

IPSOS HEALTH SERVICE REPORT 2025

A 30-Country Ipsos
Global Advisor Survey

October 2025

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Key findings



Australians slightly happier with care they receive

Sixty-four per cent say the healthcare they receive is good, up from 60% last year. Only three countries in our survey are more satisfied with the care they receive, but Australians are less happy than they were in 2018.



Not enough staff seen as the biggest challenge

Fifty-two per cent of Australians think lack of staff is one of the biggest problems facing the healthcare system, ahead of the global average of 47%. Access to treatment (46%) and cost (41%) are also seen as major issues for Australians.



Concern about the system's capacity is growing

Compared to 2018 the proportion of Australians who think the healthcare system is overstretched (67%) and wait times are too long (58%) is rising (+7pp and +15pp respectively). At the same time those who think it is easy to get an appointment is falling (-11pp).



Support for vaccinations falling among Australians

While 60% of Australians support compulsory vaccinations for infectious diseases, like in many other countries, this figure is lower than it was before the Covid-19 pandemic. In 2018, 70% agreed with this statement. It is among older people that support has fallen the most (80% in 2018, 59% in 2025).



Mental health seen as the biggest health issue

Six in ten (60%) see mental health as the biggest health problems affecting Australians. This ranks ahead of cancer (37%), obesity (28%) and drug abuse (24%). Despite mental health being such a major issue only 33% of Australians think the healthcare system treats it the same as it does physical health.



Impact of stress disrupting Australians' lives

Sixty per cent of Australians said in the last 12 months stress has had an impact on their daily life. Forty per cent say in the past year they have had to miss work because of the stress they have felt. Young people are more likely to be affected. Seventy-six per cent of Gen Z say stress has impacted their life in the last year.

At a glance: Australia



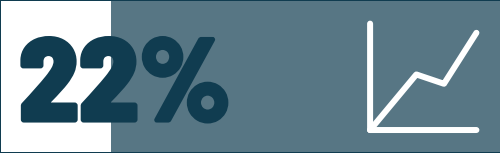
62%

of Australians say mental health is the biggest health concern. Up from 50% in 2018.



64%

think the quality of their healthcare is either good or very good. Down from 71% in 2018.



22%

in Australia believe the quality of healthcare will improve.

63%

say they have heard about GLP-1 drugs such as Ozempic, Wegovy, Zepbound, Rybelsus or Mounjaro?



Perceived biggest healthcare problems:

Not enough staff



52%

Access to treatment/long waiting times



46%

Cost of accessing treatment



41%

Ageing population



32%

Lack of investment in preventative health/Bureaucracy



16%



At a glance: Global



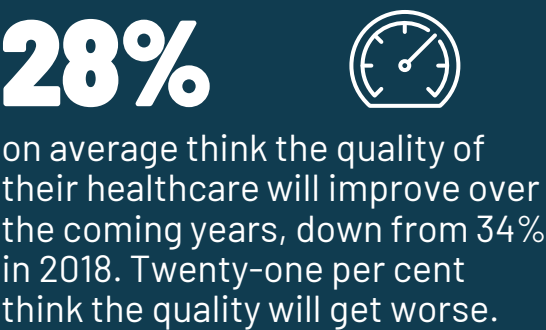
45%
on average across 30 countries say mental health is the biggest health concern. This is up from 27% in 2018. Cancer, stress, obesity, and drug abuse follow as concerns.



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.

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Perceived biggest healthcare problems:

Access to treatment/waiting times



Not enough staff



Cost of accessing treatment



Ageing population



Bureaucracy



Global summary

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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.

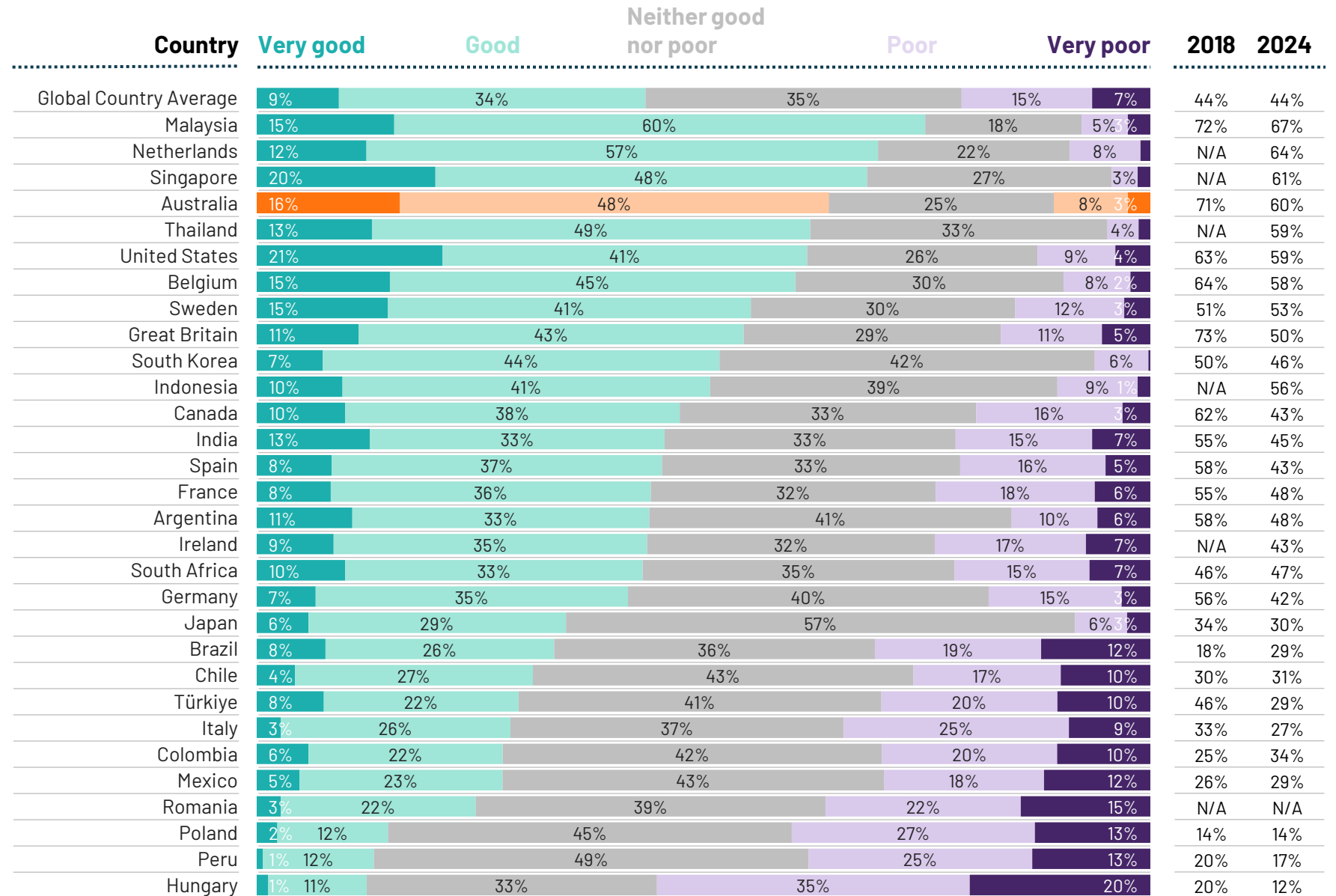


Healthcare system satisfaction and challenges



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.



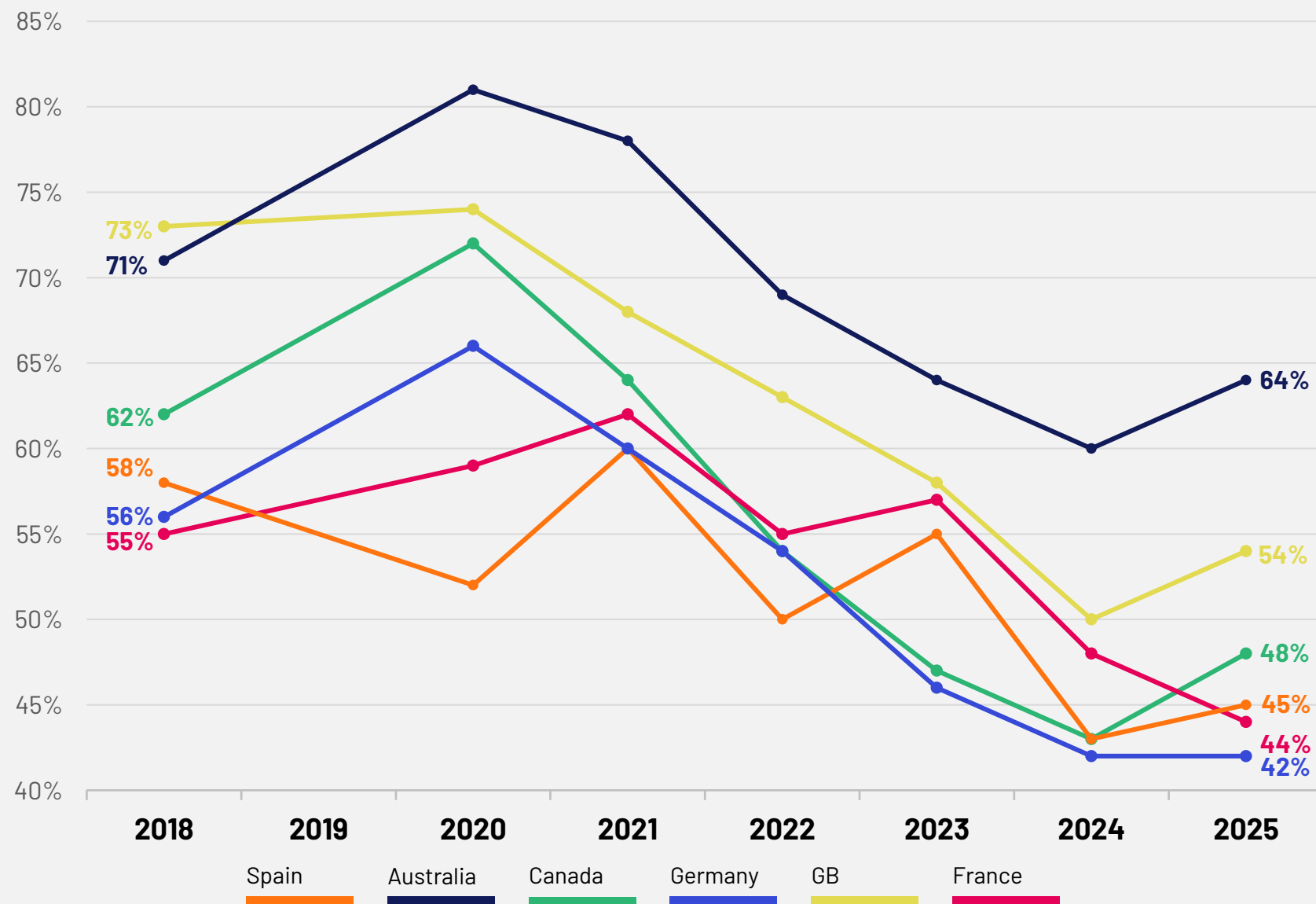
Quality of healthcare

% '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.



Attitudes by generation

Older Australians are more likely to rate the care they receive as good. Baby boomers are the most positive, with 72% feeling the quality is good and 20% saying it is very good. Millennials are the least positive across all age groups. Fifty-nine per cent say the quality of care they experience is good and only 12% find it very good.

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.



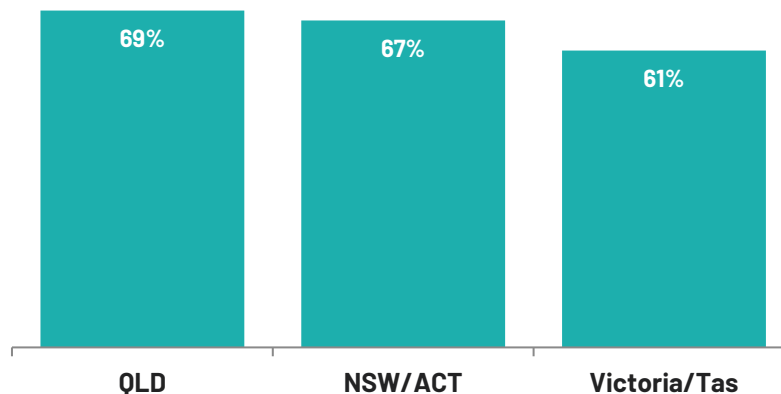
Attitudes between states

Queenslanders are most satisfied with the quality of care they receive (69%), but they are also the most likely to say they think their healthcare system is overstretched (76%).

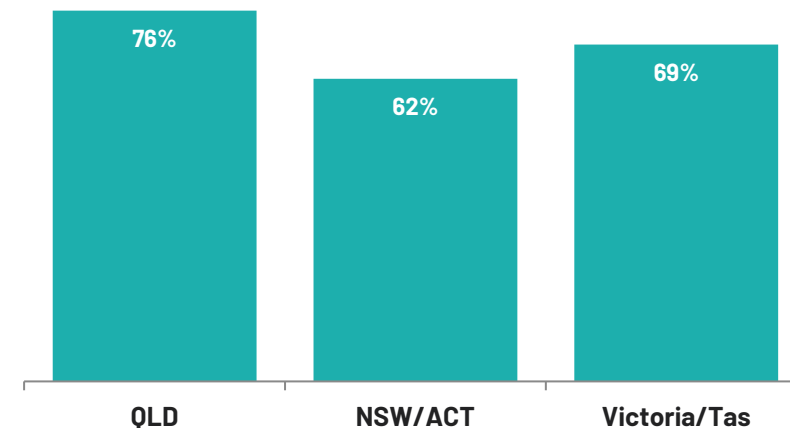
Victorians are slightly less likely to rate their healthcare system as good (61%) than other states and 69% feel the system is over stretched.

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

% who rate the quality of care they access as good

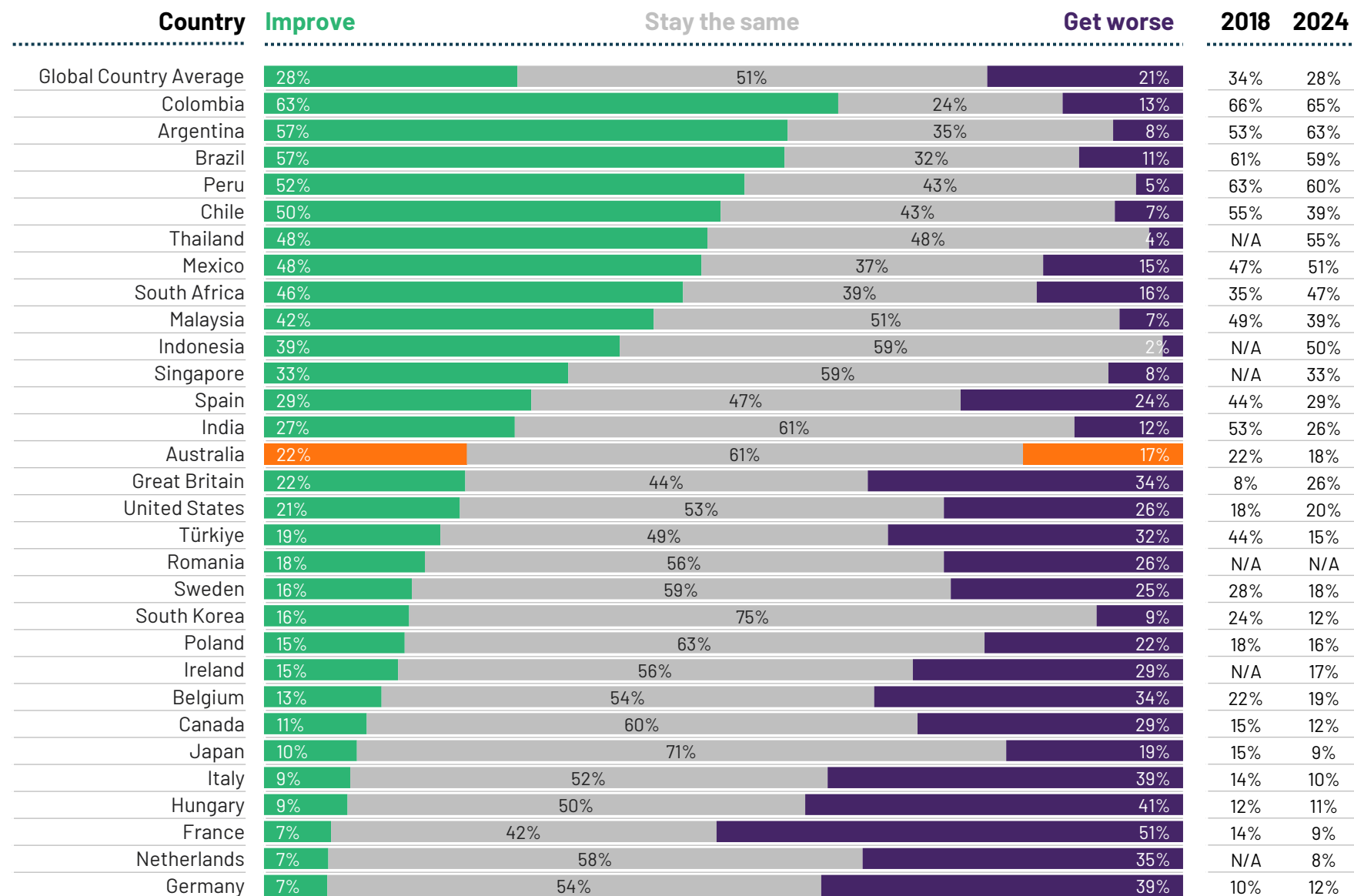


% who think their healthcare system is overstretched



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?

