

NEW ZEALANDERS' VIEWS ON MENTAL HEALTH

A Global Advisor Survey

November 2023

New Zealand fieldwork dates: 21st July – 4th August 2023

GAME CHANGERS



THERE'S HELP IF YOU NEED IT

If you or someone you know is struggling, please contact one of the national helplines below for support or information. All of these helplines are available 24/7.

- Need to talk? Free call or text [1737](tel:1737) any time for support from a trained counsellor.
- [Lifeline](tel:0800543354) – 0800 543 354 (0800 LIFELINE) or free text 4357 (HELP).
- [Youthline](tel:0800376633) – 0800 376 633, free text 234 or email talk@youthline.co.nz or online chat.
- [Samaritans](tel:0800726666) – 0800 726 666
- [Suicide Crisis Helpline](tel:0508828865) – 0508 828 865 (0508 TAUTOKO).
- [Healthline](tel:0800611116) – 0800 611 116

NEW ZEALAND AT A GLANCE: KEY STATS



77%

think their mental and physical health are equally as important,



but only **32%** think their healthcare system treats them that way.



64%

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



60%

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



76%

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

KEY FINDINGS: NEW ZEALAND



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



Importance of mental wellbeing

77% of New Zealanders [consider mental wellbeing as equally important as physical wellbeing](#) – a drop of 3 percentage points from 2022.

However, compared to 2022, more New Zealanders (32%) think that mental and physical health are treated equally in the New Zealand health system. [This is compared to 21% last year.](#)

Significantly fewer New Zealanders (43%) think that physical health is treated as more important [compared to last year \(59%\).](#)

[60% of New Zealanders think about their mental wellbeing often, while 75% think about their physical wellbeing often.](#) These are largely unchanged from last year.



Impact of stress

Over half of New Zealanders said that they [have felt stressed to the point where it had an impact on how they live their daily lives](#) (64%) and felt stressed to the point where they felt like they could not cope / deal with things (57%) at least once in the past year.

New Zealanders are also significantly more likely to report having felt stressed to the point they could not go to work (43%) than others around the world (31%).

[The impact of stress appear to be increasing for New Zealanders.](#) Compared to last year, significantly more people reported feeling stressed that it had an impact on their daily life (64%), feeling depressed that they felt sad almost every day for a couple of weeks or more (51%), and feeling stressed to the point they could not go to work (43%).



Personal actions and experiences

New Zealanders are more likely to have taken action around their mental health in the last year compared to others around the world.

[40% of New Zealanders talked with friends/family about mental health issues/concerns.](#) This significantly higher than the global average of 30%.

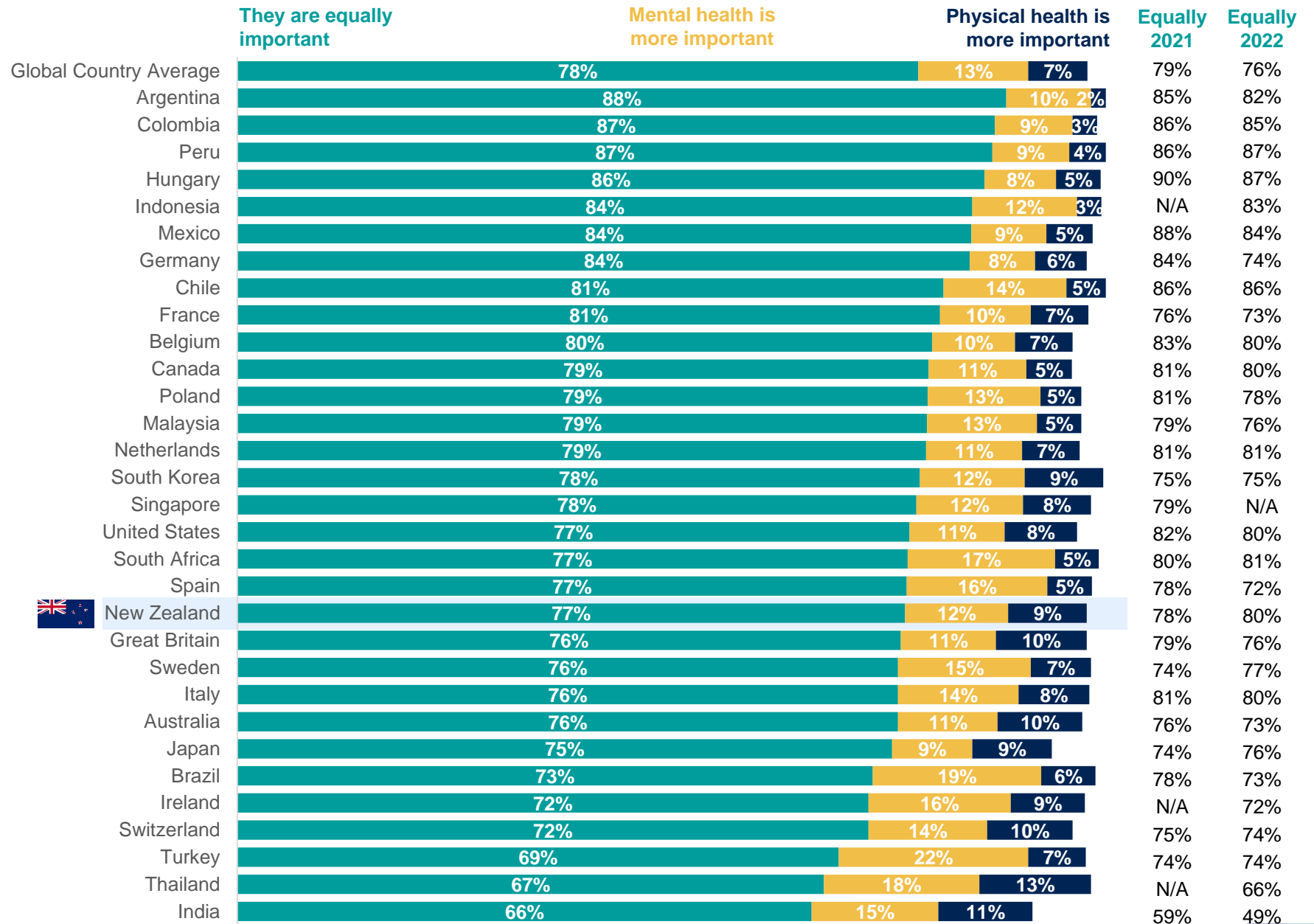
Compared to the global average, New Zealanders are also more likely to have missed social gatherings/events due to their mental health (26%), taken medication to help their mental health (23%), talked to their healthcare provider (21%), and taken time off work/school to deal with a mental health issue (21%) compared to the global average.

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.

New Zealanders' views are most similar to Spain, Great Britain, South Africa, and the United States.

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?



