

Ipsos MORI

A central image of the Earth from space, showing the Middle East and surrounding oceans. It is framed by several concentric, colorful rings in yellow, light blue, red, and teal. A white circle is superimposed over the center of the Earth.

# GLOBAL TRENDS 2014

NAVIGATING THE  
NEW

# Ipsos MORI

## The survey



**20 countries**

**Using Ipsos' Global @dvisor *online* panel**

**Representative of more affluent, connected population in developing countries**

**Only includes those aged 16-64, 16,039 interviews in total**

**Fieldwork September 3<sup>rd</sup>-17<sup>th</sup> 2013**

**Data weighted**

Ipsos MORI



WAVE  
1

# Ipsos MORI

## Wave 1 - Contents



Happiness, personal situation

Now: economy & country

Future: optimism & generations

Outlook & values

World & society

Work

Public service & state action

Environment

Gender & family

Health & healthcare

Science & technology

Brands

Advertising

Consumer activism

Socio-political activism

Other

Wave 2



A large circular graphic composed of several concentric, slightly offset rings in yellow, light blue, red, and teal. The text "HAPPINESS, PERSONAL SITUATION" is centered within the innermost white ring.

HAPPINESS,  
PERSONAL  
SITUATION

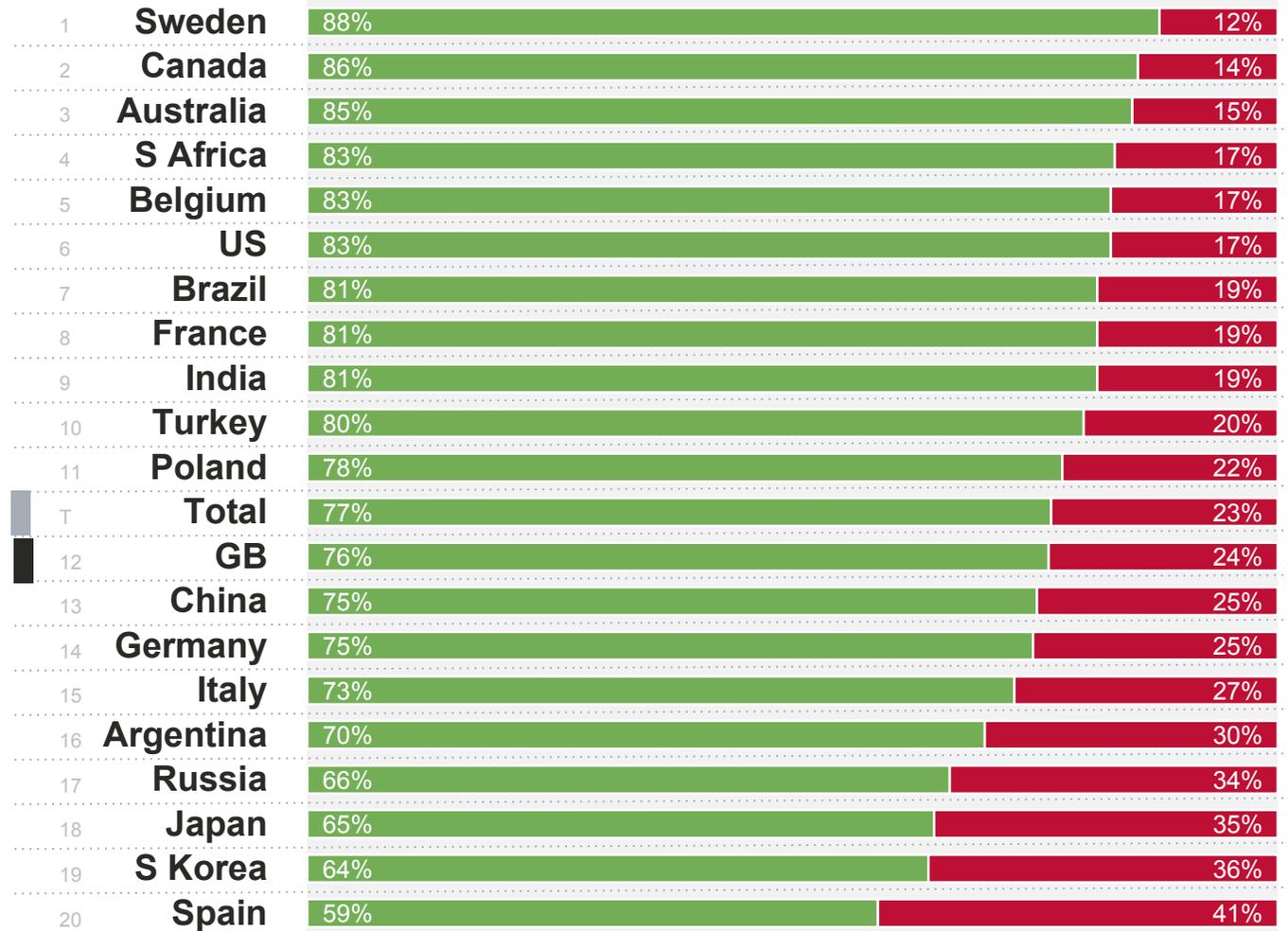
# Happiness

## The Global Trends Survey



Taking all things together, would you say you are...?

Happy OR unhappy?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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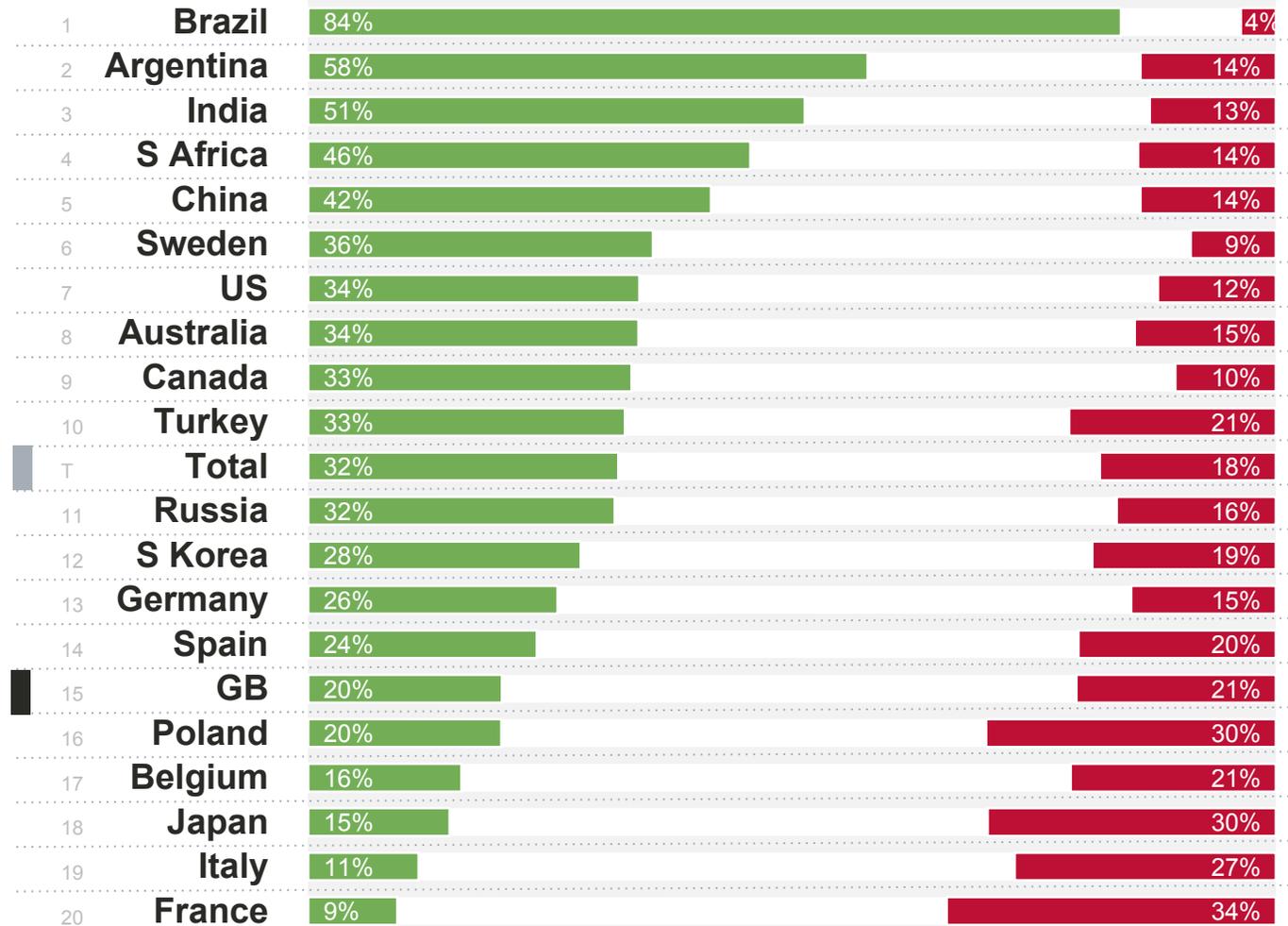
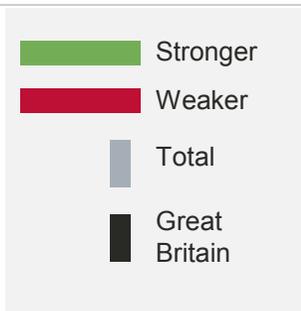
# Personal financial prospects

## The Global Trends Survey



Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

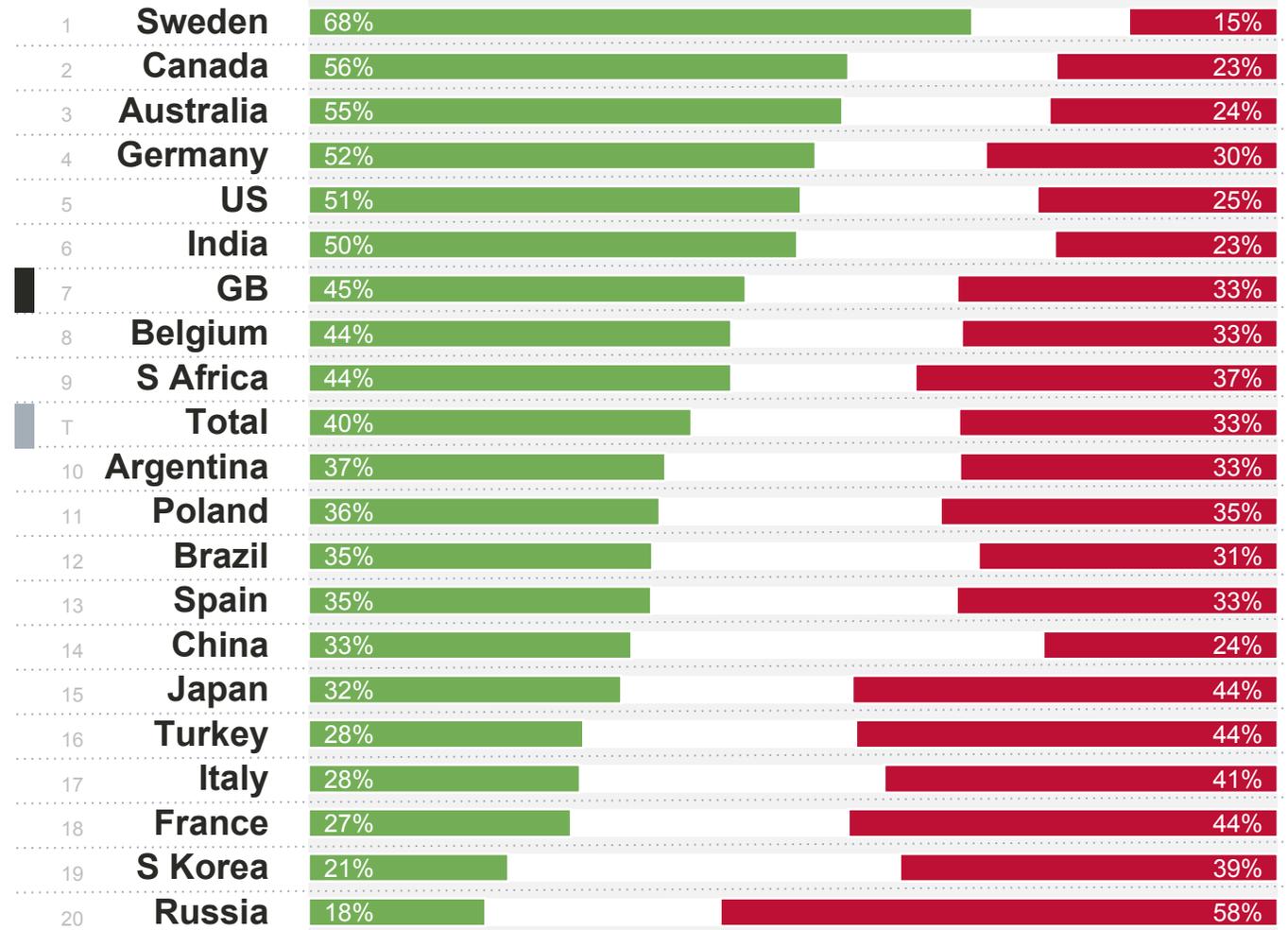


# Standard of living

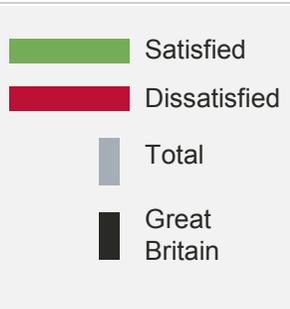
## The Global Trends Survey



The things people can buy and do – their housing, furniture... - make up their standard of living. How satisfied or dissatisfied do you feel about your standard of living at present?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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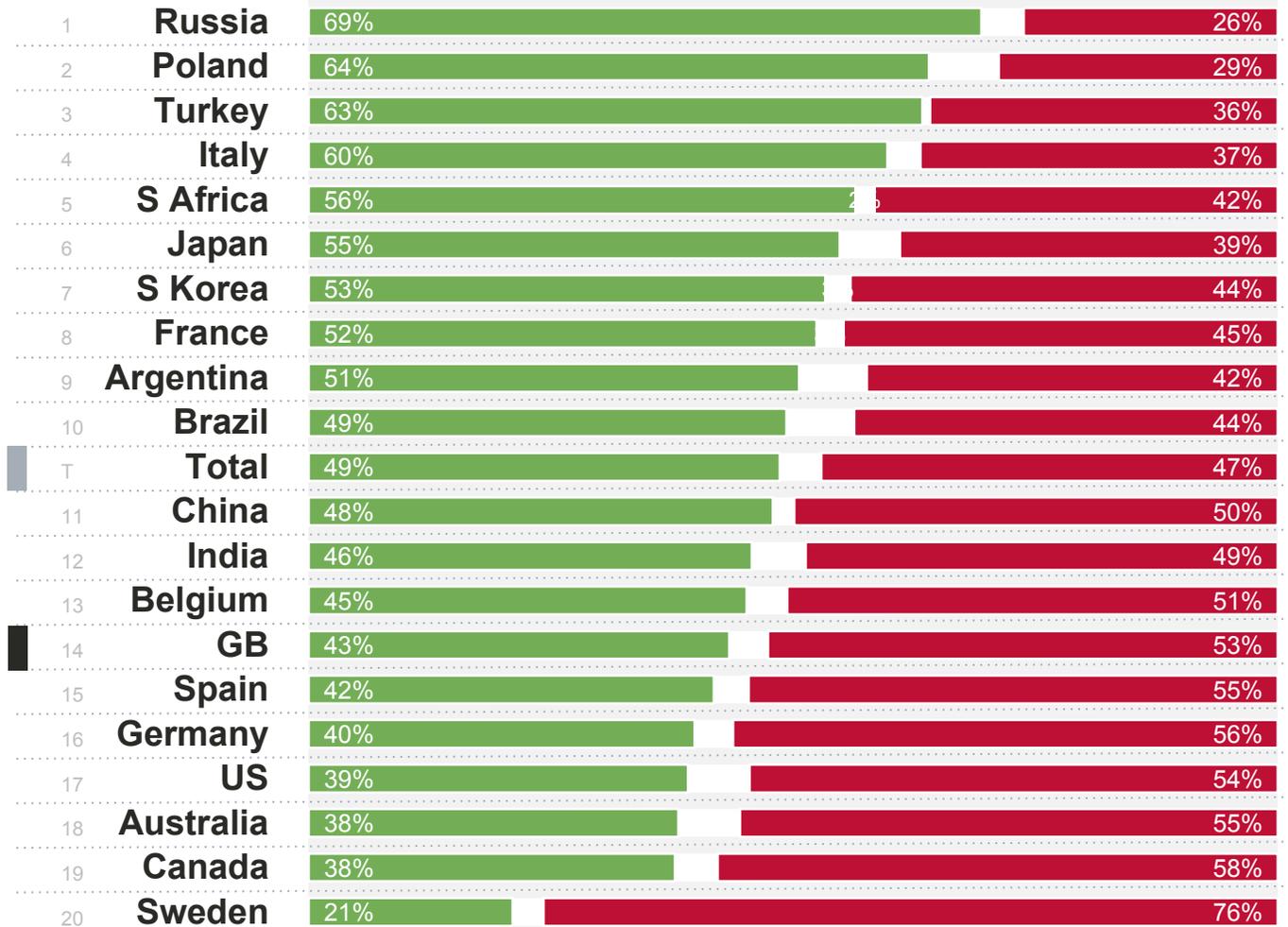
# Financial dissatisfaction

## The Global Trends Survey



To what extent do you agree or disagree with the following statements?

I am dissatisfied with my life because I can't afford much financially



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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NOW:  
ECONOMY  
&  
COUNTRY

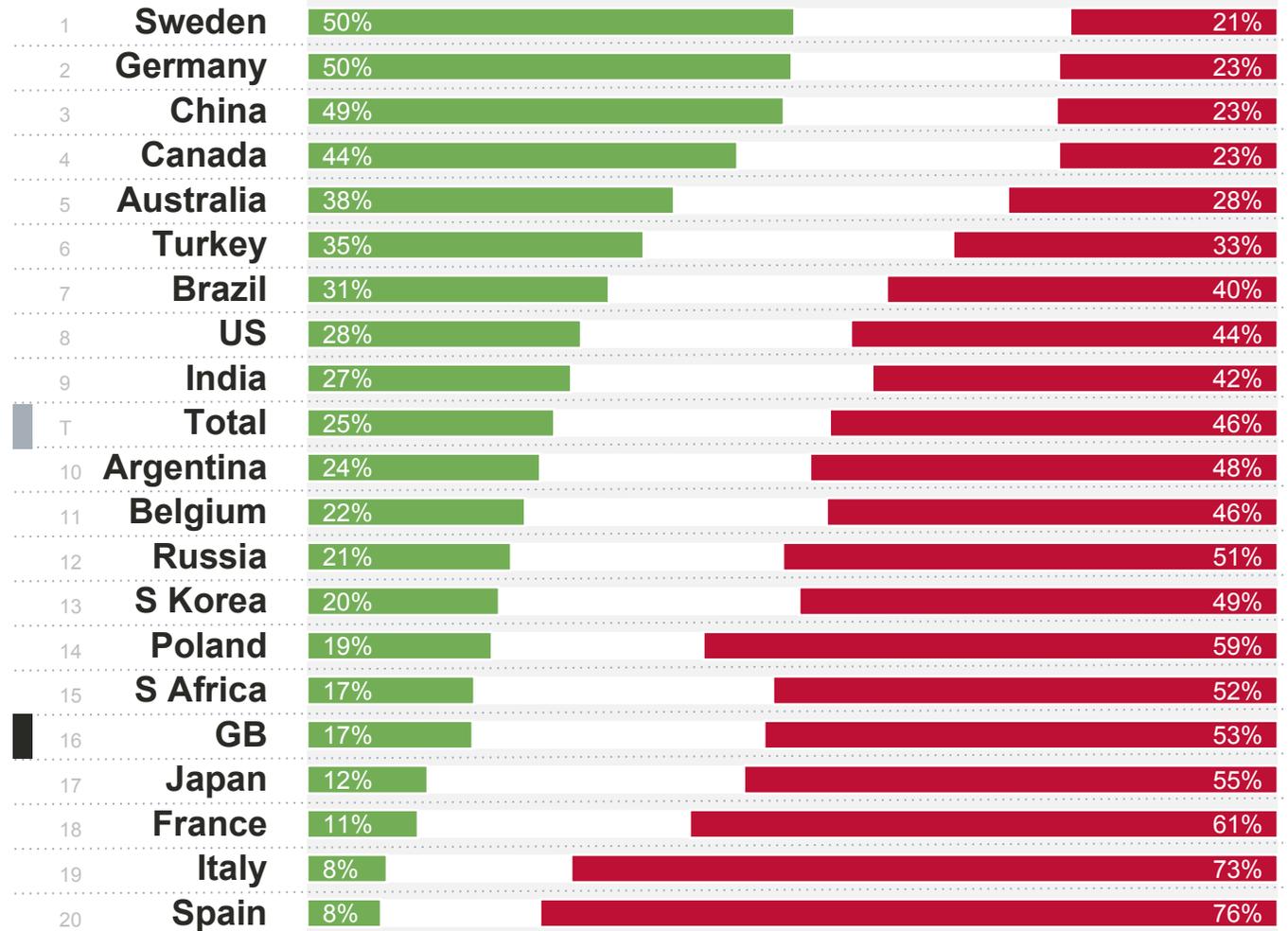
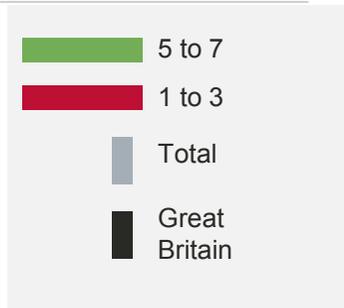
# Strength of local economy

## The Global Trends Survey



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

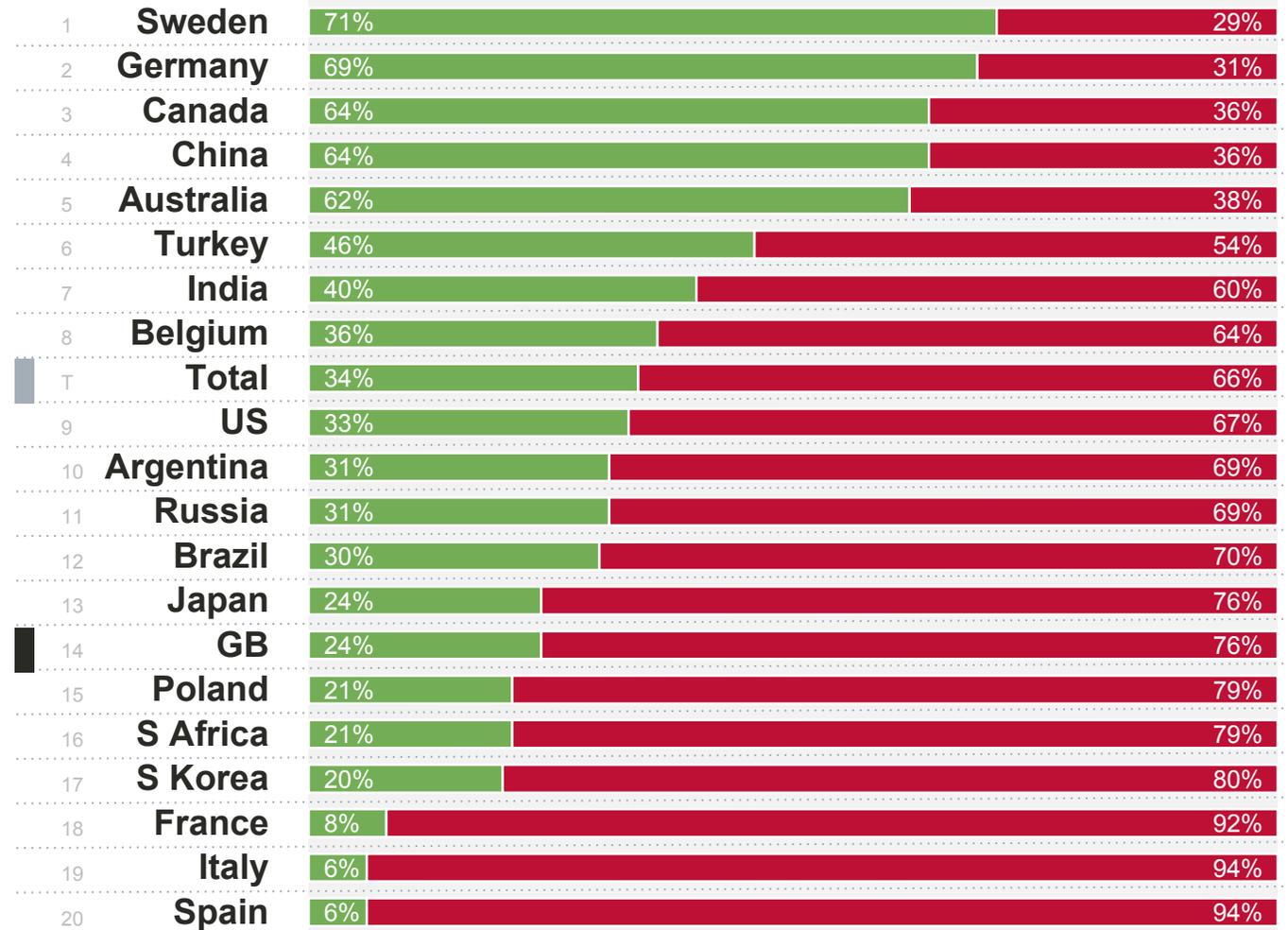


# Current economic situation

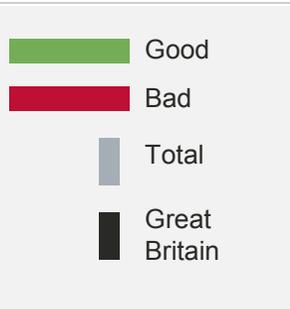
## The Global Trends Survey



Now, thinking about our economic situation, how would you describe the current economic situation in...?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

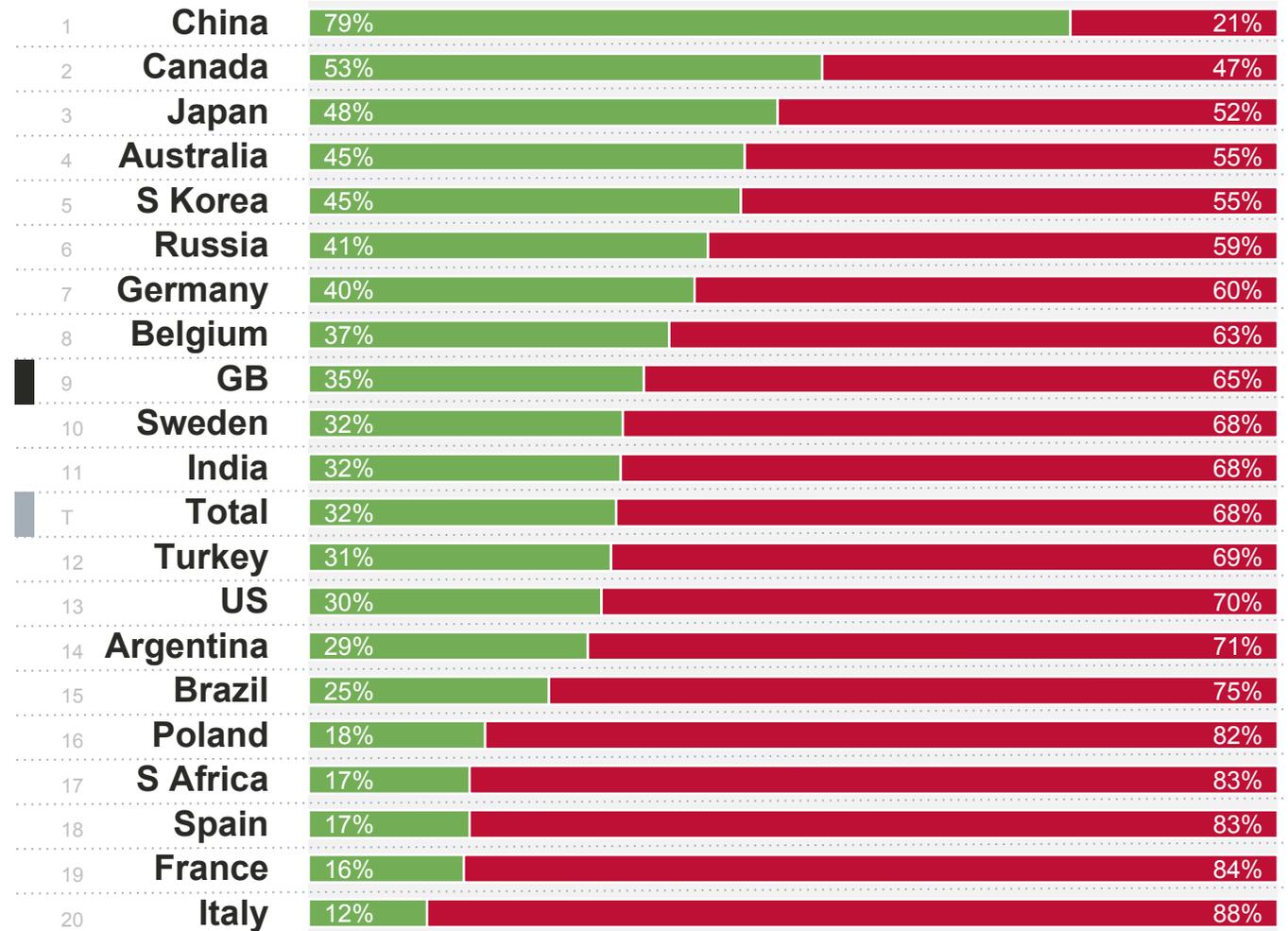


# Right direction?

## The Global Trends Survey



Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



### Key

- Right direction
- Wrong track
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

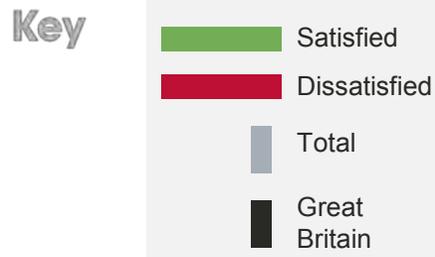
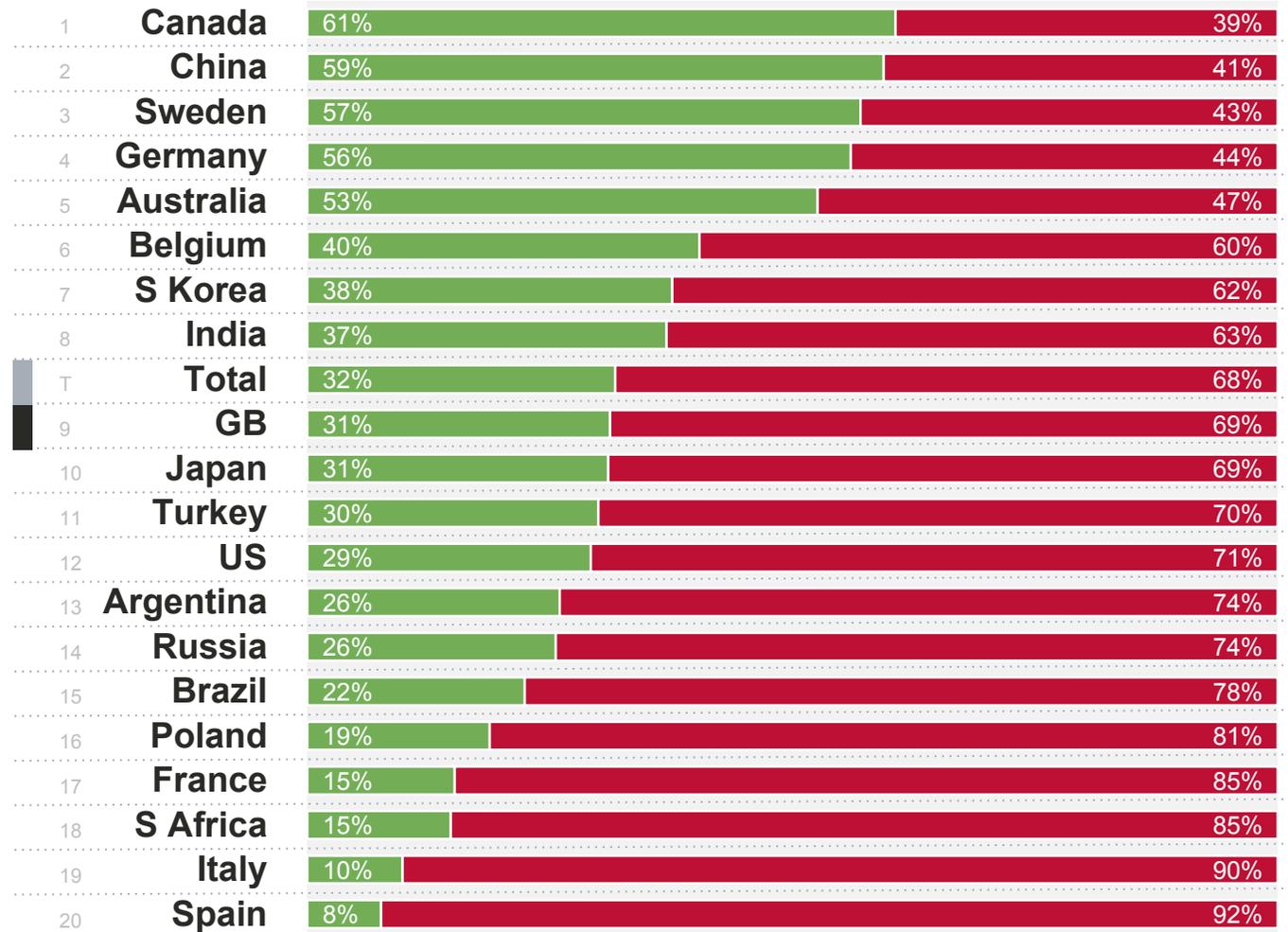
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# Way things are going

## The Global Trends Survey

**Q:** Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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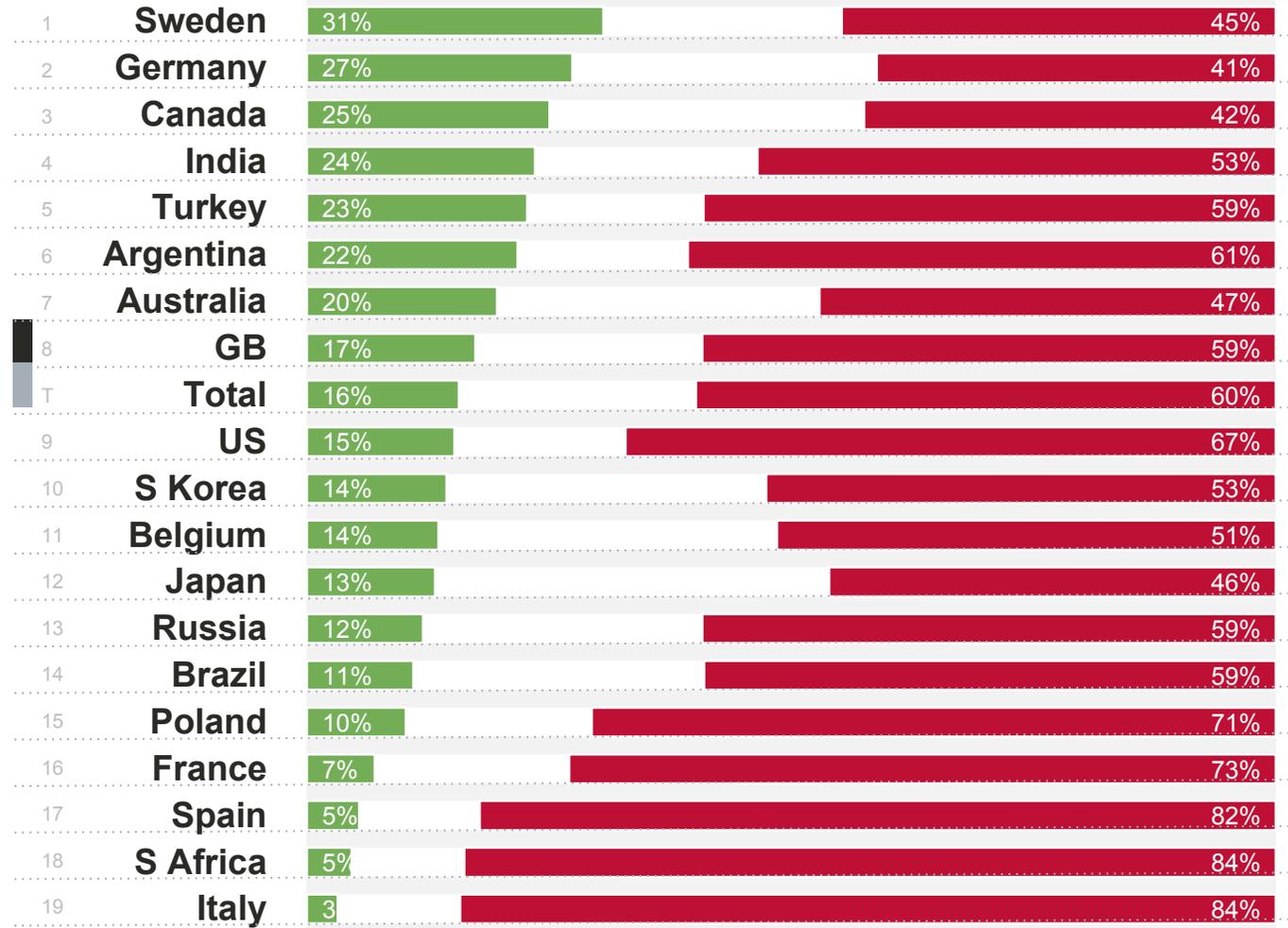
# Satisfaction – Government

## The Global Trends Survey

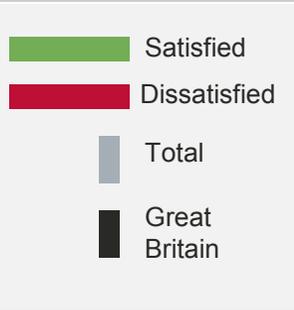


Overall, how satisfied or dissatisfied are you with...?

The way the government is running the country



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



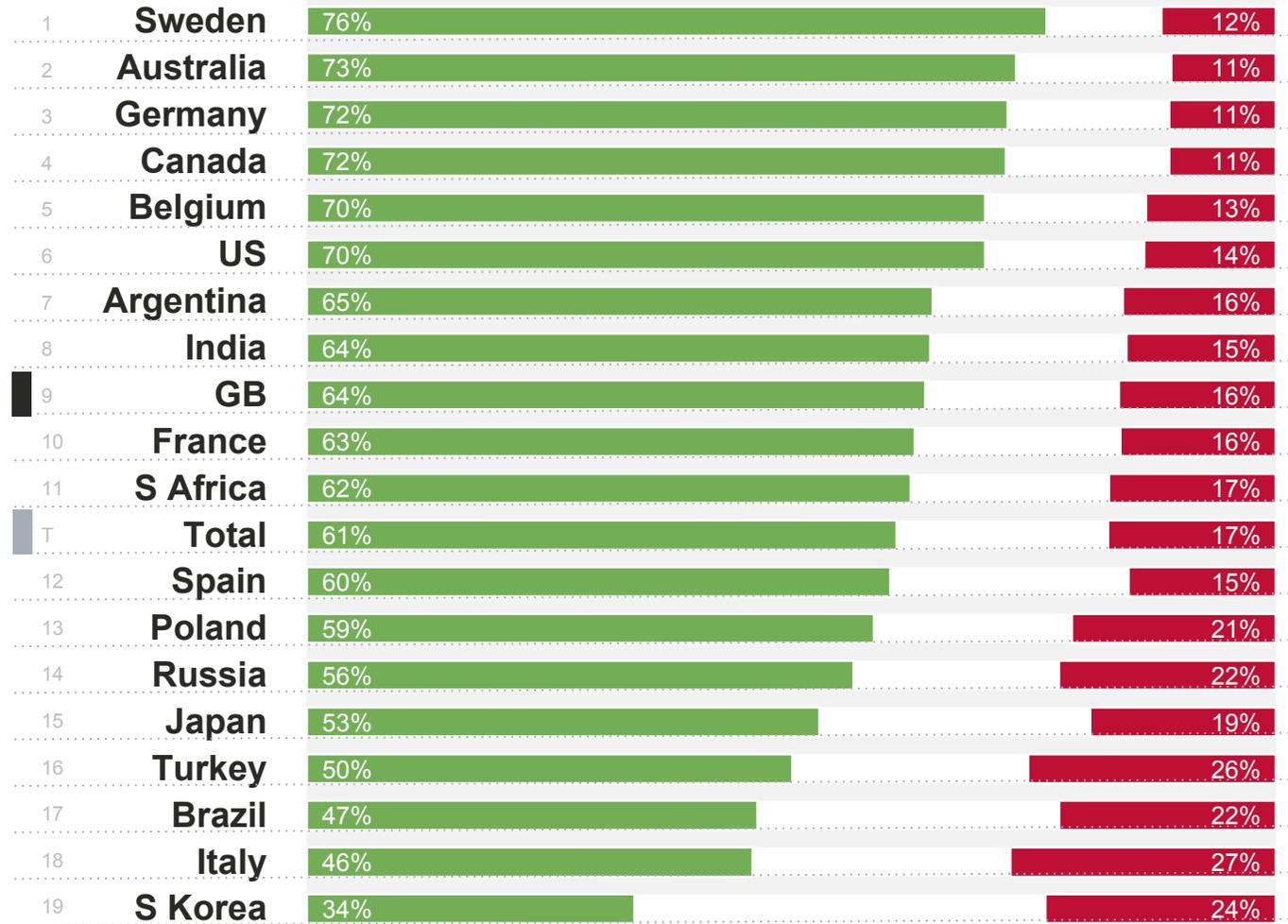
# Satisfaction – local area

## The Global Trends Survey

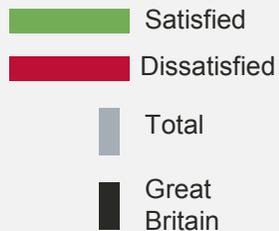


Overall, how satisfied or dissatisfied are you with each of the following...?

Your local area as a place to live



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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A large, stylized circular graphic composed of multiple concentric, overlapping lines in yellow, light blue, red, and teal, surrounding the central text.

FUTURE:  
OPTIMISM  
&  
GENERATIONS

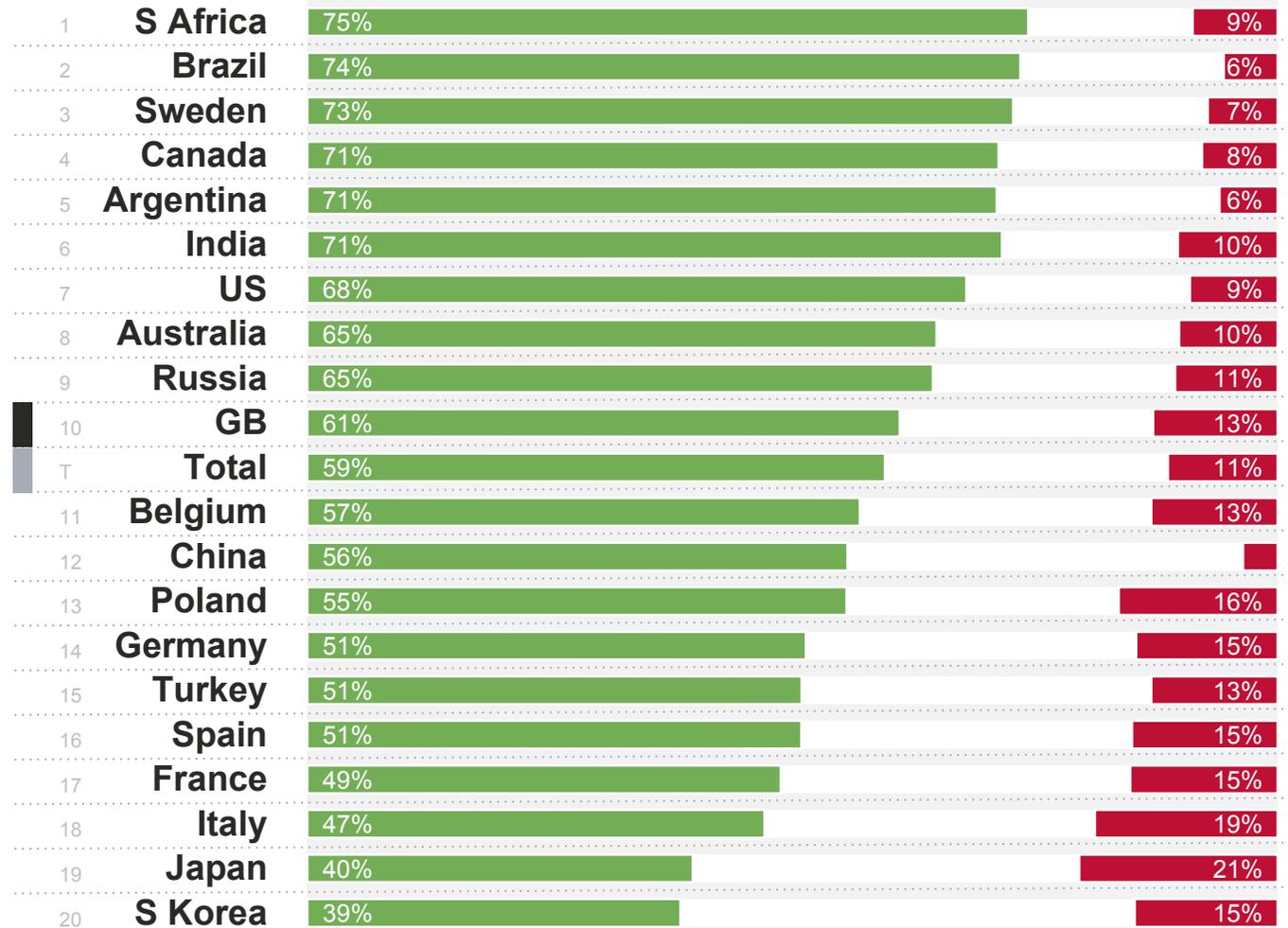
# Optimism – family

## The Global Trends Survey

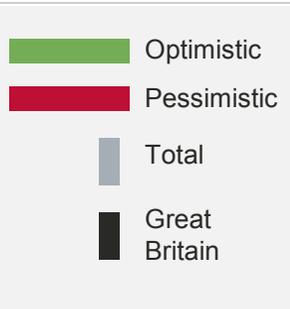


Looking ahead to the next 12 months, are you optimistic or pessimistic about the following...?

You and your family



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



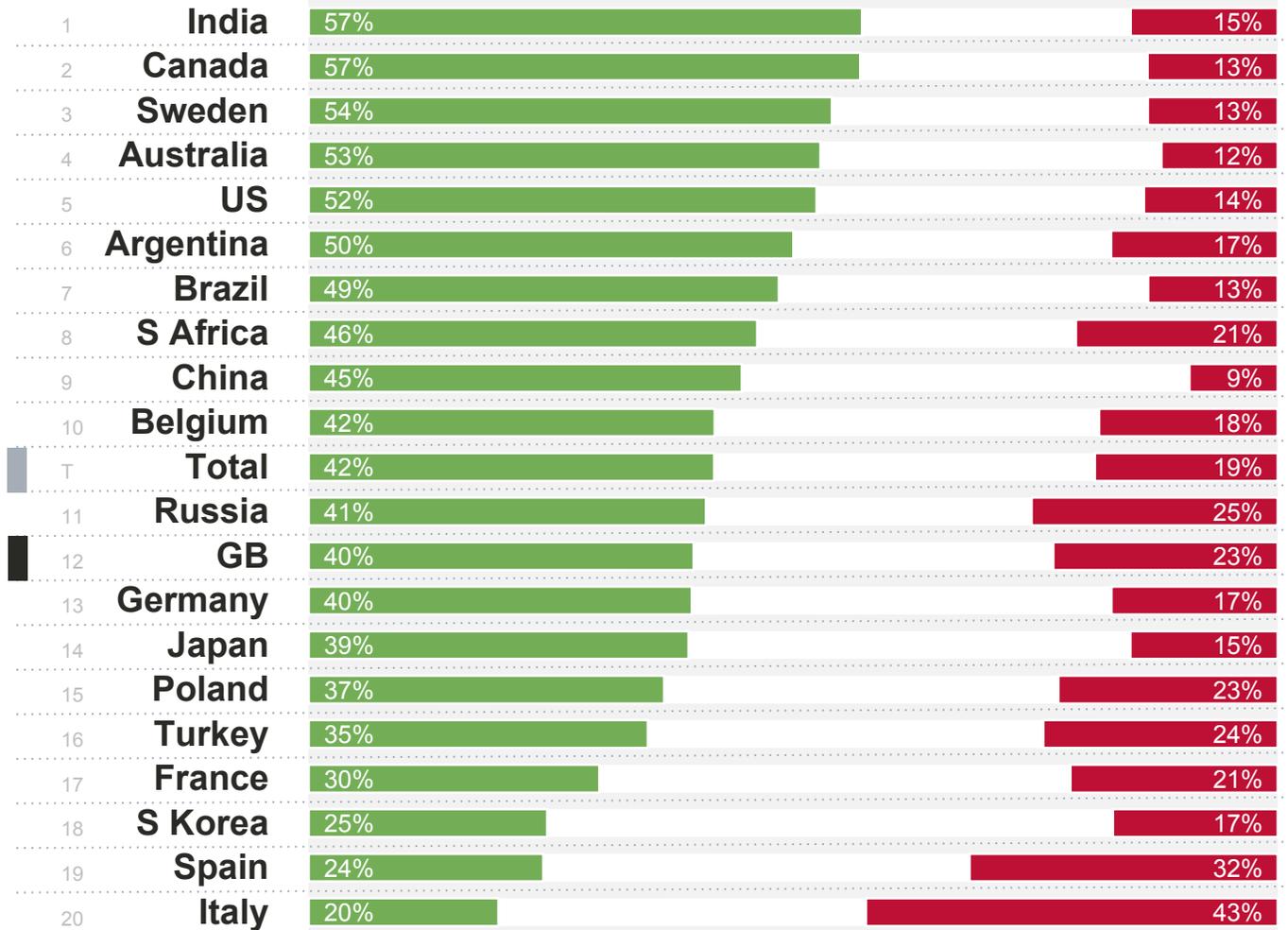
# Optimism – local

## The Global Trends Survey

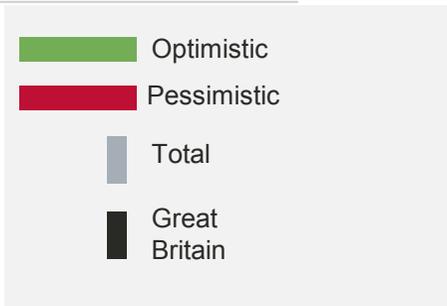


Looking ahead to the next 12 months, are you optimistic or pessimistic about the following?

The city/town/village where you live



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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# Optimism – country

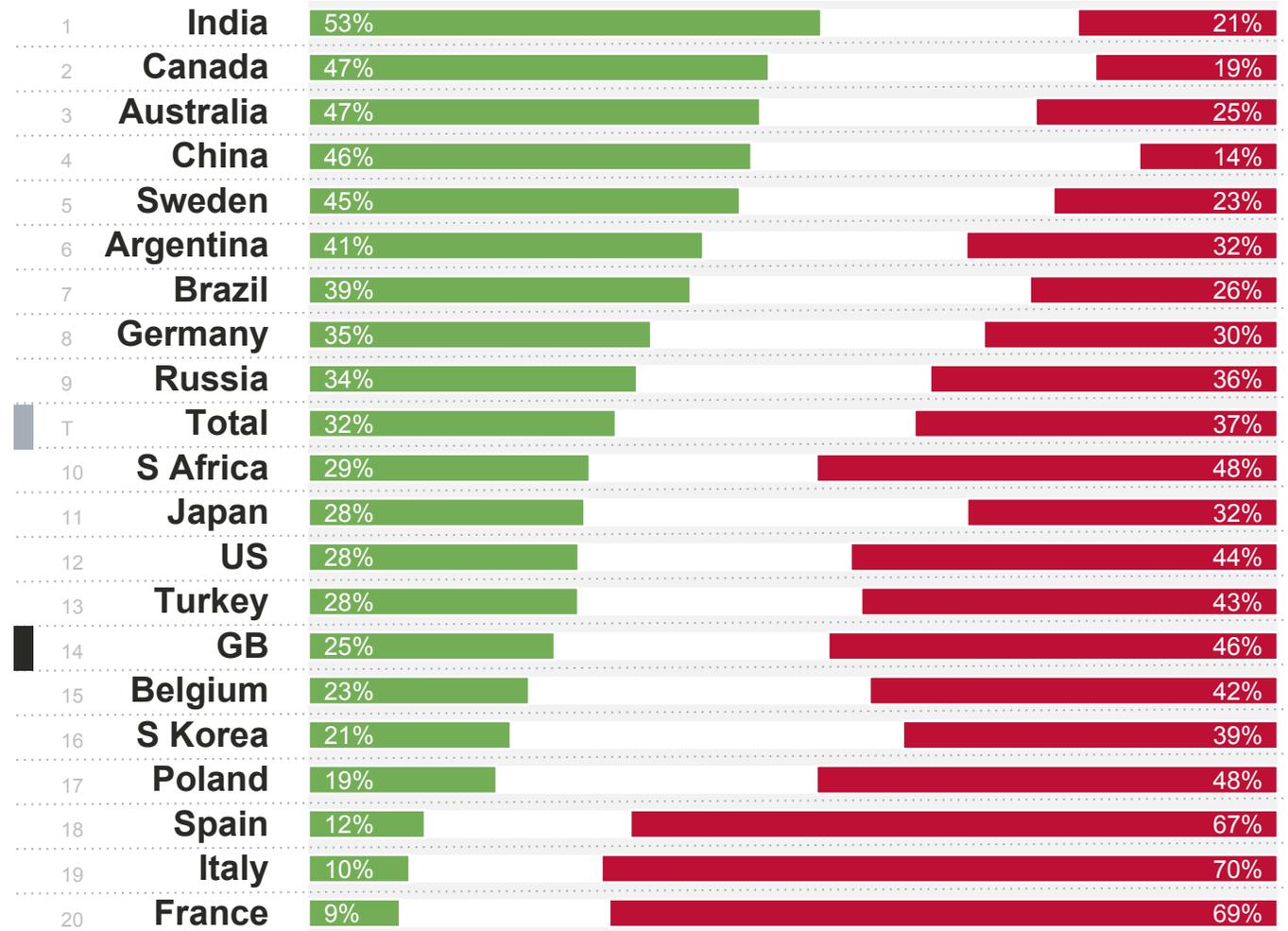
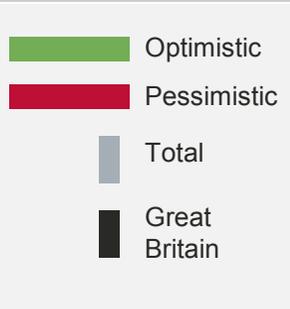
## The Global Trends Survey



Looking ahead to the next 12 months, are you optimistic or pessimistic about the following...?

(INDIVIDUAL COUNTRY)?

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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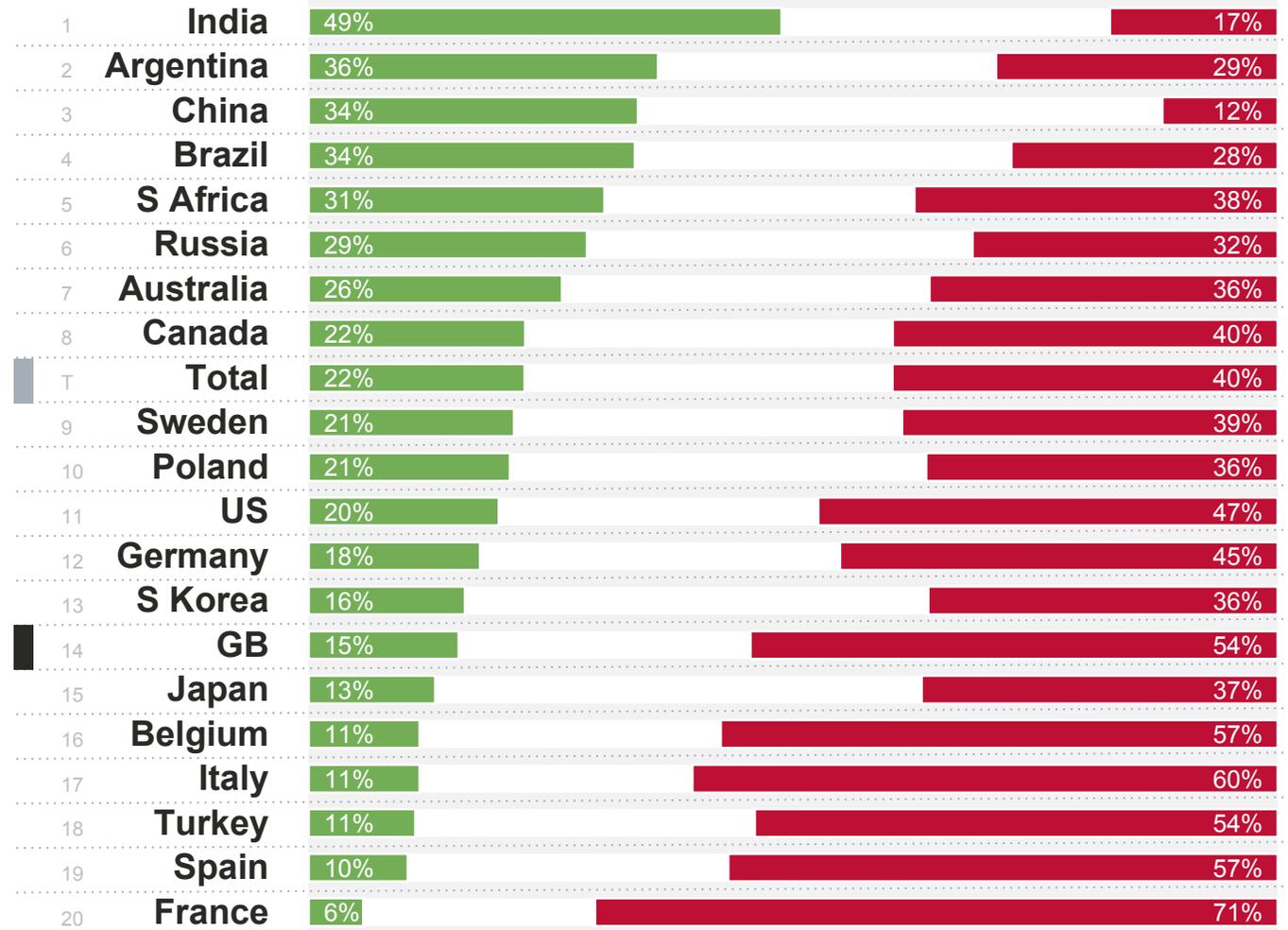


## The Global Trends Survey

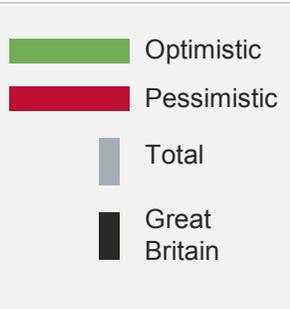


Looking ahead to the next 12 months, are you optimistic or pessimistic about the following...?

The world in general



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

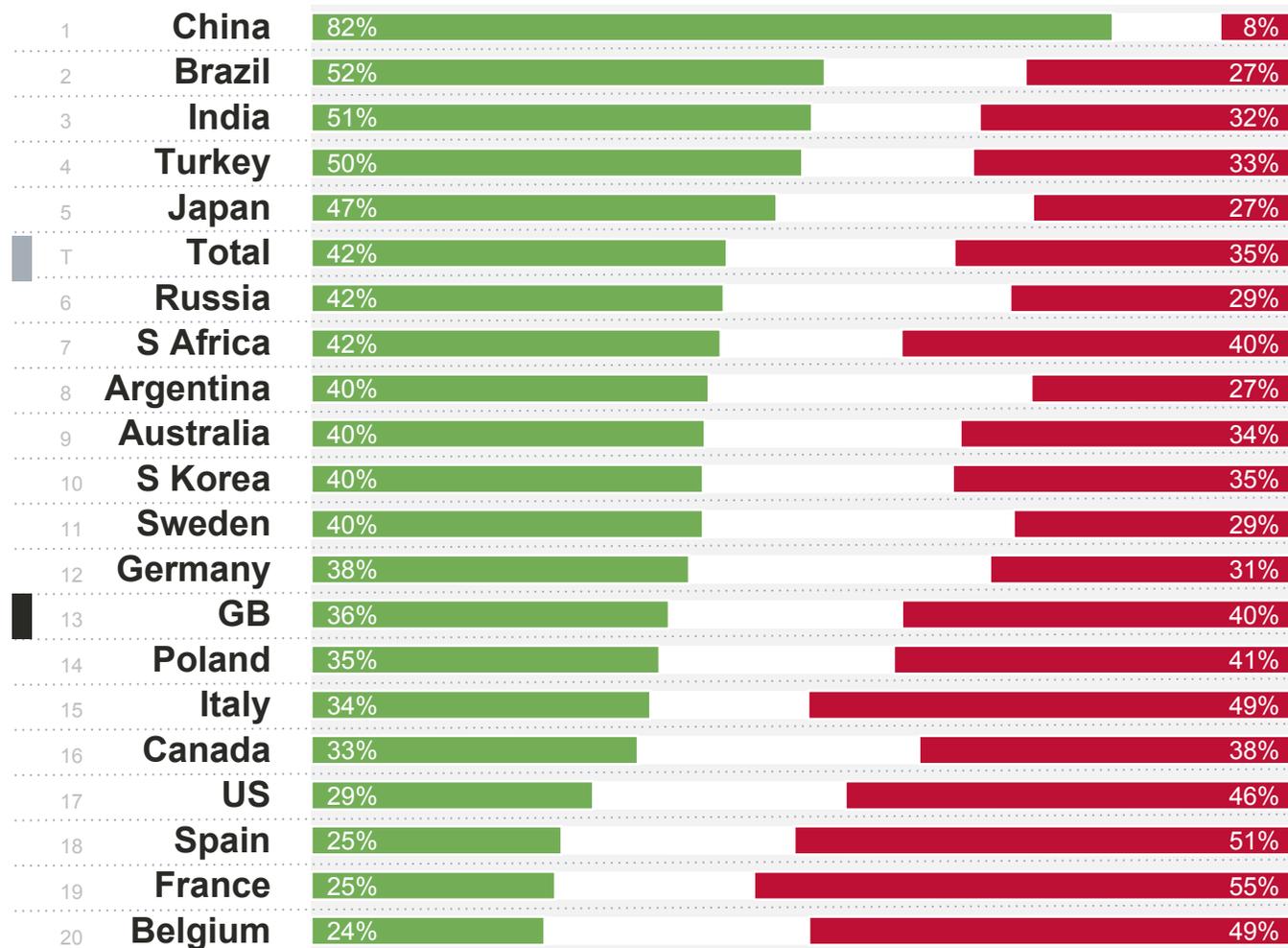


# Vs parents' generation

## The Global Trends Survey



To what extent, if at all, do you feel that your generation will have had a better or worse life than your parents' generation, or will it be about the same?



### Key

- Better
- Worse
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

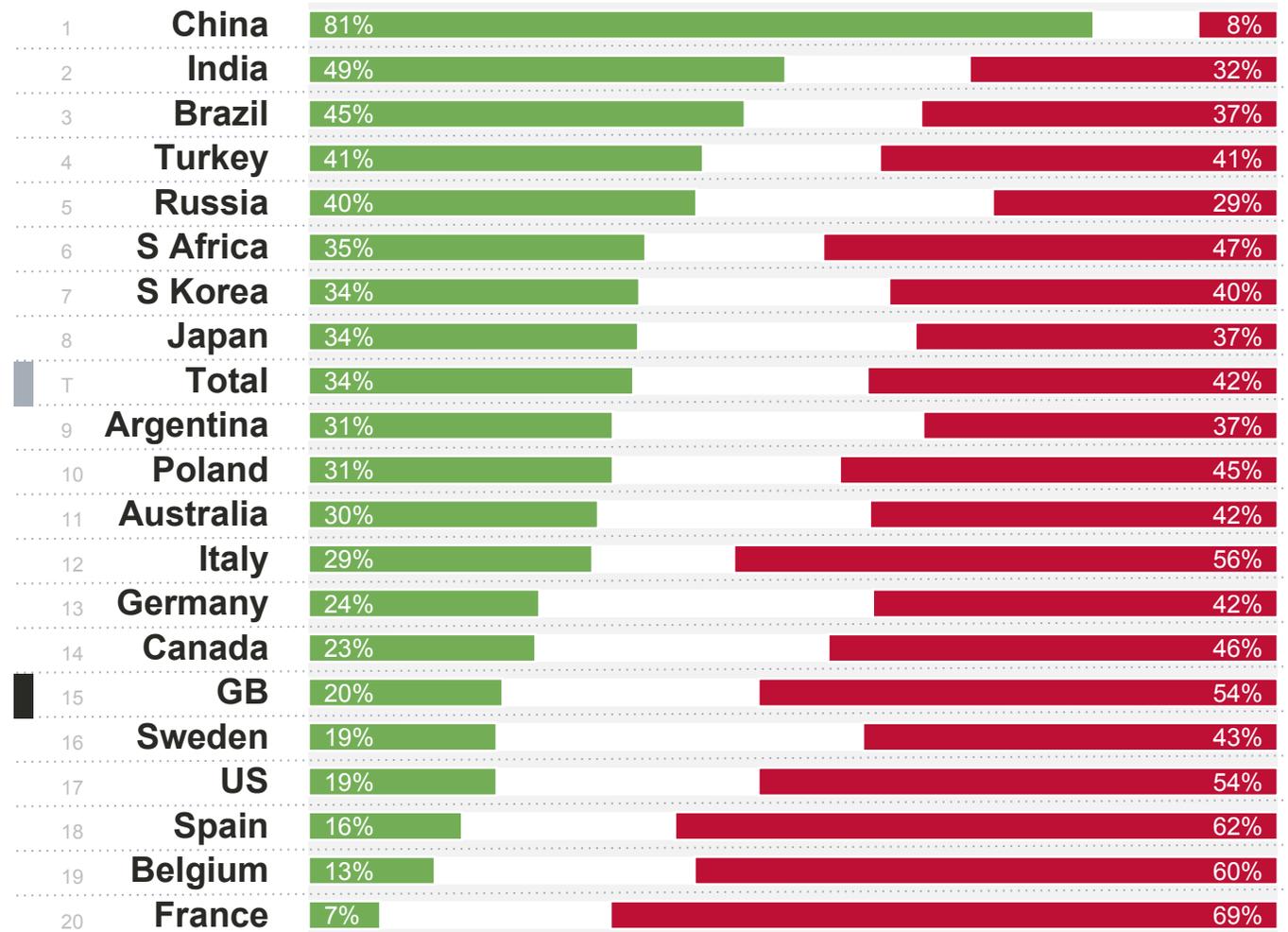


# Youth vs parents' generation

## The Global Trends Survey



To what extent, if at all, do you feel that today's youth will have had a better or worse life than their parents' generation, or will it be about the same?



### Key

- Better
- Worse
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

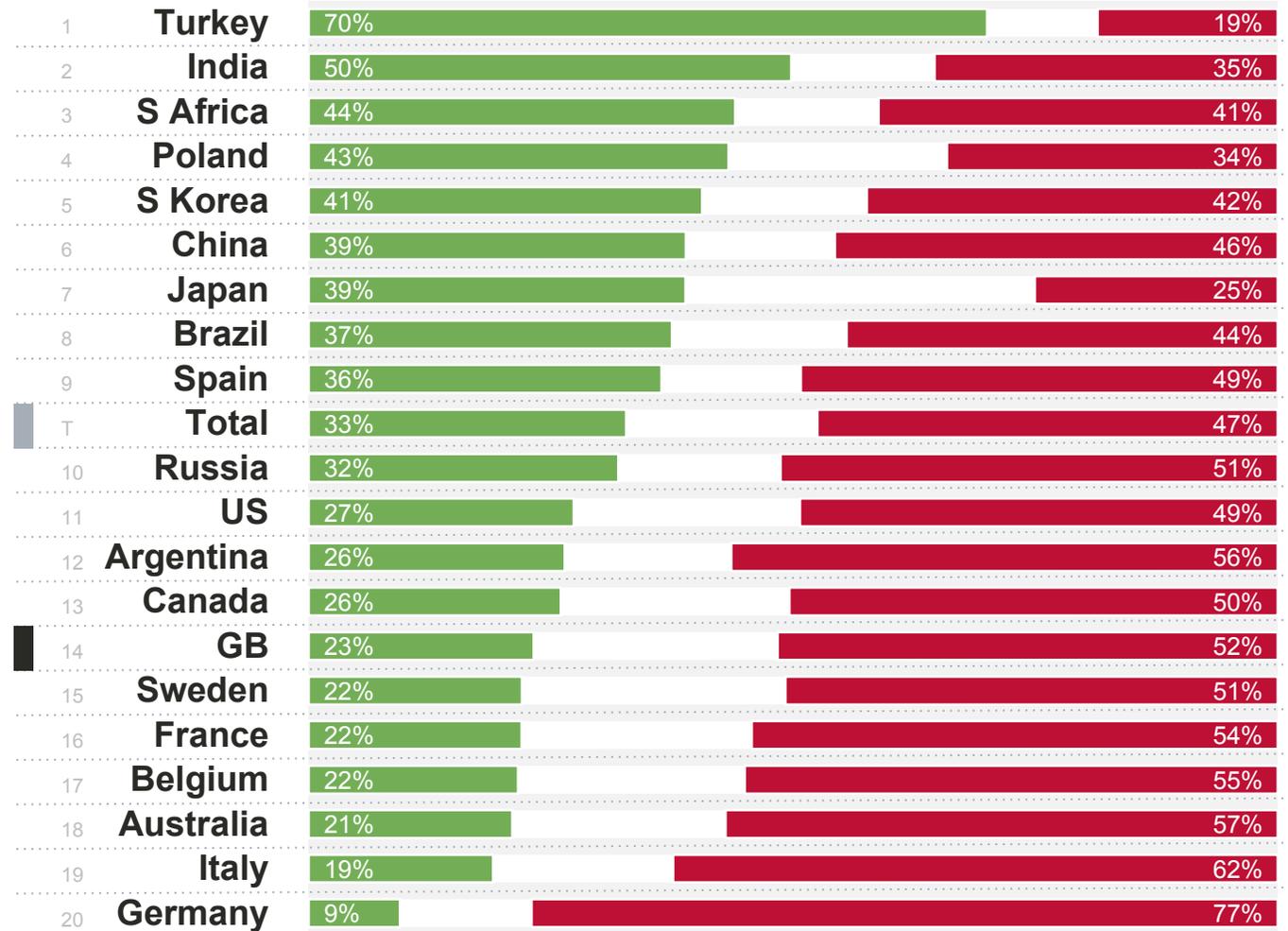


# Older people sacrifice?

## The Global Trends Survey



Do you think that older people should or should not have to make some sacrifices to help younger people make a life for themselves?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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A large circular graphic composed of several concentric, overlapping rings in yellow, light blue, red, and teal. The rings are not fully closed, creating a sense of motion or a stylized 'C' shape. In the center of this graphic, the text "OUTLOOK & VALUES" is written in white, bold, uppercase letters.

