

IPSOS HEALTH SERVICE REPORT 2024

New Zealand Edition

September 2024



Introduction – Global Perspective

While the Covid-19 virus is a respiratory disease, perhaps the pandemic's biggest long-term effect on public health will be on mental health. We have seen a fundamental shift in attitudes to mental health compared to 2018, when we first started the *Ipsos Health Service Report*, and today. Six years ago, 27% chose mental health as one of the biggest health problems, putting it third, today that figure is 45% on average across 31 countries, now first.

However, alongside looking at the global picture, we should also note the big differences in attitudes between countries and genders. In all but [two countries women are](#) more likely to choose mental health as a health concern.

The gender gap on mental health is much greater amongst young people.

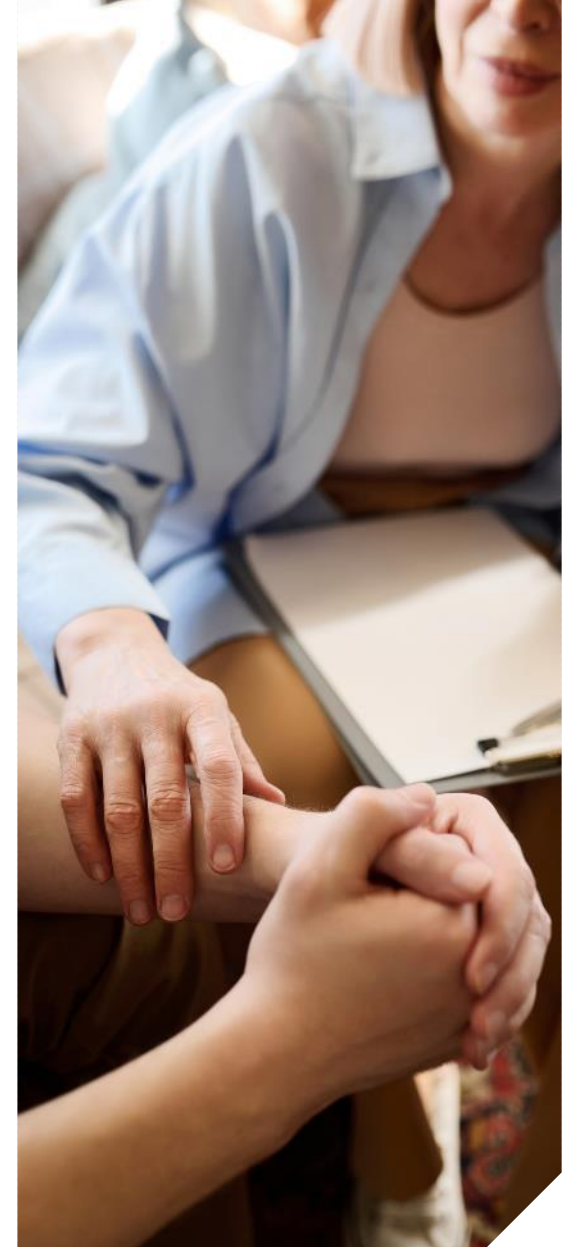
Fifty-five per cent of Gen Z women choose mental health as one of the biggest health problems, compared to 37% of Gen Z men. Amongst the oldest generation in this survey, the gap between [men and women is much smaller](#).

Our surveys regularly tell us people see [mental and physical wellbeing as equally important](#). However, they do not feel their health service views them the same way. People's attitudes to mental health have changed a lot in recent years and citizens feel their healthcare systems have not caught up with that change.

While mental health is the top health concern on average, it is not for Baby Boomers. Cancer, a disease which older people are more likely to get, is the number one health problem for Baby Boomers (46%).

In this year's survey, we asked people to assess how likely they were to get cancer in their country, as well as how widespread obesity is. We found that people were much better at understanding their obesity risk than their cancer risk. With many countries seeing a fall in [cancer screenings during the pandemic](#), and now [some cancers affecting more younger people than previously](#), it is important for people to be able to understand what risk they have of getting the disease.

In the following pages we review the trends we are seeing in attitudes to health and explore how people's experience on the ground matches with their country's health spend. We look forward to discussing what this means in your country and for your work.



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New Zealand at a glance



58%

of New Zealanders say **mental health** is the biggest concern. This is significantly higher than the 31 -country global average of 45%. Cancer and obesity follow as the #2 and #3 concerns.



49%

would rate the quality of healthcare they receive as **very good/good**. This is higher than the global average, but lower (by 3-percentage points) compared to 2023.

76%



say that the New Zealand healthcare system is **overstretched**. This is significantly higher than the global average and places New Zealand fifth among the 31 countries surveyed.

20%



expect the quality of the healthcare they receive to **improve** over the coming years. This is lower than the global average of 28%. Additionally, 32% expect the quality of healthcare to worsen.

Perceived biggest healthcare problems:

Not enough staff

62%

Access to treatment/waiting times

49%

Cost of accessing treatment

31%

Lack of investment

25%

Lack of investment in preventative health

23%



Key findings – New Zealand



Mental health is a bigger priority and more widespread

More than half of New Zealanders (58%) see mental health as one of the biggest health concerns. This is consistent with 2023 (59%). Additionally, New Zealanders' concern for stress (22% vs. 17% in 2023) and obesity (30% vs. 26% in 2023) have increased significantly.



Quality but unaffordable healthcare?

49% of New Zealanders describe the quality of the healthcare they have access to as very good/good (vs. 44% global average). However, 67% believe good healthcare is unaffordable to many in New Zealand (vs. 61% global average).



NZers more concerned about understaffing, less so about bureaucracy

Not enough staff (62%, vs. 45% global average) and long wait times (49%) were identified as the biggest issues facing the healthcare system in NZ. However, New Zealanders are significantly less concerned about the ageing population (20%), bureaucracy (16%), and poor treatment quality (10%).



Wait times, trust, and equity are growing issues

3 in 4 New Zealanders (73%) say that wait times for a doctor's appointment are too long – this is significantly higher than the global average (67%) and compared to 2023 (66%). Fewer people trust the system to provide them with the best treatment now (46% vs. 53% in 2023) and believe that the healthcare system provides the same care for everyone (38% vs. 43% in 2023).



Lower expectations that care will improve in the future

1 in 5 New Zealanders (20%, down from 23% in 2023) think the quality of their healthcare system will improve in the coming years, while a third (32%) think it will worsen. 62% said that understaffing is the biggest issue facing the system (vs. 45% global average), while concern about investment is also on the rise.



Better access to pharmacies and health information

83% of New Zealanders say they have good access to a pharmacy in their local area (vs. 77% global average). Despite a decline from 2023, more New Zealanders report that information on how to look after their health (60%) and about health services (57%) are readily available compared to the global average.

Gender breakdown – New Zealand

Quality of healthcare

How would you rate the quality of healthcare that you and your family have access to in your country?

(% very good/good)

49%

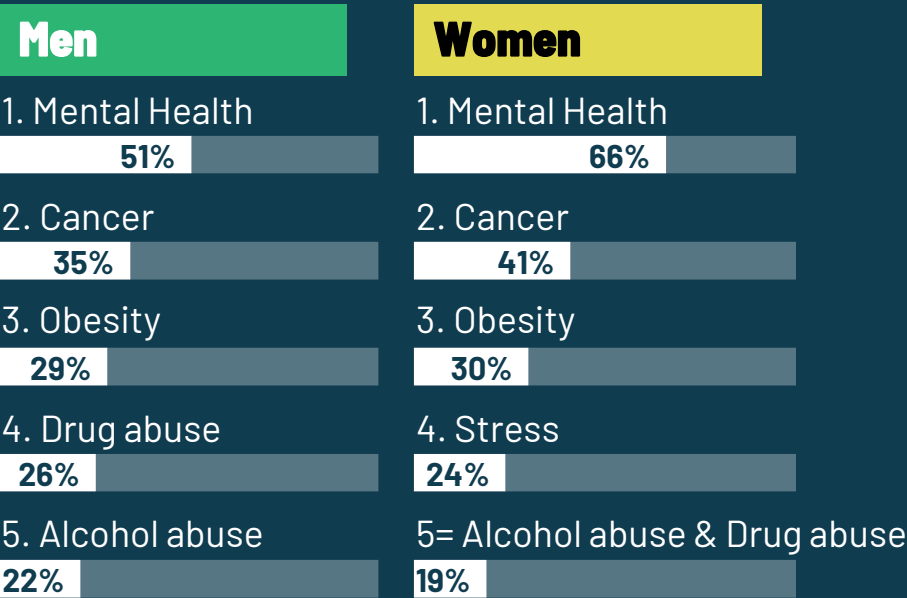


49%



Top health concerns

Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?



Equality in care

The healthcare system in my country provides the same standard of care to everyone

(% agree)

47%



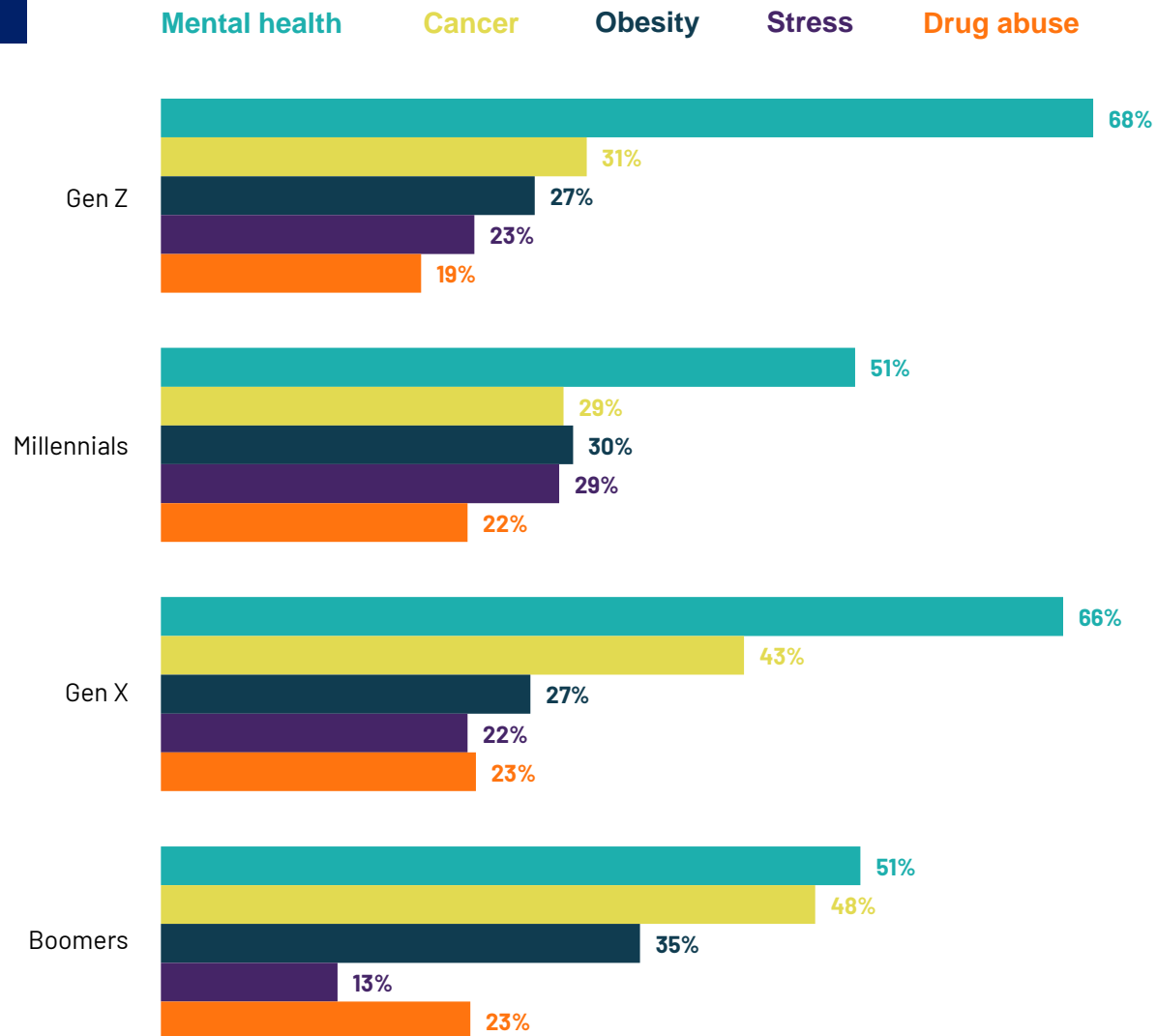
30%



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Top concerns by generation in New Zealand

Base: New Zealand (n=1,000)



The biggest health problems, global perspective

For the third consecutive year, mental health is seen as the number one problem, with 45% across 31 countries (and 58% of New Zealanders) mentioning it.

Belief in mental health as a problem has risen considerably since the Covid-19 pandemic started. In 2021, 70% cited Coronavirus as the biggest health issue facing their nation. In 2022, that figure fell to 47% and in 2023 it was 15%. In that same period, those mentioning mental health rose 13 percentage points (pp) from 31% to 44%.

When we look deeper into the data, we see that women are significantly more concerned about mental health. Across 31 countries, half (51%) of women seen it as one of the biggest health problems. This is 11pp higher than men and is greater still among young

people. Gen Z women are the most likely to see it as a problem, with 55% voicing concern compared to 37% of their male counterparts.

Cancer is seen as the second biggest health problem (38%). While perception of mental health as a problem has risen since before the pandemic, perception about cancer as a problem is lower. In 2018, 52% choose it as one of the biggest health issues affecting their country. In five countries – Italy, France, Belgium, Netherlands and Spain – a majority see cancer as a major health problem.

It is also seen the number one health problem for the oldest generation in this survey. Forty-six per cent of Baby Boomers across 31 countries believe cancer is a concern. This generation is also the only one not to see mental

health as the top problem.

Stress (31%), obesity (26%) and drug abuse (21%) make up the rest of the top five biggest health worries.

Notably, New Zealanders are significantly more likely to be worried about mental health (58%), obesity (30%), and alcohol abuse (20%), but less worried about drug abuse (22%), stress (22%), and diabetes (12%) than the global average.

For now, Covid-19 feels like it is in the past and it ranks tenth out 13 health problems, behind smoking, diabetes, heart disease, and alcohol abuse. Only 11% choose Covid-19 as one of the biggest health problems. However, this is slightly higher in Asia (Japan 31%, Malaysia 25%, and Thailand 22%).



Access and quality of healthcare provided

Across 31 countries, people's perceptions to the current and future quality of their healthcare system remains positive, albeit faltering somewhat.

This year, 44% say the quality of their countries healthcare system is either 'very good' or 'good' (vs. 21% who say it is poor). During the pandemic there was an increase in satisfaction with the healthcare people had access to and this peaked in 2021 when 53% described the care as good. Now that figure has fallen and returned to the level it was before the Covid-19 virus (44% in 2018).

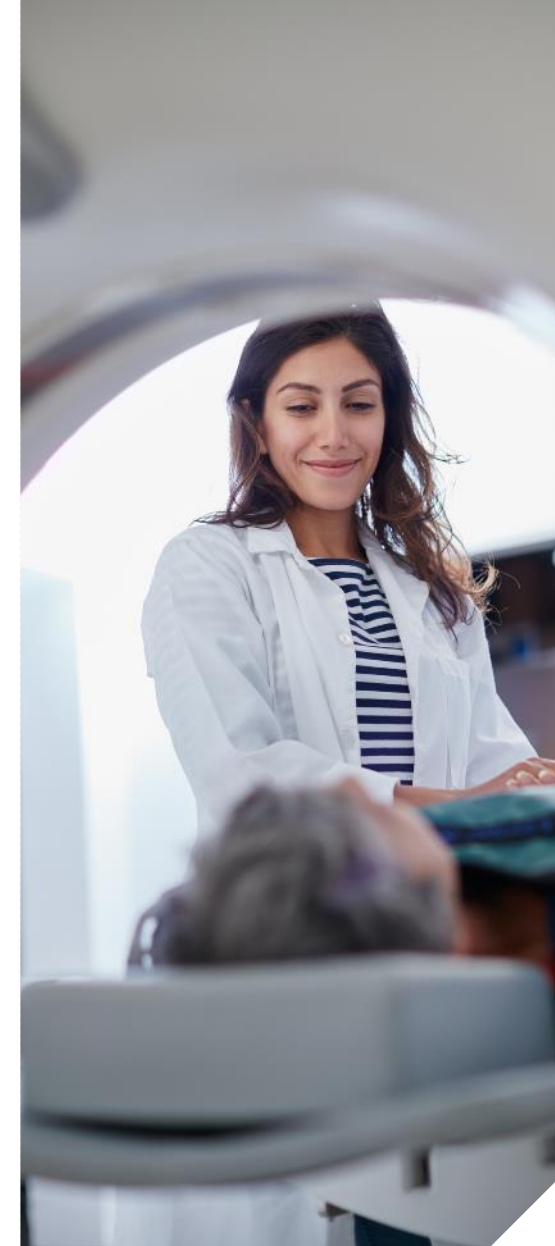
In New Zealand, 49% say the quality of our healthcare system is 'very good' or 'good' – a drop by 3pp from 2023.

The proportion that expect the quality of the healthcare they receive to get better in the future is declining. In 2018 34% on average said they expect the care they receive to improve in the coming years, that figure is now 28%. **New Zealand sits significantly below the global average at 20% (also a drop by 3pp from 2023).**

The reverse is true in Great Britain. In 2018 only 8% of Brits thought the quality of care would improve, that figure is 26% in 2024. However, 82% in Great Britain describe their health service as overstretched, the highest country in this survey and only 50% rate the current care they are receiving as good, down 23pp since 2018 and 8pp in the last 12 months.

Hungary is the country least likely to rate the care they have access to as good. Only 12% say it is good and 58% describe it as poor. In our [What Worries the World](#) survey, which tracks what people see are the biggest problems affecting their country, Hungary is the most concerned about healthcare with 60% saying it is an issue.

Hungary is also pessimistic for the future with 47% saying they expect care to get worse. In France 42% think the healthcare system will decline in coming years. **In New Zealand, 32% believe that the healthcare system will decline in the coming years.**



The challenges facing healthcare services

Access to treatment/long waiting times is now the biggest issue facing healthcare systems across 31 countries.

For the first time in two years, access to treatment/long waiting times is no longer joint first with not enough staff as an issue. That said, the proportion mentioning it has stayed the same over the last year, with over two-fifths (46%) picking it as a major challenge.

This is not the case in Aotearoa as understaffing remained the biggest issue – picked by 62% of New Zealanders, while 49% selected long waiting time.

Hungary is consistently worried about access to treatment and this year is no different, with 68% concerned. This is also reflected in our [What Worries the World](#) survey, where Hungarians put healthcare as their top worry.

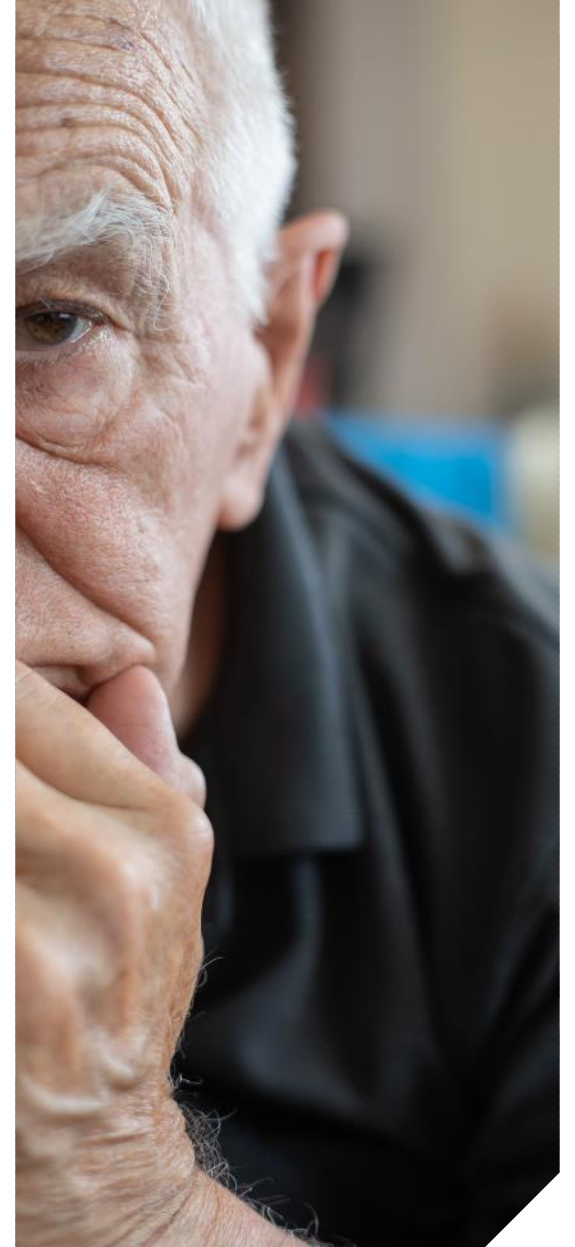
Great Britain is a country to note when it comes to access to treatment and other challenges.

Since last year, the number of Brits picking this issue rose 8pp to 55%, this is the highest it has been for the nation in the six years of running this survey. They are also particularly worried about not having enough staff, with 54%

citing it as an issue (although this is down slightly from last year).

In terms of ageing populations, the top three most worried nations are in Asia and have some of the lowest birth rates in the world. Singapore, Japan and South Korea all have over half saying this is one of the top challenges facing their country (53%, 52%, and 51%, respectively). South Korea has seen the biggest increase in worry since 2018 compared to the others – up 8pp.

New Zealand is in the top-10 countries worried about lack of investment, both generally (25%) and in preventative health (23%).



Perils of perception



Perils of perception

For the last decade Ipsos has been exploring the gap between people's perception and reality on a range of issues.

In this survey we see that in the majority of countries covered (17) [people accurately perceive the quality of healthcare](#) they receive according to data from the World Health Organisation (WHO).

This includes countries from Western Europe, North America and some wealthier countries in Asia Pacific.

However, from our analysis we find [what a country spends on healthcare is not reflected](#) in people's satisfaction with what they receive in terms of care. Switzerland, Netherlands, Australia and Belgium are seeing a return in citizen satisfaction for the amount spent on health as a percentage of GDP.

We also find that people are better at assessing their [obesity risk](#) than their [cancer risk](#). Not being able to accurately recognise how likely they are to get cancer, coupled with the proportion seeing cancer

as one of the biggest health risks affecting their [country falling in recent years](#), is a concern. Especially so as many countries are trying to increase cancer screenings after a [decline during the Covid-19 pandemic](#) and a rise in [diagnoses among younger people](#).

Interestingly, New Zealanders believe that the country's obesity rate is considerably higher than reality (average guess of 44% vs. current adult obesity rate of 34%).



