

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 Health Service Report 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.



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.



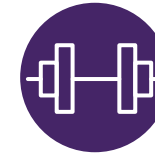
Health of mind and body seen as equal...

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

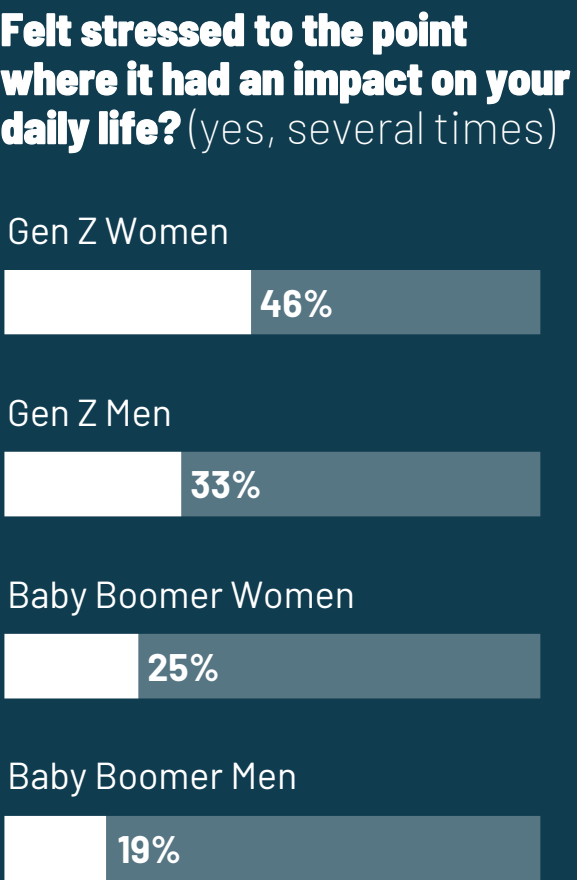
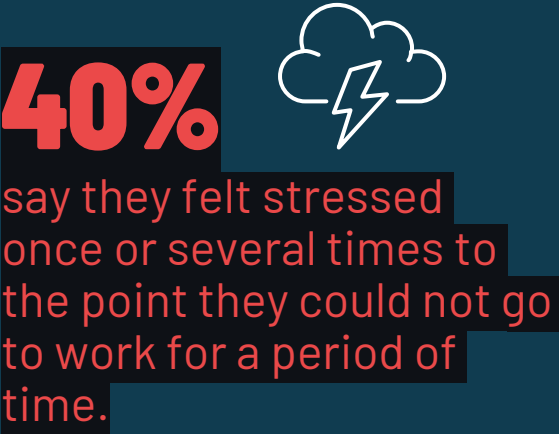
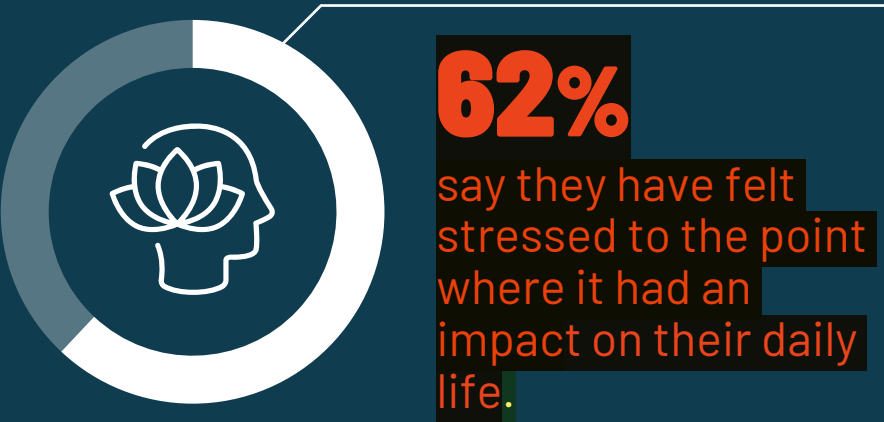
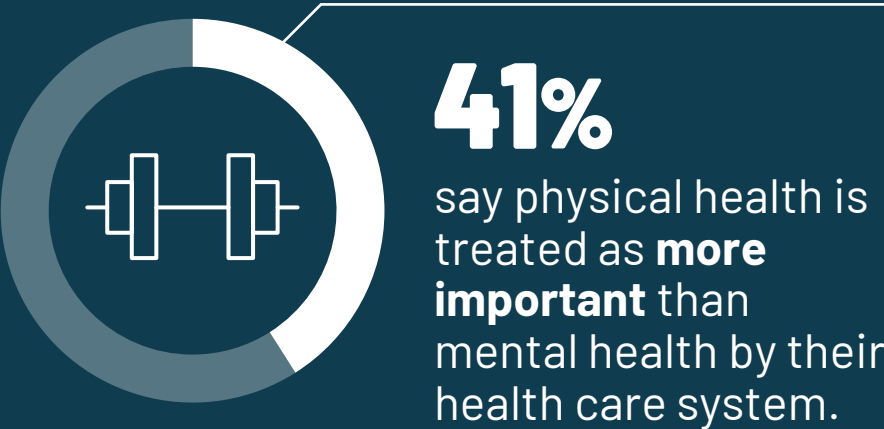
A majority (54%, Global Country Average) of Gen Z say they have felt stressed to the point that they could not go to work during the past year; the figure for Millennials is slightly lower (47%). More generally, older people are less likely to report feeling stressed on each element asked about in our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



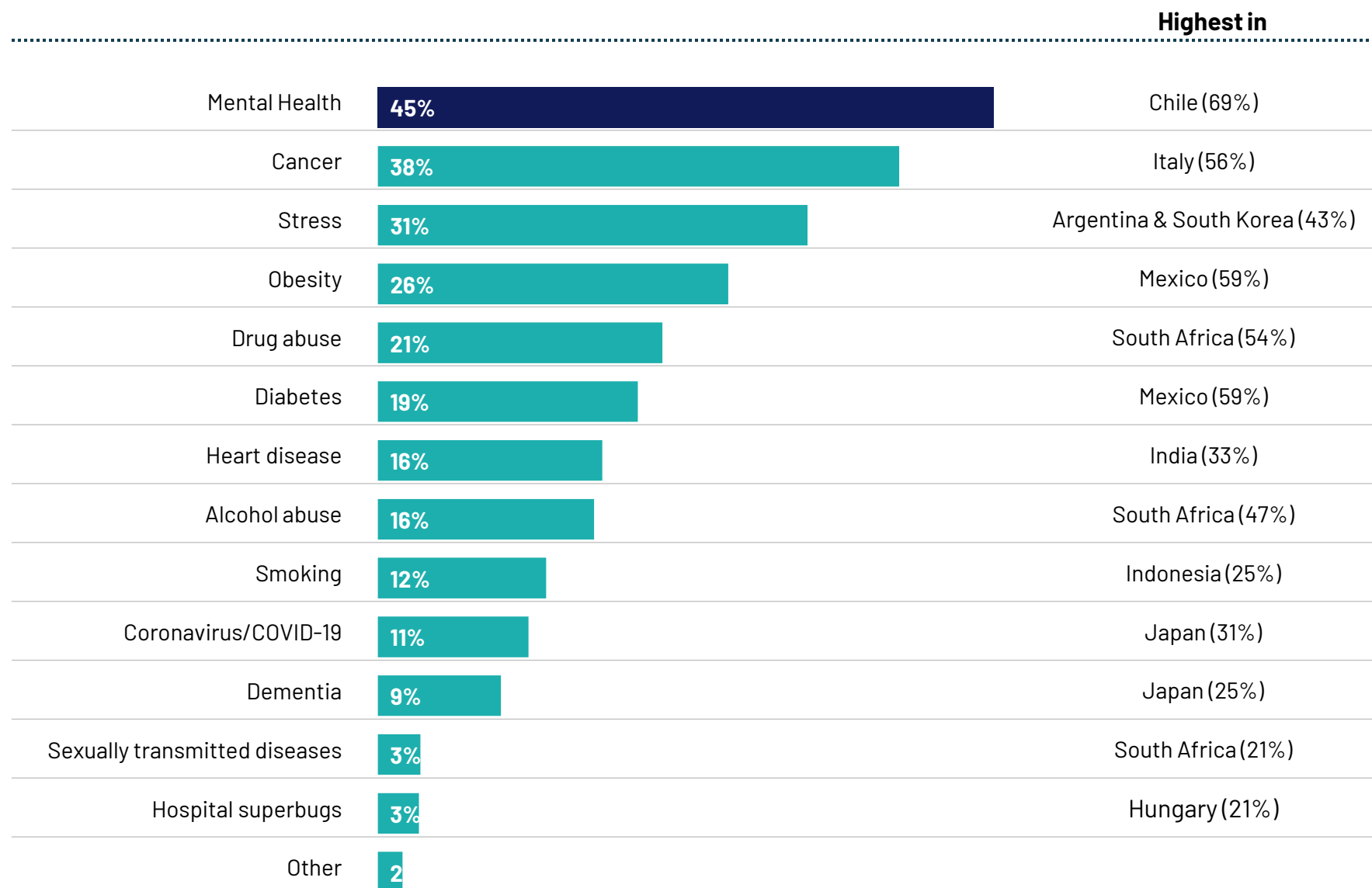
Mental Health: growing concern around the world

