

Mental Well-being

Fieldwork Dates: 7th - 26th September 2022

All Countries Merged Results

**Conducted by YouGov
On behalf of TikTok**

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BACKGROUND

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

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

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

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)207 012 6231 or email realtime@yougov.com quoting the survey details

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 16231 adults. Fieldwork was undertaken between 7th - 26th September 2022. The survey was carried out online. The figures have been weighted and are representative of all All Countries Merged (aged 18+).

NOTE: Reports or other materials based on results to this research bound for the public domain must be approved by YouGov prior to release if the client wishes to cite YouGov as the source of the findings. The Client must inform YouGov in writing of any survey information from this project that it, or its client, proposes to publish. YouGov will review for accuracy and respond with material corrections by email to the Client within 2 working days of receipt – YouGov will endeavour to complete this faster if this is needed by the Client. Should survey information be published without prior notice, YouGov may, at its discretion, release a corrected version without further consultation with the Client.

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

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

TikTok
Mental Well-being

Fieldwork Dates: 7th - 26th September 2022



Total	Age groups					Merged gender		Country											
	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female	UK	SouthAfrica	Indonesia	Vietnam	Egypt	Brazil	Australia	Germany	US	Singapore	UAE	Canada

BTM_Q1. How comfortable or uncomfortable do you generally feel talking about your mental well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	32%	25%	33%	34%	35%	35%	35%	30%	28%	63%	22%	35%	30%	54%	29%	17%	39%	25%	47%	36%	41%
Fairly comfortable	43%	41%	42%	42%	42%	46%	40%	45%	45%	27%	54%	37%	34%	31%	47%	43%	41%	55%	36%	44%	37%
Fairly uncomfortable	14%	18%	14%	13%	13%	11%	13%	14%	17%	6%	15%	14%	17%	7%	16%	22%	9%	10%	9%	10%	12%
Very uncomfortable	5%	8%	4%	4%	4%	3%	5%	5%	5%	3%	3%	6%	5%	3%	4%	8%	4%	4%	3%	4%	5%
Don't know	4%	5%	4%	3%	3%	4%	4%	4%	2%	1%	3%	4%	9%	3%	2%	8%	4%	5%	3%	2%	2%
Prefer not to say	2%	4%	2%	3%	2%	2%	3%	2%	3%	0%	2%	3%	5%	2%	2%	3%	1%	2%	3%	2%	2%
Net: Comfortable	75%	65%	75%	76%	77%	80%	75%	75%	73%	90%	77%	73%	64%	85%	75%	60%	80%	80%	83%	81%	79%
Net: Not comfortable	19%	26%	19%	18%	18%	14%	18%	19%	22%	9%	18%	20%	22%	10%	20%	29%	13%	14%	12%	14%	18%

BTM_Q2. How much more or less important to you is your mental well-being compared to your physical well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
My mental well-being is more important than my physical well-being	18%	22%	22%	20%	17%	10%	19%	17%	11%	30%	16%	25%	22%	22%	23%	11%	15%	15%	27%	16%	21%
My mental well-being is just as important as my physical well-being	72%	63%	66%	69%	76%	84%	69%	75%	78%	64%	77%	58%	56%	72%	69%	79%	74%	79%	60%	76%	65%
My mental well-being is less important than my physical well-being	6%	8%	8%	6%	4%	3%	7%	5%	7%	5%	3%	12%	10%	3%	5%	4%	5%	2%	7%	5%	8%
Don't know	3%	4%	3%	3%	3%	2%	3%	3%	2%	0%	2%	2%	9%	2%	2%	3%	4%	2%	3%	2%	5%
Prefer not to say	2%	3%	2%	2%	2%	1%	2%	1%	2%	0%	2%	2%	3%	1%	1%	2%	2%	1%	3%	2%	2%

How comfortable or uncomfortable would you feel if each of the following talked to you about their mental well-being? (Please select one option on each row)

