

March 2026

# IPSOS UPDATE

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

# Ipsos Update March 2026

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

We know that storytelling has the power to change behaviour and attitudes. So why then, is half the advertising industry delivering sales-style pitches to disengaged audiences, focusing on product features rather than relatable stories? And how can organisations win the *Battle for Attention* in today's cluttered media environment? Our new *Misfits Stories* collection sets out campaign ideas and inspirations in a world where "half of advertising has forgotten to be human".

Adapting our communications to different countries, contexts and cultures remains an ever-present challenge for all of us. Our new report on how multinational corporations are viewed in different parts of the world

finds that "country of origin acts like a passport and is being scrutinised at every border", with negative connotations often associated with companies of American origin.

With Russia's full-scale invasion of Ukraine now entering its fifth year, our *What Worries the World* monitor finds concerns about military conflict on the rise again in Europe, but not elsewhere. It barely registers as an issue in Latin America, where crime remains the primary concern. Meanwhile, economic worries remain front and centre for many. Cost of living is still the number one worry in India and the US while fears about unemployment are at elevated levels in many countries, from Singapore to South Africa to Argentina.

Our *When Difference Doesn't Mean Different* white paper provides a timely guide to help us all do a better job at making inter-country comparisons.

Against today's uncertain backdrop, we've spotted a new worry for top management: job hugging. *From Great Resignation to Great Stagnation* finds employees showing increased reluctance to move roles at a time when AI is raising big questions about the future of the workplace, and with many employers cutting back on their hiring plans.

This month's edition also features our latest poll digest from around the world, new research showing how most people remain happy with the love in

their lives and two new reports on how AI is coming embedded in our day-to-day routines.

As ever, please do get in touch with your Ipsos contact if you'd like to discuss anything – we look forward to hearing from you.



Simon Atkinson  
**Chief Knowledge  
Officer**

# Poll Digest

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

### USA:

71% of Americans consider themselves to be "handy".

### Canada:

59% of Millennials say they don't feel financially secure, 44% admit to feeling financially squeezed.

### Peru:

63% disapprove of the interim President, José María Balcázar.

### Chile:

72% believe the fires in the Biobío and Ñuble regions were intentionally set.



Visit [Ipsos.com](https://www.ipsos.com) and our local country sites for the latest polling and research

### Jordan:

77% feel that Ramadan evokes a sense of nostalgia, taking them back to cherished family times.

### Great Britain:

28% think the Royal Family have handled the situation with Andrew Mountbatten-Windsor well since allegations were first made against him.

### France:

66% trust their mayor, while 33% trust the Prime Minister and the government.

### India:

82% of consumers plan to spend more time on their appearance in 2026 than they did in 2025.