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 [Ipsos Health Service Report 2024](#)

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



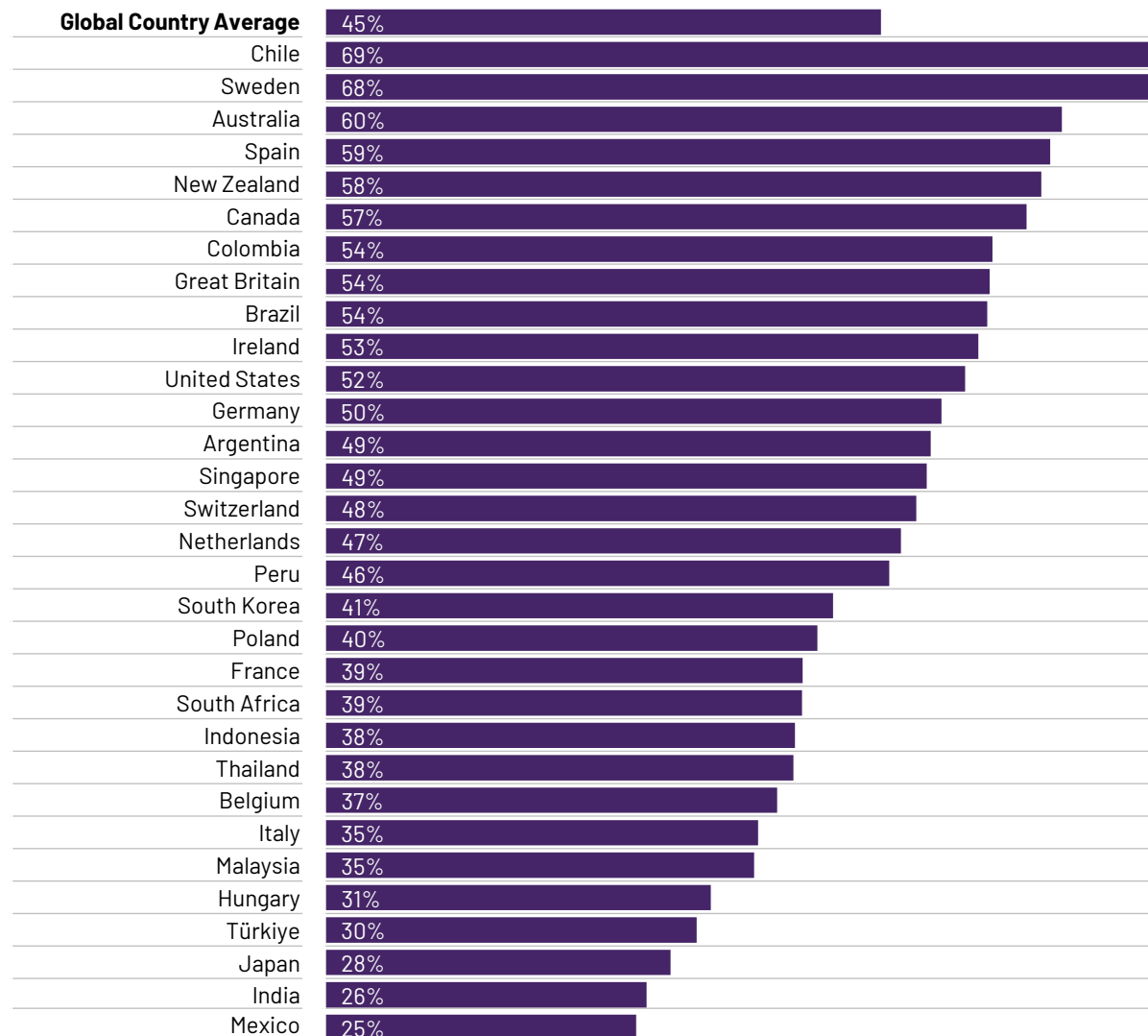
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Mental Health

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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%

