



# 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.

January 2016

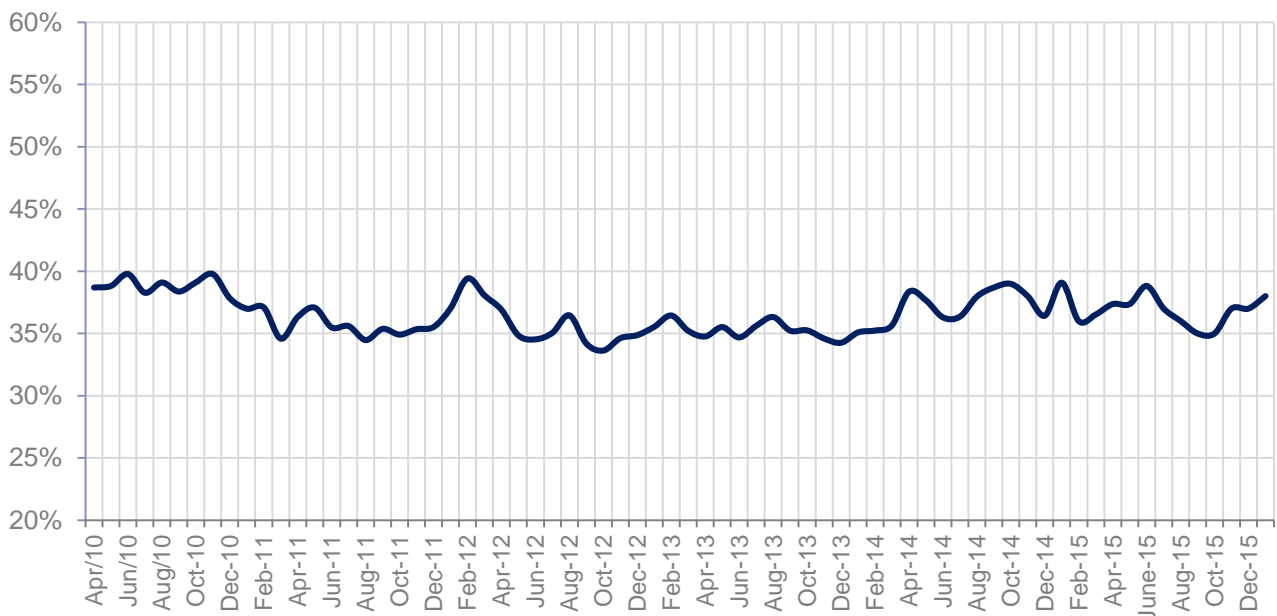


*January 2016*

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

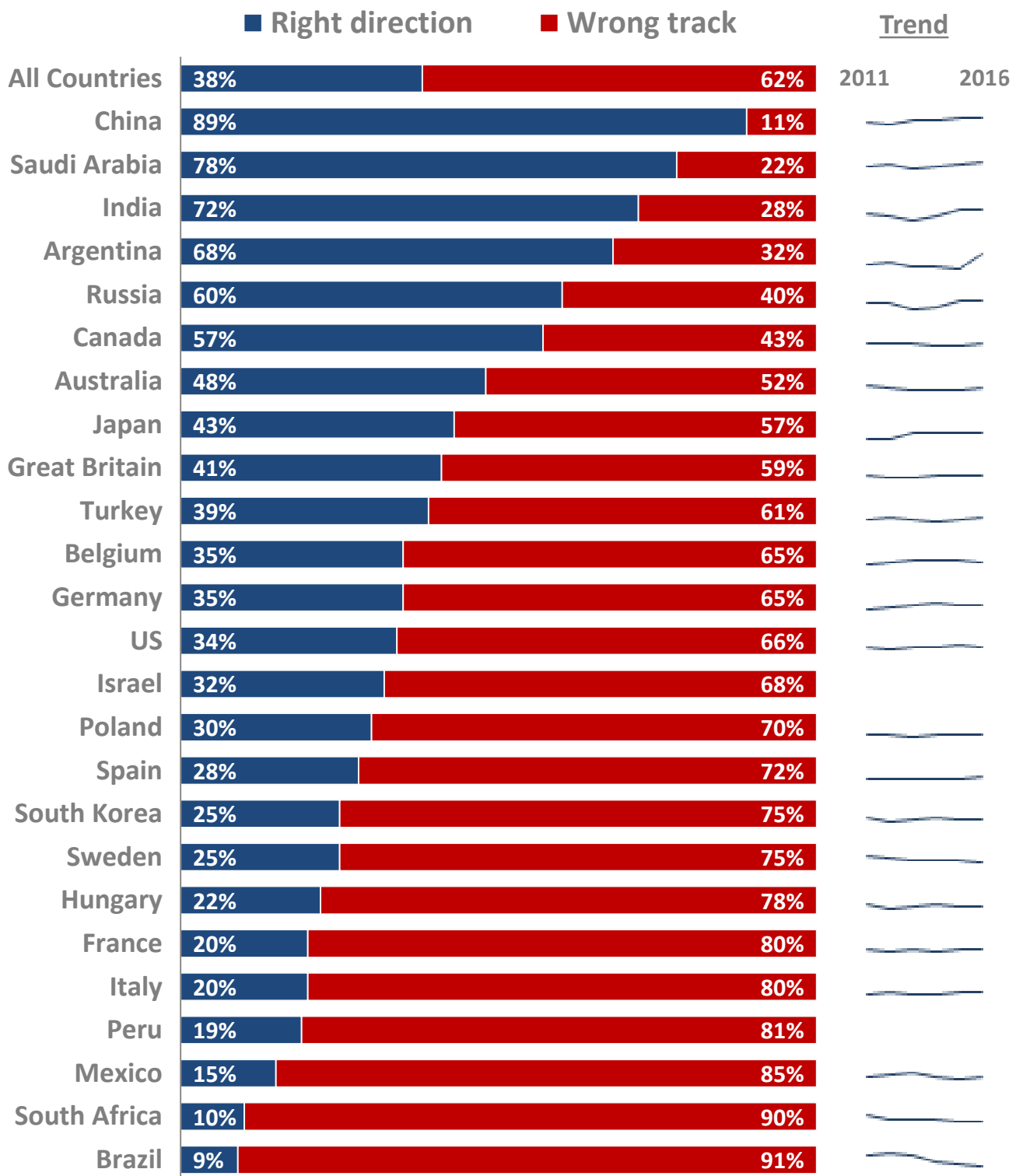
Only four in 10 (38%) say things in their country are heading in the right direction. The majority (62%) say things in their country are off on the wrong track.

## RIGHT DIRECTION 2010-2016 TREND



| <b>HIGHEST</b><br>this month |     | <b>LOWEST</b><br>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”.

## GAME CHANGERS

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