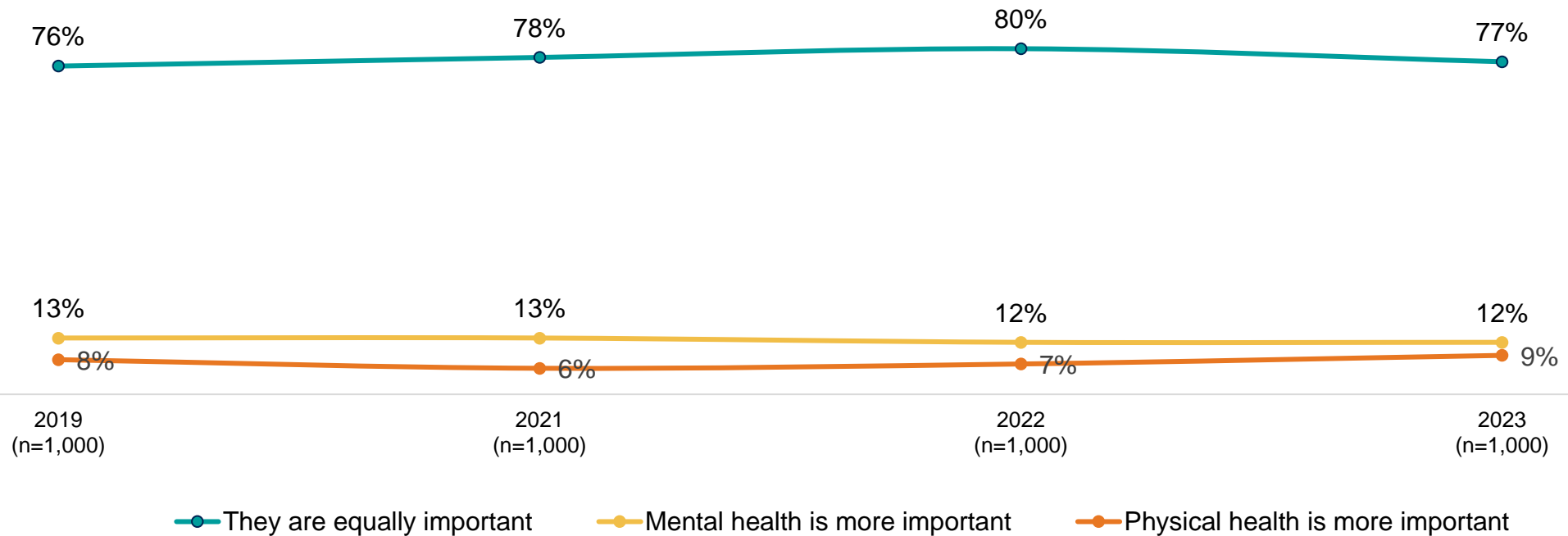
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)



IMPORTANCE OF MENTAL & PHYSICAL HEALTH OVER TIME

New Zealanders view of important of mental and physical health have been fairly stable over time

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

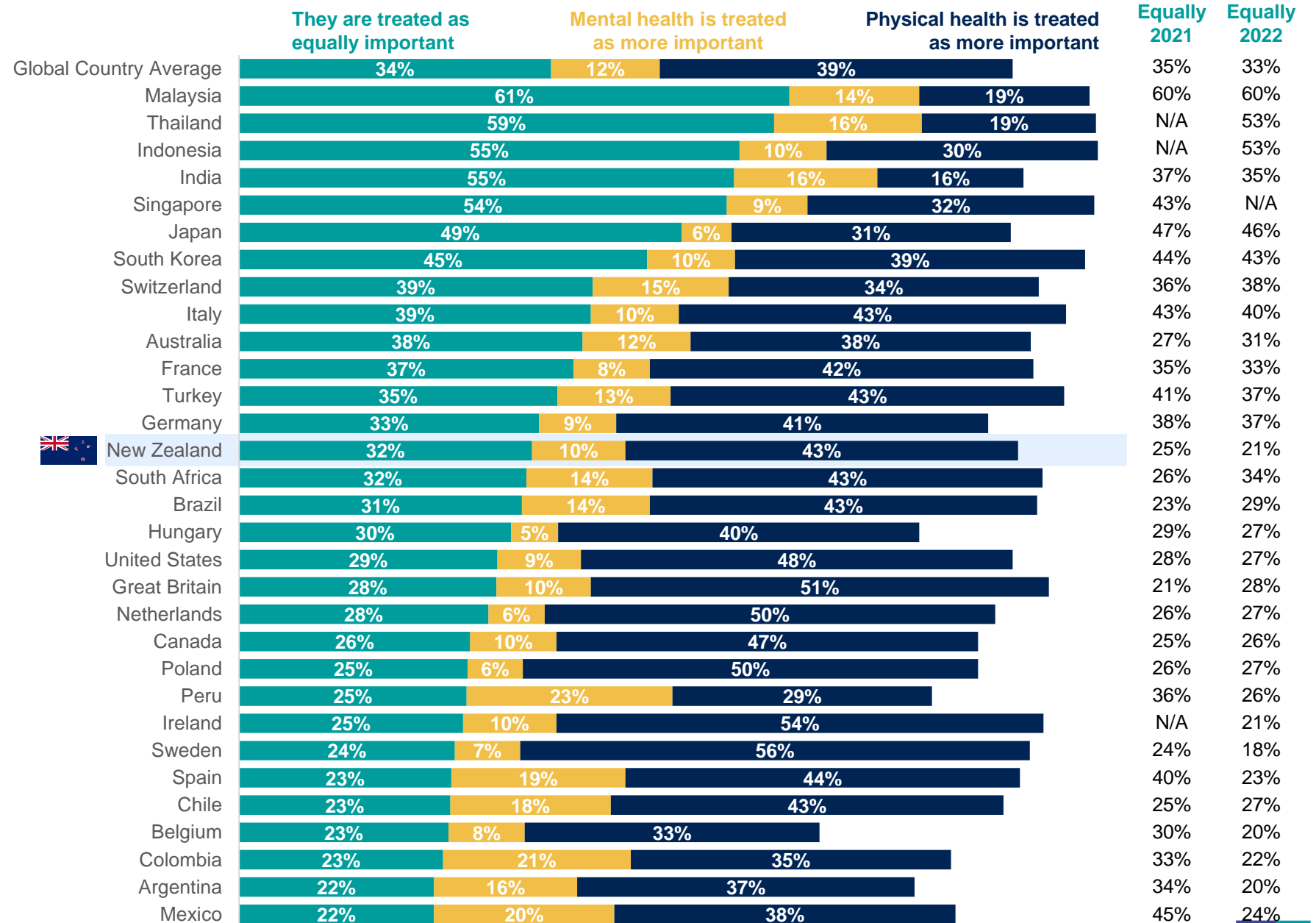


While a majority say mental health is equally as important as physical, many countries, including New Zealand, think this is not reflected in their country's healthcare.

However, compared to last year, significantly more New Zealanders (32%) perceive there is equal treatment of mental and physical wellbeing in the country.

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?



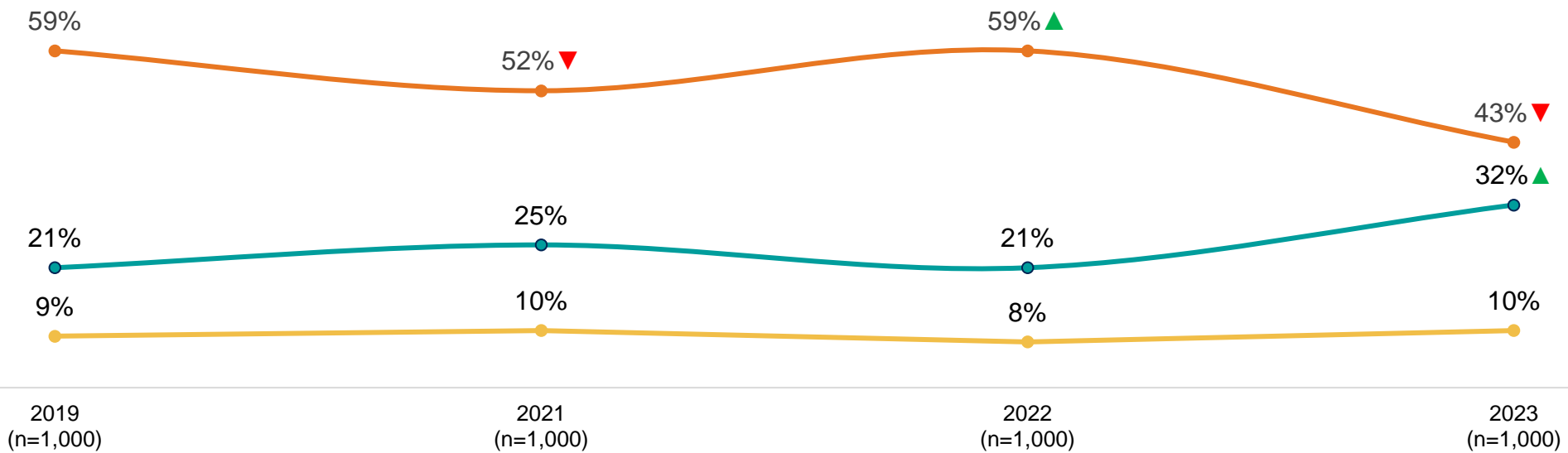
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)



