

# MENTAL HEALTH IN NEW ZEALAND

A hand is shown from the wrist up, palm facing up, holding a glowing, wireframe brain. The background is a sunset sky with a sun low on the horizon. A network of white dots connected by lines is overlaid on the sky, particularly around the brain. A blue diagonal stripe runs from the top left corner.

**An Ipsos Global Advisor Survey  
December 2019**

**GAME CHANGERS**



# MENTAL HEALTH SURVEY

## *Background Information*

A total of 561 New Zealanders aged 18–74 answered questions about mental health in our November Global Advisor survey which ran from 1 to 12 November 2019.

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 or mental health condition for respondents as *an illness or condition that affects a person's thoughts, feelings or behaviour*.

New Zealand data is presented alongside international data collected from 23 August to 6 September 2019, from a total of 20,030 interviews conducted with participants from 29 other countries.

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 NZ

## Background Information

### WELLBEING BUDGET 2019

On 8 September 2019, the New Zealand government announced its first major investment into mental health for 2019.



***For too long, mental health has been neglected. We know there's huge need out there for mental health support – that's why we made investing in mental health such a priority in the Wellbeing Budget.***

Jacinda Ardern, NZ Prime Minister



*We need to make it easier for people to get help early, so that we can **prevent small issues becoming major problems**. That's what these services are designed to do. Having a mental health worker on hand when people turn up at primary care in distress means there is support available immediately.*

David Clark, NZ Minister for Health

# MENTAL HEALTH IN NEW ZEALAND

*The Media Context: What was making New Zealand news around the survey fieldwork?*

Young Cantabrians bemoan 'appalling' wait times for mental health support

stuff.co.nz – 9 Nov 2019

health

More people asking for help, but we still need to do better with mental health

stuff.co.nz – 8 Nov 2019

NEW ZEALAND / HEALTH

**Movember charity calls for after work 'happy hour' for mental health**

rnz.co.nz – 5 Nov 2019

**Rural health commissioner needed to address healthcare 'crisis'**

newshub.co.nz – 5 Nov 2019

NEW ZEALAND / HEALTH

**Rising rates of youth hospitalised after self-harming**

rnz.co.nz – 6 Nov 2019

**Use of antidepressants among teenagers rises 83 per cent in nine years**

stuff.co.nz – 8 Nov 2019

# KEY FINDINGS



New Zealanders are **more likely to think of their physical wellbeing** than their mental wellbeing



**Women** tend to think about their mental wellbeing more often than men



**Younger New Zealanders** are more likely to think about their mental health often



New Zealand has one of the highest rates of agreement that **mental illness is an illness like any other**



**Relationships with friends and family** are seen as having the biggest effect on mental wellbeing, followed by **finances** and **work-life balance**



**Finances** have the biggest effect on mental health for those aged 35–49 years



**Sleep** has a more significant effect on mental health for women than men



Only **20%** New Zealanders believe that physical wellbeing and mental wellbeing are **given equal importance** in the current healthcare system

# ATTITUDES TOWARDS MENTAL HEALTH IN NEW ZEALAND

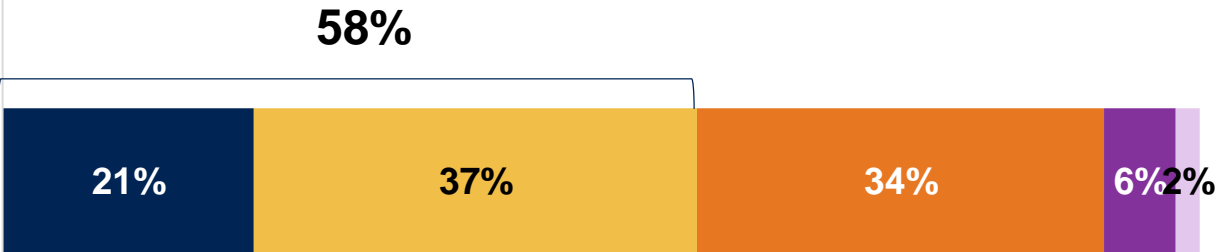
# THINKING ABOUT MENTAL AND PHYSICAL WELLBEING

*New Zealanders are more likely to think about their physical wellbeing than their mental wellbeing*

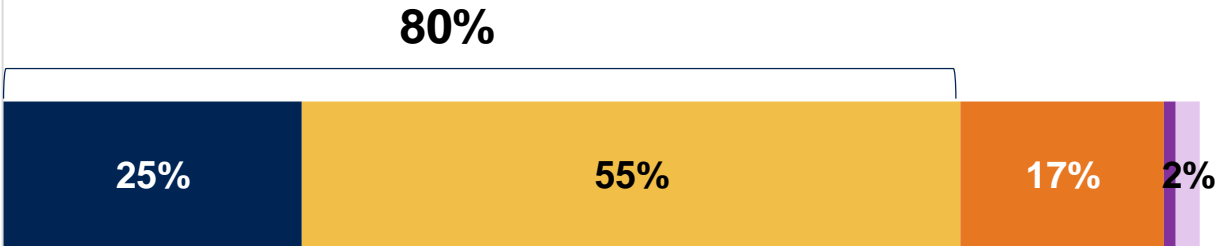
80% of New Zealanders often think about their physical wellbeing (very often + fairly often) compared to only 58% who often think about their mental wellbeing.



  
Your own mental wellbeing



  
Your own physical wellbeing



■ Very often   ■ Fairly often   ■ Not very often   ■ Never   ■ Don't know / Prefer not to say

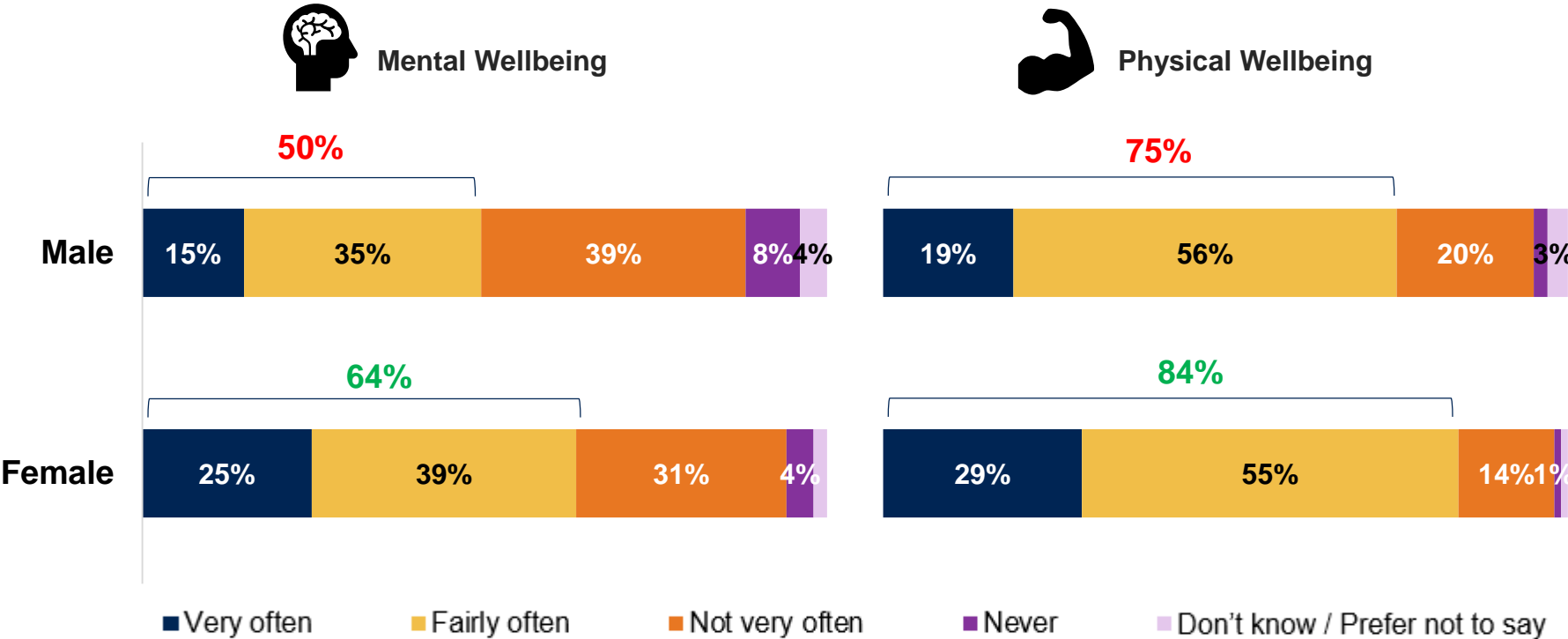
Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing

Base: Nov '19 (n=561)

# MENTAL AND PHYSICAL WELLBEING BY GENDER

*Women are more likely than men to think about both their mental and physical wellbeing*

The gap between men and women widens in regard to thinking about mental wellbeing (14 pts), compared to physical wellbeing (9 pts).



