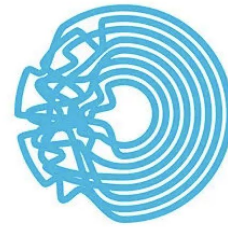




Mental Health Ireland

September 19th 2024



**Mental Health
Ireland**

Agenda

Sorry, this may contain spoilers.



- Recap / overview
- Part 1: Campaign themes
- Part 2: Interesting takeouts
- Part 3: Brand items
- Full analysis/research

Overview

- 1) There is a wealth of information within the survey, so to help we've analysed and identified key take-outs that align with your campaign themes:
 - Individuals
 - Others
 - Communities/Work
 - Nature

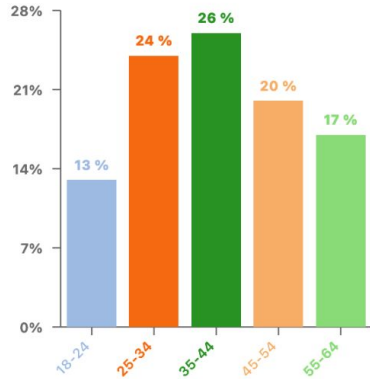
- 2) In analysing the data we've also identified some insights that we felt were interesting, across the following:
 - Key barriers
 - Social Stigma
 - Money

- 3) Finally, we've pulled out pertinent information about brand awareness & fundraising

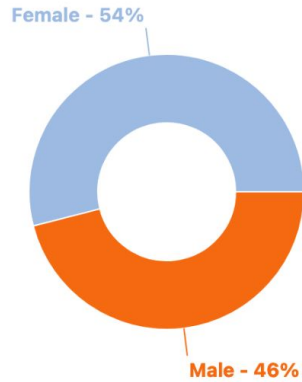
The full analysis is in the appendix and we've also shared some specific cross-section analysis with you.

Survey Respondents

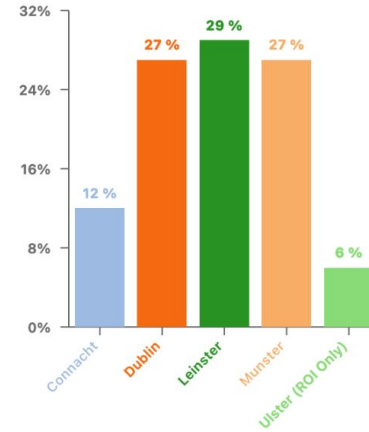
Age



Gender



Irish Region





1) Key observations

Insights & takeouts pertinent to your campaign
themes of individuals, others, nature &
community

Observations & Key Takeouts from TPH

Individuals

- 89% of respondents do something to intentionally support their mental health each week, with 10% doing something every single day
- The biggest barriers to supporting mental health every day are time (32%) and money (31%), although for 15% they don't know how, and for 13% it's not seen as something people in their social circle do
- Across every age group there is a clear desire to learn more about how to manage stress & anxiety, which ranked highest as the preferred topic across every age cohort - 76% for 18-24s, 78% for 25-34s, 77% for 35-44s, 77% for 45-54s, and 74% for 55-65s.
- Across the population, spending time with friends & family, exercising, and spending time in nature are the most common ways people are supporting their mental health
- People in Ireland recognise how beneficial it is to spend time in nature - 99% recognise it is somewhat to very beneficial to their mental health, with 53% respondents telling us they actively spend time in nature to support their mental health

Observations & Key Takeouts from TPH

Connecting with Nature

- People in Ireland recognise how beneficial it is to spend time in nature (99%) with 53% respondents telling us they spend time in nature to support their mental health
- 99% of respondents agree that spending time in nature is beneficial, somewhat beneficial or very beneficial for their mental health
- 49% respondents find time in nature to be 'very beneficial' for their mental health, this is highest for females particularly those aged 45-54 (64%)

Observations & Key Takeouts from TPH

Connecting with Others (Friends & Family)

- The most popular activity amongst respondents to support their mental health was catching up with friends & family (71%), which rose to 78% for female respondents.
- This activity ranked highly amongst all age cohorts for men and women in every region of Ireland indicating that social connections are a well established wellness strategy across the country, and we see the value in spending time with our friends & family

Observations & Key Takeouts from TPH

Mental Health & communities/work

Mental Health Workshops

- 28% of respondents had participated in mental health workshops
- Where respondents had participated in mental health training/workshops, this was most likely to be at work (half of the 28% of overall survey respondents who have participated in mental health workshops)
- Where respondents had participated in mental health training/workshops, only 17% identified that this was through a community organisation or group

World Mental Health Day

- 23% of respondents had engaged in mental health activities for World Mental Health Day, although an equal number (23%) had not heard of World Mental Health Day
- For those that engaged in World Mental Health Day, there was equal likelihood of attending workshops, fundraisers, community events or engaging online with content/social media



2) Key observations

Insights & takeouts that we identified in our analysis

Observations & Key Takeouts from TPH

Barriers

- The biggest barriers to supporting mental health every day are time (32%) and money (31%), although for 15% they don't know how, and for 13% it's not seen as something people in their social circle do
- Whilst men are more likely to perceive no barriers to supporting their mental health (42% reporting no barriers, in contrast to 34% of women), men were actually more likely to identify attitudinal & knowledge barriers to supporting their mental health than women, with 19% of men saying supporting their mental health wasn't something people in their social circle do VS 8% of women, and 17% of men admitting they don't know to support their mental health, VS 12% of women

Observations & Key Takeouts from TPH

Demographic observations

- Women over 55 overwhelmingly (78%) want more support in managing stress and/or anxiety.
- They are also less likely to have engaged with a mental health charity (60% of women over 55 surveyed said they have not engaged with a mental health charity)
- For women aged 25-34, money is the biggest barrier to supporting their mental health (54% of 25-34 year old women surveyed), the highest amongst any age
- Whilst overall men and women equally identify exercise as a tool to support their mental health, there's a bit more of a gap between 18-24s men (82%) and women (73%) and 54-64s men (57%) and women (73%)
- 55-64 year olds were most likely to report 'no barriers' to supporting their mental health (62%), with 53% spending 3+ days per week doing something intentionally to support their mental health. They were also more likely to have participated in a mental health workshop (32%).

Observations & Key Takeouts from TPH

Money

- Of respondents who said they don't have the money to support their mental health, 83% would like more support in managing stress/anxiety
- Of respondents who said they don't have the money to support their own mental health, 90% have actively donated to mental health charities in the past, with 35% highlighting these were one-off donations
- For women aged 25-34, money is the biggest barrier to supporting their mental health (54% of 25-34 year old women surveyed), the highest amongst any age

Observations & Key Takeouts from TPH

Stigma

- Only 13% of respondents agreed with the statement that 'mental health is not something people in my circle do'.
 - This did rise to 19% amongst men only (VS 8% women)
 - This was highest amongst 18-24 year old men (39%) (*but this was a low base*) which suggests there's more work to do with this critical age cohort. Unsurprisingly 67% of 18-24 year old men want training & support in understanding mental health

Observations & Key Takeouts from TPH

Topics

- Across every age group there is a clear desire to learn more about how to manage stress & anxiety, which ranked highest as the preferred topic across every age cohort - 76% for 18-24s, 78% for 25-34s, 77% for 35-44s, 77% for 45-54s, and 74% for 55-65s.
- Both 25-34 year old men and women want to understand more about mental health, and have identified clear knowledge gaps around mental health and want to know more about managing stress & anxiety (77%), managing mental health at work (57%), supporting someone with a mental health need (53%) and understanding mental health (52%).

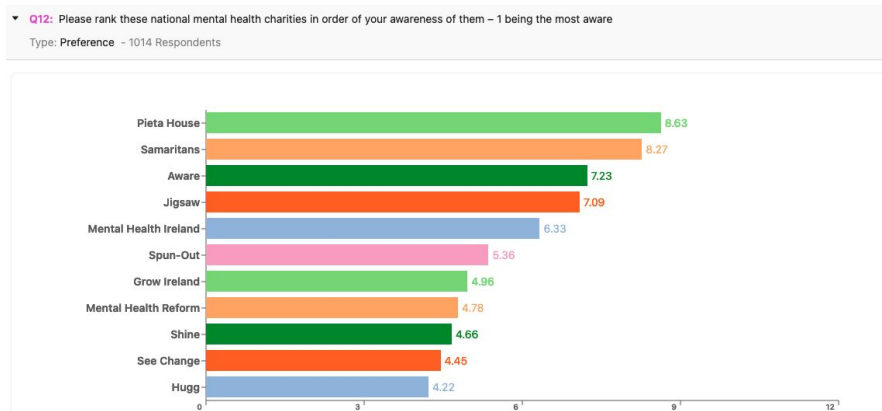


3) Key observations

Insights & takeouts that we identified in our analysis about the MHI brand and fundraising insights

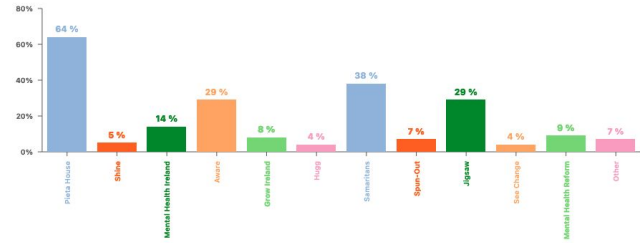
Brand Awareness

- Mental Health Ireland ranked 5 overall in the prompted ranking list
- Pieta, Samaritans and Aware were the Top 3 overall in terms of awareness
- Jigsaw replaced Aware in the Top 3 amongst 18-24 year olds, not surprisingly given the charities focus on youth services
- The only place where Pieta House wasn't ranked top was amongst 55-64 year olds, who ranked Samaritans first



Q13: Have you ever donated to any of the following mental health charities? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents



Fundraising

- 14% of respondents reported making a donating to Mental Health Ireland. 4 other charities reported more donations, in line with your brand awareness.
- Pieta House is way ahead, with 64% of respondents making a donation, in contrast to the second most highly placed charity - Samaritans at 38%, with Jigsaw & Aware at 28%.
- For those that have donated to Mental Health Ireland, we observed that you are performing stronger with men, particularly those aged 35-44 and 55-64. But even with these age cohorts you still trail behind the Top 3-4.

For the 14% who donated to MHI here's what we learned...

	Male	Female
18-24	19%	13%
25-34	12%	9%
35-44	26%	10%
45-54	16%	5%
55-64	24%	14%

Full Research

Bounce Analysis

Bounce Summary

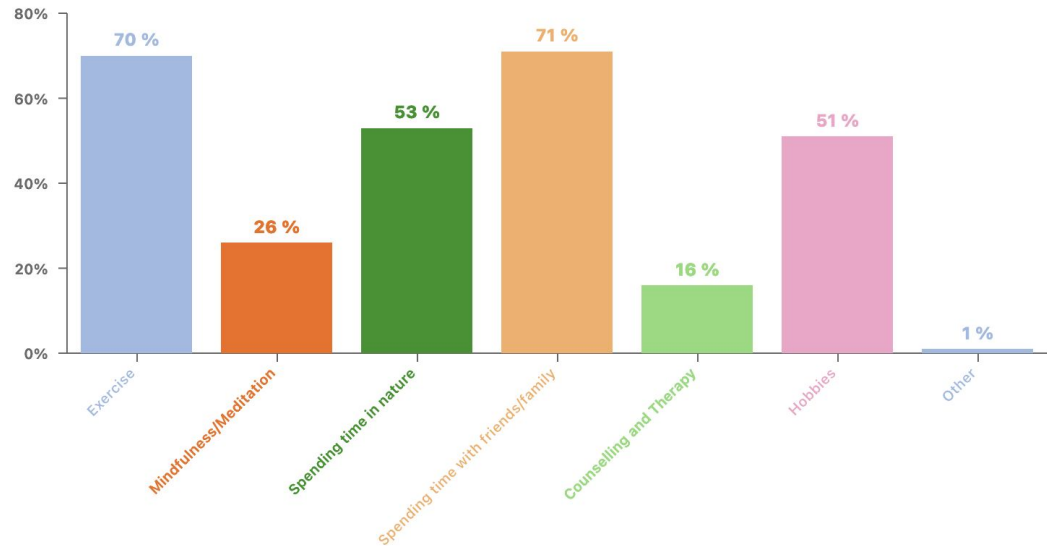
1. Younger individuals within the 18-24 age group show a higher willingness to engage in mental health workshops, signaling a potential focus area for future educational initiatives
2. Older age groups, particularly those aged 55-64, indicate less interest in attending mental health workshops, which may benefit from tailored outreach to increase participation
3. Older individuals (55-64) report the fewest barriers to supporting their mental health compared to young adults (18-24), suggesting a generational difference in mental health challenges or awareness
4. Engagement in mental health activities and charity work is high among the younger demographic, particularly the 18-24 age group who actively participate in supporting their mental health and show the most interest in attending workshops.
5. Women, in comparison to men, show a more frequent engagement in weekly mental health activities and have a higher likelihood of donating to specific mental health charities for events or campaigns.
6. The older age group, specifically those aged 55-64, display a strong commitment to mental health causes, having higher engagement in World Mental Health Day events and more frequent monthly donations to charities.
7. Interest in topics related to managing stress and anxiety in mental health training resonates across all age groups; however, women show a significantly higher interest in these workshops and are more likely to donate to mental health causes, reflecting the importance of mental health for this demographic.
8. The level of engagement with mental health charities shows varied trends across different age groups and genders, with donating being the most common form of engagement and Samaritans and Pieta House standing out as organizations with varying degrees of awareness and support from different demographic groups.

Q1: Activities to support MH

Activities to support Mental Health

▼ Q1: Which of the following activities do you engage in regularly to support your mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

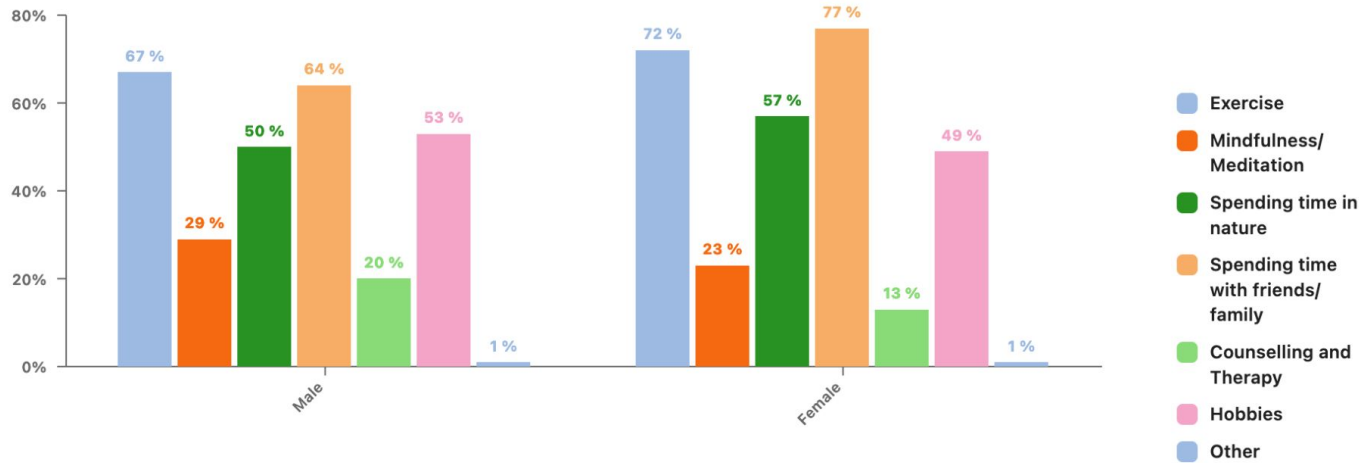


By gender

Q1: Which of the following activities do you engage in regularly to support your mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Gender

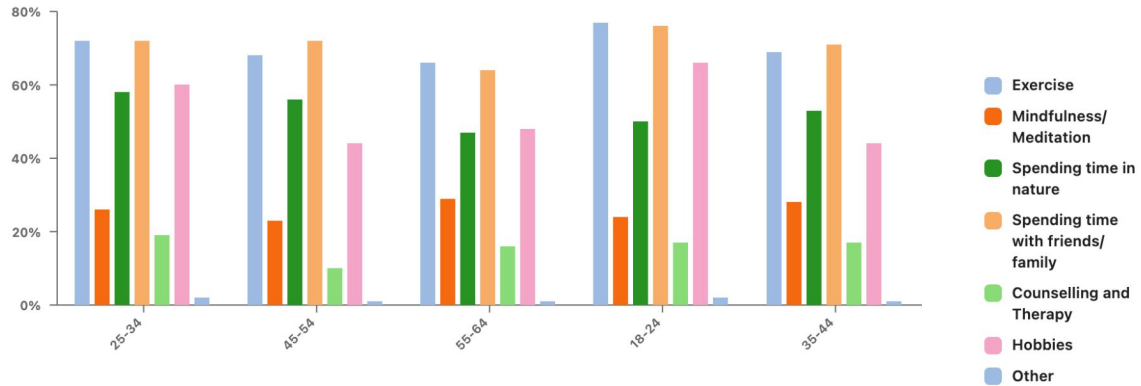


By age

Q1: Which of the following activities do you engage in regularly to support your mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Age

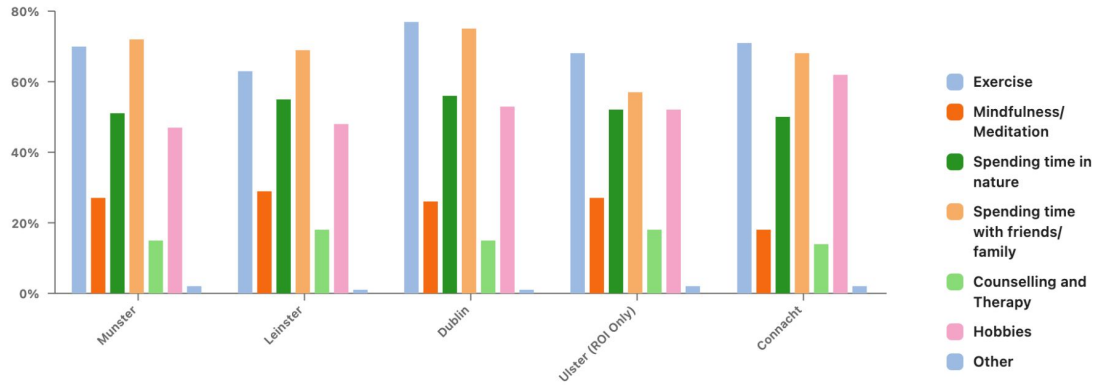


By region

Q1: Which of the following activities do you engage in regularly to support your mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Other (single mentions unless stated)

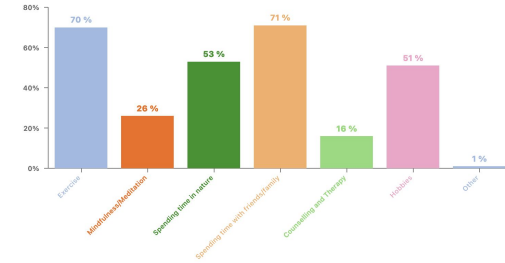
- Prescription drugs
- Prayer x 2
- Yoga x 2
- Going to games
- Spending time alone
- Walk

Bounce Analysis

A higher percentage of females (77%) compared to males (64%) engage in spending time with friends/family as a way to support their mental health, indicating that social connections might be a slightly more valued wellness strategy among women in the survey.

