



Methodology Statement

Australians for Mental Health - Mental Health Compass - November 2025

This research complies with the [Australian Polling Council Quality Mark standards](#).

Item	Response
Research company	89 Degrees East
Client commissioned research	Australians for Mental Health
End client	Australians for Mental Health
Fieldwork dates	28 July 2025 - 8 August 2025
Mode of data collection	Online recruited from a research panel (100%)
Target population	Australians aged 18+
Sample size	n=3,019
Is voting intention published?	No

Item	Response
Effective sample size after weighting applied	n=3,012
Margin of error associated with effective sample size	1.8% at 95% confidence level
Variables used in weighting	Age, gender and location (ABS, 2021)
Weighting method used	RIM weighting
Full question text, responses categories and randomisation	See below.
Proportion of landline/mobile completed interviews	N/A
Source of online sample	From a commercial permission-based panel
Positioning of voting intention questions in the questionnaire?	Q50 (Final question)
How were undecided voters handled?	Grouped "Don't know / undecided"
2PP calculation method	N/A

Full Text of Published Questions

Q5. Which of these values are most important to you personally and reflect how you live your life? Select 5 values from the list.

Randomise order.

1. Fairness and everyone having equal opportunities
2. Promoting tolerance and harmony among all people
3. Caring for other people
4. Being a loyal person
5. Respecting tradition
6. Respecting rules and norms
7. Pursuing personal health and wellbeing
8. Feeling safe and secure
9. Having economic security & wealth
10. Being a leader, influencing others
11. Being successful & achieving goals
12. Having efforts and accomplishments recognised
13. Treating & rewarding yourself
14. Having fun
15. Being open to new ideas and experiences
16. Always learning and growing
17. Having personal freedom
18. Expressing creativity and originality

Q6. How strongly do you agree or disagree with the following statements?

5-PT SCALE: STRONGLY DISAGREE-DISAGREE-NEITHER AGREE NOR DISAGREE -AGREE-STRONGLY AGREE.

RANDOMISE ORDER.

- ☐ Things are generally improving in society.
- ☐ I feel satisfied with my life — there isn't much I would change about it.

Q7. Which sounds MOST right? Select one.

RANDOMISE ORDER. KEEP 'PREFER NOT TO SAY' BOTTOM.

1. I have a person/people in my life who I trust and talk to at least once a week.
2. I have a person/people in my life who I talk to regularly, but not about personal things.
3. I don't really have anyone in my life who I trust and could talk to.
4. Prefer not to say.

Q8. Which is closest to your view? Select one.

FORCED CHOICE. RANDOMISE ORDER.

5. It's up to each person to take responsibility for their own wellbeing.
- OR**
6. We should work together to make sure every person in our community has what they need to live well.

Q9. Have you ever experienced any of the following? Select all that apply.

RANDOMISE ORDER. KEEP 'NONE OF THESE' AND 'PREFER NOT TO SAY' BOTTOM.

- ☐ Been unemployed and looking for work for more than 12 months.
- ☐ Borrowed money or gone into debt to make ends meet.
- ☐ Been unable to afford necessary healthcare (e.g. GP visit, medications, psychologist appointment).
- ☐ Experienced persistent stress or anxiety related to financial hardship.
- ☐ Relied on food banks or charitable organisations to access food or other basic necessities.
- ☐ Been at risk of losing housing due to financial hardship.
- ☐ Experienced discrimination or unfair treatment because of your race, ethnicity, or cultural background.
- ☐ Felt pressure to hide or change who you are to fit in.
- ☐ Felt unsafe or targeted by others in the community who do not accept you.
- ☐ None of these [Exclusive select]
- ☐ Prefer not to say [Skip to next]

Q10. How would you describe your overall mental health this past month (30 days)?

Select one.

- ☐ Mostly good days — I felt ok most of the time.
- ☐ A mix of good days and bad days.
- ☐ Mostly difficult days — I struggled most of the time.
- ☐ Nearly every day has been a struggle.
- ☐ Prefer not to say.

