

# THE DIRECTORY

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of white papers and  
reports from the Ipsos  
Knowledge Centre**

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February 2023

**GAME CHANGERS**





# THE DIRECTORY

The Ipsos Knowledge Centre brings together Ipsos' latest research and thinking on a wide range of topics. This interactive document allows you to access the key papers and reports directly.

See the research topic areas and other resources available in the chapters listed below.

All material included in The Directory can be found on [www.ipsos.com](https://www.ipsos.com).

## Consumer & Shopper

*In Focus – Omnichannel & Sustainability*



## Media & Advertising



## New Methods & Techniques

*In Focus – Future of Insights*



## Society & Politics

*In Focus – Sustainability*



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## Global Advisor

Our international survey research programme on key issues facing the world



## Ipsos Update

Our monthly round-up of the latest Ipsos research







# CONSUMER & SHOPPER



# CONSUMER & SHOPPER

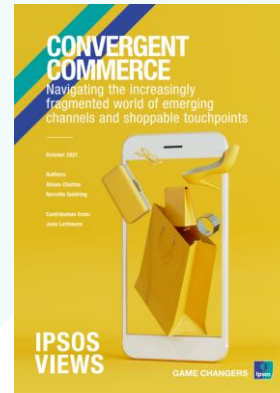
In focus | Omnichannel



## Beyond Omnichannel

Retail is adapting at an exponential rate, going from multichannel to omnichannel to convergent commerce. Brands are building their own platforms with unique ecosystems, integrating into consumers' lives.

[READ WHITE PAPER](#)



## Convergent Commerce

Retail channels have proliferated in recent years while digital and physical environments are blending. We explore the emerging world of convergent commerce, where a binary offline vs. online divide no longer applies.

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## The Morphing Store

Whilst the pandemic opened the digital commerce floodgates, there has been a return to physical store shopping as the pandemic eases. Ipsos data is indicating that the supposed death of the bricks and mortar store has been greatly exaggerated.

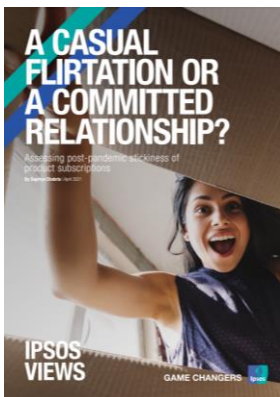
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# CONSUMER & SHOPPER

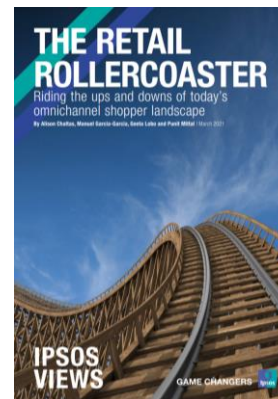
In focus | Omnichannel



## Product Subscriptions

The rapid acceleration of online shopping has also created friction within eCommerce. This paper identifies five common shopping barriers alongside reflections on how UX research can help to overcome them.

[READ WHITE PAPER](#)



## The Retail Rollercoaster

The pandemic has caused the world of retail a great deal of turbulence. This paper presents some of our key observations of this time, a neuroscience perspective of consumer behaviour, and explores whether we are moving in new directions or rather experiencing an acceleration of trends.

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## Voice Commerce

Voice assistants are already a part of our lives on our smartphones, watches, headphones, speakers, refrigerators, and home hubs. However, buying products/services through 'Voice Commerce' remains widely untapped. We explore future possibilities for this tool.

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# CONSUMER & SHOPPER

In focus | Omnichannel



## Optimising Ecommerce

Product subscriptions have become increasingly popular during the pandemic. Is this just flirtation or are consumers showing true commitment to this convenient home-delivery purchase model? We look at the evidence. See our earlier paper: [Unpacking Subscription Models](#).

READ WHITE PAPER



## Up Close and Personal

Providing a seamless customer experience and advocating customer-centricity are no longer enough. Neither is looking at omnichannel development through the technology lens. Retailers must design or rethink their channel strategy based on a personal understanding of their customers.

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## Channel Performance

Brands must be confident that their channel strategies are implemented consistently. This paper provides guidance to those charged with managing their organisation's channels (physical, contact centre, digital), drawing on several case studies.

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# CONSUMER & SHOPPER

In focus | Omnichannel



## Sustainability and Advertising

Sustainability is becoming an increasingly present topic in our lives and in the media. Everywhere we look, it's hard to avoid questions around building a sustainable future. In this paper we delve deeper into this conflict and examine how sustainability and advertising can work together.

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## Environmental Sustainability

Here we share the results of a new global segmentation study, identifying five groups based on their levels of concern and engagement towards the environment. We also share guidance for government and businesses on how to connect with each segment and drive more positive behaviour change.

[READ WHITE PAPER](#)



## The Sustainability Imperative

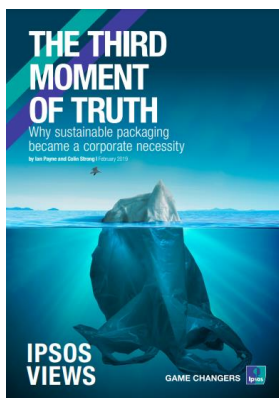
Is sustainability still a priority? Our response is a definitive yes. With mounting pressure, it is no longer a question of when companies should pursue a sustainability agenda, but how they should go about it. We unpack how to take action on sustainability today.

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# CONSUMER & SHOPPER

In focus | Sustainability



## Third Moment of Truth

Sustainable packaging is becoming a greater concern to consumers: eight in 10 people globally feel we are heading for an environmental disaster unless we change our habits quickly.

[Also in Spanish.](#) / [Read our paper on Japan.](#)

READ WHITE PAPER



## Clean, Green & Affordable

Packaging in the post-Covid 'new normal' is going to involve balancing competing tensions; the newly acute emphasis on hygiene, sustainability in the time of climate emergency, and the critical need to deliver value in recessionary times.

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## Innovation in Inflationary times

Three in four consumers globally are concerned that price increases in 2022 will outpace their income growth. We offer guidance to innovation leaders who face difficult decisions when price increases are inevitable.

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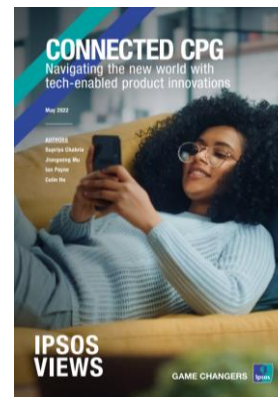
## The Brand Experience Gap

Brand and experience are becoming increasingly intertwined and organisations must pay attention to this powerful intersection. An explicit understanding of how customer experience (CX) impacts brand equity and growth is needed to build strong brands.

