

# WORLD MENTAL HEALTH DAY 2023

**A Global Advisor Survey**

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**October 2023**

**GAME CHANGERS**



# THE HEADLINES



This document is interactive, please click the [links](#) to jump to the findings



## Mental health care lacking

### Healthcare systems seen as not doing enough on mental health

While [78% think mental health](#) is as important as physical health, only [34% globally](#) say their country's healthcare system treats them equally.

A greater proportion (39%) say physical health is prioritised by their healthcare system over mental health.

The only countries in the survey with majorities saying mental health is treated the same as physical health are in Asia, alongside Switzerland. At the other end of the scale, Mexico records just 22% saying the country's healthcare looks after mental and physical health equally.



## Physical over mental

### People think more about their physical wellbeing than their mental health

[Fifty-eight per cent across 31 countries](#) say they think about their mental wellbeing often, while [71% say the same about their physical wellbeing](#).

When we look at the countries where people think about their mental health most, five of the top six countries come from the LATAM region: Brazil (75%), Colombia (72%), Argentina (71%), Peru (69%), and Chile (68%). They are joined by South Africa (75%).



## Impact of stress

### A third say stress has impacted their life multiple times in the last year

[Thirty-four per cent say stress impacted their life several times](#) in the past 12 months and 31% say they had several occasions where they couldn't cope because of stress.

[Women are more likely to say stress has affected them than men](#). 38% say it has affected their daily life several times, 36% say there have been multiple instances where they couldn't cope, and 20% say they have had to take time off due to stress.

# AT A GLANCE: KEY STATS



**78%**

think their mental and physical health are equally as important,



but only **34%** think their healthcare system treats them that way.



**59%**

say they have felt stressed to the point where they could not cope/deal with things.



**58%**

say they think about their **mental wellbeing** often.



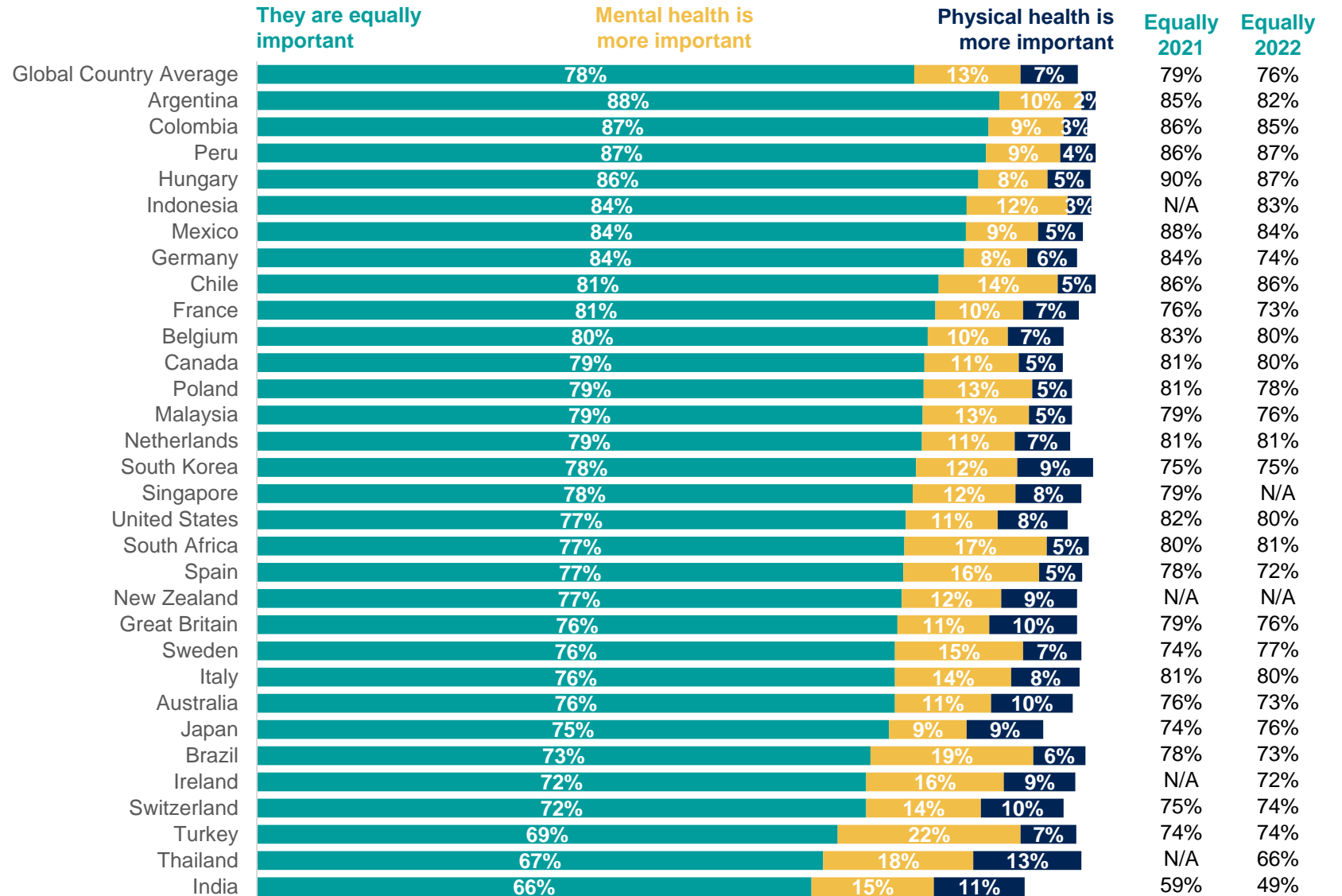
**71%**

say they think about their **physical wellbeing** often.

