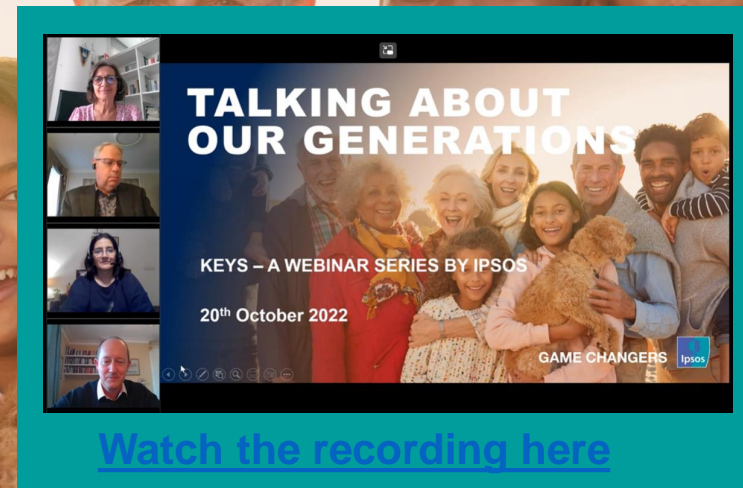


# TALKING ABOUT OUR GENERATIONS

KEYS – A WEBINAR SERIES BY IPSOS

20<sup>th</sup> October 2022



GAME CHANGERS



# AGENDA

## THE PUBLIC MOOD

**Simon Atkinson**

Chief Knowledge Officer, Ipsos

## HOW TO THINK ABOUT GENERATIONS

**Darrell Bricker**

CEO, Public Affairs, Ipsos

## ADAPTING TO CHANGE

**Ashwini Sirsikar**

Group Service Lines Leader, Ipsos in India

## DEMOGRAPHIC SLOWDOWN

**Chiara Ferrari**

Service Line Leader, Public Affairs, Ipsos in Italy



**TALKING ABOUT OUR GENERATIONS**

KEYS – A WEBINAR SERIES BY IPSOS

20th October 2022

GAME CHANGERS Ipsos

[Watch the recording here](#)



# EXPLORE THE LATEST RESOURCES

## TALKING ABOUT OUR GENERATIONS

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20<sup>th</sup> October 2022

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Download the slides at  
our **KEYS** webinar  
[home page](#)



CONSUMER & SHOPPER - 19 October 2022

Global consumer confidence  
remains stagnant



[Consumer Confidence Index](#)

## WORLD MENTAL HEALTH DAY 2022

A Global Advisor survey

July-August 2022, across 34 countries

GAME CHANGERS Ipsos

[World Mental Health Day survey](#)

## THE GENERATION MYTH

Ben Page

OPINION

TRENDS

YOUTH

Ben Page examines how some of the differences between generations are exaggerated, and whether research needs to hone its approach to younger people.

[The Generation Myth](#)

## IPSOS UPDATE

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

October 2022

[October round-up](#)

