

NEW ZEALANDERS' VIEWS ON MENTAL HEALTH

An Ipsos Global Advisor Survey
November 2022

New Zealand fieldwork dates: September 2022

GAME CHANGERS



MENTAL HEALTH SURVEY

Background Information

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

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.

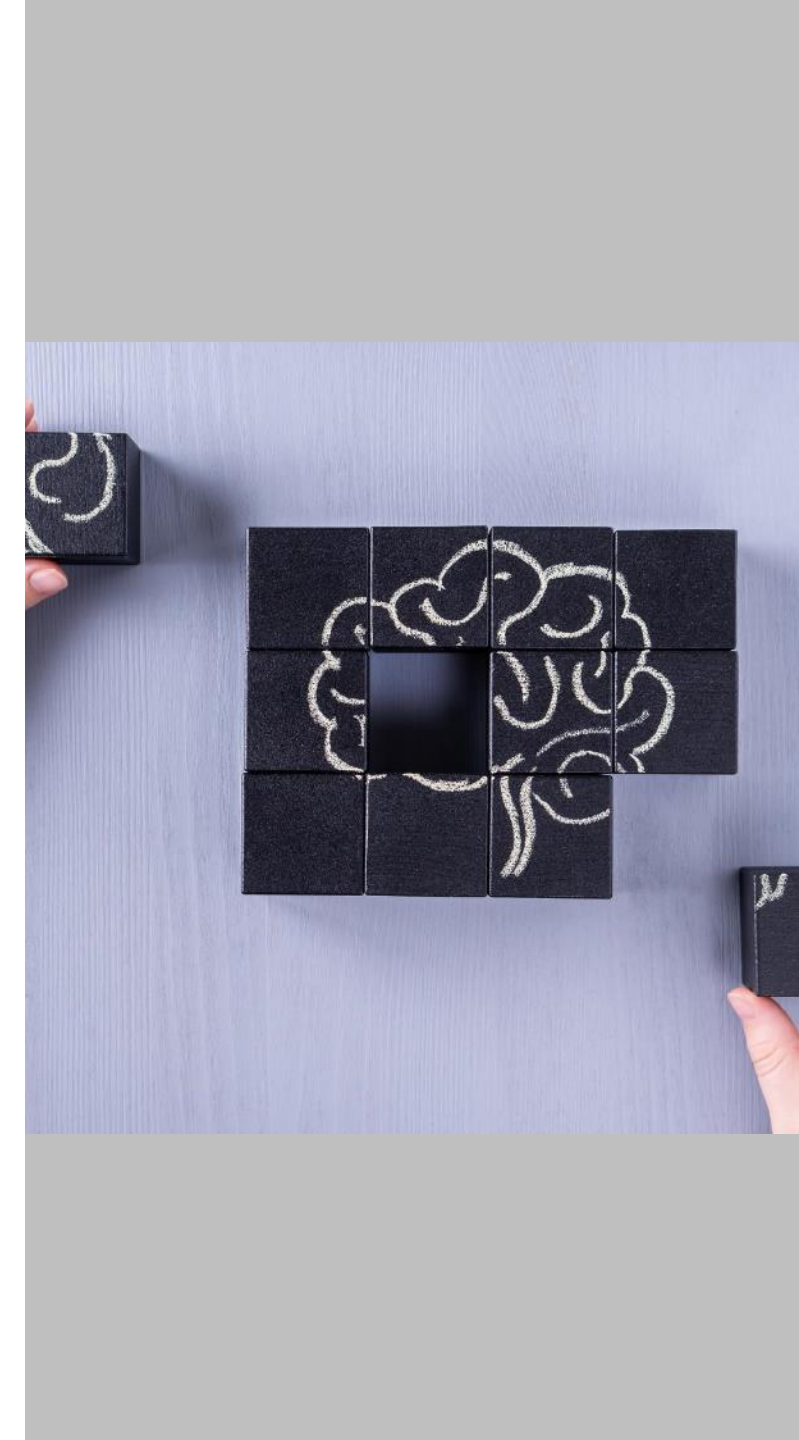
This is the 3rd year that we have run this survey, so in this report we are comparing 4 data sets:

- New Zealand, October 2019 (n=610)*
- New Zealand, June–July 2021 (n=1,005)
- New Zealand, September 2022 (n=1,000)
- Global data (34 other countries), July–August 2022 (n=23,507)

NZ data is presented alongside international data collected from 22 July to 5 August 2022. Results of the global study have been added to the NZ report for comparison. NZ scores are not a part of the ‘Global Average’.

The NZ data is weighted by age, gender, region and ethnicity to ensure the results represent the NZ population.

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.



KEY FINDINGS

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.

Our young people, and those under the age of 50, are also 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.

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 off 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.

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.

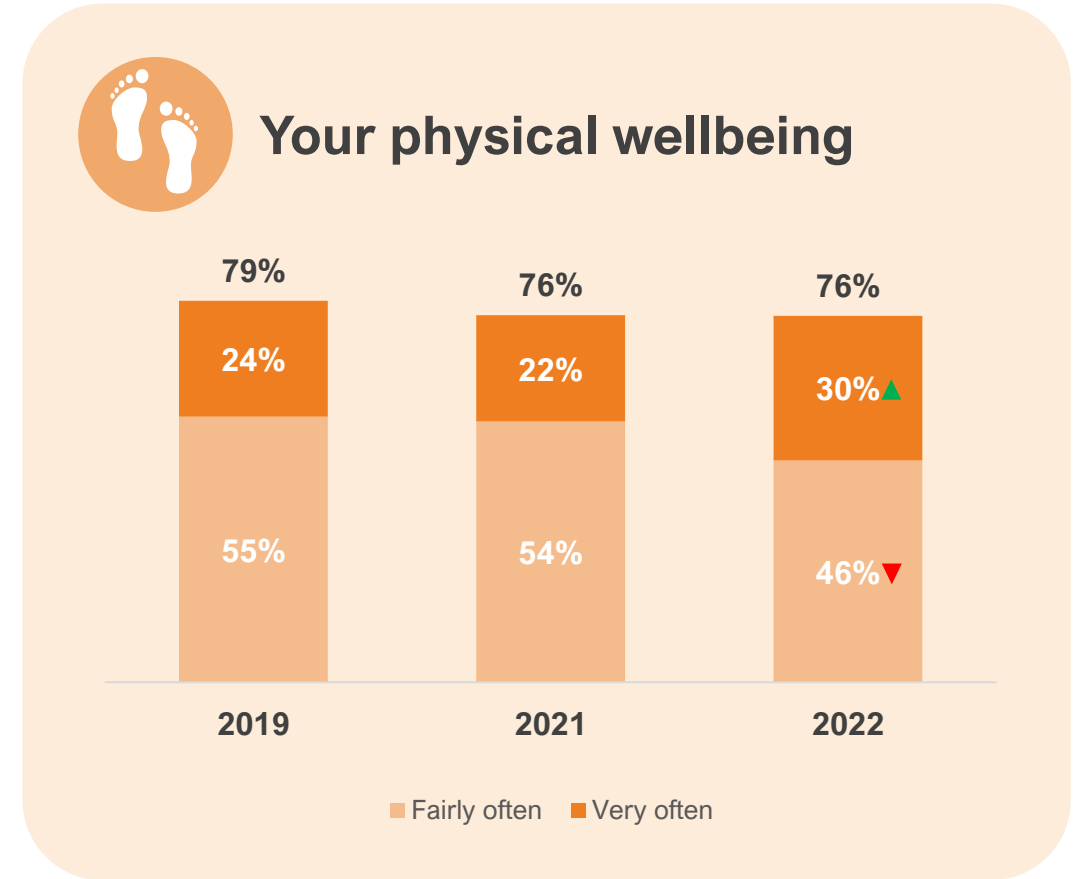
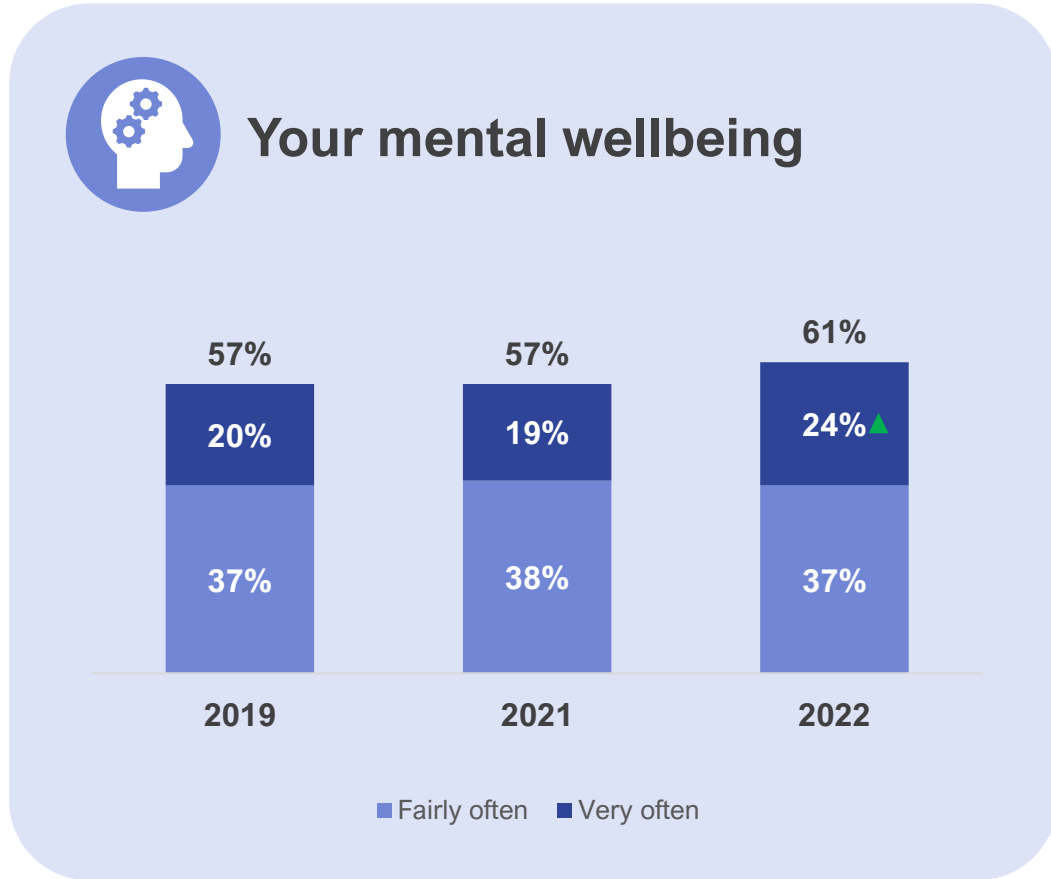
- Need to talk? Free call or text [1737](tel:1737) any time for support from a trained counsellor.
- [Lifeline](tel:0800543354) – 0800 543 354 (0800 LIFELINE) or free text 4357 (HELP).
- [Youthline](tel:0800376633) – 0800 376 633, free text 234 or email talk@youthline.co.nz or online chat.
- [Samaritans](tel:0800726666)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

ATTITUDES TOWARDS MENTAL HEALTH IN NEW ZEALAND



THINKING ABOUT MENTAL & PHYSICAL WELLBEING

New Zealanders are still more likely to think about their physical wellbeing more than their mental wellbeing. In addition, the number of people who think about both their mental and physical wellbeing *very often* increased significantly compared to last year.

