WORLD MENTAL HEALTH DAY 2021

A Global Advisor survey

October 2021

GAME CHANGERS Ipsos

AWARENESS OF MENTAL AND PHYSICAL WELLBEING

MENTAL WELLBEING

How often, if at all, would you say you think about your own mental wellbeing?

Over half (53%) on average worldwide say that they think about their mental wellbeing at least fairly often, while 42% do not think about it very often or never think about it.

There is marked variance across countries, ranging from 75% thinking about mental wellbeing often in Brazil to 26% in China.

In seven countries (China, South Korea Russia, Germany, the Netherlands, France and Sweden), the public are on balance more likely to say that they do not think about their mental wellbeing very often.

	% 'very' or 'fairly' often % 'not very often' or 'never'
Global Country Average	53% 42%
Brazil	75% 22%
South Africa	73% 25%
Colombia	71% 26%
Peru	68% 29%
Argentina	65% 29%
Japan	65% 31%
Mexico	65% 31%
Chile	64% 31%
India	61% 32 %
Australia	55% 41%
United States	54% 43%
Great Britain	54% 44%
Canada	53% 43%
Turkey	53% 39%
Poland	52% 41%
Malaysia	51% 43%
Hungary	51% 41%
Spain	51% 40%
Italy	51% 41%
Belgium	51% 43%
Switzerland	49% 44%
Singapore	49% 47%
Saudi Arabia	47% 38%
Sweden	46% 51%
France	41% 50%
Netherlands	<u> </u>
Germany	<u>39%</u> 55%
Russia	33% 59%
South Korea	31% 65%
China	26% 67%

Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021.

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



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PHYSICAL WELLBEING

How often, if at all, would you say you think about your own physical wellbeing?

Two-thirds (68%) globally think about their physical wellbeing at least fairly often -a greater proportion than we saw for mental health.

This is highest in South Africa, Colombia and Peru, and lowest in China, South Korea and the Netherlands.

In almost all countries (28 of 30) people are more likely to say they think about their physical wellbeing often rather than not very often/never.

	% 'very' or 'fairly' often		% 'no	ot very often' or 'never'
Global Country Average			68%	28%
South Africa				85% 14%
Colombia				84% 14%
Peru				84% 14%
Argentina				82% 16%
Mexico				82% 16%
United States			77	20%
Japan			77	% 19%
Chile			75%	23%
Sweden			75%	24%
Brazil			74%	24%
Australia			73%	24%
Italy			72%	24%
India			71%	23%
Great Britain			70%	28%
Canada			69%	28%
Spain			69%	26%
Hungary			67%	9%
Singapore			65% 33%	
Malaysia		6	4% 32%	
Poland		6	4% 32%	
Belgium		6	3% 33%	
Switzerland		6	3% 34%	
France		62'	33%	
Turkey		61%	33%	
Saudi Arabia		59%	32%)
Russia		59%	37%	
Germany		55%	41%	
Netherlands		52%	4%	
South Korea		48% 49%		
China	419	54%		

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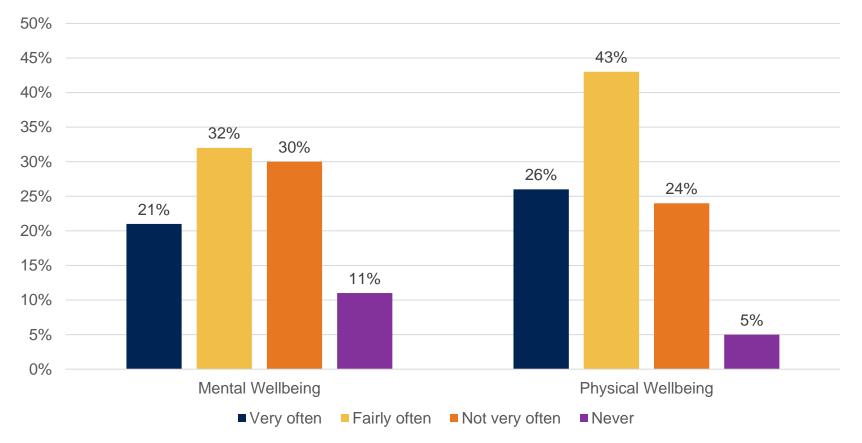
The "Global Country Average" reflects the average result for all the countries where the survey was conducted.

