

THE SEARCH FOR A MIDDLE GROUND



SOURCE: <https://www.nbcnews.com/politics/politics-news/trump-citing-no-evidence-doubles-down-illegal-voting-claim-election-n931556>



SOURCE: <https://www.wmagazine.com/story/colin-kaepernick-nike-campaign-trump-sales>



SOURCE: <https://news.sky.com/story/theresa-may-again-refuses-to-say-if-uk-will-be-better-off-post-brexit-11485577>

How Populism and Fake News are Shaping the Future

November 2018



WHAT DOES IT ALL MEAN? (GLASS HALF EMPTY)

- Change is the new norm. When we can not find information, people or institutions we trust we will change: political parties, brands, etc. more frequently.
- Clearly stated positions (choosing a side) on key issues will become an expectation – and lead to more polarization.

Clarity and conviction of message will trump consistency of actions in the short run.

Finding the “middle ground” will become anachronistic.

WHAT DOES IT ALL MEAN? (GLASS HALF FULL)

- Fast and accurate crowd sourced fact checks will become the norm.
- “Liars” will be outed and ostracized.
- Media that report half truths will lose credibility, be boycotted and lose revenue.
- As information becomes better, knowledge will improve and decisions (including voting) will be made on evidence not ideology.
- Political parties will change – no longer left or right, progressive or conservative they will represent the will of regional or issue based constituencies.

Finding the “middle ground” will become the primary goal of new institutions.

POPULISM

POPULISM

- Traditional institutions have failed to deliver on their promise of inclusive growth.
- Brexit and Trump are (in part) the result not the cause.

Finding the “middle ground” will become the primary goal of new institutions.

A MAJORITY OF CANADIANS THINK THE ECONOMY IS RIGGED, AND ARE SKEPTICAL THAT POLITICIANS CARE ABOUT THEM

% STRONGLY AGREE/TEND TO AGREE



Traditional parties and politicians don't care about people like me

55%

64%

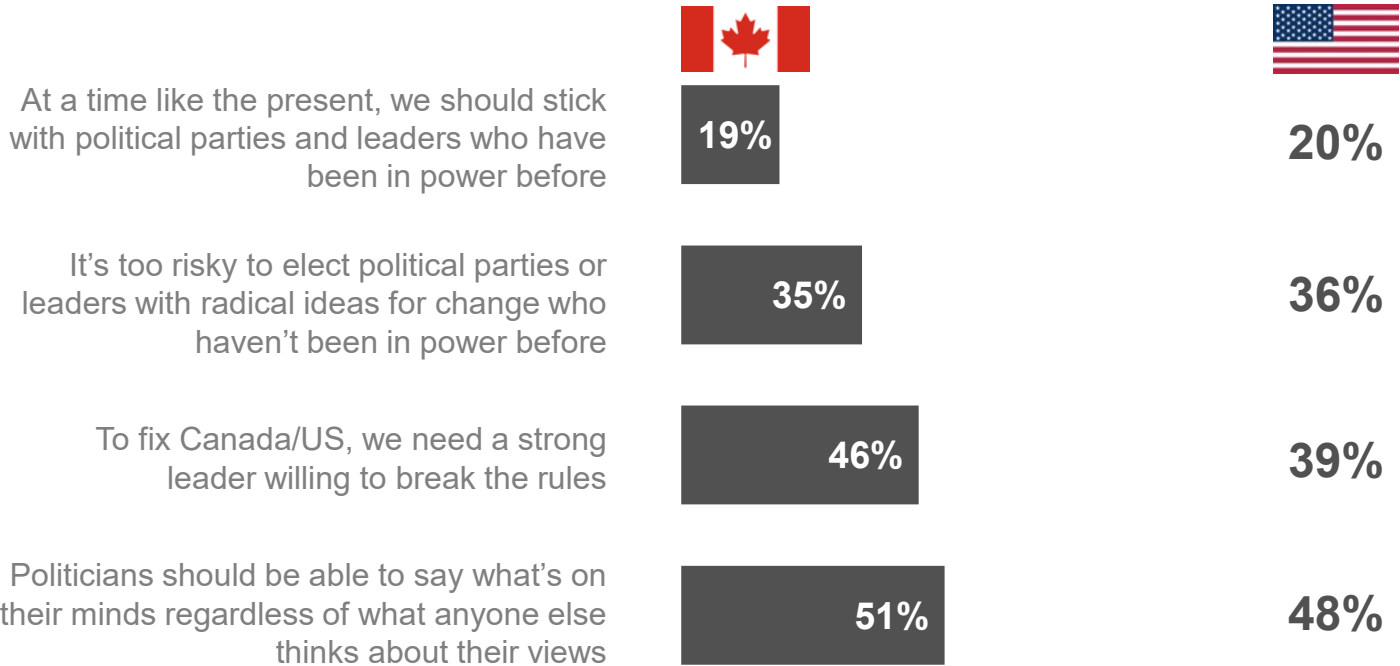
Canada's/America's economy is rigged to advantage the rich and powerful

