

PUBLIC PERSPECTIVES

3RD ANNUAL CANADIAN MENTAL HEALTH CHECK-UP

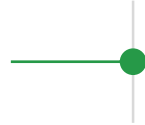
Canadians' Mental Health Continues to Deteriorate,
But More People Are Talking About It

April 2017



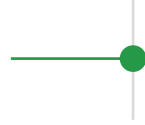
GENERAL THEMES FOR THE DATA ARE...

The proportion of Canadians at “High Risk” for mental health increases again



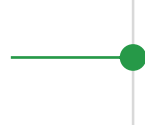
The proportion of Canadians who can be classified as “High Risk” on Ipsos’ Mental Health Risk Index has increased significantly to 41%, up from 35% last year and 33% the year before.

Millennials emerging as in need of special attention re mental health



While a higher risk for mental illness is found among women, lower income, and people living in the West and Ontario, it is Millennials who stand out as a particular challenge. A full 63% of Millennials can be classified as at “High Risk,” up from 56% last year and 53% the year before.

Encouragingly, more people are talking about mental health over the past year



Although still a minority, the number of Canadians who say they have talked with someone about their mental health continues to increase from 31% two years ago and 35% last year to 42% this year.

Additionally, “scraping the internet” to help identify people who might be at risk for their mental health and offering assistance has potential as one-in-ten Canadians say they post things online when they are experiencing difficulties, significantly higher among Millennials at a full one-quarter.

Canadians consider mental health to be as or more important than physical health



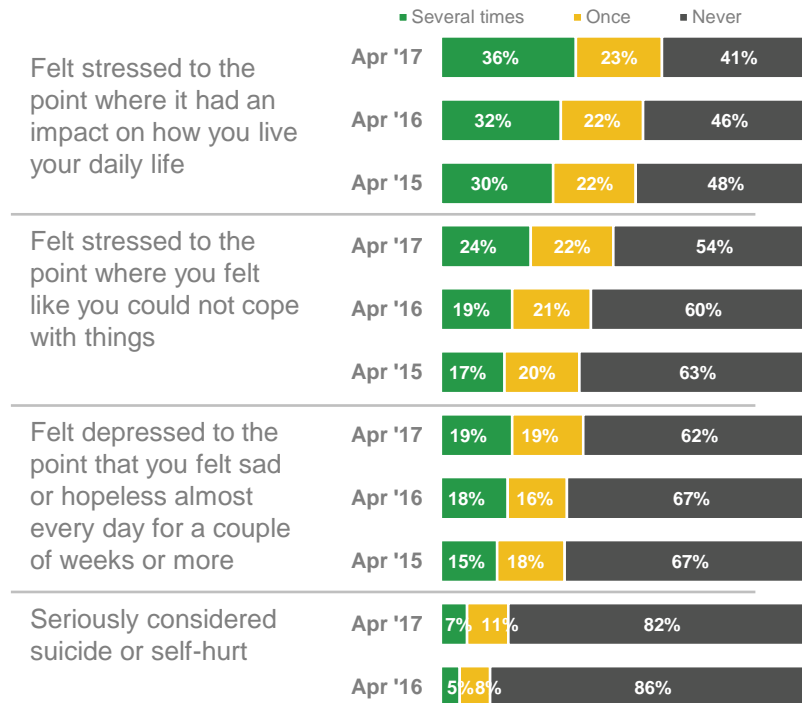
Recent focus by many on promoting mental health fits with public perceptions. A full 85% of Canadians consider mental health to be as important as physical health, while another 12% say it is in fact more important.

