

September 2025

IPSOS UPDATE

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

Ipsos Update September 2025

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

What was your favourite subject when you were at school? And which lessons bring back bad memories? It's back-to-school time in many parts of the world, and our new *Ipsos Education Monitor* explores how people see the landscape facing children and young people today. Spoiler alert: history comes out as the most popular subject, with religion at the foot of the popularity league table. We were encouraged to see the idea of "boys' subjects" and "girls' subjects" fading among younger generations. Meanwhile, at a time when it can sometimes feel that no one agrees on anything, I was struck by the consensus, across all 30 countries in our study, that under 14s should not be able to access social media. Australia is

banning children from having social media accounts in December; any governments intending to follow suit can do so in the knowledge that they have supportive publics – at least in principle.

We find less consensus on the themes covered in our latest *Ipsos Equalities Index*. That said, twice as many still say campaigns to promote equality in their country need to go further than say they ought to be rolled back. Our special spotlight on the mood in the US finds 68% of Democrats saying the government is primarily responsible for reducing inequality in the country, in line with the 31-nation average. In stark contrast are the views of Republicans; just 26% see this as a responsibility for

government. Donald Trump's electoral base has its own distinctive outlook on things.

President Trump first stated his ambition to "Make America Great Again" more than a decade ago. Our team has been tracking how people feel about the country – and it's not getting better. Back in May 2017, as his first administration was getting underway, 51% said America was "great" (rating the nation at least an eight out of ten on a greatness scale). Today just 36% of Americans think the nation is an eight or greater. Sign up for our *Know the New America and Beyond* newsletter for more.

Elsewhere, this September round-up features how the Lebanese feel about home-produced products (pretty positive), how the French feel about movies (comedy is their favourite) and whether the British would comply with hosepipe bans during the recent heatwaves (they aren't too keen).

Whatever your priorities for the months ahead, our Ipsos colleagues are looking forward to discussing how we can help you better understand today's restless world.



Simon Atkinson
**Chief Knowledge
Officer**

Poll Digest

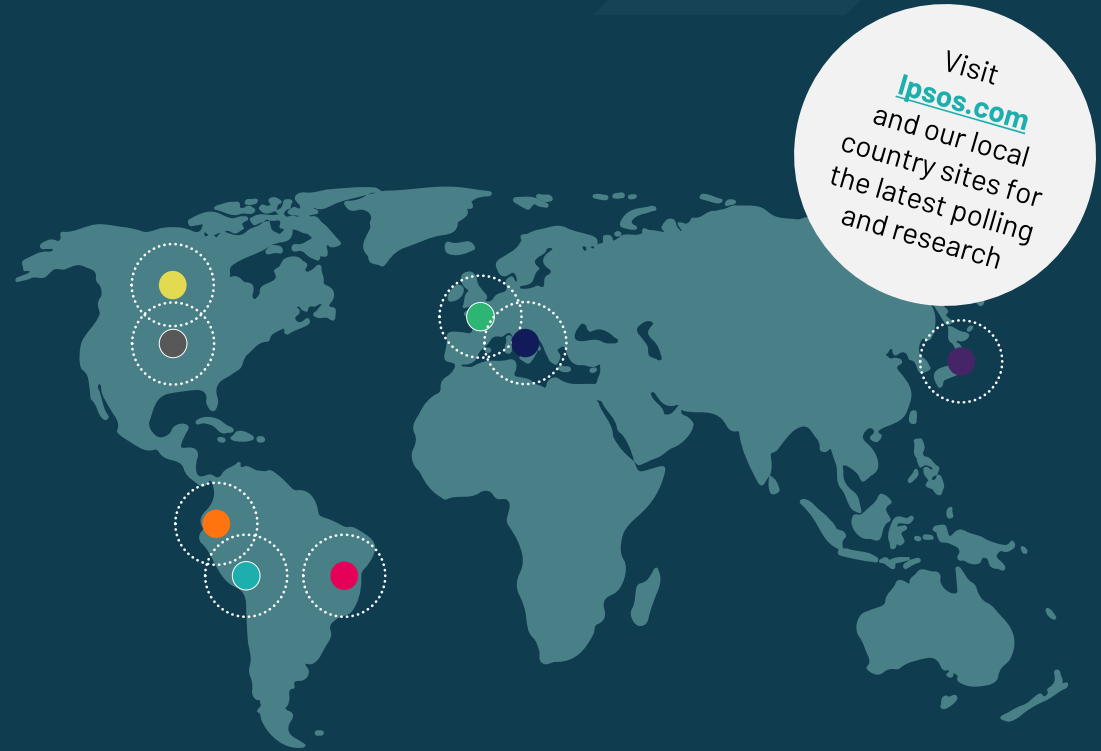
Some of this month’s findings from Ipsos polling around the world

Canada:
82% of small business owners are making investments in AI.