57%

66%

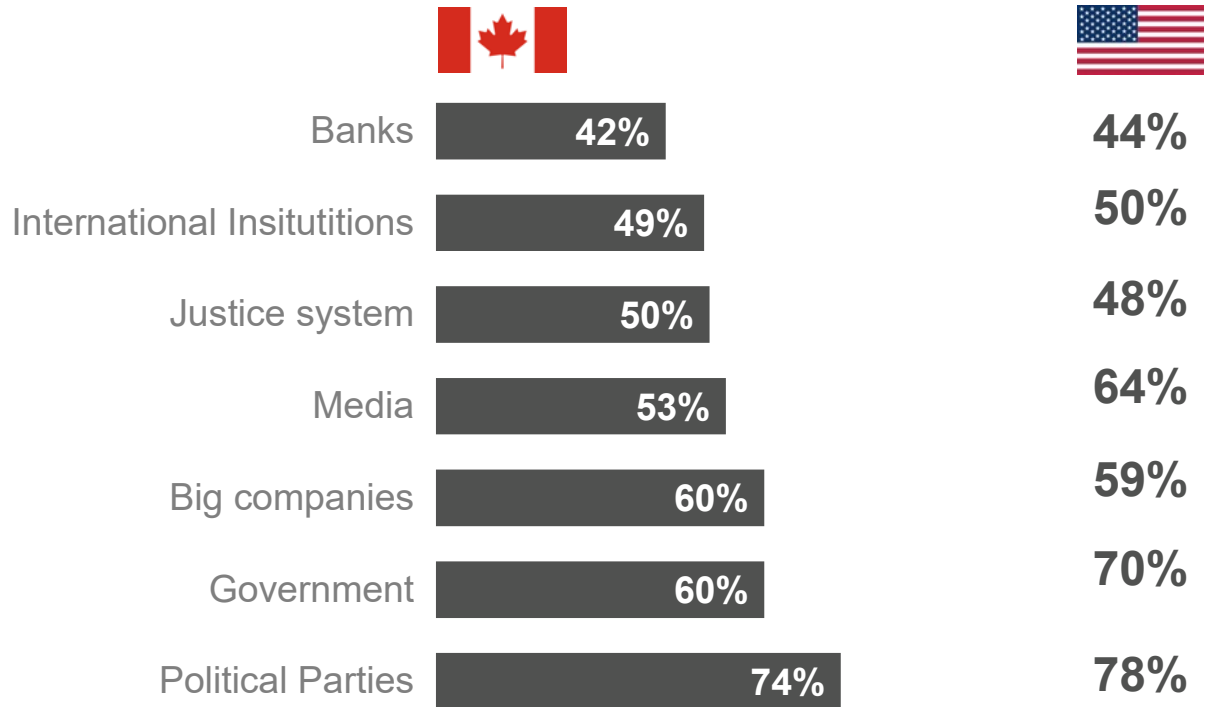
46% OF CANADIANS BELIEVE THE COUNTRY NEEDS A STRONG LEADER WILLING TO BREAK THE RULES

