

THE DIRECTORY

The full collection of content from
the Ipsos Knowledge Centre

January 2025

THE DIRECTORY



Global Advisor

Our large-scale, unique studies examines global perceptions to a range of issues.

1



Ipsos Update

Our monthly round-up of the latest insights and research from Ipsos around the world.

2



Ipsos Views

These point of view papers present new expert analysis from Ipsos across a range of business questions.

3



Ipsos Flair

The Flair collection explores the social, economic, and political context of countries around the world.

4



Ipsos Almanac

The Ipsos Almanac is our annual review of how the events, trends and surprises of the last 12 months will shape what happens next.

5



Ipsos Podcasts

Listen to our experts and their guests chat about culture, trends, innovations, customer experience and much more.

6



GLOBAL ADVISOR



What Worries the World?

Ipsos' What Worries the World survey tracks public opinion on the most important social and political issues across 29 countries today, drawing on over ten years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

Full breakdowns of findings for each country and each issue are also available.

Please contact
Teodros.Gebrekal@ipsos.com
for more information.

Also see our [Consumer Confidence Index](#) on the global economic outlook.



Global Advisor

PREDICTIONS 2025 REPORT

A 33-Country Ipsos
Global Advisor Survey
December 2024

Global Predictions

At the end of each year, we run our Predictions survey to poll people on their outlook for the upcoming year, and also asks them to reflect the year past.

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#)

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PERILS OF PERCEPTION

A 30-Country Ipsos
Global Advisor Survey

Perils of Perception

Ipsos has been running its global Perils of Perception studies since 2012, exploring the gap between people's perceptions and reality.

Find previous editions [here](#)

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WORLD AFFAIRS

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

Dr. Darrell Bricker
November 2024

World Affairs

This survey, conducted on behalf of Halifax International Security Forum, examines potential global threats and international affairs.

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#) | [2019](#)

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IPSOS EDUCATION MONITOR 2024

A 30-Country Ipsos
Global Advisor Survey
August 2024

Ipsos Cost of Living Monitor

Our in-depth quarterly research provides a plethora of information from a range of countries. Everything you need to know about the public's reaction to inflation and how they are coping with rising prices

Read in [Spanish](#)

Find previous editions [here](#)

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Global Advisor

IPSOS HEALTH SERVICE REPORT 2024

A 31-Country Ipsos
Global Advisor Survey
September 2024

Ipsos Health Service Report

We explore changes in the biggest health concerns, how people perceive the quality of their country's healthcare and the biggest challenges facing healthcare providers around the world.

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#) | [2018](#)

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IPSOS WORLD MENTAL HEALTH DAY 2024

A 31-Country Ipsos
Global Advisor Survey
October 2024

World Mental Health Day

We explore changes in how people feel about their own mental health, the factors that are impacting their mental wellbeing, and set this against the backdrop of a healthcare environment.

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#)

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ATTITUDES TO THE 2024 PARIS GAMES

A 33-country Ipsos
Global Advisor Survey
July 2024

Attitudes to the 2024 Paris Games

Sentiments towards the worldwide event varied, with the hosts feeling particularly lukewarm about it. Find out more including how people feel about the politics and economics of the sporting tournament.

[Tokyo Games](#)

[READ MORE](#)

IPSOS EDUCATION MONITOR 2024

A 30-Country Ipsos
Global Advisor Survey
August 2024

Education Monitor

This monitor looks at people's attitudes to education and teaching, including the role of AI in the classroom.

Previous edition: [2023](#)

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Ipsos Equalities Index

We explore global perceptions of what equality is, who cares most, who faces most unequal treatment and who bears the responsibility for addressing it.

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Previous edition: [2023](#)

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Ipsos LGBT+ Pride Report

Our report finds gender, generational and geographical gaps, and in some cases canyons, on a range of issues remain.

Read in [Spanish](#)

Previous edition: [2023](#)

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Ipsos AI Monitor

The survey sheds light on the evolving perceptions of AI worldwide, revealing both excitement and apprehension about its potential impact on various aspects of life.

Previous edition: [2023](#)

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Global Trustworthiness Index

The Index tracks how trustworthy or untrustworthy different professions including politicians, doctors, scientists, and influencers

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2019](#)

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Earth Day

We explore how attitudes to climate change are changing, who is responsible for leading the fight against the climate emergency, and what actions people are willing to take.

Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#) | [2019](#)

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International Women's Day

Our annual International Women's Day study, in collaboration with King's College London, across 31 countries explores global attitudes towards female leadership.

Previous editions: [2022](#) | [2021](#) | [2020](#) | [2018](#) | [2017](#) | [2016](#)

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Global Happiness

This survey examines who are the happiest nations and the influences effecting peoples' happiness.

Previous editions: [2023](#) | [2022](#) | [2020](#) | [2019](#)

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Love Life Satisfaction

We share research on consumer perception of packaging materials, the role of sustainability claims and willingness of consumers to pay for sustainability.

