IPSOS WORLD MENTAL HEALTH DAY 2024

A 31-Country Ipsos Global Advisor Survey

October 2024



Key findings



Globally most people have been feeling stressed

Just over three in five (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. Levels of reported stress range from a high of 76% in Türkiye to a low of 44% in Japan.



Mental health is still the number one concern

Our latest <u>Health Service Report</u> finds 45% cite mental health as one of the main health issues facing their nation. Cancer is second with 38% and stress follows with 31% mentioning it across 31 countries.



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Young women are struggling the most

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.

Health of mind and body seen as equal...

Just over three in four (76%) say mental and physical health are equally important, with a majority in all 31 countries saying this is the case. While mind and body are seen as equal, people are more likely to say they often think about their physical (72%) versus their mental wellbeing (60%).



Younger generations missing work due to stress

A majority (54%, Global Country Average) 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%). More generally, older people are less likely to report feeling stressed on each element asked about in our survey.

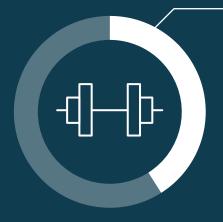


...But healthcare systems seen to prioritise physical issues

The public believe the emphasis by healthcare professionals is often still on the body. 41% say physical health is treated as more important than mental health by their country's current healthcare system, 13% say mental health is treated as more important and 31% say both are treated equally.



Headline stats



41% say physical health is

treated as **more important** than mental health by their health care system.



believe mental and physical health are **equally** important.

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

46%

Gen Z Women

Gen Z Men

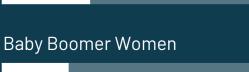




say they have felt stressed to the point where it had an impact on their daily life.



say they felt stressed once or several times to the point they could not go to work for a period of time.





33%

Baby Boomer Men

19%



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?

Global Country Average

For more details, see the <u>Ipsos Health Service Report 2024</u>

Mental Health	45%	Chile (69%)
Cancer	38%	Italy(56%)
Stress	31%	Argentina & South Korea (43%)
Obesity	26%	Mexico(59%)
Drug abuse	21%	South Africa (54%)
Diabetes	19%	Mexico(59%)
Heart disease	16%	India(33%)
Alcohol abuse	16%	South Africa (47%)
Smoking	12%	Indonesia(25%)
Coronavirus/COVID-19	11%	Japan (31%)
Dementia	9%	Japan (25%)
Sexually transmitted diseases	3%	South Africa (21%)
Hospital superbugs	3%	Hungary(21%)
Other	2	



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 <u>Ipsos Health Service Report 2024</u>

