



CREATING CHANGE:

# Big Boys

July 2025



## Driving impact

**Big Boys (Series 3)** significantly influenced how viewers think and feel about mental health – using humour and sensitivity to challenge stigma and prompt real conversations.

**1 in 6 (16%)**

viewers said the show inspired them to discuss their own mental health struggles.

**1 in 7 (14%)**

viewers said they reached out to those around them to check in on how they are as a result of watching.

**9 in 10 (92%)**

viewers agreed the series emphasised the importance of strong support systems for young people.



One of the best British comedies about mental health, masculinity, and friendship.

M 16-24

## Representing unheard voices

As a publicly owned public service broadcaster, Channel 4 is committed to engaging mass audiences and challenging them to think differently. Through authentic and inclusive storytelling, we reflect the whole of the UK. At its most impactful, our programming can act as a catalyst for social change.

**7 in 10 (72%)**

viewers recognised Channel 4 as the leading channel for raising awareness of critical social issues.

**8 in 10 (80%)**

viewers agreed Channel 4 effectively represents unheard voices.

**9 in 10 (85%)**

viewers felt the programme effectively showed how mental health can present in different ways.



**Watch Big Boys**  
Stream free on Channel 4

*Channel 4 'Big Boys (S3)' Social Impact Study based on 194 viewers of the programme via a bespoke online study. Fieldwork took place between 3 April 2025 – 2 May 2025.*