

2025 Stigma Report

Presented by Ivan Moore



ONETEAM TWO COMPANIES

DENALIDANIELS + ASSOCIATES ALASKA SURVEY RESEARCH



Survey Details

- Fielding dates: July 21-28, 2025
- Sample size: 1,511 Alaska adults (18+)
- Methodology: Text-to-online
- Similar analyses done in 2023 and 2021
- Purpose: To better understand stigma associated with the Trust's beneficiaries among Alaska's population, and to inform Trust efforts in addressing stigma.

Measuring Stigma

- 6 beneficiary groups
 - Alcohol misuse
 - Drug misuse
 - Traumatic brain injury
 - Developmental disability
 - Mental illness
 - Alzheimer's disease
- Description of each individual, varying in gender and recovery clause
- Presented a list of agree/disagree statements to assess stigma

Agree-Disagree Mean Score

- To simplify comparison between stigma statements and beneficiary groups, we will present the results from the agree-disagree statements as mean values...
 - Strongly agree – 4
 - Mildly agree – 3
 - No opinion – 2
 - Mildly disagree – 1
 - Strongly disagree – 0
- This creates a 0-4 scale, analogous to an academic GPA score

	Alcohol Misuse	Drug Misuse	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Would be likely to worry about what people would think if she/he disclosed her/his condition	2.81	2.95	2.42	2.75	2.26	2.48
Would be likely to have trouble maintaining employment	2.81	2.60	2.42	2.45	2.04	2.96
I would feel uncomfortable if she/he sat next to me on an airplane	1.77	1.62	1.24	1.48	1.30	1.40
Would be likely to act in unpredictable ways	2.72	2.55	1.98	2.84	1.94	2.90
Would be likely to pose a danger to herself/himself or others	2.59	2.40	1.33	2.18	1.07	2.39
I could imagine being friends with her/him	2.41	2.34	3.27	2.75	3.22	2.99
Would be likely to experience discrimination in her/his community	2.62	2.82	2.39	2.57	2.51	2.27
If I was a landlord, I would feel comfortable renting an apartment to her/him	1.56	1.54	2.77	2.34	2.98	1.89
I would find it easy to have a conversation with her/him	2.54	2.66	2.70	2.77	2.66	2.29
I would be comfortable if my parent or child had a friendship with her/him	1.94	1.85	3.09	2.61	3.23	2.88
I would trust her/him to be responsible for something valuable of mine	1.11	1.03	2.13	1.88	2.64	0.98
I would be comfortable employing someone like her/him	1.54	1.66	2.58	2.22	2.97	1.60
Concern about what people thought would probably impact her/him in seeking help for her/his condition	2.66	2.63	2.20	2.57	2.17	2.24

Stigma Score (0-16)

1. ...likely to have trouble maintaining employment
2. ...feel uncomfortable if sat next to on an airplane
3. ...be likely to act in uncomfortable ways
4. ...likely to pose a danger to themselves

5. ...feel comfortable renting an apartment to them
6. ...be comfortable if parent or child had a friendship
7. ...trust to be responsible for something valuable
8. ...comfortable employing someone like them

- Strongly agree – 2
- Mildly agree – 1

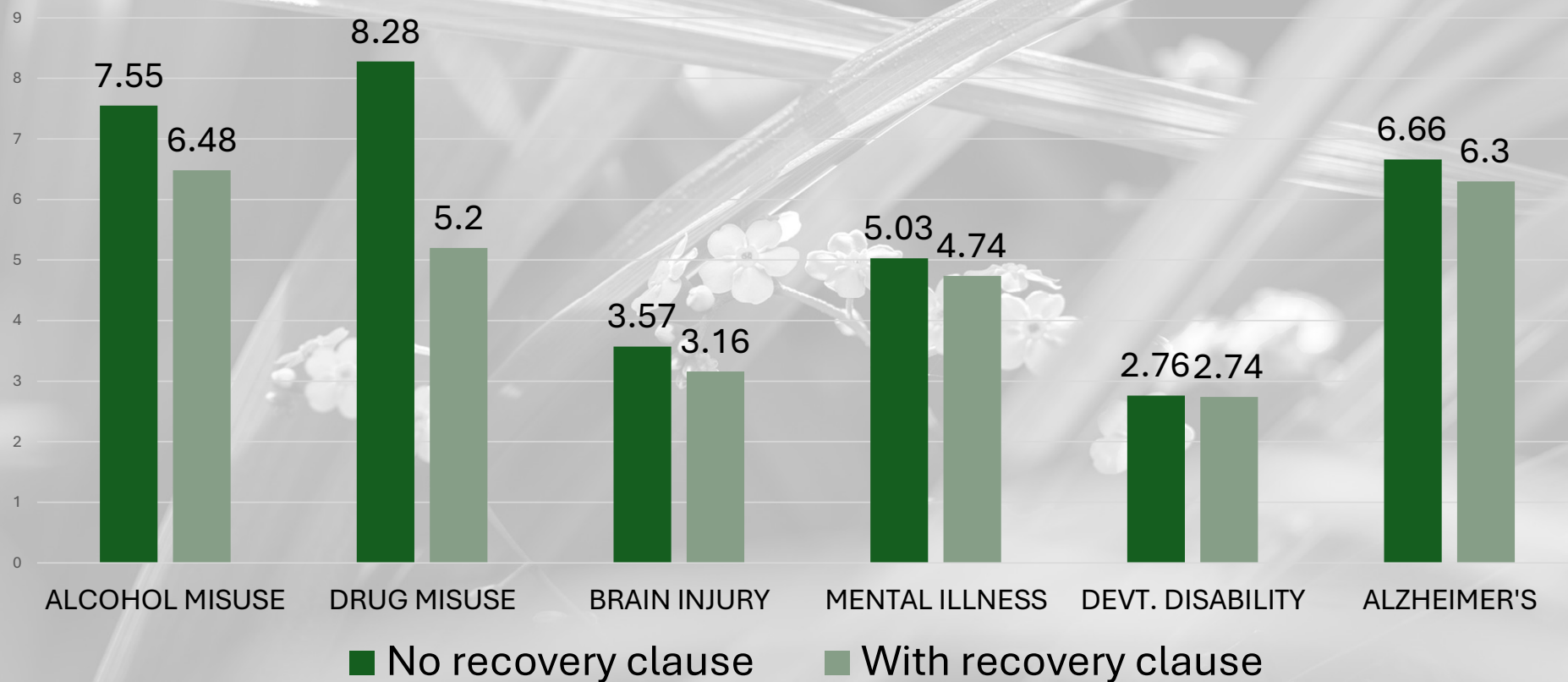
- Strongly disagree – 2
- Mildly disagree – 1



Key Findings

- Alcohol misuse received the highest stigma score (6.99)
 - Consistent with 2023 and 2021 results
- Developmental disability received the lowest stigma score (2.75)
 - Consistent with 2023 and 2021 results
- Drug misuse saw the most frequent shifts towards stigma-based attitudes (10 of 12 moved negative) compared to 2023
 - Note the change in recovery clause
- Recovery clause resulted in most substantial reduction in overall stigma for drug and alcohol misuse groups

Stigma Scores by Recovery Clause



Subject Gender



- Alcohol misuse
 - More likely to feel comfortable renting an apartment to a male beneficiary, a change from 2023
- Drug misuse
 - More likely to agree that male beneficiary would pose a danger to themselves or others
- Brain injury
 - More likely to agree that female beneficiary would experience discrimination in their community
- Developmental disability
 - More likely to agree that female beneficiary would experience discrimination in their community

Subject Gender (cont.)