Q11. Do feelings of stress, anxiety or depression ever impact your daily life?

i.e. Impact at least one of the following: Eating, concentrating, work, school, sleeping, spending time in nature, playing, having fun, relationships.

Select one.

4-PT SCALE: NEVER-RARELY-SOMETIMES-VERY OFTEN. INCLUDE 'PREFER NOT TO SAY' OPTION.

Q12. Have you ever experienced any of the following? Select all that apply.

Randomise order. Keep NONE and PREFER NOT TO SAY bottom.

- ☐ Suicidal thoughts.
- ☐ Self-harm or thoughts of self-harm.
- ☐ Alcohol dependency and/or other drug dependency.
- ☐ Been diagnosed with a mental health condition by a qualified clinician e.g. GP, psychologist.
- ☐ Felt judged for having a mental health condition.
- ☐ Felt shame and/or self-loathing for having a mental health condition.
- ☐ None of the above. [Exclusive select]
- ☐ Prefer not to say [skip to next]

Q13. Have you ever done any of the following? Select all that apply.

Randomise order. Keep NONE and PREFER NOT TO SAY bottom.

- ☐ Talked to a GP about my mental health.
- ☐ Attended at least one session with a mental health clinician e.g. psychologist, counsellor.
- ☐ Taken prescribed medication to manage my mental health symptoms.
- ☐ Called a helpline or used a free chat service to access mental health support and advice.
- ☐ Used generative AI (e.g. ChatGPT, CoPilot, Gemini) for advice or information about my mental health.
- ☐ None of the above. [Exclusive select]
- ☐ Prefer not to say [skip to next]

Q14. Which of the following describe how the mental health of someone close to you (e.g. a partner, family member, or friend) has affected you?

Select all that apply.

Randomise order. Keep NO ONE and PREFER NOT TO SAY bottom.

- ☐ I've lost someone close to me to suicide.
- ☐ I've provided ongoing mental health support to someone close to me.
- ☐ I've offered advice when someone close to me was having a bad day.
- ☐ I've felt overwhelmed by the mental health struggles of someone close to me.
- ☐ The mental ill-health of someone close to me has negatively impacted my own mental health.
- ☐ No one close to me has struggled with their mental health. [exclusive select]
- ☐ Prefer not to say [skip to next]

Q16. Which best describes your experience accessing mental health services? Select one.

If you have accessed support various times or from various services, please answer based on your overall experience.

Randomise order 1-5, 5-1, keep PREFER NOT TO SAY bottom.

1. **Mostly positive** - I was treated with respect, felt supported and received helpful advice.
2. **Neutral** - My basic needs and expectations were met, and my experience was neither positive nor negative.
3. **Mixed** - I have had some positive and some negative experiences.
4. **Negative** - I was treated poorly, did not feel supported and did not receive helpful advice.
5. **Not applicable** - I have never accessed a mental health service.
6. Prefer not to say. [Skip to next]

Q17. How strongly do you agree or disagree with the following statements?

5-PT SCALE: STRONGLY DISAGREE-DISAGREE-NEITHER AGREE NOR DISAGREE -AGREE-STRONGLY AGREE.
RANDOMISE ORDER.

- It's hard to figure out what mental health support is out there.
- It's easy to get a referral to a mental health professional e.g. psychologist, psychiatrist.
- It's easy to get an appointment with a mental health professional e.g. psychologist, psychiatrist.
- I could access a quality mental health service in my area if I needed to.
- I couldn't afford to pay for mental health support if I needed it.
- I would feel comfortable seeking mental health support if I needed it.
- The mental health system is designed to help people like me.
- Mental health is an issue I care deeply about and often discuss with others.

Q18. How strongly do you agree or disagree with the following statements?

5-PT SCALE: STRONGLY DISAGREE-DISAGREE-NEITHER AGREE NOR DISAGREE -AGREE-STRONGLY AGREE.
RANDOMISE ORDER.