Q1: Which of the following activities do you engage in regularly to support your mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

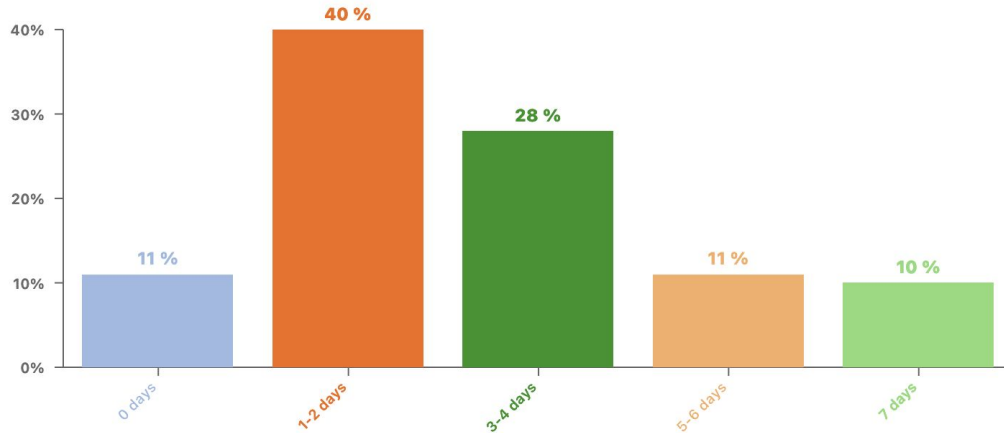


Q2: Activities to support MH

Days doing something for your mental health

▼ **Q2:** How many days a week do you intentionally do something for your mental health?

Type: SINGLE CHOICE - 1012 Respondents

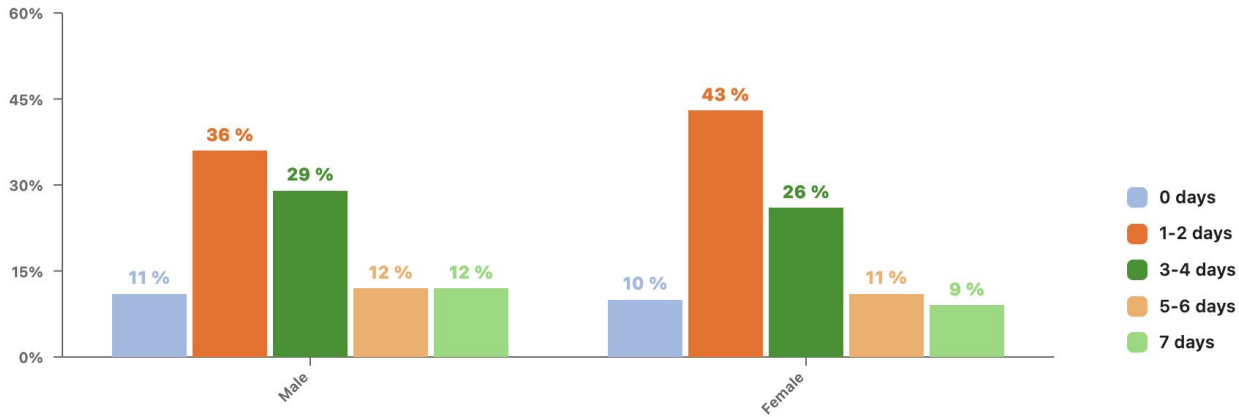


By gender

▼ Q2: How many days a week do you intentionally do something for your mental health?

Type: SINGLE CHOICE - 1012 Respondents

Cross-Tab: Gender

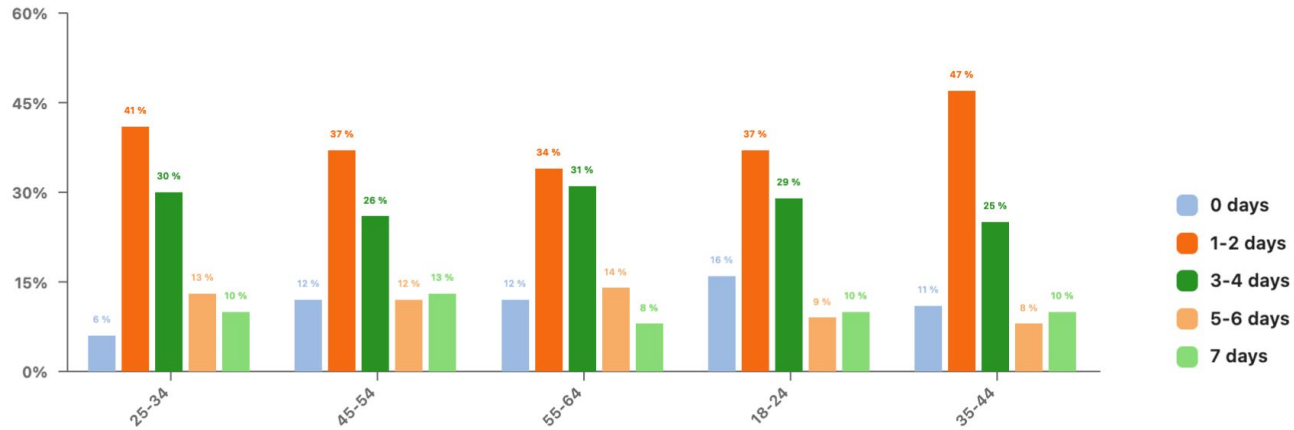


By age

▼ **Q2:** How many days a week do you intentionally do something for your mental health?

Type: SINGLE CHOICE - 1012 Respondents

Cross-Tab: Age

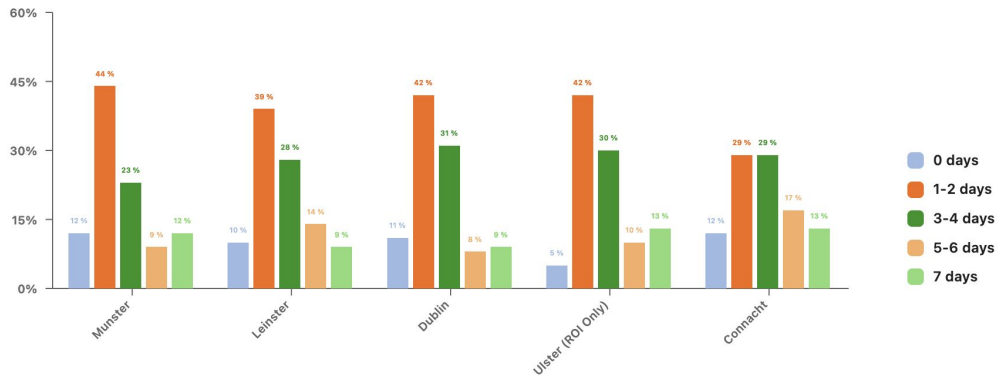


By region

▼ Q2: How many days a week do you intentionally do something for your mental health?

Type: SINGLE CHOICE - 1012 Respondents

Cross-Tab: Irish Region



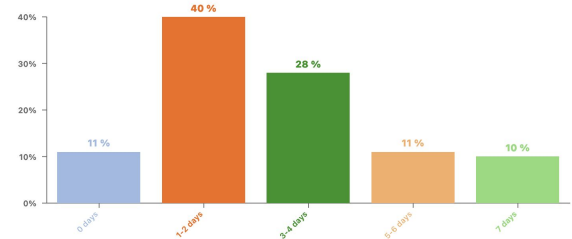
Bounce Analysis

A higher percentage of females, 43%, report engaging in activities for their mental health 1-2 days a week compared to males at 36%, suggesting women may prioritize mental health activities more frequently on a weekly basis than men.

The age group of 25-34 years old has the lowest percentage of respondents who do not practice any mental health activities in a week, suggesting that younger adults are more proactive in caring for their mental health.

Q2: How many days a week do you intentionally do something for your mental health?

Type: SINGLE CHOICE - 1012 Respondents

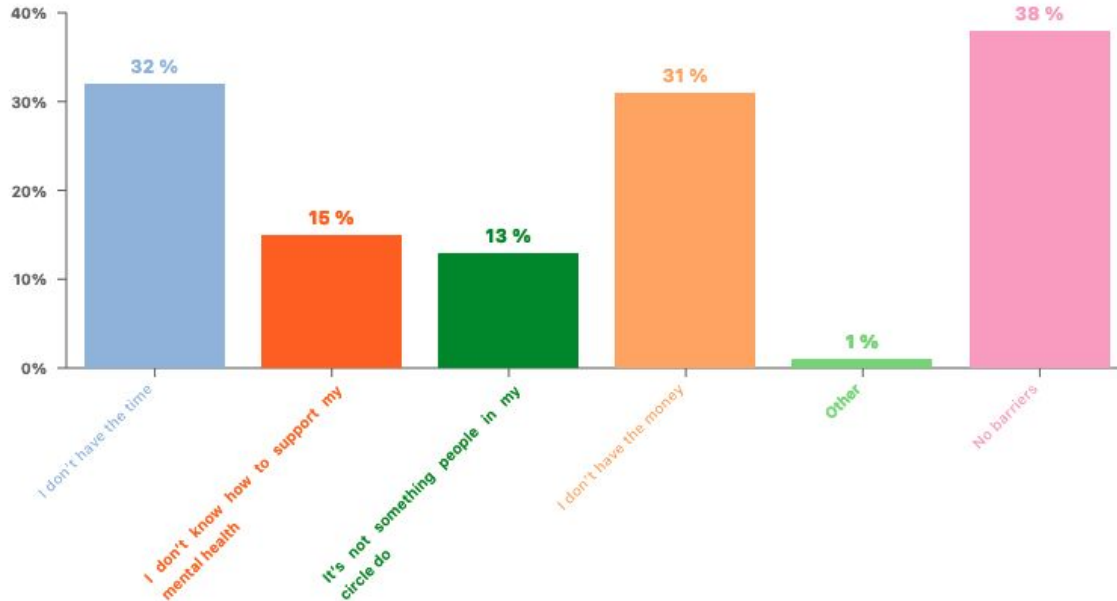


Q3: Barriers

What are the barriers?

▼ Q3: What barriers, if any, are there for you to support your own mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

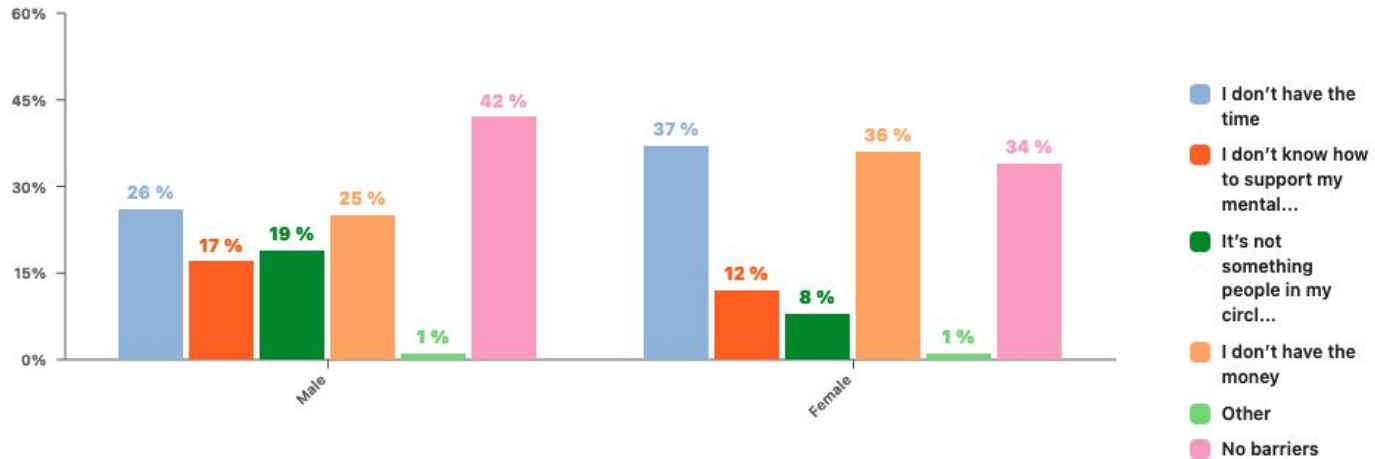


By gender

▼ Q3: What barriers, if any, are there for you to support your own mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Gender

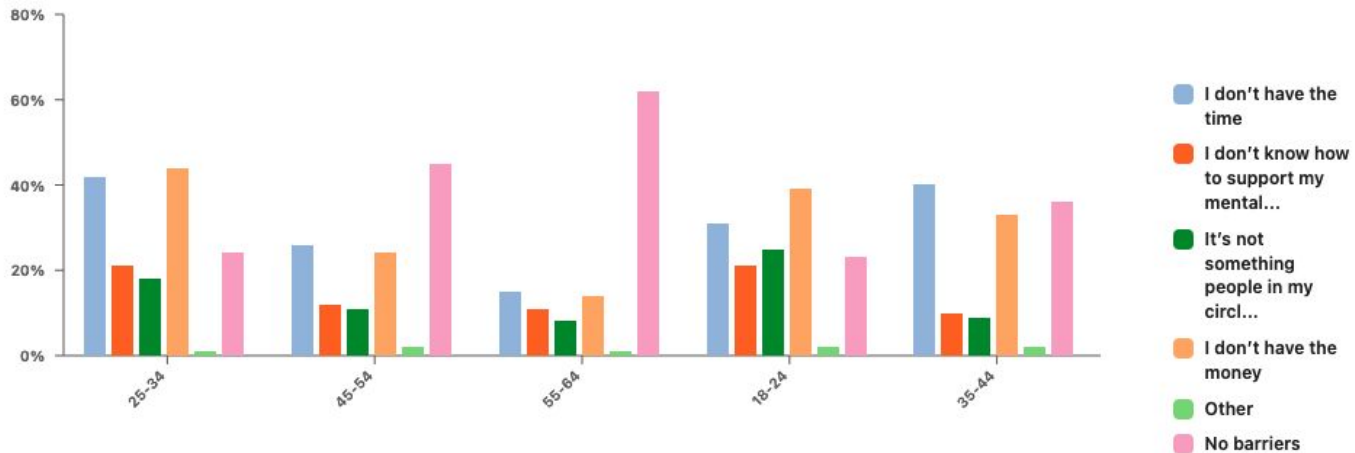


By age

▼ **Q3:** What barriers, if any, are there for you to support your own mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Age

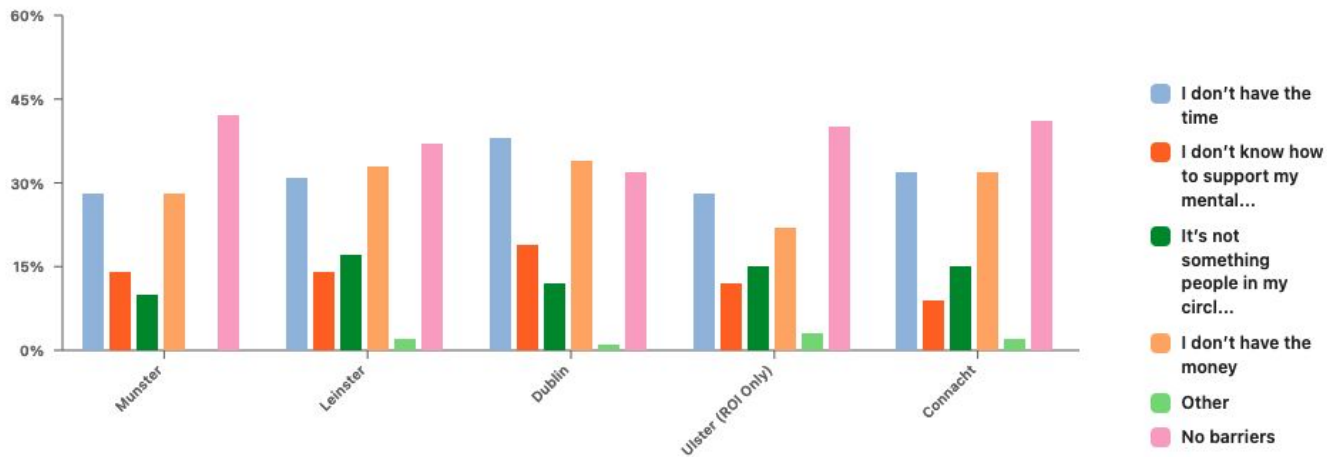


By region

▼ Q3: What barriers, if any, are there for you to support your own mental health? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



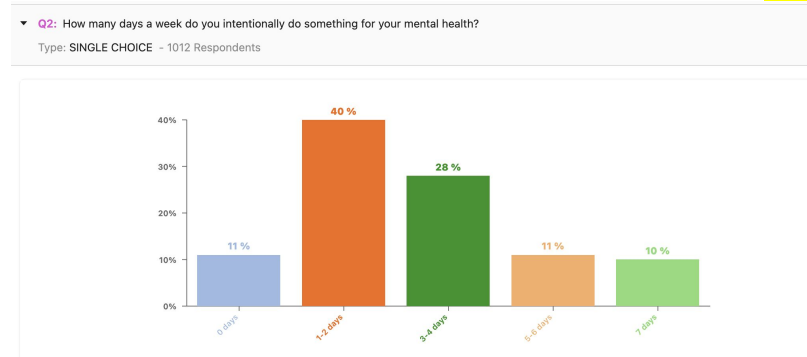
Other (single mentions unless stated)

- Interruptions
- Confidence
- Sickness x 2
- Childcare Arrangements
- Health Issues
- Procrastinations
- Feeling guilty if I'm not 'productive'
- Male ego
- If I lose a critical game of football
- Mobility - I use crutches & wheelchair

Bounce Analysis

Older individuals (aged 55-64) are more likely to report having no barriers to supporting their own mental health, with 62% in this age group indicating no barriers compared to only 23% of young adults (aged 18-24).

Men are more likely to perceive no barriers to supporting their mental health, with 42% reporting no barriers, in contrast to 34% of women.