Read in [Spanish](#)

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Global Advisor



World Refugee Day

To coincide with World Refugee Day, this annual report explores attitudes to refugees and policies towards those seeking refuge.

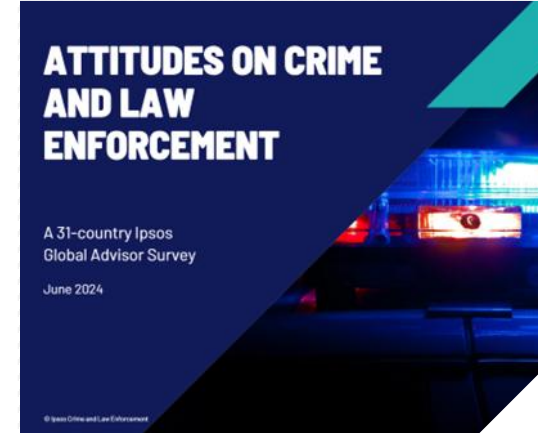
Previous editions: [2023](#) | [2022](#) | [2021](#) | [2020](#)

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Global Plastic Pollution Treaty

We look at attitudes to potential rules and regulations around plastics and their byproducts, and who should take responsibility – governments or manufacturers.

Previous edition: [2022](#)

[READ MORE](#)

Ipsos Crime Monitor

We track how people see crime playing out in their communities, what they want governments to do, and how much trust they have in law enforcement.

Previous editions: [2023](#)

[READ MORE](#)

Global Infrastructure Index

This Index explores public perceptions to their country's infrastructure, from roads, EV charging, flood defences to prioritising the environment over the economy.

Previous editions: [2023](#) | [2021](#) | [2020](#)

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IPSOS UPDATE



Ipsos Update

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

Ipsos Update is a monthly round-up of the best research, put together for those looking to stay on top of Ipsos' insights. Each edition features eight selected pieces from the month that including reports, white papers, surveys, or podcasts – all with summaries and links. Also available are shortcuts, containing further content on a range of topics.

To join the mailing please contact: ikc@ipsos.com.

Alternatively, visit our website to access the publication, available in English, French and Spanish:

ipsos.com



Ipsos Update – What To Expect



Poll Digest

We sift through polling from Ipsos around the world and pick the most interesting highlights.



Best research from the month

Inside you will find eight selected pieces of content, ranging from reports and papers to articles. Plus, four 'shortcuts', which usually are smaller-scale materials.



IPSOS VIEWS



Consumer & Shopper



Consumer & Shopper



The Employee Customer Ripple Effect

We outline why it is crucial for organisations to think about EX and CX together, to drive better business performance. We also look at the key steps that organisations can take to better align their EX and CX strategies.

[READ MORE](#)

The Power of the ESG X Brand Collaboration

In this paper, we look at opening opportunities to positively shape expectations and drive brand success.

[READ MORE](#)

Shifting Shoppers' ESG Attitudes to Action

It's not always clear to shoppers, manufacturers and retailers who is responsible for what, the steps that can be taken, and the incentives for so doing. Here we outline what brands can do to meet consumers' needs.

[READ MORE](#)

ESG Across Borders

To truly understand how society is evolving on ESG, we need to go deep. A superficial understanding of the subject is unlikely to be enough. These are some of the most pressing challenges facing us today.

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Consumer & Shopper



Demystifying Double Materiality

We share research on consumer perception of packaging materials, the role of sustainability claims and willingness of consumers to pay for sustainability.

Read in [Spanish](#)

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Embedding ESG in Experience

We outline the crucial role that Customer Experience (CX) can play in making ESG claims and engagements tangible, and share key principles to follow in order to create value whilst doing the right thing.

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Mapping the Journey to Sustainable Pack

We share research on consumer perception of packaging materials, the role of sustainability claims and willingness of consumers to pay for sustainability.

READ MORE



Rewiring Your CX DNA

This paper acts as a guide for creating the ideal customer strategy – whether that means starting from scratch, making fine – tuning adjustments or going back to the drawing board.

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Consumer & Shopper



Keeping the Dream Relevant

We look at how the world of luxury has changed, examples of brands leading the way in adapting to these changes and actionable insights, including guidance from Ipsos on how to achieve success in this 'new' world.

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How Context Can Inspire Brand Growth

We draw on Ipsos research and development to highlight the undeniable influence of both micro and macro contexts on shaping consumer decisions.

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Understanding the Context of Consumption Moments

We explore ways to dissect the moment and how to approach moment-based research, while looking at how brands can use this information to inform their strategy and create a positive business impact.

