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### Ipsos releases Global Trends 2023: A new world disorder

In 2023, we're entering a new world disorder filled with crises on multiple fronts.

Seven in 10 Australians agree that their government and public services will do too little to help people in the years ahead in the largest Ipsos Global Trends survey ever.

**22 February 2023** – Less than half of Australians (41%) consider their national government good at planning for the long-term future, while 47% rate businesses similarly. The major challenges facing people provide businesses and institutions a clear mandate to offer plans and solutions, according to the latest and largest Ipsos Global Trends 2023 survey.

#### Australian key findings

In **Australia**, we see some trends mirror global trends in some cases and differently in others:

1. **A growing tension between global and local.** We are less likely to view globalisation as good for us personally (50% vs 62% global average) but have a similar proportion seeing it as good for Australia (66%). So while there is a tension between global and local, in Australia there is also some tension between individually good and the greater good.
2. **We are concerned about environmental disaster but less so than many around the globe** (72% vs 80% global average). Like the rest of the world we are split on whether scientists really know what they are talking about on environmental issues (49% agree that scientists don't know vs 45% disagree).
3. **Ipsos Global Trends shows Australians have clear expectations of brands and business, as do others across the globe.** Most Australians surveyed believe business can be a force for good, with 81% agreeing that brands can make money and support good causes at the same time (vs 80% global average)– yet at the same time, 60% don't trust business leaders to tell the truth (vs 53% global average). And six in ten say they try to buy products from brands that act responsibly, even if it costs more (59% vs 64% global average).
4. **Amid rising demand for the regulation of big tech, six in ten (locally and globally) fear that technical progress is destroying our lives** – again most of us (78%) also say we can't imagine life without the internet (vs 71% global average); like what we see at the global level, this encapsulates the cognitive polyphasia so many of us experience in thinking about technology. In Australia, we are even more resigned to losing some privacy because of what new technology can do (87% vs 81% global average).

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5. **Again, similar to the global findings, we are confident about our own prospects, despite a gloomy global outlook.** In fact, Australia is one of the more optimistic nations. Our optimism bias is clear; only 29% are optimistic for the world overall for the coming year, but 70% consider themselves happy (vs 57% global average), and two thirds (67%) are optimistic about how 2023 will pan out for themselves and their family (vs 59% global average).

**Ipsos Australia Public Affairs Deputy Managing Director, David Elliott**, said: “The Australian findings show that while we see similar trends at a local and global level, there are some important differences that have implications for policy makers around the country. The key questions that arise from these overarching findings are - How do we help individuals derive more personal benefit from globalisation? How do we harness the optimism that we hold in Australia and build a future that benefits all Australians?

“This is particularly relevant given the highly publicised data breaches in 2022 - how do we help citizens realise the benefits of the internet without feeling they are compromising their lives or their privacy? And finally, if you believe that scientific evidence and perhaps solutions are key to tackle climate change and environmental degradation, how do we restore faith in environmental science and scientists?

“On a corporate front, it’s encouraging to see that most Australians we surveyed believe business can be a force for good, however, perhaps we are seeing this as more hypothetical than actual given that 60% don’t trust business leaders to tell the truth.”

### The global view

The Ipsos global study — comprised of 48,000 interviews across 50 countries, covering 70% of the world’s population and 87% of GDP — highlights clear trends for government and business to monitor and prepare for:

1. **A growing tension between global and local.** Although many talk of de-globalisation, at least six in ten people across the world believe that globalisation is good for them personally (62%) and for their market (66%). Over the last decade, this figure has been slowly rising – even as geopolitical tensions have worsened.
2. **Eight in ten agree we are headed for environmental disaster unless we change our habits quickly.** What there is not agreement about is how to address the environment – and even with such high levels of concern, more than half globally agree that scientists do not really know what they are talking about on environmental issues.

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3. **Despite global divisions, Ipsos Global Trends shows people do have clear expectations of brands and business.** Most believe business can be a force for good, with 80% agreeing that brands can make money and support good causes at the same time – yet concurrently, 53% do not trust business leaders to tell the truth. And almost two-thirds say they try to buy products from brands that act responsibly, even if it costs more (64%).
4. **Amid rising demand for the regulation of big tech, six in ten fear that technical progress is destroying our lives –** but at the same time 71% also say they can't imagine life without the internet; this encapsulates the cognitive polyphasia so many of us experience in thinking about technology. A larger proportion still – 81% - are resigned to losing some privacy because of what new technology can do.
4. **Finally, despite a gloomy global outlook, we are confident about our own prospects.** Our optimism bias is clear; while only 31% are optimistic for the world overall for the coming year, most consider themselves happy (57%), and 59% are optimistic about how 2023 will pan out for themselves and their family.

“Navigating through the ‘Twitchy Twenties’ means detail matters,” says Ben Page, Global CEO of Ipsos. “How can brands, governments and individuals work together to solve the multiple crises facing global society and build on the personal hope and optimism we see?”

Ipsos Global Trends 2023 provides the data needed to make decisions for a range of plausible future scenarios. Ipsos shares the macro forces that will shape the next decade, reviews the changes it sees in its global trends framework and suggests ways to react and build resilience.

The Ipsos report tells a story from the topline data. For a deeper dive into demographic differences, regional analysis and sector- or market-specific insights please contact us for a custom analysis of this incredibly rich data source.

### About the Study

Ipsos interviewed 48,541 people aged 16+ between September and November 2022. In most markets, the survey was carried out online with audiences aged 16-75 or 18-75. However different methods were used in four markets where internet penetration is lower: In Nigeria, Pakistan and Zambia the survey was carried out face-to-face, while in Kenya the survey was conducted using telephone. In each market the data are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent census data on factors including age, gender and education. The overall global figures presented in this release and the report are not weighted by population size but are an average across all 50 markets. All polls are subject to a wide range of potential sources of error.

Sample surveys and polls may be subject to sources of error, including, but not limited to coverage error, and measurement error. The precision of the online surveys conducted is measured using a Bayesian Credibility Interval. Here, the Australian results have a credibility interval of +/-3.5 percentage points. For more information on the Ipsos use of credibility intervals, please go to: [https://www.ipsos.com/sites/default/files/2017-03/IpsosPA\\_CredibilityIntervals.pdf](https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf)



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The Ipsos Global Trends study can be found at [ipsosglobaltrends.com](https://ipsosglobaltrends.com)

As a foundation member of the Australian Polling Council Ipsos complies with the Council's Code of Conduct. The purpose of the Code is to provide journalists and the public with greater confidence and trust in publicly released polling and survey data. We strongly encourage the inclusion of methodological details in any reference to published Ipsos results.

This study is compliant with the Australian Polling Council Code of Conduct. The Long Methodology Disclosure Statement for the study will be available at [https://www.ipsos.com/en-au/disclosure\\_statements](https://www.ipsos.com/en-au/disclosure_statements) within two business days.



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### About Ipsos

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

Our passionately curious research professionals, analysts and scientists have built unique multispecialist 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.

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