USA:
32% agree tariffs will lead to more jobs (vs. 39% who disagree).

Brazil:
28% consider Pope Leo XIV’s first 100 days to be “average”.

Chile:
72% feel vulnerable to the possibility of a serious illness or accident.



Peru:
48% are proud of the country’s gastronomy.

France:
53% say comedy is their favourite genre of movie, followed by action (48%) and thrillers (32%).

Italy:
63% await the 2026 Winter Games with excitement and curiosity.

Japan:
80% say they shop online at least once month.

CONTENTS



Ipsos Equalities Index 2025

How to best tackle inequality?

1



Know the New America

The latest Ipsos insights from the US

2



Ipsos Education Monitor 2025

Majorities in all countries now support banning children from social media

3



What Worries the World

Crime & violence pulling ahead as the top concern

4



The End of the Beginning

Alzheimer's breakthroughs, challenges, and future directions

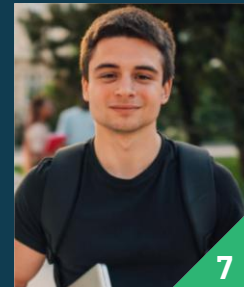
5



What the Future: Wellness

Exploring the impact of technology, public policies, and falling trust

6



A Window into Gen Z's Financial Health 2025

Inflation hitting the young as they enter adulthood

7



Modern Masculinity and Loneliness

Feelings of isolation becoming prevalent

8

Ipsos Equalities Index 2025

More needs to be done

The outcome of the 2024 US Presidential election has prompted a shift in the political climate around the world, with repercussions for the way social issues are discussed and how policies around equality, diversity and inclusion are formulated. The third edition of the *Ipsos Equalities Index* shows where and how public views are changing in response to this – and where they are not.

On average, across 31 countries, more of us believe that our chances of success in life are determined by our own merits (42%) than believe they are due to factors beyond our control (30%).

These numbers have changed very little since 2023.

Just over two-fifths (43%) think that efforts to promote equality for all groups of people need to go further – more than twice the proportion (21%) who say that they have already gone too far. But this gap has closed – in 2023, nearly half (49%) said that more should be done, and less than one in five (19%) said that things had gone too far.

Compared with other countries, Americans are considerably less likely to hold the government responsible for tackling inequality (48% vs. global country average of

65%), and much more likely to say that this is a job for individuals (34% vs. global country average of 20%).

In Canada, our colleagues try to [understand and bridge the nation's generational divide](#) using data from this research. They explore what fairness, opportunity, and success looks by each generation and highlight similarities and differences.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)

42% believe our chances of success in life are determined by our own merits.

Know the New America

The latest Ipsos insights from the US

Using the [Ipsos Consumer Tracker](#), we ask Americans questions about culture, the economy and the forces that shape our lives.

More than ten years have passed since President Trump announced his goal to “Make America Great Again” and so this month we have examined Americans’ attitudes to the nation’s greatness. Overall, the sense of greatness is slipping.

While in 2017, 51% of Americans considered the nation great, with a significant split between Republicans (69%) and Democrats (44%), our latest data finds only 36% maintain this view. This change reflects widening partisan

divides, with a 37-point gap between parties in 2025 (54% Republican vs 17% Democrat).

So, when was America greatest? A (shrinking) majority say it was greatest before the 1980s. That means 58% (down from 70% in 2017) think the nation was at its peak before the Sony Walkman debuted. Just 9% think it’s at its greatest in the present day. More (12%) think it was never great. White Americans are less likely to think American was never great.

We also delve into perceptions of economic news, which are notably divided (again) along partisan lines. While earlier analyses in April

revealed that Republicans were twice as likely to view economic developments positively compared to Democrats, recent surveys show a decline in optimism from both sides.

The gap is widening too, with Republicans being three times more likely (26%) than Democrats (9%) to perceive economic news positively, whereas Democrats more often perceive it negatively (70%).

[READ MORE](#)

[CONTACT](#)

In 2017, 51% of Americans considered the nation great. In 2025, only 36% maintain this view.

