

IPSOS WORLD MENTAL HEALTH DAY 2024

Global Advisor Survey:
New Zealand report

October 2024



Key findings



Globally most people have been feeling stressed

Just over 3 in 5 (62%) on average across 31 countries say they have felt stressed to the point where it had an impact on their daily life at least once. New Zealand sits close to the global country average at 64%.



Young women are struggling the most

Global data shows that Gen Z females are the most likely cohort to say they experience low points, with 40% at a global level saying they have felt depressed to the point that they felt sad or hopeless almost every day for a couple of weeks or more, several times.



Younger generations missing work due to stress

A majority (54% global) of Gen Z say they have felt stressed to the point that they could not go to work during the past year; the figure for Millennials is slightly lower (47%). Older people are overall less likely to report feeling stressed on each element asked about in our survey.



Mental health is still the number one concern

Our latest Health Service Report finds 45% cite *mental health* as one of the main health issues facing their nation, up to 58% in New Zealand. *Cancer* is second with 38% (both globally and in New Zealand).



Health of mind and body seen as equal...

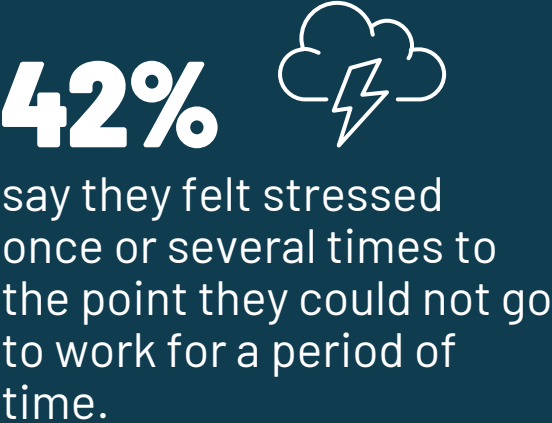
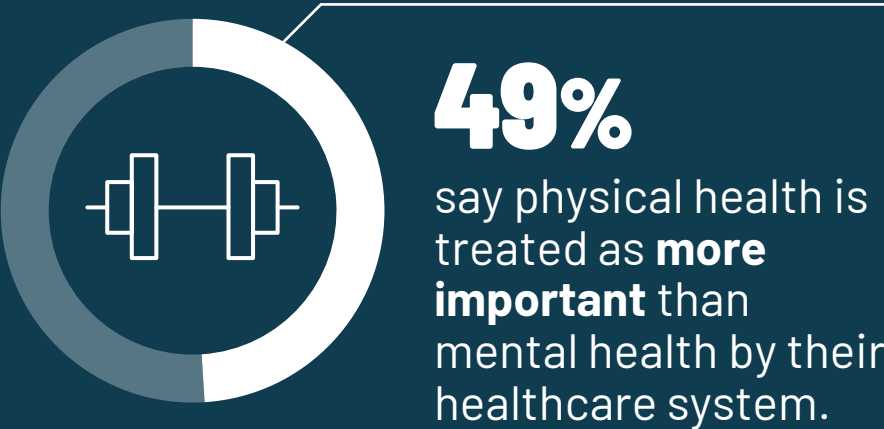
Just over 3 in 4 (76%) say mental and physical health are equally important, up to 83% in New Zealand. While mind and body are seen as equal, people are more likely to say they often think about their physical (72% global, 80% NZ) versus their mental wellbeing (60% global, 65% NZ).



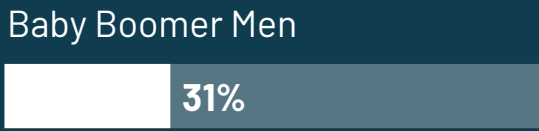
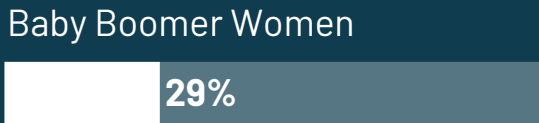
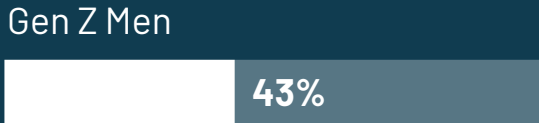
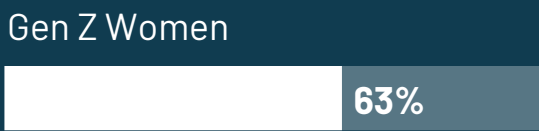
...But healthcare systems seen to prioritise physical issues

The public believe the emphasis by healthcare professionals is often still on the body. 49% in NZ say physical health is treated as more important than mental health by our country's current healthcare system, 10% say mental health is treated as more important and 32% say both are treated equally (compared to 32% global).

Headline stats



Felt stressed to the point where it had an impact on your daily life? (yes, several times)



Mental Health: growing concern around the world



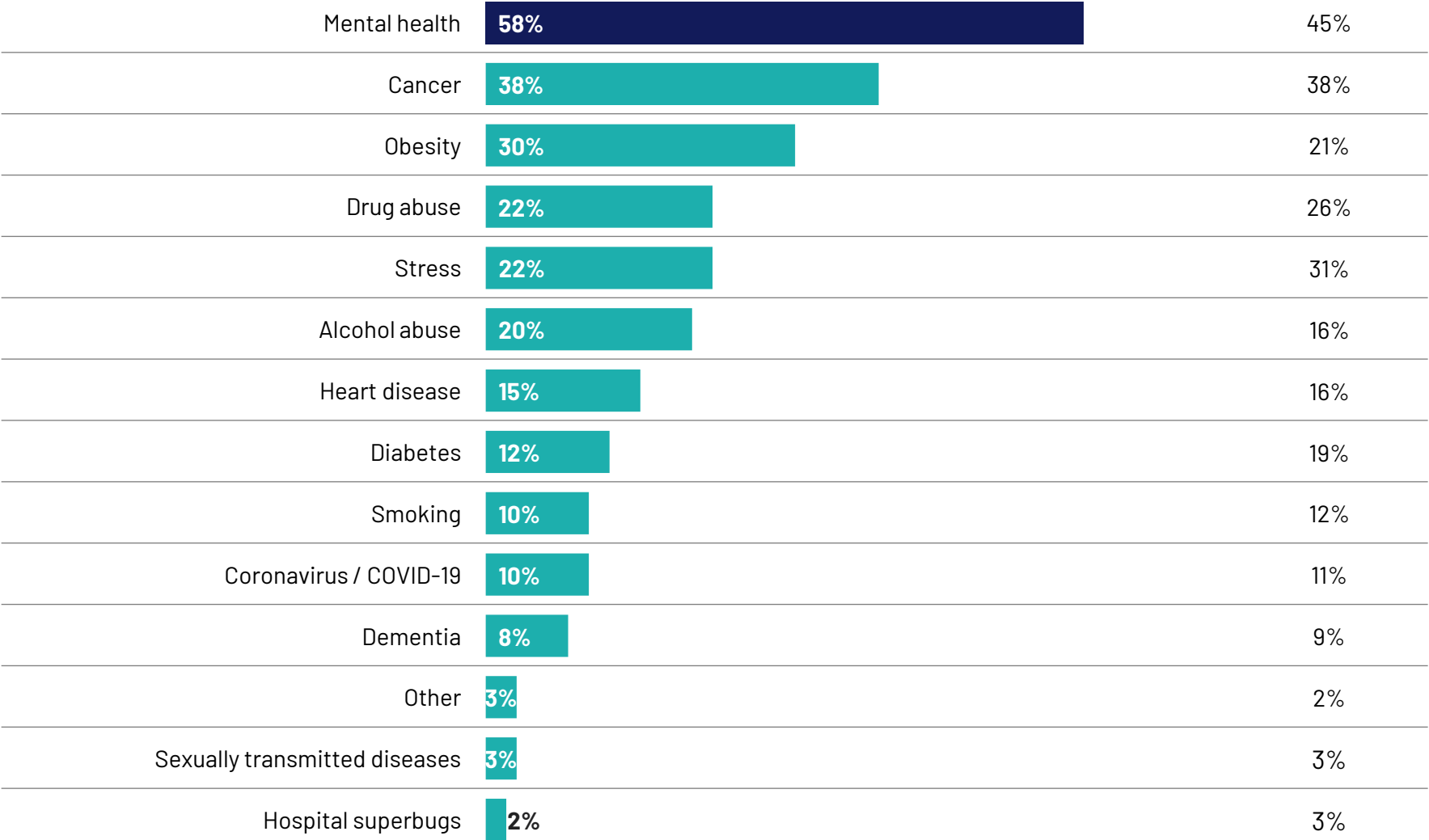
Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