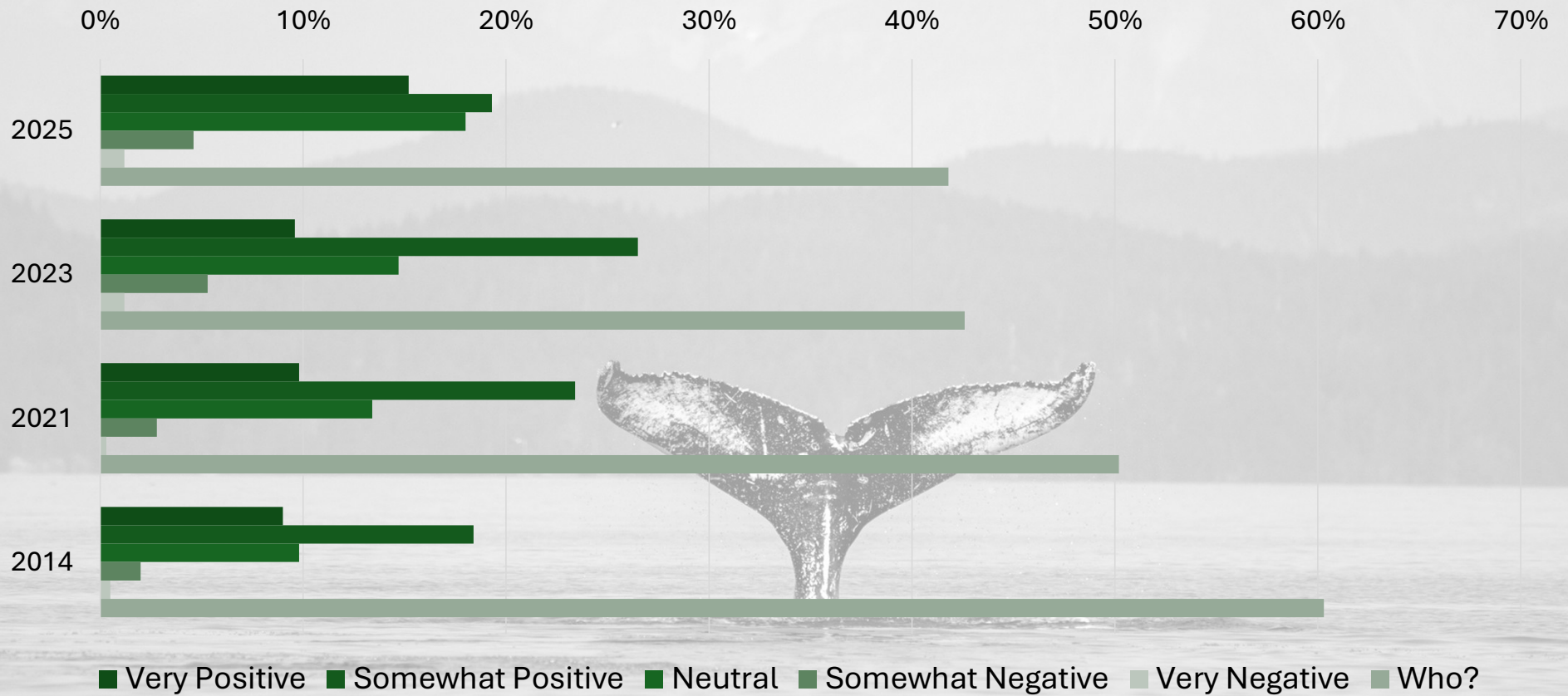
- Mental illness
 - More likely to think that male beneficiary would be concerned if condition was disclosed
 - More likely to agree that it would be easy to have a conversation with male beneficiary
- Alzheimer's
 - More likely to agree that male beneficiary would pose danger to self or others
 - More likely to feel comfortable renting an apartment to male beneficiary
 - More comfortable with parent or child having a friendship with female beneficiary

AMHTA's Rating

Q: Have you heard of an organization called the Alaska Mental Health Trust Authority?

Q: Are your feelings towards the Alaska Mental Health Trust Authority very positive, somewhat positive, somewhat negative, or very negative?

