



See Change Research

An Amárach report on behalf of Just Economics

April 2022/S21-229/MMCL/MC



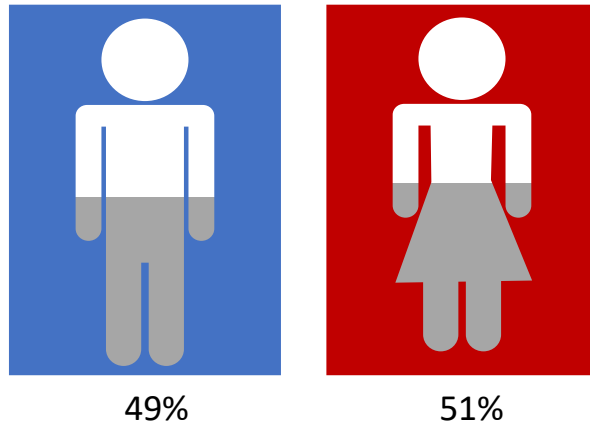
- A number of questions were placed on the Amárach Research **April 2022** omnibus. The omnibus is a syndicated survey whereby clients can include questions within the survey.
- The questions were pre-agreed with Just Economics/See Change.
- A **total sample of 1,079** was achieved with quotas set on gender, age, social class and region to achieve a sample aligned with the national adult population age 18+. Due to the high proliferation of the internet among the Irish population, the Amárach Research omnibus is completed fully online.
- Survey fieldwork took place from the **13th-15th April 2022**.

Demographic Profile

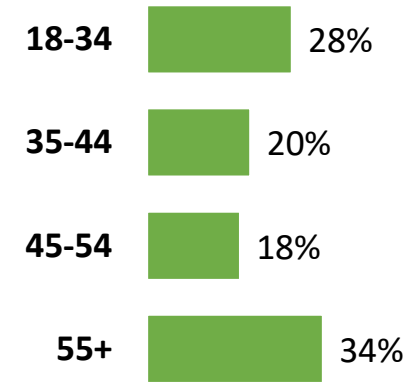


(BASE: All respondents – 1,079)

