

# R U OK? Campaign Omnibus 2019



Learn more at [ruok.org.au](https://ruok.org.au)

**RUOK?**<sup>TM</sup>  
A conversation could change a life.

## Brief background

Every year R U OK? run a campaign in the lead up to R U OK?Day, which is held on the second Thursday in September each year. This year R U OK? have launched the 'Trust the Signs' campaign. The key messages of the campaign are:

- R U OK? are calling on Australians to trust the signs that someone might be struggling with life
- When you notice these signs, trust your gut and start an R U OK? conversation
- Ask R U OK? and start a conversation that could change a life.

In 2019, R U OK? commissioned Colmar Brunton to conduct a survey of the general population as part of Colmar's omnibus survey.

## How the data was collected

Four questions were placed in our omnibus which runs every two weeks. It reaches approximately n=1,000 respondents each week that are nationally representative of the Australian population (over 18 years).

Fieldwork dates: 30 May 2019 – 3 June 2019.

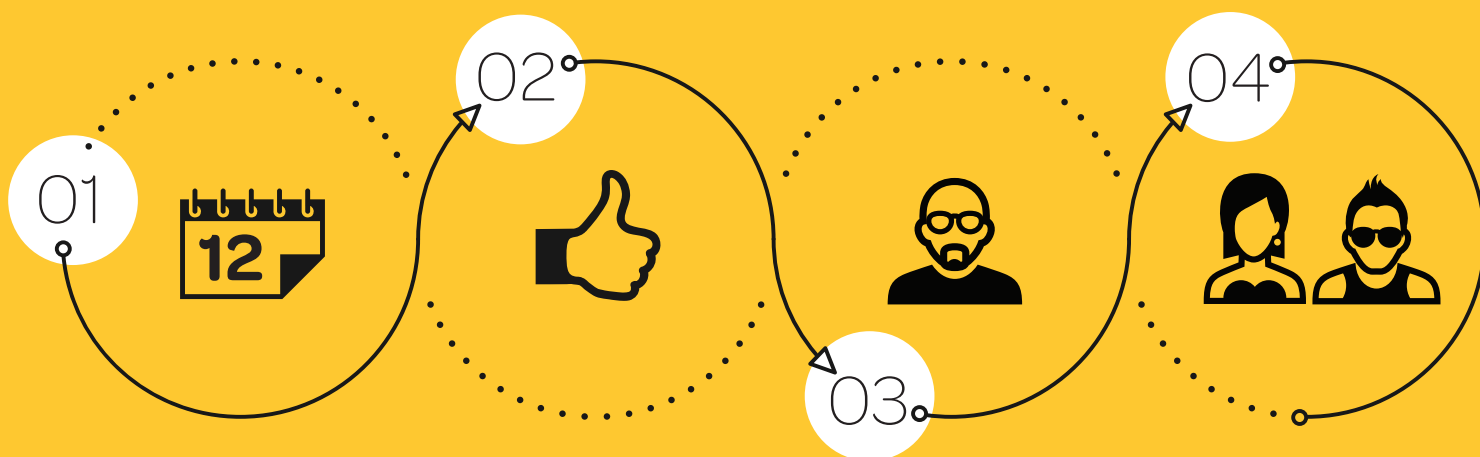
## Sample

- n= 1026 total sample.
- Data was collected and weighted to be representative by age, gender and location.

## The findings

### Knowing the signs...





01 In the last 12 months...

- **Over half (51%) of Australians** wished someone had asked them if they were okay.
- **Males and those aged 60+** were generally significantly less likely to have asked or wished someone would ask if they are okay, and were less likely to ask others if they are okay.
- **A significantly higher number of females** than males (34% vs 24%) had lost sleep over something troubling them more than 5 times.

02 Encouragingly, the most popular reaction

to have towards people going through various difficult life events is to ask “are you okay?” by an average of 27% of respondents.

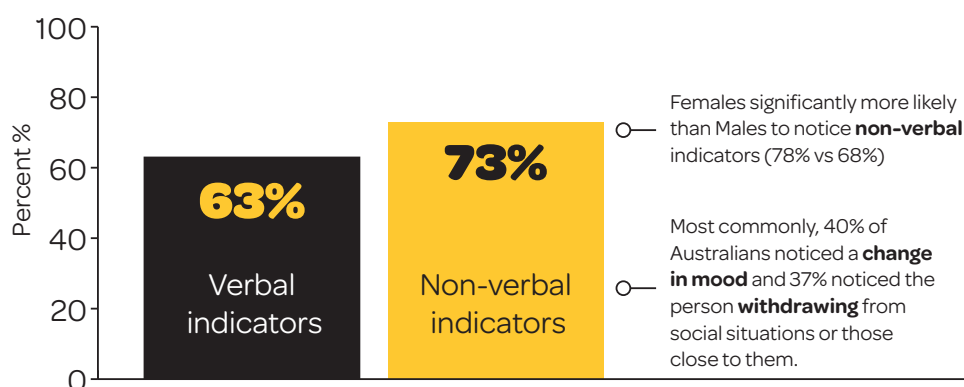
03 Males and those aged 60+

were significantly more likely to answer ‘don’t know’ when asked what signs they had noticed in someone close who may have been struggling.

04 Young Australians aged 18 to 29

were significantly more likely than other age groups to agree strongly (32%) that when they are struggling with life they try to hide it from others.

Type of indicators noticed by Australians to suggest someone close may have been struggling



	Relationship breakdown	Major health issues	Work stress or constant stress	Financial difficulty	Loss of someone or something they care about
Most appropriate reaction to life event	Ask them “are you okay?”	Ask them “are you okay?”	Ask them “are you okay?”	Ask them “are you okay?” & Suggest they seek professional help	Ask them “are you okay?”
%	<b>27%</b>	<b>26%</b>	<b>32%</b>	<b>23%</b>	<b>28%</b>

**RUOK?**<sup>TM</sup>

A conversation could change a life.

**[ruok.org.au](https://ruok.org.au)**