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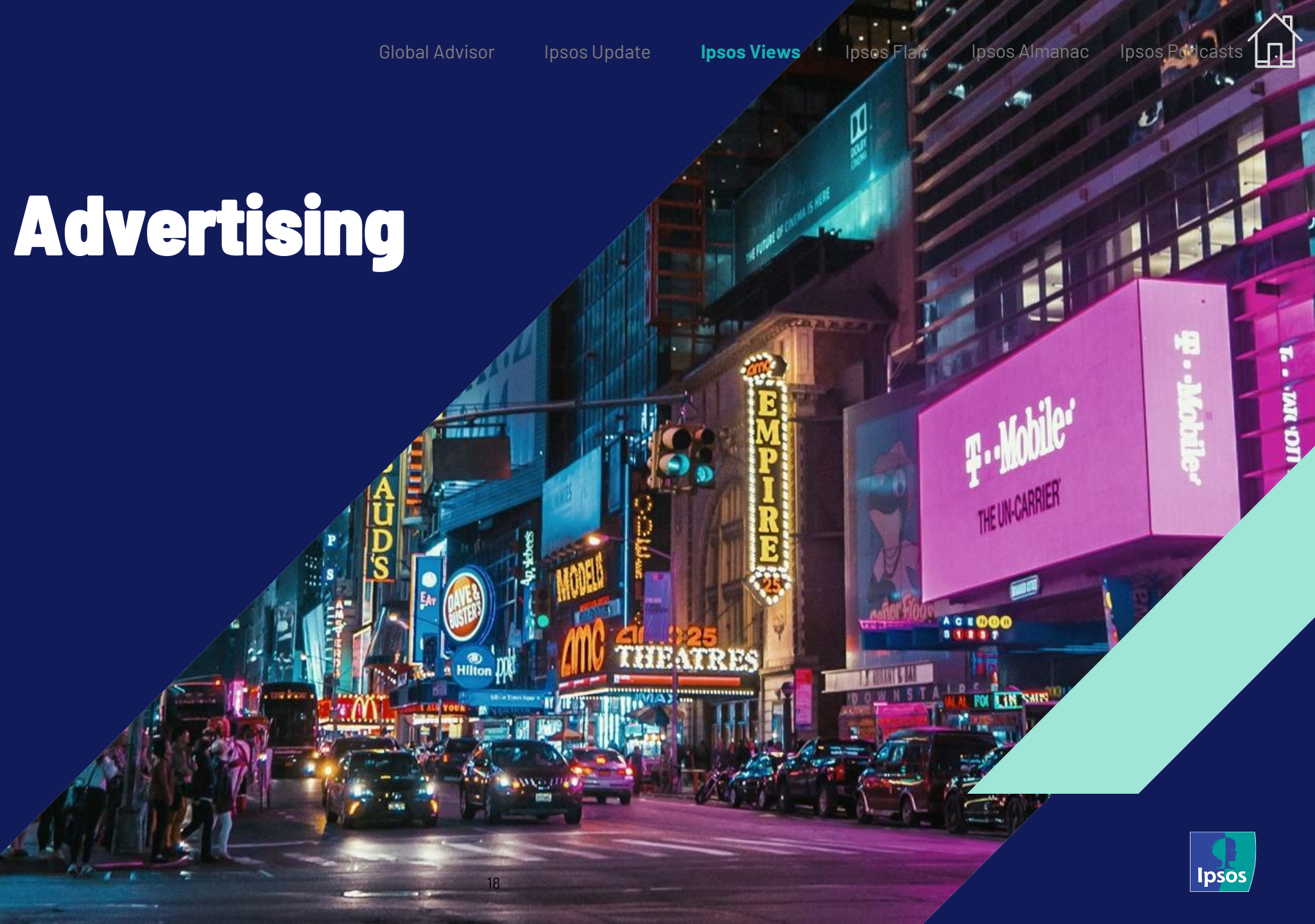
Mapping Out Demand Spaces by Context

We introduce a unique demand space segmentation approach, which examines the intersection of people, needs, and context to help you understand growth opportunities through a multi-dimensional lens.

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Media & Advertising





Media & Advertising



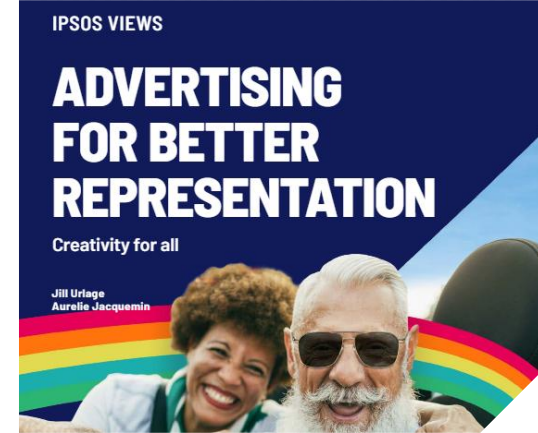
Misfits and the Machine

In the second of our AI in Advertising papers, we explore the benefits and limitations of using AI in ad development.

[READ MORE](#)

AI in Advertising Research

This paper explores how AI ad evaluation can be more connected to human creativity, used more widely in advertising research, and in turn, help brands to get to more effective advertising.