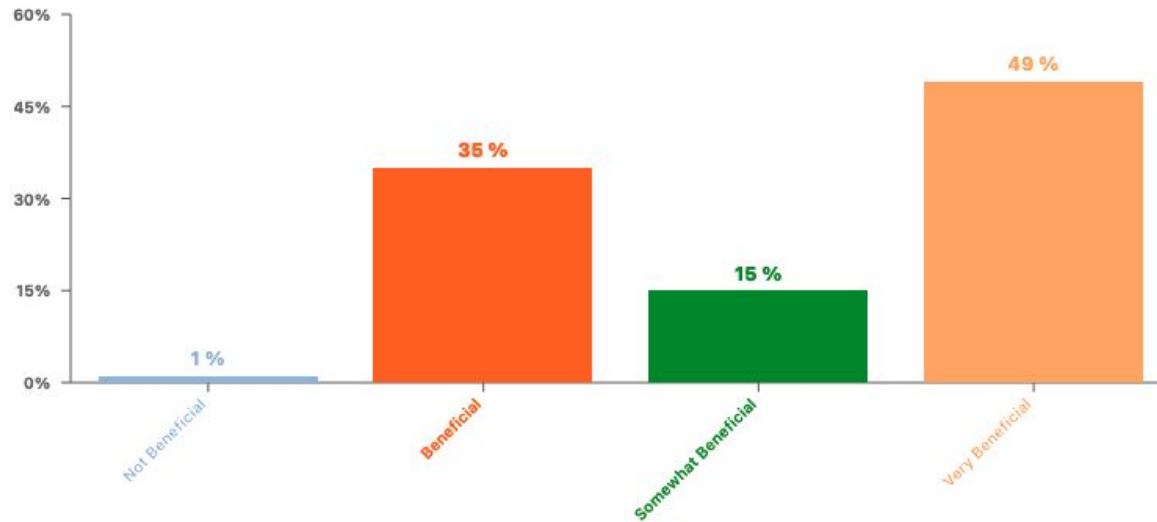


Q4: Benefit of nature

Benefit of nature

▼ Q4: How beneficial do you believe spending time in nature is for mental health?

Type: SINGLE CHOICE - 1014 Respondents

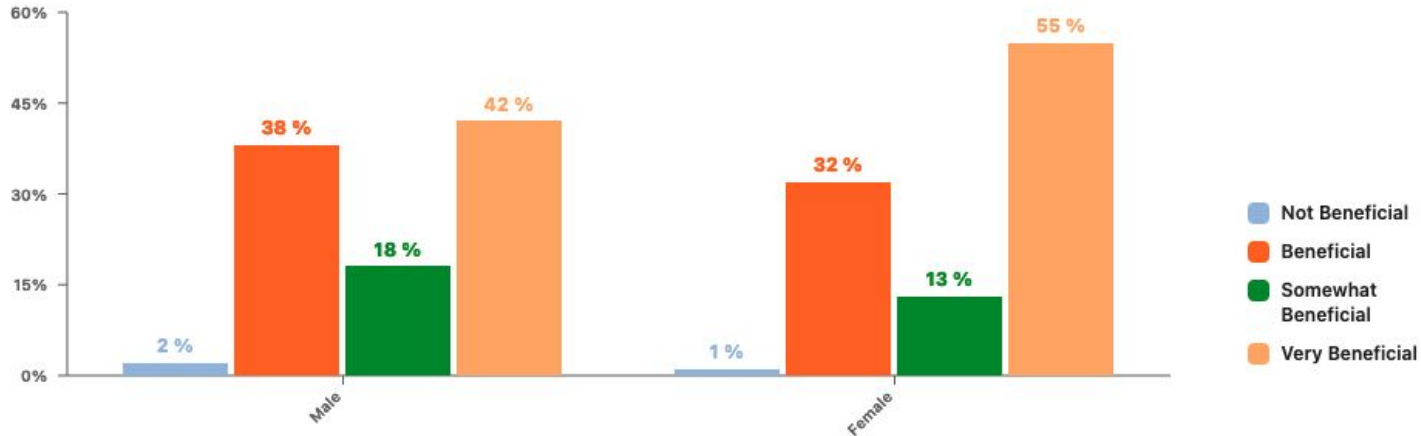


By gender

▼ Q4: How beneficial do you believe spending time in nature is for mental health?

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Gender



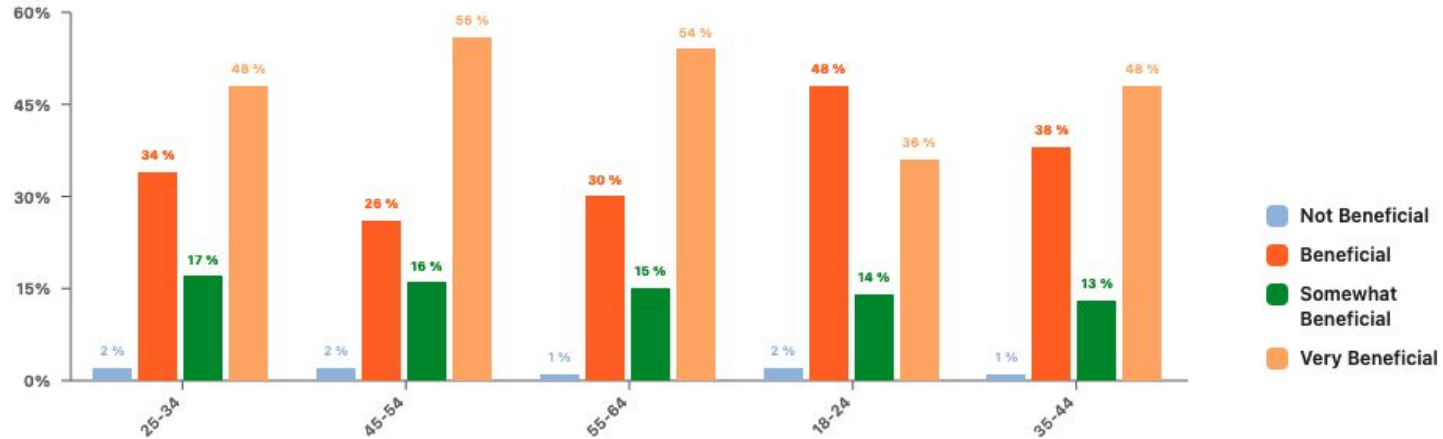
THE PUBLIC HOUSE

By age

▼ Q4: How beneficial do you believe spending time in nature is for mental health?

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Age

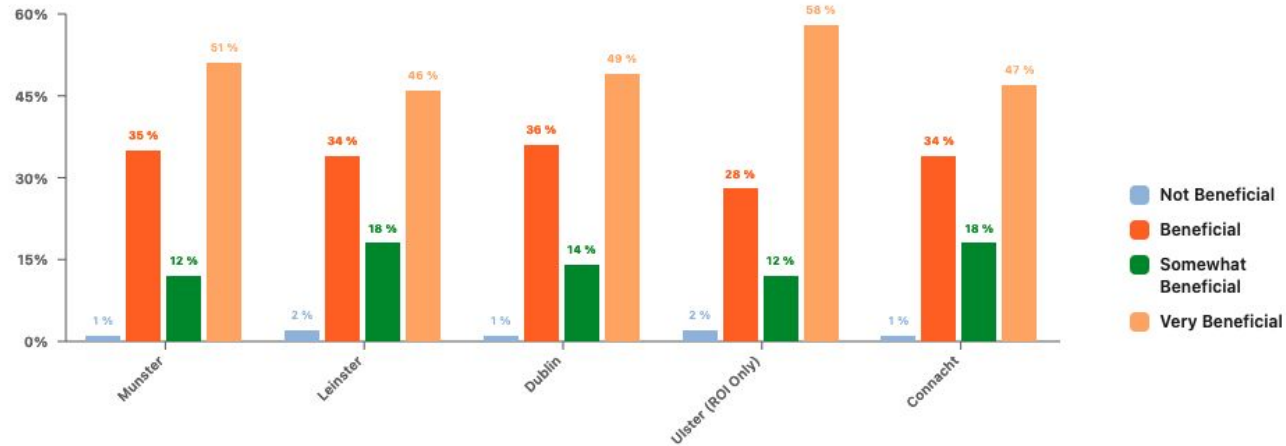


By region

▼ Q4: How beneficial do you believe spending time in nature is for mental health?

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Bounce Analysis

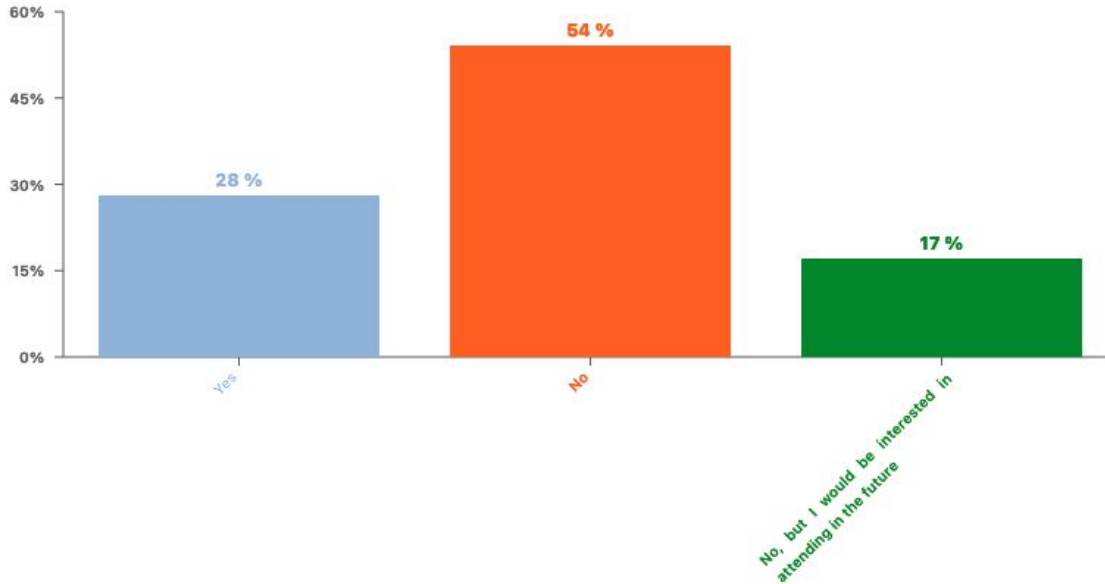
Respondents across all age groups overwhelmingly consider spending time in nature to be at least somewhat beneficial for mental health, but it is especially notable that the oldest group surveyed, those aged 55-64, are the most convinced with 54% believing it to be very beneficial.

Q5: Mental Health workshops

Mental Health Workshops

▼ Q5: Have you ever taken part in Mental Health workshops or training?

Type: SINGLE CHOICE - 1013 Respondents

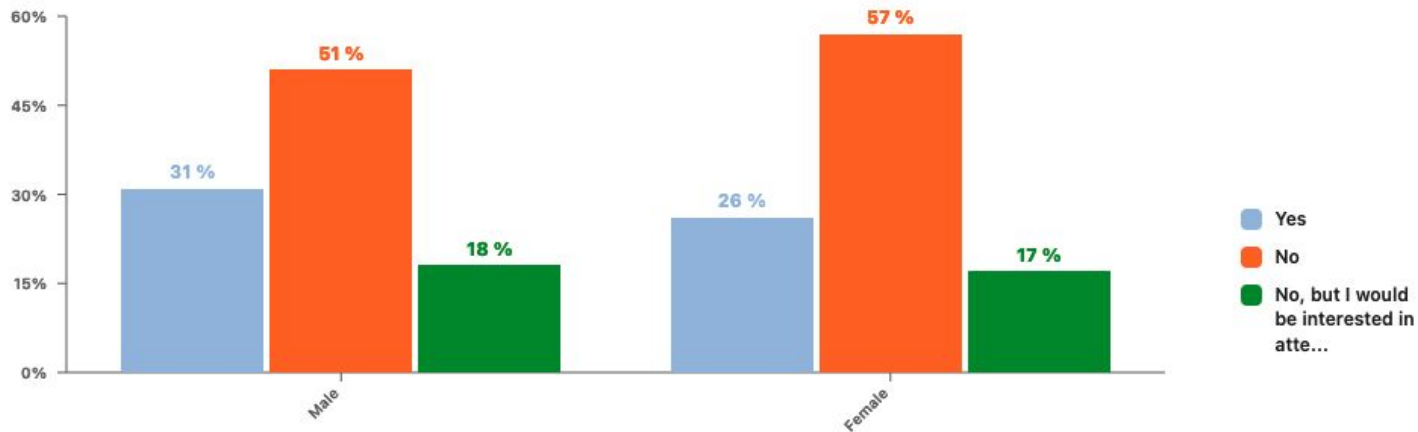


By gender

▼ Q5: Have you ever taken part in Mental Health workshops or training?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Gender



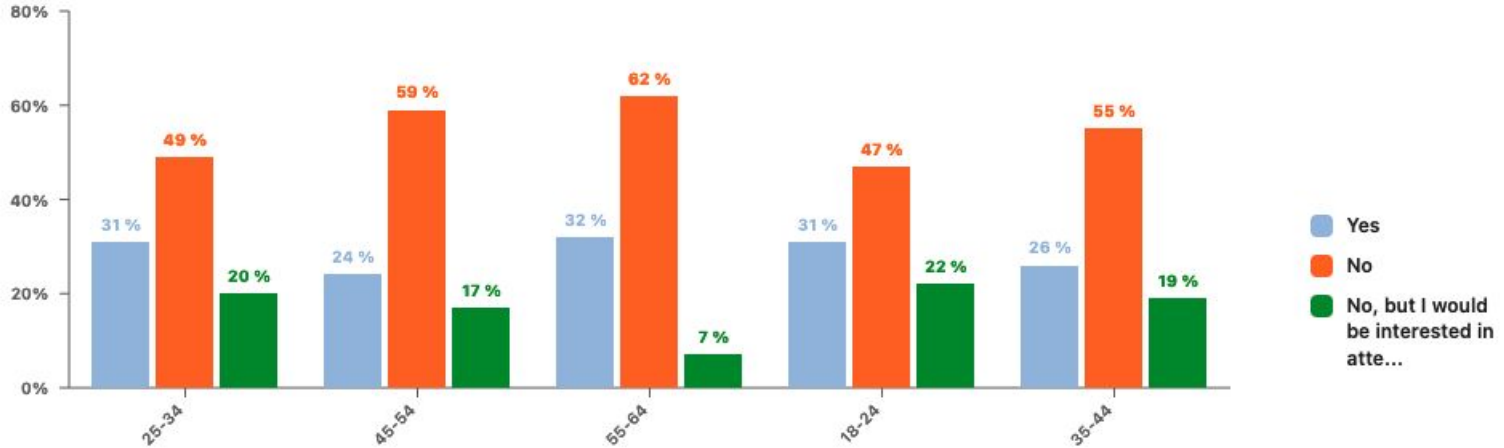
THE PUBLIC HOUSE

By age

▼ Q5: Have you ever taken part in Mental Health workshops or training?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Age

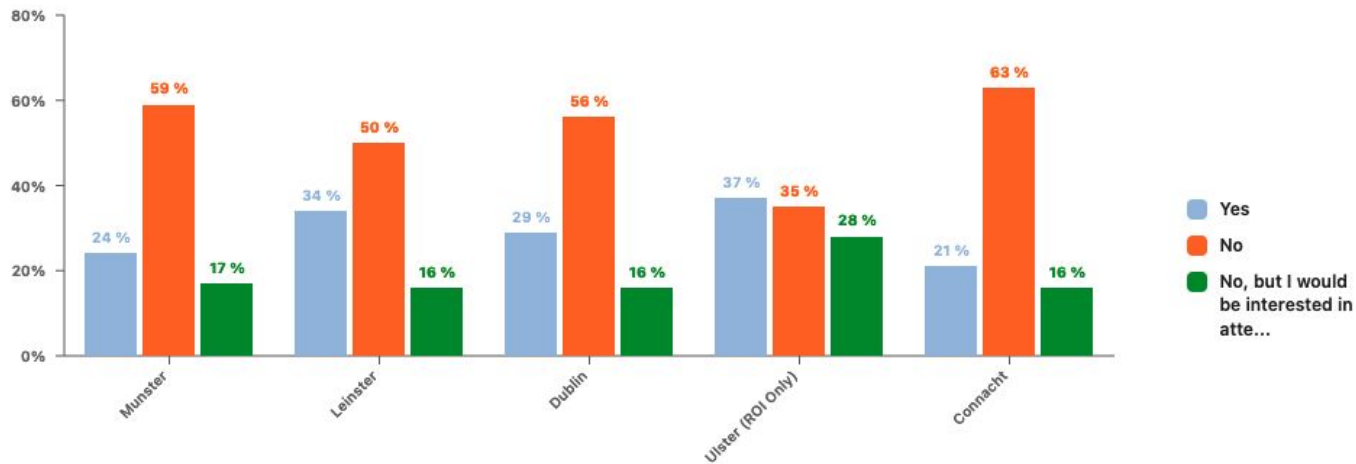


By region

▼ **Q5:** Have you ever taken part in Mental Health workshops or training?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Irish Region



Bounce Analysis

Younger individuals show more interest in attending mental health workshops, suggesting a target demographic for these initiatives within the 18-24 age group.

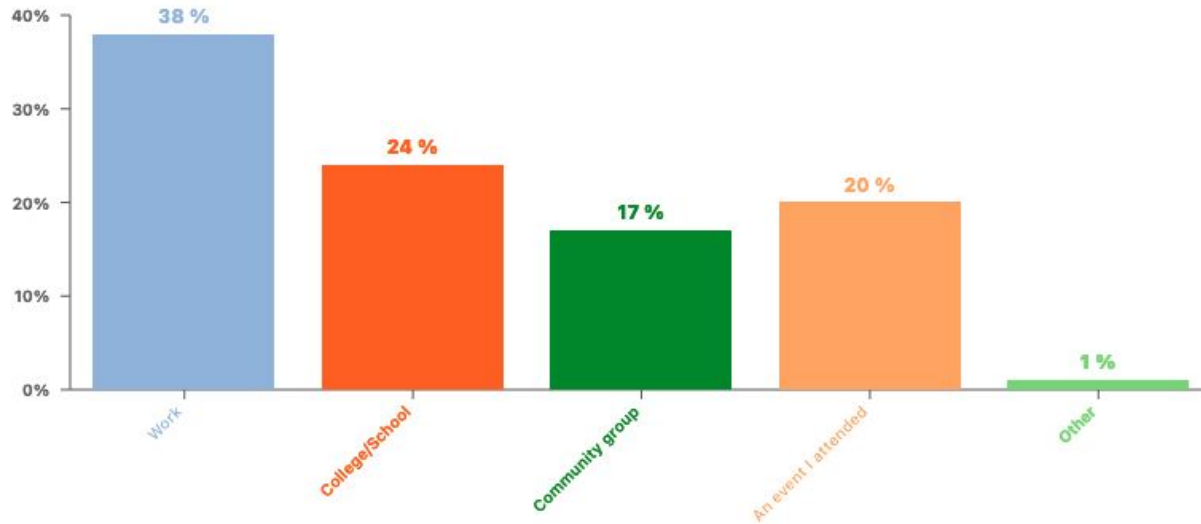
There is a decrease in interest for mental health workshops or training among older age groups, with only 7% of respondents aged 55-64 looking to participate.

**Q6: If yes to Mental
Health workshops/
training....**

Mental Health Workshops

▼ **Q6:** Where did this training take place?

