EDC/AFSP

Public Perception of Suicide Prevention Survey Results

September 2018
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INTRODUCTION

Background & Objectives

The National Action Alliance for Suicide Prevention (Action Alliance) and the American Foundation for Suicide Prevention (AFSP) commissioned The Harris Poll to conduct baseline public perception testing to ultimately assess the impact of unified suicide prevention messaging efforts over time.

The initial baseline survey strove to...

**Assess** the public’s knowledge about suicide and the role they may play in being there for someone who is struggling or in crisis.

**Uncover** the public’s perception of barriers that may prevent individuals from trying to help someone at risk for suicide.
## INTRODUCTION

### Research Method

**Mode:**
Online survey

**Length:**
21 questions

**Qualification Criteria:**
- US residents
- Adults Ages 18+

**Weighting:**
Data weighted to ensure results are projectable to U.S. adults ages 18+

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sample Size:</strong></td>
<td>n=2,015</td>
</tr>
<tr>
<td><strong>Field Dates:</strong></td>
<td>August 28 – 30, 2018</td>
</tr>
</tbody>
</table>

**Method Statement (to be included in all press materials):**

This survey was conducted online within the United States by The Harris Poll on behalf of EDC and AFSP from August 28-30, 2018 among 2,015 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and postsurvey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.
Executive Summary
EXECUTIVE SUMMARY

Mental Health Beliefs & Experiences

Mental health is equally important to physical health, but not treated as such by healthcare system

80% say mental health and physical are equally important to their own health, but just 27% feel both are treated equally in the health care system – most (55%) feel the health care system treats physical health as more important

Half feel seeing a mental health professional is a sign of strength, but many also see it as inaccessible

Just 16% of adults have seen a medical health professional in the last year

Majority of adults have personal experiences with mental health

Most commonly depression (36%) and anxiety (35%)

Many adults personally touched by suicide

Over half know someone with suicidal thoughts/tendencies
EXECUTIVE SUMMARY

Attitudes Towards Suicide

Most believe suicide is preventable and many want to know what they can do to help

- 94% feel suicidal is preventable at least sometimes
- 78% would be interested in learning how to play a role in helping someone who may be suicidal

While a majority feel people show signs before committing suicide, relatively few feel they can identify those signs

- 7 in 10 feel suicidal people show signs
- 3 in 10 feel they can tell when someone is suicidal

There are many intervention points available where a person’s risk of suicide is increased

- Depression (80%), feeling hopeless (74%), and being bullied (71%) are the top risk factors

Vast majority feel there is room to decrease suicides

- Many feel suicidal people do not seek help due to embarrassment and lack of belief they can be helped
EXECUTIVE SUMMARY

Conversations Around Suicide

- Around 4 in 10 have ever talked with someone else about suicide
- Comfort with talking about suicide (or lack thereof) may be a barrier
- Adults show greater comfort levels talking about mental health than suicide
- Majority say there are barriers that prevent them from discussing suicide with others

About half of those who have had a conversation found the experience beneficial.

Just 6 in 10 feel comfortable talking with friends and family.

56% are comfortable talking openly about mental health in public.

45% are comfortable talking openly about suicide in public.

Not knowing the right words (22%) and not having enough knowledge (22%) are top barriers.
EXECUTIVE SUMMARY

Coping With Suicide

When faced with a specific situation of someone they know dealing with mental health or suicidal issues, a vast majority say they would do something:

- 91% would do something if they were worried about someone’s mental health
- 94% would do something if someone close to them was thinking about suicide

However, over 6 in 10 do say there are barriers to helping someone with suicidal thoughts:

- 28% fear they would make them feel worse

Most would encourage someone to visit a mental health professional or simply listen to their concerns:

If personally dealing with suicidal thoughts, nearly three quarters would tell someone:

- A spouse (33%) or mental health professional (33%) are most common options

In seeking resources for personal coping, or to help someone else cope, about half would turn to a mental health provider.
Detailed Findings
Mental Health Beliefs & Experiences
MENTAL HEALTH BELIEFS & EXPERIENCES

Eight In 10 Say Physical And Mental Health Are Equally Important To Own Health

However, just over 1 in 4 feel they are treated as equally important by our current health care system.

Importance of Physical and Mental Health to Own Health

- 80% Equally important to own health
- 11% Mental health is more important than physical health.
- 9% Physical health is more important than mental health.