TREATMENT OF MENTAL & PHYSICAL HEALTH IN HEALTHCARE OVER TIME

Compared to last year, significantly more New Zealanders (32%) perceive there is equal treatment of mental and physical health in New Zealand

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



● They are treated as equally important
 ● Mental health is treated as more important
 ● Physical health is treated as more important

▲ / ▼ indicates significantly higher / lower score than previous wave

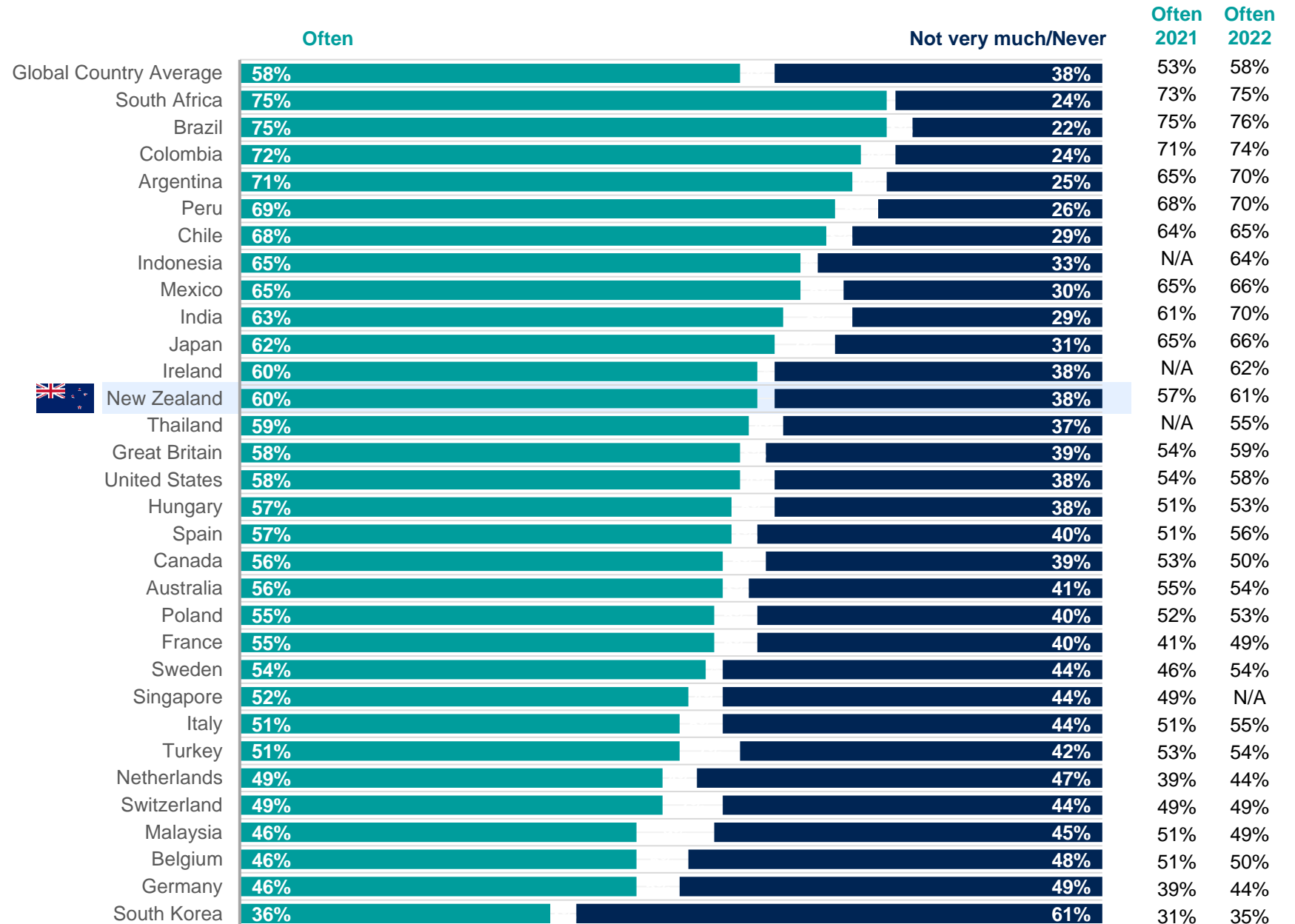
Globally, 58% say they think about their mental wellbeing often.

New Zealanders are on par with the global average, with 60% reporting that they think about their mental wellbeing often.

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. (1,003 adults in NZ)

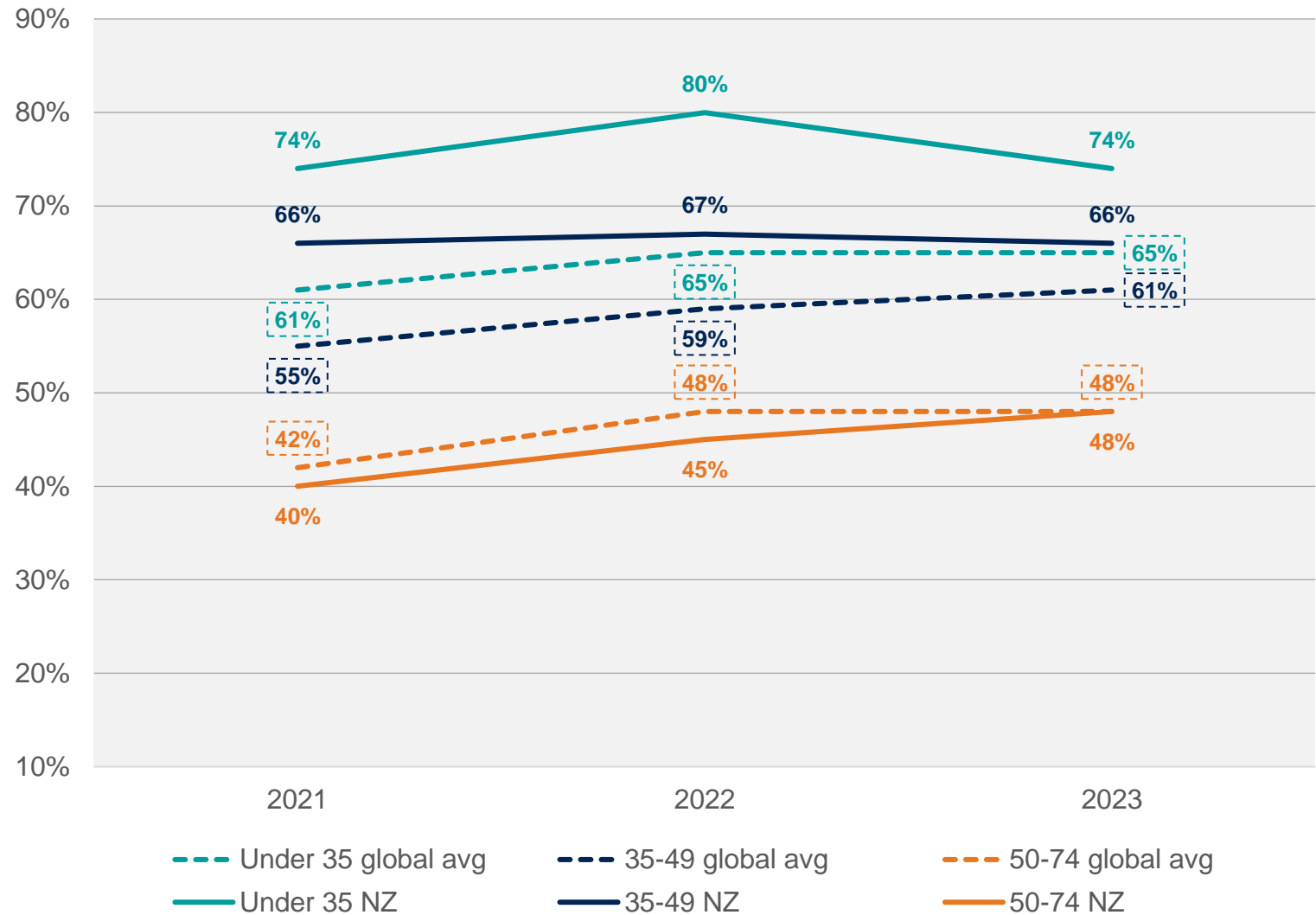
Younger people appear to think more about their mental health than do older people.

