

IPSOS HEALTH SERVICE REPORT 2025

A 30-Country Ipsos
Global Advisor Survey

October 2025

Introduction

Welcome to the seventh edition of the Ipsos Health Service Report. Since 2018 we have been tracking people's attitudes and perceptions on their healthcare system and its biggest problems.

In this issue we look at GLP-1s including awareness around the world and whether people think it will have an impact on obesity levels.

People are most likely to say they hear of GLP-1 drugs, which go by brand names like Ozempic or Mounjaro, through social media. We explore the social media conversations around GLP-1s and how the drugs, which are only available via prescription, are being used and marketed as a way for "healthy" people to keep the weight off.

They are now being talked of as just another part of the weight loss toolkit. In much the same way you would go to the gym.

The online narrative is not being driven by the pharma industry or traditional healthcare providers, but shaped by online voices.

Understanding perceptions, or perhaps misperceptions, around healthcare has never been more important. Health, like many aspects of society, is becoming more politicised and coupled with this the traditional sources of knowledge, such as doctors and the pharma sector, have less influence.

In our [Ipsos Global Trends work](#) two-thirds say they always try and find out

information on healthcare by themselves, rather than just relying on what their doctor tells them.

Nowhere within health is this politicisation more apparent than in vaccines. Misinformation around vaccinations is being spread by some of the most influential voices around the world. We see falling support in many countries for compulsory vaccines for infectious diseases.

We hope you find this report useful. If you have any questions about what's covered here for your country, category or industry, please get in touch.

Jamie Stinson, Content Director, Ipsos

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At a glance



45%

on average across 30 countries say mental health is the biggest health concern. This is up from 27% in 2018. Cancer, stress, obesity, and drug abuse follow as concerns.



43%

rate the quality of healthcare they receive as good. This ranges from 75% in Malaysia feeling their healthcare is good, to only 12% in Hungary.

36%



across 30 countries have heard of GLP-1 drugs, such as Ozempic, Wegovy, Zepbound, Rybelsus or Mounjaro. Awareness is highest in the US (74%).

28%



on average think the quality of their healthcare will improve over the coming years, down from 34% in 2018. Twenty-one per cent think the quality will get worse.

Perceived biggest healthcare problems:

Access to treatment/waiting times



Not enough staff



Cost of accessing treatment



Ageing population



Bureaucracy



Summary

People much more likely to think the level of care they get is good vs. bad

Four in ten (43%) rate the quality of the healthcare they have access to in their country as good. Only 22% rate the care they receive as poor.

Malaysia and the Netherlands are the most likely to feel their healthcare system is good. Britain and Canada have experienced marked falls in their ratings in recent years.

While many European countries are more likely to rate their healthcare as good rather than poor, many think it will get worse in the future.

One in two (51%) in France, 39% in Germany and 35% in the Netherlands expect quality to go down in the coming years.

Mental health is seen as the top health problem

45% on average across 30 countries see mental health as a problem in their nation. It ranks ahead of cancer (41%) and obesity (25%) as the biggest health problems. Perception of mental health as an issue rose rapidly during the pandemic and the proportion that see it as a problem has increased by 18 points since 2018.

As worry about mental health has risen, worry about stress has risen too. 31% see it as a problem. At the same time 59% say in the past year there have been points when they were so stressed they could not cope.

76% also say mental and physical health are equally important, but just 38% think their healthcare system treat them as such.

Low awareness of GLP-1s globally, but high in the most advanced economies

Across 30 countries only 36% have heard about GLP-1 drugs such as Ozempic and Wegovy. However, this rises to 74% in the US. Despite much discussion about the effectiveness of the drugs, only around one in eight think there will be fewer obese people in their country in 10 years' time.

Of those that have heard of the drugs are most likely to have been made aware of them online. 45% heard about GLP-1s from social media, while only 19% knew about them from a medical professional.

We explore how the new narrative around GLP-1s is not being set by pharma companies or traditional healthcare companies, but influencers and telehealth.



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PART ONE: HEALTHCARE IN 2025



Obesity and GLP-1s



From medical to lifestyle

Over the decades there have been countless products that have claimed to be a silver bullet for weight loss. Finally, are GLP-1s the real deal?

GLP-1 drugs, better known by names like Ozempic, Wegovy, Zepbound, Rybelsus or Mounjaro, have been a game changer for those with obesity in the last few years.

The Ipsos Ethnography practice has been tracking people living with obesity using the medication along their weight loss journey. One participant in the UAE said: "I wasn't expecting that it would really work. It's a miracle."

While there have been many examples of the effectiveness of the drugs, access is an issue. The ongoing cost of

drugs are high and currently they are predominately only available in western markets. Globally, awareness of the drugs is low, only one in three (36% on average) across 30 countries.

However, this ranges from just 9% in Colombia having heard about GLP-1s compared to 74% in the US.

From medical to lifestyle

While some of these drugs have been on the market for some time Ozempic was first launched in 2017 – it has only been in the last few years that they have become better known. Originally produced for diabetes, GLP-1 medication surged into the public consciousness at the beginning of 2023 when it became known [celebrities were](#)

[using the drugs to lose weight](#).

In January 2023, the number of people [searching for Ozempic soared](#). Coupled with this, social media influencers were praising the "[skinny pen](#)" in helping them lose weight.

Manufacturers soon announced a shortage of their drugs.

Despite GLP-1s being prescription medicine, people are more likely to know them from social media than a medical professional.

[Forty-five per cent of those who have heard of the drugs heard about them from social media](#), while only 19% said they heard about them from a doctor.

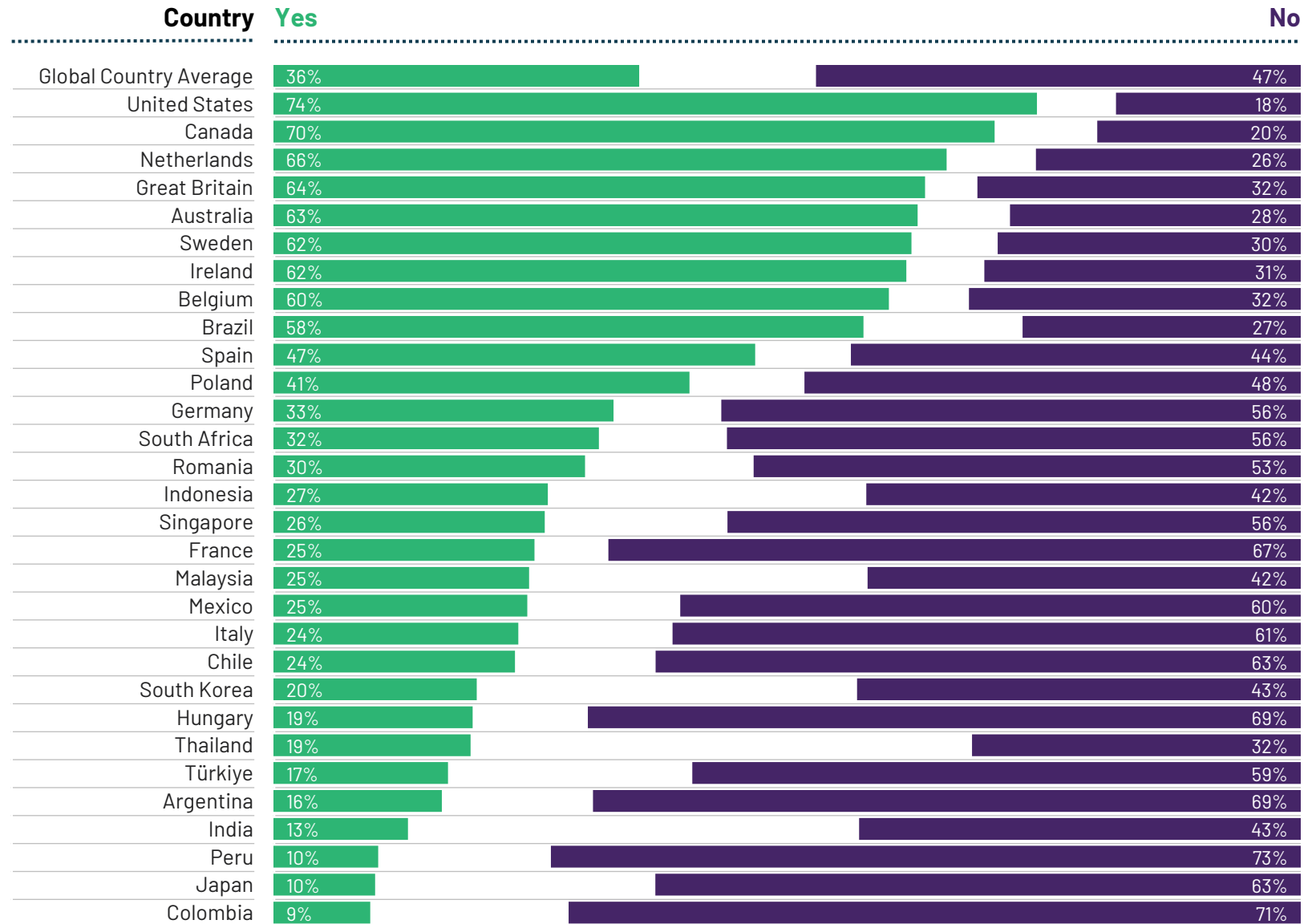
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36%

on average across 30 countries have heard of GLP-1 drugs and their brand names.



Have you heard about GLP-1 drugs such as Ozempic, Wegovy, Zepbound, Rybelsus or Mounjaro?

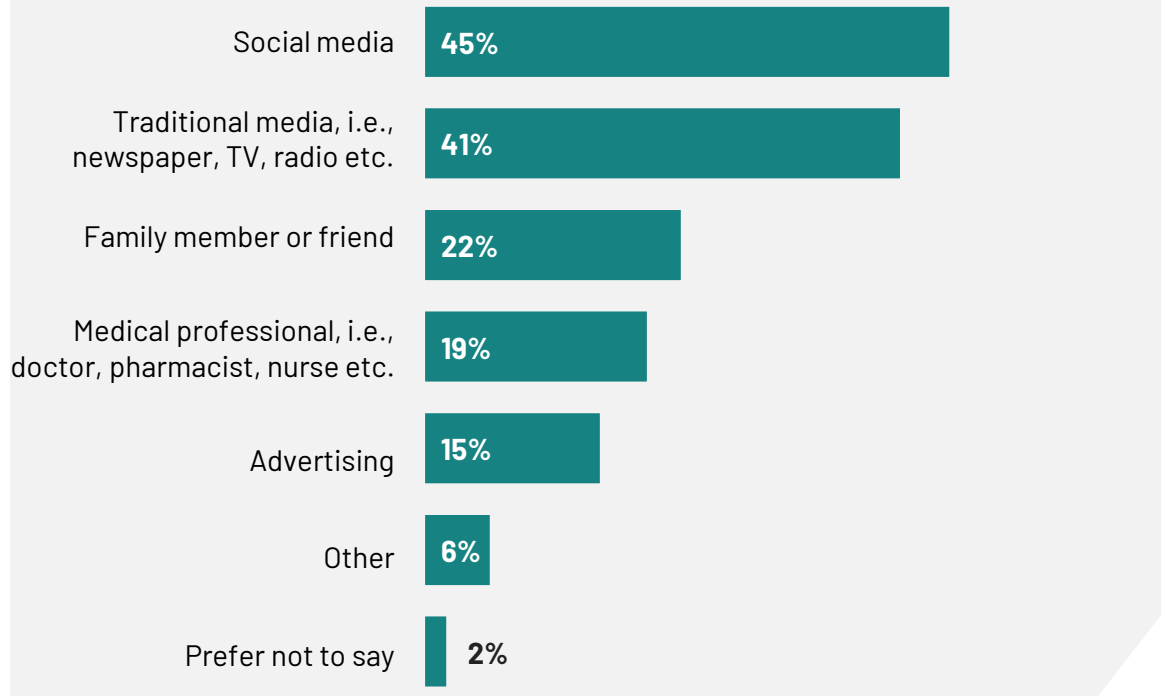


Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



The online GLP-1 narrative

Q: How did you hear about GLP-1 drugs?* 30-Country Average



*Asked only to those who said they had heard of GLP-1s

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

[Fifty-nine per cent across 30 countries](#) say individuals in their country take health decisions without consulting a healthcare professional.

Given how much time people spend online it is unsurprising they are turning to social media to learn more. This has meant celebrities and influencers have driven the social media discourse around GLP-1s.

The conversation on social media about GLP-1s is incredibly diverse and regularly evolving.

The narrative has matured beyond the initial sole focus on hitting a target weight into a complex discussion about GLP-1s as a catalyst for lifestyle transformation,

reframing everything from personal identity and daily habits to the very concepts of hunger and health.



I think TikTok is the place I go to now for everything.

- GLP-1 user, UK[†]

Continued overleaf.

[†] **Source:** [Ipsos Ethnography](#)



Up until the age of 50 people are most likely to have heard about GLP-1s from social media, while people over 50 are more to be aware of them from traditional media.

How did you hear about GLP-1 drugs?

30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.





"Starting a GLP-1 gave me the extra support I needed to finally work with my body instead of against it. My hormones balanced. The food noise stopped. I could focus on building a life I loved instead of constantly fighting hunger and fatigue."

- Instagram

"I'm not buying new clothes, just want what I have to fit better. I'm 56 and have gained in menopause and my OBGYN* was like oh yes, you'll probably gain another 10-20 and I was like the hell I will."

- Reddit

Source: [*Ipsos Synthesio*](#)

*A doctor who specializes in Obstetrics and Gynecology

Part of the weight loss toolkit

Online we can see the main motivation for taking GLP-1s is 'weight loss' with many describing having 'tried everything' to lose weight but being stuck either in a cycle of losing and gaining weight or not being able to drop any more pounds after a certain point.

While initially the online discussion was on the number of pounds lost, over time however, people have started adding extra context to their motivations such as hormone regulation, insulin resistance, food noise/constant cravings and overall health and wellness.

There has been an explosion of Instagram accounts and blogs from both 'influencers' and ordinary GLP-1 consumers telling their story and

providing guidance on 'how to take GLP-1s to ensure maximum success'.

GLP-1s are seen as a tool or even catalyst to support lifestyle changes, making it easier for consumers to adopt healthier habits, such as improved diet and increased physical activity, without the constant battle of cravings and hunger. While also seeing improvement in things such as inflammation, cardiovascular health and insulin control.

What we see on social media, is a broader discussion on GLP-1s so influencers are honing-in on the holistic journey and are discussing how GLP-1s are not just a pill to 'melt fat' but a way to 'reset both your metabolism and your thinking'!

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The architects of the narrative: Influencers, telehealth, and peer-to-peer support

The new narrative about GLP-1s is not being driven by pharma or traditional healthcare providers, it is being shaped and amplified by online voices.

Influencers as Lifestyle Gurus

On Instagram and TikTok, influencers are framing GLP-1s as part of a larger wellness package.

Despite GLP-1s currently only available with a prescription, influencers are promoting them as not just for people living with obesity but for 'every human' and that they can be used strategically for things such as; boosting metabolic flexibility, optimizing liver function, improving CV health markers, lowering inflammation and supporting cognitive

enhancement.

They create "masterclasses" and "guides" on topics like microdosing and nutrition, often using hooks like "COMMENT 'GLP-1'" to drive engagement and sell affiliated products or services.

Influencers are the primary drivers of GLP-1s being "more than just weight loss".

The Rise of Telehealth

The proliferation of telehealth sites like Ro, Juniper, and others has created a direct-to-consumer access route that bypasses many traditional gatekeepers. Ro have just launched a

new campaign with tennis great Serena Williams.

Reddit as the "Real Talk" Hub

While Instagram and TikTok are highly commercial, Reddit serves as the forum for peer-to-peer support. Here, users share raw, unfiltered experiences, ask for practical advice, and discuss the real-world challenges of access, cost, and side effects. It's where the panic over GLP-1 price hikes in the UK has unfolded and where frustrations with healthcare systems are voiced most clearly.

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The new narrative about GLP-1s is not being driven by pharma or traditional healthcare providers, it is being shaped and amplified by online voices.



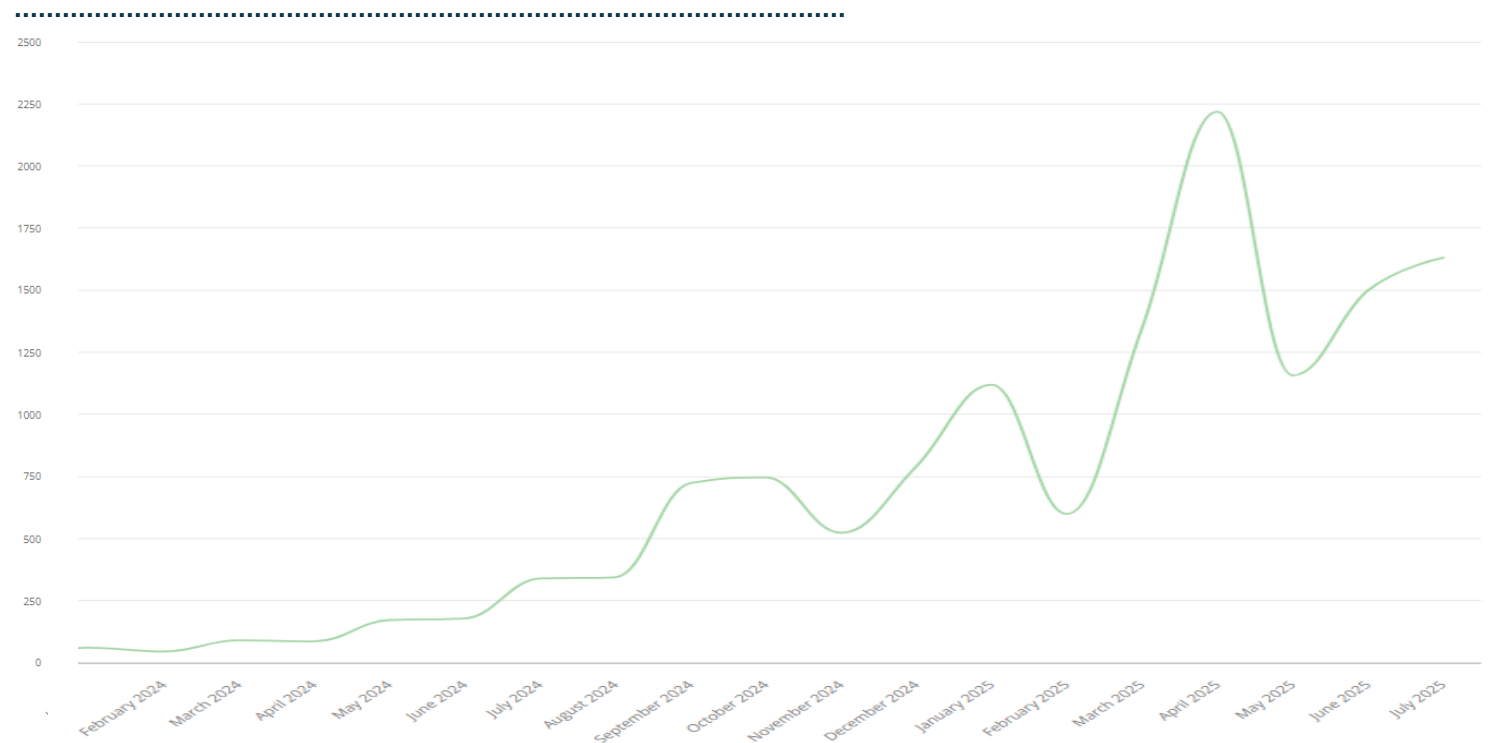
From wellness to lifestyle: Microdosing and “nutraceuticals”

Microdosing - where people take less than the typical starting dose, to avoid side-effects and also being motivated by saving on costs and personalising treatment - has become a new 'buzz word' with a huge increase in mentions across 2024 and 2025 (see chart right).

This trend is motivated by the potential benefits of improved metabolic health, reduced inflammation, and enhanced energy levels. Consumers are interested in the broader health benefits, such as cardiovascular protection and hormonal balance, that microdosing may offer.

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Microdosing social media mentions 2024-present



Source: [Ipsos Synthesio](#)



From wellness to lifestyle: Microdosing and “nutraceuticals”

Gen Z appear to be driving the microdosing trend, feeling it is a more sustainable way to take GLP-1, avoiding side-effects and cutting costs.

Microdosing GLP-1 medications is also growing among women, particularly those experiencing perimenopause and menopause. The trend is driven by the need to manage symptoms like mood swings, weight gain, and energy fluctuations. Consumers are motivated by the potential for microdosing to provide hormonal balance and support during these life stages.

The rise of GLP-1 medications has led to a demand for functional foods that aid in weight management - also being referred to as 'nutraceuticals'.

These include portion-controlled meals, high-fibre and high-protein options, and foods that support metabolic health.

Brands like Nestlé and other brands have launched products specifically designed for consumers using weight-loss drugs, focusing on nutrient density and satiety. Consumers are motivated by the need for convenient, health-focused products that align with their weight management goals.

There is a small but potentially growing trend for microdosing GLP-1s for longevity with influencers playing on consumers' motivation to extend their healthspan, improve their quality of life and overall look and feel better. Longevity benefits are not yet supported by clinical trial results.

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Microdosing GLP-1 for longevity?

Sounds like the future of health is finally catching up to biohacking. Tirzepatide might just be the new vitamin D of metabolic health.

- X

Source: [Ipsos Synthesio](#)





Our Global Obesity Monitors, which track real-world treatment and doctor, consumer & GLP-1 user perceptions*, also confirm GLP-1 use for reasons beyond weight loss.

For consumers, GLP-1s may also be a solution for improving self-confidence, socialisation and healthier habits. And experiences often exceed the expectations consumers have before starting the medication.

Similarly, doctors are prescribing GLP-1s for several reasons, including improving quality of life, and many would like companies to deliver support services beyond the product itself.

Roberto Cortese, Global Head of Obesity Monitors, Ipsos

**Full methodological details on request*



Will GLP-1s have a long-term impact on obesity?

One in four (25%) people on average across 30 countries say obesity is one of the biggest health issues facing their country.

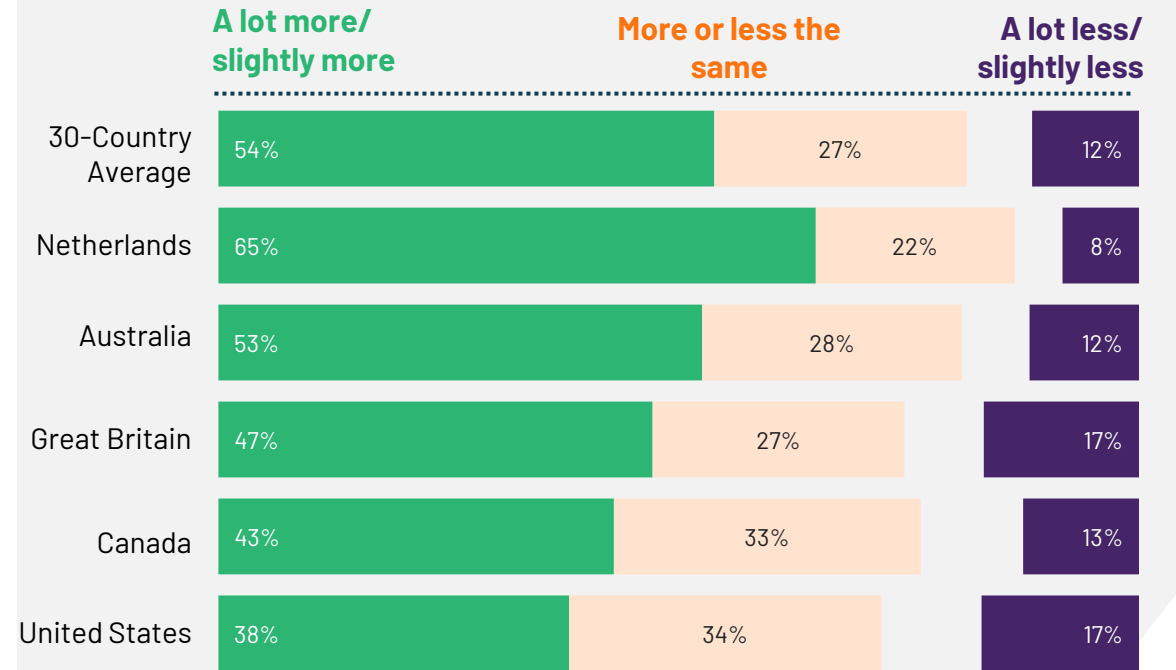
Only mental health, stress and cancer are seen as a greater priorities for health services around the world.

Despite widespread belief that GLP-1 drugs can help people lose weight, few think we will see a decline in obesity.

We asked people across 30 countries if they think there will be more or less people living with obesity in their country in the next decade, and all 30 were more likely to think the obesity rate would rise than fall.

Even in the US, the country where people are most likely to have heard about GLP-1 and where there are the highest number of users of the drugs, only 17% expect the rate to fall.

Q: In your opinion do you think there will be more or less obese people in your country in 10 years time?



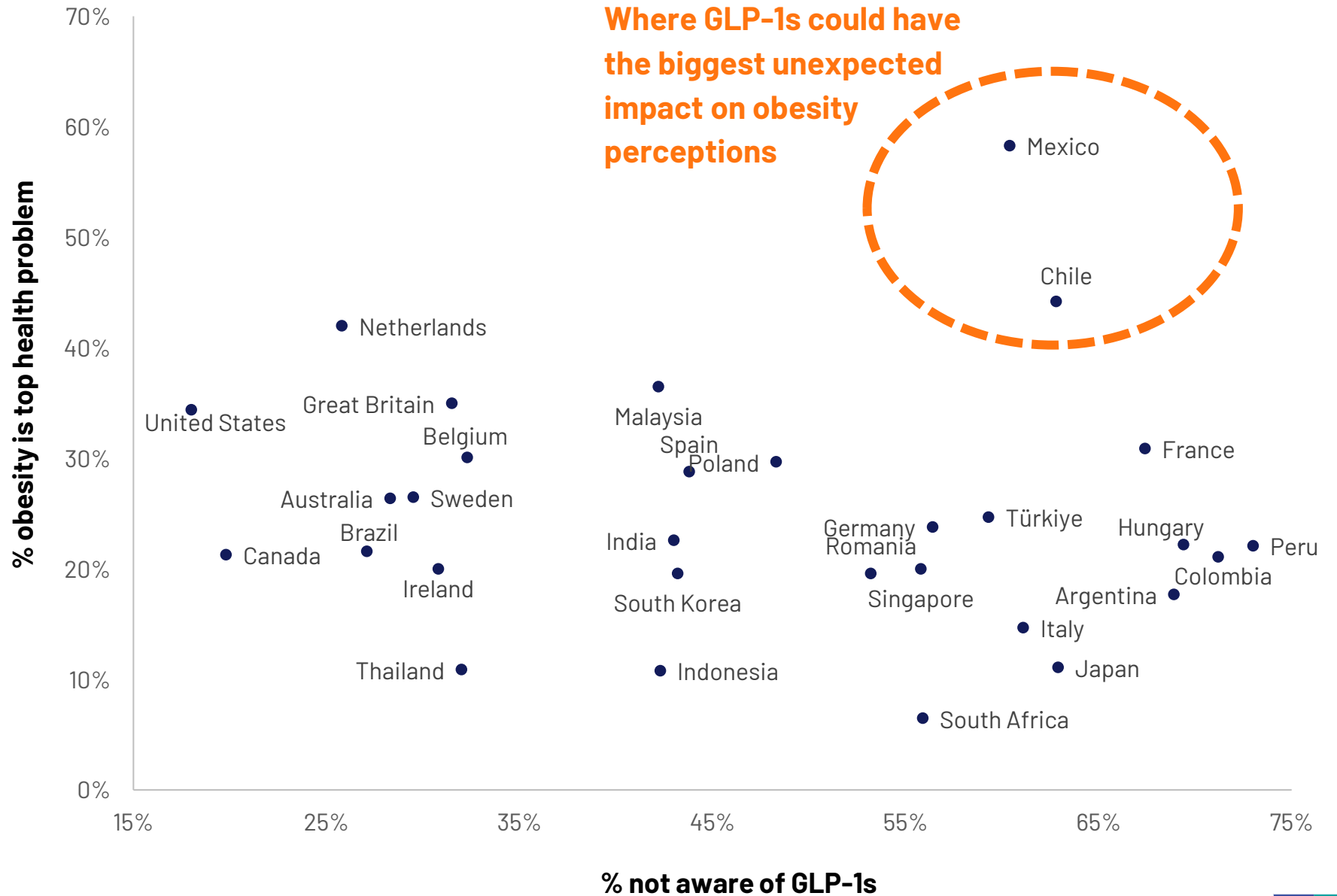
[Click here for the data for all 30 countries](#)

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



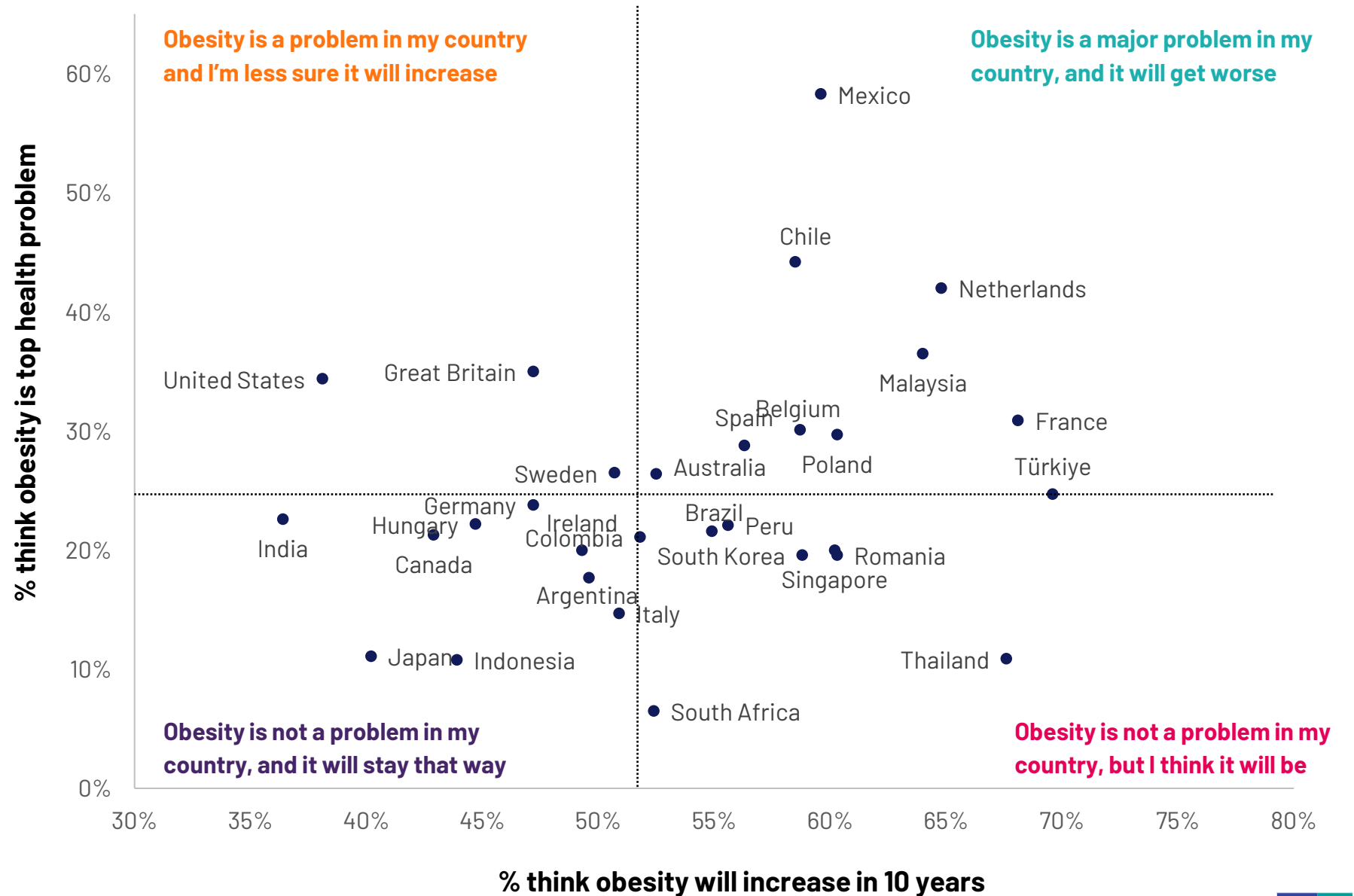
Mexico and Chile are the two countries most likely to think obesity is a problem in their country. At the same time, they are among the countries with the lowest awareness of GLP-1s.

