

LIFE ASPIRATIONS 2026: CHART BOOK

A 30-Country Global
Advisor Survey

August 2026



At a glance

MODERN MILESTONES

Economic security leads the way

Stable employment (65%) and **home ownership (58%)** are the primary markers of global success.



Men prioritise traditional family markers

Men are more likely than women to view **marriage (+7pp)** and **parenthood (+5pp)** as important signs of a successful life.



THERE'S MORE THAT UNITES US THAN DIVIDES US

Despite popular narratives, Gen Z align with older generations on life's important milestones

THE ASPIRATION-EXPECTATION GAP

"Western" Gen Z: pets over parenthood



58%

already own,
or expect to
own a pet

44%

already are,
or expect to
become a parent

THE GEN Z CONFIDENCE QUESTION

Every generation is less confident than the one before it about reaching major milestones



HIGH EMOTIONAL STAKES FOR YOUNG PEOPLE

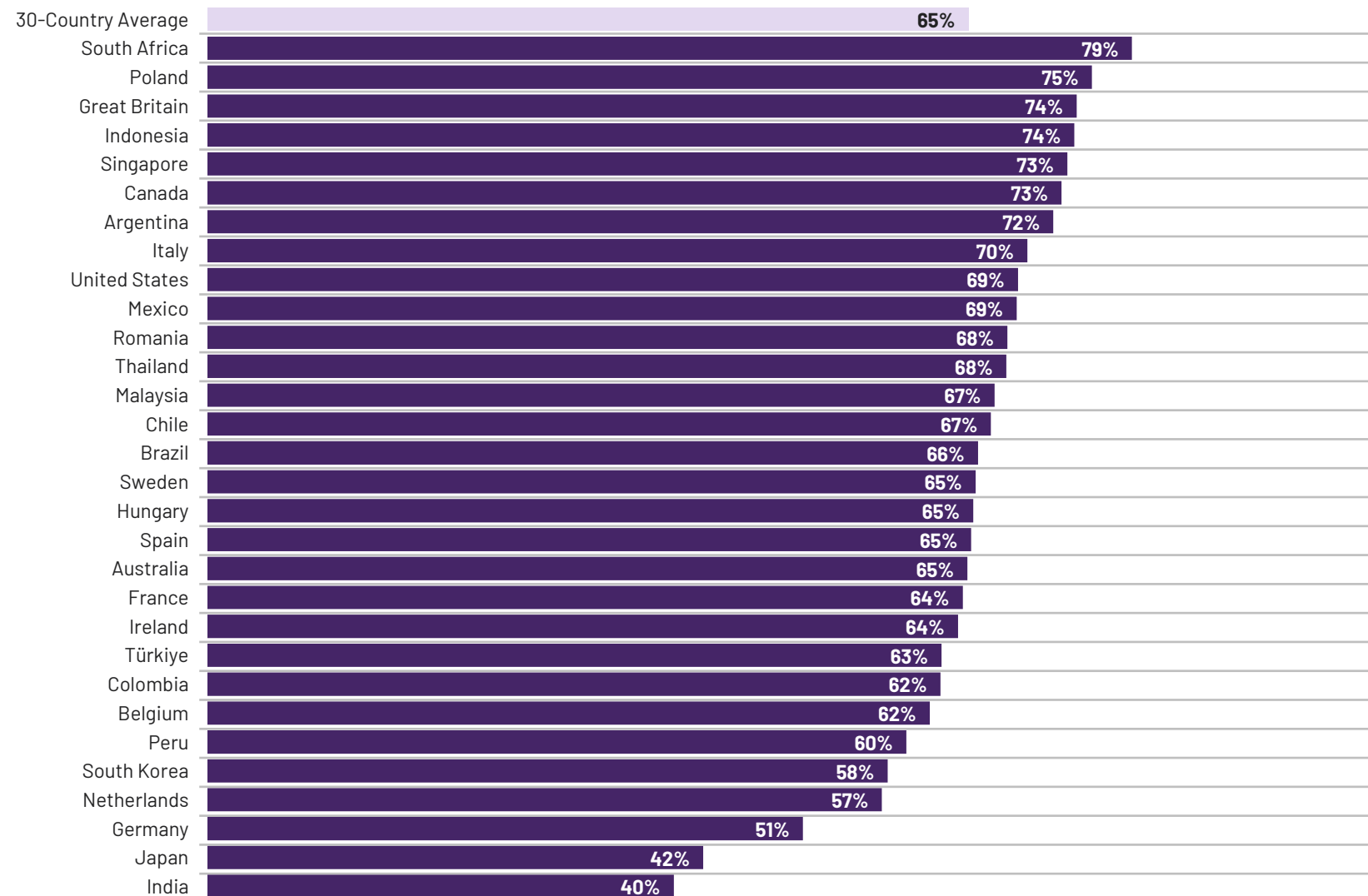
Gen Z is the generation most likely to feel sad if milestones remain unmet

Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting “having a stable, full-time job”

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

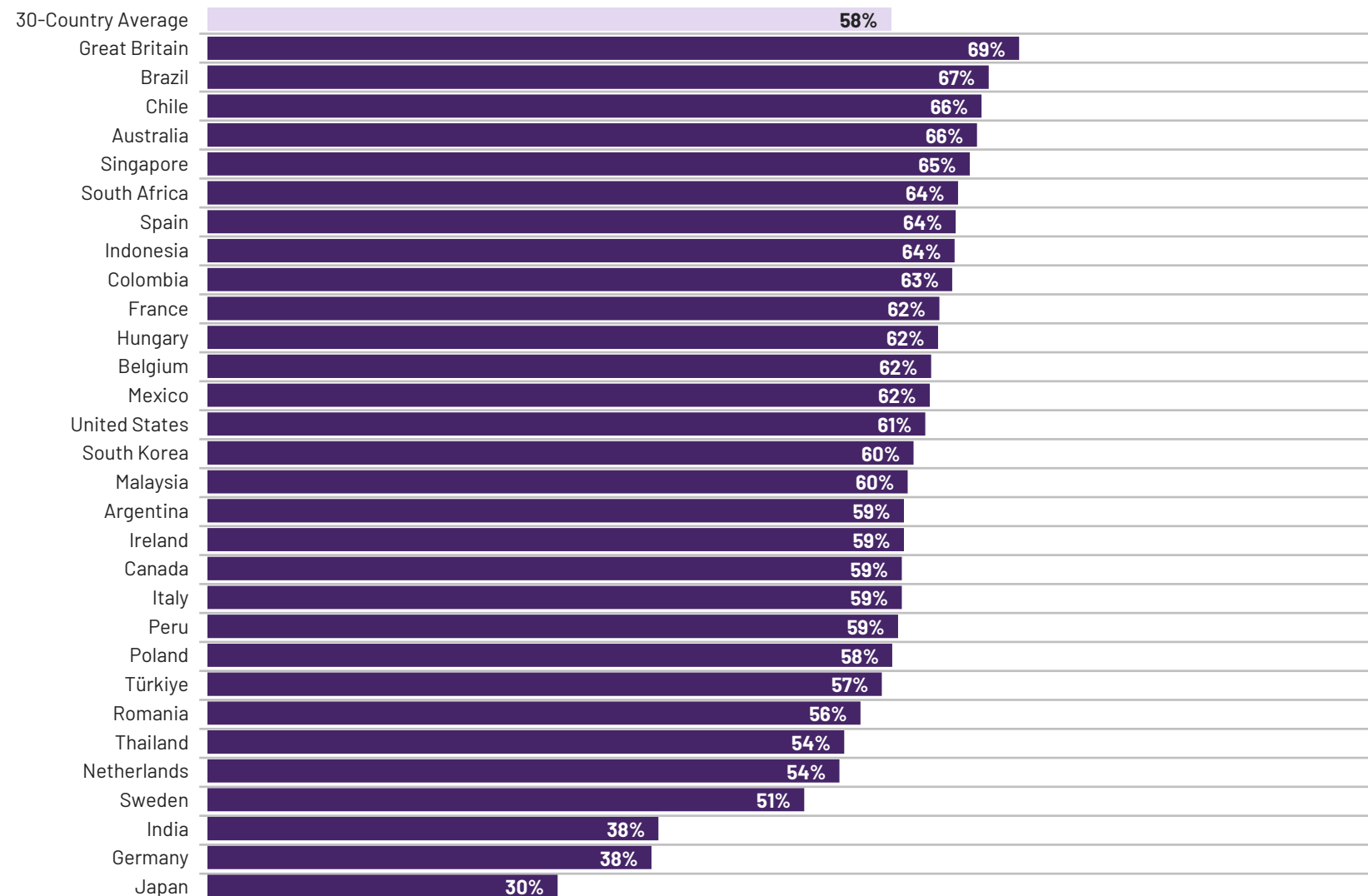


Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting "Owning your own home (outright or via mortgage/loan)"

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

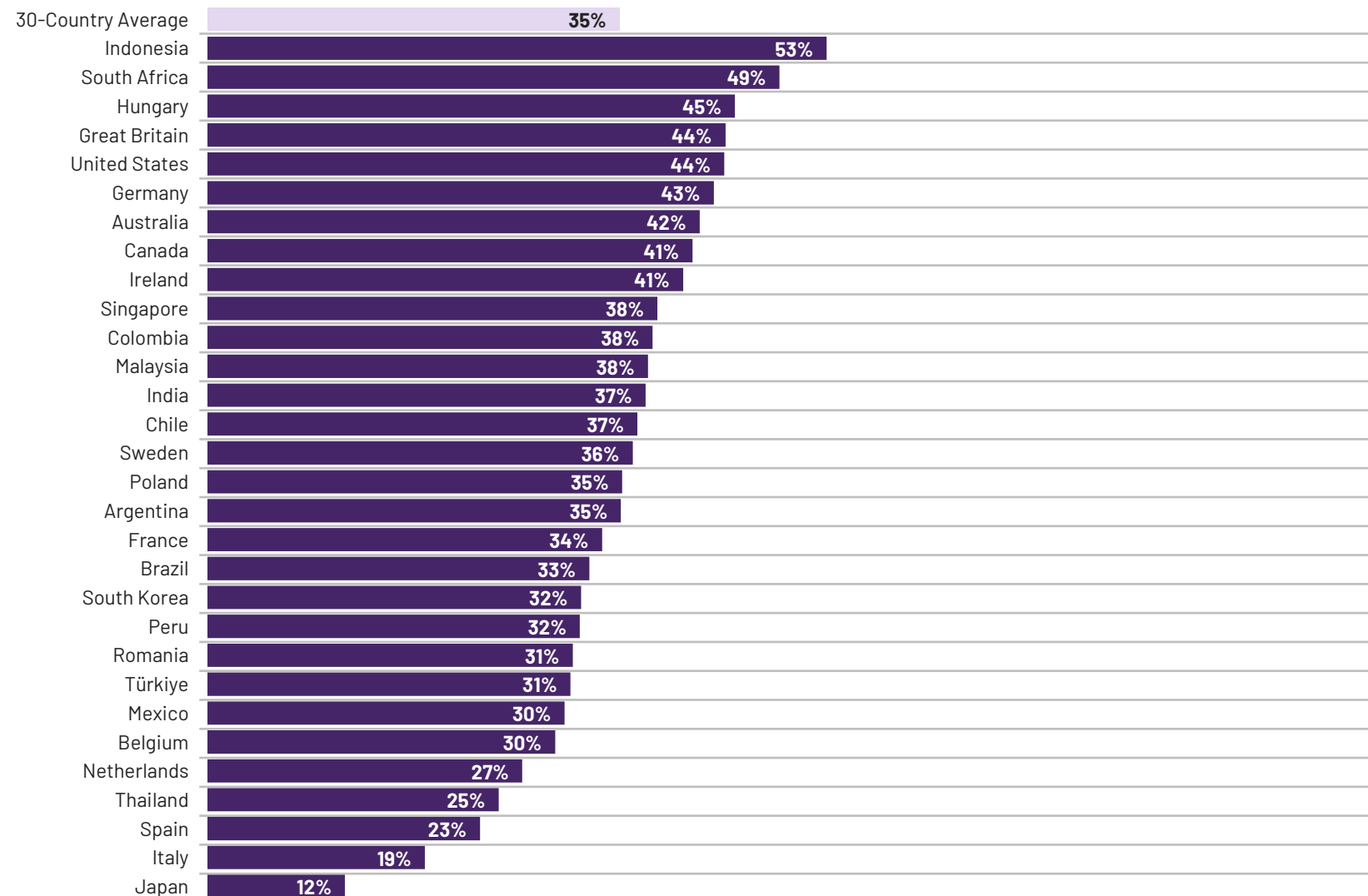


Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting “Moving into your own home (rented or owned)”

