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October 2015

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# IPSOS UPDATE

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

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Ipsos Knowledge Centre

GAME CHANGERS



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# WELCOME

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

The underlying idea 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 relevant documents, information sources and Ipsos colleagues. Everything is in the public domain and is therefore intended for both Ipsos colleagues and clients.

We hope you find this useful. It’s our fourth edition, and forms part of a broader programme designed to showcase the latest work Ipsos has been doing across the world. So, if you have any feedback on how the approach could be improved, we would love to hear it.

Please email the Ipsos Knowledge Centre with your ideas, or if you would like to subscribe to further issues.

Thank you.

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**GAME CHANGERS**



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## WOMEN IN THE WORKPLACE: The key challenges

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This global survey across the G20 countries finds work-life balance is the issue that concerns women most in the workplace.

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## TEXT ANALYTICS: What's the big deal?

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This new guide from Ipsos Loyalty looks at the benefits and pitfalls of setting up text analytics – demand for which is now at an all-time high.

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## COUNTRY BRIEFING: Spotlight on Russia

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Based on data for 2000-2014, this briefing charts recent changes in population and consumer behaviour, and forecasts future trends for Russia.

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## COLOMBIA FLAIR: Beyond the clichés

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Colombia 2016 is the latest in the series of *Ipsos Flair* reports, written collectively by local experts and designed to present a vision of a country.

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## IPSOS PEEL: Finding new knowledge beneath the surface

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Through several unique and immersive research experiences, *Ipsos PEEL* aims to inspire new ways of thinking and discover fresh knowledge.

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## THE FUTURE OF RESEARCH: Generation Next

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The latest in the *Future of Research* series, Generation Next explores how to engage young people both as consumers and research participants.

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## ECONOMIC PULSE OF THE WORLD: Cautious optimism

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Following a dismal outlook in last month's 24-country Global @dvisor survey, things have stabilised this time around.

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## CUTTING THE CORD: Embracing a device agnostic world

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Researchers need to cut the cord and interact with respondents in ways that better fit their lifestyle and real behaviours.







## WOMEN IN THE WORKPLACE: The key challenges

**Work-life balance is the issue that concerns women most in the workplace, followed by equal pay and harassment.**

This global Ipsos survey, conducted on behalf of **Thomson Reuters Foundation**, asked 9,500 women across the G20 countries what they felt were the top five challenges they face at work. The results highlighted differences by both country and age group.

### Key findings include:

- Nearly one third of women across the 20 countries say they have been harassed at work, with Turkish women being the most concerned about this issue.
- 74% of Brazilian women say they did **not** think having children would damage their career – coming top of the table – whereas women in Germany, France, Britain and Japan were most worried about the impact of starting a family.
- For US women, 58% flag equal pay as their top workplace challenge.

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## TEXT ANALYTICS: A guide to successful deployment

**Text analytics is growing rapidly in popularity and is now seen by many clients as a key tool to understanding text data.**

There has been a significant increase over the last few years in the volume and variety of sources of unstructured data. The huge value that lies within this data means that the ability to **extract actionable insights and intelligence** from unstructured text is now crucial.

However, there are also a number of **common pitfalls** that organisations need to avoid, including the belief that technology in itself is enough to derive good and actionable insights. Instead, **analytical expertise** is needed to set up and carry out the analysis in the right way, but also to **interpret, validate, contextualise** and link text analytics results to other sources of data.

This new guide to text analytics from **Ipsos Loyalty** looks at the significant benefits and pitfalls of setting up text analytics, as well as providing descriptions of the outputs and case studies.

