

THE DIRECTORY

The full collection of content from
the Ipsos Knowledge Centre

May 2026



THE DIRECTORY



1

Global Advisor Reports

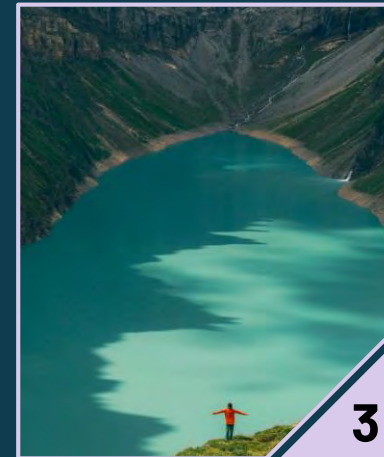
Our programme of monthly and annual reports tracks the changing dynamics of societies today.



2

Ipsos Update

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



3

Ipsos Views

Produced by the IKC, these point of view papers present new expert analysis from Ipsos across a range of business questions.



4

Ipsos Voices

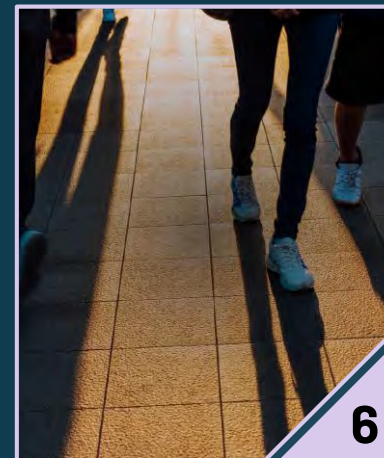
These articles offer insights on diverse topics from local experts across the world.



5

Ipsos Flair

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



6

End of Year Review

The End of Year Review is our annual reflection of how the last 12 months went.

GLOBAL ADVISOR REPORTS

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 Reports



Attitudes to the Iran Conflict

U.S. reputation across the world takes a hit following the start of the conflict in the Middle East, according to this Ipsos Global Advisor poll.

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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.

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Ipsos Mobility Report

The Ipsos Mobility Report is a 31-country study which explores consumer attitudes to the future of mobility, public transport and road safety.

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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: [2025](#) | [2024](#) | [2022](#) | [2021](#) | [2020](#) | [2018](#) | [2017](#) | [2016](#)

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Ipsos Happiness Report

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

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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: [2025](#) | [2024](#)

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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.

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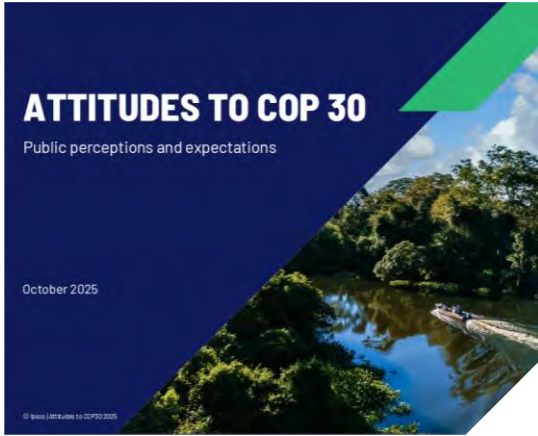


Is Life Getting Better?

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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Global Advisor Reports



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.

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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.

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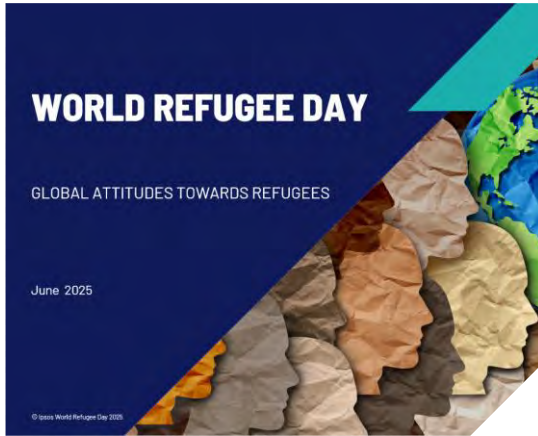
Ipsos Equalities Index

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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World Refugee Day

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

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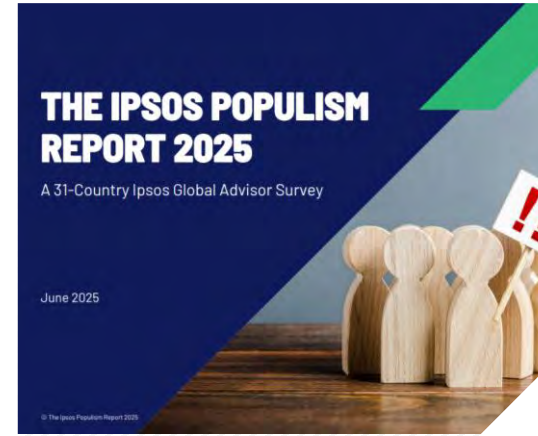


Ipsos LGBT+ Pride Report

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.