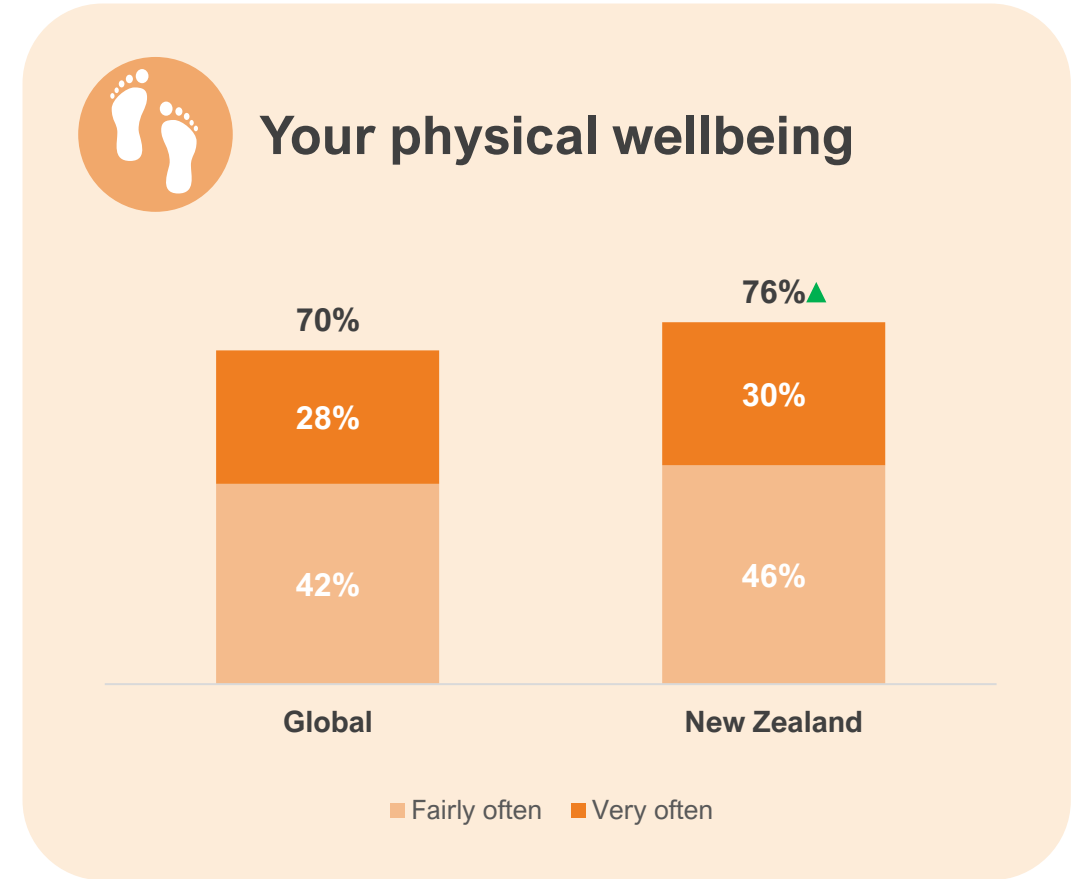


▲ / ▼ indicates significantly higher / lower score than previous wave



THINKING ABOUT MENTAL & PHYSICAL WELLBEING

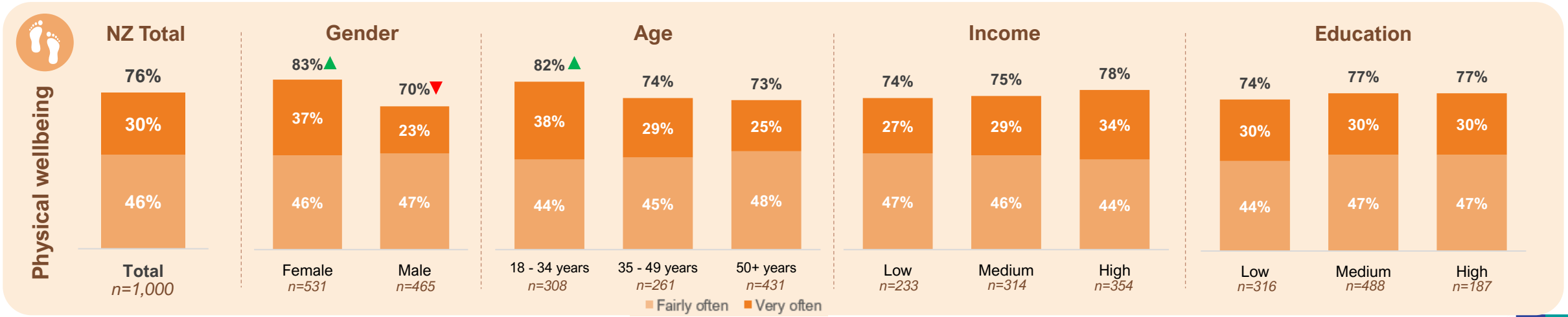
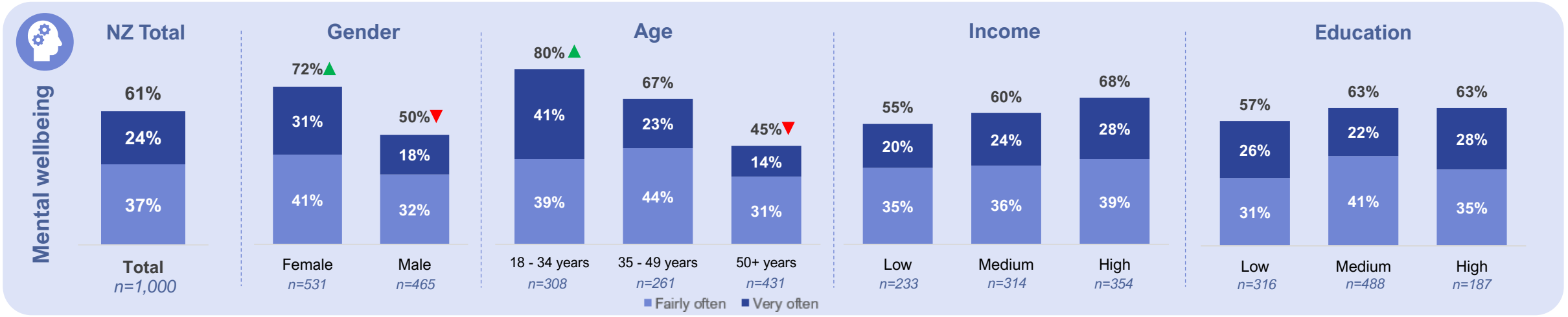
New Zealanders think about their physical wellbeing significantly more often compared to the global average, while we think about our mental wellbeing only slightly more often.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – BY DEMOGRAPHICS

Women and those aged 18-34 are significantly more likely to think about their mental and physical health often. Men and those aged 50+ consider their mental health significantly less frequently than other demographics. In addition, the more people earn, the more likely they are to think about their mental health.



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

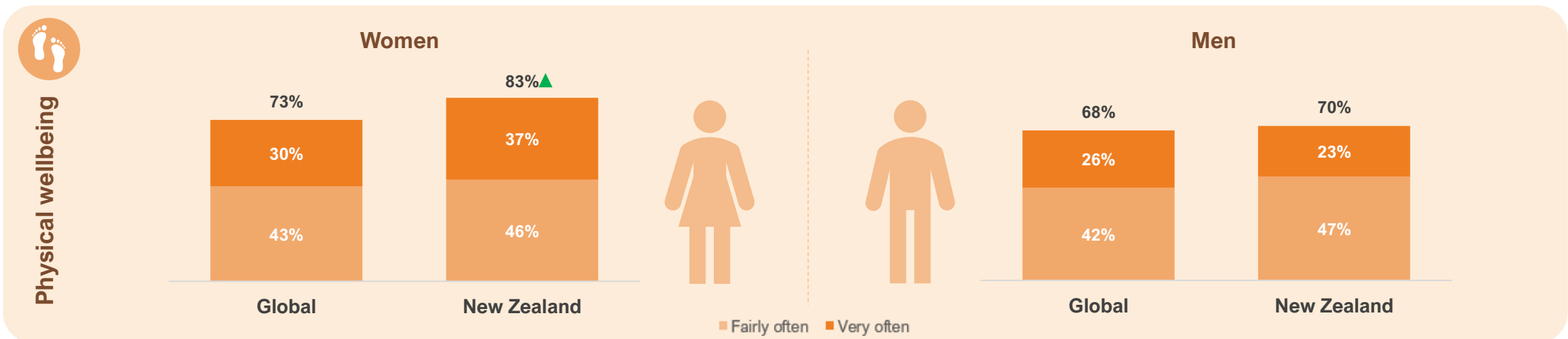
Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?
Base: NZ 2022 (n=1,000) Note 1: The gender sample excludes those who selected the non-gender-specific option, while the education and income samples exclude those who selected 'DK / prefer 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.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – GENDER

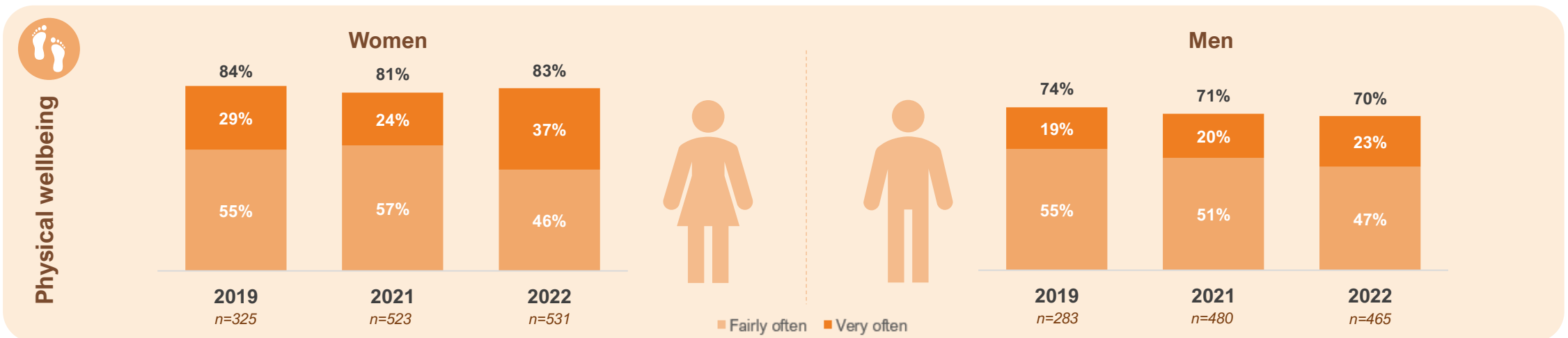
New Zealand women think about both their mental and physical wellbeing more often than the global average. While New Zealand men say they think about their physical wellbeing more often than the global average, they consider their mental wellbeing less.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – GENDER OVER TIME

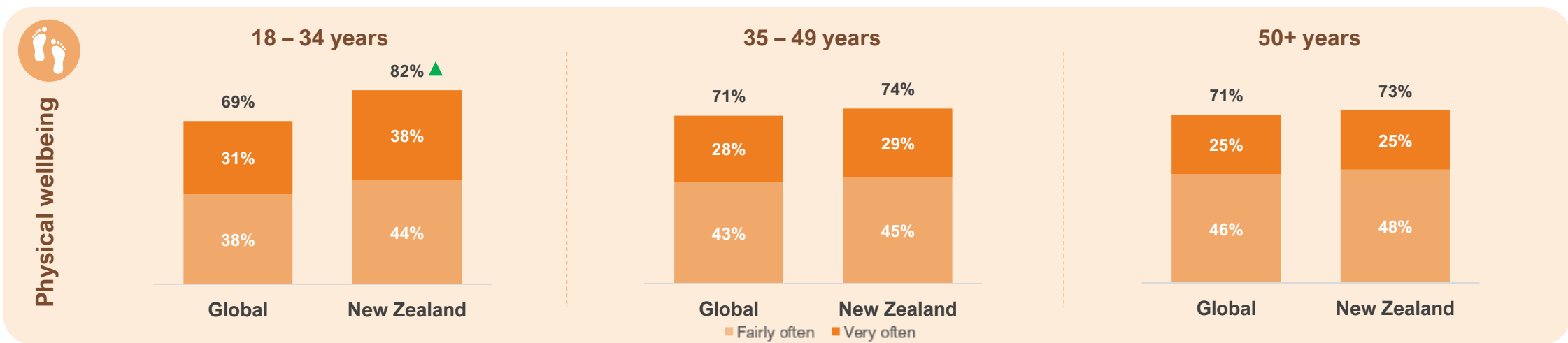
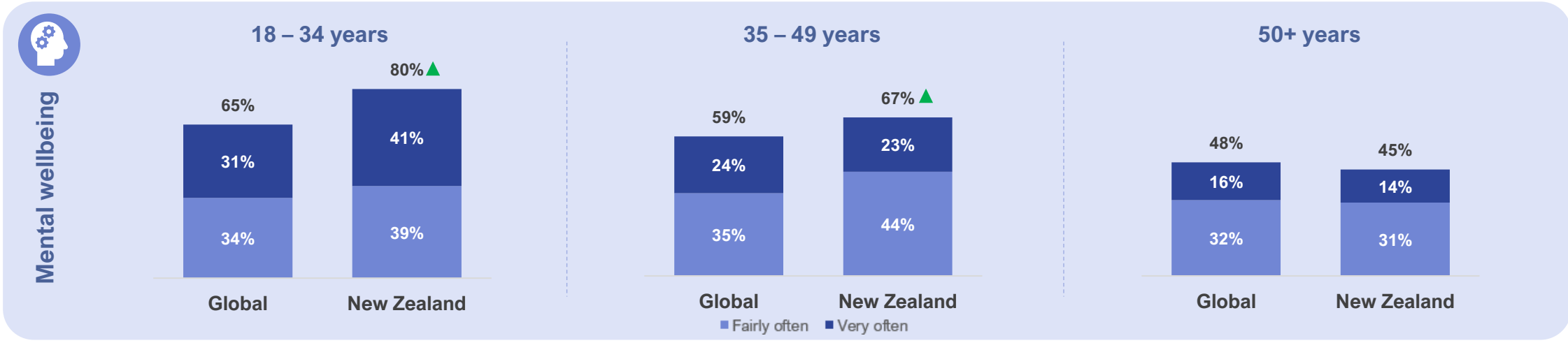
Women are significantly more likely to think about their mental wellbeing this year compared to last year. The proportion of women who indicated that they *very often* think about their physical wellbeing has also increased considerably.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – AGE

New Zealanders under the age of 50 think about their mental wellbeing significantly more often than the global average. Additionally, younger New Zealanders (aged 18-34) are also significantly more likely to focus on their physical wellbeing.



▲ / ▼ indicates significantly higher / lower score than global average

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

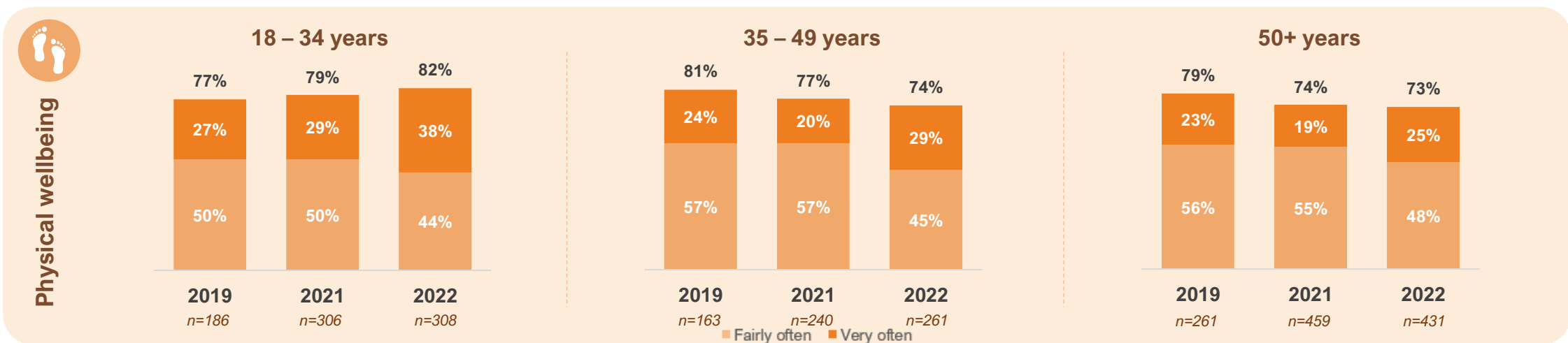
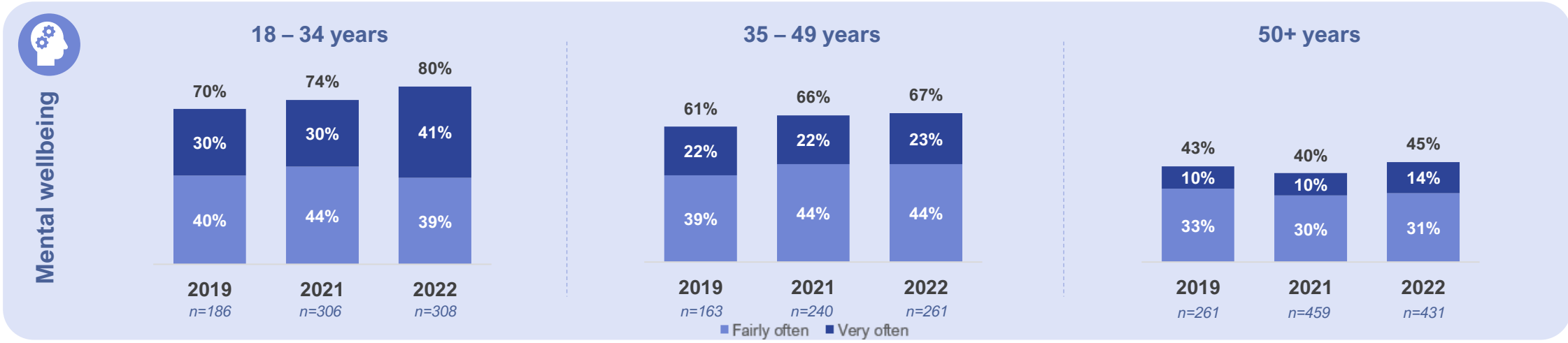
Base: Global (n=23,507 adults in 34 countries), NZ 18-34 (n=308), NZ 35-49 (n=261), NZ 50+ (n=431) Note 1: The gender sample excludes those who selected the non-gender-specific option, while the education and income samples exclude those who selected 'DK / prefer not to answer' option. Note 2: Top 2 percentages shown, full scale shows very often, fairly often, not very often, never, don't know / prefer not to say.





