November 2026

IPSOS UPDATE

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



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Ipsos Update November 2026

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

As the end of the year approaches, uncertainty remains the defining backdrop for citizens and leaders around the world. The findings of our latest *Cost of Living Monitor* are instructive. Two in three people don't expect inflation to return to normal levels until after next year, if ever. With war and conflict now seen as the primary driver of cost-of-living pressures, we see lingering financial nervousness extending even to those who, for the moment, say they are doing alright.

For a wider view of today's uncertainties, look no further than the latest *AXA Future Risks Report*. Its headline finding is that AI and big data risks have overtaken climate change as the biggest concern among risk experts, rising from fourth to first place in just a year. We can also turn to the senior communications officers who make up our *Ipsos Reputation Council* for a stark reminder of today's challenge: while 59% say AI is transforming their operations, only 12% feel current ethical policies in business are adequate for the task.

Navigating these pressures continues to weigh heavily on individuals. Our latest *Ipsos Health Service Monitor* confirms the post-pandemic pattern of mental health being the leading health concern globally, ahead of cancer. There is also a widespread sense that healthcare systems are struggling to keep pace. This year's report highlights the volume of information and advice people receive outside traditional healthcare settings. By more than two to one, people are learning about GLP-1s via social media rather than from a medical professional. And, as our *Rethinking Wellness* review shows, much of the health-related content circulating on social platforms is false, misleading or inaccurate.

Our new *Life Well Lived* study looks beyond the versions of ourselves we project online to explore people's everyday realities. It examines the "energy leaks" that drain time and attention, while highlighting the importance of strong relationships with friends, family and communities. The findings raise important questions for brands and service providers about how they can support people, whether it's by reducing everyday friction, protecting moments of personal peace, or strengthening human connections that bring genuine contentment.

As ever, we hope the material here will support you in your work. Your Ipsos contact is on hand to discuss your ideas, thoughts and questions.



Simon Atkinson
Chief Knowledge Officer

Poll Digest

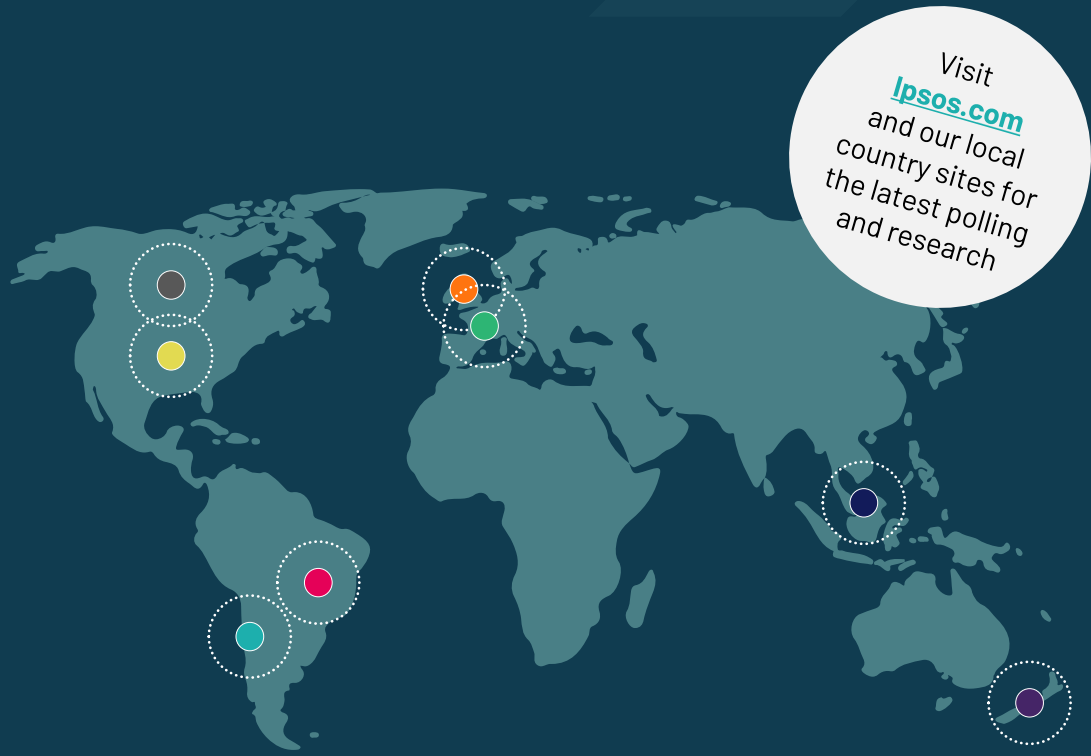
Some of this month's findings from Ipsos polling around the world

USA:
One in five (19%) say the US financial system is secure, while 63% believe it needs an upgrade.