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

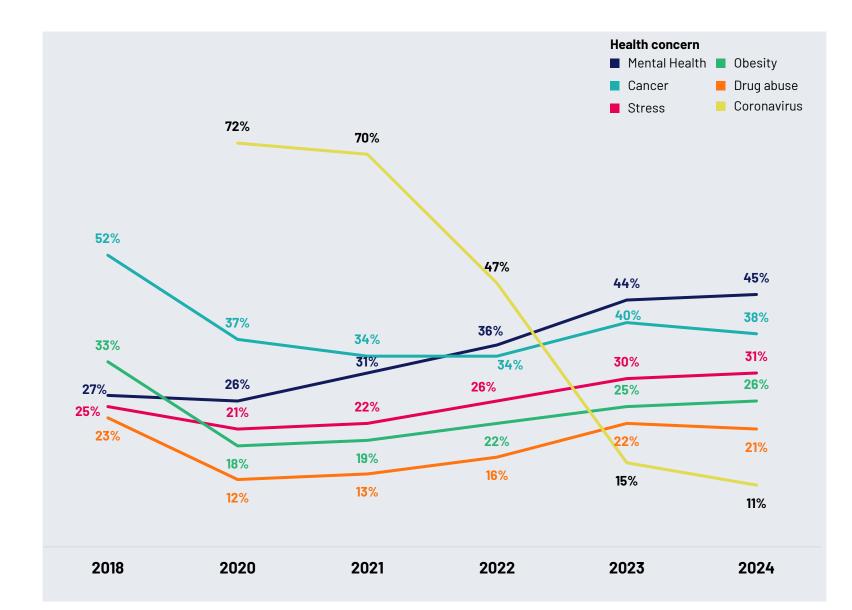
Global Country Average45%Chile69%Sweden68%Australia60%Spain59%New Zealand58%	27%				
Sweden68%Australia60%Spain59%		26%	31%	36%	44%
Australia60%Spain59%	26%	50%	59%	62%	66%
Spain 59%	59%	59%	63%	63%	67%
	50%	47%	47%	44%	60%
New Zealand 58%	23%	16%	35%	51%	61%
	N/A	N/A	N/A	N/A	59%
Canada 57%	49%	42%	43%	46%	61%
Colombia 54%	17%	N/A	42%	46%	51%
Great Britain 54%	50%	43%	40%	43%	53%
Brazil 54%	18%	27%	40%	49%	52%
Ireland 53%	N/A	N/A	N/A	58%	58%
United States 52%	44%	33%	35%	51%	53%
Germany 50%	37%	26%	32%	31%	52%
Argentina 49%	15%	25%	28%	37%	47%
Singapore 49%	N/A	N/A	N/A	N/A	46%
Switzerland 48%	N/A	N/A	28%	48%	48%
Netherlands 47%	N/A	27%	33%	33%	45%
Peru 46%	41%	36%	37%	39%	45%
South Korea 41%	48%	27%	27%	35%	44%
Poland 40%	19%	23%	30%	33%	41%
France 39%	10%	10%	12%	20%	35%
South Africa 39%	16%	22%	27%	37%	39%
Indonesia 38%	N/A	N/A	N/A	32%	38%
Thailand 38%	N/A	N/A	N/A	29%	35%
Belgium 37%	23%	22%	35%	33%	37%
Italy 35%	18%	10%	19%	28%	32%
Malaysia 35%	16%	22%	33%	31%	41%
Hungary 31%	14%	12%	18%	23%	24%
Türkiye 30%	17%	25%	19%	27%	32%
Japan 28%	24%	14%	9%	15%	18%
India 26%	18%	27%	25%	30%	19%
Mexico 25%	6%	8%	11%	15%	21%

Ipsos

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 <u>lpsos Health Service Report 2024</u>





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

health treated as more important than as more important than equally Country equally mental health physical health 2022 2021 2023 **Global Country Average** 35% 33% 34% 32% 41% Malaysia 63% 60% 60% 61% 17% Singapore 53% 43% N/A 54% 30% 53% 55% Indonesia 52% 35% N/A Thailand 49% 53% 59% 25% N/A Japan 45% 33% 46% 47% 49% South Korea 41% 43% 44% 43% 45% Switzerland 33% 36% 38% 39% Türkiye 38% 41% 37% 35% 39% Germany 42% 38% 33% 37% 37% France 45% 35% 33% 37% 36% India 36% 27% 37% 35% 55% Australia 46% 27% 31% 38% 34% Italy 32% 46% 40% 39% 43% New Zealand 32% 49% N/A N/A 32% South Africa 42% 26% 34% 32% 18% Brazil 29% 23% 29% 31% 45% 12% Hungary 43% 30% 29% 29% 27% United States 50% 27% 28% 28% 29% Canada 49% 25% 26% 26% Ireland 53% 21% 25% N/A 12% Spain 40% 40% 23% 23% 19% Great Britain 54% 21% 28% 28% Chile 38% 27% 23% 25% Colombia 29% 33% 22% 23% Mexico 43% 22% 22% 22% 45% 24% Netherlands 22% 57% 27% 28% 26% Peru 27% 36% 26% 25% Poland 49% 27% 25% 26% Sweden 57% 19% 24% 18% 24% 19% Argentina 34% 34% 20% 22% 23% Belgium 39% 30% 20%

