R U OK? Day 2020
Research

Learn more at ruok.org.au

A conversation could change a life.
Brief background

To drive long term behaviour change, we listen to the community along with observing and analysing our evaluation data. Guided by our Theory of Change, each year we form a key message that reflects the discourse and behaviour we are seeing and hearing. We also seek advice from expert advisory groups and those with lived experience. This year, our message for R U OK? Day 2020 is ‘There’s more to say after R U OK?’ to help answer the often-asked question, “What should I do if someone says, ‘No I’m not OK’?”

The key messages are:
- There’s more to say after R U OK?
- By learning what to say next you can keep the conversation going when someone says they’re not OK, and that conversation could change a life.
- Learn what to say at ruok.org.au

How the data was collected

- R U OK? commissions a research agency, Kantar, to run a quarterly survey with a representative sample of the Australian population.
- Approximately 800 people are surveyed each quarter.
- The data here is from the June 2020 survey.
- Percentages are generally rounded to whole numbers and as a result some chart figures may not add up to 100 percent.

The findings

The results show that, among people aware of R U OK?, most people feel confident they know how to have a conversation with someone who might be struggling with life but 31% lack confidence or are unsure how to have a conversation with someone who is not OK.

68% scored 6-10
31% scored 0-5

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How confident are people at recognising the signs someone is struggling with life?

- Confidence in recognising the signs that someone is struggling with life, among people who are aware of R U OK?
  - 72% Confident
  - 28% Not confident

- Females continue to state they are more confident at recognising the signs
  - 78% Confident
  - 66% Not confident

How many people are helping others?

- 83% of people took action in the last month to see how someone was doing. This includes asking someone face-to-face, listening to someone talk about their problems, and referring someone who is troubled to a support service with the majority referring to GPs and helplines.
- When asked R U OK?, 17% of people said ‘No’.
- Encouragingly, the majority of people (80%) who had taken action, did follow up with the person to see how they were feeling.

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