Canada:
39% report that they or an immediate family member have accessed services or support provided by a charity or non-profit in the past year.

Brazil:
Seven in ten (71%) support a reduction of the age of criminal responsibility.

Chile:
46% believe that local authorities, such as mayors and councillors, prioritise personal interests over those of the community.



Great Britain:
60% consider the Bayeux Tapestry important to Britain's cultural heritage, placing it behind the Magna Carta (74%).

France:
28% would have liked to get a ticket to one of Céline Dion's return concerts.

Malaysia:
Over four-fifths (83%) support a social media ban for children under the age of 14.

New Zealand:
63% identify inflation/cost-of-living as the country's most important issue.

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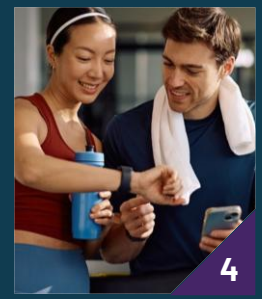
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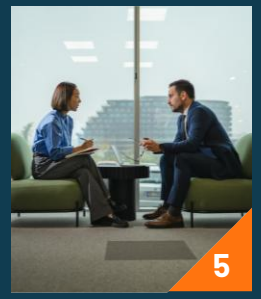
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Ipsos Health Service Report 2026

Mental health seen as the most pressing health issue

Mental health has become the defining health issue of the post-pandemic era. Across 32 countries, nearly half (48%) now see it as one of the biggest health problems facing their country, ahead of cancer (40%), stress (32%) and obesity (25%). Concern has risen sharply since 2018, increasing from 27% to today's 48%, and continues to grow in many markets.

While almost eight in ten (78%) say mental and physical health are equally important, there remains a gap between attitudes and behaviour, with people still more likely to think about their physical wellbeing than their mental wellbeing. Younger adults, women and lower-income groups are particularly likely to be struggling with their mental health, highlighting the uneven burdens places on today's societies.

At the same time, confidence in healthcare systems remains under strain. Almost two-thirds (64%) believe their country's healthcare system is overstretched, while access to treatment and long waiting times (47%) and staff shortages (43%) are seen as the biggest challenges facing healthcare services. Perceptions vary significantly across countries, but concerns are particularly acute across Europe, where many health systems continue to grapple with capacity pressures and rising expectations.

The report also explores how emerging innovations are reshaping healthcare. Awareness of GLP-1 medicines such as Ozempic and Wegovy has reached 50% globally, with knowledge increasing in every country tracked year-on-year.

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Ipsos Reputation Council Report 2026

Life after predictability

The Ipsos Reputation Council Report 2026 paints a picture of a business environment where volatility is no longer a temporary disruption but a permanent reality.

Drawing on 200 interviews with senior communications and corporate affairs leaders worldwide, the report argues that organisations must adapt to an era defined by geopolitical uncertainty, stakeholder fragmentation, political polarisation and the growing influence of AI.

The report identifies five key shifts reshaping reputation management: persistent uncertainty, increasingly divergent stakeholder expectations, the rise of "strategic silence" on divisive issues, reputation's growing role in business decision-making, and AI's emergence as an intermediary between organisations and their audiences.

A central theme is the arrival of the "Judgement Economy". As AI makes content creation faster and cheaper, communicators create value less through producing messages and more through helping organisations interpret complexity, assess trade-offs and make sound decisions. Human judgement, contextual understanding and ethical reasoning are viewed as critical competitive advantages.

The report also explores how sustainability communications are evolving, with ESG increasingly framed around resilience, risk management and long-term business performance. Ultimately, it argues that the communications function is evolving from storyteller to strategic adviser, with a growing responsibility for stakeholder intelligence, horizon scanning and organisational decision-making. In a world of uncertainty and AI-generated abundance, trust remains the ultimate currency and reputation a vital source of resilience.

