

The state of our mental health in 2023

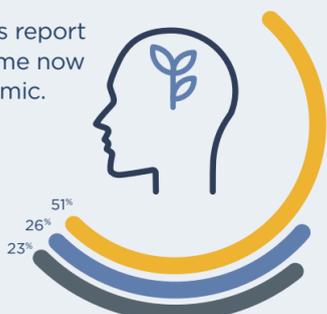
Dynata's Global Consumer Trends survey explores the attitudes and behaviors of 11,000 consumers across 11 countries toward a range of topics, including how people feel about the year ahead, what they're most concerned about, how their mental health has changed in uncertain times – and more.

A DIVIDED PICTURE OF MENTAL HEALTH

State of people's mental health in 2023 vs. 2019

Globally, the majority of consumers report their mental health is about the same now as it was in 2019, before the pandemic.

- About the Same
- Much / a Little Better
- Much / a Little Worse



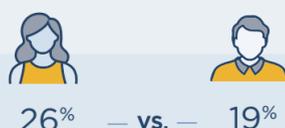
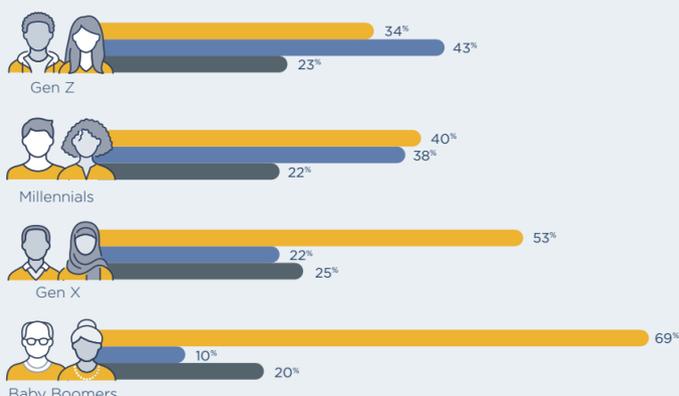
Self-reported **mental health** has **improved** the most in **China**, the **U.S.** and **Canada**.



Mental health has **deteriorated** the most in **Japan**, **Germany** and **Australia**.



Younger generations are **more likely** to report **improvement in their mental health**, while older generations' mental health is increasingly likely to remain about the same.

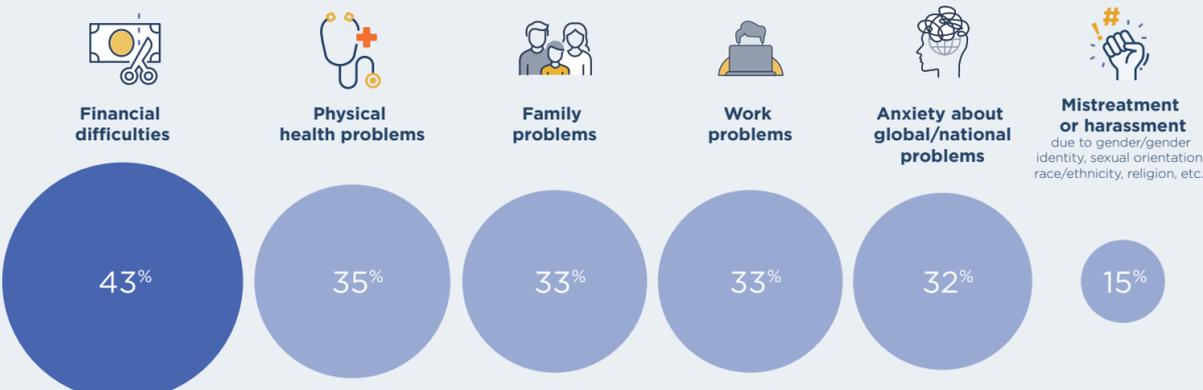


Across all generations, women are more likely than men to report their mental health is worse now than in 2019.

KEY FACTORS AFFECTING OUR MENTAL HEALTH

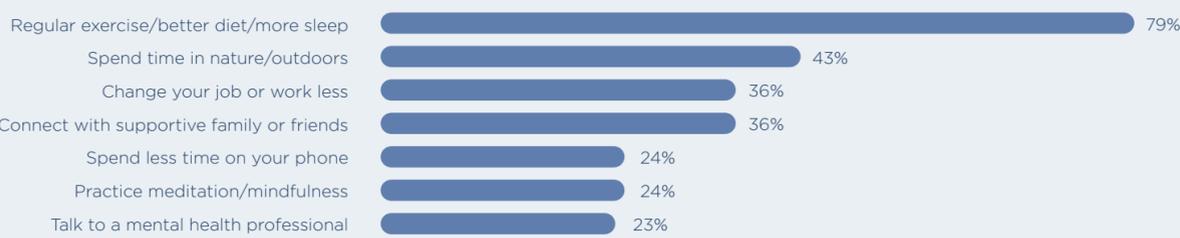
For people whose **mental health has declined** since 2019, **financial problems** are cited as the main reason — especially in the **U.S., Spain and Australia**.

