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

Awareness of All Right? continues to rise

The more messages people see, the greater the impact

Of those who’ve seen 10+ messages

- 86% say the messages make them think about how they are feeling
- 62% have taken action as a result

Of those who’ve seen 1 – 5 messages

- 62% say the messages make them think about how they are feeling
- 31% have taken action as a result

All Right? is increasing wellbeing literacy

- 77% say the messages make them more aware of looking after their wellbeing

All Right? is encouraging people to take action

- 47% have done things as a result of what they have seen or heard

"For a social marketing campaign, prompting 25% of people to change their behaviour using a mass media approach is amazing. To achieve nearly 50% is phenomenal." Dr Ekant Veer, Associate Professor, University of Canterbury

Awareness of All Right? continues to rise

- 69% in 2015
- 75% in 2016
- 81% in 2017
- 82% in 2018
- 88% in 2019

Awareness of All Right? continues to rise
The margin of error at a 95% confidence level is ± 9%.
For a full summary of the findings, visit allright.org.nz/impact