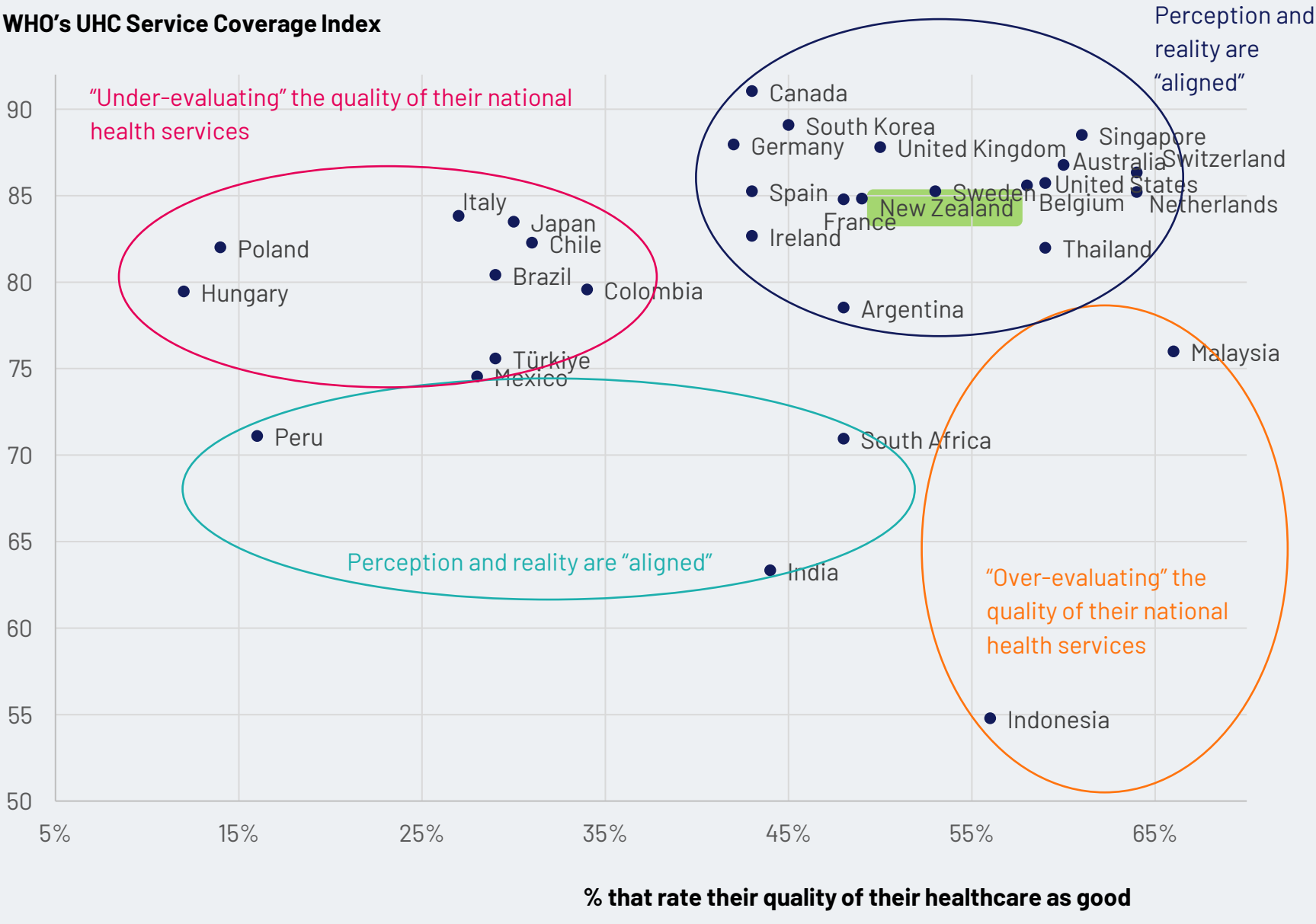
How would you rate the quality of healthcare that you and your family have access to in your country?

Across 31 countries, 17 nations accurately perceive the quality of their healthcare system, according to World Health Organisation (WHO) figures.

Source: [WHO](#)

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

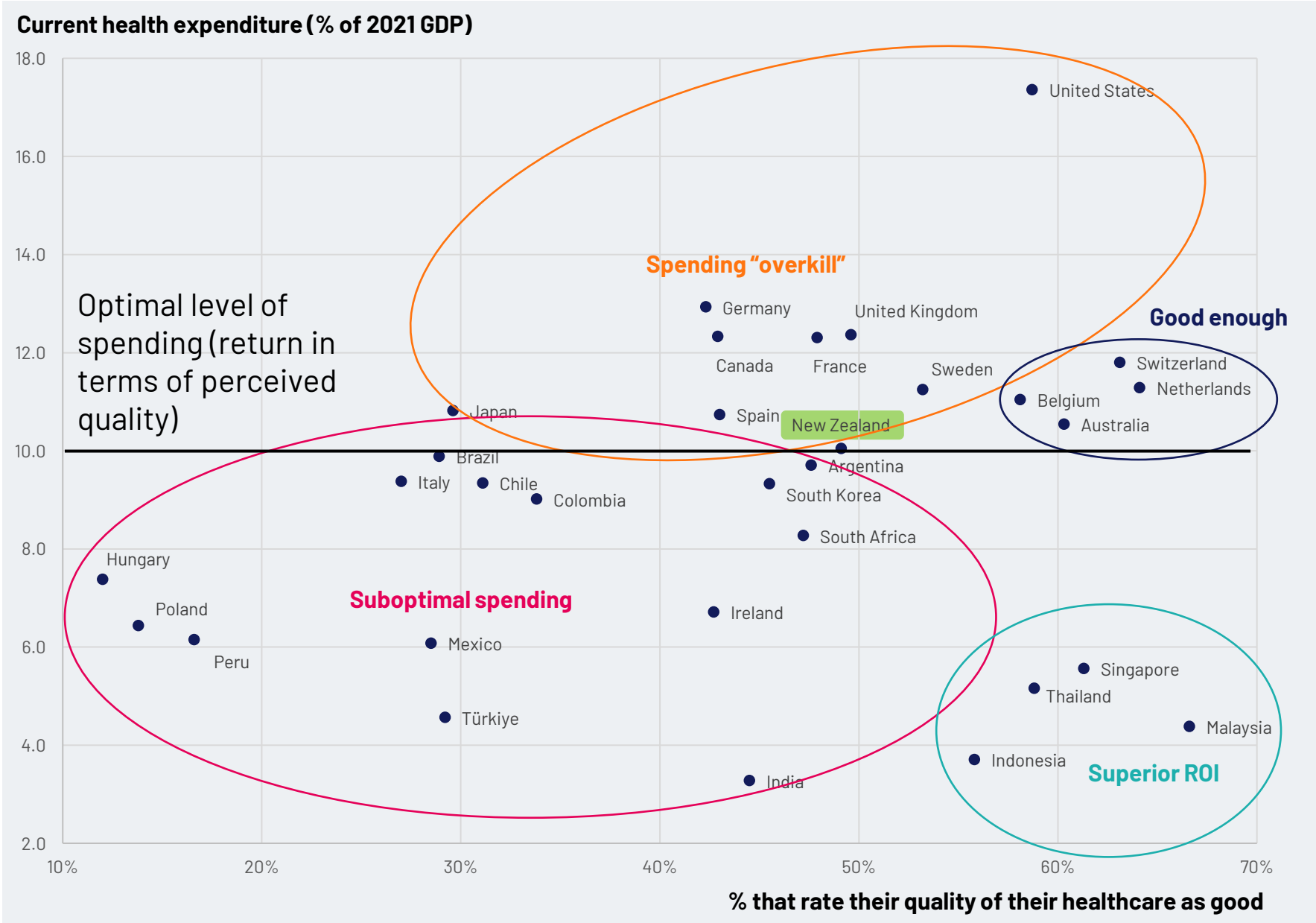
WHO's UHC Service Coverage Index



How would you rate the quality of healthcare that you and your family have access to in your country?

Across 31 countries, 15 nations spend a suboptimal amount on their healthcare, which is reflected in their perceived quality of healthcare.

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



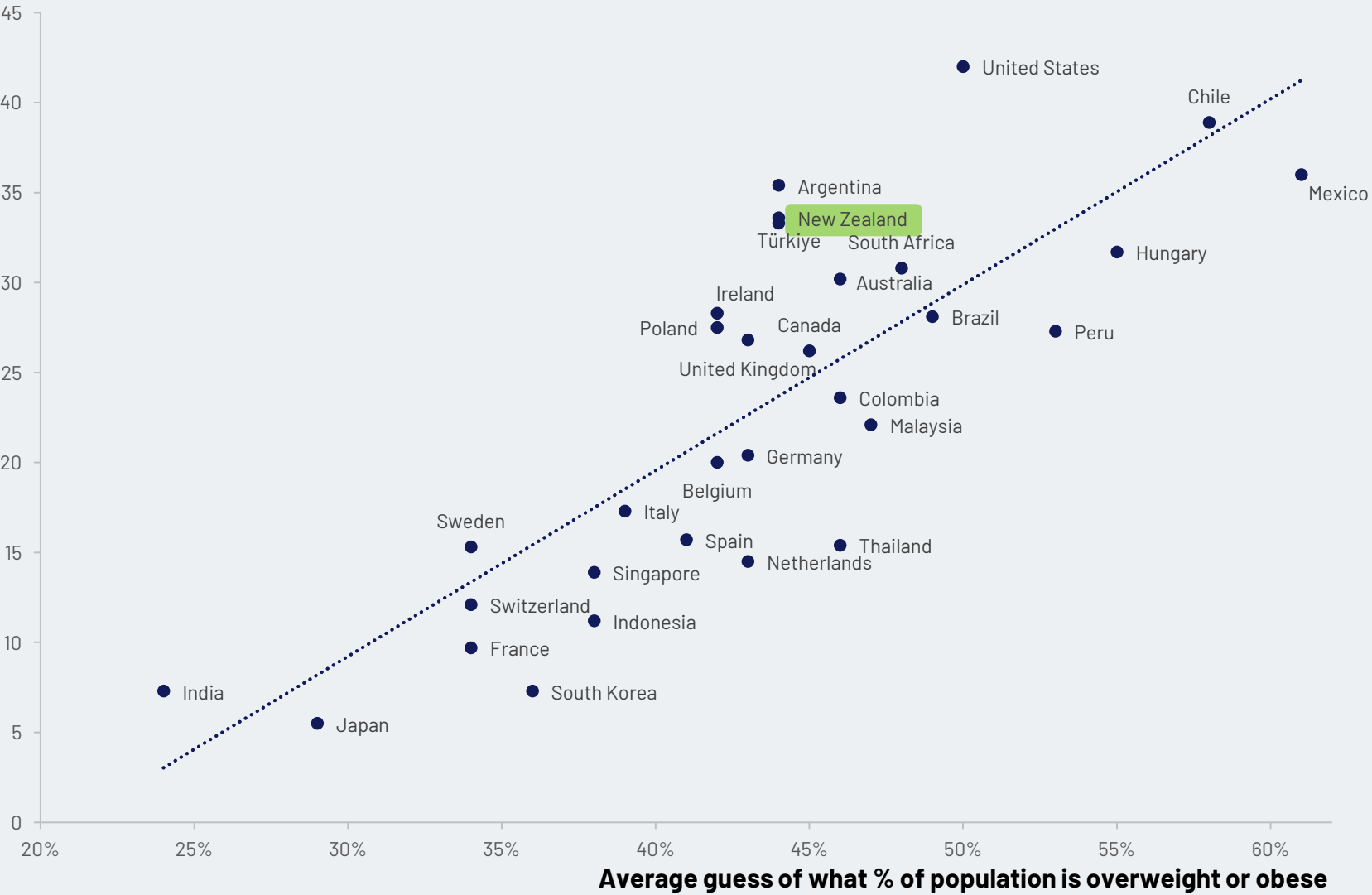
Out of every 100 people aged 20 years or over in ..., how many do you think are either overweight or obese?

While there is a slight gap between average guess and prevalence of obesity, people are **reasonably accurate** at knowing what proportion of their country is overweight or obese.

Source: [WHO](#)

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Prevalence of obesity among adults %



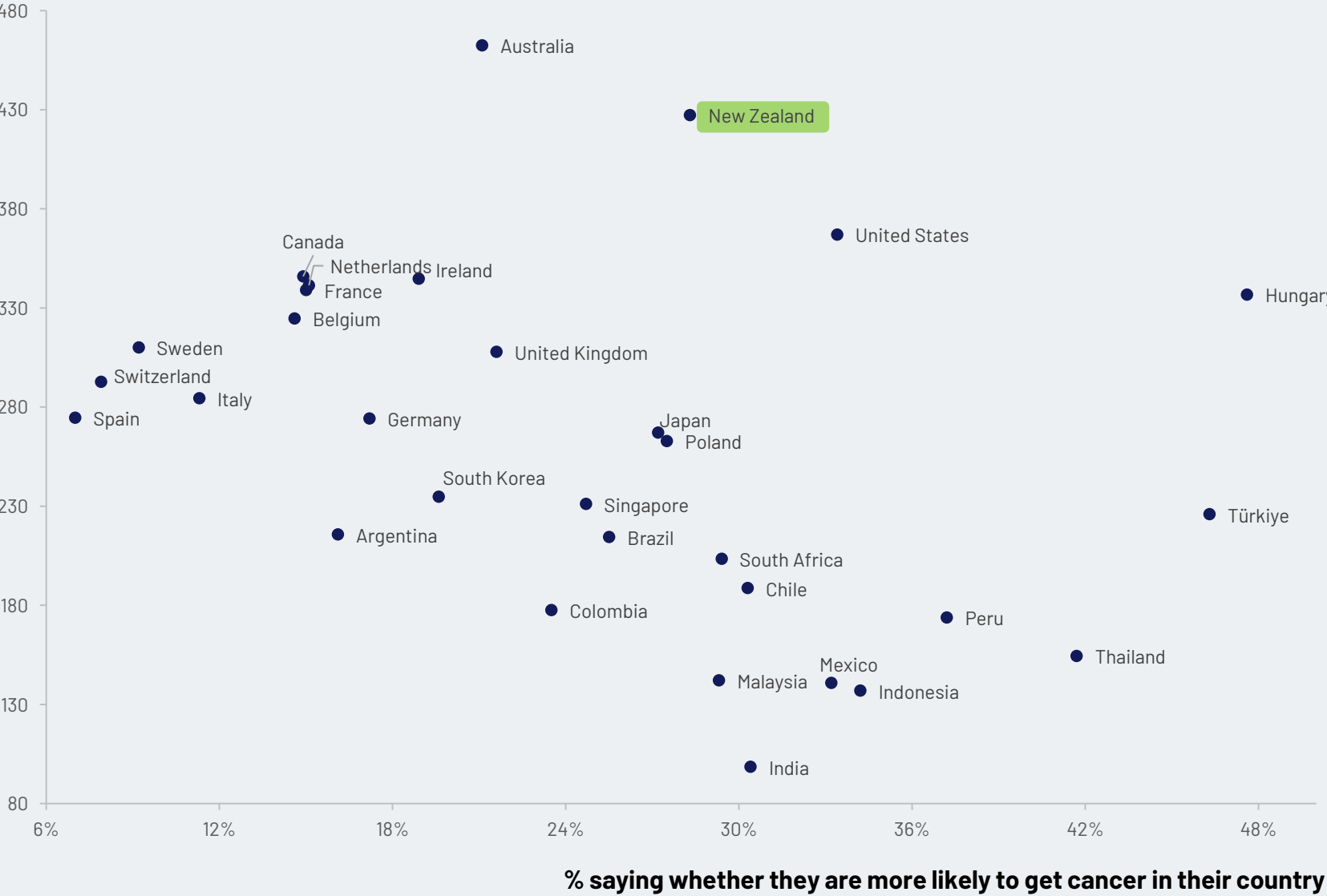
Are people in your country more, less, or neither more nor less likely to get cancer in your country than in any other comparably developed country?

While people in general are quite accurate at guessing their obesity rate, they are **less accurate** at assessing the risk of cancer.

Source: [WHO – Cancer Over Time](#)

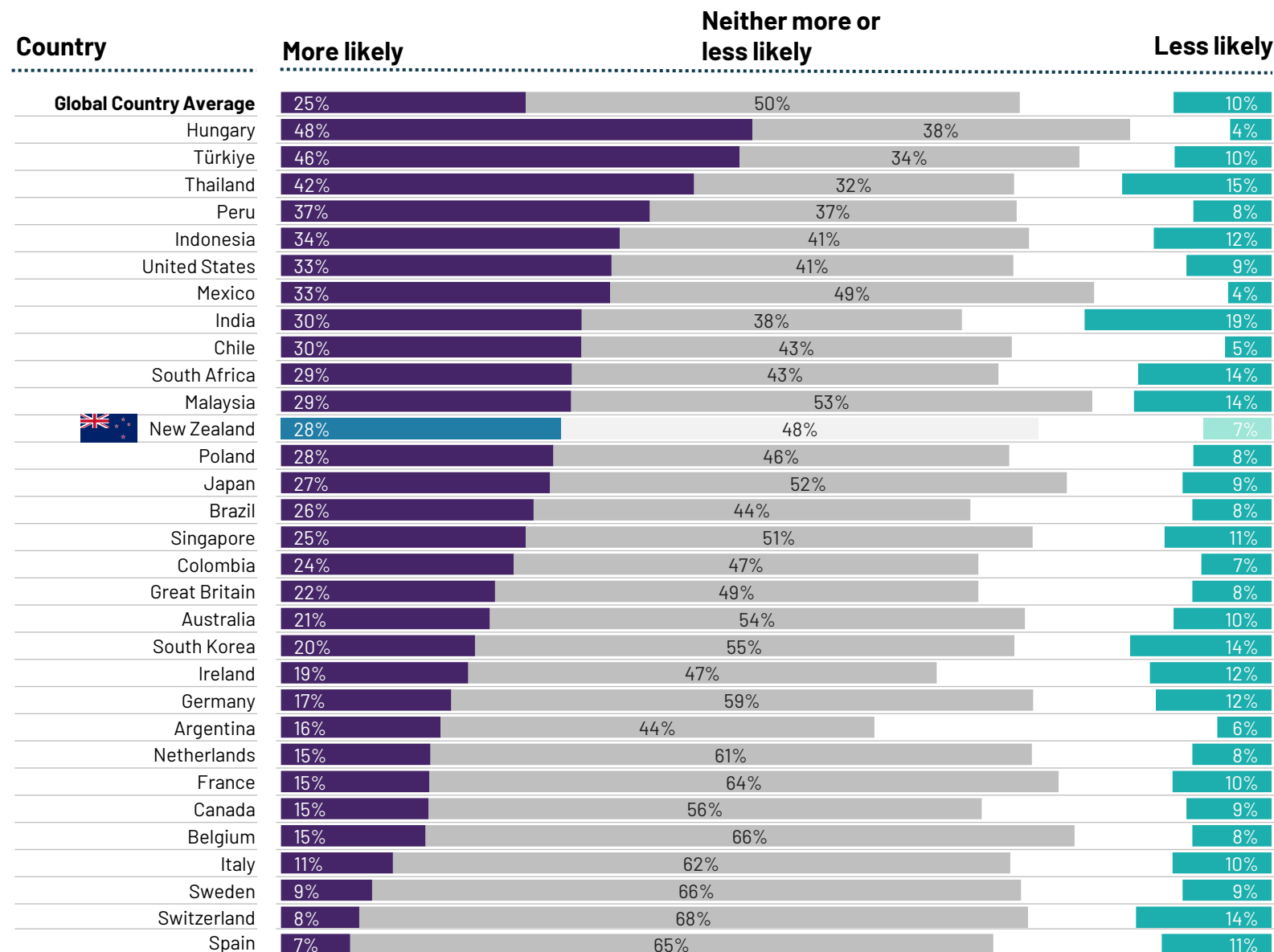
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024. .

Age-standardized (Incidence) rate (100,000 persons per year)



Are people in your country more, less, or neither more nor less likely to get cancer in your country than in any other comparably developed country?

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



Out of every 100 people aged 20 years or over in ..., how many do you think are either overweight or obese?


Average guess

*Prevalence of obesity among adults

Source: [WHO](#)

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country

Country		Obesity rate*	Avg. guess in 2017
Global Country Average	43%	N/A	39%
Mexico	61%	36%	53%
Chile	58%	40%	53%
Hungary	55%	36%	49%
Peru	53%	27%	41%
United States	50%	43%	50%
Brazil	49%	29%	47%
South Africa	48%	30%	47%
Malaysia	47%	22%	N/A
Australia	46%	32%	51%
Colombia	46%	35%	35%
Thailand	46%	15%	N/A
Canada	45%	27%	43%
Argentina	44%	36%	40%
 New Zealand	44%	34%	47%
Türkiye	44%	34%	32%
Germany	43%	24%	40%
Great Britain	43%	29%	44%
Netherlands	43%	17%	40%
Belgium	42%	22%	36%
Ireland	42%	31%	44%
Poland	42%	31%	40%
Spain	41%	38%	38%
Italy	39%	19%	36%
Indonesia	38%	12%	N/A
Singapore	38%	14%	N/A
South Korea	36%	7%	32%
France	34%	11%	32%
Sweden	34%	16%	33%
Switzerland	34%	14%	N/A
Japan	29%	5%	32%
India	24%	7%	41%



The biggest health problems

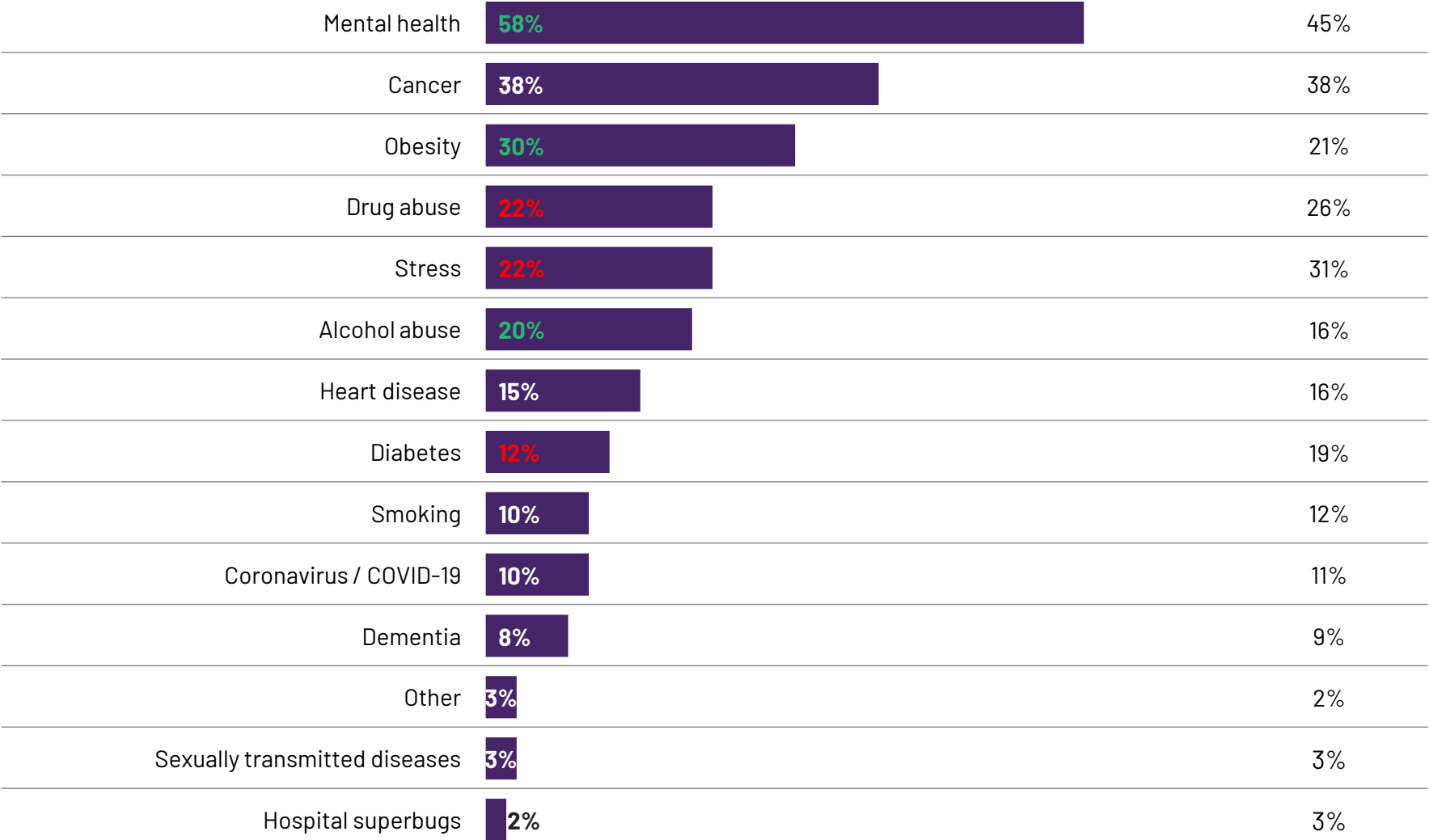


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

New Zealand result

Base: New Zealand 2024 (n=1,000), Global (n=23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.)

