



Ipsos Global @dvisor

New Year, New Direction?

Looking ahead into 2016, Ipsos asked global respondents if things in their country heading in the right direction, or are they off on the wrong track.

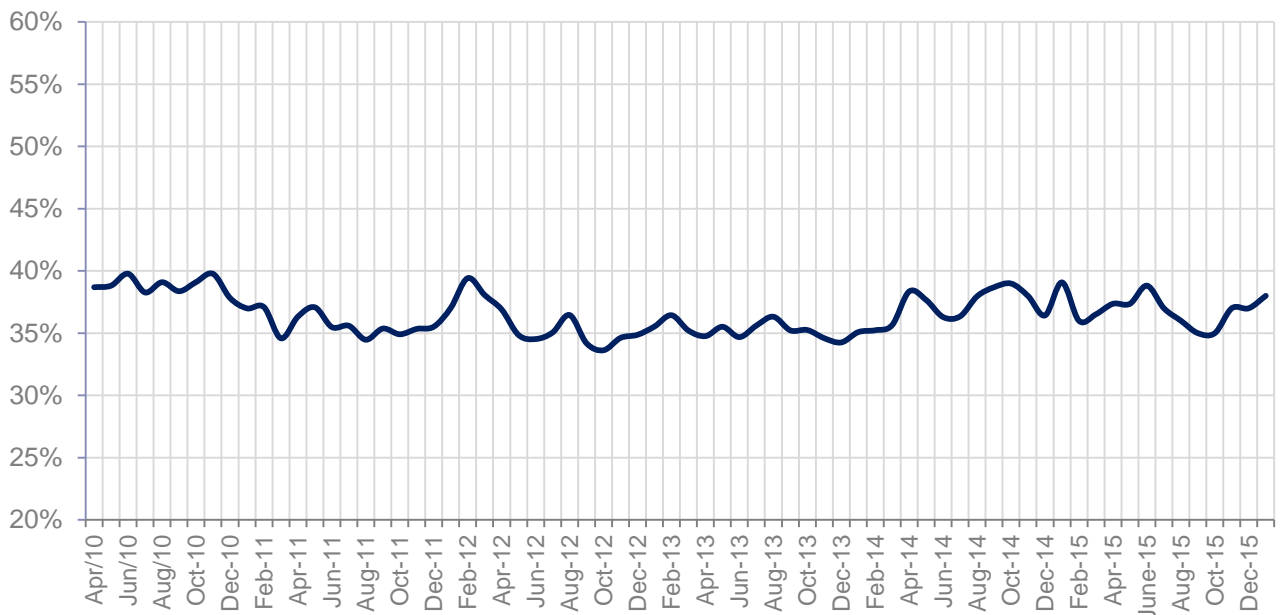
A person in a dark suit and white shirt is holding a glowing blue globe of the Earth. The globe is surrounded by several white and blue orbital lines, suggesting a global or futuristic theme. A blue rectangular box is overlaid on the right side of the image, containing the text "January 2016".

