

MENTAL HEALTH AND THE PANDEMIC

An Ipsos Context Trends Report for Canada

April 2021

CONTEXT TRENDS, KNOWLEDGE ZONES IS PART OF THE FULL SUITE OF IPSOS CONTEXT ADVANTAGE

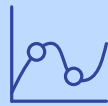
A data-driven, advisory service to help your organization adapt and thrive in a changing landscape



Context Now

Ipsos Disruption Barometer

Societal stability is a leading indicator of consumer behavior – monthly and quarterly tracking of trend line and insights.



Context Trends

Knowledge Zones

Tracking of emerging domestic and global social and economic trends. Deep dives into key issues such as:

- Social cohesion and engagement
- Entrepreneurialism
- Gen Z, millennials, boomers
- Plastics and waste, climate change
- Health, ageing
- Coronavirus / COVID-19
- Racism



Context Next

Annual Future Cast with 10-year projection re: technology change and impact, society and social cohesion.



Context Reputation

Global trends and country specific tracking of the reputation of hundreds of companies with insights on your reputation levers and how to take action that aligns with current and future societal changes.



Context Social

Real time social media monitoring (volume, sentiment, trends, geo-tagging) of specific issues, events, crisis, etc. via **Ipsos Political and Trends Atlas**.

WHAT THIS IS AND KEY OBSERVATIONS

What this is

- There has been lots of talk about the impact of the pandemic on mental health.
- Ipsos has been tracking the mental health of Canadians since 2015.
- So, we updated our tracking in March 2021:
 - N=2000 Canada, online, field March 4-7th

Key Observations

- Mental health was becoming an increasing challenge before the pandemic hit. And, the pandemic has clearly exacerbated the situation. The proportion of Canadians at “high risk” is up 8% since 2018 and now stands at 50%.

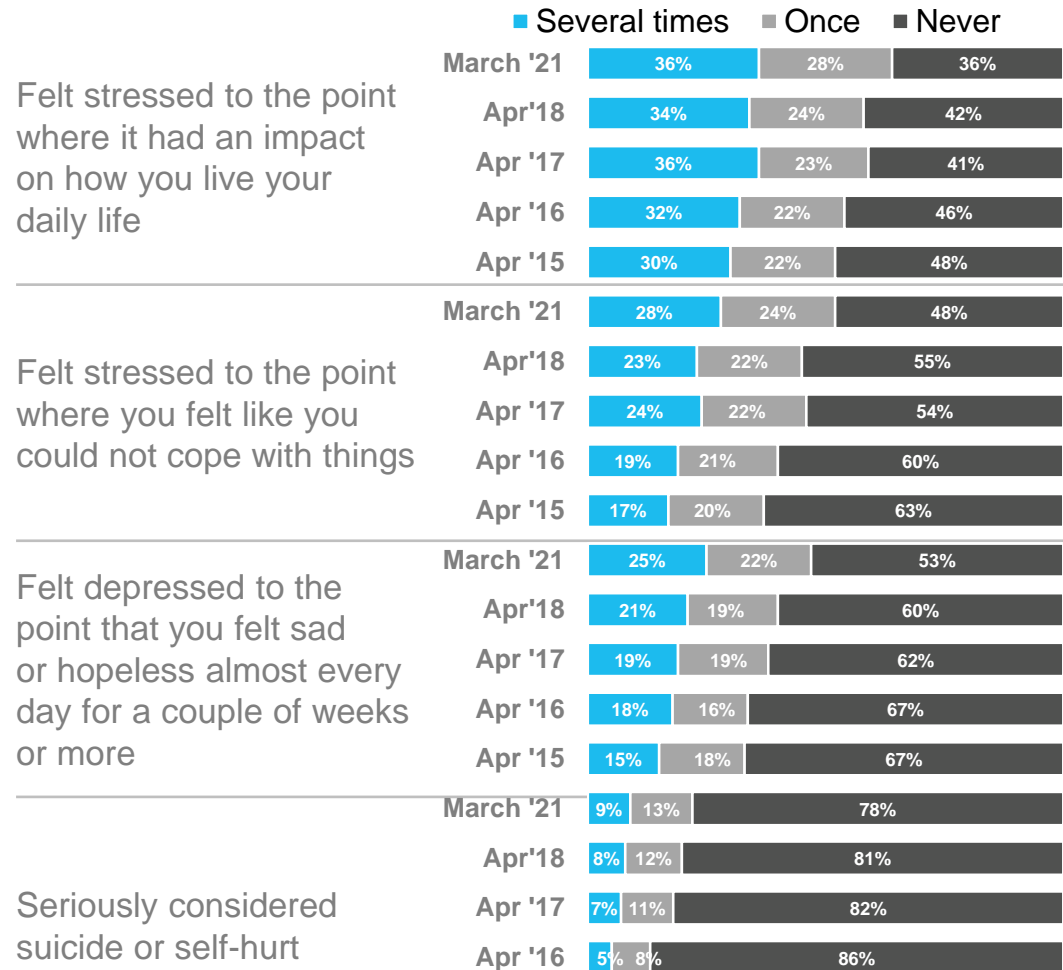
- Importantly all demographics and regions have experienced increased mental health issues as a result of the pandemic. But, those most challenged currently are women, lower income, younger Canadians and residents in Alberta, Atlantic and Ontario.
- Canadians have increasingly been looking to medications to help them deal with their mental health issues. This now stands at 30%, up 9 percentage points from 2018.
- Encouragingly, Canadians continue to be increasingly open to talking about mental health. This had increased by a full 10 percentage points between 2015 and 2018 and is now at over half of Canadians.
- Interestingly, while friends/family and healthcare professionals are increasingly consulted on mental health, the internet has also become an increasingly important outlet for expression.
- The bottom-line is that mental health remains a widespread challenge in Canada. And it will continue to be so as the pandemic unfolds and even when life becomes more “normal” again.

