

June 2026

IPSOS UPDATE

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

Ipsos Update June 2026

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

With the Iran conflict now three months old, we're starting to build a picture of how people around the world feel about the unfolding events. The war is unpopular, and most don't want their country to get involved. That much is clear.

People are starting to see the effects on their daily lives. Our [Market Essentials](#) survey finds nine in 10 (across 15 countries) saying they've noticed higher prices at the pumps in their local area. The new [What Worries the World](#) release finds inflation regaining its position as the number one concern.

But it would be wide of the mark to describe the current situation as one of

panic. People have become accustomed to uncertain times. The repercussions of the conflict are gradually unfolding against a backdrop that was already fragile, rekindling concerns that were never far away.

Events like the Iran war are no longer processed by citizens and consumers as isolated geopolitical events. They are absorbed into an already crowded landscape of personal anxieties and immediate pressures. Everything gets filtered through a local and highly personal lens. How does this affect me, my family, my finances, and my future? Just as important, does this matter right now or can it wait?

One thing that cannot wait is

responding to the realities of our demographic trajectory. With fertility rates now below 2.1 in most countries, population decline is inevitable. Our [Generations Report](#) picks up the story, looking at how the milestones that define our lives are changing. Along the way, we ask whether we need to pay more attention to Millennials - now the median consumer in many markets.

We see a generational shift in another new report, this time on [the future of the motor car](#). Young people are showing much less attachment to cars, and they are very open to a whole range of other ways to get about. Our research does not find car ownership under immediate threat. But brands that only sell the "car-as-freedom"

narrative may increasingly miss the mark.

Whatever it is we are selling, we now have the opportunity for AI to generate credible advertising quickly and cheaply. But, as our new research with Syracuse University shows, [AI Ads are Good Enough - and That's the Problem](#).

Take a look and let us know what you think.



Simon Atkinson
**Chief Knowledge
Officer**

Poll Digest

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

USA:

27% agree that AI data centres would significantly contribute to economic growth and job creation in their community.

Peru:

63% say crime is one of the main problems facing the country, while 62% are worried about corruption.

Brazil:

67% believe the national soccer team has some chance of winning the upcoming 2026 World Cup.

Chile:

54% believe that psychological support is the most effective measure against school violence.



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Germany:

57% are not worried about their current holiday travel plans.

Great Britain:

32% agree there is currently a special relationship between the US and Britain (vs. 35% who disagree).

Lebanon:

68% are not confident their government can secure a ceasefire with Israel.

New Zealand:

61% are worried about inflation/the cost of living, making it the number one issue for Kiwis.

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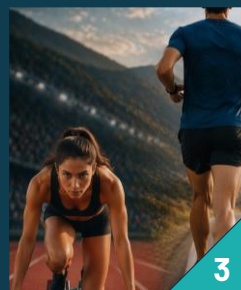
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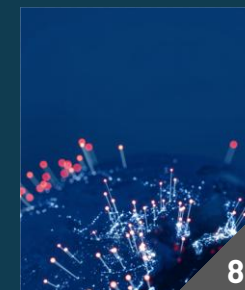
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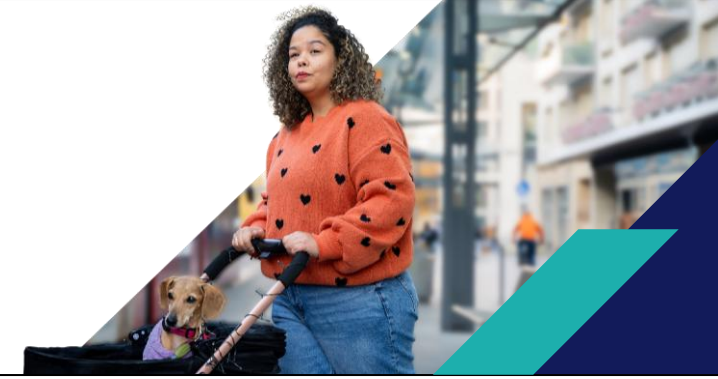


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Ipsos Generations Report



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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The Middle East Crisis

What we know so far – and what to look out for

The US-Iran war, now entering its fourth month, is being felt less as a distant military event and more as a personal economic shock. Ipsos polling from across the globe reflects that shift in striking detail.

At the global level, the appetite for non-involvement is overwhelming. Across 31 countries, 81% say their country should avoid getting involved in the conflict, with nearly half strongly agreeing.

In the US itself, public opinion has been consistently sceptical. Just 24% say military action in Iran has been worth it, while 66% favour a quick exit even if not all American goals are achieved. A majority

disapprove of the strikes, and nearly nine in 10 expect gas prices to keep rising.

