



St Andrew's Healthcare  
Complex Mental Health & Language  
Sept 2023



# Research Objective

# Research Objective

---



St Andrew's Healthcare is a **mental health charity**, and its purpose is to inspire hope for those living with complex mental health needs.

St Andrew's Healthcare is **looking to a future with less stigma**, more community support, more research and education, and to ensure that mental health policies are sustainable and lead to real change.

With this in mind, MMC Research & Marketing was commissioned to **conduct a quantitative study to assess how language is used and perceived by the general public in relation to complex mental health issues**.

This report presents the findings of this research project.



# Executive Summary

# Executive Summary

---



**36% of respondents use the slang word 'nutter'** in their everyday conversations. 28% use 'psycho' and 22% use 'lunatic'. Just 6% use the word 'skitzo'



**67% feel Schizophrenia and 64% feel Psychosis are not discussed enough** in society. 13% feel anxiety is talked about too much



When asked what words they might use to **describe someone with Schizophrenia, respondents spontaneously used words such as unpredictable, confused, unstable, mental and troubled**



**78% of respondents disagreed with the statement asking if mental illness is a sign of weakness.** 22% agreed that people could snap out of a mental illness if they had a more positive attitude



**42% would feel frightened if they required treatment in a psychiatric hospital.** 21% would feel embarrassed about this too, but 3% or less would feel embarrassed if it were someone close to them



**32% of respondents would feel uneasy (net score) around someone who has been in a psychiatric hospital or in prison for theft.** Just 15% would feel uneasy around someone who has a learning disability



Just **25% of respondents said they would be likely to stop and help if they witnessed someone having a psychotic episode.** By comparison, 62% would be likely to do so if someone were having a panic attack

# Methodology

**MMC**

# Methodology

---



5-minute online survey, conducted between Mon 11<sup>th</sup> – Sun 17<sup>th</sup> Sept 2023



Sample was provided via an online research panel which holds over 300,000 registered adult members



1,010 respondents completed the survey, with nationally representative quotas applied to age, gender, socio-economic grade and region. The results have been analysed statistically

# Analysis & Reporting

---



Not all percentages will add up to 100% because of decimal point rounding or multiple-choice questions



Findings based on small numbers (i.e. <5%) should be interpreted with caution



Where respondents skipped a question, the base size will not equal the total number of surveys completed



Where 0% is shown, answers were less than 1%





# Respondent Profile

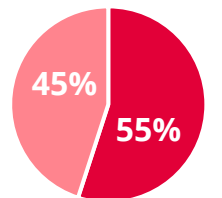
# Demographics

Quotas were applied to age, gender and socio-economic grade to ensure the sample was nationally representative

Gender\*

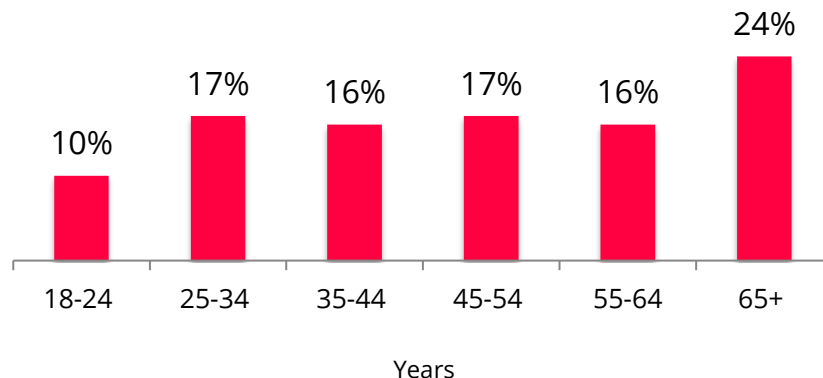


Socio-Economic Grade



■ ABC1 ■ C2DE

Age



\*Gender - Prefer to self-describe: 0%

Q1. Please select your gender.

Q2. Please select the age band which applies to you.

Q4. What is the occupation of the main income earner in your household?