EXPERIENCING MENTAL HEALTH ISSUES

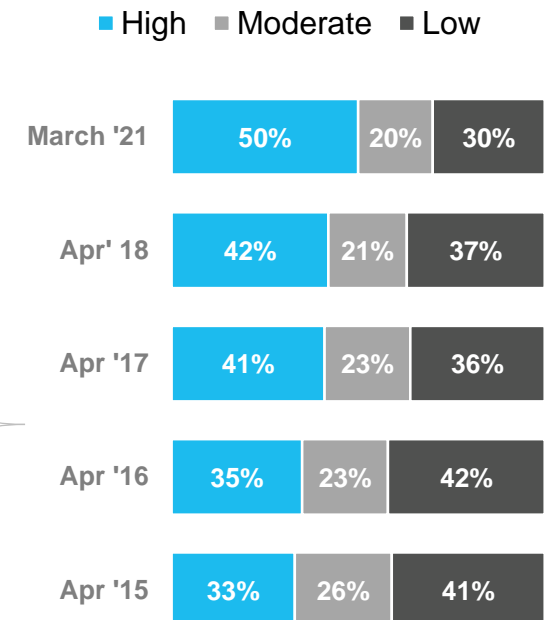
Mental health was increasing as a challenge before the pandemic. The proportion of Canadians at “high risk” increased by 9 percentage points between 2015 and 2018.

Not surprisingly, the pandemic has exacerbated this trend. Half of Canadians are now at “high risk.”

