

February 2026

# IPSOS UPDATE

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

# Ipsos Update February 2026

## Our round-up of research and thinking from Ipsos teams around the world

It's now a year since Donald Trump was sworn in as President of the United States for the second time. Much has happened, but his approval ratings are holding pretty stable. The latest bulletin from our US team notes that the deeply polarised nature of America means that the President is kept afloat by a remarkably loyal support base. But, with equally fervent opposition, his overall ratings don't move much. One set of indicators we are now watching closely relate to foreign policy: here Trump's approval scores stand at 34%, with just 17% supporting attempts to acquire Greenland.

The longer-term impact of the Trump administration's actions will take time to become clear. We can however start

to chart how things are unfolding, and this is encapsulated in the title of a new Ipsos in Canada report: *From Elbows Up To Eyes Open*. It describes the country's course in recent months towards a more pragmatic outlook, one which prioritises economic benefits and lower prices, but which now looks actively beyond North America: 85% favour Canada engaging in new international partnerships.

The year is still young and our team in MENA have produced a comprehensive study to help us understand attitudes and aspirations in seven countries across the region. Despite all today's uncertainties, we find a good deal of optimism: 82% expect their health to be better this year, 64% say their

personal finances will improve, while 52% think the current wars in the Middle East will come to an end in 2026.

Our MENA research chimes with our "predictions surveys" elsewhere in finding three in four people expecting to see a further rise in temperatures this year. And, as our Obs'COP study for EDF shows, this is based on day-to-day experiences right across the world: 78% in South Korea say they personally have experienced heatwaves in recent years, as do 76% in Egypt, 73% in France and 76% in Mexico. But our study also illustrates how the public – particularly in Europe – increasingly find it difficult to prioritise the environment over economic growth.

As ever, we hope that this month's round-up provides resources and ideas to help you in your own work. Next month, we'll be looking in more detail about how we spend our time online, from scrolling on our phones to watching soccer or the Super Bowl. In the meantime, do get in touch with your Ipsos contact if you'd like to discuss anything.



Simon Atkinson  
**Chief Knowledge  
Officer**

# Poll Digest

## Some of this month's findings from Ipsos polling around the world

### USA:

90% of Democrats say actions by ICE have gone too far vs. 55% of Republicans who say they are about right.

### Canada:

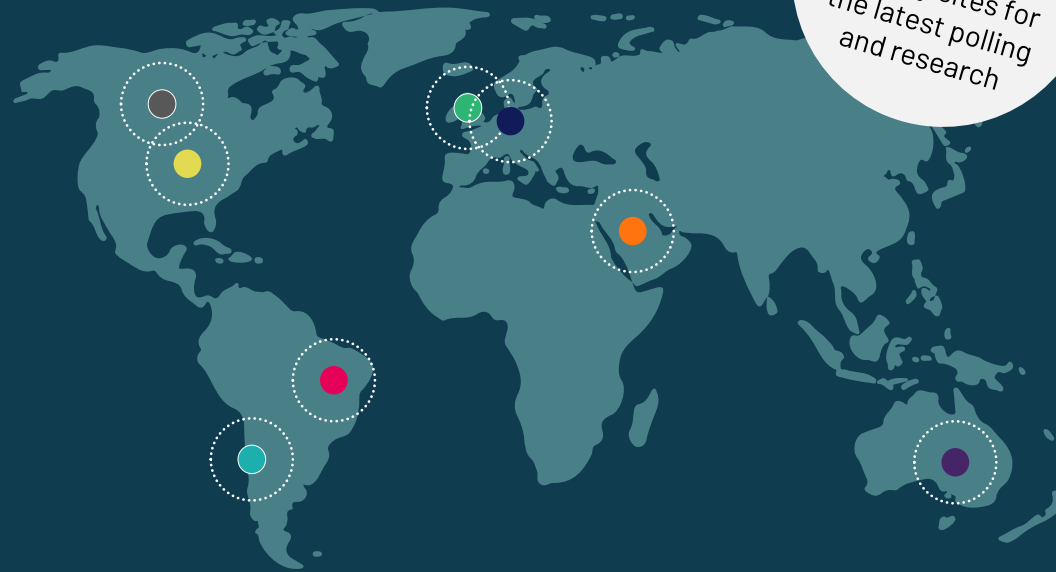
54% support closer trade ties and economic agreements with China.