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

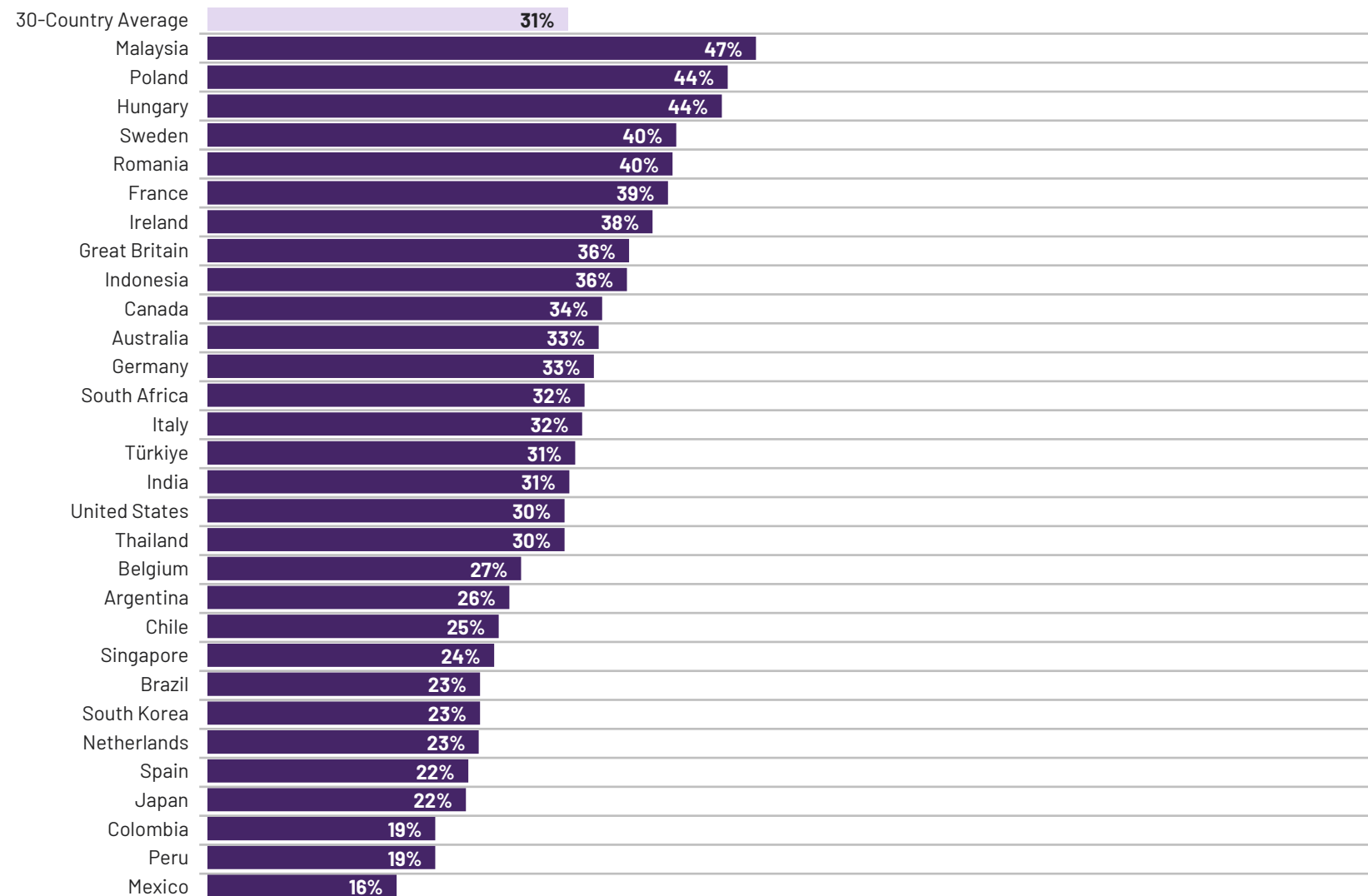


Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting “Becoming the parent of a child”

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

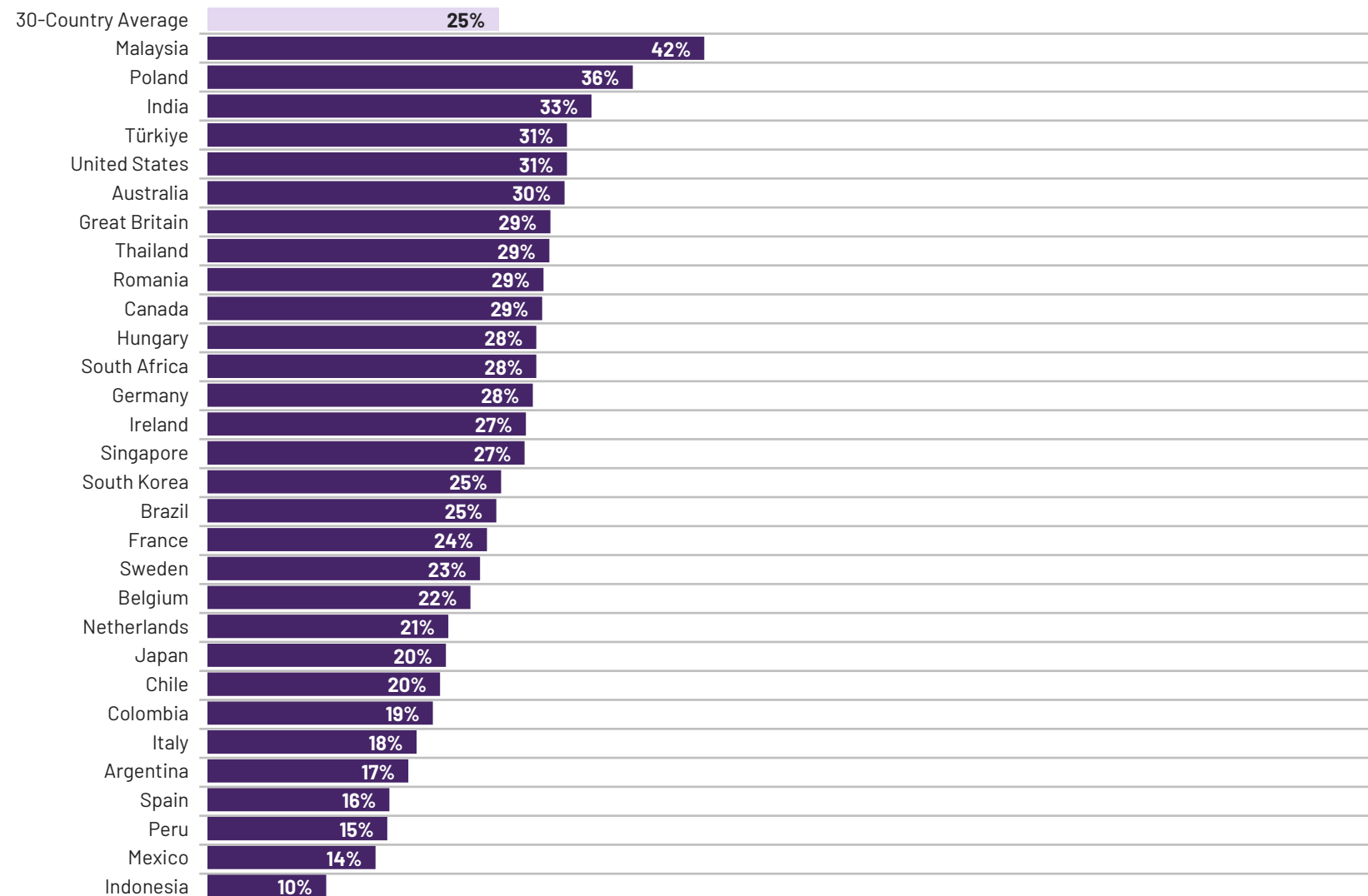


Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting “Getting married/entered a civil partnership”

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

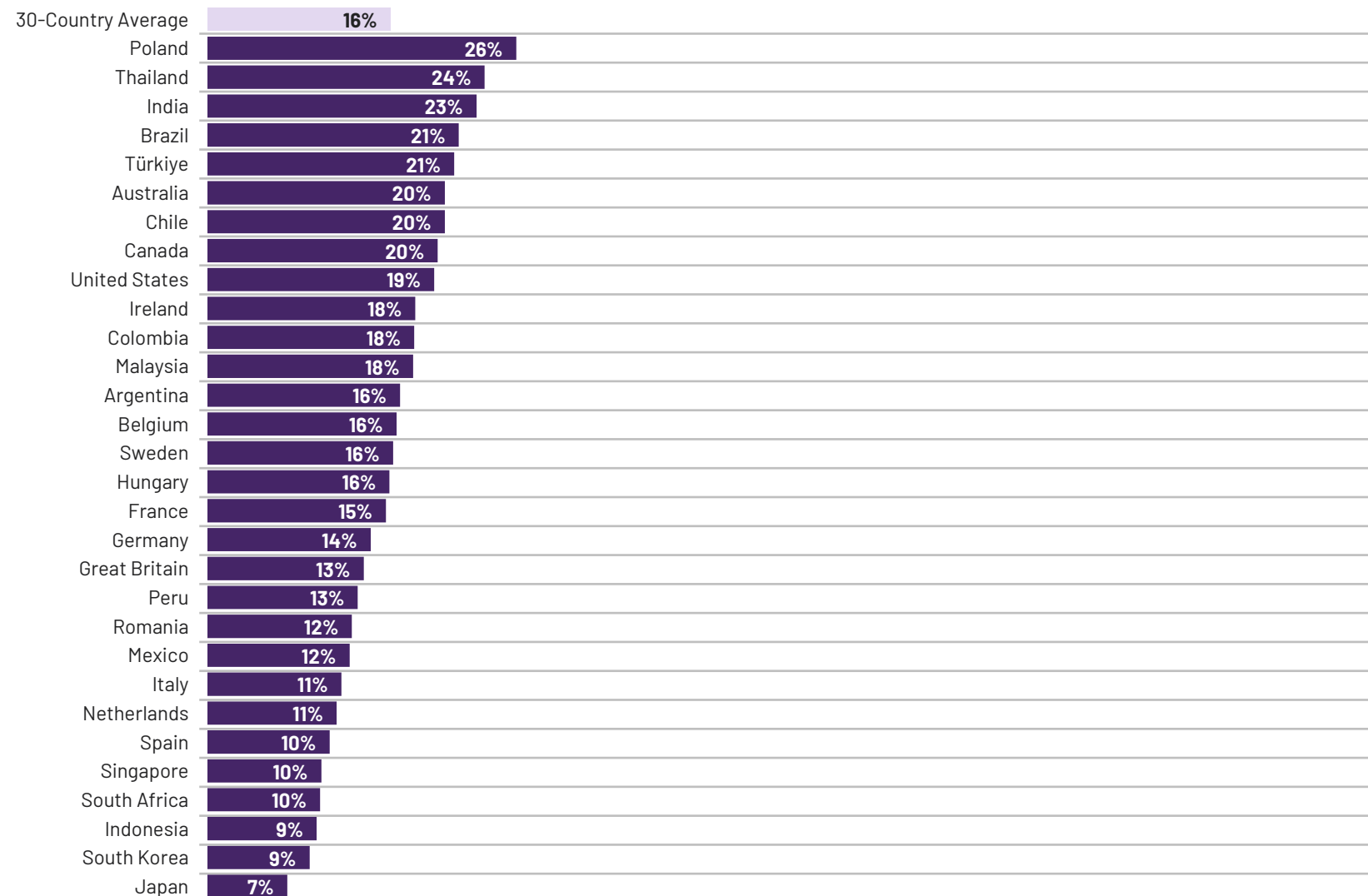


Which, if any, of the following would you say are important signs of living a successful life these days? (select all that apply)