THINKING ABOUT MENTAL & PHYSICAL WELLBEING – AGE OVER TIME

New Zealanders of all ages are thinking about their mental wellbeing more often compared to previous years. Younger New Zealanders are also more conscious of their physical wellbeing this year than previous years.



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

Q: How often, if at all, would you say you think about: 1) Your own mental wellbeing; 2) Your own physical wellbeing?
Base: NZ 2022 (n=1,000) 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.

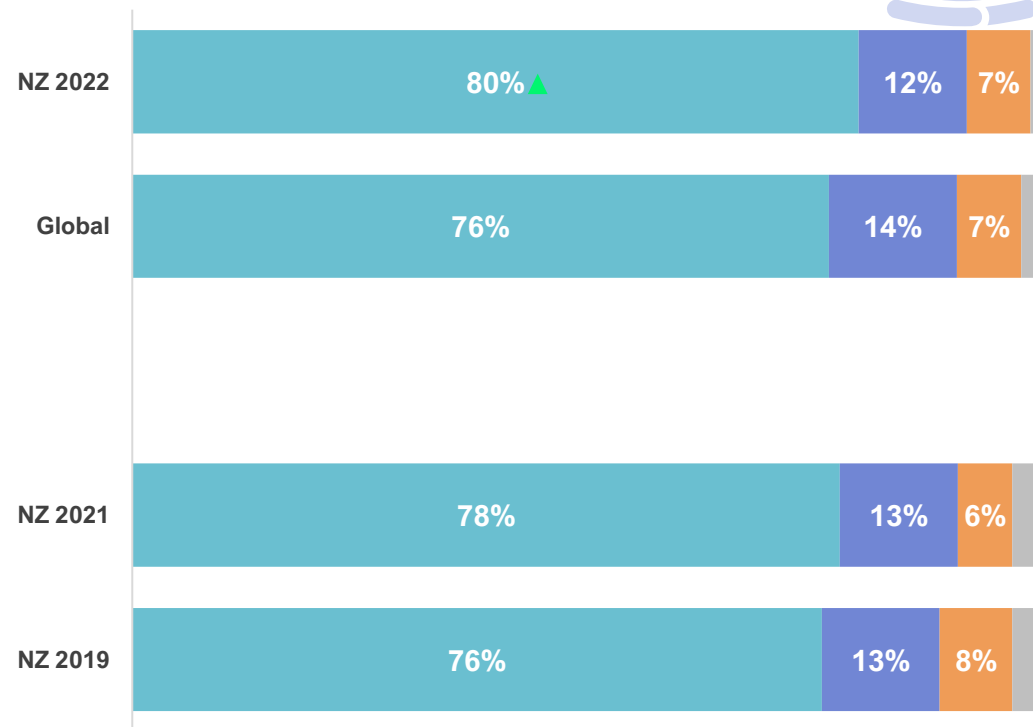




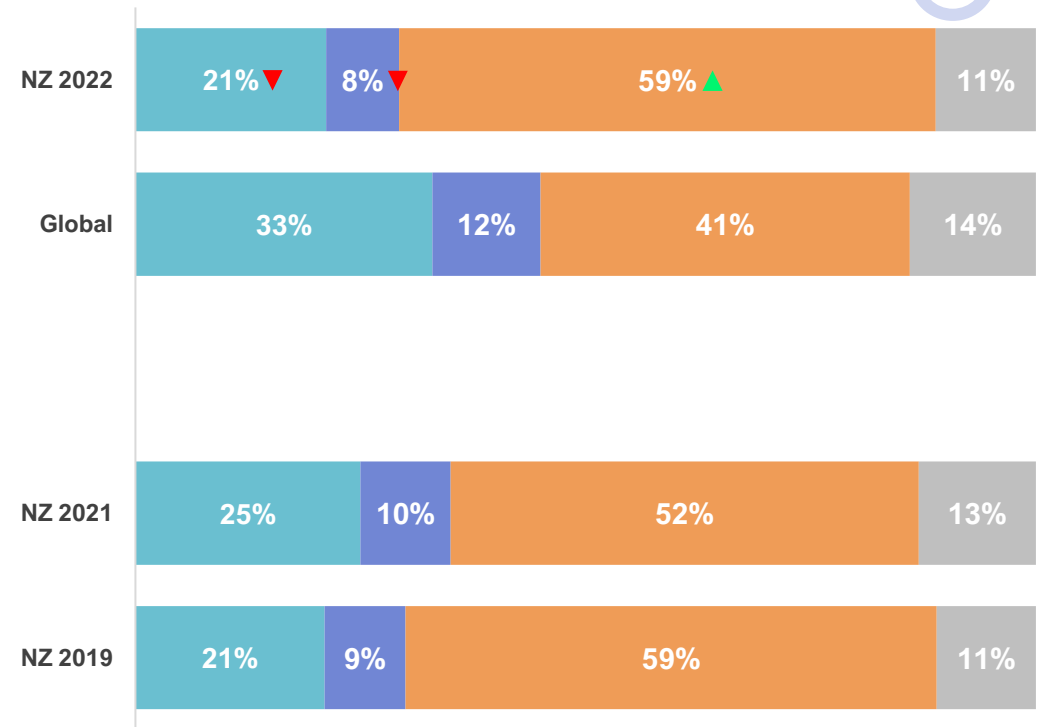
TREATMENT OF MENTAL & PHYSICAL HEALTH IN THE HEALTHCARE SYSTEM

Perception of equal treatment of mental and physical health in New Zealand has declined since 2021, and continue to be significantly *below* the global average. This is despite 80% of New Zealanders seeing both physical and mental health as equally important – significantly *more* than global.

Importance of mental and physical health



How mental and physical health are treated by the [country's] health system



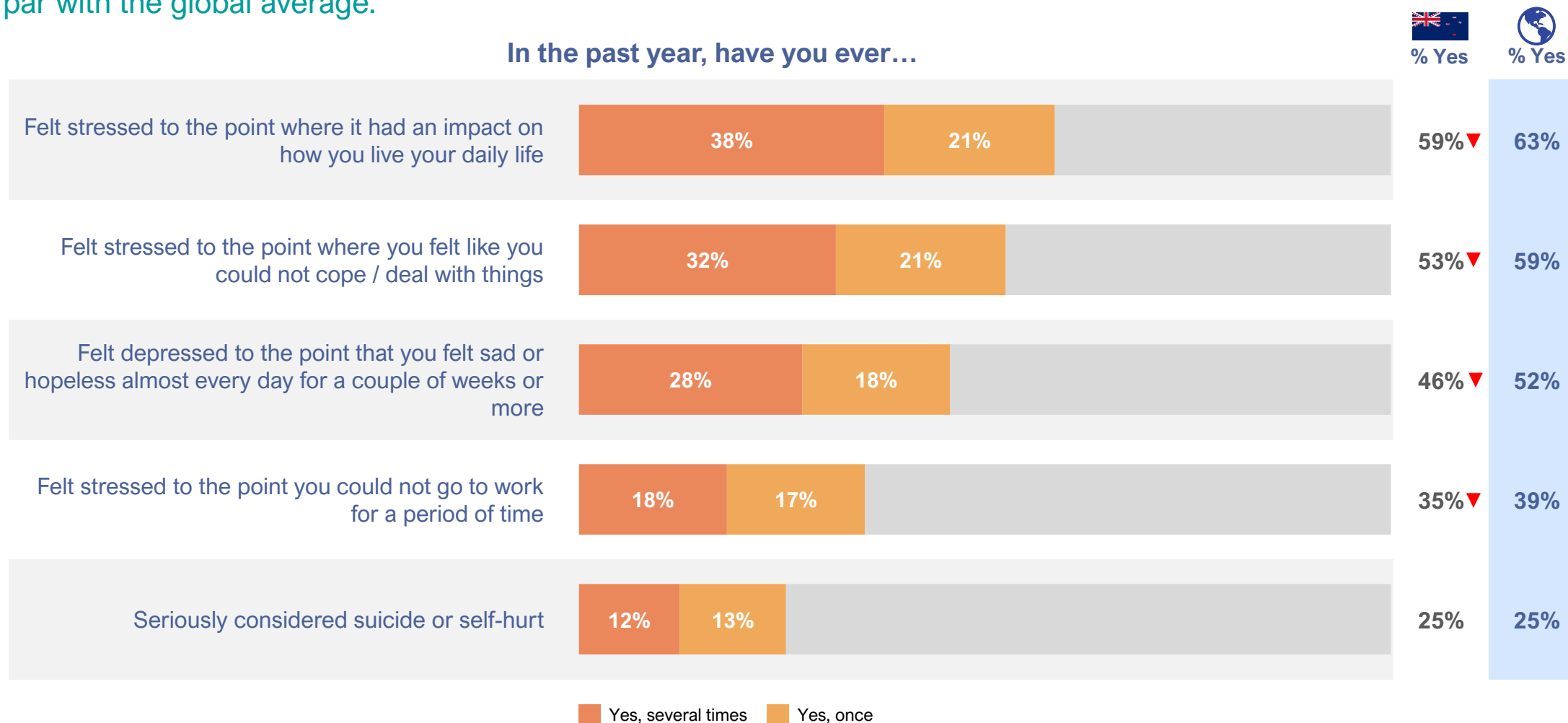
■ They are equally important
 ■ Mental health is more important
 ■ Physical health is more important
 ■ Don't know / prefer not to say

▲ / ▼ indicates significantly higher / lower score than global average



PERSONAL EXPERIENCES OF MENTAL HEALTH ISSUES

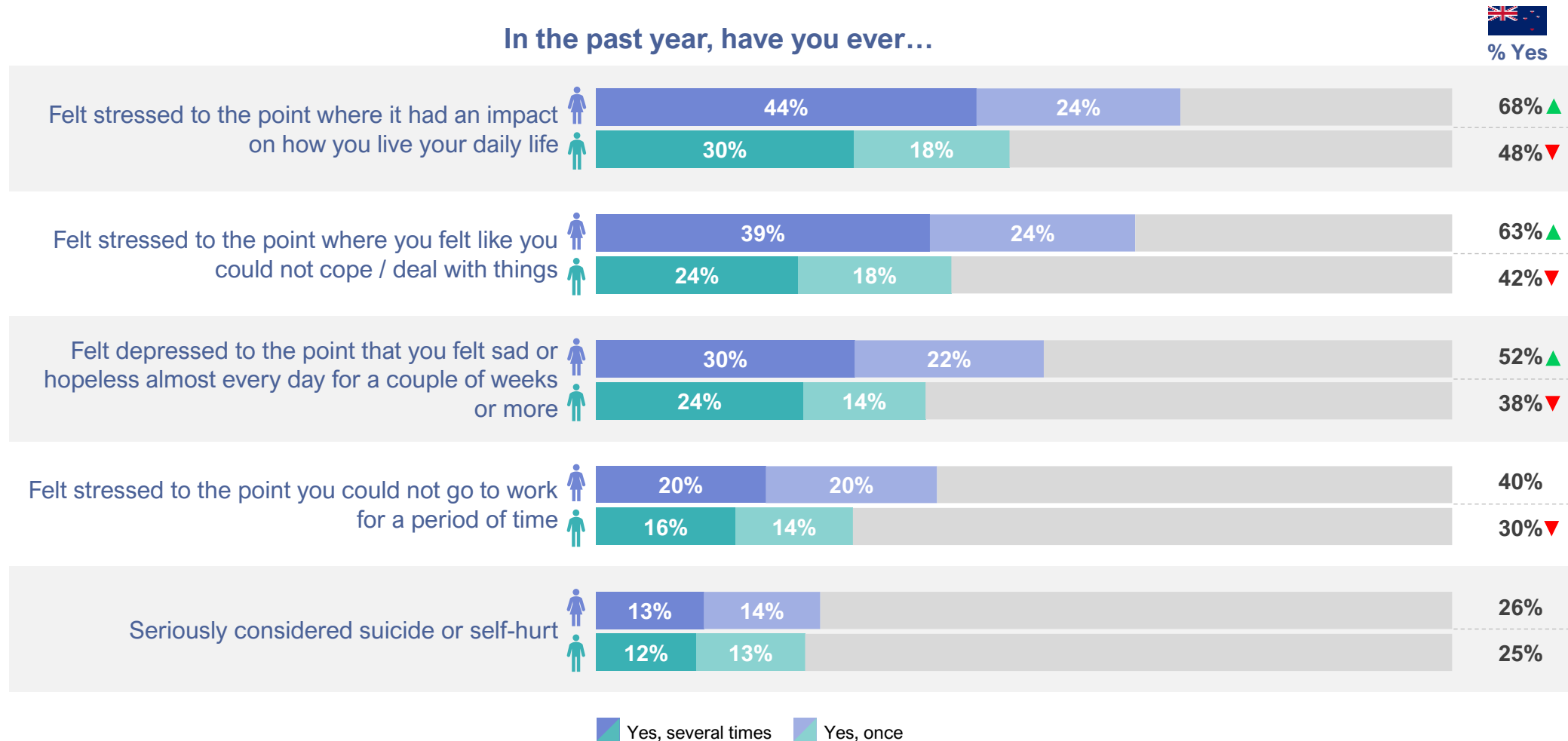
Fewer New Zealanders report having felt severely stressed and/or depressed compared to people around the world on average during the past year. However, the rate of New Zealanders who have seriously considered suicide or self-hurt is on par with the global average.



