	51 17%	79 17%	113 21%	102 19%	72 16%	73 15%	43 24%	13 15%	30 13%	28 16%	34 19%	19 13%	21 20%	38 19%	41 15%	53 19%	39 22%	45 18%	168 19%
4	349 17%	158 16%	191 18%	43 18%	55 15%	61 18%	54 15%	50 17%	86 19%	79 14%	97 18%	73 16%	100 20%	27 15%	14 16%	36 15%	33 19%	29 16%	27 18%	19 18%	28 14%	53 20%	52 18%	32 18%	34 13%	151 17%
5	328 16%	154 15%	175 17%	23 10%	60 17%	56 17%	68 19%	42 14%	79 17%	102 19%	85 16%	67 15%	73 15%	31 18%	16 19%	36 15%	36 21%	24 13%	29 19%	20 19%	37 19%	30 11%	44 15%	27 15%	34 13%	161 18%
6	294 14%	126 13%	168 16%	22 9%	41 12%	46 14%	60 16%	43 15%	81 18%	78 14%	65 12%	66 15%	83 17%	31 18%	15 17%	39 17%	20 12%	32 18%	23 15%	13 12%	24 12%	37 14%	36 13%	23 13%	40 16%	116 13%
7 - Least likely	144 7%	72 7%	72 7%	12 5%	27 8%	19 6%	23 6%	25 8%	39 8%	36 7%	31 6%	34 8%	43 9%	12 7%	5 5%	16 7%	13 8%	15 8%	8 5%	8 8%	18 9%	19 7%	16 6%	13 7%	11 4%	56 6%
Mean	3.84	3.76	3.92	3.30	3.70	3.78	3.93	3.88	4.16	3.87	3.66	3.83	4.01	4.07	3.96	3.77	3.95	3.90	3.83	3.94	3.89	3.68	3.71	3.80	3.53	3.80
Standard deviation	1.76	1.75	1.76	1.74	1.81	1.71	1.75	1.77	1.69	1.73	1.72	1.80	1.77	1.66	1.69	1.87	1.70	1.83	1.76	1.69	1.80	1.80	1.71	1.73	1.85	1.71
Standard error	0.04	0.06	0.05	0.11	0.11	0.09	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.11	0.18	0.12	0.12	0.14	0.14	0.16	0.13	0.12	0.11	0.13	0.12	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 14

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Musician

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	188 9%	150 9%	71 8%	79 10%	39 9%	35 9%	4 10%	67 10%	43 10%	79 10%	46 9%	118 10%	81 9%
2	376 18%	302 19%	171 20%	131 17%	74 18%	69 18%	4 11%	142 21%	80 18%	142 17%	82 16%	229 19%	146 17%
3	359 18%	285 18%	143 17%	142 18%	74 18%	64 17%	10 27%	109 16%	70 16%	165 20%	93 18%	224 18%	144 17%
4	349 17%	273 17%	153 18%	121 16%	76 18%	69 18%	7 19%	116 17%	83 19%	134 16%	94 18%	198 16%	150 18%
5	328 16%	260 16%	138 16%	122 16%	68 16%	64 17%	4 10%	107 16%	75 17%	133 16%	75 15%	202 17%	138 16%
6	294 14%	234 14%	110 13%	124 16%	60 14%	55 14%	5 13%	73 11%	63 14%	120 15%	97 19%	160 13%	141 16%
7 - Least likely	144 7%	112 7%	61 7%	52 7%	31 7%	28 7%	3 9%	53 8%	32 7%	49 6%	31 6%	89 7%	60 7%
Mean	3.84	3.83	3.81	3.85	3.87	3.87	3.84	3.73	3.86	3.80	3.94	3.80	3.91
Standard deviation	1.76	1.76	1.74	1.78	1.76	1.76	1.77	1.78	1.76	1.73	1.74	1.76	1.77
Standard error	0.04	0.04	0.06	0.06	0.09	0.09	0.28	0.07	0.08	0.06	0.08	0.05	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 15

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

TV or film actor

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	225 11%	112 11%	112 11%	24 10%	28 8%	38 11%	33 9%	36 12%	64 14%	74 14%	51 9%	41 9%	59 12%	26 15%	4 5%	28 12%	19 11%	18 10%	19 12%	9 9%	20 10%	30 11%	27 9%	23 13%	26 10%	85 9%
2	308 15%	130 13%	178 17%	23 10%	42 12%	50 15%	61 17%	48 17%	84 18%	87 16%	82 15%	54 12%	85 17%	27 15%	11 13%	36 16%	33 19%	28 15%	21 14%	16 16%	25 12%	34 13%	49 17%	27 15%	36 14%	130 14%
3	321 16%	145 15%	176 17%	38 16%	58 16%	39 12%	53 15%	45 15%	87 19%	86 16%	88 16%	51 11%	96 19%	28 16%	19 22%	43 18%	24 14%	33 18%	18 12%	13 12%	28 14%	42 15%	49 17%	25 14%	37 15%	124 14%
4	340 17%	176 18%	163 16%	49 21%	70 20%	58 17%	59 16%	53 18%	51 11%	97 18%	100 18%	77 17%	67 13%	29 16%	24 29%	36 15%	31 18%	23 13%	30 20%	17 17%	26 13%	52 19%	46 16%	24 14%	47 18%	163 18%
5	337 17%	185 19%	152 15%	50 21%	47 13%	52 16%	65 18%	49 17%	75 16%	80 15%	91 17%	89 20%	77 16%	29 16%	12 14%	29 12%	25 14%	31 17%	28 18%	18 18%	37 19%	46 17%	43 15%	40 22%	42 16%	153 17%
6	293 14%	152 15%	141 13%	28 12%	62 18%	58 17%	41 11%	42 14%	61 13%	79 14%	83 15%	68 15%	63 13%	20 11%	12 14%	26 11%	27 16%	29 16%	21 14%	17 17%	31 16%	44 17%	43 15%	22 12%	33 13%	143 16%
7 - Least likely	214 11%	91 9%	123 12%	24 10%	45 13%	39 12%	51 14%	20 7%	35 8%	46 8%	53 10%	65 15%	50 10%	18 10%	3 4%	35 15%	14 8%	20 11%	15 10%	13 12%	31 15%	20 8%	29 10%	17 10%	33 13%	102 11%
Mean	3.98	4.02	3.94	4.10	4.22	4.10	4.07	3.80	3.68	3.80	4.03	4.31	3.82	3.77	3.91	3.94	3.84	4.02	3.99	4.18	4.27	3.98	3.96	3.93	4.08	4.12
Standard deviation	1.86	1.82	1.89	1.76	1.82	1.91	1.88	1.80	1.87	1.86	1.80	1.86	1.87	1.90	1.50	1.96	1.83	1.87	1.85	1.87	1.92	1.79	1.84	1.88	1.87	1.84
Standard error	0.04	0.06	0.06	0.11	0.11	0.10	0.10	0.10	0.08	0.08	0.08	0.10	0.08	0.13	0.16	0.13	0.13	0.14	0.15	0.18	0.14	0.12	0.11	0.14	0.12	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 15

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

TV or film actor

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	225 11%	170 11%	88 10%	82 11%	54 13%	50 13%	5 13%	66 10%	48 11%	82 10%	65 13%	124 10%	110 13%
2	308 15%	254 16%	125 15%	129 17%	54 13%	51 13%	2 6%	99 15%	72 16%	121 15%	84 16%	186 15%	133 15%
3	321 16%	246 15%	126 15%	120 16%	75 18%	71 19%	3 9%	122 18%	60 14%	137 17%	73 14%	209 17%	117 14%
4	340 17%	278 17%	161 19%	117 15%	61 15%	53 14%	8 22%	115 17%	77 17%	158 19%	67 13%	211 17%	132 15%
5	337 17%	276 17%	149 18%	127 16%	61 15%	55 14%	6 15%	107 16%	83 19%	131 16%	88 17%	194 16%	147 17%
6	293 14%	234 15%	132 16%	102 13%	59 14%	50 13%	9 23%	96 14%	67 15%	107 13%	77 15%	171 14%	126 15%
7 - Least likely	214 11%	157 10%	64 8%	93 12%	57 14%	53 14%	5 12%	63 9%	38 9%	86 10%	65 12%	124 10%	95 11%
Mean	3.98	3.97	3.96	3.98	4.01	3.97	4.37	3.96	3.96	3.97	4.00	3.96	3.97
Standard deviation	1.86	1.83	1.78	1.89	1.94	1.95	1.89	1.80	1.82	1.81	1.95	1.83	1.91
Standard error	0.04	0.05	0.06	0.07	0.10	0.10	0.30	0.07	0.09	0.06	0.09	0.05	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 16

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Writer

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	432 21%	240 24%	192 18%	53 22%	70 20%	60 18%	67 18%	74 25%	108 24%	129 23%	118 21%	88 20%	98 20%	38 21%	21 25%	39 17%	37 21%	33 18%	42 28%	25 25%	41 21%	49 18%	71 25%	36 20%	37 15%	199 22%
2	362 18%	178 18%	184 18%	50 21%	57 16%	61 18%	62 17%	43 15%	88 19%	97 18%	114 21%	73 16%	79 16%	40 22%	13 15%	49 21%	30 17%	35 19%	22 15%	20 19%	40 20%	36 13%	46 16%	33 18%	48 19%	165 18%
3	301 15%	142 14%	160 15%	40 17%	57 16%	49 15%	57 16%	51 17%	46 10%	69 12%	85 15%	85 19%	63 13%	22 12%	17 19%	38 16%	24 14%	23 13%	18 12%	14 13%	26 13%	51 19%	44 16%	25 14%	44 17%	134 15%
4	255 13%	127 13%	128 12%	30 13%	49 14%	44 13%	42 12%	32 11%	57 13%	74 14%	67 12%	49 11%	65 13%	26 15%	11 13%	21 9%	20 11%	28 15%	17 11%	16 16%	26 13%	30 11%	35 12%	26 15%	33 13%	116 13%
5	221 11%	93 9%	128 12%	26 11%	39 11%	40 12%	41 11%	28 10%	47 10%	63 11%	53 10%	43 10%	63 13%	16 9%	9 10%	25 11%	17 10%	20 11%	18 12%	7 6%	23 12%	38 14%	33 11%	16 9%	29 12%	94 10%
6	230 11%	108 11%	122 12%	23 10%	47 13%	37 11%	51 14%	30 10%	43 9%	56 10%	59 11%	63 14%	52 10%	19 11%	6 7%	34 14%	24 14%	22 12%	20 13%	7 7%	19 10%	32 12%	28 10%	19 11%	32 12%	105 12%
7 - Least likely	236 12%	105 11%	131 13%	14 6%	33 9%	43 13%	43 12%	36 12%	67 15%	61 11%	53 10%	44 10%	78 16%	16 9%	9 11%	29 12%	21 12%	23 12%	14 9%	15 14%	23 12%	33 12%	29 10%	25 14%	30 12%	87 10%
Mean	3.54	3.40	3.68	3.22	3.58	3.67	3.69	3.45	3.53	3.47	3.39	3.57	3.77	3.36	3.34	3.69	3.61	3.67	3.40	3.37	3.51	3.75	3.40	3.61	3.73	3.45
Standard deviation	2.04	2.04	2.03	1.87	1.98	2.03	2.04	2.08	2.14	2.05	1.99	2.00	2.11	1.98	1.99	2.05	2.09	2.03	2.09	2.09	2.03	2.02	2.02	2.07	1.97	2.00
Standard error	0.05	0.06	0.06	0.12	0.12	0.11	0.11	0.12	0.10	0.08	0.08	0.11	0.09	0.14	0.21	0.13	0.15	0.15	0.17	0.20	0.14	0.13	0.12	0.16	0.13	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 16

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Writer

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	432 21%	337 21%	194 23%	144 19%	95 22%	86 22%	9 23%	144 22%	99 22%	186 23%	100 19%	263 22%	174 20%
2	362 18%	287 18%	131 15%	155 20%	76 18%	64 17%	11 30%	117 18%	80 18%	159 19%	87 17%	222 18%	149 17%
3	301 15%	245 15%	134 16%	112 14%	56 13%	54 14%	2 5%	106 16%	63 14%	117 14%	80 15%	183 15%	126 15%
4	255 13%	209 13%	111 13%	97 13%	47 11%	40 11%	6 17%	90 13%	64 14%	88 11%	61 12%	154 13%	115 13%
5	221 11%	167 10%	84 10%	84 11%	54 13%	52 14%	2 5%	67 10%	44 10%	91 11%	59 11%	131 11%	92 11%
6	230 11%	183 11%	103 12%	80 10%	47 11%	43 11%	4 11%	77 12%	44 10%	89 11%	59 11%	138 11%	93 11%
7 - Least likely	236 12%	188 12%	89 11%	99 13%	48 11%	44 12%	4 10%	67 10%	51 11%	92 11%	72 14%	128 10%	110 13%
Mean	3.54	3.55	3.50	3.59	3.53	3.56	3.23	3.48	3.47	3.45	3.69	3.49	3.61
Standard deviation	2.04	2.03	2.03	2.04	2.06	2.06	2.05	2.00	2.03	2.05	2.07	2.02	2.05
Standard error	0.05	0.05	0.07	0.07	0.10	0.11	0.32	0.08	0.10	0.07	0.09	0.06	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 17

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Reality TV star

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	567 28%	230 23%	337 32%	47 20%	91 26%	98 29%	116 32%	85 29%	130 29%	138 25%	151 27%	132 30%	147 30%	48 27%	22 25%	65 28%	54 31%	53 29%	44 29%	24 23%	54 27%	67 25%	85 30%	50 28%	59 23%	257 29%
2	290 14%	127 13%	163 16%	35 15%	50 14%	49 15%	53 14%	43 15%	59 13%	76 14%	78 14%	57 13%	79 16%	26 14%	17 20%	25 11%	18 10%	19 10%	13 9%	19 19%	45 23%	38 14%	40 14%	29 16%	43 17%	120 13%
3	256 13%	122 12%	134 13%	33 14%	55 16%	53 16%	34 9%	32 11%	47 10%	69 13%	59 11%	59 13%	69 14%	21 12%	17 20%	29 13%	28 16%	25 14%	26 17%	10 9%	21 11%	29 11%	26 9%	22 12%	33 13%	116 13%
4	200 10%	110 11%	91 9%	20 9%	41 12%	34 10%	39 11%	28 10%	39 8%	61 11%	63 11%	37 8%	40 8%	16 9%	5 6%	13 6%	15 9%	15 8%	15 10%	6 6%	28 14%	43 16%	28 10%	16 9%	26 10%	97 11%
5	218 11%	113 11%	105 10%	28 12%	47 13%	36 11%	26 7%	26 9%	54 12%	57 10%	45 8%	56 13%	60 12%	20 11%	12 15%	34 15%	16 9%	13 7%	14 9%	12 11%	16 8%	27 10%	33 11%	21 12%	27 11%	83 9%
6	194 10%	108 11%	86 8%	33 14%	29 8%	19 6%	34 9%	29 10%	50 11%	51 9%	58 11%	40 9%	45 9%	9 5%	5 6%	28 12%	13 7%	24 13%	18 12%	14 14%	13 7%	30 11%	25 9%	15 8%	26 10%	80 9%
7 - Least likely	313 15%	183 18%	129 12%	40 17%	40 11%	45 14%	61 17%	49 17%	77 17%	97 18%	95 17%	63 14%	58 12%	38 21%	6 7%	39 16%	29 17%	34 18%	21 14%	18 17%	20 10%	33 12%	49 17%	26 15%	39 15%	148 16%
Mean	3.51	3.81	3.23	3.87	3.43	3.30	3.42	3.51	3.62	3.66	3.60	3.45	3.31	3.62	3.11	3.70	3.44	3.67	3.52	3.75	3.15	3.55	3.53	3.42	3.60	3.51
Standard deviation	2.20	2.21	2.15	2.17	2.05	2.11	2.28	2.25	2.27	2.22	2.25	2.19	2.12	2.30	1.90	2.26	2.24	2.31	2.18	2.27	2.01	2.10	2.26	2.18	2.16	2.22
Standard error	0.05	0.07	0.07	0.14	0.12	0.11	0.12	0.13	0.10	0.09	0.09	0.12	0.09	0.16	0.20	0.15	0.16	0.17	0.18	0.22	0.14	0.14	0.14	0.17	0.14	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 17

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Reality TV star

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	567 28%	453 28%	239 28%	213 28%	115 27%	107 28%	8 21%	172 26%	140 31%	240 29%	145 28%	333 27%	241 28%
2	290 14%	219 14%	111 13%	107 14%	71 17%	63 16%	8 21%	105 16%	52 12%	128 16%	68 13%	192 16%	113 13%
3	256 13%	195 12%	98 12%	98 13%	60 14%	57 15%	3 8%	90 13%	53 12%	93 11%	60 12%	151 12%	101 12%
4	200 10%	162 10%	88 10%	75 10%	38 9%	35 9%	3 9%	57 9%	51 11%	77 9%	56 11%	115 9%	99 12%
5	218 11%	175 11%	86 10%	89 12%	43 10%	36 9%	7 19%	87 13%	40 9%	95 12%	52 10%	143 12%	83 10%
6	194 10%	156 10%	88 10%	69 9%	38 9%	36 9%	2 5%	70 11%	37 8%	73 9%	42 8%	119 10%	73 9%
7 - Least likely	313 15%	256 16%	136 16%	120 16%	57 13%	50 13%	7 17%	86 13%	72 16%	116 14%	95 18%	167 14%	150 17%
Mean	3.51	3.54	3.56	3.53	3.39	3.36	3.69	3.51	3.44	3.42	3.59	3.46	3.57
Standard deviation	2.20	2.21	2.23	2.20	2.14	2.13	2.19	2.14	2.23	2.19	2.25	2.16	2.23
Standard error	0.05	0.05	0.08	0.08	0.10	0.11	0.35	0.08	0.11	0.08	0.10	0.06	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 18

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

TV presenter

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	121 6%	52 5%	69 7%	8 4%	17 5%	28 8%	29 8%	13 5%	25 6%	30 5%	28 5%	38 9%	26 5%	8 5%	5 6%	14 6%	18 10%	11 6%	9 6%	9 9%	9 4%	20 7%	10 4%	8 5%	21 8%	52 6%
2	240 12%	116 12%	124 12%	23 10%	40 11%	37 11%	56 15%	34 11%	49 11%	62 11%	60 11%	54 12%	63 13%	20 12%	13 16%	31 13%	22 13%	21 11%	19 13%	9 9%	23 12%	28 10%	32 11%	20 11%	30 12%	111 12%
3	299 15%	144 15%	155 15%	21 9%	46 13%	66 20%	52 14%	41 14%	73 16%	76 14%	78 14%	64 15%	80 16%	26 15%	8 9%	41 18%	28 16%	28 15%	21 14%	14 14%	23 12%	37 14%	45 16%	29 16%	32 13%	140 16%
4	324 16%	148 15%	176 17%	37 15%	50 14%	51 15%	66 18%	44 15%	76 17%	82 15%	84 15%	73 17%	85 17%	27 15%	13 15%	40 17%	33 19%	38 21%	21 14%	17 16%	35 18%	32 12%	43 15%	26 14%	34 14%	129 14%
5	404 20%	204 21%	199 19%	59 25%	86 24%	64 19%	49 14%	59 20%	87 19%	116 21%	131 24%	77 17%	80 16%	33 18%	15 17%	49 21%	28 16%	39 21%	29 19%	20 19%	37 19%	62 23%	62 22%	31 17%	61 24%	177 20%
6	410 20%	206 21%	204 20%	55 23%	72 20%	65 19%	79 22%	57 19%	82 18%	114 21%	107 19%	88 20%	101 20%	43 24%	14 17%	45 19%	28 16%	29 16%	32 21%	26 25%	42 21%	52 19%	66 23%	33 18%	55 22%	197 22%
7 - Least likely	240 12%	123 12%	118 11%	34 14%	42 12%	23 7%	31 9%	47 16%	63 14%	68 12%	60 11%	49 11%	63 13%	19 11%	18 21%	15 6%	17 10%	18 10%	19 13%	9 8%	28 14%	38 14%	28 10%	32 18%	19 7%	94 10%
Mean	4.39	4.45	4.34	4.75	4.51	4.11	4.14	4.56	4.42	4.47	4.44	4.25	4.38	4.47	4.55	4.17	4.05	4.26	4.42	4.38	4.55	4.47	4.48	4.55	4.29	4.37
Standard deviation	1.75	1.74	1.76	1.65	1.70	1.73	1.80	1.76	1.75	1.74	1.69	1.82	1.76	1.72	1.92	1.66	1.81	1.68	1.80	1.76	1.74	1.82	1.65	1.80	1.75	1.75
Standard error	0.04	0.06	0.05	0.11	0.10	0.09	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.12	0.20	0.11	0.13	0.12	0.15	0.17	0.12	0.12	0.10	0.14	0.11	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 18

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

TV presenter

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	121 6%	98 6%	46 5%	52 7%	23 6%	22 6%	1 4%	36 5%	33 7%	42 5%	33 6%	67 5%	59 7%
2	240 12%	192 12%	108 13%	84 11%	48 11%	43 11%	5 13%	63 9%	48 11%	103 13%	69 13%	137 11%	104 12%
3	299 15%	242 15%	134 16%	108 14%	58 14%	50 13%	7 19%	87 13%	77 17%	113 14%	83 16%	170 14%	143 17%
4	324 16%	249 15%	113 13%	136 18%	75 18%	71 19%	4 11%	110 16%	65 15%	135 16%	83 16%	196 16%	131 15%
5	404 20%	326 20%	160 19%	166 22%	77 18%	68 18%	9 24%	148 22%	81 18%	163 20%	84 16%	252 21%	149 17%
6	410 20%	318 20%	169 20%	149 19%	92 22%	83 22%	9 24%	138 21%	89 20%	167 20%	114 22%	245 20%	179 21%
7 - Least likely	240 12%	191 12%	115 14%	76 10%	49 12%	47 12%	2 5%	86 13%	53 12%	99 12%	53 10%	152 12%	94 11%
Mean	4.39	4.38	4.42	4.34	4.44	4.45	4.32	4.54	4.32	4.42	4.30	4.46	4.30
Standard deviation	1.75	1.76	1.79	1.72	1.73	1.74	1.63	1.71	1.79	1.74	1.77	1.73	1.78
Standard error	0.04	0.04	0.06	0.06	0.08	0.09	0.26	0.07	0.08	0.06	0.08	0.05	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 19

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Comedian

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
1 - Most likely	371 18%	193 19%	178 17%	57 24%	77 22%	65 19%	58 16%	51 17%	63 14%	96 17%	108 20%	72 16%	95 19%	33 19%	23 26%	40 17%	23 13%	39 21%	14 9%	22 21%	39 20%	55 21%	53 18%	30 17%	45 18%	175 19%
2	305 15%	158 16%	147 14%	36 15%	57 16%	48 14%	58 16%	43 15%	63 14%	85 15%	74 13%	71 16%	75 15%	29 16%	10 12%	31 13%	29 17%	29 16%	29 19%	14 14%	19 10%	48 18%	42 15%	25 14%	43 17%	131 15%
3	268 13%	135 14%	133 13%	30 13%	51 14%	39 12%	44 12%	37 13%	67 15%	73 13%	81 15%	53 12%	61 12%	19 11%	6 7%	21 9%	25 14%	20 11%	20 13%	13 12%	34 17%	47 18%	42 15%	23 13%	34 14%	114 13%
4	314 15%	143 14%	171 16%	31 13%	46 13%	56 17%	49 14%	48 16%	84 18%	86 16%	81 15%	68 15%	79 16%	35 20%	11 12%	51 22%	15 9%	27 14%	27 18%	18 18%	30 15%	30 11%	40 14%	31 17%	47 19%	127 14%
5	269 13%	122 12%	146 14%	21 9%	38 11%	49 15%	62 17%	42 14%	56 12%	76 14%	68 12%	64 14%	61 12%	24 14%	10 12%	34 15%	30 18%	28 15%	18 12%	17 17%	25 13%	25 9%	33 12%	22 12%	28 11%	125 14%
6	258 13%	126 13%	131 13%	34 14%	44 13%	38 11%	45 12%	39 13%	56 12%	75 14%	77 14%	46 10%	59 12%	22 12%	10 11%	28 12%	24 14%	21 11%	19 13%	6 6%	32 16%	29 11%	38 13%	29 16%	30 12%	104 12%
7 - Least likely	254 12%	115 12%	139 13%	27 12%	40 11%	40 12%	47 13%	34 11%	67 15%	58 11%	59 11%	70 16%	67 13%	15 9%	16 19%	29 12%	27 16%	21 11%	23 16%	13 13%	19 9%	35 13%	38 13%	19 10%	26 10%	125 14%
Mean	3.78	3.69	3.87	3.57	3.58	3.75	3.89	3.82	3.97	3.77	3.72	3.90	3.77	3.64	3.83	3.89	4.04	3.67	4.05	3.65	3.77	3.55	3.79	3.85	3.65	3.78
Standard deviation	2.02	2.03	2.01	2.11	2.05	2.01	2.01	1.99	1.97	1.98	2.01	2.05	2.05	1.94	2.29	1.97	2.04	2.05	1.94	2.01	1.98	2.06	2.05	1.98	1.95	2.06
Standard error	0.04	0.06	0.06	0.14	0.12	0.11	0.10	0.11	0.09	0.08	0.08	0.11	0.09	0.13	0.24	0.13	0.15	0.15	0.16	0.19	0.14	0.14	0.13	0.15	0.13	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 19

Q.3 Please arrange the below types of celebrities in order of those you think are most likely to be open about their mental health?

Comedian

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
1 - Most likely	371 18%	296 18%	146 17%	150 19%	75 18%	65 17%	10 26%	152 23%	54 12%	147 18%	79 15%	247 20%	121 14%
2	305 15%	242 15%	138 16%	104 14%	63 15%	59 15%	4 9%	100 15%	71 16%	131 16%	69 13%	183 15%	124 14%
3	268 13%	220 14%	129 15%	91 12%	48 11%	42 11%	6 15%	84 13%	67 15%	109 13%	65 13%	158 13%	120 14%
4	314 15%	245 15%	121 14%	124 16%	69 16%	65 17%	4 10%	100 15%	62 14%	128 16%	89 17%	189 15%	131 15%
5	269 13%	213 13%	105 12%	108 14%	55 13%	51 13%	4 11%	75 11%	69 16%	97 12%	88 17%	141 12%	137 16%
6	258 13%	204 13%	101 12%	103 13%	54 13%	48 12%	6 15%	73 11%	55 12%	117 14%	61 12%	156 13%	110 13%
7 - Least likely	254 12%	196 12%	105 12%	91 12%	58 14%	53 14%	5 14%	84 13%	68 15%	93 11%	68 13%	146 12%	116 13%
Mean	3.78	3.76	3.74	3.79	3.85	3.87	3.70	3.60	4.03	3.76	3.95	3.69	3.97
Standard deviation	2.02	2.01	2.00	2.03	2.04	2.03	2.20	2.07	1.98	2.01	1.96	2.04	1.97
Standard error	0.04	0.05	0.07	0.07	0.10	0.10	0.35	0.08	0.09	0.07	0.09	0.06	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 20

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Summary Table

Base: All respondents

	Statements					
	Hearing their stories has inspired me to seek help or get support for my own mental health	Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health	Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)	Hearing them speak out has helped me feel like I wasn't alone in my feelings	Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem	Hearing them speak out has inspired me to donate to a charity
Unweighted base	2038	2038	2038	2038	2038	2038
Weighted base	2038	2038	2038	2038	2038	2038
NET: Agree	262 13%	428 21%	217 11%	498 24%	764 38%	280 14%
Strongly agree (+2)	64 3%	79 4%	64 3%	143 7%	240 12%	69 3%
Slightly agree (+1)	198 10%	349 17%	152 7%	355 17%	524 26%	211 10%
Neither agree nor disagree (0)	472 23%	484 24%	532 26%	431 21%	483 24%	642 32%
Slightly disagree (-1)	161 8%	197 10%	242 12%	104 5%	120 6%	236 12%
Strongly disagree (-2)	211 10%	254 12%	353 17%	173 8%	178 9%	334 16%
NET: Disagree	372 18%	450 22%	595 29%	276 14%	298 15%	571 28%
Not applicable	932 46%	675 33%	694 34%	833 41%	493 24%	545 27%
Mean	-0.23	-0.14	-0.50	0.16	0.34	-0.37
Standard deviation	1.13	1.16	1.14	1.18	1.18	1.11
Standard error	0.03	0.03	0.03	0.03	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 21

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing their stories has inspired me to seek help or get support for my own mental health

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	262 13%	128 13%	134 13%	51 21%	87 25%	50 15%	39 11%	15 5%	20 4%	77 14%	64 12%	49 11%	72 14%	13 7%	20 23%	34 15%	22 13%	28 15%	19 13%	11 10%	18 9%	44 16%	33 12%	19 10%	37 15%	142 16%
Strongly agree (+2)	64 3%	31 3%	34 3%	13 6%	21 6%	15 4%	10 3%	- -	5 1%	24 4%	7 1%	13 3%	21 4%	2 1%	2 2%	5 2%	8 4%	8 4%	8 5%	3 3%	3 1%	12 4%	8 3%	6 4%	7 3%	39 4%
Slightly agree (+1)	198 10%	97 10%	100 10%	37 16%	66 19%	35 10%	30 8%	15 5%	15 3%	53 10%	58 10%	36 8%	51 10%	11 6%	18 21%	29 12%	15 9%	20 11%	11 7%	8 7%	16 8%	32 12%	26 9%	12 7%	30 12%	103 11%
Neither agree nor disagree (0)	472 23%	226 23%	247 24%	66 28%	90 25%	91 27%	97 27%	64 22%	66 14%	107 20%	141 26%	100 22%	124 25%	43 24%	13 16%	47 20%	36 21%	42 23%	45 30%	23 22%	47 24%	70 26%	67 23%	40 22%	80 32%	216 24%
Slightly disagree (-1)	161 8%	69 7%	92 9%	23 10%	34 10%	24 7%	33 9%	25 8%	23 5%	56 10%	40 7%	35 8%	31 6%	16 9%	5 6%	25 11%	14 8%	14 8%	18 12%	7 6%	18 9%	20 7%	18 6%	7 4%	16 6%	88 10%
Strongly disagree (-2)	211 10%	102 10%	110 10%	13 5%	28 8%	29 9%	46 13%	48 16%	47 10%	53 10%	49 9%	50 11%	59 12%	20 11%	8 10%	22 9%	12 7%	26 14%	15 10%	9 8%	20 10%	26 10%	32 11%	21 11%	20 8%	76 8%
NET: Disagree	372 18%	170 17%	202 19%	35 15%	62 17%	54 16%	79 22%	73 25%	70 15%	109 20%	89 16%	85 19%	90 18%	36 20%	13 16%	47 20%	26 15%	40 22%	32 21%	16 15%	38 19%	46 17%	50 17%	28 16%	37 15%	164 18%
Not applicable	932 46%	469 47%	463 44%	85 36%	115 33%	140 42%	149 41%	141 48%	301 66%	255 47%	254 46%	211 47%	212 43%	85 48%	39 46%	105 45%	89 51%	73 40%	55 36%	55 53%	94 48%	108 40%	135 48%	92 52%	99 39%	378 42%
Mean	-0.23	-0.22	-0.25	0.10	0.08	-0.09	-0.35	-0.70	-0.59	-0.21	-0.23	-0.31	-0.20	-0.46	-0.01	-0.23	-0.10	-0.28	-0.20	-0.21	-0.36	-0.10	-0.27	-0.27	-0.08	-0.11
Standard deviation	1.13	1.13	1.12	1.04	1.11	1.10	1.10	1.02	1.12	1.18	1.02	1.13	1.17	1.03	1.18	1.11	1.14	1.22	1.10	1.12	1.05	1.12	1.13	1.19	1.01	1.11
Standard error	0.03	0.05	0.05	0.08	0.08	0.08	0.07	0.08	0.08	0.07	0.06	0.08	0.07	0.10	0.17	0.10	0.12	0.12	0.11	0.16	0.10	0.10	0.10	0.13	0.09	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 21

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing their stories has inspired me to seek help or get support for my own mental health

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	262 13%	212 13%	134 16%	78 10%	50 12%	47 12%	3 9%	159 24%	28 6%	93 11%	41 8%	194 16%	65 8%
Strongly agree (+2)	64 3%	58 4%	41 5%	17 2%	6 1%	6 2%	- -	34 5%	9 2%	20 2%	11 2%	46 4%	19 2%
Slightly agree (+1)	198 10%	153 9%	93 11%	61 8%	44 10%	41 11%	3 9%	125 19%	19 4%	73 9%	30 6%	147 12%	46 5%
Neither agree nor disagree (0)	472 23%	388 24%	206 24%	181 24%	85 20%	80 21%	5 13%	233 35%	55 12%	168 20%	84 16%	316 26%	134 16%
Slightly disagree (-1)	161 8%	136 8%	77 9%	59 8%	25 6%	23 6%	2 4%	97 15%	17 4%	71 9%	25 5%	123 10%	37 4%
Strongly disagree (-2)	211 10%	161 10%	75 9%	87 11%	50 12%	44 11%	6 15%	113 17%	31 7%	87 11%	38 7%	154 13%	59 7%
NET: Disagree	372 18%	298 18%	152 18%	146 19%	75 18%	67 18%	7 19%	210 31%	48 11%	158 19%	63 12%	277 23%	96 11%
Not applicable	932 46%	719 44%	354 42%	366 47%	212 50%	190 49%	23 59%	65 10%	314 71%	403 49%	331 64%	434 36%	565 66%
Mean	-0.23	-0.21	-0.11	-0.34	-0.32	-0.30	-0.64	-0.21	-0.32	-0.31	-0.27	-0.24	-0.24
Standard deviation	1.13	1.12	1.13	1.10	1.14	1.13	1.23	1.14	1.18	1.13	1.13	1.14	1.13
Standard error	0.03	0.04	0.05	0.05	0.08	0.08	0.32	0.05	0.10	0.05	0.08	0.04	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 22

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	428 21%	188 19%	240 23%	72 30%	102 29%	73 22%	75 21%	45 15%	62 14%	125 23%	120 22%	83 19%	100 20%	24 13%	21 25%	62 27%	44 25%	33 18%	30 20%	21 20%	33 17%	67 25%	52 18%	40 22%	57 22%	217 24%
Strongly agree (+2)	79 4%	38 4%	41 4%	14 6%	21 6%	19 6%	12 3%	2 1%	10 2%	26 5%	15 3%	19 4%	19 4%	1 1%	4 5%	15 6%	10 6%	12 6%	5 4%	4 4%	3 1%	8 3%	9 3%	8 4%	7 3%	44 5%
Slightly agree (+1)	349 17%	150 15%	200 19%	57 24%	81 23%	54 16%	62 17%	43 15%	52 11%	99 18%	105 19%	64 14%	81 16%	23 13%	17 20%	47 20%	33 19%	21 12%	25 16%	17 16%	31 15%	60 22%	43 15%	32 18%	50 20%	172 19%
Neither agree nor disagree (0)	484 24%	224 23%	260 25%	68 29%	93 26%	95 28%	93 25%	59 20%	78 17%	123 22%	135 25%	99 22%	127 26%	44 25%	18 21%	45 19%	32 19%	46 25%	43 29%	23 22%	54 27%	71 26%	80 28%	28 16%	77 31%	215 24%
Slightly disagree (-1)	197 10%	88 9%	109 10%	28 12%	33 9%	34 10%	36 10%	35 12%	31 7%	60 11%	62 11%	34 8%	40 8%	24 14%	6 8%	23 10%	19 11%	17 9%	13 9%	11 11%	17 9%	23 9%	30 11%	12 7%	20 8%	98 11%
Strongly disagree (-2)	254 12%	136 14%	118 11%	15 6%	43 12%	32 10%	52 14%	53 18%	59 13%	64 12%	60 11%	67 15%	63 13%	21 12%	9 11%	30 13%	14 8%	34 18%	20 13%	13 12%	23 12%	22 8%	37 13%	30 17%	34 14%	96 11%
NET: Disagree	450 22%	223 22%	227 22%	43 18%	76 22%	66 20%	88 24%	87 30%	89 20%	124 23%	122 22%	102 23%	103 21%	46 26%	16 19%	53 23%	33 19%	51 28%	33 22%	24 23%	40 20%	45 17%	67 24%	42 23%	54 22%	193 21%
Not applicable	675 33%	358 36%	318 30%	54 23%	82 23%	101 30%	108 30%	103 35%	228 50%	176 32%	171 31%	160 36%	168 34%	64 36%	31 36%	74 31%	64 37%	54 29%	44 29%	36 34%	70 35%	85 32%	85 30%	69 39%	64 25%	275 31%
Mean	-0.14	-0.21	-0.09	0.15	0.01	-0.03	-0.21	-0.48	-0.33	-0.10	-0.12	-0.24	-0.14	-0.37	-0.01	-0.03	0.06	-0.30	-0.17	-0.17	-0.22	0.04	-0.22	-0.22	-0.13	-0.05
Standard deviation	1.16	1.19	1.14	1.04	1.17	1.12	1.16	1.15	1.21	1.18	1.11	1.23	1.16	1.04	1.19	1.25	1.18	1.27	1.14	1.19	1.08	1.05	1.12	1.32	1.11	1.15
Standard error	0.03	0.05	0.04	0.08	0.08	0.07	0.07	0.08	0.08	0.06	0.06	0.08	0.06	0.09	0.16	0.10	0.11	0.11	0.11	0.14	0.09	0.08	0.08	0.13	0.08	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 22