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Mexico, Chile, the Netherlands and France think obesity is a major problem in their country and that it will get worse over the coming decade.

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



What might GLP-1s mean for people living with obesity in the future?

In amongst our cultural conversation about GLP-1s hides an obesity stigma. We must recognise this, because anti-fat sentiment drives a lot of decision-making around weight.

We know from our previous ethnographic work that people living with obesity often experience negativity from others due to their size. Fat can be characterised as unattractive, weak, lazy, or the butt of the joke in popular culture. This creates a social incentive for people living with obesity to lose weight.

Motivation to use GLP-1s therefore may not be health per se, nor aesthetics (though culturally the consensus belief is that thinner is both healthier and more attractive) but to escape the stigma of

obesity. Culturally, GLP-1s risk reinforcing the imperative for people living with obesity to lose weight. This puts yet more pressure on those who choose not to take them.

Whilst many hugely value GLP-1s, discontinuation due to cost and side-effects is high. In future, we may see novel adherence practices such as 'on-off' usage and microdosing as consumers find ways to sustain long-term relationships with GLP-1s.

GLP-1s look to become more ubiquitous in future, as more medications enter the market and the major players lose their patent. Competition will increase and prices will ultimately decrease. Pill versions will become available. This may create a landscape where GLP-1s are

normalised and commonplace; used as a preventative health measure in the same way that statins are. But this commodification of GLP-1s risks medicalising and individualising that which the public health system should address upstream. These might include providing green spaces, grassroots sport, food security and accessible fresh food.

GLP-1s are a dynamic field and the landscape will evolve. Ipsos will continuously track these shifts, highlighting their impact across sectors.

To learn more about Ipsos Ethnography contact [Eleanor Tait](#). To learn more about the Ipsos Obesity Centre of Expertise contact [Mark Pritchard](#).



Ipsos Consumer Obesity Monitor

Launched in Q4 2023, the Ipsos Consumer Obesity Monitor tracks the evolving attitudes, behaviours and perceptions of general consumers, GLP-1 users and past users.

The Monitor captures the entire consumer path to GLP-1 adoption, from the ways in which they manage their weight to their perceptions of and experiences with GLP-1 brands and their impact on daily life. Insights help companies identify where and how to focus, and which channels to leverage in this consumer-driven space. Data are available to multiple clients, but analysis and deliverables are tailored to subscribers' strategic needs and business questions.

Meanwhile, the Ipsos Consumer Obesity & Cardiometabolic Disease Therapy Monitor tracks real-world treatment, layered with the perceptions of treating doctors.

For more information contact [Roberto Cortese](#)



The biggest health problems

Mental health seen as the biggest problem

In these stressful times mental health continues to loom over all other health issues.

In a world where many are consistently worrying about everything from crime to the cost of living to unemployment perhaps it's no surprise that emotional struggles are capturing the public's imagination these days.

For the third year in a row, [mental health is seen as the number one problem](#), with 45% across 31 countries mentioning it.

[Belief in mental health as a problem has risen](#) considerably since the Covid-19 pandemic started in 2020. In the first year of the pandemic, 70% cited

coronavirus as the biggest health issue facing their nation but concern has plummeted since then and now sits at a mere 6%.

In that same period, those mentioning mental health has risen 19 percentage points, from 26% at the start of this decade.

For more on attitudes on mental health and stress read our chapter in this report on the issues.

Cancer is seen as the second biggest health problem (41%). While perception of mental health as a problem has risen significantly since before the pandemic, perception about cancer as a problem remains lower than pre-

pandemic levels.

In 2018, 52% chose it as one of the biggest health issues affecting their country, that fell to 34% in 2020 and has hovered around the 40% mark since 2023 as concern about COVID-19 receded.

[People in nine countries](#) – France, Belgium, Italy, Romania, India, Poland, Türkiye, Hungary and Japan – currently see cancer as the top health problem.

It's also seen the number one health problem for the oldest generation in this survey.

Continued overleaf.

45%

on average across 30 countries think mental health is the biggest health problem facing their country.



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

30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

		Highest in	2024
Mental Health	45%	Chile (68%)	45%
Cancer	41%	France (60%)	38%
Stress	31%	Peru (44%)	31%
Obesity	25%	Mexico (58%)	26%
Drug abuse	23%	South Africa (54%)	21%
Diabetes	19%	Mexico (58%)	19%
Alcohol abuse	16%	South Africa (47%)	16%
Heart Disease	16%	India (40%)	16%
Smoking	13%	Indonesia (32%)	12%
Dementia	8%	Japan (26%)	9%
Coronavirus/Covid-19	6%	Indonesia (17%)	11%
Sexually transmitted diseases (STD)	4%	South Africa (21%)	3%
Hospital superbugs	4%	Hungary (22%)	3%
Other	2%		2%

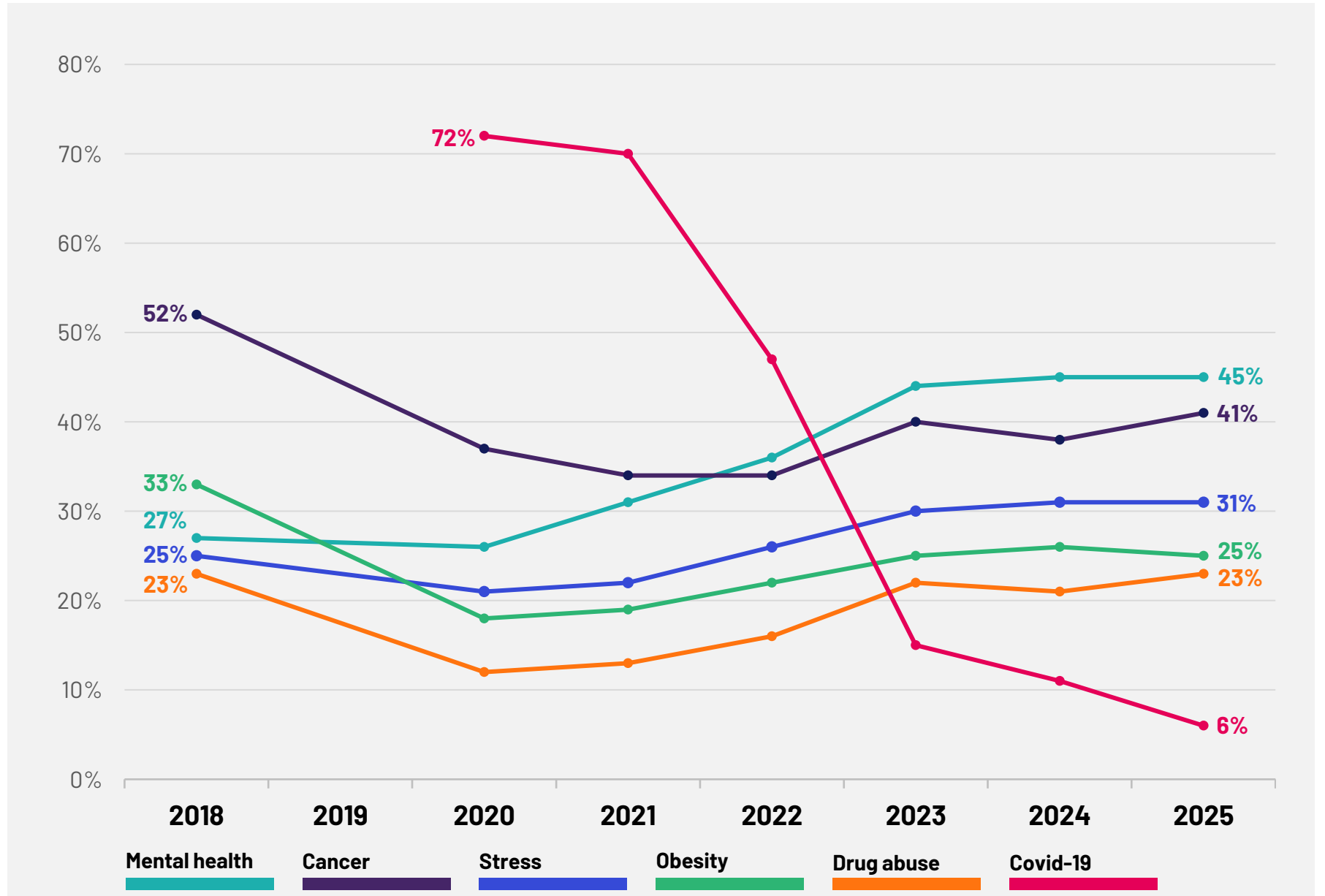


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

30-Country Average, 2018 – 2025

Top five challenges (+ Covid-19)

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Older people worried about cancer

Forty-nine per cent of those aged 70-74 across 31 countries believe cancer is a concern, followed very closely by those aged 60-69 (47%). Meanwhile, the youngest people in this year's survey (aged 16-29) are the least likely to say cancer is one of the main health concerns (32%).

Stress (31%), obesity (25%) and drug abuse (23%) make up the rest of the top five biggest health worries.

Cardiovascular diseases, which include heart attacks and strokes, are the leading cause of death at a global level. According to [the World Health Organization](#), only 16% of people currently think that heart disease is a top health concern for their country.

The WHO says, "the most important behavioral risk factors of heart disease and stroke are unhealthy diet, physical inactivity, tobacco use and harmful use of alcohol."

[Cancer is also a leading cause of death](#), notes the WHO, and around "one-third of deaths from cancer are due to tobacco use, high body mass index, alcohol consumption, low fruit and vegetable intake and lack of physical activity."

Behaviours related to cardiovascular diseases and certain cancers, though, aren't seen as top problems, with a mere 13% choosing smoking and 16% choosing alcohol abuse as top health concerns for their country.



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

Number one healthcare priorities for each country

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

1. Mental health

Chile (68%)	Brazil (52%)
Sweden (63%)	Argentina (51%)
Spain (62%)	Great Britain (50%)
Australia (62%)	USA (50%)
Canada (59%)	Germany (48%)
Ireland (58%)	Indonesia (48%)
Netherlands (54%)	S. Korea (46%)
Colombia (53%)	Peru (44%)
Singapore (53%)	Malaysia (40%)

3. Stress

Peru (44%)
Thailand (40%)
Japan (39%)

2. Cancer

France (60%)
Belgium (60%)
Italy (60%)
Romania (53%)
India (52%)
Poland (49%)
Türkiye (44%)
Hungary (41%)
Japan (39%)

4. Obesity

Mexico (58%)

5. Drug abuse

South Africa (54%)



Mental Health



The growth of mental health as a problem

In last year's *Ipsos Health Service Report* we remarked that despite the Covid-19 virus being a respiratory disease, perhaps the biggest long-term effect on public health is on mental health.

As we move further away from the pandemic and its lockdowns, mental health being seen as a problem remains as high.

For the last three years when we asked people what they see as the biggest health problems facing people, mental health has been chosen most.

In 2025 45% on average across 30 countries see it as a problem, above illnesses like cancer, obesity or heart

disease.

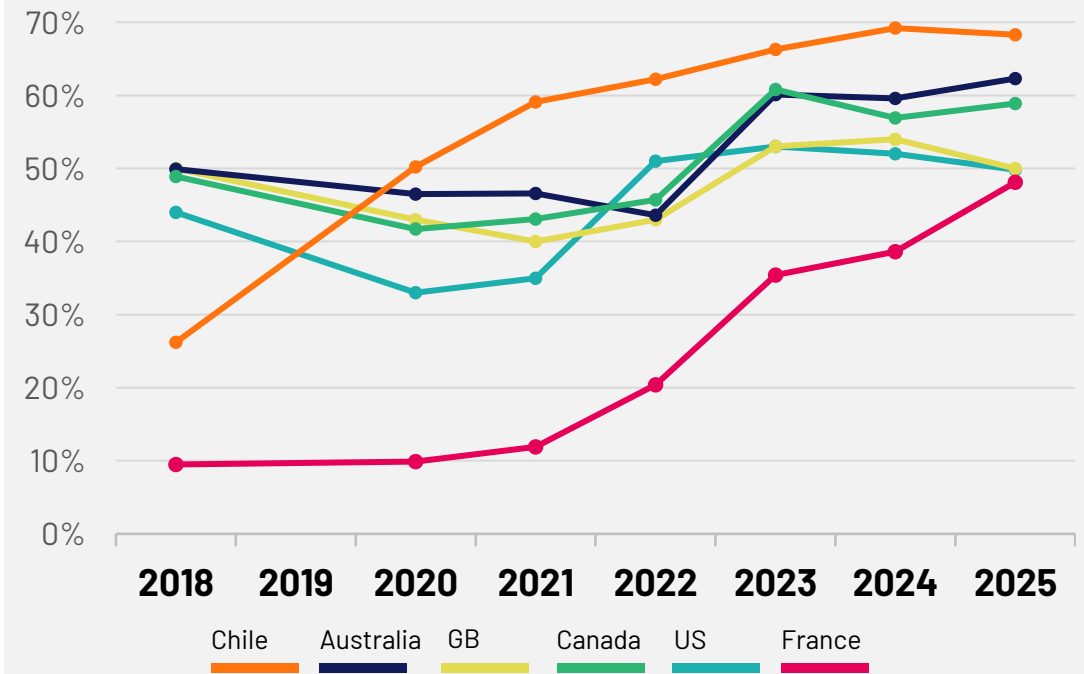
In 2018 only 27% thought it was one of the biggest health issues affecting their country.

Poor mental health is a global problem. We have seen the rise of mental health as [an issue across countries and regions](#). In only one country in our survey – South Korea – were people more likely to choose mental health as a problem in 2018 than 2025.

In many countries the rise has been steep. Since 2021, the proportion in France who believe mental health is a problem is up 36 percentage points.

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Q: Which of the following, if any, do you see as the biggest health problems facing people in your country today? % mental health



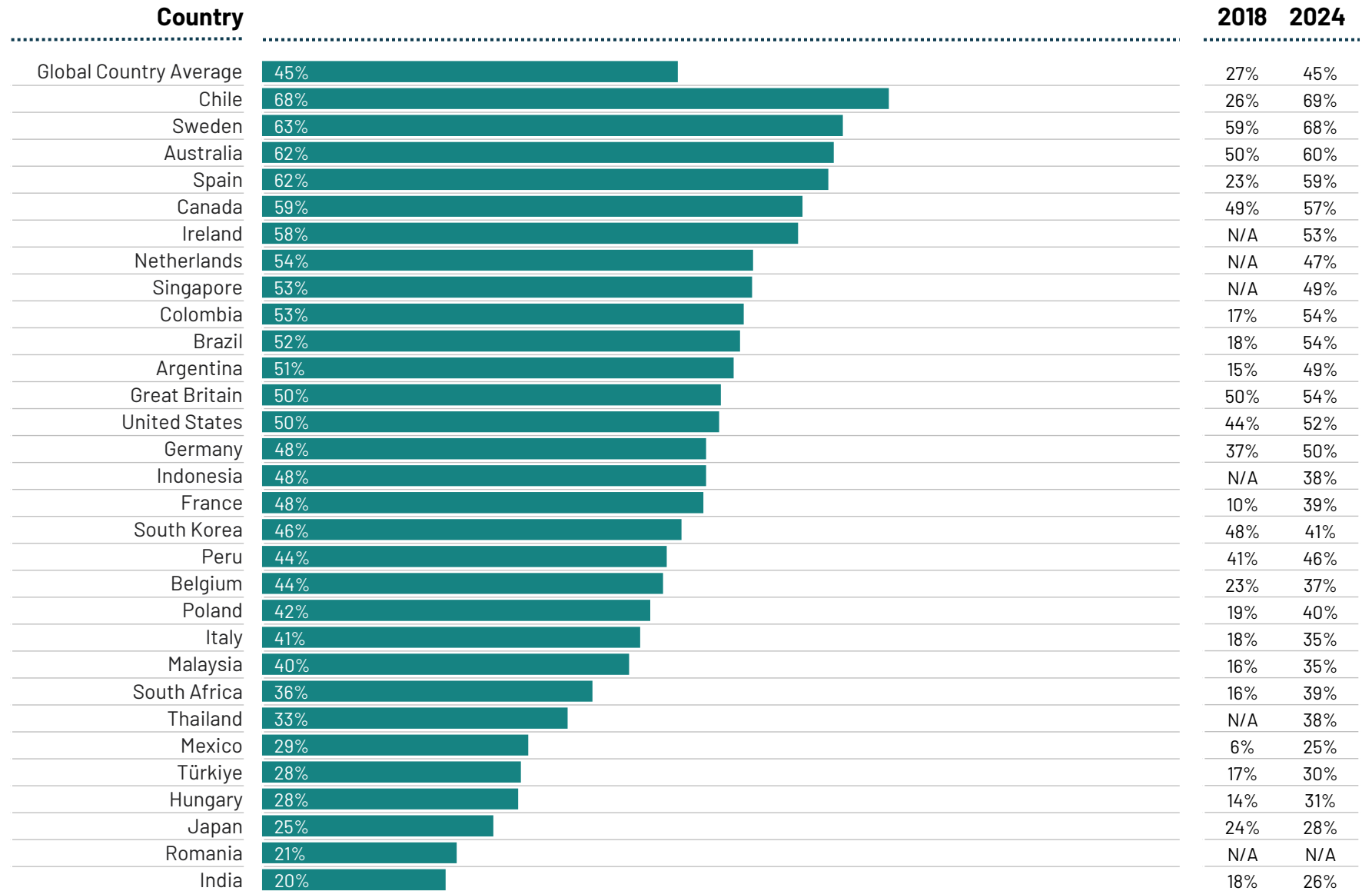
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Mental Health

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Mental health and young people

As the perception of mental health as a problem increased so has worry about stress. Since 2018 belief that stress is a major issue has risen six percentage points – 25% in 2018 vs. 31% in 2025 and 2024.

Peru is the country most likely to say [stress is a problem](#). Forty-four per cent of Peruvians choose it as a problem, up [from 29% in 2018](#).

Across 30 countries [59% say in the past year](#) there have been times when they were so stressed that could not cope. One in three (31%) on average say this has happened on several occasions.

Younger people continue to struggle more than older people.

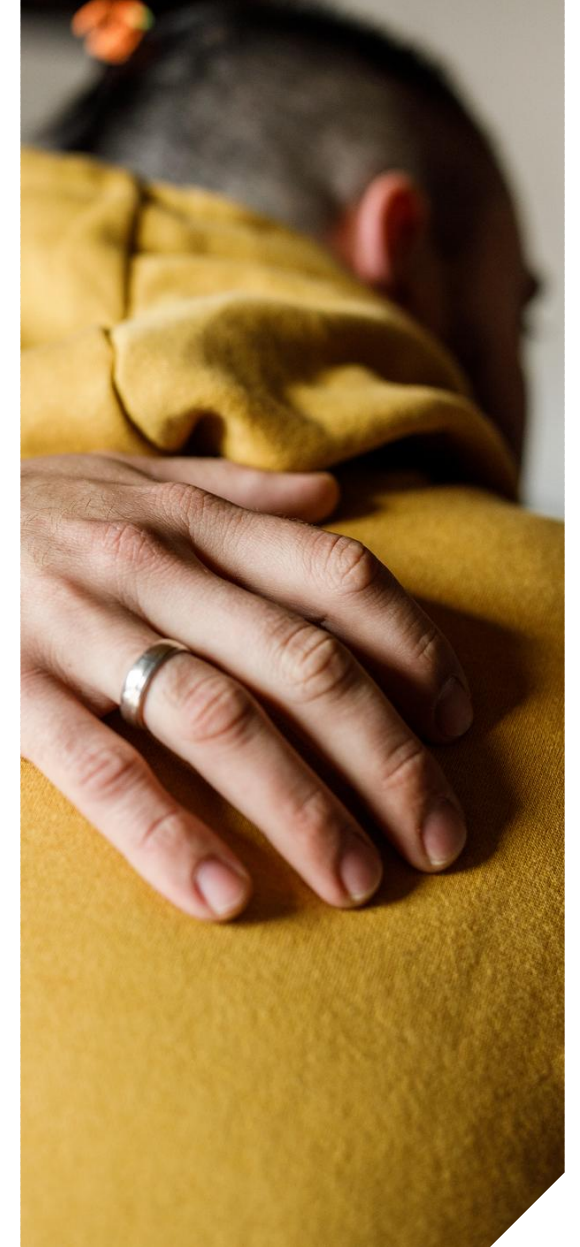
Young people are more likely to say they suffer from greater stress. Seven in ten (72%) Gen Z say they have had at least one period in the last 12 months where they could not cope because of stress. Four in ten (40%) Gen Z said they had several periods where this was the case.

People aged 16–29 are the most likely to say mental health is the No. 1 health issue facing their country (48% on average across 31 countries), followed very closely by those aged 30–39 (47%). Meanwhile, those aged 70–74 are the least likely to say mental health is the top issue (35%).

And our recent [Education Monitor](#) finds

one in three people (33% on average across 30 countries) think mental health is the top challenge for young people, ahead of inequality (28%), bullying (26%) and social media (25%). Plus, just over half (53%) think the mental health of young people in their country today is poor.

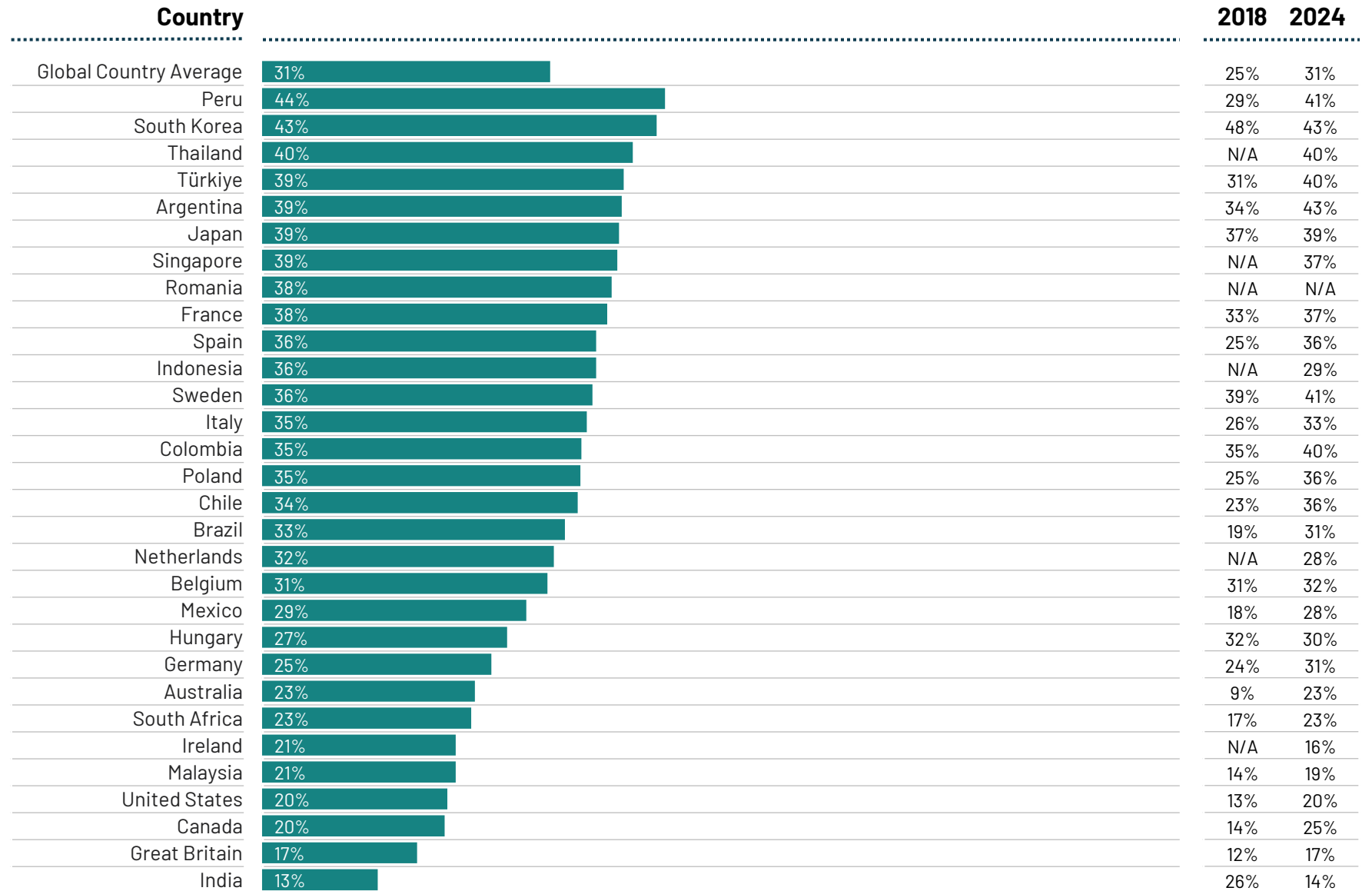
These stark statistics show that while mental health and stress are being talked about more openly than they were pre-pandemic it appears more action needs to be taken to support people, particularly the young, amid these tumultuous times.



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

Stress

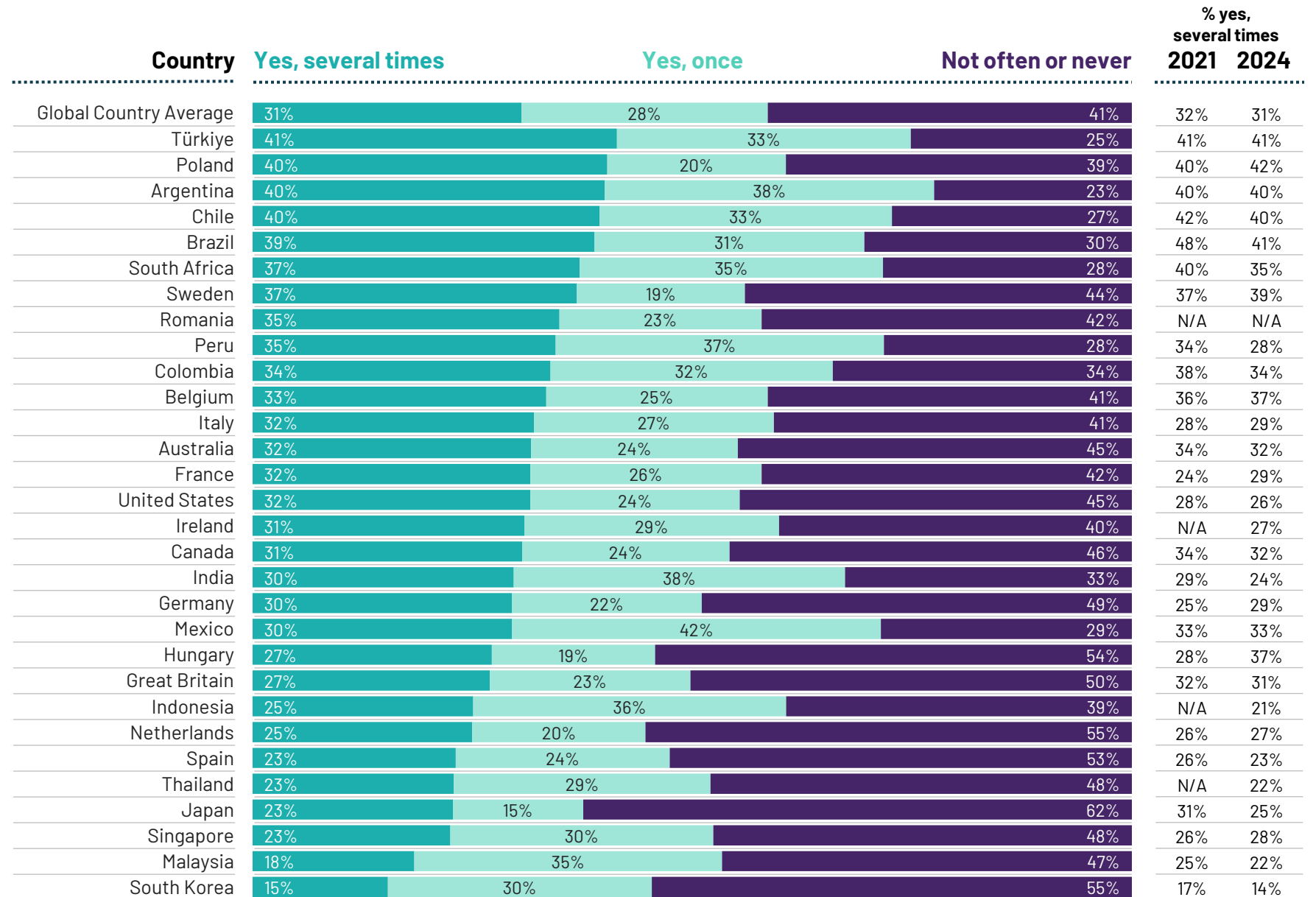
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

Felt stressed to the point where you felt like you could not cope/deal with things

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Healthcare system satisfaction and challenges



Health satisfaction and challenges

Ever had a hard time getting a doctor's appointment? You're likely not alone.

Access to treatment/long waiting times is seen the [biggest issue facing healthcare systems across 30 countries](#) for the second consecutive year. Concern has stayed relatively steady lately, with 47% picking it as a major challenge in 2025 versus 46% in 2024.

[People in 14 countries this year](#) are most concerned about this issue, with those in Poland, (69%), followed by citizens in Hungary (66%) and Italy (66%), topping the most worried list.

Not enough staff (43% on average globally) is also seen a key issue for the

healthcare sector, with people in nine countries saying it's the most pressing concern with those in France the most worried this year (75%, up by 8pp compared to 2018).

Cost of accessing treatment (33%), ageing population (23%) and bureaucracy (23%) round out the top five perceived issues facing healthcare systems in 2025.

People in South Korea, now a ['super-aged' society](#), see an ageing population as the No. 1 issue facing their healthcare sector, up 10pp since 2018 to 53%. And the country, which only recently saw an end to an [18-month doctors' walkout](#), says not enough staff is the No. 2 issue, up 13pp since 2018 to 40%.

