

July 2026

# IPSOS UPDATE

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

# Ipsos Update July 2026

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

This edition finds us looking back on the first six months of 2026. Even though we are only at the half-way point, it feels like the Iran war will be its defining moment. Governments are simultaneously grappling with changing geopolitical dynamics and demands to ease the financial impact on people's lives. Businesses are revisiting this year's business plans but also face longer-term strategic questions on everything from supply chains to brand reputation.

Consumer confidence is down on the levels we were recording at the turn of the year. Fewer think things in their country are heading in the right direction. This is not the first shock people have been through during the

recent period, of course. This war exacerbates an endemic caution that was already there.

Meanwhile, the first months of 2026 have seen as all evaluating just what AI really means when it comes to our organisations and to our own lives. This year's *Ipsos AI Monitor* finds people continuing to juggle the wonder and worry of it all. While people identify the benefits it brings, we're seeing growing concerns when it comes to its environmental impact, whether we can trust the content it generates and how it is all going to be managed.

Our latest briefing on how we can use AI to augment the practice of market research puts the [spotlight on Digital](#)

[Twins](#). We are now able to build trusted twins that simulate real consumer decisions, equipping brands to evaluate competing solutions critically and quickly. But, as our team notes, there are no shortcuts, and you should only use them for their intended purpose.

June was Pride Month in many countries, and our latest *Ipsos LGBT+ Pride Report* continues to find support for companies and brands promoting LGBT rights. But this sentiment is not as widespread as it was five years ago. On average, across 23 countries, 42% are supportive of companies actively promoting equality – well down on the 49% we recorded back in 2021, reflecting changing expectations

across a range of countries.

And July starts with the [World Cup](#) still in full flow. In our Predictions Survey, 59% of the international public told us they would be watching. Where you're sitting makes a difference. 87% of Argentinians say Argentina will win the trophy again, a view shared by only 25% of their Brazilian neighbours!

As ever, your Ipsos contact is on hand to discuss all of this and more with you.



Simon Atkinson  
**Chief Knowledge  
Officer**

# Poll Digest

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

### USA:

63% think it is unlikely that the preliminary agreement with Iran will lead to lasting peace between the two countries.

### Canada:

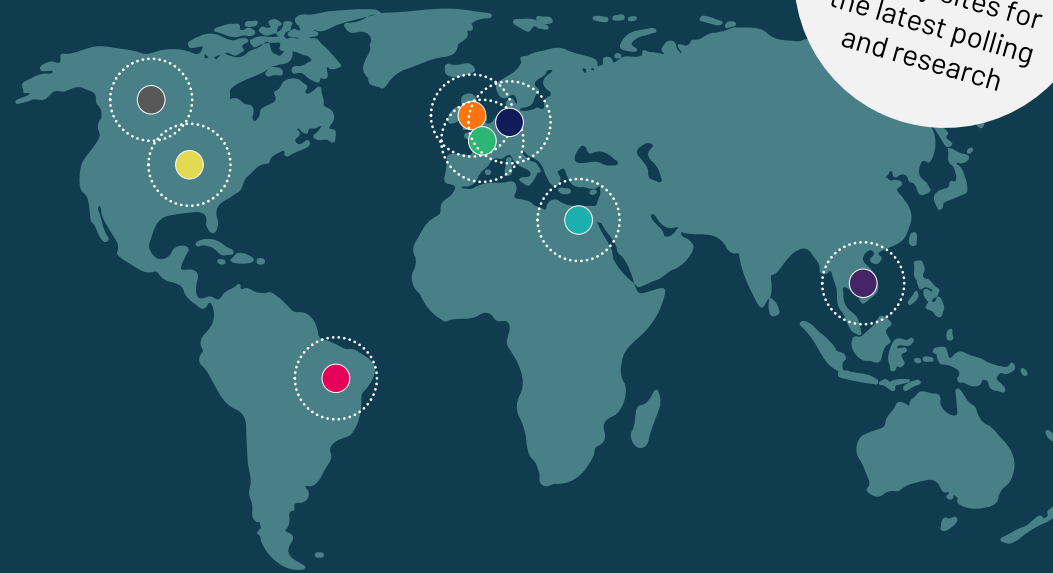
32% would trust AI over their parents when it comes to taking financial advice.

