



2017: High Hopes or Dire Straits

Optimistic about the New Year? This and other questions asked in 25 countries around the world in this latest Global @dvisor poll.



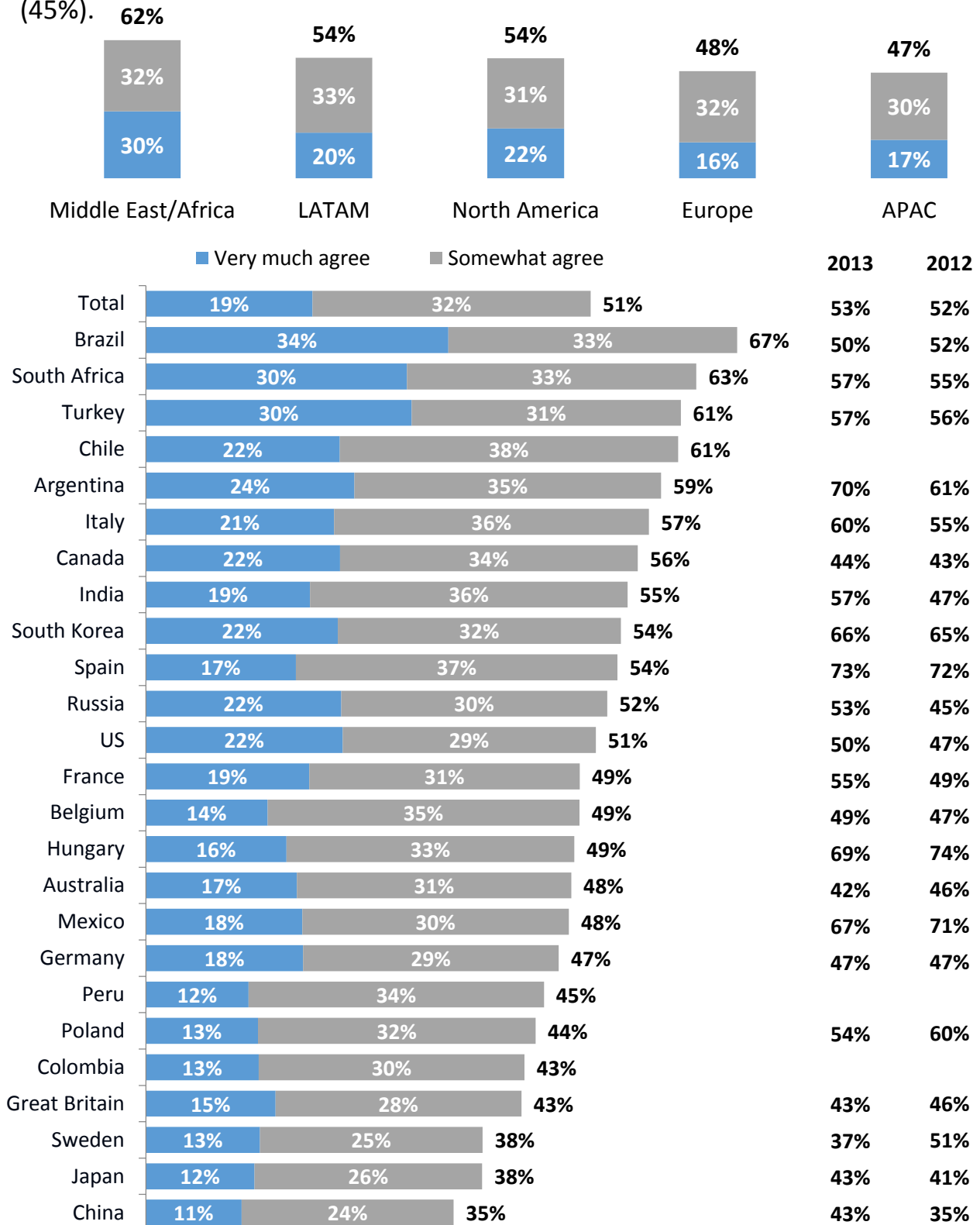
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GAME CHANGERS