MENTAL HEALTH ISSUES EXPERIENCED PAST YEAR



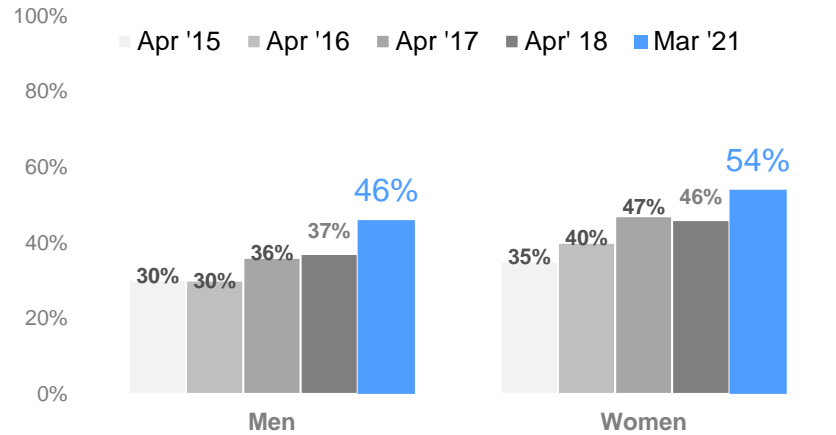
MENTAL HEALTH RISK INDEX



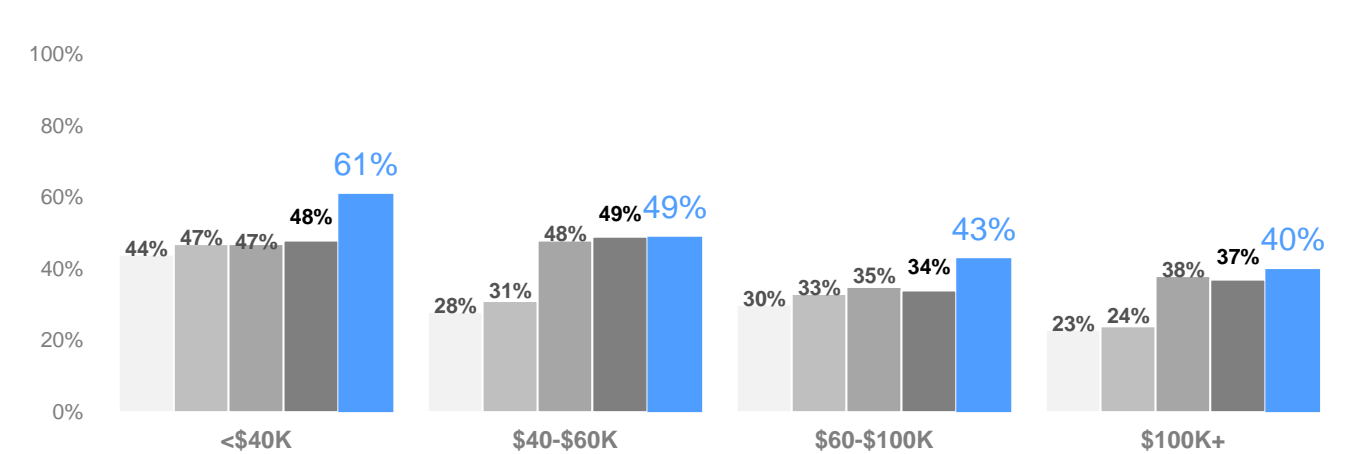
MENTAL HEALTH RISK BY DEMOGRAPHICS

Importantly all demographics and regions have experienced increased mental health issues as a result of the pandemic. But, those most challenged currently are women, lower income, younger Canadians and residents in Alberta, Atlantic and Ontario.