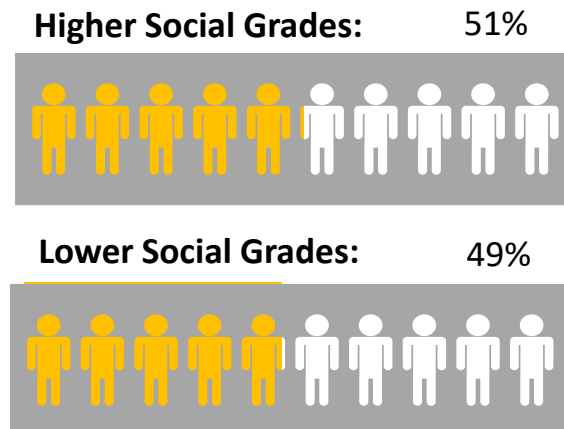
GENDER



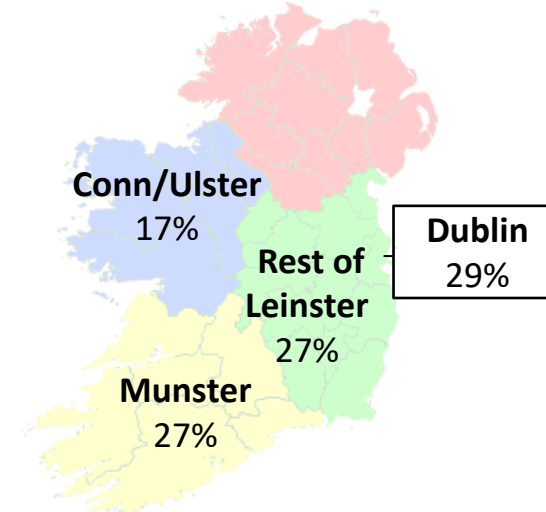
AGE



SOCIAL CLASS



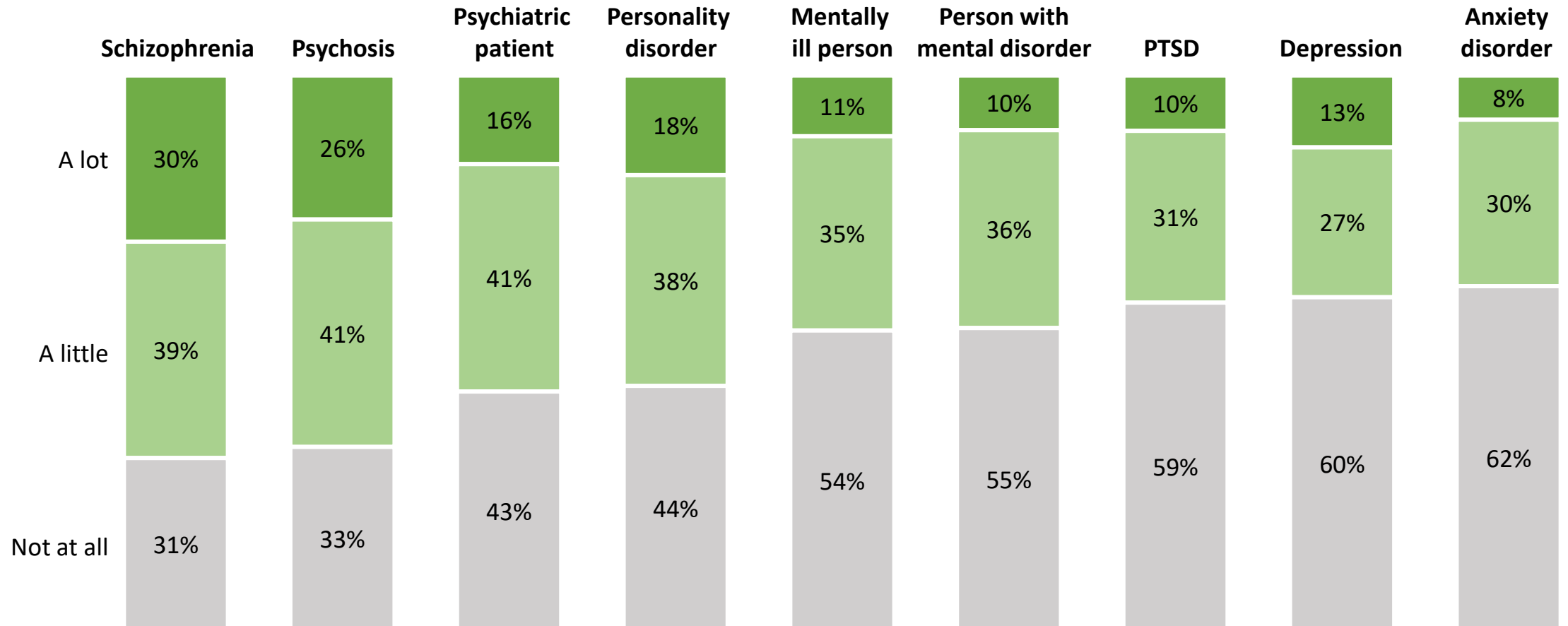
REGION



The terms 'schizophrenia' and 'psychosis' are most likely to make people feel fearful, whereas 'anxiety' and 'depression' are least likely.



(BASE: All respondents – 1,079)



Q.1 Here is a list of words relating to mental illness. Do any of the following words or phrases make you feel fearful or afraid?

Males appear less likely than females to be fearful of mental illness such as schizophrenia, psychosis and personality disorder...



	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
Schizophrenia													
A lot	30%	28%	32%	33%	29%	27%	30%	29%	31%	28%	28%	33%	33%
A little	39%	36%	41%	36%	38%	40%	41%	39%	38%	42%	39%	38%	36%
Not at all	31%	36%	27%	31%	33%	34%	29%	31%	31%	30%	34%	29%	32%
Psychosis													
A lot	26%	21%	31%	32%	29%	23%	20%	28%	24%	23%	23%	27%	34%
A little	41%	38%	44%	41%	37%	41%	43%	40%	42%	47%	36%	44%	35%
Not at all	33%	41%	25%	26%	35%	36%	36%	33%	34%	30%	42%	29%	31%
Personality disorder													
A lot	18%	15%	21%	20%	20%	14%	18%	16%	20%	14%	17%	22%	21%
A little	38%	36%	40%	36%	32%	40%	42%	38%	38%	41%	35%	37%	38%
Not at all	44%	49%	39%	44%	47%	45%	41%	46%	42%	45%	48%	41%	41%

... whereas females and under 35s appear to be less fearful of words/phrases such as 'depression', 'mentally ill person' ...