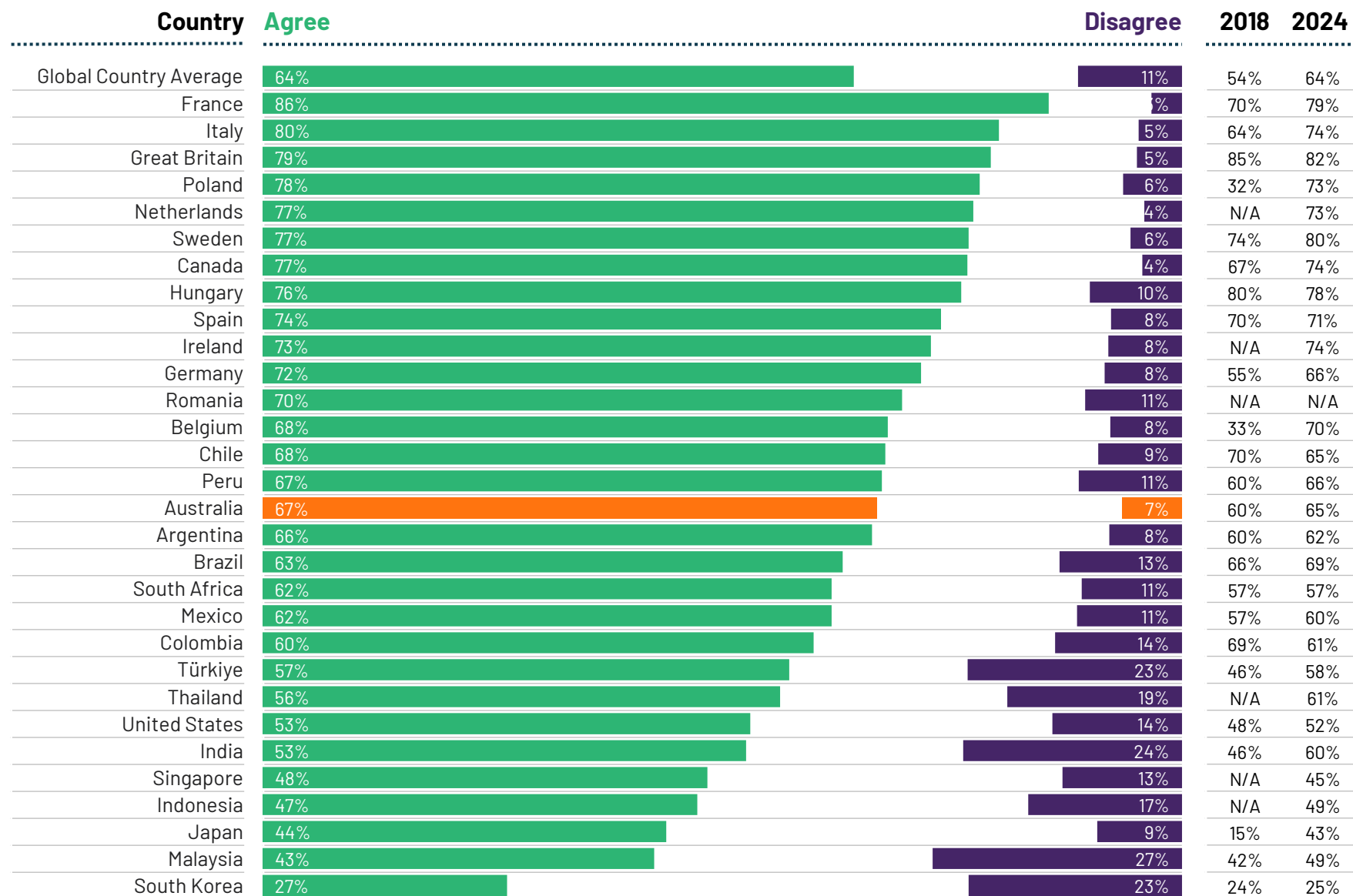
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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.

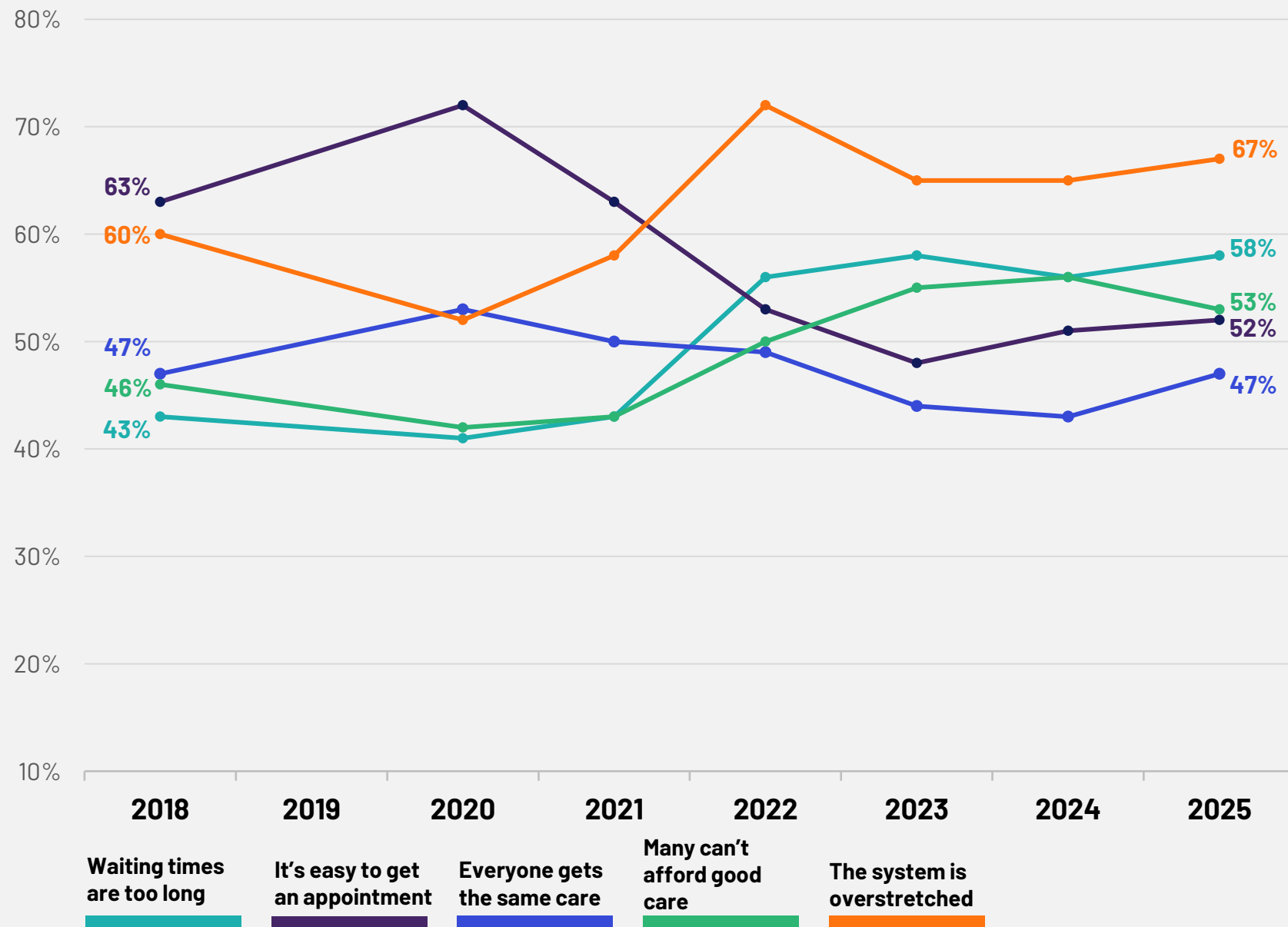


Since 2018 the proportion of Australians who think that waiting times are too long and the system is overstretched has risen considerably. At the same time, those that say it is easy to get an appointment has fallen.

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

AU Average, 2018 – 2025

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

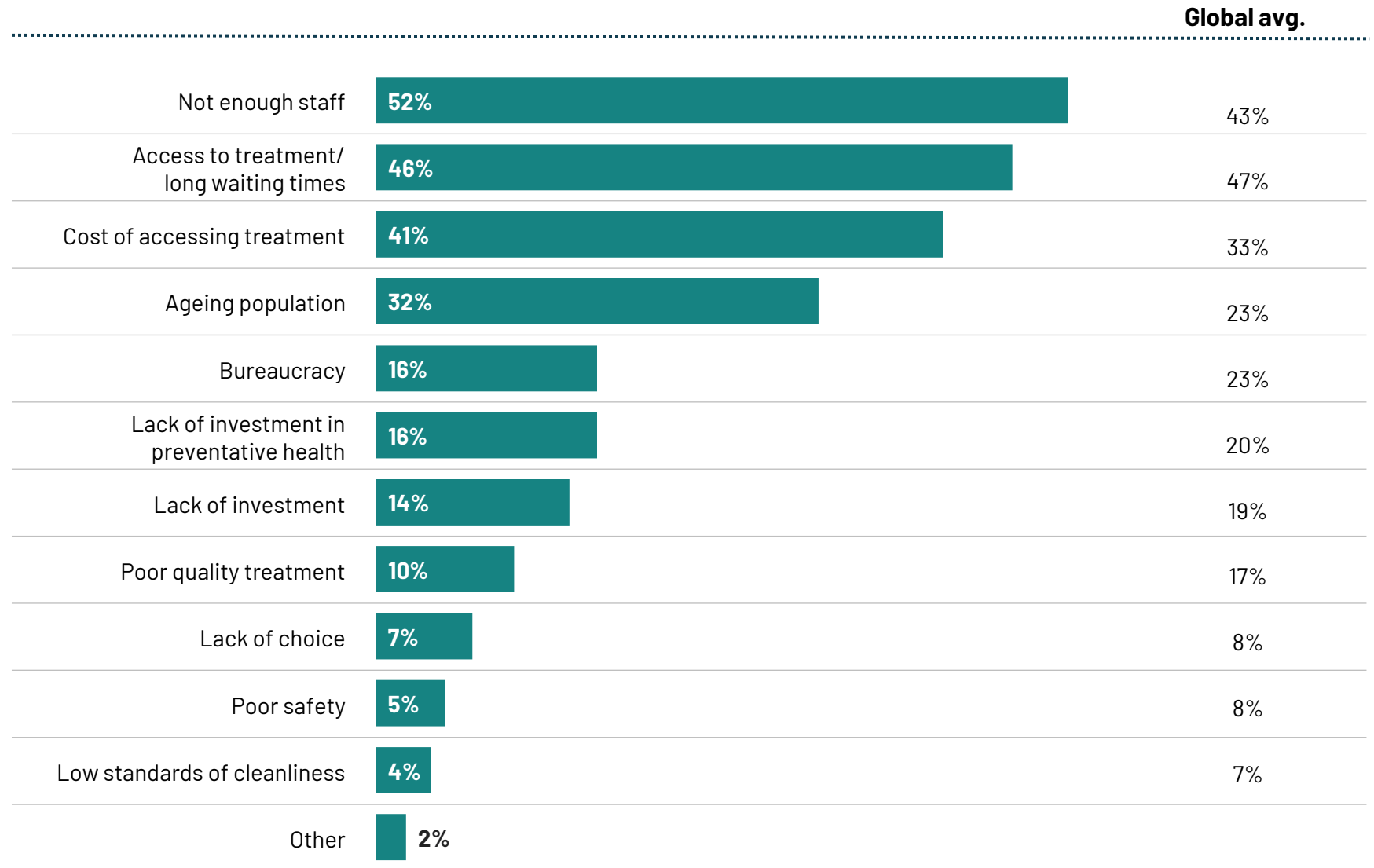


Healthcare satisfaction

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

AU Average

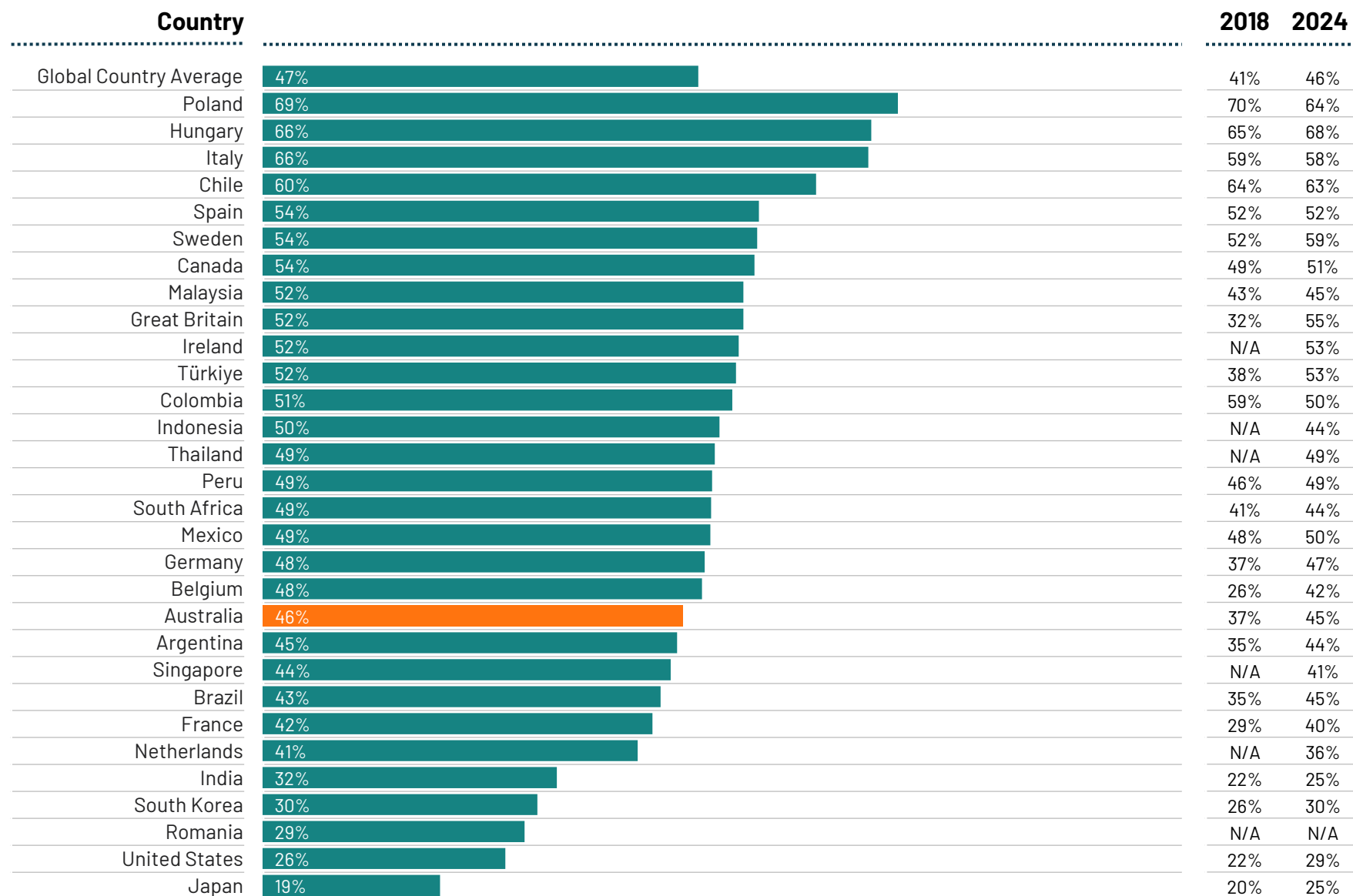
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Access to treatment/long waiting times

