

American Views on Suicide

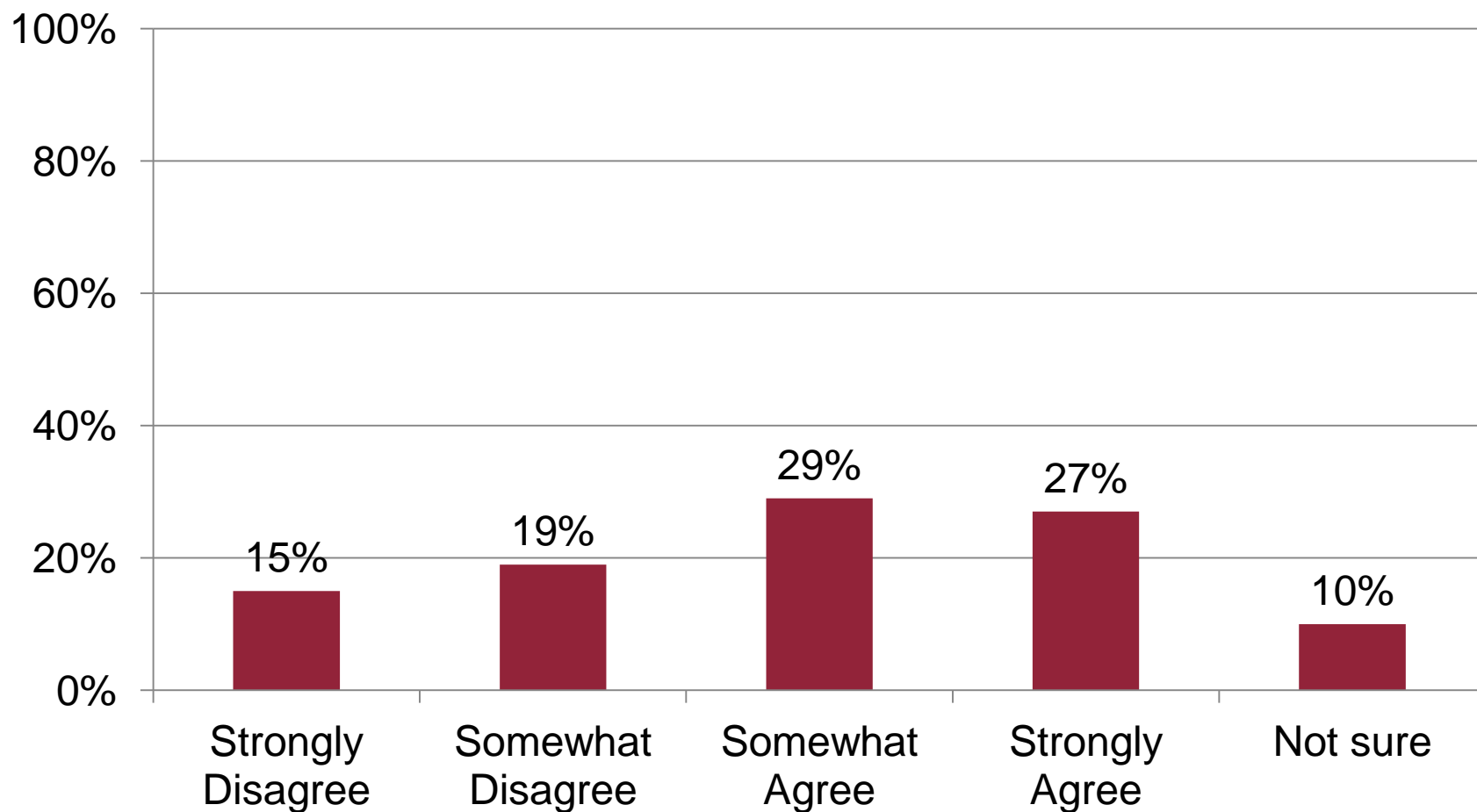
Phone Survey of 1,000 Americans

Methodology

- ❑ The phone survey of Americans was conducted September 26-October 5, 2014
- ❑ The calling utilized Random Digit Dialing. 60% of completes were among landlines and 40% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.5\%$
- ❑ Margins of error are higher in sub-groups

