

Ipsos MORI



IPSOS MORI BUSINESS THOUGHT-LEADERSHIP

Welcome to the world of *Le Slow*

#4





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write

»»» **Feeling stressed? Finding it hard to keep up with everything? Welcome to the world of Le Slow – an Ipsos study conducted for Comexposium, launched at the Paris Fair 2011 by Ipsos researchers Julien Potéreau and Rémy Oudghiri.**

The research finds Europeans increasingly wanting to slow their pace of life. But they are struggling to work out just how they can do this, in a world which they truly believe to be speeding up rather than calming down.

Our research team identified five key trends:

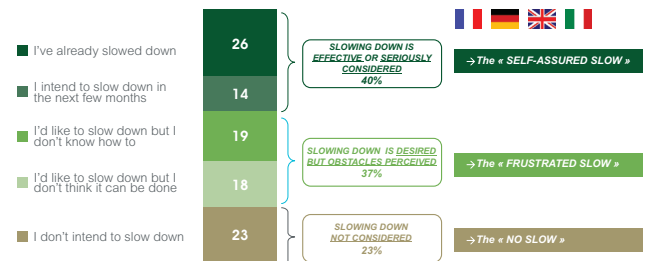
- 1 Globalisation: this brings with it greater competition and an increased pace of change - a view certainly shared by the European public, 88% of whom feel that “in the years to come, things are going to get faster”
- 2 The Communications Revolution: the latest smartphone technology now means we can be contacted 24/7 – there’s no hiding place
- 3 Constant innovation: it’s making us feel dizzy and disorientated – at least some of the time
- 4 The Economic Crisis: disrupting the consensus and replacing it with real uncertainty
- 5 Environmental pressures: can we move on, amidst all this change, to something which is more sustainable?

In short, the research uncovers a European public which appears to be feeling distinctly queasy when it looks at the world around them.

At the same time, they are clear about their aspirations. They want to slow down. It would help them enjoy their life more, feel better, be less stressed.

Three types of “Slow”

Which one of those statements best applies to you?



Base = Individuals aged 16 to 64 in 4 European countries

But here lies the problem. Only 26% of us have actually slowed down. Many intend to. Or would like to. Or are working out just how it can be done.

Then we have the 23% of people who aren't going to slow down, the people who have been dubbed as the “No Slows”. Maybe they will overtake us as they climb the ladder. Maybe on reflection, it's going to be hard to slow down. Not least given how fast the world is spinning.

And then again, what about our holidays? If we were to really slow down, would we still be able to live in the manner to which we are accustomed? New Ipsos research for Europ Assistance finds that more than 60% of Europeans are planning to go away this year. Maybe it's because we're stressed and need the break. For example, it's the Italians who are both most likely to feel they want to slow down AND most likely to be planning a break this summer!

But how will we afford all these holidays? We'd better get back to work and ensure we are well placed to reap the benefits of globalisation, technological change and constant innovation!

For a PowerPoint presentation deck on the findings, please contact simon.atkinson@ipsos.com or nicolas.bijuk@ipsos.com. The full findings (in French) are available on www.ipsos.fr

How things are		How we'd <i>like</i> things to be	
Across France, Germany, Italy and the UK			
52%	Are always in a rush, always looking to save some time	72%	Want to “have more time to rest”
52%	Can never find time to do what they want	78%	Like to “take their time to do things”
52%	Are often stressed	83%	Cherish the moments when they “do nothing at all”