### Brazil:

51% agree with the United States' recent actions in Venezuela.

### Chile:

57% believe that corruption is the main problem of the judiciary system.



### Saudi Arabia:

58% discover information about entertainment via social media.

### Great Britain:

20% think the current governing system works well.

### Germany:

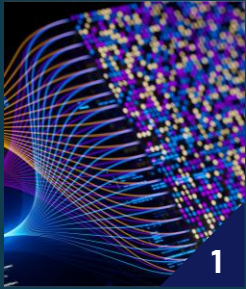
55% believe that democratic governments are better equipped to solve future problems than autocratic governments.

### Australia:

52% believe tourism causes overcrowding but an equal amount also agree it generates wealth and income.



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# Synthetic Data Boosting

## Unlock the transformative potential of data augmentation

Market research is increasingly turning to synthetic data to solve analytical challenges when traditional methods of data collection fall short, particularly when the sample sizes are limited or unevenly distributed. Enter synthetic data boosting, a cutting-edge approach gaining traction among companies worldwide, including Ipsos.

In our Ipsos Views paper, *Synthetic Data Boosting*, we delve into how synthetic data is transforming market research by overcoming the limitations of confined sample sizes. We offer a clear roadmap with step-by-step approaches for maximising the

potential of synthetic data. By artificially enhancing datasets, businesses can capture deeper insights that were previously unimaginable.

In this paper, we explore:

- **How Ipsos boosts and prepares data:** Learn the scientific approach to creating and evaluating synthetic data with rigorous models like tabular diffusion, favoured for their consistency over traditional methods.
- **The groundbreaking 'SURE' framework:** Dive into the 'SURE' principles – Statistical Similarity, Utility & Fairness,

Rarity & Novelty, Expert Validation – that establish synthetic data as a trustworthy source.

- **The value of enhanced data:** Understand the power of synthetically boosted data in extending insights without amplifying noise, turning potential pitfalls into pathways for innovation.

Done properly, data boosting can extend insight beyond the limits of raw sample size. Done carelessly, it risks amplifying noise instead of knowledge.

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# From Noise to Noteworthy

## Winning the battle for memorable attention in advertising

In today's increasingly crowded and fragmented media landscape, brands are faced with the crucial challenge of capturing consumers' attention.

In our Ipsos Views paper, we discuss the concept of “memorable attention” – the ability of brands to not only capture attention effectively but also ensure retention and brand recognition. Without memorable attention, advertising campaigns risk slipping by unnoticed and failing to secure the foothold in memory needed to build long-term brand perception and influence short-term actions.

The ever-changing landscape of advertising and media presents both opportunities and challenges, which marketers must navigate to ensure their campaigns stand out and remain consistent across platforms. This is critical because ad recognition (our measurement of memorable attention) has declined over the years.

To achieve memorable attention, we outline three essential components:

- **Creativity:** Leverage creative content that delivers unexpected and engaging experiences that resonate on a personal level.

- **Branding:** Effectively utilise distinctive brand assets such as logos, colours, and sound to reinforce brand identification.
- **Media strategy:** Execute diverse, multi-channel strategies that build and amplify the campaign message to positively impact brand KPIs.

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**Research shows that when an ad captures our attention, it's often because it disrupts expectations.**



# Elbows Up to Eyes Open

## How Canadians moved from defiance to pragmatism in twelve months

In January 2025, the re-election of Donald Trump instigated a mix of intense emotions among Canadians, prompting a majority to feel that Canada-US relations were worsening. This climate fuelled the 'Buy Canadian' movement, supported by 65% of Canadians despite looming tariffs.

By the year's end, however, economic pragmatism overshadowed nationalist sentiment, and focus shifted to cost-effective solutions. Trust in the US remained compromised, with half of Canadians feeling a persistent mistrust towards their neighbours. The emphasis on diversifying trade persisted, with

85% of Canadians advocating for enhanced international partnerships beyond American borders. At the start of this new year, expectations point towards a 'cold peace' amid CUSMA negotiations, tempered by generational attitudes and political volatility.

Throughout 2025, roughly half of Canadians consistently maintained they could never trust Americans the same way again. Most continued believing current disputes would persist for years, rejecting any notion of quick resolution via Trump's eventual exit.

Looking ahead, Canadians seem poised to embrace a moderated form of nationalism, prioritising economic stability and self-sufficiency while navigating their international relationships strategically.