BTM_Q3_1. A family member

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	40%	33%	39%	42%	44%	43%	40%	41%	40%	65%	35%	39%	39%	48%	43%	26%	47%	31%	53%	44%	48%
Fairly comfortable	37%	34%	38%	38%	36%	39%	37%	37%	37%	23%	44%	43%	31%	34%	37%	39%	33%	45%	31%	38%	32%
Fairly uncomfortable	12%	17%	13%	9%	11%	9%	11%	12%	12%	8%	14%	10%	13%	9%	11%	16%	10%	13%	9%	9%	9%
Very uncomfortable	5%	8%	5%	5%	4%	3%	5%	5%	6%	3%	3%	4%	6%	5%	5%	7%	4%	5%	5%	4%	5%
Don't know	4%	5%	4%	4%	4%	4%	4%	3%	3%	1%	2%	3%	8%	3%	3%	8%	4%	4%	2%	4%	4%
Prefer not to say	2%	3%	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	3%	1%	1%	4%	2%	2%	1%	1%	1%
Net: Comfortable	77%	67%	76%	80%	79%	83%	77%	78%	77%	88%	79%	81%	70%	82%	80%	65%	80%	76%	83%	82%	80%
Net: Not comfortable	17%	25%	18%	15%	15%	12%	16%	17%	18%	11%	17%	14%	19%	14%	16%	23%	14%	19%	13%	13%	14%

BTM_Q3_2. A friend

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	35%	32%	36%	35%	37%	33%	33%	37%	40%	54%	20%	32%	36%	53%	39%	22%	42%	22%	44%	43%	39%
Fairly comfortable	43%	42%	43%	43%	41%	46%	43%	43%	40%	33%	56%	52%	32%	33%	42%	44%	37%	56%	39%	40%	40%
Fairly uncomfortable	12%	15%	12%	11%	11%	11%	13%	11%	10%	8%	17%	9%	14%	5%	10%	16%	10%	14%	9%	9%	10%
Very uncomfortable	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	3%	3%	6%	3%	4%	6%	4%	3%	4%	4%	4%
Don't know	4%	4%	4%	4%	5%	4%	5%	4%	3%	1%	2%	3%	8%	4%	4%	9%	5%	3%	2%	4%	5%
Prefer not to say	2%	3%	2%	2%	2%	2%	2%	2%	2%	0%	2%	2%	4%	1%	1%	4%	2%	2%	1%	1%	1%
Net: Comfortable	78%	74%	78%	78%	78%	80%	76%	80%	80%	87%	76%	83%	68%	87%	81%	66%	79%	78%	83%	83%	79%
Net: Not comfortable	16%	20%	16%	16%	15%	14%	17%	14%	14%	12%	20%	12%	20%	8%	14%	22%	15%	17%	13%	13%	15%

BTM_Q3_3. A member of an online social media community (e.g., a stranger, someone you know, etc.)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	16%	16%	20%	18%	16%	11%	17%	15%	13%	33%	11%	24%	19%	25%	17%	5%	17%	9%	22%	17%	24%
Fairly comfortable	33%	37%	35%	35%	33%	26%	33%	34%	32%	33%	42%	42%	31%	35%	33%	20%	29%	34%	37%	32%	35%
Fairly uncomfortable	21%	22%	22%	21%	20%	19%	21%	22%	19%	15%	29%	18%	21%	17%	21%	21%	18%	24%	18%	18%	21%
Very uncomfortable	17%	13%	13%	14%	17%	25%	16%	17%	19%	15%	11%	8%	12%	12%	15%	31%	19%	20%	14%	18%	9%
Don't know	11%	9%	8%	9%	12%	16%	11%	11%	14%	4%	4%	5%	14%	9%	11%	17%	15%	10%	7%	13%	9%
Prefer not to say	3%	3%	2%	3%	3%	3%	3%	2%	3%	-	2%	3%	4%	2%	2%	5%	3%	3%	2%	2%	2%
Net: Comfortable	49%	53%	55%	53%	49%	37%	49%	49%	45%	66%	54%	66%	50%	60%	50%	25%	46%	43%	59%	49%	59%
Net: Not comfortable	37%	36%	35%	35%	37%	44%	37%	38%	38%	30%	40%	27%	33%	28%	37%	53%	37%	44%	32%	36%	30%

