# GLOBAL TRENDS

FRAGMENTATION

COHESION

& UNCERTAINTY

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CHIEF KNOWLEDGE OFFICER, IPSOS

@SIMONMATKINSON

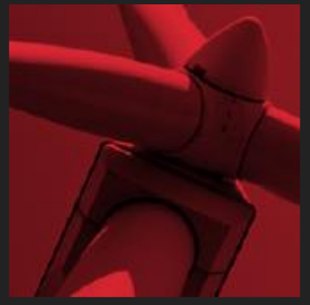
GAME CHANGERS

Ipsos

# MEGA TRENDS

TECHNOLOGICAL CHANGE

UNEVEN ECONOMIC GROWTH

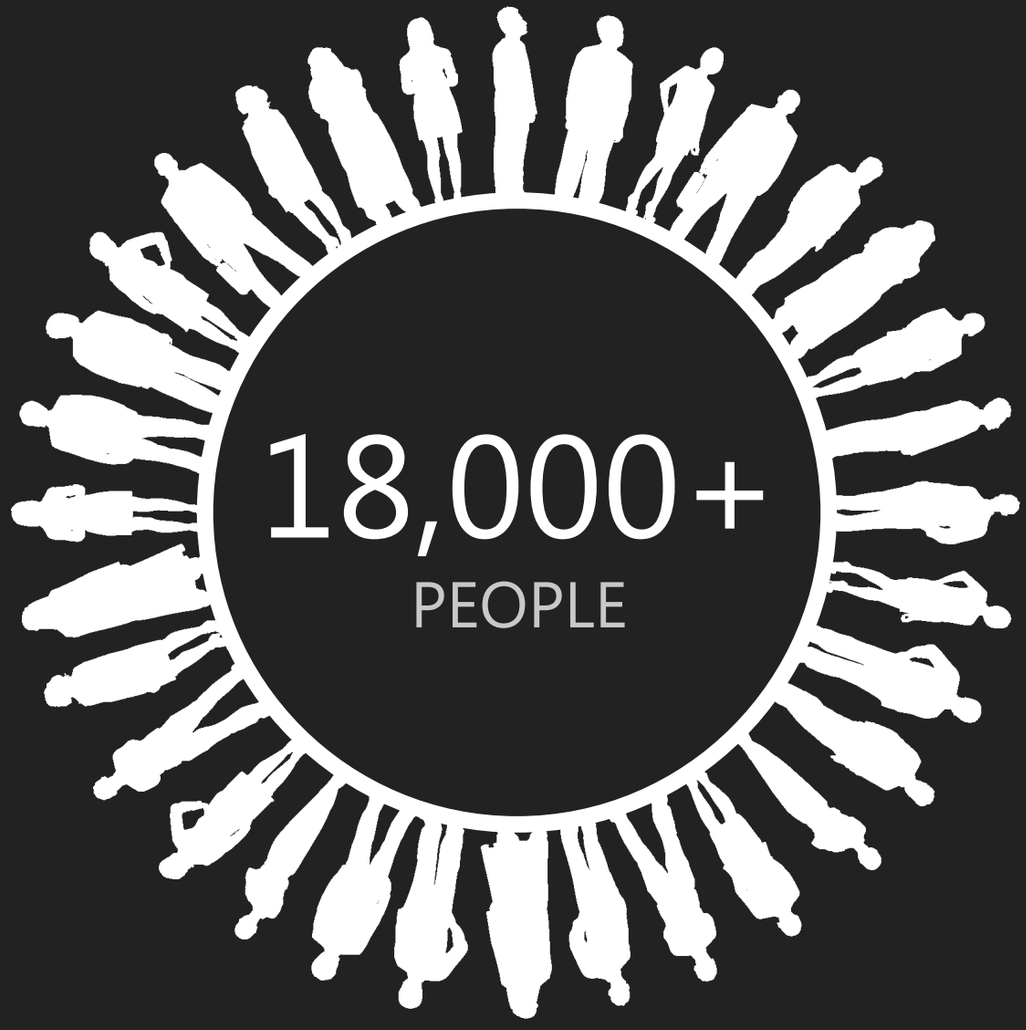


CLIMATE CHANGE AND SUSTAINABILITY

POPULATION CHANGE

POLITICAL CHANGE AND MULTI POLARITY

GLOBALISATION AND MIGRATION




GAME CHANGERS

IN
23
COUNTRIES
GAME CHANGERS
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# OUR EIGHT TRENDS FOR 2017

CRISIS OF
THE ELITES

UNCERTAINTY IS
THE NEW NORMAL

BATTLE FOR
ATTENTION

SIMPLICITY
AND CONTROL

RISE AND RISE
OF TRADITION

GENERATION
STRAINS

HEALTHIER
WORLD

OPTIMISM
DIVIDE

# #1 THE CRISIS OF THE ELITES

# CRISIS OF THE ELITES?

| | |
|---|---|
| My government does not prioritise the interests of people like me | 71% |
| Economy rigged for advantage of the rich and powerful | 76% |
| Feel like a stranger in my country | 46% |
| Don’t identify with what my country has become | 59% |
| Experts don’t understand my life | 69% |
| Wish we had a strong leader not current elected government | 58% |

# CRISIS OF THE ELITES?

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# CRISIS OF THE ELITES?

| | |
|---|---|
| My government does not prioritise the interests of people like me | 69% |
| Economy rigged for advantage of the rich and powerful | 78% |
| Feel like a stranger in my country | 61% |
| Don’t identify with what my country has become | 62% |
| Experts don’t understand my life | 62% |
| Wish we had a strong leader not current elected government | 44% |

# CRISIS OF THE ELITES? – TRUST IN …

| | |
|---|---|
| International institutions | 38% |
| Banks | 36% |
| Justice system | 36% |
| Big companies | 32% |
| The government | 24% |
| Political parties | 16% |
| The media | 7% |

#2 UNCERTAINTY IS
THE NEW NORMAL
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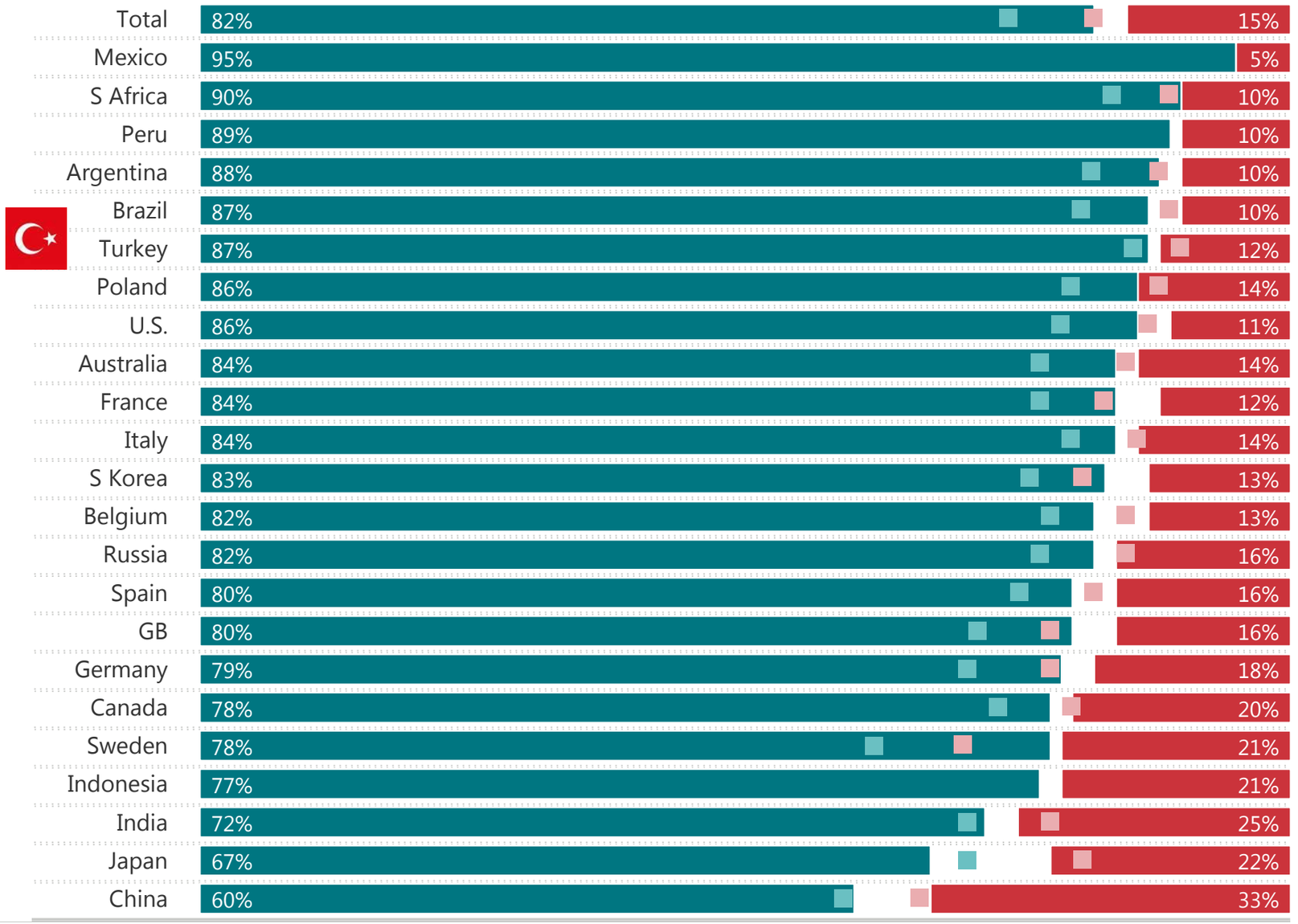
WHO PREDICTED
THIS A YEAR AGO?
Ingram Pinn