Almost four in five across 31 countries say mental health is equally as important as physical health. This sentiment is highest in some LATAM countries, with Argentina, Colombia and Peru the three most likely to say this is the case.

### Country data

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



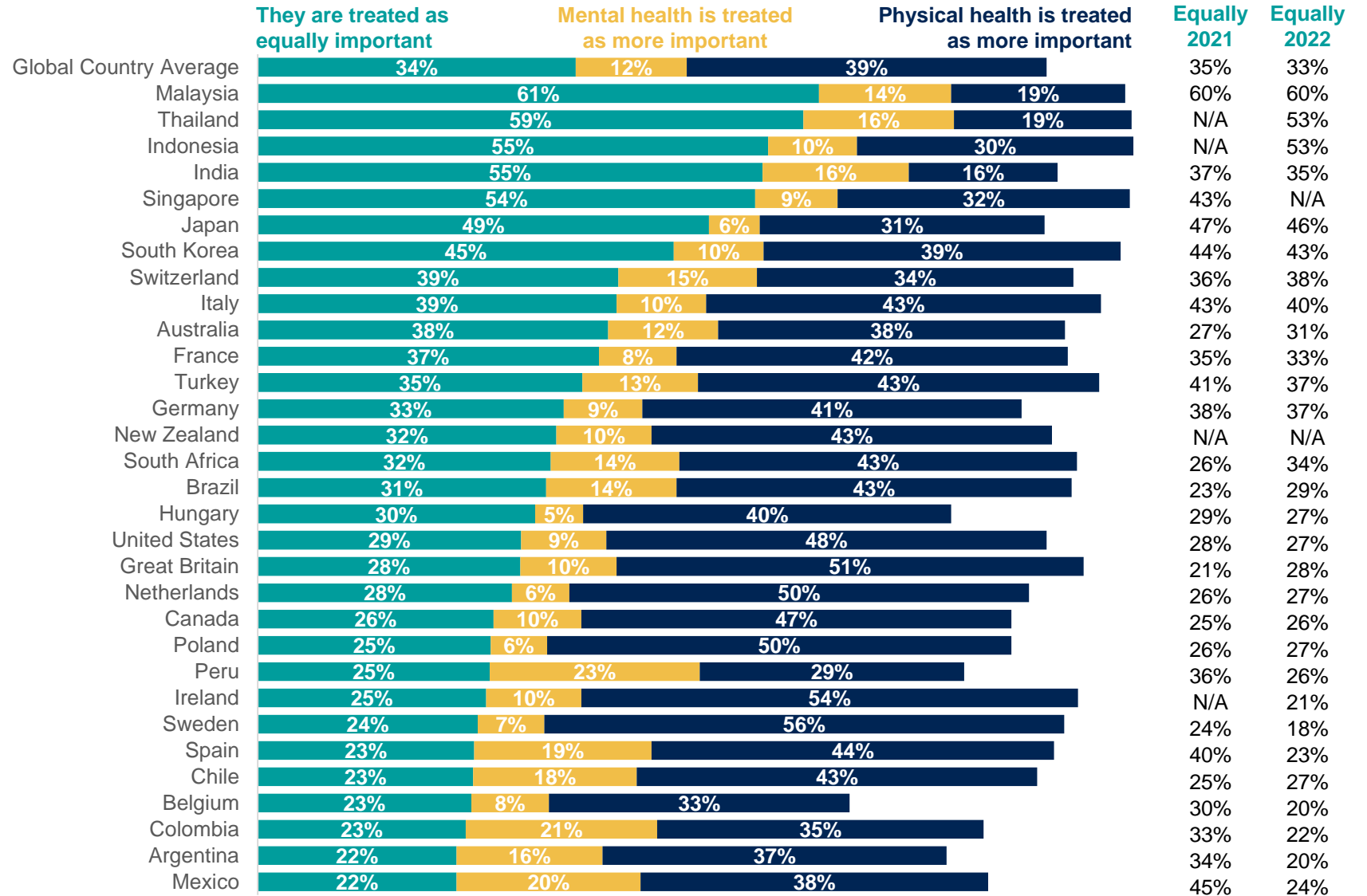
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023.



While a majority say mental health is equally as important as physical, many countries think this is not reflected in their country's healthcare. LATAM countries tend to display the lowest proportions who think they are treated equally.

### Country data

Q: Which of the following best describes how you think the importance of mental health and physical health are treated in ... current healthcare system?