% STRONGLY AGREE/TEND TO AGREE

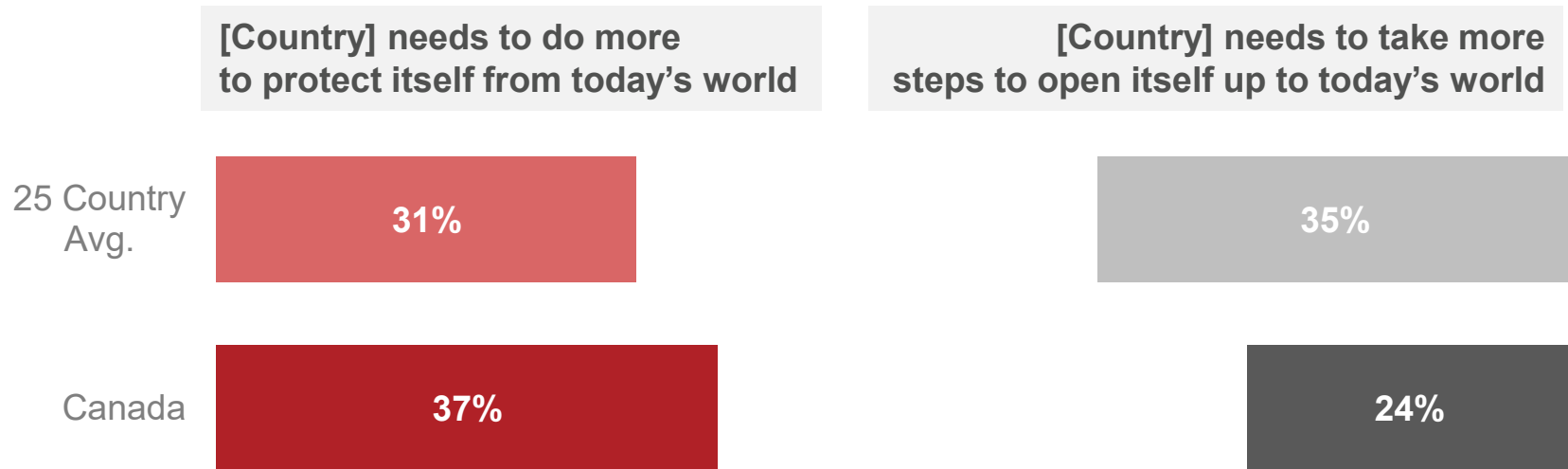


CANADIANS EXPRESS THE LEAST AMOUNT OF CONFIDENCE IN POLITICAL PARTIES

% NO CONFIDENCE/NOT VERY MUCH CONFIDENCE



CANADIANS LEAN TOWARD BEING PROTECTIONIST



FAKE NEWS

FAKE NEWS

- Less Trust
- More Lies
- Lower Knowledge

- Its usually “other” people that are getting fooled.

There is no such thing as truth anymore with people increasingly being driven by confirmation bias .. the truth is whatever confirms their beliefs.

69% OF CANADIANS BELIEVE THAT THE AVERAGE PERSON LIVES IN THEIR OWN “BUBBLE” ON THE INTERNET, 31% BELIEVE THIS ABOUT THEMSELVES

% STRONGLY/SOMEWHAT AGREE

The average person in my country lives in their own ‘bubble’ on the internet, mostly connecting with people like themselves and looking for opinions they already agree with.

I live in my own bubble on the internet, mostly connecting with people like myself and looking for opinions I already agree with.

Worldwide

65%

34%



69%

31%



77%

32%

CANADIANS LACK CONFIDENCE THAT THE AVERAGE PERSON KNOW WHAT IS REAL NEWS

% STRONGLY/SOMEWHAT AGREE

I am confident that the average person in my country can tell real news from 'fake news'.