BTM_Q4. For the following question, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your answer. Please imagine that you were looking to seek help with your mental well-being... Who, if anyone, of the following would you seek help and advice from? (Please select all that apply)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
A friend	40%	46%	44%	42%	40%	32%	40%	41%	42%	40%	40%	39%	39%	38%	44%	40%	40%	39%	46%	41%	37%
A family member	44%	39%	46%	50%	45%	42%	45%	46%	44%	49%	57%	41%	35%	29%	46%	43%	46%	42%	50%	44%	43%
Someone in an online community or social media platform that I'm part of (e.g., a stranger, someone I know etc.)	12%	17%	17%	13%	8%	3%	12%	11%	8%	21%	15%	21%	13%	9%	12%	7%	8%	9%	13%	9%	15%
A colleague	12%	13%	16%	16%	13%	5%	15%	9%	11%	16%	14%	20%	16%	8%	14%	7%	8%	10%	19%	7%	17%
A doctor or mental health professional	58%	45%	51%	56%	63%	74%	54%	63%	70%	73%	52%	45%	33%	72%	66%	61%	67%	59%	48%	71%	43%
A mental health organization	27%	25%	29%	28%	27%	27%	26%	28%	40%	53%	19%	23%	15%	25%	44%	18%	29%	31%	21%	37%	17%
Other	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%	0%	1%	3%	1%	2%	4%	3%	2%	2%	1%
Don't know	4%	4%	4%	4%	3%	3%	4%	3%	5%	1%	2%	1%	7%	2%	2%	5%	5%	3%	2%	3%	4%
Prefer not to say	3%	4%	3%	3%	2%	2%	3%	2%	2%	0%	3%	3%	5%	1%	2%	3%	2%	2%	2%	2%	3%
Not Applicable – I would not seek help and advice from anyone	4%	4%	3%	4%	4%	4%	4%	3%	5%	1%	2%	2%	4%	2%	3%	5%	6%	5%	3%	3%	5%

BTM_Q5. Which, if any, of the following would help you feel more comfortable talking about your mental well-being? (Please select all that apply)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Having close friends who have been open about their mental well-being	46%	45%	44%	46%	48%	47%	42%	50%	50%	54%	43%	37%	33%	46%	52%	45%	48%	52%	47%	55%	38%
Having close family members who have been open about their mental well-being	47%	40%	45%	49%	48%	51%	45%	49%	47%	59%	53%	39%	31%	40%	51%	45%	48%	53%	48%	53%	42%
Having colleagues who have been open about their mental well-being	23%	22%	27%	26%	25%	18%	25%	22%	28%	28%	21%	28%	18%	26%	31%	14%	21%	25%	28%	26%	23%
Seeing role models in public life being open about their mental well-being	23%	25%	27%	26%	22%	16%	22%	24%	25%	33%	26%	32%	21%	18%	28%	14%	21%	22%	21%	25%	24%
Being encouraged from a young age to talk about my mental well-being	31%	32%	33%	32%	31%	26%	28%	34%	43%	46%	18%	18%	19%	37%	43%	30%	32%	29%	29%	41%	23%
Having access to free mental well-being tools and resources on my favourite social media platforms	27%	30%	33%	30%	26%	17%	25%	30%	24%	52%	28%	34%	22%	35%	39%	10%	24%	33%	29%	32%	24%
Seeing someone in an online social media community that I'm a part of being open about their mental well-being	18%	22%	24%	20%	15%	8%	17%	18%	12%	29%	19%	28%	20%	23%	21%	8%	14%	17%	21%	15%	20%
Other	2%	1%	1%	1%	1%	3%	1%	2%	2%	1%	1%	0%	0%	2%	1%	2%	3%	2%	1%	3%	0%
Don't know	8%	5%	6%	7%	9%	11%	8%	7%	13%	2%	3%	2%	10%	4%	8%	11%	11%	6%	4%	10%	8%
Prefer not to say	3%	4%	2%	3%	3%	2%	3%	3%	3%	1%	5%	2%	5%	2%	2%	4%	2%	2%	3%	2%	3%
Not Applicable – Nothing would make me feel more comfortable talking about my mental well-being	6%	4%	4%	4%	6%	9%	6%	5%	10%	2%	2%	4%	4%	3%	4%	10%	10%	5%	2%	5%	4%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