New Zealanders under the age of 50 tend to think about their mental wellbeing more often than their global counterparts.

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. (1,003 adults in NZ)

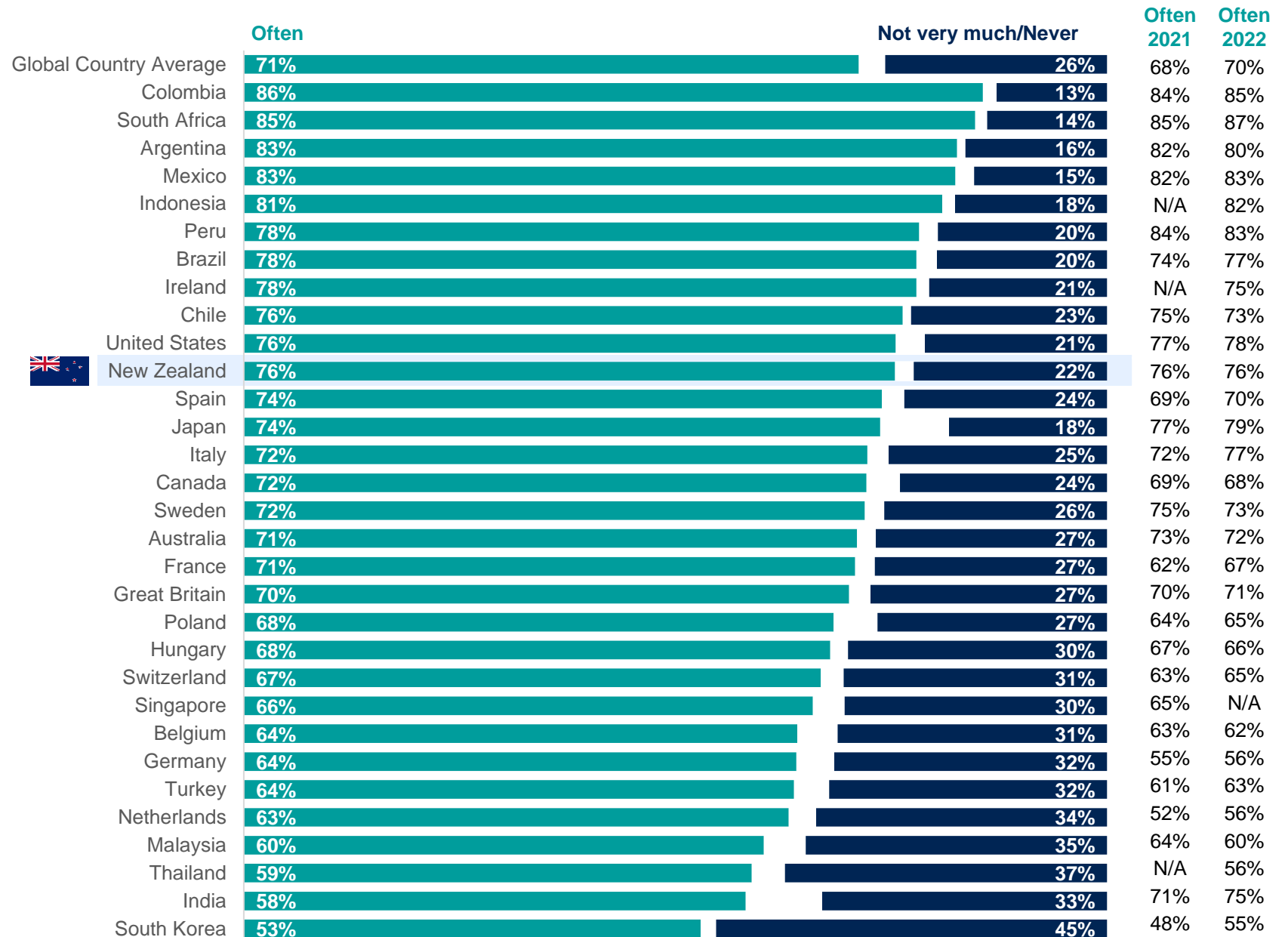
People across 31 countries are more likely to think about their physical health, than their mental health. Seventy-one per cent say they think about their physical wellbeing often (compared to 58% who do the same for their mental wellbeing).

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

Country data

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

Your own physical wellbeing?



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)

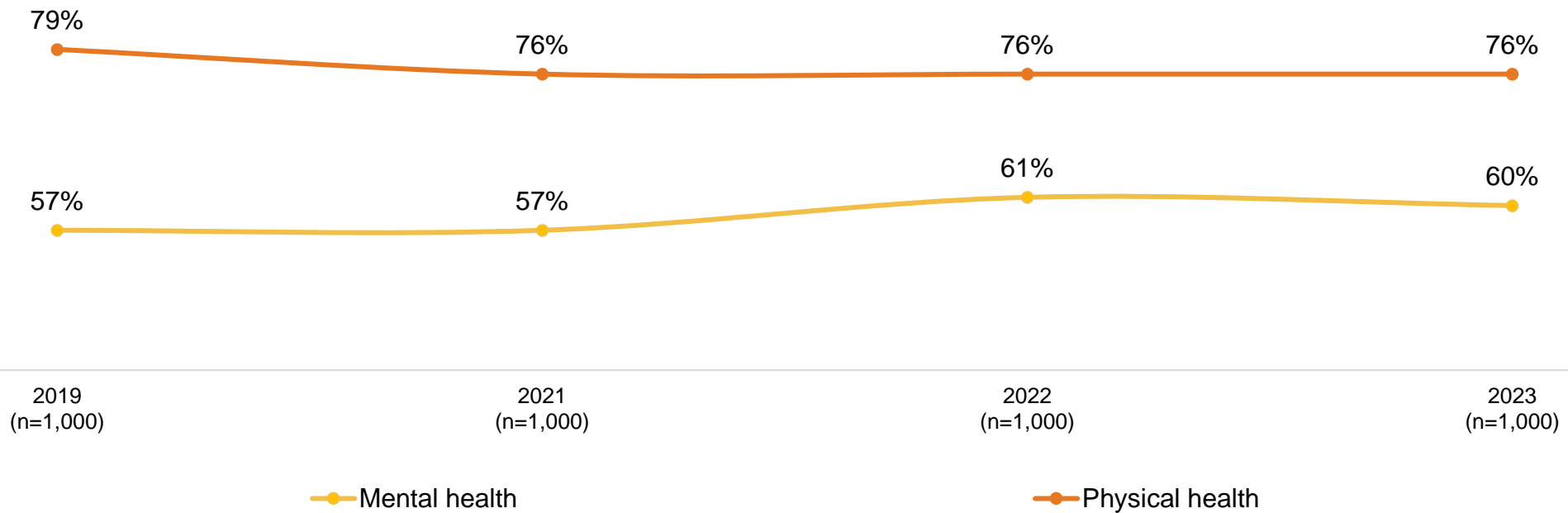


THINKING ABOUT MENTAL & PHYSICAL HEALTH OVER TIME

The gap between the frequency New Zealanders think about their physical and mental wellbeing is slowly decreasing overtime

How often, if at all, would you say you think about...?