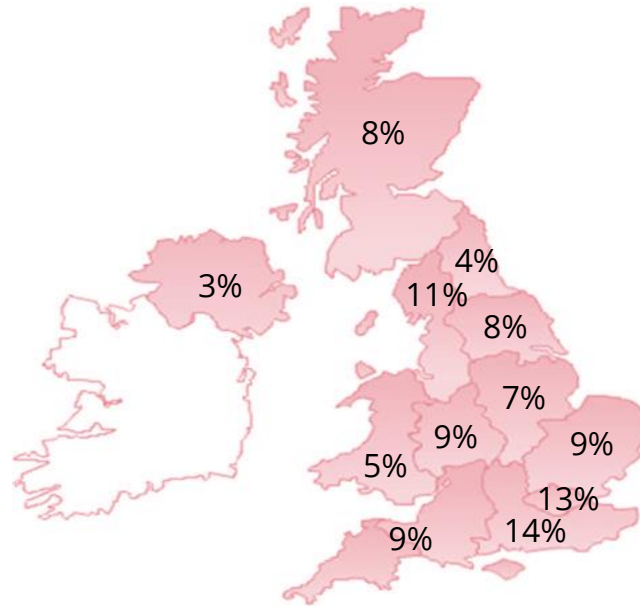
Base size: All respondents (1,010)



# Location

---

Quotas were also applied to UK region to ensure the sample was nationally representative



**Q3.** Please select your location.  
**Base size:** All respondents (1,010)

# Mental Health Descriptions

---

41% of respondents did not perceive any of the statements to be accurate descriptors for them. From this, we can infer that 59% have had some exposure to mental health problems

28%



I **sometimes struggle** with my mental health

28%



A **close family member or friend has been diagnosed** with a mental health problem

17%



I have **personally been diagnosed** with a mental health problem



41%

None of the above

# Mental Health Descriptions

---



Those **aged 18-34 years and 35-54 years** were significantly more likely **to select 'I sometimes struggle with my mental health'** (38% 18-34 / 34% 35-54 / 16% 55+)



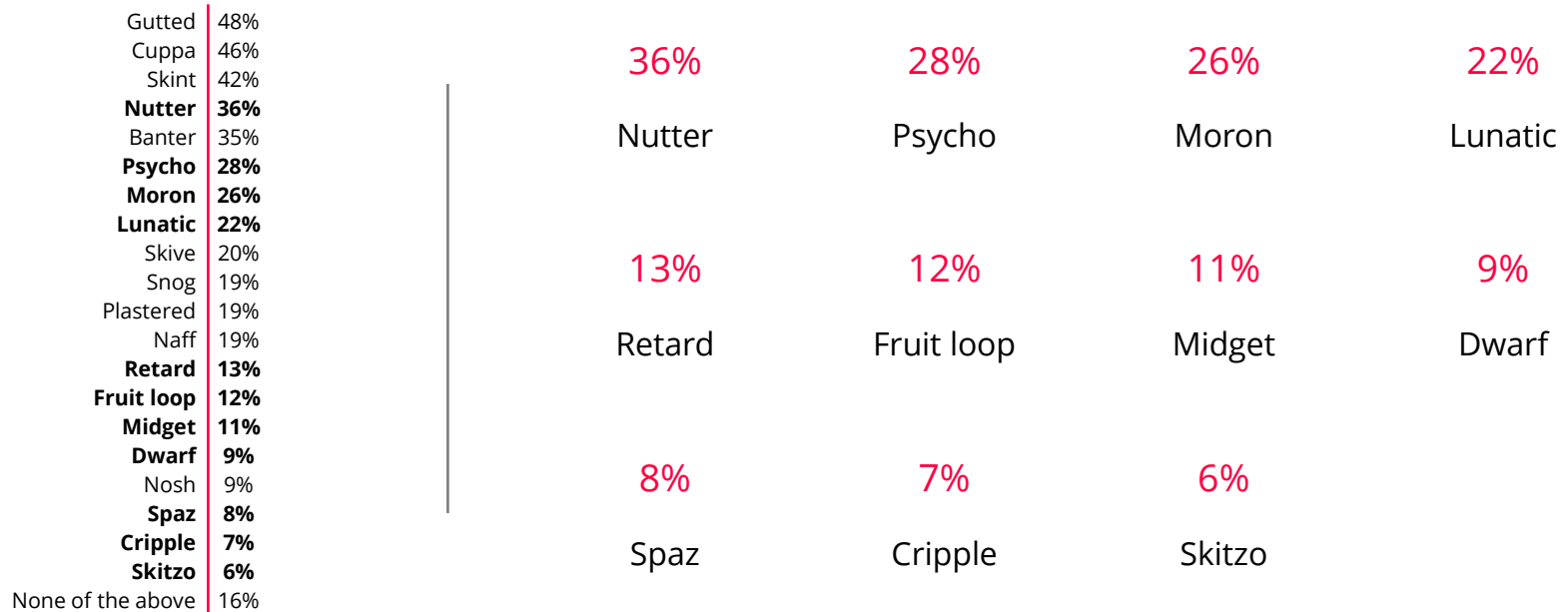
**Females** were significantly more likely **to select 'I sometimes struggle with my mental health'** compared to males (23% males / 34% females)



