

May 2025

IPSOS UPDATE

A selection of the latest
research and thinking
from Ipsos teams around
the world

Ipsos Update May 2025

Our round-up of research and thinking from Ipsos teams around the world

The world's attention remains fixed on events at the White House. President Trump's approval rating, low by historic standards, has dropped only slightly since his inauguration in January, but warning lights are flashing: three in five Americans feel the cost of living is on the wrong track. Our new Ipsos Vibe Check finds 46% saying they currently face "a lot" of uncertainty.

Elsewhere, many are losing faith in America. On average across 29 countries the proportion who think the US will have a positive influence on world affairs has dropped from 77% in October to 63% today – with far steeper falls in Mexico and Canada. For the first time ever globally, more see China as a positive

force in world affairs than they do the United States. We'll be watching all of this closely as American foreign policy continues to seesaw.

This edition features a round-up of the latest insights on America from Ipsos. Whether it's understanding public reaction to possible strategies, corporate reputation or brand management, we are here to help in 90 countries around the world.

As the Ukraine war grinds on, our special feature finds international public opinion conflicted on what needs to happen – and how their countries should react to military aggression. There is more optimism that the war may end in 2025, but the overall mood remains gloomy. In

Europe and beyond, there's a sense that countries should not be standing by in the face of Russia's invasion. But this stops well short of supporting their own troops becoming involved in military action.

Meanwhile our People and Climate Change report also finds the public in an uncertain place. Across 32 countries, just 17% say an increase in average temperatures by 1.5°C is "not that big a deal". But the sense that "we'll be failing future generations if we don't take action now" is on the decline everywhere, with many saying their country is already being asked to do too much to combat climate change.

Against the backdrop of all today's

uncertainties, the need for us all to look after our own mental health and wellbeing remains as strong as ever. The new Ipsos/AXA Mind Health Report provides some pointers as to how we can better look after ourselves, and those around us, to build a stronger sense of wellbeing.

As ever, we hope the content presented here is useful to you and look forward to some great conversations in the coming weeks and months.



Ben Page
Ipsos CEO

Poll Digest

Some of this month's findings from Ipsos polling around the world

Canada:

53% say a majority government would be the best outcome of the general election.

USA:

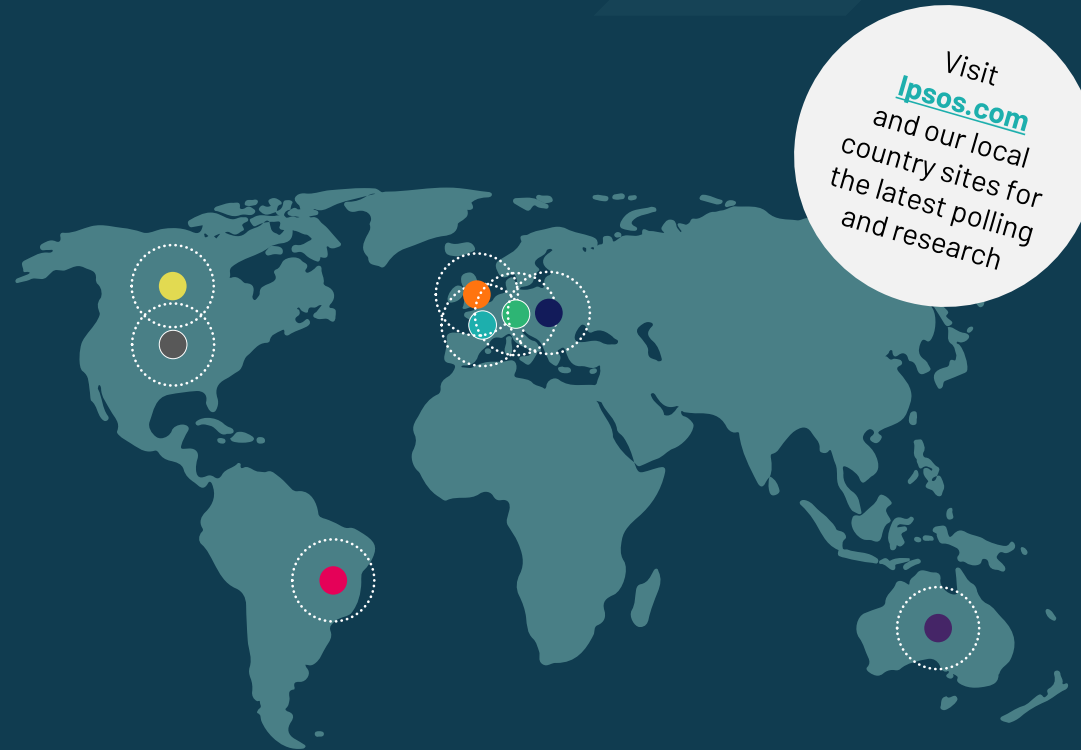
62% say their electricity and/or gas bill has increased compared to a year ago.

