



PRESS RELEASE

Ipsos explains how brands and businesses can navigate a world of tensions with “Insights to Activate: Global Trends”

New York, September 27, 2024 – It’s a complicated world. What do Americans make of it?

We know 75% of Americans believe the world today is changing too fast. We know that just a quarter of them are optimistic about the world over the next 12 months. And we know much more about what they value, where they spend, and who they trust, thanks to the tenth-annual [Ipsos Global Trends](#) report.

To understand the hopes, fears, and habits that unite *and* divide citizens throughout the U.S. and around the world, [Ipsos](#), one of the largest market research and polling companies globally, has surveyed 50,000 people across 50 markets — representing three-quarters of the earth’s population, and 90% of its GDP.

In the 2024 [Ipsos Global Trends](#) report, those millions of datapoints are distilled into the nine key trends that businesses and policymakers must understand to navigate our changing world. And now, the [latest edition of Ipsos’ exclusive Insights to Activate series](#) shows where they can start.

This three-part series opens with a POV, “[United in Individuality](#),” which explores the future of the U.S. through a central paradox: the thing most Americans have in common is their desire to act as individuals.

Next, in an Oct. 16 virtual panel discussion, foresight experts from Ipsos, Mastercard, and Publicis Groupe will analyze how the nine Ipsos Global Trends shape (and are shaped by) forces like climate change, political polarization and economic strain — with high stakes for the private and public sector alike.

The panel will be followed by a client impact story reinforcing how Ipsos Global Trends can help brands manage risk and act with confidence in a global marketplace defined by complex regulatory and social headwinds.

“United in Individuality” is the latest chapter of [Insights to Activate](#), an ongoing series that explains how market research and strategic foresight can help brands make better decisions today and tomorrow. Previous installments include “[The ABCs of ESG](#),” “[Context or Chaos: 3 Ways Modern Brands can Break Through & Thrive](#),” “[Election Action: Is Your Business Prepared?](#)” and “[Gen AI: From Wow to How](#).”

Register for the October 16 webinar and stay up to speed on Insights to Activate at <https://www.ipsos.com/en-us/insights-activate>



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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 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 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a 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
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