Importance of Physical and Mental Health in Current Health Care System

- 27% Equally important in HC system
- 55% Mental health is treated as more important than physical health.
- 11% Physical health is treated as more important than mental health.
- 7% Physical and mental health are treated as equally important.
- 7% Not sure

Women (83%) more likely to say they are equally important

Young adults ages 18-34 (20%) more likely to say mental health is more important

BASE: QUALIFIED RESPONDENTS (n=2015)

Q10 Considering your own health, do you think that mental health or physical health is more important, or are they equally important?
Q15 Which of the following best describes how you think the importance of mental health and physical health are treated in our current health care system?
MENTAL HEALTH BELIEFS & EXPERIENCES

Seeing Mental Health Professional Is Sign Of Strength, But Inaccessible

While half see it as sign of strength, more than one in three feel it is something most people cannot afford and one quarter say it is not accessible for most people.

Seeing A Mental Health Professional Is...

BASE: QUALIFIED RESPONDENTS (n=2015)
Q20 Which of the following best reflects your opinion? Please select all that apply.
Few Have Seen A Mental Health Professional In Past Year

However, two thirds have seen a primary care physician.

MENTAL HEALTH BELIEFS & EXPERIENCES

Health Care Providers Seen In Past 12 Months

- Primary care physician (67%)
- Medical specialist (e.g., cardiologist, endocrinologist) (28%)
- Nurse or nurse practitioner (25%)
- OB/GYN (17%)
- Psychiatrist (8%)
- Psychologist (7%)
- Other mental health counselor or therapist (6%)
- Other health care provider (11%)
- None (14%)

BASE: QUALIFIED RESPONDENTS (n=2015)
Q05 Which of the following health care providers did you see in the past 12 months? Please select all that apply.
MENTAL HEALTH BELIEFS & EXPERIENCES

Depression And Anxiety Are Most Common Mental Health Issues

Nearly six in 10 have thought they have a mental health condition.

**Mental Health Issue Experienced**

57% Have experienced a mental health condition

43% say none (41%) or declined to answer (2%)

- Depression: 36%
- Anxiety: 35%
- Social Anxiety Disorder: 18%
- Obsessive Compulsive Disorder (OCD): 11%
- Panic Disorder: 11%
- Generalized Anxiety Disorder (GAD): 9%
- Bipolar Disorder: 9%
- Posttraumatic Stress Disorder (PTSD): 9%
- Alcohol Use Disorder: 7%
- Drug Use Disorder: 4%
- Eating Disorder (e.g., anorexia, bulimia): 5%
- Other mental health condition: 1%

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q30 Have you ever thought that you have any of the following? Please select all that apply.
MENTAL HEALTH BELIEFS & EXPERIENCES

About One In Five Adults Have Thought About Suicide; One In 10 Attempted

Over half know someone with personal experiences with suicide.

Personal Experiences with Suicide

**53%**

Know someone who has committed suicide, attempted suicide, thought about suicide, or are worried about someone they know

- Young adults ages 18-34 (63%) are more likely to know someone

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<table>
<thead>
<tr>
<th>Decline to answer</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have made a suicide attempt</td>
<td>28%</td>
</tr>
<tr>
<td>I have worried that someone I know might be thinking about suicide</td>
<td>21%</td>
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<tr>
<td>I have thought about suicide</td>
<td>9%</td>
</tr>
<tr>
<td>I have made a suicide attempt</td>
<td>21%</td>
</tr>
<tr>
<td>Someone I know has attempted suicide but didn't die</td>
<td>22%</td>
</tr>
<tr>
<td>Someone I know has talked to me about thoughts of suicide</td>
<td>22%</td>
</tr>
<tr>
<td>Someone I know has died by suicide</td>
<td>31%</td>
</tr>
<tr>
<td>I have worried about the mental health of someone I know</td>
<td>33%</td>
</tr>
</tbody>
</table>

**BASE:** QUALIFIED RESPONDENTS (n=2015)

Q90 Which of the following are true for you? Please select all that apply.

**BASE:** KNOW SOMEONE (n=1107)

Q125 You indicated that someone you know has, talked about, attempted, or died by suicide. What is your relationship to the individual(s) you know who has (have) thought about or died by suicide? Please select all that apply.

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<table>
<thead>
<tr>
<th>Person Known</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family member</td>
</tr>
<tr>
<td>Close friend</td>
</tr>
<tr>
<td>Acquaintance or friend of a friend</td>
</tr>
<tr>
<td>Coworker</td>
</tr>
<tr>
<td>Spouse/partner or significant other</td>
</tr>
<tr>
<td>Neighbor</td>
</tr>
<tr>
<td>Faith community member</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Decline to answer</td>
</tr>
</tbody>
</table>

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**BASE:** QUALIFIED RESPONDENTS (n=2015)

Q90 Which of the following are true for you? Please select all that apply.