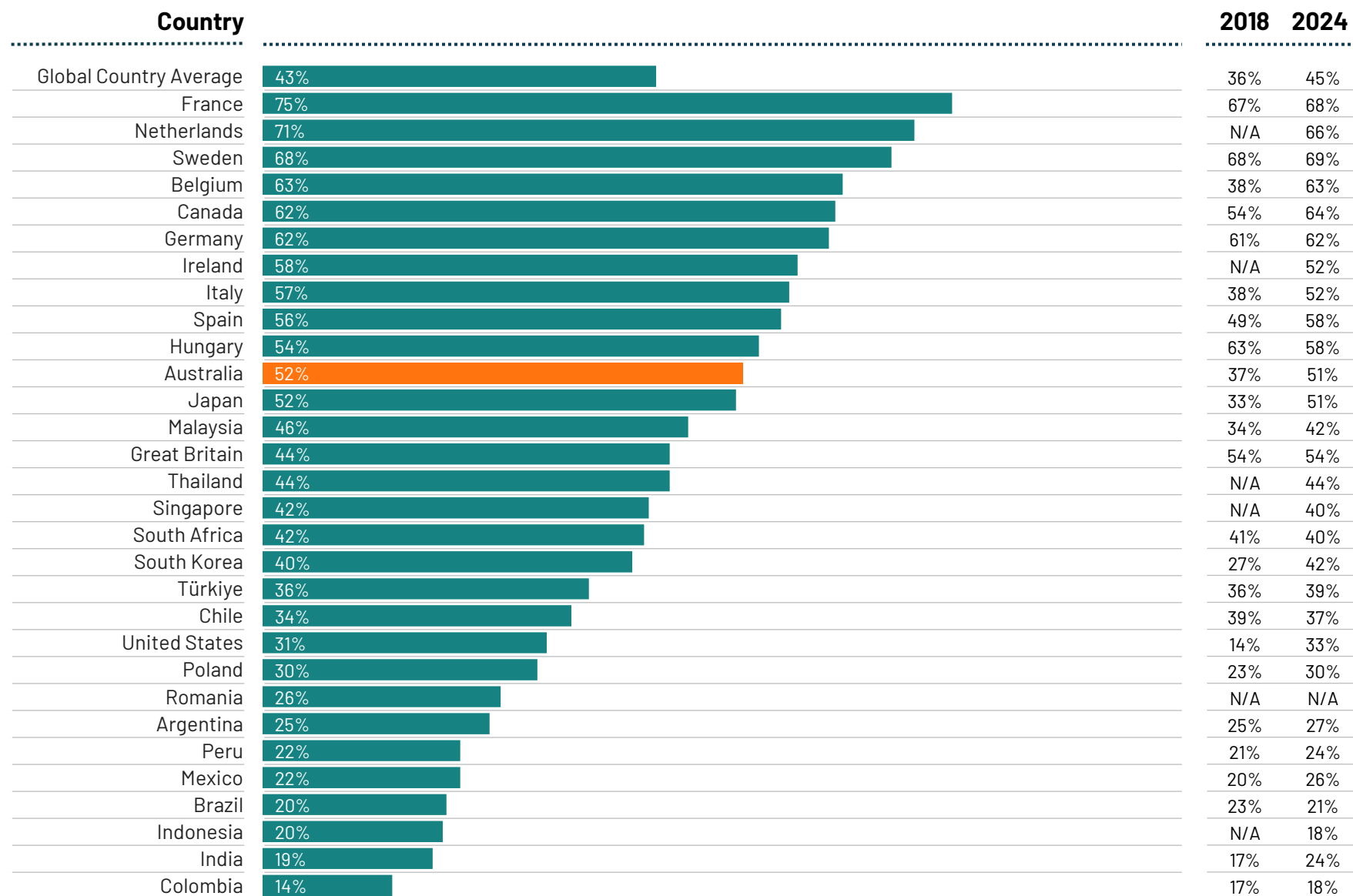
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Not enough staff

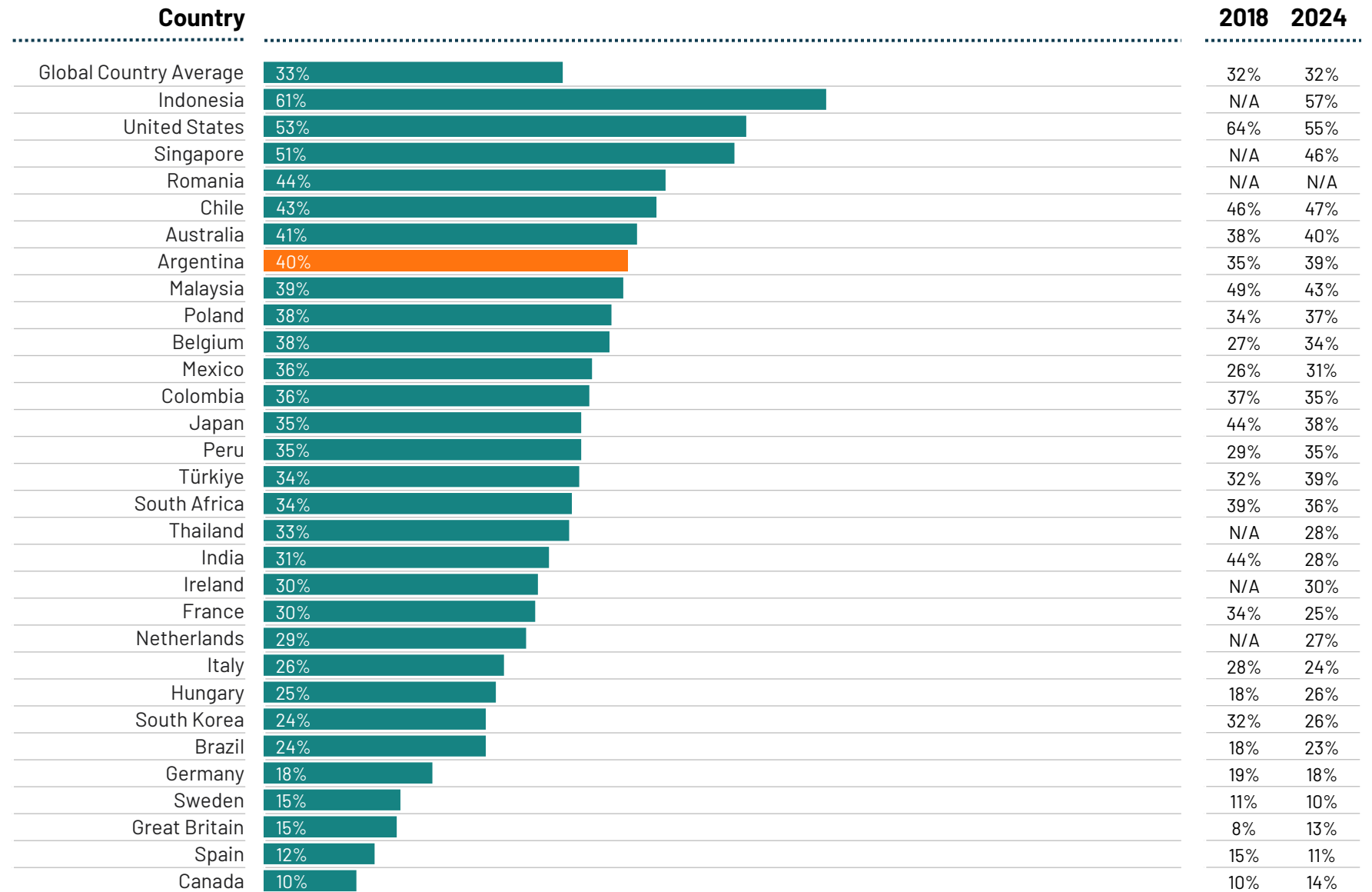
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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?

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%)

The biggest health problems

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

AU Average

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

		30-country average	2024
Mental Health	62%	45%	60%
Cancer	37%	41%	34%
Obesity	26%	25%	26%
Drug Abuse	24%	23%	22%
Stress	23%	31%	23%
Heart Disease	17%	16%	20%
Alcohol abuse	16%	16%	15%
Dementia	13%	8%	13%
Diabetes	12%	19%	13%
Smoking	10%	13%	10%
Coronavirus/Covid-19	7%	6%	12%
Hospital superbugs	3%	4%	2%
Sexually transmitted diseases (STD)	2%	4%	2%
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?

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%)



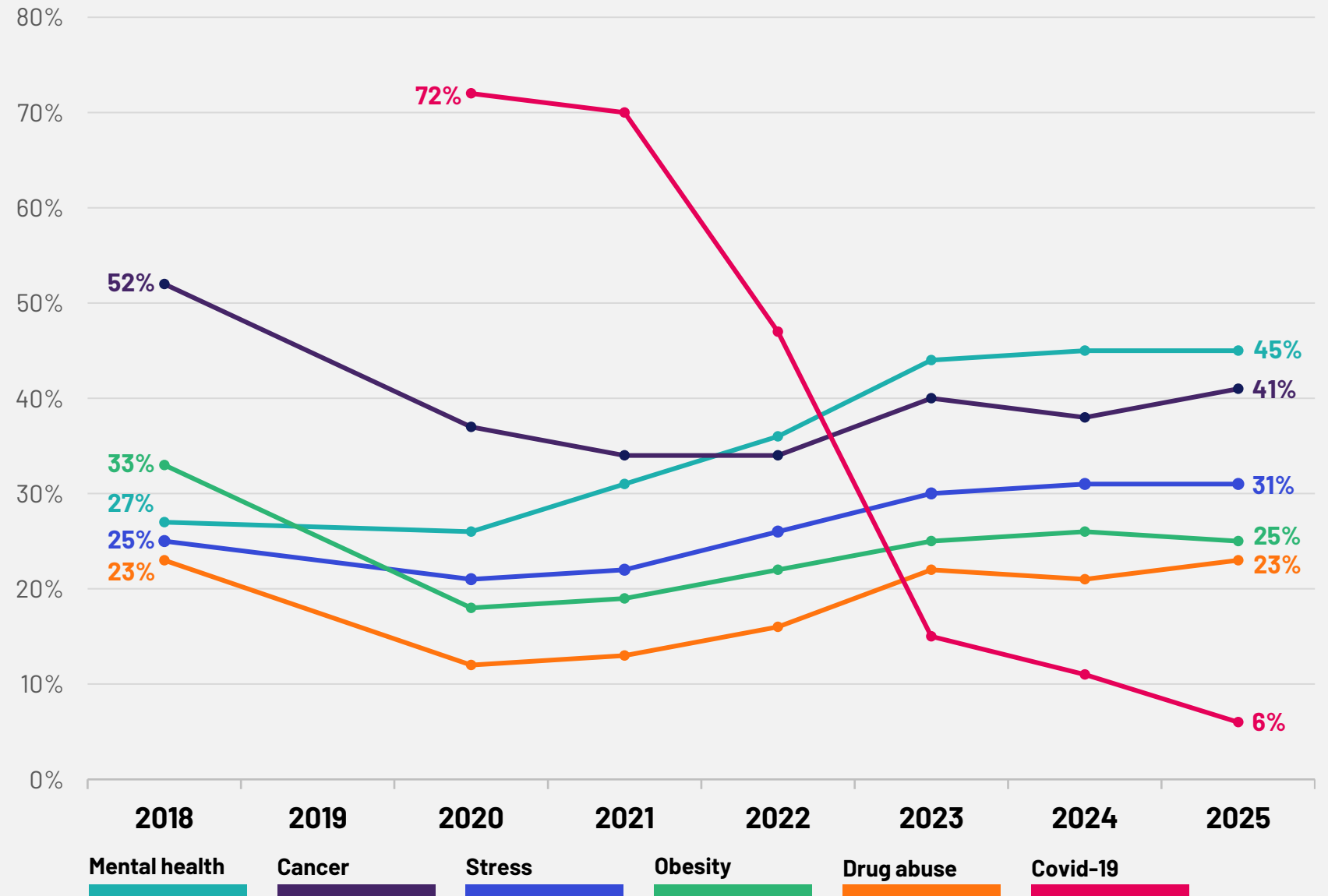
Health problems

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)

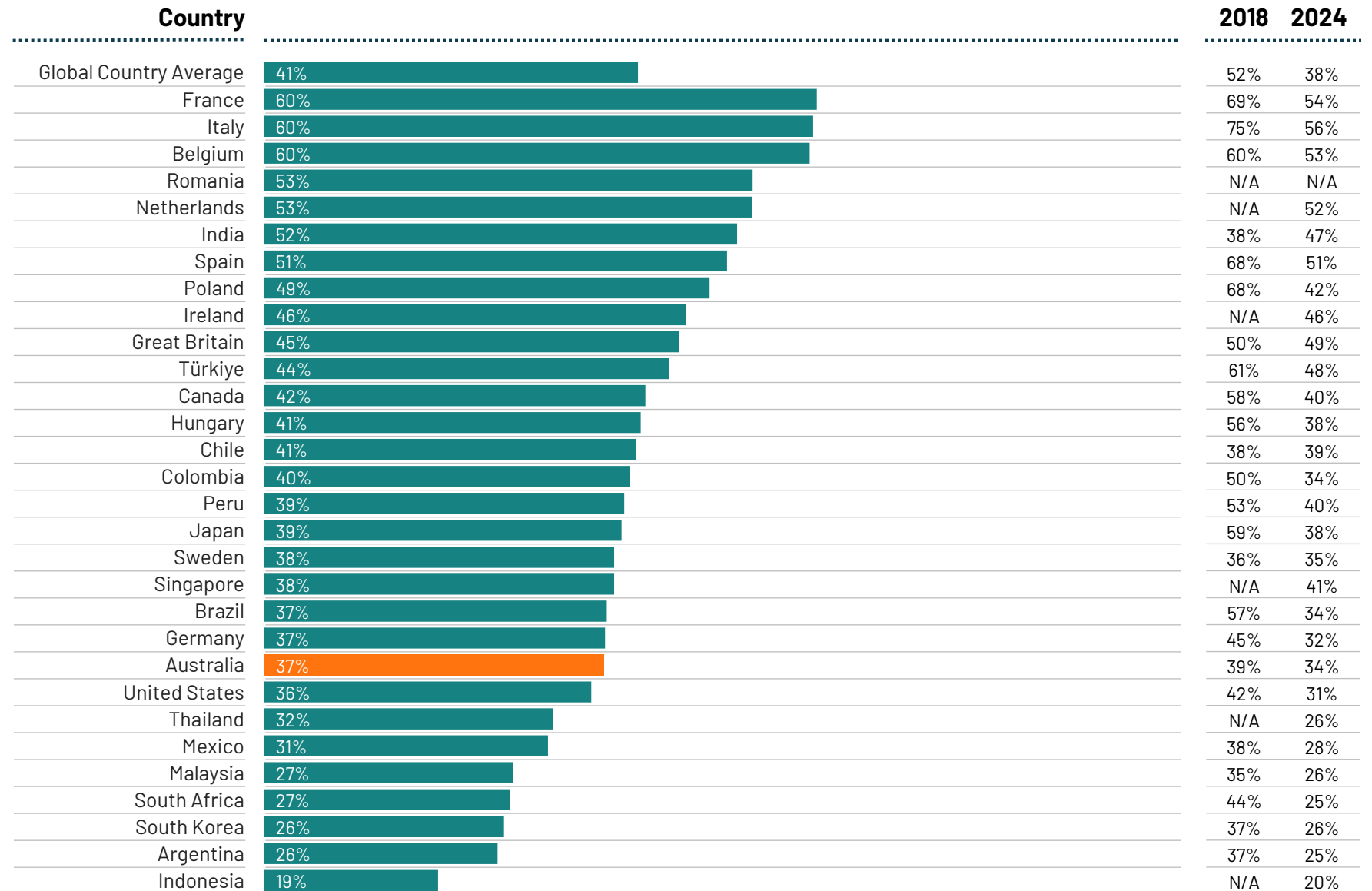
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Cancer