% selecting “Owning a pet as an adult”

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country



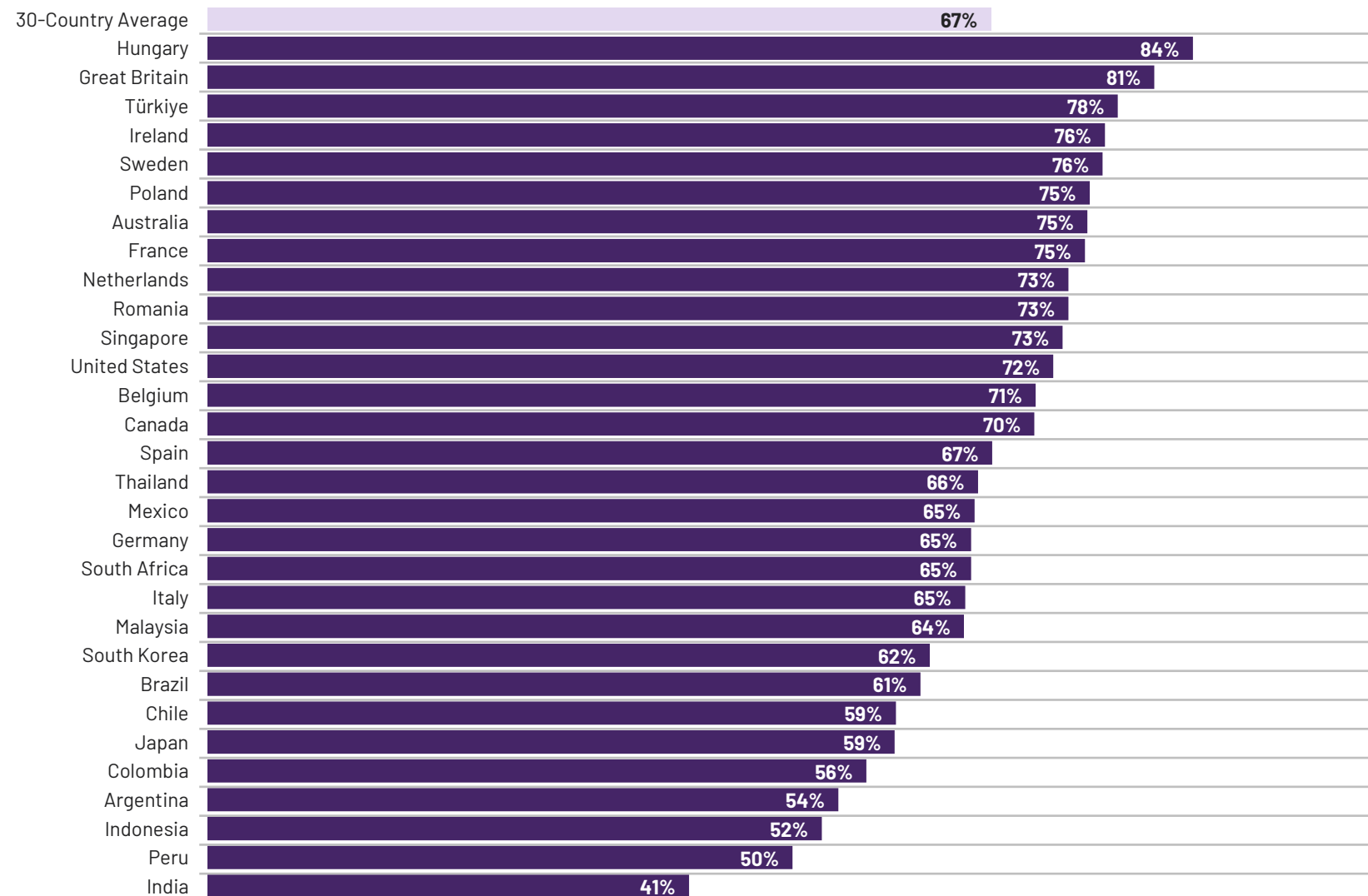
For each of the following,
please tell me if it has
happened to you in your life
so far?

Had a stable, full-time job

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



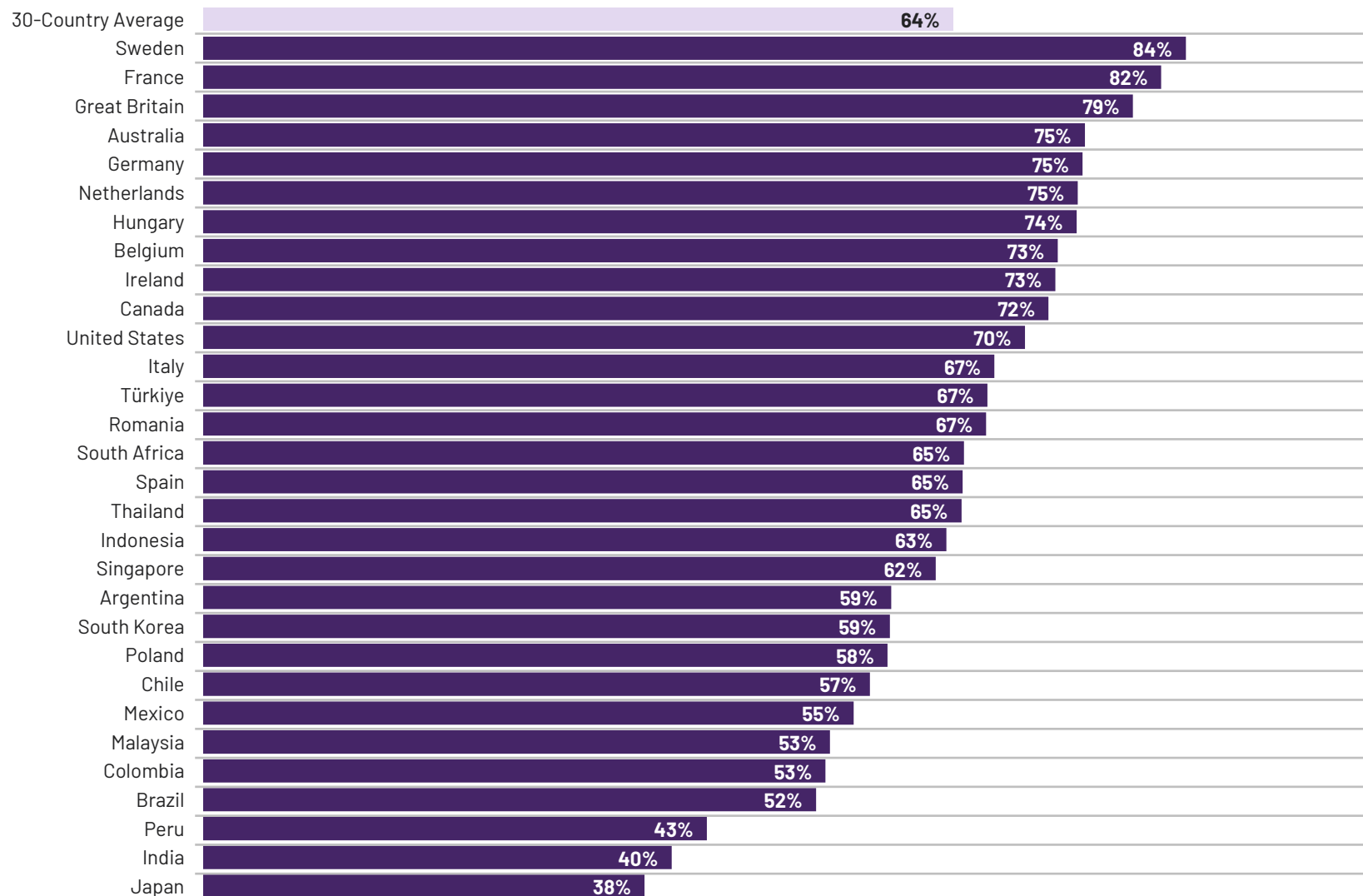
For each of the following,
please tell me if it has
happened to you in your life
so far?

Moved into my own home (rented or owned)

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



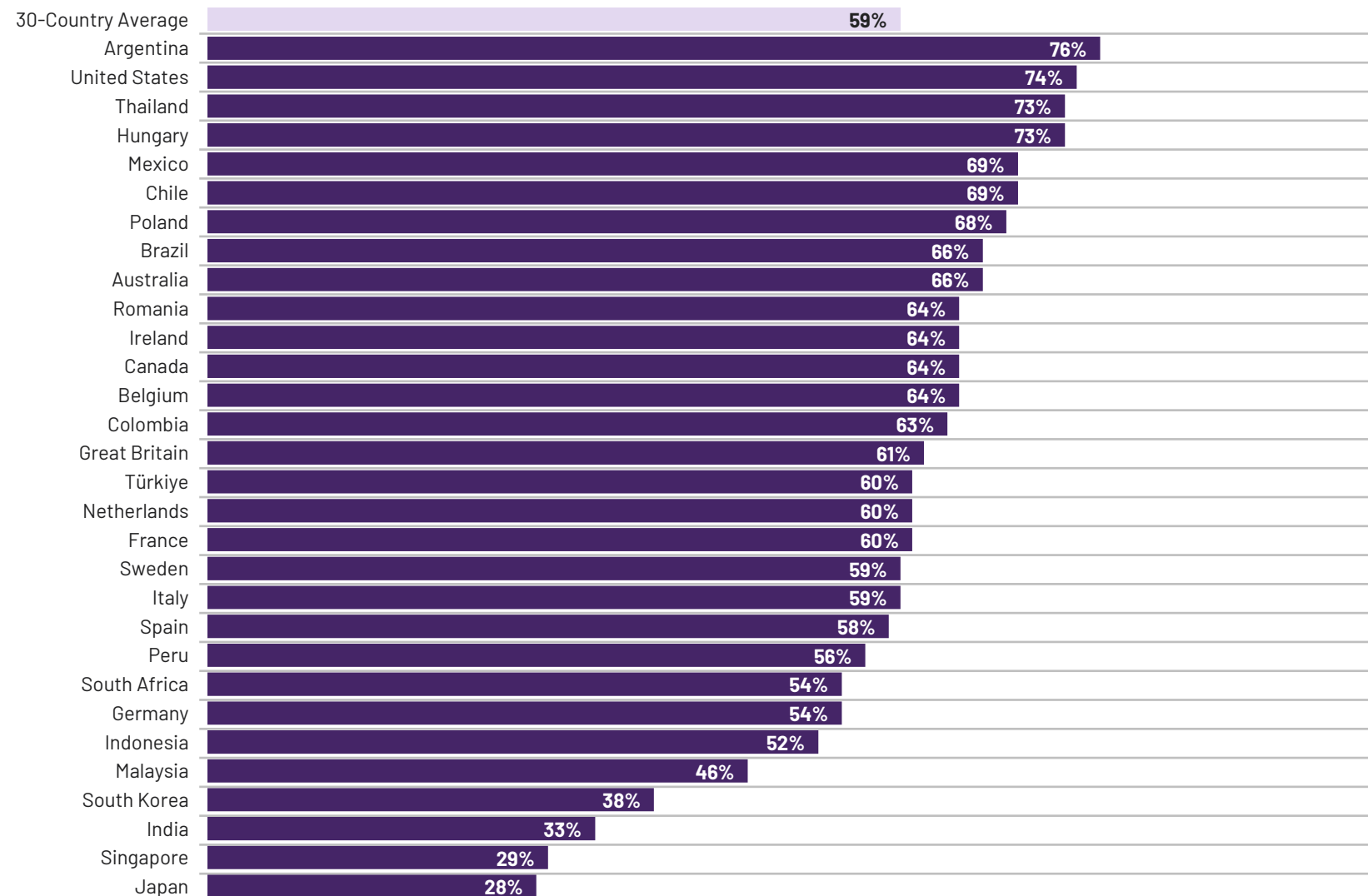
For each of the following,
please tell me if it has
happened to you in your life
so far?