# DANGER EVERYWHERE

We live in an increasingly dangerous world

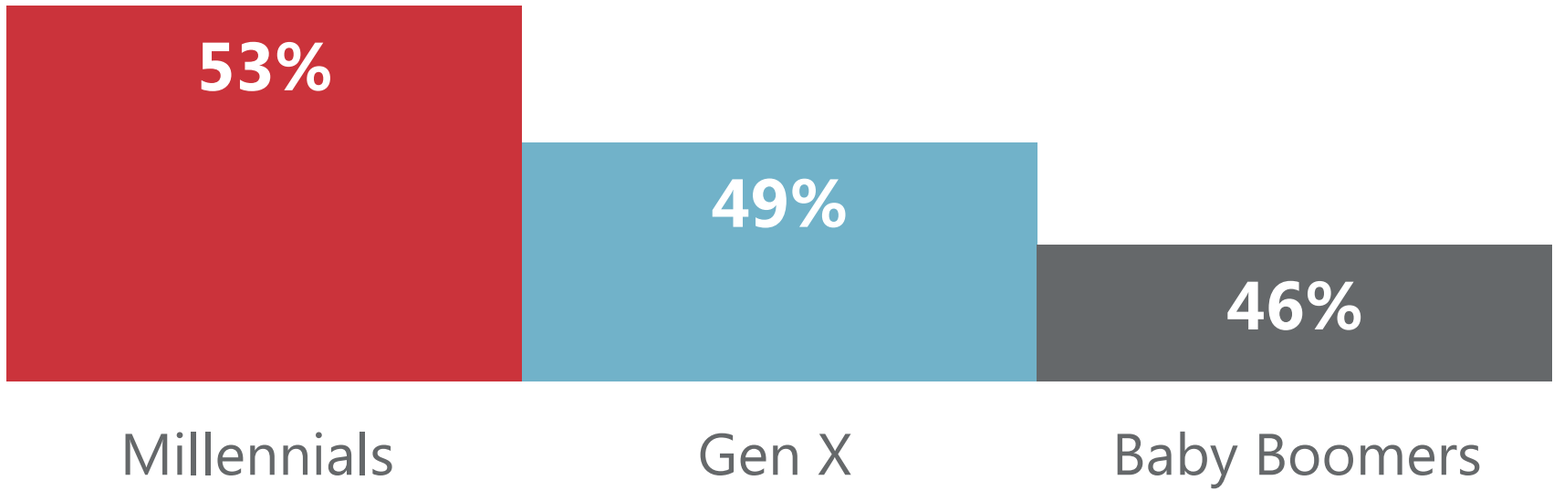



**KEY:**

- Agree 2016
- Disagree 2016
- Agree 2014
- Disagree 2014

*Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016*

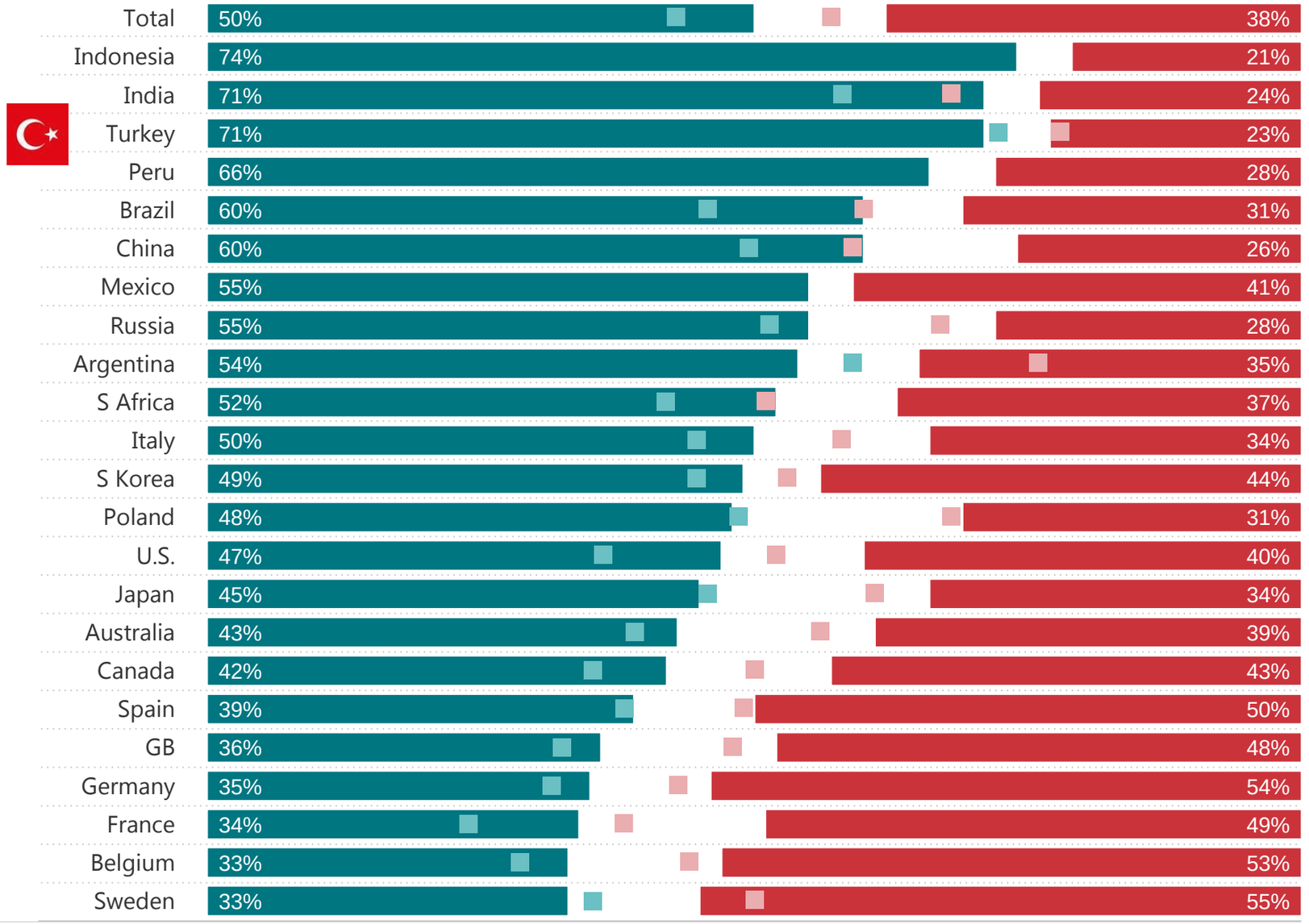
# MORE WORRIES…




***"I fear that technical progress is destroying our lives"*** % AGREE

# NOT ALL DOOM AND GLOOM

Eventually all medical conditions and diseases will be curable




**KEY:**

- Agree 2016
- Disagree 2016
- Agree 2014
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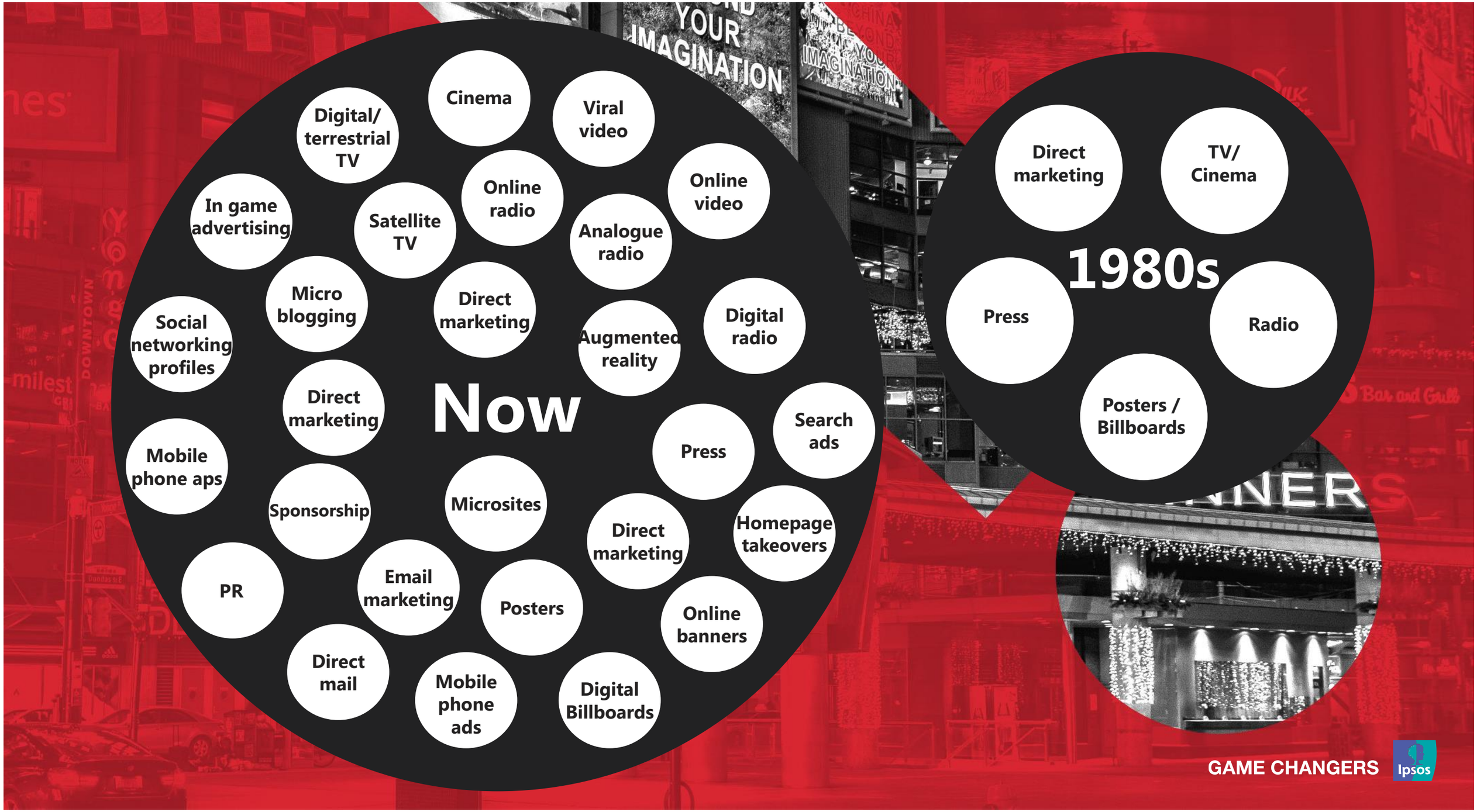
*Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016*

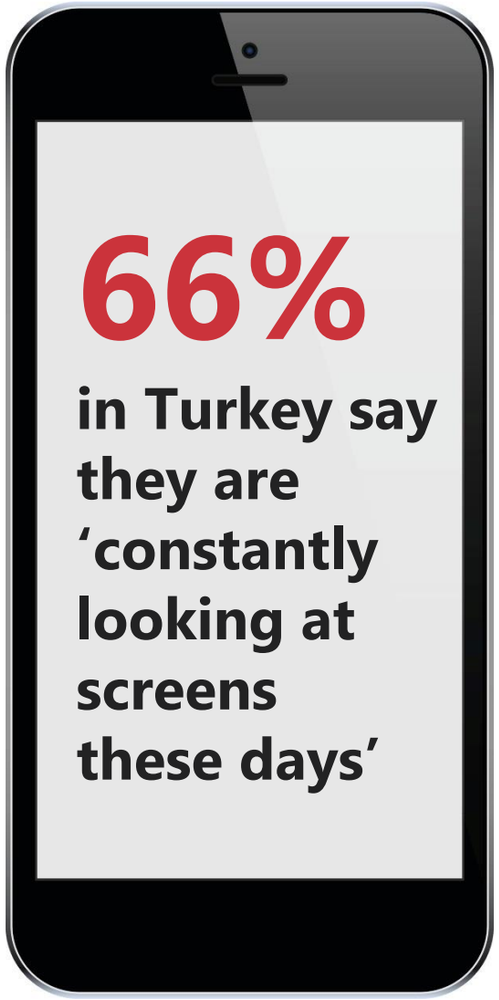
# #3 THE BATTLE FOR ATTENTION

GAME CHANGERS


Now
Cinema
Viral video
Digital/ terrestrial TV
Online radio
Online video
In game advertising