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## Ensuring Compliance

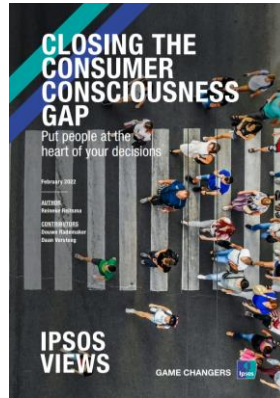
This Ipsos Views paper is essential reading for regulators and the regulated when comes to meeting standards and treating customers fairly. Make sure you aren't falling short on compliance and consider some of the insights outlined here.

[READ WHITE PAPER](#)

## Connected CPG

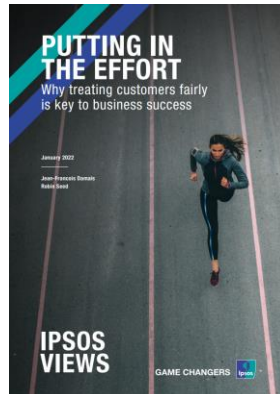
CPG growth lagging? Saturation, fragmentation, and commoditization holding you back? Explore this Ipsos Views paper on Connected CPG to unlock innovative technologies to grow deeper connections with consumers.

[READ WHITE PAPER](#)



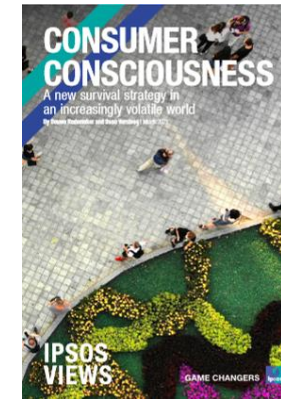
## Closing the Gap

The insights world is going through a transformation. Consumer needs, wants, expectations, and preferences are changing rapidly, markets are fragmenting, and companies need to understand their customers better and faster to stay competitive.

[READ WHITE PAPER](#)

## Putting in the Effort

Building on recent research and analysis in multiple sectors, this paper sheds new light on why it is essential for organisations to get the perceived balance of effort right in the eyes of customers.

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## Consumer Consciousness

Key Performance Indicators (KPIs) are central to customer experience measurement and management. They are a powerful tool for change, and to work well, organisations need to ensure that their KPIs are right for them. We explore how to set the right targets.

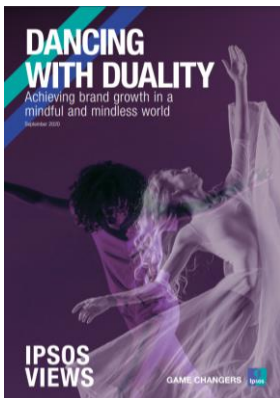
[READ WHITE PAPER](#)

## The Key to Your CX Success

Moving beyond the notion of customer-centricity, this paper outlines a framework for how organisations can better connect the data and insights at their disposal to become more "consumer-conscious".

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## Dancing with Duality

Ipsos' brand growth story presents our latest understanding of how people make decisions in a mindful and mindless world. In light of this, we explore strategies for brands to connect with consumers – and influence brand choice.

Also in [French](#) and [Spanish](#).

[READ WHITE PAPER](#)

## Covid and Behaviour Change

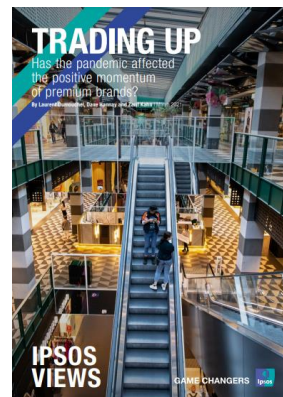
Building on recent research and analysis in multiple sectors, this paper sheds new light on why it is essential for organisations to get the perceived balance of effort right in the eyes of customers.

[READ WHITE PAPER](#)

## Service With a Smile?

How can an organisation create meaningful “masked moments” that encourage customers to return, spend and recommend, while also ensuring customers and staff stay safe?

[See Latin America edition](#)

[READ WHITE PAPER](#)

## Trading Up

We have seen a widespread and steady rise in recent years. But has the pandemic affected the positive momentum of premium brands? Our analysis of our global brand tracking database shows the long-term and more recent trends as we analyse the success drivers for premium brands.

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## Closing the Gap

Shopper behaviour is evolving and making the consumer's path to purchase more complex. From cognitive shortcuts to disruptive e-commerce models, this paper explains 5 key factors behind these changes and what can be done to stay ahead.

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## A Little Happiness

It may be natural to think premium brands do badly during an economic downturn, but recognising our enduring need for occasional treats, premium products positioned as 'affordable indulgences' have an opportunity to perform well.

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## Driving Quality

We may intuitively recognise that delivering great quality vehicles is a top priority for automotive manufacturers. But in this paper, we provide new evidence of this causal link between quality satisfaction and long-term business profitability.

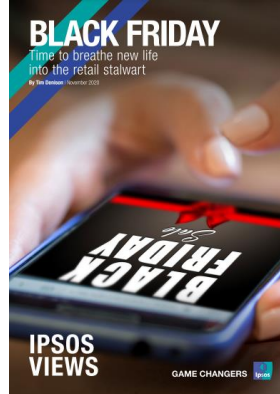
[READ WHITE PAPER](#)

## Brand Growth in Crisis Times

The challenging dynamics of COVID-19 means that the brand-building playbook could fundamentally change. In this paper, we offer some early perspectives on how brands can orientate themselves today and in the post-crisis world.

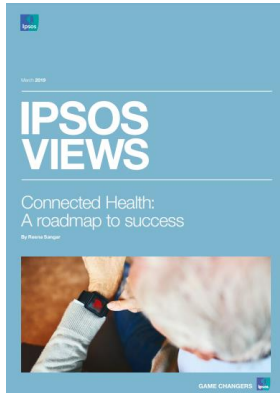
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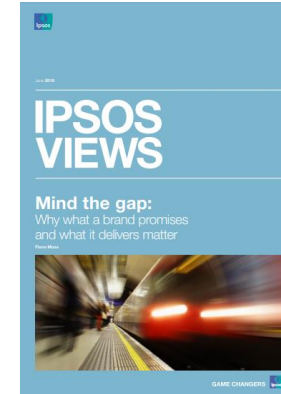
## Black Friday

Black Friday 2020 will be like no other. It could make or break retailers' years. It could mark the death knell of Black Friday itself. Our tour of the history of Black Friday shows how it has moved from humble beginnings to a multi-day, digital retail extravaganza in many countries around the world.

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## Connected Health

Connected health is now entering the mainstream. Wearable technology provided the breakthrough moment, but this paper presents other developments in this area as well as a forward-looking view of how Connected Health technologies can transform the traditional structures of healthcare.

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## Mind the Gap

What happens when there is a mismatch between what a brand promises to its consumers and their actual experience? We explore the promise-experience gap and the pitfalls of over-promising.