Worldwide

41%



39%



29%

I am confident that I can tell real news from 'fake news' (entirely made up stories or facts).

63%

64%

65%

I think I'm better at spotting 'fake news' than the average person in my country.

58%

54%

59%

HALF OF CANADIANS HAVE BELIEVED A FAKE NEWS STORY

% STRONGLY/SOMEWHAT AGREE

I have falsely believed a news story was real until I found out it was fake

Worldwide

48%



48%



46%

MOST CANADIANS QUESTION WHETHER THE AVERAGE PERSON CARES ABOUT THE FACTS

% STRONGLY/SOMEWHAT AGREE

The average person in my country doesn't care about facts about politics and society anymore, they just believe what they want.

Worldwide

60%



60%



68%

I am confident I have a better understanding of social realities like immigration levels and crime rates than the average person in my country.

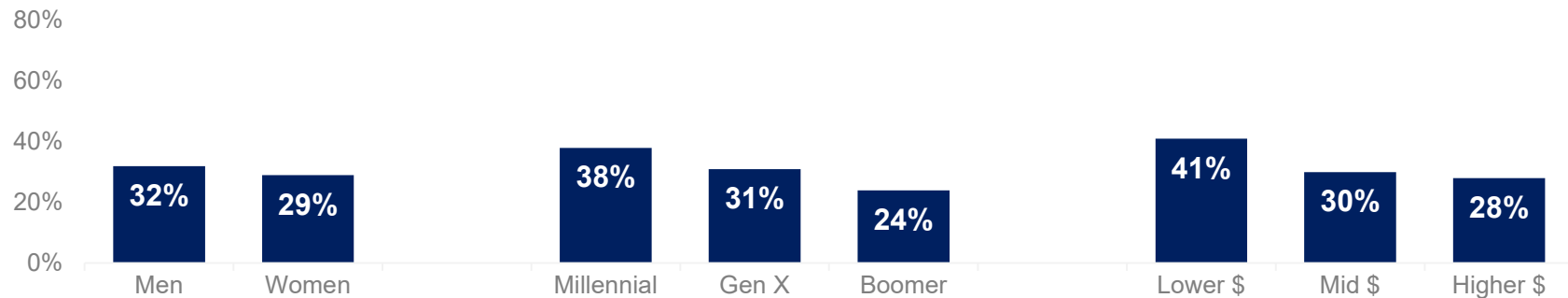
59%

51%

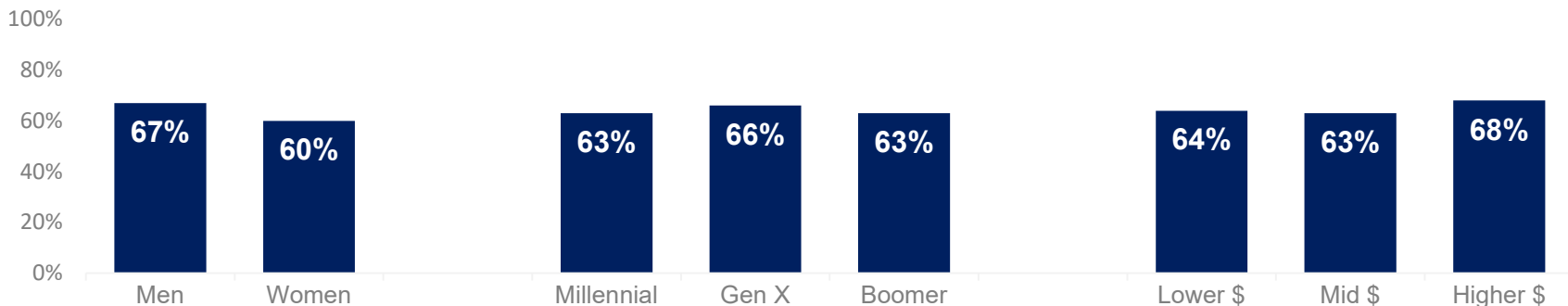
55%

MILLENNIALS AND LOWER INCOME MORE LIKELY TO SAY THEY LIVE IN A BUBBLE

I live in my own bubble on the internet, mostly connecting with people like myself and looking for opinions I already agree with.