Satellite TV
Analogue radio
Micro blogging
Direct marketing
Social networking profiles
Augmented reality
Digital radio
Direct marketing
Mobile phone aps
Press
Search ads
Sponsorship
Microsites
Direct marketing
Homepage takeovers
PR
Email marketing
Posters
Online banners
Direct mail
Mobile phone ads
Digital Billboards
1980s
Direct marketing
TV/ Cinema
Press
Radio
Posters / Billboards

# BATTLE FOR ATTENTION

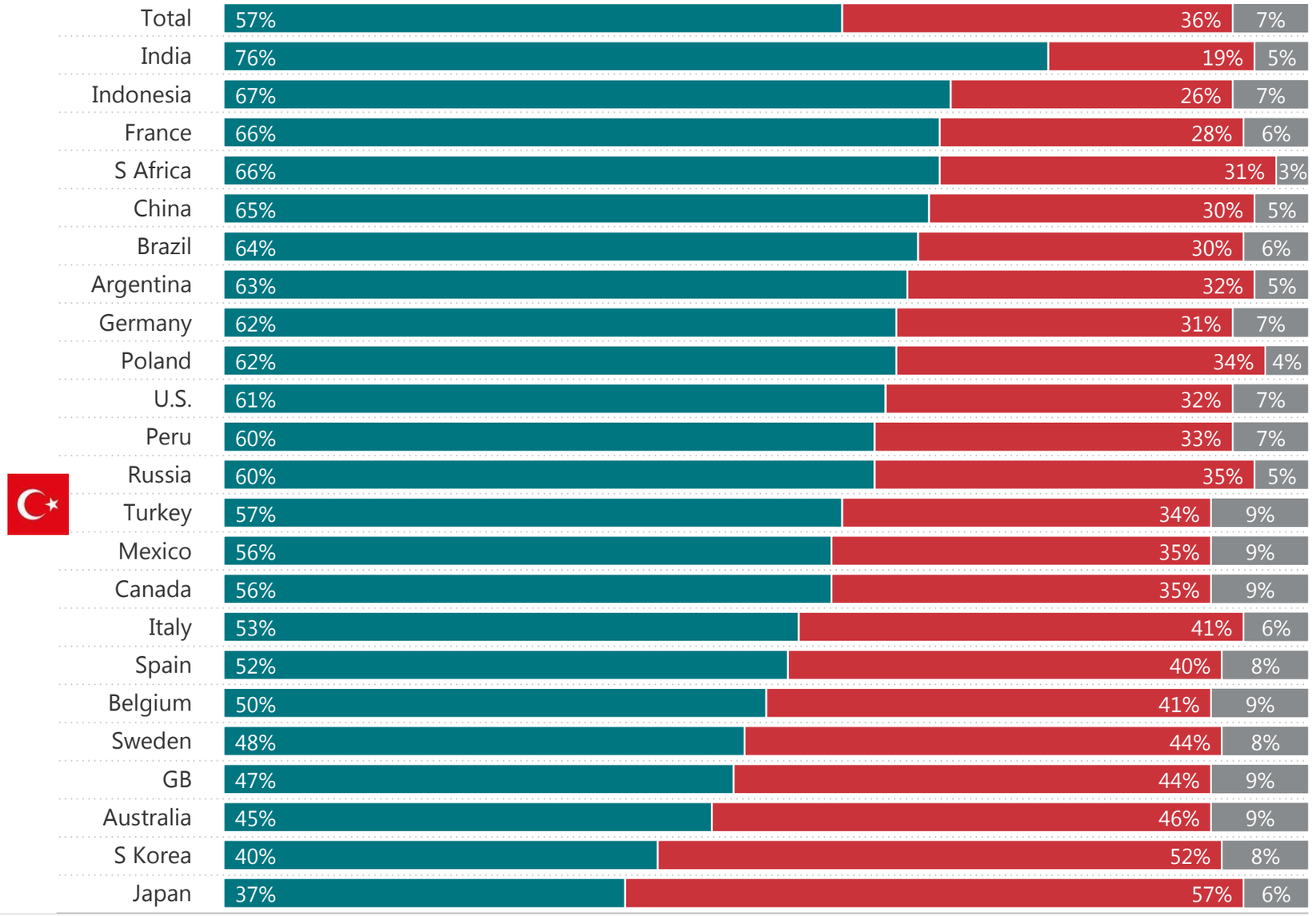
**“The level of interrupt, the sort of overwhelming rapidity of information… is in fact affecting cognition”** Eric Schmidt



# 75%

**Say the ads they are served are often irrelevant**

# % USING AD BLOCKERS




*Base: 10,412 adults across 23 countries online, 12th Sep – 11th Oct 2016*

YES NO DON'T KNOW

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# #4 THE SEARCH FOR SIMPLICITY AND CONTROL

