



PRESS RELEASE

Movember Is Good For You

Men who take part in Movember report better mental health and wellbeing

(October 28, 2020) Los Angeles, CA – Men who take part in Movember’s annual fundraising campaign are more likely to report better mental health and wellbeing than the general male population, new research shows.

A study released today shows that Movember supporters – known as Mo Bros – score more highly than the general male population across a range of mental wellbeing indicators, including having lower levels of negative mental wellbeing and higher levels of eudaimonic wellbeing (living a life with purpose).

The global survey of 7,162 men, commissioned by Movember compared Movember’s database of fundraisers with a nationally representative sample of the general male population online (sampled by YouGov), also found that Movember fundraisers are more likely to admit when they are struggling with their mental health and to seek help when they need it - which can have a positive impact on overall wellbeing.

Local market numbers of men surveyed:

- AUS: 3,043
- CAN: 2,531
- UK: 2,767
- US: 3,490

Over two fifths (43.5%) of Mo Bros said they had confided in a friend about their problems (compared with 18.3% from the general male population that had confided with a friend, colleague or family member) while nearly three in 10 (28.2%) have spoken to a healthcare professional about their mental health, all within the last year (compared with 16.1% of males from the general male population).

Local market numbers: Confided in a friend or colleague or family member:

- AUS: Movember 44.2% v Gen Pop 20.6%
- UK: Movember 45.8% v Gen Pop 18.6%
- CAN: Movember 41.1% v Gen Pop 19.3 %
- US: Movember 43.1% v Gen Pop 15.8%



Local market numbers: Spoken to a healthcare professional

- AUS: Movember 31.8% v Gen Pop 18.9%
- UK: Movember 19.5% v Gen Pop 13.4%
- CAN: Movember 27.7% v Gen Pop 17.2%
- US: Movember 31.8% v Gen Pop 15.4%

Michelle Terry, CEO of Movember said, “We know many guys struggle with their mental health and when it comes to suicide, men are disproportionately impacted, accounting for three out of four people who take their own lives.”

“There is evidence to show that having strong social connections can have a protective effect against poor mental health – that’s why we ask men to spend quality time with their friends and reach out and speak to someone if they are struggling.”

“It’s extremely encouraging to see that our fundraising community have taken this message on board, especially during the uncertain times we’re living in.”

“We want them to carry on spreading the word that spending time with your friends, talking more often and talking openly with someone you trust is good for your mental health.”

The results also showed that Movember supporters tend to be more physically active, better understand the risk factors for prostate cancer and are more likely to carry out testicular self-examination checks than those who did not take part in the campaign.

Over a third (37%) of Mo Bros exercised at least 20 times in the last month (compared with 22.2% % of the general male population who say they have been physically active for 30 minutes or more, more than 20 times).

Local market numbers: exercised more than 20+ in last month for 30 minutes or more

- o AUS (Mov 40.8% v Gen Pop 23.7%)
- o UK (Mov 37.2% v Gen Pop 25.8 %)
- o CAN (Mov 33.9 v Gen Pop 20.8 %)
- o US (Mov 35.5% v Gen Pop 19.1 %)



Nearly half (48%) of Mo Bros over the age of 45 have spoken to their doctor (or other healthcare professional) about their prostate cancer risk in the past year (compared with 21.4 % of 45s and over in the general male population).

Local market numbers: men over 45 who have spoken to their doctor about prostate cancer risk in the past year

- o AUS (Mov 56% v Gen Pop 25%)
- o UK (Mov 27% v Gen Pop 12%)
- o CAN (Mov 52% v Gen Pop 24%)
- o US (Mov 52% v Gen Pop 24%)

Among the under 45s, seven out of 10 (72%) of Mo Bros have checked their testicles at least once in the last year, compared with 27% of the general male population sample.

Local market numbers: Men under 45 who have checked their testicles

- o Aus (Mov 65% v Gen Pop 23%)
- o UK (Mov 81% v Gen Pop 40%)
- o Can (Mov 68% v Gen Pop 28%)
- o US (Mov 78% v Gen Pop 21%)

“These results confirm that being part of the Movember community really is good for your health,” said Michelle Terry. “It’s not just the feel-good factor you get from helping others around you, but making a few small changes can have a real impact on your own physical and mental health.”

“It’s been a really tough year – heightened by the pressures of the pandemic – so we want as many men as possible to join our fight for men’s health. It’s time to have fun, do good and improve your health at the same time.”

Support Movember by signing up or donating at [Movember.com](https://www.movember.com).

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*Footnote GLOBAL

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for positive mental wellbeing were
15.2 (out of 24) for Movember
14.9 (out of 24) for the YouGov general male population



*positive wellbeing significantly higher in Movember than YouGov

The mean scores for negative mental wellbeing were

10.6 (out of 24) for Movember

11.5 (out of 24) for the YouGov general male population

*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were

7.3 (out of 10) for Movember

6.9 (out of 10) for the YouGov general male population

*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured life satisfaction between Movember and YouGov survey participants.

After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

*Footnote AUS

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for positive mental wellbeing were

15.4 (out of 24) for Movember

15.1 (out of 24) for the YouGov general male population

*positive wellbeing significantly higher in Movember than YouGov

The mean scores for negative mental wellbeing were

10.4 (out of 24) for Movember

11.5 (out of 24) for the YouGov general male population

*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were

7.3 (out of 10) for Movember

6.9 (out of 10) for the YouGov general male population

*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured life satisfaction between Movember and YouGov survey participants.

After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

*Footnote CAN

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for negative mental wellbeing were

10.6 (out of 24) for Movember

11.6 (out of 24) for the YouGov general male population

*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were

7.3 (out of 10) for Movember

6.9 (out of 10) for the YouGov general male population

*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured life satisfaction or positive wellbeing between Movember and YouGov survey participants.



After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

***Footnote UK**

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for negative mental wellbeing were
11.0 (out of 24) for Movember
11.5 (out of 24) for the YouGov general male population
*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were
6.9 (out of 10) for Movember
6.0 (out of 10) for the YouGov general male population
*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured life satisfaction or positive wellbeing between Movember and YouGov survey participants.

After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

***Footnote US**

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for life satisfaction were
7.1 (out of 10) for Movember
6.8 (out of 24) for the YouGov general male population
*positive wellbeing significantly higher in Movember than YouGov

The mean scores for negative mental wellbeing were
10.4 (out of 24) for Movember
11.4 (out of 24) the YouGov general male population
*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were
7.6 (out of 10) for Movember
7.1 (out of 10) for the YouGov general male population
*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured positive wellbeing between Movember and YouGov survey participants.

After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 8419 adults (3951 males). In the UK (of which 957 were males), US (of which 1220 were males), Canada (of which 799 were males) and Australia (of which 975 were males). Fieldwork was undertaken between 29th September - 13th October 2020. The survey was carried out online. The figures have been weighted and are representative of adults 18+ in all countries. The figures have been given an even weighting for each country to produce an 'average' value.