**BASE:** KNOW SOMEONE (n=1107)

Q125 You indicated that someone you know has, talked about, attempted, or died by suicide. What is your relationship to the individual(s) you know who has (have) thought about or died by suicide? Please select all that apply.
Attitude Towards Suicide
BELIEFS AROUND SUICIDE

**Eight In 10 Disagree That If Someone Wants To Die, Nothing Can Be Done**

Seven in 10 feel most suicidal people usually show signs beforehand, but only three in 10 feel they can tell. The vast majority feel suicide is preventable.

**Agreements With Statements About Suicide**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be interested in learning how I might be able to play a role in helping someone who may be suicidal.</td>
<td>7%</td>
<td>16%</td>
<td>47%</td>
<td>31%</td>
</tr>
<tr>
<td>Most people who die by suicide usually show some signs beforehand.</td>
<td>7%</td>
<td>23%</td>
<td>46%</td>
<td>24%</td>
</tr>
<tr>
<td>Only clinical professionals (e.g. doctors, mental health professionals) can help someone who is suicidal.</td>
<td>27%</td>
<td>37%</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>I can tell when someone is suicidal.</td>
<td>28%</td>
<td>41%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>If someone wants to die by suicide, there is nothing anyone can do to help them.</td>
<td>50%</td>
<td>30%</td>
<td>14%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Agree (NET)**

- Feel suicide can be prevented at least sometimes:
  - All the time: 10%
  - Often: 33%
  - Sometimes: 50%
  - Rarely: 4%
  - Never: 4%
Most Adults Are Aware of Various Risk Factors For Suicide

Adults feel the most common mitigating factors are depression, feeling hopeless, being bullied, financial problems, drug use, and relationship problems.

Factors That Increase Risk Of Suicide

- Depression: 80%
- Feeling hopeless: 74%
- Being bullied: 71%
- Financial problems: 69%
- Drug use: 65%
- Relationship problems: 64%
- Alcohol use: 59%
- Losing a job: 58%
- Chronic pain: 58%
- Bipolar Disorder: 55%
- Chronic health conditions: 54%
- Anxiety: 53%
- Social Anxiety Disorder: 53%
- Panic Disorder: 52%
- Generalized Anxiety Disorder (GAD): 44%
- Eating disorder (e.g., anorexia, bulimia): 42%
- Obsessive Compulsive Disorder (OCD): 36%
- Other mental health condition: 35%
- Other: 28%
- None: 41%
- Not at all sure: 1%

BASE: QUALIFIED RESPONDENTS (n=2015)

Q65 As far as you know, which of the following increase a person’s risk of suicide? Please select all that apply.
Adults See Many Barriers Keeping Suicidal People From Seeking Help

Top factors include feeling like nothing will help, embarrassment, lack of hope, and not knowing how to get help.

**Factors That Prevent Suicidal People From Seeking Help**

- Feeling like nothing will help: 68%
- Embarrassment: 63%
- Lack of hope: 62%
- Can’t afford treatment: 59%
- Social stigma: 55%
- Lack of social support: 52%
- Fear of disappointing others: 50%
- Lack of access to treatment: 48%
- Fear of losing a job: 45%
- Other: 31%
- Not at all sure: 5%

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q70 What do you think are some of the barriers that prevent people who are thinking about suicide from seeking help? Please select all that apply.
More Research, Better Education Top Areas For Reducing Number Of Suicides

Overall, nine in 10 feel the number of suicides can be reduced.

Actions That Would Help Reduce Number Of Suicides

90% Feel something can reduce number of suicides

61% more research

1% say nothing will help
8% are not at all sure
Conversations Around Suicide
COVERSATIONS AROUND SUICIDE

Over Four In 10 Adults Have Had A Conversation About Suicide

However, just 12% of adults have talked with a mental health provider. Nearly half of those who conversed with others say the conversation made them feel better.

