

Ipsos Global Trends Survey

The Romanian Chapter

Aftershocks and Continuity

April 2022

An



Event

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STATION**

Spot the early signs
of future change

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Introducing the Global Trends Survey

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Why Ipsos Global Trends?

THE MOST GLOBAL TRENDS STUDY WHICH INCLUDES ROMANIA

25+ countries every year

More than 20,000 respondents
each year

Conducted globally since 2013
(5 editions so far)

Romania included since 2019

SOLID EXPERTISE

Robust methodology

Solid expertise – Ipsos MORI

Before and after pandemics

Coupled with other data
sources for comprehensive
interpretation

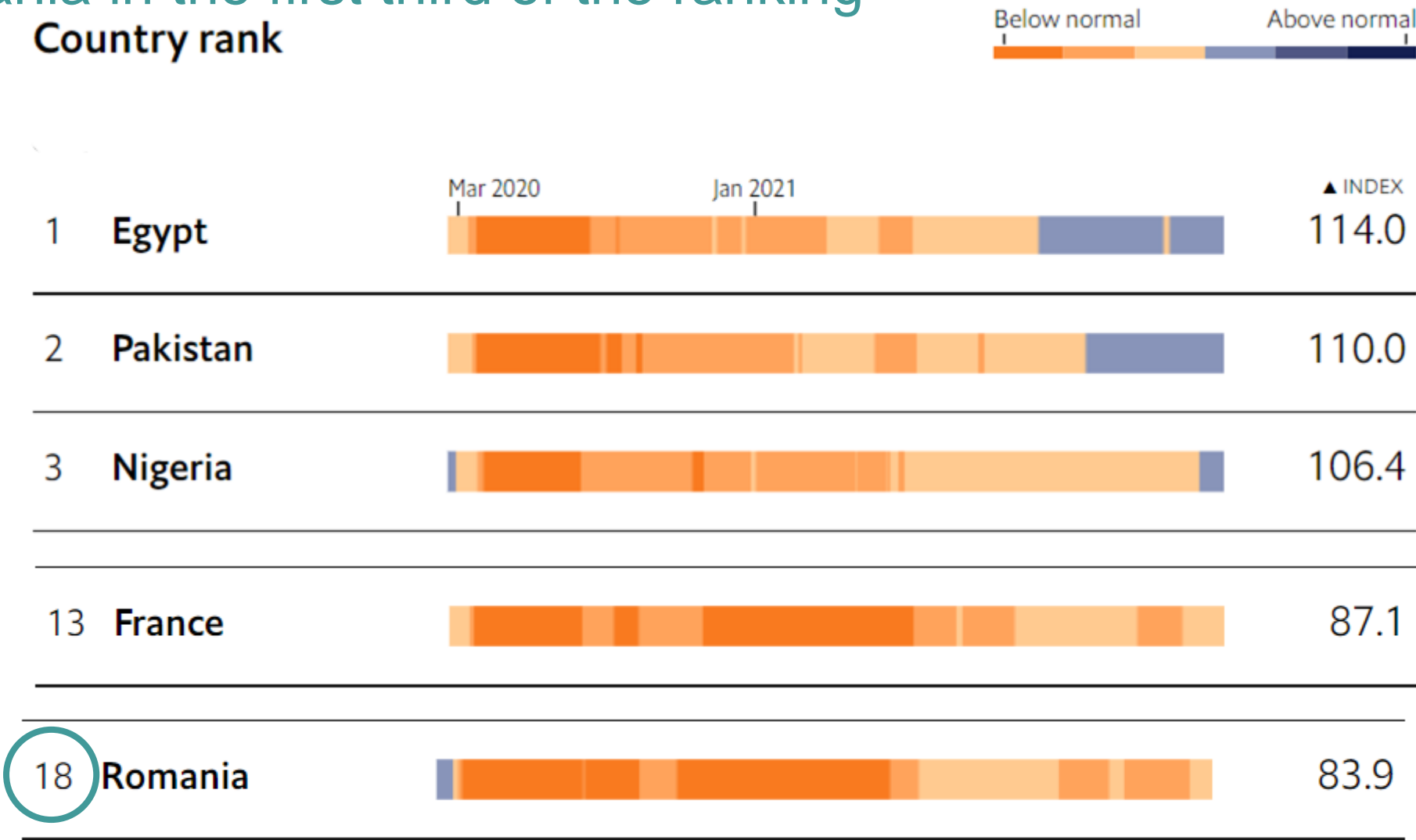
STEMMING FROM A WELL-FOUNDED THEORY

Long – medium – short-term

The Global Normalcy Index

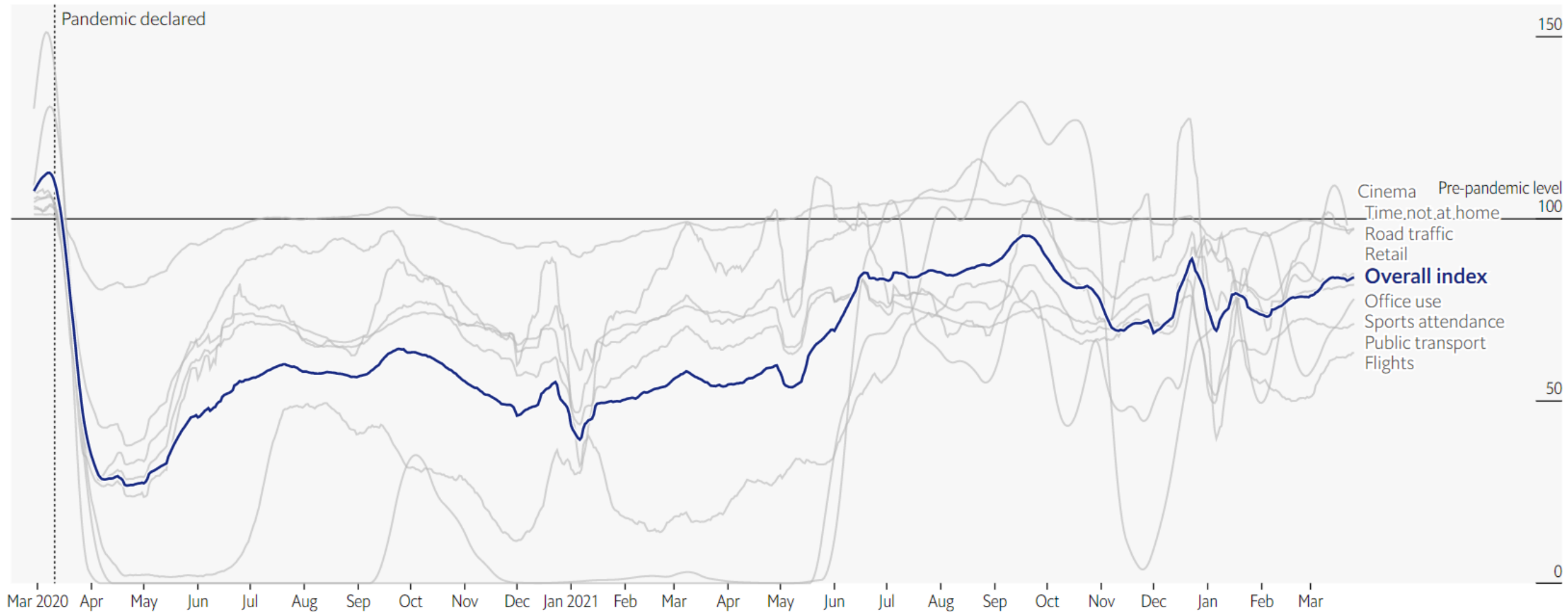
Romania in the first third of the ranking

Country rank



2021: A Year Spent Looking To Return To 'Normal'