BTM_Q6_1. I'm afraid that my friends and family will judge me if I talk to them about my mental well-being

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Strongly agree	15%	22%	18%	15%	12%	6%	15%	14%	7%	18%	17%	21%	21%	21%	14%	10%	13%	10%	20%	10%	21%
Tend to agree	27%	30%	31%	28%	25%	22%	27%	27%	22%	24%	31%	34%	28%	26%	28%	21%	22%	38%	30%	24%	31%
Tend to disagree	26%	22%	23%	26%	26%	31%	26%	26%	30%	21%	28%	21%	21%	21%	26%	27%	23%	30%	23%	31%	22%
Strongly disagree	23%	15%	20%	21%	26%	30%	21%	24%	29%	34%	16%	18%	14%	26%	24%	29%	30%	11%	19%	27%	17%
Don't know	7%	6%	6%	6%	8%	8%	8%	6%	8%	3%	4%	4%	11%	4%	7%	9%	9%	8%	6%	6%	8%
Prefer not to say	3%	4%	2%	3%	3%	2%	3%	3%	3%	1%	4%	2%	5%	1%	2%	4%	3%	2%	2%	2%	2%
Net: Agree	42%	52%	49%	43%	37%	28%	42%	41%	29%	42%	48%	55%	48%	47%	42%	30%	36%	48%	50%	34%	52%
Net: Disagree	49%	37%	43%	47%	52%	61%	47%	50%	60%	55%	45%	39%	36%	47%	49%	57%	53%	42%	42%	58%	38%

BTM_Q6_2. I'm afraid that being open about my mental well-being will affect my future prospects at work negatively

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Strongly agree	17%	20%	21%	18%	16%	9%	18%	16%	11%	23%	16%	22%	20%	21%	14%	13%	15%	19%	23%	12%	24%
Tend to agree	31%	32%	33%	33%	30%	27%	30%	32%	26%	20%	35%	37%	30%	34%	34%	26%	23%	45%	34%	31%	31%
Tend to disagree	22%	23%	22%	22%	22%	20%	22%	21%	25%	25%	29%	22%	21%	18%	23%	18%	17%	19%	19%	22%	20%
Strongly disagree	17%	13%	14%	16%	19%	24%	17%	18%	21%	27%	12%	11%	13%	21%	17%	23%	26%	6%	14%	20%	13%
Don't know	10%	8%	7%	8%	10%	16%	10%	10%	14%	5%	4%	5%	12%	5%	9%	15%	16%	9%	8%	12%	9%
Prefer not to say	3%	4%	2%	3%	3%	4%	3%	3%	4%	0%	4%	2%	5%	2%	3%	5%	3%	2%	2%	3%	2%
Net: Agree	48%	52%	54%	51%	46%	37%	48%	48%	37%	42%	51%	60%	50%	55%	48%	39%	38%	63%	57%	43%	56%
Net: Disagree	39%	36%	36%	37%	41%	44%	39%	39%	45%	52%	41%	33%	34%	39%	40%	41%	43%	25%	33%	42%	33%

BTM_Q6_3. I'm afraid that even if I talk to people about my mental well-being, they won't be able to help me