▲ / ▼ indicates significantly higher / lower score than global average

PERSONAL EXPERIENCES OF MENTAL HEALTH ISSUES – GENDER

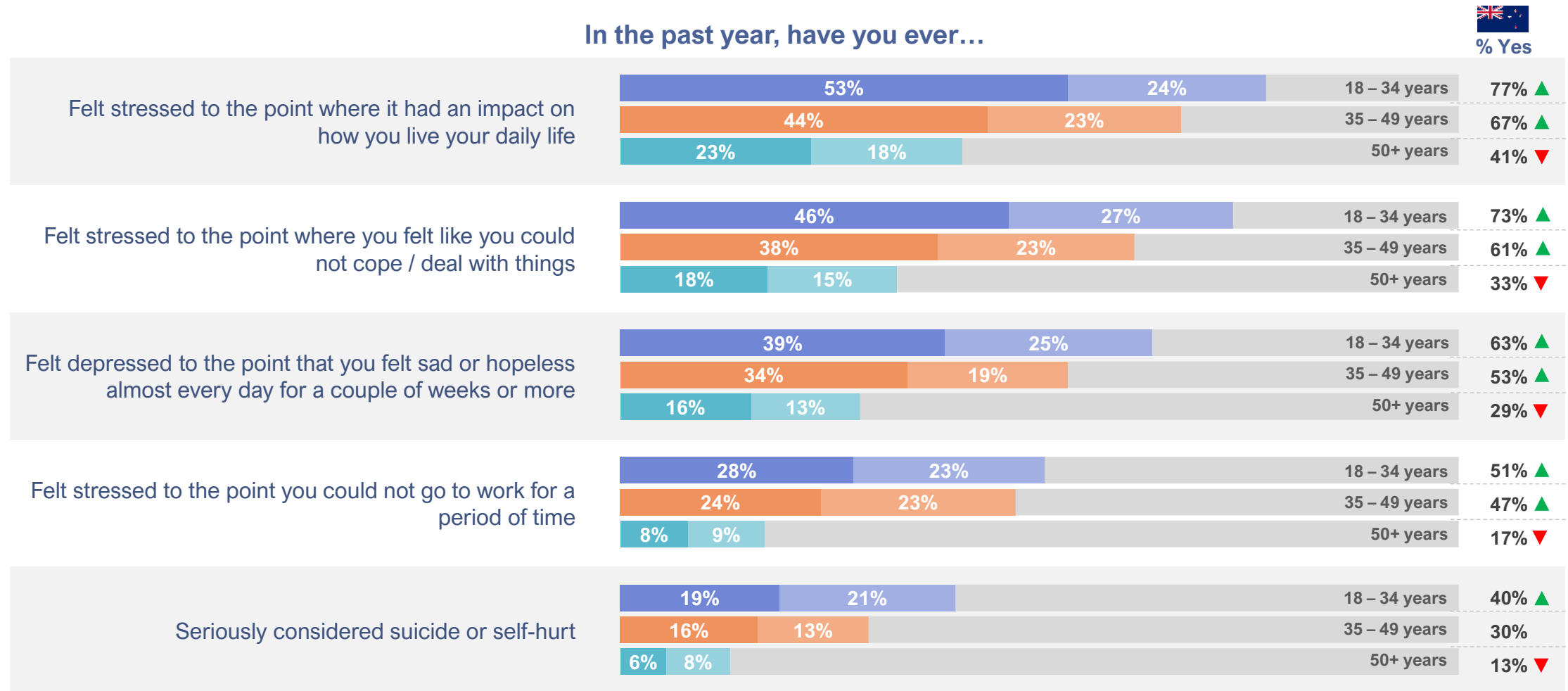
Women are significantly more likely to say they have felt stressed to the point that it affects their daily life and ability to cope with things. They are also significantly more likely to report having felt depressed for a prolonged period of time.



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

PERSONAL EXPERIENCES OF MENTAL HEALTH ISSUES – AGE

New Zealanders aged 18–34 are significantly more likely to report having experienced acute stress and depression, and considered suicide or self-hurt.

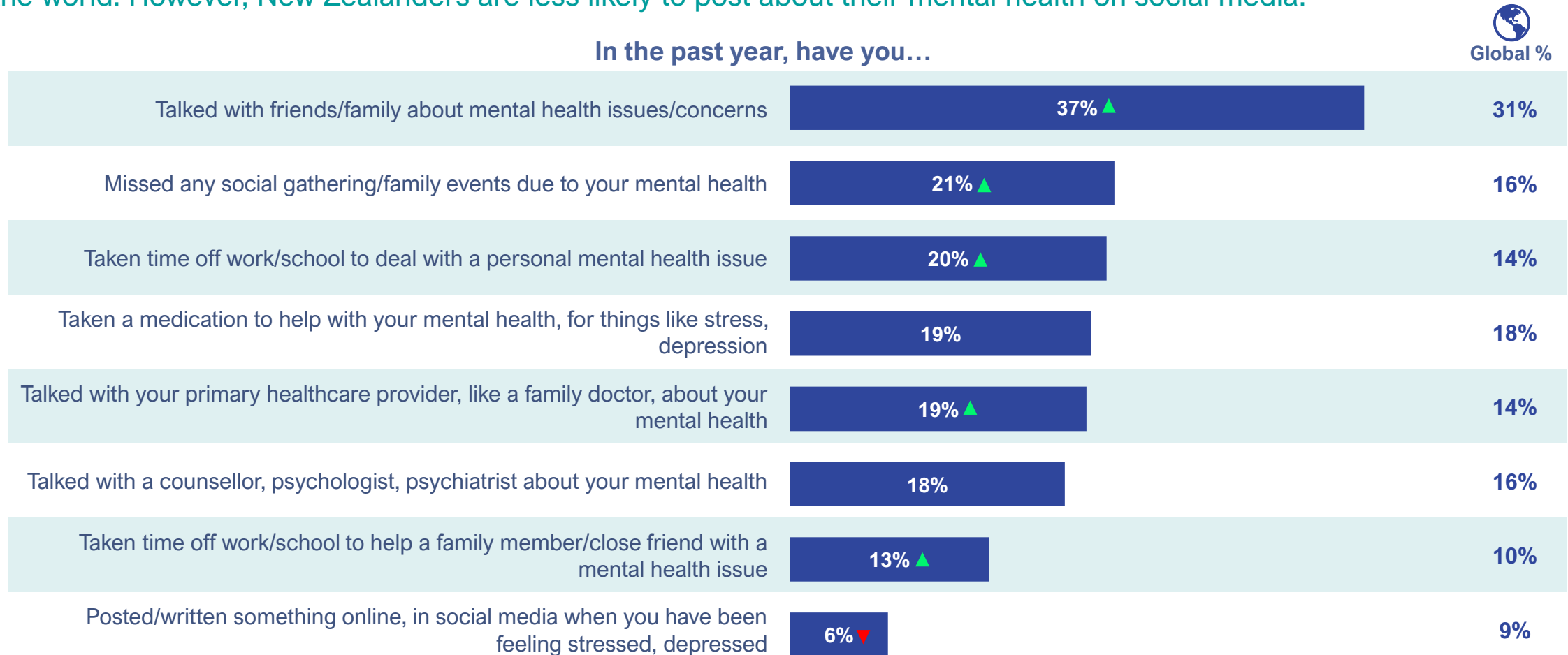


■ Yes, several times
 ■ Yes, once



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, and taken time off work/school to deal with mental health issues compared to people around the world. However, New Zealanders are less likely to post about their mental health on social media.

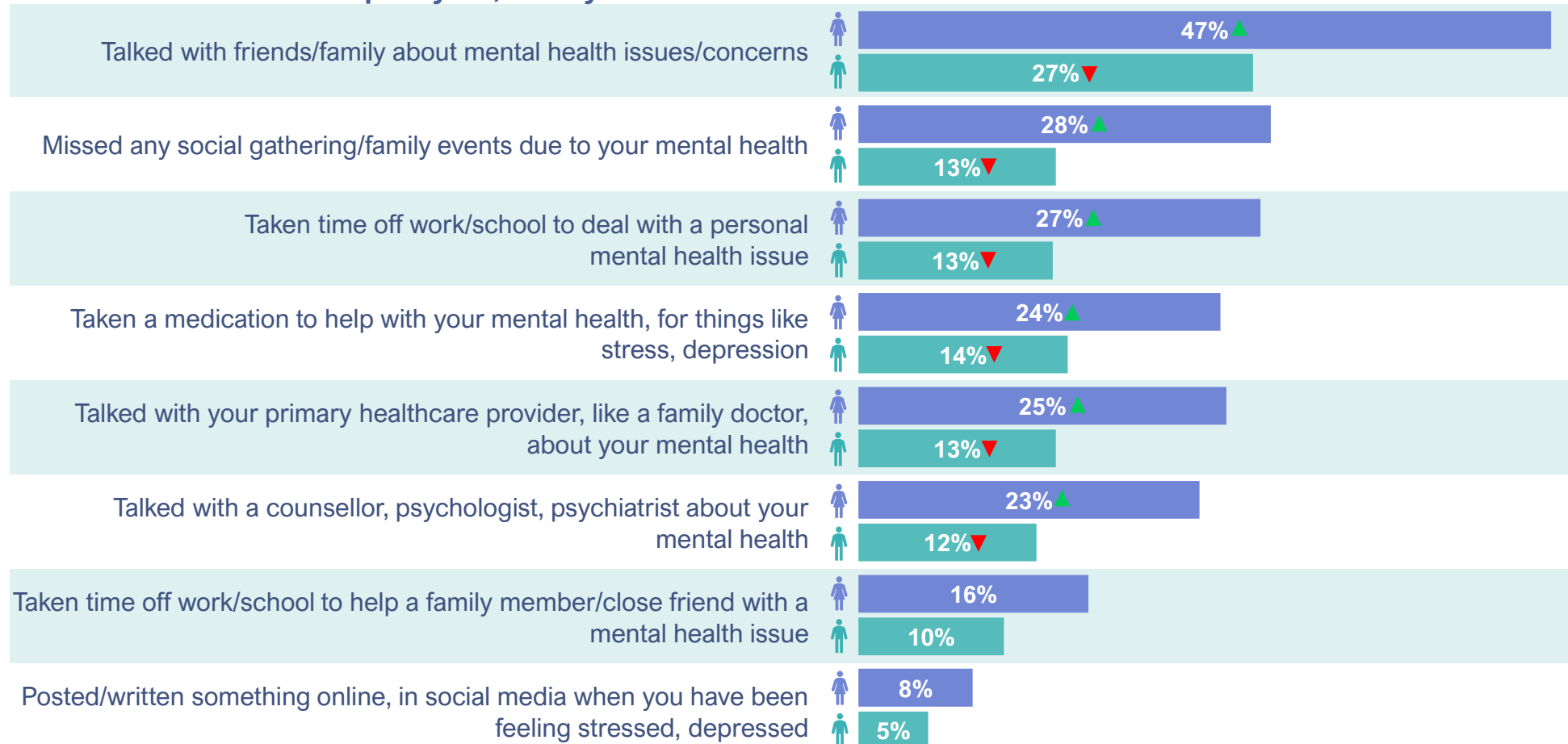


▲ / ▼ indicates significantly higher / lower score than global average

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, primary health care providers, or counsellors, about their mental health; missing social gatherings/family events; taking time off work; or taking medication.

In the past year, have you...



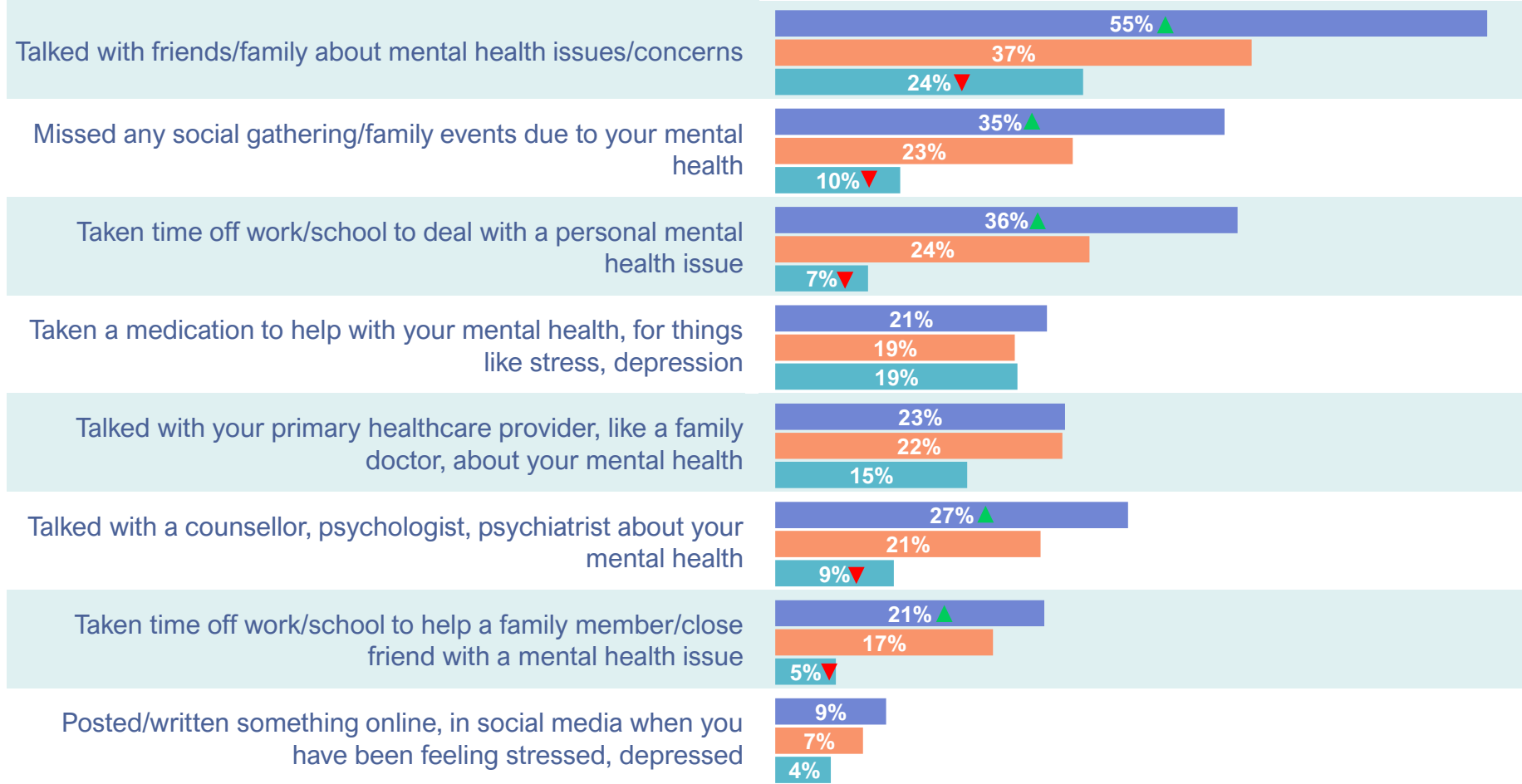
▲ / ▼ indicates significantly higher / lower score than NZ total



PERSONAL ACTIONS RELATING TO MENTAL HEALTH – AGE

Younger New Zealanders (aged 18–34) across are more likely to act on their mental health concerns compared those in the older (35-49 and 50+) age groups.