OUTLOOK  
&  
VALUES

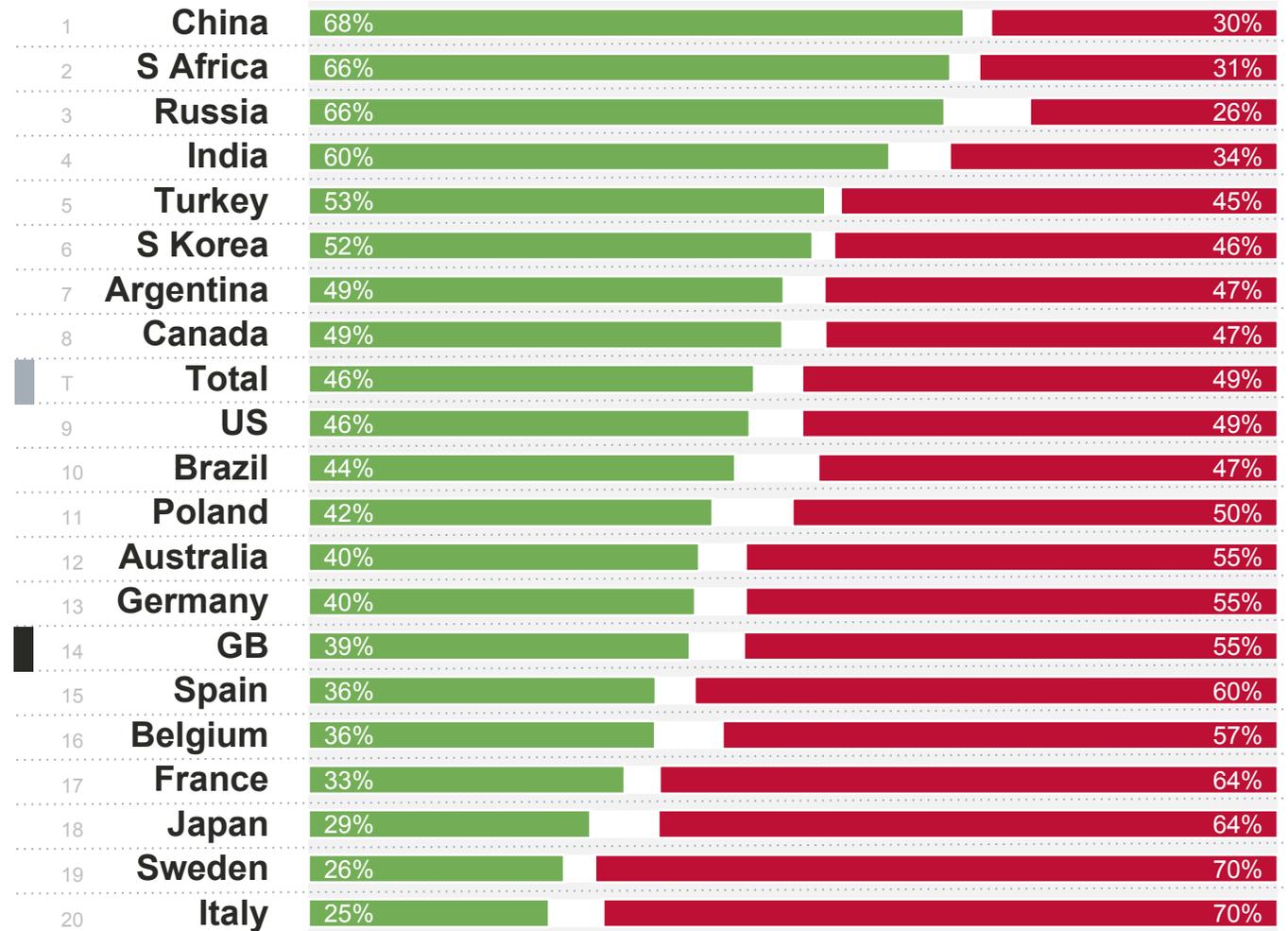
# Pressure to be successful

## The Global Trends Survey

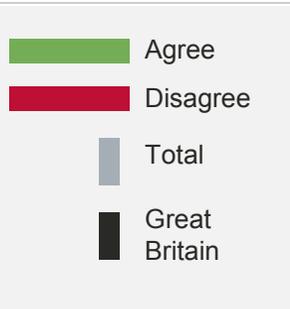


To what extent do you agree or disagree...?

I feel under a lot of pressure to be successful and make money



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



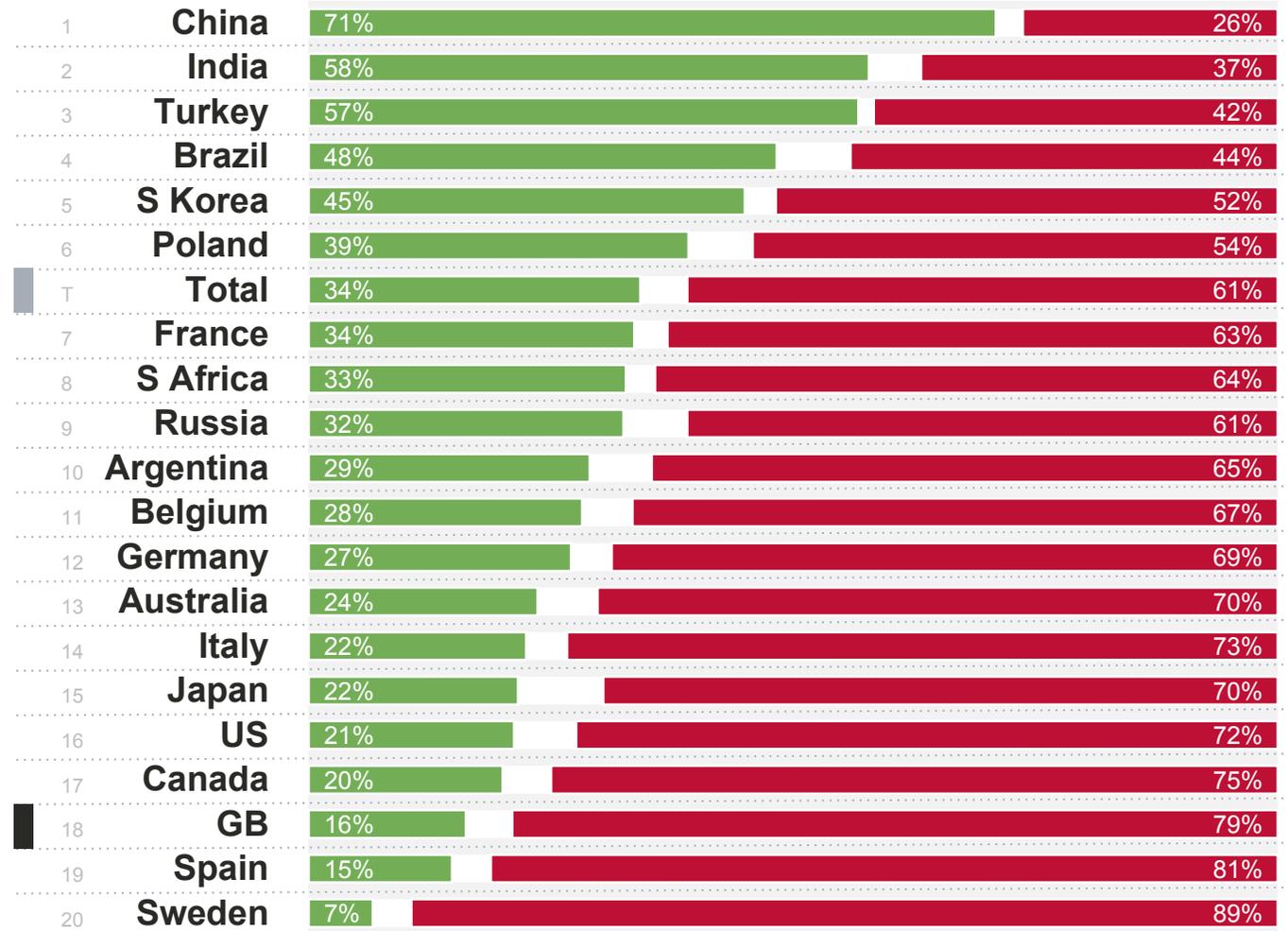
# Materialism

## The Global Trends Survey

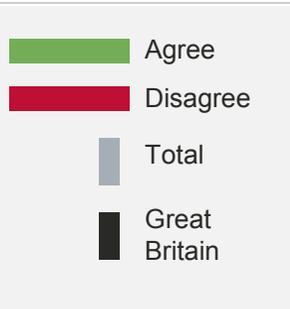


To what extent do you agree or disagree...?

I measure my success by the things I own



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



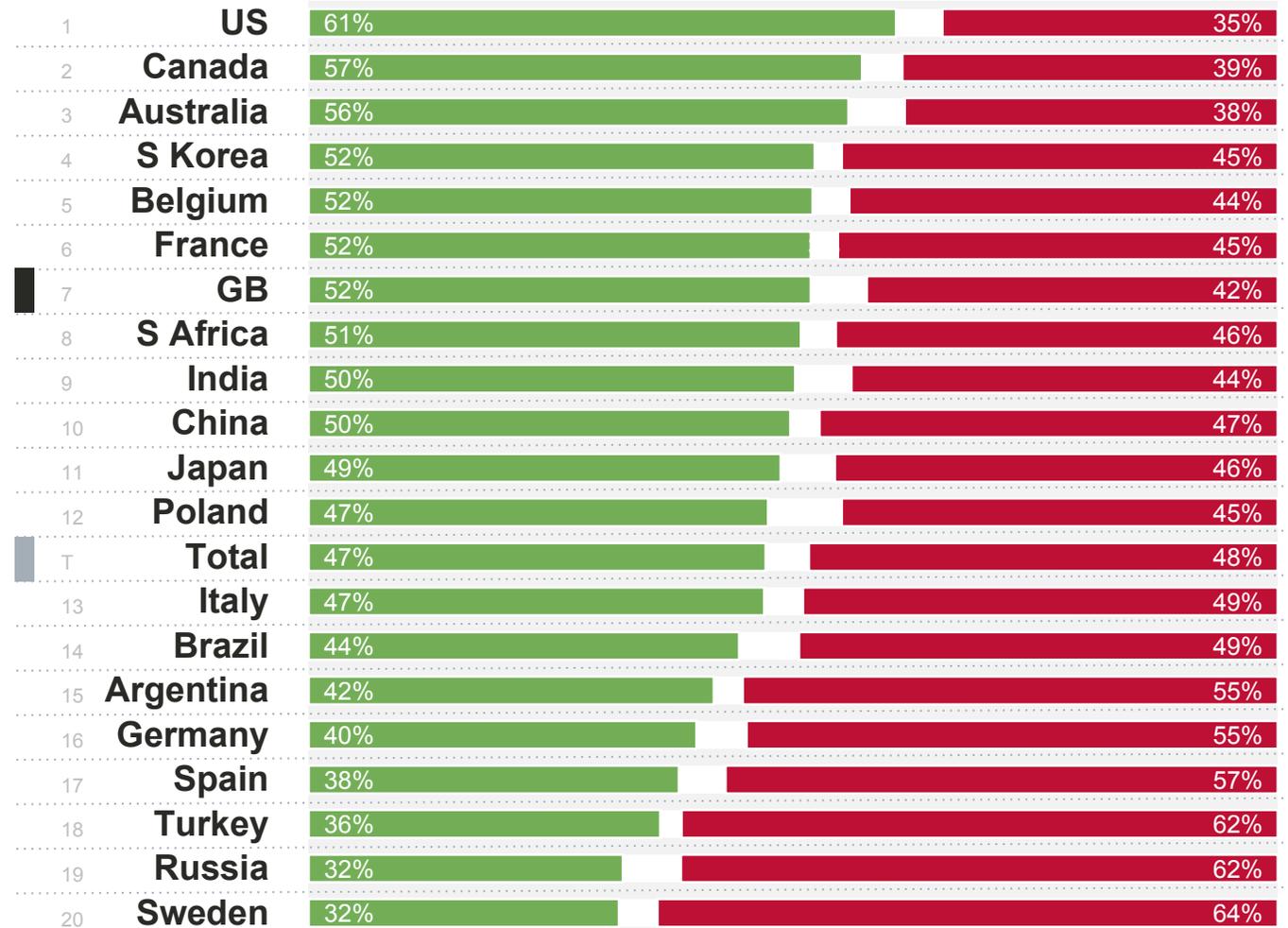
# Worry own v others' problems

## The Global Trends Survey

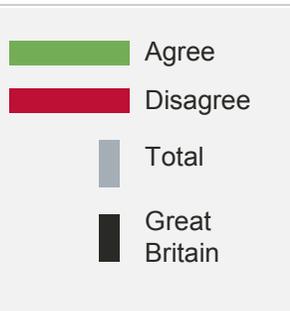


To what extent do you agree or disagree...?

I have enough trouble worrying about my own problems without worrying about other people's problems



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



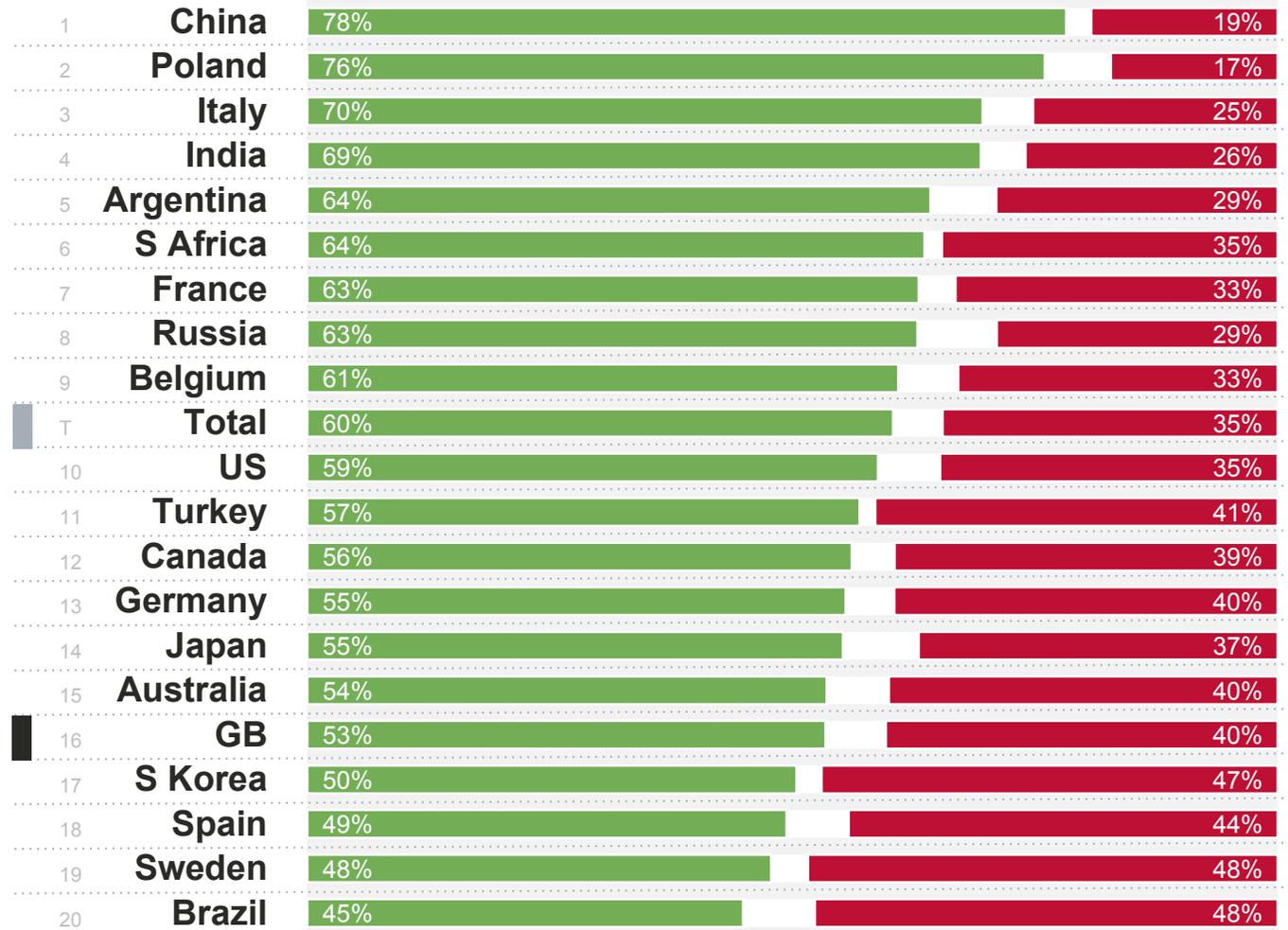
# Simpler life

## The Global Trends Survey

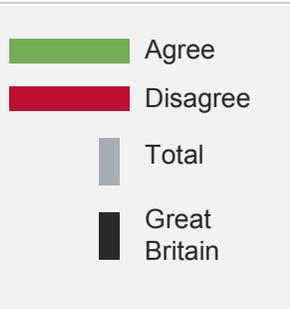


To what extent do you agree or disagree...?

I wish my life was more simple



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

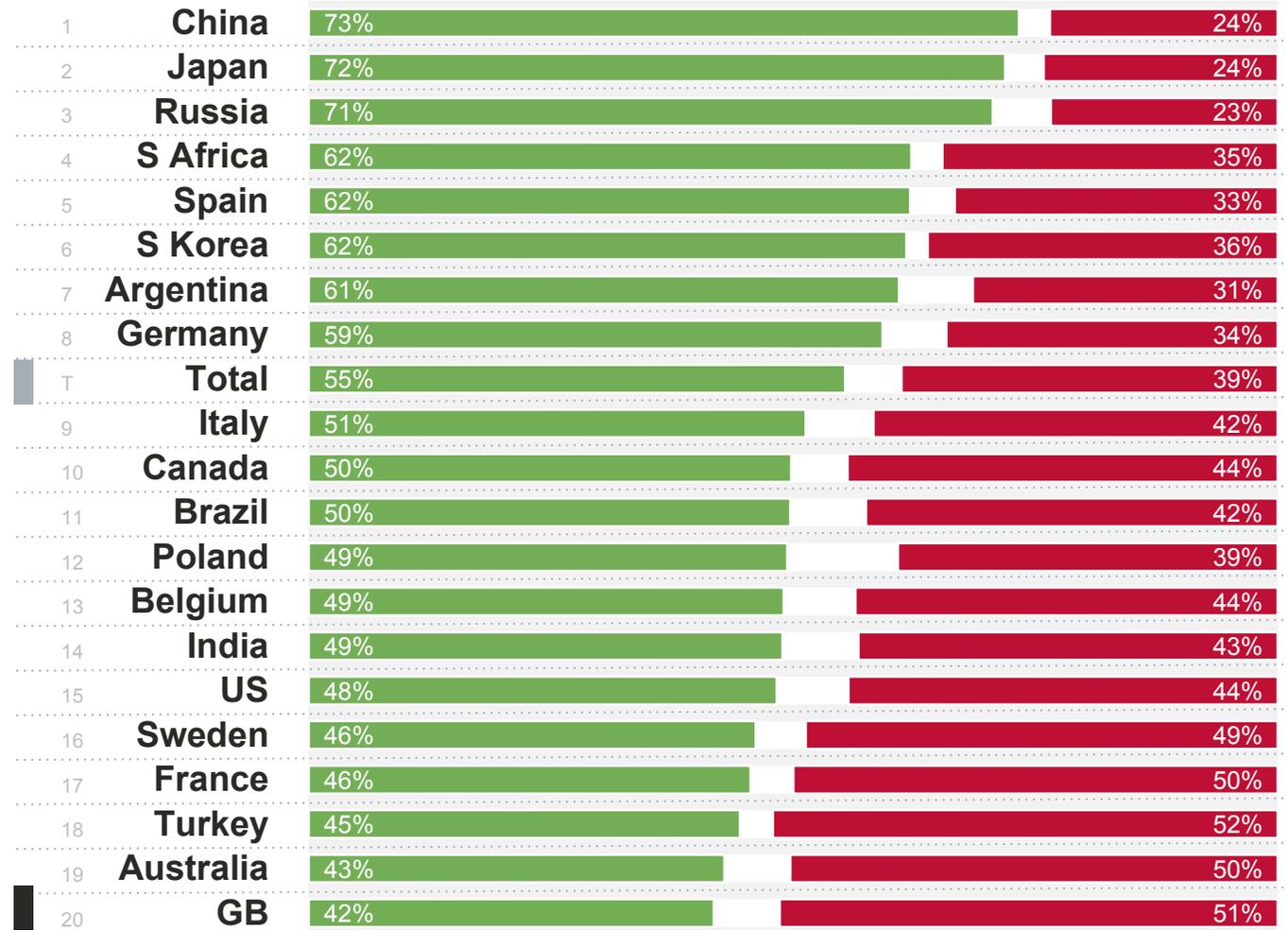


## The Global Trends Survey



To what extent do you agree or disagree...?

I wish I could slow down the pace of my life



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

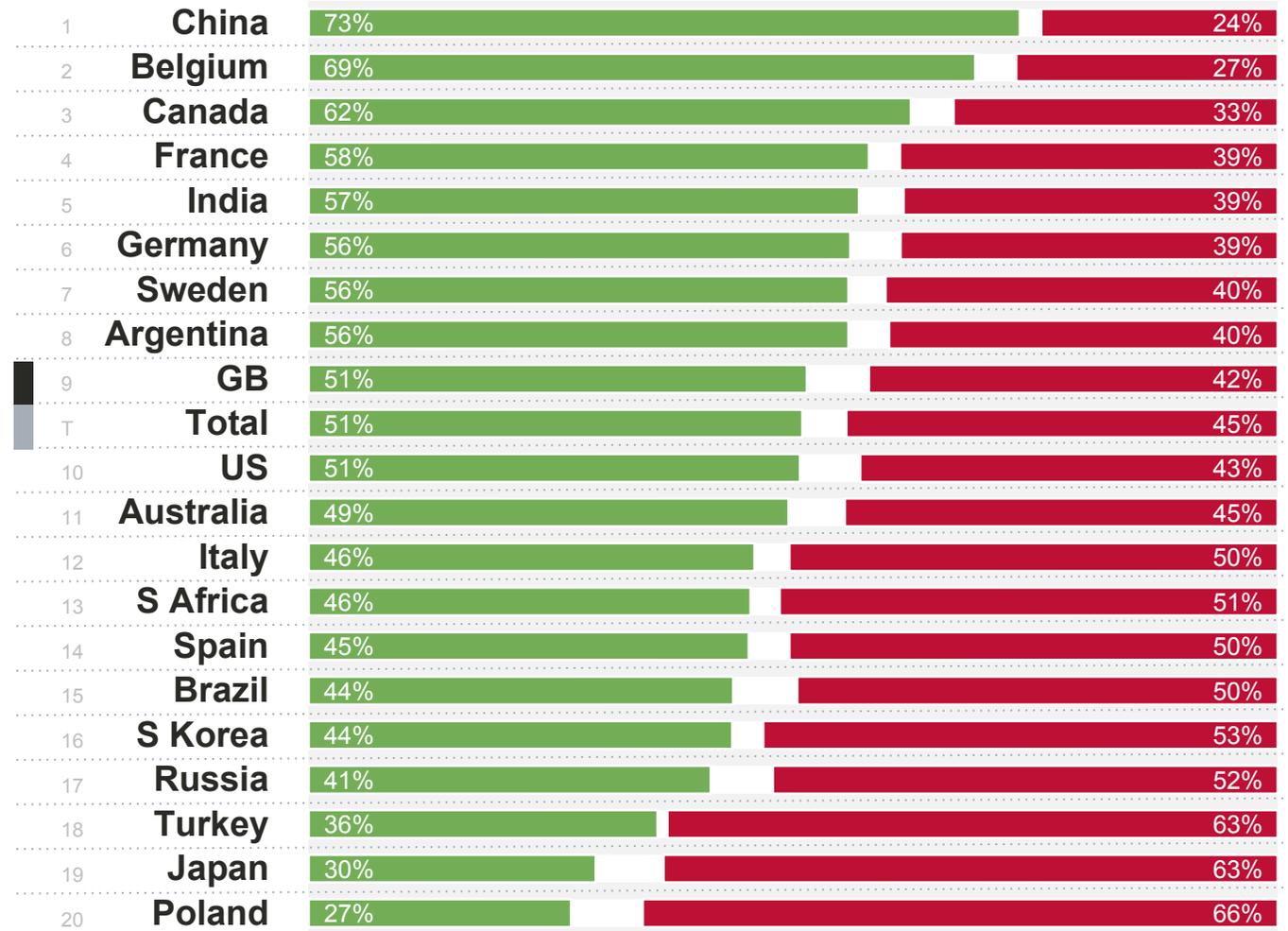


## The Global Trends Survey

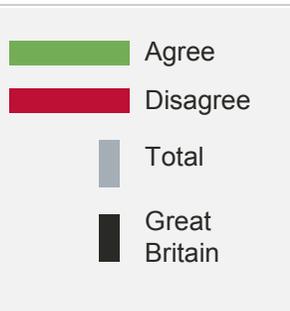


To what extent do you agree or disagree...?

The important thing is to enjoy life today, tomorrow will take care of itself



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



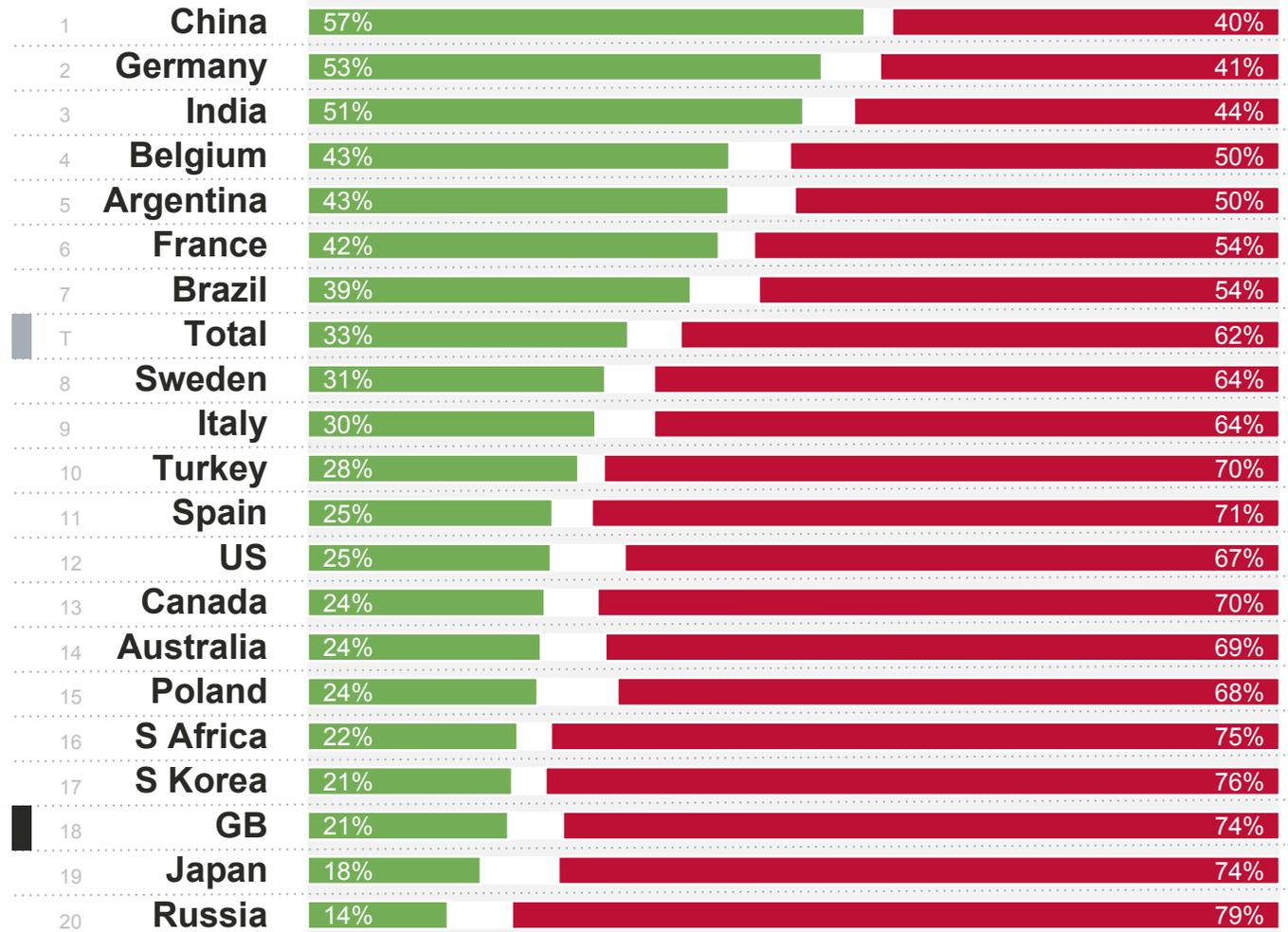
# Self-actualisation

## The Global Trends Survey

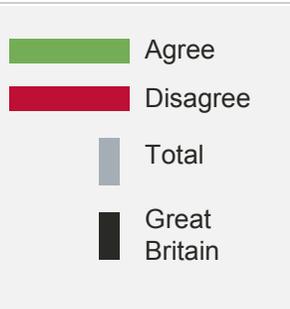


To what extent do you agree or disagree...?

I feel that I have done everything in life I am capable of



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

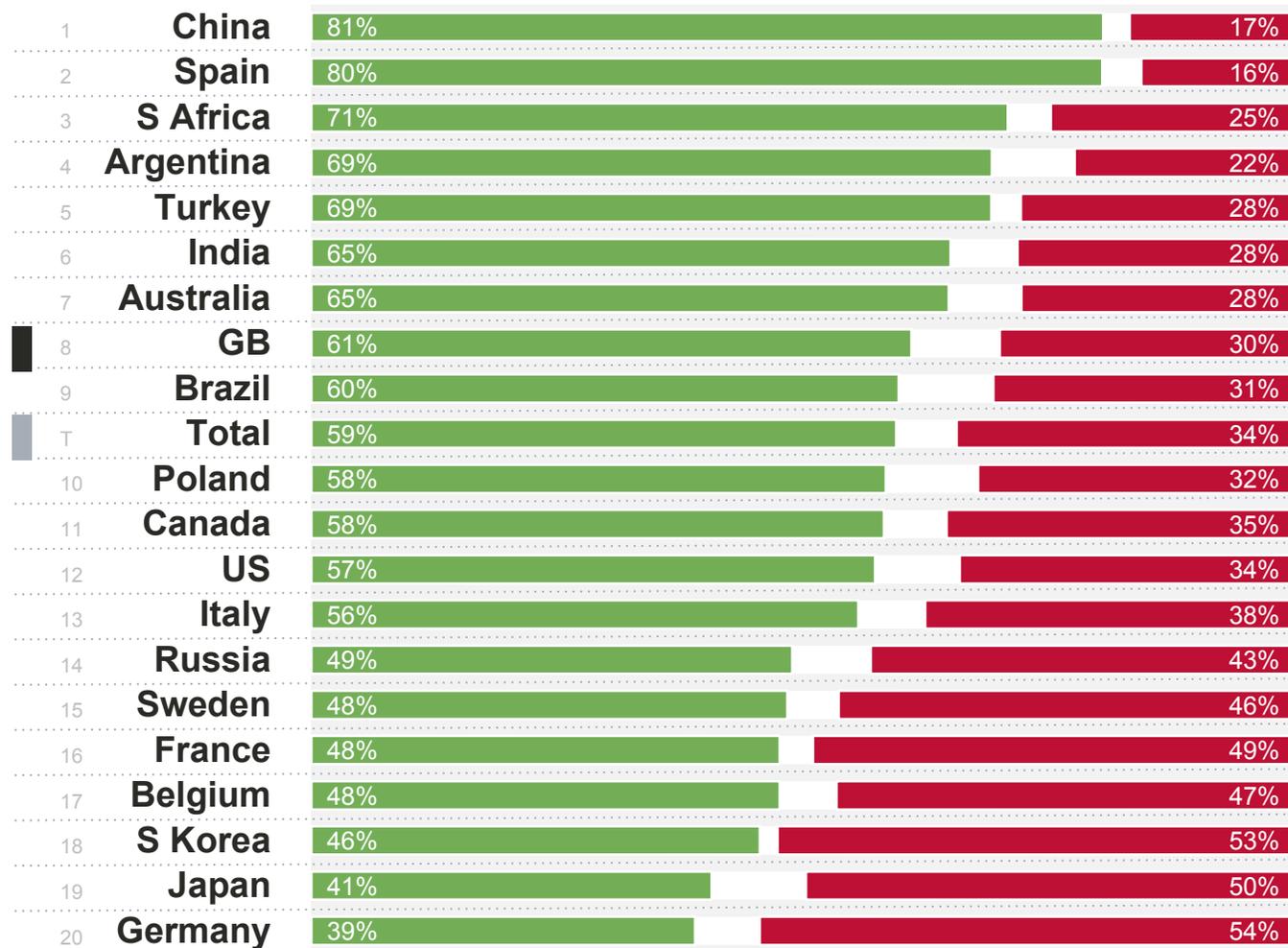


## The Global Trends Survey



To what extent do you agree or disagree...?

I often change my plans to take account of new conditions



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

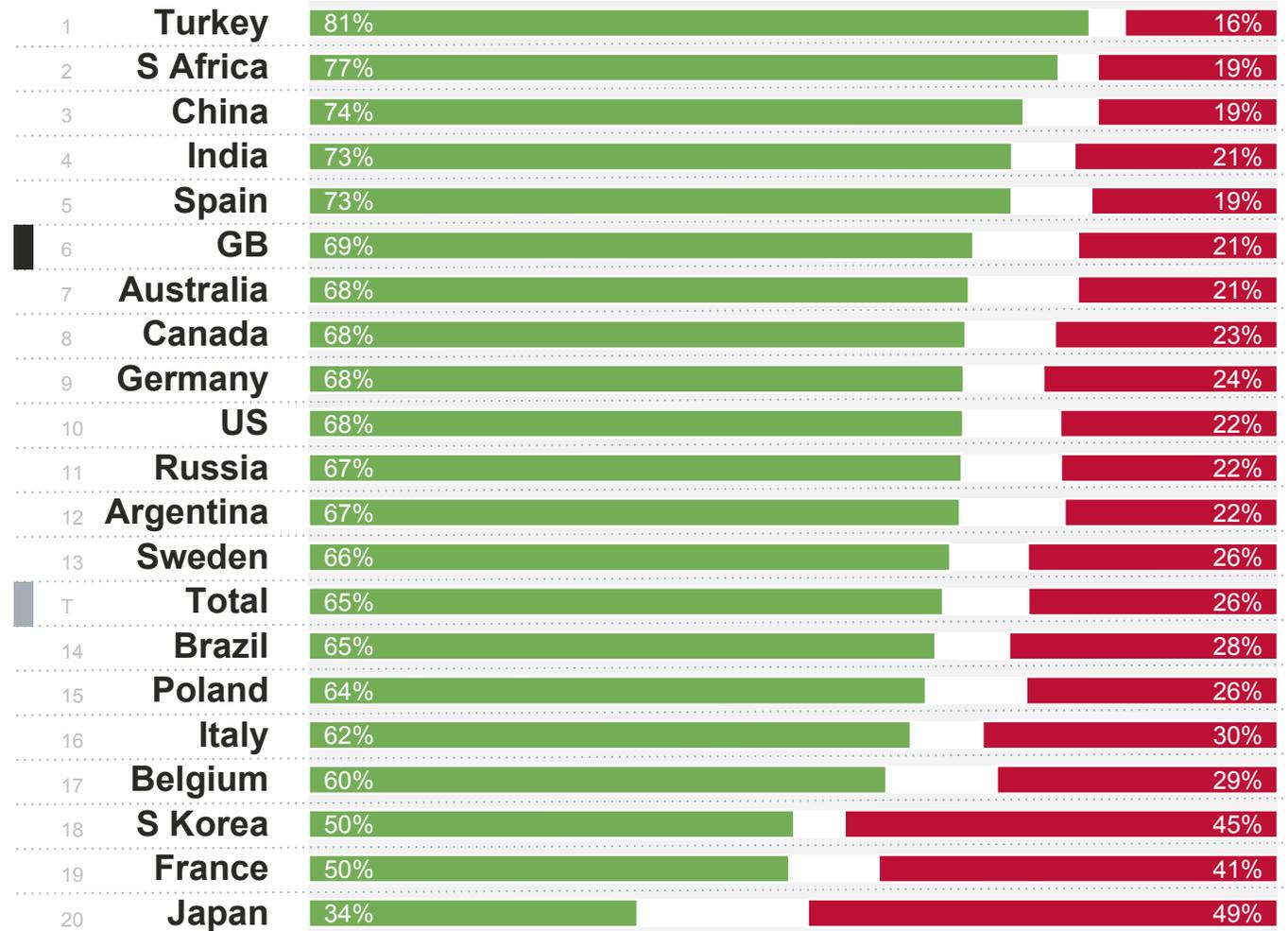


## The Global Trends Survey



To what extent do you agree or disagree...?

People across the world have more things in common than things that make them different



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



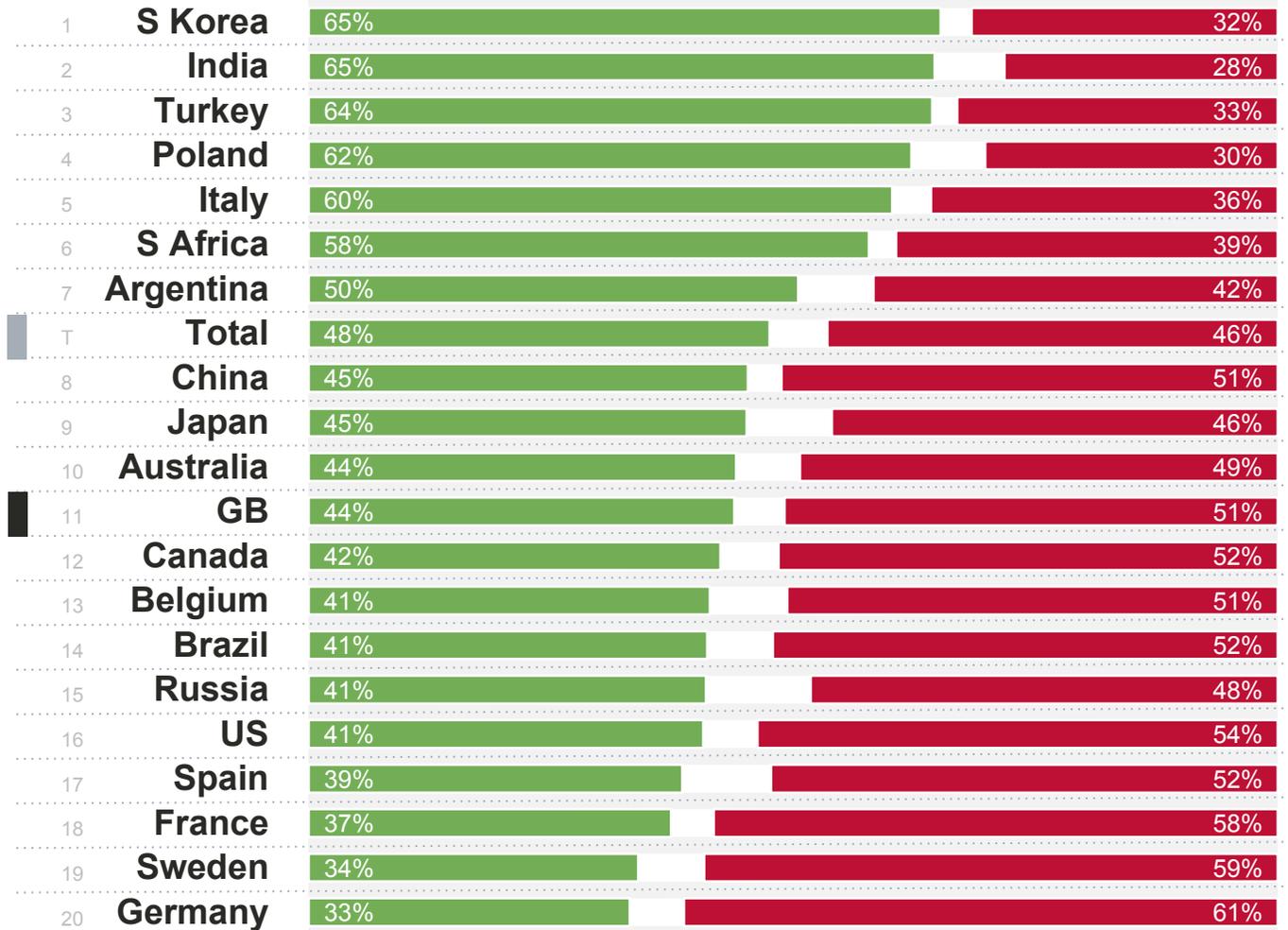
# Choices overwhelm?

## The Global Trends Survey



To what extent do you agree or disagree...?

I often feel overwhelmed by all the choices I have about how to live my life



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Own or expert choice?

## The Global Trends Survey



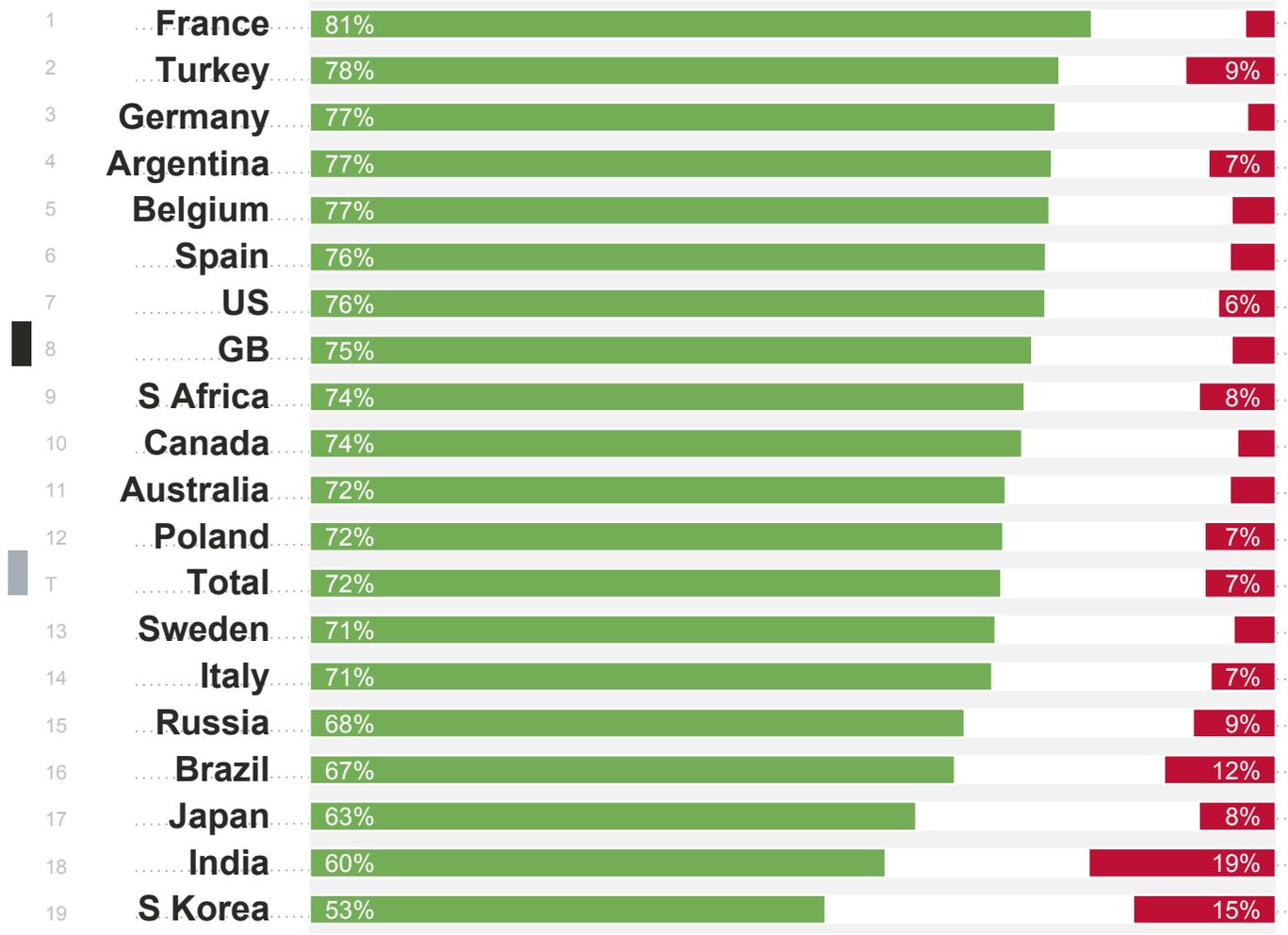
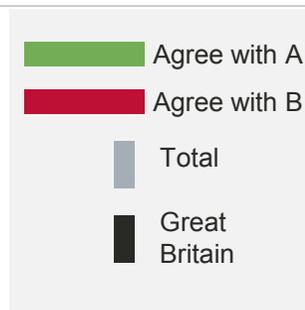
Which comes closest to your own opinion..?

**A.** I like to make choices myself

**OR**

**B.** I like to have experts make choices for me

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

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WORLD  
&  
SOCIETY

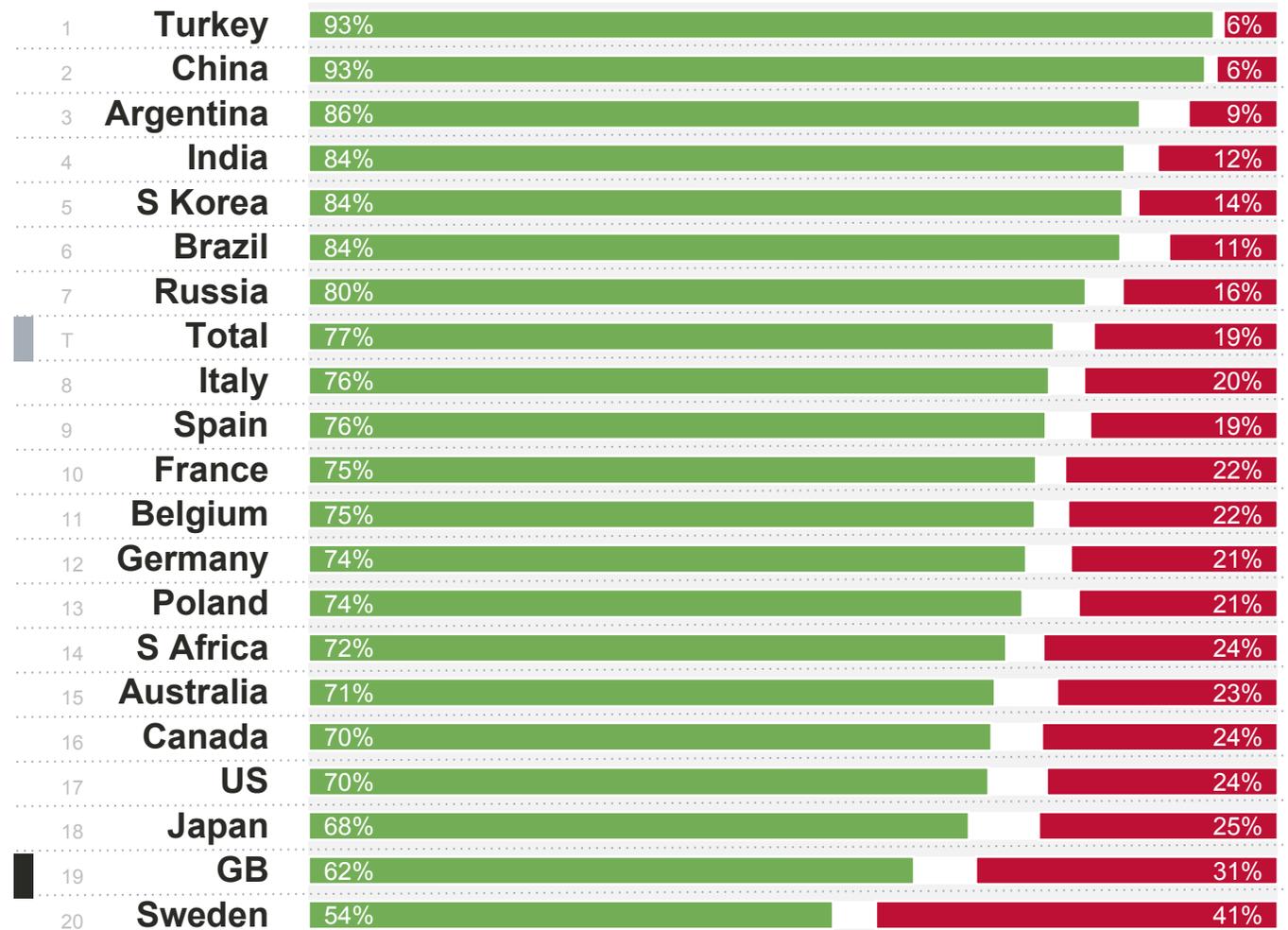
# World changing too fast

## The Global Trends Survey



To what extent do you agree or disagree...?

The world today is changing too fast



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



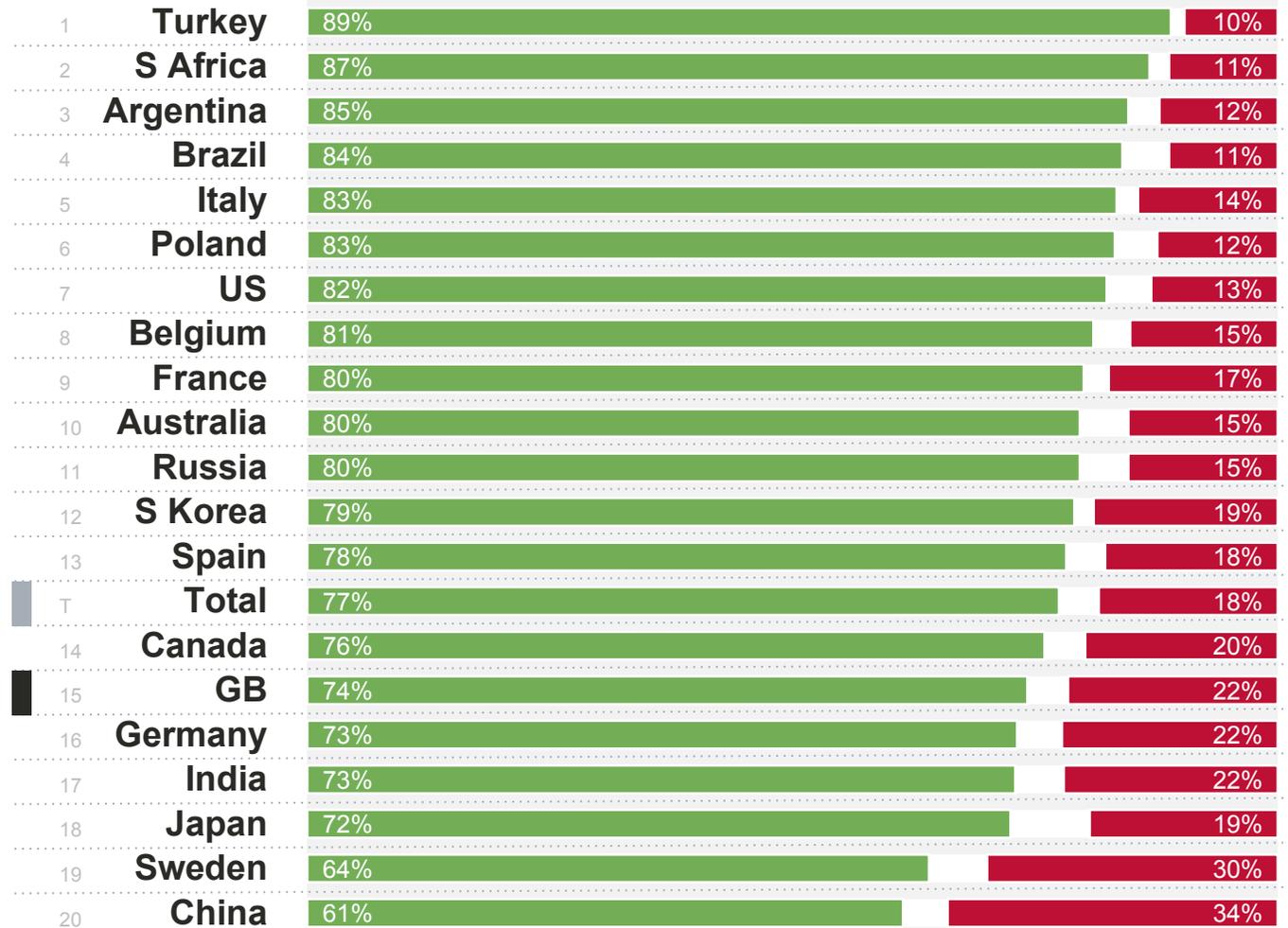
# Dangerous world

## The Global Trends Survey

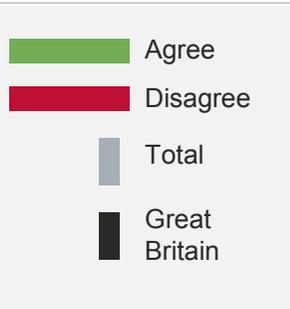


To what extent do you agree or disagree...?

We live in an increasingly dangerous world



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

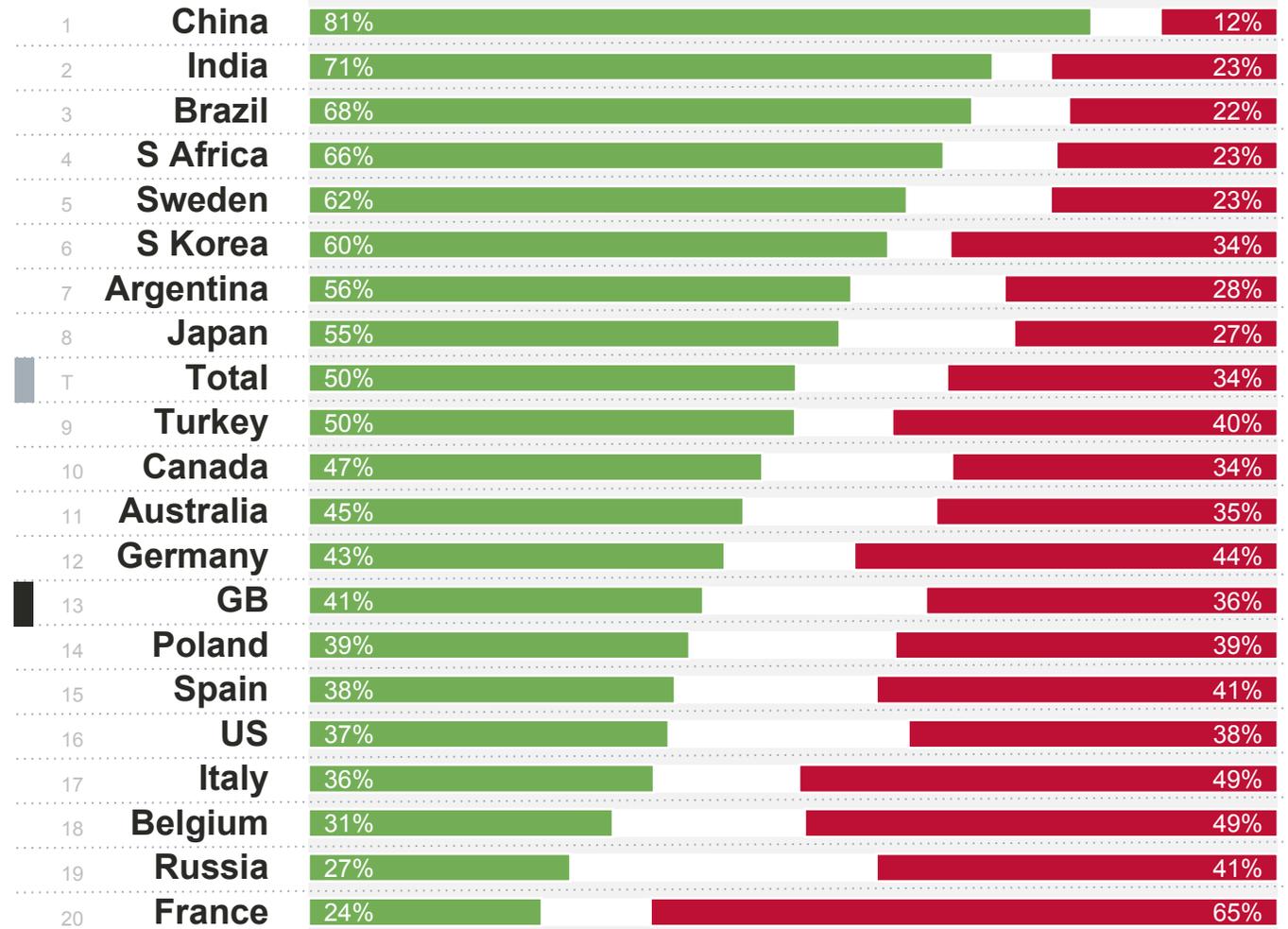


## The Global Trends Survey

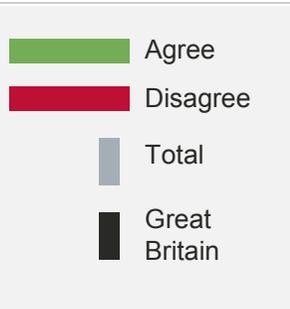


To what extent do you agree or disagree...?

Globalisation is good for...



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



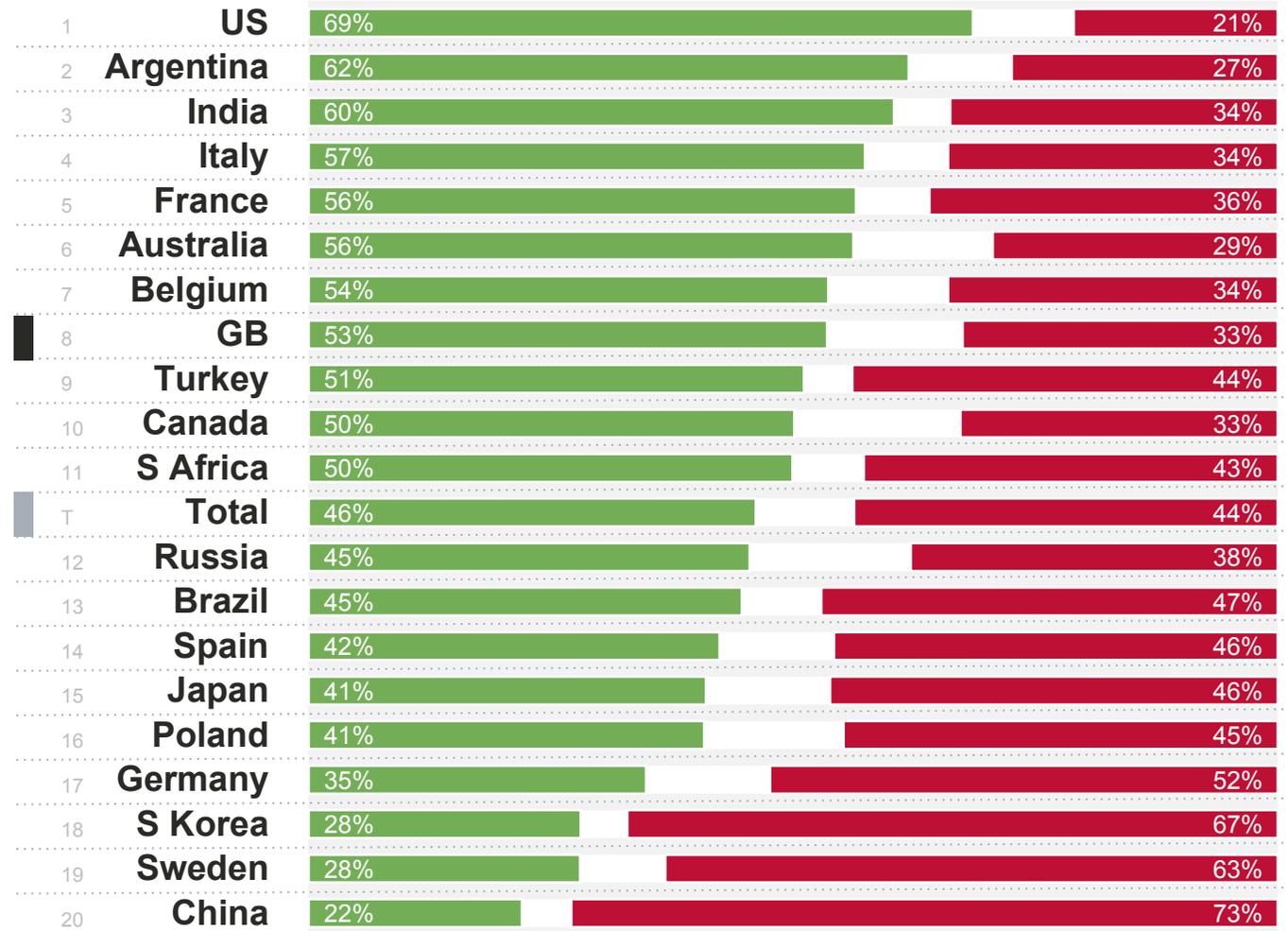
# Nostalgia – country

## The Global Trends Survey

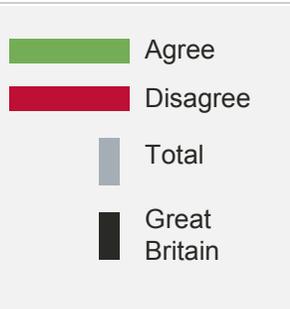


To what extent do you agree or disagree...?

I would like (COUNTRY) to be the way it used to be



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



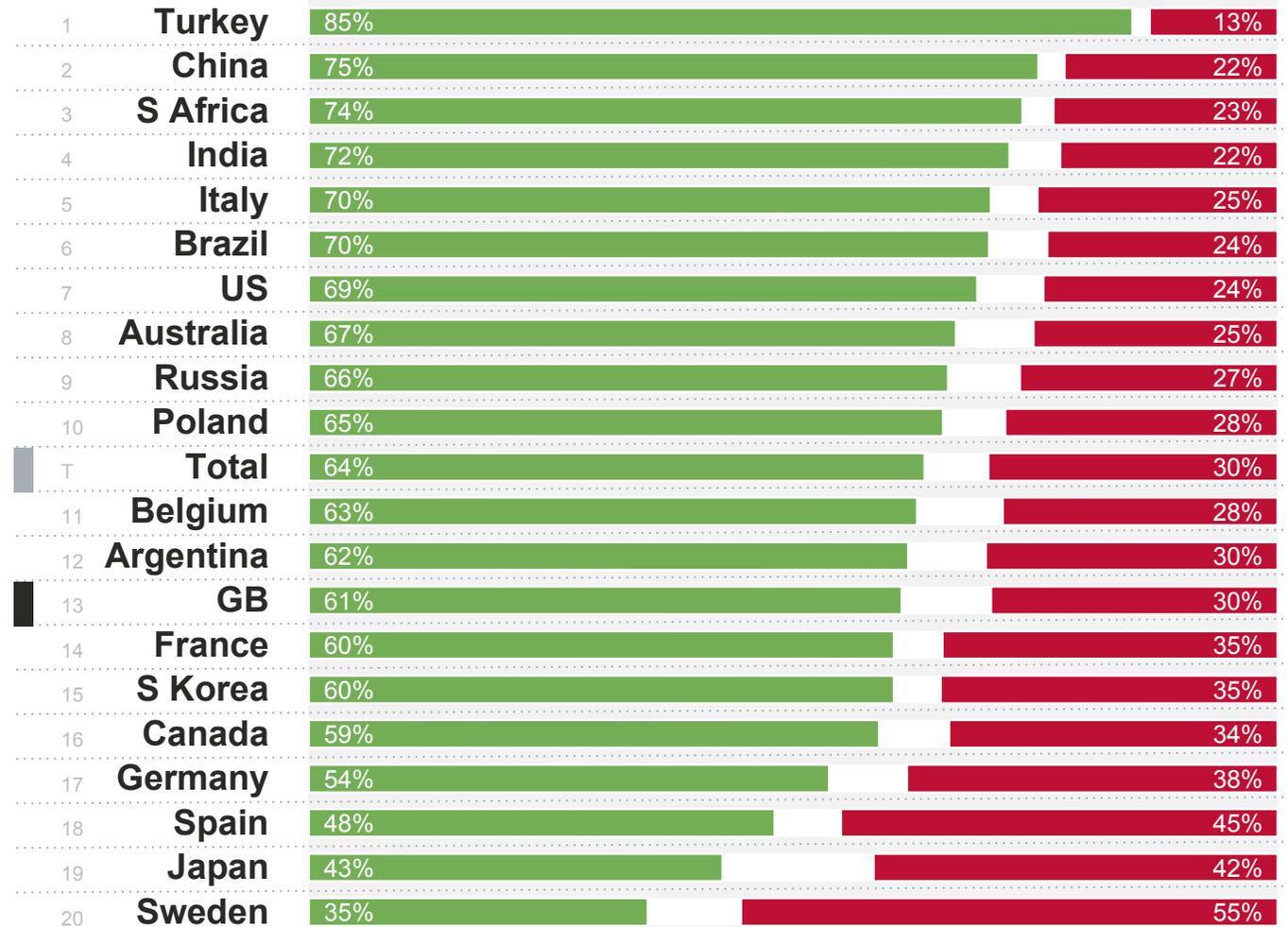
# Nostalgia – lives

## The Global Trends Survey

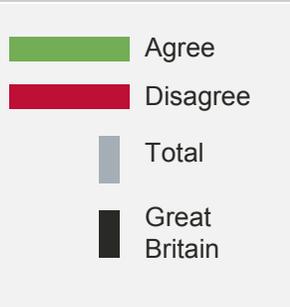


To what extent do you agree or disagree...?