# THE PUBLIC MOOD

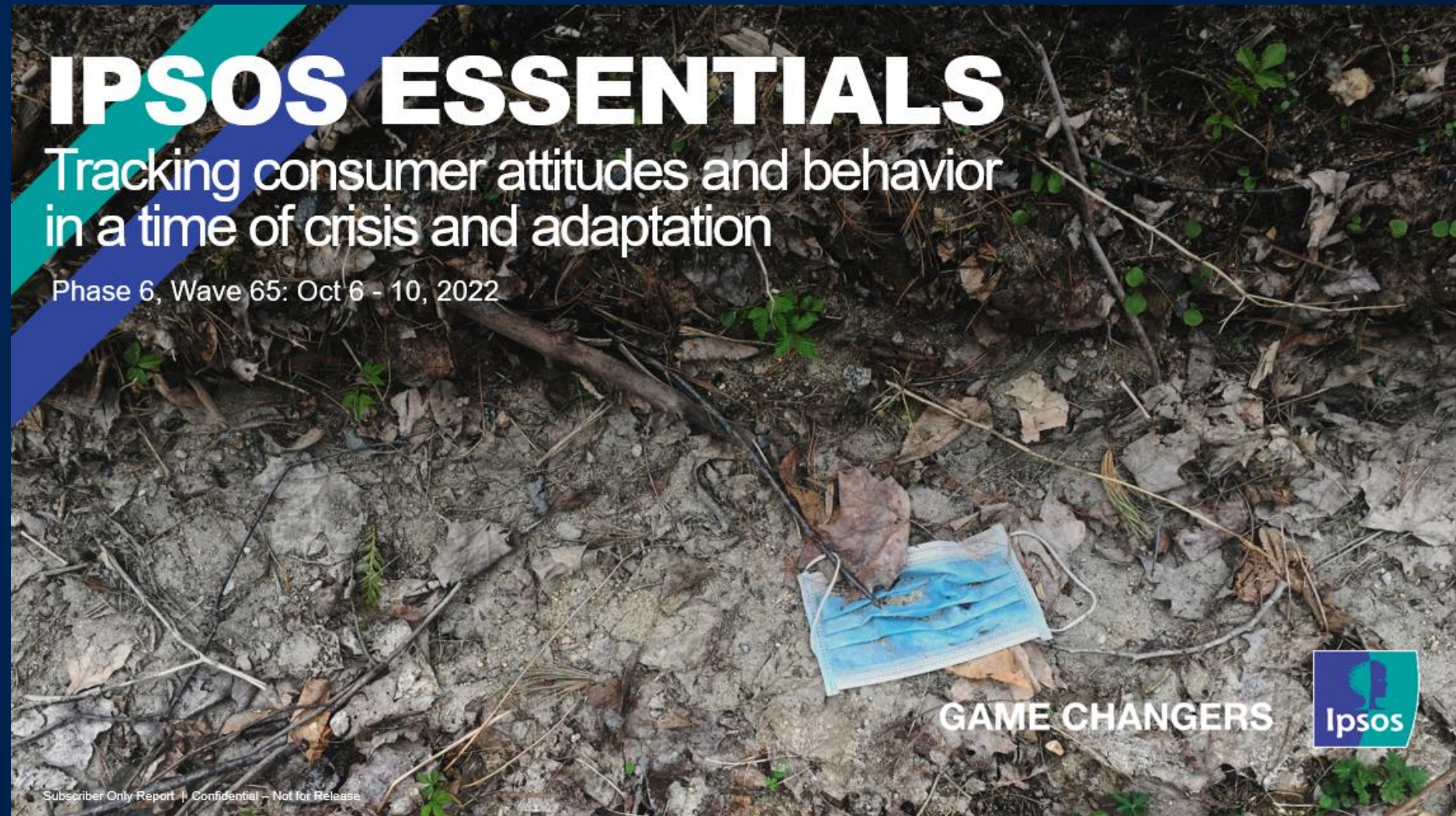
*How are things?*

Simon Atkinson





# WHAT'S CHANGED OVER THE LAST 12 MONTHS?



## IPSOS ESSENTIALS

Tracking consumer attitudes and behavior  
in a time of crisis and adaptation

Phase 6, Wave 65: Oct 6 - 10, 2022

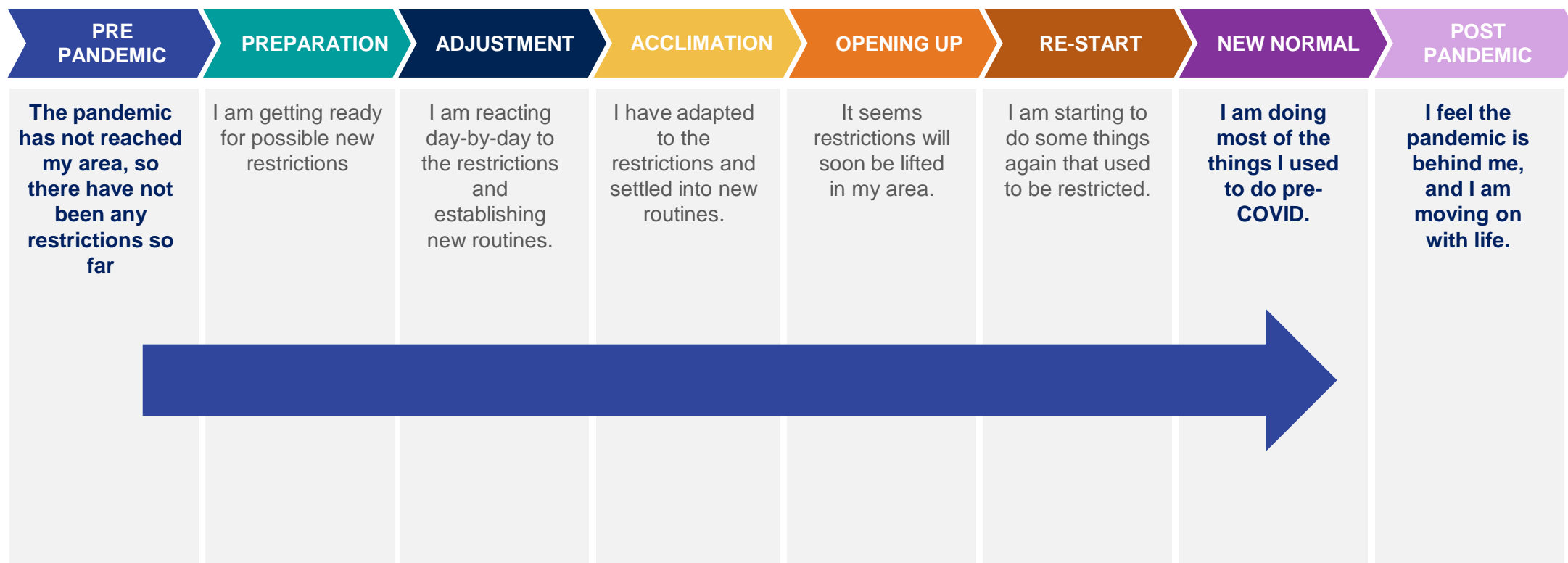
GAME CHANGERS

Ipsos

Subscriber Only Report | Confidential - Not for Release

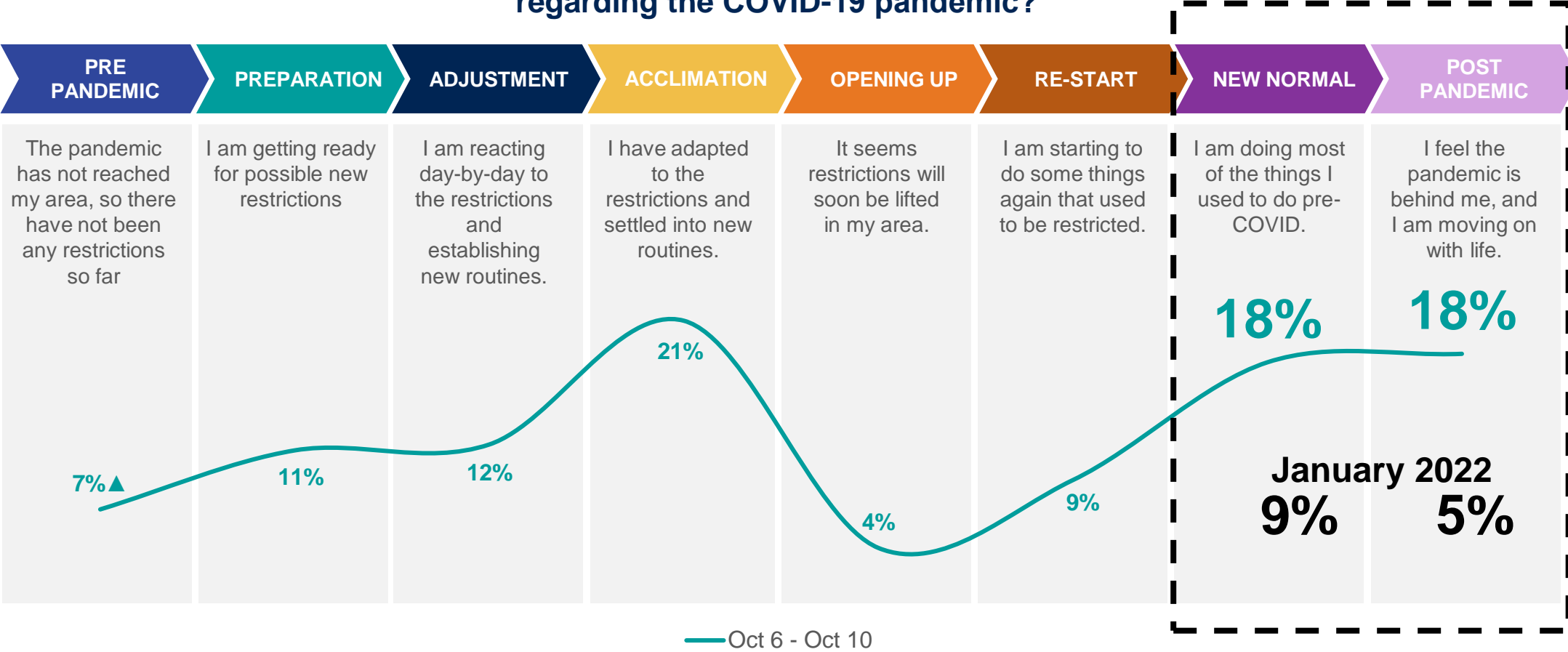
# HOW ARE THINGS? PEOPLE'S SELF-ASSESSMENTS

**“Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?”**



# HOW ARE THINGS? **OCTOBER 2022** SELF-ASSESSMENTS

“Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?”

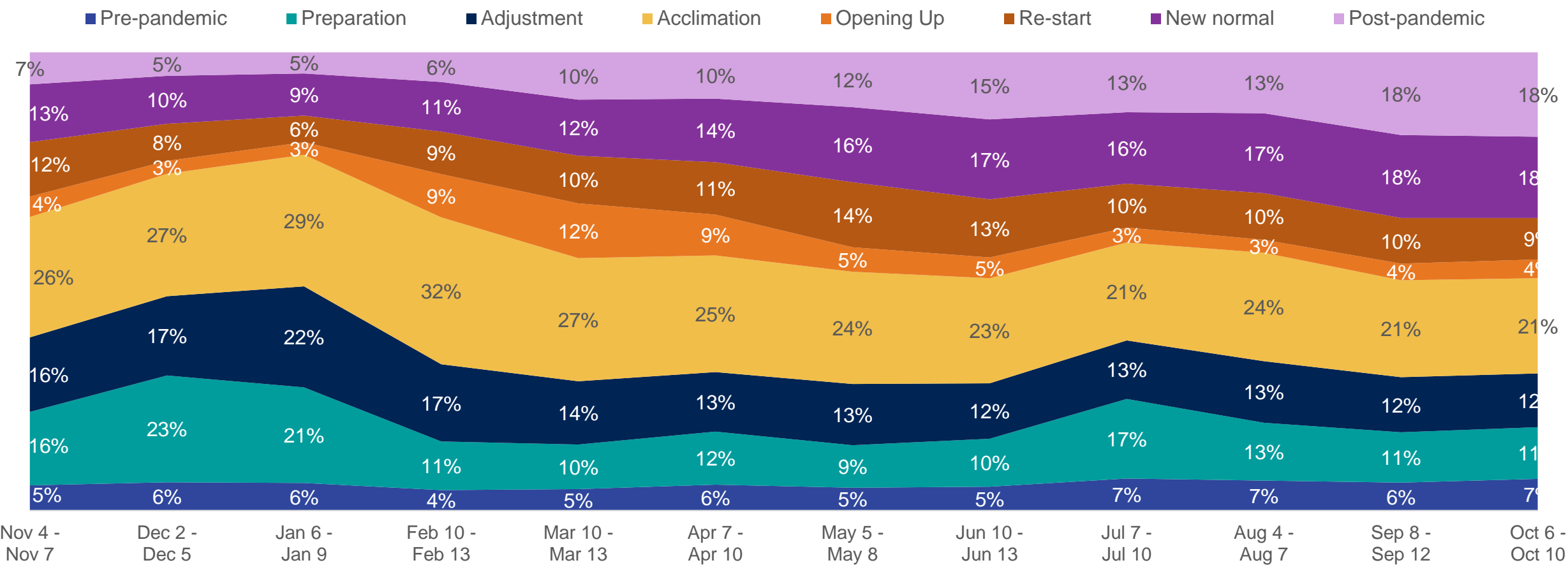


Q. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?  
Base: Oct 6 - Oct 10: 10015  
▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)



# OVERALL...PROGRESSION TOWARDS “A NEW NORMAL”

“Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?”