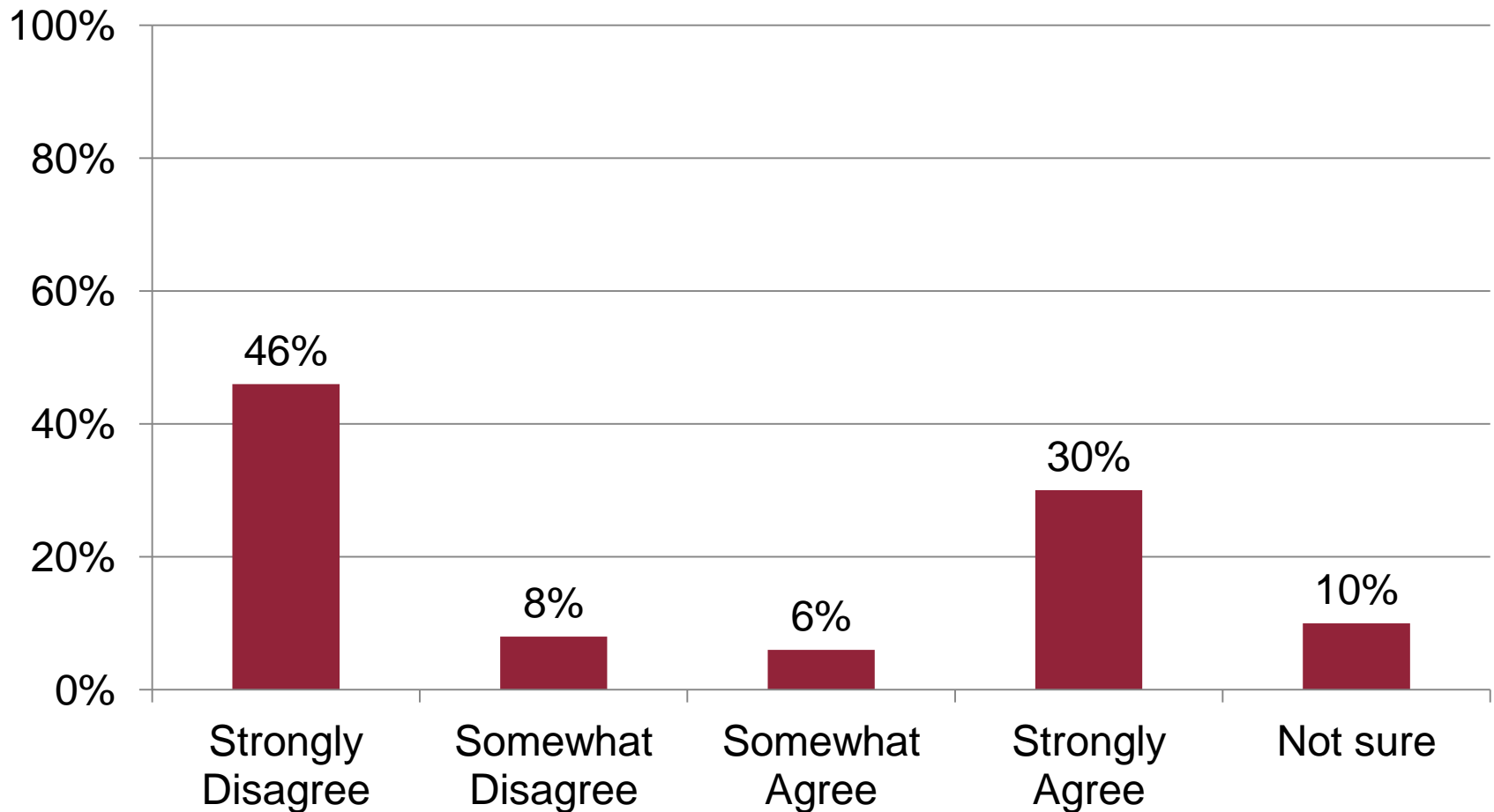
Survey Responses

Over half believe suicide has become an epidemic in the USA