### Brazil:

44% approve of the way President Lula is running the country.

### Egypt:

52% will watch as many World Cup games as possible.



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

### Great Britain:

55% of Britons say they would favour Britain remaining a monarchy – the lowest support since 1993.

### France:

91% of employed parents report having modified at least one aspect of their professional life.

### Germany:

79% want the federal government to find a solution for the long-term stabilisation of pension levels.

### Vietnam:

86% think it's possible for a brand to support a good cause and make money at the same time.

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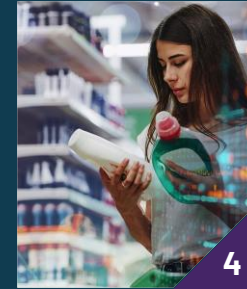
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# The World Cup

The 2026 FIFA World Cup is the biggest in history – 48 teams, three host nations, and a global audience primed to watch. But Ipsos research from across the world reveals a tournament defined as much by tension as by excitement: between passion and accessibility, between live viewing and the highlights reel, and between the world's most popular sport and the fans who can no longer afford to attend it.

In one host nations, nearly [six in ten Americans say attending a World Cup game is simply too expensive](#) for the average person, rising to 76% among those who actually plan to watch.

Across the Atlantic, [British fans face a different kind of barrier: the clock](#). While nearly eight in ten (77%) likely viewers plan to watch evening matches live, that figure collapses to 22% for games scheduled in the early hours of the morning. For sponsors banking on prime-time eyeballs, there is more bad news, with over half of British adults saying they are not more likely to buy from an official tournament sponsor.

The contrast with MENA markets is striking. In [Saudi Arabia](#), 83% of fans plan to stay up late or wake up early to watch live, and 64% say they will cancel social plans to do so. In [Senegal, where](#)

[confidence in the national team borders on certainty](#), 99% plan to watch primarily live. While in [Morocco](#), 68% plan to host or attend watch parties.

Among high-earning Global Influentials tracked by the [Ipsos IGI barometer](#), viewership intent has surged – from 32% among “aware” US Influentials ten weeks before kick-off, to 47% in the week before the tournament began.

And running beneath all of it is a question that [Ipsos's social listening data](#) frames as the defining sustainability challenge of the tournament: not carbon, but access. 46% of ESG-related World Cup

conversations mention social inclusion, as fans increasingly ask whether the world's game still belongs to ordinary people – or only to those who can afford a ticket.

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**49% support LGBT people being open about their sexual orientation or gender identity.**

# Ipsos LGBT+ Report 2026

## Attitudes towards a range of LGBT+ issues are stabilising

In recent years, when it comes to LGBT+ issues, we have seen evidence of a “wokelash” across a number of countries. However, this year’s survey reveals a more nuanced picture, with attitudes stabilising on a series of measures.

While there is general support for companies and brands promoting LGBT+ rights, it is not as widespread as it was five years ago. On average across 23 markets\*, 42% of people support companies and brands actively promoting equality for LGBT+ people: in line with last year’s 41%, but a notable dip from the 49% recorded in 2021.

There is also widespread agreement that transgender individuals face discrimination, but divergence on policy-related matters such as access to single-sex facilities and participation in sports. Support for trans athletes competing based on their gender identity has dropped from 32% in 2021 to 22% in 2026 across 23 countries\*, with opposition the dominant view in almost all countries, including historically supportive ones.

Same-sex marriage – a cornerstone of acceptance – continues to have strong global support, though levels vary

significantly by country. European countries such as the Netherlands (80%), Spain (74%) and Sweden (73%) display robust support. In contrast, countries showing lower support include Poland (33%) and Türkiye (16%), indicating regional variations in societal norms and legal standpoints.

*\* Change for 23-country average is based on the countries which were included in all prior editions of the Ipsos LGBT+ Pride report.*

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# Ipsos AI Monitor 2026

## Wonder, worry, and the say-do gap

Five years into tracking global attitudes, the fifth *Ipsos AI Monitor* finds a world that is neither convinced nor walking away. The tension between the wonder and the worry that has defined public opinion since the arrival of ChatGPT has not resolved. If anything, it has deepened.