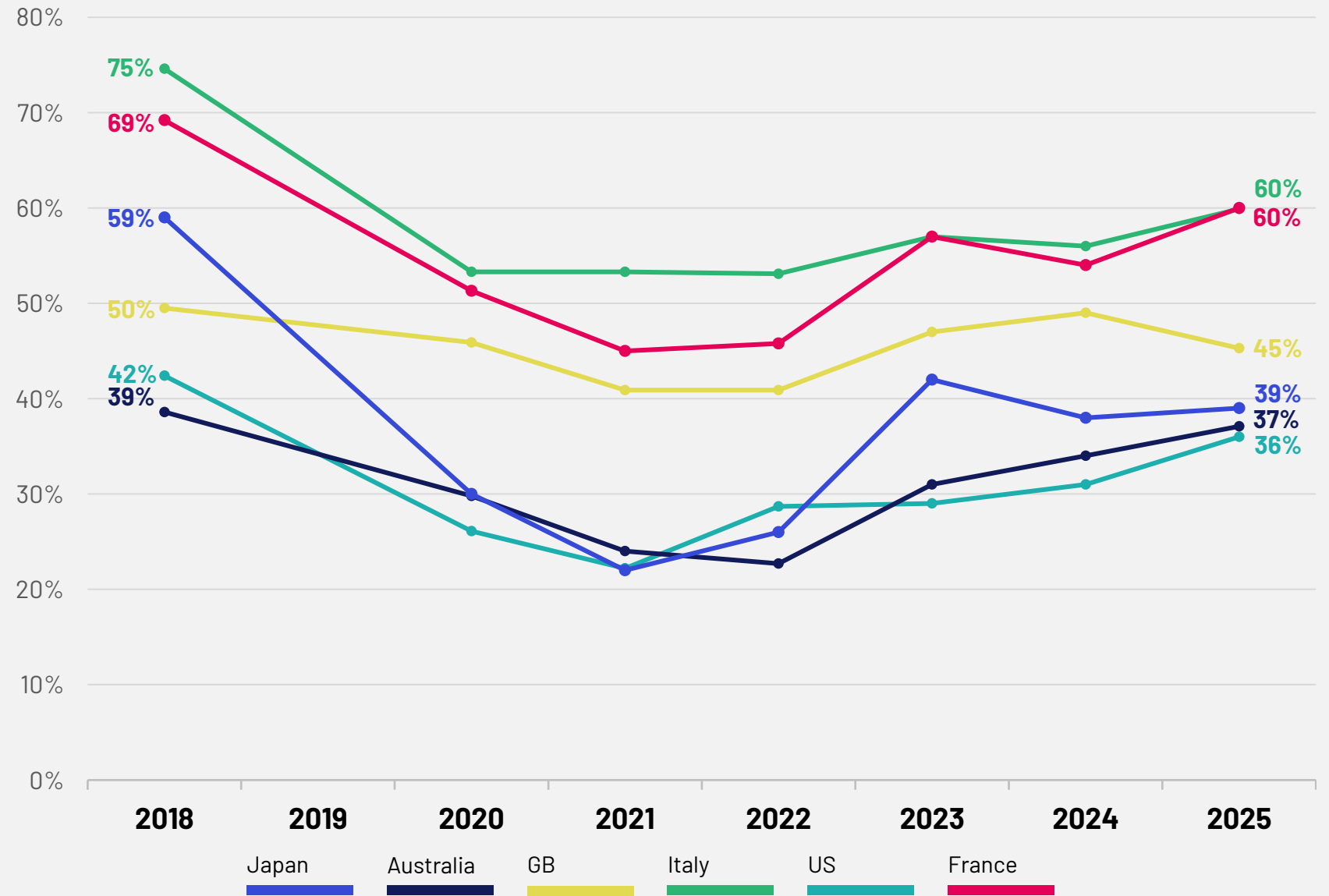
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Cancer

Selected countries

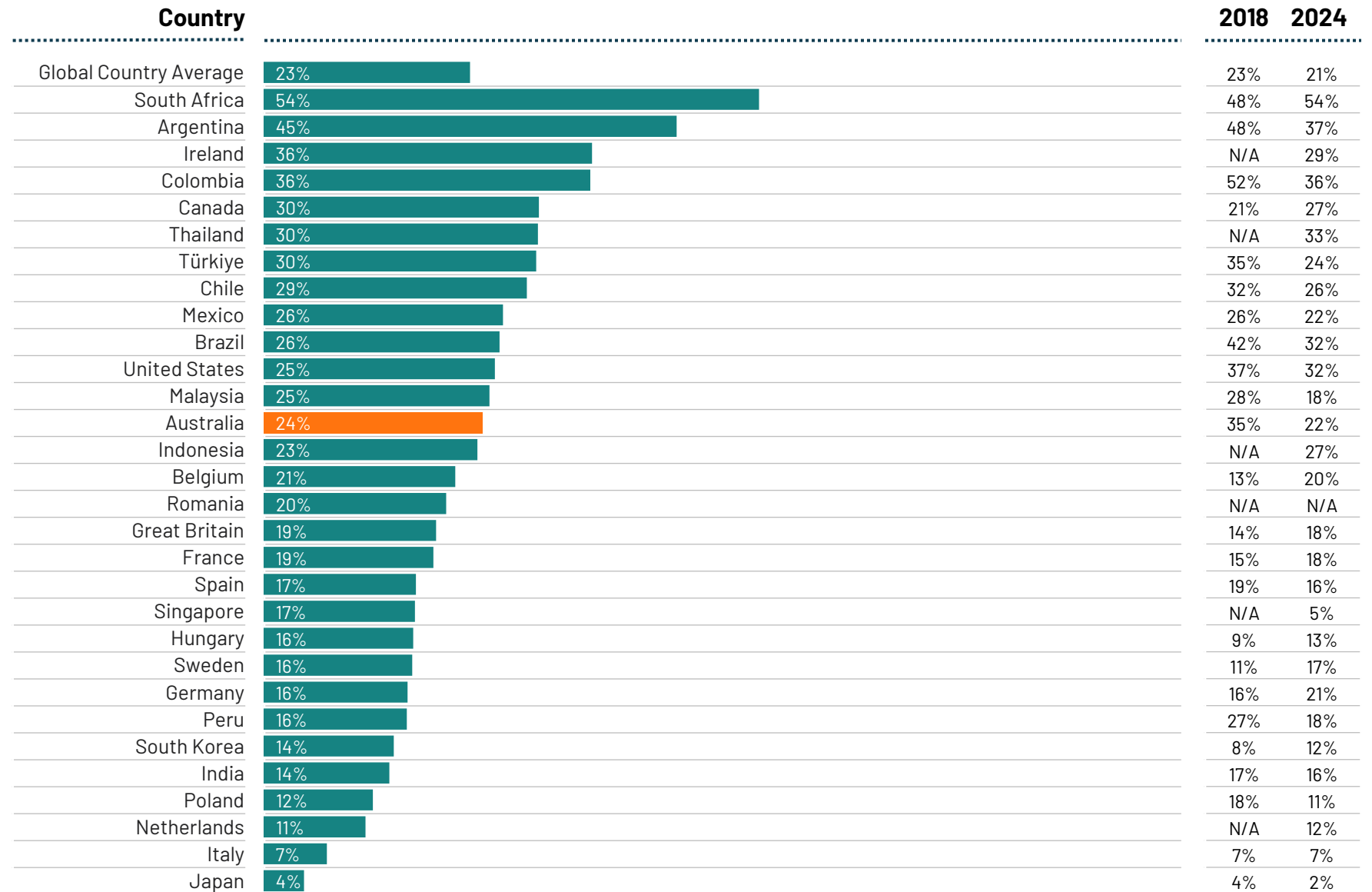
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Drug abuse

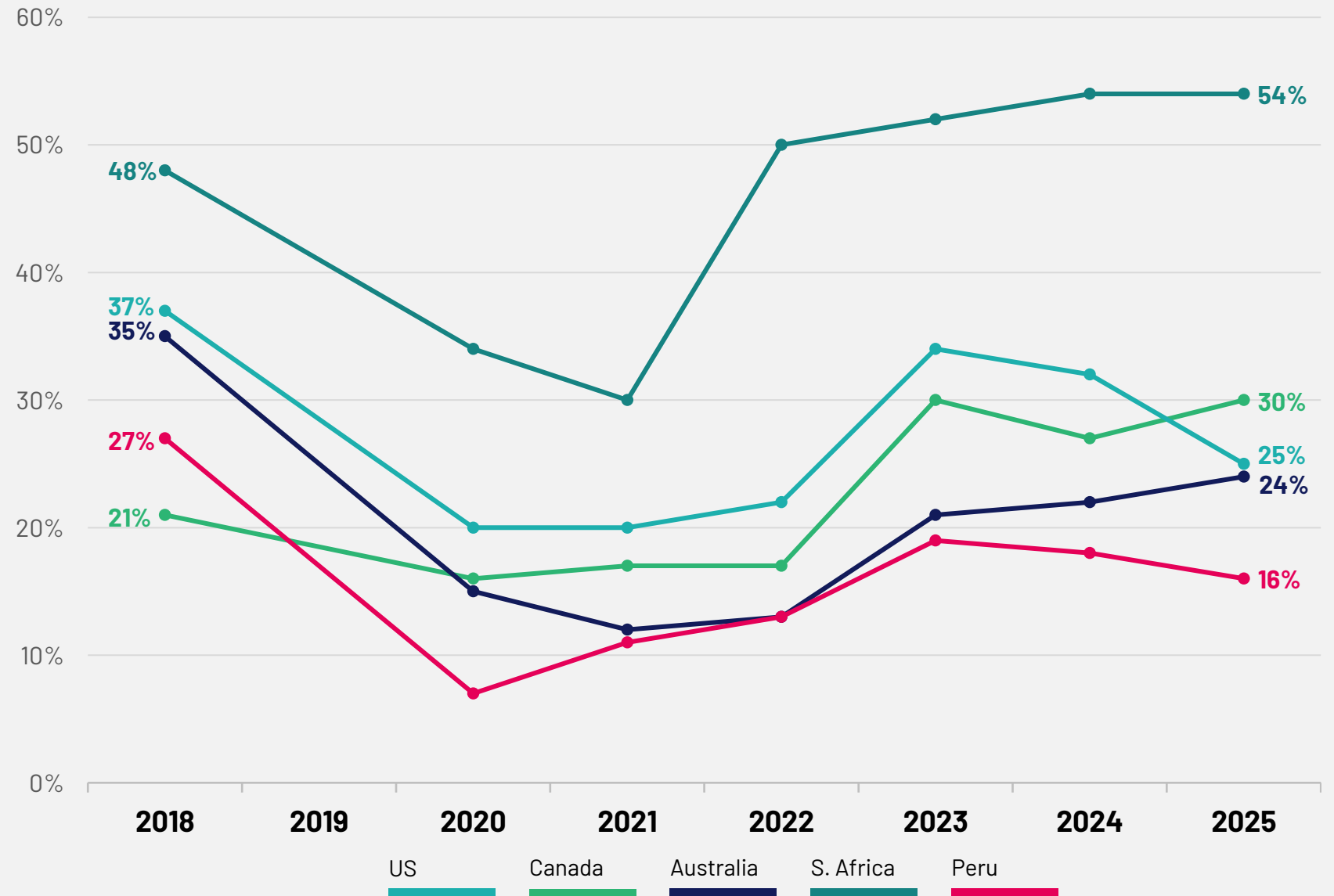
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Drug abuse

Selected countries

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



Mental Health

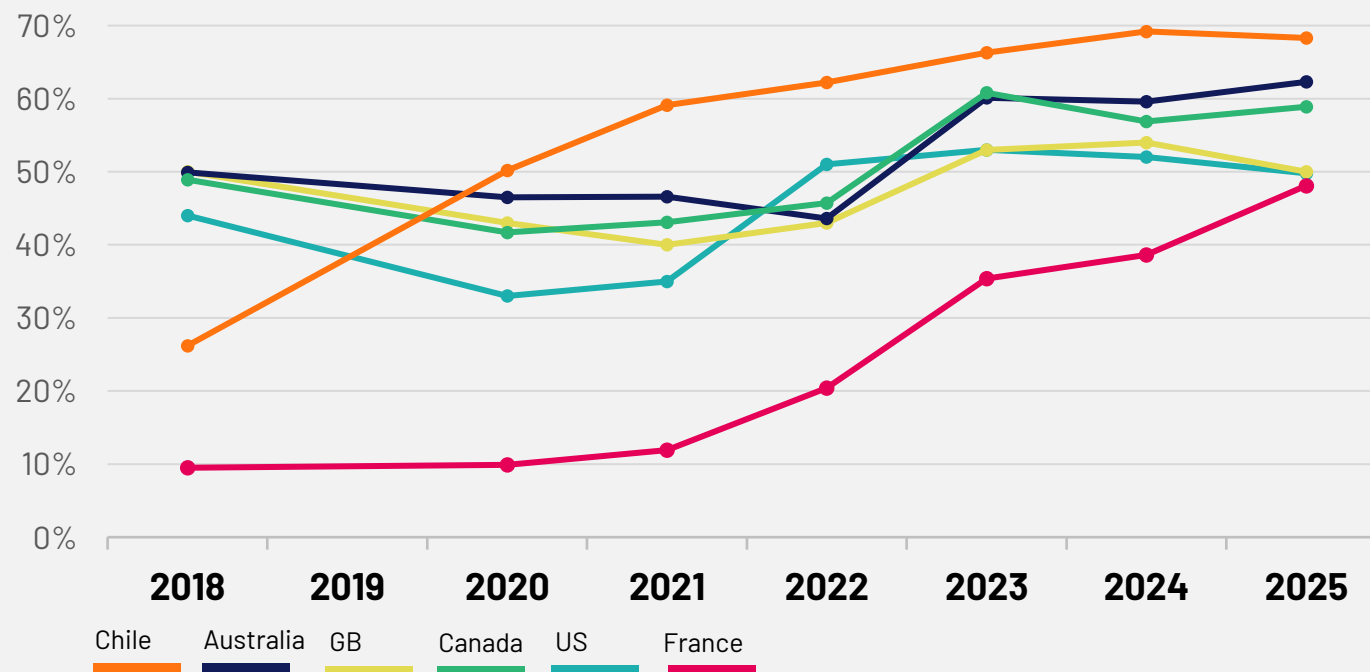
Growth of mental health as an issue

Like all other countries in our survey Australians are more likely to see mental health as a bigger problem than they were before the Covid-19 pandemic.

In 2018 50% of Australians saw mental health as an issue, in 2025 that figure is 62%.

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

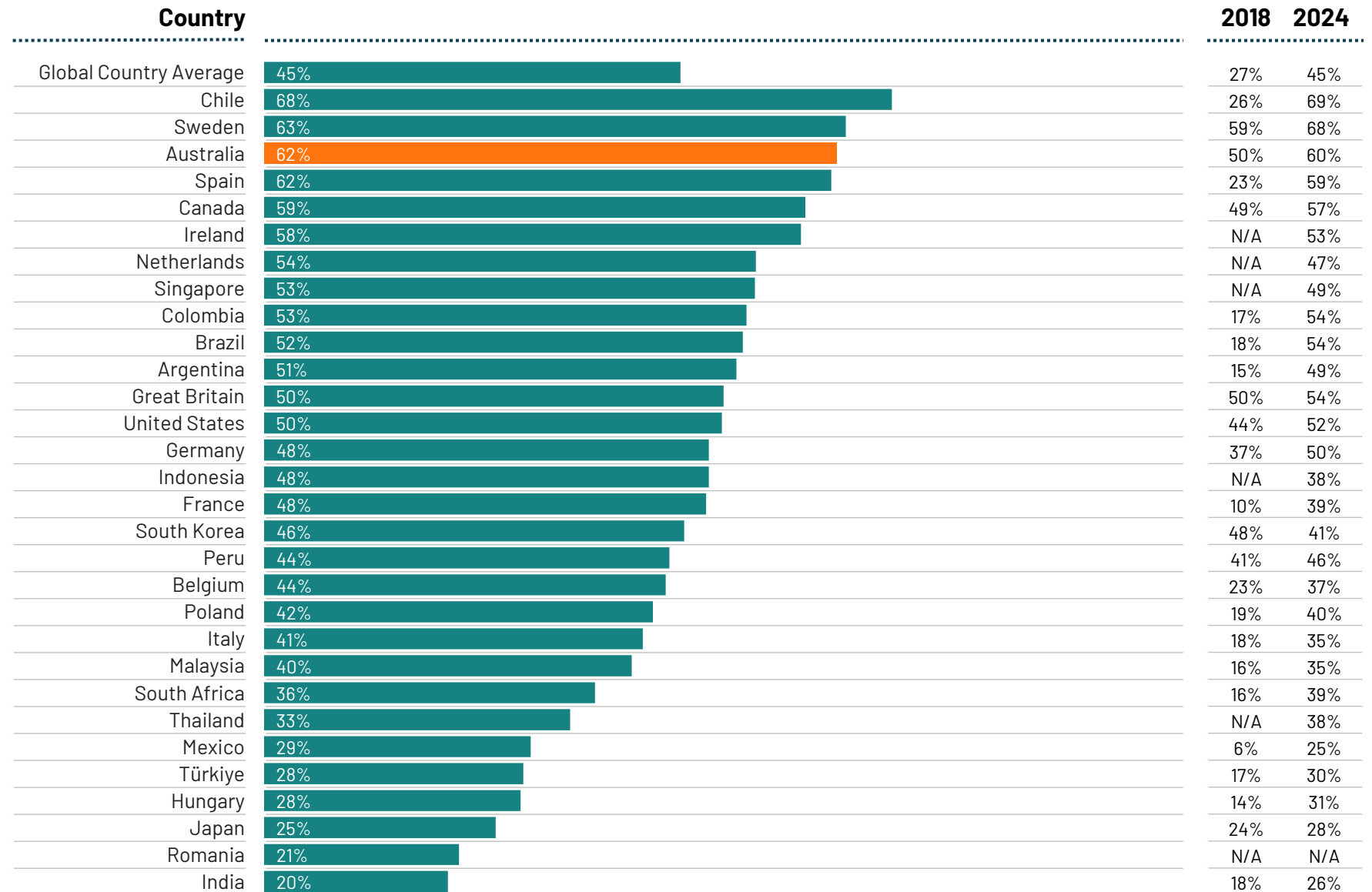
Q: Which of the following, if any, do you see as the biggest health problems facing people in your country today? % mental health



