

NEW ZEALANDERS' VIEWS ON MENTAL HEALTH

**An Ipsos Global Advisor Survey
November 2021**

GAME CHANGERS



New Zealand fieldwork dates: June–July, 2021

MENTAL HEALTH SURVEY

Background Information



A total of 1,005 New Zealanders aged 18+ answered questions about mental health in our Global Advisor survey which ran from 28 June to 4 July, 2021. **Note:** Fieldwork took place prior to the August 2021 lockdown.



This survey explored the mental and physical wellbeing of New Zealanders, as well as perceptions surrounding mental illness and society. For the purpose of this survey we defined mental illness / health condition for respondents as **an illness or condition that affects a person's thoughts, feelings or behaviour**.



In this report we are comparing three data sets:

- New Zealand, October 2019 (n=610)*
- New Zealand, Jun–Jul 2021 (n=1,005)
- Global data (30 other countries), Aug–Sep 2021 (n=21,513)



NZ data is presented alongside international data collected from 20 August to 3 September 2021. Results of the global study have been added to the NZ report for comparison. NZ scores are not a part of the 'Global Average'.

The NZ data is weighted by age, gender, region and ethnicity to ensure the results represent the NZ population.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.



MENTAL HEALTH IN NEW ZEALAND

The media context: What was making New Zealand news around the survey fieldwork?

HEALTH & SCIENCE

Mental health units should provide more than 'meds and beds'

Newsroom – 17 June 2021

Mental health unit overcrowding a torture convention breach

Newsroom – 17 June 2021

Asian youths face significant mental health challenges, report finds

NZ Herald – 22 June 2021

Experts celebrate Māori Health Authority to reduce inequities in NZ's 'horribly underfunded' health system

Newshub – 22 June 2021

Mental health hikoi: Mike King hands back order of merit medal in protest

RNZ – 16 June 2021

Mental health: Minister Andrew Little 'extraordinarily' frustrated with slow spend on \$1.9b package from 2019 Budget

Viral TikTok video exposes failures at free 1737 mental health helpline

Brianna McIlraith · 05:00, Jun 20 2021

Stuff – 20 June 2021

KEY FINDINGS



New Zealanders are **more likely to think of their physical wellbeing** than their mental wellbeing. A similar trend is observed in other countries as well.



NZ women tend to think about their wellbeing more often than men.



Younger New Zealanders are more likely to think about their mental health often, and this declines with age.



Those with higher education and income levels are **more likely to think of their wellbeing**.



Compared to the global average, **New Zealanders are more likely to think about their mental and physical wellbeing**. The differences are more prominent amongst women and the younger age groups.



Only 25% of New Zealanders believe **physical wellbeing and mental wellbeing are given equal importance in our current healthcare system** compared to a global average of 35%.



Relationships with friends and family are seen as having the biggest effect on mental wellbeing, followed by **finances** and **sleep quality**.



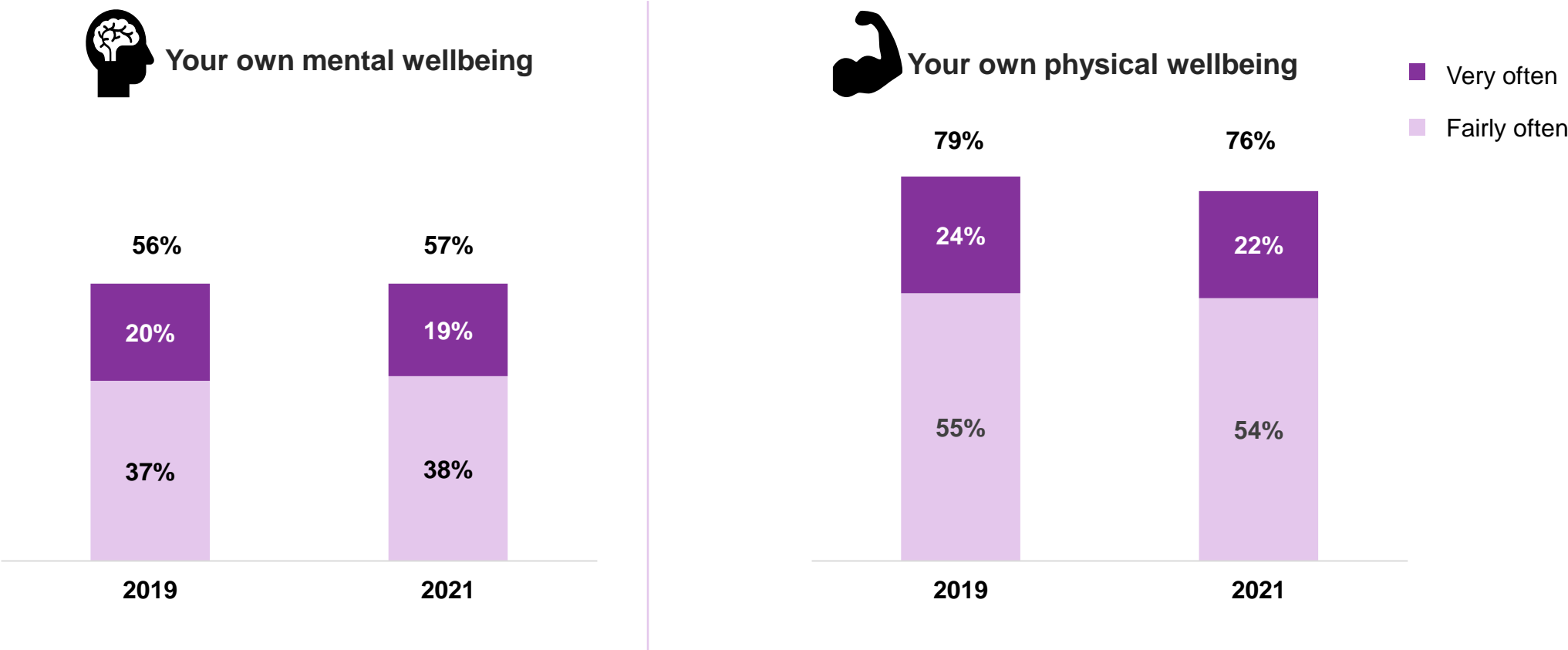
Compared to 2019, more New Zealanders feel that **we need to adopt a more tolerant attitude towards people with mental illness (82% vs 76%)** and **seeing a mental health professional is a sign of strength (79% vs 73%)**.

ATTITUDES TOWARDS MENTAL HEALTH IN NEW ZEALAND



THINKING ABOUT MENTAL & PHYSICAL WELLBEING

New Zealanders are more likely to think about their physical wellbeing than their mental wellbeing – this hasn't changed much over the last couple of years.