In the past year, have you...



■ 18 – 34 years
 ■ 35 – 49 years
 ■ 50+ years

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



FACTORS AFFECTING MENTAL WELLBEING

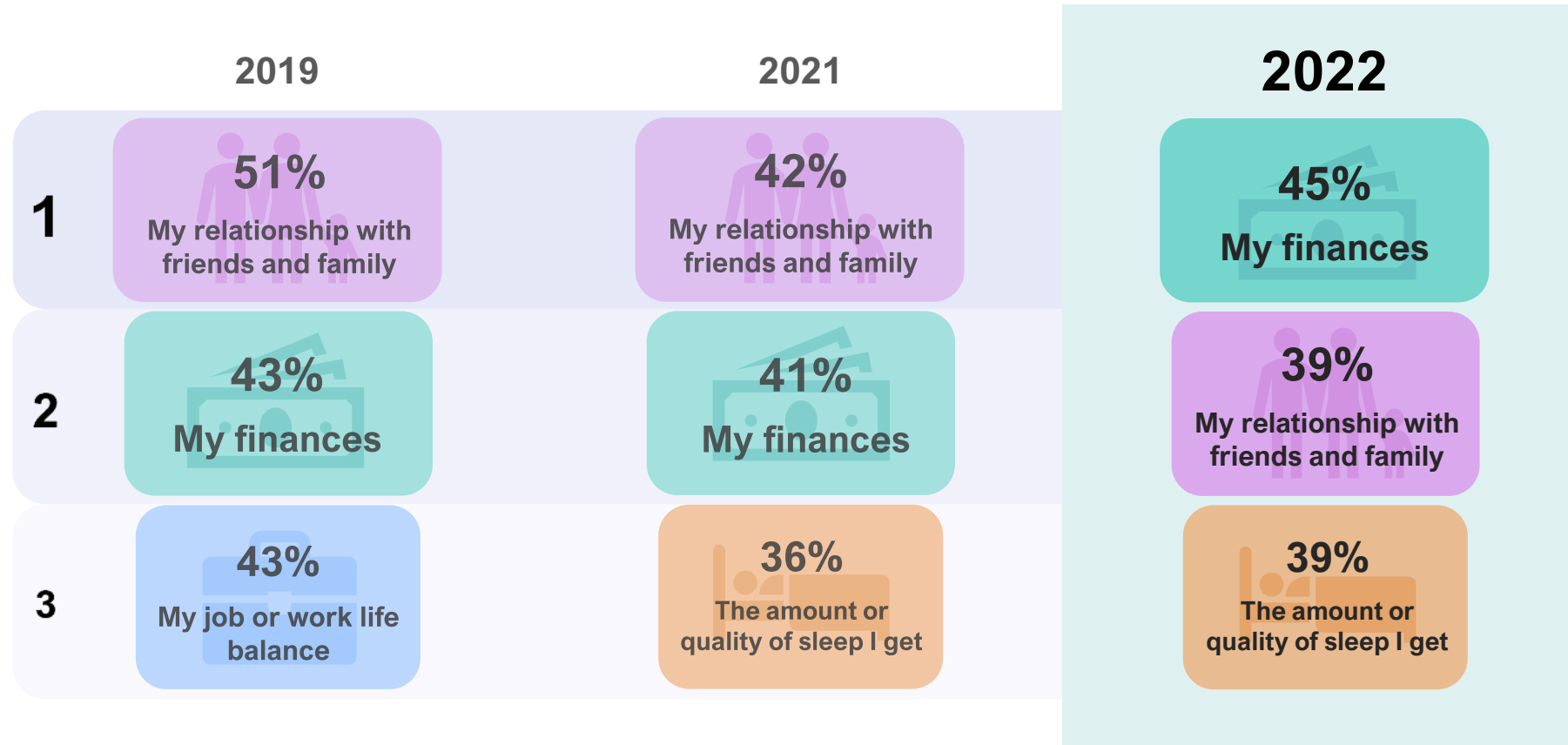
The questions in this section were asked only in New Zealand.



TOP 3 FACTORS AFFECTING MENTAL WELLBEING

Concern about *personal finances* has surpassed *relationships with friends and family* as the most impactful factor affecting New Zealanders' mental wellbeing this wave, likely due to the increases in cost of living.

Biggest effect on mental wellbeing



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

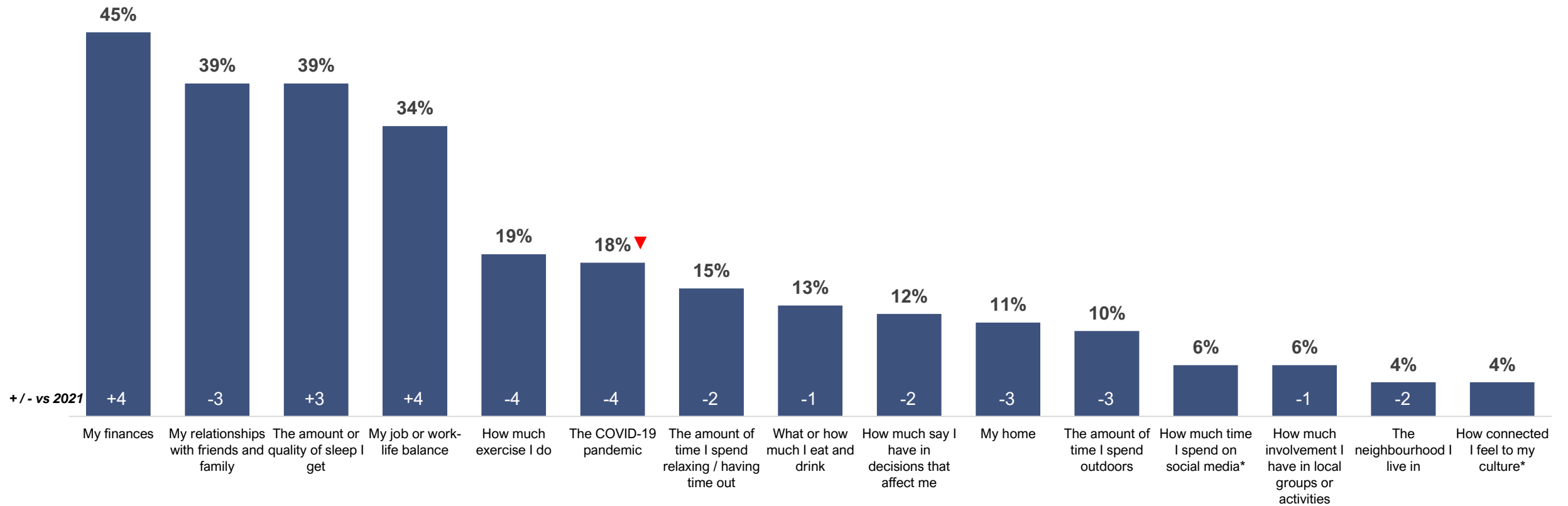
Base: NZ – 2019 (n=610), 2021 (n=1,005), 2022 (n=1,000)



FACTORS AFFECTING MENTAL WELLBEING

Significantly fewer New Zealanders consider the COVID-19 pandemic as having an impact on their mental wellbeing, compared to the previous wave (2021).

Biggest effect on mental wellbeing



▲ / ▼ indicates significantly higher / lower score than 2021 wave

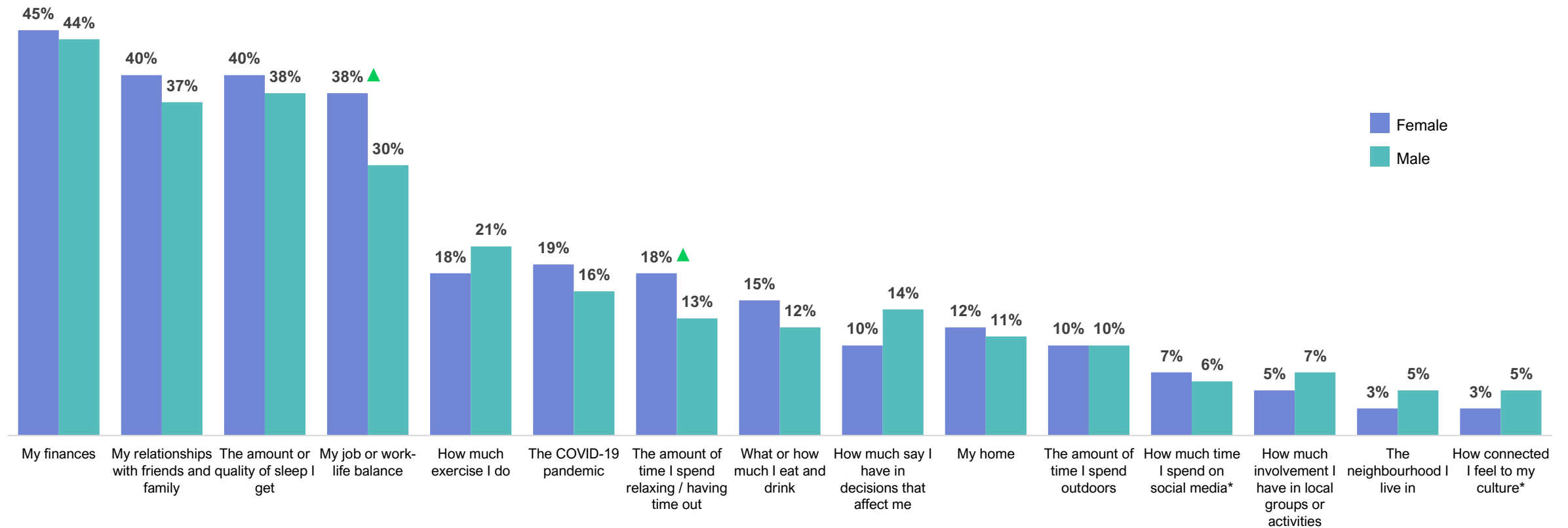




FACTORS AFFECTING MENTAL WELLBEING - GENDER

Women significantly rated their *job or work-life balance* and having *time out / time to relax* as more impactful on their mental wellbeing than men. On the other hand, men rate *exercise, the amount of say they have in decisions that affect them* as having a greater effect on their mental wellbeing than women.

Biggest effect on mental wellbeing



▲ / ▼ indicates significantly higher / lower score between genders



TOP 3 FACTORS AFFECTING MENTAL WELLBEING – BY AGE

New Zealanders under the age of 50 say that their *finances* and *job / work-life balance* have the greatest impact on their mental wellbeing. Those aged 50+ rate their *sleep* as having the greatest impact. *Relationships with friends and family* are in the top 3 for all age groups.



