

EVALUATION FINDINGS FOR 15–29 YEAR OLDS

In June 2019, Opinions Market Research surveyed a population representative sample of Greater Christchurch residents aged 15 years and over (N = 478) to help evaluate the reach and impact of All Right?. This summary captures the key findings of the 119 respondents aged 15–29 years.

98%

of respondents aged 15–29 were aware of the campaign

93%

say the All Right? messages are helpful

87%

say they are keen for ways to improve how they are feeling

75%+

have taken action as a result of the campaign

Of all respondents, those aged 15–29 are most likely to...



have had a conversation with another person about All Right?



be looking after themselves and others as result of the campaign

86%

are more aware of looking after their mental health

92%

are more aware of looking after the wellbeing of others

98%

see value in the All Right? campaign

98%

see value in it being adapted for during events

95%

see value in its continuation