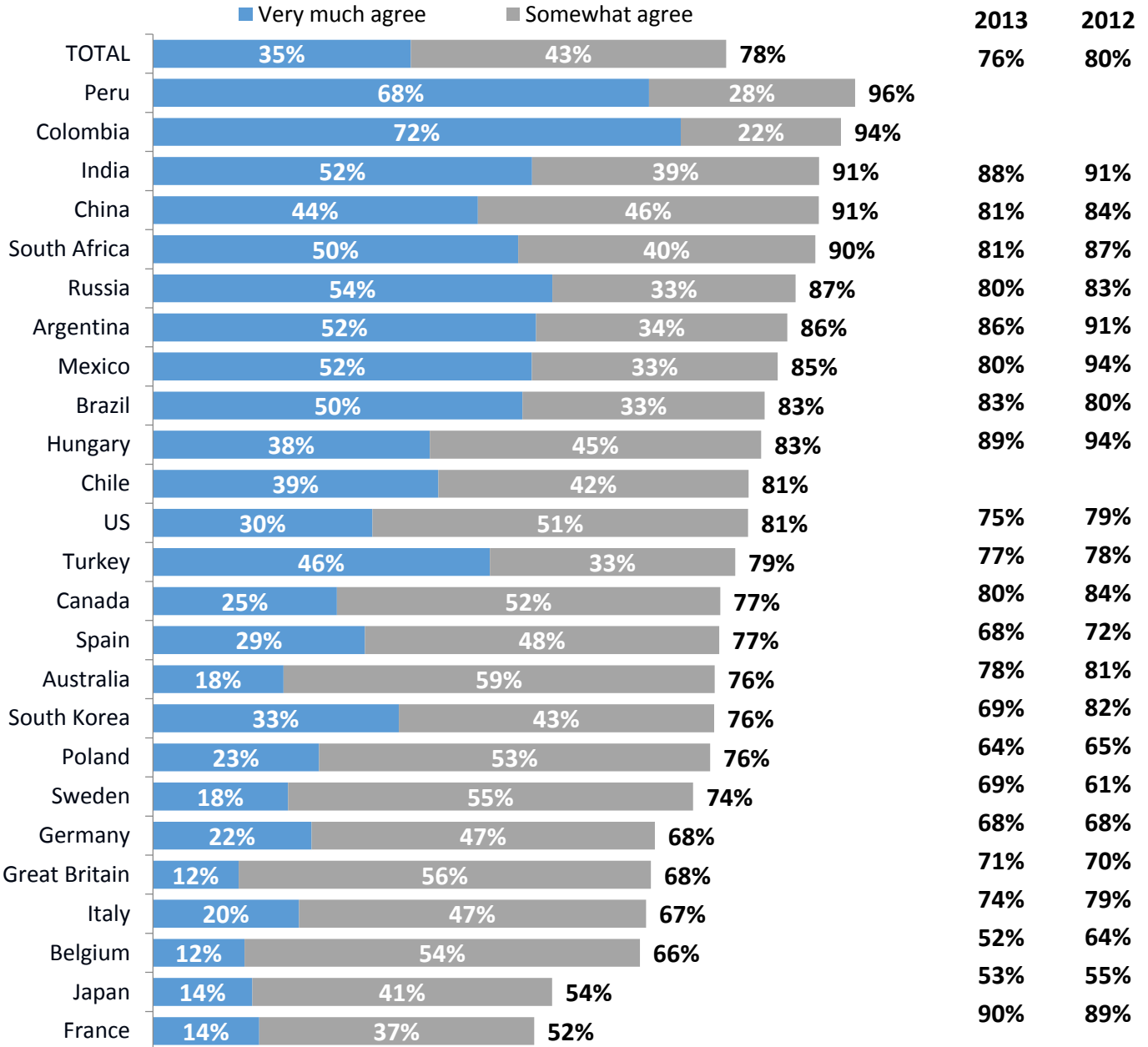
Looking Back at the Past Year

Half (51%) of global respondents agree that 2016 was a bad year for them and their families. The most dissatisfied with the outgoing year are the citizens of Brazil (67%), South Africa (63%), Turkey (61%), Chile (61%), Argentina (59%) and Italy (57%). A much better view of the outgoing year is held by those from China (35%), Japan (38%), Sweden (38%), Great Britain (43%), Colombia (44%), Poland (44%) and Peru (45%).