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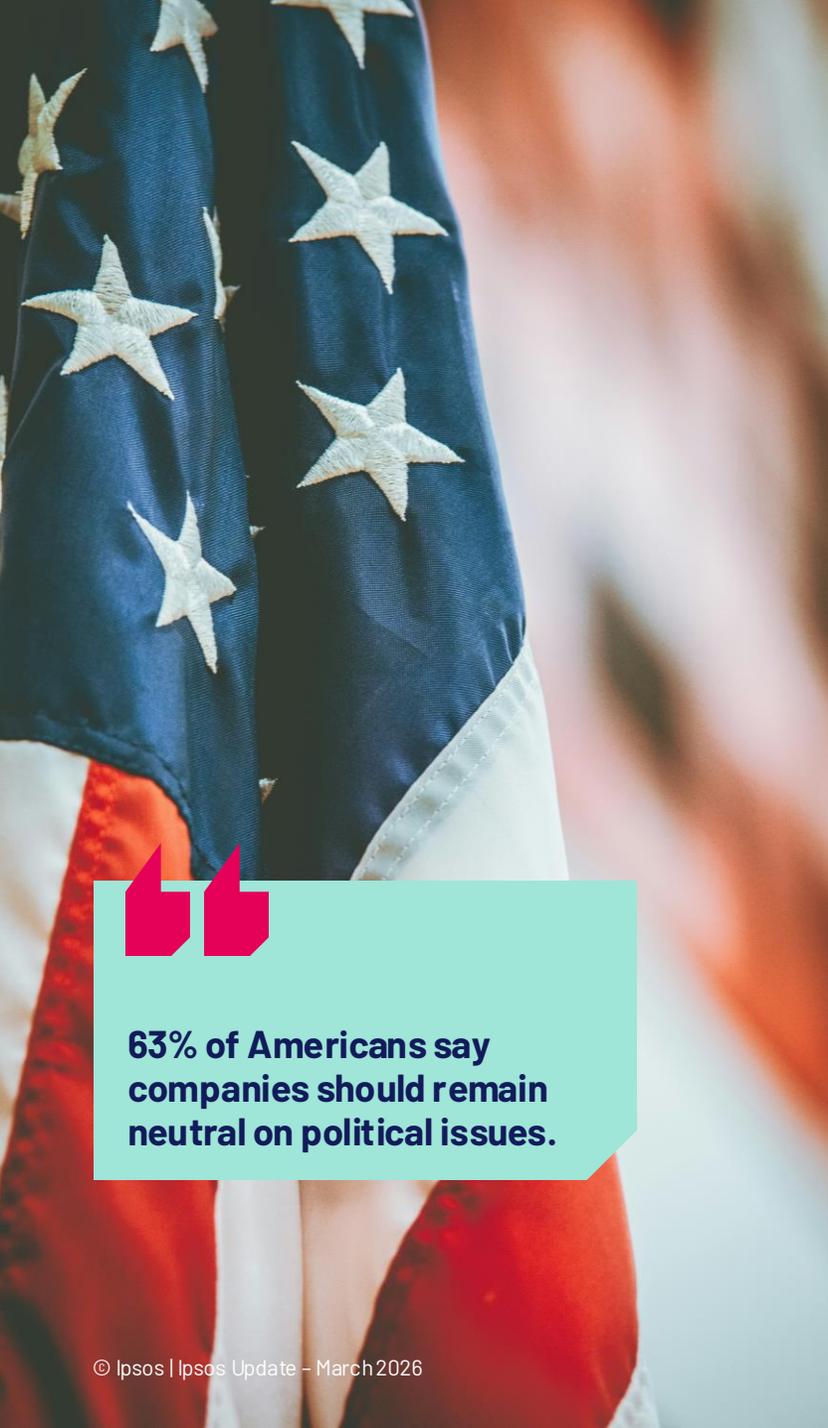
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# Know the New America and Beyond

## The latest Ipsos insights from the US

As political polarisation continues to define America, new Ipsos polling indicates that Americans are becoming slightly more receptive to brands taking a stance. According to new data from the [Ipsos Consumer Tracker](#), the proportion of Americans who say companies should remain neutral on political issues has dropped by seven percentage points, from 63% a year ago to 56% today. This is driven by notable drops among men, 35- to 54-year-olds and Democrats, with support for company neutrality falling by 12, 19 and 22 percentage points respectively.

Meanwhile, more Americans believe they are seeing the results of tariffs in their everyday lives. According to the Ipsos Consumer Tracker, two in three Americans (67%) believe tariffs have already caused prices to rise on things they buy, up from 43% a year ago.

However, multinational brands should beware – consumers are not happy about being asked to cover your increased costs. Only 36% believe it is fair for companies to pass tariff costs on to shoppers.

Amid all this polarisation, how do people feel about the Olympics? For most, politics and domestic disputes do not affect national

pride on the international stage. According to a new Ipsos poll, three in five (59%) say that the US team's performance and participation in the Olympics makes them proud to be American.

A similar proportion (61%) say that they do not think much about political events in the US and around the world when watching the Olympics, while 35% say that it is hard to separate the Olympics from political events.



**63% of Americans say companies should remain neutral on political issues.**

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# When Difference Doesn't Mean Different

## Understanding cultural response bias in global CX programmes

Global organisations require global market research programmes. The benefits are clear: coordinated multi-national projects return better value for money than a multitude of individual studies and also provide a degree of standardisation across markets.

But cultural response bias poses significant challenges when comparing survey data between markets.

Country-specific tendencies to respond in particular ways, regardless of what is asked, make it difficult to distinguish between true differences in the performance measured or simply

in cultural response styles.

In the third edition of this Ipsos Views paper, we incorporate Customer Experience (CX) KPIs, exploring whether these cultural response patterns still play out in real world CX metrics, drawing on our CX Benchmark database.

