



January 2016

# IPSOS UPDATE

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

Ipsos Knowledge Centre

GAME CHANGERS



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# WELCOME

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Welcome to the first *Ipsos Update* of 2016 – 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, with the intention being that it provides a useful resource for our clients and partners.

We hope you find this useful. Please [get in touch with the Ipsos Knowledge Centre](#) with any comments or ideas, or if you would like to subscribe to further issues.

Thank you.

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## GLOBAL WARMING: Uniting world opinion

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Following the 2015 United Nations Climate Change Conference, this report looks at public attitudes in 27 countries on global warming.

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## WHO'S KILLING CREATIVITY NOW?: Creativity vs. data-driven content

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With so much more data available now, we are witnessing an increasingly uncomfortable tension between creativity and data.

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## GLOBAL TRAVEL TRENDS: Key predictions for the year ahead

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Spanning 32 countries, this research explores different travel topics across generational groups, with many wanting to "try something new" in 2016.

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## IPSOS VIEWS: Clearing the Fog on Neuroscience

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Exploring some of the misunderstandings around applied neuroscience, this is the first white paper in the Ipsos Knowledge Centre's *Ipsos Views* series.

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## DEAD TREES AND THE DEATH NARRATIVE: The end for print newspapers?

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Global Head of Audience Measurement, Andrew Green, blogs about the notion that print newspapers will eventually disappear.

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## NEW YEAR, NEW DIRECTION?: Feeling pessimistic about the future

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Looking ahead to 2016, Global @dvisor surveys citizens in 25 countries to find out if they think things in their country are heading in the right direction.

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## IPSOS VIEWS: Loyalty

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Ipsos Loyalty have released three new white papers on Text Analytics and Closed Loop Feedback.

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## CHINA PULSE: Young people and the mobile internet

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The latest quarterly research and analysis from our team in China includes a briefing on young people and their behaviours towards the mobile internet.





## GLOBAL WARMING: Uniting world opinion

Following the 2015 United Nations Climate Change Conference, Global @dvisor looks at the opinions of citizens around the world towards climate change and global warming.

### Findings include:

- An overwhelming majority (84%) of citizens in 27 countries consider global warming a serious issue. Half (54%) consider it a very serious issue.
- Seven in ten (70%) believe there is solid evidence that the average temperature on earth has been rising. More see the evidence of temperature increase this year than in 2014 (62%), with the biggest gain of 13 points in North America (48% in 2014 vs. 61% in 2015).
- A large number (59%) disagree that it is practical and feasible to almost completely eliminate the use of oil and gas in the next ten years.

**Regions covered:** LATAM, Middle East/Africa, Europe, APAC and North America.

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## WHO'S KILLING CREATIVITY NOW?

**Just because creativity can be more difficult to measure, it doesn't mean it's not working.**

**Market research** has long been accused of **killing creativity**. Many in the creative world now look back with nostalgia to the days when “traditional market research” was the point of contention.

With so much more data available now, we are seeing an increasingly uncomfortable tension between creativity and data.

This new paper from **Ipsos Connect** explores:

- The role insight plays in building successful campaigns.
- The need for personalisation, powered by effective use of data.
- How to resolve the tension between data and creativity.

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## 2016 GLOBAL TRAVEL TRENDS

**TripAdvisor's latest TripBarometer, spanning 32 countries in seven regions, reveals the key global travel trends for the year ahead.**

The report explores different travel topics and what they mean to different generations. Topics include; spending plans, booking channels, destination influences and travel essentials.

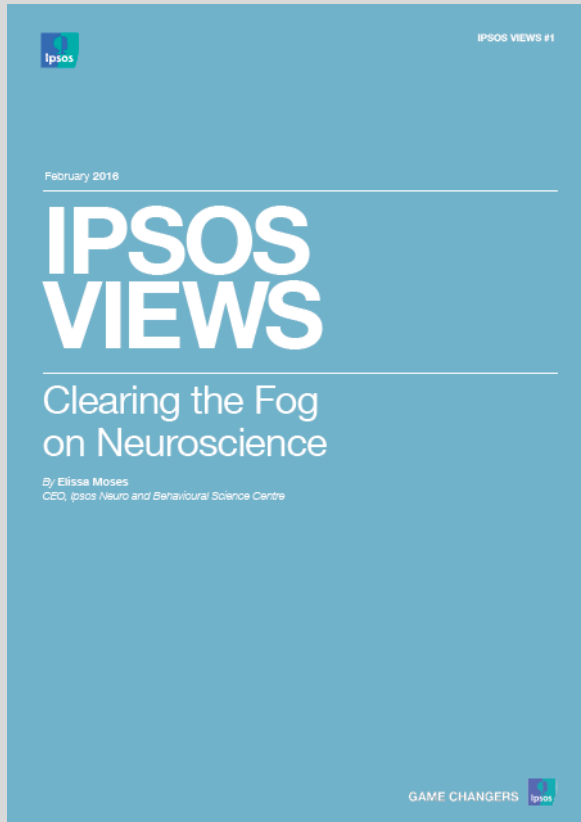
### Key findings include:

- 69% of travellers plan to try something new in 2016 – millennials are even more adventurous with 82% saying they will try something new this year.
- 75% consider their smartphone to be their top travel essential, even ahead of toiletries (69%).
- One third of travellers say they will increase their travel spend in 2016, rising to half of those in China and South Africa.
- When making travel plans, travellers say 'going somewhere new' is the top influence (74%), followed by flight prices (71%) and accommodation prices (68%).

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## IPSOS VIEWS: Clearing the Fog on Neuroscience

**Applied neuroscience is one of the biggest research advancements of our lifetime and methods are now easier, more affordable and have added value for integrating into traditional research.**

*Clearing the Fog on Neuroscience* addresses some of the misunderstandings around what **neuroscience** is and what it can and can't do.

Written by **Elissa Moses**, CEO of the **Ipsos Neuro and Behavioural Science Centre**, the paper explores a number of themes, including:

- The benefits of neuroscience
- How decisions are made from a neuroscience perspective
- What marketers need to understand
- The misconceptions surrounding applied neuroscience

The paper is the first in the series of **Ipsos Views** white papers, produced by the Ipsos Knowledge Centre.

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## DEAD TREES AND THE DEATH NARRATIVE

**Ipsos Global Head of Audience Solutions, Andrew Green, considers the notion that print newspapers will eventually disappear.**

An extract from Andrew's latest blog:

*"We will stop printing the New York Times sometime in the future."*

*"These were the words of the newspaper's publisher, Arthur Sulzberger Jr., in 2010. Since the first newspaper websites started appearing in 1994 and dedicated apps more recently, history has seemed to support this idea."*

*"Digital audiences to newspapers have continued to rise. comScore reported that 179 million American adults (three-quarters of the total) accessed newspapers online in August 2015, up 10% from the previous year. In the UK, 72% of adults accessed newsbrands via their PCs or mobile devices in September 2015."*

*"...But online news has not stopped people reading printed newspapers..."*

Read the full [\*Dead Trees and the Death Narrative\*](#) blog.

In another recent blog, Andrew Green explores the complexity of audience measurement in [\*The Truth, The Whole Truth and Nothing But the Truth\*](#)



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## NEW YEAR, NEW DIRECTION?

The latest Global @dvisor report shows pessimism about the future from the majority of citizens around the world.

Looking ahead into 2016, global citizens across 25 countries were asked if things in their country were heading in the right direction, or if they were off on the wrong track. Some 62% take a pessimistic view.

### Highlights include:

- Only four in 10 (38%) say things in their country are heading in the right direction.
- The least optimistic countries this month were Brazil (9%), South Africa (10%), Mexico (15%), Peru (19%), Italy (20%).
- The most hopeful are online consumers in China (89%), Saudi Arabia (78%), India (72%), Argentina (68%), Russia (60%).

The latest [Economic Pulse of the World report](#) provides the most recent economic optimism data as we look to 2016.

