

September 2026

IPSOS UPDATE

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

Ipsos Update September 2026

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

As a long hot summer in so many parts of the world draws (maybe) to a close, we are left with more questions than answers. Three-quarters now feel vulnerable to climate change in their daily lives, and this is increasingly grounded in real-world experiences – from disappointing crop yields to interrupted sleep. We're seeing signs that the public discourse is shifting from the causes of our shifting weather patterns to how we cope with the effects of it all. But will these experiences change how individuals, businesses and governments actually behave in the long-term? If past experience is anything to go by, we will need to stay cautious, pragmatic and close to the evidence.

These events add an extra contour to how consumers are having to adapt to the pressures of today's "Endurance

Economy". So far, economies around the world have adapted better than feared to the Iran crisis. But consumers remain cautious. Cost of living remains the primary worry in markets like the US, Australia, and Japan, contributing to a subdued sentiment across the G7 in particular.

The tension between how things are, versus how we would like them to be, is a theme we explore in our new [Life Aspirations](#) report. Traditional goals like home ownership and a stable job remain universal desires. This comes despite a sharp decline in confidence – particularly among younger people – that these ambitions are attainable. In Western markets, Gen Z say it's more likely they will own a pet than become a parent! This dynamic lies at the heart of our [What the](#)

[Future: Success](#) report, which finds younger generations "rescheduling" their lives rather than actually redefining what success looks like. This research comes with a call to action for brands to ensure they are truly in touch with today's wider range of different life stages and milestones.

Our annual [Education Monitor](#) finds an increasingly nuanced mindset when it comes to our relationship with new technologies. While there's a near-consensus across countries for banning social media use by children under 14, we see a growing embrace of AI in education, particularly in Asia.

As people get used to using AI, we see this discerning mindset in various aspects of individuals' lives. One path for brands through this landscape is to think about

how to get beyond the functional basics like speed and price and into the realm of what really stands out. The new release of our [Forces of CX](#) framework charts how to differentiate on elements like Status, Belonging, and Enjoyment – those emotional drivers that can build lasting loyalty.

As ever, we hope you find this selection useful. Your Ipsos contact is on hand to discuss what it all means for your work and your organisation.



Simon Atkinson
**Chief Knowledge
Officer**

Poll Digest

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

USA:

A vast majority (89%) of sports parents feel the benefits of youth sports outweigh the drawbacks for their family.

Great Britain:

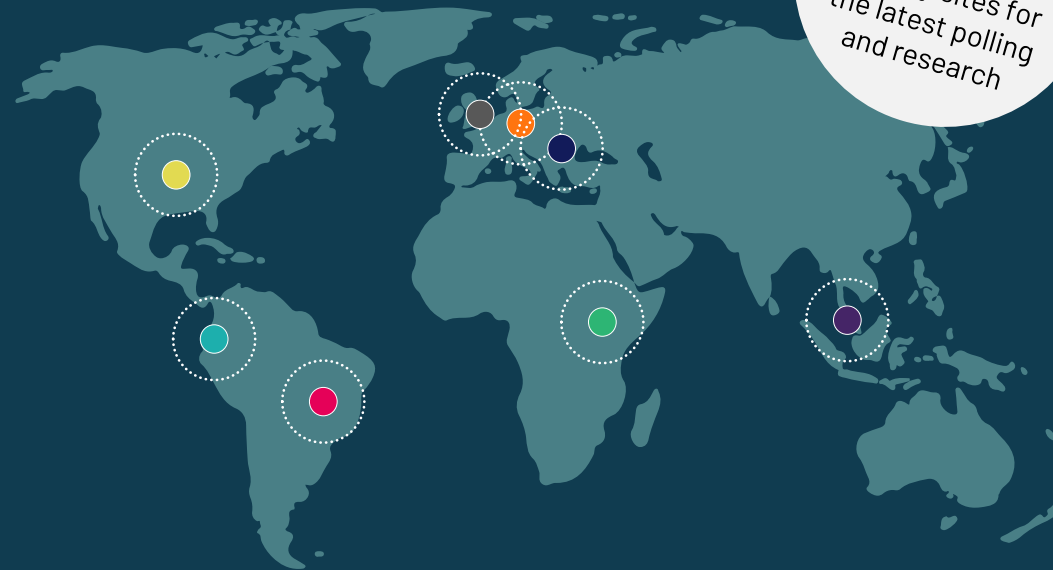
Nearly seven in 10 (68%) say they are not confident in the current Government's handling of crime and justice.