Physical health is treated

Mental health is treated

% treated



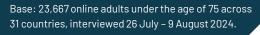


Physical & mental

How people feel about their own mental health

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

Not often or % often Country Often 2022 never 2019 2021 2023 **Global Country Average** 36% 56% 53% 58% 58% South Africa 20% 79% 72% 73% 75% 75% 22% 72% Colombia 75% 76% 71% 74% 22% Peru 68% 68% 70% 69% 22% Brazil 72% 75% 76% 75% 25% 73% 65% Mexico 66% 65% 27% N/A Indonesia N/A 64% 65% 25% Argentina 65% 70% 70% 69% 71% 29% Chile 69% 70% 64% 65% 68% 34% New Zealand N/A N/A N/A 60% Japan 29% 67% 65% 62% 66% 62% 36% United States 57% 54% 58% 58% 61% 35% Hungary 61% 53% 51% 53% 57% Great Britain 60% 37% 57% 54% 59% 58% 38% 60% Ireland N/A N/A 62% 37% Italy 57% 51% 55% 51% India 58% 33% 62% 61% 70% 63% 39% 55% 53% Canada 58% 50% 56% Australia 40% 60% 55% 56% 57% 54% Spain 40% 57% 51% 57% 56% 57% 40% 49% 46% 54% 54% Sweden 57% Poland 39% 52% 57% 56% 53% 55% 38% Malaysia 57% 52% 51% 46% 49% 40% France 41% 57% 49% 49% 55% Singapore 40% 49% 55% N/A N/A 52% Netherlands 44% 39% 44% 49% 48% 40% Thailand N/A N/A 55% 59% Belgium 39% 51% 46% 53% 51% 50% 46% 39% Germany 49% 45% 44% 46% 46% Switzerland 48% N/A 49% 49% 49% Türkiye 48% 47% 53% 51% 54% South Korea 37% 31% 36% 67% 35%



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

		Not often or	% often			
ountry	Often	never	2019	2021	2022	2023
Global Country Average	72%	25%	71%	68%	70%	71%
South Africa	86%	13%	85%	85%	87%	85%
Indonesia	85%	14%	N/A	N/A	82%	81%
Peru	85%	14%	81%	84%	83%	78%
Colombia	84%	15%	87%	84%	85%	86%
Mexico	82%	17%	86%	82%	83%	83%
New Zealand	80%	18%	N/A	N/A	N/A	76%
Ireland	80%	18%	N/A	N/A	75%	78%
Italy	80%	18%	79%	72%	77%	72%
United States	79%	19%	76%	77%	78%	76%
Argentina	79%	20%	82%	82%	80%	83%
Chile	78%	21%	79%	75%	73%	76%
Brazil	77%	19%	75%	74%	77%	78%
Great Britain	75%	23%	72%	70%	71%	70%
Canada	75%	22%	74%	69%	68%	72%
Australia	75%	23%	76%	73%	72%	71%
Spain	74%	23%	72%	69%	70%	74%
Japan	74%	19%	73%	77%	79%	74%
Sweden	73%	24%	68%	75%	73%	72%
France	71%	26%	63%	62%	67%	71%
Poland	69%	27%	68%	64%	65%	68%
Hungary	69%	29%	67%	67%	66%	68%
Netherlands	68%	30%	62%	52%	56%	63%
Malaysia	67%	28%	69%	64%	60%	60%
Switzerland	67%	28%	N/A	63%	65%	67%
Singapore	66%	31%	N/A	65%	N/A	66%
Germany	63%	34%	62%	55%	56%	64%
Belgium	63%	32%	68%	63%	62%	64%
Thailand	58%	37%	N/A	N/A	56%	59%
Türkiye	58%	38%	62%	61%	63%	64%
South Korea	50%	49%	52%	48%	55%	53%
India	49%		75%	71%	75%	58%



