

WORLD MENTAL HEALTH DAY 2021

A Global Advisor survey

October 2021

GAME CHANGERS



AWARENESS OF MENTAL AND PHYSICAL WELLBEING

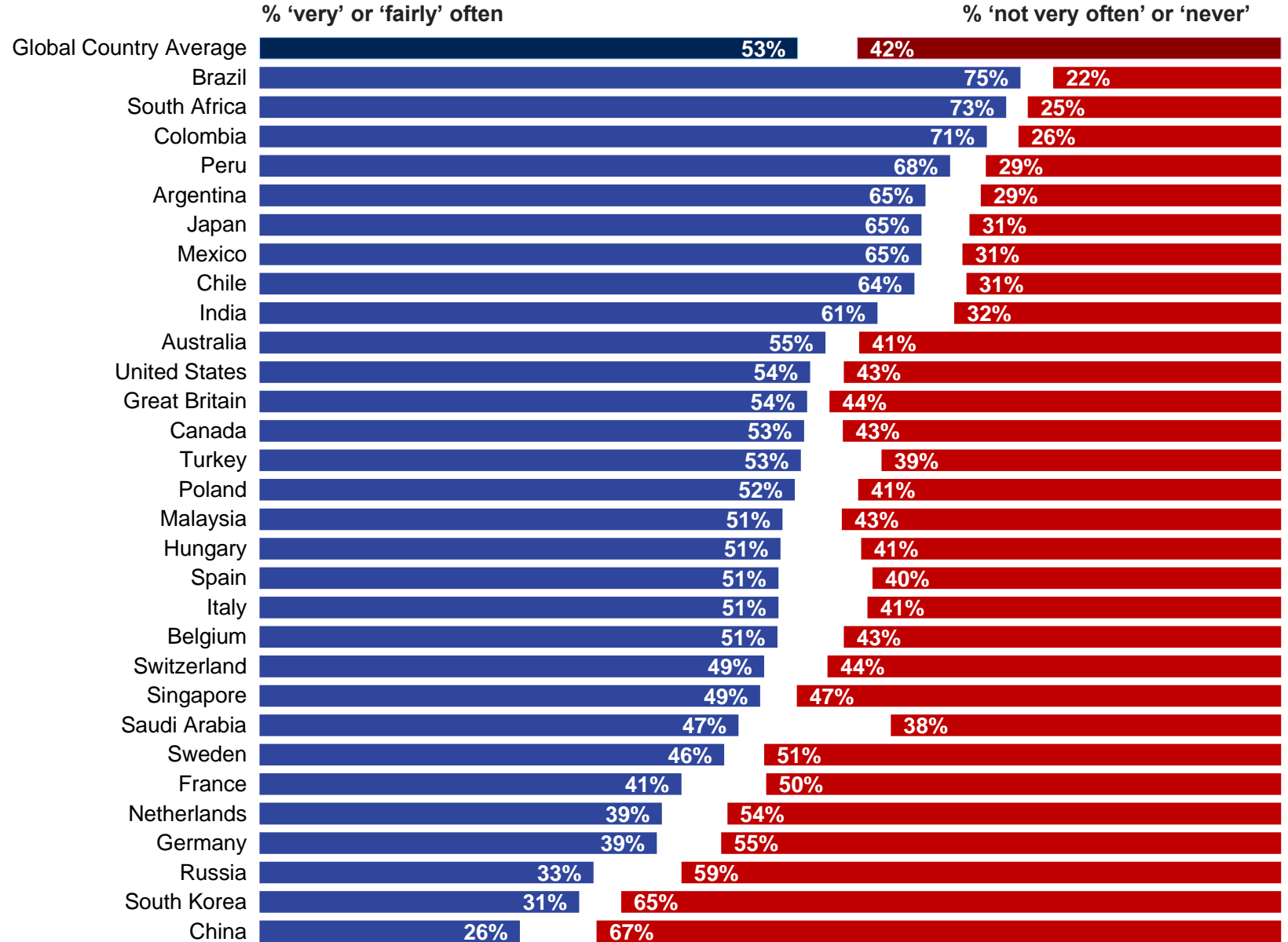
MENTAL WELLBEING

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.



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.



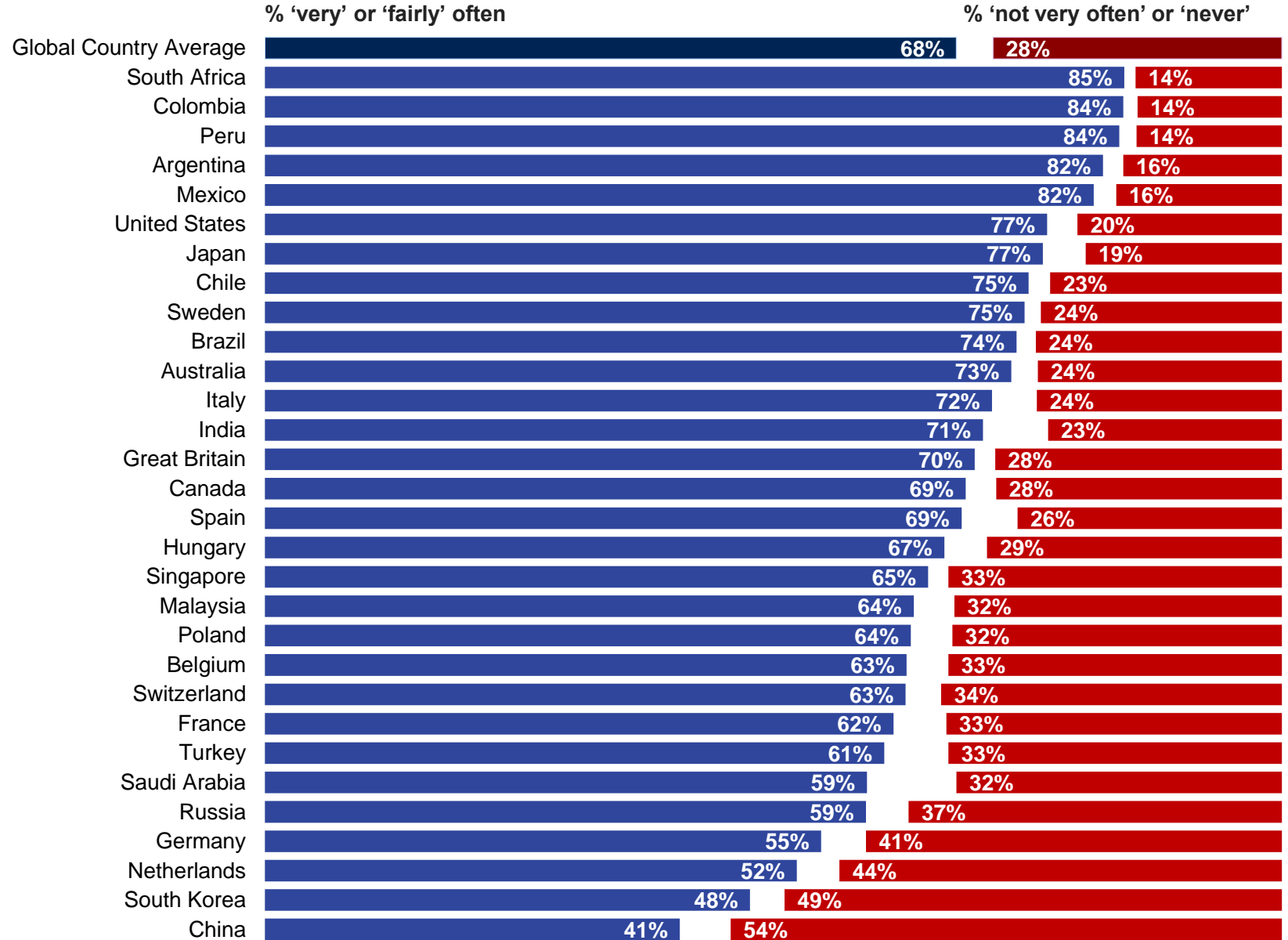
PHYSICAL WELLBEING

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.