Brazil:

For the 17th consecutive year, the Fire Department occupies the top position in Brazil's Social Confidence Index.

Ecuador:

Corporate citizenship stands out as a key influencing factor in the Top 10 Most Influential Brands in Ecuador.



Germany:

The German government's latest reform plans are dividing Germany, with one in three (33%) saying that ultimately no one will benefit.

Uganda:

Radio remains the country's most powerful mass medium, with weekly reach standing at 88% in rural areas and 73% in urban areas.

Romania:

76% of Romanians expect brands to innovate, while 75% say they would choose an innovative brand over a familiar one at the same price.

Malaysia:

E-wallets now lead Malaysia's cashless economy, with usage reaching 81% this year.

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The exceptional heat of summer 2026 raises broader questions

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Life Aspirations

How do people see a successful life? And who gets to have one?

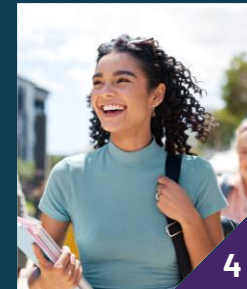
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Long Hot Summer

Summer 2026 has been notable for exceptional heat on both sides of the Atlantic and in many parts of Asia. Wildfires, heat domes and extended periods of drought have triggered a series of immediate emergencies, raising broader questions about how well-equipped we all are to cope with what are now today's realities.

The Ipsos [People and Climate Change](#) report finds three-quarters of the general public feeling vulnerable to climate change in their daily lives.

Meanwhile, our [Global Infrastructure Index](#) finds majorities in almost all countries saying they don't think infrastructure in their country has been adapted enough to cope with future changes in the climate. This sense of

uncertainty is evident right around the world: the four most worried countries are in four different continents: Thailand, South Africa, Italy and Peru.

Our research consistently shows that, while people are indeed concerned about the implications of climate change, it can fall down the list of priorities when set against other more immediate issues like cost of living and crime. The sense of urgency for individuals, businesses and governments to tackle these issues head on has been in retreat in recent times.

Could the experience of this summer shift the dial? A proper assessment will have to wait until some time has passed. For the moment, we are

spotting some movement, at least in some places. In France, 33% single out climate change as one of the [most important issues](#) facing the country, up 14 points in a month. A change which appears grounded in personal experience just as much as watching events unfold on their screens: 80% of the French public say they've experienced [heat-related discomfort](#), with sleep disruption topping the list of unwelcome experiences.

New analysis of French [social media posts](#) finds the volume of "heatwave" discussions now running at the highest level for three years. And there's been a sharp uptake in interest in air conditioning, which now generates seven times more conversations than

global warming. As our team notes, the focus of the discourse has moved from *causes* to *cop*ing, with people prioritising practical, immediate solutions to adapt to the heat and keep their families safe.

Across the Channel, it's a similar picture. Our latest [polling in the UK](#) finds 57% saying their day-to-day activities have been affected by the high temperatures and 86% expect more heatwaves in the future.

Explore our [Sustainability web pages](#) for more analysis and ideas to help organisations respond to today's challenges and develop sustainable approaches for the future.



Young adults broadly rank life's milestones in the same order as older generations do.

Life Aspirations

How do people see a successful life? And who gets to have one?

Despite frequent debate about changing lifestyles and priorities, traditional markers of stability remain at the heart of people's definition of success.

Having a stable, full-time job (65%) and owning a home (58%) are the two most important signs of a successful life globally, ranking well ahead of becoming a parent (31%) or getting married (25%).

At a time of housing pressures, economic uncertainty and rapid technological change, success is increasingly defined through economic security rather than family formation.

While men and women broadly agree on what matters in life, men are significantly more likely than women to say that getting married (+7 percentage points) and becoming a parent (+5pp) are important signs of a successful life.

Despite young people today getting married, buying a home, and having children later in life, young adults broadly rank life's milestones in the same order as older generations do.