Country	Equally important	Mental health more important than physical health th	Physical health more important nan mental health	2019	% eq impo 2021	-	2023
Global Country Average	76%		13% 8%	80%	79%	76%	78%
Germany	85%		7% 5%	84%	84%	74%	84%
Hungary	84%		11% 4%	87%	90%	87%	86%
Peru	84%		11% 5%	87%	86%	87%	87%
New Zealand	83%		10% 6%	N/A	N/A	N/A	77%
Chile	82%		11% 5%	88%	86%	86%	81%
Argentina	82%		12% 4%	85%	85%	82%	88%
Colombia	82%		11% 6%	92%	86%	85%	87%
Indonesia	81%		12% 5%	N/A	N/A	83%	84%
Netherlands	81%		11% 7%	81%	81%	81%	79%
Malaysia	80%		12% 6%	85%	79%	76%	79%
Great Britain	79%		9% 10%	82%	79%	76%	76%
Mexico	79%		12% 8%	90%	88%	84%	84%
South Korea	77%		9% 11%	75%	75%	75%	78%
Canada	77%		13% 8%	84%	81%	80%	79%
Italy	77%		14% 7%	76%	81%	80%	76%
United States	77%		11% 11%	81%	82%	80%	77%
France	77%		12% 8%	78%	76%	73%	81%
Sweden	76%		15% 7%	72%	74%	77%	76%
Singapore	76%		14% 8%	N/A	79%	N/A	78%
Poland	75%		15% 6%	79%	81%	78%	79%
Brazil	75%		17% 5%	69%	78%	73%	73%
South Africa	75%		17% 8%	83%	80%	81%	77%
Japan	74%		10% 6%	74%	74%	76%	75%
Belgium	74%		12% 10%	77%	83%	80%	80%
Australia	73%		12% 11%	79%	76%	73%	76%
Spain	73%		16% 8%	75%	78%	72%	70%
Switzerland	73%		12% 9%	N/A	75%	72%	72%
Ireland	72%		18% 9%	N/A	N/A	71%	72%
Türkiye	68%		20% 7%	78%	74%	72%	69%
Thailand	60%	21%	17%	N/A	N/A	66%	67%
India	50%	21%	20%	64%	59%	49%	66%
IIIula			2070	0 70	0070	70 UF	00

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



During the past year have you
ever?

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

	Yes, several		Not often or	%	yes, severa times	al
ountry	times	Yes, once	never	2021	2022	2023
Global Country Average	33%	29%	38%	35%	34%	34%
Sweden	51%	16%	32%	47%	50%	49%
Türkiye	45%	31%	24%	50%	50%	45%
Poland	45%	19%	36%	40%	41%	42%
Brazil	42%	32%	26%	50%	44%	43%
Chile	40%	33%	27%	43%	38%	43%
New Zealand	39%	25%	36%	N/A	N/A	39%
Great Britain	38%	21%	41%	36%	34%	34%
Argentina	38%	33%	29%	42%	36%	38%
Canada	38%	23%	39%	36%	33%	37%
Hungary	36%	21%	42%	31%	29%	32%
Belgium	36%	25%	39%	42%	40%	37%
Australia	35%	27%	38%	39%	34%	33%
South Africa	35%	33%	32%	42%	38%	39%
United States	34%	25%	41%	34%	35%	33%
France	34%	27%	39%	25%	35%	36%
Germany	34%	24%	43%	34%	32%	36%
Ireland	34%	30%	36%	N/A	37%	36%
Mexico	33%	37%	30%	32%	35%	27%
Colombia	33%	39%	28%	40%	32%	32%
Spain	31%	29%	40%	36%	33%	33%
Netherlands	29%	21%	50%	33%	29%	30%
Peru	29%	45%	26%	34%	32%	30%
Italy	28%	28%	44%	27%	27%	22%
Japan	27%	17%	55%	37%	37%	38%
Thailand	27%	34%	39%	N/A	26%	26%
Switzerland	27%	30%	43%	33%	32%	34%
Singapore	25%	33%	42%	30%	N/A	24%
Indonesia	23%	42%	35%	N/A	24%	28%
India	22%	31%	48%	29%	37%	26%
Malaysia	21%	35%	44%	23%	23%	20%
South Korea	20%	32%	48%	23%	20%	22%

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During the past year have you
ever?