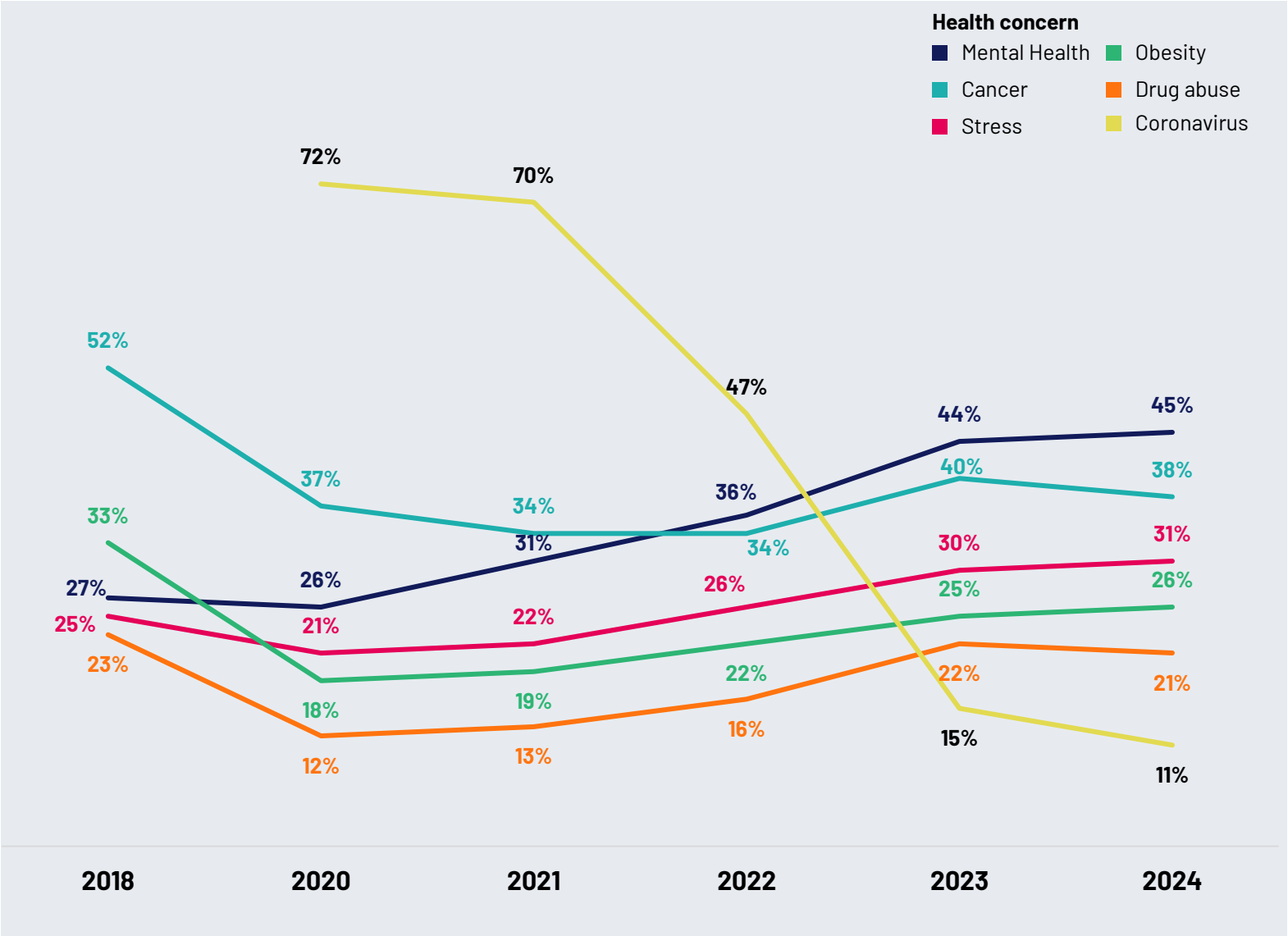


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Global average over time

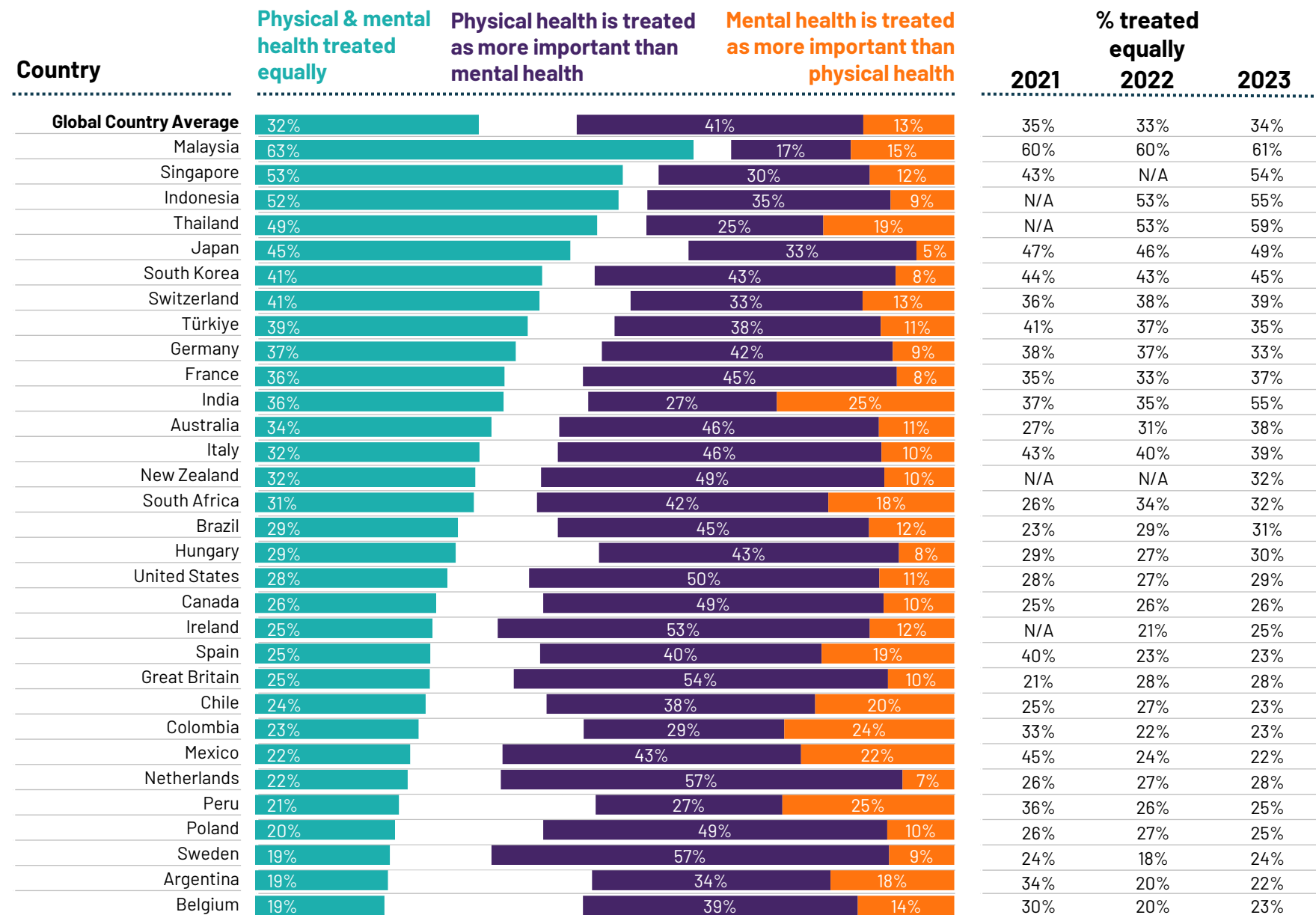
For more details, see the [Ipsos Health Service Report 2024](#)

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?

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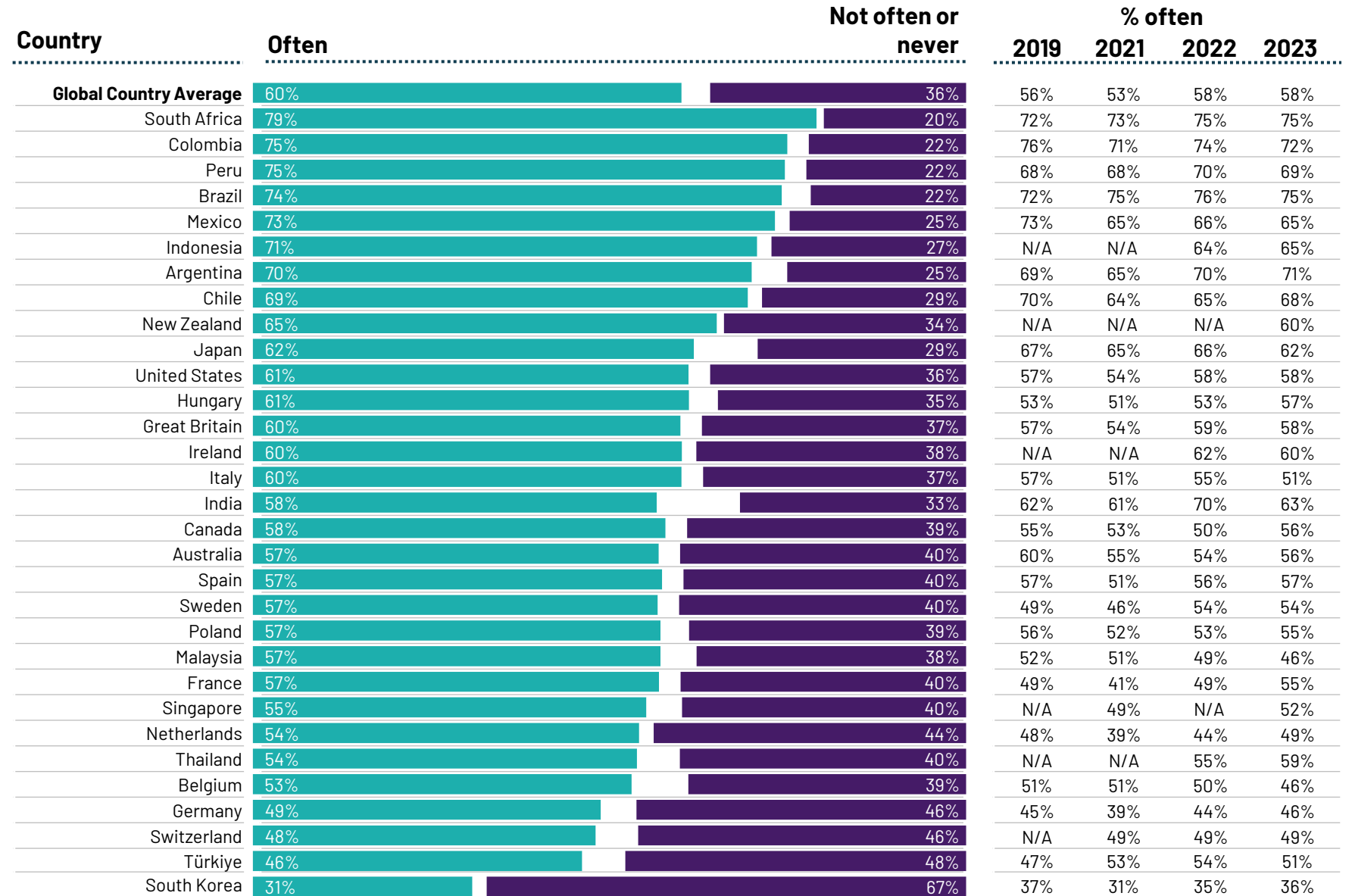