People led happier lives in the old days when they had fewer problems to cope with



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

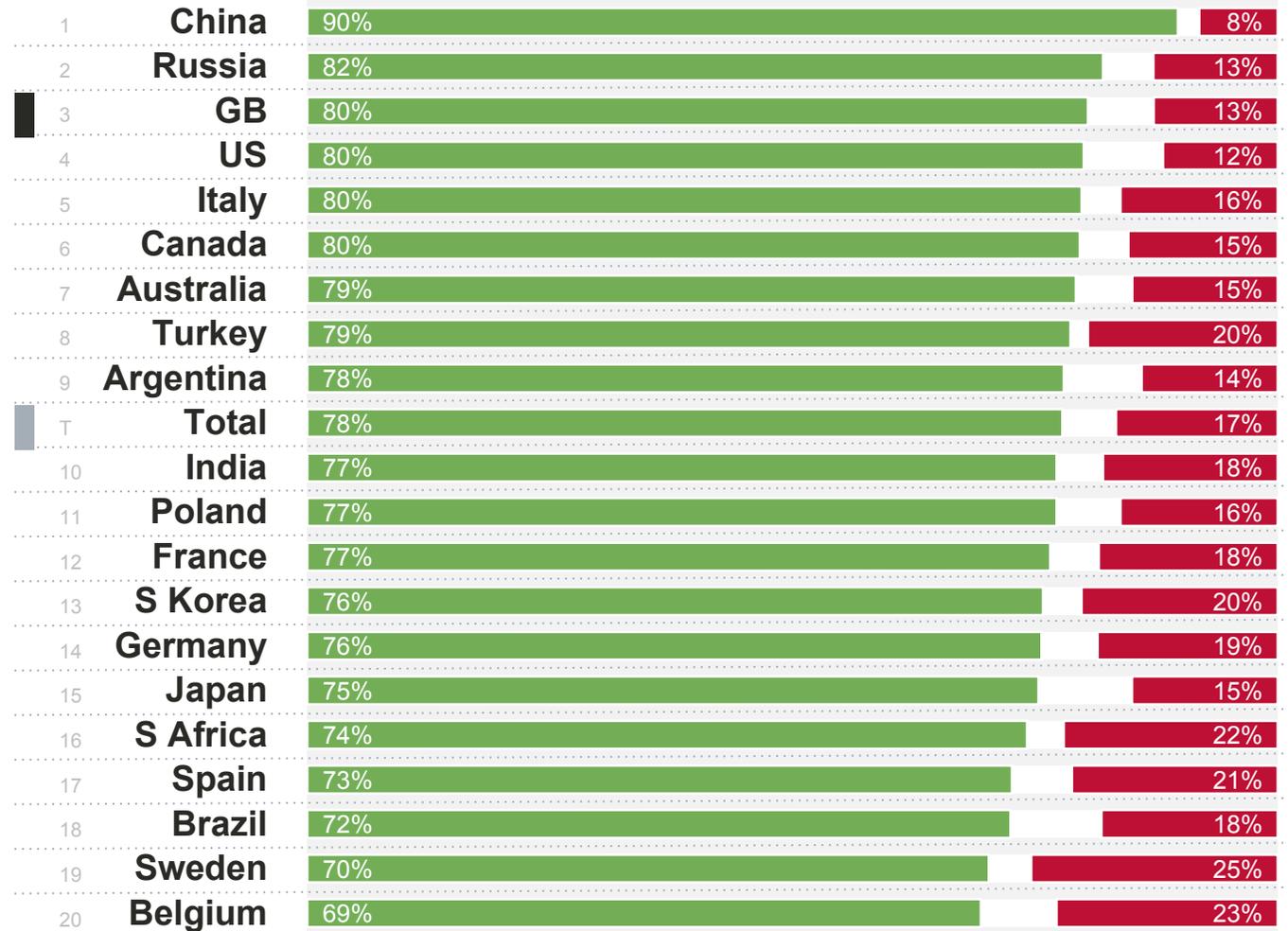


## The Global Trends Survey

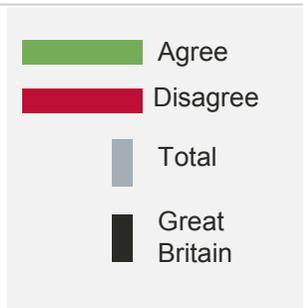


To what extent do you agree or disagree...?

Traditions are an important part of society



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



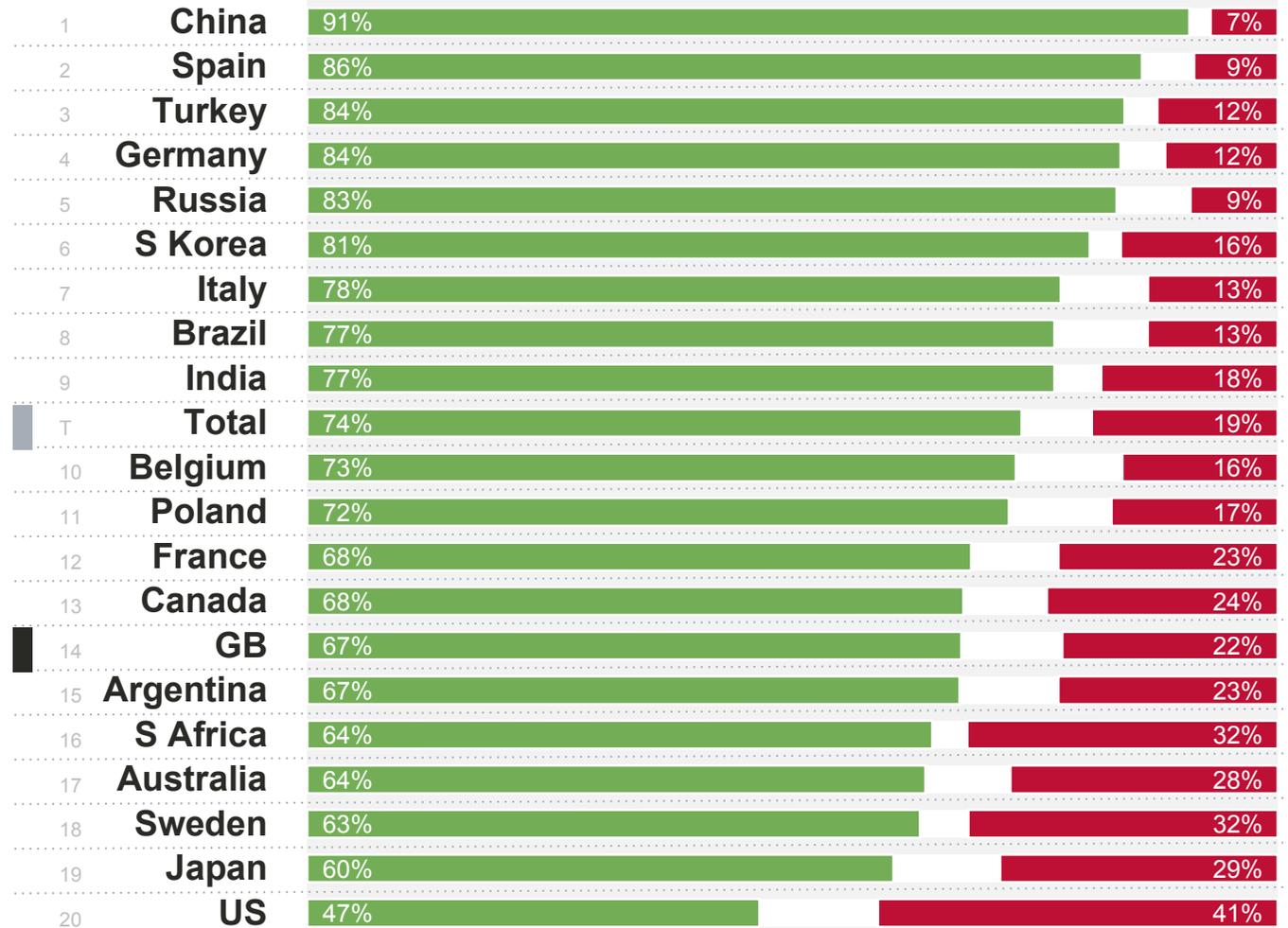
# Income inequality

## The Global Trends Survey

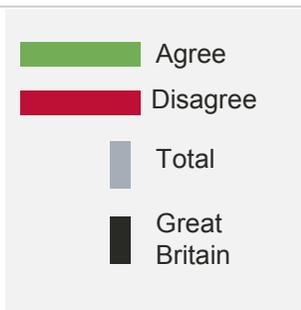


To what extent do you agree or disagree...?

Having large differences in income and wealth is bad for society overall



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



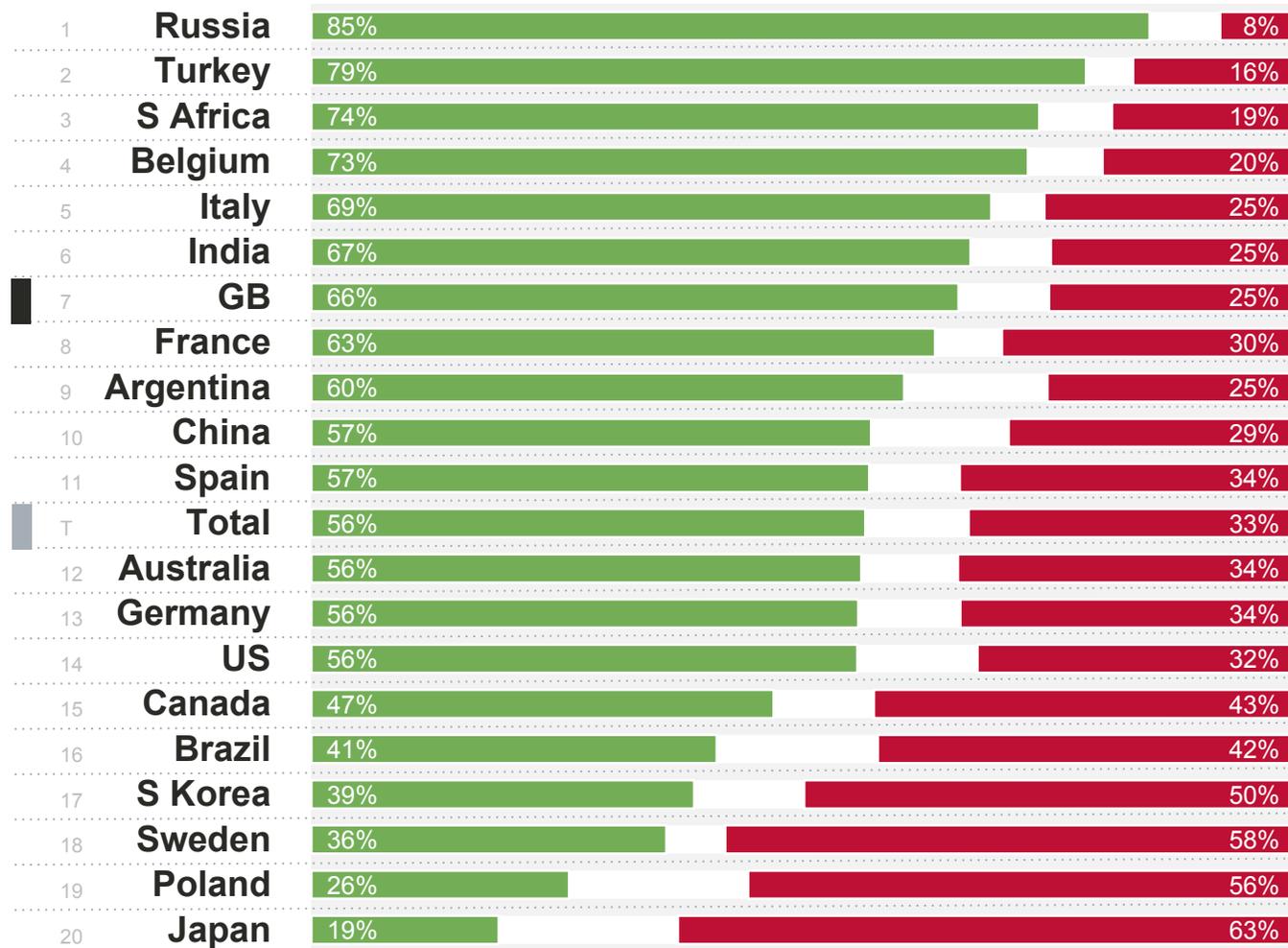
# Too many immigrants?

## The Global Trends Survey

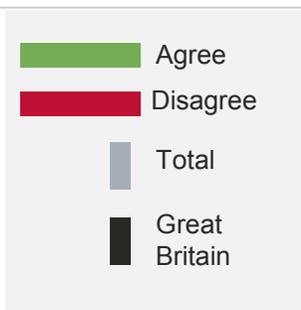


To what extent do you agree or disagree...?

There are too many immigrants in...



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



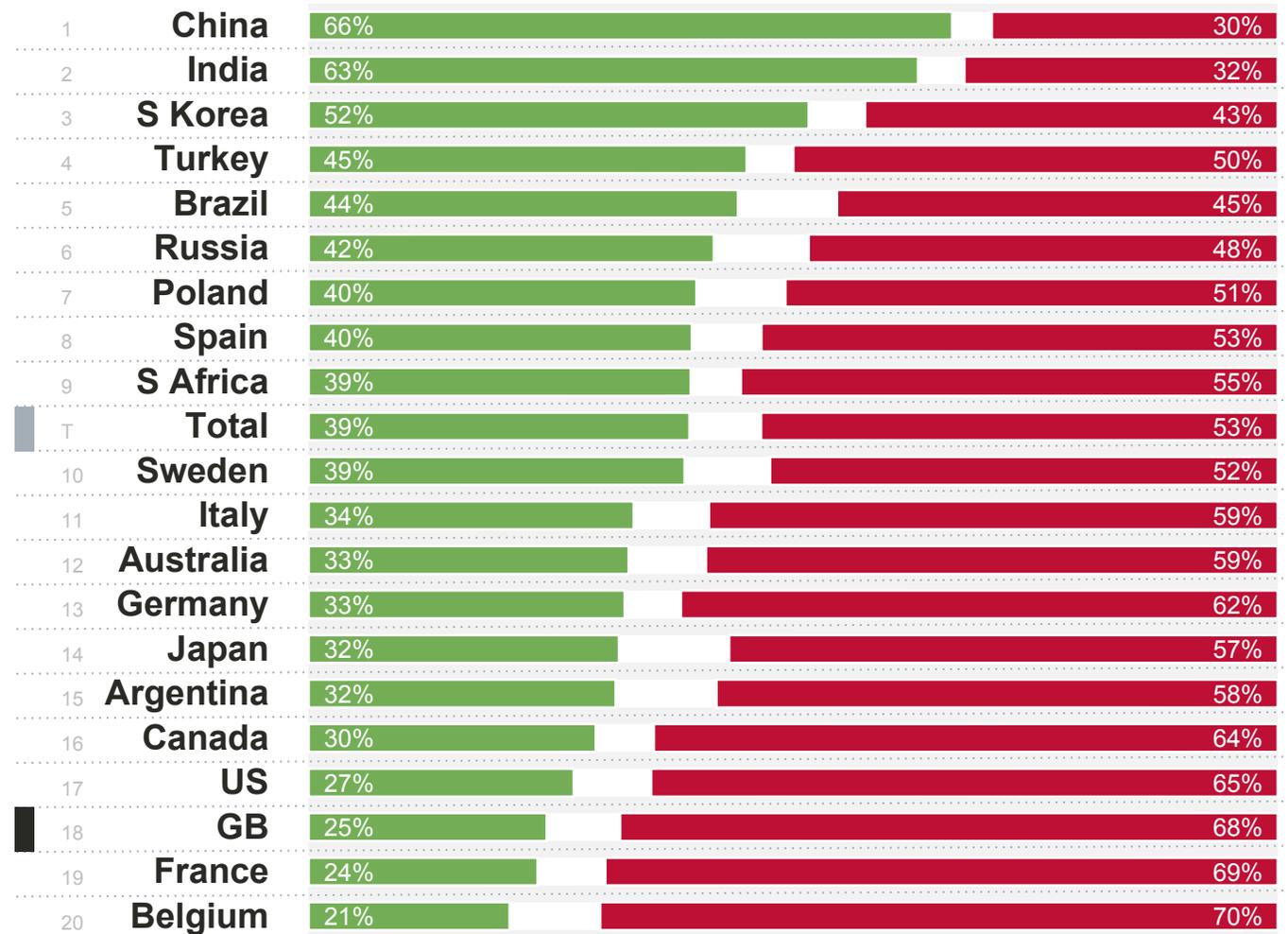
# Urban as ideal?

## The Global Trends Survey

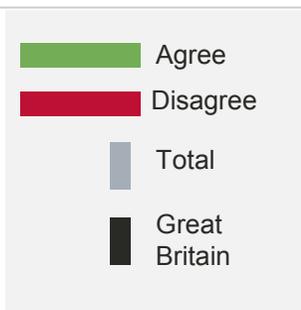


To what extent do you agree or disagree...?

Given the choice, I would prefer to live in a big city



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



WORK

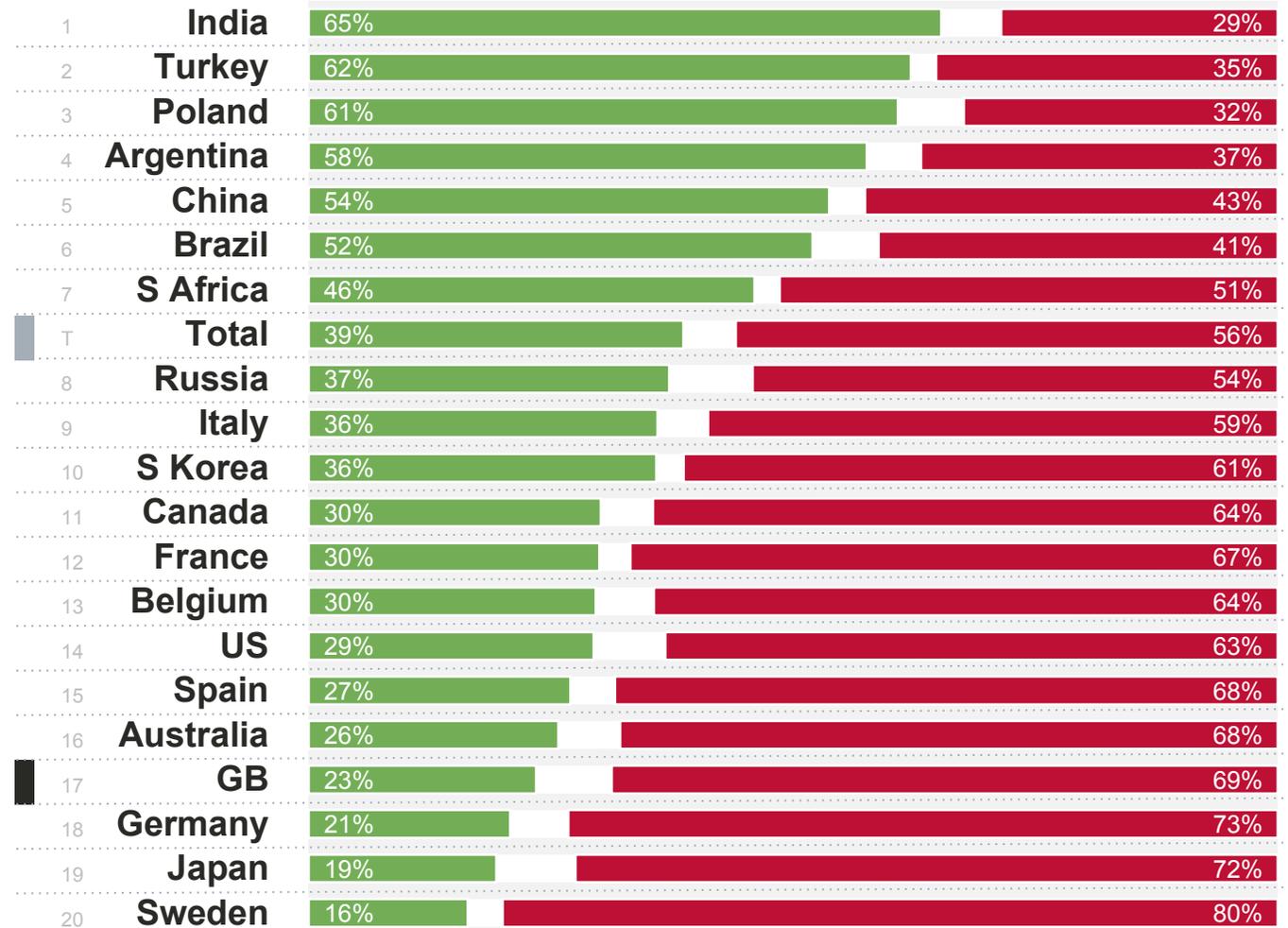
# Fulfilment is career

## The Global Trends Survey

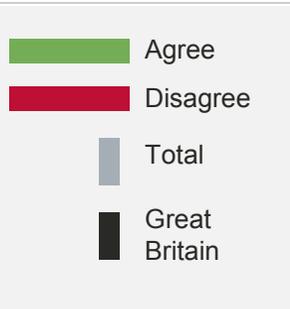


To what extent do you agree or disagree...?

Fulfilment in life is achieving a prominent position in your career



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



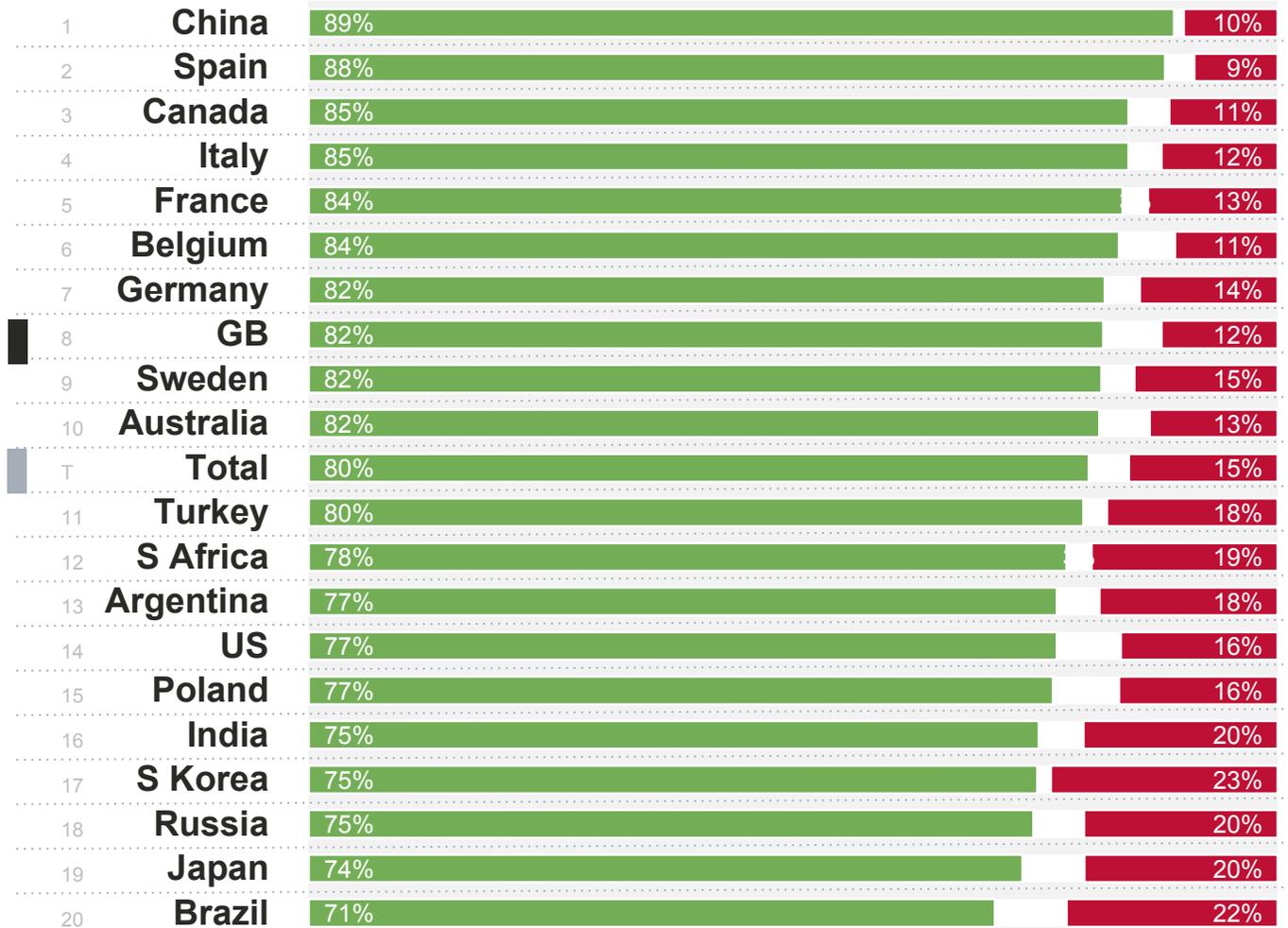
# Work-life balance

## The Global Trends Survey



To what extent do you agree or disagree...?

It is more important to have a good work-life balance than to have a successful career



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Work vs personal

## The Global Trends Survey

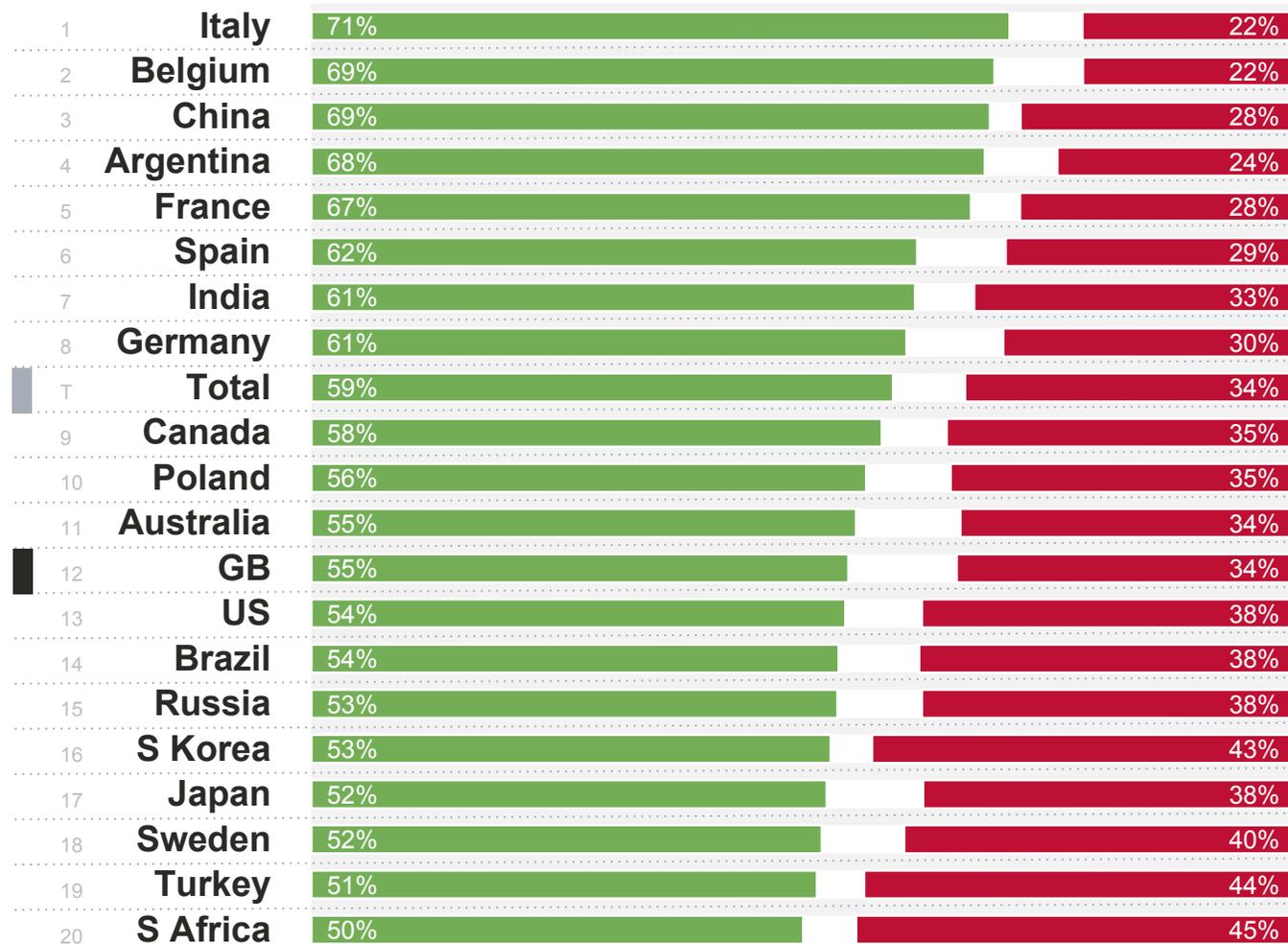


To what extent do you agree or disagree...?

If work interferes with my personal life, I would put work in second place

### Key

- Agree
- Disagree
- Total
- Great Britain



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Secure or well paid?

## The Global Trends Survey



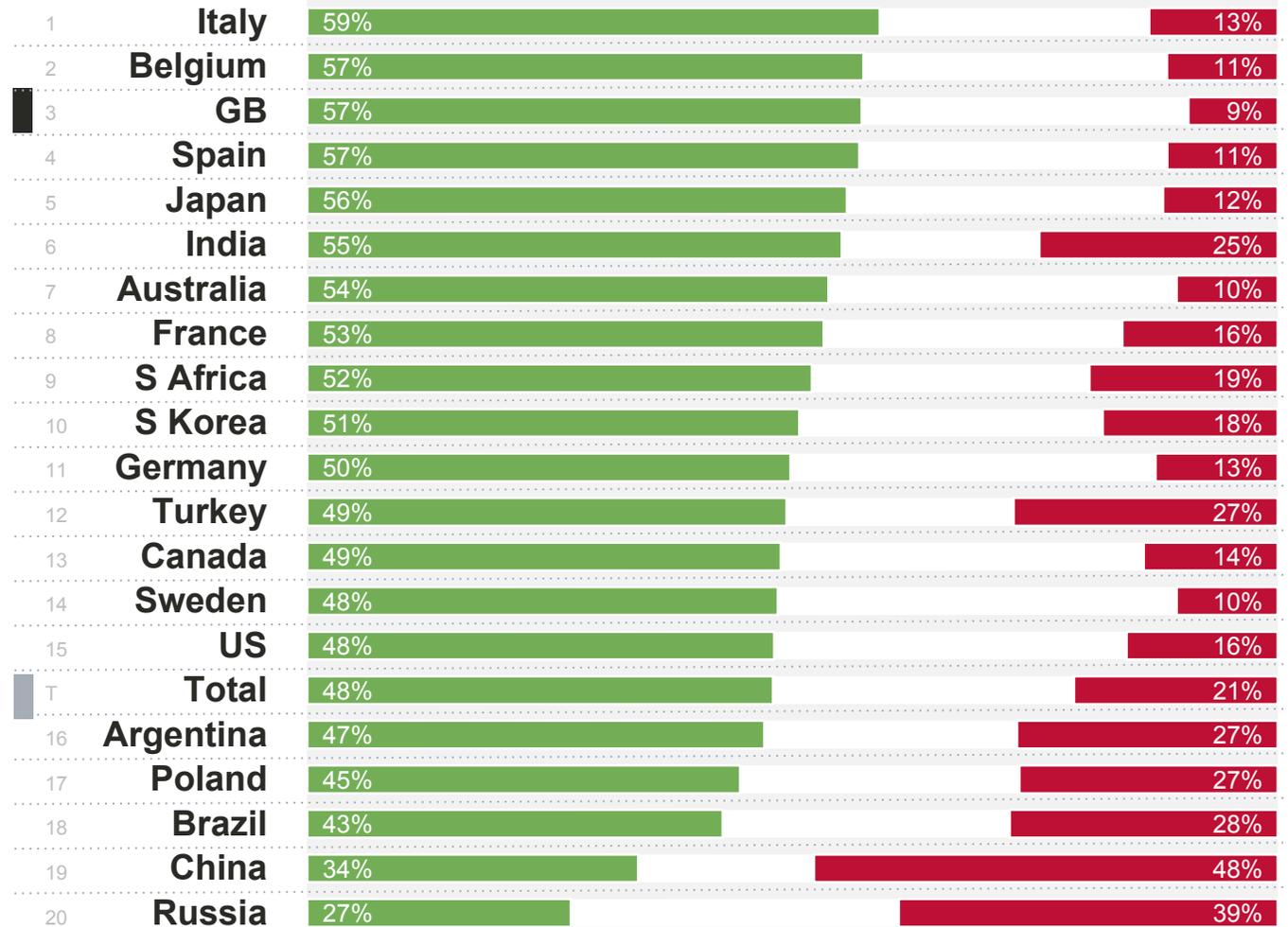
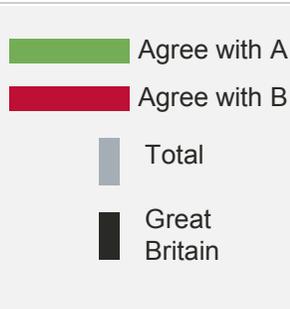
Which comes closest to your own opinion...

**A.** It is better to have a secure job

OR

**B.** It is better to have a well paid job?

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



A large circular graphic composed of several concentric, overlapping rings in yellow, light blue, red, and teal. The rings are not fully closed, creating a sense of motion or a stylized 'C' shape. In the center of this graphic, the text "PUBLIC SERVICES & STATE ACTION" is written in white, bold, uppercase letters.

PUBLIC  
SERVICES  
& STATE  
ACTION

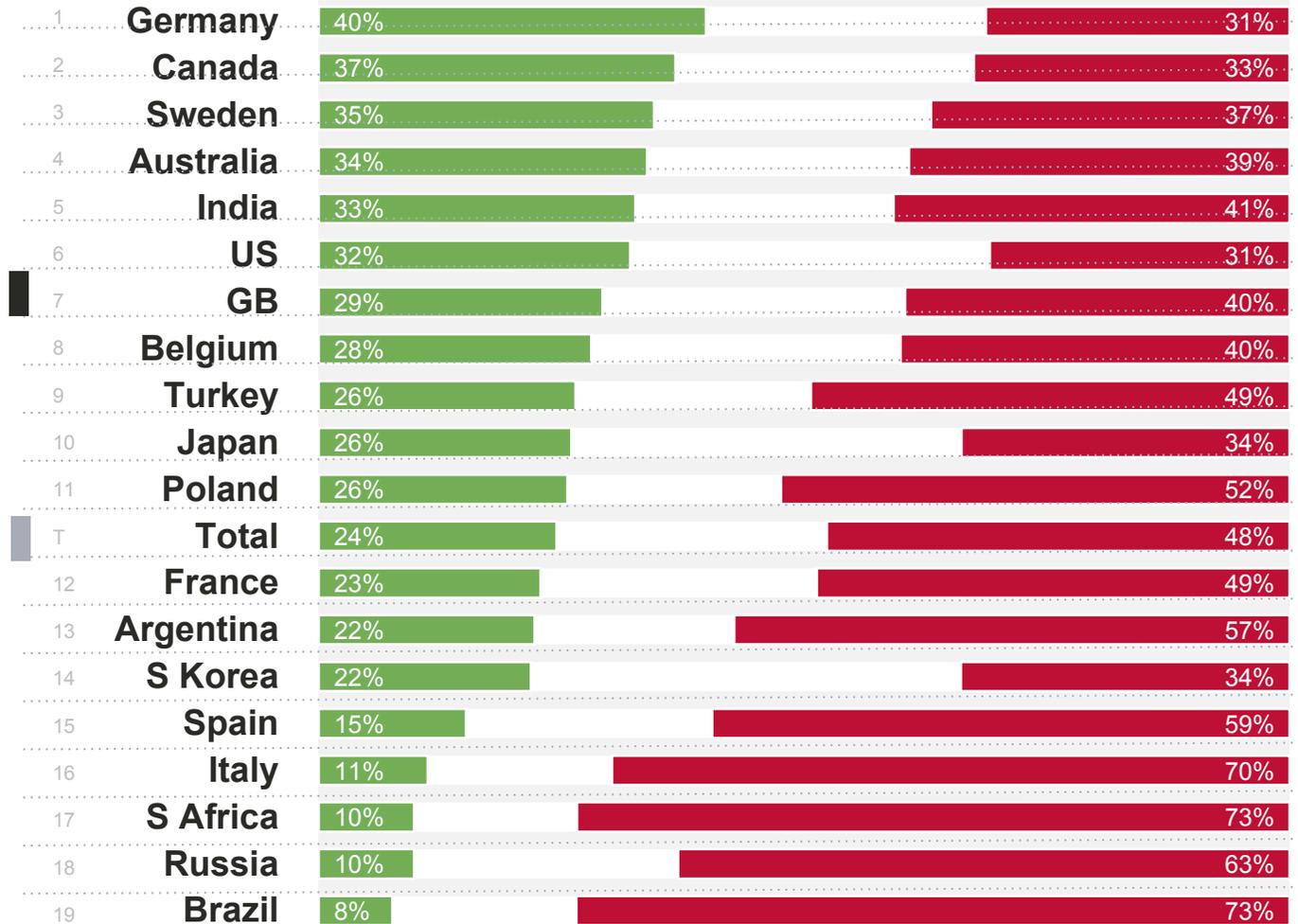
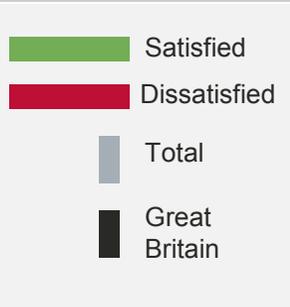
## The Global Trends Survey



Overall, how satisfied or dissatisfied are you with...?

Local public services (e.g. public transportation, public education, public safety and social services)

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



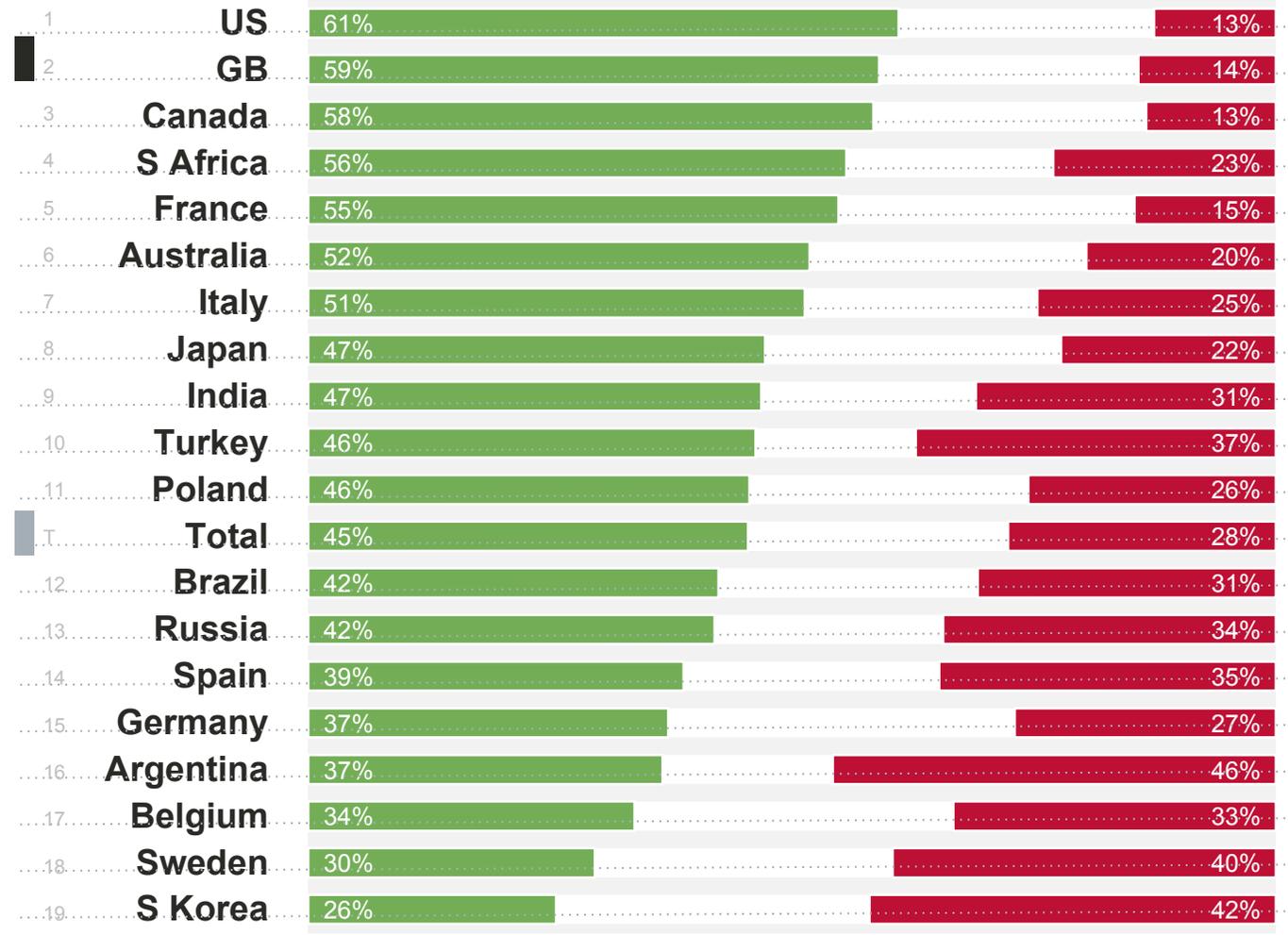
## The Global Trends Survey



Which comes closest to your own opinion?

**A.** Decisions about public services (e.g. public transportation, public education, public safety and social services), are better if they are made locally **OR**

**B.** Decisions about public services are better if they are made nationally



### Key

- 1 to 2
- 4 to 5
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Growth v wellbeing

## The Global Trends Survey



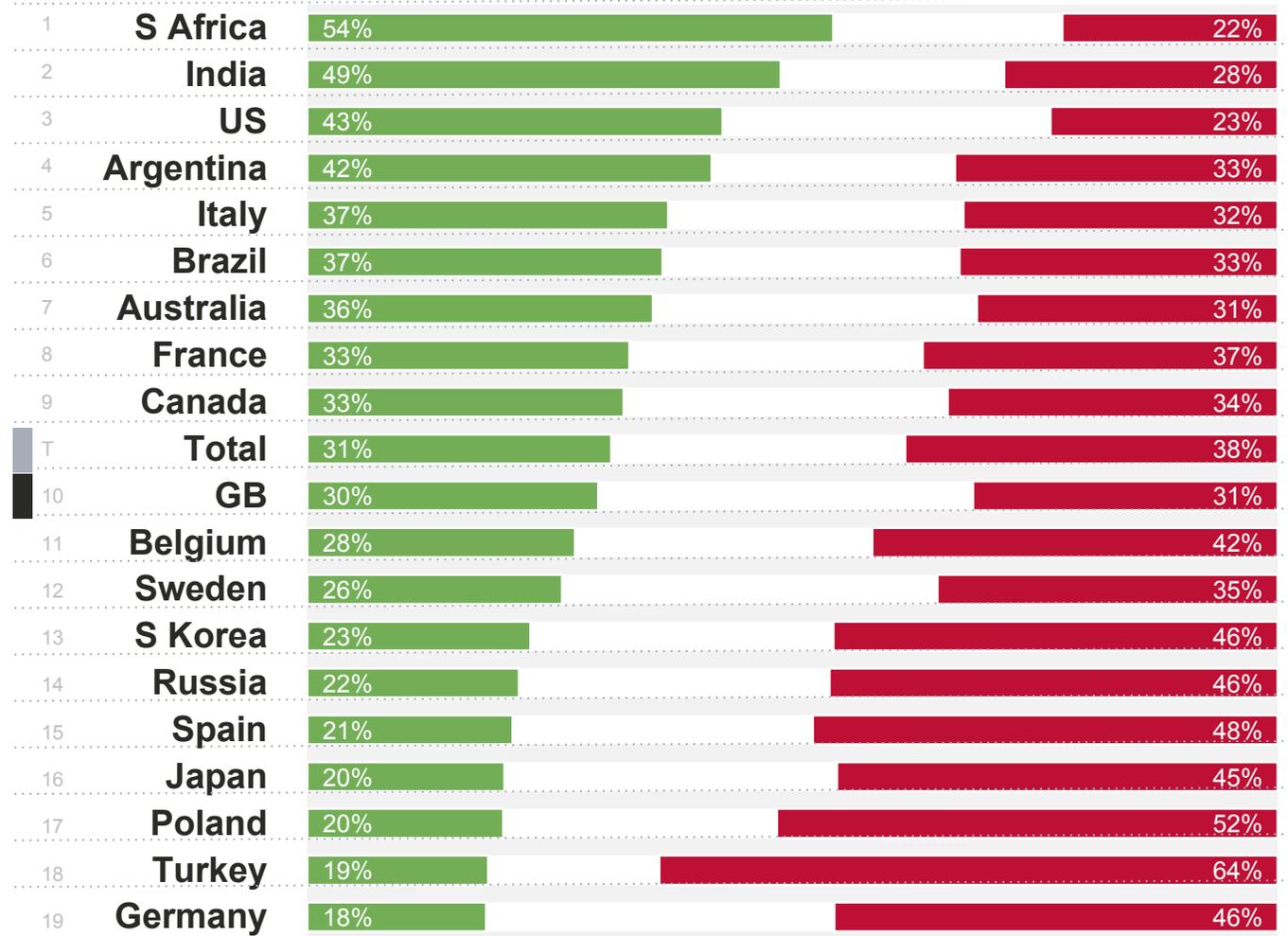
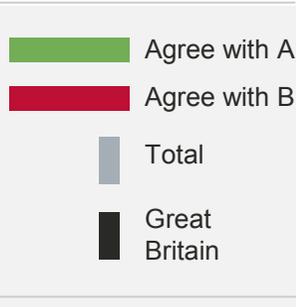
Which comes closest to your own opinion..?

**A.** It is more important to develop the country's economic growth and performance

**OR**

**B.** It is more important to improve people's happiness and wellbeing

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Health behaviours

## The Global Trends Survey



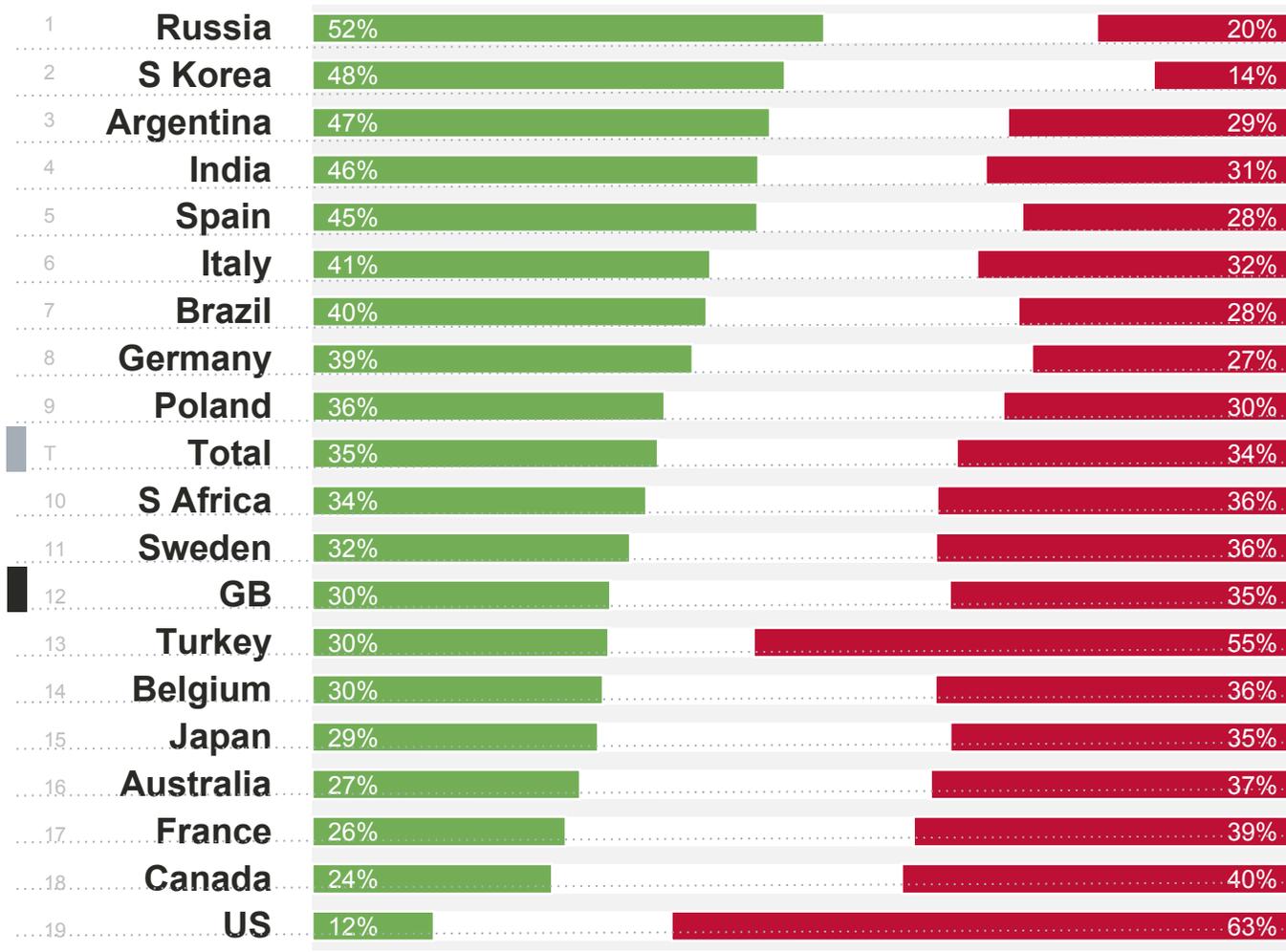
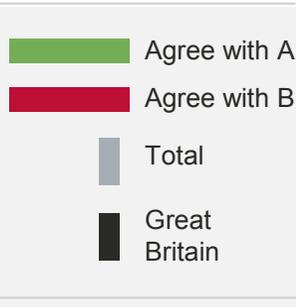
Which comes closest to your own opinion...?

**A.** It is the government's responsibility to influence people's behaviour to encourage healthy lifestyles

**OR**

**B.** The government should not get involved with interfering in people's lifestyles

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



ENVIRONMENT

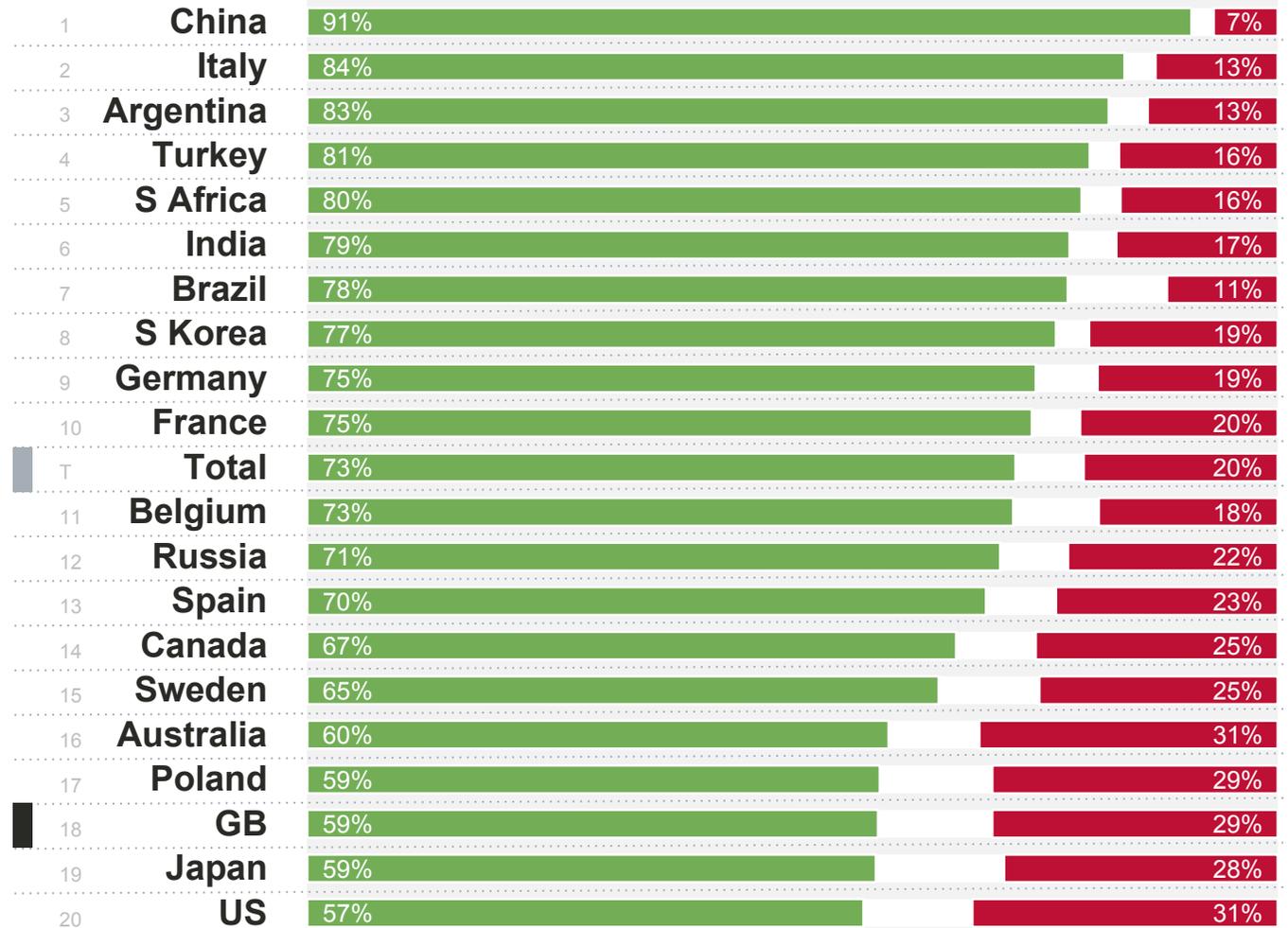
# Environment – disaster?

## The Global Trends Survey

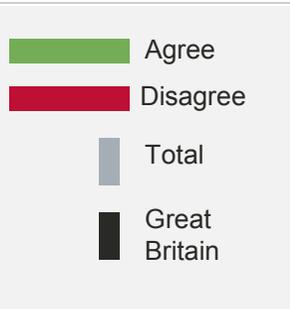


To what extent do you agree or disagree...

We are heading for environmental disaster unless we change our habits quickly?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



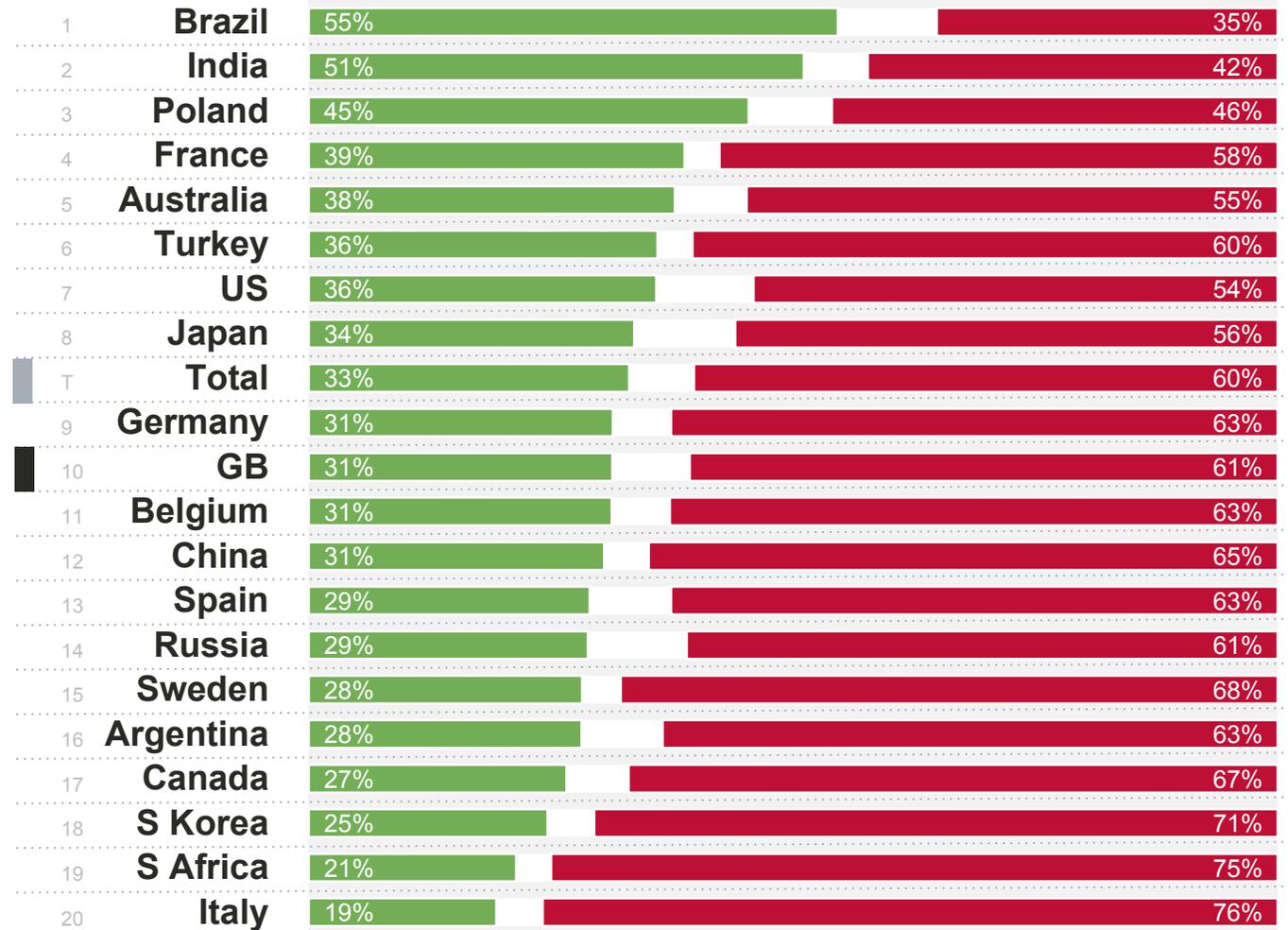
# Environment – fuss?

## The Global Trends Survey

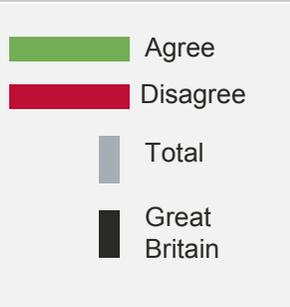


To what extent do you agree or disagree...

I'm tired of the fuss that is being made about the environment?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



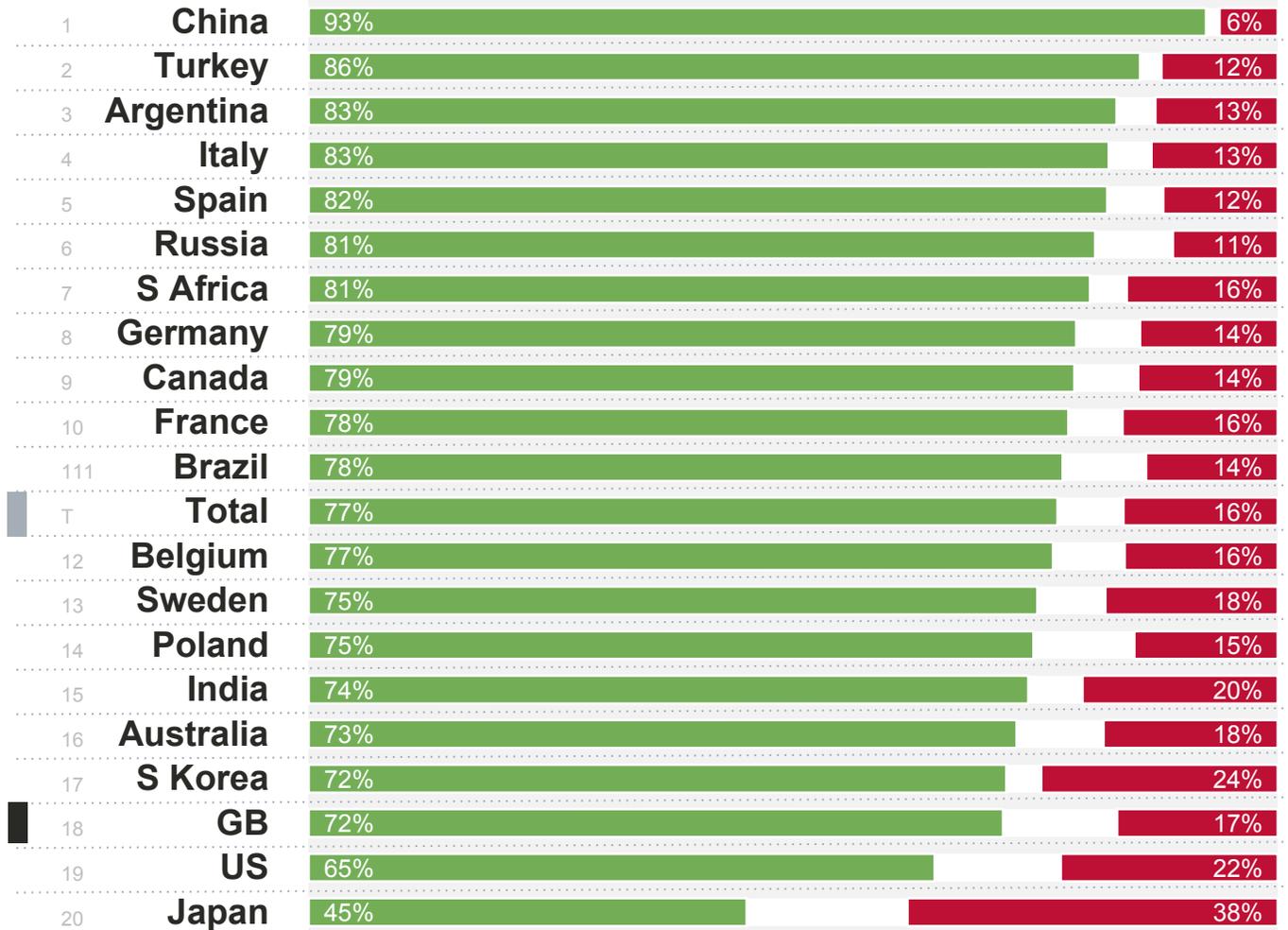
# Environment – companies' attention

## The Global Trends Survey

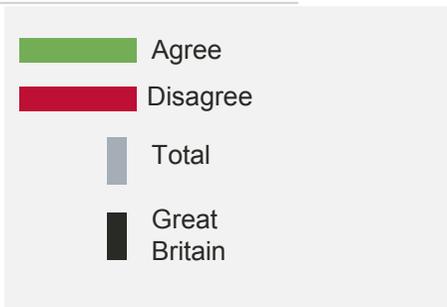


To what extent do you agree or disagree...?

Companies do not pay enough attention to the environment



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



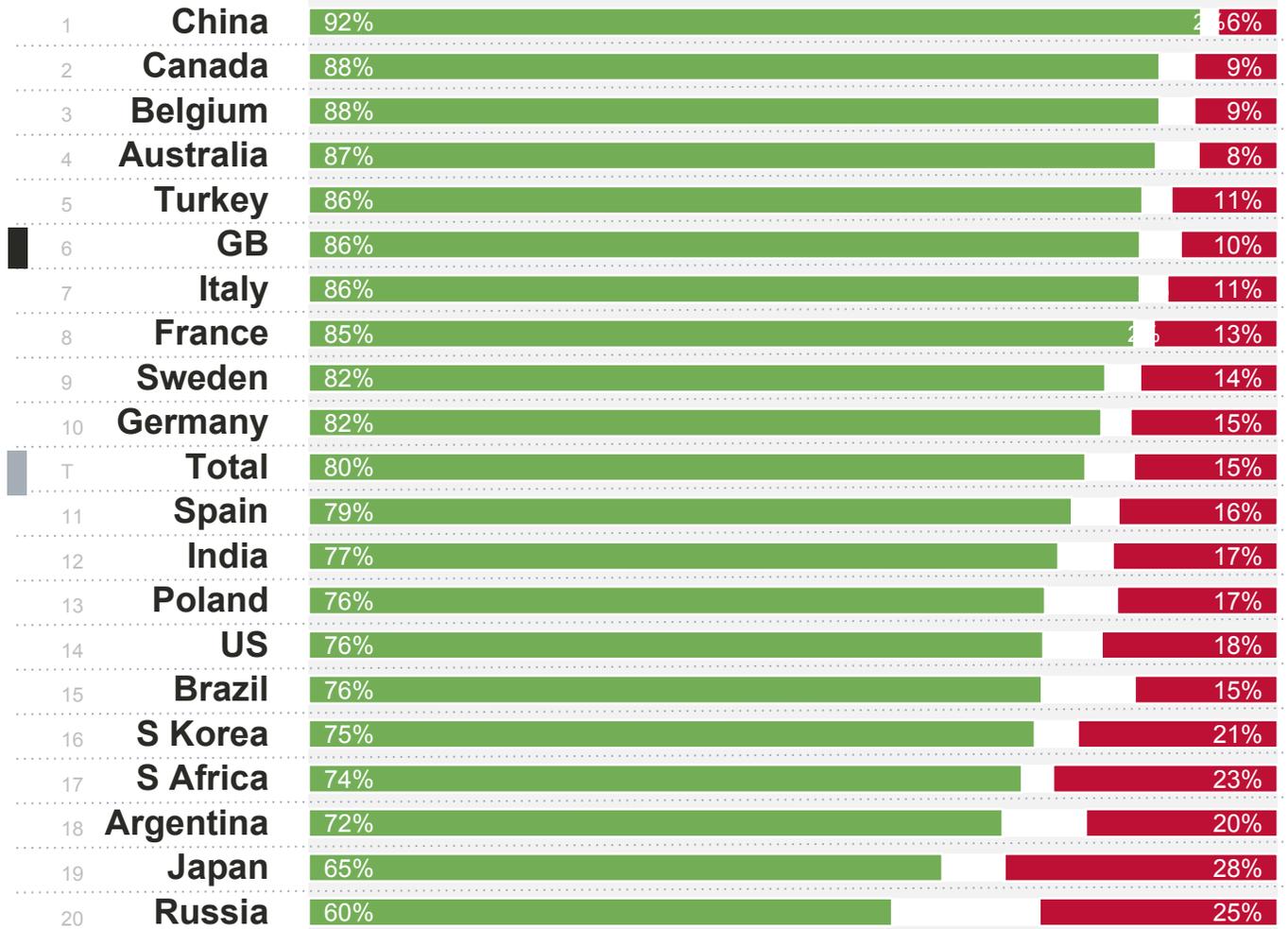
# Environment – recycling

## The Global Trends Survey

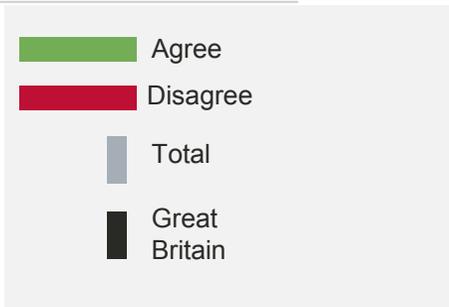


To what extent do you agree or disagree...?

I try to recycle as much as I can



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



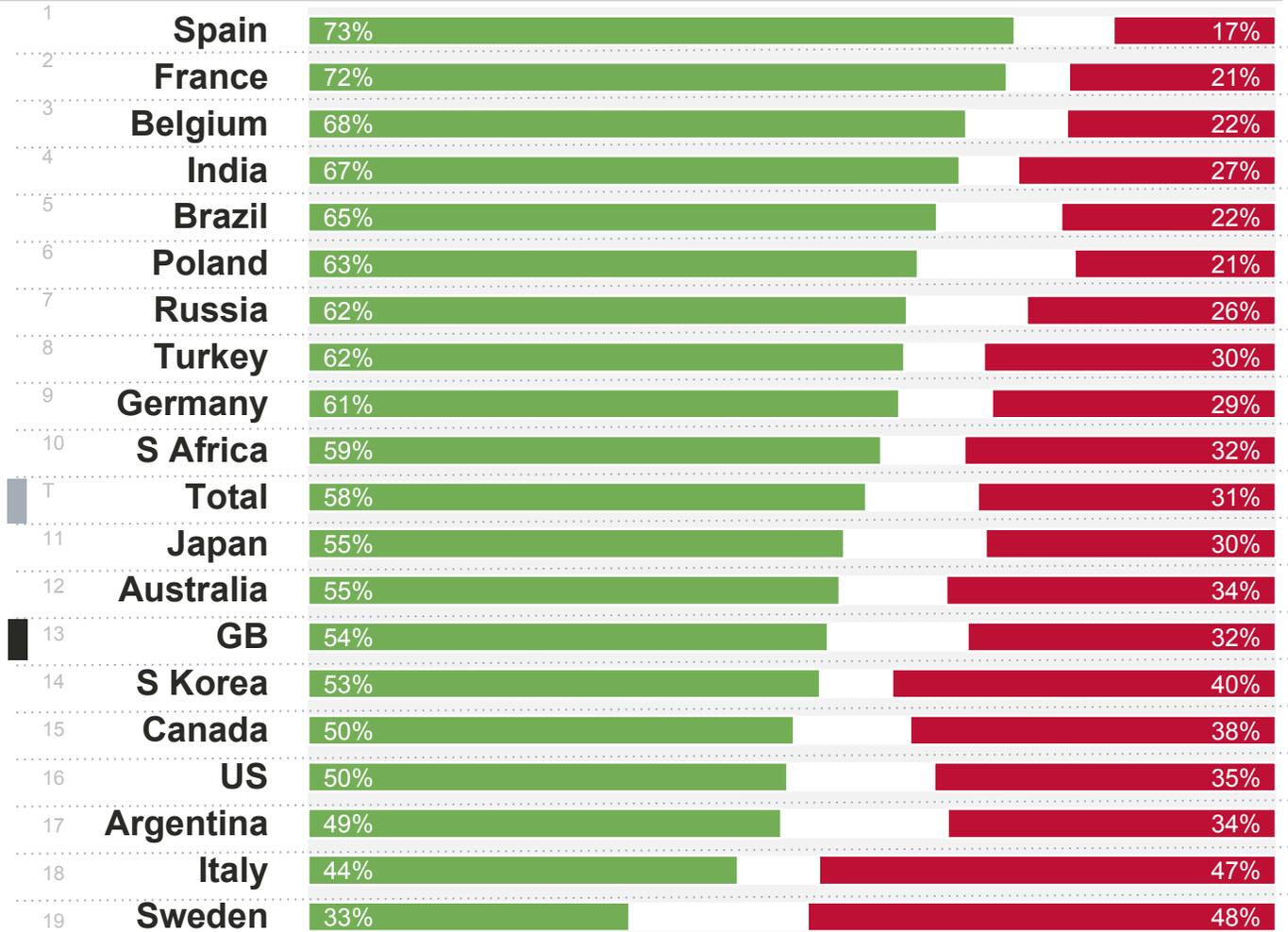
# Environment – tax raising

## The Global Trends Survey



To what extent do you agree or disagree...?