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Advertising for Better Representation

We dive into the findings of Ipsos' DEI metric, drawing on the learnings from Ipsos' creative evaluation solution, CreativeSpark to demonstrate how inclusive representation within ads can lead to Brand Success.

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Thinking Outside the Billboard

We expand on why Out-of-Home advertising (OOH) is a valuable media channel for advertising effectiveness and explore how brands can unleash the full potential of OOH to forge meaningful connections with their target audience.

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Media & Advertising



Social Misfits

Putting people at the forefront of advertising is an effective way for brands to outpace the competition. Yet, a lot of the social advertising isn't very social, and ignores this critical growth catalyst.

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Welcome to the Metaverse

The Metaverse is not a distinct technology or merely virtual worlds, but a technological ecosystem that offers seamless and permanent, connected experiences between real and virtual worlds - in every aspect of our life.

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Cultural Intelligence

There is a simple answer to these questions and to the challenge of brand communication travel: cultural intelligence. The performance of 1,200 ads were compared to identify whether they performed identically or not.

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New Methods & Techniques





New Methods & Techniques



Conversations with AI: Part VI

We explore the role of a Moderator Bot powered by generative AI within qualitative research.

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Conversations with AI: Part V

We share the results of a research study conducted to test the capabilities of AI twins. The study compared the performance of twins against real human respondents for exploration, ideation, and evaluation within the category of women's health.

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Conversations with AI: Part IV

This Ipsos Views white paper explores the role of AI as part of curation and how human expertise and AI speed can work best together.

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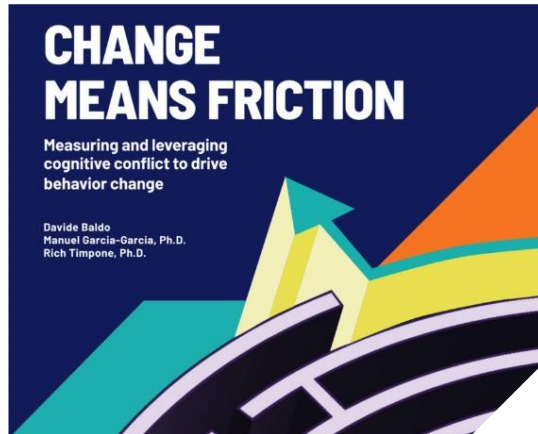
Synthetic Data

We demystify synthetic data and provide recommendations on when, where, how, and who to trust for responsible, safe, and value-adding implementation.

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New Methods & Techniques



Change Means Friction

We explore why cognitive conflict matters and what measures are available to help us better understand people's decisions, drawing on case studies to illustrate how closely cognitive conflict is linked to behaviour change.

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AI and the Future of CX

We explore how Generative Artificial Intelligence (Gen AI) can revolutionise experiences by balancing digital efficiency with human interaction.

[READ MORE](#)

The New Era of Innovation

We introduce our philosophy for innovation with Gen AI, which empowers insights functions to produce bolder innovations, with faster development cycles and smarter processes.

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The Vibrant Fringes

We demonstrate how engaging with people outside the "mainstream" will uncover valuable insights and help organisations get ahead of and navigate the desires and demands of tomorrow.

Read in [Spanish](#)

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New Methods & Techniques



Why Accessible UX Matters

Providing accessible design for people with disabilities (PWDs) is a growing market. PWD have considerable purchasing power, so inclusive design can significantly increase a brand's market share while demonstrating its commitment to diversity and inclusion.

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From Chaos to Clarity

A tricky economic climate doesn't mean brands should stop innovating. Ipsos' Innovation Testing database suggests that consumers are still receptive to innovation during tough times, as their status quo and behaviour significantly shift.

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A Question of Gender

With the growing recognition of the diversity of gender identities, we look at the importance of asking about gender in an inclusive way when conducting international research.

Read in [Spanish](#)

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Conversations with AI: Part III

We look at the need to align with experts in the art of the question that can get the most out of AI solutions, including quality and accuracy, while defending data privacy.

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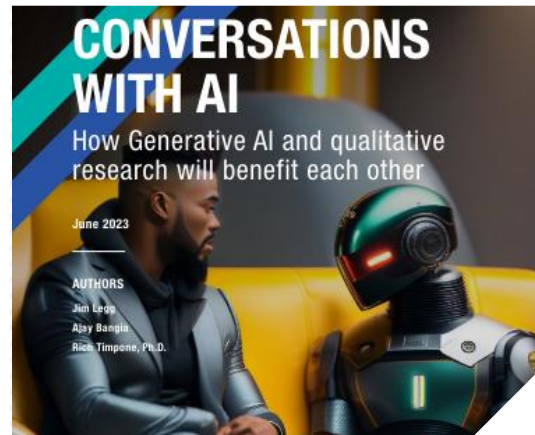


