

FLAIR ITALIA 2024

Ipsos

A Divergent Country

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Cracks



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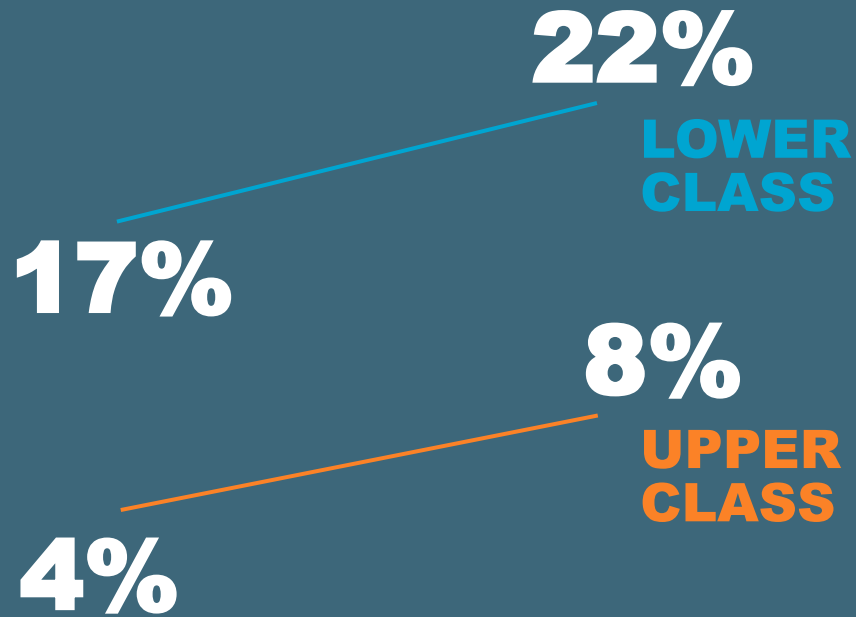


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Social Divides

Social Classes (2020-24)



Generations

(DISILLUSION)



Gender

78%

of women think that Men have got more opportunities of earning adequate compensation for the job they do

Individual Isolation

FEEL INCLUDED

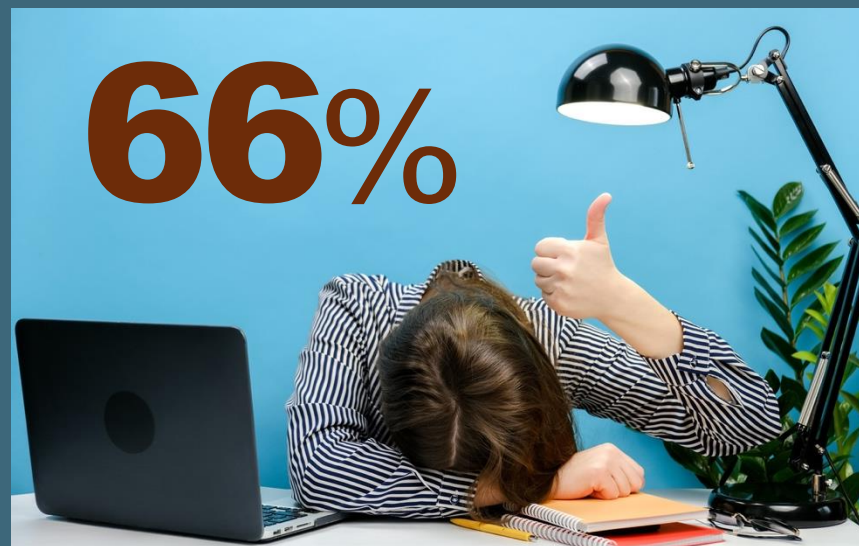
48%

FEEL EXCLUDED

46%

YOUTH IN A STATE OF STRESS

66%



Territorial Seclusion

PERIPHERIES

Feel left on their own



Violence between persons



Tensions between different ethnic groups



CITIES VS COUNTRY

(% ANXIETY)



44%

39%



NORTH - SOUTH

54%

of people from the SOUTH consider that the gap from the NORTH has widened



Technological Divides

TECHNOLOGICAL CHANGE



Among GEN Z the lack of digital competences grows from

18% to **29%**

SOCIAL MEDIA

46% Express FOMO
(Fear Of Missing Out)



