



## **PRESS RELEASE**

# **IPSOS RELEASES AN UPDATE TO GLOBAL TRENDS 2023: POLARISATION, PESSIMISM AND POSITIVITY**

We are releasing this report ahead of COP28 and have found that attitudes towards purpose are declining for the first time in a decade. People are focusing more inwardly on themselves and their world, rather than the broader problems surrounding them.

The polycrisis, which includes political uncertainty, climate change, and war to name just a few, has arguably worsened, leading to a lower priority on environmental concern and brand/value alignment among citizens in many countries. Our end of year update reflects this sentiment, and in the increasing sense of pessimism we felt as we wrote this report.

This study, based on 24,220 interviews across 31 markets is part of our annual Global Trends report, last published in February 2023.

**For businesses, organisations, brands, and governments, we highlight five stories to monitor and prepare for:**

### **Story 1: The polycrisis wears on**

2023 has been a challenging year marked by multiple global crises. Despite this, the same number of global citizens – three quarters – in the 18 comparable countries we surveyed in both 2013 and 2023 think that the world today is changing too fast. Today 76% of global citizens feel this way, versus 75% in 2013; the pace of change is always a concern, no matter how unstable the macro context is.

### **Story 2: Climate action collides with reality**

The green transition is under way, with countries legislating their commitments to net zero. Tackling climate change is still important, with an average of 75% of people agreeing that we are headed for disaster unless we change our habits quickly. However, people are becoming more cautious in their attitudes towards climate change, as they are also facing rising cost-of-living pressures. Across the comparable 26 countries who were included in the last update and this one, agreement has slipped in 22 of them.

### **Story 3: Brand values lose ground to value brands**

The continued rise of brand/value alignment is another casualty of tougher economic times. Consumers are becoming more cautious with their spending and are less likely to buy brands that reflect their personal values. This trend is more pronounced in developed markets, with a drop of three percentage points to 57% in Great Britain; down five points in the US to 61%; and a nine-point fall to 52% in France.



## PRESS RELEASE

### Story 4: Science faces headwinds

Science and scientific professions remain highly trusted in countries around the world, but sentiment is flat or declining rather than increasing, despite the many significant discoveries that science continues to make. A bare majority (51%) agree that “eventually all medical conditions and diseases will be curable”, with emerging economies remaining more optimistic on this front. And in every region, the trend for optimism about science is on the decline.

### Story 5: Globalisation: a local story

The improved standing of globalisation has been one of the key stories throughout the ten years of Ipsos Global Trends. This year, as globalisation comes under increasing strain, we see this value holding steady – but showing localised signs of tension that point to further change in the years ahead. For instance, the appeal of “made in China” splits the Chinese public in half, with 47% of Chinese citizens saying, “I think global brands make better products than brands that are just local to my country”, vs. 48% who disagree – this is a marked change from 2019, where 39% of Chinese citizens disagreed with this subject.

*“As the polycrisis grinds on, preparing for one singular issue is no longer enough,” says Billie Ing, Global Head of Trends and Foresight at Ipsos Strategy3. “Be mindful of how the cost-of-living crisis is impacting attitudes towards brands and climate, and at the macro level, thinking ahead and planning for compounding factors is crucial. It will take systemic thinking, collaboration, collaboration and collective foresight across businesses, organisations, brands and governments to prepare for both opportunities and threats.”*

### Making the right decisions as the polycrisis continues

Our Ipsos Global Trends programme which has been running since 2013, provides the evidence and data needed to inform decisions across a range of plausible future scenarios.

In this end of year update we share how the six Macro Forces from our main launch earlier this year are interacting to amplify both positive and negative outcomes over the next few decades, and we review the changes we see in our Global Trends framework. Our story reflects the topline data. For a deeper dive please contact us for a custom analysis of this rich data source.

**Please stay tuned for a major release next year, where Ipsos will be celebrating 10 years since the launch of this flagship programme.**



## PRESS RELEASE

### About the Study

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 22 and Friday, October 6, 2023. For this survey, Ipsos interviewed a total of 24,220 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, mainland China, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. Where stated, the “Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/-5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

For full details please go to <https://www.ipsos.com/en/ipsos-global-trends-2023-highlights-polarisation-pessimism-and-positivity> or contact [globaltrends@ipsos.com](mailto:globaltrends@ipsos.com)



## PRESS RELEASE

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne  
75 628 Paris, Cedex 13 France  
Tel. +33 1 41 98 90 00