# Use of Slang Words

# Slang Word Use

Over a third of respondents use the word 'nutter' in their everyday conversations. 28% use 'psycho' and 22% use 'lunatic'. Just 6% use the word 'skitzo'



Q5. Which, if any, of the following slang words and phrases do you sometimes use in your everyday conversations?

Base size: All respondents (1,010)



# Slang Word Use

---



Those **aged 18-34 years** were significantly more likely **to use the word 'psycho'** in their everyday language compared to other age groups (37% 18-34 / 33% 35-54 / 18% 55+)



Those **aged 35-54 years** were significantly more likely to use the following slang words:

- **Nutter** (30% 18-34 / 42% 35-54 / 35% 55+)
- **Fruit loop** (12% 18-34 / 19% 35-54 / 7% 55+)
- **Skitzo** (4% 18-34 / 10% 35-54 / 4% 55+)



**Males** were significantly more likely **to use the word 'moron'** (31% males / 21% females)

**Q5.** Which, if any, of the following slang words and phrases do you sometimes use in your everyday conversations?

**Base size:** All respondents (1,010)





# Mental Health Discussions

**MMC**

# Discussing Mental Health

Over half of respondents felt that any of the mental health problems listed are not discussed enough in society. 67% feel this way about Schizophrenia, specifically, and 64% about Psychosis

	Not enough	About the right amount	Too much	I don't know
Schizophrenia	67%	17%	2%	14%
Psychosis	64%	14%	3%	19%
Bipolar disorder	59%	23%	4%	14%
Post-Traumatic Stress Disorder (PTSD)	57%	25%	7%	11%
Depression	55%	29%	10%	6%
Eating disorders	53%	27%	9%	11%
Anxiety	51%	28%	13%	8%

**Q10.** As a society in general, do you feel we talk about the following mental health problems too much, about the right amount or not enough?

**Base size:** All respondents (1,010)



# Discussing Mental Health

---



**Females** were significantly more likely **to feel the following mental health problems aren't talked about enough in society in general**

## **Not enough scores**

- Schizophrenia: 59% males / 74% females
- Psychosis: 54% males / 74% females
- Bipolar disorder: 49% males / 69% females
- Post-Traumatic Stress Disorder (PTSD): 51% males / 64% females
- Eating disorders: 44% males / 61% females



Those **aged 55+ years** were significantly more likely **to select 'I don't know'** in response to the following mental health problems and the degree to which they are discussed in society:

## **I don't know scores**

- Psychosis: 10% 18-34 / 14% 35-54 / 29% 55+
- Schizophrenia: 9% 18-34 / 11% 35-54 / 20% 55+
- Bipolar disorder: 7% 18-34 / 13% 35-54 / 20% 55+

**Q10.** As a society in general, do you feel we talk about the following mental health problems too much, about the right amount or not enough?

