

---

February 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 February 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 [get in touch with the Ipsos Knowledge Centre](#) with any comments or ideas, or if you would like to subscribe to further issues.

To download previous editions of *Ipsos Update*, please visit [www.ipsos.com/ipsosupdate](http://www.ipsos.com/ipsosupdate)

Thank you.

**Ipsos Knowledge Centre**

**GAME CHANGERS**



---

## LOYALTY: Healing the Pain

---

A new white paper introducing 'Smarter Closed Loop Feedback' - to help companies maximise ROI and reduce customer complaints and churn.

---

## CONTINENTAL SHIFT: What Europe Thinks (and Feels)

---

Delving into the Ipsos archive from the past 12 months, our Europe Briefing paints a picture of how the continent is feeling in early 2016.

---

## A LIFE SUSPENDED: Syrian Refugees in Jordan and Lebanon

---

Aiming to understand what it means to be a Syrian refugee in a host country, Ipsos surveyed 2,200 refugee households in Jordan and Lebanon.

---

## THE DEATH OF POLLING?: Understanding public opinion

---

Bringing together leading Ipsos polling experts from around the world, this presentation takes a fresh look at the challenges facing pollsters.

---

## IPSOS MARKETING: Getting to Great Research Stories

---

Everyone is talking about storytelling, but its role in the market research industry (and how to do it) is not always clear.

---

## GENDER EQUALITY: Dream or Reality?

---

In anticipation of International Women's Day, Ipsos asked respondents in 23 countries their opinion on inequality between women and men.

---

## IPSOS FLAIR: Spotlight on Mexico

---

*Mexico 2016: A year of (more) scrutiny and change* is the latest report in our Ipsos Flair series, written collectively by Ipsos experts in the country.

---

## CONNECT: Branded Content

---

This new thought piece explores branded content, including what it offers that traditional channels cannot and what brands can gain from it.





## IPSOS LOYALTY: Healing the Pain

**Healing the Pain introduces the concept of 'Smarter Closed Loop Feedback', helping companies maximise the ROI of customer feedback programmes and reduce customer complaints and churn.**

The importance of customer experience as a driver of business performance is widely acknowledged, and many companies now deploy real-time Voice of the Customer (VOC) or Enterprise Feedback Management (EFM) programmes to enable them to generate 'hot alerts' when a customer experiences a poor level of service – we call these "Critical Incidents".

Closed Loop Feedback is when companies enable their staff to contact a customer following a critical incident and take appropriate action. However, the economics of Closed Loop Feedback have not yet been properly addressed.

This new white paper, written by Ipsos Loyalty's Jean-François Damais and Roger Sant, explores the importance of responding well to bad experiences and how this can boost customer loyalty.

[READ MORE](#)

[DOWNLOAD](#)

[CONTACT](#)

**Ipsos Knowledge Centre**

© Ipsos Version 1

**GAME CHANGERS**







## CONTINENTAL SHIFT: What Europe Thinks (and Feels)

Delving into the Ipsos archive over the past 12 months, our Europe Briefing paints a picture of how the continent is feeling in early 2016.

In this *Huffington Post* blog, Simon Atkinson, Chief Knowledge Officer at Ipsos, looks at what we can learn generally about the mood of Europe's people – their hopes and fears, their experiences at work, and how they spend their free time.

Key themes include:

- **Staying healthy:** a number 1 concern across every country.
- **The sharing economy:** 51% say they are renting, swapping or buying things second hand “more often” than they were a few years ago – and 73% of Europeans say these behaviours are here to stay.
- **Disappointing union:** Just 27% of Europeans say the EU is “on the right track”. And it isn't the British who are the gloomiest: that distinction goes to Italy (16%) and France (15%).

READ MORE

DOWNLOAD

CONTACT

Ipsos Knowledge Centre

© Ipsos Version 1

GAME CHANGERS





## A LIFE SUSPENDED: Syrian refugees in Jordan and Lebanon

**With the Syrian conflict into its sixth year, the UN have declared that over 4.6 million Syrians have fled to neighbouring countries, with two-thirds settling in Jordan and Lebanon.**

This sudden major influx of refugees has resulted in serious economic and social strains on the two host countries which, in turn, has impacted the lives of the Syrian refugees taking shelter within them.

In a bid to understand what it means to be a Syrian refugee in a host country, this Ipsos MENA report presents the results of a survey of 2,200 Syrian refugee households in Jordan and Lebanon, looking at their daily lives, challenges, attitudes, and their future aspirations.

### Key findings include:

- **30%** of Syrian households have no income and reliance on aid is high, with **85%** receiving some form of aid.
- On average, only **23%** of Syrian refugees aged 18 years and above currently work.
- **85%** say they would move back to Syria within 6 months of the conflict ending.

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

**Ipsos Knowledge Centre**

© Ipsos Version 1

**GAME CHANGERS**





# The Death of Polling?

#ipsosmorilive

 Ipsos MORI  
Social Research Institute



READ MORE

DOWNLOAD

CONTACT

## THE DEATH OF POLLING?

Bringing together leading Ipsos experts, this presentation looks at the state of opinion polling in the world today.

Following the 2015 UK General Election, where pollsters got it wrong, there is a question about whether this is representative of a global issue and whether the experiences of other countries can provide new insights.

Across the world, pollsters are having to face up to tough questions, including:

- How to achieve a representative sample
- How to predict turnout accurately
- How to ensure polls are reported well and understood among the media, politicians and the public

Our recent event saw a panel of Ipsos colleagues, from the UK, the US, Canada, Italy and Sweden, discuss their country's current political landscape, the role and challenges of polling and what we need to do to get it right.

Full details are in the presentation, which also explores the on-going race to the White House.