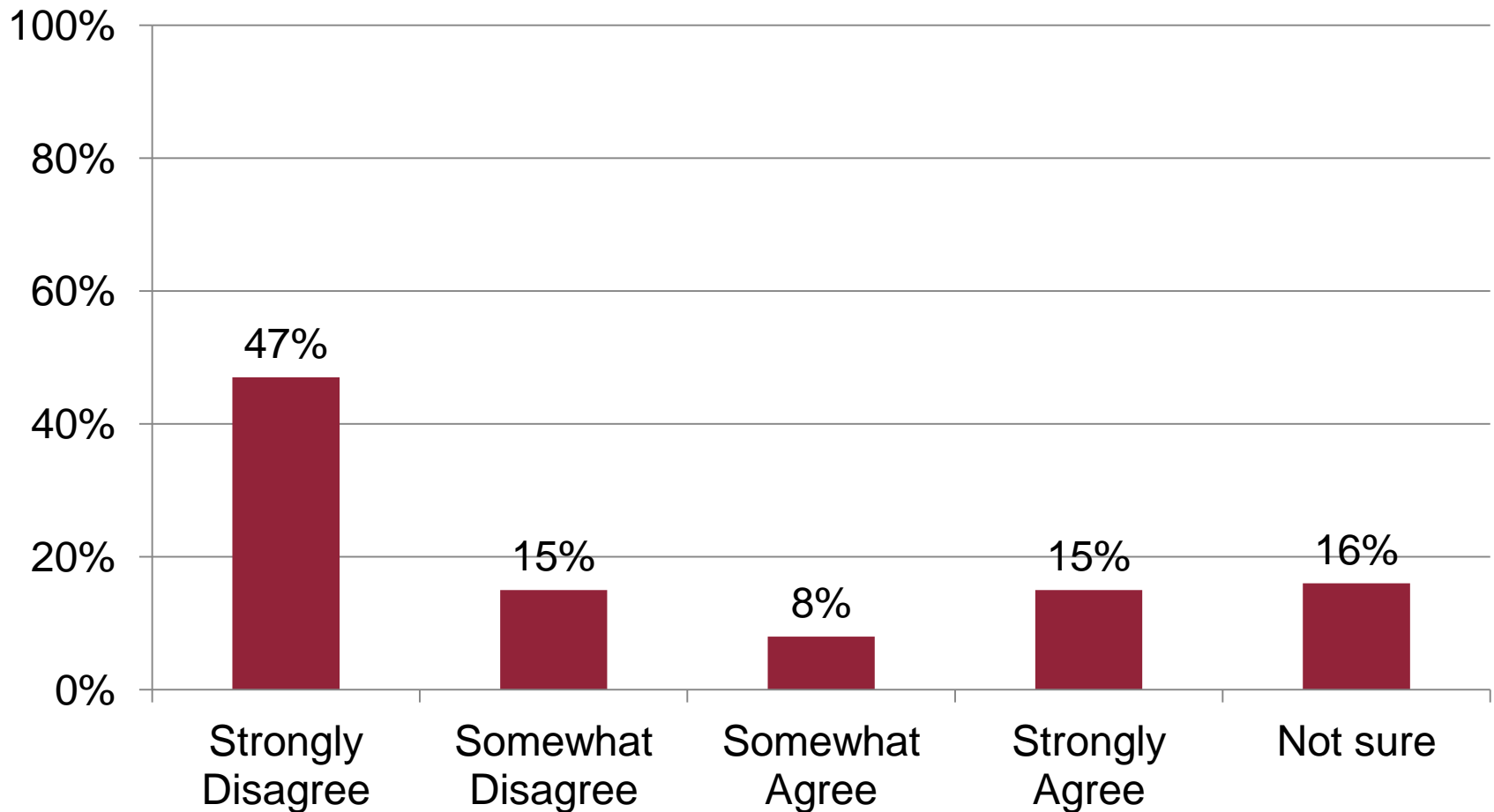
Q: "Suicide has become an epidemic in the United States"