Type: SINGLE CHOICE - 288 Respondents

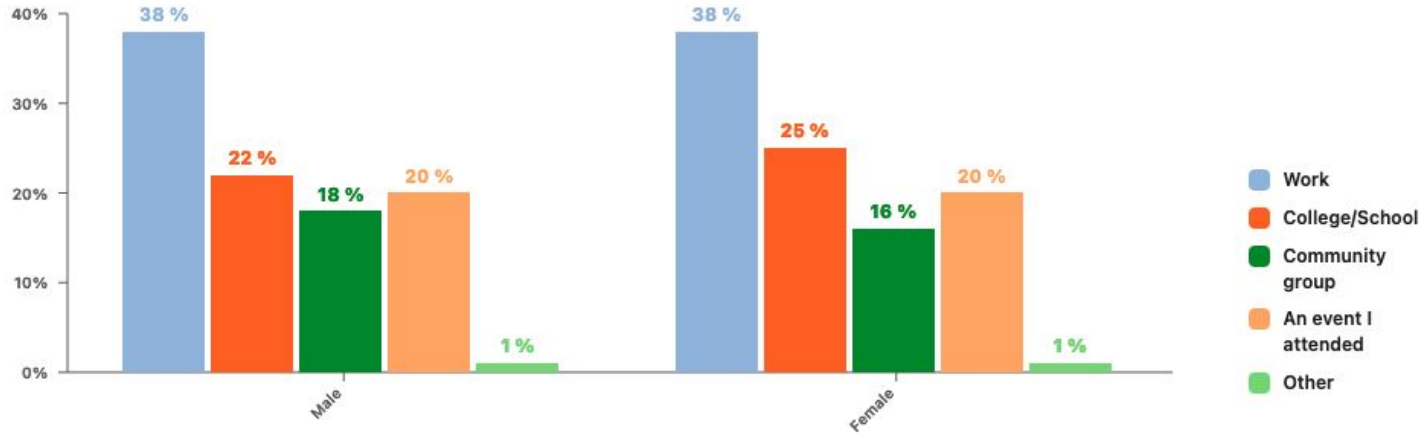


By gender

▼ **Q6:** Where did this training take place?

Type: SINGLE CHOICE - 288 Respondents

Cross-Tab: Gender



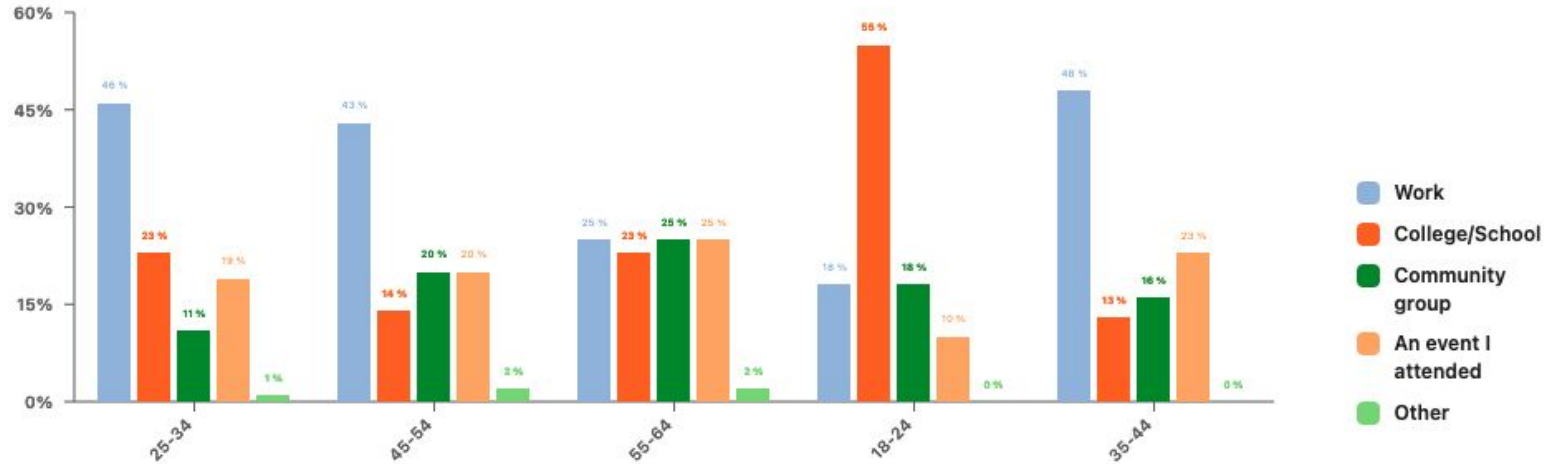
THE PUBLIC HOUSE

By age

▼ Q6: Where did this training take place?

Type: SINGLE CHOICE - 288 Respondents

Cross-Tab: Age

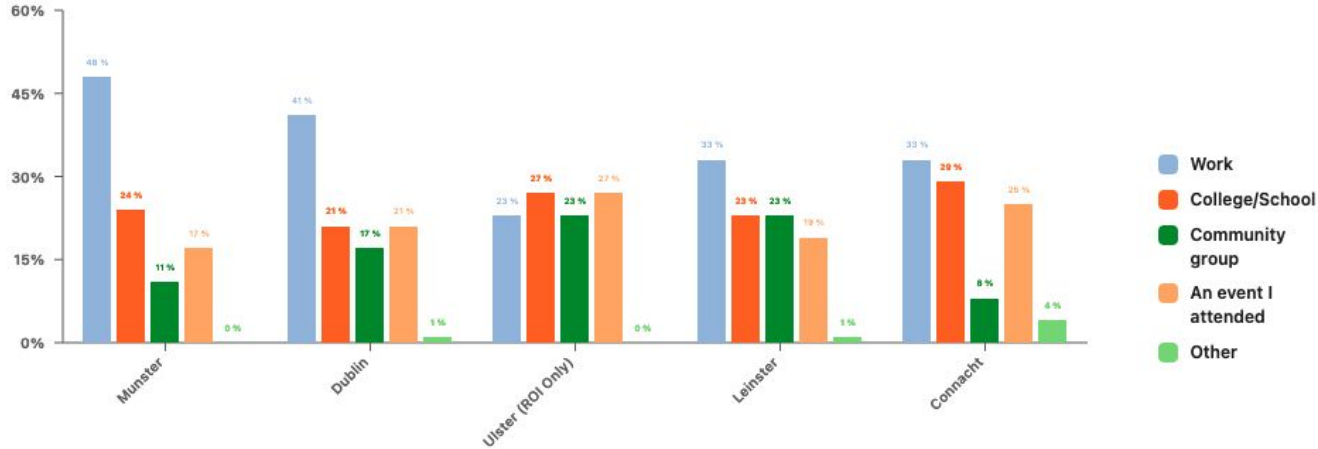


By region

▼ Q6: Where did this training take place?

Type: SINGLE CHOICE - 288 Respondents

Cross-Tab: Irish Region



Bounce Analysis

The 18-24 age group reported significantly higher instances of mental health training happening at College/School (55%) compared to other age ranges, highlighting a trend that younger individuals are more likely to receive this training in educational institutions.

The similarity in percentages between male and female respondents for the option 'Work' suggests that workplace training on mental health habits is equally common for both genders.

Other (single mentions unless stated)

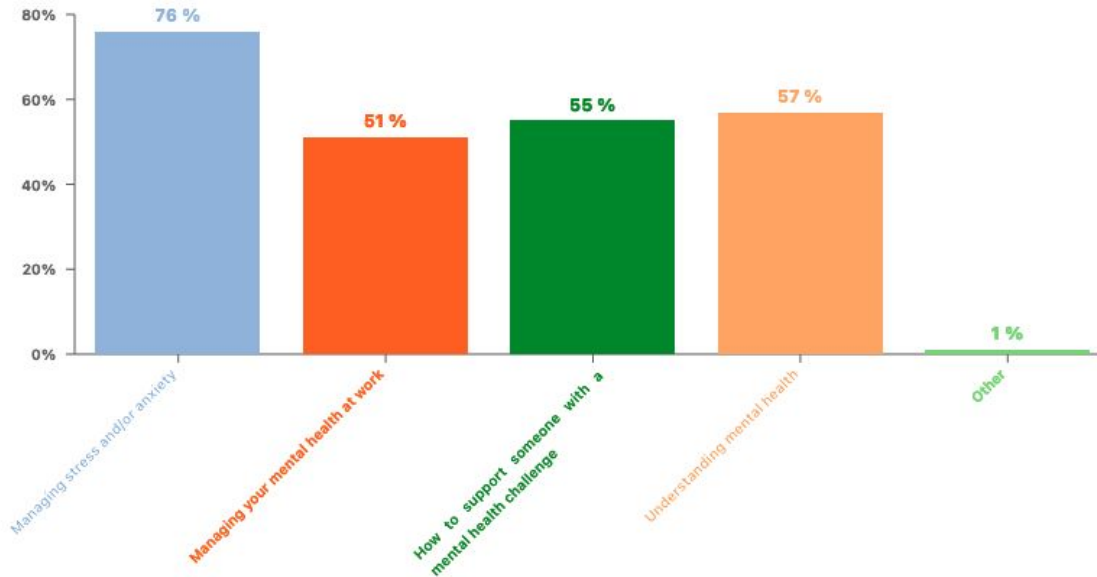
- Online

Q7: Topics

Topics

▼ **Q7:** What topic/s would you like covered in a mental health training/workshop? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

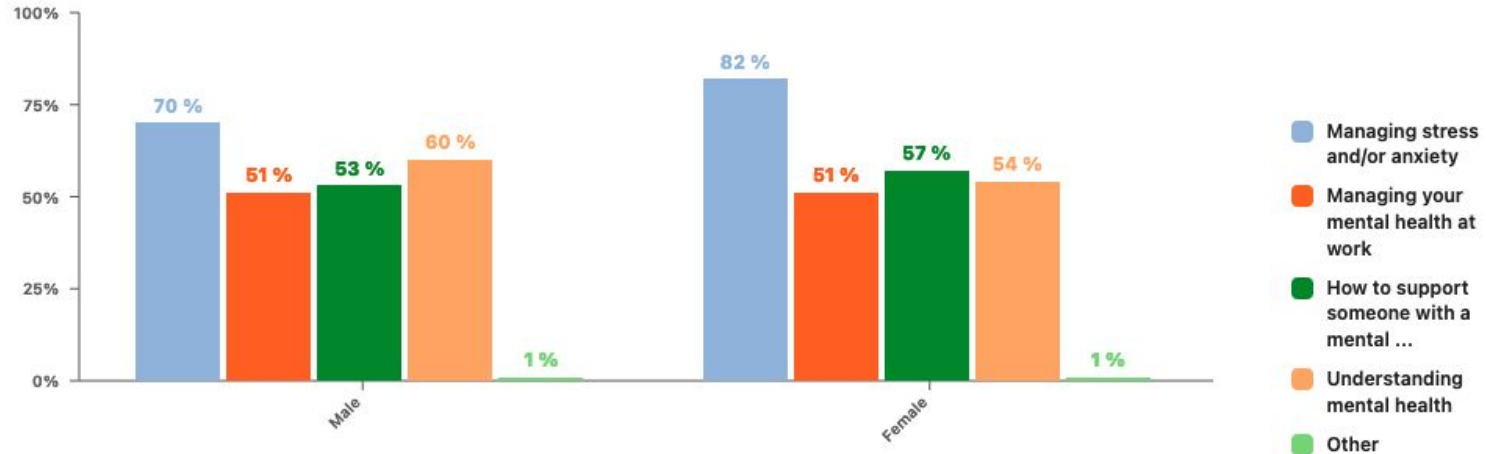


By gender

▼ **Q7:** What topic/s would you like covered in a mental health training/workshop? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Gender



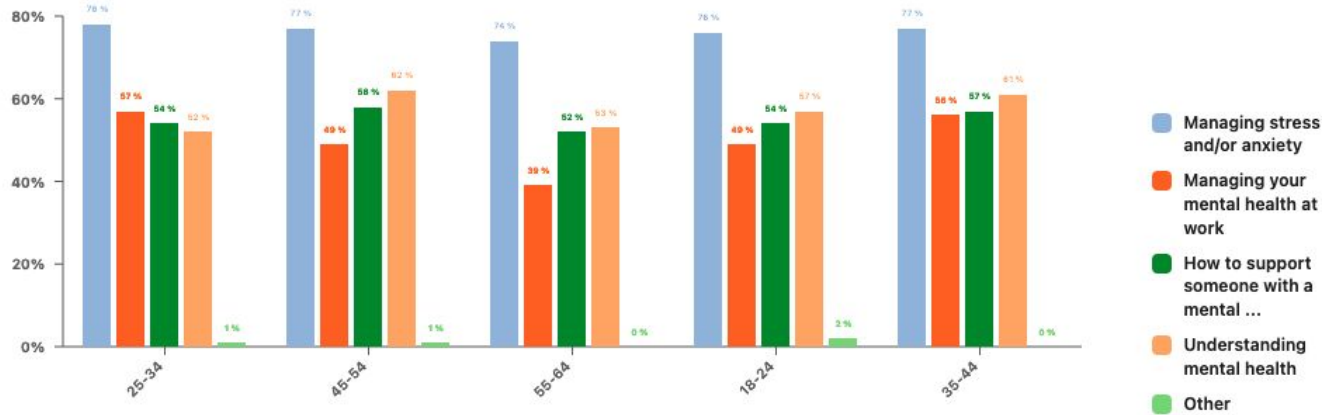
THE PUBLIC HOUSE

By age

Q7: What topic/s would you like covered in a mental health training/workshop? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Age

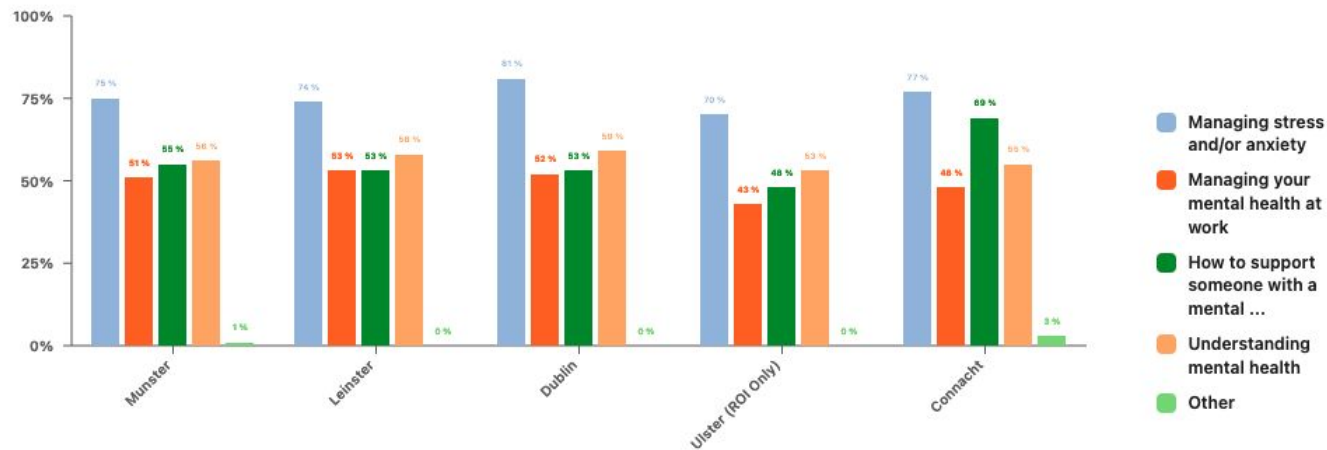


By region

▼ **Q7:** What topic/s would you like covered in a mental health training/workshop? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Other (single mentions unless stated)

- Unsure
- Mindfulness
- Managing the ever increasing demanding public
- Chances to get work or college
- ADHD, Depression, Recovery
- How to express yourself
- Talk to someone

Bounce Analysis

Respondents across all age groups show a consistently high interest in training about managing stress and/or anxiety, with percentages ranging closely from 74% to 78%, indicating that this is a universally appealing topic for a mental health workshop regardless of age.

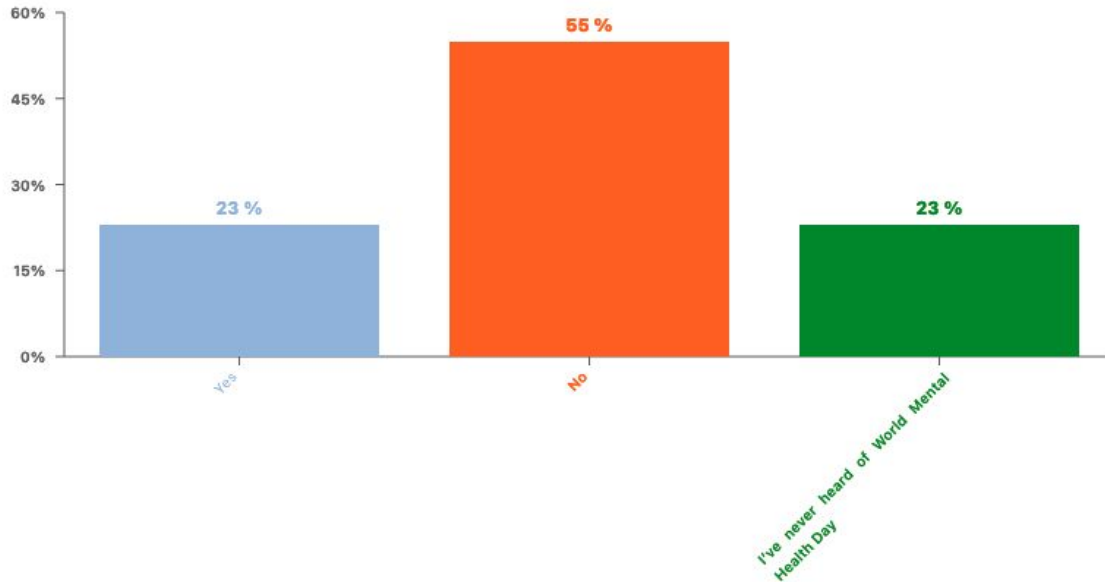
A significantly higher percentage of female respondents expressed interest in learning about managing stress and/or anxiety in a mental health training/workshop compared to male respondents, which may indicate that this topic is of greater concern or relevance to women within the surveyed group

Q8: World Mental Health Day

World Mental Health Day

▼ **Q8:** During October, do you engage in any activities for World Mental Health Day which is on October 10th?