How people feel about their own mental health



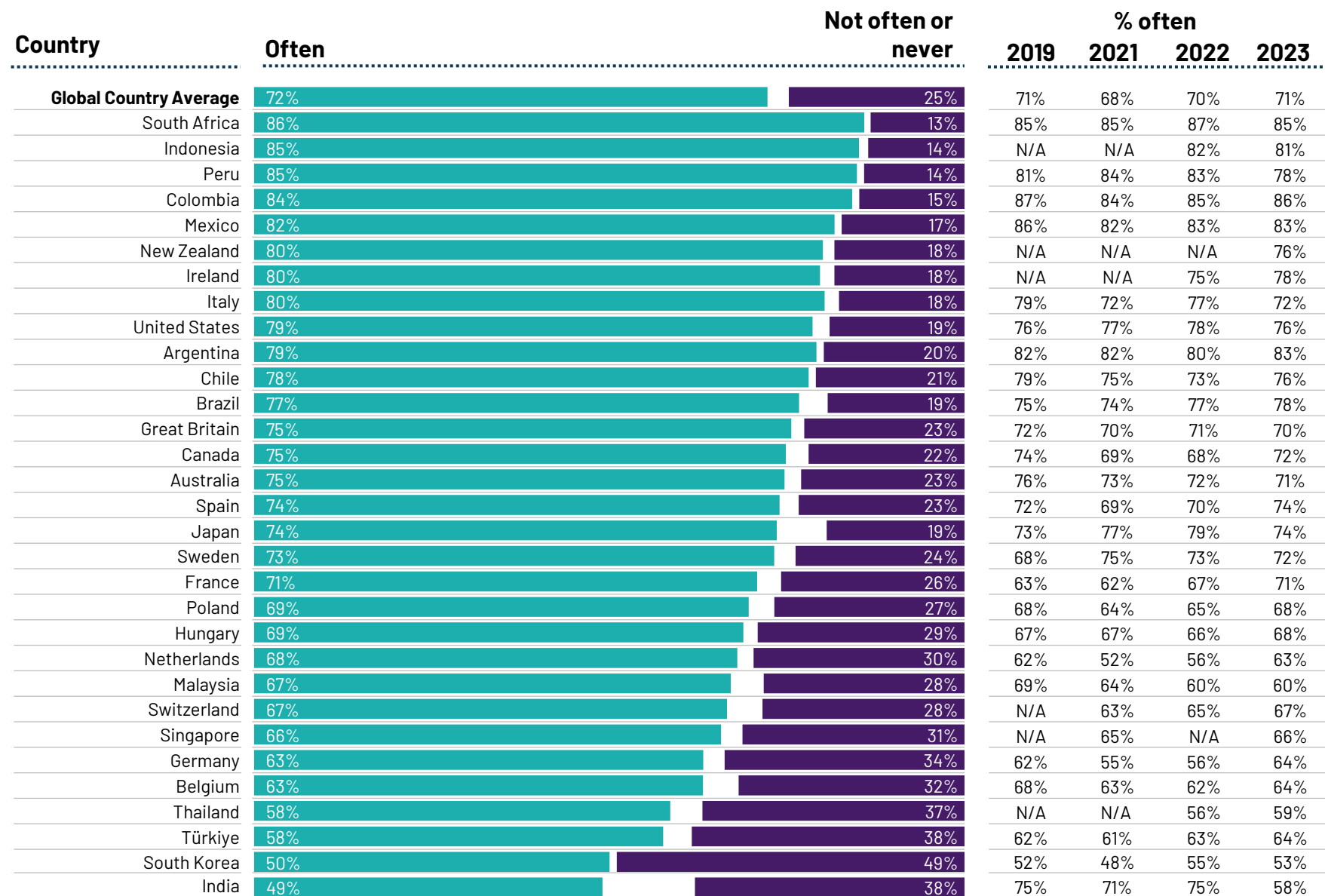
How often, if at all, would you say you think about your **mental** wellbeing?

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



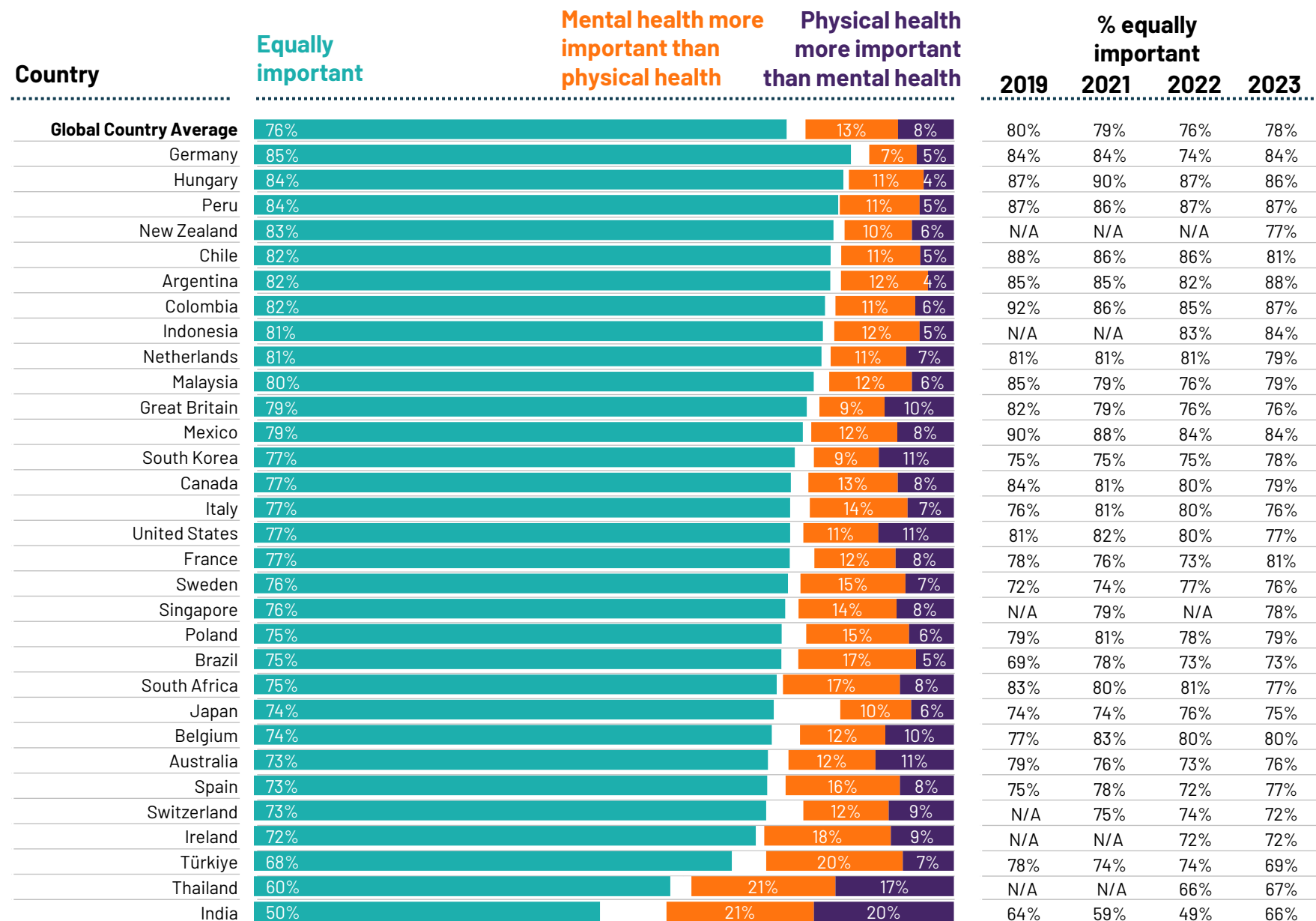
How often, if at all, would you say you think about your **physical** wellbeing?