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

Base: NZ - 2022 (n=1,000), 18-34 (n=308), 35-49 (n=261), 50+ (n=431)

NOTABLE DIFFERENCES IN ETHNICITY GROUPS WITHIN NZ

Due to a small sample size, sub-group data for Pacifica is not shown

Compared to the total population, those of **Māori** ethnicity are statistically significantly more likely to:

- Think about their physical wellbeing (85%) and mental wellbeing (85%)
- Experience severe stress and/or depression:
 - Which impacted how they live their daily life (75% cf. 59%)
 - To the point of feeling like they couldn't cope/deal with things (67% cf. 53%)
 - Where that they felt sad/hopeless almost every day for a couple of weeks or more (66% cf. 46%)
 - Where they couldn't go to work for a period of time (56% cf. 35%)
- Seriously consider suicide or self-harm (43% cf. 25%)
- Identify the following as factors impacting their mental health:
 - Their home (18% cf. 11%)
 - How much time they spend on social media (15% cf. 6%)
 - How connected they feel to their culture (10% cf. 4%)
- Take the following actions:
 - Talk with friends/family about their mental health concerns (47% cf. 37%)
 - Miss social gatherings/family events because of their mental health (32% cf. 21%)
 - Talk with a counsellor/psychologist/psychiatrist about their mental health (24% cf. 18%)
 - Take time off to help family/friends with their mental health (27% cf. 13%)

Compared to the total population, those of **Asian*** ethnicities are statistically significantly less likely to:

- Think about their physical wellbeing (64%) and mental wellbeing (50%)
- Take the following actions:
 - Talk with friends/family about mental health concerns (24% cf. 37%)
 - Take medication to help with their mental health (8% cf. 19%)
 - Talk with primary healthcare providers about their mental health (8% cf. 19%)

However, they are more likely to identify the following as factors impacting their mental health:

- Their finances (57% cf. 45%)
- Their job or work/life balance (48% cf. 33%)

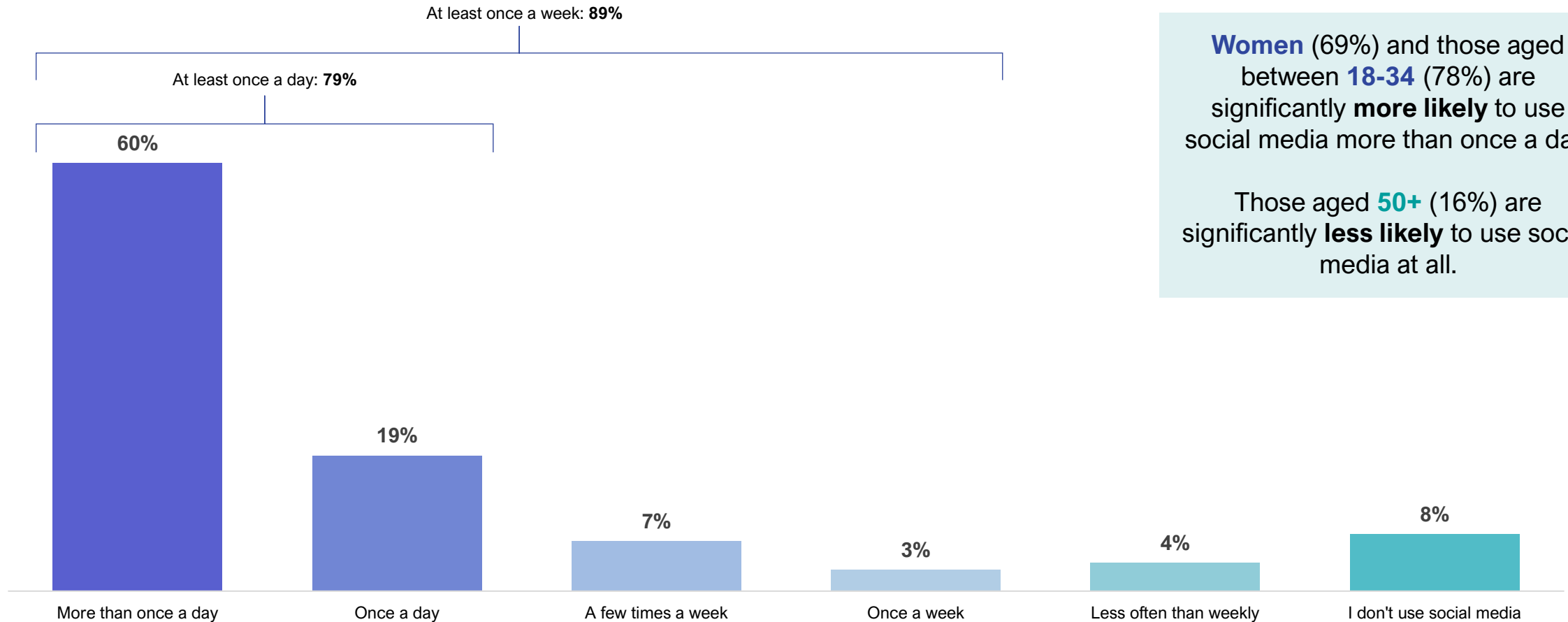
SOCIAL MEDIA USAGE AND MENTAL HEALTH

The questions in this section were asked only in New Zealand.



SOCIAL MEDIA USAGE FREQUENCY

The majority of New Zealanders (79%) say they use social media at least once a day, while 89% say they use social media at least once a week. 8% of New Zealanders say they don't use social media at all.



Women (69%) and those aged between **18-34** (78%) are significantly **more likely** to use social media more than once a day.

Those aged **50+** (16%) are significantly **less likely** to use social media at all.

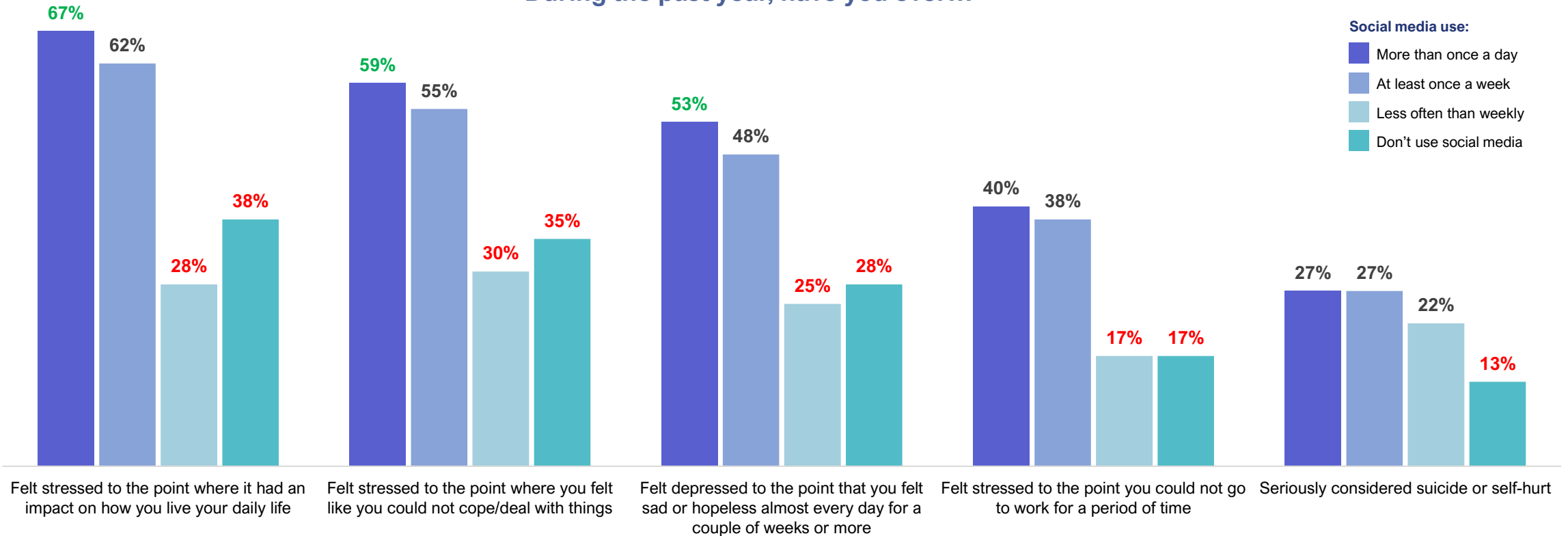




SOCIAL MEDIA USE AND MENTAL HEALTH

New Zealanders who use social media more than once a day are significantly more likely to say they have felt stressed or depressed at some point in the last year, while sporadic social media users are significantly less likely to say that they have experienced acute stress or depression, or considered self harm. This finding is consistent within the under 50 years old group, who are more likely to be frequent social media users and more likely to experience mental health issues

During the past year, have you ever...

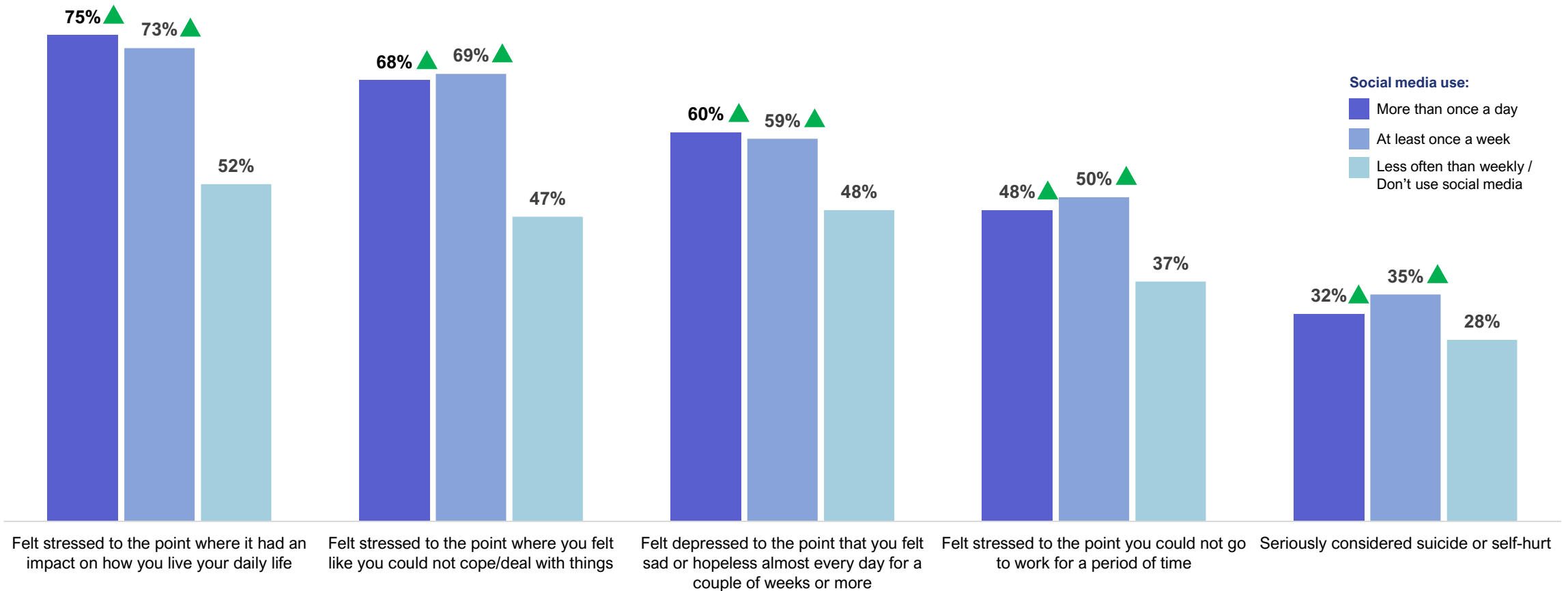


▲ / ▼ indicates significantly higher / lower score than NZ total



SOCIAL MEDIA USE AND MENTAL HEALTH UNDER 50 YEARS

New Zealanders aged under 50 who use social media regularly (at least once a week or more often) are significantly more likely to say they have felt stressed or depressed at some point in the last year, while sporadic social media users are less likely to say that they have experienced stress or depression compared to regular social media users.



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

APPENDIX

MENTAL HEALTH IN NEW ZEALAND

The media context: What was making New Zealand news around the survey fieldwork?

Greens work with health sector for changes in ADHD treatment

RNZ – 18 September 2022

Salvation Army says mental health clients facing homelessness

Stuff NZ – 17 August 2022

Call to prioritise mental health in new health system

Stuff NZ – 22 June 2022

Rotary clubs raise \$600,000 in six weeks for school mental health programme

Stuff NZ – 12 September 2022

Exclusive: Mental health distress calls to police on the rise

1 News – 15 June 2022

Overwhelmed business owners are struggling with mental health issues

Stuff NZ – 24 September 2022

Free Māori mental health and wellbeing service opens in Christchurch

Stuff NZ – 1 September 2022

Survey exposes rising mental health issues in building sector

NZ Herald – 26 August 2022

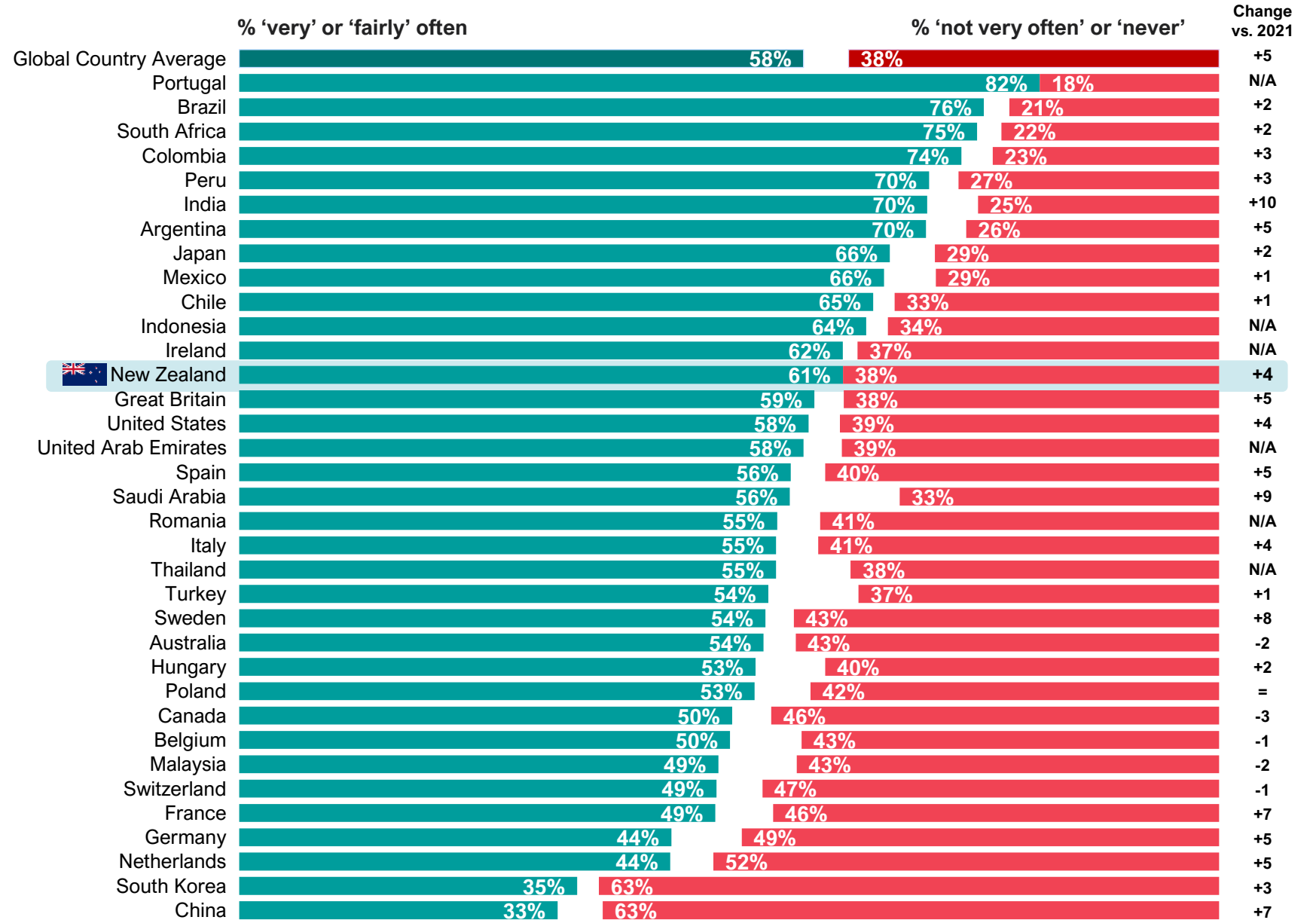
ATTITUDES TOWARDS MENTAL HEALTH AROUND THE WORLD

MENTAL WELLBEING

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

A majority globally report that they think “very” or “fairly” often about their mental wellbeing, up 5 points from 2021.