Global Average



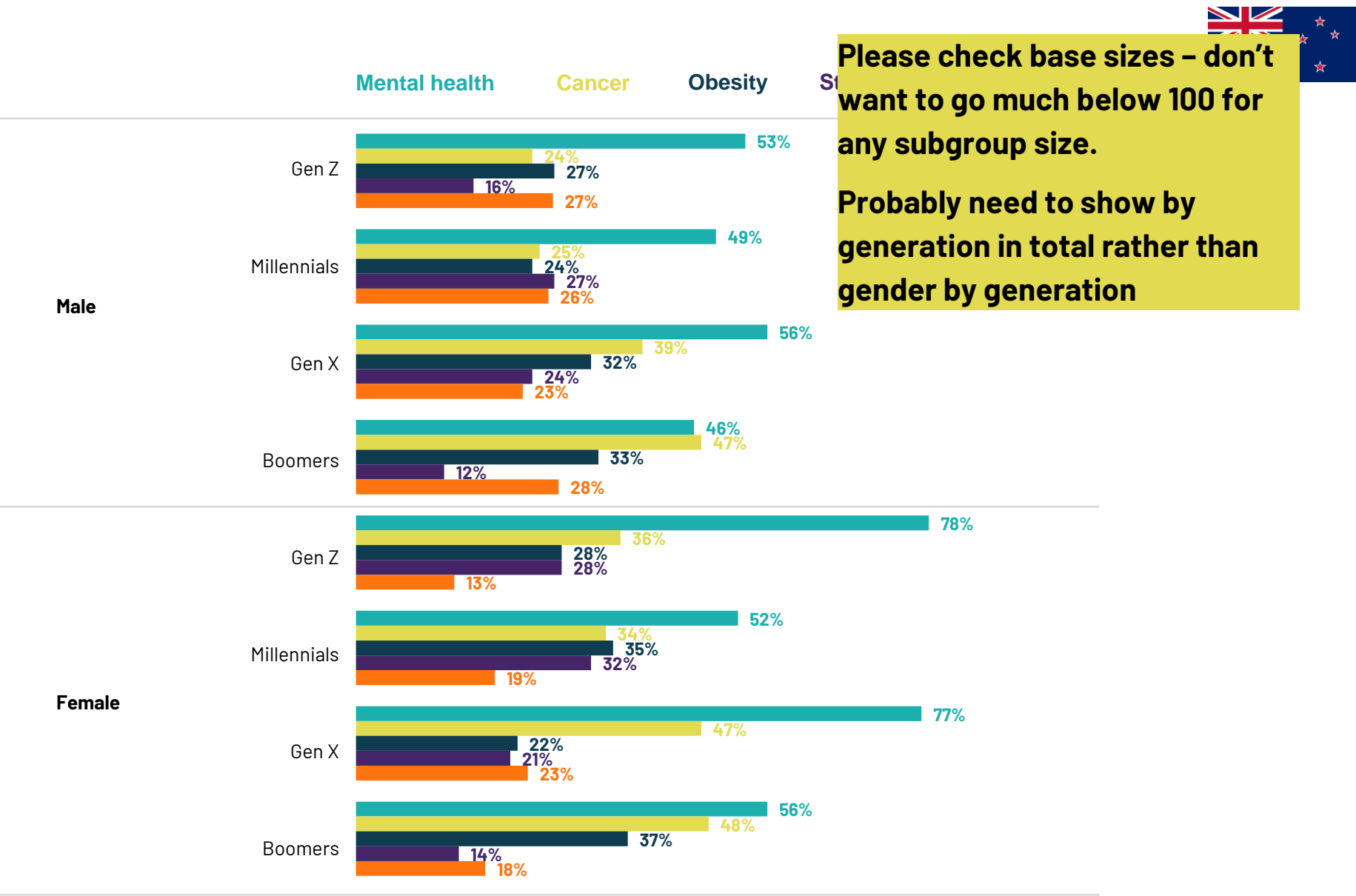
green / red indicates significantly higher / lower compared to the Global Average



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Top concerns by gender and generation in New Zealand

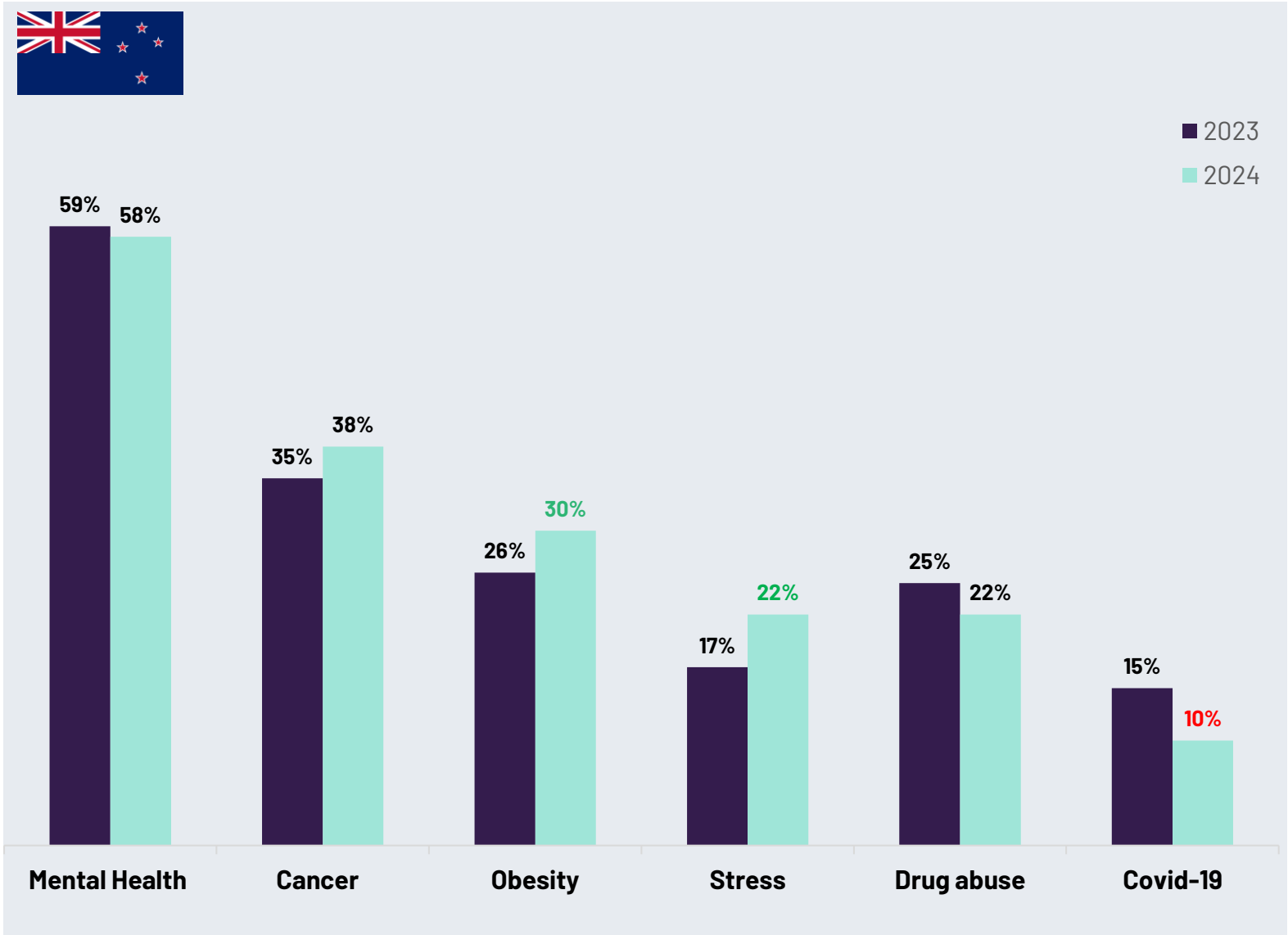
Base: New Zealand (n=1,000)



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Top concerns for New Zealanders over time

Base: New Zealanders 2024 (n=1,000), New Zealanders 2023 (n=1,003)

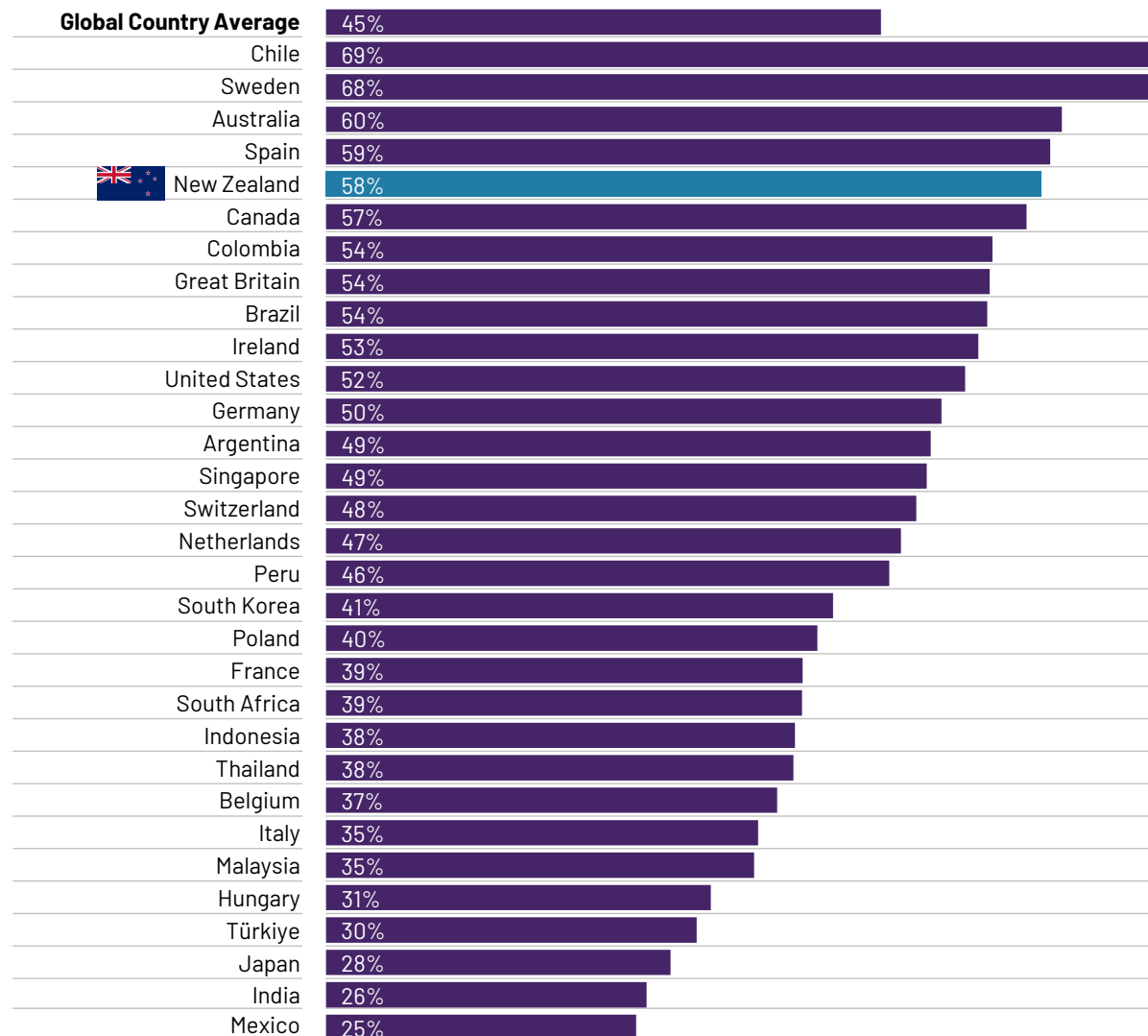


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Mental Health

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
27%	26%	31%	36%	44%
26%	50%	59%	62%	66%
59%	59%	63%	63%	67%
50%	47%	47%	44%	60%
23%	16%	35%	51%	61%
N/A	N/A	N/A	N/A	59%
49%	42%	43%	46%	61%
17%	N/A	42%	46%	51%
50%	43%	40%	43%	53%
18%	27%	40%	49%	52%
N/A	N/A	N/A	58%	58%
44%	33%	35%	51%	53%
37%	26%	32%	31%	52%
15%	25%	28%	37%	47%
N/A	N/A	N/A	N/A	46%
N/A	N/A	28%	48%	48%
N/A	27%	33%	33%	45%
41%	36%	37%	39%	45%
48%	27%	27%	35%	44%
19%	23%	30%	33%	41%
10%	10%	12%	20%	35%
16%	22%	27%	37%	39%
N/A	N/A	N/A	32%	38%
N/A	N/A	N/A	29%	35%
23%	22%	35%	33%	37%
18%	10%	19%	28%	32%
16%	22%	33%	31%	41%
14%	12%	18%	23%	24%
17%	25%	19%	27%	32%
24%	14%	9%	15%	18%
18%	27%	25%	30%	19%
6%	8%	11%	15%	21%

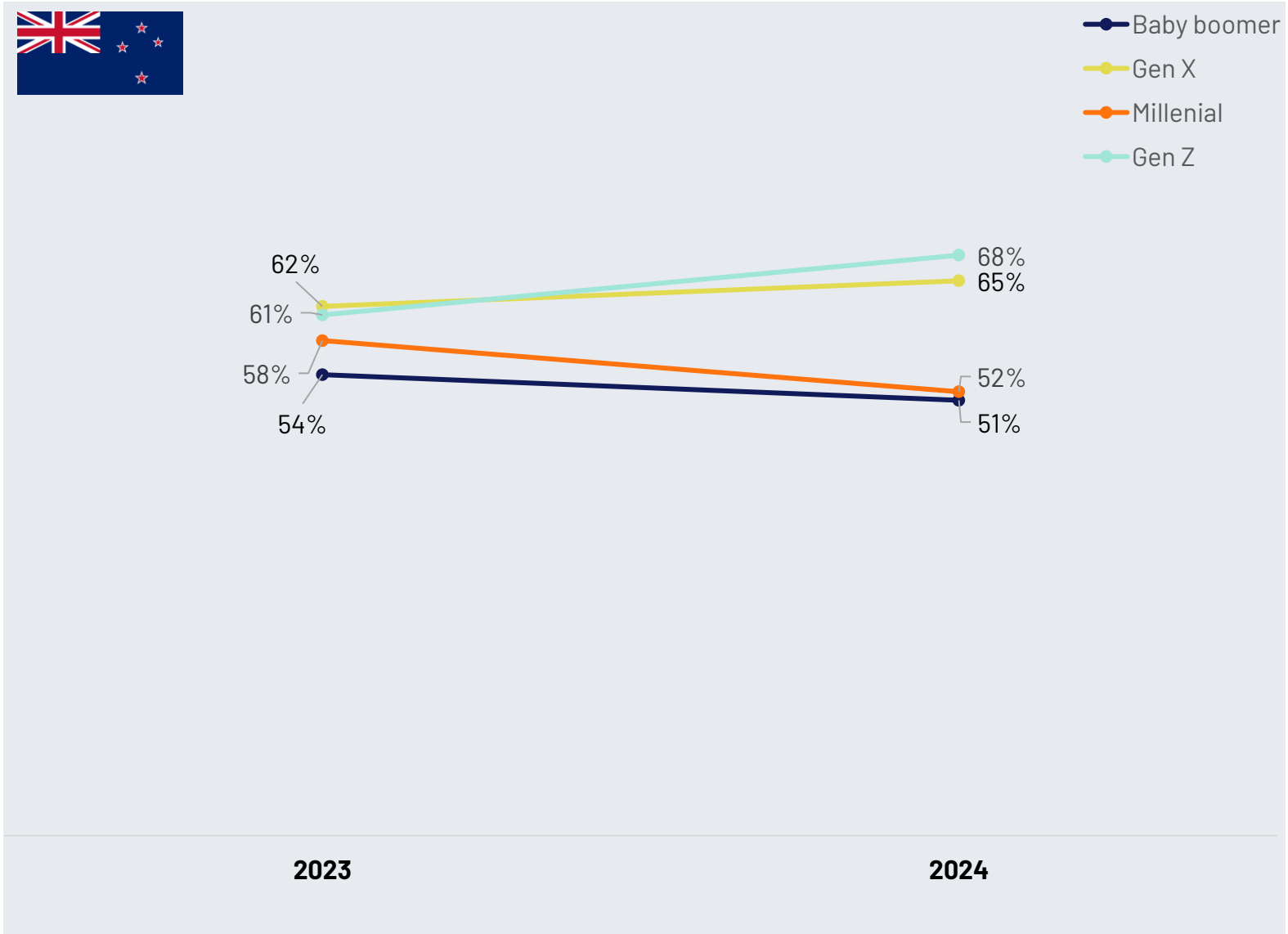


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Mental health by generation

New Zealand average

Base: New Zealand; Baby boomer (2023 n=269, 2024 n=249), Gen X (2023 n=253, 2024 n=272), Millennial (2023 n=330, 2024 n=348), Gen Z (2023 n=151, 2024 n=131)