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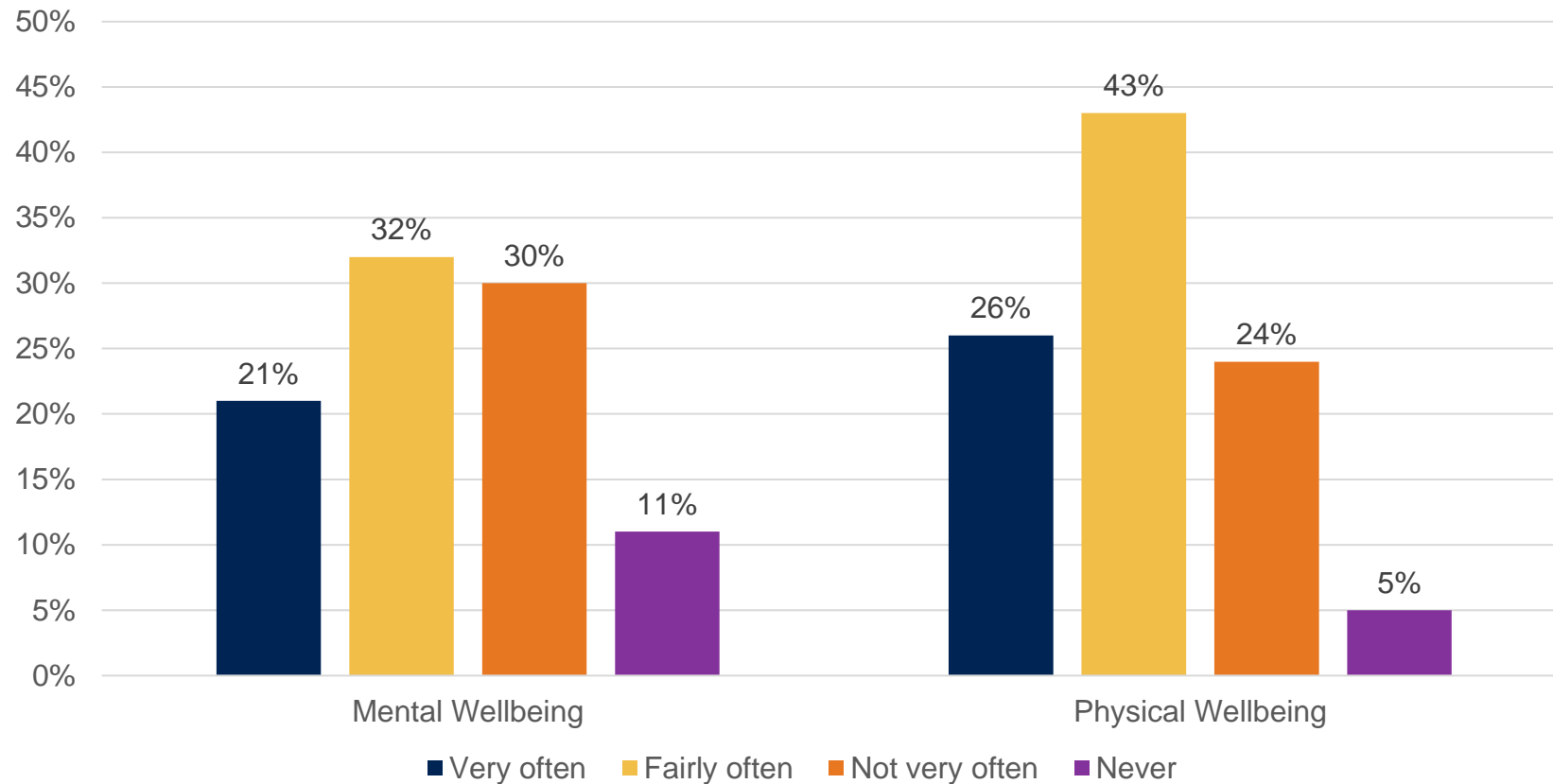
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COMPARISON: HOW DO WE THINK ABOUT OUR WELLBEING?

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.

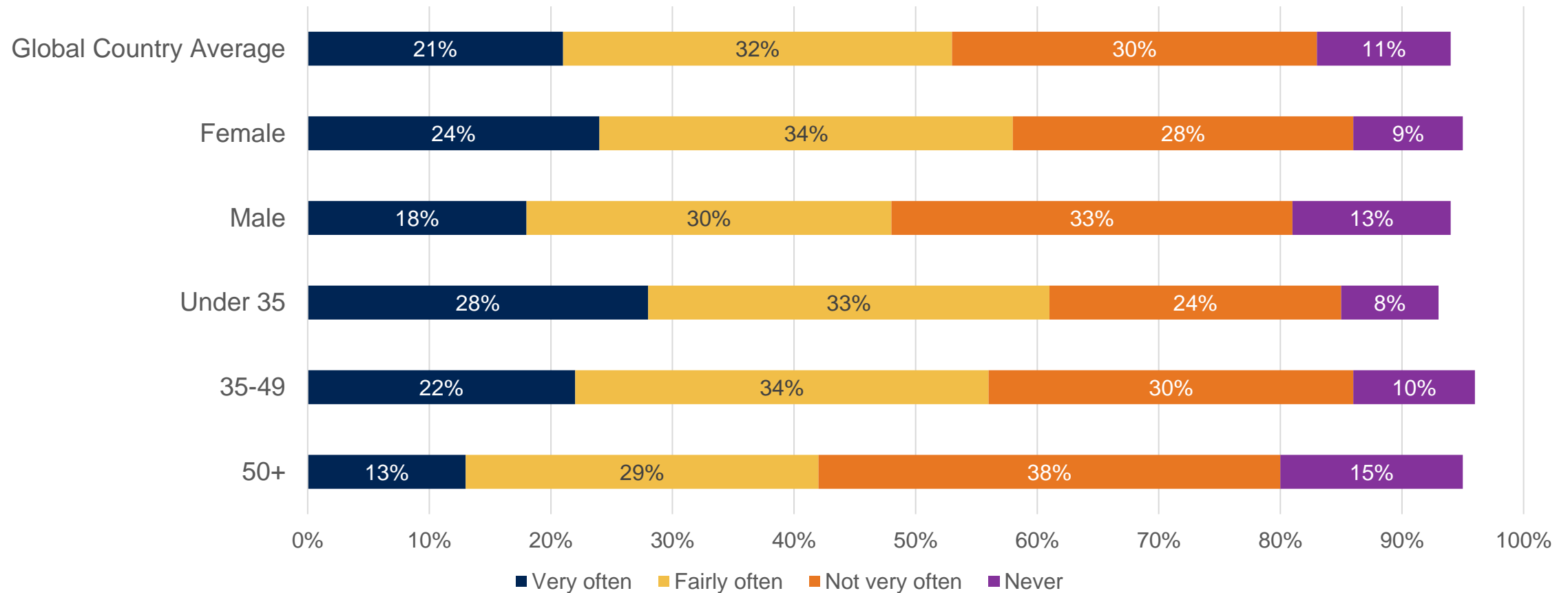
One in nine (11%) say that they never think about their mental wellbeing, compared to just 5% who say they never think about their physical wellbeing.