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# 66%

**Say they wish their life was more *simple***

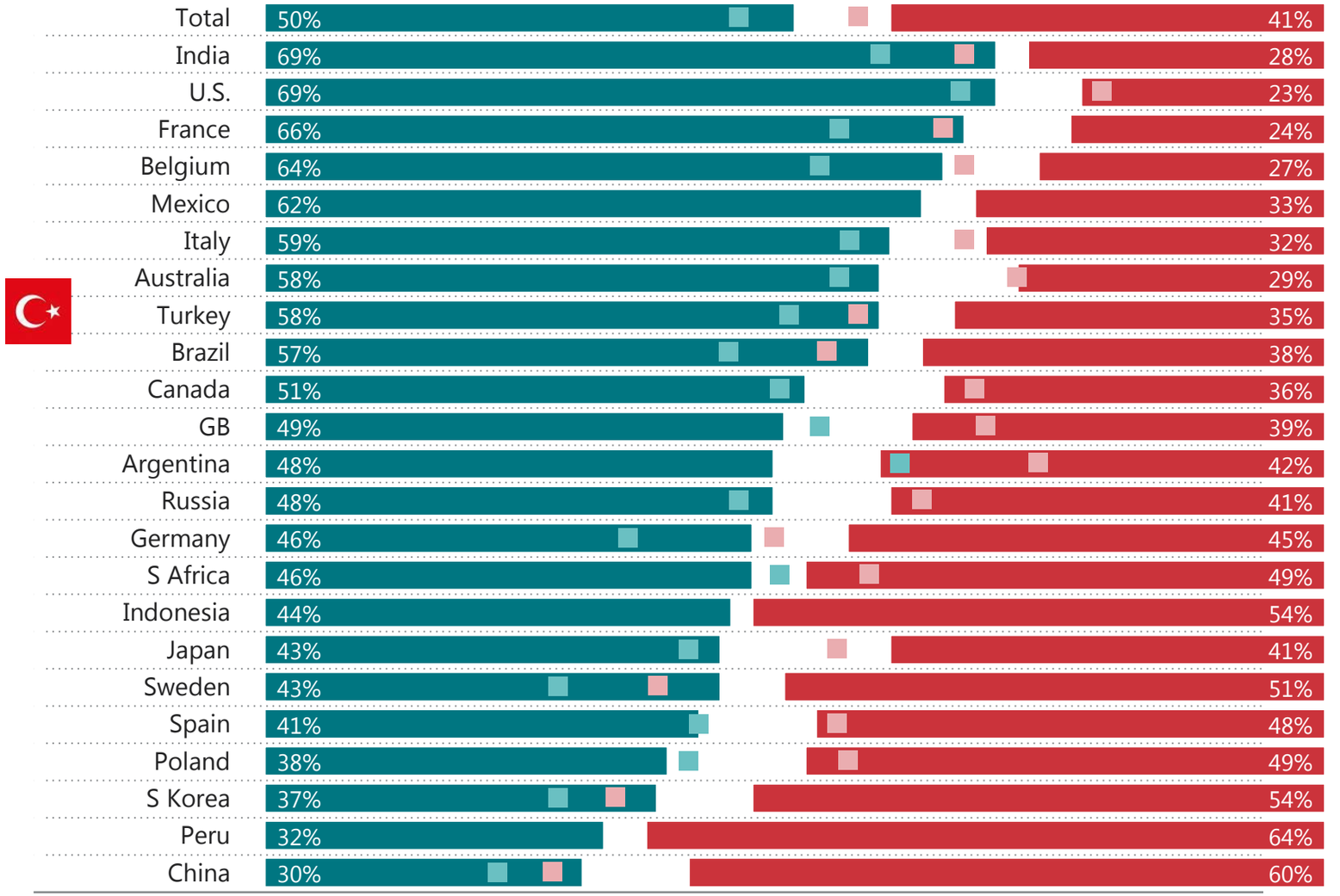
“… choice, complexity and let’s call it limited attention span … can lead to behavioural market failures”
CASS SUNSTEIN
GAME CHANGERS
Ipsos

# THE RISE AND RISE OF TRADITION

GAME CHANGERS

# THE PAST IS ALWAYS ATTRACTIVE

I would like my country to be **the way it used to be**




**KEY:**

- Agree 2016
- Disagree 2016
- Agree 2014
- Disagree 2014

*Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016*

# 80%

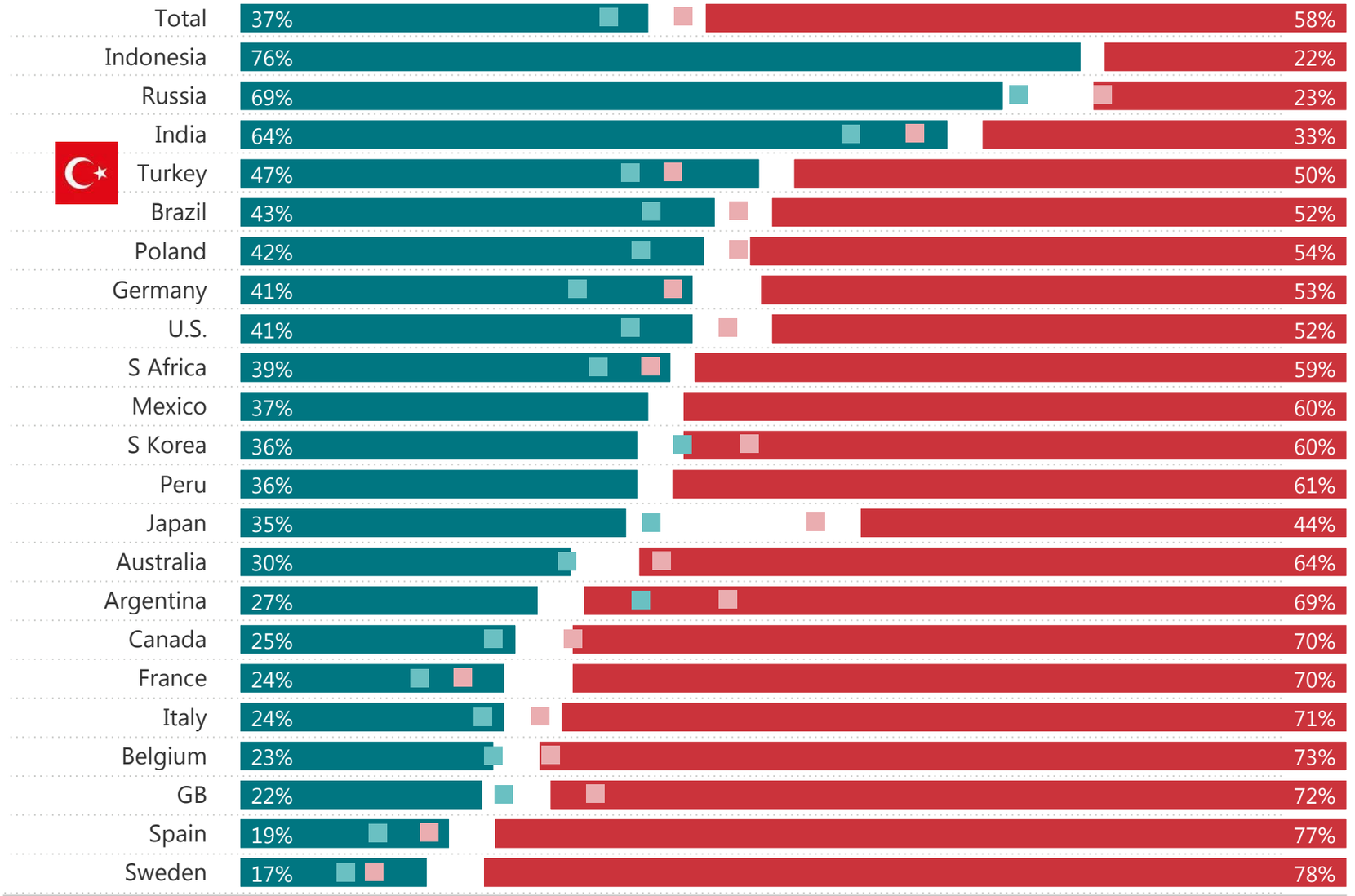
**agree that "traditions are an important part of society"**