MENTAL HEALTH IS BECOMING AN INCREASING CHALLENGE FOR CANADIANS

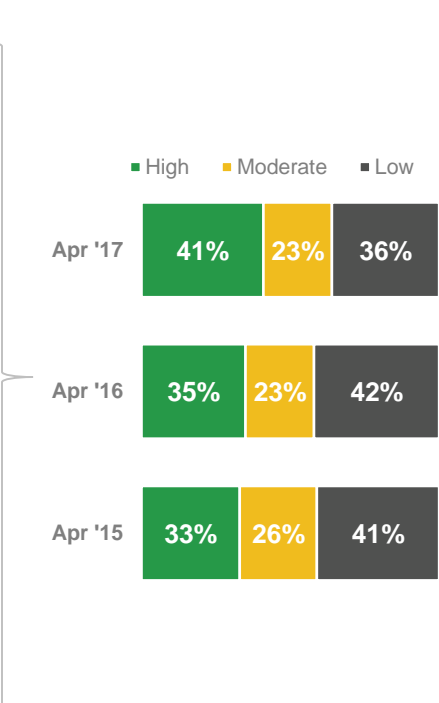
The proportion of Canadians who can be classified as “High Risk” on Ipsos’ Mental Health Risk Index continues to increase -- at 41% up +6 from last year and +8 from two years ago.

This has been driven by an increase in all elements of the Index, including stress, depression and suicidal thoughts.

MENTAL HEALTH ISSUES EXPERIENCED PAST YEAR



MENTAL HEALTH RISK INDEX

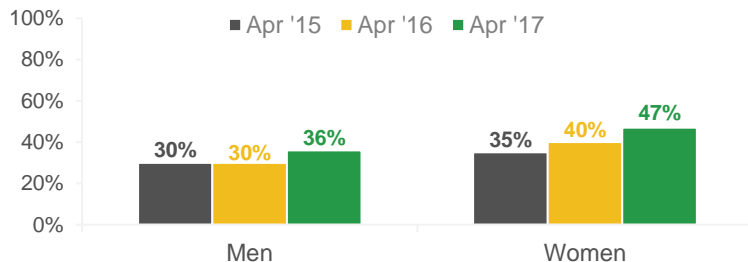


“High risk” = experienced at least 3 of the 4 items at least once in the past year, or experienced at least 1 of the items several times and 1 other at least once
 Base: Gen pop, n=1000

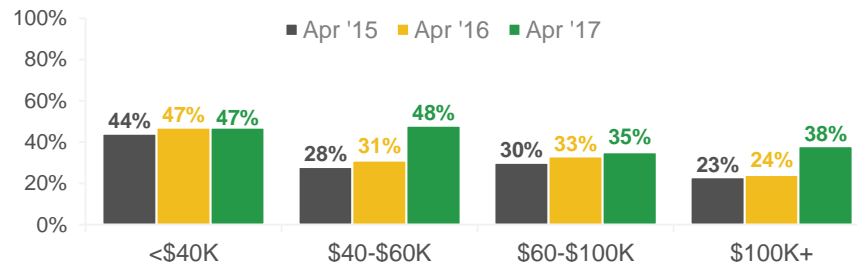
WOMEN, LOWER INCOME AND ESPECIALLY MILLENNIALS AMONG THOSE DISPROPORTIONATELY AT “HIGH RISK”

Millennials stand out as an increasingly challenged group in terms of their mental health. The high risk group is more likely to comprise women, lower income, and residents of Ontario and Western Canada. The biggest increases in the high risk group vs last year are found among Baby Boomers, lower-middle and high income groups, and residents of Ontario.

