

---

August 2016

---

# IPSOS UPDATE

---

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

---

Ipsos Knowledge Centre

GAME CHANGERS



---

# WELCOME

---

Welcome to the August edition of *Ipsos Update* – a round-up of the latest research and thinking from Ipsos teams around the world.

The underlying idea of *Ipsos Update* is simple: to present aspects of the “Best of Ipsos” in an easily digestible format. We have not tried to be comprehensive; the focus is on content which will be relevant to more than one market or specialist research area.

Links are provided to the various points of view and information sources, as well as the Ipsos colleagues responsible for each piece of work. Everything here is in the public domain, so it can be shared widely with colleagues and clients.

We hope you find it useful. Please email [IKC@ipsos.com](mailto:IKC@ipsos.com) with any comments or ideas, or if you would like to subscribe to further issues.

Thank you.

---

Ipsos Knowledge Centre

GAME CHANGERS



---

## GLOBAL ADVISOR: The world's views on Immigration and Refugees

---

This major new Ipsos survey across 22 countries worldwide provides an insight into attitudes to immigration and the refugee crisis.

---

## SPOTLIGHT ON CHINA: Chinese Family Parenting Report 2016

---

This annual report presents points of view on parenting topics from across China.

---

## THE REALITY OF RIO: #Apocolympics Now?

---

Ipsos Connect takes a look at the link between sponsors, audiences and athletes at the recent Olympics in Brazil.

---

## POKEMON GO: How is it affecting retailers and consumers?

---

The latest game sensation has been making a big splash in a number of interesting ways, and Ipsos has been investigating what it all means.

---

## SIDE-BY-SIDE SOCIAL INTELLIGENCE: Structuring the unstructured to add value

---

Social intelligence offers a rich but skewed viewpoint; when structured correctly it can enhance your other research and insight projects.

---

## AFFLUENT SURVEYS: Results from Europe, the Middle East and Africa

---

The annual release of The Ipsos Affluent Surveys from Europe, the Middle East and Africa maps the ever-changing behaviour of the most affluent individuals across these regions.

---

## EFFECTIVE COMMUNICATIONS: People remember stories, not ads

---

We all remember great ads. But do we remember the brand? This is the No. 1 aim for advertising. But, surprisingly, many marketers don't achieve it.