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

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DEMOGRAPHIC DIFFERENCES: MENTAL WELLBEING

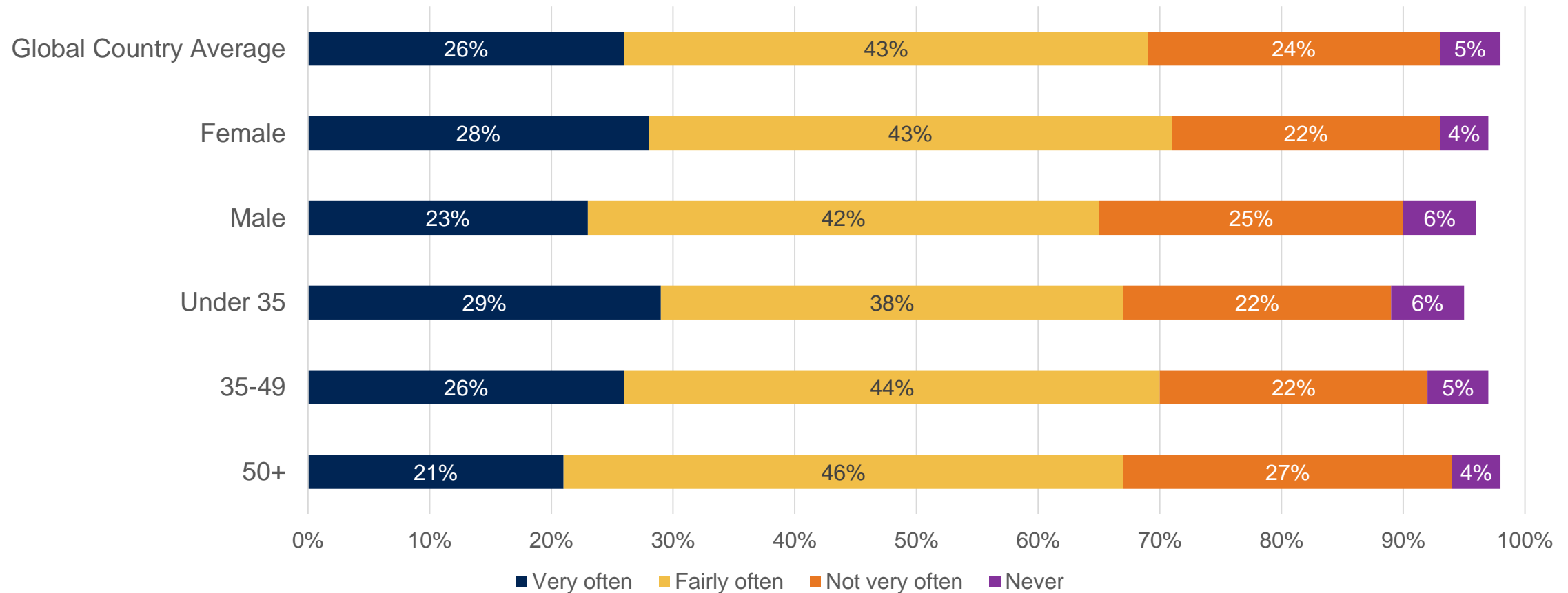
How often do you think about your own mental wellbeing?



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DEMOGRAPHIC DIFFERENCES: PHYSICAL WELLBEING

How often do you think about your own physical wellbeing?



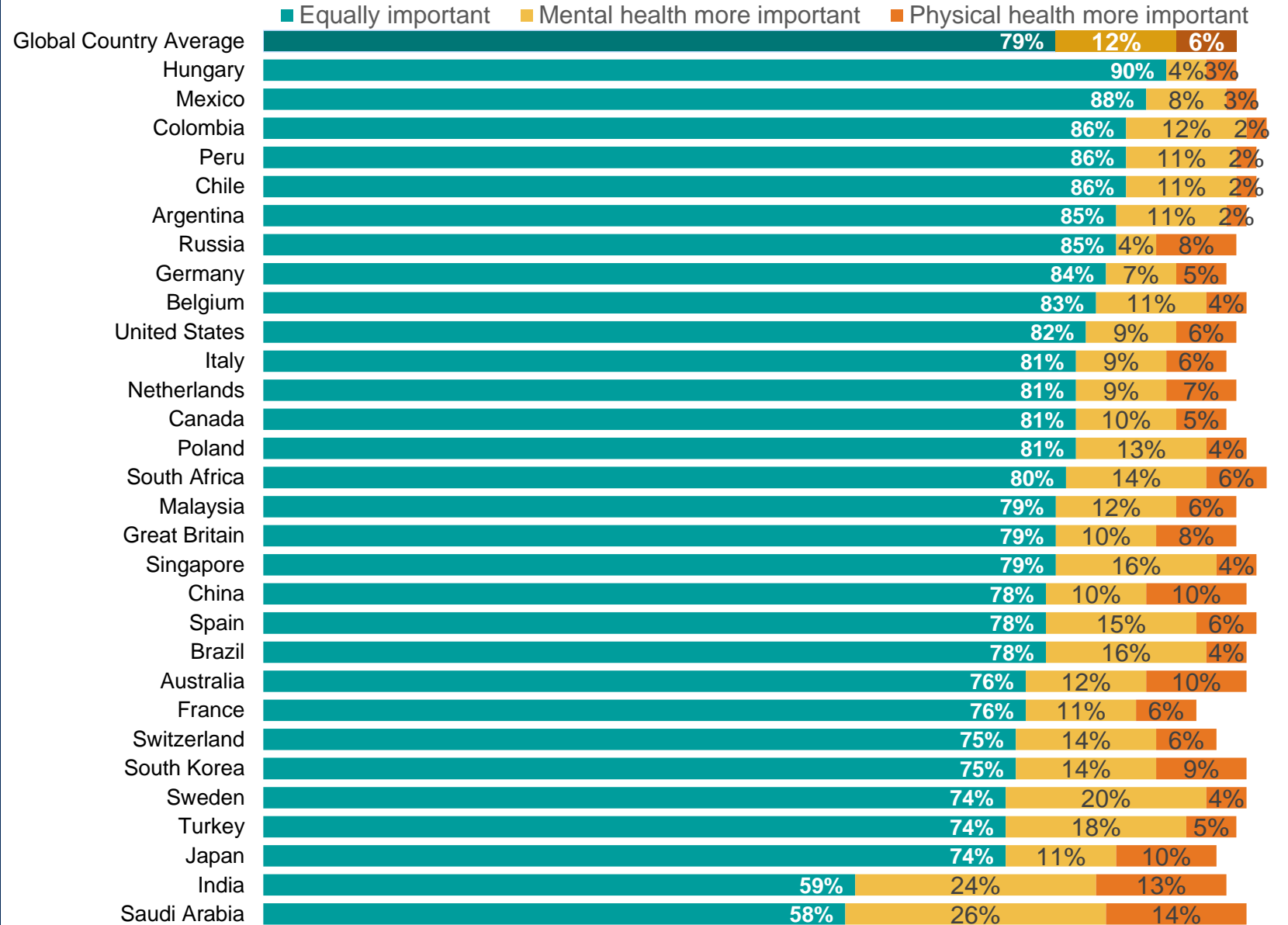
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MENTAL OR PHYSICAL HEALTH – WHICH IS MORE IMPORTANT?

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.



