



Press Release

EMBARGOED UNTIL 6AM WEDNESDAY 23 NOVEMBER 2022

One in two New Zealanders reported having felt severely stressed and/or depressed in the past year

Auckland, 22 November 2022 – New Zealanders are thinking about their mental wellbeing more often than a year ago, however still less than they think about their physical wellbeing. New Zealand males are less likely to think about their mental health than females, who are above the global average.

The **Ipsos Global Advisor Study** regularly asks respondents from around the world, including New Zealand, for their views on different topics. Ipsos has conducted this study to understand perceptions around mental health and wellbeing, as well as factors that impact it. The New Zealand research also explored social media usage and any potential links it may have with mental health. More than 20,000 people across 30 countries were surveyed. In New Zealand, 1,000 people aged 18+ participated in this survey.

Key finding include:

- In New Zealand, our young people, and those under the age of 50, are more likely to think about their mental health than this time last year, and more often than the global average.
- Despite most New Zealanders having the view that mental and physical health are equally important, only one in five believe physical wellbeing and mental wellbeing are given equal importance in our health care system, one of the lowest ratings globally.
- More than half of New Zealanders have felt stressed to the point where it had an impact on how they live their daily life (56%) and where they felt like they could not cope / deal with things (53%). One in four New Zealanders reported having seriously considered suicide or self-harm in the last year.
- Young people's experiences with mental health issues are considerably more pronounced. Three quarters of our young people (aged 18-34) have felt stressed to the point that it has impacted on their daily life and made them feel unable to cope, with 40% saying that they have seriously considered suicide or self-harm in the last year.
- While New Zealand women and young people are more likely to have experienced mental health issues, they are also more likely to have taken action, such as talk to friends / family, taking time of work, talking to a primary health care provider or taking medication.
- Concern about personal finances is now considered to be the biggest impact on New Zealanders' mental wellbeing, likely related to the increased cost of living.

Commenting on the Ipsos Global Advisor Study, **Carin Hercock, Managing Director, Ipsos New Zealand**, said: *"While below the global average, we were quite shocked to see that around a third of New Zealanders had been so stressed they felt like they couldn't cope several times in the last 12 months, and this is the way almost 1 in 2 of our younger cohort have been feeling. Our report shows that mental health is much more likely to be an issue for younger New Zealanders, but one positive is that the young are also more likely to talk to friends and family about their mental health issues and concerns and to have received professional help."*

Amanda Dudding, Research Director, Public Affairs, Ipsos New Zealand, added: *"The cost of living crisis is adding pressure into the lives of New Zealanders every day. From the Ipsos Issues Monitor we know that inflation / cost of living is the number one issue our country is facing. This survey shows it's not only taking a toll on our wallets, but also on our mental health. Finances now have the biggest effect on our mental wellbeing."*

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Press Release – continued

About Global Advisor

The Ipsos Global Advisor Study regularly asks respondents from around the world for their views on different topics. This survey was conducted in 31 countries around the world via the Ipsos Online Panel system. Between 500 and 1,000+ individuals participated on a country-by-country basis via the Ipsos Online Panel.

A total of 1,000 New Zealanders aged 18+ answered questions about mental health in our Global Advisor survey, which ran from 12-18 September 2022.

This survey explored the mental and physical wellbeing of New Zealanders, the impact of mental health issues/concerns on people's lives, as well as perceptions around how mental and physical health are treated by the health system.

New Zealand data is presented alongside international data collected from between July and August 2022, from a total of 23,507 interviews conducted with participants from 30 other countries.

The results of the global study have been added to the NZ report for comparison. NZ scores are not a part of the global average.

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.

About Ipsos

Ipsos is the world's third-largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5,000 clients across the world with 75 business solutions.

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

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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