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

	Vee eeverel		Not often ar	%	yes, severa	al
a	Yes, several		Not often or		times	
Country	times	Yes, once	never	2021	2022	2023
Global Country Average	31%	29%	41%	32%	31%	31%
Poland	42%	22%	36%	40%	39%	40%
Türkiye	41%	30%	29%	41%	46%	41%
Brazil	41%	30%	29%	48%	43%	41%
Argentina	40%	34%	26%	40%	38%	42%
Chile	40%	33%	28%	42%	41%	37%
Sweden	39%	19%	42%	37%	39%	38%
Belgium	37%	23%	40%	36%	35%	35%
Hungary	37%	19%	44%	28%	25%	30%
South Africa	35%	33%	32%	40%	40%	35%
Colombia	34%	38%	28%	38%	29%	32%
Mexico	33%	38%	29%	33%	35%	28%
Australia	32%	27%	41%	34%	33%	32%
New Zealand	32%	27%	41%	N/A	N/A	32%
Canada	32%	25%	43%	34%	28%	33%
Great Britain	31%	25%	45%	32%	30%	28%
Italy	29%	31%	40%	28%	33%	26%
France	29%	27%	45%	24%	30%	31%
Germany	29%	24%	47%	25%	27%	30%
Peru	28%	49%	23%	34%	34%	28%
Singapore	28%	30%	42%	26%	N/A	23%
Ireland	27%	33%	40%	N/A	34%	32%
Netherlands	27%	20%	54%	26%	26%	27%
United States	26%	27%	47%	28%	29%	27%
Japan	25%	15%	61%	31%	32%	35%
Switzerland	25%	31%	44%	27%	24%	28%
India	24%	30%	46%	29%	36%	23%
Spain	23%	26%	52%	26%	24%	25%
Thailand	22%	30%	48%	N/A	22%	28%
Malaysia	22%	33%	45%	25%	24%	23%
Indonesia	21%	37%	41%	N/A	24%	24%
South Korea	14%	32%	53%	17%	16%	19%



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

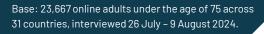
	Yes, several		Not often or	%	yes, severa times	al
Country	times	Yes, once	never	2021	2022	2023
Global Country Average	26%	26%	47%	28%	27%	27%
Chile	36%	33%	31%	39%	37%	36%
Türkiye	35%	32%	33%	38%	43%	37%
Hungary	35%	25%	40%	31%	31%	33%
South Africa	34%	31%	35%	39%	37%	39%
Poland	34%	20%	46%	31%	32%	33%
Sweden	33%	19%	48%	23%	32%	30%
Brazil	32%	29%	38%	40%	38%	37%
Argentina	31%	33%	37%	34%	30%	32%
Colombia	30%	37%	33%	36%	27%	28%
Mexico	30%	33%	37%	29%	30%	25%
Great Britain	29%	20%	51%	27%	28%	26%
New Zealand	28%	24%	48%	N/A	N/A	29%
Canada	28%	23%	49%	28%	25%	28%
Australia	28%	24%	48%	31%	28%	26%
Belgium	28%	24%	48%	30%	26%	26%
United States	27%	22%	51%	23%	28%	26%
Peru	26%	40%	34%	30%	29%	24%
Germany	25%	19%	56%	23%	25%	26%
India	25%	27%	48%	29%	34%	25%
Ireland	25%	26%	49%	N/A	27%	33%
Japan	23%	14%	63%	22%	22%	24%
Italy	23%	25%	52%	21%	23%	19%
Singapore	23%	31%	47%	24%	N/A	20%
France	22%	25%	53%	19%	25%	25%
Malaysia	21%	32%	47%	26%	22%	20%
Switzerland	20%	27%	54%	21%	23%	24%
Indonesia	20%	33%	47%	N/A	22%	23%
Netherlands		14%	68%	17%	16%	18%
Spain	17%	23%	60%	21%	20%	19%
Thailand	16%	27%	56%	N/A	18%	20%
South Korea	11% 2	9%	61%	16%	15%	17%



During the past year have you
ever?

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

	Yes, several	Not often or	% yes, s tim	
ountry	times Yes, once	never	2022	2023
Global Country Average	18% 22%	60%	18%	18%
Türkiye	30% 23%	48%	30%	29%
Chile	24% 30%	46%	23%	25%
Brazil	24% 24%	52%	25%	24%
India	23% 30%	48%	33%	24%
Argentina	22% 26%	52%	22%	20%
Canada	21% 17%	62%	15%	19%
Peru	21% 36%	43%	22%	22%
New Zealand	21% 21%	58%	N/A	21%
Belgium	21% 16%	63%	18%	17%
Sweden	21% 17%	63%	19%	18%
Mexico	21% 28%	52%	20%	17%
Australia	20% 24%	56%	22%	20%
Great Britain	20% 16%	65%	18%	18%
Poland	19% 15%	65%	19%	17%
South Africa	19% 29%	53%	23%	24%
Ireland	19% 20%	62%	21%	21%
Malaysia	18% 27%	55%	17%	17%
Thailand	18% 33%	50%	15%	21%
Colombia	17% 33%	50%	19%	18%
Germany	17% 19%	64%	19%	20%
United States	17% 17%	66%	19%	16%
Singapore	16% 22%	62%	N/A	15%
Switzerland	15% 21%	63%	16%	16%
Japan	15% 8%	77%	12%	14%
Netherlands	14% 12%	74%	13%	14%
Hungary	14% 13%	73%	7%	12%
Indonesia	14% 34%	52%	17%	20%
Italy	14% 17%	69%	12%	12%
Spain	13% 20%	67%	14%	14%
France	13% 17%	70%	15%	14%
South Korea	10% 22%	68%	10%	11%