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COMPARISON: HOW DO WE THINK ABOUT OUR WELLBEING?

Physical wellbeing is more at the forefront of people's minds.

Global country average



On average across all countries, we see that people tend to think about their physical wellbeing more often than their mental wellbeing.

Two-thirds (68%) say they think about their physical wellbeing 'fairly' or 'very' often. This is higher than the 53% who think about their mental wellbeing at least fairly often.

One in nine (11%) say that they never think about their mental wellbeing, compared to just 5% who say they never think about their physical wellbeing.

There are, however, generational and gender differences between the two.

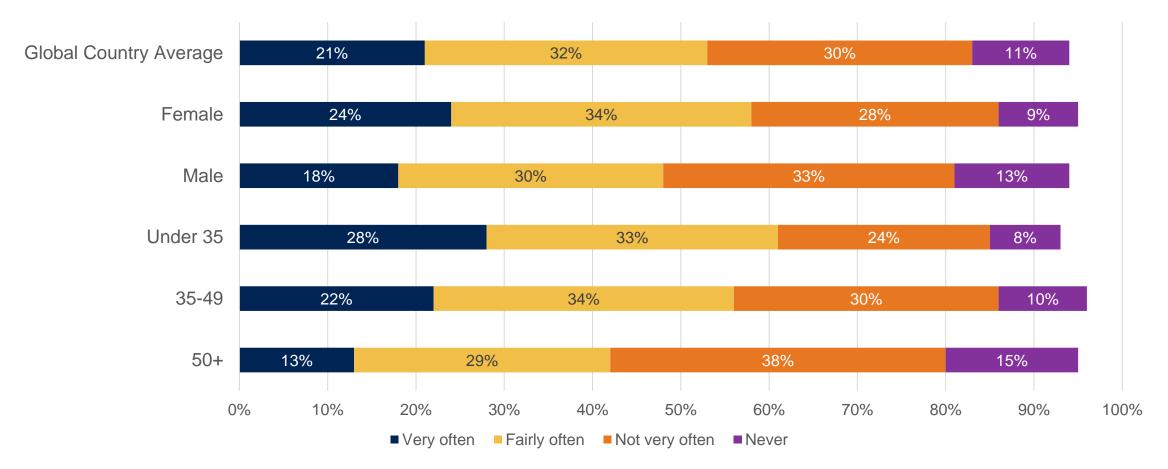
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DEMOGRAPHIC DIFFERENCES: MENTAL WELLBEING

How often do you think about your own mental wellbeing?