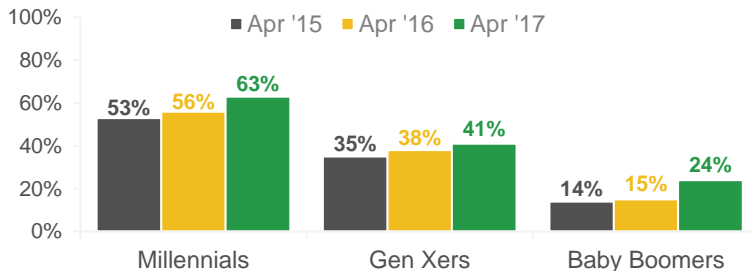
HIGH RISK MENTAL HEALTH BY SEX



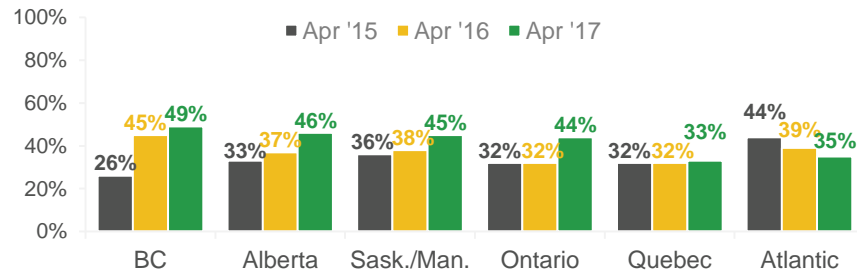
HIGH RISK MENTAL HEALTH BY INCOME



HIGH RISK MENTAL HEALTH BY AGE



HIGH RISK MENTAL HEALTH BY REGION

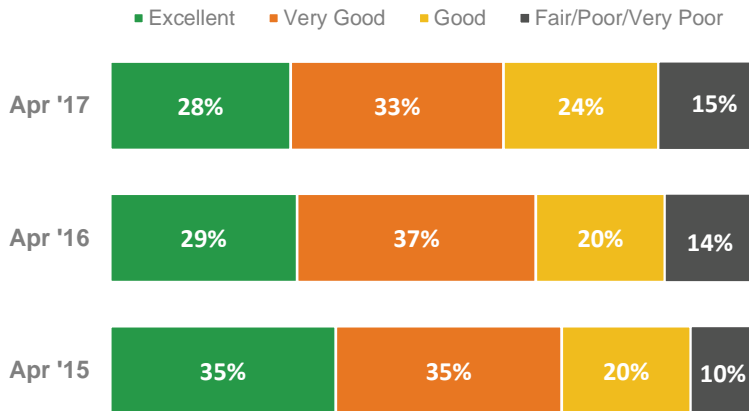


Base: Gen pop, n=1000

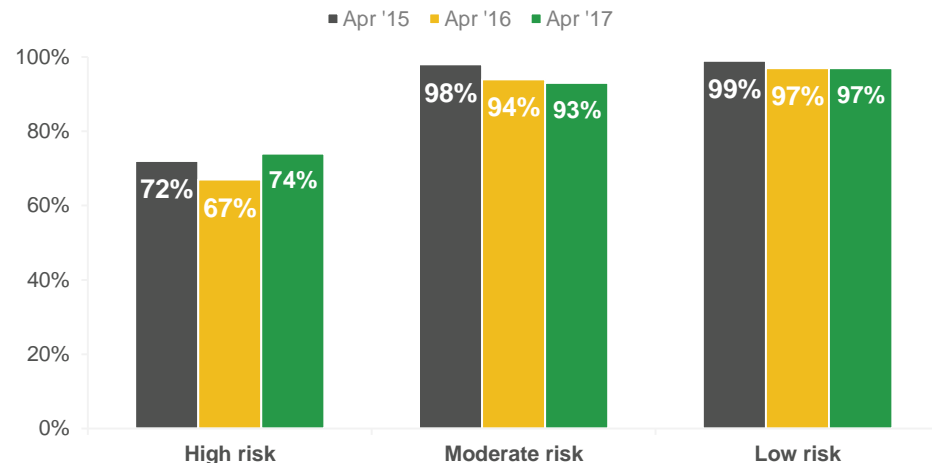
THREE-QUARTERS OF “HIGH RISK” CANADIANS DON’T RECOGNIZE IT OR DON’T WANT TO ADMIT IT

The vast majority (85%) of Canadians continue to rate their personal mental health as good or better. However, fewer today than in previous years are decidedly positive (“excellent” or “very good”). More problematic is that three-quarters of high risk Canadians still rate their mental health as good or better. This suggests that they either do not recognize or do not want to admit that their mental health is at risk.