The government is just using environmental issues as an excuse to raise taxes



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



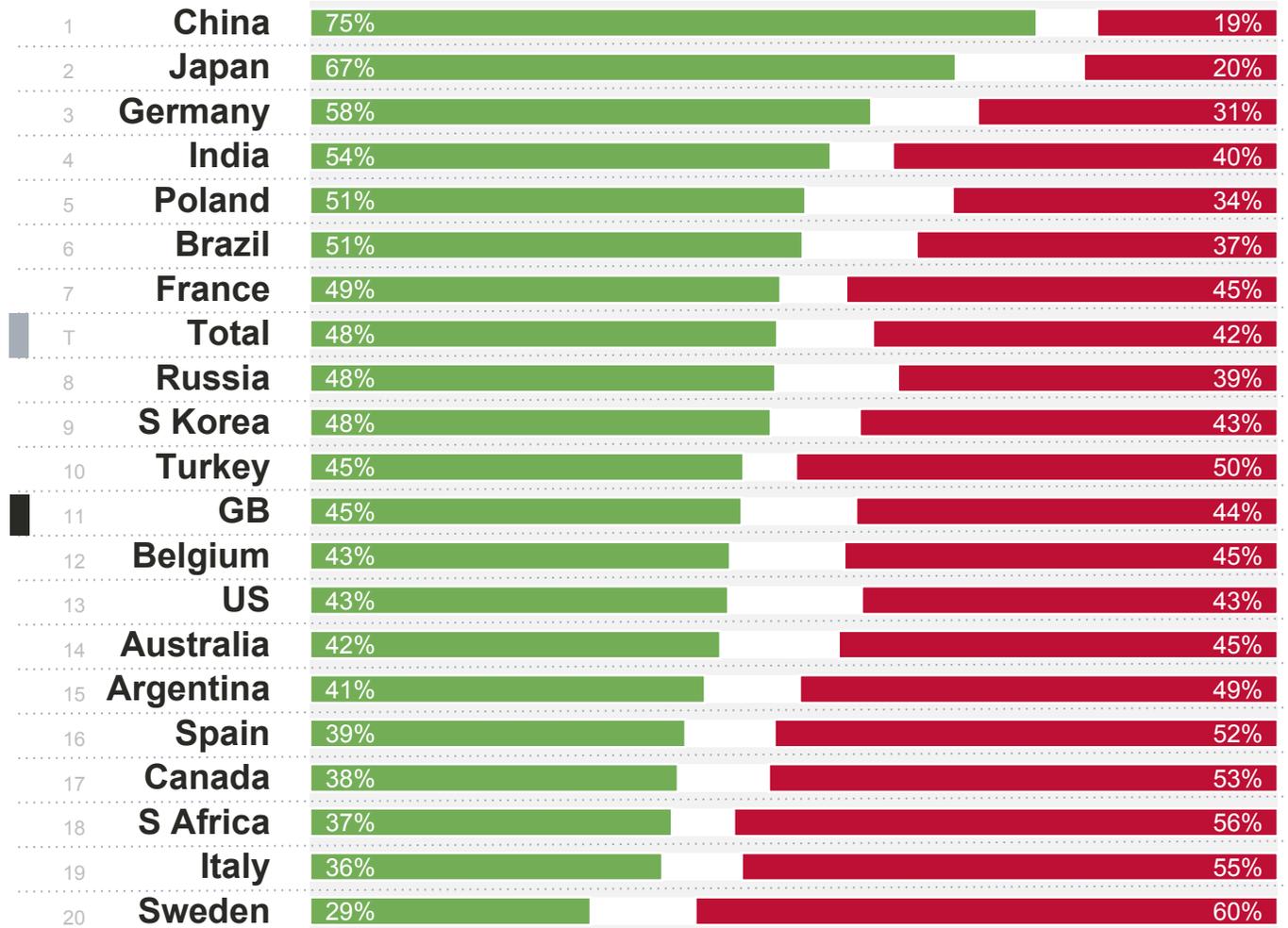
# Environment – scientists

## The Global Trends Survey

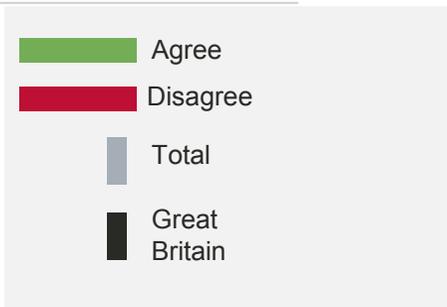


To what extent do you agree or disagree...?

Even the scientists don't really know what they are talking about on environmental issues



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



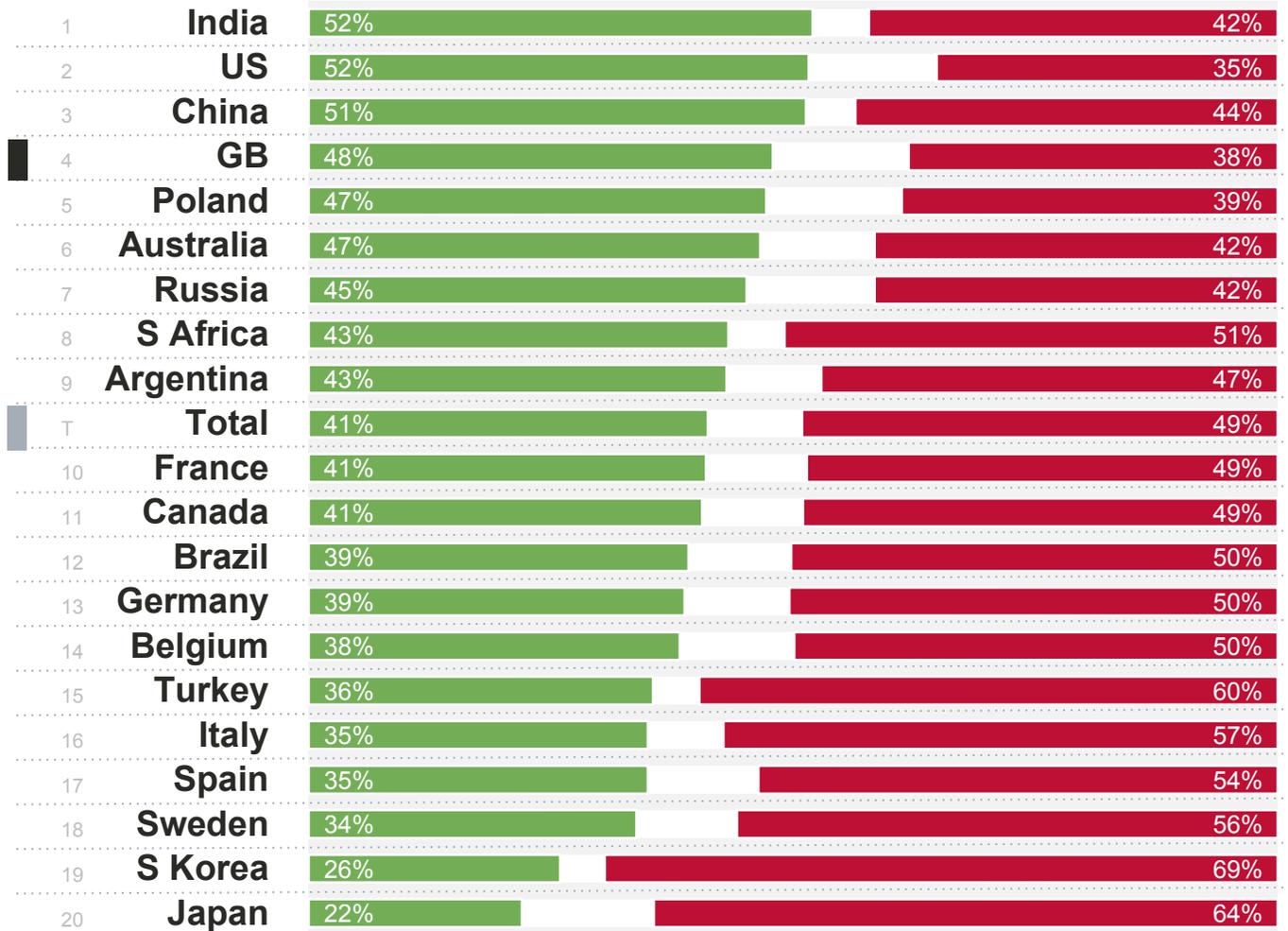
# Environment – climate change

## The Global Trends Survey



To what extent do you agree or disagree...?

The climate change we are currently seeing is a natural phenomenon that happens from time to time



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



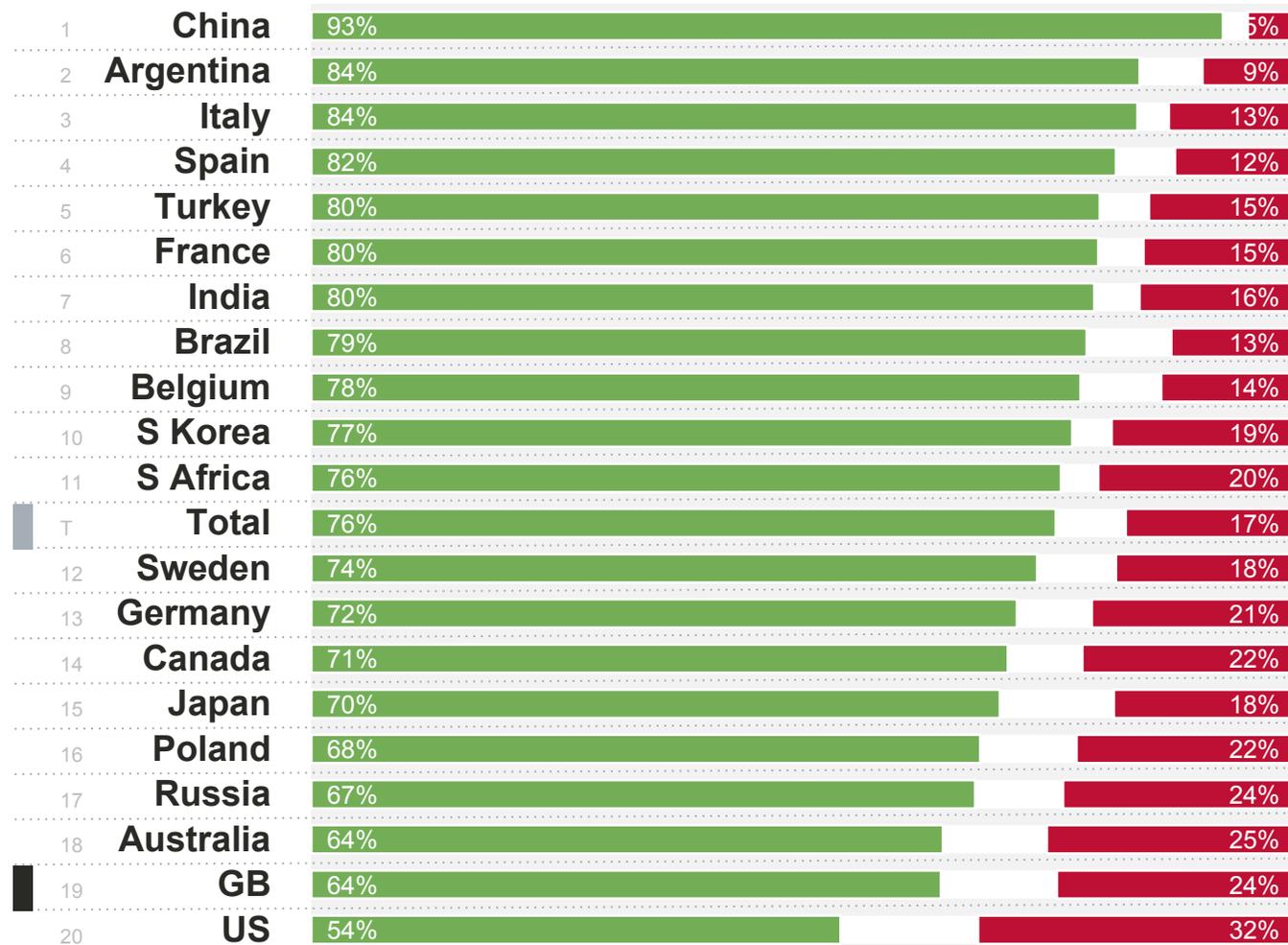
# Environment – climate change (2)

## The Global Trends Survey

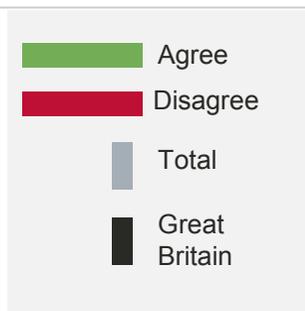


To what extent do you agree or disagree...?

The climate change we are currently seeing is largely the result of human activity



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



GENDER  
&  
FAMILY

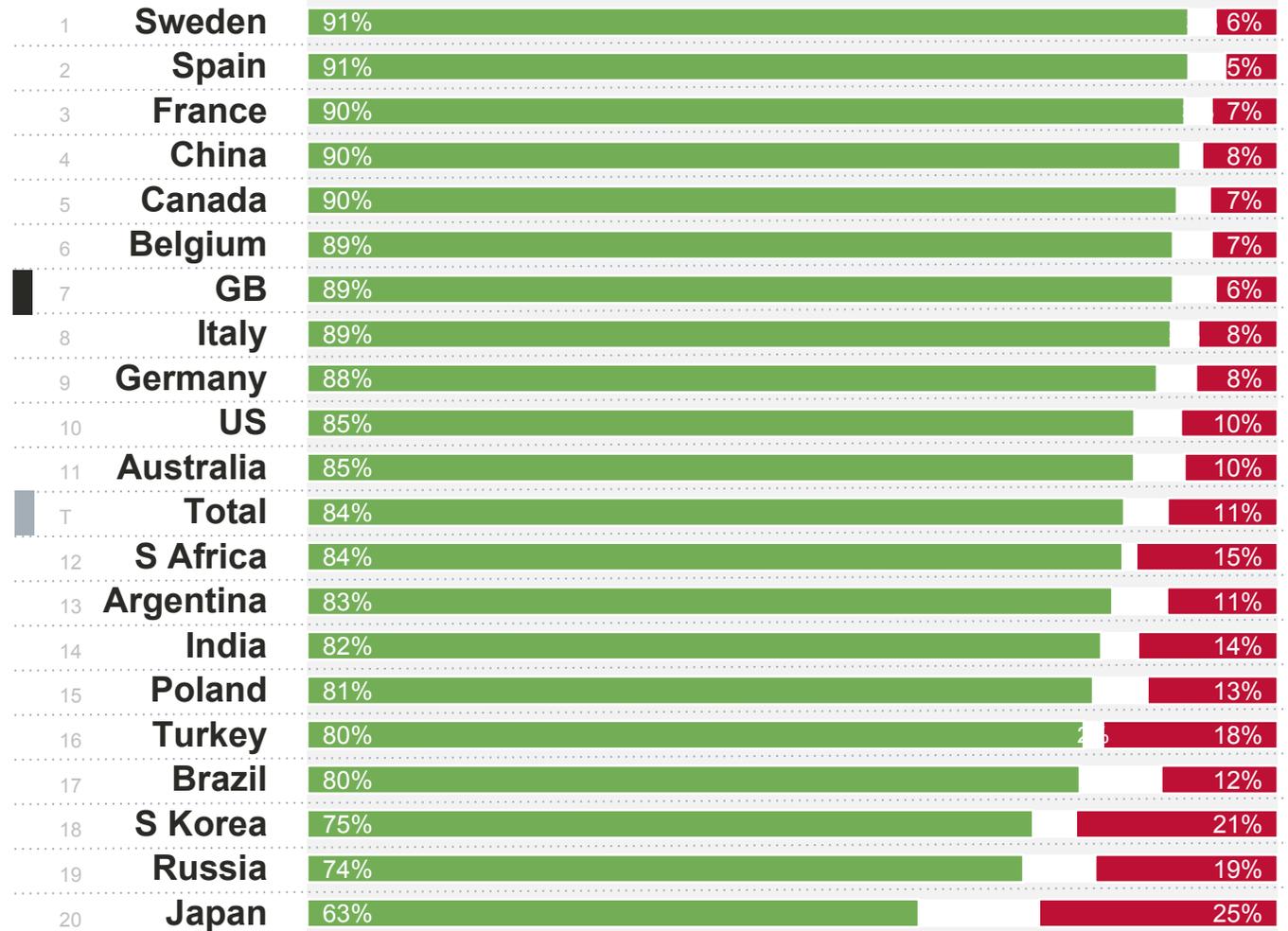
# Gender equality

## The Global Trends Survey

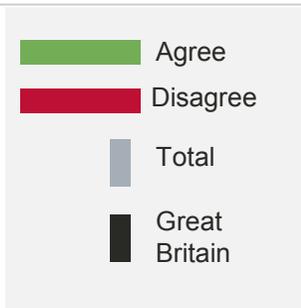


To what extent do you agree or disagree...?

Women have the same rights as men and should have the same power as men



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



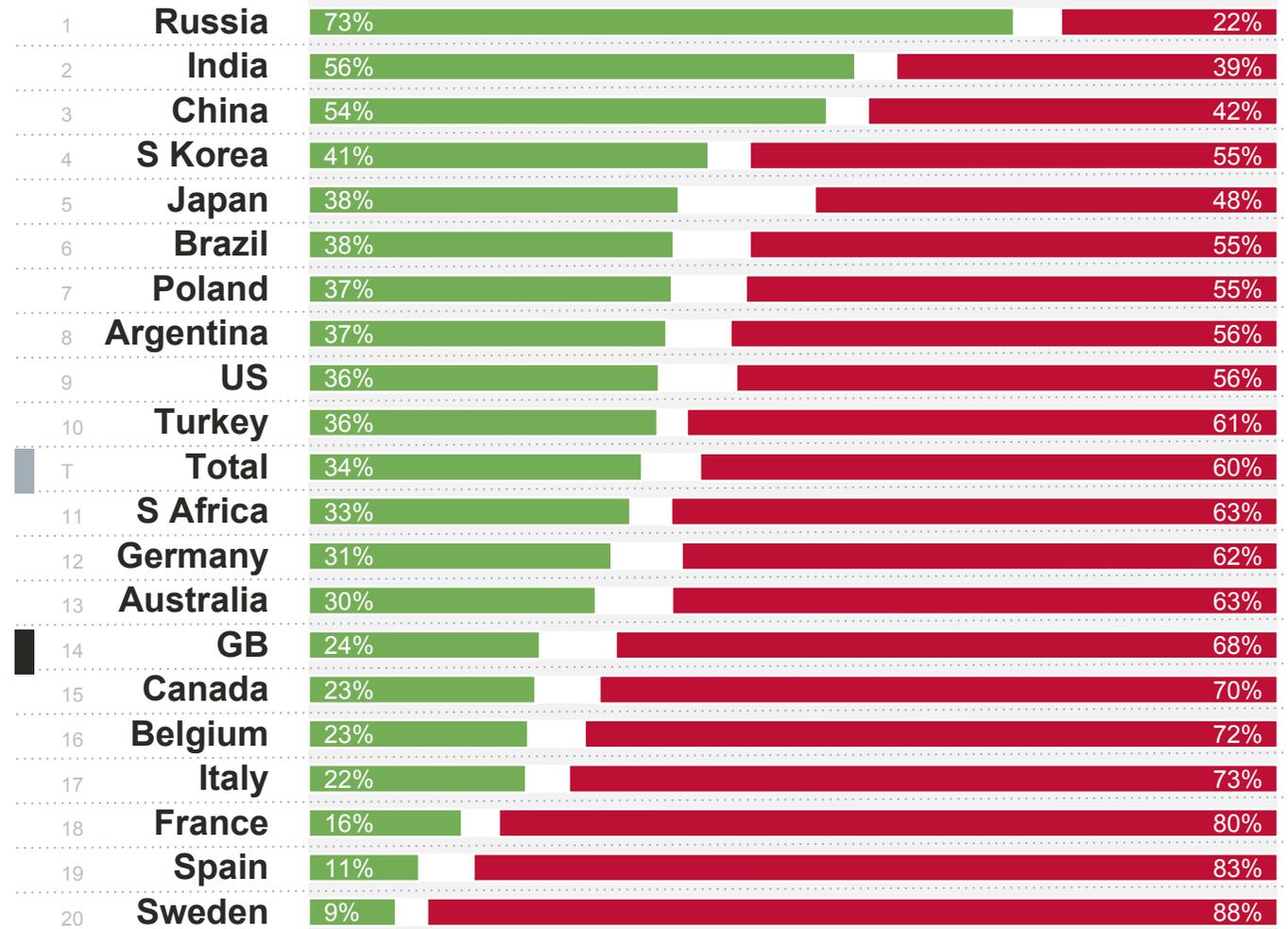
# Role of women

## The Global Trends Survey

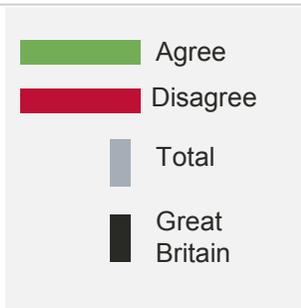


To what extent do you agree or disagree...?

The role of women in society is to be good mothers and wives



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



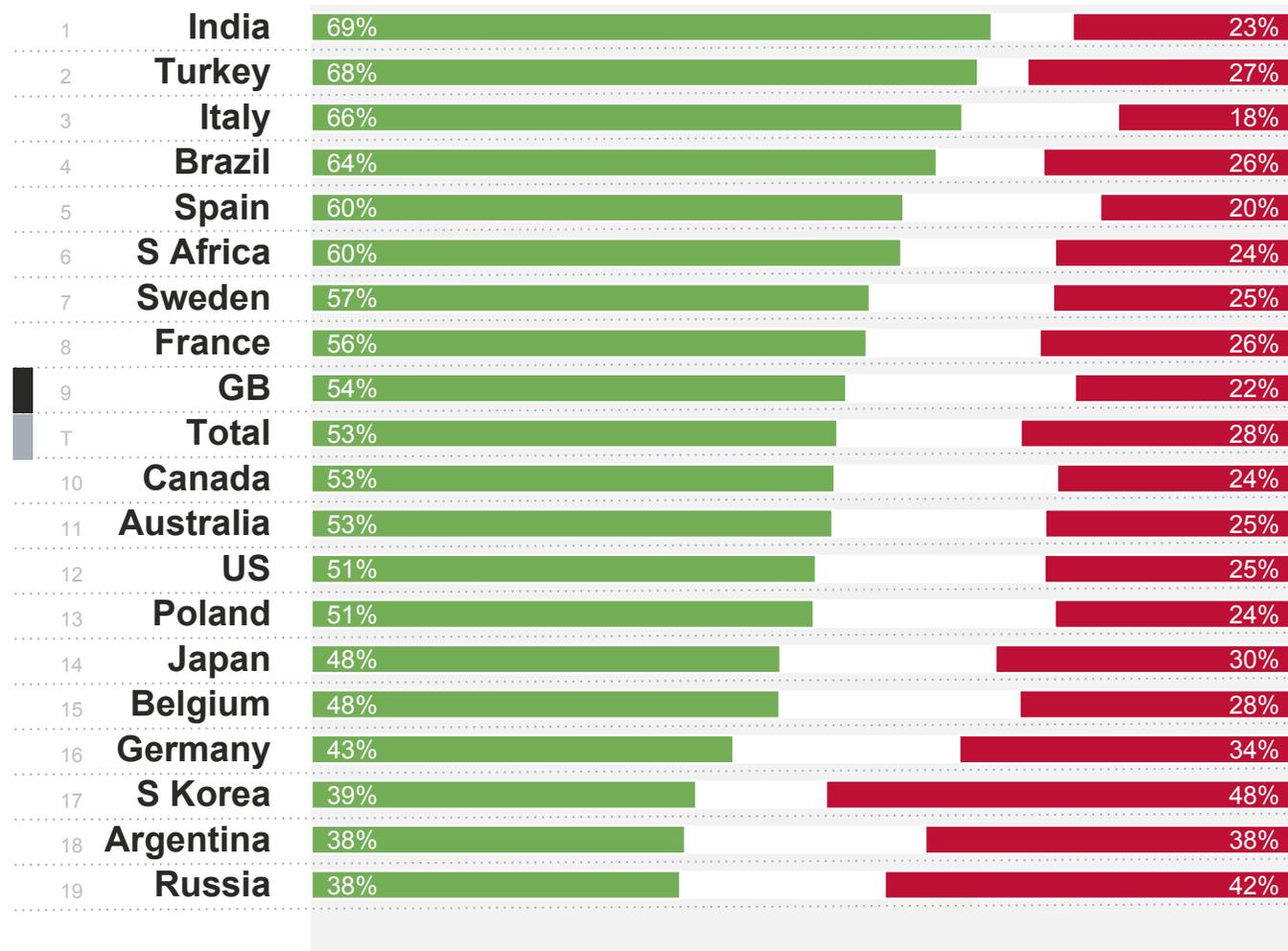
# Women in power

## The Global Trends Survey

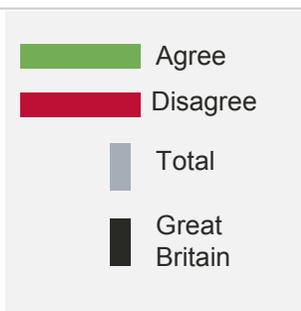


To what extent do you agree or disagree...?

Things would work better if more women held positions with responsibilities in government and companies



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



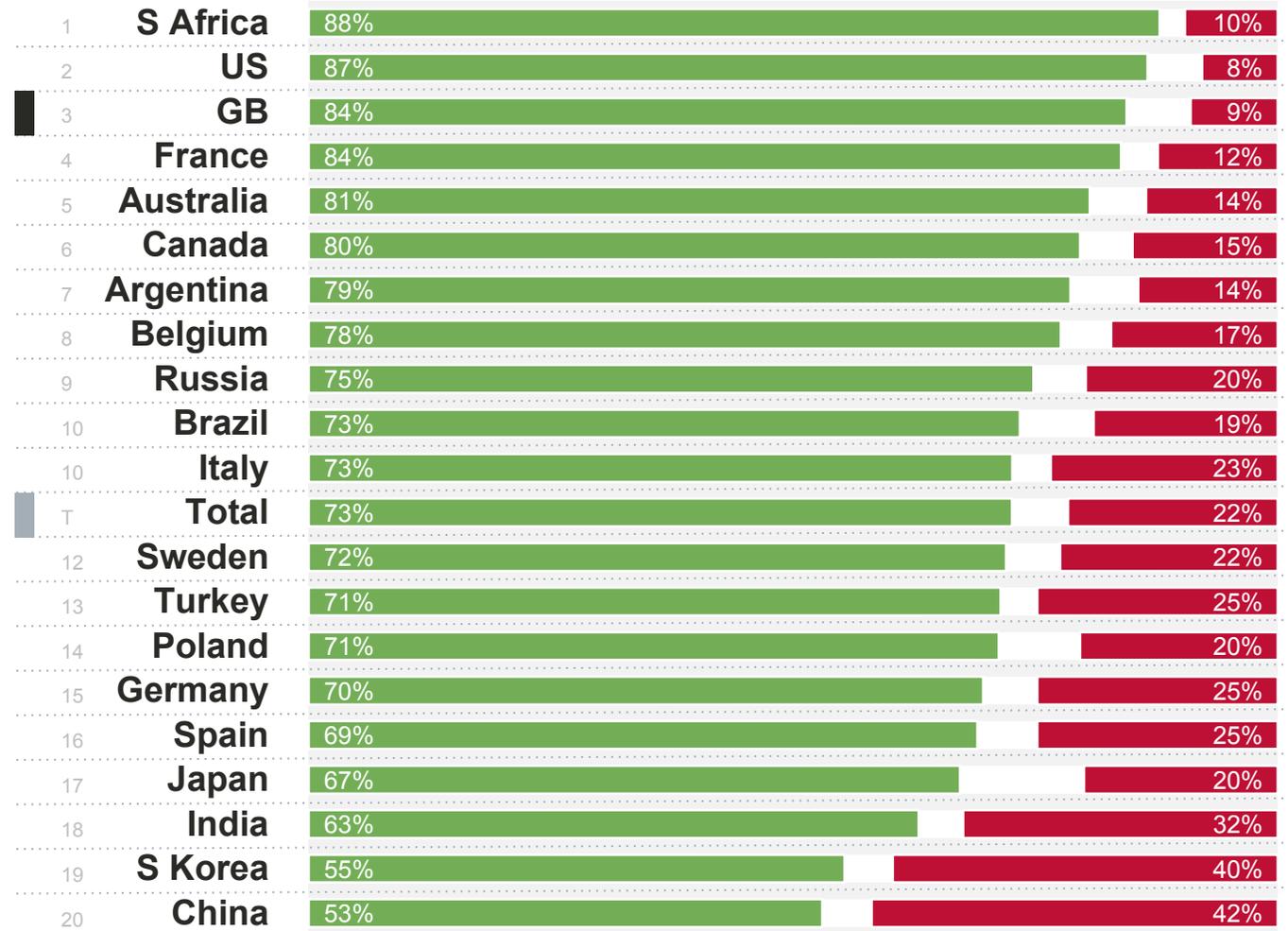
# Parental responsibility

## The Global Trends Survey

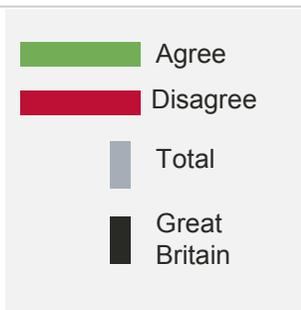


To what extent do you agree or disagree...?

Parents today do not take enough responsibility for the behaviour of their children



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



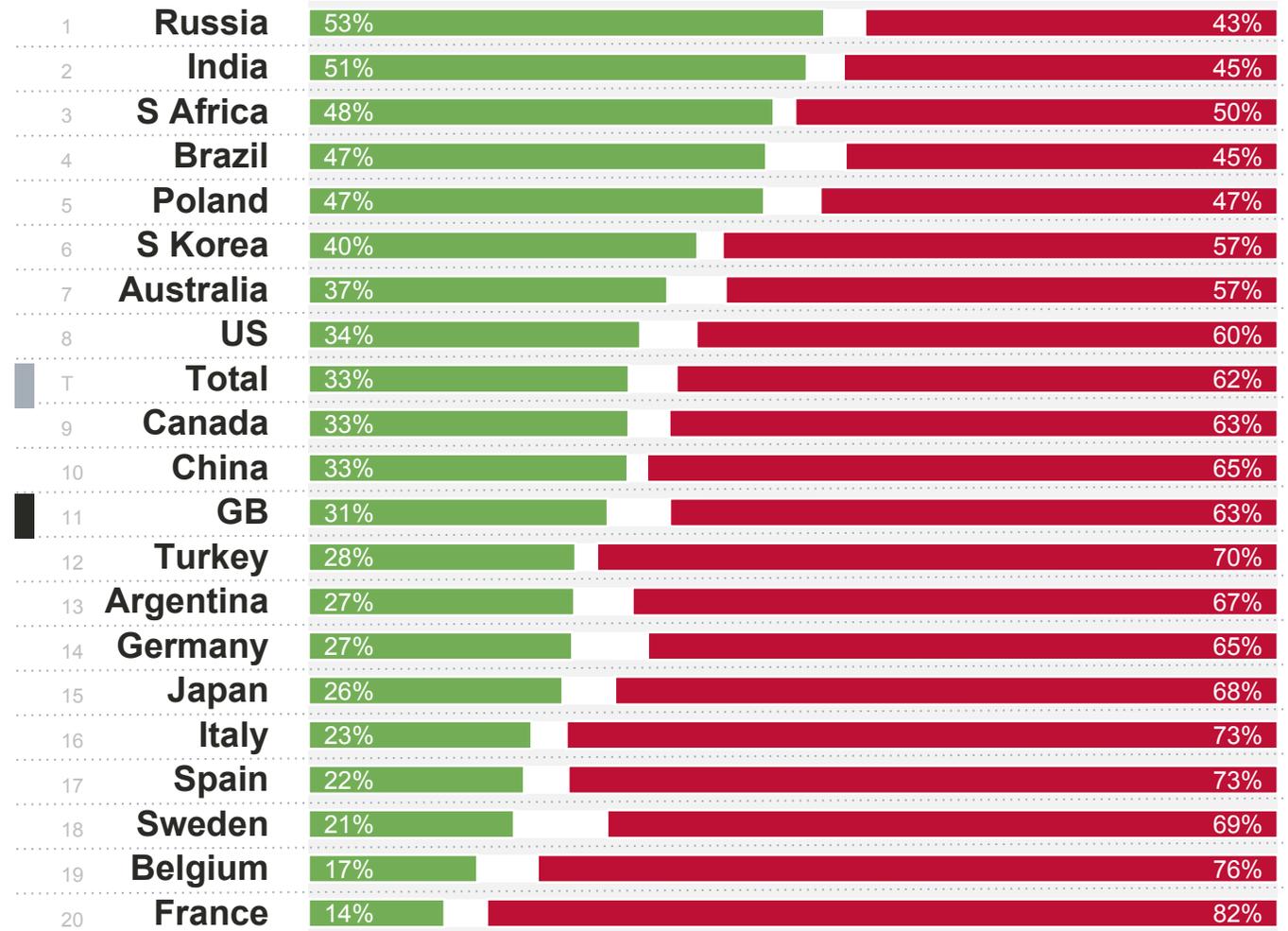
# Family meals

## The Global Trends Survey

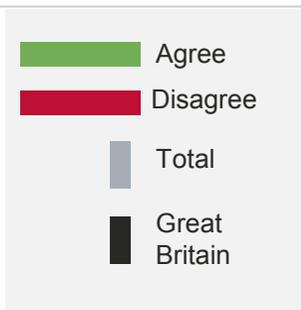


To what extent do you agree or disagree...?

We rarely sit down to a family meal together at home



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



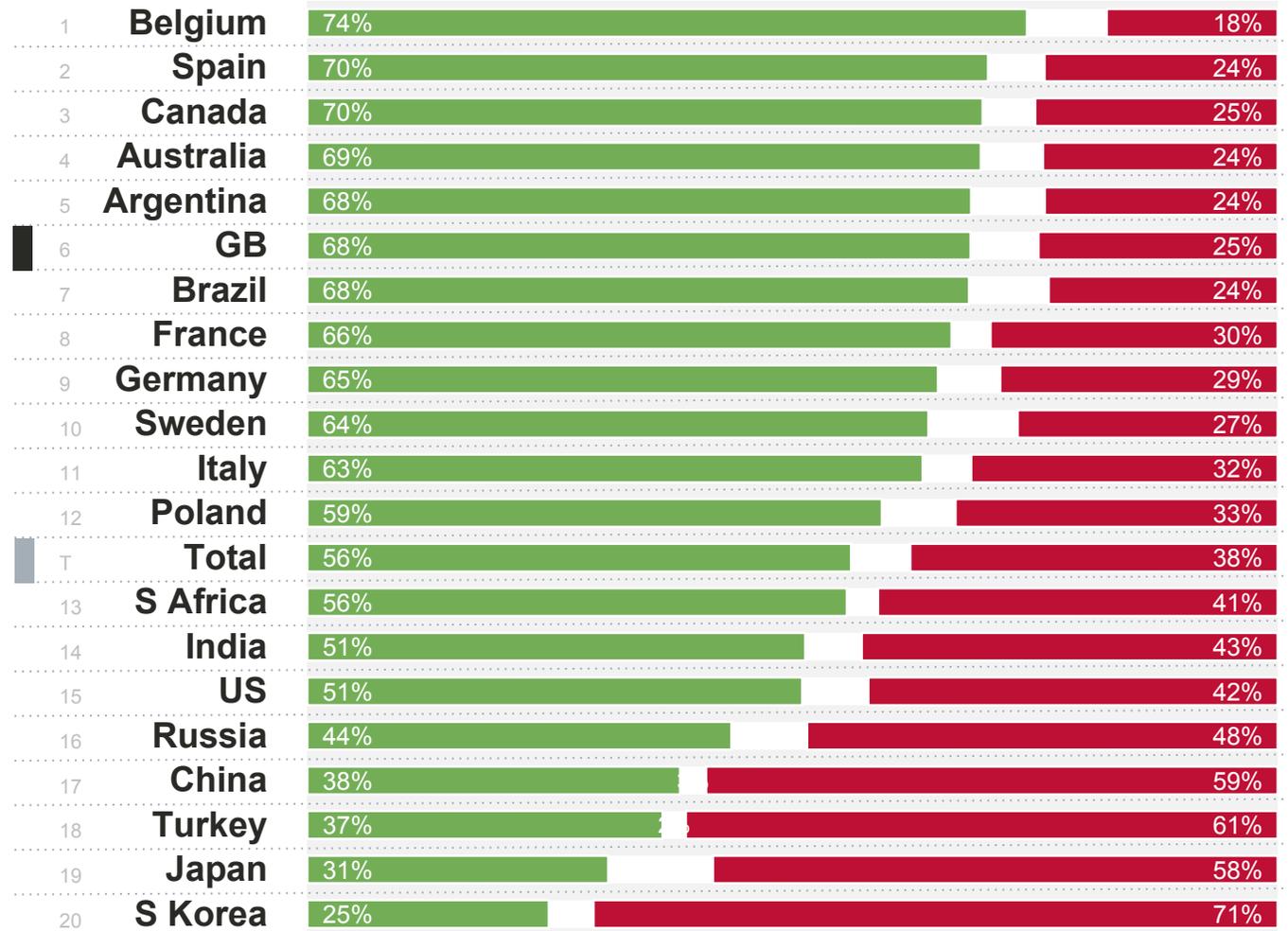
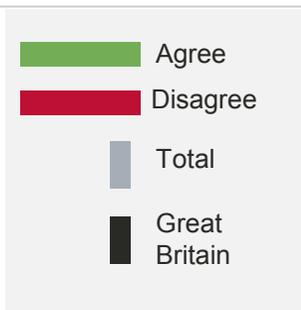
## The Global Trends Survey



To what extent do you agree or disagree...?

There is little difference socially between being married and living together without being married

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



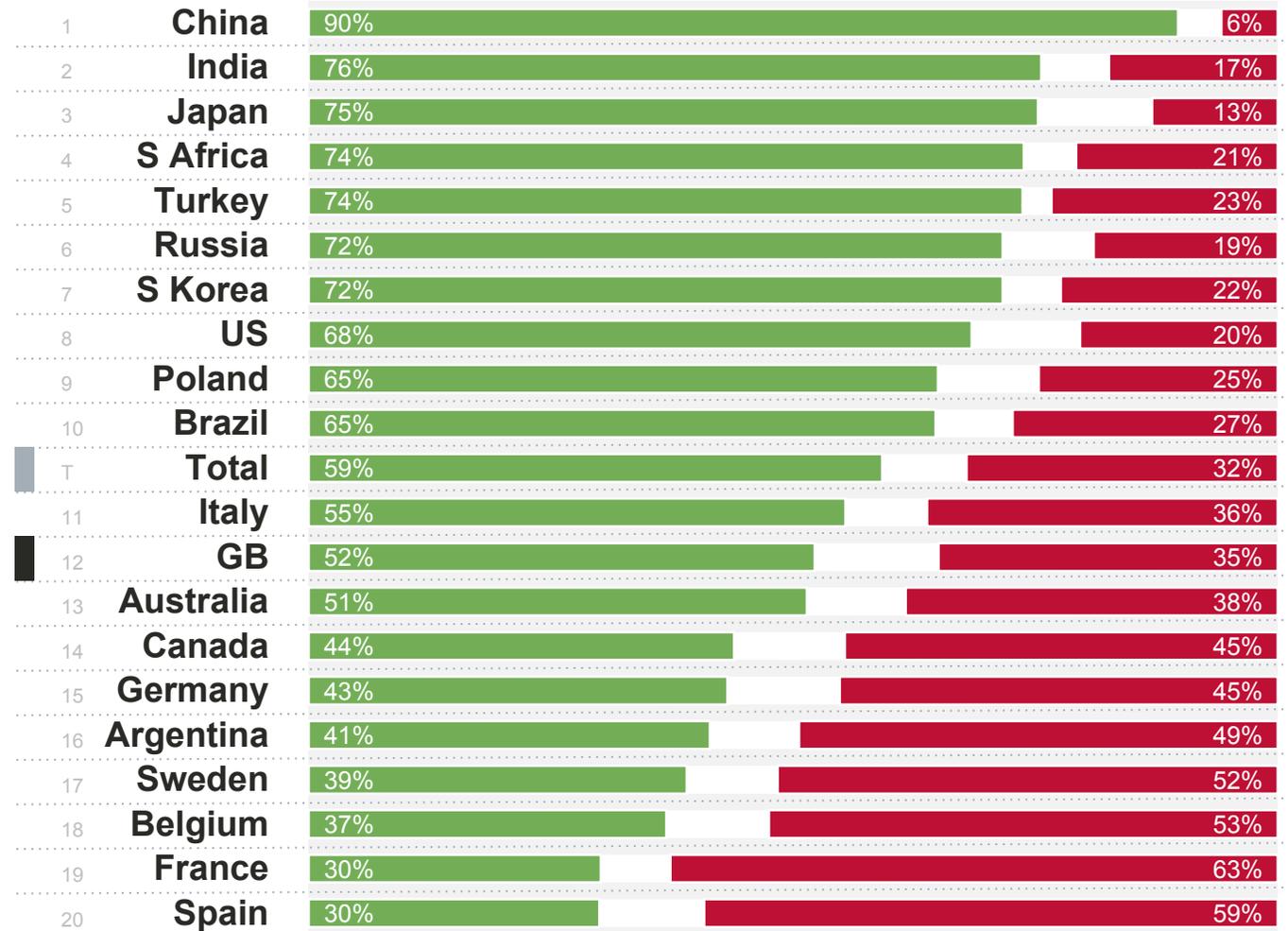
# Marriage for children

## The Global Trends Survey

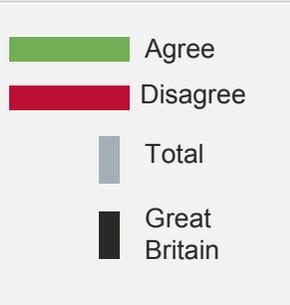


To what extent do you agree or disagree...?

It is better for parents of children to be married rather than unmarried



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



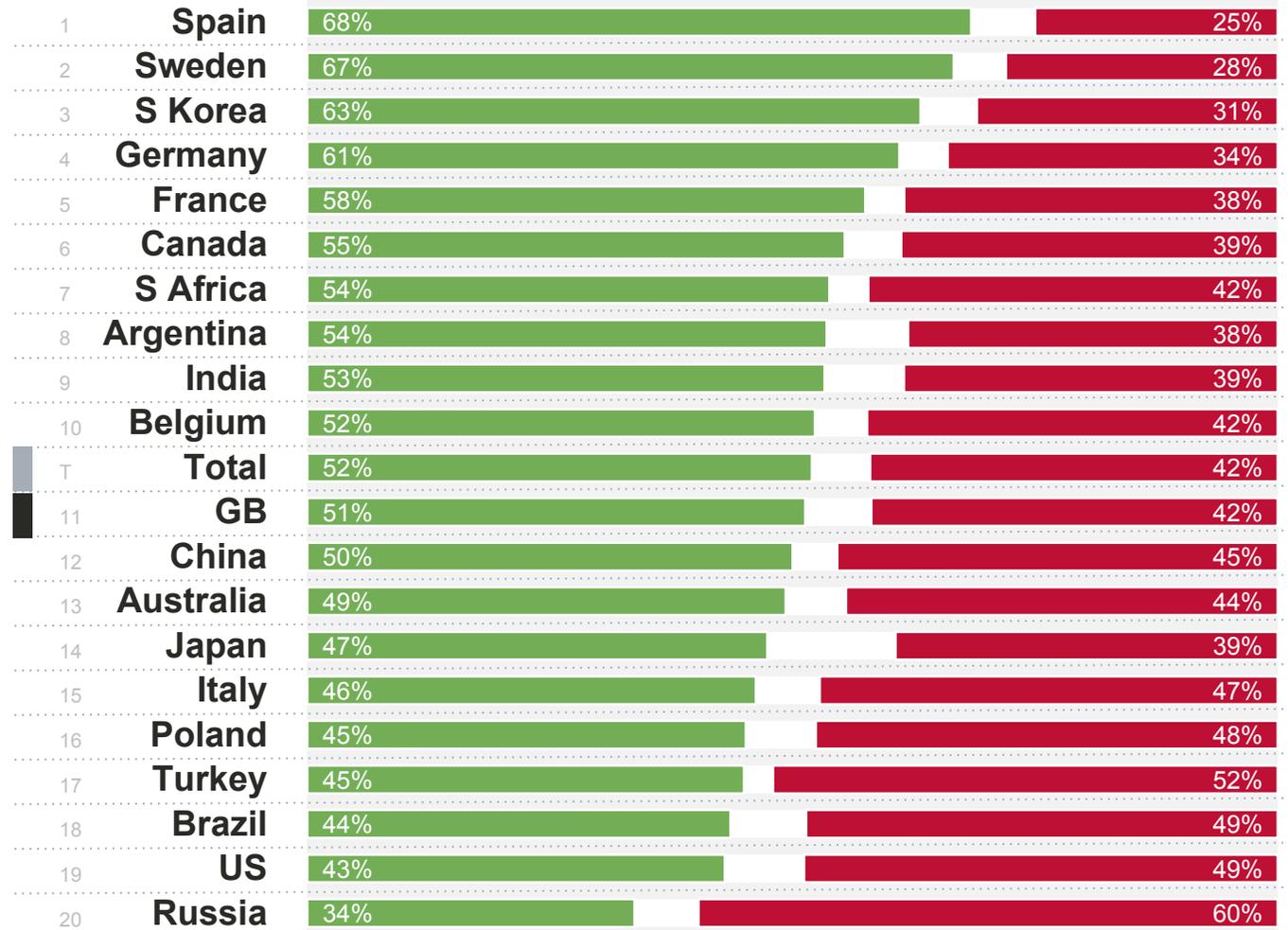
# One parent families

## The Global Trends Survey

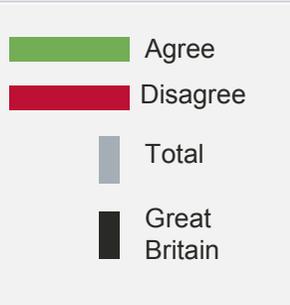


To what extent do you agree or disagree...?

One parent can bring up a child as well as two parents



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

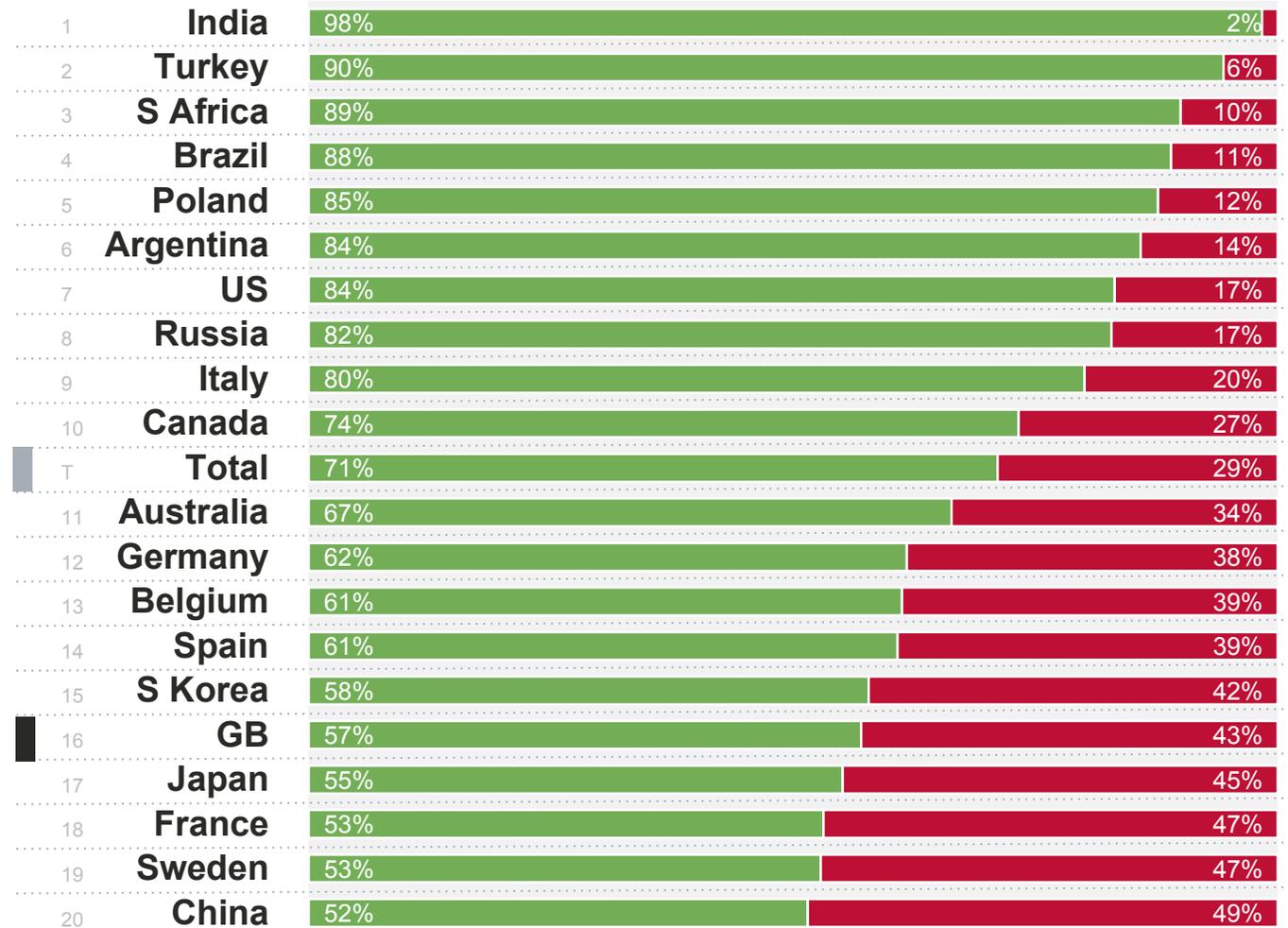
Ipsos MORI

# Religion/faith – identification

## The Global Trends Survey



What, if any (from list), religion or faith tradition do you most closely identify with?



### Key

- Any
- No religion –atheist or agnostic
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



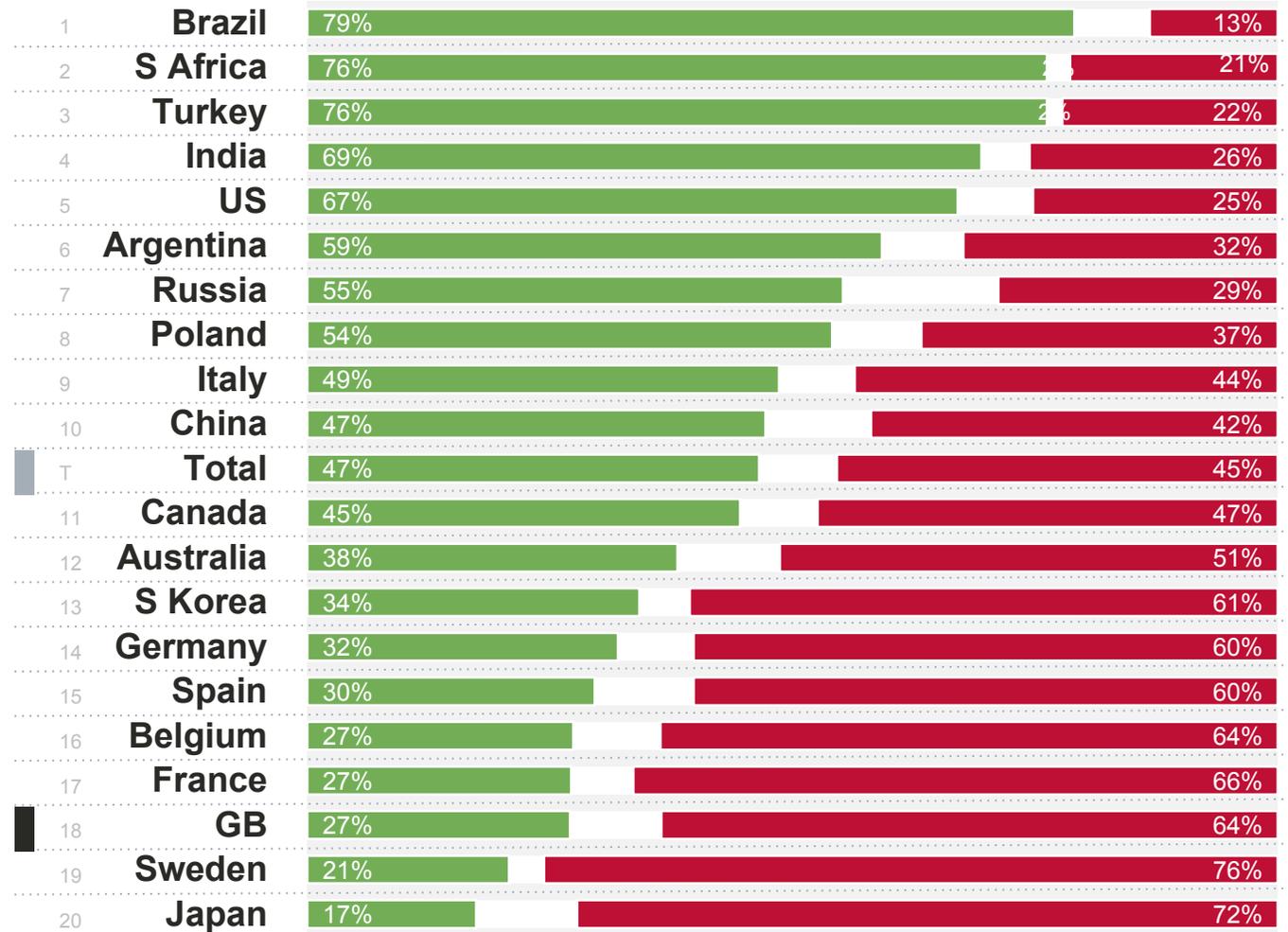
# Religion/faith – importance

## The Global Trends Survey

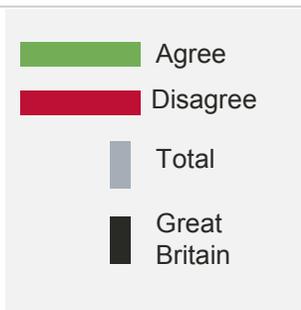


To what extent do you agree or disagree...?

My religion/faith is very important to me



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



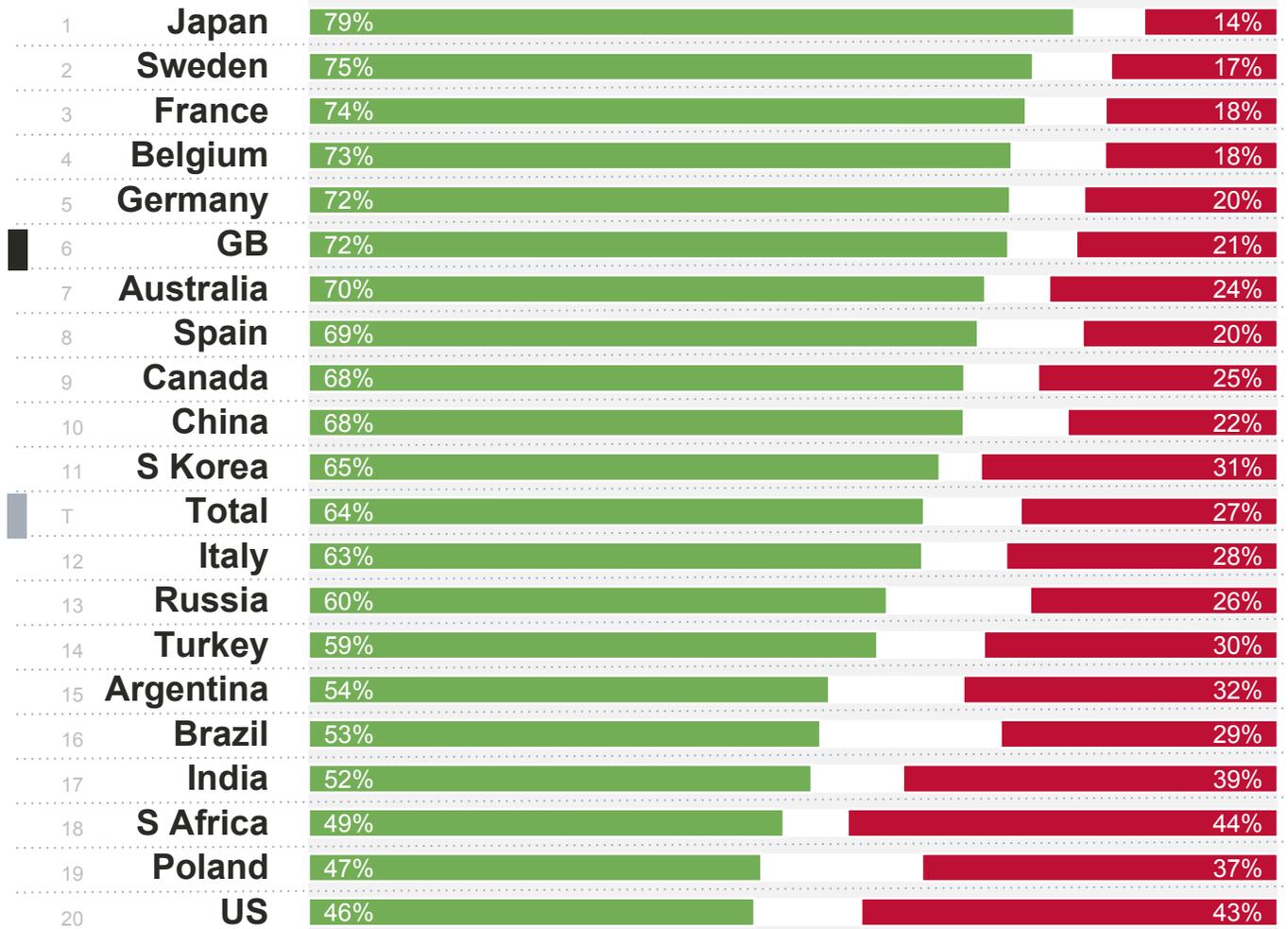
# Organised religion

## The Global Trends Survey



To what extent do you agree or disagree...?

Organised religion is not for me



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

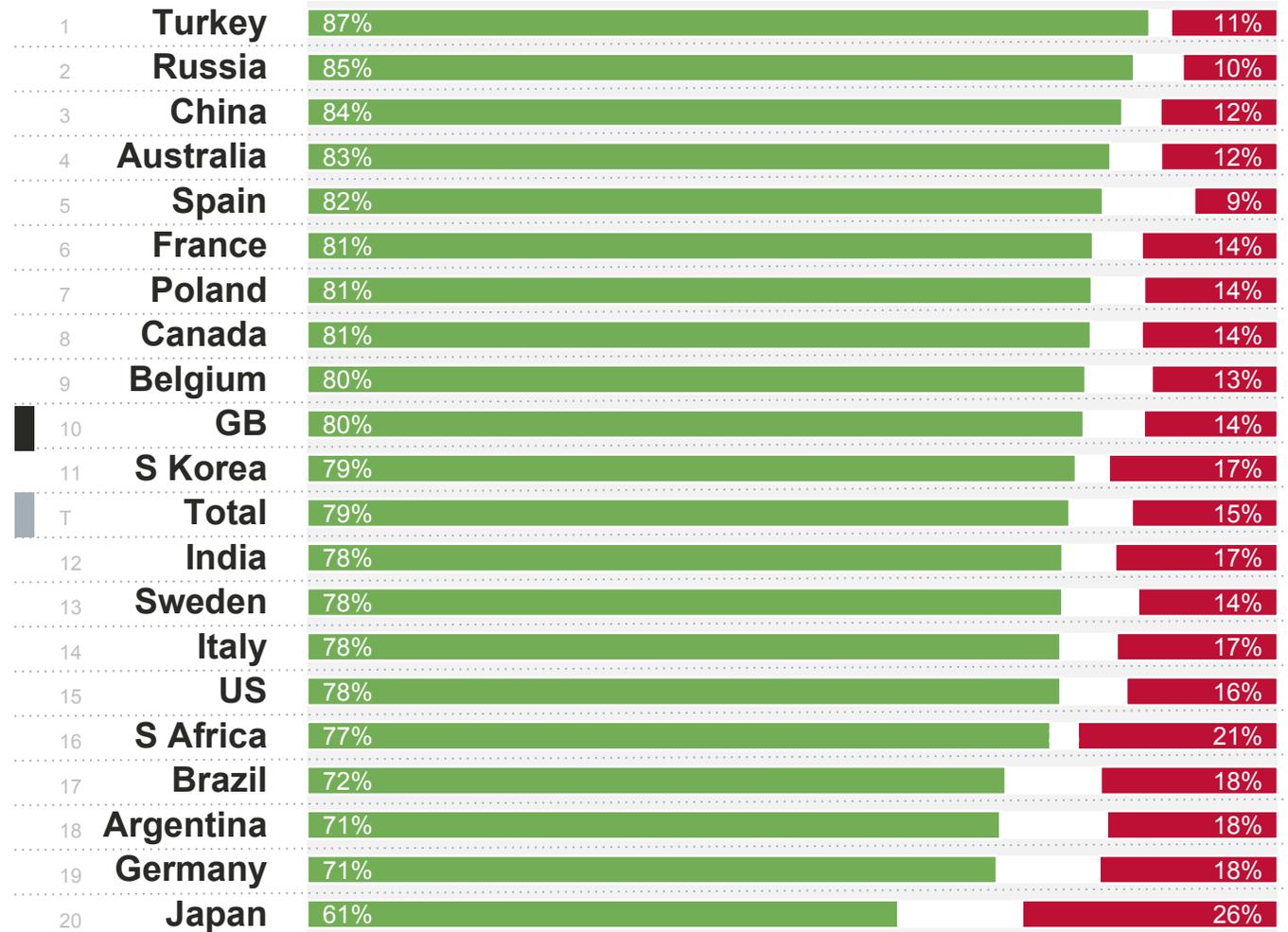


## The Global Trends Survey

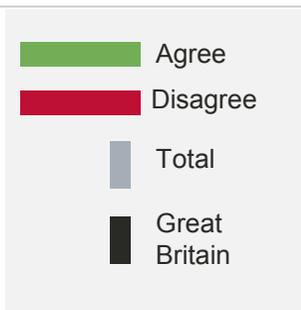


To what extent do you agree or disagree...?

It is up to everybody to work out their own set of principles to guide their decisions



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



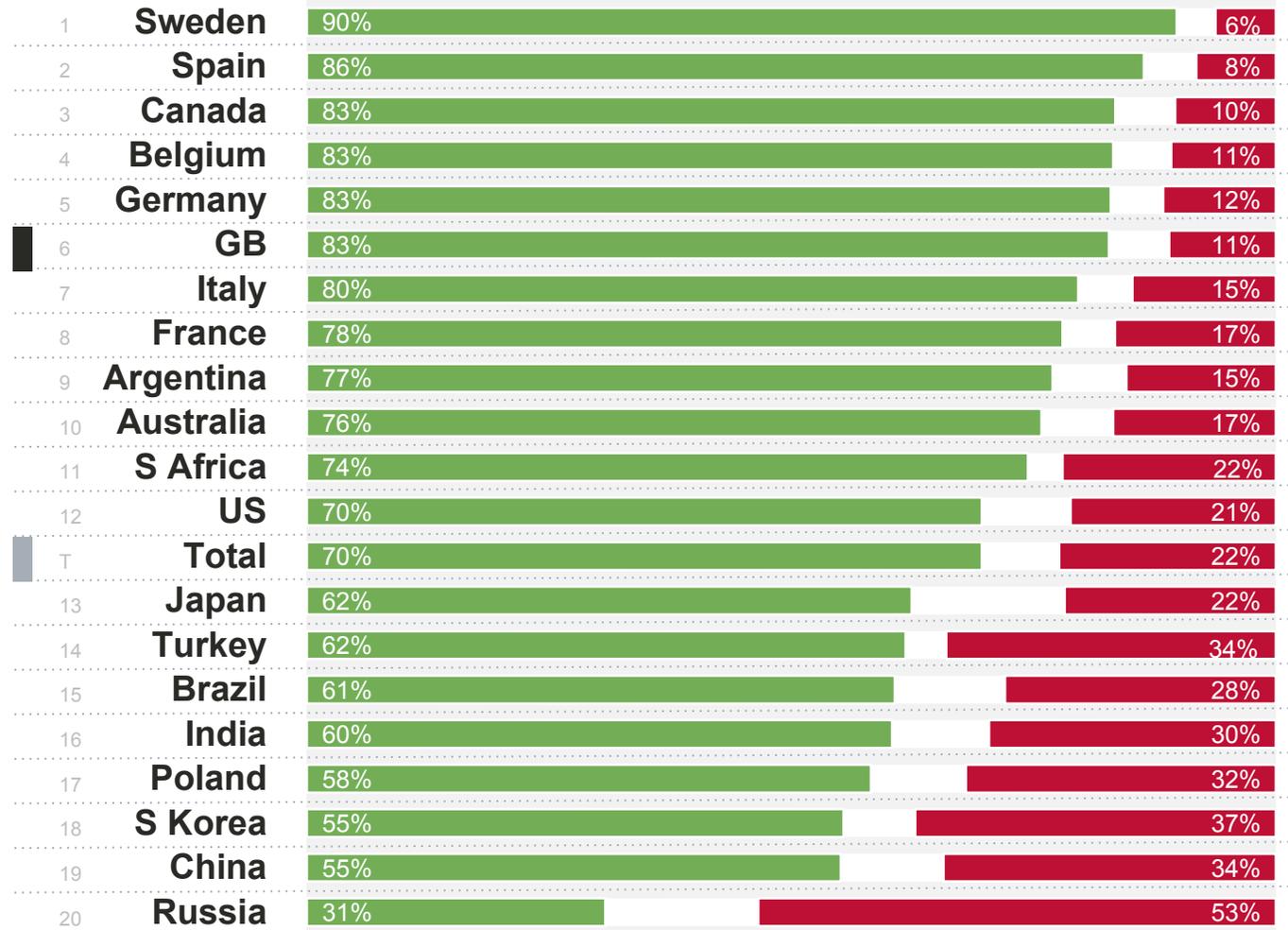
# Gay freedom

## The Global Trends Survey

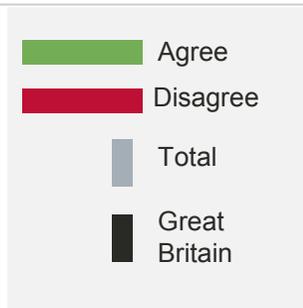


To what extent do you agree or disagree...?