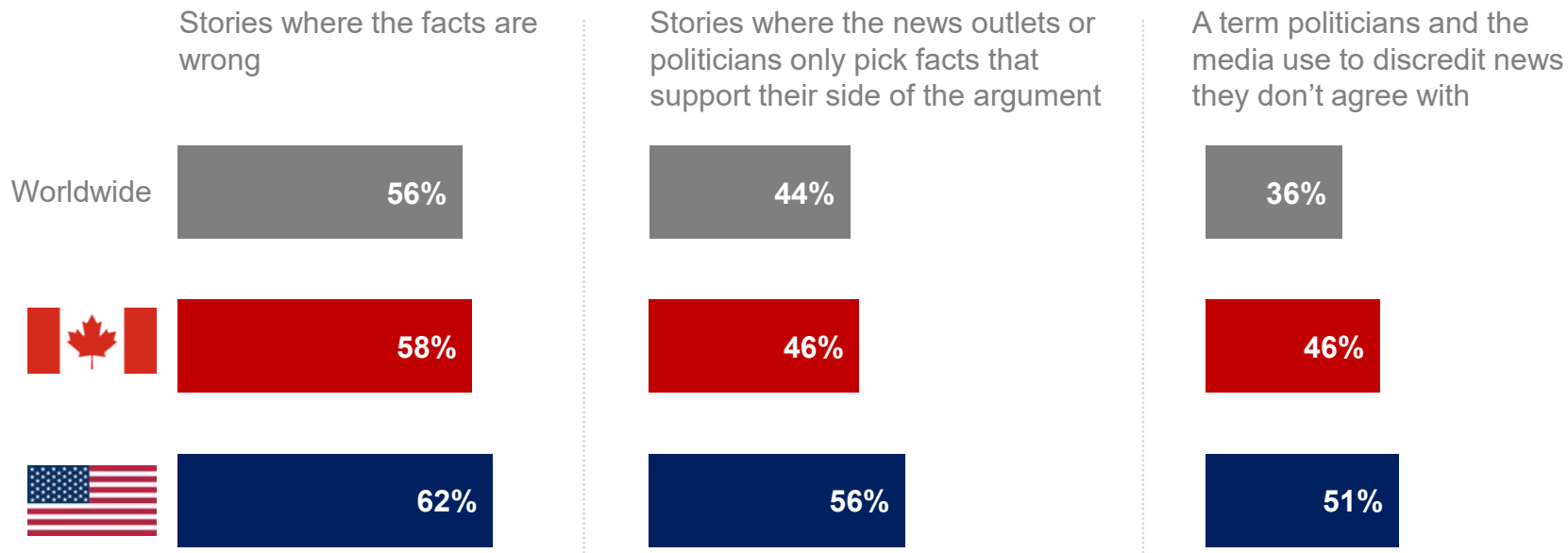


I am confident that I can tell real news from 'fake news' (entirely made up stories or facts).



CANADIANS ASSOCIATE FAKE NEWS WITH STORIES WHERE THE FACTS ARE WRONG, BUT MANY ALSO ASSOCIATE IT WITH SELECTIVE FACTS AND AS A DISCREDITING TERM

WHEN YOU HEAR THE TERM “FAKE NEWS”, WHAT ARE YOU PERSONALLY THINKING OF?
[% YES]



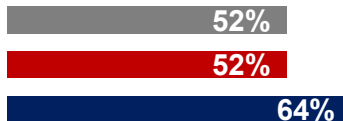
CANADIANS SPREAD THE BLAME FOR MISPERCEPTIONS ON PERSONAL BIAS, POLITICIANS, AND THE MEDIA/SOCIAL MEDIA

People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this? [% Yes]