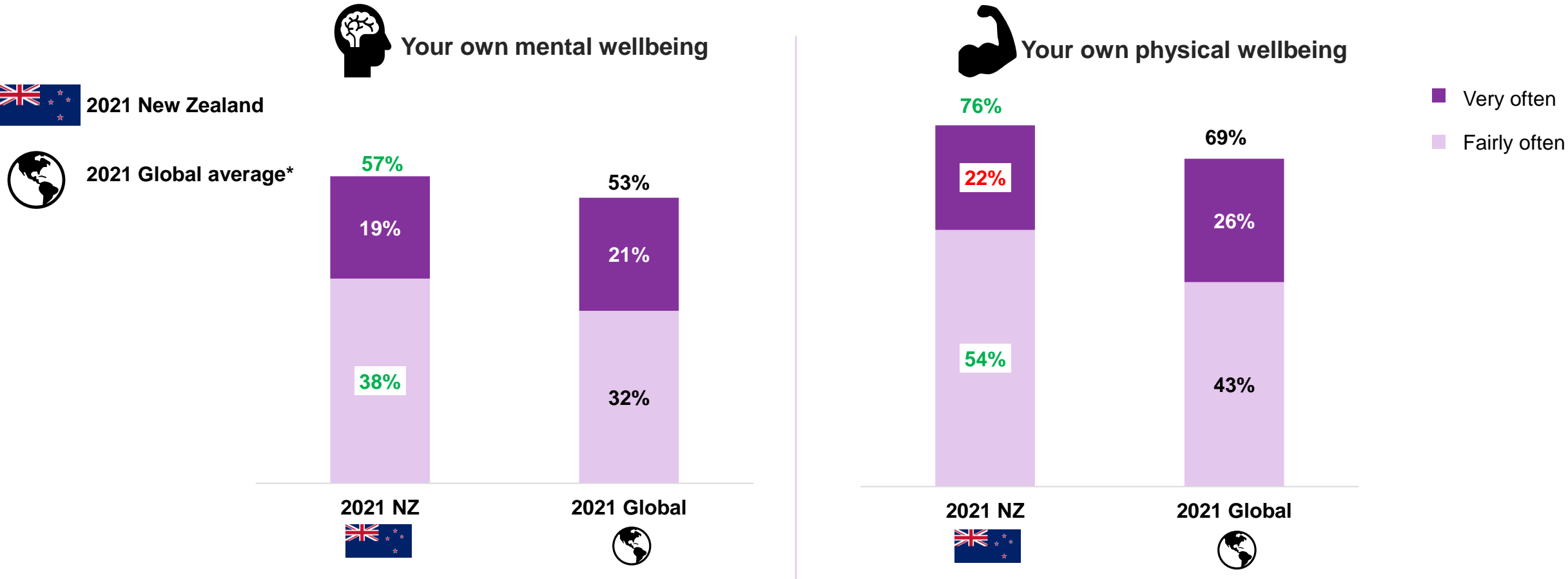


Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?
Base: NZ – 2019 (n=610), 2021 (n=1,005). **Note:** Top-2 % shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.



THINKING ABOUT MENTAL & PHYSICAL WELLBEING

New Zealanders are more likely to think about both their mental & physical wellbeing compared to the global average.



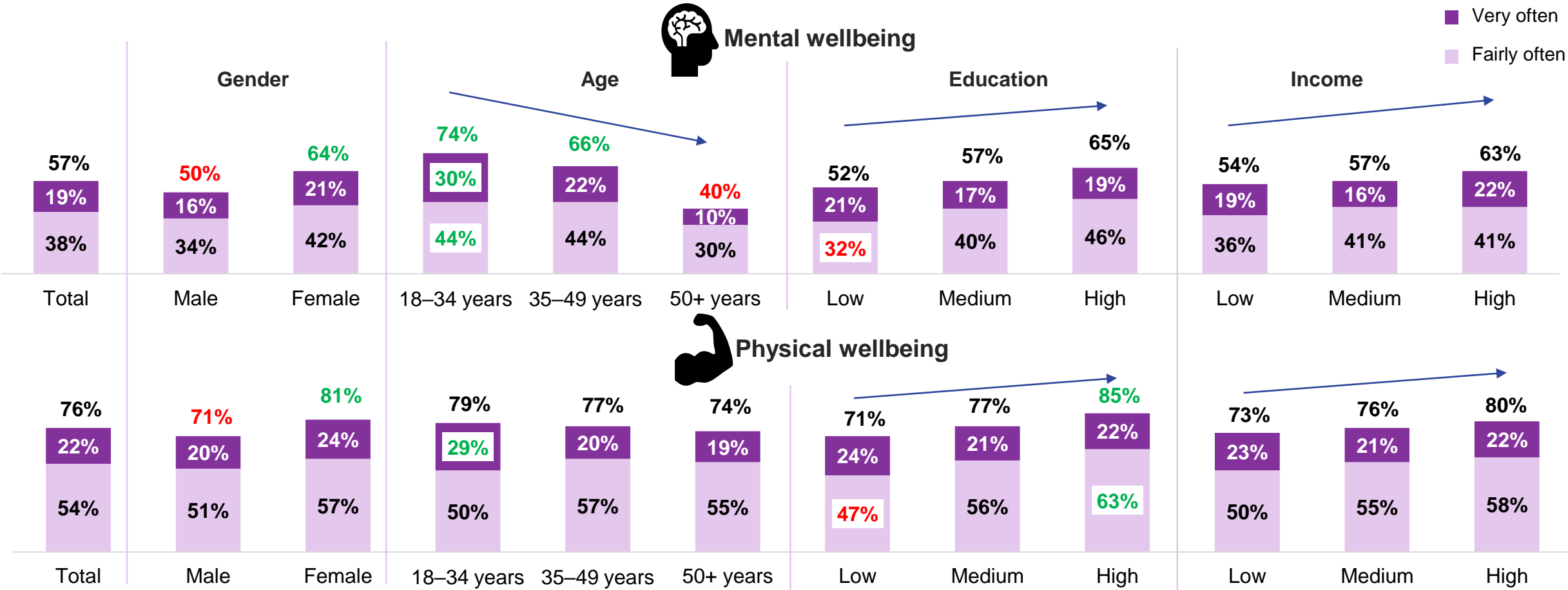
Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?

Base: NZ 2021 (n=1,005), Global 2021 (n=21,513). **Note 1:** Top-2 % shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say. **Note 2:** 'Global' refers to the global country average, i.e. mean scores across the 30 countries surveyed.



THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY DEMOGRAPHICS

Unlike physical wellbeing, the frequency of thinking about mental wellbeing declines with age. Women & those with higher education & income levels are more likely to think of their wellbeing in general.



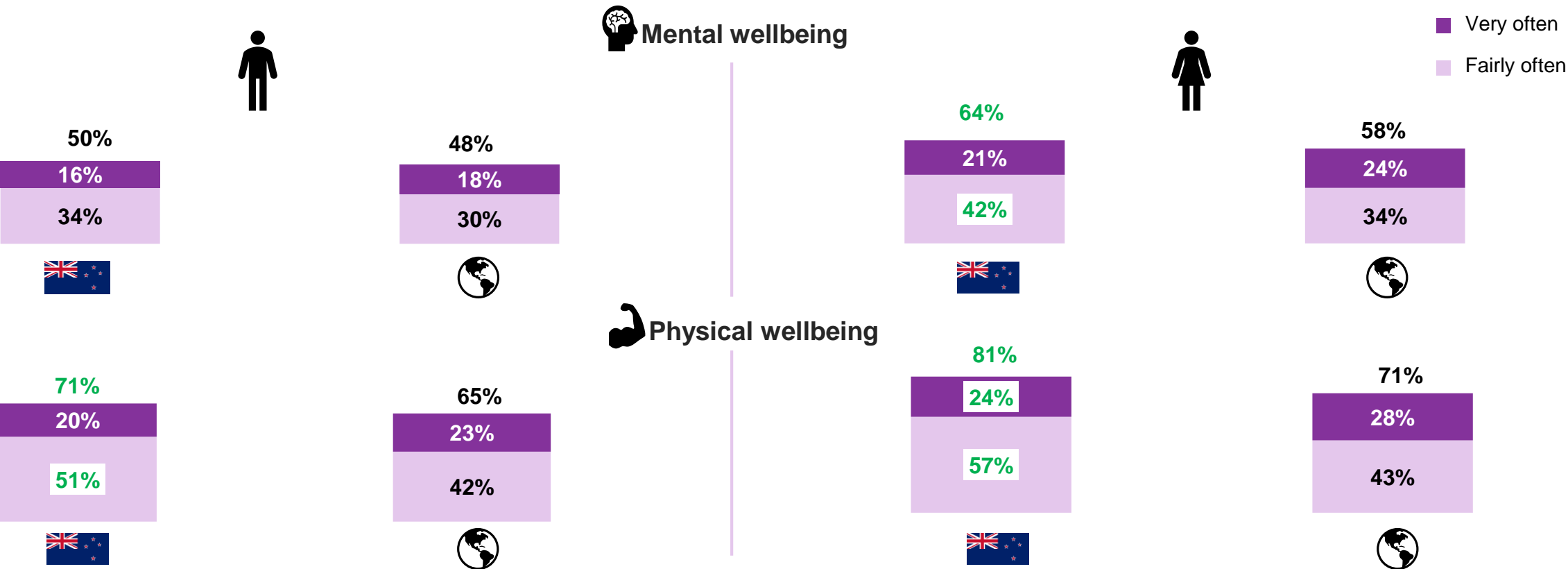
Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?