In 17 of the 28 countries surveyed this year and last, fewer people now believe AI brings more benefits than drawbacks, a quiet but significant erosion of optimism. Excitement is falling in most markets, while nervousness has plateaued at a high level. The geographic divide remains stark:

enthusiasm is concentrated in Asia-Pacific and Latin America, where AI is seen as a route to economic catch-up. While anxiety is highest in Europe and North America, where protecting the status quo matters more.

Yet the technology is clearly delivering in the workplace. Two-thirds (62%) of workers across 32 countries say AI has saved them time at work in the last 12 months, with younger people and higher earners the biggest beneficiaries. More than one in three workers across every income level are concerned that AI will replace their job in the next five years.

Perhaps the most revealing finding is the say-do gap. A strong majority globally, including two in three of those under 35, say they don't always trust AI tools – but use them anyway. Meanwhile, half (49%) think the potential benefits of AI outweigh the environmental costs.

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**Half (49%) think the potential benefits of AI outweigh the environmental costs.**



**Digital twins are virtual AI representations of real individual people generated from real data.**

# Concept Testing with Digital Twins

## How synthetic data accelerates innovation

With millions of dollars riding on every product launch, brands face a difficult balance between speed and accuracy.

In our latest Ipsos Views paper, we introduce a powerful solution to this challenge – the use of AI-powered digital twins. These virtual consumers predict product acceptance rapidly, enabling quick mass screening of ideas.

Drawing on findings from our research study, where we built and validated digital twins for concept screening across the food sector, we show how marketing and insights professionals can accelerate their innovation cycles

and trust predictions. We also identify where there are limitations – including instances where digital twins should not be employed.

Key takeaways include:

- You CAN screen ideas and concepts instantly and get the right results, enabling marketers to focus research on promising concepts, significantly speeding up time-to-market decisions.
- Models need specificity, flexibility, and practicality; leveraging behavioural science ensures

evaluations mimic human decision-making, comparing new products against existing ones rather than in isolation.

- Use it right, or don't use it at all. Once developed, care should be taken to ensure digital twins are used only for what they were designed for.

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# AXA Mind Health Report 2026

## Global mental health continues to decline despite rising awareness

The 2026 AXA Mind Health Report, conducted in partnership with Ipsos, reveals a mental health paradox: while public conversation around mental health has never been more open, actual wellbeing is at its lowest point in over five years.

The 18-country survey finds a "silent epidemic" characterised by deepening loneliness, workplace stress, and a controversial shift toward AI-driven support.

The report finds a six-point increase in the percentage of people who are struggling or languishing since 2021. Overall, ten out of the 16 countries surveyed in

every wave of the Mind Health Report recorded their lowest results in mind health since the Index began in 2021.

Young adults remain hardest hit by mental health challenges. 59% of 18–34-year-olds are languishing or struggling – 13 points higher than the global average. However, this age group are also encouragingly more open to talking about their mind health challenges and seeking help.

The primary obstacles to better mind health – including cost, time, stigma and access to practitioners – vary across age groups and geographies.

AI is emerging as a double-edged sword, with 63% saying they have already used AI in relation to their mind health. On the one hand, AI advice brings real benefits and platforms raise mental health literacy.

On the other, high numbers of people are trusting AI-generated content over professional advice, and digital habits can further contribute to feelings of loneliness and isolation.