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



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

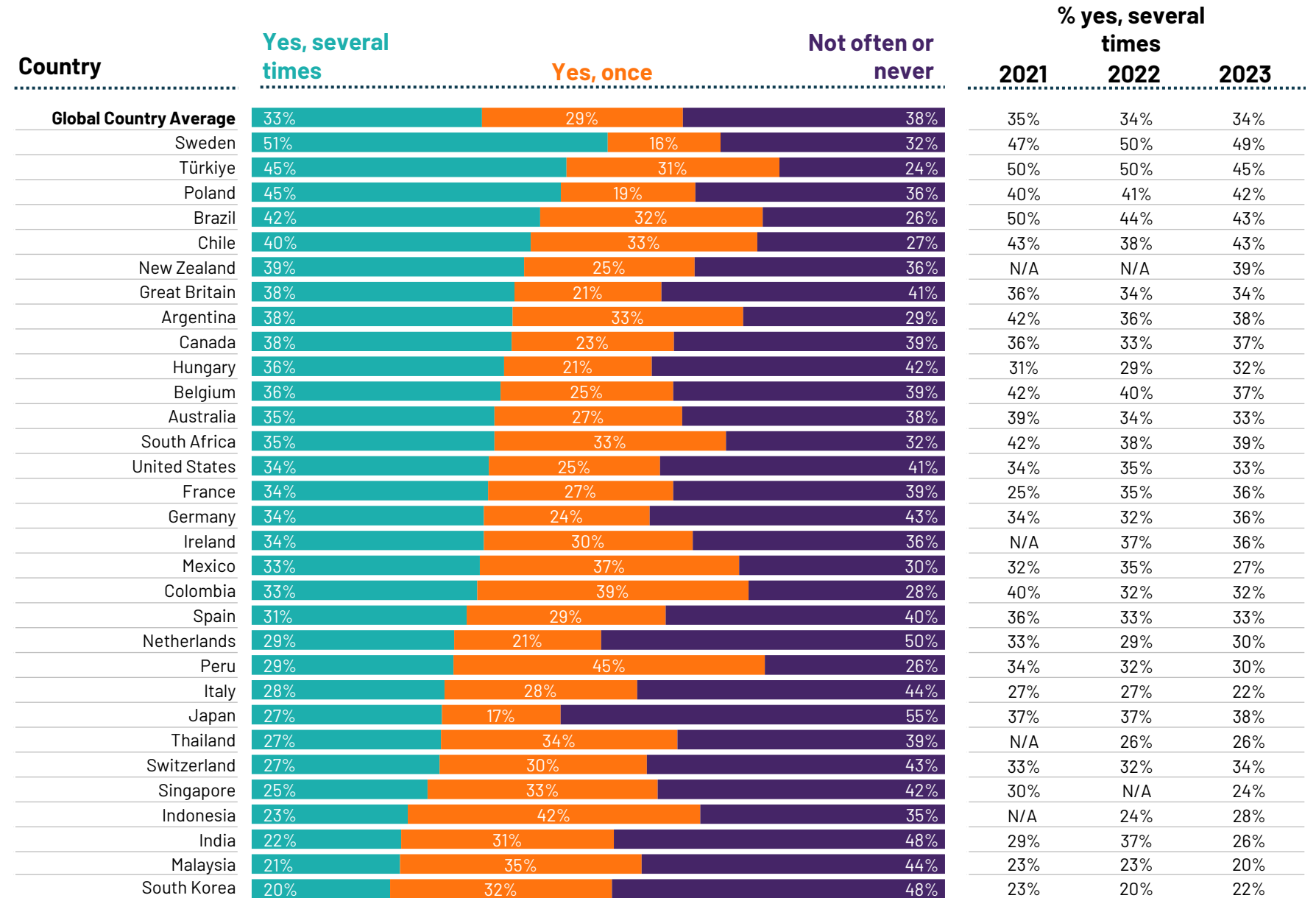
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



During the past year have you ever...?

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

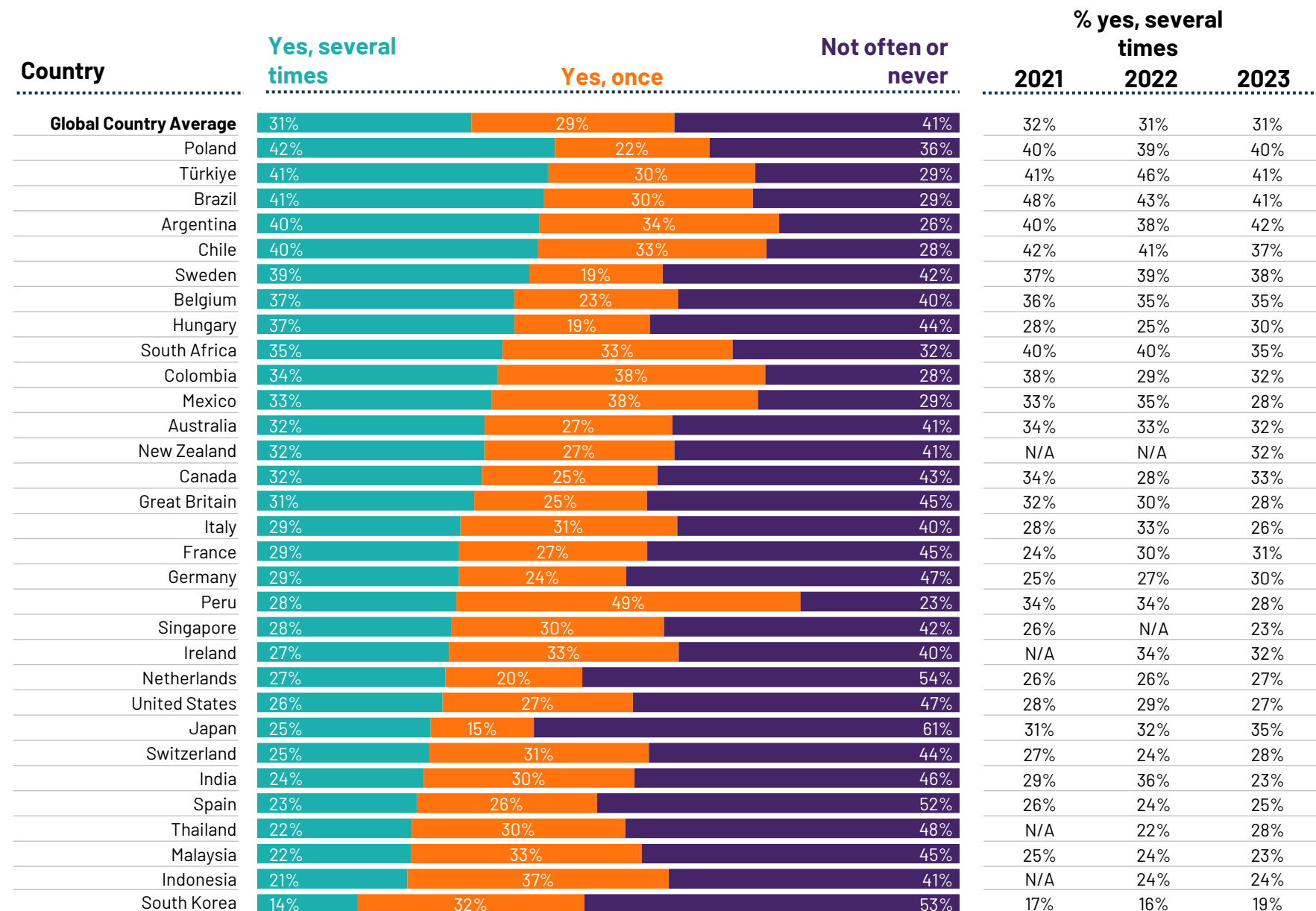
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



During the past year have you ever...?

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

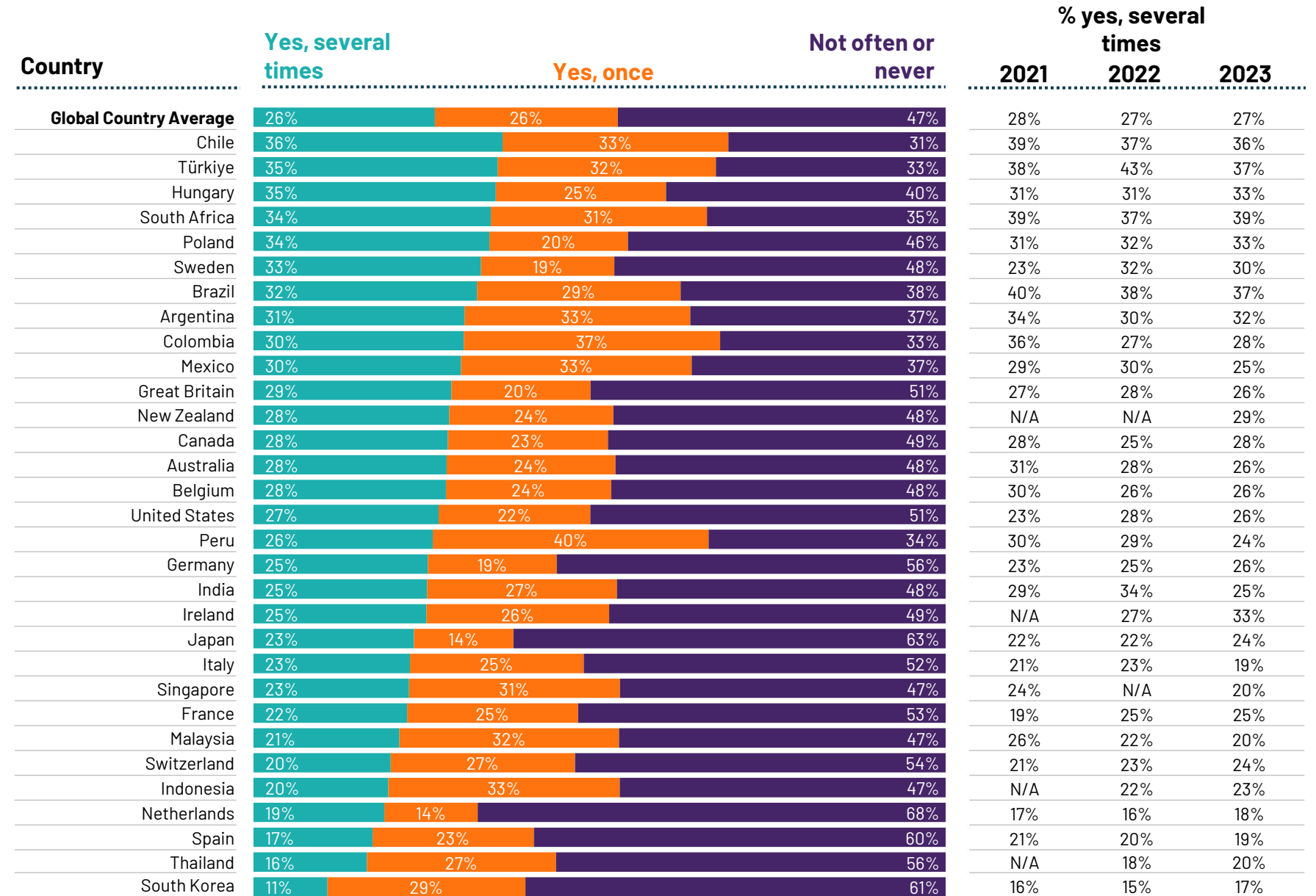
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