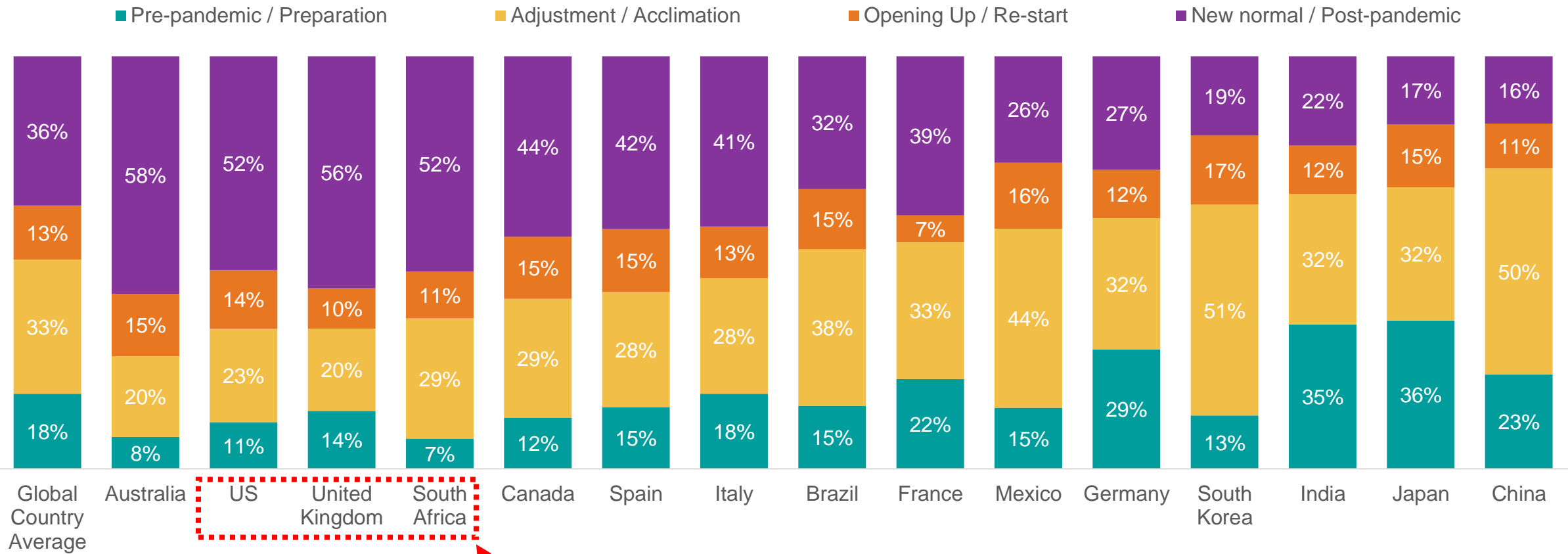
Q. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?

Base: Oct 6 - Oct 10: 10015



# DIFFERENT DYNAMICS BY COUNTRY

Phases by Country



“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

**“I feel things  
are out of  
control in my  
country right  
now”**



**78%**



**74%**

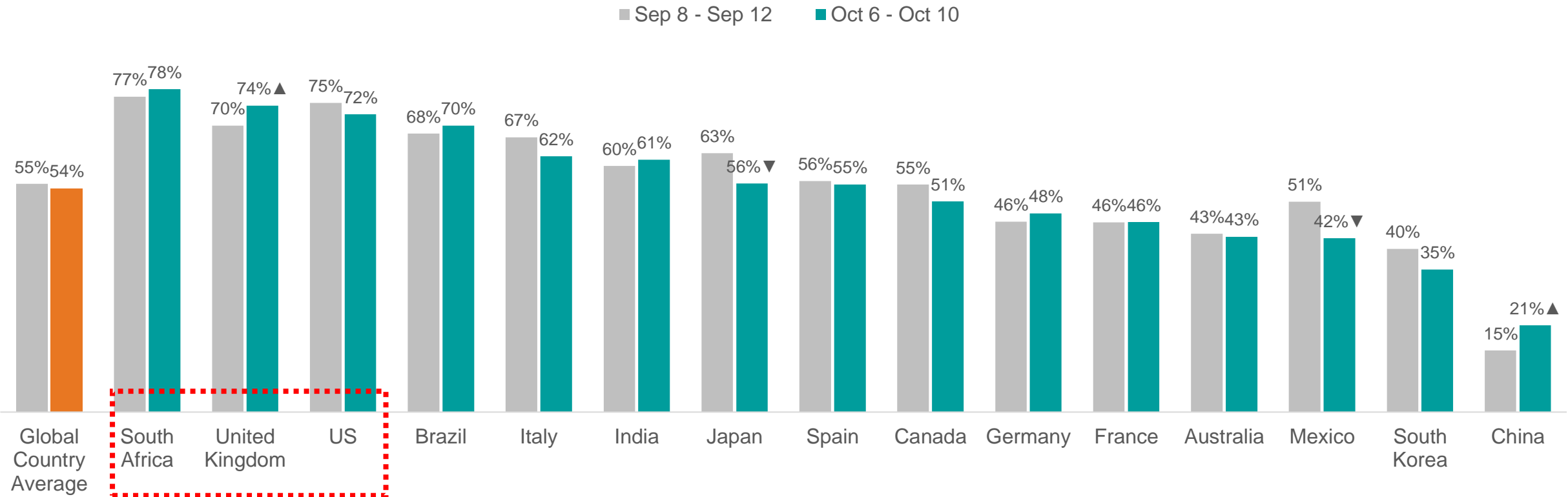


**72%**



# OUT OF CONTROL, BY COUNTRY

“I feel like things in my country are out of control right now”  
(Top-2 Box Agreement)



“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

Q: (T2B Summary) To what extent do you agree or disagree with each of the following? [I feel like things in my country are out of control right now]

Base: Global Country Average:10015, AU:501, BR:500, CA:999, CN:501, FR:1001, DE:501, IN:1001, IT:500, JP:501, MX:501, ZA:502, SK:502, ES:501, UK:1001, US:1003

▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

# WHAT WORRIES THE WORLD?

---

**COUNTRY DYNAMICS**



**GAME CHANGERS**





# WHAT WORRIES THE WORLD?

*Q. Which three of the following topics do you find the most worrying in your country?*