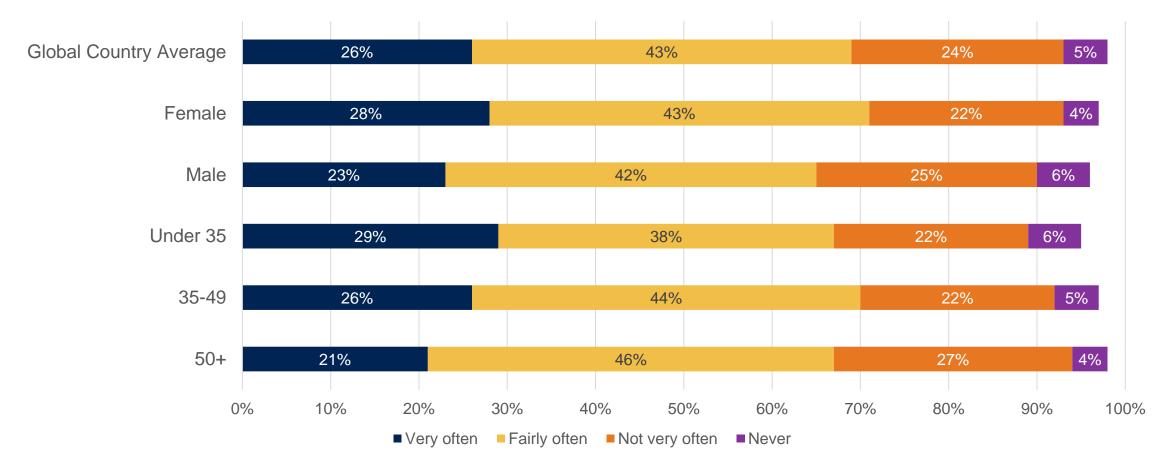


Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021.



DEMOGRAPHIC DIFFERENCES: PHYSICAL WELLBEING

How often do you think about your own physical wellbeing?



Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021.



MENTAL OR PHYSICAL HEALTH – WHICH IS MORE IMPORTANT?



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RELATIVE IMPORTANCE OF OWN MENTAL AND PHYSICAL HEALTH

Thinking about your own health, do you think that mental health or physical health is more important, or are they equally important?

A large majority worldwide (and over 50% in each country surveyed) say that mental and physical health are equally important to them.

	Equally important	Mental health more important	Physical health	more important
Global Country Average			79%	12% 6%
Hungary				90% <mark>4%3%</mark>
Mexico				88% 8% 3%
Colombia			8	6% 12% 2 <mark>%</mark>
Peru			8	6% 11% 2%
Chile			8	6% 11% 2%
Argentina			85	5% 11% 2%
Russia			85	5% 4% 8%
Germany			84 0	7% 5%
Belgium			83%	11% 4%
United States			82%	9% 6%
Italy			81%	9% 6%
Netherlands			81%	9% 7%
Canada			81%	10% 5%
Poland			81%	13% 4%
South Africa			80%	14% 6%
Malaysia			79%	12% 6%
Great Britain			79%	10% 8%
Singapore			79%	16% 4%
China			78% 1	0% 10%
Spain			78%	15% 6%
Brazil			78%	16% 4%
Australia			76% 12	2% 10%
France			76% 11	% 6%
Switzerland			75% 14	4% 6%
South Korea			75% 14	4% 9%
Sweden			74%	20% 4%
Turkey			74% 1	8% 5%
Japan			74% 11%	5 10%
India		59%	24%	13%
Saudi Arabia		58%	26%	14%

Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population



The "Global Country Average" reflects the average result for all the countries where the survey was conducted

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OWN MENTAL AND PHYSICAL HEALTH "EQUALLY IMPORTANT"

Thinking about your own health, do you think that mental health or physical health is more important, or are they equally important?

Global Country Average	79%
Hungary	90%
Mexico	88%
Colombia	86%
Peru	86%
Chile	86%
Argentina	85%
Russia	85%
Germany	84%
Belgium	83%
United States	82%
Italy	81%
Netherlands	81%
Canada	81%
Poland	81%
South Africa	80%
Malaysia	79%
Great Britain	79%
Singapore	79%
China	78%
Spain	78%
Brazil	78%
Australia	76%
France	76%
Switzerland	75%
South Korea	75%
Sweden	74%
Turkey	74%
Japan	74%
India	59%
Saudi Arabia	58%

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Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population



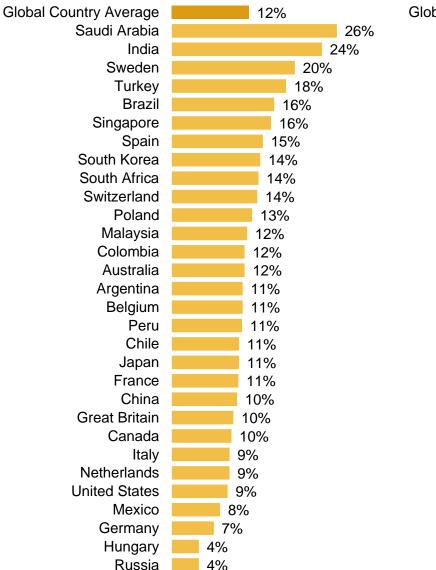
OWN "MENTAL" VS. "PHYSICAL" HEALTH MORE IMPORTANT

Thinking about your own health, do you think that mental health or physical health is more important, or are they equally important?

