


# WELLBEING AMONGST NEW ZEALANDERS

 Mental Health Foundation  
mauri tū, mauri ora  
OF NEW ZEALAND

12 January, 2021



GAME CHANGERS

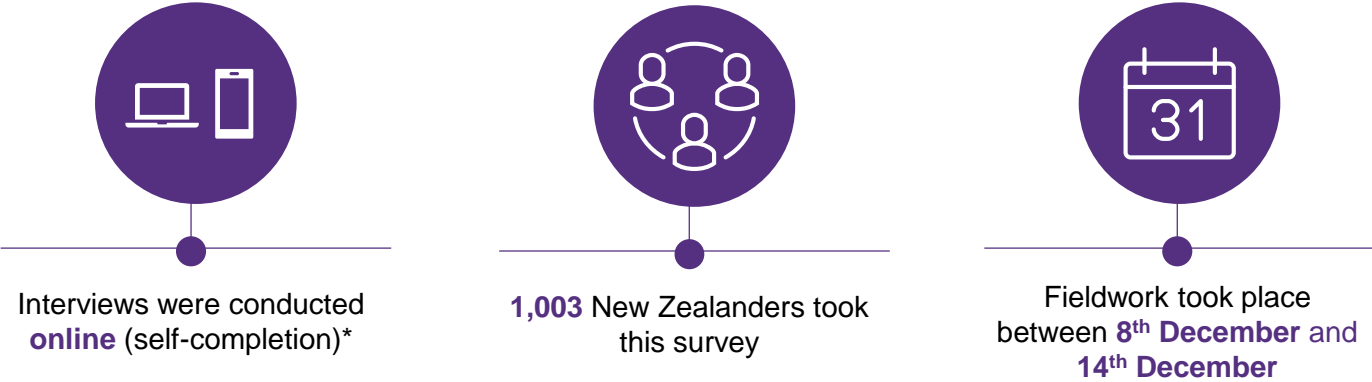


# OBJECTIVES, METHODOLOGY & SAMPLE PROFILE




# OBJECTIVES, METHODOLOGY & SAMPLE PROFILE

This report explores the wellbeing of New Zealanders. In addition to asking what factors have the **biggest impact on one's wellbeing**, we asked respondents to take part in the **WHO-5 wellbeing index** in order to gauge their current wellbeing levels.

The report also looks at what New Zealanders do to **maintain their wellbeing** and **perceptions surrounding the level of support** they receive of their mental and emotional wellbeing.



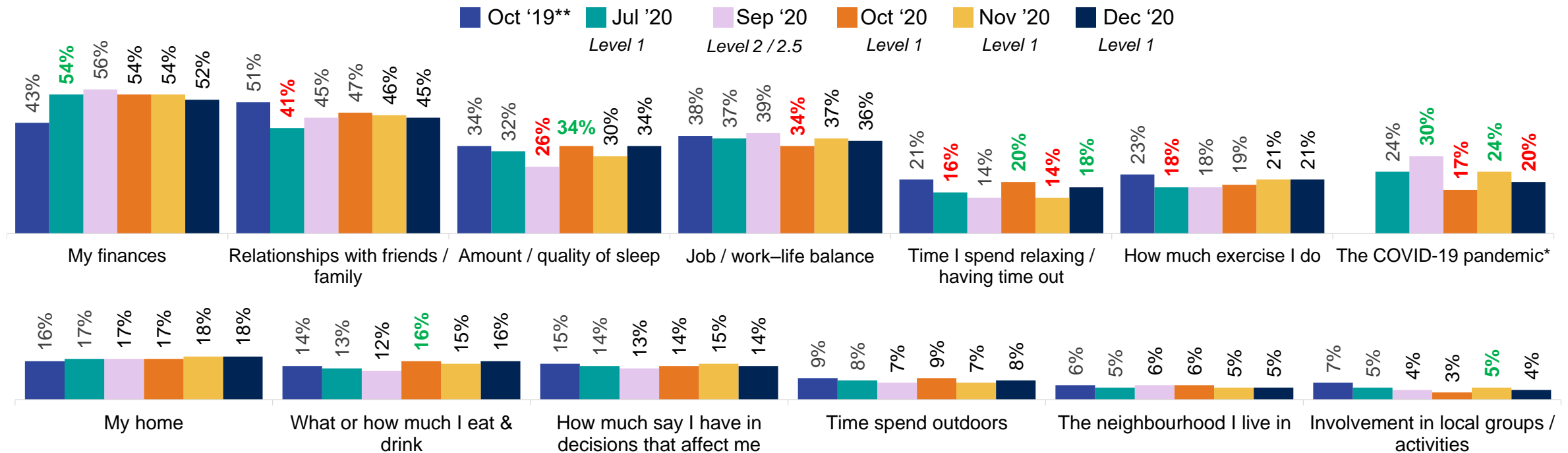
## Sample Profile

	Male	454
	Female	543
	Gender Diverse	6
	Under 35	339
	35 to 49	280
	50 to 74	384
	European	706
	Māori	165
	Pasifika	58
	Asian	85
	Other	112

# FINANCES AND RELATIONSHIPS REMAIN AS THE TOP TWO FACTORS THAT EFFECT MENTAL WELLBEING. THE IMPACT OF COVID-19 HAS DROPPED



Which do you think has the biggest effect on your mental well-being?



Red / green indicates significantly lower / higher than previous alert level

Q: Here is a list of things which might affect someone's mental wellbeing. Which, if any, do you think have the biggest effect on your mental wellbeing?

Base: Oct '19 sample (n=610), Jul '20 sample (n=1,000), Sep '20 sample (n=1,000), Oct '20 level 1 sample (n=1,000), Nov '20 level 1 sample (n=1,001), Dec '20 level 1 sample (n=1,003)

\*Note: All other options are from the Ipsos NZ Global Advisor study, this option has been added to the COVID-19 questionnaire only. \*\*Note: This question was asked in Oct '19 as a part of the global advisor study conducted by Ipsos.