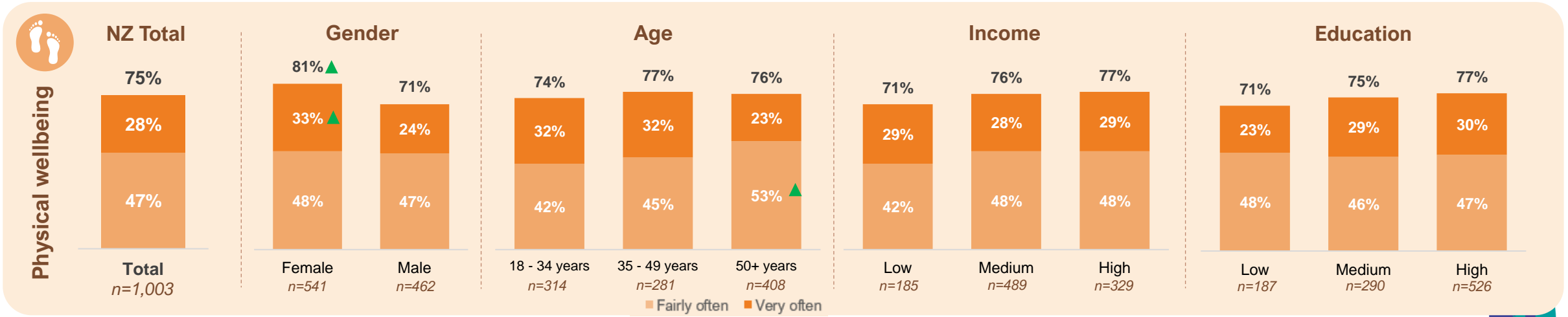
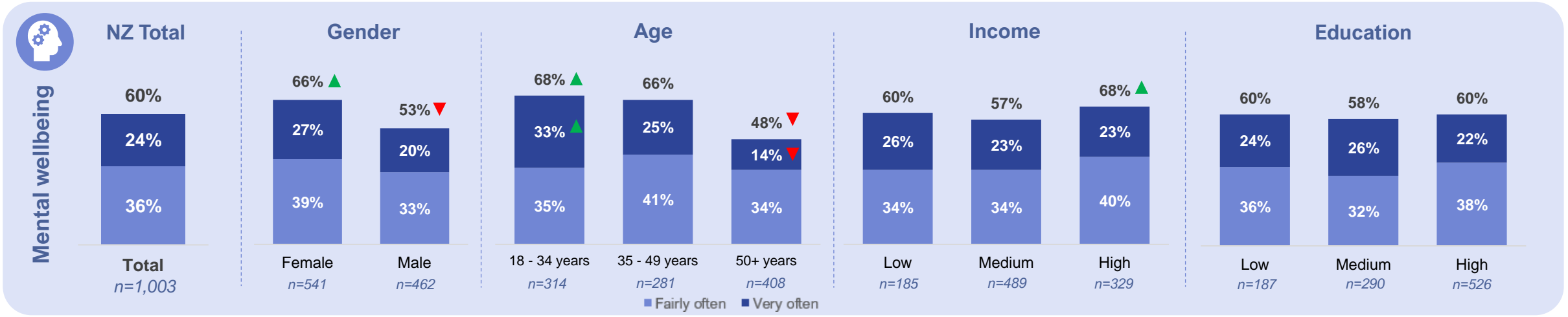
(% fairly + very often)





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY DEMOGRAPHICS

Women, those aged 18-34 and those with high incomes are significantly more likely to think about their mental wellbeing often. Men and those aged 50+ consider their mental wellbeing significantly less frequently than other demographics



▲ / ▼ indicates significantly higher / lower score than NZ total

Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?
Base: Bases are specified in chart 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 percentages shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.

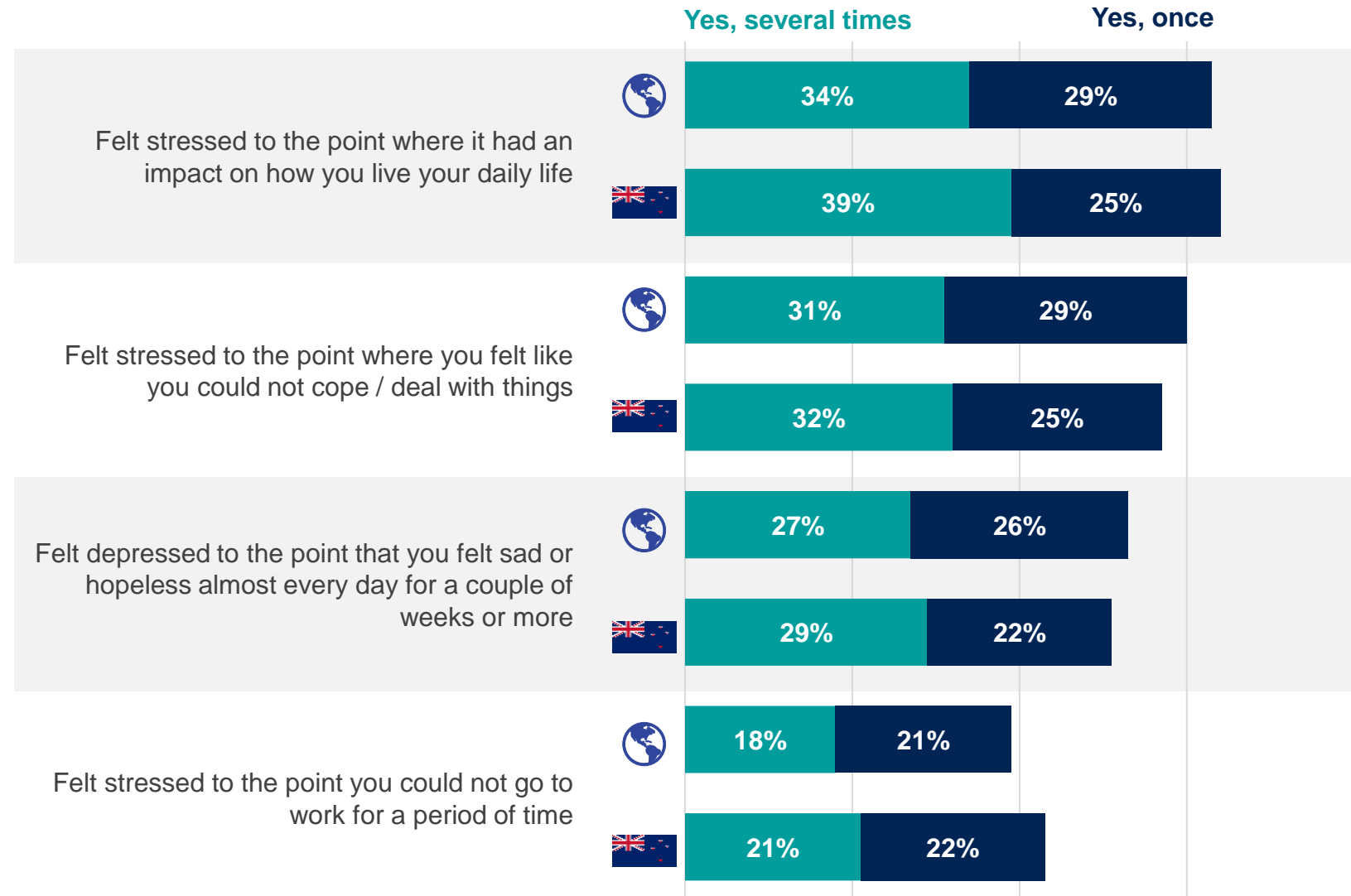


A third of people (34%) across 31 countries say they have faced several instances when stress has affected their daily life. Thirty-one per cent have had multiple occasions where they have felt like they couldn't cope due to stress.