**INCREASING DISTANCE
BETWEEN EMPLOYEE AND
EMPLOYER**

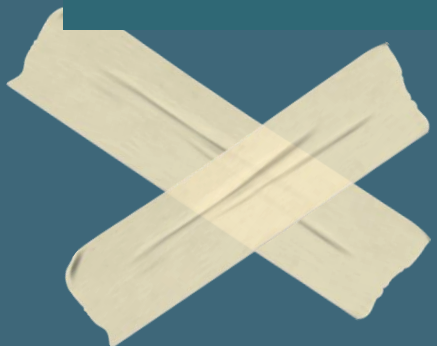
33%



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Change



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Good Business and Good Jobs

**NEED FOR MORE
EMPLOYEE-OWNED
COMPANIES**

83%



Workplace Wellbeing

66%



People before Profits

65%



Ethical Behaviour

62%



**Reduced Compensation
Gaps**

58%

Appeased Society

83% Government ought to focus on **the reduction of the gap between the Rich and the Poor**

61% Wars are the main risk in the Future



Quality Healthcare

50%



Work – Life Balance

35%



Job Safety

34%

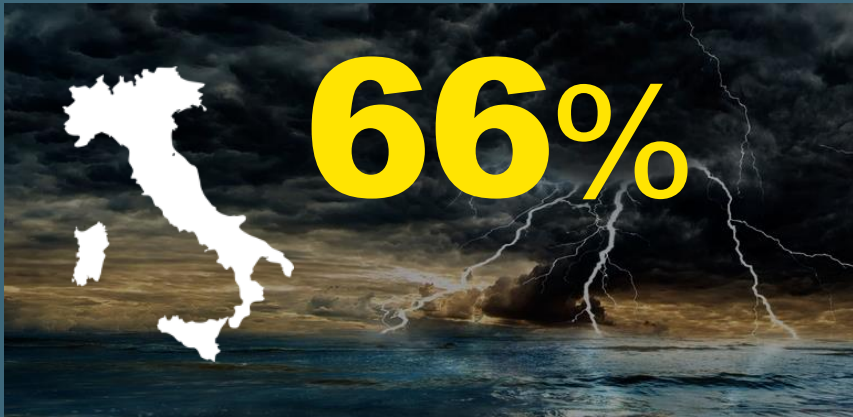


Gender Equality

29%

Environmental Change

Italy must be committed to curbing **the effects of climate change on the environment**



42%

Deny that green products cost more

47%

Businesses are responsible to make green products cheaper

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Implications for Brands



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PROTECTION

(NEED FOR SECURITY, SOLIDITY,
SINCERITY AND ORDER)

49% Want to feel safe in
one's neighbourhood

35% Aspire to Sincerity

MINIMALISM

(JUST GOOD ENOUGH)

67% Look for
discounted
products

45% Have reduced their
food spending

COMMUNITY

(SOCIAL RESPONSIBILITY)

66% Consider solidarity
to be a priority

47% Want to feel
responsible

SUSTAINABILITY

(A GREENER ENVIRONMENT)

47% Think it is necessary
to move to a greener
economy

46% Like local
products

EASY STYLE

(SELF-EXPRESSION)

44% Aspire to total freedom

34% Aspire to light-mindedness

NOVELTY

(CURIOSITY FOR ALL THAT'S NEW)

51% Look for novelty

37% Trust technological Innovation

ICONICITY

(EMPOWERMENT, NOSTALGIA,
AUTHENTICITY)

62% The World used
to be a better
place

29% Look for something
authentic

SEDUCTION

(LOOKING FOR WHAT'S ATTRACTIVE)

58% Want to be a
fashionable person

40% Want to enjoy
their life

NOTICEABILITY

(WANTING TO BE ADMIRER)

65% Want to have nice things to exhibit

Of the Youth
64% Aspire to have as many followers as possible

CONCERN

(FEELING LOST AND DISORIENTED)

53% Feel left behind by social change

38% Think that human relationships are more and more fragile