# WHAT IS THE WHO-5 WELLBEING INDEX?



*The WHO-5 is a self-rated measure of emotional wellbeing.*

*Respondents are asked to rate the extent to which each of five wellbeing indications has been present or absent in their lives over the previous two-week period.*

<i>Over the last two weeks:</i>	All the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
<b>1. I have felt cheerful and in good spirits</b>	5	4	3	2	1	0
<b>2. I have felt calm and relaxed</b>	5	4	3	2	1	0
<b>3. I have felt active and vigorous</b>	5	4	3	2	1	0
<b>4. I woke up feeling fresh and rested</b>	5	4	3	2	1	0
<b>5. My daily life has been filled with things that interest me</b>	5	4	3	2	1	0

The raw score is calculated by **totalling the figures of the five answers** for each individual.

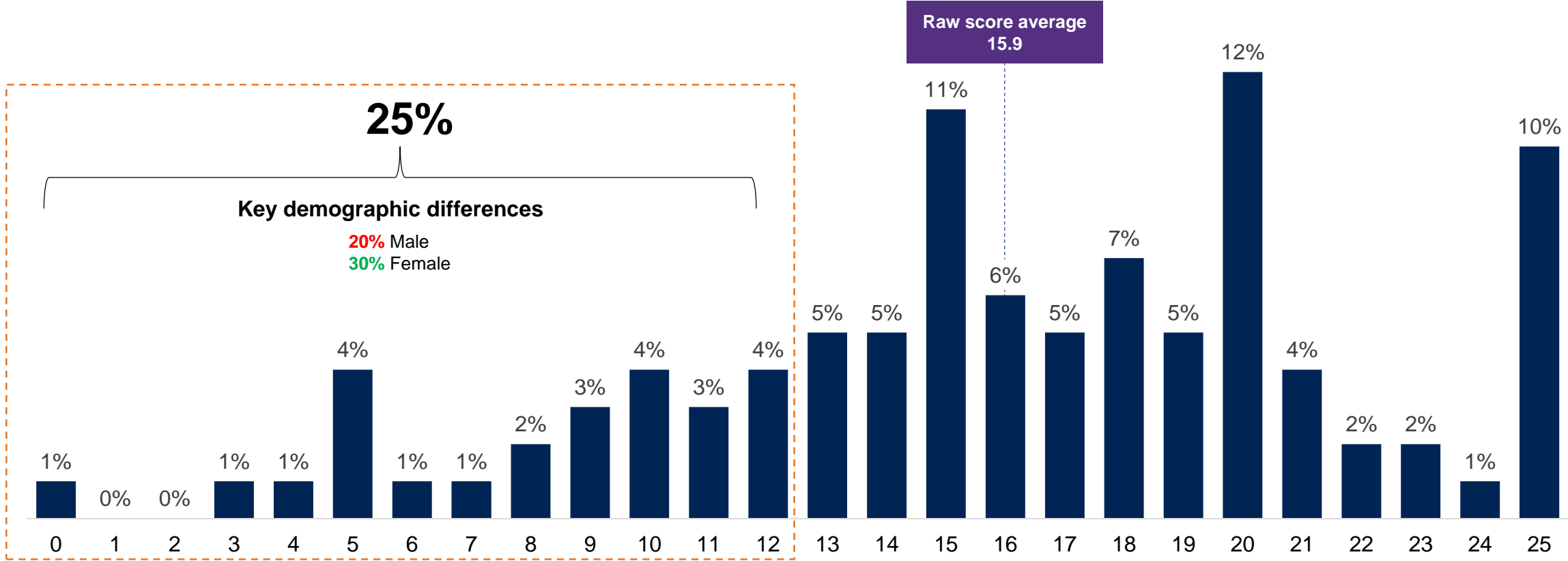
The raw score ranges from 0 to 25, 0 representing the lowest level of emotional wellbeing and 25 representing highest level of emotional wellbeing.

Scores below 13 (between 0 and 12) are considered indicative of poor emotional wellbeing and may indicate risk of poor mental health.

Source: <https://www.psykiatri-regionh.dk/who-5/>

# ONE IN FOUR NEW ZEALANDERS AND NEARLY ONE IN THREE WOMEN HAVE SCORED UNDER 13, AN INDICATION OF POOR EMOTIONAL WELLBEING