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

**Base:** Nov '19 – Male (n=241), Female (n=318) – excludes those who selected the option non-gender specific

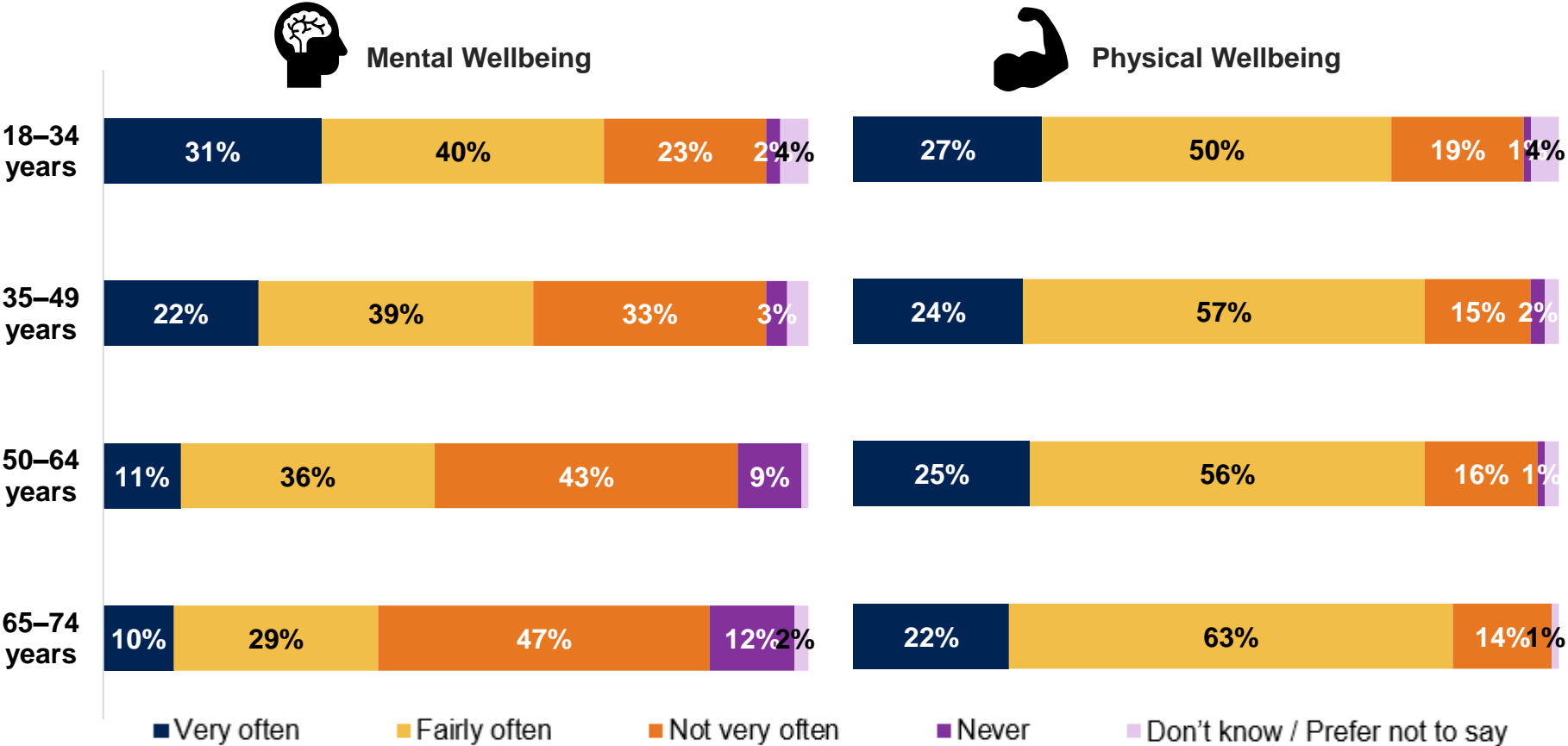
Green / red indicates significantly higher / lower score between genders



# MENTAL AND PHYSICAL WELLBEING BY AGE

*Younger New Zealanders are more likely to think about their mental wellbeing than those in older age groups*

Although all age groups tend to think about their physical wellbeing more often than their mental wellbeing, this is most pronounced for older New Zealanders (39% often thinking about mental wellbeing vs 85% often thinking about physical wellbeing).



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

Base: Nov '19 – 18-34 years (n=186); 35-49 years (n=163); 50-64 years (n=142); 65-74 years (n=70)

# FACTORS AFFECTING MENTAL WELLBEING

# TOP-THREE FACTORS AFFECTING MENTAL WELLBEING

*Half of all New Zealanders consider their relationships with friends and family to have the biggest effect on their mental wellbeing, followed by finances and job or work–life balance*

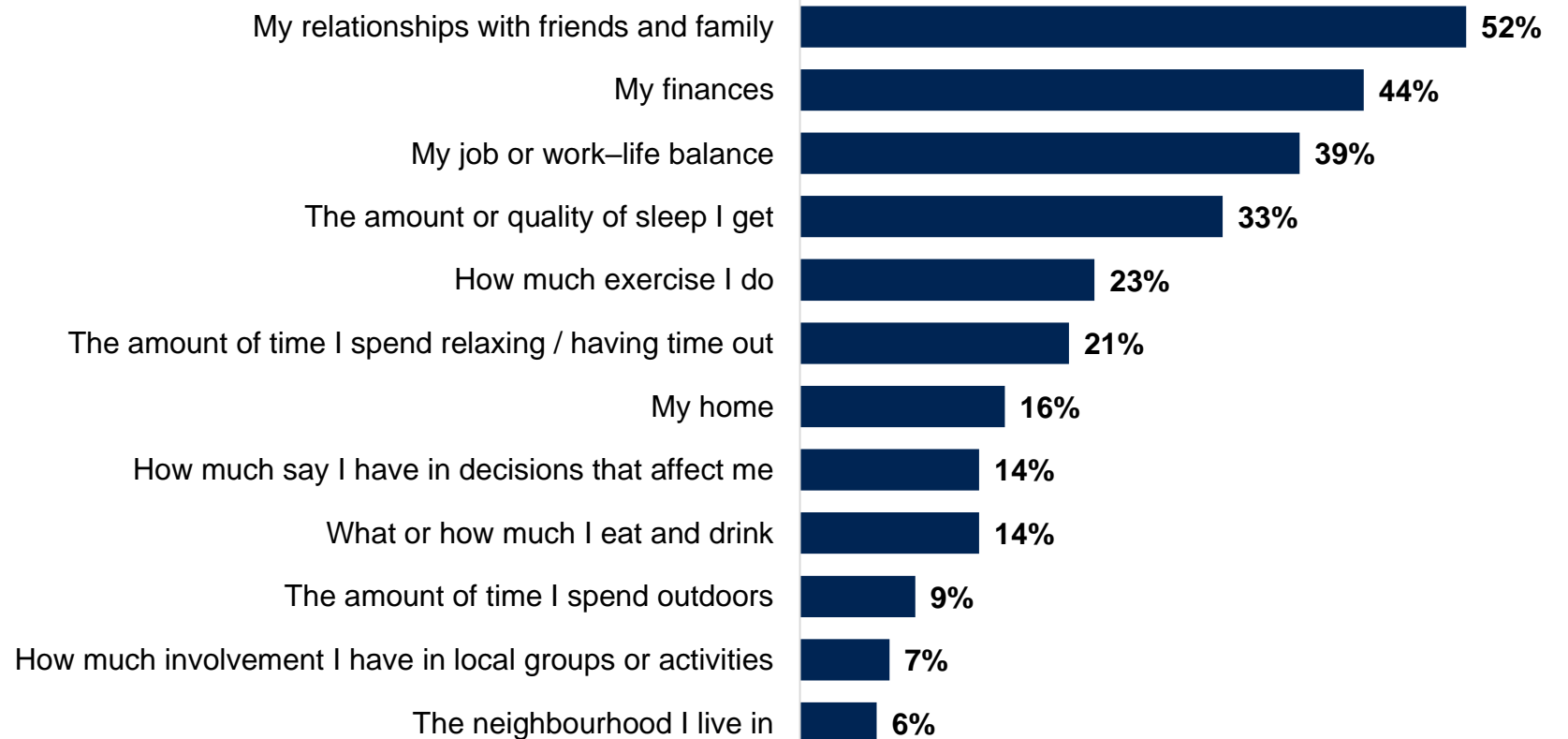


Q: Which, if any, do you think have the biggest effect on your mental wellbeing?