Owned a pet as an adult

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



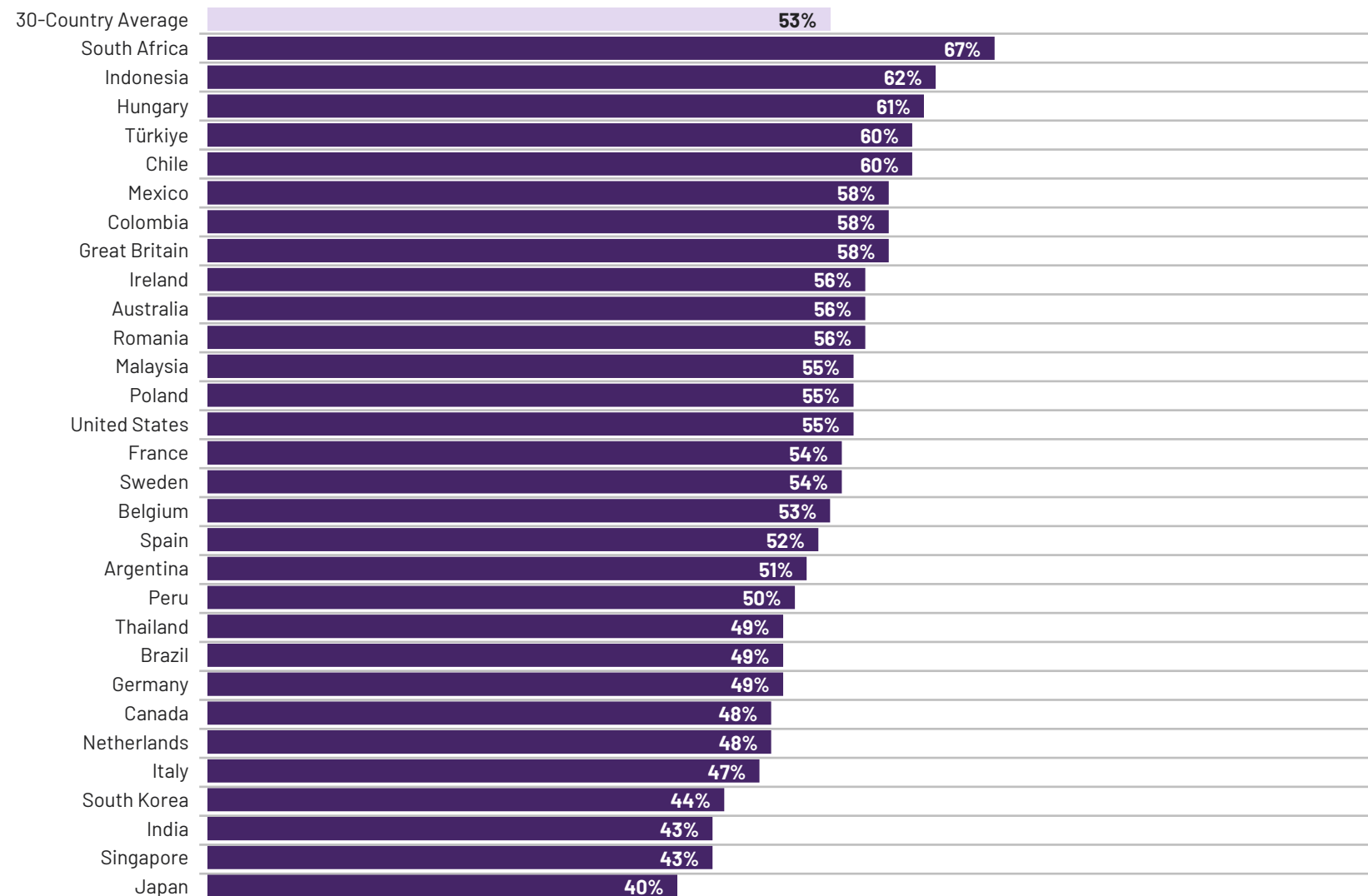
For each of the following,
please tell me if it has
happened to you in your life
so far?

Become the parent of a child

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



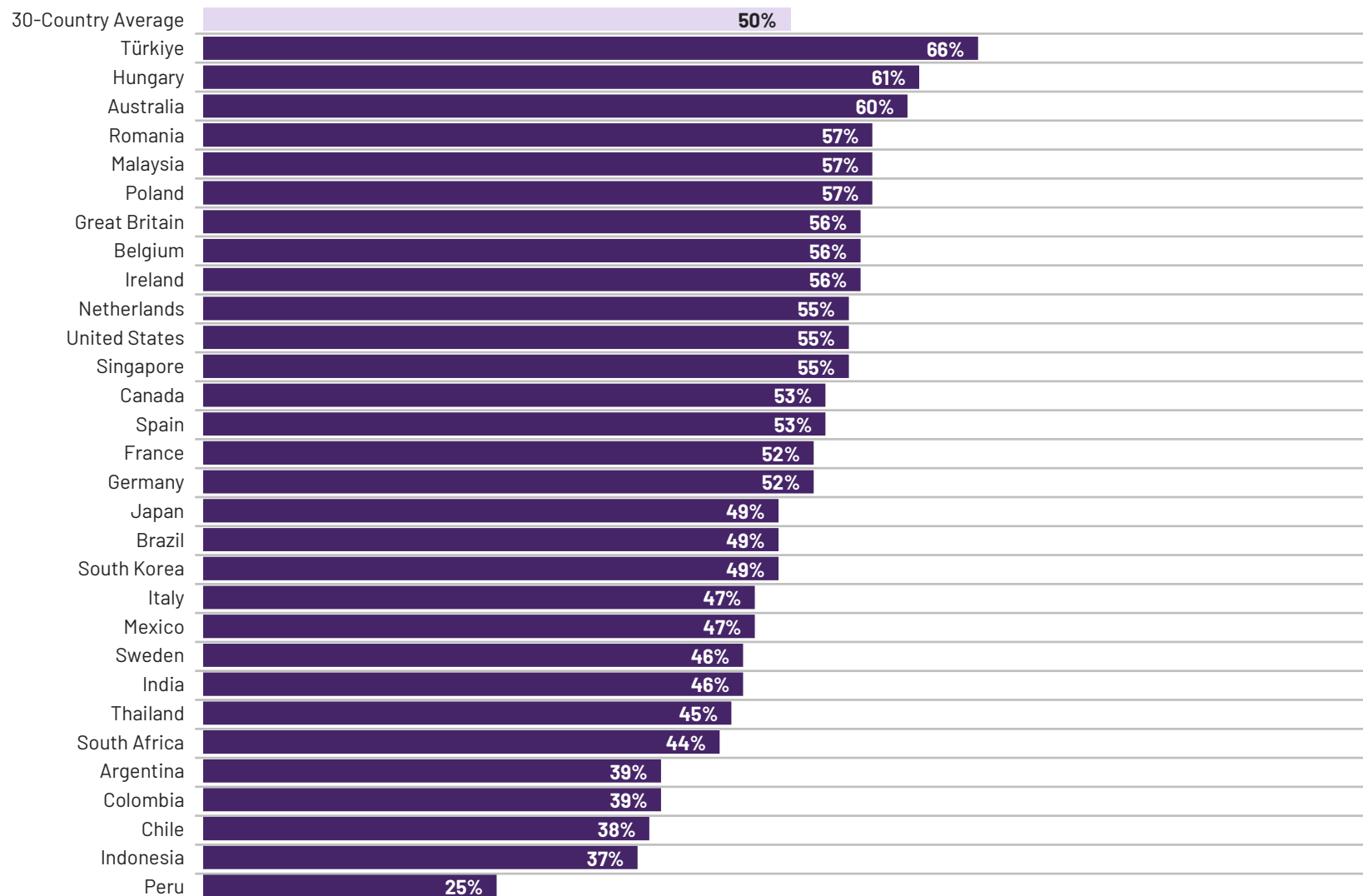
For each of the following,
please tell me if it has
happened to you in your life
so far?

Got married/entered a civil partnership

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



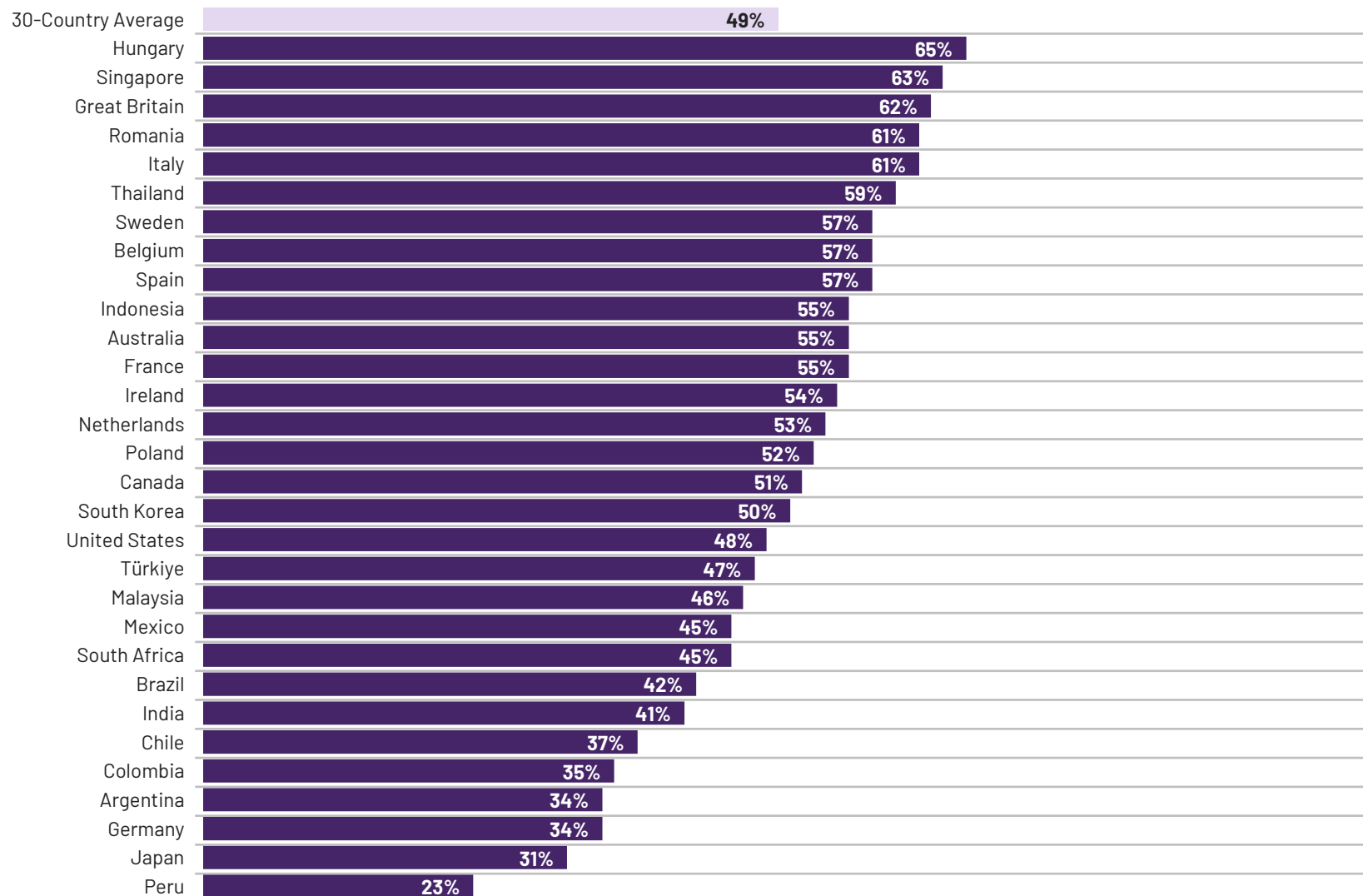
For each of the following,
please tell me if it has
happened to you in your life
so far?