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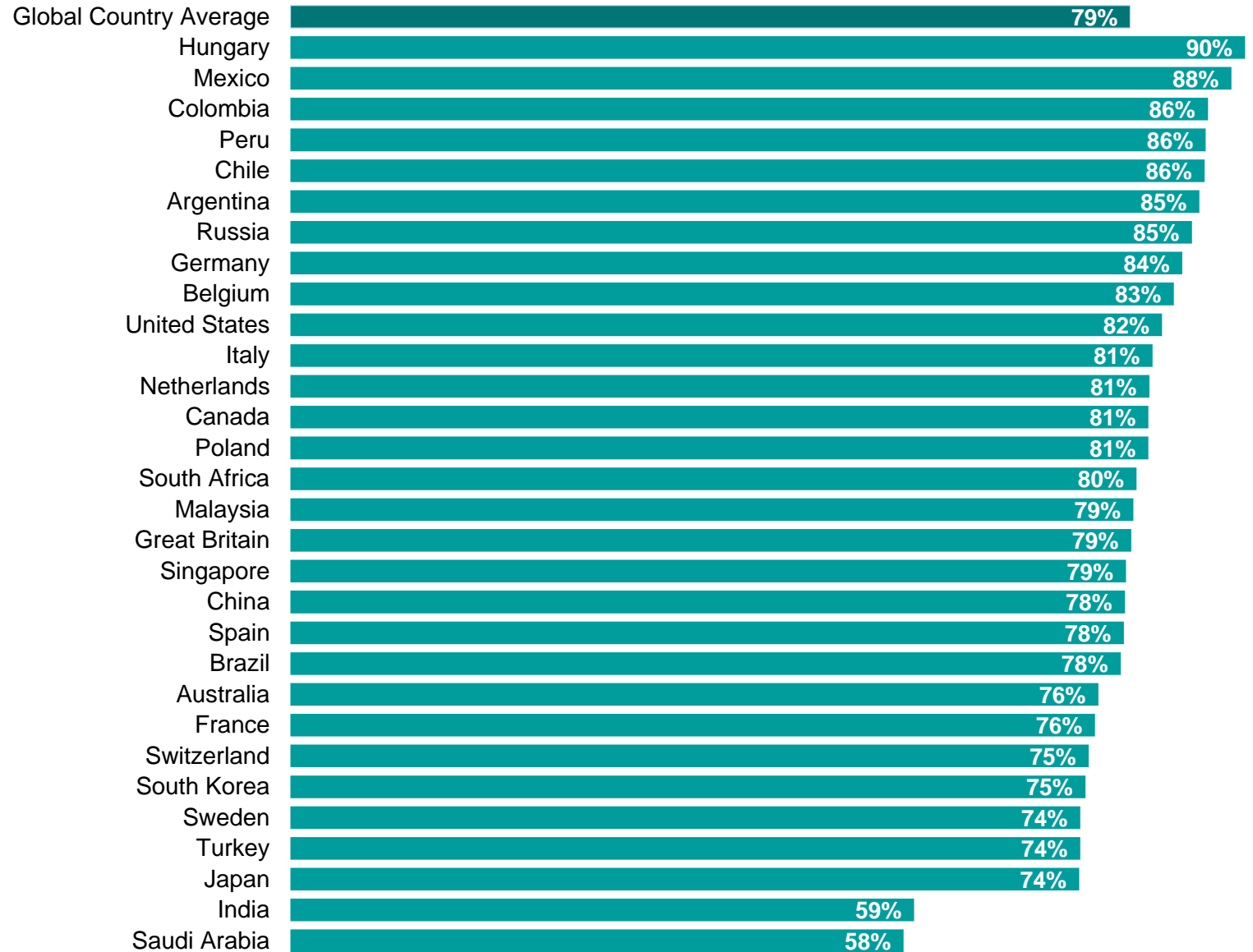
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OWN MENTAL AND PHYSICAL HEALTH “EQUALLY IMPORTANT”

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



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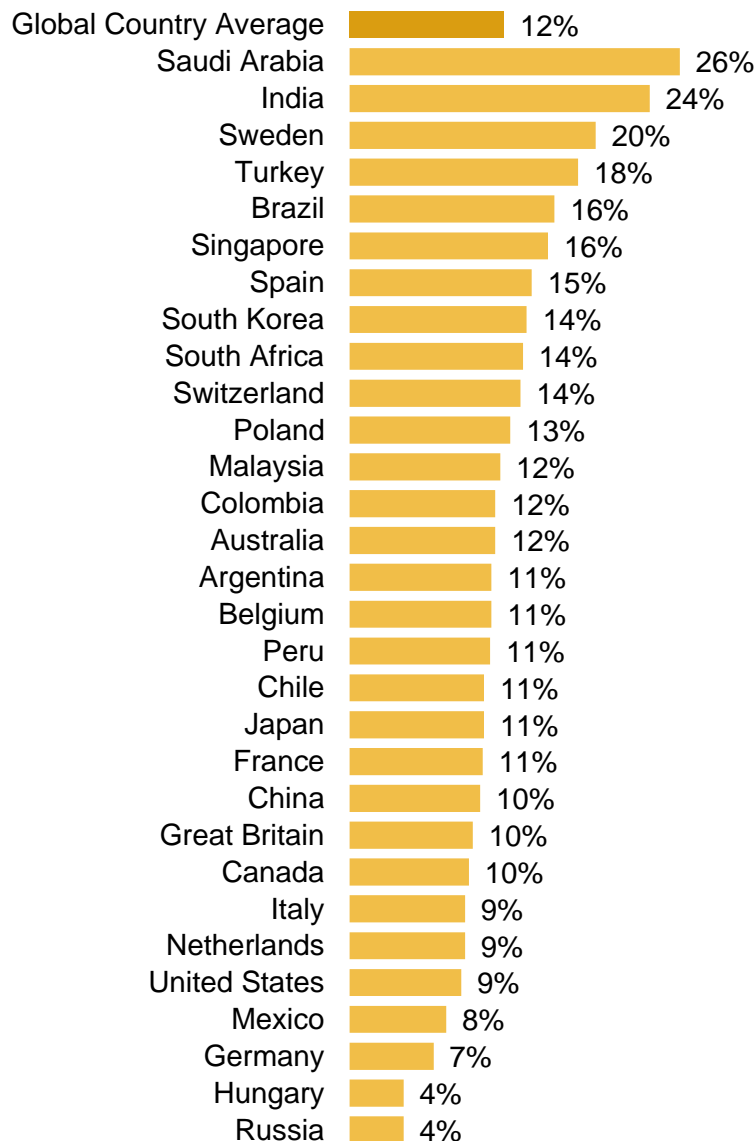
OWN “MENTAL” VS. “PHYSICAL” HEALTH MORE IMPORTANT

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

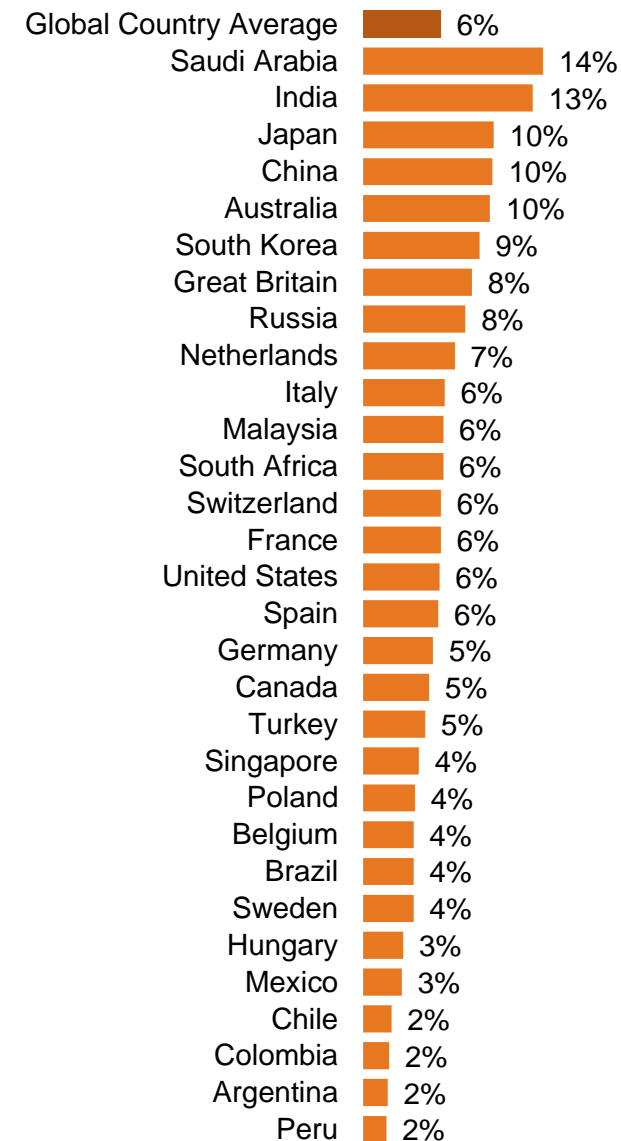
Although both views are held by relatively small proportions, twice as many say their mental health is more important than their physical health.