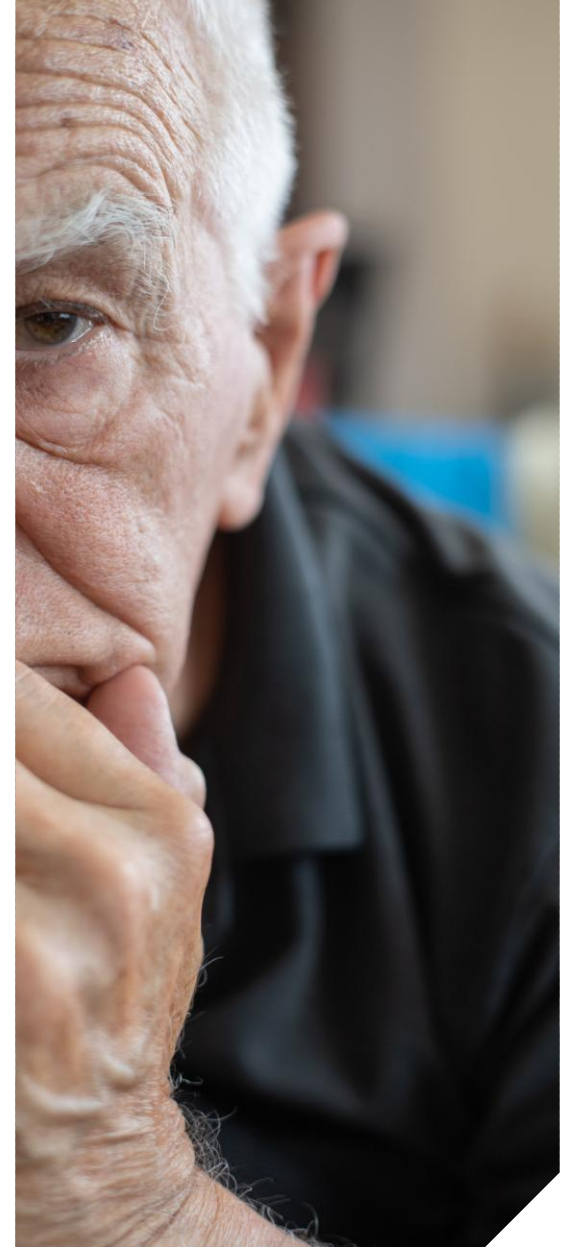
Europe can't get no healthcare satisfaction

As we saw in the [Ipsos Populism Report](#), there is the rising belief in much of Europe that their country is in decline.

This sentiment extends to their healthcare system also. Many of the European countries in our survey are less likely to rate their healthcare system as good [than they were in 2018](#).

In 2018 people in Great Britain were the most positive about their quality of care they receive with 73% rating their system as good. In 2025 this has fallen to 55%.

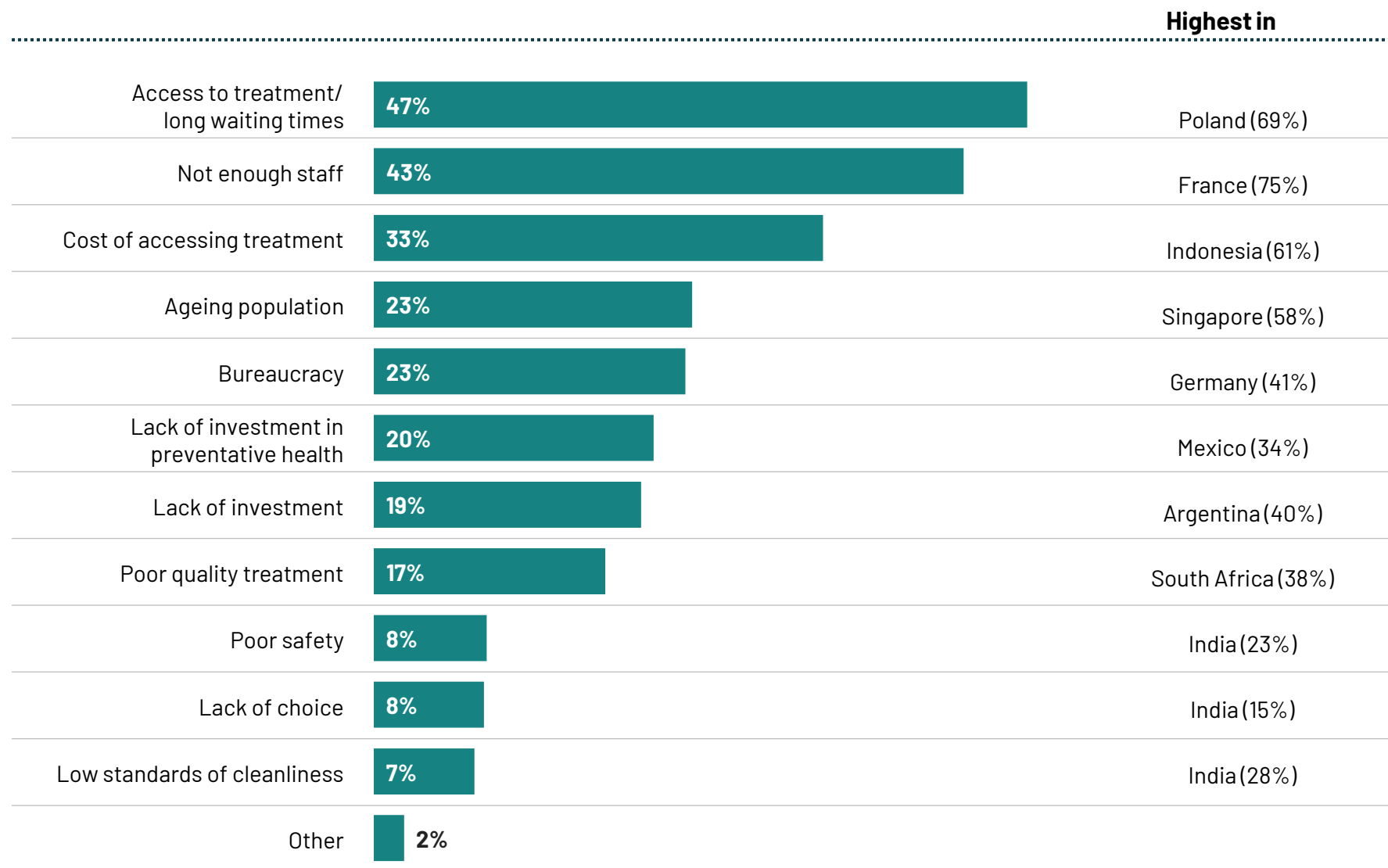
Continued overleaf.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Number one healthcare system priorities for each country

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

1. Access to treatment/ long waiting times

Poland (69%)	Colombia (51%)
Hungary (66%)	Mexico (49%)
Italy (66%)	South Africa (49%)
Chile (60%)	Thailand (49%)
Great Britain (52%)	Peru (49%)
Malaysia (52%)	Argentina (45%)
Türkiye (52%)	Brazil (43%)

3. Cost of accessing treatment

Indonesia (61%)
USA (53%)
Romania (44%)

2. Not enough staff

France (75%)	Spain (56%)
Netherlands (71%)	Australia (52%)
Sweden (68%)	
Belgium (63%)	
Germany (62%)	
Canada (62%)	
Ireland (58%)	

4. Ageing population

Singapore (58%)
S. Korea (53%)
Japan (52%)

5. Poor quality treatment

India (37%)



Europe most likely to think things won't get better

The decline in satisfaction among Brits since 2018 is [the biggest in our survey](#). Elsewhere Belgium (-4pp), Spain (-13pp), France (-11pp), Germany (-14pp), Italy (-5pp), and Hungary (-8pp) also show falls.

European countries are also the least likely to think [it is easy to get a doctor's appointment](#) in their country and are the most likely to feel [their healthcare system is overstretched](#).

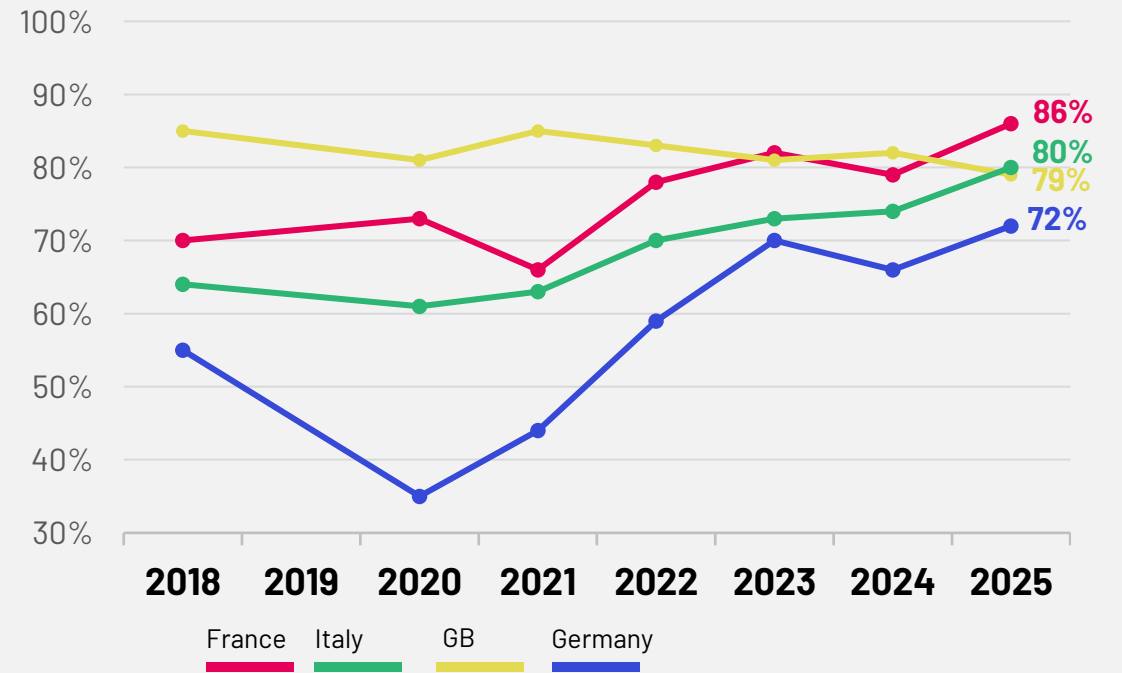
France (86%), Italy (80%) and Britain (79%) are the most likely to believe this to be the case. France, Italy and Germany have all seen large increases in those who think there is a lack of capacity in their healthcare system compared to before the pandemic (see right).

While people in Great Britain have consistently felt their healthcare system is overstretched, its neighbours are catching up.

Europeans are also the most pessimistic when asked about whether the quality of care they get will improve. Germany, the Netherlands, France Hungary and Italy are the least likely of all 30 countries that their healthcare system will move in a positive direction.

In comparison, people in LATAM are the most optimistic things will get better. While they are less likely than the 30-country average [to think their care is good](#), they are most likely to think it will [improve in the coming years](#).

Q: To what extent do you agree or disagree with the following statements? The healthcare system in my country is overstretched



Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Quality of healthcare

% 'very good/good'

Change from 2018*

*24 countries in both 2018 and 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

2018

- | | |
|------------------------|---------------------|
| 1. Great Britain (73%) | 13. S. Korea (50%) |
| 2. Malaysia (72%) | 14. S. Africa (46%) |
| 3. Australia (71%) | 15. Türkiye (46%) |
| 4. Belgium (64%) | 16. Japan (34%) |
| 5. USA (63%) | 17. Italy (33%) |
| 6. Canada (62%) | 18. Chile (30%) |
| 7. Spain (58%) | 19. Mexico (26%) |
| 8. Argentina (58%) | 20. Colombia (25%) |
| 9. Germany (56%) | 21. Hungary (20%) |
| 10. France (55%) | 22. Peru (20%) |
| 11. India (55%) | 23. Brazil (18%) |
| 12. Sweden (51%) | 24. Poland (14%) |

2025

- | | |
|-------------------------------|---------------------------|
| 1. Malaysia (75%, +3pp) | 13. S. Africa (43%, -3pp) |
| 2. Australia (64%, -7pp) | 14. Germany (42%, -14pp) |
| 3. USA (62%, -1pp) | 15. Japan (35%, +1pp) |
| 4. Belgium (60%, -4pp) | 16. Brazil (33%, +15pp) |
| 5. Sweden (55%, +4pp) | 17. Chile (31%, +1pp) |
| 6. Great Britain (54%, -18pp) | 18. Türkiye (29%, -17pp) |
| 7. S. Korea (52%, +2pp) | 19. Italy (28%, -5pp) |
| 8. Canada (48%, -14pp) | 20. Mexico (28%, +2pp) |
| 9. India (46%, -9pp) | 21. Colombia (28%, +3pp) |
| 10. Spain (45%, -13pp) | 22. Poland (15%, +1pp) |
| 11. France (44%, -11pp) | 23. Peru (13%, -7pp) |
| 12. Argentina (44%, -14pp) | 24. Hungary (12%, -8pp) |

[Click here for the full country breakdown](#)



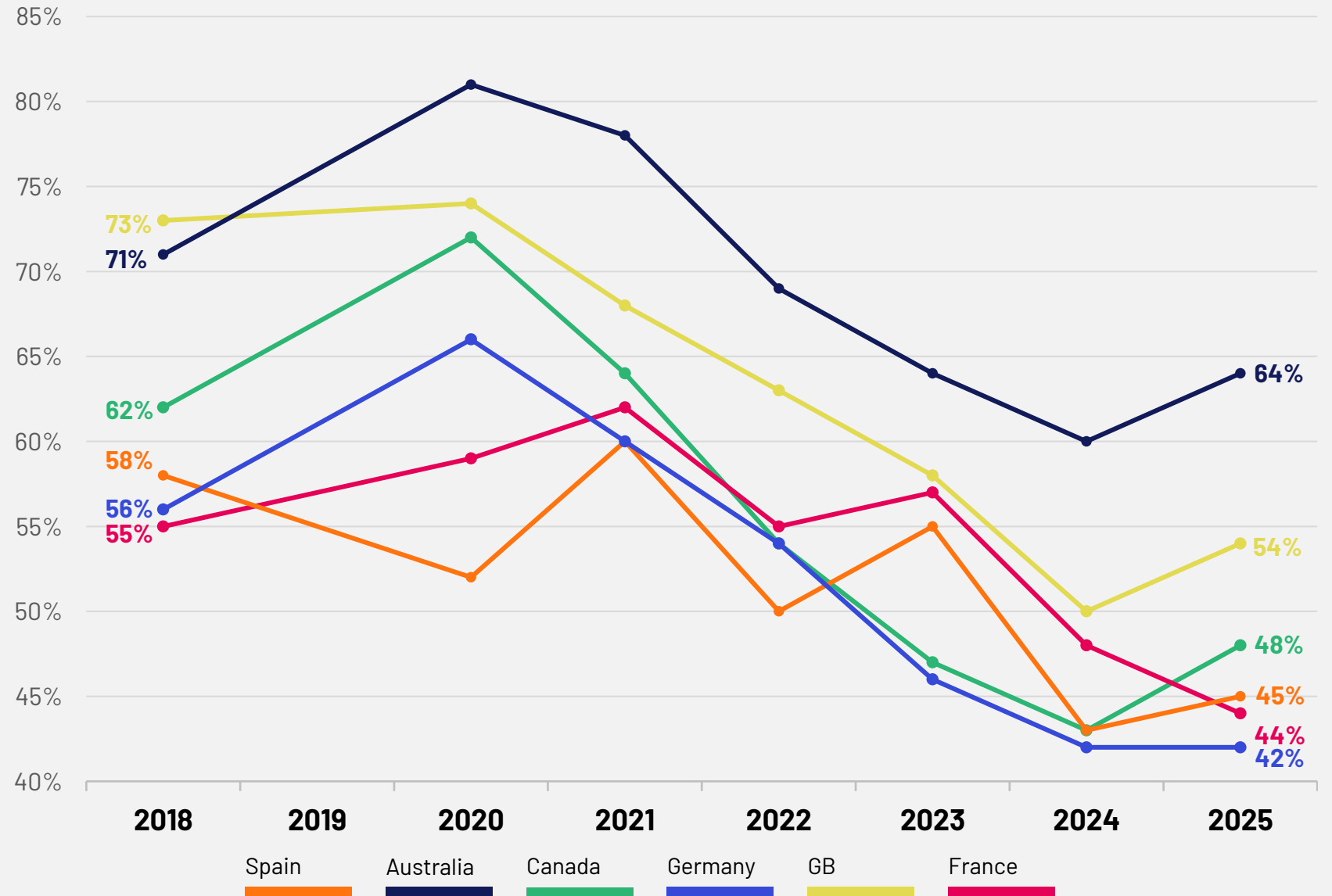
Quality of healthcare

% 'very good/good'

Selected countries

2018 - 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



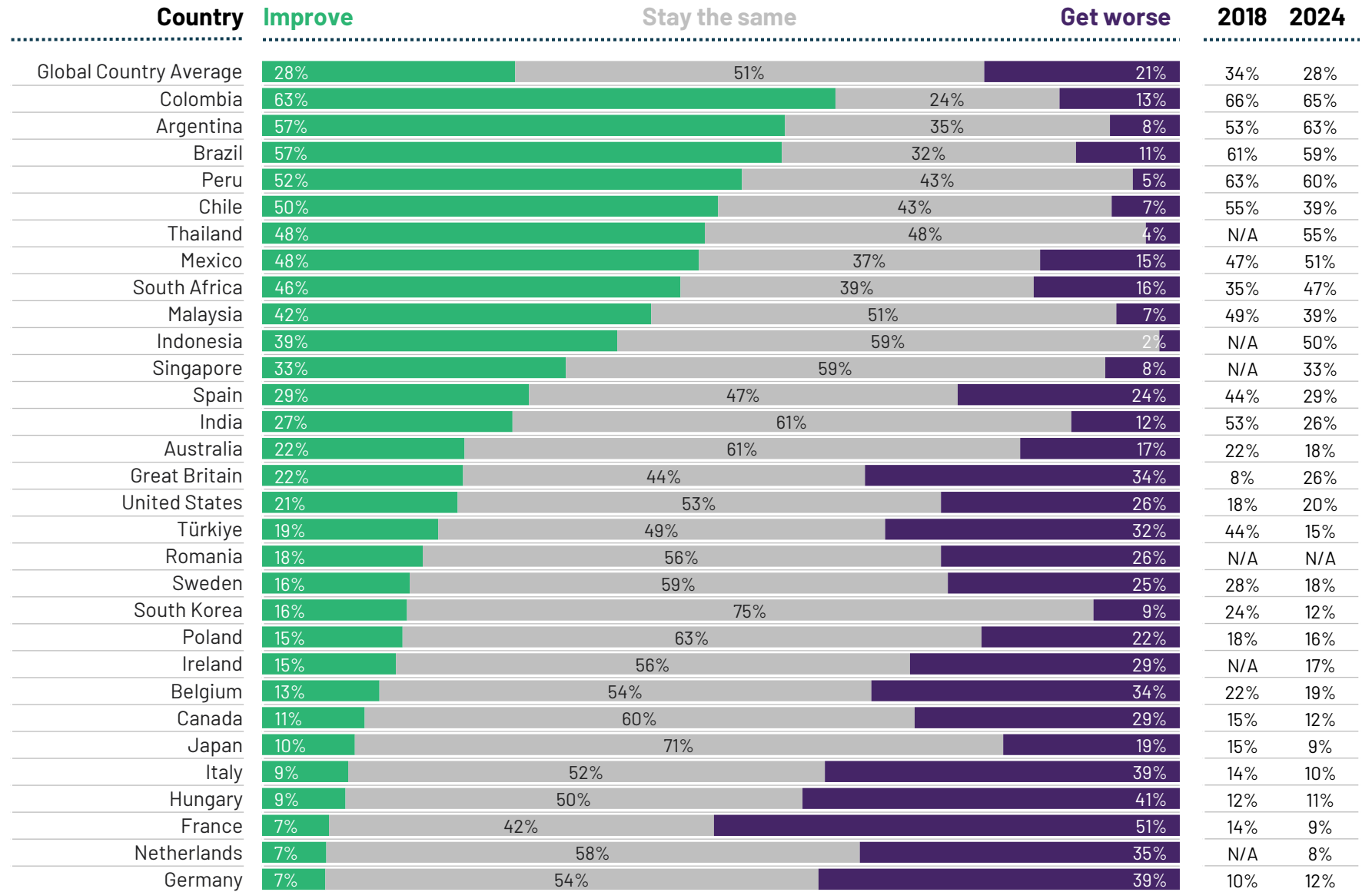
To what extent do you agree or disagree with the following statements?

The healthcare system in my country is overstretched

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Over the coming years, do you expect the quality of healthcare that you and your family will have access to locally will improve, stay the same, or get worse?



Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Vaccines and trust



The frontline in the misinformation battle

"We're not just fighting an epidemic; we're fighting an infodemic. Fake news spreads faster and more easily than this virus and is just as dangerous."

At the beginning of the Covid-19 pandemic WHO Director General Dr. Tedros Adhanom Ghebreyesus made this statement and while the Covid-19 virus has been tamed, misinformation around health feels like it's only increased in the last five years.

In the year 2000, the US declared that measles was eradicated. [As of the 23rd September 2025](#), the US has had over 1,500 confirmed measles cases and 40 outbreaks. The WHO reported [an 11-fold increase in measles cases](#) in the Americas in 2025 compared to the

same period last year.

In 2025 the US has had its highest level of [measles cases](#) since 2000.

Measles vaccination rates in the US have been falling. For the 2024-25 school year [MMR vaccination coverage for US kindergarteners was 92.5%](#), below the 95% needed for herd immunity. Coverage declined in more than half of US states compared to the previous year.

Public health in the US has become more disputed than any other time in living memory.

When President Trump returned to office at the beginning of this year, he hired Robert F Kennedy Jr as his health secretary. Mr Kennedy has been a

[vaccine sceptic in the past](#).

In his role he has replaced more than a dozen medical experts serving on the country's [Advisory Committee on Immunization Practices](#).

In September President Trump claimed that Tylenol, or Paracetamol as it is known outside the US, causes autism in babies when taken by pregnant women.

[The American College of Obstetricians and Gynecologists President Dr Steven Fleischman](#), said the claim "is not backed by the full body of scientific evidence and dangerously simplifies the many and complex causes of neurologic challenges in children".

Continued overleaf.

40

The US has had 40 measles outbreaks so far this year.



Falling vaccine support since the pandemic

While this is taking place in the US, the rest of the world is not immune.

In Australia, [childhood vaccination coverage has fallen below the national target](#) following the pandemic.

While there are multiple factors causing the decline, the Trump administration efforts to “undermine immunisation” were contributing to falling rates in Australia.

Declining support for vaccines

On average across 30 countries, 61% feel vaccines for [infectious diseases should be compulsory](#). Support for this varies from 78% in Mexico to 37% in Japan.

However, across many of the countries

surveyed people are less likely to support compulsory vaccines for infectious diseases than before the pandemic.

Türkiye (-22pp), Hungary (-21pp) and South Africa (-20pp) have seen the biggest falls since 2018.

Despite public health becoming much more politicised in recent years, the US’s attitudes to vaccines has barely changed since 2018. In 2018 53% of Americans felt vaccines should be compulsory for infectious diseases, while there was a decline in support in the intervening years, in 2025 52% back the policy.

However, there is a slight split in attitudes between supporters of the

two main political parties.

Two-thirds (65%) of Democrats support compulsory vaccines, while only 41% of Republicans feel the same way. If Republicans were a country in our survey, only Japan would be less likely to support compulsory vaccines.

However, in the last few years Republican supporters are more likely to agree vaccines should be compulsory. In 2023, the year Americans recorded their lowest figure for vaccine support, only 26% of Republicans felt vaccines should be compulsory. In the last two years there has been a 15-percentage point increase in support.

Continued overleaf.

59%

in Türkiye support compulsory vaccines for infectious diseases in 2025. Down from 81% in 2018.



To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

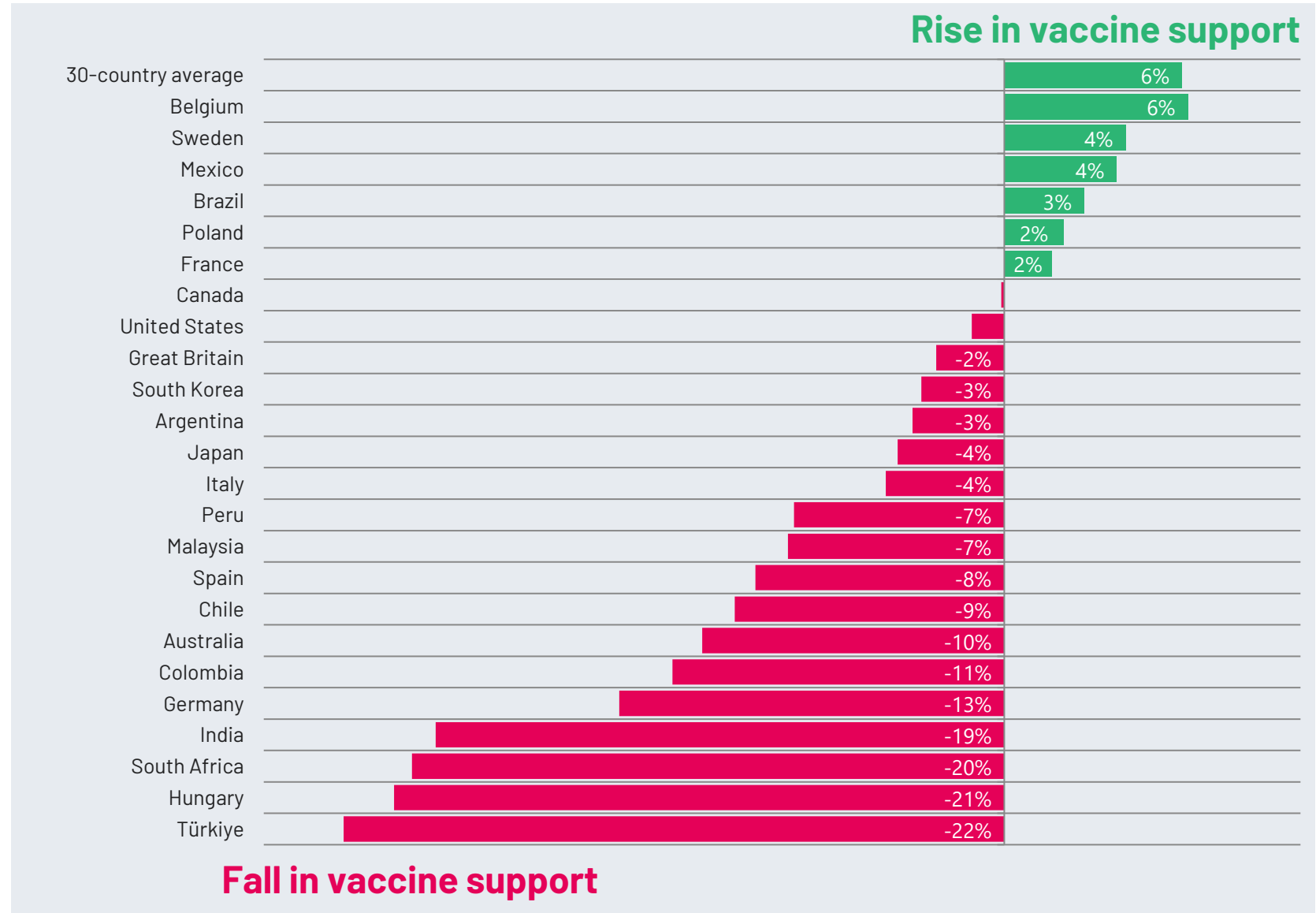


To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% Net agree change between 2018 and 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



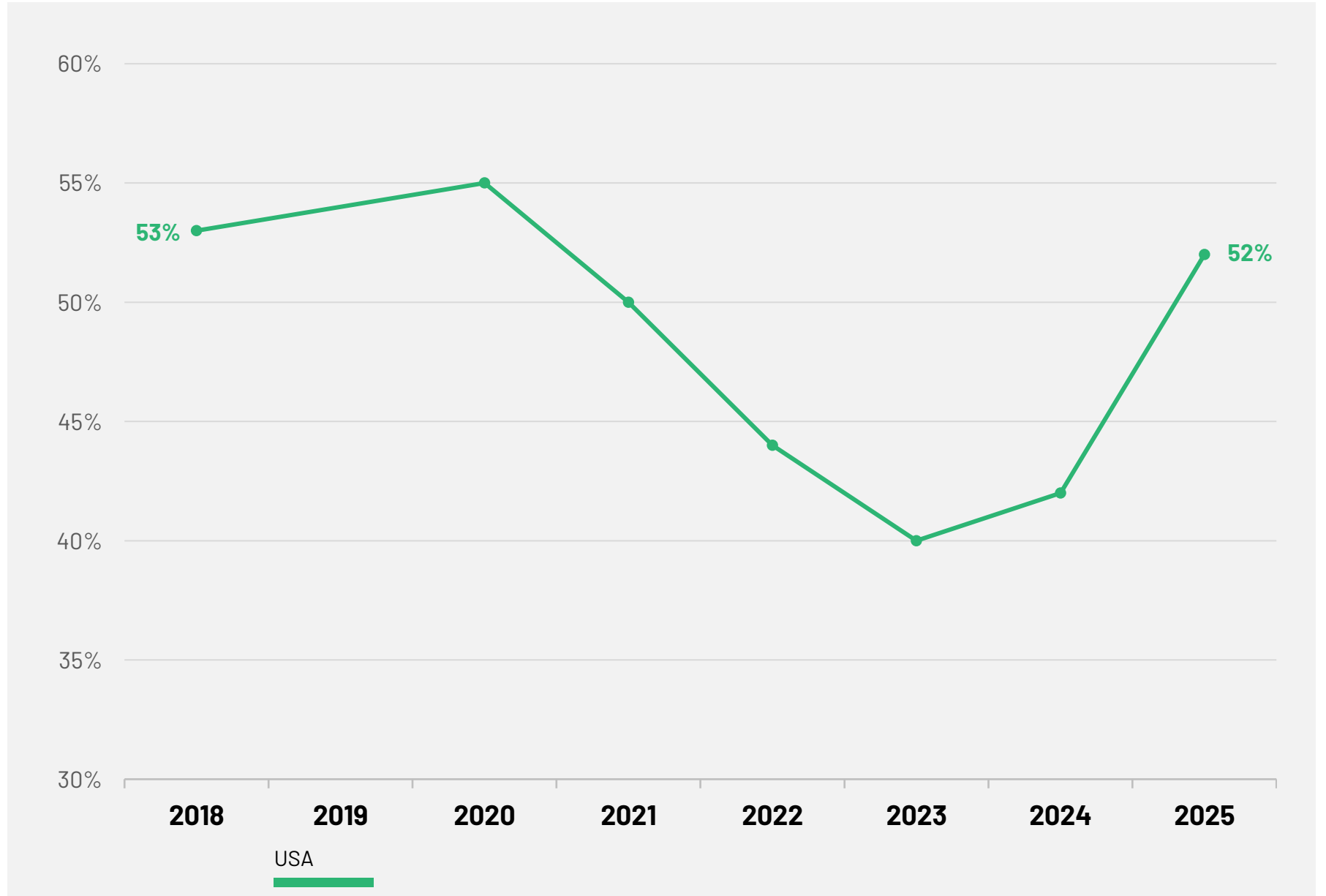
To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% agree

USA 2018 - 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



Is there a crisis of trust?

Despite the declining vaccination figures, people's trust in their healthcare system is higher in many countries than it was before the pandemic.

Of the 24 countries included in both our 2025 and 2018 studies, 18 of them have seen [an increase in trust](#). This is highest in Brazil (+21pp) and South Korea (+18pp). Britain is the country with the biggest fall (-10pp). At the same time, it is also the country that has seen [the biggest fall in perceived quality](#) over this period.

We see in our other work doctors are seen as [the most trusted profession](#); insights from our Global Vaccines Monitors consistently show that healthcare providers remain the most

utilised information source for vaccines.

However, the role of doctors as health experts has changed somewhat in recent decades.

In the past when someone wasn't feeling well, they would book an appointment to go see their doctor. Now the first thing they are likely to do is Google their symptoms to see what it could be.

Every individual with a smartphone has access to a vast amount of health information at their fingertips. This can lead to people undermining the doctor's diagnosis. We see in our [Ipsos Global Trends work](#) that two-thirds say they always try and find out

information by themselves, rather than just rely on what their doctor tells them.