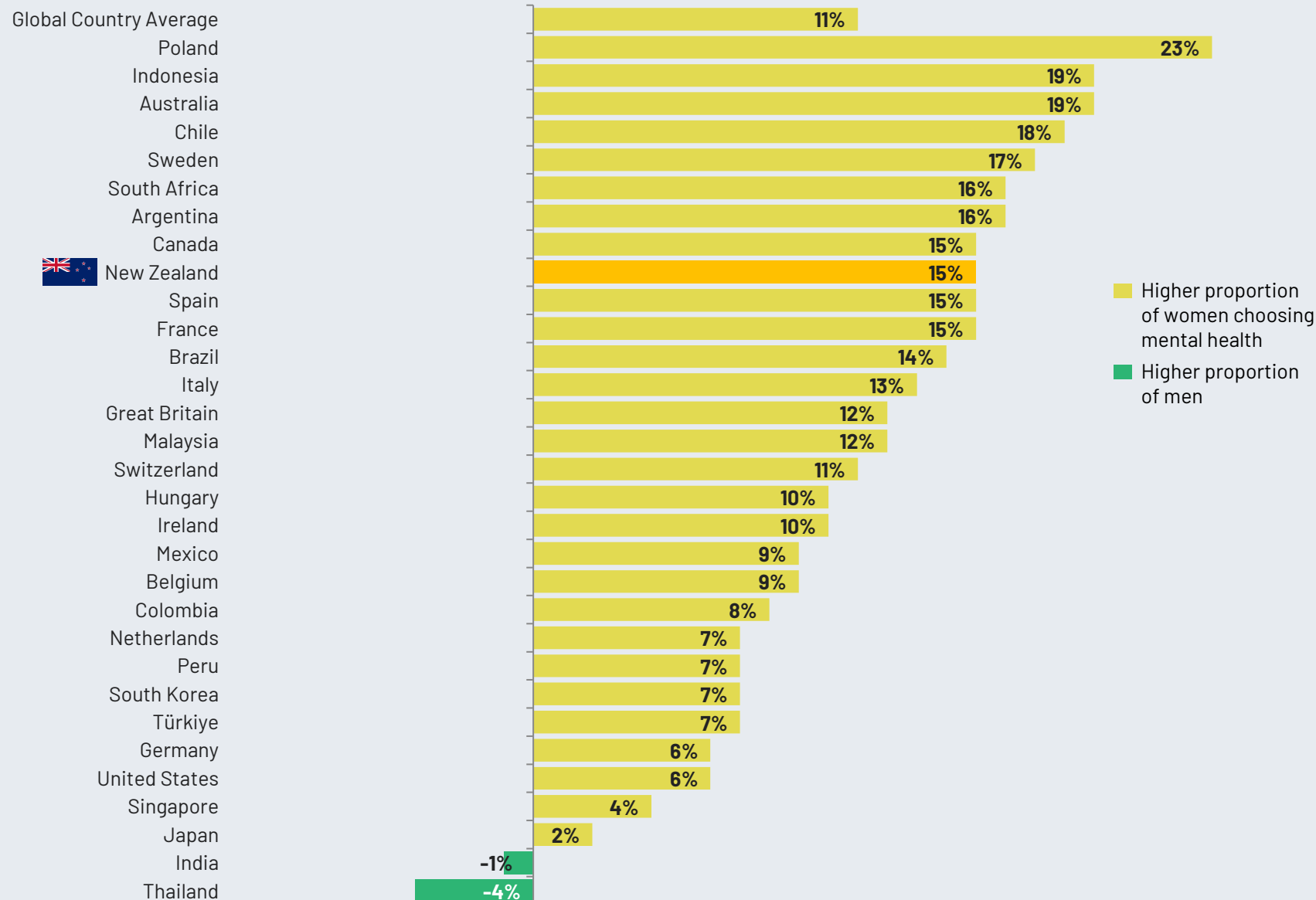


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Mental health

Net difference between women and men

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

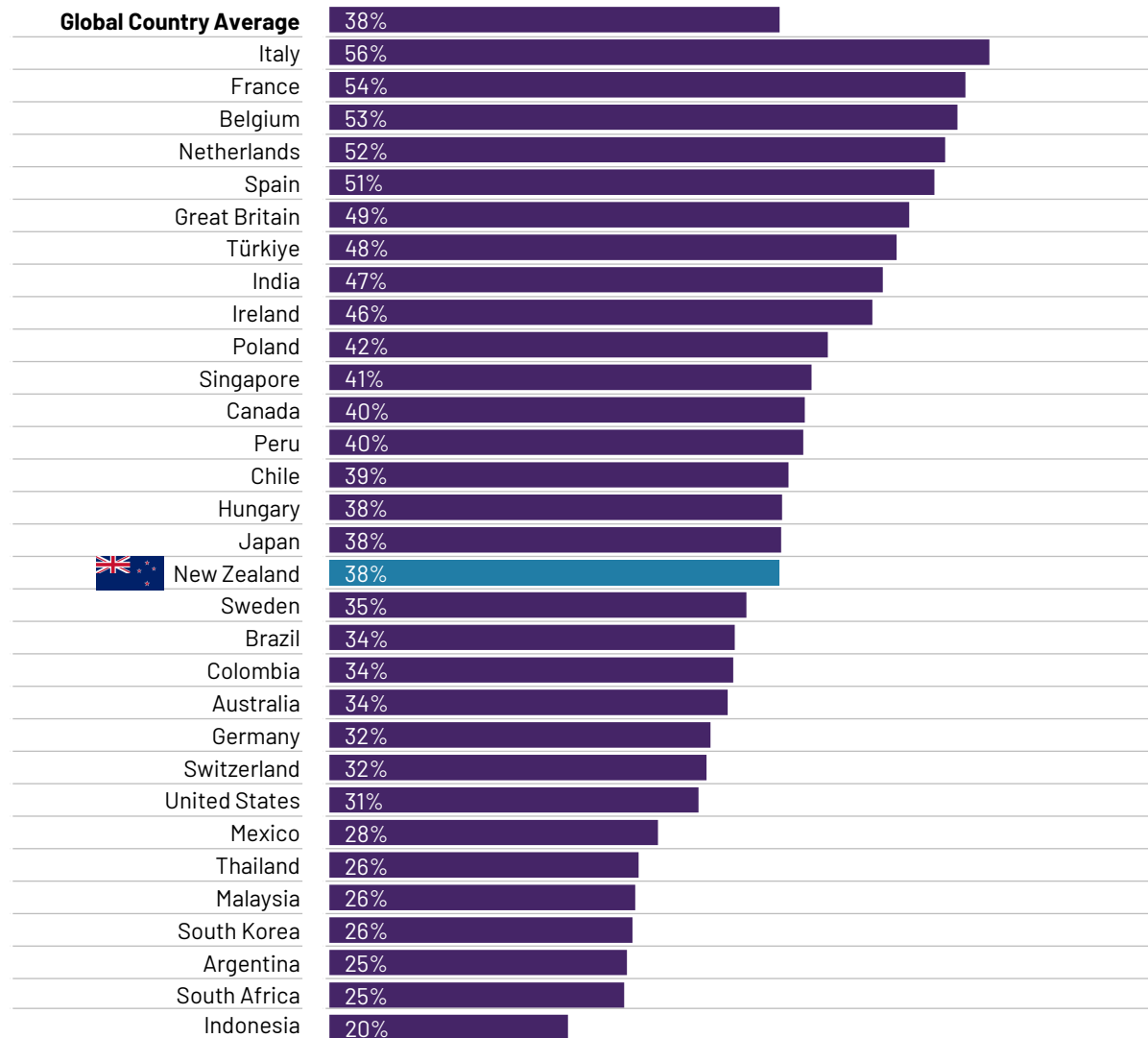


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Cancer

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
52%	37%	34%	34%	40%
75%	53%	53%	53%	57%
69%	51%	45%	46%	57%
60%	63%	55%	59%	57%
N/A	48%	43%	40%	53%
68%	49%	53%	49%	53%
50%	46%	41%	41%	47%
61%	41%	37%	44%	44%
38%	20%	18%	21%	59%
N/A	N/A	N/A	44%	50%
68%	59%	53%	47%	49%
N/A	N/A	N/A	N/A	38%
58%	35%	26%	30%	38%
53%	41%	36%	43%	46%
38%	33%	34%	33%	38%
56%	38%	41%	43%	40%
59%	30%	22%	26%	42%
N/A	N/A	N/A	N/A	35%
36%	39%	36%	35%	34%
57%	27%	31%	29%	38%
50%	N/A	31%	34%	41%
39%	30%	24%	23%	31%
45%	30%	25%	26%	37%
N/A	N/A	29%	32%	38%
42%	26%	22%	29%	29%
38%	29%	30%	27%	29%
N/A	N/A	N/A	19%	27%
35%	18%	16%	18%	24%
37%	19%	21%	21%	26%
37%	31%	27%	25%	24%
44%	24%	23%	20%	24%
N/A	N/A	N/A	16%	22%

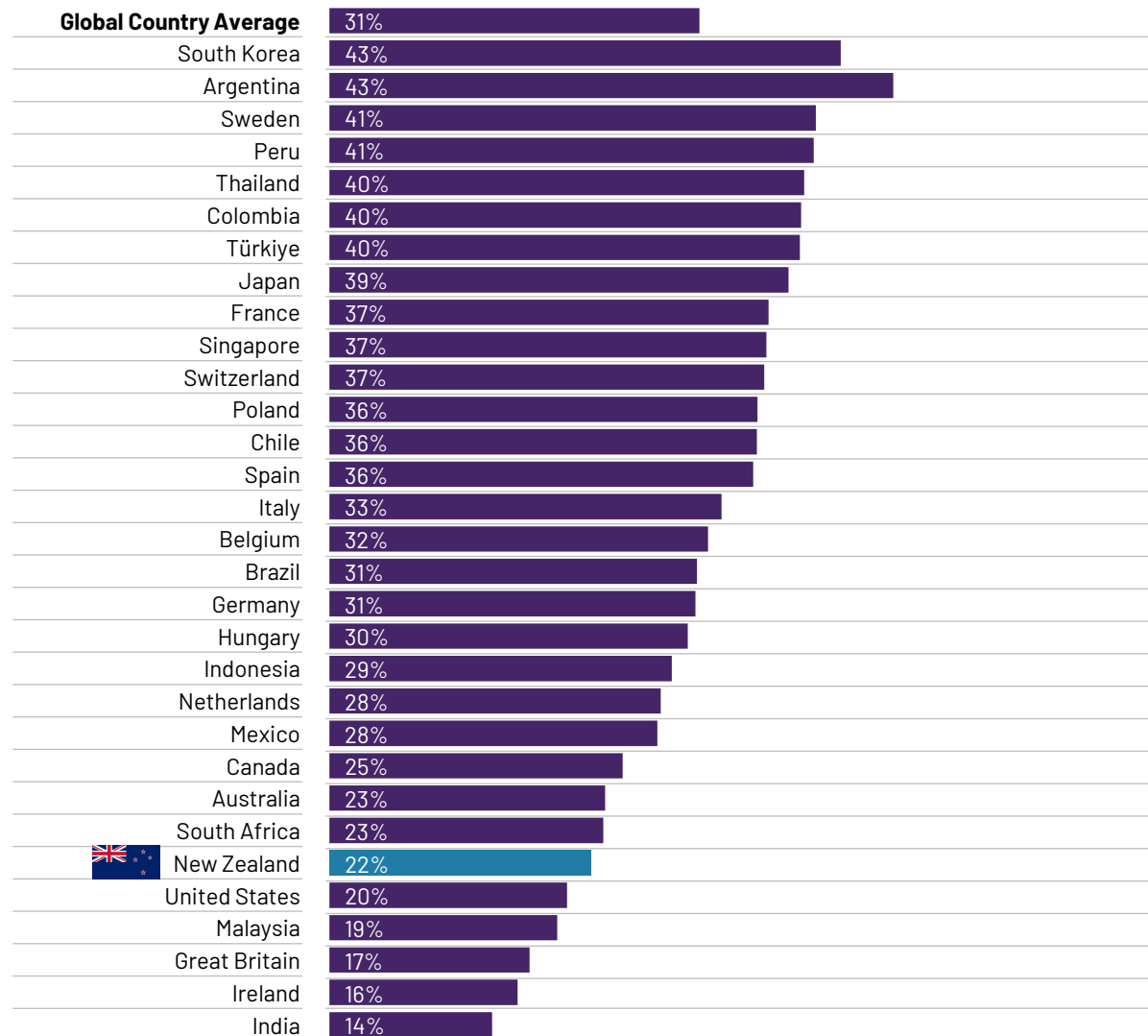


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Stress

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
25%	21%	22%	26%	30%
48%	35%	33%	35%	44%
34%	29%	34%	39%	39%
39%	33%	28%	35%	38%
29%	26%	35%	35%	35%
N/A	N/A	N/A	27%	37%
35%	N/A	30%	34%	38%
31%	31%	28%	34%	40%
37%	33%	28%	31%	37%
33%	23%	23%	28%	36%
N/A	N/A	N/A	N/A	35%
N/A	N/A	31%	39%	39%
25%	30%	26%	29%	37%
23%	25%	27%	30%	33%
25%	18%	19%	28%	33%
26%	18%	21%	29%	31%
31%	26%	30%	31%	34%
19%	18%	22%	27%	29%
24%	17%	16%	14%	29%
32%	25%	23%	27%	33%
N/A	N/A	N/A	22%	28%
N/A	19%	18%	23%	26%
18%	19%	15%	23%	27%
14%	13%	16%	14%	22%
9%	14%	12%	11%	21%
17%	18%	17%	24%	24%
N/A	N/A	N/A	N/A	17%
13%	15%	14%	17%	18%
14%	17%	18%	18%	21%
12%	9%	11%	14%	15%
N/A	N/A	N/A	18%	18%
26%	19%	20%	25%	15%

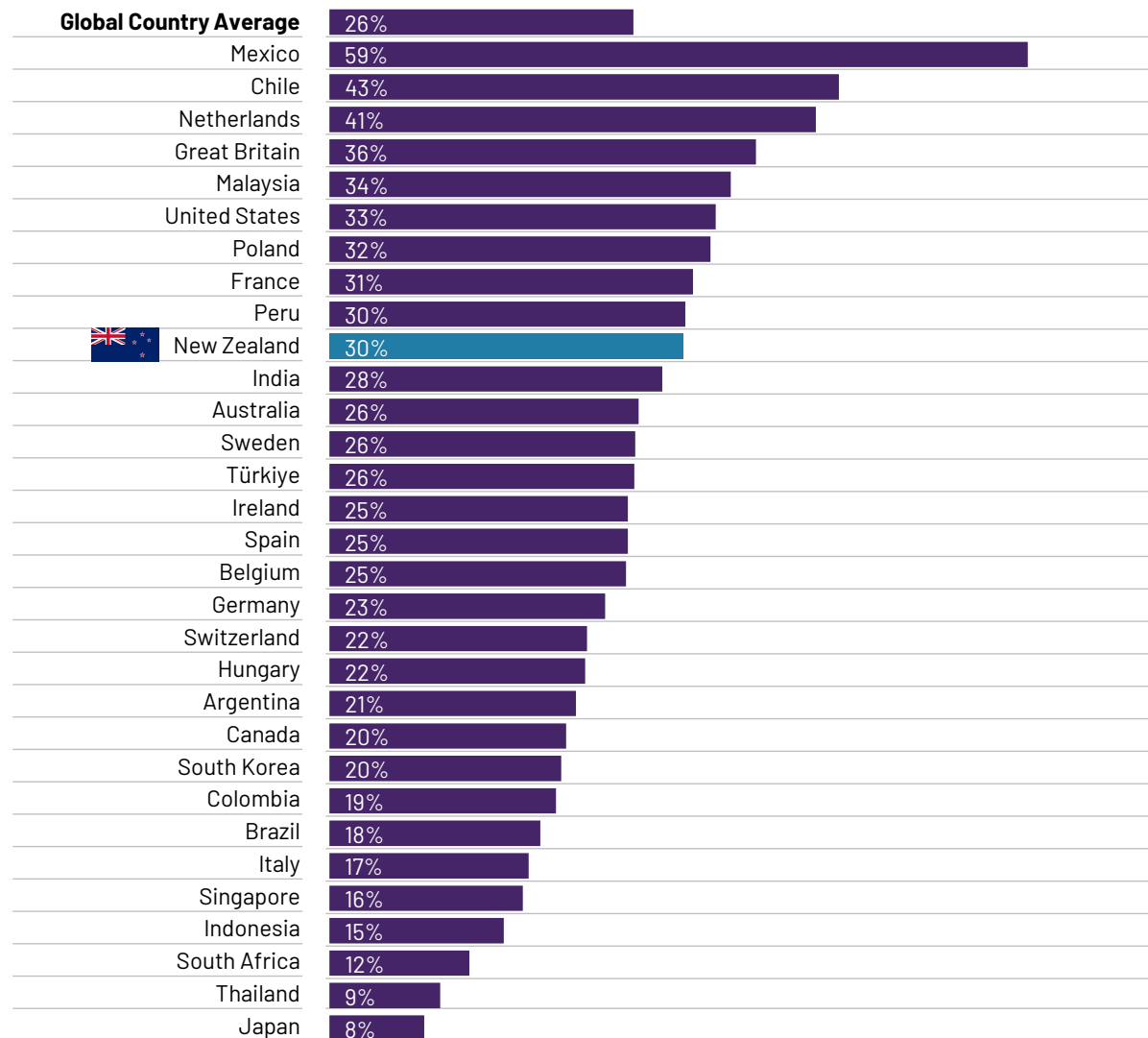


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Obesity

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
33%	18%	19%	22%	25%
76%	52%	52%	55%	62%
59%	36%	43%	38%	49%
N/A	21%	28%	28%	36%
50%	27%	28%	29%	34%
52%	20%	18%	27%	29%
40%	25%	20%	23%	30%
34%	11%	18%	25%	22%
33%	17%	20%	23%	30%
28%	26%	21%	25%	27%
N/A	N/A	N/A	N/A	26%
21%	7%	9%	10%	14%
46%	22%	17%	19%	24%
30%	21%	23%	25%	29%
44%	19%	22%	20%	20%
N/A	N/A	N/A	23%	26%
43%	15%	22%	23%	28%
23%	22%	20%	24%	27%
30%	14%	17%	18%	27%
N/A	N/A	12%	16%	19%
29%	14%	22%	22%	24%
31%	20%	21%	25%	30%
31%	12%	12%	17%	21%
20%	10%	11%	15%	16%
23%	N/A	16%	20%	21%
24%	11%	13%	15%	20%
24%	8%	9%	13%	18%
N/A	N/A	N/A	N/A	15%
N/A	N/A	N/A	6%	13%
21%	7%	7%	9%	9%
N/A	N/A	N/A	11%	12%
12%	4%	4%	5%	7%

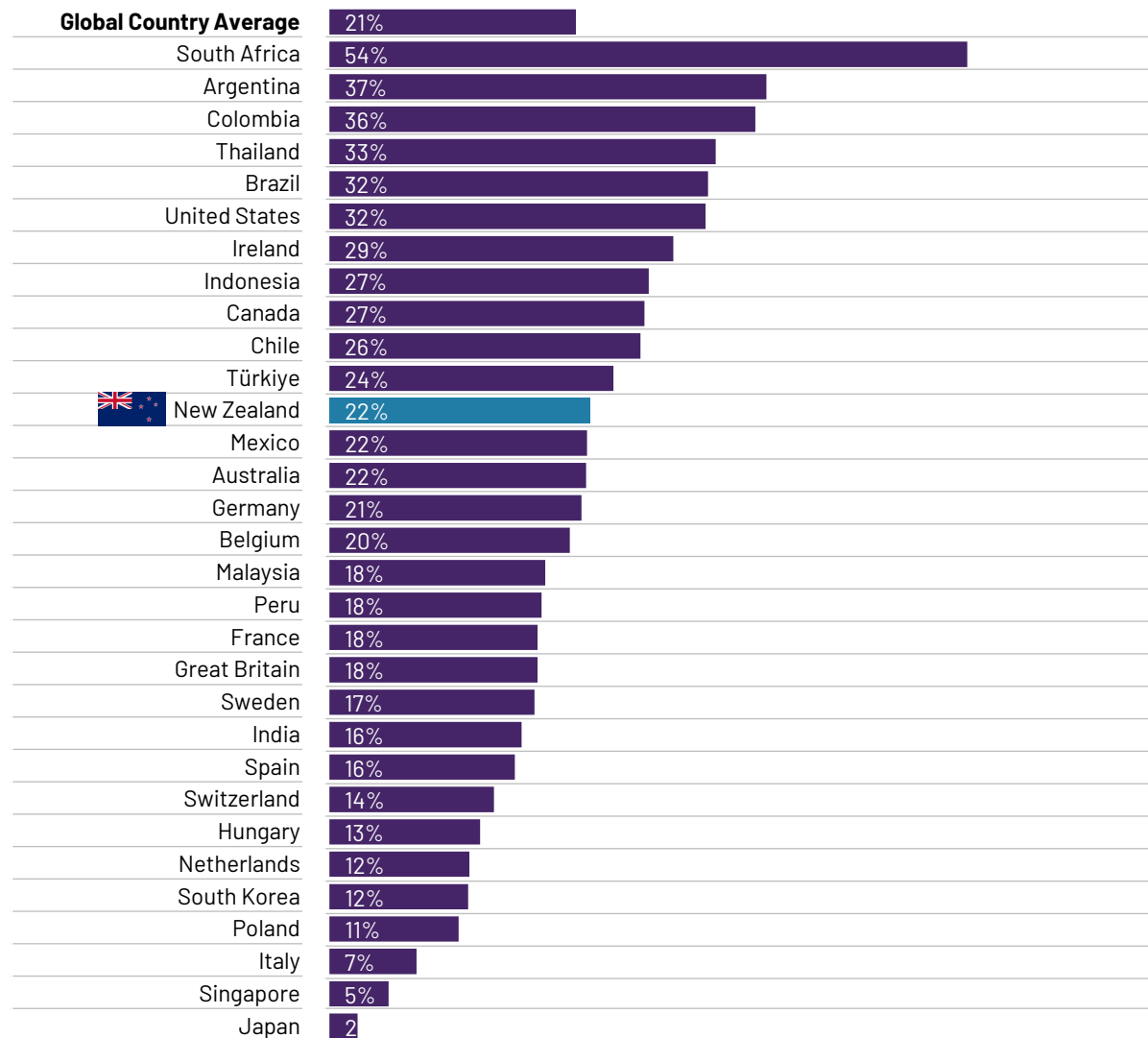


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Drug abuse

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
23%	12%	13%	16%	22%
48%	34%	30%	50%	52%
48%	26%	34%	45%	41%
52%	N/A	30%	32%	39%
N/A	N/A	N/A	21%	23%
42%	14%	22%	24%	36%
37%	20%	20%	22%	34%
N/A	N/A	N/A	19%	28%
N/A	N/A	N/A	26%	26%
21%	16%	17%	17%	30%
32%	19%	19%	25%	31%
35%	11%	17%	17%	31%
N/A	N/A	N/A	N/A	25%
26%	17%	14%	19%	23%
35%	15%	12%	13%	21%
16%	8%	8%	8%	17%
13%	13%	12%	14%	25%
28%	18%	11%	19%	21%
27%	7%	11%	13%	19%
15%	7%	9%	11%	20%
14%	6%	9%	8%	15%
11%	12%	13%	15%	18%
17%	11%	10%	14%	14%
19%	10%	11%	13%	15%
N/A	N/A	9%	12%	16%
9%	12%	10%	11%	16%
N/A	6%	6%	12%	17%
8%	2%	2%	4%	19%
18%	10%	14%	9%	8%
7%	3%	3%	5%	7%
N/A	N/A	N/A	N/A	4%
4%	3%	1%	3%	4%