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

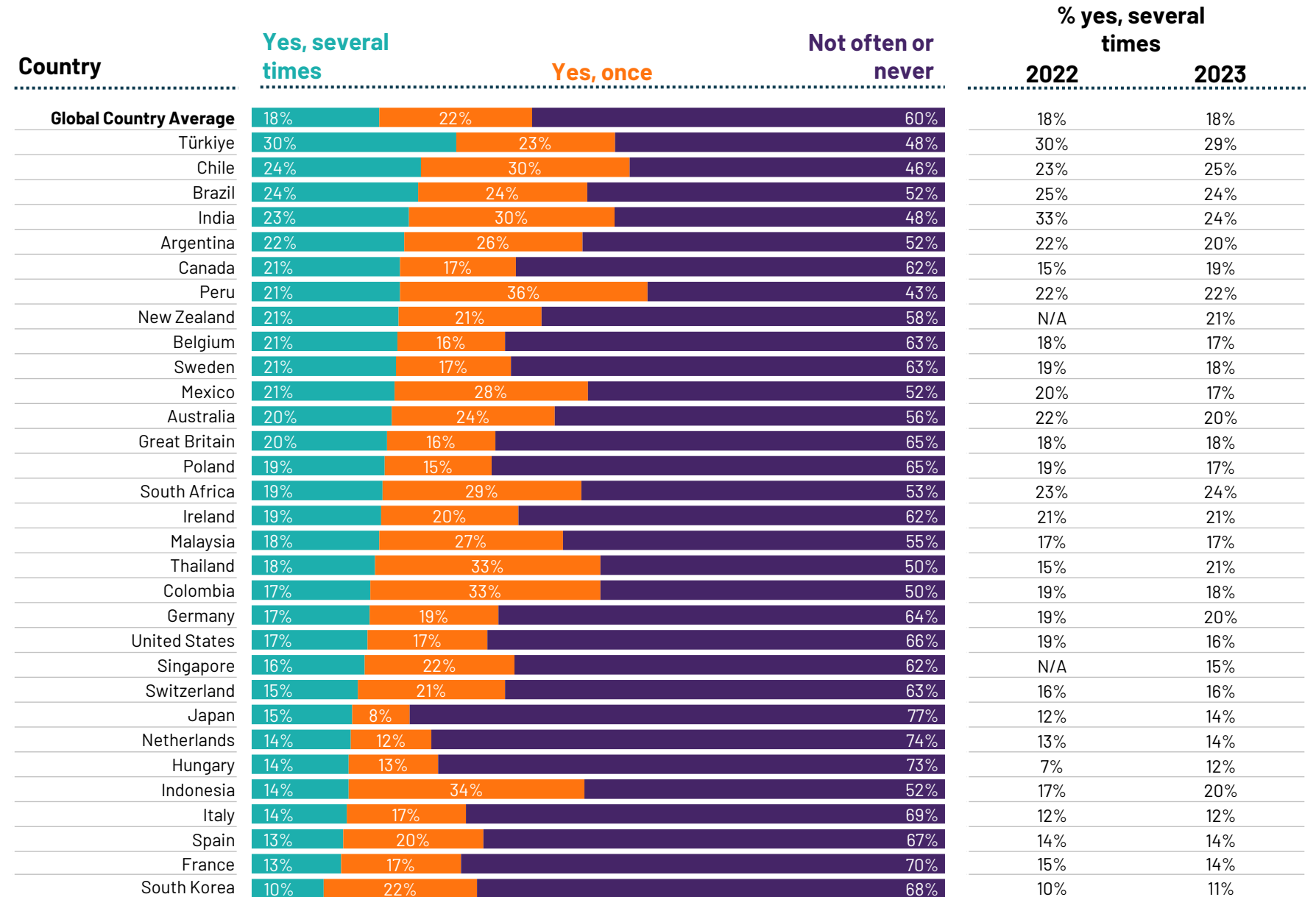
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



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.

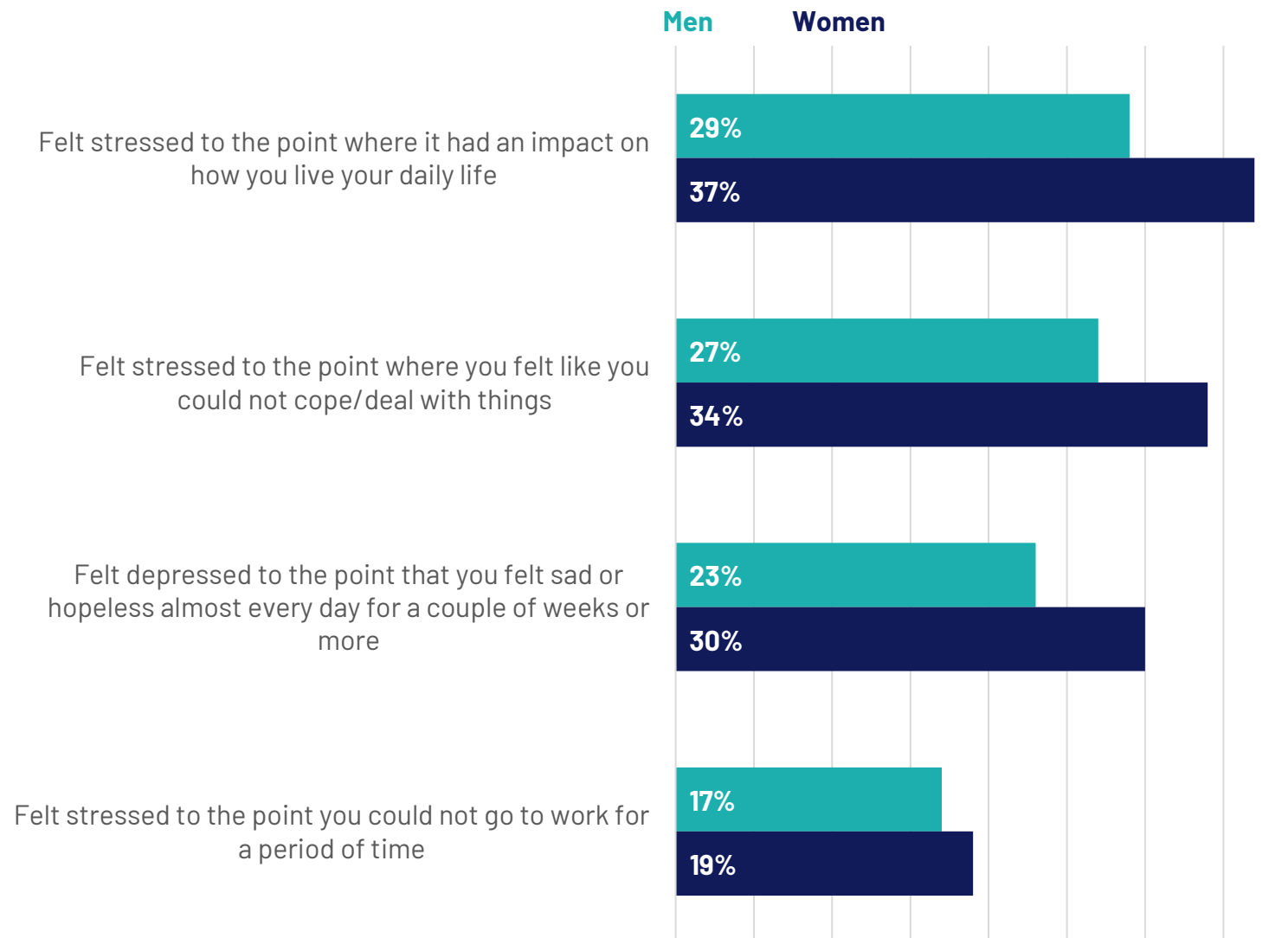


During the past year have you ever...?