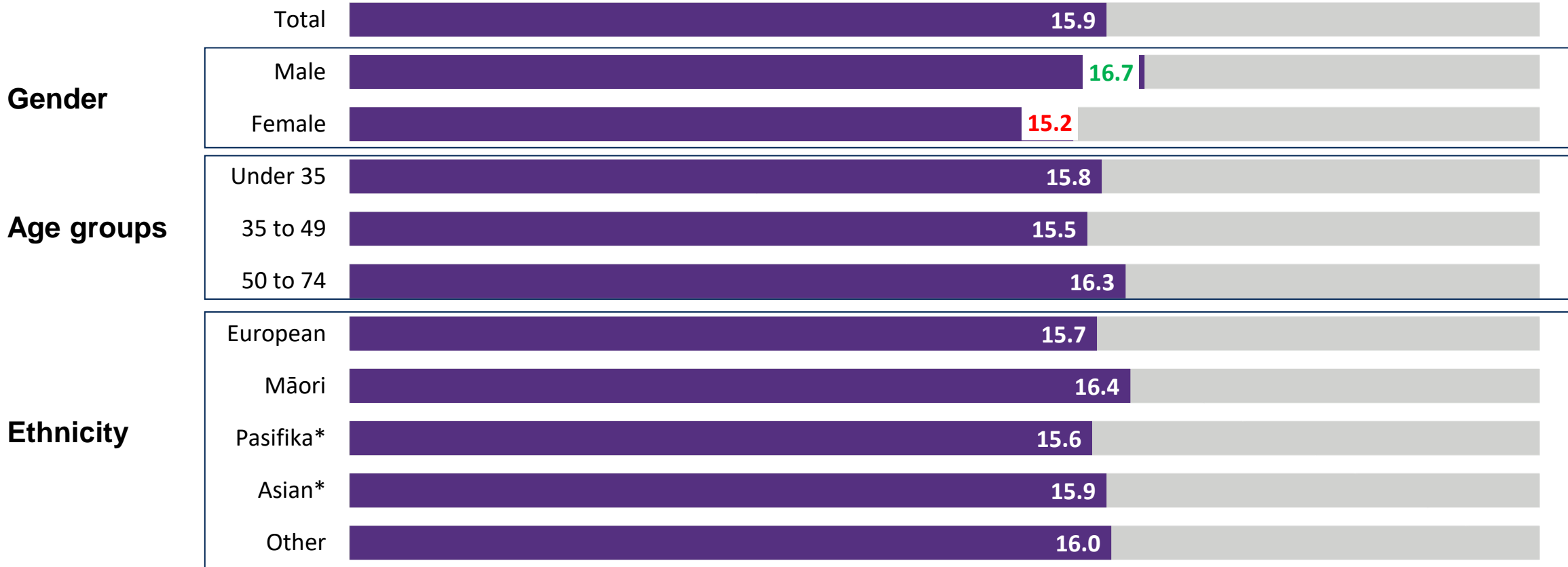
Raw score distribution



Q: Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being.  
 Base: n=1,003

# WOMEN HAVE SIGNIFICANTLY LOWER WHO-5 SCORES THAN MEN

Demographic: raw score means

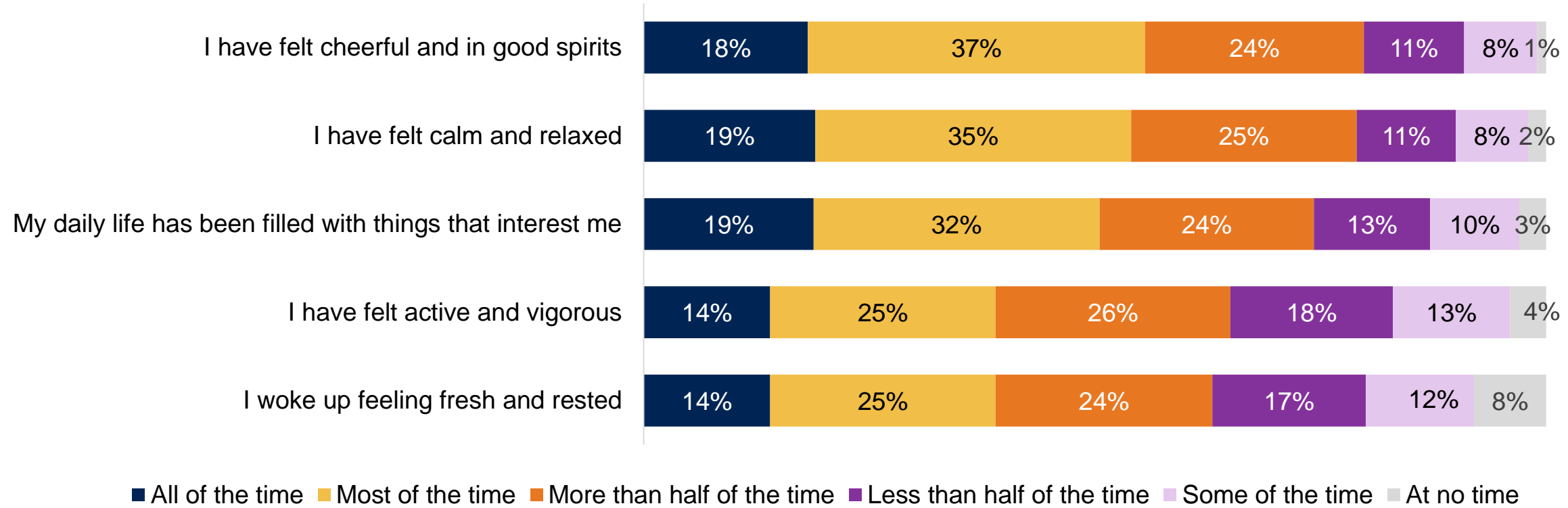


Red / green indicates significantly lower / higher than total

Q: Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being. \*Caution: low base (n<100)  
 Base: Total (n=1,003), Male (n=454), Female (n=543), Under 35 years (n=339), 35-49 years (n=280), 50-74 years (n=384), European (n= 706), Māori (n= 165), Pasifika (n= 58), Asian (n= 85), Other (n= 112)

# NEW ZEALANDERS ARE LIKELY TO FEEL CHEERFUL, CALM / RELAXED MORE OFTEN THAN FEELING ACTIVE / VIGOROUS OR FRESH / RESTED ON WAKING UP

Which is closest to how you have been feeling over the last two weeks...



Q: Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being.  
 Base: n=1,003



# HOW DO NEW ZEALANDERS MAINTAIN THEIR WELLBEING?



*Exercise, talking to friends and family, reading books, taking time for myself.”*

**Female, under 35 years.**



*Read the bible, trust in God and know that he has a plan, he is in control.”*

**Female, 35–49 years.**



*Spending time in my garden, resting when I need to during the day, be with my pets.”*

**Female, 50–74 years.**



*Talk to family & friends, exercise a lot at the gym. Eat well, control alcohol consumption. Get outdoors a lot – appreciate the beautiful country that we call home.”*

**Male, 35–49 years.**



*Nothing at the moment. I am not taking good care of my mental health at the moment but know that if I exercise more that would improve but I’m finding that I have no energy at all.”*

**Female, 35–49 years.**



*Talking with friends. Being social but also taking time to be by myself. Spending time in the outdoors.*

**Male, under 35 years.**

**Q:** What are the things you do to maintain your mental and emotional wellbeing?

**Base:** n=1,003

# WE ASKED RESPONDENTS HOW THEY LOOK AFTER THEIR WELLBEING IN TWO WAYS

## Unprompted

***“What are the things you do to maintain your mental and emotional wellbeing?”***

*Respondents typed in their response*

The purpose of this question is to see which activities they believe maintain their wellbeing and to have them describe them in their own words. These may or may not be activities that are proven to have positive effects (e.g. some mentioned drinking alcohol).

This is a one off question.

## Prompted

***“Which of the following have you done in the last two weeks?”***

*Respondents selected activities from a predefined list*

The purpose of this question is to understand how many and which activities New Zealanders have done in the last two weeks.