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AXA Future Risks Report 2026

The intergenerational moment

The world is increasingly defined by a sense of "polycrisis", where risks are interconnected, persistent, and mutually reinforcing. The latest AXA Future Risks Report, based on surveys of more than 28,000 people worldwide, finds that concern about emerging threats is shifting in important ways.

For the first time in the report's history, experts rank artificial intelligence and big data as the world's leading risk, ahead of climate change, reflecting growing unease about the pace of technological development, ethical challenges, and the ability of institutions to keep up. Climate change, however, remains the number one concern among the general public across all age groups.

Today's major risks are increasingly interconnected. AI, cyber threats, geopolitical instability, energy insecurity and climate change are no longer viewed as separate challenges but as a web of pressures capable of amplifying one another. Concerns about social fragmentation are also rising, with many people feeling their societies are becoming more divided by inequality, misinformation and political polarisation.

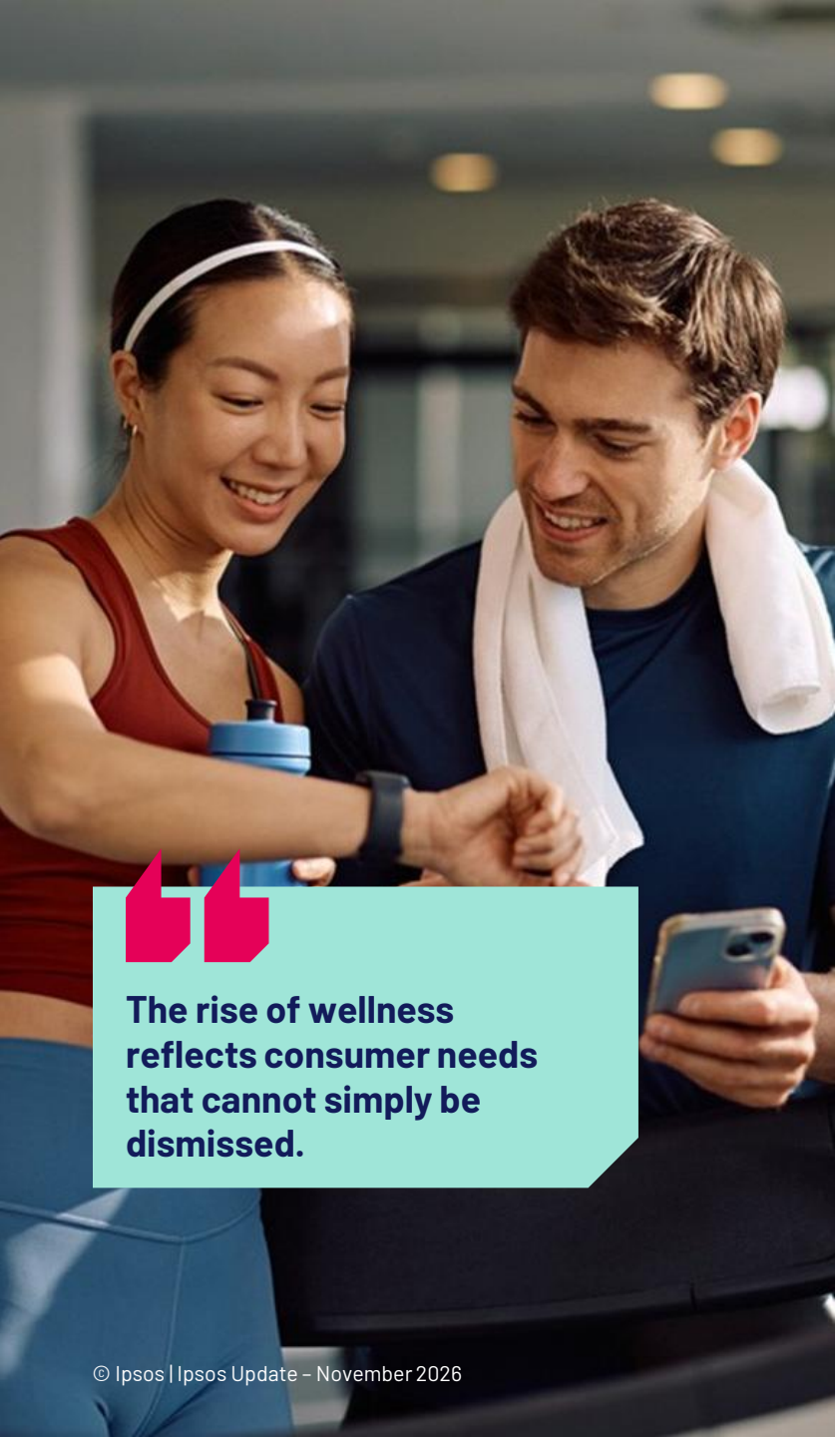
Despite widespread anxiety, the findings are not entirely pessimistic. Eight in ten believe many of the risks they fear can be mitigated through prevention, while individuals, businesses and institutions are seen as having a shared responsibility to prepare for the future.