A majority of countries have recorded an increase this year in the proportion of people reporting this.



Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

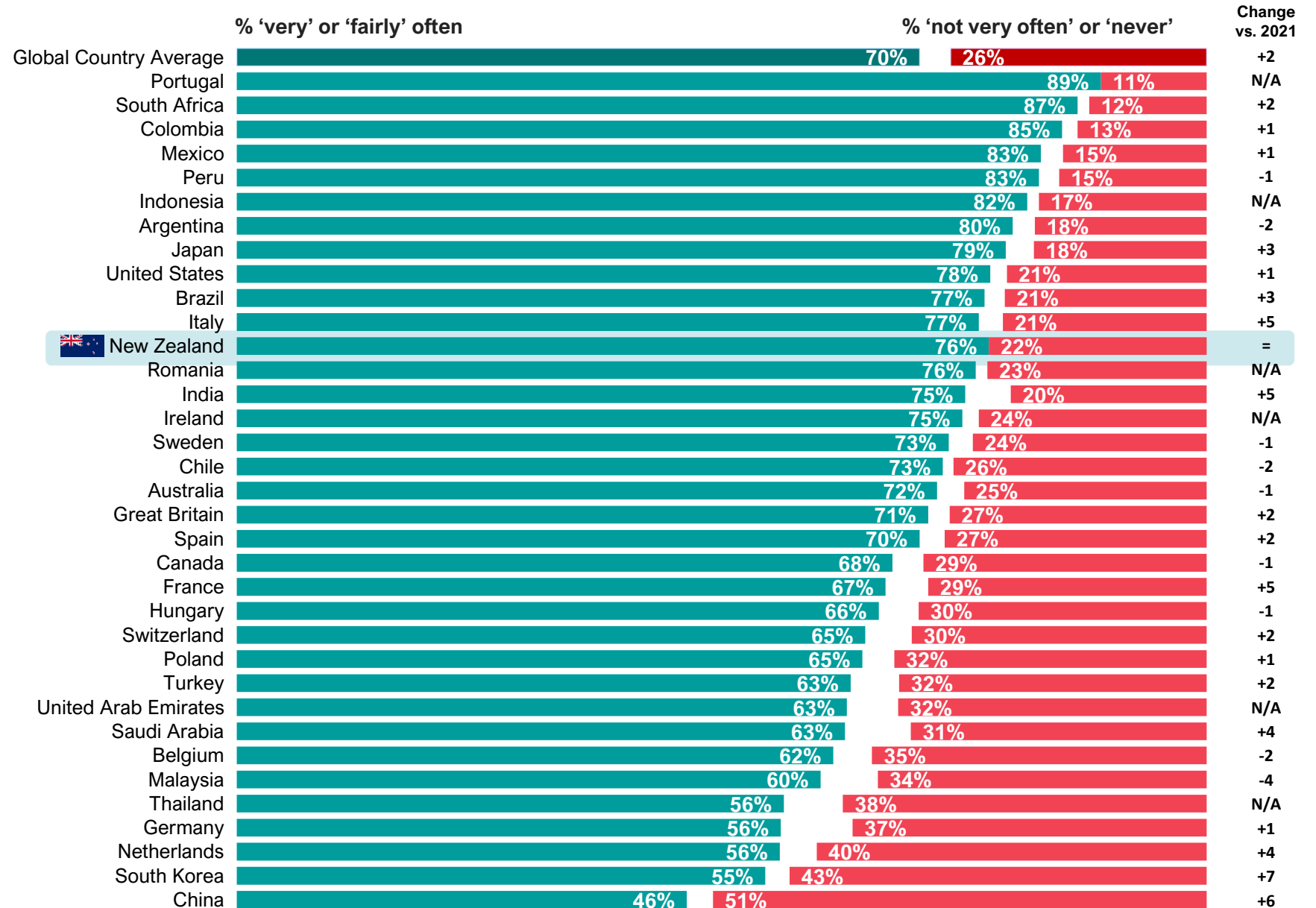
Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted.

PHYSICAL WELLBEING

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

The proportion of people regularly thinking about their physical wellbeing is 12 points larger than the proportion of those regularly thinking about their mental wellbeing



Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

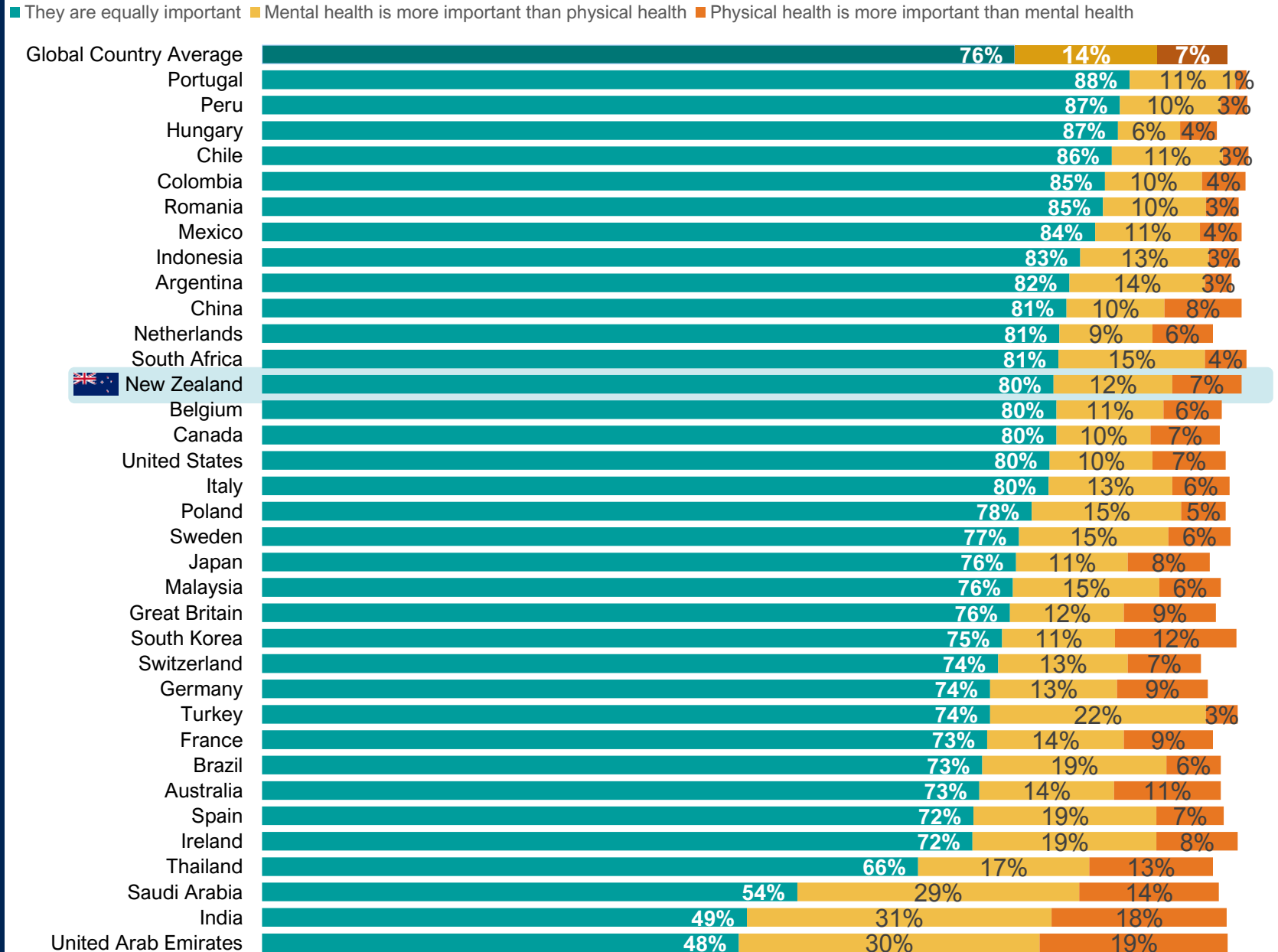
The "Global Country Average" reflects the average result for all the countries where the survey was conducted.

RELATIVE IMPORTANCE OF OWN MENTAL AND PHYSICAL HEALTH

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

A majority in 32 out of 35 countries rate mental and physical health as equally important.

Those who don't think they are equally important are more inclined to view mental health as the greater priority.



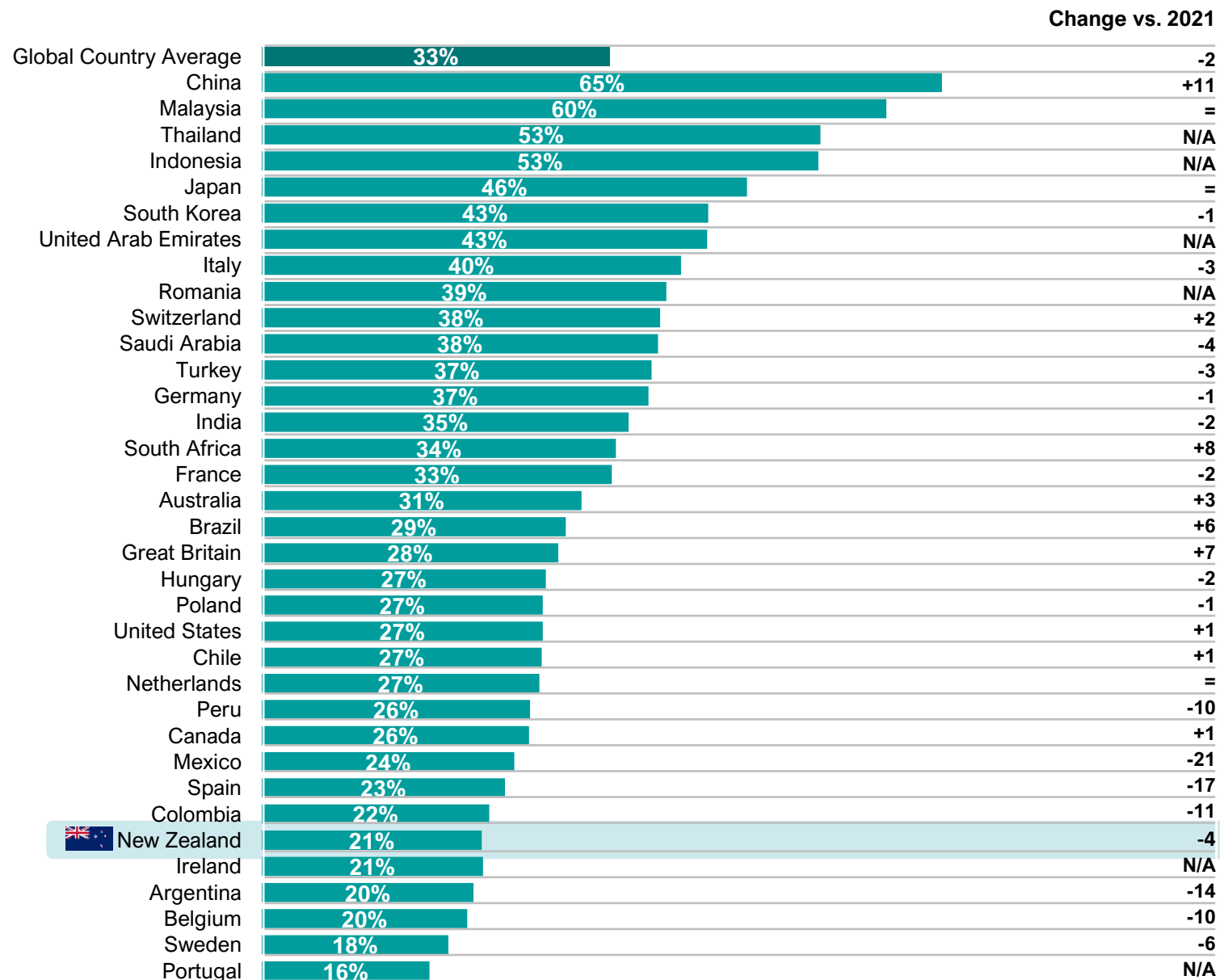
Base: Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted.