AMHTA's Rating 2014-2025

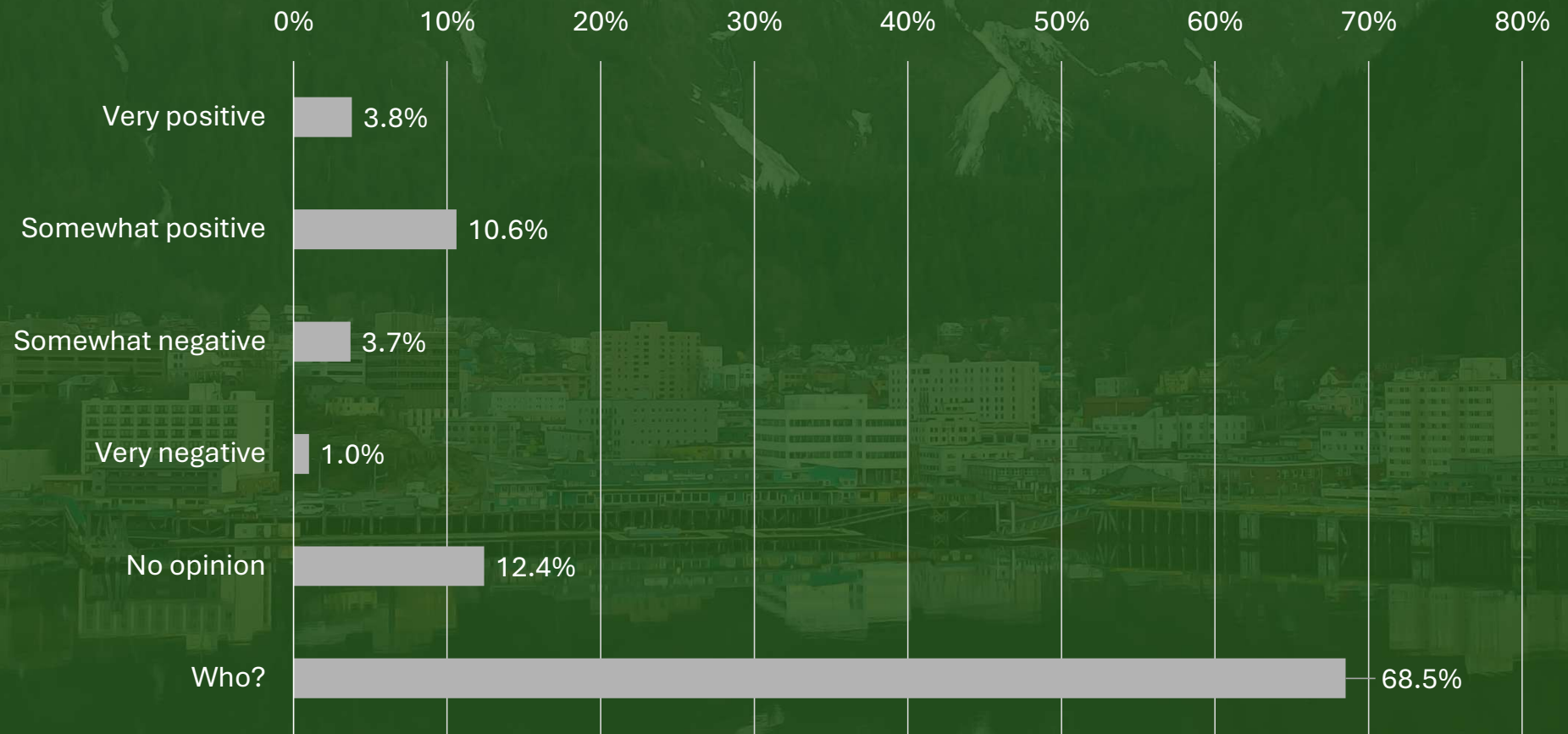


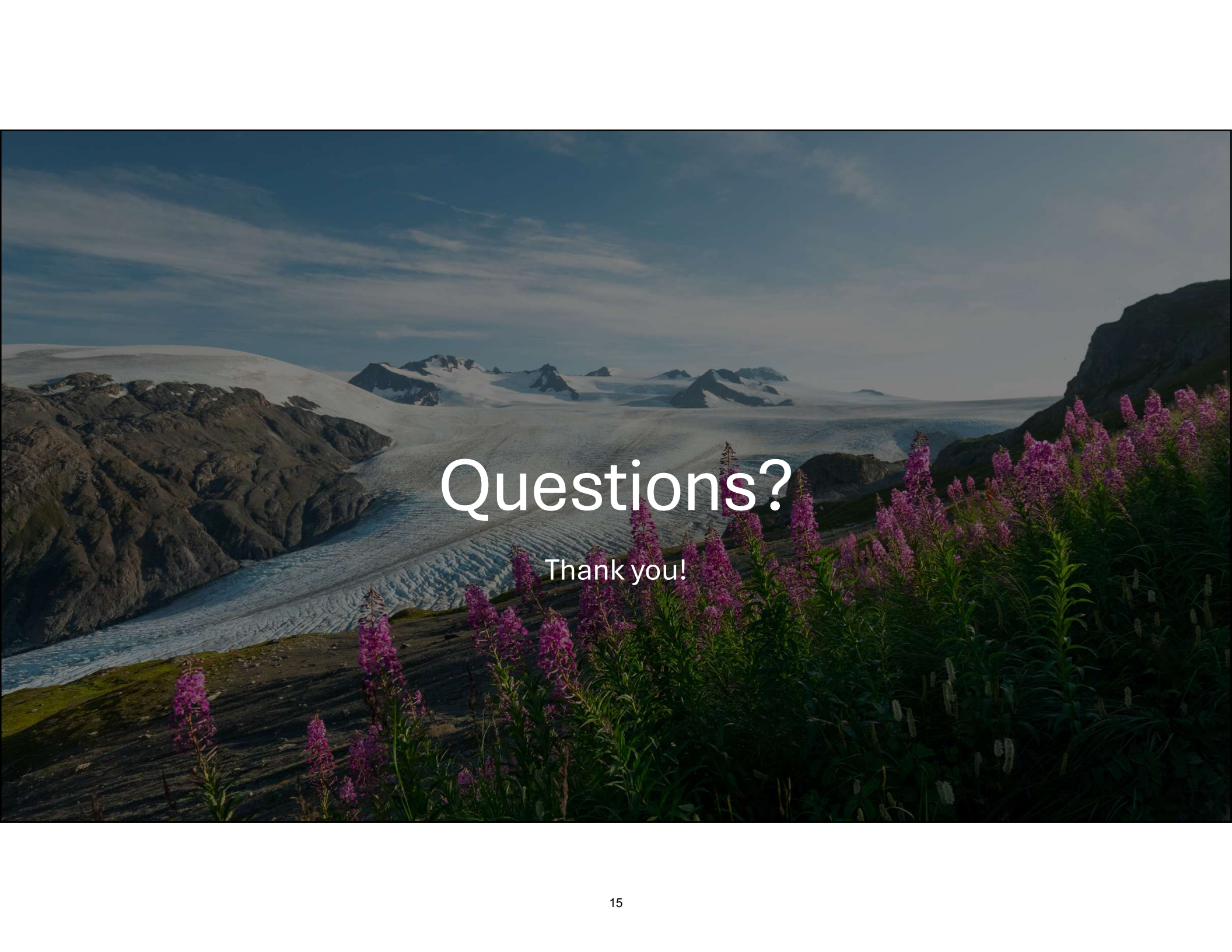
TLO's Rating

Q: Have you heard of an organization called the Trust Land Office?

Q: Are your feelings towards the Trust Land Office very positive, somewhat positive, somewhat negative, or very negative?

TLO's Rating 2025





Questions?

Thank you!



ALASKA SURVEY RESEARCH PRESENTS THE

2025 STIGMA SURVEY

REPORT

PREPARED FOR THE ALASKA MENTAL HEALTH TRUST AUTHORITY

SURVEY DETAILS

FIELDING DATES: July 21 - July 28, 2025

SAMPLE SIZE: 1,511 Alaska adults (18+)

MARGIN OF ERROR: $\pm 2.5\%$ at 95% confidence level

WEIGHTING: Data was weighted to Alaska population proportions by zipcode, age, race, gender, education level, and political party affiliation

FIELDING METHODOLOGY: Text-to-online

ANALYSIS: SPSS

RESEARCH DIRECTOR: Ivan Moore





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EXECUTIVE SUMMARY

Introduction

This is the third statewide survey conducted for the Alaska Mental Health Trust Authority on the topic of stigma. The first survey was conducted in 2021, with subsequent surveys in two year intervals following: 2023, and 2025. It is the fourth survey done by Alaska Survey Research (formerly Ivan Moore Research) for AMHTA since 2014. Data from all 4 surveys are being compiled in this executive summary, so that AMHTA may find value in overall trends from almost 10 years of survey research.

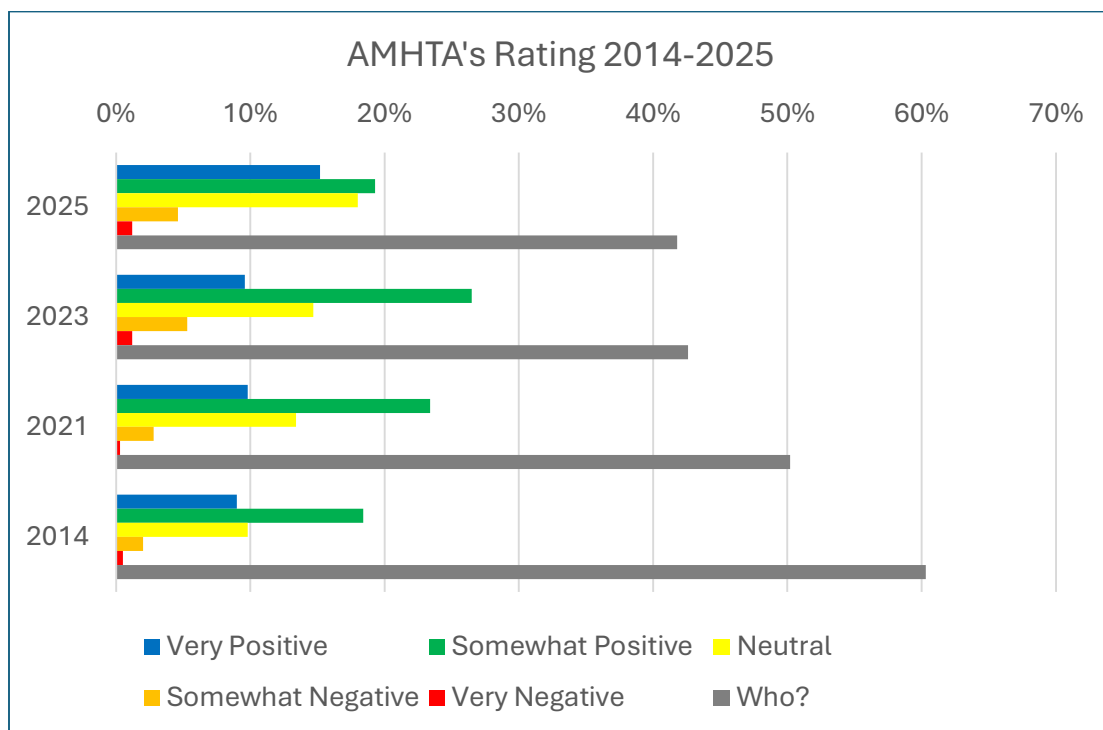
The principal purpose of this survey is to evaluate the degree of stigma that exists in the Alaska population towards people who are beneficiaries of the Trust. Stigma can manifest in a number of different ways and towards people with different conditions. We measure the extent each is held in the Alaska population and we seek also to identify demographic groups where the stigma is elevated. We will focus on comparisons of the most recent survey data – 2023 and 2025 – for the findings that follow.