This paper explores 12 waves of tracking data from [Trump, Tariffs & Turmoil](#) and offers some insights on the year that was, and what may be in store for 2026.

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**The most profound change was not in what Canadians bought, but in what they believe.**

# Climate and Public Opinions International Observatory

## World opinion in the face of climate change

Concern about the climate is losing ground in the face of economic, social and geopolitical priorities, according to the seventh edition of Obs'COP (Climate and Public Opinions International Observatory), conducted by Ipsos in partnership with EDF.

Across 30 countries, climate change remains a major concern on the global scale. However, competition with other issues like the cost of living and poverty & inequality has seen it drop from 2<sup>nd</sup> to 4<sup>th</sup> place in a list of global worries. This is despite an almost unanimous acknowledgement about the reality of climate

change: 90% of respondents recognise its existence.

One in three people expect to be forced to leave their home in the next 10 years, as a result of climate change. This rises to more than half of the population in Colombia, Nigeria, Türkiye, Indonesia, the Emirates and 63% in India.

Expectations of governments in terms of climate action remain high. But across the world – and particularly in Europe – there's a sense that all players (consumers, private companies, governments etc) have decreased their commitment to tackling climate

change.

Within a context of great concern about purchasing power, this year's edition of Obs'COP also finds an increasing resistance to restrictive climate policies (e.g. banning internal combustion engine cars, taxing household waste).

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**Across the world there's a sense that all players have decreased their commitment to tackling climate change.**



# C-Suite Guide to Sustainable Growth

## How marketing and sustainability can turn complexity into growth

Senior leaders are under pressure to deliver growth and prove impact. The *CMO-CSO Sustainability Playbook* demonstrates how to do both.

Produced by the [Institute for Real Growth \(IRG\)](#) in partnership with Ipsos, [Ad Net Zero](#) and [Google](#), the playbook translates sustainability commitments into a competitive advantage - grounded in data from 850+ senior leaders and 50 dedicated interviews with CMOs, CSOs and sustainability experts.

Closer and more strategic collaboration between the Chief Marketing Officer (CMO) and the

Chief Sustainability Officer (CSO) unlocks sustainable value for customers and measurable business value.

Key findings include:

- Overperforming companies embed sustainability into their long-term strategy and KPIs. They also grow faster.
- CMOs bring consumer insight, segmentation, storytelling and scaling; CSOs bring technical credibility, measurement, and accountability. Together they unlock new revenue, reduce risk and strengthen reputation.
- The biggest opportunity for

growth sits in the broad middle of the market: people who are open to change their behaviour when the benefits are clear.



**Together, CMOs and CSOs unlock new revenue, reduce risk and strengthen reputation.**

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# Kemira Water Index

## The full spectrum of water in our communities

Our water systems are under pressure. Climate change, ageing infrastructure, and rising demand are just a few of the challenges reshaping how communities access reliable, clean water.

The Kemira Water Index 2025, conducted by Ipsos, provides insights into global water resilience across 11 European countries and 10 US states, ranking them based on their resilience to challenges like climate change, droughts, flooding, and contamination.

Norway leads the rankings globally, due to its abundant water resources, strong governance and climate adaptation strategies.

Meanwhile, California is the leading US state, its high ranking driven by regulatory climate planning and investments in water reuse – though it falls below the rankings of Europe's top five.

Across the countries and US states surveyed, most people (91%) have concerns about climate change-related issues in their region, with rising global temperatures ranking the top concern for both Americans (54%) and Europeans (59%).

Water behaviours and preferences vary widely across regions, shaped by local cultures and influential industries. Tap water is the main source of drinking water for just

one in four Americans (26%) compared with seven in ten (70%) Europeans.

When using tap water, more Europeans use it to cook (86%) and clean their house (77%) than people in the US (68%, 58% respectively). However, more of our American respondents report using tap water for pet care (39%) and watering their gardens or lawns (35%) than people in Europe (29%, 27% respectively).

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**Water behaviours and preferences vary widely across regions, shaped by local cultures and influential industries.**



# Predictions in MENA

## Broad optimism despite ongoing challenges

The *Ipsos Predictions 2026 – MENA Edition* explores how people across the Middle East and North Africa (MENA) region are thinking about the coming year in terms of personal wellbeing, economic conditions, society, and technology. Overall, there is a broad sense of optimism about 2026 compared with the past year, although views vary by country and are tempered by ongoing challenges.