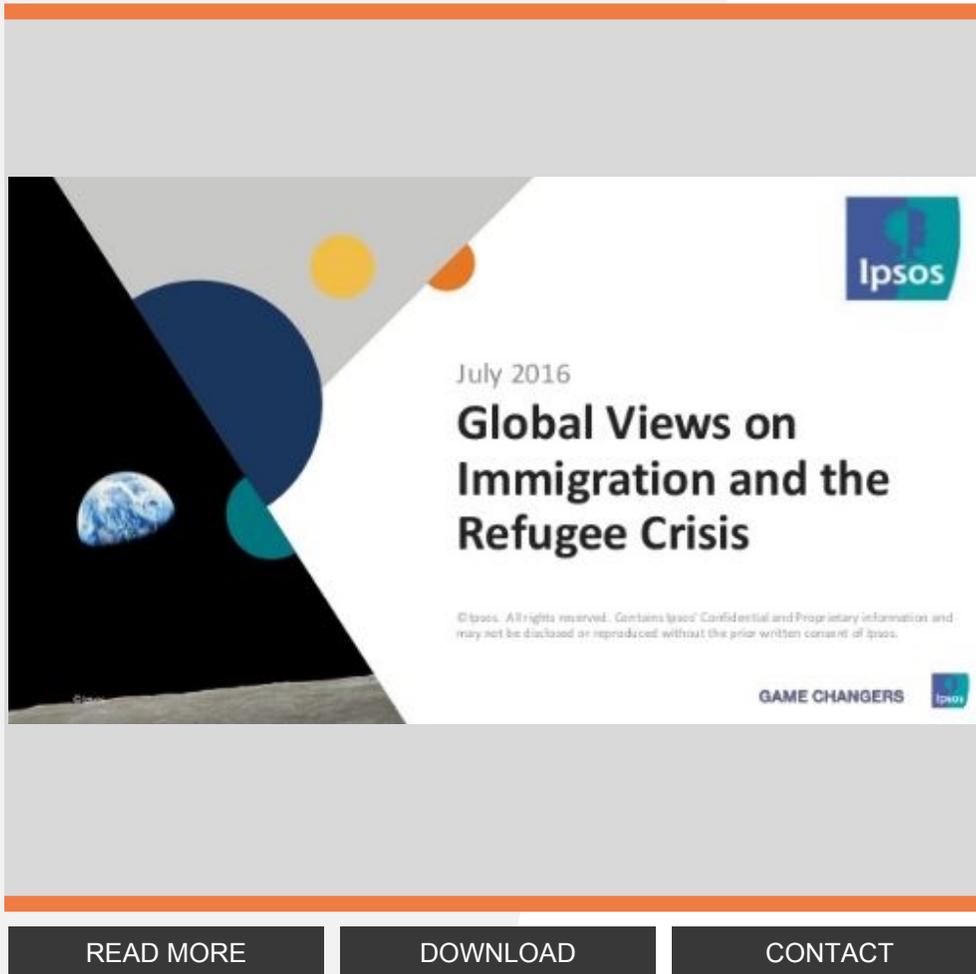
---

## BREXIT REACTION: Significant concern about Brexit across Europe

---

A new 16-country Ipsos study provides an insight into how major nations have reacted to Brexit, and what comes next for Britain and the EU.





July 2016

## Global Views on Immigration and the Refugee Crisis

© Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS Ipsos

[READ MORE](#) [DOWNLOAD](#) [CONTACT](#)

## IMMIGRATION AND THE REFUGEE CRISIS

**A major new Ipsos survey across 22 countries worldwide provides an insight into attitudes to immigration and the refugee crisis.**

The survey, among online adults aged under 65, finds attitudes to immigration throughout the world are often negative. A significant minority want to close borders to refugees, with many concerned about terrorists disguising themselves as refugees.

Key findings include:

- Across all of the countries, on average 78% say immigration to their country has increased over the past five years.
- This question updates a measure taken five years ago. Turkey, Sweden, Germany and France have seen the biggest rises in perceived immigration levels during this period.
- Six in ten or more in Turkey, Italy, Russia, Hungary, France and Belgium say immigration has had a negative impact. At the other end of the spectrum, 48% in Saudi Arabia and 45% in India say immigration has had a positive impact on their country.



babytree Ipsos

## Chinese Family Parenting Report 2016

Sponsor: **Babytree**  
Strategic Research Partner: **Ipsos**  
Special Support: **BIG**

READ MORE

DOWNLOAD

CONTACT

## SPOTLIGHT ON CHINA: Family Parenting Report

**Babytree, China's largest and most popular maternal-child service platform, has worked with Ipsos to produce the 2016 report.**

The purpose of the report is to collect points of view on parenting topics from mothers across China, so as to provide valuable and scientific reference for the community, guidance to parenting, and research data for relevant agencies.

### Key findings:

- Nearly half of pregnant mothers were born in the 1990s, and they are now the largest single group.
- A strong use of online channels to buy maternal-child products.
- More than half already have, or plan to have, a second child.
- Nearly 80% of parents are interested in 'scientific parenting' i.e. education methods, knowledge learning and intelligence building.



## THE REALITY OF RIO: #Apocolympics Now?

Ipsos Connect takes a look at the link between sponsors, audiences and athletes at the recent Olympics in Brazil.

With the 2016 Summer Olympics games in Rio now over, Ipsos Connect reflected on the Apocolympics hashtag, which was trending during the Games. There were fears over the Zika virus, millions of unsold tickets, and the spectre of doping scandals hanging over proceedings, which left global sponsors with even more challenges than usual.

Key mantras from the article:

- Brand experiences created the opportunity to engage audiences in different ways.
- Many global sponsors used social media, especially Facebook and YouTube, to good effect.
- Broadcast still has the highest reach but the quantity of commercials caused viewer complaints.
- Stirring all emotions, not just positive ones, worked for many sponsors.
- Remember that the Olympics are a microcosm of global culture.

[Read our pre-Games analysis on Olympic Sponsorship](#)

READ MORE

DOWNLOAD

CONTACT

Ipsos Knowledge Centre

© Ipsos Version 1

GAME CHANGERS  
Ipsos



READ MORE

DOWNLOAD

CONTACT

## POKEMON GO

The latest game sensation has been making a big splash in a number of interesting ways. Ipsos has been investigating what it means.