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

MENTAL HEALTH



PHYSICAL HEALTH



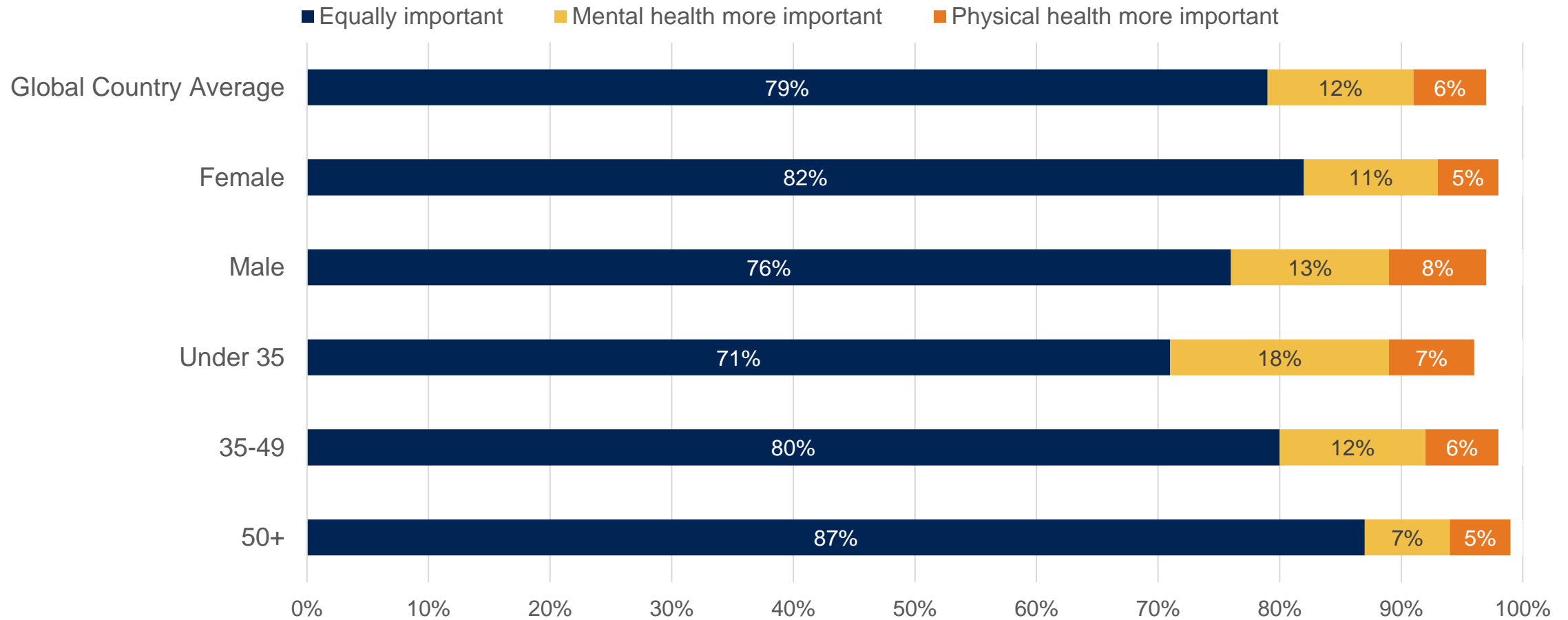
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DEMOGRAPHIC DIFFERENCES

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



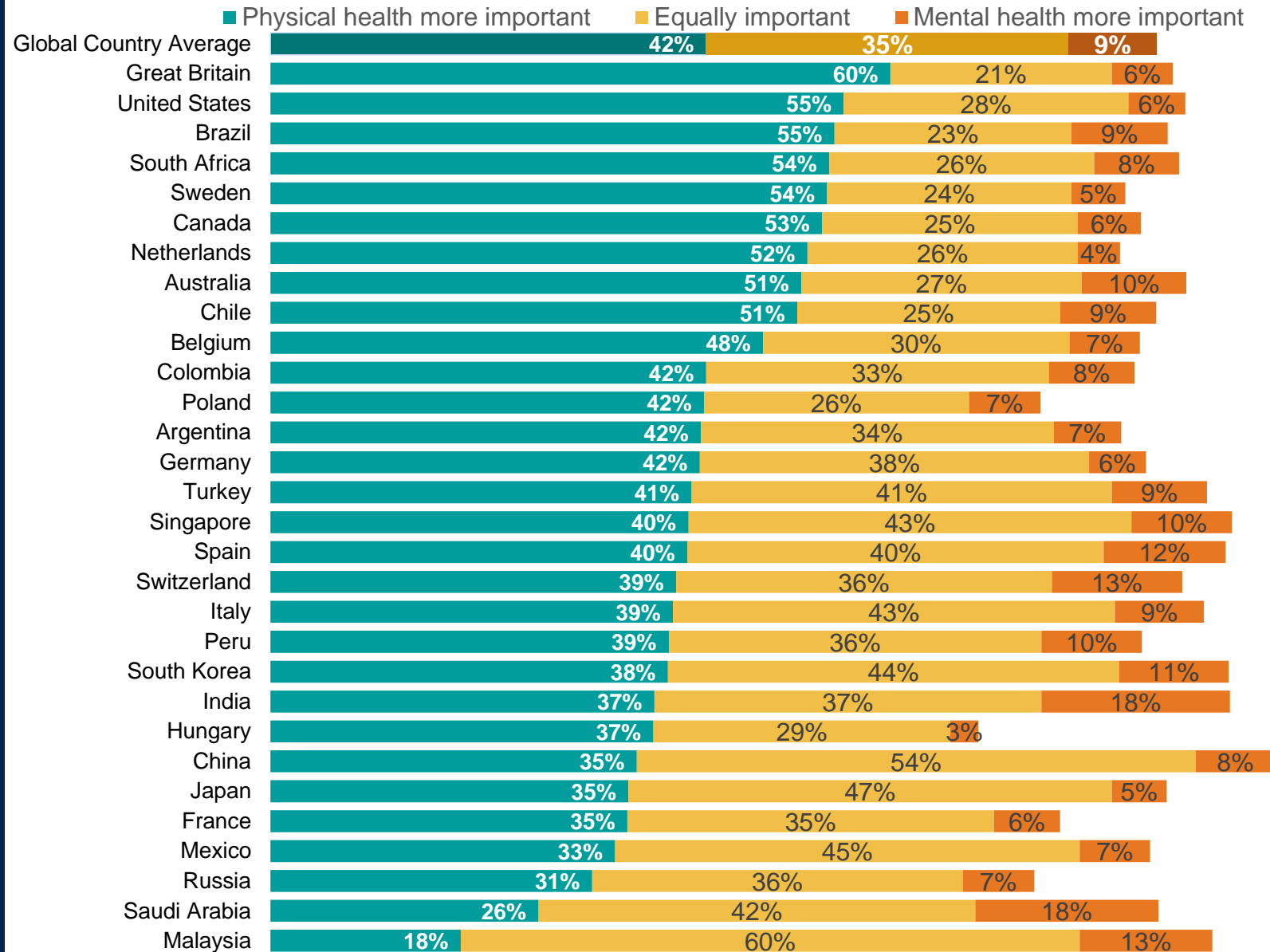
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ARE MENTAL AND PHYSICAL HEALTH TREATED EQUALLY?

TREATMENT OF MENTAL AND PHYSICAL HEALTH

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.



