

THE DIRECTORY

The full collection of content from
the Ipsos Knowledge Centre

November 2025

THE DIRECTORY



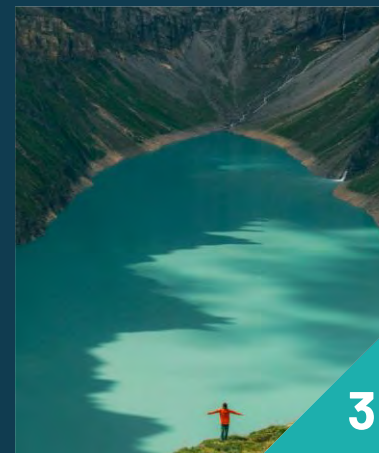
Global Advisor

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



Ipsos Update

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



Ipsos Views

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



Ipsos Flair

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



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.



Ipsos Podcasts

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

GLOBAL ADVISOR

What Worries the World?

Ipsos' What Worries the World survey tracks public opinion on the most important social and political issues across 30 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
Joseph.Nadler@ipsos.com
for more information.

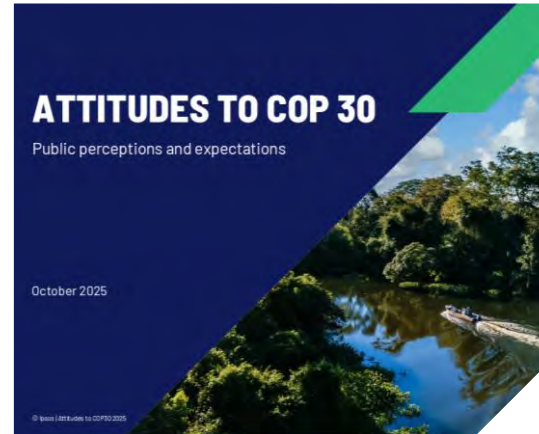
Also see our [Consumer Confidence Index](#) on the global economic outlook and all the latest research on the [Global Opinion Polling](#) page.

Global Advisor



Is Life Getting Better?

Halfway through the decade, and a quarter of the way through the 21st century, we asked people to assess how life today compares with 50 years ago.

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Attitudes to COP 30

We look at public opinion across 30 countries and find as many people don't know the main objective of COP30 as know its purpose.

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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: [2024](#) | [2023](#) | [2022](#) | [2021](#) | [2020](#) | [2018](#)

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Ipsos Education Monitor

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

Previous edition: [2024](#) | [2023](#)

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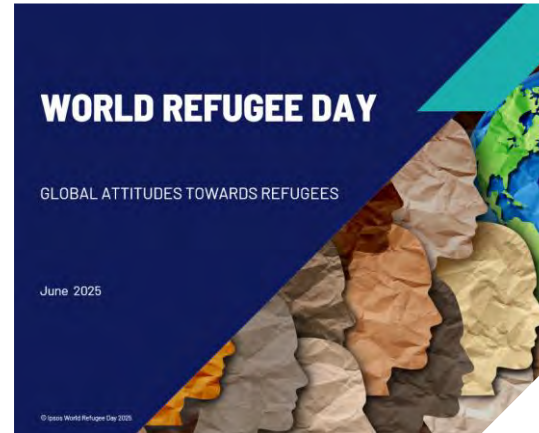
Global Advisor



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.

Previous edition: [2024](#) | [2023](#)

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World Refugee Day

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

Previous editions: [2024](#) | [2023](#) | [2022](#) | [2021](#) | [2020](#)

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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.

Previous edition: [2024](#) | [2023](#)

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Ipsos Populism Report

This report sheds light on the deeper forces feeding the current surge of populism.

Previous edition: [2024](#)

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Global Advisor

THE IPSOS AI MONITOR 2025

A 30-country Ipsos
Global Advisor Survey
June 2025

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: [2024](#) | [2023](#)

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GLOBAL ATTITUDES TO PRESIDENT TRUMP'S ECONOMIC POLICIES

A 29-country Global
Advisor Survey
May 2025

Attitudes to Trump's Economic Policies

We look at what the world thinks about President Trump's economic policies and tariffs.