Base: NZ 2021 (n=1,005), Male (n=480), Female (n=523), 18–34 years (n=306), 35–49 years (n=240), 50+ years (n=549); Education: Low: None + Levels 1–3 (n=363), Medium: 4–7 (n=468), High: 8–10 (n=158), Income: Low (n=299), Medium (n=299), High (n=274). Note 1: The gender sample excludes those who selected the non-gender-specific option, while the education and income samples exclude those who selected 'DK / prefer not to answer' option. Note 2: Top-2 % shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.



THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY GENDER

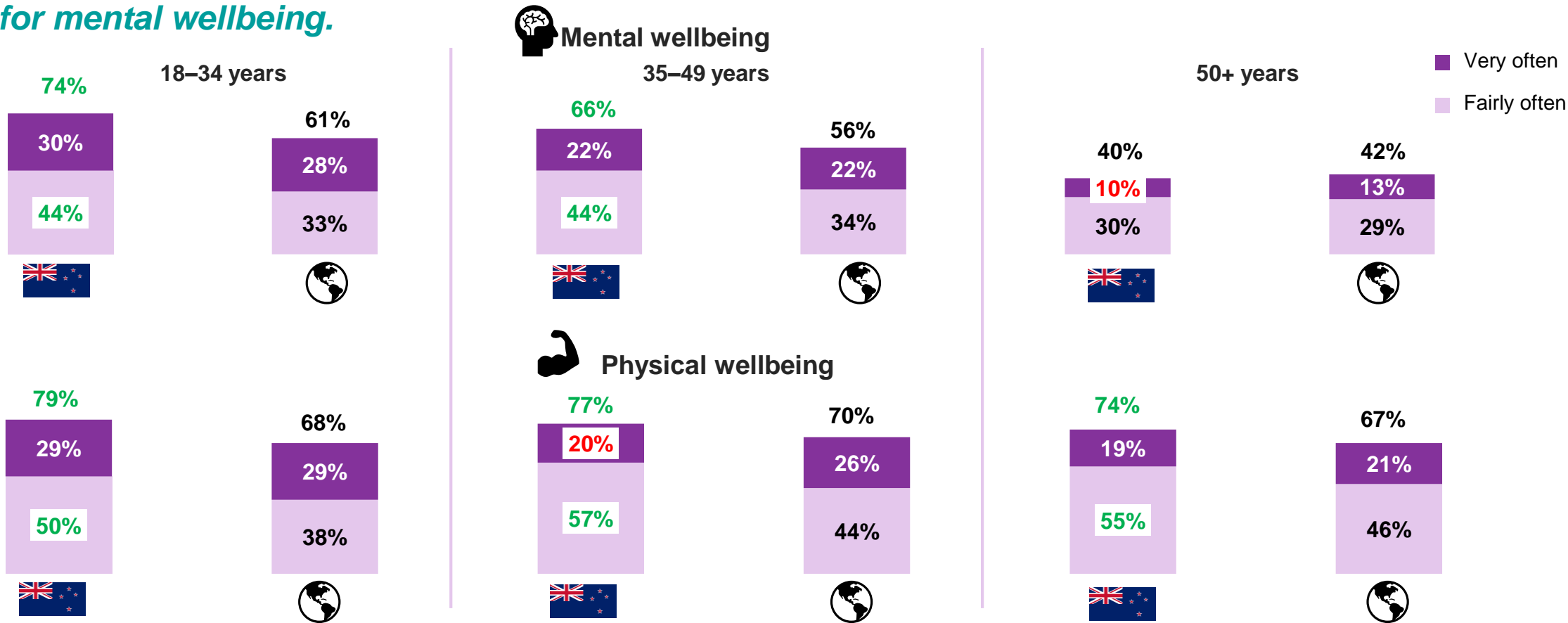
NZ women tend to think more about their mental & physical wellbeing compared to their global counterparts. NZ men think more about their physical wellbeing but are at par with the global average in terms of mental wellbeing.



Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?
Base: NZ 2021 – Male (n=480), Female (n=523); Global 2021 – Male (n=10,630), Female (n=10,883). Note: Top-2 % shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.

THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY AGE

New Zealanders tend to think more about their mental & physical wellbeing across all age groups compared to the respective global averages, with the exception of the 50+ age group, where results are similar for mental wellbeing.

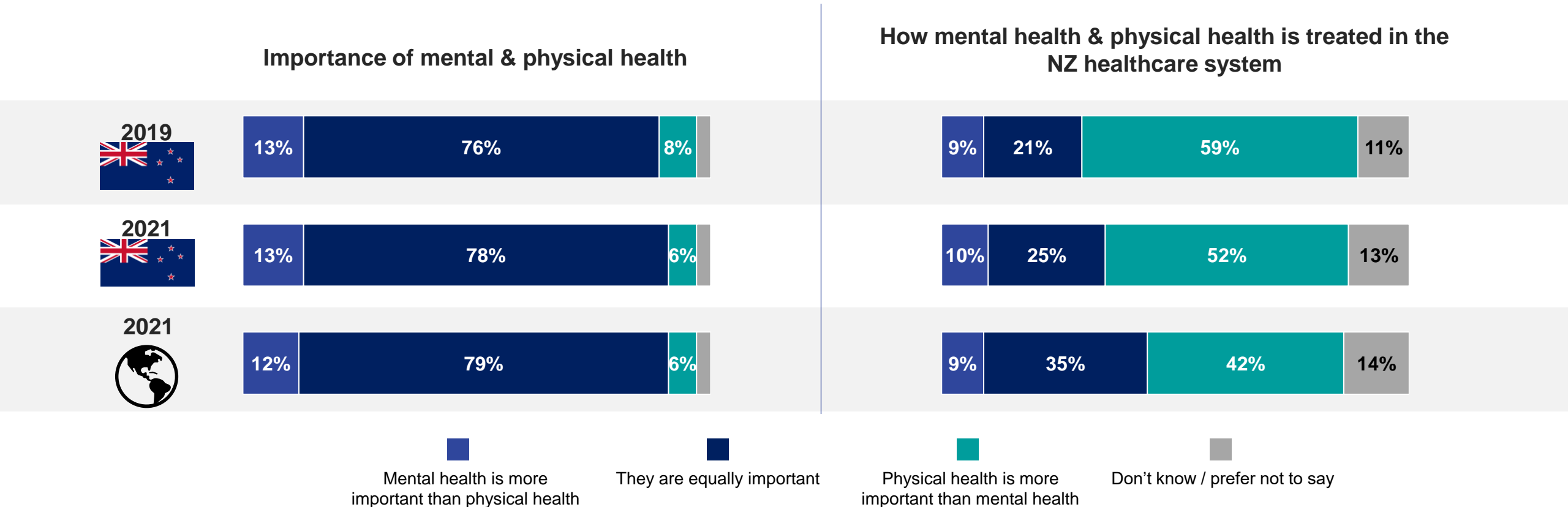


Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing

Base: NZ 2021 – 18–34 years (n=306), 35–49 years (n=240), 50+ years (n=549); Global 2021 – 18–34 years (n=7,813), 35–49 years (n=6,279), 50+ years (n=7,421). Note: Top-2 % shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.