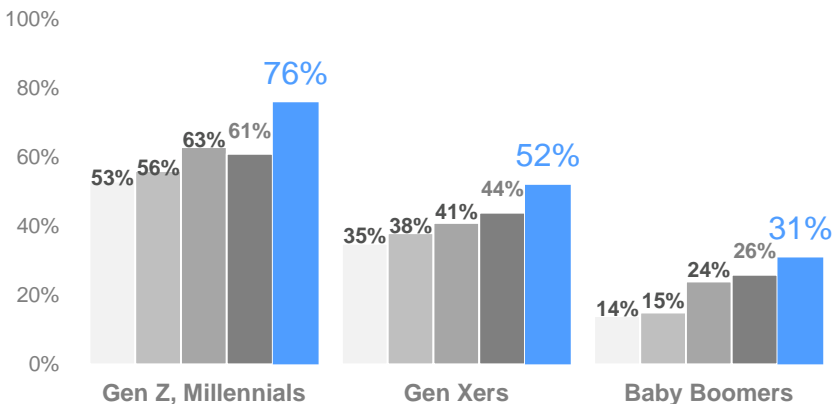
HIGH RISK MENTAL HEALTH BY SEX



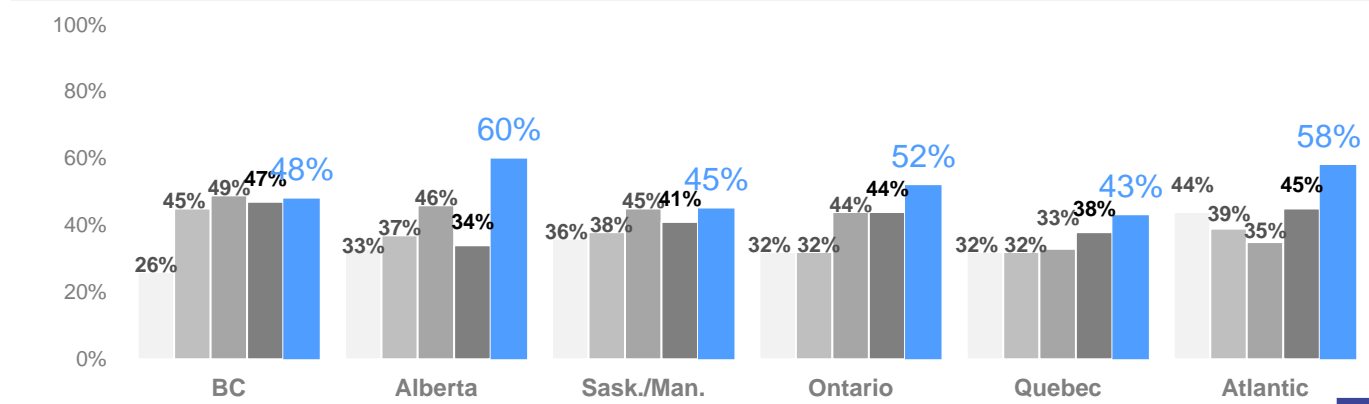
HIGH RISK MENTAL HEALTH BY INCOME



HIGH RISK MENTAL HEALTH BY AGE



HIGH RISK MENTAL HEALTH BY REGION



“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,

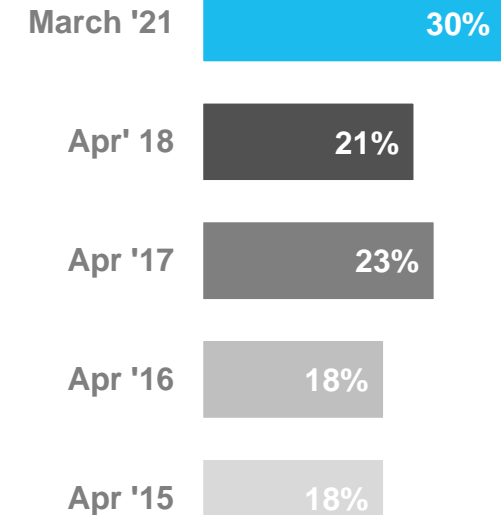


USE OF MEDICATIONS

Canadians have increasingly been looking to medications to help them deal with their mental health issues.

TAKEN MEDICATION PAST YEAR

Taken medication to help with your mental health, for things like stress, depression

