

IPSOS GLOBAL TRENDS: THE SEARCH FOR SILVER LININGS

The Canadian Edition

October 2026



Test Your Trend Knowledge

What % of Canadians agree:

"There is so much contradictory information that it is hard to know who or what to trust."

- a. 51%
- b. 61%
- c. 71%
- d. 81%
- e. 91%

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- a. 51%
- b. 61%
- c. 71%
- d. 81%**
- e. 91%

Test Your Trend Knowledge

What % of Canadians agree:

"We are heading for environmental disaster unless we change our habits quickly."

- a. 41%
- b. 51%
- c. 61%
- d. 71%
- e. 81%



Test Your Trend Knowledge

What % of Canadians agree:

"We are heading for environmental disaster unless we change our habits quickly."

- a. 41%
- b. 51%
- c. 61%
- d. 71%**
- e. 81%



Test Your Trend Knowledge

What % of Canadians agree:

"I expect to live to be 100 years old."

- a. 9%
- b. 19%
- c. 29%
- d. 39%
- e. 49%



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What % of Canadians agree:

"I expect to live to be 100 years old."

- a. 9%
- b. 19%
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Test Your Trend Knowledge

What % of Canadians agree:

"I fear that technological progress is destroying our lives."

- a. 20%
- b. 30%
- c. 40%
- d. 50%
- e. 60%

Test Your Trend Knowledge

What % of Canadians agree:

"I fear that technological progress is destroying our lives."

- a. 20%
- b. 30%
- c. 40%
- d. 50%
- e. 60%**

From 5 million data points and an analysis of Macro Forces and Signals, we've been tracking **9 Trends** and **23 underlying Values** since 2024.



Bring our Global Trends to your organization

STRATEGY

- Activate our trends in your organization via strategy workshops
- Tap into the trend expertise of our specialists via consultative support

INSIGHT

- Dive into our trends through a keynote presentation
- Tackle your specific organizational challenge via our bespoke trend reporting

DATA ACCESS

- Drill down from our nine trends to your focus area via our always-on signals dashboard
- Access our 2024 trend data directly via our portal
- Access our decade of trend data directly via our portal