New Zealand result

For more details, see the [Ipsos Health Service Report 2024](#)

Base: New Zealand 2024 (n=1,000), Global (n=23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024)

Global Average



green / red indicates significantly higher / lower compared to the Global Average



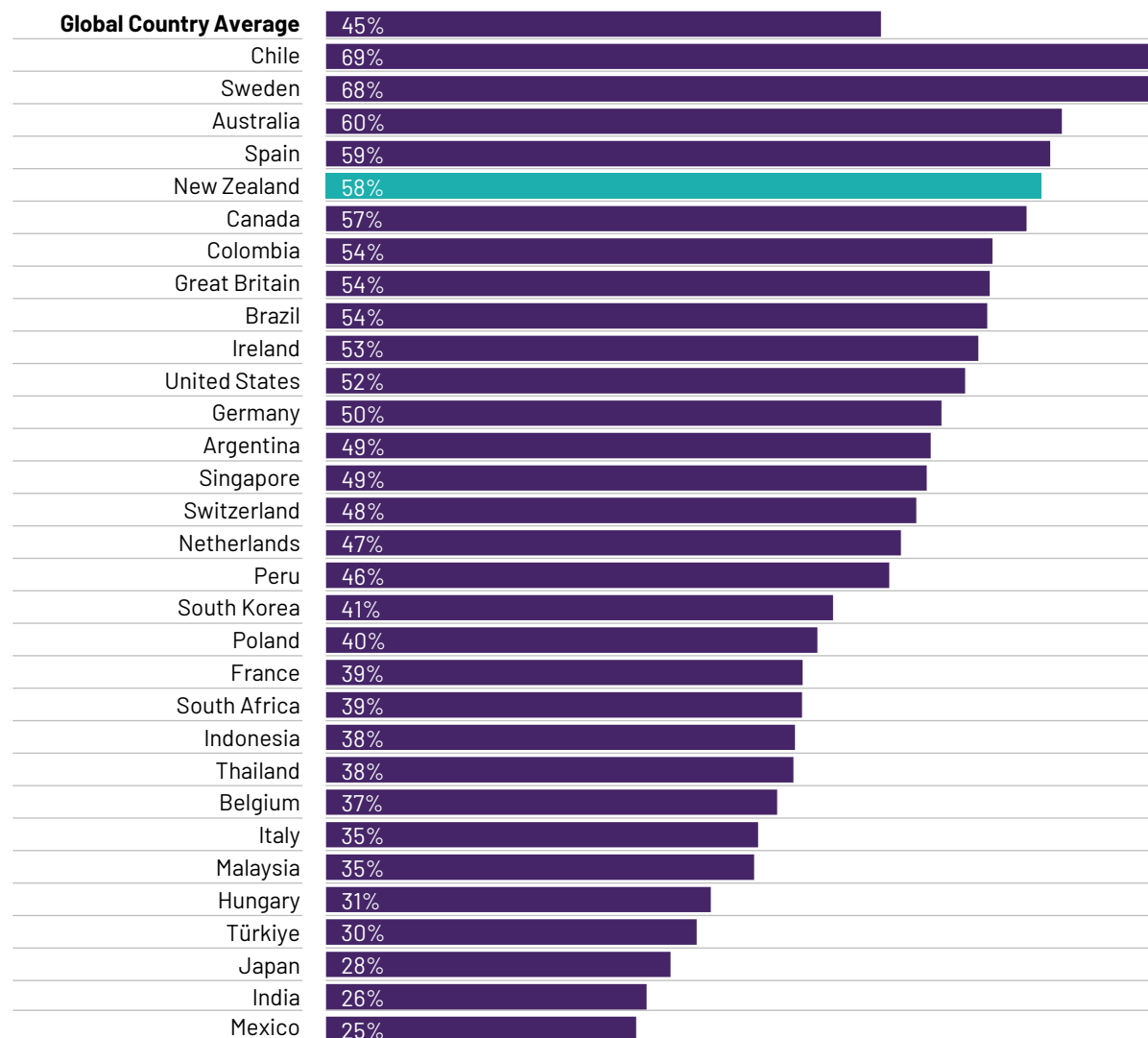
Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Mental Health

For more details, see the [Ipsos Health Service Report 2024](#)

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024

Country



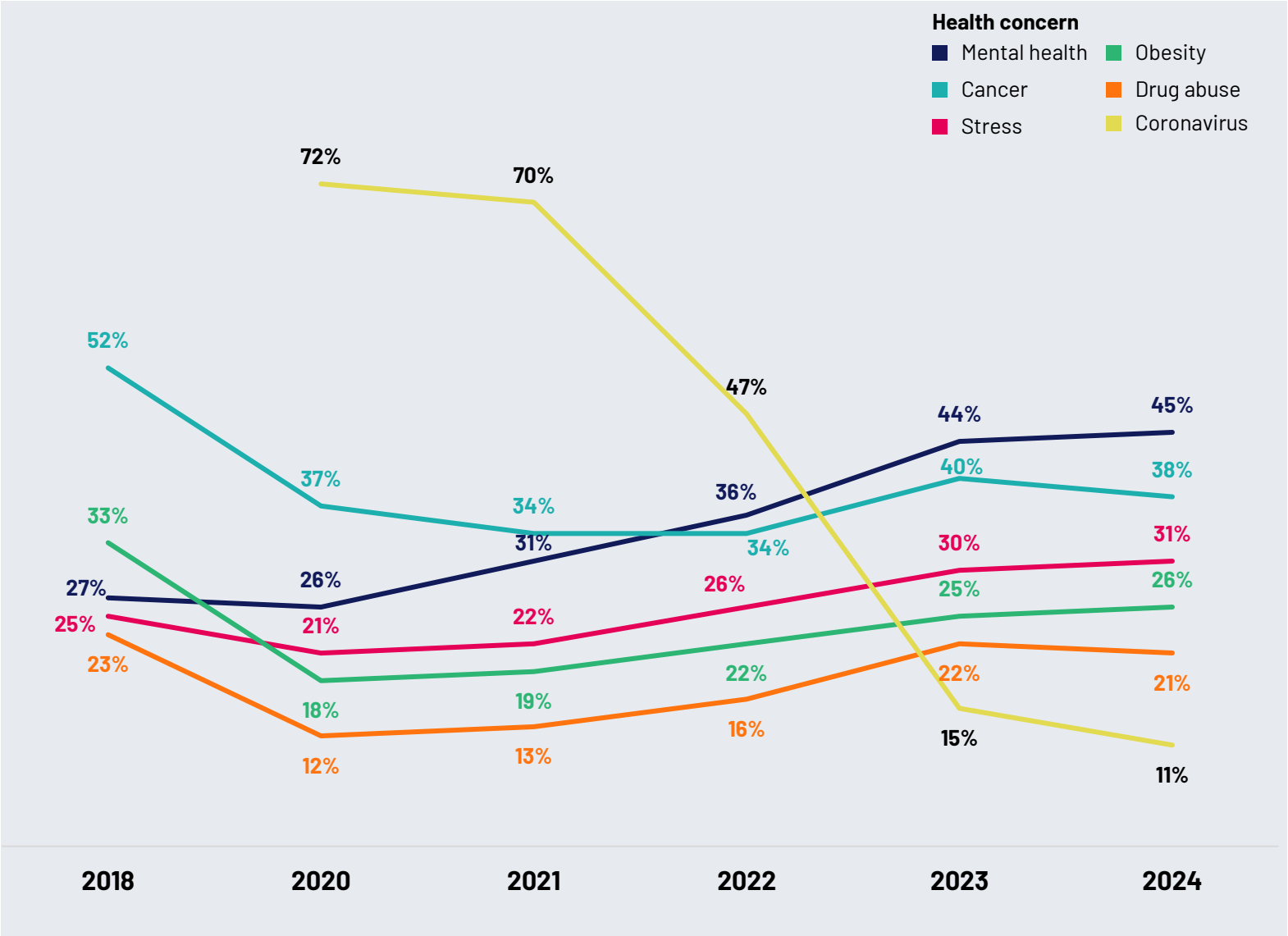
2018	2020	2021	2022	2023
27%	26%	31%	36%	44%
26%	50%	59%	62%	66%
59%	59%	63%	63%	67%
50%	47%	47%	44%	60%
23%	16%	35%	51%	61%
N/A	N/A	N/A	N/A	59%
49%	42%	43%	46%	61%
17%	N/A	42%	46%	51%
50%	43%	40%	43%	53%
18%	27%	40%	49%	52%
N/A	N/A	N/A	58%	58%
44%	33%	35%	51%	53%
37%	26%	32%	31%	52%
15%	25%	28%	37%	47%
N/A	N/A	N/A	N/A	46%
N/A	N/A	28%	48%	48%
N/A	27%	33%	33%	45%
41%	36%	37%	39%	45%
48%	27%	27%	35%	44%
19%	23%	30%	33%	41%
10%	10%	12%	20%	35%
16%	22%	27%	37%	39%
N/A	N/A	N/A	32%	38%
N/A	N/A	N/A	29%	35%
23%	22%	35%	33%	37%
18%	10%	19%	28%	32%
16%	22%	33%	31%	41%
14%	12%	18%	23%	24%
17%	25%	19%	27%	32%
24%	14%	9%	15%	18%
18%	27%	25%	30%	19%
6%	8%	11%	15%	21%