Base: Nov '19 (n=561)

# FACTORS AFFECTING MENTAL WELLBEING

*After relationships, finances and work–life balance, sleep and exercise have the next biggest effect on the mental wellbeing of New Zealanders*



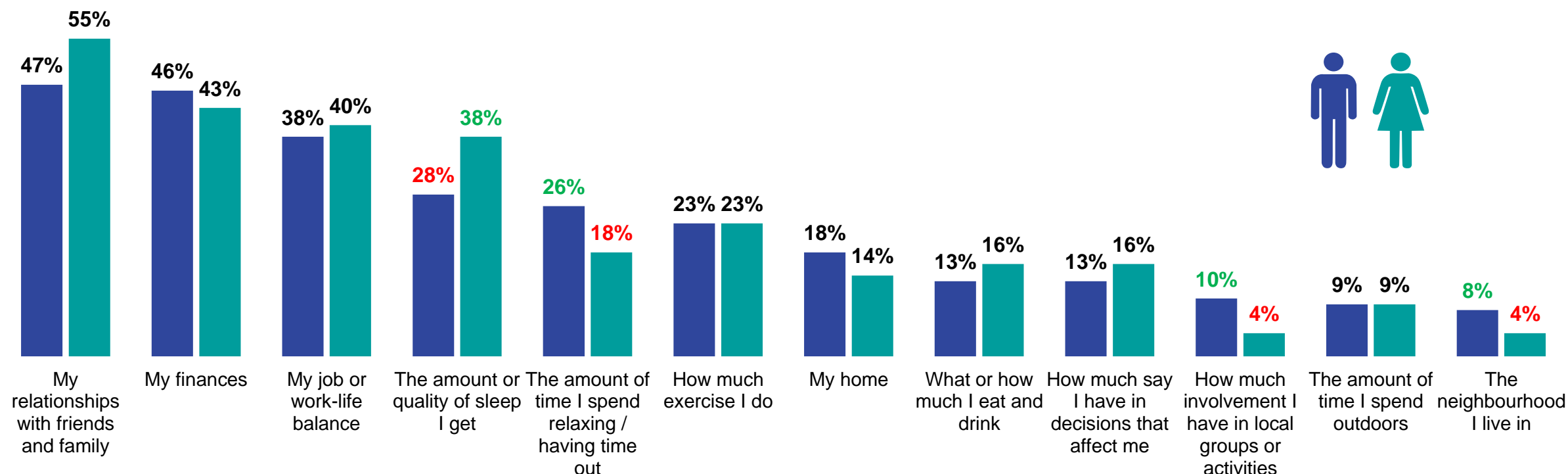
Q: Which, if any, do you think have the biggest effect on your mental wellbeing?

Base: Nov '19 (n=561)



# FACTORS AFFECTING MENTAL WELLBEING BY GENDER

*Women perceive the effect of sleep to be one of the key factors. Men are impacted equally by relationships and finances. Men also tend to be impacted more than women by time spent relaxing, local group work and their neighbourhood*



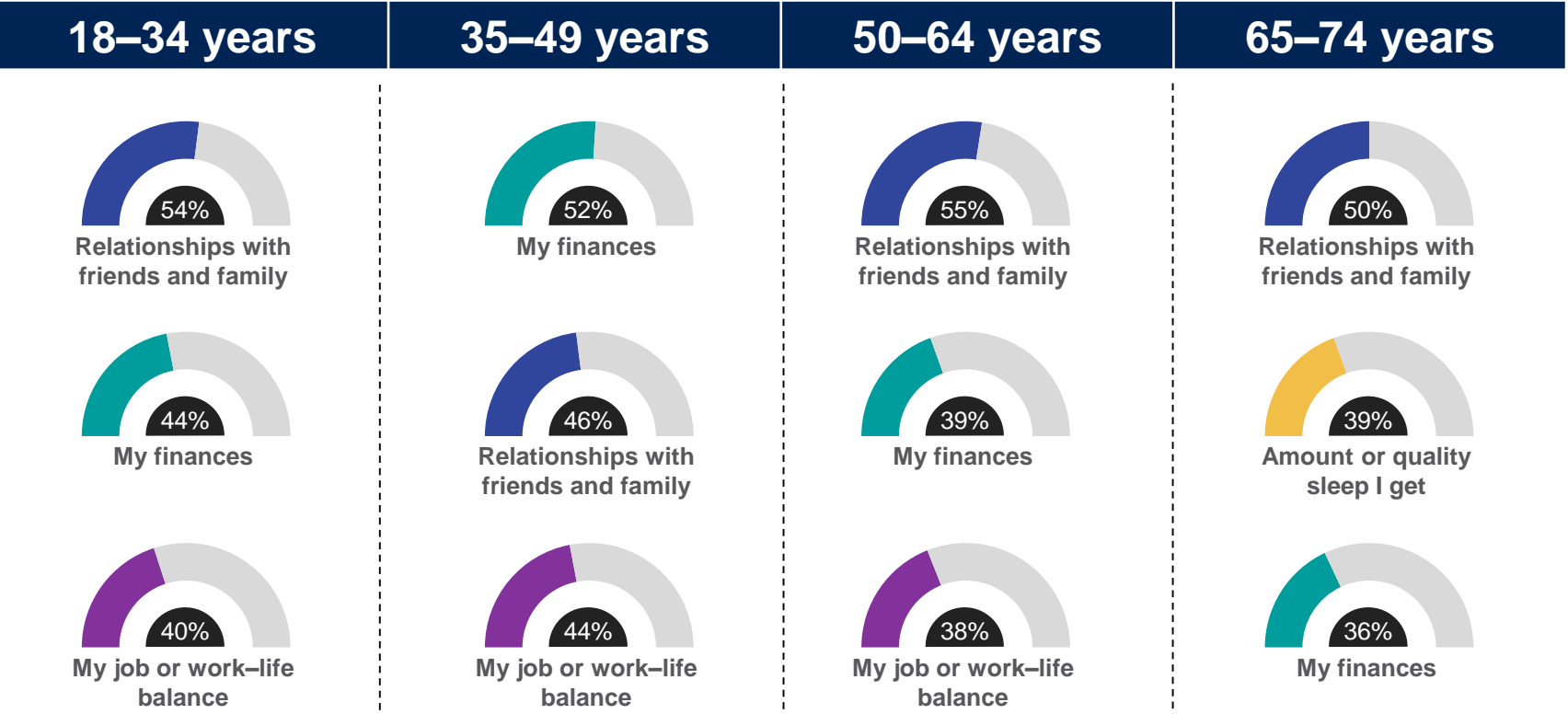
Q: Which, if any, do you think have the biggest effect on your mental wellbeing?

Base: Nov '19 (n=561) – Male (n=241), Female (n=318)

Green / red indicates significantly higher / lower score between genders

# TOP-3 FACTORS AFFECTING MENTAL WELLBEING BY AGE

Interpersonal relationships *and* finances are top factors across all age groups



Compared to other age groups, New Zealanders aged 35–49 consider their *finances* to have the greatest impact on their mental wellbeing.

*Quality of sleep* is the second most commonly mentioned factor amongst 65-74-year-olds, higher than *finances*. This is the only age group where *sleep* makes the top three.

New Zealanders aged 50+ are significantly more likely than younger New Zealanders to place importance on *having a say in decisions that affect them*.

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

Base: Nov '19 (n=561) – 18–34 years (n=186); 35–49 years (n=163); 50–64 years (n=142); 65–74 years (n=70)

# ATTITUDES TO MENTAL HEALTH AROUND THE WORLD

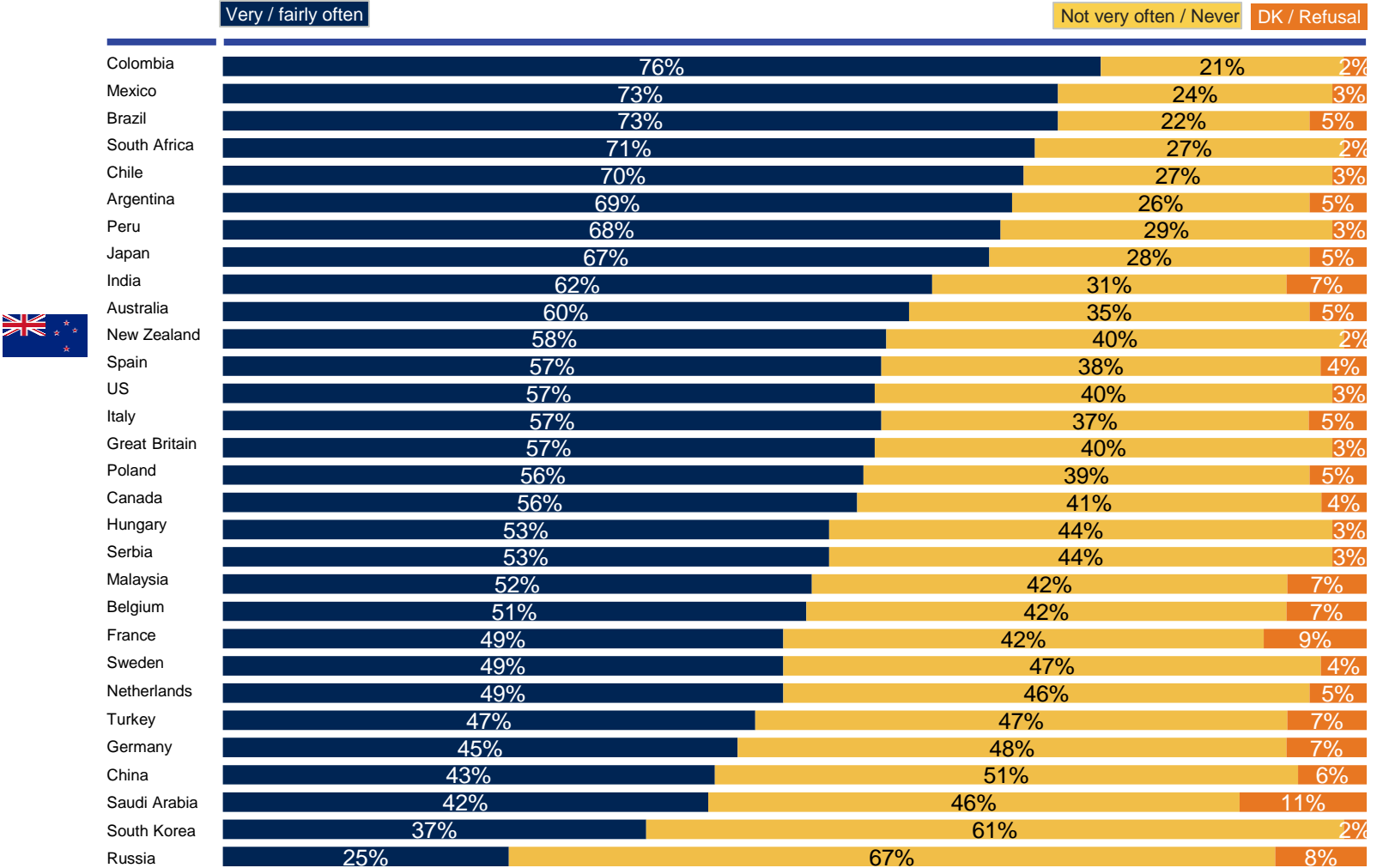
A large, dark silhouette of a human head in profile, facing right. The interior of the head is filled with numerous crumpled pieces of paper in various shades of blue, grey, and white. The crumpled paper is also scattered outside the head, filling the background. The overall image conveys a sense of mental clutter, stress, or the complexity of mental health.