Gay men and lesbians should be free to live their own life as they wish



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



HEALTH  
&  
HEALTHCARE

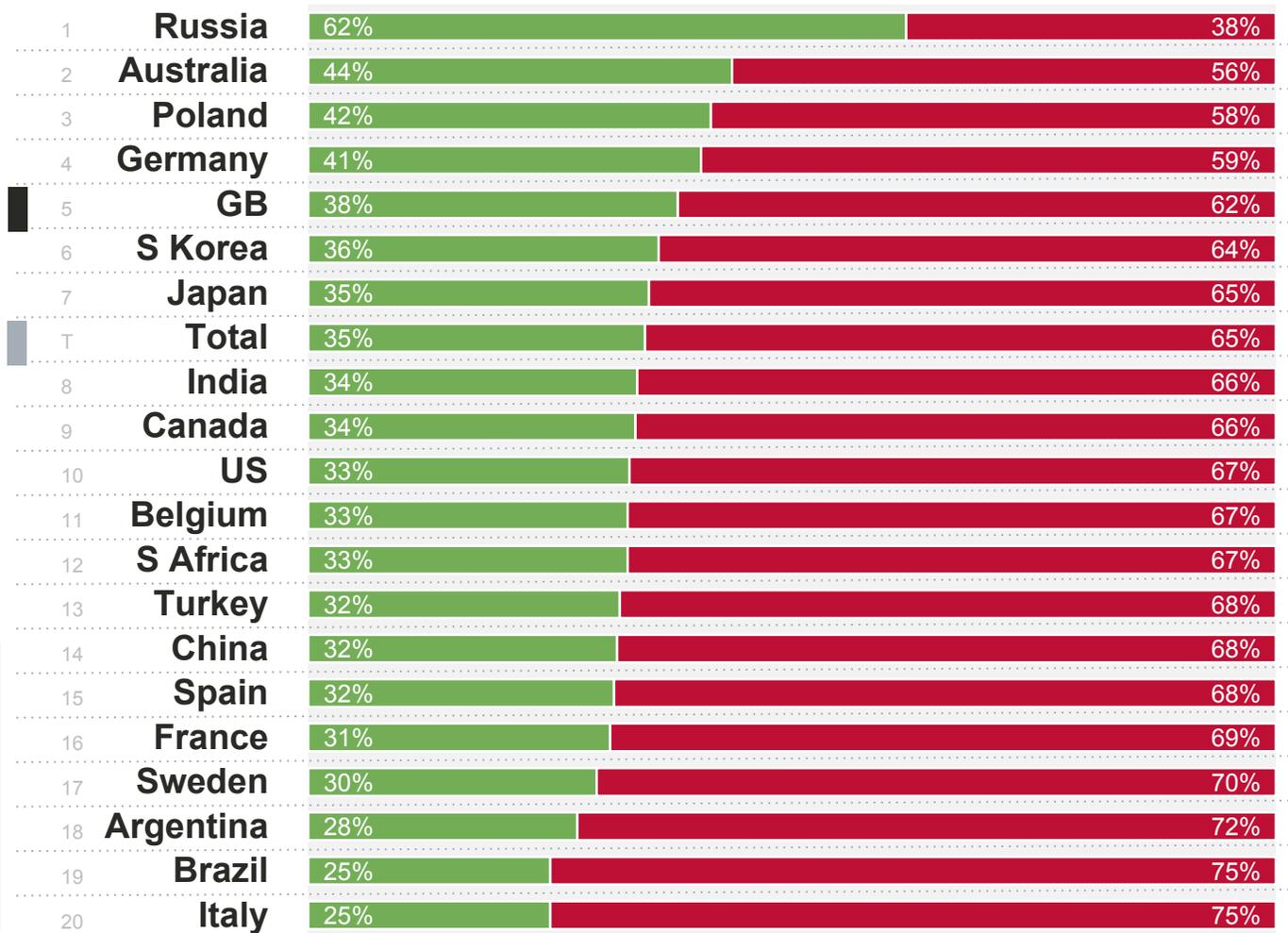
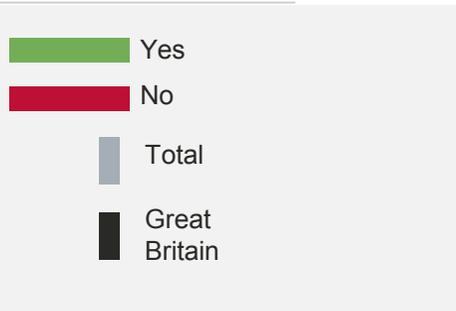
# Health condition

## The Global Trends Survey

**Q:** Do you have a long-standing condition, illness or health condition that limits you in some way?

By long-standing, we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Self-rated health

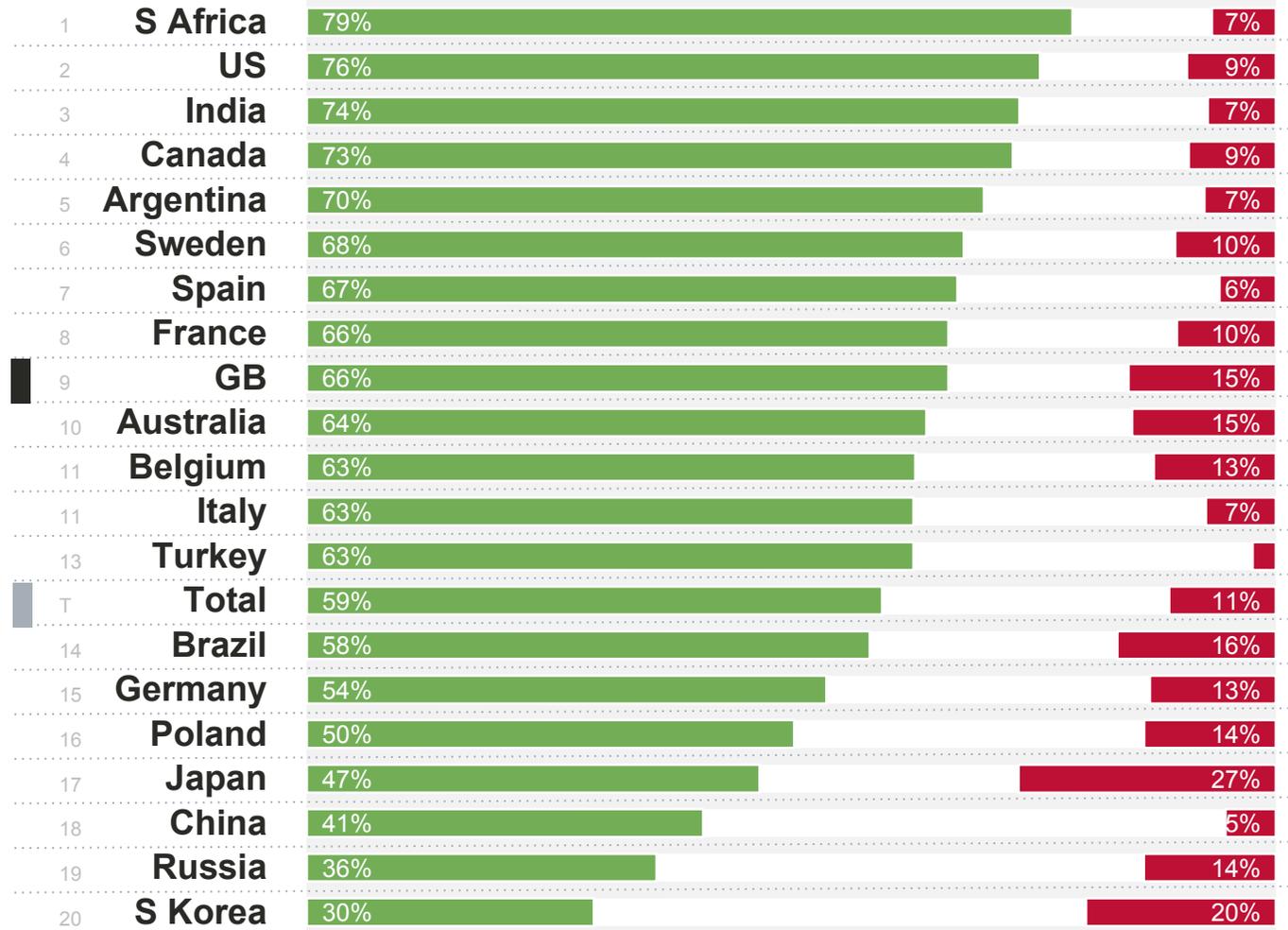
## The Global Trends Survey



How is your health in general? Would you say it is...?

Good OR poor?

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

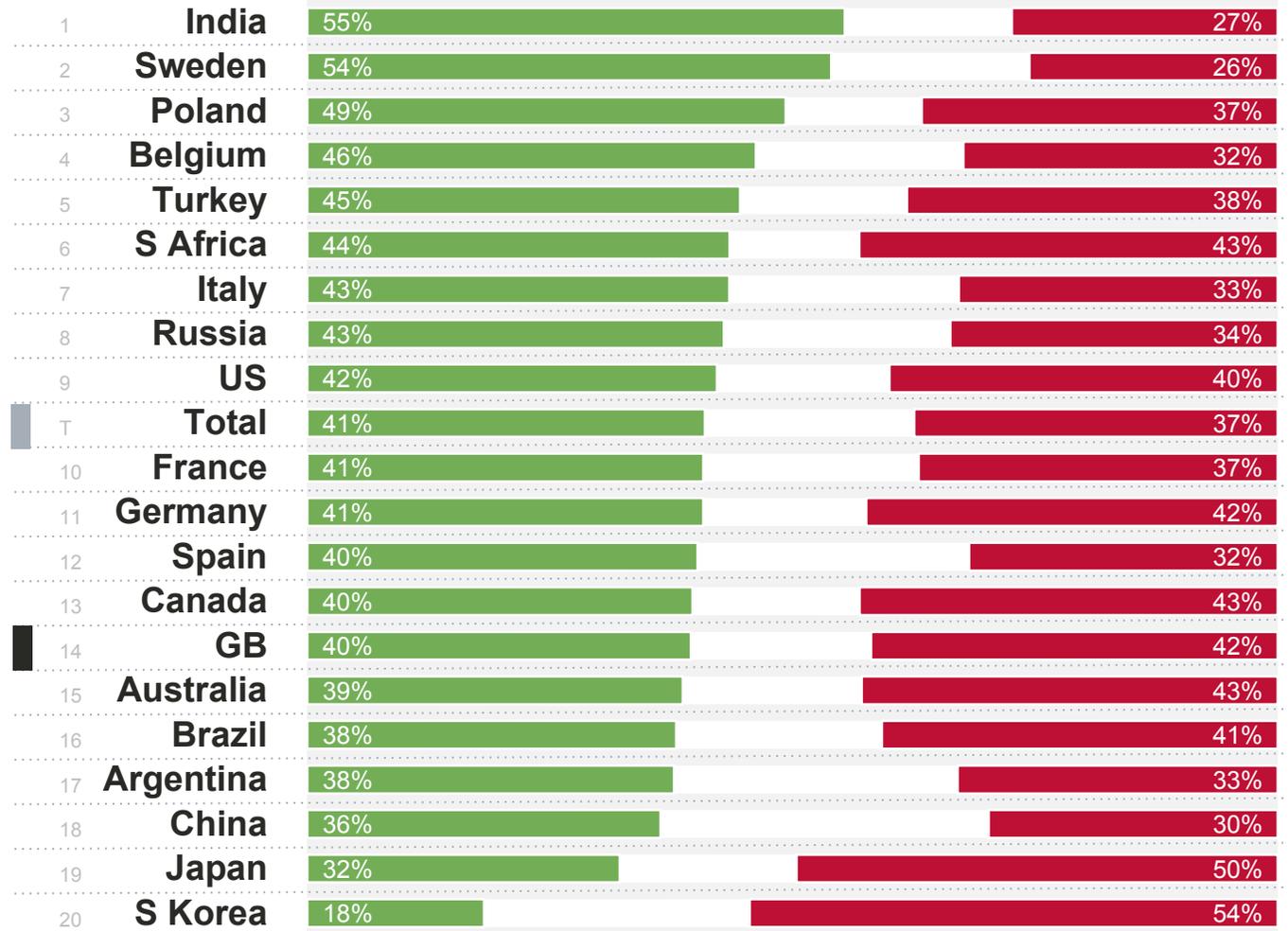


# Satisfaction with weight

## The Global Trends Survey



How satisfied or dissatisfied are you with your weight?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



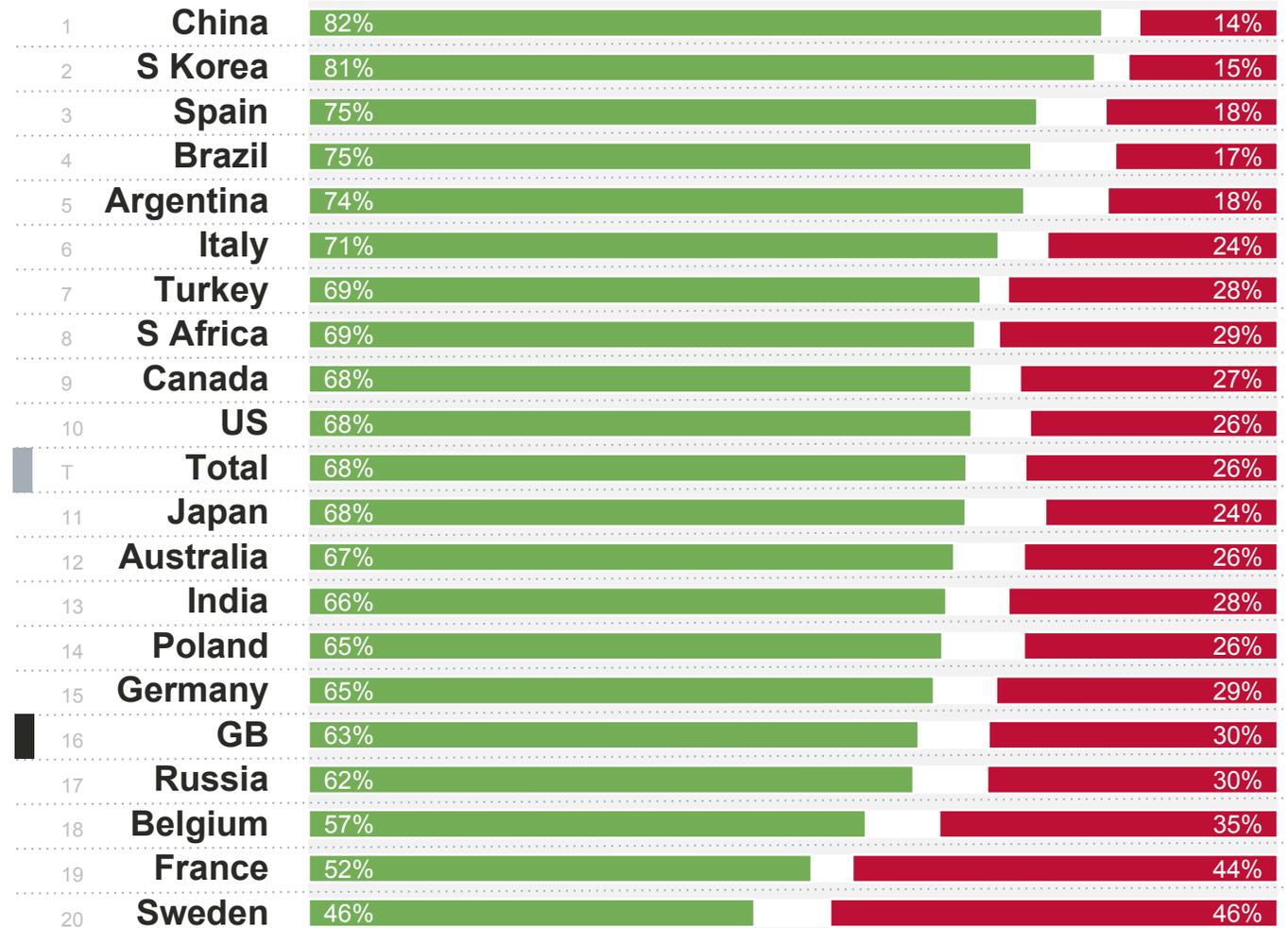
# Ageing worries

## The Global Trends Survey

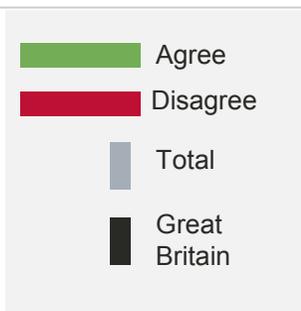


To what extent do you agree or disagree...?

The older I get the more I worry about my health



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



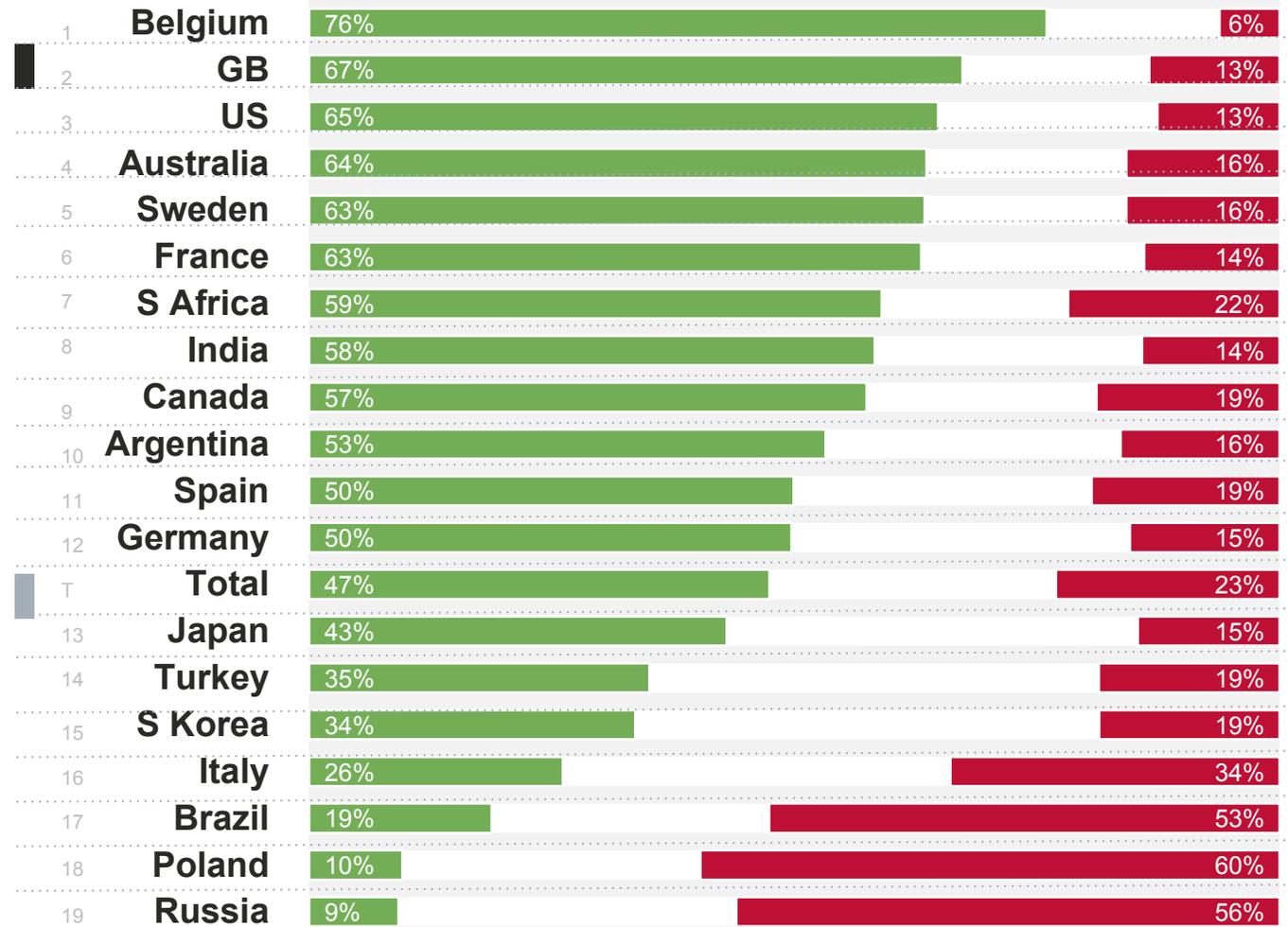
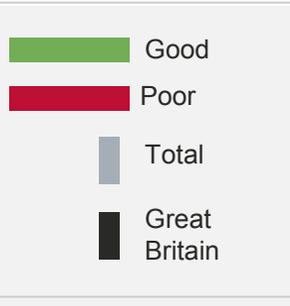
## The Global Trends Survey



How would you rate the quality of healthcare that you and your family have access to in...?

By healthcare we include doctors, specialist physicians such as surgeons, hospitals, tests for diagnosis and drugs to treat various ailments.

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

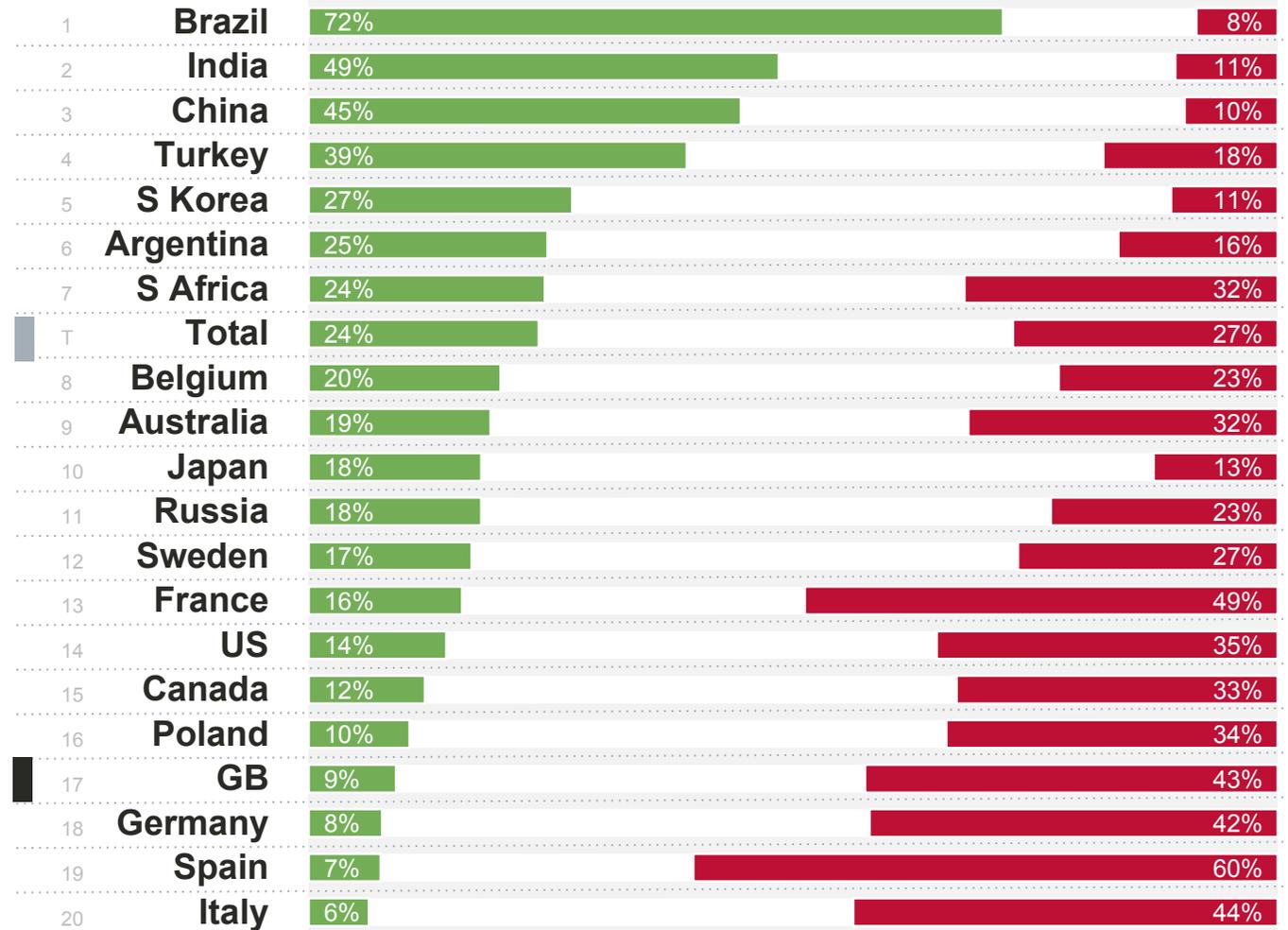
Ipsos MORI



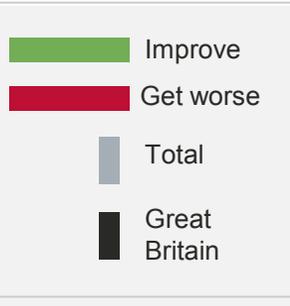
## The Global Trends Survey



Over the coming years, do you expect the quality of healthcare that you and your family will have access to locally will improve, stay the same or get worse?



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

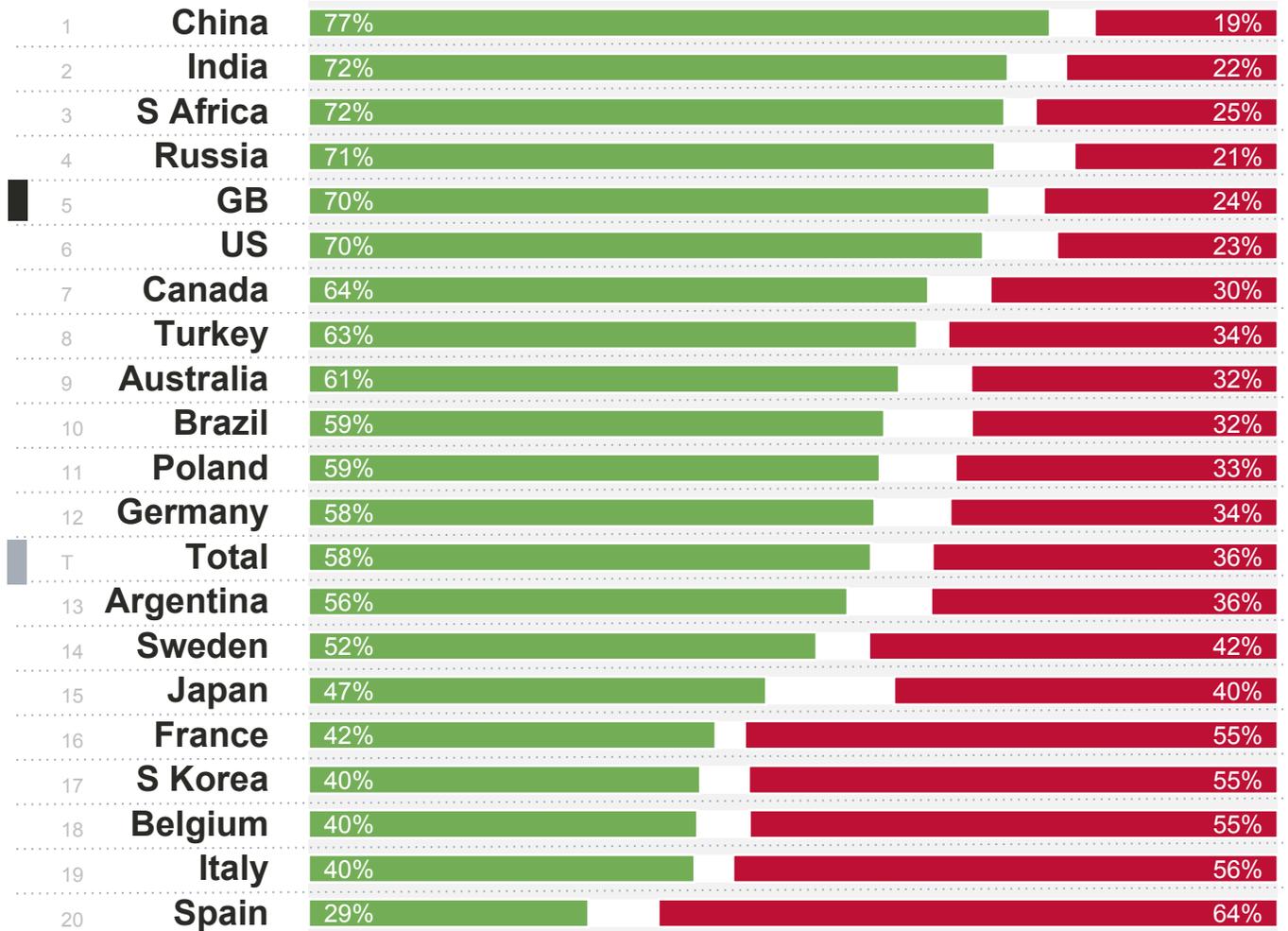


## The Global Trends Survey



To what extent do you agree or disagree...?

I always try and find out information on healthcare by myself, rather than just relying on what my doctor tells me



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



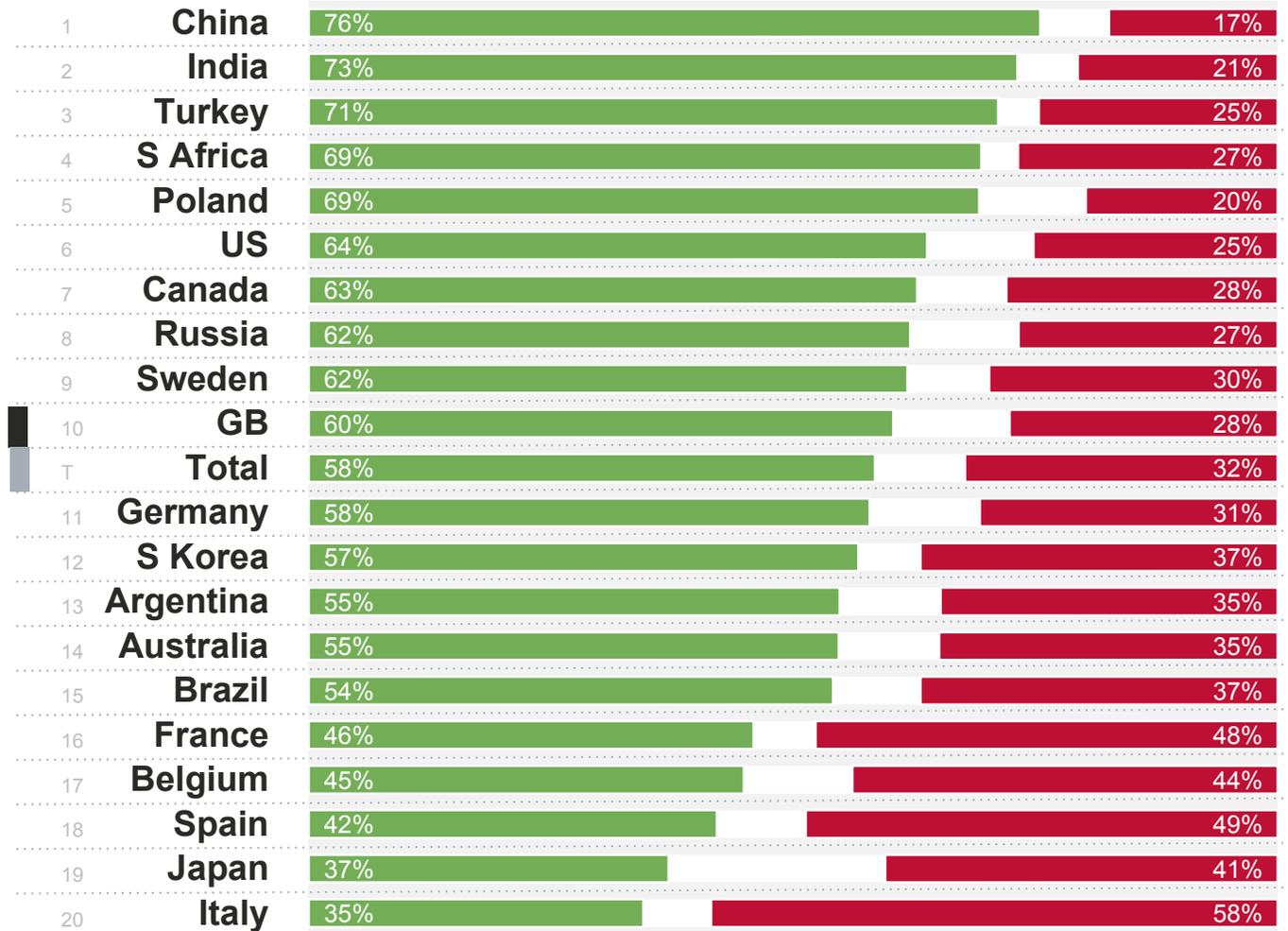
# Healthcare – information (2)

## The Global Trends Survey

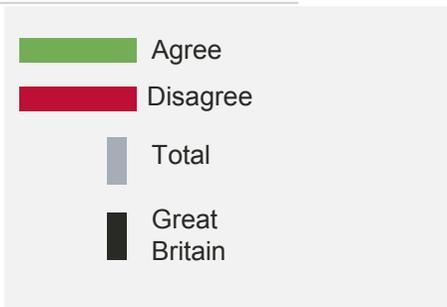


To what extent do you agree or disagree...?

I know I can find the right information to make my own decisions and choices about my health



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

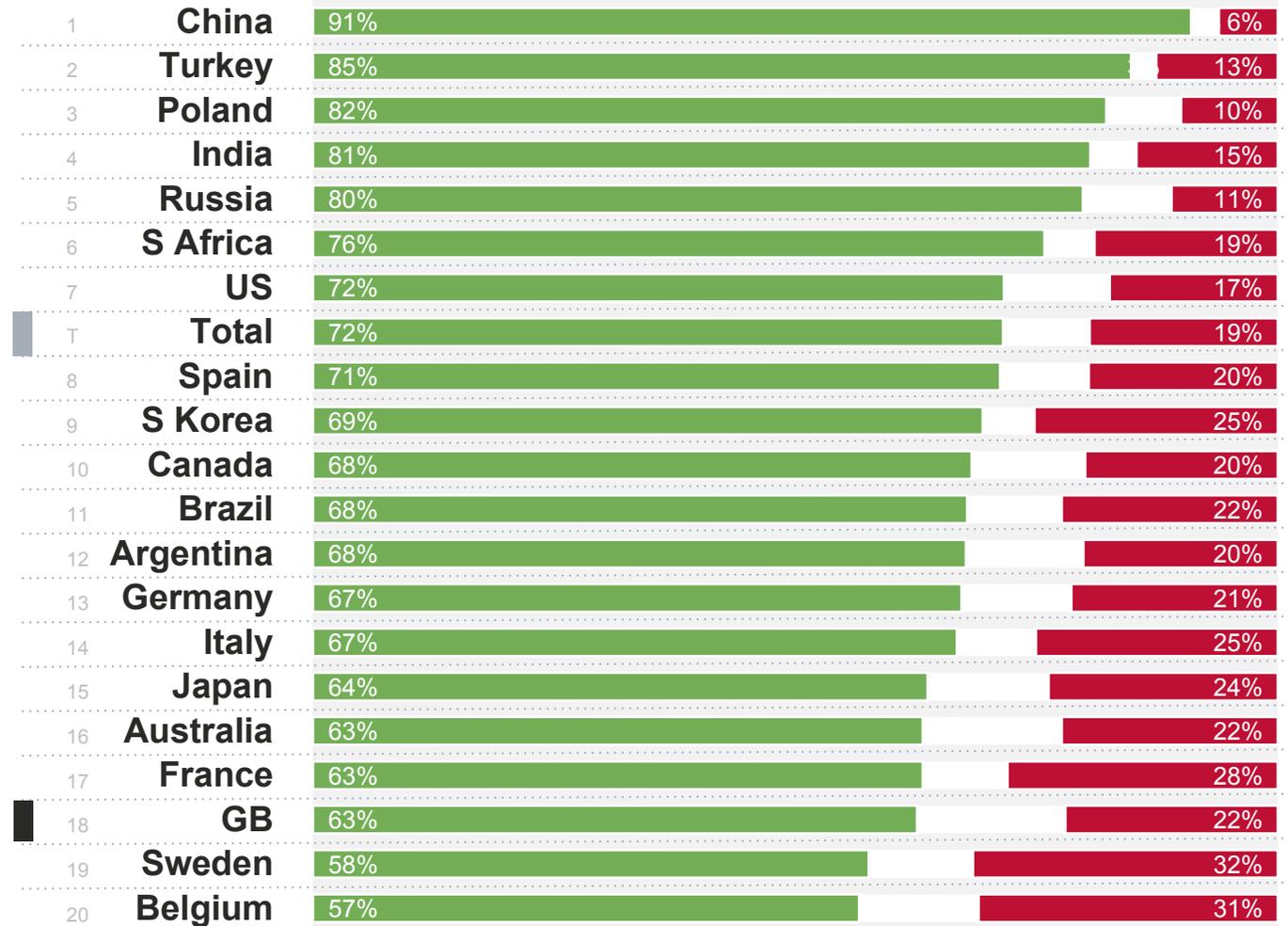


## The Global Trends Survey

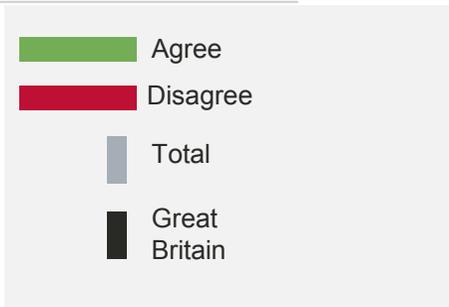


To what extent do you agree or disagree...?

I would like more control over decisions about my health



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



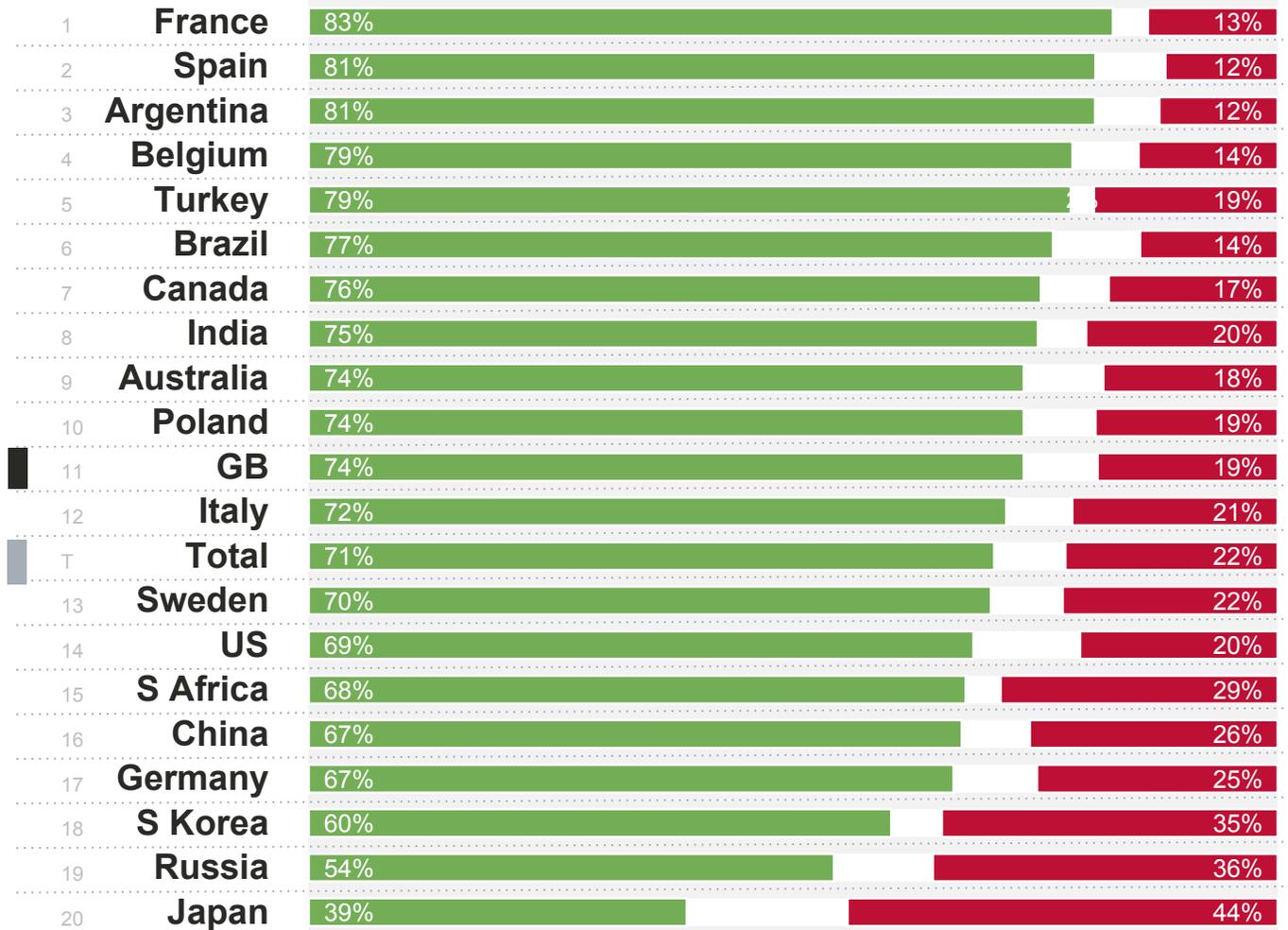
# Doctor's advice

## The Global Trends Survey

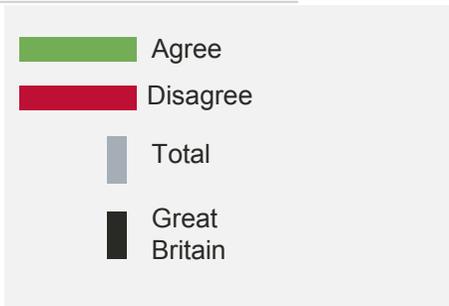


To what extent do you agree or disagree...?

It is always best to follow the doctor's advice



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



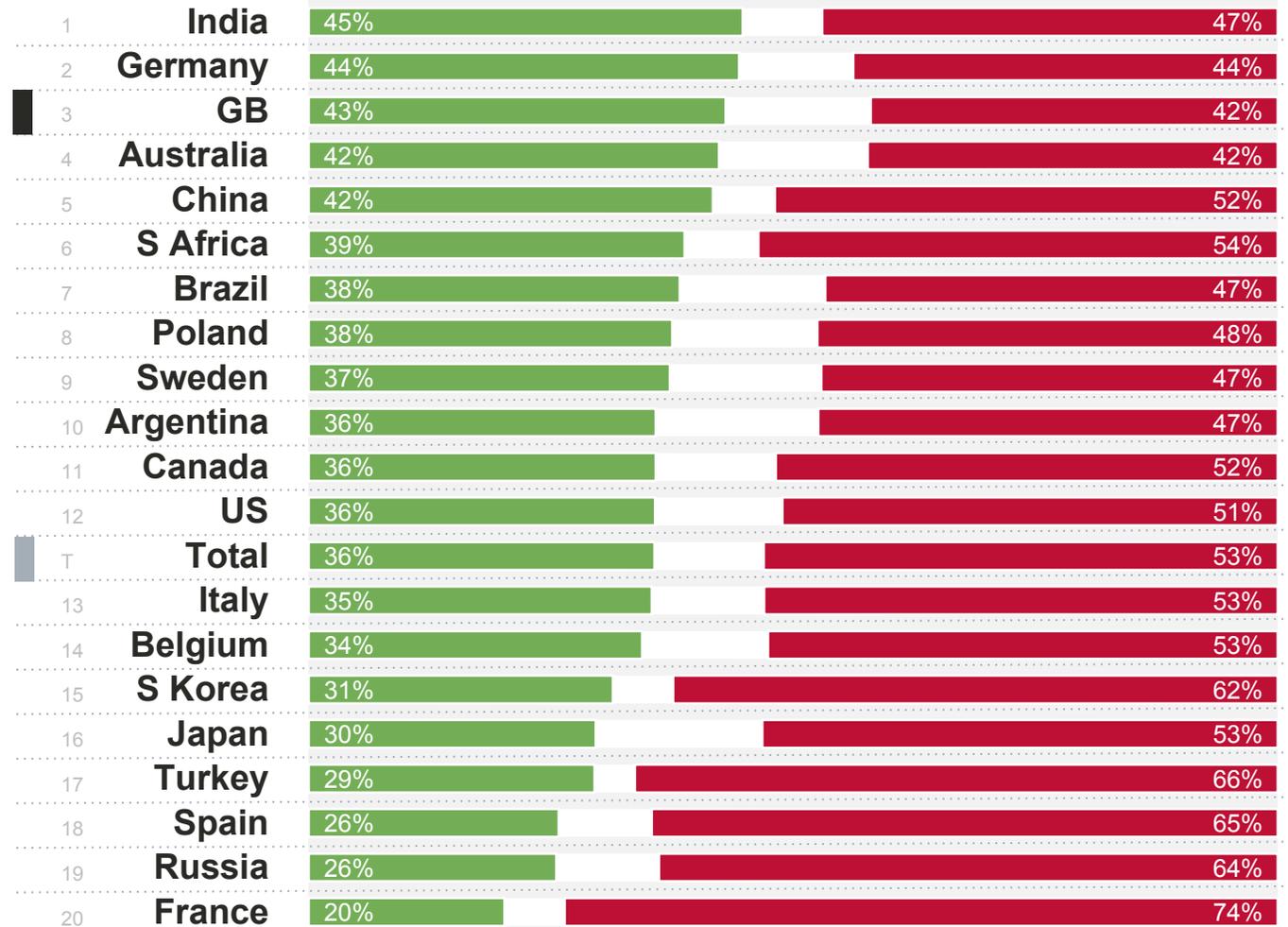
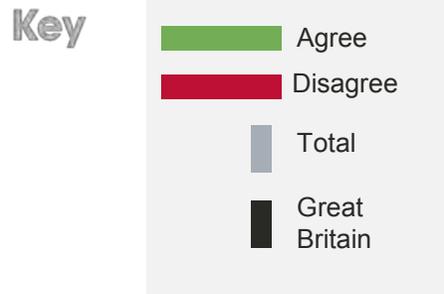
# New treatments

## The Global Trends Survey



To what extent do you agree or disagree...?

I am willing to try new treatments even if they have yet to be proven as effective over a long period?



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Second opinion

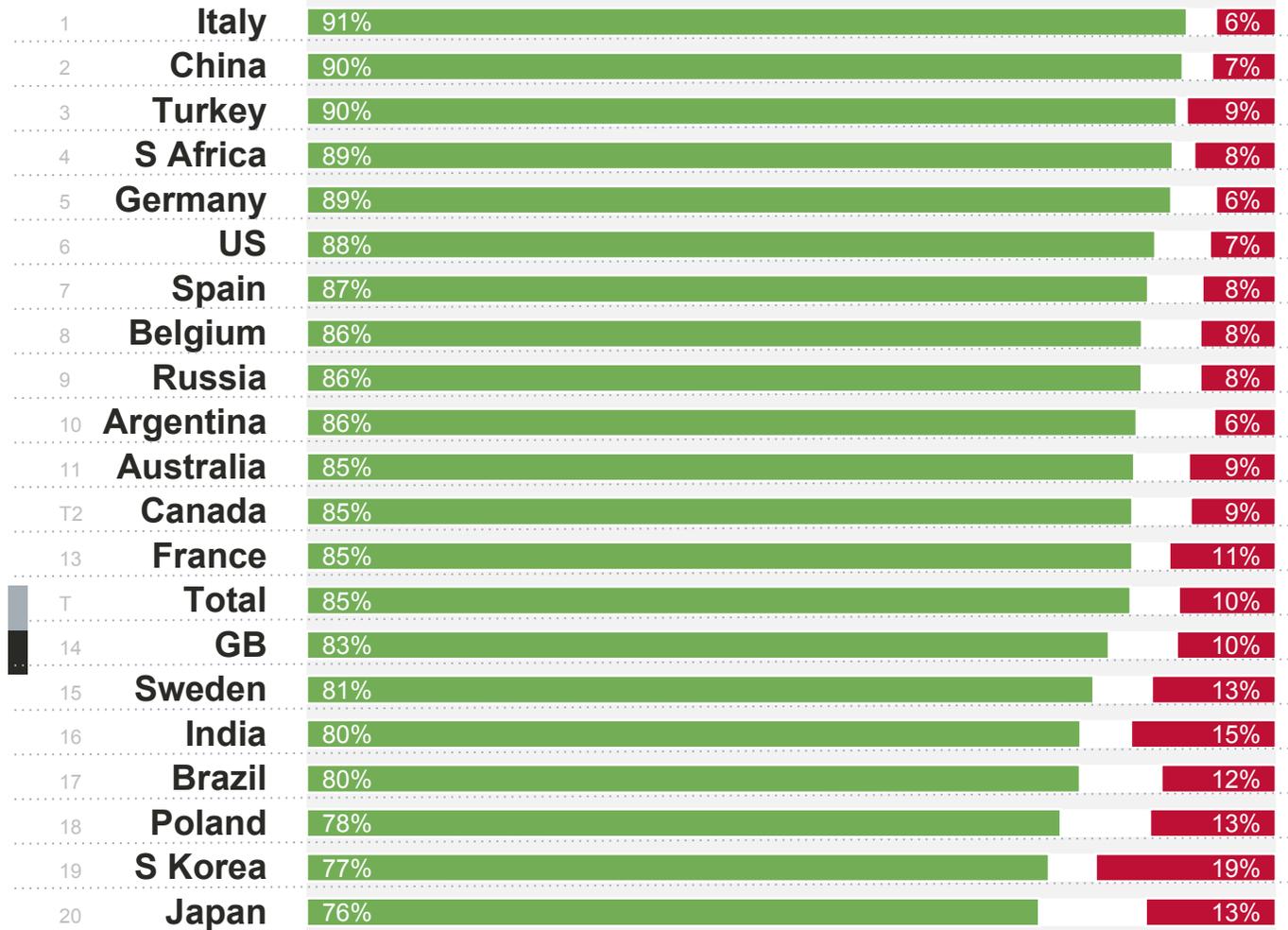
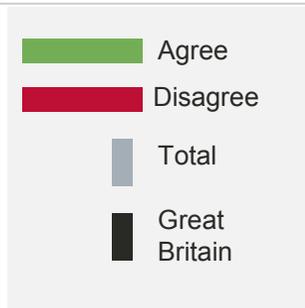
## The Global Trends Survey



To what extent do you agree or disagree...?

I would ask for a second opinion if I had doubts about my doctor's diagnosis

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



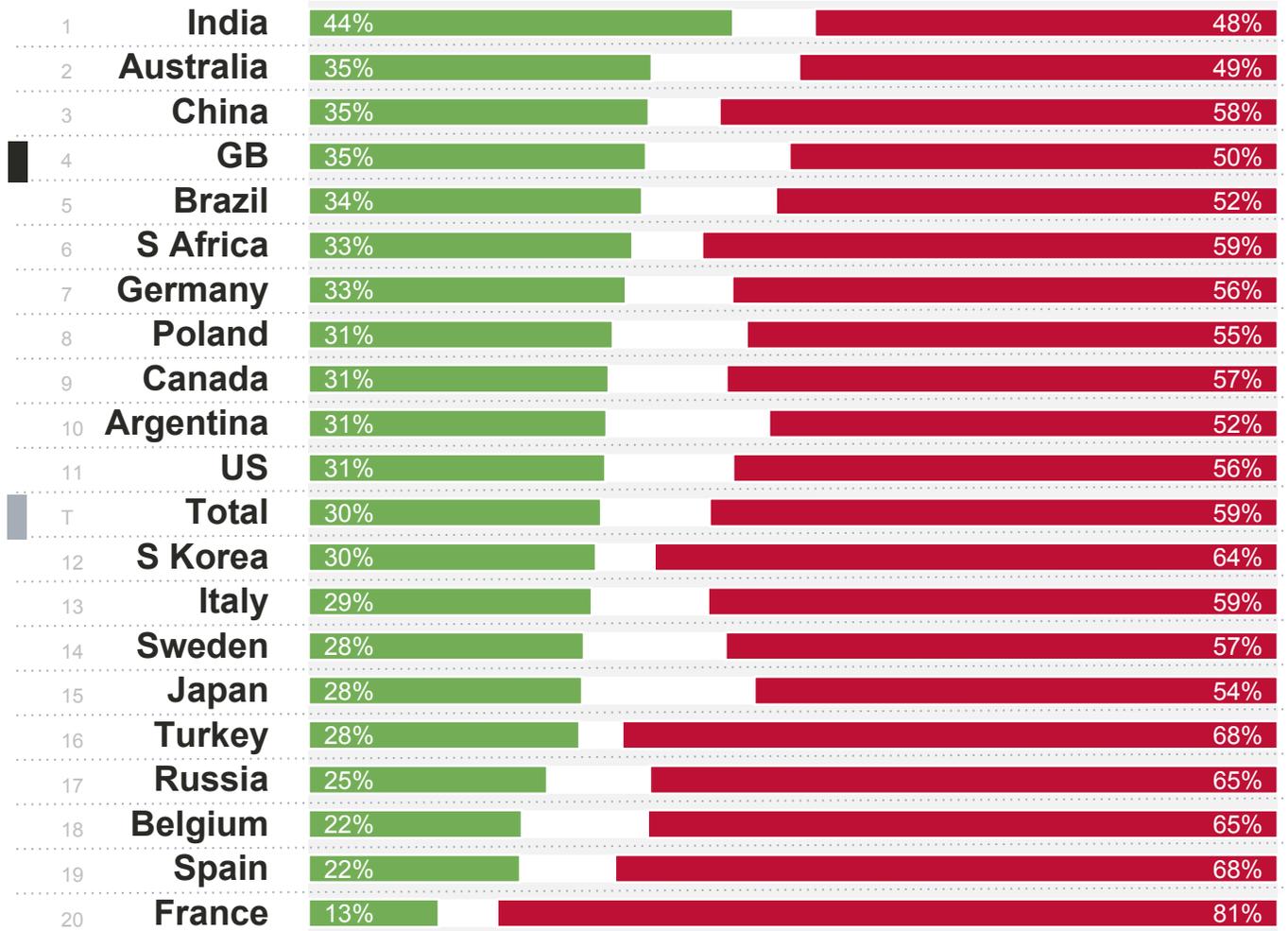
# New treatments – risk willing

## The Global Trends Survey

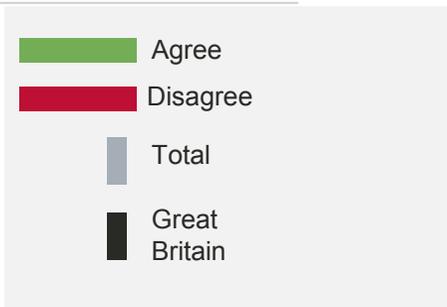


To what extent do you agree or disagree...?

I am willing to try new treatments even if they have yet to be proven as safe over a long period



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



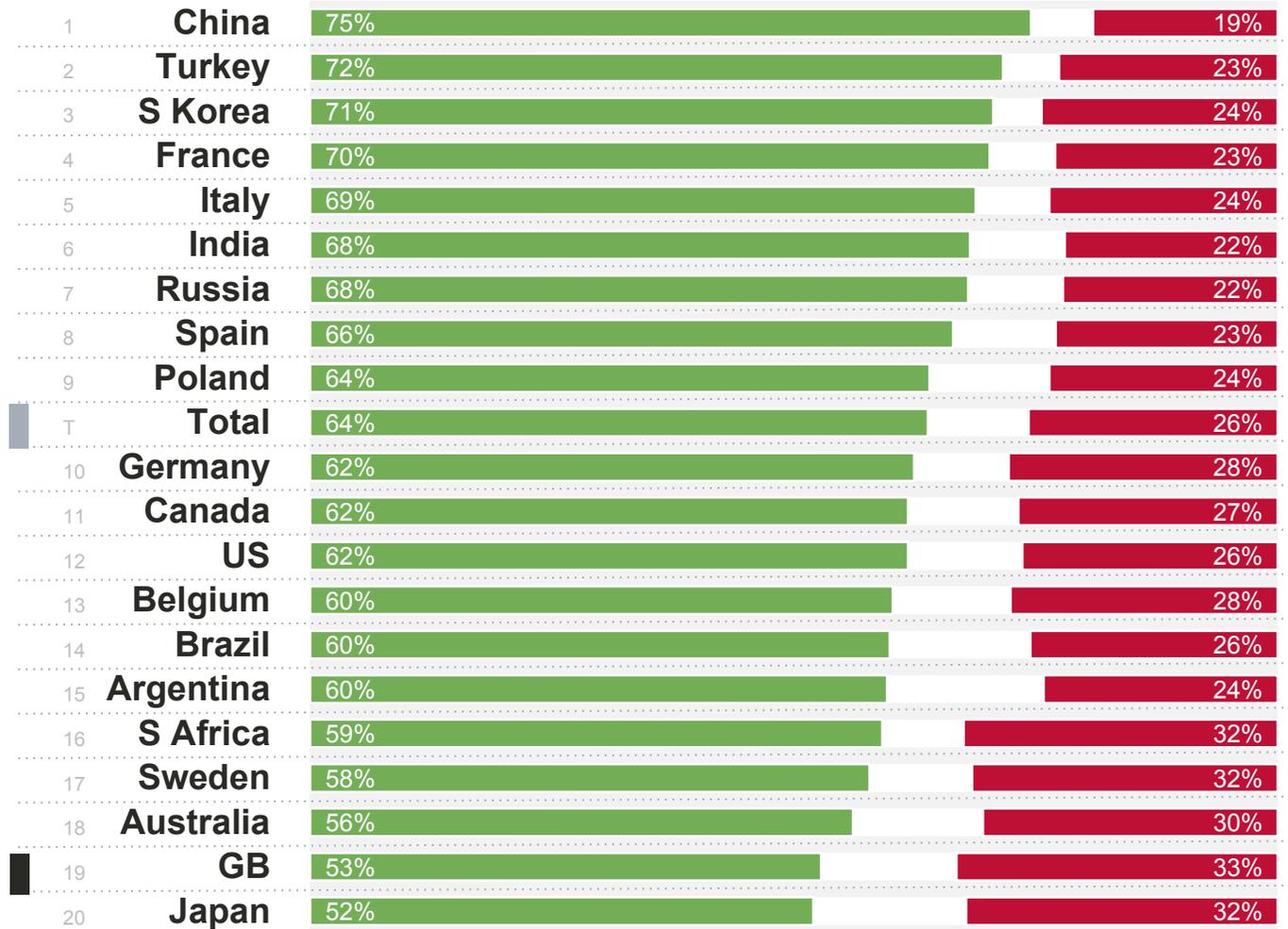
# New treatments – risk averse

## The Global Trends Survey

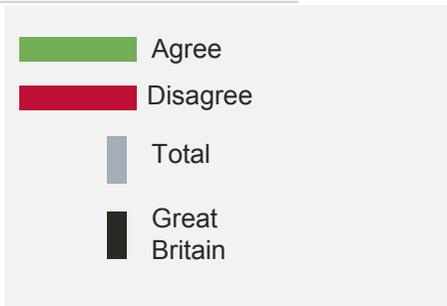


To what extent do you agree or disagree...?

I would rather wait in case any safety issues come out later before trying a brand new treatment



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Optimism – curing conditions

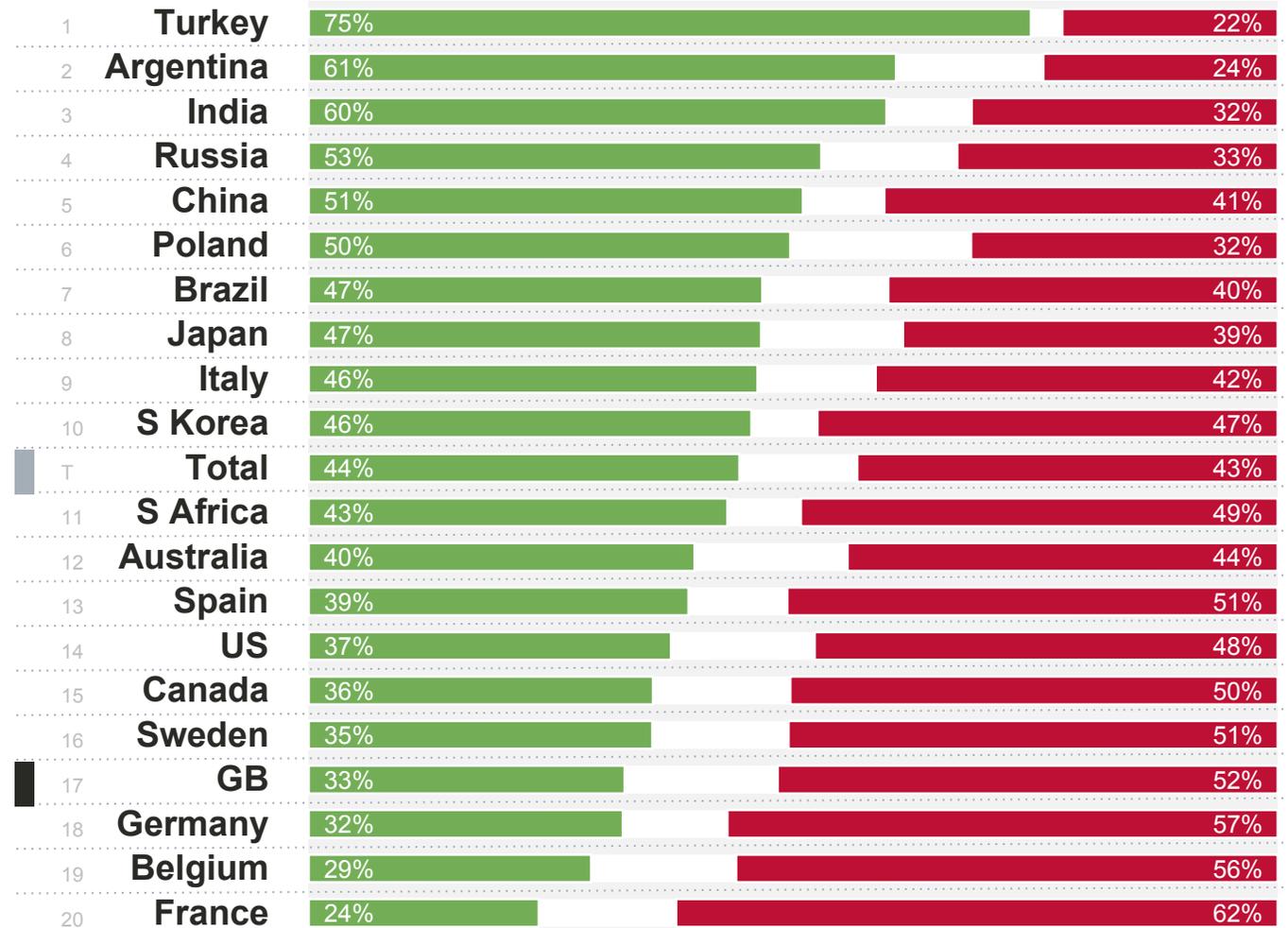
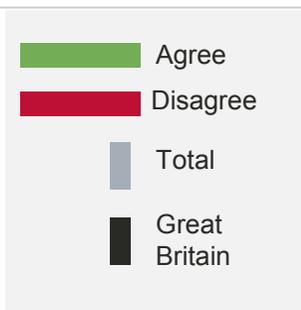
## The Global Trends Survey



To what extent do you agree or disagree...?

Eventually all medical conditions and diseases will be curable

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



SCIENCE  
&  
TECHNOLOGY

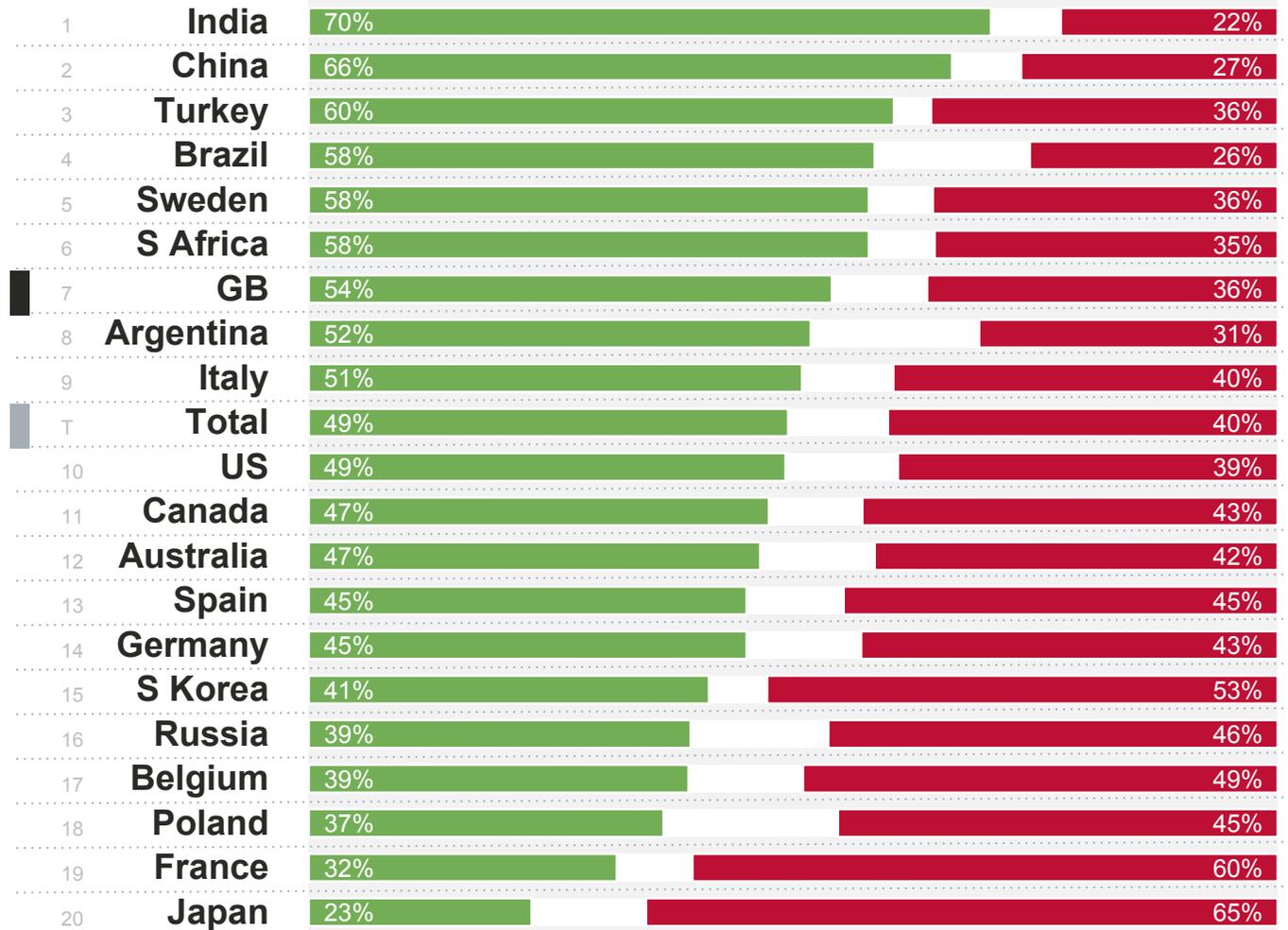
# Science & developments

## The Global Trends Survey

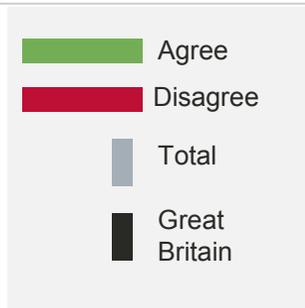


To what extent do you agree or disagree...?

I feel fairly well informed about science and scientific developments



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Scientists' motives

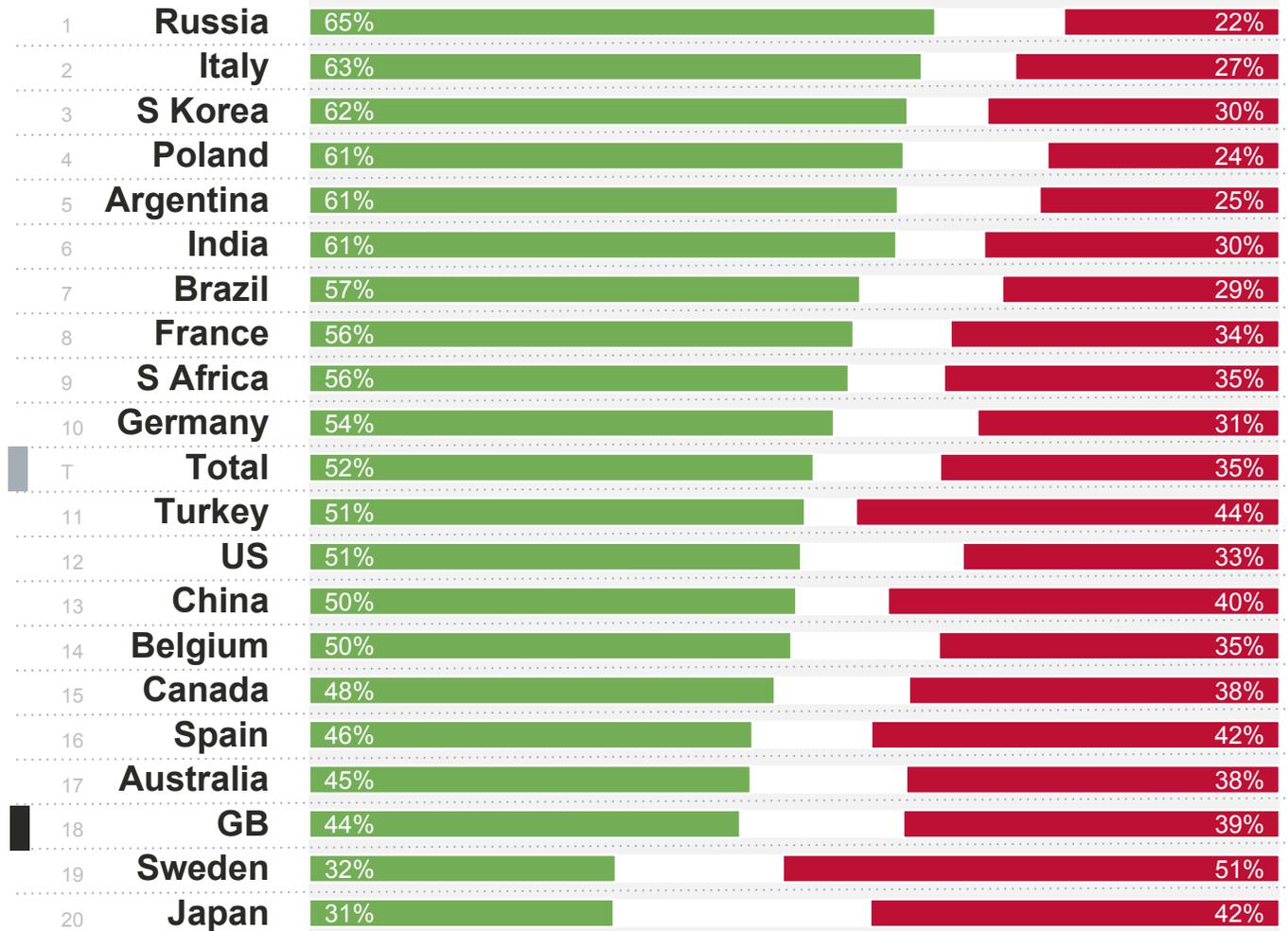
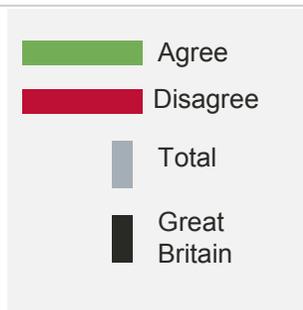
## The Global Trends Survey



To what extent do you agree or disagree...?