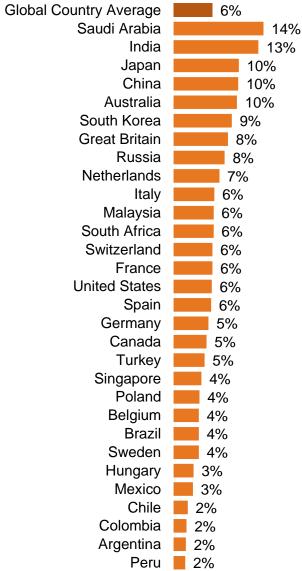
Although both views are held by relatively small proportions, twice as many say their mental health is more important than their physical health.

Saudi Arabia and India are among the more polarised nations on this question.

MENTAL HEALTH



PHYSICAL HEALTH

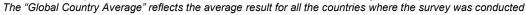


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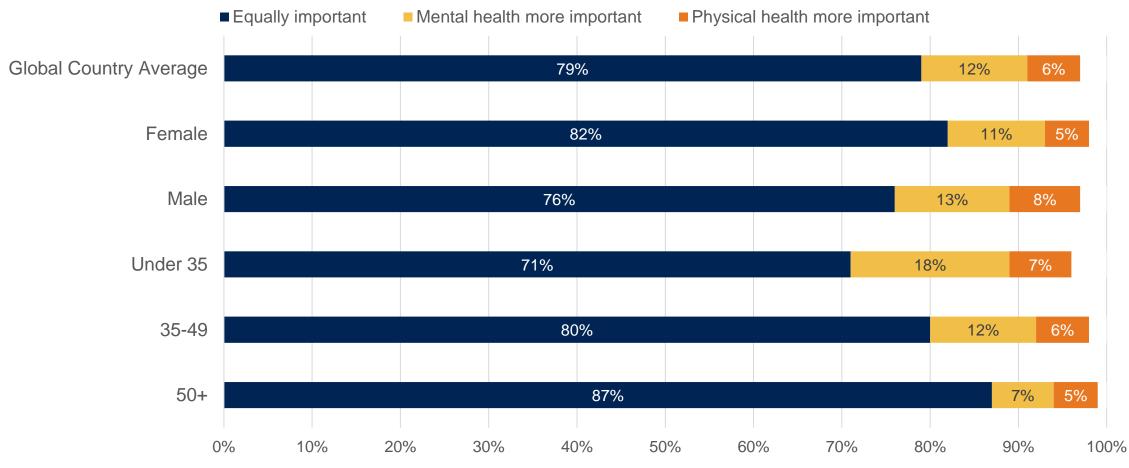


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DEMOGRAPHIC DIFFERENCES

Do you think that mental health or physical health is more important, or are they equally important?



Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021



ARE MENTAL AND PHYSICAL HEALTH TREATED EQUALLY?



TREATMENT OF MENTAL AND PHYSICAL HEALTH

Global

Which of the following best describes how you think the importance of mental health and physical health is treated in your country's current healthcare system?