Have talked with someone else about suicide
55% talked with no one
3% declined to answer

Impact of Talking about Suicide

48% feel much/somewhat better
39% feel neither better nor worse
13% feel much/somewhat worse

Person Talked With

- Friend: 21%
- Family member (other than spouse): 16%
- Spouse/Significant other/Partner: 14%
- Mental health provider (e.g., psychiatrist, psychologist, therapist): 12%
- Primary care doctor: 8%
- Hotline/Crisis line: 5%
- Coworker: 4%
- Social media network: 4%
- Clergy/Faith leader (i.e., minister, pastor, priest, rabbi, imam): 3%
- Other: 1%

BASE: QUALIFIED RESPONDENTS (n=2015)
Q130 Have you talked to any of the following people about suicide? Please select all that apply
BASE: SPOKEN WITH OTHERS ABOUT SUICIDE (n=873)
Q135 How does talking about suicide with others make you feel?.
Low Comfort Levels With Talking About Suicide May Be A Barrier

Greater comfort levels exist for talking about mental health publicly, compared to suicide.

<table>
<thead>
<tr>
<th>Comfort with Talking About Suicide</th>
<th>Comfortable (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being there for or helping a loved one who might be struggling or having thoughts of suicide</td>
<td>6% 18% 42% 34% 76%</td>
</tr>
<tr>
<td>Talking to a clinician (primary care doctor, mental health professional) if you have or are struggling with thoughts of suicide</td>
<td>10% 24% 42% 24% 66%</td>
</tr>
<tr>
<td>Talking to a friend or loved one if you have or are struggling with thoughts of suicide</td>
<td>12% 29% 37% 22% 59%</td>
</tr>
<tr>
<td>Discussing suicide with your friends and loved ones</td>
<td>13% 29% 37% 21% 58%</td>
</tr>
<tr>
<td>Talking openly in public about mental health</td>
<td>18% 26% 34% 22% 56%</td>
</tr>
<tr>
<td>Talking openly in public about suicide</td>
<td>23% 32% 28% 17% 45%</td>
</tr>
</tbody>
</table>

BASE: QUALIFIED RESPONDENTS (n=2015)
Q120 How comfortable do you feel...?
Over Six In 10 Say Something Would Keep Them From Talking About Suicide

The top barrier is not knowing the right words to say, followed by not having enough knowledge.

Barriers to Taking About Suicide with Others

- I don't know the right words to say: 27%
- Don't feel I have enough knowledge: 22%
- I'm not comfortable with the topic: 17%
- Fear of negative impact on me or my reputation: 16%
- I haven't had the opportunity: 14%
- Other: 2%

Say nothing would prevent them from talking about suicide with others: 37%
Coping with Suicide
DEALING WITH SUICIDE

Nine In 10 Would Take Action If Worried About Someone’s Mental Health

Most commonly, adults would encourage seeking help from a mental health professional or primary care doctor, or offer to listen to concerns.

91% Would do something if they were worried about someone’s mental health

Top Actions for When Worried About Someone’s Mental Health
- 58% Encourage them to seek help from a mental health professional
- 52% Offer to listen to their concerns
- 47% Encourage them to seek help from a doctor or primary care health professional
- 45% Tell them I am worried about them

Additional Actions Taken

6% wouldn’t know what to do
3% would do nothing; it’s none of their business

BASE: QUALIFIED RESPONDENTS (n=2015)
Q105 Which of the following describe what you would do if you were worried about the mental health of someone you know? Please select all that apply.
Most Would Encourage Seeking Help Or Offer To Listen To Someone Suicidal

Overall, an overwhelming 94% would take action if someone close to them was considering suicide.

Top Actions for Dealing with Someone Close Thinking of Suicide

- **64%** Would encourage them to seek help from a mental health professional
- **60%** Would offer to listen to their concerns
- **53%** Would encourage them to seek help from a doctor or primary care health professional
- **50%** Would help them make/take them to an appointment (e.g., primary care doctor, mental health professional, clergy)
- **50%** Would stay with them until they could get help

Additional Actions Taken

- **49%** Would tell them you are worried about them
- **44%** Would offer to help them with everyday tasks to support them while they manage the crisis
- **44%** Would talk with their friends or family about your concerns
- **38%** Would provide them with a phone number for a crisis hotline or other resource
- **36%** Would call a crisis hotline
- **32%** Would encourage them to seek help from clergy (e.g., minister, priest, pastor, rabbi)
- **23%** Would visit a website for information
- **23%** Would call 9-1-1
- **23%** Would tell them everything will be ok
- **22%** Would take them to the emergency room (ER)
- **10%** Would report them through a social media suicide prevention reporting function

**Additional Actions Taken**

- **5%** Wouldn’t know what to do
- **1%** Would do nothing; it’s none of their business

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q80 Which of the following describe what you would do if someone close to you was thinking about suicide? Please select all that apply.
DEALING WITH SUICIDE

Six In 10 Say Something Might Stop Them From Helping Someone Close

Nearly three in 10 adults would be afraid they would make their friend/loved one feel worse.