While we can see that there is not a crisis of trust in public health, there is a small but growing number of people turning away from vaccinations.

Even though this is a relatively small proportion, it puts our public health in danger.

In much of the western world it felt that measles outbreaks were a thing of the past.

Many would say that health misinformation is endangering lives. Do public health authorities and pharma need to fightback to regain people's belief in vaccinations?

68%

say they always try and find out information on healthcare by themselves, than just relying on what their doctor tells them.

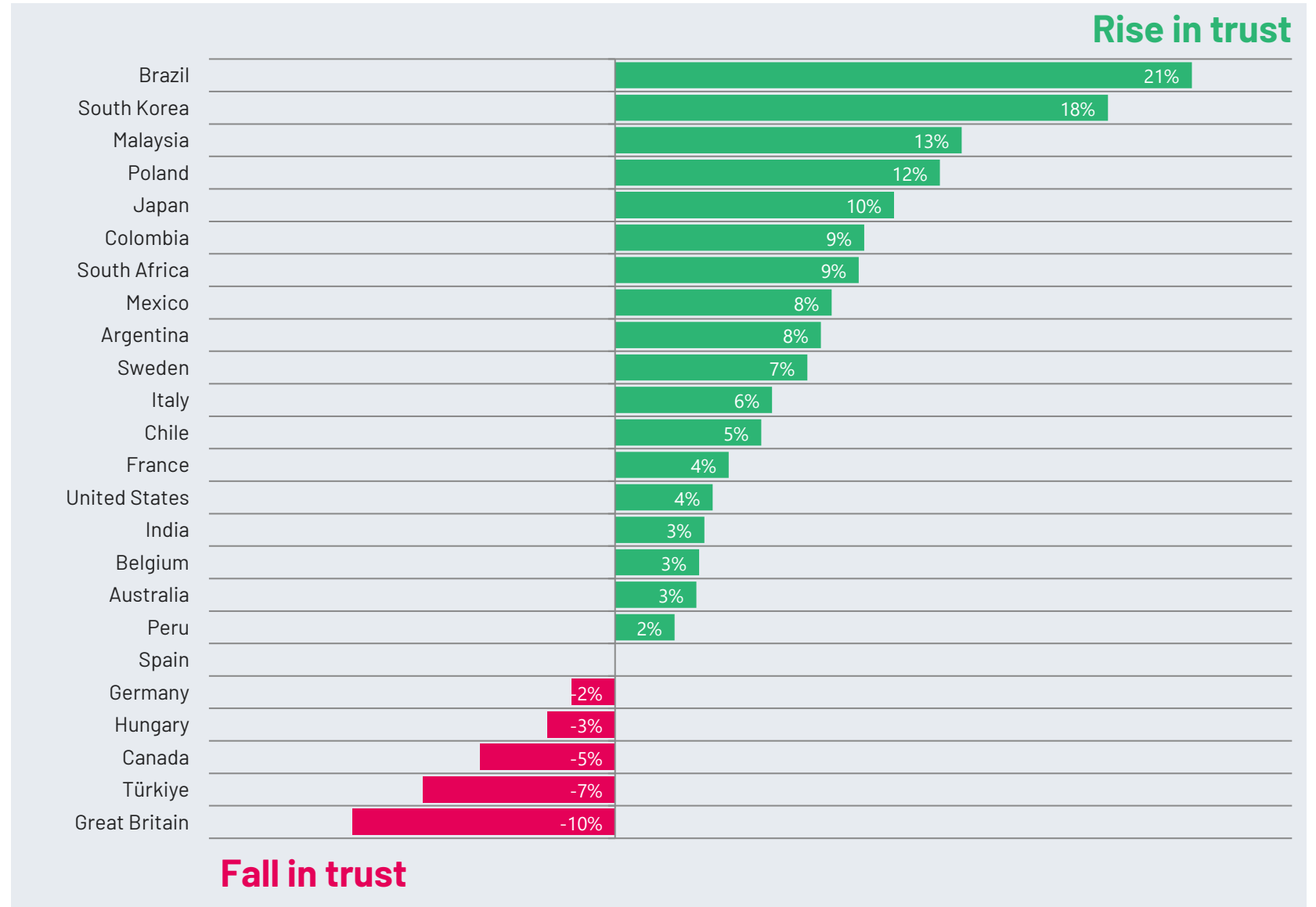


To what extent do you agree or disagree with the following statements?

I trust the healthcare system in my country to provide me with the best treatment

% Net agree change between 2018 and 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



[Click here for the full country breakdown](#)



For more vaccine-related insights

IPSOS' GLOBAL VACCINES MONITORS (CORE & RSV) uncover evolving perceptions and attitudes towards vaccines from the multiple perspectives of healthcare professionals, pharmacists and consumers.

Covering a wide range of viral and bacterial vaccines – RSV, COVID-19, flu, pneumococcal, meningococcal, HMPV & others – the Core and RSV Monitors run in c.30 markets worldwide, capturing knowledge and awareness levels, perceived risk, likelihood to receive/prescribe, and more.

Data are available to multiple subscribers, but analyses and recommendations are tailored to individual client need.

Learn more: Rhoda.Schmuecking@ipsos.com



PART TWO: DETAILED RESULTS

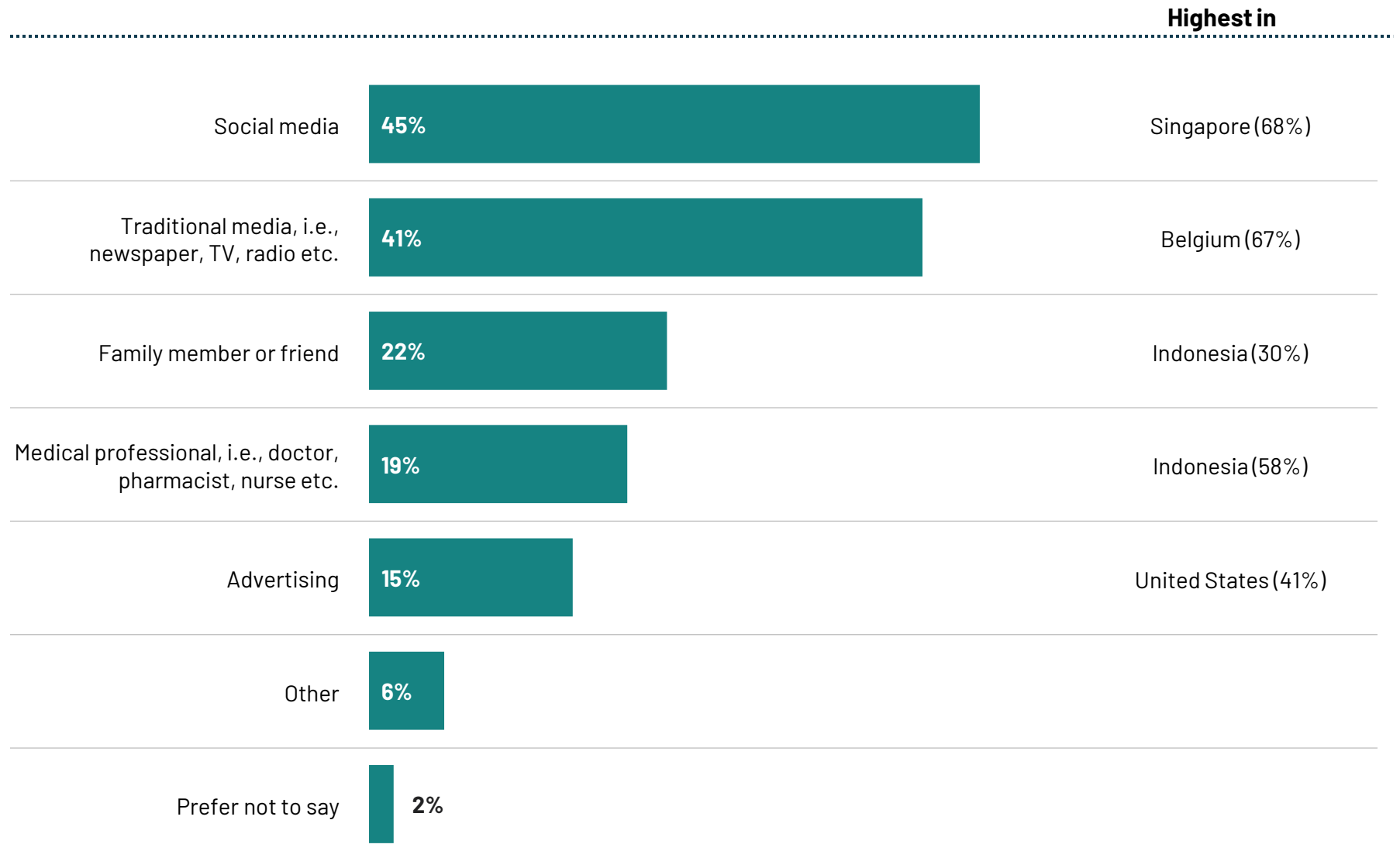
- [Obesity and GLP-1s](#)
- [Health problems: Country by country](#)
- [Mental Health](#)
- [Healthcare challenges and problems](#)



How did you hear about GLP-1 drugs?

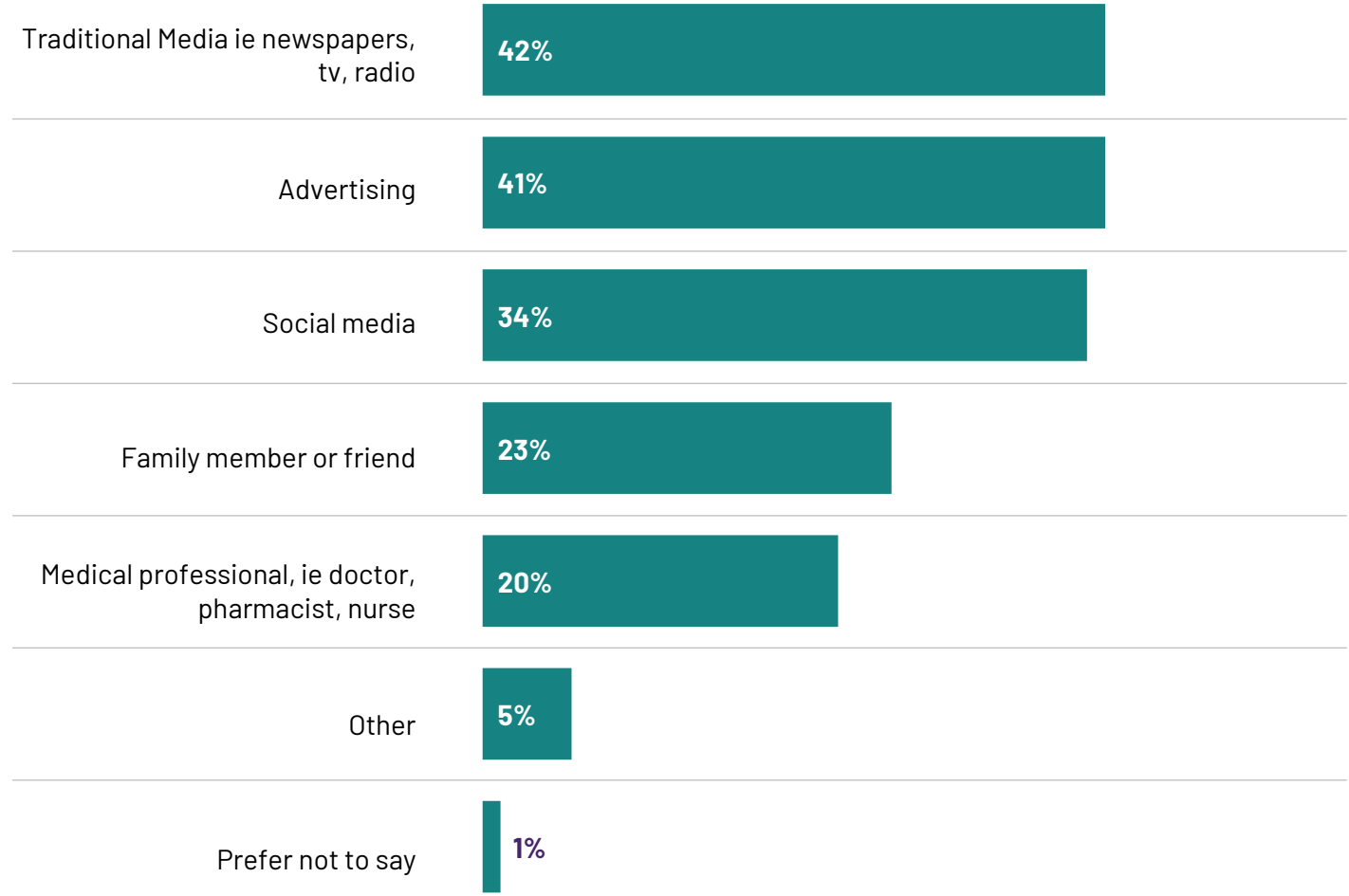
30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



How did you hear about GLP-1 drugs?

US Average

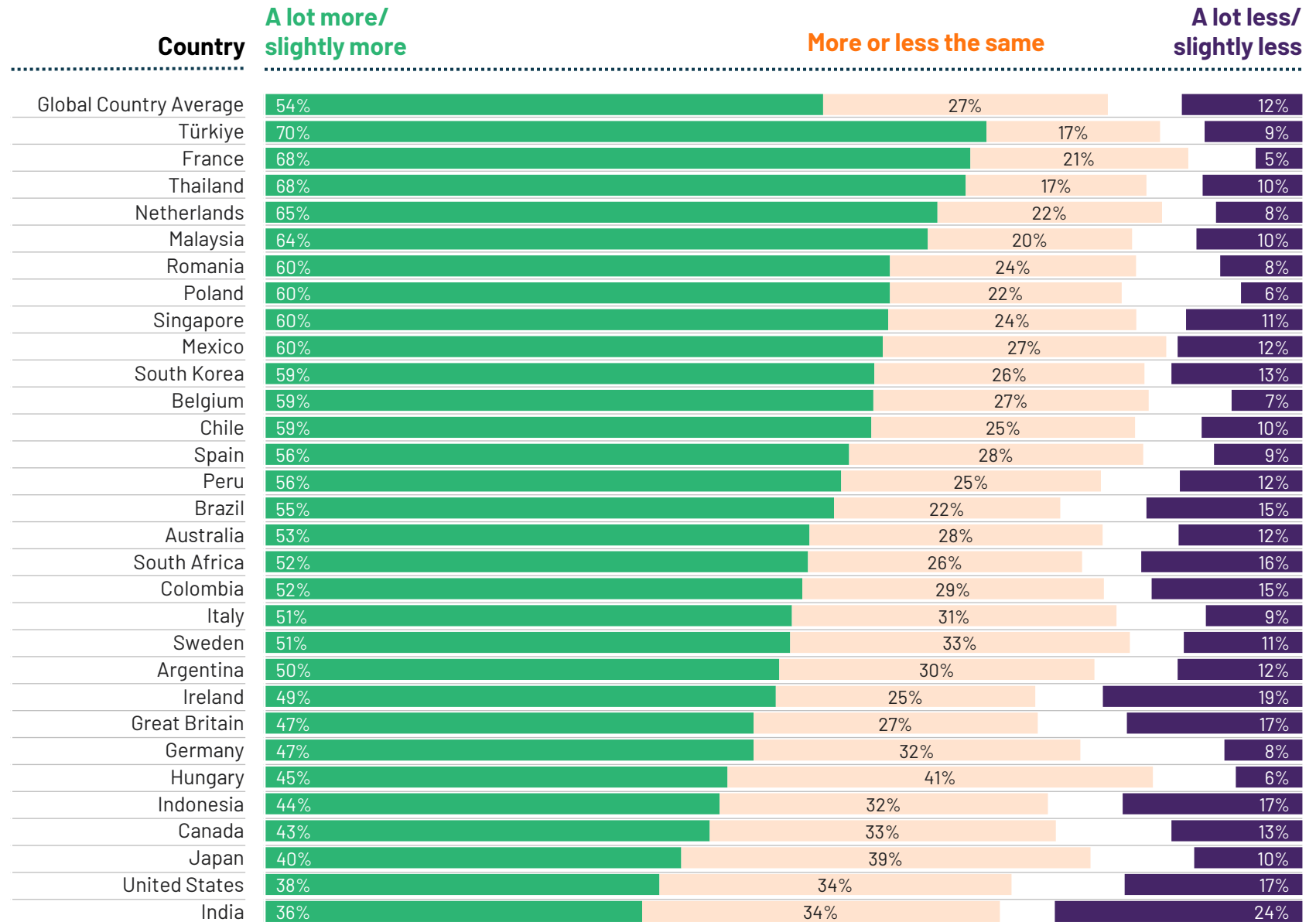


Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



In your opinion do you think there will be more or less obese people in your country in 10 years time?

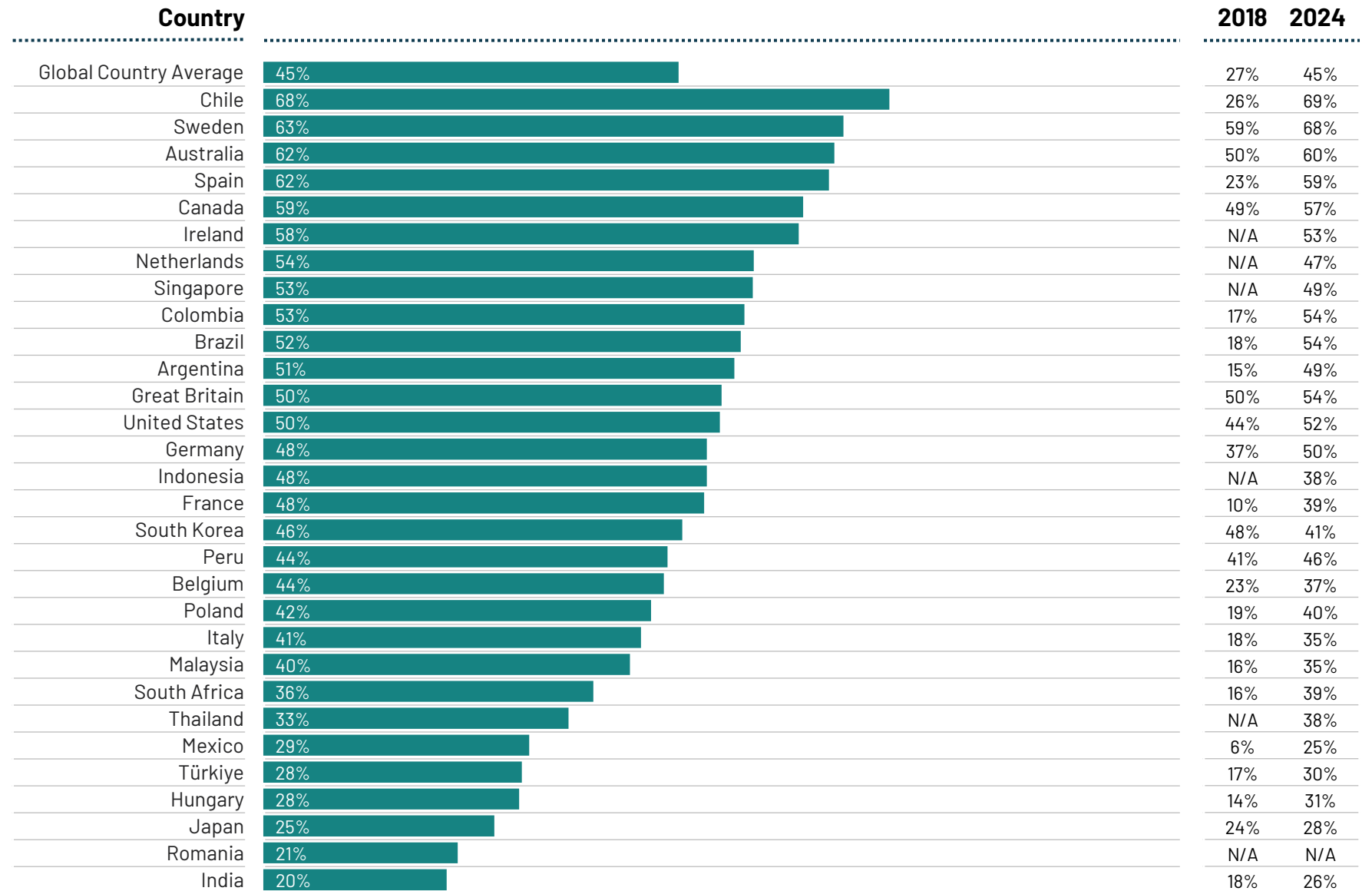
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



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

Mental Health

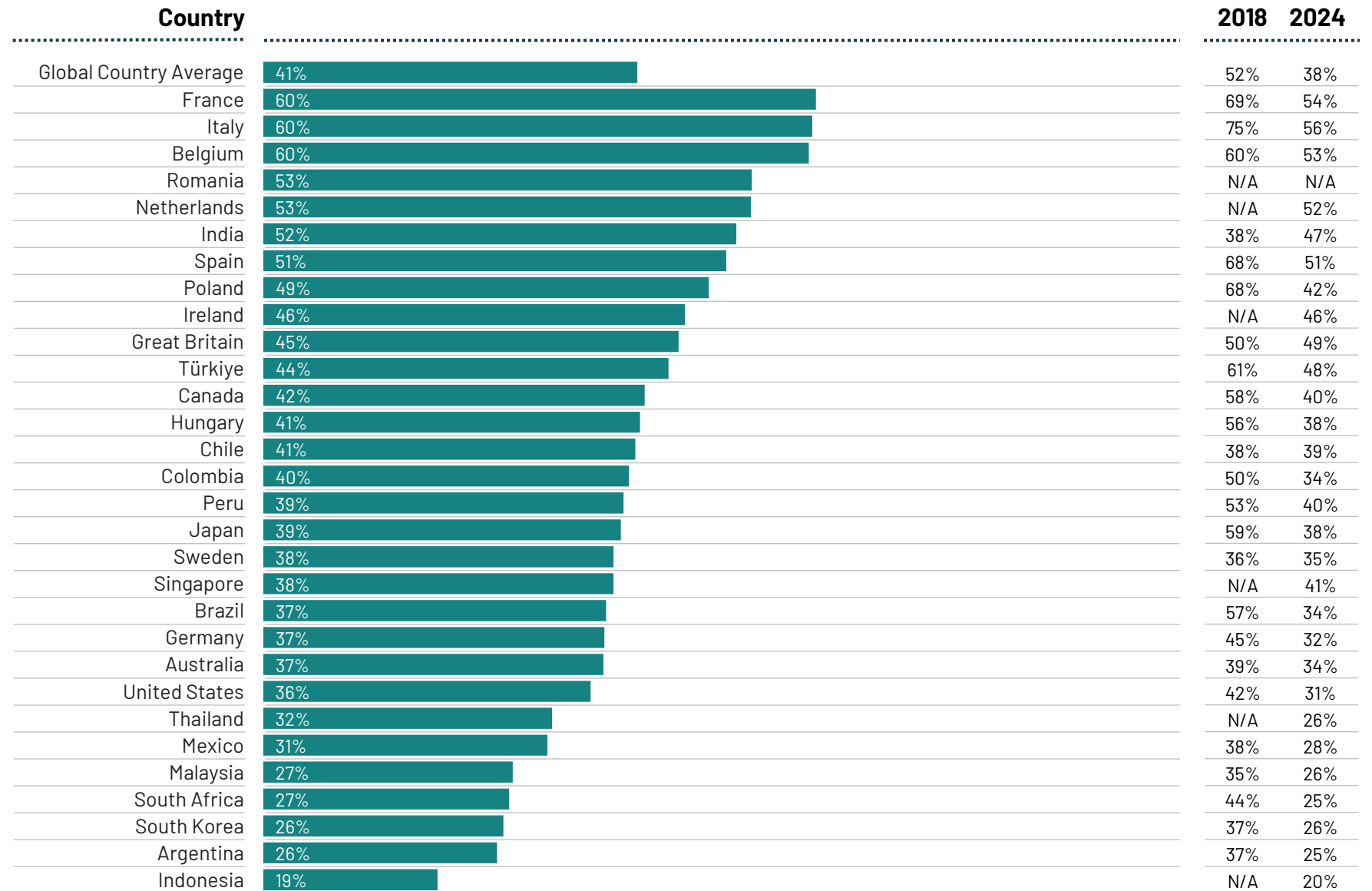
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Cancer

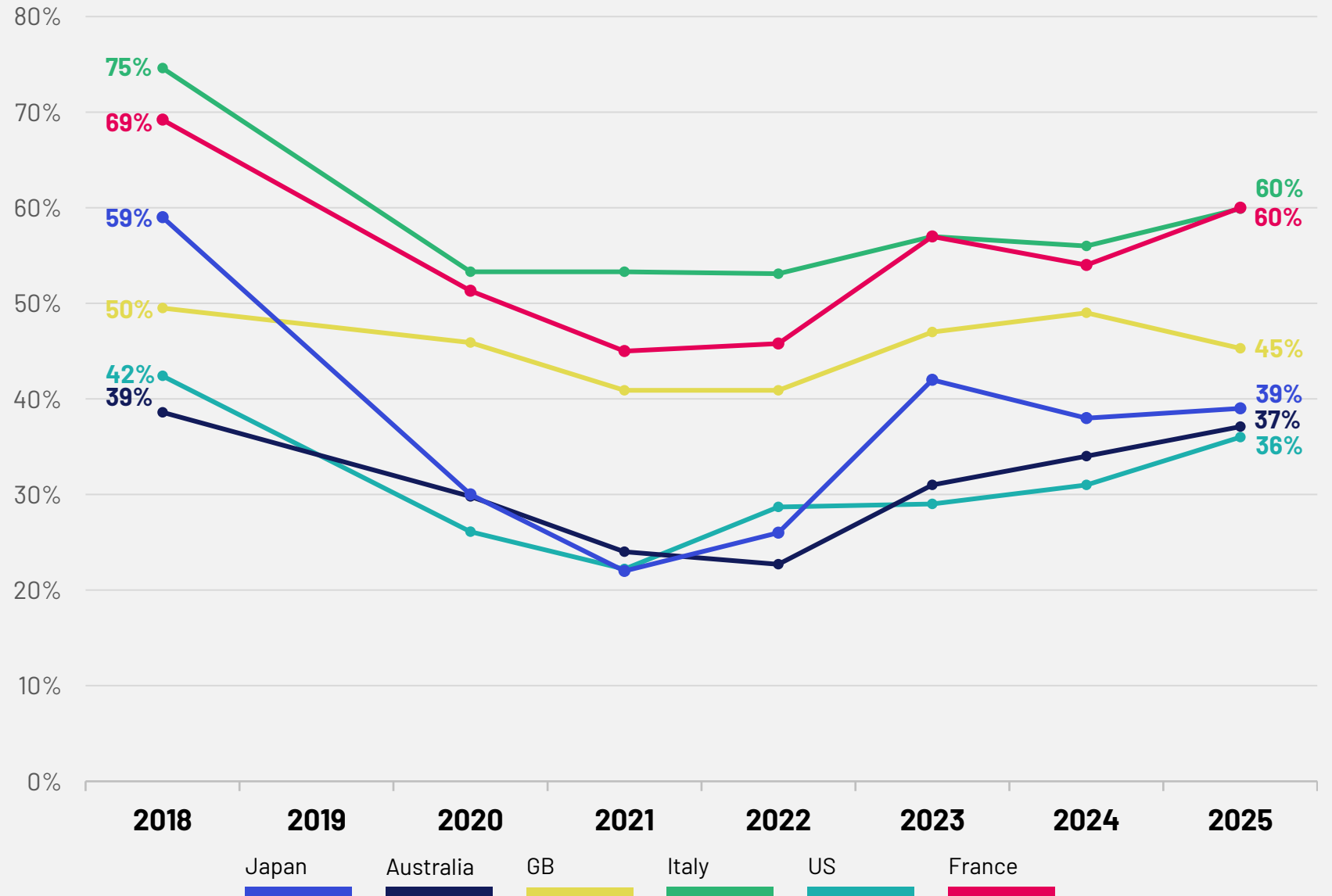
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Cancer

Selected countries

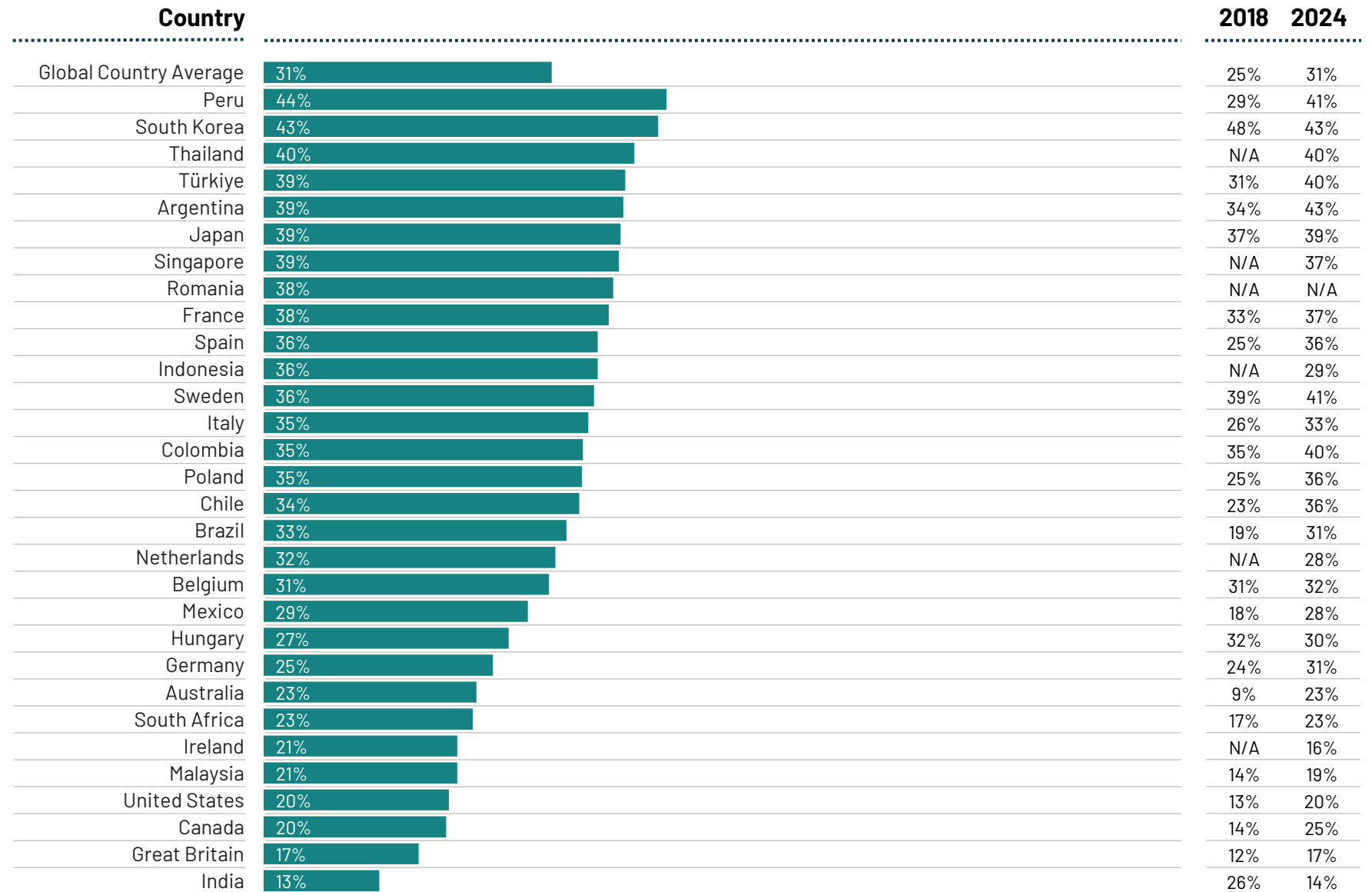
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



