

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.



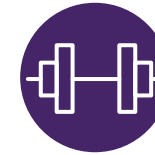
Health of mind and body seen as equal...

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

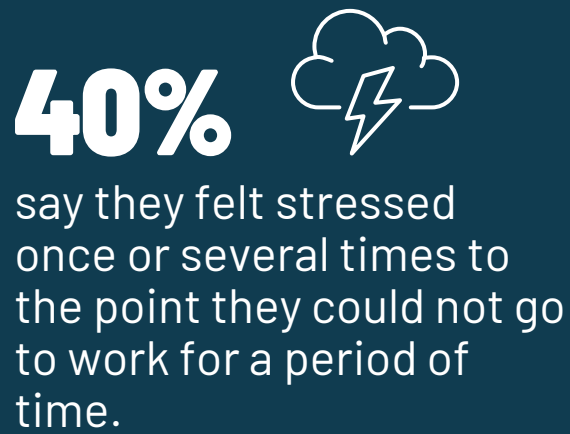
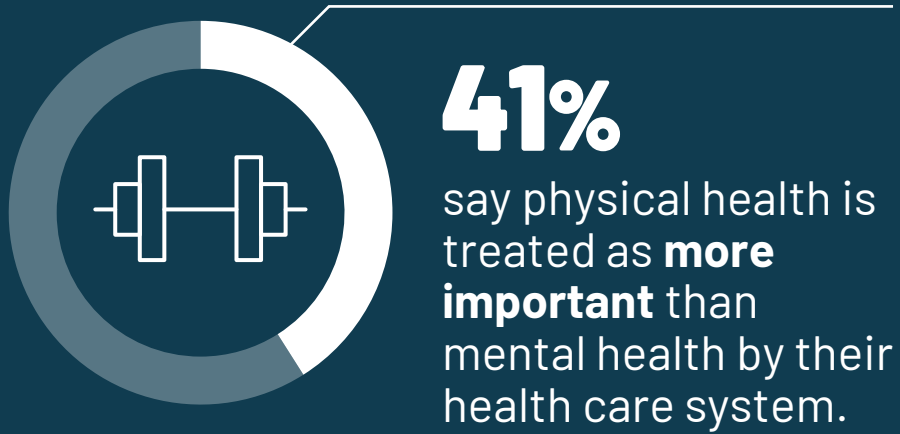
A majority (54%, Global Country Average) of Gen Z say they have felt stressed to the point that they could not go to work during the past year; the figure for Millennials is slightly lower (47%). More generally, older people are less likely to report feeling stressed on each element asked about in our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



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

Gen Z Women



Gen Z Men



Baby Boomer Women



Baby Boomer Men



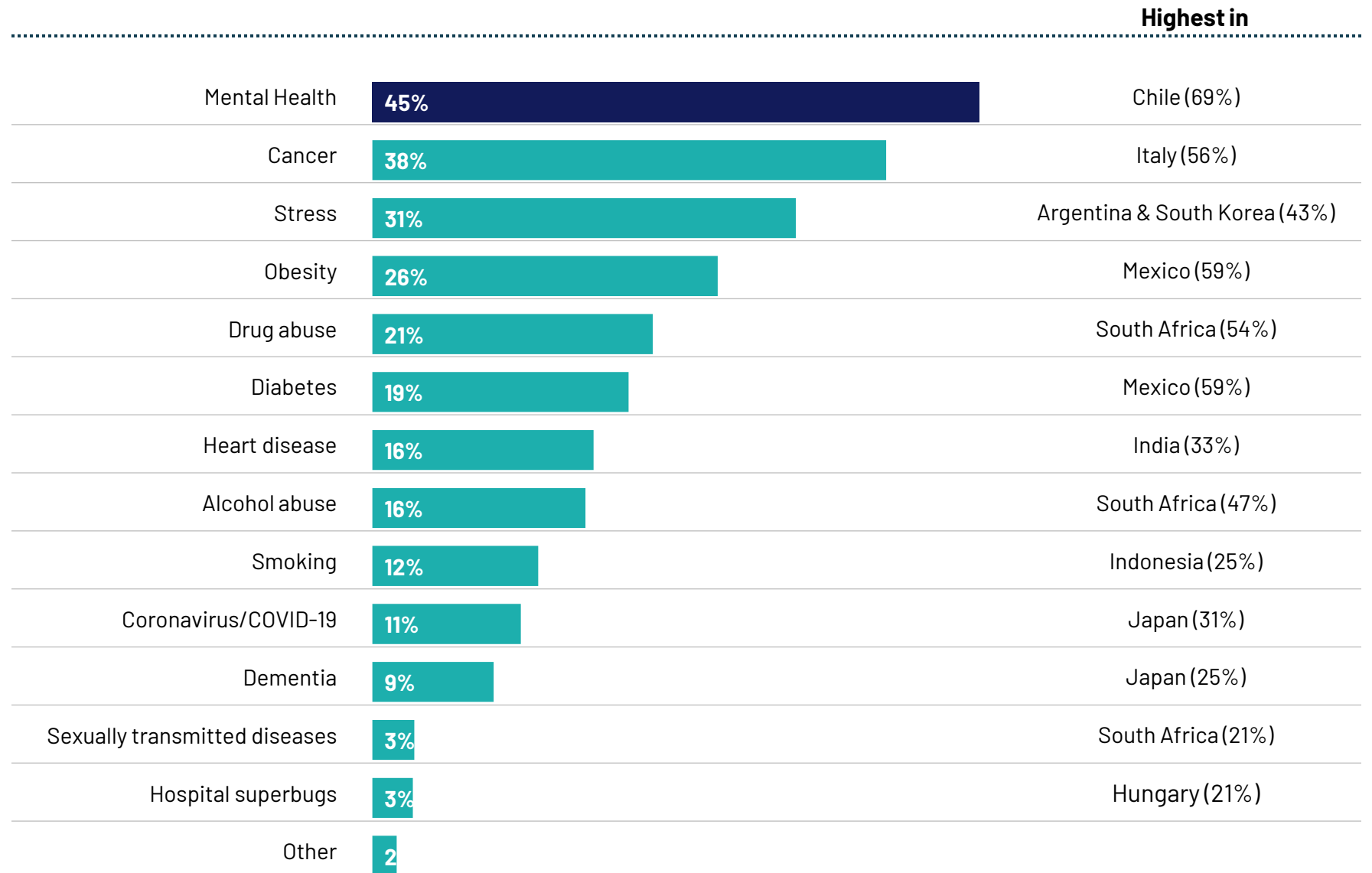
Mental Health: growing concern around the world

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.