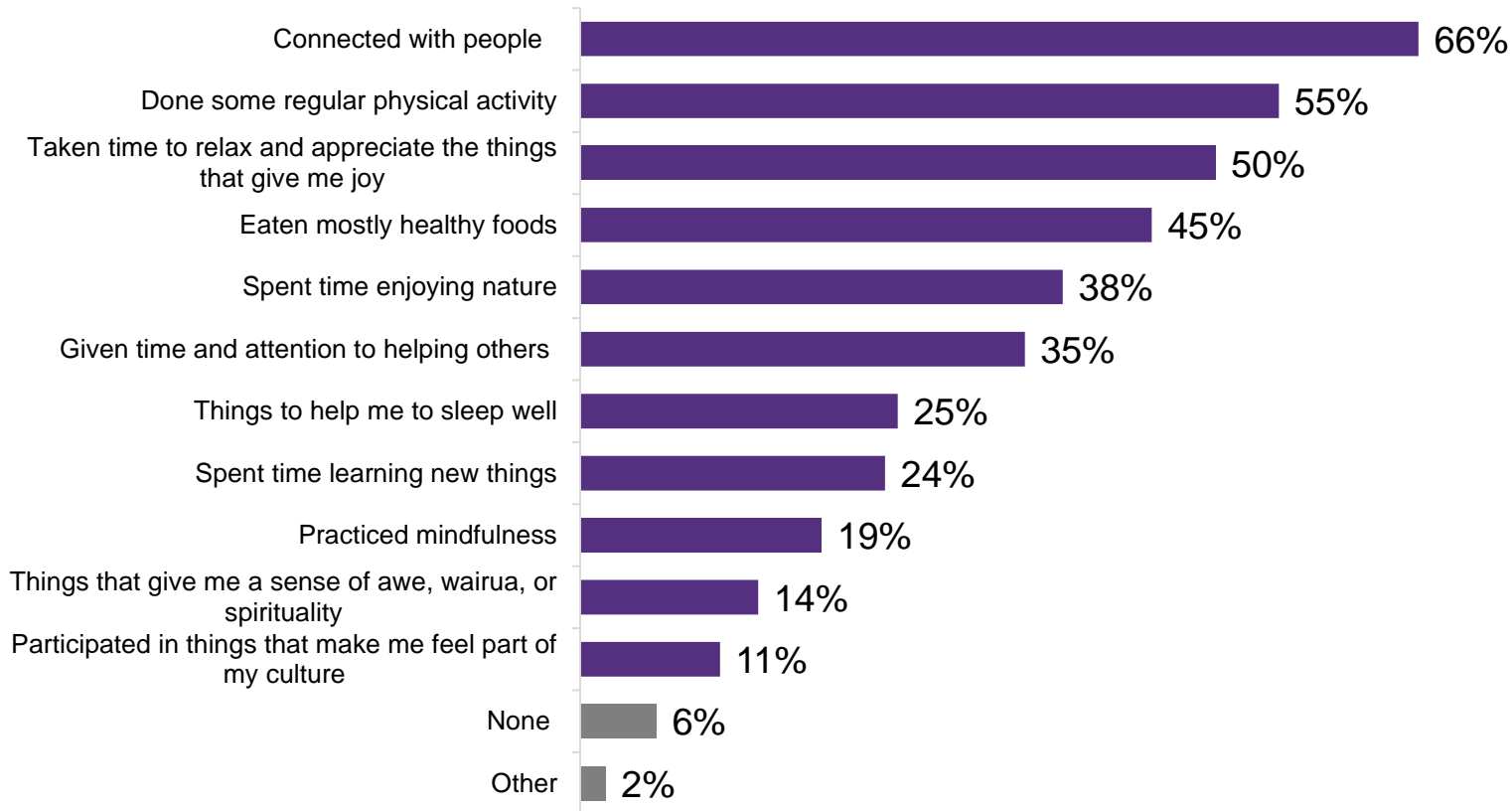
The activities in the list are all proven to provide positive effects on mental and emotional wellbeing, whether or not the respondent is aware of this

As this list is predefined, it can be used to track changes over time.

Most of the activities mentioned in the unprompted question aligned with the categories mentioned in the prompted version of the question, however there were some different themes that emerged.

# MORE THAN HALF HAVE CONNECTED WITH OTHERS OR PARTICIPATED IN PHYSICAL ACTIVITY IN THE PAST TWO WEEKS.

Which of the following have you done in the last two weeks?  
(PROMPTED)



Q: Which of the following have you done in the last two weeks?

Base: n=1,003 \*Note: low base (n<100)