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

Global average over time

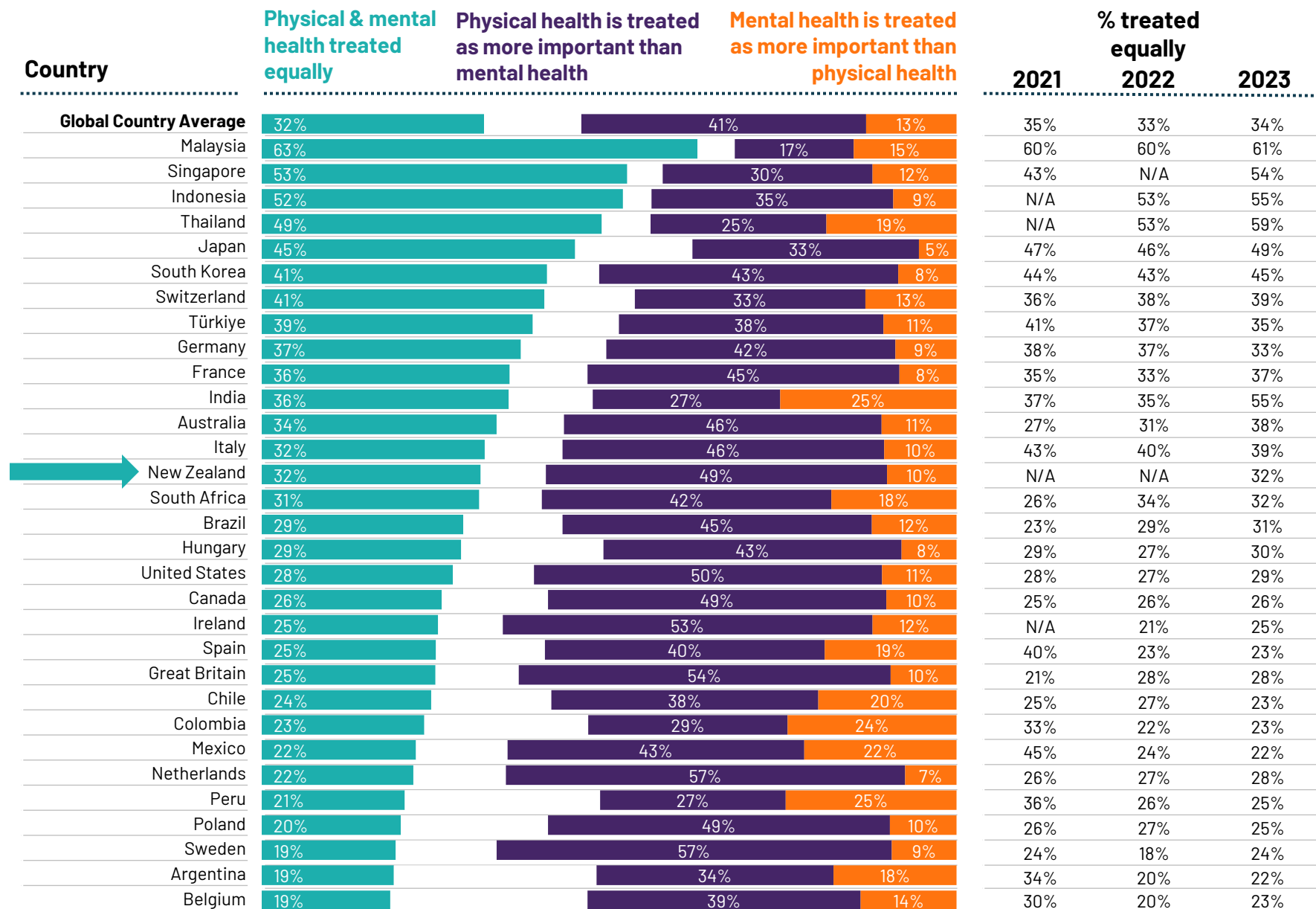
For more details, see the [Ipsos Health Service Report 2024](#)

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



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

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024

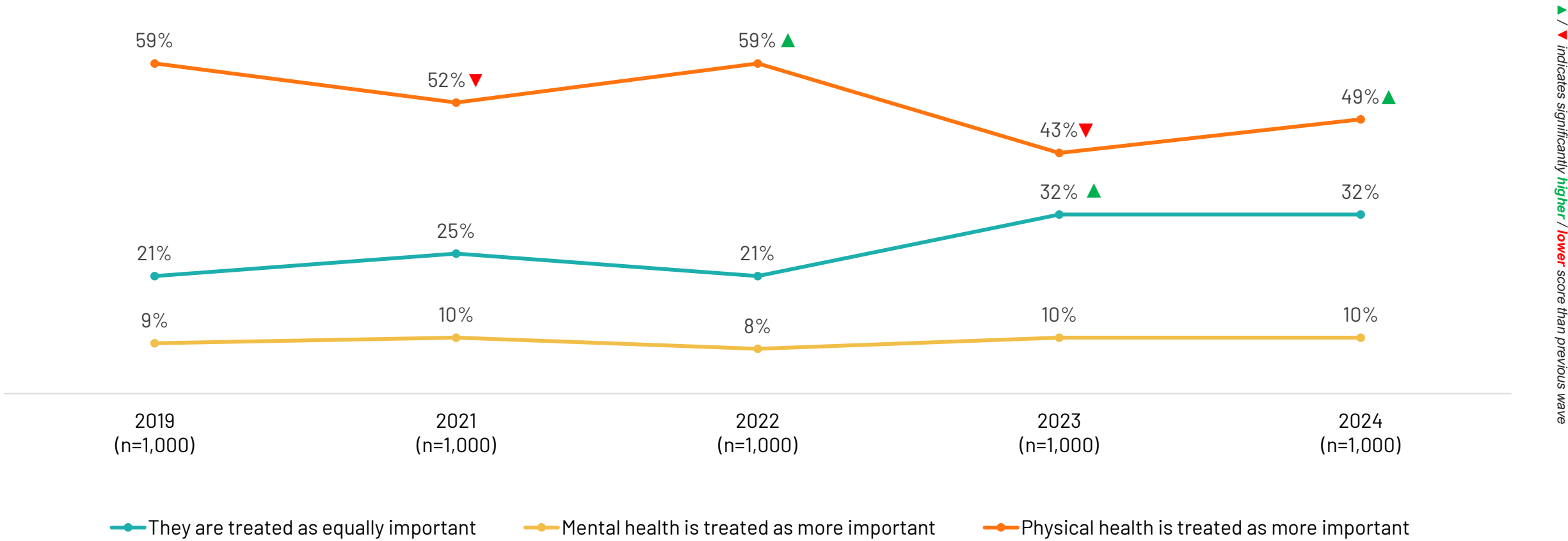


TREATMENT OF MENTAL & PHYSICAL HEALTH IN HEALTHCARE OVER TIME



Compared to last year, significantly more New Zealanders (49%) perceive that physical health is treated as more important.