Where the generations diverge is not in aspiration but expectation. Every generation is less confident than the one before that they will

meet major milestones by the end of their lifetime – with a sharp drop off when it comes to Gen Z.

The distinction between aspiration and expectation matters because it points to 'delayed adulthood' not being a result of changing values but a result of barriers to attainability.

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The Forces of CX

The human-centric framework that drives the experience advantage

The importance of customer experience (CX) as a driver of financial performance is widely acknowledged. In our new Ipsos Views POV, we explore how organisations can move beyond functional customer experience metrics to build stronger emotional connections that drive loyalty, advocacy and long-term growth.

Since its launch in 2020, the Forces of CX has become the golden thread across Ipsos measurement, design, analytics, and advisory work, helping organisations in B2C and B2B to create the Experience Advantage

and deliver a Return on CX Investment (ROCXI).

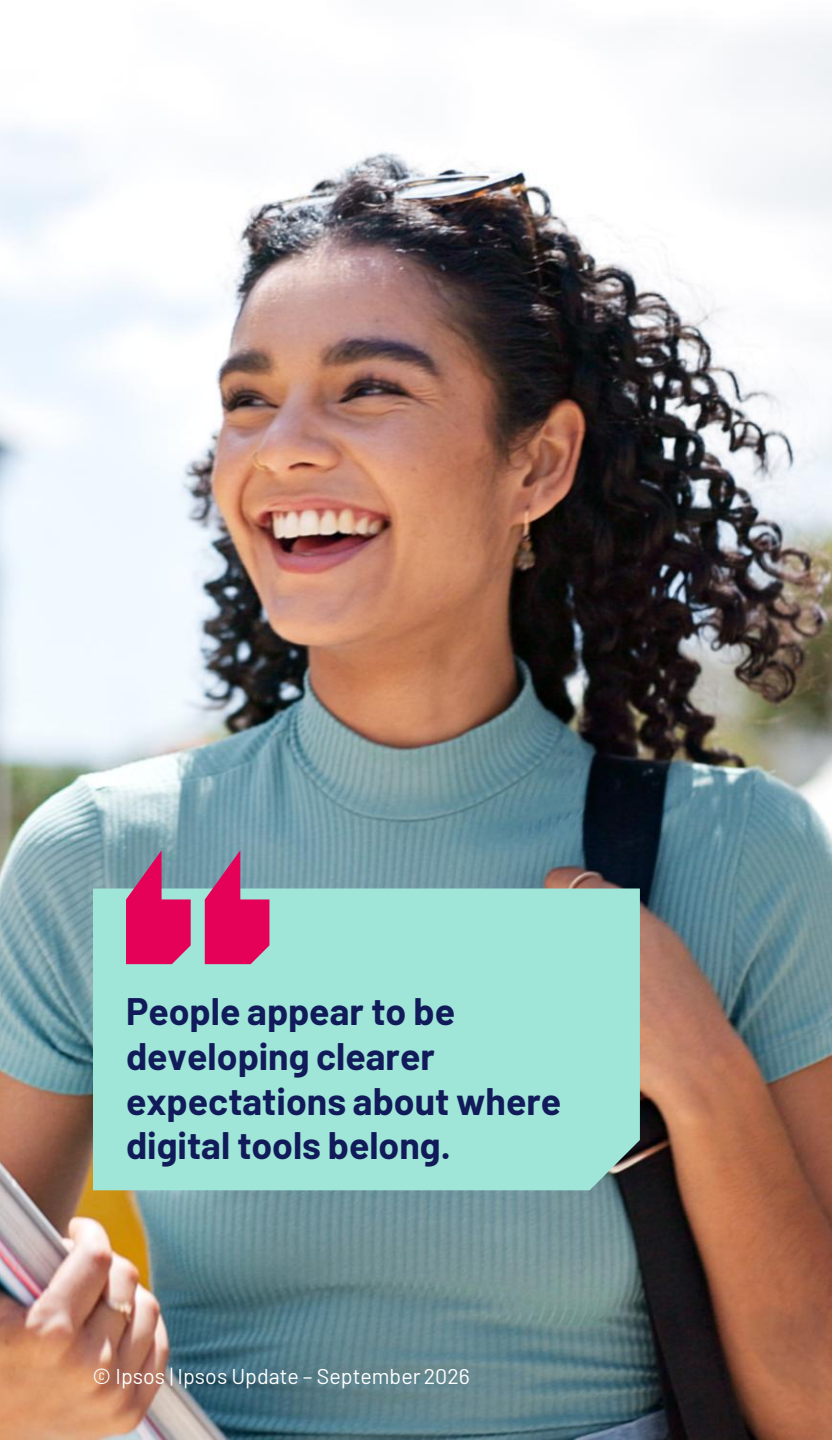
Building on the work presented in our original paper, this updated version distils years of practice and draws on fresh data and analysis.