36% have had a friend or family member commit suicide



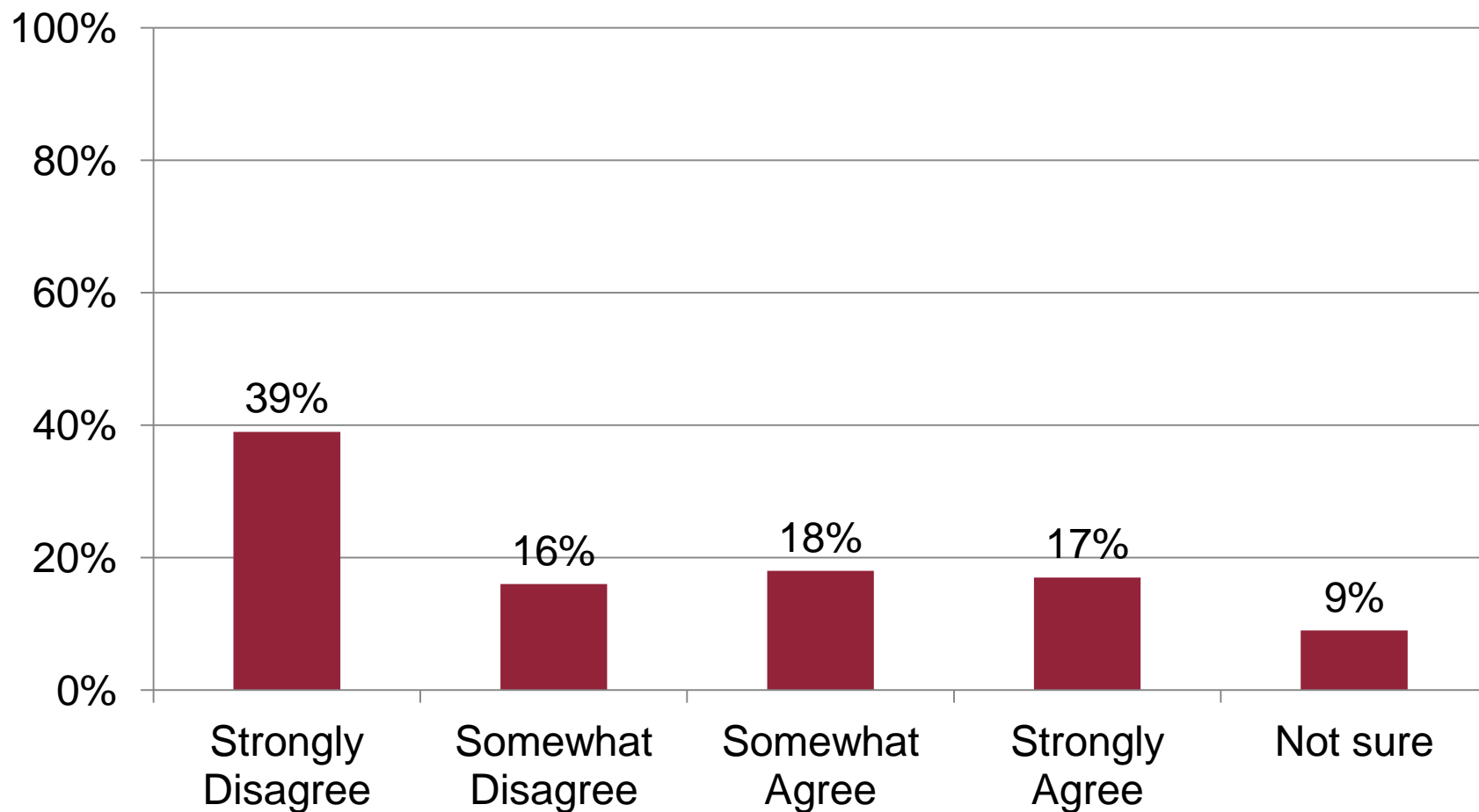
Q: "I have a friend or family member who has committed suicide"