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

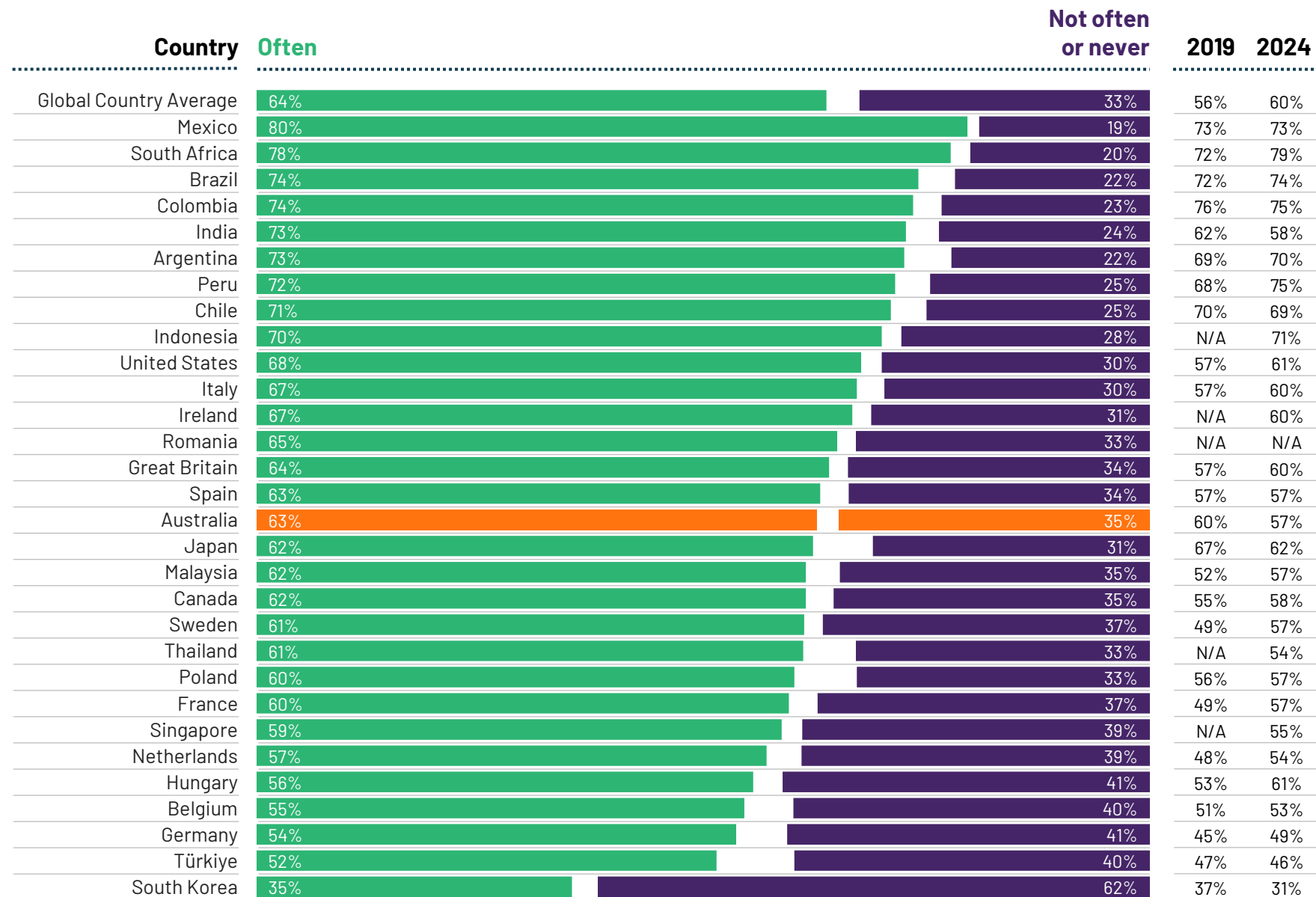
Mental Health

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



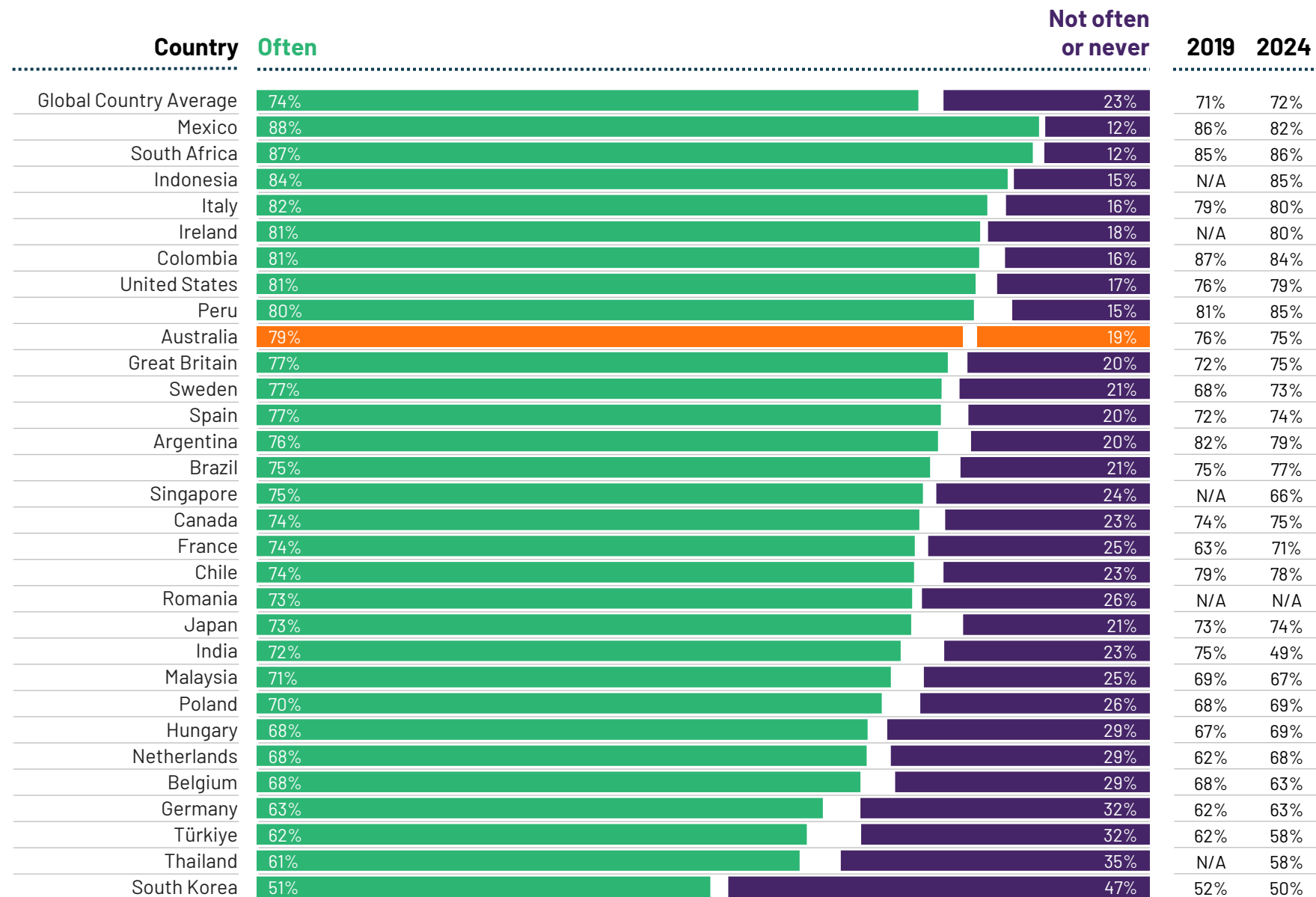
How often, if at all, would you say you think about your **mental** wellbeing?

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



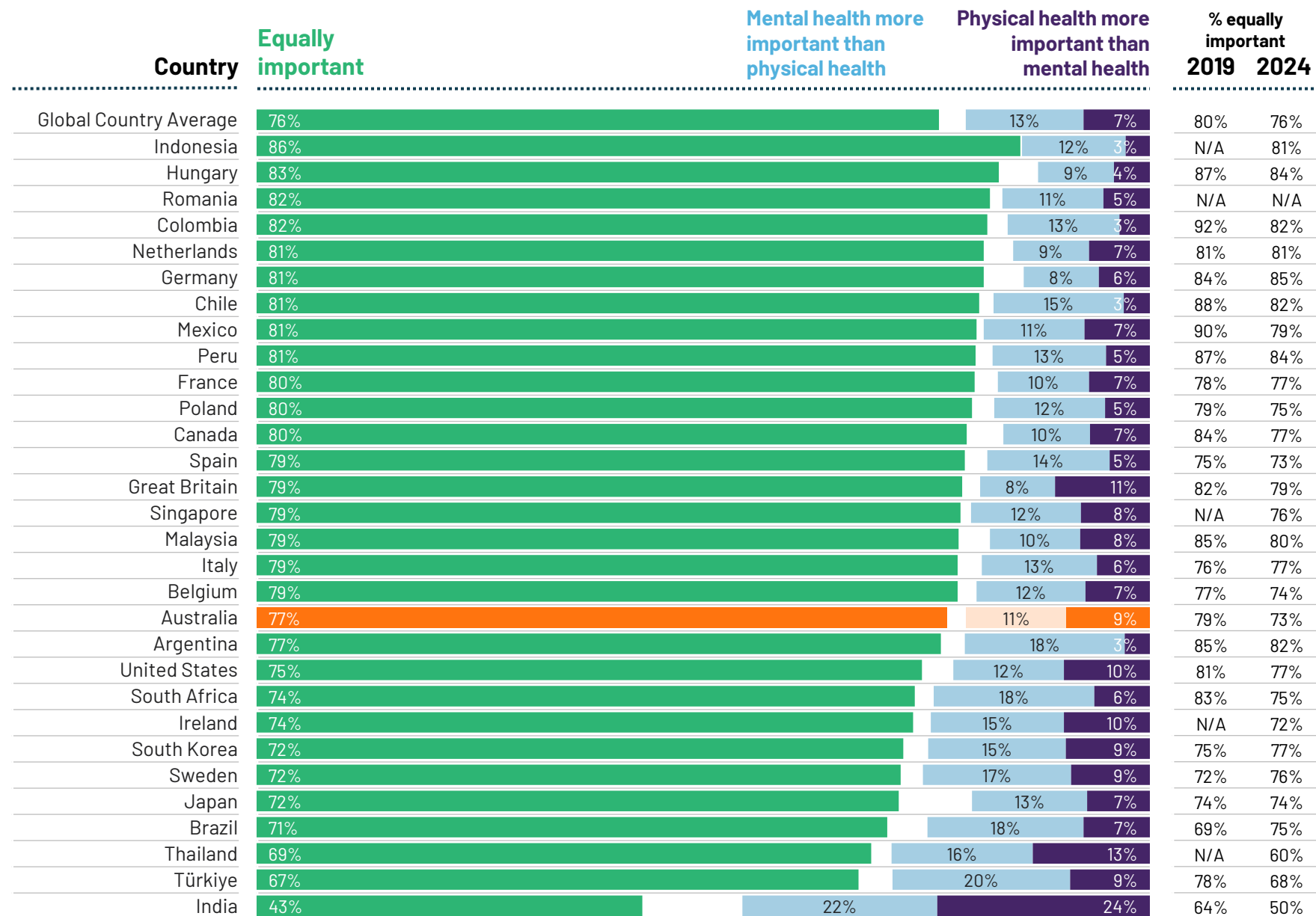
How often, if at all, would you say you think about your **physical** wellbeing?

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



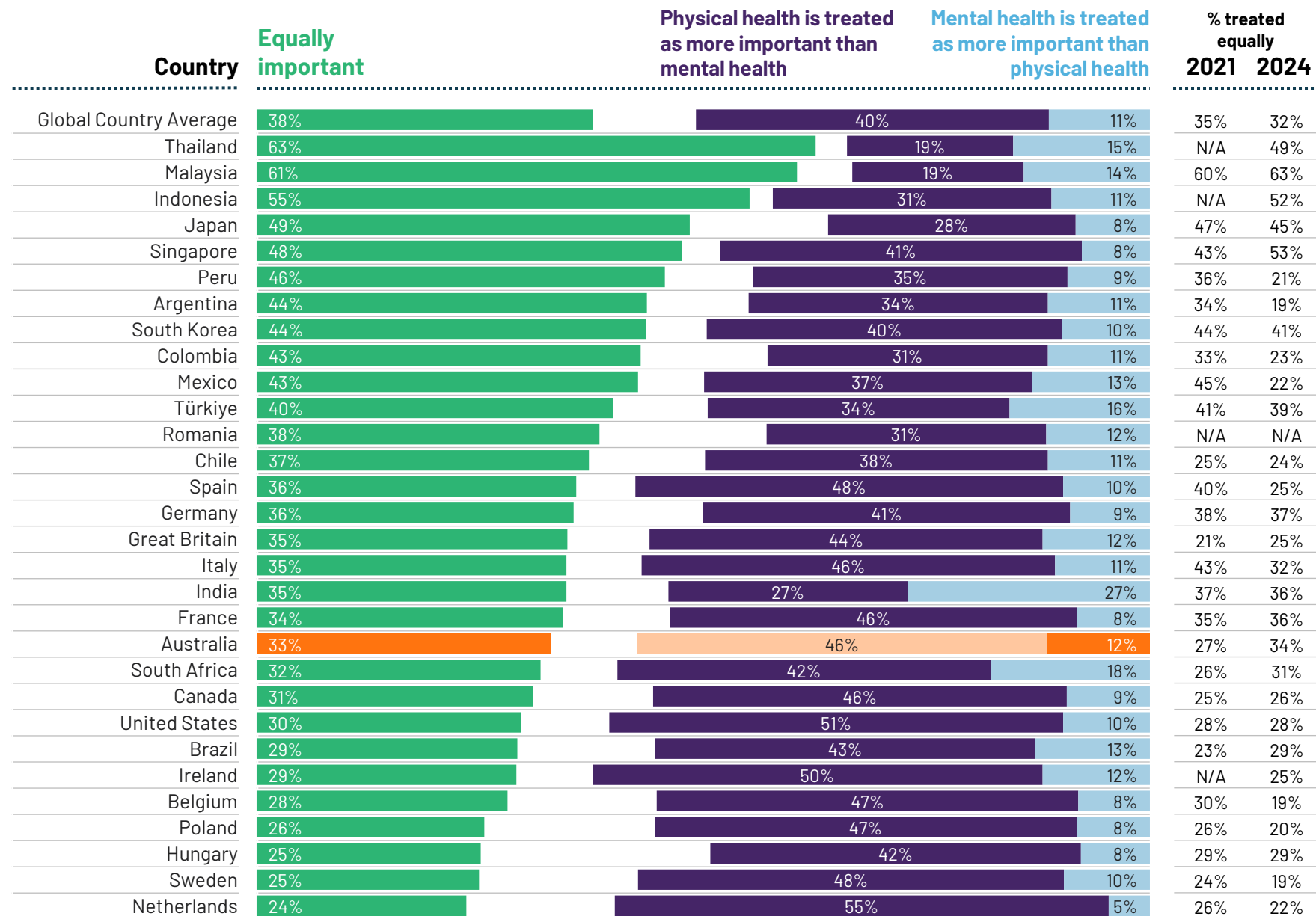
Thinking about your own health, do you think that mental health or physical health is **more important**, or are they **equally important**?