Type: SINGLE CHOICE - 1013 Respondents

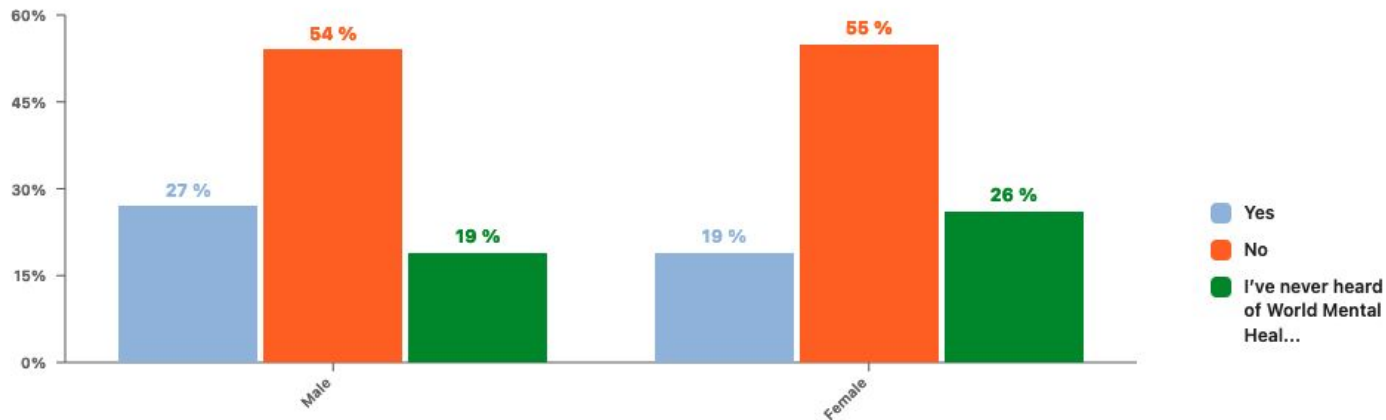


By gender

▼ Q8: During October, do you engage in any activities for World Mental Health Day which is on October 10th?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Gender



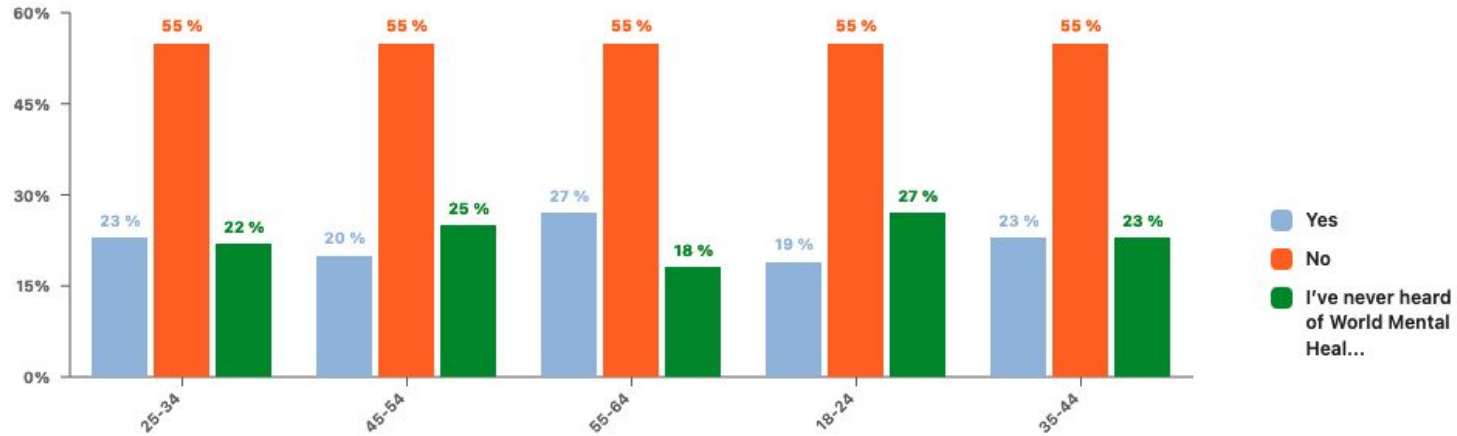
THE PUBLIC HOUSE

By age

Q8: During October, do you engage in any activities for World Mental Health Day which is on October 10th?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Age

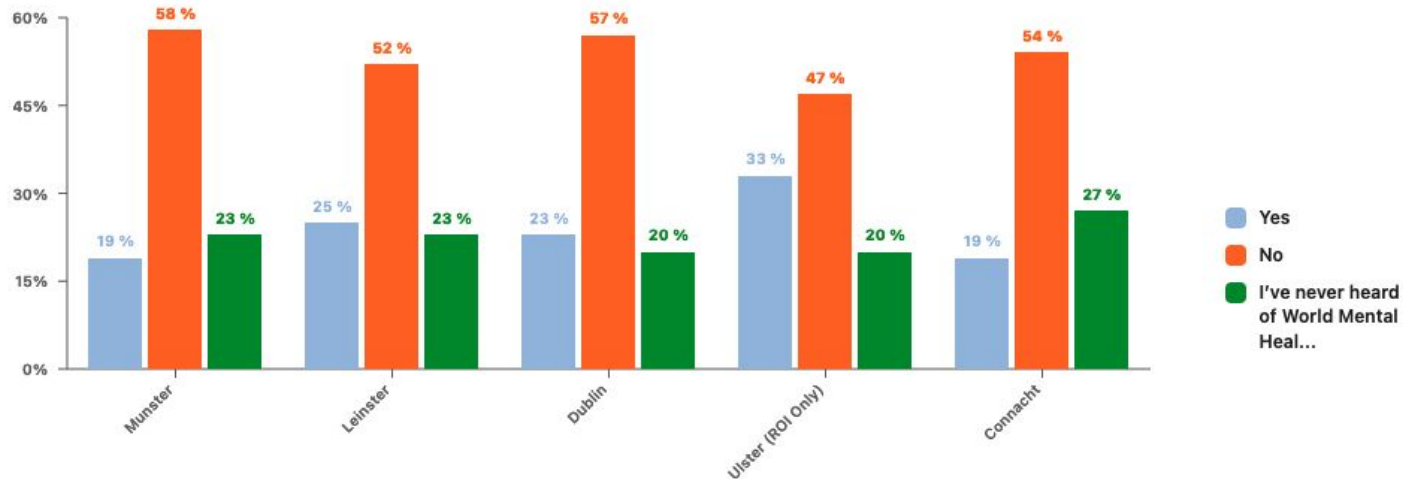


By region

▼ **Q8:** During October, do you engage in any activities for World Mental Health Day which is on October 10th?

Type: SINGLE CHOICE - 1013 Respondents

Cross-Tab: Irish Region



Bounce Analysis

Across all age groups, the majority of respondents, with a consistent 55%, reported not engaging in activities for World Mental Health Day. This suggests a uniform lack of participation among various age demographics.

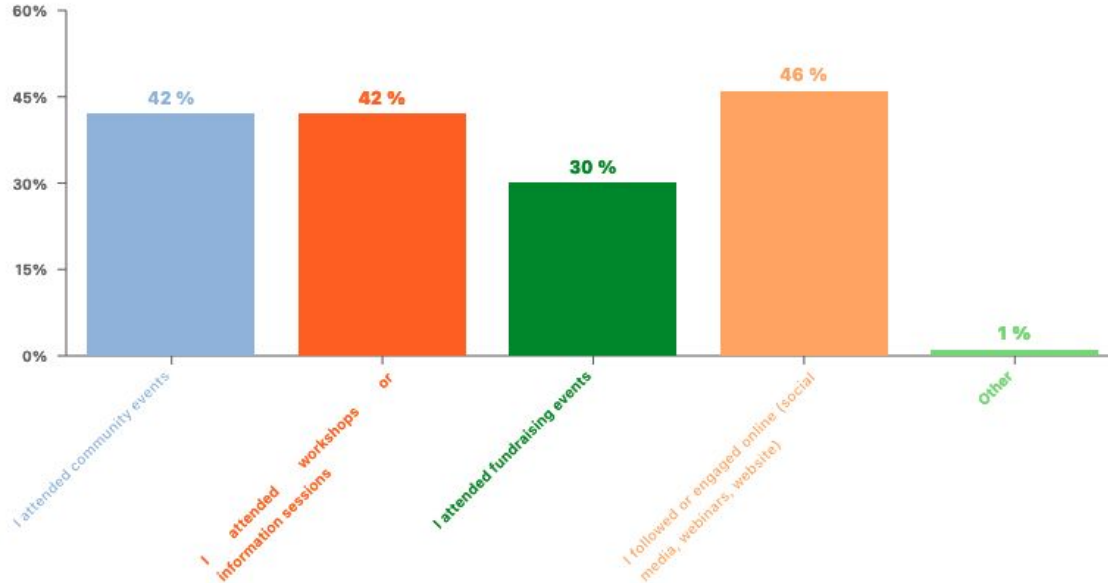
A higher percentage of men (27%) compared to women (19%) engage in activities for World Mental Health Day, suggesting that awareness and participation in this event could be more prevalent among males.

Q9: Type of activities

World Mental Health Day

▼ **Q9:** What kind of activities do you engage in for World Mental Health Day?

Type: MULTIPLE CHOICE - 229 Respondents



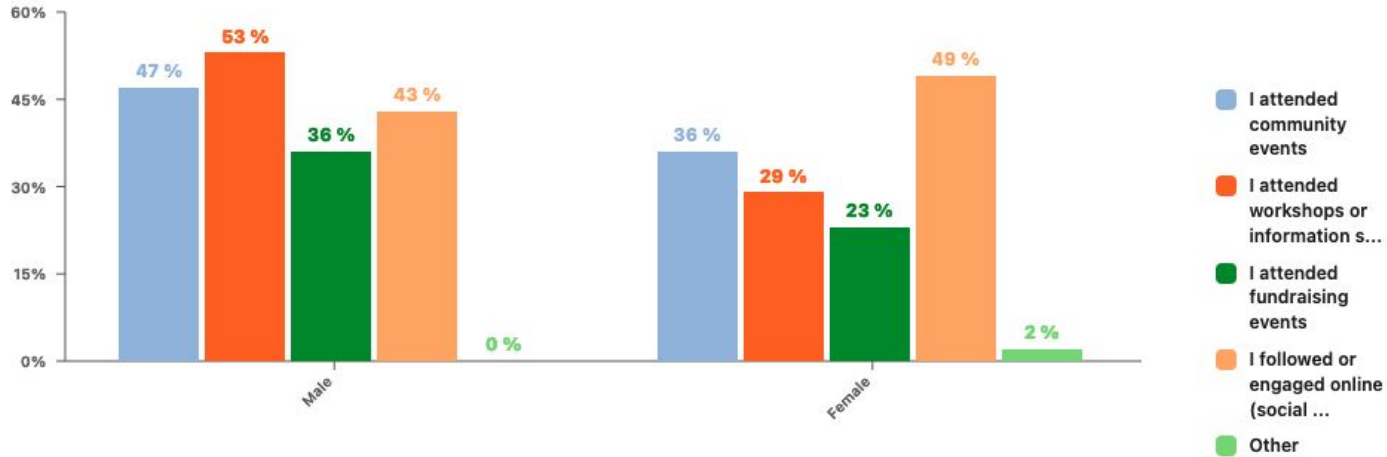
By gender

▼ Q9: What kind of activities do you engage in for World Mental Health Day?

Type: MULTIPLE CHOICE - 229 Respondents

LOW BASE

Cross-Tab: Gender



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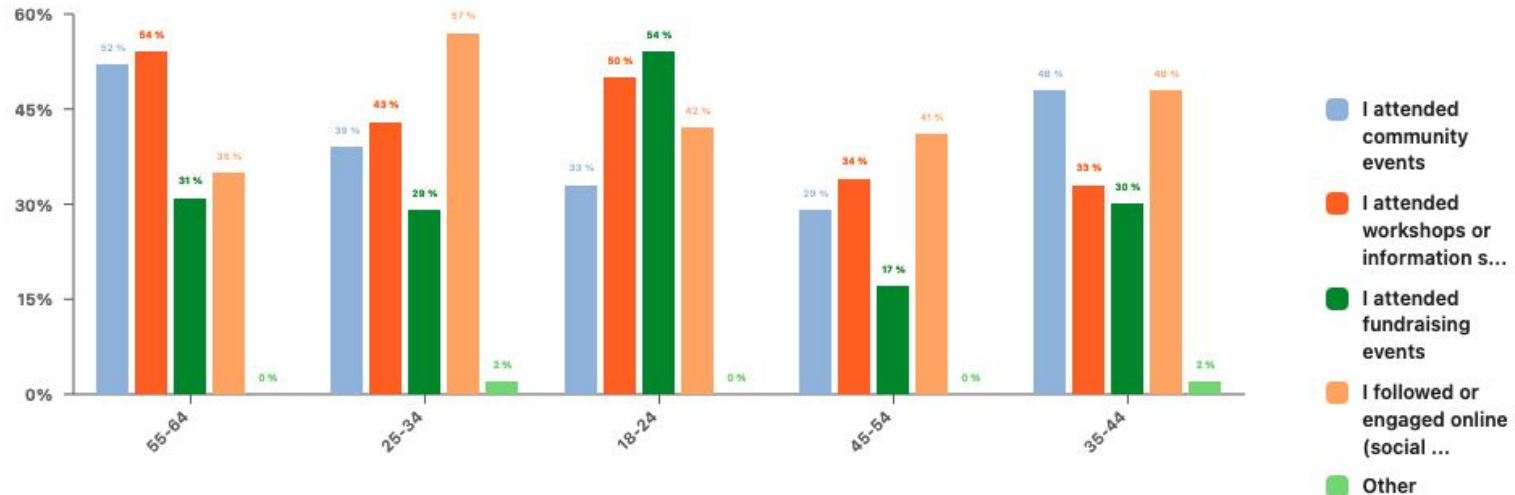
By age

Q9: What kind of activities do you engage in for World Mental Health Day?

Type: MULTIPLE CHOICE - 229 Respondents

LOW BASE

Cross-Tab: Age



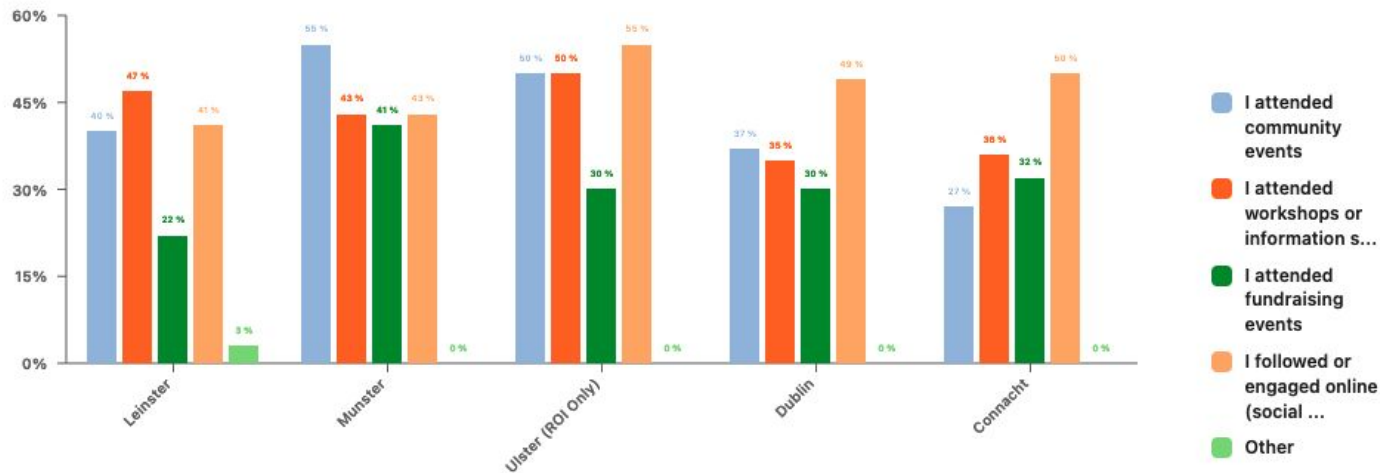
By region

▼ **Q9:** What kind of activities do you engage in for World Mental Health Day?

Type: MULTIPLE CHOICE - 229 Respondents

LOW BASE

Cross-Tab: Irish Region



Other (single mentions unless stated)

- Cold water dipping with others in my community
- Nature walk

Bounce Analysis

The 55-64 age group was the most likely to attend workshops or information sessions for World Mental Health Day, with 54% participation, potentially indicating a higher interest in educational aspects of mental health among this demographic.

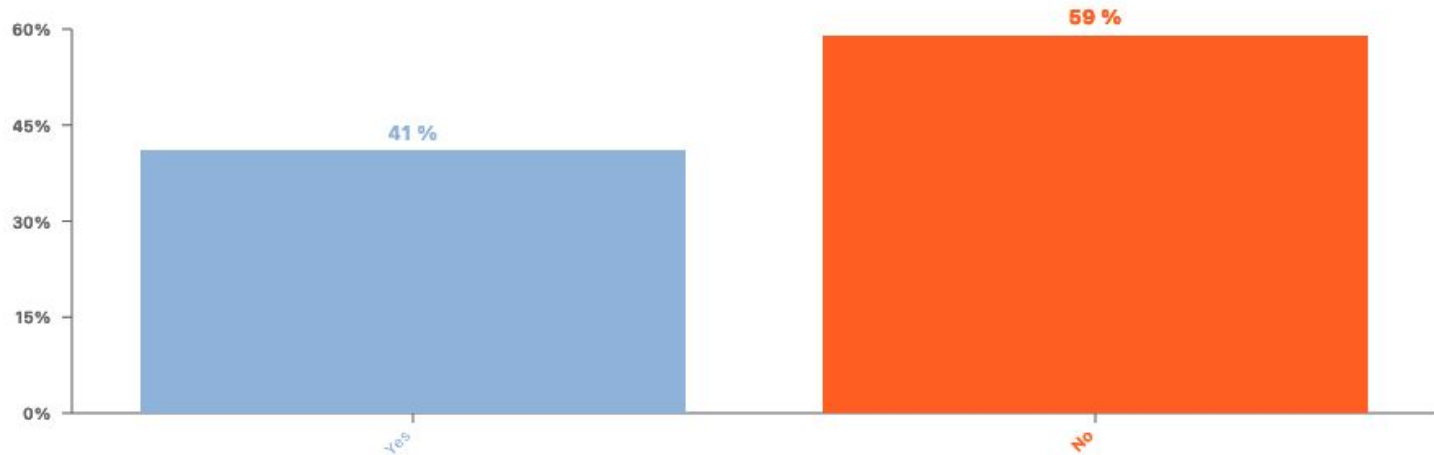
Males showed a stronger preference for attending workshops or information sessions for World Mental Health Day at 53%, compared to females at 29%.

Q10: Engagement with MH charities

Mental Health Charities

▼ Q10: Have you ever engaged with a mental health charity?

Type: YES / NO - 1014 Respondents

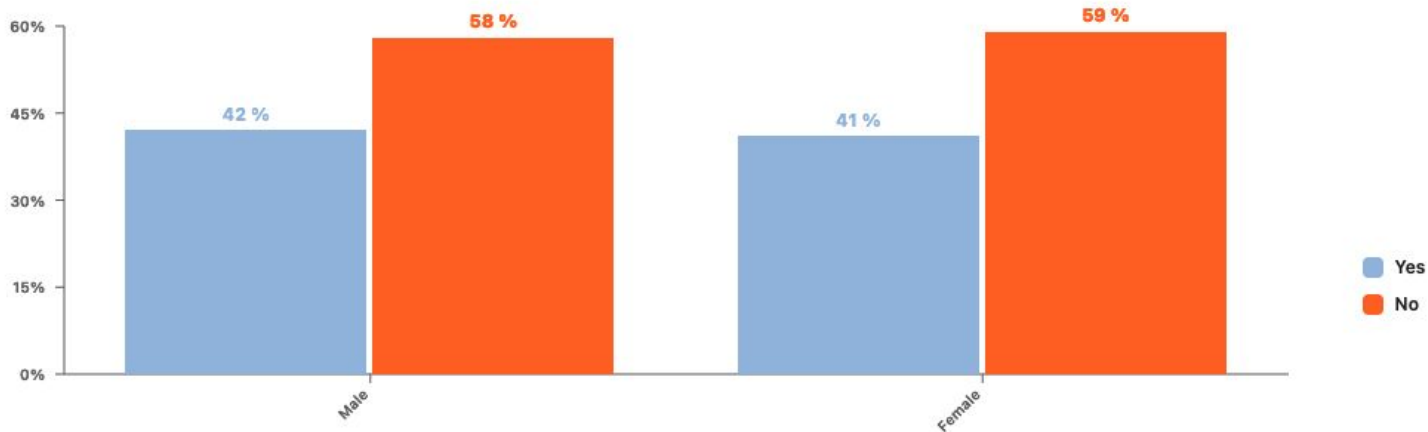


By gender

▼ Q10: Have you ever engaged with a mental health charity?