TREATMENT OF MENTAL & PHYSICAL HEALTH IN THE HEALTHCARE SYSTEM

While perception of equal treatment of mental & physical health in the NZ healthcare system is slightly higher than it was in 2019, it is still well below the global average.



Q: Thinking about your own health, do you think that mental health or physical health is more important, or are they equally important? / Q: Which of the following best describes how you think the importance of mental health and physical health is treated in New Zealand's current healthcare system?

Base: NZ – 2019 (n=610), 2021 (n=1,005); Global 2021 (n=21,513)

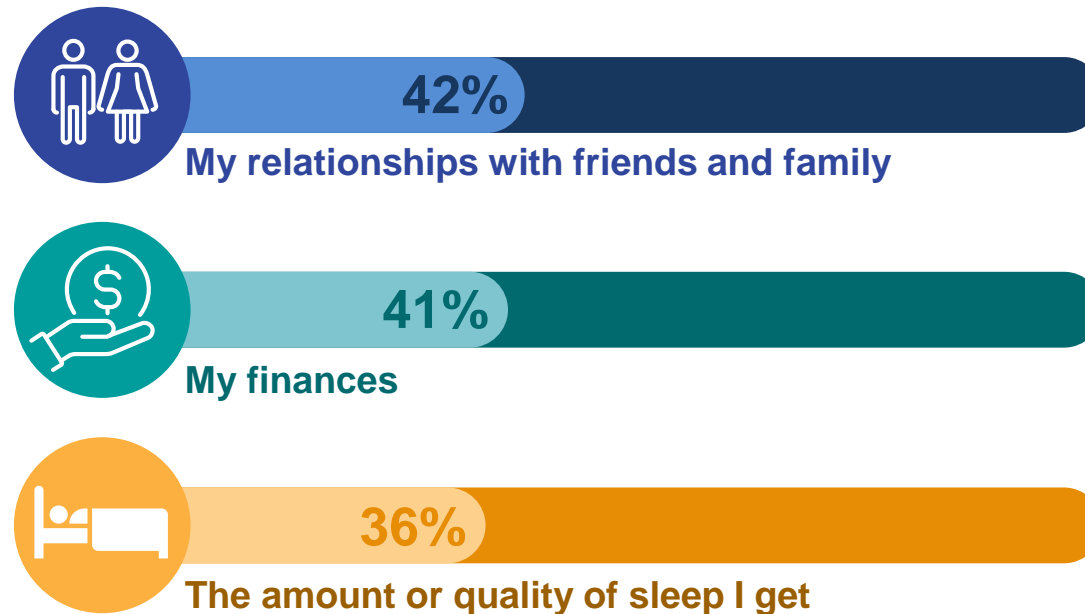
FACTORS AFFECTING MENTAL WELLBEING

The questions in this section were asked only in New Zealand.



TOP-3 FACTORS AFFECTING MENTAL WELLBEING

Relationships with friends & family & finances *have the biggest effect on mental wellbeing, followed by* the amount / quality of sleep.



Q: Which, if any, do you think have the biggest effect on your mental wellbeing?

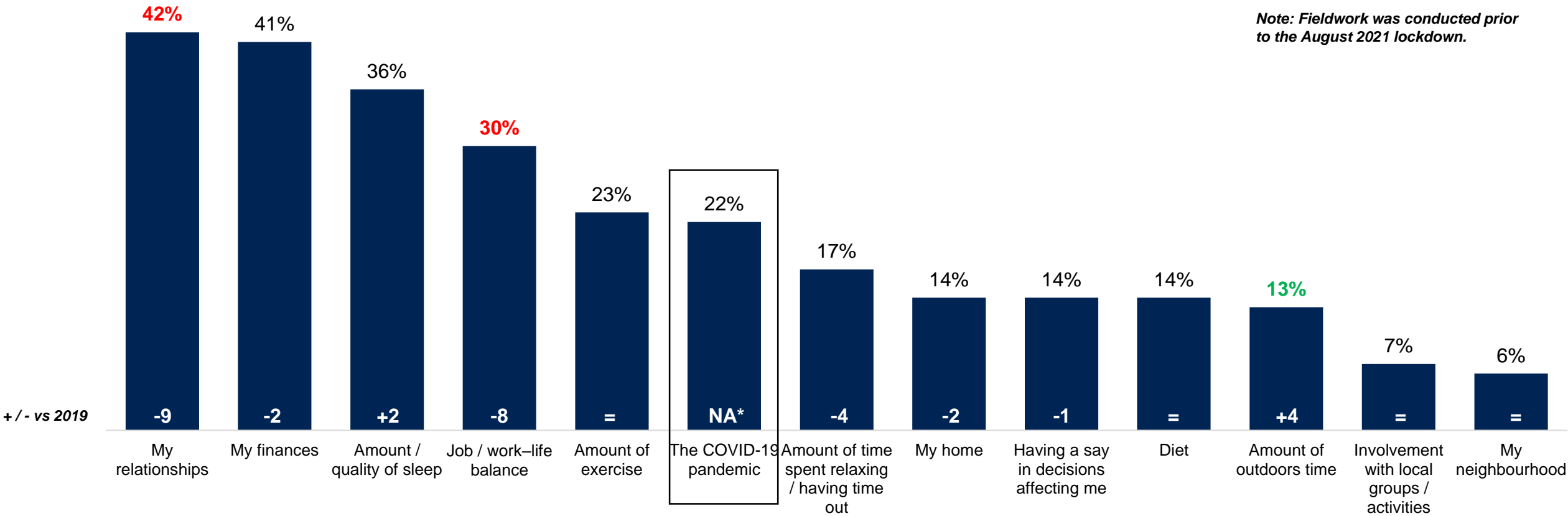
Base: NZ 2021 (n=1,005)



FACTORS AFFECTING MENTAL WELLBEING

About 1 in 5 New Zealanders mention COVID-19 as having the biggest effect on their mental wellbeing, similarly to the amount of exercise.

Note: Fieldwork was conducted prior to the August 2021 lockdown.