Ipsos Education Monitor 2025

Majorities in all countries now support banning children from social media

On average across 30 countries, 71% are in favour of banning children under 14 from using social media, both inside and outside schools, according to the third edition of the *Ipsos Education Monitor*.

Support has increased 6 percentage points from 2024 and majorities in all 30 countries are now in favour of the ban.

However, support for a ban on smartphones in schools (55% are in favour) and on banning the use of AI like Chat GPT in schools (37% are in favour) is less clear-cut.

Young people's mental health emerges as a key theme of this

year's report. On average, a third of people globally (33%) consider mental health challenges like anxiety and depression to be among the greatest challenges facing young people today, making it the #1 issue.

A majority (53%) say the mental health of young people in their country today is poor, compared to 37% who say the same of young people's physical health.

When it comes to which subjects people most enjoyed when they were at school, history comes out top, singled out by 32%, followed by maths (30%) and science (26%). But history and maths prove to be

divisive topics, also featuring in the top three *most disliked* subjects (maths 37%, history 19%).

Among Baby Boomers, there's a clear distinction between subjects which were popular with boys (science, maths) and popular with girls (local language, literature). But among younger generations, this gap has shrunk significantly - and almost disappeared for science and maths.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)

A majority (53%) say the mental health of young people in their country today is poor.

What Worries the World

Crime & violence pulling ahead as the top concern

This August, the proportion of people across 30 countries mentioning crime & violence as a top concern sits at a third (32%), while worry about inflation has fallen slightly to three in ten (30%) – further solidifying crime as the primary issue of today.

Crime & violence has historically been a pressing concern across Latin America, with five of the six LATAM countries on our list putting it as their top worry. Sweden and France also place it as their number one concern – at 64% and 38%, respectively.

Australians have also reached a new peak in concern about crime &

violence this month, following a six-point rise in concern to 36% – the country's highest level of worry since February 2018 (38%).

Elsewhere, after tensions along the border between [Thailand and Cambodia escalated into military action](#), we see Thailand's concern about military conflict between nations increase by 13 points to its highest ever level (50%).

We take a more detailed look at Thailand in this month's special spotlight feature, examining the worries of this country in more depth.

To coincide with the release of the 2025 [Ipsos Education Monitor](#), we

also deep-dive into the issue of education, exploring how concern varies by nation.

Argentinians are the most worried about education, with three in ten (30%) believing it is one of the most important issues facing their nation.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)

Half (50%) of Thais say military conflict between nations is one of the biggest issues facing their country.

The End of the Beginning

Breakthroughs, challenges, and future directions

Alzheimer's disease (AD) afflicts over 15 million people worldwide and is expected to become a growing global healthcare issue as life expectancy increases. In the US, direct and indirect costs associated with AD total around \$300 billion annually – this is expected to grow to \$7.8 billion in 2030.


The exact cause of AD is unknown, but genetics and environmental factors appear to play a role. The most prominent explanation posits that aggregations of pathogenic beta-amyloid drive neuronal dysfunction and, later, death.

After decades of setbacks, this field appears to be at a pivotal point, with multiple novel therapies set to reshape the treatment landscape in the coming years. However, past challenges and regulatory hurdles have highlighted the need for more comprehensive solutions and ongoing innovation.

The field is moving towards earlier diagnosis and intervention, while also exploring promising research pathways beyond anti-amyloid and tau-targeting approaches. Continued investment across a range of modalities will be critical, as will the incorporation of novel

biomarkers and imaging tools to enable precision medicine.

In this PoV, our healthcare experts share the latest research, highlight the need for holistic solutions and look forward to possible promising treatments in research pathways – the latter of which may be reaching a critical juncture.



The Alzheimer's disease market is forecast to grow from approximately \$0.2 billion in 2023 to \$7.8 billion in 2030.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)

What The Future: Wellness

The impact of technology, public policies, and falling trust

The pursuit of healthy living influences every aspect of American life. But that picture is changing faster than ever before.

Pharmaceutical and digital innovations are poised to transform healthcare. Research institutions are facing new funding challenges. The conversation in the US on topics like women's health and mental wellness is evolving. The consensus on food and fitness is shifting. And all the while, longer lifespans and demographic shifts are creating new considerations for personal aspirations and public policy alike.

Each of these issues will create new opportunities and demand

new strategies. But above all, leaders, institutions and brands will need to build trust in order to navigate the future of public health. *What the Future: Wellness* delves into that tension and its implications for product innovators, marketers and corporate strategists across the healthcare, pharmaceutical and tech industries.