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

Stress

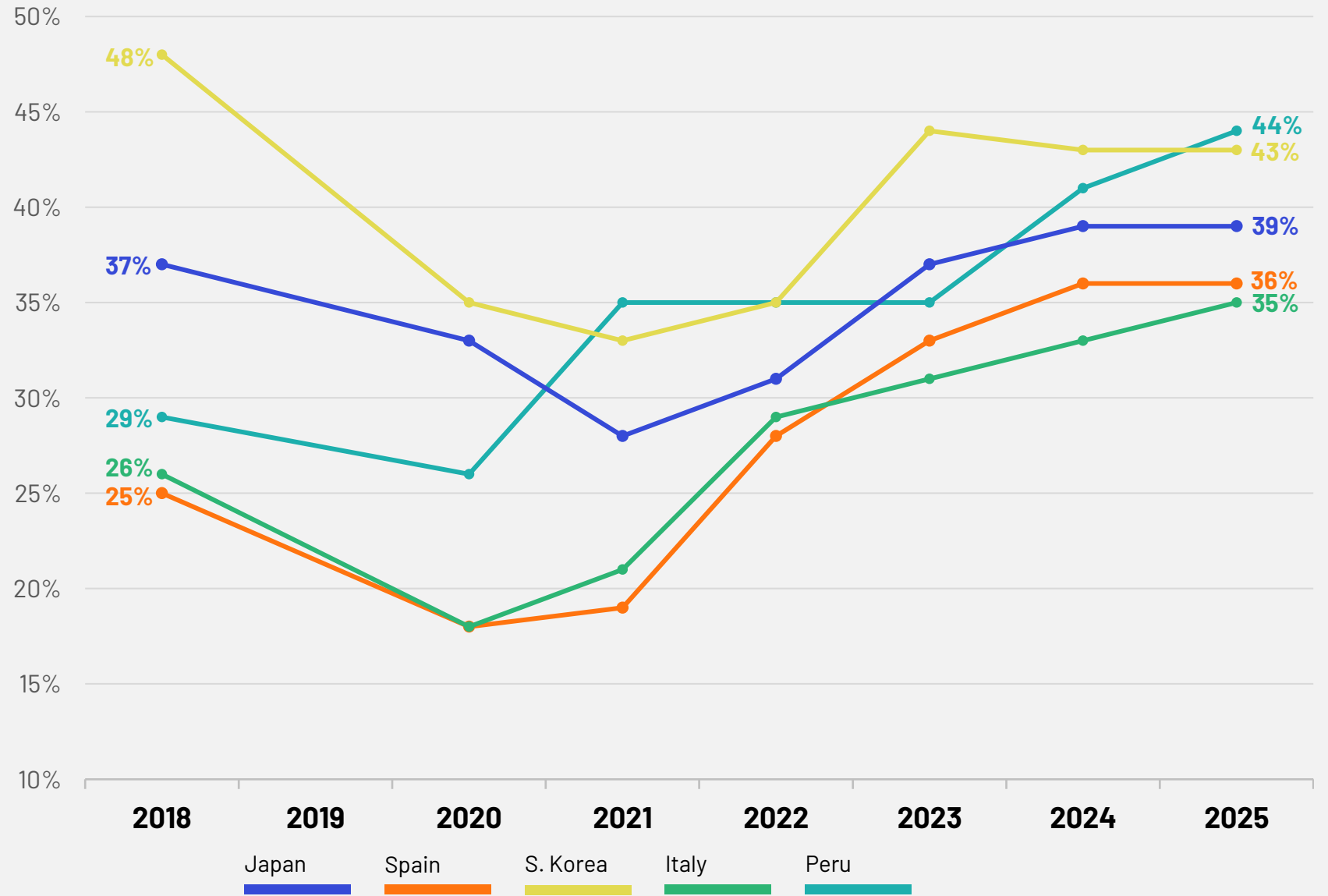
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Stress

Selected countries

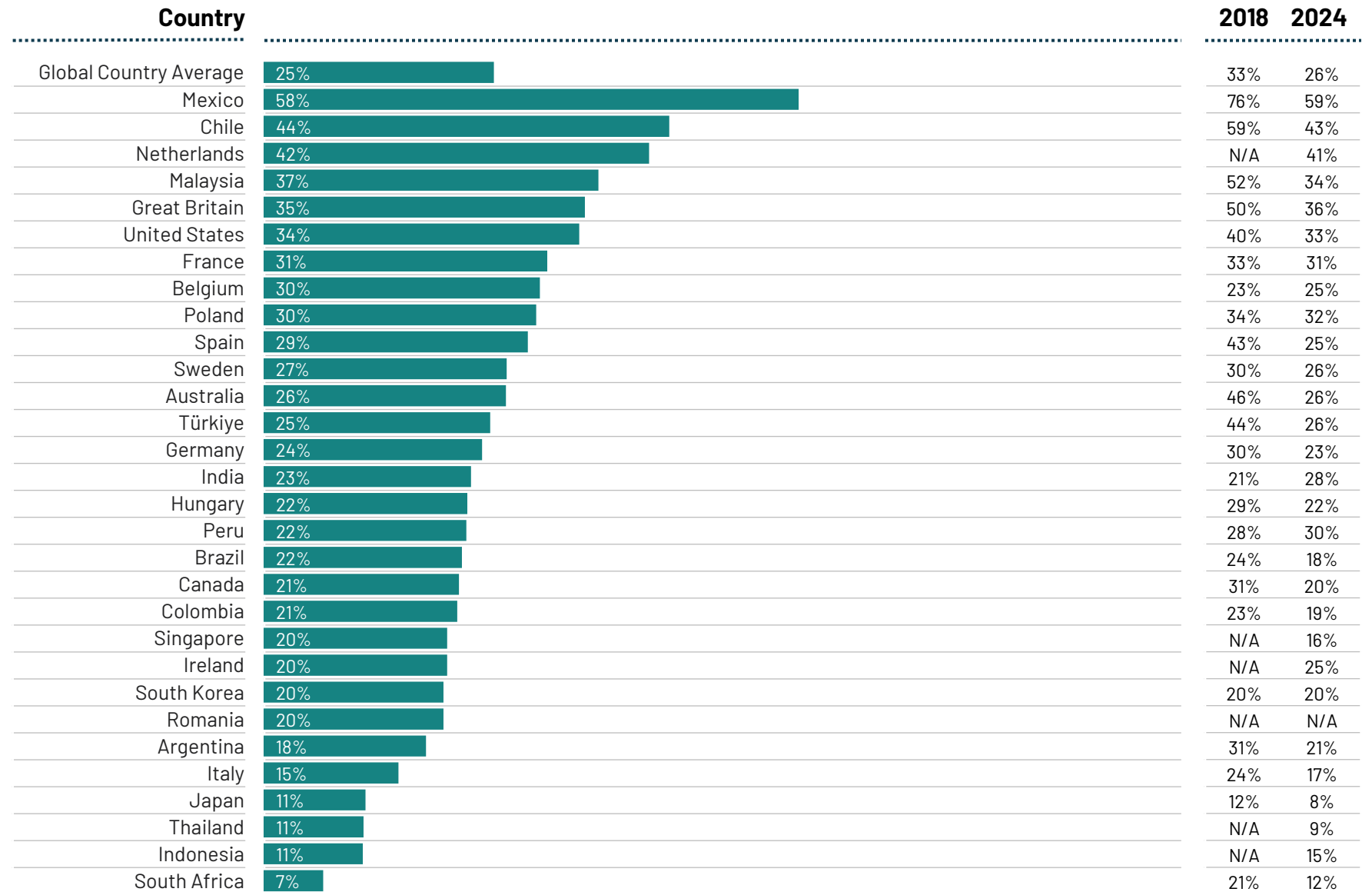
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Obesity

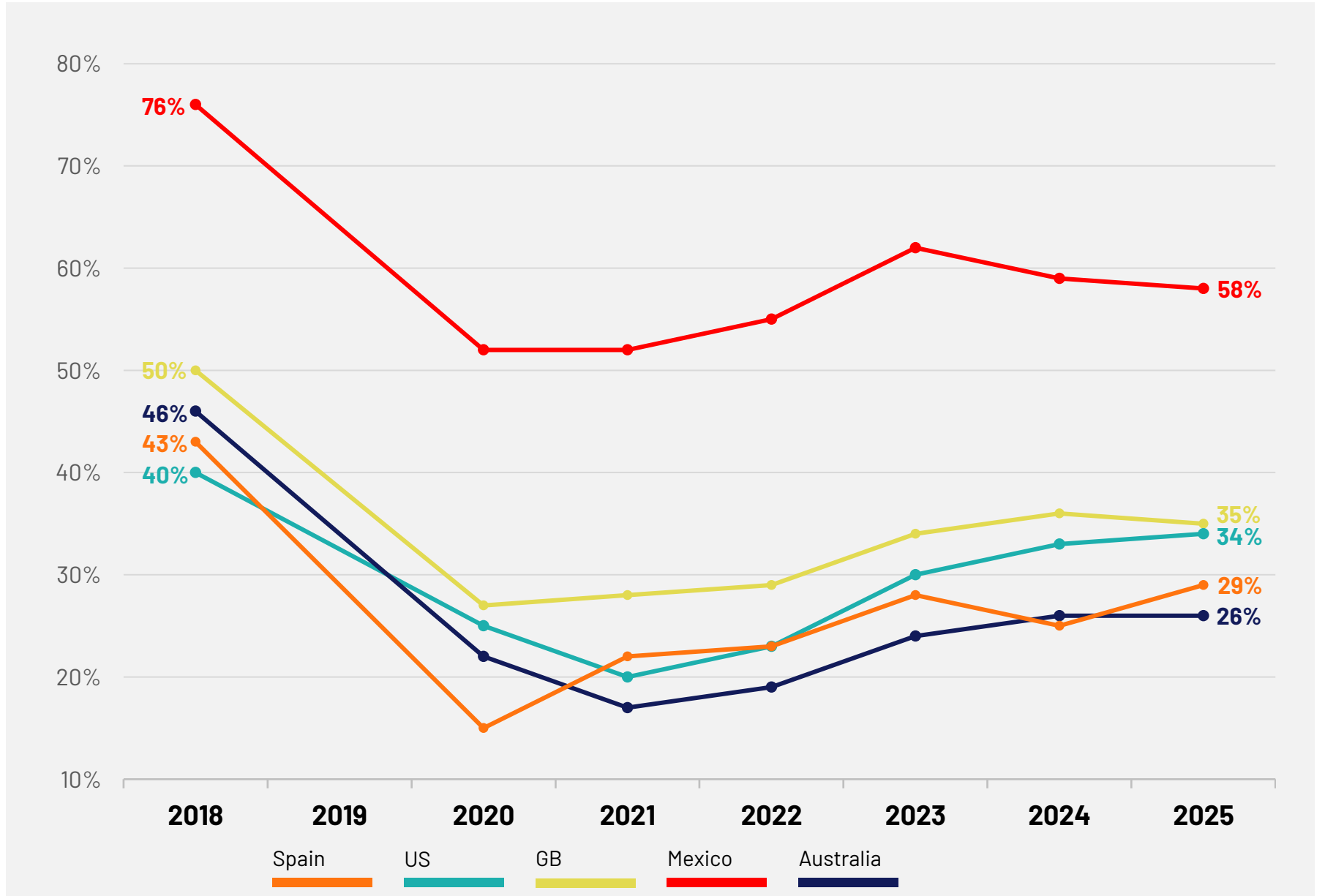
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Obesity

Selected countries

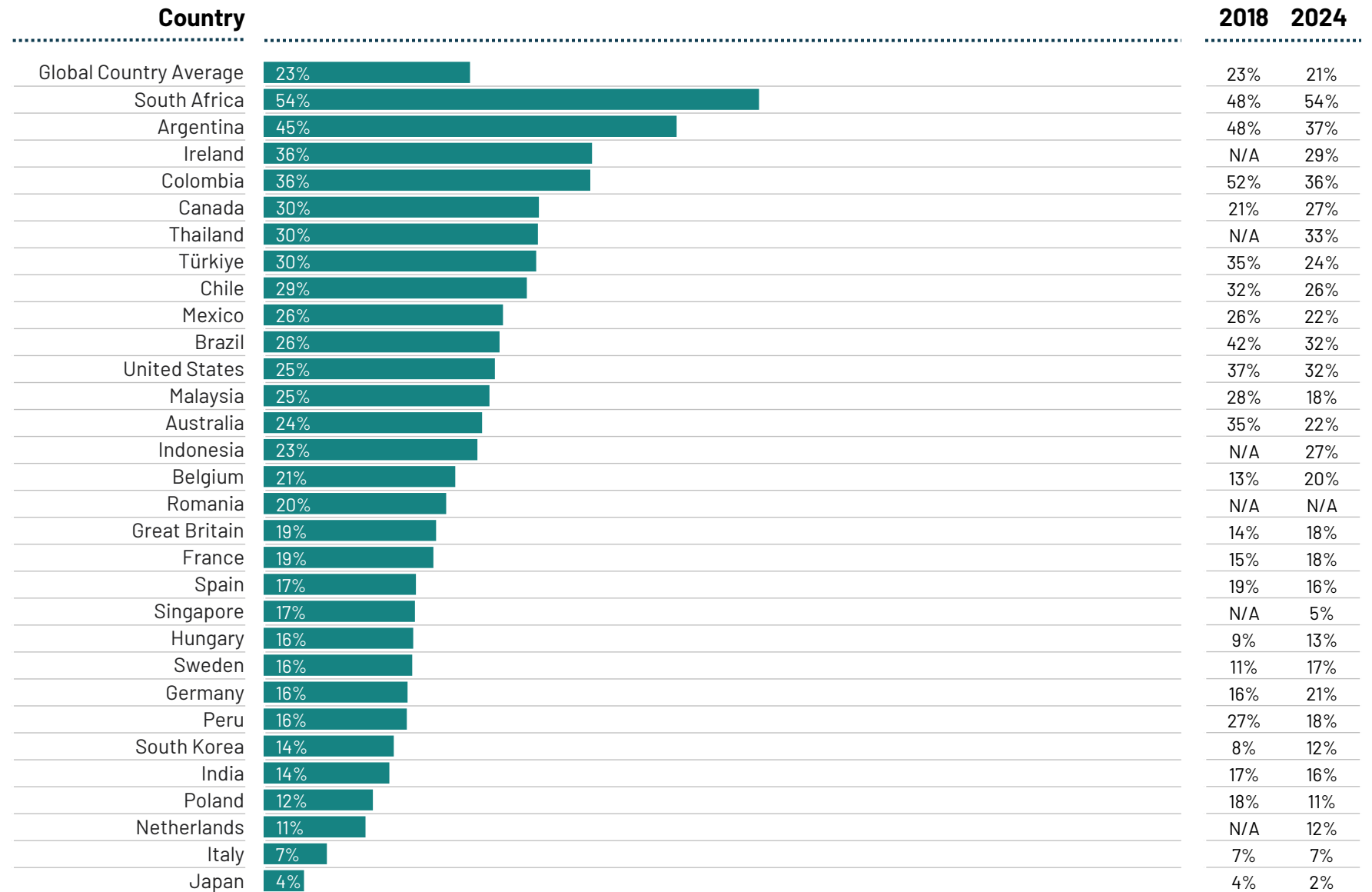
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Drug abuse

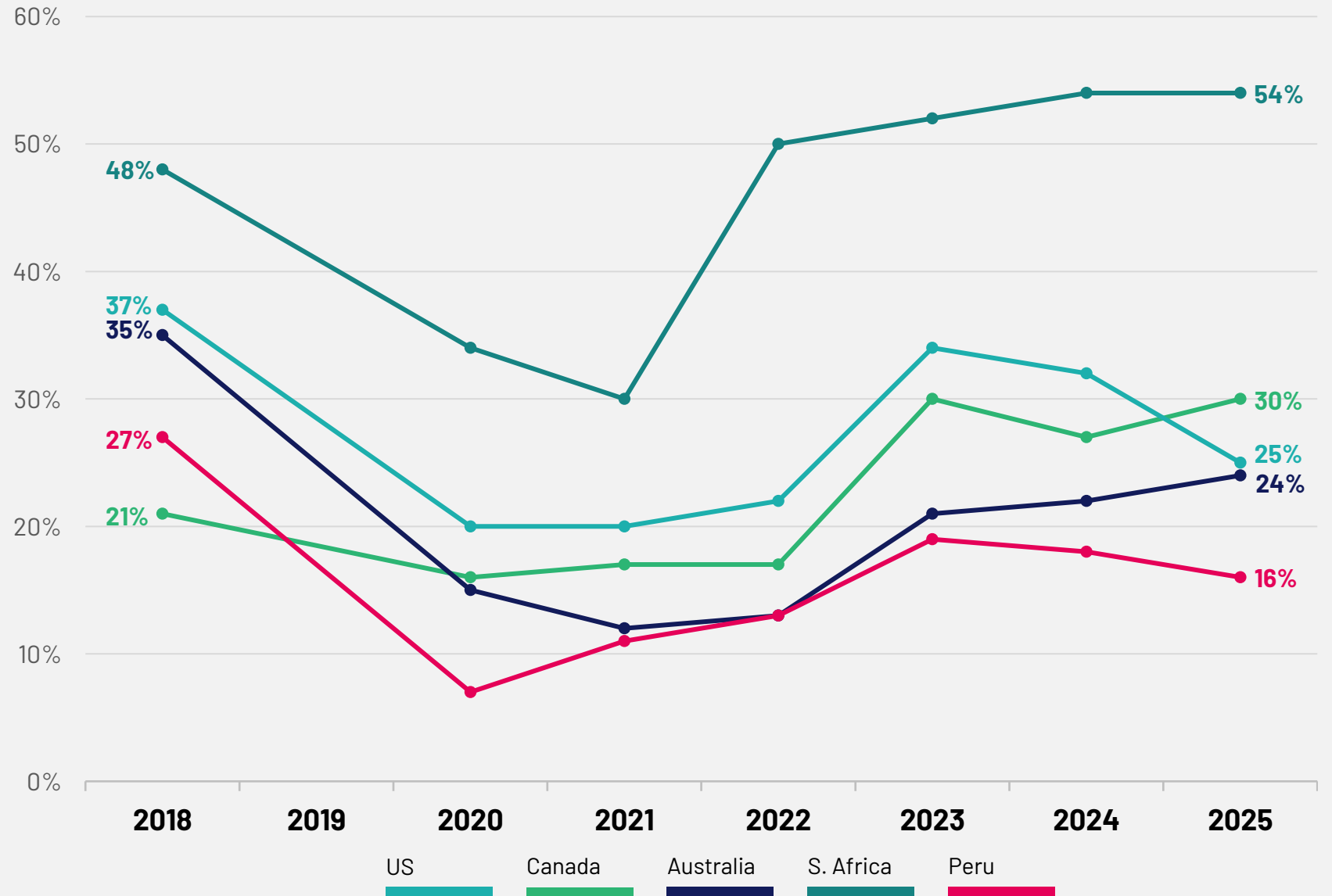
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



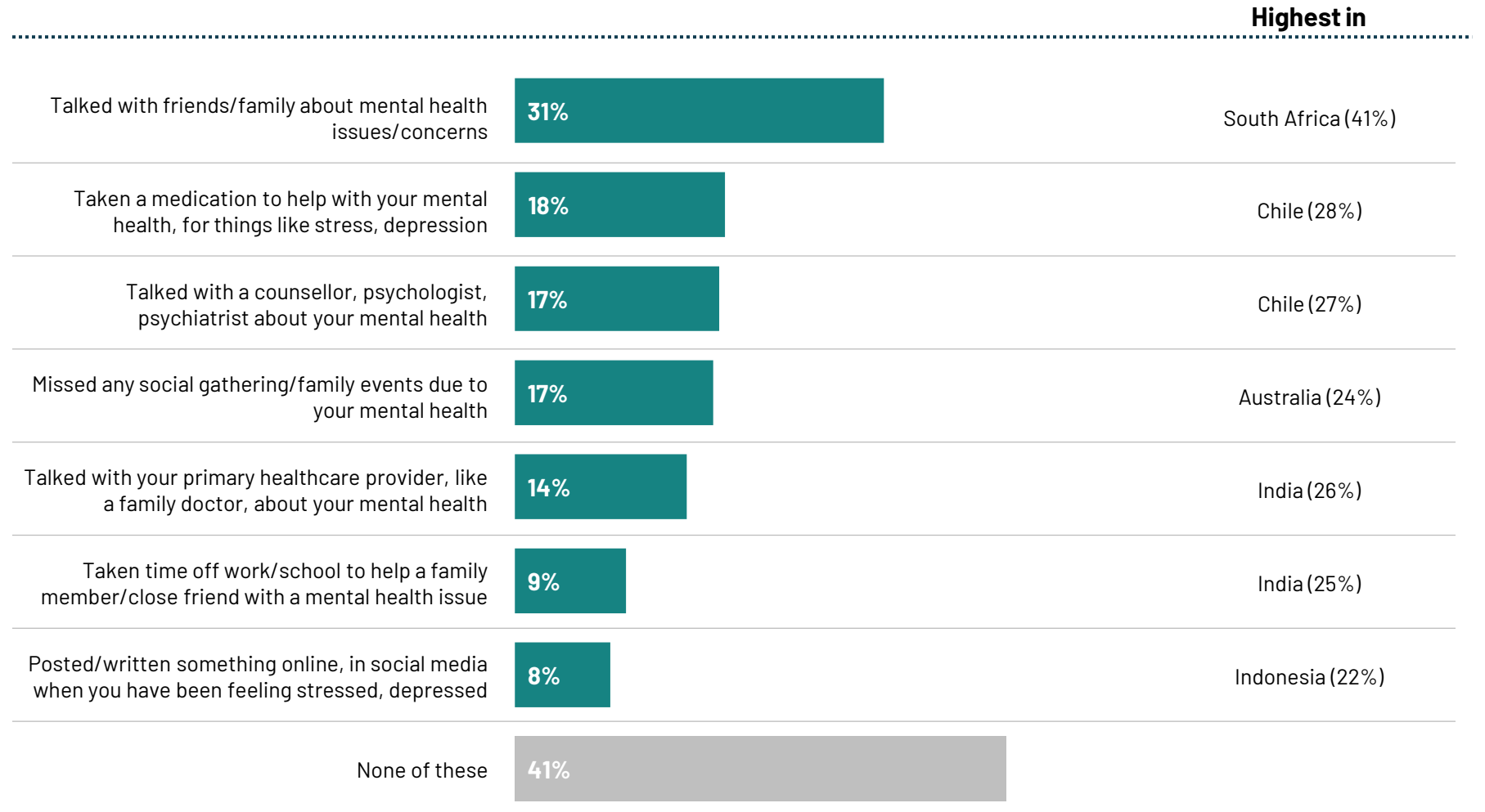
% mentioning Drug abuse

Selected countries

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



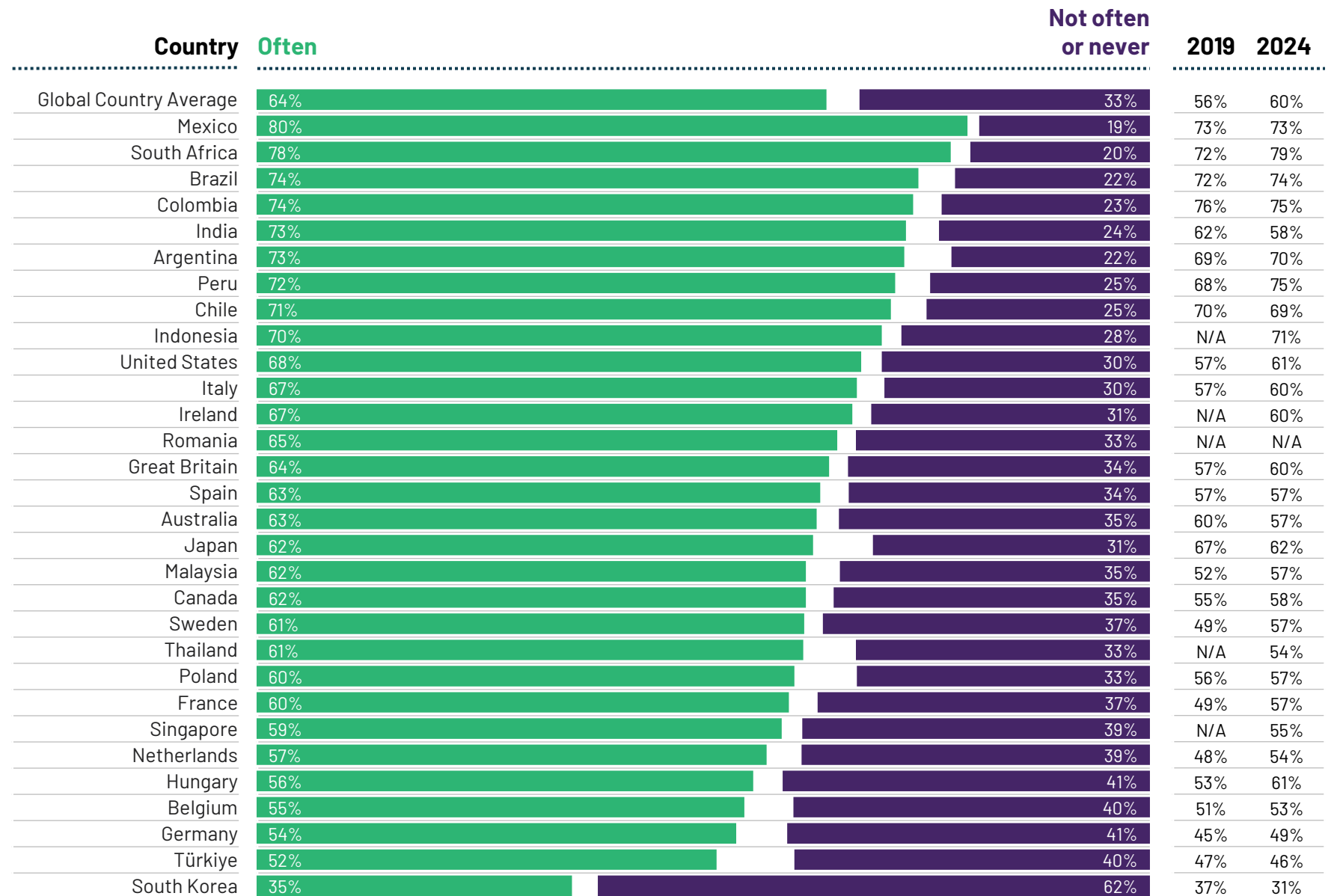
Please indicate whether you have done any of the following in the past year?



Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

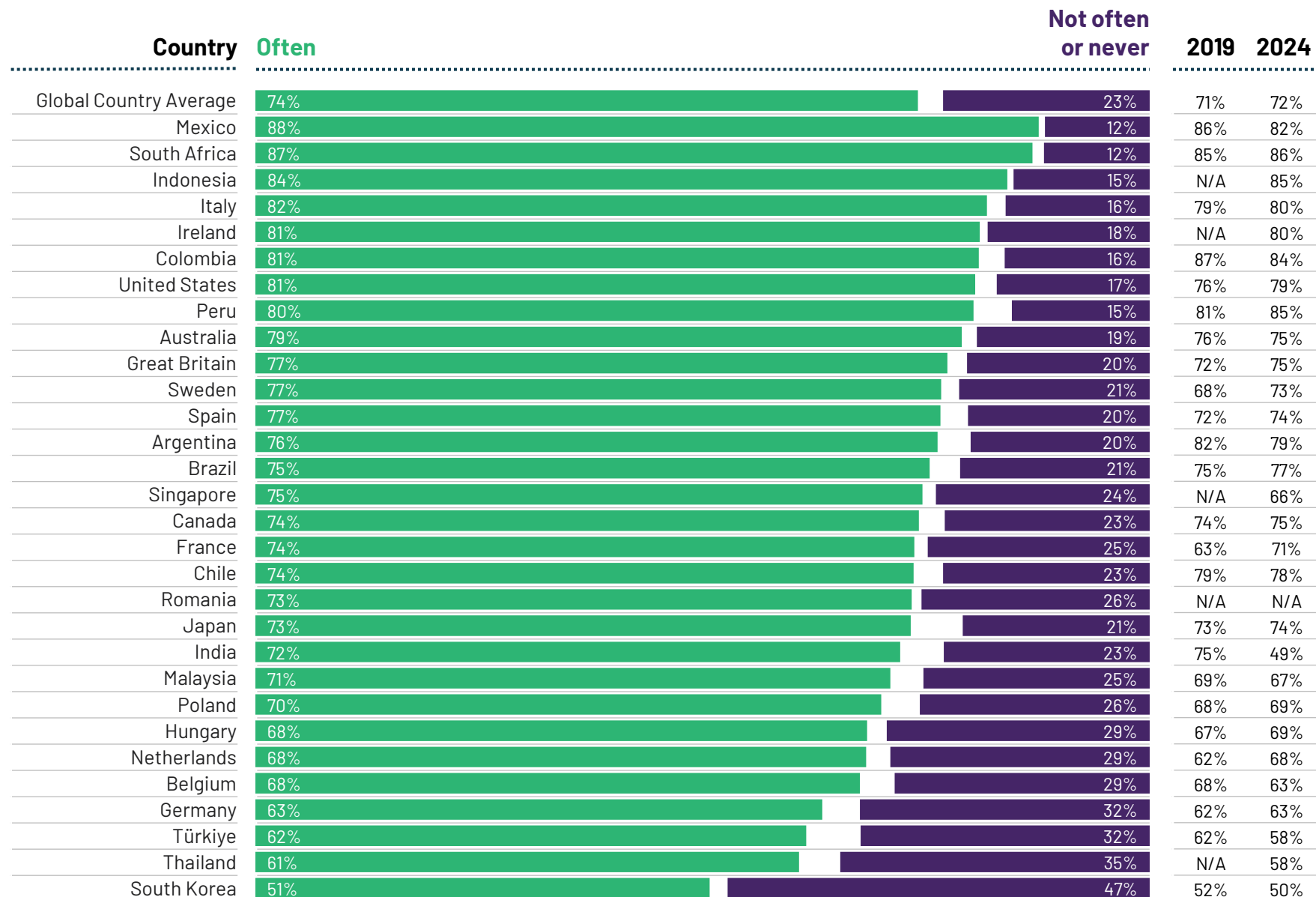
How often, if at all, would you say you think about your **mental** wellbeing?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