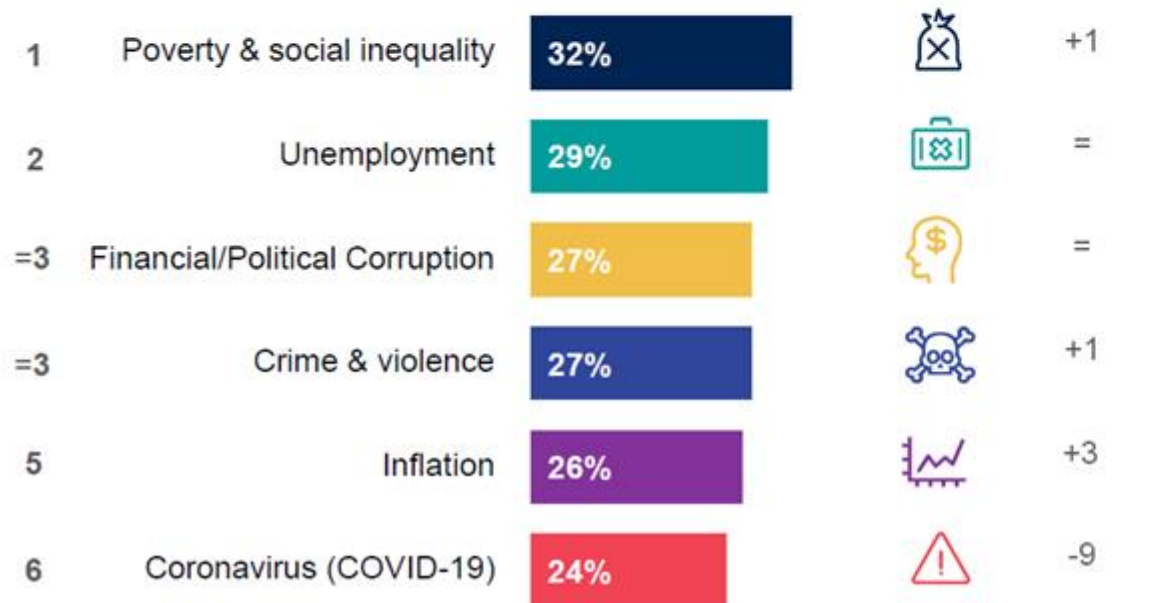
Romania



What Worries the World – March 2022

Covid-19 falls dramatically from 1st to 6th position in the ranking of most concerning issues this month. Inflation makes the top 5 for the first time, with 26% globally worried about this.

