

August 2025

IPSOS UPDATE

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

Ipsos Update August 2025

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

Six months into Trump's second term, what comes to mind when Americans hear the term "American Dream"? Freedom is the dominant theme, but opportunity, family, happiness, prosperity and success all come into play, alongside a fair degree of disenchantment around the edges. Our new research brings together the voices of the public, industry leaders and Ipsos' own experts. The team invite you to join the conversation at a [special webinar in August](#). You can also [sign-up](#) to receive our monthly *Know the New America and Beyond* newsletter.

Our latest polling finds Trump's approval rates holding fairly steady, but he is facing growing criticism when it comes to immigration – as does his UK

counterpart, Keir Starmer. A year after his election, most Brits (68%) say the country is going in the wrong direction – gloomier than America's 55%, but not as bad as the 88% recorded in France.

The world around us is ageing – by 2030 one in six people will be aged 60 or over. Are cultural attitudes adapting to this change? For people across 32 countries, old age begins at 66, while the "Prime of Life", according to our survey, is 28-35 – deemed to be the ideal ages to experience key milestones like buying a home, getting married or having a baby.

Our India team's *Dear Brands, Are you Silver Savvy?* report turns the spotlight on older people, illustrating how they

are often overlooked by marketers and product developers. India today has 140 million people aged over 60, a group set to double in size over the next couple of decades. Businesses ignore the spending power of senior consumers at their peril.

August is a holiday month for many countries, particularly in Europe (82% of French people plan to get away this summer). But even if you're not taking leave, there's a good chance you'll be spending some of your leisure time playing video games. Over half the population in the EU's five biggest markets are gamers these days – and we're seeing growth across all age groups, particularly the 45-64s. Our new report invites us to shatter

outdated stereotypes; gaming is comparable in importance to socialising with friends or reading a book when it comes to how we spend our free time.

Whatever your priorities for the month, we hope you find something thought-provoking in this edition. As ever, do get in touch with your Ipsos contact if you'd like to discuss anything here.



Ben Page
Ipsos CEO

Poll Digest

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

Canada:

62% of Canadians think eliminating inter-provincial trade barriers will lead to growth.

Peru:

If elections were held tomorrow, 37% say they would lean towards the "blank/spoiled/none" option.

Ukraine:

Manufacturing will be key to the country's reconstruction, but only 2% of teens think they will enter this field.

Germany:

43% of Gen Z say they are satisfied with their own financial situation, compared to 48% of Baby Boomers.



Italy:

76% of Italian sports fans say they are most looking forward to watching the skiing at next year's Winter Olympics.

India

Urban India is witnessing a surge in over-the-top (OTT) adoption, reaching 64% penetration.

Australia:

34% of Australians believe the government should be doing more for First Nations people.

France

The Tour de France is perceived by a large majority of French people as an element of French heritage (91%).

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Attitudes to Ageing 2025

Old age begins at 66, but six in ten say they are not looking forward to it

In countries across the world, populations are getting older. The UN predicts that by 2030, [one in six people will be aged 60 or over](#). But are cultural attitudes adapting to this change?

In this 32-country study, we examine people's attitudes towards ageing, picking out how these have changed – or not changed – since 2018.

On average across 32 countries, 66 is the age at which people believe "old age" begins. This rises to 73 in Italy and Spain but starts much earlier in Indonesia, at age 59. But this perception has changed little since we asked this question seven

years ago. In 2018, people told us that a person can be considered "old" at 67, and in many Latam countries, "old age" now begins several years earlier.

Across 32 countries, most people (57%) say they are not looking forward to their old age. However, enthusiasm rises with income, education level, and youth.

While people are – on average – fairly good at estimating the proportion of children who make up their country's population, we are much less accurate at guessing the size of the ageing population. Mexicans think three in 10 people (30%) in their country are


over 65, more than three times the actual figure of 8%. Japan – now defined as a superaged society – is the country that most underestimates the size of its over 65 population.

The survey also dives into the ideal ages for reaching key milestone life events, alongside the age at which it becomes "too late" to do so. And it examines the minimum and maximum ages to properly perform in a range of professions.

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Across 32 countries, most people (57%) say they are not looking forward to their old age.

What the Future: American Dream

The American Dream is alive. But is it well?

The American Dream has long been used to sell products to Americans and to promote the country itself. Even in today's polarised times, the values behind the American Dream still unite most Americans, and the messaging remains powerful. As brands look for ways to connect with consumers, ideas around freedom, success, opportunity and fairness offer a strong sense of commonality across demographics and party divides. However, 61% of younger Americans feel that the American Dream is unattainable.

This edition of [What the Future](#) explores the areas of common ground and the underlying

tensions. The concept of the American Dream dates back to the nation's founding. The phrase itself is almost a century old. But what does it mean today, and how might it change in the future?

Key findings include:

- **The concept of freedom is the centrepiece of the American Dream**, alongside financial security and homeownership. But generational differences exist, with homeownership a significantly less important component for younger generations.
- **Many of the rungs on the ladder to economic mobility are**

splintering. Homeownership rates for younger Americans have fallen for decades and funding for higher education – correlated to higher wages and incomes – is being slashed.

- **Most Americans agree the economy is rigged to advantage the rich and powerful**. But a majority also believe that hard work leads to success, no matter what.

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Six in ten (61%) younger Americans feel the American Dream is unattainable.

Does Everything Really Cause Cancer?

How our changing world is impacting our cells

Does everything really cause cancer? Alarming headlines would have us believe so. Over the 20th century, cancer rose up the ranks to become a leading primary cause of death in countries across the world. How did we get here, and can we turn the tide as a society or as individuals?

In this comprehensive paper, we cut through the noise to reveal the true landscape of cancer risk. We offer insights to inform both individual health decisions and wider safeguarding measures. Gain an up-to-date understanding of what matters in both cancer formation and prevention while

acknowledging the topic's inherent complexity.

Our propensity to develop different types of cancer is shaped by a complex interplay of factors. Genetics, lifestyle, consumption habits, age – even sleep and pathogens – all play a key role. However, many of these risk factors are within our control. Avoiding alcohol (ideally completely), red and processed meats, and smoking are key behaviours for reducing our risk of developing cancer.


Regardless of whether cancer develops due to lifestyle factors, inherited genes or simply bad luck,

an early diagnosis is often key to ensuring a good prognosis. In fact, the age-standardised mortality rate from cancer has dropped in Australia and several European countries.

Meanwhile, our Healthcare team also recently published [Mid-Year Oncology Review 2025: History Informs the Future](#) – reflecting on the advancements in oncology in recent years and how past lessons are informing today's innovations.

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How did we get here, and do we have any hope of turning the tide, as a society or individually?

What Worries the World

Top concerns around the world in July

Our latest What Worries the World survey reveals that people across 30 countries see crime and violence as the number one concern affecting their country. Thirty-two per cent say it is one of the top issues in their country, closely followed by inflation (31%).

Concern about crime and violence is highest in Latin America with all six countries from the region included in this survey featuring in the eight most worried countries. Concern is highest in Peru (64%) and Chile (62%). While both countries have seen their level of worry fall this month, it is higher than 12 months ago (Peru +7pp, Chile +5pp).

South Africa and Sweden (both 60%) are the only non-Latin American countries featuring in the top five most worried about crime. In South Africa, concern is up 7pp since July 2024 and up 3pp in Sweden in the last 12 months.


France sees the biggest rise in worry about crime since July last year, with concern up 10pp to 40%. It is also the number one worry in France ahead of inflation (29%) and immigration (26%). Meanwhile, only 14% of French people think the country is headed in the right direction, with Peru being the only country to have a lower score (12%).

Looking at where people think things are going well in their country, Singapore is the most positive with 84% saying the city-state is headed in the right direction. South Korea has seen the biggest rise in positivity (+39pp) since last month, following June's election of President Lee Jae Myung - a sharp turnaround from April when only 11% of South Koreans believed the country was headed in the right direction.

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Crime and violence is the number one concern, with 32% saying it is one of the top issues in their country.

Dear Brands, are you Silver Savvy?

Looking at India's Silver Generation

India has about 140 million senior citizens currently, defined as those 60 years old and over – about 10% of the total population.

This demographic is set to grow significantly, with UN Population Estimates projecting it to account for 16% of the global elderly population by 2050. However, they are largely overlooked by mainstream marketing and service design.

The spending power of this demographic is expected to surge, making India one of the top 10 markets for the "Silver Economy" by 2030, with spending anticipated to rise from \$100 billion to almost

\$1 trillion. Affluent elderly Indians, keen to spend on travel, entertainment, and gadgets, wish to be independent and enjoy their lifestyle without relying on their children.

This article urges brands to rethink their approach to this demographic and recognise their diverse needs. For instance, "younger, recent silvers" may be more technologically savvy than older ones, and those living independently vs living with their children may have different approaches – hence the need to avoid generalisations.

Brands are encouraged to gain a better understanding of how this demographic engages with their products through connecting with consumers. Examples include senior-friendly customer service options, a user-friendly digital app interface, and physical adaptations in travel and hospitality services to enhance comfort and accessibility.

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Age is to be celebrated and supported, not ignored.

Beyond Gaming

What you need to know

The video game industry is more than just a niche market: it is a global entertainment powerhouse that continues to outpace all other sectors.

With projected global revenues climbing from £139 billion (\$188 billion) in 2024 to £157 billion (\$213 billion) by 2027, its financial significance is undeniable. This growth is also evident in Europe, where sales of video games in the top five countries (EU5) have increased from €14.4 billion in 2019 to an estimated €20.2 billion in 2024.

This commercial success is fuelled by a player base that is growing and diversifying sharply. Currently,

more than half of the EU5 population plays video games, equating to 128 million gamers – an increase of 12 million since 2019. While growth is evident among all age groups, it is particularly pronounced among those aged 45–64, with this demographic expanding by 3.7 million players in the same period.

This dispels outdated stereotypes and confirms that gaming is a mainstream activity for all ages. Furthermore, player engagement remains remarkably stable, with gamers spending an average of over nine hours per week on their hobby. This makes gaming a highly valued weekly activity, on a par in


terms of importance with "socialising with friends" or "reading a book".

As the audience widens and deepens, a superficial understanding of player demographics is insufficient. In order to drive meaningful engagement and revenue, brands must now connect with the core mindsets, motivations and wider expectations of their players.

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Gamers are brand-loyal, with 84% stating they are more likely to trust a new product if it's from a brand they already know and respect.

Know the New America & Beyond

Ipsos' latest insights on the US for global decision makers

The United States under Donald Trump is navigating a period of significant change and uncertainty, where the old political and social consensus has fractured. While Trump's approval ratings are low by historical standards, they have stabilised and are several points higher than at this stage of his first term.

However, Trump faces new vulnerabilities, including dissent from his own base over conspiracy theories and a national focus shifting from the economy to more contentious issues like political extremism and threats to democracy.

Economically, the implementation

of tariffs is creating widespread anxiety. While some Americans hope for long-term job growth, more are worried about immediate price hikes. This has contributed to a steady decline in consumer confidence, especially among younger Americans.


The [concept of the American Dream](#), a cornerstone of the nation's identity, is also being re-evaluated. A significant 61% of younger Americans now view the dream as unattainable. This growing pessimism is starkly contrasted with the 79% of first- or second-generation Americans who identify the dream as their reason for migrating. On the issue of immigration itself, Trump's

approval has fallen to 41% amid controversial raids.

Globally, the "America First" stance has led to backlash, with a notable number of consumers in other countries, [including seven out of ten Canadians](#), actively avoiding American products. This international and domestic turbulence underscores the article's central theme: America's new reality is contested and still emerging, with leaders everywhere searching for a new path forward.

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41% of Americans today approve of how Trump is managing immigration, compared to 48% in January.

Every Mode Everywhere All at Once?

A practical guide to mixed-mode surveys

As survey research evolves in response to new technologies, changing respondent expectations and tighter budgets, the demand for flexible and efficient data collection strategies is greater than ever. Mixed-mode surveys, which combine different data collection methods, are a valuable alternative to traditional single-mode designs.

Drawing on our practical experience and methodological expertise, this guide offers clear, actionable advice for commissioners and researchers seeking to understand, design, transition to, or refine surveys that use more than one data collection method.

The guide will help you to:

- Think conceptually and clearly about mixed-mode surveys using the Total Survey Error framework.
- Understand the pros and cons of mixing survey modes in relation to cost-efficiency, response rates, mode effects, accessibility and timeliness.
- Plan development and continual improvement work, including pilots, experimentation and parallel runs of different methodologies.
- Navigate a mode transition for an existing survey and consider the implications for data trends.
- Future-proof your survey design and ensure that the voices of your stakeholders have been heard.
- Relate your own research to our case studies, which cover a variety of audiences and mixed-mode designs.

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The rise of mixed-mode survey designs poses both challenges and opportunities for survey commissioners.

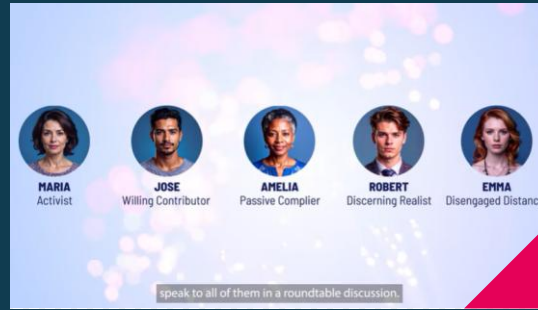
Shortcuts



Building a Mature AI Ecosystem

AI hype is everywhere, but are advertisers truly prepared to harness its full potential? Ipsos in MENA partnered with the Advertising Business Group to uncover how far the industry has truly come in its AI journey. Based on a survey of 100+ marketing and ad professionals, the findings reveal a clear gap between interest and implementation.

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Discover Ipsos PersonaBot

Ipsos PersonaBot is a transformative tool that brings segments to life. It can extend the application of your segmentation – from innovation to brand positioning to communications and more – as these synthetic personas are uploaded to a digital platform for stakeholders to leverage. In this video, we highlight its simplicity and effectiveness in action.

WATCH HERE



KEYS: Uncharted Territories

We're barely halfway through the year, but it's already hard to keep up with everything that's happening. Our latest episode in our KEYS webinar series looks at what we've learned so far during 2025. Are we adapting fast enough? And are there areas where we need to change course? Listen to our experts discuss topics including empathy, technology, reputational resilience and more.

WATCH HERE



Market Essentials: Did you know?

Based on highlights from our Market Essentials global consumer tracker, our series of monthly infographics offer insights on how consumers think, feel, and engage in activities such as shopping, travel, entertainment, socialisation, technology, and work in our dynamic, ever-changing world.

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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: **Kerala, India**. Kerala has the [highest median age](#) of Indian states. Read about India's "Silver Generation" on [page 9](#).

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