At the heart of the framework are the six universal human needs known as the Forces of CX: Certainty, Fair Treatment, Control, Status, Belonging and Enjoyment. Emotionally attached customers are significantly more likely to remain loyal, recommend a brand to others and continue their relationship even after a negative experience.

The paper also offers practical guidance on how organisations can apply the framework across every stage of the customer journey. We show how customer priorities change depending on context, expectations and moments of truth, and how the Forces can be used to align strategy, research, service design, frontline delivery and ROI measurement around a common customer-centric language.

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At the heart of the framework are six universal human needs, known as the Forces of CX.



People appear to be developing clearer expectations about where digital tools belong.

Ipsos Education Monitor 2026

Young people and their prospects for the future

How do people think young people are faring today and what role should education play in preparing them for the future?

This year's Education Monitor finds people increasingly drawing a line between social media and AI.

Support for banning social media for children under 14 has increased in almost every country since 2024, with large majorities now backing restrictions. At the same time, we see more openness to the use of AI in schools, particularly in Asia.

Rather than rejecting technology outright, people appear to be

developing clearer expectations about where digital tools belong, drawing distinctions between technologies perceived as harmful and those seen as useful.

Despite debates about student debt, skills shortages and alternative career pathways, university continues to be viewed as the safest route to success. Across most countries, people believe a degree helps individuals progress further in their careers, and majorities would still advise young people to attend university before entering the workforce.

But it's not a consistent picture and attitudes vary by age,

education, as well as geography.

The survey also finds an optimism gap between emerging and more developed economies. In many emerging economies, there is strong confidence that today's young people will enjoy a bright future and better lives than previous generations. In contrast, attitudes in many mature Western economies are considerably more pessimistic.

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What The Future: Success

How are modern milestones and AI reshaping the path to success?

What brand doesn't want its customers to succeed? For generations, the American timeline of success followed a predictable script: graduate, get a job, buy a house and start a family. Historically, this ladder relied on education, home ownership, mobility and entrepreneurship. Each milestone shaped how people spent and saved.

Today, those benchmarks are happening on a different timeline, if at all, and many Americans are falling short of their most important goals. Just as we found in the [What The Future: American Dream](#) issue last year, a majority of

Americans (68%) still believe in the dream, but a growing majority (88%) think it's harder to reach than it used to be. Being born wealthy is seen as the most likely way to be successful, according to 71% of Americans. And for Gen Z, there's been a 22-point jump since last year in their belief that the US economy is rigged to advantage the rich and powerful.

Meanwhile, 43% of Americans say they want one full-time job that pays the bills, a data point that challenges the "hustle culture" driving work today. One in five (22%) says that the traditional path is outdated and is no longer a

guarantee of success. Just 14% say it's still the most reliable way to make it in America.

In *What The Future: Success*, we dive into these shifting attitudes and what they mean for business. We also cover how brand leaders across industries and public policy can adapt to these evolving benchmarks by understanding where consumers are today to help them succeed tomorrow.

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43% of Americans desire having one full-time job that can pay all their bills.





What happens when consumers redefine value faster than brands can adapt?

The Great Value Reset

Why brands need to rethink value to survive

Value is under pressure like never before. As consumers rethink their spending, they're also reassessing what matters most, scrutinising the brands they buy, the choices they make, and whether those choices truly reflect who they are.

For brands, standing still is not an option. As expectations shift, they must rethink how they define, build and defend value or risk becoming irrelevant. Doing so requires a clearer understanding of how their value is perceived, how much commitment it inspires, and where it is most vulnerable when challenged.