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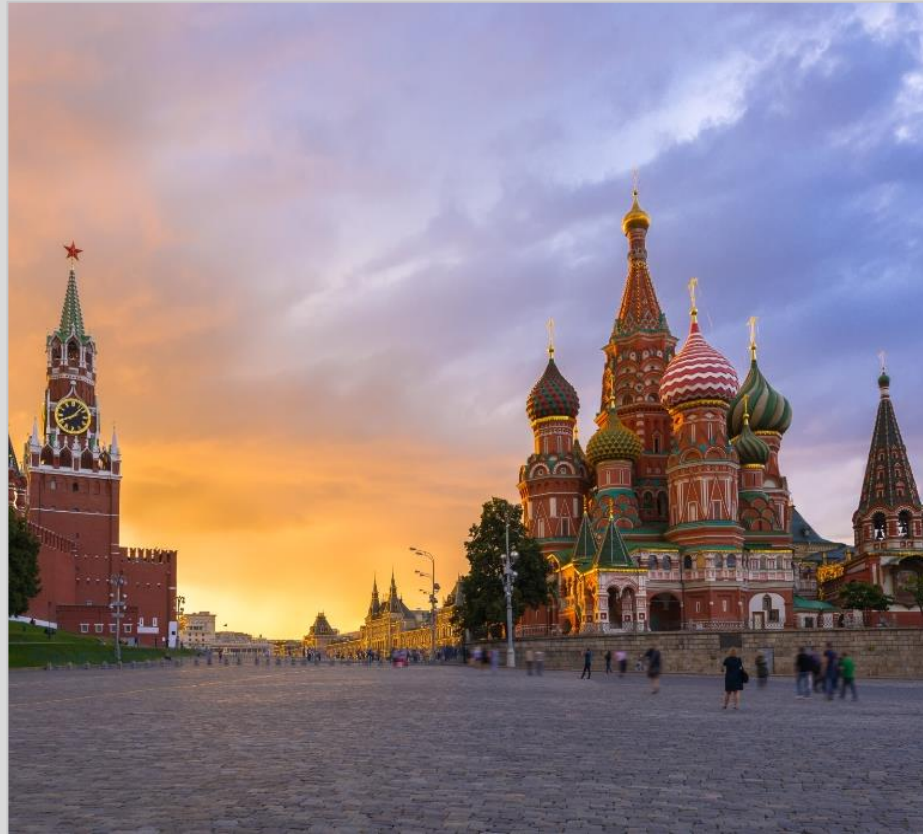
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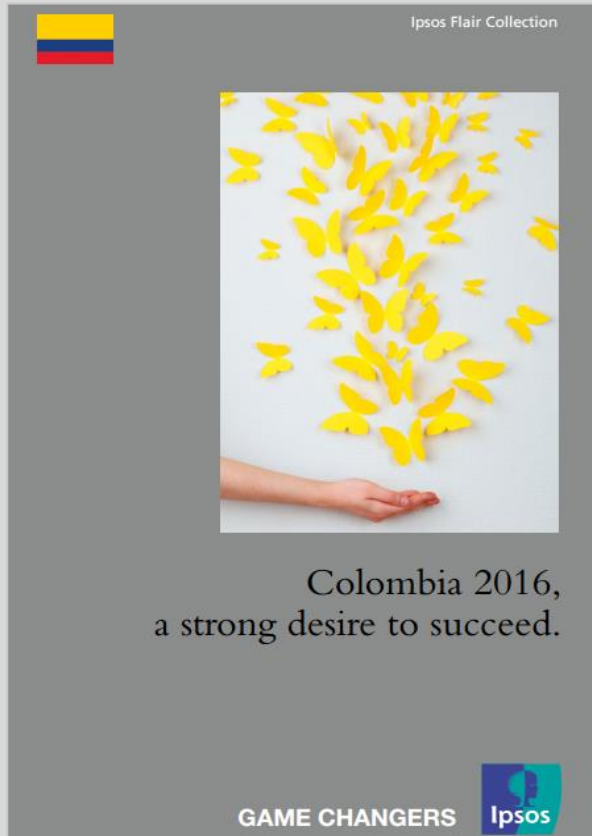
## COUNTRY BRIEFING: Spotlight on Russia

**In this review of state statistics and consumer trends, Synovate Comcon provides an overview of Russia's current social and economic situation.**

Based on 2000-2014 data, this review charts changes in population and consumer behaviour, and forecasts possible future trends.

### Key findings include:

- Russia is home for 180 nationalities, who speak 150 languages.
- Across the population aged 30+, there are 11 million more women than men overall.
- 34% of Russians agree that “religion does play an important role in my life”, up from 21% in 2000.
- Russia has the highest share of population with a higher education degree (54%) in the world – ahead of Canada, Israel, the USA and the UK.



## COLOMBIA FLAIR: Beyond the clichés

*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.

Written by our Colombian experts, *Colombia 2016: A strong desire to succeed* is the latest report in the *Ipsos Flair* series. It looks at the current situation in Colombia, uncovers new insights and highlights 2016 as a turning point.

Despite the challenges the developing nation of Colombia faces, the report also highlights the progress it has been making in recent years. It looks at the possibilities for communicating with people in a deeper way, making use of advancements in digital connectivity.

Colombia follows *Ipsos Flair* reports for Brazil and Thailand, released earlier this year. You can view the [full Ipsos Flair Collection](#) on our website.