	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
<u>Psychiatric patient</u>													
A lot	16%	17%	15%	17%	17%	17%	14%	18%	14%	13%	14%	21%	16%
A little	41%	40%	42%	41%	41%	38%	42%	39%	43%	45%	40%	35%	43%
Not at all	43%	43%	43%	43%	42%	45%	44%	43%	43%	42%	46%	44%	41%
<u>Depression</u>													
A lot	13%	14%	12%	10%	13%	14%	14%	11%	14%	9%	13%	16%	12%
A little	27%	31%	24%	20%	25%	30%	33%	27%	27%	24%	28%	25%	33%
Not at all	60%	56%	65%	70%	62%	56%	53%	61%	59%	66%	58%	59%	55%
<u>Mentally ill person</u>													
A lot	11%	11%	10%	11%	8%	9%	13%	11%	11%	9%	9%	11%	15%
A little	35%	41%	30%	28%	37%	37%	40%	35%	35%	33%	38%	35%	36%
Not at all	54%	48%	60%	62%	54%	54%	47%	54%	54%	58%	52%	54%	49%

...and 'anxiety disorder'.



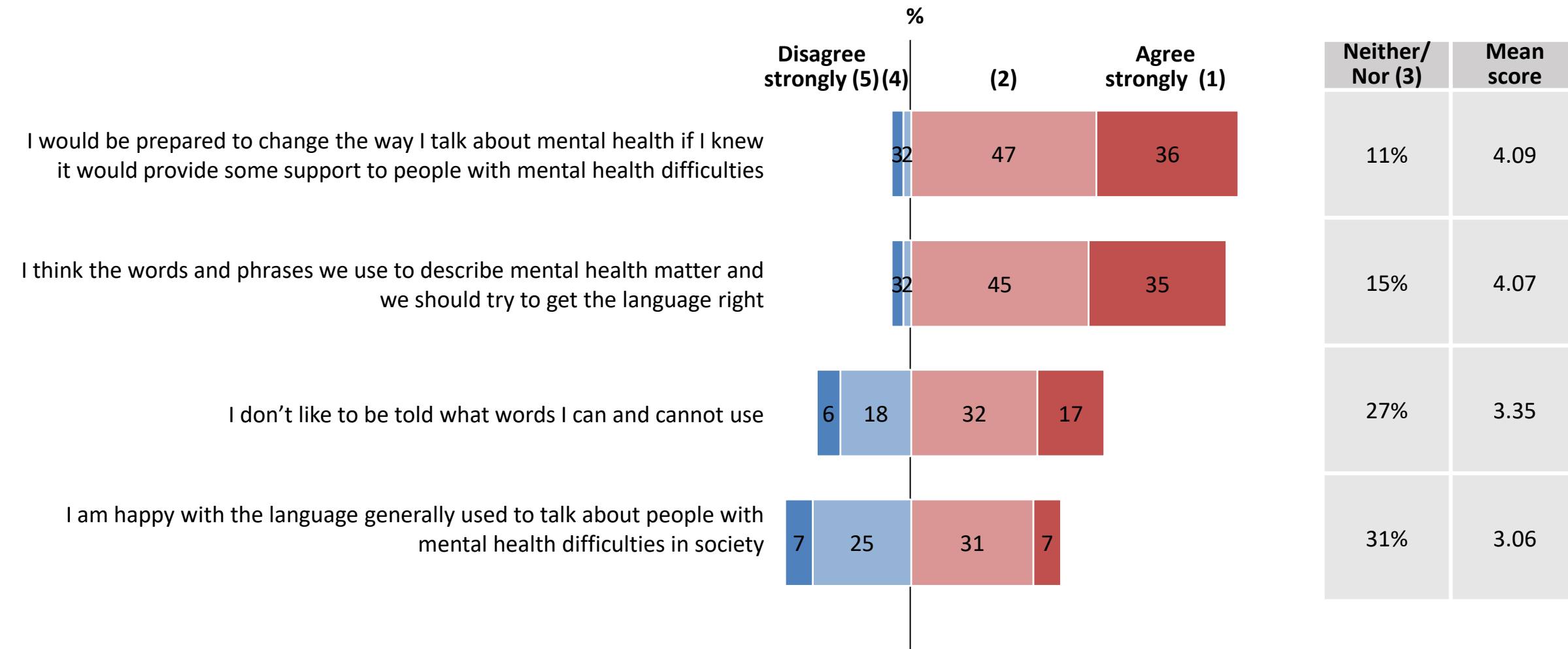
	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
<u>Person with mental disorder</u>													
A lot	10%	11%	9%	8%	8%	8%	13%	11%	9%	8%	6%	11%	15%
A little	36%	37%	34%	36%	34%	38%	36%	37%	34%	33%	40%	36%	33%
Not at all	55%	52%	57%	56%	58%	54%	52%	52%	57%	59%	54%	53%	52%
<u>PTSD</u>													
A lot	10%	10%	11%	10%	9%	11%	10%	9%	11%	7%	11%	14%	8%
A little	31%	31%	31%	22%	34%	33%	35%	30%	32%	33%	27%	28%	36%
Not at all	59%	59%	59%	67%	57%	55%	55%	61%	57%	60%	62%	58%	56%
<u>Anxiety disorder</u>													
A lot	8%	8%	8%	5%	10%	9%	8%	7%	9%	5%	10%	8%	9%
A little	30%	36%	25%	27%	27%	30%	34%	28%	32%	26%	28%	37%	29%
Not at all	62%	57%	67%	67%	63%	61%	58%	64%	60%	69%	62%	55%	63%