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

Country	2018	2020	2021	2022	2023
Global Country Average	45%				
Chile	27%	26%	31%	36%	44%
Sweden	26%	50%	59%	62%	66%
Australia	59%	59%	63%	63%	67%
Spain	50%	47%	47%	44%	60%
New Zealand	23%	16%	35%	51%	61%
Canada	N/A	N/A	N/A	N/A	59%
Colombia	49%	42%	43%	46%	61%
Great Britain	17%	N/A	42%	46%	51%
Brazil	50%	43%	40%	43%	53%
Ireland	18%	27%	40%	49%	52%
United States	N/A	N/A	N/A	58%	58%
Germany	44%	33%	35%	51%	53%
Argentina	37%	26%	32%	31%	52%
Singapore	15%	25%	28%	37%	47%
Switzerland	N/A	N/A	N/A	N/A	46%
Netherlands	N/A	N/A	28%	48%	48%
Peru	N/A	27%	33%	33%	45%
South Korea	41%	36%	37%	39%	45%
Poland	48%	27%	27%	35%	44%
France	19%	23%	30%	33%	41%
South Africa	10%	10%	12%	20%	35%
Indonesia	16%	22%	27%	37%	39%
Thailand	N/A	N/A	N/A	32%	38%
Belgium	N/A	N/A	N/A	29%	35%
Italy	23%	22%	35%	33%	37%
Malaysia	18%	10%	19%	28%	32%
Hungary	16%	22%	33%	31%	41%
Türkiye	14%	12%	18%	23%	24%
Japan	17%	25%	19%	27%	32%
India	24%	14%	9%	15%	18%
Mexico	18%	27%	25%	30%	19%
	6%	8%	11%	15%	21%

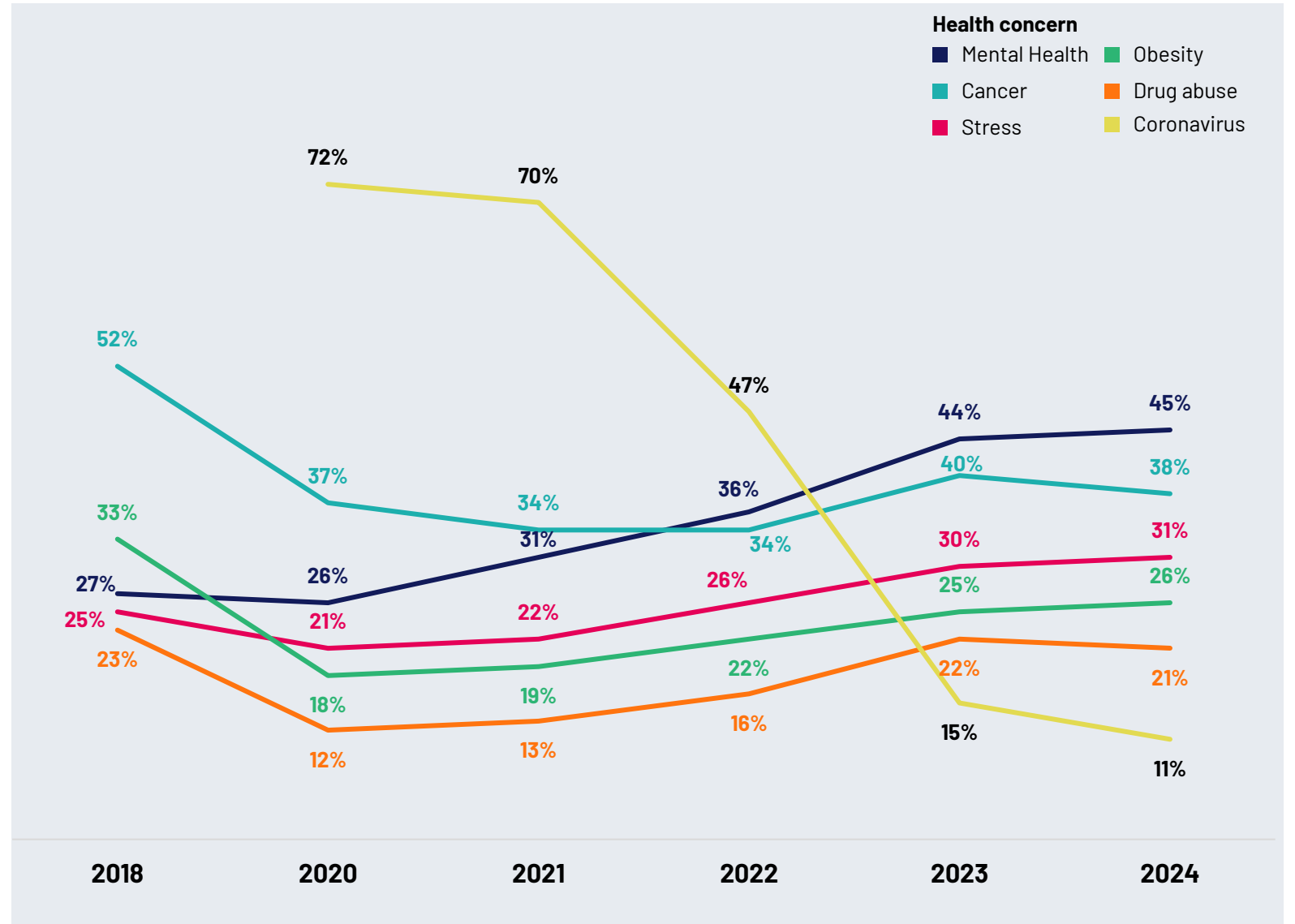


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

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.