“Extremely” or “very” important contributors to worsening mental health



ACTIONS TAKEN TO IMPROVE MENTAL HEALTH

For people whose **mental health has improved** since 2019, taking **better care of their physical health** is, by far, cited as the **main contributor to this improvement**.



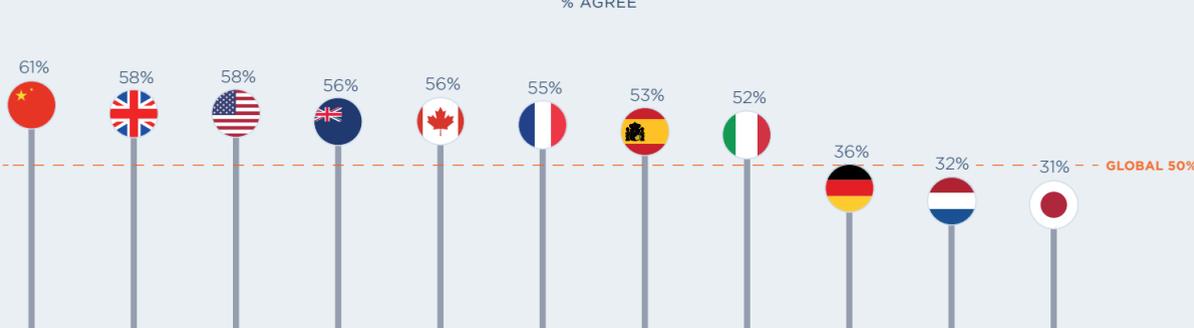
BREAKING THE MENTAL HEALTH TABOO

Talking about **mental health** was once **taboo**, but **half of people globally** are now **comfortable discussing it openly**.

A minority of consumers in Germany, the Netherlands and Japan are comfortable discussing their mental health with others.



“I am comfortable talking about my mental health with others”



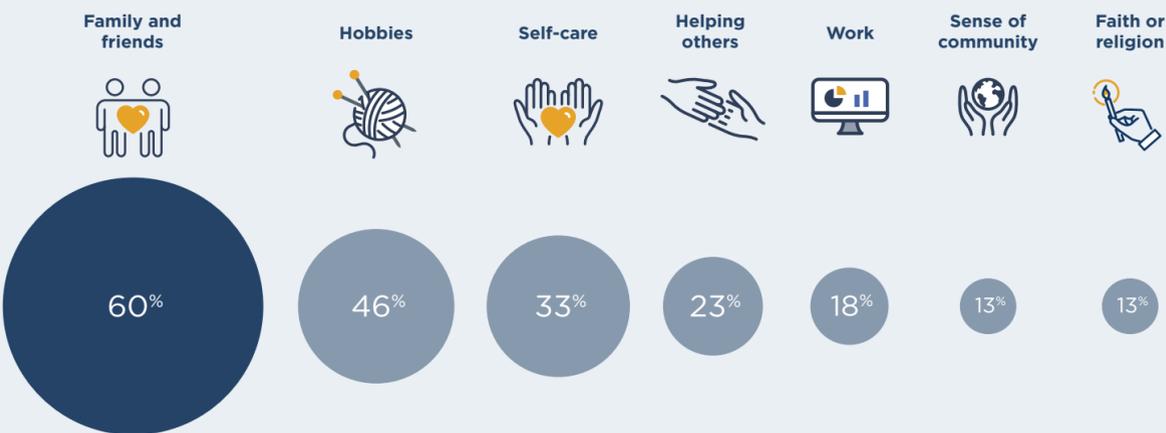
WHAT BRINGS US FULFILLMENT

Ultimately, **close connections with loved ones** are **giving people the greatest sense of fulfillment** right now.



5 in 10 people (52%) affirm that **“My family bonds are stronger than ever.”**

What gives people the greatest sense of fulfillment right now



Looking at **significant differences** across countries, **work** is cited by **43% of Chinese** consumers as their **greatest source of fulfillment**, compared to **18% consumers globally**. **Faith / religion / spirituality tops the list** for **27% of Americans** but only **9% of French** consumers.



For more information, including detailed findings by country, gender or age group, **download the data tables** or **contact us**.

Dynata's Global Consumer Trends survey was conducted Jan. 5-10, 2023, among 11,000 consumers age 16+ in the U.S., Canada, U.K., France, Germany, Italy, Spain, the Netherlands, China, Japan and Australia.

Participants were selected from Dynata's online panels, with samples quota-controlled to reflect the population on age, gender and region.