[See LATAM version.](#)

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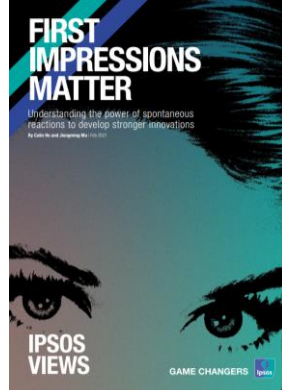
# MEDIA & ADVERTISING





## Welcome to the Metaverse

As we have seen, the metaverse will be tomorrow's internet; it is not a distinct technology or merely virtual worlds, but a technological ecosystem that offers seamless and permanent, connected experiences between real and virtual worlds - in every aspect of our life.

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## First Impressions Matter

The way we form first impressions of people can be applied to products, too. We present findings from our innovation research on how the first impressions that consumers form can determine whether they move towards a purchase or disengage completely.

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## Cultural Intelligence

There is a simple answer to these questions and to the challenge of brand communication travel: cultural intelligence. Ipsos has conducted a meta-analysis of more than 1,200 ads that had been tested in at least two countries. The performance was compared to identify whether it performed identically or not.

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## Women in Advertising

Media and advertising play an important role in our culture and reflect the social norms of our society. In this way, there is a societal responsibility in how brands portray women in their advertising. We also explore the business benefits of modern and positive gender representation.

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## Get Real, Get Creative!

There are many paths to success in creative communications, but what often makes the difference is how campaigns are rooted in reality and how they relate to people's lives. We unpack what this means and show some examples of winning creative strategies.

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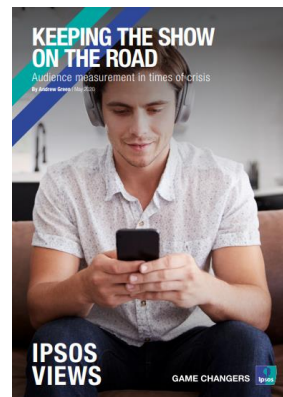
## The Power of You

In a rapidly changing media landscape, this is a call to action to help your creative leverage the power of you. While creative may need to work harder to grab and keep attention, its main role has largely remained the same: to capture attention and encode memories that can later influence brand choice.

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## We Don't Need to Talk About Ads

Advertising that gets talked about has the potential to deliver unpaid or earned reach – a bonus for marketers. In this paper, we highlight four key traits that advertising needs to evoke the right responses and be talked about online.

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## Keep the Show Going

The coronavirus crisis has forced change upon the world of audience measurement. But this is not a time to stop measuring. Instead, we should focus on investigating alternative, virus-resistant methods that will allow us to continue to offer insights into how media audiences are changing.

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## Tailored for Success

A study on the impact of personalised banner advertising provides new evidence on how to effectively target particular audiences. We look at whether personalisation can better grab attention and grow brand relationships.

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## A MISFITS Christmas Ad

In this paper, Ipsos reveal why this Belvedere Vodka campaign is a true 'Misfit' advert and explore the creative drivers behind this stellar creative and other effective ads in the drinks category.

[READ THE PAPER](#)

## MISFITS

In MISFITS, Adam Sheridan highlights the tension and missed opportunity of harnessing creativity in advertising and explores what it means to the regular people it needs to influence.

With this shared language in hand, he identifies its value to end advertising effects. And he frames this language and value of creativity in the qualities of the MISFITS of popular culture. The people who do not fit in and, in doing so, can harness creativity to deliver the best experience for their audiences.

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# NEW METHODS & TECHNIQUES





# NEW METHODS & TECHNIQUES

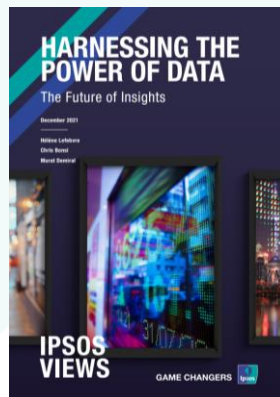
In focus | Future of Insights



## Moving to Impact

Building on the first paper in this series, here we set ideas on how to demonstrate the impact that insights have on business. This goes beyond just promoting our reason for existence – it ensures that investment goes to the right places and is driving the right business outcomes.

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## Harnessing the Power of Data

This third paper explores the various approaches in how companies structure their data and analytics teams, the challenges they face in doing so, and the different paths available to create value and drive human-centricity.

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## Transforming the Insight Function

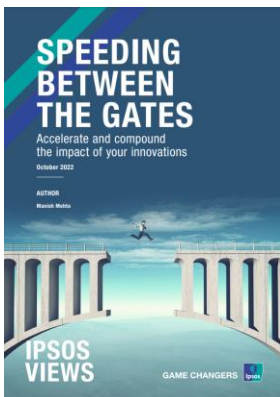
The “Future of Insights” series is based on the rich discussions we have been having with our clients about how research is changing and how to elevate its impact. Is your insight function a real source of competitive advantage? We describe what needs to be in place to create one.

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## CX Service Design

We live in volatile times that are influencing customers' expectations, needs and opinions. Understanding and empathising with customers and the context of 'their world' needs to be at the heart of experience design.

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## Speeding Between the Gates

Brands need to be more efficient at bringing innovations to the market that meet growing consumer expectations. The traditional stage-gate project management technique isn't optimised for this challenge, and organisations need a new agile stage-gate system.

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## Smarter Mystery Shopping

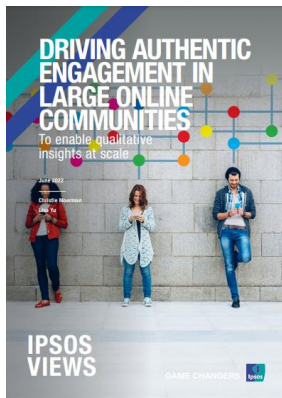
Research studies show that brands that provide customers with a superior experience compared to their competitors achieve greater loyalty, higher profits and better returns. But a convergence of factors in recent years has made delivering an exceptional customer experience increasingly difficult.

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## We're More Than Our Senses

Traditional product testing that focuses purely on product characteristics that are just connected to our senses do not provide accurate market predictions for success. This investigates using behavioural science to improve brand product testing.

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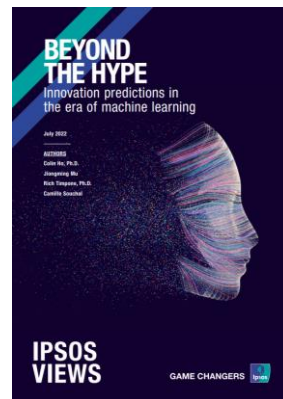
## Engaging Online Communities

How can you be authentic with consumers and ensure value to clients at large scale? At Ipsos, we believe we have helpful recommendations that solve this conundrum by combining a unique blend of qualitative and quantitative research.

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## A Panoramic View

Defining the competition in today's hyperconnected world can be extremely challenging. This paper demonstrates how understanding consumers' decision-making processes can help companies to see where their competition lies and where the branding opportunities are.

