

SFSP

Type: SFSP Frequency Report

Date: 1/6/2011

Time Zone in which Dates/Times Appear: (GMT-05:00) Eastern Time (US & Canada)

Total number of responses collected: 181

1: Where do you live?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
San Francisco		52.8%	94
Other county in the Bay Area		40.4%	72
Other county in California		2.2%	4
Outside of California		4.5%	8
Prefer not to state		0.0%	0
Not Answered			3
		Mean	1.584
		Standard Deviation	0.749
		Valid Responses	178
		Total Responses	181

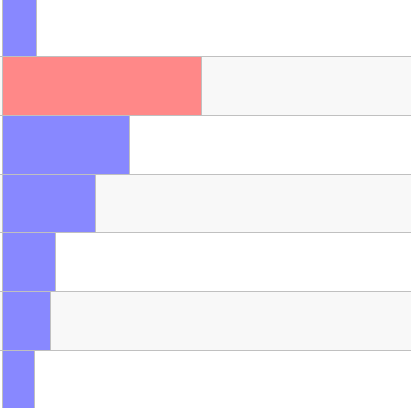
2: Gender?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Male		32.0%	57
Female		64.6%	115
Transgender		1.7%	3
Other		0.0%	0
Prefer not to state		1.7%	3
Not Answered			3
		Mean	1.747
		Standard Deviation	0.654
		Valid Responses	178
		Total Responses	181

3: Age?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
0-17		1.1%	2
18-30		44.6%	79
31-40		25.4%	45
41-50		16.9%	30
51-60		6.2%	11
61+		5.1%	9
Prefer not to state		0.6%	1
Not Answered			4
		Mean	3.000
		Standard Deviation	1.211
		Valid Responses	177
		Total Responses	181


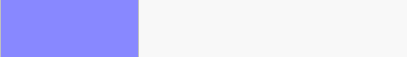

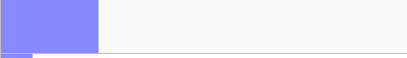

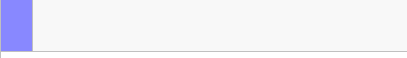
4: What is your ethnicity?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
White		52.8%	94
African American		4.5%	8
Latino		9.0%	16
Asian		19.1%	34
Native American		0.0%	0
Mixed ethnicity		9.0%	16
Other		2.8%	5
Prefer not to state		2.8%	5
Not Answered			3
		Mean	2.612
		Standard Deviation	2.045
		Valid Responses	178
		Total Responses	181

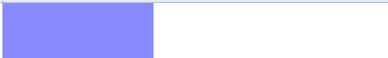
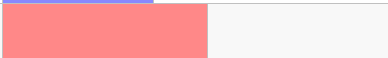

5: How often do you feel lonely, anxious or depressed?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Very often		17.4%	31
Often		29.2%	52
Occasionally		32.0%	57
Rarely		18.5%	33
Never		1.1%	2
Prefer not to state		1.7%	3
Not Answered			3
		Mean	2.618
		Standard Deviation	1.110
		Valid Responses	178
		Total Responses	181




6: Have our ever felt suicidal in the last two years?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		39.2%	71
No		53.0%	96
Prefer not to answer		7.7%	14
		Mean	1.685
		Standard Deviation	0.610
		Valid Responses	181
		Total Responses	181

7: Have you felt severely depressed in the last two years?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		56.4%	102
No		40.3%	73
Prefer not to answer		3.3%	6
		Mean	1.470
		Standard Deviation	0.563
		Valid Responses	181
		Total Responses	181

7a: How did you respond to your depression or suicidal feelings (mark all that apply)

(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
I explored professional help or counseling		53.2%	59
I called a hotline		7.2%	8
I talked about it with friends or family		50.5%	56
I did not seek help		25.2%	28
I responded in a way that is not listed		9.9%	11
		Valid Responses	111
		Total Responses	111

17: We will ask you some specific questions next, but first we want to get your initial reaction. Overall, how do you initially feel about the campaign based on these two initial concepts?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I think this is a great ad concept and the campaign will be effective for the agency.		26.6%	47
I think the campaign is cute, and is a good initial design.		33.3%	59
It is OK. I don't have especially positive or negative feelings.		20.9%	37
I don't understand the campaign, it's confusing.		3.4%	6
I don't like the concept.		15.8%	28
Not Answered			2
		Mean	2.486
		Standard Deviation	1.345
		Valid Responses	177
		Total Responses	179

FEEL LONELY?
DEPRESSED?
TRAPPED?



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9: Look at the posters again. One poster uses the word “Feeling” and the other does not. What do you think?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I think including the word “Feeling” is important.		46.3%	81
I think it is better without the word “Feeling”.		26.9%	47
While I like “Feeling” it does not matter, and better to have fewer words.		26.9%	47
Not Answered			2
		Mean	1.806
		Standard Deviation	0.835
		Valid Responses	175
		Total Responses	177



10: On these posters... one concept has no back wall, one concept has a lightly designed wall, and one has a darker wall. Which do you like best?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I like the no wall concept		45.0%	77
I like the light wall concept		24.0%	41
I like the dark wall concept		31.0%	53
Not Answered			2
		Mean	1.860
		Standard Deviation	0.863
		Valid Responses	171
		Total Responses	173



10A: Look again. Some posters have thought bubbles with the words *Call Learn Chat Email* and one poster does not have the words in the thought bubbles. Which do you like best?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I like the words Call Learn Chat Email in the thought bubbles		28.8%	49
I prefer the words Call Learn Chat Email on the poster with no thought bubbles		71.2%	121
Not Answered			3
		Mean	1.712
		Standard Deviation	0.454
		Valid Responses	170
		Total Responses	173


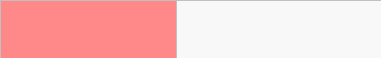

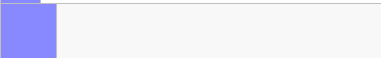
15: Look at these two posters again. Notice that the image of the city of San Francisco is handled very differently in the fish bowl. Which do you prefer?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I prefer the picture on the left – with a “cut out” city enclosed in the bowl		58.9%	99
I prefer the picture on the right, with the bridge, and city image less “cut out” or behind the bowl.		41.1%	69
Not Answered			5
		Mean	1.411
		Standard Deviation	0.493
		Valid Responses	168
		Total Responses	173


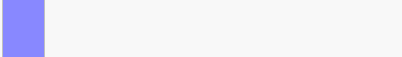

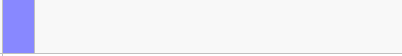
16: Lets think about the big picture here --Would you call the number or check out the website after seeing one of the above posters?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		29.8%	50
Maybe		45.8%	77
No		10.1%	17
Not sure		14.3%	24
Not Answered			3
		Mean	2.089
		Standard Deviation	0.984
		Valid Responses	168
		Total Responses	171

12: Did you know that San Francisco Suicide Prevention offers online counseling programs?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		31.5%	52
Maybe		5.5%	9
No		60.0%	99
Not sure		3.0%	5
Not Answered			1
		Mean	2.345
		Standard Deviation	0.961
		Valid Responses	165
		Total Responses	166

13: If you were depressed tonight, how would you prefer to contact the agency?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Telephone		37.8%	62
Internet Chat		36.6%	60
Sending an email about my feelings		6.1%	10
I probably would not use these services		19.5%	32
Not Answered			2
		Mean	2.073
		Standard Deviation	1.105
		Valid Responses	164
		Total Responses	166