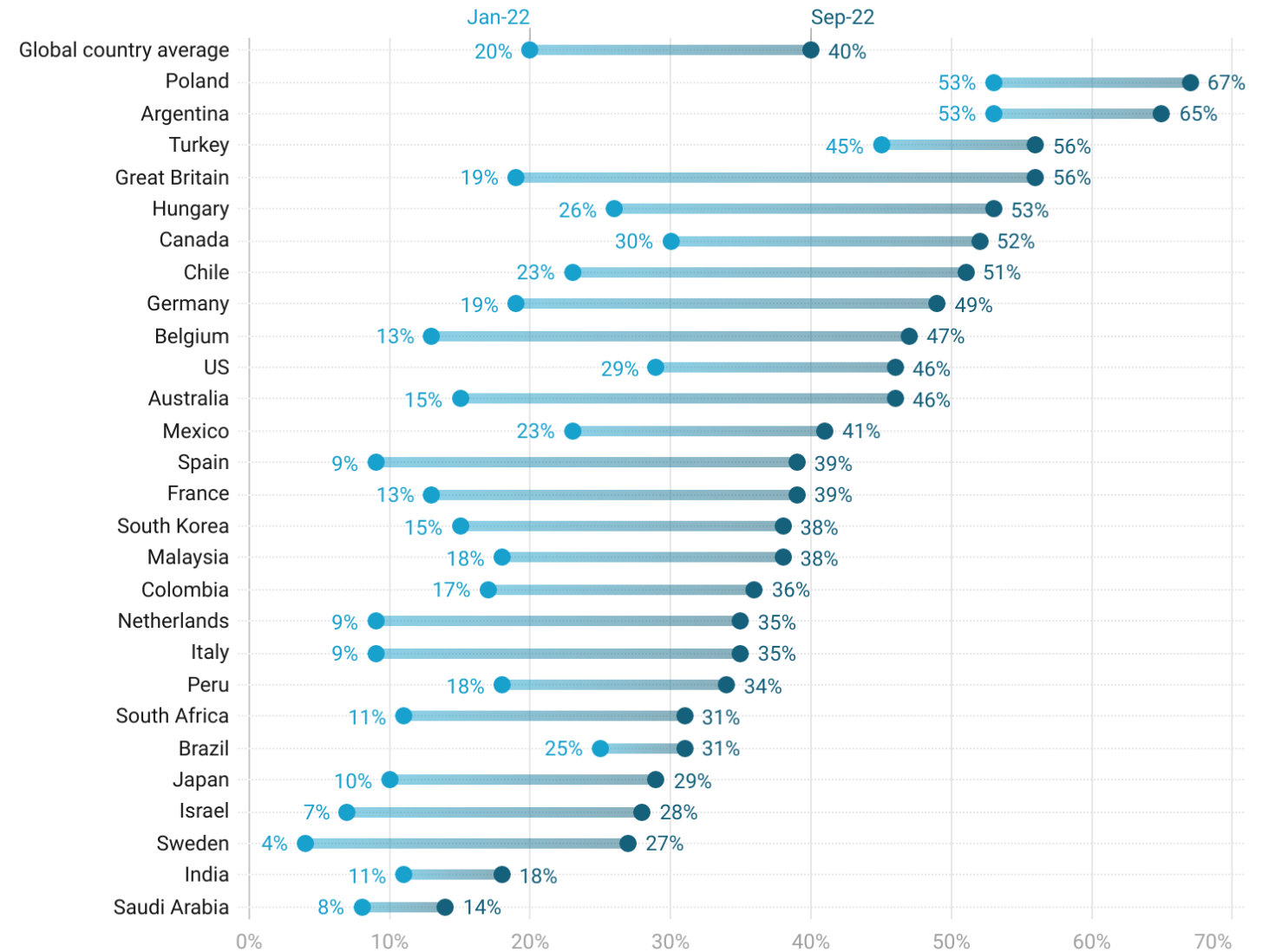


**GAME CHANGERS**



# COUNTRY DYNAMICS: INFLATION

## % mentioning inflation as a top issue facing my country



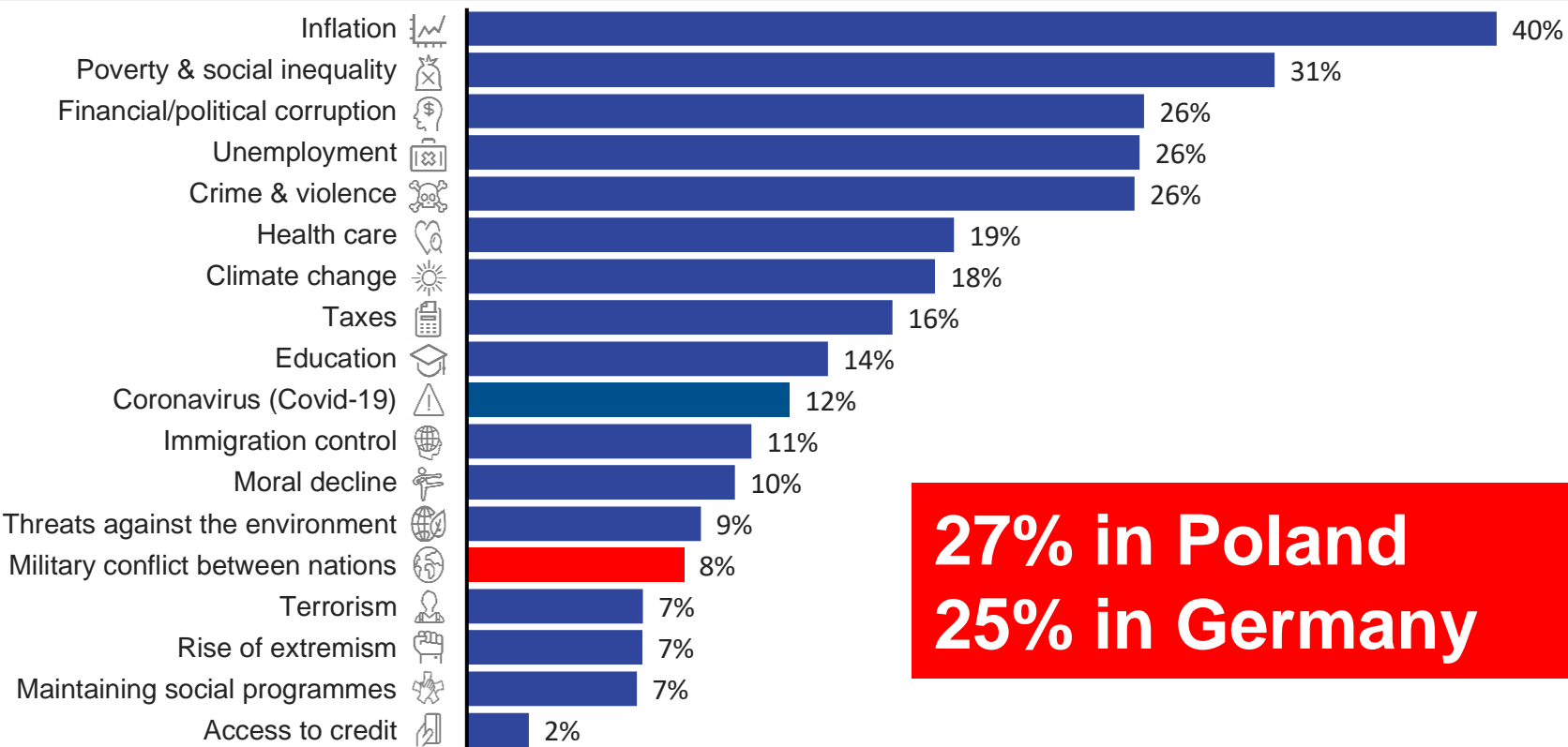
**Base:** Representative sample of 19,524 adults aged 16-74 in 27 participating countries,  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# COUNTRY DYNAMICS: GEOGRAPHY

**Q** Which three of the following topics do you find the most worrying in your country?

% mentioned in September 2022 (global country average)



**27% in Poland**  
**25% in Germany**

**Base:** Representative sample of 19,524 adults aged 16-74 in 29 participating countries,  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

# THE PUBLIC MOOD

*How are things?*

## WORLD MENTAL HEALTH DAY 2022

A Global Advisor survey

July-August 2022, across 34 countries

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# WORLD MENTAL HEALTH DAY SURVEY

## Three Things to Know



# 1

**76%**

on average say that mental health and physical health are equally important...

This view travels across borders; it is shared by **more than 7 in 10 people** in **30 out of 34 countries...**

# 2

**...but 33%**

on average say that they are not treated as such by their local healthcare system.

**41%** say physical health is given **more priority** (vs. 12% who say the same about mental health).

# 3

**Mental health**

**now ranks 2<sup>nd</sup> among global health concerns.**

Up 5 points from 2021, it has **overtaken cancer** in the ranking of the biggest health problems facing nations.

# WORLD MENTAL HEALTH DAY 2022

**55%**

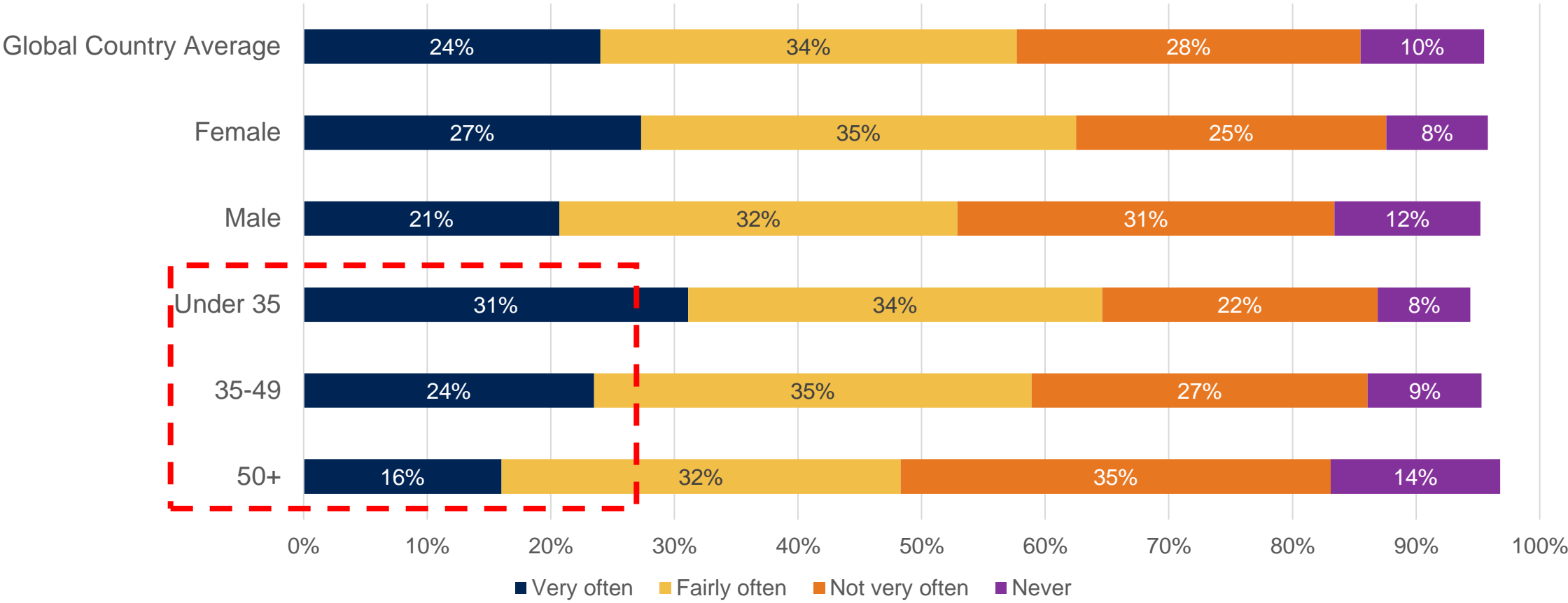
**think about their  
own mental  
wellbeing very or  
fairly often**

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# DEMOGRAPHIC DIFFERENCES

How often do you think about your own mental wellbeing?