Scientists often try new things without thinking about the consequences

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Knowing about technology

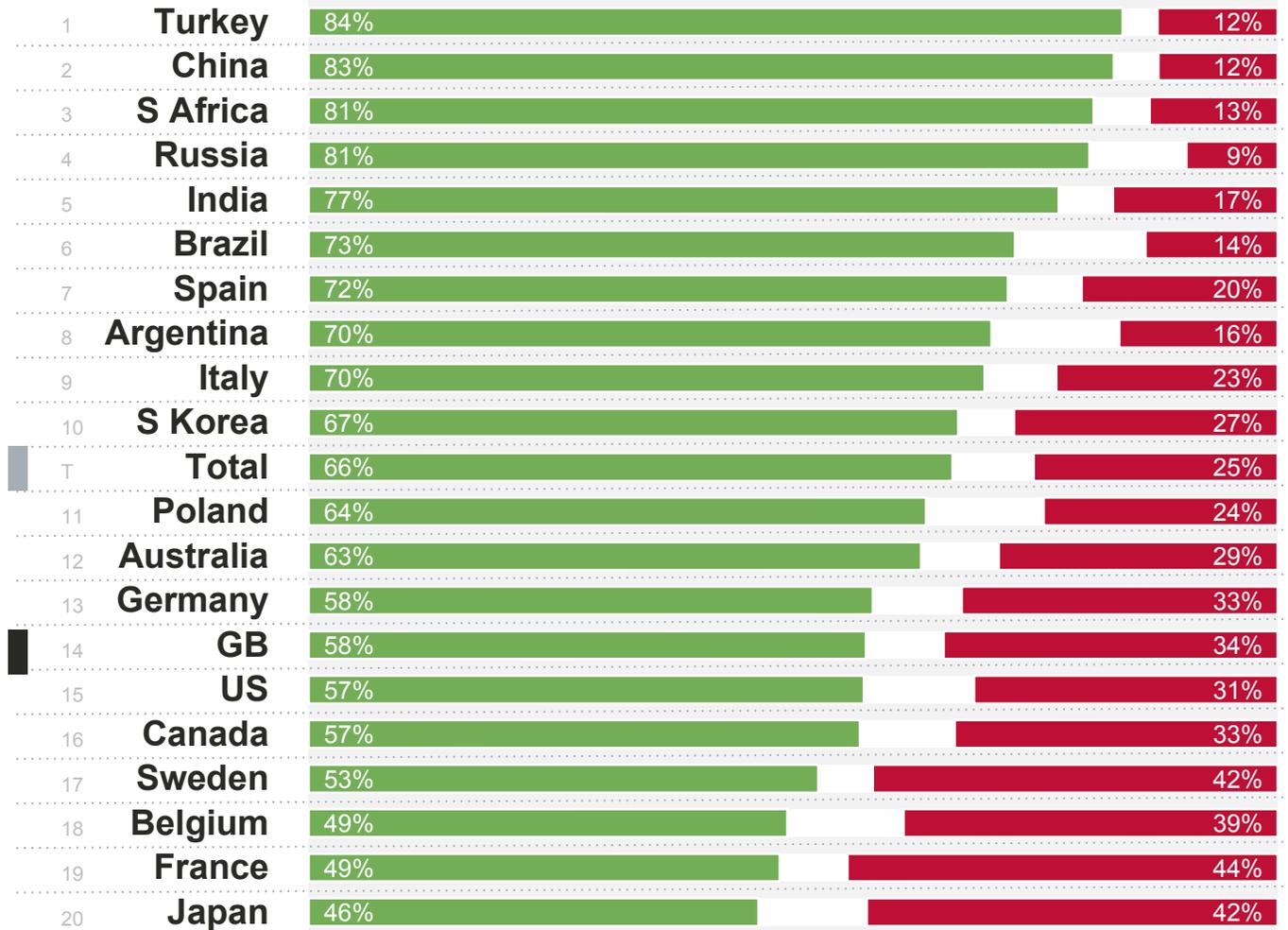
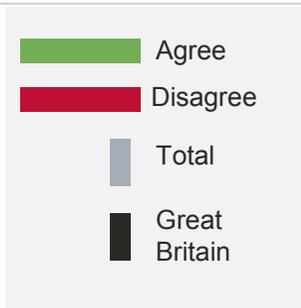
## The Global Trends Survey



To what extent do you agree or disagree...?

I would really like to know more about new technology

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Technology solving problems

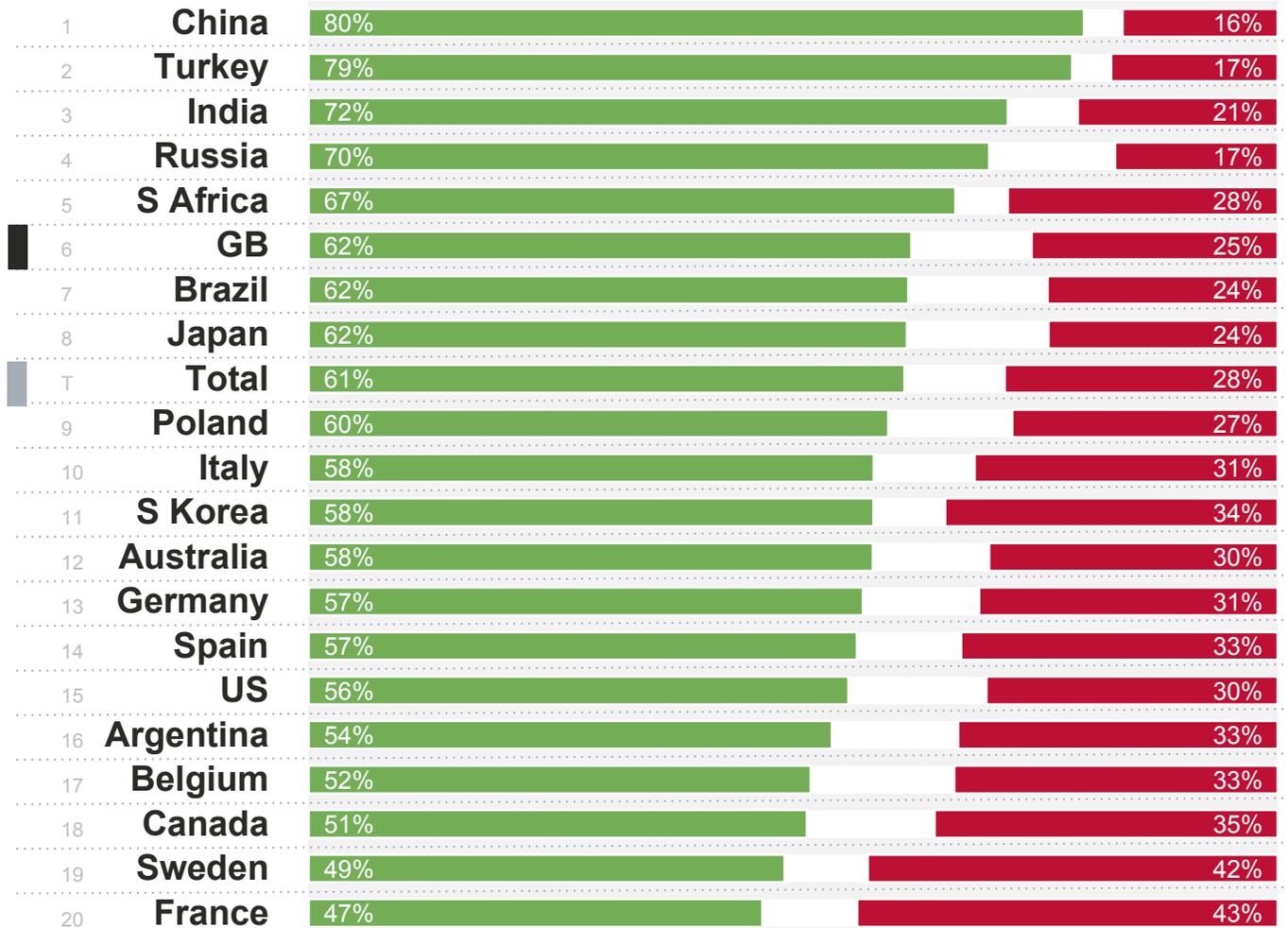
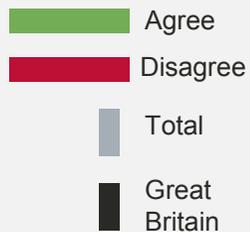
## The Global Trends Survey



To what extent do you agree or disagree...?

We need modern technology because only this can help to solve future problems

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



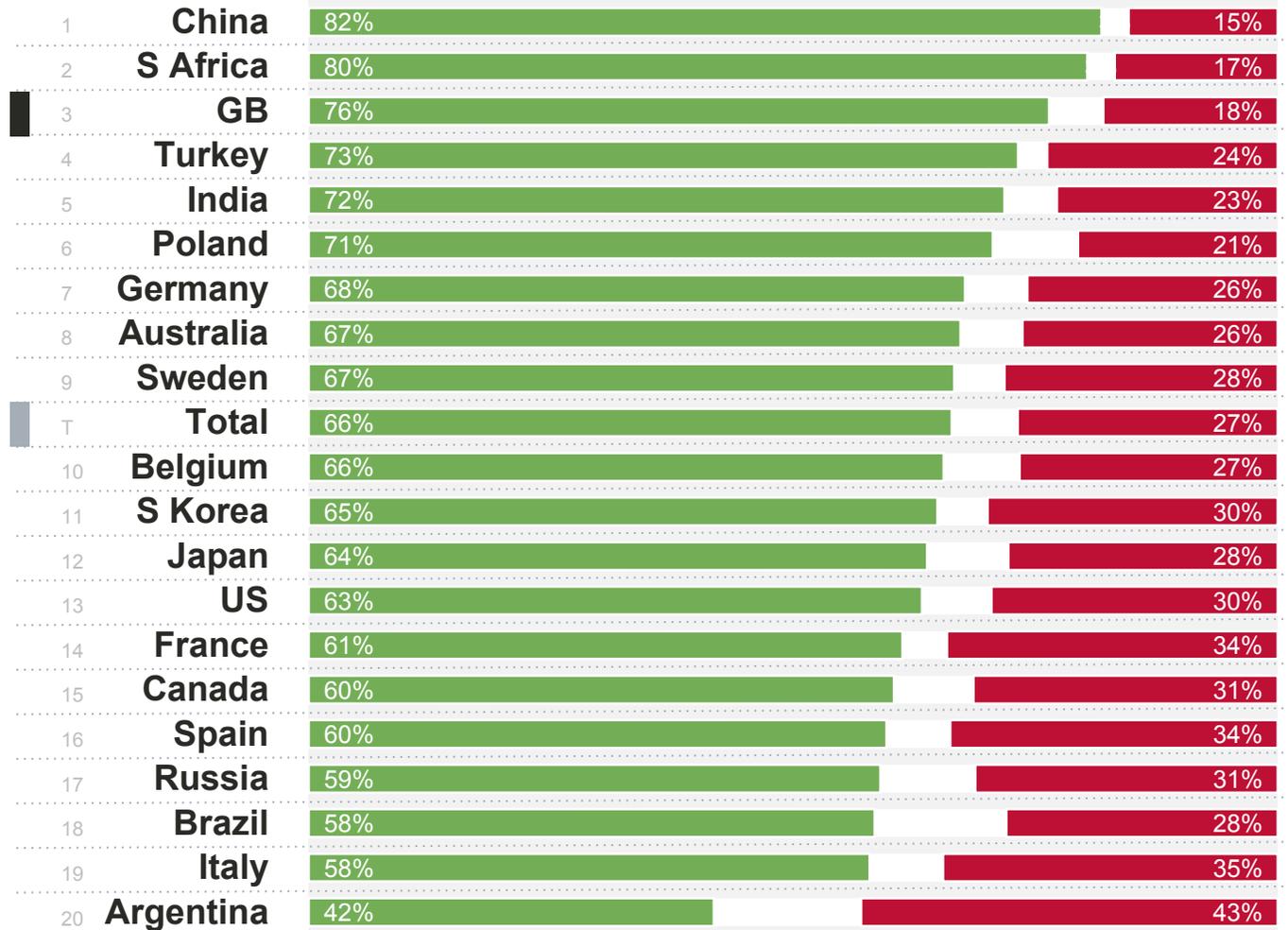
# Life without internet

## The Global Trends Survey



To what extent do you agree or disagree...?

I cannot imagine life without the internet



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



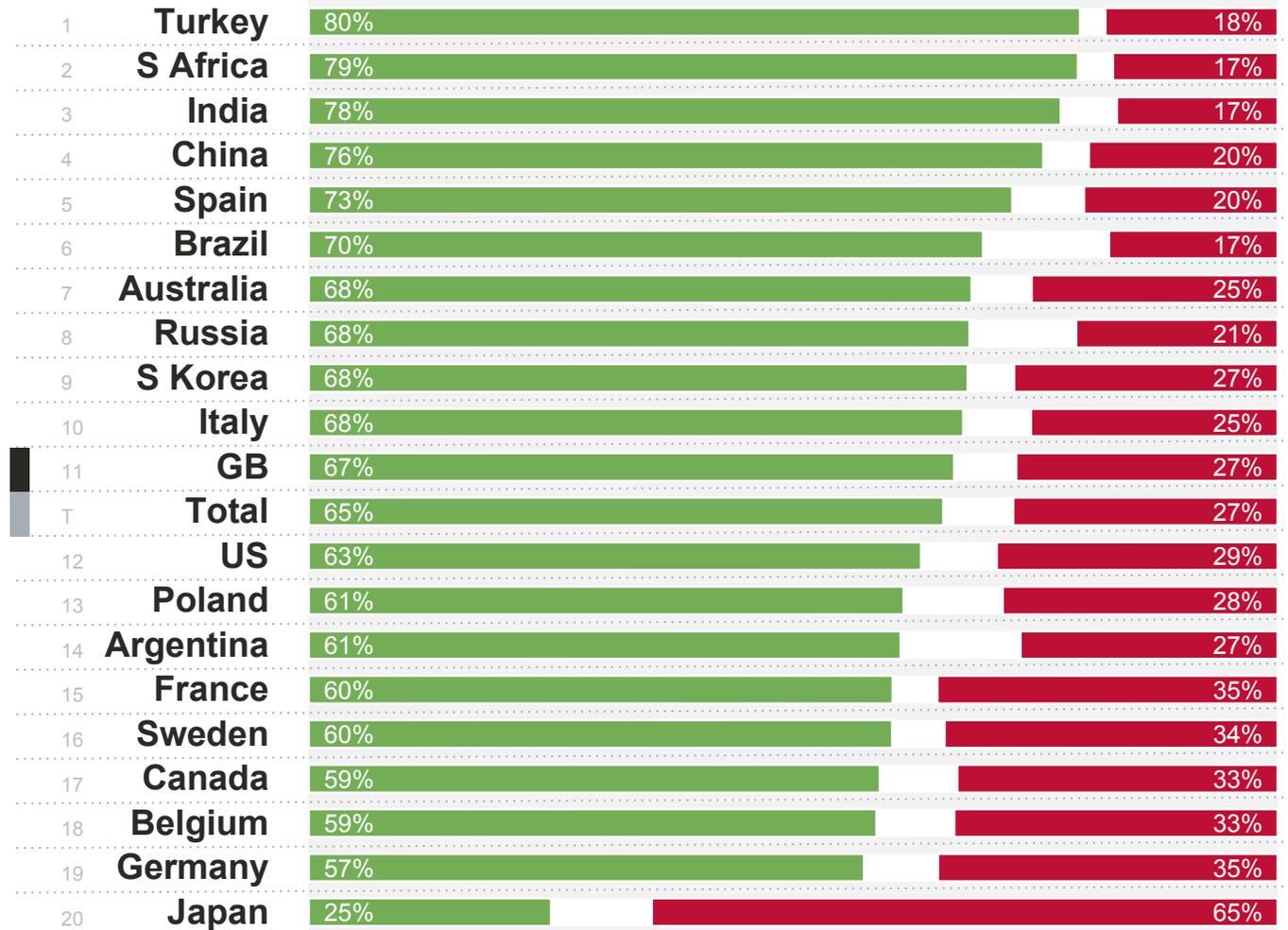
# Keeping up with technology

## The Global Trends Survey



To what extent do you agree or disagree...?

I try to keep up with technology



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Technology making life better

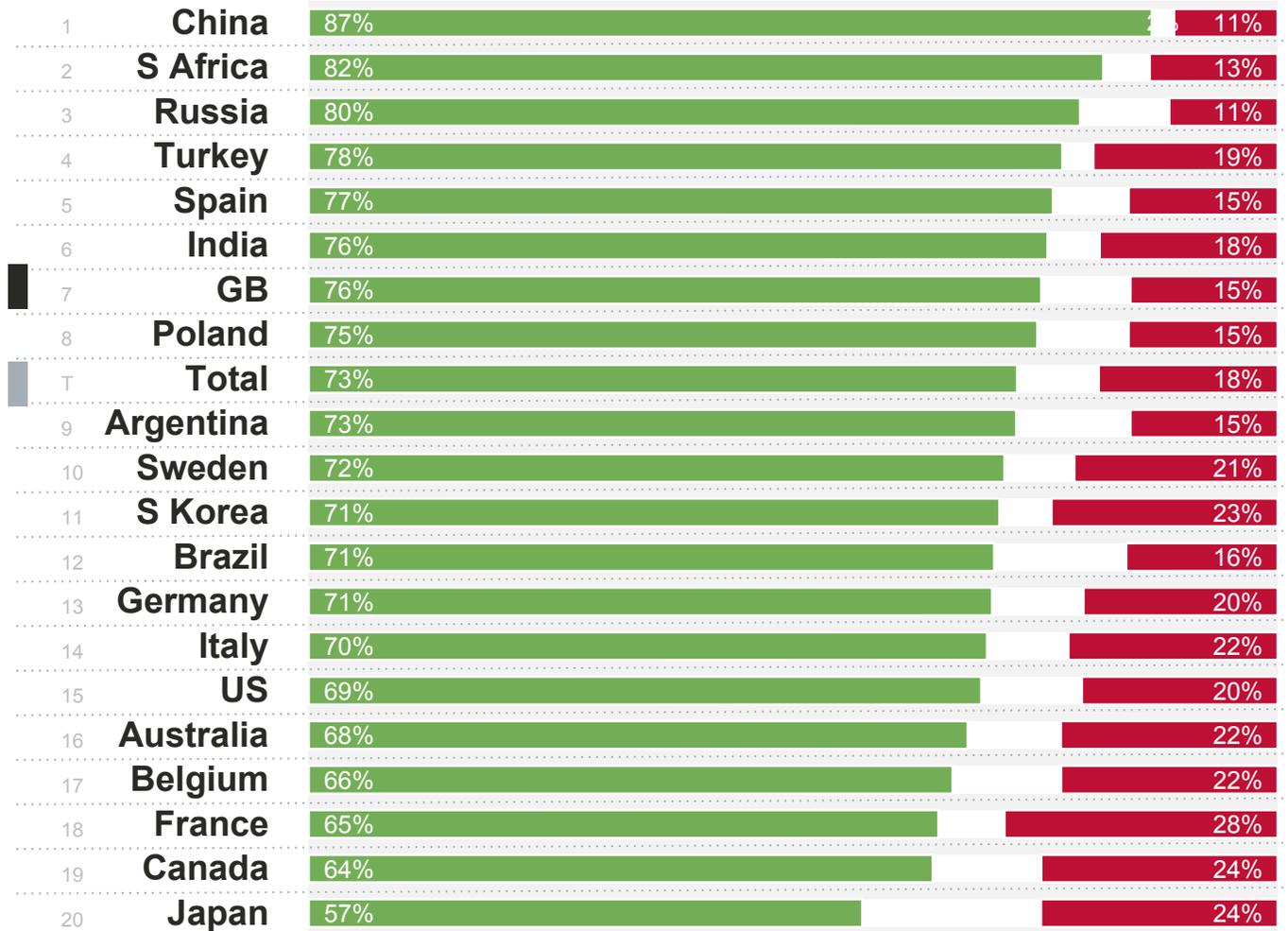
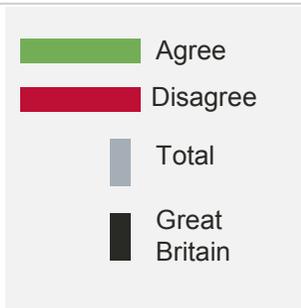
## The Global Trends Survey



To what extent do you agree or disagree...?

Technology generally makes life better

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Online company recommendations

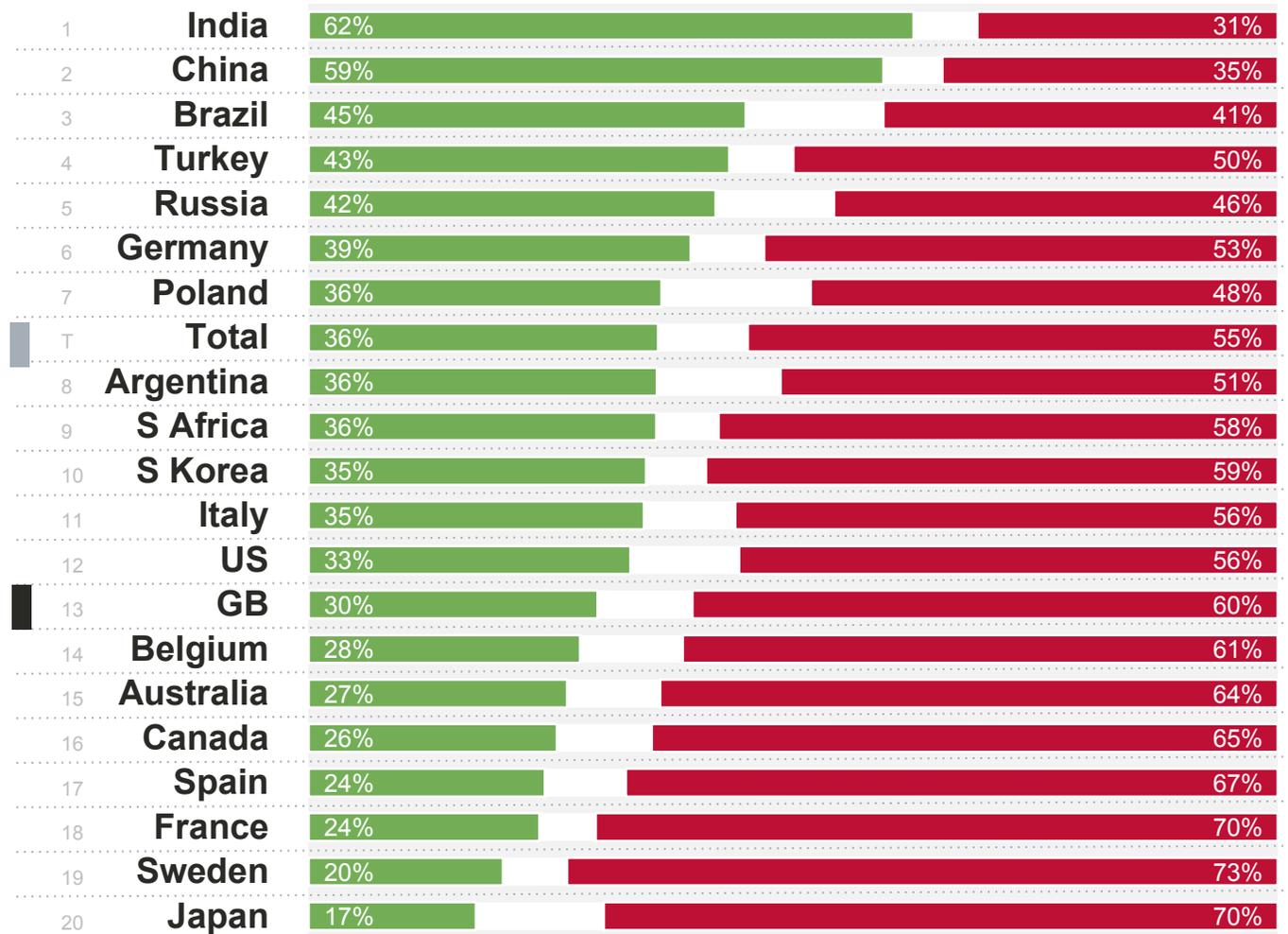
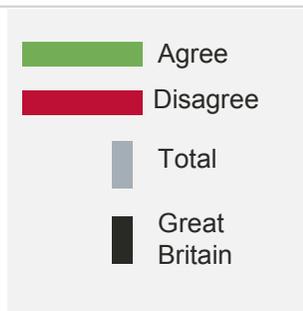
## The Global Trends Survey



To what extent do you agree or disagree...?

I am comfortable with companies using information provided automatically when I go online (such as my location and what I have been browsing) to make recommendations to me?

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



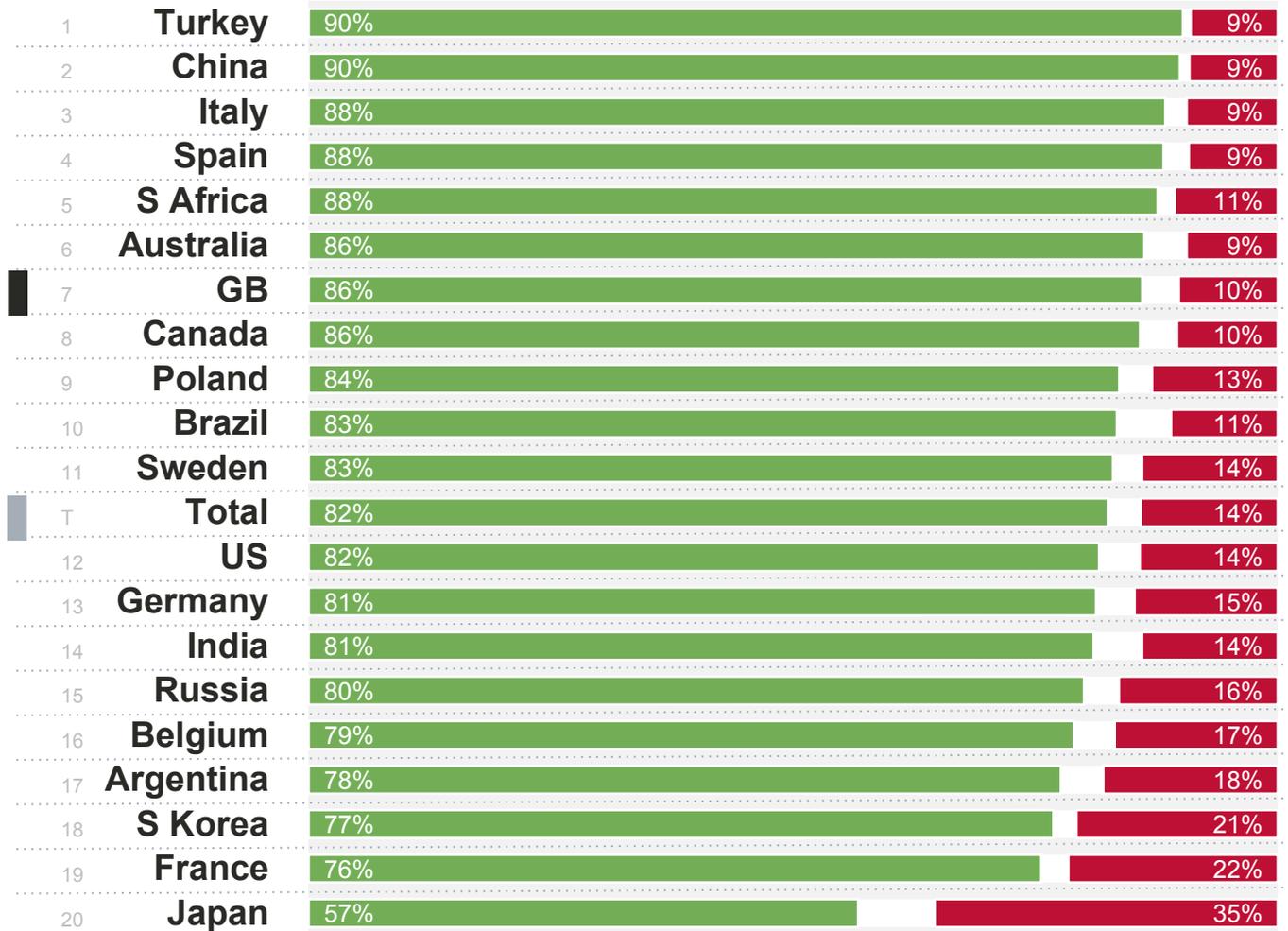
# Internet as informer

## The Global Trends Survey



To what extent do you agree or disagree...?

People now know more than they used to because the internet provides so much instant information



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



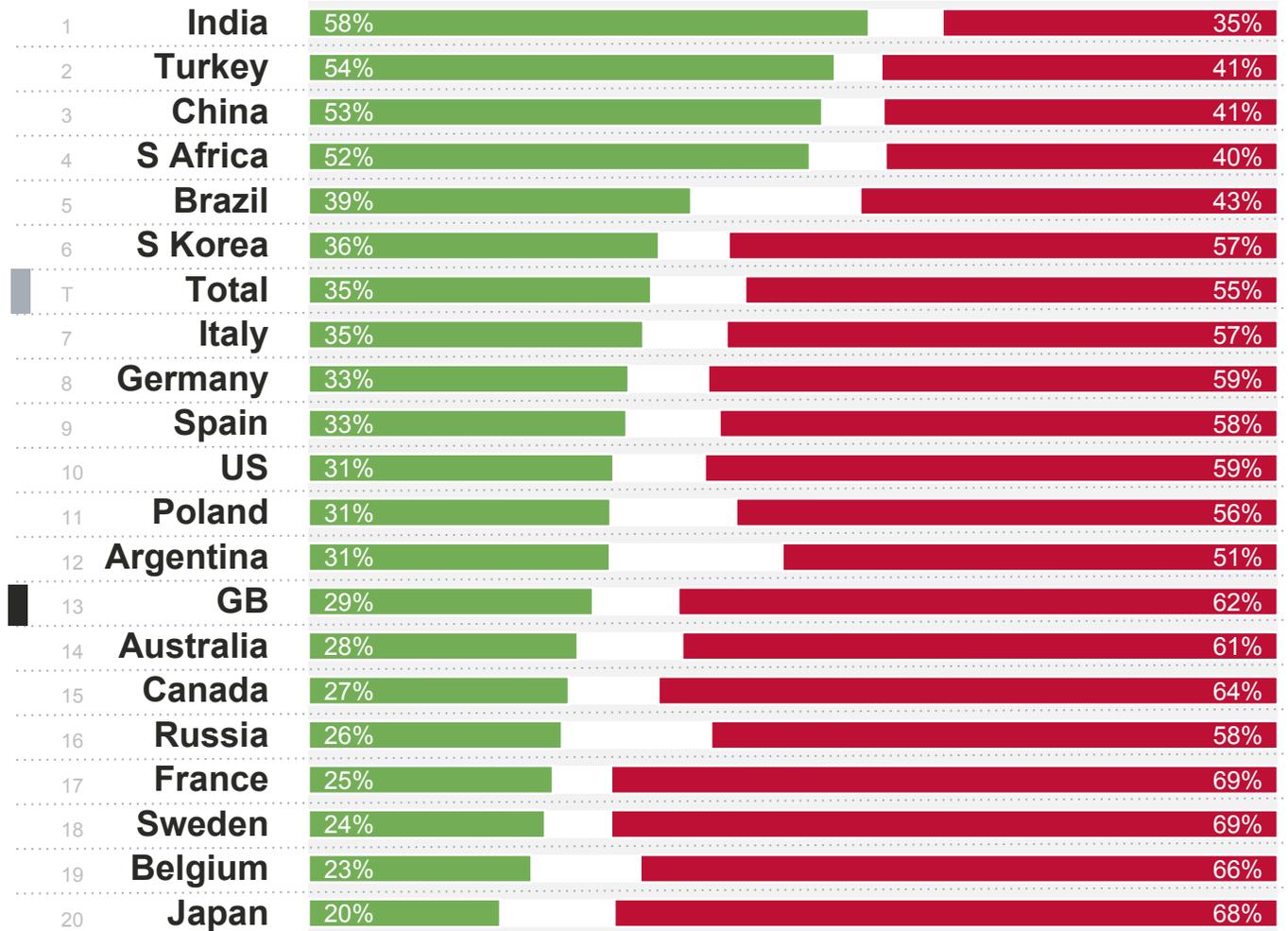
# Early adopters

## The Global Trends Survey

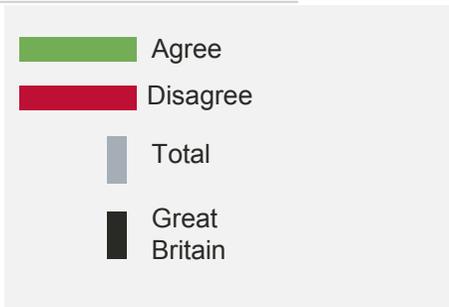


To what extent do you agree or disagree...?

I am usually the first among my friends to try out new things



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



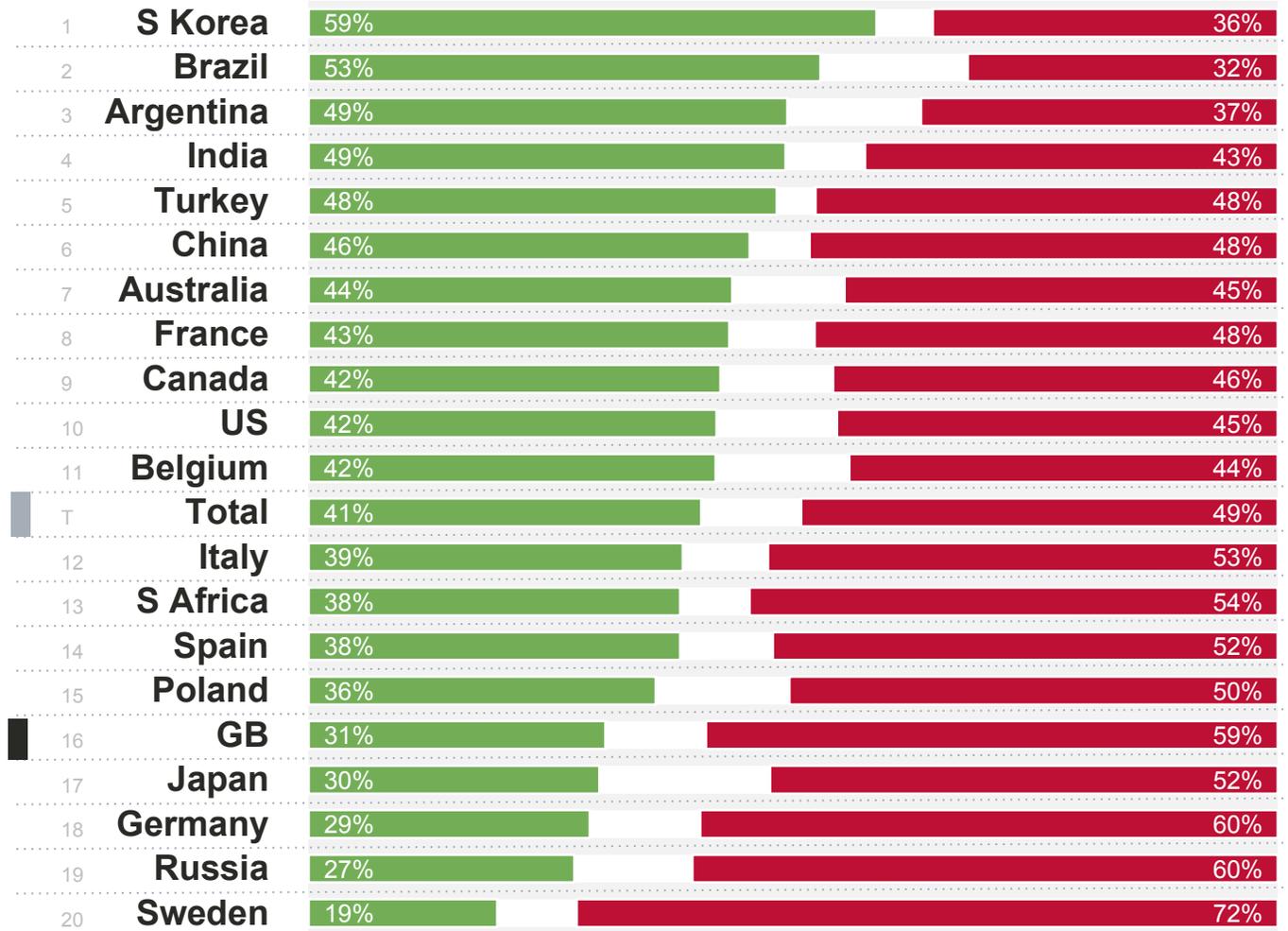
# Technical progress

## The Global Trends Survey



To what extent do you agree or disagree...?

I fear that technical progress is destroying our lives



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

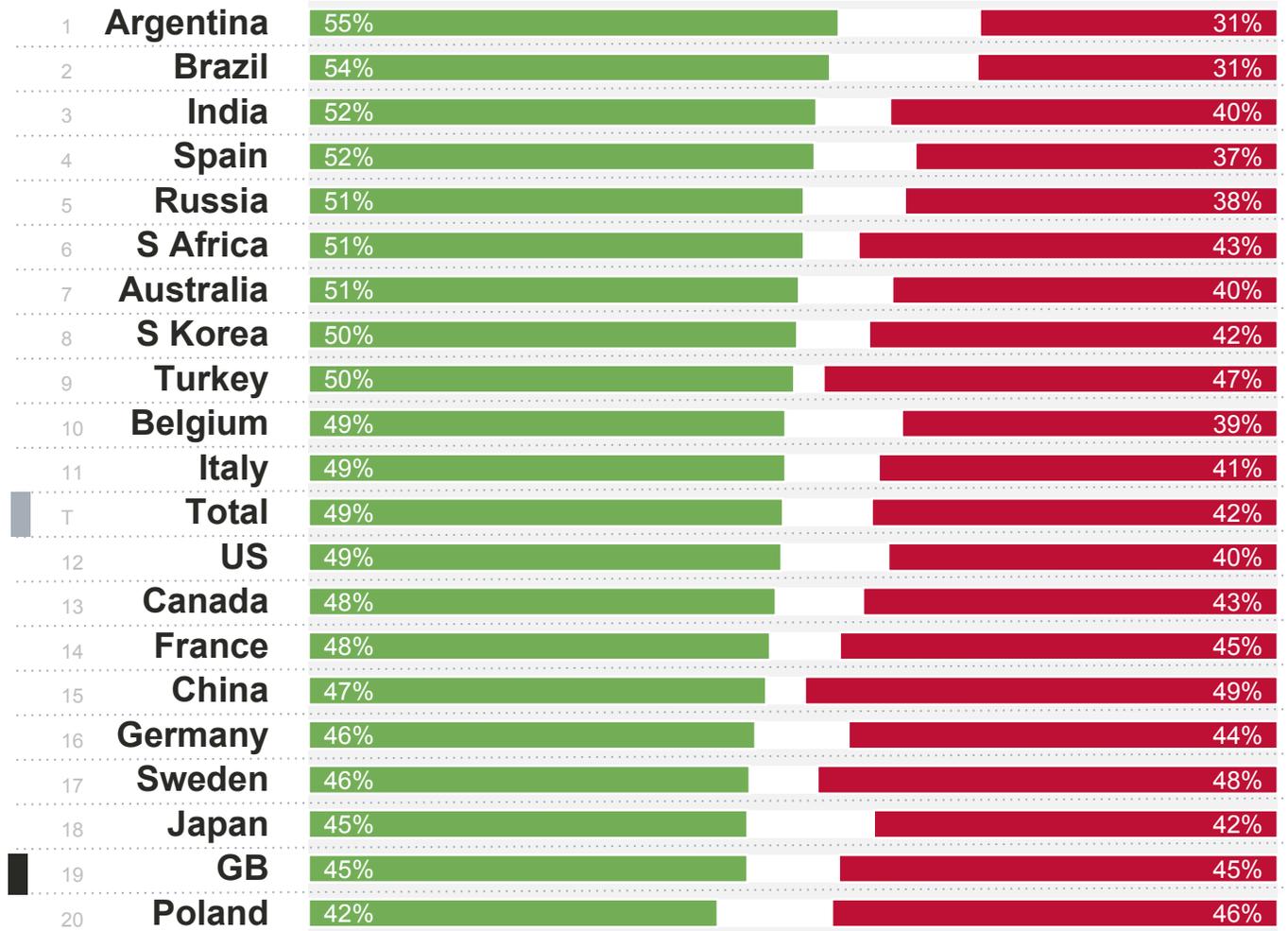


## The Global Trends Survey

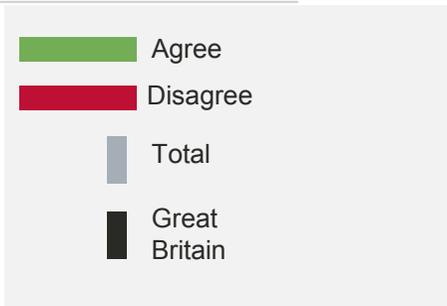


To what extent do you agree or disagree...?

I cannot keep up with developments in science and technology because the speed of development is too fast



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



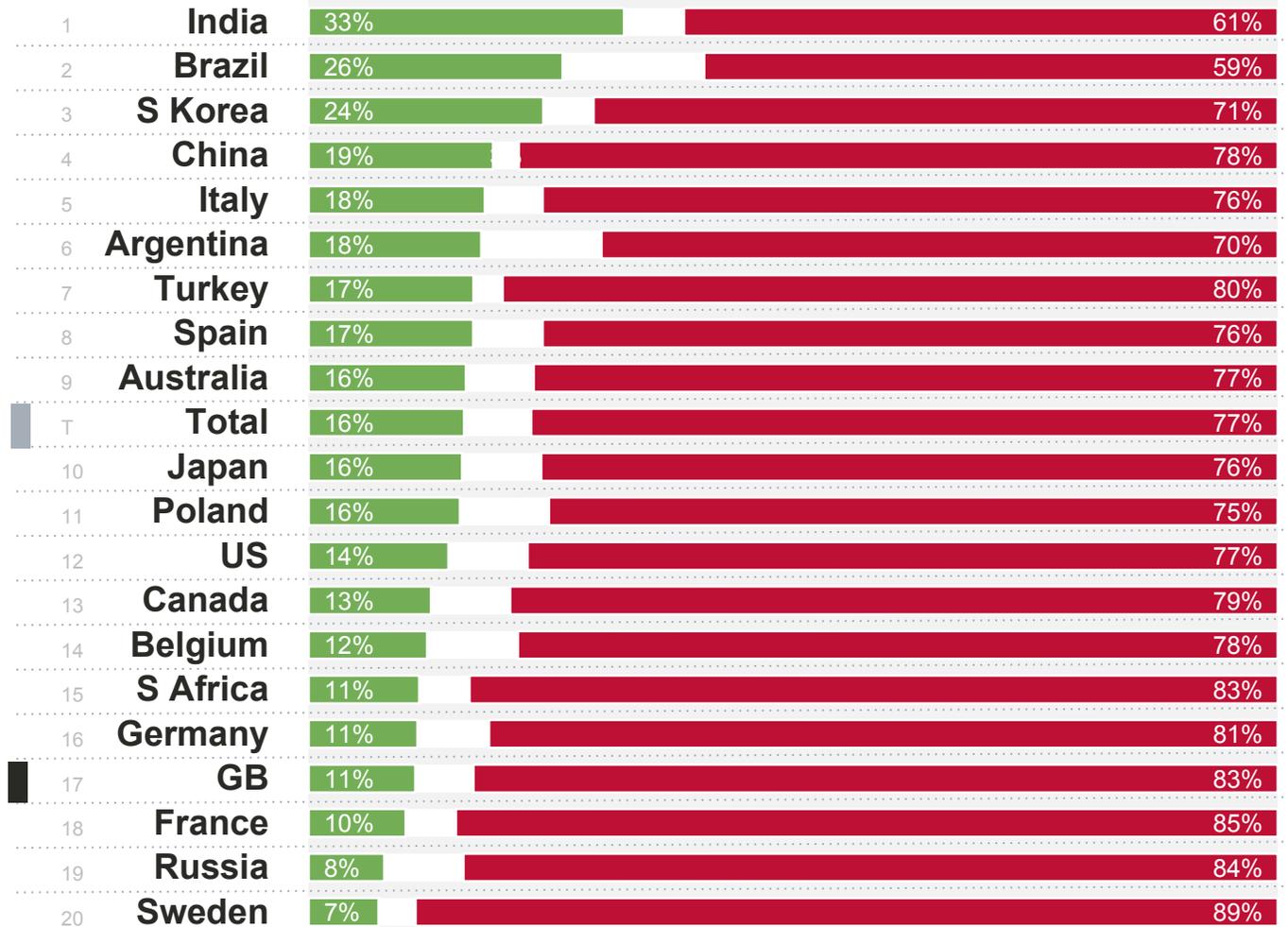
# Computer confusion

## The Global Trends Survey

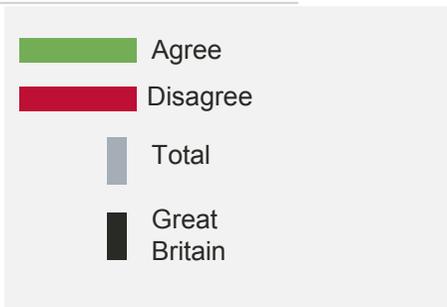


To what extent do you agree or disagree...?

Computers confuse me – I'll never get used to them



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



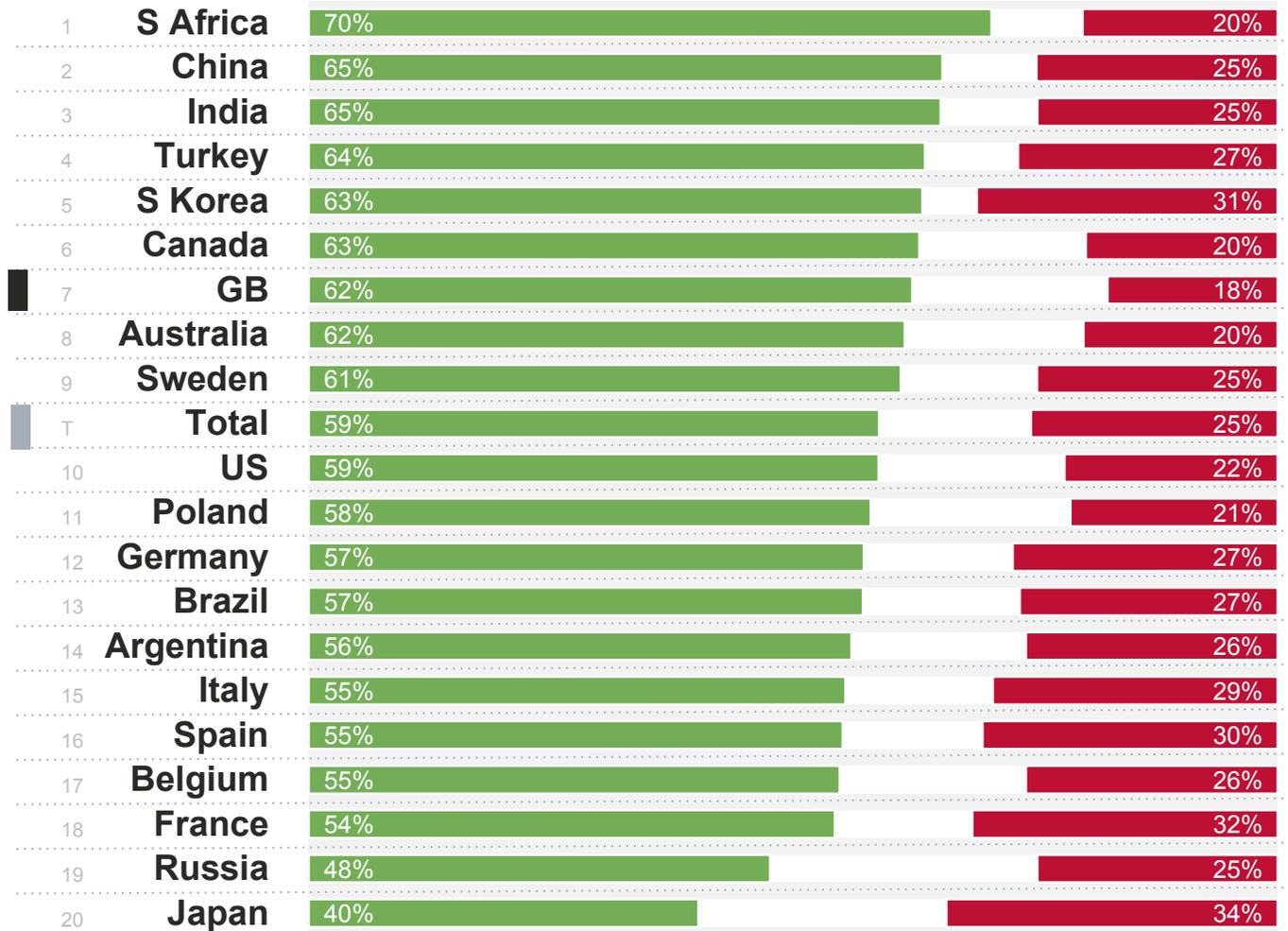
# Sex expectations

## The Global Trends Survey



To what extent do you agree or disagree...?

The internet is making young people's expectations about sex unrealistic



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



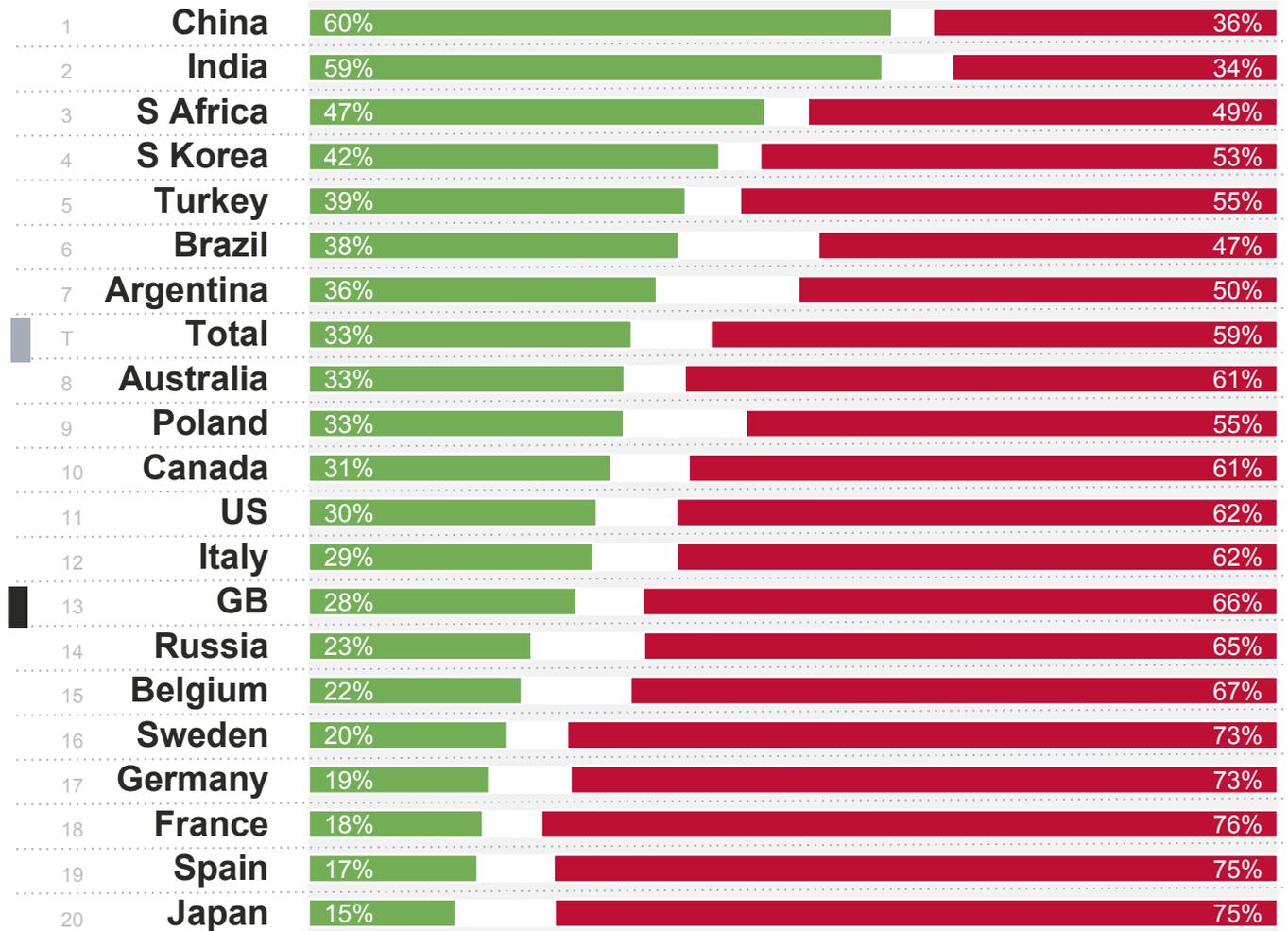
# Online conversations

## The Global Trends Survey



To what extent do you agree or disagree...?

I feel like all my conversations are online these days



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

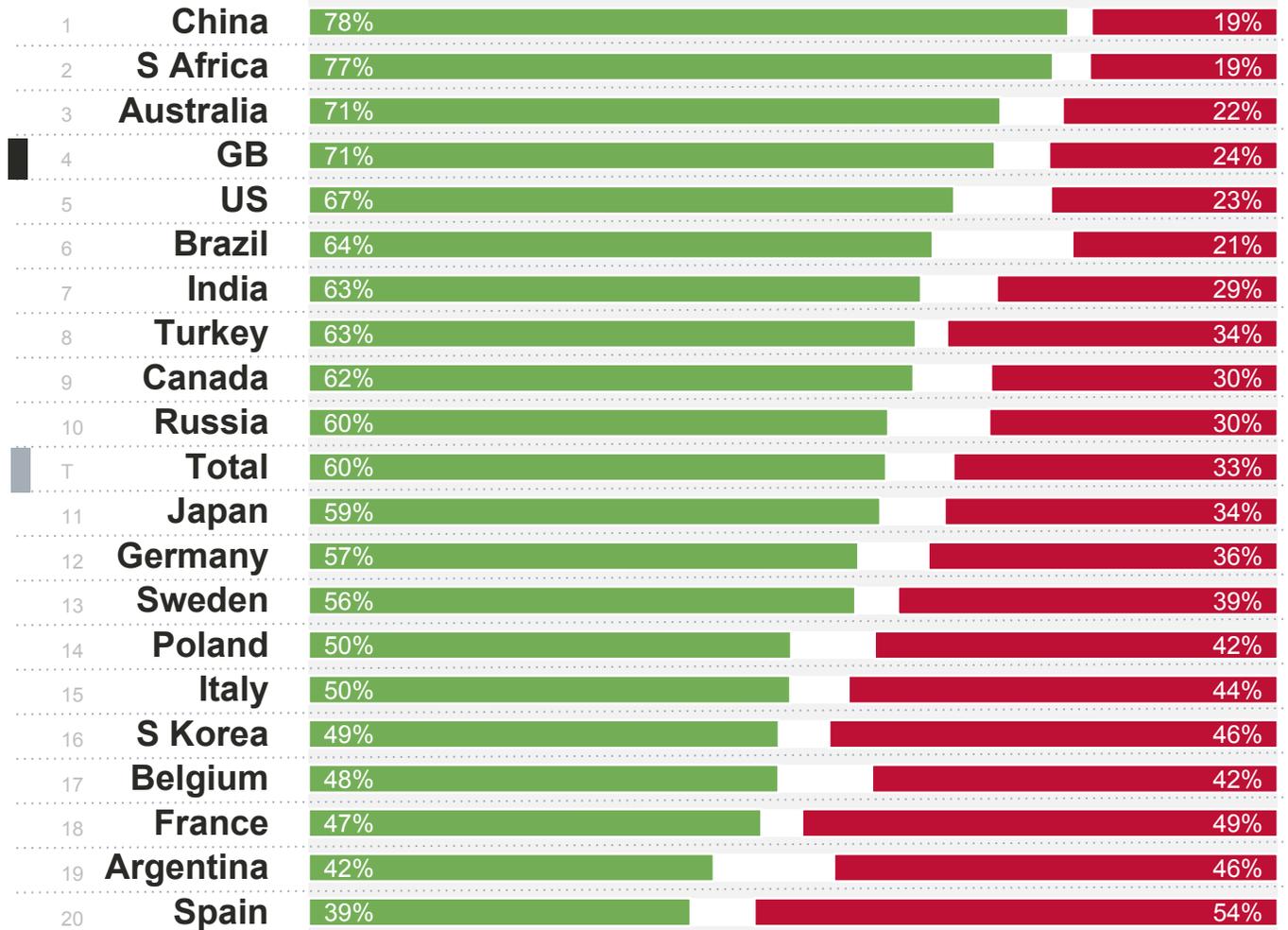


## The Global Trends Survey

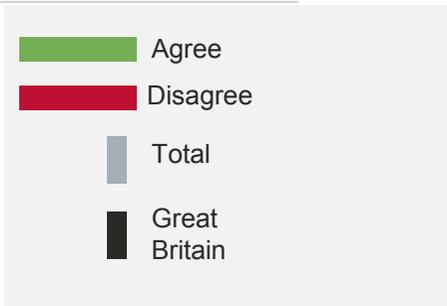


To what extent do you agree or disagree...?

I am constantly looking at screens these days



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



BRANDS

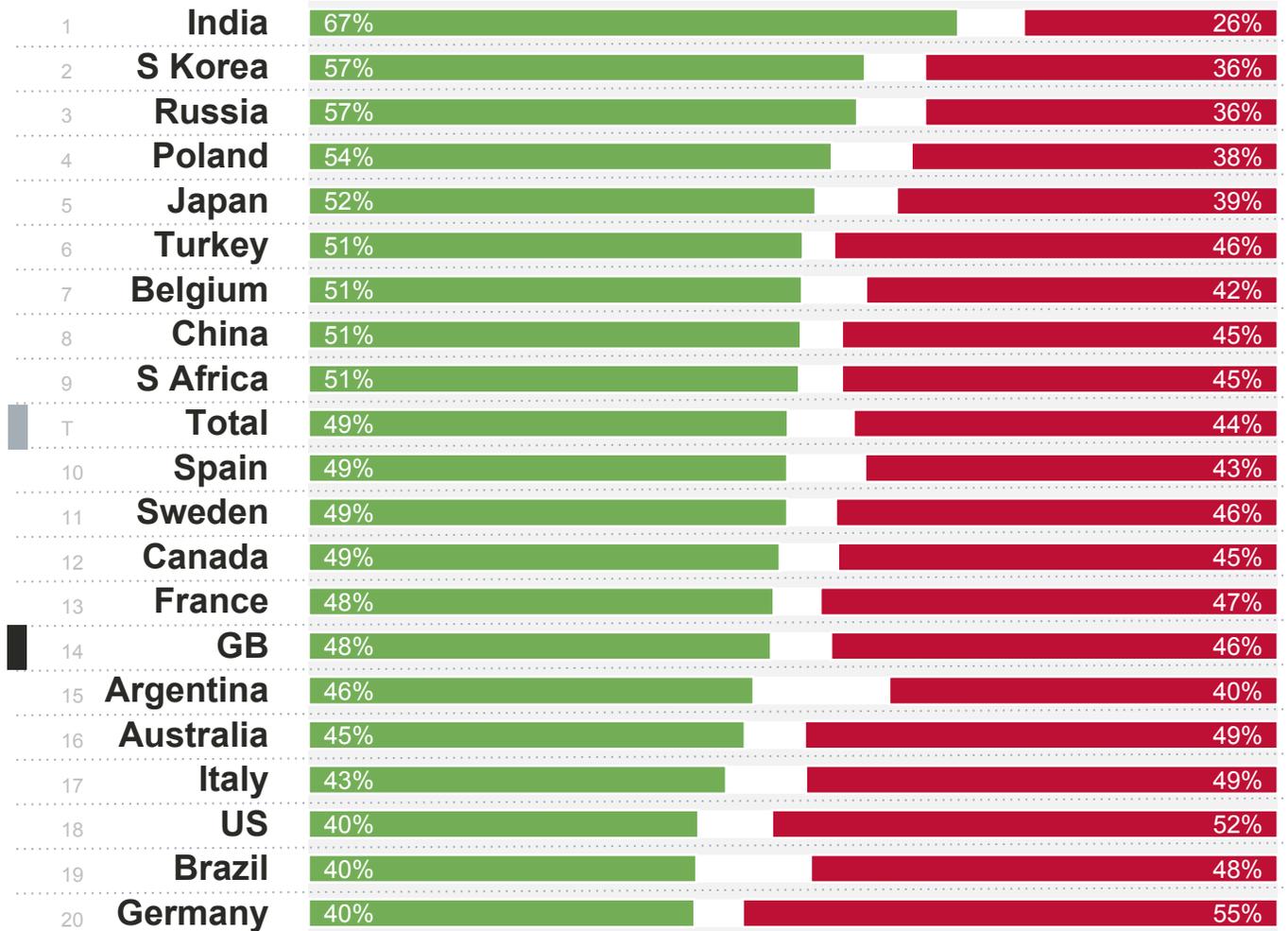
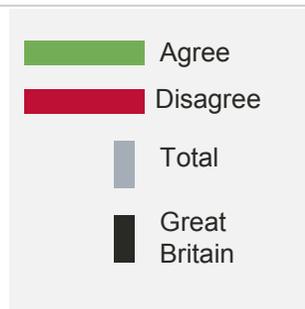
## The Global Trends Survey



To what extent do you agree or disagree...?

I often feel overwhelmed by all the choices I have as a consumer

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



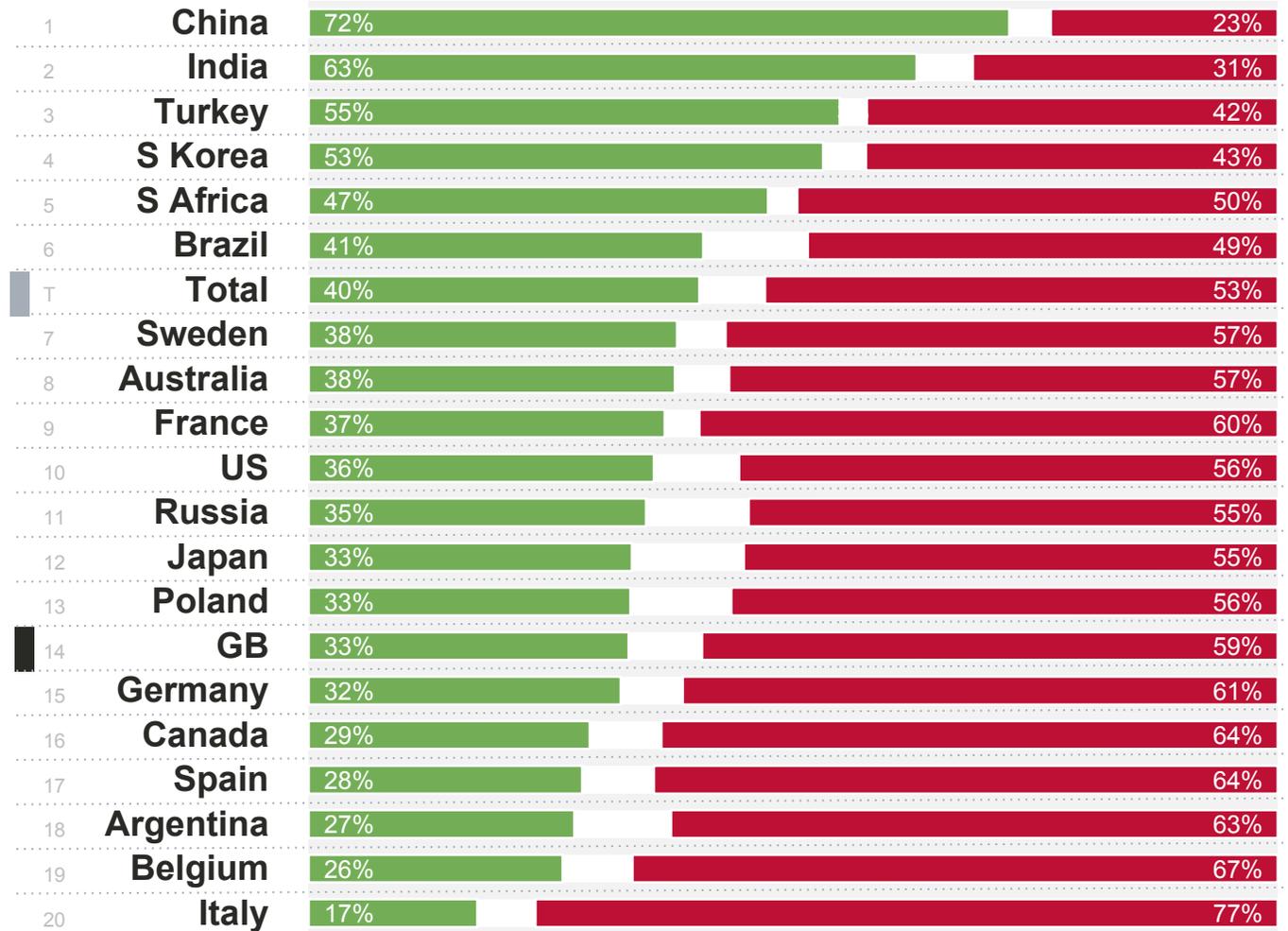
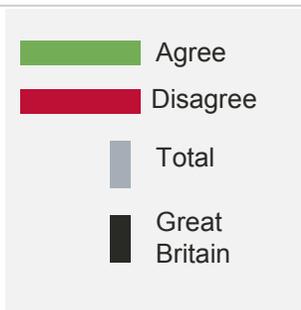
## The Global Trends Survey



To what extent do you agree or disagree...?

I am generally willing to spend extra for a brand with an image that appeals to me

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Brands – appeal

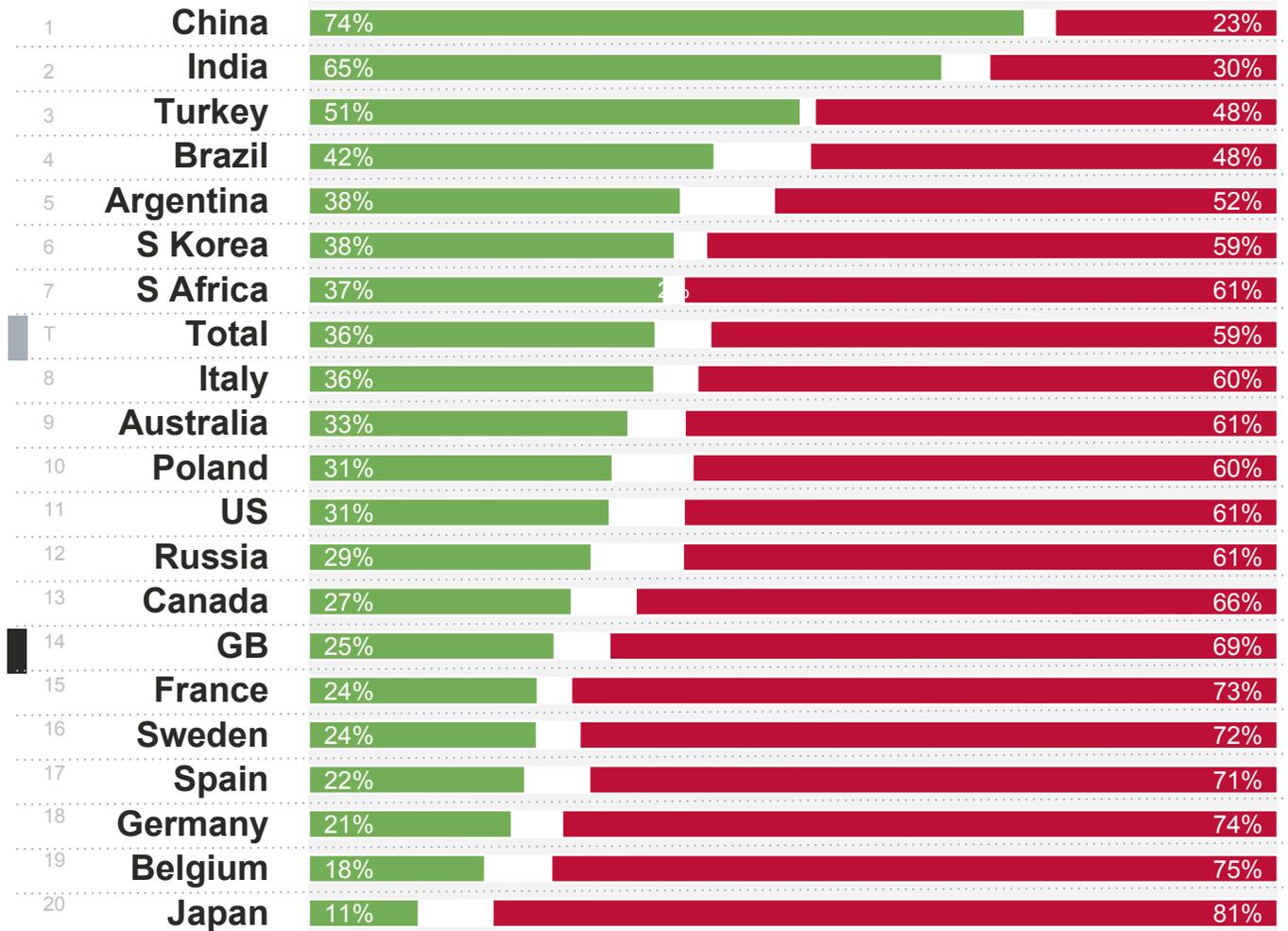
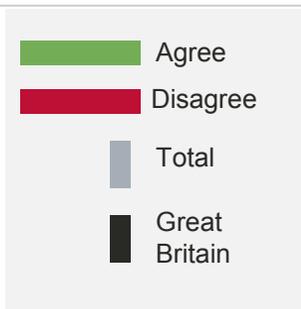
## The Global Trends Survey



To what extent do you agree or disagree...?