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> **The rise of wellness reflects consumer needs that cannot simply be dismissed.**

Rethinking Wellness

From product category to cultural belief system

Wellness is no longer simply a category of health products and services. In this Ipsos Voices article, we show how it has evolved into a broader cultural belief system, shaping how people think about health, expertise, trust and personal responsibility. Drawing on social media analysis, ethnography and expert interviews, the article explores how growing scepticism towards institutions and pressures on healthcare systems are driving consumers to seek information, reassurance and guidance from alternative sources.

The research highlights how wellness is becoming intertwined with ideas of personal optimisation and self-management. While this can empower people to take greater control over their health, it can also place responsibility for wellbeing on individuals and expose them to misinformation, questionable advice and unrealistic expectations. Social media plays a significant role in this shift, acting as both a source of support and a channel for the rapid spread of health claims that may lack scientific evidence.

Our experts also examine the importance of concepts such as naturalness, purity and self-care within contemporary wellness culture, and how these beliefs influence purchasing decisions across categories including food, beauty, technology and healthcare. As a result, wellness now acts as a form of "soft power", shaping what consumers view as credible, desirable and aspirational.

For brands and policymakers, the findings highlight the need to understand wellness as a cultural worldview rather than simply a product category, and to support consumers with greater clarity, transparency and trust.

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The Workplace Reality

People aren't giving up on work, they're becoming more selective

Economic pressures, geopolitical instability, changing technologies and shifting expectations are influencing how people think about their futures, both professionally and personally.

Yet one of the clearest messages from a new 32-country study is that employees have not disengaged from work. Rather, they have become more deliberate in what they expect from it.

Employees continue to look for opportunities to grow, to contribute and to build fulfilling careers – but many are also choosing stability over disruption, and continuity over risk.

Low levels of intent to look for a new job over the next year is evidence of this mindset. While retention levels remain resilient, this is often coupled with low confidence in the future of the organisation and low levels of advocacy, indicating that people are staying for safety and stability, rather than commitment alone.

Career support emerges as the single factor most consistently linked to positive workplace indicators. Those who feel supported are far more likely to recommend their employer and less likely to look for a job with a different employer than those who do not feel supported.