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## Beyond the Hype

Artificial Intelligence (AI) is being deployed in software across technologies all throughout different markets. It only seems right then to utilize AI for market research. This paper delves into AI enabled research to potentially produce faster, cheaper, and better results.

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## AI Meets Consumer Insights

Pressure is mounting to stay competitive in rapidly changing markets, staying one step ahead of consumers is key. Step forth a new breed of AI-enabled consumer intelligence (AICI) to provide predictions and insights from vast amounts of data, allowing for proactive decision-making.

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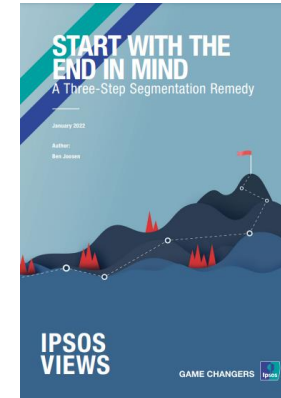
## Empathy Awakened

Researchers need to develop a strong sense of empathy to look into and understand the real-life experiences, deeper motivations and emotions of individuals. This paper outlines the importance of empathy and introduces a four-step framework for developing an empathetic approach for business.

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## Making the Most of Our Regrets

What we can we learn from regrets? For the market researcher, regret is an important construct that can enhance our understanding of decision-making and consumer behaviour. Our research shows what regret can tell us about behaviour shift, behaviour stickiness, and behaviour intent.

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## Start With the End in Mind

Segmentation initiatives tend to fail if putting thought into the activation stage is postponed to the end of the process. If this is accounted for early on, it's possible to take specific actions to ensure success. Read our three-step segmentation remedy.

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## Trust in Research

We believe that securing respondent trust is a cornerstone of delivering reliable and trustworthy research insights. This paper explores the essential elements of trust, how to establish trust with panellists, and motivate ongoing motivation, engagement and advocacy in market research.

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## Embracing Mixed Mode

The disruptive forces that shaped 2020 have made Mixed Mode research design increasingly important for ensuring research continuity and future-proofing studies. Using case studies, we examine the benefits of Mixed Mode. Also read our [introduction to the topic](#).

[READ WHITE PAPER](#)

## The Say-Do-Gap

Despite increases in reported concern about the environment, the adoption of more sustainable lifestyles is not advancing at the same rate. The reasons for this 'say-do' gap are complex, but our behavioural science framework can help to better understand the barriers, motivators and strategies for change.

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## The Power of Research Panels

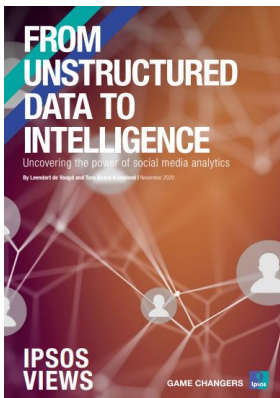
Despite increases in reported concern about the environment, the adoption of more sustainable lifestyles is not advancing at the same rate. The reasons for this 'say-do' gap are complex, but our behavioural science framework can help to better understand the barriers, motivators and strategies for change.

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## The Patient Voice

Doctor-patient empathy is key to positive health outcomes, but this relationship is increasingly strained in today's healthcare environment. We explore how social analytics can help us understand the patient experience and bridge the empathy gap.

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## Unstructured Data to Intelligence

From social media monitoring to AI-based analytic approaches, the technology and data science advancements today help us to quickly make sense of huge amounts of data. This paper explores three broad building blocks of social media intelligence research.

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## Shifting Context, Shifting Priorities

The time is right for brands to review their strategy and the foundational insights on which it is based. This paper explores the growing evidence of how people are making new and different decisions— comparing data from before and during the pandemic.

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## Difference Doesn't Mean Different

Cultural response bias makes it very difficult to compare results between countries and reliably gauge whether disparities are the result of true differences in the performance measured, or simply due to cultural response styles. We show how it can be managed. *Also in [Spanish](#).*

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## Science of Behaviour Change

Behaviour change is a vital interest to many, but only recently is it becoming a discipline in its own right. Our new paper outlines how Ipsos applies “MAPPS”, our behavioural science framework, to a behaviour change challenge in a way that is focussed on the solutions. *Also in [Spanish](#).*

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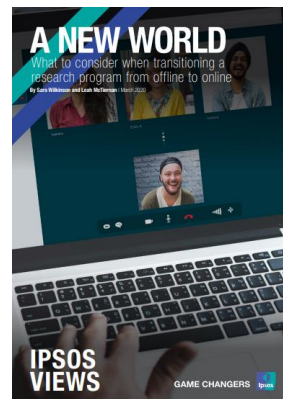
## Bigger Innovations Need Data

It is not companies or manufacturers but the “lead users”, who are the real pioneers. Our new Innovation Spaces methodology uses semantic AI algorithms and social data to identify commercially promising lead user innovations in identified white spaces.

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## A Matter of Fact?

Data science has been part of market research for years. But the challenge today is to master new, complex data sources and successfully integrate them. Looking at the tools and technology available today, but recognising there is no “magic algorithm”, we present practical solutions for using Big Data.

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## A New World

The decision to move from offline to online research should not be “if”, but when. Drawing on 20 years of Ipsos experience in transitioning research online in different parts of the world, our white paper tells us what to consider when moving research online.

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## Adapting Product Testing

Our Innovation research experts outline how approaches to product testing have adapted to meet the new challenges brought about by the pandemic. Moving forward, product testing will have to be contactless, leverage technology, and get social to help businesses grow.

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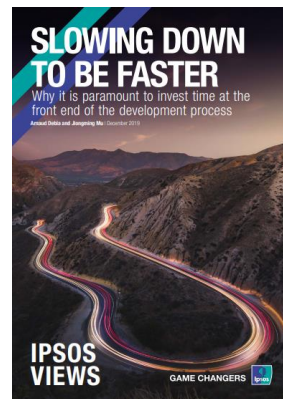
## Innovating in Challenging Times

Continuing to research during a crisis allows businesses to better predict and prepare for what to do next. We find that consumers tend to be more open to new ideas/products when their normal routines have been interrupted. [Our second paper](#) dives deeper to observe changing dynamics in specific categories.

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## Pictures Speak Louder than Words

Our new metaphor elicitation technique can deepen our understanding of brand choice by capturing more intuitive consumer responses than traditional research allows. This paper shows how we can find out what people really think and feel about products and brands.

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## Slowing Down to be Faster

Looking at views from industry leaders and Ipsos' own insights, this paper explores the relative value of speed and time vs creativity and innovation. It argues that it is paramount to invest time at the start of the development process instead for better business results.

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## Time to Decide

The time we take to make a choice can be telling. It reveals not only the strength of preferences and associations but also how we process information and make decisions. This new paper shows how Ipsos has been integrating response time into various research approaches.