Country	Physical & mental health treated equally	Physical health is treated as more important than mental health	Mental health is treated as more important than physical health	% treated equally		
				2021	2022	2023
Global Country Average	32%	41%	13%	35%	33%	34%
Malaysia	63%	17%	15%	60%	60%	61%
Singapore	53%	30%	12%	43%	N/A	54%
Indonesia	52%	35%	9%	N/A	53%	55%
Thailand	49%	25%	19%	N/A	53%	59%
Japan	45%	33%	5%	47%	46%	49%
South Korea	41%	43%	8%	44%	43%	45%
Switzerland	41%	33%	13%	36%	38%	39%
Türkiye	39%	38%	11%	41%	37%	35%
Germany	37%	42%	9%	38%	37%	33%
France	36%	45%	8%	35%	33%	37%
India	36%	27%	25%	37%	35%	55%
Australia	34%	46%	11%	27%	31%	38%
Italy	32%	46%	10%	43%	40%	39%
New Zealand	32%	49%	10%	N/A	N/A	32%
South Africa	31%	42%	18%	26%	34%	32%
Brazil	29%	45%	12%	23%	29%	31%
Hungary	29%	43%	8%	29%	27%	30%
United States	28%	50%	11%	28%	27%	29%
Canada	26%	49%	10%	25%	26%	26%
Ireland	25%	53%	12%	N/A	21%	25%
Spain	25%	40%	19%	40%	23%	23%
Great Britain	25%	54%	10%	21%	28%	28%
Chile	24%	38%	20%	25%	27%	23%
Colombia	23%	29%	24%	33%	22%	23%
Mexico	22%	43%	22%	45%	24%	22%
Netherlands	22%	57%	7%	26%	27%	28%
Peru	21%	27%	25%	36%	26%	25%
Poland	20%	49%	10%	26%	27%	25%
Sweden	19%	57%	9%	24%	18%	24%
Argentina	19%	34%	18%	34%	20%	22%
Belgium	19%	39%	14%	30%	20%	23%



How people feel about their own mental health



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

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

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?

Country	Often	Not often or never	% often			
			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%	38%	75%	71%	75%	58%

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**?

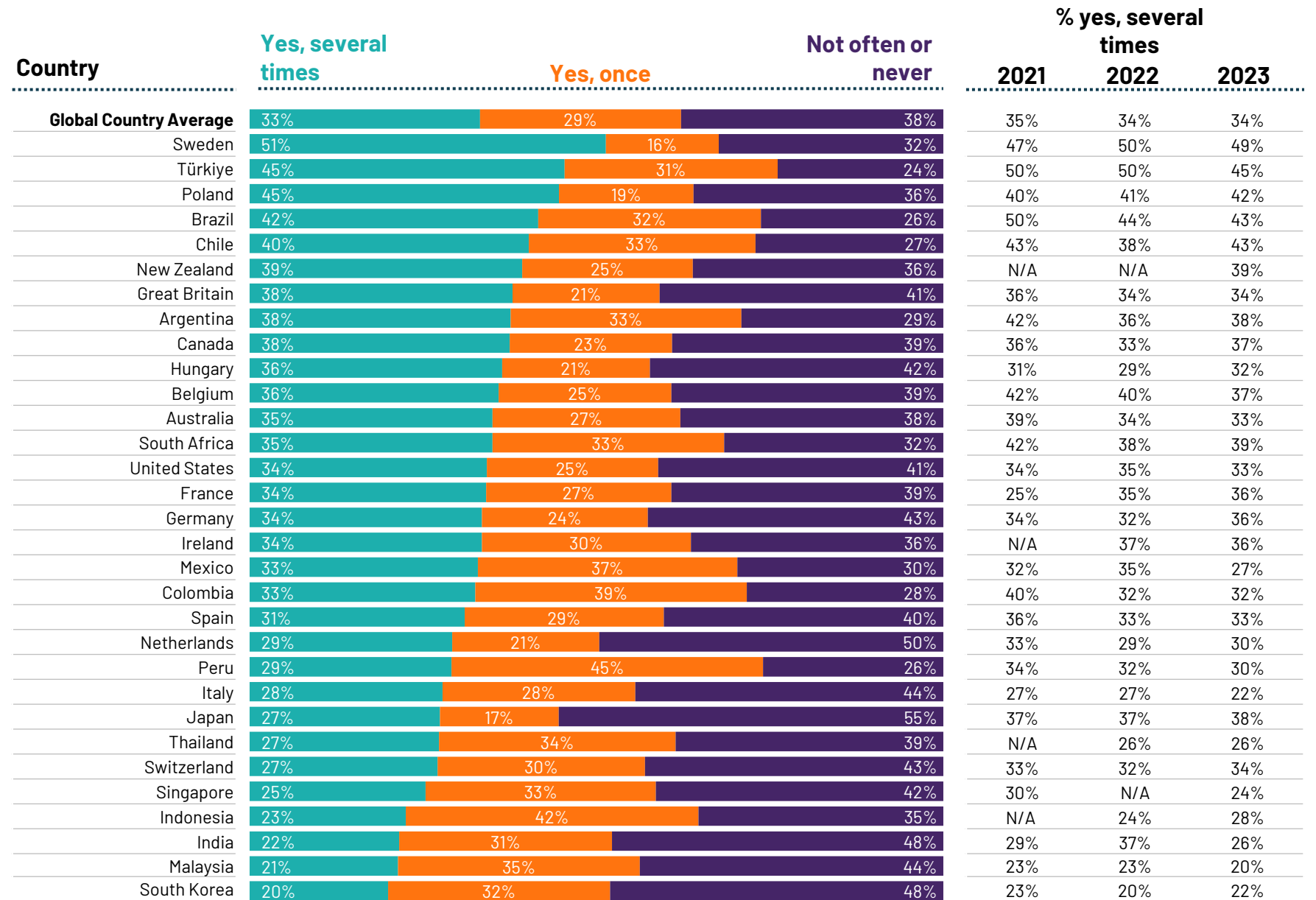
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