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GLOBAL ATTITUDES TO THE WAR IN UKRAINE

A 29-country Global Advisor survey
April 2025

Attitudes to the War in Ukraine

This report compares attitudes in 2025 to 2024 and finds muted optimism for an end.

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PEOPLE AND CLIMATE CHANGE

Public attitudes to the Climate Crisis
and the transition to Net Zero
April 2025

People and Climate Change

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: [2024](#) | [2023](#) | [2022](#) | [2021](#) | [2020](#) | [2019](#)

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Ipsos Happiness Index

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

Previous editions: [2024](#) | [2023](#) | [2022](#) | [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: [2024](#) | [2022](#) | [2021](#) | [2020](#) | [2018](#) | [2017](#) | [2016](#)

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Love Life Satisfaction

This report brings together how satisfied people are with the love in their life, their sex lives and their relationship with their partner.

Previous editions: [2024](#)

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Ipsos Housing Monitor

We look at how people perceive their own and their country's housing situation, and the challenges facing both.

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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

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

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 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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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](#)

Click [here](#) for 2025.

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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](#)

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IPSOS GLOBAL TRUSTWORTHINESS INDEX 2024

A 32-country Ipsos
Global Advisor Survey
October 2024

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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ATTITUDES ON CRIME AND LAW ENFORCEMENT

A 31-country Ipsos
Global Advisor Survey
June 2024

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](#)

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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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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](#)

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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 VIEWS

Artificial Intelligence

Artificial Intelligence



From Pixels to People

We explore how brands can (and should) combine both artificial and human intelligence for brand growth, providing an HI+AI roadmap.

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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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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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Personas in the Age of AI

We examine how AI-powered persona bots are changing the way personas are created, used, and their inherent benefits and limitations.

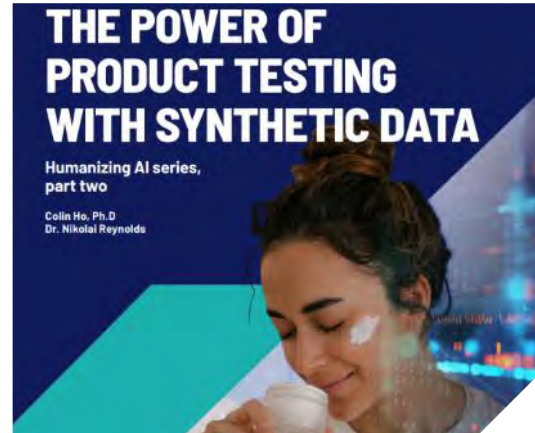
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Artificial Intelligence



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.

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The Power of Product Testing with Synthetic Data

Our experts provide recommendations for generating and evaluating high-quality synthetic data and explore how synthetic data can be applied specifically to product testing.

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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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Artificial Intelligence



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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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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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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Artificial Intelligence



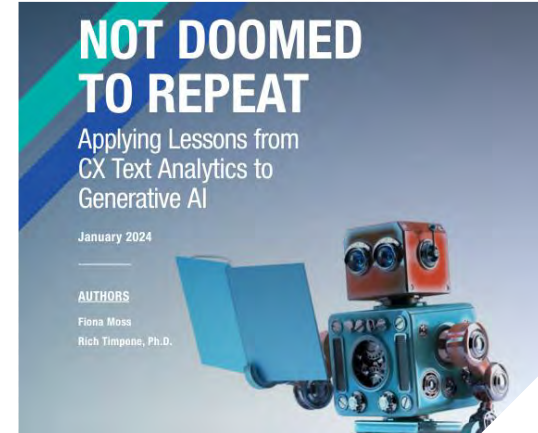
AI and the Future of CX

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

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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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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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Consumer & Shopper

Consumer & Shopper



ESG Priorities for Multinational Corporations

We share an industry-by-industry summary of the global findings. We share a bird's eye view of the most pertinent issues for each industry, as well as an overview of the extent of differentiation in effectiveness for the main companies in the industry.

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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.

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The Power of the ESG X Brand Collaboration

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

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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.