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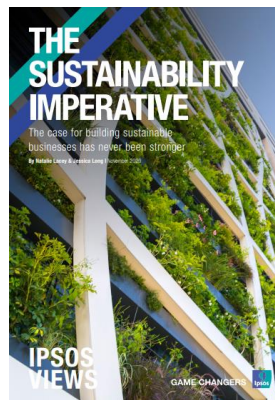
# SOCIETY & POLITICS





# SOCIETY & POLITICS

In focus | Sustainability



## The Sustainability Imperative

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## Opinion Polls

Political opinion polls come under great scrutiny in the run-up to elections as we try to make sense of political landscapes. We present the theory and practice of polling in different countries and contexts, enabling the reader to evaluate opinion polls for themselves.

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## Taking a Stand

With people relying on companies to contribute to the pandemic recovery, our Corporate Reputation team explores public perception of companies and sets out some specific suggestions for those taking a stand.

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## Trust Misplaced?

Ipsos has partnered with the Trust Project on this report which identifies and explores the key factors influencing the future of trust and truth in media. It draws on data from a 29-country survey and features expert interviews.

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## Emptier Planet

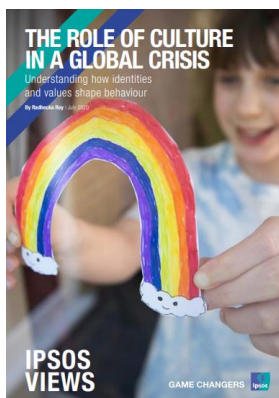
A future of global overpopulation that many of us recognise, even expect, are wrong. Our paper outlines the shock of the global population decline that is already underway, and what it means for society and government.

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## Staying Afloat During a Crisis

We review the key findings (so far) from our ongoing research during the pandemic and explore how brands can respond to this multi-dimensional crisis. Central to our analysis are the particular experiences of different countries.

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## The Role of Culture

In times of crisis, culture kicks in harder. How individual behaviours are shaped by shared values has become more apparent during the pandemic. The differences between countries in government messaging around stay-at-home orders is one example. Read about Ipsos' approach to understanding culture.

[READ WHITE PAPER](#)

## Trust Misplaced?

The pharma industry has moved with unprecedented speed to safely progress COVID-19 vaccines through clinical trials. We explore the monumental global challenge of the vaccine and the opportunities and obstacles that lie ahead.

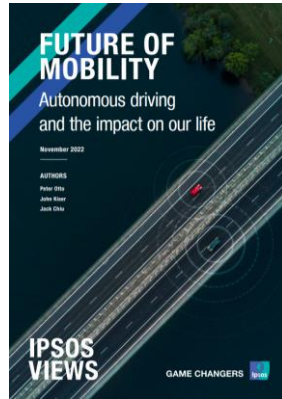
[READ WHITE PAPER](#)

## Corporate Reputation

If you are building trust, you are building reputation. This is intuitively the ideal for which companies aim, and is the foundation of Ipsos' approach to reputation. This paper looks at 12 key questions that will help businesses to unlock the value of reputation.

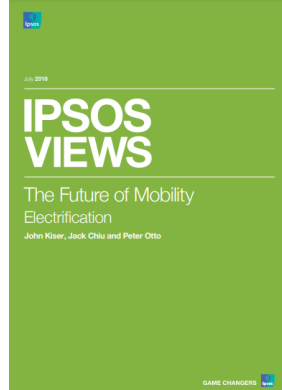
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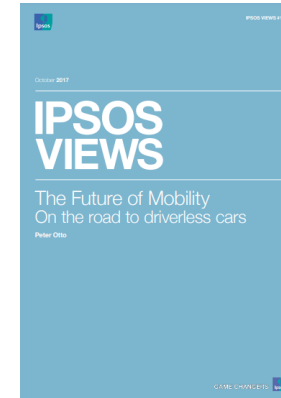
## Autonomous Driving

Advantages of Autonomous Vehicles are numerous and could include reduced costs to long-haul trucking, agriculture, improved ride hailing services, better public transport, and more hygienic street cleaning.

[READ WHITE PAPER](#)

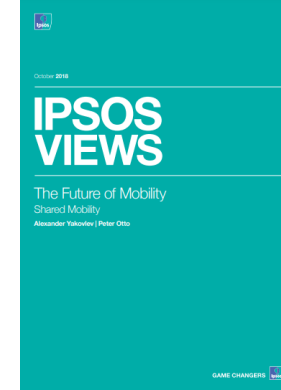
## Electrification

Electric vehicles have been around for many years but are attracting more and more consumers due to environmental concerns and the rise of fuel prices. This paper analyses the results of interviews with more than 130,000 from consumers around the world on the electrification of mobility.

[READ WHITE PAPER](#)

## Driverless Cars

At a time when technology has the potential to change the way we travel, this new white paper reveals global consumer attitudes towards the prospect of fully automated cars. As well as the technological advances of 'disruptive driving', it shows attitudes by region and age group as well as their concerns about the future.

[READ WHITE PAPER](#)

## Shared Mobility

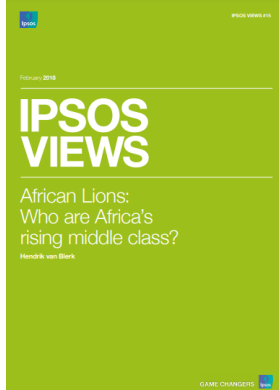
The third paper in our Future of Mobility series, looks at the rise and development of car-sharing and ride-sharing. A raft of new mobility services have become a part of day-to-day for many and form the modern alternatives to traditional public transport or taxis and cars.

[READ WHITE PAPER](#)



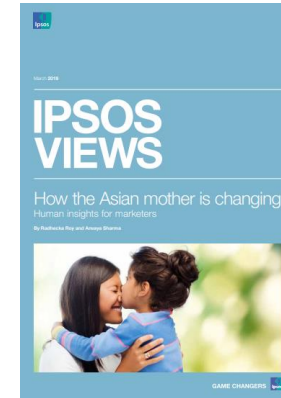
## What a Difference a Year Makes

The results of our 14-country study show the difference a year can make. Healthcare professionals around the world have become significantly more knowledgeable and experienced in digital health during the pandemic. But will this trend continue?

[READ WHITE PAPER](#)

## The African Middle Class

The African middle class are thriving, and with that brings new opportunities. But who exactly are the African middle class? And how can we understand more about them? We look at the continent's consumer landscape, including household finances, shopping, nutrition, brand relationships and media usage.

[READ WHITE PAPER](#)

## The Asian Mother

The Asian mother is willing to part with traditions. Our Mothering Excellence study explores mothering strategies through the lens of core human motivations in 11 key countries in Asia, revealing ways through which it is possible to connect with this demographic.

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# IPSOS PODCASTS



## Podcasts by Ipsos

A selection of Ipsos' finest podcasts. Our experts and their guests chat about culture, emerging trends, product innovation, customer experience and much more.