# The proportion of New Zealanders who often think about their own mental wellbeing is similar to Australia, Great Britain and the US

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

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40% of New Zealanders do not think about their mental wellbeing very often, or at all.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)

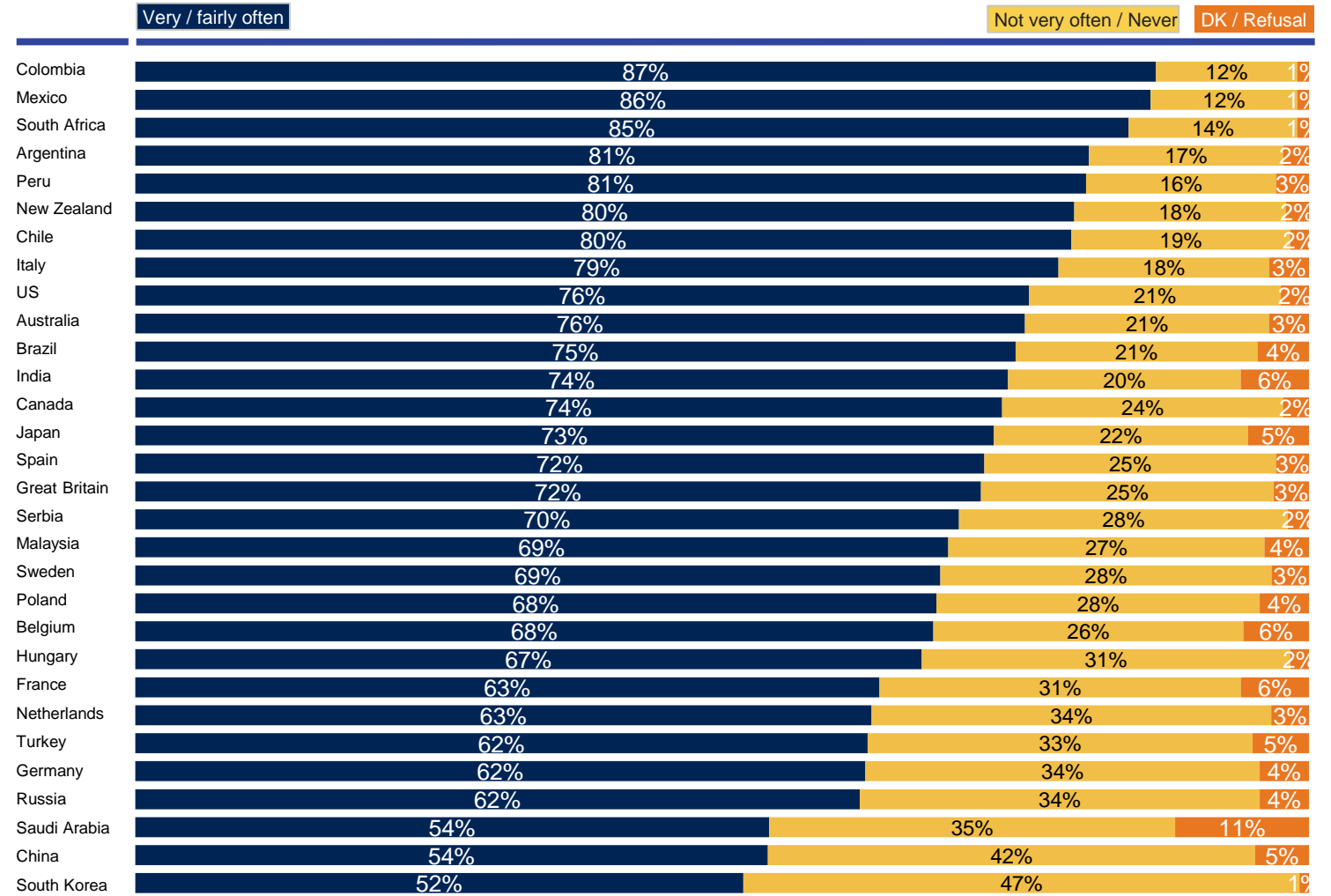




# Compared to many other countries, New Zealanders have a fairly high focus on physical wellbeing

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

Only 18% of New Zealanders do not think about their physical wellbeing very often, or at all. This is lower compared to most other countries.

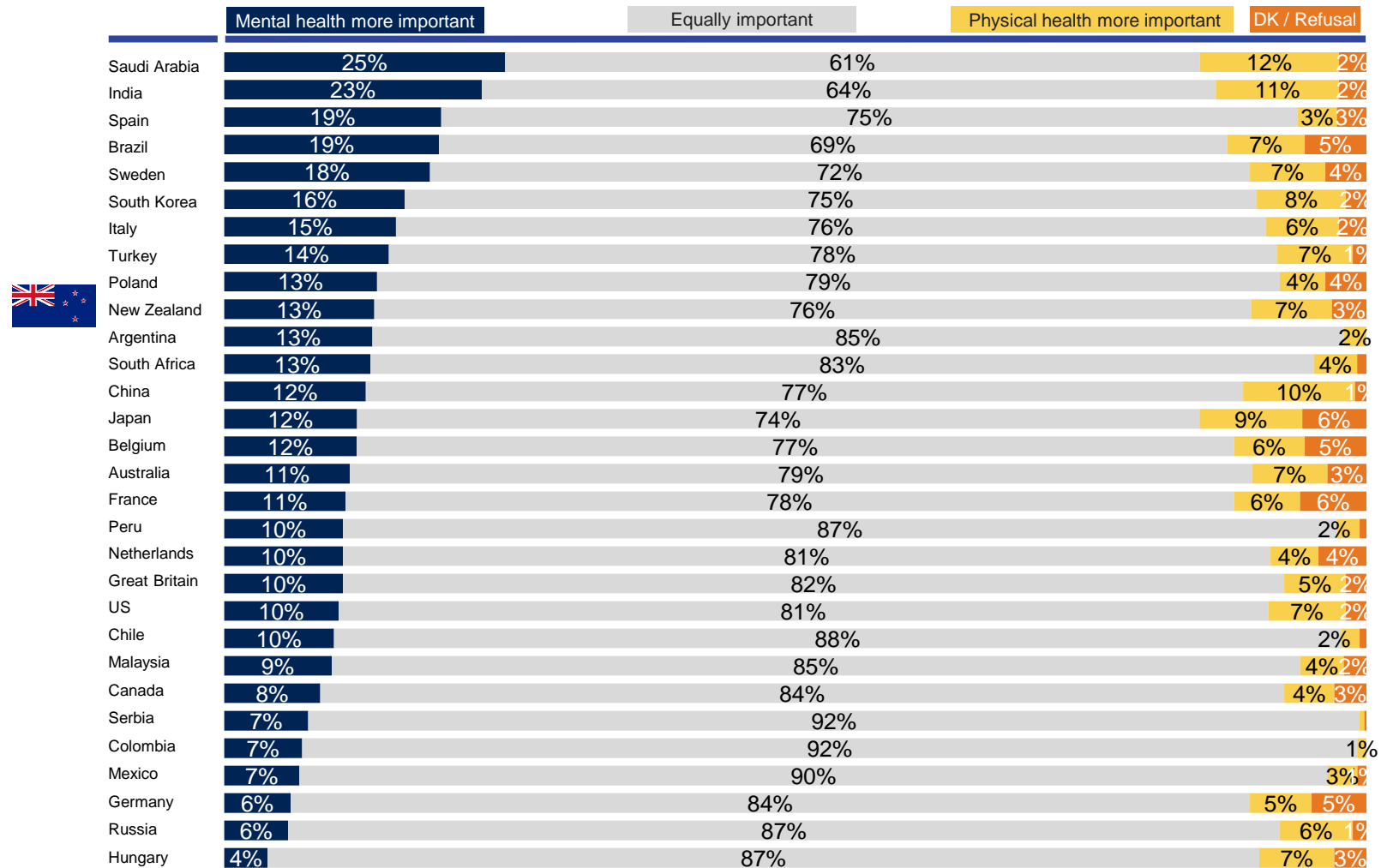


**Base:** n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov '19 (n=561)

# The majority believe that mental health and physical health are equally important across all countries

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

Almost twice as many New Zealanders think that mental health is more important (13%) than physical health (7%).

