

IPSOS GENERATIONS REPORT 2025

Key findings



01



Generational analysis is vulnerable to biases, misperceptions and cultural stereotypes

We can do better! Discipline is required to distinguish true generational differences from lifecycle effects that all age cohorts experience, and indeed from period effects that impact all age cohorts at the same time. Local context is also important: 'Western' labels do not always travel well. We should not assume that they meaningfully capture the attitudes and beliefs of similarly aged cohorts in all countries.

Gen Z is not one homogenous group

One of the most striking polling findings in recent years is the significant gap in attitudes between Gen Z men and women when it comes to social issues like gender or equality. In certain countries, this gap is beginning to be reflected in voting patterns, with young men playing a key role in the rise of populist parties – all while young women become even more progressive. This gap is also reflected in online behaviour, with a fragmented media landscape offering extra opportunities for young men and women to divide even further.

02



03



Don't neglect the quietly powerful Gen X

Despite being economically powerful and poised to dominate even more leadership roles across politics and business – and even in the family – Gen X is often overlooked in media stories and research projects. While less fashionable than Gen Z, they hold more consumer power. Are organisations missing out on opportunities here?

Older people's views and aspirations are evolving

Once considered resistant to technological and societal change, older generations are increasingly tech-literate and often progressive in their views. A new generation of 'yold' people (the young-old) are emerging who are looking to stay empowered as they age. Marketing strategies should adapt to address their nuanced consumer needs and their contribution to societal dynamics.

04



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