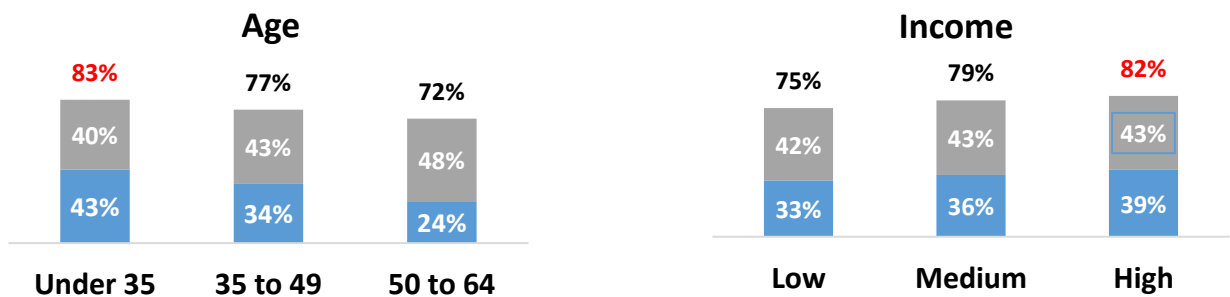


Optimism for 2017

Most people around the world are optimistic that 2017 will be better than 2016. The least optimistic are respondents in France (52%) and Japan (54%), where only slightly over half of the respondents agree that 2017 will be better.

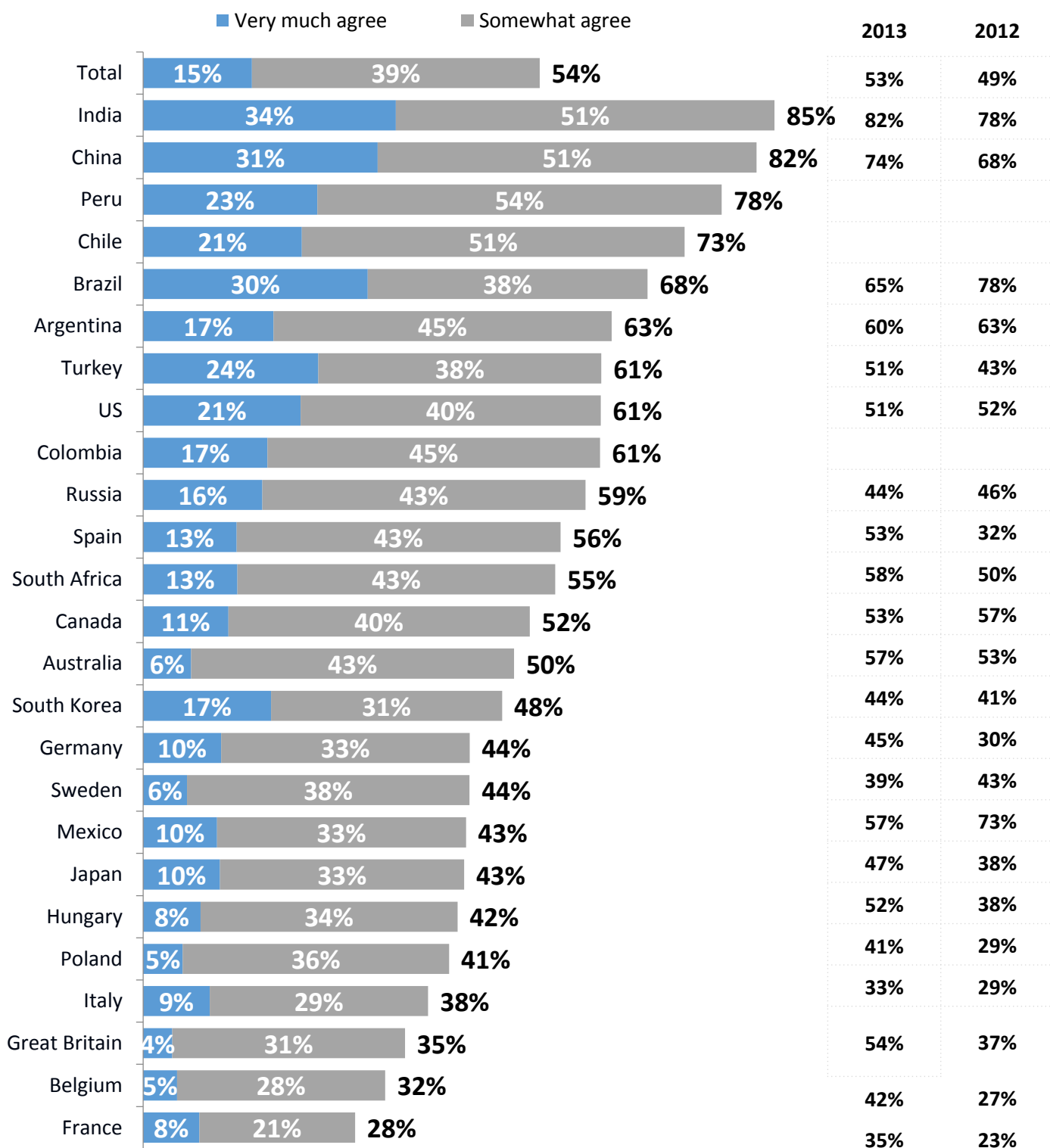


Young people and those with higher income are the most optimistic.

