



PRESS RELEASE

TUESDAY 15 OCTOBER 2019

Half of 18-34 year-old men say they still feel under pressure to “man up”

Over half of Australia’s young men are reluctant to talk about their feelings for fear of being seen as less masculine, according to new research.

- **Over half (59%)** of Australian men believed that society expects them to be ‘emotionally strong’ and to show no weakness.
- **Over a third (35%)** of Australian men said they felt under pressure to behave in a masculine way.
- **Two in five (41%)** Australian men – of all ages - have avoided talking about their problems because they don’t want to appear less of a man.

A report released by Movember today reveals that 51% of 18-34-year-olds have avoided talking about their problems because they don’t want to appear less of a man.

The survey, commissioned by Movember and carried out by Ipsos MORI, included 1,000¹ Australian adult men aged between 18-75. It found that despite significant awareness that talking openly was an effective way of dealing with problems², younger men, in particular, were reluctant to do so.

Over a third (35%) of Aussie men – of all ages – said they felt under pressure to behave in a masculine way and over half (59%) believed that society expects them to be ‘emotionally strong’ and not show weakness.

Brendan Maher, Movember’s global mental health director, said: “Although we’ve made great strides in raising awareness of the challenges in men’s mental health and the importance of speaking up especially when you’re struggling, it is worrying that Australia’s young men are still feeling under pressure to conform to age-old, masculine stereotypes that stop them from talking about the things that keep them up at night.

“We know that bottling up your feelings isn’t the best way of dealing with mental health challenges so we need to continue tackling these outdated ideas which are harming men.”

“Being seen as emotionally strong or stoic isn’t necessarily a bad thing – there’s a time and a place for it. But if the pressure to uphold this facade means that men can’t talk about their problems, then that can have a really negative impact on their mental wellbeing.”

A fifth (20%) of men aged 18-34 questioned said they always or frequently change their behaviour in order to appear more masculine, while nearly one in six (15%) of men in this age group reported that they were often mocked for not being manly enough.

Three out of four suicides are men and it remains the biggest cause of death for men under the age of 44.

CHANGING THE FACE OF MEN’S HEALTH

The Movember Group Pty LTD as Trustee for the Movember Foundation ABN 48 894 537 905

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The annual Movember campaign, best known for encouraging men to grow moustaches during the month of November to raise funds for men's health, is committed to tackling the crisis through its investment in mental health early intervention and suicide prevention programs.

Brendan Maher added: "Taking part in Movember is about doing things differently. As well as raising funds for men's health, you act as a brave, hairy billboard for starting deeper and meaningful conversations. We encourage everyone to sign up to take part and to be there for the guys who matter in their lives, through good times and bad."

Read the full report [here](#).

ENDS

Notes to Editors

Movember strongly encourages the inclusion of appropriate help-seeking information for stories about suicide and mental illness. For support at any time of day or night, call Lifeline on 13 11 14. For more help-seeking information, visit movember.com/findhelp

Responsible reporting

In Australia, Mindframe provides up-to-date, evidence-based information and resources to support safe media reporting, portrayal and communication about suicide and mental ill-health.

When reporting, portraying or communicating about suicide or mental ill-health the Mindframe guidelines are able to provide support and guidance to media professionals and those who work with the media. Guidelines can be found [here](#).

Press contacts

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About the research

1. Ipsos MORI conducted a quota survey through its online panel of 4,000 men aged 18-75 across the UK, America, Canada and Australia (1,000 respondents in each country). Response quotas were set based on age, region and working status and the final data were weighted to reflect these profiles. Fieldwork ran from 30th July – 12th August 2019.
2. Three quarters of men (77% global combined, UK 77%, Australia 74%, USA 77%, Canada 80%) think that talking is an effective way to deal with problems, and 76% (UK 77%, Australia 76%, USA 75%, Canada 74%) believe that talking openly can have a positive impact on mental health.

About Movember

Movember is the leading global men's health charity. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on prostate cancer, testicular cancer and suicide prevention.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit Movember.com.