At Ipsos, we're exploring the idea

that two forces play a critical role in determining whether brands thrive or struggle in this new reality: Clarity and Commitment.

To help develop and test this thinking, we've created the Ipsos Value Barometer, a practical framework that brings these dimensions together. By assessing how clearly a brand's value is understood and the strength of commitment it earns, the Value Barometer offers a way to identify sources of resilience, opportunity and areas of potential risk in a world where value is constantly being reassessed.

Read the full report to explore the

forces reshaping value today, the questions every brand should be asking, and how the Ipsos Value Barometer is helping us understand what drives resilience in a world where value is constantly being tested.

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Consumer Trends and Alcohol Consumption

New global research from Ipsos and IWSR

As the industry celebrated International Beer Day on 7th August 2026, a new report from Ipsos and [IWSR](#), commissioned by [AB InBev](#), offers fresh insights into the evolving behaviours of legal-drinking-age consumers around the world.

The report finds that while consumers are becoming more intentional about when, where and how they drink, alcohol continues to play an important role in social and cultural occasions.

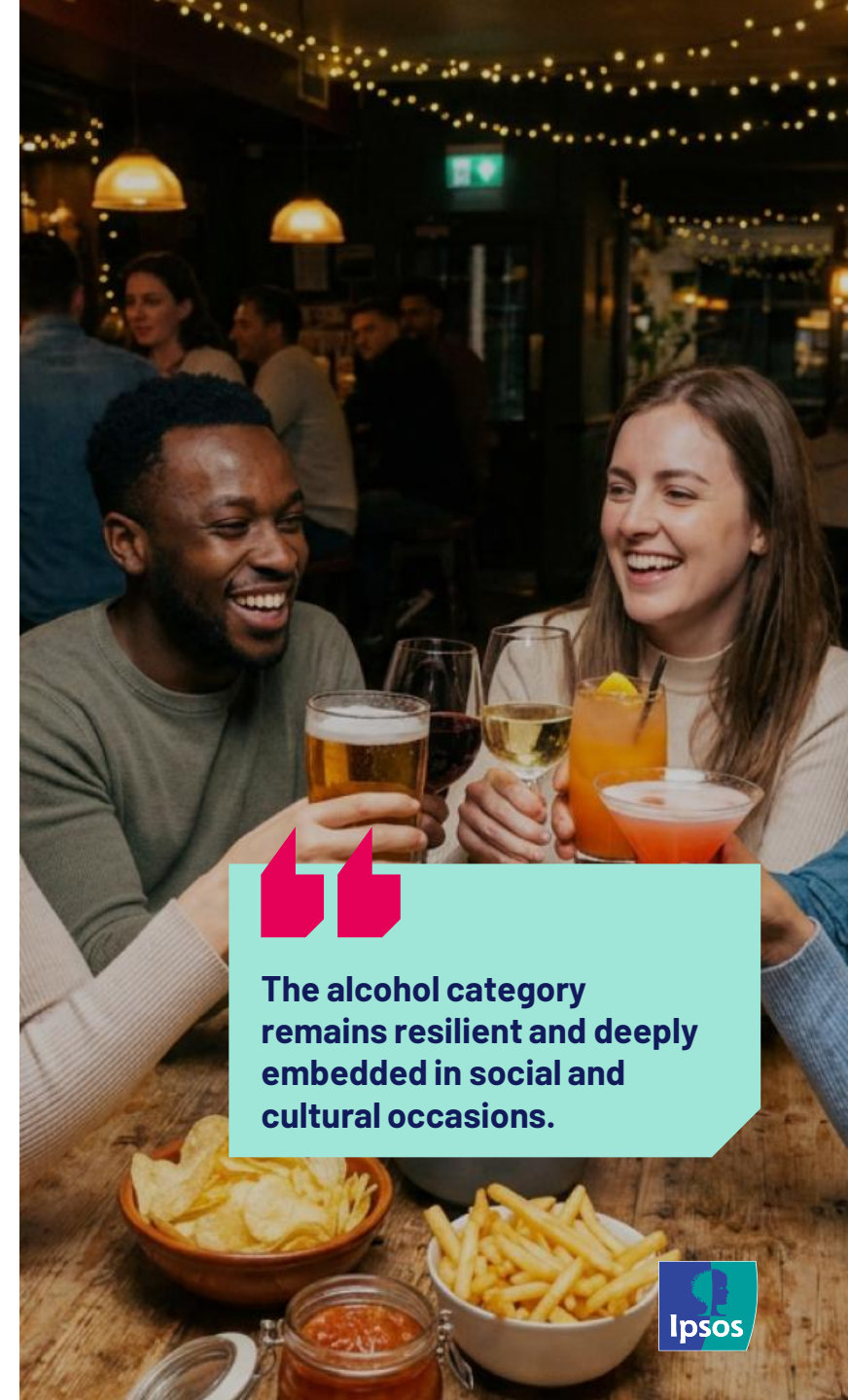
The research identifies key trends shaping the future of the category:

- **Moderation** - Consumers are seeking greater balance and control, driving growth in no- and low-alcohol options and more mindful drinking choices.
- **Experience Economy** - Social connection remains a primary motivation for drinking, with consumers prioritising memorable experiences and meaningful occasions.
- **Premium & Affordability** - Even amid economic pressures, consumers continue to invest in products and experiences that deliver genuine value.
- **Flavours & Convenience** - Innovation, particularly in ready-to-drink beverages, is driving growth and attracting consumers seeking variety and convenience.
- **Trust & Familiarity** - Established brands continue to hold an advantage as consumers look for credibility and reassurance in an increasingly complex marketplace.

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The alcohol category remains resilient and deeply embedded in social and cultural occasions.



This month Peru records its highest good economy and right direction since the spring of 2020.

What Worries the World

Tracking the biggest issues affecting people around the world

Crime and violence is the number one concern across 30 countries with 32% saying it is a concern.

Of the last 12 months there are only two when it was not at the top of our list of global worries.

Twenty-nine per cent say inflation, poverty and social inequality and unemployment are concerns.

This is the equal-lowest level of concern we have seen for inflation since the spring of 2022, when prices started to rise around the world. It was also 29% in February and March this year.

Concern for climate change is up 3pp this month. Seventeen per

cent across 30 countries think it is a concern and it now ranks ninth in our list of global worries.

Many countries in Europe and Asia have seen concern rise this month as much of the Northern Hemisphere has faced extreme weather this summer.

Japan is the most worried country about climate change this month with 32% saying it is a major issue, up 7pp month-on-month.

Hungary has seen the biggest monthly increase in worry (+16pp) to 28%. Great Britain, South Korea and Spain have all seen 8pp increases in concern in August.

Across 30 countries, 39% say their country is heading in the right direction, while 61% believe their country to be on the wrong track.

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Shortcuts



Understanding Indonesia's Pet Market

Indonesia's pet industry continues to grow, driven by changing lifestyles, stronger emotional bonds between owners and their pets, and increasing demand for quality pet products and services.

In this report, we explore the evolving pet category in Indonesia and highlight the emerging opportunities for brands looking to succeed in this fast-growing market.

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Ipsos GameTrack Study

This new report presents robust evidence that exposure to in-game advertising increases both brand affinity and advertising awareness.

A study of 37,000 video game players across 16 European countries found that gamers exposed to in-game advertising are consistently more likely to agree that advertiser brands are "for people like me".

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Healthcare challenges in Brazil

Brazil's rapidly ageing population, now exceeding 32 million people aged 60+, is driving demand for longevity medicine and preventive care. However, healthcare professionals face challenges including limited evidence, insufficient geriatric training, and reactive health systems.

This article outlines why Brazil must invest in workforce training, prevention, and patient engagement to support healthy ageing.

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Attitudes of UK Influentials

UK Influentials represent 3.5% of Global Influentials and 14% of Influentials across Europe.

The Ipsos Global Influentials H1 2026 report explores how this highly connected audience engages with travel, culture, sport, media and brands – from their appetite for authentic experiences to the passions and platforms that command their attention.

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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 with any comments, including ideas for future content.

Cover photo: **Mountainous region, Portugal.** Severe heatwaves have hit the world, find out [how people are coping](#).

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