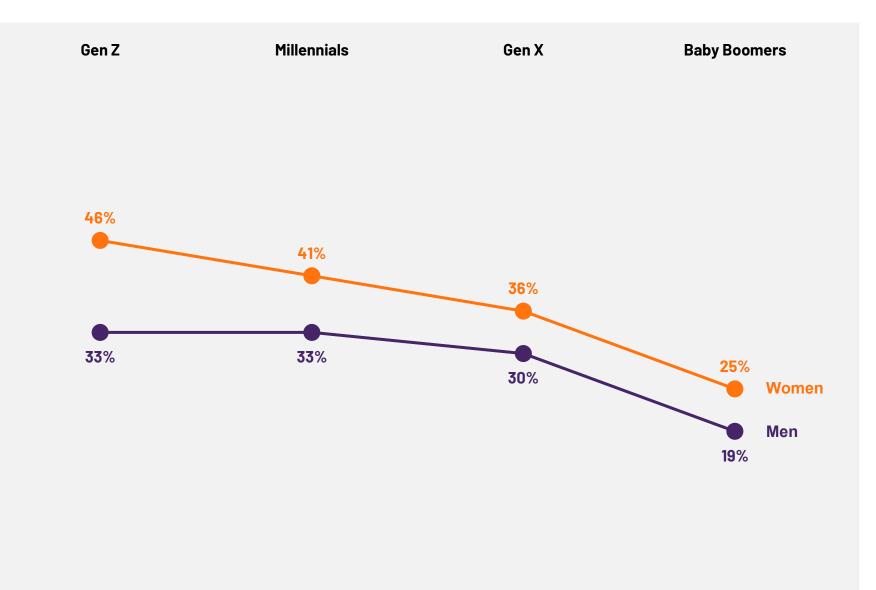


	Men	Women			
ed to the point where it had an impact on how you live your daily life	29 %				
	37%				
essed to the point where you felt like you could not cope/deal with things	27%				
	34%				
ressed to the point that you felt sad or Ilmost every day for a couple of weeks or more					
	23% 30%				
to the point you could not go to work for a period of time	17 %				
	19%				



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

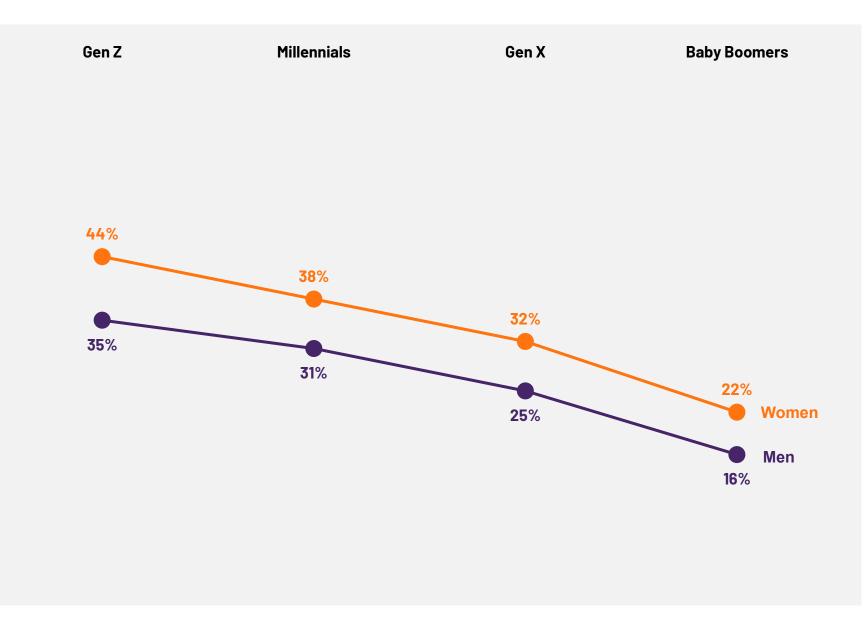
(% yes, several times)