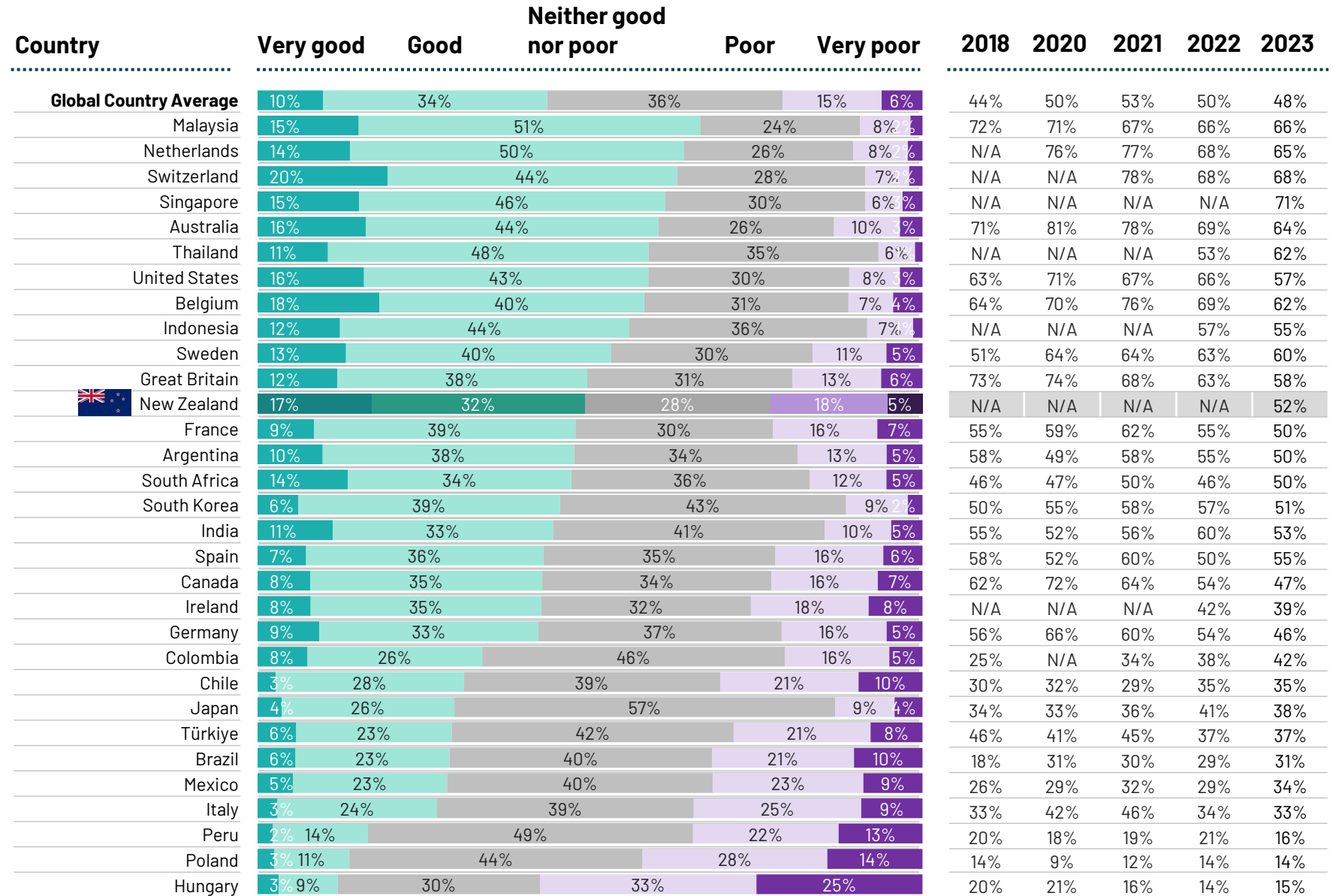


Access to and quality of healthcare provided



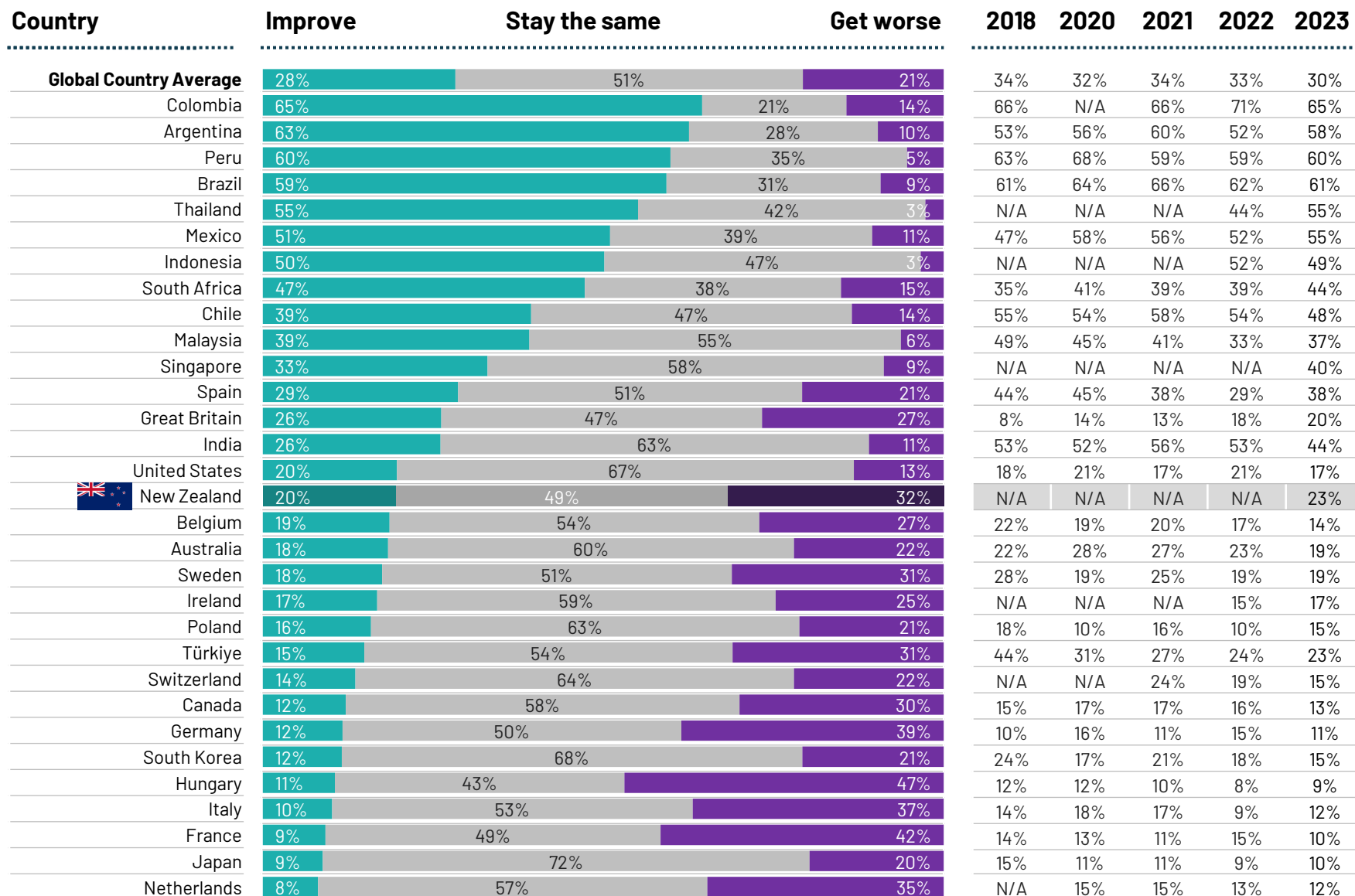
How would you rate the quality of healthcare that you and your family have access to in your country?

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



Over the coming years, do you expect the quality of healthcare that you and your family will have access to locally will improve, stay the same, or get worse?

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.





To what extent do you agree or disagree with the following statements?

% New Zealanders agree

Base: New Zealand 2024 (n=1,000), Global 2024 (n=23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024), New Zealand 2023 (n=1,003).

		Global Average	NZ 2023
The healthcare system in my country is overstretched	76%	64%	75%
Waiting times to get an appointment with doctors are too long in my country	73%▲	67%	66%
Many people in my country cannot afford good healthcare	67%	61%	64%
Vaccinating against serious infectious diseases should be compulsory	53%	59%	51%
In my country, information about how to look after my health is readily available when I need it	60%▼	55%	68%
In my country, information about healthcare services is readily available when I need it	57%▼	53%	65%
I trust the healthcare system in my country to provide me with the best treatment	46%▼	48%	53%
I find it easy to get an appointment with doctors in my local area	41%▼	44%	49%
The healthcare system in my country provides the same standard of care to everyone	38%▼	38%	43%
I find it easy to get access to a pharmacy in my local area	83%	77%	N/A
In my country, individuals often take health decisions (over the counter drugs, home remedies etc.) independently without consulting a doctor or a medical professional	61%	59%	N/A
I am concerned that my personal data will be made available to third parties (government, private companies) without my consent	43%	54%	N/A

green / red indicates significantly higher / lower compared to the Global Average

▲ / ▼ indicates significantly higher / lower compared to New Zealand's 2023 result

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The challenges facing healthcare services





Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

New Zealand result

Base: New Zealand 2024 (n=1,000), Global 2024 (n=23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024), New Zealand 2023 (n=1,003).

		Global Average	NZ 2023
Not enough staff	62%	45%	64%
Access to treatment/ long waiting times	49%	46%	50%
Cost of accessing treatment	31%	32%	33%
Lack of investment	25%▲	20%	18%
Lack of investment in preventative health	23%▲	20%	16%
Ageing population	20%	23%	20%
Bureaucracy	16%	22%	15%
Poor quality of treatment	10%	17%	11%
Lack of choice	9%▲	9%	6%
Poor safety	5%	9%	4%
Low standards of cleanliness	4%	7%	3%
Other	2%	2%	2%

green / red indicates significantly higher / lower compared to the Global Average
▲ / ▼ indicates significantly higher / lower compared to New Zealand's 2023 result



Methodology



METHODOLOGY

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, July 26 and Friday, August 9, 2024. For this survey, Ipsos interviewed a total of 23,667 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,500 individuals each in Germany and Brazil, and 1,000 individuals each in Australia, Canada, France, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face

and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most

recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



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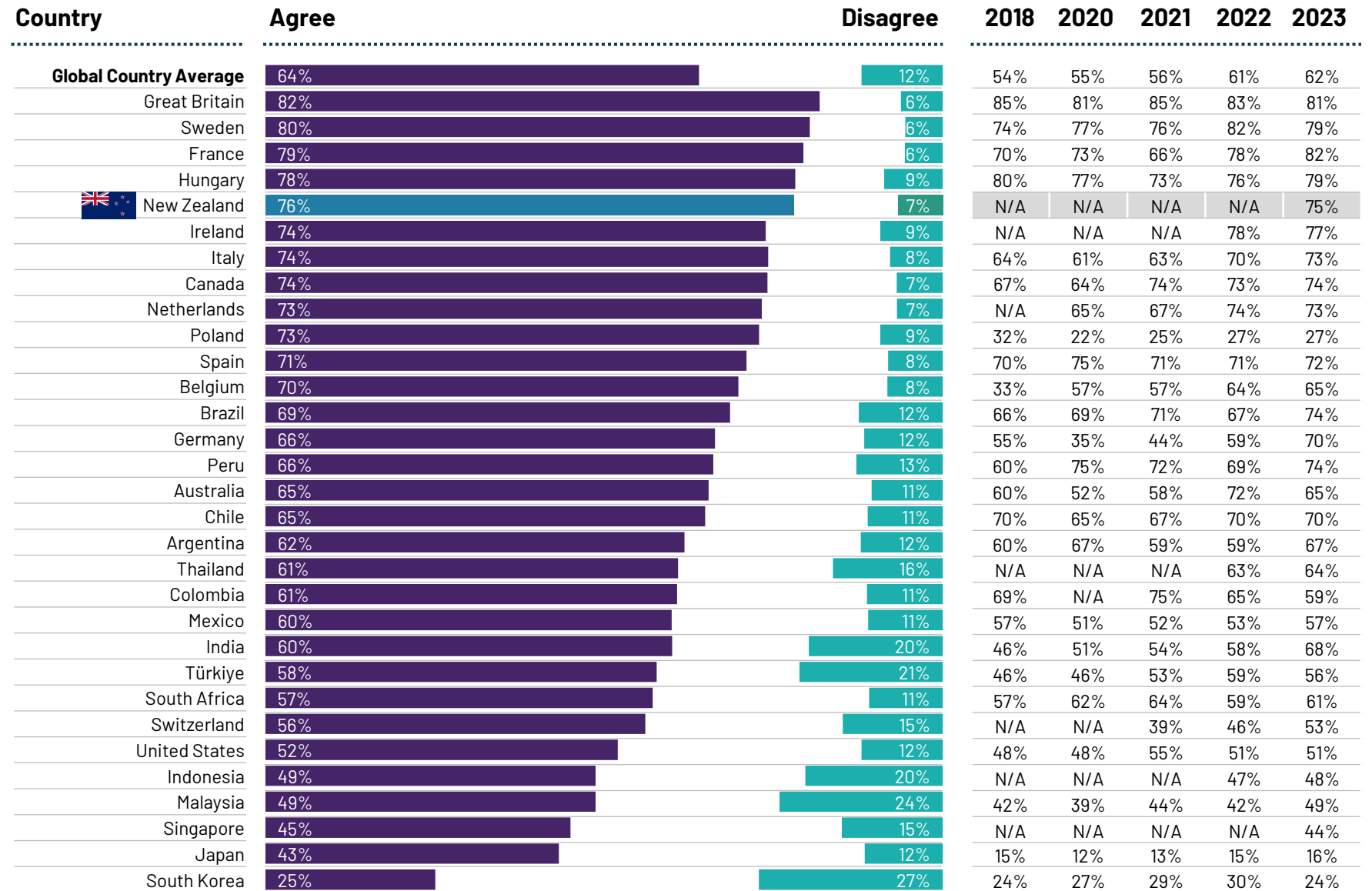
Appendix



To what extent do you agree or disagree with the following statements?

The healthcare system in my country is overstretched

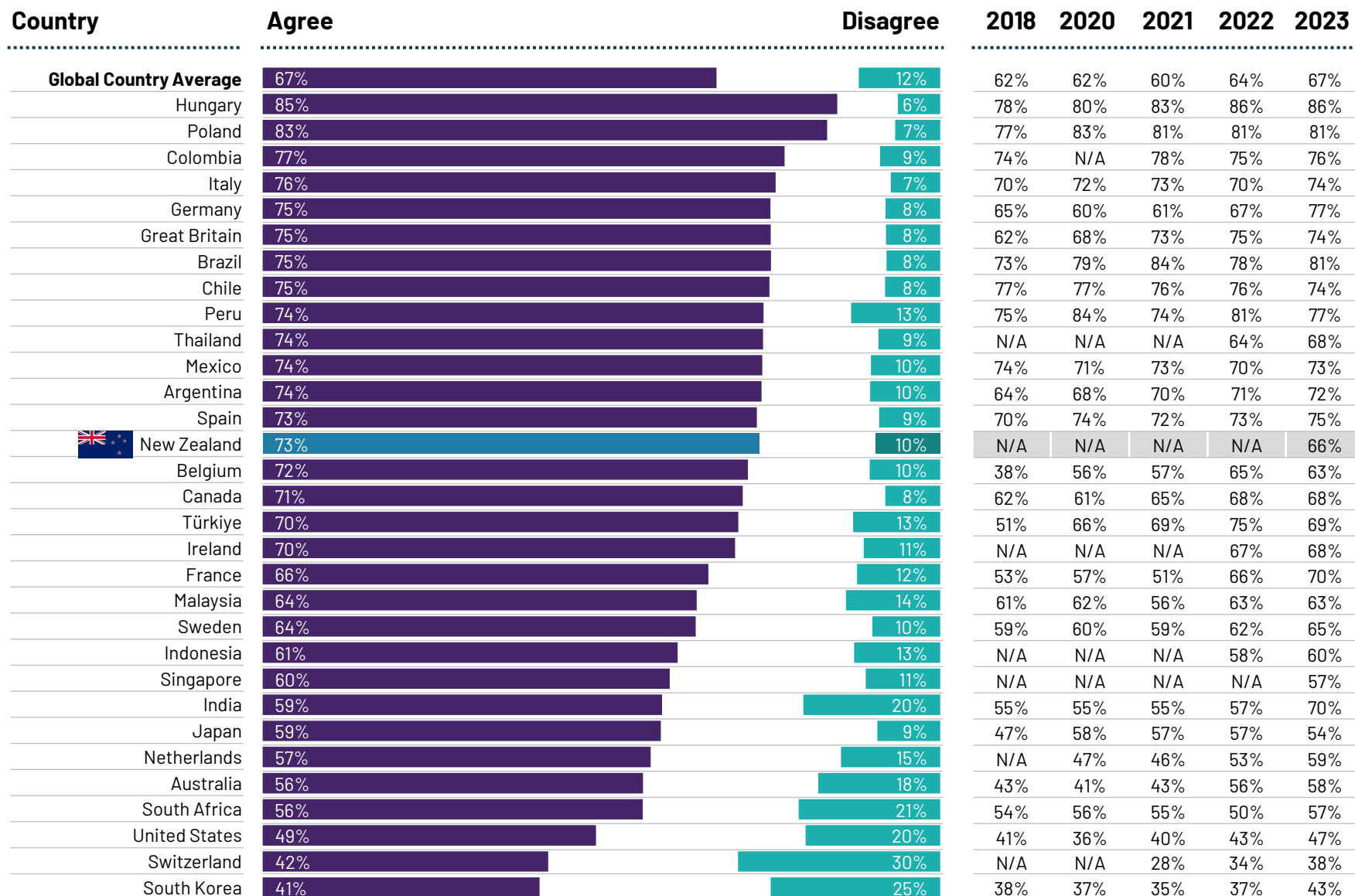
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

Waiting times to get an appointment with doctors are too long in my country

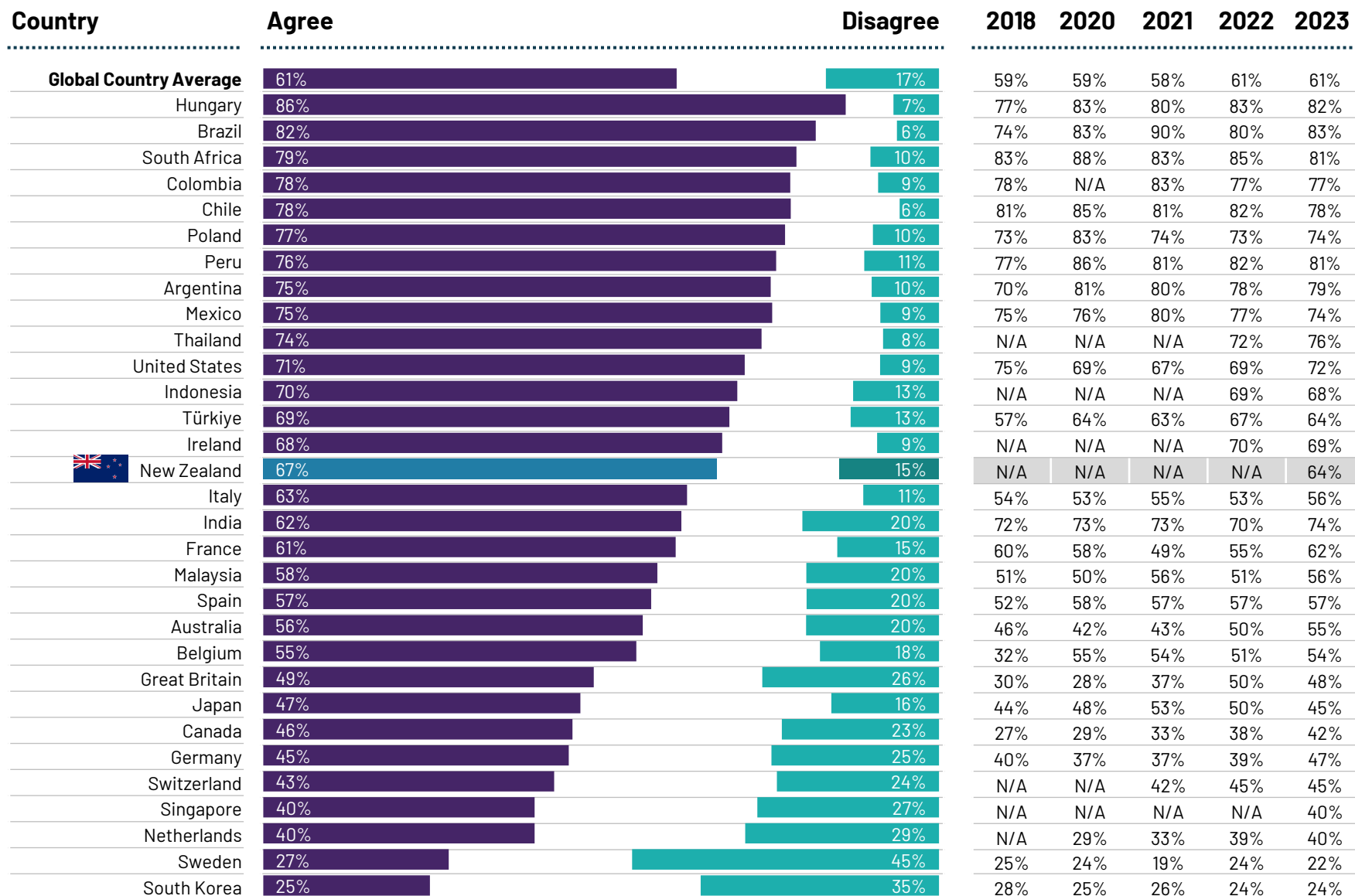
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

Many people in my country cannot afford good healthcare

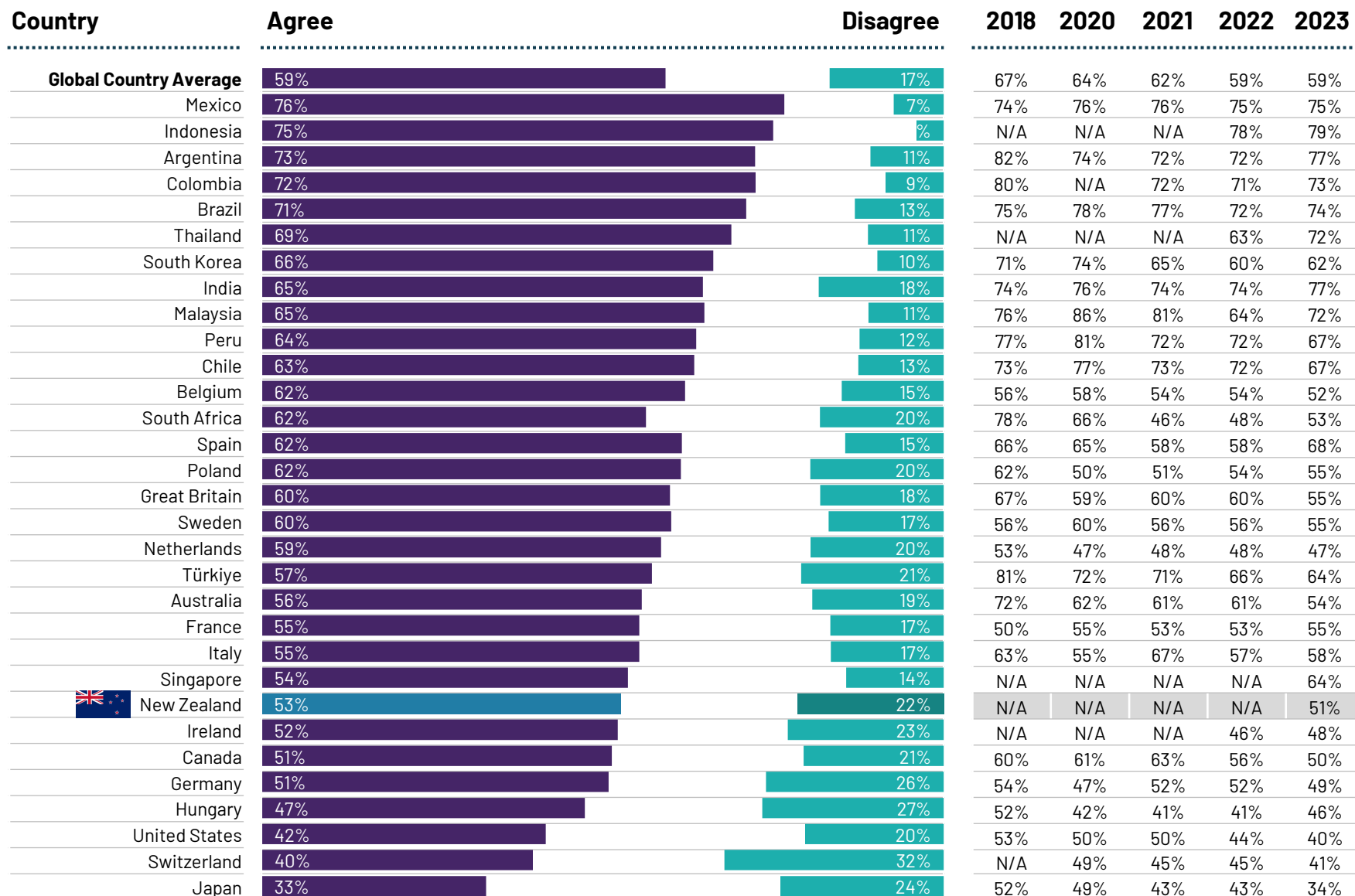
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