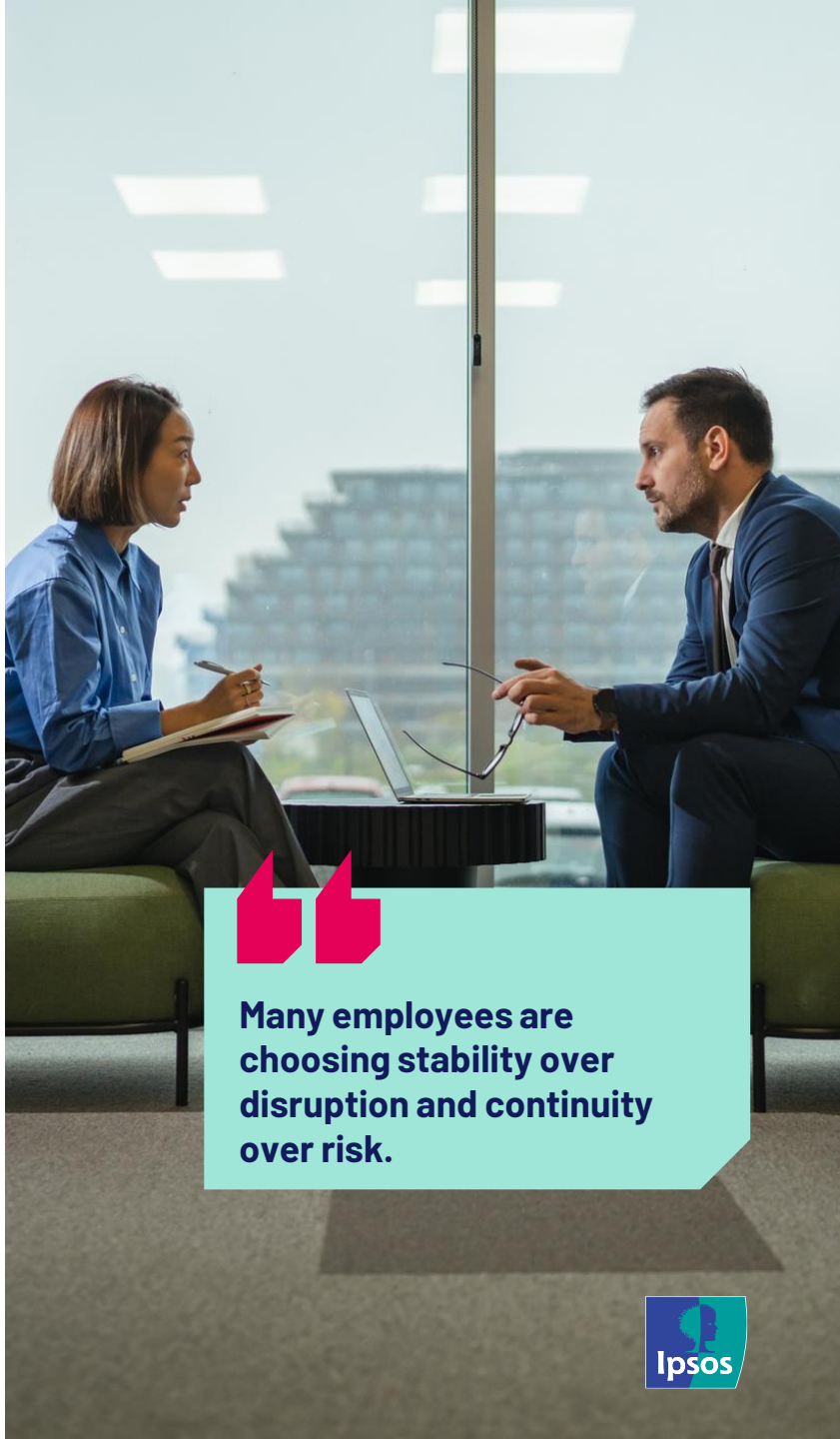
Yet 48% say they feel supported in their current career goals, indicating an opportunity for organisations looking to drive employee engagement.

The report also explores the future of leadership and people management, changing career aspirations and the rise of non-linear careers, and the gap between employer aspirations and employee reality.

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> **As economic uncertainty and mental health concerns grow, people are redefining what it means to live well.**

The Life Well Lived is Camera-Shy

Moving beyond performative wellbeing to support real human connection

For years, wellbeing has been framed as a personal pursuit: optimise yourself, track your progress, and invest in becoming a better version of who you are. But as economic uncertainty, social pressures and mental health concerns grow, consumers are increasingly redefining what it means to live well.

New qualitative research across the US, France and China goes beyond the superficial, 'Instagrammable' narratives of self-care to reveal the deep-seated emotional needs driving the pursuit of a Life Well Lived.

Across markets, people describe a Life Well Lived not in terms of achievement or status, but through something quieter, more personal and more meaningful: emotional security, peace of mind, belonging and strong relationships.

Rather than striving to become better versions of themselves, the personal stories reveal that many are seeking ways to reduce stress, restore balance and protect what matters most.

This shift presents a challenge for industries engaged in selling aspirational lifestyles, as consumers trade external status signalling for internal social stability.

Is your brand a threat or an ally to the Life Well Lived? Find out where different genders and ages experience tensions, frustrations and barriers – and how brand leaders can best respond to these with their products, UX and services.

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Ipsos Cost of Living Monitor 2026

Cost of living: fading crisis, enduring pressures

The cost-of-living crisis may no longer dominate headlines as it did in 2022, but for many consumers around the world, financial insecurity remains a defining reality.