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	428 21%	347 21%	220 26%	127 16%	81 19%	72 19%	9 23%	198 30%	72 16%	234 29%	41 8%	338 28%	106 12%
Strongly agree (+2)	79 4%	69 4%	44 5%	25 3%	10 2%	9 2%	1 3%	42 6%	15 3%	42 5%	7 1%	62 5%	22 3%
Slightly agree (+1)	349 17%	278 17%	176 21%	102 13%	71 17%	64 17%	8 20%	156 23%	57 13%	193 23%	34 7%	276 23%	84 10%
Neither agree nor disagree (0)	484 24%	403 25%	195 23%	208 27%	81 19%	79 21%	2 6%	183 27%	68 15%	202 25%	93 18%	319 26%	155 18%
Slightly disagree (-1)	197 10%	156 10%	83 10%	73 9%	41 10%	39 10%	2 4%	108 16%	31 7%	88 11%	28 5%	155 13%	55 6%
Strongly disagree (-2)	254 12%	196 12%	86 10%	109 14%	58 14%	51 13%	7 18%	110 17%	49 11%	109 13%	49 9%	179 15%	80 9%
NET: Disagree	450 22%	352 22%	170 20%	182 24%	99 23%	91 24%	8 22%	219 33%	80 18%	197 24%	77 15%	334 27%	135 16%
Not applicable	675 33%	515 32%	261 31%	254 33%	161 38%	142 37%	19 49%	68 10%	225 50%	188 23%	308 59%	229 19%	464 54%
Mean	-0.14	-0.12	0.01	-0.27	-0.25	-0.25	-0.25	-0.15	-0.19	-0.05	-0.37	-0.11	-0.22
Standard deviation	1.16	1.16	1.16	1.14	1.19	1.17	1.46	1.20	1.24	1.18	1.10	1.18	1.15
Standard error	0.03	0.03	0.05	0.05	0.08	0.08	0.33	0.05	0.08	0.05	0.08	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 23

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	217 11%	103 10%	114 11%	47 20%	58 16%	40 12%	35 10%	15 5%	22 5%	71 13%	61 11%	39 9%	45 9%	12 7%	11 13%	31 13%	17 10%	24 13%	16 10%	12 11%	12 6%	38 14%	23 8%	22 12%	28 11%	122 14%
Strongly agree (+2)	64 3%	29 3%	36 3%	10 4%	21 6%	14 4%	11 3%	- -	8 2%	22 4%	13 2%	15 3%	15 3%	4 2%	4 4%	6 3%	10 6%	6 3%	5 3%	4 4%	1 *	10 4%	8 3%	8 4%	6 2%	36 4%
Slightly agree (+1)	152 7%	74 7%	78 7%	37 16%	37 11%	25 8%	24 7%	15 5%	14 3%	49 9%	49 9%	24 5%	30 6%	8 4%	7 8%	24 10%	8 4%	18 10%	11 7%	8 7%	11 6%	29 11%	15 5%	14 8%	22 9%	86 10%
Neither agree nor disagree (0)	532 26%	241 24%	291 28%	79 33%	112 32%	97 29%	102 28%	66 23%	75 16%	127 23%	145 26%	126 28%	133 27%	42 24%	20 24%	49 21%	44 26%	45 25%	48 32%	27 26%	53 27%	85 32%	81 28%	37 21%	81 32%	245 27%
Slightly disagree (-1)	242 12%	109 11%	133 13%	31 13%	52 15%	33 10%	44 12%	40 14%	42 9%	65 12%	81 15%	35 8%	60 12%	24 14%	10 12%	34 15%	19 11%	19 10%	15 10%	14 13%	29 15%	30 11%	31 11%	17 9%	31 12%	112 12%
Strongly disagree (-2)	353 17%	175 18%	178 17%	19 8%	45 13%	58 17%	71 19%	73 25%	87 19%	97 18%	81 15%	79 18%	96 19%	34 19%	11 13%	41 17%	26 15%	44 24%	29 20%	15 15%	32 16%	25 9%	57 20%	40 22%	45 18%	137 15%
NET: Disagree	595 29%	284 29%	311 30%	51 21%	97 27%	91 27%	115 32%	113 39%	129 28%	162 30%	162 30%	114 26%	156 31%	58 33%	21 25%	75 32%	44 26%	63 34%	44 29%	29 28%	61 31%	55 20%	87 31%	57 32%	75 30%	249 28%
Not applicable	694 34%	365 37%	329 31%	59 25%	87 25%	106 32%	112 31%	99 34%	231 51%	188 34%	179 33%	164 37%	163 33%	65 37%	33 39%	79 34%	67 39%	52 28%	43 28%	36 35%	71 36%	91 34%	94 33%	64 36%	68 27%	285 32%
Mean	-0.50	-0.52	-0.48	-0.07	-0.24	-0.41	-0.56	-0.89	-0.82	-0.46	-0.46	-0.50	-0.57	-0.68	-0.34	-0.51	-0.41	-0.58	-0.49	-0.42	-0.63	-0.18	-0.59	-0.58	-0.47	-0.37
Standard deviation	1.14	1.15	1.12	1.03	1.12	1.17	1.12	1.01	1.12	1.19	1.08	1.15	1.12	1.09	1.16	1.16	1.19	1.20	1.13	1.15	0.98	1.04	1.12	1.26	1.08	1.14
Standard error	0.03	0.05	0.04	0.08	0.08	0.08	0.07	0.07	0.07	0.06	0.06	0.08	0.06	0.10	0.16	0.09	0.11	0.10	0.11	0.14	0.09	0.08	0.09	0.12	0.08	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 23

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	217 11%	186 11%	115 14%	71 9%	31 7%	28 7%	3 8%	102 15%	40 9%	89 11%	30 6%	153 13%	67 8%
Strongly agree (+2)	64 3%	56 3%	36 4%	20 3%	8 2%	8 2%	- -	28 4%	16 4%	22 3%	10 2%	43 4%	25 3%
Slightly agree (+1)	152 7%	129 8%	79 9%	51 7%	23 5%	20 5%	3 8%	74 11%	24 5%	66 8%	20 4%	110 9%	42 5%
Neither agree nor disagree (0)	532 26%	433 27%	236 28%	197 26%	99 23%	91 24%	8 21%	212 32%	76 17%	222 27%	102 20%	351 29%	169 20%
Slightly disagree (-1)	242 12%	192 12%	98 12%	94 12%	50 12%	48 13%	2 6%	136 20%	29 7%	119 14%	32 6%	199 16%	56 7%
Strongly disagree (-2)	353 17%	274 17%	125 15%	150 19%	79 19%	70 18%	8 22%	148 22%	75 17%	165 20%	67 13%	253 21%	116 13%
NET: Disagree	595 29%	466 29%	222 26%	243 32%	129 31%	118 31%	11 28%	285 43%	104 23%	284 35%	99 19%	452 37%	172 20%
Not applicable	694 34%	531 33%	272 32%	259 34%	163 39%	146 38%	17 44%	69 10%	225 51%	227 28%	288 55%	263 22%	452 53%
Mean	-0.50	-0.46	-0.34	-0.59	-0.65	-0.64	-0.74	-0.51	-0.56	-0.57	-0.55	-0.53	-0.48
Standard deviation	1.14	1.14	1.15	1.12	1.10	1.10	1.14	1.13	1.26	1.12	1.13	1.13	1.18
Standard error	0.03	0.03	0.05	0.05	0.07	0.07	0.25	0.05	0.09	0.05	0.07	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 24

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has helped me feel like I wasn't alone in my feelings

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	498 24%	203 20%	295 28%	70 29%	120 34%	84 25%	96 27%	61 21%	66 15%	131 24%	135 25%	105 24%	127 26%	41 23%	28 32%	66 28%	38 22%	41 23%	35 23%	28 27%	38 19%	71 27%	71 25%	41 23%	64 25%	236 26%
Strongly agree (+2)	143 7%	59 6%	84 8%	25 11%	40 11%	23 7%	24 7%	12 4%	18 4%	37 7%	27 5%	35 8%	45 9%	9 5%	8 9%	18 8%	13 8%	15 8%	12 8%	11 10%	8 4%	15 6%	19 7%	15 9%	16 6%	63 7%
Slightly agree (+1)	355 17%	144 14%	211 20%	44 19%	80 23%	61 18%	72 20%	49 17%	49 11%	94 17%	108 20%	70 16%	83 17%	32 18%	20 23%	48 20%	25 14%	27 15%	23 15%	17 16%	30 15%	57 21%	52 18%	26 14%	48 19%	174 19%
Neither agree nor disagree (0)	431 21%	208 21%	223 21%	67 28%	90 26%	83 25%	82 23%	57 20%	51 11%	111 20%	118 22%	96 22%	106 21%	35 20%	10 12%	45 19%	24 14%	49 26%	48 32%	16 15%	48 24%	68 25%	59 21%	29 16%	74 29%	202 22%
Slightly disagree (-1)	104 5%	53 5%	50 5%	16 7%	19 5%	19 6%	14 4%	15 5%	21 5%	31 6%	35 6%	14 3%	24 5%	16 9%	7 8%	8 3%	14 8%	6 3%	6 4%	8 7%	6 3%	16 6%	13 4%	4 2%	12 5%	49 5%
Strongly disagree (-2)	173 8%	94 9%	78 8%	9 4%	22 6%	23 7%	38 10%	41 14%	41 9%	50 9%	36 7%	39 9%	48 10%	11 6%	6 7%	22 9%	11 6%	26 14%	11 7%	7 7%	20 10%	16 6%	23 8%	18 10%	18 7%	66 7%
NET: Disagree	276 14%	147 15%	129 12%	24 10%	41 12%	41 12%	52 14%	55 19%	62 14%	81 15%	71 13%	53 12%	71 14%	28 16%	13 15%	30 13%	25 15%	32 18%	17 11%	14 14%	26 13%	32 12%	36 13%	23 13%	30 12%	115 13%
Not applicable	833 41%	435 44%	399 38%	76 32%	102 29%	126 38%	133 37%	120 41%	277 61%	226 41%	224 41%	190 43%	193 39%	73 41%	35 41%	93 40%	87 50%	61 33%	50 33%	46 44%	85 43%	98 36%	118 42%	86 48%	85 34%	347 39%
Mean	0.16	0.04	0.27	0.38	0.39	0.21	0.14	-0.13	-0.11	0.12	0.17	0.19	0.17	0.11	0.33	0.23	0.16	-0.02	0.19	0.29	-0.01	0.22	0.19	0.17	0.19	0.21
Standard deviation	1.18	1.20	1.16	1.04	1.11	1.11	1.20	1.25	1.30	1.21	1.09	1.21	1.24	1.11	1.24	1.23	1.25	1.27	1.10	1.25	1.15	1.05	1.17	1.33	1.06	1.14
Standard error	0.03	0.05	0.05	0.08	0.08	0.08	0.08	0.09	0.09	0.06	0.06	0.09	0.07	0.10	0.17	0.10	0.13	0.12	0.11	0.16	0.11	0.09	0.10	0.14	0.09	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 24

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has helped me feel like I wasn't alone in my feelings

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	498 24%	406 25%	213 25%	193 25%	91 22%	82 21%	9 24%	364 55%	39 9%	218 27%	30 6%	432 35%	68 8%
Strongly agree (+2)	143 7%	117 7%	65 8%	53 7%	26 6%	22 6%	3 9%	112 17%	7 2%	60 7%	6 1%	124 10%	14 2%
Slightly agree (+1)	355 17%	289 18%	149 18%	140 18%	66 16%	60 16%	6 15%	252 38%	31 7%	158 19%	24 5%	307 25%	54 6%
Neither agree nor disagree (0)	431 21%	347 21%	192 23%	156 20%	83 20%	77 20%	6 16%	145 22%	66 15%	157 19%	108 21%	246 20%	163 19%
Slightly disagree (-1)	104 5%	86 5%	49 6%	37 5%	17 4%	16 4%	1 2%	46 7%	23 5%	35 4%	24 5%	68 6%	43 5%
Strongly disagree (-2)	173 8%	134 8%	65 8%	69 9%	38 9%	34 9%	4 10%	64 10%	36 8%	73 9%	42 8%	110 9%	63 7%
NET: Disagree	276 14%	221 14%	114 14%	106 14%	56 13%	51 13%	5 13%	110 17%	58 13%	108 13%	67 13%	177 15%	106 12%
Not applicable	833 41%	642 40%	326 39%	316 41%	191 45%	173 45%	18 47%	48 7%	283 63%	338 41%	314 60%	364 30%	522 61%
Mean	0.16	0.17	0.19	0.16	0.10	0.09	0.19	0.49	-0.30	0.20	-0.35	0.31	-0.26
Standard deviation	1.18	1.18	1.16	1.20	1.21	1.20	1.35	1.18	1.15	1.21	1.03	1.20	1.06
Standard error	0.03	0.04	0.05	0.06	0.08	0.08	0.30	0.05	0.09	0.05	0.07	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 25

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	764 38%	328 33%	436 42%	88 37%	149 42%	115 34%	139 38%	116 39%	157 34%	227 41%	202 37%	149 33%	187 38%	59 33%	37 43%	97 41%	73 42%	75 41%	46 30%	47 45%	67 34%	105 39%	96 34%	63 35%	91 36%	345 38%
Strongly agree (+2)	240 12%	96 10%	144 14%	30 13%	58 16%	34 10%	39 11%	31 11%	47 10%	74 14%	44 8%	52 12%	69 14%	23 13%	16 19%	21 9%	28 16%	20 11%	15 10%	18 17%	16 8%	40 15%	22 8%	21 12%	18 7%	118 13%
Slightly agree (+1)	524 26%	232 23%	292 28%	58 25%	91 26%	81 24%	100 28%	84 29%	109 24%	152 28%	157 29%	96 22%	118 24%	36 20%	21 25%	76 33%	45 26%	54 30%	31 21%	29 28%	52 26%	65 24%	74 26%	42 23%	73 29%	227 25%
Neither agree nor disagree (0)	483 24%	244 25%	239 23%	66 28%	103 29%	91 27%	92 25%	58 20%	72 16%	114 21%	141 26%	112 25%	115 23%	47 27%	12 13%	50 21%	30 17%	38 21%	53 35%	23 22%	49 25%	68 25%	77 27%	36 20%	82 32%	209 23%
Slightly disagree (-1)	120 6%	55 6%	64 6%	23 10%	14 4%	19 6%	19 5%	20 7%	24 5%	36 7%	41 8%	17 4%	25 5%	7 4%	8 9%	14 6%	17 10%	12 6%	9 6%	6 5%	9 4%	14 5%	15 5%	9 5%	16 6%	61 7%
Strongly disagree (-2)	178 9%	86 9%	92 9%	12 5%	24 7%	25 8%	37 10%	38 13%	42 9%	48 9%	40 7%	37 8%	52 11%	15 8%	6 7%	15 6%	13 7%	24 13%	12 8%	7 7%	20 10%	18 7%	26 9%	22 12%	16 6%	73 8%
NET: Disagree	298 15%	141 14%	157 15%	35 15%	39 11%	44 13%	56 16%	58 20%	66 14%	85 15%	81 15%	54 12%	78 16%	22 12%	14 16%	29 12%	30 17%	35 19%	21 14%	13 12%	29 15%	32 12%	42 15%	32 18%	31 12%	134 15%
Not applicable	493 24%	280 28%	213 20%	48 20%	62 18%	84 25%	75 21%	62 21%	162 35%	123 22%	124 23%	129 29%	117 24%	49 28%	23 27%	59 25%	41 24%	35 19%	31 20%	21 20%	52 26%	64 24%	70 24%	49 27%	49 19%	213 24%
Mean	0.34	0.28	0.40	0.38	0.50	0.32	0.30	0.22	0.32	0.40	0.29	0.35	0.33	0.35	0.53	0.42	0.44	0.24	0.23	0.55	0.24	0.46	0.24	0.23	0.30	0.37
Standard deviation	1.18	1.16	1.19	1.08	1.12	1.12	1.18	1.27	1.25	1.20	1.09	1.18	1.24	1.18	1.27	1.08	1.23	1.26	1.10	1.15	1.17	1.15	1.13	1.30	1.00	1.18
Standard error	0.03	0.04	0.04	0.08	0.08	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.06	0.10	0.16	0.08	0.10	0.10	0.10	0.12	0.10	0.09	0.08	0.12	0.07	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 25

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	764 38%	615 38%	327 39%	288 37%	149 35%	134 35%	16 41%	308 46%	155 35%	378 46%	121 23%	558 46%	250 29%
Strongly agree	(+2) 240 12%	193 12%	117 14%	76 10%	47 11%	46 12%	2 5%	113 17%	50 11%	128 16%	27 5%	186 15%	73 8%
Slightly agree	(+1) 524 26%	422 26%	210 25%	212 28%	102 24%	88 23%	14 36%	195 29%	105 24%	250 30%	94 18%	372 31%	177 21%
Neither agree nor disagree	(0) 483 24%	384 24%	201 24%	183 24%	99 23%	93 24%	6 16%	178 27%	81 18%	175 21%	108 21%	291 24%	175 20%
Slightly disagree	(-1) 120 6%	99 6%	53 6%	45 6%	21 5%	19 5%	2 4%	58 9%	23 5%	49 6%	22 4%	84 7%	40 5%
Strongly disagree	(-2) 178 9%	140 9%	71 8%	68 9%	39 9%	35 9%	3 9%	79 12%	35 8%	76 9%	42 8%	120 10%	61 7%
NET: Disagree	298 15%	238 15%	125 15%	114 15%	60 14%	55 14%	5 13%	137 21%	58 13%	126 15%	65 12%	204 17%	101 12%
Not applicable	493 24%	379 23%	194 23%	185 24%	114 27%	103 27%	12 31%	44 7%	151 34%	143 17%	225 43%	166 14%	333 39%
Mean	0.34	0.35	0.38	0.31	0.32	0.32	0.34	0.33	0.38	0.45	0.14	0.40	0.30
Standard deviation	1.18	1.17	1.19	1.16	1.19	1.20	1.13	1.24	1.20	1.20	1.15	1.20	1.16
Standard error	0.03	0.03	0.05	0.05	0.07	0.07	0.22	0.05	0.07	0.05	0.07	0.04	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 26

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to donate to a charity

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	280 14%	136 14%	145 14%	41 17%	66 19%	44 13%	45 12%	24 8%	60 13%	100 18%	65 12%	55 12%	60 12%	20 11%	13 15%	24 10%	29 17%	26 14%	18 12%	11 11%	23 12%	58 22%	36 12%	22 12%	34 14%	140 16%
Strongly agree (+2)	69 3%	41 4%	28 3%	10 4%	18 5%	14 4%	13 3%	2 1%	13 3%	22 4%	12 2%	20 4%	14 3%	5 3%	2 3%	4 2%	11 7%	8 4%	4 2%	3 2%	1 1%	18 7%	8 3%	4 2%	3 1%	45 5%
Slightly agree (+1)	211 10%	95 10%	116 11%	31 13%	48 14%	31 9%	32 9%	22 7%	48 10%	78 14%	53 10%	35 8%	46 9%	15 8%	11 13%	20 9%	18 10%	18 10%	14 10%	9 8%	22 11%	40 15%	27 10%	18 10%	31 12%	94 10%
Neither agree nor disagree (0)	642 32%	282 28%	360 34%	91 38%	123 35%	103 31%	127 35%	94 32%	104 23%	137 25%	199 36%	140 32%	166 33%	53 30%	24 28%	71 30%	54 31%	57 31%	54 36%	42 41%	61 31%	86 32%	95 33%	44 25%	90 36%	286 32%
Slightly disagree (-1)	236 12%	107 11%	130 12%	38 16%	40 11%	34 10%	44 12%	34 11%	47 10%	79 14%	67 12%	33 7%	58 12%	26 15%	8 9%	29 12%	19 11%	23 12%	14 10%	11 10%	25 12%	32 12%	27 10%	23 13%	24 10%	110 12%
Strongly disagree (-2)	334 16%	167 17%	167 16%	17 7%	48 13%	66 20%	58 16%	69 23%	77 17%	91 17%	81 15%	77 17%	85 17%	27 15%	12 14%	42 18%	22 13%	37 20%	33 22%	16 15%	31 16%	22 8%	55 19%	38 21%	44 17%	136 15%
NET: Disagree	571 28%	274 28%	297 28%	55 23%	88 25%	99 30%	102 28%	102 35%	124 27%	169 31%	148 27%	110 25%	143 29%	53 30%	20 23%	71 30%	41 24%	60 33%	47 31%	26 25%	55 28%	54 20%	82 29%	61 34%	68 27%	246 27%
Not applicable	545 27%	301 30%	244 23%	49 21%	76 22%	88 26%	90 25%	74 25%	168 37%	141 26%	136 25%	139 31%	129 26%	50 28%	28 33%	68 29%	49 29%	42 23%	31 20%	24 23%	58 29%	71 26%	72 25%	52 29%	61 24%	229 25%
Mean	-0.37	-0.38	-0.36	-0.11	-0.19	-0.43	-0.38	-0.66	-0.44	-0.34	-0.37	-0.37	-0.42	-0.44	-0.28	-0.51	-0.18	-0.45	-0.49	-0.36	-0.44	*	-0.44	-0.57	-0.39	-0.29
Standard deviation	1.11	1.16	1.07	0.97	1.11	1.17	1.09	1.05	1.17	1.18	1.03	1.17	1.09	1.08	1.12	1.08	1.16	1.17	1.11	1.02	1.04	1.08	1.12	1.15	1.06	1.14
Standard error	0.03	0.04	0.04	0.07	0.08	0.07	0.06	0.07	0.07	0.06	0.05	0.08	0.06	0.09	0.14	0.08	0.10	0.10	0.10	0.11	0.09	0.08	0.08	0.10	0.08	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 26

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to donate to a charity

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	280 14%	230 14%	145 17%	85 11%	50 12%	44 12%	6 15%	112 17%	49 11%	132 16%	57 11%	194 16%	98 11%
Strongly agree	(+2) 69 3%	57 4%	42 5%	15 2%	11 3%	11 3%	- -	24 4%	13 3%	22 3%	16 3%	42 3%	29 3%
Slightly agree	(+1) 211 10%	173 11%	102 12%	70 9%	39 9%	33 9%	6 15%	87 13%	36 8%	110 13%	41 8%	153 13%	69 8%
Neither agree nor disagree	(0) 642 32%	504 31%	258 31%	246 32%	138 33%	129 34%	9 23%	236 35%	106 24%	272 33%	134 26%	416 34%	221 26%
Slightly disagree	(-1) 236 12%	198 12%	106 13%	92 12%	38 9%	35 9%	3 8%	114 17%	46 10%	120 15%	32 6%	185 15%	67 8%
Strongly disagree	(-2) 334 16%	258 16%	115 14%	143 19%	76 18%	66 17%	10 26%	150 23%	68 15%	134 16%	72 14%	228 19%	114 13%
NET: Disagree	571 28%	457 28%	221 26%	235 31%	114 27%	101 26%	13 34%	264 40%	114 26%	254 31%	104 20%	413 34%	181 21%
Not applicable	545 27%	426 26%	221 26%	204 26%	120 28%	109 28%	11 27%	56 8%	176 40%	164 20%	224 43%	196 16%	359 42%
Mean	-0.37	-0.36	-0.24	-0.49	-0.42	-0.41	-0.62	-0.46	-0.44	-0.35	-0.35	-0.40	-0.34
Standard deviation	1.11	1.12	1.14	1.08	1.11	1.10	1.19	1.12	1.14	1.08	1.15	1.11	1.14
Standard error	0.03	0.03	0.05	0.05	0.06	0.07	0.23	0.05	0.07	0.04	0.07	0.03	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 27

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Summary Table

Base: All respondents with any experience of mental health problem

	Statements					
	Hearing their stories has inspired me to seek help or get support for my own mental health	Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health	Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)	Hearing them speak out has helped me feel like I wasn't alone in my feelings	Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem	Hearing them speak out has inspired me to donate to a charity
Unweighted base	1234	1234	1234	1234	1234	1234
Weighted base	1220	1220	1220	1220	1220	1220
NET: Agree	194 16%	338 28%	153 13%	432 35%	558 46%	194 16%
Strongly agree (+2)	46 4%	62 5%	43 4%	124 10%	186 15%	42 3%
Slightly agree (+1)	147 12%	276 23%	110 9%	307 25%	372 31%	153 13%
Neither agree nor disagree (0)	316 26%	319 26%	351 29%	246 20%	291 24%	416 34%
Slightly disagree (-1)	123 10%	155 13%	199 16%	68 6%	84 7%	185 15%
Strongly disagree (-2)	154 13%	179 15%	253 21%	110 9%	120 10%	228 19%
NET: Disagree	277 23%	334 27%	452 37%	177 15%	204 17%	413 34%
Not applicable	434 36%	229 19%	263 22%	364 30%	166 14%	196 16%
Mean	-0.24	-0.11	-0.53	0.31	0.40	-0.40
Standard deviation	1.14	1.18	1.13	1.20	1.20	1.11
Standard error	0.04	0.04	0.04	0.04	0.04	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 28

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing their stories has inspired me to seek help or get support for my own mental health

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148	500	
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521	
NET: Agree	194	86	108	35	67	29	29	15	19	53	48	33	60	12	18	25	20	18	15	8	11	25	25	17	26	96	
	16%	17%	15%	23%	29%	14%	13%	8%	8%	16%	15%	14%	18%	11%	30%	17%	18%	18%	17%	13%	9%	17%	15%	16%	17%	18%	
Strongly agree	(+2)	46	18	28	10	14	9	7	-	5	14	5	8	19	2	2	5	6	5	7	3	1	3	6	5	6	25
		4%	3%	4%	7%	6%	4%	3%	-	2%	4%	2%	4%	6%	2%	3%	4%	6%	5%	8%	5%	1%	2%	4%	5%	4%	5%
Slightly agree	(+1)	147	68	80	25	52	20	22	15	39	43	25	41	10	16	20	14	13	8	5	10	22	19	12	20	71	
		12%	13%	11%	16%	22%	10%	10%	8%	6%	12%	13%	11%	12%	9%	27%	14%	13%	8%	8%	8%	15%	11%	11%	13%	14%	
Neither agree nor disagree	(0)	316	136	180	38	59	58	65	50	45	69	95	58	94	31	11	32	30	21	26	16	32	48	45	23	46	143
		26%	27%	25%	25%	25%	28%	30%	28%	20%	21%	29%	25%	28%	29%	20%	22%	27%	22%	30%	26%	26%	33%	26%	21%	30%	27%
Slightly disagree	(-1)	123	43	80	16	28	19	21	21	18	39	27	28	29	12	3	20	10	8	18	4	14	12	15	6	12	64
		10%	8%	11%	10%	12%	9%	10%	12%	8%	12%	8%	12%	9%	11%	5%	14%	9%	8%	20%	7%	11%	8%	9%	6%	8%	12%
Strongly disagree	(-2)	154	61	93	9	24	27	37	30	27	38	32	35	49	14	7	17	7	20	13	5	15	18	21	18	18	51
		13%	12%	13%	6%	10%	13%	17%	17%	12%	12%	10%	15%	15%	13%	12%	12%	6%	20%	14%	8%	12%	12%	12%	16%	11%	10%
NET: Disagree		277	104	172	25	52	46	59	51	44	77	59	62	78	26	10	37	17	28	30	9	29	29	36	24	30	115
		23%	20%	24%	17%	22%	22%	27%	28%	19%	24%	18%	27%	23%	24%	17%	26%	15%	28%	34%	15%	23%	20%	21%	22%	19%	22%
Not applicable		434	185	248	54	55	74	65	63	122	128	121	79	106	39	19	50	43	32	17	28	51	44	66	45	53	168
		36%	36%	35%	36%	24%	36%	30%	35%	53%	39%	37%	34%	31%	36%	32%	35%	39%	32%	19%	46%	41%	30%	38%	41%	34%	32%
Mean		-0.24	-0.19	-0.28	0.10	0.03	-0.25	-0.39	-0.56	-0.44	-0.25	-0.18	-0.36	-0.21	-0.38	0.05	-0.26	0.04	-0.38	-0.29	-0.08	-0.43	-0.19	-0.24	-0.30	-0.15	-0.13
Standard deviation		1.14	1.13	1.15	1.10	1.15	1.15	1.14	1.01	1.14	1.18	1.03	1.16	1.20	1.05	1.20	1.15	1.07	1.29	1.19	1.13	1.03	1.06	1.14	1.28	1.11	1.11
Standard error		0.04	0.06	0.05	0.11	0.10	0.09	0.09	0.09	0.10	0.08	0.07	0.10	0.08	0.12	0.18	0.12	0.13	0.15	0.14	0.19	0.12	0.11	0.11	0.16	0.11	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 28

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing their stories has inspired me to seek help or get support for my own mental health

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	194 16%	150 15%	90 18%	59 12%	44 18%	41 18%	3 12%	159 24%	7 6%	93 11%	1 6%	194 16%	7 6%
Strongly agree	(+2) 46 4%	40 4%	27 5%	13 3%	6 2%	6 3%	- -	34 5%	3 2%	20 2%	- -	46 4%	3 2%
Slightly agree	(+1) 147 12%	110 11%	63 13%	46 10%	38 15%	34 16%	3 12%	125 19%	4 3%	73 9%	1 6%	147 12%	4 3%
Neither agree nor disagree	(0) 316 26%	262 27%	137 28%	125 26%	54 22%	51 23%	3 11%	233 35%	9 8%	168 20%	2 23%	316 26%	11 9%
Slightly disagree	(-1) 123 10%	102 10%	54 11%	48 10%	21 8%	20 9%	1 2%	97 15%	4 3%	71 9%	1 9%	123 10%	4 3%
Strongly disagree	(-2) 154 13%	119 12%	52 10%	67 14%	35 14%	31 14%	4 15%	113 17%	7 6%	87 11%	2 16%	154 13%	9 7%
NET: Disagree	277 23%	221 23%	105 21%	115 24%	56 22%	51 23%	5 17%	210 31%	11 9%	158 19%	3 25%	277 23%	13 11%
Not applicable	434 36%	338 35%	164 33%	175 37%	96 38%	79 36%	17 60%	65 10%	92 78%	403 49%	5 46%	434 36%	96 75%
Mean	-0.24	-0.24	-0.12	-0.37	-0.26	-0.25	-0.49	-0.21	-0.34	-0.31	-0.64	-0.24	-0.39
Standard deviation	1.14	1.13	1.14	1.12	1.18	1.17	1.32	1.14	1.34	1.13	1.14	1.14	1.29
Standard error	0.04	0.04	0.06	0.06	0.10	0.10	0.40	0.05	0.25	0.05	0.51	0.04	0.22

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 29

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148	500
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521
NET: Agree	338 28%	137 27%	200 28%	56 37%	78 34%	50 24%	58 27%	40 22%	56 24%	96 29%	88 27%	62 27%	91 27%	21 20%	17 30%	55 38%	36 32%	24 24%	24 27%	16 26%	29 23%	44 30%	40 23%	33 30%	42 27%	157 30%
Strongly agree (+2)	62 5%	26 5%	36 5%	12 8%	14 6%	13 6%	11 5%	2 1%	10 4%	17 5%	13 4%	15 6%	17 5%	1 1%	3 5%	13 9%	8 7%	8 8%	5 6%	3 6%	3 2%	3 2%	6 3%	8 7%	5 3%	29 6%
Slightly agree (+1)	276 23%	111 22%	165 23%	44 29%	64 28%	38 18%	47 22%	38 21%	45 20%	79 24%	76 23%	47 20%	74 22%	20 19%	14 24%	42 29%	27 25%	15 16%	19 21%	13 21%	26 21%	41 28%	35 20%	25 23%	36 24%	127 24%
Neither agree nor disagree (0)	319 26%	128 25%	191 27%	41 27%	61 26%	62 30%	60 27%	41 23%	55 24%	78 24%	87 27%	58 25%	97 29%	30 28%	16 27%	30 21%	25 23%	24 24%	24 28%	17 27%	39 31%	46 32%	53 30%	16 15%	42 27%	138 26%
Slightly disagree (-1)	155 13%	60 12%	95 13%	20 13%	28 12%	27 13%	26 12%	30 17%	24 11%	44 14%	48 15%	29 12%	34 10%	20 19%	4 8%	16 11%	14 13%	15 15%	13 14%	8 12%	13 10%	16 11%	26 15%	11 10%	17 11%	72 14%
Strongly disagree (-2)	179 15%	82 16%	97 14%	7 5%	34 14%	30 14%	39 18%	35 20%	34 15%	47 14%	40 13%	42 18%	50 15%	15 14%	8 14%	21 15%	10 9%	24 25%	18 20%	6 10%	15 12%	15 11%	24 14%	22 21%	29 19%	62 12%
NET: Disagree	334 27%	142 28%	192 27%	28 18%	61 26%	56 27%	64 29%	65 37%	59 25%	91 28%	88 27%	70 30%	84 25%	35 33%	12 22%	37 26%	24 22%	39 39%	30 34%	14 23%	28 22%	31 21%	49 29%	33 30%	46 30%	134 26%
Not applicable	229 19%	104 20%	125 18%	28 18%	32 14%	39 19%	36 17%	32 18%	61 27%	61 19%	59 18%	43 18%	66 20%	21 19%	13 22%	22 15%	25 23%	13 13%	10 11%	15 24%	29 23%	25 17%	30 18%	27 25%	25 16%	92 18%
Mean	-0.11	-0.15	-0.09	0.27	-0.02	-0.14	-0.19	-0.40	-0.16	-0.09	-0.11	-0.19	-0.09	-0.33	-0.01	0.08	0.11	-0.37	-0.24	-0.01	-0.11	*	-0.19	-0.18	-0.22	-0.02
Standard deviation	1.18	1.21	1.16	1.04	1.19	1.17	1.21	1.16	1.20	1.19	1.12	1.25	1.17	1.06	1.19	1.27	1.16	1.32	1.24	1.14	1.07	1.04	1.11	1.38	1.20	1.15
Standard error	0.04	0.06	0.05	0.09	0.10	0.09	0.09	0.09	0.09	0.07	0.07	0.10	0.07	0.10	0.17	0.11	0.12	0.14	0.14	0.16	0.11	0.10	0.10	0.16	0.11	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 29

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk so openly has inspired me to start a conversation with a loved one, friend or colleague about their mental health