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Consumer & Shopper



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 draw on our research to highlight the undeniable influence of both micro and macro contexts on shaping consumer decisions

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Media & Advertising

Media & Advertising



Campaign Effectiveness Ignited

The digital boom has created a vibrant, fiercely competitive and fragmented landscape. Although the explosion of platforms offers more opportunities to connect with audiences, it has also made ad measurement exponentially more complex.

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Short-Form Social Misfits

Ipsos' Creative Excellence team measured the effectiveness of short-form video ads by using its CreativeSpark solution, exposing ads to users in the context of TikTok, YouTube Shorts, and Instagram Reels.

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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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New Methods & Techniques



New Methods & Techniques



THE NEXT BIG THING

Exploring the EDGE for high growth opportunities

April Jeffries
Ajay Bangia
Sandro Kaulartz
Karin O'Neill

The Next Big Thing

We explore how niche groups and the fringes of society are often the source of innovative ideas.

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IPSOS VIEWS

DECODING MISINFORMATION

Why we fall for fake news

Steeven Ye
Davide Baldo
Oliviero Marchese

Decoding Misinformation

Understanding the factors that influence a person's ability to distinguish between real and fake news is crucial to tackling the misinformation crisis.

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ACCESSIBLE ONLINE BANKING

Closing the compliance gap and winning new customers

Yana Beranek

Accessible Online Banking

We examine the increasing importance of accessible online banking, particularly with the European Accessibility Act (EAA).

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DEMYSTIFYING MYSTERY SHOPPING

Why organisations use Mystery Shopping, and its role within Customer Experience Measurement research

Kendra Jones
Andy Firth

Demystifying Mystery Shopping

Why organisations use Mystery Shopping, and its role within Customer Experience Measurement research.

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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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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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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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New Methods & Techniques



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.

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Society & Politics

IPSOS Generations Report



Ipsos has just published the third edition of the Ipsos Generations Report. For this 2025 edition, we've taken a fresh look at the demographic dynamics happening around the world.

One message rings out loud and clear: **fertility rates are falling** even faster than expected. While most countries' populations are still growing, the momentum behind today's demographic realities is irreversible.

This brings with it an **imperative for businesses**. What does the prospect of fewer – and older – consumers, customers or subscribers mean for us? As our [analysis on ageing](#) shows, older people in high to middle income countries are living longer, more

active lives and often have money to spend, even as they grapple with today's economic challenges. Are we truly in touch with who they are and what makes them tick?

We also point our spotlight on a generational group that is not talked about so much these days: Generation X. As our investigation shows, they yield a good degree of power in the family and in the boardroom and are very much the [quietly powerful generation we shouldn't ignore](#).

To round up our analysis this year, we've been [assembling the latest evidence on Gen Z](#), including where young men and women diverge – and converge. We've also been exploring

their online lives: where and how do they spend their time, and what does it tell us about their future lives?

Key findings include:

- **Generational analysis is vulnerable to biases, misperceptions and cultural stereotypes.** Discipline is required to distinguish true generational differences from lifecycle effects that all age cohorts experience, and from period effects that impact all age cohorts at the same time. Local context is also important: 'Western' labels do not always travel well.
- **Gen Z is not one homogenous group.** In certain countries, the gap in attitudes between young men

and women is beginning to be reflected in voting patterns.

- **Don't neglect the quietly powerful Gen X.** While less fashionable than Gen Z, Gen X are economically powerful and poised to dominate even more leadership roles across politics and business – as well as in the family.

Our latest [KEYS webinar](#) dives into these findings in more detail. [Watch the replay here](#).

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Society & Politics



Generational Marketing

We show how marketers can break out of the constraints of narrow generational definitions and stereotypes, sharing four ways for building stronger brand connections with the consumers that matter most.

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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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Avoiding the Activist Trap in ESG Marketing

We outline why companies need to look beyond the loudest voices in the room, move their focus beyond the Activists, and focus on engaging the 'overlooked middle ground' in their ESG initiatives.

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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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Society & Politics



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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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
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Perspectives

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Explorations

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Temptations

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Unstoppable?

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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.

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.

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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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