When I shop I always try to buy branded products

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Brands – differentiators

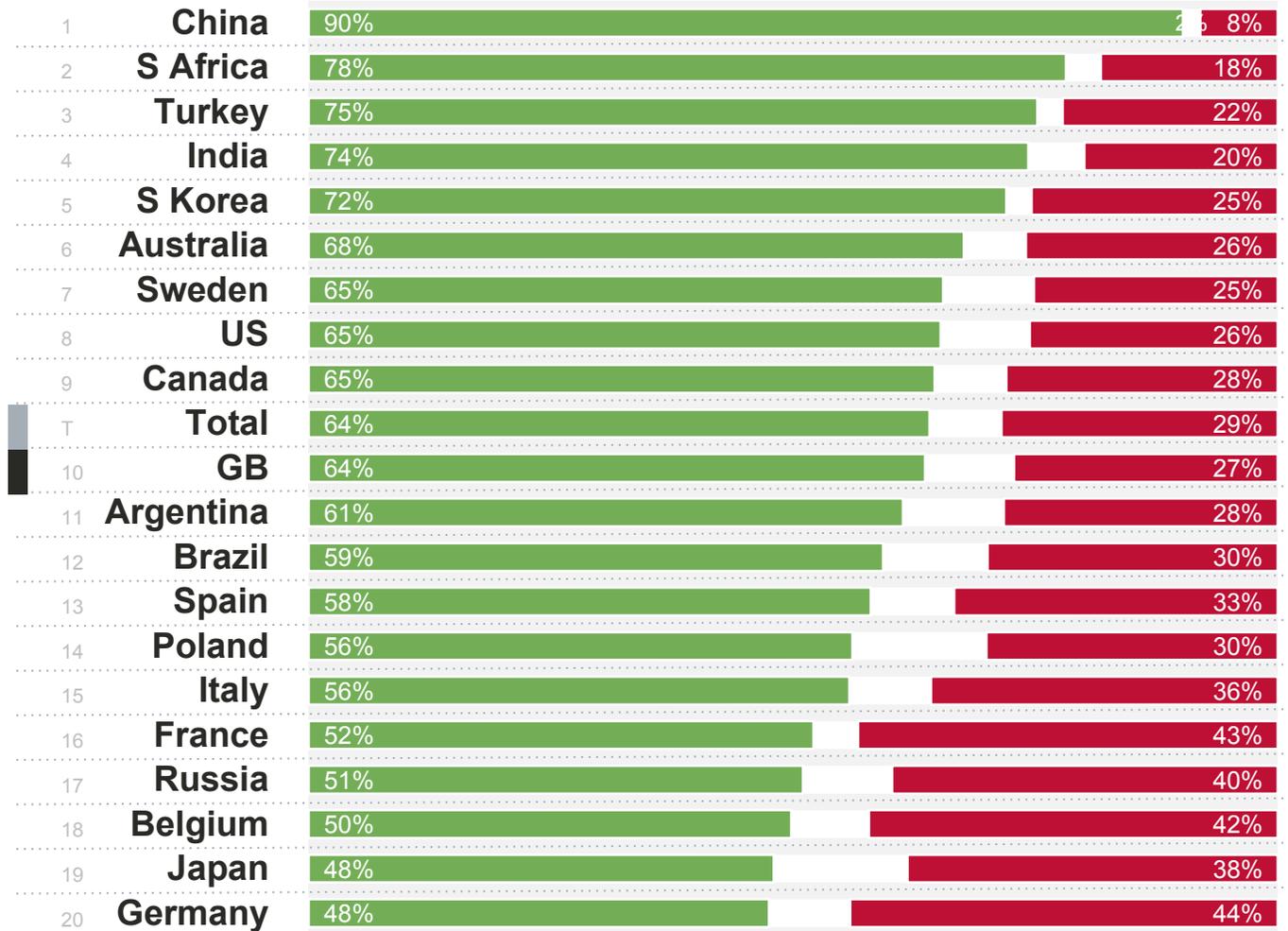
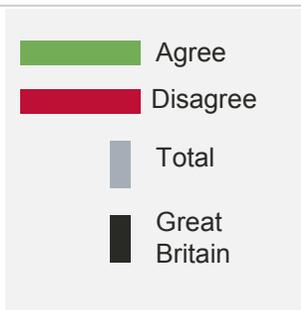
## The Global Trends Survey



To what extent do you agree or disagree...?

If I had to choose between two otherwise equal products, I would buy the one I thought was a better brand

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



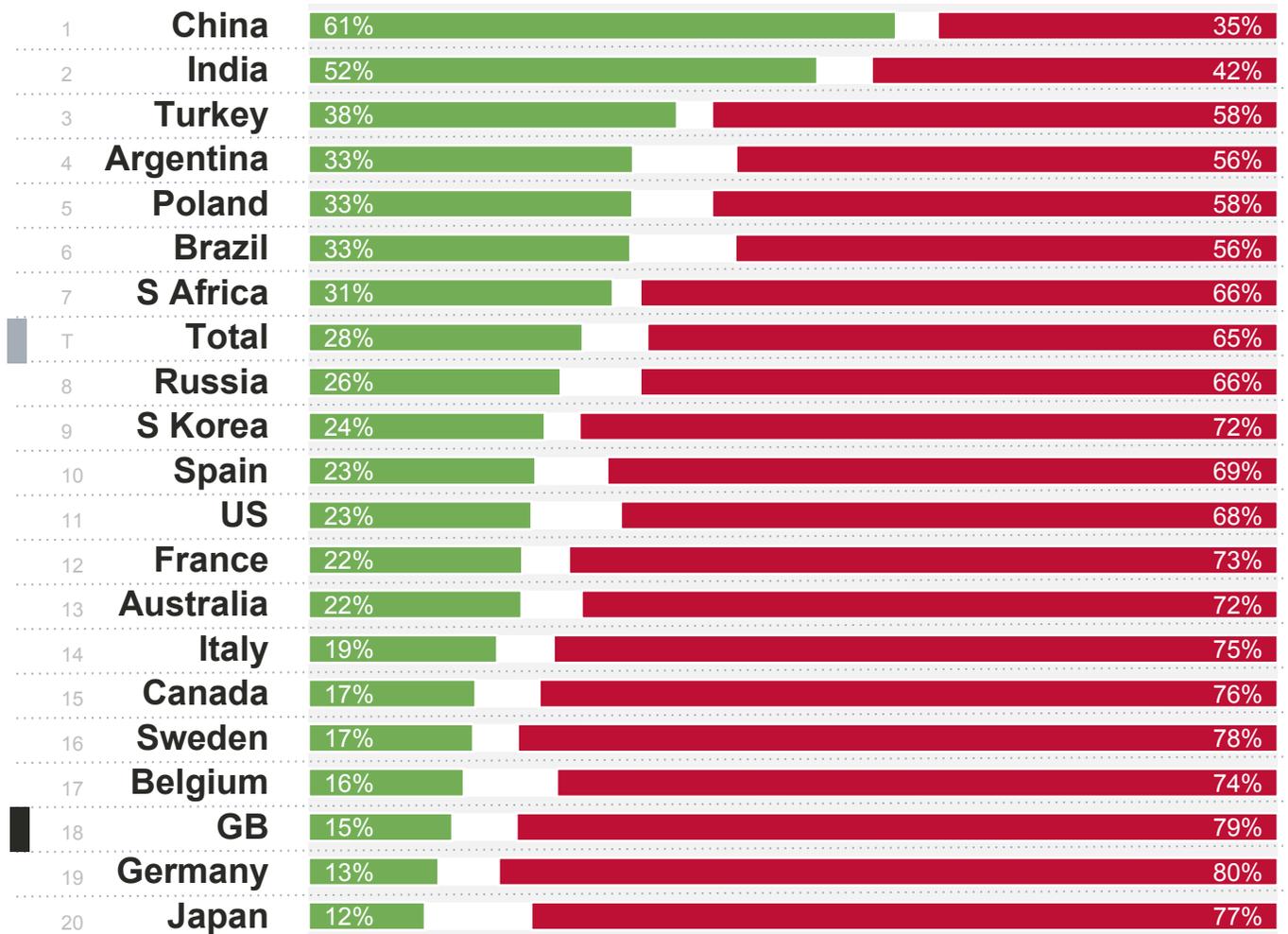
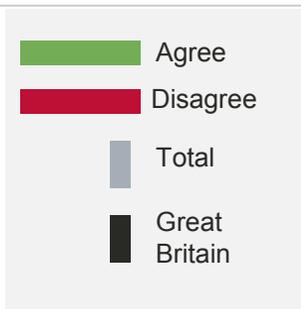
## The Global Trends Survey



To what extent do you agree or disagree...?

A good product can only be made by a good brand

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Brands – trust

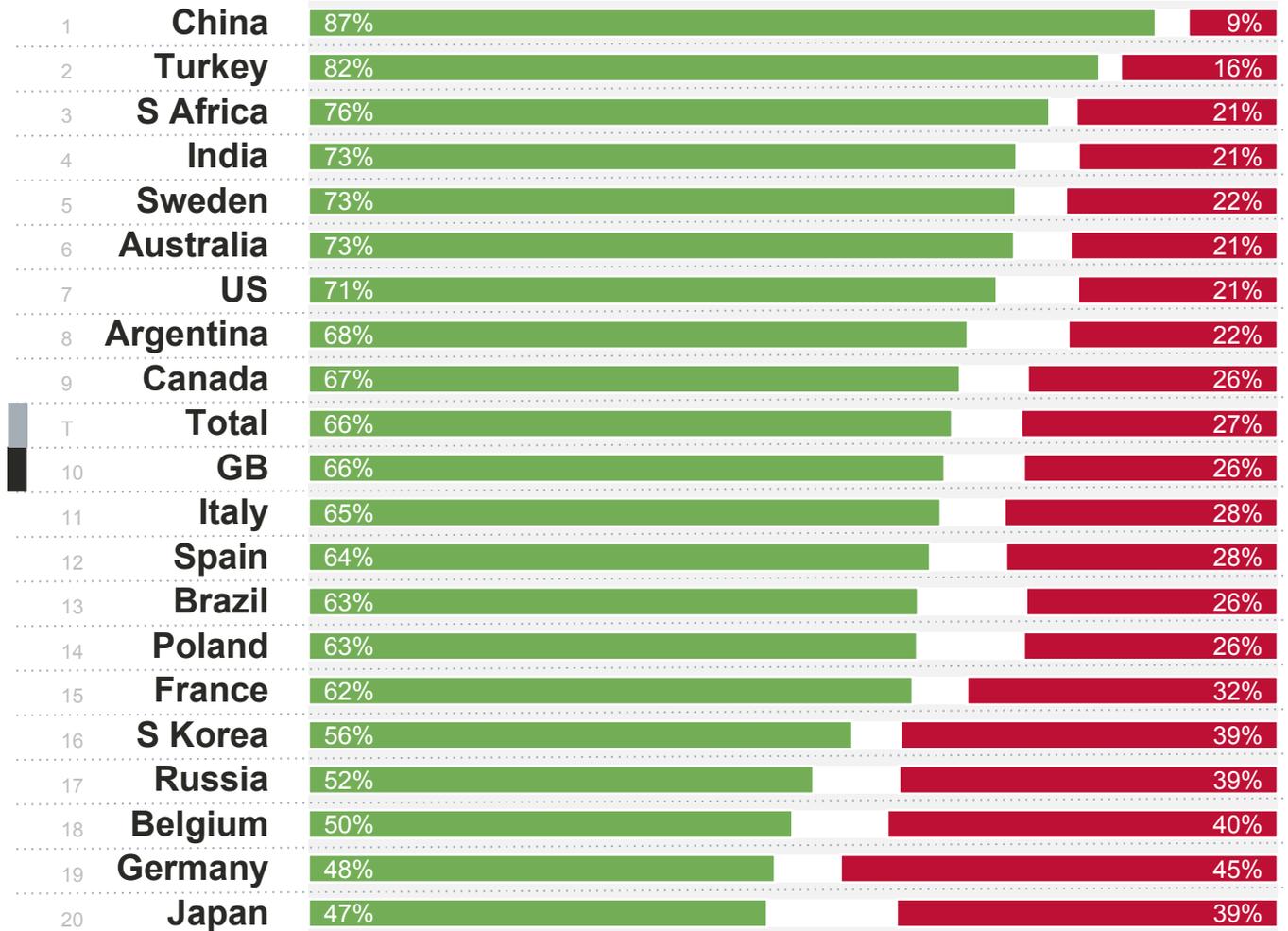
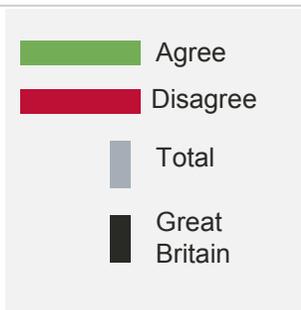
## The Global Trends Survey



To what extent do you agree or disagree...?

I am more likely to trust a new product if it's made by a brand I already know

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Brands – importance

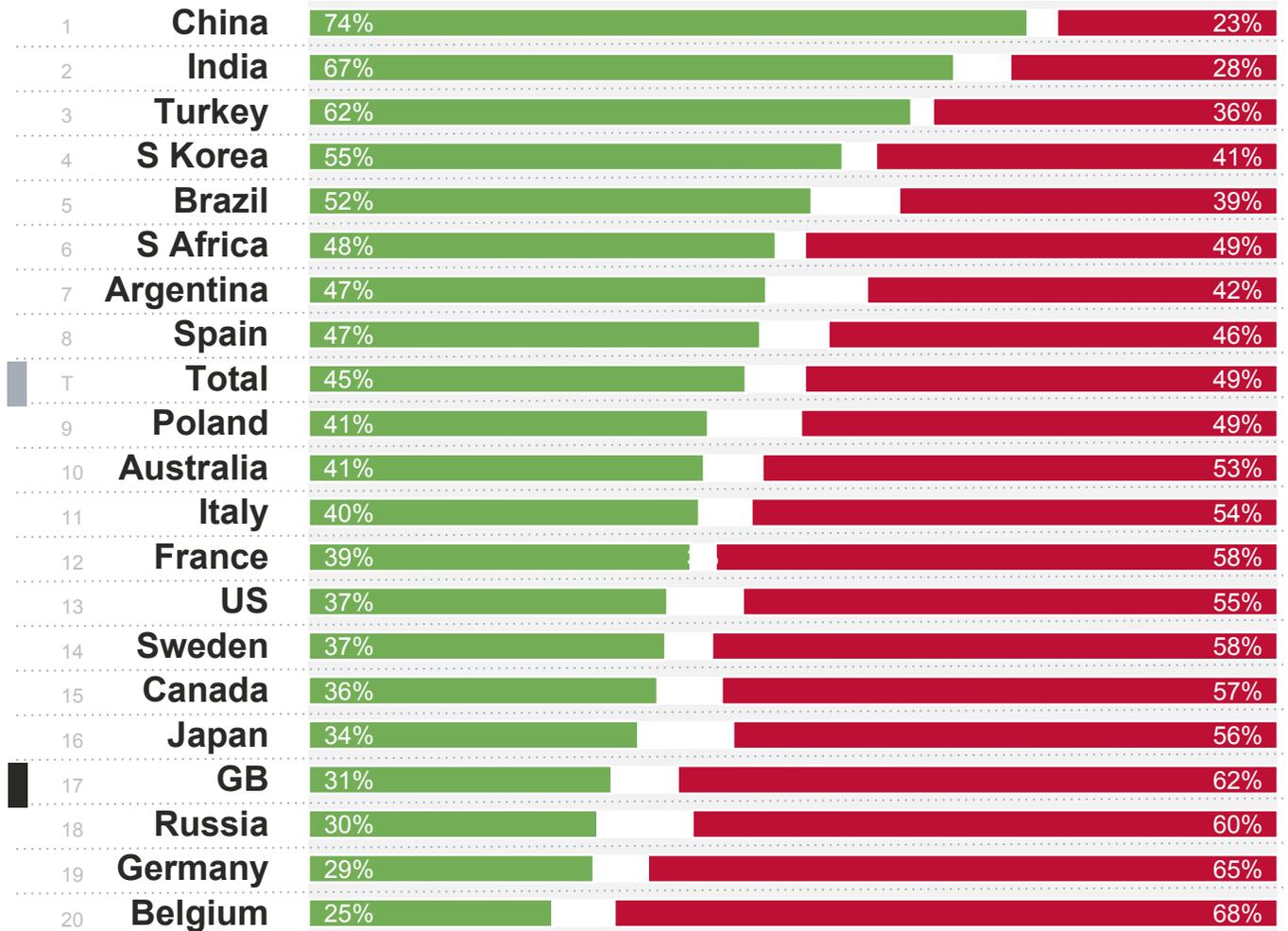
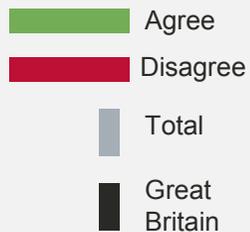
## The Global Trends Survey



To what extent do you agree or disagree...?

The brand of a product is very important to me when I make a purchase decision

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



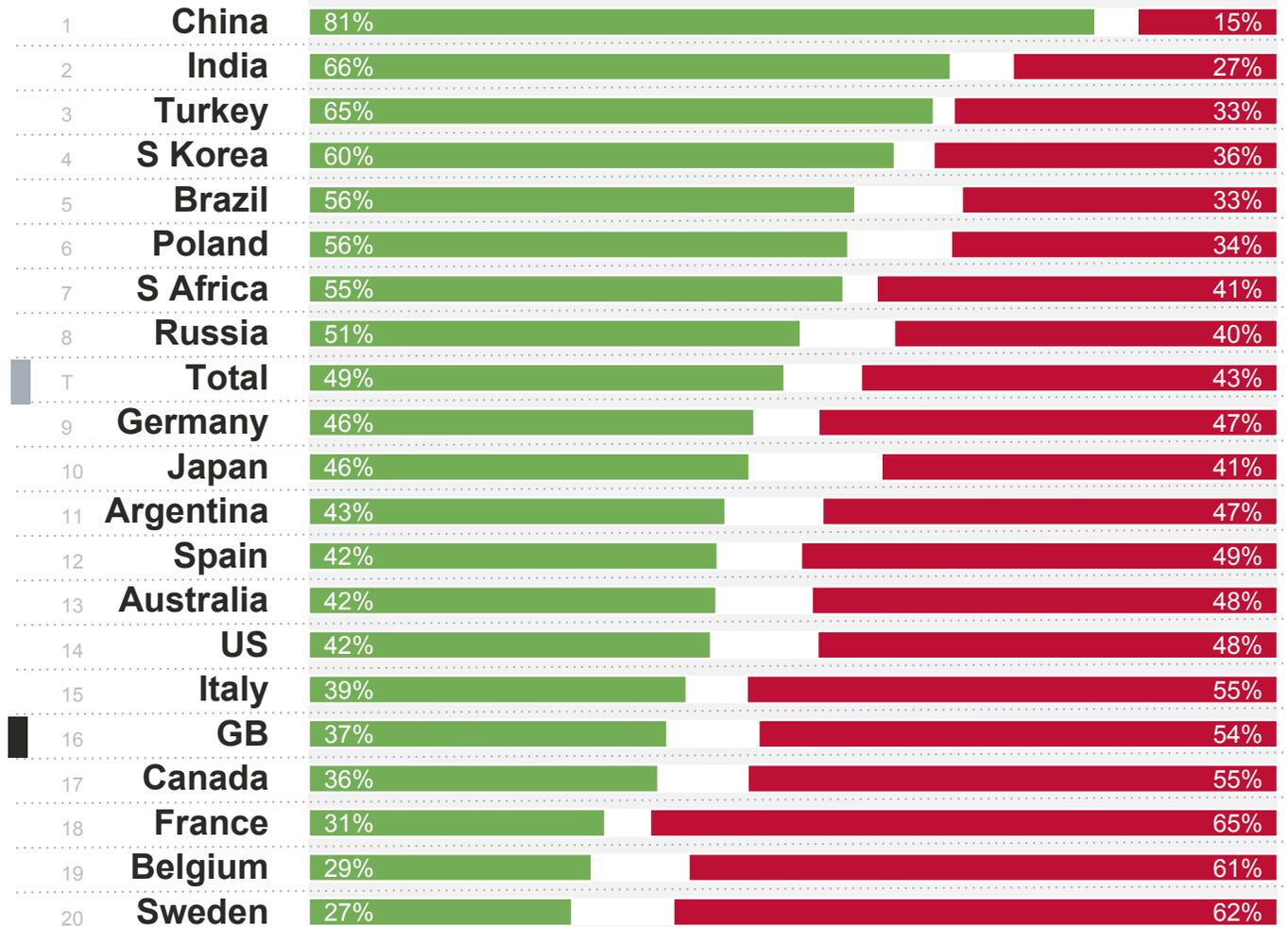
# Brands – products

## The Global Trends Survey

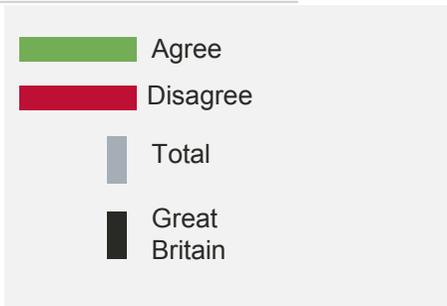


To what extent do you agree or disagree...?

Brands bring meaning to products



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



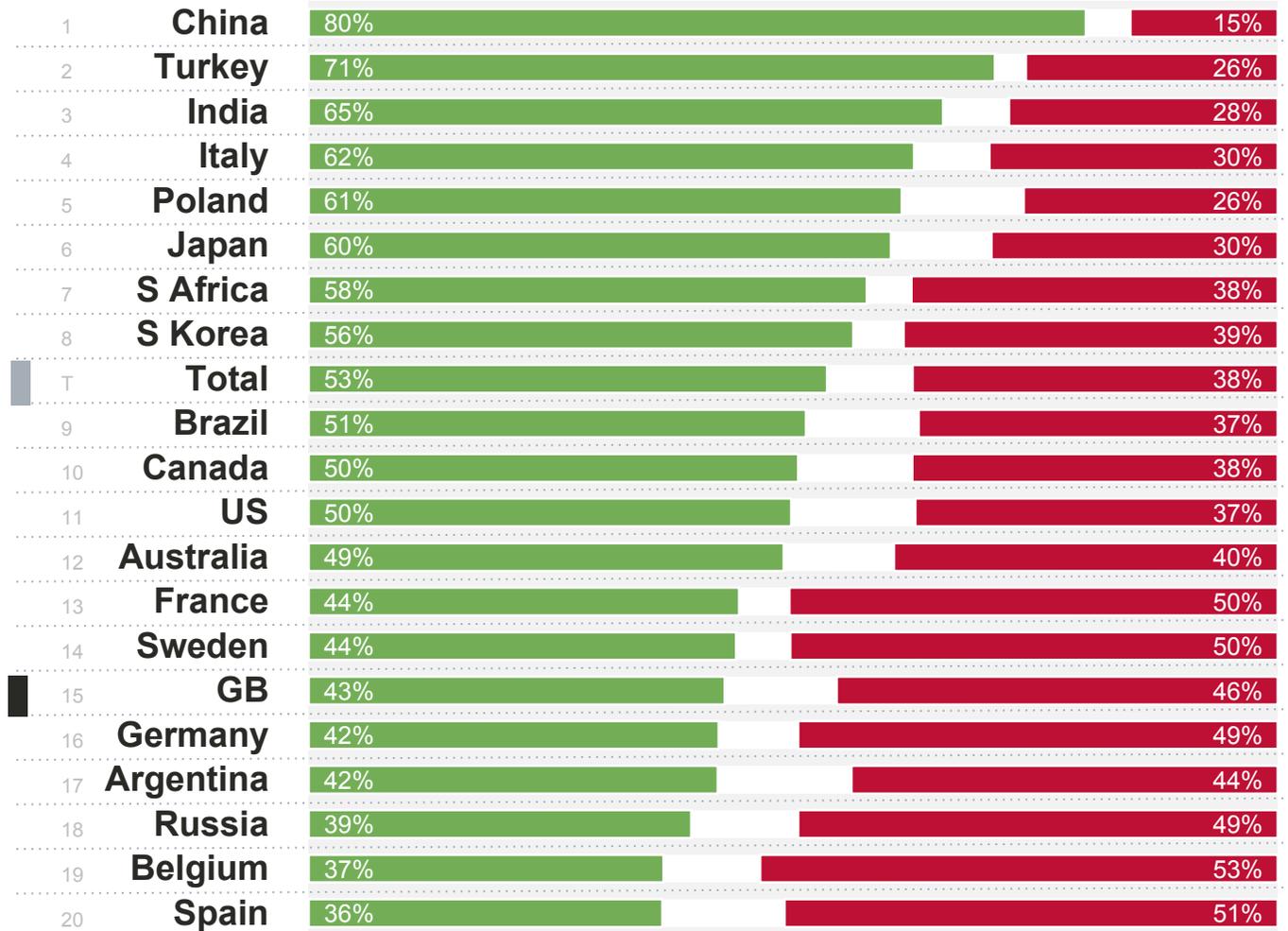
# Brands – personal values

## The Global Trends Survey

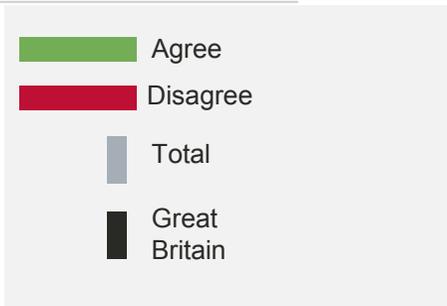


To what extent do you agree or disagree...?

I tend to buy brands that reflect my personal values



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



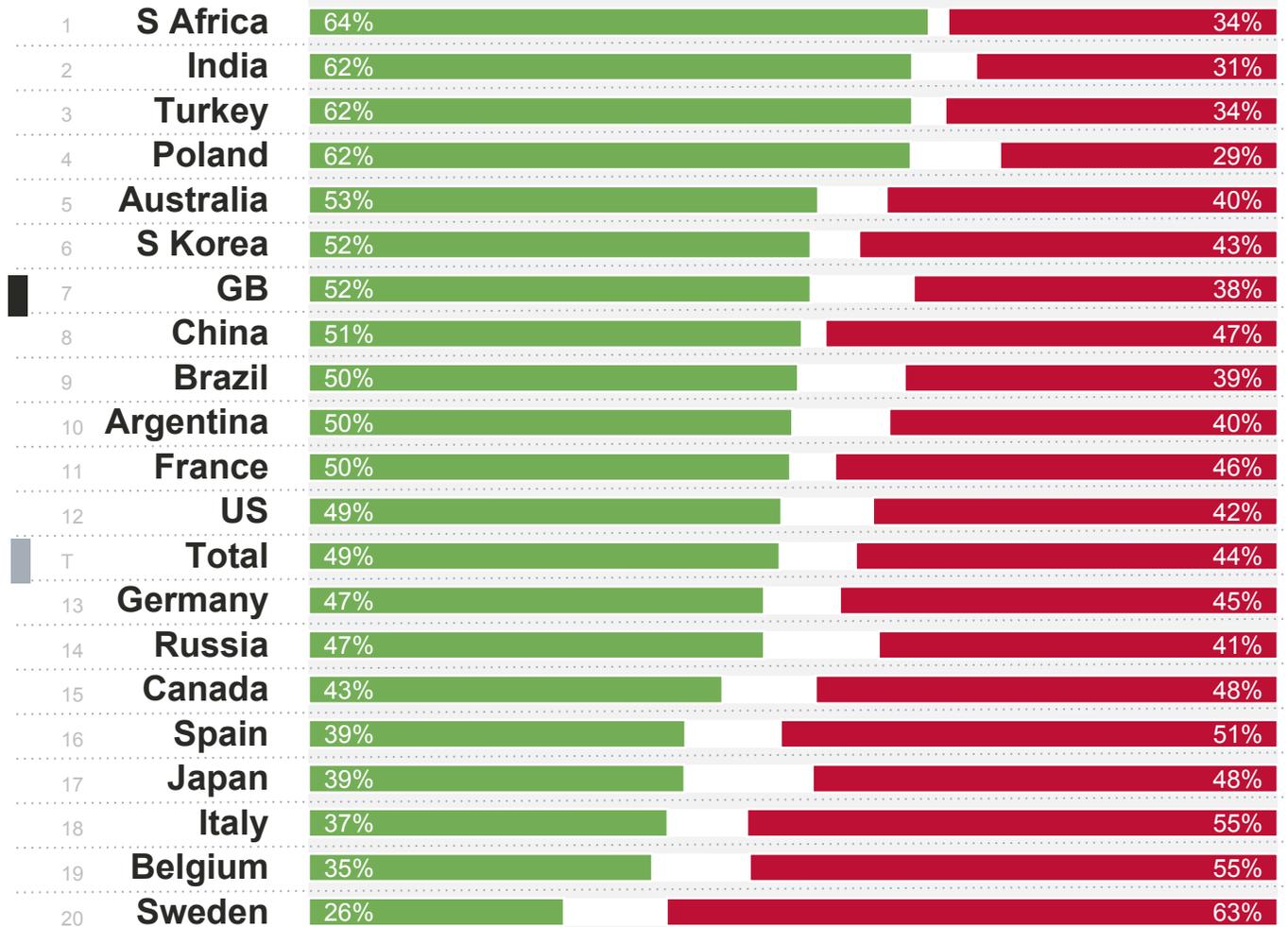
# Brands – for premium

## The Global Trends Survey



To what extent do you agree or disagree...?

I pay attention to the brand of a product only if I'm ready to spend a lot of money on it



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

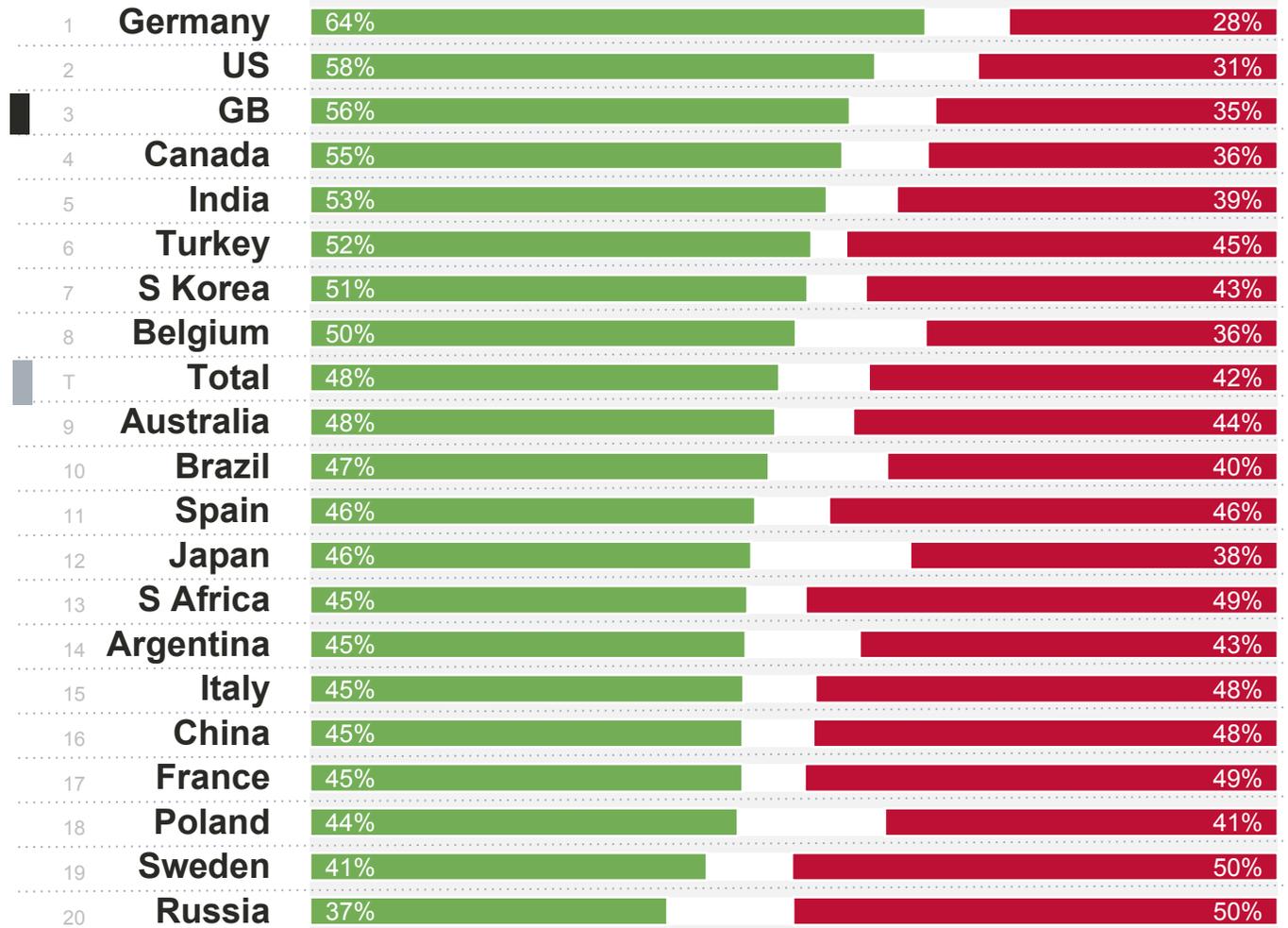


## The Global Trends Survey



To what extent do you agree or disagree...?

For the same types of product, private-label/store brands and manufacturer brands don't differ in quality



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



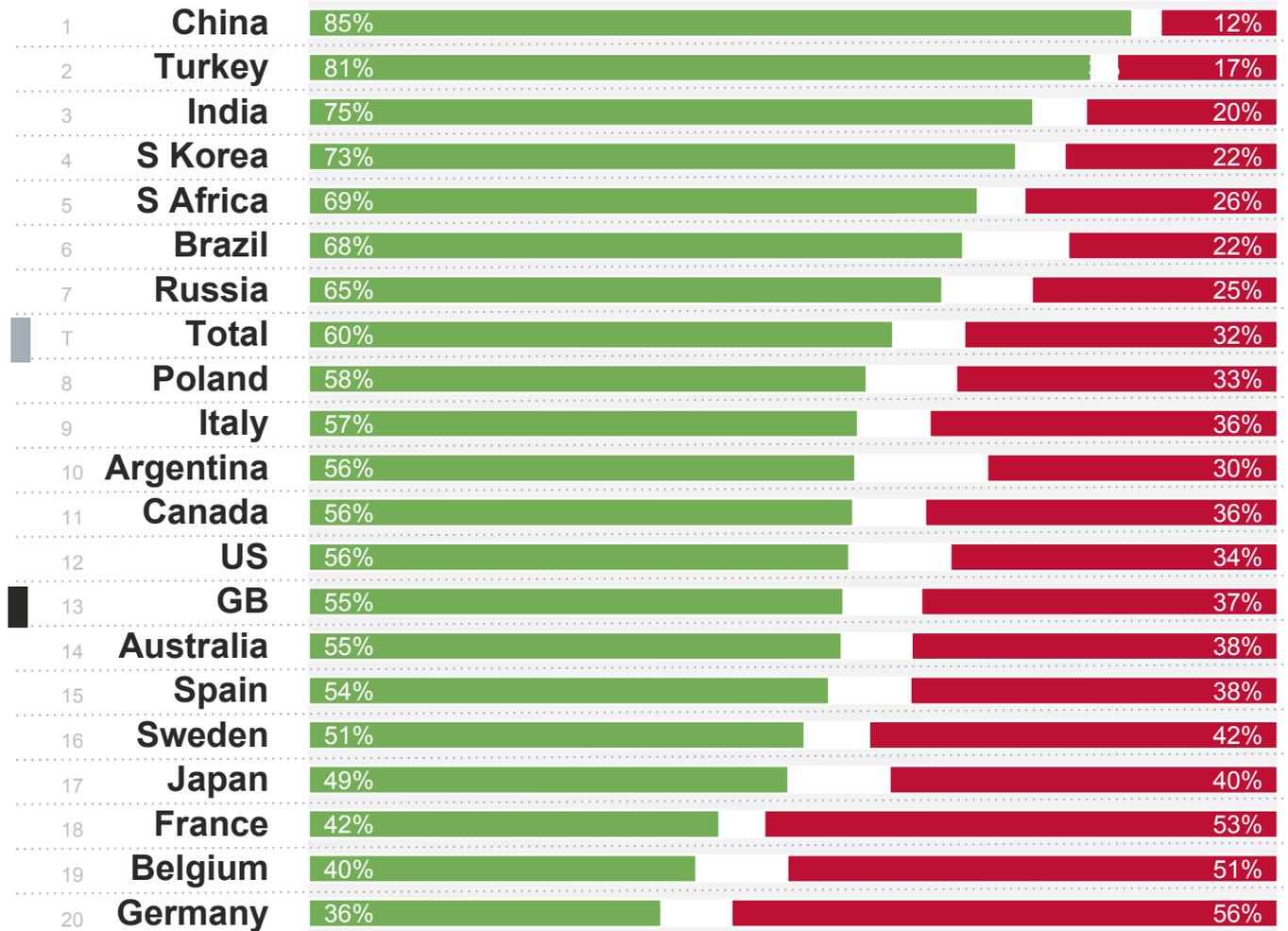
# Brands – validation

## The Global Trends Survey

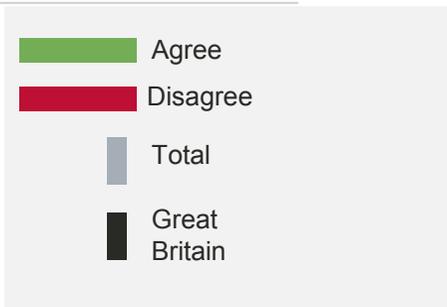


To what extent do you agree or disagree...?

If it's a brand I don't know very well, I'll look up their website before I purchase



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



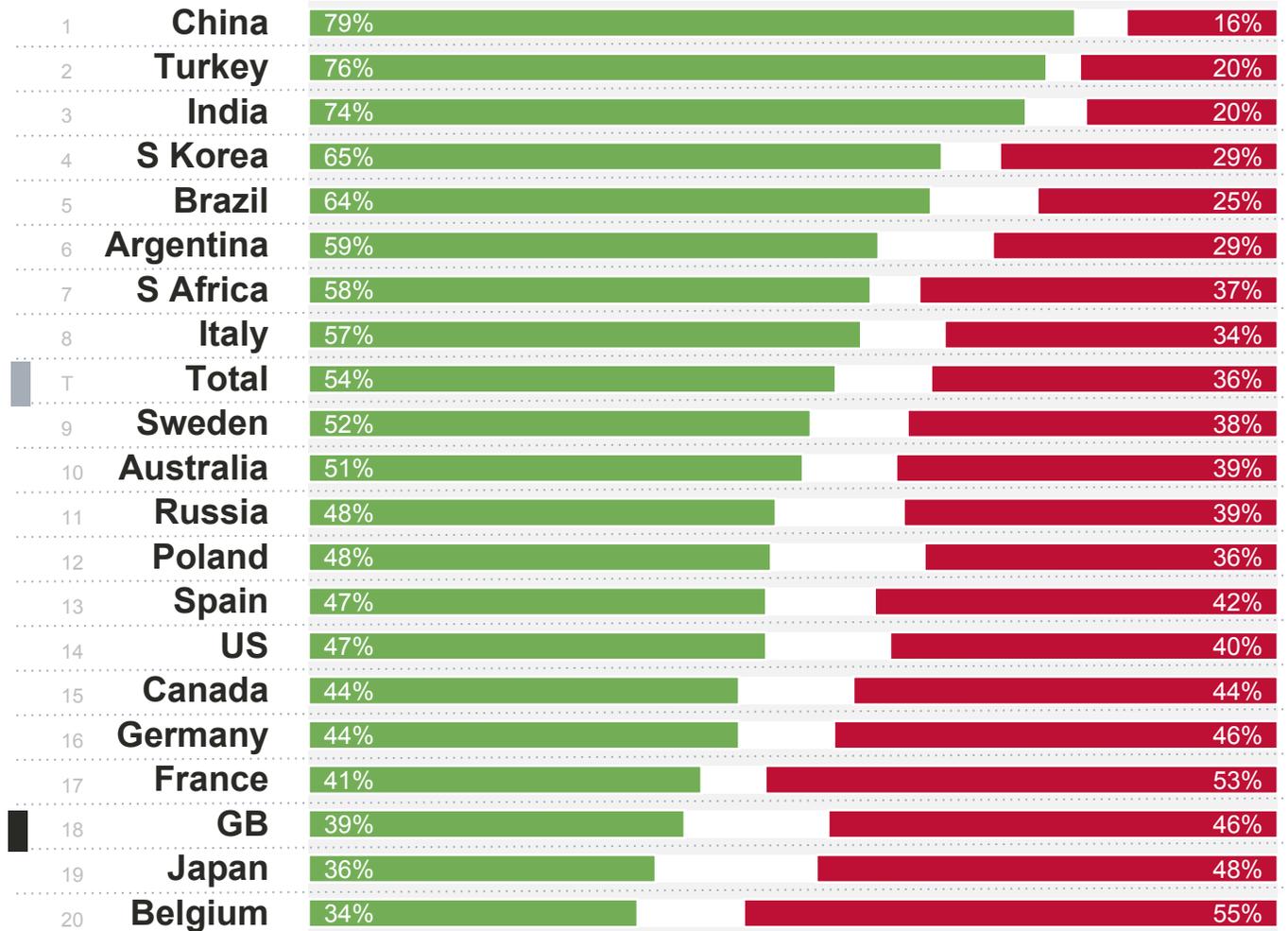
# Brands – CSR as priority

## The Global Trends Survey



To what extent do you agree or disagree...?

I try to buy products from brands that act responsibly, even if it means spending more



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



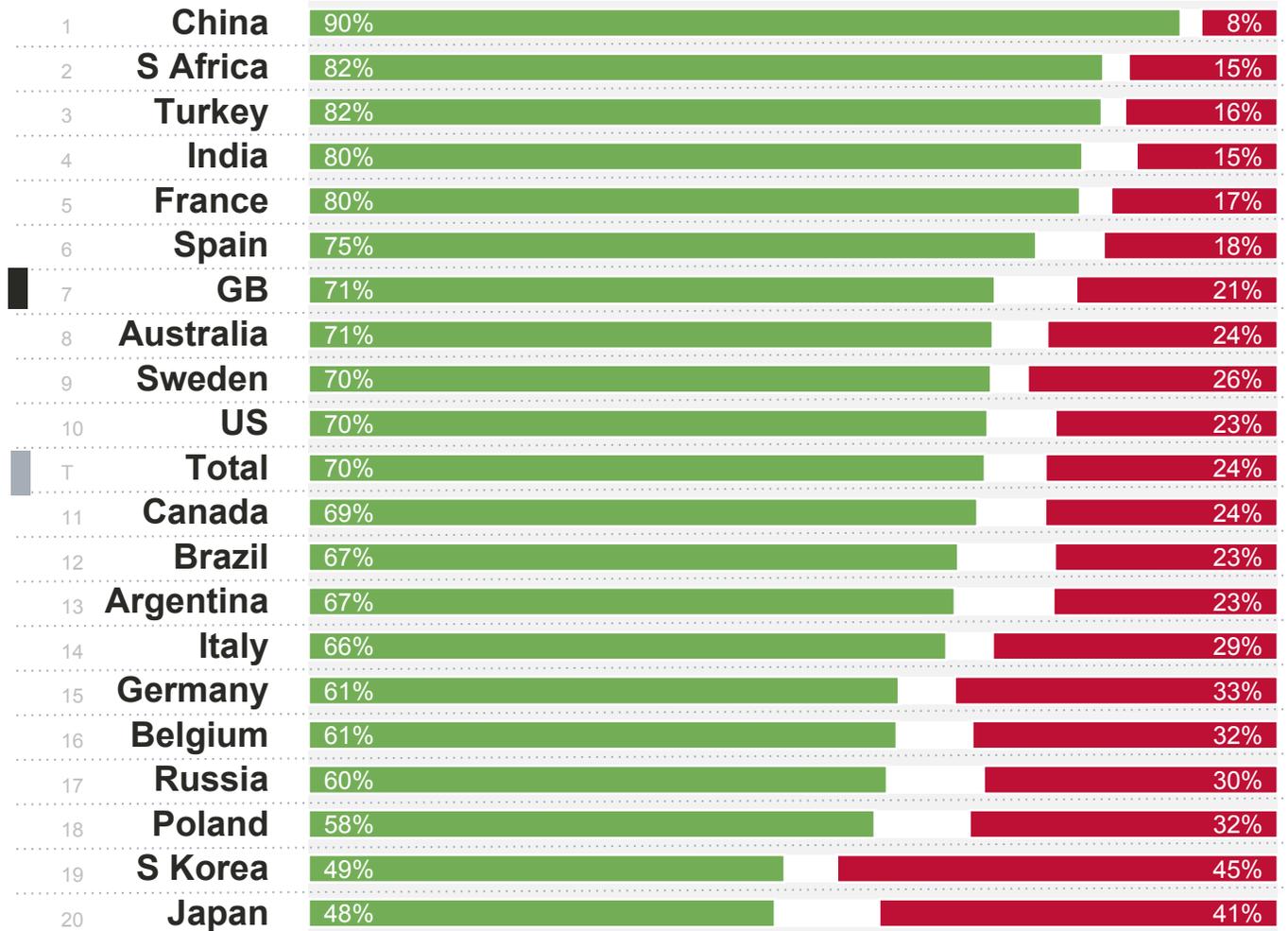
# Quality as priority

## The Global Trends Survey



To what extent do you agree or disagree...?

I always buy the best quality I can afford



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



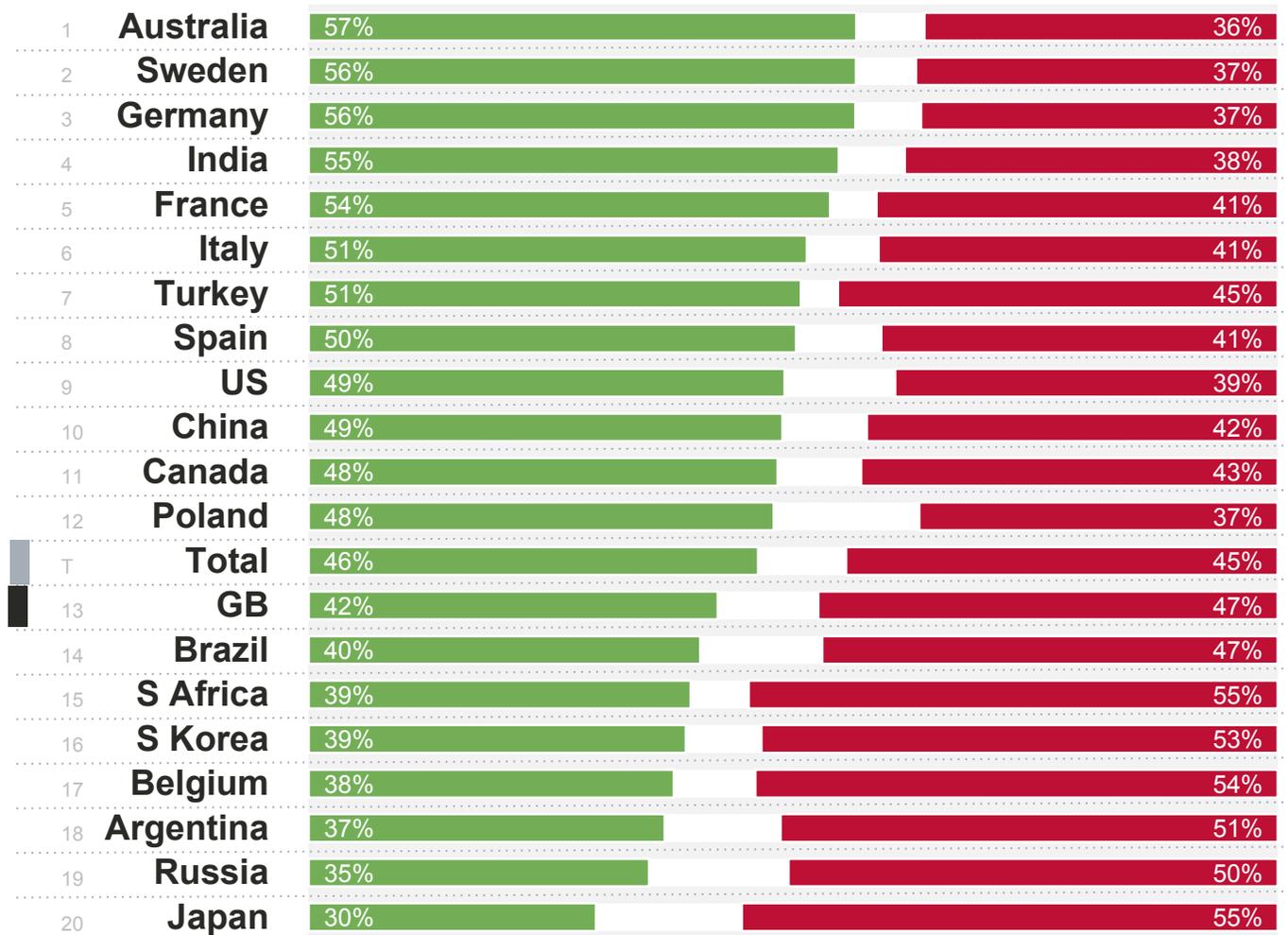
# Local produce

## The Global Trends Survey

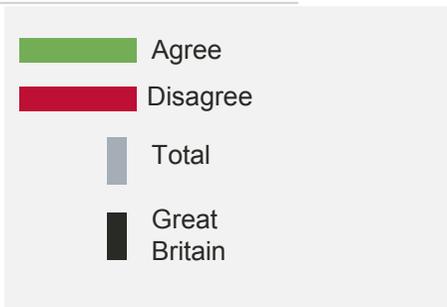


To what extent do you agree or disagree...?

I am generally willing to spend extra for a product that is produced locally



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



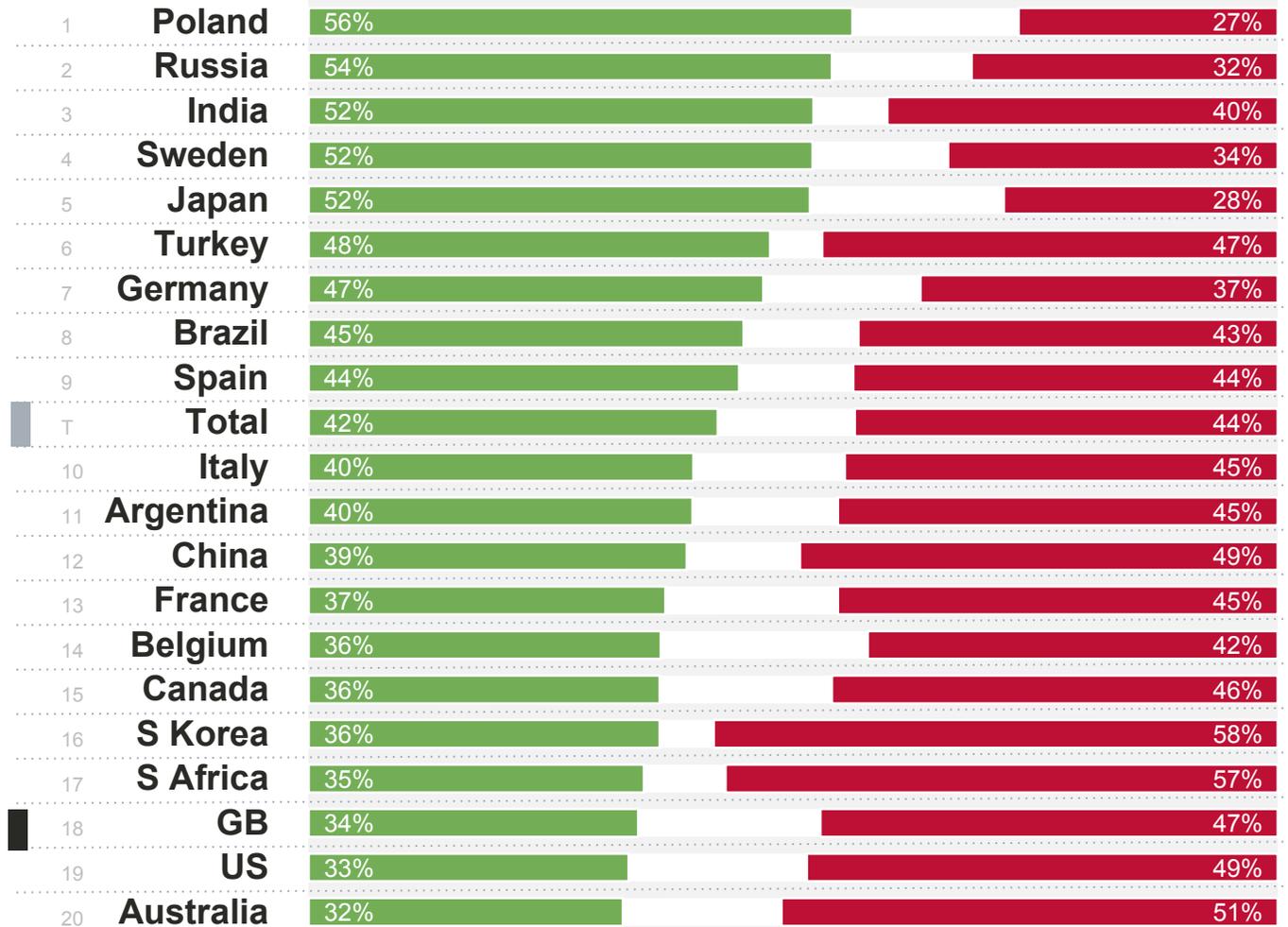
# Brands – consumer input

## The Global Trends Survey



To what extent do you agree or disagree...?

I am not willing to give most brands any of my time to help them



### Key

- Agree
- Disagree
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Brands – consumer input (2)

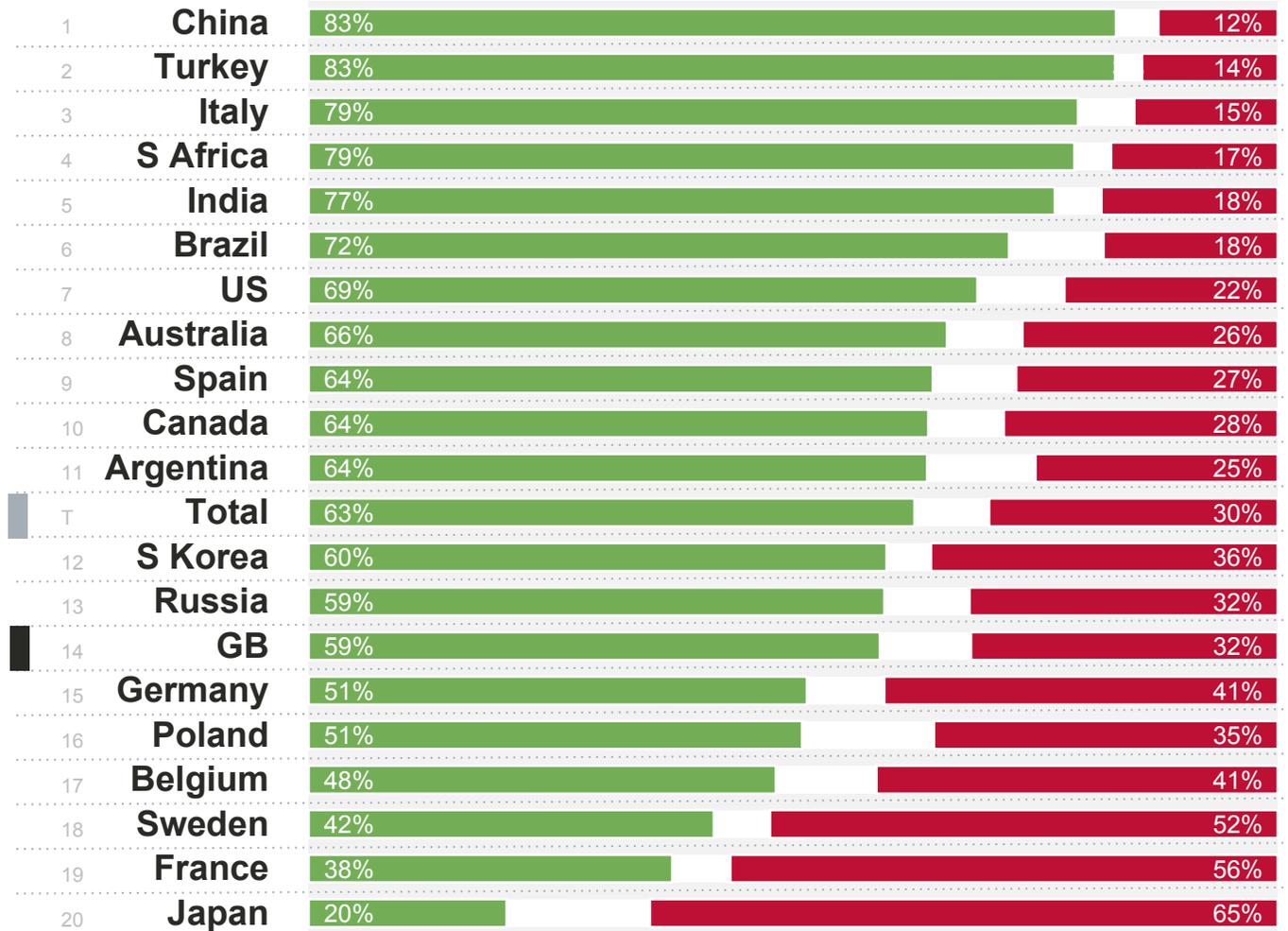
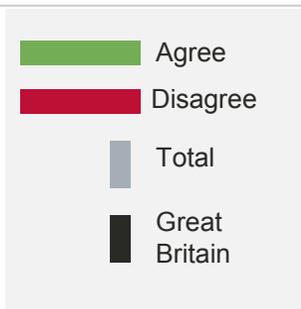
## The Global Trends Survey



To what extent do you agree or disagree...?

If I really like a brand I use, I am happy to spend time giving my views on it

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



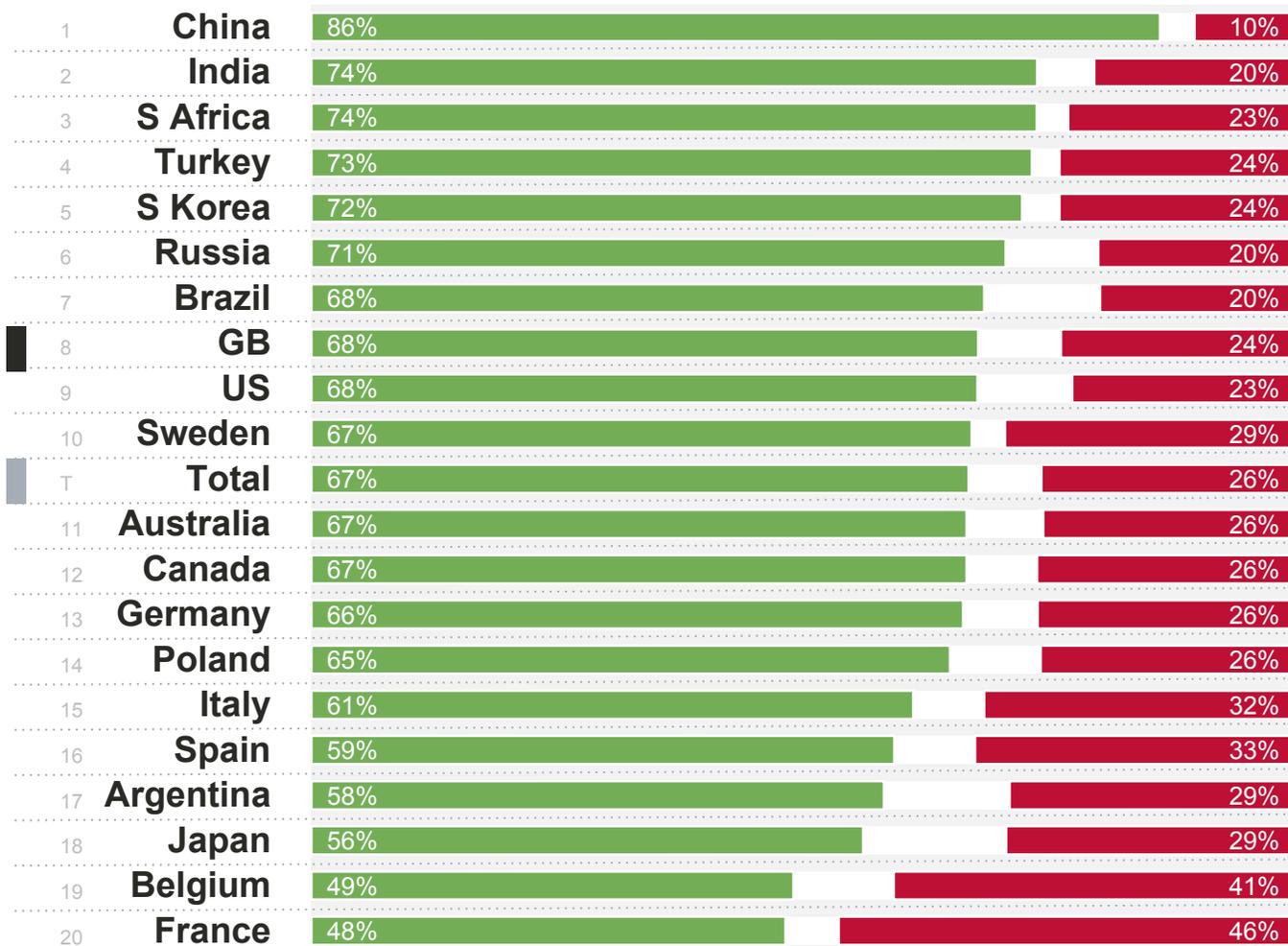
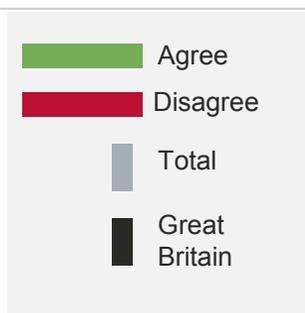
## The Global Trends Survey



To what extent do you agree or disagree...?

What I read about other people's good or bad experiences influences the companies or brands I choose

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

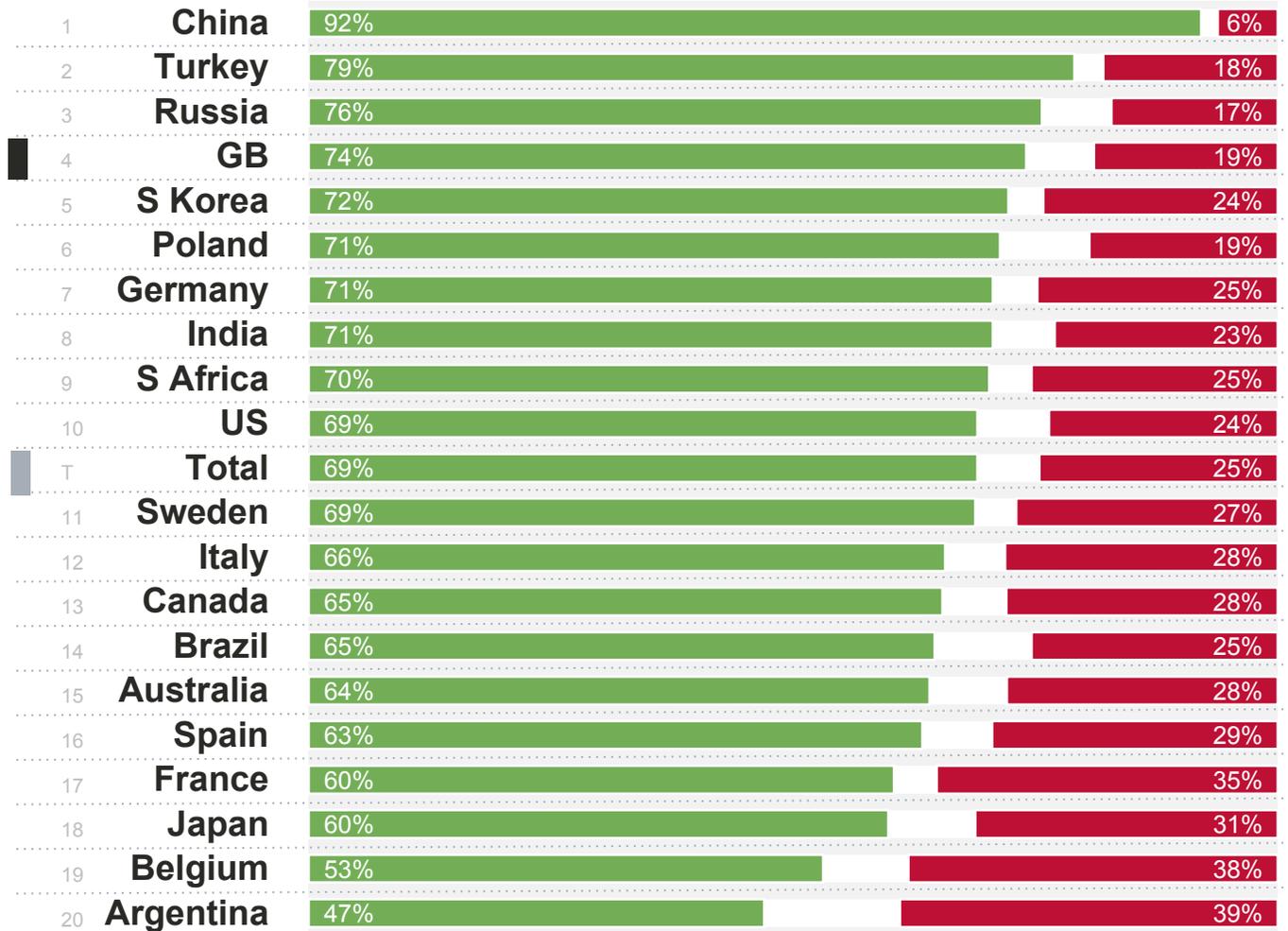


## The Global Trends Survey

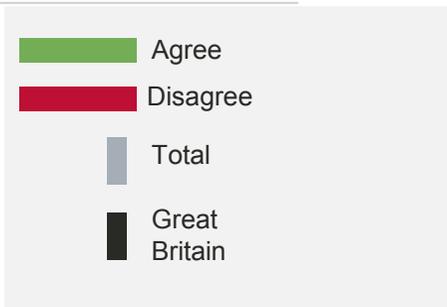


To what extent do you agree or disagree...?

If I don't feel confident making a purchase decision I will look at online reviews



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



ADVERTISING

## The Global Trends Survey

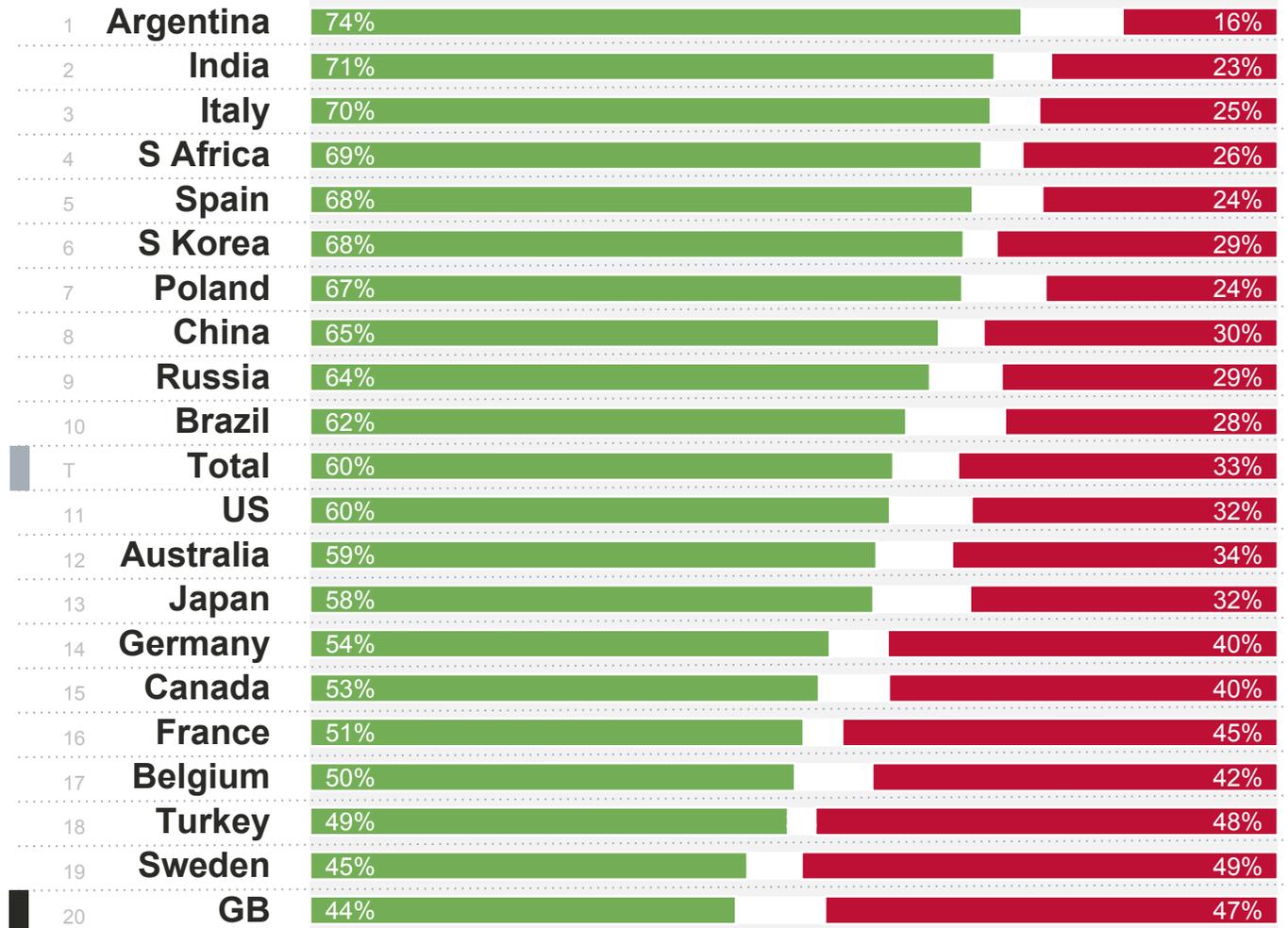


To what extent do you agree or disagree...?