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	338 28%	273 28%	170 34%	103 22%	65 26%	58 26%	7 25%	198 30%	26 22%	234 29%	2 16%	338 28%	28 22%
Strongly agree	(+2) 62 5%	54 6%	33 7%	21 4%	8 3%	6 3%	1 4%	42 6%	7 6%	42 5%	- -	62 5%	7 5%
Slightly agree	(+1) 276 23%	219 23%	137 28%	82 17%	57 23%	51 23%	6 21%	156 23%	20 17%	193 23%	2 16%	276 23%	21 17%
Neither agree nor disagree	(0) 319 26%	270 28%	121 24%	149 31%	50 20%	47 21%	2 9%	183 27%	19 16%	202 25%	- -	319 26%	19 15%
Slightly disagree	(-1) 155 13%	121 12%	61 12%	60 13%	34 14%	33 15%	1 2%	108 16%	14 12%	88 11%	3 32%	155 13%	17 13%
Strongly disagree	(-2) 179 15%	140 14%	61 12%	79 17%	39 16%	34 15%	5 18%	110 17%	15 13%	109 13%	- -	179 15%	15 12%
NET: Disagree	334 27%	261 27%	123 25%	138 29%	73 29%	67 30%	6 20%	219 33%	29 25%	197 24%	3 32%	334 27%	32 25%
Not applicable	229 19%	167 17%	83 17%	84 18%	62 25%	49 22%	13 46%	68 10%	44 37%	188 23%	5 52%	229 19%	49 38%
Mean	-0.11	-0.09	0.05	-0.24	-0.21	-0.21	-0.15	-0.15	-0.15	-0.05	-0.33	-0.11	-0.16
Standard deviation	1.18	1.18	1.18	1.15	1.20	1.18	1.47	1.20	1.28	1.18	1.06	1.18	1.26
Standard error	0.04	0.04	0.06	0.06	0.09	0.09	0.37	0.05	0.15	0.05	0.53	0.04	0.14

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 30

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148	500
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521
NET: Agree	153 13%	68 13%	85 12%	32 21%	42 18%	23 11%	26 12%	14 8%	17 7%	48 15%	43 13%	23 10%	39 11%	9 8%	9 15%	25 17%	13 12%	13 13%	10 11%	10 16%	11 9%	23 16%	16 9%	16 14%	17 11%	82 16%
Strongly agree (+2)	43 4%	15 3%	28 4%	5 3%	14 6%	9 4%	7 3%	- -	8 4%	11 3%	8 2%	10 4%	13 4%	4 4%	3 5%	5 3%	8 7%	3 3%	4 4%	3 6%	1 1%	3 2%	4 2%	7 6%	2 1%	21 4%
Slightly agree (+1)	110 9%	53 10%	57 8%	26 17%	28 12%	14 7%	19 9%	14 8%	9 4%	37 11%	35 11%	13 6%	25 8%	4 4%	6 11%	20 14%	6 5%	11 11%	6 7%	6 10%	10 8%	20 14%	12 7%	9 8%	15 10%	60 12%
Neither agree nor disagree (0)	351 29%	137 27%	214 30%	48 32%	77 33%	61 30%	66 30%	47 26%	51 22%	80 25%	89 28%	81 35%	101 30%	29 27%	17 29%	32 22%	37 34%	24 24%	27 30%	15 24%	36 29%	52 36%	59 34%	23 21%	48 31%	152 29%
Slightly disagree (-1)	199 16%	79 15%	121 17%	26 17%	41 18%	29 14%	34 16%	36 20%	32 14%	50 15%	67 21%	26 11%	56 17%	20 18%	8 14%	27 19%	16 14%	16 16%	14 16%	11 17%	25 20%	22 15%	26 15%	15 14%	25 16%	88 17%
Strongly disagree (-2)	253 21%	110 21%	143 20%	14 9%	37 16%	50 24%	53 24%	47 26%	52 23%	74 23%	54 17%	52 23%	73 21%	25 24%	8 14%	33 23%	14 13%	32 32%	26 29%	10 17%	21 17%	18 13%	34 20%	31 29%	36 23%	95 18%
NET: Disagree	452 37%	188 37%	264 37%	40 26%	78 34%	79 38%	87 40%	84 47%	84 37%	123 38%	122 38%	78 34%	129 38%	45 42%	16 28%	60 41%	30 27%	48 48%	40 45%	21 34%	46 37%	41 28%	60 35%	46 43%	61 40%	183 35%
Not applicable	263 22%	118 23%	145 20%	33 22%	35 15%	44 21%	40 18%	34 19%	77 34%	75 23%	68 21%	51 22%	70 21%	25 23%	16 27%	28 19%	30 27%	14 14%	12 14%	16 26%	31 25%	30 20%	38 22%	24 22%	28 18%	104 20%
Mean	-0.53	-0.55	-0.52	-0.14	-0.30	-0.60	-0.60	-0.81	-0.73	-0.55	-0.49	-0.53	-0.56	-0.70	-0.30	-0.54	-0.28	-0.75	-0.68	-0.40	-0.60	-0.29	-0.55	-0.66	-0.62	-0.42
Standard deviation	1.13	1.14	1.12	1.03	1.14	1.17	1.13	1.01	1.15	1.18	1.07	1.15	1.13	1.12	1.14	1.18	1.13	1.18	1.17	1.20	0.99	1.01	1.05	1.29	1.07	1.14
Standard error	0.04	0.06	0.05	0.09	0.09	0.09	0.08	0.08	0.09	0.07	0.07	0.09	0.07	0.11	0.17	0.11	0.12	0.12	0.14	0.17	0.10	0.10	0.09	0.14	0.10	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 30

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to contact a charity (e.g. to find more information, to get help for myself or someone else, or join a campaign)

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	153 13%	128 13%	77 16%	51 11%	25 10%	24 11%	1 4%	102 15%	12 10%	89 11%	1 6%	153 13%	13 10%
Strongly agree (+2)	43 4%	37 4%	22 4%	15 3%	6 2%	6 3%	-	28 4%	5 4%	22 3%	-	43 4%	5 4%
Slightly agree (+1)	110 9%	91 9%	55 11%	36 8%	19 8%	18 8%	1 4%	74 11%	7 6%	66 8%	1 6%	110 9%	8 6%
Neither agree nor disagree (0)	351 29%	288 30%	152 31%	136 29%	63 25%	57 26%	6 23%	212 32%	19 16%	222 27%	1 7%	351 29%	20 16%
Slightly disagree (-1)	199 16%	151 16%	76 15%	75 16%	48 19%	46 21%	1 5%	136 20%	14 12%	119 14%	3 25%	199 16%	17 13%
Strongly disagree (-2)	253 21%	203 21%	90 18%	113 24%	50 20%	44 20%	7 23%	148 22%	24 20%	165 20%	2 16%	253 21%	26 20%
NET: Disagree	452 37%	354 36%	166 34%	188 40%	98 39%	90 41%	8 29%	285 43%	39 33%	284 35%	4 41%	452 37%	43 33%
Not applicable	263 22%	200 21%	100 20%	100 21%	63 25%	51 23%	12 45%	69 10%	48 41%	227 28%	5 46%	263 22%	53 41%
Mean	-0.53	-0.51	-0.40	-0.63	-0.63	-0.61	-0.87	-0.51	-0.65	-0.57	-0.93	-0.53	-0.67
Standard deviation	1.13	1.14	1.15	1.13	1.08	1.08	1.09	1.13	1.25	1.12	1.05	1.13	1.24
Standard error	0.04	0.04	0.06	0.06	0.08	0.08	0.27	0.05	0.15	0.05	0.47	0.04	0.14

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 31

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has helped me feel like I wasn't alone in my feelings

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148	500	
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521	
NET: Agree	432	161	271	59	102	71	84	54	61	109	114	85	124	35	24	56	34	32	32	24	37	60	59	39	52	192	
	35%	31%	38%	39%	44%	34%	38%	30%	27%	33%	35%	37%	37%	33%	42%	39%	30%	32%	36%	40%	30%	41%	34%	36%	34%	37%	
Strongly agree	(+2)	124	44	80	24	33	22	18	11	16	30	23	27	44	8	8	16	11	12	12	10	8	10	17	14	12	50
		10%	9%	11%	16%	14%	11%	8%	6%	7%	9%	7%	12%	13%	8%	13%	11%	10%	12%	13%	16%	6%	7%	10%	13%	8%	10%
Slightly agree	(+1)	307	117	191	35	69	48	66	43	45	78	91	58	80	27	17	40	23	20	20	15	29	50	42	25	40	142
		25%	23%	27%	23%	30%	23%	30%	24%	20%	24%	28%	25%	24%	25%	29%	28%	21%	20%	23%	24%	23%	34%	29%	23%	26%	27%
Neither agree nor disagree	(0)	246	104	142	33	51	46	45	38	32	58	68	48	72	22	8	30	17	21	28	9	29	34	34	14	40	109
		20%	20%	20%	22%	22%	22%	21%	21%	14%	18%	21%	21%	20%	13%	21%	16%	21%	32%	15%	23%	24%	20%	13%	26%	21%	
Slightly disagree	(-1)	68	30	37	10	13	14	7	12	13	19	25	8	16	13	4	4	10	5	4	3	3	8	11	2	8	30
		6%	6%	5%	6%	5%	7%	3%	7%	6%	6%	8%	4%	5%	12%	6%	3%	9%	5%	5%	4%	3%	5%	6%	2%	5%	6%
Strongly disagree	(-2)	110	50	60	5	19	17	27	22	21	32	19	23	36	6	5	14	7	18	10	3	10	9	13	16	12	40
		9%	10%	8%	3%	8%	8%	12%	12%	9%	10%	6%	10%	11%	5%	8%	10%	6%	18%	11%	5%	8%	6%	7%	14%	8%	8%
NET: Disagree		177	80	97	14	31	31	34	34	34	50	43	31	53	19	9	18	16	23	15	6	14	16	24	18	20	70
		15%	16%	14%	9%	13%	15%	16%	19%	15%	13%	13%	16%	18%	15%	13%	15%	23%	16%	9%	11%	11%	14%	17%	13%	13%	
Not applicable		364	166	199	46	48	60	56	52	103	109	97	69	89	31	17	40	43	24	14	22	45	35	55	37	42	150
		30%	32%	28%	30%	21%	29%	25%	29%	45%	33%	30%	30%	26%	29%	30%	28%	39%	24%	16%	36%	36%	24%	32%	34%	27%	29%
Mean		0.31	0.22	0.38	0.60	0.46	0.31	0.25	0.08	0.18	0.26	0.33	0.36	0.32	0.24	0.46	0.38	0.32	0.04	0.25	0.64	0.26	0.40	0.34	0.27	0.29	0.36
Standard deviation		1.20	1.21	1.18	1.07	1.16	1.18	1.22	1.22	1.26	1.24	1.07	1.22	1.26	1.11	1.25	1.20	1.20	1.39	1.20	1.17	1.13	1.02	1.17	1.42	1.10	1.15
Standard error		0.04	0.06	0.05	0.10	0.10	0.09	0.09	0.11	0.11	0.08	0.07	0.11	0.08	0.12	0.19	0.12	0.14	0.16	0.14	0.18	0.12	0.11	0.11	0.17	0.11	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 31

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has helped me feel like I wasn't alone in my feelings

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	432 35%	351 36%	181 37%	169 36%	81 33%	73 33%	8 30%	364 55%	13 11%	218 27%	4 39%	432 35%	17 13%
Strongly agree (+2)	124 10%	99 10%	55 11%	44 9%	25 10%	22 10%	3 12%	112 17%	2 2%	60 7%	- -	124 10%	2 2%
Slightly agree (+1)	307 25%	251 26%	126 25%	125 26%	56 23%	51 23%	5 18%	252 38%	11 9%	158 19%	4 39%	307 25%	15 11%
Neither agree nor disagree (0)	246 20%	198 20%	103 21%	95 20%	48 19%	44 20%	4 16%	145 22%	11 9%	157 19%	2 16%	246 20%	12 9%
Slightly disagree (-1)	68 6%	54 6%	32 6%	22 5%	14 6%	14 6%	- -	46 7%	8 7%	35 4%	- -	68 6%	8 6%
Strongly disagree (-2)	110 9%	88 9%	37 7%	51 11%	22 9%	20 9%	2 8%	64 10%	9 8%	73 9%	- -	110 9%	9 7%
NET: Disagree	177 15%	141 15%	69 14%	73 15%	36 14%	34 15%	2 8%	110 17%	17 14%	108 13%	- -	177 15%	17 13%
Not applicable	364 30%	281 29%	143 29%	137 29%	84 34%	71 32%	13 47%	48 7%	78 66%	338 41%	5 46%	364 30%	82 64%
Mean	0.31	0.32	0.37	0.27	0.29	0.27	0.50	0.49	-0.28	0.20	0.71	0.31	-0.16
Standard deviation	1.20	1.19	1.16	1.22	1.22	1.21	1.30	1.18	1.23	1.21	0.50	1.20	1.21
Standard error	0.04	0.05	0.06	0.07	0.10	0.10	0.33	0.05	0.20	0.05	0.22	0.04	0.18

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 32

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148	500
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521
NET: Agree	558 46%	217 42%	341 48%	65 42%	112 48%	86 42%	102 47%	82 46%	111 48%	163 50%	141 44%	104 45%	150 44%	48 45%	29 49%	79 54%	52 47%	51 52%	31 35%	34 56%	52 42%	62 43%	71 41%	49 45%	66 43%	242 46%
Strongly agree (+2)	186 15%	71 14%	115 16%	25 16%	47 20%	26 12%	27 12%	22 12%	39 17%	58 18%	34 11%	33 14%	60 18%	19 17%	15 26%	20 14%	21 19%	16 16%	11 12%	14 23%	10 8%	25 17%	17 10%	19 17%	13 9%	82 16%
Slightly agree (+1)	372 31%	147 29%	226 32%	40 26%	65 28%	61 29%	75 34%	60 34%	72 31%	105 32%	107 33%	71 30%	89 26%	30 28%	14 24%	59 41%	31 28%	35 35%	20 23%	20 33%	43 34%	37 25%	54 31%	30 28%	53 34%	160 31%
Neither agree nor disagree (0)	291 24%	129 25%	162 23%	38 25%	64 28%	58 28%	53 24%	37 20%	40 18%	69 21%	85 26%	55 24%	82 24%	31 29%	9 15%	28 19%	21 19%	17 17%	35 39%	14 22%	33 26%	44 30%	42 24%	18 17%	47 31%	123 24%
Slightly disagree (-1)	84 7%	33 6%	51 7%	15 10%	11 5%	13 6%	13 6%	18 10%	14 6%	20 6%	32 10%	10 4%	23 7%	5 5%	7 12%	11 7%	11 10%	7 7%	7 8%	2 4%	5 4%	9 6%	13 8%	6 6%	13 8%	42 8%
Strongly disagree (-2)	120 10%	49 10%	72 10%	9 6%	22 9%	17 8%	30 14%	20 11%	23 10%	30 9%	24 7%	27 12%	39 12%	8 7%	5 8%	11 8%	8 7%	16 16%	10 11%	3 5%	12 10%	12 8%	19 11%	17 16%	11 7%	44 8%
NET: Disagree	204 17%	82 16%	123 17%	23 15%	32 14%	30 15%	43 20%	38 21%	37 16%	50 15%	55 17%	37 16%	62 18%	13 12%	12 20%	22 15%	20 18%	24 24%	17 19%	5 8%	17 14%	20 14%	32 19%	24 22%	24 15%	86 16%
Not applicable	166 14%	83 16%	83 12%	26 17%	24 10%	33 16%	20 9%	22 12%	42 18%	44 13%	41 13%	37 16%	45 13%	15 14%	9 16%	16 11%	17 16%	8 8%	6 7%	8 14%	22 18%	19 13%	27 16%	18 17%	17 11%	70 14%
Mean	0.40	0.37	0.42	0.45	0.51	0.37	0.28	0.29	0.48	0.50	0.34	0.37	0.37	0.50	0.56	0.51	0.49	0.30	0.19	0.76	0.32	0.43	0.25	0.29	0.33	0.43
Standard deviation	1.20	1.18	1.21	1.14	1.20	1.13	1.24	1.22	1.24	1.20	1.10	1.23	1.27	1.13	1.32	1.12	1.22	1.34	1.14	1.07	1.11	1.16	1.18	1.39	1.04	1.18
Standard error	0.04	0.06	0.05	0.10	0.09	0.08	0.08	0.09	0.09	0.07	0.06	0.10	0.07	0.11	0.18	0.10	0.12	0.14	0.13	0.14	0.11	0.11	0.10	0.15	0.09	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 32

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them talk about their mental health has changed my opinions on the kind of people who can develop a mental health problem

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	558 46%	447 46%	228 46%	219 46%	111 44%	101 46%	10 35%	308 46%	55 46%	378 46%	5 54%	558 46%	60 47%
Strongly agree (+2)	186 15%	150 15%	91 18%	59 12%	36 14%	34 15%	2 6%	113 17%	19 16%	128 16%	1 13%	186 15%	20 16%
Slightly agree (+1)	372 31%	297 31%	137 28%	161 34%	75 30%	67 30%	8 29%	195 29%	35 30%	250 30%	4 41%	372 31%	40 31%
Neither agree nor disagree (0)	291 24%	237 24%	121 24%	116 24%	54 22%	49 22%	5 19%	178 27%	18 15%	175 21%	1 7%	291 24%	19 15%
Slightly disagree (-1)	84 7%	66 7%	34 7%	32 7%	18 7%	17 8%	1 2%	58 9%	8 6%	49 6%	-	84 7%	8 6%
Strongly disagree (-2)	120 10%	96 10%	47 9%	49 10%	25 10%	22 10%	3 10%	79 12%	10 9%	76 9%	-	120 10%	10 8%
NET: Disagree	204 17%	162 17%	81 16%	81 17%	43 17%	39 18%	3 12%	137 21%	18 15%	126 15%	-	204 17%	18 14%
Not applicable	166 14%	124 13%	66 13%	58 12%	42 17%	33 15%	10 34%	44 7%	28 24%	143 17%	4 39%	166 14%	32 25%
Mean	0.40	0.40	0.44	0.36	0.38	0.39	0.30	0.33	0.51	0.45	1.11	0.40	0.55
Standard deviation	1.20	1.20	1.22	1.17	1.22	1.22	1.20	1.24	1.24	1.20	0.61	1.20	1.21
Standard error	0.04	0.04	0.06	0.06	0.09	0.09	0.27	0.05	0.13	0.05	0.25	0.04	0.12

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 33

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to donate to a charity

Base: All respondents with any experience of mental health problem

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
	Unweighted base	1234	519	715	157	181	222	232	188	254	361	333	192	348	127	61	148	118	103	88	67	128	126	165	103	148
Weighted base	1220	511	708	152	233	207	218	179	230	326	322	233	338	107	58	144	110	99	89	61	124	145	173	108	155	521
NET: Agree	194 16%	87 17%	108 15%	32 21%	43 19%	26 12%	33 15%	21 12%	40 17%	64 19%	47 15%	33 14%	51 15%	16 15%	10 17%	20 14%	21 19%	15 15%	11 12%	10 16%	18 14%	31 22%	26 15%	15 13%	24 15%	91 17%
Strongly agree (+2)	42 3%	21 4%	20 3%	6 4%	10 4%	6 3%	9 4%	1 *	9 4%	10 3%	10 3%	9 4%	13 4%	4 4%	2 4%	4 3%	8 8%	4 4%	3 3%	3 4%	1 1%	4 3%	4 3%	2 2%	2 1%	24 5%
Slightly agree (+1)	153 13%	66 13%	87 12%	26 17%	34 14%	19 9%	24 11%	20 11%	30 13%	54 17%	37 11%	24 10%	38 11%	12 11%	8 13%	16 11%	13 12%	11 11%	8 9%	7 12%	17 13%	27 19%	22 13%	12 11%	22 14%	66 13%
Neither agree nor disagree (0)	416 34%	156 31%	260 37%	56 37%	86 37%	64 31%	82 37%	60 33%	69 30%	90 27%	126 39%	82 35%	119 35%	37 34%	21 36%	48 33%	40 36%	29 29%	30 34%	27 44%	43 35%	48 33%	67 39%	26 24%	55 36%	177 34%
Slightly disagree (-1)	185 15%	77 15%	107 15%	30 20%	38 16%	27 13%	34 15%	25 14%	30 13%	59 18%	49 15%	28 12%	48 14%	20 19%	6 11%	22 16%	13 12%	16 16%	11 13%	7 11%	18 14%	28 19%	24 14%	18 17%	19 12%	87 17%
Strongly disagree (-2)	228 19%	96 19%	132 19%	10 7%	38 16%	53 25%	41 19%	44 25%	42 18%	63 19%	56 17%	46 20%	63 19%	18 17%	9 15%	32 22%	12 11%	28 28%	28 31%	8 13%	19 15%	15 10%	31 18%	30 28%	33 21%	89 17%
NET: Disagree	413 34%	174 34%	239 34%	40 26%	76 33%	80 39%	75 34%	69 39%	72 31%	122 37%	105 33%	74 32%	111 33%	38 36%	15 26%	54 38%	25 23%	44 44%	39 44%	15 24%	37 30%	43 30%	54 31%	49 45%	51 33%	176 34%
Not applicable	196 16%	95 18%	102 14%	25 16%	27 12%	37 18%	29 13%	29 16%	49 21%	51 16%	45 14%	43 19%	57 17%	16 15%	12 21%	21 15%	23 21%	12 12%	9 10%	10 16%	26 21%	23 16%	25 15%	19 18%	24 15%	78 15%
Mean	-0.40	-0.39	-0.40	-0.10	-0.30	-0.59	-0.39	-0.61	-0.36	-0.41	-0.38	-0.41	-0.40	-0.39	-0.25	-0.50	-0.09	-0.60	-0.65	-0.20	-0.37	-0.18	-0.37	-0.69	-0.45	-0.34
Standard deviation	1.11	1.15	1.08	0.97	1.09	1.15	1.10	1.07	1.16	1.14	1.06	1.13	1.11	1.09	1.11	1.12	1.12	1.18	1.17	1.04	1.03	1.03	1.06	1.16	1.09	1.12
Standard error	0.03	0.06	0.04	0.09	0.09	0.09	0.08	0.09	0.08	0.07	0.06	0.09	0.07	0.10	0.16	0.10	0.12	0.12	0.13	0.14	0.10	0.10	0.09	0.13	0.10	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 33

Q.4 Thinking about the celebrities you have heard talk about their mental health, to what extent do you agree or disagree with each of the following statements?

Hearing them speak out has inspired me to donate to a charity

Base: All respondents with any experience of mental health problem

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1234	988	512	476	246	217	29	669	121	839	9	1234	130
Weighted base	1220	970	496	474	249	221	28	667	118	822	10	1220	128
NET: Agree	194 16%	157 16%	103 21%	55 12%	37 15%	33 15%	4 14%	112 17%	16 14%	132 16%	- -	194 16%	16 13%
Strongly agree	(+2) 42 3%	35 4%	23 5%	12 3%	7 3%	7 3%	- -	24 4%	3 3%	22 3%	- -	42 3%	3 3%
Slightly agree	(+1) 153 13%	123 13%	80 16%	43 9%	30 12%	26 12%	4 14%	87 13%	13 11%	110 13%	- -	153 13%	13 10%
Neither agree nor disagree	(0) 416 34%	329 34%	152 31%	177 37%	87 35%	83 37%	4 15%	236 35%	31 26%	272 33%	3 32%	416 34%	34 27%
Slightly disagree	(-1) 185 15%	151 16%	79 16%	72 15%	33 13%	31 14%	2 7%	114 17%	20 17%	120 15%	1 7%	185 15%	20 16%
Strongly disagree	(-2) 228 19%	182 19%	79 16%	103 22%	46 18%	37 17%	9 34%	150 23%	19 16%	134 16%	2 22%	228 19%	22 17%
NET: Disagree	413 34%	334 34%	158 32%	175 37%	80 32%	68 31%	11 41%	264 40%	39 33%	254 31%	3 29%	413 34%	42 33%
Not applicable	196 16%	150 15%	83 17%	67 14%	46 18%	38 17%	8 30%	56 8%	32 27%	164 20%	4 39%	196 16%	36 28%
Mean	-0.40	-0.39	-0.27	-0.52	-0.40	-0.35	-0.86	-0.46	-0.45	-0.35	-0.84	-0.40	-0.47
Standard deviation	1.11	1.11	1.14	1.07	1.09	1.07	1.25	1.12	1.11	1.08	1.02	1.11	1.11
Standard error	0.03	0.04	0.06	0.05	0.08	0.08	0.28	0.05	0.12	0.04	0.42	0.03	0.11

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 34

Q.5 Have you seen a soap or drama on TV, online or box set in the last year that included a character with a mental health problem?

Base: All respondents

	Gender		Age					Social Grade				Region								Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Yes	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
	40%	31%	48%	44%	46%	42%	35%	39%	36%	35%	39%	42%	44%	41%	47%	39%	38%	47%	39%	41%	43%	37%	38%	35%	36%	39%
No	881	521	360	90	123	139	176	135	217	275	243	176	186	76	35	100	71	64	72	45	86	131	115	85	111	399
	43%	52%	34%	38%	35%	42%	49%	46%	48%	50%	44%	40%	37%	43%	41%	43%	41%	35%	48%	44%	43%	49%	40%	48%	44%	44%
Not sure	343	163	179	43	68	54	59	43	76	80	92	80	91	29	10	42	36	32	19	16	27	38	61	31	51	150
	17%	16%	17%	18%	19%	16%	16%	15%	17%	15%	17%	18%	18%	16%	12%	18%	21%	18%	13%	15%	14%	14%	21%	18%	20%	17%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 34

Q.5 Have you seen a soap or drama on TV, online or box set in the last year that included a character with a mental health problem?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Yes	814 40%	626 39%	312 37%	314 41%	188 45%	174 45%	14 38%	325 49%	158 35%	396 48%	135 26%	588 48%	254 30%
No	881 43%	718 44%	391 46%	327 42%	163 39%	143 37%	20 52%	246 37%	210 47%	285 35%	289 56%	442 36%	450 52%
Not sure	343 17%	272 17%	143 17%	129 17%	71 17%	67 17%	4 11%	97 15%	77 17%	140 17%	95 18%	190 16%	155 18%

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Absolutes/col percents

Table 35

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Summary Table

Base: All respondents who have seen a character with a mental health problem on TV

		Statements					
		Characters with mental health problems are often violent	Characters with mental health problems are often victims	Characters with mental health problems are often likable	Characters with mental health problems often pose a risk to others	Characters with mental health problems are often a genius	Characters with mental health problems often experience discrimination due to their mental health
Unweighted base		802	802	802	802	802	802
Weighted base		814	814	814	814	814	814
NET: Agree		371 46%	557 68%	464 57%	402 49%	252 31%	587 72%
Strongly agree	(+2)	54 7%	121 15%	116 14%	72 9%	50 6%	209 26%
Slightly agree	(+1)	318 39%	436 53%	347 43%	330 41%	201 25%	378 46%
Neither agree nor disagree	(0)	220 27%	183 22%	247 30%	246 30%	362 45%	184 23%
Slightly disagree	(-1)	147 18%	61 7%	92 11%	124 15%	140 17%	33 4%
Strongly disagree	(-2)	76 9%	14 2%	11 1%	41 5%	61 7%	10 1%
NET: Disagree		223 27%	75 9%	103 13%	166 20%	200 25%	43 5%
Mean		0.15	0.72	0.57	0.33	0.05	0.91
Standard deviation		1.09	0.87	0.92	1.00	0.98	0.86
Standard error		0.04	0.03	0.03	0.04	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 36

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often violent

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	371	152	220	47	90	65	46	47	77	88	96	95	92	28	22	36	35	39	28	20	36	41	56	32	37	162	
	46%	49%	43%	46%	55%	46%	36%	40%	47%	45%	45%	51%	42%	38%	54%	39%	53%	45%	48%	46%	42%	41%	52%	51%	41%	46%	
Strongly agree	(+2)	54	26	27	8	18	8	5	6	8	14	11	11	19	6	3	11	3	4	5	4	5	7	4	3	5	22
	7%	9%	5%	8%	11%	6%	4%	5%	5%	7%	5%	6%	8%	8%	8%	11%	5%	5%	8%	8%	6%	7%	3%	4%	6%	6%	
Slightly agree	(+1)	318	125	193	39	71	57	41	41	69	74	86	84	74	22	18	26	31	34	23	16	30	34	53	29	32	140
	39%	41%	38%	38%	44%	40%	32%	35%	42%	38%	40%	45%	34%	31%	46%	28%	48%	40%	40%	37%	36%	34%	48%	46%	35%	40%	
Neither agree nor disagree	(0)	220	84	136	32	36	32	33	39	48	47	60	49	63	18	10	29	9	19	17	11	31	29	31	17	27	96
	27%	27%	27%	31%	22%	23%	26%	34%	29%	25%	28%	26%	29%	25%	24%	31%	14%	22%	29%	25%	37%	29%	28%	28%	29%	27%	
Slightly disagree	(-1)	147	49	98	13	23	31	31	26	23	38	39	31	40	21	5	11	13	22	12	8	16	22	14	3	20	67
	18%	16%	19%	12%	14%	22%	25%	22%	14%	20%	18%	16%	18%	28%	12%	12%	19%	25%	20%	19%	19%	22%	13%	5%	22%	19%	
Strongly disagree	(-2)	76	23	53	12	13	13	18	4	16	20	18	14	24	6	4	16	9	7	2	4	2	8	8	10	7	27
	9%	8%	10%	11%	8%	9%	14%	4%	10%	11%	9%	7%	11%	8%	11%	17%	13%	8%	3%	10%	2%	8%	7%	16%	8%	8%	
NET: Disagree	223	73	150	24	36	44	49	30	39	58	57	44	64	27	9	27	21	29	14	12	18	30	22	14	27	94	
	27%	24%	30%	24%	22%	31%	38%	26%	24%	30%	27%	23%	29%	37%	23%	30%	33%	33%	23%	29%	21%	30%	20%	22%	30%	27%	
Mean	0.15	0.27	0.09	0.18	0.36	0.11	-0.13	0.16	0.19	0.12	0.15	0.26	0.11	0.01	0.28	0.04	0.12	0.08	0.29	0.15	0.25	0.10	0.27	0.17	0.10	0.18	
Standard deviation	1.09	1.07	1.09	1.12	1.11	1.11	1.12	0.96	1.06	1.13	1.05	1.03	1.13	1.12	1.13	1.25	1.19	1.09	0.99	1.14	0.91	1.07	0.98	1.16	1.05	1.06	
Standard error	0.04	0.06	0.05	0.11	0.10	0.09	0.09	0.09	0.08	0.08	0.07	0.08	0.08	0.12	0.17	0.13	0.14	0.12	0.13	0.18	0.10	0.12	0.10	0.15	0.11	0.06	

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Absolutes/col percents

Table 36

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often violent

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	371 46%	281 45%	138 44%	143 46%	90 48%	85 49%	6 39%	142 44%	74 47%	183 46%	63 47%	263 45%	121 48%
Strongly agree (+2)	54 7%	44 7%	23 7%	22 7%	9 5%	9 5%	- -	24 7%	5 3%	26 7%	6 4%	41 7%	10 4%
Slightly agree (+1)	318 39%	237 38%	115 37%	122 39%	81 43%	75 43%	6 39%	118 36%	69 44%	157 40%	57 42%	222 38%	111 44%
Neither agree nor disagree (0)	220 27%	164 26%	84 27%	80 26%	56 30%	53 31%	2 17%	84 26%	44 28%	98 25%	36 27%	154 26%	67 26%
Slightly disagree (-1)	147 18%	117 19%	57 18%	60 19%	30 16%	24 14%	6 44%	65 20%	28 17%	74 19%	24 18%	112 19%	46 18%
Strongly disagree (-2)	76 9%	64 10%	33 11%	31 10%	12 6%	12 7%	- -	33 10%	12 7%	41 10%	12 9%	59 10%	21 8%
NET: Disagree	223 27%	181 29%	90 29%	90 29%	42 22%	36 21%	6 44%	98 30%	39 25%	115 29%	36 27%	171 29%	67 26%
Mean	0.15	0.13	0.12	0.14	0.24	0.27	-0.04	0.11	0.18	0.13	0.16	0.13	0.17
Standard deviation	1.09	1.11	1.12	1.11	0.99	1.00	0.94	1.12	1.01	1.12	1.05	1.11	1.04
Standard error	0.04	0.04	0.06	0.06	0.07	0.08	0.25	0.06	0.08	0.06	0.09	0.05	0.07

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Absolutes/col percents

Table 37

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often victims

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	557	218	339	65	114	93	80	82	122	136	144	129	147	55	25	59	45	54	37	36	48	80	76	41	59	231	
	68%	71%	67%	63%	70%	66%	63%	71%	75%	71%	68%	69%	67%	76%	61%	64%	69%	62%	63%	85%	57%	80%	70%	66%	65%	66%	
Strongly agree	(+2)	121	53	68	14	30	21	11	19	26	31	31	28	11	4	15	13	9	12	9	10	17	13	8	8	51	
		15%	17%	13%	14%	18%	15%	9%	16%	16%	16%	14%	17%	13%	15%	11%	17%	20%	11%	21%	20%	12%	17%	12%	13%	9%	15%
Slightly agree	(+1)	436	164	271	51	84	72	69	64	96	105	113	98	119	44	20	44	32	45	25	28	38	63	63	33	51	179
		53%	53%	54%	49%	52%	51%	54%	55%	58%	54%	53%	52%	54%	61%	51%	48%	49%	52%	42%	65%	45%	64%	58%	53%	56%	51%
Neither agree nor disagree	(0)	183	61	122	29	29	30	32	28	34	40	42	44	57	11	9	20	12	24	14	4	32	14	26	17	24	78
		22%	20%	24%	28%	18%	21%	25%	24%	21%	20%	20%	23%	26%	15%	23%	21%	18%	28%	25%	9%	38%	14%	24%	27%	26%	22%
Slightly disagree	(-1)	61	25	35	7	15	16	12	5	6	13	24	14	10	3	3	8	8	8	7	3	5	4	7	5	7	38
		7%	8%	7%	6%	9%	11%	9%	5%	4%	7%	11%	8%	4%	4%	8%	9%	12%	10%	12%	6%	6%	4%	6%	7%	8%	11%
Strongly disagree	(-2)	14	4	10	3	4	2	5	-	1	4	3	1	6	4	3	5	1	-	-	-	-	2	-	-	1	5
		2%	1%	2%	2%	3%	2%	4%	-	*	2%	1%	1%	3%	6%	7%	5%	1%	-	-	-	-	2%	-	-	1%	1%
NET: Disagree		75	30	45	9	19	18	16	5	7	17	27	15	15	7	6	13	9	8	7	3	5	6	7	5	8	43
		9%	10%	9%	9%	11%	13%	13%	5%	4%	9%	13%	8%	7%	9%	15%	14%	13%	10%	12%	6%	6%	6%	6%	7%	9%	12%
Mean		0.72	0.77	0.70	0.65	0.75	0.66	0.55	0.82	0.86	0.76	0.68	0.77	0.70	0.76	0.49	0.61	0.74	0.63	0.72	0.98	0.63	0.90	0.75	0.72	0.64	0.66
Standard deviation		0.87	0.88	0.86	0.88	0.95	0.92	0.91	0.75	0.74	0.88	0.91	0.84	0.84	0.95	1.04	1.04	0.95	0.80	0.94	0.75	0.77	0.79	0.74	0.78	0.79	0.91
Standard error		0.03	0.05	0.04	0.09	0.09	0.08	0.08	0.07	0.06	0.06	0.06	0.07	0.06	0.10	0.16	0.11	0.11	0.09	0.13	0.11	0.08	0.09	0.07	0.10	0.08	0.05