Base: Base: 23,507 online adults in 34 countries, 22 July – 5 August 2022.  
Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population.  
The “Global Country Average” reflects the average result for all the countries where the survey was conducted.



# TALKING ABOUT OUR GENERATIONS

A diverse group of people of various ages, including older adults and children, are smiling and posing together. A small dog is also visible. The background is a warm, golden sunset or sunrise, creating a positive and inclusive atmosphere.

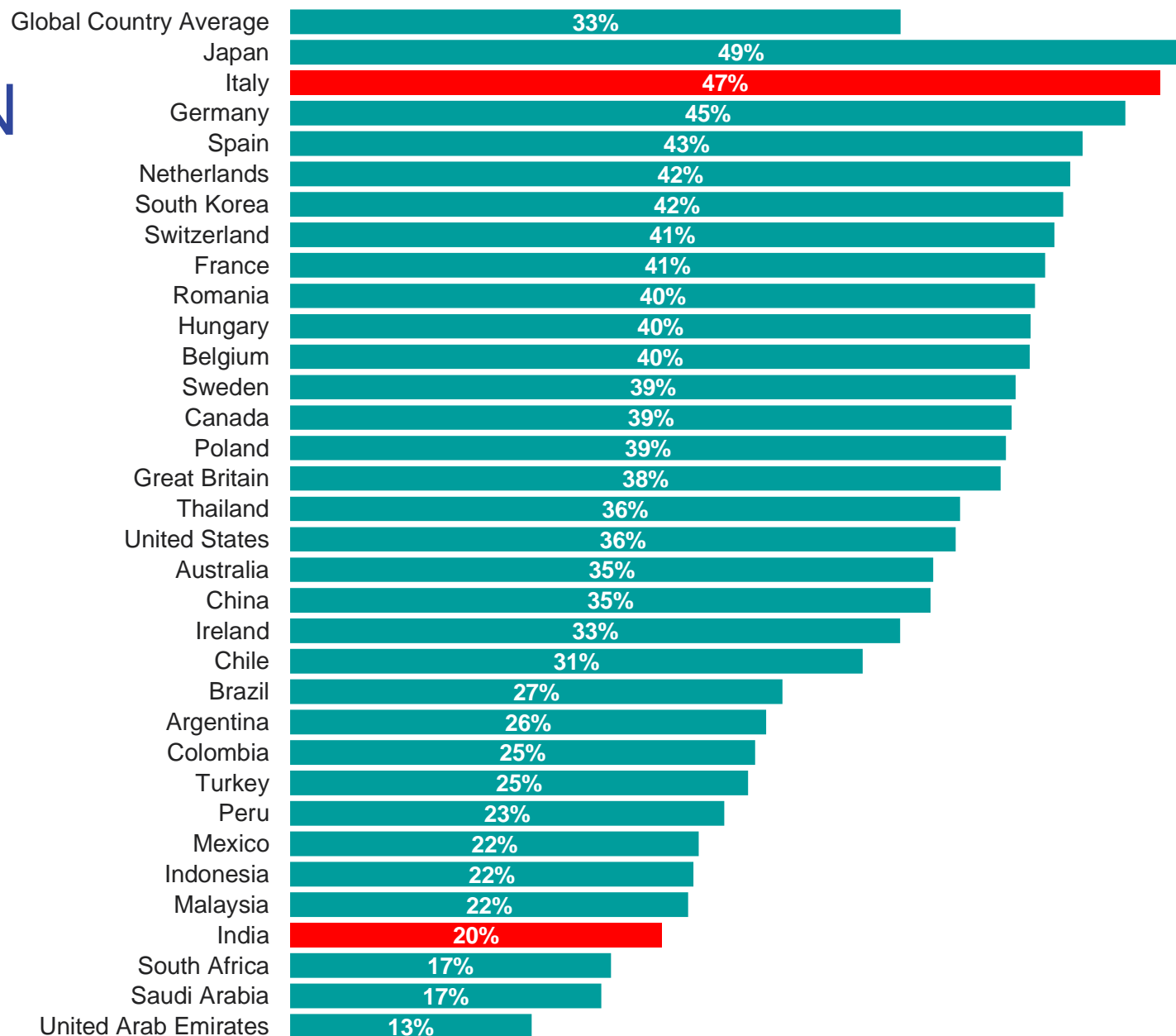
## SPOTLIGHT ON THE OVER 50s

GAME CHANGERS



# SHARE OF POPULATION AGED 50+

**33 countries covered in  
NEW Ipsos Global  
Advisor survey**



Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50.

Advertisers  
Brands  
Employers  
Government  
Media  
People generally

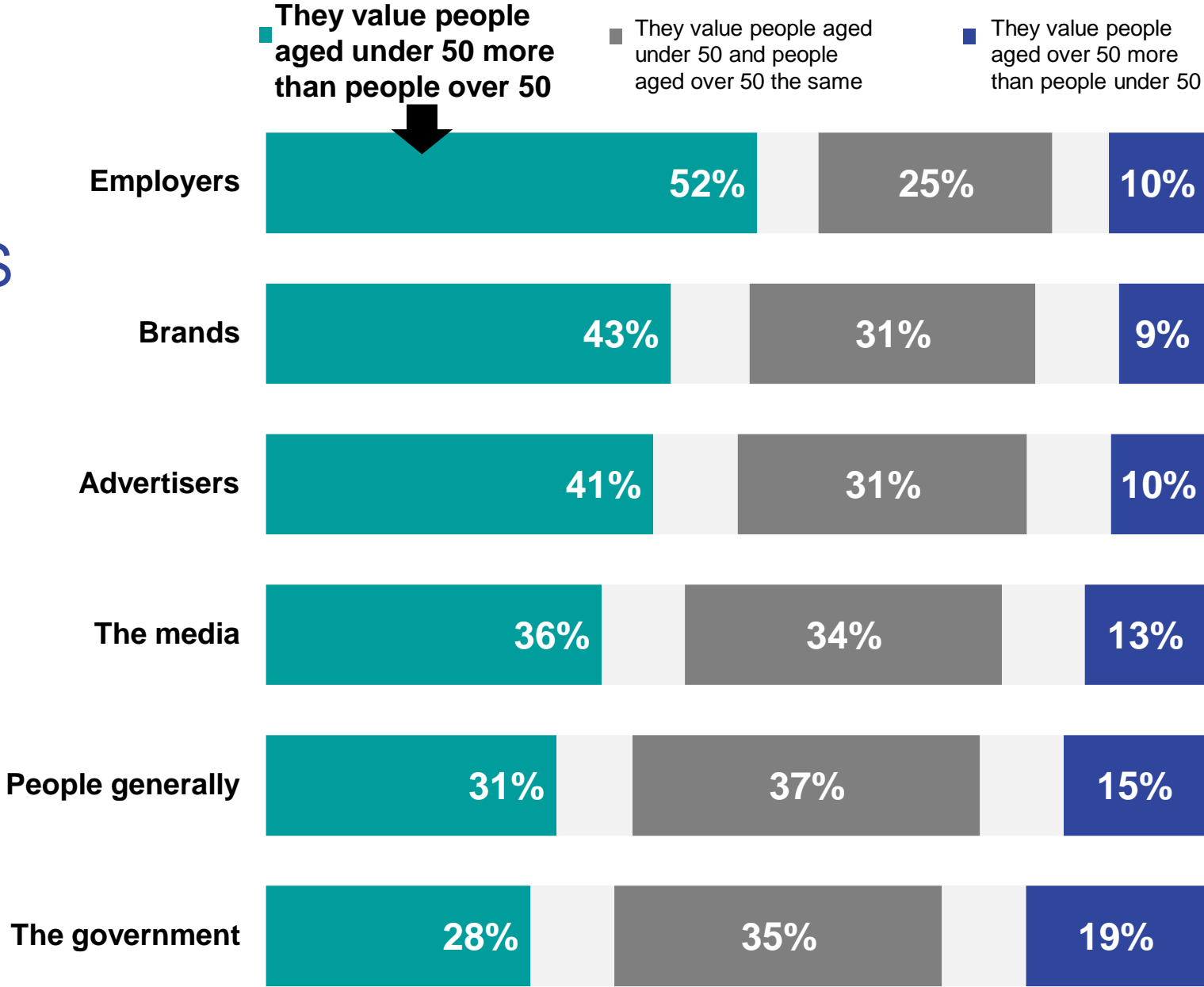


# PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS

## GLOBAL COUNTRY AVERAGE

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022  
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population  
This “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted



# PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS BY GENERATION

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022, including 11,312 males and 11,696 females  
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population  
This “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted

- They value people aged under 50 more than people over 50
- They value people aged under 50 and people aged over 50 the same
- They value people aged over 50 more than people under 50