New Zealanders are significantly more likely to have felt stressed to the point they could not go to work than others around the world.

Global Country Average & New Zealand Data

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



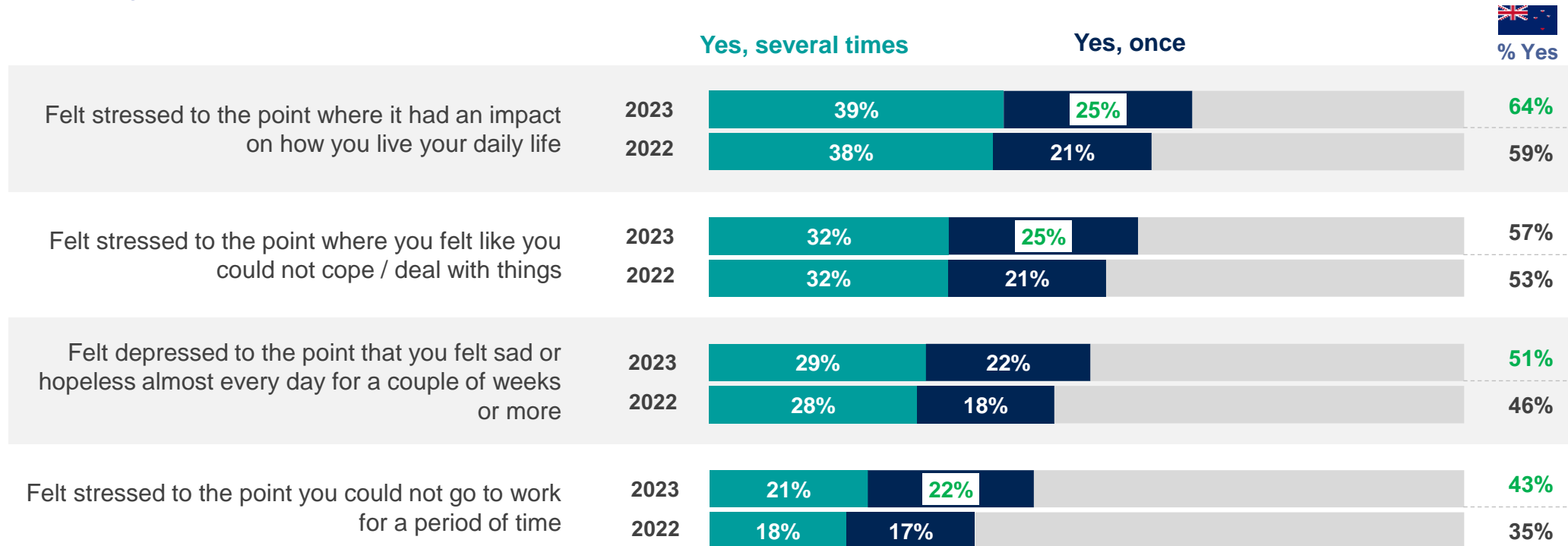
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)



PERSONAL EXPERIENCES OVER TIME

The proportion of New Zealanders who reported *feeling stressed that it had an impact on their daily life, feeling depressed that they felt sad almost every day for a couple of weeks or more, and feeling stressed to the point it they couldn't work*, increased significantly from last year

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



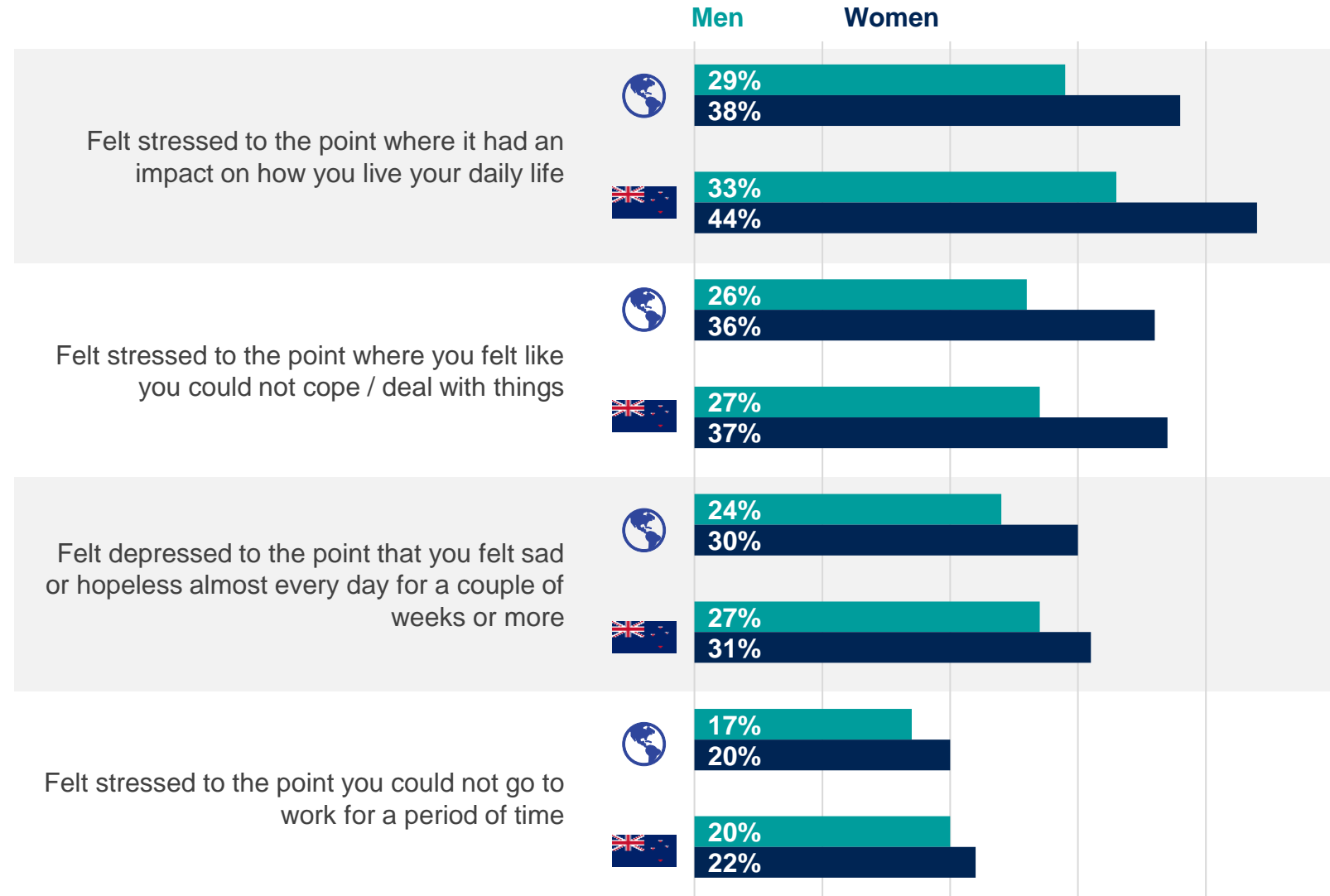
Green / red indicates significantly higher / lower score than previous wave

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 average and New Zealand Data)