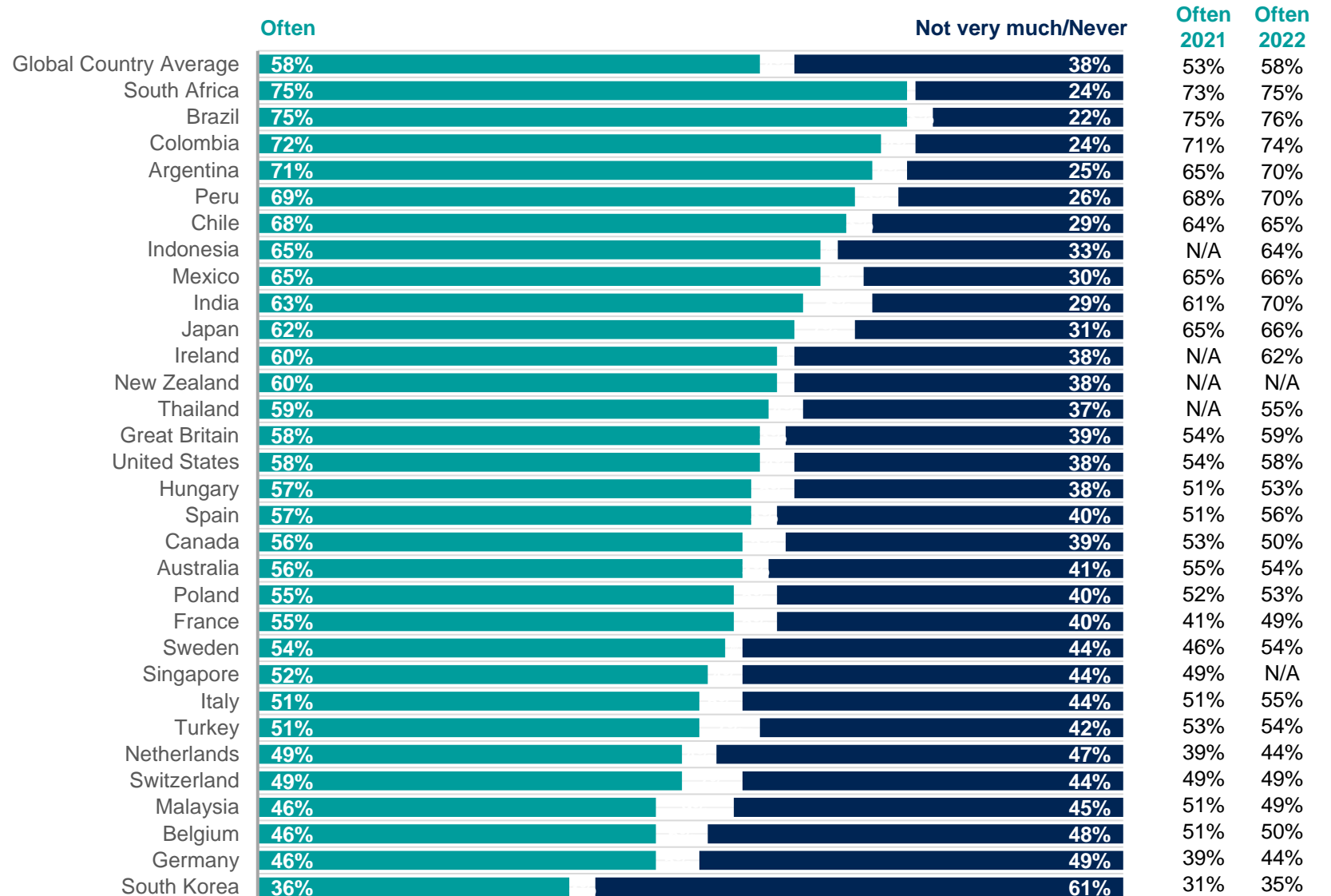


Fifty-eight per cent say they think about their mental wellbeing often. South Africans and Brazilians are the most likely to report this. Meanwhile, South Korea is the only place where people are more likely to say they don't think about their mental wellbeing much.

### Country data

Q: How often, if at all, would you say you think about the following things.

Your own mental wellbeing?