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

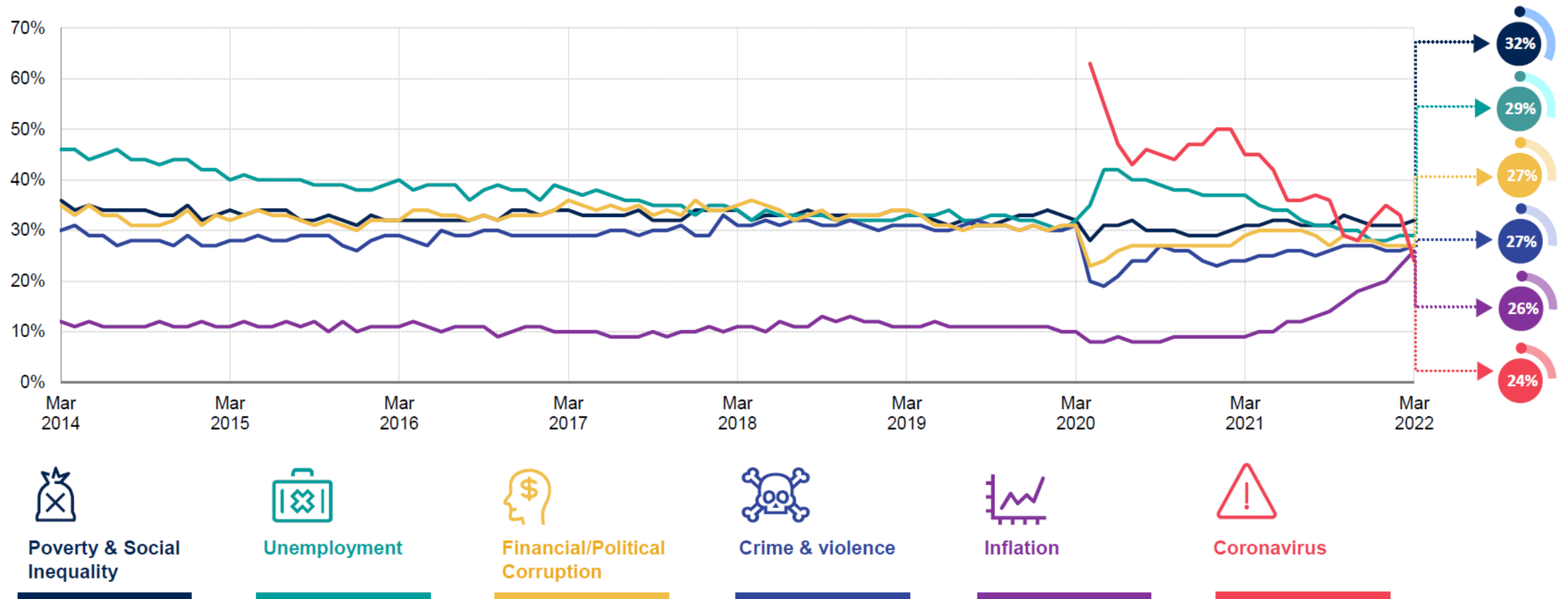


Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

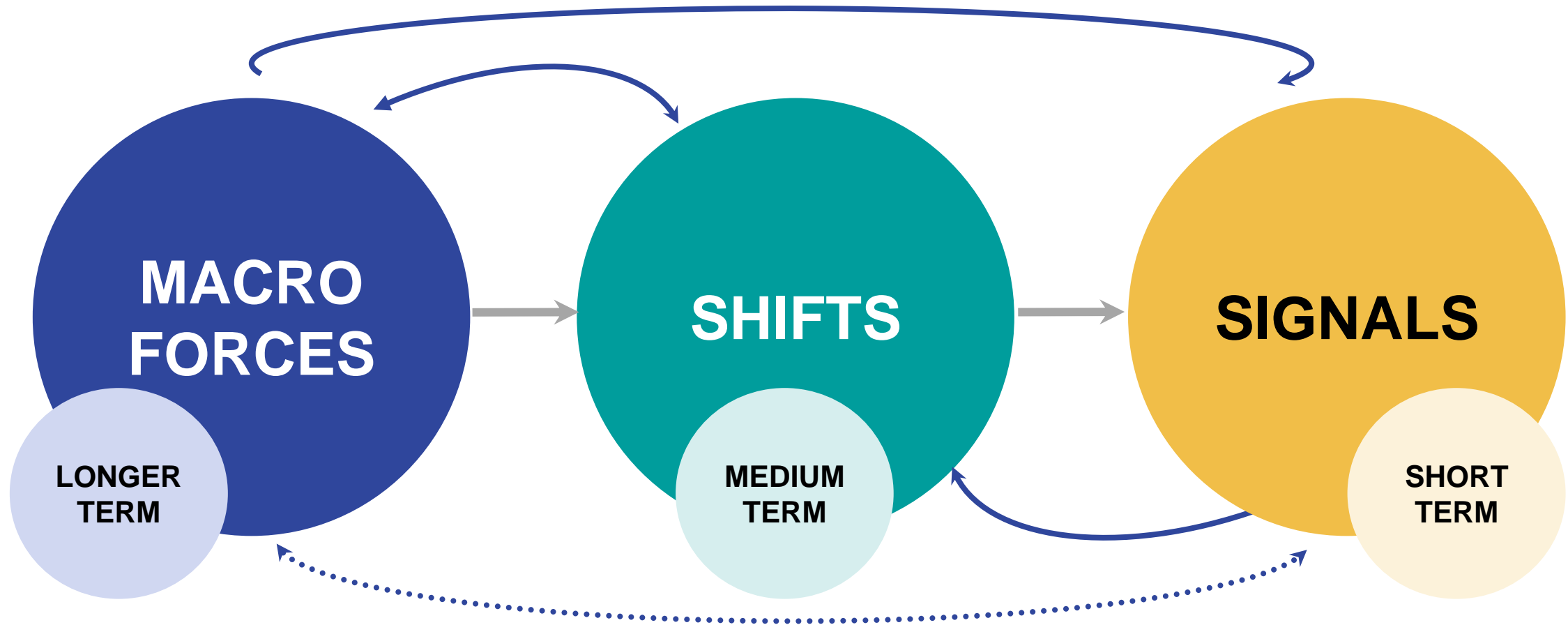


World Worries: Long-term Trend

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



Ipsos Global Trends - The Paradigm



After the initial shock, the impact of COVID -19 echoes through the system

2021 is similar - existing trends continue

Continuity in trends on climate, purpose and health

Change for brands, globalisation and online/offline world



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS