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Absolutes/col percents

Table 37

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often victims

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	557 68%	435 69%	213 68%	222 71%	122 65%	113 65%	9 61%	229 70%	119 75%	270 68%	90 67%	401 68%	179 70%
Strongly agree (+2)	121 15%	95 15%	46 15%	48 15%	26 14%	26 15%	- -	52 16%	22 14%	61 15%	12 9%	93 16%	29 12%
Slightly agree (+1)	436 53%	340 54%	166 53%	174 55%	96 51%	87 50%	9 61%	176 54%	97 61%	210 53%	78 58%	308 52%	149 59%
Neither agree nor disagree (0)	183 22%	131 21%	68 22%	63 20%	52 28%	48 28%	4 29%	56 17%	32 20%	88 22%	35 26%	124 21%	59 23%
Slightly disagree (-1)	61 7%	51 8%	25 8%	25 8%	10 5%	8 5%	1 10%	30 9%	6 4%	31 8%	9 6%	49 8%	15 6%
Strongly disagree (-2)	14 2%	10 2%	6 2%	4 1%	4 2%	4 3%	- -	9 3%	1 1%	8 2%	1 1%	13 2%	2 1%
NET: Disagree	75 9%	60 10%	31 10%	29 9%	14 8%	13 7%	1 10%	40 12%	8 5%	38 10%	9 7%	63 11%	17 7%
Mean	0.72	0.73	0.71	0.76	0.69	0.70	0.51	0.72	0.83	0.72	0.68	0.71	0.74
Standard deviation	0.87	0.87	0.88	0.86	0.86	0.88	0.70	0.94	0.74	0.88	0.75	0.91	0.77
Standard error	0.03	0.03	0.05	0.05	0.06	0.07	0.19	0.05	0.06	0.04	0.06	0.04	0.05

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Absolutes/col percents

Table 38

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often likable

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	464	162	302	39	87	89	60	70	118	114	114	109	126	47	21	54	42	51	30	28	47	55	50	39	45	197	
	57%	53%	60%	38%	54%	63%	47%	60%	72%	59%	54%	58%	58%	65%	53%	58%	64%	59%	51%	65%	56%	55%	46%	62%	49%	56%	
Strongly agree	(+2)	116	34	83	10	17	22	13	15	40	34	22	27	33	8	4	19	8	10	9	11	10	17	14	6	11	43
		14%	11%	16%	9%	10%	15%	10%	13%	24%	18%	10%	14%	15%	11%	11%	20%	12%	12%	16%	26%	11%	17%	13%	10%	12%	12%
Slightly agree	(+1)	347	129	219	30	70	67	47	55	79	80	92	82	93	39	17	35	34	41	21	17	37	38	36	32	33	155
		43%	42%	43%	29%	43%	47%	37%	47%	48%	41%	43%	44%	42%	54%	42%	38%	51%	47%	35%	39%	44%	38%	33%	52%	36%	44%
Neither agree nor disagree	(0)	247	106	141	47	45	33	54	35	32	56	67	51	74	16	12	27	15	25	19	8	26	34	49	17	31	110
		30%	34%	28%	46%	28%	23%	42%	30%	20%	29%	31%	27%	34%	23%	30%	29%	23%	29%	32%	18%	30%	34%	45%	28%	34%	31%
Slightly disagree	(-1)	92	37	55	14	27	18	10	10	13	21	27	27	18	7	6	11	9	10	10	8	9	11	8	4	15	37
		11%	12%	11%	14%	17%	13%	8%	8%	8%	11%	13%	14%	8%	10%	16%	12%	13%	11%	17%	18%	11%	11%	7%	6%	16%	10%
Strongly disagree	(-2)	11	4	7	2	3	2	3	1	-	3	6	1	2	2	1	1	-	1	-	-	3	-	2	2	1	7
		1%	1%	1%	2%	2%	1%	2%	1%	-	2%	3%	1%	1%	3%	1%	1%	-	1%	-	-	3%	-	2%	4%	1%	2%
NET: Disagree		103	41	63	16	30	20	14	11	13	24	33	28	19	9	7	12	9	10	10	8	12	11	10	6	16	44
		13%	13%	12%	16%	18%	14%	11%	9%	8%	12%	15%	15%	9%	12%	17%	13%	13%	12%	17%	18%	14%	11%	9%	10%	18%	12%
Mean		0.57	0.49	0.62	0.29	0.44	0.63	0.44	0.63	0.89	0.63	0.46	0.57	0.63	0.61	0.45	0.65	0.63	0.58	0.49	0.72	0.50	0.61	0.48	0.59	0.43	0.54
Standard deviation		0.92	0.88	0.93	0.90	0.94	0.94	0.88	0.85	0.87	0.95	0.93	0.93	0.86	0.91	0.94	0.97	0.87	0.87	0.96	1.05	0.95	0.90	0.88	0.90	0.95	0.91
Standard error		0.03	0.05	0.04	0.09	0.09	0.08	0.07	0.08	0.07	0.07	0.06	0.08	0.06	0.10	0.14	0.10	0.10	0.09	0.13	0.16	0.10	0.10	0.09	0.12	0.10	0.05

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Absolutes/col percents

Table 38

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often likable

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	464 57%	363 58%	182 58%	180 57%	101 54%	89 51%	13 87%	179 55%	104 66%	229 58%	77 57%	336 57%	156 61%
Strongly agree (+2)	116 14%	95 15%	53 17%	42 13%	21 11%	21 12%	- -	46 14%	23 15%	59 15%	17 12%	85 15%	37 14%
Slightly agree (+1)	347 43%	268 43%	129 41%	139 44%	80 42%	67 39%	13 87%	132 41%	80 51%	171 43%	60 44%	250 43%	120 47%
Neither agree nor disagree (0)	247 30%	188 30%	95 30%	93 30%	59 31%	58 33%	1 8%	93 29%	39 24%	112 28%	45 34%	170 29%	72 28%
Slightly disagree (-1)	92 11%	66 11%	30 10%	36 11%	26 14%	26 15%	1 5%	47 14%	15 9%	49 12%	12 9%	72 12%	24 10%
Strongly disagree (-2)	11 1%	9 2%	5 2%	5 1%	2 1%	2 1%	- -	6 2%	1 *	6 2%	1 1%	10 2%	2 1%
NET: Disagree	103 13%	75 12%	35 11%	40 13%	28 15%	27 16%	1 5%	53 16%	16 10%	55 14%	13 10%	82 14%	26 10%
Mean	0.57	0.60	0.63	0.56	0.49	0.46	0.82	0.51	0.70	0.57	0.59	0.56	0.65
Standard deviation	0.92	0.92	0.93	0.91	0.90	0.92	0.52	0.97	0.85	0.94	0.85	0.94	0.87
Standard error	0.03	0.04	0.05	0.05	0.07	0.07	0.14	0.05	0.07	0.05	0.07	0.04	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 39

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems often pose a risk to others

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	402	158	244	46	95	68	57	51	85	91	105	107	100	35	27	35	32	47	33	26	34	47	51	36	47	174
	49%	51%	48%	44%	59%	48%	45%	44%	52%	47%	49%	57%	46%	48%	66%	38%	50%	54%	57%	60%	40%	47%	47%	57%	51%	49%
Strongly agree	(+2)	72	30	42	8	23	11	4	9	17	12	21	20	10	5	7	6	11	7	5	5	7	8	3	8	30
		9%	10%	8%	8%	14%	8%	3%	8%	10%	6%	10%	10%	9%	14%	13%	7%	9%	12%	11%	11%	6%	7%	7%	4%	8%
Slightly agree	(+1)	330	128	202	38	72	57	53	42	68	79	84	87	80	25	21	28	27	37	27	21	29	40	43	33	144
		41%	41%	40%	37%	44%	41%	42%	36%	42%	41%	39%	46%	36%	34%	53%	31%	41%	42%	45%	48%	34%	40%	53%	43%	41%
Neither agree nor disagree	(0)	246	100	146	37	43	39	42	36	48	61	64	52	69	20	9	31	16	19	14	8	35	34	43	19	110
		30%	32%	29%	36%	27%	28%	33%	31%	30%	32%	30%	28%	31%	27%	21%	33%	24%	22%	24%	20%	41%	34%	39%	30%	26%
Slightly disagree	(-1)	124	39	85	16	20	23	18	25	23	32	35	26	31	14	2	18	15	12	9	6	14	18	11	5	20
		15%	13%	17%	15%	12%	16%	14%	22%	14%	17%	17%	14%	14%	20%	5%	20%	23%	14%	16%	14%	17%	18%	10%	8%	22%
Strongly disagree	(-2)	41	11	30	4	4	11	11	3	8	10	10	3	19	4	3	8	2	8	2	3	2	1	4	3	1
		5%	4%	6%	4%	2%	8%	8%	3%	5%	5%	4%	2%	9%	5%	8%	9%	3%	9%	4%	7%	2%	1%	4%	5%	1%
NET: Disagree		166	50	115	20	24	34	29	29	30	42	45	29	50	18	5	27	17	20	12	9	16	19	15	8	21
		20%	16%	23%	20%	15%	24%	22%	25%	19%	22%	21%	16%	23%	25%	13%	29%	26%	24%	20%	21%	19%	19%	14%	13%	23%
Mean		0.33	0.41	0.28	0.28	0.56	0.24	0.17	0.25	0.39	0.26	0.33	0.50	0.24	0.32	0.59	0.07	0.29	0.34	0.45	0.43	0.24	0.34	0.36	0.44	0.36
Standard deviation		1.00	0.95	1.03	0.96	0.96	1.07	1.00	0.98	1.00	0.98	1.01	0.92	1.08	1.10	1.05	1.08	1.03	1.15	1.02	1.09	0.88	0.89	0.90	0.89	0.95
Standard error		0.04	0.05	0.05	0.10	0.09	0.09	0.08	0.09	0.08	0.07	0.07	0.07	0.07	0.12	0.16	0.11	0.12	0.12	0.14	0.17	0.09	0.10	0.09	0.11	0.10

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 39

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems often pose a risk to others

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	402 49%	310 49%	160 51%	150 48%	93 49%	86 49%	7 48%	151 47%	81 51%	206 52%	65 48%	295 50%	127 50%
Strongly agree (+2)	72 9%	56 9%	33 10%	23 7%	17 9%	17 10%	- -	32 10%	14 9%	34 9%	7 5%	57 10%	18 7%
Slightly agree (+1)	330 41%	254 41%	127 41%	127 40%	76 40%	69 40%	7 48%	119 37%	67 43%	172 43%	58 43%	238 41%	109 43%
Neither agree nor disagree (0)	246 30%	190 30%	88 28%	101 32%	57 30%	54 31%	3 19%	96 30%	54 34%	102 26%	55 41%	157 27%	93 36%
Slightly disagree (-1)	124 15%	91 15%	44 14%	48 15%	33 17%	28 16%	5 33%	55 17%	18 11%	67 17%	12 9%	100 17%	28 11%
Strongly disagree (-2)	41 5%	35 6%	20 6%	16 5%	6 3%	6 3%	- -	22 7%	5 3%	21 5%	2 2%	36 6%	7 3%
NET: Disagree	166 20%	127 20%	63 20%	63 20%	39 21%	34 20%	5 33%	77 24%	23 14%	88 22%	14 11%	136 23%	35 14%
Mean	0.33	0.32	0.35	0.30	0.34	0.36	0.15	0.26	0.43	0.33	0.41	0.30	0.40
Standard deviation	1.00	1.01	1.05	0.98	0.97	0.98	0.92	1.07	0.91	1.03	0.80	1.06	0.88
Standard error	0.04	0.04	0.06	0.06	0.07	0.08	0.25	0.06	0.07	0.05	0.07	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 40

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often a genius

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	252	104	148	22	44	54	26	33	73	63	59	65	64	23	11	29	20	25	12	20	26	35	34	18	28	103	
	31%	34%	29%	22%	27%	38%	20%	28%	44%	33%	28%	35%	29%	31%	26%	31%	31%	28%	20%	47%	30%	35%	31%	28%	31%	29%	
Strongly agree	(+2)	50	21	29	3	8	11	6	5	17	11	9	18	13	3	3	6	5	8	2	4	6	4	7	2	7	16
		6%	7%	6%	2%	5%	7%	5%	5%	10%	5%	4%	9%	6%	4%	6%	7%	8%	9%	4%	9%	8%	4%	6%	3%	8%	4%
Slightly agree	(+1)	201	83	119	20	35	43	20	28	56	53	50	47	51	20	8	22	15	17	10	17	19	30	27	16	21	88
		25%	27%	23%	19%	22%	31%	16%	24%	34%	27%	23%	25%	23%	28%	20%	24%	24%	19%	16%	39%	23%	31%	25%	25%	23%	25%
Neither agree nor disagree	(0)	362	137	226	50	72	48	67	61	66	86	93	81	103	27	17	35	28	35	28	14	42	49	53	32	38	161
		45%	44%	45%	48%	44%	34%	52%	52%	40%	44%	44%	43%	47%	38%	43%	38%	43%	40%	48%	33%	50%	50%	49%	52%	42%	46%
Slightly disagree	(-1)	140	47	93	23	29	27	23	21	18	29	43	31	36	16	9	16	11	23	11	6	14	12	14	6	20	64
		17%	15%	18%	22%	18%	19%	18%	18%	11%	15%	20%	17%	17%	22%	22%	17%	17%	27%	19%	14%	17%	12%	13%	9%	22%	18%
Strongly disagree	(-2)	61	22	39	8	18	13	13	2	7	15	19	11	16	6	3	12	6	4	7	2	3	3	8	6	5	24
		7%	7%	8%	8%	11%	9%	10%	1%	4%	8%	9%	6%	7%	8%	9%	13%	9%	4%	12%	6%	3%	3%	7%	10%	6%	7%
NET: Disagree		200	68	132	31	47	40	36	22	25	44	61	43	52	22	12	29	17	27	18	8	17	15	22	12	25	88
		25%	22%	26%	30%	29%	28%	28%	19%	15%	23%	29%	23%	24%	31%	31%	31%	26%	31%	31%	20%	20%	15%	20%	19%	27%	25%
Mean		0.05	0.11	0.01	-0.14	-0.08	0.08	-0.13	0.13	0.35	0.08	-0.06	0.15	0.04	-0.04	-0.07	-0.07	0.04	0.02	-0.19	0.31	0.15	0.21	0.10	0.02	0.06	0.02
Standard deviation		0.98	0.98	0.98	0.91	1.02	1.08	0.96	0.81	0.96	0.98	0.98	1.01	0.96	1.00	1.02	1.11	1.04	1.01	0.99	1.02	0.90	0.84	0.95	0.95	1.00	0.94
Standard error		0.03	0.06	0.04	0.09	0.09	0.09	0.08	0.07	0.07	0.07	0.07	0.08	0.06	0.11	0.16	0.12	0.12	0.11	0.13	0.16	0.10	0.09	0.09	0.12	0.11	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 40

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems are often a genius

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	252 31%	191 31%	110 35%	81 26%	60 32%	54 31%	7 46%	92 28%	50 32%	121 31%	53 40%	178 30%	92 36%
Strongly agree (+2)	50 6%	34 5%	23 7%	11 4%	16 9%	16 9%	1 5%	22 7%	9 6%	26 7%	5 4%	41 7%	15 6%
Slightly agree (+1)	201 25%	158 25%	87 28%	70 22%	44 23%	38 22%	6 41%	70 22%	41 26%	94 24%	48 36%	137 23%	77 30%
Neither agree nor disagree (0)	362 45%	274 44%	127 41%	146 47%	89 47%	82 47%	6 44%	149 46%	75 47%	172 43%	62 46%	255 43%	117 46%
Slightly disagree (-1)	140 17%	112 18%	54 17%	58 19%	27 14%	26 15%	1 10%	55 17%	23 15%	76 19%	14 11%	107 18%	32 13%
Strongly disagree (-2)	61 7%	49 8%	20 6%	28 9%	12 6%	12 7%	- -	29 9%	9 6%	27 7%	5 4%	47 8%	13 5%
NET: Disagree	200 25%	161 26%	74 24%	87 28%	39 21%	38 22%	1 10%	84 26%	33 21%	104 26%	19 14%	154 26%	45 18%
Mean	0.05	0.02	0.12	-0.07	0.13	0.11	0.41	0.01	0.11	0.04	0.26	0.03	0.19
Standard deviation	0.98	0.98	1.00	0.95	0.99	1.00	0.76	1.01	0.94	0.99	0.84	1.01	0.92
Standard error	0.03	0.04	0.06	0.05	0.07	0.08	0.20	0.06	0.07	0.05	0.07	0.04	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 41

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems often experience discrimination due to their mental health

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	587	216	372	67	107	103	89	90	131	137	162	131	157	58	29	65	52	57	30	35	62	77	75	47	64	238
	72%	70%	73%	65%	66%	73%	70%	77%	80%	71%	76%	69%	72%	80%	71%	71%	80%	66%	50%	81%	73%	78%	69%	75%	70%	68%
Strongly agree (+2)	209	87	122	21	45	32	33	25	52	48	49	52	58	20	7	34	20	19	9	14	15	26	30	15	28	76
	26%	28%	24%	21%	28%	22%	26%	22%	32%	25%	23%	28%	27%	28%	18%	37%	30%	21%	16%	32%	18%	26%	27%	24%	31%	22%
Slightly agree (+1)	378	129	250	45	62	72	56	64	78	89	113	78	99	38	21	31	32	39	20	21	47	51	45	32	36	162
	46%	42%	49%	44%	38%	51%	44%	56%	48%	46%	53%	42%	45%	52%	53%	34%	49%	45%	34%	49%	55%	52%	41%	52%	40%	46%
Neither agree nor disagree (0)	184	77	108	32	42	30	29	24	27	42	46	43	53	11	10	20	8	26	20	7	20	17	31	12	18	96
	23%	25%	21%	31%	26%	21%	23%	20%	16%	22%	22%	23%	24%	16%	25%	22%	13%	30%	34%	17%	23%	17%	29%	20%	20%	27%
Slightly disagree (-1)	33	15	18	3	10	7	6	2	4	12	4	10	7	2	-	5	5	3	6	1	3	3	3	3	7	14
	4%	5%	4%	3%	6%	5%	4%	2%	3%	6%	2%	6%	3%	3%	-	5%	7%	3%	11%	2%	3%	3%	3%	5%	8%	4%
Strongly disagree (-2)	10	2	8	1	2	1	4	-	2	2	2	4	3	1	2	2	-	-	3	-	-	2	-	-	2	3
	1%	1%	2%	1%	1%	1%	3%	-	1%	1%	1%	2%	1%	1%	4%	2%	-	-	5%	-	-	2%	-	-	2%	1%
NET: Disagree	43	16	27	4	12	8	9	2	6	14	5	14	10	3	2	7	5	3	9	1	3	5	3	3	9	18
	5%	5%	5%	4%	8%	6%	7%	2%	4%	7%	2%	7%	4%	4%	4%	7%	7%	3%	15%	2%	3%	5%	3%	5%	10%	5%
Mean	0.91	0.92	0.91	0.80	0.85	0.89	0.85	0.97	1.07	0.87	0.96	0.88	0.93	1.04	0.80	0.98	1.02	0.84	0.46	1.12	0.88	0.96	0.93	0.94	0.89	0.83
Standard deviation	0.86	0.87	0.86	0.84	0.95	0.83	0.95	0.72	0.84	0.90	0.76	0.94	0.86	0.81	0.89	1.01	0.86	0.80	1.04	0.74	0.74	0.87	0.82	0.80	1.00	0.84
Standard error	0.03	0.05	0.04	0.08	0.09	0.07	0.08	0.07	0.06	0.06	0.05	0.08	0.06	0.09	0.14	0.10	0.10	0.09	0.14	0.11	0.08	0.10	0.08	0.10	0.11	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 41

Q.6 Thinking about times when you have seen characters in soaps and drama with a mental health problem, how much do you agree or disagree with each of the following?

Characters with mental health problems often experience discrimination due to their mental health

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	587 72%	453 72%	224 72%	229 73%	134 71%	123 71%	11 76%	249 77%	115 73%	306 77%	85 63%	445 76%	173 68%
Strongly agree (+2)	209 26%	162 26%	81 26%	82 26%	47 25%	43 24%	4 28%	89 27%	40 25%	118 30%	28 20%	165 28%	58 23%
Slightly agree (+1)	378 46%	291 46%	143 46%	147 47%	88 47%	81 47%	7 48%	161 50%	75 47%	187 47%	58 43%	280 48%	115 45%
Neither agree nor disagree (0)	184 23%	137 22%	71 23%	66 21%	47 25%	44 25%	3 24%	55 17%	39 25%	68 17%	41 30%	111 19%	70 28%
Slightly disagree (-1)	33 4%	29 5%	12 4%	17 5%	4 2%	4 2%	- -	14 4%	2 1%	18 4%	7 5%	26 4%	8 3%
Strongly disagree (-2)	10 1%	8 1%	4 1%	3 1%	2 1%	2 1%	- -	6 2%	2 2%	5 1%	1 1%	7 1%	2 1%
NET: Disagree	43 5%	36 6%	16 5%	20 6%	7 4%	7 4%	- -	20 6%	4 3%	22 6%	9 6%	33 6%	11 4%
Mean	0.91	0.91	0.91	0.92	0.91	0.90	1.03	0.96	0.93	1.00	0.76	0.97	0.86
Standard deviation	0.86	0.87	0.87	0.87	0.84	0.84	0.75	0.88	0.83	0.87	0.87	0.86	0.84
Standard error	0.03	0.03	0.05	0.05	0.06	0.07	0.20	0.05	0.07	0.04	0.07	0.04	0.05

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 42

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

Summary Table

Base: All respondents who have seen a character with a mental health problem on TV

	Statements							
	It encouraged me to seek professional help or get support for my own mental health (e.g. from a GP, psychiatrist or counsellor)	It inspired me to start a conversation about the storyline with friends, family, colleagues	It prompted me to call a helpline following the programme	It encouraged me to contact a mental health charity to find out more information	It prompted me to contact a loved one, friend or colleague who has a mental health problem	It improved my understanding of mental health problems	It changed my opinion about the kind of people who can develop a mental health problem	It led me to talk about the storyline on social media (Twitter, Facebook, etc)
Unweighted base	802	802	802	802	802	802	802	802
Weighted base	814	814	814	814	814	814	814	814
NET: Agree	101 12%	282 35%	47 6%	80 10%	160 20%	456 56%	408 50%	103 13%
Strongly agree (+2)	32 4%	54 7%	18 2%	25 3%	35 4%	96 12%	90 11%	28 3%
Slightly agree (+1)	69 8%	228 28%	29 4%	55 7%	126 15%	360 44%	319 39%	76 9%
Neither agree nor disagree (0)	295 36%	250 31%	250 31%	254 31%	285 35%	216 26%	237 29%	243 30%
Slightly disagree (-1)	107 13%	95 12%	138 17%	139 17%	105 13%	64 8%	82 10%	125 15%
Strongly disagree (-2)	312 38%	188 23%	379 47%	342 42%	264 32%	79 10%	87 11%	343 42%
NET: Disagree	418 51%	282 35%	517 64%	480 59%	369 45%	142 17%	169 21%	468 57%
Mean	-0.73	-0.16	-1.02	-0.88	-0.54	0.41	0.30	-0.84
Standard deviation	1.17	1.25	1.06	1.13	1.21	1.10	1.13	1.17
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 43

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It encouraged me to seek professional help or get support for my own mental health (e.g. from a GP, psychiatrist or counsellor)

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	101	45	56	12	32	19	14	9	15	26	29	17	28	8	6	7	10	13	5	2	9	25	9	7	9	60	
	12%	15%	11%	12%	20%	14%	11%	8%	9%	14%	14%	9%	13%	11%	15%	8%	15%	15%	8%	6%	11%	25%	8%	11%	10%	17%	
Strongly agree	(+2)	32	13	19	1	10	8	5	1	8	9	11	5	2	2	3	1	4	1	2	3	10	3	2	2	18	
		4%	4%	4%	1%	6%	5%	4%	1%	5%	4%	4%	6%	2%	3%	4%	3%	2%	5%	2%	4%	3%	10%	3%	3%	3%	5%
Slightly agree	(+1)	69	31	38	12	23	12	8	8	7	18	21	7	23	6	4	5	9	8	4	1	6	15	6	5	7	42
		8%	10%	7%	11%	14%	8%	6%	7%	4%	9%	10%	4%	11%	8%	10%	5%	13%	9%	6%	2%	8%	15%	6%	9%	7%	12%
Neither agree nor disagree	(0)	295	114	182	51	56	53	53	35	47	68	73	65	90	21	21	37	27	24	25	15	31	24	49	23	43	131
		36%	37%	36%	50%	35%	37%	42%	30%	29%	35%	34%	35%	41%	29%	52%	41%	41%	27%	42%	34%	36%	24%	45%	36%	47%	37%
Slightly disagree	(-1)	107	38	69	17	25	20	18	23	4	29	33	19	26	9	4	12	6	16	3	7	13	16	11	10	20	46
		13%	12%	14%	17%	15%	14%	14%	19%	3%	15%	15%	10%	12%	12%	9%	13%	9%	19%	5%	16%	15%	17%	10%	17%	21%	13%
Strongly disagree	(-2)	312	112	199	22	49	50	43	50	98	70	78	87	76	35	10	36	23	34	26	19	32	35	39	22	20	115
		38%	36%	39%	22%	30%	35%	34%	43%	60%	36%	37%	46%	35%	49%	24%	39%	35%	40%	45%	45%	38%	35%	36%	36%	21%	33%
NET: Disagree		418	150	268	40	74	69	61	72	102	99	111	106	102	44	13	48	29	50	29	26	45	51	50	33	39	161
		51%	49%	53%	38%	46%	49%	48%	62%	63%	51%	52%	56%	46%	61%	33%	51%	44%	58%	50%	61%	53%	51%	46%	52%	43%	46%
Mean		-0.73	-0.66	-0.78	-0.48	-0.50	-0.65	-0.67	-0.97	-1.09	-0.69	-0.71	-0.88	-0.66	-0.96	-0.38	-0.79	-0.62	-0.78	-0.84	-0.96	-0.76	-0.52	-0.71	-0.74	-0.52	-0.56
Standard deviation		1.17	1.19	1.16	0.97	1.23	1.19	1.13	1.04	1.22	1.18	1.18	1.20	1.12	1.17	1.11	1.11	1.15	1.22	1.14	1.11	1.14	1.36	1.10	1.13	0.99	1.20
Standard error		0.04	0.07	0.05	0.10	0.11	0.10	0.10	0.10	0.09	0.08	0.08	0.10	0.07	0.13	0.17	0.12	0.14	0.13	0.15	0.17	0.12	0.15	0.11	0.14	0.11	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 43

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It encouraged me to seek professional help or get support for my own mental health (e.g. from a GP, psychiatrist or counsellor)

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	101 12%	81 13%	48 15%	33 10%	20 11%	20 12%	- -	50 15%	16 10%	41 10%	14 10%	72 12%	27 11%
Strongly agree (+2)	32 4%	23 4%	16 5%	7 2%	10 5%	10 6%	- -	9 3%	9 6%	8 2%	9 7%	14 2%	16 6%
Slightly agree (+1)	69 8%	58 9%	32 10%	26 8%	11 6%	11 6%	- -	41 13%	7 4%	33 8%	4 3%	58 10%	11 4%
Neither agree nor disagree (0)	295 36%	221 35%	107 34%	114 36%	74 39%	67 38%	7 51%	123 38%	45 29%	147 37%	50 37%	214 36%	86 34%
Slightly disagree (-1)	107 13%	86 14%	45 14%	42 13%	20 11%	18 11%	2 11%	65 20%	9 6%	52 13%	12 9%	92 16%	18 7%
Strongly disagree (-2)	312 38%	237 38%	112 36%	126 40%	74 39%	69 39%	5 38%	87 27%	88 56%	156 39%	59 44%	210 36%	123 48%
NET: Disagree	418 51%	324 52%	157 50%	167 53%	94 50%	87 50%	7 49%	152 47%	97 62%	209 53%	71 53%	302 51%	141 56%
Mean	-0.73	-0.73	-0.66	-0.81	-0.73	-0.72	-0.87	-0.55	-1.01	-0.80	-0.80	-0.72	-0.87
Standard deviation	1.17	1.17	1.21	1.12	1.19	1.20	0.97	1.10	1.24	1.11	1.24	1.12	1.25
Standard error	0.04	0.05	0.07	0.06	0.09	0.09	0.26	0.06	0.10	0.06	0.11	0.05	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 44

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It inspired me to start a conversation about the storyline with friends, family, colleagues

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	282	111	171	35	69	50	48	34	48	70	73	68	72	31	21	30	28	23	14	17	18	47	27	26	36	139
	35%	36%	34%	34%	42%	35%	37%	29%	29%	36%	34%	36%	33%	42%	53%	33%	43%	27%	23%	40%	22%	47%	24%	41%	39%	40%
Strongly agree	(+2)	54	22	32	7	15	9	11	5	9	18	9	14	3	2	5	4	4	4	4	5	14	5	4	7	26
		7%	7%	6%	7%	9%	6%	8%	4%	5%	9%	4%	8%	6%	4%	6%	6%	4%	8%	9%	6%	14%	4%	6%	8%	7%
Slightly agree	(+1)	228	89	139	28	54	41	37	29	39	52	64	59	28	19	25	24	19	9	14	13	33	22	22	28	113
		28%	29%	27%	27%	33%	29%	29%	25%	24%	27%	30%	29%	38%	48%	27%	37%	22%	16%	32%	15%	33%	20%	35%	31%	32%
Neither agree nor disagree	(0)	250	94	155	47	41	44	41	32	46	57	68	69	13	9	27	17	22	21	11	41	25	45	18	29	108
		31%	31%	31%	46%	25%	31%	32%	27%	28%	29%	32%	29%	18%	23%	30%	26%	25%	36%	25%	49%	25%	41%	29%	31%	31%
Slightly disagree	(-1)	95	35	60	13	20	18	10	19	14	25	28	12	9	4	9	7	16	7	5	10	12	10	6	14	39
		12%	11%	12%	12%	13%	13%	8%	16%	9%	13%	13%	6%	13%	12%	10%	10%	18%	12%	13%	11%	12%	9%	9%	15%	11%
Strongly disagree	(-2)	188	68	120	8	32	30	29	31	56	41	44	53	20	5	25	13	26	17	10	16	16	27	13	14	67
		23%	22%	24%	8%	20%	21%	23%	27%	34%	21%	21%	28%	22%	13%	28%	20%	30%	28%	22%	18%	16%	25%	21%	15%	19%
NET: Disagree		282	103	179	21	53	48	40	50	70	67	72	65	29	9	35	20	42	24	15	25	27	38	19	27	105
		35%	33%	35%	20%	33%	34%	31%	43%	43%	34%	34%	35%	40%	23%	38%	30%	48%	40%	35%	30%	27%	34%	30%	30%	30%
Mean		-0.16	-0.12	-0.19	0.12	-0.01	-0.14	-0.09	-0.37	-0.43	-0.11	-0.16	-0.19	-0.19	0.22	-0.27	*	-0.48	-0.37	-0.08	-0.20	0.18	-0.31	-0.04	0.03	-0.02
Standard deviation		1.25	1.25	1.25	0.99	1.28	1.23	1.27	1.24	1.32	1.27	1.19	1.32	1.23	1.32	1.14	1.28	1.24	1.26	1.31	1.11	1.27	1.18	1.25	1.18	1.22
Standard error		0.04	0.07	0.06	0.10	0.12	0.10	0.11	0.11	0.10	0.09	0.08	0.11	0.08	0.15	0.18	0.13	0.15	0.13	0.17	0.20	0.12	0.14	0.12	0.13	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 44

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It inspired me to start a conversation about the storyline with friends, family, colleagues

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	282 35%	223 36%	122 39%	101 32%	59 31%	53 30%	6 42%	124 38%	45 28%	160 40%	33 25%	226 38%	70 28%
Strongly agree (+2)	54 7%	45 7%	29 9%	16 5%	10 5%	9 5%	1 5%	22 7%	14 9%	27 7%	8 6%	39 7%	20 8%
Slightly agree (+1)	228 28%	179 29%	93 30%	85 27%	49 26%	44 25%	5 37%	103 32%	31 19%	133 33%	25 19%	187 32%	50 20%
Neither agree nor disagree (0)	250 31%	184 29%	89 29%	95 30%	66 35%	60 35%	5 38%	88 27%	49 31%	122 31%	47 35%	170 29%	81 32%
Slightly disagree (-1)	95 12%	73 12%	38 12%	36 11%	21 11%	21 12%	- -	45 14%	14 9%	42 11%	18 13%	73 13%	28 11%
Strongly disagree (-2)	188 23%	146 23%	63 20%	83 26%	42 22%	39 23%	3 20%	68 21%	51 32%	72 18%	37 28%	118 20%	75 30%
NET: Disagree	282 35%	219 35%	100 32%	119 38%	63 34%	60 35%	3 20%	113 35%	65 41%	115 29%	55 41%	192 33%	103 41%
Mean	-0.16	-0.15	-0.04	-0.27	-0.19	-0.22	0.07	-0.11	-0.36	*	-0.38	-0.08	-0.35
Standard deviation	1.25	1.26	1.26	1.26	1.20	1.20	1.21	1.24	1.35	1.20	1.24	1.23	1.30
Standard error	0.04	0.05	0.07	0.07	0.09	0.09	0.32	0.07	0.11	0.06	0.11	0.05	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 45

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It prompted me to call a helpline following the programme

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	47 6%	25 8%	23 4%	9 9%	13 8%	10 7%	6 4%	2 2%	7 5%	18 9%	12 6%	7 4%	11 5%	3 4%	6 15%	1 1%	1 2%	3 3%	1 2%	4 9%	7 8%	14 14%	3 3%	4 7%	6 7%	23 7%
Strongly agree (+2)	18 2%	7 2%	11 2%	1 1%	4 2%	3 2%	2 2%	2 1%	7 4%	4 2%	5 3%	5 3%	4 2%	2 2%	1 3%	- -	1 2%	3 3%	1 2%	1 1%	2 2%	6 6%	- -	1 2%	1 1%	9 2%
Slightly agree (+1)	29 4%	17 6%	12 2%	9 8%	9 6%	7 5%	3 2%	1 1%	1 *	14 7%	6 3%	2 1%	6 3%	1 2%	5 12%	1 1%	- -	- -	- -	3 7%	5 5%	8 8%	3 3%	3 5%	5 5%	15 4%
Neither agree nor disagree (0)	250 31%	102 33%	148 29%	40 39%	56 35%	43 30%	46 36%	31 27%	33 20%	59 30%	61 29%	58 31%	72 33%	15 21%	15 37%	28 30%	25 38%	20 24%	19 32%	11 26%	24 29%	33 33%	42 39%	17 28%	33 36%	119 34%
Slightly disagree (-1)	138 17%	47 15%	92 18%	24 24%	34 21%	29 20%	16 12%	23 20%	13 8%	33 17%	42 20%	23 12%	40 18%	10 14%	6 15%	20 22%	13 20%	16 18%	8 13%	5 11%	16 19%	19 19%	12 11%	14 22%	26 29%	64 18%
Strongly disagree (-2)	379 47%	135 44%	244 48%	29 29%	59 36%	60 42%	61 47%	60 51%	111 68%	84 43%	98 46%	100 53%	97 44%	44 61%	13 33%	43 47%	27 41%	47 55%	31 53%	24 55%	38 45%	33 34%	51 47%	27 44%	26 29%	146 41%
NET: Disagree	517 64%	182 59%	335 66%	54 52%	93 57%	89 62%	76 60%	82 71%	123 75%	117 60%	141 66%	123 66%	137 62%	55 75%	19 48%	63 69%	39 60%	63 73%	39 66%	28 66%	54 64%	52 53%	64 58%	41 66%	52 57%	209 60%
Mean	-1.02	-0.93	-1.08	-0.71	-0.84	-0.95	-1.01	-1.19	-1.34	-0.93	-1.04	-1.13	-0.99	-1.30	-0.62	-1.14	-0.98	-1.20	-1.14	-1.11	-0.98	-0.66	-1.03	-1.01	-0.78	-0.92
Standard deviation	1.06	1.10	1.03	0.99	1.06	1.06	1.05	0.95	1.08	1.09	1.05	1.05	1.03	1.01	1.16	0.90	0.98	1.03	1.03	1.11	1.08	1.20	0.99	1.04	0.97	1.07
Standard error	0.04	0.06	0.05	0.10	0.10	0.09	0.09	0.09	0.08	0.08	0.07	0.09	0.07	0.11	0.18	0.09	0.12	0.11	0.14	0.17	0.12	0.13	0.10	0.13	0.10	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 45