Country	Equally important	Mental health more important than physical health		Physical health more important than mental health		% equally important			
						2019	2021	2022	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%	77%		
Switzerland	73%	12%	9%	N/A	75%	74%	72%		
Ireland	72%	18%	9%	N/A	N/A	72%	72%		
Türkiye	68%	20%	7%	78%	74%	74%	69%		
Thailand	60%	21%	17%	N/A	N/A	66%	67%		
India	50%	21%	20%	64%	59%	49%	66%		

During the past year have you ever...?

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

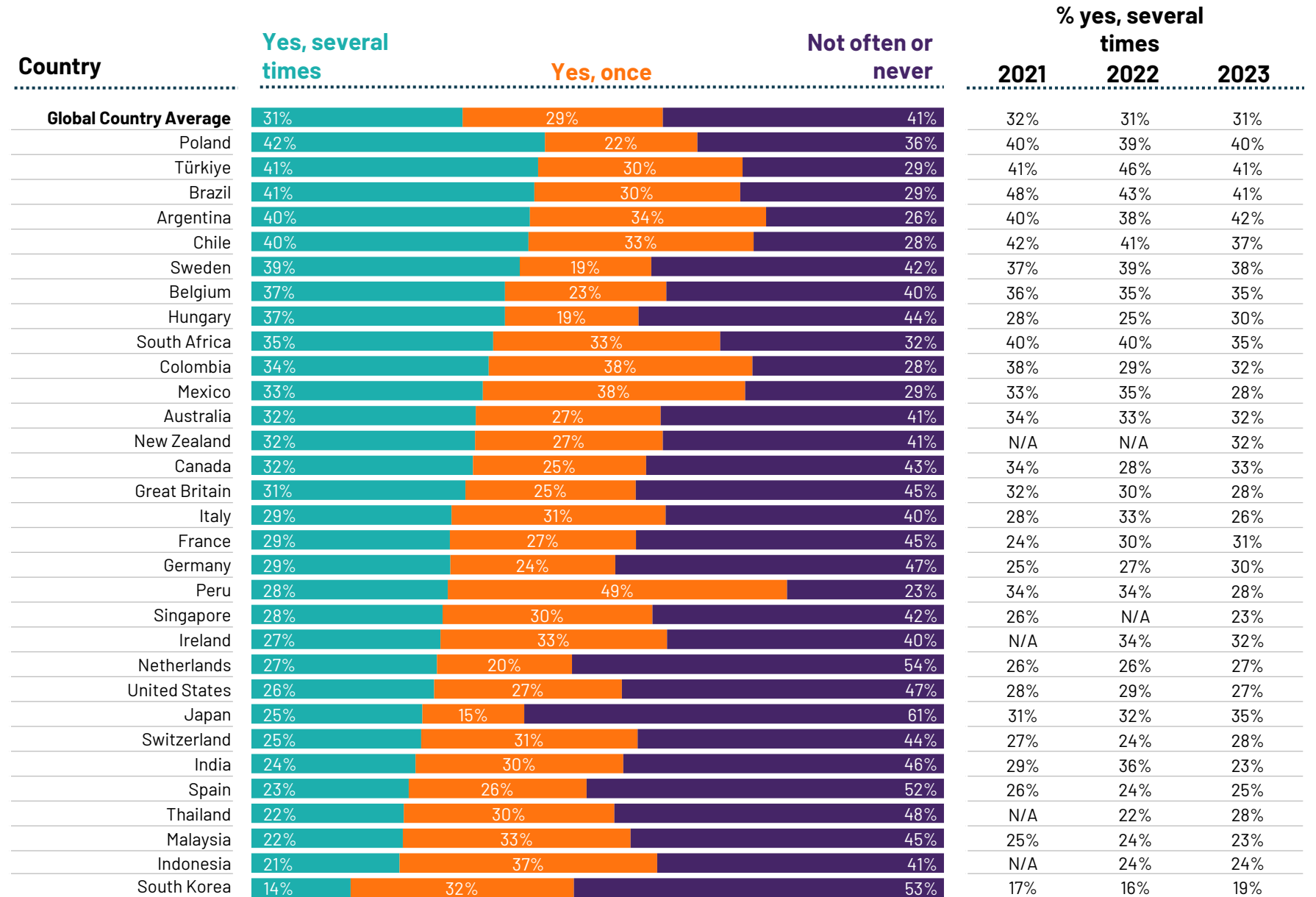
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.