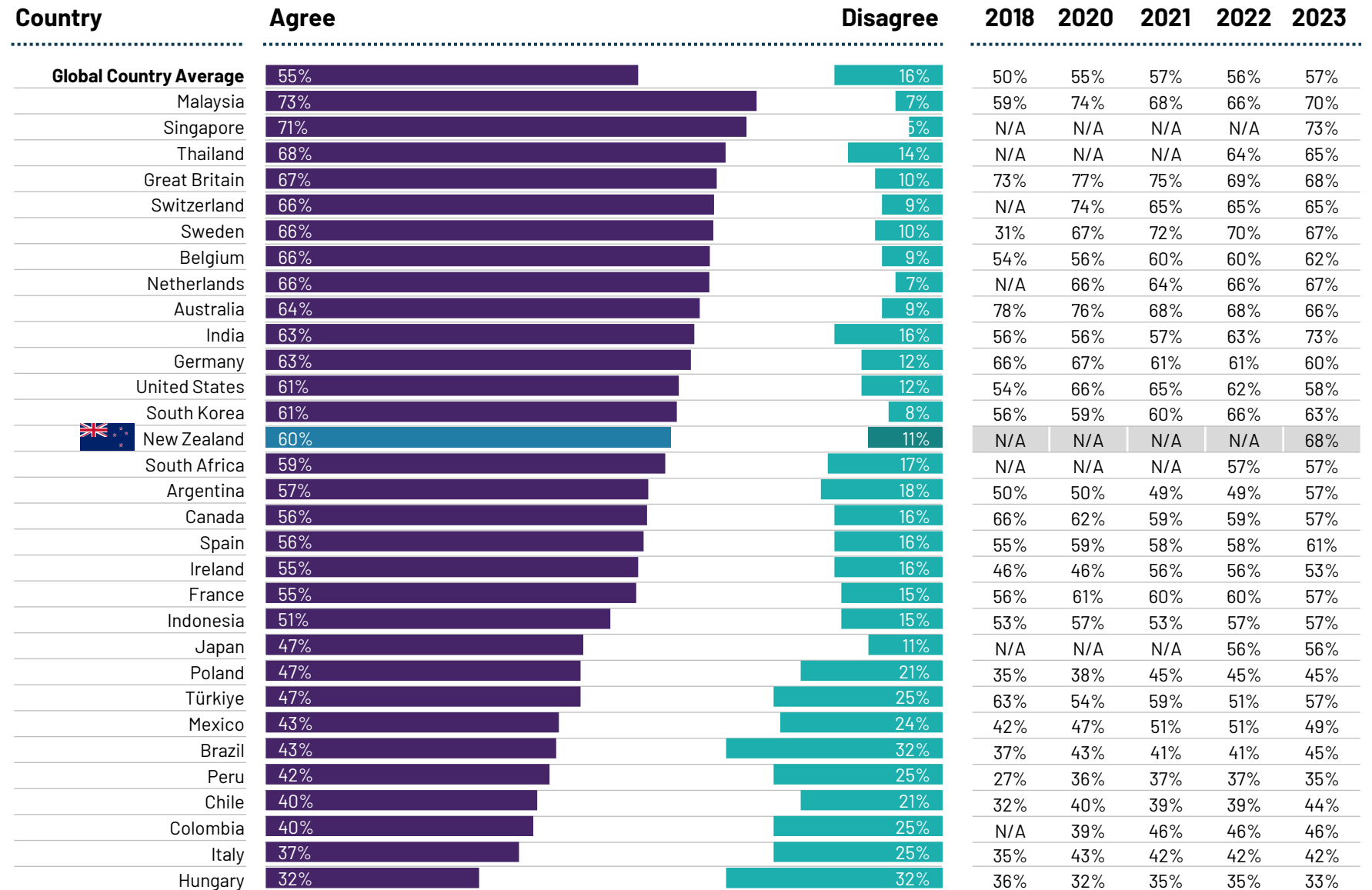
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

In my country, information about how to look after my health is readily available when I need it

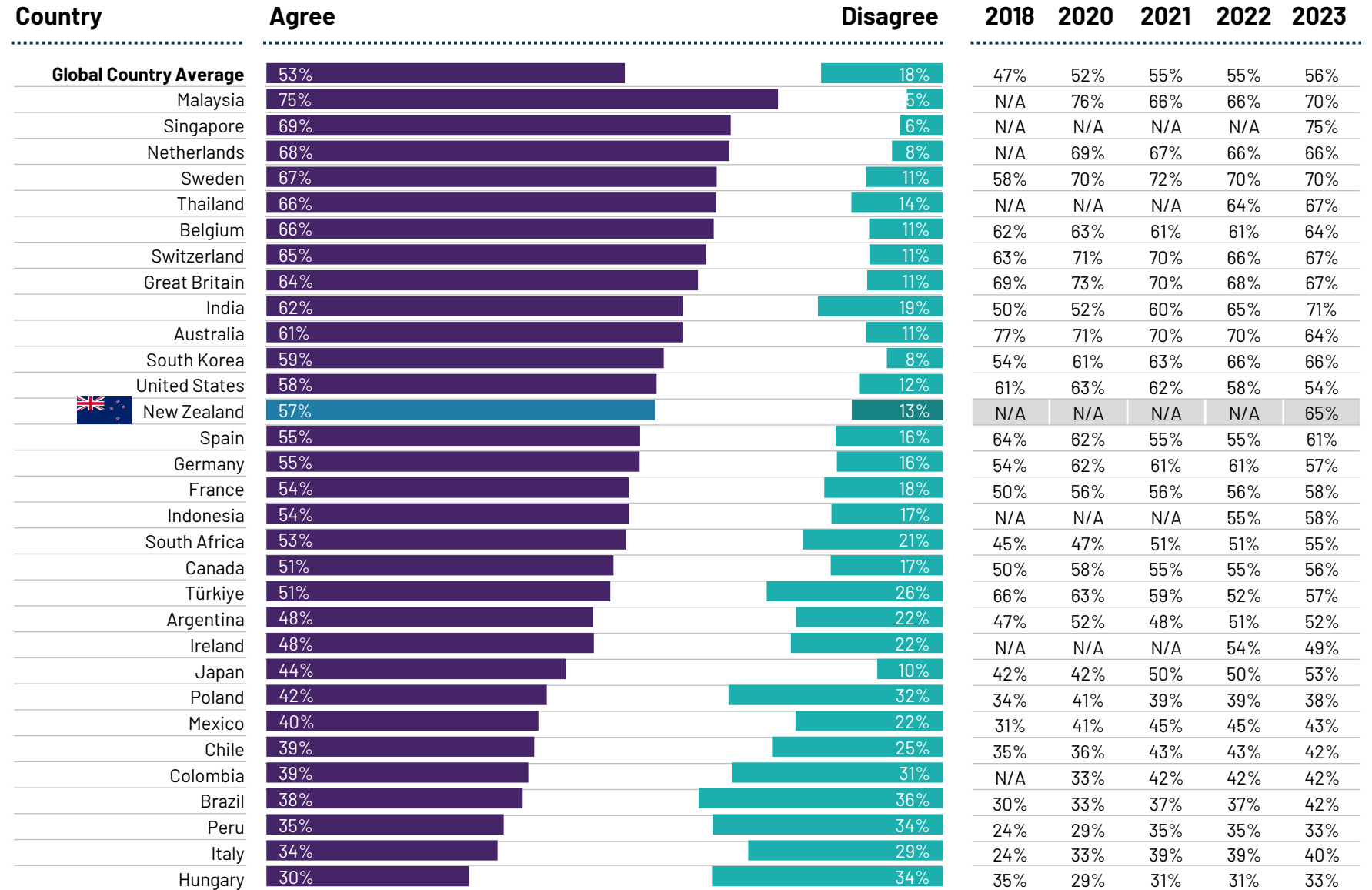
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

In my country, information about healthcare services is readily available when I need it

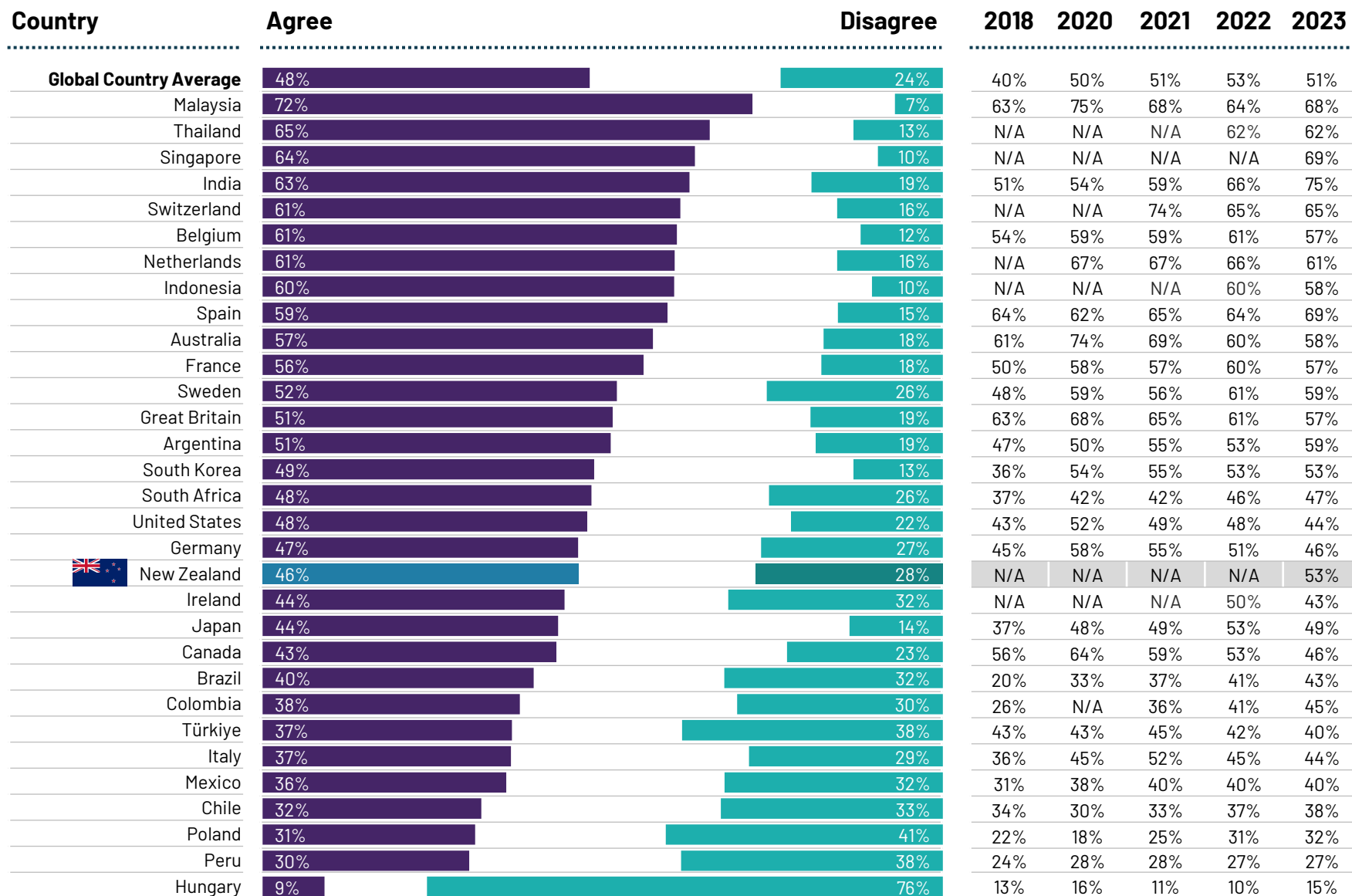
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

I trust the healthcare system in my country to provide me with the best treatment

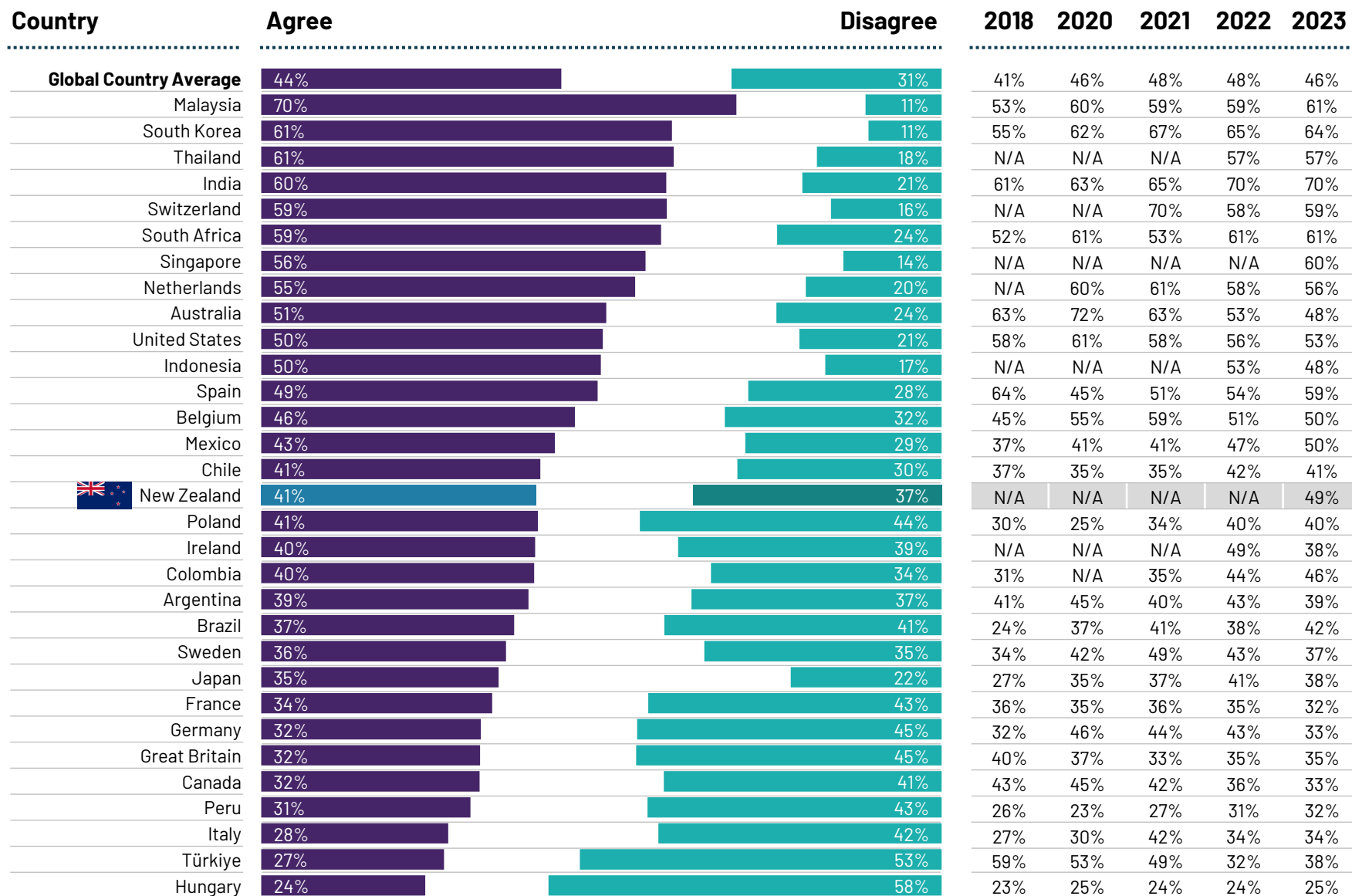
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

I find it easy to get an appointment with doctors in my local area

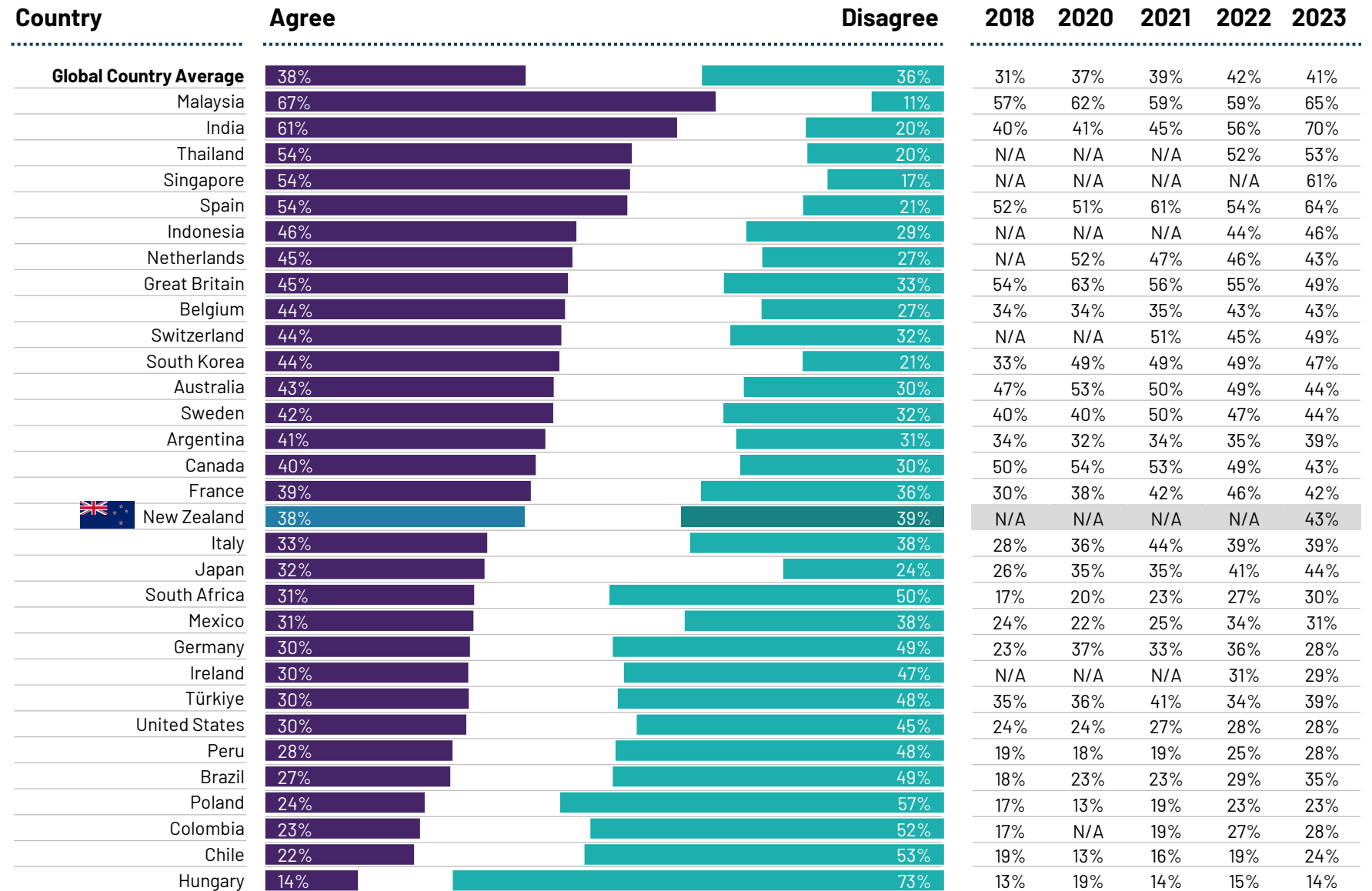
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

The healthcare system in my country provides the same standard of care to everyone

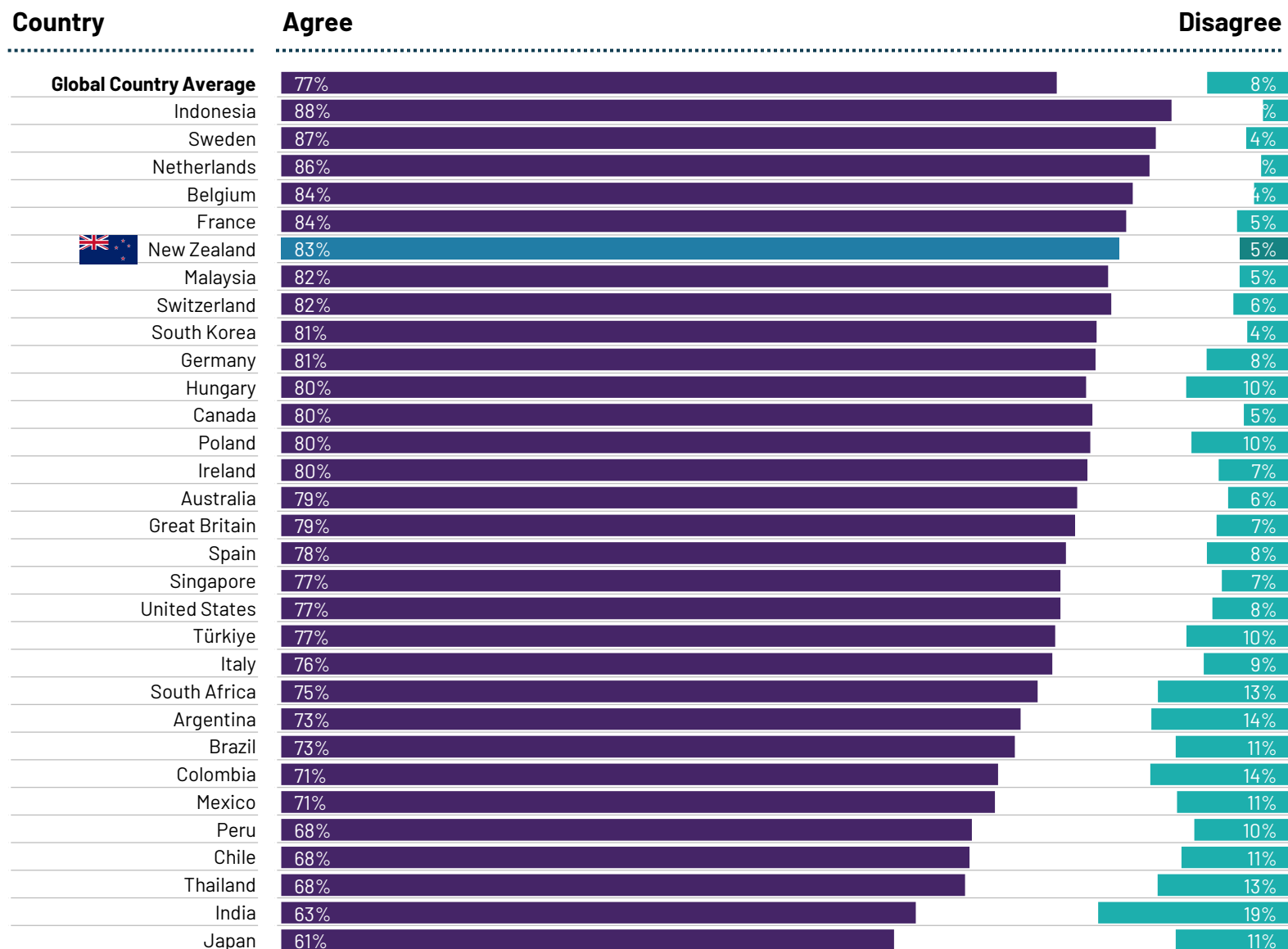
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