# 80%

**agree that "It is up to everybody to work out their own set of principles to guide their decisions"**

# MOST DON'T WANT TRADITIONAL ROLES FOR WOMEN

The role of women in society is to be **good mothers and wives**



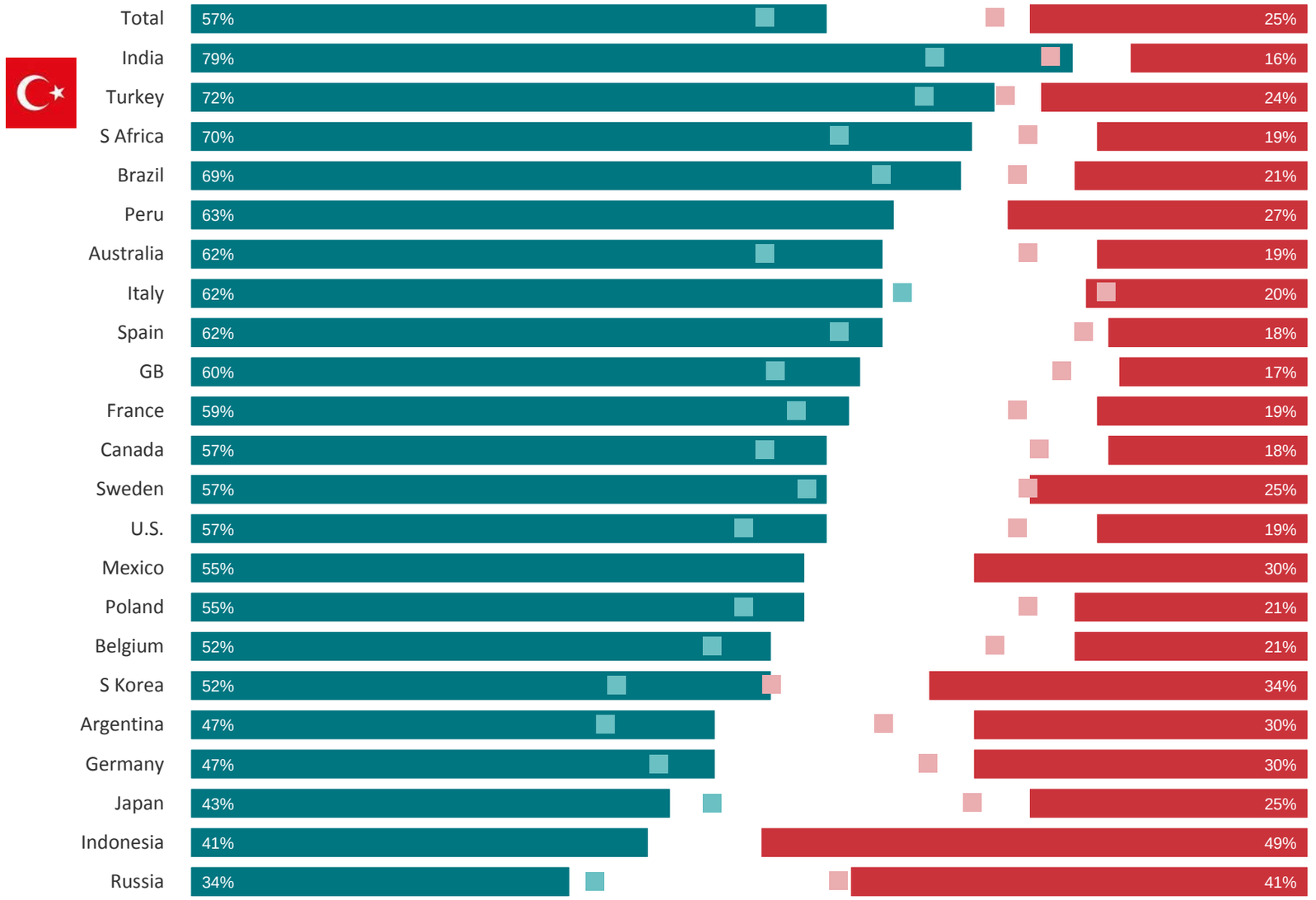

**KEY:**

- Agree 2016
- Disagree 2016
- Agree 2014
- Disagree 2014

*Base: 17,180 adults across 22 countries, online, 12th Sep – 11th Oct 2016*

# THINGS WOULD WORK BETTER IF…

Things would work better if **more women held positions with responsibilities** in government and companies




**KEY:**

- Agree 2016
- Disagree 2016
- Agree 2014
- Disagree 2014

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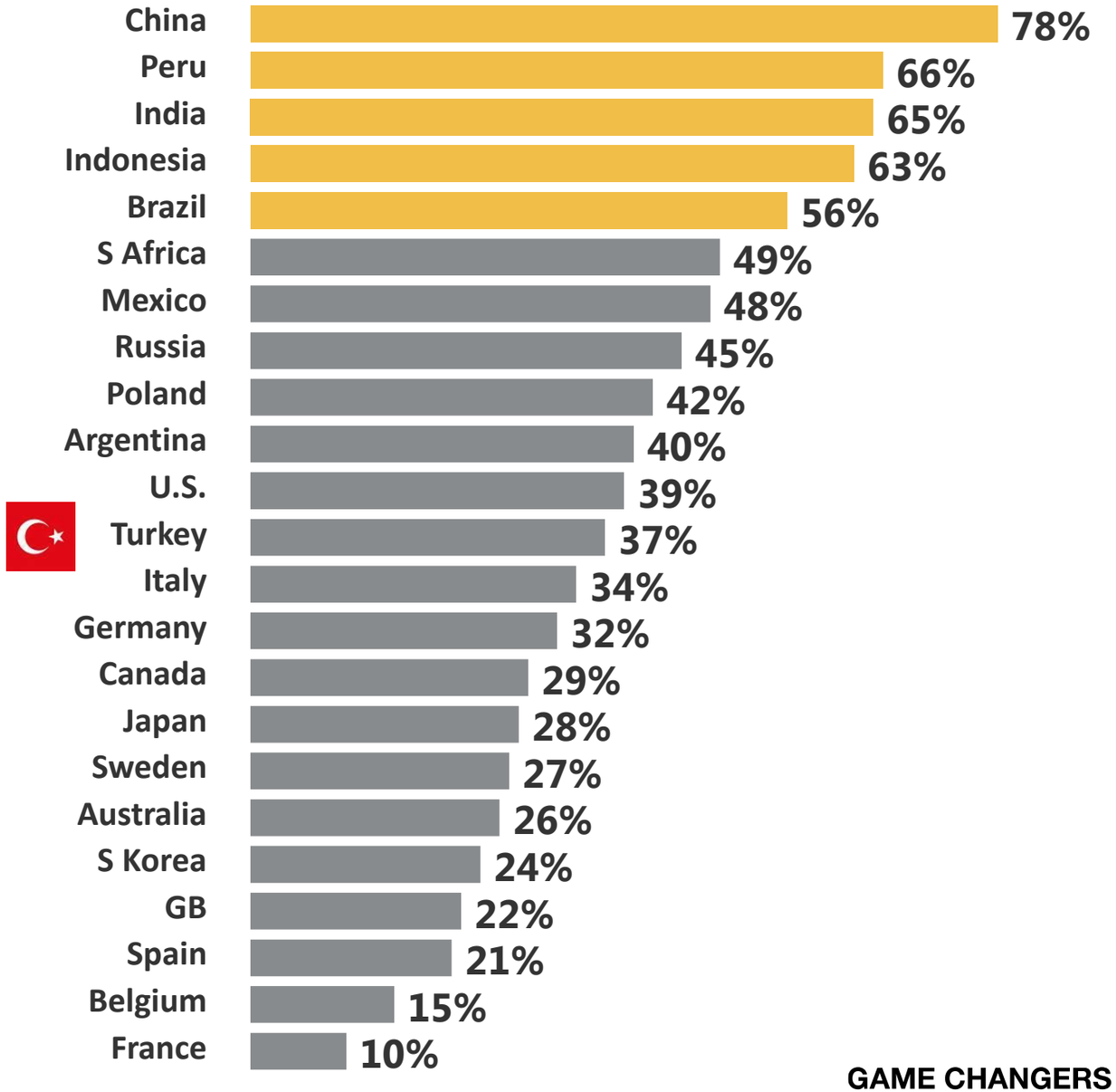
# #5 GENERATION STRAINS