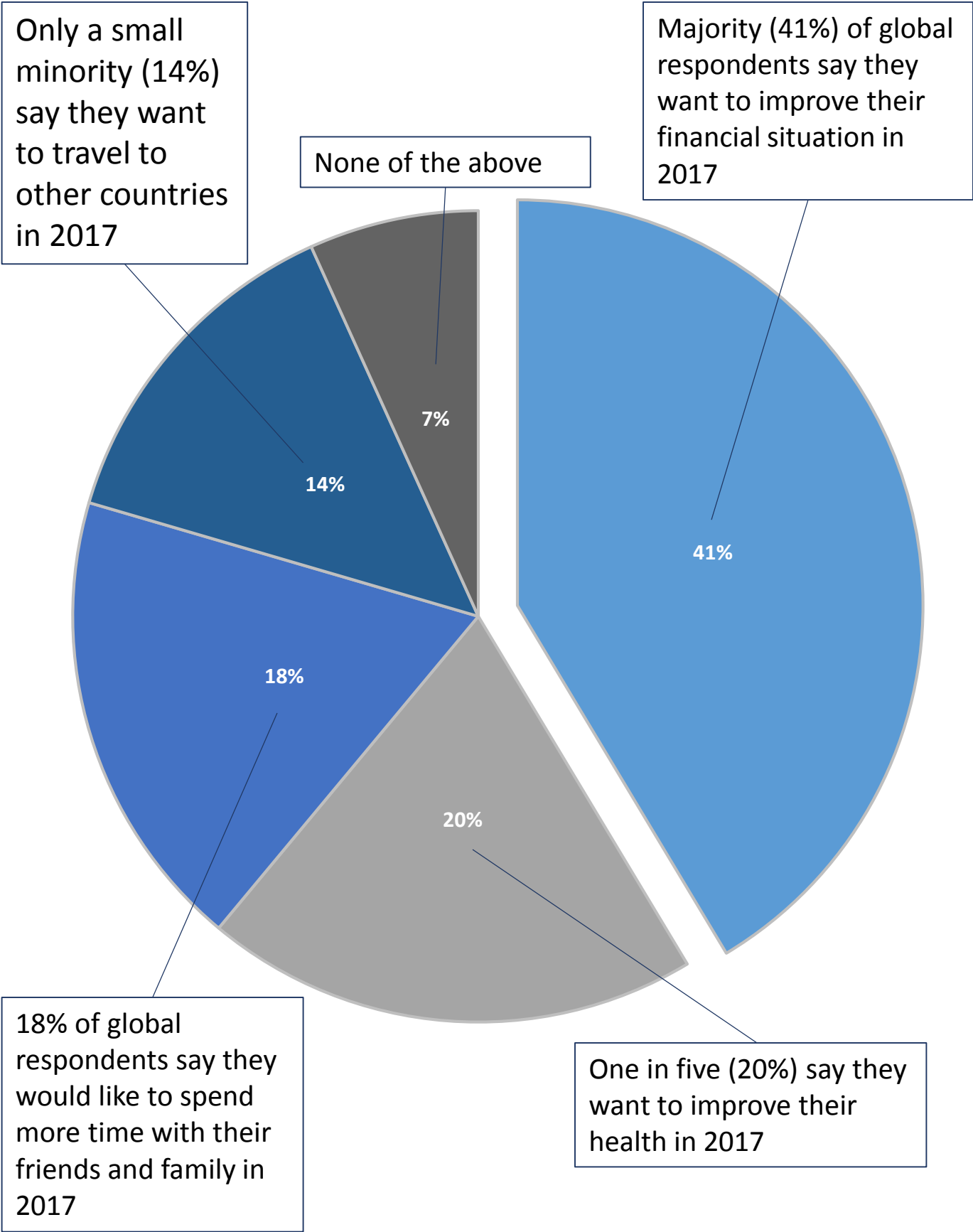


Future Economic Outlook

Only half (54%) of respondents in 25 countries agree that the global economy will be stronger in 2017 than it was in 2016. European citizens are the most pessimistic, with those from France (28%) and Belgium (32%) in particular. On the contrary, the citizens of India (85%) and China (82%) have high hopes for their countries' economies in the upcoming year.



Things to do in 2017



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, Chile, China, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, 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 18,062 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between November 25th and December 9th. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Mexico, Peru, Poland, Russia, 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, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, 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%), Peru (40%), Russia (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”.

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