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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.

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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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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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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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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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Global Advisor Reports

WORLD AFFAIRS

Citizens of 30 Countries Assess Threats and Engagement in International Affairs

Dr. Darrell Bricker
November 2024

© Ipsos World Affairs

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

A 32-country Ipsos Global Advisor Survey

May 2024

© Ipsos Cost of Living Monitor

Ipsos Cost of Living Monitor

This research provides a plethora of information from a range of countries. Everything you need to know about the public's reaction to inflation.

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, the factors that are impacting their mental wellbeing, and set this against the 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

© Ipsos Attitudes to the 2024 Paris Games

Attitudes to the 2024 Paris Games

Sentiments towards the worldwide event varied, with the hosts feeling particularly lukewarm about it. [Tokyo Games](#)

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Global Advisor Reports

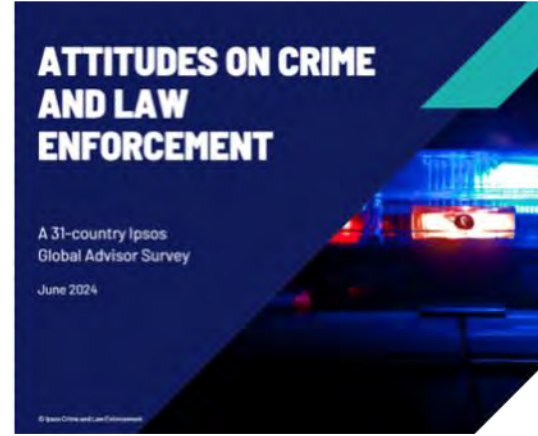


Global Trustworthiness Index

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

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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.

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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.

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

IPSOS VIEWS

Artificial Intelligence



Artificial Intelligence



Mind or Machines

Through a series of rigorous, multi-country pilot studies, our experts compared the performance of standard AI bots, enhanced AI systems and expert human moderators.

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Seeing the Unseen

The third edition in our Humanizing AI series, we explore how integrating Human Intelligence (HI) and Artificial Intelligence (AI) can improve product testing using advanced technologies such as Vision AI and AI agents

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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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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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Artificial Intelligence



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.

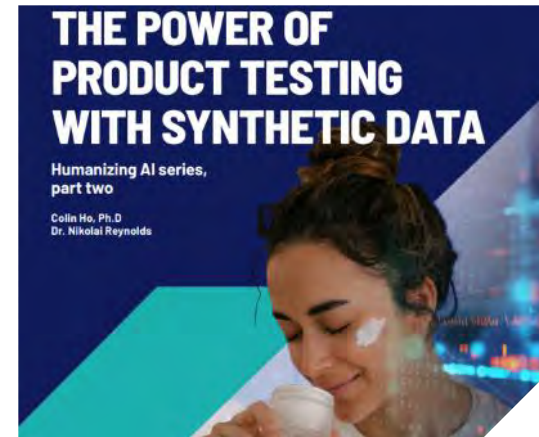
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Misfits and the Machine

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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Artificial Intelligence



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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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.

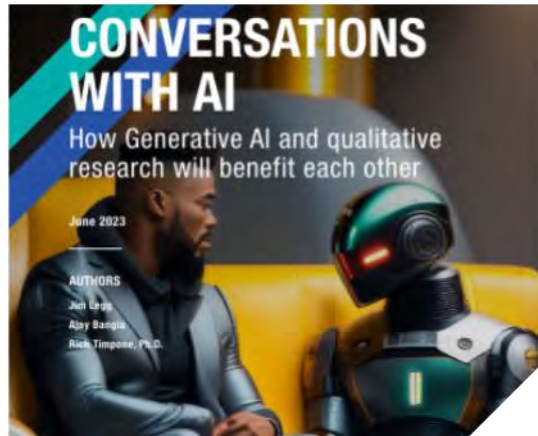
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Conversations with AI: Part II

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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Artificial Intelligence



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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AI and the Future of CX