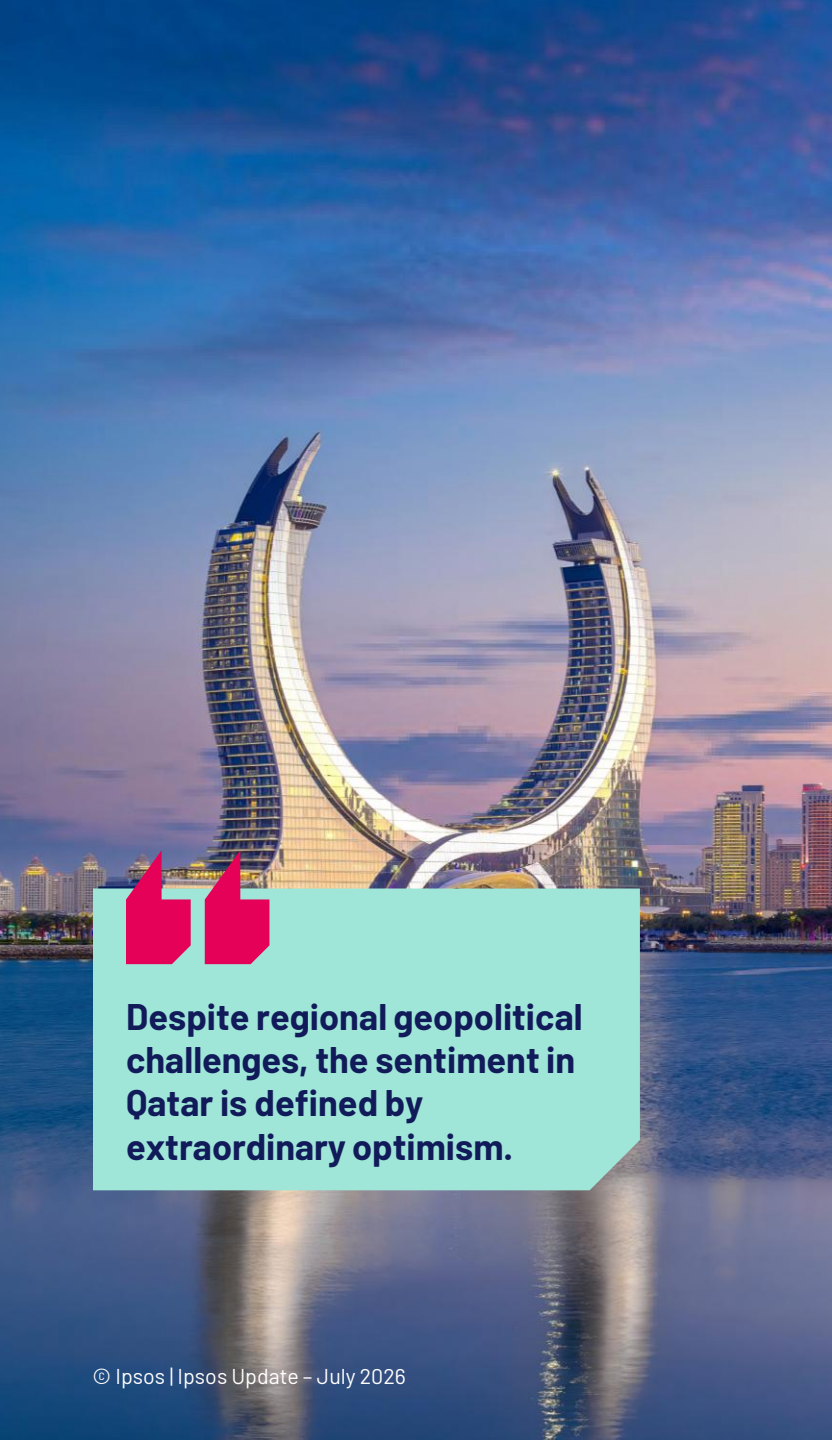
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**59% of 18–34-year-olds are languishing or struggling – 13 points higher than the global average.**



**Despite regional geopolitical challenges, the sentiment in Qatar is defined by extraordinary optimism.**

# Flair Qatar 2026

## Rooted in heritage, reaching for tomorrow

Qatar – now the world’s third wealthiest economy by GDP per capita – is undergoing a remarkable metamorphosis. A nation experiencing rapid transformations, Qatar is also deliberately preserving the cultural bedrock that defines its identity.

The country now finds itself at a crossroads, with five tensions it must balance.