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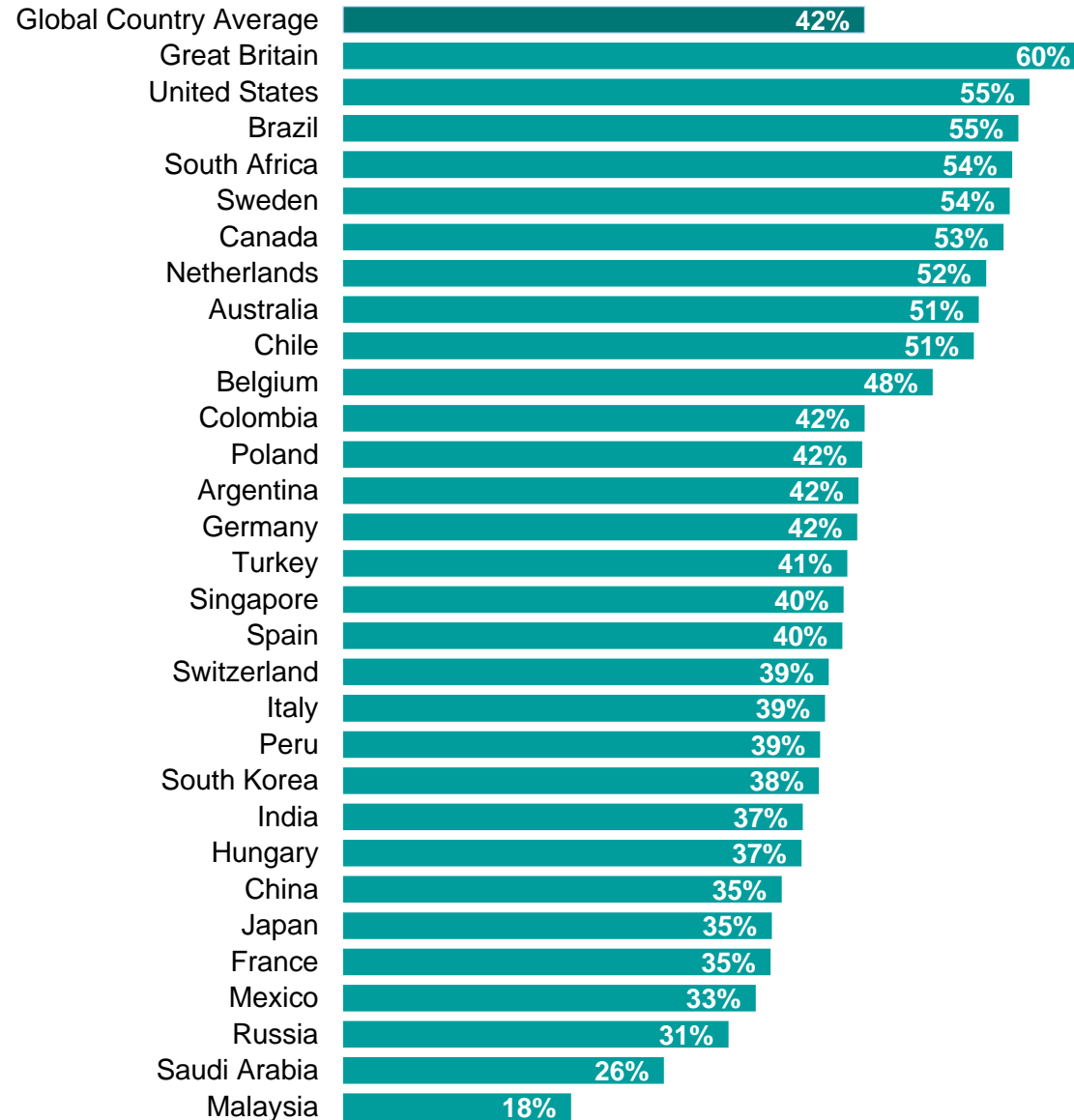
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TREATMENT OF PHYSICAL HEALTH MORE IMPORTANT

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?



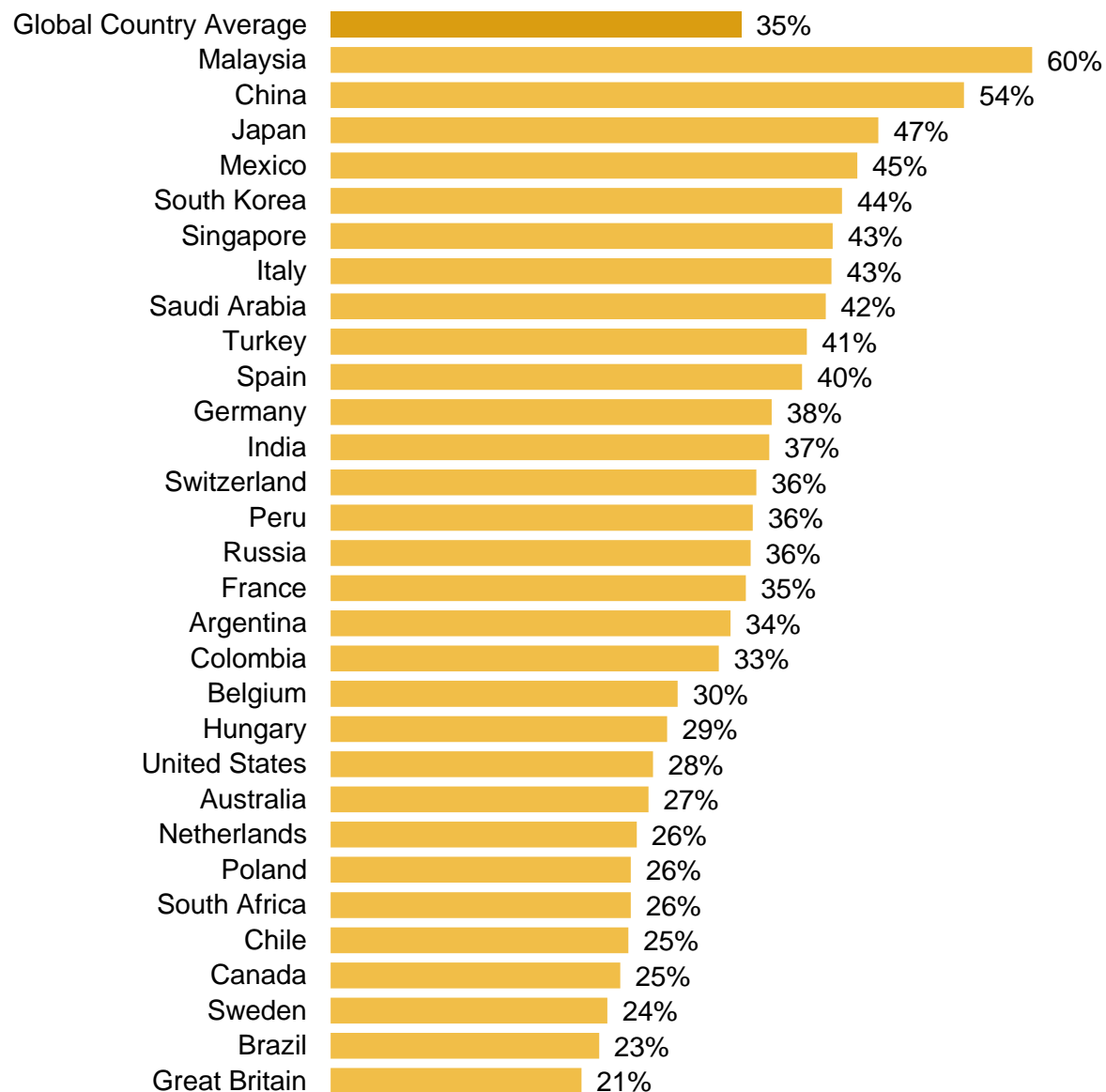
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TREATMENT OF MENTAL AND PHYSICAL HEALTH “EQUALLY IMPORTANT”

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?



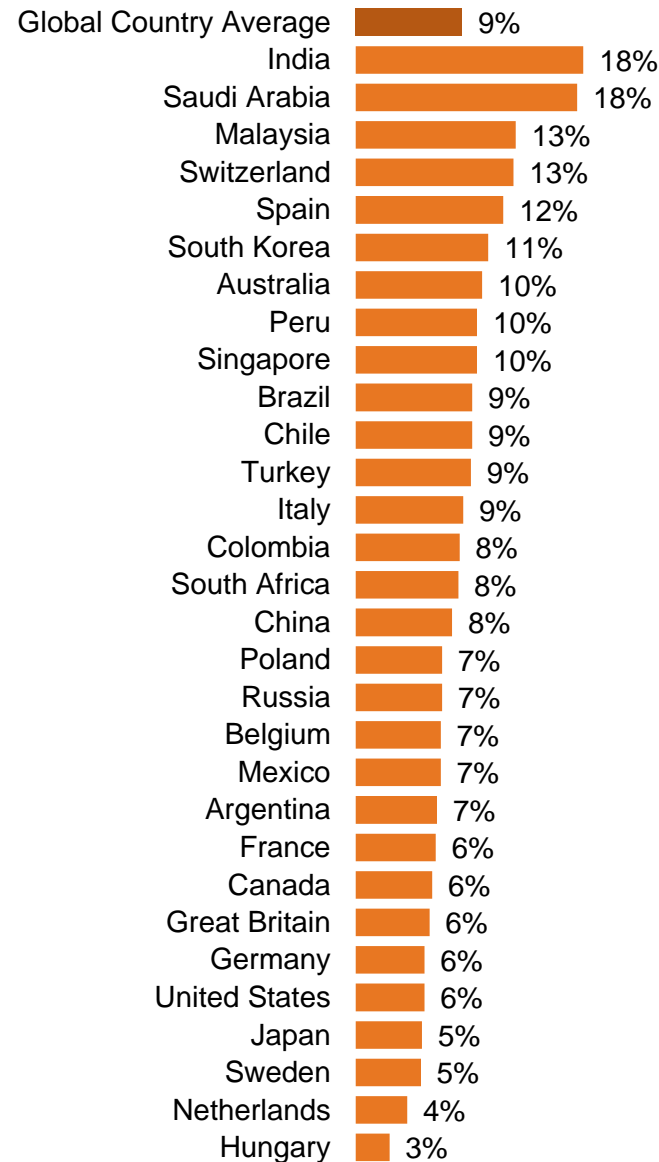
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TREATMENT OF MENTAL HEALTH MORE IMPORTANT

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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.

