

ONLINE SUPPLEMENT

Questionnaire

The questionnaire was adapted from Cunningham *et al*¹⁷ and Luty *et al*.¹⁶

The following is a fictional account.

Tim is depressed and took a paracetamol overdose last month to try and hurt himself.

Please underline the answer which best reflects your views.

1 Do you think that this would damage Tim's career?
Strongly agree -2/Agree -1/Neutral 0/Disagree +1/Strongly disagree +2/Don't know

2 I would be comfortable if Tim was my colleague at work.
Strongly agree +2/Agree +1/Neutral 0/Disagree -1/Strongly disagree -2/Don't know

3 I would be comfortable about inviting Tim to a dinner party.
Strongly agree +2/Agree +1/Neutral 0/Disagree -1/Strongly disagree -2/Don't know

4 How likely do you think it would be for Tim's wife to leave him?
Very likely -2/Quite likely -1/Neutral 0/Unlikely +1/Very unlikely +2/Don't know

5 How likely do you think it would be for Tim to get in trouble with the law?
Very likely -2/Quite likely -1/Neutral 0/Unlikely +1/Very unlikely +2/Don't know

[Time to Change logo here] Do you recognise this logo? Yes/No

Have you ever heard of the Time to Change Campaign?
Yes/No

What issue or organisation does the Time to Change campaign promote (please underline).

- 1 Timex watches
- 2 The Liberal Party
- 3 Discrimination against mental illness
- 4 British Gas
- 5 The Council for Racial Equality
- 6 Don't know/None of the above

How many people are affected by mental health problems?
(Please underline)

- 1 One in three
- 2 One in four
- 3 One in five
- 4 One in six
- 5 Don't know



Fig. DS1 British Conservative Party leader, David Cameron MP, in a promotional picture with 'Election to Change' and 'Vote for Change' posters in the background (published with permission).