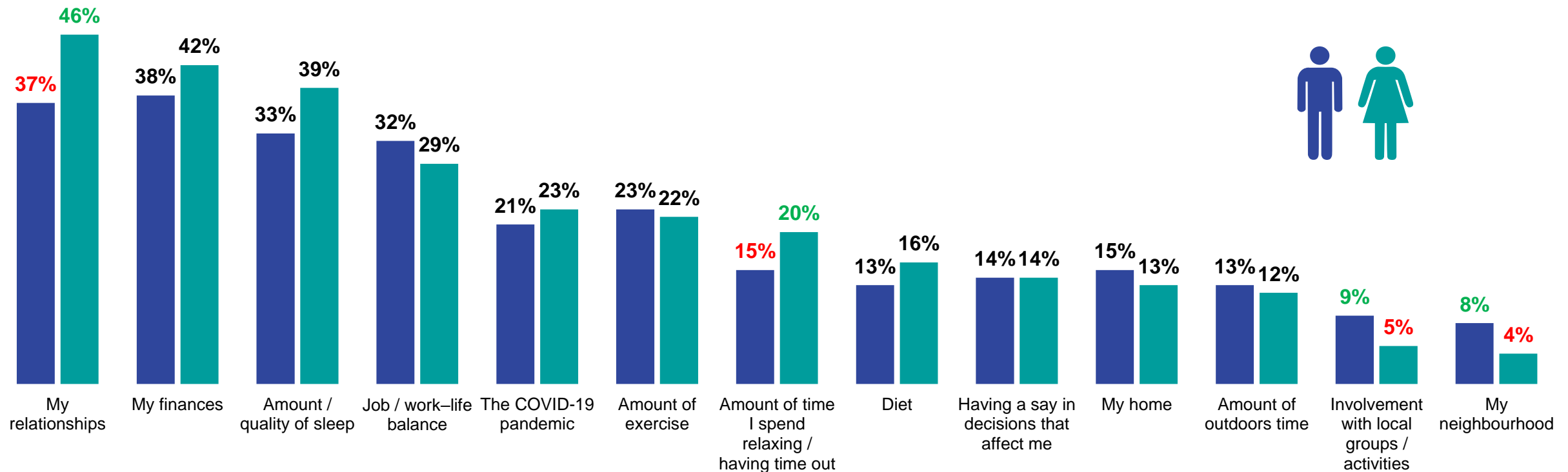


Q: Which, if any, do you think have the biggest effect on your mental wellbeing?
Base: NZ – 2019 (n=610), 2021 (n=1,005). Note: The actual wording for the options displayed in the above chart is listed in the 'Appendix' section. *Note: Statement added in 2021.



FACTORS AFFECTING MENTAL WELLBEING – BY GENDER

Relationships & time spent relaxing *have a stronger effect on women's wellbeing than men's, whereas involvement with local groups & neighbourhood have a higher impact on the mental wellbeing of men.*



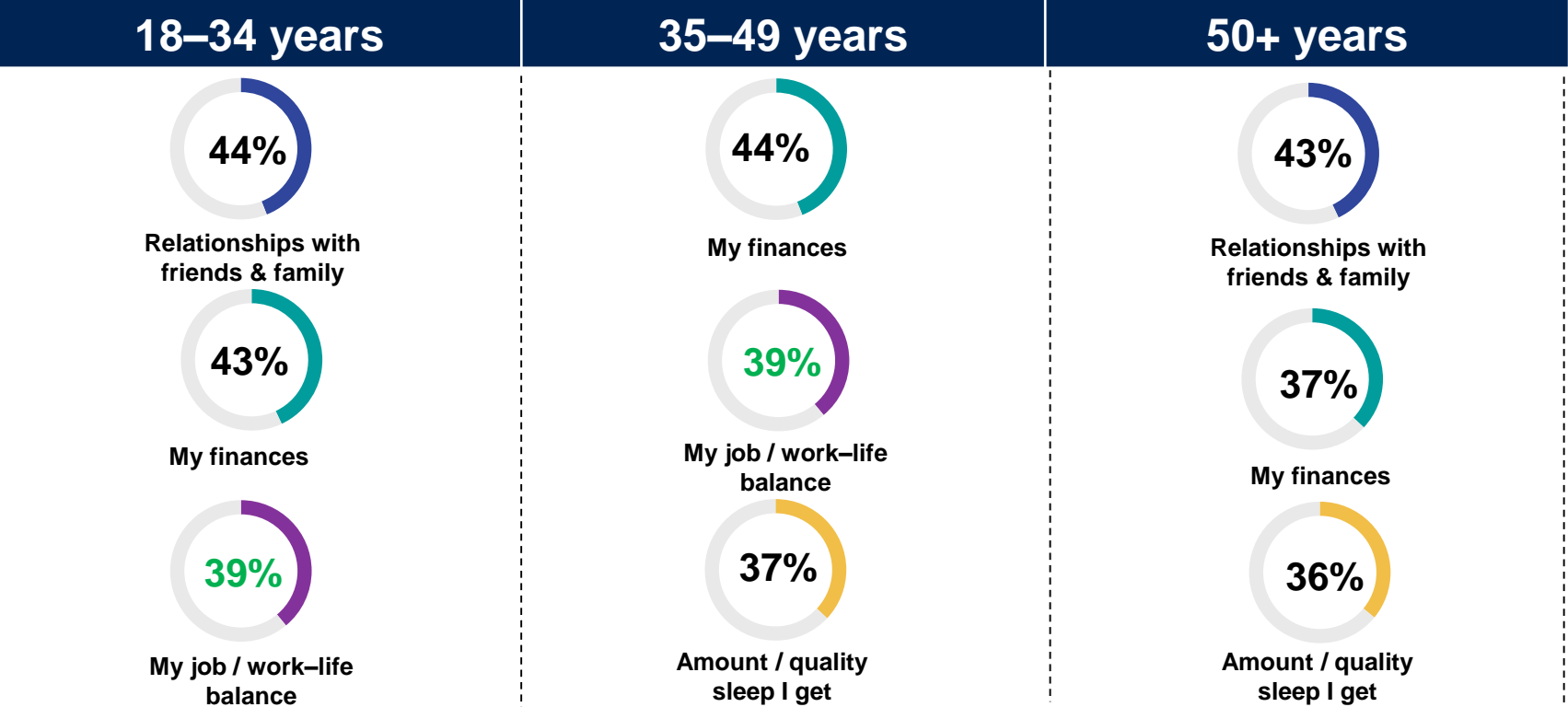
Q: Which, if any, do you think have the biggest effect on your mental wellbeing?

Base: NZ 2021 – Male (n=480), Female (n=523)



TOP-3 FACTORS AFFECTING MENTAL WELLBEING – BY AGE

The top-3 factors vary in rank or prominence based on age, which may also be indicative of their life stage.



While *relationships* have the highest impact on average on New Zealanders’ mental health, for those aged 35–49, *finances* are more important.