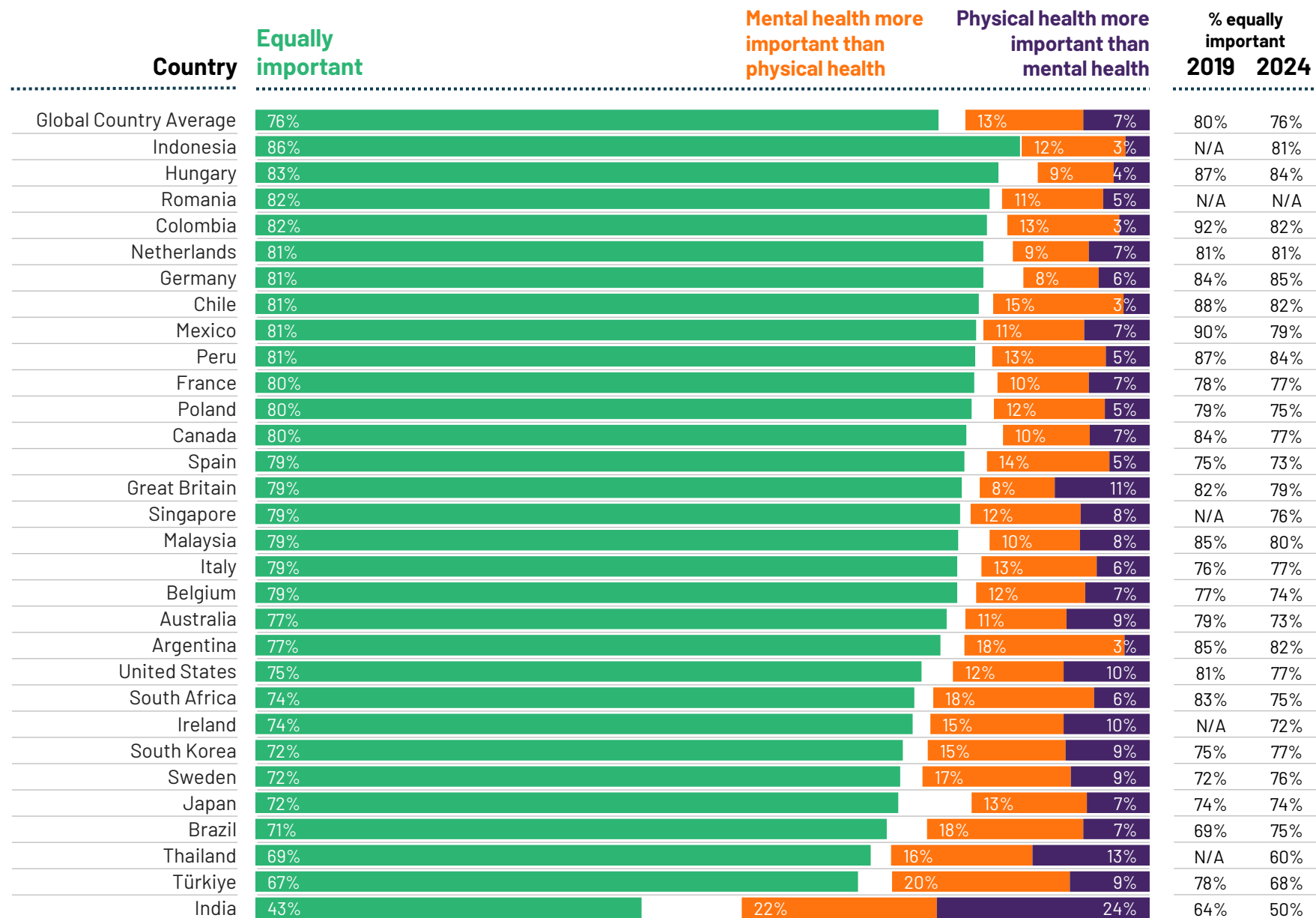
How often, if at all, would you say you think about your **physical** wellbeing?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



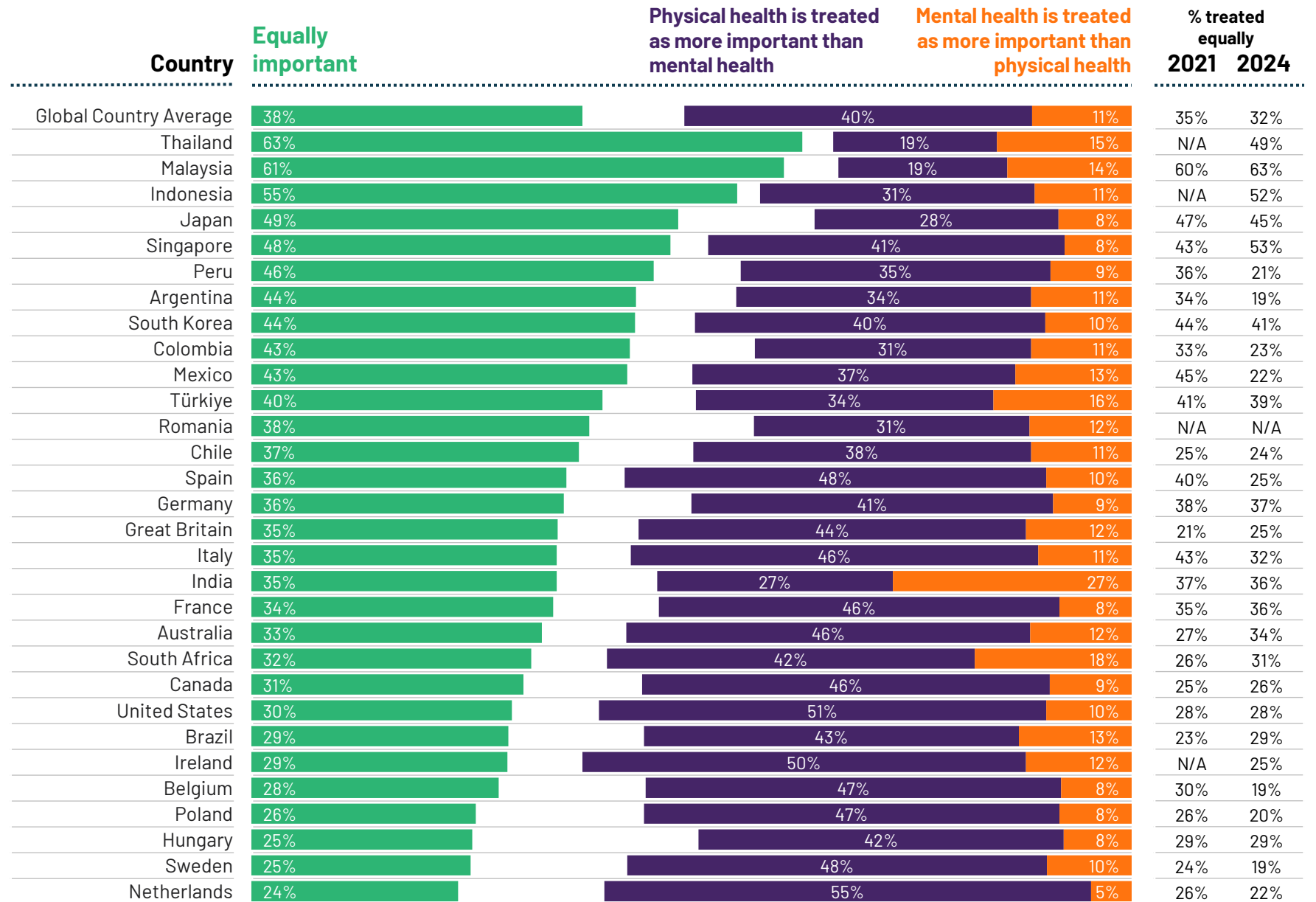
Thinking about your own health, do you think that mental health or physical health is **more important**, or are they **equally important**?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Which of the following best describes how you think the importance of mental health and physical health are treated in ... **current health care system?**

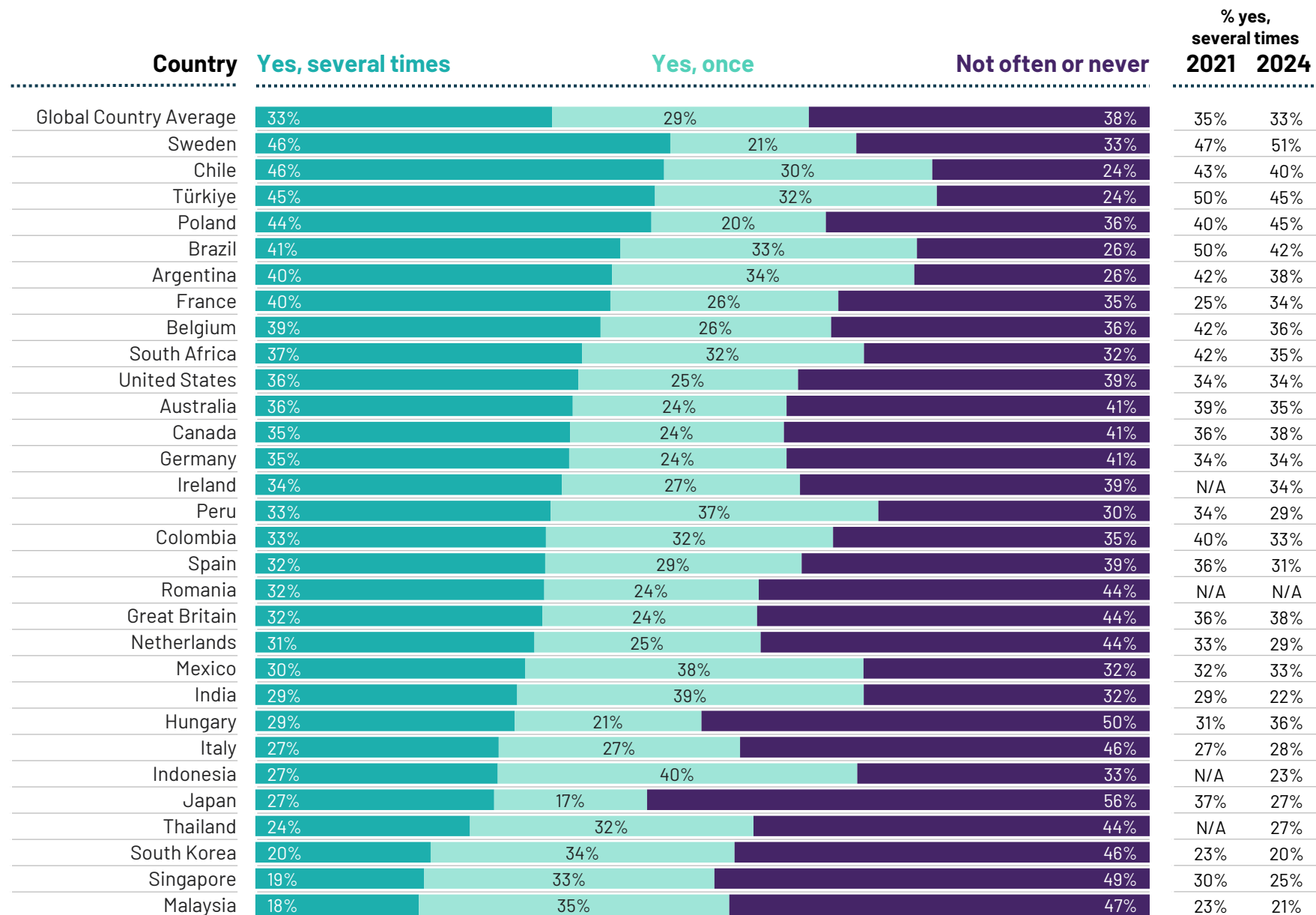
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



During the past year have you ever...?

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

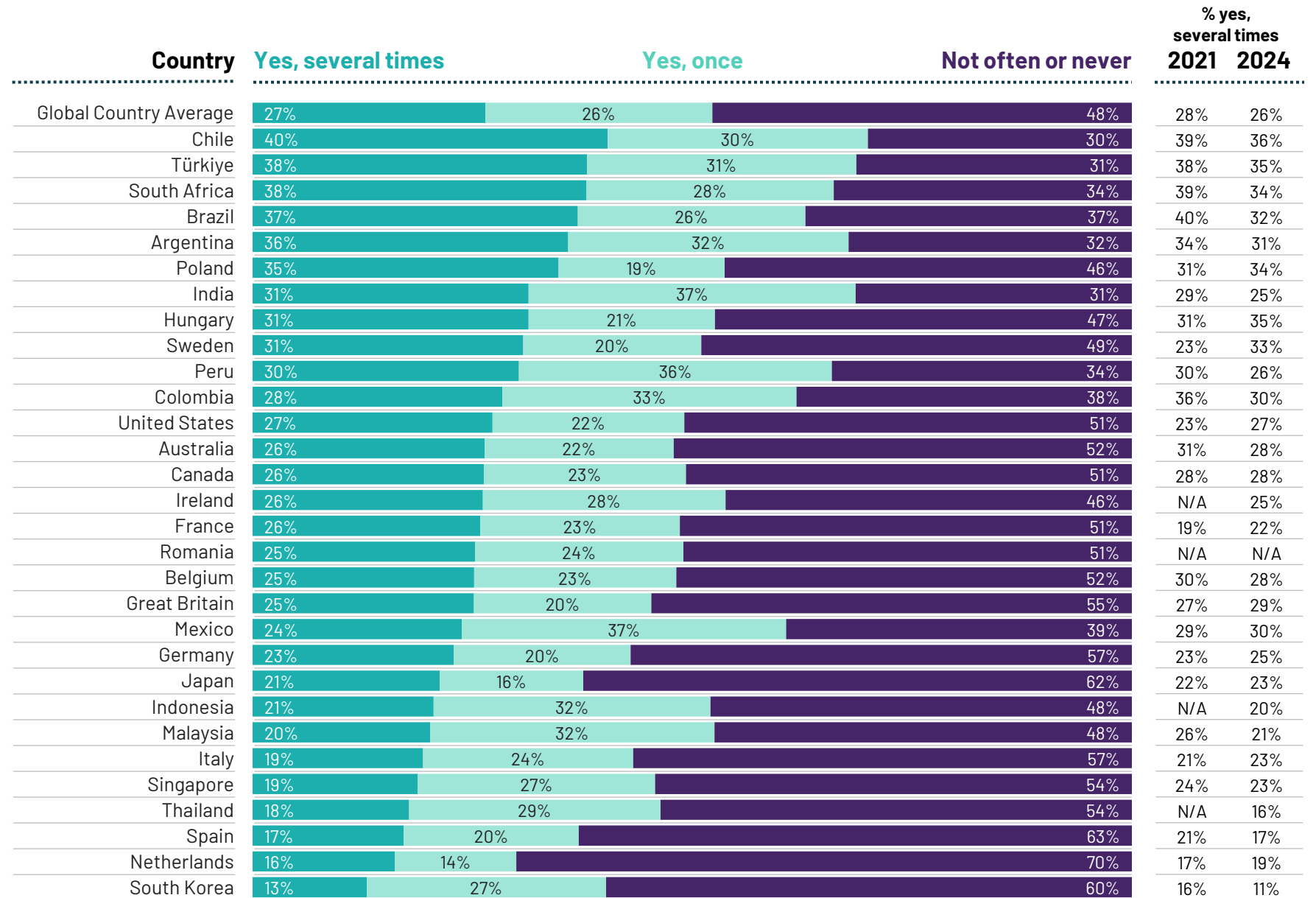
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

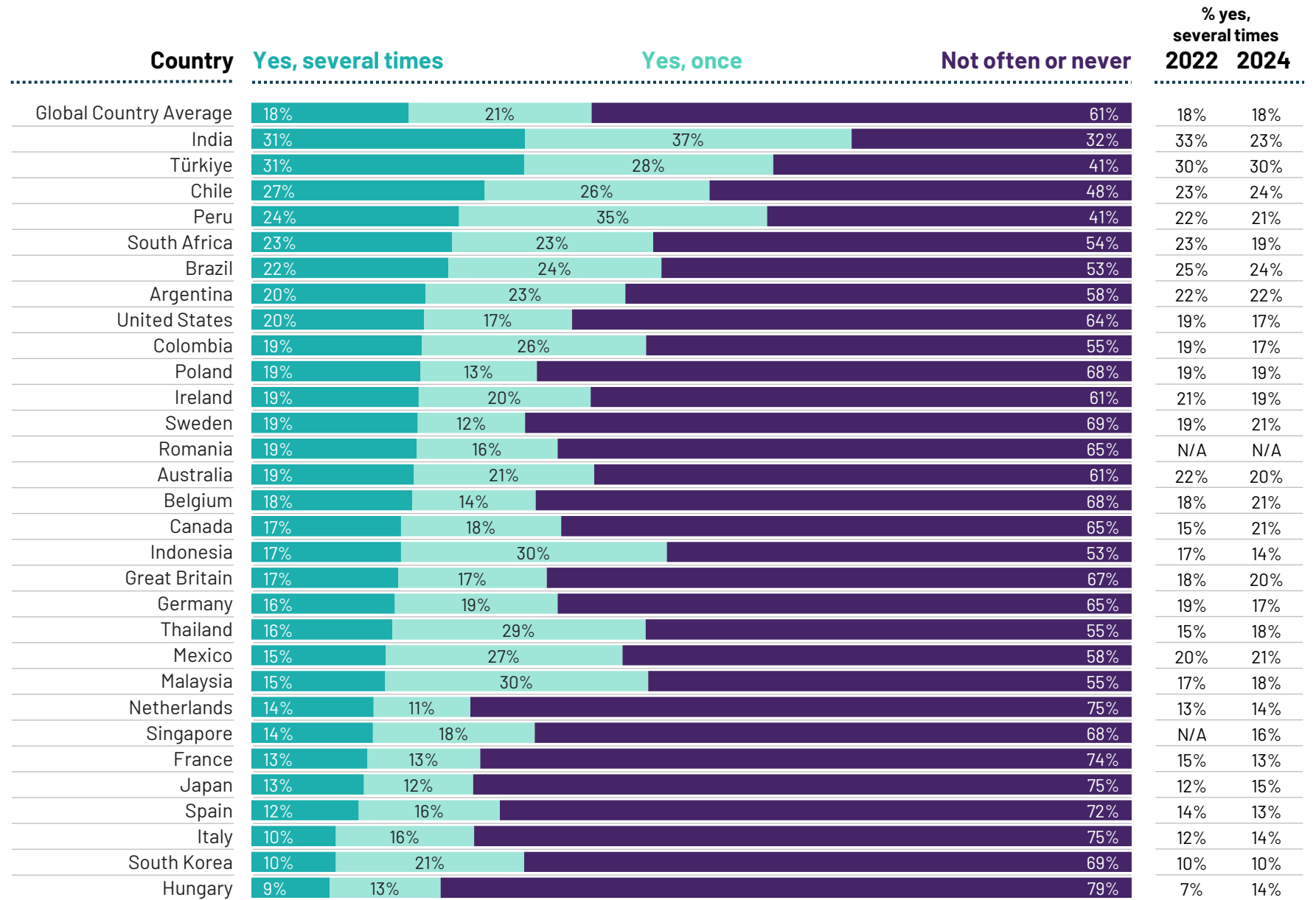
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

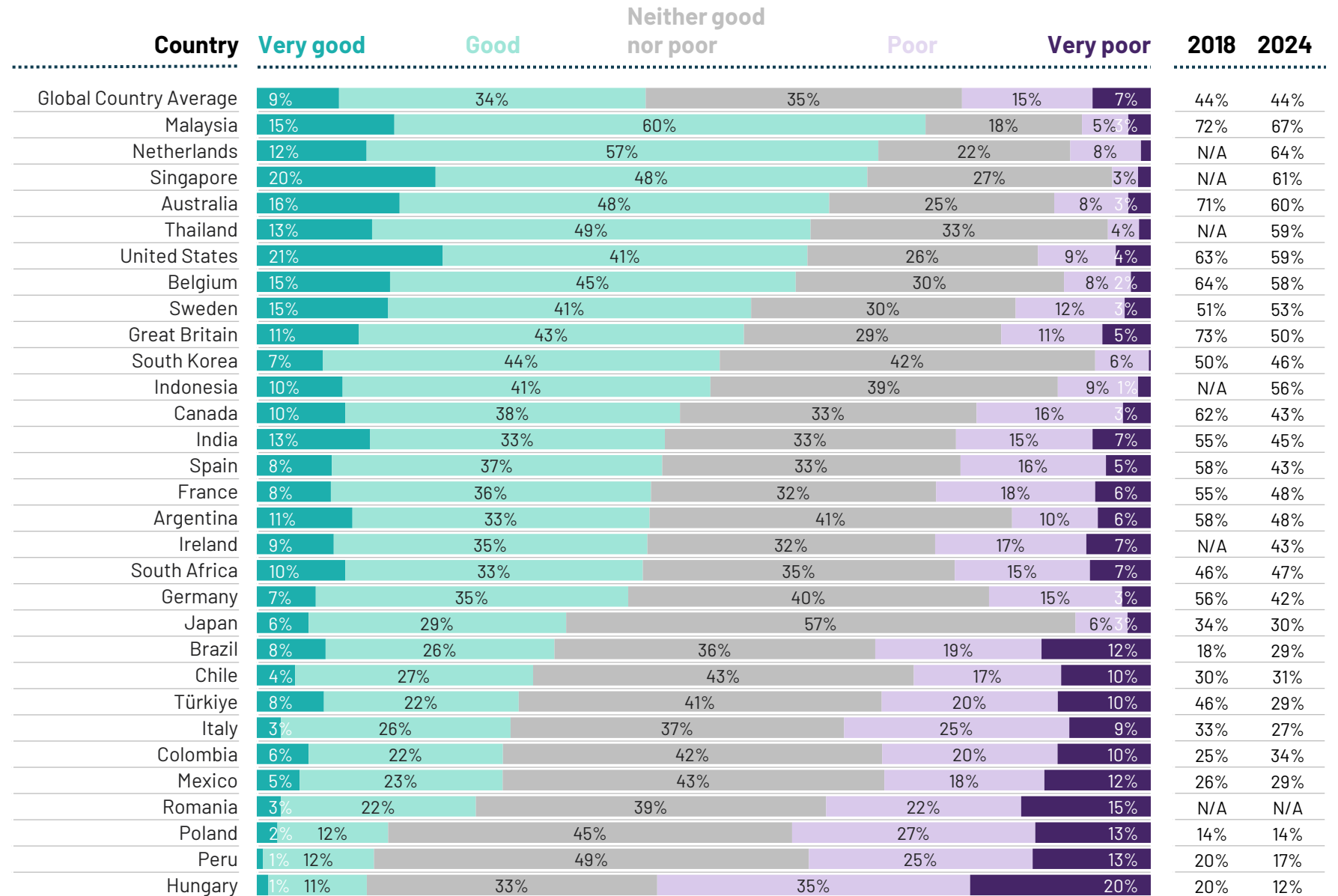
Felt stressed to the point you could not go to work for a period of time

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



How would you rate the quality of healthcare that you and your family have access to in your country?

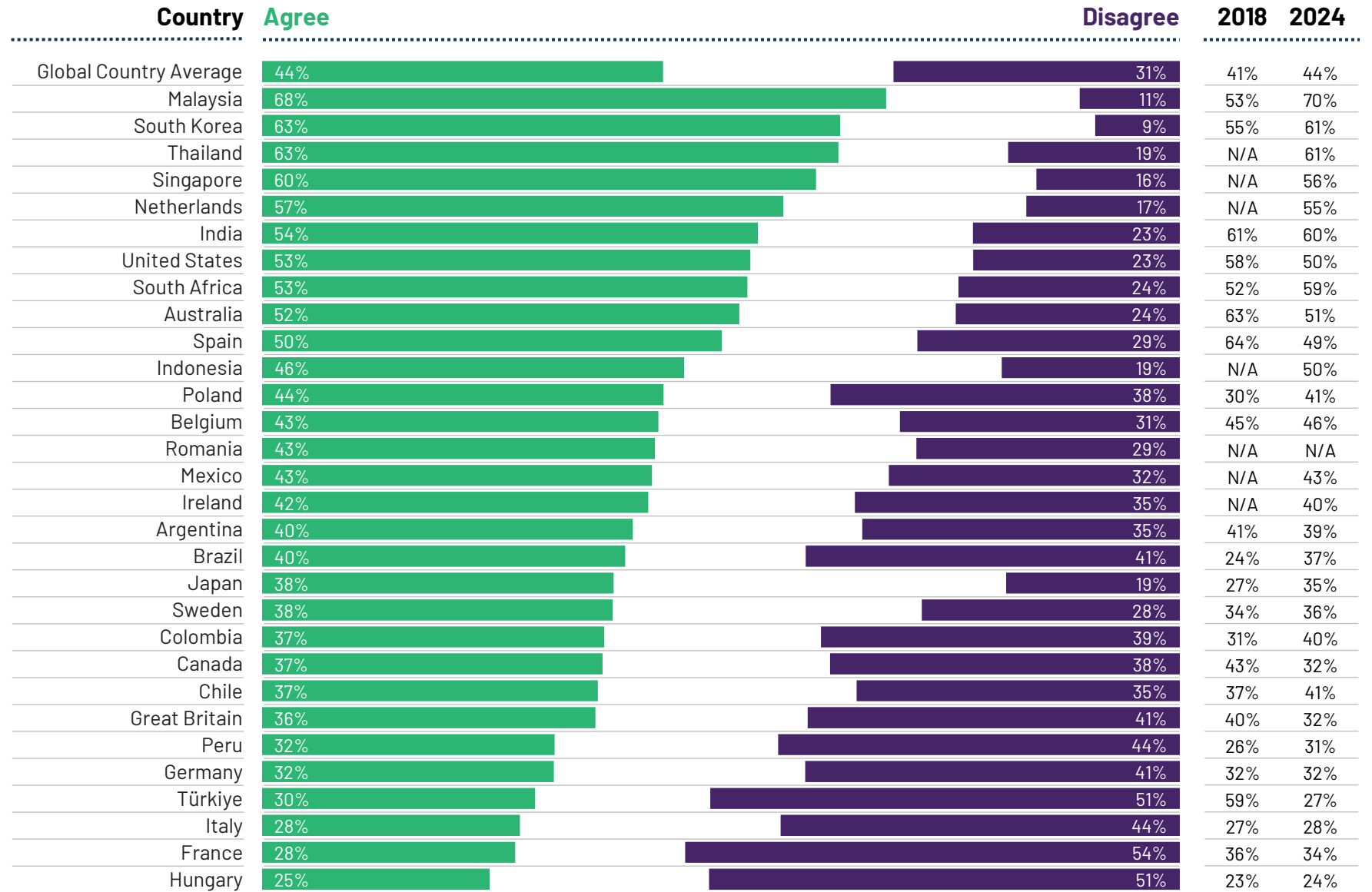
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get an appointment with doctors in my local area

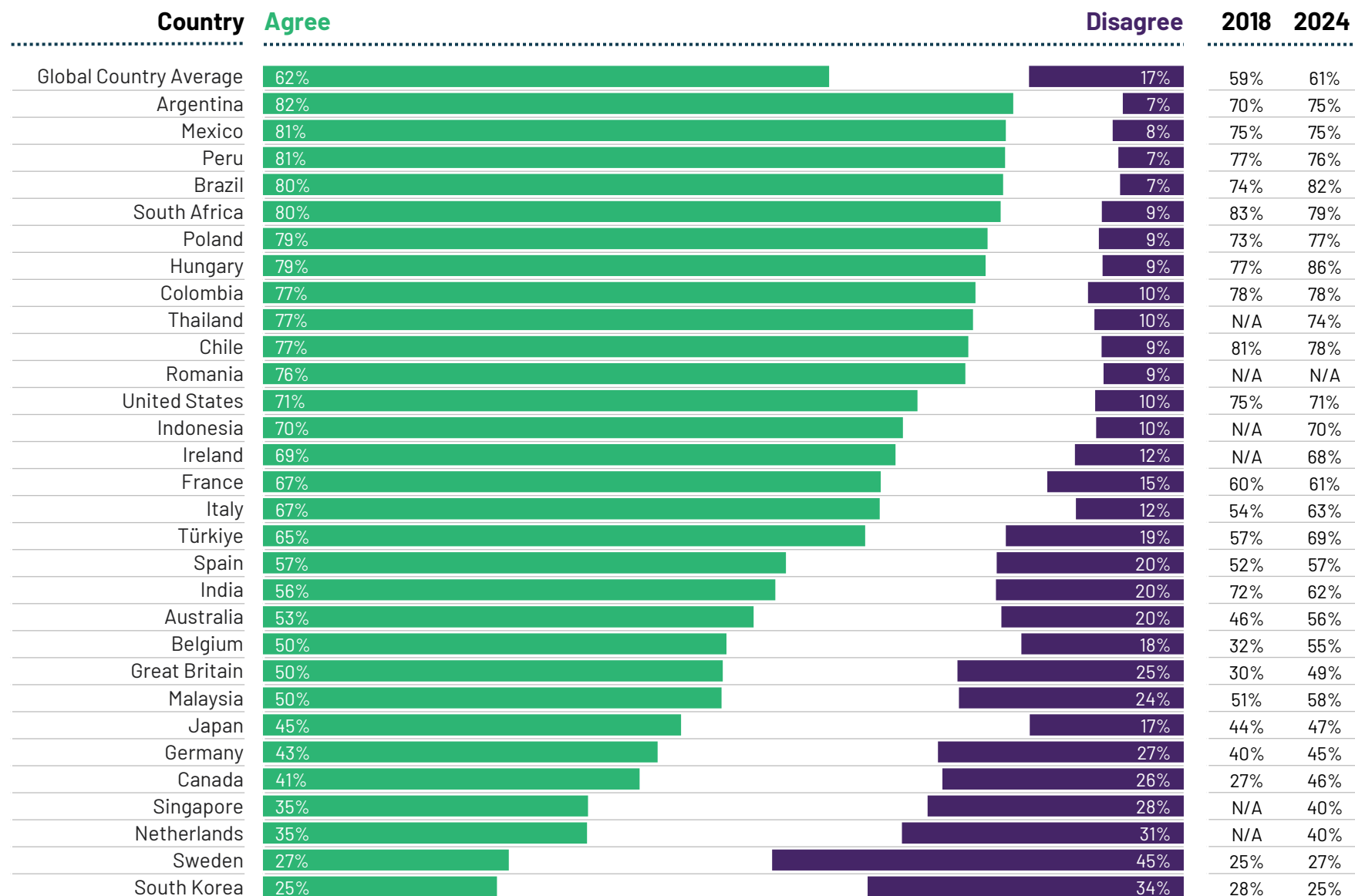
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

Many people in my country cannot afford good healthcare

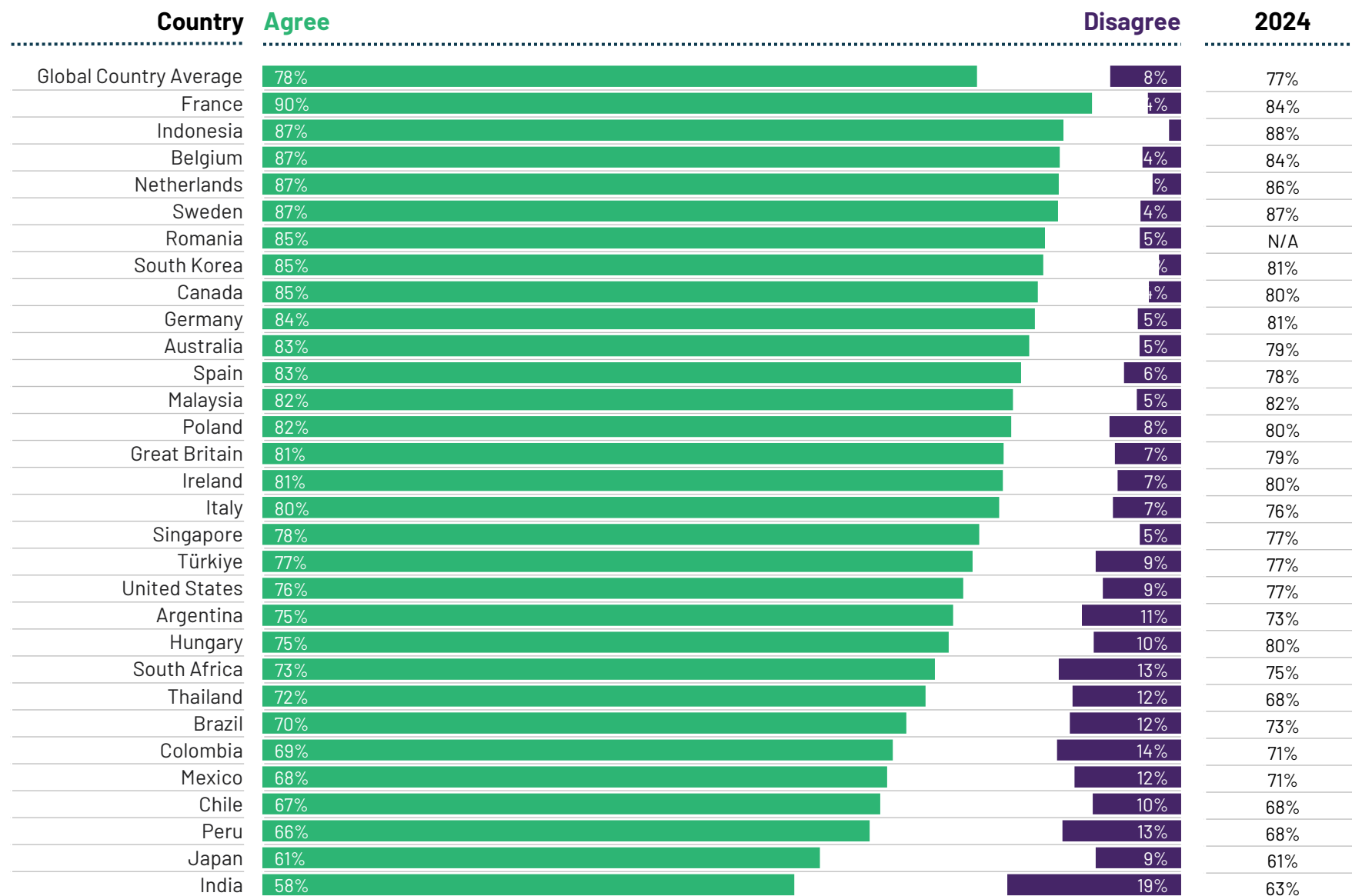
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get access to a pharmacy in my local area