23% say people who commit suicide go to hell



Q: "People who commit suicide go to hell"

36% say people who commit suicide are selfish



Q: "People who commit suicide are selfish"

Significant Differences

Region

Age

Gender

Education Level

Ethnicity

Religious Preference

Catholic/Protestant

Born again/Evangelical/Fundamentalist

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among region of the country, age, gender, and education level.

Region	Age	Gender	Education Level
Northeast	18-24	Male	HS degree or less
Midwest	25-34	Female	Some college
South	35-44		Bachelor's
West	45-54		Graduate degree
	55-64		
	65+		

Notes: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among ethnicity, religious preference, denomination, and Born again/ Evangelical/ Fundamentalist.

Ethnicity	Religious Preference	Denomination	Born again / Evangelical / Fundamentalist
White	Christian*	Protestant / Nondenominational	Yes
African American	Other Religions	Catholic	No / not sure
Hispanic	Nonreligious**		

*includes Catholic, Protestant, Nondenominational, and Orthodox

**includes Atheist, Agnostic, and No Preference

Note: Those who consider themselves Born again, Evangelical, or Fundamentalist are labeled “Evangelical” in this report

Suicide has become an epidemic in the United States

- Women are more likely to agree (62% v 49%)
- Westerners (51%) are less likely to agree than Northeasterners (63%)
- Those age 25-34 (66%) are more likely to agree than those age 18-24 (55%), 35-44 (52%), and 65+ (48%)
- Those age 25-34 are least likely to disagree (22%)
- Hispanics (65%) are more likely to agree than Whites (55%)
- Those with a HS degree or less (60%) are more likely to agree than those with a Bachelor's (49%) or graduate degree (48%)
- Christians (59%) are more likely to agree than Nonreligious (50%)

I have a friend or family member who has committed suicide

- Those age 65+ (26%) are least likely to agree
- Whites (39%) are more likely to agree than African Americans (25%)

People who commit suicide go to hell

- Southerners (29%) and Midwesterners (26%) are more likely to agree than Northeasterners (16%) and Westerners (16%)
- Those age 35-44 (27%) are more likely to agree than those age 18-24 (17%), 55-64 (18%), and 65+ (17%)
- Those age 25-34 (27%) are more likely to agree than those age 18-24 (17%), and 65+ (17%)
- African Americans (38%) are more likely to agree than Whites (19%) and Hispanics (25%)
- Those with a HS degree or less are most likely to agree (31%)
- Nonreligious (9%) are less likely to agree than Christians (27%) and Other Religions (19%)
- Catholics (63%) are more likely to disagree than Protestants (54%)
- Evangelicals are more likely to agree (32% v 19%)

People who commit suicide are selfish

- Women are more likely to disagree (59% v 52%)
- Those age 25-34 (45%) are more likely to agree than those age 18-24 (27%), 55-64 (31%), and 65+ (32%)
- Those age 35-44 (40%) are more likely to agree than those age 18-24 (27%)
- Those age 25-34 (43%) are least likely to disagree
- African Americans (44%) are more likely to agree than Hispanics (29%)
- Christians (39%) are more likely to agree than Nonreligious (27%)
- Catholics (60%) are more likely to disagree than Protestants (50%)
- Evangelicals are more likely to agree (44% v 33%)

American Views on Suicide

Phone Survey of 1,000 Americans