## Key demographic differences

Connected with people

82% Pasifika\*

72% Female

58% Male

58% 35–49 years

Taken time to relax and appreciate the things that give me joy

61% 50–74 years

44% 35–49 years

43% Under 35 years

Given time and attention to helping others

45% Māori

Eaten mostly healthy foods

52% 50–74 years

Things that give me a sense of awe, wairua, or spirituality

30% Māori

28% Pasifika\*

6% Asian\*

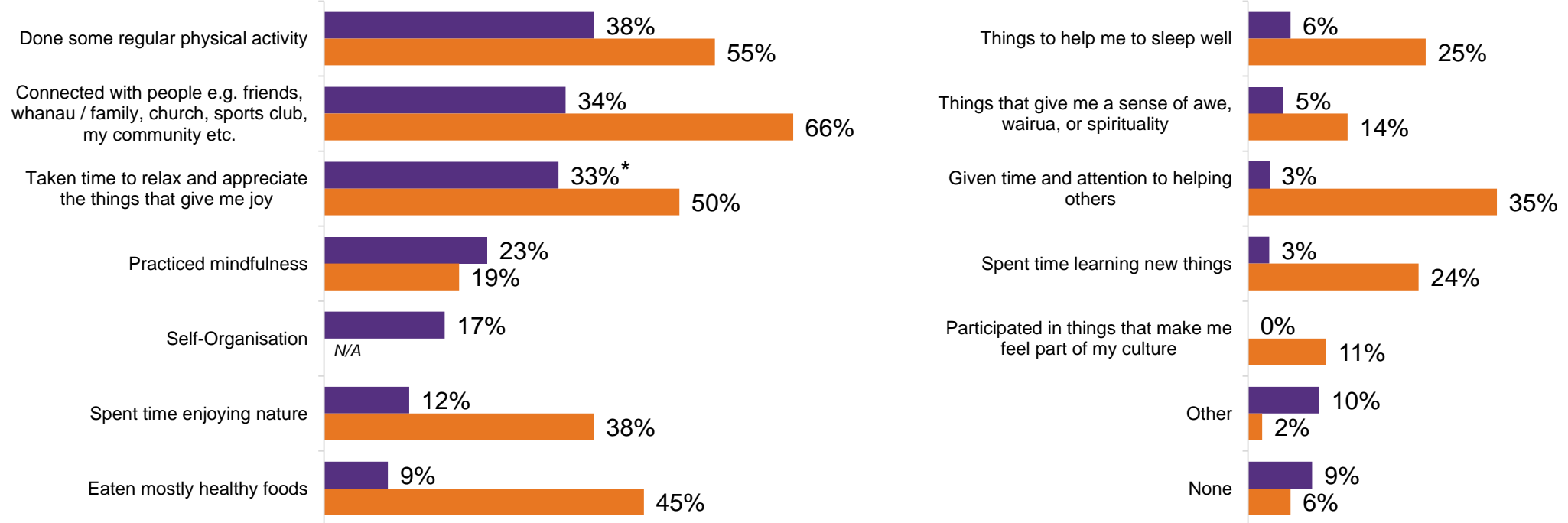
Participated in things that make me feel part of my culture

21% Māori

# UNPROMPTED RESPONSES ARE SIMILAR TO THE PROMPTED LIST, HOWEVER A NEW CATEGORY OF SELF ORGANISATION EMERGED

What are the things you do to maintain your mental and emotional wellbeing?

Unprompted Prompted



Q (unprompted): What are the things you do to maintain your mental and emotional wellbeing?

Q (prompted): Which of the following have you done in the last two weeks?

Base: Total sample (n=1,003)

Note: \* Unaided awareness for the statement 'Time taken to relax and appreciate things that give me joy' comprise of activities like reading, entertainment (TV, movies etc.), arts / crafts, music, hobbies etc.

# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Connected with people



*Ask friends out for coffee/lunch and do activities together (i.e. play in the arcades)."*

**Male, 35–49 years**



*Spend time with friends. Attend groups like book group and women's bible study."*

**Female, 50–74 years**



*Talking to family and friends either in person or over video call. Professional counselling. Engaging with local community groups and social workers."*

**Female, under 35 years**



*Do things with my husband such as walking, visit art galleries, go to movies/concerts, eat out. Spend time with children/grandchildren and friends. Cook and entertain family and friends."*

**Female, 50–74 years**



*Being with my daughter; just being around my daughter everyday makes me happy can never go a day without her being there."*

**Female, under 35 years**



*Spending time with my pets and talking to my family (all live overseas). I have no network in NZ so everything is virtual for me."*

**Female, 35–49 years**

## Done some regular physical activity



*I try to do some form of physical exercise each day."*

**Female, 50–74 years**



*Go to the gym as often as I can. Keep as active as my energy levels allow."*

**Male, 35–49 years**



*I like to swim at the local pool."*

**Female, 50–74 years**



*I try to keep active by walking; swimming and dancing."*

**Male, under 35 years**



*Exercise daily - walking and online classes at home."*

**Female, 50–74 years**



*Walk around community, walk in parks, swim at pools."*

**Female, 35–49 years**

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)

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# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Given time and attention to helping others

*Do volunteer work.”*  
Female 50–74 years

*Helping my neighbours.”*  
Female, 50–74 years

*Belong to a Lions club doing community work.”*  
Male, 50–74 years

*Help with recycling in community.”*  
Female, 50–74 years

*I am practicing random acts of kindness; inspired by the movie Pay It Forward.”*  
Male, 50–74 years

*Help people around who need it.”*  
Female, under 35 years

## Eaten mostly healthy foods

*Eat a brain-healthy diet to support strong mental health.”*  
Male, 35–49 years

*Maintain a good diet.”*  
Female, 50–74 years

*Habit of eating healthy food.”*  
Male, 35–49 years

*Eating healthier by cooking at home.”*  
Male, under 35 years

*Proper nutrition with minimal alcohol & good hydration.”*  
Female, 50–74 years

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)

# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Things to help me to sleep well



*Try to get to bed most nights before 10pm so I can have 8 hours of sleep."*

Female, under 35 years



*I try to have a good nights sleep."*

Female, 50–74 years



*Having a routine and making sure I sleep and eat well and exercise daily."*

Female, under 35 years



Relaxation breathing.

Female, 50–74 years



*Medication to try to sleep."*

Female, 50–74 years

## Taken time to relax and appreciate the things that give me joy



*Take time out doing something that I enjoy like reading a good novel or watching a great film."*

Female, 35–49 years



*I get outside in the garden; I have a project like painting the bathroom; I read a lot of books. I check out the birds in my garden; I photograph sunsets and check out the moon and stars and just breathe."*

Female, 35–49 years



*I listen to music a lot which helps me to calm myself down if I am in stress."*

Female, under 35 years



*I have a small at home cottage business; and as it's involves my hobbies of crochet; gardening and generally creating something; this keeps me happy."*

Female, 35–49 years



*I'm back doing my creative writing, have set myself reading challenges which I'm fulfilling i.e. reading certain books that were popular once or are considered "must reads". I also book into local affordable and free events such as author talks at the library and gallery openings and when."*

Female, 50–74 years



*I try and coach new and first year referees. I sing along to my playlists which make me feel real good."*

Male, 50–74 years

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)

# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Practiced mindfulness



*I think positive thoughts to keep a positive attitude. Don't sweat the small stuff."*

Female, 50–74 years



*Try to remain positive and remember how lucky I am as there are others out there much worse off than me in many ways. Be optimistic, not pessimistic."*