AMHTA's Rating

Q: Have you ever heard of an organization called the Alaska Mental Health Trust Authority?

Q: Are your feelings toward the Alaska Mental Health Trust Authority very positive, somewhat positive, somewhat negative, or very negative?

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Who?
2025	15.2%	19.3%	18.0%	4.6%	1.2%	41.8%
2023	9.6%	26.5%	14.7%	5.3%	1.2%	42.6%
2021	9.8%	23.4%	13.4%	2.8%	0.3%	50.2%
2014	9.0%	18.4%	9.8%	2.0%	0.5%	60.3%



The word is getting out about Alaska Mental Health Trust Authority! The “Never Heard” percent is down from just over 60% in 2014 to 41.8% now. Compared to 2023, the “Very Positive” rating has increased 5.6 points, from 9.6% to 15.2%. The overall positive rating, combining both “Very Positive” and “Somewhat Positive”, has decreased by 1.6 points since 2023, from 36.1% in 2023 to 34.5% in 2025. However, the overall negative rating is down as well, 0.7 points from 2023 to 2025. Overall, the positive to negative ratio has increased from 2023 to 2025 – nice work!

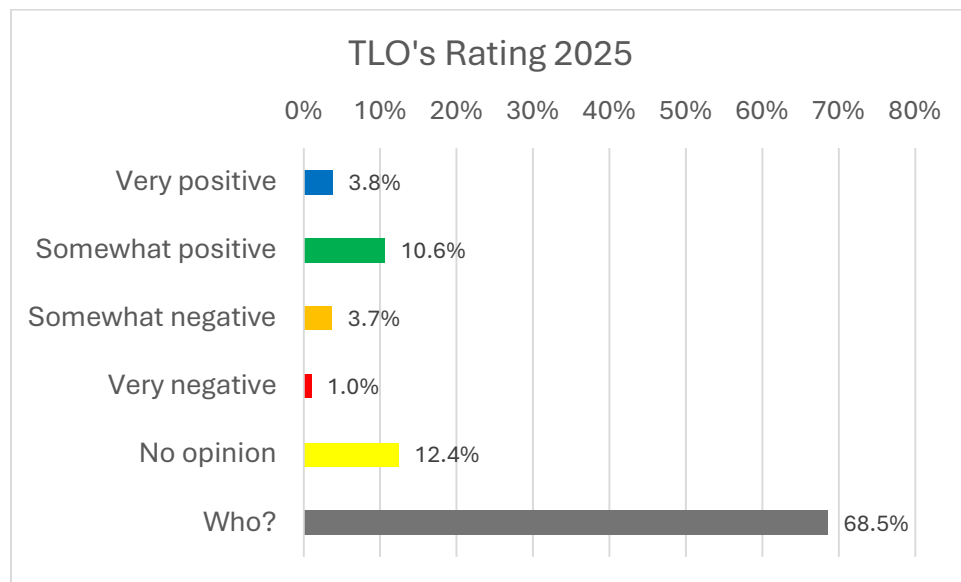
Trust Land Office's Rating

Respondents were asked about their awareness and feelings towards the Trust Land Office.

Q: Have you ever heard of an organization called the Trust Land Office?

Q: (IF YES...) Are your feelings toward the Trust Land Office very positive, somewhat positive, somewhat negative, or very negative?

Incorporated together, these questions elicit the following result:



In 2017, a survey commissioned by AMHTA and conducted by Craciun Research asked similar questions about the Trust Land Office. The results in that survey showed 17% of Alaskans with positive views of the TLO, 4% with negative views and 78% as "DK/Unsure". Whether we are able to make valid comparisons between our current results and previous ones, depends on the extent to which methodology, fielding method and question wording (among other things) are similar and comparable. Much of this is unknown. However, despite the difference in all these things the results are in the same ballpark, and certainly suggest that awareness and attitudes towards the Trust Land Office are not much changed since 2017.

Sources of AMHT info

Q: In the last 3 months, do you recall seeing, hearing or reading references to the Alaska Mental Health Trust Authority from any source?

When we factor in the “Never heard responses” so that we’re looking at an apples-to-apples, full sample response to this question, we see the following 2021-2025 comparison:

	2021	2023	2025
Yes	19.7%	26.3%	18.1%
No	30.1%	31.1%	40.2%
Never heard of AMHTA (de facto no)	50.2%	42.6%	41.8%

Communications impact is down from 2023 to 2025 by 8.2 points, with the percent of people recalling seeing, hearing or reading references to AMHTA down from 26.3% to 18.1%.

This year, we made wholesale changes to the list of sources respondents may have gotten AMHT info from, so comparisons are hard to make. We see decreases in most categories below, consistent with the decrease in the table above.

	2023	2025
An ad on the internet or social media	12.9%	9.8%
News stories on radio, TV, or in your local newspaper	14.8%	9.1%
News stories anywhere online	9.9%	6.8%
An ad on regular broadcast or cable TV channels	7.7%	5.8%
Through work	6.6%	5.5%
Anything else on the internet (AMHT website, Google search, email etc.)	6.7%	5.4%
At a community event	3.9%	5.3%
From friends and family	6.6%	5.2%
An ad on streaming TV (like Hulu)	4.5%	5.0%
On a poster or handout	3.5%	4.7%

Our six beneficiaries

Some changes to the survey from 2023 to 2025:

- 1) We collected a total sample size of 1,500+, vs. 1,300+ in 2023.
- 2) We edited the recovery clause for the drug misuse beneficiary. We removed the phrasing “has not used for 7 months” to better align with the recovery clauses for other beneficiary groups.
- 3) We added a 13th statement to gauge the perception of self-stigma.

It is also important to note that significant changes in fielding methodology occurred from 2021 to 2023. More details on these changes can be found in the 2023 executive summary, but it is important that these changes are kept in mind when comparing 2021 data to 2023 and 2025.

Beneficiaries of the Alaska Mental Health Trust experience a variety of stigmas in their everyday lives. The goal of this survey, as in 2021 and 2023, was to evaluate and measure how commonly these stigmas are expressed in the general population, for each of the six beneficiary types.

We used largely the same descriptions of our six individuals this year, in the content of the following question:

Q: OK, we're now going to describe a total of six individuals to you, one at a time. Please read the description of each person, and then answer the questions about them afterwards.

Each description has three phases:

- 1) The individual and the issue they have
- 2) The effect it has on their daily lives, and
- 3) A statement about what they are doing to address or manage their condition

Two split samples were again conducted in 2025, varying how paragraphs appeared:

- Equivalent male and female paragraphs were crafted for each beneficiary group subject, with male and female descriptions occurring with 50-50 probability.
- Also on a 50-50 probability, a “recovery clause” was either included or not included, describing what each subject was doing to address or manage their condition. These clauses are included in parentheses in the paragraphs below.

Alcohol Misuse

Individual 1 is Anne. Anne is dependent on alcohol. She’s tried to stop drinking but hasn’t been able to on her own. Her friends have noticed that she often appears tired and maybe hung-over when they see her and notice also that she’s become more unreliable and withdrawn from her

regular activities. (Anne has seen her doctor about options and has recently started attending a support group.)