1. Modernisation vs tradition
2. Meeting current needs vs safeguarding intergenerational equity
3. Managed growth vs unchecked expansion

4. Economic ambitions vs demographic identity
5. Economic development vs environmental stewardship

Despite regional geopolitical challenges, the sentiment in Qatar is defined by extraordinary optimism: 92% of residents are optimistic about the future, 93% express confidence in Qatar’s continued economic growth, and 88% expect their physical health to improve, reflecting an integrated view of wellbeing. A history of infrastructure surges and successful delivery of global mega-events has laid root to a "confident realism".

When it comes to AI, Qataris remain cautious. While 63% see AI as a creator of new opportunities, a similar proportion (69%) expect it to result in job losses. Trust remains a hurdle: only 21% trust corporations with their data, leading 69% to expect strict government regulation.

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# Internal Communication Index 2026

## A reality check for internal communicators and leaders

The 2026 IC Index, based on a survey of 5,000 UK workers, reveals a "reality check" for leaders. The world of work is operating in an environment where uncertainty has become the permanent state, driven by relentless change and the emergence of transformative technologies like AI.

Against that backdrop, the declining advocacy and trust scores noted in the 2026 IC Index are not a surprise. They are a signal.

For employees to be engaged, productive and capable of innovation in this new world of

work is a big ask, and one that is only achieved through:

- Clear, authentic leadership
- Informed and equipped managers
- Transparent two-way communication
- Boldly facing threats and opportunities head on.

Yet the 2026 IC Index reveals that:

- Many leaders are failing to align employees to their strategic vision, risking achievement of organisational goals and performance
- Many leaders are out of touch

with employees' perspectives and employees frequently feel unable to share their views

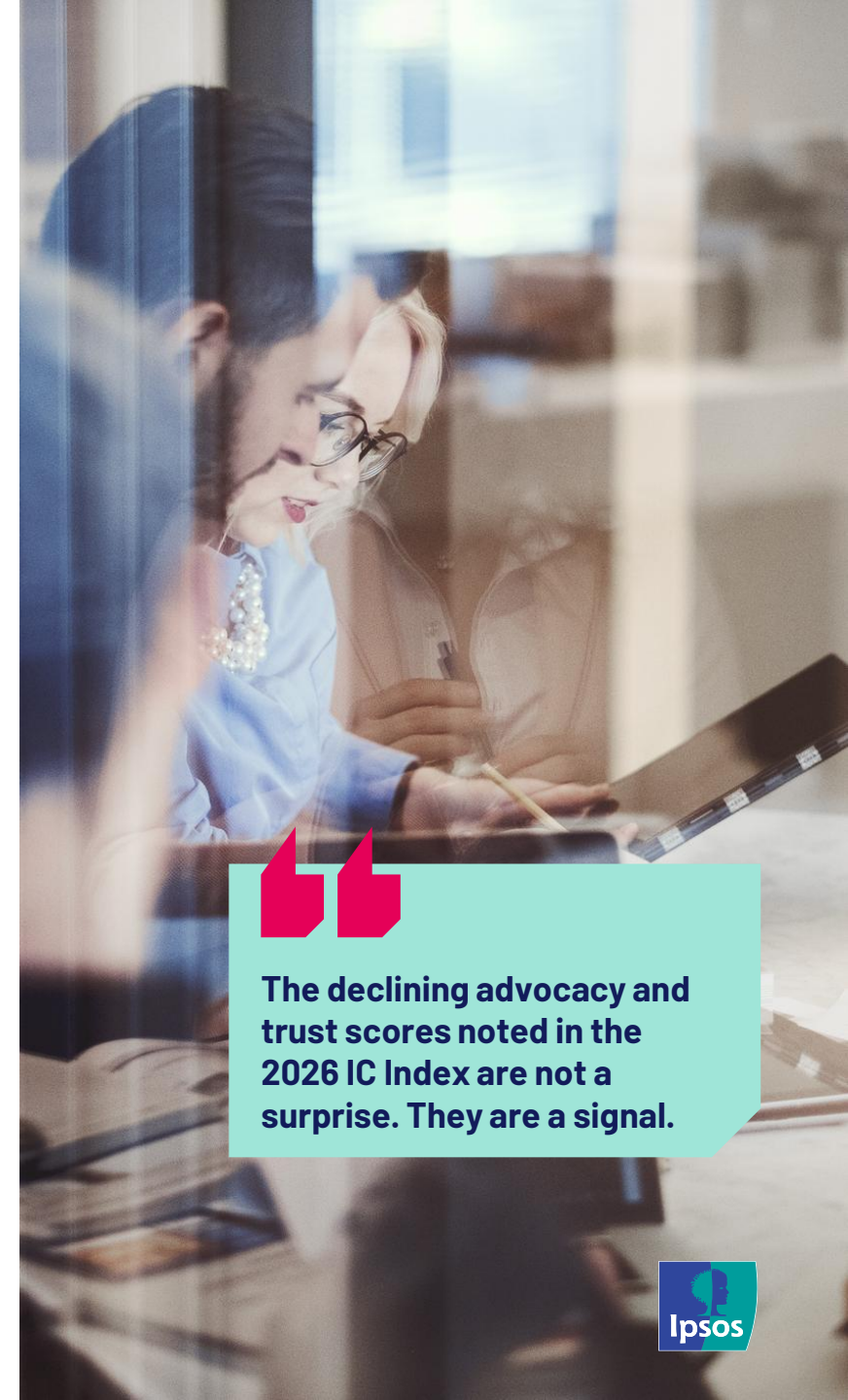
- Managers often fall short when it comes to helping employees make sense of what things mean for them
- Most organisations are failing to build knowledge, understanding and belief around a future in which humans and AI work together effectively.