New Methods & Techniques



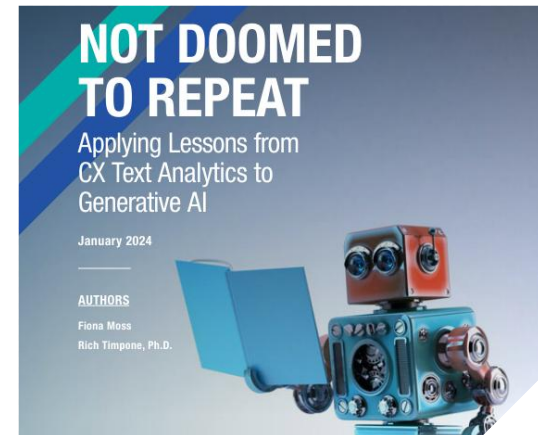
Conversations with AI: Part II

We conducted a series of tests to evaluate the utility and risks associated with AI outputs. They assessed AI suppliers in transcription, translation, and sentiment analysis using qualitative research platforms.

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Conversations with AI

In the context of ideation workshops, it is crucial to precisely phrase challenges to ensure successful and novel ideas. Today's corporate climate often prioritises quick fixes over careful assessment and addressing of challenges.

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Not Doomed to Repeat

Drawing on text analytics' learnings from the past 15 years, and using our AI framework of [Truth, Beauty, and Justice](#), we outline five key lessons that teams must keep in mind as they apply LLM-powered Generative AI tools.

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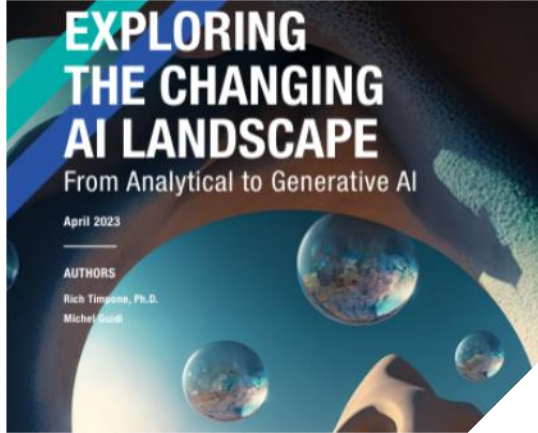
Humanizing AI

We explore the importance of using real human data to train AI models for innovation success. AI presents an opportunity to improve the speed, and potentially, the success rate of new innovations.

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New Methods & Techniques



Exploring the Changing AI Landscape

It's important to take notice and put AI and other emerging tools in perspective as the implications of the technologies will be far reaching.

[Read in Spanish](#) | [Read in Japanese](#)

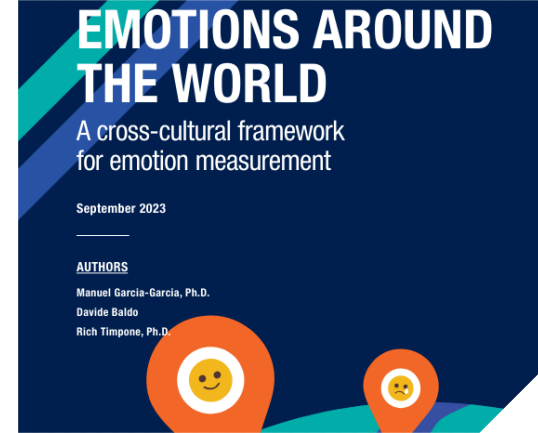
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Respecting Respondents

Respondent-centric research is critical since the availability of willing respondents is limited. To sustain participant engagement and quality data, it's critical to prioritise their requirements, provide choice and control, and reduce tiredness.

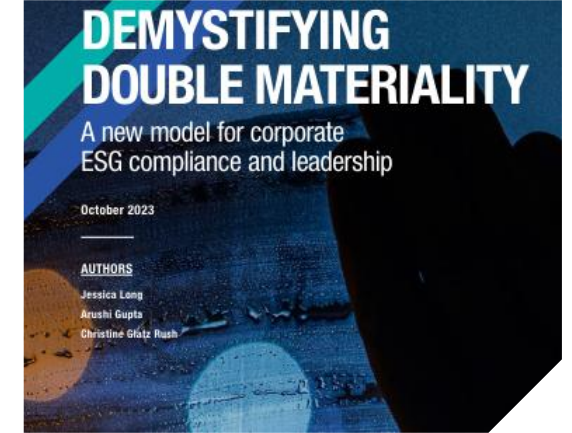
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Emotions Around the World

With academic partners and insights gleaned from decades of research within cognitive sciences and neuroscience, Ipsos has developed the Ipsos Emotion Framework which captures emotional responses across diverse cultures and languages.

READ MORE



Demystifying Double Materiality

We share research on consumer perception of packaging materials, the role of sustainability claims and willingness of consumers to pay for sustainability.

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New Methods & Techniques



Beyond the Screen

We share a series of case studies illustrating the market research benefits of integrating online and offline interactions.