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

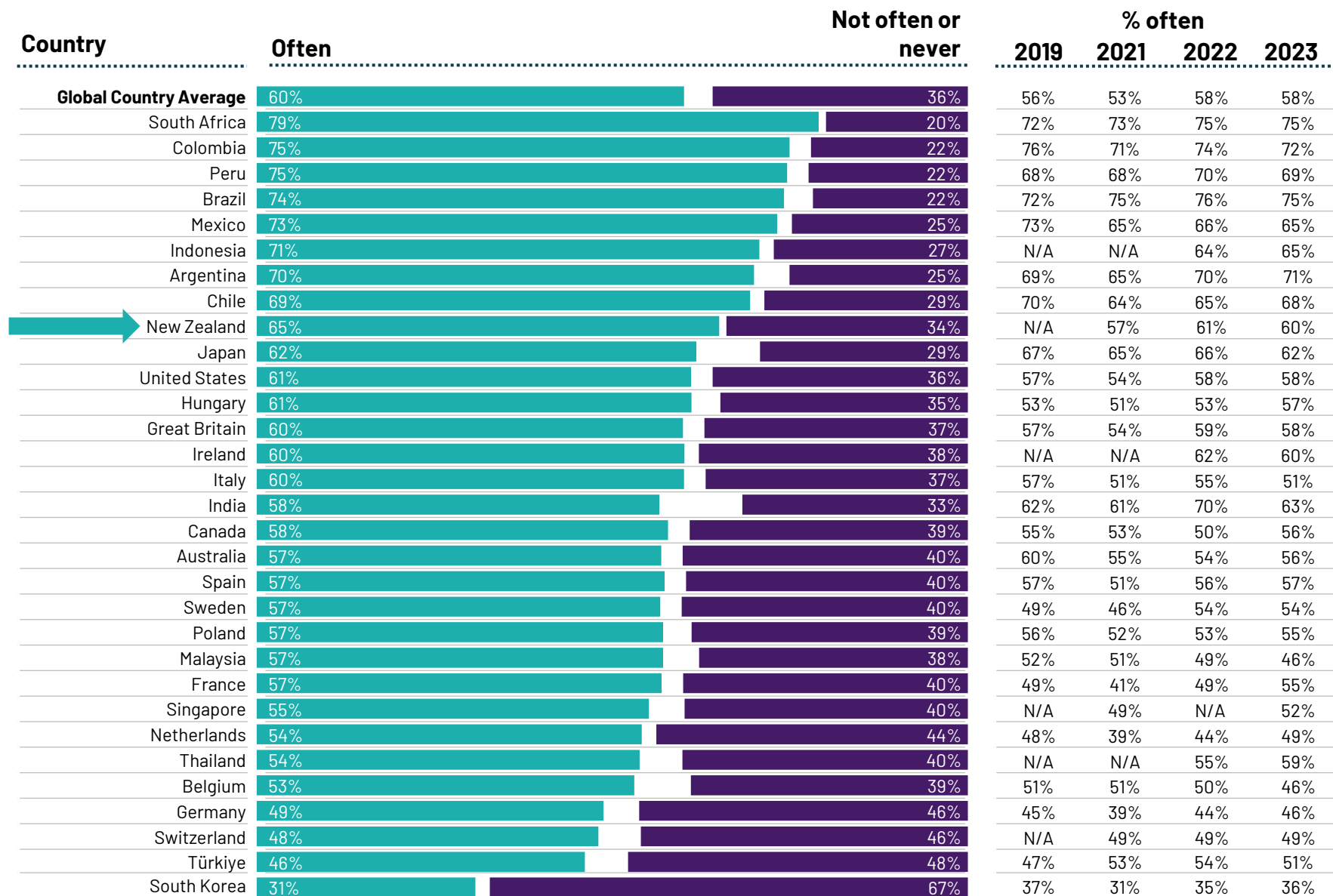


How people feel about their own mental health



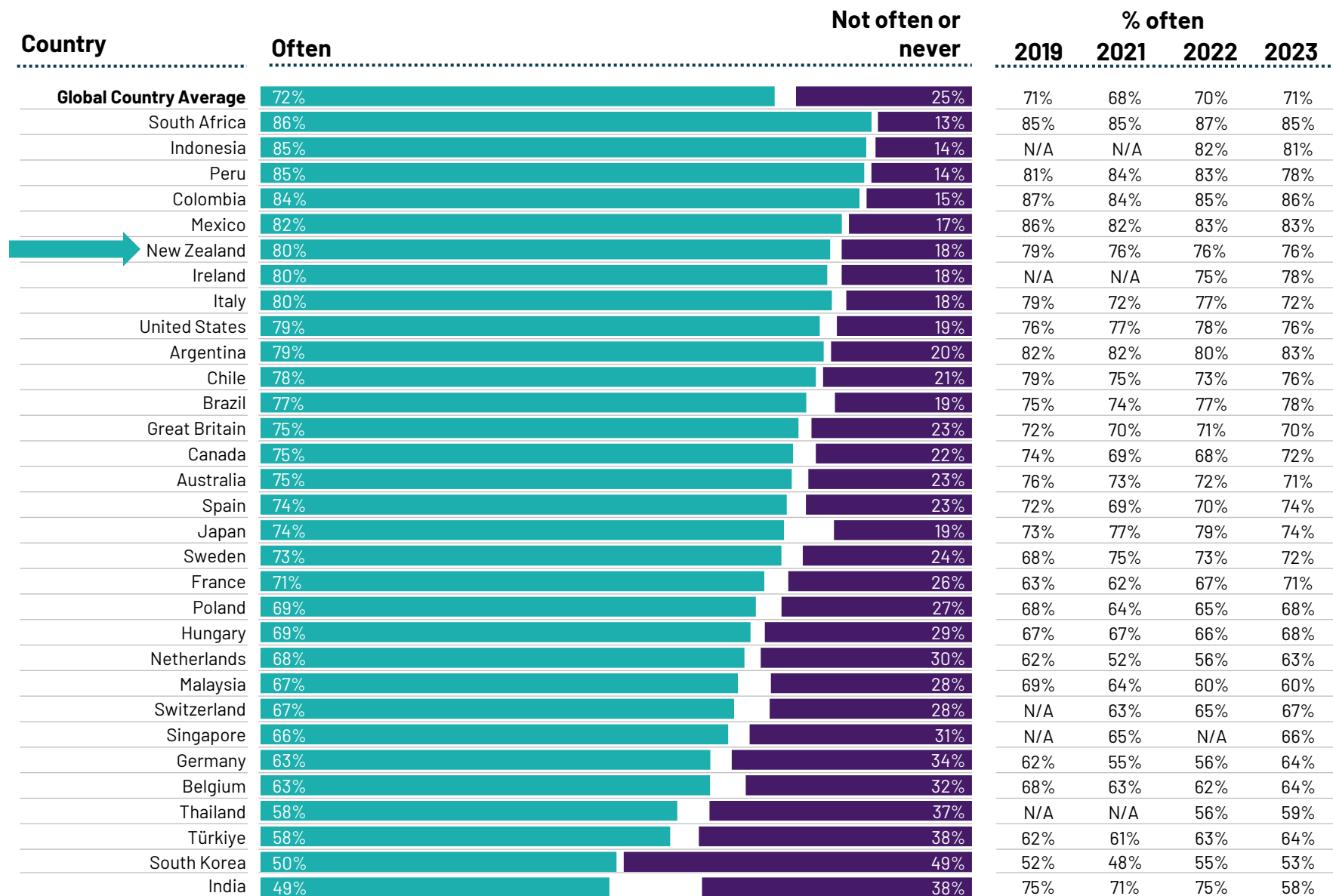
How often, if at all, would you say you think about your **mental** wellbeing?