# DISRUPTION TOMORROW

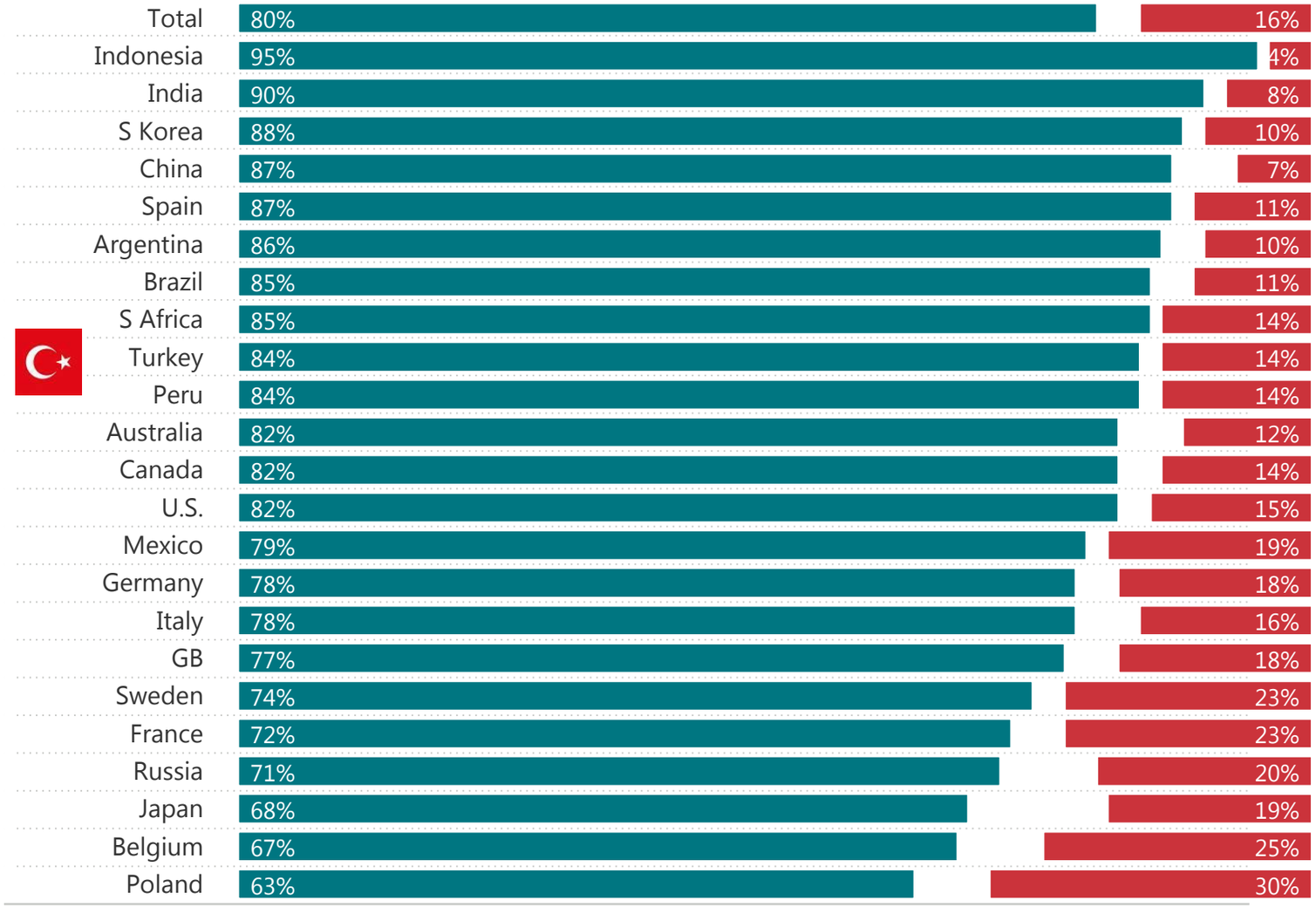
To what extent, if at all, do you feel **that today's youth** will have had a better or worse life than **their parents**, or will it be about the same?" % BETTER



# #7 A HEALTHIER WORLD

# PEOPLE SAY EATING THE RIGHT THING MATTERS

Of all the things I can do to maintain good health, eating right is the most important




**KEY:**

Agree 2016

Disagree 2016

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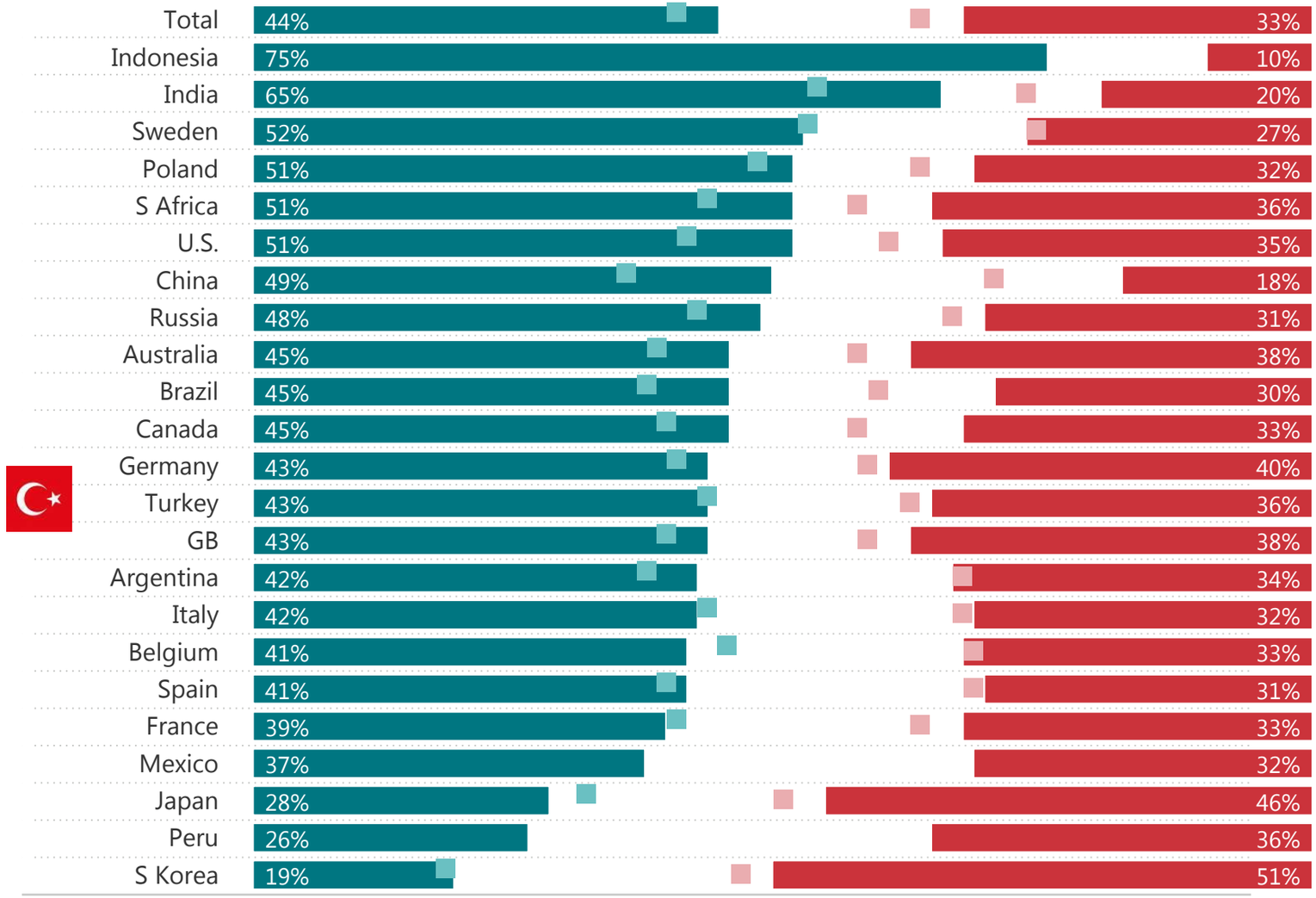
# BUT MOST WORRIED ABOUT WEIGHT

How satisfied or dissatisfied are you with your weight?




*Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016*

**KEY:**

- Satisfied 2016
- Dissatisfied 2016
- Satisfied 2014
- Dissatisfied 2014

# 77%

**Say they want more control**

# 86%

**Would get a second opinion**

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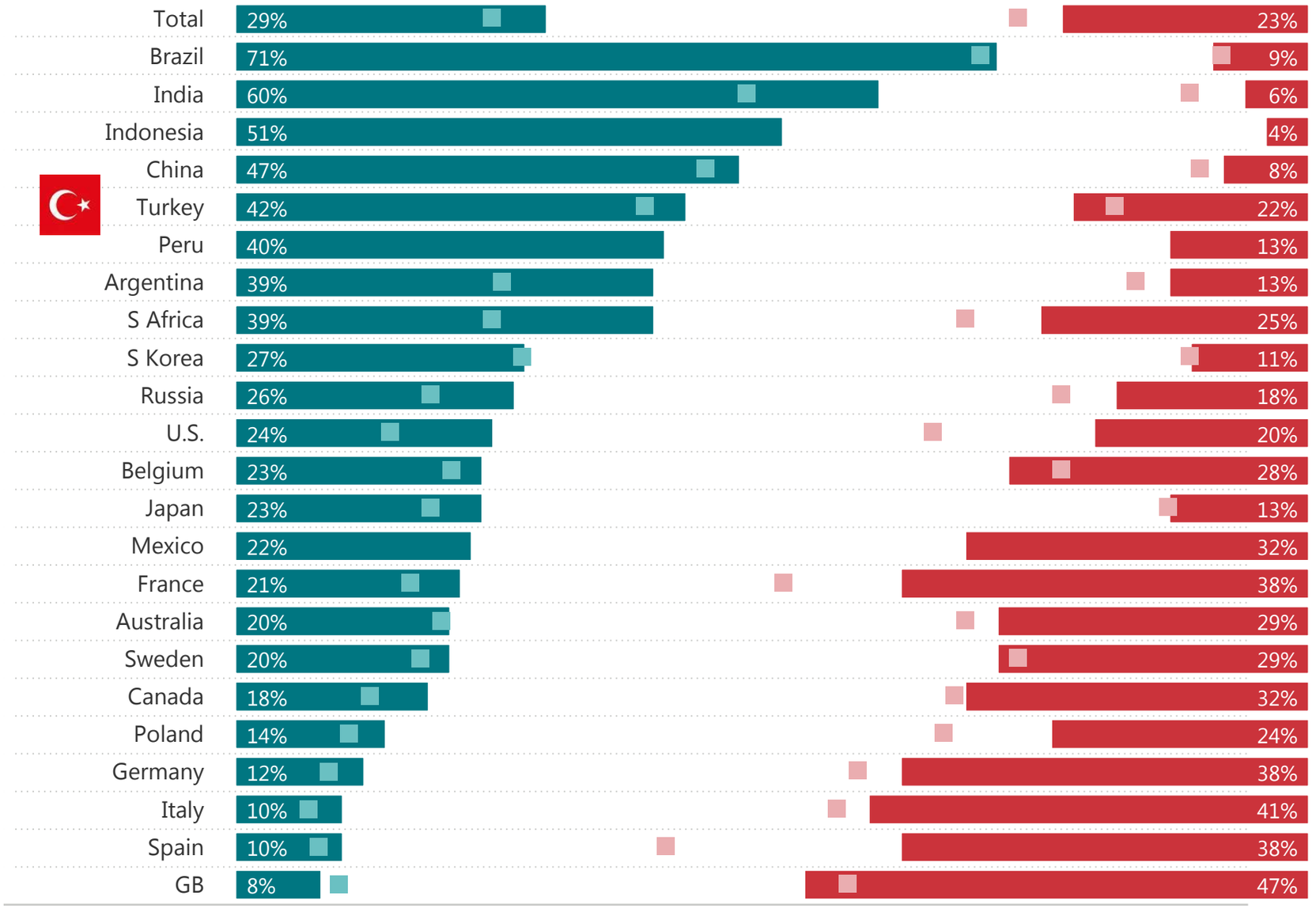
# WILL HEALTHCARE IMPROVE?

