

# SPARK Report: Mental Health, Suicide and Suicide Prevention

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Research With A Purpose Omnibus  
Survey by M·E·L Research

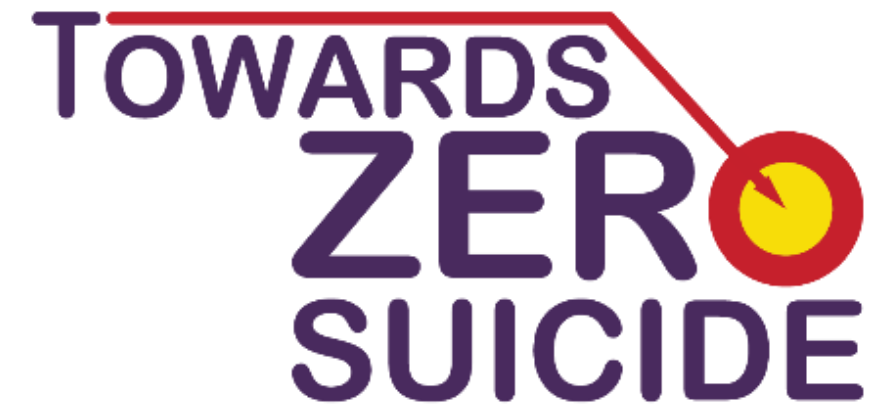


# ACKNOWLEDGEMENTS

Many thanks for valuable input from:



**Steve Phillip**  
Founder of The Jordan Legacy



**Paul Vittles**  
*FMRS FAMI FRSA Dip. Couns.*  
Founder of Towards Zero Suicide CIC



# ABOUT SPARK



## What does SPARK stand for?

*Suicide **P**revention: **A**ttitudes, **R**isk & **K**nowledge.*

M·E·L Research is proud to deliver the **SPARK report**, a project designed to spark meaningful change in suicide prevention across the UK.

SPARK is a **catalyst for change**, providing critical evidence that helps to shape suicide prevention strategies in the UK.

Our role is not to deliver direct suicide prevention services, but to **empower the organisations and individuals who do**.

The mission is to equip decision-makers, campaigners and service providers with the data they need to drive informed action and lasting impact through robust, actionable suicide prevention statistics and insights.

# Methodology

## Spring 2025

Data for the SPARK Suicide Survey was collected as part of the 'Research with a Purpose' omnibus study that ran between 17<sup>th</sup> March – 04th April 2025.

The sample was 1500 UK adults aged 16+.

Fieldwork was conducted online. Invitations to participate were sent to members of an online panel.