DESCRIBE PERSONAL MENTAL HEALTH



RATE PERSONAL MENTAL HEALTH GOOD/VERY GOOD/EXCELLENT BY RISK LEVEL

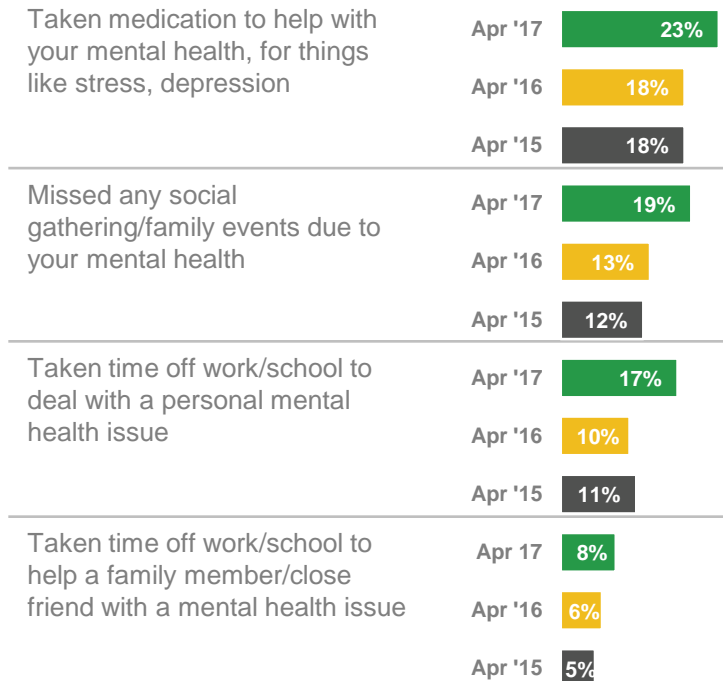


MENTAL HEALTH INCREASINGLY DISRUPTING THE LIVES OF CANADIANS

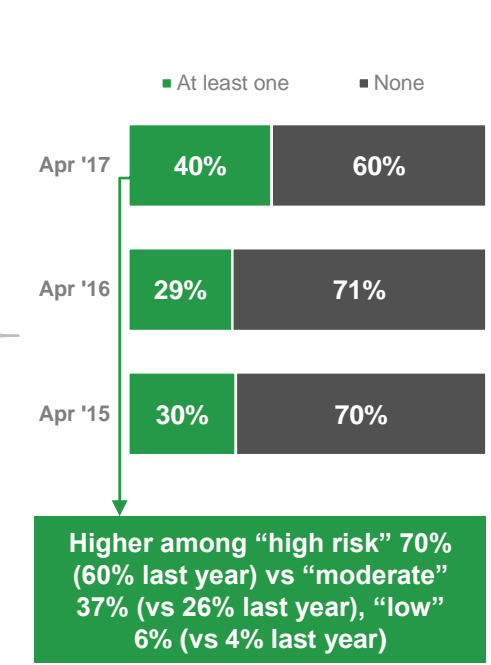
The proportion of Canadians who report that their mental health has disrupted their lives in some way in the past year has increased significantly – at 40% up 11 percentage points from last year.

Not surprisingly, those in the high risk category report a significantly higher level of life disruption.