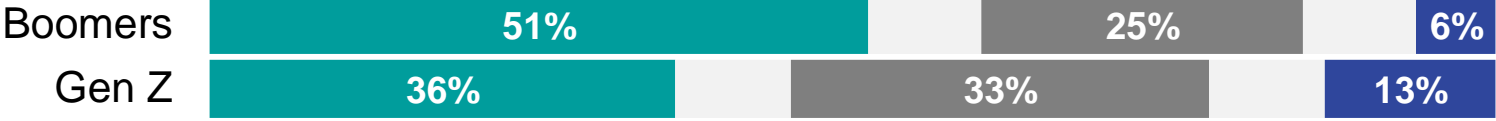
## Employers



## Brands



## Advertisers



## The media



## People generally



## The government





# HOW TO THINK ABOUT GENERATIONS

**Darrell Bricker**  
CEO, Ipsos Public Affairs

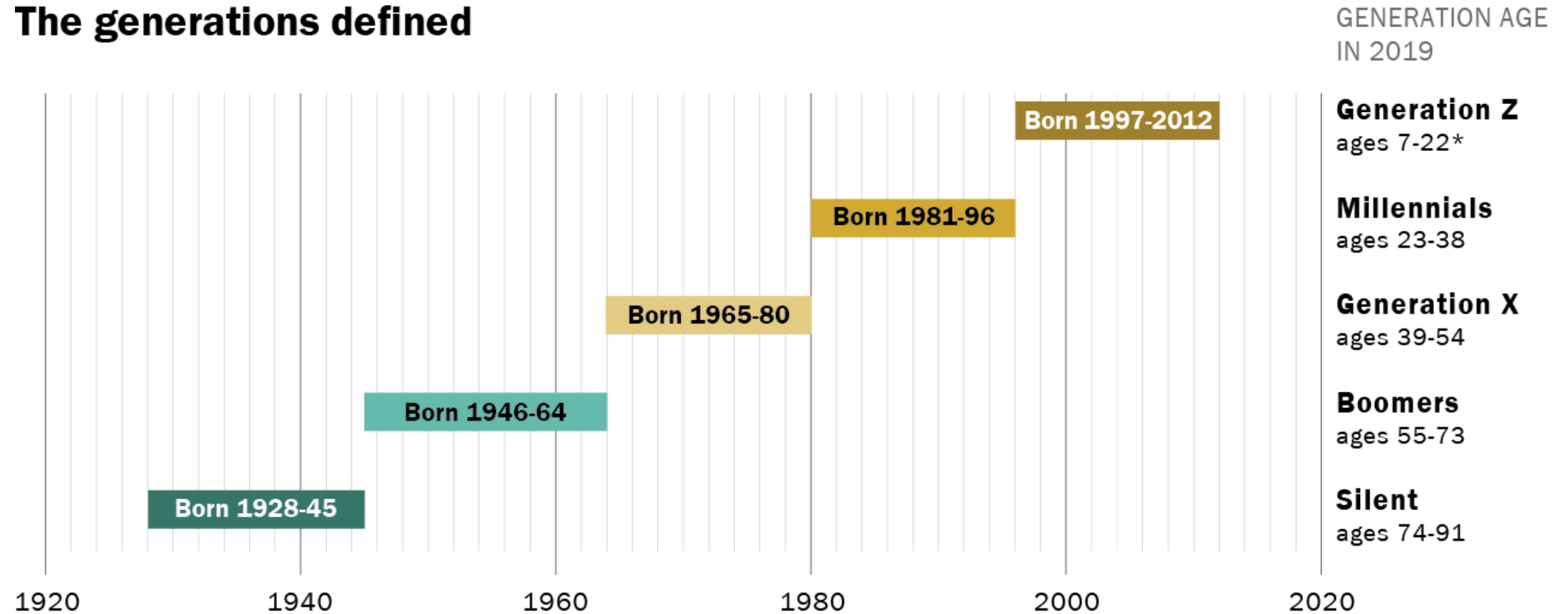
GAME CHANGERS





# STARTING POINT

## The generations defined



\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

# Generations, We Hardly Knew Ye: An Obituary

Group & Organization Management  
2022, Vol. 47(5) 928–935

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Cort W. Rudolph<sup>1</sup>  and  
Hannes Zacher<sup>2</sup> 

## Abstract

Although popular in the organizational sciences, in the media, and in practice, the concepts of “generations” and “generational differences” have been increasingly scrutinized based on theoretical, methodological, and statistical concerns. Here, we present a short obituary to bid adieu to these troubled concepts, with the hopes of memorializing and “putting to rest” these controversial ideas. We encourage researchers and practitioners to think beyond the narrow scope offered by the idea of generations, adopt a more critical perspective on our science and practice, and learn from the mistakes of the past.

## Keywords

generations, generational differences, critical review, obituary

# HOW TO THINK ABOUT GENERATIONS

## Happy Medium...

Somewhat helpful nominal concept with **plenty of fuzziness** at the borders.

Age matters because older and younger consumers, voters **DO** have meaningful differences in behaviors.

Appreciate within group differences without becoming fixated on them.  
**Rules still matter more than exceptions.**

Practical necessity - essential for **targeting**.

**Most important** – Popular definitions **NOT universal**. Where you live, structure of home population, what you have lived through matter **a lot** when considering generations.