**Base size:** All respondents (1,010)



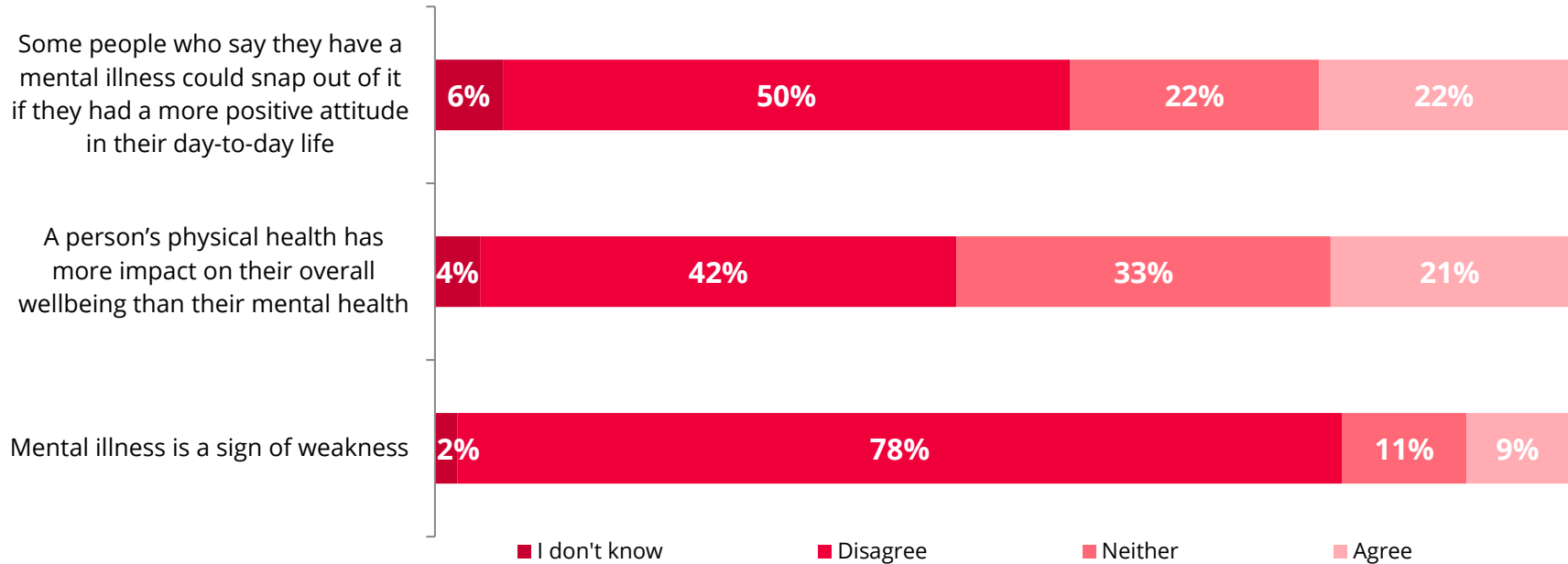
# Mental Health Perceptions

**MMC**



# Mental Health Perceptions

78% of respondents disagreed with the statement asking if mental illness is a sign of weakness. 22% agreed that people could snap out of a mental illness if they had a more positive attitude



**Q9.** On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with each of the following statements?

**Base size:** All respondents (1,010)



# Mental Health Perceptions

---



**Males** were significantly more likely **to agree with each of the statements about mental health**

## **Agree (net scores)**

- Mental illness is a sign of weakness: 12% males / 5% females
- Some people who say they have a mental illness could snap out of it if they had a more positive attitude in their day-to-day life: 29% males / 15% females
- A person's physical health has more impact on their overall wellbeing than their mental health: 26% males / 16% females

**Q9.** On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with each of the following statements?

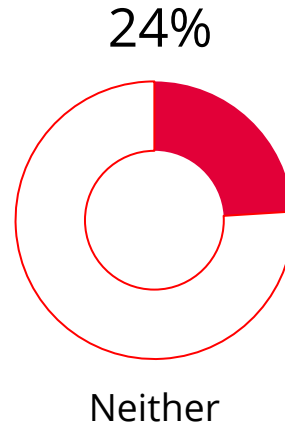
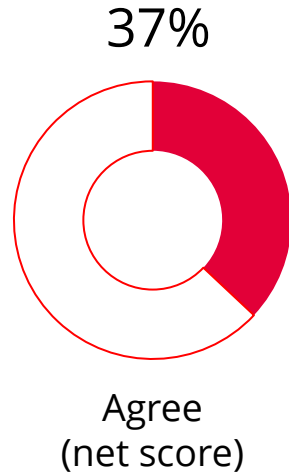
**Base size:** All respondents (1,010)