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



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

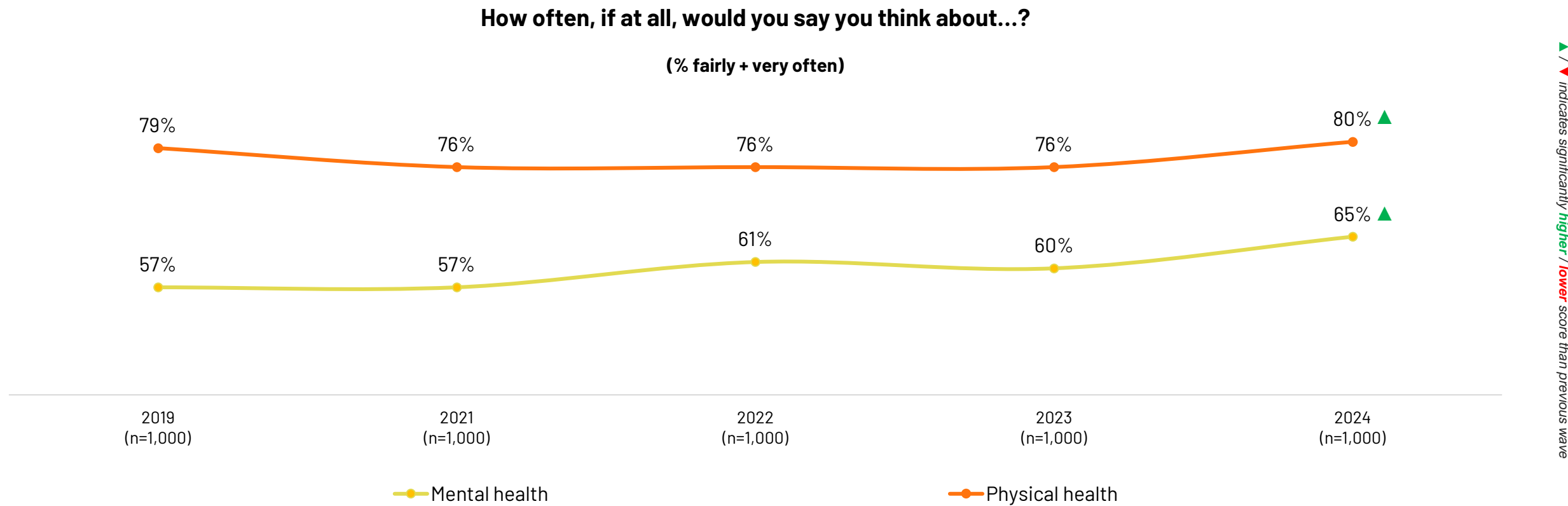
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024





THINKING ABOUT MENTAL & PHYSICAL HEALTH OVER TIME

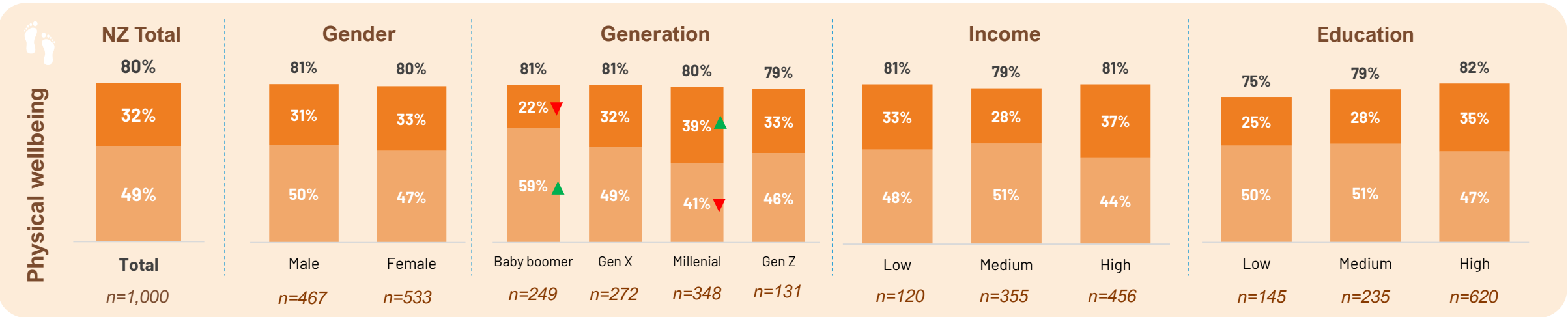
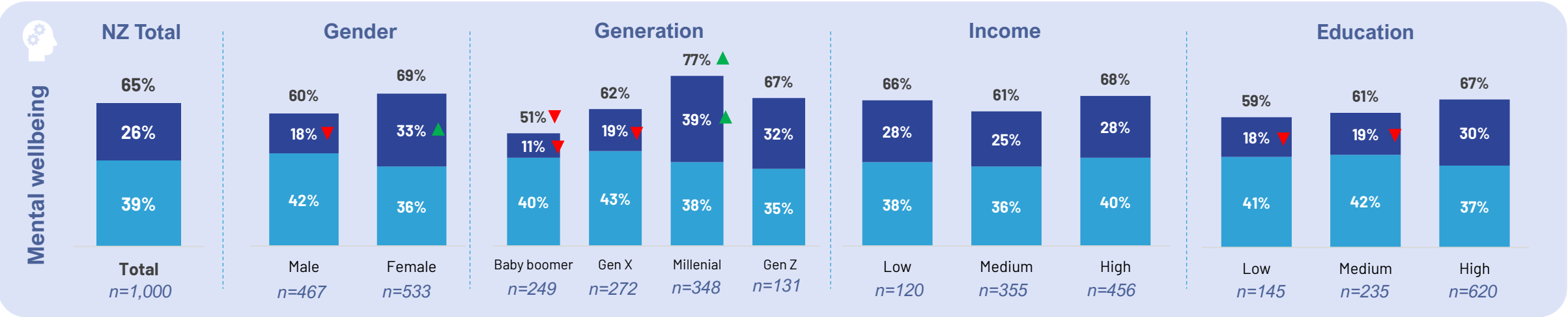
While the gap in the frequency New Zealanders think about their physical and mental wellbeing has remained relatively stable since 2022, New Zealanders are thinking about their physical and mental health significantly more often compared to last year.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY DEMOGRAPHICS

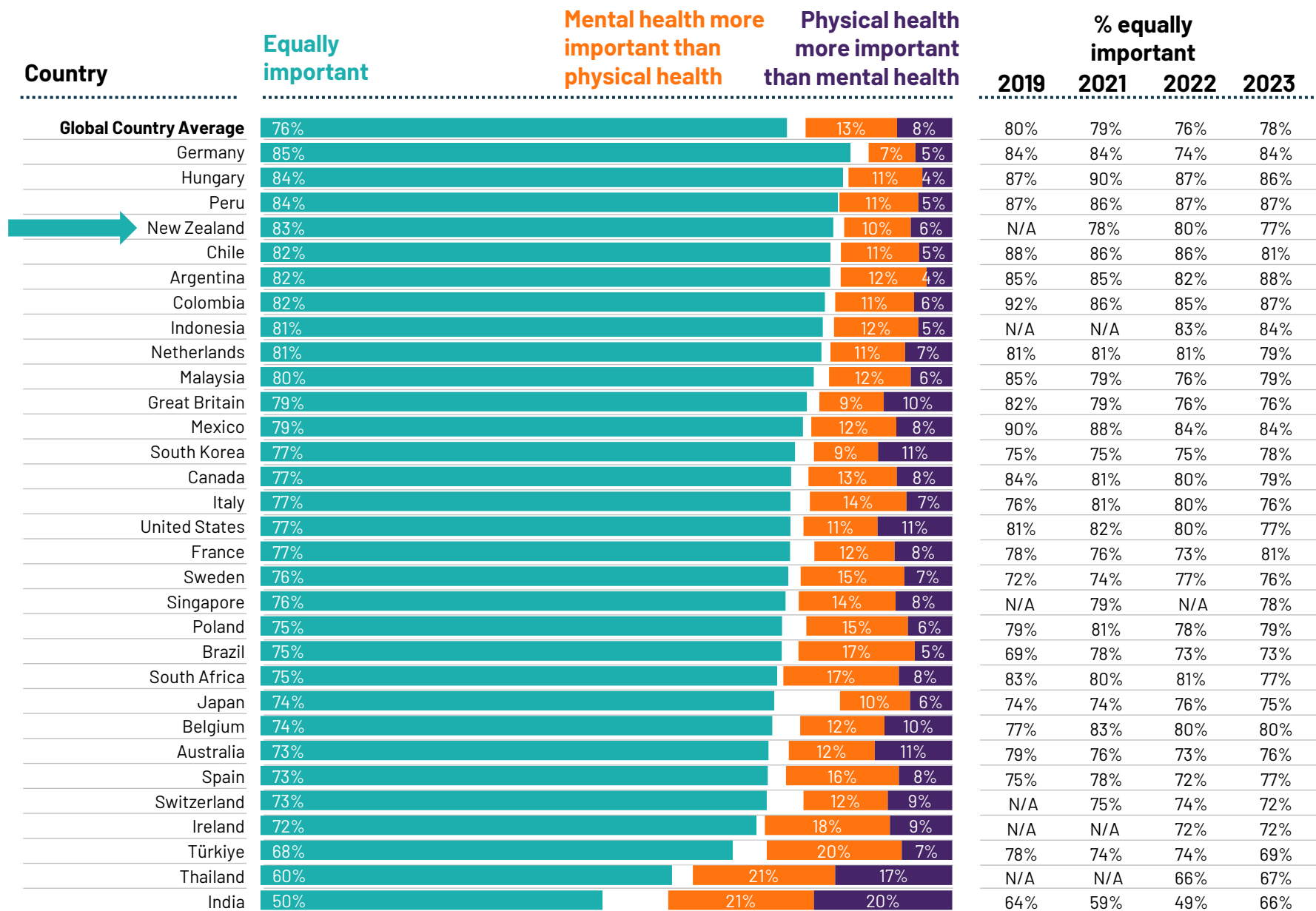
Millennials are significantly more likely to think about their mental wellbeing often, while baby boomers consider their mental wellbeing significantly less frequently than other demographics.