# FLIPPING THE PYRAMID...



# ITALY POPULATION BY AGE AND SEX: 2022



Median Age **47.7**

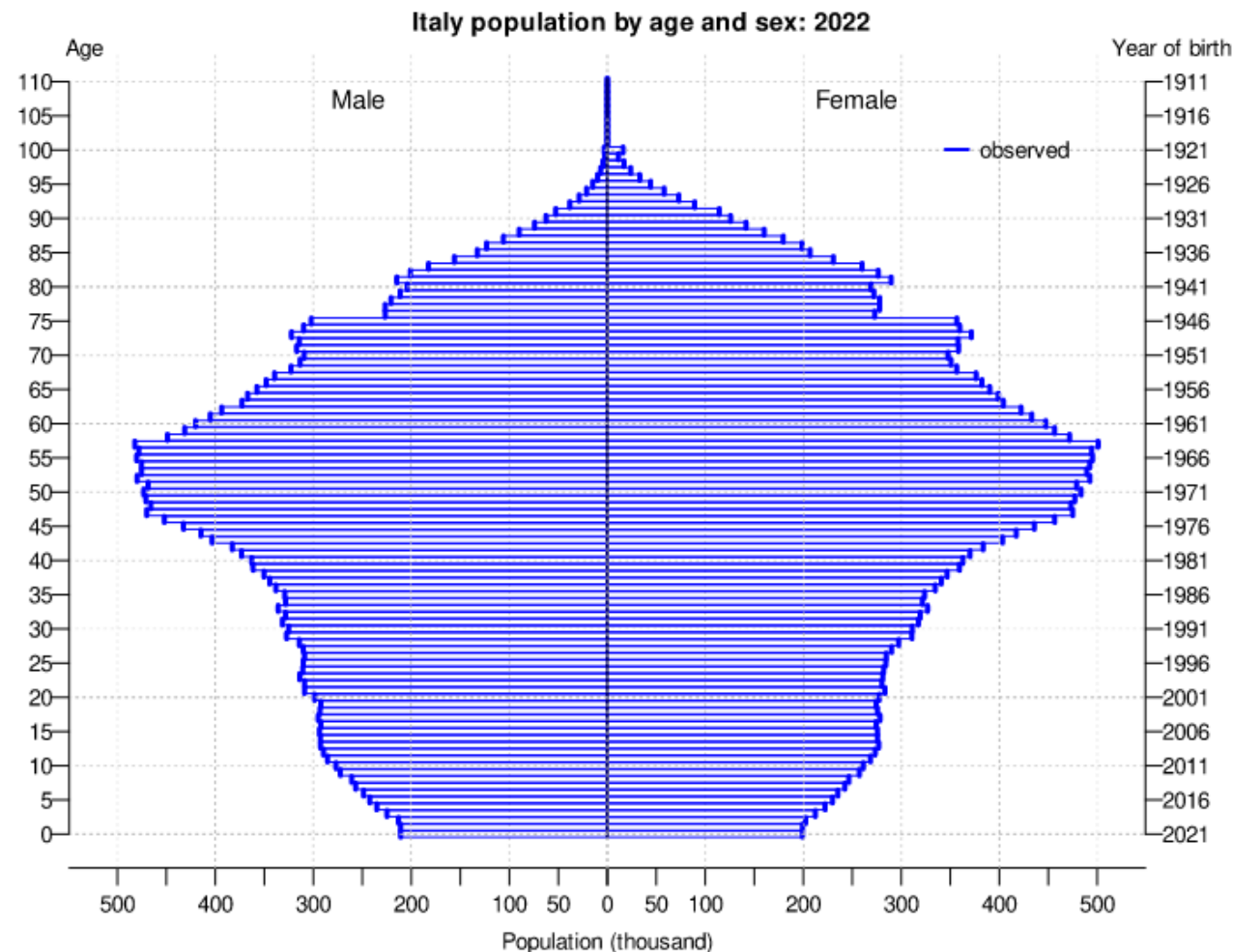
Longevity **82**

Percentage 65+ **24%**

Fertility Rate **1.3**



Peak Fertility **2.65 (1964)**

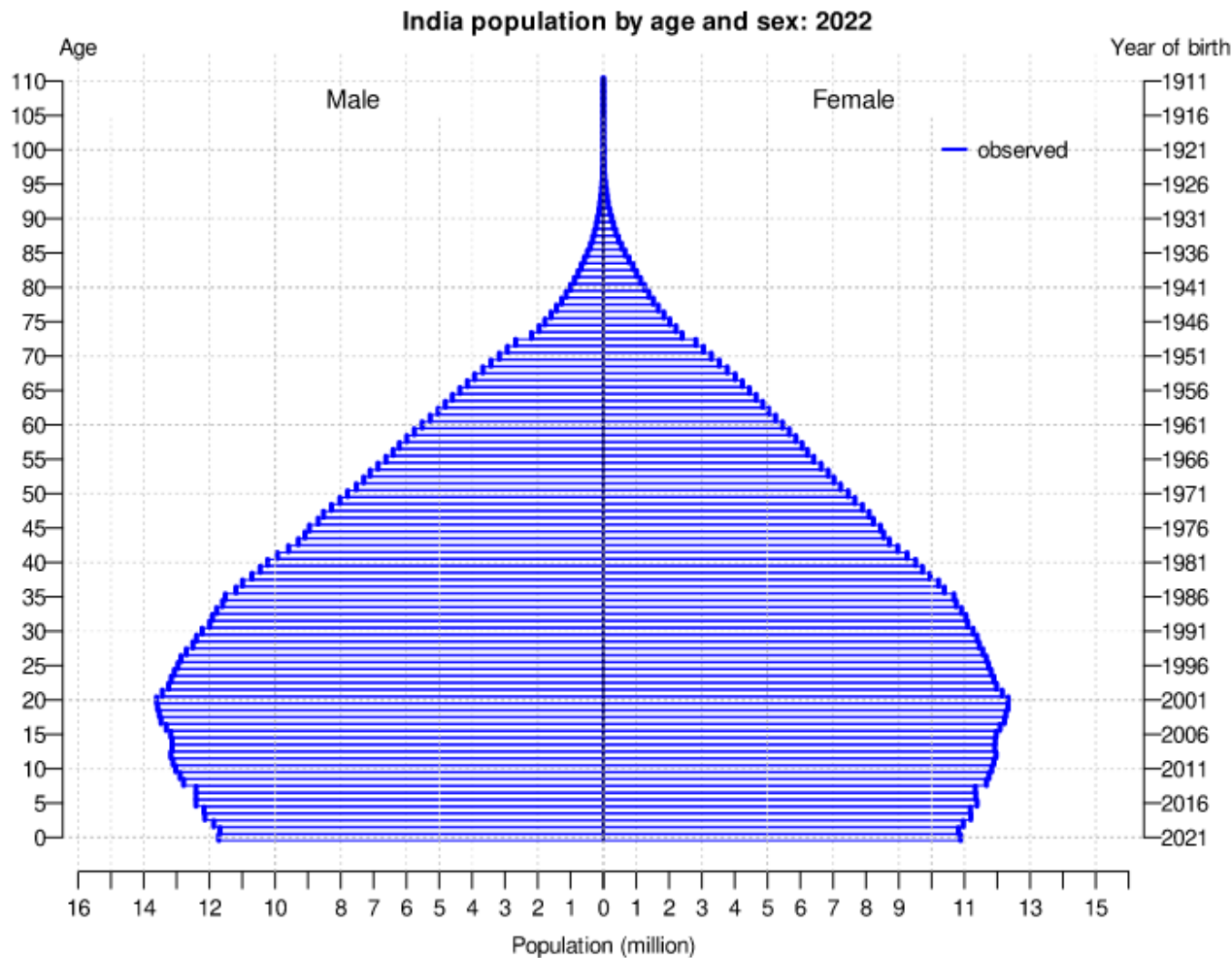
Below Replacement **1976**



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United Nations, DESA, Population Division. *World Population Prospects 2022*. <http://population.un.org/wpp/>

# INDIA POPULATION BY AGE AND SEX: 2022

 <b>INDIA</b>	
Median Age	<b>28.6</b>
Longevity	<b>70</b>
Percentage 65+	<b>6.8%</b>
Fertility Rate	<b>2.0</b>
Peak Fertility	<b>5.98 (1965)</b>
Below Replacement	<b>2020</b>



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United Nations, DESA, Population Division. *World Population Prospects 2022*. <http://population.un.org/wpp/>



# KEYS

AN IPSOS WEBINAR SERIES

Access the recording, presentations  
and resources from this episode



[\[Webinar\] KEYS - Talking about our generations | Ipsos](#)

JOIN US for our next KEYS webinar:  
Thursday, 17 November  
11:00 & 17:00 CET

## CONVERGENT COMMERCE

KEYS - A WEBINAR SERIES BY IPSOS





# KEYS

AN IPSOS WEBINAR SERIES

“MEET THE INDIA GEN Z”

---

Ashwini Sirsikar

GAME CHANGERS



# THE INDIA, GEN Z LIVES IN

1

A period of  
political  
stability

2

The tech  
boom

3

Strong  
economic  
growth





paytm



Flipkart



meesho



NYKAA

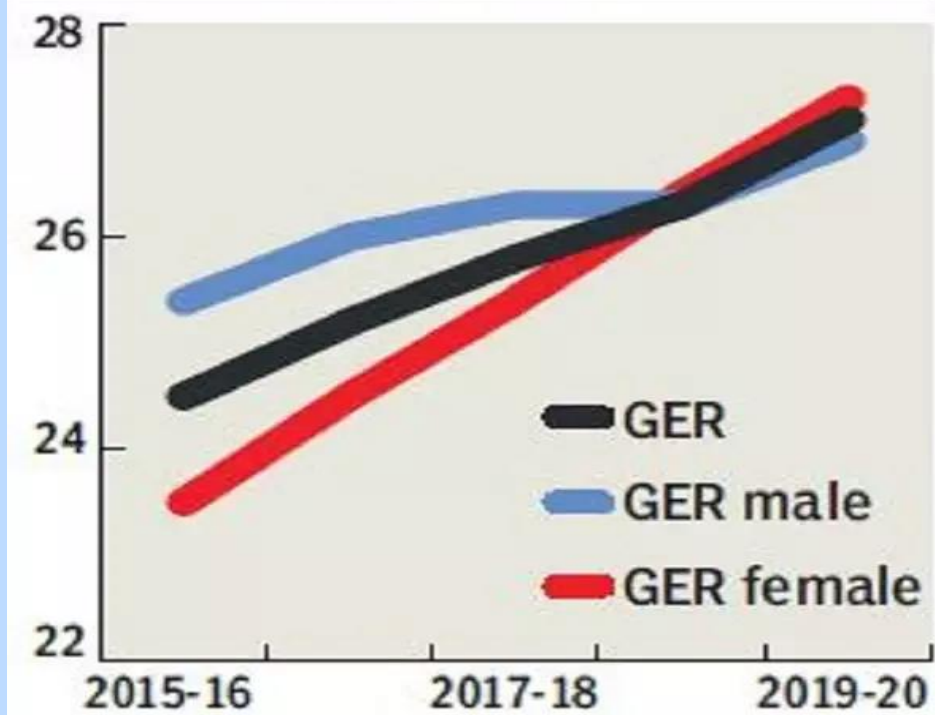


bigbasket



# 1. TECH LITERACY BINDS THE YOUTH

## GROSS ENROLMENT RATIO IN HIGHER EDUCATION (18-23 YRS)



## 2. STRONG NEED FOR SELF IDENTITY



1 in 2 not politically aware/inclined.  
60% did not vote in recent elections

Views on Politics  
(Top 2 Box - Bottom 2 Box)



Voted in Recent Elections



Base: All - 1824; Eligible to vote - 1404

#MeetTheZ

150

Pre-Covid



# 3. SOCIALLY CONSCIOUS BUT NOT ACTIVISTS





# 4. IT'S OK TO CONFORM



# 5. `BHARAT'-NO LONGER LESS OF AN EQUAL



Nawazuddin Siddiqui



Ritesh Agarwal-Oyo

Image posted on Facebook by humansofbombay



Vijay Shekhar-PayTM



# 6. LOST FOR THE RIGHT DIRECTION





The background of the slide features a close-up of four small green seedlings with two leaves each, growing out of dark, rich soil. The seedlings are arranged in a row, increasing in size from left to right. A large, solid black circle is positioned in the upper-middle section of the image, containing white text. The overall lighting is soft, highlighting the texture of the soil and the vibrant green of the plants.