In contrast with the large majority who think that mental and physical health are equally important, on balance people worldwide think that physical health is treated with greater importance in their country's healthcare system.

	hysical health more important	Equal	ly important	Menta	al health	more impor	rtan
Country Average		42%		35%	a noann	9%	un
Great Britain			60		21%	6%	
United States			55%		8%	6%	
Brazil			55%	23%		9%	
South Africa			54%	26%		8%	
Sweden			54%	24%		5%	
Canada			53%	25%		6%	
Netherlands			52%	26%		4%	
Australia			51%	27%		10%	
Chile			51%	25%		9%	
Belgium		4	8%	30%		7%	
Colombia		42%		33%		8%	
Poland		42%	26%	0	7%		
Argentina		42%		34%		7%	
Germany		42%		38%		6%	
Turkey		41%		41%		9%	
Singapore		40%		43%		10%	0
Spain		40%		40%		12%	
Switzerland		39%	3	6%		13%	
Italy		39%		43%		9%	
Peru		39%	36	8%	1	0%	
South Korea		38%		44%		11%	
India	37	%	37	%		18%	
Hungary	37	%	29%	3%			
China	35%	0		54%			8
Japan	35%			7%		5%	
France	35%		35%		6%		
Mexico	33%		45	%		7%	
Russia	31%		36%		7%		
Saudi Arabia	26%		42%		18 ⁰	%	
Malaysia	18%		60%			13%	

Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021

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TREATMENT OF PHYSICAL HEALTH MORE IMPORTANT

Which of the following best describes how you think the importance of mental health and physical health are treated in your country's current healthcare system?

Global Country Average	42%
Great Britain	60%
United States	55%
Brazil	55%
South Africa	54%
Sweden	54%
Canada	53%
Netherlands	52%
Australia	51%
Chile	51%
Belgium	48%
Colombia	42%
Poland	42%
Argentina	42%
Germany	42%
Turkey	41%
Singapore	40%
Spain	40%
Switzerland	39%
Italy	39%
Peru	39%
South Korea	38%
India	37%
Hungary	37%
China	35%
Japan	35%
France	35%
Mexico	33%
Russia	31%
Saudi Arabia	26%
Malaysia	18%

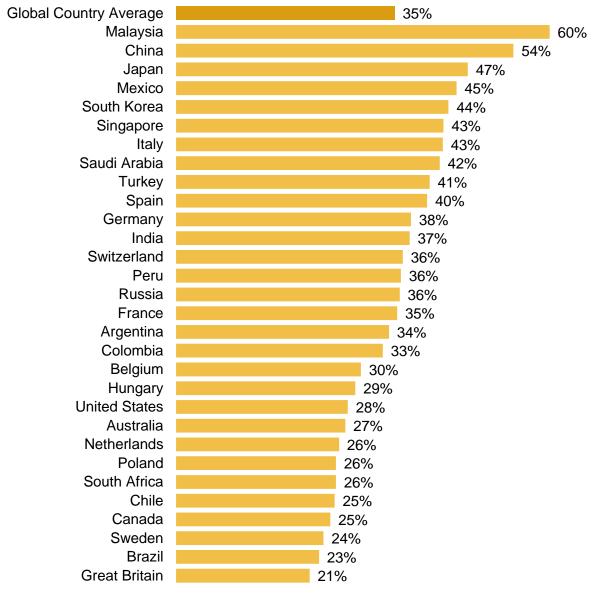
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Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population



TREATMENT OF MENTAL AND PHYSICAL HEALTH "EQUALLY IMPORTANT"

Which of the following best describes how you think the importance of mental health and physical health are treated in your country's current healthcare system?



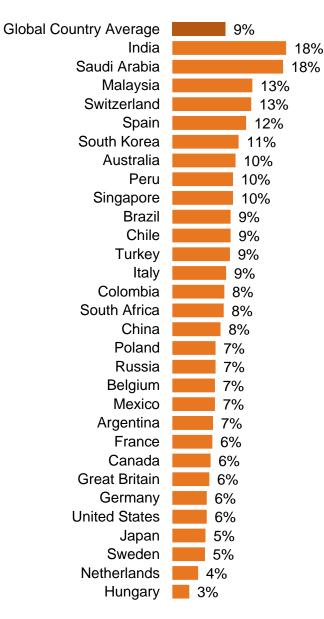
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TREATMENT OF MENTAL HEALTH MORE IMPORTANT

Which of the following best describes how you think the importance of mental health and physical health are treated in your country's current healthcare system?



