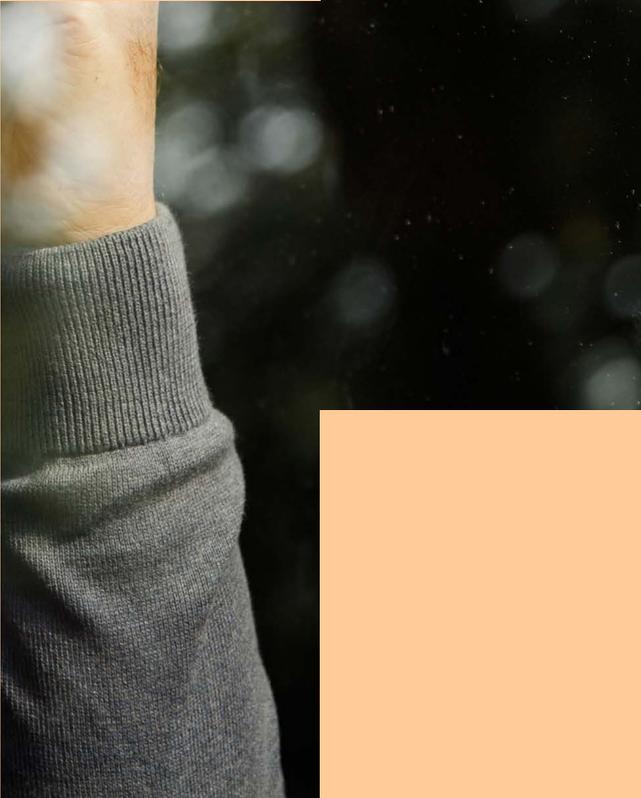




APMS Insight Analyses



What we offer

We provide clear, credible mental health insights drawn from the Adult Psychiatric Morbidity Survey (APMS), the gold-standard national survey of mental health in England.

Our APMS Insight Analyses are designed for organisations that need robust evidence they can immediately use for press releases, briefings, funding cases, or campaign messaging, without commissioning a bespoke research project.

Each analysis focuses on a clearly defined population group, with results benchmarked against England overall.

Examples of population groups include:

- > older adults
- > young people
- > ethnic minority groups
- > people in insecure work
- > people living alone

Why APMS?

APMS is the only high-quality, nationally representative survey in England that measures mental health using validated condition-specific instruments. This produces evidence that is simply not available anywhere else.

NatCen is uniquely placed to deliver this work. We collected the data, understand its strengths and limits, and have a long track record of translating APMS into policy-relevant insight, including commissioned deep-dives for government and the third sector. Our analysts will provide you with clear, credible, and policy-ready results aligned to your research questions.

We offer different levels of analysis, depending on your needs.



1. National Snapshot Analysis

Best for

Headline statistics, baseline evidence, media facts

Addresses questions such as:

“How common is this mental health outcome among [older adults; people with a disability; people in insecure work]?”

What we provide:

- National prevalence estimates for up to **10 key mental health indicators**
- Population-weighted results with clear uncertainty ranges
- A short user-guide summary explaining how figures should (and should not) be used

Ideal if you need:

- Trusted headline figures
- A robust national reference point
- Evidence to ground external communications

2. Group Comparison Analysis

Best for

Equity arguments, targeting, prioritisation

Addresses questions such as:

“Which groups are doing better or worse, and are those differences meaningful?”

What we provide:

- Everything described in the National Snapshot Analysis, plus
- Clear comparisons across up to three key population characteristics (for example, age, work status, ethnicity), examined one at a time
- Statistical testing to distinguish real patterns from chance variation
- Plain-English interpretation of what differences mean in practice

Ideal if you need:

- Evidence of inequalities or unmet need
 - Support for targeted interventions
 - Defensible claims about group differences
-

Deeper or Bespoke Analysis

For organisations that require more tailored insight, we can also undertake bespoke analytical work using APMS data. These pieces are scoped separately and designed to address more complex research questions.

Examples include:

- **Understanding compounded risk:** Identifying groups whose mental health outcomes are particularly high or low when multiple disadvantages overlap, using analysis of overlapping characteristics to highlight populations that may be missed by single-factor comparisons.
- **Revealing distinct mental health profiles:** Uncovering distinct groups within the population who share similar mental health experiences or risk patterns by grouping people with comparable profiles, supporting more targeted engagement, service design, or communications.
- **Tracking change over time:** Examining how key mental health indicators are changing over time by analysing patterns across survey waves, supporting forward planning, monitoring of progress, and identification of emerging pressures.

Interpretive Insight Report

Alongside either core analysis, we can provide an **extended interpretive write-up** (approximately five pages) that goes beyond tables and charts to draw out:

- Key patterns and contrasts
- Implications for policy, practice, or campaigning
- Appropriate caveats and limits of interpretation

These reports are written by senior analysts with deep subject-matter expertise, and, where appropriate, can draw on wider academic insight from leading figures in psychiatric epidemiology and mental health research, including long-standing contributors to the APMS programme such as Professor Sally McManus.

Designed for Impact

What makes this offer distinct

We combine the UK's most authoritative mental health survey with a flexible, question-led analytic offer, helping you move from high-quality data to clear answers about mental health in the population.

Authoritative data: APMS is unmatched in depth, quality, and credibility.

Press-ready by design: outputs focus on clarity of insight, not technical detail.

Trusted interpretation: the National Centre for Social Research collected the data and is uniquely positioned to deliver rigorous, policy-relevant analysis.



Pricing and Scope

To streamline delivery, our APMS Insight Analyses are offered at fixed scope and fixed prices, with clearly defined optional add-ons.

Core analysis options

- National Snapshot Analysis: £7,500+VAT
- Group Comparison Analysis: £10,000+VAT

Optional add-ons

- Interpretive Insight Report
(approx. 5 pages): £10,000+VAT
- Bespoke analytical extensions:
Pricing on request

What's Included in All Pricing

All prices include:

- Use of the APMS
- Application of population weights and appropriate statistical testing
- Quality assurance and senior analytical oversight
- Clear caveats to support responsible interpretation

Notes on scope

- Core analyses are delivered at fixed scope, using predefined outcomes and population characteristics
- Bespoke extensions are scoped separately and priced according to analytical complexity
- The Interpretive Insight Report can be layered onto either core analysis option

The price quotation is available six months from March 2026 and with the research services provided under the National Centre for Social Research's standard terms and conditions for services.



Thank you

Find out more

Contact: APMS analytics team

e: apmsanalytics@natcen.ac.uk

National Centre for Social Research
3rd Floor (Tiller)
250 City Road
London EC1V 2AB

@NatCen
www.natcen.ac.uk

A Company Limited by
Guarantee

Registered in England
No.4392418

A Charity registered
in England and Wales
(1091768) and Scotland
(SC038454)