Ipsos Knowledge Centre

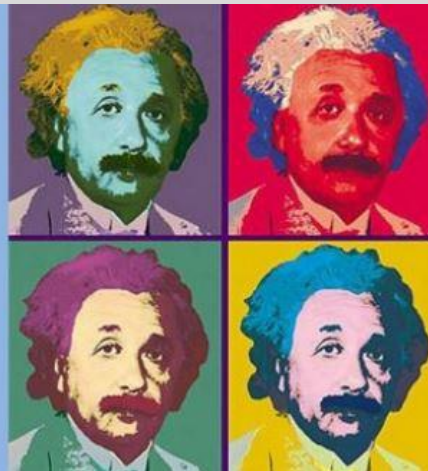
© Ipsos Version 1

GAME CHANGERS





## Storytelling is An Art and a Science

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

## GETTING TO GREAT RESEARCH STORIES

**Everyone is talking about storytelling, but its role in the market research industry (and how to do it) is not always clear.**

In this presentation, Ipsos Marketing's Allyson Leavy and Douwe Rademaker discuss storytelling in the context of market research.

It was presented at the [Festival of New Market Research](#) in February 2016.

### Highlights include:

- How to get to the root of the business issue (the premise of the story).
- How to use storytelling to transform data into insights.
- How to sequence a story depending on the research conducted.
- How to bring the story to life – so your stakeholders can remember it and re-tell it.





## GENDER EQUALITY: Dream or Reality?

In anticipation of International Women's Day, Ipsos asked respondents around the world their opinion on inequality between women and men in terms of their social, political and/or economic rights.

### Key findings include:

- An overwhelming majority (88%) in 23 countries believe in equal opportunities for men and women.
- Despite the majority believing in equal treatment for both genders, women don't always experience it. When asked if they have full equality with men, 40% disagree.
- Three quarters (73%) agree that there is currently inequality between women and men in terms of social, political and/or economic rights.

In an additional February report, Global @dvisor also sheds light on global citizens' views on the controversial subject of abortion - [download the report](#).

READ MORE

DOWNLOAD

CONTACT

Ipsos Knowledge Centre

© Ipsos Version 1

GAME CHANGERS





Collection Ipsos Flair



Mexico 2016,  
a year of (more)  
scrutiny and change

GAME CHANGERS



READ MORE

DOWNLOAD

CONTACT

## MEXICO FLAIR: A year of (more) scrutiny and change

*Ipsos Flair* is a series of reports designed to present a vision of a country, through the observation and interpretation of behaviours, attitudes and opinions of its consumer citizens.

*Mexico 2016: A year of (more) scrutiny and change* is the latest report in our *Ipsos Flair* series. Written by our Mexican experts, it looks at the current situation in this young and vibrant market.

Mexico is in the middle of a long and difficult transformation process. It is a huge country with 120 million people and a long list of issues to solve, but the determination and willingness of its people is relentless. This report explores their current values and mood, as well as their ambition and desire for the future.

Mexico follows recent *Ipsos Flair* reports for Colombia, Brazil and Thailand. You can [download the full Ipsos Flair Collection](#) on our website.

Ipsos Knowledge Centre

© Ipsos Version 1

GAME CHANGERS





Ipsos Connect



## BRANDED CONTENT

**EMPEROR'S NEW CLOTHES OR  
THE FUTURE OF MARKETING?**

Thought Piece  
2016

READ MORE

DOWNLOAD

CONTACT

## IPSOS CONNECT: Branded Content

Content is the *touchpoint du jour* for more and more marketers. Unlike advertising, which is pushed at people, branded content has to be something people choose to spend time with.

Marketers need to ensure branded content is interesting, engaging and ultimately leads to a positive impact on the brand.

This new Ipsos Connect thought piece, *Branded Content: Emperor's New Clothes or the Future of Marketing*, explores:

- What is branded content and what can it offer that traditional channels cannot?
- What does successful content need to do to be successful?
- What does the brand get from it?

The Ipsos Connect team can help you learn how to develop and evaluate branded content and where it fits into your media mix.

Ipsos Knowledge Centre

© Ipsos Version 1

GAME CHANGERS





# SHORT CUTS

## Behavioural economics

This new POV paper from Ipsos Marketing communicates the relevance of behavioural economics to new product adoption and the way we approach research to gauge interest in new products.

*Breaking Up Is Hard To Do: Behavioural Economics and New Product Success* provides guidance on how concepts should be written to motivate consumers to change. It also offers specific changes to the concept testing survey, as we look to better evaluate consumer acceptance of new products.

The ultimate goal is to leverage this information to conduct better new product research and improve new product adoption rates.

[READ MORE](#)

## US elections

With the run-up to the 2016 United States presidential election in full swing, Kaitlyn McAuliffe from Ipsos Public Affairs explores '[Life, Liberty and the Pursuit of Trumpism](#)' - highlighting research that looks at the views of Democrat, Republican and Independent voters.

In addition, a [30-minute webinar](#) from the Ipsos US political polling team discusses the power and pitfalls of election polling, as well as the critical factors that our global research has shown to most influence election results.

More Ipsos analysis on the race to the White House can be found on the [Ipsos Ideas Spotlight blog](#).

[READ MORE](#)

## Continuity and change

In this video interview with [Research Live](#), Ben Page, CEO of Ipsos in the UK, discusses:

- Media convergence
- Our tendency to overestimate short-term change
- Experts – and why they are often wrong
- The persistence of postal surveys
- Why big data is like teenage sex

[Watch the full 6-minute video.](#)

[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 get in touch with the Ipsos Knowledge Centre with any comments, including ideas for future content.

You can download previous editions of *Ipsos Update* on our website here:  
[www.ipsos.com/ipsosupdate](http://www.ipsos.com/ipsosupdate)

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