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

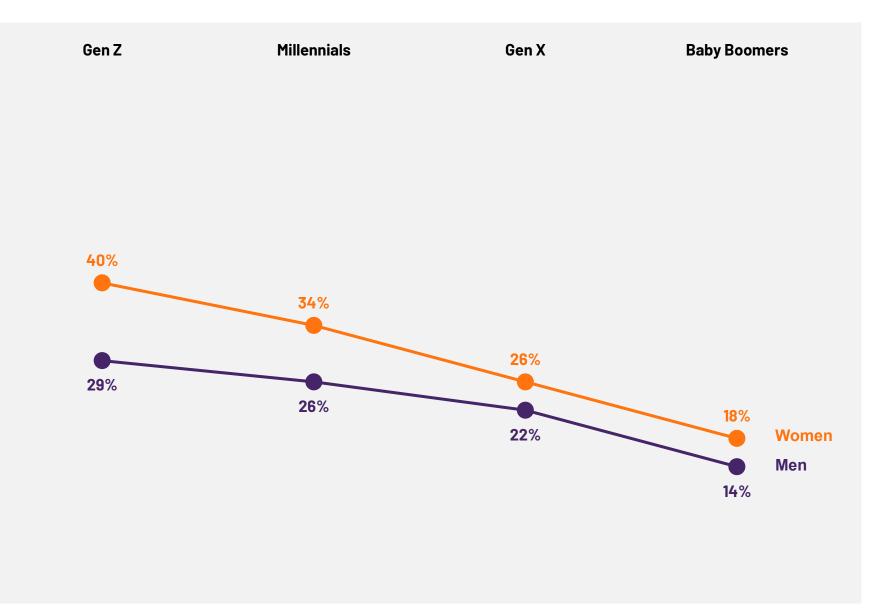
(% yes, several times)





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

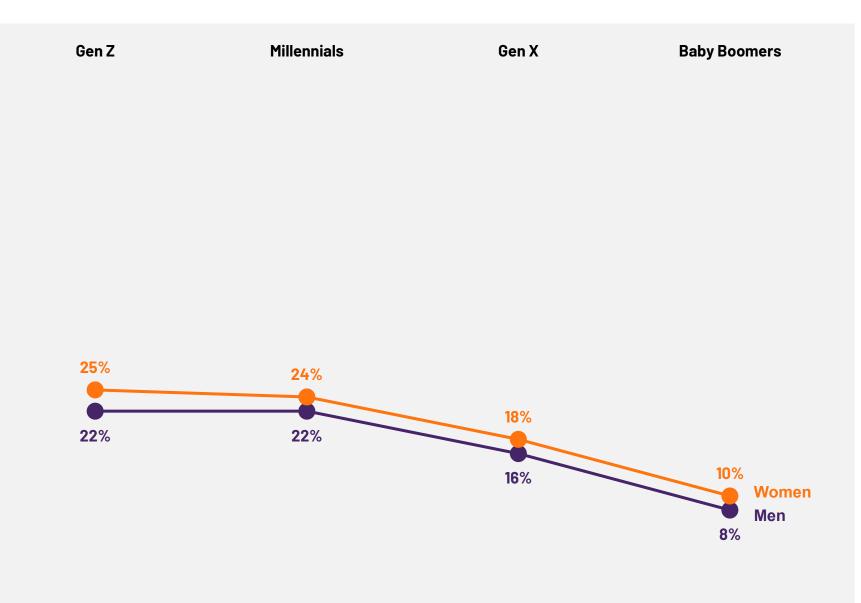
(% yes, several times)





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

(% yes, several times)





Methodology

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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 U.S., 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 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 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.



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