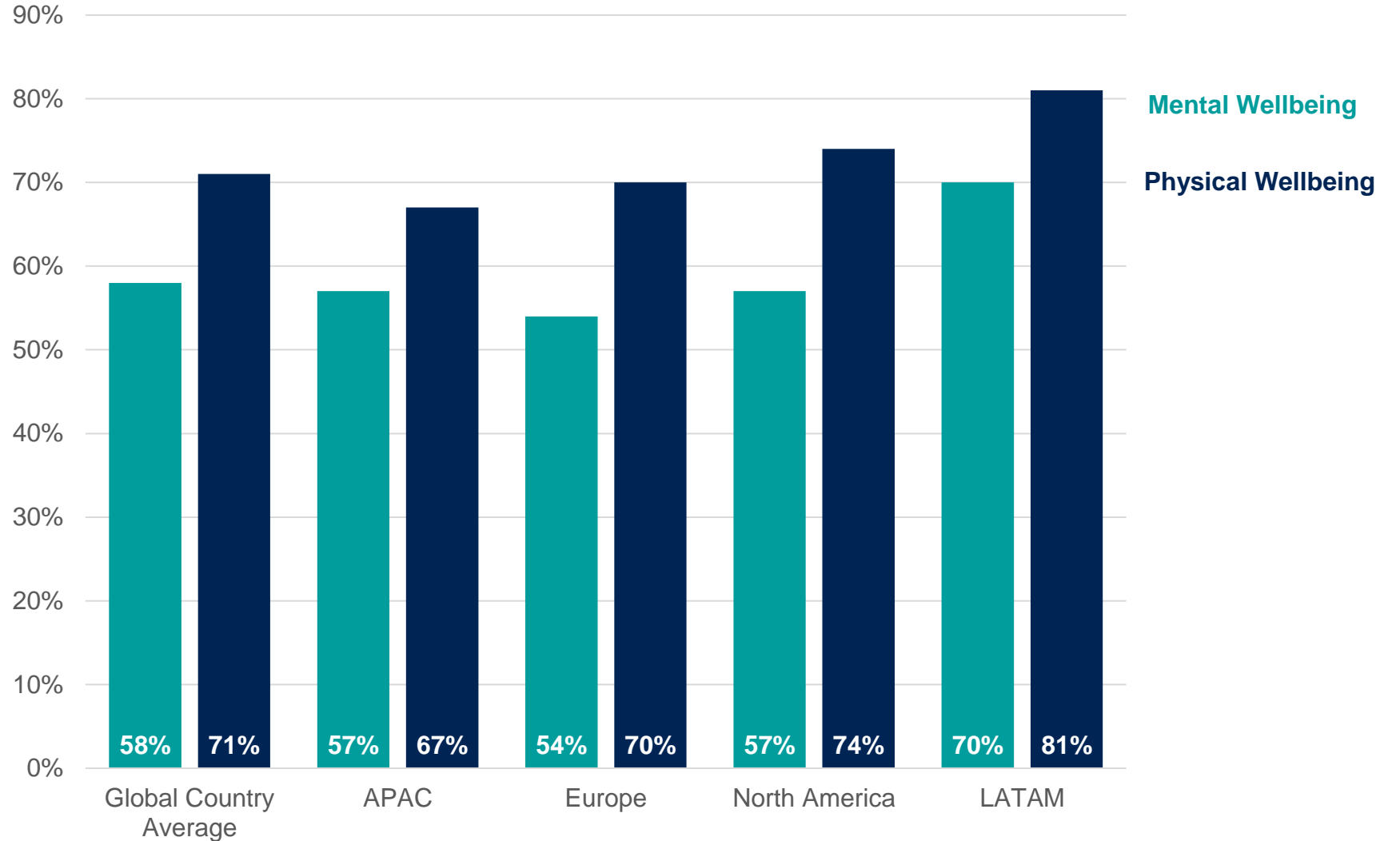
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023.

People in LATAM appear to think more about their mental and physical wellbeing more than those in other regions. Seventy per cent in LATAM say they think about their mental wellbeing often compared to 58% across 31 countries.

### Regional data

Q: How often, if at all, would you say you think about the following things.

% Often



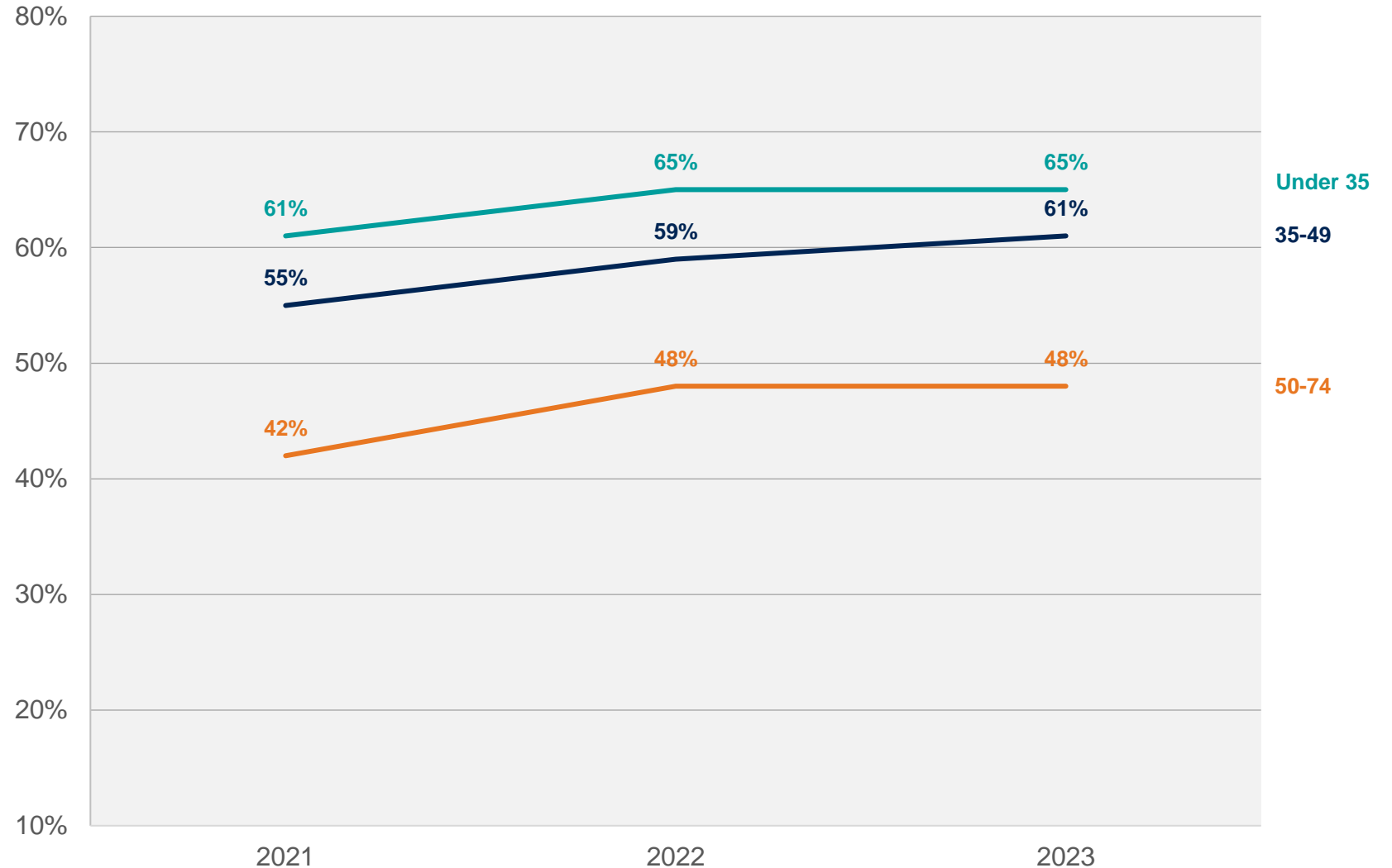
Younger people appear to think more about their mental health than do older people.