Type: YES / NO - 1014 Respondents

Cross-Tab: Gender



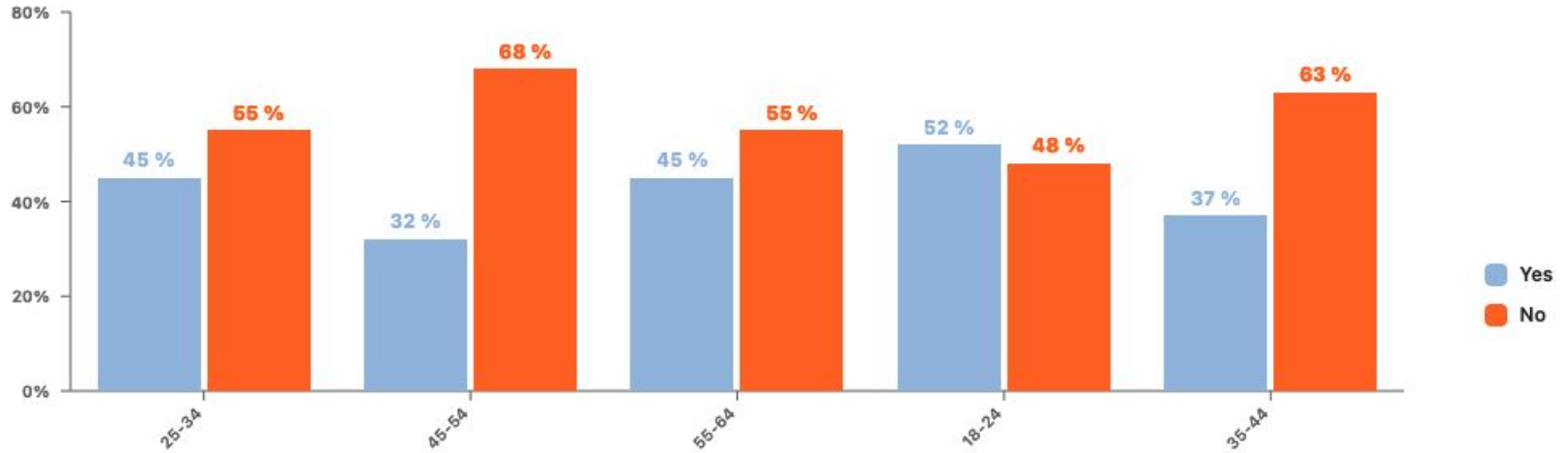
THE PUBLIC HOUSE

By age

▼ Q10: Have you ever engaged with a mental health charity?

Type: YES / NO - 1014 Respondents

Cross-Tab: Age

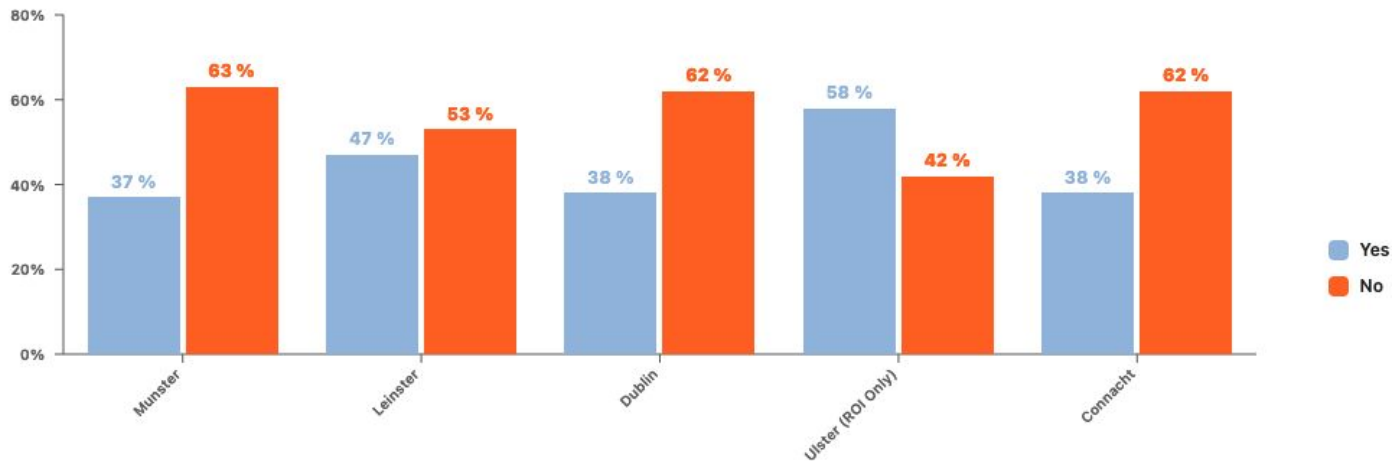


By region

▼ Q10: Have you ever engaged with a mental health charity?

Type: YES / NO - 1014 Respondents

Cross-Tab: Irish Region



Bounce Analysis

The likelihood of having engaged with a mental health charity decreases with age, peaking with the youngest age group of 18-24 at 52% and then showing a decline until the 45-54 age group which has the lowest engagement at 32%. However, there is a slight increase in engagement in the 55-64 age group at 45%.

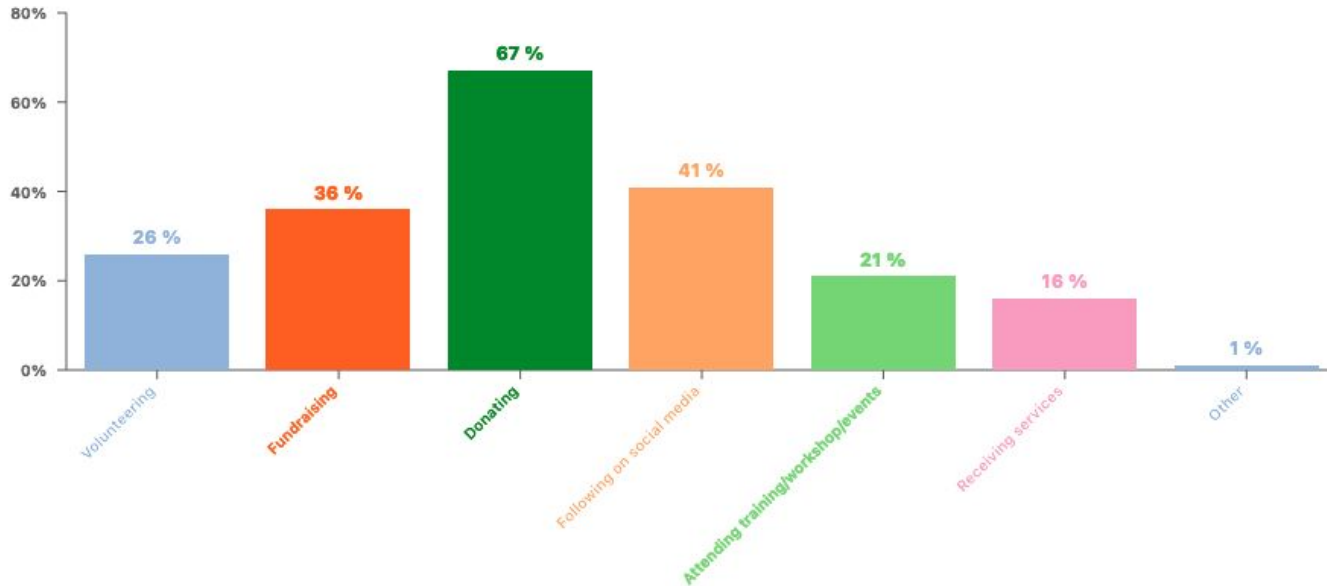
There does not appear to be a significant difference between males and females in terms of engagement with mental health charities, with both genders showing a similar distribution of yes and no responses.

**Q11: What type of
engagement?**

Mental Health Charities

▼ **Q11:** How have you engaged with a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 418 Respondents

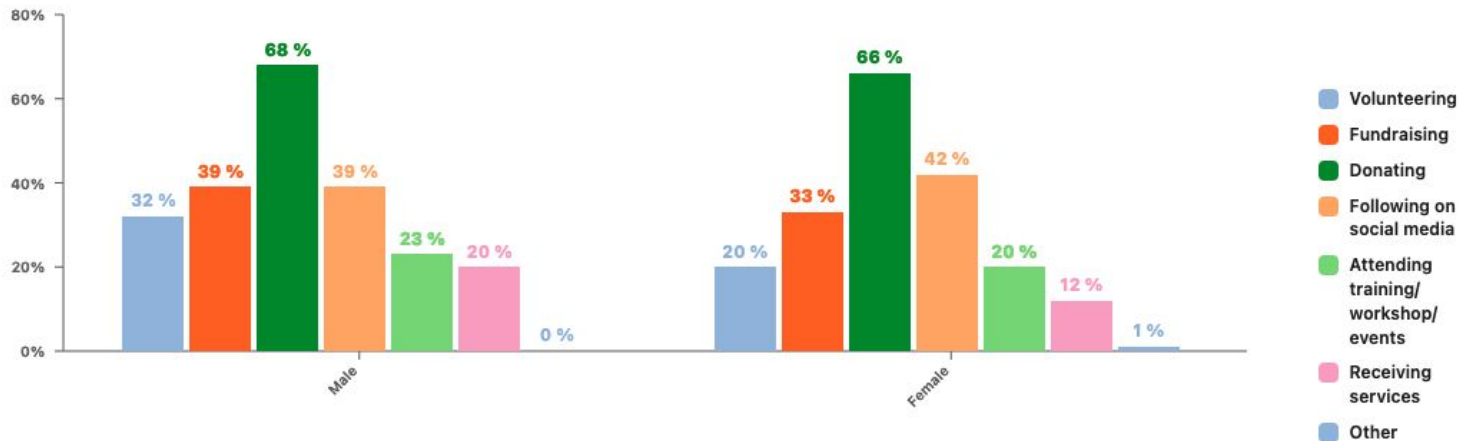


By gender

▼ **Q11:** How have you engaged with a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 418 Respondents

Cross-Tab: Gender



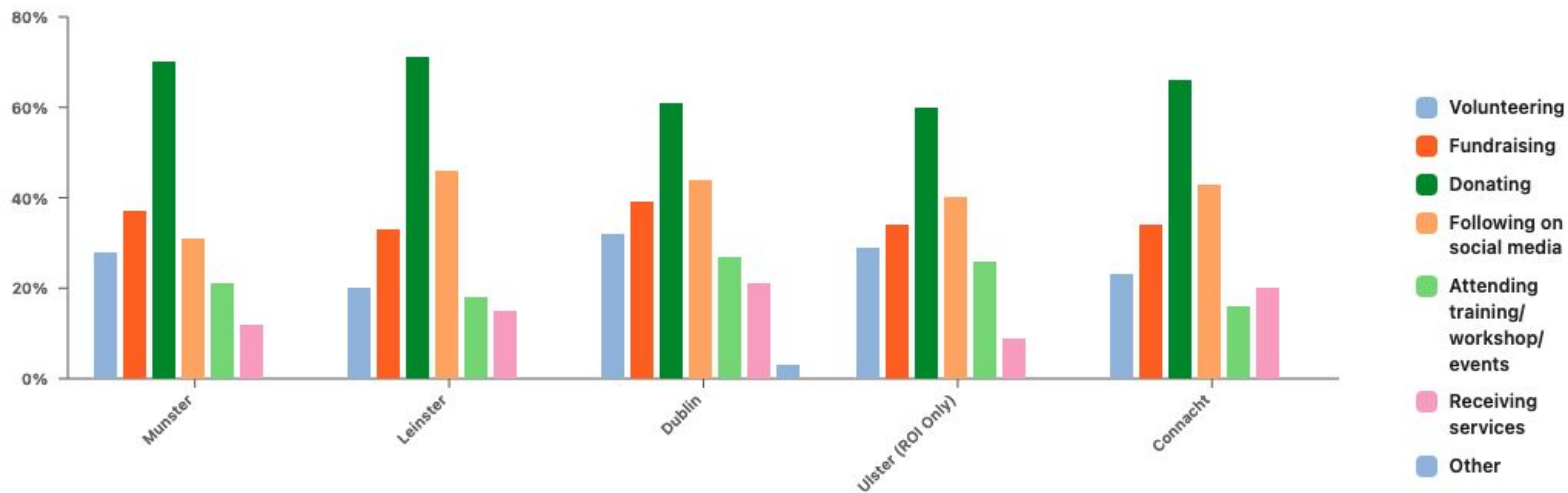
THE PUBLIC HOUSE

By age

Q11: How have you engaged with a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 418 Respondents

Cross-Tab: Irish Region

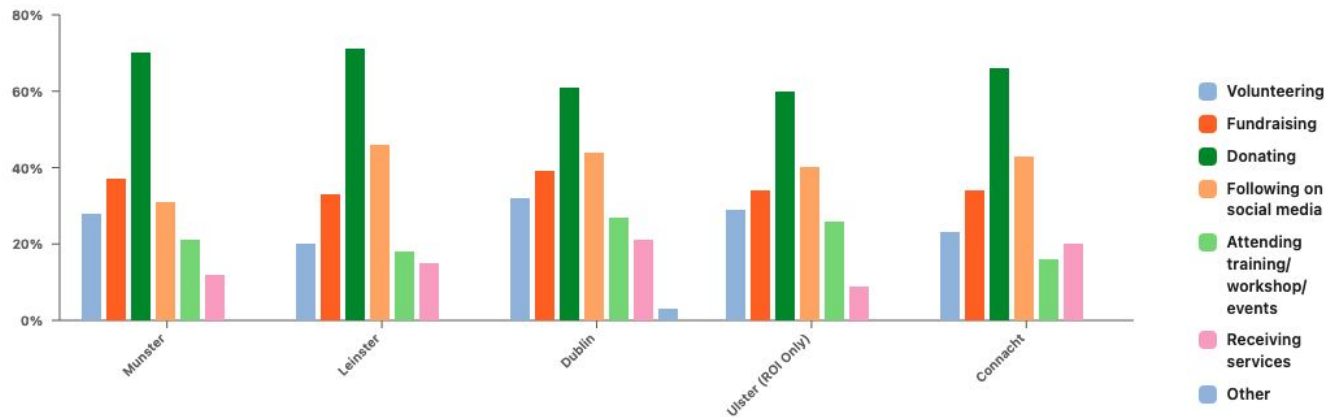


By region

▼ **Q11:** How have you engaged with a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 418 Respondents

Cross-Tab: Irish Region



Other - please state

- Seeking help for a young adult
- Supporting a family member x 2
- Rang for advice for a friend

Bounce Analysis

The likelihood of donating to a mental health charity increases with age, peaking at the 35-44 and 45-54 age brackets where 74% of respondents have donated, before decreasing slightly among respondents aged 55-64.

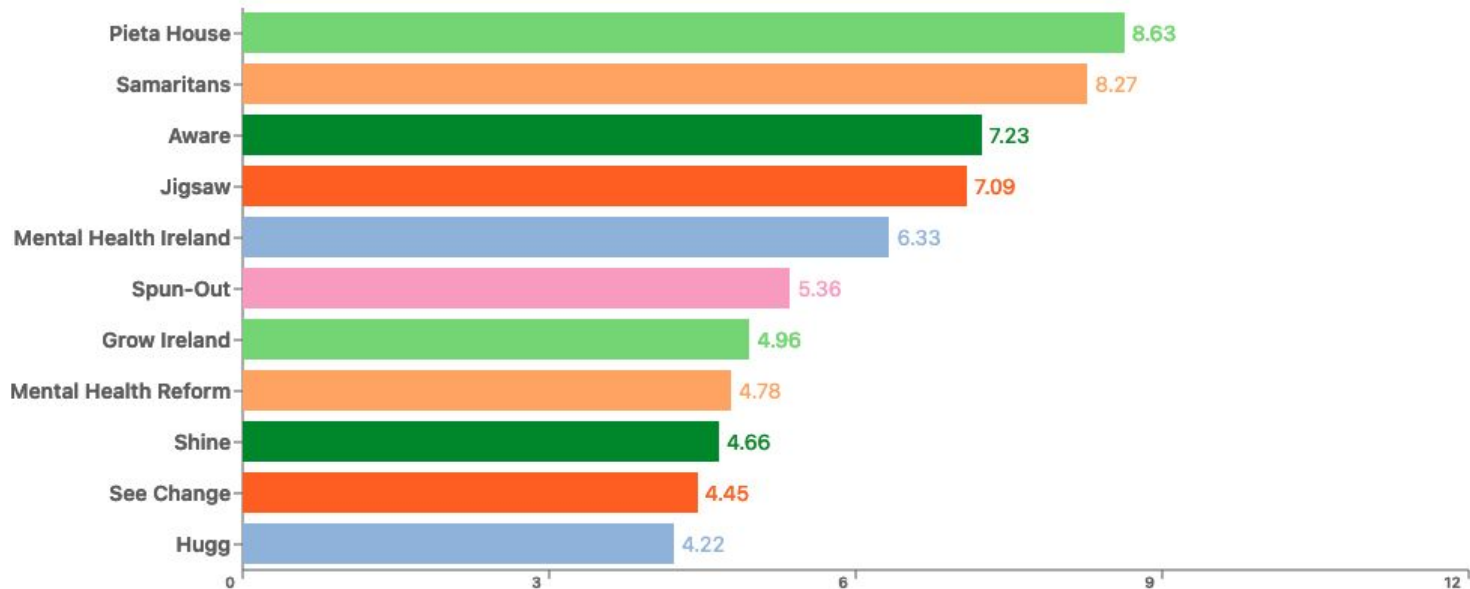
Donating to a mental health charity is the most common form of engagement among both male and female respondents, with 68% of males and 66% of females indicating they have donated.