Q.1 Here is a list of words relating to mental illness. Do any of the following words or phrases make you feel fearful or afraid?

The vast majority of adults surveyed agreed that the words/phrases we use to describe mental health matter and that they would be prepared to change the way they talk about mental health if it would help people with mental health difficulties



(BASE: All respondents – 1,079)



A significant minority (31%) are not happy with the language used to talk about people with mental health difficulties. Women and under 35s appear to be most open to changing the way they talk about mental health.



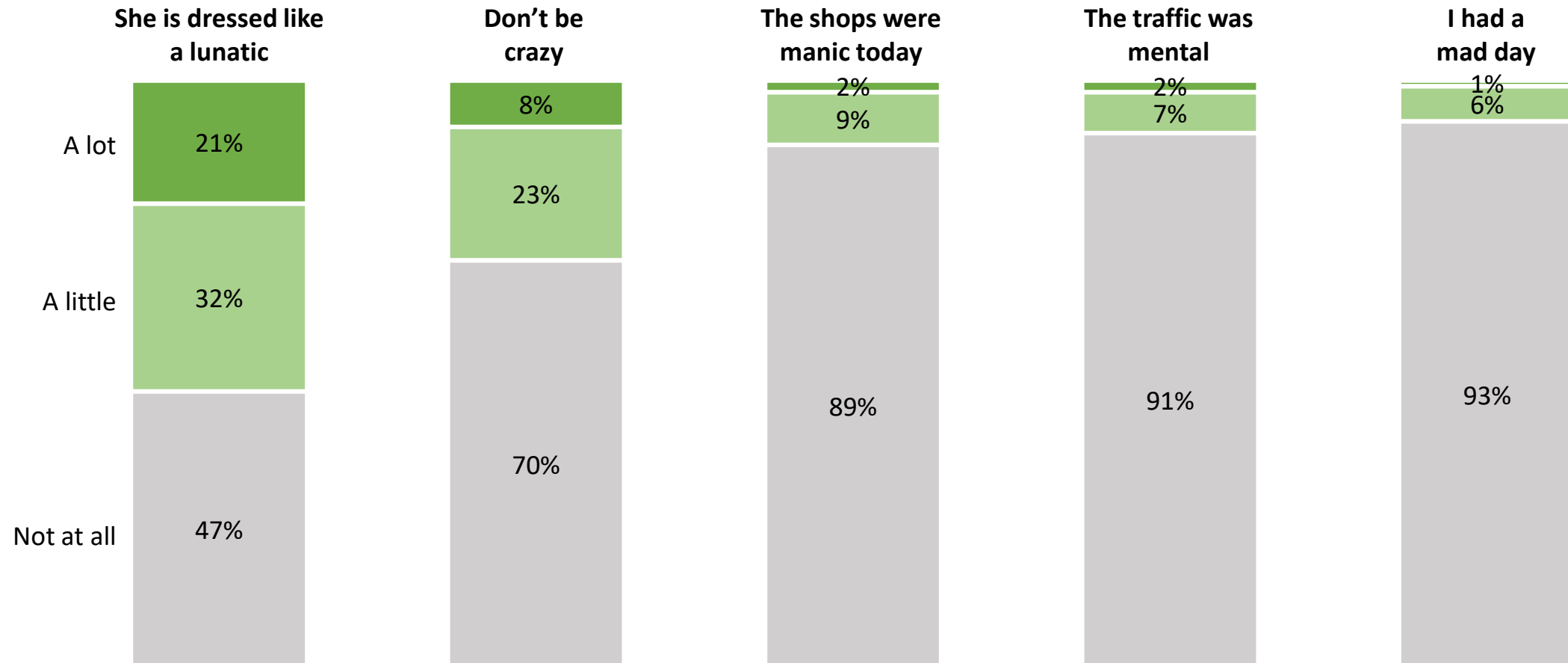
(BASE: All respondents – 1,079)

	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
I would be prepared to change the way I talk about mental health if I knew it would provide some support to people with mental health difficulties													
Agree	83%	76%	90%	91%	81%	74%	82%	82%	84%	85%	79%	85%	83%
Disagree	6%	8%	3%	5%	6%	10%	4%	6%	5%	4%	10%	3%	6%
I think the words and phrases we use to describe mental health matter and we should try to get the language right													
Agree	80%	72%	88%	80%	82%	75%	81%	78%	82%	82%	77%	82%	78%
Disagree	5%	7%	3%	3%	5%	6%	6%	5%	4%	5%	6%	3%	6%
I don't like to be told what words I can and cannot use													
Agree	49%	57%	41%	47%	45%	53%	51%	49%	49%	43%	50%	49%	57%
Disagree	25%	17%	32%	34%	26%	18%	20%	25%	24%	27%	23%	28%	18%
I am happy with the language generally used to talk about people with mental health difficulties in society													
Agree	37%	41%	33%	43%	29%	37%	38%	42%	32%	42%	31%	38%	37%
Disagree	31%	27%	36%	35%	37%	27%	27%	28%	35%	28%	33%	33%	31%

The majority (53%) were of the opinion that 'she is dressed like a lunatic' is offensive. Nearly 1 in 3 (30%) found the term 'don't be crazy' offensive.



(BASE: All respondents – 1,079)



Females were more likely than males to find 'she is dressed like a lunatic' and 'don't be crazy' offensive.



	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
<u>She is dressed like a lunatic</u>													
A lot	21%	15%	27%	17%	17%	19%	28%	16%	26%	20%	21%	16%	31%
A little	32%	31%	33%	32%	34%	28%	33%	34%	30%	32%	30%	36%	28%
Not at all	47%	54%	40%	52%	49%	54%	39%	50%	44%	48%	49%	49%	41%
<u>Don't be crazy</u>													
A lot	8%	4%	11%	8%	6%	9%	8%	4%	11%	8%	8%	8%	5%
A little	23%	16%	30%	37%	17%	19%	17%	23%	22%	24%	20%	21%	28%
Not at all	70%	80%	60%	56%	77%	72%	76%	73%	67%	69%	72%	71%	67%
<u>The shops were manic today</u>													
A lot	2%	1%	3%	3%	1%	1%	2%	1%	3%	2%	1%	4%	*
A little	9%	8%	9%	10%	4%	8%	10%	9%	9%	7%	8%	11%	8%
Not at all	89%	91%	88%	87%	95%	91%	87%	91%	88%	91%	90%	86%	92%

Q.1 Here is a list of words relating to mental illness. Do any of the following words or phrases make you feel fearful or afraid?