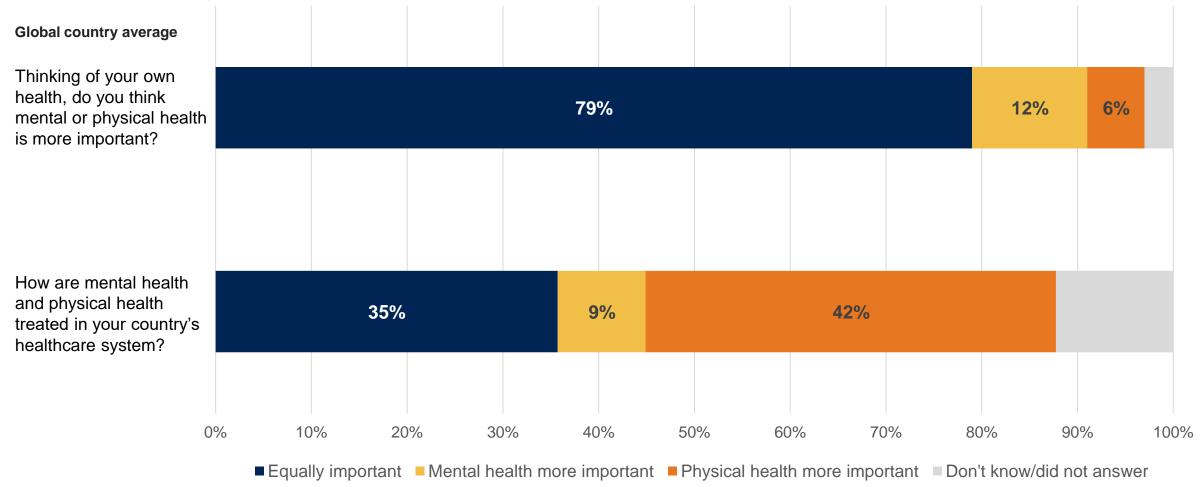
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PERCEIVED VS. EXPERIENCED IMPORTANCE OF HEALTH

A majority think mental and physical health are equally important, but healthcare services place greater importance on physical health.