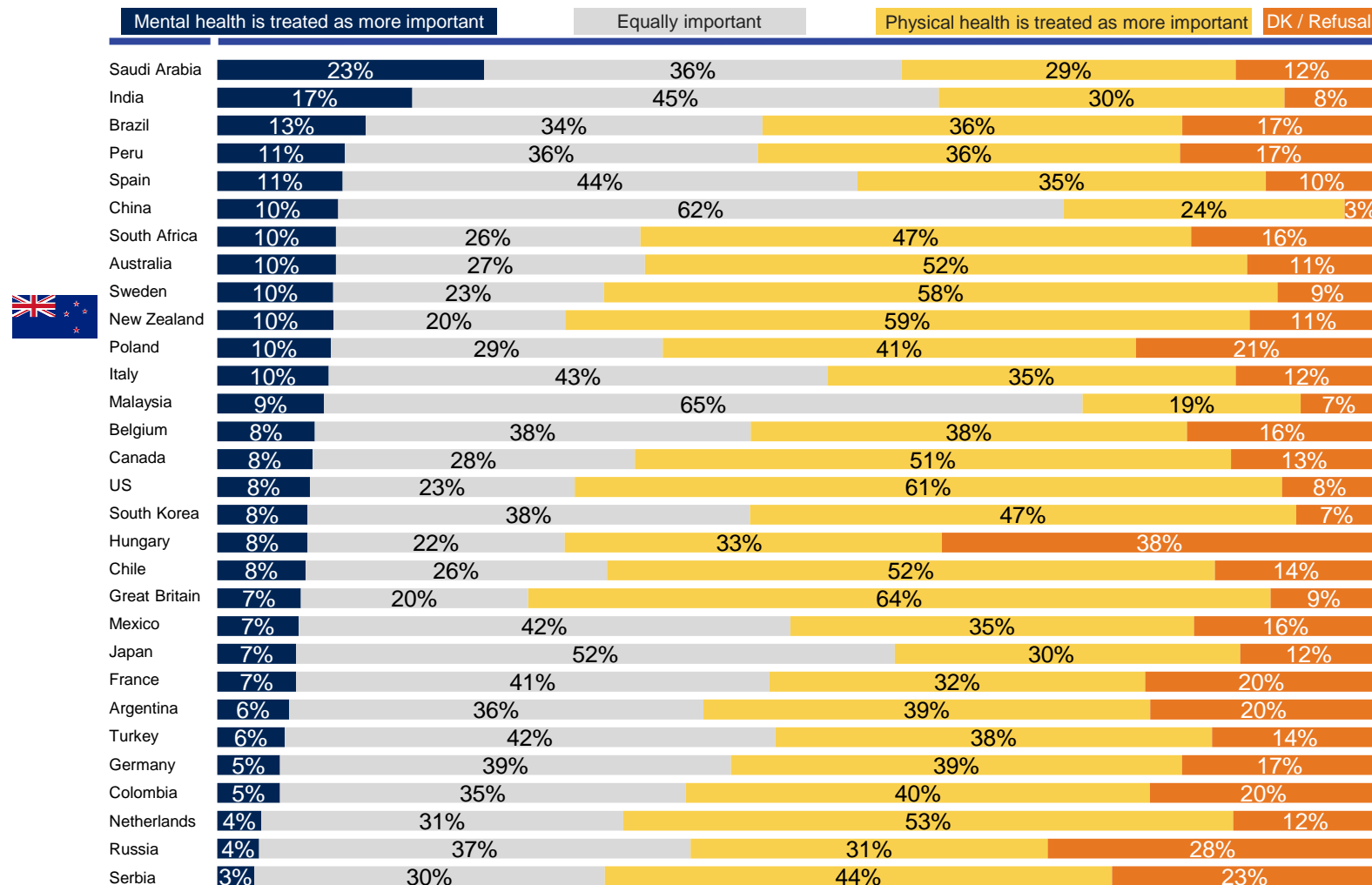


**Base:** n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov '19 (n=561)

# Only 20% of New Zealanders believe that mental health and physical health are treated equally in the healthcare system

**Q:** 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?

The majority of countries believe that physical health is given more importance – this view is most pronounced in Great Britain (64%), the US (61%) and New Zealand (59%).



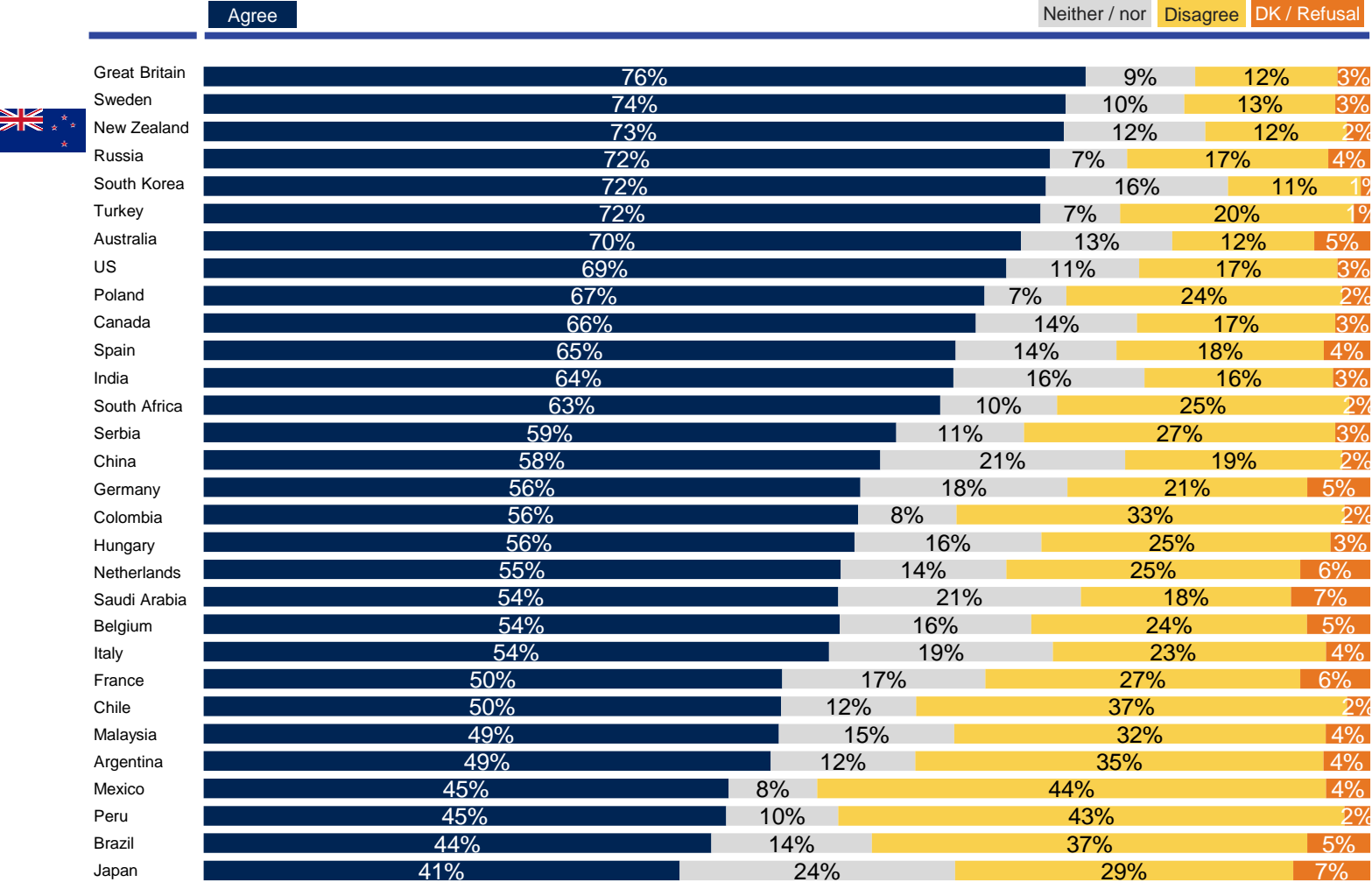
**Base:** n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov '19 (n=561)

# Almost three quarters (73%) of New Zealanders agree that mental illness is an illness like any other



Mental illness is an illness like any other

Of all countries surveyed, Great Britain is most likely to agree that mental illness is an illness like any other, followed closely by Sweden and New Zealand.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)