Only a small minority found the following phrases offensive: 'the shops were manic today' (11%), 'the traffic was mental' (9%), 'I had a mad day' (7%).

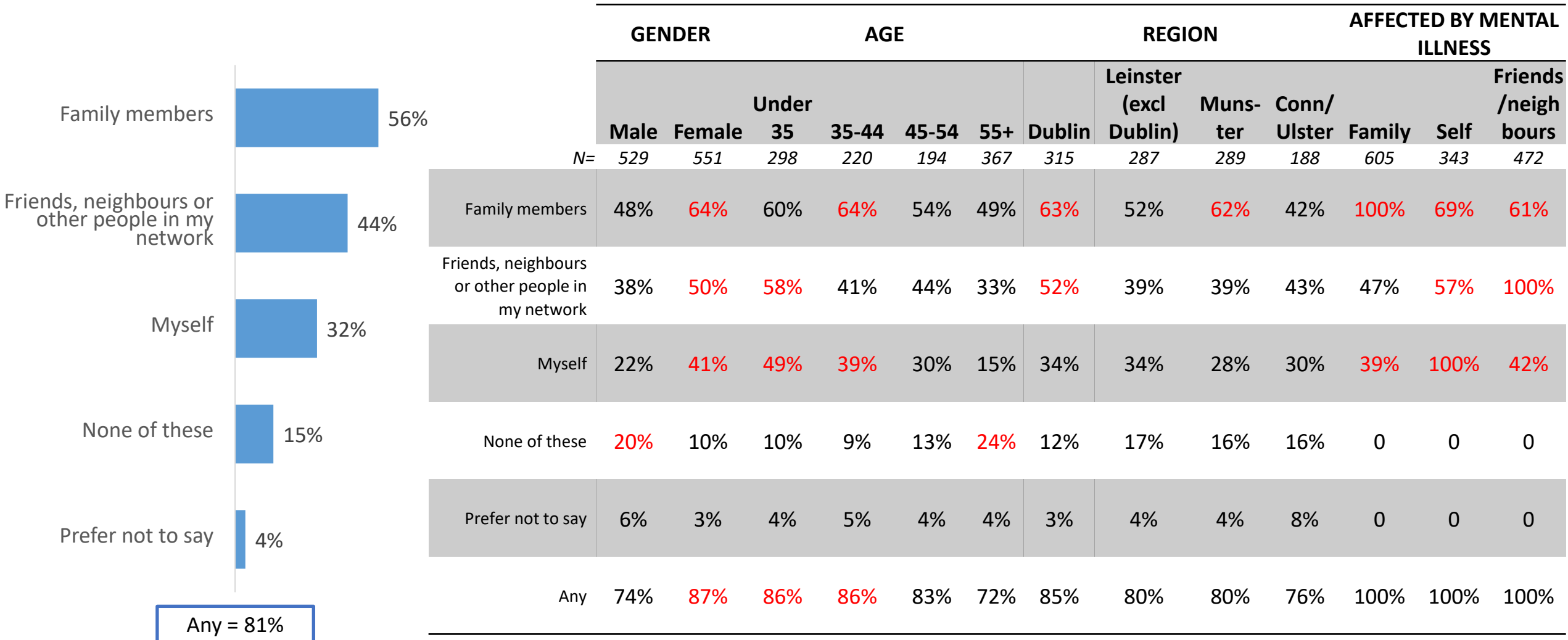


	GENDER			AGE			CLASS			REGION			
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	1079	529	551	298	220	194	367	550	529	315	287	289	188
<u>The traffic was mental</u>													
A lot	2%	1%	3%	3%	1%	3%	2%	1%	3%	3%	1%	4%	1%
A little	7%	6%	8%	2%	4%	9%	12%	6%	8%	8%	5%	7%	7%
Not at all	91%	92%	89%	95%	95%	88%	86%	92%	89%	89%	93%	89%	93%
<u>I had a mad day</u>													
A lot	1%	*	1%	0	1%	1%	2%	1%	1%	2%	1%	*	*
A little	6%	5%	7%	6%	4%	7%	8%	4%	9%	6%	5%	9%	5%
Not at all	93%	94%	91%	94%	95%	92%	90%	95%	90%	92%	94%	91%	94%

Approximately 8 in 10 (81%) have either been affected by mental illness themselves or know someone else affected. Nearly one third (32%) stated that they themselves have been affected.