While all age groups have been thinking more about their mental wellbeing than they did in 2021, the picture over the last 12 months is quite stable.

### Age group data

Q: How often, if at all, would you say you think about the following things.

Your own mental wellbeing?  
% Often



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023.

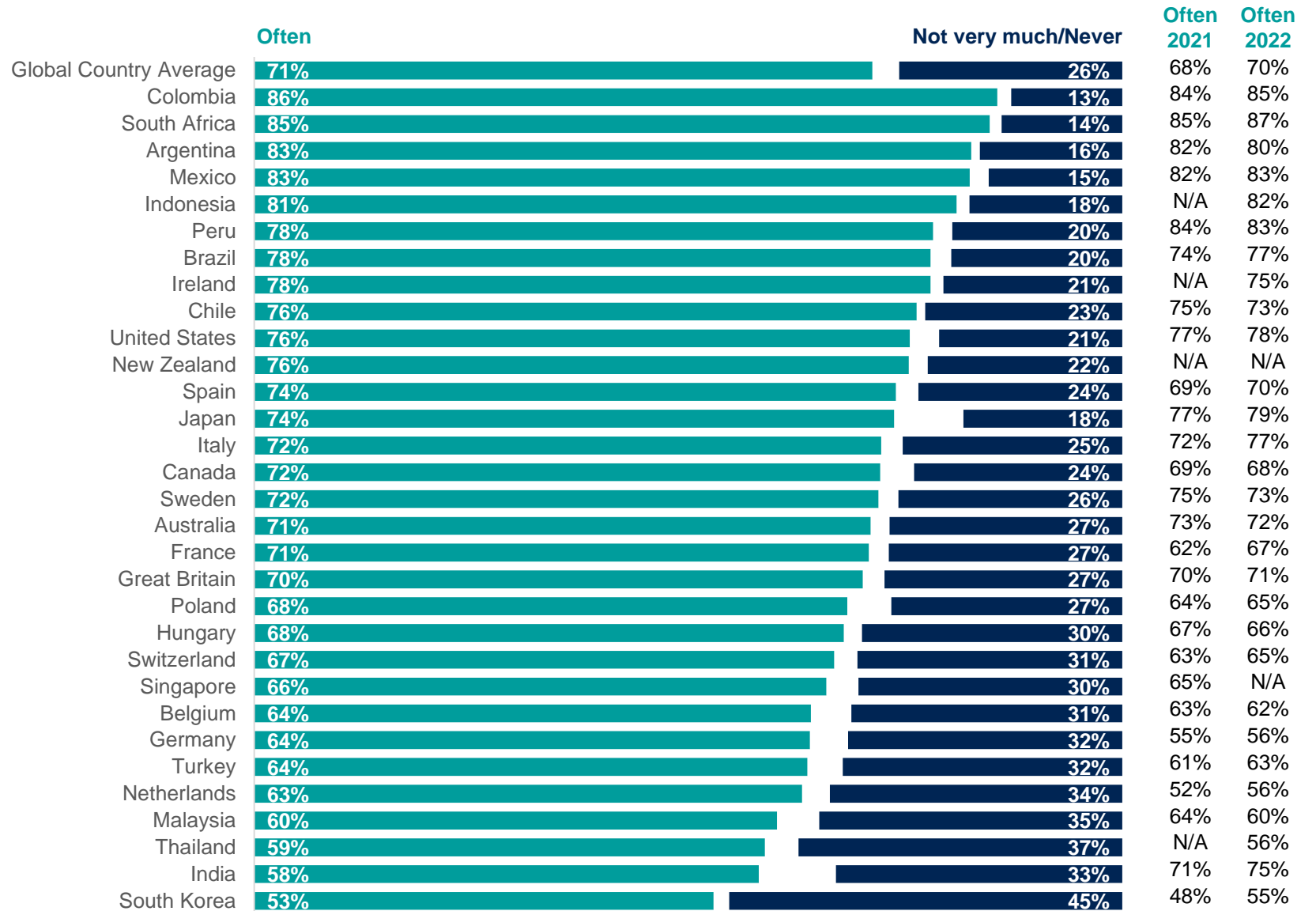