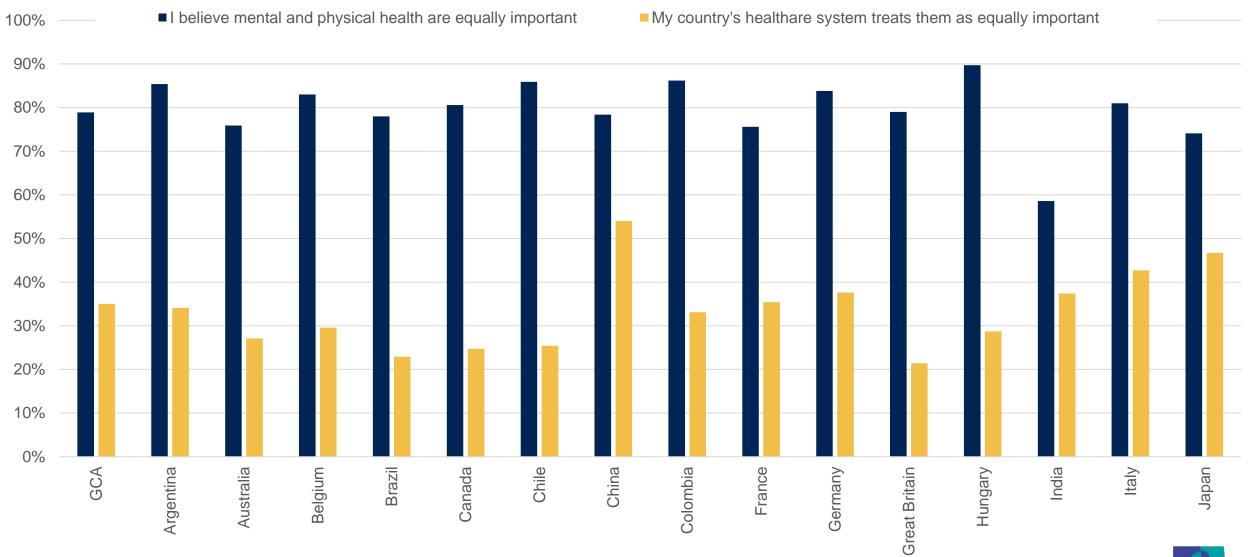




EQUAL IMPORTANCE VS. EQUAL TREATMENT

Across all countries (A-J)

psos



Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021

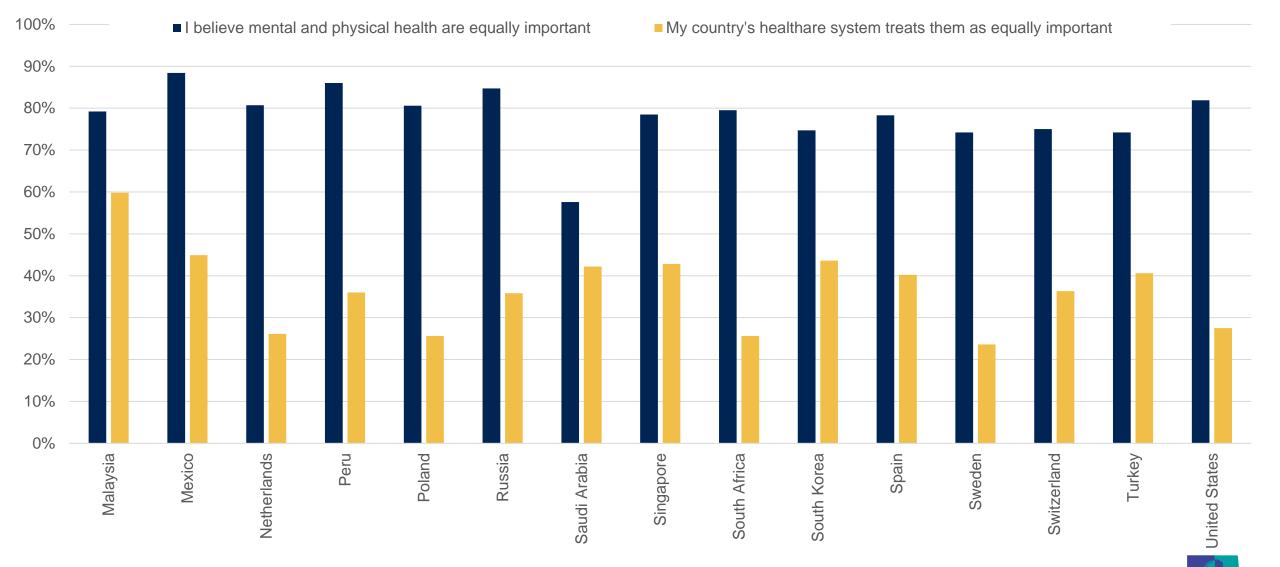
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Online samples in Brazil, Chile, mainland China, Colombia and India tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted

EQUAL IMPORTANCE VS. EQUAL TREATMENT

Across all countries (M-U)

psos



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Base: 21,513 online adults in 30 countries, August 20th – September 3rd 2021