Drug Misuse

Individual 2 is Patty. Patty started with prescription painkillers following a knee surgery, but it developed into a dependency for opioids. Her opioid usage severely impacted her relationships with family and friends, and it has taken a toll on her physical health. (Patty is now on medication to help her with her dependency, and is undergoing counseling.*)

*This recover clause has been changed since 2023 to better represent a beneficiary actively working on recovery. The previous clause included the statement “she has not used in 7 month”, signaling a higher level of recovery than represented in the rest of the beneficiaries.

Traumatic Brain Injury

Individual 3 is Maggie. A few years ago, Maggie was in a bad car accident and suffered a traumatic brain injury. Today, she has trouble concentrating and sometimes can’t remember things. When she wants to say something, sometimes it doesn’t come out right. (She is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities she used to have.)

Mental Illness

Individual 4 is Paula. Paula experiences bipolar disorder. Her condition causes episodes of extreme mood swings several times a year. During a depressive episode, Paula may have difficulty managing her day-to-day activities, and experiences fatigue and loss of energy. During a manic episode, she is very upbeat and talkative, but easily distracted. (Paula manages her condition with medication and counseling.)

Developmental Disability

Individual 5 is Bridget. Bridget experiences Autism spectrum disorder. While her autism is quite moderate, she does have a tendency to engage in repetitive behaviors, can be rigid about sticking to routines and schedules, and has difficulty engaging in conversation and reading social cues. (Bridget goes to a weekly group meeting with other people with autism, and works with a specialist who is helping her with her speech and communication.)

Alzheimer’s Disease

Individual 6 is Emma. Emma has been diagnosed with Alzheimer’s disease. She often has a hard time coming up with the right word or name when speaking and has begun to frequently misplace objects in her home. She has also begun to get easily frustrated or angry in situations that would

never have upset her before. (Emma is currently on medication to slow the progression of her Alzheimer's and help manage her behavioral symptoms.)

The Stigma Statements

After the reading of each paragraph, thirteen agree-disagree statements were read to respondents concerning the individual who had just been described.

The statements were:

[SUBJECT] would (*wouldn't*) be likely to worry about what people would think if she disclosed her condition

[SUBJECT] would (*wouldn't*) be likely to have trouble maintaining employment

I would (*wouldn't*) feel uncomfortable if [SUBJECT] sat next to me on an airplane

[SUBJECT] would (*wouldn't*) be likely to act in unpredictable ways

[SUBJECT] would be likely (*unlikely*) to pose a danger to herself or others

[SUBJECT] would (*wouldn't*) be likely to experience discrimination in her community

If I was a landlord, I would (*wouldn't*) feel comfortable renting an apartment to [SUBJECT]

I would find it easy (*hard*) to have a conversation with [SUBJECT]

I would (*wouldn't*) be comfortable if my parent or child had a friendship with [SUBJECT]

I would (*wouldn't*) trust [SUBJECT] to be responsible for something valuable of mine

I would (*wouldn't*) be comfortable employing someone like [SUBJECT]

I could (*couldn't*) imagine myself being friends with [SUBJECT]

Concern about what people thought would probably (*probably wouldn't*) impact [SUBJECT] in seeking help for her condition **

** The final statement of the thirteen is new in 2025.

A third split sample was used for these statements, where each statement was “reversed” 50% of the time by substituting the word in parentheses. For example, 50% of the time, the first statement was asked reading “would be likely to worry”, the other 50% of the time “wouldn't be likely to worry” was used. This was done to remove any bias associated with whether statements were worded in a way that asserts the existence of stigma, or in a way that asserts its non-existence.

IMPORTANT: Doing this wording reversal naturally flips the result for half the sample. A statement that has overwhelming agreement when read positively, would likely have overwhelming disagreement when read negatively. The aggregating of the two halves only makes sense if we reverse one of them. We chose to “flip” the result for the negative statement (using the italicized words) so it essentially becomes positive. Combining the results then makes sense and reflects the

result for the positive wording, but one that removes bias associated with how the statement is worded.

The Results

To simplify the comparison between stigma statements and beneficiary groups, we will present the results in two different metrics: the percent of respondents who agree vs disagree with the stigma statement, and the mean value of the stigma statement overall. To calculate the mean, we assigned values to each answer selection: strongly agree – 4, mildly agree – 3, neutral/not sure – 2, mildly disagree – 1, strongly disagree – 0. Thus, the mean is analogous to an agreement GPA that ranges from 0.0 (100% strongly disagree) up to 4.0 (100% strongly agree).

Let’s review the results for each of our six beneficiaries, along with comparisons to 2021 and 2023 data.

Alcohol Misuse

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	71%-21%	76%-18%	73%-23%	2.82	2.96	2.81	-0.15
Anne/Alan would be likely to have trouble maintaining employment	74%-21%	76%-20%	75%-21%	2.80	2.87	2.81	-0.06
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	28%-65%	37%-58%	41%-53%	1.43	1.64	1.77	+0.13
Anne/Alan would be likely to act in unpredictable ways	66%-26%	72%-22%	72%-22%	2.60	2.72	2.72	+0
Anne/Alan would be likely to pose a danger to herself/himself or others	63%-26%	68%-26%	67%-26%	2.53	2.62	2.59	-0.03
I could imagine being friends with Anne/Alan	N/A	64%-29%	61%-32%	N/A	2.49	2.41	-0.08
Anne/Alan would be likely to experience discrimination in her/his community	64%-29%	68%-26%	67%-26%	2.50	2.65	2.62	-0.03
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	38%-55%	38%-54%	32%-61%	1.71	1.75	1.56	-0.19
I would find it easy to have a conversation with Anne/Alan	73%-21%	65%-30%	65%-28%	2.77	2.51	2.54	+0.03
I would be comfortable if my parent or child had a friendship with Anne/Alan	47%-45%	44%-49%	45%-48%	1.97	1.92	1.94	+0.02

I would trust Anne/Alan to be responsible for something valuable of mine	25%-68%	18%-76%	21%-74%	1.30	1.07	1.11	+0.04
I would be comfortable employing someone like Anne/Alan	34%-58%	29%-65%	32%-62%	1.60	1.44	1.54	+0.1
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	68%-27%	N/A	N/A	2.66	N/A

The green highlighted items represent statements that lean no-stigma, whereas the orange highlighted items represent statements that lean towards stigma. Negative change in the mean for no-stigma statements, as well as positive shifts in the mean for stigma-present statements, represent movement *towards* stigma-based opinions. Thus, the **red** items in the rightmost column indicate shifts in the mean results that have moved towards stigma-based opinions since 2023.

In this set, 3 of the 12 statements show shifts of this sort for alcohol. The average negative shift for these individuals is 0.13 – overall moving towards stigma-based attitudes.

Let's look to see if we have similar patterns for our other five beneficiary groups and see if we see similar trends.