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## IPSOS PEEL: Finding new knowledge beneath the surface

Through several unique and immersive research experiences, *Ipsos PEEL* aims to inspire new ways of thinking about research and discover fresh knowledge and insights.

Developed as part of our North America team's celebrations for Ipsos' 40<sup>th</sup> anniversary, *Ipsos PEEL* explores the changing face of research, which now includes:

- Neuroscience
- Behavioural economics
- Passive and social data
- Big data and advanced analytics

The dedicated *Ipsos PEEL* microsite also highlights a number of [megatrends](#) that are reshaping the world.

Each one of these trends has implications for how people live, how we market to them, and the ways in which we seek to understand them.

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## THE FUTURE OF RESEARCH: Generation Next

*The **Future of Generation Next** explores young people's attitudes and motivations – now very different from previous generations – to see what makes them tick.*

Looking at generation shifts, research across 20 countries finds that optimism is particularly low in the West.

In France, only 7% say that today's youth will have a better life than their parents' generation, closely followed by Belgium (13%), Spain (16%) and US (19%). People in China, India and Brazil are much more positive.

The presentation also looks at **Generation Next** and how research tools need to engage these participants, staying fresh and relevant to them.

It suggests that although they are more open, collaborative and self-starting, they are also more demanding and won't engage with research that doesn't feel authentic.

Generation Next is part of Ipsos MORI's Future of Research series.

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## ECONOMIC PULSE OF THE WORLD

The latest 24-country Global @dvisor study provides a guide to economic optimism around the world.

Following a dismal outlook in the index assessment categories last month, things have stabilised this time around.

- The **global economic assessment** index remains unchanged, with four in 10 (39%) respondents rating the state of their national economy as “good”. Countries with the greatest improvements are Sweden (72%, +7pts.) and Canada (51%, + 6pts.).
- After last month's two point decline, the **local economic assessment** is up one point, with three in 10 (30%) global citizens rating the economy in their local area as “good”.
- The **future outlook** is on the rise by two points, with one quarter (24%) of respondents expecting the economy in their local area to become stronger in the next six months. Latin American countries, in particular Mexico (41%, +19 pts.) and Argentina (42%, +7 pts.), show the greatest improvement in this category.



## CUTTING THE CORD

**It's time to embrace the device agnostic world, so we can improve our relationship with our respondents, and increase the value of information.**

As researchers, we need to cut the cord and assume the people we want to speak to would rather interact in ways that better fit their lifestyle and real behaviours.

This article illustrates the positives of device-agnostic studies, that are able to be taken whenever and wherever, including:

- **Build a bridge:** Thinking within the constraints of a shorter survey length can enable us to be smarter about how we do research.
- **Design for digital:** Digital and app design (swipe-able screens, slider buttons, emoticons and emojis, radio buttons, likes and dislikes) has opened up a whole new world in the way people consume and respond to online content. Leveraging these tools can vastly improve respondents' experience with surveys.

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# SHORT CUTS

## Rethinking concepts

Ipsos Marketing have developed a framework to evaluate the full spectrum of **experience-based innovations**; including apps, digital services and other experiential products and services.

This **two-step framework** focuses on the full consumer experience and incorporates an assessment of the go-to-market opportunities and challenges.

Download the full paper: [\*Rethinking Concepts: A Framework for Qualifying Apps, Digital Services, and Other Experiential Innovations\*](#).

For more information, please [contact Sanjay Ponnaiya](#).

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## She Speaks study

**She Speaks** is a unique, syndicated study dedicated to **women in the MENA** (Middle East and North Africa) region.

Women are the world's most powerful consumers, driving over 70% of all consumer purchasing and controlling £20 trillion in consumer spending.

With this in mind, **She Speaks** will explore:

- Values and aspirations
- Decision making
- Brand perceptions
- Engagement and communication.

Follow [@ipsosMENA](#) and [#SheSpeaks](#) on Twitter for regular updates.

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## Affluent surveys

The **Ipsos Affluent Surveys** offer powerful insights into the lifestyles, purchase patterns and media habits of the highest earning and spending individuals across **51 countries**.

In the most recent survey, the 2015 Ipsos Affluent Survey USA finds that the Affluent population now has more Generation Xers than Baby Boomers, signalling a generational “changing of the guard”.

For more details about the US Affluent Survey, [view the full article](#) or [email Steve Kraus](#).

**Learn more** about the [Global Affluent Surveys](#) and the different country findings.

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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.

Please [get in touch with the Ipsos Knowledge Centre](#) with any comments, including ideas for future content.