**Owned my own home
(outright or via
mortgage/loan)**

% has happened

Base: 22,693 online adults under the age of 75 across
30 countries, interviewed 20 February and 6 March
2026.

Country



For each of the following, please indicate if you expect it will happen to you during your lifetime?

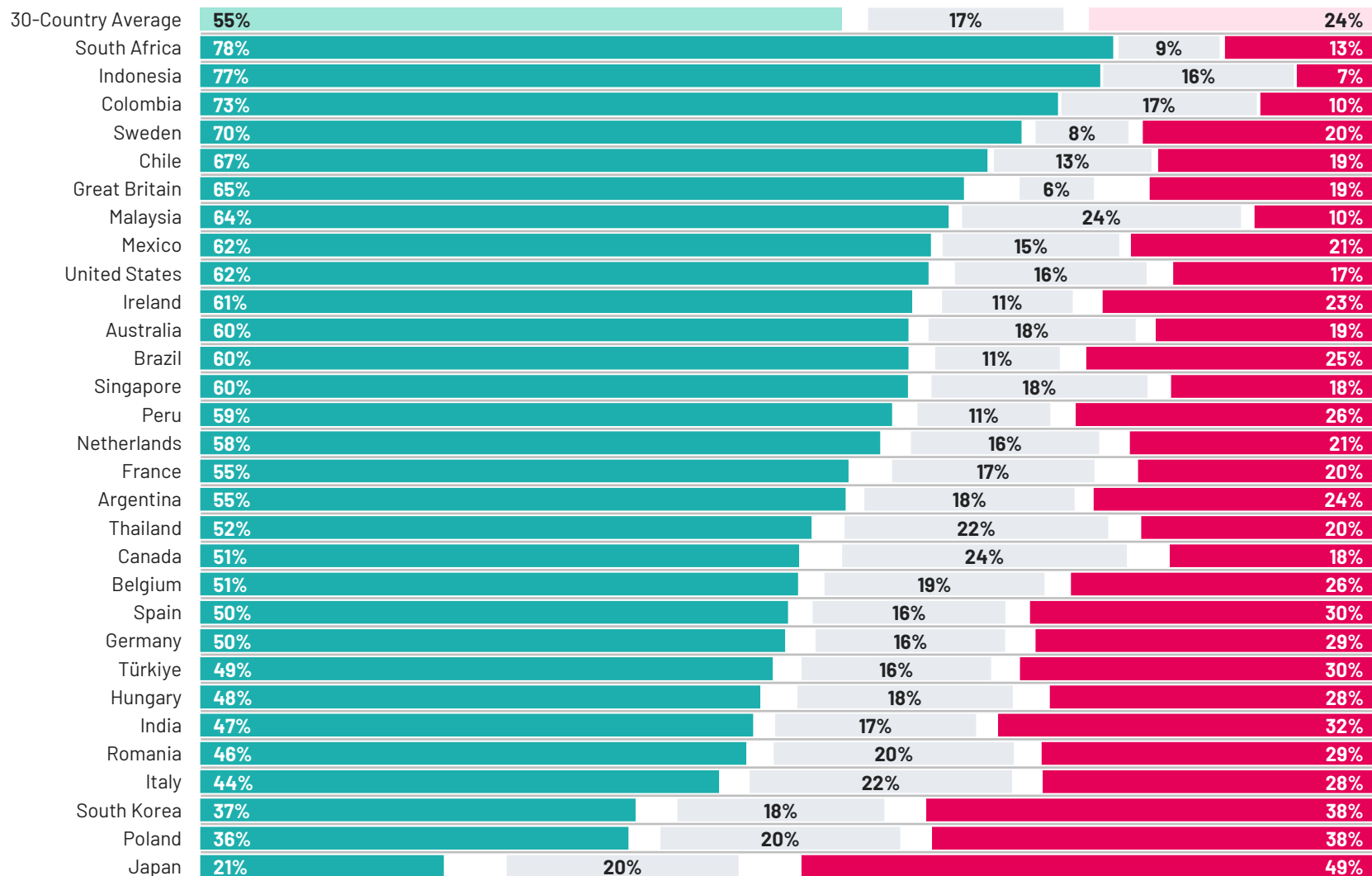
Move into my own home (rented or owned)

(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



For each of the following, please indicate if you expect it will happen to you during your lifetime?

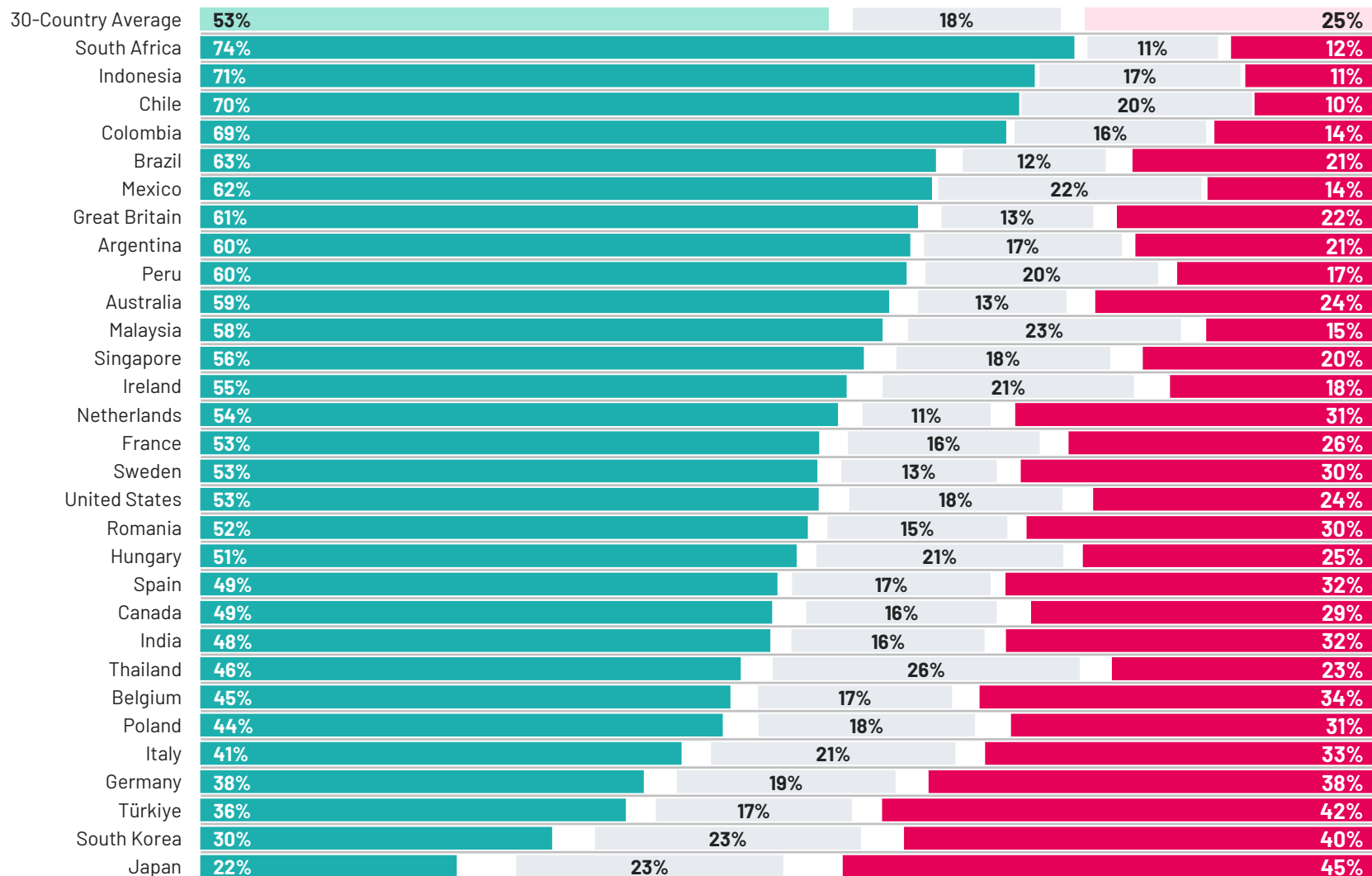
Have a stable job

(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



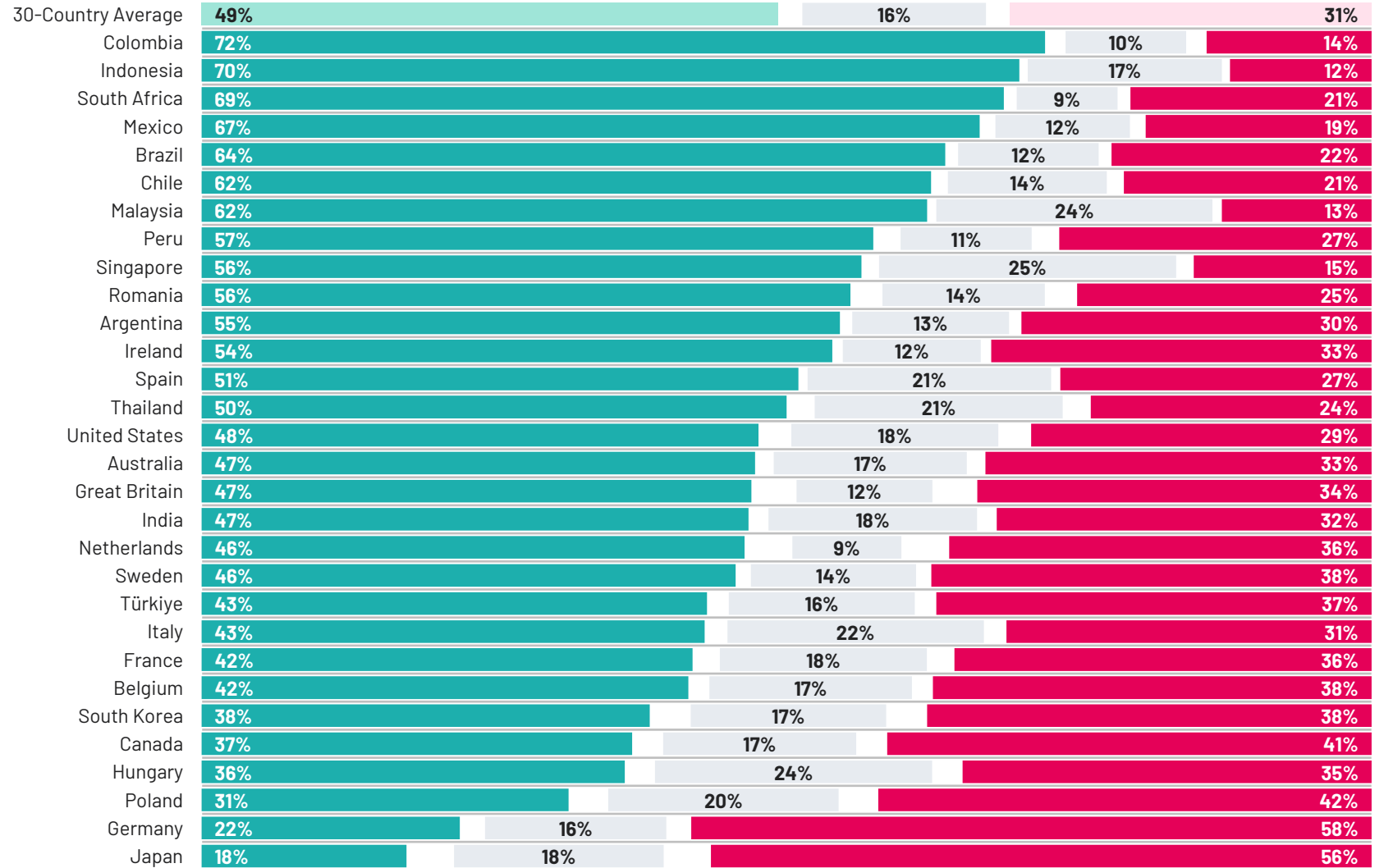
For each of the following, please indicate if you expect it will happen to you during your lifetime?