We also explore the world beyond CX, examining how pervasive cultural response bias may be by diving into Brand Health, Employee and societal metrics.

Despite the apparent inevitability of cultural response bias in global research programmes, it is possible to mitigate its impact on the reliability of results

comparisons between markets.

In the 2026 edition of this paper, we share the methodologies we recommend to minimise and control its impact.

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**Cultural response bias is still entrenched in the way different markets respond to scale questions.**



# Ipsos Love Life Satisfaction 2026

## Love is in the air on Valentine's Day

The *Ipsos Love Life Satisfaction 2026* survey finds most people are happy with the love in their life and their romantic relationship, but are less satisfied with their sex lives.

More than three-quarters (77% on average across 29 countries) feel loved, though the feeling runs the gamut from a high of 87% in Colombia to a low of 51% in Japan.

The feeling has stayed stable since we [first started asking this question in 2023](#) when 76% said they felt loved.

This year, almost a third (31%) of all respondents say they're not satisfied with their romantic/sex lives. The picture is fairly

consistent across the age groups. Millennials, now in their 30s to mid-40s, are the most likely to say they're satisfied (65%) while Baby Boomers, now in their 60s to early-80s, are the least likely (55%).

While there's been a lot of ink spilled over Gen Zers, particularly younger men, feeling lonely and socially disconnected, our polling finds just over three-quarters of Gen Z men (76%) and women (77%) are satisfied with being loved.

Again, that's generally in line with older generations. Boomer women (80%) and men (78%) lead the way on feeling loved, followed very closely by Millennial women (77%)

and men (76%) and Gen X women (77%) and men (73%).

Married people (83%) are more likely than unmarried people (72%) to say they feel loved. And while only 50% of unmarried people are satisfied with their romantic/sex life that rises to 72% of marrieds.

Find all this and much more in this year's report.



**More than three-quarters (77% on average across 29 countries) feel loved.**

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# Impacts of Multinational Corporations

## What citizen-consumers want from foreign companies

In today's fragmented world, a multinational corporation's 'country of origin' acts like a passport, and it's being scrutinized at every border. This passport can grant privileged access or, as this Ipsos data reveals, create significant barriers.

In our latest 'Ipsos Global Reputation Monitor', we explore two questions:

1. **What do people want** from foreign companies doing business in their country?
2. **How do people feel** about companies from different countries?

We discover distinctive negative connotations linked to companies of American origins – with a specific focus on ethics, the environment, and economic impact. Companies based in China and India also see some pushback, primarily driven by North America and Europe.

Key takeaways:

- Political actions by governments can have outsized impacts on the companies that call those countries home.
- One host country in particular is damaging the reputation of its companies – the United States.

- Countering the turbulence generated by social, political, and economic stresses entails understanding the needs of target markets and shifting priorities to become more 'local' (or at a minimum 'global') rather than being solely defined by the company's home market.

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**We discover distinctive negative connotations linked to companies of American origins.**



**Only half (49%) of ads attempt to tell a relatable story.**

# Misfits Stories

## The power of storytelling in creative effectiveness

In the race to produce content at lightning speed, many advertisers overlook the essentials of impactful storytelling. In doing so, brands are limiting their creative effectiveness and ROI.

We know that storytelling has the power to change behaviour and attitudes. Building on the success of [Misfits \(2022\)](#) - Ipsos Creative Excellence's signature research on how creative advertising experiences drive brand outcomes by embracing a "not fitting in" mindset - the latest chapter turns to the lost art of storytelling.

We analysed 15,000 ads and discovered something that should

stop every marketer in their tracks: half of ads don't tell a story at all. The other half? They understand the power of storytelling.

Misfits Stories focuses on the impact of stories in advertising through the Misfits Mindset. The analysis finds that Misfits-inspired storytelling is nearly three times more effective at driving memorability. By putting the audience at the forefront, empathising with them by showing their world, and where the brand fits in, and is entertaining in a unique and surprising way, earns a prized place in the audiences' memory banks. These are not the

predictable, safe story arcs, they are gloriously weird and beautifully illogical narratives.

The analysis further highlights that ads with stories are 2x more effective in changing behaviour than those that only focus on showing brand features. By using a sequence of events, the audience can connect with, and positive character outcomes related to the brand, stories act as a vehicle for effectiveness.