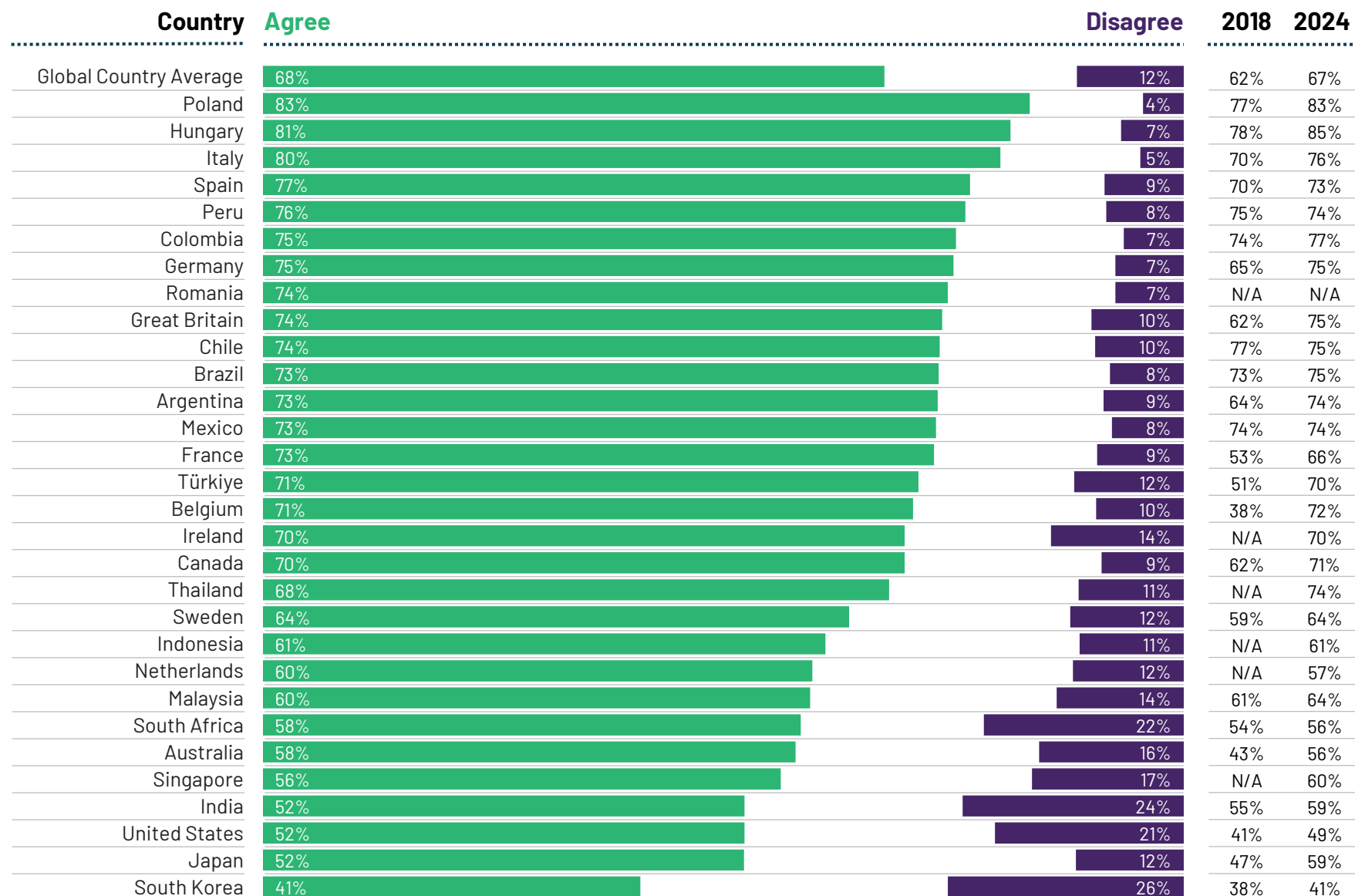
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

Waiting times to get an appointment with doctors are too long in my country

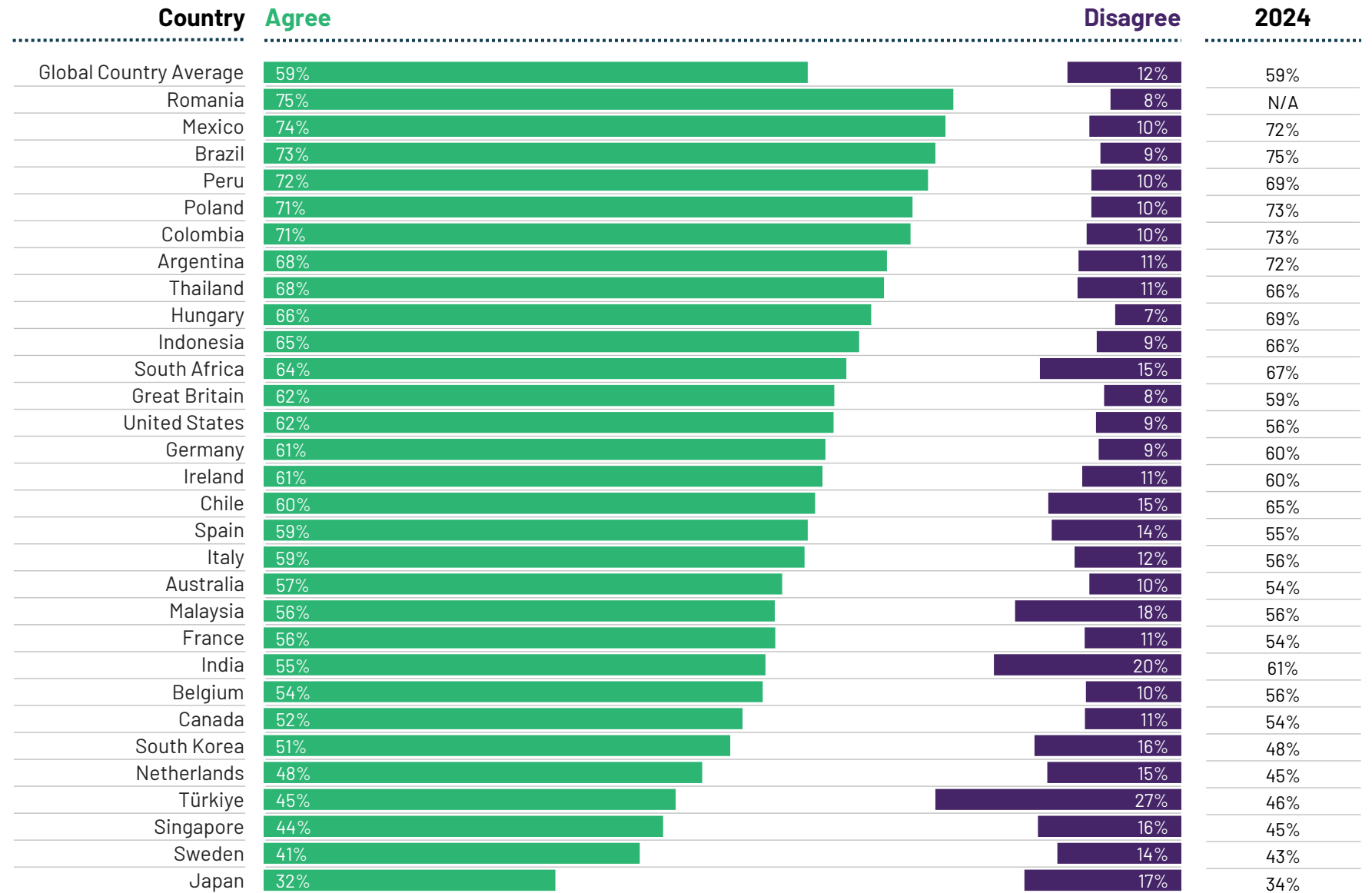
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, individuals often take health decisions (over the counter drugs, home remedies etc.) independently without consulting a doctor or a medical professional

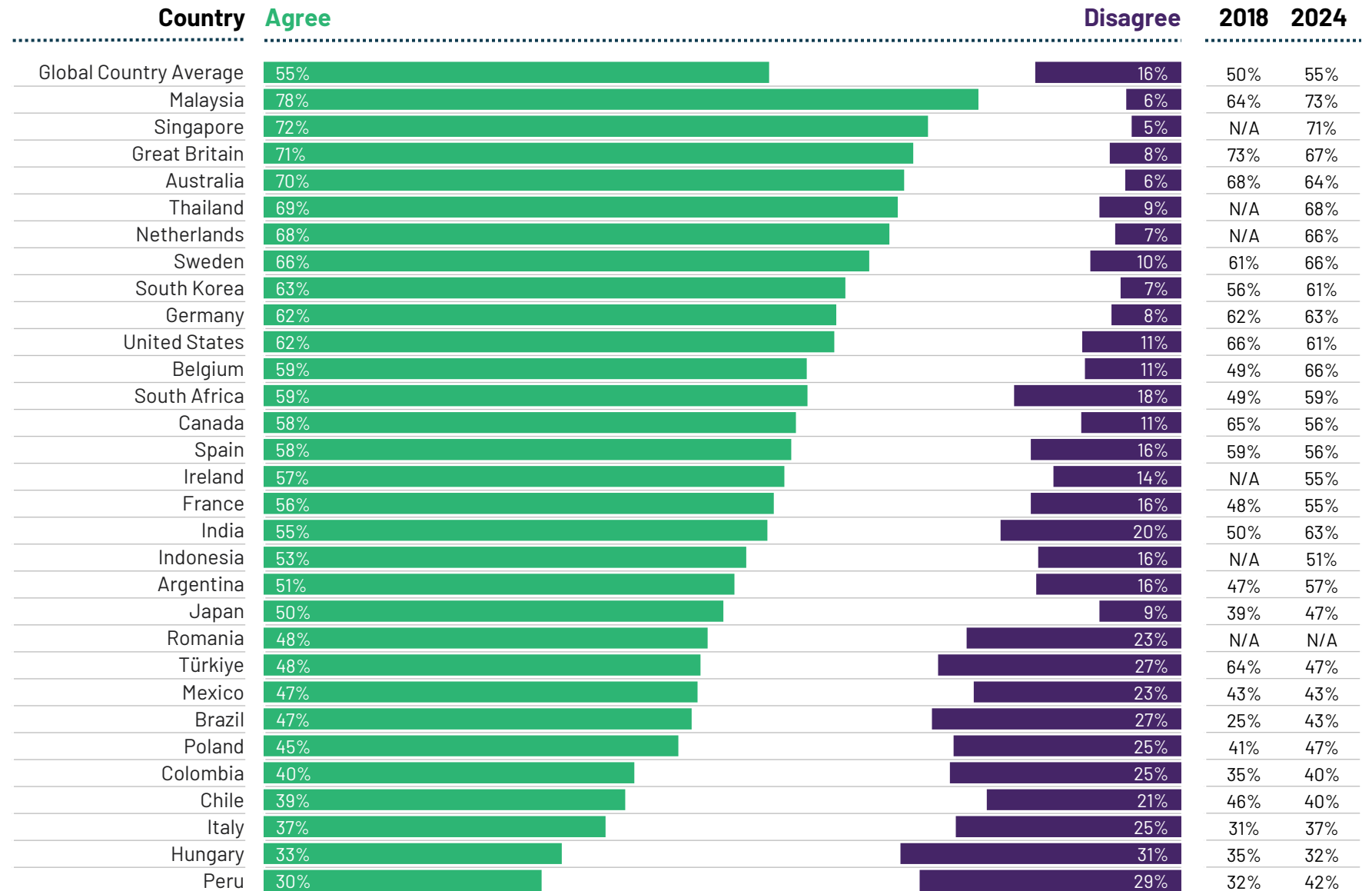
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, information about how to look after my health is readily available when I need it

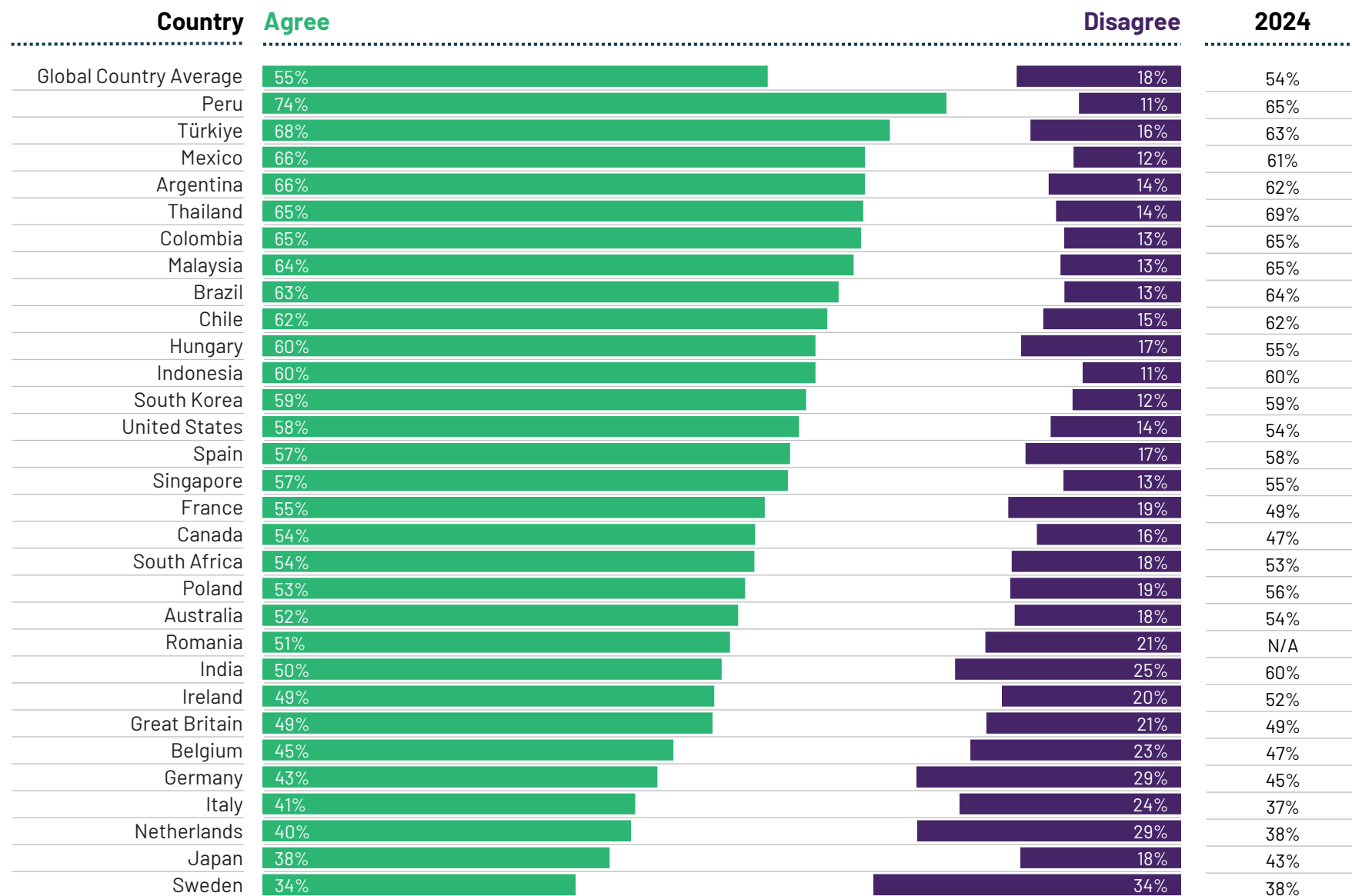
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I am concerned that my personal data will be made available to third parties (government, private companies) without my consent

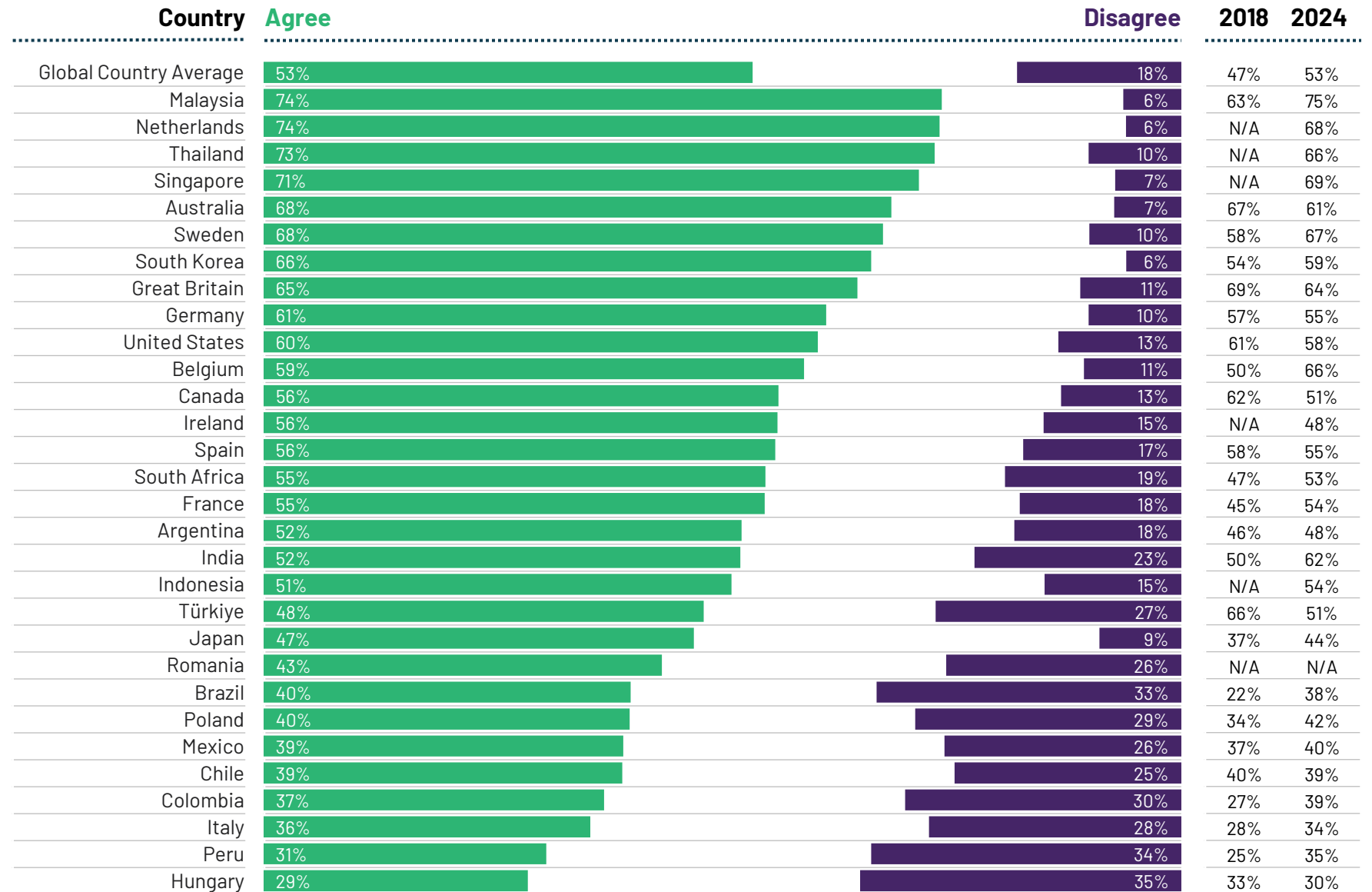
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, information about healthcare services is readily available when I need it

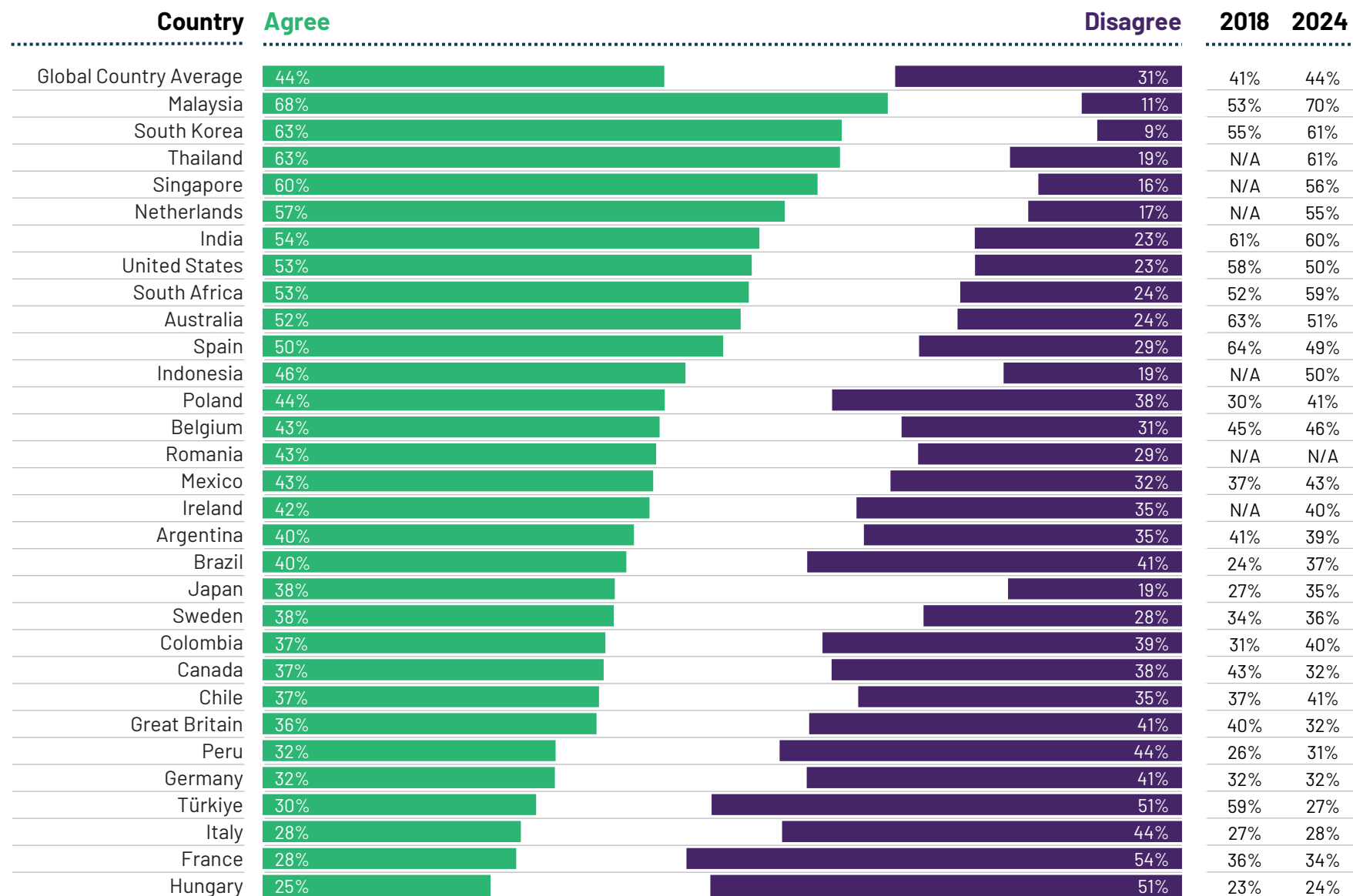
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get an appointment with doctors in my local area

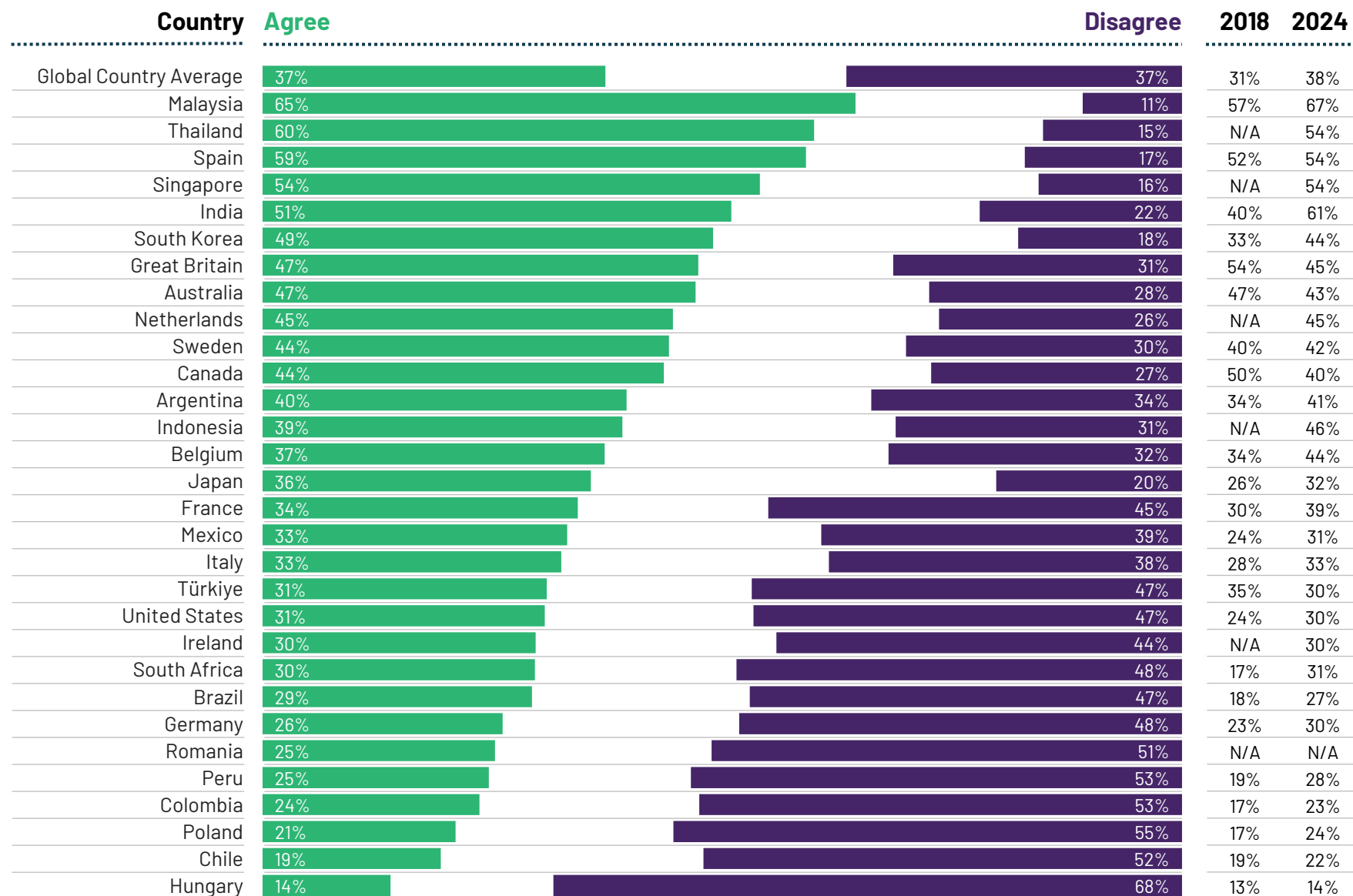
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

The healthcare system in my country provides the same standard of care to everyone

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



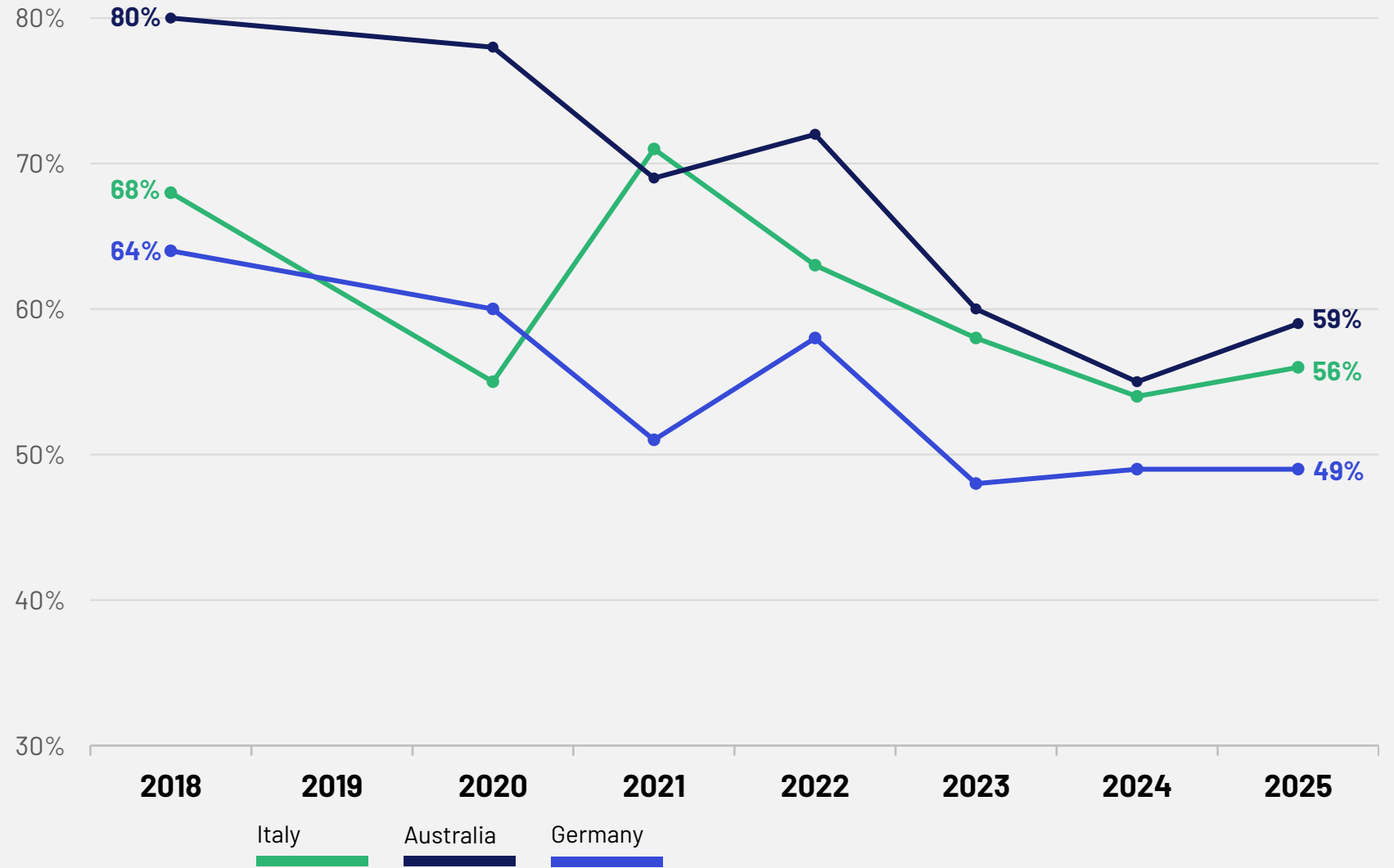
To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% agree

**50-74s in selected countries
2018-2025**

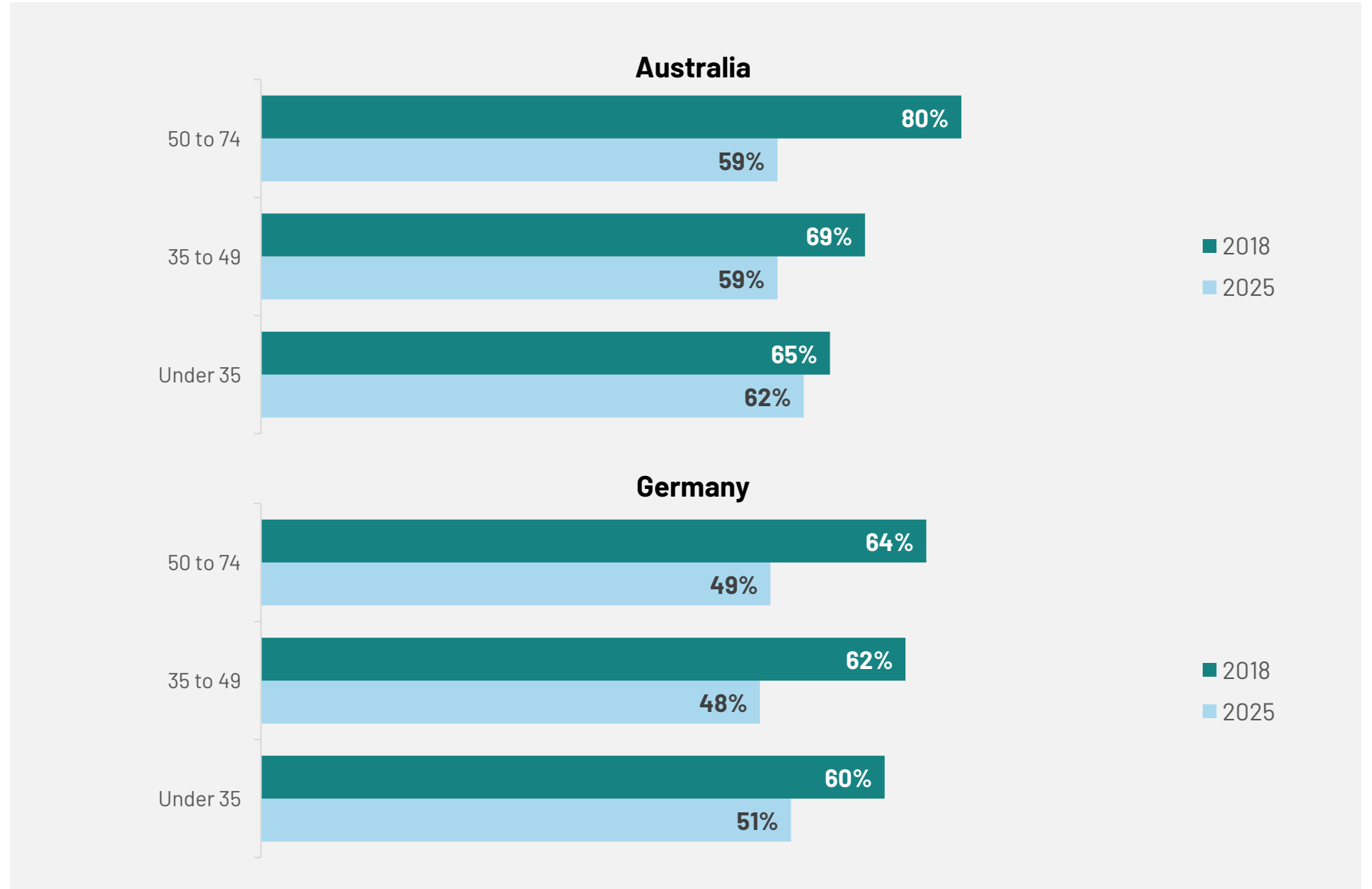
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

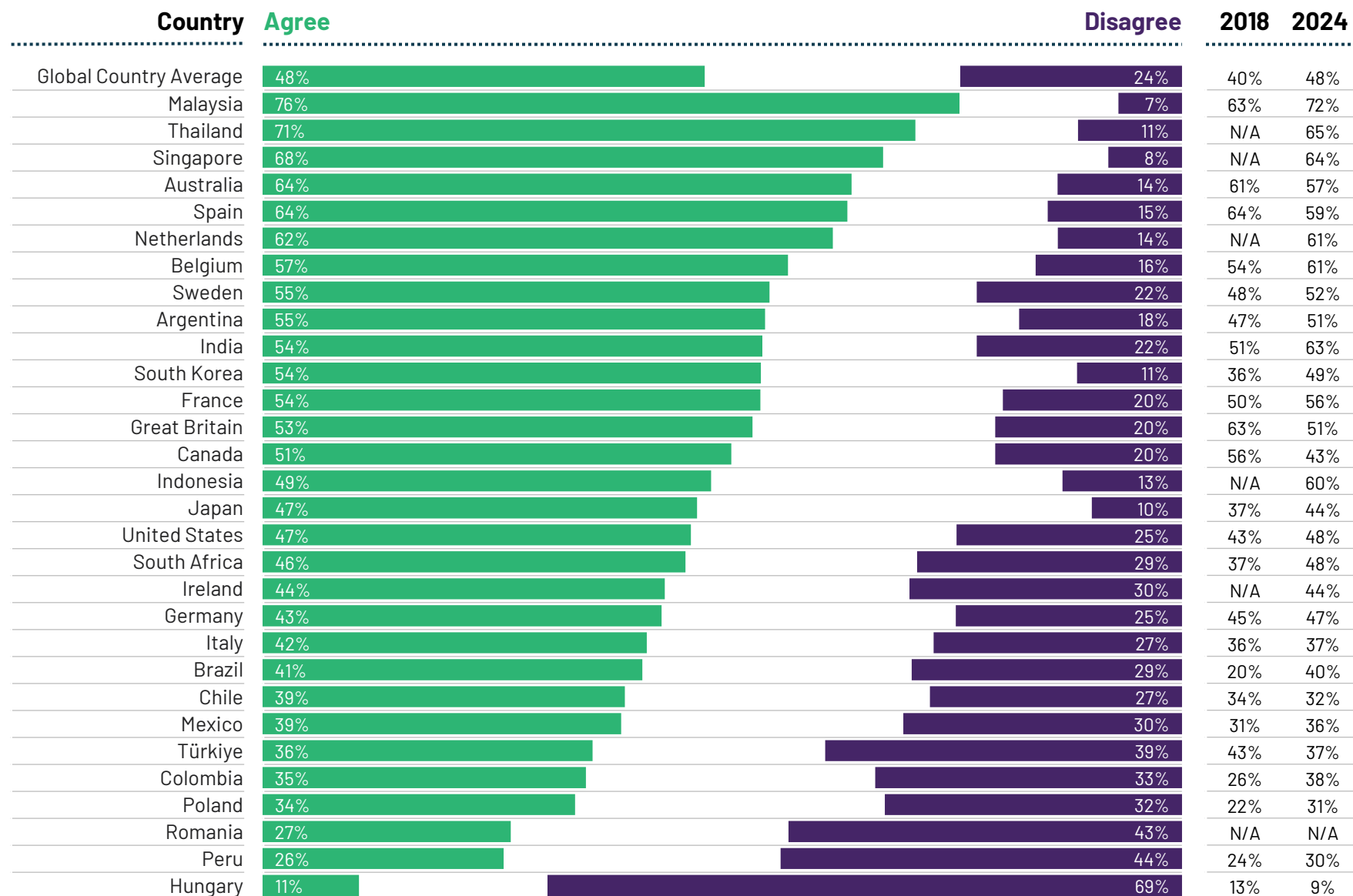
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I trust the healthcare system in my country to provide me with the best treatment

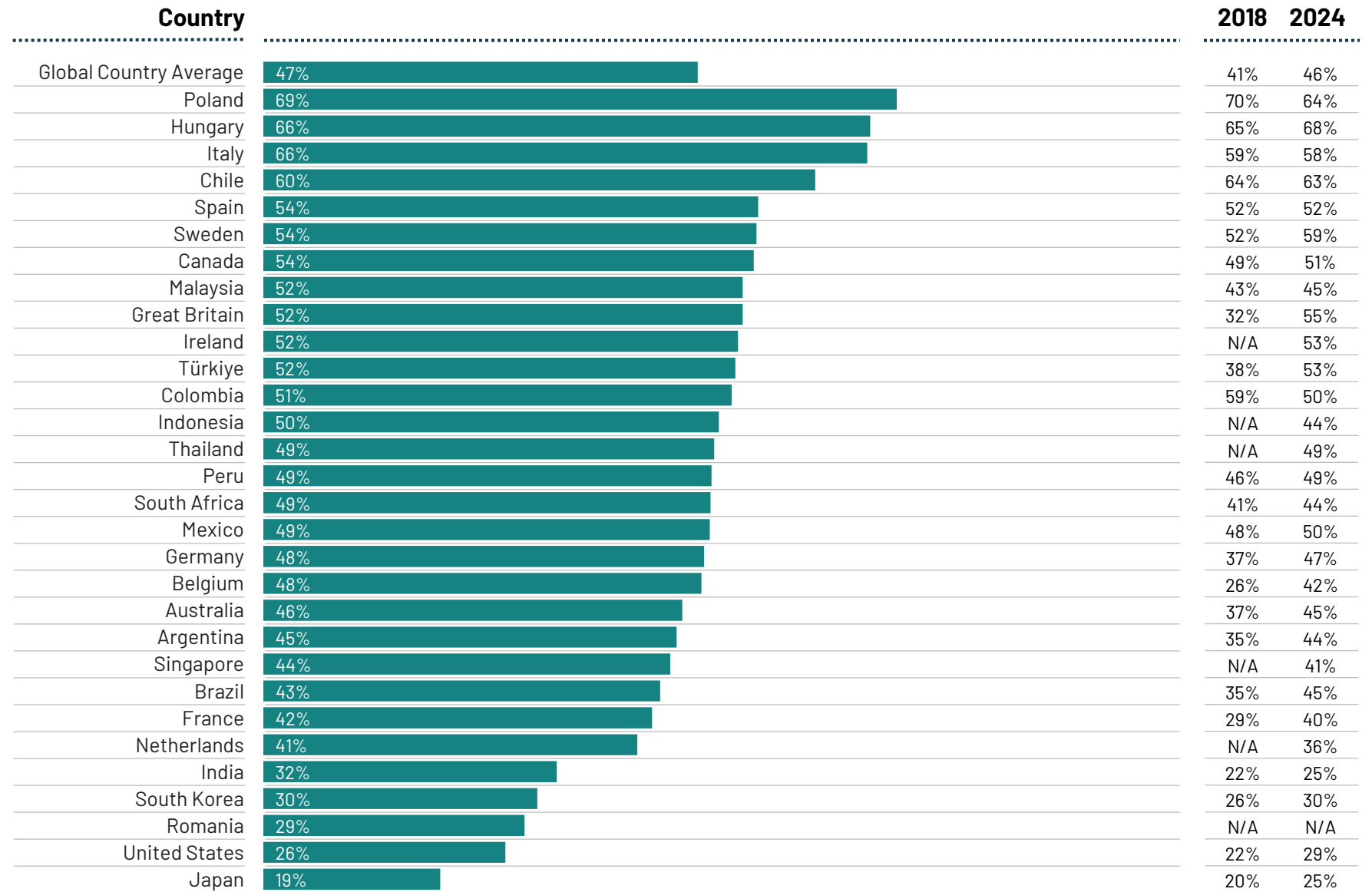
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Access to treatment/long waiting times

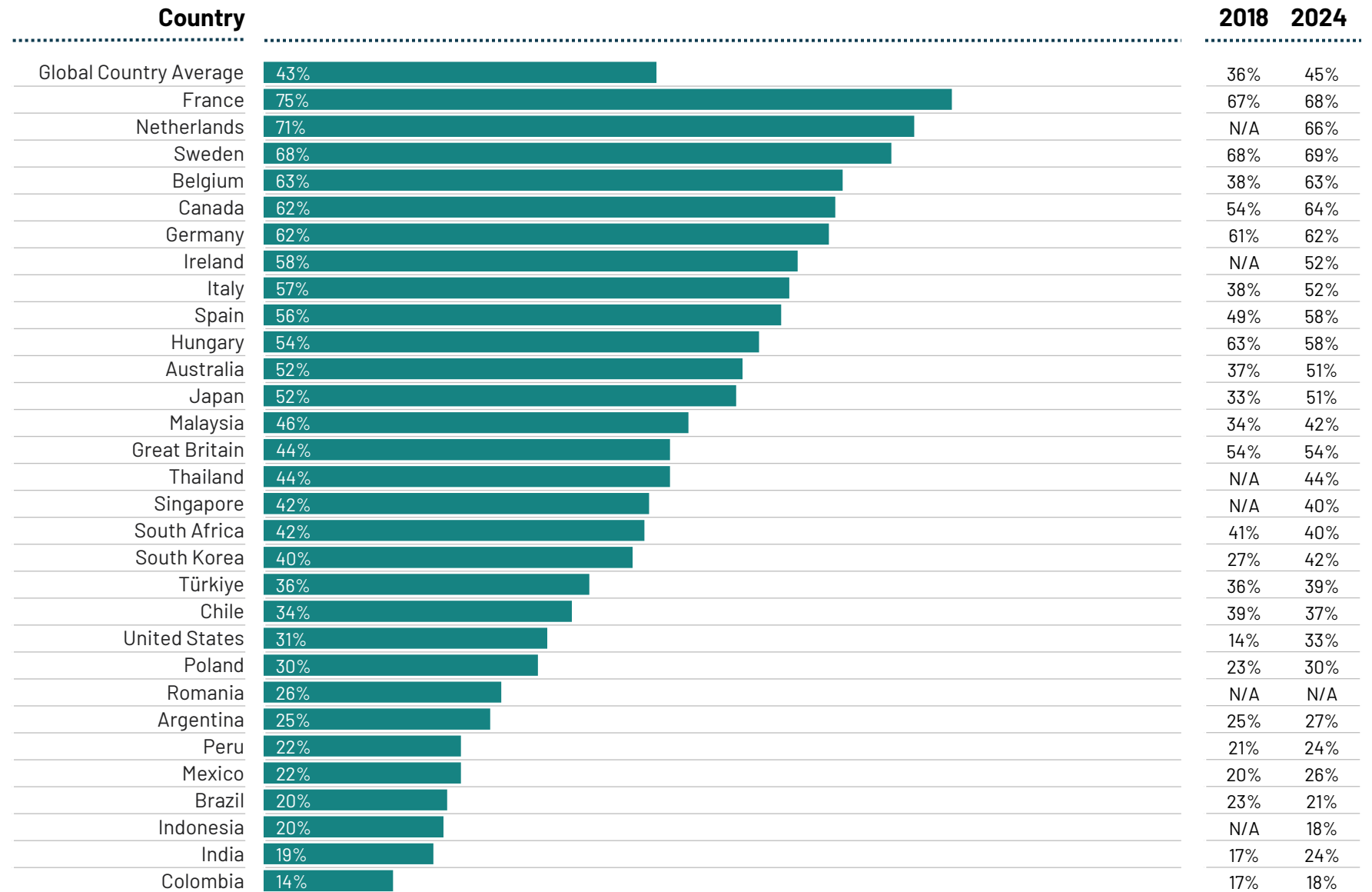
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Not enough staff

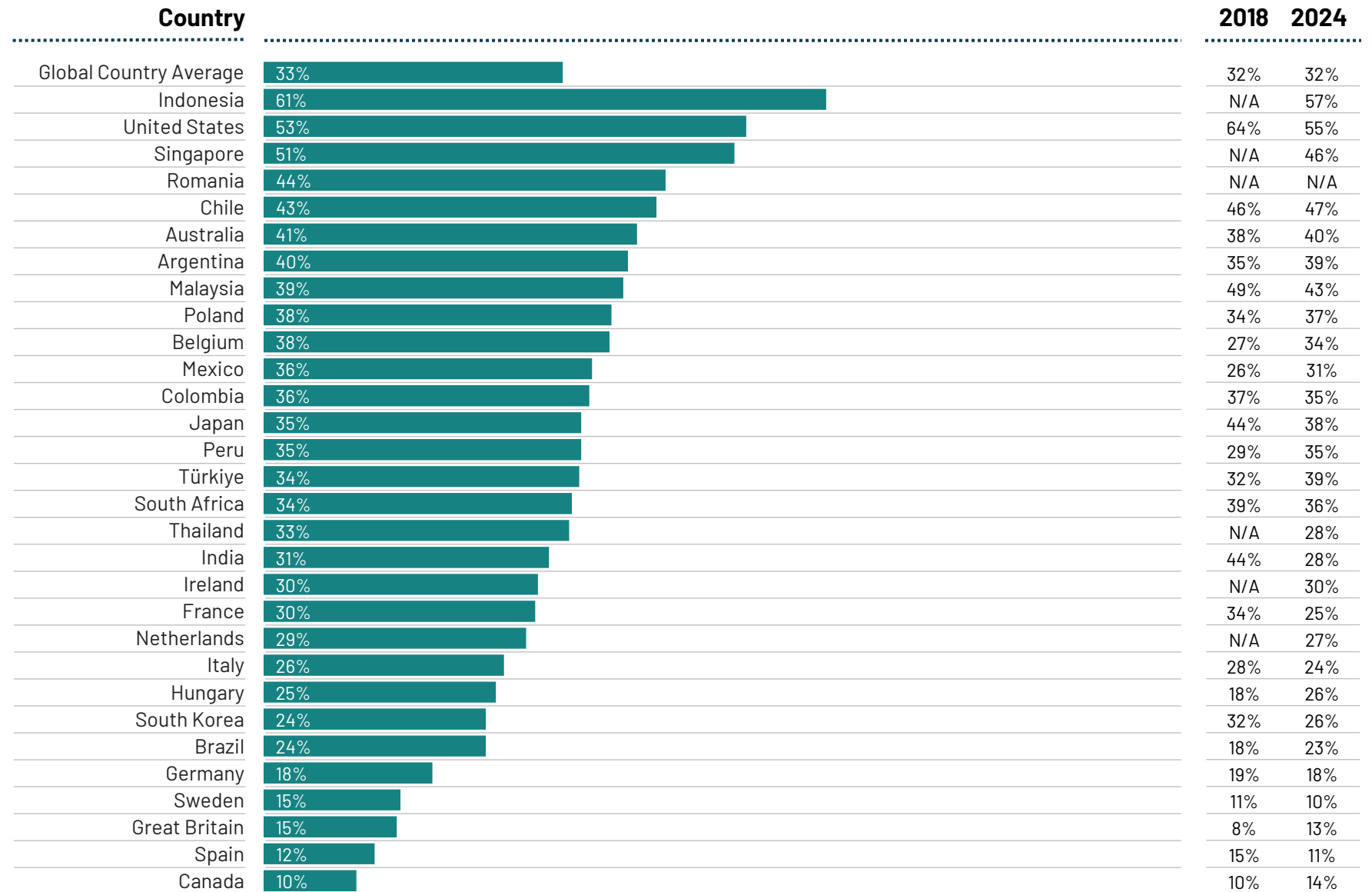
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Cost of accessing treatment

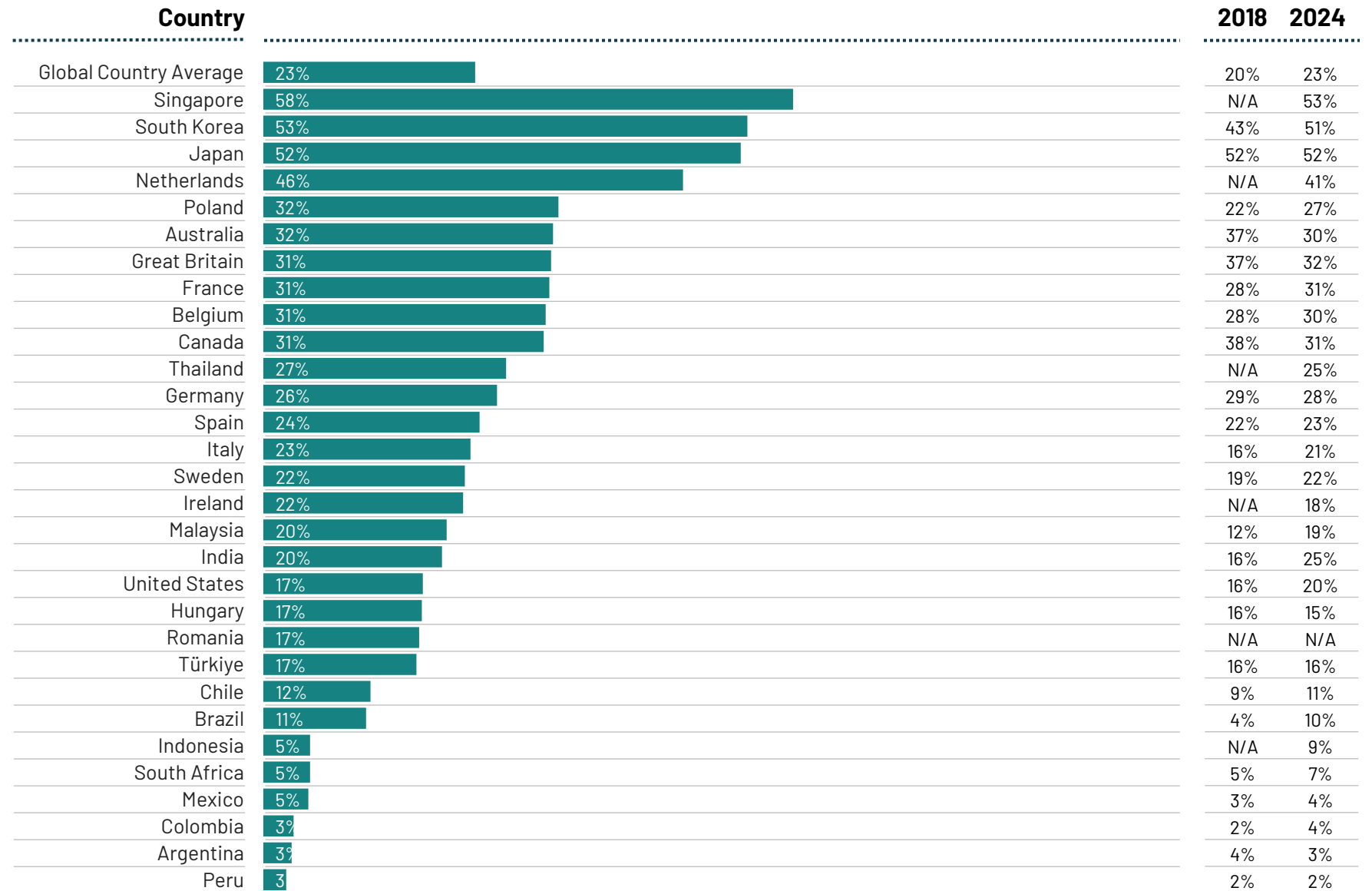
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Ageing population

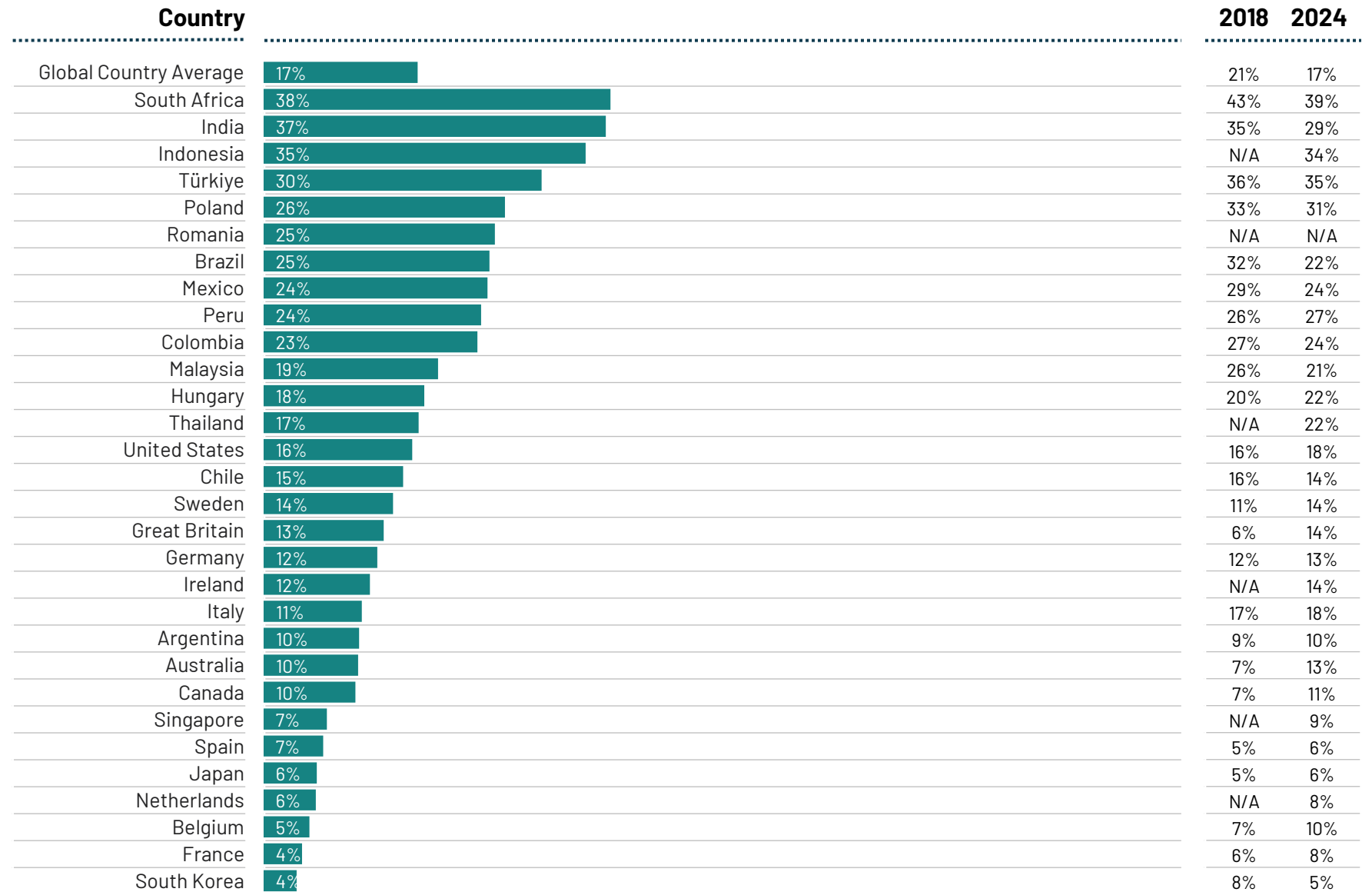
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Poor quality treatment

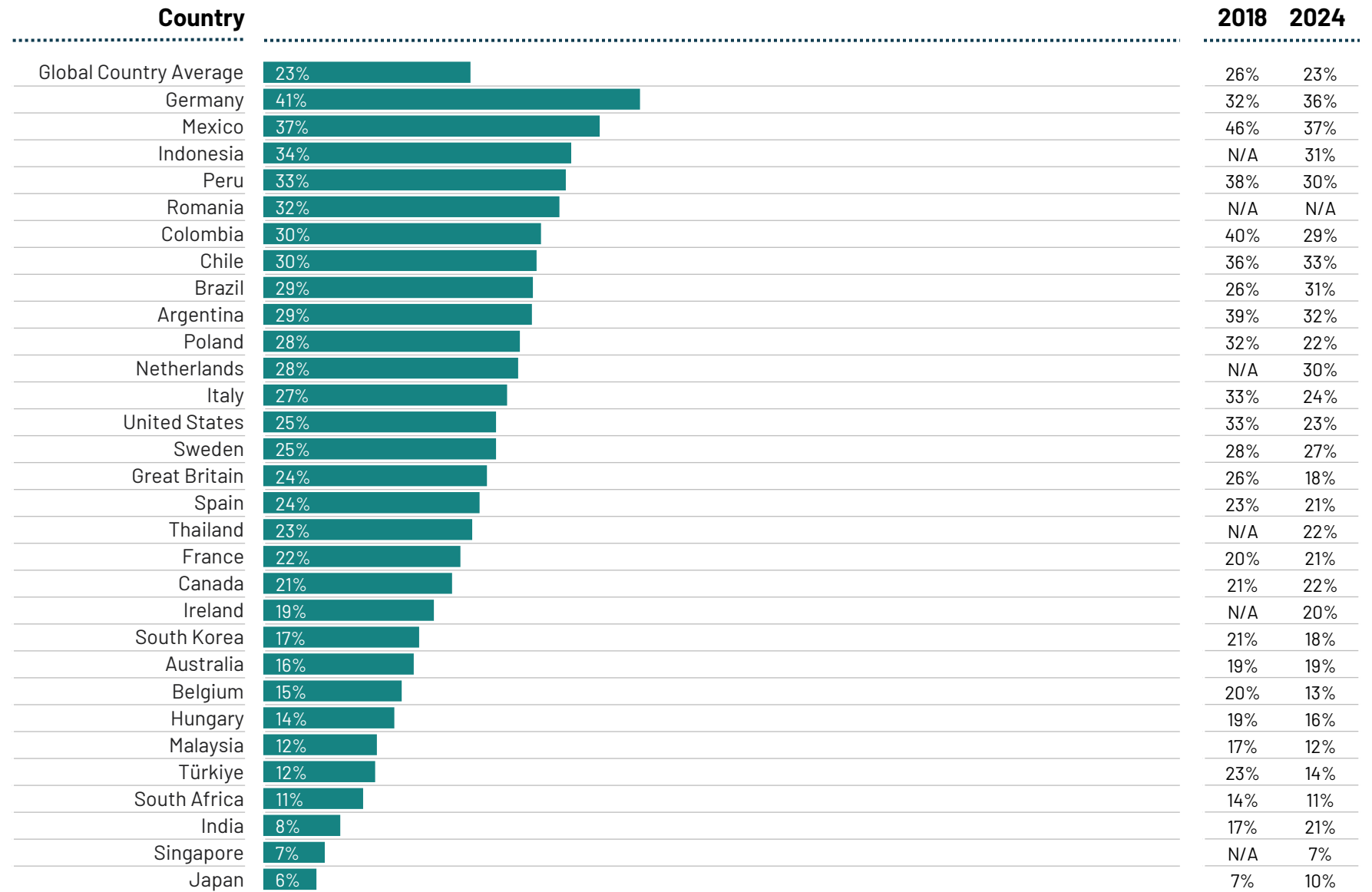
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Bureaucracy

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Methodology



Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, July 25, and Friday, August 8, 2025. For this survey, Ipsos interviewed a total of 23,172 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 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, and Thailand. 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, Poland, South Korea, Spain, Sweden, 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, Romania, 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 30-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.



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About Ipsos

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

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So that our clients can act faster, smarter and bolder.