Drug Misuse

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	71%-18%	79%-15%	76%-20%	2.88	3.06	2.95	-0.11
Anne/Alan would be likely to have trouble maintaining employment	60%-30%	63%-31%	67%-29%	2.50	2.51	2.60	+0.09
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	23%-69%	32%-61%	35%-57%	1.27	1.53	1.62	+0.09
Anne/Alan would be likely to act in unpredictable ways	60%-30%	60%-34%	65%-28%	2.47	2.40	2.55	+0.15
Anne/Alan would be likely to pose a danger to herself/himself or others	54%-37%	55%-39%	60%-34%	2.25	2.24	2.40	+0.16
I could imagine being friends with Anne/Alan	N/A	63%-28%	57%-35%	N/A	2.49	2.34	-0.15
Anne/Alan would be likely to experience discrimination in her/his community	70%-23%	76%-20%	74%-21%	2.74	2.88	2.82	-0.06
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	41%-50%	41%-52%	31%-61%	1.85	1.78	1.54	-0.24
I would find it easy to have a conversation with Anne/Alan	73%-20%	72%-21%	68%-25%	2.82	2.76	2.66	-0.1
I would be comfortable if my parent or child had a friendship with Anne/Alan	50%-43%	44%-49%	43%-51%	2.06	1.93	1.85	-0.08
I would trust Anne/Alan to be responsible for something valuable of mine	25%-65%	24%-71%	18%-77%	1.26	1.18	1.03	-0.15
I would be comfortable employing someone like Anne/Alan	47%-44%	44%-51%	37%-57%	1.95	1.87	1.66	-0.21
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	67%-28%	N/A	N/A	2.63	N/A

Much more frequency in the shift here – 10 of the 12 have moved towards stigma. Average negative shift is 0.14.

Brain Injury

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	65%-26%	65%-28%	62%-31%	2.61	2.56	2.42	-0.14
Anne/Alan would be likely to have trouble maintaining employment	60%-28%	64%-30%	62%-32%	2.42	2.46	2.42	-0.04
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	16%-81%	26%-69%	26%-69%	0.82	1.26	1.24	-0.02
Anne/Alan would be likely to act in unpredictable ways	50%-34%	49%-41%	47%-44%	2.16	2.06	1.98	-0.08
Anne/Alan would be likely to pose a danger to herself/himself or others	26%-61%	28%-65%	26%-66%	1.43	1.40	1.33	-0.07
I could imagine being friends with Anne/Alan	N/A	87%-7%	87%-7%	N/A	3.26	3.27	+0.01
Anne/Alan would be likely to experience discrimination in her/his community	62%-31%	65%-28%	61%-32%	2.41	2.49	2.39	-0.1
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	78%-16%	71%-20%	70%-22%	3.01	2.82	2.77	-0.05
I would find it easy to have a conversation with Anne/Alan	81%-15%	71%-23%	70%-24%	3.11	2.74	2.70	-0.04
I would be comfortable if my parent or child had a friendship with Anne/Alan	85%-9%	80%-13%	79%-14%	3.26	3.11	3.09	-0.02
I would trust Anne/Alan to be responsible for something valuable of mine	53%-35%	49%-43%	50%-42%	2.26	2.10	2.13	+0.03
I would be comfortable employing someone like Anne/Alan	73%-17%	68%-24%	66%-25%	2.86	2.64	2.58	-0.06
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	54%-39%	N/A	N/A	2.20	N/A

Much less magnitude in the shifts here. While 4 of the 12 shifts are towards stigma, the average negative shift has dropped to 0.04.

Mental Illness

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	70%-22%	78%-16%	71%-23%	2.82	2.98	2.75	-0.23
Anne/Alan would be likely to have trouble maintaining employment	59%-34%	64%-30%	64%-31%	2.34	2.46	2.45	-0.01
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	21%-74%	33%-60%	30%-64%	1.08	1.57	1.48	-0.09
Anne/Alan would be likely to act in unpredictable ways	69%-19%	76%-19%	77%-19%	2.72	2.82	2.84	+0.02
Anne/Alan would be likely to pose a danger to herself/himself or others	47%-42%	50%-42%	52%-39%	2.03	2.10	2.18	+0.08
I could imagine being friends with Anne/Alan	N/A	75%-18%	72%-20%	N/A	2.85	2.75	-0.1
Anne/Alan would be likely to experience discrimination in her/his community	66%-25%	71%-23%	66%-27%	2.60	2.68	2.57	-0.11
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	70%-22%	62%-30%	58%-34%	2.74	2.49	2.34	-0.15
I would find it easy to have a conversation with Anne/Alan	82%-12%	72%-21%	71%-22%	3.14	2.77	2.77	+0
I would be comfortable if my parent or child had a friendship with Anne/Alan	76%-18%	64%-28%	68%-26%	2.88	2.57	2.61	+0.04
I would trust Anne/Alan to be responsible for something valuable of mine	52%-38%	48%-44%	42%-50%	2.18	2.01	1.88	-0.13
I would be comfortable employing someone like Anne/Alan	66%-25%	56%-37%	54%-38%	2.60	2.28	2.22	-0.06
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	65%-27%	N/A	N/A	2.57	N/A

Here, 6 of the 12 shifts are towards stigma. Average negative shift – 0.09.

Developmental Disability

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	58%-27%	64%-28%	54%-37%	2.44	2.51	2.26	-0.25
Anne/Alan would be likely to have trouble maintaining employment	48%-39%	49%-45%	49%-45%	2.13	2.04	2.04	+0
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	21%-76%	27%-69%	28%-67%	1.02	1.28	1.30	+0.02
Anne/Alan would be likely to act in unpredictable ways	51%-35%	45%-48%	47%-46%	2.18	1.92	1.94	+0.02
Anne/Alan would be likely to pose a danger to herself/himself or others	22%-66%	21%-73%	18%-75%	1.26	1.13	1.07	-0.06
I could imagine being friends with Anne/Alan	N/A	84%-11%	85%-9%	N/A	3.14	3.22	+0.08
Anne/Alan would be likely to experience discrimination in her/his community	70%-25%	73%-22%	66%-29%	2.62	2.71	2.51	-0.2
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	79%-14%	78%-16%	76%-17%	3.06	3.00	2.98	-0.02
I would find it easy to have a conversation with Anne/Alan	72%-23%	69%-25%	68%-26%	2.80	2.66	2.66	+0
I would be comfortable if my parent or child had a friendship with Anne/Alan	83%-13%	83%-12%	84%-11%	3.27	3.20	3.23	+0.03
I would trust Anne/Alan to be responsible for something valuable of mine	59%-31%	67%-25%	67%-26%	2.44	2.65	2.64	-0.01
I would be comfortable employing someone like Anne/Alan	76%-14%	76%-18%	79%-16%	3.02	2.88	2.97	+0.09
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	53%-37%	N/A	N/A	2.17	N/A

Smaller magnitude in the shifts for this series. 4 of 12 move negative, with an average negative shift of just 0.02.

Alzheimer's

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	59%-29%	63%-30%	63%-31%	2.49	2.52	2.48	-0.04
Anne/Alan would be likely to have trouble maintaining employment	77%-15%	77%-20%	79%-18%	2.93	2.94	2.96	+0.02
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	19%-79%	28%-64%	31%-64%	1.00	1.39	1.40	+0.01
Anne/Alan would be likely to act in unpredictable ways	74%-20%	77%-18%	79%-18%	2.85	2.87	2.90	+0.03
Anne/Alan would be likely to pose a danger to herself/himself or others	59%-31%	63%-30%	63%-33%	2.37	2.42	2.39	-0.03
I could imagine being friends with Anne/Alan	N/A	79%-13%	79%-14%	N/A	3.02	2.99	-0.03
Anne/Alan would be likely to experience discrimination in her/his community	56%-35%	61%-32%	57%-37%	2.27	2.44	2.27	-0.17
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	52%-39%	46%-46%	43%-50%	2.16	2.01	1.89	-0.12
I would find it easy to have a conversation with Anne/Alan	66%-26%	58%-36%	55%-40%	2.68	2.37	2.29	-0.08
I would be comfortable if my parent or child had a friendship with Anne/Alan	78%-16%	77%-16%	75%-18%	3.07	2.97	2.88	-0.09
I would trust Anne/Alan to be responsible for something valuable of mine	21%-74%	17%-76%	16%-80%	1.16	1.07	0.98	-0.09
I would be comfortable employing someone like Anne/Alan	39%-50%	31%-60%	35%-58%	1.81	1.57	1.60	+0.03
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	55-38%	N/A	N/A	2.24	N/A

More frequency, and slightly higher magnitude than the last. Here, 8 of 12 move negative, with an average negative shift of 0.06.