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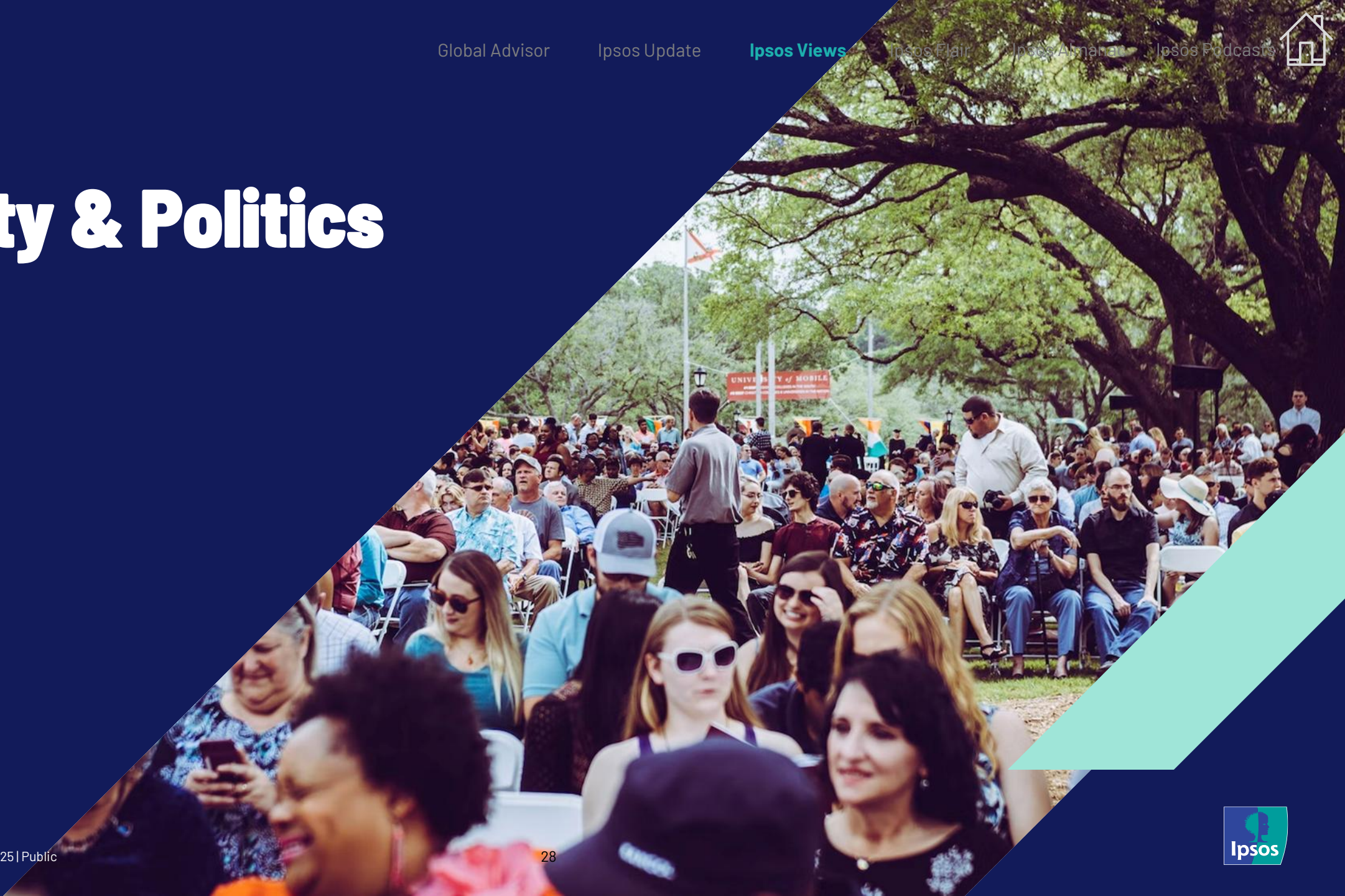
Unlocking the Value of Reputation

Drawing on new data from our latest 24-country Global Reputation Monitor, this paper explores the relationship between a good reputation and better business efficiency.

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Society & Politics



IPSOS GENERATIONS REPORT 2024

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Ipsos Generations Report 2024

The Ipsos Generations Report finds that most people don't know what generation they belong to, explores the business opportunities brands risk missing out on by ignoring mature adults, and demonstrates why demographic changes are no longer just a political issue.

Key findings include:

- **We need to prepare for global population decline.** Adjusting to ageing populations and considering the potentially vast market of older adults will be crucial for policymakers and businesses.
- **Generation Z is probably the first truly 'global' generation.** Understanding the unique attributes and behaviours of Gen Z is important for developing targeted products, services, and policies.
- **Cultural and national contexts matter a lot.** Generation labels like 'Baby Boomers' don't translate well.

Decision-makers need to tailor their strategies and avoid one-size-fits-all approaches when thinking about different generations.