(31 country average)

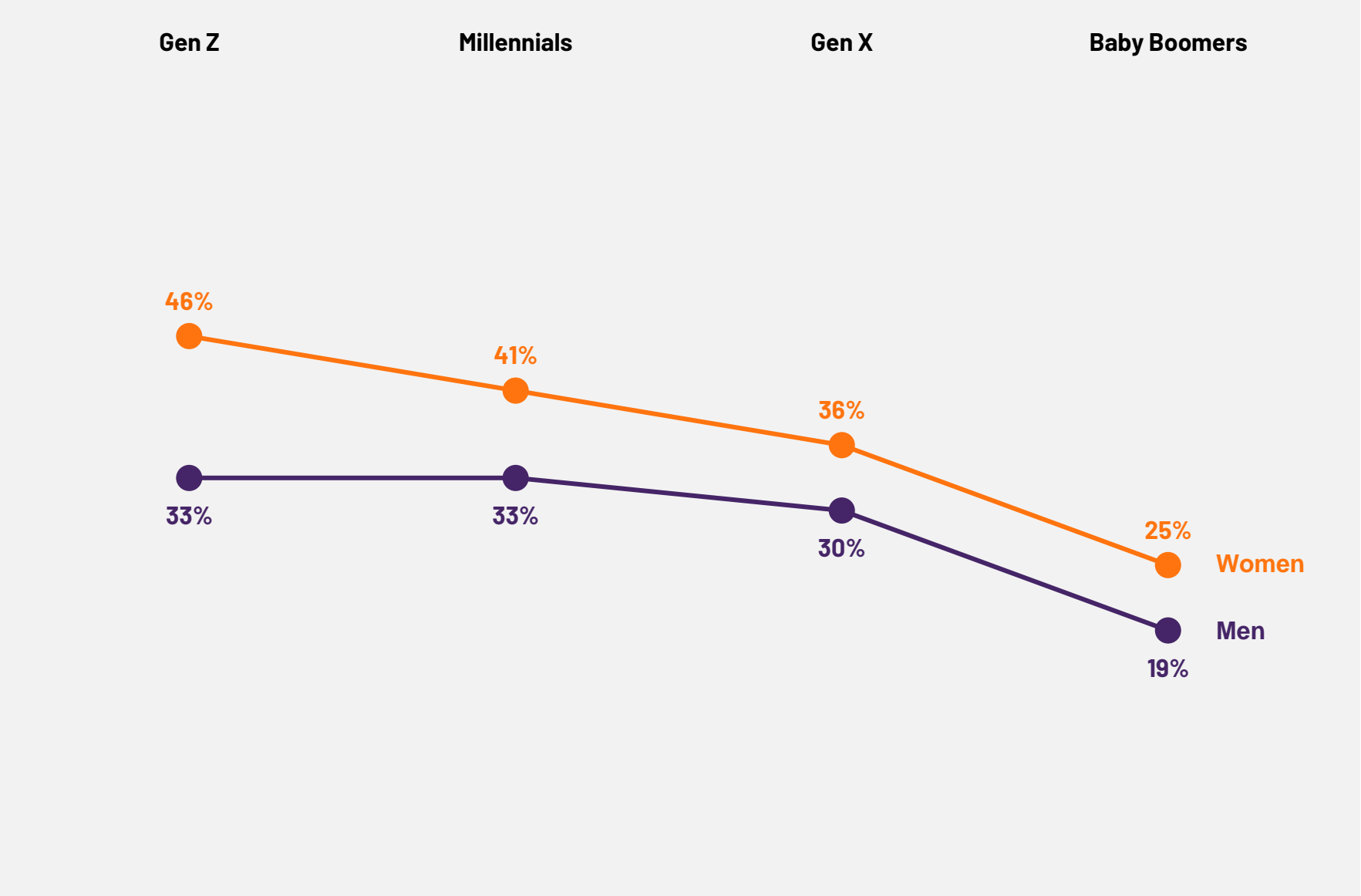
% Yes, several times

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



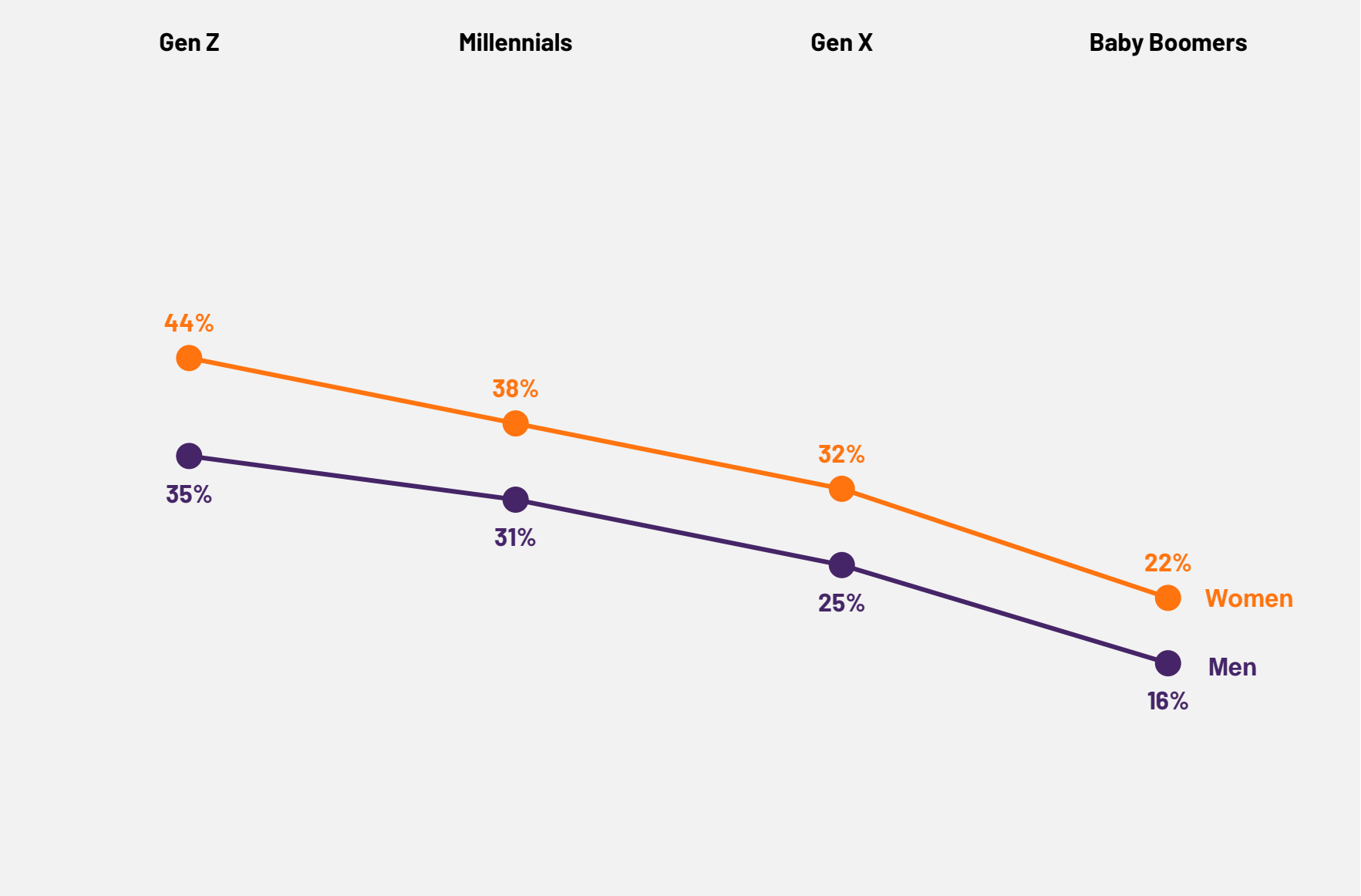
Felt stressed to the point
where it had an impact on
how you live your daily life
(% yes, several times)