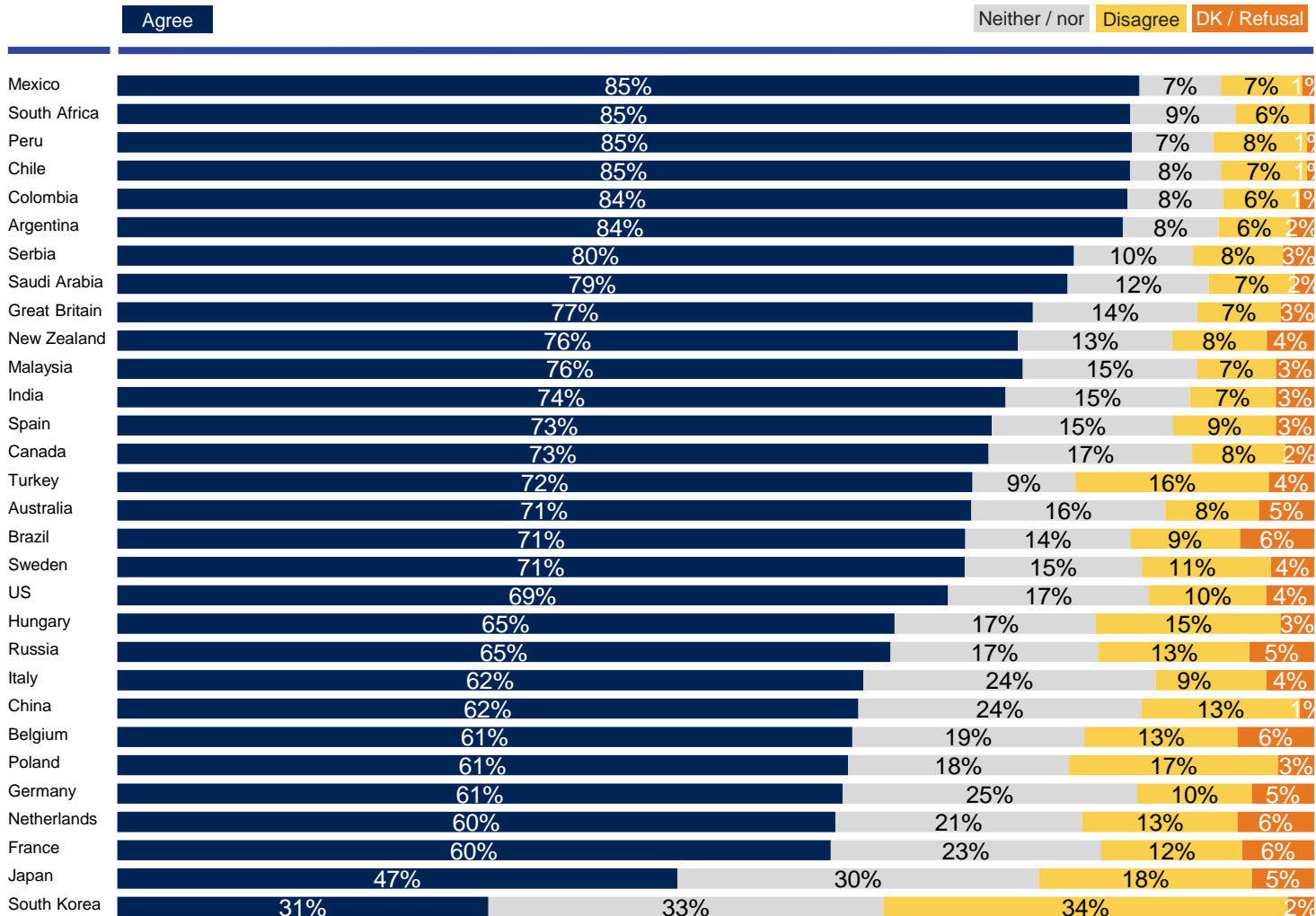


# Three quarters (76%) of New Zealanders agree that society should be more tolerant of people with mental illness



We need to adopt a far more tolerant attitude toward people with mental illness in our society.

Whilst the majority of countries agree with this statement, only a third of people in South Korea, and less than half of people in Japan do so.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)



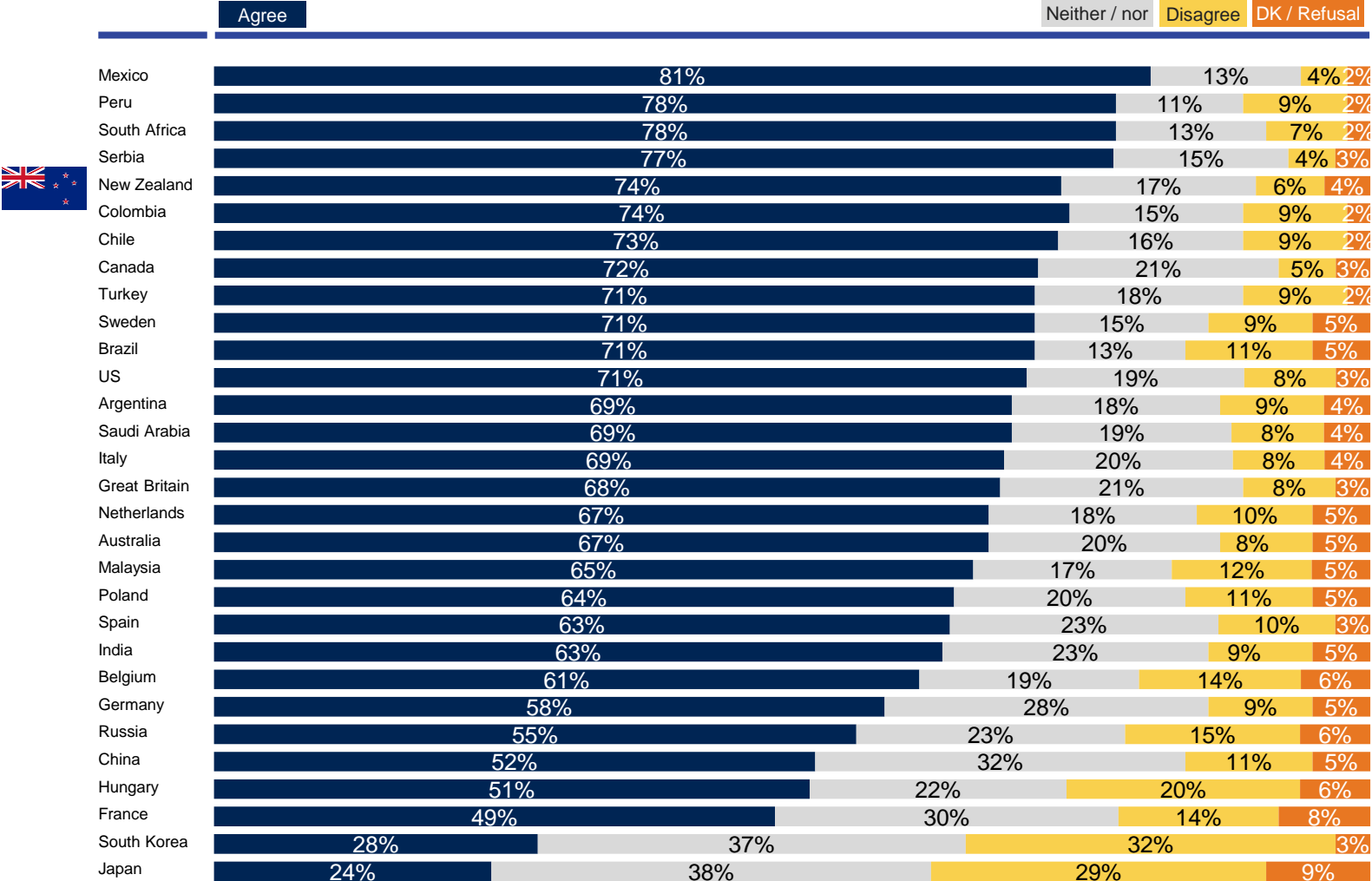
# Three quarters (74%) of New Zealanders agree that seeing a mental health professional is a sign of strength



Seeing a mental health professional is a sign of strength.

Most countries are in agreement that seeing a mental health professional is a sign of strength.