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It prompted me to call a helpline following the programme

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	47 6%	38 6%	27 9%	11 4%	9 5%	8 5%	1 8%	16 5%	9 6%	21 5%	10 8%	31 5%	18 7%
Strongly agree (+2)	18 2%	10 2%	7 2%	3 1%	8 4%	8 5%	- -	4 1%	7 5%	5 1%	5 3%	9 1%	10 4%
Slightly agree (+1)	29 4%	28 4%	20 6%	8 3%	1 1%	- -	1 8%	12 4%	2 1%	15 4%	6 4%	22 4%	8 3%
Neither agree nor disagree (0)	250 31%	187 30%	99 32%	88 28%	63 33%	61 35%	2 17%	94 29%	44 28%	122 31%	43 32%	173 29%	77 30%
Slightly disagree (-1)	138 17%	108 17%	51 16%	57 18%	31 16%	27 15%	4 26%	85 26%	13 8%	69 17%	13 9%	119 20%	23 9%
Strongly disagree (-2)	379 47%	294 47%	135 43%	159 51%	85 45%	78 45%	7 49%	129 40%	92 58%	185 47%	68 51%	266 45%	136 54%
NET: Disagree	517 64%	402 64%	186 60%	215 69%	116 61%	105 60%	11 75%	215 66%	105 67%	254 64%	81 60%	384 65%	160 63%
Mean	-1.02	-1.04	-0.92	-1.15	-0.97	-0.96	-1.17	-1.00	-1.14	-1.04	-1.00	-1.04	-1.06
Standard deviation	1.06	1.04	1.10	0.98	1.10	1.11	1.01	0.98	1.14	1.03	1.15	1.01	1.14
Standard error	0.04	0.04	0.06	0.05	0.08	0.09	0.27	0.05	0.09	0.05	0.10	0.04	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 46

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It encouraged me to contact a mental health charity to find out more information

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	80 10%	43 14%	37 7%	18 18%	22 13%	17 12%	8 6%	5 4%	10 6%	25 13%	23 11%	19 10%	13 6%	5 7%	11 26%	2 2%	5 8%	7 8%	3 5%	4 9%	7 8%	21 21%	8 8%	7 11%	13 15%	41 12%
Strongly agree (+2)	25 3%	14 4%	12 2%	5 5%	6 4%	6 4%	2 2%	- -	6 4%	10 5%	4 2%	7 4%	4 2%	3 4%	1 2%	- -	1 2%	1 1%	1 2%	3 6%	4 4%	9 9%	1 1%	2 3%	3 4%	12 3%
Slightly agree (+1)	55 7%	30 10%	25 5%	13 13%	16 10%	11 8%	6 4%	5 4%	5 3%	15 8%	18 9%	12 7%	10 4%	2 3%	10 24%	2 2%	4 6%	6 7%	2 3%	1 3%	3 4%	12 13%	8 7%	5 8%	10 11%	30 8%
Neither agree nor disagree (0)	254 31%	104 34%	149 30%	43 42%	49 30%	45 31%	50 39%	33 28%	34 21%	56 29%	65 31%	59 31%	74 34%	15 21%	14 36%	28 31%	26 40%	23 27%	16 27%	10 24%	27 32%	32 33%	43 40%	18 28%	34 37%	117 33%
Slightly disagree (-1)	139 17%	45 15%	94 19%	18 17%	37 23%	24 17%	16 13%	26 23%	17 10%	33 17%	45 21%	25 13%	36 16%	11 15%	8 19%	20 22%	11 17%	16 18%	11 19%	7 17%	12 14%	16 16%	10 10%	16 26%	17 18%	65 18%
Strongly disagree (-2)	342 42%	116 38%	226 45%	24 23%	54 34%	56 40%	54 42%	52 44%	102 63%	79 41%	80 38%	86 46%	96 44%	41 56%	8 19%	41 45%	23 35%	41 47%	29 49%	22 50%	39 46%	30 30%	47 43%	21 34%	28 30%	128 36%
NET: Disagree	480 59%	161 52%	320 63%	41 40%	92 56%	81 57%	70 54%	78 67%	119 73%	112 58%	126 59%	110 59%	132 60%	52 71%	15 38%	62 67%	34 52%	57 65%	40 68%	29 67%	51 60%	46 46%	57 52%	38 60%	44 48%	193 55%
Mean	-0.88	-0.71	-0.98	-0.40	-0.73	-0.81	-0.88	-1.07	-1.25	-0.81	-0.84	-0.90	-0.96	-1.16	-0.29	-1.09	-0.77	-1.04	-1.09	-1.03	-0.94	-0.47	-0.87	-0.80	-0.60	-0.76
Standard deviation	1.13	1.19	1.07	1.12	1.14	1.16	1.07	0.95	1.10	1.21	1.09	1.16	1.05	1.13	1.12	0.92	1.07	1.06	1.05	1.19	1.15	1.28	1.08	1.10	1.14	1.13
Standard error	0.04	0.07	0.05	0.11	0.10	0.10	0.09	0.09	0.08	0.08	0.07	0.09	0.07	0.12	0.17	0.10	0.13	0.11	0.14	0.18	0.12	0.14	0.11	0.14	0.12	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 46

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It encouraged me to contact a mental health charity to find out more information

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	80 10%	63 10%	43 14%	19 6%	18 9%	17 10%	1 8%	33 10%	17 11%	38 10%	13 10%	58 10%	29 11%
Strongly agree (+2)	25 3%	16 3%	13 4%	3 1%	9 5%	9 5%	- -	6 2%	7 4%	12 3%	5 4%	16 3%	11 4%
Slightly agree (+1)	55 7%	46 7%	30 10%	16 5%	9 5%	8 4%	1 8%	27 8%	10 6%	25 6%	8 6%	42 7%	18 7%
Neither agree nor disagree (0)	254 31%	191 30%	94 30%	97 31%	63 34%	58 34%	5 34%	92 28%	45 29%	121 30%	44 33%	176 30%	78 31%
Slightly disagree (-1)	139 17%	106 17%	53 17%	53 17%	33 17%	29 17%	3 22%	77 24%	14 9%	75 19%	18 13%	113 19%	28 11%
Strongly disagree (-2)	342 42%	267 43%	122 39%	145 46%	75 40%	70 40%	5 36%	123 38%	82 52%	163 41%	59 44%	241 41%	119 47%
NET: Disagree	480 59%	373 60%	175 56%	198 63%	107 57%	99 57%	8 58%	200 62%	96 61%	238 60%	77 57%	353 60%	147 58%
Mean	-0.88	-0.90	-0.77	-1.02	-0.83	-0.82	-0.87	-0.87	-0.98	-0.89	-0.88	-0.89	-0.89
Standard deviation	1.13	1.12	1.18	1.03	1.15	1.16	1.03	1.07	1.21	1.11	1.16	1.11	1.20
Standard error	0.04	0.04	0.07	0.06	0.09	0.09	0.28	0.06	0.10	0.06	0.10	0.05	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 47

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It prompted me to contact a loved one, friend or colleague who has a mental health problem

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	160 20%	62 20%	99 20%	24 23%	42 26%	29 21%	22 17%	14 12%	30 18%	42 22%	43 20%	40 21%	35 16%	14 20%	13 33%	13 14%	12 18%	11 12%	10 17%	10 24%	16 18%	30 30%	20 19%	11 18%	20 22%	80 23%
Strongly agree (+2)	35 4%	12 4%	23 4%	3 3%	9 6%	7 5%	3 2%	2 2%	10 6%	11 6%	9 4%	10 5%	5 2%	2 3%	4 10%	4 4%	2 3%	4 4%	3 4%	4 10%	2 2%	6 6%	3 3%	2 3%	4 4%	15 4%
Slightly agree (+1)	126 15%	49 16%	76 15%	21 20%	33 20%	22 16%	18 14%	12 10%	20 12%	32 16%	34 16%	30 16%	30 14%	12 17%	9 23%	9 10%	10 15%	7 8%	8 13%	6 14%	14 16%	24 24%	17 16%	9 15%	16 18%	65 18%
Neither agree nor disagree (0)	285 35%	106 34%	179 35%	48 47%	54 33%	46 32%	58 45%	37 32%	42 25%	70 36%	72 34%	59 31%	84 38%	21 30%	13 33%	35 37%	22 33%	28 32%	23 38%	11 27%	32 37%	30 30%	45 41%	25 40%	41 45%	125 35%
Slightly disagree (-1)	105 13%	39 13%	66 13%	12 12%	22 14%	22 16%	12 10%	24 21%	11 7%	25 13%	37 17%	15 8%	28 13%	6 8%	8 19%	12 14%	10 15%	12 14%	2 4%	6 15%	12 14%	18 18%	10 9%	10 16%	11 13%	50 14%
Strongly disagree (-2)	264 32%	102 33%	162 32%	19 18%	45 28%	44 31%	36 28%	40 35%	81 49%	56 29%	62 29%	75 40%	72 33%	31 43%	6 15%	32 35%	22 34%	37 42%	24 41%	15 34%	25 30%	22 22%	34 31%	16 26%	18 20%	97 28%
NET: Disagree	369 45%	141 46%	228 45%	31 30%	67 41%	66 47%	48 38%	64 56%	92 56%	81 42%	99 46%	89 48%	100 46%	37 51%	14 34%	45 48%	32 49%	49 56%	26 44%	21 49%	37 44%	39 39%	44 40%	26 42%	30 33%	147 42%
Mean	-0.54	-0.55	-0.53	-0.22	-0.38	-0.52	-0.47	-0.76	-0.82	-0.43	-0.51	-0.61	-0.60	-0.71	-0.06	-0.65	-0.62	-0.82	-0.64	-0.49	-0.53	-0.25	-0.49	-0.47	-0.27	-0.43
Standard deviation	1.21	1.21	1.21	1.06	1.24	1.22	1.12	1.10	1.33	1.22	1.18	1.30	1.15	1.26	1.20	1.18	1.19	1.20	1.26	1.37	1.15	1.21	1.17	1.13	1.11	1.19
Standard error	0.04	0.07	0.05	0.11	0.11	0.10	0.09	0.10	0.10	0.08	0.08	0.11	0.08	0.14	0.18	0.12	0.14	0.13	0.17	0.21	0.12	0.13	0.12	0.14	0.12	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 47

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It prompted me to contact a loved one, friend or colleague who has a mental health problem

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	160 20%	121 19%	73 23%	47 15%	40 21%	38 22%	2 13%	67 21%	27 17%	93 23%	16 12%	128 22%	41 16%
Strongly agree (+2)	35 4%	24 4%	14 5%	10 3%	11 6%	11 6%	- -	13 4%	7 5%	16 4%	5 4%	25 4%	12 5%
Slightly agree (+1)	126 15%	96 15%	59 19%	37 12%	29 15%	27 16%	2 13%	54 17%	19 12%	76 19%	11 8%	103 18%	29 12%
Neither agree nor disagree (0)	285 35%	220 35%	104 33%	116 37%	65 34%	59 34%	6 42%	96 30%	53 34%	144 36%	49 37%	198 34%	92 36%
Slightly disagree (-1)	105 13%	81 13%	42 13%	40 13%	24 13%	22 12%	2 14%	62 19%	10 6%	57 14%	11 8%	91 15%	17 7%
Strongly disagree (-2)	264 32%	204 33%	92 30%	112 35%	60 32%	56 32%	5 31%	100 31%	68 43%	102 26%	59 44%	171 29%	105 41%
NET: Disagree	369 45%	285 46%	134 43%	151 48%	84 44%	77 44%	6 45%	162 50%	78 49%	160 40%	69 51%	262 45%	122 48%
Mean	-0.54	-0.55	-0.45	-0.65	-0.50	-0.49	-0.63	-0.56	-0.71	-0.39	-0.80	-0.48	-0.68
Standard deviation	1.21	1.20	1.22	1.17	1.24	1.26	1.10	1.20	1.27	1.18	1.19	1.20	1.24
Standard error	0.04	0.05	0.07	0.07	0.09	0.10	0.29	0.07	0.10	0.06	0.10	0.05	0.08

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 48

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It improved my understanding of mental health problems

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	456	162	294	47	82	82	77	65	104	124	109	111	113	42	28	49	38	50	30	26	39	62	58	33	48	202	
	56%	53%	58%	45%	50%	58%	60%	57%	63%	64%	51%	59%	52%	58%	70%	53%	59%	57%	51%	60%	47%	62%	53%	53%	53%	58%	
Strongly agree	(+2)	96	37	59	9	27	14	18	13	15	26	21	25	5	9	12	10	8	4	9	7	18	8	4	10	49	
		12%	12%	12%	9%	17%	10%	14%	11%	9%	13%	10%	13%	11%	7%	23%	13%	15%	9%	7%	21%	9%	18%	8%	7%	10%	14%
Slightly agree	(+1)	360	126	235	38	54	68	59	53	89	98	88	86	37	19	37	29	42	26	17	32	44	50	29	38	154	
		44%	41%	46%	37%	33%	48%	46%	45%	54%	51%	41%	46%	40%	51%	47%	41%	44%	48%	43%	39%	38%	44%	46%	46%	42%	44%
Neither agree nor disagree	(0)	216	90	126	42	41	36	32	28	37	35	61	49	70	16	8	26	13	19	18	10	33	21	32	20	27	93
		26%	29%	25%	41%	25%	25%	25%	24%	23%	18%	29%	26%	32%	22%	19%	28%	21%	22%	31%	23%	39%	22%	29%	32%	30%	26%
Slightly disagree	(-1)	64	31	33	8	23	10	8	9	5	21	21	6	16	3	4	6	8	9	3	3	8	10	7	4	9	28
		8%	10%	6%	8%	14%	7%	6%	8%	3%	11%	10%	3%	7%	4%	9%	6%	13%	10%	4%	7%	9%	10%	6%	6%	10%	8%
Strongly disagree	(-2)	79	25	54	6	16	13	12	14	18	13	23	22	21	11	1	11	5	9	8	4	4	6	12	6	7	28
		10%	8%	11%	6%	10%	9%	9%	12%	11%	7%	11%	12%	9%	16%	2%	12%	8%	11%	14%	10%	5%	6%	11%	9%	8%	8%
NET: Disagree		142	56	86	14	39	24	20	23	34	44	28	37	14	4	17	13	18	11	7	12	16	19	9	16	56	
		17%	18%	17%	14%	24%	17%	15%	19%	14%	20%	15%	17%	20%	11%	18%	21%	21%	19%	17%	14%	16%	18%	15%	18%	16%	
Mean		0.41	0.38	0.42	0.34	0.33	0.42	0.50	0.36	0.47	0.53	0.29	0.45	0.37	0.30	0.81	0.36	0.45	0.35	0.25	0.54	0.36	0.58	0.32	0.36	0.38	0.47
Standard deviation		1.10	1.08	1.12	0.96	1.20	1.08	1.10	1.15	1.08	1.07	1.12	1.13	1.09	1.18	0.96	1.16	1.13	1.13	1.14	1.21	0.95	1.10	1.09	1.03	1.06	1.08
Standard error		0.04	0.06	0.05	0.10	0.11	0.09	0.09	0.11	0.08	0.07	0.08	0.09	0.07	0.13	0.15	0.12	0.14	0.12	0.15	0.19	0.10	0.12	0.11	0.13	0.11	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 48

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It improved my understanding of mental health problems

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	456 56%	355 57%	169 54%	185 59%	101 54%	93 54%	8 57%	168 52%	99 63%	235 59%	70 52%	334 57%	148 58%
Strongly agree (+2)	96 12%	81 13%	47 15%	34 11%	16 8%	16 9%	- -	49 15%	15 9%	52 13%	12 9%	78 13%	25 10%
Slightly agree (+1)	360 44%	274 44%	123 39%	151 48%	86 46%	78 45%	8 57%	119 37%	84 53%	183 46%	59 44%	256 44%	123 48%
Neither agree nor disagree (0)	216 26%	166 26%	90 29%	76 24%	50 27%	46 26%	4 28%	80 25%	35 22%	97 24%	47 35%	140 24%	73 29%
Slightly disagree (-1)	64 8%	45 7%	22 7%	23 7%	18 10%	18 11%	- -	35 11%	7 5%	31 8%	7 6%	55 9%	12 5%
Strongly disagree (-2)	79 10%	60 10%	30 10%	30 9%	19 10%	16 9%	2 15%	42 13%	16 10%	34 9%	10 8%	60 10%	21 8%
NET: Disagree	142 17%	106 17%	53 17%	53 17%	37 20%	35 20%	2 15%	76 23%	24 15%	65 16%	18 13%	115 19%	33 13%
Mean	0.41	0.43	0.43	0.43	0.33	0.33	0.28	0.31	0.47	0.47	0.40	0.40	0.47
Standard deviation	1.10	1.11	1.13	1.09	1.09	1.09	1.08	1.23	1.08	1.09	0.99	1.14	1.02
Standard error	0.04	0.04	0.06	0.06	0.08	0.09	0.29	0.07	0.09	0.05	0.09	0.05	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 49

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It changed my opinion about the kind of people who can develop a mental health problem

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325	
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352	
NET: Agree	408	140	269	41	76	80	67	55	90	110	100	104	94	38	25	48	28	41	25	26	41	58	49	29	47	188	
	50%	45%	53%	39%	47%	56%	52%	47%	55%	57%	47%	55%	43%	52%	61%	52%	43%	48%	43%	60%	49%	58%	45%	46%	51%	53%	
Strongly agree	(+2)	90	29	61	5	22	20	11	12	20	25	15	25	24	8	3	12	7	10	5	10	7	14	7	6	10	40
		11%	9%	12%	5%	13%	14%	9%	10%	12%	13%	7%	14%	11%	11%	8%	13%	11%	12%	9%	23%	8%	14%	7%	10%	11%	11%
Slightly agree	(+1)	319	111	208	35	55	60	55	43	70	85	85	78	70	30	22	36	21	31	20	16	35	44	22	37	148	
		39%	36%	41%	34%	34%	43%	43%	37%	43%	44%	40%	42%	32%	41%	53%	39%	32%	36%	34%	37%	41%	44%	38%	35%	40%	42%
Neither agree nor disagree	(0)	237	103	133	41	45	39	40	30	40	46	61	50	79	15	9	26	22	29	8	26	25	36	19	26	99	
		29%	33%	26%	40%	28%	27%	31%	26%	25%	24%	29%	26%	36%	21%	23%	28%	34%	34%	35%	19%	30%	25%	33%	31%	29%	28%
Slightly disagree	(-1)	82	34	48	15	25	10	9	13	11	21	32	6	23	7	5	7	9	5	5	5	10	10	11	8	10	34
		10%	11%	9%	14%	16%	7%	7%	11%	7%	11%	15%	3%	11%	10%	12%	7%	14%	6%	9%	11%	12%	10%	10%	12%	11%	10%
Strongly disagree	(-2)	87	31	56	7	15	13	12	17	22	15	20	29	23	13	1	11	6	11	8	4	8	6	12	7	8	32
		11%	10%	11%	6%	9%	10%	9%	15%	14%	8%	9%	15%	10%	17%	4%	12%	9%	13%	13%	10%	9%	6%	11%	11%	9%	9%
NET: Disagree		169	66	104	21	40	23	21	31	36	52	35	46	20	7	18	15	16	13	9	18	16	24	15	18	65	
		21%	21%	20%	21%	25%	16%	16%	26%	20%	19%	24%	19%	21%	27%	16%	19%	23%	19%	22%	21%	16%	22%	23%	20%	19%	
Mean		0.30	0.23	0.34	0.18	0.26	0.44	0.35	0.16	0.33	0.43	0.21	0.35	0.22	0.19	0.49	0.34	0.23	0.28	0.16	0.53	0.26	0.50	0.19	0.22	0.34	0.37
Standard deviation		1.13	1.10	1.15	0.96	1.15	1.11	1.06	1.22	1.19	1.10	1.08	1.22	1.11	1.28	0.95	1.17	1.11	1.15	1.14	1.25	1.07	1.05	1.08	1.15	1.10	1.09
Standard error		0.04	0.06	0.05	0.10	0.10	0.09	0.09	0.11	0.09	0.08	0.07	0.10	0.07	0.14	0.15	0.12	0.13	0.12	0.15	0.19	0.11	0.12	0.11	0.15	0.12	0.06

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 49

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It changed my opinion about the kind of people who can develop a mental health problem

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	408 50%	310 49%	153 49%	157 50%	99 52%	88 50%	11 77%	144 44%	95 60%	210 53%	63 47%	294 50%	137 54%
Strongly agree (+2)	90 11%	71 11%	36 12%	35 11%	19 10%	19 11%	- -	37 11%	24 15%	44 11%	11 8%	67 11%	32 13%
Slightly agree (+1)	319 39%	239 38%	116 37%	122 39%	80 43%	69 40%	11 77%	106 33%	70 45%	167 42%	52 38%	227 39%	105 41%
Neither agree nor disagree (0)	237 29%	186 30%	101 32%	86 27%	50 27%	50 29%	1 4%	96 29%	38 24%	107 27%	46 34%	162 28%	74 29%
Slightly disagree (-1)	82 10%	62 10%	28 9%	34 11%	21 11%	20 11%	1 5%	42 13%	8 5%	44 11%	9 7%	71 12%	16 6%
Strongly disagree (-2)	87 11%	68 11%	30 10%	38 12%	19 10%	16 9%	2 15%	44 14%	18 11%	34 9%	16 12%	61 10%	27 11%
NET: Disagree	169 21%	130 21%	58 19%	72 23%	39 21%	36 21%	3 19%	85 26%	26 16%	78 20%	26 19%	132 22%	43 17%
Mean	0.30	0.29	0.32	0.26	0.32	0.31	0.43	0.16	0.48	0.36	0.24	0.29	0.39
Standard deviation	1.13	1.13	1.10	1.17	1.11	1.11	1.14	1.20	1.16	1.09	1.11	1.14	1.13
Standard error	0.04	0.05	0.06	0.07	0.08	0.09	0.31	0.07	0.09	0.06	0.09	0.05	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 50

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent

do you agree or disagree with each of the following statements?

It led me to talk about the storyline on social media (Twitter, Facebook, etc)

Base: All respondents who have seen a character with a mental health problem on TV

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	802	304	498	100	121	146	141	119	175	209	213	152	228	83	42	92	70	88	56	42	87	81	100	61	86	325
Weighted base	814	309	506	103	162	142	128	116	164	193	213	188	219	73	40	92	65	87	59	43	85	100	109	62	91	352
NET: Agree	103 13%	48 16%	55 11%	21 20%	31 19%	19 14%	15 11%	6 5%	11 7%	33 17%	23 11%	27 15%	20 9%	12 17%	11 27%	6 7%	5 7%	8 10%	9 15%	7 17%	6 7%	20 20%	8 7%	11 17%	10 11%	58 17%
Strongly agree (+2)	28 3%	13 4%	14 3%	6 6%	4 2%	8 6%	3 2%	- -	6 4%	10 5%	4 2%	7 4%	7 3%	2 3%	3 8%	- -	3 4%	3 3%	3 6%	3 6%	2 3%	5 5%	2 1%	1 2%	3 4%	11 3%
Slightly agree (+1)	76 9%	35 11%	41 8%	14 14%	27 17%	11 8%	11 9%	6 5%	5 3%	24 12%	18 9%	20 11%	13 6%	10 14%	8 19%	6 7%	2 3%	5 6%	5 9%	5 11%	4 5%	14 14%	6 6%	9 15%	6 7%	48 14%
Neither agree nor disagree (0)	243 30%	90 29%	153 30%	44 43%	51 32%	44 31%	41 32%	28 24%	34 21%	45 23%	73 34%	53 28%	72 33%	15 21%	14 34%	29 31%	23 35%	25 29%	13 23%	9 21%	33 39%	27 27%	36 33%	19 31%	37 40%	107 30%
Slightly disagree (-1)	125 15%	53 17%	72 14%	22 21%	30 19%	26 18%	16 13%	24 21%	7 4%	35 18%	41 19%	14 8%	34 15%	9 13%	6 15%	9 10%	12 18%	13 15%	9 15%	8 18%	6 7%	28 28%	19 18%	6 10%	19 20%	61 17%
Strongly disagree (-2)	343 42%	118 38%	225 44%	16 16%	49 30%	52 37%	57 44%	58 50%	111 68%	80 42%	76 36%	93 50%	93 42%	36 49%	10 25%	48 52%	26 40%	40 47%	28 47%	19 44%	40 47%	25 25%	46 42%	26 42%	26 28%	126 36%
NET: Disagree	468 57%	171 55%	297 59%	38 37%	79 49%	78 55%	73 57%	82 71%	118 72%	115 60%	118 55%	108 57%	127 58%	45 62%	16 39%	57 62%	38 58%	54 62%	37 62%	26 61%	46 54%	53 53%	65 60%	32 52%	45 49%	187 53%
Mean	-0.84	-0.74	-0.90	-0.26	-0.57	-0.73	-0.87	-1.15	-1.30	-0.79	-0.78	-0.88	-0.89	-0.91	-0.29	-1.07	-0.86	-0.95	-0.88	-0.82	-0.90	-0.53	-0.93	-0.75	-0.63	-0.69
Standard deviation	1.17	1.20	1.15	1.08	1.16	1.21	1.15	0.97	1.12	1.24	1.09	1.24	1.12	1.24	1.26	1.05	1.11	1.15	1.27	1.28	1.14	1.18	1.06	1.22	1.09	1.18
Standard error	0.04	0.07	0.05	0.11	0.11	0.10	0.10	0.09	0.08	0.09	0.07	0.10	0.07	0.14	0.19	0.11	0.13	0.12	0.17	0.20	0.12	0.13	0.11	0.16	0.12	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 50

Q.7 Thinking about times when you have seen storylines involving characters in soaps and drama with a mental health problem, to what extent do you agree or disagree with each of the following statements?

It led me to talk about the storyline on social media (Twitter, Facebook, etc)

Base: All respondents who have seen a character with a mental health problem on TV

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	802	625	308	317	177	163	14	319	158	395	136	584	254
Weighted base	814	626	312	314	188	174	14	325	158	396	135	588	254
NET: Agree	103 13%	83 13%	51 16%	32 10%	21 11%	15 8%	6 44%	46 14%	18 11%	50 13%	18 13%	77 13%	32 12%
Strongly agree (+2)	28 3%	23 4%	13 4%	11 3%	4 2%	4 2%	- -	10 3%	5 3%	17 4%	4 3%	20 3%	8 3%
Slightly agree (+1)	76 9%	59 9%	38 12%	21 7%	17 9%	10 6%	6 44%	36 11%	12 8%	34 8%	13 10%	57 10%	24 9%
Neither agree nor disagree (0)	243 30%	183 29%	84 27%	99 32%	60 32%	58 34%	1 9%	95 29%	41 26%	117 30%	37 28%	175 30%	72 28%
Slightly disagree (-1)	125 15%	97 16%	56 18%	41 13%	28 15%	28 16%	- -	57 18%	18 11%	62 16%	18 13%	97 16%	30 12%
Strongly disagree (-2)	343 42%	263 42%	121 39%	142 45%	80 43%	73 42%	7 47%	127 39%	82 52%	167 42%	62 46%	239 41%	120 47%
NET: Disagree	468 57%	360 58%	177 57%	183 58%	108 57%	101 58%	7 47%	184 57%	99 63%	229 58%	80 59%	336 57%	150 59%
Mean	-0.84	-0.83	-0.75	-0.90	-0.87	-0.90	-0.50	-0.78	-1.00	-0.83	-0.89	-0.81	-0.91
Standard deviation	1.17	1.18	1.21	1.16	1.13	1.10	1.49	1.17	1.18	1.19	1.19	1.17	1.18
Standard error	0.04	0.05	0.07	0.06	0.09	0.09	0.40	0.07	0.09	0.06	0.10	0.05	0.07

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 51

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

Summary Table

Base: All respondents

	Statements					
	People with Schizophrenia have split personalities	People with Schizophrenia are more likely to be dangerous	People with Schizophrenia are able to live a 'normal' life	People with Schizophrenia are more likely to be the victims of violence	Everyone has the potential to develop schizophrenia	People with Schizophrenia are portrayed more negatively than people with other mental health problems
Unweighted base	2038	2038	2038	2038	2038	2038
Weighted base	2038	2038	2038	2038	2038	2038
NET: Agree	1048 51%	915 45%	965 47%	662 32%	822 40%	1197 59%
Strongly agree (+2)	318 16%	244 12%	255 12%	154 8%	252 12%	411 20%
Slightly agree (+1)	729 36%	671 33%	710 35%	508 25%	570 28%	786 39%
Neither agree nor disagree (0)	574 28%	689 34%	610 30%	983 48%	790 39%	592 29%
Slightly disagree (-1)	161 8%	237 12%	277 14%	203 10%	204 10%	99 5%
Strongly disagree (-2)	133 7%	77 4%	64 3%	59 3%	88 4%	20 1%
NET: Disagree	294 14%	315 15%	341 17%	262 13%	292 14%	119 6%
Not applicable	123 6%	120 6%	122 6%	131 6%	135 7%	130 6%
Mean	0.49	0.40	0.43	0.26	0.37	0.77
Standard deviation	1.08	0.99	1.00	0.87	0.99	0.88
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 52

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia have split personalities

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
NET: Agree	1048	510	538	100	172	170	182	157	266	266	274	245	262	77	38	115	89	99	77	58	107	132	154	102	119	455	
	51%	51%	51%	42%	49%	51%	50%	54%	58%	49%	50%	55%	53%	43%	44%	49%	52%	54%	51%	56%	54%	49%	54%	57%	47%	51%	
Strongly agree	(+2)	318	155	164	23	54	47	61	56	79	75	64	88	21	12	32	23	41	23	29	28	37	45	28	31	133	
		16%	16%	16%	10%	15%	14%	17%	19%	17%	14%	12%	20%	18%	12%	14%	13%	23%	15%	28%	14%	14%	16%	16%	12%	15%	
Slightly agree	(+1)	729	355	374	77	118	124	121	102	187	191	211	157	56	26	84	66	57	54	28	79	95	109	74	88	322	
		36%	36%	36%	33%	33%	37%	33%	35%	41%	35%	38%	35%	34%	32%	31%	36%	38%	31%	27%	40%	35%	38%	41%	35%	36%	
Neither agree nor disagree	(0)	574	277	297	67	109	88	95	95	120	132	183	114	65	30	56	51	48	51	26	46	78	84	40	75	259	
		28%	28%	28%	28%	31%	26%	26%	32%	26%	24%	33%	26%	29%	36%	35%	24%	29%	26%	34%	25%	23%	29%	30%	22%	30%	
Slightly disagree	(-1)	161	72	88	33	27	28	39	11	23	58	37	37	29	10	6	17	15	16	11	9	22	17	24	15	20	81
		8%	7%	8%	14%	8%	8%	11%	4%	5%	11%	7%	8%	6%	5%	8%	7%	9%	8%	7%	8%	11%	6%	8%	8%	9%	
Strongly disagree	(-2)	133	51	82	15	32	26	24	17	19	44	31	20	37	18	6	25	6	13	6	9	7	20	12	14	24	50
		7%	5%	8%	6%	9%	8%	7%	6%	4%	8%	6%	4%	8%	10%	6%	11%	3%	7%	4%	8%	3%	7%	4%	8%	10%	6%
NET: Disagree		294	124	170	48	59	54	63	27	42	103	68	57	66	27	12	42	20	28	16	17	29	36	29	44	130	
		14%	12%	16%	20%	17%	16%	17%	9%	9%	19%	12%	13%	13%	15%	14%	18%	12%	15%	11%	17%	15%	14%	13%	16%	18%	14%
Not applicable		123	82	40	22	13	22	23	14	28	47	22	28	25	8	5	21	13	8	7	2	16	22	11	8	15	56
		6%	8%	4%	9%	4%	7%	6%	5%	6%	9%	4%	6%	5%	5%	6%	9%	7%	4%	5%	2%	8%	8%	4%	5%	6%	6%
Mean		0.49	0.54	0.45	0.28	0.39	0.44	0.45	0.60	0.66	0.39	0.45	0.62	0.53	0.31	0.40	0.38	0.54	0.56	0.54	0.61	0.55	0.45	0.55	0.51	0.34	0.48
Standard deviation		1.08	1.04	1.11	1.07	1.13	1.11	1.13	1.04	0.98	1.14	1.00	1.06	1.11	1.10	1.06	1.18	0.97	1.16	0.98	1.23	1.02	1.08	1.01	1.12	1.13	1.05
Standard error		0.02	0.03	0.04	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.08	0.12	0.08	0.07	0.09	0.08	0.12	0.07	0.07	0.06	0.09	0.08	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 52

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia have split personalities

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	1048 51%	817 51%	415 49%	402 52%	230 55%	212 55%	19 48%	321 48%	272 61%	433 53%	275 53%	621 51%	482 56%
Strongly agree	(+2) 318 16%	244 15%	118 14%	126 16%	75 18%	67 18%	7 19%	99 15%	77 17%	118 14%	93 18%	188 15%	149 17%
Slightly agree	(+1) 729 36%	573 35%	297 35%	276 36%	156 37%	144 38%	11 30%	222 33%	194 44%	314 38%	182 35%	433 35%	334 39%
Neither agree nor disagree	(0) 574 28%	460 28%	246 29%	214 28%	114 27%	106 28%	8 20%	185 28%	100 23%	204 25%	151 29%	328 27%	232 27%
Slightly disagree	(-1) 161 8%	129 8%	70 8%	59 8%	32 8%	29 8%	3 8%	59 9%	35 8%	78 10%	33 6%	106 9%	56 6%
Strongly disagree	(-2) 133 7%	113 7%	65 8%	48 6%	20 5%	15 4%	4 11%	76 11%	14 3%	80 10%	10 2%	118 10%	21 2%
NET: Disagree	294 14%	242 15%	135 16%	107 14%	52 12%	44 12%	7 20%	136 20%	49 11%	158 19%	43 8%	224 18%	77 9%
Not applicable	123 6%	97 6%	50 6%	48 6%	26 6%	21 6%	5 12%	26 4%	24 5%	27 3%	49 10%	47 4%	68 8%
Mean	0.49	0.46	0.42	0.52	0.59	0.61	0.41	0.32	0.68	0.39	0.67	0.40	0.67
Standard deviation	1.08	1.09	1.10	1.08	1.04	1.01	1.29	1.20	0.97	1.16	0.94	1.16	0.95
Standard error	0.02	0.03	0.04	0.04	0.05	0.05	0.22	0.05	0.05	0.04	0.04	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 53

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are more likely to be dangerous