January 2016

Majority of Global Citizens Say Things Are Off on the Wrong Track

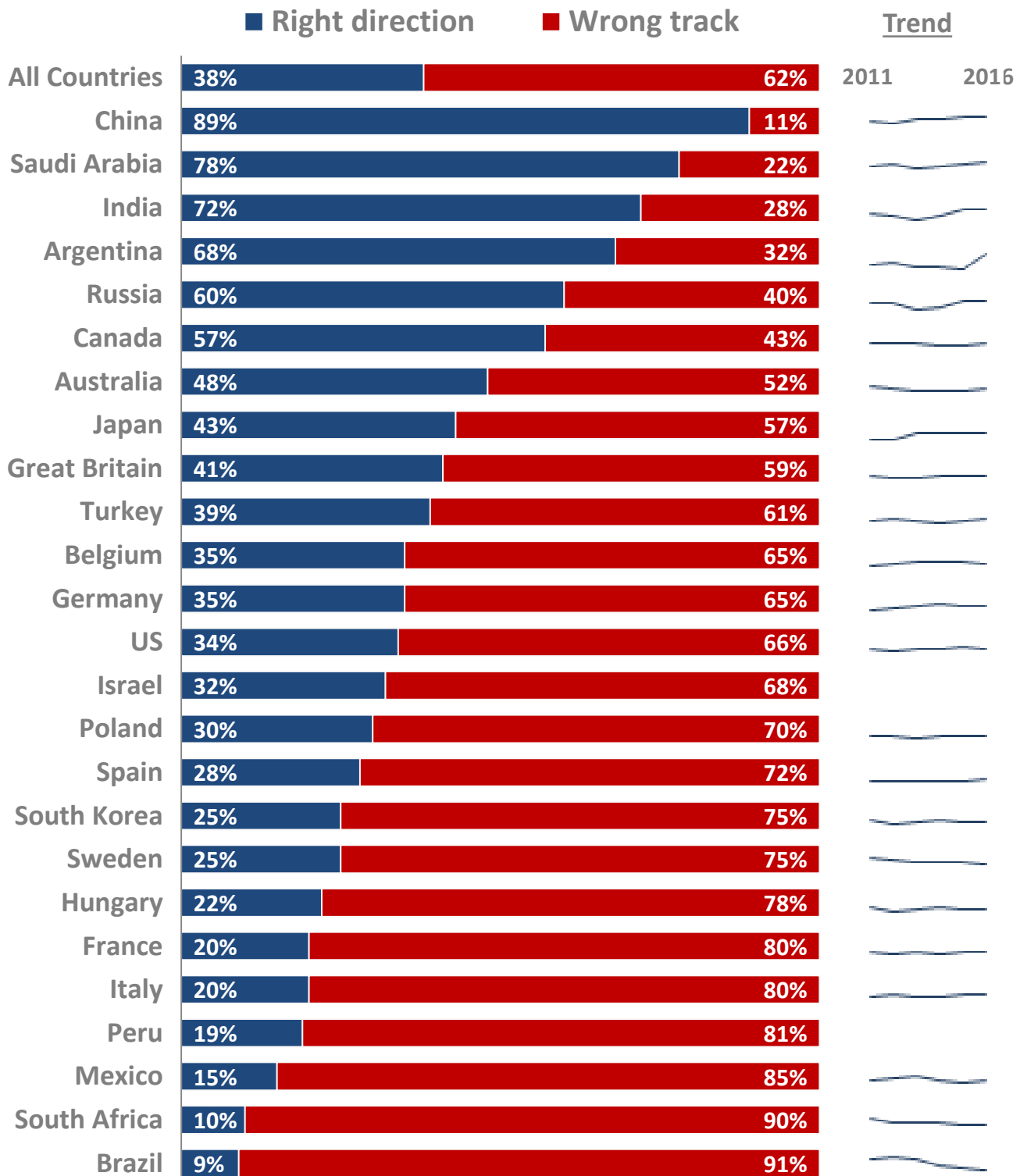
Only four in 10 (38%) say things in their country are heading in the right direction. The majority (62%) say things in their country are off on the wrong track.

RIGHT DIRECTION 2010-2016 TREND



HIGHEST this month		LOWEST this month	
China	89%	Brazil	9%
Saudi Arabia	78%	South Africa	10%
India	72%	Mexico	15%
Argentina	68%	Peru	19%
Russia	60%	Italy	20%

Things in this country are heading in the right direction, or are they off on the wrong track?



B5. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track? Base: n=18,145

METHODOLOGY

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,145 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 24 countries surveyed online, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Israel, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Russia (59%), Saudi Arabia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

ABOUT IPSOS

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues €1,669.5 (\$2,218.4 million) in 2014.
- Visit www.ipsos.com to learn more about Ipsos’ offerings and capabilities.