Own my own home (outright or via mortgage/loan)
(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



For each of the following, please indicate if you expect it will happen to you during your lifetime?

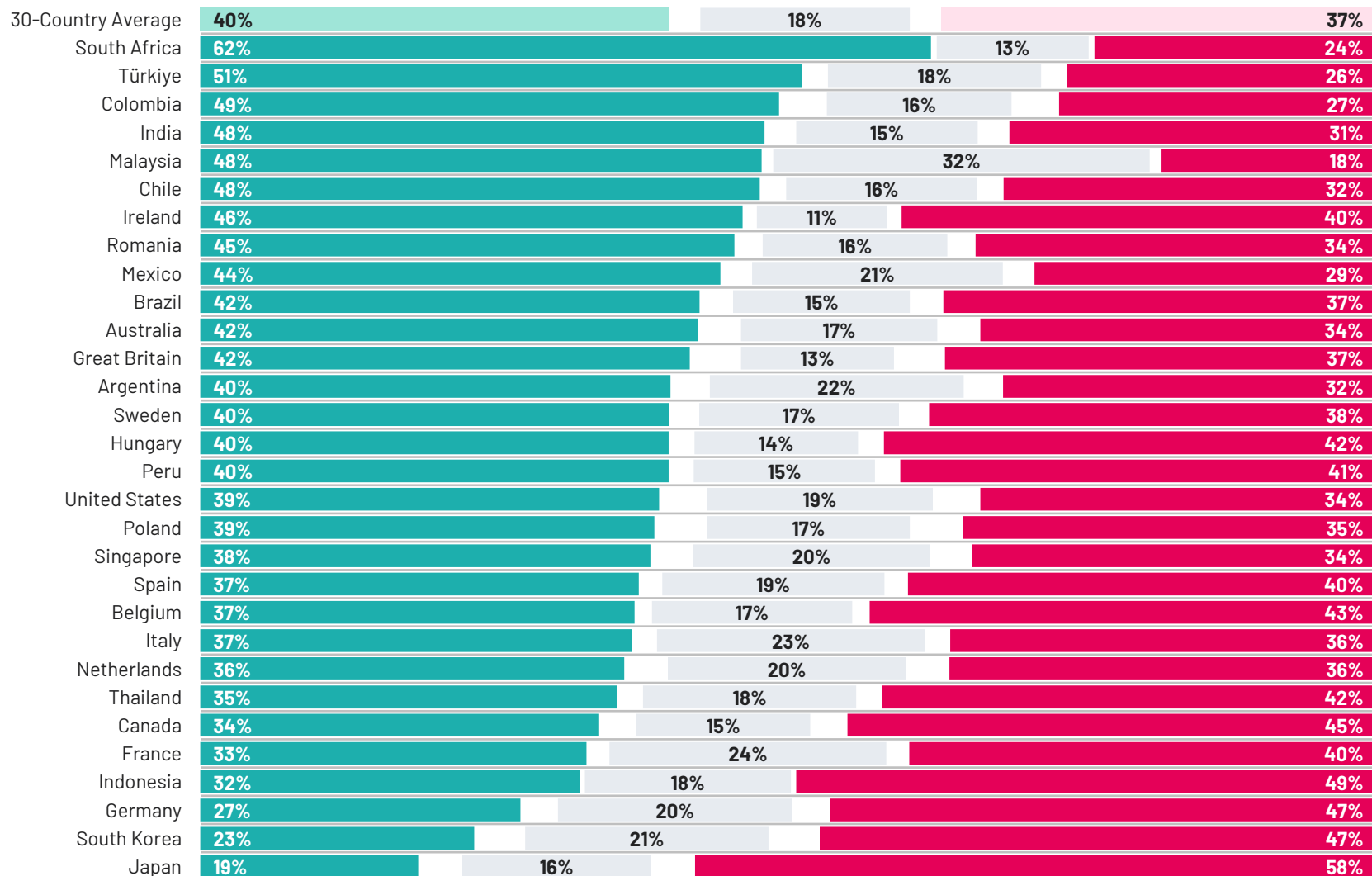
Get married/enter a civil partnership

(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



For each of the following, please indicate if you expect it will happen to you during your lifetime?

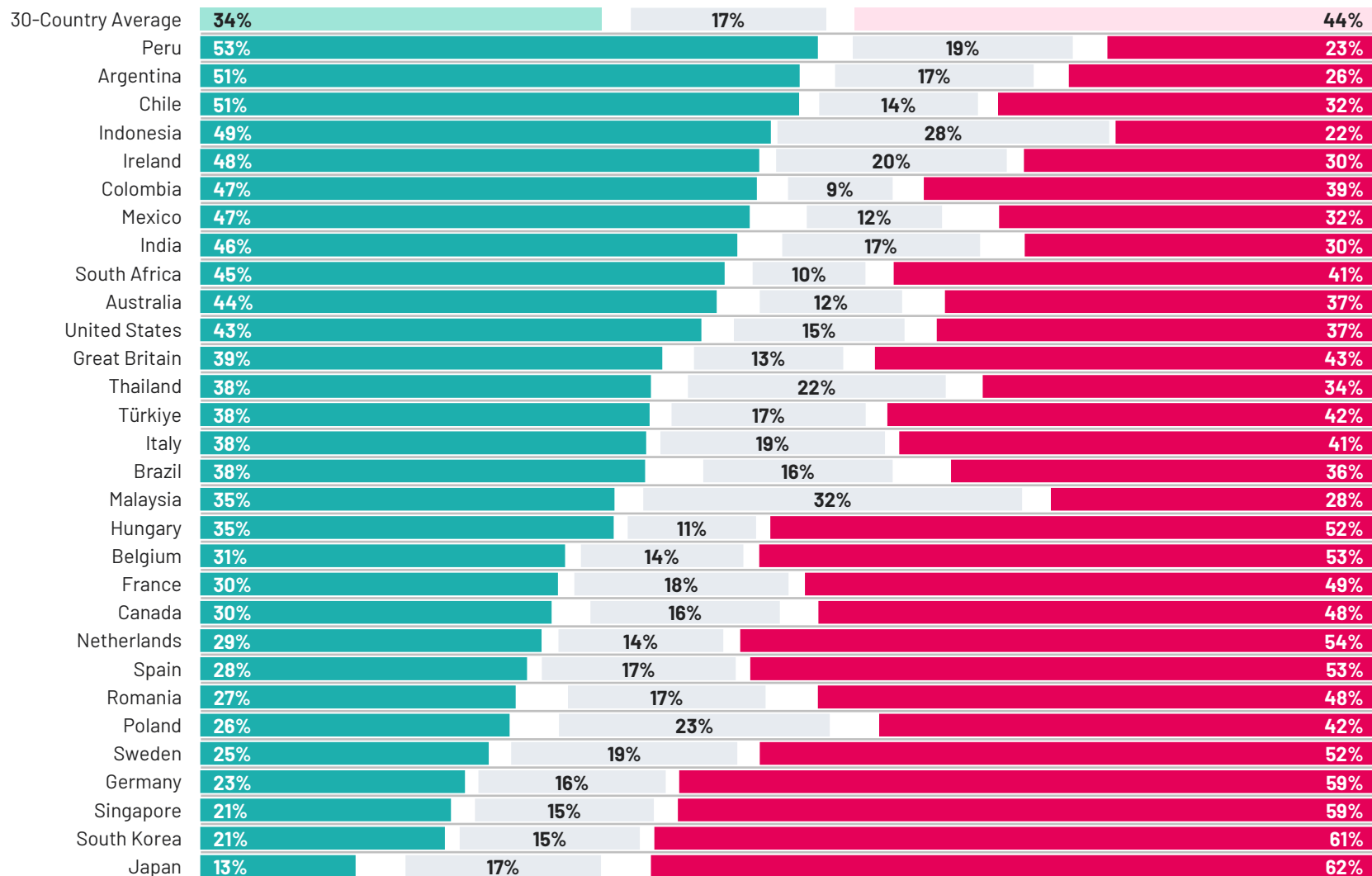
Own a pet

(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



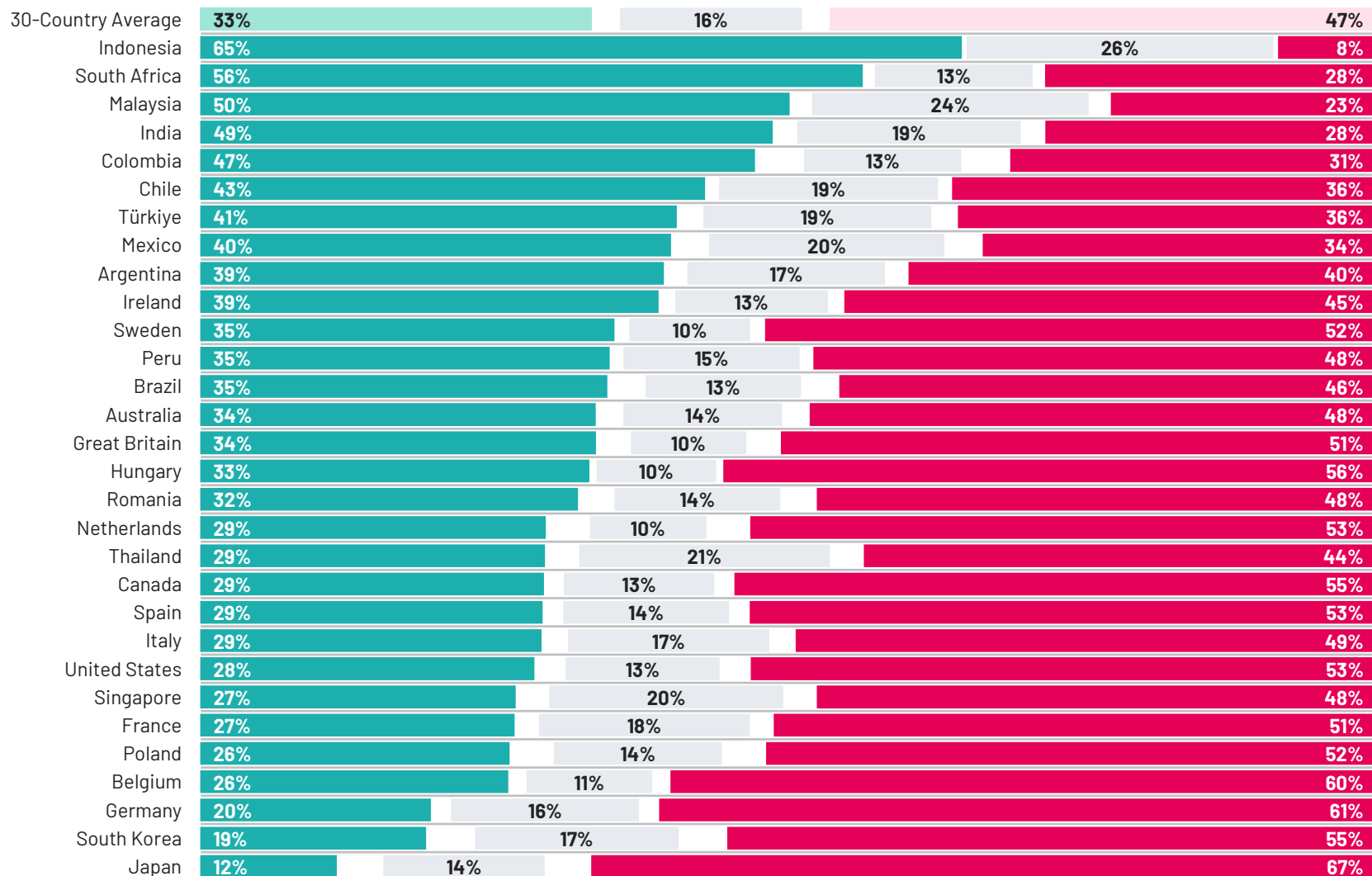
For each of the following, please indicate if you expect it will happen to you during your lifetime?