# Self Harm Motivations

Opinions were divided as to whether the need for attention is a motivating factor for self-harming, with 37% agreeing and 31% disagreeing with the statement

Statement: **A motivating factor for self-harming is the need for attention.**



I don't know: 8%

**Q9.** On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with each of the following statements?

**Base size:** All respondents (1,010)



# Self Harm Motivations

---



Those **aged 18-34 years** were significantly more likely to **disagree (net score) that a motivating factor for self-harming is the need for attention** (39% 18-34 / 33% 35-54 / 25% 55+)



**Males** were significantly more likely to **agree (net score) that a motivating factor for self-harming is the need for attention** (45% males / 29% females)



Those **who did not feel any of the mental health descriptions applied to them (Q12)** were significantly more likely to **agree (net score) that a motivating factor for self-harming is the need for attention**

## **Agree (net scores)**

- I sometimes struggle with my mental health: 27%
- A close family member or friend has been diagnosed with a mental health problem: 29%
- I have personally been diagnosed with a mental health problem: 31%
- None of the above: 44%

**Q9.** On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with each of the following statements?

**Base size:** All respondents (1,010)





# Feelings towards Treatment

# Feelings towards Treatment

42% would feel frightened if they required treatment in a psychiatric hospital. 21% would feel embarrassed about this too, but 3% or less would feel embarrassed if it were someone close to them

	Myself	My partner/spouse	My children	A close friend	A work colleague
Embarrassed	21%	3%	3%	2%	2%
Uncomfortable	23%	7%	6%	7%	7%
Frightened	<b>42%</b>	21%	21%	11%	5%
Upset	32%	25%	26%	21%	8%
Understanding	12%	33%	30%	41%	30%
Supportive	12%	<b>51%</b>	<b>44%</b>	<b>58%</b>	<b>39%</b>
Sympathetic	10%	35%	29%	41%	29%
Open-minded	15%	21%	19%	27%	21%
Indifferent	3%	1%	1%	2%	5%
None of these	4%	3%	3%	3%	5%
Not applicable	6%	19%	30%	8%	23%

**Q11.** Which, if any, of the following words describe how you think you would feel if the following people were diagnosed with a complex mental health problem that required treatment in a psychiatric (mental health) hospital?

**Base size:** All respondents (1,010)



# Feelings towards Treatment

---



Those **aged 18-34 years** were significantly more likely **to use the phrase 'open-minded'** to describe how they would feel if **their partner/spouse** required treatment in a psychiatric hospital (28% 18-34 / 21% 35-54 / 16% 55+)



**Males** were significantly more likely **to use the word 'uncomfortable'** to describe how they would feel if **their children** (9% males / 3% females) **or a work colleague** (9% males / 4% females) required treatment in a psychiatric hospital



**Females** were significantly more likely **to use the word 'frightened'** to describe how they would feel if **they, themselves**, (32% males / 51% females) **or their partner/spouse** (16% males / 25% females) required treatment in a psychiatric hospital



**ABC1s** (socio-economic grade) were significantly more likely **to use the words 'supportive'** (43% ABC1 / 33% C2DE) or **'understanding'** (33% ABC1 / 25% C2DE) to describe how they would feel if **a work colleague** required treatment in a psychiatric hospital

**Q11.** Which, if any, of the following words describe how you think you would feel if the following people were diagnosed with a complex mental health problem that required treatment in a psychiatric (mental health) hospital?