Barriers to Trying to Help Someone Close with Suicidal Thoughts

- I would be afraid that I would make them feel worse. 28%
- I wouldn't know what to say or do. 23%
- I would be afraid that talking about it would increase the likelihood of them attempting suicide. 23%
- I would not be able to fix the problems they are facing. 21%
- I am not a doctor or medical professional. 18%
- I did not feel close enough to the person to ask if they needed help. 14%
- I wouldn't want to get involved. 5%
- Other 1%

BASE: QUALIFIED RESPONDENTS (n=2015)

Q85 Which of the following might stop you from trying to help someone close to you who was thinking about suicide? Please select all that apply.
DEALING WITH SUICIDE

Nearly Three Quarters Say They Would Talk About Suicidal Thoughts

Most commonly, adults would talk to their spouse/significant other or a mental health provider.

Admitting Suicidal Thoughts

Would tell someone if they were having thoughts of suicide

73% 12% would tell no one
13% are not sure
2% declined to answer

Person Told

BASE: QUALIFIED RESPONDENTS (n=2015)
Q95 If you were having thoughts of suicide, who would you tell? Please select all that apply.
DEALING WITH SUICIDE

Adults Would Seek Resources From Mental Health Or Primary Care Provider

Additional sources for coping tips are a hotline/crisis line and internet searches.

Top Sources for Resources/Tips About Coping with Suicide for Self or Loved One

- **51%** Mental health provider
- **45%** Doctor or primary care health professional
- **40%** Hotline/Crisis line
- **35%** Internet search

Additional Sources

- **24%** Family member (other than spouse)
- **23%** Friend
- **22%** Spouse/Significant other/Partner
- **21%** Clergy/Faith leader (i.e., minister, pastor, priest, rabbi, imam)
- **7%** Social media network
- **6%** News media (e.g., radio, TV, newspaper)
- **5%** Coworker
- **1%** Other
- **4%** No one
- **9%** Not sure

**BASE: QUALIFIED RESPONDENTS** (n=2015)

Q150 Where would you go to obtain helpful resources or tips about coping with thoughts of suicide or helping a loved one who might be struggling with thoughts of suicide? Please select all that apply.
Demographics
Demographics

Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-34</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
</tr>
<tr>
<td>55-64</td>
<td>17%</td>
</tr>
<tr>
<td>65+</td>
<td>20%</td>
</tr>
</tbody>
</table>

Race

- 67% White
- 12% Black or African American
- 3% Native American/Alaskan Native
- 7% Asian or Pacific Islander
- 10% Other race
- 1% Decline to answer

Hispanic Ethnicity

- 16% Yes, of Hispanic origin
- 83% No, not of Hispanic origin
- 1% Decline to answer

Gender

- 48% male
- 52% female

Children in HH

- 64% 0 kids
- 29% 1 to 2 kids
- 7% 3+ kids

Locale

- 29% urban
- 52% suburban
- 18% rural

Region

- 21% Midwest
- 18% Northeast
- 24% West
- 38% South

BASE: QUALIFIED RESPONDENTS (n=2015)
### Demographics

#### Education

- **Less than high school**: 3%
- **Completed some high school**: 8%
- **High school graduate or equivalent (e.g., GED)**: 19%
- **Job-specific training programs after high school**: 4%
- **Completed some college, but no degree**: 10%
- **Associate's degree**: 25%
- **College graduate (e.g., B.A., A.B., B.S.)**: 17%
- **Completed some graduate school, but no degree**: 4%
- **Completed graduate school (e.g., M.S., M.D., Ph.D.)**: 11%

#### Income

- **Less than $15,000**: 8%
- **$15,000-$24,999**: 7%
- **$25,000-$34,999**: 8%
- **$35,000-$49,999**: 12%
- **$50,000-$74,999**: 17%
- **$75,000-$99,999**: 14%
- **$100,000-$124,999**: 14%
- **$125,000 or more**: 20%
- **Decline to answer**: 2%

#### Marital Status

- **28%** Single, never married
- **54%** Married or civil union / living with partner
- **18%** Divorced / separated / widowed

#### Employment

- **45%** Employed full time
- **11%** Employed part time
- **6%** Self-employed full time
- **5%** Not employed, but looking for work
- **2%** Not employed and not looking for work
- **4%** Not employed, unable to work
- **20%** Retired
- **5%** Student
- **7%** Homemaker

**BASE: QUALIFIED RESPONDENTS (n=2015)**