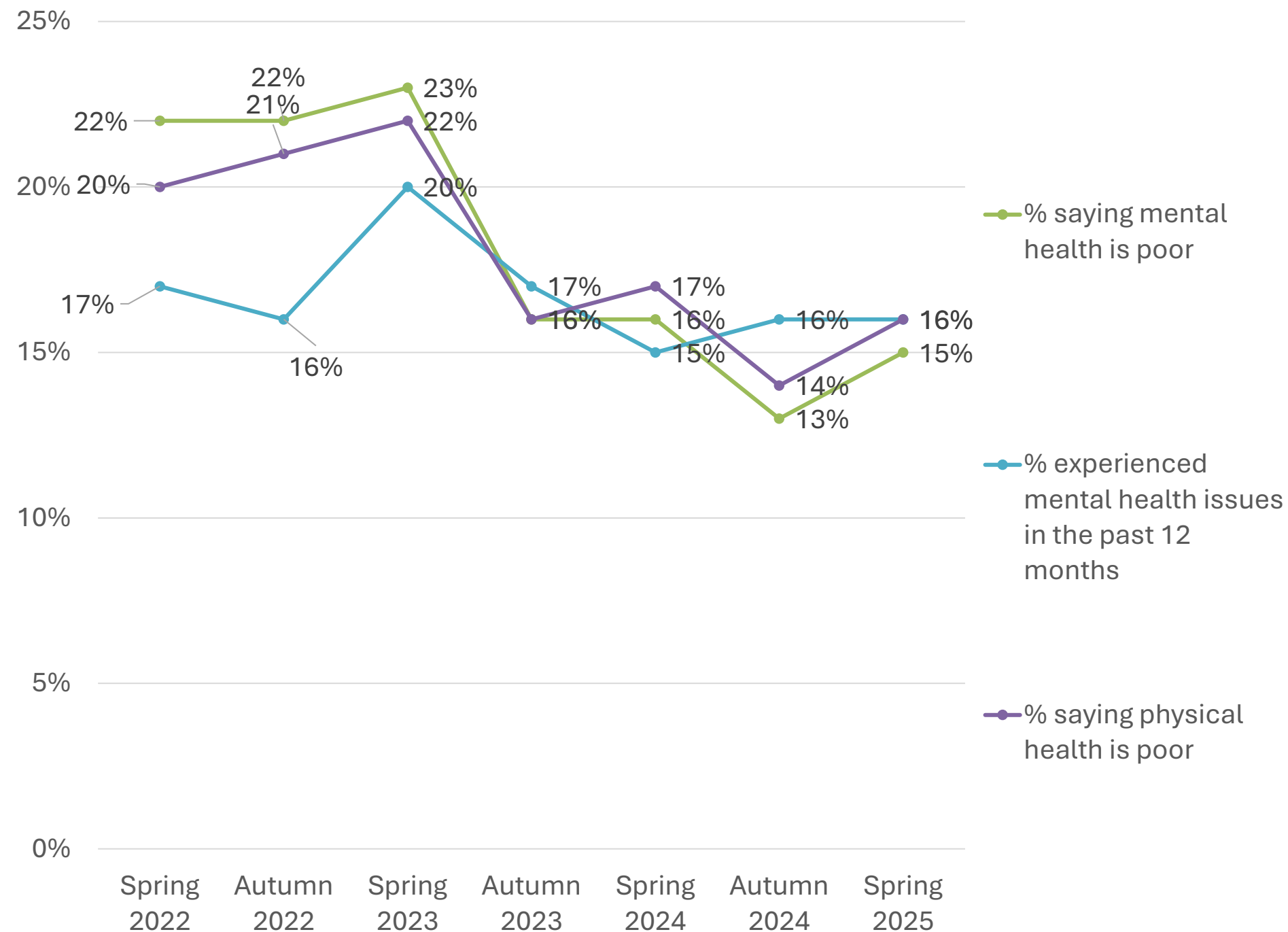
Results were weighted to reflect the profile of UK adults. Targets were Age, Sex and Government Office Region based on ONS-mid-year estimates.

Data was collected, analysed and weighted by M.E.L Research. M.E.L Research is a Company Partner of the Market Research Society (MRS).

Please note: Where figures do not sum to 100% this is due to rounding.

Participants were provided with a trigger warning prior to this section of the omnibus and had the option of prefer not to say throughout. All participants were provided with a link to support and encouraged to utilise it where required.

# Own Sense of Health Trends

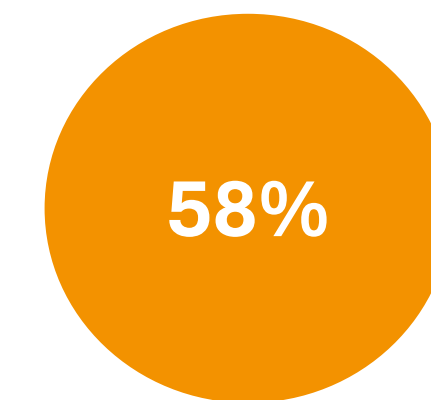


Across the last 3 years, data suggests a period of health strain in early 2023 followed by gradual recovery.

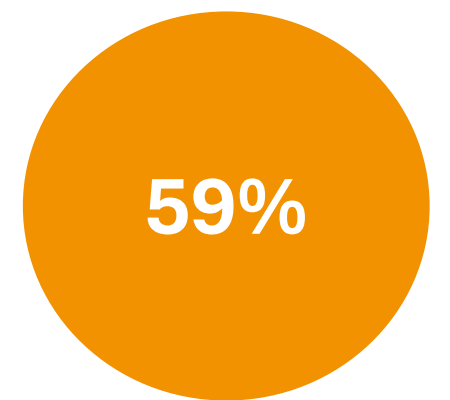
Between Spring 2022 and Spring 2025, self-reported poor mental and physical health both peaked around Spring 2023 before showing an improvement.

The percentage of people who experienced mental health issues in the past year also peaked in Spring 2023 at 20% and then stabilised around 15–16% in later waves.