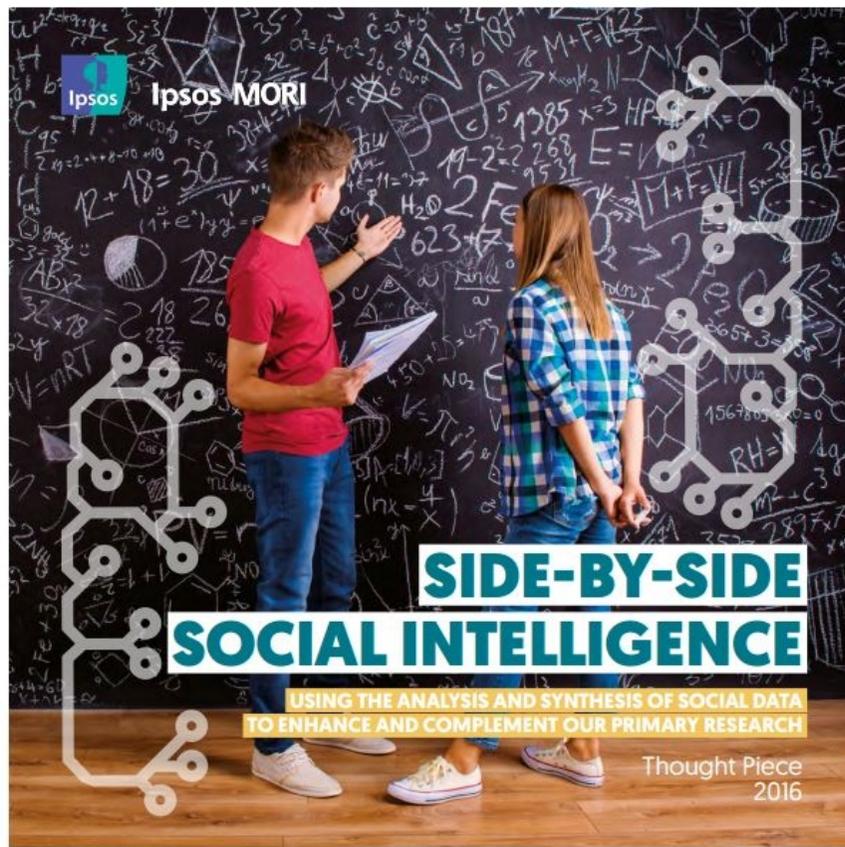
It's the latest craze that has swept the world since its launch in July. But what does this mean for the retailers of the UK, and users in North America?

It would appear that Nintendo's Pokemon Go game has persuaded shoppers to return to the high street in Great Britain. Players are visiting towns, landmarks, shops and restaurants in search of Pokemon monsters. And therein lies the secret weapon that the high street could benefit from – a drive in sales.

Tips for retailers:

- turn your store or venue into a PokeStop to increase footfall.
- purchase a 'Lure' which turns a store or location in to a special PokeStop for 30 minutes at a time. By becoming a PokeStop in the first week of the launch, Maxwell's Bar in Covent Garden, London, reported a 26% increase in customers.

[Meanwhile in North America, read how Pokemon Go is affecting Canadians](#) and find out about [awareness levels in the US](#).



READ MORE

DOWNLOAD

CONTACT

## SIDE-BY-SIDE SOCIAL INTELLIGENCE

### Structuring the unstructured to add value.

Social media analysis needs to be far more than just assessing volume and sentiment. By adding structure to unstructured online conversations, we can quantify and robustly integrate with other data sources to drive value from social media.

To succeed, context is key. Never look at your brand or service in isolation. Understand not only what has been said, but how, when and where. And do not just take your social mentions in isolation; contextualise them with other data sources too.

Remember that social intelligence offers a rich but skewed viewpoint, but when structured correctly it can enhance your other research and insight projects. Do not view it as a separate standalone source of insight but instead as a complementary enhancement to other studies you run.

We believe the future of insights lie in layering social, survey and search data.



IPSOS AFFLUENT SURVEY  
**AFFLUENT** | EUROPE



Media and Consumer Insights Survey

IPSOS AFFLUENT SURVEY  
**AFFLUENT** | MIDDLE EAST



Media and Consumer Insights Survey

IPSOS AFFLUENT SURVEY  
**AFFLUENT** | AFRICA



Media and Consumer Insights Survey

READ MORE

DOWNLOAD

CONTACT

## AFFLUENT SURVEYS

What is average about millennials, baby boomers, uploaders and globe trotters?