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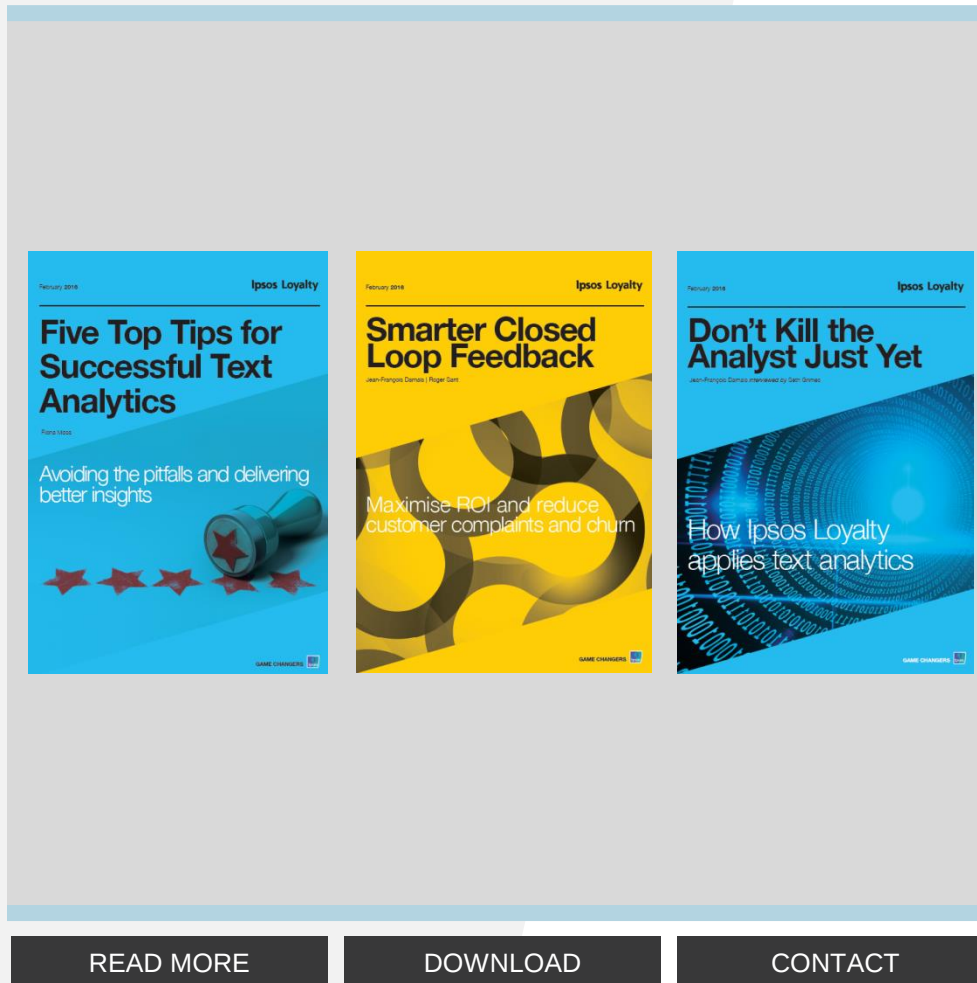




## IPSOS VIEWS: Loyalty

Ipsos Loyalty have released three new white papers on Text Analytics and Closed Loop Feedback.

1. In *Smarter Closed Loop Feedback*, Jean-François Damais and Roger Sant explore how to optimise the design of Enterprise Feedback Management (EFM) and Voice of the Customer (VOC) programmes to maximise the ROI and reduce customer complaints and churn.
2. Following on from our recently released *Guide to Text Analytics* paper, Seth Grimes interviews Jean-François Damais in *Don't Kill the Analyst Just Yet* to learn how Ipsos Loyalty applies text analytics, including the pitfalls to avoid.
3. In *Five Top Tips for Successful Text Analytics*, Fiona Moss discusses some of the potential risks involved in starting a text analytics project, setting out the best ways to avoid these to ensure the results deliver action-orientated insight.





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## CHINA PULSE: Young people and mobile internet

Presenting the results of a recent survey of 18-30 year olds in China, this report looks at how young people there relate to the mobile internet.

The survey explores the popularity of the mobile phone vs. the computer for young people, as well as the activities they are most likely to do online.

Some 80% of China's online youth say they feel uneasy not checking their mobile phones in an hour and 40% say they look at their phone every 20 minutes or more.

The report concludes by highlighting what these results mean for brands.

The latest quarterly edition of **China Pulse** also provides briefings on:

- Running: A new lifestyle
- Macro economy data in China
- Best of the best 2015: Quality of Life report including luxury consumption



## SHORT CUTS

### Mobile optimisation

There's no question that mobile is becoming the **dominant channel** that even **small businesses** have to pay attention to if they want to win and keep customers.

Referencing research conducted by Ipsos Observer, this Forbes article discusses the **power of mobile devices**, especially for small business operators.

The full article in Forbes Tech, [\*How to Optimize Your Small Business for a Mobile World\*](#), can be found on the Forbes website.

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### Pop-up communities

Ipsos SMX, our social media research division, have published their latest *Sound Off – Sound bits (of advice) and bites (of research)*.

The case study focuses on **how to leverage a “pop-up” (short term) community as an integrated research platform**.

It details two successful research projects that the team recently conducted across multiple business lines in the US, to provide holistic, consumer-centric solutions for their clients.

[Download the full case study.](#)

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### Latest Europe polls

It's winter in Europe, which in Norway, at least, is something to be welcomed. [\*Three in four Norwegians say they “like” winter\*](#), including 29% who enjoy getting out into the snow and other winter activities.

With the Rio Olympics taking place in the summer, bids for the 2024 games are already shaping up. [\*A new Ipsos poll\*](#) finds 77% of Italians like the idea of Rome being host city, with 58% seeing it as an “opportunity for the whole of Italy”.

In the UK, the [\*latest trust in professions poll\*](#) finds British people are more likely to trust hairdressers to tell the truth than police or lawyers. Politicians, journalists and real estate agents remain at the foot of the annual “veracity” league table.

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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.

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