- **Demography is already politics. Soon it will be a business issue too.** For businesses, demographic trends offer both challenges and opportunities.
- **Generalisations only take us so far. We need to embrace generational diversity.** It's crucial that we not only understand, but actively engage with the distinct characteristics and preferences of each generation.

[READ MORE](#)[CATCH UP ON THE 2023 REPORT](#)



Society & Politics



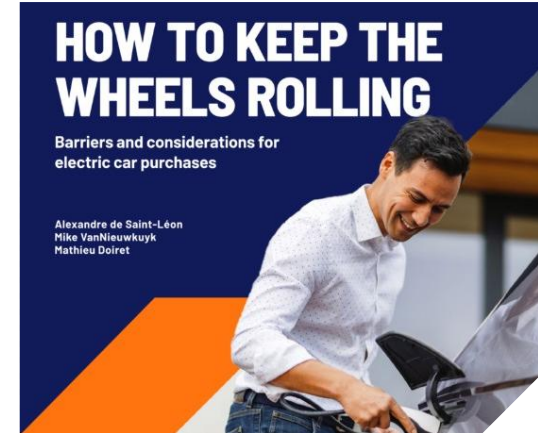
Growing Your Brand Through Societal Impact

We draw on our research to highlight the impact societal benefits can have in driving brand growth. We also outline three ways to grow your brand with the infusion of societal benefits

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Golden Years, Golden Opportunities

We explore what an aging consumer base means for businesses, how to tap into the wealth held by this cohort, and who among older adults is spending – and on what.

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How to Keep the Wheels Rolling

We examine the key differences, barriers, and motivations across the three largest electric vehicle markets – China, the US, and Germany.

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Brand Biden Vs. Brand Trump

Leveraging Ipsos' Brand Success factors – Expectations, Context, and Empathy – we analysed how Biden and Trump are perceived as political brands, their understanding of the election, and how successfully they empathise with Americans.

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Society & Politics



ESG Across Borders

To truly understand how society is evolving on ESG, we need to go deep. A superficial understanding of the subject is unlikely to be enough. These are some of the most pressing challenges facing us today.

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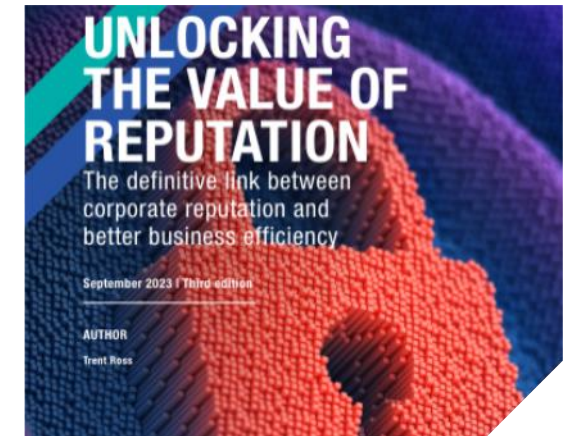
More Equal Than Others

We delve into the challenges posed by inequality, highlighting its various dimensions and shedding light on the imperative for proactive efforts to address it head-on.

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Environmental Sustainability: Who Cares?

We share the results of our global segmentation study, identifying five groups based on their levels of concern and engagement towards the environment.

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Unlocking the Value of Reputation

Drawing on new data from our latest 24-country Global Reputation Monitor, this paper explores the relationship between a good reputation and better business efficiency.

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IPSOS FLAIR



Ipsos Flair

The Ipsos Flair collection explores the social, economic, and political context in a selection of countries around the world.

With passion and curiosity, our local experts capture the mood of the nation and transform survey results into inspiring insights. Read more in our collection of articles on key topics facing the world today.

Visit the Ipsos Flair site for expert insights from around the world:

[ipsos.com](https://www.ipsos.com)



The Latest Selection



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Beneath the
Surface

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Brazil 2024

Nostalgia or
Perspectives

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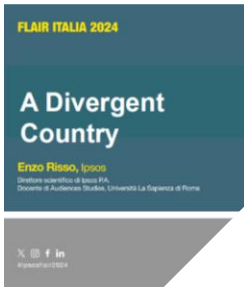
France 2024

The Year of
Temptations

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The Era of
Polycrisis?

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Italy 2024

A Divergent Country

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Morocco 2024

Achievement and
Accelerations

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Unstoppable?

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Chile 2023

A Historic Year?