Get ready for a  
*YOUTHQUAKE*

# DEMOGRAPHIC SLOWDOWN

**Are Italians doomed?**

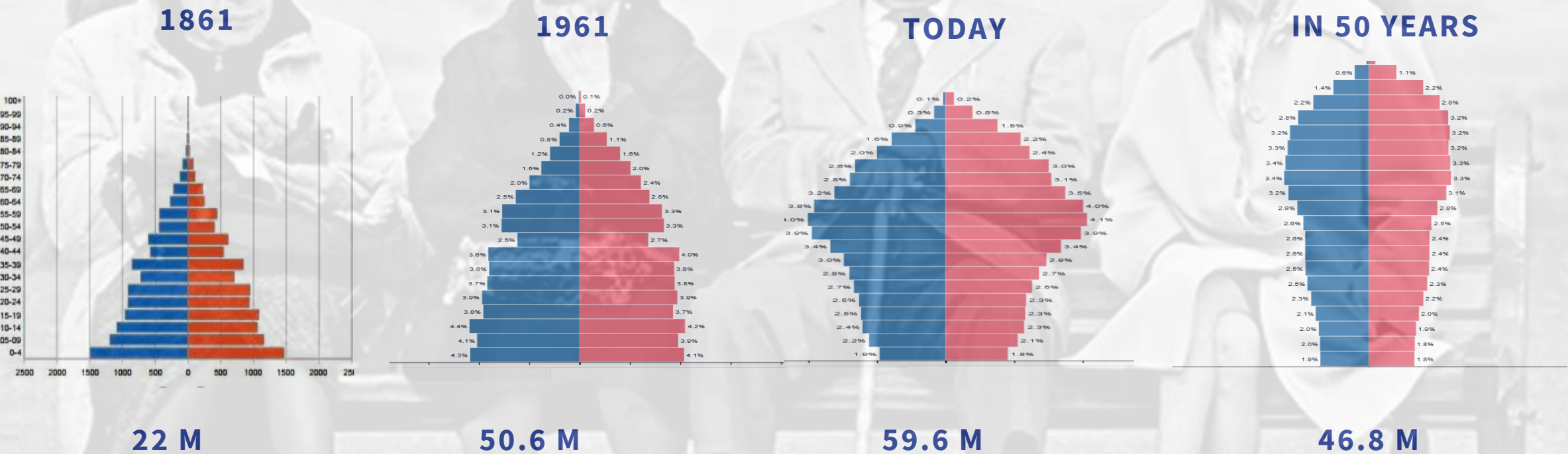
GAME CHANGERS





# We started as a pyramid, we will end as...?

Average age from 24 years in 1861 to 51 in 2070: we've grown, we've got older



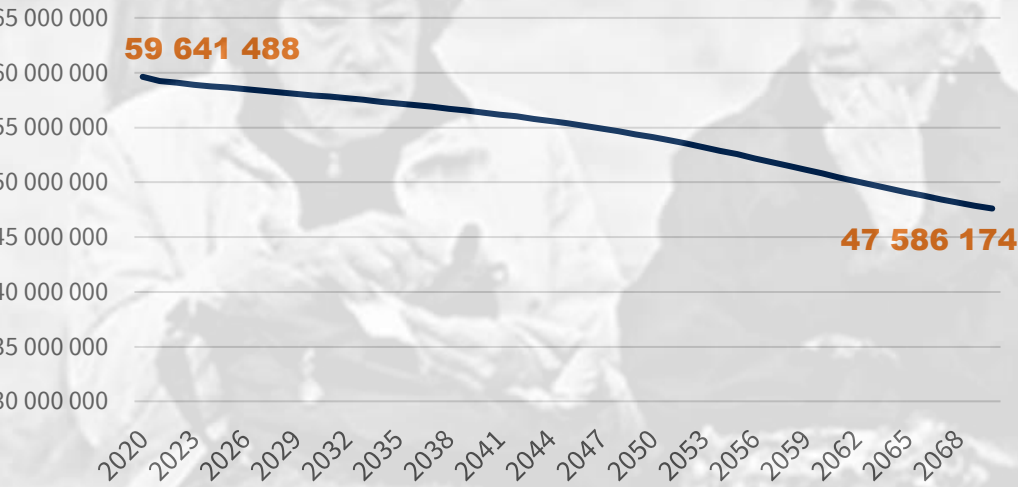


# A shrinking population – youth as a minority

## IMMIGRANTS ONLY PART OF THE SOLUTION



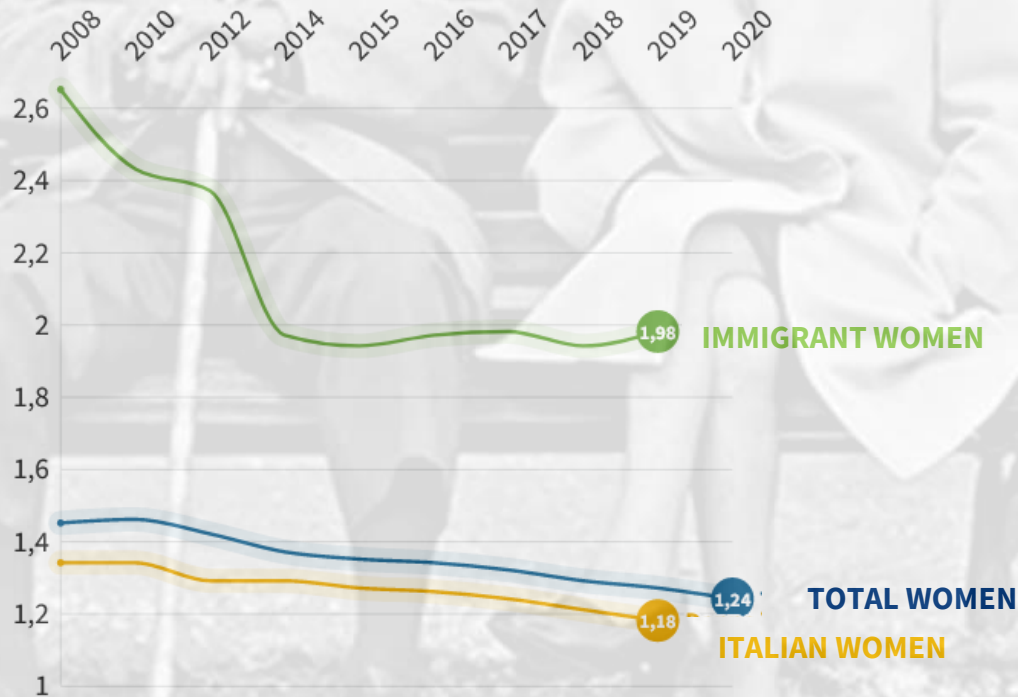
### A steep decline



9.8% 15-24

23.5% 65+

### The fertility rate is dipping despite immigration



## BEING YOUNG IN AN AGEING COUNTRY: A PRAGMATIC VIEW



**58%** «AN UNFAIR SITUATION, WHERE THE DEVIOUS PREVAIL»

**57%** «A SOCIETY WHERE NEW GENERATION STRUGGLE FOR OPPORTUNITIES»

**54%** «AN UNEQUAL SOCIETY WHERE MERIT IS NOT RECOGNIZED»

SOURCE: IPSOS

### UNEMPLOYMENT

**21.2%** of 15-24 YO

vs

**7.8%** TOTAL LABOUR FORCE

SOURCE: ISTAT 2022

# Gen z in Italy : SELF CONFIDENCE, HAPPINESS, OPTIMISM COEXIST WITH PRAGMATISM



85%

THINK THEY ARE THE REAL ASSET OF A COUNTRY

72%

ARE HAPPY

57%

LOOK AHEAD WITH OPTIMISM



## SURPRISING TURNOUT AT THE POLLS IN SEPTEMBER



64.5%

+4% THAN TOTAL TURNOUT

+ 4.6% THAN THEIR GRANDPARENTS'

## SURPRISING TURNOUT AT THE POLLS IN SEPTEMBER



20.1% VOTED PROGRESSIST & GREEN PARTIES

+13.7% vs total voters

43.1% VOTED «ESTABLISHMENT» PARTIES

-18.9% vs total voters

- \* YOU MUST WIN US OVER TO GET OUR VOTE

## few Tips for brands, manufacturers, employers



36%

OF SINGLE PERSON HH's

-12%

OF «TRADITIONAL» HH's – (COUPLES WITH KID(S))



50%

OF 18-29 HOLD A DRIVING LICENSE

-26%

VS TOTAL HOLDERS



4 – 5

JOBS GEN Z WILL HAVE EXPERIENCED  
BY THE AGE OF 30

THEY VALUE TRANSPARENCY & EQUITY





**THANK YOU**

**GAME CHANGERS**