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# Our Life With AI

## Learners and educators are AI's new "super users"

The third annual *Our Life with AI* survey, conducted on behalf of Google, shows the top reason people use AI is to learn and understand new concepts – not just to be entertained.

The survey, conducted late last year across 21 countries, reveals two firsts: that the majority of people in nearly every country surveyed say they use AI chatbots and, critically, that their motivation for using AI has changed from curiosity to core utility.

In previous editions, the top motivation for using AI was entertainment, but now 74% of

users report using it to "learn something new" or "understand a complex topic". People are moving from experimentation to real-world learning, and view AI for education with a different perspective.

Over eight in 10 (85%) of students 18+ are using AI. Students use it to help with schoolwork (83%), understand complex topics (78%), manage day-to-day life tasks like trips, meals or workouts (54%) and make decisions (42%).

Additionally, 81% of teachers report using AI, far surpassing the global average (66% of the global

public reports using an AI tool). Some of educators' top uses for AI are learning something new or understanding a complex topic (77% of teacher users) and saving time (75%).

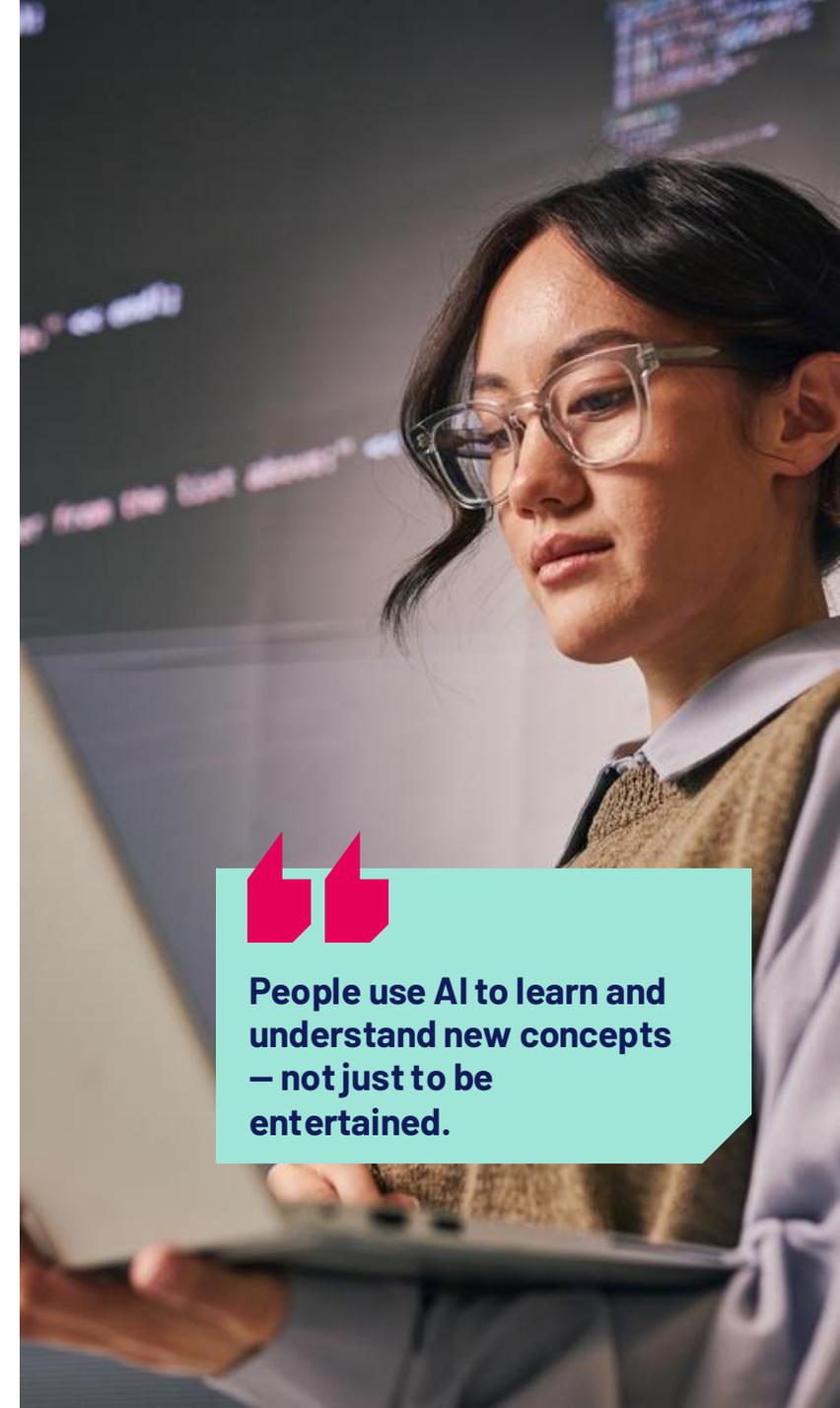
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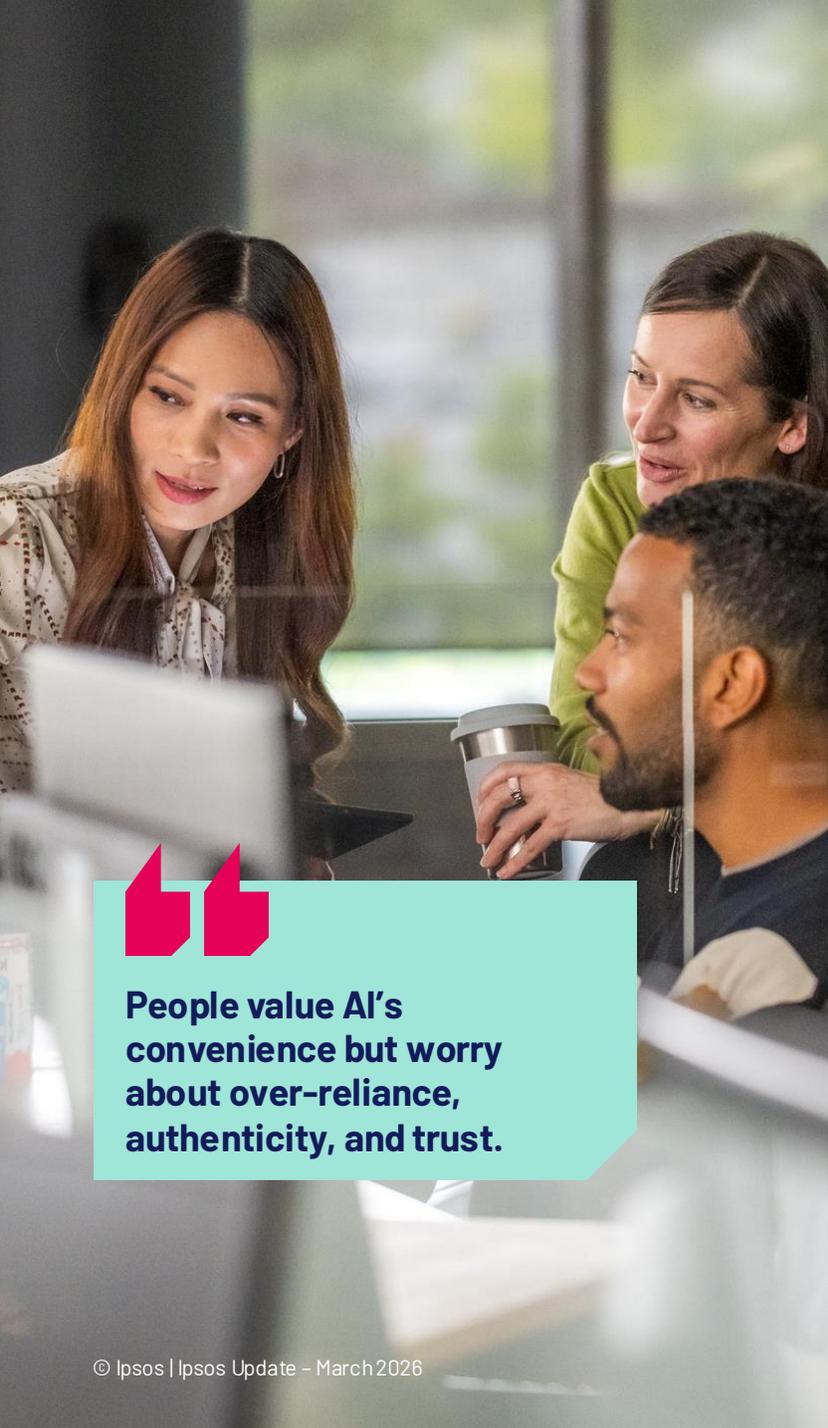
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**People use AI to learn and understand new concepts – not just to be entertained.**