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Strongly agree	17%	23%	21%	18%	14%	9%	17%	16%	11%	21%	20%	23%	24%	18%	14%	13%	15%	11%	19%	12%	26%
Tend to agree	34%	35%	35%	34%	32%	32%	33%	35%	30%	28%	38%	38%	30%	31%	28%	30%	30%	48%	35%	33%	34%
Tend to disagree	24%	21%	22%	23%	25%	27%	24%	23%	28%	23%	24%	18%	22%	21%	25%	24%	21%	24%	24%	28%	19%
Strongly disagree	14%	10%	13%	14%	16%	16%	13%	14%	15%	24%	11%	13%	8%	22%	15%	16%	19%	5%	11%	15%	11%
Don't know	9%	7%	7%	9%	10%	13%	10%	9%	14%	4%	4%	6%	12%	6%	8%	14%	12%	9%	8%	11%	8%
Prefer not to say	3%	4%	2%	3%	3%	2%	3%	2%	3%	1%	4%	2%	5%	1%	3%	4%	3%	2%	2%	2%	2%
Net: Agree	51%	59%	56%	52%	46%	41%	50%	51%	40%	48%	58%	61%	54%	49%	50%	43%	45%	59%	54%	45%	60%
Net: Disagree	37%	31%	35%	36%	41%	43%	37%	37%	43%	48%	35%	31%	30%	43%	39%	40%	40%	29%	36%	43%	30%

BTM_Q7. Thinking about the global Covid-19 Pandemic...

What impact, if any, would you say this has had on how comfortable you feel talking about your mental well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
A positive impact - the global pandemic has made it easier for me to talk about my mental well-being	20%	21%	25%	25%	19%	12%	20%	21%	15%	32%	26%	28%	21%	24%	24%	9%	16%	21%	32%	17%	22%
No impact - I am the same as I was before the global pandemic when it comes to talking about my mental well-being	51%	39%	42%	46%	56%	69%	51%	51%	64%	50%	36%	34%	38%	50%	51%	64%	61%	54%	40%	60%	49%
A negative impact - the global pandemic has made it harder for me to talk about my mental well-being	17%	25%	21%	18%	14%	8%	17%	17%	11%	15%	23%	31%	21%	20%	16%	13%	11%	13%	18%	14%	17%
Don't know	8%	9%	8%	8%	8%	8%	8%	9%	7%	3%	8%	5%	15%	4%	7%	11%	10%	10%	7%	8%	10%
Prefer not to say	3%	6%	3%	4%	3%	2%	3%	3%	3%	-	8%	2%	5%	2%	2%	4%	2%	2%	3%	2%	2%

Cell Contents (Column Percentages)

TikTok
Mental Well-being

Fieldwork Dates: 7th - 26th September 2022



Total	Age groups					Merged gender		Country											
	18 - 24	25 - 34	35 - 44	45 - 54	55+	Male	Female	UK	SouthAfrica	Indonesia	Vietnam	Egypt	Brazil	Australia	Germany	US	Singapore	UAE	Canada

BTM_Q1. How comfortable or uncomfortable do you generally feel talking about your mental well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	5250	684	1277	1077	889	1322	2976	2273	574	313	473	370	317	538	299	363	462	254	480	362	446
Fairly comfortable	6930	1130	1635	1353	1080	1731	3455	3475	932	137	1155	390	351	313	480	919	478	566	364	445	400
Fairly uncomfortable	2254	512	555	425	337	425	1150	1104	343	30	327	148	179	70	166	459	105	105	88	101	134
Very uncomfortable	751	210	170	136	110	125	390	360	108	15	62	60	50	28	44	167	48	36	34	44	55
Don't know	644	146	167	103	86	143	354	291	42	3	61	45	95	32	23	160	47	53	35	23	24
Prefer not to say	402	105	95	92	54	57	230	172	59	2	50	34	52	20	20	57	29	14	22	26	17
Net: Comfortable	12179	1815	2913	2430	1969	3053	6431	5748	1506	451	1628	759	667	852	778	1282	940	819	844	807	846
Net: Not comfortable	3005	722	725	561	447	550	1541	1464	450	45	389	208	229	98	210	626	154	142	121	145	189

BTM_Q2. How much more or less important to you is your mental well-being compared to your physical well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
My mental well-being is more important than my physical well-being	2885	613	843	639	423	368	1608	1277	227	150	332	263	234	224	234	225	179	154	279	155	228
My mental well-being is just as important as my physical well-being	11634	1745	2559	2202	1934	3193	5910	5724	1598	320	1647	608	579	721	716	1689	867	816	618	759	696
My mental well-being is less important than my physical well-being	922	230	293	176	90	133	576	346	135	27	73	129	106	27	47	95	62	25	68	45	84
Don't know	496	123	132	99	66	76	280	215	51	2	43	24	89	23	23	73	43	23	31	23	49
Prefer not to say	294	76	73	69	43	33	181	113	46	2	32	22	35	6	12	43	19	11	28	19	19