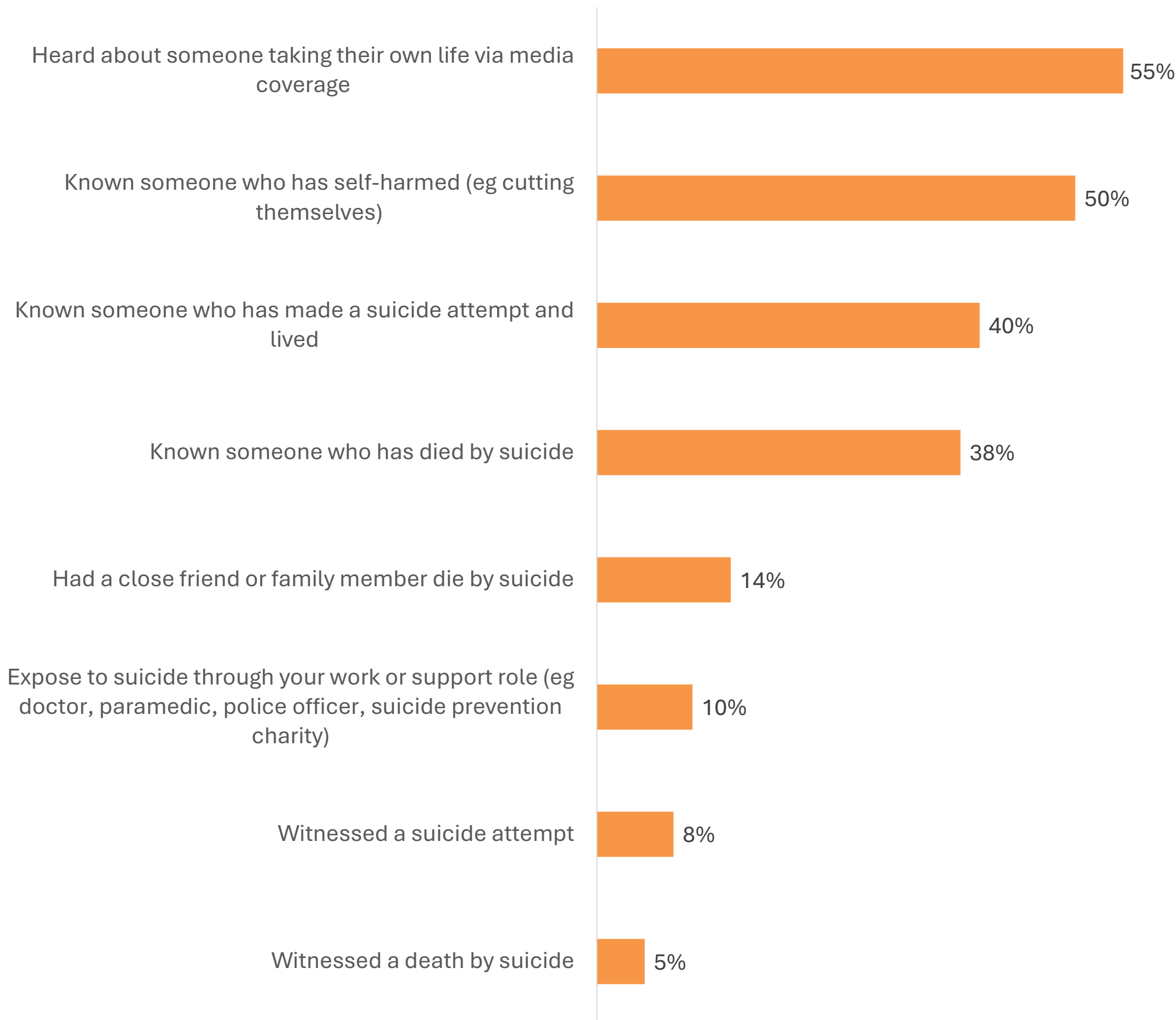
**Spring 2025**



**Good physical health**



**Good mental health**



# Exposure to Suicide Trends

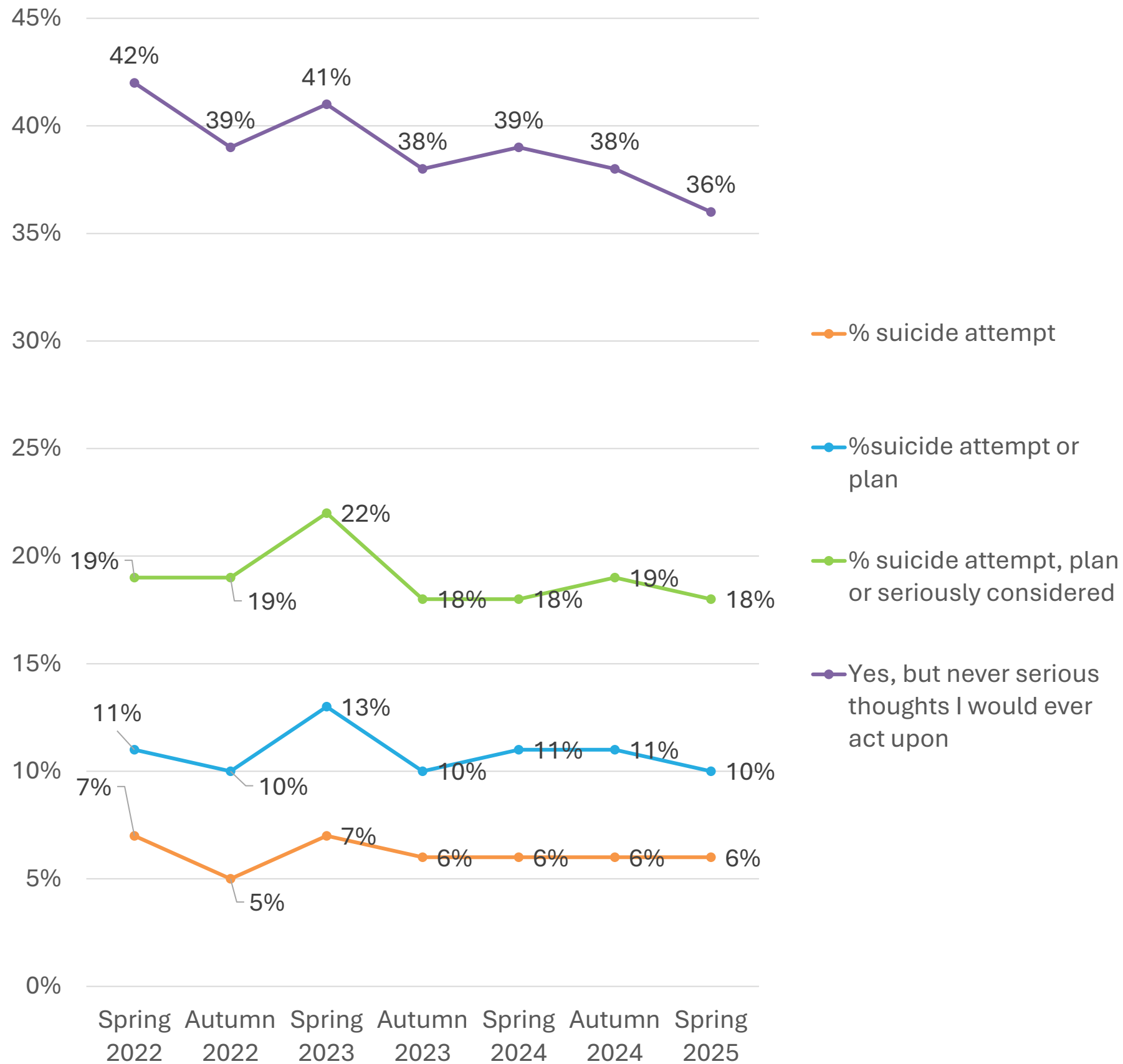
- As of Spring 2025, half of those living in the UK have known someone who has self-harmed.
- Two in five have known someone who has made an attempt on their own life and survived, with a similar proportion knowing someone who has died by suicide.
- More than one in ten have witnessed a suicide attempt or a death by suicide (13%)

Which of the following experiences, if any, have you ever had?  
Spring 2025: 1063