(BASE: All respondents – 1,079)



Nearly half (49%) are very likely to continue watching a radio or tv programme if a trigger warning is given about suicide or self-harm content. One in ten (10%) are not at all likely.



(BASE: All respondents – 1,079)

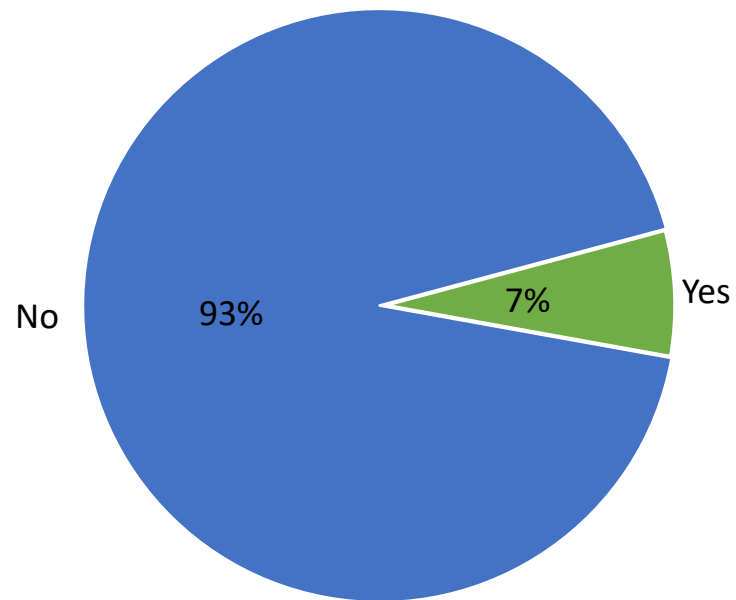
	GENDER		AGE				REGION				AFFECTED BY MENTAL ILLNESS			
	Male	Female	Under 35	35-44	45-54	55+	Leinster (excl Dublin)			Conn/ Ulster	Family	Self	Friends /neighbours	
							Dublin	Muns-ter						
	N= 529	551	298	220	194	367	315	287	289	188	605	343	472	
Very likely	49%	51%	47%	51%	55%	47%	44%	51%	47%	47%	48%	51%	47%	54%
Somewhat likely	41%	38%	44%	44%	35%	40%	43%	38%	40%	45%	42%	40%	44%	40%
Not at all likely	10%	11%	9%	5%	10%	12%	13%	10%	12%	8%	10%	9%	9%	6%

The proportion of adults that have used helplines in an article or programme about suicide in order to seek help is very small (7%). It is highest (18%) amongst those who have themselves been affected by mental illness.



(BASE: All respondents – 1,079)