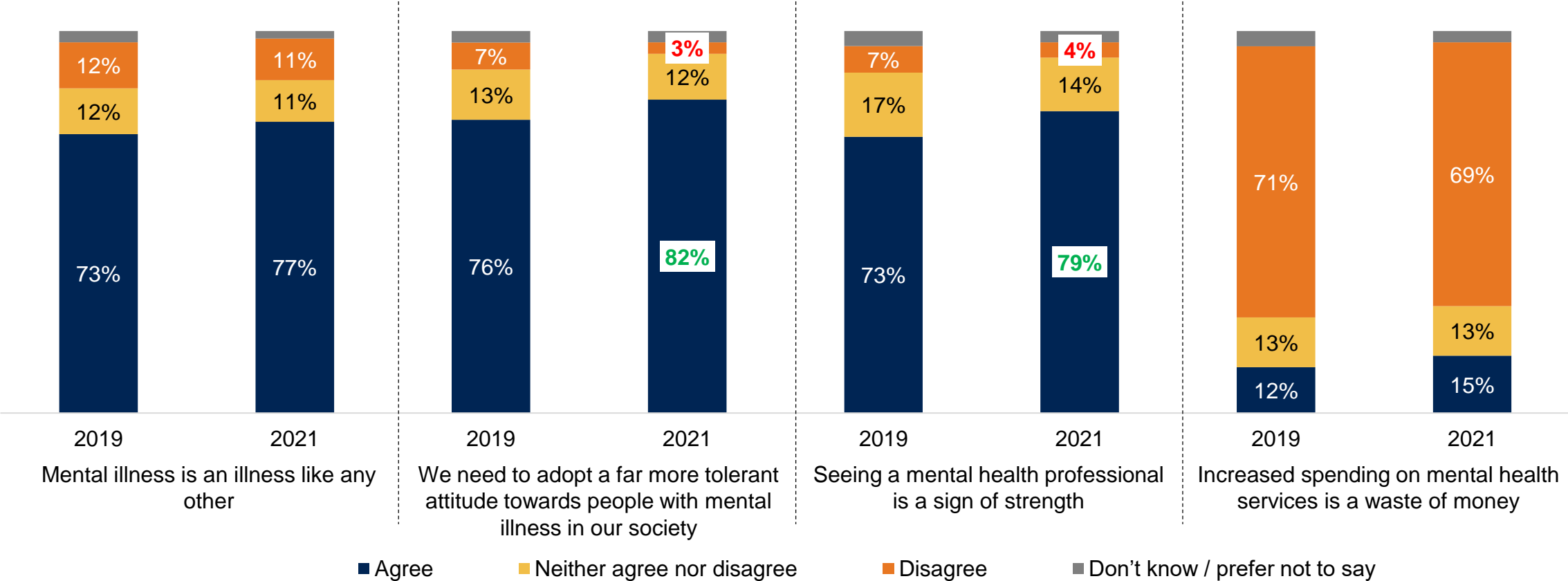
Q: Which, if any, do you think have the biggest effect on your mental wellbeing?
Base: NZ 2021 – 18–34 years (n=306), 35–49 years (n=240), 50+ years (n=549)





VIEWS ON MENTAL HEALTH

Compared to 2019, more New Zealanders believe that we need to adopt a far more tolerant attitude towards those with mental illness & seeing a mental health professional is a sign of strength.



Q: When referring to a mental illness or mental health condition, we mean an illness / condition that affects a person's thoughts, feelings or behaviour.

Base: NZ – 2019 (n=610), 2021 (n=1,005). **Note:** Agree = Strongly agree + Agree; Disagree = Strongly disagree + Disagree.



ATTITUDES TOWARDS MENTAL HEALTH AROUND THE WORLD

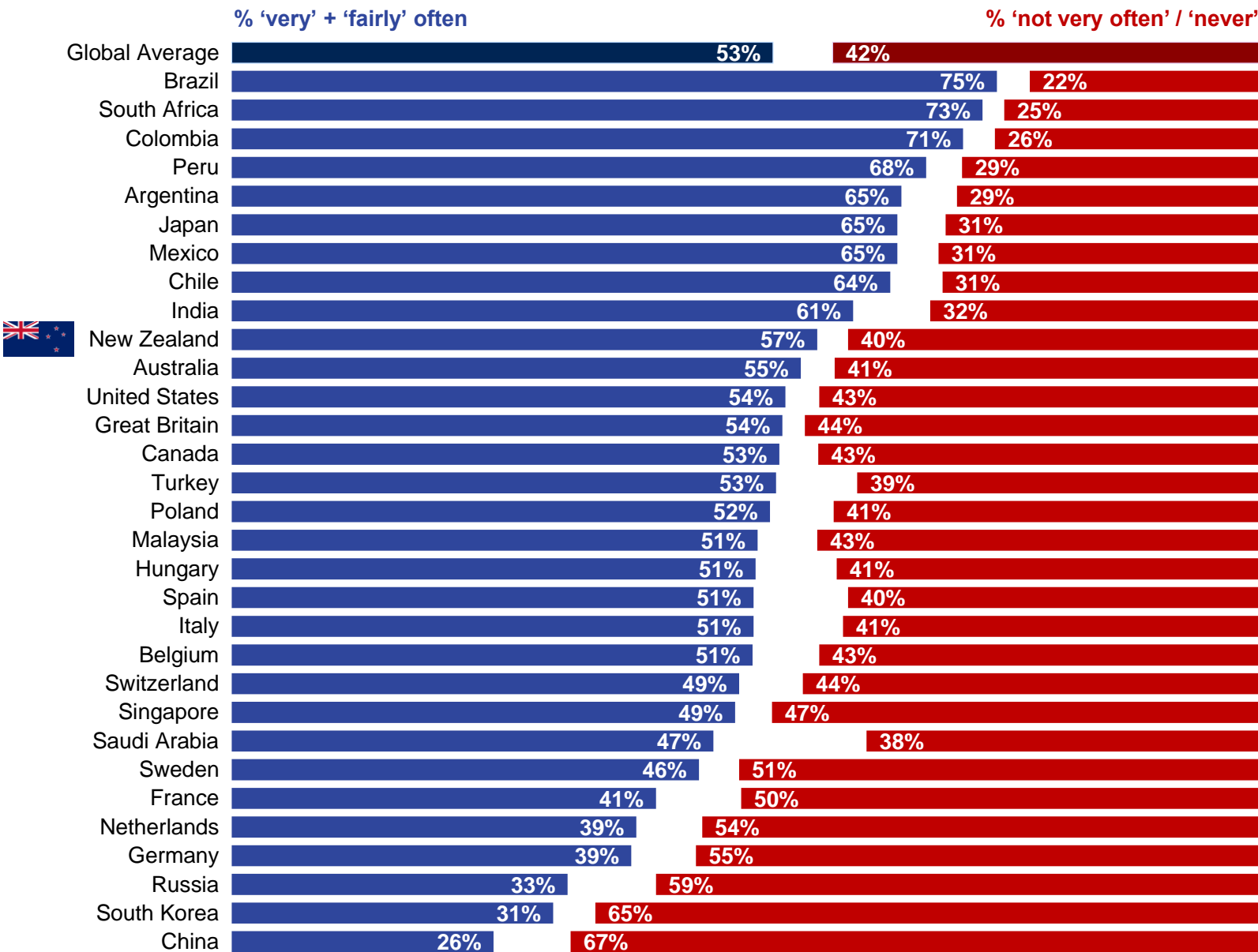
MENTAL WELLBEING

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

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

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

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



Base: NZ 2021 (n=1,005); Global 2021 – n=21,513 online adults in 30 countries, 20th August–3rd September 2021.

Note 1: Online samples in Brazil, Chile, mainland China, Colombia, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey tend to be more urban, educated and / or affluent than the general population. **Note 2:** The 'Global Average' reflects the average result for all the countries where the survey was conducted.