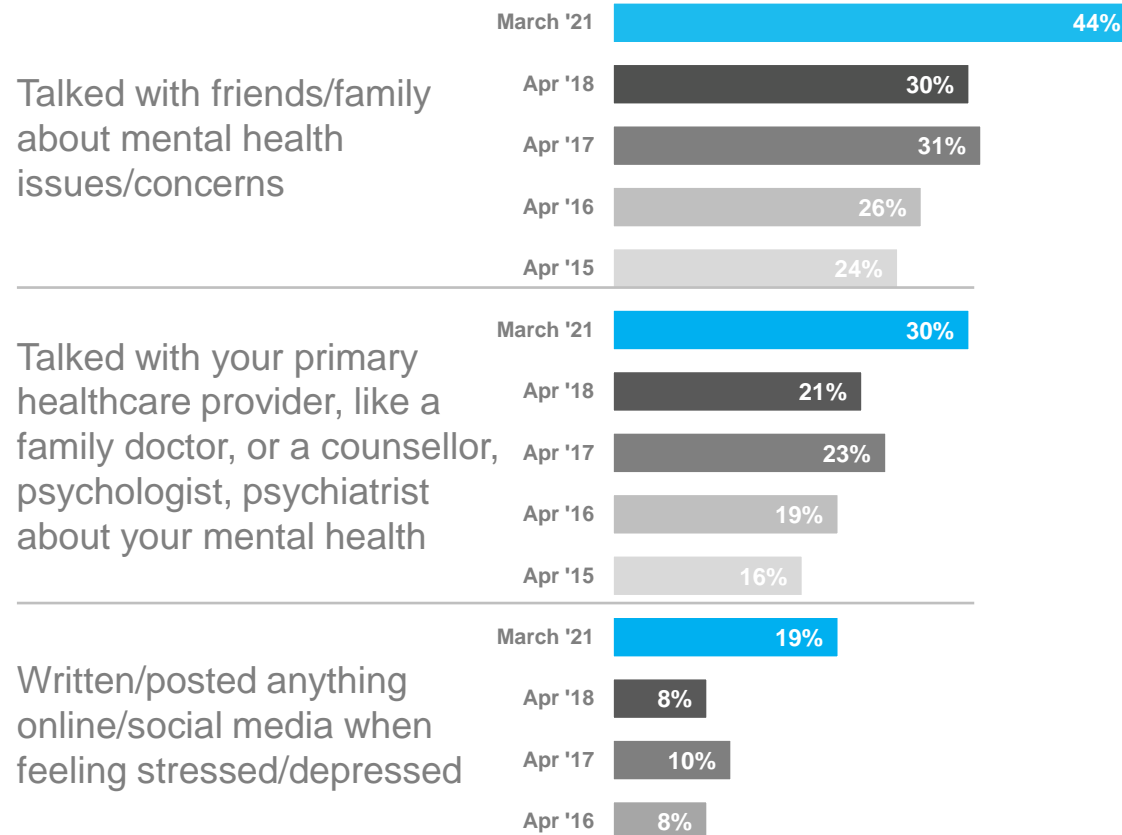


TALKING MENTAL HEALTH

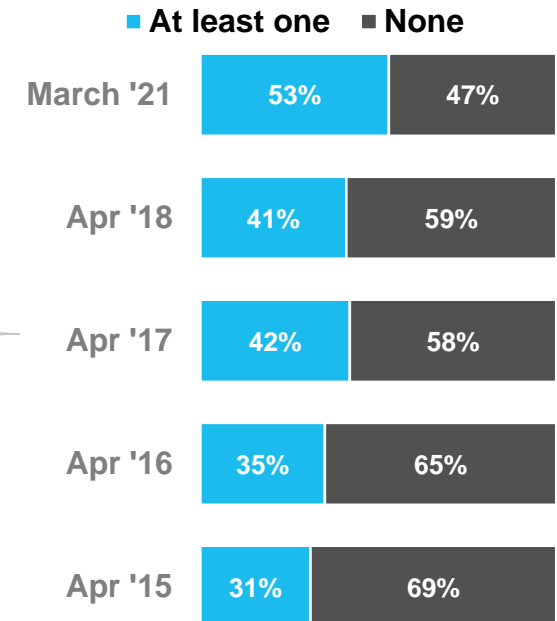
Encouragingly, Canadians continue to be increasingly open to talking about mental health. This had increased by a full 10 percentage points between 2015 and 2018 and is now over half of Canadians.

Interestingly, while friends/family and healthcare professionals are increasingly consulted on mental health, the internet has also become an increasingly important outlet for expression.

TALKING MENTAL HEALTH PAST YEAR



TALKING ABOUT MENTAL HEALTH INDEX



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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.