Brazil:

50% believe that President Donald Trump's trade policies are harming Brazil's economy.

France:

77% of French people want DEI policies to be maintained in companies.



Great Britain:

75% of Brits expect the economy to get worse in the next 12 months.

Switzerland:

53% trust in the Federal Council's ability to safeguard Switzerland's economic interests.

Slovakia:

37% throw away food at least once a week.

Australia:

35% of Australians approve of Anthony Albanese's performance as Prime Minister and 39% disapprove.

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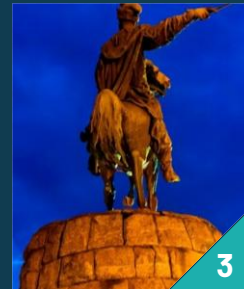
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People and Climate Change

Global perception and concern amid rising temperatures

As the world witnesses an increase in global temperatures, passing 1.5°C above pre-industrial levels for the first time in 2024, our report reveals shifting perceptions and concerns about climate change worldwide.

Released to coincide with Earth Day, this detailed research spanning 32 countries offers a comprehensive view of public attitudes towards the climate crisis.

Key findings include:

- **Decline in individual action:** Although 64% of people recognise that failing to act on climate change would let down

future generations, there has been a notable decline since 2021 in individuals believing their actions are crucial.

- **Growing concerns:** 74% of people express concern about the impacts of climate change on their country. This is particularly marked in high-risk areas like the Philippines and Türkiye.
- **Polarised opinions on government action:** In LATAM, there's a strong demand for greater government intervention, whereas 36% globally feel their countries are overextending themselves.

- **Economic concerns:** In Europe, many associate the transition to renewable energy with higher household costs, with scepticism towards electric vehicles' environmental benefits.

The Ipsos People and Climate Change Report not only sheds light on these pivotal attitudes but also explores how these perceptions vary across countries, impacting brands and policy-making.

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While 17% underestimate the significance of exceeding the temperature benchmark, the majority (53%) understand its critical implications.

Decoding Misinformation

Why we fall for fake news

Misinformation is a global issue that threatens public health, democracy, and social cohesion. It doesn't just spread outright lies; it often involves distorted truths and biased narratives that subtly shape public opinion. This can reinforce existing biases, reduce trust in institutions, and influence decision-making.


Understanding the factors that influence a person's ability to distinguish between real and fake news is crucial to tackling the misinformation crisis.

Drawing on data from our large-scale study across four countries (France, India, the UK and the US),

we explore the psychological and societal factors that make people prone to believing fake news. Our approach uncovers how elements like emotion, analytical thinking, cultural context, and the digital landscape influence our ability to discern fake from real information.

Addressing misinformation requires a collaborative effort across different sectors, from policymakers and educators to media organisations and individuals. This includes promoting media literacy education, encouraging analytical thinking and fostering responsible information sharing.

By understanding the factors that make people prone to believing fake news, we aim to provide actionable insights to help combat the misinformation crisis and create a more informed and trustworthy information landscape for all.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)A photograph of two women, one with long dark hair and one with short dark hair and glasses, looking at a smartphone together. The woman with glasses is pointing at the screen. The background is a blurred outdoor setting with green foliage.

Research shows that people do not misjudge information randomly; rather, their perceptions are shaped by cognitive biases, media consumption habits, and levels of institutional trust.

Global Attitudes to the War in Ukraine

Muted optimism for the end of war

In 27 of the 29 countries surveyed, more think the conflict in Ukraine will end in 2025 than they did six months ago. Italy and Singapore have seen the biggest increase since November 2024 in belief the war will end this year (up 22 percentage points (pp) and 19pp respectively).


However, the overall picture is still gloomy. Majorities in many European countries think it is unlikely the war will end by next January. More than two-thirds in Germany (71%), Sweden (67%) and the Netherlands (68%) believe this to be the case.

Subsequently, people believe

action is needed against Russia. Two-thirds (63%) across 29 countries feel doing nothing in Ukraine will encourage Russia to take further military action elsewhere in Europe and Asia. In all but one country (Hungary), people are more likely to think that doing nothing will embolden Russia. Poland, Thailand and the Netherlands have seen the biggest increases since 2023 in feeling that doing nothing will bring further military action (up 16pp, 10pp and 9pp respectively).