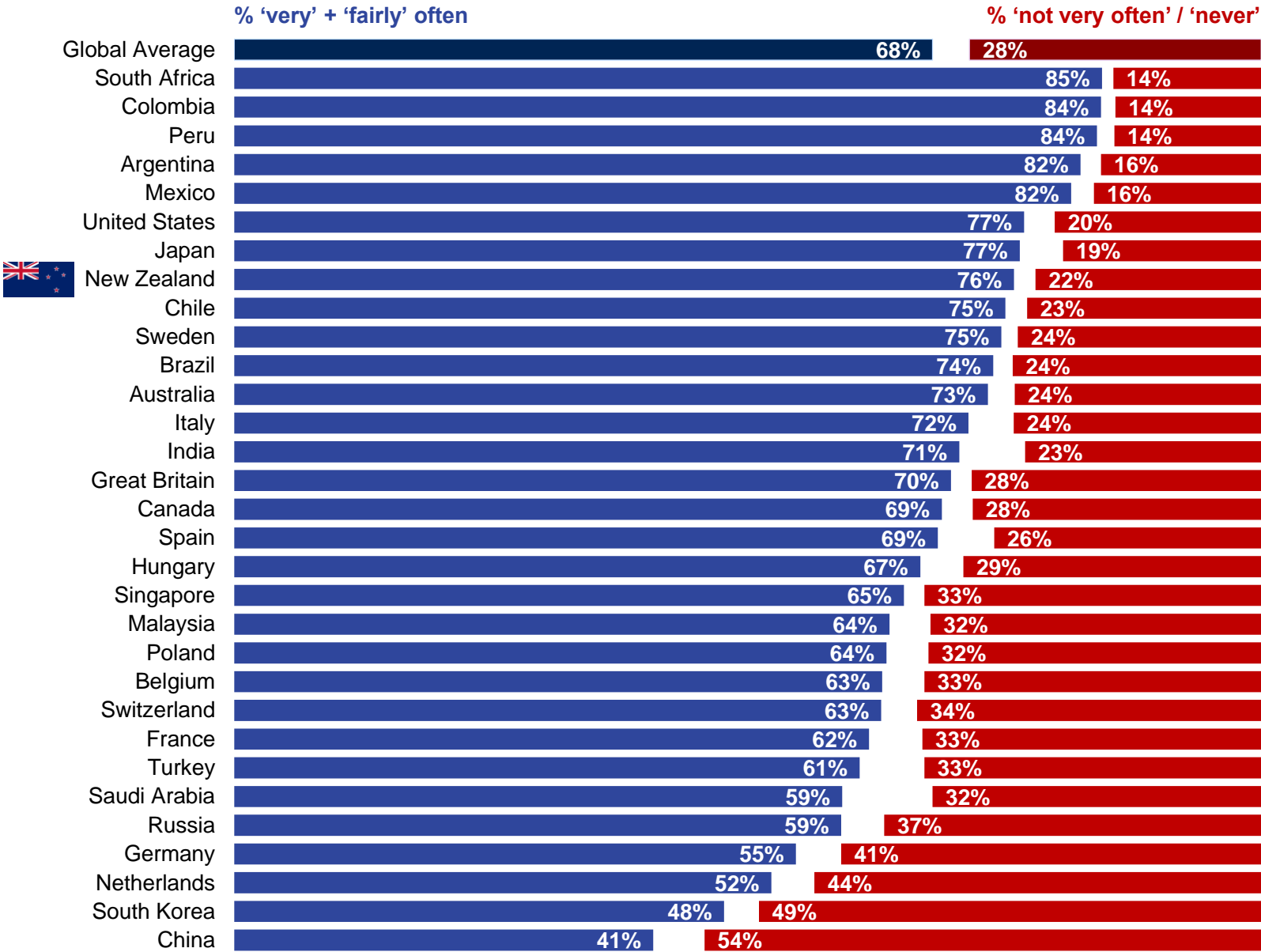
PHYSICAL WELLBEING

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

Two thirds (68%) think about their physical wellbeing at least fairly often – a greater proportion compared to mental health.

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

In almost all countries (29 of 31) people are more likely to state they think about their physical wellbeing often rather than not very often / never.



Base: NZ 2021 (n=1,005); Global 2021 – n=21,513 online adults in 30 countries, 20th August–3rd September 2021.

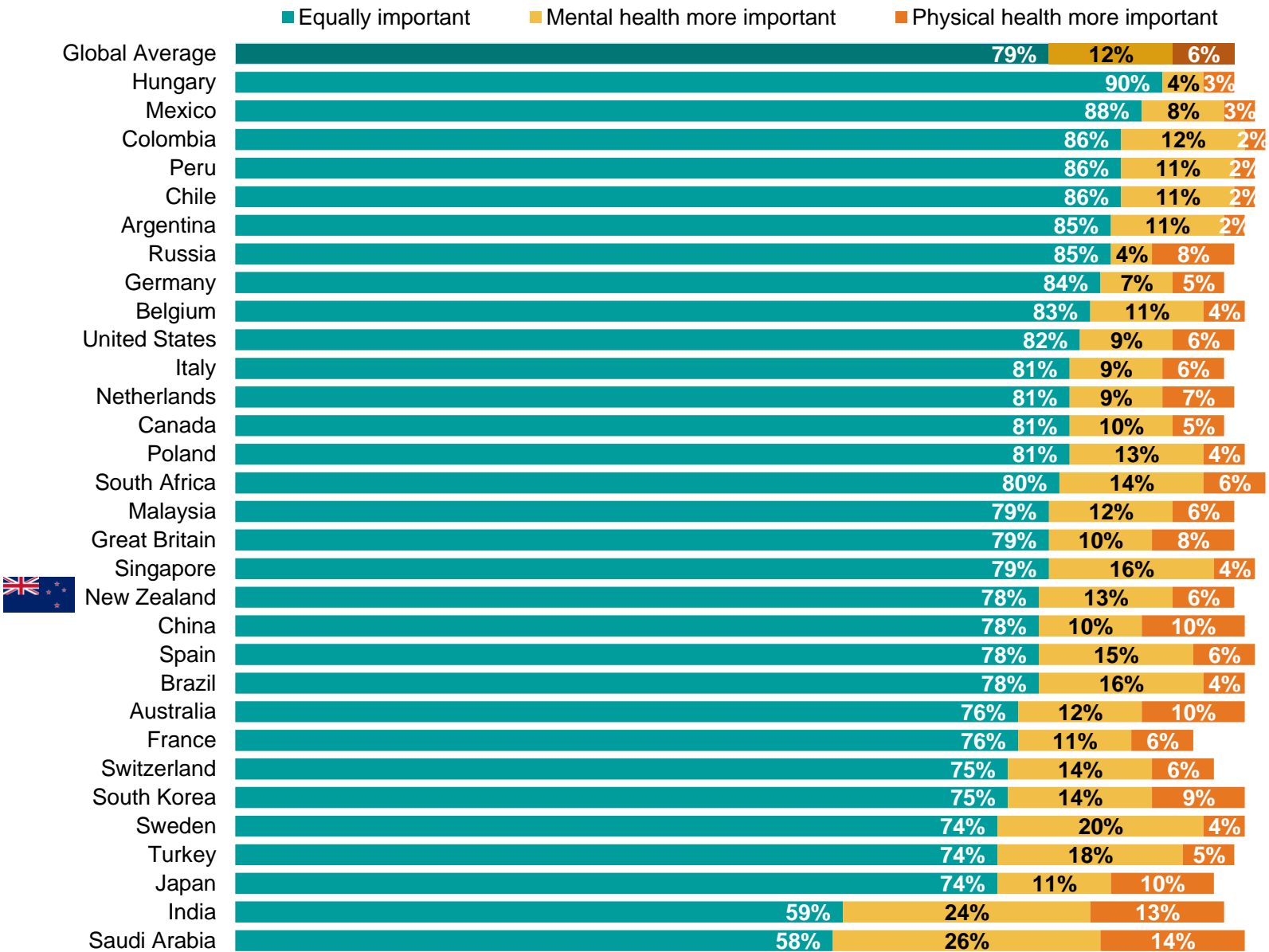
Note 1: Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey tend to be more urban, educated and / or affluent than the general population. Note 2: The 'Global Average' reflects the average result for all the countries where the survey was conducted.



RELATIVE IMPORTANCE OF OWN MENTAL & 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) state that mental and physical health are equally important to them.