We draw on exclusive interviews and expert analysis to uncover the key tensions and opportunities that will shape the future of wellness and explain how brands can play a meaningful role in helping people live longer and healthier lives.

Join us on 15th September for the [What the Future: Wellness webinar](#), for a deep-dive into these findings.

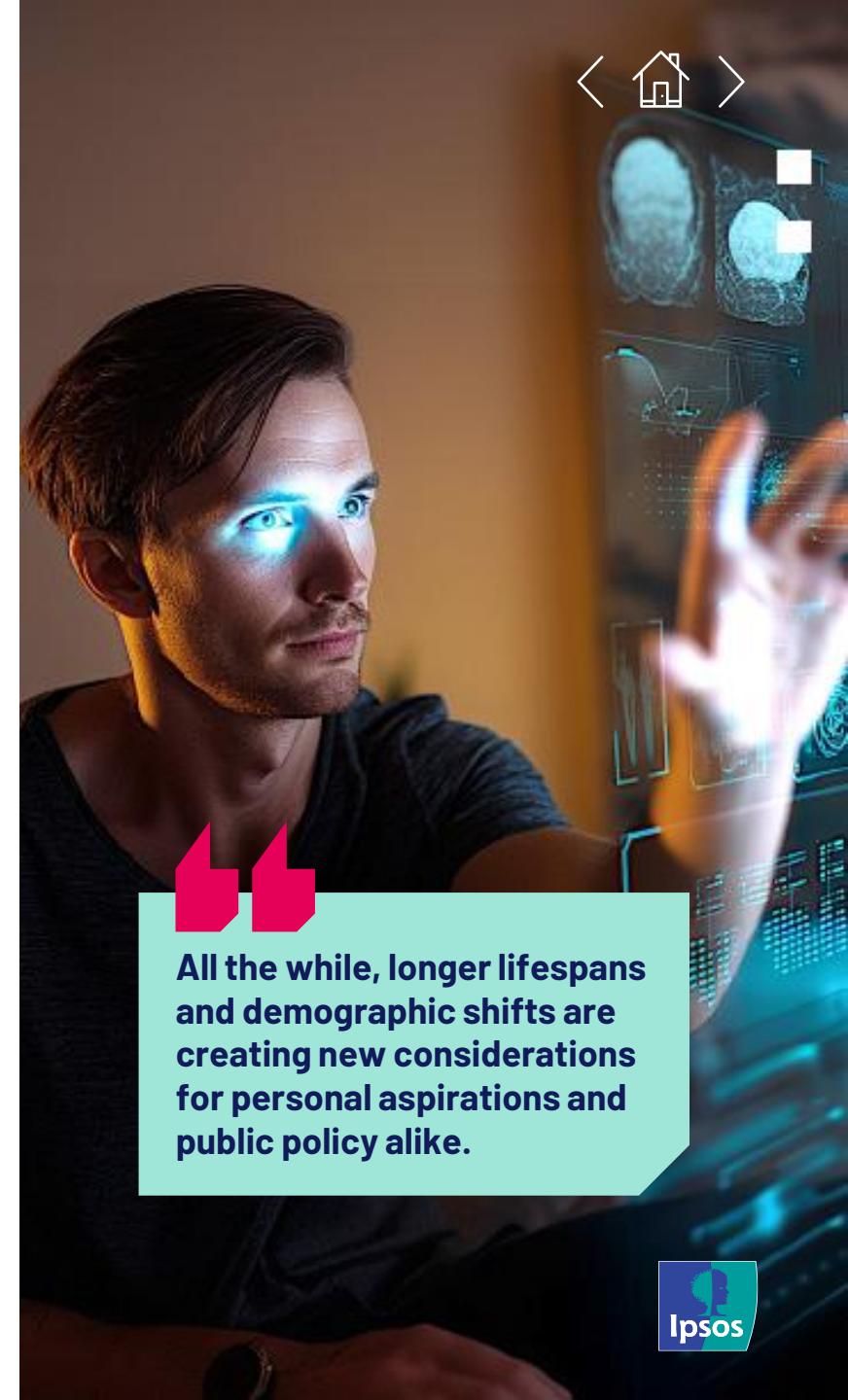
The show will feature clips from our interviews with experts from the US Department of Veterans Affairs, The Menopause Society, New York University, and Johns Hopkins University.

READ MORE

DOWNLOAD

CONTACT

All the while, longer lifespans and demographic shifts are creating new considerations for personal aspirations and public policy alike.