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IPSOS ALMANAC

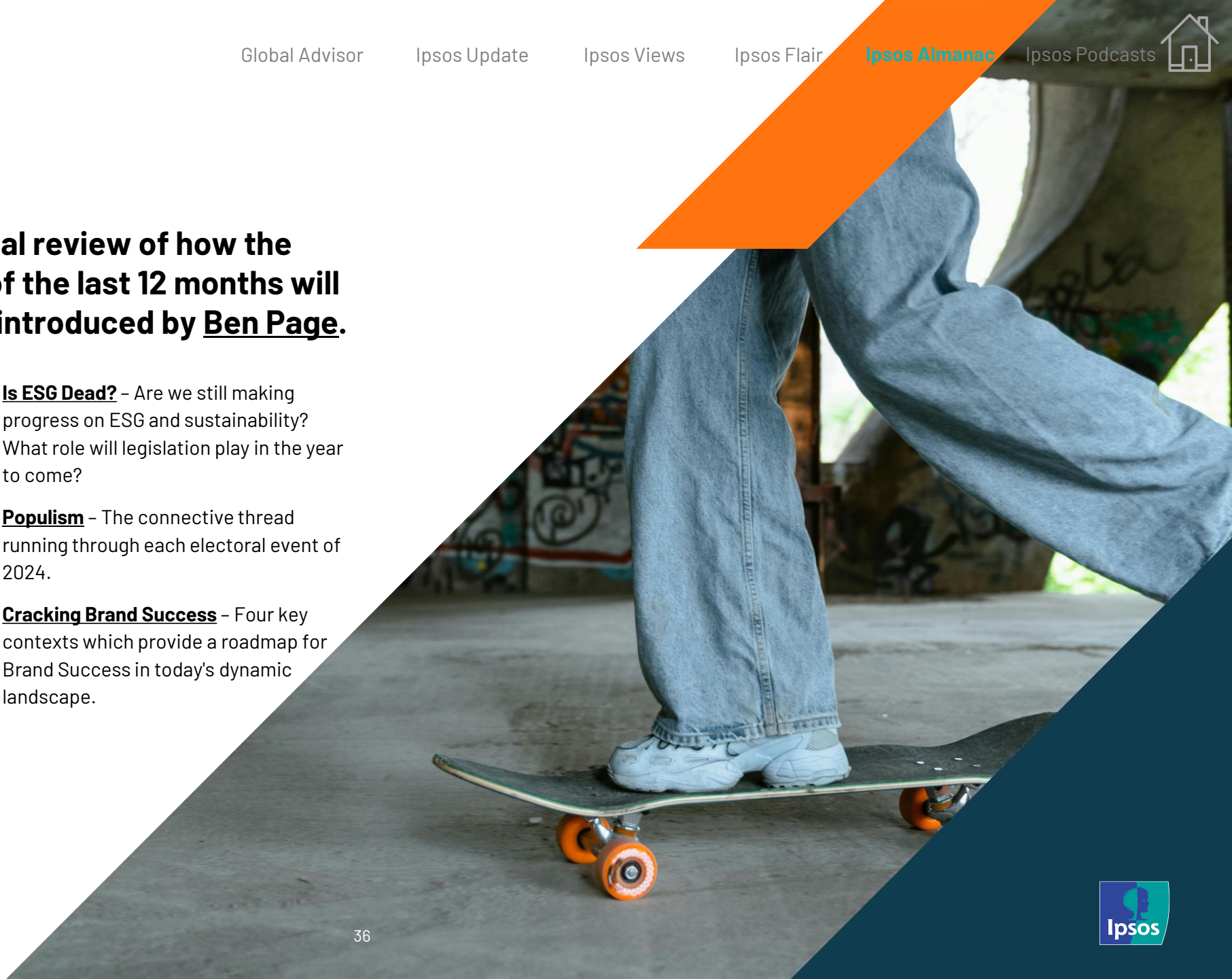


Ipsos Almanac

The Ipsos Almanac is our annual review of how the events, trends and surprises of the last 12 months will shape what happens next. All introduced by Ben Page.

In the 2025 edition, you'll find articles on:

- **The Events of 2024** – Explore the most interesting findings of the year through the news stories that characterised each month, covering climate, technology, geopolitics and more.
- **The Generative AI Revolution** – Generative AI isn't just a fleeting trend, it's a fundamental shift that's changing the way we work, create and connect with the world. Find out how to unlock its full potential.
- **The Gen Z Gender Gap** – Gen Z men and women are drifting apart from each other on a number of key social issues. Find out why.
- **Is ESG Dead?** – Are we still making progress on ESG and sustainability? What role will legislation play in the year to come?
- **Populism** – The connective thread running through each electoral event of 2024.
- **Cracking Brand Success** – Four key contexts which provide a roadmap for Brand Success in today's dynamic landscape.





IPSOS PODCASTS



Ipsos Podcasts

Our experts and their guests chat about culture, emerging trends, product innovation, customer experience and much more.

You can find them all on our website:

[ipsos.com](https://www.ipsos.com)

Or you can search for “Ipsos Views” wherever you get your podcasts.

Listen and subscribe on favourite platform:

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Series to note are Ipsos’ Brand Strategy podcast, [Brand Talk](#); [People, Planet, Prosperity](#) which dives into all things ESG; and the [Customer Perspective](#) podcast aimed at helping your organisation deliver on its Brand promise.

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