You can find them all on our website, or by searching for "Ipsos Views" wherever you get your podcasts. Website link below:

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## Ipsos Views

The Ipsos Views podcasts provide a complementary dive into our publications. The interviews with the authors of our white papers will allow you to explore their ideas in more detail, learn more about what led them to their points of view, and offer unique insights and reveal new elements of that thinking.



Listen to the latest edition with Ipsos' Global CEO, Ben Page, as he discusses the themes that defined 2022 and considers what the implications might be for 2023.

[LISTEN & WATCH HERE](#)

## People, Planet, Prosperity



This series aims at interviewing people from other businesses and brands on all things sustainability. Listen to representatives from Mattel, Volvo or Anthropy.

## Eliminating Gender-Based Violence



The 16 Days of Activism against Gender-Based Violence (GBV) is an annual campaign that begins on 25 November, the International Day for the Elimination of Violence against Women.

This podcast brings together voices of colleagues around the world adding their own perspectives to the research we have done around the topic this year.





# FLAIR

The **Ipsos Flair collection** presents in-depth reports provide detailed analysis on society, markets and people these countries.





# FLAIR

Brazil

## BRAZIL 2023 IDENTITIES AND INDIVIDUALS

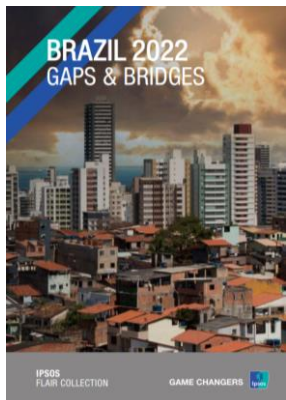
IPSOS  
FLAIR COLLECTION



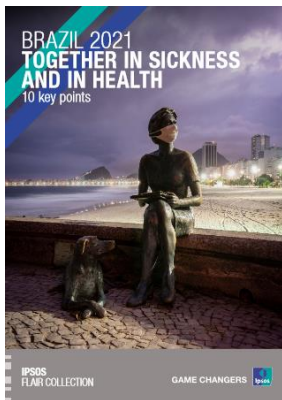
### 2023 – Identities & Individuals

Previous editions of Flair Brazil have focused on frustration, uncertainty, pain, and the path not taken. Since the economic crisis of the mid-2010s, the country has faced all sorts of scandals and crises, leaving us without the energy or resources to build our future. As we enter 2023 a new Brazil will emerge.

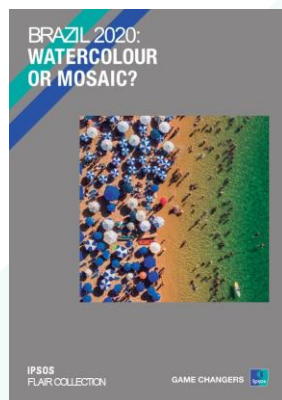
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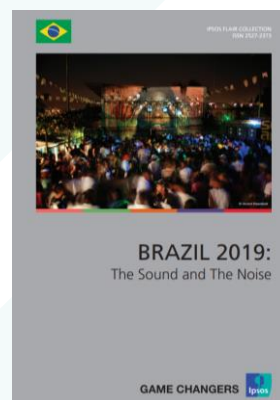
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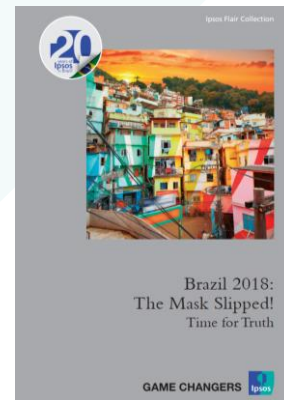
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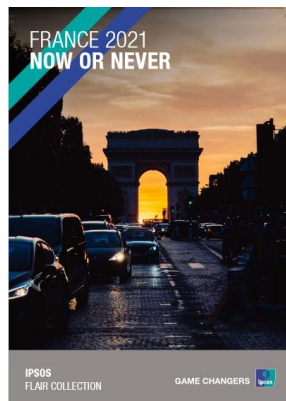
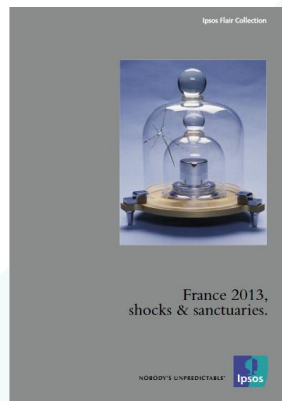
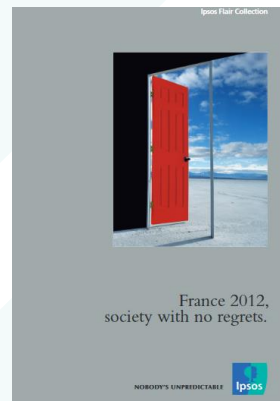
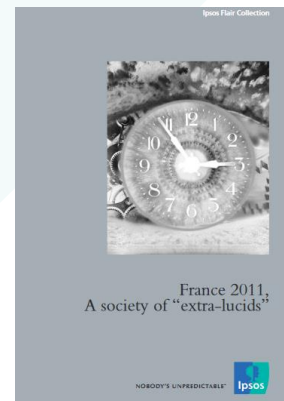
# FLAIR

## France



## 2022 – The End of Promises?

This edition from our colleagues in France updates us on the social, economic, and political insights. Everything from the presidential election in April to climate change awareness to the popularity of gaming among French adults.

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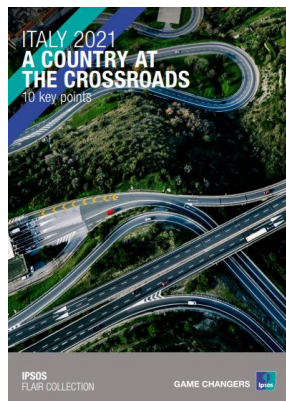
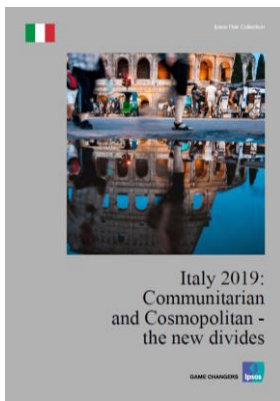
# FLAIR

## Italy



## 2022 – In the Whirlwind of Discontinuity

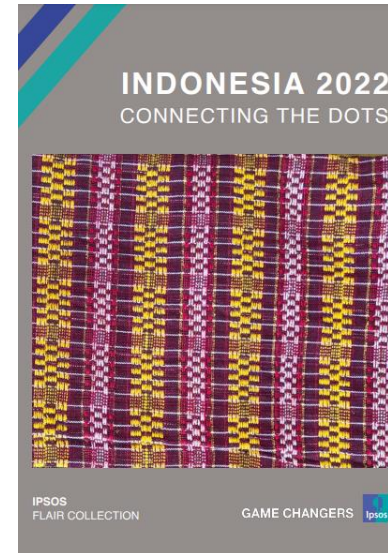
“In the whirlwind of discontinuity” examines a country gripped by the uncertainty of a transition period, during which its history and past achievements are crumbling but have yet to be overcome or set aside, while fresh approaches are struggling to emerge.