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
NET: Agree	915	417	498	100	161	146	165	129	214	245	234	208	227	74	41	96	81	76	63	50	82	123	142	86	112	386	
	45%	42%	48%	42%	46%	44%	46%	44%	47%	45%	43%	47%	46%	42%	48%	41%	47%	42%	42%	49%	41%	46%	50%	48%	44%	43%	
Strongly agree	(+2)	244	119	125	22	69	35	29	42	47	53	65	59	67	13	8	19	22	25	20	20	23	40	40	14	33	108
		12%	12%	12%	9%	20%	10%	8%	14%	10%	10%	12%	13%	14%	7%	9%	8%	13%	14%	14%	19%	12%	15%	14%	8%	13%	12%
Slightly agree	(+1)	671	298	373	78	92	111	136	87	166	192	169	149	160	61	33	77	59	51	43	31	59	83	102	72	78	278
		33%	30%	36%	33%	26%	33%	37%	30%	36%	35%	31%	34%	32%	34%	39%	33%	34%	28%	28%	29%	30%	31%	36%	40%	31%	31%
Neither agree nor disagree	(0)	689	348	341	79	120	105	116	111	157	167	201	149	172	65	24	78	51	74	59	37	71	83	95	53	80	316
		34%	35%	33%	33%	34%	31%	32%	38%	34%	30%	37%	33%	35%	37%	28%	33%	29%	40%	39%	35%	36%	31%	33%	29%	31%	35%
Slightly disagree	(-1)	237	110	128	31	42	46	46	34	38	69	72	49	47	18	10	29	25	19	20	8	24	29	32	23	32	119
		12%	11%	12%	13%	12%	14%	13%	12%	8%	13%	13%	11%	10%	10%	12%	12%	15%	11%	13%	8%	12%	11%	11%	13%	12%	13%
Strongly disagree	(-2)	77	40	37	5	14	16	17	6	19	22	20	11	25	10	5	11	4	5	2	6	6	12	6	11	16	24
		4%	4%	4%	2%	4%	5%	5%	2%	4%	4%	4%	2%	5%	5%	6%	5%	2%	2%	1%	6%	3%	4%	2%	6%	7%	3%
NET: Disagree		315	150	164	37	55	62	63	40	57	91	91	60	72	28	15	39	29	24	22	14	30	41	38	34	48	143
		15%	15%	16%	15%	16%	19%	17%	14%	12%	17%	17%	13%	15%	16%	18%	17%	17%	13%	15%	14%	15%	15%	13%	19%	19%	16%
Not applicable		120	78	42	21	16	21	19	13	29	45	21	28	26	10	5	21	13	9	7	2	14	22	9	7	14	55
		6%	8%	4%	9%	5%	6%	5%	5%	6%	8%	4%	6%	5%	6%	6%	9%	7%	5%	5%	2%	7%	8%	3%	4%	5%	6%
Mean		0.40	0.38	0.42	0.37	0.48	0.32	0.33	0.45	0.43	0.37	0.36	0.47	0.42	0.29	0.35	0.31	0.43	0.42	0.41	0.49	0.37	0.45	0.50	0.32	0.34	0.39
Standard deviation		0.99	1.00	0.98	0.94	1.07	1.02	0.98	0.96	0.96	0.99	0.99	0.96	1.02	0.96	1.04	0.98	0.99	0.96	0.95	1.09	0.97	1.05	0.96	1.01	1.09	0.97
Standard error		0.02	0.03	0.03	0.06	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.07	0.11	0.07	0.08	0.07	0.08	0.11	0.07	0.07	0.06	0.08	0.07	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 53

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are more likely to be dangerous

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	915 45%	715 44%	369 44%	345 45%	200 47%	180 47%	20 52%	317 48%	235 53%	392 48%	204 39%	575 47%	389 45%
Strongly agree (+2)	244 12%	188 12%	97 11%	91 12%	56 13%	52 14%	3 9%	94 14%	64 14%	102 12%	49 9%	161 13%	100 12%
Slightly agree (+1)	671 33%	526 33%	272 32%	254 33%	144 34%	128 33%	17 43%	223 33%	171 38%	290 35%	155 30%	414 34%	289 34%
Neither agree nor disagree (0)	689 34%	556 34%	288 34%	268 35%	133 32%	125 33%	8 22%	193 29%	127 28%	250 30%	205 39%	377 31%	299 35%
Slightly disagree (-1)	237 12%	188 12%	98 12%	90 12%	49 12%	46 12%	3 9%	95 14%	53 12%	105 13%	51 10%	159 13%	87 10%
Strongly disagree (-2)	77 4%	64 4%	43 5%	21 3%	13 3%	11 3%	2 6%	36 5%	10 2%	51 6%	5 1%	65 5%	15 2%
NET: Disagree	315 15%	252 16%	141 17%	111 14%	63 15%	57 15%	6 14%	131 20%	63 14%	156 19%	56 11%	224 18%	102 12%
Not applicable	120 6%	94 6%	48 6%	46 6%	26 6%	22 6%	5 12%	26 4%	20 5%	23 3%	54 10%	43 4%	69 8%
Mean	0.40	0.39	0.35	0.42	0.45	0.45	0.46	0.38	0.53	0.36	0.41	0.38	0.47
Standard deviation	0.99	0.99	1.02	0.96	0.99	0.99	1.03	1.08	0.97	1.07	0.86	1.05	0.92
Standard error	0.02	0.03	0.04	0.04	0.05	0.05	0.17	0.04	0.05	0.04	0.04	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 54

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are able to live a 'normal' life

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	965 47%	414 42%	550 53%	120 51%	153 43%	165 49%	186 51%	135 46%	207 45%	263 48%	265 48%	195 44%	243 49%	91 51%	43 50%	118 50%	92 53%	80 43%	69 46%	55 53%	78 39%	109 40%	141 50%	91 51%	114 45%	426 47%
Strongly agree (+2)	255 12%	104 10%	151 14%	23 10%	45 13%	55 16%	57 16%	32 11%	43 9%	70 13%	63 12%	55 12%	66 13%	24 14%	10 11%	36 15%	24 14%	31 17%	20 13%	13 12%	22 11%	28 10%	23 8%	25 14%	36 14%	108 12%
Slightly agree (+1)	710 35%	311 31%	399 38%	97 41%	108 31%	110 33%	128 35%	103 35%	164 36%	193 35%	201 37%	140 31%	176 35%	66 38%	33 38%	82 35%	68 39%	49 27%	49 32%	42 41%	56 28%	81 30%	118 41%	67 37%	77 31%	317 35%
Neither agree nor disagree (0)	610 30%	319 32%	291 28%	60 25%	117 33%	97 29%	99 27%	97 33%	140 31%	150 27%	176 32%	137 31%	148 30%	49 28%	24 28%	63 27%	37 21%	65 35%	53 35%	25 24%	66 33%	88 33%	85 30%	55 31%	76 30%	281 31%
Slightly disagree (-1)	277 14%	144 15%	133 13%	32 13%	51 15%	35 11%	48 13%	44 15%	66 14%	75 14%	74 14%	65 15%	62 13%	23 13%	8 9%	26 11%	27 16%	25 13%	22 14%	16 15%	33 17%	38 14%	36 13%	22 13%	43 17%	107 12%
Strongly disagree (-2)	64 3%	37 4%	27 3%	4 2%	14 4%	15 5%	10 3%	4 1%	16 4%	16 3%	10 2%	19 4%	18 4%	4 2%	5 6%	7 3%	4 2%	6 3%	1 1%	6 5%	6 3%	12 4%	11 4%	2 1%	6 2%	29 3%
NET: Disagree	341 17%	181 18%	160 15%	36 15%	65 19%	51 15%	58 16%	49 17%	82 18%	92 17%	84 15%	84 19%	80 16%	27 15%	13 15%	33 14%	31 18%	31 17%	23 15%	22 21%	40 20%	50 19%	47 17%	24 13%	49 20%	136 15%
Not applicable	122 6%	78 8%	44 4%	21 9%	18 5%	22 6%	20 6%	13 5%	28 6%	44 8%	23 4%	29 6%	26 5%	10 6%	6 7%	21 9%	13 8%	8 4%	6 4%	2 2%	14 7%	22 8%	11 4%	8 5%	14 6%	58 6%
Mean	0.43	0.33	0.51	0.48	0.35	0.49	0.51	0.40	0.35	0.45	0.44	0.35	0.45	0.50	0.44	0.53	0.50	0.42	0.45	0.40	0.29	0.30	0.39	0.53	0.40	0.44
Standard deviation	1.00	1.00	0.99	0.94	1.03	1.06	1.02	0.94	0.98	1.01	0.94	1.04	1.01	0.98	1.03	1.02	1.02	1.05	0.94	1.07	1.01	1.02	0.96	0.93	1.03	0.98
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.07	0.08	0.08	0.08	0.10	0.07	0.07	0.06	0.07	0.07	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 54

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are able to live a 'normal' life

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	965 47%	776 48%	401 47%	375 49%	189 45%	171 45%	18 47%	359 54%	194 44%	454 55%	199 38%	654 54%	348 40%
Strongly agree	(+2) 255 12%	195 12%	104 12%	91 12%	60 14%	56 15%	4 10%	109 16%	48 11%	128 16%	36 7%	191 16%	73 8%
Slightly agree	(+1) 710 35%	581 36%	297 35%	284 37%	129 31%	115 30%	14 37%	250 37%	146 33%	327 40%	163 31%	463 38%	275 32%
Neither agree nor disagree	(0) 610 30%	478 30%	255 30%	223 29%	132 31%	123 32%	9 23%	158 24%	148 33%	208 25%	180 35%	312 26%	296 34%
Slightly disagree	(-1) 277 14%	215 13%	116 14%	99 13%	62 15%	55 14%	7 19%	105 16%	66 15%	111 14%	69 13%	176 14%	116 14%
Strongly disagree	(-2) 64 3%	51 3%	26 3%	25 3%	13 3%	13 3%	- -	21 3%	13 3%	23 3%	18 3%	35 3%	28 3%
NET: Disagree	341 17%	266 16%	142 17%	125 16%	74 18%	67 18%	7 19%	126 19%	79 18%	134 16%	88 17%	211 17%	145 17%
Not applicable	122 6%	96 6%	48 6%	48 6%	27 6%	22 6%	4 11%	24 4%	24 5%	25 3%	52 10%	43 3%	71 8%
Mean	0.43	0.43	0.42	0.44	0.41	0.41	0.43	0.50	0.35	0.53	0.28	0.51	0.31
Standard deviation	1.00	0.99	1.00	0.99	1.02	1.03	0.95	1.06	0.98	1.01	0.94	1.03	0.96
Standard error	0.02	0.03	0.04	0.04	0.05	0.05	0.16	0.04	0.05	0.04	0.04	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 55

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are more likely to be the victims of violence

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
NET: Agree	662	321	341	74	117	115	119	99	138	187	181	129	165	51	25	79	55	51	49	38	52	98	97	67	95	282	
	32%	32%	33%	31%	33%	34%	33%	34%	30%	34%	33%	29%	33%	29%	29%	34%	32%	28%	33%	36%	26%	37%	34%	38%	37%	31%	
Strongly agree	(+2)	154	82	73	12	45	32	25	19	22	46	33	30	45	14	9	18	7	11	13	17	14	19	17	15	23	67
		8%	8%	7%	5%	13%	10%	7%	6%	5%	8%	6%	7%	9%	8%	11%	8%	4%	6%	9%	16%	7%	7%	6%	8%	9%	7%
Slightly agree	(+1)	508	239	268	62	72	83	94	80	116	142	148	99	119	37	16	61	48	40	36	21	38	79	80	52	71	215
		25%	24%	26%	26%	20%	25%	26%	27%	25%	26%	27%	22%	24%	21%	18%	26%	27%	22%	24%	20%	19%	29%	28%	29%	28%	24%
Neither agree nor disagree	(0)	983	475	508	103	171	154	173	147	236	246	270	228	239	94	40	103	78	103	79	43	103	126	135	79	110	447
		48%	48%	49%	44%	48%	46%	48%	50%	52%	45%	49%	51%	48%	53%	47%	44%	45%	56%	52%	41%	52%	47%	47%	44%	43%	50%
Slightly disagree	(-1)	203	93	109	35	31	32	38	26	41	60	56	45	42	18	8	25	16	15	15	15	20	16	36	20	28	86
		10%	9%	10%	15%	9%	10%	10%	9%	9%	11%	10%	10%	9%	10%	10%	11%	9%	8%	10%	14%	10%	6%	13%	11%	11%	10%
Strongly disagree	(-2)	59	24	36	4	15	9	12	7	12	12	14	22	2	7	5	9	7	2	4	7	6	5	5	7	22	
		3%	2%	3%	2%	4%	3%	3%	2%	3%	2%	2%	3%	4%	1%	8%	2%	5%	4%	1%	4%	4%	2%	2%	3%	3%	2%
NET: Disagree		262	117	145	40	46	41	49	33	53	72	68	59	64	20	15	30	25	21	17	19	27	22	41	25	35	108
		13%	12%	14%	17%	13%	12%	14%	11%	12%	13%	12%	13%	13%	11%	18%	13%	14%	12%	11%	18%	14%	8%	14%	14%	14%	12%
Not applicable		131	79	52	21	19	24	22	14	30	43	29	29	29	11	5	22	15	8	6	4	15	22	12	8	14	63
		6%	8%	5%	9%	6%	7%	6%	5%	7%	8%	5%	6%	6%	6%	6%	10%	9%	4%	4%	4%	8%	8%	4%	5%	6%	7%
Mean		0.26	0.29	0.23	0.19	0.31	0.31	0.24	0.28	0.22	0.30	0.26	0.21	0.27	0.26	0.15	0.29	0.18	0.20	0.30	0.31	0.17	0.36	0.25	0.31	0.32	0.26
Standard deviation		0.87	0.86	0.87	0.85	0.97	0.90	0.87	0.82	0.80	0.88	0.82	0.85	0.92	0.81	1.05	0.87	0.88	0.83	0.82	1.06	0.86	0.82	0.83	0.89	0.90	0.85
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.12	0.06	0.07	0.06	0.07	0.10	0.06	0.06	0.05	0.07	0.06	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 55

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are more likely to be the victims of violence

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	662 32%	528 33%	299 35%	229 30%	134 32%	120 31%	13 35%	259 39%	123 28%	312 38%	137 26%	453 37%	233 27%
Strongly agree (+2)	154 8%	125 8%	74 9%	51 7%	29 7%	28 7%	1 3%	85 13%	25 6%	76 9%	22 4%	120 10%	42 5%
Slightly agree (+1)	508 25%	403 25%	225 27%	178 23%	105 25%	93 24%	12 32%	174 26%	98 22%	236 29%	116 22%	333 27%	191 22%
Neither agree nor disagree (0)	983 48%	784 49%	394 47%	391 51%	199 47%	185 48%	14 36%	278 42%	221 50%	367 45%	282 54%	546 45%	446 52%
Slightly disagree (-1)	203 10%	151 9%	77 9%	74 10%	51 12%	47 12%	5 12%	78 12%	58 13%	85 10%	37 7%	131 11%	84 10%
Strongly disagree (-2)	59 3%	49 3%	25 3%	23 3%	11 3%	10 3%	1 3%	26 4%	14 3%	28 3%	10 2%	42 3%	21 2%
NET: Disagree	262 13%	200 12%	103 12%	97 13%	62 15%	56 15%	6 15%	104 16%	71 16%	113 14%	47 9%	172 14%	105 12%
Not applicable	131 6%	104 6%	50 6%	53 7%	27 6%	22 6%	5 14%	27 4%	29 7%	30 4%	52 10%	48 4%	75 9%
Mean	0.26	0.27	0.31	0.22	0.23	0.23	0.24	0.33	0.15	0.31	0.22	0.31	0.19
Standard deviation	0.87	0.87	0.89	0.85	0.87	0.87	0.86	0.99	0.85	0.91	0.74	0.92	0.80
Standard error	0.02	0.02	0.03	0.03	0.04	0.05	0.14	0.04	0.04	0.03	0.03	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 56

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

Everyone has the potential to develop schizophrenia

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Agree	822	410	412	90	142	140	161	132	157	208	215	176	223	72	35	110	73	69	61	46	74	99	103	80	100	373
	40%	41%	39%	38%	40%	42%	44%	45%	34%	38%	39%	40%	45%	40%	41%	47%	42%	38%	41%	45%	37%	37%	36%	44%	40%	41%
Strongly agree	(+2) 252	120	132	26	56	40	51	45	34	66	53	61	73	16	10	43	20	19	16	22	25	29	30	20	28	126
	12%	12%	13%	11%	16%	12%	14%	15%	7%	12%	10%	14%	15%	9%	11%	19%	12%	11%	11%	21%	13%	11%	11%	11%	11%	14%
Slightly agree	(+1) 570	290	280	64	86	100	110	86	123	142	161	116	151	55	25	67	52	50	45	24	49	70	73	59	72	247
	28%	29%	27%	27%	24%	30%	30%	29%	27%	26%	29%	26%	30%	31%	29%	28%	30%	27%	30%	23%	25%	26%	26%	33%	28%	27%
Neither agree nor disagree	(0) 790	372	418	86	138	120	129	110	206	209	214	184	183	66	32	85	60	77	61	38	77	103	124	67	97	336
	39%	37%	40%	36%	39%	36%	36%	38%	45%	38%	39%	42%	37%	37%	38%	36%	34%	42%	41%	37%	39%	38%	43%	37%	38%	37%
Slightly disagree	(-1) 204	77	127	28	38	31	34	28	45	56	67	38	42	21	8	14	15	18	16	10	23	30	33	16	30	81
	10%	8%	12%	12%	11%	9%	9%	9%	10%	10%	12%	9%	8%	12%	9%	6%	9%	10%	11%	9%	12%	11%	12%	9%	12%	9%
Strongly disagree	(-2) 88	47	41	7	20	19	16	9	17	31	23	14	19	8	4	4	10	7	4	8	9	12	15	7	11	51
	4%	5%	4%	3%	6%	6%	4%	3%	4%	6%	4%	3%	4%	4%	4%	2%	6%	4%	3%	8%	4%	4%	5%	4%	4%	6%
NET: Disagree	292	124	168	35	58	50	51	36	62	87	91	53	61	29	12	18	25	26	20	18	32	41	48	23	41	131
	14%	12%	16%	15%	16%	15%	14%	12%	14%	16%	17%	12%	12%	16%	14%	8%	15%	14%	14%	17%	16%	15%	17%	13%	16%	15%
Not applicable	135	87	48	26	15	25	22	16	31	45	29	31	30	11	6	21	16	11	8	2	15	25	11	10	15	60
	7%	9%	5%	11%	4%	7%	6%	5%	7%	8%	5%	7%	6%	6%	7%	9%	9%	6%	5%	2%	8%	9%	4%	5%	6%	7%
Mean	0.37	0.40	0.34	0.35	0.36	0.35	0.43	0.48	0.26	0.31	0.30	0.41	0.46	0.31	0.37	0.62	0.37	0.32	0.37	0.41	0.32	0.31	0.26	0.41	0.32	0.38
Standard deviation	0.99	0.99	1.00	0.97	1.07	1.03	1.02	0.98	0.90	1.03	0.97	0.97	1.00	0.98	0.99	0.94	1.04	0.96	0.93	1.16	1.02	1.00	0.99	0.97	0.99	1.04
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.07	0.11	0.06	0.08	0.07	0.08	0.11	0.07	0.07	0.06	0.08	0.07	0.04

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 56

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

Everyone has the potential to develop schizophrenia

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	822 40%	652 40%	335 40%	317 41%	170 40%	155 40%	15 39%	307 46%	164 37%	379 46%	175 34%	556 46%	305 35%
Strongly agree (+2)	252 12%	199 12%	97 11%	103 13%	53 13%	50 13%	3 8%	111 17%	44 10%	138 17%	32 6%	202 17%	71 8%
Slightly agree (+1)	570 28%	453 28%	239 28%	214 28%	116 28%	104 27%	12 31%	196 29%	121 27%	241 29%	143 28%	355 29%	234 27%
Neither agree nor disagree (0)	790 39%	625 39%	324 38%	301 39%	165 39%	150 39%	15 39%	227 34%	190 43%	286 35%	223 43%	421 35%	365 42%
Slightly disagree (-1)	204 10%	158 10%	85 10%	73 9%	46 11%	45 12%	1 3%	82 12%	41 9%	88 11%	43 8%	138 11%	71 8%
Strongly disagree (-2)	88 4%	75 5%	47 6%	28 4%	12 3%	10 3%	2 6%	24 4%	27 6%	35 4%	23 5%	50 4%	47 5%
NET: Disagree	292 14%	233 14%	132 16%	101 13%	58 14%	55 14%	4 9%	106 16%	68 15%	123 15%	67 13%	188 15%	118 14%
Not applicable	135 7%	106 7%	55 6%	51 7%	29 7%	24 6%	5 13%	28 4%	24 5%	34 4%	54 10%	53 4%	72 8%
Mean	0.37	0.36	0.32	0.40	0.39	0.39	0.36	0.45	0.27	0.45	0.25	0.45	0.27
Standard deviation	0.99	1.00	1.02	0.98	0.97	0.97	0.96	1.04	0.99	1.04	0.90	1.04	0.96
Standard error	0.02	0.03	0.04	0.04	0.05	0.05	0.16	0.04	0.05	0.04	0.04	0.03	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 57

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are portrayed more negatively than people with other mental health problems

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
NET: Agree	1197	521	676	130	218	211	221	167	250	306	329	257	304	102	56	138	115	102	85	69	99	158	166	106	155	527	
	59%	52%	65%	55%	62%	63%	61%	57%	55%	56%	60%	58%	61%	58%	66%	59%	66%	56%	57%	67%	50%	59%	58%	59%	61%	58%	
Strongly agree	(+2)	411	176	235	43	102	72	78	50	66	96	98	112	105	38	19	52	38	41	33	31	34	43	46	36	43	197
		20%	18%	22%	18%	29%	21%	21%	17%	15%	17%	18%	25%	21%	21%	22%	22%	22%	22%	30%	17%	16%	16%	20%	17%	22%	
Slightly agree	(+1)	786	345	441	87	116	139	143	117	183	210	231	145	200	64	37	86	77	61	53	38	64	114	121	70	112	330
		39%	35%	42%	37%	33%	42%	39%	40%	40%	38%	42%	33%	40%	36%	44%	37%	44%	33%	35%	37%	33%	42%	42%	39%	44%	37%
Neither agree nor disagree	(0)	592	323	269	67	95	81	101	101	147	151	166	137	138	53	17	67	34	63	48	28	71	74	87	51	72	263
		29%	33%	26%	28%	27%	24%	28%	34%	32%	28%	30%	31%	28%	30%	20%	29%	20%	34%	32%	27%	36%	27%	31%	29%	29%	29%
Slightly disagree	(-1)	99	58	41	17	16	16	16	11	23	38	24	17	19	9	6	5	7	9	9	2	7	13	17	14	10	45
		5%	6%	4%	7%	5%	5%	4%	4%	5%	7%	4%	4%	4%	5%	7%	2%	4%	5%	6%	2%	4%	5%	6%	8%	4%	5%
Strongly disagree	(-2)	20	8	12	2	6	4	6	1	3	7	3	3	8	2	1	2	2	*	1	2	7	2	1	-	2	9
		1%	1%	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	2%	4%	1%	*	-	1%	1%
NET: Disagree		119	66	53	18	22	20	21	12	26	45	27	20	27	11	6	7	10	10	10	4	14	15	18	14	12	54
		6%	7%	5%	8%	6%	6%	6%	4%	6%	8%	5%	4%	5%	6%	8%	3%	6%	5%	7%	4%	7%	5%	6%	8%	5%	6%
Not applicable		130	82	48	22	19	22	19	14	34	46	27	30	28	11	5	22	15	9	7	2	14	23	14	8	14	57
		6%	8%	5%	9%	5%	7%	5%	5%	7%	8%	5%	7%	6%	6%	6%	9%	9%	5%	5%	2%	7%	8%	5%	5%	5%	6%
Mean		0.77	0.68	0.85	0.71	0.88	0.83	0.79	0.73	0.68	0.70	0.76	0.84	0.80	0.77	0.85	0.86	0.89	0.76	0.75	0.93	0.61	0.75	0.71	0.75	0.77	0.78
Standard deviation		0.88	0.89	0.87	0.90	0.96	0.88	0.90	0.80	0.83	0.91	0.83	0.89	0.89	0.90	0.90	0.84	0.87	0.88	0.90	0.93	0.96	0.84	0.83	0.88	0.82	0.90
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.10	0.06	0.07	0.07	0.08	0.09	0.07	0.06	0.05	0.07	0.05	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 57

Q.8 Thinking about portrayals of people with schizophrenia you've seen in news and entertainment media, to what extent do you agree or disagree with the following statements?

People with Schizophrenia are portrayed more negatively than people with other mental health problems

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Agree	1197 59%	950 59%	504 60%	447 58%	247 58%	225 59%	21 56%	490 73%	232 52%	564 69%	224 43%	848 70%	403 47%
Strongly agree (+2)	411 20%	336 21%	174 21%	162 21%	75 18%	67 17%	8 21%	201 30%	72 16%	208 25%	54 10%	321 26%	109 13%
Slightly agree (+1)	786 39%	614 38%	329 39%	285 37%	172 41%	158 41%	13 34%	289 43%	160 36%	355 43%	170 33%	527 43%	294 34%
Neither agree nor disagree (0)	592 29%	463 29%	242 29%	221 29%	129 30%	118 31%	10 27%	124 19%	149 33%	188 23%	206 40%	265 22%	315 37%
Slightly disagree (-1)	99 5%	81 5%	42 5%	39 5%	17 4%	16 4%	1 3%	25 4%	33 7%	35 4%	26 5%	52 4%	54 6%
Strongly disagree (-2)	20 1%	19 1%	7 1%	13 2%	1 *	1 *	- -	3 *	4 1%	8 1%	7 1%	9 1%	11 1%
NET: Disagree	119 6%	101 6%	49 6%	51 7%	18 4%	17 4%	1 3%	28 4%	36 8%	43 5%	33 6%	61 5%	64 7%
Not applicable	130 6%	102 6%	51 6%	51 7%	28 7%	23 6%	6 14%	25 4%	28 6%	28 3%	56 11%	46 4%	77 9%
Mean	0.77	0.77	0.78	0.76	0.77	0.76	0.86	1.03	0.63	0.91	0.51	0.94	0.56
Standard deviation	0.88	0.90	0.88	0.92	0.81	0.81	0.84	0.84	0.89	0.87	0.83	0.86	0.86
Standard error	0.02	0.02	0.03	0.03	0.04	0.04	0.14	0.03	0.04	0.03	0.04	0.02	0.03

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 58
Gender
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Male	993	993	-	102	156	173	186	153	223	326	258	210	199	95	41	115	81	85	73	55	89	130	143	86	130	490
	49%	100%	-	43%	44%	52%	51%	52%	49%	59%	47%	47%	40%	54%	48%	49%	47%	47%	48%	53%	45%	48%	50%	48%	51%	54%
Female	1045	-	1045	135	197	162	177	141	233	223	290	234	298	82	44	119	92	98	78	49	109	139	143	93	123	411
	51%	-	100%	57%	56%	48%	49%	48%	51%	41%	53%	53%	60%	46%	52%	51%	53%	53%	52%	47%	55%	52%	50%	52%	49%	46%

Celebrities Mental Health Survey
ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 58
Gender
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Male	993 49%	785 49%	445 53%	340 44%	208 49%	192 50%	15 40%	263 39%	260 58%	342 42%	312 60%	511 42%	512 60%
Female	1045 51%	831 51%	400 47%	431 56%	214 51%	191 50%	23 60%	404 61%	185 42%	480 58%	207 40%	708 58%	348 40%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 59

Age**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
18-24	237 12%	102 10%	135 13%	237 100%	-	-	-	-	-	65 12%	83 15%	42 9%	47 10%	11 6%	13 15%	29 12%	17 10%	28 15%	14 9%	10 10%	21 11%	50 19%	27 10%	15 8%	31 12%	108 12%
25-34	353 17%	156 16%	197 19%	-	353 100%	-	-	-	-	101 18%	102 19%	84 19%	66 13%	29 16%	14 16%	41 18%	32 18%	25 14%	31 21%	13 13%	24 12%	60 22%	58 20%	26 14%	58 23%	222 25%
35-44	335 16%	173 17%	162 15%	-	-	335 100%	-	-	-	88 16%	102 19%	73 17%	71 14%	25 14%	18 21%	36 15%	30 18%	33 18%	26 17%	20 19%	32 16%	47 17%	43 15%	24 14%	57 23%	210 23%
45-54	363 18%	186 19%	177 17%	-	-	-	363 100%	-	-	87 16%	76 14%	93 21%	108 22%	24 14%	18 21%	44 19%	26 15%	28 15%	29 19%	22 21%	38 19%	45 17%	50 18%	39 22%	72 28%	209 23%
55-64	294 14%	153 15%	141 14%	-	-	-	-	294 100%	-	58 11%	85 15%	66 15%	85 17%	29 16%	13 15%	30 13%	26 15%	26 14%	15 10%	17 17%	31 16%	34 13%	50 18%	21 12%	29 12%	118 13%
65+	457 22%	223 22%	233 22%	-	-	-	-	-	457 100%	149 27%	101 18%	86 19%	120 24%	60 34%	10 11%	53 23%	41 24%	43 23%	36 24%	21 21%	51 26%	32 12%	57 20%	54 30%	6 2%	33 4%
NET: 55+	750 37%	376 38%	375 36%	-	-	-	-	294 100%	457 100%	207 38%	186 34%	152 34%	205 41%	89 50%	22 26%	83 36%	67 39%	69 38%	51 34%	39 37%	83 42%	66 25%	107 37%	75 42%	35 14%	152 17%
Average age	47.50	48.35	46.69	21.80	29.61	39.41	49.70	59.57	71.05	48.02	45.28	47.28	49.55	52.52	43.37	47.31	47.92	46.88	47.36	48.78	49.86	41.94	47.43	50.17	41.10	41.02

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 59

Age**Base: All respondents**

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
18-24	237 12%	205 13%	124 15%	80 10%	32 8%	26 7%	6 15%	78 12%	41 9%	102 12%	38 7%	152 12%	76 9%
25-34	353 17%	290 18%	166 20%	124 16%	63 15%	61 16%	3 7%	143 21%	57 13%	146 18%	73 14%	233 19%	122 14%
35-44	335 16%	279 17%	153 18%	126 16%	55 13%	52 14%	3 9%	117 18%	57 13%	136 17%	81 16%	207 17%	130 15%
45-54	363 18%	304 19%	155 18%	149 19%	59 14%	53 14%	6 16%	135 20%	68 15%	154 19%	89 17%	218 18%	145 17%
55-64	294 14%	217 13%	98 12%	119 15%	77 18%	68 18%	8 21%	110 16%	62 14%	105 13%	81 16%	179 15%	119 14%
65+	457 22%	321 20%	148 18%	172 22%	136 32%	124 32%	12 32%	84 13%	160 36%	179 22%	156 30%	230 19%	267 31%
NET: 55+	750 37%	538 33%	247 29%	291 38%	213 50%	192 50%	21 54%	194 29%	222 50%	284 35%	237 46%	409 34%	386 45%
Average age	47.50	46.28	44.62	48.11	52.14	52.04	53.13	44.49	52.79	46.56	51.40	45.92	51.19

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 60
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
AB	548 27%	326 33%	223 21%	65 27%	101 29%	88 26%	87 24%	58 20%	149 33%	548 100%	-	-	-	57 32%	16 19%	64 27%	41 24%	49 27%	32 21%	21 21%	51 26%	94 35%	78 27%	45 25%	81 32%	264 29%
C1	548 27%	258 26%	290 28%	83 35%	102 29%	102 31%	76 21%	85 29%	101 22%	-	548 100%	-	-	52 30%	29 34%	41 17%	50 29%	43 24%	40 27%	41 39%	46 23%	88 33%	73 26%	44 25%	99 39%	260 29%
C2	444 22%	210 21%	234 22%	42 18%	84 24%	73 22%	93 26%	66 23%	86 19%	-	-	444 100%	-	29 17%	16 19%	70 30%	39 22%	42 23%	45 30%	20 19%	49 25%	38 14%	65 23%	32 18%	34 13%	231 26%
DE	497 24%	199 20%	298 28%	47 20%	66 19%	71 21%	108 30%	85 29%	120 26%	-	-	-	497 100%	39 22%	24 28%	60 25%	44 25%	50 27%	33 22%	22 21%	51 26%	49 18%	69 24%	58 32%	39 15%	147 16%
NET: ABC1	1096 54%	583 59%	513 49%	148 62%	203 57%	190 57%	162 45%	143 49%	251 55%	548 100%	548 100%	-	-	109 61%	45 53%	105 45%	91 52%	92 50%	72 48%	62 60%	97 49%	182 68%	151 53%	89 50%	180 71%	523 58%
NET: C2DE	942 46%	409 41%	532 51%	89 38%	150 43%	144 43%	201 55%	151 51%	206 45%	-	-	444 100%	497 100%	68 39%	40 47%	129 55%	82 48%	91 50%	78 52%	42 40%	100 51%	87 32%	134 47%	90 50%	73 29%	378 42%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 60
Social Grade
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
AB	548 27%	436 27%	246 29%	190 25%	112 27%	100 26%	12 31%	150 23%	139 31%	239 29%	145 28%	326 27%	251 29%
C1	548 27%	434 27%	233 28%	201 26%	115 27%	105 27%	10 26%	163 24%	127 29%	226 27%	129 25%	322 26%	231 27%
C2	444 22%	340 21%	160 19%	181 23%	104 25%	95 25%	9 23%	128 19%	99 22%	150 18%	135 26%	233 19%	209 24%
DE	497 24%	406 25%	207 25%	199 26%	91 22%	84 22%	8 20%	226 34%	80 18%	207 25%	109 21%	338 28%	169 20%
NET: ABC1	1096 54%	870 54%	479 57%	391 51%	227 54%	205 53%	22 57%	313 47%	266 60%	465 57%	275 53%	649 53%	482 56%
NET: C2DE	942 46%	746 46%	367 43%	380 49%	195 46%	179 47%	17 43%	354 53%	179 40%	357 43%	244 47%	571 47%	378 44%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 61
GO Region
Base: All respondents