**Base size:** All respondents (1,010)

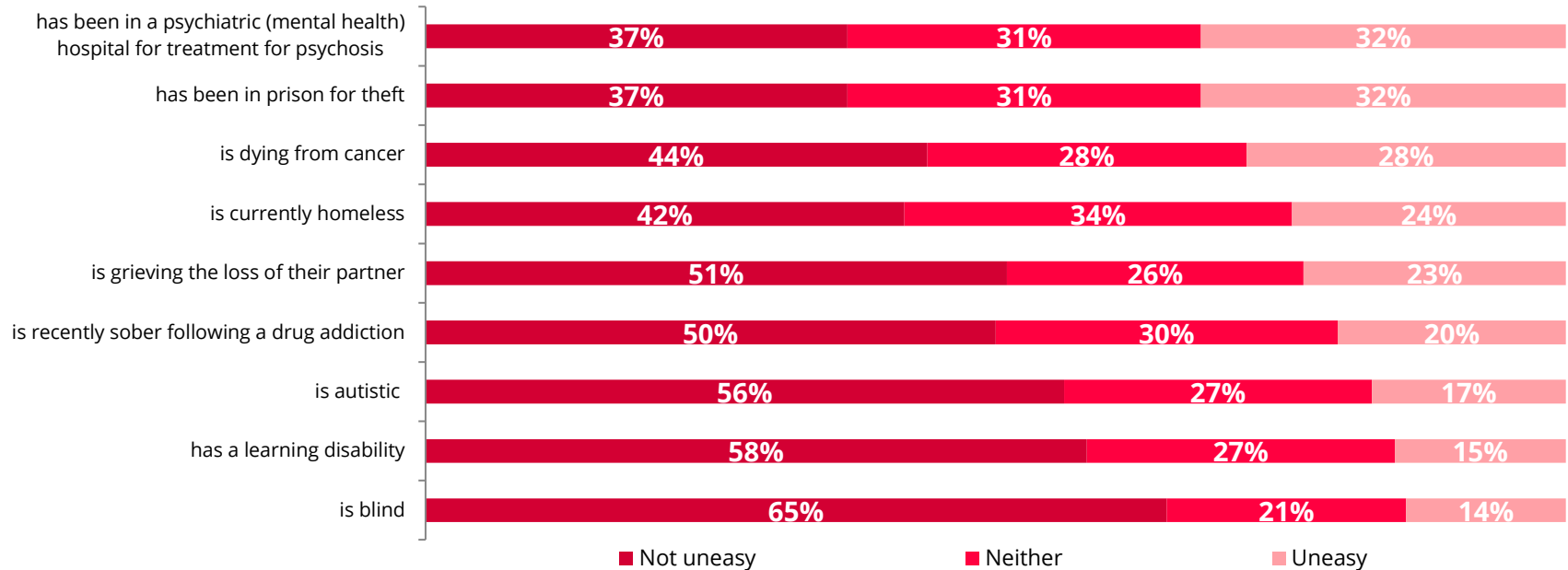




# Levels of Unease

# Levels of Unease

32% of respondents would feel uneasy (net score) around someone who has been in a psychiatric hospital or in prison for theft. Just 15% would feel uneasy around someone who has a learning disability



Q6. On a scale of 1 to 5, where 1 is not at all uneasy and 5 is very uneasy, how uneasy would you feel spending time with each person? Someone who...

Base size: All respondents (1,010)



# Levels of Unease

---



Those **who did not feel any of the mental health descriptions applied to them** (Q12) were significantly more likely **to feel uneasy (net score) in the presence of someone who has been in a psychiatric (mental health) hospital** for treatment for psychosis

## Uneasy (net scores)

- I sometimes struggle with my mental health: 31%
- A close family member or friend has been diagnosed with a mental health problem: 27%
- I have personally been diagnosed with a mental health problem: 24%
- None of the above: 36%

**Q6.** On a scale of 1 to 5, where 1 is not at all uneasy and 5 is very uneasy, how uneasy would you feel spending time with each person? Someone who...