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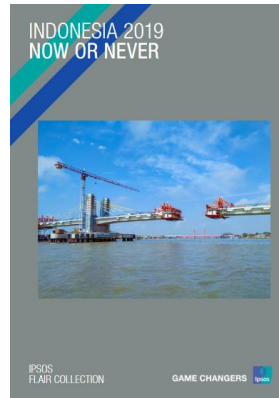
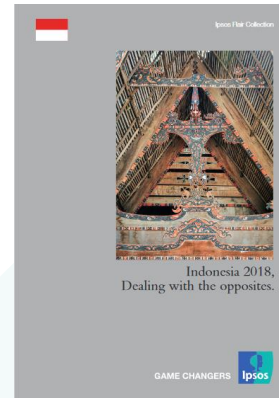
# FLAIR

## Indonesia

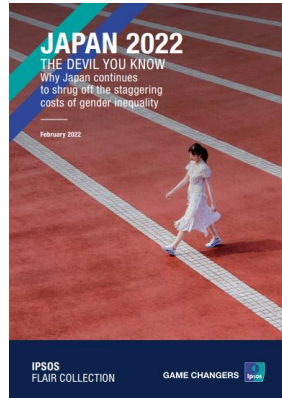


## 2022 – Connecting the Dots

“Connecting the dots” is Indonesia’s latest flair release which reflects on how the nation emerged from the pandemic, anticipated inflation and the energy crisis, and how digitalization and local brands dominated consumer preferences.

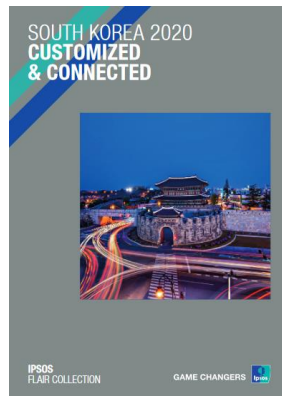
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## Japan 2022

Japan is one the most developed countries in the world and yet it continues to struggle with massive gender inequality. The nation ranks 120<sup>th</sup> out of 153 countries according to the WEF. Our experts try unpick why gender equality is such a controversial topic.

[READ WHITE PAPER](#)

## South Korea 2020

The first edition of Flair in South Korea explores a nation that despite its distinct international identity, is relatively little-known and easy to stereotype. Our study of society, markets and people shows Koreans to be both independent and dependent: ‘customized and connected’.

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## South Korea 2021

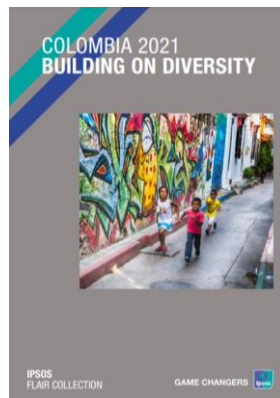
Our 2021 edition of Ipsos Flair, “Leading the Way”, presents an in-depth view of public opinion and consumer trends in a country that looks to have escaped some of the worst impacts of the Coronavirus pandemic. [See the full report or the 10 key points.](#)

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## Saudi Arabia 2021

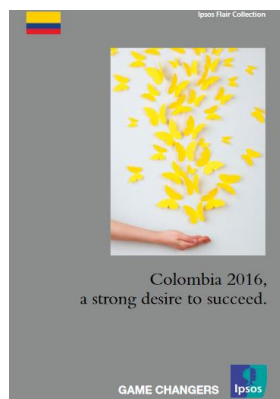
Flair Saudi Arabia integrates the analysis of trends and all insights needed in order to understand the country at a specific time. It aims at providing insights and understanding of the society with an original perspective from experts.

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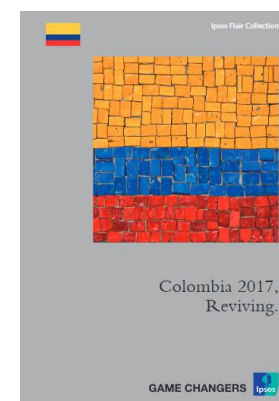
## Colombia 2021

Our in-depth publication on Colombian society, markets, and people, “Building on Diversity”, reflects a reality in which diversity can mean beauty and pride, but also tensions and conflict. Our team write about social context, consumer trends, popular wisdom, the Colombian family, and much more.

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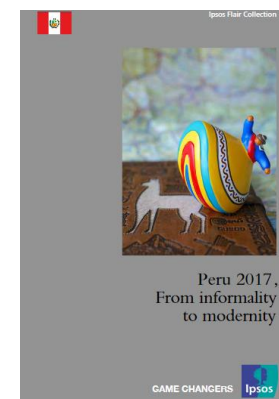
## Colombia 2016

With good growth since ten years, a new positioning as membership of the Organisation for Economic Co-operation and Development, a new hope thanks to the peace with the guerrillas and an investment plan of \$25 billion, lot of things are moving for Colombia.

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## Colombia 2017

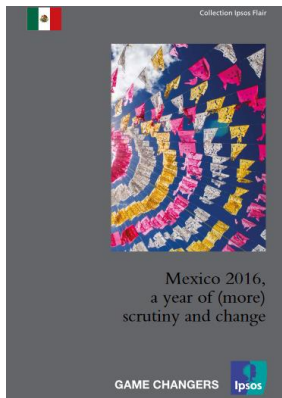
“Reviving” is the word of the year in Colombia and in all the Colombians hopes and dreams. It is our very ambitious bet, thinking about Colombia as a case study in the modern history, where – unfortunately – a lot of countries moved from peace to war, as in Syria, Iraq, Somalia, Ukraine.

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## Peru 2017

The publication explores the individual facets of the individual, whether as consumer, citizen, spectator or employee, with the aim of overturning stereotypes and thinking in a profound and innovative way.

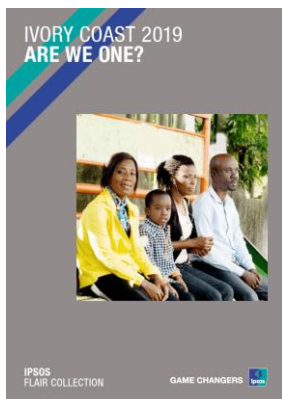
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## Mexico 2016

The “crisis of confidence” involves politicians, brands, advertising, companies, etc.... Except for the individual, it would seem everything —public and private— is subject to harsh scrutiny.