Female, 50–74 years



*I meditate. I have regular counselling sessions. I am taking Mindfulness classes and learning how to be more "mindful" in my day to day activities."*

Male, 50–74 years



*Be aware of your emotions and reactions. Express your feelings in appropriate ways. Think before you act. Manage stress. Strive for balance. Take care of your physical health. Connect with others. Find purpose and meaning."*

Male, under 35 years



*Meditating whenever there is a need of grounding myself."*

Gender-diverse, under 35 years



*Meditate 3 times daily. Read books about the mind. Feel good and stay positive as much as possible."*

Female, under 35 years

## Spent time enjoying nature



*Love going camping with my husband or a bike ride."*

Female, 50–74 years



*Try and get out and about in the fresh air."*

Male, 50–74 years



*I enjoyed running along the beachside and around different fields in Gisborne."*

Female, under 35 years



*Planting vegetables; flowers & herbs & outdoor painting."*

Female, 50–74 years



*Sit in my hanging chair and watch the nature."*

Female, under 35 years



*Take photos of nature-related things."*

Male, 50–74 years

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)



# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Spent time learning new things



*Read as much interesting stuff related to my work and study as I can."*

**Male, under 35 years**



*I read and listen to books and podcasts. I learn new stuff all the time - I am a full time mature student and I love learning."*

**Female, 50–74 years**



*Learn new recipes."*

**Female, 50–74 years**



*Learning - following a piano course; online language learning. Being creative - drawing; painting and other arts."*

**Female, 50–74 years**



*I use skills I have learnt in the last couple of years to get me through both at home and work. Have been learning new things online for both home and work."*

**Female, 35–49 years**



*Doing studies like this online."*

**Male, 50–74 years**

## Things that give me a sense of awe, wairua, spirituality



*Pray to God and spend time with Him. Read my bible. Go to church every week. Spent time praying for other in my church family."*

**Male, 50–74 years**



*I join other elderly people at the Salvation Army and also attend my Anglican Church."*

**Female, 50–74 years**



*I concentrate on my relationship with my God."*

**Female, 35–49 years**



*I like to consult my spiritual guidance cards."*

**Male, Under 35 years**

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)

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# MAINTAINING MENTAL AND EMOTIONAL WELLBEING IN THEIR OWN WORDS

## Self-organisation



*Setting manageable goals and writing to do lists.”*

Female, 35–49 years



*Keep on top of my commitments; keep the house in order and chores up to date.”*

Female, 50–74 years



*Potter around in my shed fixing small items from around the house and refurbishing stuff for sale on Trade Me.”*

Male, 50–74 years



*Prioritising my task / to dos. Keeping busy and calm.”*

Female, under 35 years



*Decluttering the house and disposing of unused items.”*

Female, 50–74 years



*I changed jobs because I was in a toxic environment. Finding a work life balance.”*

Female, under 35 years

## Other



*Drink alcohol.”*

Female, 50–74 years



*Smoke and look out over the view I have from my home.”*

Female, 50–74 years



*Lots of Prozac.”*

Male, 50–74 years



*I smoke so that helps.”*

Female, under 35 years



*Smoking weed.”*

Female, under 35 years



*Drink beer or whisky.”*

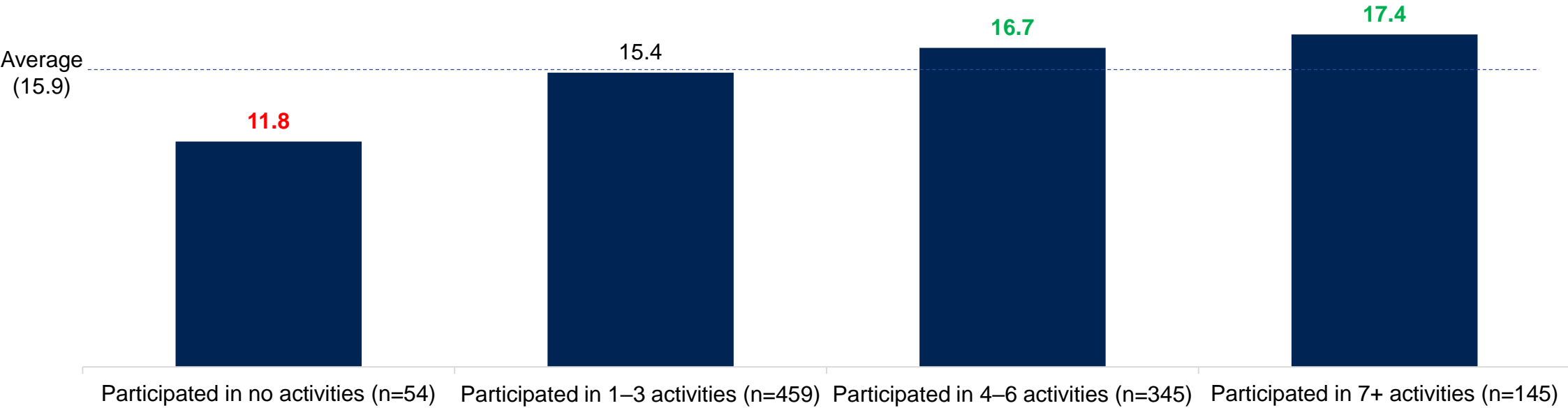
Male, 50–74 years

Q: What are the things you do to maintain your mental and emotional wellbeing? Please describe in as much detail as possible.