**Base size:** All respondents (1,010)



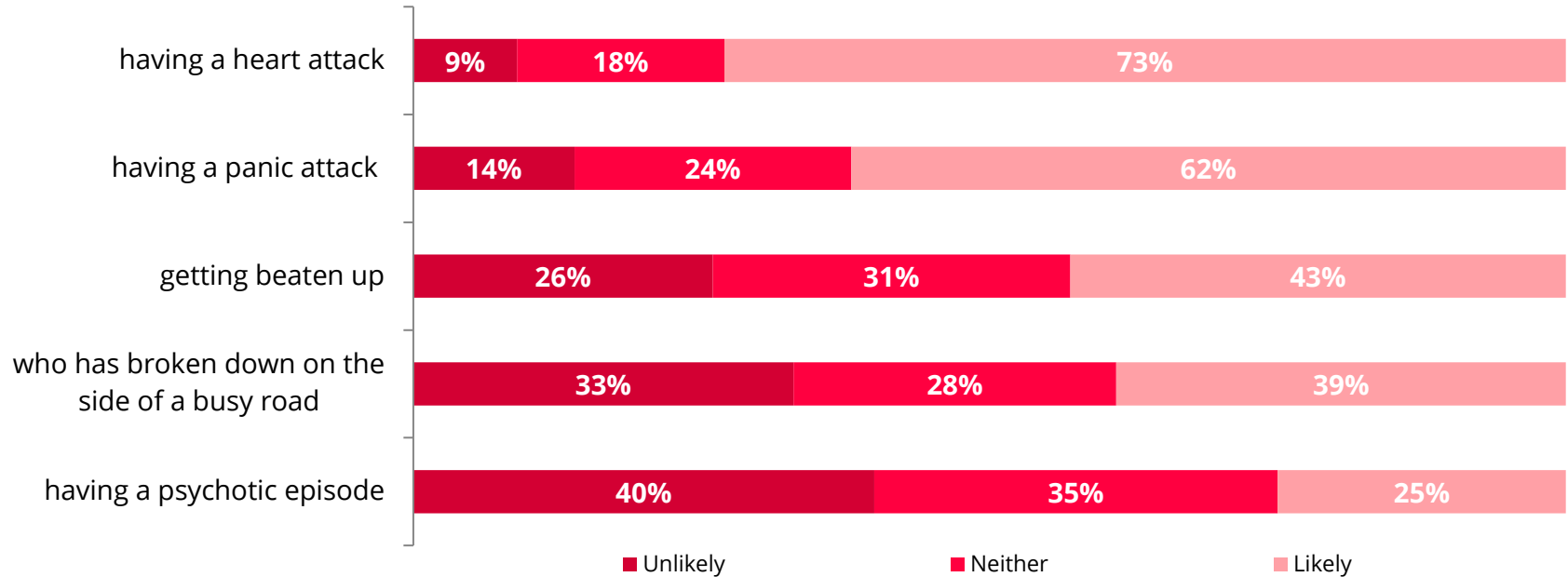
Likelihood to  
Stop and Help

**MMC**



# Likelihood to Stop and Help

Just 25% of respondents said they would be likely to stop and help if they witnessed someone having a psychotic episode. By comparison, 62% would be likely to do so if someone were having a panic attack



**Q7.** On a scale of 1 to 5, where 1 is not at all likely and 5 is very likely, how likely are you to stop and help in the following situations? You witness someone...

**Base size:** All respondents (1,010)



# Likelihood to Stop and Help

---



**Females** were significantly more likely **to stop and help should they witness someone having a panic attack** (56% males / 68% females)



Those **who did not feel any of the mental health descriptions applied to them** (Q12) were significantly less likely **to stop and help should they witness someone having a panic attack**

## Unlikely (net scores)

- I sometimes struggle with my mental health: 13%
- A close family member or friend has been diagnosed with a mental health problem: 10%
- I have personally been diagnosed with a mental health problem: 12%
- None of the above: 18%

**Q7.** On a scale of 1 to 5, where 1 is not at all likely and 5 is very likely, how likely are you to stop and help in the following situations? You witness someone...

**Base size:** All respondents (1,010)





**Market research that makes sense.**

**Marketing strategies that makes a difference.**



<http://mmc.agency>



[hello@mmc.agency](mailto:hello@mmc.agency)



Sunderland Software Centre  
1 Tavistock Place  
Sunderland  
SR1 1PB