The ongoing war seems to have brought a sense of unity, with two-thirds (65%) across 29 countries saying “my country must support

sovereign nations when they are attacked by other countries”. A majority in all but three countries surveyed feel this way. However, while there is support for defending sovereign nations, among the 13 NATO countries covered in this survey, 11 of them have seen support fall compared to 2023 and all NATO countries have seen support for defending others fall since 2022.

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Majorities in many European countries think it is unlikely the war will end by next January.

AXA Mind Health Report

Mental health continues to deteriorate around the world

The latest AXA Mind Health Report reveals a concerning global decline in mental wellbeing. Key findings from the 16-country study reveal a high prevalence of mental disorders (32% of the population since 2023), with young adults disproportionately affected (44%).

Scores used to assess indications of depression, anxiety and stress are worsening, with suggested depression rising to 47% (from 44% in 2023), stress to 64% (from 62% in 2023), and anxiety reaching a record high of 23% (from 20% in 2023 and 17% in 2022).

Several factors contribute to this decline, including financial instability, job insecurity, future

uncertainty, negative news exposure, socio-political unrest, and loneliness. Excessive social media and digital technology use negatively impacts young adults, despite also serving as a means of connection and information access.

Workplace stress also significantly impacts mental health. Sick leave due to mental health issues, e.g., stress, is rising (27%, +4 points). Employees identify salary, workload, work-life balance, job stability, and management style as negatively impacting their mental health. Consequently, there's a strong demand for workplace mental health support (52%),

particularly among young people and those experiencing high stress levels.

On a positive note, a large majority generally feel well informed on the subject of mental health, what to do if they believe they are suffering from a mental health problem (71%), the symptoms that should alert them (70%), and on what to do if they think that one of their loved ones suffers from a mental health problem (66%).

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52% of young adults say that heavy use of social media and digital devices negatively affects their mental health.



Mobility Barometer

Europeans are redefining their mobility habits

Europeans are increasingly adopting greener transportation methods, according to the 2025 Europ Assistance Mobility Barometer across nine countries.

While personal cars remain the primary mode of transport (86% ownership), the use of electric and hybrid vehicles is rising (13% in 2025 vs. 10% in 2023), particularly in Italy and Switzerland.

Despite this, interest in buying electric vehicles has stagnated over the last three years (27% in 2025), probably due to cost (51%) and concerns about charging infrastructure (26%). Conversely, saving on fuel costs (40%) and environmental concerns (35%) are


the main motivations for buying electric vehicles.

Although 84% of Europeans prefer personal cars as their main mode of transport, alternative modes are gaining ground. Walking and the use of public transport have increased over the last five years, particularly in Spain and Austria. The use of electric bicycles has also increased, particularly in France, Belgium and Germany.

A significant change is the increasing willingness to give up personal car ownership (33% in 2025 vs. 30% in 2024), especially in Spain, Italy and Switzerland. This reflects the growing acceptance of shared and hybrid mobility as

well as public transport.

Multimodal transport is becoming the norm, with 86% of Europeans using cars, 54% public transport and 48% bicycles. Improved infrastructure is a key motivator for the use of bicycles and scooters (32%), and carpooling and car-sharing are growing, particularly in Spain, Austria and Portugal.



Walking and public transportation have risen in popularity, with more frequent usage than five years ago.

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What Worries the World?

A third across 29 countries are worried about inflation

The positivity gap between Republicans and Democrats in America remains stark. The proportion of Republicans who say the US is “heading in the right direction” has dropped marginally from 76% to 74%. Whereas the proportion of Democrats expressing the same view has fallen four percentage points to 16%, creating a 58-point difference. Last month the gap was 56 points.

For further analysis on current events, visit the new [Know the New America](#) page, a monthly dispatch of Ipsos' best insights on the US tailored for the world.

Meanwhile, following a five-point increase, more than one in two Canadians (53%) now view inflation as a primary issue – a level not seen since June 2024, when it peaked at 54%.

Argentina, which used to experience record high levels of worry, has also risen by nine points to two-fifths (41%). However, this is nowhere near its peak of 76% in May 2023.

Also, in LATAM, Peru has seen a significant 10-point increase since last month, with three-quarters (75%) of respondents expressing concern in April 2025. This is 12 points higher than this time last

year and the highest level of concern about inflation recorded for Peru since October 2016, when it was also at 75%.