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**The declining advocacy and trust scores noted in the 2026 IC Index are not a surprise. They are a signal.**





**Cause alignment can be the difference between growth and stagnation.**

# The Edge Brands are Missing

## The growth case for connecting with what people care about

In an era of polarisation and economic pressure, many brands have quietly stepped back from cause-related marketing, wary of the backlash. This new report from Ipsos in the UK argues that this caution comes at a measurable commercial cost and that the brands willing to engage thoughtfully are already pulling ahead.

78% of Britons are deeply committed to at least one cause. That is not a niche audience; it is the mainstream. And when brands connect with those causes in a considered, authentic way, the commercial returns are tangible.

Brand associations with causes people genuinely care about account for 21% of a brand's advocacy edge and 8% of its price premium. Consumers feel more emotionally connected, are more likely to recommend the product, and are prepared to pay more for it.

The picture is not without nuance. 37% of Britons say they don't care whether brands are ethical or socially responsible, and a majority believe it is the government's, not private companies', responsibility to act on social causes. The opportunity, then, is not about brands lecturing the public. It is

about selective, credible alignment with the issues that resonate most authentically with their specific audiences.

The report maps Britain's cause landscape in granular detail. The central message is that staying silent carries its own risk: in a world of limitless choice and diminishing attention, cause alignment can be the difference between growth and stagnation.

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# Shortcuts



## Gen Z & the Cost of Adulting 2026

81% of Gen Z in the US say it's important to be perceived by others as financially responsible, and fewer are relying on family for financial assistance.

From \$0 date nights to loud budgeting, the Better Money Habits Survey by Bank of America, in collaboration with Ipsos, reveals how Gen Z is managing through affordability challenges and social spending pressure.

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## Sociopolitical Landscape in Lebanon

Following an initial study on the sociopolitical landscape in Lebanon, and in light of major developments that unfolded since, including the war and the upcoming elections, Ipsos in Lebanon has conducted a follow-up wave to better understand how public opinion has shifted and explore what concerns now matter most to citizens.

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## The Uneven Transition

In a new study conducted in collaboration with [Connected Women in AI](#) and [Aetheon Consulting](#), Ipsos in Denmark maps how the AI transition is actually unfolding across the Danish workforce. It reveals a picture that is more uneven than most organisations realise, with more than half of those surveyed saying they're never invited into decisions about AI.

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## Boys Don't Cry: But Men Are About To

Masculinity, gender expectations and societal pressures are changing concepts in Asia.

In this ESOMAR presentation, we explore the gaps between men's outward persona and inner reality, setting out how brands should navigate modern male identities.

WATCH THE REPLAY

# 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: **Seattle, WA, USA**. Six in ten Americans believe the World Cup games to be too expensive.

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