Over the coming years, do you expect **the quality of healthcare** that you and your family will have access to locally will improve, stay the same or get worse?




**KEY:**

- Improve 2016
- Get Worse 2016
- Improve 2014
- Get Worse 2014

*Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016*

# #8 THE OPTIMISM DIVIDE

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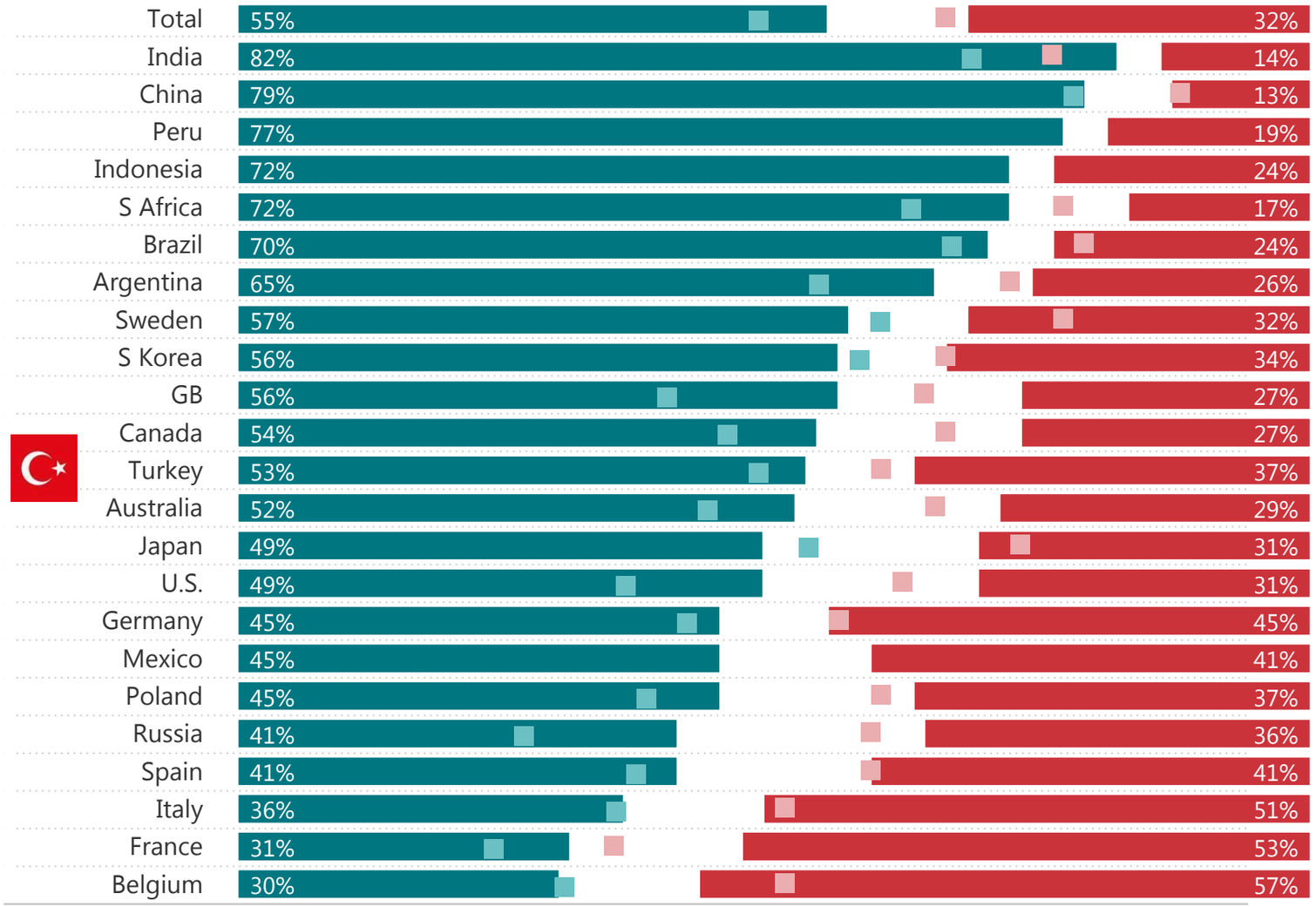
# GLOBALISATION DIVIDES

## Globalisation is good for my country




**KEY:**

Agree 2016 | Disagree 2016

Agree 2014 | Disagree 2014

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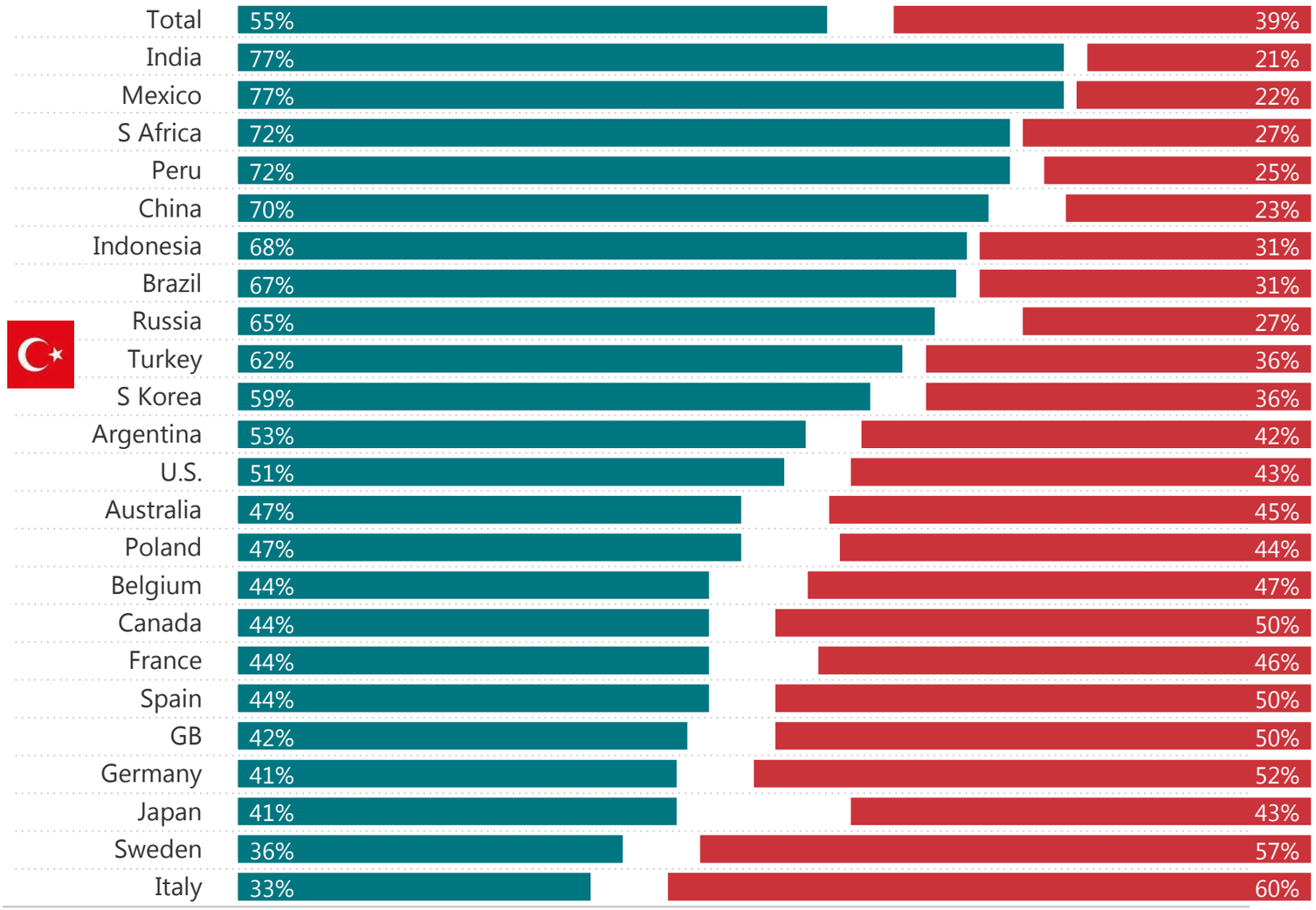
# STRIVING VERSUS COMPLACENT?