Online samples in Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be

more urban, educated, and/or affluent than the general population

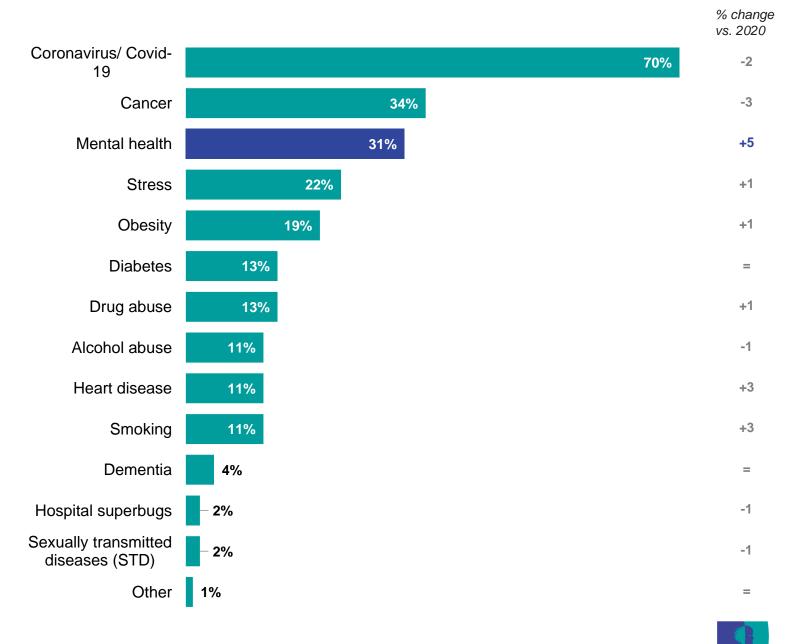
WHERE DOES MENTAL HEALTH RANK AS A HEALTH CONCERN?

HEALTH PROBLEMS: GLOBAL OVERVIEW

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

Mental health is an increasingly important health issue, according to the global public.

Today 31% say this is one of the top health problems in their country, up from 26% in 2020 (when Coronavirus took precedence) and 27% in 2018 (when the survey was first run).



DSO

MENTAL HEALTH

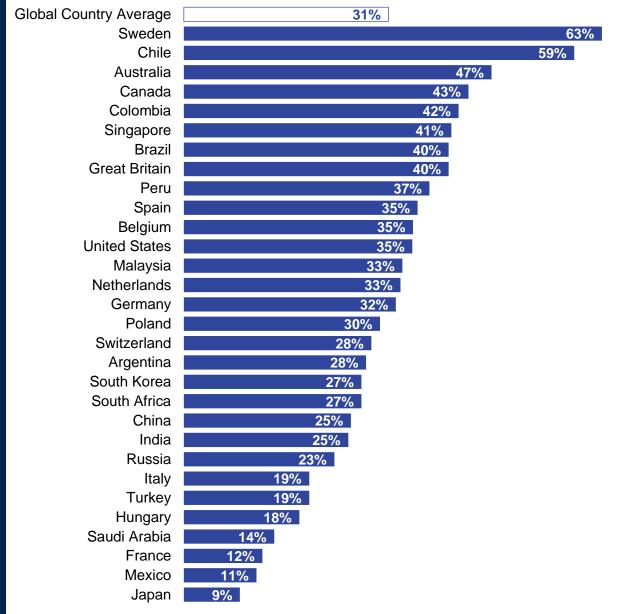
Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Three in 10 (31%) across 30 countries say mental health is one of the three top health problems facing people their country today.

It is considered the number one health problem in Sweden and Chile. Concern has increased most since last year in Spain (+19), Belgium (+13), and Brazil (also +13).

Globally, women are also more likely to select mental health as a top health concern (36% vs. 26% of men).

% selecting mental health as a top health problem in their country



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METHODOLOGY

These are the results of a 30-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 21,513 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, aged 21-74 in Singapore, and 16-74 in 24 other markets between Friday, August 20 and Friday, September 3, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Switzerland, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of their general adult population under the age of 75.

For more information, please contact: <u>Simon.Atkinson@lpsos.com</u> or <u>Nicolas.Boyon@lpsos.com</u>.

The samples in Brazil, mainland China, Chile, Colombia, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey 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.

The data is weighted so that each country's sample composition 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 where 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.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, 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 of 1,000 accurate to +/- 3.5 percentage points and of 500 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.