And across Europe, worry about military conflict is rising, particularly in France, which has seen the biggest increase in those saying it's a concern – up 10 points since last month to one in four (25%).

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74% of Republicans think the US is heading in the right direction (vs. 16% of Democrats).

Does the US Have a Positive Global Impact?

Faltering reputation amid a new administration

The proportion saying the United States will have a positive influence on world affairs has fallen in 26 out of 29 countries over the last six months.

Today, 46% on average across the 29 countries say the US will have a positive influence, down from 59% who said the same in October 2024, prior to the presidential election.

Six months ago, 52% of Canadians saw the US as a positive influencer; now only 19% feel the same. This 33-point fall is the largest recorded for any country. While ratings of the US did also fall among its northern neighbour during the first Trump term, this is the lowest score we have recorded for Canada since we started tracking this question in 2015.

Even more surprisingly, China, for the first time in ten years of fielding these questions, is now seen as having a more positive influence. Across the 29 countries covered, an average of 49% say China will have positive effect on world affairs, up ten points on six months ago. Israel and Iran remain the countries least likely to be seen as having a positive influence on the international arena. Iran's score has however improved over the last six months, as have those of China, Pakistan, Russia and Saudi Arabia.

Commenting on these findings, Chris Jackson, Senior Vice President, Ipsos in the US said: "Three months into the second Trump administration and six months after his election, the reputation of the United States as a

force for good in the world has taken a serious hit, particularly among our traditional allies in Europe and Canada. This flies in the face of Donald Trump's repeated campaign promise to restore respect for America around the world. However, given the inward focus of many Americans, it's unlikely the MAGA base will notice our diminished standing on the world stage."

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46% across 29 countries say the US will have a positive influence on the world, down from 59% six months ago.

Strive for More 2.0

The female portrayal guide for growth-obsessed marketers

Women are not just a target audience; they are economic powerhouses, decision-makers, and purchase influencers. However, our research shows a disconnect between this reality and their portrayal in advertising.

'Strive for More 2.0', a collaboration between Ipsos and SeeHer, bridges this gap. In the report, we present our findings on how women want to be portrayed in advertising in 2025, and how accurate portrayal will drive better business outcomes and long-term impact. Marketers have an unprecedented growth opportunity - and responsibility - to strive for more in advertising.

Key findings include:

- **She matters – bottom line!:** Accurate portrayals of women drive business success. High GEM® scores correlate positively with creative effectiveness and sales lifts.
- **Close the portrayal gap:** Only 15% of women feel their depiction in advertising reflects their identity, compared to nearly 40% of men. Authentic portrayals aren't just about inclusivity; they drive connection and influence purchase decisions. Brands have a real opportunity to do better.
- **Move beyond the minimum:** While appropriate and respectful representation has improved over the past five years, progress has stalled where it matters most. The quality of women's depiction has not been elevated to where it should be, and women still don't see themselves as aspirational figures in ads.

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Positive portrayal of women in advertising generates 10% sales lift and more value for your media investment.

Shortcuts



KEYS – Where Next for ESG?

Is ESG at a crossroads? Ipsos research shows that climate change, poverty and inequality remain constant and significant worries that unite people around the world. But companies face a tricky balancing act between profit, purpose – and politics.

We try to understand the state of ESG in business today, setting out the key things we need to get right.

[WATCH HERE](#)


Know the New America

This is a monthly dispatch of Ipsos' best insights on the US tailored for the world.

What is now happening in America is driving markets and politics around the world. Ipsos uniquely covers citizens, voters and consumers both in the US and globally: in this update, we report monthly on the Trump administration's actions – and how the American public and economy are reacting.

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Sowing the Seeds of Growth

This report offers a deep dive into the plant-based foods industry, both globally and in India.

Insights from conversations with industry experts, consumer research, and market data have been synthesised to provide a comprehensive view of this rapidly evolving sector.

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A CX Late Bloomer's Guide to Success

Ipsos' CSI Insurance study indicates that customers don't always feel valued and proud to be a customer of their insurer. Providers need to move beyond transactions by addressing customers' emotional needs through the six forces that influence attachment: Certainty, Fair Treatment, Control, Status, Belonging, and Enjoyment.

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All the information within this **Ipsos Update** is in the public domain – and is therefore available to both Ipsos colleagues and clients.

Content is also regularly updated on our website and social media outlets.

Please email IKC@ipsos.com with any comments, including ideas for future content.

Cover photo: **Istanbul, Türkiye.** Türkiye is particularly concerned about climate change and political corruption, find out more on pages [5](#) & [10](#).

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