Global country average

Thinking of your own health, do you think mental or physical health is more important?



How are mental health and physical health treated in your country's healthcare system?

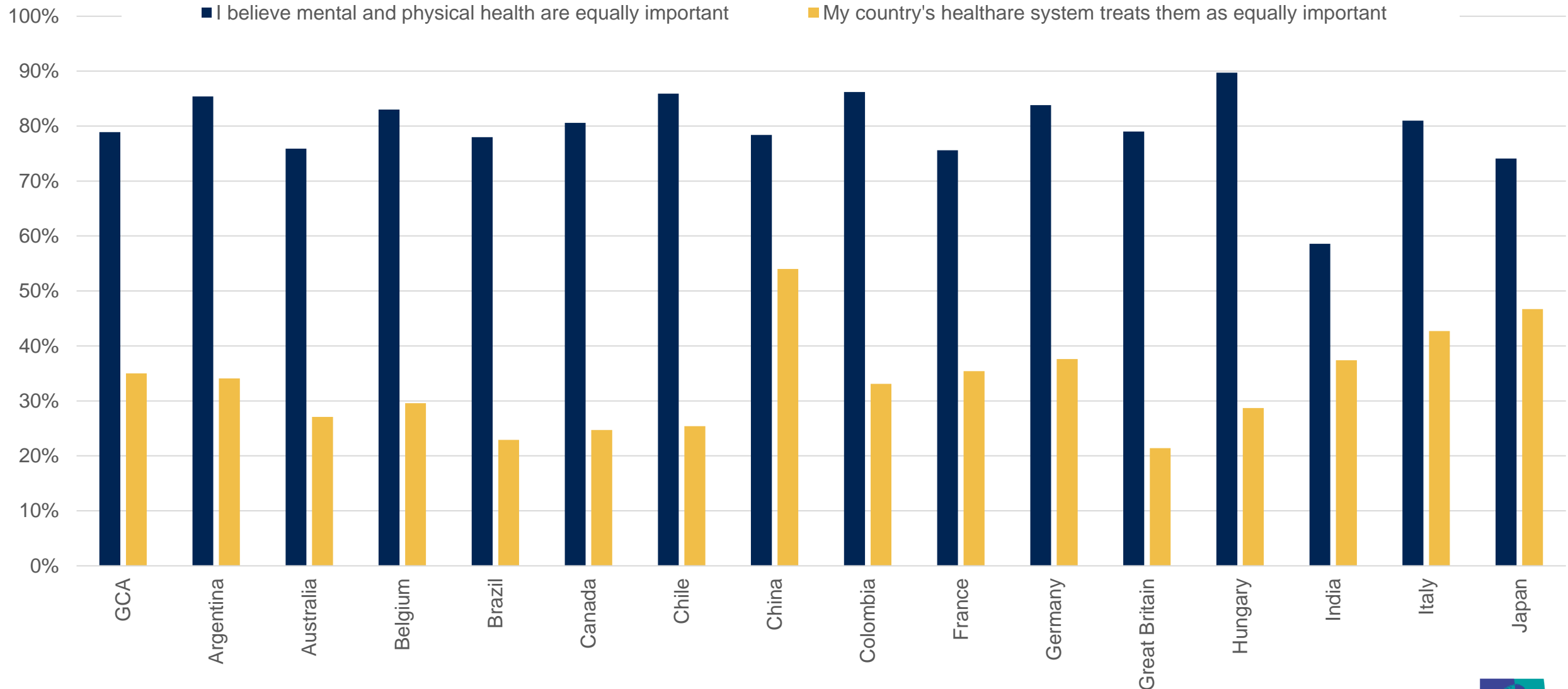


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Equally important ■ Mental health more important ■ Physical health more important ■ Don't know/did not answer

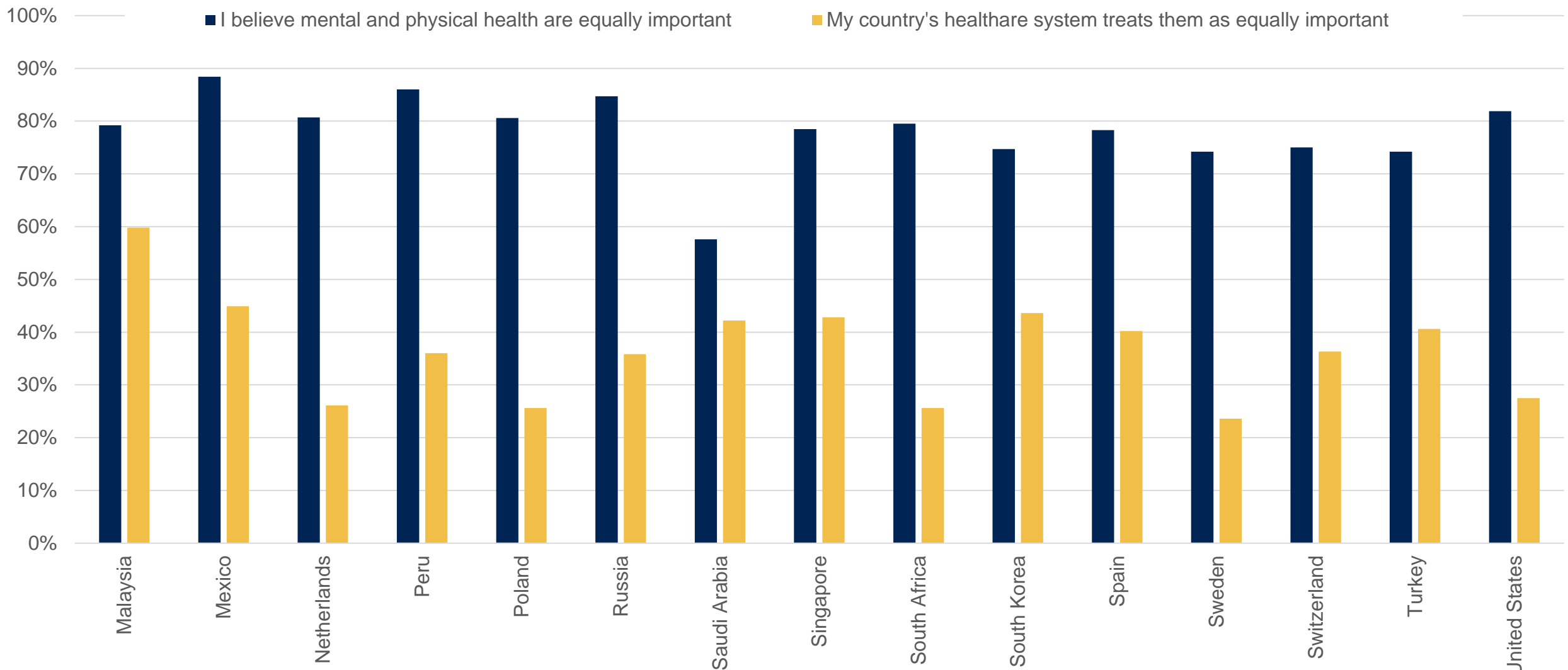
EQUAL IMPORTANCE VS. EQUAL TREATMENT

Across all countries (A-J)