Question updated in Spring 2025 – no previous data

Excluded \*none of the above and prefer not to say

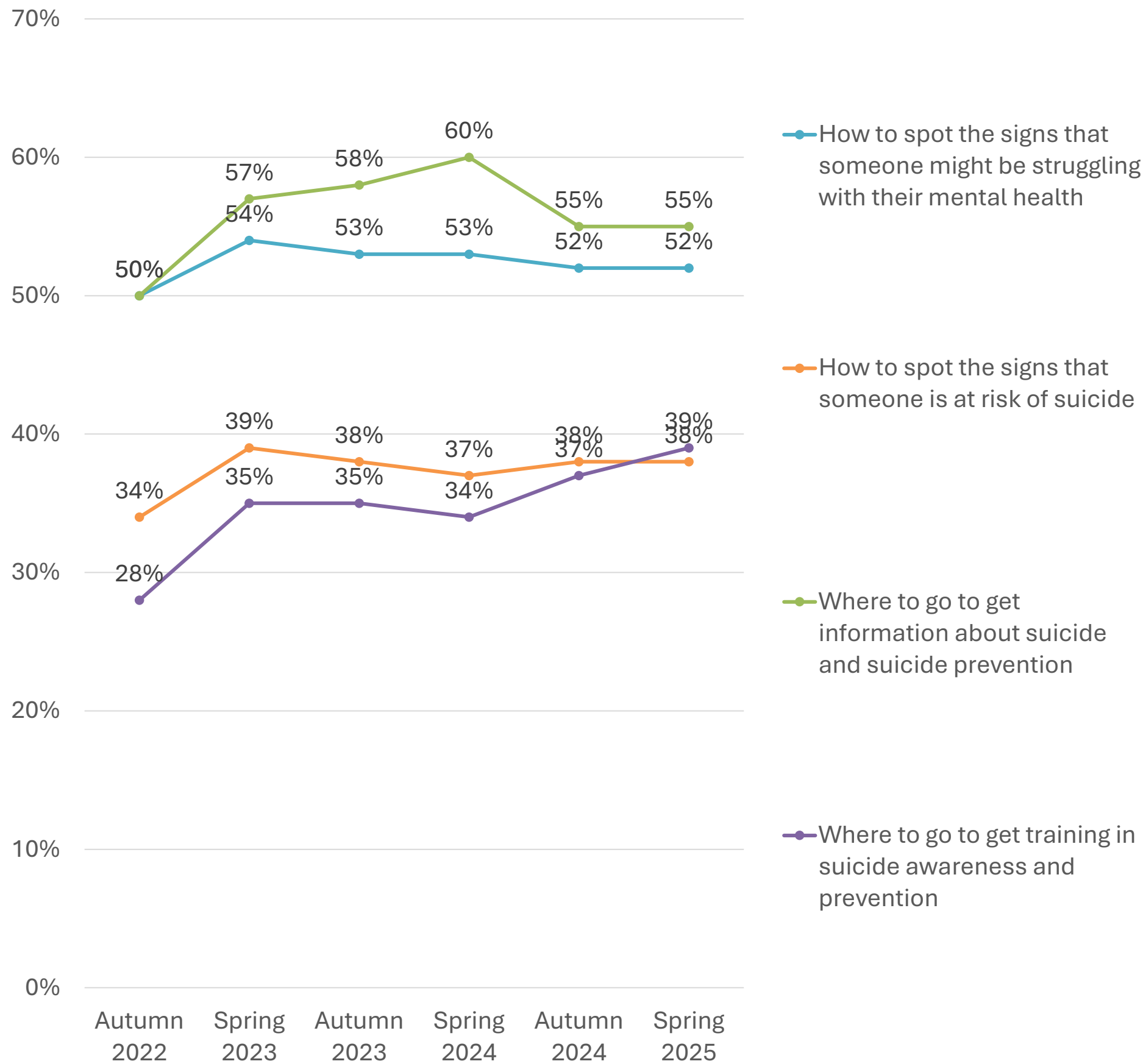
# Suicidal Thoughts, Planning & Attempts Trends



- Between Spring 2022 and Spring 2025, the percentage of people reporting suicidal thoughts without serious intent declined from 42% to 36%.
- Reports of suicide attempts remained relatively low and stable, fluctuating between 5% and 7%, while combined reports of suicide attempts or plans stayed between 10% and 13%.
- Those who seriously considered suicide, made a plan, or attempted, peaked at 22% in Spring 2023 before returning to 18% by Spring 2025.