Notably, over a quarter of those in South Korea and Japan do not agree with this statement.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)

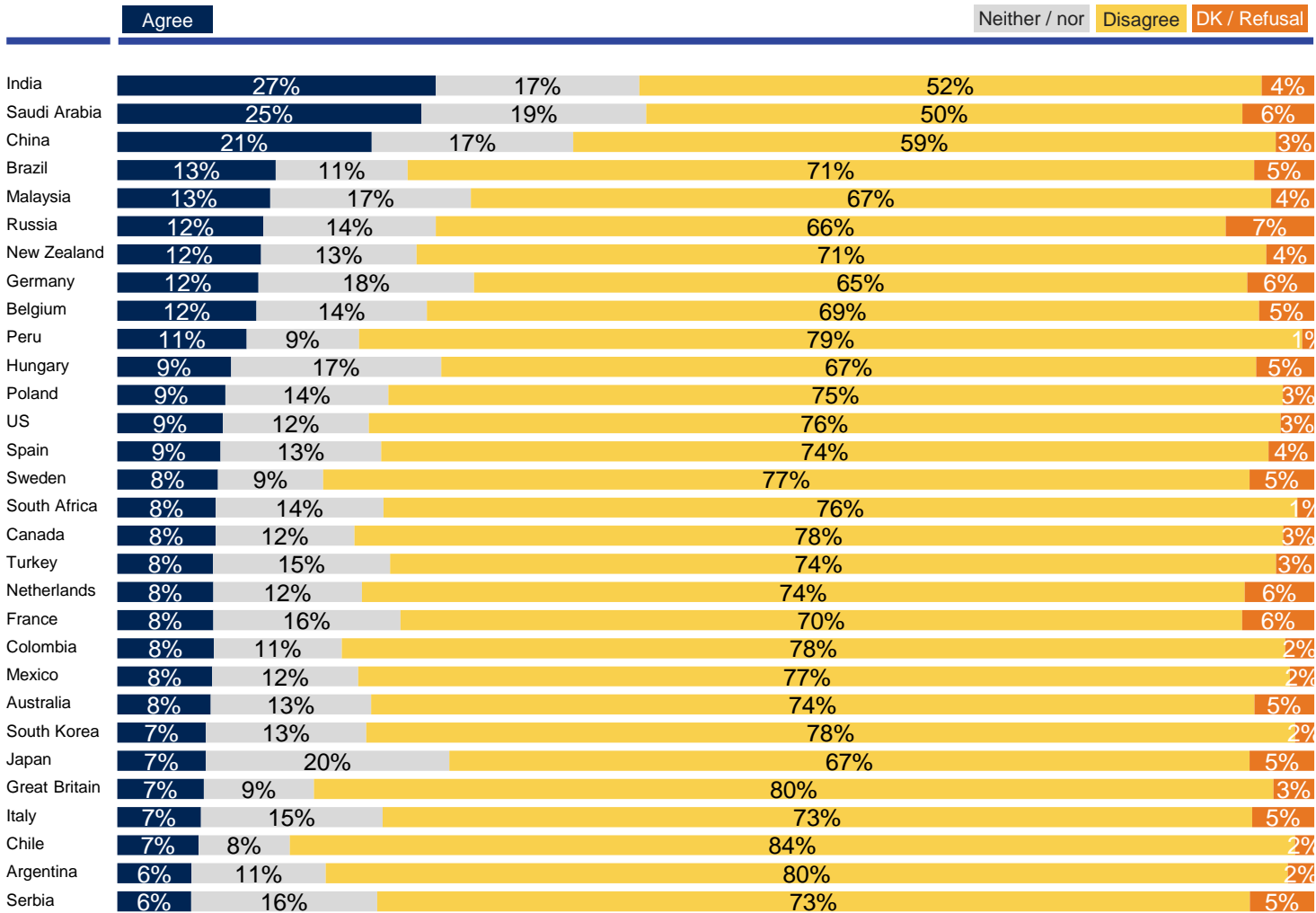


# The majority of New Zealanders (71%) see the value in spending on mental health services



Increased spending on mental health services is a waste of money.

Those in India, Saudi Arabia and China are most likely to agree that increased spending on mental health services is a waste of money.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)



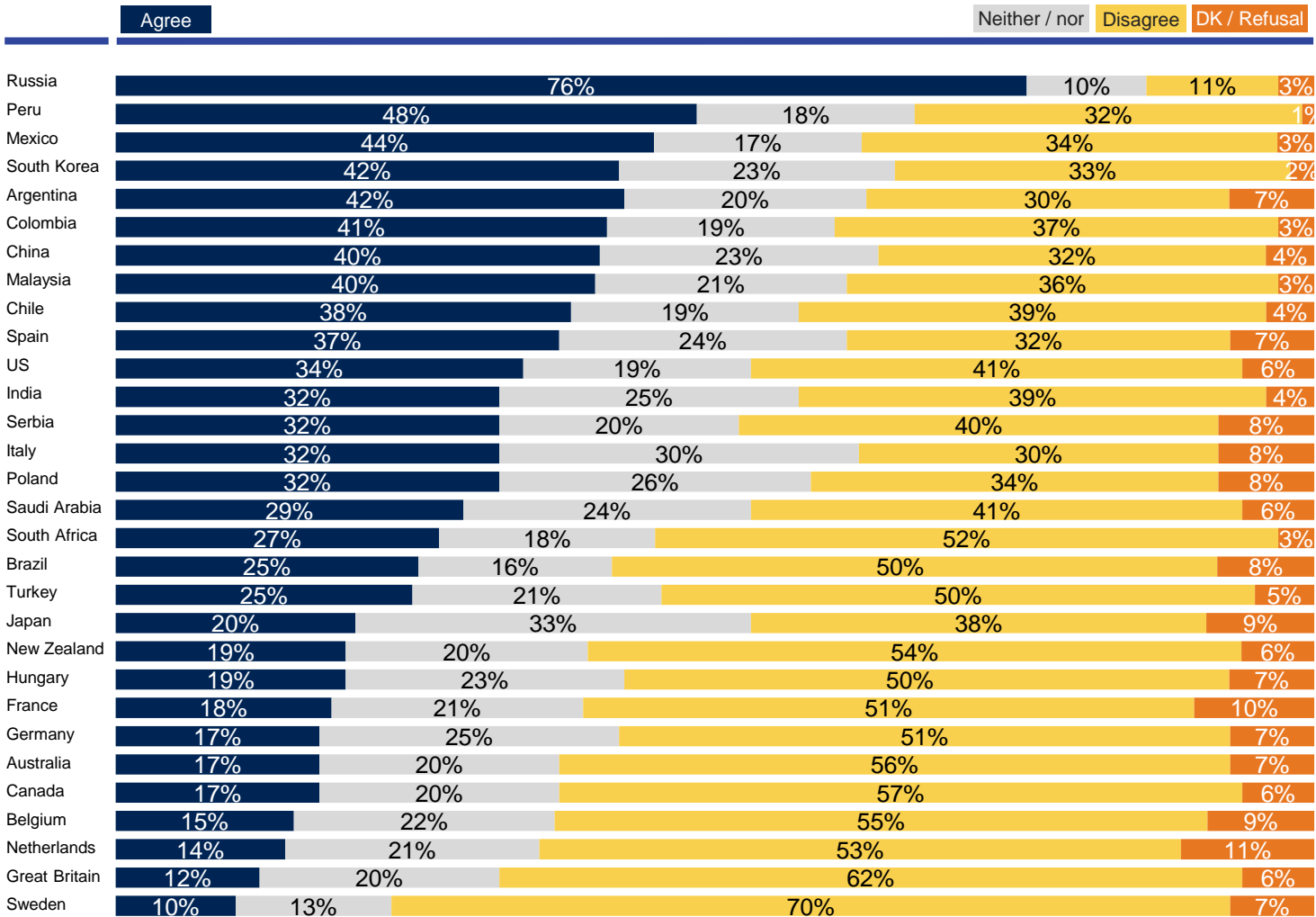
# Over half (54%) of New Zealanders do not believe that a history of mental illness should exclude one from public office



Anyone with a history of mental illness should be excluded from public office.

In Russia, three quarters agree with this statement.

New Zealand joins Australia and several Western European countries as the least likely to agree that anyone with a history of mental illness should be excluded from public office.



Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov ‘19 (n=561)