EQUAL IMPORTANCE VS. EQUAL TREATMENT

Across all countries (M-U)



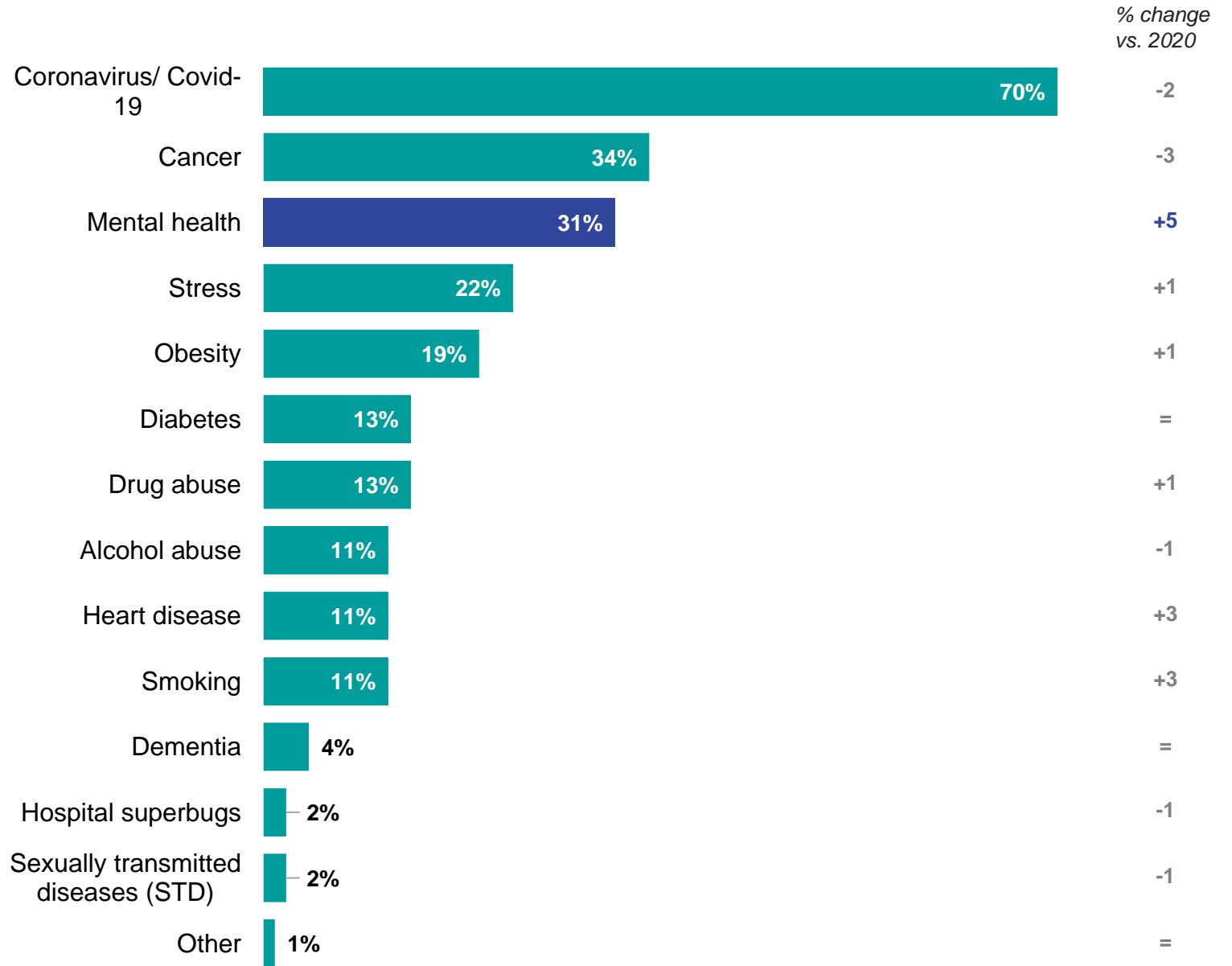
WHERE DOES MENTAL HEALTH RANK AS A HEALTH CONCERN?

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).



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MENTAL HEALTH

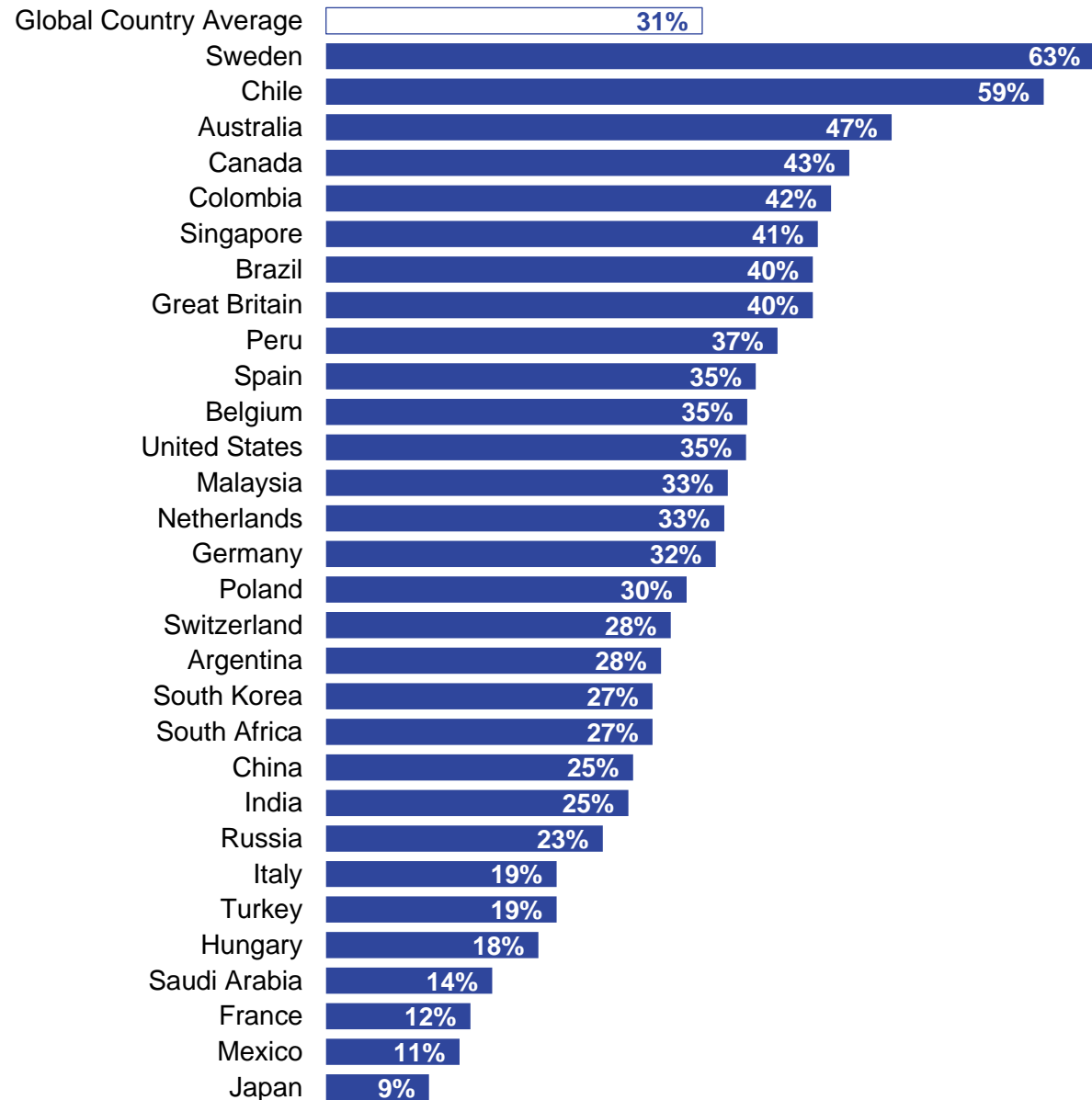
Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

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.

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.

For more information, please contact:
Simon.Atkinson@Ipsos.com or Nicolas.Boyon@Ipsos.com.