Become the parent of a child
(among those for whom it has not yet happened)

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country

Certain to or likely to happen Neither likely or unlikely Certain not to or likely not to happen



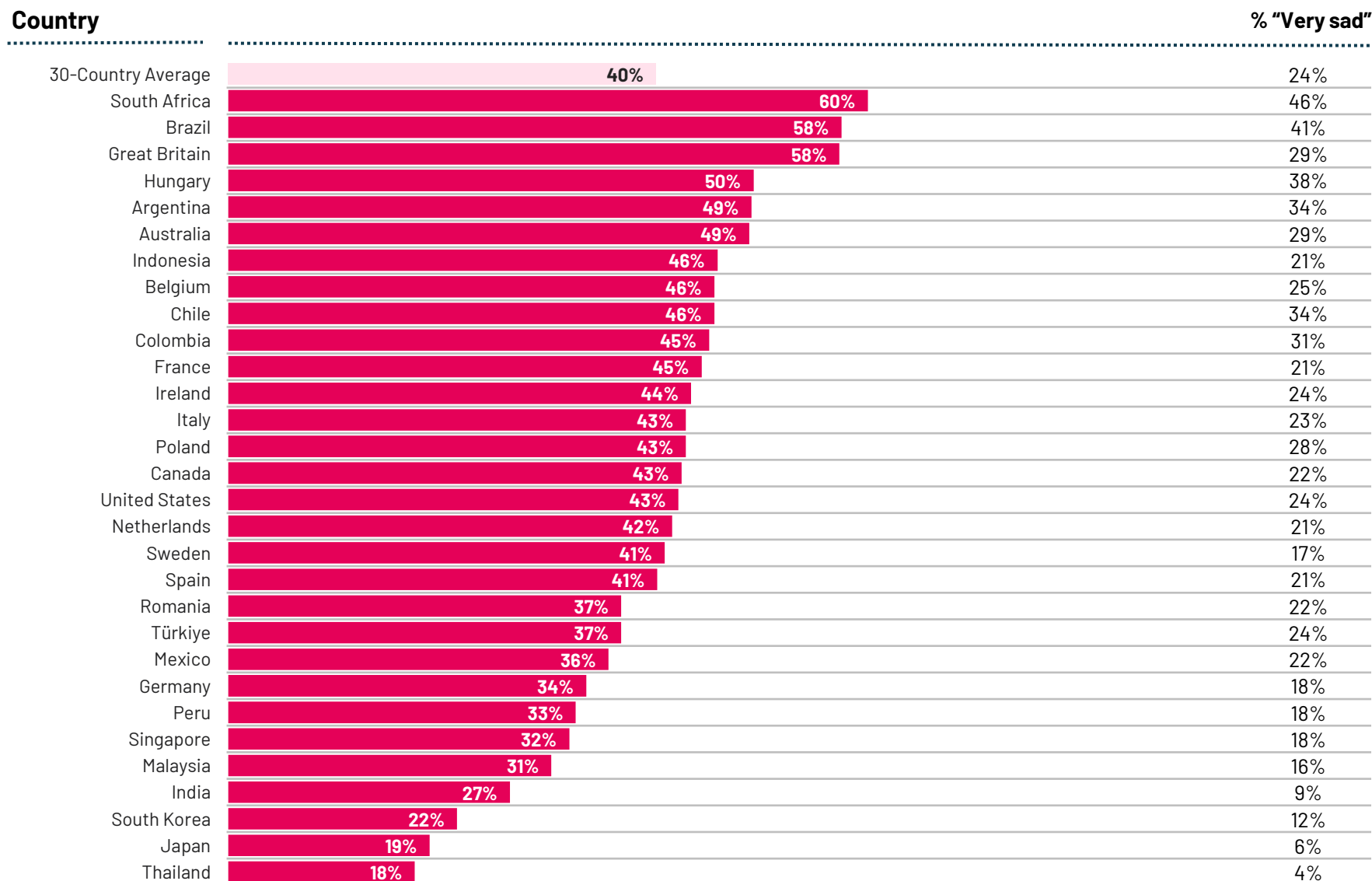
For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

**Owned my own home
(outright or via a mortgage/loan)**

(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

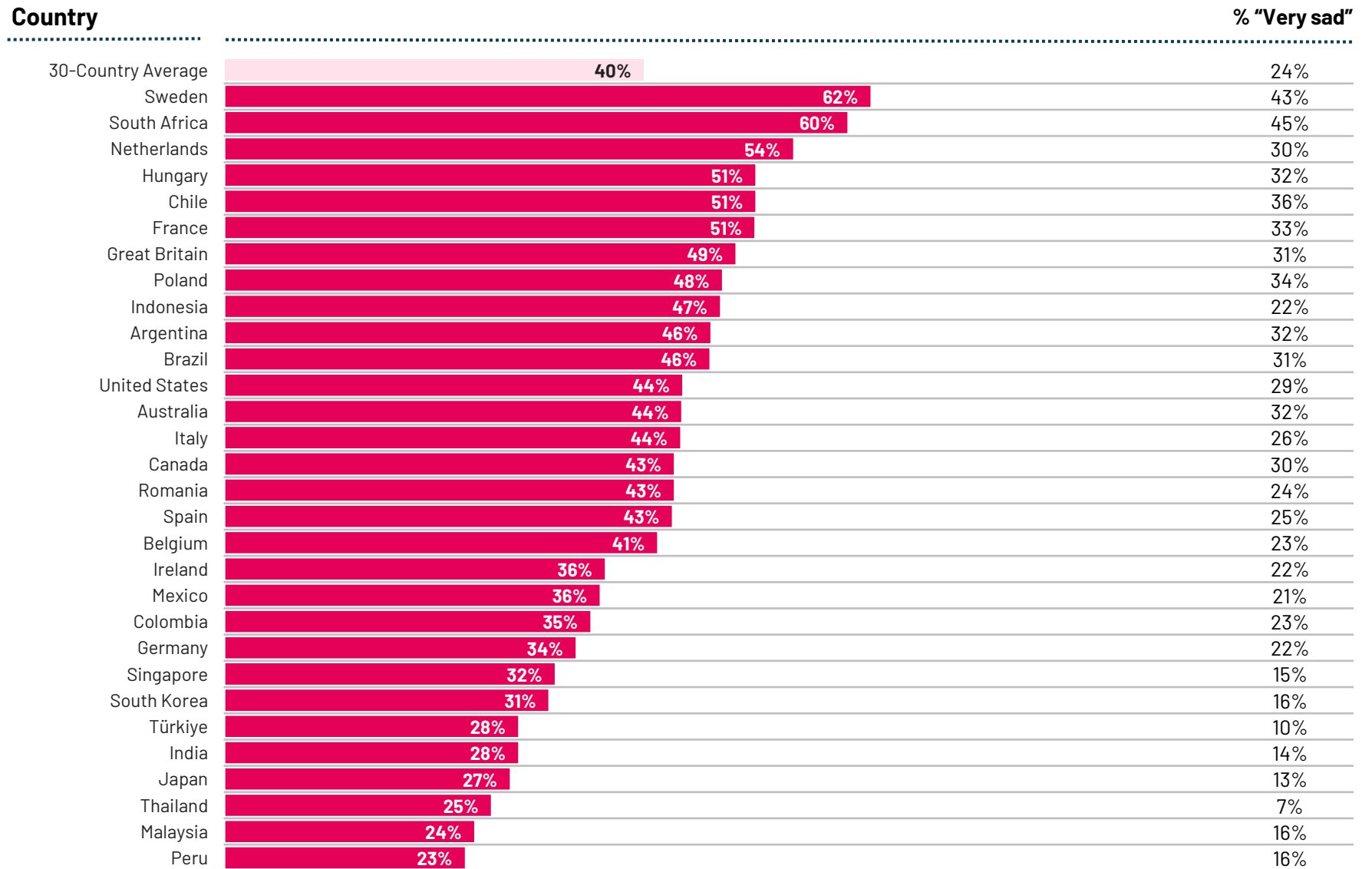


For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

Had a stable, full-time job
(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

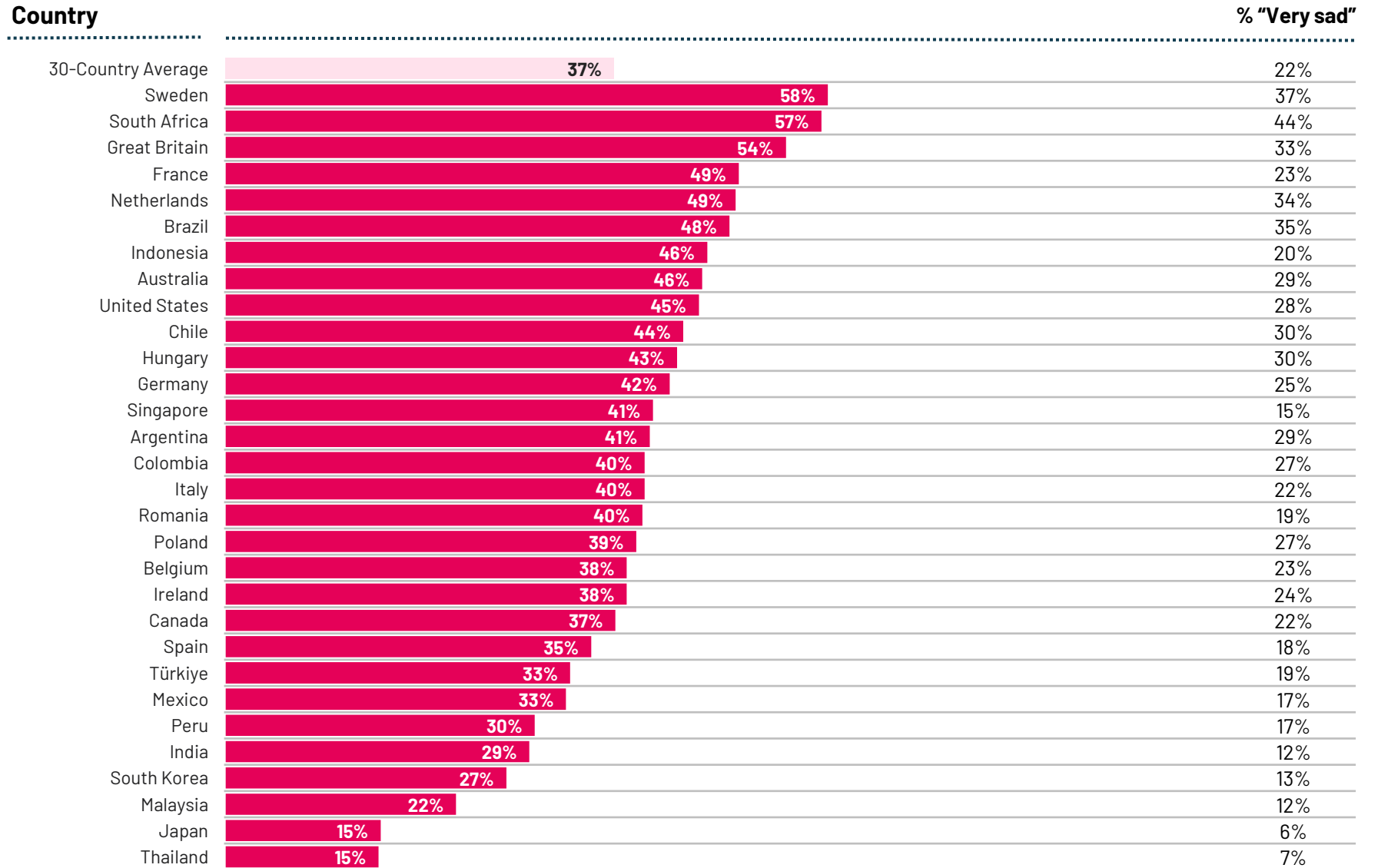


For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

Moved into my own home (rented or owned)
(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