Across Europe, economic anxiety dominates. In the UK, 87% are concerned about the personal impact of price increases for food and goods, and 86% worry about fuel and energy costs. In France, concern about rising fuel prices has jumped 8 points in a month.

In Brazil, 90% believe the conflict will affect the country's economy.


Meanwhile in India, two in three say they are already stocking up on essentials.

The pattern Ipsos identifies is

telling: this conflict is following the COVID playbook, beginning as a geopolitical event and rapidly becoming something people experience in their household budgets.

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At the global level, the appetite for non-involvement is overwhelming.



59% of people globally intend to watch the FIFA World Cup.

The Long and Short of Sports Sponsorship

How to make every sponsorship dollar work harder

In today's competitive marketing landscape, sports sponsorships are a powerful avenue for brands to connect with wide audiences and boost visibility.

According to the [Ipsos Predictions Survey](#), 59% of people globally intend to watch the FIFA World Cup, a scale of audience that few other platforms can match.

Leveraging Ipsos Brand Health Tracking data, we examine how brands can move beyond passive visibility, ensuring sponsorship spend works harder to help drive long-term success.

Key takeaways include:

- **Long-term vs Short-term Sponsorship Strategies:** Balancing stable, long-term sponsorships that maintain mental availability, with high-intensity short-term events that offer brand visibility spikes, is key to maximising brand impact.
- **Brand Fit and Engagement with Fans:** Discover why a natural association between your brand and the sport is crucial. We explore how emotional, functional, or geographical ties can significantly improve brand awareness and perception.

- **Avoiding Brand Blindness:** Don't let your brand become a mere backdrop at high-profile events. We discuss how to highlight your brand distinctive assets, so audiences remember you, not just the event.

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Work on What Matters

Where employers should focus their energy for the biggest returns

Change, AI, productivity, leadership, line managers and future confidence. There's no shortage of commentary on the topics shaping work for employees today.

But too often, these themes are treated in isolation or viewed through the lens of what organisations think is happening, rather than how work is actually experienced by employees.

Based on a survey of 5,000 UK employees, our latest Ipsos Karian and Box report shares a holistic view of what matters most and where the pressure points are building. Combining these findings with our experience of boardrooms, insight reports and client conversations, we

provide a roadmap to help leaders act on what matters most.

Key findings from the report:

- **Productivity is a design problem:** One in three employees says their organisation makes it harder to do a good job. Barriers are rarely personal; they are systemic, driven by slow processes, unrealistic workloads, and outdated tech.
- **The trust gap in AI:** Adoption is stalled not by lack of access, but by risk. Only 38% of employees feel they would be supported rather than punished if they failed to spot an AI-generated error.
- **A management pipeline risk:**

Progression is losing its appeal. 63% of non-managers find the prospect of a management role unappealing, viewing it as a step into unsustainable complexity, rather than a career win.

- **The rise of pragmatism:** When faced with trade-offs, employees choose the immediate and tangible. 60% prioritise job security over faster career progression, 50% prioritise flexibility over higher salary.

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One in three employees says their organisation makes it harder to do a good job.



The Death of Car Ownership

What does the latest data reveal about the future of car ownership?

Analysts have long predicted the decline of car ownership, expecting ride-hailing, shared mobility, and autonomous vehicles to take its place. Yet, the car persists, deeply woven into daily life and emotionally significant.

According to data from our latest [Ipsos Mobility Report](#), from nearly 24,000 people across 31 countries, driving remains the top choice in 22 nations. A striking 43% say life without their vehicle would be impossible, reaching 65% in the US, 64% in France, and 51% in Australia.

Yet, 11% of car owners across the 31 countries, identified as 'trapped

owners', wish to give up their cars but can't, due to inadequate alternatives. This figure is notably higher in Italy (19%), China (17%), and Colombia (16%), revealing a lack of public transport infrastructure as a key problem.

A generational and geographic divide exists. Younger respondents are less likely to view car ownership as essential and more open to multimodal lifestyles. This is not just an attitude shift – it is a structural change in how younger generations relate to mobility, especially in urban contexts where ride-hailing, e-bikes, and public

transit are viable. In comparison, rural car owners are far more likely to say their car is indispensable: 60% describe it as impossible to live without, compared to 37% in urban areas and 46% in suburban zones.

In this article, we look at what these findings mean for automakers, mobility providers, investors and governments.



43% of car owners say life without their vehicle would be impossible.

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Decoding the Why

How society feels about breakthrough science

Scientific optimism is high globally, but it is also fragile. Bayer, BCG, and Ipsos have been digging beneath the surface of a landmark quantitative survey to explore the emotional and cultural forces shaping public attitudes toward four transformative technologies: AI in healthcare, cell and gene therapies (CGT), new genomic techniques in agriculture (NGTs), and cultivated meat.