MENTAL HEALTH LIFE IMPACT PAST YEAR



LIFE DISRUPTION INDEX

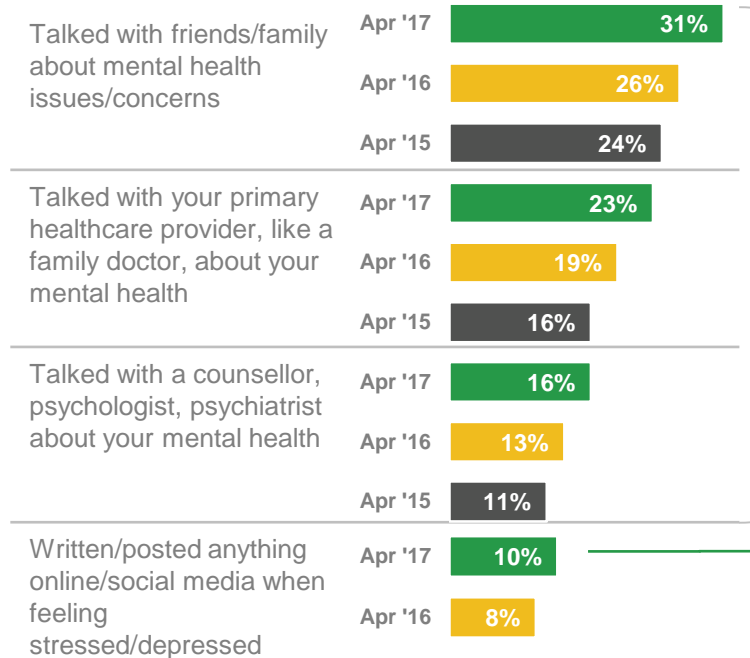


ENCOURAGINGLY, AN INCREASING NUMBER OF CANADIANS ARE TALKING ABOUT MENTAL HEALTH, BUT THIS GROUP STILL A MINORITY

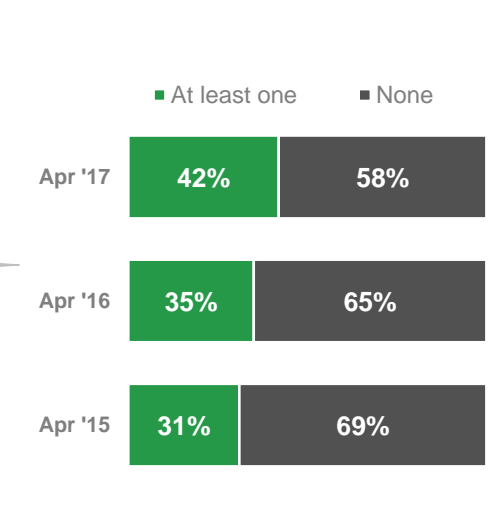
The proportion of Canadians who say that they have talked with someone about mental health continues to increase – at 42% (up 7 percentage points from last year, and 11 percentage points from two years ago).

Additionally, there has been some discussion of “scraping the internet” to help identify people who might be at risk for mental health issues, and offering assistance. This has some potential as one-in-ten Canadians say they post things online when they are experiencing difficulties, led by Millennials.

TALKING MENTAL HEALTH PAST YEAR



TALKING ABOUT MENTAL HEALTH INDEX



Higher among Millennials at 24% (up from 14% last year) vs Gen Xers at 7%, and Baby Boomers at 4%.

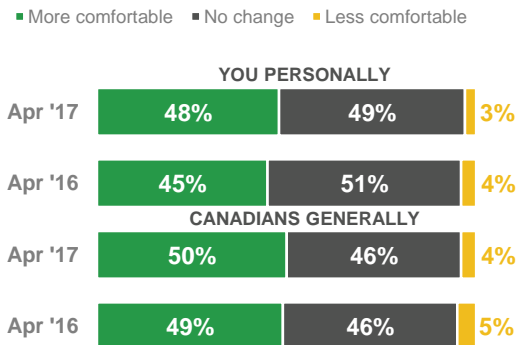
CANADIANS SEE THEMSELVES AND THEIR FELLOW CITIZENS AS BECOMING MORE OPEN/COMFORTABLE TALKING ABOUT MENTAL HEALTH

Half of Canadians say that they personally are more comfortable talking about mental health compared to 2 years ago. A similar number believe that Canadians generally are more comfortable as well.

High risk and moderate risk Canadians are more likely than the low risk group to say that they are more comfortable talking about mental health issues versus 2 years ago.