Base: 23,667 online adults under the age of 75
across 31 countries, interviewed 26 July – 9 August
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Felt stressed to the point
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not cope/deal with things
(% yes, several times)

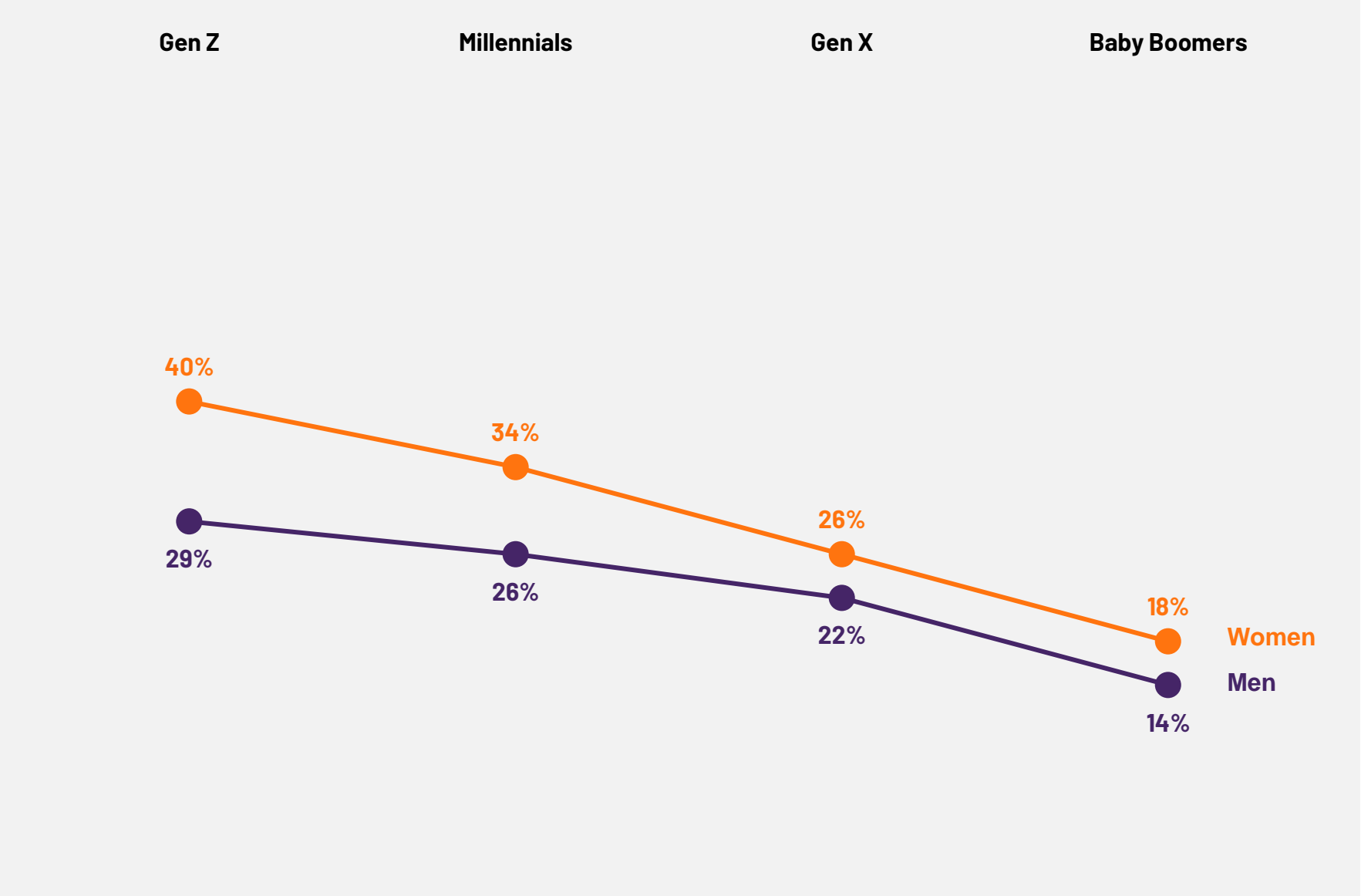
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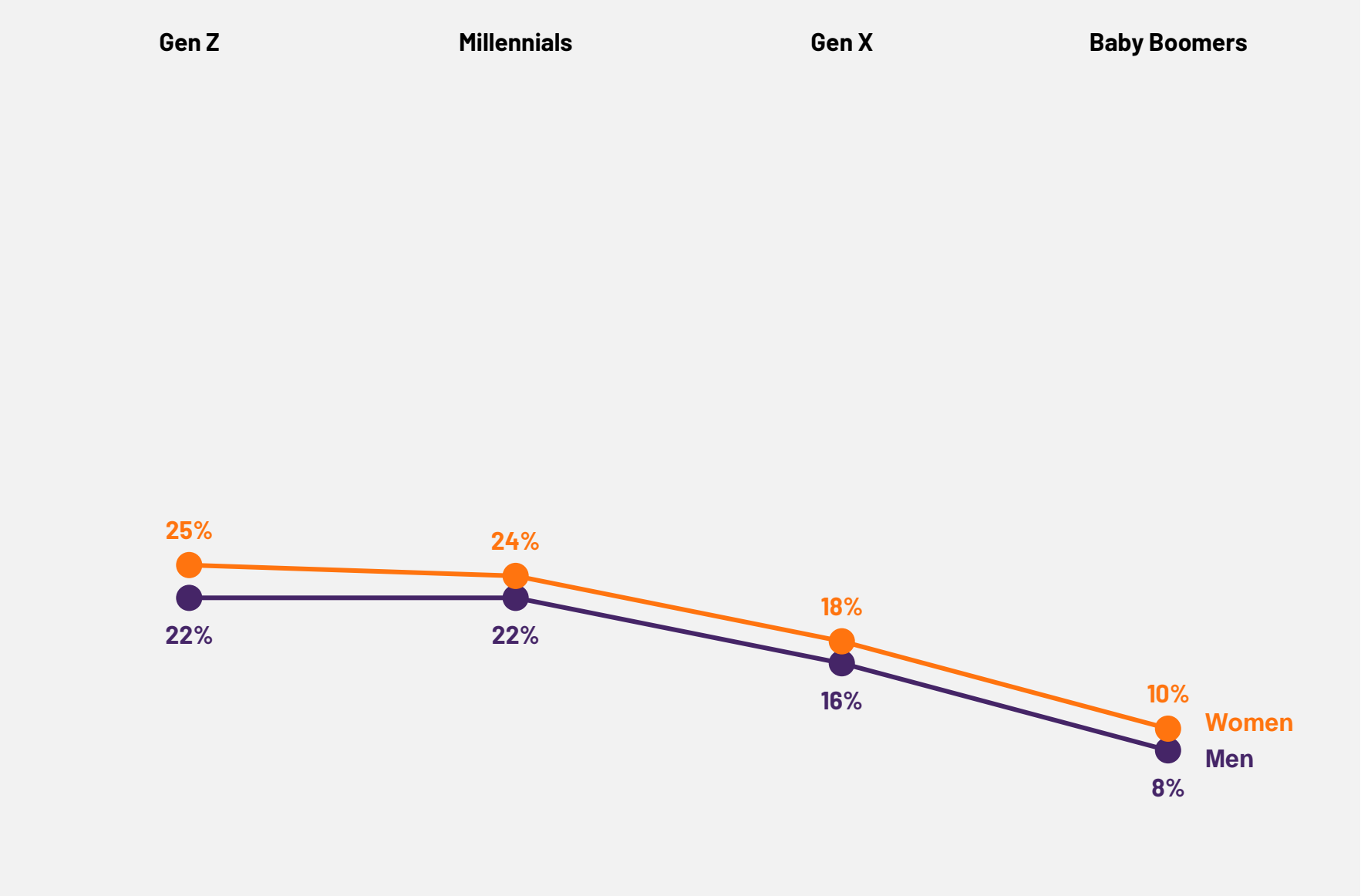
(% yes, several times)

Base: 23,667 online adults under the age of 75
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Felt stressed to the point you
could not go to work for a
period of time
(% yes, several times)

Base: 23,667 online adults under the age of 75
across 31 countries, 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 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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