Drawing on 21 in-depth interviews across the US, Germany, and China, with a particular focus on Gen Z, the study identifies three distinct mindsets that cut across age, education, and geography:

- **Optimists** embrace breakthrough science as the engine of progress.
- **Rationalists** adopt a trust-but-verify stance, demanding evidence, oversight, and clear accountability before lending support.
- **Sceptics** resist technologies they see as threatening naturalness, human agency, or traditional ways of life.

Crucially, these mindsets are not fixed: the same person who welcomes AI in healthcare may recoil at cultivated meat.


The report's message for

innovators is clear: acceptance is not won through scientific achievement alone. It requires transparency, early engagement, and the willingness to meet people where their values already are.

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Acceptance is not won through scientific achievement alone.

AI Ads are Good Enough

And that's the problem

AI-generated advertising has reached a point where most consumers can't tell it apart from human-made work. But does it have the same influence?

We put 20 ads (half human-created, half AI-generated) in front of 3,000 US consumers using Ipsos CreativeSpark to find out. The results reveal a striking gap: while AI can produce credible, efficient creative work, it consistently underperforms on emotional engagement and struggles to drive business outcomes the same way that human-created ads can.

In a new collaboration with Syracuse University's S.I.

Newhouse School of Public Communications, we break down why AI is currently struggling to drive business outcomes and how brands can navigate the delicate balance between creative efficiency and strategic effectiveness.

Key takeaways:

- **The ROI Gap:** Human-produced ads are 14% stronger on short-term effectiveness and 17% stronger on long-term equity than AI-generated counterparts.
- **The detection paradox:** Only 25% of viewers can accurately identify an AI ad, yet they subconsciously rate human work

as more imaginative and eye-catching.

- **The creative ceiling:** AI excels at functional storytelling but struggles with the 'creative leap' and emotional resonance required for truly memorable campaigns.

The future of advertising is not human **vs** machine, but human **and** machine.

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AI can produce credible creative work, but it underperforms on emotional engagement.

Understanding Asia

Brand shifts in Asia Pacific amid the Iran conflict

The ongoing US-Iran conflict is sending shockwaves through Asia Pacific, reshaping consumer confidence, energy security, and, most consequentially for business, the reputational standing of national brands. Ipsos's latest research captures a region adjusting rapidly, and not always comfortably, to a new geopolitical reality.

The economic signals are stark. Ipsos's [Global Consumer Confidence Index](#) between March and April has fallen 2.7 points to 46.7, the second biggest monthly decline ever recorded, surpassed only by the first reading of the

COVID-19 pandemic in April 2020. Five of the six largest national declines came from the Asia Pacific region: Thailand (-10.9 points), Malaysia (-6.1), South Korea (-5.1), Japan (-4.7), and Australia (-4.6). Energy costs, inflation, and supply-chain disruption are the primary mechanisms, with Japan and South Korea – both heavily reliant on Middle Eastern oil imports – among the most exposed.

The geopolitical dimension, however, may prove more enduring than the economic one. Only 39% of people across 30 countries now view the United

States as a positive global force, whereas positive views of China now exceed 70% in several markets.

For brands, the implications are profound. Country of origin is becoming a front-of-mind signal that shapes purchase intent before price or quality enters the conversation. The advantage that American brands long enjoyed across the region can no longer be assumed.

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APAC is adjusting rapidly, and not always comfortably, to a new geopolitical reality.

Shortcuts



Re-Energising the Mid-Funnel

Consumers are increasingly overwhelmed by purchase journeys – and growth is stalling because of it. When consideration outweighs the sense of progress and joy in the experience, journeys don't just slow down, they stall, reset or are abandoned entirely.

Ipsos & TikTok explore how brands can tackle this consideration burnout and rebuild momentum where it matters most.

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Unravelling Creator Impact at Scale

For years, many creator decisions were guided by familiar shortcuts: follower count, category fit, and expected reach. But as the creator economy matures, these signals alone are no longer enough to explain impact.

We analysed real creator performance to understand where impact is truly created, what drives consistent performance, and how brands can plan more effectively.

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What Worries the World – May 2026

This month's edition finds that concerns about inflation remains number one across 30 countries, albeit at a stabilised level.

Additionally, after a historic election, we deep dive into Hungary's data to see how perceptions have shifted, with the help of local expertise. We also spotlight financial/political corruption as an issue.

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

Please email IKC@ipsos.com with any comments, including ideas for future content.

Cover photo: **Kuala Lumpur, Malaysia.** Malaysia and other APAC nations are feeling the effects of the Iran War.

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