# Confidence in Suicidal Knowledge Trends

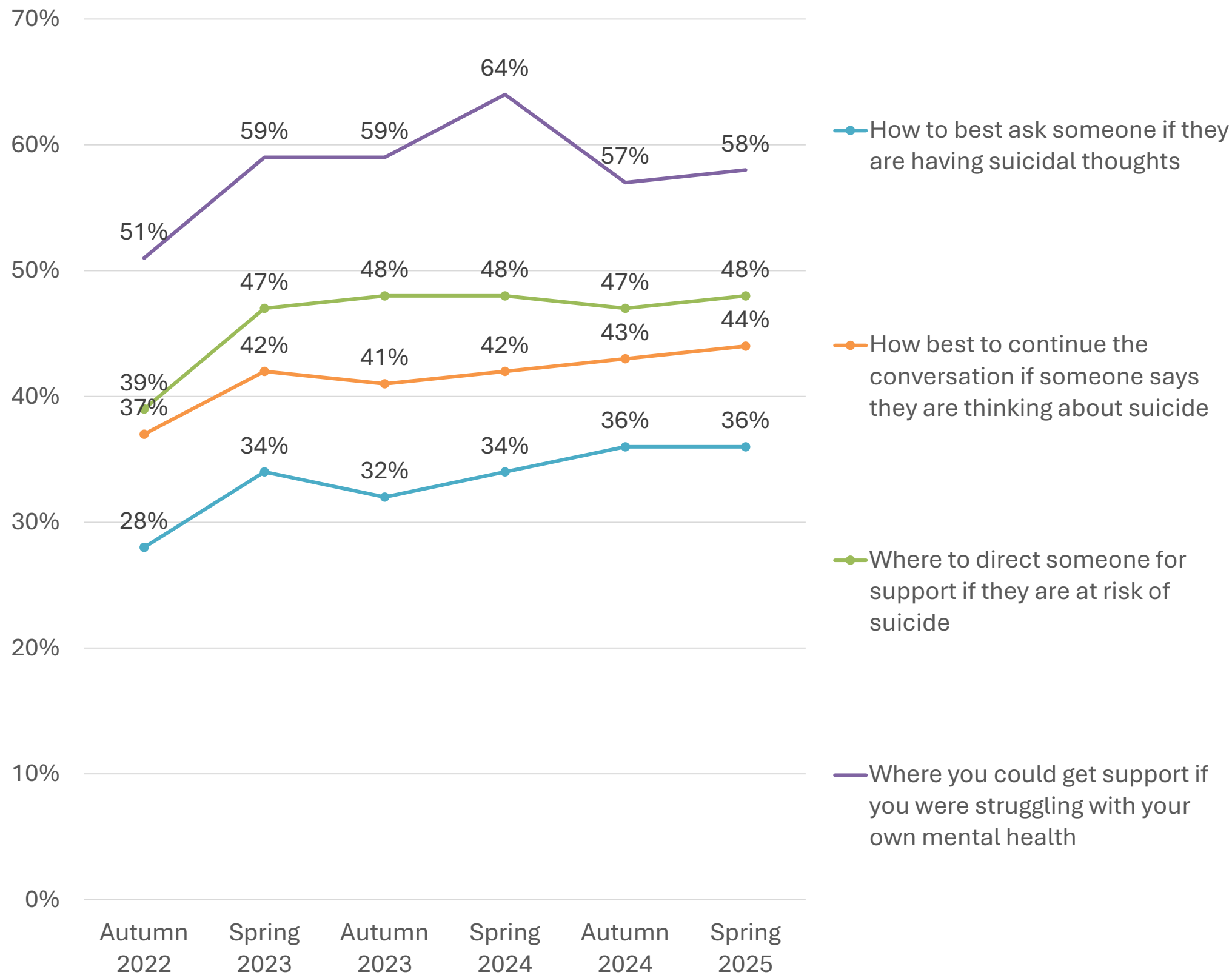


How confident are you that you would know...?  
Spring 2025, 1500

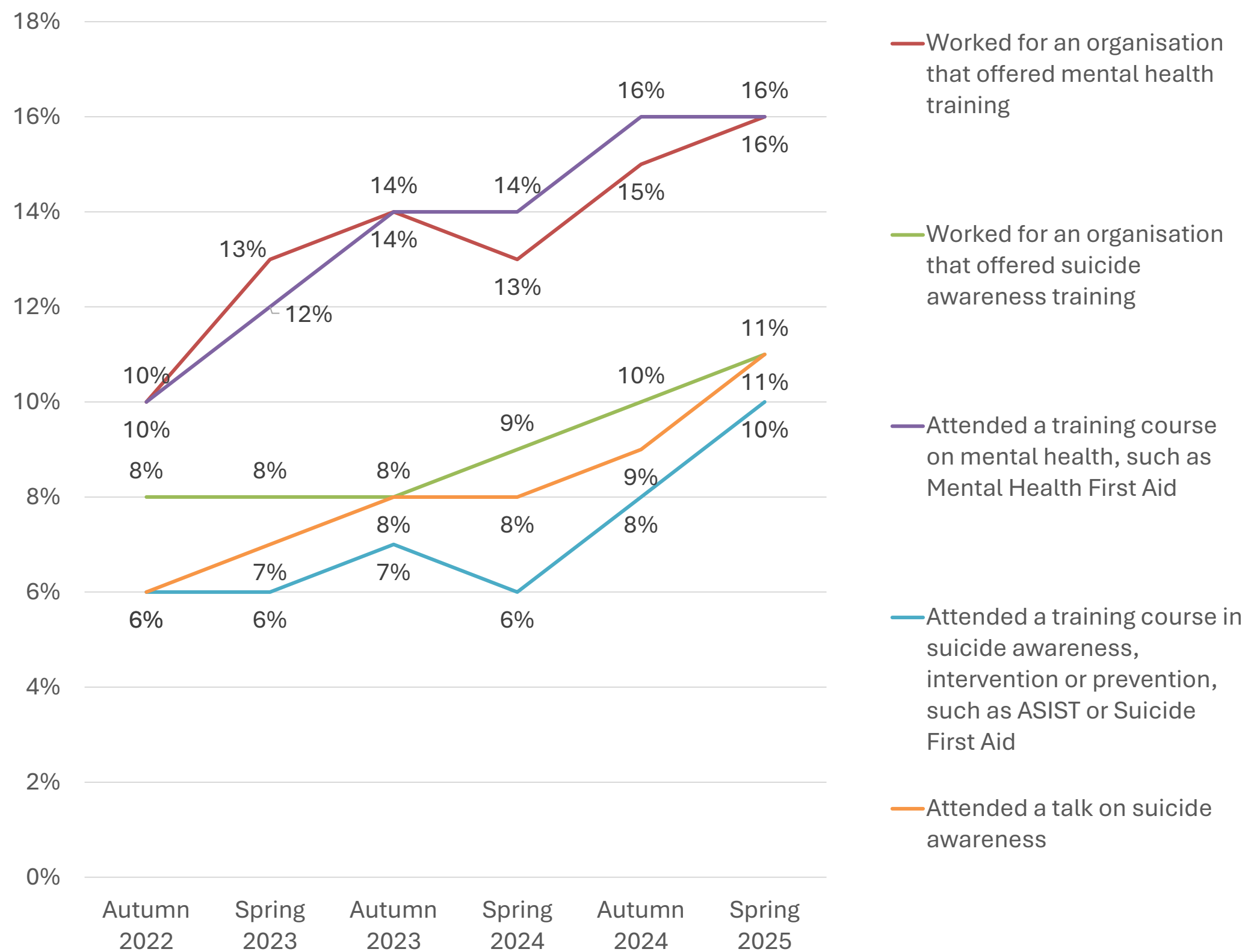
- Awareness of where to get information about suicide and prevention rose from 50% in Autumn 2022 to a peak of 60% in Spring 2024, before dropping slightly to 55% in Autumn 2024 and Spring 2025.
- Knowledge of how to spot signs of mental health struggles remained consistent across all waves, rising slightly from 50% to 54% over the same period.
- Awareness of where to get suicide prevention training and how to identify suicide risk both increased moderately, reaching around 38% by Spring 2025.



# Confidence in Suicidal Knowledge Trends



- From Autumn 2022 to Spring 2025, awareness of where to get personal mental health support remained consistently high, peaking at 64% in Spring 2024 before settling at 58%.
- Knowledge of where to direct someone at risk of suicide increased slightly over time, reaching 47% by Spring 2025.
- Confidence in asking someone if they are having suicidal thoughts and continuing the conversation both improved gradually, rising to around 35% and 44% respectively.



Which of these ways of learning about mental health and suicide apply to you, if any?  
Spring 2025, 1500

# Education & Training Incidence Trends

- During the same period, more people reported working for organisations that offered mental health or suicide awareness training, both rising to around 16% by Spring 2025.
- Attendance at formal training courses also increased, with 16% completing mental health training and 10% attending suicide-specific training by Spring 2025.
- Participation in suicide awareness talks also grew steadily, reaching 11% by the end of the period.

**For more information about the SPARK Report, please contact Beth Harcourt at:**



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