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

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

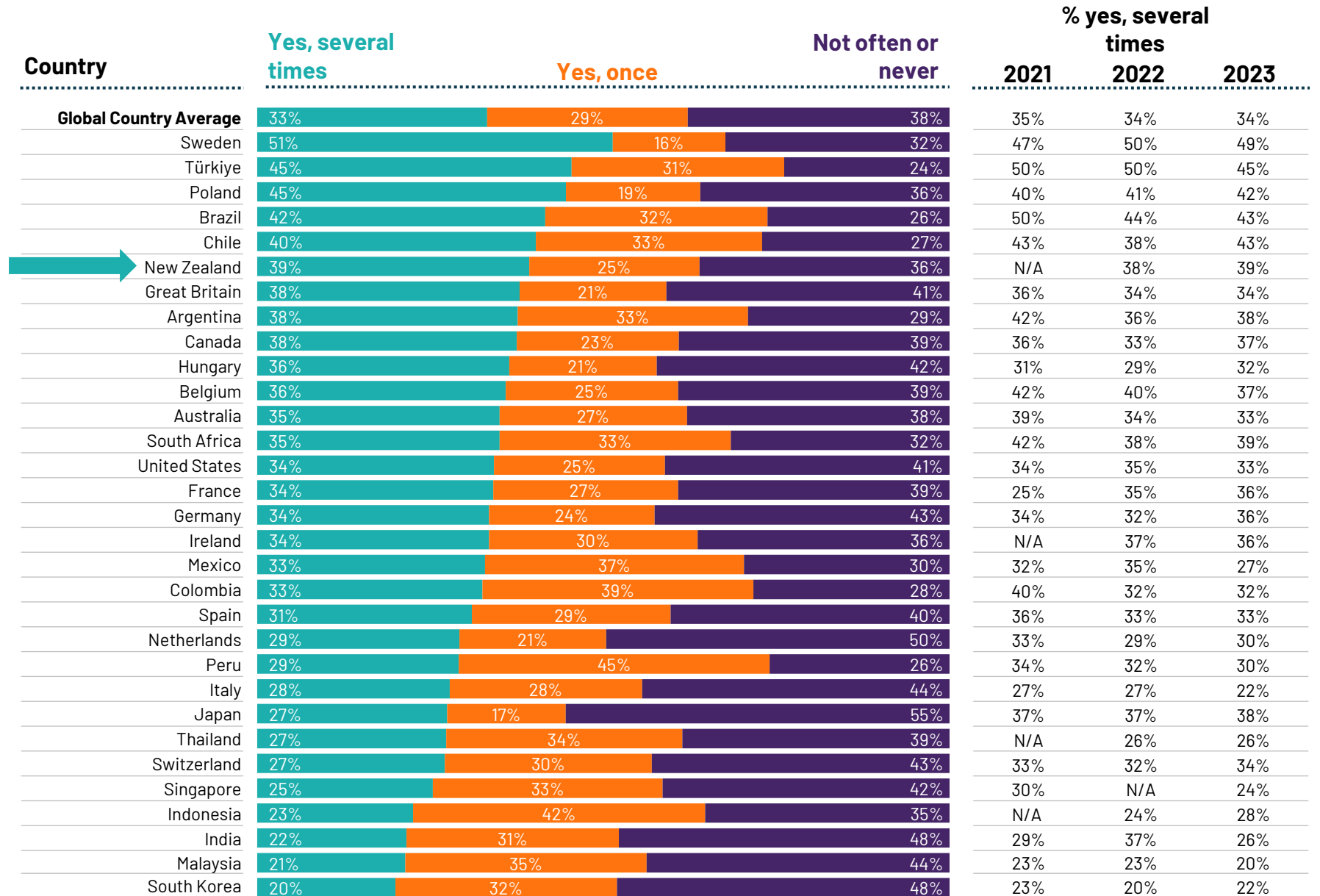
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



During the past year have you ever...?

Felt stressed to the point where it had an impact on how you live your daily life

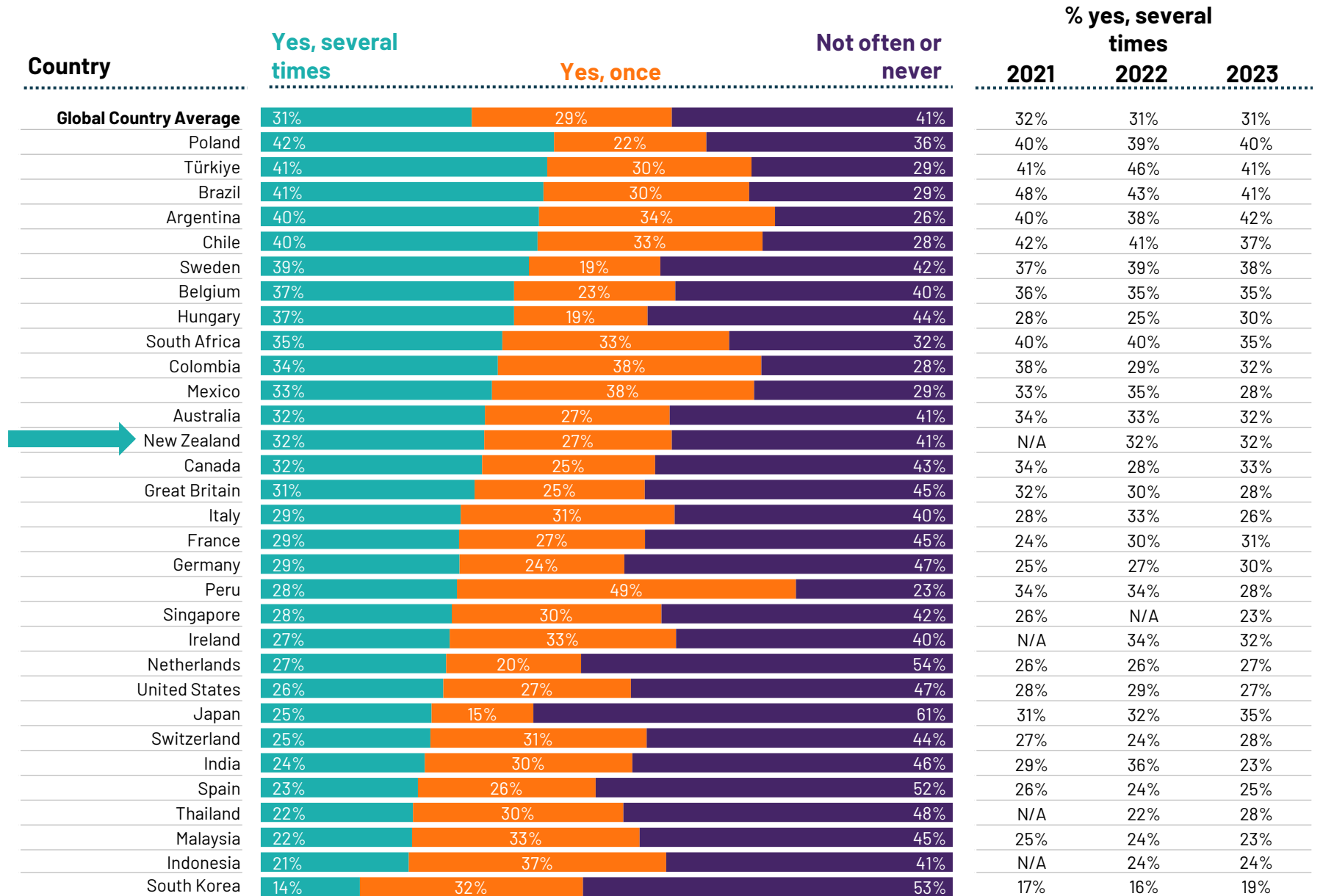
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



During the past year have you ever...?