Results summary

Results for each of the thirteen statements for each of the six beneficiary conditions can be reviewed in the questionnaire and frequency section between Pages 2 and 40. The easiest way to review them all in a single table is to consider the means of the agree-disagree results.

	Alcohol Misuse	Drug Misuse	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Would be likely to worry about what people would think if she/he disclosed her/his condition	2.81	2.95	2.42	2.75	2.26	2.48
Would be likely to have trouble maintaining employment	2.81	2.60	2.42	2.45	2.04	2.96
I would feel uncomfortable if she/he sat next to me on an airplane	1.77	1.62	1.24	1.48	1.30	1.40
Would be likely to act in unpredictable ways	2.72	2.55	1.98	2.84	1.94	2.90
Would be likely to pose a danger to herself/himself or others	2.59	2.40	1.33	2.18	1.07	2.39
I could imagine being friends with her/him	2.41	2.34	3.27	2.75	3.22	2.99
Would be likely to experience discrimination in her/his community	2.62	2.82	2.39	2.57	2.51	2.27
If I was a landlord, I would feel comfortable renting an apartment to her/him	1.56	1.54	2.77	2.34	2.98	1.89
I would find it easy to have a conversation with her/him	2.54	2.66	2.70	2.77	2.66	2.29
I would be comfortable if my parent or child had a friendship with her/him	1.94	1.85	3.09	2.61	3.23	2.88
I would trust her/him to be responsible for something valuable of mine	1.11	1.03	2.13	1.88	2.64	0.98
I would be comfortable employing someone like her/him	1.54	1.66	2.58	2.22	2.97	1.60
Concern about what people thought would probably impact her/him in seeking help for her/his condition	2.66	2.63	2.20	2.57	2.17	2.24

We changed the color-coding a bit from the last two years to ensure clarity between the stigma-present and stigma-absent statements. This year, the **blue** items represent the lowest stigma results out of the 6 beneficiaries for each given statement. The **red** items are the highest stigma. For example, for being “likely to have trouble maintaining employment” (a stigma-present statement), Alzheimer’s received the highest agreement and thus the highest stigma, and

developmental disability the lowest. Whereas, “I could imagine being friends with” (a stigma-absent statement), brain injury received the highest agreement, and therefore the *lowest* stigma, and drug misuse received the lowest agreement, representing the highest level of stigma of the 6 beneficiaries.

Doing a side-by-side comparison of the highest and lowest stigma results from 2021 and 2023, we see very consistent results.

In 2023, alcohol and drug misuse were both tied for high stigma in regards to “being friends with him/her.” In 2025, we see drug misuse taking the lead for high stigma in response to this statement. This statement was new in 2023, so we have no comparison with 2021.

In results consistent with 2023, we see that Alzheimer’s came in with the highest levels of reported stigma regarding “would be likely to act in unpredictable ways,” while developmental disability comes in with the lowest levels of stigma regarding this statement. This is, however, a change from 2021, where we see the lowest levels of stigma towards individuals experiencing brain injury.

This year, the highest level of stigma around “comfort renting an apartment” and “comfort of parent/child friendship” have both moved to drug misuse from alcohol, a change from both 2021 and 2023.

Regarding “trust him/her to be responsible for something valuable of mine,” the 2025 results have moved back to being consistent with the 2021 results – respondents report the highest levels of stigma towards individuals experiencing Alzheimer's, and the lowest levels of stigma towards individuals experiencing developmental disability. These results were still true in 2023, with the exception that alcohol misuse was tied with developmental disability for lower stigma results.

Stigma Scores

The following is a repeat of analysis we conducted in 2023 and 2021.

The following eight statements are deemed to be “overt” stigma statements:

- [SUBJECT] would (*wouldn't*) be likely to have trouble maintaining employment
- I would (*wouldn't*) feel uncomfortable if [SUBJECT] sat next to me on an airplane
- [SUBJECT] would (*wouldn't*) be likely to act in unpredictable ways
- [SUBJECT] would be likely (*unlikely*) to pose a danger to herself or others
- If I was a landlord, I would (*wouldn't*) feel comfortable renting an apartment to [SUBJECT]
- I would (*wouldn't*) be comfortable if my parent or child had a friendship with [SUBJECT]
- I would (*wouldn't*) trust [SUBJECT] to be responsible for something valuable of mine
- I would (*wouldn't*) be comfortable employing someone like [SUBJECT]

For each of the first four statements, we assign a value of 2 “stigma points” for a strongly agree and 1 stigma point for a mildly agree. For the last four (positively worded) statements, we give 2 stigma points for a strongly disagree and 1 point for a mildly disagree. We then sum the points over 8 statements to give a score out of 16.

We also recode the values in this stigma score variable into Low stigma (0-2 points), Medium stigma (3-7 points) and High stigma (8+ points).

2025	Alcohol	Drugs	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Stigma Score (0-16)	6.99	6.74	3.36	4.89	2.75	6.49
% High Stigma (8+)	42%	38%	6%	18%	4%	37%
% Medium Stigma (3-7)	47%	47%	51%	58%	41%	51%
% Low Stigma (0-2)	11%	15%	43%	24%	54%	11%

Variations in Stigma Scores by Demographics

The following results were derived via analysis of the stigma score mean among the demographic groups that are included in the crosstab section. The variations listed below are each significant, where significance is gauged using the F-statistic, a statistic used to ascertain whether the means of two populations are significantly different. Significance is indicated when the probability value associated with the calculation is <0.05 (standard 95% confidence). When a variation is not listed, for example by party affiliation for stigma towards people experiencing alcohol misuse, the reader may assume that a significant difference by party affiliation does not exist.

It is recommended that, in order to deepen understanding of the results, the reader study the appropriate page of the crosstabs that lists these results.

Age of Respondent

- By age, older people tend to exhibit more stigma, younger people less. We significant differences in the stigma scores reported between older and younger respondents towards people experiencing brain injury and developmental disability.

Brain Injury – aged 55+ (3.70) vs overall mean (3.36)

Brain Injury – aged 18-34 (2.84) vs overall mean (3.36)

Developmental Disability – aged 45+ (3.15) vs overall mean (2.75)

Developmental Disability – aged 18-34 (2.17) vs overall mean (2.75)

Gender of Respondent

- Respondents who identify as male indicate lesser levels of stigma towards people experiencing alcohol misuse.

Alcohol – male (6.73) vs overall mean (6.99)

- Respondents who identify as a gender other than male or female report lesser levels of stigma towards people, based on brain injury and mental illness.

Brain Injury – other gender (2.50) vs overall mean (3.36)

Mental Illness – other gender (2.94) vs overall mean (4.89)

Ethnicity of Respondent

- Significantly higher stigma scores from Alaska Native/American Indian respondents towards people with brain injury and developmental disability, keeping consistent with results we saw in 2023.

Brain Injury – AK Native/Am. Indian (3.72) vs overall mean (3.36)

Developmental Disability – AK Native/Am. Indian (3.12) vs overall mean (2.75)

- Respondents who identify as Asian indicate lesser levels of stigma towards people, based on drug misuse, brain injury, and developmental disability.