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

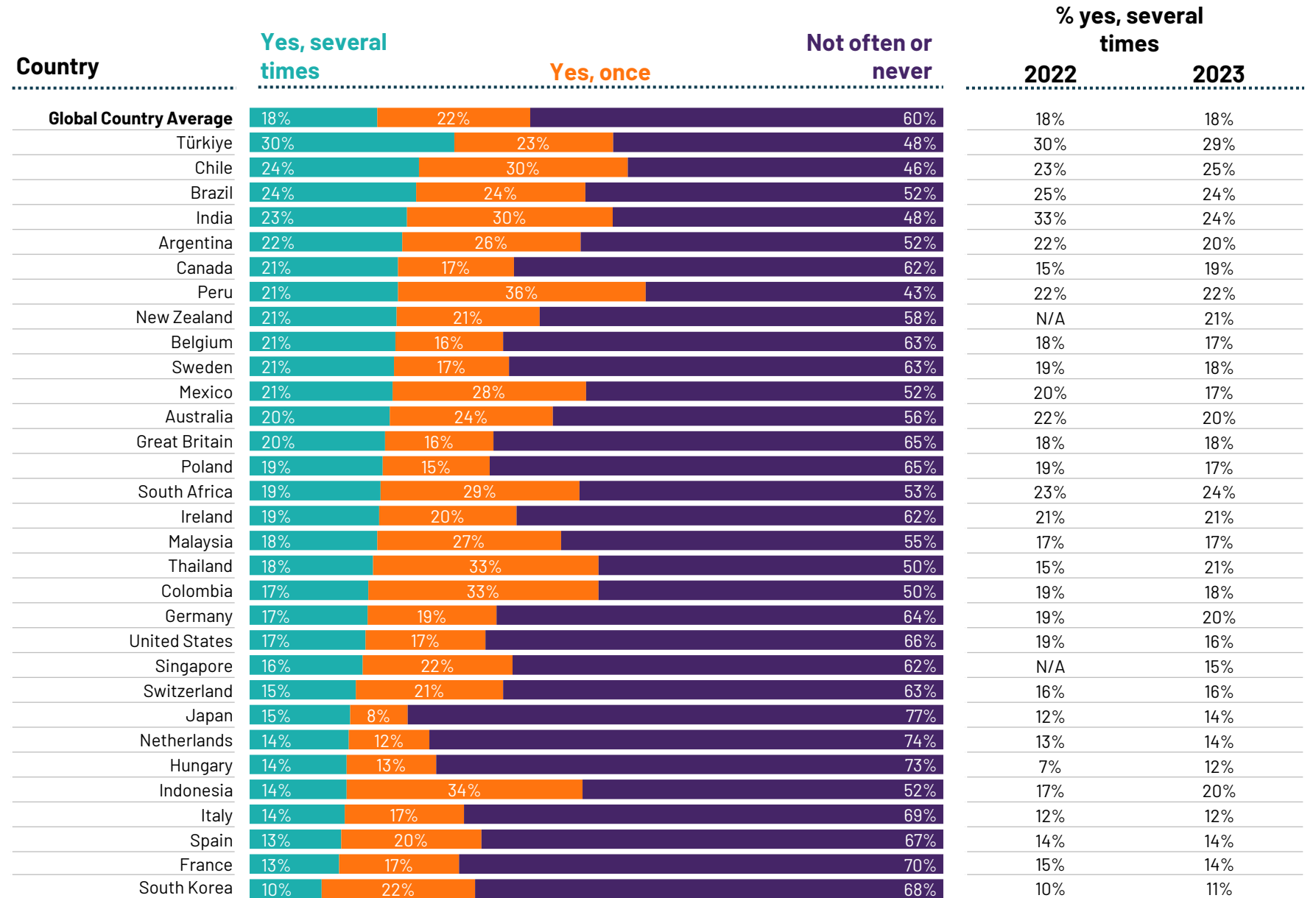
Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July – 9 August 2024.