People across 31 countries are more likely to think about their physical health, than their mental health. Seventy-one per cent say they think about their physical wellbeing often (compared to 58% who do the same for their mental wellbeing).

### Country data

Q: How often, if at all, would you say you think about the following things.

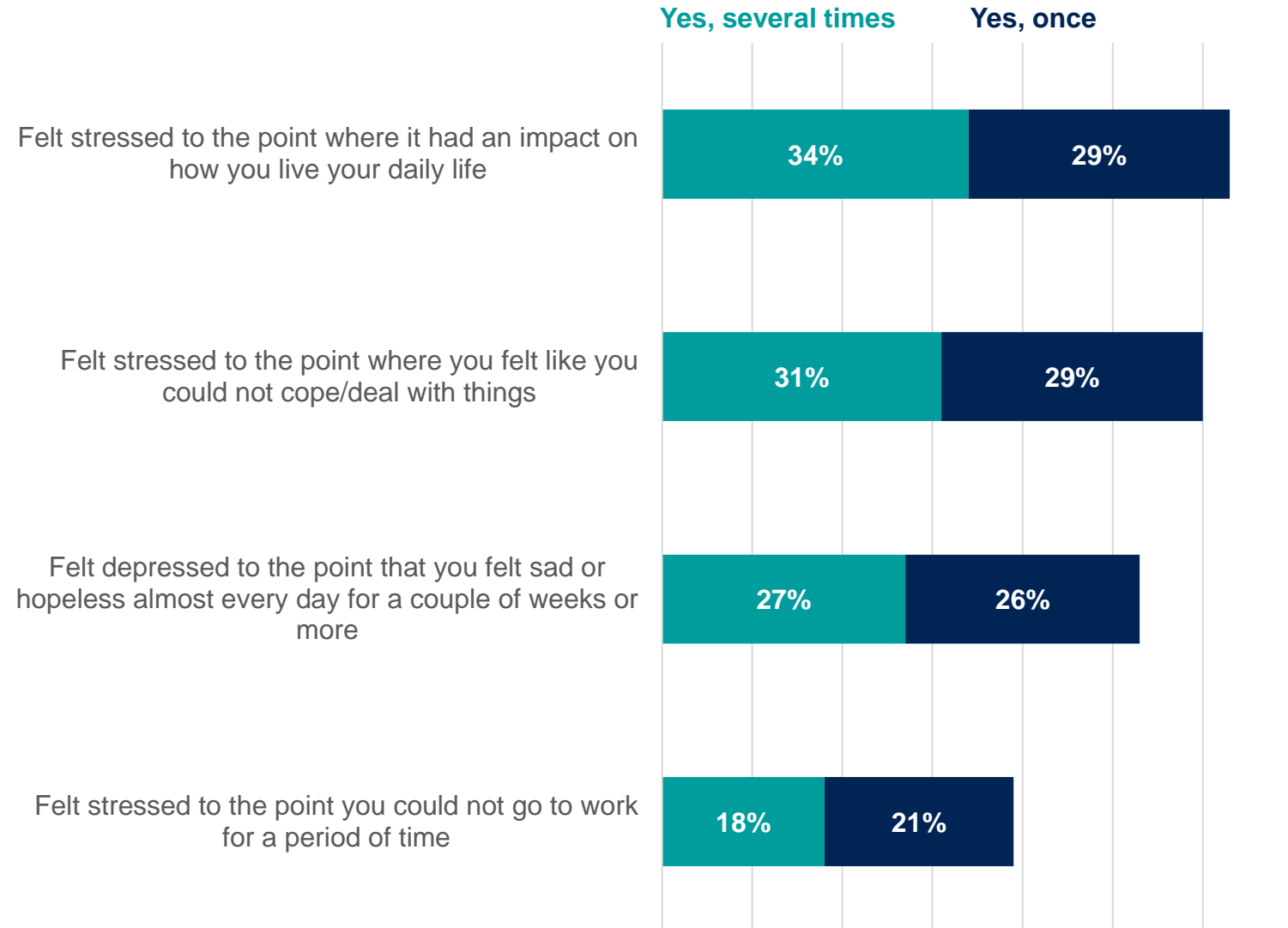
Your own physical wellbeing?