**People value AI's convenience but worry about over-reliance, authenticity, and trust.**

# Generative AI and Audiences

## Revisiting UK public attitudes to AI in the media

Generative AI has entered the mainstream in the UK. In [updated research for the BBC](#), we find near universal awareness (98%), with a majority (58%) having used Gen AI tools, one in three (35%) now use them weekly.

Younger audiences remain the biggest users of AI, but usage is rising fastest among 55+ year-olds, up 250% over the last year.

Yet deeper usage has also brought deeper questions: people value AI's convenience but worry about over-reliance, authenticity, and trust, especially in media.

58% say AI in the media makes them nervous, 70% prefer human-

driven movies, and 78% prefer human-written online news. The emerging rule is clear: GenAI is welcome when it helps behind the scenes; it is resisted when it replaces human creativity, voice or editorial judgement.

Audiences now apply three linked expectations:

- **Value:** AI should be genuinely useful and enhance discovery, access or personalisation without diluting accuracy or authenticity.
- **Humanity:** Protect the human elements of creativity, emotional nuance and judgement. Keep human

oversight visible through bylines, editorial sign-off and clear responsibility.

- **Trust:** Be transparent about where, why and how AI is used, and who is accountable. With half of UK adults believing AI will worsen online disinformation, verification matters; 43% say they are more likely to trust AI use in news if outputs are fact-checked.

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# Spark to Inferno

## Impact of Chinese biopharma innovation on global oncology deal making

China is emerging as an engine of therapeutic innovation, with its science now setting the pace in some of the most competitive areas of drug development, particularly in oncology.

Landmark deals, rapid early-stage data, and a unique clinical ecosystem are reshaping how global companies source innovation, structure partnerships, and plan their oncology portfolios.

Ipsos' latest white paper unpacks what this shift means for business development, strategy, and investment teams.

This paper explores how Chinese

biopharma innovation is reshaping the rules of engagement in global oncology, and where the next wave of opportunity is likely to emerge.

Drawing on pipeline comparisons, deal case studies and ecosystem analysis, it helps decision makers distinguish signal from noise.

Key highlights include:

- Examining the landmark deals that acted as catalysts.
- Demonstrating how early data from China can ignite partnerships and global interest.
- Exploring the unique

ecosystem that enables this innovation.

- Identifying the strategic challenges and how organisations can navigate this complex environment.

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**The rise of Chinese biopharma is among the most meaningful strategic dynamics today.**

# Shortcuts



## Talking Insights Podcast

Esomar's podcast, *Talking Insights*, welcomed Sandro Kaulartz, Ajay Bangia, April Jeffries, and Karin O'Neill to explore the EDGE Framework, a methodology that focuses on identifying high-growth opportunities by examining extreme behaviours and divergences from the norm.

The panel discusses practical steps for applying the framework in various industries.

[LISTEN HERE](#)



## From Great Resignation to Great Stagnation

Where organisations previously faced the challenge of retaining employees, we're now facing into an opposing, but no less risky, situation – 'The Great Stagnation'.

With economic uncertainty, a molasses-like job market, and an unsure future driven by rapid AI adoption, employees are holding fast to their roles, 'job hugging' even when it's no longer the right fit.

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## The Excess Factor

'Excess consumer demand' – when people want a brand more than its market share suggests – becomes a leading indicator of future growth and a powerful alternative to the classic 'excess share of voice' model.

Drawing on three years of household purchase data across 430+ brands, matched with Ipsos' Brand Desire equity metric, our analysis shows that brands with excess equity grow, while those with a deficit shrink.

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## Don't Mistake Stability for Endurance

Ipsos works at the intersection of consumer behaviour and public opinion. It is from this unique vantage point that we see the emergence of the Endurance Economy. This is more than a moment of consumer caution. We are seeing a deeper structural shift in how Canadians assess security, institutions, and the future.

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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: **Krabi, Thailand**. This is the most satisfied with their love life, according to the [Love Life Satisfaction Index](#).

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