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

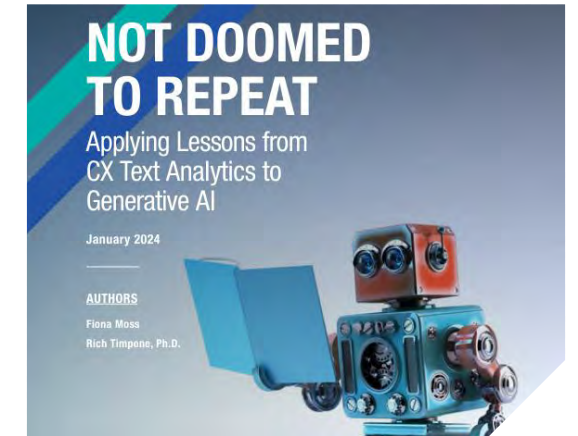
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The New Era of Innovation

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

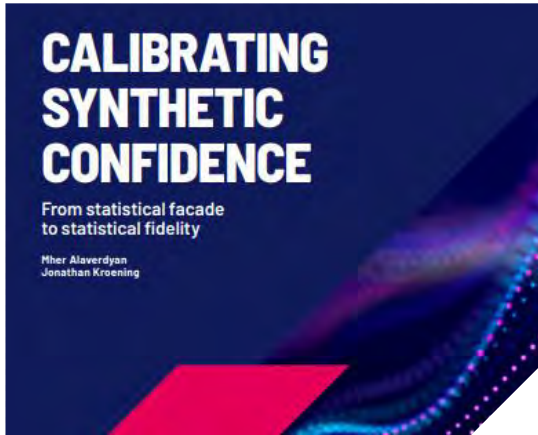
Drawing on text analytics' learnings from the past 15 years, and using our AI framework of [Truth, Beauty, and Justice](#), we outline five key lessons that teams must keep in mind as they apply LLM-powered Generative AI tools.

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Synthetic Data



Synthetic Data



Calibrating Synthetic Confidence

We reveal how a "naive" approach to statistical testing on synthetic data – treating it as if it were real – can lead to dangerously misleading conclusions and a massively inflated risk of false positives.

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Synthetic Data Boosting

We delve into how synthetic data is transforming market research by overcoming the limitations of confined sample sizes.

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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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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.

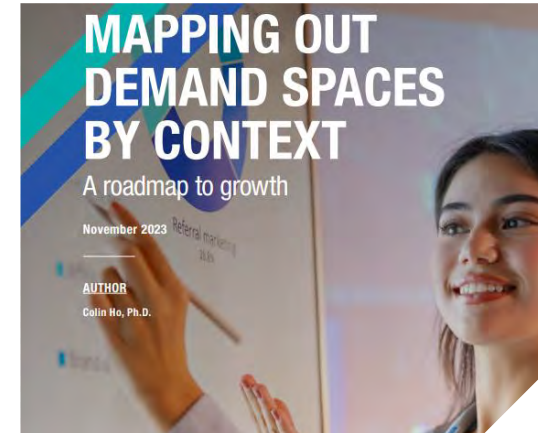
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Understanding The Context Of Consumption Moments

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



From Noise to Noteworthy

We discuss the concept of “memorable attention” – the ability of brands to not only capture attention effectively but also ensure retention and brand recognition.

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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 Creative|Spark 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, Creative|Spark to demonstrate how inclusive representation within ads can lead to Brand Success.

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Media & Advertising



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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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



When Difference Doesn't Mean Different

We include CX KPI data, exploring whether these cultural response patterns still play out in real world CX metrics, drawing on our CX Benchmark database.

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The Next Big Thing

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

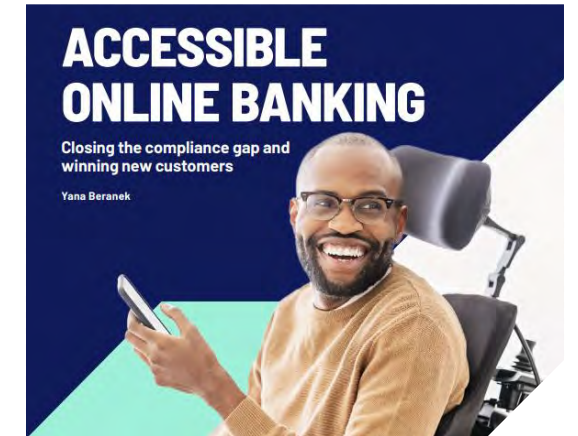
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Decoding Misinformation

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

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

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New Methods & Techniques



Demystifying Mystery Shopping

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

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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.

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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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New Methods & Techniques



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.