I want to achieve success personally and professionally **even if I have to change totally the way I live**




**KEY:**

Agree 2016

Disagree 2016

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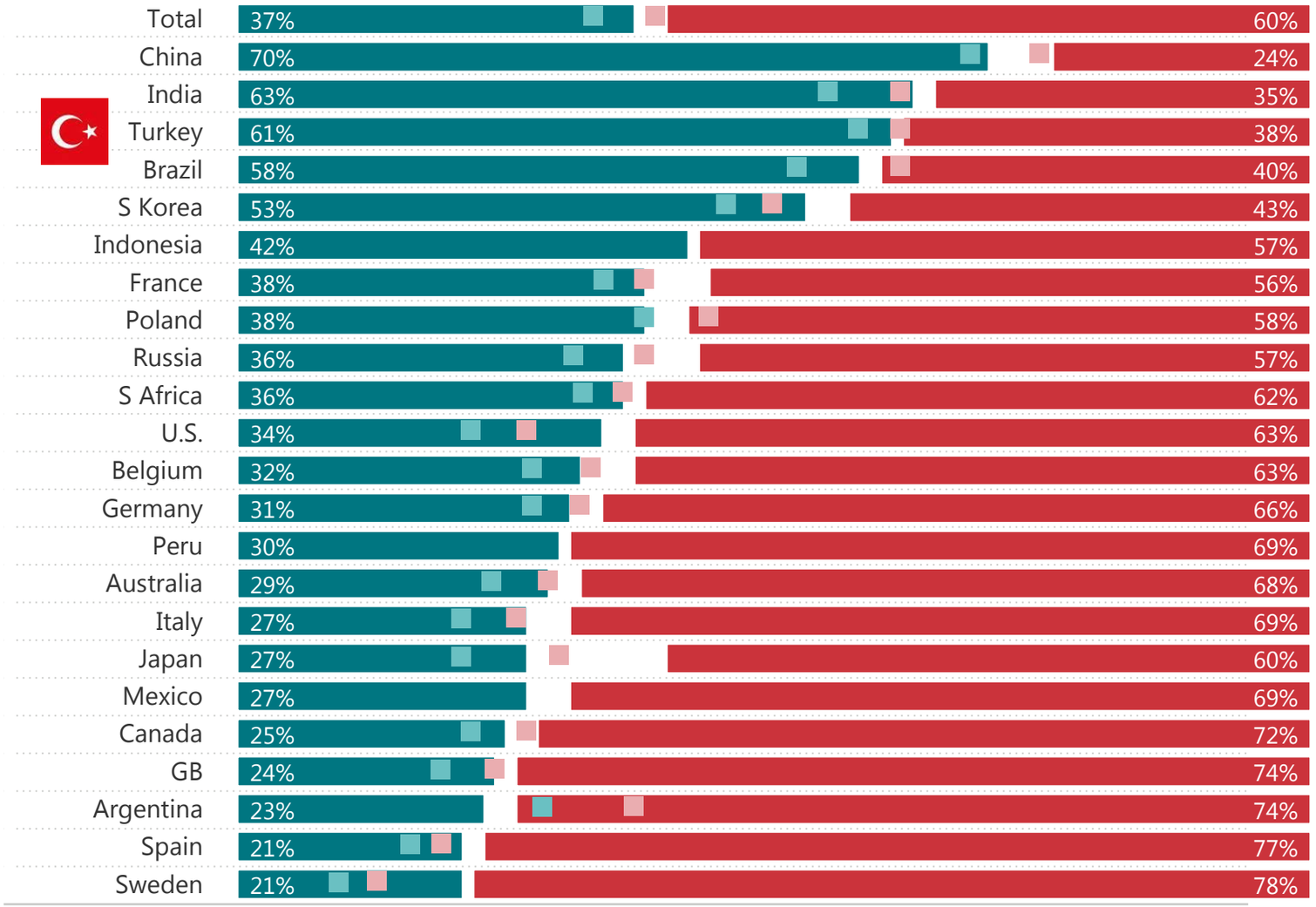
# FOR CONSUMER UNDERSTANDING, COUNTRIES MATTER

I measure my success
**by the things I own**

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# AND FINALLY

Ipsos MORI

# 42%

**THE GUESS:**

**Q: *What % of people in your country are very/fairly happy?***

# 84%

**THE REALITY:**

**…is much more positive…**

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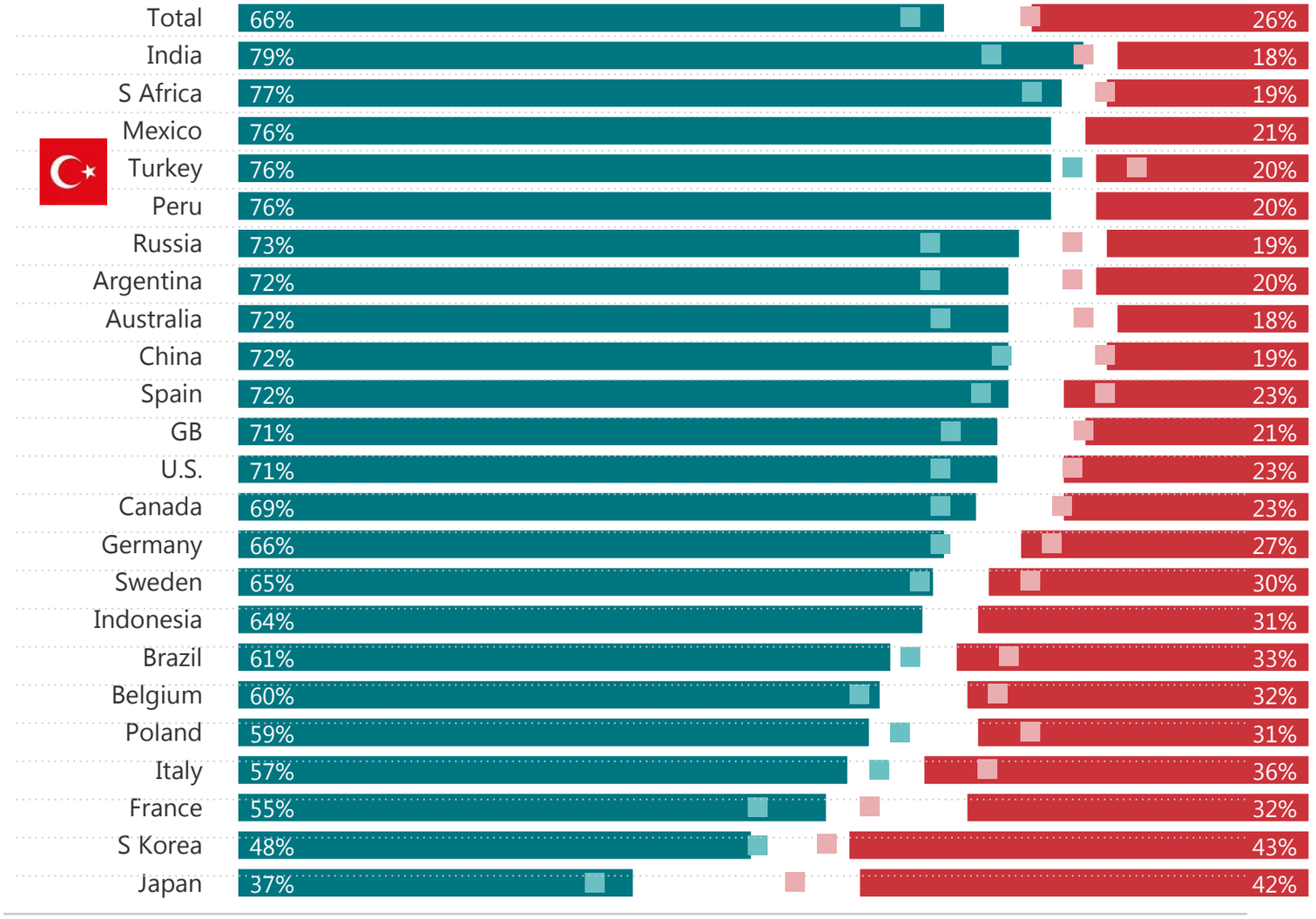
# MORE IN COMMON?

People across the world have **more things in common** than things that make them different




**KEY:**

Agree 2016

Disagree 2016

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#IPSOSTRENDS

# THANK YOU

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