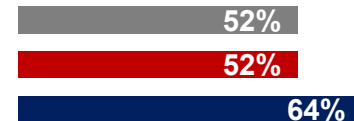
People have a biased view of the world, i.e., they tend to focus on negative things or think things are getting worse, or generalise from their own experience



Politicians mislead people



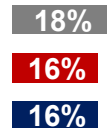
The media misleads people



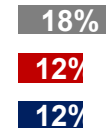
Social media misleads people



People are bad with numbers so they struggle with trying to estimate things like this

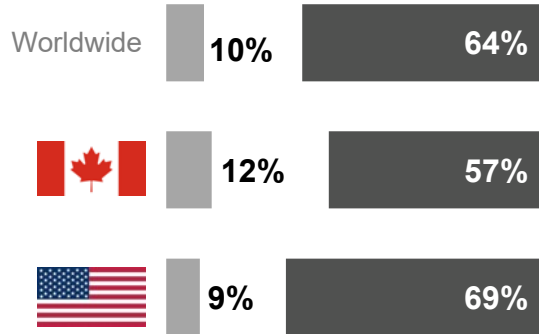


It's often the figures that are wrong, not people's views



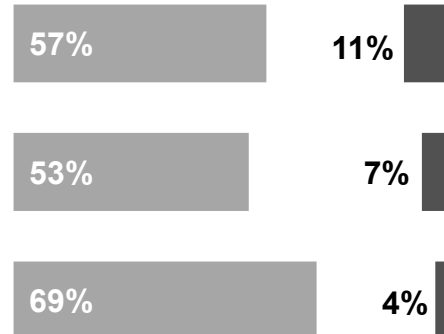
A MAJORITY IN CANADA BELIEVE THAT THE AVERAGE PERSON TRUSTS POLITICIANS LESS TODAY THAN IN THE PAST

Do you think the average person in my country trusts politicians to tell the truth more, less or about the same amount as they did 30 years ago?

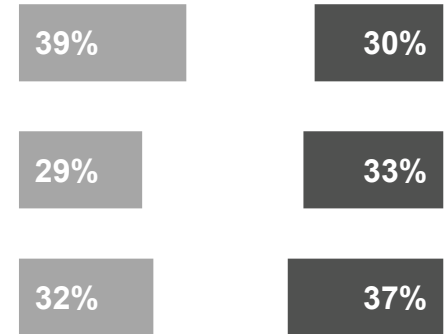


■ MORE
■ LESS

Do you think there is more, less or about the same amount of lying and misuse of facts in politics and media in my country than there was 30 years ago?



Do you think the average person in my country knows more, less or about the same amount about politics and society as they did 30 years ago?



TAKING A STAND ON SOCIAL ISSUES

TAKING A STAND ON SOCIAL ISSUES

- Despite or perhaps because of lack of trust and the feeling that the system is stacked against us, we want Companies to take a stand on social issues.

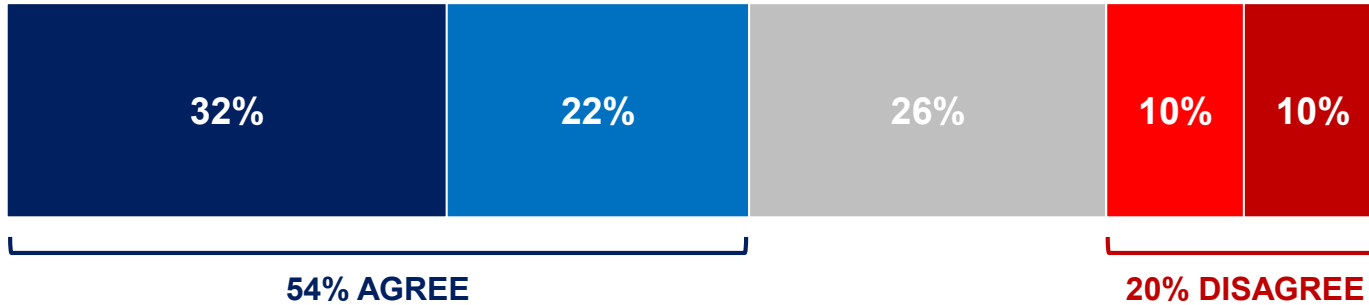
Most people feel that they can contribute to society in other ways (beyond voting).