Felt stressed to the point where you felt like you could not cope / deal with things

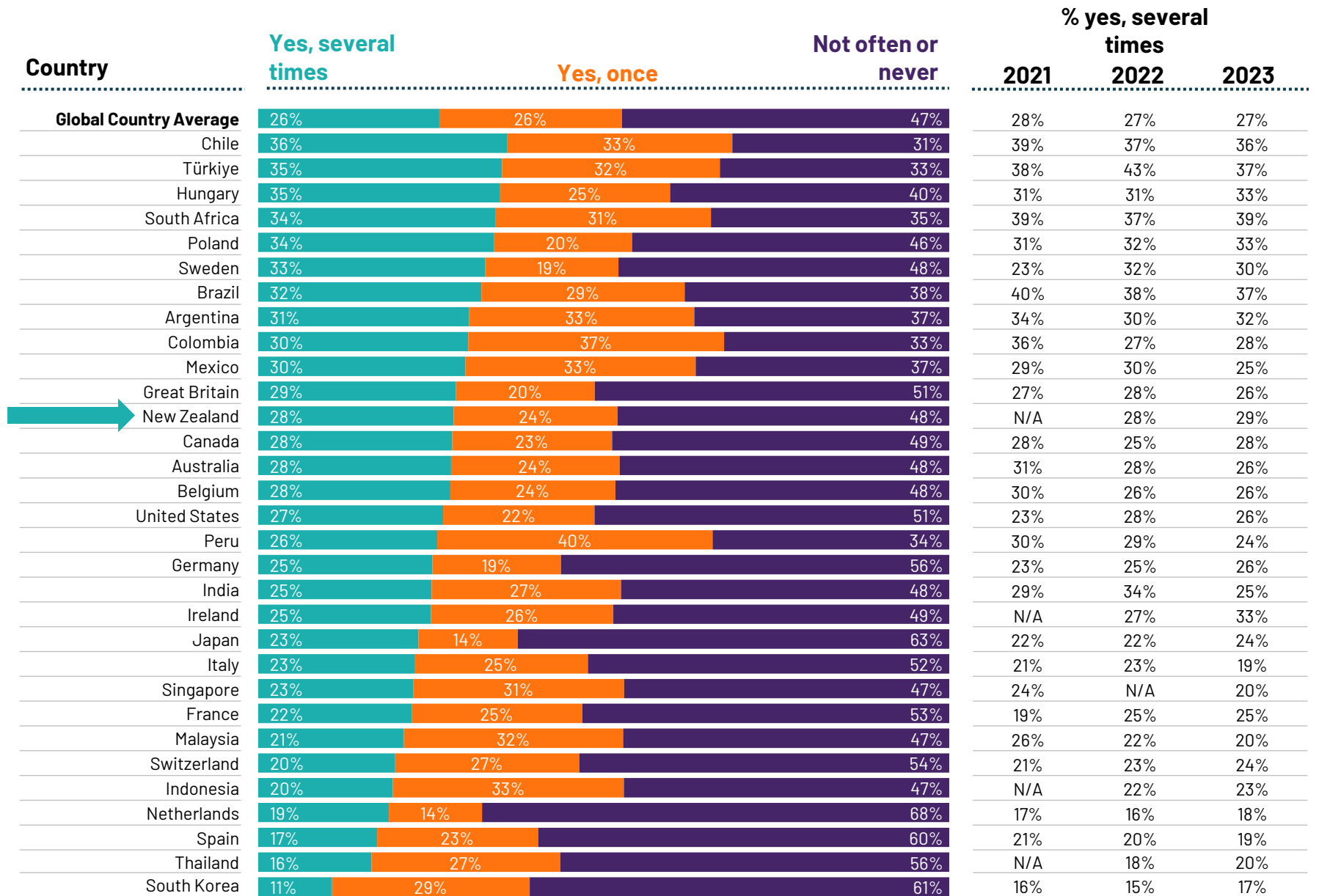
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



During the past year have you ever...?

Felt depressed to the point that you felt sad or hopeless almost every day for a couple of weeks or more

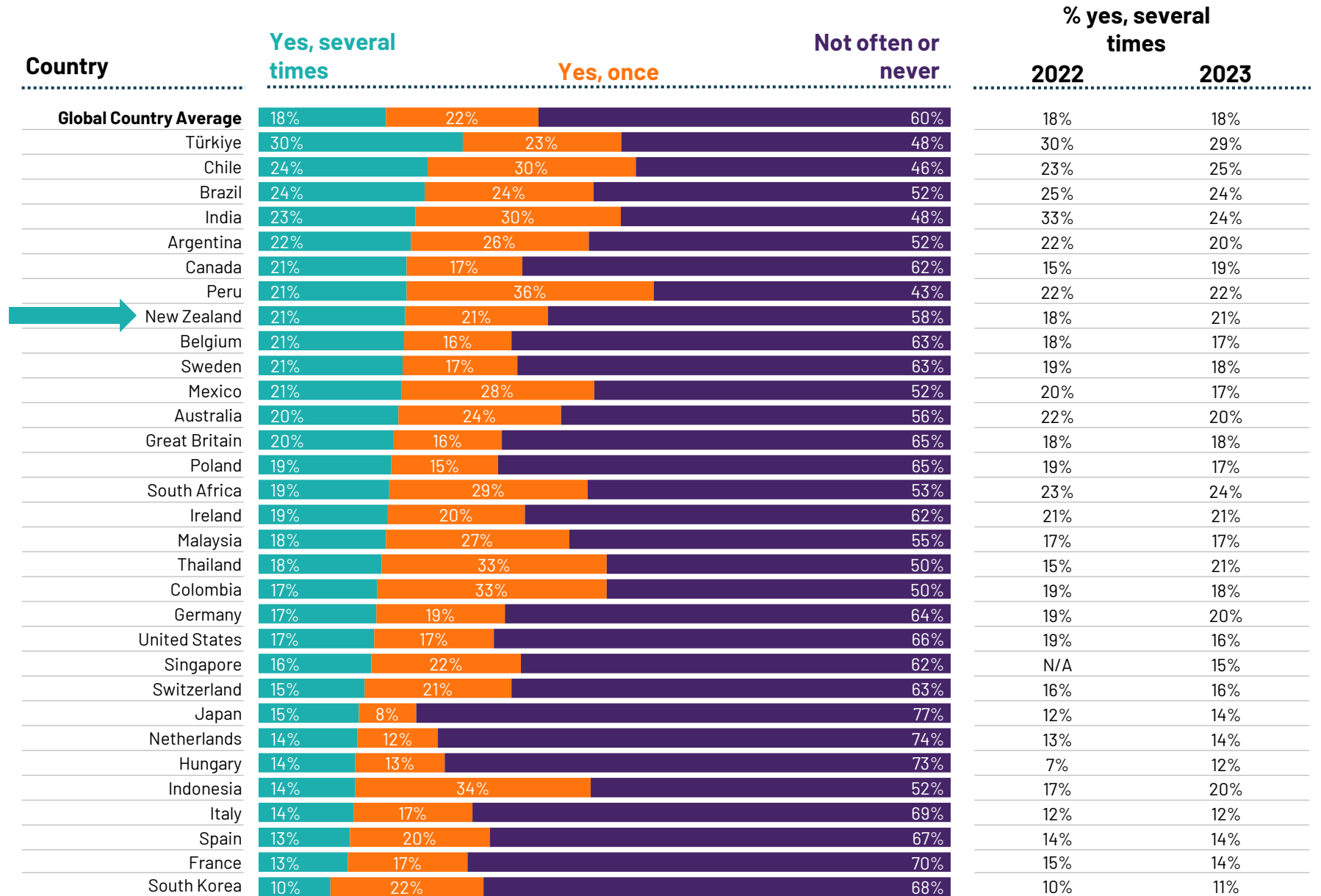
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



During the past year have you ever...?