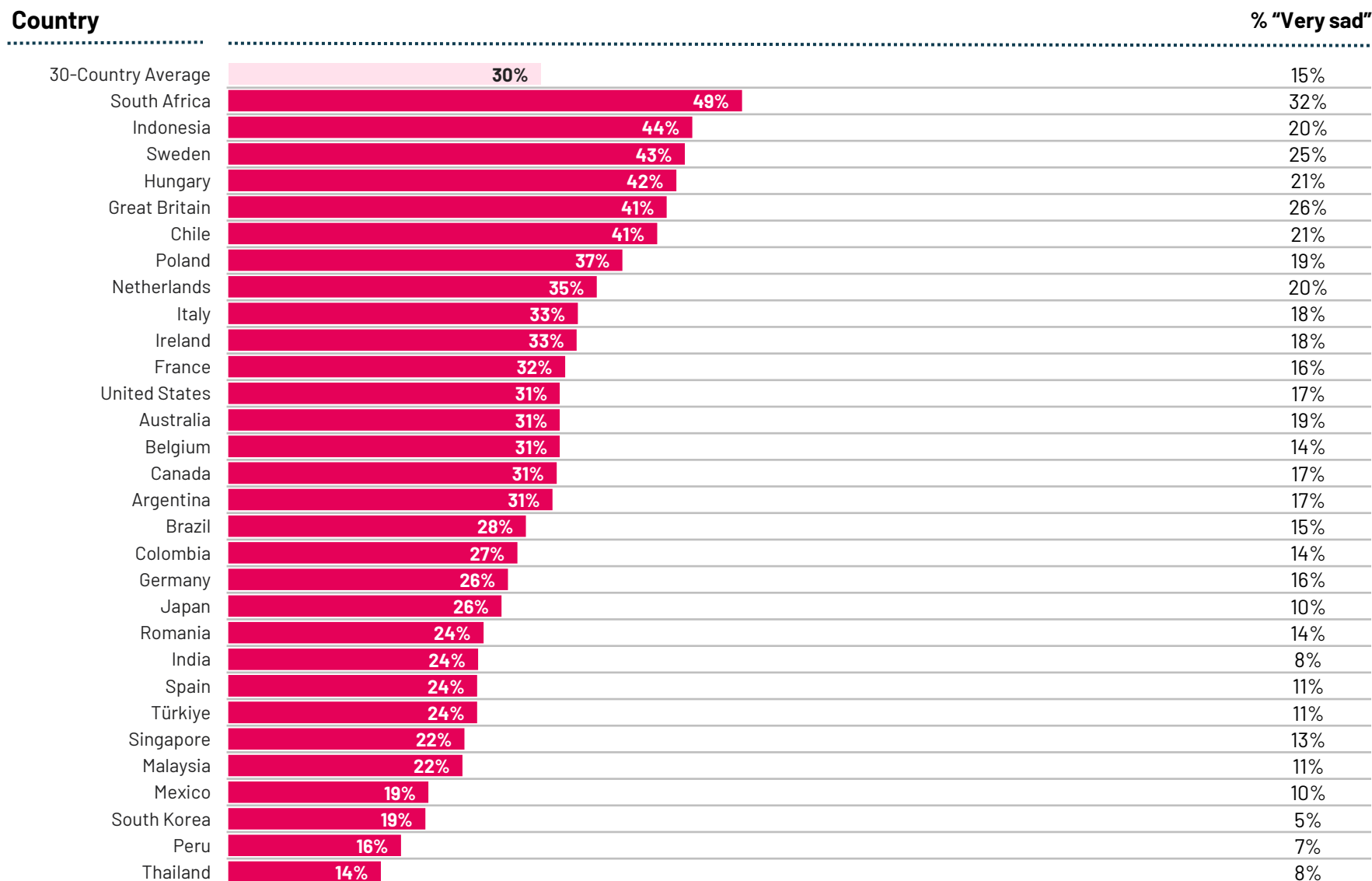


For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

Become the parent of a child
(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.



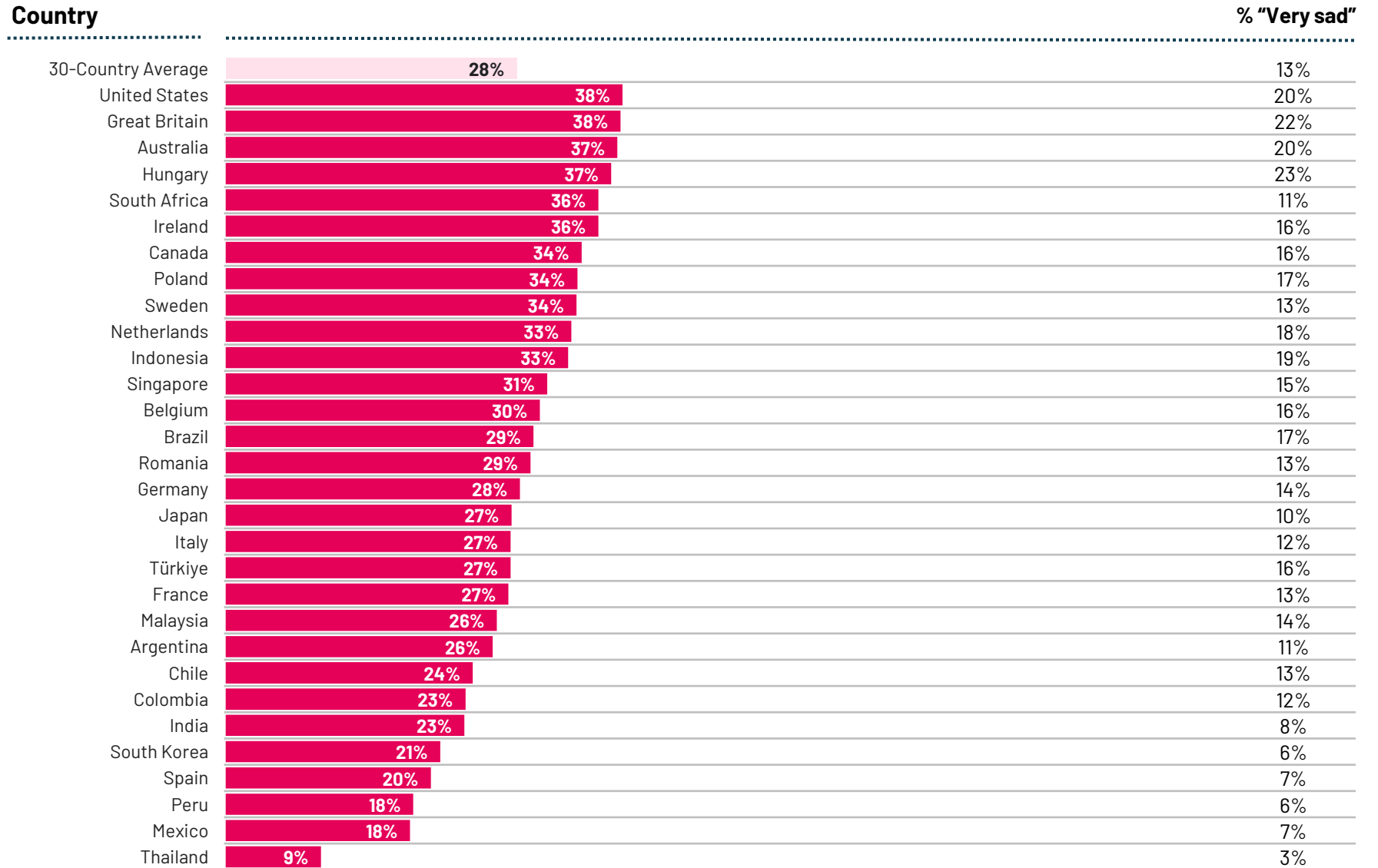
For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

Got married/entered a civil partnership
(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country



For each of the following, please indicate how you would feel if, for whatever reason, it did not happen to you in your lifetime?

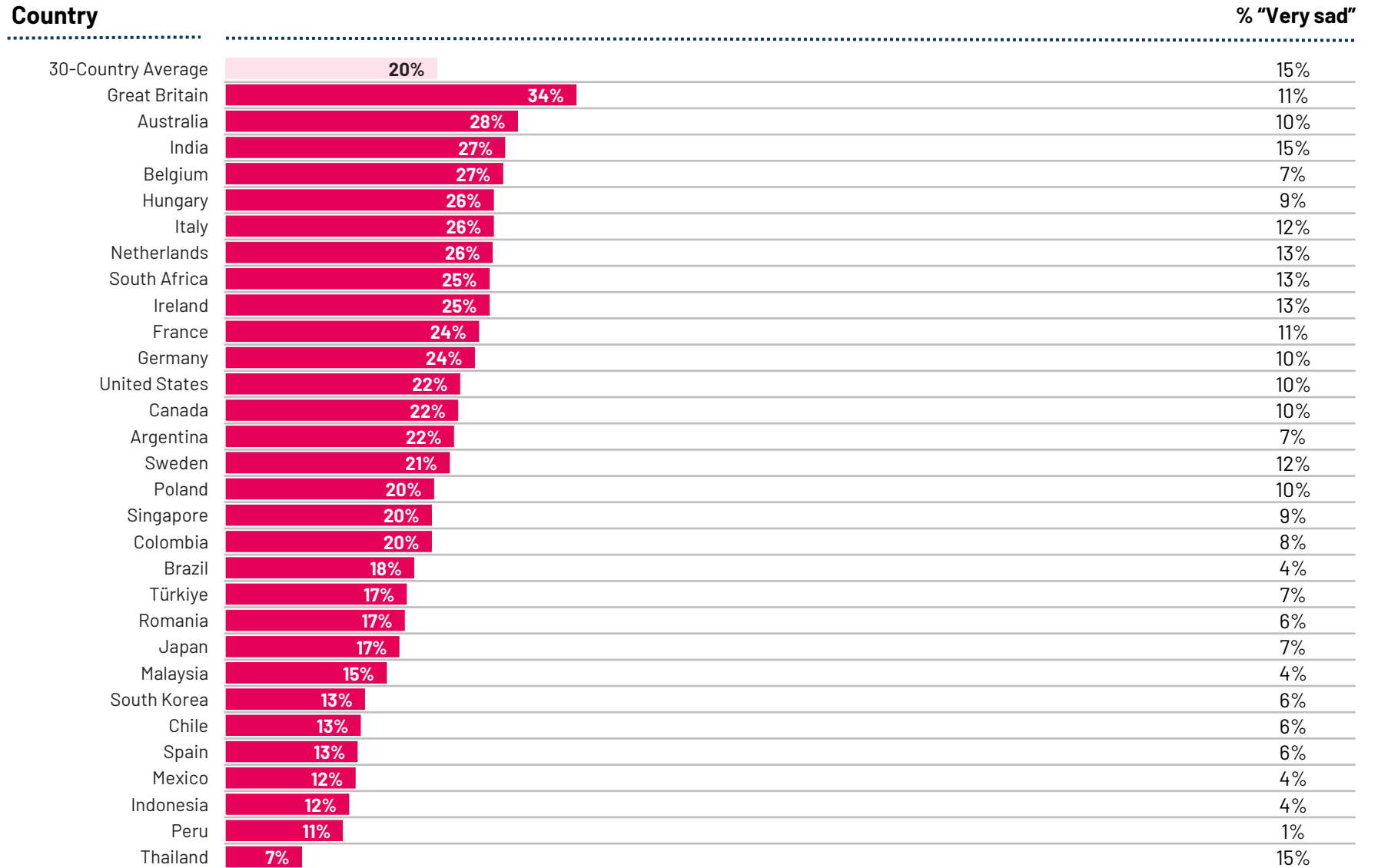
Owned a pet

(among those for whom it has not yet happened)

% very or somewhat sad

Base: 22,693 online adults under the age of 75 across 30 countries, interviewed 20 February and 6 March 2026.

Country



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, February 20, and Friday, March 6, 2026. For this survey, Ipsos interviewed a total of 22,693 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, 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, Thailand, and Türkiye. 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 Global 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 information or assistance about this please contact:

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