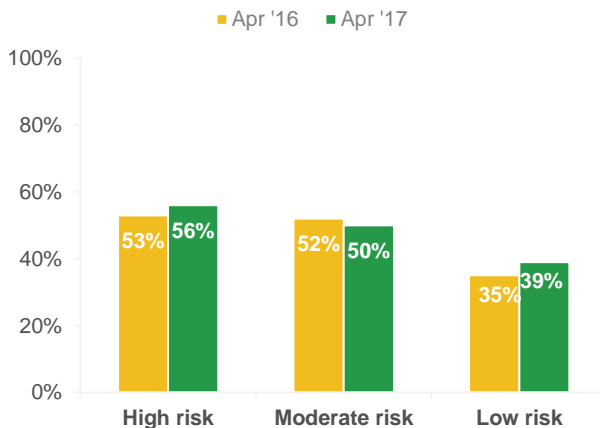
The proportion of high risk Canadians who say they have talked with someone in the past year about mental health issues continues to increase. However, this still leaves about one-third of Canadians who have not.

COMFORT/OPEN DISCUSSING MENTAL HEALTH VS 2 YEARS AGO

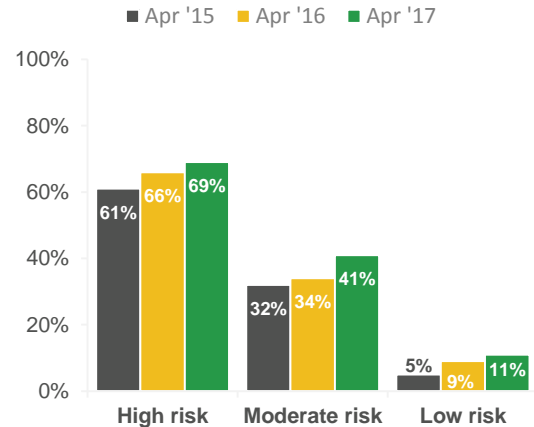


BY RISK LEVEL

PERSONAL MORE COMFORT/OPEN TO DISCUSSING MENTAL HEALTH VS 2 YEARS AGO



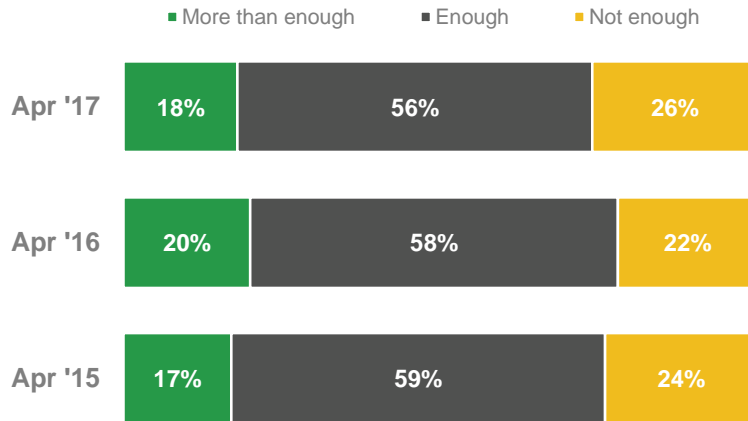
TALKED TO SOMEONE (INDEX)



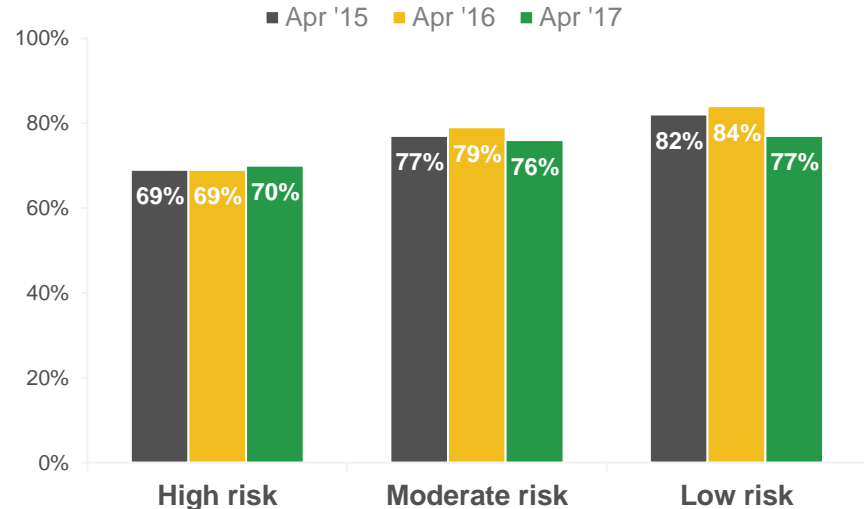
ONE-QUARTER OF CANADIANS BELIEVE THAT THEY DON'T KNOW ENOUGH TO DEAL WITH MENTAL HEALTH ISSUES/CHALLENGES