Drugs – Asian (5.04) vs overall mean (6.74)

Brain Injury – Asian (1.83) vs overall mean (3.36)

Developmental Disability – Asian (1.37) vs overall mean (2.75)

- Respondents who identify as Pacific Islander/Native Hawaiian indicate lesser levels of stigma towards people experiencing drug misuse, but indicate greater levels of stigma towards people experiencing brain injury or developmental disability.

Drugs – Pacific Islander/Native Hawaiian (5.05) vs overall mean (6.74)

Brain Injury – Pacific Islander/Native Hawaiian (4.47) vs overall mean (3.36)

Developmental Disability – Pacific Islander/Native Hawaiian (3.94) vs overall mean (2.75)

Areas of Alaska

- Anchorage and Fairbanks respondents indicated lesser levels of stigma towards people, based on drug misuse, brain injury, mental illness and developmental disability.

Drugs – Anchorage (6.41) vs overall mean (6.74)

Brain Injury – Fairbanks (2.99) vs overall mean (3.36)

Mental Illness – Fairbanks (4.45) vs overall mean (4.89)

Developmental Disability – Anchorage (2.51) vs overall mean (2.75)

- Rural respondents indicated greater levels of stigma towards individuals a developmental disability.

Developmental Disability – progressive (3.53) vs overall mean (2.75)

Household Income

- By annual household income, attitudes towards developmental disability are better among respondents with higher incomes, keeping pace with results we saw in 2023.

Developmental Disability – \$0-\$50k (2.98) vs overall mean (2.75)

Developmental Disability – \$50k-\$100k (2.58) vs overall mean (2.75)

Education Level of Respondent

- Again, in what is probably a related result, stigma towards people with developmental disability is lower among respondents with higher levels of education.

Developmental Disability – college educated (2.48) vs overall mean (2.75)

- However, respondents who report some college experience indicate greater levels of stigma towards individuals with Alzheimer's.

Alzheimer's – some college (6.77) vs overall mean (6.49)

- Respondents who report a high school education or less indicate lesser levels of stigma towards people, based on mental illness and Alzheimer's.

Mental Illness – high school or less (4.56) vs overall mean (4.89)

Alzheimer's – high school or less (6.02) vs overall mean (6.49)

Political Ideology

- Respondents who identify as progressive indicate lesser levels of stigma towards all beneficiary groups.

Alcohol – progressive (6.47) vs overall mean (6.99)

Drugs – progressive (5.94) vs overall mean (6.74)

Brain Injury – progressive (2.98) vs overall mean (3.36)

Mental Illness – progressive (4.02) vs overall mean (4.89)

Developmental Disability – progressive (2.01) vs overall mean (2.75)

Alzheimer's – progressive (5.93) vs overall mean (6.49)

- Respondents who identify as conservative indicate greater levels of stigma towards people, based on brain injury, mental illness, and developmental disability.

Brain Injury – conservative (3.81) vs overall mean (3.36)

Mental Illness – conservative (5.19) vs overall mean (4.89)

Developmental Disability – conservative (3.25) vs overall mean (2.75)

Variation by Subject Gender

One of the advantages of online surveying is the ease with which we can split-sample question variations. In this survey, respondents have a 50% probability of seeing a paragraph describing a male beneficiary, and a 50% chance of female. This technique allows us to essentially cancel out any gender-based bias in our overall results, but also look and see where stigma attitudes vary based on the gender of the subject. Let's take a look at a few numbers that pop out from the crosstabs:

Alcohol

- In a change from 2023, respondents are more likely to agree that they'd feel comfortable renting an apartment to a male individual with alcohol addiction, rather than a female.

Agree: I would feel comfortable renting an apartment to them – female (35.6%) vs male (29.0%)

Drugs

- Respondents are more likely to agree that a male experience drug misuse would pose a danger to themselves than a female.

Agree: Would pose a danger to self or others – male (63.8%) vs female (55.2%)

Brain Injury

- Respondents are more likely to agree that a female with a brain injury would be more likely to experience discrimination than a male.

Agree: Would be likely to experience discrimination in their community – female (64.2%) vs male (58.3%)

Mental Illness

- Attitudes towards mental illness different significantly when it comes to the beneficiary's gender. However, the arrow of stigma points in different directions.

Agree: Would be concerned if condition was disclosed – male (74.2%) vs female (67.7%)

Agree: Would find it easy to have a conversation with this individual – male (74.5%) vs female (67.9%)

Developmental disability

- Similar to what we see in the responses towards brain injury, respondents are more likely to agree that a female experiencing developmental disability would face more discrimination than their male counterparts.

Agree: Would be likely to experience discrimination in their community – female (69.0%) vs male (62.3%)

Alzheimer's

- Respondents are more likely to agree that a male individual with Alzheimer's would pose a danger to themselves or others.

Agree: Would pose a danger to self or others – male (66.1%) vs female (59.8%)

- However, respondents are more likely to feel comfortable renting an apartment to a male individual with Alzheimer's.

Agree: Would feel comfortable renting an apartment to them – male (46.1%) vs female (41.0%)

- On the other side, respondents are more comfortable with their loved ones having a friendship with a female individual with Alzheimer's.

Agree: Would be comfortable if parent or child had a friendship – female (77.4%) vs female (72.4%)

Variation by Recovery Clause

Another split sample varied paragraphs according to whether a “recovery clause” was included in the paragraph or not. The inclusion of a recovery clause resulted in significantly lower overall stigma towards people with alcohol addiction and drug addiction, but made little difference towards people with developmental disability.

Alcohol

- CLAUSE: ____ has seen his/her doctor about options and has recently started attending a support group.
- Overall stigma much lower with the recovery clause included. Stigma attitudes for all 8 of the stigma statements listed below are improved.

Stigma score – With recovery clause (6.48) vs Without recovery clause (7.55)

Significant statement variations (8 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Drugs

- CLAUSE: ____ is now on medication to help him/her with his/her dependency, and is undergoing counseling.
- Overall stigma lower with the recovery clause included by a larger magnitude. Attitudes for all 8 of the stigma statements listed below are improved.

Stigma score – With recovery clause (5.20) vs Without recovery clause (8.28)

Significant statement variations (8 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Brain Injury

- CLAUSE: He/she is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities he/she used to have.
- Overall stigma somewhat lower with the recovery clause included. Attitudes for 6 of the 8 stigma statements are improved.

Stigma score – With recovery clause (3.16) vs Without recovery clause (3.57)

Significant statement variations (6 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to pose a danger to herself or others
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Mental Illness

- CLAUSE: ____ manages his/her condition with medication and counseling.
- Somewhat lower stigma with the recovery clause included. Attitudes for only 3 of the 8 stigma statements are improved.

Stigma score – With recovery clause (4.74) vs Without recovery clause (5.03)

Significant statement variations (3 of 8):

Would be likely to have trouble maintaining employment
Would be likely to act in unpredictable ways
I would feel comfortable renting an apartment to them

Developmental Disability

- CLAUSE: ____ goes to a weekly group meeting with other people with autism, and works with a specialist who is helping him/her with his/her speech and communication.
- Inclusion of the recover statement did not result in significant differences in the overall stigma score. However, attitudes for 4 of the 8 stigma statements listed below are improved.

Stigma score – With recovery clause (2.74) vs Without recovery clause (2.76)

Significant statement variations (4 of 8):

Would feel uncomfortable if they sat next to me on an airplane
Would be likely to pose a danger to herself or others
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Alzheimer's

- CLAUSE: ____ is currently on medication to slow the progression of his/her Alzheimer's and help manage his/her behavioral symptoms.
- Overall stigma lower with the recovery clause included. Attitudes for 6 of the 8 stigma statements are improved.

Stigma score – With recovery clause (6.30) vs Without recovery clause (6.66)

Significant statement variations (6 of 8):

Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would be comfortable employing someone like them