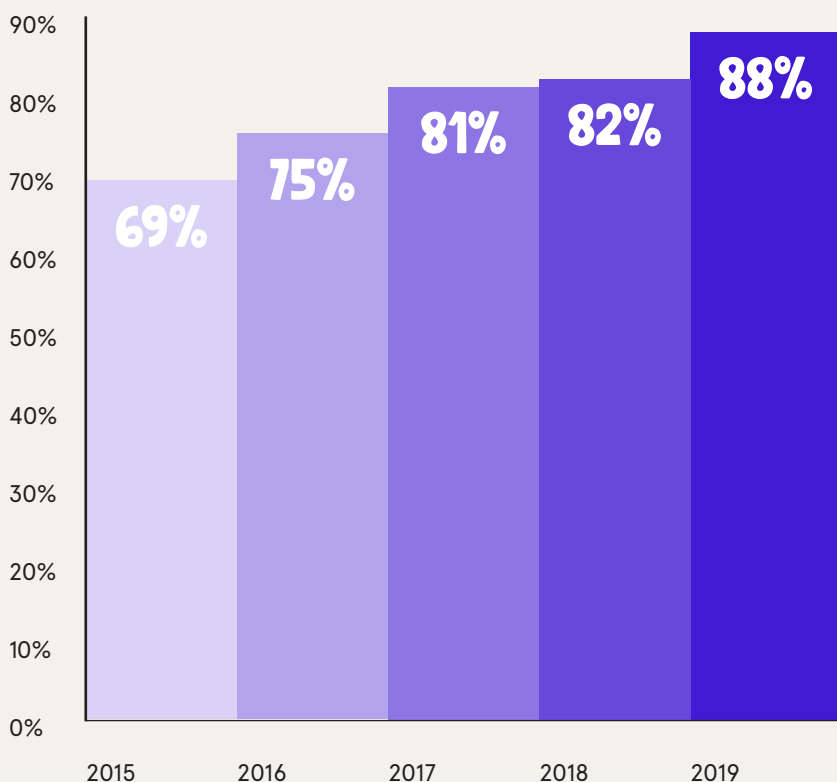


EVALUATION SUMMARY, 2019

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



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

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

EVALUATION SUMMARY, 2019

All Right? is highly valued

90%

believe All Right?
is valuable for
the Christchurch
community

80%

believe it would
be valuable for all
New Zealanders

87%

see value in
continuing All
Right?

90%

see value in
adapting the
campaign for
during events

All Right? is effective no
matter how you're doing

68%

of those with
lower WHO5
wellbeing scores
believe All Right?
is effective

71%

of those with
higher WHO5
wellbeing scores
believe All Right?
is effective

All Right? helped people
respond to the impact of the
mosque shooting

64%

were aware of post
mosque shooting
campaign, He
Waka Eke Noa