When people think they already know enough about something, they are not as receptive to hearing about or learning anything new. Therefore, the finding that three-quarters of Canadians think they know enough to deal with mental health issues is a challenge for mental health advocates. While those in the high risk group are less likely to think they already know enough, they are in the minority.

KNOW ENOUGH TO MANAGE MENTAL HEALTH



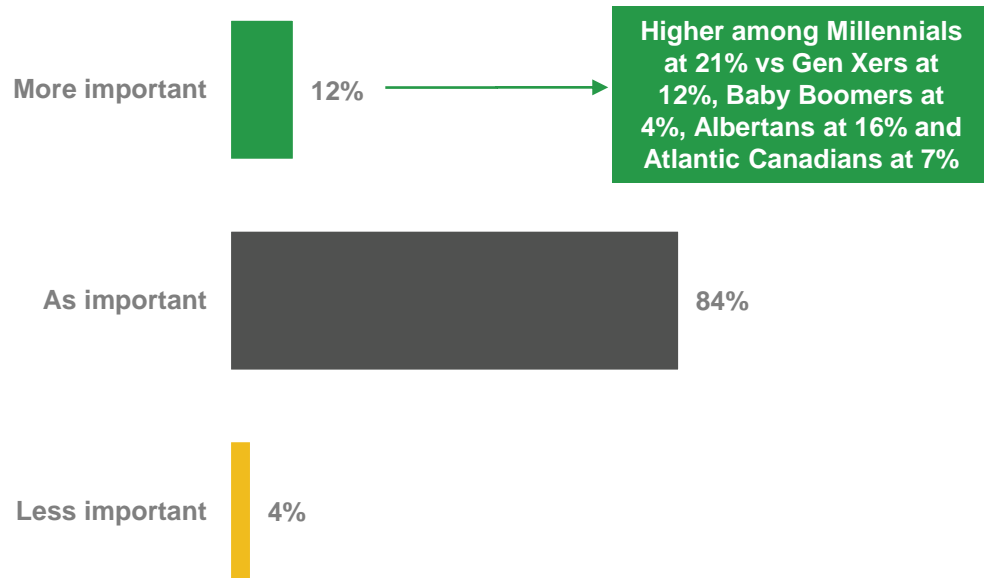
KNOW ENOUGH BY RISK LEVEL



CANADIANS ASSOCIATE THE SAME OR MORE IMPORTANCE TO THEIR MENTAL HEALTH AS THEIR PHYSICAL HEALTH

CONSIDER MENTAL HEALTH IN RELATION TO PHYSICAL HEALTH

There is little question that Canadians now recognize the importance of mental health. The vast majority say that they consider their mental health to be as important as their physical health. Indeed, more than one-in-ten believe that their mental health is more important than their physical health, driven disproportionately by Millennials.



SURVEY SPECIFICS AND CONTACTS

Survey Specifications -- Collected in mid-April 2017 on Ipsos' ongoing national, online omnibus survey among a representative, random sample of N=1000 Canadians aged 18 years and older. Data is weighted by age, gender and region to reflect the actual population. The credibility interval for a sample of this size is +/-3.5%, 95% of the time.

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