Q12: MH charities ranked

Mental Health Charities

▼ **Q12:** Please rank these national mental health charities in order of your awareness of them – 1 being the most aware

Type: Preference - 1014 Respondents

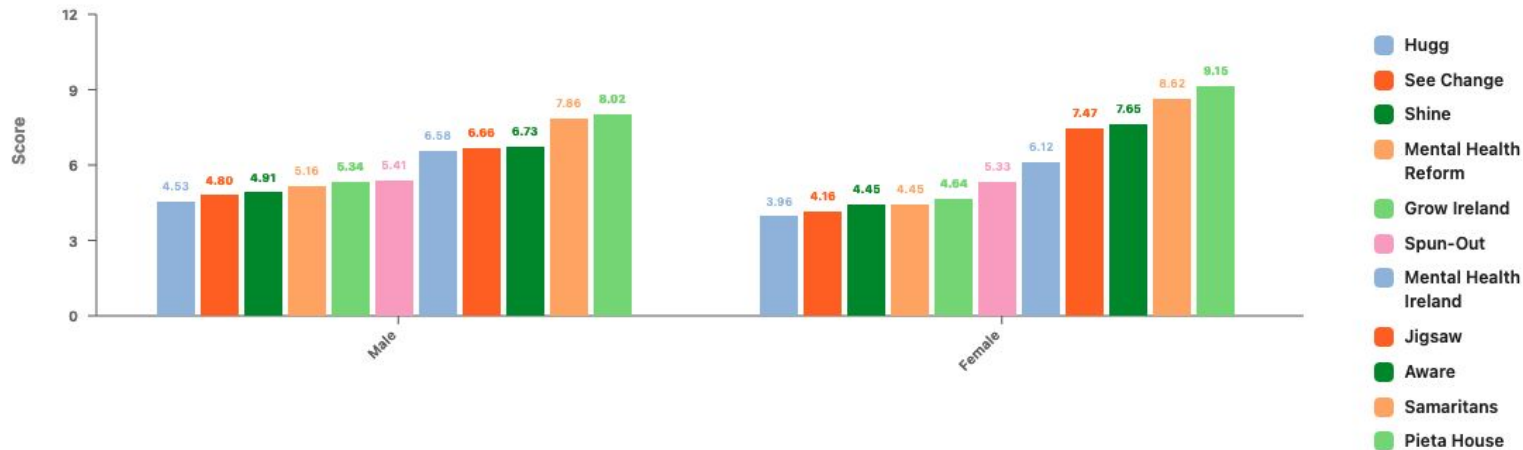


By gender

▼ **Q12:** Please rank these national mental health charities in order of your awareness of them – 1 being the most aware

Type: Preference - 1014 Respondents

Cross-Tab: Gender



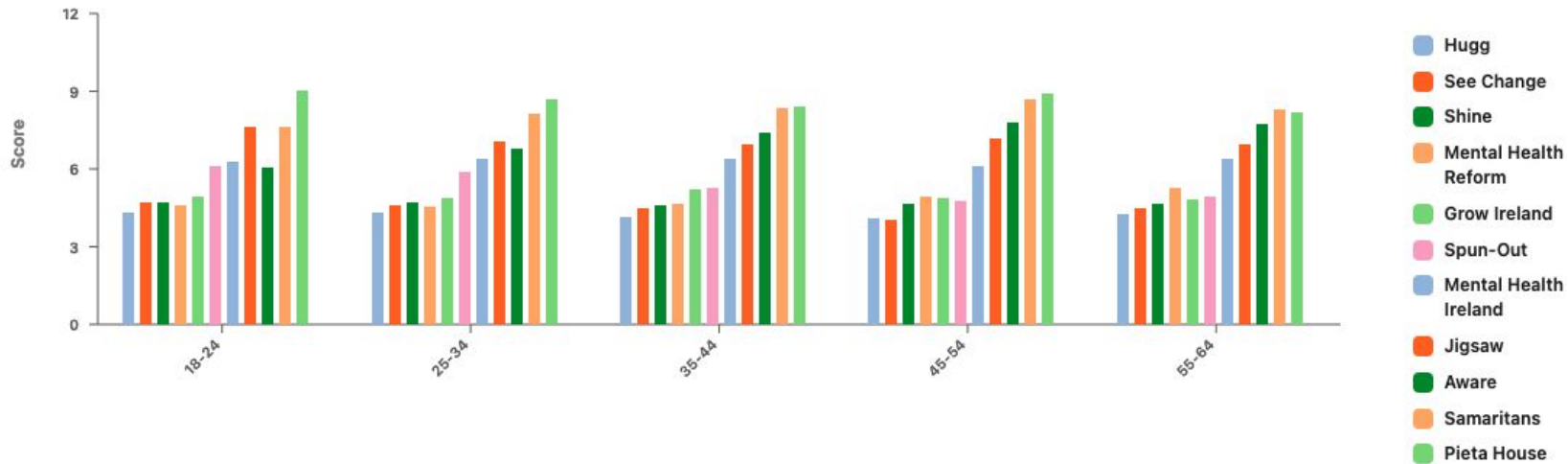
THE PUBLIC HOUSE

By age

▼ Q12: Please rank these national mental health charities in order of your awareness of them – 1 being the most aware

Type: Preference - 1014 Respondents

Cross-Tab: Age

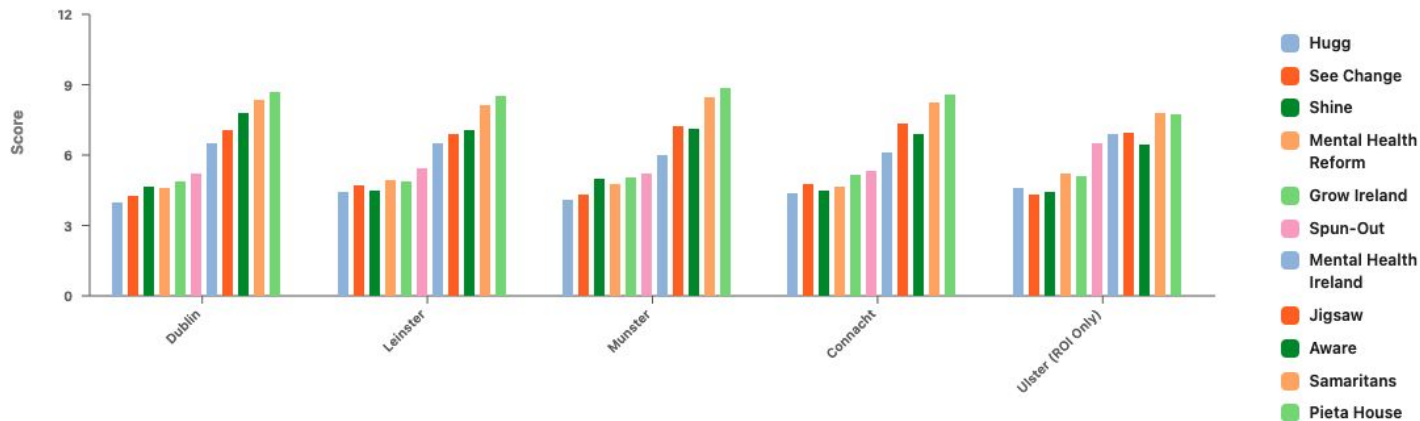


By region

▼ **Q12:** Please rank these national mental health charities in order of your awareness of them – 1 being the most aware

Type: Preference - 1014 Respondents

Cross-Tab: Irish Region



Bounce Analysis

Female respondents have a higher level of awareness for the top three mental health charities than male respondents, with Pieta House having the greatest difference in awareness between genders, which could indicate gender-specific outreach or resonance with the messaging of these charities.

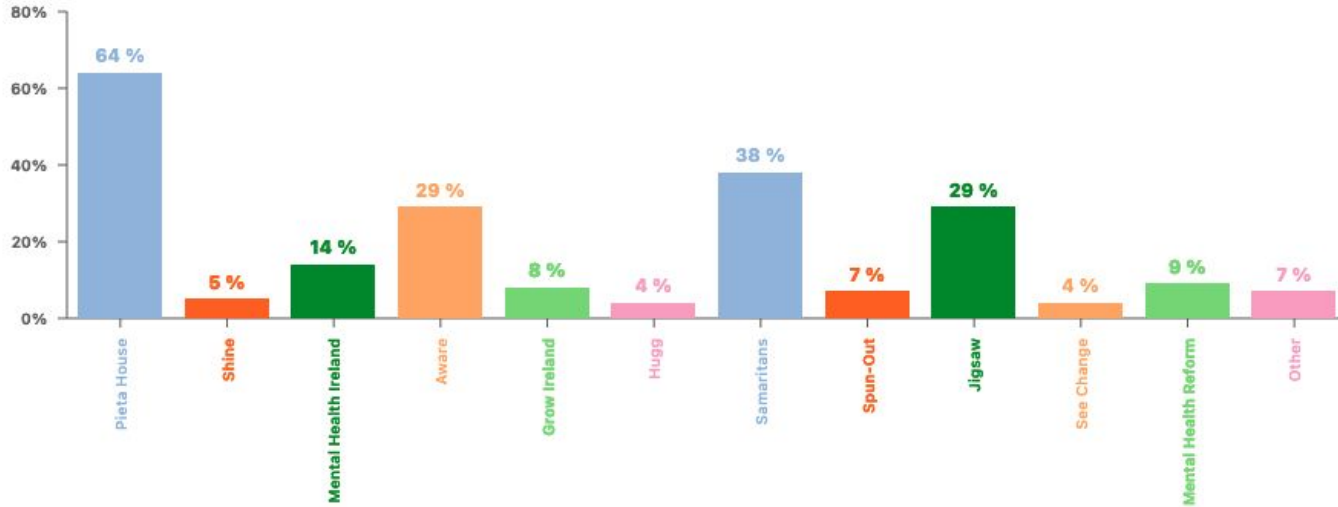
Pieta House maintains high awareness among younger age groups, scoring the highest ranking score in the 18-24 and 25-34 demographics, while awareness of Samaritans surpasses that of Pieta House in the 55-64 age group, suggesting a generational shift in charity recognition.

Q13: Fundraising

Charitable donations

▼ **Q13:** Have you ever donated to any of the following mental health charities? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

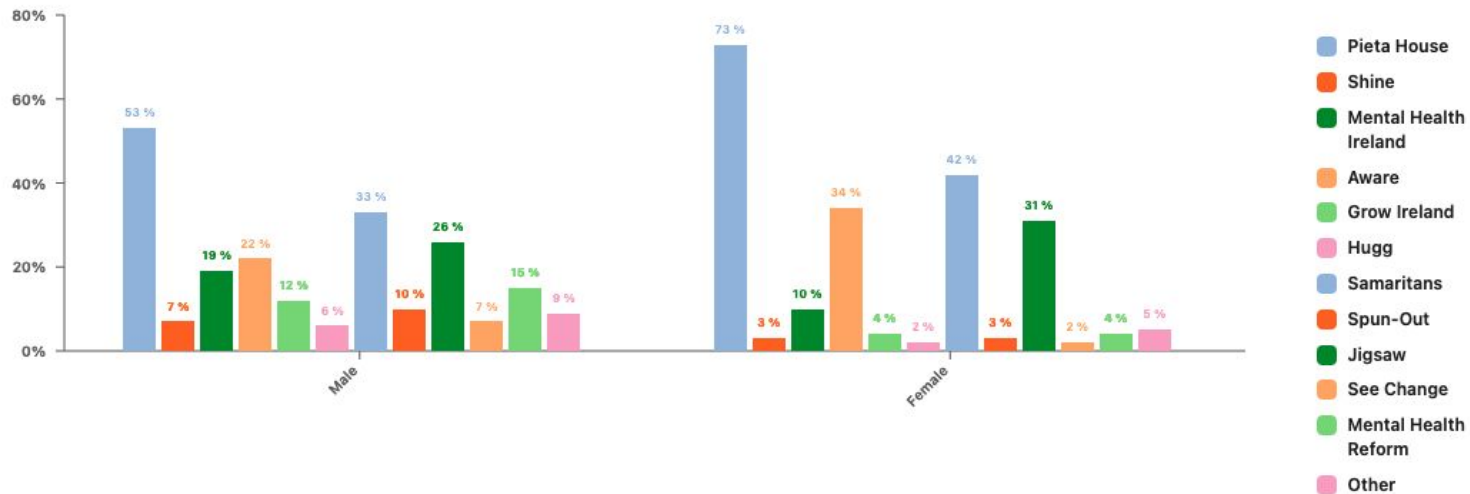


By gender

▼ **Q13:** Have you ever donated to any of the following mental health charities? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Gender



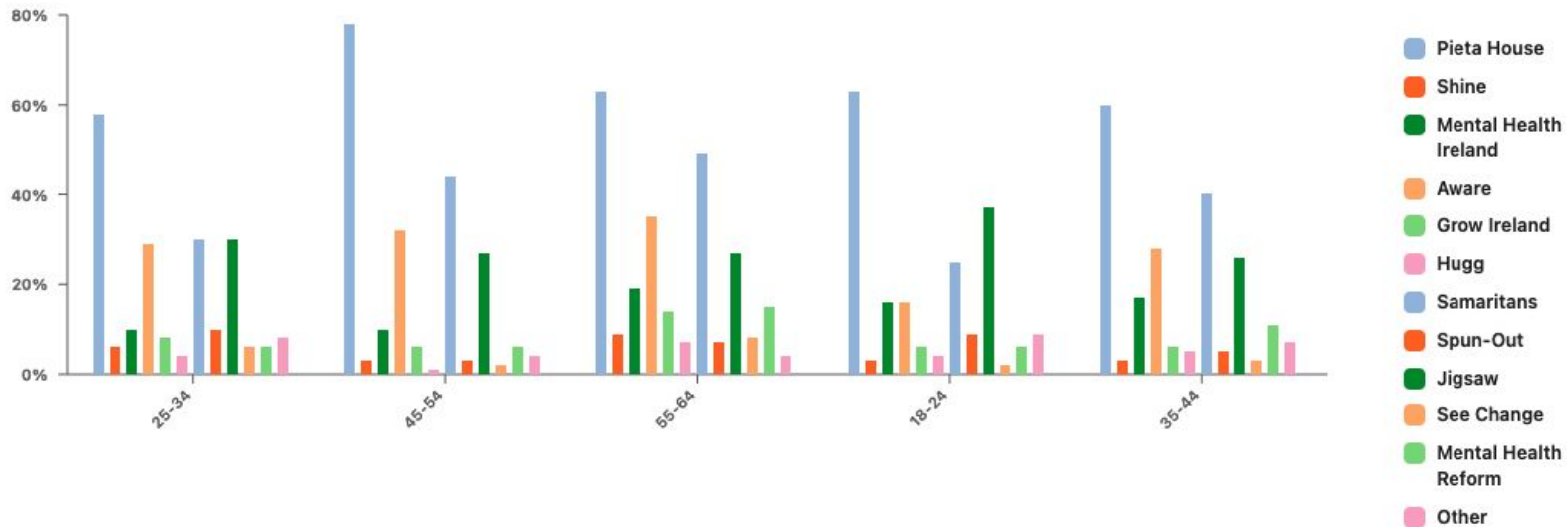
THE PUBLIC HOUSE

By age

▼ **Q13:** Have you ever donated to any of the following mental health charities? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Age

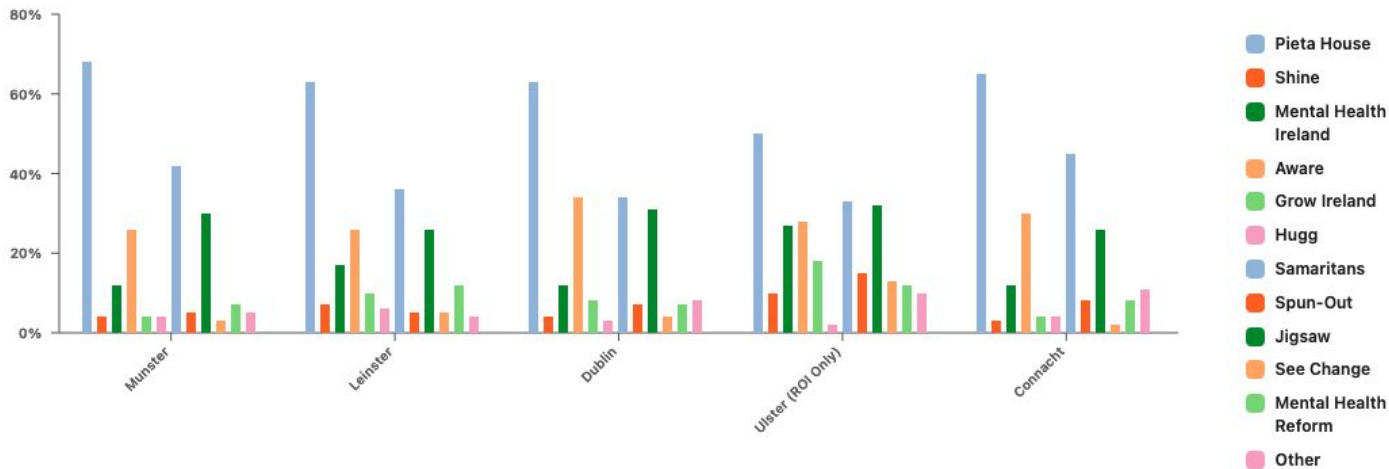


By region

▼ **Q13:** Have you ever donated to any of the following mental health charities? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Other - single mentions unless stated

- Limerick Suicide Watch
- Heart & Mind
- North West STOP
- Can't remember
- Salvation Army
- Cork Cancer Society

Bounce Analysis

The likelihood of donating to Samaritans increases with age, reaching its peak among respondents aged 55-64, which suggests that this age group may have a stronger connection or awareness of the work Samaritans does compared to younger age groups.

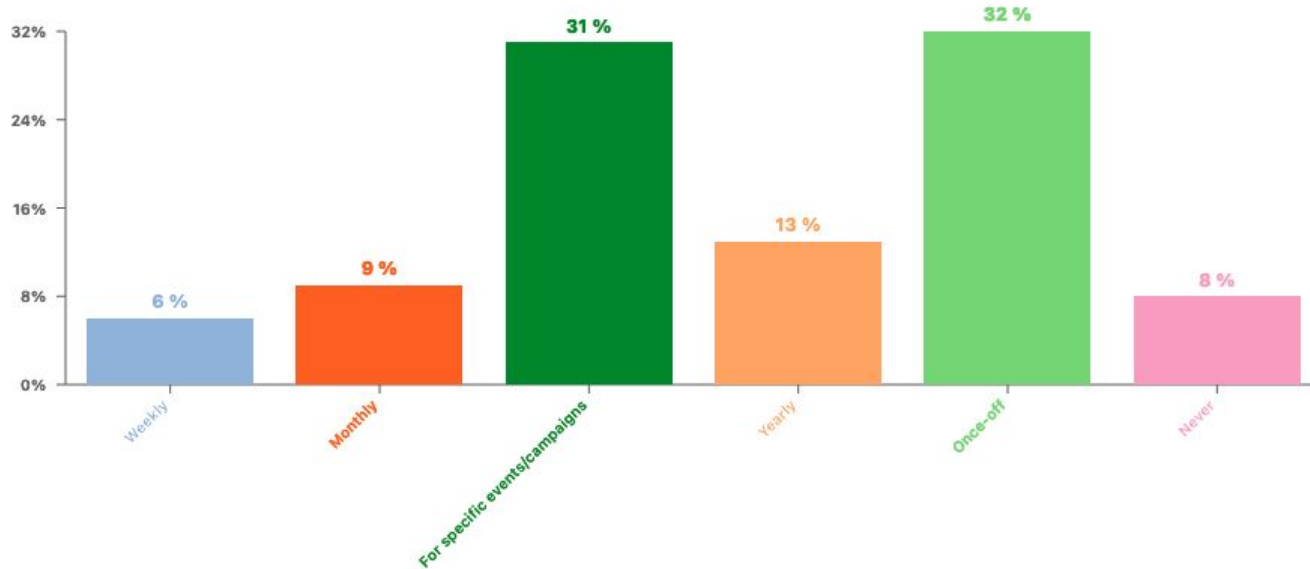
A significantly higher percentage of female respondents have donated to Pieta House compared to male respondents.