At the personal level, optimism is particularly strong in the Gulf. Around seven in ten people in the UAE (72%), Qatar (71%), and Saudi Arabia (70%) expect their personal financial situation to improve in 2026, compared with just under

half in Lebanon (48%). Egypt and Morocco sit in between, with roughly two-thirds (65% & 63%, respectively) anticipating better finances.

Views of the national economy are even more positive. Over 90% of respondents in the UAE, Saudi Arabia, and Qatar believe their country's economy will be stronger in 2026 than in 2025. Morocco and Egypt also show high confidence, with around four in five (83% & 79%, respectively) expecting economic improvement, while Jordan (60%) and Lebanon (58%) remain more cautious but still lean optimistic.

Beyond economics, the report

highlights regional optimism around personal wellbeing, youth opportunity, and technology adoption, particularly AI and digital transformation. However, this optimism coexists with concerns about inflation, cost of living, and job security, especially in non-Gulf countries.

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**Around seven in ten people in the UAE (72%), Qatar (71%), and Saudi Arabia (70%) expect their personal financial situation to improve in 2026.**



# Oncology

## The disease, dynamics and challenges of market research

In an update of our [2023 edition of this paper](#), we combine new data from Ipsos' Global Oncology Monitor with our current therapy expertise and market insight to outline the considerations and challenges for professionals who market, or conduct marketing research for, oncology products.

The scale and growth of cancer worldwide is stark: nearly 10 million cancer deaths in 2020, with projections of up to 30 million new cases and 16 million deaths by 2040, driven by aging populations and rising risk factors.

Cancer is not a single disease, but a group of complex, heterogeneous malignancies, each with distinct biology, progression

patterns, and treatment needs. This diversity creates challenges for research design, sample selection, and generalisability in global surveys.

We detail the expansion of oncology therapeutics, with around 147 new drug approvals recently. Innovations like immunotherapies (now among the most widely used treatment classes), tumour-agnostic biomarkers, and liquid biopsies are transforming clinical practice, while emerging approaches, such as therapeutic vaccines, gene editing, and blood-based early detection methods, promise future shifts in care paradigms.

We also discuss the intrinsic complexity of cancer, highlighting why patients and physicians are varied and why market research must account for these factors.

Successful oncology market research must mirror the disease's complexity and rapid evolution to inform strategy, product positioning, and stakeholder engagement effectively.

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**Innovations like immunotherapies, tumour-agnostic biomarkers, and liquid biopsies are transforming clinical practice.**

# Shortcuts



## Modern Masculinity – Finances

Research from Ipsos in the UK, in partnership with JOE media, suggests that while young men are significantly more likely than young women to have invested in cryptocurrency over the past twelve months, they are also more likely to believe that it is riskier than other forms of investments.

The polling is part of the Modern Masculinity campaign, which provides an evidence-based picture and dispels myths surrounding young British men.

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## What Worries the World – January

Looking back over the last 12 months we see tentative optimism, with the proportion of people saying their country is “heading in the right direction” across 30 countries showing an uptick. Additionally, people seem to feel slightly better about their country’s economy.

However, people still believe crime & violence and inflation are the main issues facing them today.

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## Know the New America & Beyond

Only three weeks into the new year, the US has made a series of major moves that have disrupted adversaries and allies alike around the world.

Most Americans aren’t enjoying the ride: Trump’s approval on foreign policy sits at just 34%. But nevertheless, his overall approval rating remains stable, held afloat by steady and consistent support from his base.

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## Super Bowl Post Game Show

While most Super Bowl ad rankings focus on simple “likability,” we will be going beyond the surface to reveal which ads actually drove results in an \$8 million-per-slot market where half of brands are forgotten by morning.

Join our live show (9<sup>th</sup> Feb at 4pm ET/1pm PT) to see which brands were able to meet their business objectives and set the creative gold standard for the year ahead.

[REGISTER HERE](#)



# CONTACT

All the information within this **Ipsos Update** is in the public domain – and is therefore available to both Ipsos colleagues and clients.

Content is also regularly updated on our website and social media outlets.

Please email [IKC@ipsos.com](mailto:IKC@ipsos.com) with any comments, including ideas for future content.

Cover photo: **The Nile River, Egypt.** Egyptians are highly likely to think their country's economy will improve in 2026.

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