- Growing up, I felt that I could speak openly about things that were on my mind or worrying me.
- Growing up, I felt loved, supported and understood by my parents/guardians.
- I often feel lonely and isolated from others.
- I feel very connected to the people around me.
- In my community, there is still a lot of shame and judgement around mental health.
- I feel comfortable talking about my mental health.
- I feel comfortable talking to people about their mental health.

Q19. Which is closest to your view? Select one.

RANDOMISE ORDER. KEEP DON'T KNOW BOTTOM.

1. Mental ill-health is a major issue that affects many Australians.
2. Mental ill-health is an issue, but it only affects a small number of Australians.
3. The issue of mental ill-health has been overblown — there are many more important issues affecting Australians.
4. Don't know

Q20. Which is closest to your view?

Select one.

RANDOMISE ORDER.

- Australia is facing a 'mental health crisis' that needs to be addressed urgently.
OR
- Not every life challenge is a mental health issue — we should stop calling this a 'crisis' and focus on building personal resilience.

Q22. How strongly do you agree or disagree with the following statements?

5-PT SCALE: STRONGLY DISAGREE-DISAGREE-NEITHER AGREE NOR DISAGREE -AGREE-STRONGLY AGREE.
RANDOMISE ORDER.

- Mental health is just as important as physical health.
- Every person, no matter their income, should be able to access mental health support if they need it.
- People often exaggerate their mental health issues for attention.
- Too many people are being labelled with mental health issues when they're really just facing normal life challenges.

Q23. How strongly do you agree or disagree with the following statements?

5-PT SCALE: STRONGLY DISAGREE-DISAGREE-NEITHER AGREE NOR DISAGREE -AGREE-STRONGLY AGREE.
RANDOMISE ORDER.

- If people choose to use drugs or drink too much alcohol, they have to take responsibility when it affects their mental health.
- Young people these days are too soft and lack resilience.

Q24. Which is closest to your view? Select one.

RANDOMISE ORDER.

1. We should do everything we can to support people who use alcohol and other drugs to stay healthy and well.
OR
2. Taxpayers should not have to fund treatment services for people who use drugs or drink too much alcohol.

Q25. Which is closest to your view? Select one.

RANDOMISE ORDER.

1. It feels like everyone is diagnosing themselves with 'anxiety', 'depression' or 'ADHD' just because it's trending online, but most people don't know what they're talking about.
OR
2. When mental health support is too expensive or hard to access, people often turn to self-diagnosis to make sense of what they're going through.

Q30. If the government prioritised mental health, what do you think the main benefits would be?

Select up to three.

- ☐ Reduction in crime, taking pressure off the justice system.
- ☐ More people having the opportunity to work, earn and contribute their skills.
- ☐ Increased productivity and economic growth.
- ☐ Increased resilience that helps communities recover from extreme weather events.
- ☐ Giving more people the chance to be creative, express themselves, and be part of the arts.
- ☐ Taking pressure off hospitals, community services and the broader health system.
- ☐ Giving more people a chance to live a full, meaningful life.
- ☐ Becoming a more equal and compassionate society that cares for people.

Q31. Which is closest to your view?

Select one.

RANDOMISE ORDER.

- ☐ We can fix the mental health crisis with the right approach, investment and leadership.
OR
- ☐ The mental health crisis is too complex to solve, no matter how much funding or attention it gets.

Q33. How interested are you in news and current events?

Select one.

RANDOMISE 1-4, OR 4-1..

- ☐ Not at all interested
- ☐ Not very interested
- ☐ Somewhat interested
- ☐ Very interested

Q34. In the past 5 years, have you done any of the following?

Select all that apply.

RANDOMISE. Keep 13 and 14 at bottom.