The annual release of The Ipsos Affluent Surveys from Europe, the Middle East and Africa maps the ever-changing behaviour of the most affluent individuals across these regions.

### In Europe:

- millennials still love print; they read 53 minutes a day vs. 51 minutes for baby boomers
- smartphone ownership is almost universal; 84% of affluents have one

Meanwhile in the **Middle East**, the affluent:

- have even higher levels of penetration of smart technology (98% smartphone, 70% tablet) than in Europe
- spend more time online (133 vs 113 mins per day in Europe)

And in **Africa**:

- millennials are breaking economic barriers and joining the affluent elite
- media and personal/wearable technology are vital to the affluent

See the Europe report using the 'Read More' button to the left

[Read the Middle East report](#) | [Read the Africa report](#)



READ MORE

DOWNLOAD

CONTACT

## EFFECTIVE COMMUNICATIONS BEGIN WITH THE BRAND

**People don't remember ads; they remember stories.**

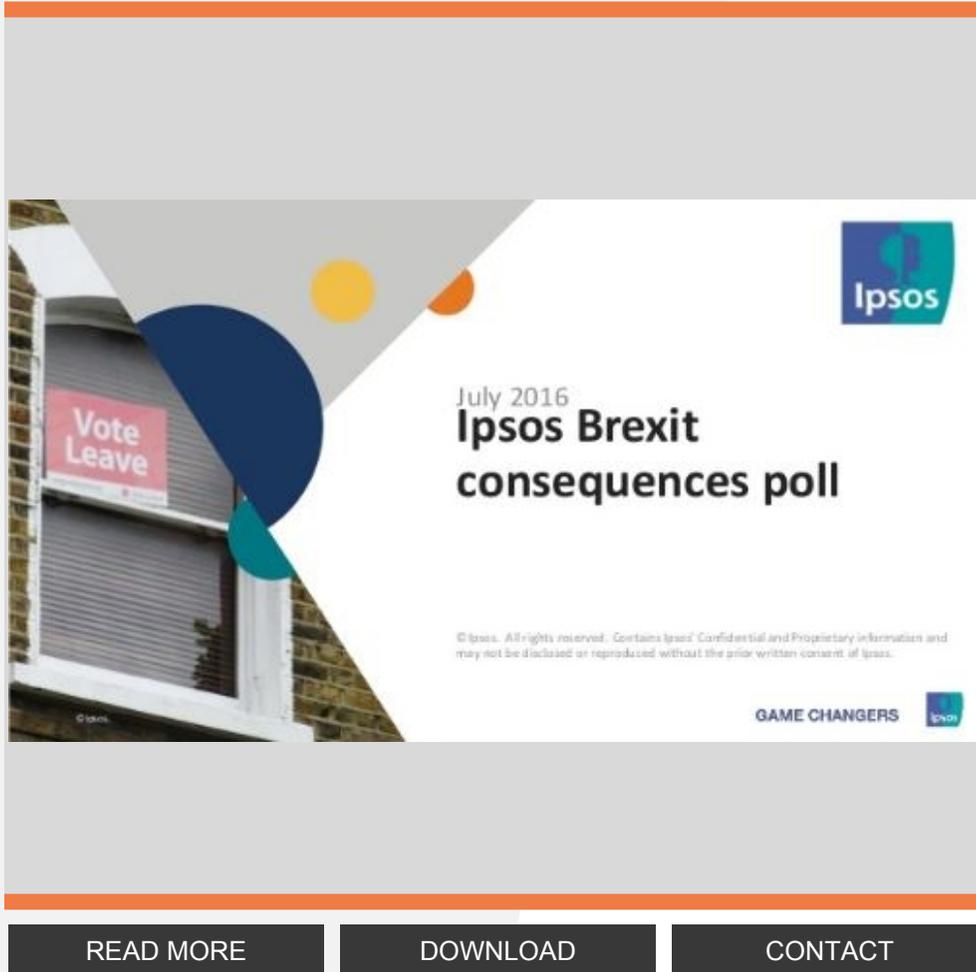
We all remember great ads. But do we remember what they were trying to sell us?

This is the No. 1 aim for advertising, But, surprisingly, many marketers don't achieve it.