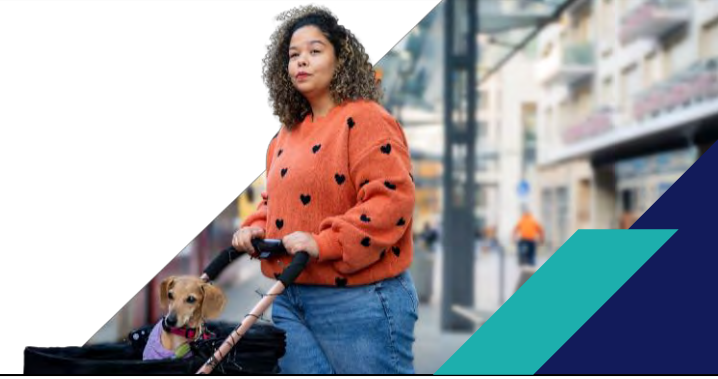
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Society & Politics



Ipsos Generations Report



Welcome to Ipsos' fourth edition of the Generations Report, Continuity vs Rupture. Each year we aim to offer new insights on the similarities and differences between generations, and dispel any lingering myths.

Population decline is now a mathematical certainty, with impending consequences for governments, societies and businesses. In 19 of the world's 20 largest economies, the number of children a woman has in her lifetime is now below the level needed to replace the population – and it's set to fall even further. How can businesses continue to grow in a world with fewer and fewer people to buy their products and services?

Longstanding demographic changes and a developing trend of economic stresses are also disrupting the traditional life cycle. Enter a new set of modern milestones, as young people postpone traditional independence and older people enjoy a longer period of post-retirement life, while the middle-aged find themselves squeezed on both sides.

Yet some things remain the same. The youngest generation remain the object of media frenzy, with seemingly endless reports and news headlines about Gen Z, and increasingly, Gen Alpha. And while a generational lens does remain an effective tool to understand how and why societies and consumers change, it continues to be misused and deployed in ways well beyond where it is appropriate.

Misperceptions and stereotypes are widespread. There remains the persisting temptation to focus on generational labels, when we should actually be looking at a particular age band (such as the under 25s), or indeed when we should be concentrating our attention on life stage (such as new parents). By breaking free and challenging ourselves we will be on the path to clearer and more effective insights. Who is your brand really trying to reach?

In this context, we return our gaze to Millennials, those much-maligned young people of the 2010s. How does the media furore stand up 15 years on?

The workplace serves as a critical laboratory for debunking generational

myths. By analysing the modern workplace – a rare environment where all four generations interact daily – we see clearly that many perceived 'disruptions' are not unique generational traits, but rather universal career life stage effects.

Throughout this year's report, we pull out thoughts on what these themes mean for your organisation, where and how to adapt approaches, and seek out the opportunities available for those who act smartest.

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Society & Politics



Beyond Compliance

While some companies may choose to shift away from prioritising responsible production efforts, our research shows it's a good long-term strategy and investment to continue embedding sustainability in business practices.

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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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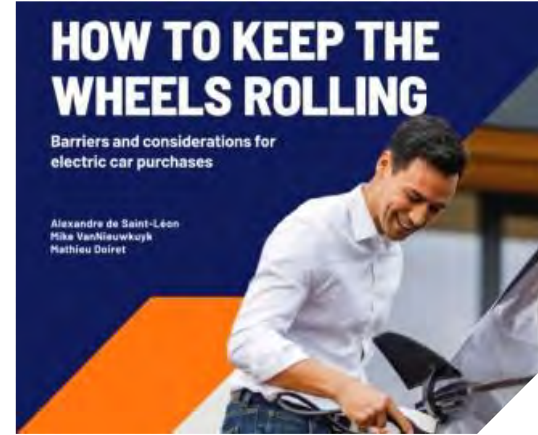
Society & Politics



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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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 Voices



The Long and Short of Sports Sponsorship

We examine how to make every sponsorship dollar work harder, before, during, and after the final whistle.

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Gaming the Score

Uncover the hidden forces distorting your customer feedback and learn how to stop survey gaming from sabotaging your success.

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Empathy

We show how leveraging empathy-driven marketing can foster genuine connections with consumers and power creative effectiveness and brand success.

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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)

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END OF YEAR REVIEW

End of Year Review

The End of Year Review is our annual reflection 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 2025** - Unpack the narrative of 2025 through a collection of events across the year.
- **Ipsos Around the World** - Journey across our interactive world map to unlock insights from Ipsos experts on the ground.
- **The State of the 2020s** - As global certainties fracture and optimism wanes, uncover the five indispensable rules leaders must embrace to reinvent and survive in this uneasy decade.
- **Sustainability's Steady March** - Amidst the political tempest surrounding 'ESG,' a quiet - yet profound - integration of

sustainability principles is reshaping the corporate landscape.

- **The GLP-1 Revolution** - While GLP-1 medications are visibly transforming individual health, their unseen impact is quietly reshaping industries.
- **Tariffs Took the Wheel!** - Trade policy, not consumer demand, became the unexpected architect of the 2025 automotive market.

Access the [previous year](#).

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