How comfortable or uncomfortable would you feel if each of the following talked to you about their mental well-being? (Please select one option on each row)

BTM_Q3_1. A family member

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	6540	920	1503	1349	1122	1647	3409	3131	828	327	739	405	411	476	442	551	549	314	540	444	516
Fairly comfortable	6027	953	1470	1195	910	1499	3170	2857	766	113	941	445	318	344	384	836	384	464	313	377	343
Fairly uncomfortable	1877	461	501	301	273	341	983	894	244	38	297	103	131	85	109	341	116	136	87	91	100
Very uncomfortable	819	224	213	165	101	117	426	394	117	17	72	40	64	51	56	153	51	56	47	40	55
Don't know	644	145	146	112	103	138	376	268	59	5	42	30	84	34	27	169	49	39	23	37	47
Prefer not to say	323	85	66	63	48	60	191	132	44	-	36	24	36	12	13	76	20	20	13	13	15
Net: Comfortable	12567	1873	2973	2544	2032	3145	6579	5988	1593	440	1680	850	729	820	826	1387	933	777	853	820	859
Net: Not comfortable	2697	684	714	466	374	458	1409	1288	361	55	369	143	195	137	165	494	167	192	134	130	155

BTM_Q3_2. A friend

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	5618	887	1388	1122	947	1273	2807	2810	819	268	425	330	373	534	403	463	487	227	449	426	414
Fairly comfortable	6996	1163	1664	1365	1049	1754	3673	3322	832	166	1181	540	338	334	436	932	435	572	399	400	430
Fairly uncomfortable	1924	413	462	360	290	400	1111	814	211	39	372	96	150	52	106	339	119	142	94	90	112
Very uncomfortable	658	134	149	134	102	140	366	292	80	21	63	27	63	29	37	125	52	32	41	41	46
Don't know	709	107	171	138	127	167	408	302	65	5	49	36	81	40	37	191	55	32	25	35	57
Prefer not to say	325	84	66	66	41	68	190	135	49	1	37	18	38	12	12	74	22	23	15	8	15
Net: Comfortable	12613	2050	3051	2487	1997	3028	6480	6133	1651	434	1606	870	711	868	838	1395	922	799	847	826	845
Net: Not comfortable	2583	546	611	494	392	540	1477	1106	292	61	435	123	213	81	143	464	171	175	136	131	159

BTM_Q3_3. A member of an online social media community (e.g., a stranger, someone you know, etc.)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Very comfortable	2608	444	767	580	403	414	1444	1164	262	166	241	252	201	255	177	110	197	97	221	171	257
Fairly comfortable	5356	1028	1375	1113	841	999	2781	2576	653	165	900	435	320	350	343	419	337	350	379	324	381
Fairly uncomfortable	3372	627	845	653	509	737	1773	1600	387	75	609	193	220	168	217	455	208	247	182	183	228
Very uncomfortable	2703	365	504	448	440	946	1388	1316	395	73	240	87	120	116	159	668	220	205	146	179	96
Don't know	1754	239	321	302	298	594	915	839	296	22	90	51	142	95	118	371	176	103	70	126	93
Prefer not to say	437	83	88	89	65	112	256	182	63	-	47	29	40	18	17	102	31	26	25	18	22
Net: Comfortable	7964	1473	2141	1693	1244	1413	4225	3739	916	331	1141	687	521	605	519	530	535	447	600	495	638
Net: Not comfortable	6075	992	1349	1101	950	1684	3160	2915	782	148	848	280	341	284	376	1123	428	452	328	363	323