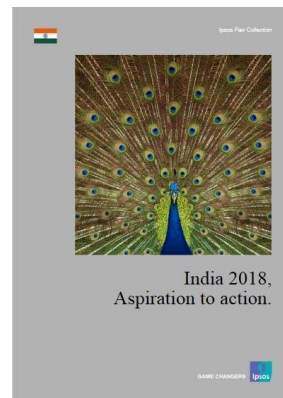
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## Ivory Coast 2019

The first edition of Flair on an African nation looks at Ivory Coast. We analyse the economy, consumer trends and changes in society, including gender inequality and the tension between young people and tradition. [Read the 10 key points.](#)

READ WHITE PAPER



## India 2018

In 2018, the Indian economy will be in fifth place worldwide, ahead of France and the UK. This dynamic, opening new balances of power, is part of a favourable trend for Asian countries that will be in the ranking of the ten largest economies in the next 15 years.

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# GLOBAL ADVISOR

**Survey results on current themes**  
from our monthly online interviews in  
20+ countries around the world

# 07



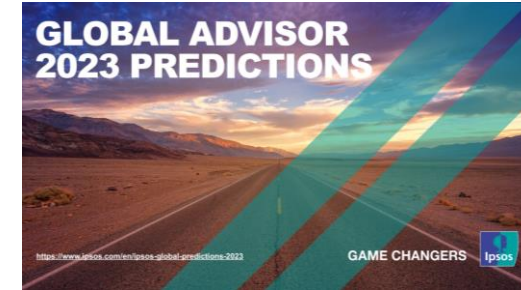
## What Worries the World

Ipsos' *What Worries the World* survey presents a global view of the top social and political issues today, according to citizens in 29 countries. Also see our [Consumer Confidence Index](#) on the global economic outlook.

[READ THE REPORT](#)

## Broken-System Sentiment 2022

This is a 28-country survey monitoring citizen sentiment towards their countries political and economical systems. 64% feel the economy of their country is rigged to advantage the rich and powerful. However, trends suggest elections have a dampening effect on anti-establishment feeling.

[READ THE REPORT](#)

## Global Predictions 2023

Our 36-country survey finds in 15 countries, more than 80% feel 2022 has been a bad year. With the decline in concern for Covid-19, we now see new worries emerge, particularly around inflation. It seems uncertainty still prevails going into 2023.

[READ THE REPORT](#)



## Feeling the Pressure

Inflation was the number one concern in 2022. Here we attempt to understand consumers during inflationary times by putting together a comprehensive selection of Ipsos articles and research from around the world.

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## Global Health Service Monitor

The Ipsos Global Health Service Monitor is an annual study that explores the biggest health challenges facing people today, and how well-equipped people think their country's healthcare services are to tackle them. Find here the 34-country survey results.

[READ THE REPORT](#)

## World Mental Health Day

The annual Ipsos World Mental Health Day survey is designed to examine the public's perceptions and experiences around mental health in their countries health service. Find here the 34-country survey results.

[READ THE REPORT](#)





## World Affairs

Conducted on behalf on the Halifax International Security Forum, this survey finds concern about a nuclear, biological, or chemical attack nudges ahead of cyberattacks as the number one perceived threat for global citizens.

[READ THE REPORT](#)

## Trustworthiness Monitor

Pharma knocks tech off the top spot as most trusted industry in Ipsos's latest global report on Trust. Business leaders are not trusted to tell the truth – yet are seen to have a responsibility to speak out on issues according to the new Ipsos Global Trustworthiness Monitor report.

[READ THE REPORT](#)

## International Women's Day

A 2-part global survey release for International Women's Day examines attitudes to gender equality today. One-third of men across 30 countries believe feminism does more harm than good. Find data on gender bias, violence against women, childcare and careers.

[READ REPORT 1](#)[READ REPORT 2](#)



## World Refugee Day

A two-part survey conducted in 28 countries for World Refugee Day explores attitudes towards refugees and citizens' opinions on policies. It also looks at country perceptions on refugee hosting.

[READ REPORT 1](#)[READ REPORT 2](#)

## Views on Abortion

With the overturning of Roe v Wade in America, the debate around abortion continues to fight on. This 27-country survey finds that the proponents outnumber opponents in 22 of the countries. 59% of adults believe abortion should be legal in all or most cases.

[READ THE REPORT](#)

## Climate Change Displacement

A 34-country Global Advisor survey for the World Economic Forum examines the severity of effects and expectations of displacement caused by climate change. It finds sobering results, with over half saying climate change has had severe effects where they live.

[READ THE REPORT](#)



## Plastic Pollution Treaty

The results of this 34-country survey finds an average of 70% of consumers globally support a treaty that creates global rules for governments to end plastic pollution. The treaty would incorporate five key measures.

[READ THE REPORT](#)



## Trustworthiness Index

Across 28 countries around the world, a Global Country Average of 59% rate doctors as trustworthy, while 57% say the same about scientists, with teachers in third place at 52%. Meanwhile, the three least trusted professions are ad executives, government ministers, and politicians generally.

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# IPSOS UPDATE

Our **monthly round-up** of the latest research and thinking from Ipsos around the world



# IPSOS UPDATE

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

Ipsos Update is a monthly round-up of the best research, put together for those looking to stay on top of Ipsos' insights. In each edition is eight selected pieces from the month that could include, but not limited to: reports, white papers, surveys, or podcasts. All with summaries and links. Also available are shortcuts, containing further content on a range of topics.

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<https://www.ipsos.com/en/ipsos-update>



**To view the website click the link above or see the French and Spanish versions linked below:**

FRENCH

SPANISH

# THE ALMANAC

We look back at the events of 2022 and how consumers and citizens have reacted, and then reflect on what's next in 2023.

The Ipsos Almanac has gone digital this year. Within the Almanac, we go through each month and examine an event that stood out. Each month was written by one of experts from around the world.

As a global company, we have the privilege of working with exceptional people from 90 countries. As such, our colleagues from 31 countries take us on a guided tour of what 2022 meant for their country in 'The view from here' section.

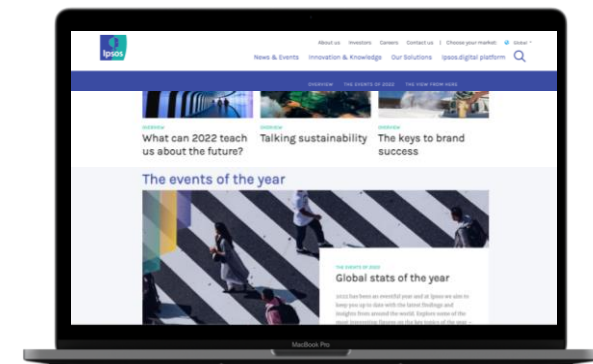
Additionally, we have stats of the year where we explore some of the most interesting figures on key topics.



<https://www.ipsos.com/en/almanac-2023>



To view the website click the link above





# CONTACT

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