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?**

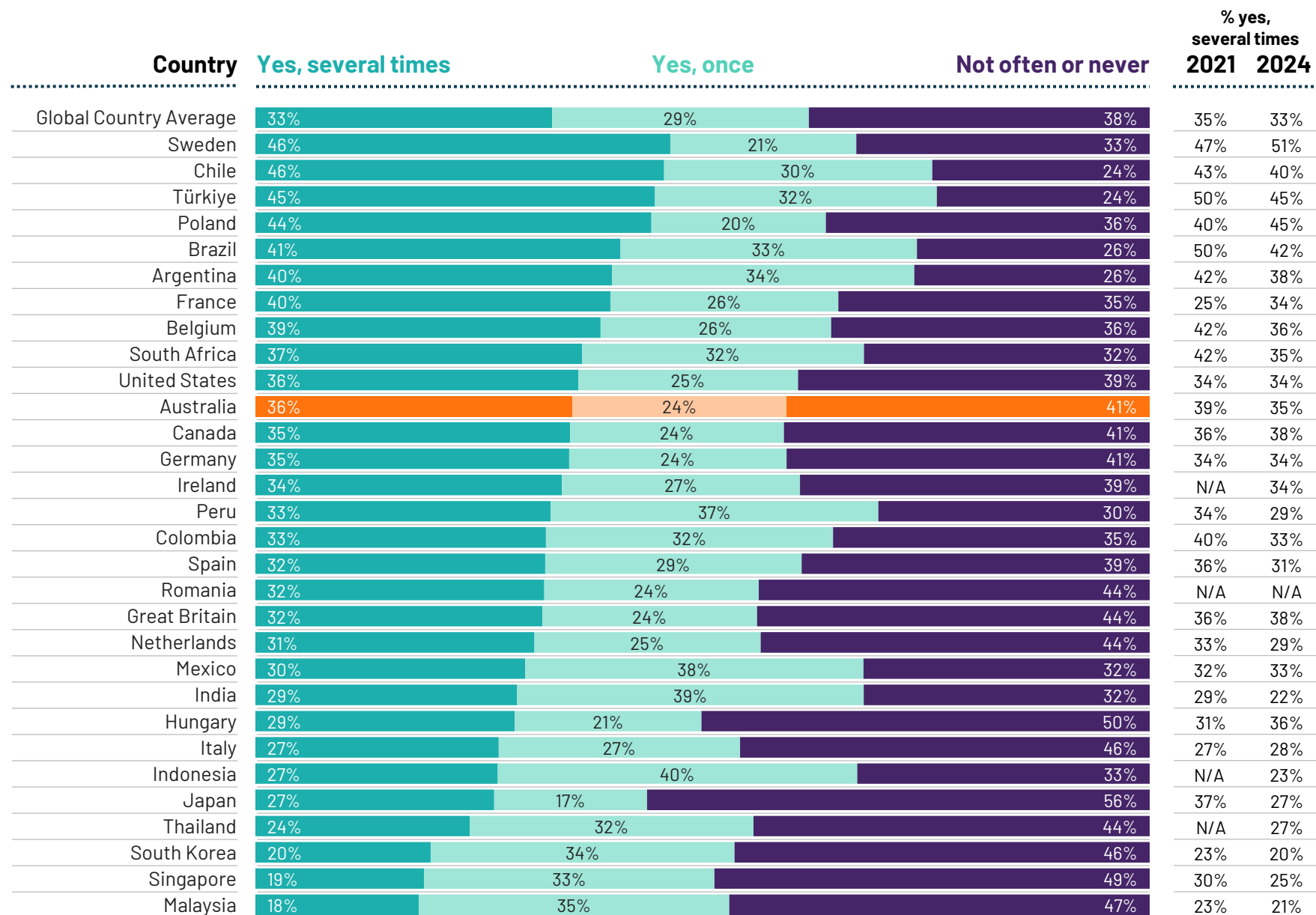
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

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

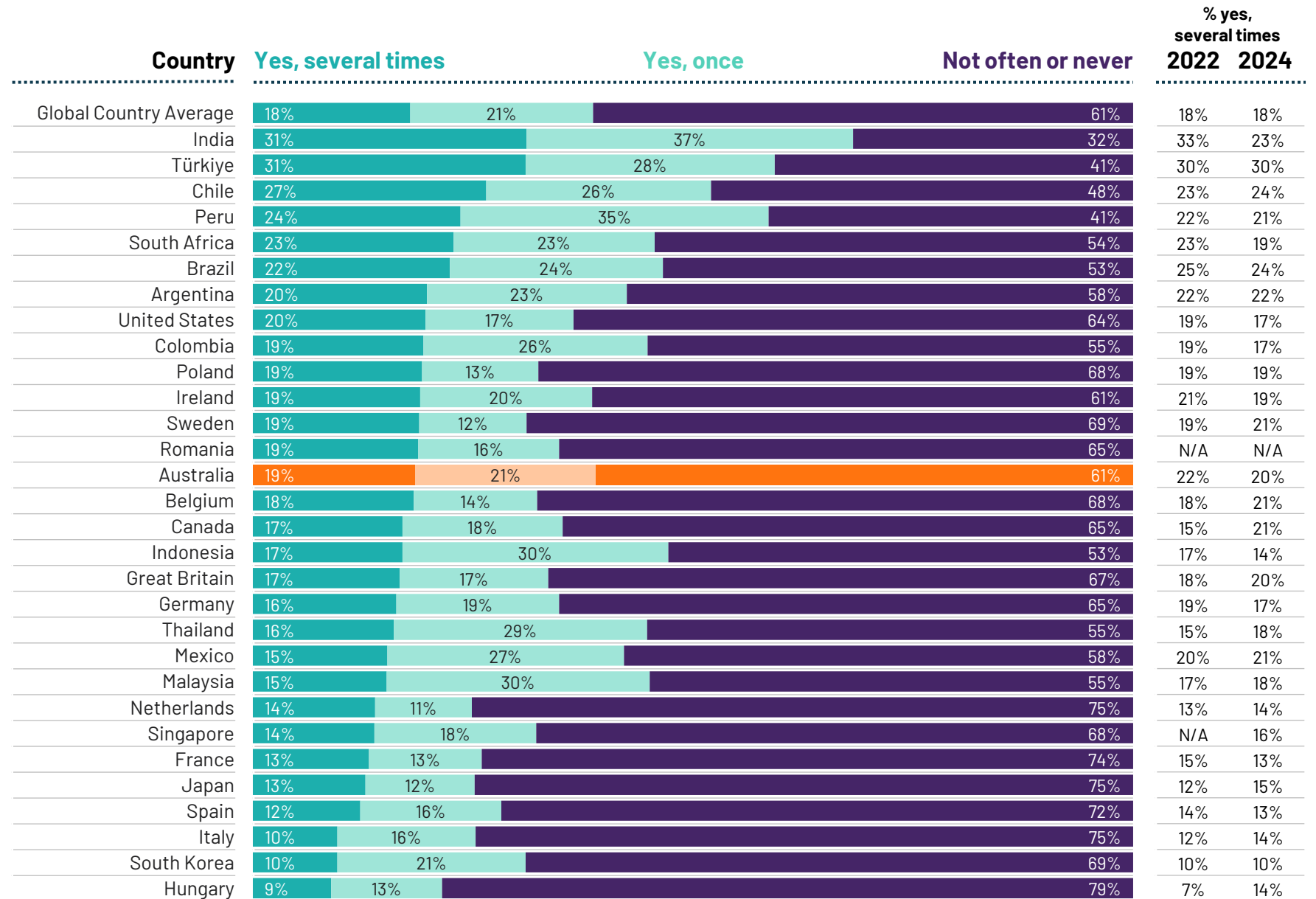
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

Felt 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.

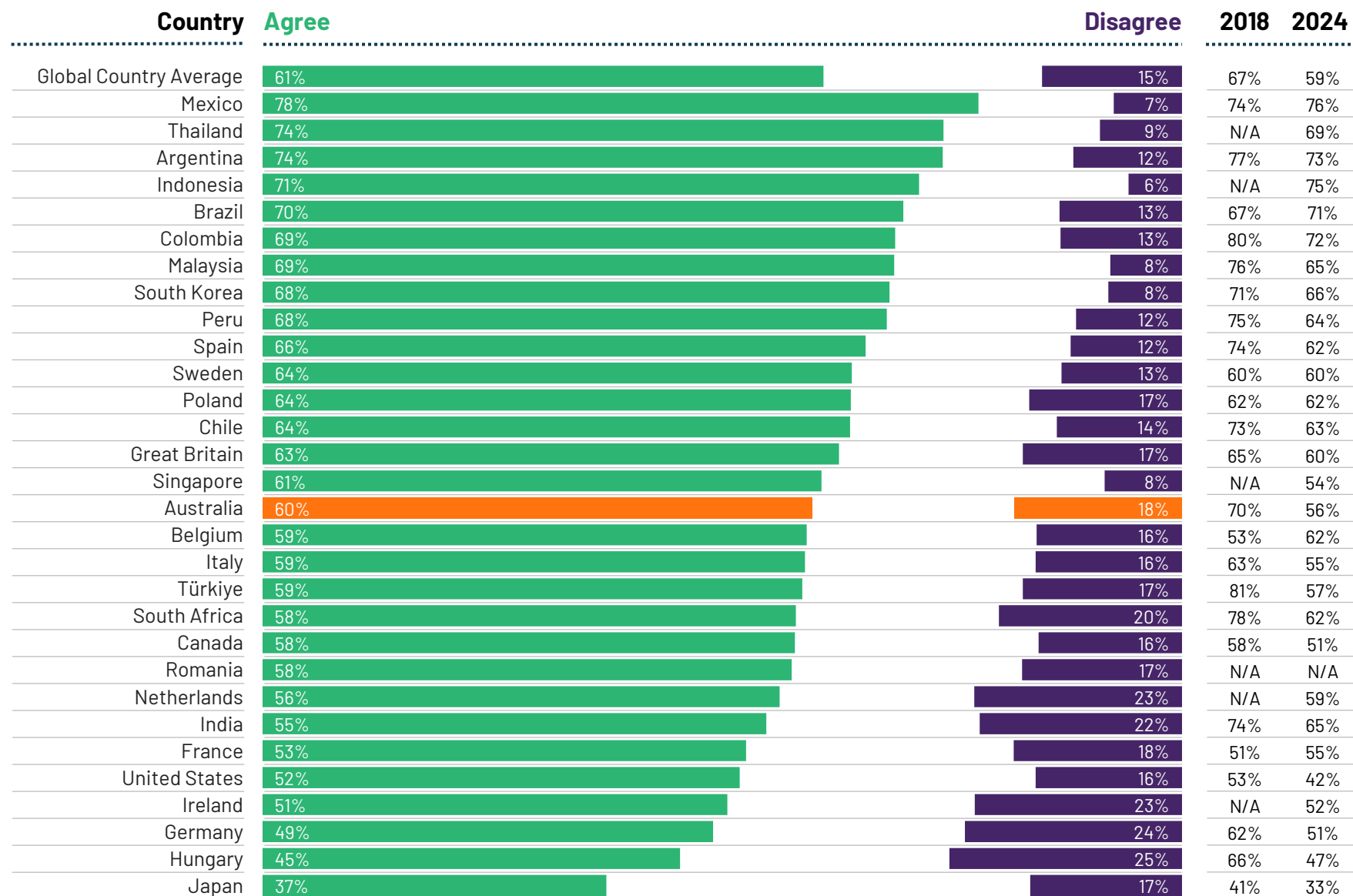


Vaccines and trust

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.

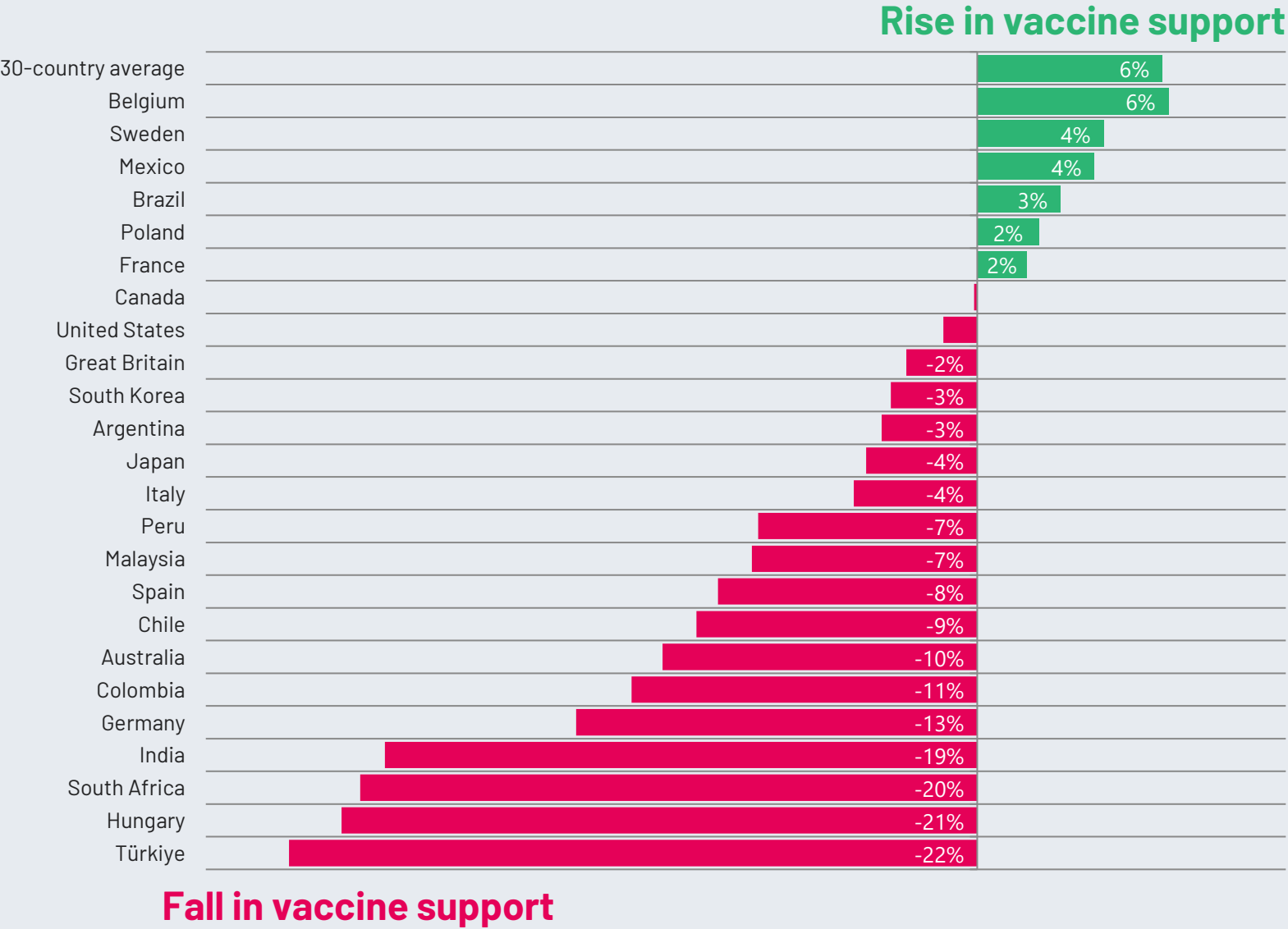


To what extent do you agree or disagree with the following statements?

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.