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

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

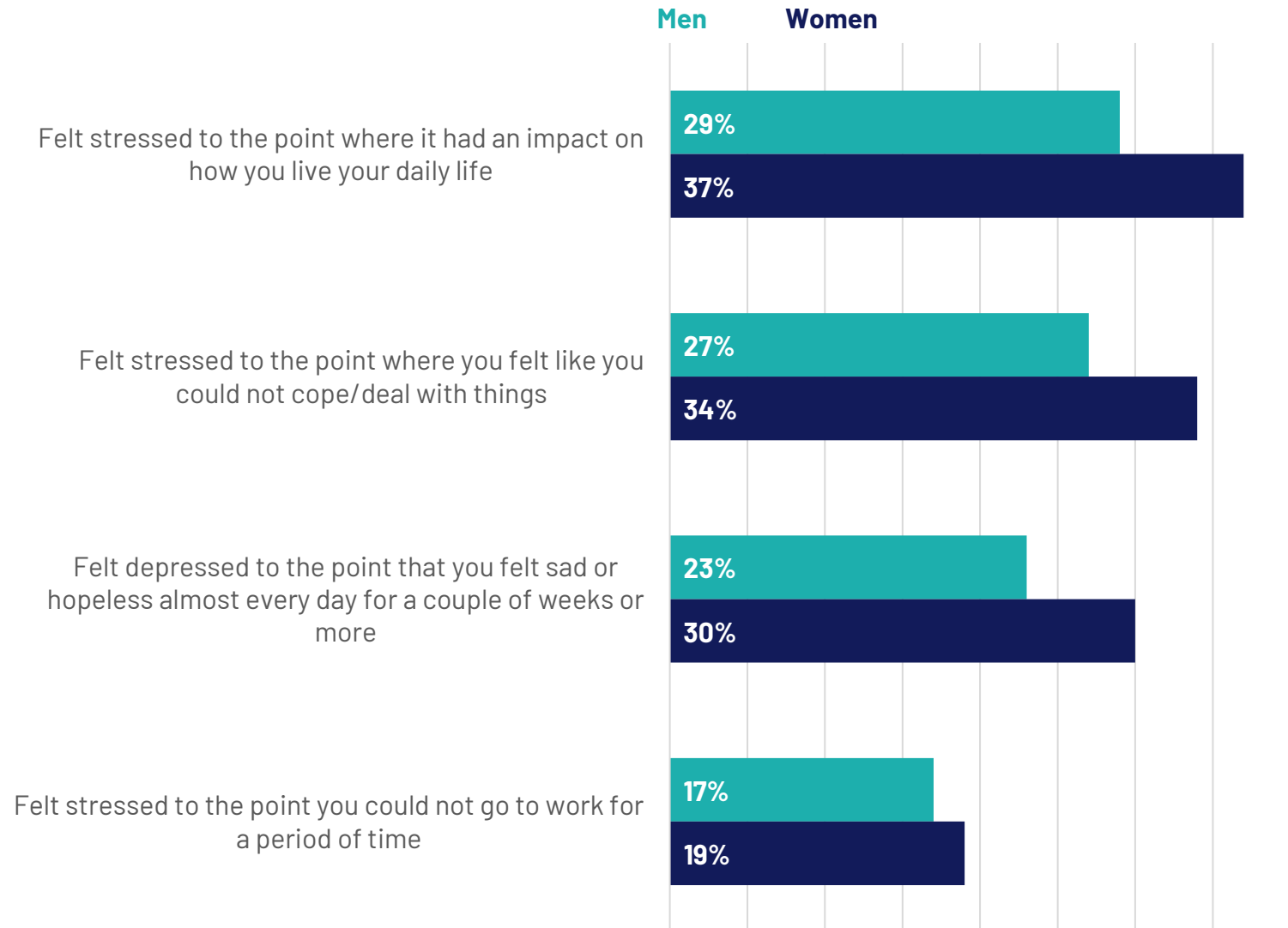


During the past year have you ever...?

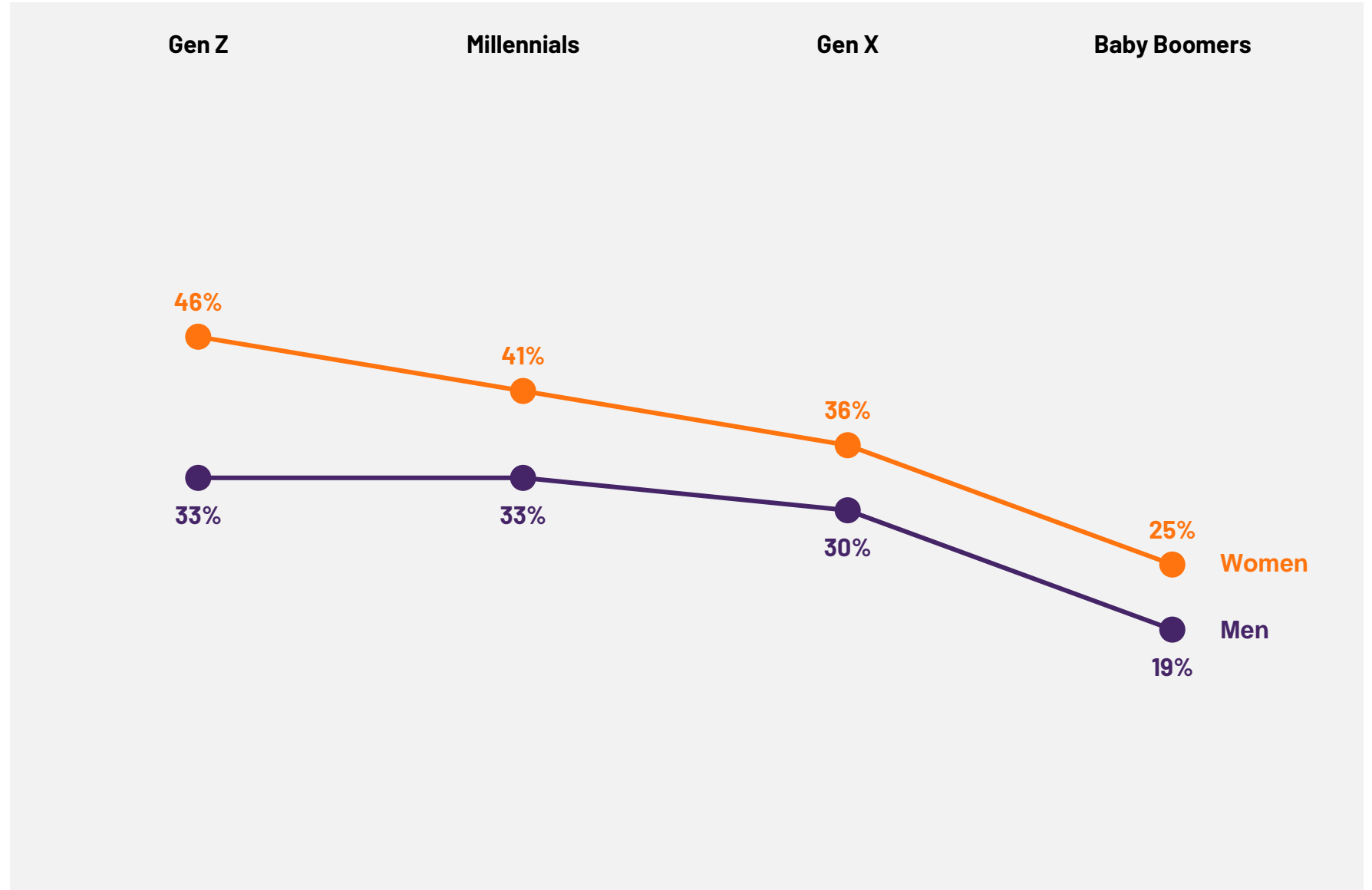
(31 country average)