Base: Total sample (n=1,003)

# HIGHER PARTICIPATION IN ACTIVITIES CORRELATES TO A HIGHER WELLBEING SCORE.

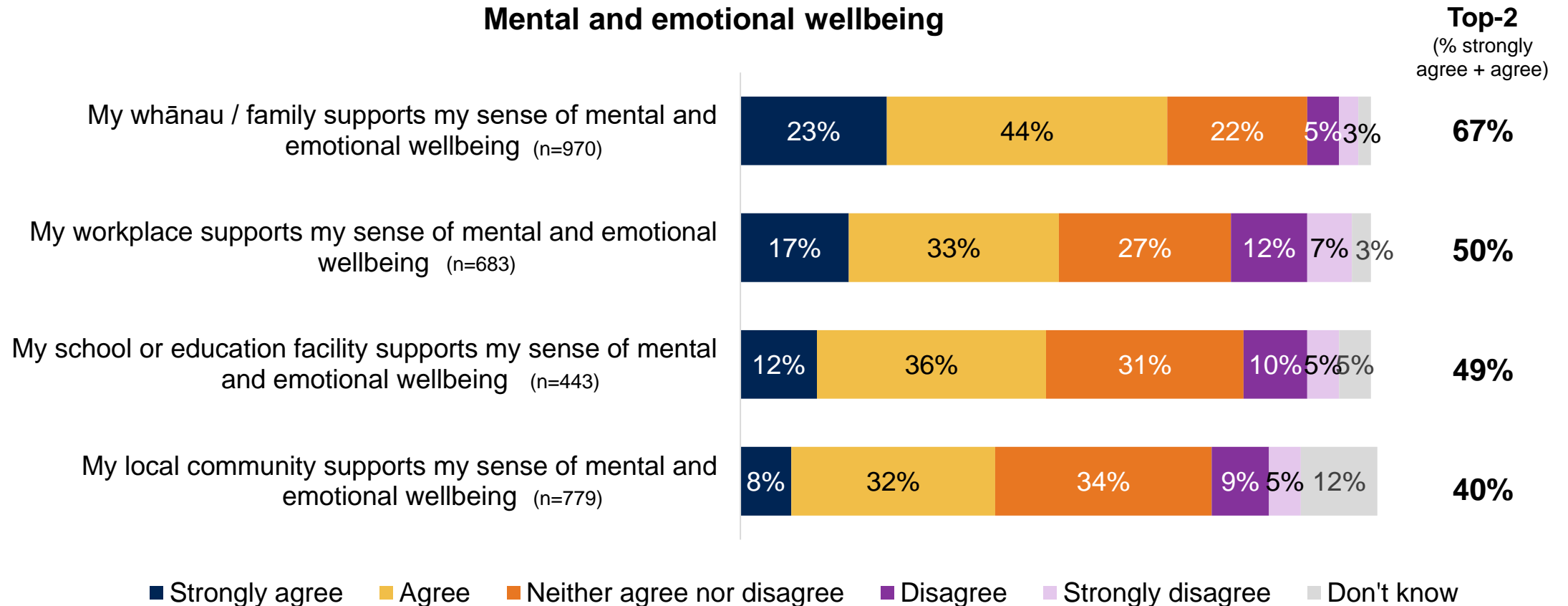
WHO 5 WELLBEING INDEX SCORES BY NUMBER OF ACTIVITIES



Red / green indicates significantly lower / higher than total

Q: Which of the following have you done in the last two weeks?  
Base: Total sample (n=1,003)

# FAMILY IS MOST LIKELY TO SUPPORT OUR SENSE OF MENTAL AND EMOTIONAL WELLBEING.



Q: How strongly do you agree or disagree with the following statements?

Base: n=1,003

Note: Those who answered 'not applicable' are excluded

# APPENDIX

# WHICH OF THE FOLLOWING HAVE YOU DONE IN THE LAST TWO WEEKS?

	Total	WHO-5 score	Gender		Age			Ethnicity				
			Male	Female	Under 35	35–49	50–74	European	Māori	Pasifika	Asian	Other
<i>Base n=</i>	<b>1,003</b>		<b>454</b>	<b>543</b>	<b>339</b>	<b>280</b>	<b>384</b>	<b>706</b>	<b>165</b>	<b>58*</b>	<b>85*</b>	<b>112</b>
Connected with people e.g. friends, whanau / family, church, sports club, my community etc.	<b>66%</b>	<b>16.4</b>	<b>58%</b>	<b>72%</b>	66%	<b>58%</b>	71%	67%	72%	<b>82%</b>	57%	57%
Done some regular physical activity	<b>55%</b>	<b>16.6</b>	54%	56%	51%	53%	60%	57%	53%	53%	49%	55%
Taken time to relax and appreciate the things that give me joy	<b>50%</b>	<b>16.8</b>	50%	51%	<b>43%</b>	<b>44%</b>	<b>61%</b>	52%	50%	49%	45%	43%
Eaten mostly healthy foods	<b>45%</b>	<b>16.8</b>	42%	48%	41%	39%	<b>52%</b>	47%	40%	35%	45%	42%
Spent time enjoying nature	<b>38%</b>	<b>17.2</b>	34%	41%	39%	33%	40%	38%	38%	33%	36%	45%
Given time and attention to helping others	<b>35%</b>	<b>16.8</b>	30%	40%	31%	33%	41%	36%	<b>45%</b>	38%	29%	35%
Things to help me to sleep well	<b>25%</b>	<b>15.9</b>	23%	26%	26%	27%	22%	26%	21%	19%	24%	22%
Spent time learning new things	<b>24%</b>	<b>17.0</b>	25%	23%	26%	25%	21%	24%	28%	24%	25%	24%
Practiced mindfulness	<b>19%</b>	<b>16.1</b>	17%	21%	24%	18%	17%	19%	21%	22%	20%	26%
Things that give me a sense of awe, wairua, or spirituality	<b>14%</b>	<b>17.2</b>	11%	17%	11%	14%	16%	12%	<b>30%</b>	<b>28%</b>	<b>6%</b>	11%
Participated in things that make me feel part of my culture	<b>11%</b>	<b>17.8</b>	10%	11%	13%	7%	12%	8%	<b>21%</b>	19%	15%	14%
Other	<b>2%</b>	<b>15.1</b>	2%	2%	1%	1%	4%	2%	2%	2%	0%	2%
None	<b>6%</b>	<b>11.8</b>	7%	4%	5%	7%	5%	5%	4%	4%	8%	5%

Red / green indicates significantly lower / higher than total

\*Caution: low base (n<100)

Q: Which of the following have you done in the last two weeks?

Base: Total sample (n=1,003)

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# WHICH OF THE FOLLOWING HAVE YOU DONE IN THE LAST TWO WEEKS?