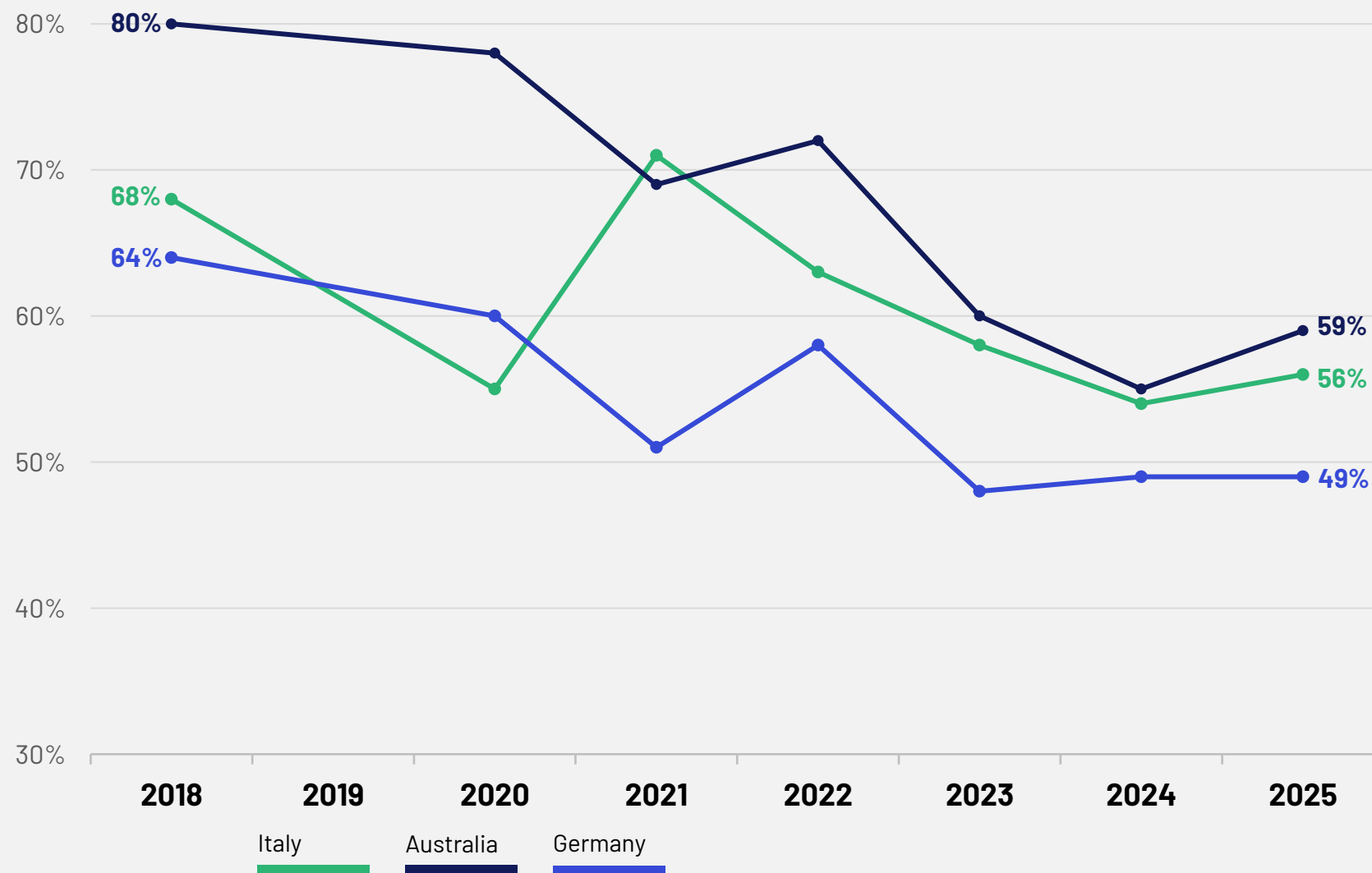
To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% agree

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

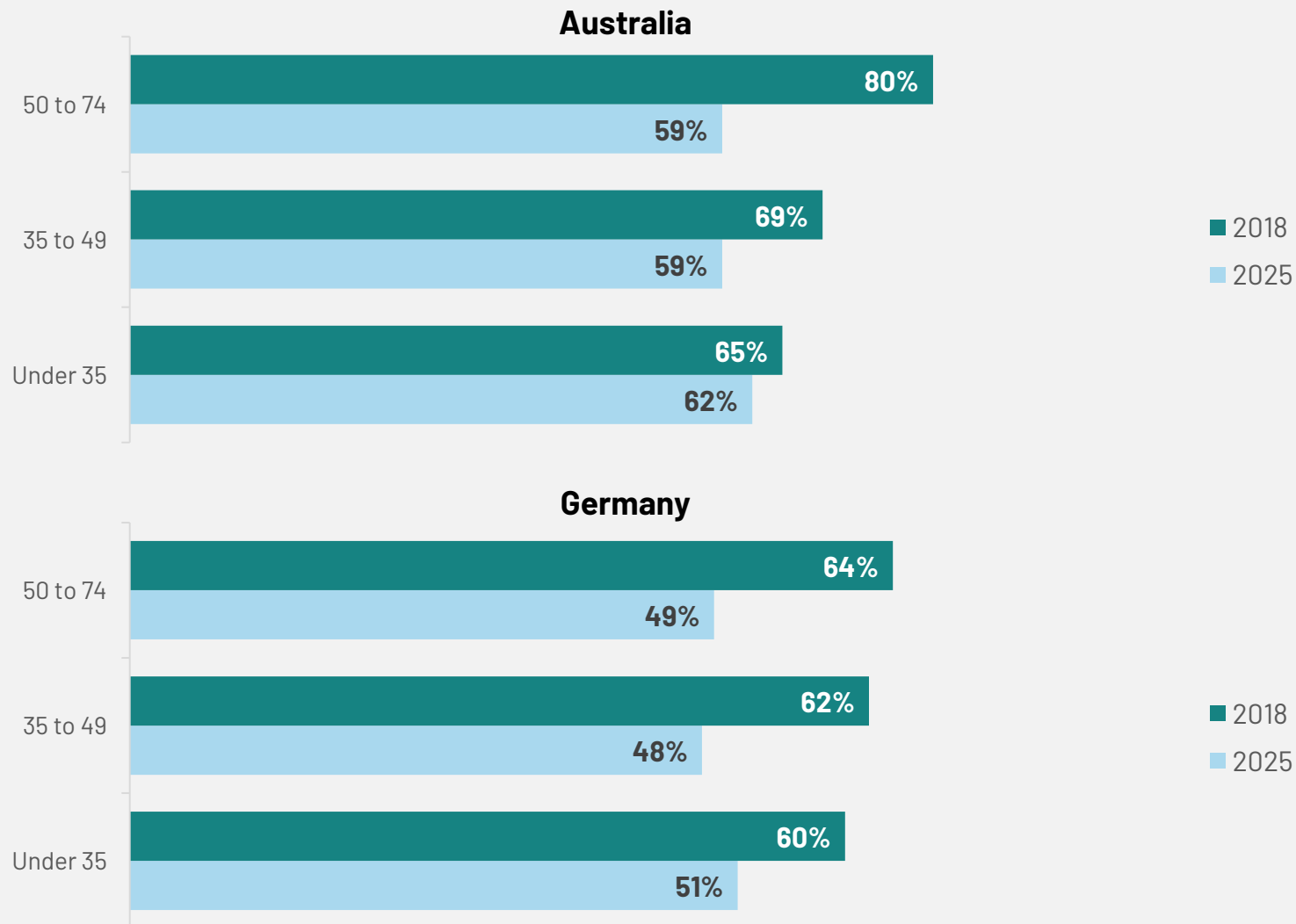
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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

Vaccinating against serious infectious diseases should be compulsory

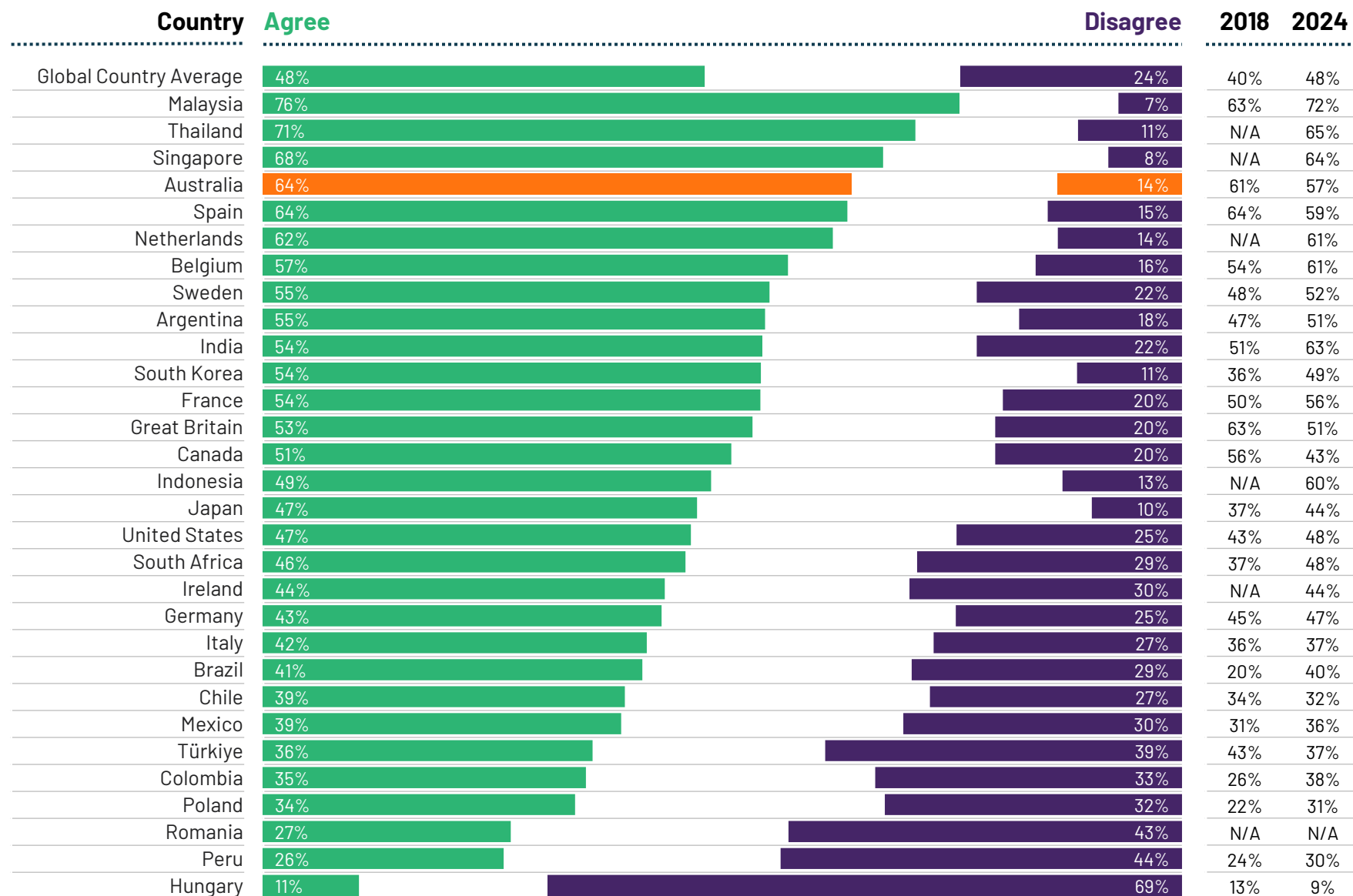
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



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.

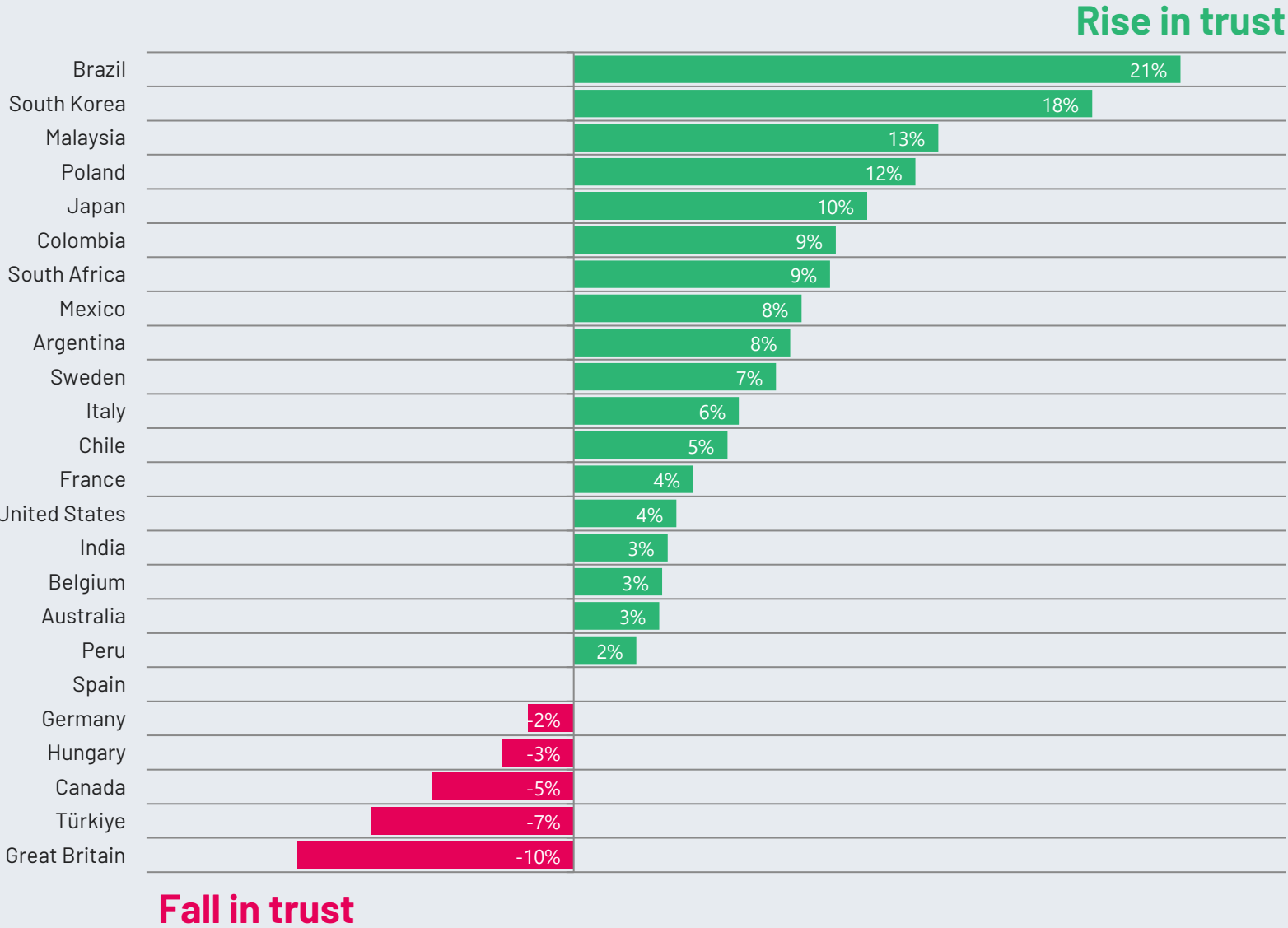


To what extent do you agree or disagree with the following statements?

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.