	Gender		Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Scotland	177 9%	95 10%	82 8%	11 5%	29 8%	25 7%	24 7%	29 10%	60 13%	57 10%	52 10%	29 7%	39 8%	177 100%	-	-	-	-	-	-	-	-	-	-	27 11%	61 7%
North East	86 4%	41 4%	44 4%	13 6%	14 4%	18 5%	18 5%	13 4%	10 2%	16 3%	29 5%	16 4%	24 5%	-	86 100%	-	-	-	-	-	-	-	-	-	13 5%	40 4%
North West	234 11%	115 12%	119 11%	29 12%	41 12%	36 11%	44 12%	30 10%	53 12%	64 12%	41 7%	70 16%	60 12%	-	-	234 100%	-	-	-	-	-	-	-	-	30 12%	99 11%
Yorkshire & Humberside	173 8%	81 8%	92 9%	17 7%	32 9%	30 9%	26 7%	26 9%	41 9%	41 7%	50 9%	39 9%	44 9%	-	-	-	173 100%	-	-	-	-	-	-	-	17 7%	82 9%
West Midlands	183 9%	85 9%	98 9%	28 12%	25 7%	33 10%	28 8%	26 9%	43 9%	49 9%	43 8%	42 9%	50 10%	-	-	-	-	183 100%	-	-	-	-	-	-	27 11%	67 7%
East Midlands	151 7%	73 7%	78 7%	14 6%	31 9%	26 8%	29 8%	15 5%	36 8%	32 6%	40 7%	45 10%	33 7%	-	-	-	-	-	151 100%	-	-	-	-	-	16 6%	67 7%
Wales	104 5%	55 6%	49 5%	10 4%	13 4%	20 6%	22 6%	17 6%	21 5%	21 4%	41 7%	20 4%	22 4%	-	-	-	-	-	-	104 100%	-	-	-	-	18 7%	45 5%
Eastern	197 10%	89 9%	109 10%	21 9%	24 7%	32 10%	38 10%	31 11%	51 11%	51 9%	46 8%	49 11%	51 10%	-	-	-	-	-	-	-	197 100%	-	-	-	19 8%	84 9%
London	269 13%	130 13%	139 13%	50 21%	60 17%	47 14%	45 13%	34 12%	32 7%	94 17%	88 16%	38 8%	49 10%	-	-	-	-	-	-	-	-	269 100%	-	-	33 13%	146 16%
South East	285 14%	143 14%	143 14%	27 11%	58 16%	43 13%	50 14%	50 17%	57 12%	78 14%	73 13%	65 15%	69 14%	-	-	-	-	-	-	-	-	-	285 100%	-	30 12%	140 16%
South West	179 9%	86 9%	93 9%	15 6%	26 7%	24 7%	39 11%	21 7%	54 12%	45 8%	44 8%	32 7%	58 12%	-	-	-	-	-	-	-	-	-	-	179 100%	22 9%	70 8%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 61
GO Region
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Scotland	177 9%	134 8%	70 8%	64 8%	43 10%	38 10%	6 15%	59 9%	39 9%	77 9%	43 8%	107 9%	75 9%
North East	86 4%	73 5%	37 4%	36 5%	12 3%	12 3%	- -	35 5%	16 4%	39 5%	19 4%	58 5%	28 3%
North West	234 11%	200 12%	81 10%	119 15%	34 8%	29 8%	5 13%	67 10%	46 10%	110 13%	59 11%	144 12%	96 11%
Yorkshire & Humberside	173 8%	147 9%	77 9%	70 9%	26 6%	25 7%	1 3%	61 9%	42 9%	67 8%	40 8%	110 9%	71 8%
West Midlands	183 9%	156 10%	82 10%	75 10%	27 6%	24 6%	2 6%	56 8%	39 9%	62 8%	54 10%	99 8%	85 10%
East Midlands	151 7%	110 7%	58 7%	52 7%	40 10%	39 10%	1 3%	65 10%	24 5%	46 6%	38 7%	89 7%	54 6%
Wales	104 5%	66 4%	29 3%	37 5%	38 9%	30 8%	8 21%	29 4%	24 5%	45 6%	31 6%	61 5%	50 6%
Eastern	197 10%	133 8%	52 6%	82 11%	64 15%	57 15%	7 19%	63 9%	44 10%	92 11%	52 10%	124 10%	83 10%
London	269 13%	260 16%	214 25%	46 6%	9 2%	9 2%	- -	85 13%	57 13%	87 11%	79 15%	145 12%	121 14%
South East	285 14%	208 13%	87 10%	120 16%	77 18%	76 20%	1 3%	87 13%	71 16%	121 15%	60 12%	173 14%	116 14%
South West	179 9%	128 8%	57 7%	71 9%	51 12%	44 11%	7 18%	59 9%	43 10%	75 9%	44 8%	108 9%	80 9%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 62
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Yes	1229	636	593	181	230	195	191	154	279	407	354	258	210	110	48	148	111	93	78	58	106	201	174	101	164	597
	60%	64%	57%	76%	65%	58%	53%	52%	61%	74%	65%	58%	42%	62%	56%	63%	64%	51%	52%	56%	54%	75%	61%	57%	65%	66%
No	809	357	453	56	123	140	172	140	178	142	195	186	287	67	37	86	62	90	73	46	92	68	111	78	88	304
	40%	36%	43%	24%	35%	42%	47%	48%	39%	26%	35%	42%	58%	38%	44%	37%	36%	49%	48%	44%	46%	25%	39%	43%	35%	34%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 62
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Yes	1229 60%	991 61%	530 63%	461 60%	238 56%	221 58%	17 44%	339 51%	294 66%	510 62%	332 64%	709 58%	559 65%
No	809 40%	625 39%	316 37%	309 40%	184 44%	163 42%	21 56%	329 49%	151 34%	312 38%	187 36%	510 42%	301 35%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 63
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Homeowners	1273	639	633	103	177	203	240	197	352	424	359	290	200	112	45	155	100	116	94	72	146	147	180	105	178	569
	62%	64%	61%	44%	50%	61%	66%	67%	77%	77%	65%	65%	40%	63%	53%	66%	58%	63%	62%	70%	74%	55%	63%	59%	70%	63%
Owned outright - without mortgage	657	335	321	37	46	43	88	133	310	213	179	144	121	64	20	83	62	52	47	42	76	57	94	60	52	197
	32%	34%	31%	15%	13%	13%	24%	45%	68%	39%	33%	32%	24%	36%	23%	36%	28%	31%	40%	38%	21%	33%	33%	21%	22%	
Owned with a mortgage or loan	616	304	312	66	131	160	152	65	42	211	180	146	80	48	25	71	38	65	47	31	70	90	86	45	126	372
	30%	31%	30%	28%	37%	48%	42%	22%	9%	38%	33%	33%	16%	27%	30%	30%	22%	35%	31%	30%	35%	33%	30%	25%	50%	41%
NET: Renters	729	333	396	116	168	129	121	95	101	113	179	148	290	63	37	74	67	65	52	32	50	117	103	71	70	320
	36%	34%	38%	49%	48%	38%	33%	32%	22%	21%	33%	33%	58%	36%	43%	32%	38%	36%	35%	30%	25%	43%	36%	40%	28%	35%
Rented from the council	295	122	172	30	64	53	48	48	51	30	60	53	151	37	14	23	36	30	26	16	20	42	31	19	16	110
	14%	12%	16%	13%	18%	16%	13%	16%	11%	6%	11%	12%	30%	21%	16%	10%	21%	16%	18%	15%	10%	16%	11%	11%	6%	12%
Rented from a housing association	159	70	88	26	21	21	32	28	30	15	37	36	70	13	5	18	8	16	13	2	10	28	32	15	15	57
	8%	7%	8%	11%	6%	6%	9%	9%	7%	3%	7%	8%	14%	7%	6%	8%	5%	9%	8%	2%	5%	10%	11%	9%	6%	6%
Rented from someone else	276	141	136	60	83	54	41	19	20	67	81	59	69	13	18	33	22	19	13	14	20	47	40	37	40	152
	14%	14%	13%	25%	23%	16%	11%	7%	4%	12%	15%	13%	14%	8%	21%	14%	13%	11%	9%	13%	10%	17%	14%	21%	16%	17%
Rent free	36	20	16	18	8	3	2	2	3	11	11	6	7	2	4	5	6	2	5	-	2	5	2	3	5	12
	2%	2%	2%	8%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	4%	2%	4%	1%	3%	-	1%	2%	1%	2%	2%	1%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 63
Tenure
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Homeowners	1273	980	464	516	293	265	29	342	307	491	372	710	598
	62%	61%	55%	67%	70%	69%	75%	51%	69%	60%	72%	58%	70%
Owned outright - without mortgage	657	465	203	262	191	166	25	158	186	239	208	349	330
	32%	29%	24%	34%	45%	43%	65%	24%	42%	29%	40%	29%	38%
Owned with a mortgage or loan	616	514	261	254	102	98	4	184	121	253	164	361	268
	30%	32%	31%	33%	24%	26%	10%	28%	27%	31%	32%	30%	31%
NET: Renters	729	610	366	243	120	110	10	308	134	316	140	485	251
	36%	38%	43%	32%	28%	29%	25%	46%	30%	38%	27%	40%	29%
Rented from the council	295	235	134	101	60	56	4	130	57	127	54	194	103
	14%	15%	16%	13%	14%	15%	9%	19%	13%	15%	10%	16%	12%
Rented from a housing association	159	137	83	53	22	22	-	69	26	65	32	103	51
	8%	8%	10%	7%	5%	6%	-	10%	6%	8%	6%	8%	6%
Rented from someone else	276	238	149	89	38	32	6	109	51	124	53	188	96
	14%	15%	18%	12%	9%	8%	16%	16%	11%	15%	10%	15%	11%
Rent free	36	27	16	12	9	9	-	18	4	14	7	25	11
	2%	2%	2%	2%	2%	2%	-	3%	1%	2%	1%	2%	1%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 64

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
No formal education	13 1%	9 1%	4 *	2 1%	1 *	2 1%	4 1%	3 1%	1 *	2 *	3 1%	2 *	6 1%	1 1%	2 2%	-	2 1%	2 1%	-	1 1%	2 1%	1 *	-	2 1%	-	9 1%
Primary	11 1%	5 1%	6 1%	-	3 1%	-	2 1%	2 1%	4 1%	-	1 *	6 1%	5 1%	-	-	1 *	2 1%	2 1%	2 1%	-	1 *	2 1%	1 *	-	1 1%	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1159 57%	531 53%	629 60%	78 33%	158 45%	190 57%	217 60%	212 72%	304 67%	186 34%	297 54%	302 68%	374 75%	78 44%	50 59%	127 54%	106 61%	111 61%	102 68%	61 59%	129 66%	111 41%	176 62%	109 61%	110 43%	485 54%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	321 32%	281 27%	82 35%	134 38%	91 27%	102 28%	65 22%	128 28%	237 43%	177 32%	102 23%	86 17%	67 38%	25 29%	80 34%	52 30%	42 23%	38 25%	32 31%	54 27%	91 34%	76 27%	45 25%	96 38%	295 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	162 8%	85 9%	77 7%	15 6%	43 12%	44 13%	34 9%	11 4%	15 3%	97 18%	37 7%	17 4%	10 2%	25 14%	2 3%	14 6%	6 3%	12 6%	2 2%	8 8%	6 3%	42 16%	25 9%	20 11%	39 16%	93 10%
Still in full time education	66 3%	28 3%	38 4%	57 24%	8 2%	1 *	-	-	-	22 4%	26 5%	8 2%	10 2%	6 3%	4 5%	10 4%	3 2%	11 6%	3 2%	1 1%	2 1%	17 6%	7 2%	2 1%	2 1%	5 1%
Don't know	4 *	3 *	1 *	-	-	2 1%	-	-	2 *	-	2 *	2 1%	-	1 1%	-	-	1 1%	1 1%	1 *	-	-	-	-	-	1 *	1 *
Prefer not to answer	21 1%	10 1%	10 1%	2 1%	6 2%	4 1%	5 1%	1 *	3 1%	5 1%	5 1%	5 1%	6 1%	-	3 3%	3 1%	2 1%	2 1%	3 2%	-	3 2%	5 2%	-	1 *	3 1%	9 1%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 64

What is the highest educational level that you have achieved to date?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
No formal education	13 1%	11 1%	6 1%	5 1%	2 *	2 *	- -	5 1%	- -	6 1%	2 *	10 1%	2 *
Primary	11 1%	10 1%	8 1%	1 *	1 *	1 *	- -	1 *	4 1%	1 *	4 1%	2 *	7 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1159 57%	888 55%	419 50%	469 61%	272 64%	255 67%	17 43%	378 57%	269 60%	424 52%	328 63%	664 54%	525 61%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	483 30%	260 31%	224 29%	118 28%	101 26%	18 46%	199 30%	118 27%	290 35%	124 24%	399 33%	214 25%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	162 8%	142 9%	92 11%	50 7%	20 5%	17 4%	3 8%	52 8%	39 9%	62 8%	44 8%	90 7%	81 9%
Still in full time education	66 3%	59 4%	45 5%	14 2%	8 2%	7 2%	1 3%	25 4%	12 3%	32 4%	13 2%	45 4%	24 3%
Don't know	4 *	3 *	1 *	2 *	1 *	1 *	- -	- -	2 *	- -	1 *	- -	3 *
Prefer not to answer	21 1%	21 1%	15 2%	6 1%	- -	- -	- -	6 1%	- -	7 1%	4 1%	10 1%	4 *

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 65

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Yes - responsible for half or more of the items bought	1831 90%	846 85%	984 94%	160 68%	322 91%	313 93%	347 95%	277 94%	412 90%	483 88%	480 88%	402 91%	466 94%	163 92%	78 91%	215 92%	160 93%	165 90%	138 91%	95 91%	176 89%	232 86%	249 87%	161 90%	230 91%	821 91%
No - not responsible for most of the items bought	207 10%	146 15%	61 6%	76 32%	31 9%	22 7%	16 5%	17 6%	45 10%	65 12%	68 12%	42 9%	32 6%	14 8%	8 9%	19 8%	13 7%	19 10%	13 9%	9 9%	22 11%	37 14%	36 13%	18 10%	23 9%	80 9%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 65

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Yes - responsible for half or more of the items bought	1831 90%	1470 91%	755 89%	715 93%	360 85%	328 86%	32 85%	610 91%	396 89%	731 89%	476 92%	1088 89%	777 90%
No - not responsible for most of the items bought	207 10%	146 9%	91 11%	55 7%	61 15%	55 14%	6 15%	57 9%	49 11%	90 11%	42 8%	131 11%	82 10%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 66
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
No cars in the household	444 22%	170 17%	273 26%	64 27%	74 21%	81 24%	80 22%	70 24%	75 16%	63 11%	127 23%	61 14%	193 39%	35 20%	19 22%	57 24%	40 23%	41 22%	33 22%	15 14%	30 15%	99 37%	54 19%	22 12%	40 16%	170 19%
NET: Any	1594 78%	822 83%	772 74%	173 73%	279 79%	253 76%	284 78%	224 76%	382 84%	485 89%	421 77%	383 86%	304 61%	142 80%	66 78%	177 76%	133 77%	143 78%	118 78%	89 86%	168 85%	170 63%	231 81%	157 88%	212 84%	730 81%
1	844 41%	423 43%	421 40%	50 21%	146 41%	130 39%	145 40%	120 41%	253 55%	226 41%	223 41%	213 48%	182 37%	86 48%	42 49%	89 38%	74 43%	79 43%	63 42%	46 44%	73 37%	107 40%	118 41%	69 38%	87 34%	364 40%
2	563 28%	294 30%	269 26%	67 28%	102 29%	102 31%	88 24%	90 30%	114 25%	205 37%	140 26%	131 29%	87 18%	49 28%	20 23%	68 29%	47 27%	47 26%	36 24%	34 33%	70 35%	43 16%	78 27%	71 40%	88 35%	256 28%
3+	187 9%	106 11%	81 8%	56 24%	31 9%	21 6%	51 14%	14 5%	15 3%	54 10%	59 11%	39 9%	35 7%	7 4%	5 6%	20 8%	13 8%	17 9%	19 13%	9 9%	25 13%	21 8%	35 12%	17 10%	37 15%	111 12%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 66
How many cars are there in your household?
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
No cars in the household	444 22%	406 25%	253 30%	152 20%	38 9%	35 9%	3 8%	182 27%	88 20%	160 20%	97 19%	275 23%	168 20%
NET: Any	1594 78%	1211 75%	593 70%	618 80%	384 91%	348 91%	35 92%	485 73%	357 80%	661 80%	421 81%	945 77%	691 80%
1	844 41%	675 42%	358 42%	318 41%	169 40%	160 42%	9 24%	265 40%	190 43%	336 41%	233 45%	484 40%	380 44%
2	563 28%	411 25%	173 20%	238 31%	152 36%	134 35%	18 48%	155 23%	134 30%	244 30%	154 30%	338 28%	251 29%
3+	187 9%	125 8%	62 7%	63 8%	62 15%	55 14%	8 20%	65 10%	34 8%	81 10%	34 7%	122 10%	61 7%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 67

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
White	1867	908	959	185	303	298	339	288	455	483	496	417	471	172	83	211	167	167	139	102	187	193	273	174	225	812
	92%	92%	92%	78%	86%	89%	93%	98%	100%	88%	91%	94%	95%	97%	98%	90%	96%	91%	92%	98%	95%	72%	96%	97%	89%	90%
NET: BAME	145	66	79	43	42	35	19	5	1	58	46	16	25	5	2	20	7	14	10	2	7	67	8	3	26	72
	7%	7%	8%	18%	12%	10%	5%	2%	*	11%	8%	4%	5%	3%	2%	9%	4%	8%	7%	2%	4%	25%	3%	2%	10%	8%
Mixed	28	13	16	5	13	5	4	1	-	13	6	5	3	1	1	4	1	1	4	1	2	11	2	-	5	16
	1%	1%	1%	2%	4%	1%	1%	*	-	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	4%	1%	-	2%	2%
Asian	79	37	43	28	19	24	7	2	1	36	21	8	15	2	1	9	5	13	4	1	2	32	7	3	14	40
	4%	4%	4%	12%	5%	7%	2%	1%	*	6%	4%	2%	3%	1%	1%	4%	3%	7%	2%	1%	1%	12%	2%	2%	5%	4%
Black	27	10	17	5	7	6	6	3	-	3	15	2	6	1	-	2	-	-	2	-	2	20	-	-	7	10
	1%	1%	2%	2%	2%	2%	2%	1%	-	1%	3%	*	1%	*	-	1%	-	-	1%	-	1%	7%	-	-	3%	1%
Chinese	8	5	4	5	2	-	2	-	-	4	4	-	1	1	-	4	-	-	-	-	1	3	-	-	1	3
	*	*	*	2%	1%	-	*	-	-	1%	1%	-	*	*	-	2%	-	-	-	-	*	1%	-	-	*	*
Other ethnic group	2	2	-	1	1	-	-	-	-	2	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	2
	*	*	-	*	*	-	-	-	-	*	*	-	-	-	-	1%	-	-	*	-	-	*	-	-	-	*
Prefer not to answer	26	18	7	8	8	2	6	1	1	7	6	12	1	*	-	3	-	2	1	-	4	9	4	2	2	16
	1%	2%	1%	4%	2%	*	2%	*	*	1%	1%	3%	*	*	-	1%	-	1%	1%	-	2%	3%	1%	1%	1%	2%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 67

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
White	1867 92%	1450 90%	722 85%	729 95%	417 99%	379 99%	38 100%	621 93%	414 93%	765 93%	480 93%	1132 93%	791 92%
NET: BAME	145 7%	142 9%	109 13%	33 4%	3 1%	3 1%	- -	44 7%	25 6%	49 6%	35 7%	77 6%	59 7%
Mixed	28 1%	27 2%	20 2%	7 1%	1 *	1 *	- -	14 2%	6 1%	11 1%	3 1%	21 2%	9 1%
Asian	79 4%	78 5%	57 7%	21 3%	2 *	2 *	- -	19 3%	13 3%	27 3%	22 4%	37 3%	35 4%
Black	27 1%	27 2%	25 3%	1 *	- -	- -	- -	5 1%	3 1%	7 1%	8 2%	12 1%	11 1%
Chinese	8 *	8 *	6 1%	2 *	1 *	1 *	- -	4 1%	2 *	3 *	1 *	5 *	3 *
Other ethnic group	2 *	2 *	1 *	2 *	- -	- -	- -	2 *	- -	- -	1 *	2 *	1 *
Prefer not to answer	26 1%	24 1%	15 2%	9 1%	1 *	1 *	- -	3 *	6 1%	8 1%	4 1%	11 1%	10 1%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 68

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Christian	1046	505	541	56	121	141	214	182	332	280	272	245	249	94	48	124	93	92	80	67	89	128	141	90	119	413
	51%	51%	52%	24%	34%	42%	59%	62%	73%	51%	50%	55%	50%	53%	56%	53%	53%	50%	53%	65%	45%	48%	49%	50%	47%	46%
NET: Other	131	65	65	32	35	30	13	8	13	55	29	24	23	8	2	15	9	16	10	1	11	42	12	4	19	60
	6%	7%	6%	13%	10%	9%	4%	3%	3%	10%	5%	5%	5%	5%	3%	7%	5%	9%	7%	1%	5%	16%	4%	2%	7%	7%
Muslim	55	24	31	20	18	14	3	-	-	22	16	7	8	-	*	8	4	11	3	-	1	22	5	1	10	25
	3%	2%	3%	8%	5%	4%	1%	-	-	4%	3%	2%	2%	-	*	3%	2%	6%	2%	-	1%	8%	2%	*	4%	3%
Hindu	16	11	5	3	4	5	2	1	1	12	2	1	1	1	-	-	-	1	1	1	2	10	1	-	2	10
	1%	1%	*	1%	1%	2%	1%	*	*	2%	*	*	*	1%	-	-	-	*	1%	1%	1%	4%	*	-	-	1%
Jewish	11	7	4	1	3	1	1	-	4	5	2	2	2	-	-	2	-	-	-	-	3	6	-	1	-	6
	1%	1%	*	1%	1%	*	*	-	1%	1%	*	*	*	-	-	1%	-	-	-	-	1%	2%	-	*	-	1%
Sikh	2	1	1	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	*	-	-	*	*	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-
Buddhist	16	11	6	3	3	2	3	3	3	5	2	5	4	5	1	3	2	1	1	-	2	1	2	-	1	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	3%	1%	1%	1%	*	*	-	1%	*	1%	-	*	1%
Other	31	12	19	6	7	7	3	4	5	10	6	8	7	2	1	3	3	3	5	-	3	3	5	2	5	11
	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	4%	-	1%	1%	2%	1%	2%	1%
None	817	396	420	141	182	156	132	98	108	197	235	165	220	70	34	92	70	67	58	35	96	85	125	84	106	408
	40%	40%	40%	60%	52%	47%	36%	33%	24%	36%	43%	37%	44%	40%	40%	39%	41%	37%	38%	34%	48%	32%	44%	47%	42%	45%
Prefer not to say	45	26	19	8	15	7	5	6	4	16	13	10	6	5	1	3	1	8	3	1	2	14	7	1	9	20
	2%	3%	2%	3%	4%	2%	1%	2%	1%	3%	2%	2%	1%	3%	1%	1%	*	4%	2%	1%	1%	5%	2%	1%	4%	2%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 68

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Christian	1046 51%	803 50%	411 49%	391 51%	243 58%	219 57%	24 62%	304 46%	269 61%	381 46%	303 58%	581 48%	499 58%
NET: Other	131 6%	123 8%	78 9%	45 6%	7 2%	6 2%	1 2%	38 6%	27 6%	55 7%	31 6%	73 6%	53 6%
Muslim	55 3%	53 3%	42 5%	11 1%	2 *	2 *	- -	9 1%	13 3%	15 2%	16 3%	21 2%	26 3%
Hindu	16 1%	16 1%	12 1%	4 1%	- -	- -	- -	3 *	3 1%	6 1%	5 1%	8 1%	8 1%
Jewish	11 1%	9 1%	7 1%	3 *	1 *	1 *	- -	1 *	2 *	7 1%	3 1%	8 1%	5 1%
Sikh	2 *	2 *	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	2 *	- -
Buddhist	16 1%	14 1%	10 1%	4 1%	2 1%	2 1%	- -	10 2%	4 1%	11 1%	2 *	13 1%	5 1%
Other	31 2%	29 2%	7 1%	22 3%	2 *	1 *	1 2%	13 2%	5 1%	15 2%	6 1%	22 2%	9 1%
None	817 40%	649 40%	334 39%	315 41%	168 40%	155 40%	13 33%	315 47%	142 32%	375 46%	172 33%	546 45%	287 33%
Prefer not to say	45 2%	41 3%	22 3%	19 2%	4 1%	3 1%	1 2%	10 2%	8 2%	12 1%	13 2%	20 2%	20 2%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 69
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Urban	1616	785	831	205	290	279	304	217	321	436	434	340	406	134	73	200	147	156	110	66	133	260	208	128	200	751
	79%	79%	80%	87%	82%	84%	84%	74%	70%	80%	79%	77%	82%	75%	86%	85%	85%	85%	73%	64%	68%	97%	73%	72%	79%	83%
Urban - Population over 10,000	846	445	400	124	166	153	155	98	148	246	233	160	207	70	37	81	77	82	58	29	52	214	87	57	93	417
	41%	45%	38%	53%	47%	46%	43%	33%	32%	45%	43%	36%	42%	39%	44%	35%	44%	45%	39%	28%	26%	80%	31%	32%	37%	46%
Town and Fringe	771	340	431	80	124	126	149	119	172	190	201	181	199	64	36	119	70	75	52	37	82	46	120	71	107	334
	38%	34%	41%	34%	35%	38%	41%	40%	38%	35%	37%	41%	40%	36%	42%	51%	40%	41%	35%	35%	41%	17%	42%	40%	42%	37%
NET: Rural	422	208	214	32	63	55	59	77	136	112	115	104	91	43	12	34	26	27	40	38	64	9	77	51	53	149
	21%	21%	20%	13%	18%	16%	16%	26%	30%	20%	21%	23%	18%	25%	14%	15%	15%	15%	27%	36%	32%	3%	27%	28%	21%	17%
Village	383	192	191	26	61	52	53	68	124	100	105	95	84	38	12	29	25	24	39	30	57	9	76	44	52	136
	19%	19%	18%	11%	17%	16%	15%	23%	27%	18%	19%	21%	17%	21%	14%	12%	15%	13%	26%	29%	29%	3%	27%	25%	21%	15%
Hamlet & Isolated Dwelling	38	15	23	6	3	3	6	8	12	12	10	9	8	6	-	5	1	2	1	8	7	-	1	7	1	13
	2%	2%	2%	2%	1%	1%	2%	3%	3%	2%	2%	2%	2%	3%	-	2%	1%	1%	1%	8%	4%	-	*	4%	*	1%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 69
Which of the following best describes where you live?
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Urban	1616	1616	846	771	-	-	-	534	332	659	412	970	668
	79%	100%	100%	100%	-	-	-	80%	75%	80%	79%	80%	78%
Urban - Population over 10,000	846	846	846	-	-	-	-	275	180	344	219	496	360
	41%	52%	100%	-	-	-	-	41%	40%	42%	42%	41%	42%
Town and Fringe	771	771	-	771	-	-	-	260	152	315	193	474	309
	38%	48%	-	100%	-	-	-	39%	34%	38%	37%	39%	36%
NET: Rural	422	-	-	-	422	383	38	133	113	163	107	249	191
	21%	-	-	-	100%	100%	100%	20%	25%	20%	21%	20%	22%
Village	383	-	-	-	383	383	-	118	103	144	100	221	176
	19%	-	-	-	91%	100%	-	18%	23%	18%	19%	18%	21%
Hamlet & Isolated Dwelling	38	-	-	-	38	-	38	15	11	19	6	28	15
	2%	-	-	-	9%	-	100%	2%	2%	2%	1%	2%	2%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 70
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Working	1154	620	534	139	279	267	281	148	39	345	358	265	186	88	52	129	99	95	83	64	103	178	170	92	253	901
	57%	62%	51%	59%	79%	80%	77%	50%	9%	63%	65%	60%	37%	50%	61%	55%	57%	52%	55%	62%	52%	66%	60%	52%	100%	100%
Working full time - working 30 hours per week or more	913	551	362	113	233	231	227	97	12	295	281	206	131	66	44	100	75	75	68	49	84	147	136	70	213	700
	45%	56%	35%	48%	66%	69%	63%	33%	3%	54%	51%	46%	26%	37%	51%	43%	44%	41%	45%	47%	42%	55%	48%	39%	84%	78%
Working part time - working between 8 and 29 hours per week	240	69	172	26	47	36	54	51	27	49	78	58	55	22	9	30	24	20	15	15	19	32	34	23	40	201
	12%	7%	16%	11%	13%	11%	15%	17%	6%	9%	14%	13%	11%	12%	10%	13%	14%	11%	10%	14%	10%	12%	12%	13%	16%	22%
NET: Not working	884	373	511	97	74	67	82	146	417	203	190	180	311	89	33	105	74	89	68	40	95	91	115	87	-	-
	43%	38%	49%	41%	21%	20%	23%	50%	91%	37%	35%	40%	63%	50%	39%	45%	43%	48%	45%	38%	48%	34%	40%	48%	-	-
Not working but seeking work or temporarily unemployed or sick	91	40	51	12	21	22	20	14	3	4	12	14	62	6	9	12	4	12	5	3	12	11	10	7	-	-
	4%	4%	5%	5%	6%	7%	6%	5%	1%	1%	2%	3%	12%	3%	10%	5%	2%	7%	4%	3%	6%	4%	3%	4%	-	-
Not working and not seeking work/ student	151	77	74	82	21	9	16	22	-	29	43	22	56	13	7	17	10	22	7	5	8	29	21	12	-	-
	7%	8%	7%	35%	6%	3%	5%	8%	-	5%	8%	5%	11%	7%	8%	7%	6%	12%	5%	5%	4%	11%	7%	7%	-	-
Retired on a state pension only	138	41	97	-	-	1	-	8	129	8	14	17	98	15	3	20	7	15	11	9	17	8	15	16	-	-
	7%	4%	9%	-	-	*	-	3%	28%	2%	2%	4%	20%	8%	3%	9%	4%	8%	7%	9%	9%	3%	5%	9%	-	-
Retired with a private pension	354	201	153	-	-	-	2	67	284	144	104	77	29	50	8	38	36	30	30	14	36	29	46	37	-	-
	17%	20%	15%	-	-	-	1%	23%	62%	26%	19%	17%	6%	28%	10%	16%	21%	16%	20%	13%	18%	11%	16%	21%	-	-
House person, housewife, househusband, etc.	152	14	137	3	32	36	43	35	2	19	17	50	66	5	6	18	17	10	14	9	22	13	23	15	-	-
	7%	1%	13%	1%	9%	11%	12%	12%	*	3%	3%	11%	13%	3%	7%	8%	10%	5%	9%	9%	11%	5%	8%	8%	-	-

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 70

Which of the following best describes your current working status?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Working	1154	952	511	441	202	189	13	354	230	457	286	676	476
	57%	59%	60%	57%	48%	49%	35%	53%	52%	56%	55%	55%	55%
Working full time - working 30 hours per week or more	913	760	424	335	154	146	7	275	186	345	238	513	396
	45%	47%	50%	44%	36%	38%	19%	41%	42%	42%	46%	42%	46%
Working part time - working between 8 and 29 hours per week	240	192	87	105	49	42	6	79	44	112	48	163	80
	12%	12%	10%	14%	12%	11%	16%	12%	10%	14%	9%	13%	9%
NET: Not working	884	665	335	330	220	195	25	314	215	365	233	544	383
	43%	41%	40%	43%	52%	51%	65%	47%	48%	44%	45%	45%	45%
Not working but seeking work or temporarily unemployed or sick	91	76	36	40	15	11	3	59	8	37	9	77	15
	4%	5%	4%	5%	4%	3%	9%	9%	2%	4%	2%	6%	2%
Not working and not seeking work/ student	151	134	88	46	17	16	1	74	21	71	25	110	44
	7%	8%	10%	6%	4%	4%	3%	11%	5%	9%	5%	9%	5%
Retired on a state pension only	138	96	42	54	42	37	4	27	41	51	49	71	79
	7%	6%	5%	7%	10%	10%	11%	4%	9%	6%	9%	6%	9%
Retired with a private pension	354	248	121	127	106	96	10	80	126	135	117	182	201
	17%	15%	14%	16%	25%	25%	26%	12%	28%	16%	23%	15%	23%
House person, housewife, househusband, etc.	152	111	48	63	41	34	6	74	19	70	33	104	44
	7%	7%	6%	8%	10%	9%	16%	11%	4%	9%	6%	9%	5%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 71
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade					Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	1076	570	506	127	209	270	279	144	47	344	346	201	185	100	50	123	96	88	80	66	95	148	146	84	236	840	
Weighted base	1154	620	534	139	279	267	281	148	39	345	358	265	186	88	52	129	99	95	83	64	103	178	170	92	253	901	
NET: Public Sector	253 22%	130 21%	123 23%	31 22%	58 21%	57 21%	72 26%	29 20%	6 15%	81 24%	99 28%	34 13%	39 21%	27 31%	13 24%	30 24%	17 17%	27 29%	16 19%	18 29%	19 19%	33 18%	30 18%	22 24%	253 100%	-	
Central government including all administrative departments and central government agencies such as the Bank of England	22 2%	14 2%	8 1%	-	2 1%	6 2%	6 2%	6 4%	1 3%	11 3%	10 3%	-	1 *	4 4%	3 6%	2 1%	3 3%	-	1 1%	4 6%	-	2 1%	3 2%	2 2%	22 9%	-	
HM Forces	1 *	1 *	-	1 1%	-	-	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-
National Health Service	51 4%	20 3%	32 6%	5 4%	14 5%	9 3%	15 5%	6 4%	2 5%	18 5%	12 3%	7 3%	14 7%	8 9%	3 6%	7 6%	2 2%	4 5%	2 2%	3 5%	6 6%	3 2%	5 3%	7 8%	51 20%	-	
Universities and Academies funded by government	24 2%	14 2%	10 2%	8 6%	5 2%	3 1%	4 1%	4 3%	* 1%	9 3%	11 3%	2 1%	1 1%	2 2%	1 2%	2 1%	1 1%	3 3%	3 3%	2 3%	2 2%	5 3%	3 2%	-	24 9%	-	
Courts service	1 *	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-	
Local government administration	36 3%	23 4%	13 2%	1 1%	10 4%	16 6%	6 2%	2 2%	1 2%	11 3%	21 6%	4 2%	-	2 2%	2 4%	2 2%	3 3%	1 1%	6 7%	4 6%	1 1%	6 4%	3 2%	5 6%	36 14%	-	
Police service	16 1%	13 2%	3 1%	2 1%	8 3%	4 2%	1 *	1 1%	-	1 *	13 4%	-	2 1%	-	-	3 3%	2 2%	1 1%	-	1 2%	-	-	9 5%	-	16 6%	-	
Public sector housing	7 1%	3 1%	4 1%	2 2%	-	2 1%	2 1%	1 1%	-	2 1%	2 *	1 1%	2 1%	-	-	2 2%	1 1%	1 1%	-	-	-	3 2%	-	-	7 3%	-	
Teaching employed by local education authority including voluntary aided schools and foundation schools	30 3%	6 1%	23 4%	10 7%	3 1%	2 1%	11 4%	3 2%	1 1%	14 4%	12 3%	1 1%	2 1%	1 1%	-	5 4%	-	9 9%	3 4%	1 1%	4 4%	3 2%	3 2%	2 2%	30 12%	-	

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 71

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	1154	620	534	139	279	267	281	148	39	345	358	265	186	88	52	129	99	95	83	64	103	178	170	92	253	901	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	10 2%	3 1%	1 1%	3 1%	2 1%	5 2%	1 1%	1 2%	-	4 1%	2 1%	7 4%	1 1%	-	-	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%	-	4 5%	13 5%	-	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	51 4%	25 4%	27 5%	1 1%	13 5%	12 4%	20 7%	5 4%	-	15 4%	11 3%	15 6%	10 5%	9 10%	3 6%	7 5%	4 4%	6 6%	1 1%	3 5%	5 4%	8 4%	5 3%	2 2%	51 20%	-	
None of the above (Private Sector)	901 78%	490 79%	411 77%	108 78%	222 79%	210 79%	209 74%	118 80%	33 85%	264 76%	260 72%	231 87%	147 79%	61 69%	40 76%	99 76%	82 83%	67 71%	67 81%	45 71%	84 81%	146 82%	140 82%	70 76%	-	901 100%	

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 71

Do you work in any of the following occupations?

Base: All respondents who work

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	1076	890	474	416	186	173	13	333	209	450	263	648	436
Weighted base	1154	952	511	441	202	189	13	354	230	457	286	676	476
NET: Public Sector	253	200	93	107	53	52	1	87	48	105	59	155	100
	22%	21%	18%	24%	26%	28%	4%	25%	21%	23%	20%	23%	21%
Central government including all administrative departments and central government agencies such as the Bank of England	22	17	7	10	4	4	-	6	3	10	6	13	7
	2%	2%	1%	2%	2%	2%	-	2%	1%	2%	2%	2%	1%
HM Forces	1	1	-	1	-	-	-	1	-	1	1	1	1
	*	*	-	*	-	-	-	*	-	*	*	*	*
National Health Service	51	37	14	23	14	14	-	18	11	24	9	35	19
	4%	4%	3%	5%	7%	8%	-	5%	5%	5%	3%	5%	4%
Universities and Academies funded by government	24	21	9	13	3	3	-	8	3	7	9	12	12
	2%	2%	2%	3%	1%	1%	-	2%	1%	2%	3%	2%	2%
Courts service	1	1	-	1	-	-	-	-	-	1	-	1	-
	*	*	-	*	-	-	-	-	-	*	-	*	-
Local government administration	36	30	18	12	6	6	-	16	5	16	6	25	11
	3%	3%	3%	3%	3%	3%	-	5%	2%	4%	2%	4%	2%
Police service	16	13	3	9	3	3	-	2	6	11	-	11	6
	1%	1%	1%	2%	2%	2%	-	1%	2%	2%	-	2%	1%
Public sector housing	7	6	4	2	1	1	-	6	1	1	1	6	2
	1%	1%	1%	1%	*	*	-	2%	*	*	*	1%	*
Teaching employed by local education authority including voluntary aided schools and foundation schools	30	24	15	9	6	6	-	8	6	11	7	15	14
	3%	3%	3%	2%	3%	3%	-	2%	3%	2%	3%	2%	3%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 71

Do you work in any of the following occupations?