I find it easy to get access to a pharmacy in my local area

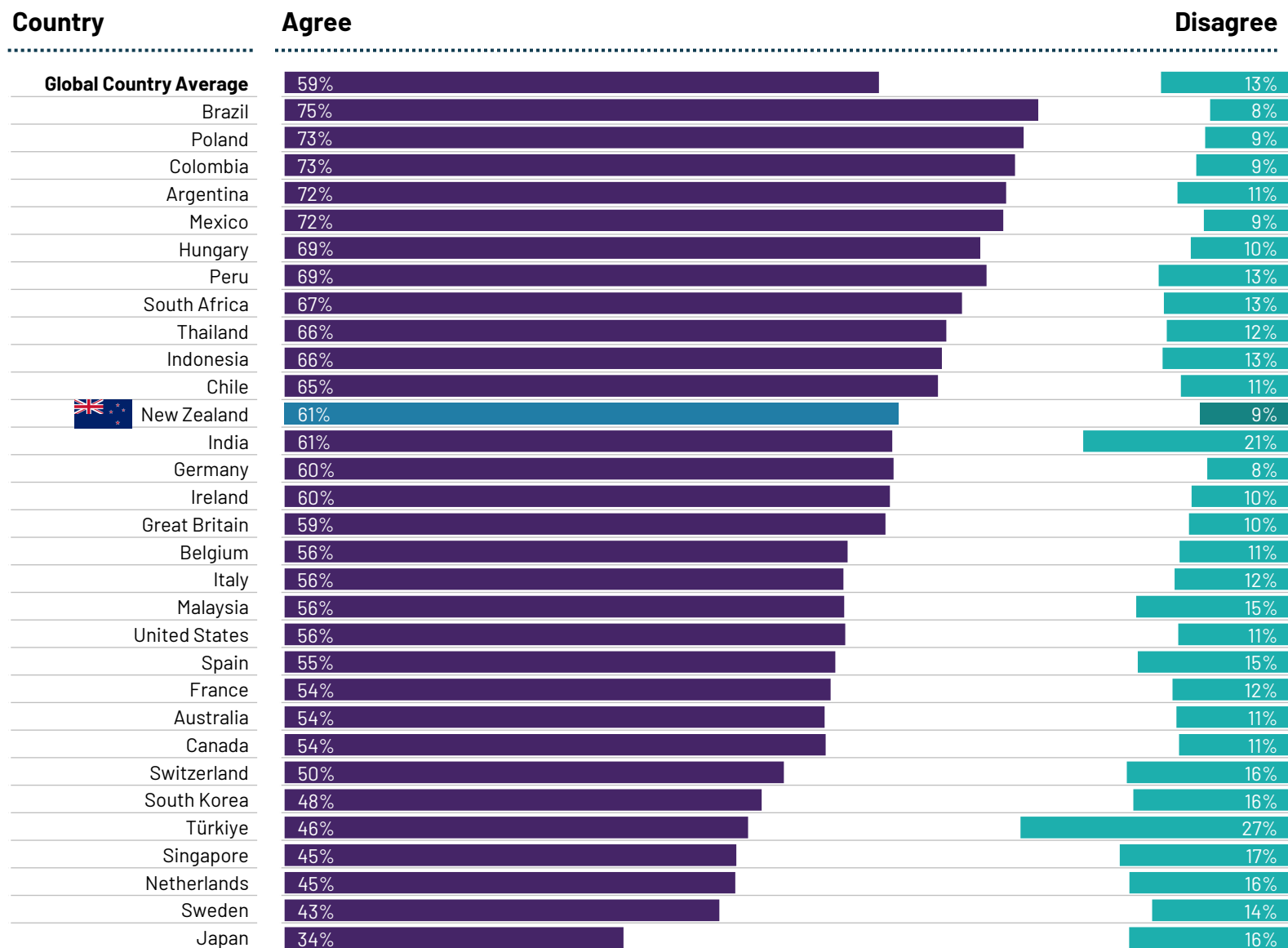
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

In my country, individuals often take health decisions (over the counter drugs, home remedies etc.) independently without consulting a doctor or a medical professional

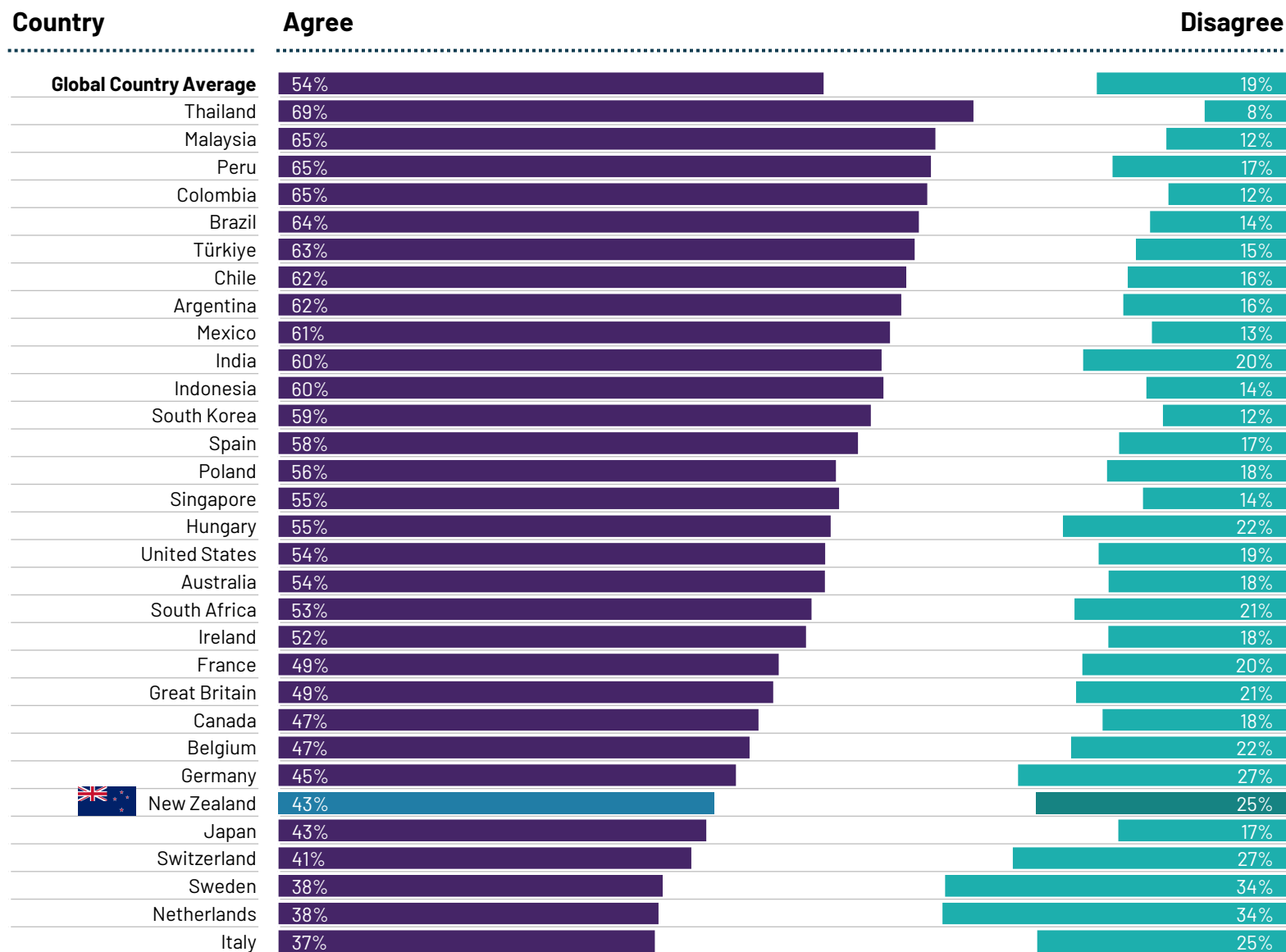
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



To what extent do you agree or disagree with the following statements?

I am concerned that my personal data will be made available to third parties (government, private companies) without my consent

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

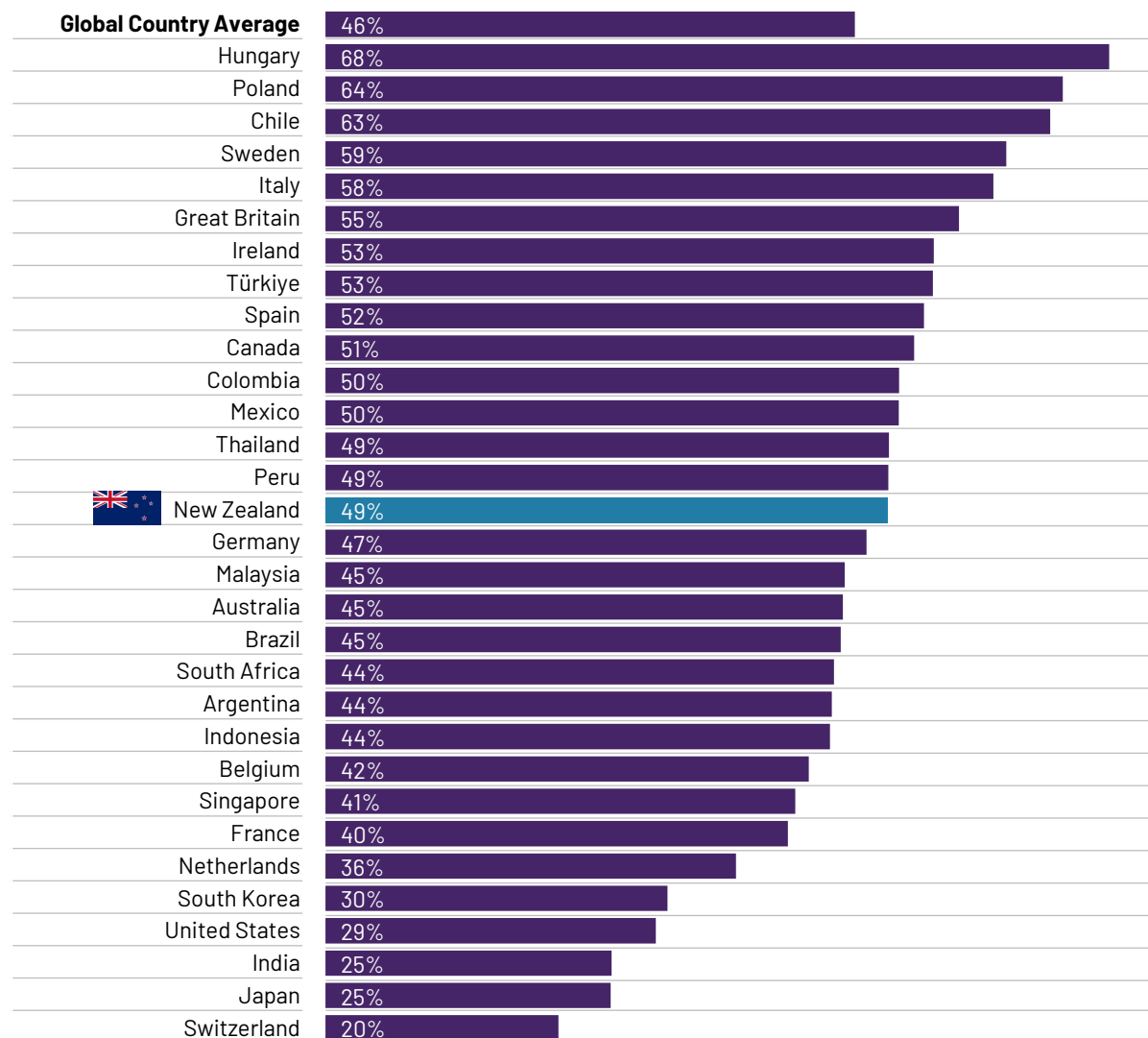


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Access to treatment/long waiting times

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
41%	40%	41%	42%	46%
65%	59%	61%	65%	65%
70%	68%	68%	63%	66%
64%	64%	61%	65%	63%
52%	55%	51%	58%	58%
59%	60%	55%	56%	57%
32%	43%	52%	46%	47%
N/A	N/A	N/A	51%	51%
38%	46%	45%	58%	51%
52%	43%	52%	51%	51%
49%	47%	48%	47%	51%
59%	N/A	52%	57%	60%
48%	51%	55%	50%	50%
N/A	N/A	N/A	46%	46%
46%	48%	51%	52%	50%
N/A	N/A	N/A	N/A	50%
37%	35%	39%	39%	45%
43%	53%	43%	47%	50%
37%	36%	38%	37%	44%
35%	37%	45%	42%	44%
41%	39%	40%	42%	43%
35%	38%	45%	43%	49%
N/A	N/A	N/A	41%	46%
26%	32%	36%	40%	45%
N/A	N/A	N/A	N/A	40%
29%	29%	29%	29%	39%
N/A	36%	34%	34%	37%
26%	20%	24%	25%	28%
22%	21%	24%	22%	27%
22%	17%	22%	23%	27%
20%	23%	24%	23%	24%
N/A	N/A	12%	18%	17%

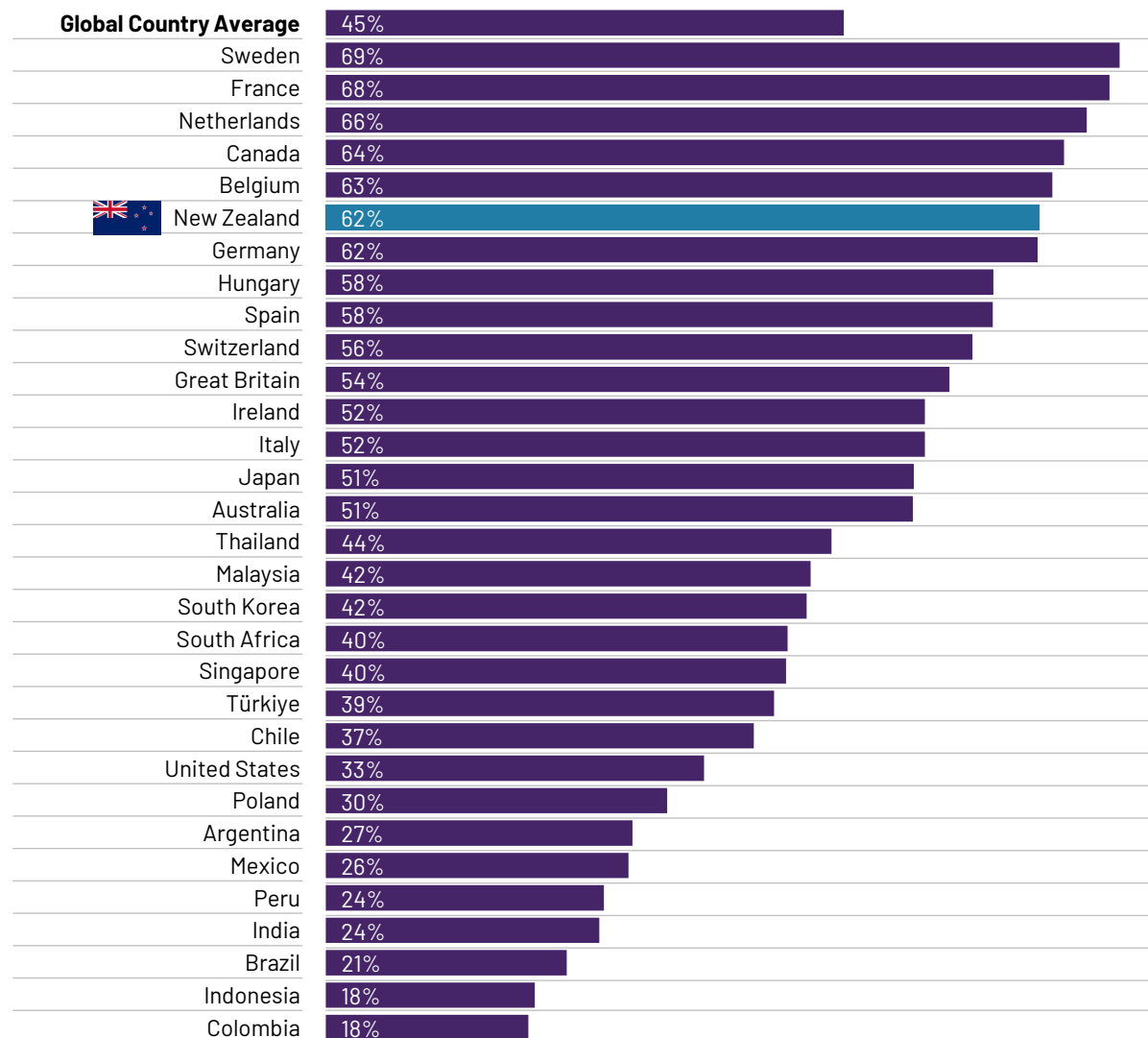


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Not enough staff

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
36%	39%	39%	42%	46%
68%	68%	71%	76%	72%
67%	69%	63%	69%	75%
N/A	61%	66%	67%	65%
54%	54%	61%	63%	60%
38%	57%	57%	67%	61%
N/A	N/A	N/A	N/A	64%
61%	58%	58%	59%	64%
63%	54%	58%	61%	60%
49%	55%	51%	56%	57%
N/A	N/A	44%	53%	58%
54%	49%	56%	56%	57%
N/A	N/A	N/A	51%	58%
38%	41%	45%	49%	50%
33%	47%	52%	43%	46%
37%	40%	47%	58%	52%
N/A	N/A	N/A	36%	44%
34%	37%	38%	37%	45%
27%	30%	31%	33%	41%
41%	39%	38%	46%	41%
N/A	N/A	N/A	N/A	45%
36%	30%	27%	42%	39%
39%	30%	27%	35%	40%
14%	16%	28%	34%	34%
23%	28%	26%	30%	29%
25%	28%	24%	25%	34%
20%	21%	19%	23%	28%
21%	25%	25%	25%	27%
17%	19%	22%	18%	26%
23%	17%	19%	24%	25%
N/A	N/A	N/A	16%	19%
17%	N/A	22%	17%	21%

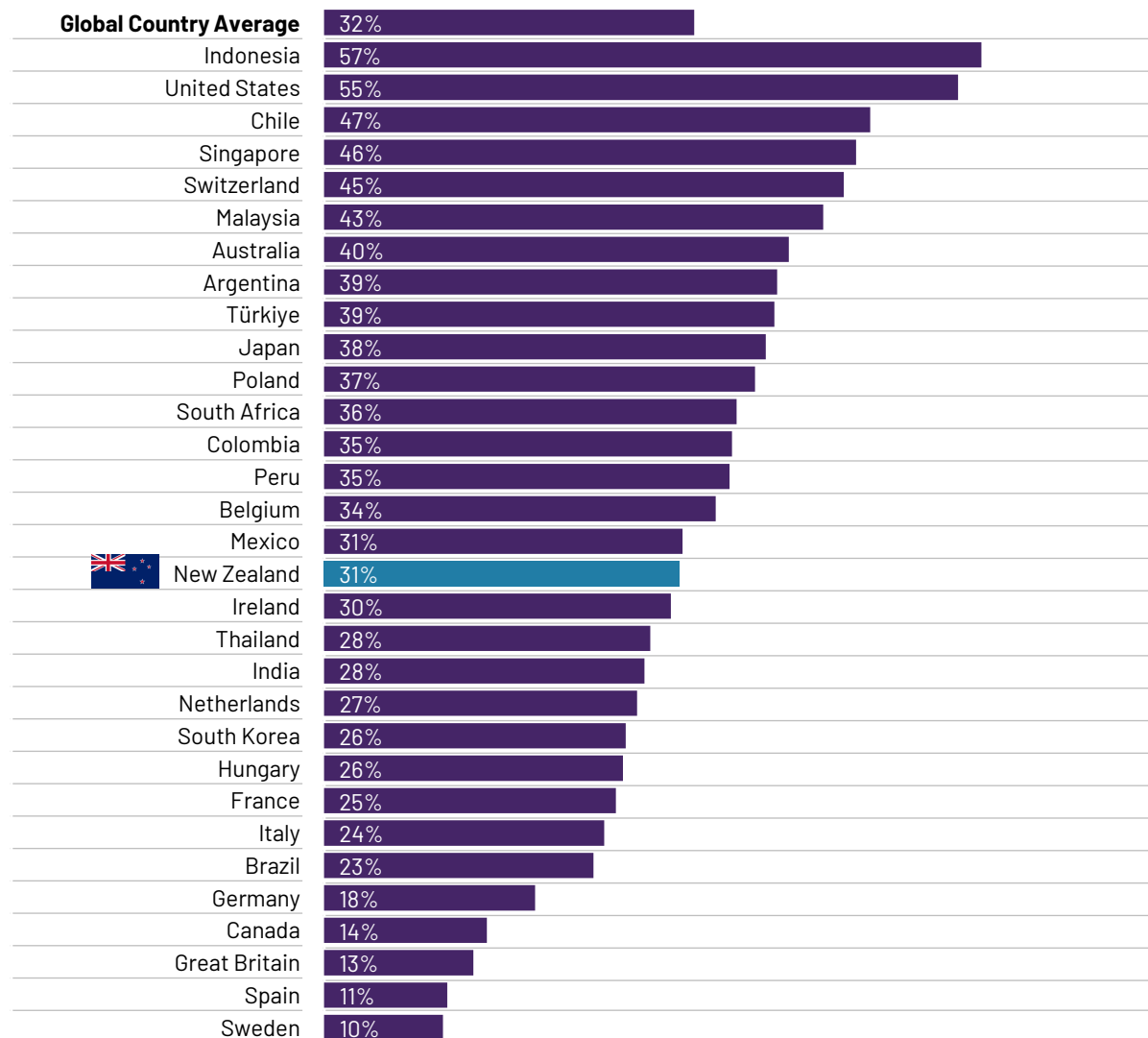


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Cost of accessing treatment

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
32%	31%	31%	31%	31%
N/A	N/A	N/A	68%	59%
64%	59%	52%	55%	54%
46%	62%	58%	52%	47%
N/A	N/A	N/A	N/A	46%
N/A	N/A	37%	38%	43%
49%	42%	41%	38%	45%
38%	29%	25%	25%	38%
35%	34%	40%	39%	35%
32%	39%	32%	37%	38%
44%	32%	28%	31%	35%
34%	35%	34%	37%	33%
39%	32%	37%	38%	29%
37%	N/A	35%	37%	35%
29%	37%	37%	36%	35%
27%	39%	36%	34%	35%
26%	36%	40%	33%	33%
N/A	N/A	N/A	N/A	33%
N/A	N/A	N/A	30%	32%
N/A	N/A	N/A	27%	28%
44%	45%	44%	40%	29%
N/A	26%	24%	23%	27%
32%	27%	25%	26%	23%
18%	20%	21%	24%	22%
34%	28%	24%	21%	25%
28%	20%	18%	19%	20%
18%	22%	24%	25%	24%
19%	17%	17%	16%	19%
10%	11%	10%	12%	16%
8%	9%	9%	9%	12%
15%	8%	10%	9%	11%
11%	11%	11%	9%	8%