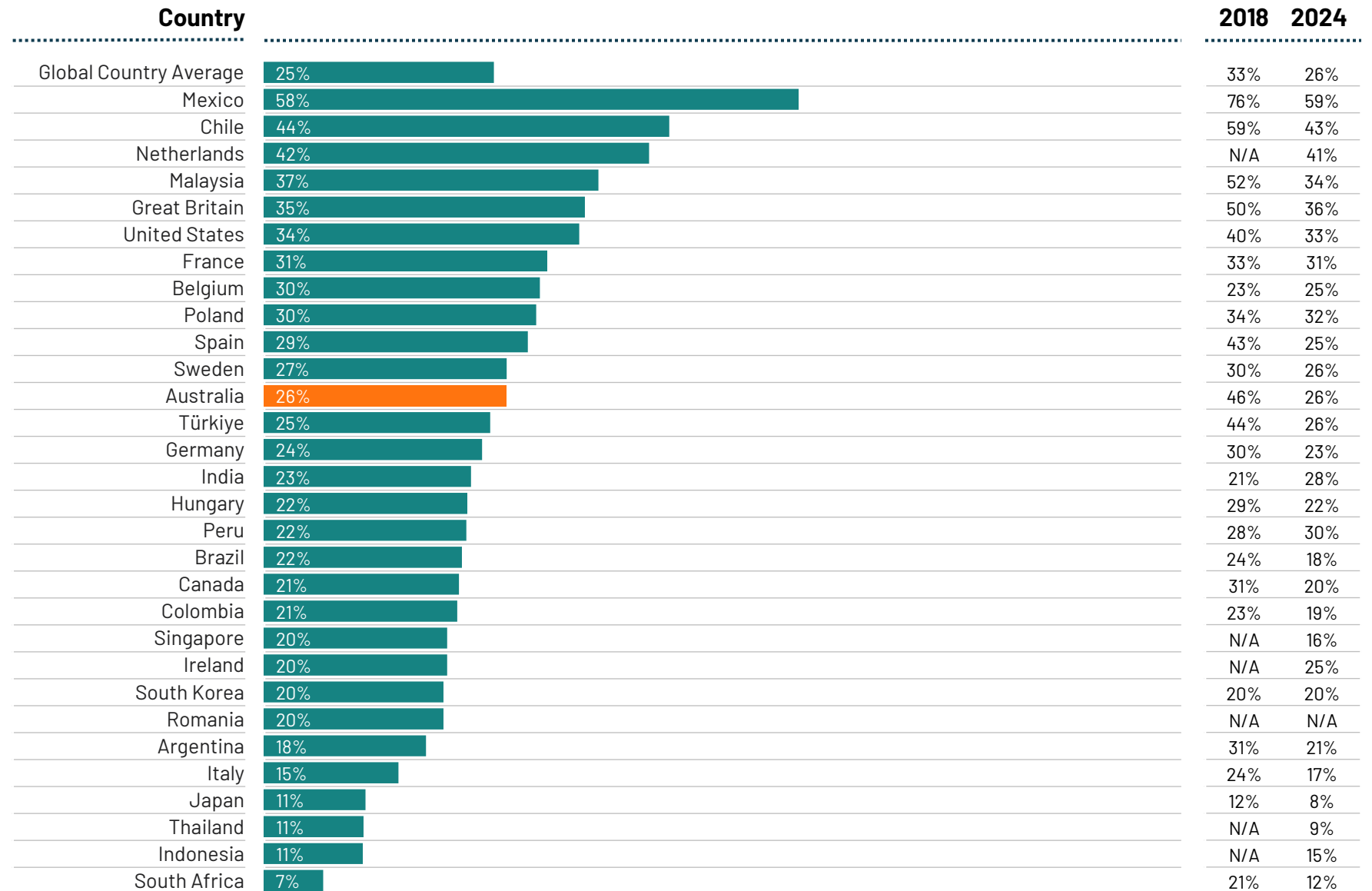
Obesity and GLP-1s



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

Obesity

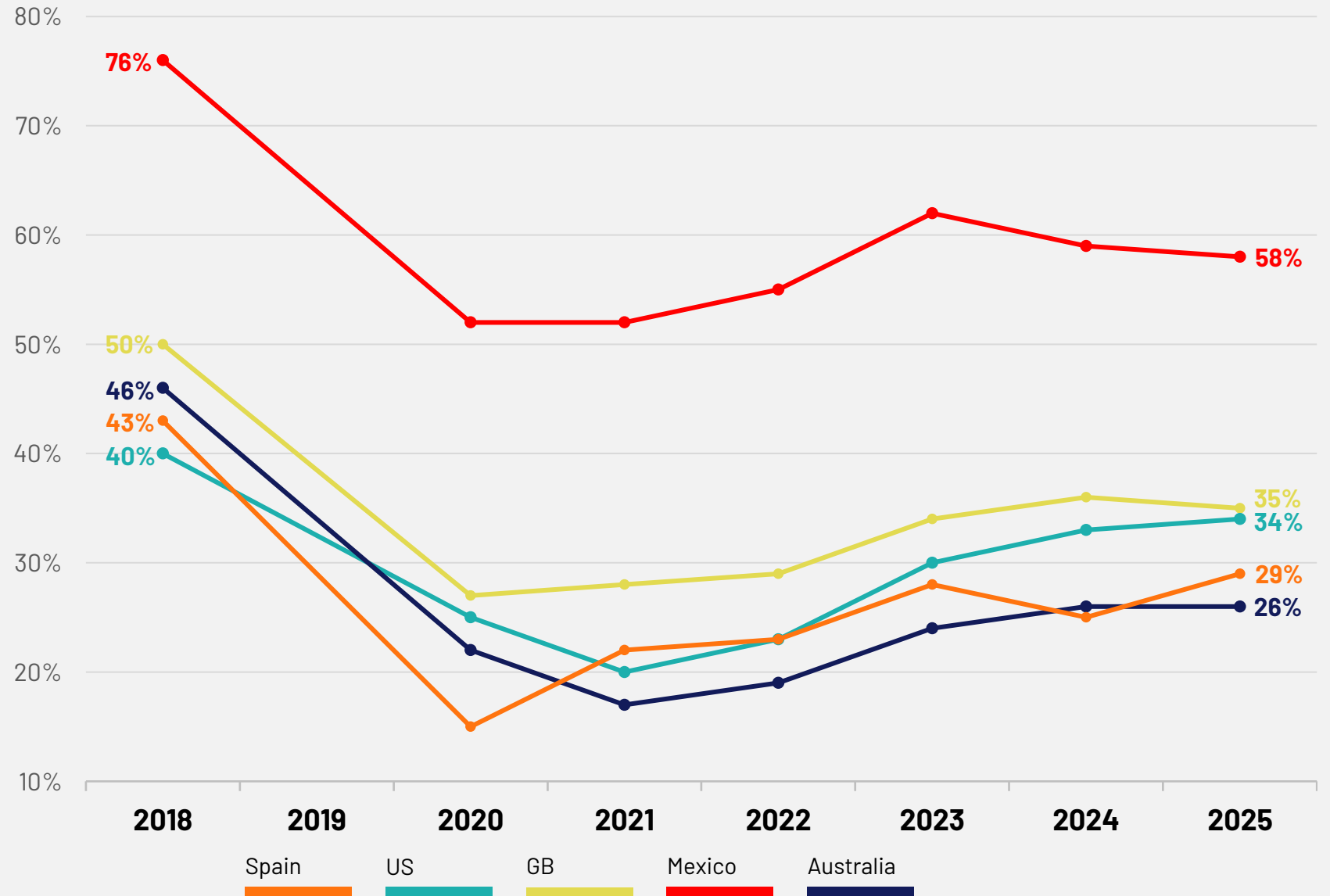
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Obesity

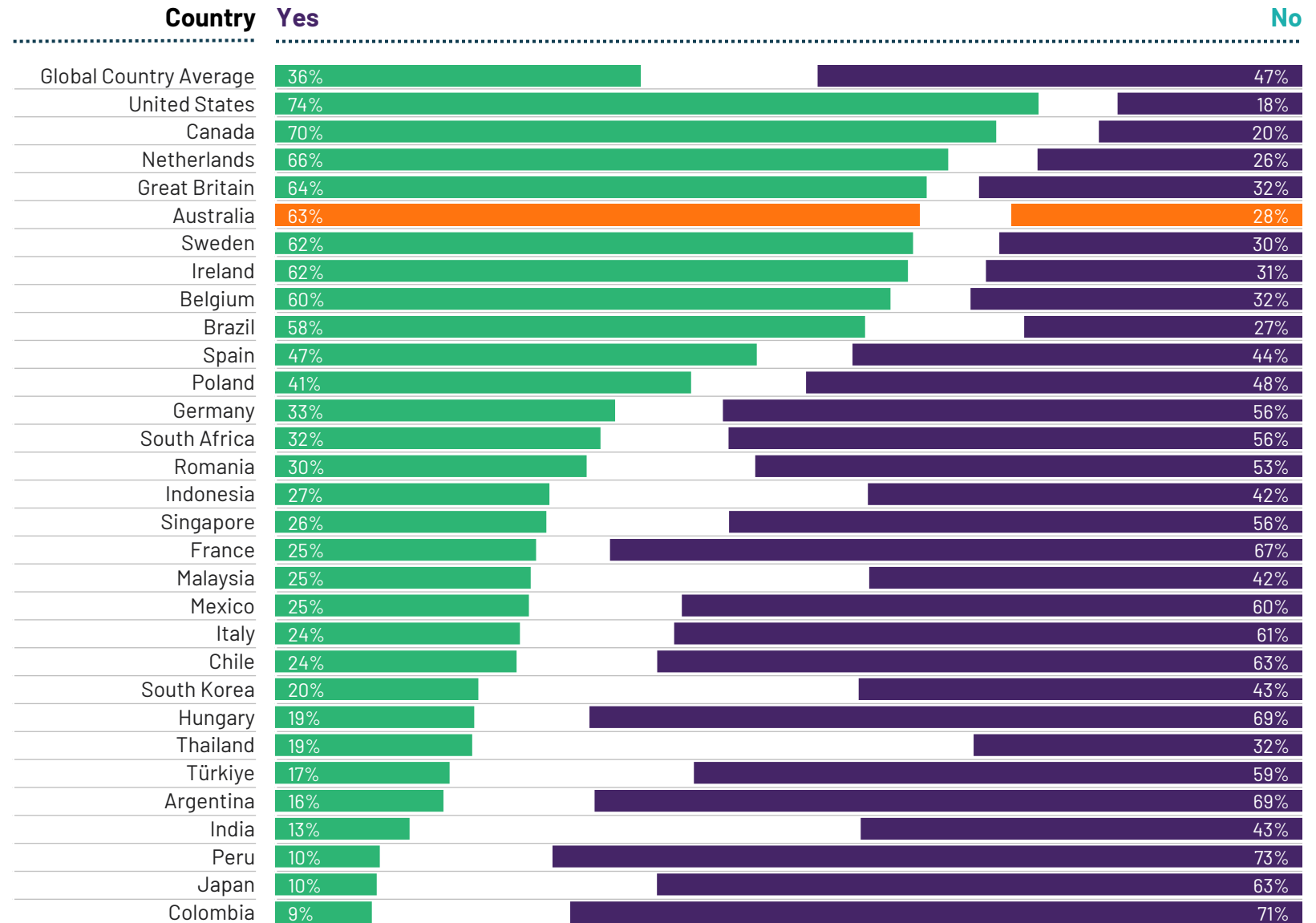
Selected countries

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



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

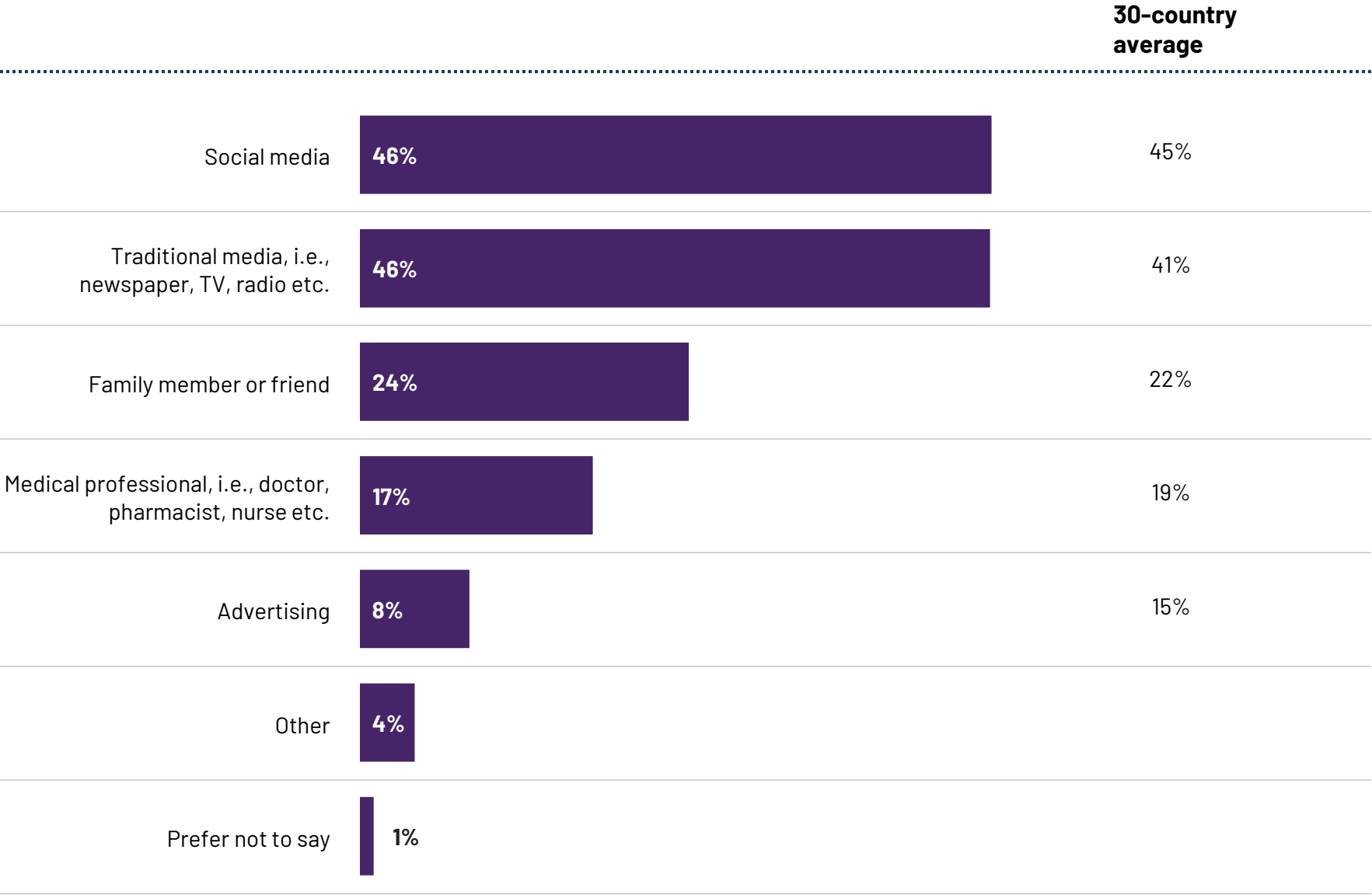
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



How did you hear about GLP-1 drugs?

AU Average

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



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?

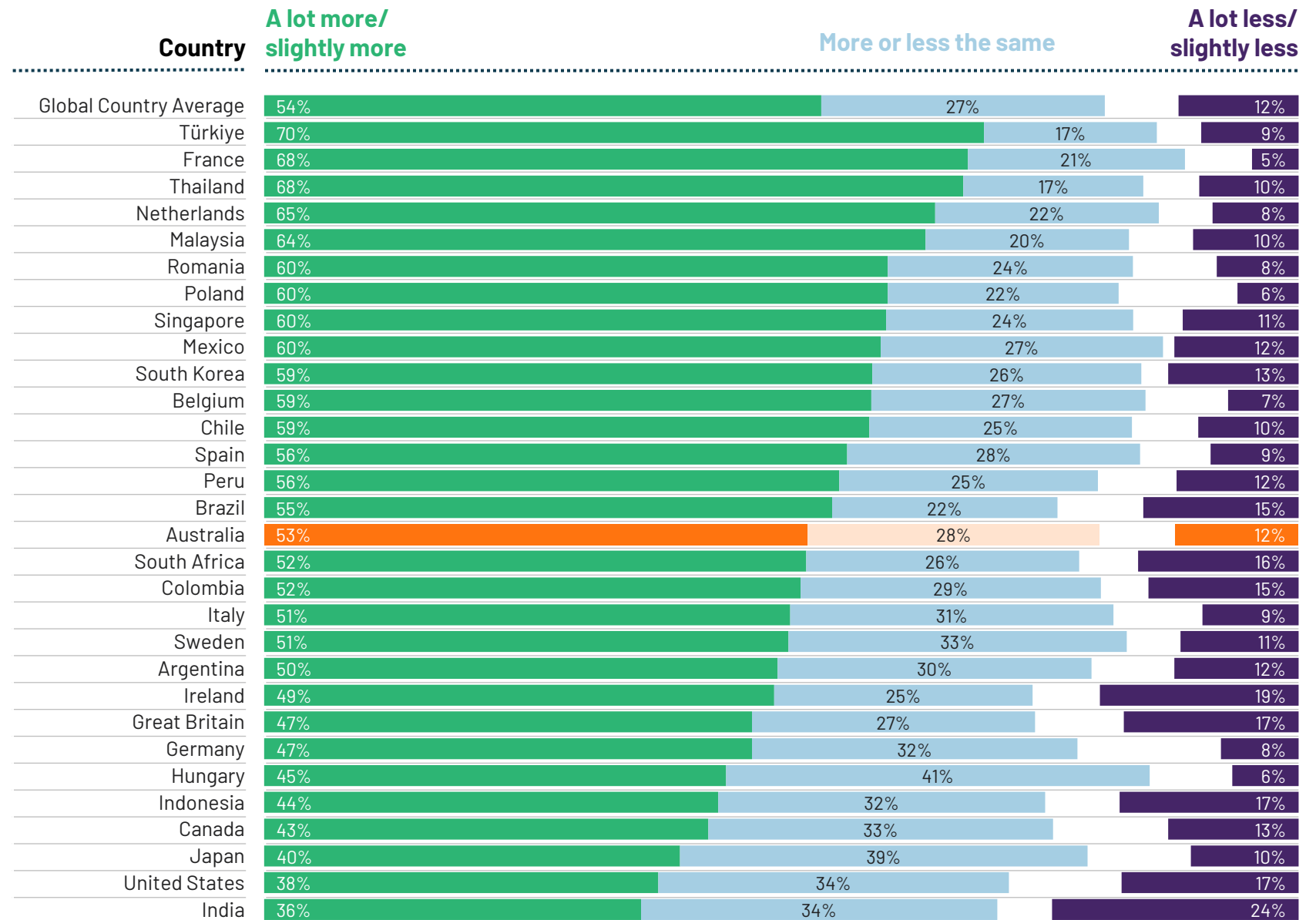
30-Country Average

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



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.



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.



For further information

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