Marketers must start with the brand in the earliest conception stage, and weave it throughout the storyline architecture at opportune points. There are several tried and true techniques to ensure success.

### How To Integrate The Brand:

- **Brand Presence:** Recognisable brand shots or mentions at pivotal moments
- **Distinctive Memory Structures:** Elements—celebrities, jingles, tonality—that help identify the brand
- **Story Conclusion:** The brand resolves the story tension



The image shows the cover of a report titled "July 2016 Ipsos Brexit consequences poll". The cover features the Ipsos logo in the top right corner and a photograph of a window with a "Vote Leave" sign on the left. The title "July 2016 Ipsos Brexit consequences poll" is prominently displayed in the center. Below the title, there is a small copyright notice: "© Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos." At the bottom right of the cover, the "GAME CHANGERS" logo and the Ipsos logo are visible. The cover is framed by orange horizontal bars at the top and bottom. On the left and right sides of the cover, there are large orange arrow icons pointing outwards.

July 2016  
**Ipsos Brexit  
consequences poll**

© Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS Ipsos

READ MORE    DOWNLOAD    CONTACT

## BREXIT REACTION

The results of a 16-country Ipsos study provides an insight into how major nations have reacted to Brexit, and what comes next for Britain and the EU.

Europeans in particular are uneasy about the prospect of Brexit:

- 58% in EU countries think it was the wrong decision for the EU, 55% think it was the wrong decision for Britain and 50% think it was the wrong decision for *their own country*. The Polish (58%), Spanish and Swedish (both 55%) are particularly likely to think it's a bad decision for their own country.
- Countries outside the EU are generally less concerned – and, most notably, a majority of Russians think it was the right decision for Britain, well ahead of the 38% recorded among Britons themselves.
- Brexit is much more likely to have made people worried about the future than hopeful: 46% in the EU say they are more worried as a result, only 15% less worried. Again the Swedes are most likely to be more worried (53%); at the other end of the spectrum are the French where this figure drops to 31%.



# SHORT CUTS

## Neuroscience in action

There are two operating systems in the brain. System 1 is fast, nonconscious and emotional, while System 2 is thoughtful, conscious and rational. Both impact decisions, and therefore have an impact on how we react to advertising.

**Elissa Moses**, CEO of our Neuro and Behavioural Science Centre, recently presented on behalf of Ipsos at the Advertising Research Foundation Leadership Lab event.

The presentation, **Nurturing Creative Through Nonconscious Brain Processes**, explores the depths of how advertising works, taking into consideration both conscious and nonconscious brain processing.

[READ MORE](#)

## Of cheetahs and chickens

Speed can be a mixed blessing. The cheetah is the fastest animal on land, yet 90% die within three months of birth. Chickens grow four times more quickly than they did 50 years ago - but 80% of them are thought to be infected with Salmonella, Campylobacter or E coli.

But doing things faster taps into basic human desires to be more efficient, to make time for more activities – and to win against others who are not so fast.

In the world of **brand marketing**, it is good if companies can respond to consumers as quickly as possible. If, for example, the Key Performance Indicators for a brand (awareness, likeability, intent to purchase etc.) are dropping, it is good to know this fast in order to be able to react in the marketplace. Find out more about audiences and advertising in **Andrew Green's** blog post.

[READ MORE](#)

## The Economic Pulse of the World – August 2016

Every month, Ipsos asks citizens in 25 countries to assess the current state of their country's economy. This provides a total global perspective - the **Economic Pulse of the World**.

**Saudi Arabia** remains at the top in the national economic assessment category, with 87% saying their economy is in "good" shape, followed by India (83%), Germany (76%) and China (72%). This month **Brazil - where President Rousseff has just been impeached** - shares the last spot with South Africa at the bottom of the national assessment (both on 12%).

Countries with the greatest month-on-month improvements are **Mexico** (23%, +9 pts), Belgium (39%, +6) and, Great Britain (42%, +5), while the country with the greatest decline is **Sweden** (68%, -6).

[READ MORE](#)

GAME CHANGERS





---

# CONTACT

---

All the information within this *Ipsos Update* is in the public domain – and is therefore available to both Ipsos colleagues and clients.

Content is also regularly updated on our internet sites and social media outlets.

Please email [IKC@ipsos.com](mailto:IKC@ipsos.com) with any comments, including ideas for future content.

[www.ipsos.com](http://www.ipsos.com)  
[@\\_Ipsos](#)