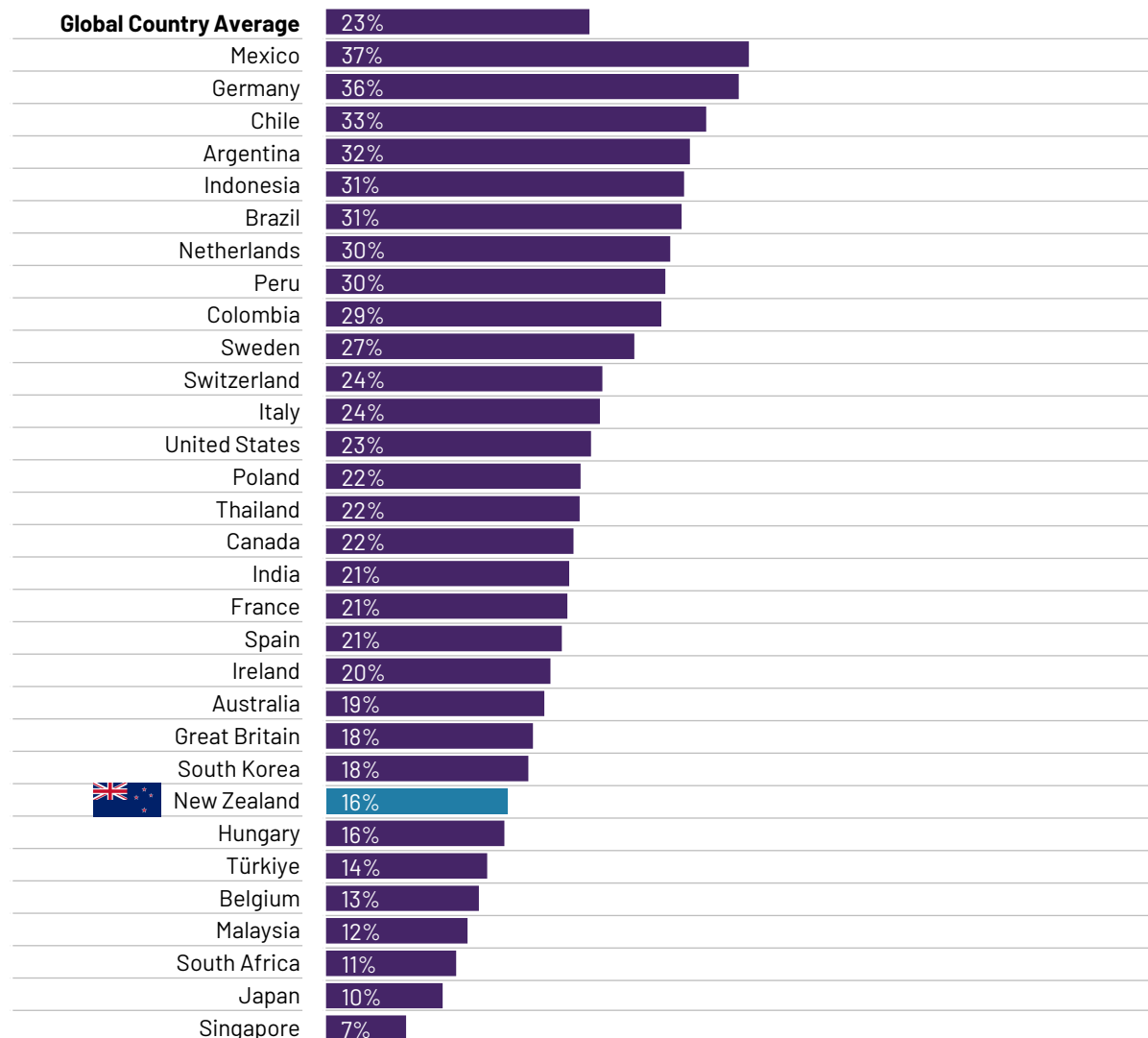


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Bureaucracy

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
26%	26%	26%	26%	23%
46%	42%	38%	41%	34%
32%	36%	36%	29%	36%
36%	34%	34%	31%	31%
39%	40%	43%	43%	38%
N/A	N/A	N/A	38%	32%
26%	28%	31%	28%	29%
N/A	32%	32%	30%	32%
38%	45%	39%	39%	38%
40%	N/A	36%	36%	34%
28%	29%	29%	29%	25%
N/A	N/A	28%	32%	24%
33%	34%	35%	31%	26%
33%	35%	30%	23%	21%
32%	28%	27%	26%	27%
N/A	N/A	N/A	31%	27%
21%	25%	23%	20%	22%
17%	16%	14%	16%	15%
20%	25%	23%	22%	21%
23%	23%	28%	26%	25%
N/A	N/A	N/A	26%	20%
19%	23%	21%	18%	16%
26%	28%	23%	21%	19%
21%	22%	15%	16%	17%
N/A	N/A	N/A	N/A	15%
19%	19%	19%	17%	17%
23%	18%	21%	17%	18%
20%	20%	20%	16%	13%
17%	17%	19%	16%	16%
14%	14%	16%	11%	10%
7%	10%	15%	13%	9%
N/A	N/A	N/A	N/A	7%

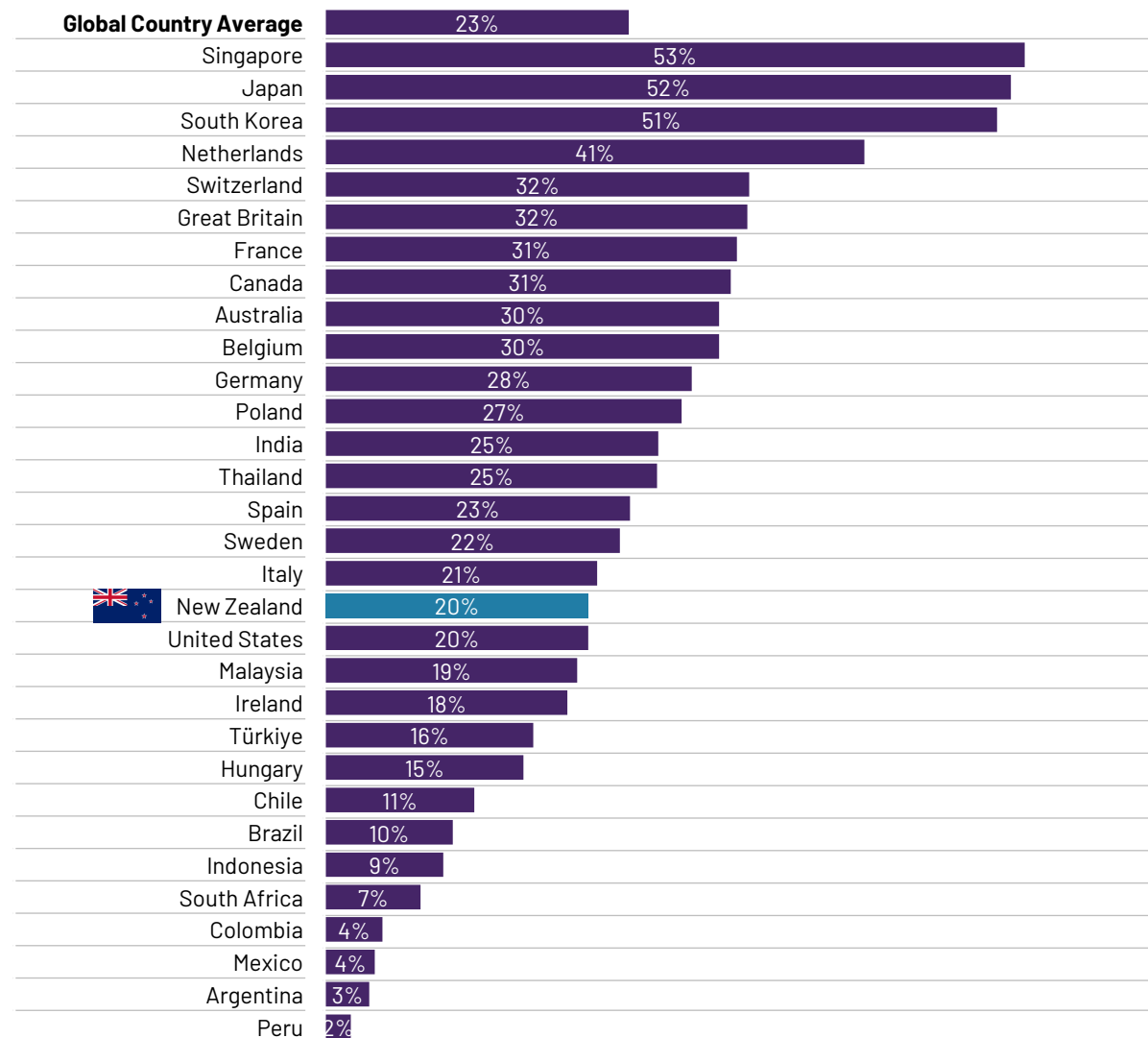


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Ageing population

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country



2018	2020	2021	2022	2023
20%	18%	21%	19%	22%
N/A	N/A	56%	N/A	51%
52%	53%	48%	52%	53%
43%	46%	47%	51%	53%
N/A	35%	27%	30%	37%
N/A	N/A	34%	31%	30%
37%	31%	26%	27%	28%
28%	23%	22%	26%	28%
38%	36%	30%	29%	30%
37%	41%	31%	27%	27%
28%	30%	29%	28%	30%
29%	24%	27%	22%	23%
22%	21%	19%	24%	25%
16%	14%	15%	17%	29%
N/A	N/A	N/A	15%	17%
22%	15%	20%	22%	24%
19%	26%	20%	17%	22%
16%	16%	12%	20%	21%
N/A	N/A	N/A	N/A	20%
16%	17%	16%	15%	16%
12%	15%	13%	14%	15%
N/A	N/A	N/A	17%	20%
16%	15%	12%	11%	15%
16%	14%	13%	12%	15%
9%	10%	8%	7%	9%
4%	5%	5%	6%	9%
N/A	N/A	N/A	3%	5%
5%	7%	6%	5%	8%
2%	N/A	3%	6%	4%
3%	4%	5%	5%	3%
4%	2%	3%	4%	4%
2%	1%	2%	2%	3%

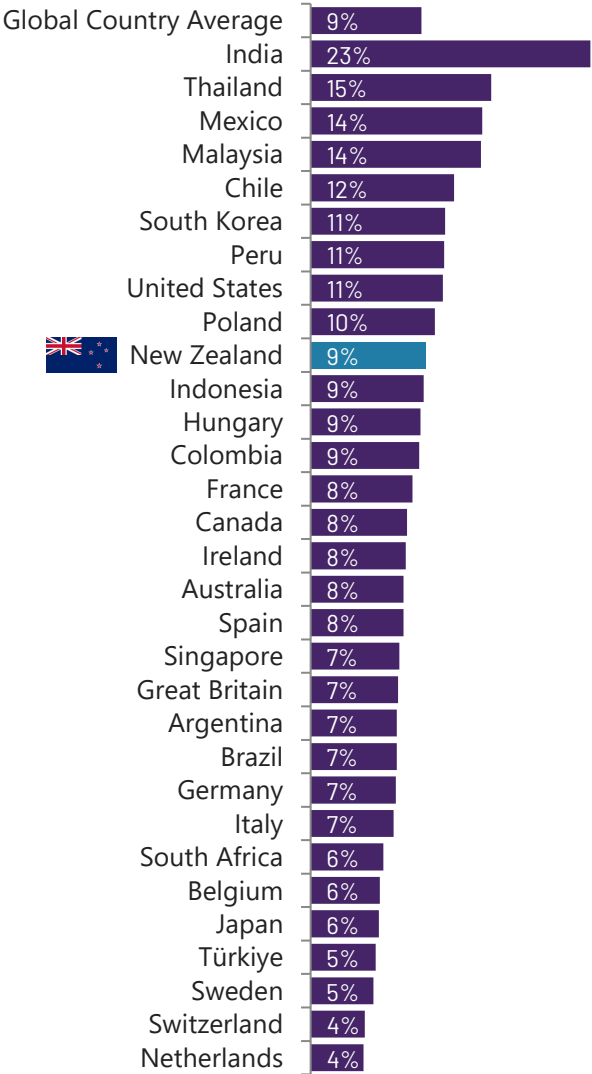


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Lack of choice

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

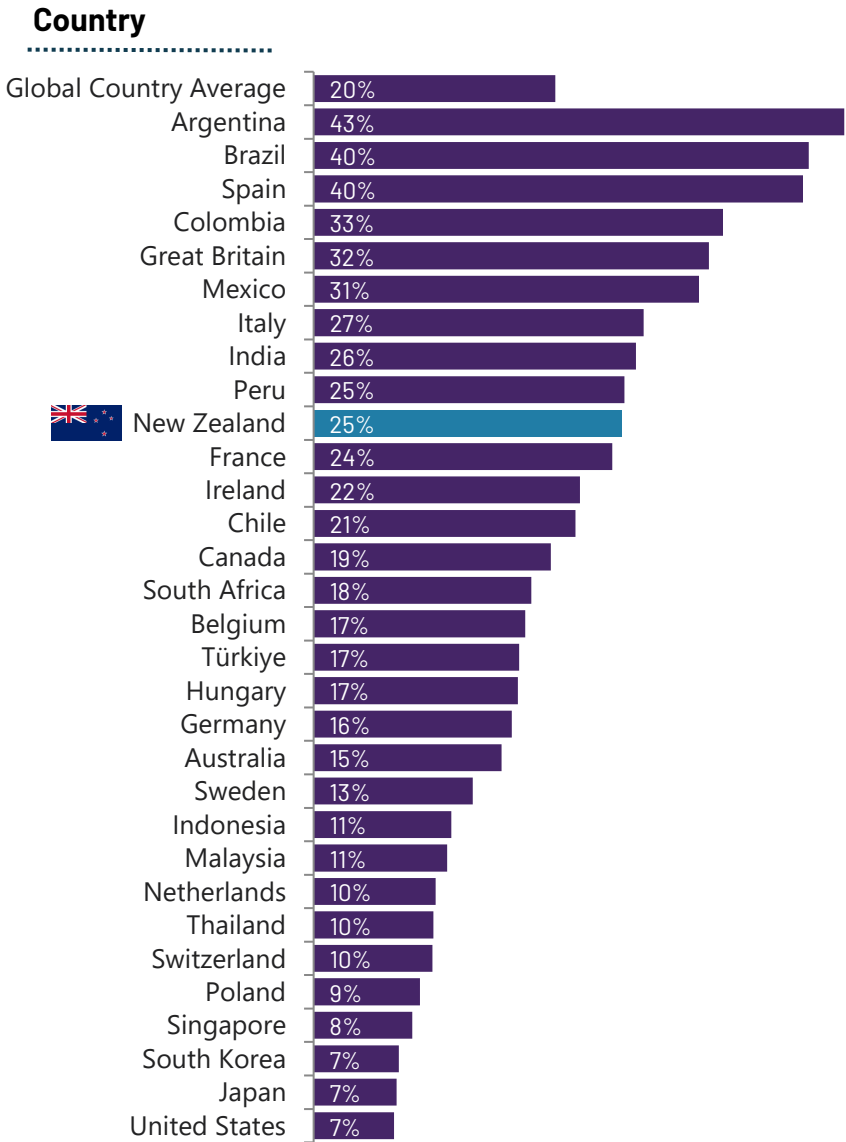
Country



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Lack of investment

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

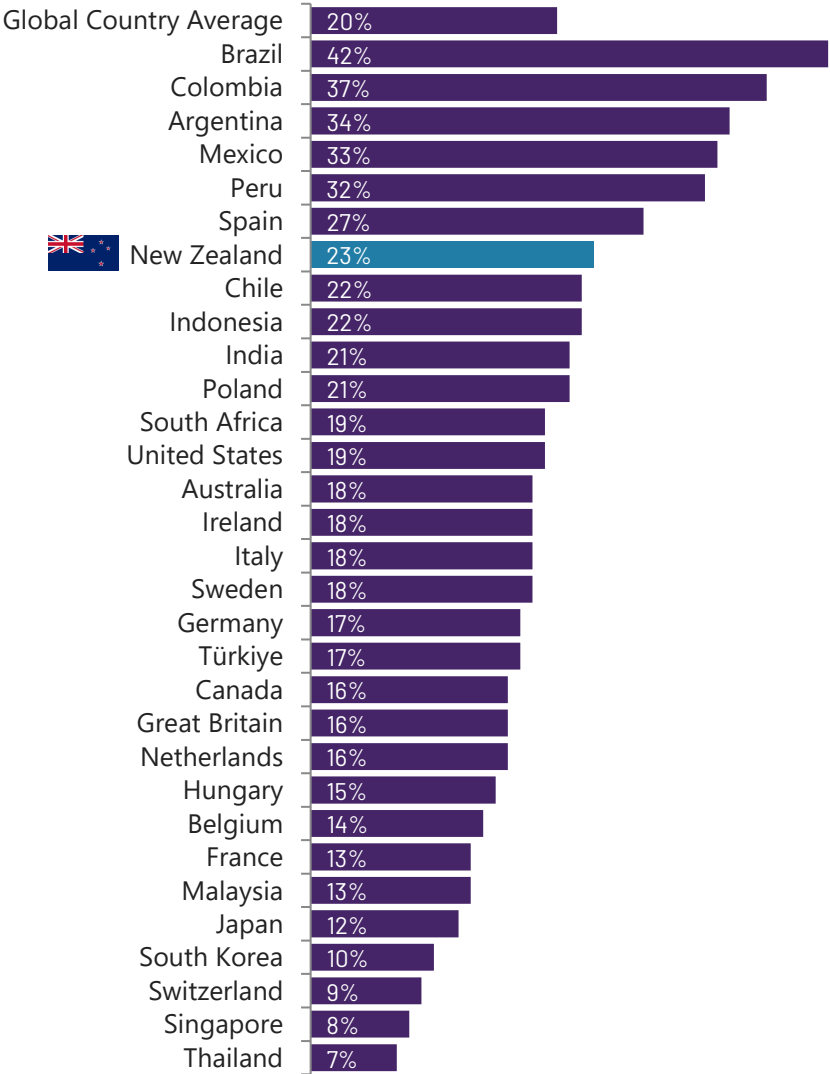


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Lack of investment in preventative health

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

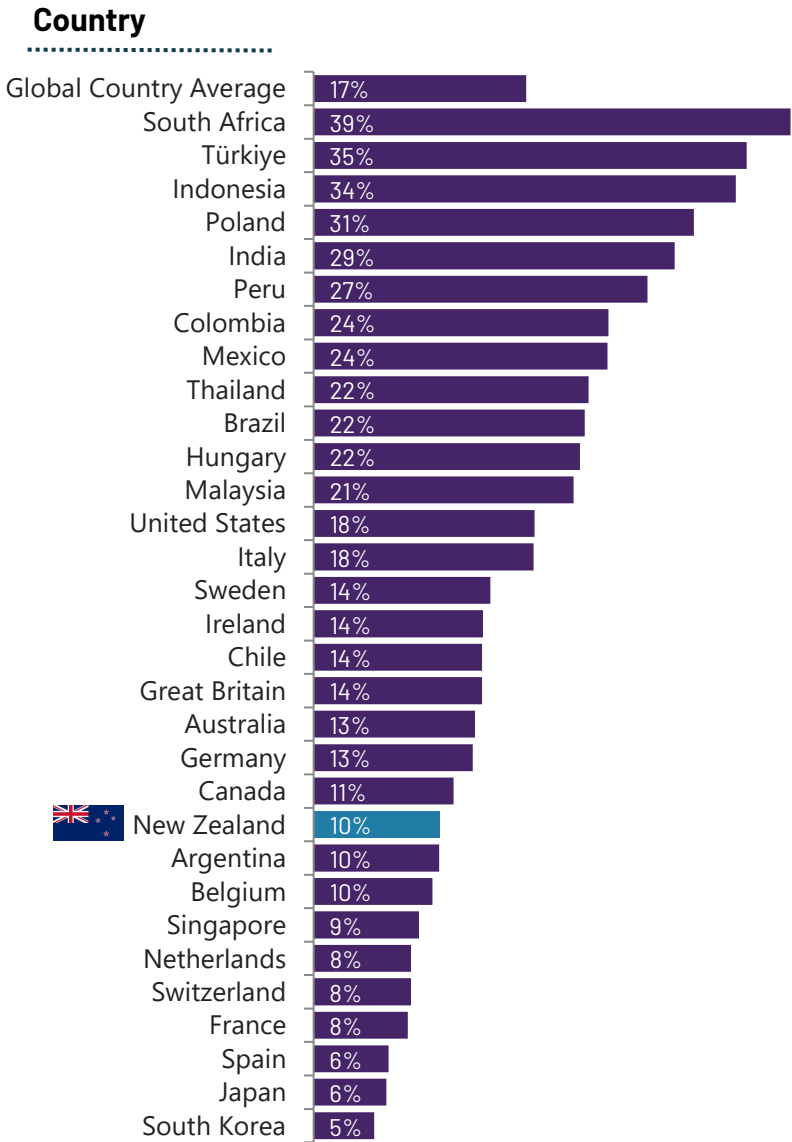
Country



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Poor quality treatment

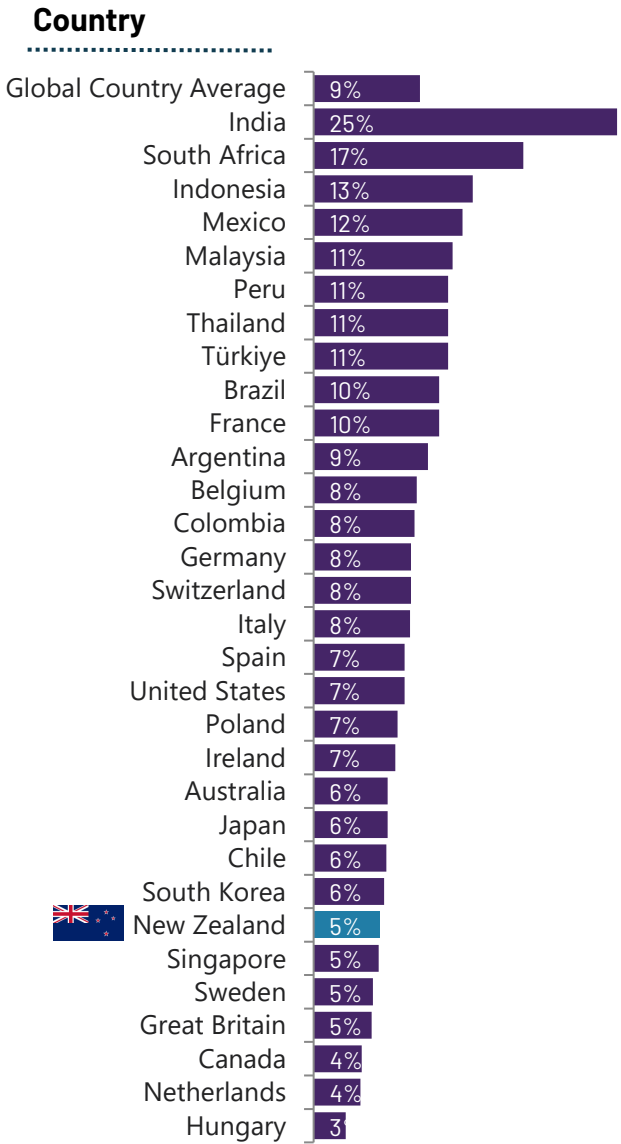
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Poor safety

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Low standards of cleanliness

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

