



## PRESS RELEASE

### Canadian Men Perceived As Less Likely to Share Physical and Mental Health Concerns vs. Women; More Comfortable Talking about Physical Health than Mental Health

Most Canadian men 18-54 are also wrong about when to begin screening for testicular cancer, believing it to be much later than the current recommendation.

**Toronto, ON, November 19, 2021** — The men in Canadians' lives are perceived as less likely than women to share both physical and mental health concerns, with mental health seen as even less likely to be discussed. A new Ipsos poll conducted on behalf of Movember has revealed that three in four (75%) Canadians 18-54 agree that the men in their lives are less likely than the women in their lives to share mental health concerns, while two in three (66%) have the same perception when it comes to physical health concerns.

Among Canadian men 18-54, there is a higher degree of comfort when it comes to talking about their physical health than about their mental health, with 84% agreeing they feel comfortable talking about their physical health with friends and family and a lower 70% saying the same when it comes to mental health.

Two-thirds (66%) of Canadian men aged 18-54 note having experienced mental health challenges since the beginning of the COVID-19 pandemic and eight in ten (80%) of that same group feel they could do a better job of prioritizing their mental health. 65% of Canadian men 18-54 agree that hearing well-known personalities (such as Carey Price or Justin Bieber) speak out about their mental health struggles makes them think more about their own mental health.

Nearly two in three (65%) Canadian men 18-54 say they are overdue for a routine health check-up with their doctor, visits that have the potential to identify early signs of diseases like prostate and testicular cancer. However, perhaps unsurprisingly, nearly four in ten (38%) Canadian men aged 18-54 turn to online research as their first reaction when they are concerned they may be experiencing a health issue. And while testicular cancer is the most common cancer in young men aged 15 to 39, three out of four Canadian men 18-54 (75%) think men don't need to start screening for testicular cancer until age 25 or later. In fact, 53% of that group were off by at least 20 years, with the correct age being 15.



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### About the Study

These are some of the findings of an Ipsos poll conducted between October 22 to 25, 2021, on behalf of Movember. For this survey, which was offered in English and French, a sample of 2,000 Canadians over the age of 18 were interviewed, with a boost of 200 men 18+ in Quebec. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The findings in this release are based on respondents 18-54. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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