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

% Yes, several times



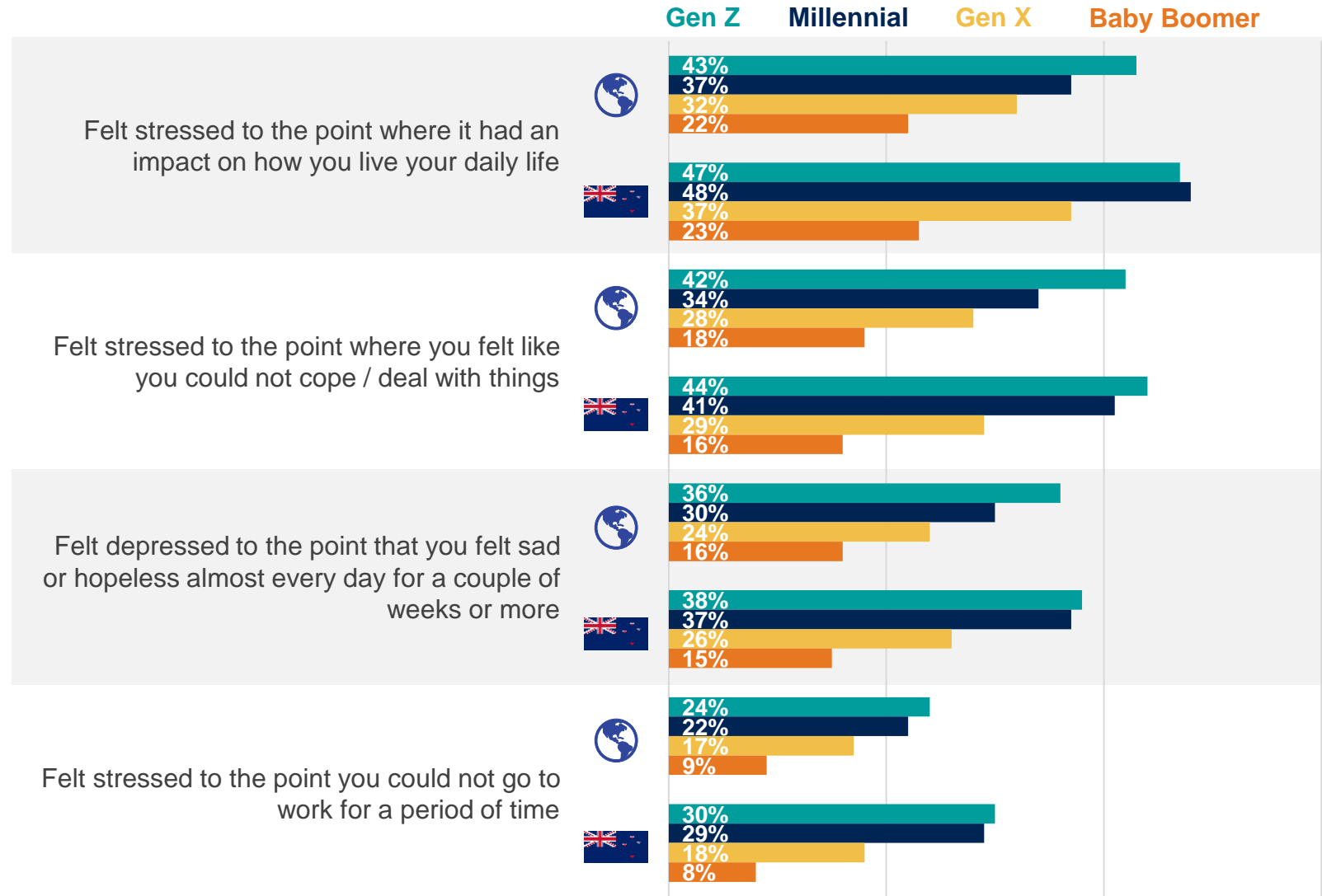
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)

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 and New Zealand Data)

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

% Yes, several times



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. (1,003 adults in NZ)

PERSONAL EXPERIENCES

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%



PERSONAL ACTIONS AND IMPACT OF MENTAL HEALTH

New Zealanders are more likely to talk to with family/friends about their mental health concerns, miss social gathering/family events due to their mental health, take medication for mental health, talk with their doctor and have taken time off work/school to deal with mental health issues compared to people around the world.

Q. Please indicate whether you have done any of the following in the past year?



Global %



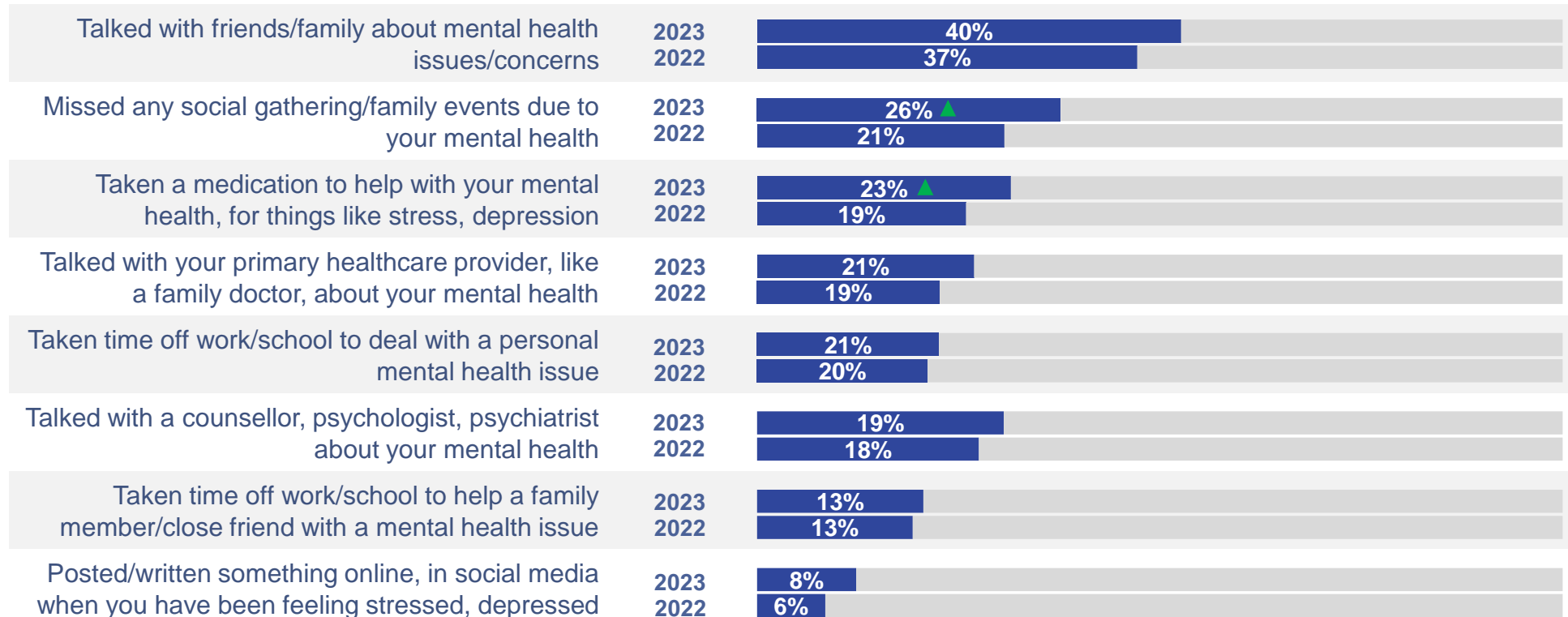
Green / red indicates significantly higher / lower score than global average



PERSONAL ACTIONS OF MENTAL HEALTH ISSUE OVER TIME

Compared to last year, New Zealanders are significantly more likely to say they have missed social gatherings/family events due to their mental health, as well as take medication to help with their mental health.

In the past year, have you...