Base: All respondents who work

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Weighted base	1154	952	511	441	202	189	13	354	230	457	286	676	476
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	11 1%	5 1%	6 1%	2 1%	2 1%	- -	4 1%	2 1%	4 1%	5 2%	6 1%	7 1%
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	51 4%	38 4%	18 4%	20 5%	13 7%	13 7%	1 4%	18 5%	11 5%	19 4%	14 5%	30 4%	22 5%
None of the above (Private Sector)	901 78%	751 79%	417 82%	334 76%	149 74%	136 72%	13 96%	266 75%	182 79%	352 77%	227 80%	521 77%	376 79%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 72

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
No children aged 18 or under	1517 74%	761 77%	756 72%	203 86%	198 56%	160 48%	234 64%	265 90%	456 100%	391 71%	438 80%	295 66%	393 79%	134 76%	61 71%	172 73%	125 72%	134 73%	112 74%	79 76%	139 70%	198 74%	224 79%	140 78%	156 62%	584 65%
NET: Yes	516 25%	230 23%	286 27%	31 13%	154 44%	174 52%	129 36%	27 9%	1 *	157 29%	108 20%	149 34%	102 20%	42 24%	25 29%	62 27%	47 27%	49 26%	39 26%	24 24%	57 29%	70 26%	61 21%	39 22%	97 38%	315 35%
NET: Any 11-18	259 13%	122 12%	137 13%	5 2%	33 9%	87 26%	109 30%	25 9%	- -	70 13%	54 10%	78 17%	57 12%	22 12%	13 16%	36 15%	22 13%	31 17%	11 7%	15 14%	31 16%	31 12%	27 10%	20 11%	46 18%	164 18%
Yes - children aged under 5 years old	196 10%	84 8%	112 11%	26 11%	103 29%	58 17%	6 2%	3 1%	- -	65 12%	37 7%	57 13%	36 7%	16 9%	6 7%	19 8%	17 10%	15 8%	20 13%	9 9%	21 11%	35 13%	23 8%	14 8%	37 15%	114 13%
Yes - children aged 5 to 10 years old	217 11%	94 9%	123 12%	6 3%	79 22%	88 26%	42 12%	- -	1 *	70 13%	50 9%	50 11%	47 9%	17 10%	13 15%	21 9%	33 19%	16 9%	14 9%	8 8%	22 11%	31 12%	25 9%	15 9%	43 17%	124 14%
Yes - children aged 11 to 15 years old	203 10%	97 10%	107 10%	3 1%	30 9%	72 21%	79 22%	19 7%	- -	54 10%	45 8%	64 14%	40 8%	18 10%	10 12%	28 12%	19 11%	24 13%	9 6%	10 9%	22 11%	25 9%	22 8%	15 9%	34 13%	130 14%
Yes - children aged 16 to 18 years old	98 5%	44 4%	54 5%	2 1%	4 1%	28 9%	48 13%	15 5%	- -	25 4%	15 3%	31 7%	28 6%	7 4%	6 7%	14 6%	7 4%	10 5%	3 2%	8 8%	17 9%	10 4%	7 3%	8 4%	22 9%	58 6%
Refused	5 *	2 *	3 *	2 1%	1 *	- -	- -	2 1%	- -	- -	2 *	- -	3 1%	1 *	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 *	- -	- -	- -	2 *

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 72

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
No children aged 18 or under	1517 74%	1192 74%	633 75%	559 73%	326 77%	297 78%	28 74%	499 75%	351 79%	603 73%	396 76%	906 74%	659 77%
NET: Yes	516 25%	421 26%	210 25%	211 27%	95 23%	85 22%	10 26%	166 25%	94 21%	215 26%	122 24%	309 25%	200 23%
NET: Any 11-18	259 13%	211 13%	106 13%	104 14%	48 11%	42 11%	6 17%	86 13%	46 10%	115 14%	63 12%	156 13%	103 12%
Yes - children aged under 5 years old	196 10%	161 10%	84 10%	77 10%	35 8%	33 9%	2 5%	62 9%	38 9%	81 10%	44 9%	118 10%	74 9%
Yes - children aged 5 to 10 years old	217 11%	176 11%	94 11%	82 11%	41 10%	38 10%	3 7%	70 11%	41 9%	92 11%	52 10%	131 11%	88 10%
Yes - children aged 11 to 15 years old	203 10%	162 10%	82 10%	80 10%	41 10%	38 10%	4 9%	72 11%	34 8%	87 11%	54 10%	121 10%	84 10%
Yes - children aged 16 to 18 years old	98 5%	78 5%	40 5%	39 5%	20 5%	17 4%	3 7%	23 3%	20 4%	47 6%	21 4%	58 5%	36 4%
Refused	5 *	4 *	3 *	1 *	1 *	1 *	- -	2 *	- -	4 *	- -	4 *	- -

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 73

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
Anglia	211 10%	90 9%	122 12%	23 10%	30 8%	34 10%	44 12%	30 10%	51 11%	46 8%	52 10%	57 13%	56 11%	1 *	-	-	-	-	25 17%	-	175 89%	-	10 4%	-	18 7%	93 10%	
Border	21 1%	7 1%	14 1%	1 *	7 2%	2 1%	6 2%	1 *	4 1%	6 1%	2 *	6 1%	7 1%	8 5%	-	13 6%	-	-	-	-	-	-	-	-	-	2 1%	12 1%
Central	283 14%	131 13%	152 15%	33 14%	43 12%	58 17%	48 13%	34 12%	67 15%	69 13%	72 13%	68 15%	73 15%	-	-	1 *	1 1%	177 96%	95 63%	-	1 1%	-	4 1%	4 2%	39 15%	112 12%	
Granada	221 11%	109 11%	112 11%	28 12%	38 11%	37 11%	38 10%	31 10%	50 11%	56 10%	43 8%	63 14%	58 12%	-	1 1%	214 91%	-	2 1%	2 1%	1 1%	-	-	-	-	29 12%	91 10%	
London	362 18%	170 17%	192 18%	61 26%	76 21%	59 18%	66 18%	48 16%	53 12%	131 24%	107 20%	55 12%	68 14%	-	-	-	-	1 *	1 1%	-	20 10%	269 100%	70 25%	1 *	45 18%	189 21%	
Meridian	213 10%	114 11%	99 9%	21 9%	44 12%	29 9%	31 9%	42 14%	45 10%	56 10%	55 10%	49 11%	53 11%	-	-	-	-	1 1%	2 1%	-	1 1%	-	197 69%	11 6%	20 8%	100 11%	
STV	173 8%	93 9%	80 8%	10 4%	27 8%	25 7%	23 6%	30 10%	58 13%	57 10%	52 9%	28 6%	35 7%	168 95%	-	-	-	-	-	-	-	-	4 1%	2 1%	27 11%	60 7%	
Tyne Tees	85 4%	40 4%	45 4%	13 6%	14 4%	17 5%	18 5%	13 4%	10 2%	17 3%	28 5%	16 4%	24 5%	-	84 98%	-	1 1%	-	-	-	-	-	-	-	-	13 5%	39 4%
Wales	103 5%	54 5%	49 5%	10 4%	13 4%	20 6%	22 6%	17 6%	21 5%	21 4%	41 7%	20 4%	22 4%	-	-	-	-	-	-	103 99%	-	-	-	-	-	18 7%	45 5%
West	63 3%	40 4%	22 2%	7 3%	6 2%	8 2%	21 6%	9 3%	11 2%	21 4%	10 2%	10 2%	22 4%	-	-	5 2%	-	2 1%	-	-	-	-	-	55 31%	8 3%	30 3%	
Westcountry	107 5%	48 5%	58 6%	10 4%	19 5%	14 4%	18 5%	10 3%	36 8%	23 4%	29 5%	23 5%	32 6%	-	-	-	-	-	-	-	-	-	-	107 59%	14 6%	39 4%	
Yorkshire	197 10%	97 10%	100 10%	18 8%	38 11%	33 10%	27 7%	30 10%	51 11%	44 8%	57 10%	48 11%	48 10%	-	*	1 *	171 99%	-	25 16%	-	-	-	-	-	19 8%	89 10%	
UTV	1 *	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 73

Which of the following ITV regions do you live in?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Anglia	211 10%	147 9%	60 7%	87 11%	65 15%	58 15%	6 16%	79 12%	38 9%	92 11%	48 9%	141 12%	75 9%
Border	21 1%	10 1%	2 *	8 1%	11 3%	9 2%	2 6%	4 1%	4 1%	12 1%	8 1%	12 1%	11 1%
Central	283 14%	229 14%	127 15%	102 13%	54 13%	52 14%	2 6%	101 15%	55 12%	93 11%	80 15%	158 13%	122 14%
Granada	221 11%	192 12%	81 10%	111 14%	29 7%	26 7%	3 7%	61 9%	41 9%	106 13%	57 11%	135 11%	89 10%
London	362 18%	333 21%	244 29%	89 12%	29 7%	27 7%	2 5%	109 16%	86 19%	132 16%	99 19%	200 16%	163 19%
Meridian	213 10%	153 9%	63 7%	90 12%	59 14%	58 15%	1 3%	67 10%	53 12%	86 11%	49 9%	127 10%	91 11%
STV	173 8%	132 8%	70 8%	63 8%	41 10%	35 9%	6 15%	56 8%	38 9%	73 9%	45 9%	101 8%	76 9%
Tyne Tees	85 4%	73 5%	38 4%	35 5%	12 3%	12 3%	- -	36 5%	16 4%	39 5%	18 3%	59 5%	27 3%
Wales	103 5%	66 4%	29 3%	37 5%	37 9%	29 8%	8 21%	29 4%	24 5%	45 5%	31 6%	61 5%	50 6%
West	63 3%	47 3%	21 2%	26 3%	16 4%	14 4%	2 5%	21 3%	16 4%	26 3%	17 3%	38 3%	29 3%
Westcountry	107 5%	76 5%	34 4%	42 5%	30 7%	27 7%	4 10%	34 5%	28 6%	45 5%	21 4%	65 5%	47 5%
Yorkshire	197 10%	158 10%	78 9%	80 10%	39 9%	37 10%	2 5%	70 10%	46 10%	74 9%	46 9%	123 10%	79 9%
UTV	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 74
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Single	573 28%	305 31%	267 26%	186 79%	131 37%	113 34%	75 21%	49 17%	19 4%	122 22%	183 33%	101 23%	167 34%	41 23%	29 34%	67 29%	43 25%	60 33%	33 22%	22 21%	45 23%	102 38%	83 29%	47 26%	66 26%	304 34%
NET: Married/ Civil partnership/ co habiting	1189 58%	596 60%	593 57%	47 20%	215 61%	206 61%	238 65%	183 62%	300 66%	371 68%	284 52%	302 68%	233 47%	108 61%	47 55%	137 59%	99 57%	103 56%	95 63%	69 66%	129 65%	131 49%	162 57%	108 61%	161 64%	520 58%
Married	858 42%	456 46%	401 38%	5 2%	113 32%	138 41%	178 49%	143 49%	280 61%	286 52%	191 35%	219 49%	162 33%	84 47%	28 33%	104 45%	66 38%	81 44%	68 45%	52 50%	95 48%	82 31%	119 42%	78 43%	115 46%	330 37%
Civil Partnership	19 1%	10 1%	10 1%	4 2%	1 *	3 1%	5 1%	1 *	4 1%	6 1%	4 1%	3 1%	6 1%	1 1%	1 1%	4 2%	2 1%	1 1%	* -	- -	2 1%	5 2%	2 1%	- -	2 1%	9 1%
Co Habiting	312 15%	130 13%	182 17%	37 16%	100 28%	65 19%	55 15%	39 13%	16 3%	79 14%	89 16%	80 18%	64 13%	23 13%	18 21%	29 12%	32 18%	21 11%	27 18%	17 16%	31 16%	44 16%	41 15%	31 17%	44 17%	180 20%
NET: Widowed/ separated/ divorced	268 13%	86 9%	183 17%	- -	6 2%	16 5%	48 13%	61 21%	137 30%	55 10%	77 14%	40 9%	96 19%	28 16%	10 11%	26 11%	32 18%	20 11%	21 14%	13 13%	23 12%	35 13%	37 13%	24 13%	24 10%	75 8%
Widowed	84 4%	20 2%	64 6%	- -	1 *	4 1%	2 1%	14 5%	62 14%	16 3%	23 4%	13 3%	32 6%	11 6%	3 4%	11 5%	8 5%	4 2%	7 5%	6 5%	11 5%	10 4%	8 3%	5 3%	7 3%	12 1%
Separated	27 1%	13 1%	14 1%	- -	5 1%	3 1%	8 2%	6 2%	6 1%	5 1%	5 1%	6 1%	11 2%	1 1%	- -	3 1%	3 2%	4 2%	1 *	2 2%	1 1%	3 1%	7 3%	2 1%	2 1%	13 1%
Divorced	158 8%	53 5%	105 10%	- -	- -	10 3%	38 11%	41 14%	69 15%	34 6%	49 9%	21 5%	53 11%	16 9%	6 7%	13 5%	20 12%	12 7%	14 9%	5 5%	11 6%	22 8%	22 8%	17 10%	15 6%	50 6%
Prefer not to answer	8 *	6 1%	2 *	4 2%	1 *	- -	2 1%	- -	1 *	1 *	4 1%	2 *	2 *	- -	- -	3 1%	- -	1 1%	1 1%	- -	1 *	- -	2 1%	- -	1 *	1 *

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 74
Marital Status
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Single	573 28%	481 30%	296 35%	186 24%	91 22%	84 22%	7 19%	240 36%	104 23%	226 28%	114 22%	372 31%	199 23%
NET: Married/ Civil partnership/ co habiting	1189 58%	922 57%	439 52%	483 63%	267 63%	242 63%	25 66%	322 48%	277 62%	484 59%	337 65%	674 55%	548 64%
Married	858 42%	658 41%	305 36%	353 46%	200 47%	182 47%	18 48%	187 28%	219 49%	341 41%	263 51%	451 37%	430 50%
Civil Partnership	19 1%	17 1%	5 1%	11 1%	3 1%	3 1%	- -	8 1%	4 1%	4 1%	4 1%	11 1%	8 1%
Co Habiting	312 15%	248 15%	129 15%	119 15%	64 15%	57 15%	7 18%	127 19%	54 12%	139 17%	71 14%	212 17%	110 13%
NET: Widowed/ separated/ divorced	268 13%	205 13%	106 13%	99 13%	63 15%	58 15%	5 14%	106 16%	64 14%	109 13%	67 13%	171 14%	112 13%
Widowed	84 4%	54 3%	29 3%	25 3%	30 7%	28 7%	2 5%	22 3%	27 6%	35 4%	23 4%	46 4%	44 5%
Separated	27 1%	26 2%	13 2%	13 2%	1 *	1 *	* 1%	14 2%	5 1%	11 1%	5 1%	18 1%	8 1%
Divorced	158 8%	126 8%	64 8%	61 8%	32 8%	29 7%	3 8%	69 10%	32 7%	64 8%	38 7%	106 9%	60 7%
Prefer not to answer	8 *	8 *	5 1%	3 *	- -	- -	- -	- -	- -	2 *	1 *	2 *	1 *

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 75
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Glasgow	91 4%	49 5%	42 4%	7 3%	15 4%	12 4%	15 4%	18 4%	24 6%	22 5%	25 4%	17 4%	27 5%	91 51%	-	-	-	-	-	-	-	-	-	-	15 6%	31 3%
Edinburgh	75 4%	37 4%	38 4%	4 2%	11 3%	11 3%	8 2%	9 3%	31 7%	30 5%	23 4%	12 3%	10 2%	75 42%	-	-	-	-	-	-	-	-	-	-	11 4%	25 3%
Newcastle	86 4%	39 4%	47 5%	15 7%	15 4%	16 5%	18 5%	13 4%	10 2%	17 3%	28 5%	19 4%	23 5%	-	82 96%	2 1%	2 1%	-	-	-	-	-	-	-	13 5%	39 4%
Leeds	71 3%	40 4%	32 3%	8 3%	13 4%	14 4%	14 4%	7 3%	16 4%	16 3%	22 4%	12 3%	21 4%	-	1 1%	1 *	69 40%	-	-	-	-	-	-	-	6 3%	35 4%
Hull	42 2%	19 2%	23 2%	3 1%	7 2%	5 1%	8 2%	5 2%	15 3%	14 3%	11 2%	6 1%	11 2%	-	*	-	38 22%	-	3 2%	-	-	-	-	-	3 1%	18 2%
Sheffield	62 3%	24 2%	38 4%	4 2%	14 4%	12 4%	4 1%	14 5%	12 3%	10 2%	16 3%	21 5%	14 3%	-	-	-	55 32%	-	7 5%	-	-	-	-	-	9 4%	24 3%
Manchester	159 8%	82 8%	76 7%	18 7%	29 8%	31 9%	18 5%	23 8%	41 9%	41 8%	34 6%	46 10%	37 8%	-	1 1%	143 61%	1 1%	9 5%	1 1%	3 3%	-	-	-	-	20 8%	68 8%
Liverpool	82 4%	42 4%	40 4%	13 5%	13 4%	11 3%	24 7%	6 2%	16 3%	22 4%	18 3%	23 5%	19 4%	-	-	71 30%	-	1 1%	-	10 10%	-	-	-	-	12 5%	36 4%
Nottingham	90 4%	42 4%	47 5%	9 4%	17 5%	17 5%	16 4%	9 3%	22 5%	22 4%	27 6%	19 4%	-	-	-	-	1 1%	85 57%	-	2 1%	-	-	1 *	-	11 4%	39 4%
Birmingham	165 8%	73 7%	92 9%	23 10%	24 7%	29 9%	28 8%	23 8%	38 8%	42 8%	37 7%	41 9%	44 9%	-	-	1 1%	-	151 83%	11 7%	1 1%	-	-	-	-	27 11%	63 7%
Norwich	96 5%	45 4%	51 5%	11 5%	10 3%	18 6%	14 4%	14 5%	27 6%	18 3%	25 4%	28 6%	25 5%	-	-	-	-	1 1%	-	94 48%	-	-	*	-	8 3%	39 4%
Milton Keynes	62 3%	29 3%	33 3%	7 3%	5 2%	5 1%	18 5%	12 4%	15 3%	22 4%	15 3%	13 3%	12 2%	-	-	-	3 1%	20 13%	-	32 16%	-	7 3%	-	-	4 1%	35 4%
Brighton	51 3%	26 3%	26 2%	5 2%	10 3%	8 2%	7 2%	12 4%	10 2%	10 2%	11 2%	16 4%	14 3%	-	-	-	-	-	1 1%	-	-	51 18%	-	-	4 2%	27 3%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 75
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Oxford	42 2%	20 2%	22 2%	5 2%	7 2%	8 2%	4 1%	8 3%	9 2%	12 2%	11 2%	10 2%	9 2%	-	-	-	-	-	2 1%	-	-	-	33 12%	7 4%	2 1%	22 2%
London	443 22%	213 21%	231 22%	64 27%	96 27%	72 22%	83 23%	63 21%	65 14%	146 27%	132 24%	77 17%	89 18%	-	-	1 *	-	2 1%	5 4%	-	46 23%	269 100%	120 42%	1 *	56 22%	227 25%
Southampton	71 3%	35 3%	36 3%	9 4%	16 5%	9 3%	9 3%	11 4%	17 4%	23 4%	21 4%	9 2%	17 4%	-	-	-	-	-	-	-	-	-	54 19%	16 9%	8 3%	27 3%
Bristol	90 4%	49 5%	41 4%	6 2%	11 3%	18 6%	21 6%	11 4%	23 5%	26 5%	18 3%	14 3%	32 7%	-	-	-	-	3 1%	-	1 1%	-	-	-	86 48%	12 5%	33 4%
Plymouth	59 3%	28 3%	31 3%	6 3%	10 3%	4 1%	16 4%	5 2%	17 4%	12 2%	12 2%	17 4%	17 3%	-	-	-	-	-	-	-	-	-	1 *	58 32%	7 3%	25 3%
Cardiff	76 4%	42 4%	34 3%	9 4%	10 3%	16 5%	16 4%	14 5%	10 2%	16 3%	29 5%	13 3%	17 4%	-	-	-	-	1 1%	-	74 72%	-	-	-	-	14 5%	37 4%
None of these	128 6%	60 6%	68 6%	11 5%	20 6%	18 6%	22 6%	17 6%	39 9%	26 5%	39 7%	25 6%	38 8%	11 6%	1 1%	15 6%	7 4%	12 7%	14 10%	13 13%	23 12%	-	18 6%	12 6%	11 4%	48 5%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 75
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Glasgow	91 4%	71 4%	34 4%	37 5%	20 5%	18 5%	2 5%	32 5%	16 3%	41 5%	27 5%	53 4%	39 4%
Edinburgh	75 4%	57 4%	34 4%	23 3%	17 4%	14 4%	3 7%	21 3%	21 5%	33 4%	14 3%	46 4%	33 4%
Newcastle	86 4%	72 4%	38 5%	34 4%	14 3%	14 4%	- -	37 6%	15 3%	39 5%	19 4%	60 5%	27 3%
Leeds	71 3%	63 4%	34 4%	29 4%	9 2%	9 2%	- -	21 3%	17 4%	34 4%	15 3%	47 4%	27 3%
Hull	42 2%	37 2%	17 2%	20 3%	5 1%	4 1%	1 3%	16 2%	12 3%	14 2%	7 1%	25 2%	17 2%
Sheffield	62 3%	49 3%	26 3%	23 3%	13 3%	13 3%	- -	24 4%	16 4%	20 2%	18 4%	38 3%	28 3%
Manchester	159 8%	138 9%	49 6%	89 12%	21 5%	19 5%	2 5%	42 6%	29 6%	77 9%	40 8%	98 8%	62 7%
Liverpool	82 4%	72 4%	33 4%	40 5%	9 2%	9 2%	1 2%	23 3%	22 5%	35 4%	21 4%	48 4%	40 5%
Nottingham	90 4%	69 4%	40 5%	29 4%	21 5%	21 5%	- -	39 6%	14 3%	30 4%	21 4%	50 4%	31 4%
Birmingham	165 8%	141 9%	74 9%	67 9%	24 6%	23 6%	1 2%	55 8%	35 8%	53 6%	45 9%	90 7%	72 8%
Norwich	96 5%	61 4%	25 3%	36 5%	35 8%	33 9%	2 5%	35 5%	18 4%	39 5%	27 5%	59 5%	38 4%
Milton Keynes	62 3%	47 3%	19 2%	28 4%	15 4%	13 3%	2 5%	18 3%	15 3%	27 3%	16 3%	39 3%	28 3%
Brighton	51 3%	39 2%	17 2%	22 3%	12 3%	12 3%	- -	15 2%	11 3%	24 3%	13 3%	30 2%	21 2%
Oxford	42 2%	29 2%	14 2%	14 2%	13 3%	11 3%	2 5%	12 2%	12 3%	23 3%	9 2%	26 2%	18 2%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 75
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
London	443 22%	391 24%	261 31%	129 17%	53 12%	53 14%	-	141 21%	105 23%	163 20%	115 22%	252 21%	191 22%
Southampton	71 3%	53 3%	31 4%	22 3%	18 4%	17 4%	1 3%	20 3%	18 4%	27 3%	18 3%	42 3%	35 4%
Bristol	90 4%	65 4%	33 4%	32 4%	25 6%	23 6%	2 5%	26 4%	20 5%	45 6%	20 4%	59 5%	37 4%
Plymouth	59 3%	44 3%	16 2%	28 4%	15 4%	13 3%	2 6%	22 3%	13 3%	19 2%	17 3%	32 3%	28 3%
Cardiff	76 4%	57 4%	27 3%	31 4%	18 4%	16 4%	2 6%	23 4%	12 3%	34 4%	24 5%	46 4%	34 4%
None of these	128 6%	62 4%	25 3%	38 5%	65 15%	50 13%	16 41%	44 7%	27 6%	46 6%	33 6%	77 6%	55 6%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 76

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840	
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901	
Up to £7,000	(3.5)	79 4%	31 3%	47 5%	13 6%	15 4%	15 4%	15 4%	15 5%	6 1%	1 *	19 3%	10 2%	48 10%	4 2%	5 6%	7 3%	5 3%	13 7%	5 4%	4 4%	7 4%	15 6%	8 3%	5 3%	1 *	14 2%
£7,001 to £14,000	(10.5)	291 14%	113 11%	178 17%	21 9%	44 12%	35 11%	55 15%	49 17%	87 19%	24 4%	49 9%	41 9%	176 35%	22 13%	15 18%	30 13%	23 13%	31 17%	19 13%	13 13%	26 13%	24 9%	52 18%	35 19%	15 6%	93 10%
£14,001 to £21,000	(17.5)	328 16%	135 14%	193 18%	28 12%	38 11%	37 11%	51 14%	65 22%	109 24%	42 8%	100 18%	85 19%	102 20%	27 15%	18 22%	43 18%	36 21%	30 17%	23 15%	12 11%	32 16%	40 15%	39 14%	29 16%	29 12%	111 12%
£21,001 to £28,000	(24.5)	295 14%	145 15%	151 14%	26 11%	46 13%	53 16%	42 11%	49 17%	79 17%	57 10%	88 16%	90 20%	60 12%	25 14%	10 12%	27 12%	30 17%	29 16%	26 17%	23 22%	28 14%	32 12%	41 14%	24 13%	39 15%	126 14%
£28,001 to £34,000	(31)	202 10%	98 10%	104 10%	16 7%	40 11%	28 8%	35 10%	33 11%	49 11%	53 10%	63 11%	55 12%	31 6%	16 9%	6 7%	42 18%	18 11%	13 7%	19 12%	11 10%	23 11%	11 4%	21 7%	24 14%	24 9%	95 11%
£34,001 to £41,000	(37.5)	186 9%	88 9%	98 9%	16 7%	41 12%	29 9%	39 11%	25 8%	36 8%	67 12%	50 9%	50 11%	19 4%	16 9%	16 18%	22 9%	9 5%	17 9%	11 7%	6 6%	16 8%	31 12%	30 10%	12 7%	34 13%	94 10%
£41,001 to £48,000	(44.5)	115 6%	63 6%	53 5%	12 5%	29 8%	26 8%	21 6%	12 4%	15 3%	49 9%	29 5%	34 8%	3 1%	12 7%	4 5%	13 6%	12 7%	10 6%	11 8%	8 8%	8 4%	15 6%	14 5%	7 4%	18 7%	74 8%
£48,001 to £55,000	(51.5)	128 6%	71 7%	56 5%	17 7%	24 7%	29 9%	27 7%	10 3%	21 5%	56 10%	40 7%	20 5%	11 2%	13 7%	- -	10 4%	12 7%	6 3%	10 7%	8 8%	14 7%	18 7%	21 7%	15 8%	24 10%	76 8%
£55,001 to £62,000	(58.5)	59 3%	32 3%	27 3%	6 3%	11 3%	13 4%	17 5%	6 2%	6 1%	29 5%	20 4%	7 2%	3 1%	8 5%	1 1%	9 4%	2 1%	6 3%	3 2%	3 3%	3 2%	6 2%	11 4%	8 4%	17 7%	30 3%
£62,001 to £69,000	(65.5)	44 2%	38 4%	6 1%	9 4%	13 4%	6 2%	10 3%	3 1%	3 1%	24 4%	14 3%	5 1%	1 *	6 3%	- -	6 2%	1 1%	2 1%	1 *	1 1%	7 4%	11 4%	7 2%	4 2%	9 4%	29 3%
£69,001 to £76,000	(72.5)	43 2%	31 3%	12 1%	4 2%	14 4%	10 3%	7 2%	2 1%	7 1%	31 6%	9 2%	- -	3 1%	4 2%	- -	3 1%	3 2%	4 2%	5 3%	1 1%	2 1%	14 5%	3 1%	4 2%	7 3%	30 3%
£76,001 to £83,000	(79.5)	31 2%	17 2%	14 1%	7 3%	4 1%	11 3%	6 2%	1 *	2 1%	18 3%	9 2%	4 1%	- -	4 2%	- -	1 1%	4 2%	3 2%	3 2%	1 1%	6 3%	8 3%	2 1%	- -	7 3%	22 2%
£83,001 or more	(86)	64 3%	51 5%	13 1%	18 7%	12 3%	18 5%	11 3%	4 1%	2 *	49 9%	11 2%	3 1%	1 *	6 3%	1 1%	6 2%	4 2%	2 1%	2 2%	- -	7 4%	18 7%	14 5%	3 2%	13 5%	39 4%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 76

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
Prefer not to answer	173	79	94	43	22	24	29	21	34	47	48	38	40	15	9	15	14	18	13	13	18	27	22	10	16	67
	8%	8%	9%	18%	6%	7%	8%	7%	7%	9%	9%	9%	8%	8%	10%	6%	8%	10%	9%	12%	9%	10%	8%	5%	6%	7%
Average income (£000's)	31.46	35.43	27.63	37.27	34.64	36.26	32.85	25.51	25.51	45.48	32.08	28.76	17.79	34.06	23.98	30.63	29.76	27.61	31.03	29.24	32.32	37.67	32.09	29.51	40.03	36.81

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 76

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems						
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem	
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856	
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859	
Up to £7,000	(3.5) 4%	79 4%	67 4%	39 5%	29 4%	11 3%	10 3%	1 3%	43 6%	12 3%	29 4%	13 2%	57 5%	22 3%
£7,001 to £14,000	(10.5) 14%	291 14%	229 14%	120 14%	109 14%	62 15%	57 15%	5 14%	131 20%	57 13%	122 15%	60 12%	193 16%	103 12%
£14,001 to £21,000	(17.5) 16%	328 16%	269 17%	137 16%	132 17%	59 14%	55 14%	4 11%	128 19%	75 17%	115 14%	89 17%	195 16%	138 16%
£21,001 to £28,000	(24.5) 14%	295 14%	220 14%	120 14%	100 13%	75 18%	72 19%	3 8%	80 12%	79 18%	101 12%	87 17%	152 12%	150 17%
£28,001 to £34,000	(31) 10%	202 10%	160 10%	73 9%	87 11%	42 10%	39 10%	3 8%	58 9%	42 9%	97 12%	43 8%	129 11%	73 8%
£34,001 to £41,000	(37.5) 9%	186 9%	158 10%	74 9%	84 11%	28 7%	25 7%	3 8%	56 8%	41 9%	73 9%	58 11%	106 9%	91 11%
£41,001 to £48,000	(44.5) 6%	115 6%	93 6%	51 6%	42 5%	22 5%	18 5%	4 10%	27 4%	27 6%	52 6%	29 6%	69 6%	50 6%
£48,001 to £55,000	(51.5) 6%	128 6%	97 6%	50 6%	47 6%	31 7%	27 7%	4 9%	26 4%	34 8%	59 7%	29 6%	72 6%	58 7%
£55,001 to £62,000	(58.5) 3%	59 3%	42 3%	21 2%	21 3%	17 4%	17 5%	- -	17 3%	6 1%	28 3%	19 4%	38 3%	22 3%
£62,001 to £69,000	(65.5) 2%	44 2%	33 2%	21 3%	12 2%	12 3%	9 2%	3 8%	10 2%	12 3%	19 2%	13 3%	23 2%	23 3%
£69,001 to £76,000	(72.5) 2%	43 2%	33 2%	27 3%	5 1%	10 2%	8 2%	2 6%	20 3%	14 3%	22 3%	5 1%	35 3%	18 2%
£76,001 to £83,000	(79.5) 2%	31 2%	24 1%	5 1%	20 3%	7 2%	7 2%	- -	8 1%	9 2%	12 2%	6 1%	18 2%	16 2%
£83,001 or more	(86) 3%	64 3%	51 3%	35 4%	16 2%	13 3%	13 3%	- -	10 2%	14 3%	24 3%	22 4%	29 2%	34 4%
Prefer not to answer	173 8%	141 9%	73 9%	67 9%	32 8%	27 7%	6 15%	53 8%	23 5%	69 8%	44 8%	103 8%	60 7%	

Celebrities Mental Health Survey
ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 76

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
Average income (£000's)	31.46	31.18	31.81	30.49	32.51	32.28	34.99	27.34	32.76	32.46	32.61	30.75	33.12

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 77

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2038	999	1039	242	271	343	375	302	505	599	564	357	518	210	89	240	186	183	150	111	203	231	263	172	236	840
Weighted base	2038	993	1045	237	353	335	363	294	457	548	548	444	497	177	86	234	173	183	151	104	197	269	285	179	253	901
NET: Yes	470 23%	215 22%	254 24%	30 13%	56 16%	65 19%	91 25%	104 35%	123 27%	84 15%	97 18%	101 23%	188 38%	46 26%	25 30%	64 27%	37 21%	46 25%	42 28%	22 21%	46 24%	41 15%	63 22%	38 21%	39 16%	135 15%
Yes - physical condition	270 13%	122 12%	149 14%	7 3%	18 5%	29 9%	60 16%	65 22%	91 20%	52 9%	51 9%	64 14%	104 21%	31 18%	13 15%	38 16%	18 10%	25 14%	27 18%	12 12%	31 16%	15 6%	38 13%	21 12%	19 8%	65 7%
Yes - mental condition	209 10%	88 9%	121 12%	22 9%	43 12%	45 13%	51 14%	33 11%	14 3%	31 6%	40 7%	39 9%	98 20%	18 10%	18 21%	17 7%	16 9%	27 15%	22 15%	8 8%	23 12%	21 8%	25 9%	13 7%	25 10%	69 8%
Yes - disability	144 7%	78 8%	67 6%	5 2%	10 3%	12 4%	32 9%	39 13%	47 10%	26 5%	26 5%	24 5%	68 14%	11 6%	5 5%	22 10%	11 6%	9 5%	8 6%	4 4%	12 6%	13 5%	27 10%	21 12%	5 2%	27 3%
Yes - other	10 *	7 1%	3 *	1 *	- -	1 *	2 1%	5 2%	1 *	- -	4 1%	3 1%	3 1%	- -	- -	- -	- -	1 *	3 2%	1 1%	1 1%	- -	3 1%	1 *	3 1%	1 *
No	1492 73%	745 75%	747 71%	192 81%	275 78%	263 78%	258 71%	177 60%	328 72%	450 82%	438 80%	320 72%	284 57%	127 72%	54 63%	159 68%	126 73%	131 72%	104 69%	77 74%	147 75%	215 80%	215 75%	138 77%	209 83%	727 81%
Prefer not to say	76 4%	32 3%	44 4%	15 6%	22 6%	7 2%	14 4%	13 4%	5 1%	14 3%	13 2%	23 5%	25 5%	5 3%	6 7%	11 5%	10 6%	6 3%	5 3%	5 5%	4 2%	13 5%	8 3%	3 2%	5 2%	39 4%

Celebrities Mental Health Survey

ONLINE Fieldwork: 9th-10th November 2016

Absolutes/col percents

Table 77

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Which of the following best describes where you live?							Q.1 Mental health problems					
	Total	NET: Urban	Urban - Population over 10,000	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	Personal experience	No personal experience	Friends or family experience	No friends or family experience	Any experience of problem	No experience of problem
Unweighted base	2038	1622	842	780	416	376	40	669	448	839	519	1234	856
Weighted base	2038	1616	846	771	422	383	38	667	445	822	519	1220	859
NET: Yes	470 23%	361 22%	170 20%	191 25%	108 26%	95 25%	13 34%	304 46%	56 13%	187 23%	63 12%	376 31%	104 12%
Yes - physical condition	270 13%	197 12%	88 10%	109 14%	74 17%	64 17%	9 25%	150 22%	39 9%	115 14%	44 8%	200 16%	71 8%
Yes - mental condition	209 10%	162 10%	82 10%	80 10%	47 11%	42 11%	5 13%	205 31%	2 *	73 9%	2 *	206 17%	3 *
Yes - disability	144 7%	115 7%	52 6%	63 8%	29 7%	27 7%	2 6%	81 12%	22 5%	62 7%	29 6%	108 9%	45 5%
Yes - other	10 *	6 *	5 1%	1 *	4 1%	4 1%	- -	4 1%	2 *	6 1%	3 1%	6 1%	3 *
No	1492 73%	1187 73%	633 75%	554 72%	306 72%	282 74%	23 61%	320 48%	386 87%	619 75%	449 87%	797 65%	749 87%
Prefer not to say	76 4%	68 4%	43 5%	25 3%	8 2%	6 2%	2 4%	43 6%	3 1%	16 2%	6 1%	47 4%	7 1%