% Yes, several times

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

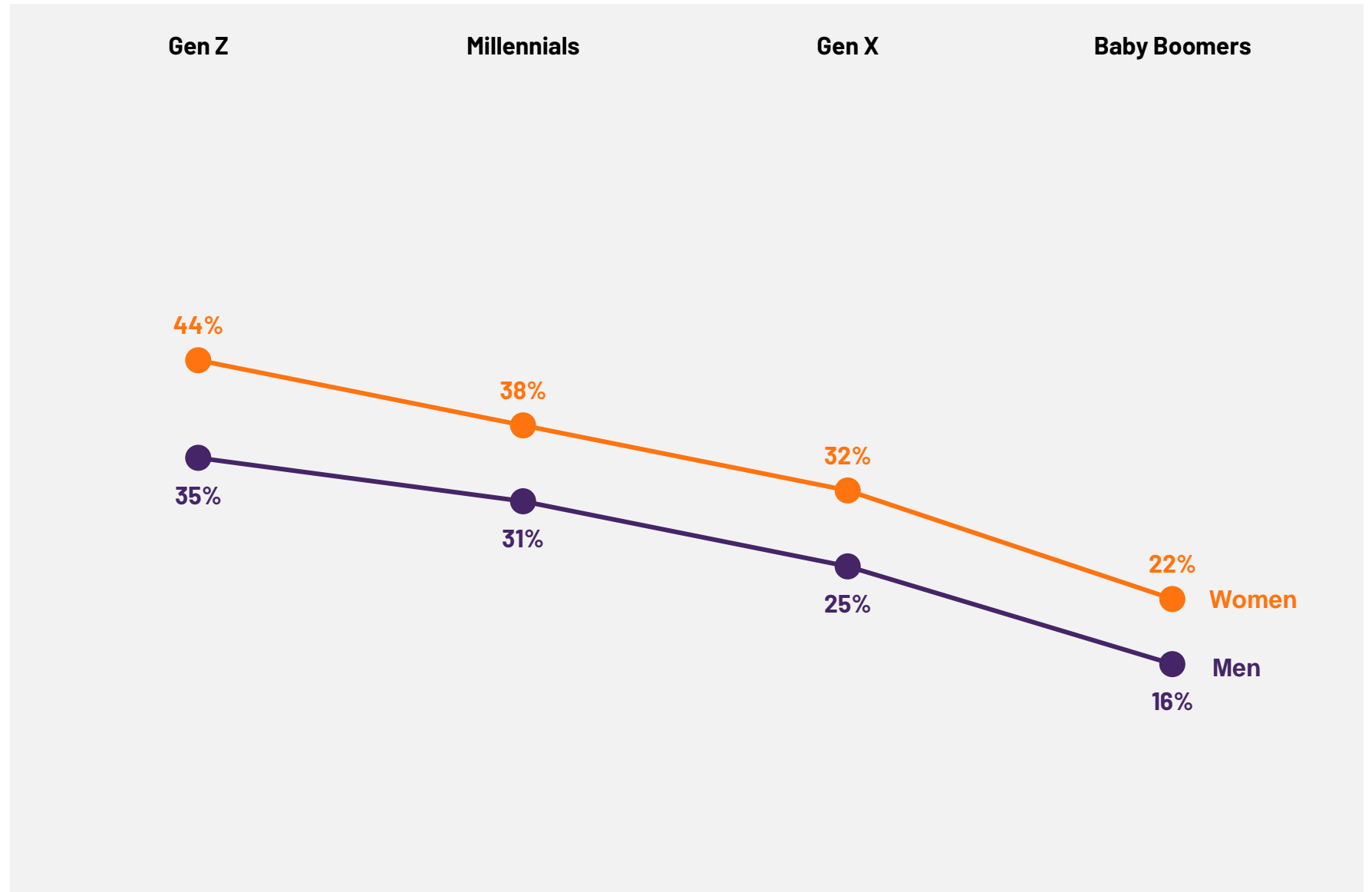


Felt stressed to the point where it had an impact on how you live your daily life (% yes, several times)



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

Felt stressed to the point where you felt like you could not cope/deal with things
(% yes, several times)