Base: NZ 2021 (n=1,005); Global 2021 – n=21,513 online adults in 30 countries, 20th August–3rd September 2021.

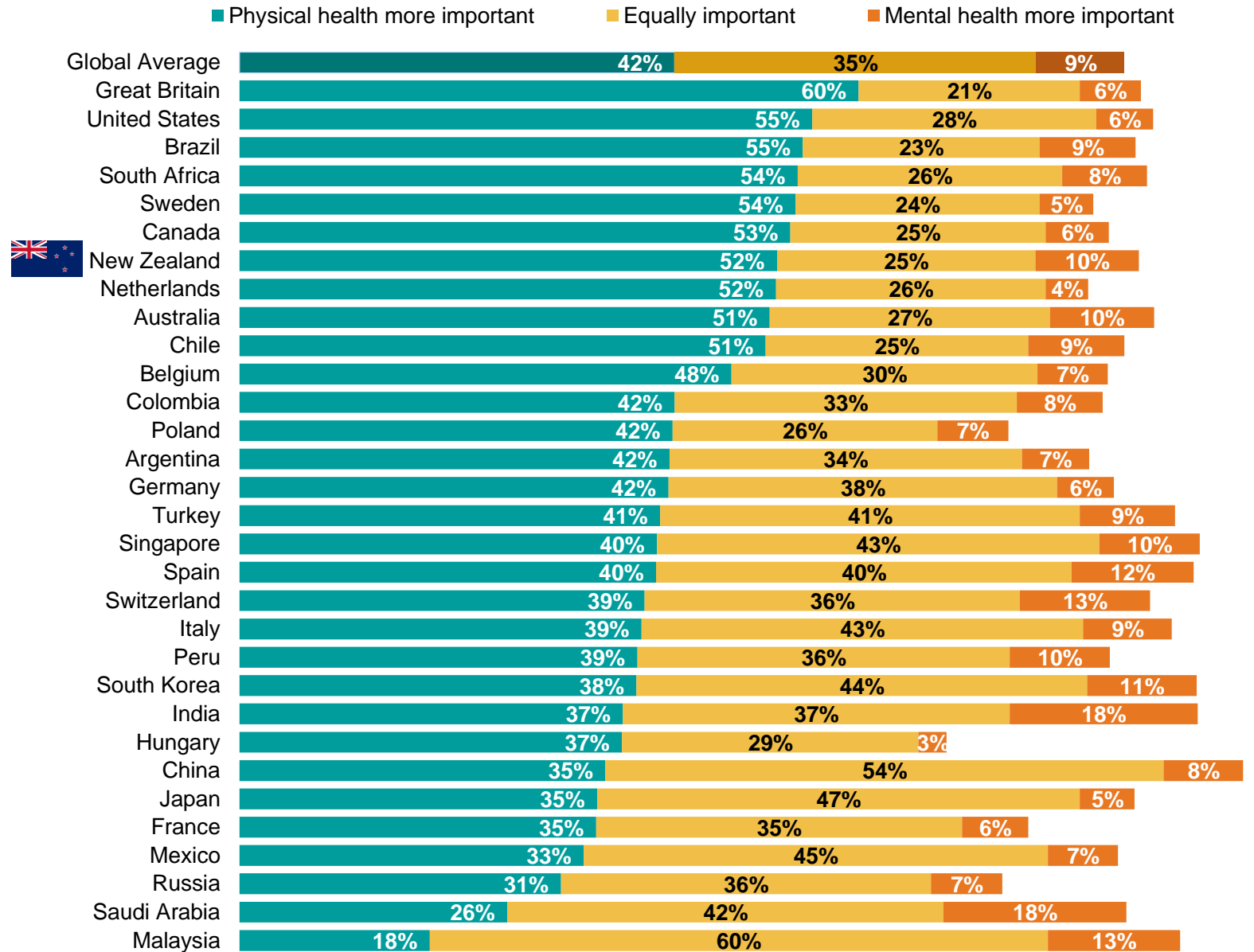
Note 1: Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey tend to be more urban, educated and / or affluent than the general population. Note 2: The 'Global Average' reflects the average result for all the countries where the survey was conducted.



TREATMENT OF MENTAL & 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.



Base: NZ 2021 (n=1,005); Global 2021 – n=21,513 online adults in 30 countries, 20th August–3rd September 2021.

Note 1: Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey tend to be more urban, educated and / or affluent than the general population. **Note 2:** The 'Global Average' reflects the average result for all the countries where the survey was conducted.

APPENDIX

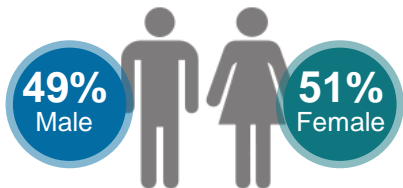
FULL STATEMENTS FOR FACTORS AFFECTING MENTAL WELLBEING

My relationships	My relationships with friends and family
My finances	My finances
Amount / quality of sleep	The amount or quality of sleep I get
Job / work–life balance	My job or work–life balance
Amount of exercise	How much exercise I do
The COVID-19 pandemic	The COVID-19 pandemic
Amount of time spent relaxing / having time out	The amount of time I spend relaxing / having time out
My home	My home
Having a say in decisions affecting me	How much say I have in decisions that affect me
Diet	What or how much I eat and drink
Amount of outdoors time	The amount of time I spend outdoors
Involvement with local groups / activities	How much involvement I have in local groups or activities
My neighbourhood	The neighbourhood I live in

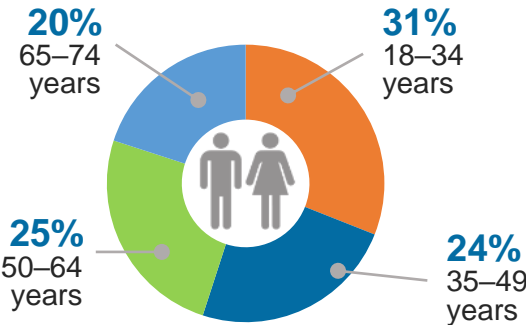
SAMPLE DEMOGRAPHICS



1,005 respondents
were interviewed online in
June–July 2021 using online
panels



Results are
weighted by age,
gender and region
to ensure they
reflect NZ
population



Income

- 29% Up to \$50,000
- 30% Up to \$100,000
- 28% Over \$100,000



Highest education completed*

- 35% Up to Level 3
- 47% Level 4–7
- 16% Level 8–10
- 2% Don't know



Type of area live in

- 46% In the suburbs of a large city
- 19% In a rural area
- 11% In a large city
- 12% In, or right outside, a medium-sized city
- 10% In, or right outside, a small city

*Up to level 3 (NCEA level 1-3; NZ school certificate; national certificate)
Level 4–7 (certificates and diplomas(including graduate); bachelor's degree)
Level 8–10 (postgraduate certificates / degree; master's degree; doctoral degree)

KEY NOTES

The survey was conducted in 31 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States.

Between 500 and 1,000+ individuals participated on a country-by-country basis via the Ipsos Online Panel. The sample was 1,000+ in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain and the United States. In all other countries the sample was 500+.

Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.

Significantly **higher** / **lower** figures are reported at 95% confidence.

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.

Of the 31 countries surveyed online, 18 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, Singapore, South Korea, Spain, Sweden, Switzerland and the United States. The remaining countries surveyed – Brazil, Chile, China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey – produce a national sample that is more urban and educated, and with higher incomes than their fellow citizens. These are still a vital social group to understand in these countries, as they represent an important and emerging middle class.

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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.

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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.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

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.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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.

THANK YOU

GAME CHANGERS