1. Read, watched or listened to content about mental health.
2. Looked into an issue raised by mental health advocates.
3. Talked to my friends/family about an issue raised by mental health advocates.
4. Signed a petition about an issue raised by mental health advocates.
5. Donated money to a mental health organisation.
6. Encouraged my friends/family to donate money to a mental health organisation.
7. Fundraised for a mental health organisation or cause.
8. Contacted a local, state or federal MP about an issue raised by mental health advocates.
9. Shared a post on social media to raise awareness about mental health.
10. Voted for a person/party based on their mental health policies.
11. Encouraged my friends/family to vote for a person/party based on their mental health policies.
12. Volunteered (donated time) to a mental health organisation or cause.
13. Other [box to type]
14. None of the above. [Exclusive select]

Q35. What currently prevents you or makes it difficult for you to do these types of activities?

Select all that apply.

RANDOMISE. Keep 12 at bottom.

- ☐ I am not very interested in mental health.

- Mental health is not a priority issue for me.
- I don't have the time or energy.
- I am worried about the consequences if I do get involved.
- People around me make it difficult to take action.
- I don't know of any mental health organisations/causes to support.
- I don't have the right skills or experience to help.
- It feels too hard.
- I feel too uncomfortable.
- It's triggering for me.
- I don't believe my actions will make a difference.
- None of the above. [Exclusive select]

Q36. How often do you typically consume the following media?

5-PT SCALE: NEVER-RARELY-MONTHLY-WEEKLY-DAILY. Randomise order.

- Commercial TV (e.g. Channel 7, 9, 10)
- Public broadcast TV (e.g. ABC, SBS)
- Foreign news services (e.g. BBC, CNN, Al Jazeera)
- Print newspapers
- Print magazines
- Internet news websites
- Internet blogs
- Radio broadcasts FM/AM
- Podcasts

Q37. How often do you typically use the following social media platforms?

5-PT SCALE: NEVER-RARELY-MONTHLY-WEEKLY-DAILY. Randomise order.

- Facebook
- Instagram
- Twitter/X
- TikTok
- Reddit
- LinkedIn
- YouTube
- Snapchat

Q38. In the past 2 years, what sources have you used to find information and advice relating to mental health?

This could be advice about strategies and support for yourself or a loved one, or information on the topic of mental health more broadly.

Select all that apply.

Randomise order. Keep 18 and 19 at bottom.

1. Mental health professionals, e.g. psychologists, counsellors, psychiatrists
2. General Practitioner (GP)
3. Government health websites
4. Social media influencers/accounts
5. Online forums and community pages
6. News websites / printed news
7. Mental health apps
8. Friends
9. Family
10. Radio
11. Podcasts
12. My employer e.g. HR manager
13. My education provider e.g. student counsellor
14. Religious or spiritual leaders and groups
15. Wellness practitioners and groups, e.g. yoga teacher, naturopath



16. Google search/websites
17. Generative AI tools (e.g. ChatGPT, Gemini, CoPilot)
18. Someone else [box to type]
19. I have not sought out any mental health information or advice in the past 2 years. [Exclusive select]

Q40. Who would you be most likely to listen to if you heard them speaking about mental health?

Select up to five.

Randomise. Keep 11 and 12 bottom.

- ☐ Mental health professionals, e.g. psychologists, counsellors, psychiatrists
- ☐ Doctors and nurses
- ☐ People who have experienced a mental health condition themselves.
- ☐ Support workers and carers for people with a mental health condition
- ☐ Celebrities or public figures who openly discuss mental health.
- ☐ Social media accounts (influencers) who talk about mental health, including podcasters.
- ☐ Politicians.
- ☐ Government health agencies and departments.
- ☐ Mental health organisations and charities.
- ☐ Community leaders or people in my community e.g. faith leaders, sports coaches.
- ☐ Someone else [box to type]
- ☐ I wouldn't listen to anyone speaking about mental health. [Exclusive select]

Q50. If a federal election were held today, which party would receive your first preference vote?

Randomise, Keep 'independent' and 'don't know' at bottom.

1. Liberal Party
2. National Party
3. Australian Labor Party
4. The Greens
5. Pauline Hanson's One Nation Party
6. An independent or other minor party
7. Don't know / undecided