Q14: Type of fundraising/ donations

Charitable donations

▼ **Q14:** How often do you donate to any of these mental health charities

Type: SINGLE CHOICE - 1014 Respondents



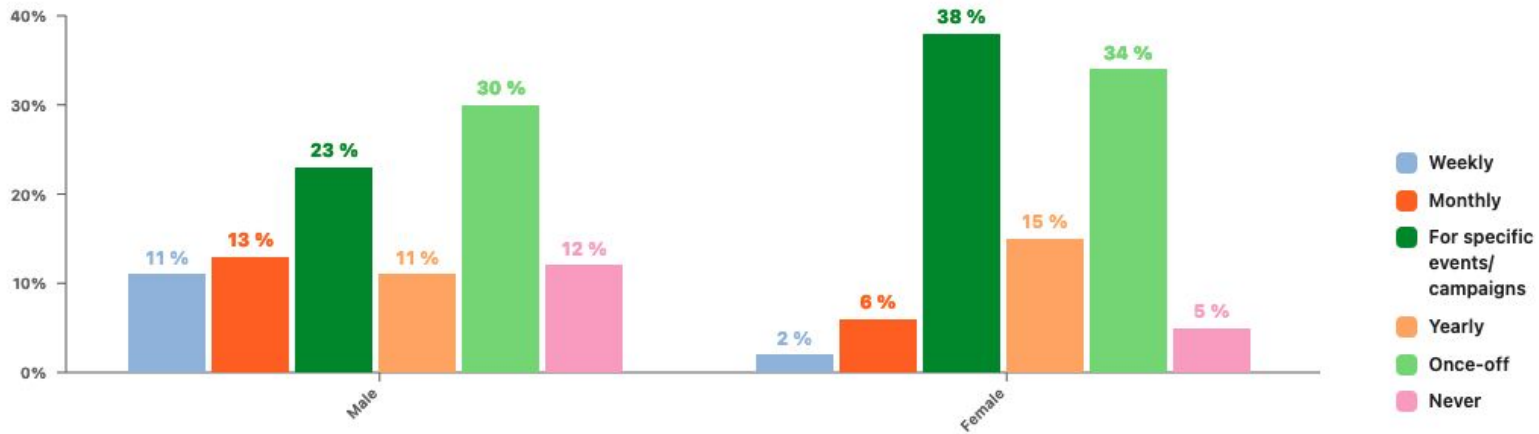
THE PUBLIC HOUSE

By gender

Q14: How often do you donate to any of these mental health charities

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Gender



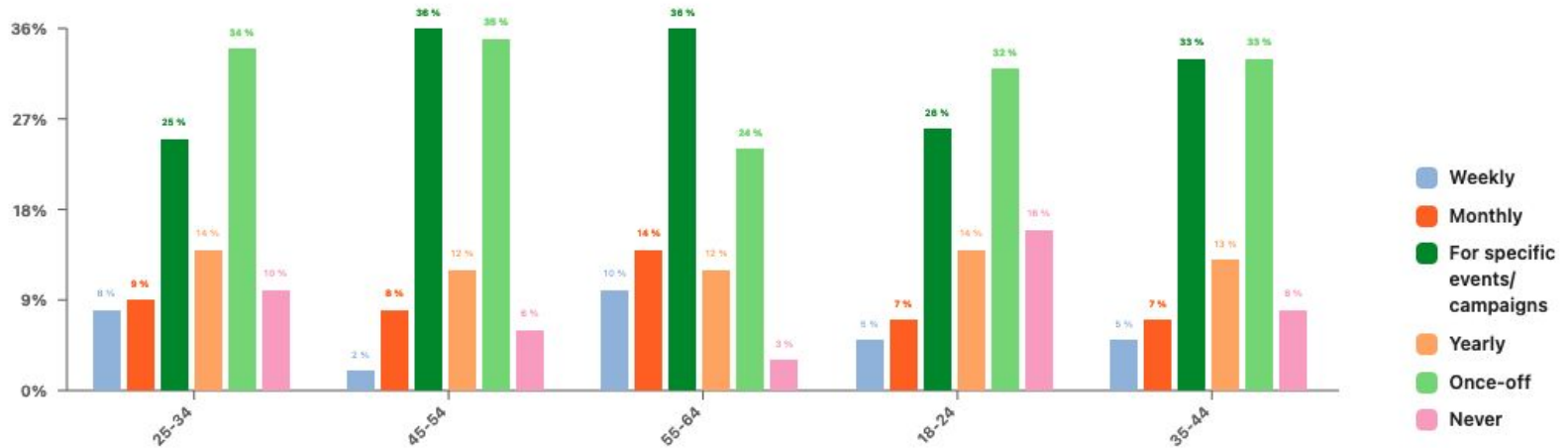
THE PUBLIC HOUSE

By age

▼ Q14: How often do you donate to any of these mental health charities

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Age

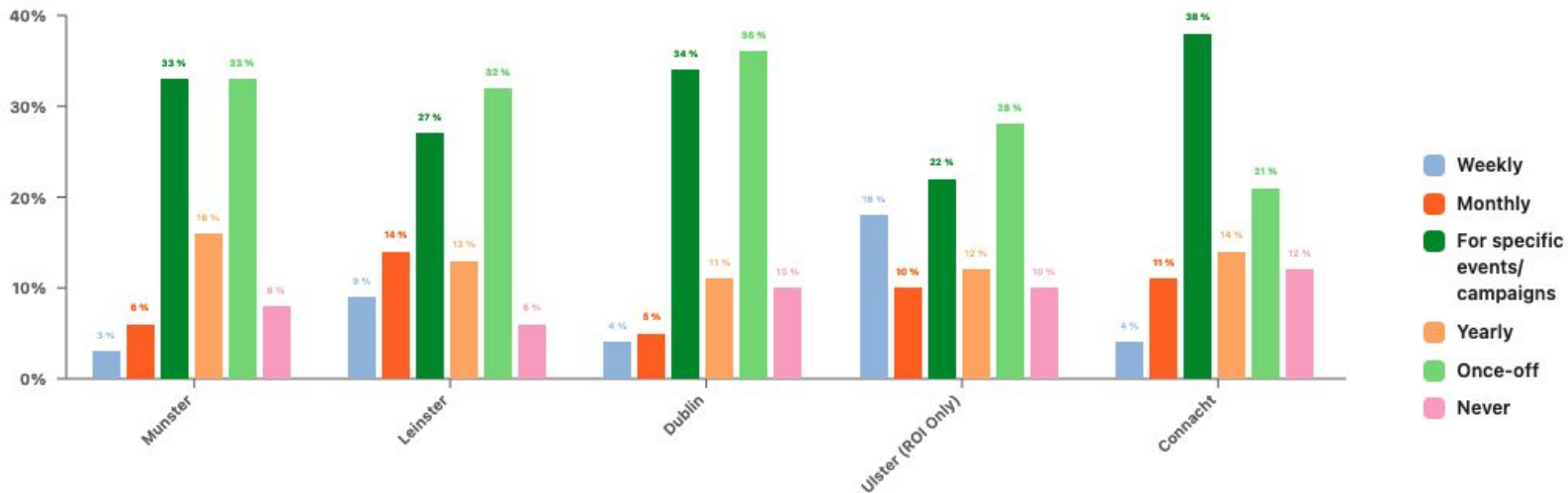


By region

▼ **Q14:** How often do you donate to any of these mental health charities

Type: SINGLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Bounce Analysis

Respondents aged 55-64 are more likely to donate monthly to mental health charities compared to other age groups, with 14% of this demographic choosing this option, possibly indicating a stronger, consistent commitment to supporting these causes as they age.

Female respondents are more likely than males to donate to mental health charities for specific events/campaigns, with a significant 38% of females contributing on such occasions compared to 23% of males.

Q15: Donation amount

Donation amount

The most common donation amounts:

- €5 - 36% of respondents
- €10 - 11% of respondents
- €15 - 5% of respondents
- €20 - 15% of respondents
- €25 - 7% of respondents

74% of respondents made a donation of €25 or less, with the most common donation amount (36% of respondents) being €5

The remaining 26% of respondents gave ad hoc amounts from €30 (3% of respondents), €35 (3% of respondents), €40 (2% of respondents), €50 (5% of respondents). 2% of respondents made one-off donations of €100. The remaining gave ad hoc with the maximum one-off donation a very generous €185.

**THE
PUBLIC
HOUSE** By gender

**THE
PUBLIC
HOUSE** By age

By region

Bounce Analysis

A significantly higher percentage of respondents aged 18-24 tend to donate smaller amounts, with 45% donating just €5, which is notably higher than any other age group, indicating that this age group may have less disposable income for donations.

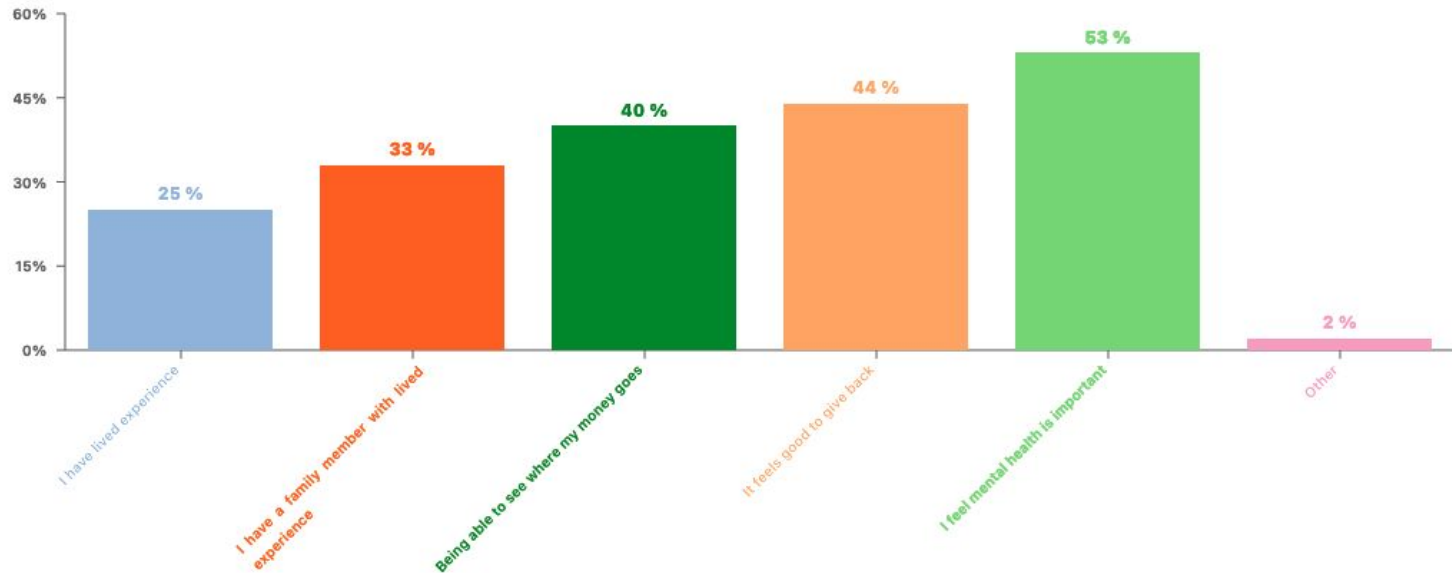
Female respondents tend to donate slightly higher amounts on average than male respondents, with a notable increase in the proportion of females who donate €20, which is 5% higher than males.

Q16: Encouraging donations

Encouraging donations

▼ **Q16:** What would encourage you to donate to a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents



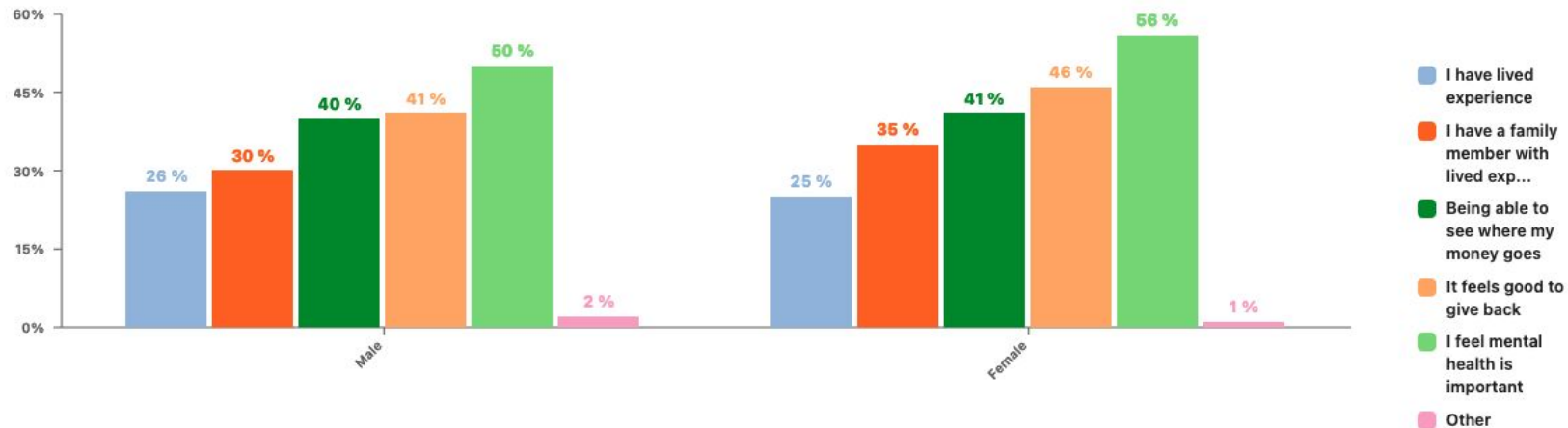
THE PUBLIC HOUSE

By gender

▼ Q16: What would encourage you to donate to a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Gender



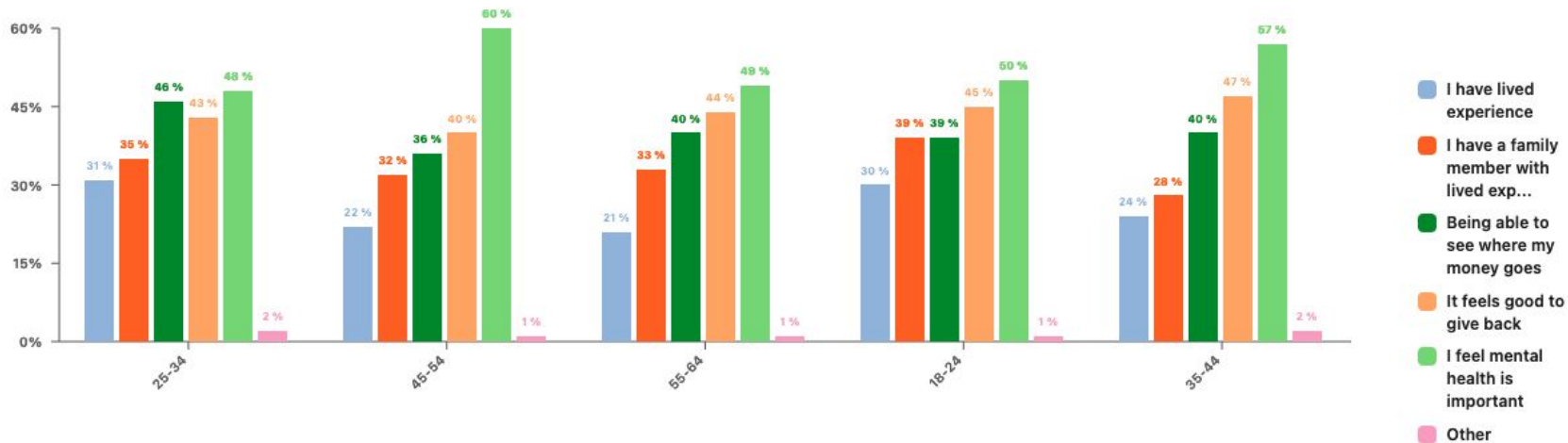
THE PUBLIC HOUSE

By age

▼ Q16: What would encourage you to donate to a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Age

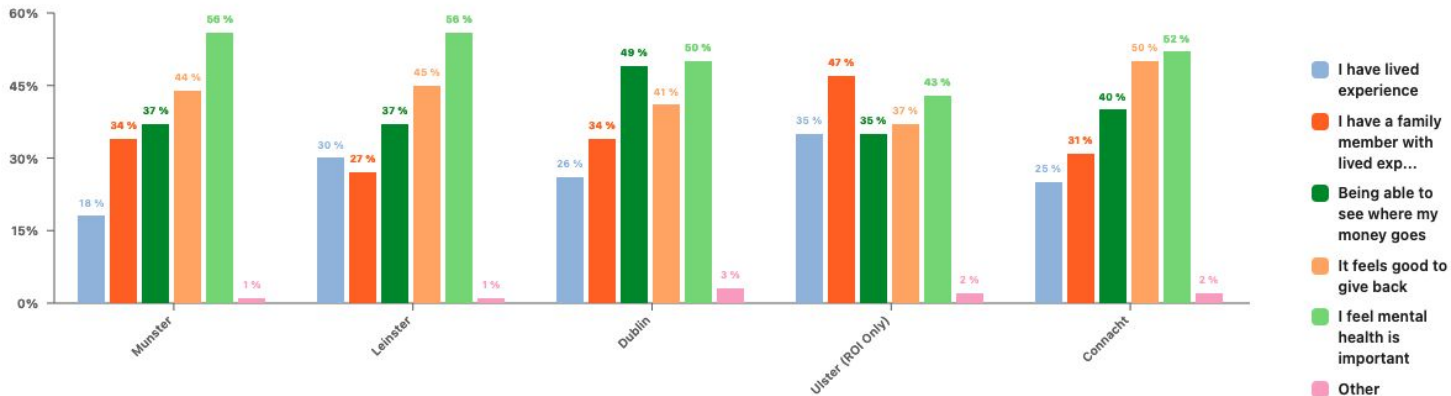


By region

▼ Q16: What would encourage you to donate to a mental health charity? Please select all that apply.

Type: MULTIPLE CHOICE - 1014 Respondents

Cross-Tab: Irish Region



Other - single mentions unless stated

- The resources from government are poor
- Knowing there were not so many similar charities with multiple same costs
- If they didn't pay staff so much
- Having a better salary / Having the money to spare/ Having money/ If I had more money
- If they actually delivered meaningful help. But even then I'd be quite unwilling because this should be the government's job.
- Nothing I don't have spare money and I would choose animals to donate to

Bounce Analysis

As age increases, the likelihood of responding that 'I feel mental health is important' as an encouragement to donate to a mental health charity appears to increase; especially notable is the jump in agreement from individuals aged 45-54, where 60% agree with this statement.

Thanks

Let me guess, we didn't leave
enough time for questions.