▲ / ▼ indicates significantly higher / lower score than previous wave

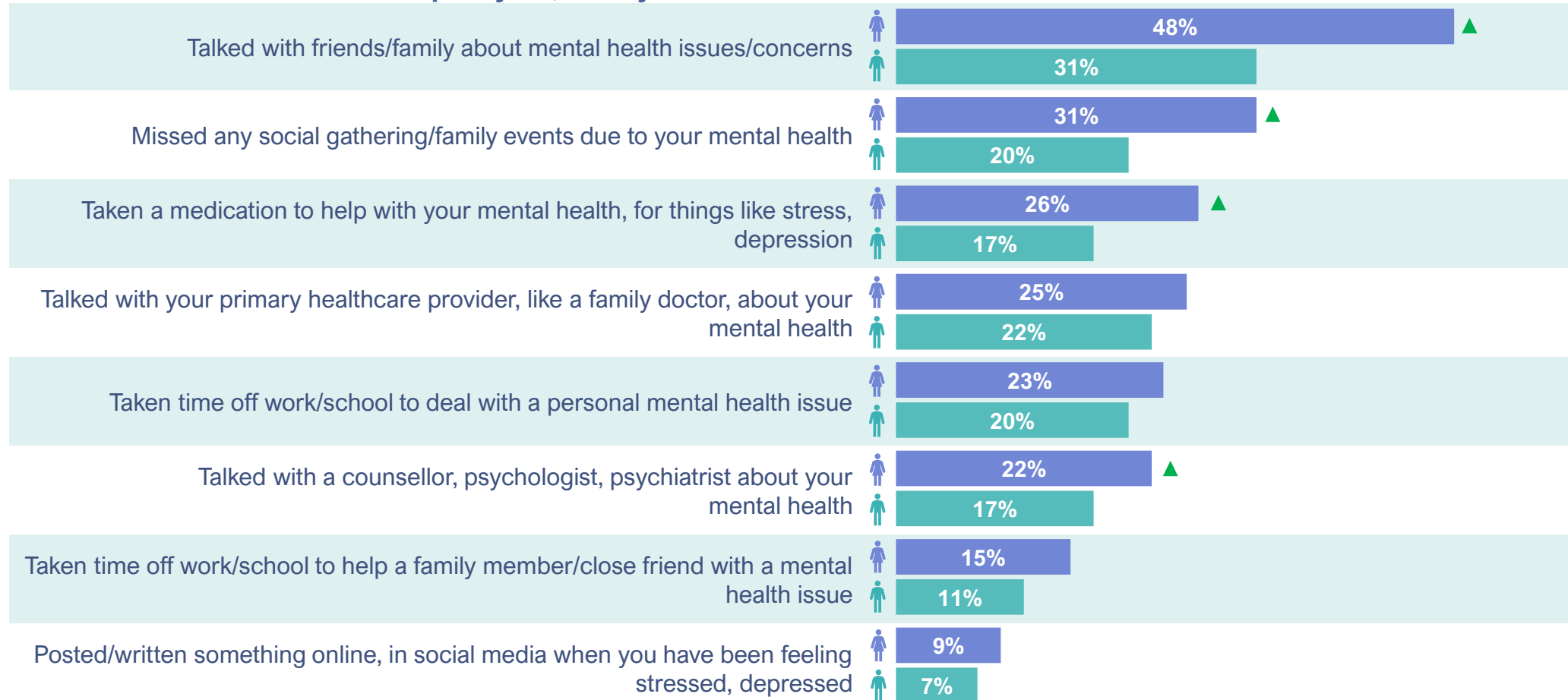




PERSONAL ACTIONS AND IMPACT OF MENTAL HEALTH – GENDER

Women in New Zealand are significantly more likely to have acted on their mental health concerns in the past year. Most prominently, this includes talking to friends/family, speaking with counsellors/psychologists, missing social gatherings/family events or taking medication.

In the past year, have you...

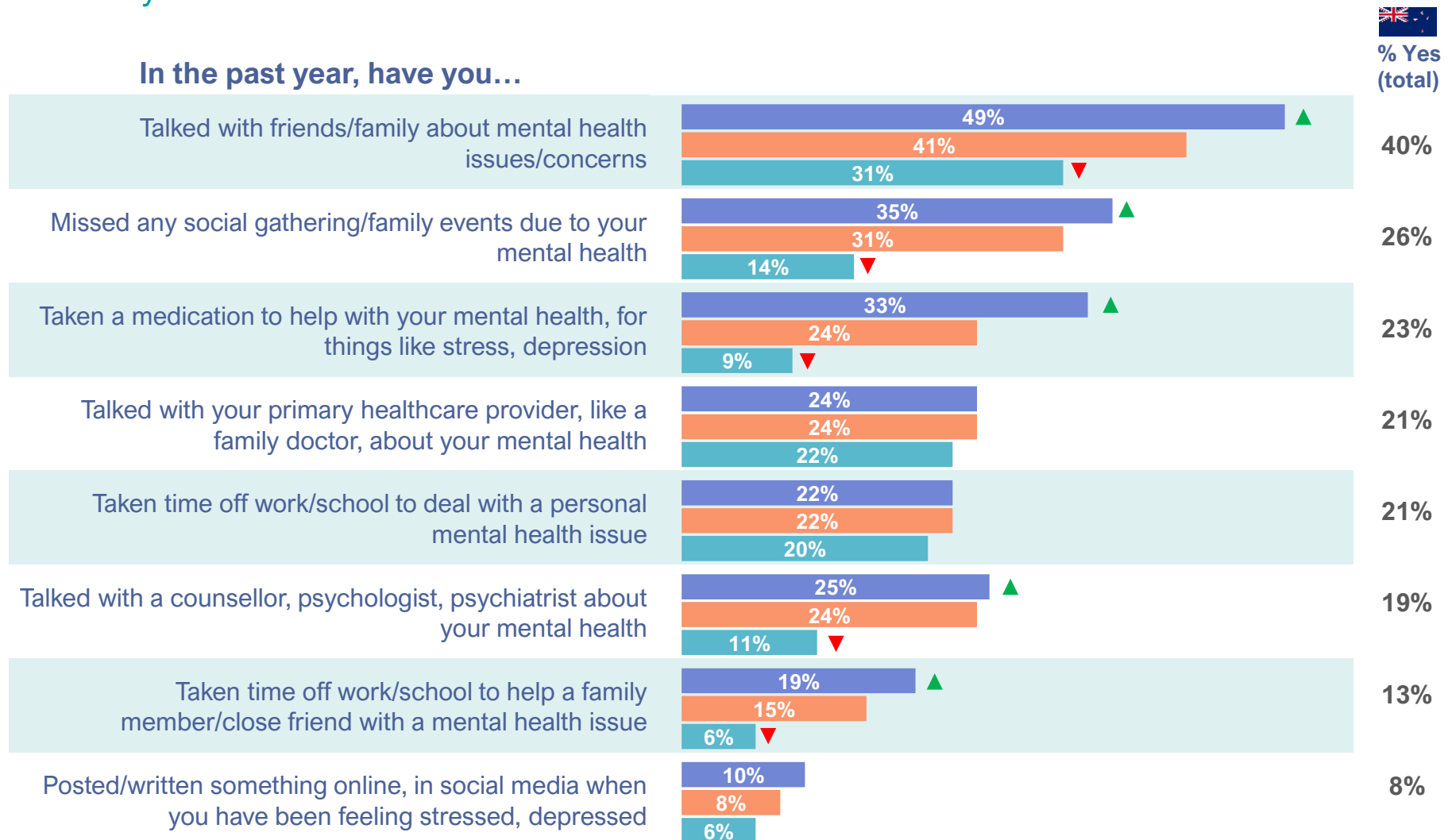


▲ / ▼ indicates significantly higher / lower score than NZ males



PERSONAL ACTIONS RELATING TO MENTAL HEALTH – AGE

Younger New Zealanders (aged 18–34) across are more likely to act on their mental health concerns, while those aged 50+ years older are less likely.



▲ / ▼ indicates significantly higher / lower score than NZ total





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.

CONTACTS

Carin Hercock

Managing Director

✉ carin.hercock@ipsos.com

☎ +64 21 394 508



Amanda Dudding

Research Director

✉ amanda.dudding@ipsos.com

☎ +64 21 612 264



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