MENTAL AND PHYSICAL HEALTH TREATED AS “EQUALLY IMPORTANT”

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



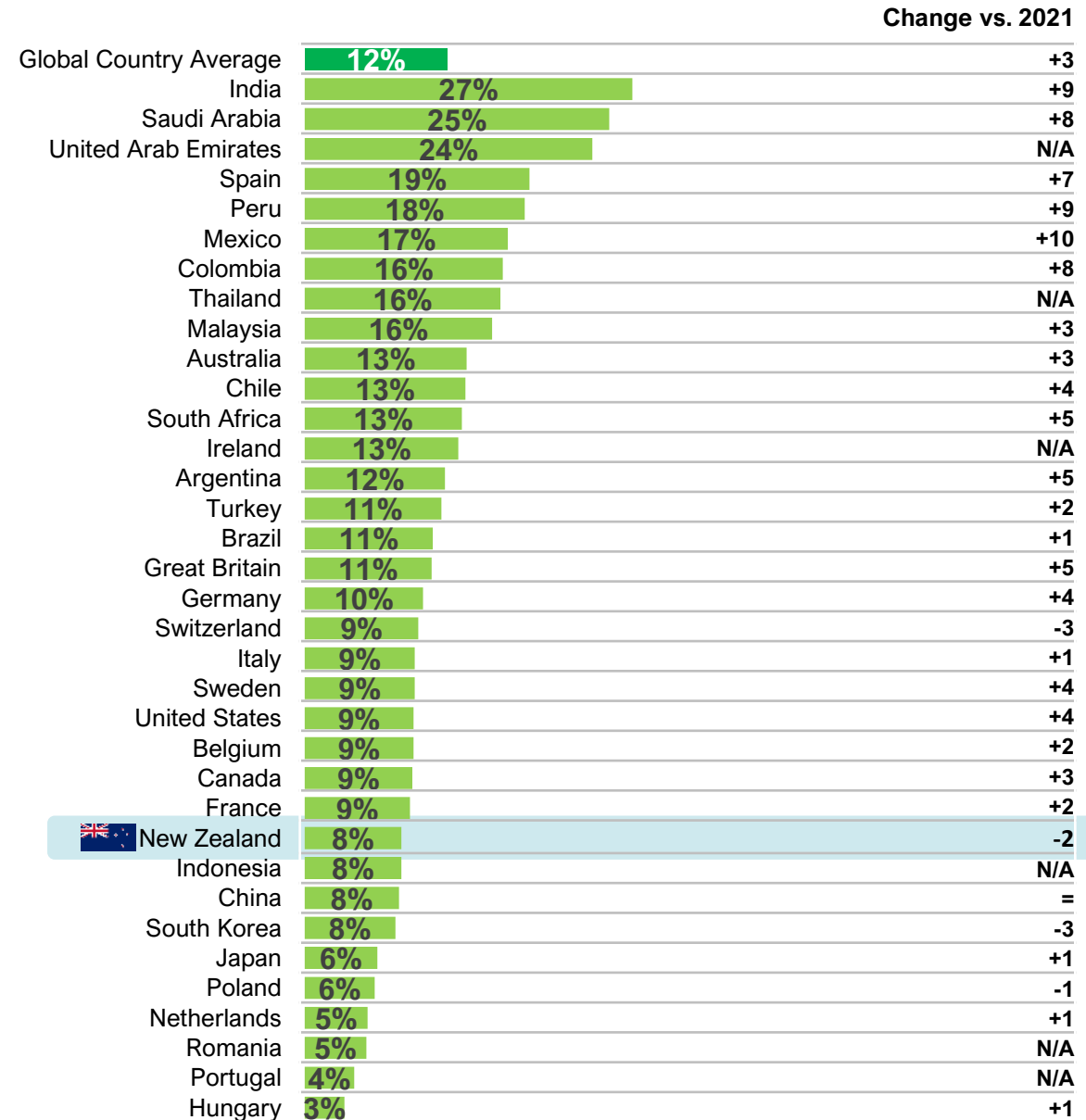
Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted.

MENTAL HEALTH TREATED AS MORE IMPORTANT

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



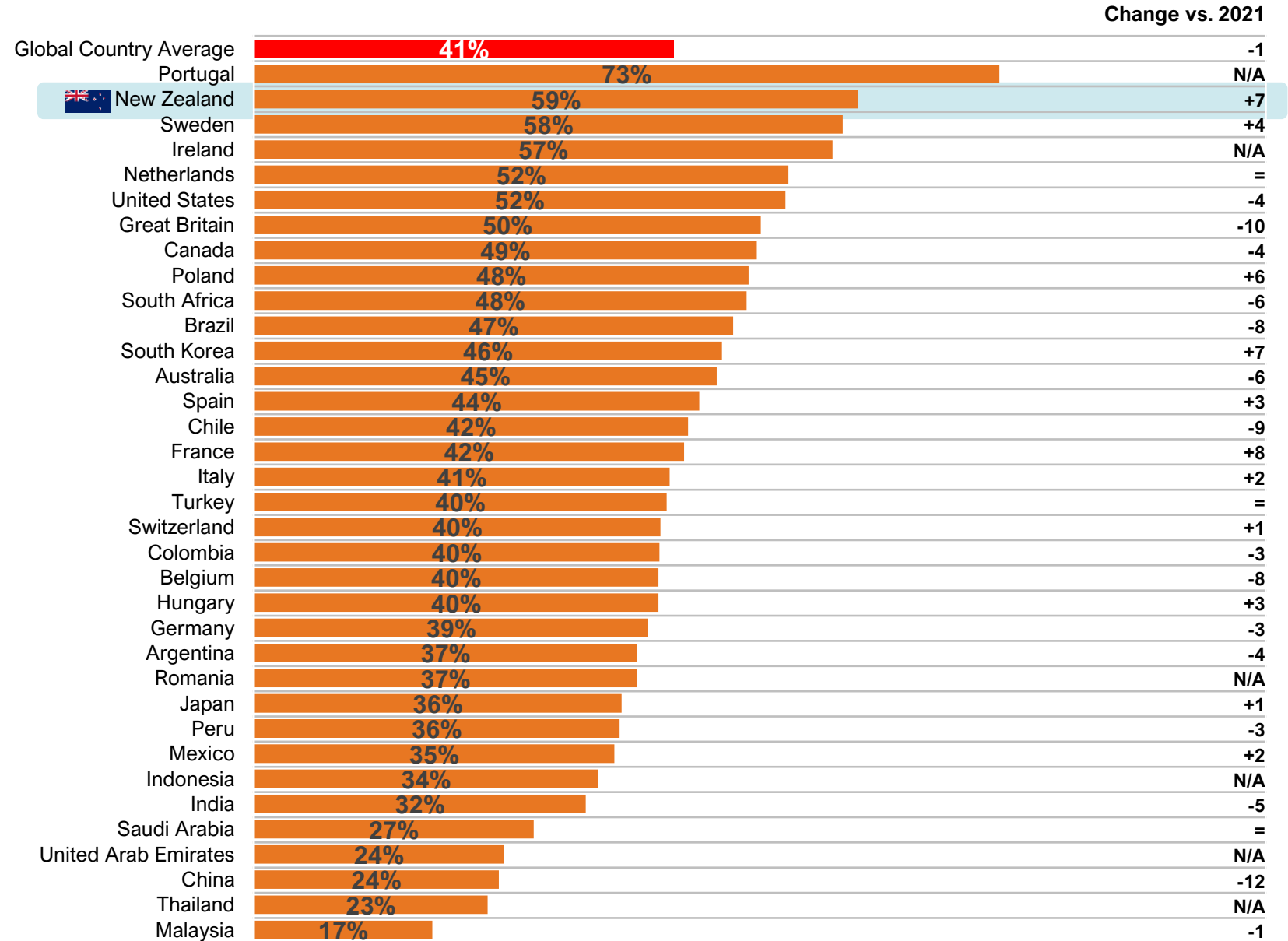
Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted.

PHYSICAL HEALTH TREATED AS MORE IMPORTANT

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



Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.

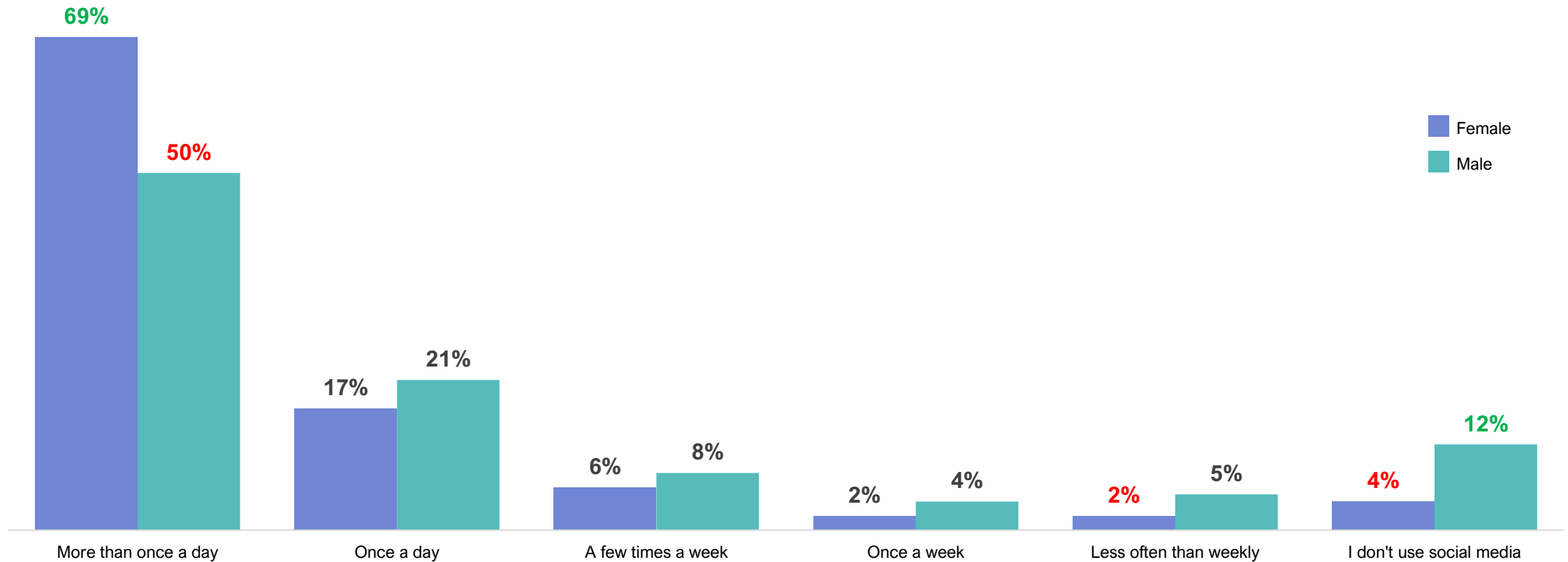
Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted.



SOCIAL MEDIA USAGE – GENDER

Women are significantly more likely to say they use social media more than once a day, whilst men are significantly more likely to say they never use social media.

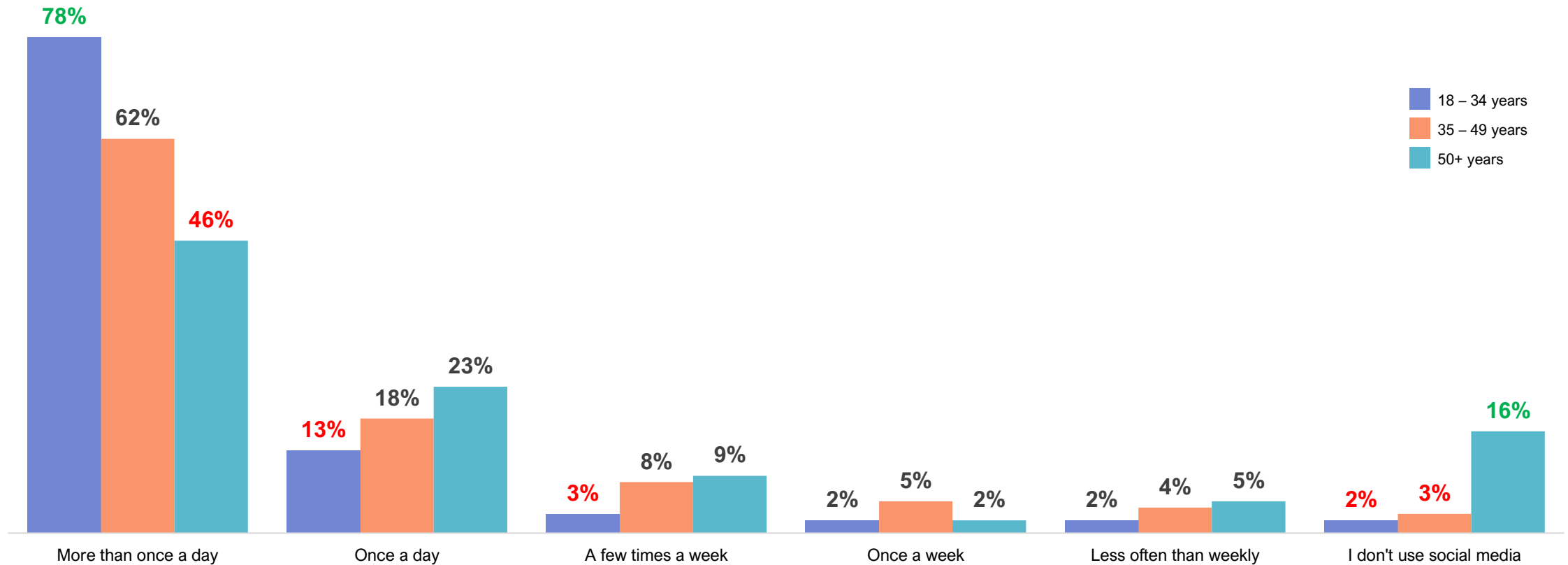


▲ / ▼ indicates significantly higher / lower score than NZ total



SOCIAL MEDIA USAGE – AGE

New Zealanders aged 18 – 34 are significantly more likely to use social media more than once a day, and less likely to never use social media. Those aged 50+ are significantly more likely to say they don't use social media.

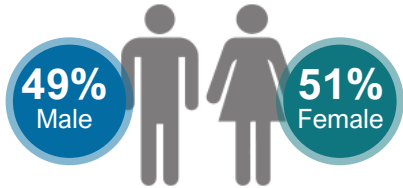


▲ / ▼ indicates significantly higher / lower score than NZ total

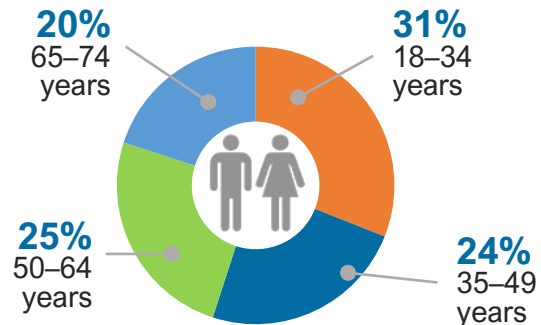
NEW ZEALAND SAMPLE DEMOGRAPHICS



1,000 respondents
were interviewed online 12-18
September 2022 using online
panels



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



Income

29% Up to \$50,000
30% Up to \$100,000
28% Over \$100,000



Highest education completed*

35% Up to Level 3
47% Level 4-7
16% Level 8-10
2% Don't know



Type of area live in

46% In the suburbs of a large city
19% In a rural area
11% In a large city
12% In, or right outside, a medium-sized city
10% In, or right outside, a small city

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

KEY NOTES

These are the results of a 34 country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,507 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia, and 16-74 in 27 other markets between Friday, July 22 and Friday, August 5, 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, Thailand, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Portugal, Romania, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey, and United Arab Emirates 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.

The data is weighted so that each country’s sample composition 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 where 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.

Where results do not sum to 100 or the ‘difference’ appears to be +/- 1 more/less than the actual, 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 of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

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



ABOUT IPSOS

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

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 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

GAME CHANGERS

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**

GAME CHANGERS