A third of people (34%) across 31 countries say they have faced several instances when stress has affected their daily life. Thirty-one per cent have had multiple occasions where they have felt like they couldn't cope due to stress.

### Global Country Average

Q: During the past year have you ever...?

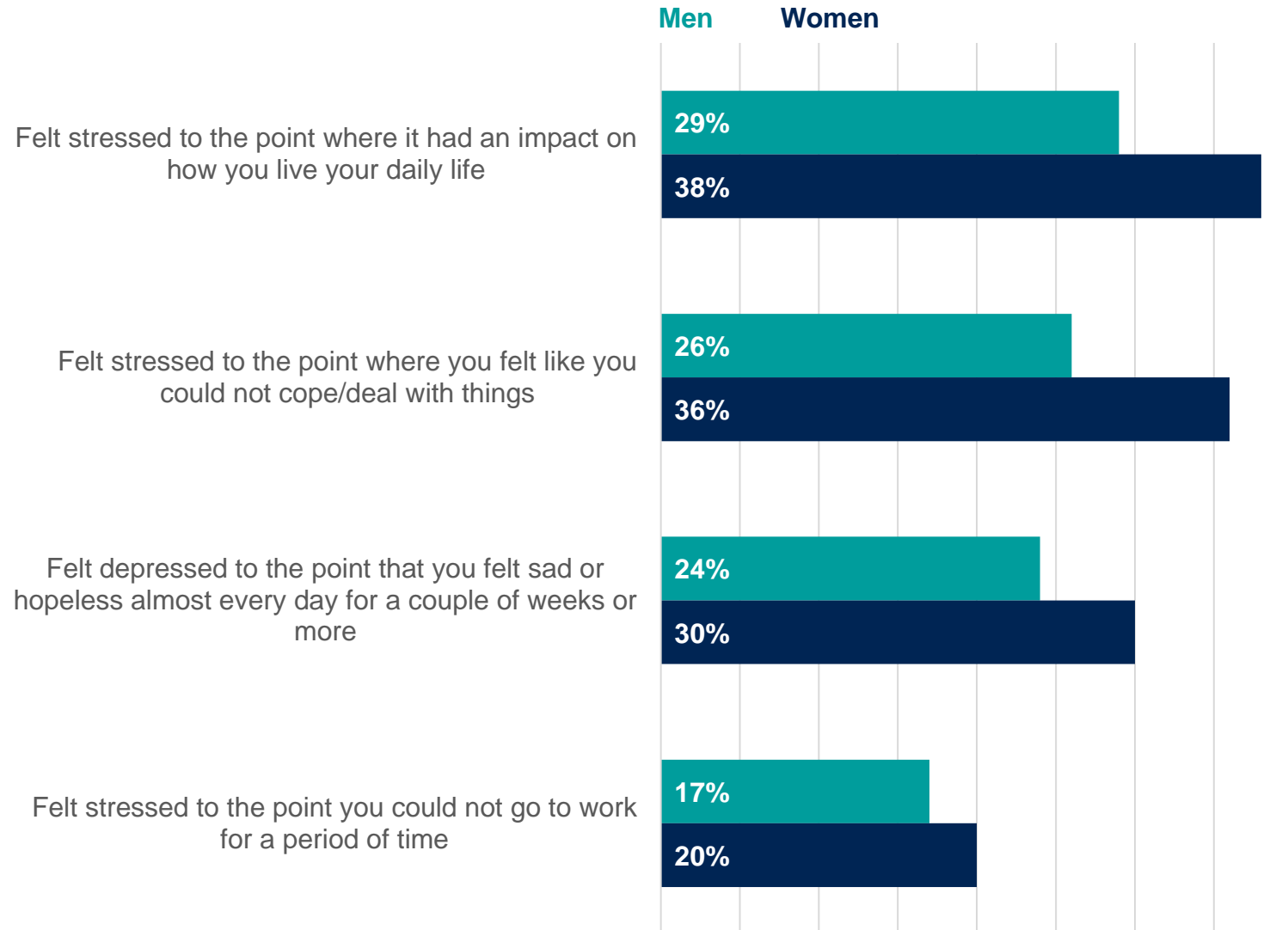


Women are more likely than men to say stress has been impacting their lives. Over a third of women across 31 countries say in the past year there have been several times when stress has impacted their daily life or they have felt they couldn't cope.

### Men and Women (Global)

Q: During the past year have you ever...?