A Window into Gen Z's Financial Health 2025

Inflation hitting the young as they enter adulthood

This study, conducted on behalf of Bank of America, found that, confronted with higher living costs, a majority of young adults in the US are taking action to improve their financial health.

The research found that American Gen Z believe their lack of income is a problem, with over half (53%) not feeling they make enough money to live the life they want, and with many struggling to save consistently. In fact, 55% say they don't have enough emergency savings to cover three months of expenses.

While Gen Z knows that saving for the future is important, they struggle to do so, with close to half

(43%) saying they are not on track to actively save for retirement, though they'd like to be.

A third (33%) of Gen Z are stressed about their finances, and of those, 52% say economic instability is a root cause. When stressed about their finances, many (90%) are likely to take action, including checking their bank account balance (69%), making a budget (64%), or getting ahead on paying bills (46%).

Gen Z understands the importance of financial health, and they value being transparent with friends about money. Consistent with findings in prior years, two-thirds (66%) of Gen Z don't feel pressured

by their friends to spend beyond their means, and 42% feel comfortable declining social activities and letting their friends know it's because they can't afford them.

Financial health also matters in romantic relationships for Gen Z – with nearly four out of five (78%) saying that financial responsibility is an important attribute when choosing a significant other.

Over half (53%) of American Gen Z feel they don't make enough to live the life they want.

[READ MORE](#)[DOWNLOAD](#)[CONTACT](#)

Modern Masculinity and Loneliness

Feelings of isolation becoming prevalent

One in three (36%) 16–34-year-olds in Britain say they feel lonely at least once a week and one in ten (11%) young people say they feel lonely at least once a day. This is despite three quarters (75%) of 16–34-year-olds saying they have ‘many’ friends, with young men (81%) more likely than young women (69%) to say that they have many friends.

This new polling is part of Ipsos in the UK and JOE Media’s Modern Masculinity campaign, which aims to provide an evidence-based picture of modern masculinity and dispel myths surrounding young British men.

The research focuses on how Britons socialise, showing age as

well as gender differences in how the British public make and retain friends. Ipsos in the UK’s Chief Client Officer Richie Jones suggests that “side-by-side bonding” plays a more important part in young male friendships than for other groups, with parts of Generation Z stuck in a “loneliness limbo” of having many friends but still feeling alone.

We now see a divide between the old and the young in their ability to form friendships, with one fifth (21%) of 16–34-year-olds saying they find not knowing how or where to make friends as a barrier to new friendships, compared to just 9% of 55–75-year-olds. 36% of younger people say a lack of


confidence stops them making new friends, compared to 20% of 55–75-year-olds. Three in ten (29%) younger people say a lack of time due to work stops them making new friends.

Be sure to check out Ipsos’ previous work with JOE Media, exploring [young men’s perceptions of what women want](#) in a partner.

READ MORE

DOWNLOAD

CONTACT



36% 16–34-year-olds in Britain feel lonely at least once a week, despite three quarters (75%) saying they have ‘many’ friends.

Shortcuts



Made in Lebanon

Ipsos in Lebanon conducted a nationwide study to assess public sentiment toward Lebanese-made products.

While 68% view Lebanese products positively and 61% believe they match international quality standards, perceptions vary across categories, with cosmetics and dietary-specific products seen as areas needing improvement.

[READ MORE](#)


US Attitudes to Food, Health & Regulation

As part of our series looking at American feelings to all things food, this edition finds that Americans from all backgrounds are concerned about how their diets impact their health and wellbeing. Regardless of political affiliation, people agree the government should do more to ensure food safety.

[READ MORE](#)


Housepipe Bans and Heatwaves

New polling from Ipsos in the UK reveals that 36% of the British public are only somewhat prepared to adjust their work or daily routines to the heat, with 12% saying they are not at all prepared.

This lack of concern is demonstrated by Ipsos' findings that just half (49%) of Britons would comply with hosepipe bans if these were put in place in their areas.

[READ MORE](#)


Indigenous Issues Report 2025

Reconciliation efforts in Australia are facing significant headwinds, with symbolic gestures losing favour among the public, according to the latest Ipsos Indigenous Issues 2025 report.

The report measures Australians' perceptions of First Nations issues, including Indigenous recognition and the role of Government in acting for First Nations peoples, tracking attitudes to these issues since 2021.

[READ MORE](#)

CONTACT

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: **Callao, Peru**. Peru is the country most likely to agree that one's success is based on merit. Find out more on [page 5](#).

www.ipsos.com

@Ipsos