We know that what we consume changes markets and we hope the our consumer behavior can change society for the better and faster than voting.

A MAJORITY OF CANADIANS THINK THAT COMPANIES SHOULD TAKE A PUBLIC POSITION ON SOCIAL ISSUES

“COMPANIES SHOULD TAKE A PUBLIC POSITION ON SOCIAL ISSUES LIKE RACISM, SEXISM”

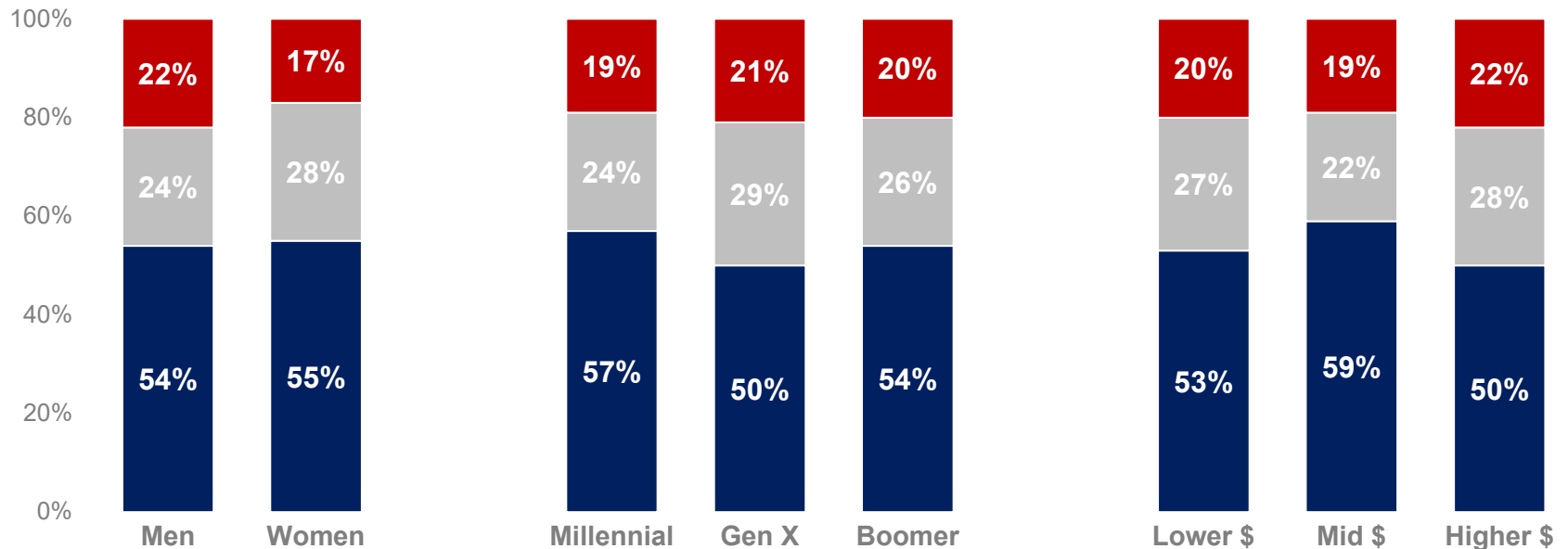
STRONGLY AGREE SOMEWHAT AGREE NEUTRAL SOMEWHAT DISAGREE STRONGLY DISAGREE



Gen X and higher income are somewhat less likely to say companies should take a public position

“COMPANIES SHOULD TAKE A PUBLIC POSITION ON SOCIAL ISSUES LIKE RACISM, SEXISM”

■ AGREE ■ NEUTRAL ■ DISAGREE



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