BTM_Q4. For the following question, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your answer. Please imagine that you were looking to seek help with your mental well-being... Who, if anyone, of the following would you seek help and advice from? (Please select all that apply)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
A friend	6568	1284	1704	1338	1029	1213	3415	3152	870	201	851	413	408	379	453	847	465	406	466	415	394
A family member	7218	1097	1788	1586	1158	1589	3846	3372	910	247	1207	424	366	295	476	905	544	428	511	438	468
Someone in an online community or social media platform that I'm part of (e.g., a stranger, someone I know etc.)	1888	480	653	427	208	121	1033	855	169	103	316	222	139	88	121	156	97	94	133	89	161
A colleague	2002	359	639	496	323	185	1274	728	221	81	307	213	172	81	142	138	97	108	190	67	186
A doctor or mental health professional	9463	1266	1996	1774	1614	2813	4646	4816	1439	365	1096	470	341	717	680	1304	780	604	490	715	461
A mental health organization	4428	705	1127	893	695	1008	2253	2175	832	264	409	244	157	246	451	382	343	320	220	372	188
Other	325	56	66	51	52	101	171	154	44	6	54	4	9	33	12	46	41	27	19	19	11
Don't know	575	112	139	113	85	127	324	251	96	3	49	14	77	22	24	104	53	33	24	31	45
Prefer not to say	417	104	100	98	53	63	261	156	44	1	73	30	50	15	25	67	25	17	24	18	29
Not Applicable – I would not seek help and advice from anyone	604	124	112	111	107	149	350	254	99	3	39	24	37	24	32	117	68	51	26	31	53

BTM_Q5. Which, if any, of the following would help you feel more comfortable talking about your mental well-being? (Please select all that apply)

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Having close friends who have been open about their mental well-being	7439	1240	1735	1456	1227	1781	3628	3811	1037	268	918	389	340	460	540	947	560	539	476	551	413
Having close family members who have been open about their mental well-being	7576	1117	1743	1559	1229	1928	3811	3765	958	296	1127	412	324	398	531	964	557	543	495	526	447
Having colleagues who have been open about their mental well-being	3808	620	1037	828	628	695	2113	1695	580	142	437	290	192	257	314	296	243	261	287	257	251
Seeing role models in public life being open about their mental well-being	3751	705	1055	821	553	617	1923	1828	519	167	559	339	217	184	287	289	241	222	216	247	263
Being encouraged from a young age to talk about my mental well-being	4967	883	1278	1012	801	993	2378	2589	881	231	385	189	194	373	440	646	375	300	301	407	244
Having access to free mental well-being tools and resources on my favourite social media platforms	4407	846	1276	963	667	655	2138	2269	501	262	596	359	228	354	401	218	279	336	292	318	264
Seeing someone in an online social media community that I'm a part of being open about their mental well-being	2853	623	928	632	377	292	1490	1363	250	143	414	291	209	233	217	174	163	178	215	147	218
Other	246	17	31	38	34	125	118	128	44	3	19	1	4	19	13	41	36	17	14	31	5
Don't know	1237	150	220	220	233	415	665	572	259	8	72	25	104	40	85	235	127	62	40	98	83
Prefer not to say	482	110	95	101	83	94	274	209	59	3	101	25	55	23	22	75	24	20	29	18	28
Not Applicable – Nothing would make me feel more comfortable talking about my mental well-being	900	123	154	137	153	333	527	373	203	9	44	37	38	30	45	204	121	56	19	48	47

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

BTM_Q6_1. I'm afraid that my friends and family will judge me if I talk to them about my mental well-being

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Strongly agree	2364	606	714	491	310	244	1319	1045	148	92	351	215	217	212	142	202	155	102	205	98	225
Tend to agree	4403	844	1195	892	644	829	2300	2103	443	118	668	359	288	262	290	440	262	390	304	243	336
Tend to disagree	4186	614	903	835	660	1175	2186	1999	621	106	604	221	221	215	266	574	270	313	233	307	235
Strongly disagree	3691	429	764	663	675	1159	1839	1852	606	167	349	183	150	257	243	627	346	117	198	269	178
Don't know	1128	175	236	203	198	317	648	480	172	13	77	45	114	41	71	200	102	87	58	65	84
Prefer not to say	459	120	88	102	71	78	264	195	68	3	78	24	53	14	20	82	34	20	25	19	19
Net: Agree	6767	1450	1909	1382	953	1073	3619	3149	590	210	1019	574	505	474	432	642	417	491	509	341	561
Net: Disagree	7877	1043	1667	1498	1335	2334	4025	3851	1227	274	953	404	371	472	509	1201	616	431	431	576	413