Felt stressed to the point you could not go to work for a period of time

Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024



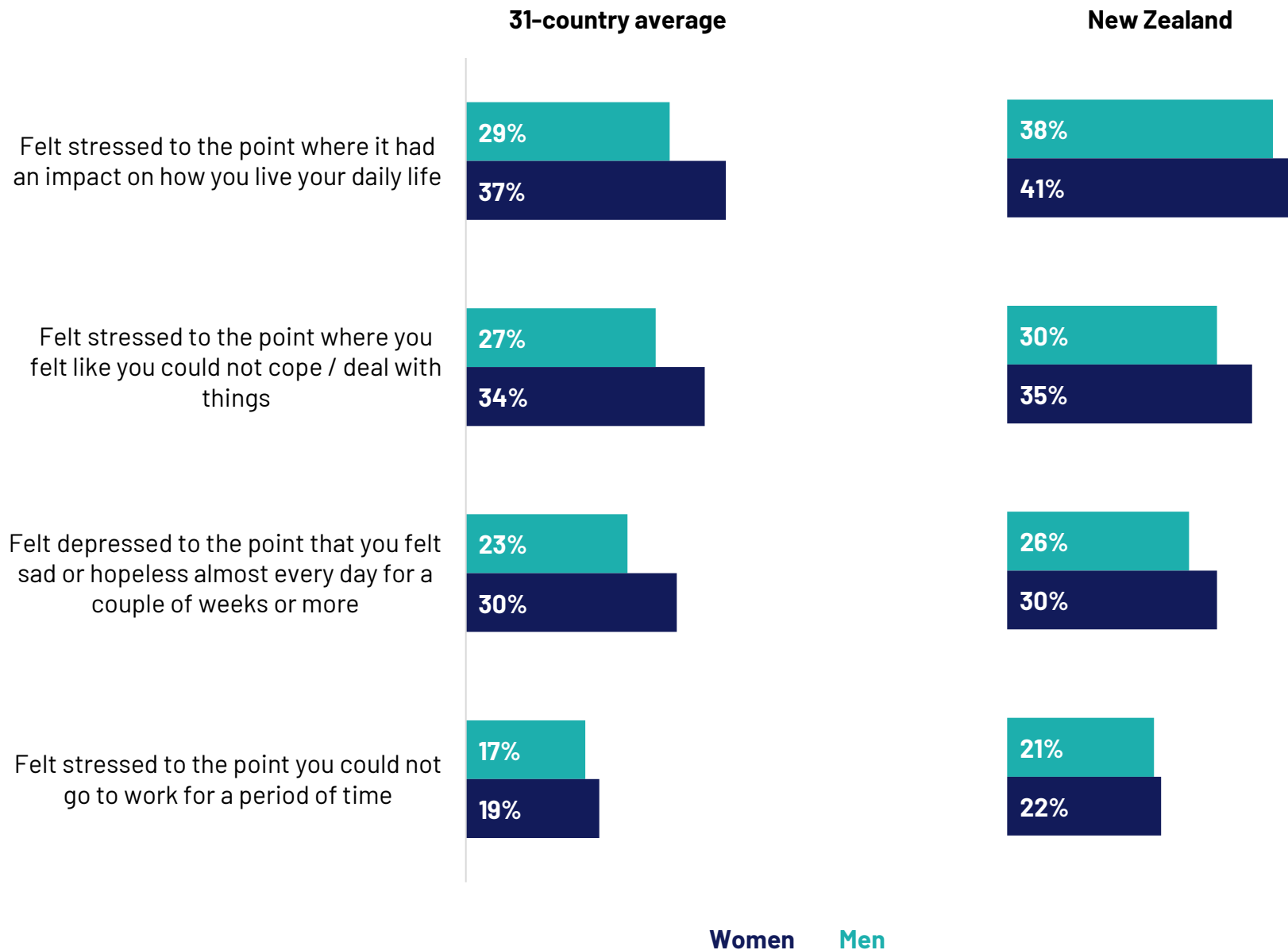
During the past year have you ever...?

(31 country average + NZ data)

% Yes, several times

The gap between genders seen in global data is not as evident in New Zealand.

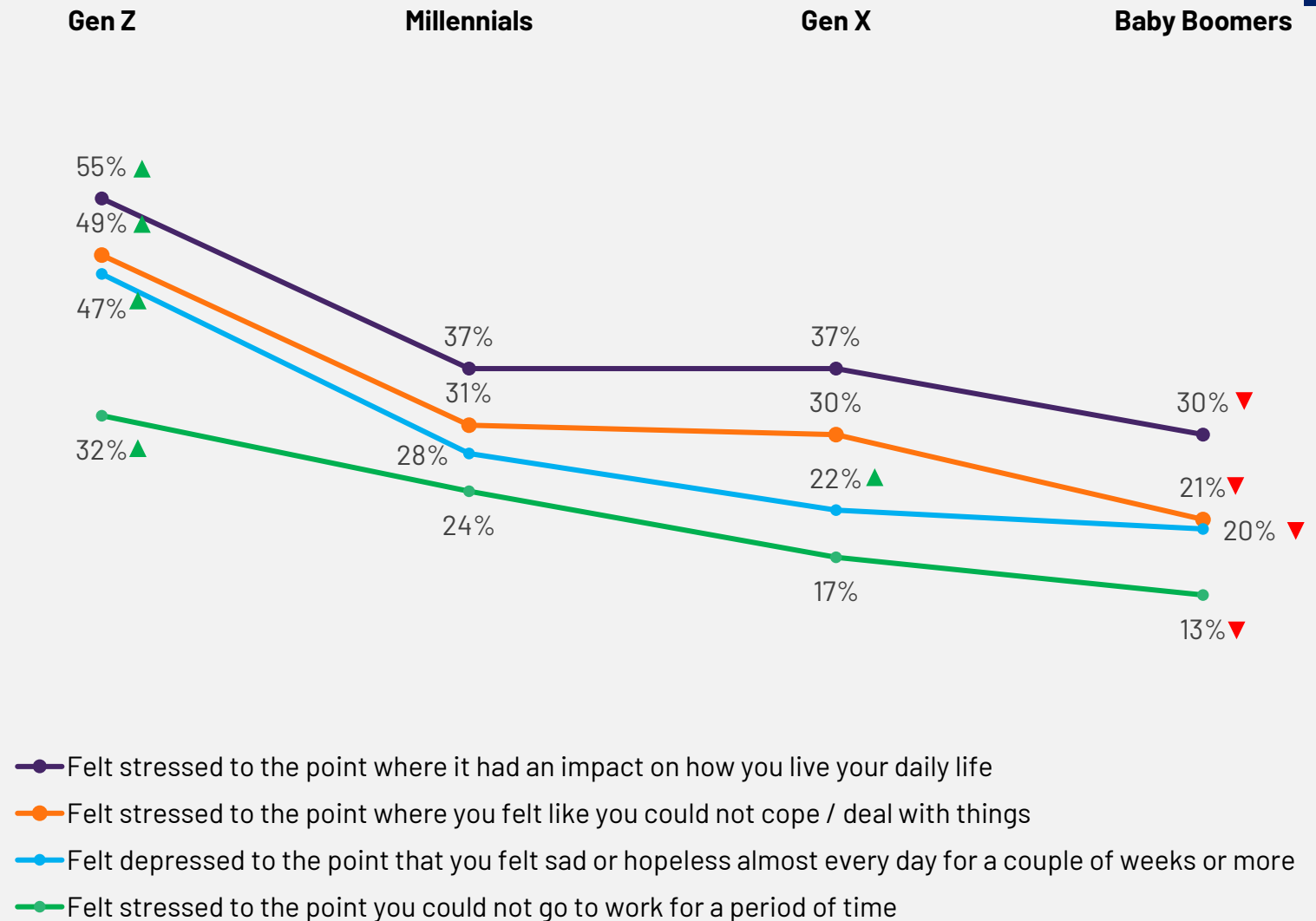
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July–9 August 2024





Felt stressed to the point ...
(% yes, several times)

Base: 1,000 online adults under the age of 75 in New Zealand, interviewed 26 July–9 August 2024



Methodology



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 26 and Friday, August 9, 2024. For this survey, Ipsos interviewed a total of 23,667 adults aged 18 years and older in India, 18–74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, 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 1,500 individuals each in Germany and Brazil, and 1,000 individuals each in Australia, Canada, France, Great Britain, Italy, Japan, New Zealand, Spain, and the US, and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. 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 US 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 Türkiye 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.

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 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

For more information

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