WHO scores by demos

	%	Total	Gender		Age			Ethnicity				
			Male	Female	Under 35	35–49	50–74	European	Māori	Pasifika	Asian	Other
Base n=			<b>454</b>	<b>543</b>	<b>339</b>	<b>280</b>	<b>384</b>	<b>706</b>	<b>165</b>	<b>58*</b>	<b>85*</b>	<b>112</b>
Participated in things that make me feel part of my culture	11%	17.8	17.9	17.8	18.1	19.2	17	17.8	18.2	17.6	15.6	19.1
Spent time enjoying nature	38%	17.2	18.8	16	16.5	17.3	17.8	17	16.6	16.9	17.2	18.4
Things that give me a sense of awe, wairua, or spirituality	14%	17.2	17.3	17.1	18.7	16.4	16.9	17	17.2	16.7	16.3	18.4
Spent time learning new things	24%	17	17.7	16.1	16.8	16.4	17.6	16.4	18	18	17.2	18.2
Taken time to relax and appreciate the things that give me joy	50%	16.8	17.4	16.2	16.5	16.6	17	16.6	17.2	17.6	16.8	17.1
Given time and attention to helping others	35%	16.8	17.4	16.2	17.2	15.5	17.3	16.5	17.1	17.7	16.3	17.4
Eaten mostly healthy foods	45%	16.8	17.5	16.1	16.5	16	17.3	16.5	17.4	16.4	17.3	16.6
Done some regular physical activity	55%	16.6	17.4	15.7	16	16.1	17.2	16.3	17	15.9	16.7	16.5
Connected with people e.g. friends, whanau / family, church, sports club, my community etc.	66%	16.4	17.2	15.8	16.4	15.7	16.8	16.3	17	15.4	16.3	16.3
Practiced mindfulness	19%	16.1	16.2	15.9	16.4	15.8	15.9	15.5	16.2	16	17.9	17.1
Things to help me to sleep well	25%	15.9	16.2	15.6	15.8	15.3	16.5	15.9	16	15.5	15.5	16.9
Other	2%	15.1	14.9	15.2	13.9	15.7	15.2	16	9.5	16	NA	11
None	6%	11.8	12.5	10.8	11	10.8	13.7	12.8	9.3	10	8.7	12

Red / green indicates significantly lower / higher than total

\*Caution: low base (n<100)

Q: Which of the following have you done in the last two weeks?

Base: Total sample (n=1,003)

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# SUPPORT FOR MENTAL AND EMOTIONAL WELLBEING

How strongly do you agree or disagree with the following statements? (strongly agree + agree)

	Total	Gender		Age			Ethnicity				
		Male	Female	Under 35	35–49	50–74	European	Māori	Pasifika	Asian	Other
<i>Base n=</i>	<b>970</b>	<b>434</b>	<b>530</b>	<b>334</b>	<b>278</b>	<b>358</b>	<b>680</b>	<b>163</b>	<b>58*</b>	<b>83*</b>	<b>108</b>
My whanau / family supports my sense of mental and emotional wellbeing	<b>67%</b>	67%	68%	67%	64%	69%	68%	72%	69%	59%	64%
<i>Base n=</i>	<b>683</b>	<b>320</b>	<b>357</b>	<b>266</b>	<b>224</b>	<b>193</b>	<b>455</b>	<b>112</b>	<b>40**</b>	<b>76*</b>	<b>85*</b>
My workplace supports my sense of mental and emotional wellbeing	<b>50%</b>	52%	48%	49%	51%	51%	50%	50%	47%	50%	54%
<i>Base n=</i>	<b>443</b>	<b>192</b>	<b>245</b>	<b>228</b>	<b>144</b>	<b>71</b>	<b>259</b>	<b>100</b>	<b>36**</b>	<b>53*</b>	<b>65*</b>
My school or education facility supports my sense of mental and emotional wellbeing	<b>49%</b>	49%	49%	48%	54%	41%	46%	51%	42%	46%	57%
<i>Base n=</i>	<b>779</b>	<b>358</b>	<b>416</b>	<b>284</b>	<b>238</b>	<b>257</b>	<b>540</b>	<b>136</b>	<b>48**</b>	<b>73*</b>	<b>91*</b>
My local community supports my sense of mental and emotional wellbeing	<b>40%</b>	41%	38%	41%	39%	39%	37%	39%	42%	47%	42%

\***Caution:** low base (n<100)

\*\***Caution:** very low base (n<50)

Q: How strongly do you agree or disagree with the following statements?

Base: Total sample (n=1,003) Note: Those who answered 'not applicable' are excluded



# WHO-5 WELLBEING INDEX

Distribution of raw scores – range: 0–25

	Total	Gender		Age			Ethnicity				
		Male	Female	Under 35	35–49	50–74	European	Māori	Pasifika	Asian	Other
Base n=	1,003	454	543	339	280	384	706	165	58*	85*	112
0–12	25%	20%	30%	26%	28%	24%	27%	26%	29%	19%	26%
13–20	55%	55%	55%	53%	55%	57%	55%	48%	50%	73%	51%
21–25	19%	24%	14%	21%	18%	19%	18%	27%	21%	9%	23%

Red / green indicates significantly lower / higher than total

\*Caution: low base (n<100)

Q: Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being.

Base: n=1,003

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# WHO-5 WELLBEING INDEX

Distribution of raw scores – range: 0–25

	Total	Total Annual Household Income			Highest Education completed		
		LOW (under 50k)	MEDIUM (50-100k)	HIGH (over 100k)	LOW (Lev 1-4)	MEDIUM (Lev 5-7)	HIGH (Lev 8-10)
Base n=	1,003	301	314	235	405	386	147
0–12	25%	28%	22%	22%	24%	27%	25%
13–20	55%	54%	57%	58%	55%	56%	58%
21–25	19%	18%	21%	20%	21%	17%	17%
WHO-5 score	15.9	15.5	16.4	16.4	16.2	15.7	16.1

Q: Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being.

Base: n=1,003

# ANALYSIS NOTES

# ANALYSIS NOTES

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.

All surveys have been conducted online. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.

Weights have been applied to ensure national representation.

Significance reported at 95% confidence.

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**THANK  
YOU**

**GAME CHANGERS**