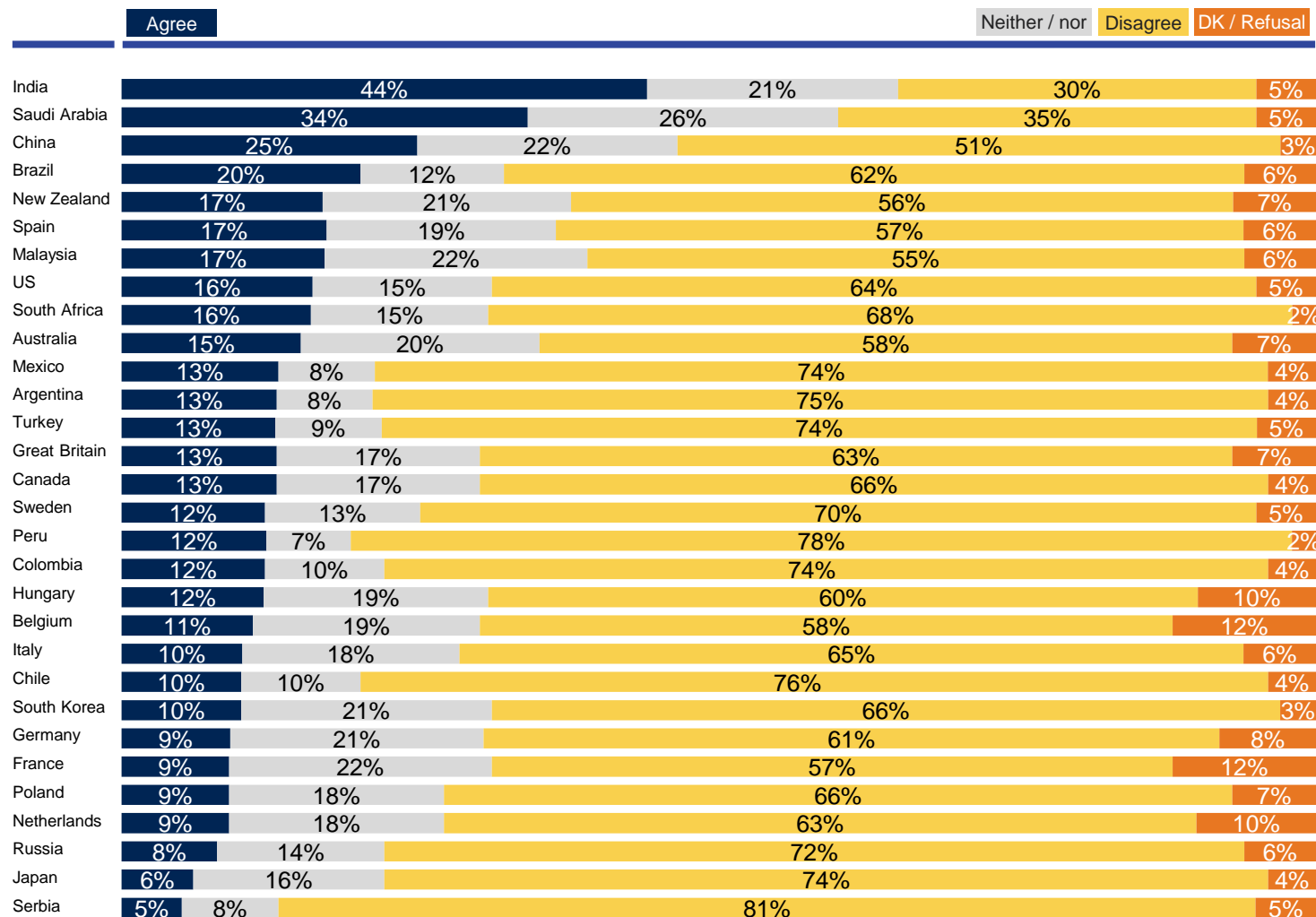
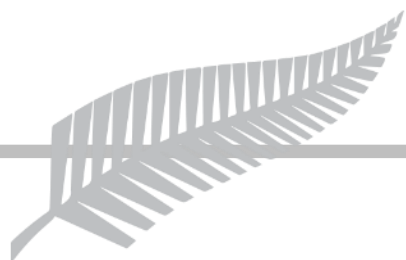


# The majority (56%) of New Zealanders believe that most adults diagnosed with a mental health condition require professional help



Most adults diagnosed as having a mental health condition would get better over time without the help of doctors.

Though over half agree with the view that most adults diagnosed with a mental health condition require professional help, 21% are neutral and 17% feel that the condition would get better over time without the help of doctors.



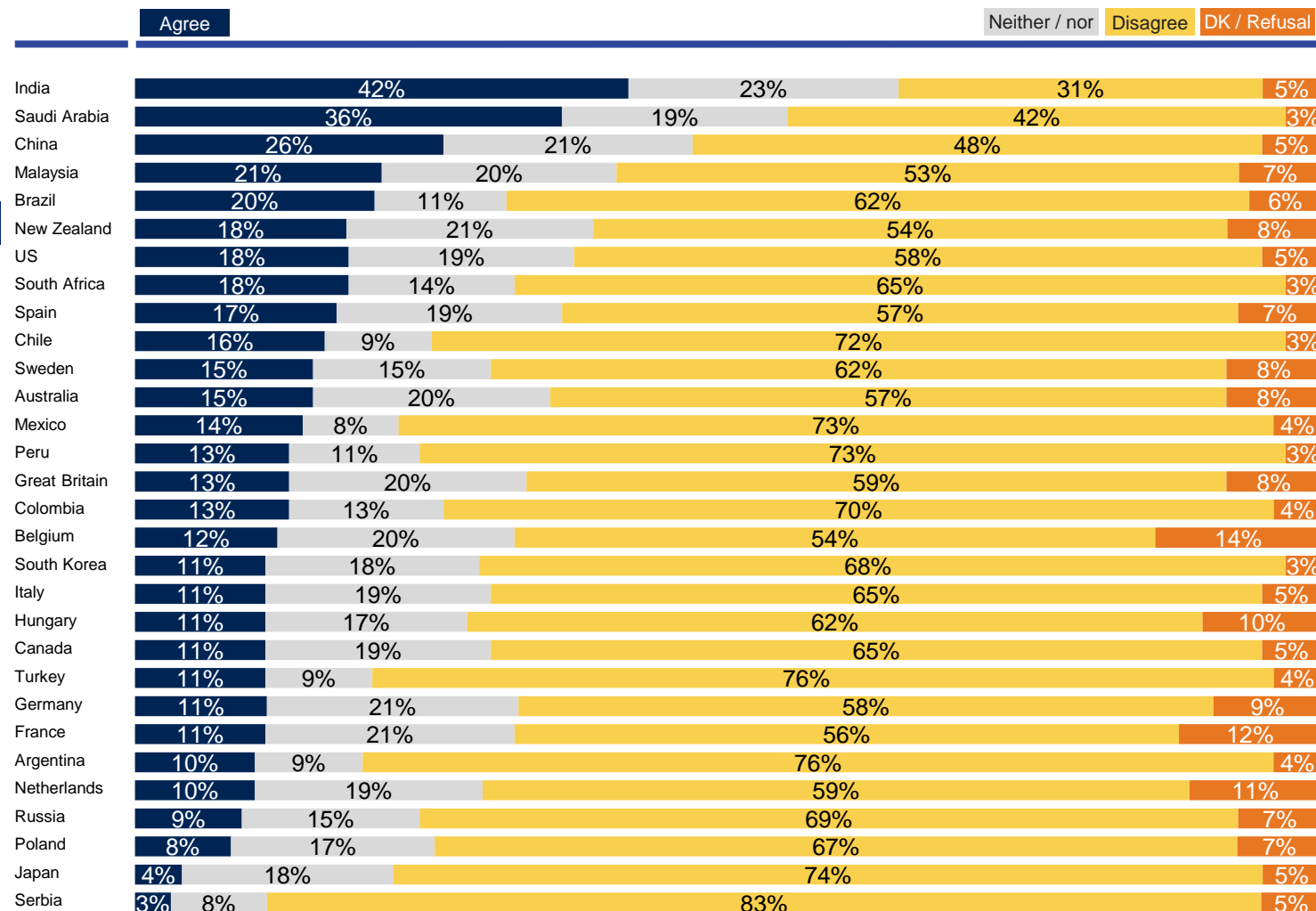
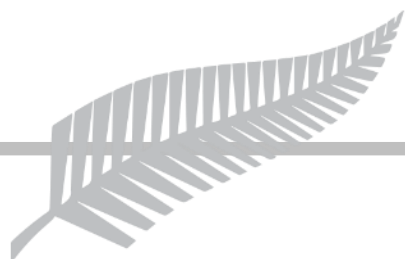
Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov '19 (n=561)

# A similar view is observed in regard to children diagnosed with a mental health condition



Most children diagnosed as having a mental health condition would get better over time without the help of doctors.

Whilst more than half of New Zealanders (54%) disagree with this statement, 18% believe that children with a mental health condition will get better without the help of a professional.



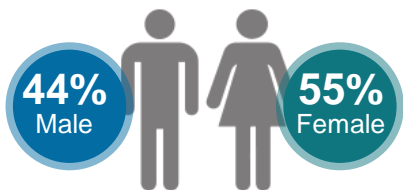
Base: n=20,030 adults aged 16+ in 29 countries, 23 Aug–6 Sep 2019; NZ sample – Nov '19 (n=561)

# SAMPLE DEMOGRAPHICS

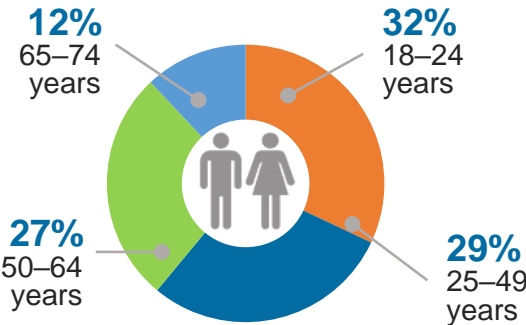


## 561 respondents

were interviewed online in November 2019 using the Dynata online panel



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



## Employment status

- 44% Full-time
- 14% Part-time
- 12% Not in paid work & not seeking work
- 10% Retired
- 7% Self-employed
- 5% Student
- 7% Not in paid work but seeking work



## Highest education completed\*

- 31% Level 1-4
- 47% Level 5-7
- 18% Level 8-10
- 3% Don't know



## Type of area live in

- 50% In the suburbs of a large city
- 17% In a rural area
- 13% In a large city
- 11% In, or right outside, a medium-sized city
- 8% In, or right outside, a small city

\*Level 1-4 (NCEA level 1-3; NZ school certificate; national certificate)  
Level 5-7 (graduate certificates and diplomas; bachelor's degree)  
Level 8-10 (postgraduate certificates / degree; master's degree; doctoral degree)

# METHODOLOGY

The survey was conducted in 30 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, Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, 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, 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.

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 30 countries surveyed online, 17 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, New Zealand, Poland, South Korea, Spain, Sweden and the United States. The remaining countries surveyed – Brazil, Chile, China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, 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

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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

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