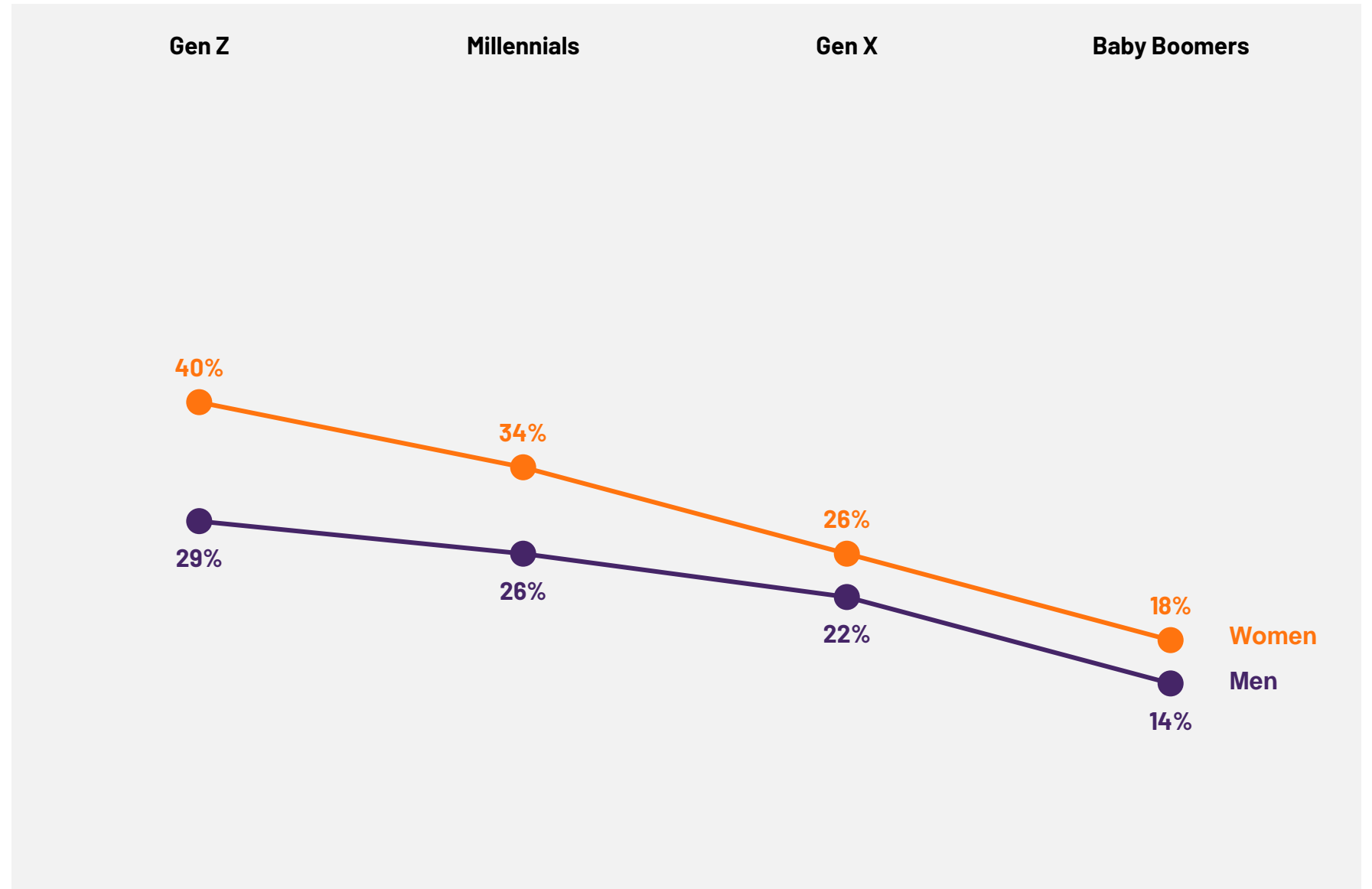


Base: 23,667 online adults under the age of 75 across 31 countries, interviewed 26 July - 9 August 2024.

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

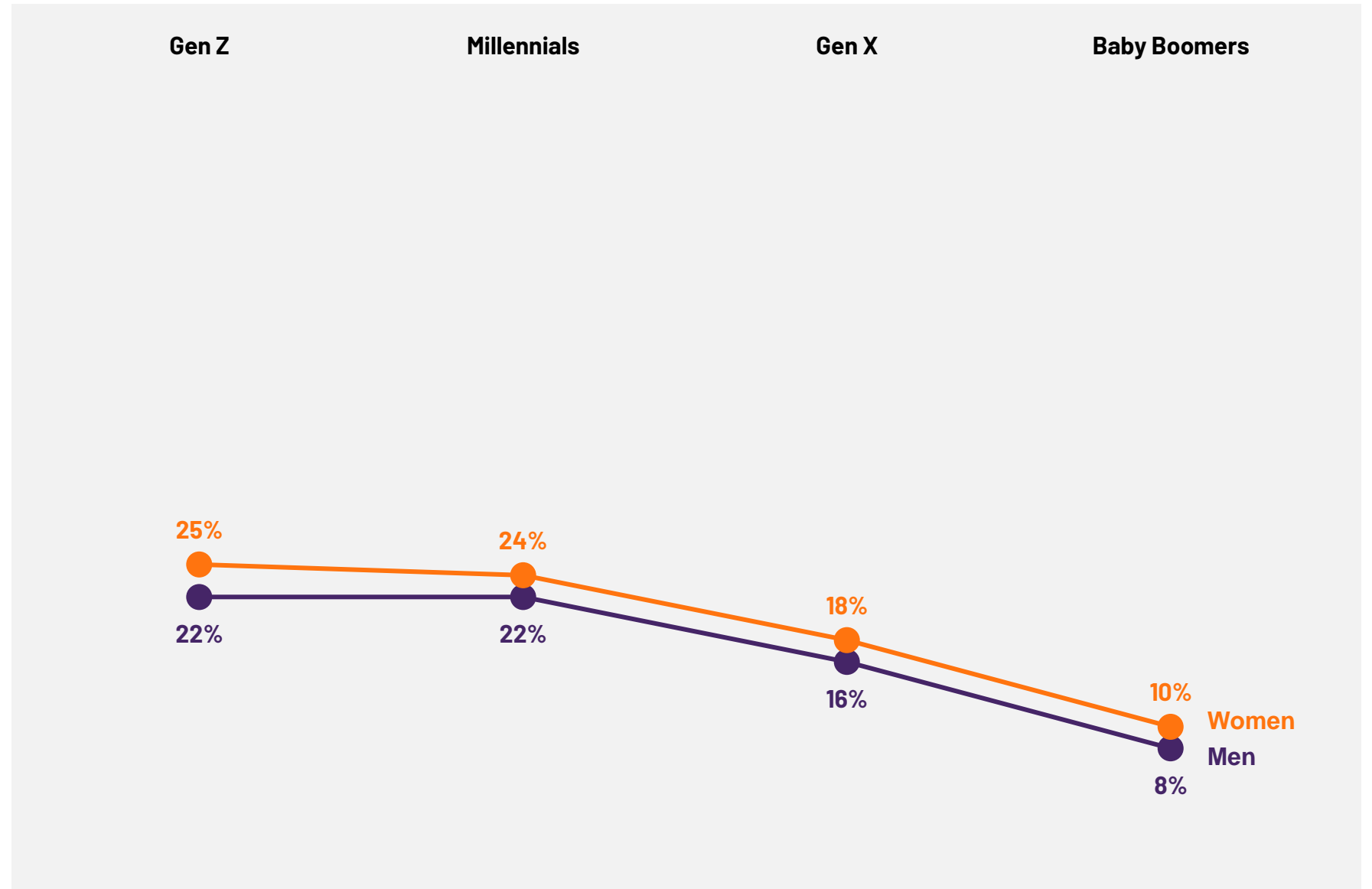
(% yes, several times)

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



Felt stressed to the point 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.

For more information

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