BTM_Q6_2. I'm afraid that being open about my mental well-being will affect my future prospects at work negatively

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076		
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076		
	Strongly agree	2741	554	832	588	408	359	1511	1230	227	113	335	234	208	209	147	335	279	175	194	233	124	262
	Tend to agree	5032	905	1292	1041	764	1030	2588	2444	526	99	753	391	313	338	350	546	267	459	346	308	336	
	Tend to disagree	3516	634	869	687	566	760	1914	1602	504	124	609	230	222	180	232	386	203	198	196	222	210	
	Strongly disagree	2796	372	538	504	482	901	1441	1355	429	135	255	115	132	209	177	493	303	62	143	197	145	
	Don't know	1613	210	275	263	261	603	819	794	282	27	91	56	121	48	97	315	181	94	82	119	101	
	Prefer not to say	534	113	94	102	75	150	283	251	88	2	84	21	47	17	28	107	39	22	24	32	22	
	Net: Agree	7773	1459	2124	1629	1172	1389	4099	3674	754	212	1088	625	521	548	497	825	442	653	579	432	598	
	Net: Disagree	6312	1005	1407	1191	1048	1660	3355	2957	933	259	864	346	354	389	409	878	507	260	339	419	355	

BTM_Q6_3. I'm afraid that even if I talk to people about my mental well-being, they won't be able to help me

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Strongly agree	2733	644	808	570	365	347	1475	1258	221	104	418	245	250	183	147	272	173	117	199	123	281
Tend to agree	5463	987	1357	1077	813	1229	2802	2661	608	138	808	393	314	311	368	636	351	491	353	328	364
Tend to disagree	3820	579	858	717	636	1030	2046	1774	573	117	519	189	226	212	255	510	241	246	247	279	206
Strongly disagree	2238	271	504	442	404	617	1146	1092	305	121	224	139	82	221	151	337	224	56	117	147	115
Don't know	1519	197	282	280	261	499	819	700	285	18	82	59	123	62	84	289	143	97	82	105	89
Prefer not to say	457	109	90	99	78	81	267	190	65	3	76	22	48	14	26	80	38	22	25	18	21
Net: Agree	8196	1631	2165	1647	1178	1576	4277	3919	829	242	1226	638	564	493	515	908	524	608	552	451	645
Net: Disagree	6058	850	1363	1158	1040	1647	3192	2866	878	238	743	328	308	433	406	847	464	302	364	426	321

BTM_Q7. Thinking about the global Covid-19 Pandemic...

What impact, if any, would you say this has had on how comfortable you feel talking about your mental well-being?

Unweighted base	16231	2695	4002	3132	2439	3963	8380	7851	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
Base: All COUNTRY adults	16231	2787	3899	3185	2557	3803	8555	7675	2057	500	2127	1047	1043	1002	1031	2125	1170	1029	1023	1001	1076
A positive impact - the global pandemic has made it easier for me to talk about my mental well-being	3306	597	987	783	475	464	1730	1576	305	160	550	291	214	235	247	182	183	213	323	170	231
No impact - I am the same as I was before the global pandemic when it comes to talking about my mental well-being	8255	1087	1645	1467	1426	2630	4373	3882	1307	250	760	357	399	499	526	1353	715	556	408	600	526
A negative impact - the global pandemic has made it harder for me to talk about my mental well-being	2760	689	818	568	367	318	1468	1292	234	77	484	326	214	203	166	271	134	139	189	137	187
Don't know	1353	261	315	251	207	319	689	664	150	14	166	50	161	40	74	232	112	101	71	76	107
Prefer not to say	557	154	135	116	81	72	296	262	61	-	166	23	55	24	19	88	26	20	33	18	25

Cell Contents (Counts)