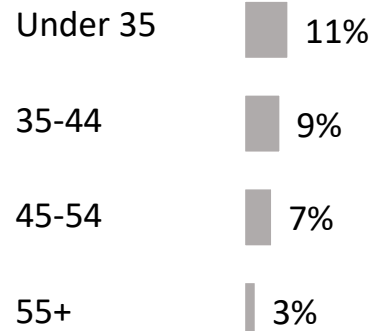
DEMOGRAPHICS FOR YES



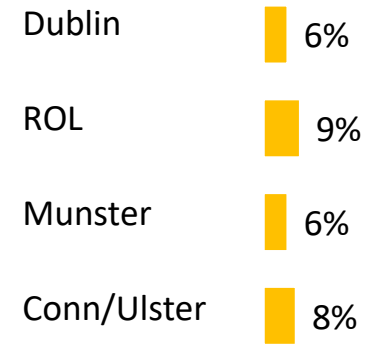
Gender



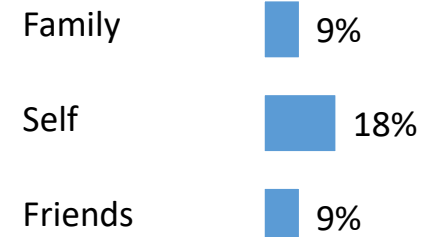
Age



Region



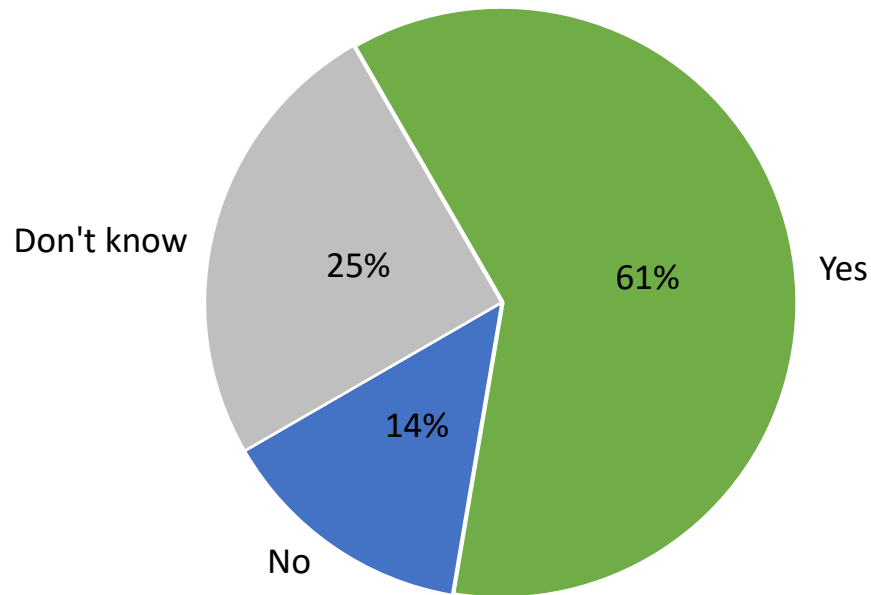
Affected by mental illness



Amongst those who have never used helplines, the majority (61%) say that they would consider using a helpline about suicide if the need arose. Females and those aged 18-44 were most likely to say that they would consider using such a helpline.



(BASE: All who have never used helplines – 1,002)

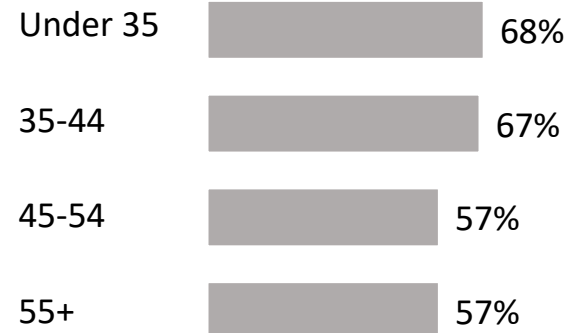


DEMOGRAPHICS FOR YES

Gender



Age



Region



Affected by mental illness





- The research indicates that certain words/phrases relating to mental illness are more likely than others to make people feel fearful or afraid.
 - Words such as 'schizophrenia' and 'psychosis' are most likely to make people feel afraid, whereas 'anxiety disorder' and 'depression' are least likely.
- There is widespread agreement that the words/phrases we use to describe mental health matter and most (83%) agree that they would be prepared to change the way they talk about mental health if it would help people with mental health difficulties.
 - Nearly 1 in 3 (31%) are not happy with the language used to talk about people with mental health difficulties. This is higher amongst females (36%) and those aged 35-44 (37%).
- The vast majority of adults (81%) have either been affected by mental illness themselves or know someone else who has been affected.
 - Nearly one third (32%) stated that they themselves have been personally affected by mental illness.
- Although the proportion of adults that have used helplines about suicide in order to seek help is very small (7%), amongst those that have never used a helpline the majority (61%) state that they would consider using one if the need arose.



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