The latest edition finds that more people globally describe themselves as financially comfortable or doing alright (38%) than struggling (27%). However, this headline masks stark inequalities. While middle- and higher-income households are generally coping, lower-income households remain under significant pressure, with more saying they are struggling than comfortable.

A renewed energy shock has reinforced concerns about inflation. Three-quarters (76%) across 33 countries now see wars and conflicts and their consequences as a major driver of rising living costs, placing them ahead of the global economy and national government policies.

Looking ahead, seven in ten (70%) expect energy and utility bills to increase over the next six months, while 68% believe inflation will rise over the coming year. For many, a return to "normal" inflation feels increasingly distant: 65% think inflation will not return to normal until after next year, or perhaps never.

The survey also reveals growing pessimism about future living standards. Europeans and North Americans are more likely to expect their standard of living to decline than improve, and we record particularly negative sentiment in France, Germany and Great Britain.

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Brands must prepare for increases in solo living and smaller households.

Modern Milestones, Local Realities

Shifting timelines in India and Kenya

Across the world, the timeline of adulthood is being rewritten. New perspectives from India and Kenya suggest that while aspirations such as career success, homeownership, marriage and parenthood remain important, the age at which people reach these milestones, and the order in which they do so, is changing.

In India's urban cities, a decade or two ago, turning thirty often meant being married, having children, and settling into a stable family life. Today, many thirty-somethings are still exploring careers, relationships, and personal ambitions. At the same time, longer life expectancy is expanding later-life stages, creating new opportunities and needs among older consumers.

The Kenyan experience reveals a similar shift, but with distinct local dynamics. Kenyans of the same age can inhabit fundamentally different worlds: one may be raising children in Kisumu, another building a corporate career in Nairobi, while a third manages a growing business in Nakuru while supporting parents and siblings.

Age and generation alone tells us much less about people's needs and purchasing behaviour than the life stage they are in.

As life stages shift, so too do spending patterns, expectations and the ways people engage with brands. Brands must prepare for increases in solo living and smaller households; extended phases of self-spending; delayed entry into family basket categories; increased spending power among older consumers; and a higher need for convenience and reduced friction among those caring for children or ageing parents.

READ MORE - KENYA

READ MORE - INDIA

READ MORE - GENERATIONS

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Shortcuts



Brazil Auto: Hurry up!

Brazil's automotive market is undergoing one of the most dramatic transformations in its history. Strong market growth, supportive government measures, the rise of electrification, and an influx of Chinese manufacturers are rapidly changing the competitive landscape.

Our experts examine the forces reshaping Brazil's automotive market and what they mean for manufacturers.

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The Human Advantage Conference

This conference, supported by Ipsos, brought together internationally renowned researchers, leaders, experts and practitioners to explore how behavioural science, AI and human intelligence can help address major business and societal challenges.

Over the course of two days, speakers shared academic research, forward-looking perspectives and practical insights on the latest trends.

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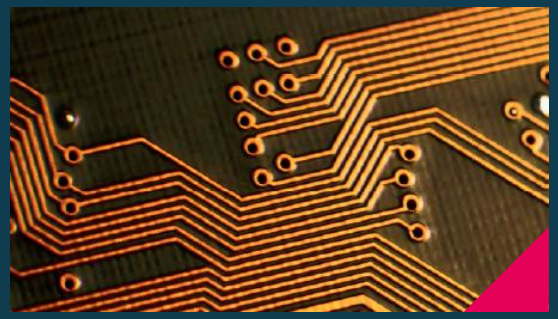


Christmas Gifting Searches 2026

Every Christmas, retailers organise campaigns around products, promotions and price points. But shoppers often begin somewhere more personal: who am I buying for, and what can I give them without getting it wrong?

That is the story emerging from an Ipsos Synthesio analysis of 8.6 million monthly searches in the UK and US related to “Christmas gifts for…”.

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The Global Entrepreneurial Wealth Report 2026

This report reveals a new phase of entrepreneurial confidence, with business owners around the world increasingly using AI as a catalyst for growth, productivity and long-term wealth creation. While optimism remains strong, decision-making is becoming more focused, with entrepreneurs making larger investments in technology and talent.

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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: **Llanquihue Lake, Chile.** Chileans are the most likely to say mental health is the biggest health challenge.

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