% Yes, several times

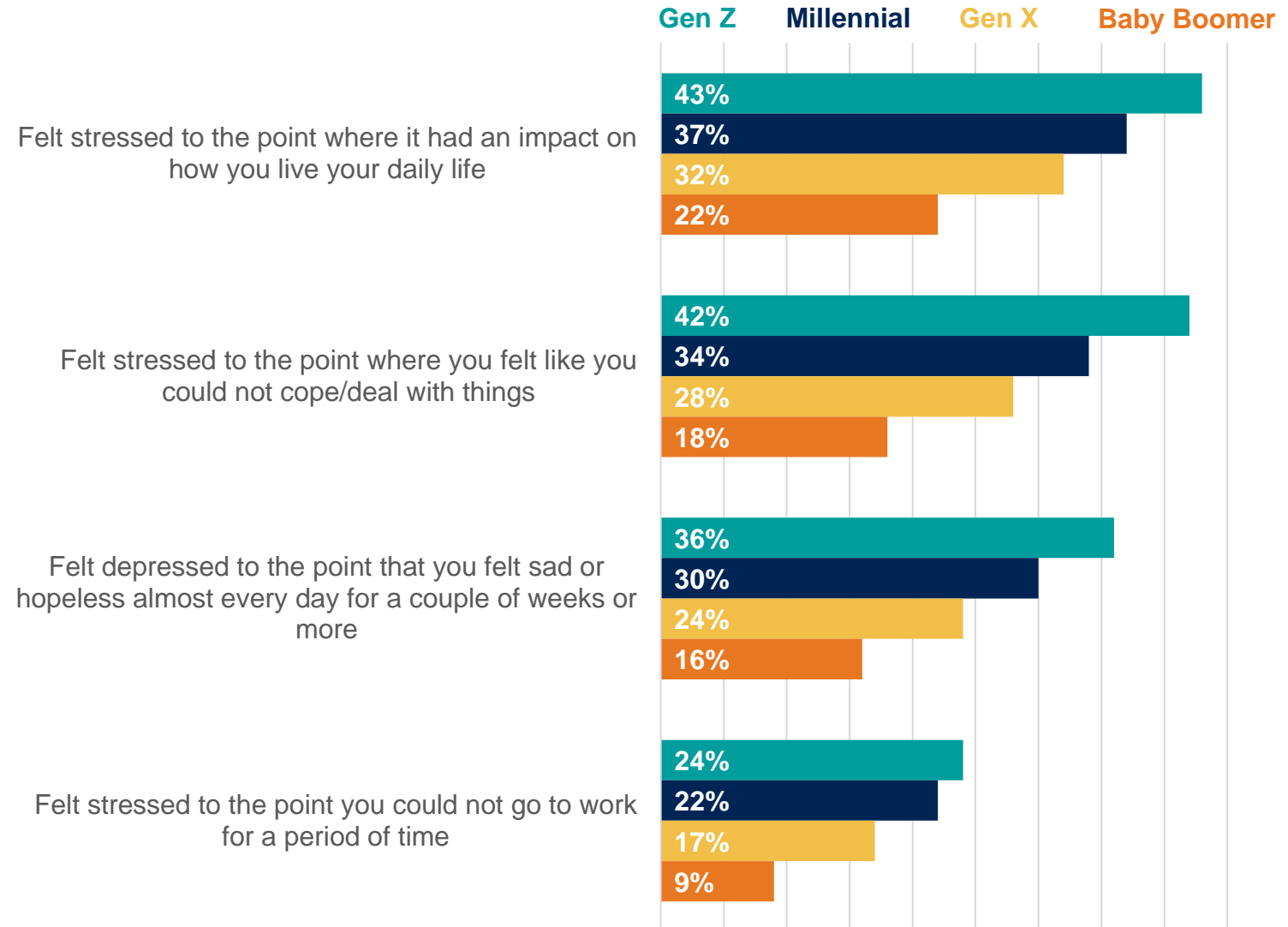


Younger people struggle with stress than those older. Over a third of Gen Z (36%) say they have felt depressed for weeks and over 42% say they have had several periods of feeling overwhelmed due to stress.

### Generations (Global)

Q: During the past year have you ever...?

% Yes, several times



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023.

# MENTAL HEALTH ISSUES

Q. During the past year have you ever...? % yes, several times/yes, once

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Turkey	United States
Felt stressed to the point where it had an impact on how you live your daily life	62%	68%	62%	60%	76%	63%	76%	69%	65%	62%	56%	50%	52%	60%	66%	53%	53%	52%	64%	53%	64%	70%	65%	55%	69%	57%	60%	65%	62%	64%	78%	58%
Felt stressed to the point where you felt like you could not cope/deal with things	59%	72%	59%	55%	74%	57%	72%	72%	59%	53%	52%	53%	50%	56%	59%	57%	49%	54%	67%	47%	57%	74%	63%	55%	71%	53%	52%	56%	56%	57%	73%	53%
Felt depressed to the point that you felt sad or hopeless almost every day for a couple of weeks or more	52%	59%	51%	48%	65%	52%	68%	62%	52%	47%	47%	55%	51%	49%	55%	44%	38%	54%	59%	32%	51%	64%	55%	49%	67%	45%	40%	51%	45%	50%	64%	49%
Felt stressed to the point you could not go to work for a period of time	39%	44%	41%	32%	50%	37%	53%	42%	31%	36%	35%	25%	50%	44%	41%	31%	20%	40%	42%	24%	43%	58%	31%	39%	50%	33%	31%	31%	36%	50%	55%	34%



# Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, July 21 and Friday, August 4, 2023. For this survey, Ipsos interviewed a total of 23,274 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Singapore, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, South Africa, South Korea, Sweden, Switzerland, Thailand, and Turkey.

The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, 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.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample 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 in which 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.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being 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.

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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, countries 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.**

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