I tend to find out about new products through advertising

### Key

- Agree
- Disagree
- Total
- Great Britain



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Advertising – consumer behaviour

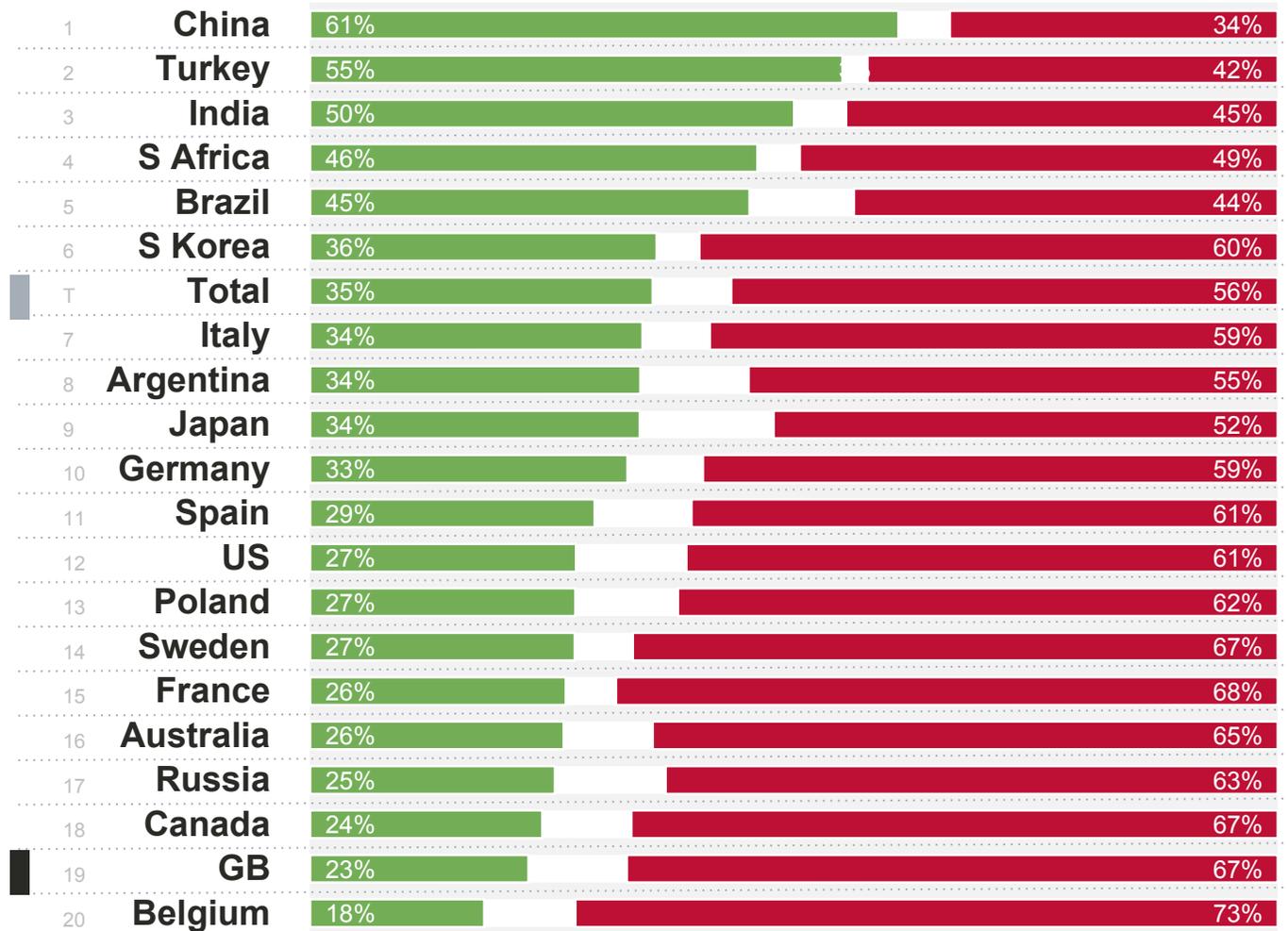
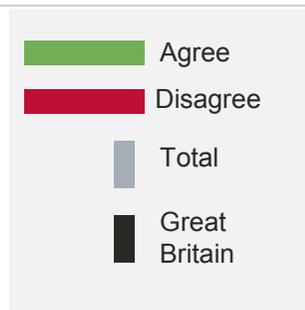
## The Global Trends Survey



To what extent do you agree or disagree...?

I am more likely to buy products from brands that have great advertising

### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

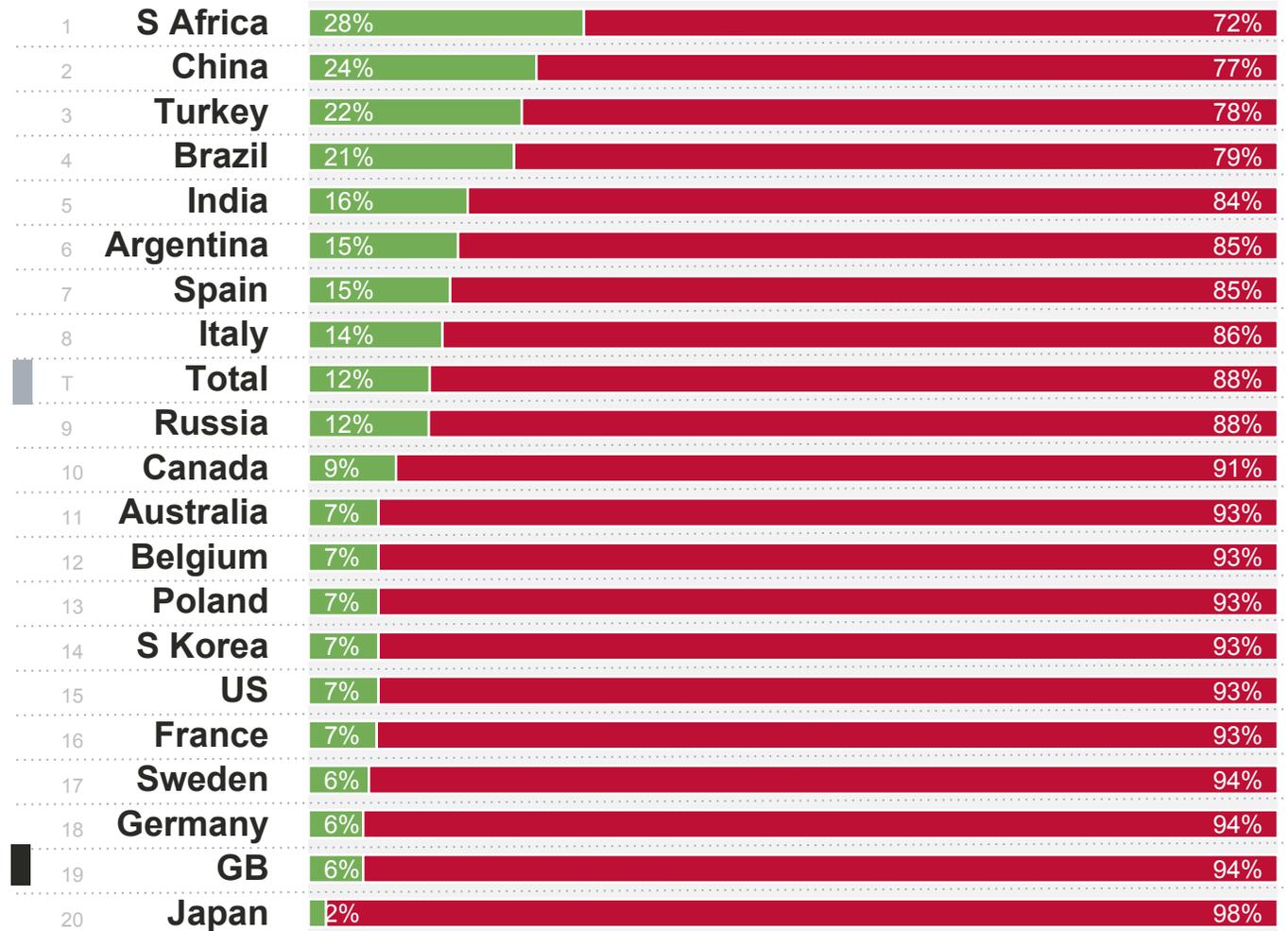


## The Global Trends Survey

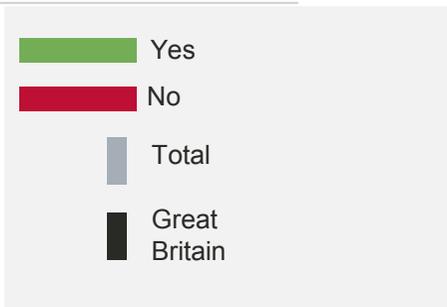


Which of the following things, if any, have you personally done in the last year?

Sent an advertisement I really like to a friend or colleague



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



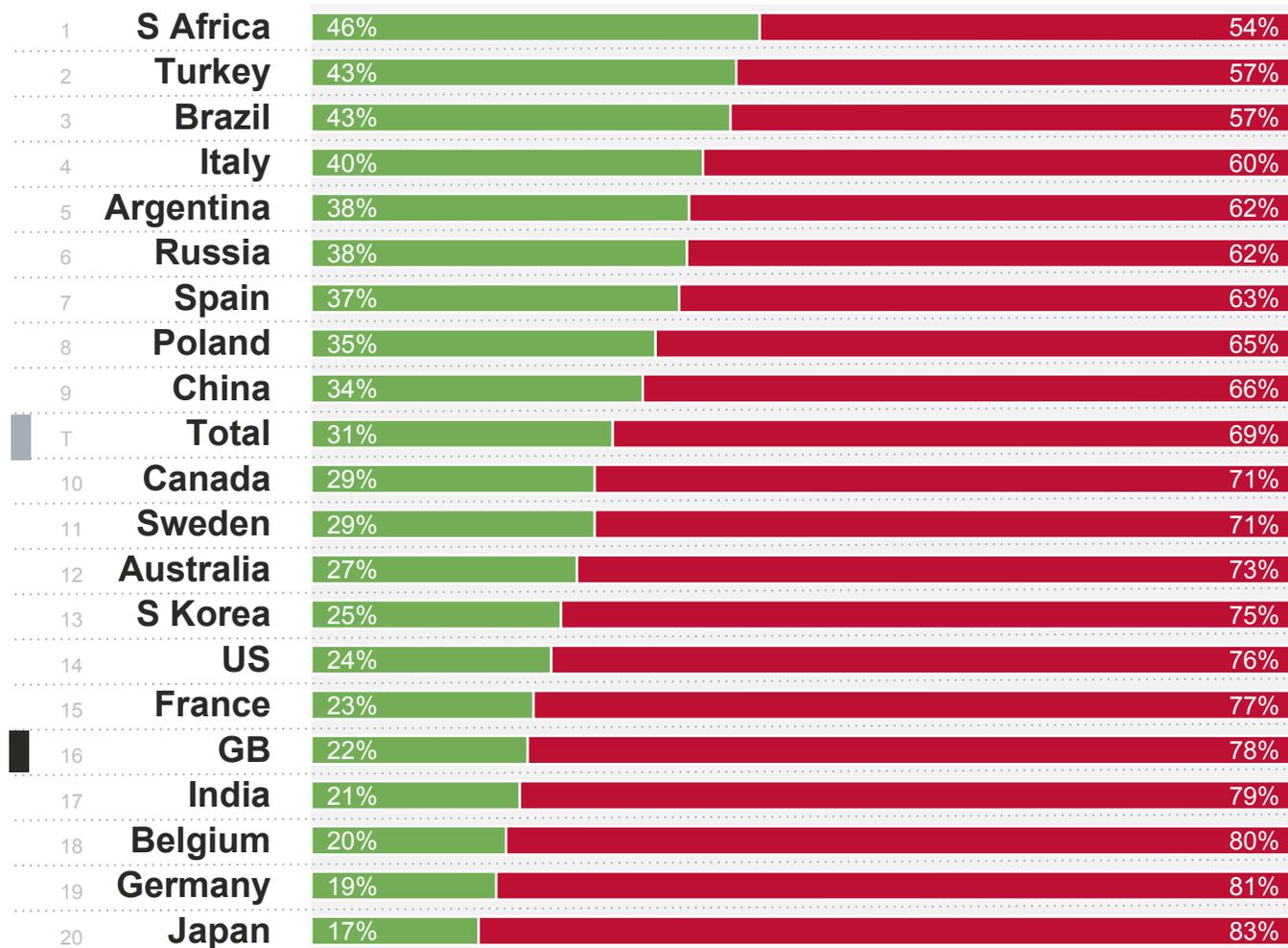
# Advertising – motivator

## The Global Trends Survey

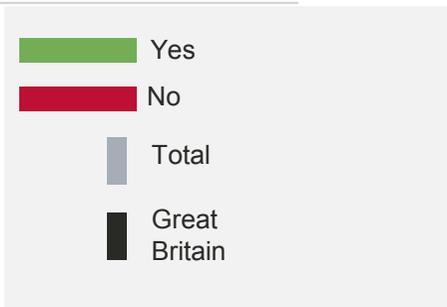


Which of the following things, if any, have you personally done in the last year?

Been to a company or brand's website after I have seen its advertising



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



Ipsos MORI



# CONSUMER ACTIVISM

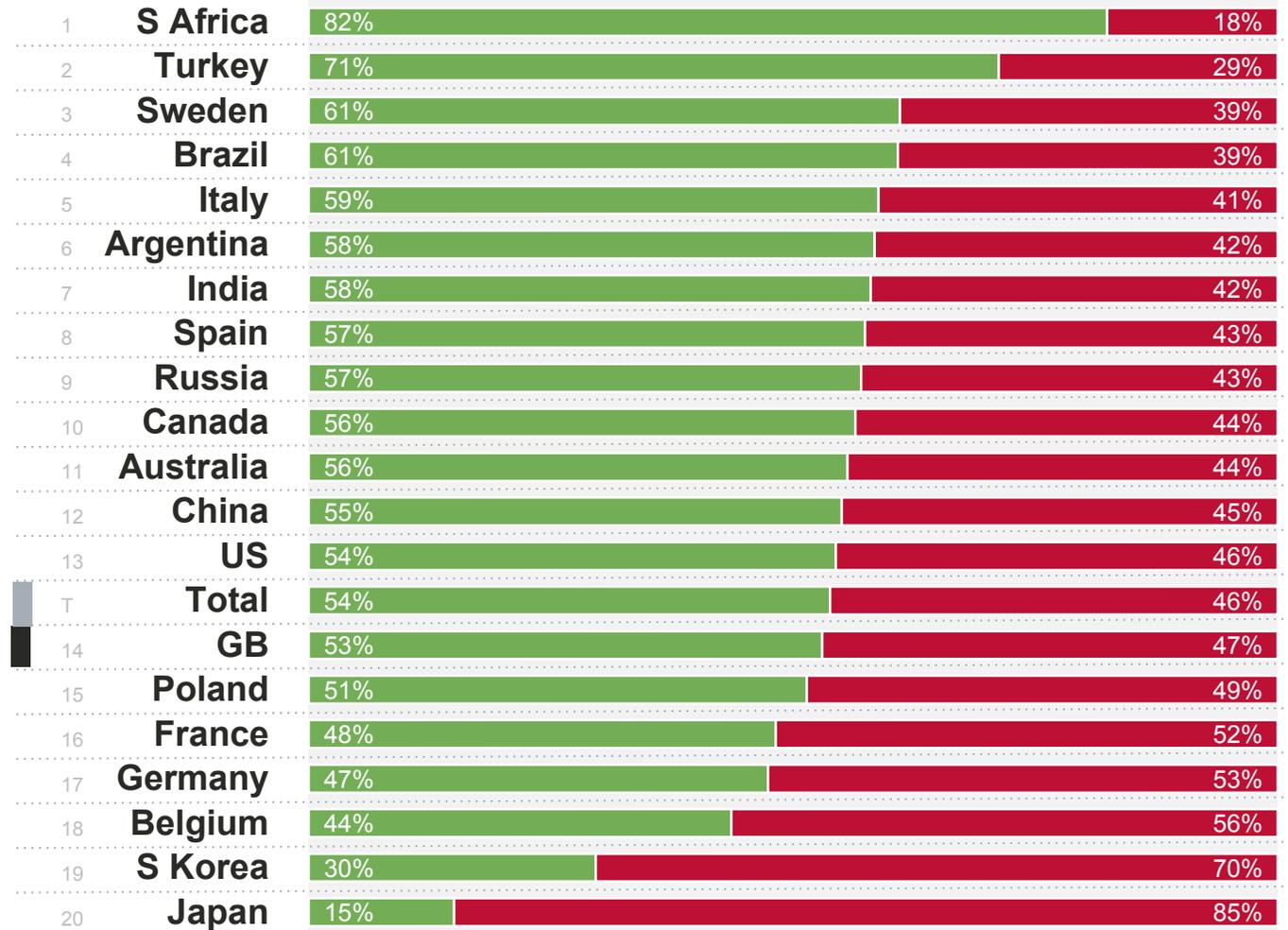
# Consumer – recommendations

## The Global Trends Survey

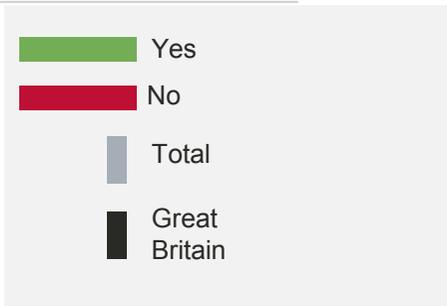


Which of the following things, if any, have you personally done in the last year?

Recommended a product, service or company to someone



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



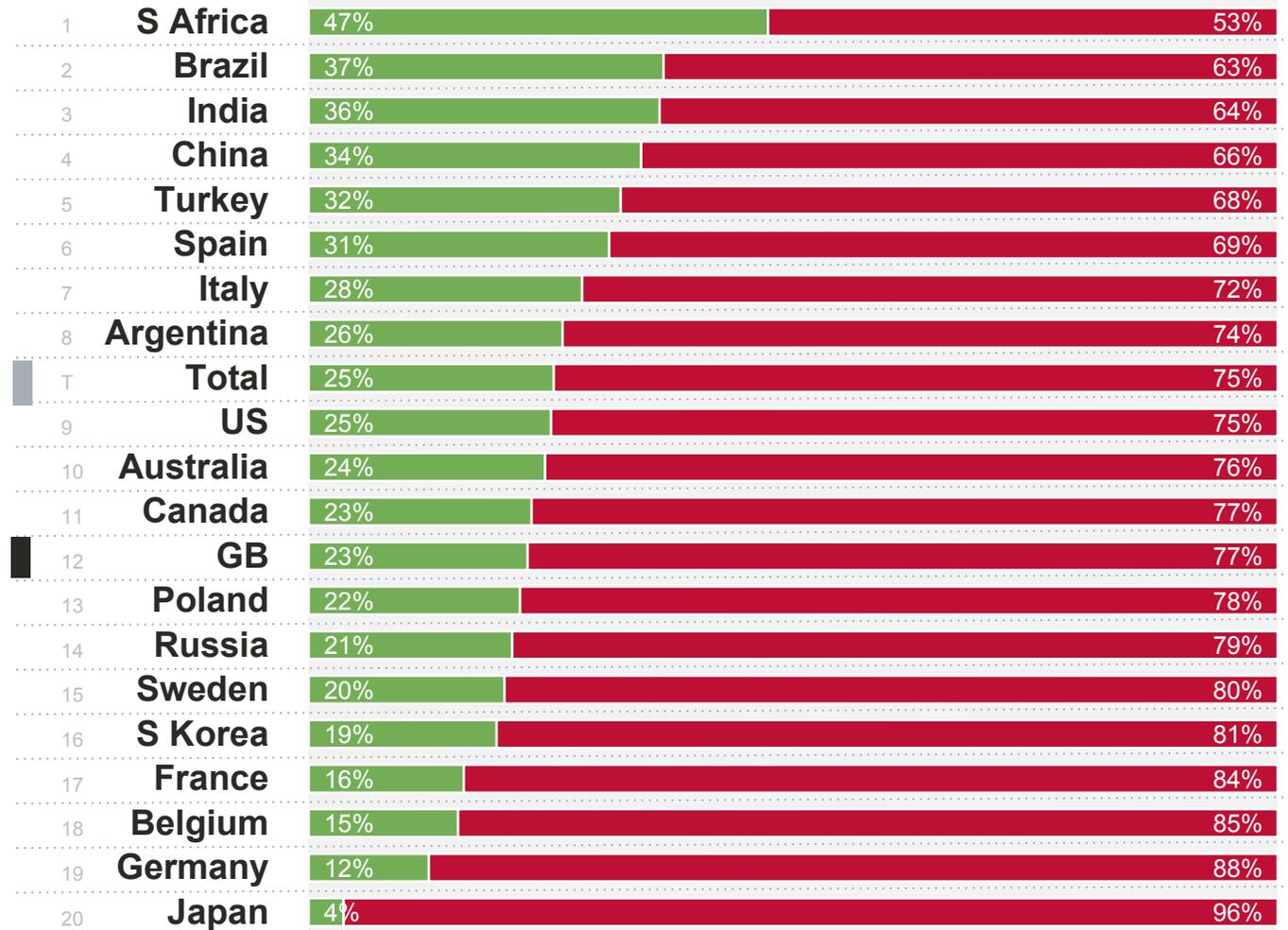
# Consumer – online views

## The Global Trends Survey

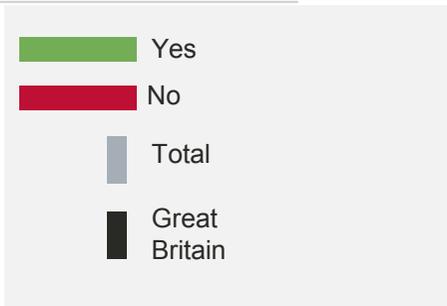


Which of the following things, if any, have you personally done in the last year?

Shared your views about a company or brand via media/blogs/social media



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



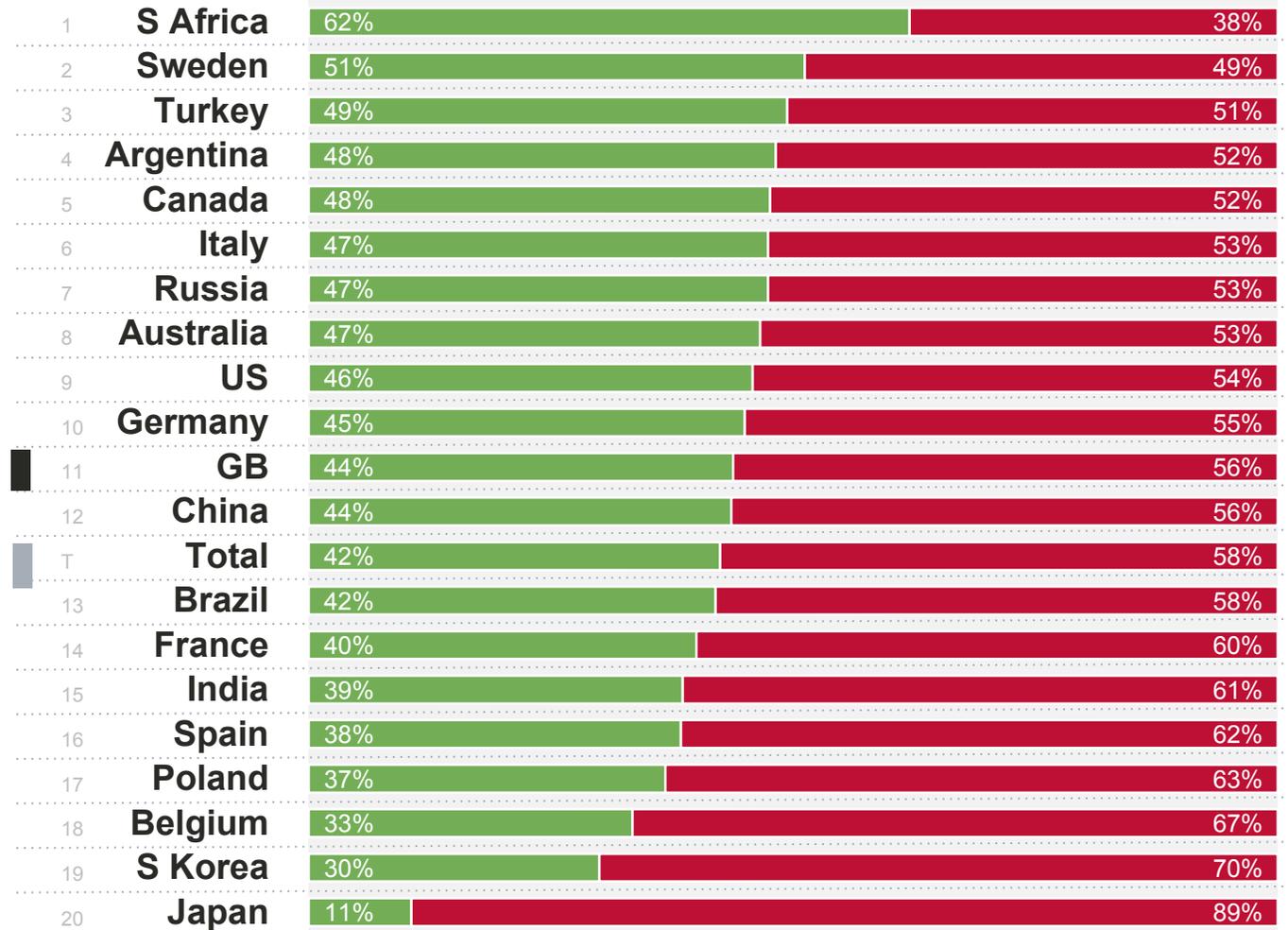
# Consumer – brand repeat

## The Global Trends Survey

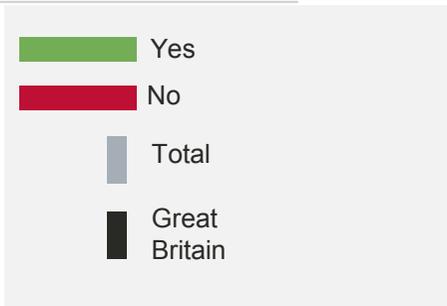


Which of the following things, if any, have you personally done in the last year?

Chosen a product or service from a company or brand because of good experiences I have had with them



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



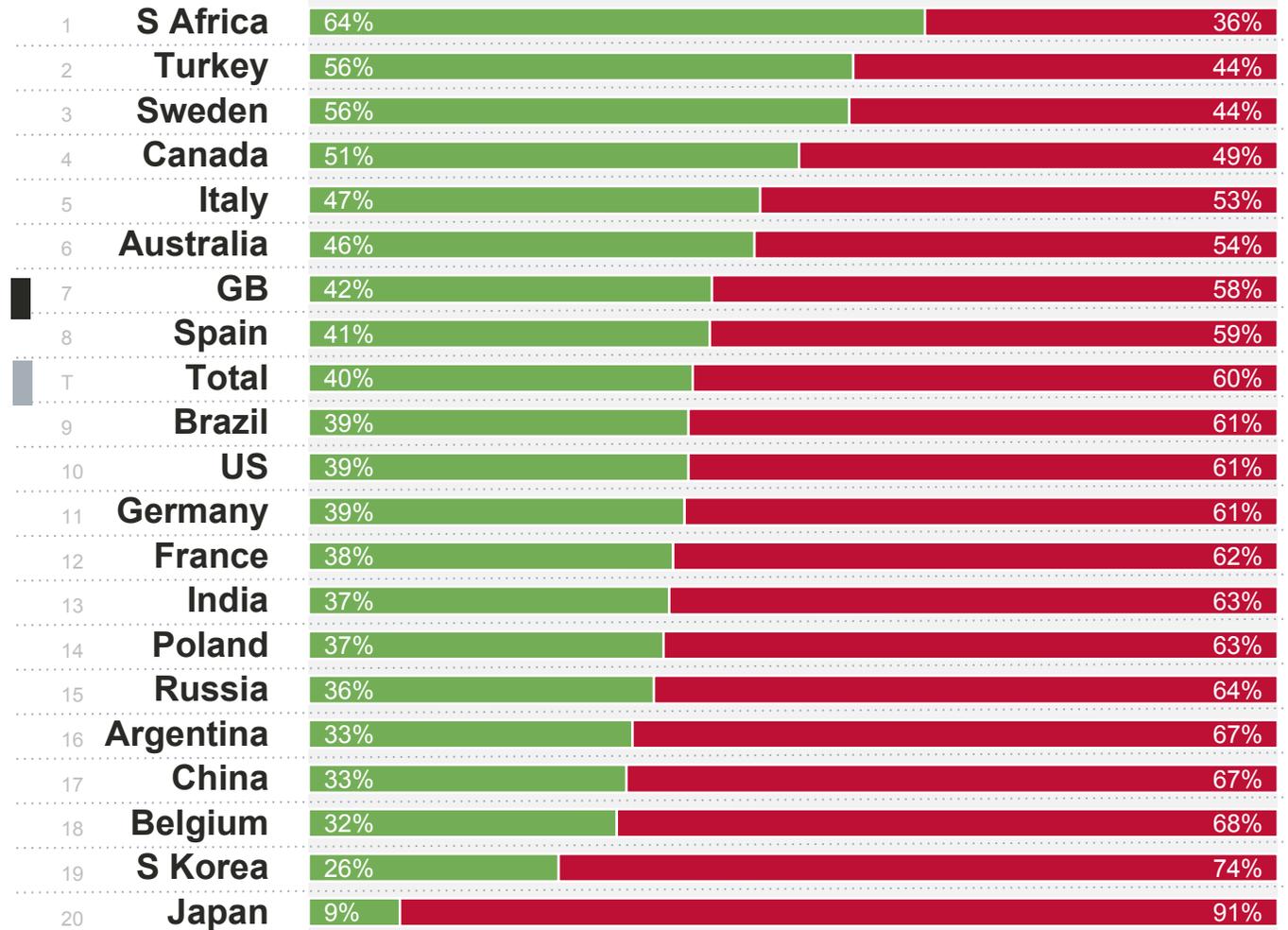
# Consumer – brand avoidance

## The Global Trends Survey

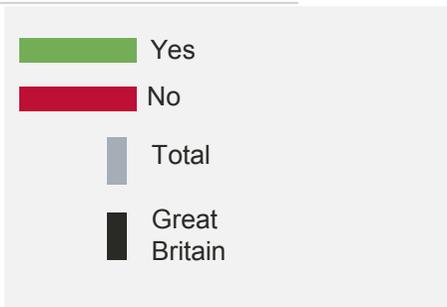


Which of the following things, if any, have you personally done in the last year?

Avoided a company or brand because of a bad experience I have had



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



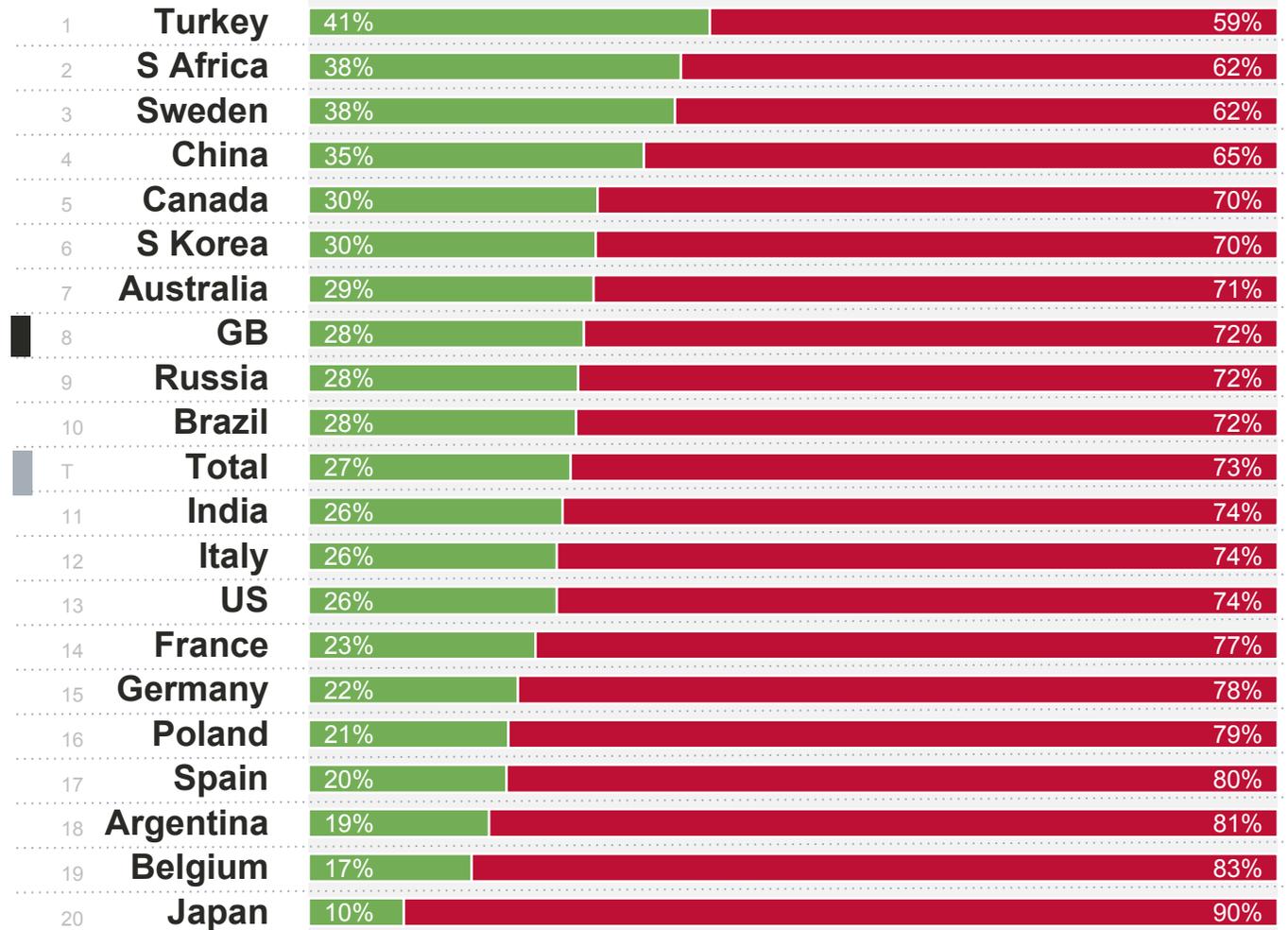
# Consumer – brand avoidance (2)

## The Global Trends Survey

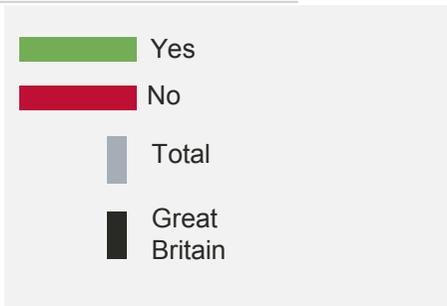


Which of the following things, if any, have you personally done in the last year?

Avoided a company or brand because I heard or read about someone else's bad experiences



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



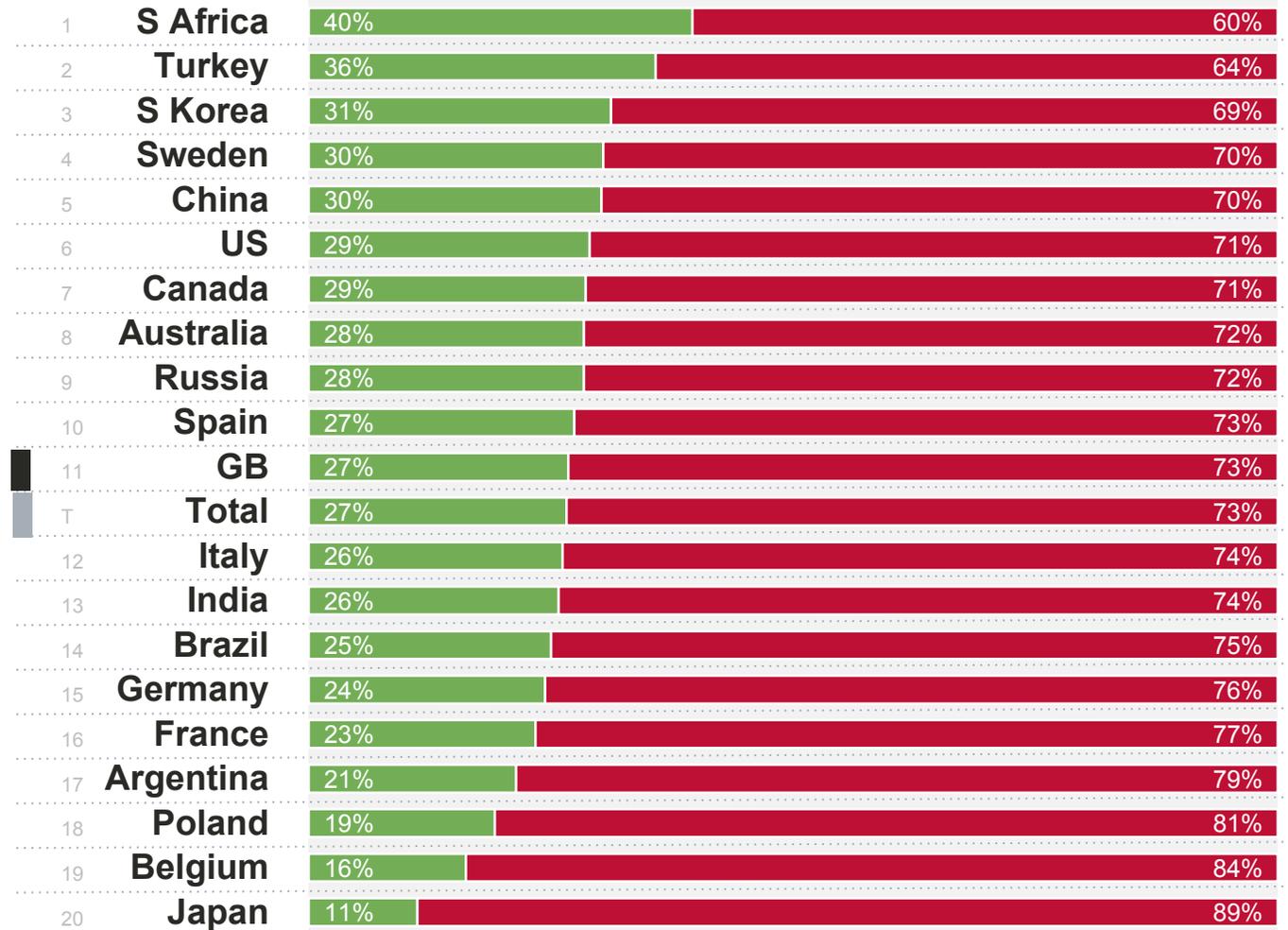
# Consumer – brand recommendations

## The Global Trends Survey



Which of the following things, if any, have you personally done in the last year?

Chosen a product or service from a company or brand because I heard or read about someone else's good experiences



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

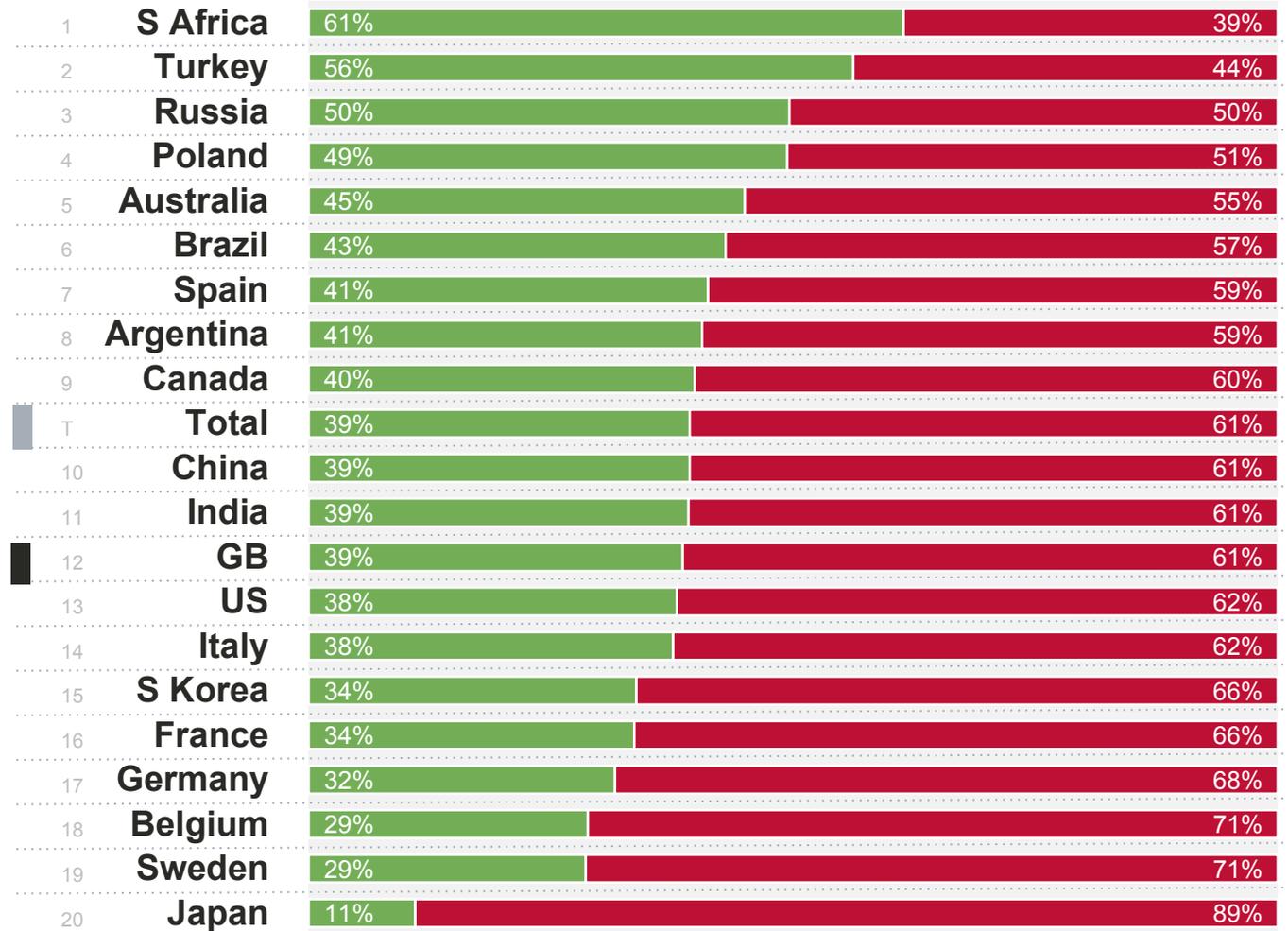


## The Global Trends Survey

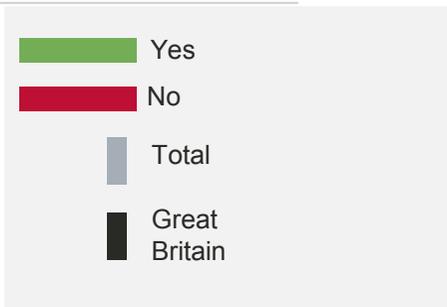


Which of the following things, if any, have you personally done in the last year?

Been asked for advice by family or friends about what to buy



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



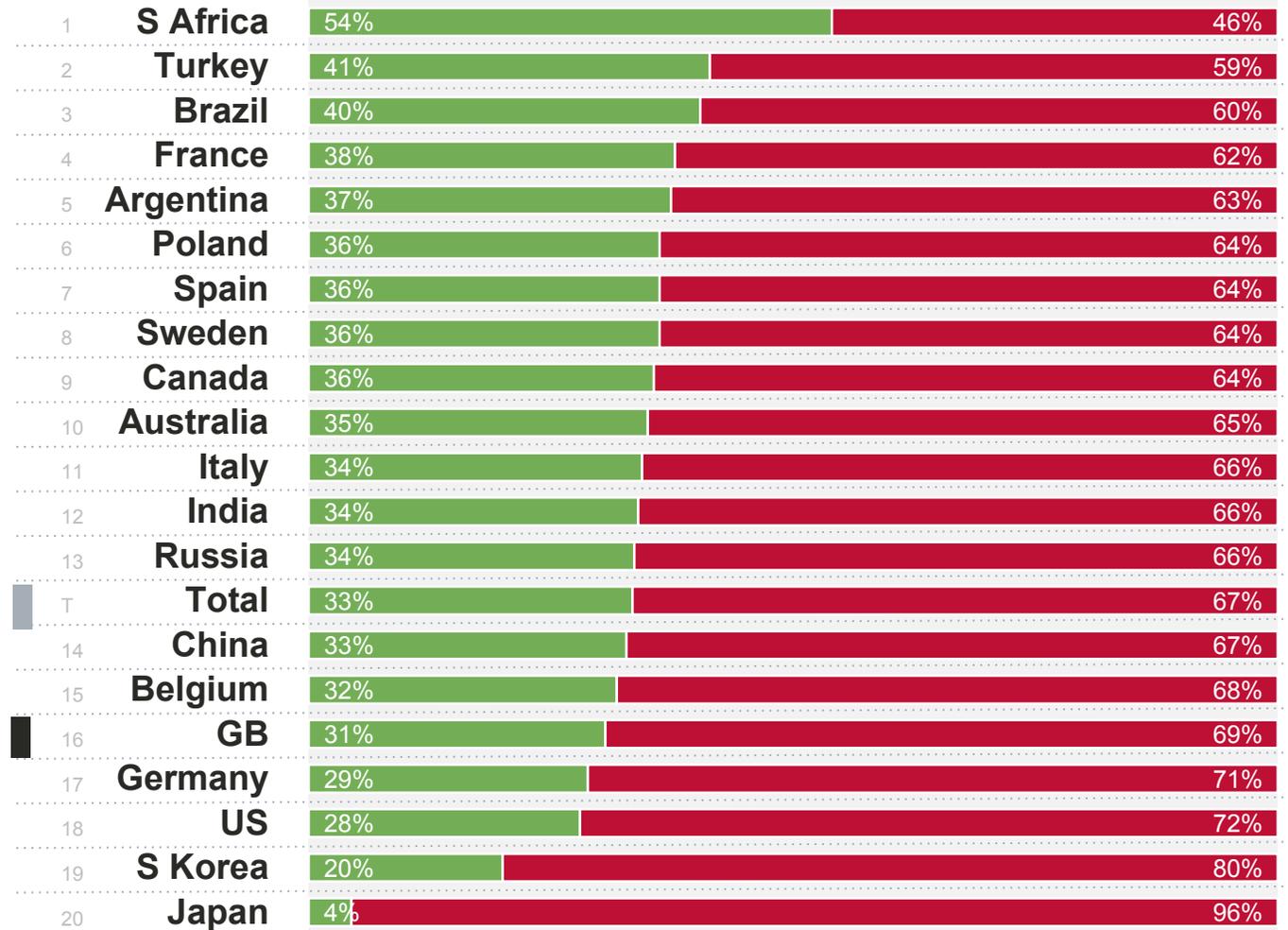
# Consumer – negative advocacy

## The Global Trends Survey

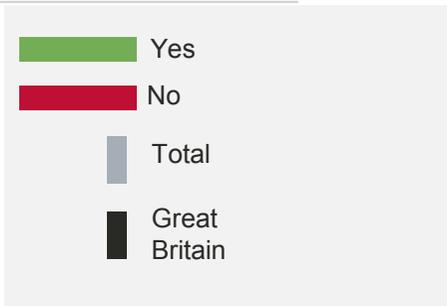


Which of the following things, if any, have you personally done in the last year?

Advised someone against a brand or company



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



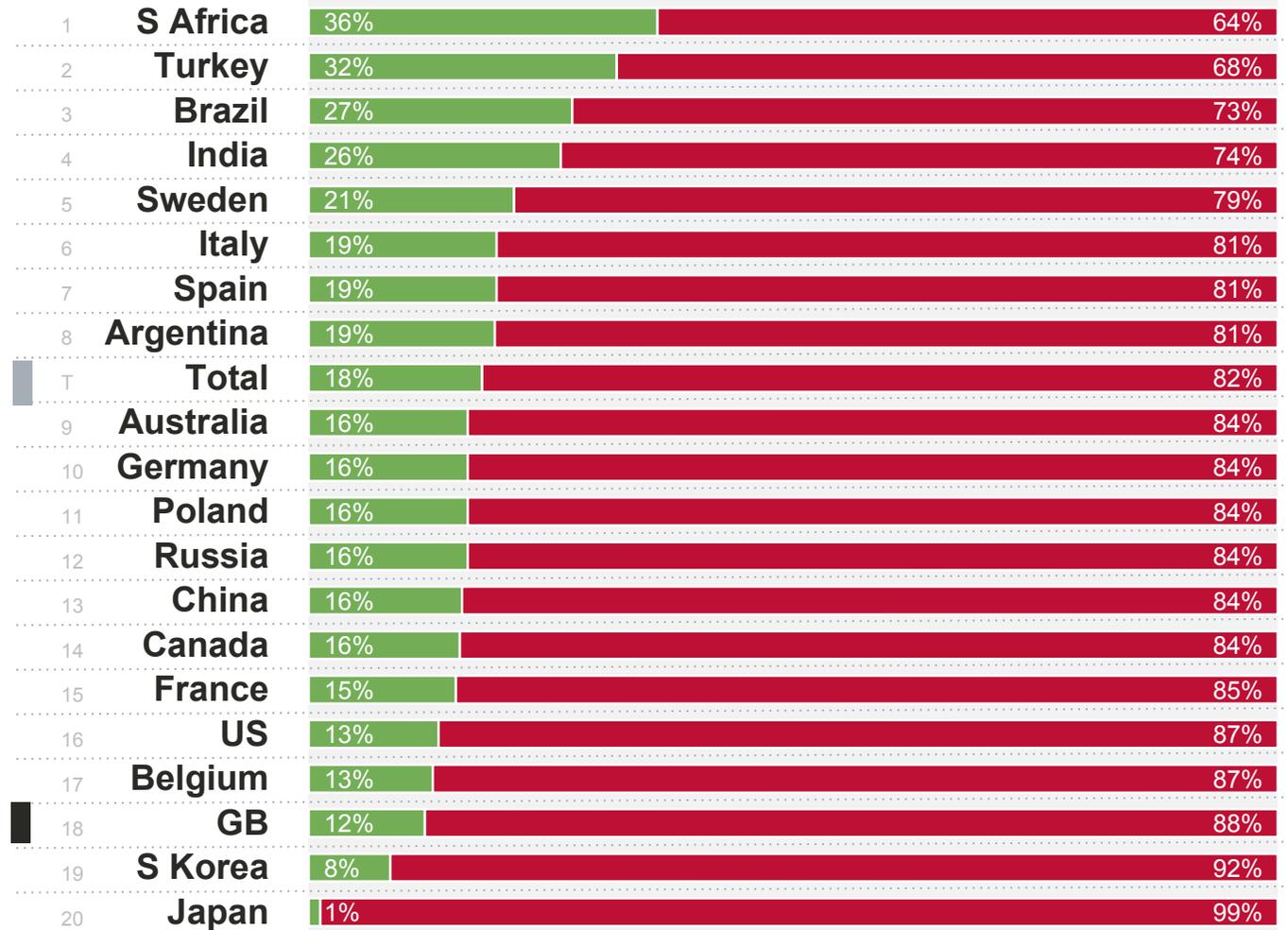
# Consumer – negative advocacy (2)

## The Global Trends Survey

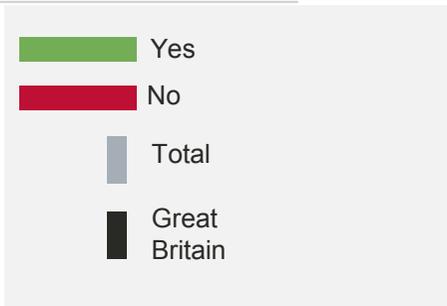


Which of the following things, if any, have you personally done in the last year?

Changed someone's mind about purchasing a brand or company



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



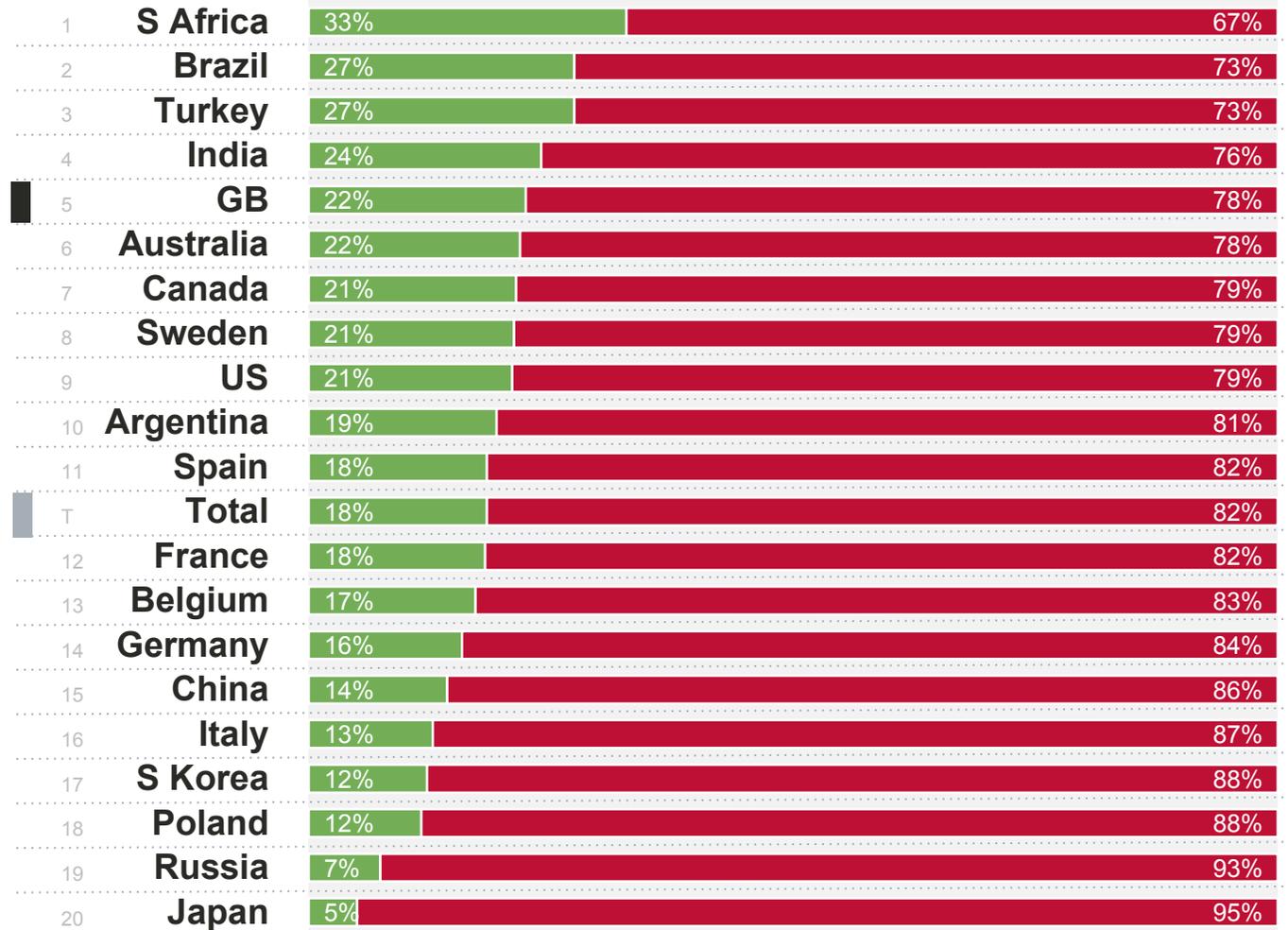
# Consumer – complaint

## The Global Trends Survey

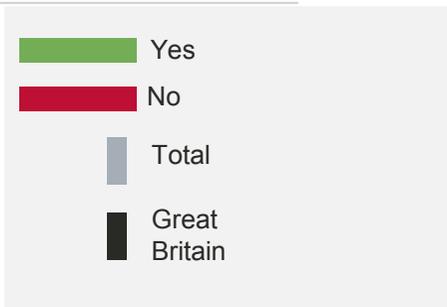


Which of the following things, if any, have you personally done in the last year?

Contacted a brand or company to complain about their product(s) or service(s)



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



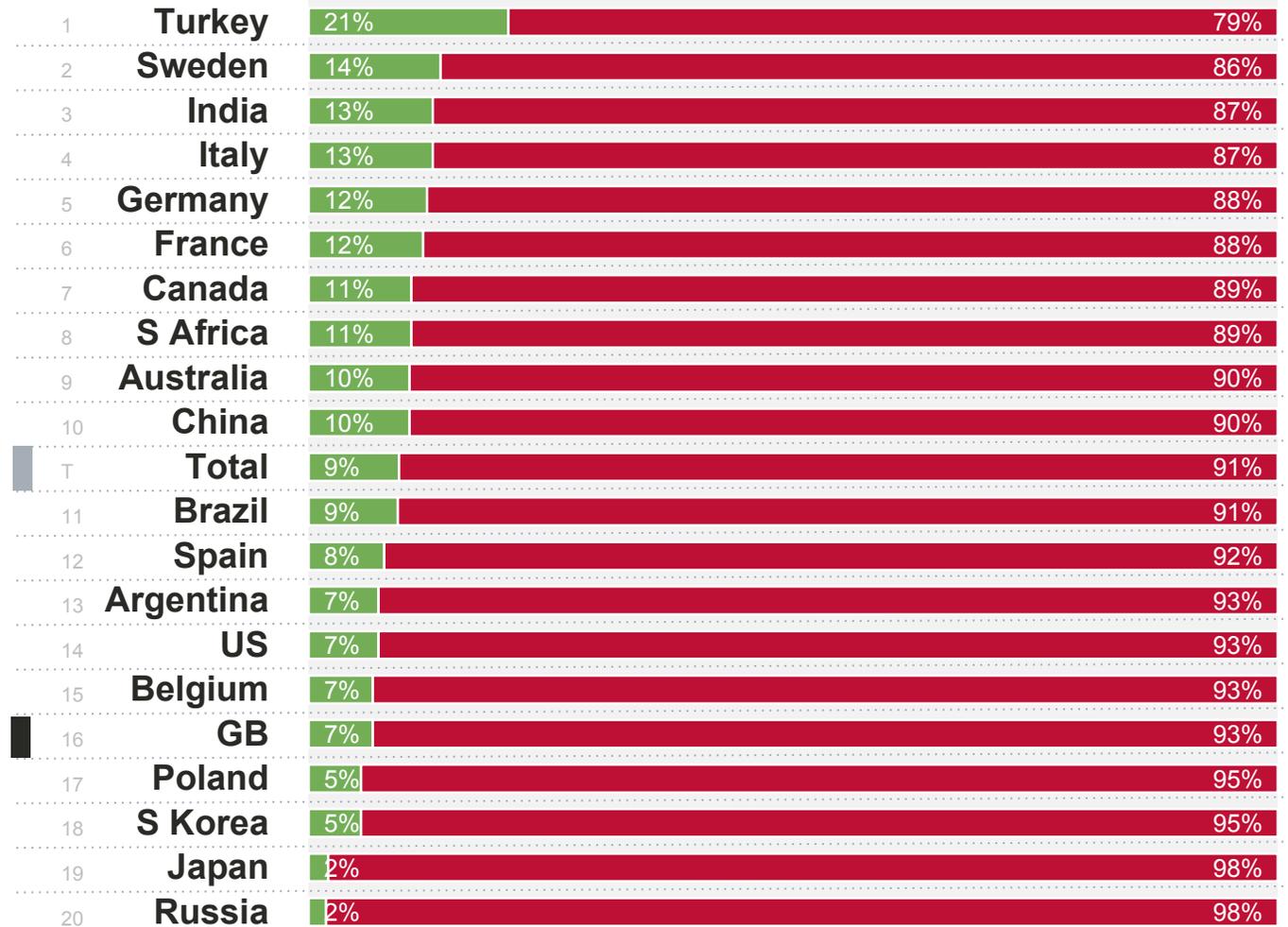
# Consumer – CSR (environment)

## The Global Trends Survey

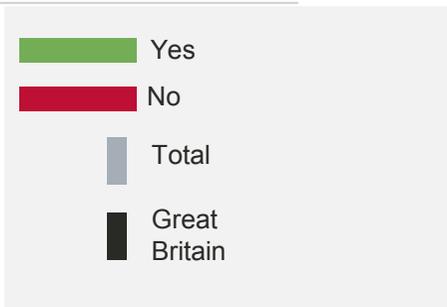


Which of the following things, if any, have you personally done in the last year?

Boycotted a company or brand as a protest because of how they treat the environment



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



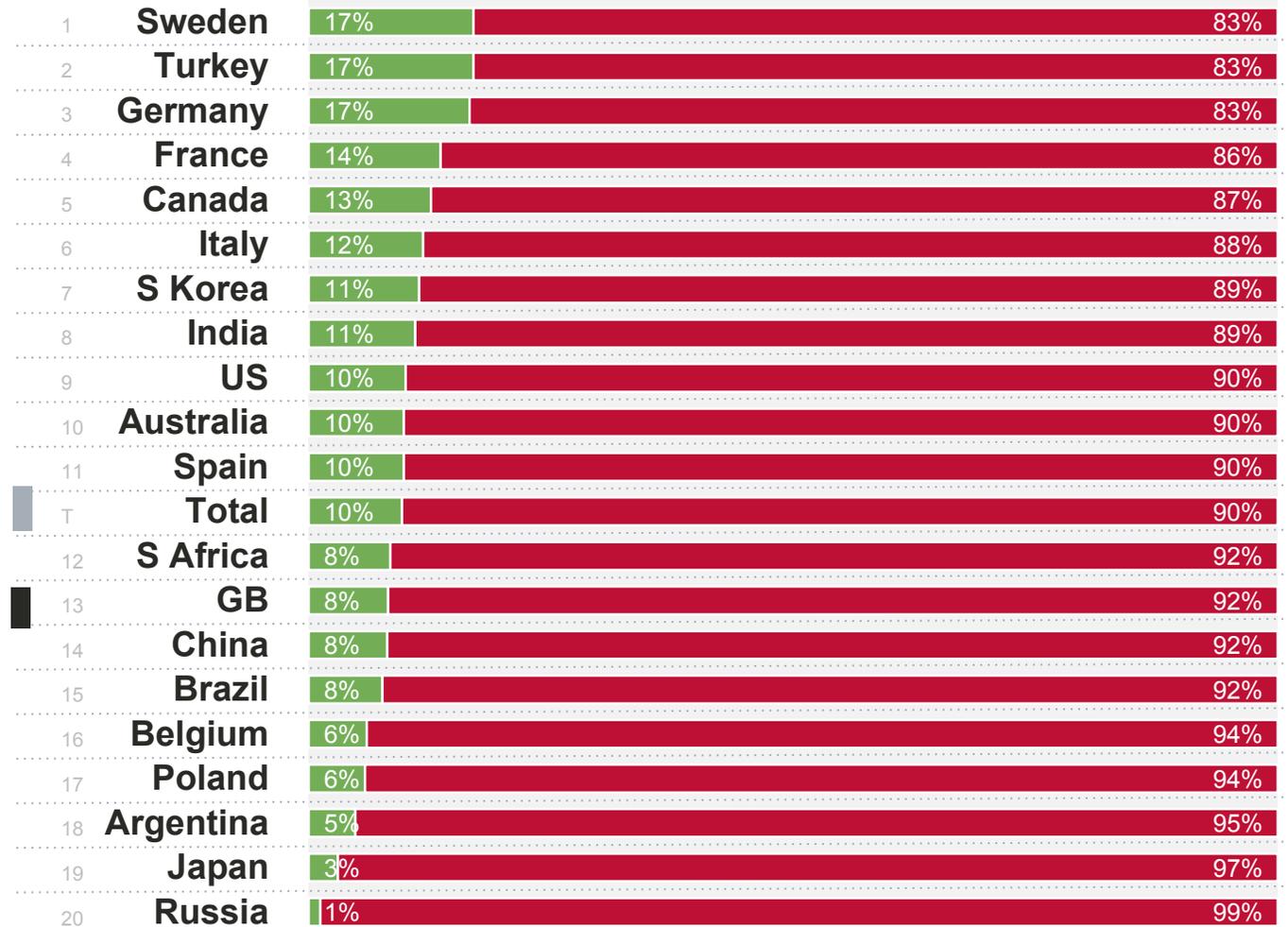
# Consumer – CSR (employees)

## The Global Trends Survey

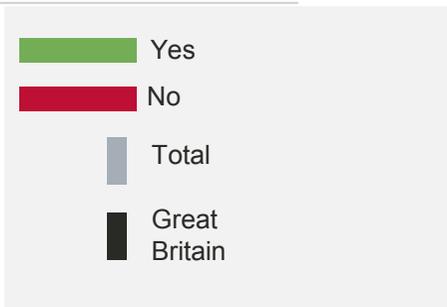


Which of the following things, if any, have you personally done in the last year?

Boycotted a company or brand as a protest because of how they treat their workers



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



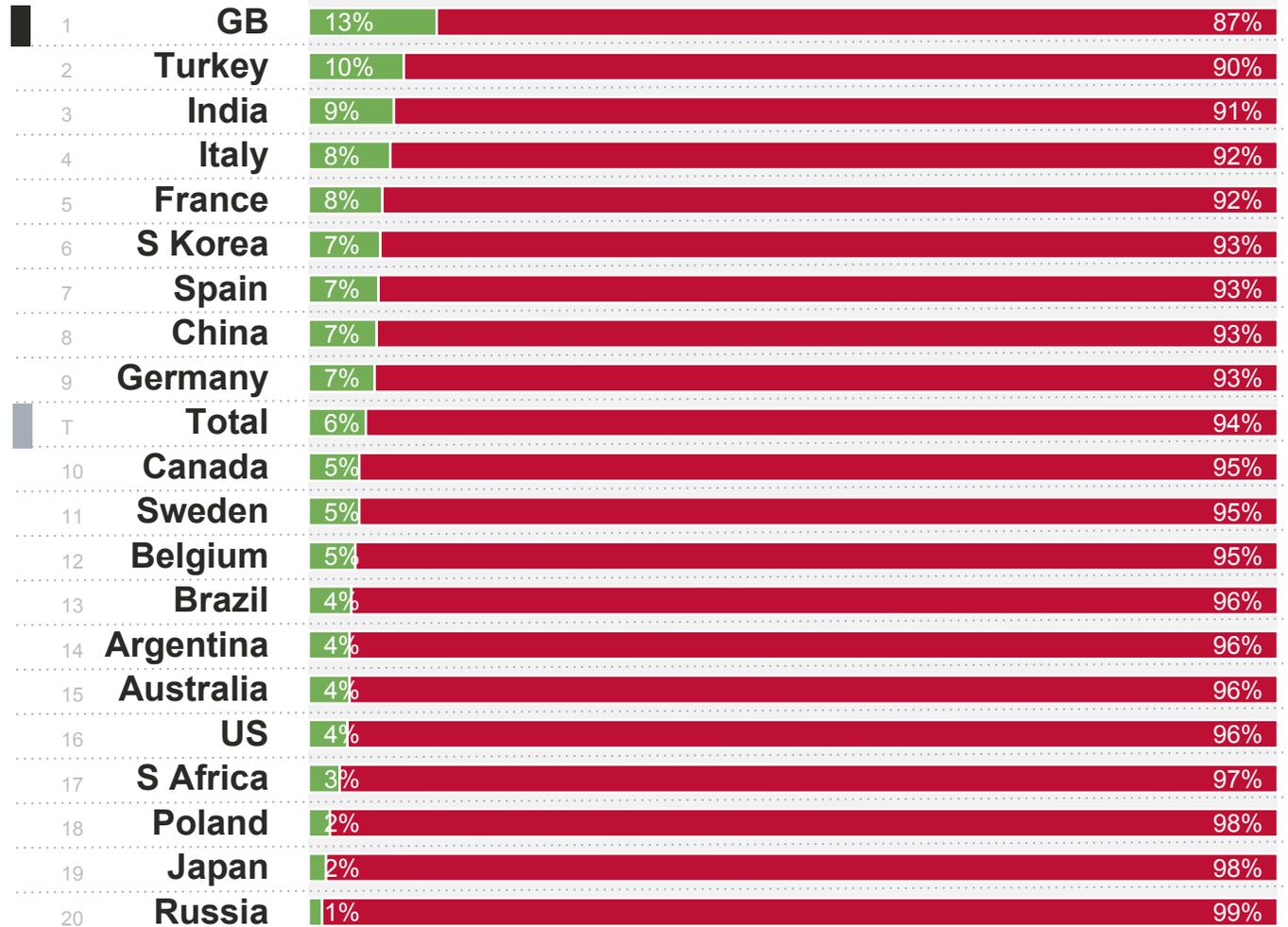
# Consumer – CSR (tax)

## The Global Trends Survey

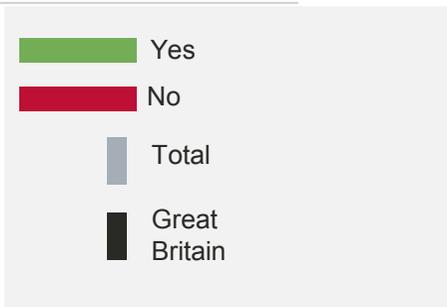


Which of the following things, if any, have you personally done in the last year?

Boycotted a company or brand as a protest against them avoiding paying tax



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



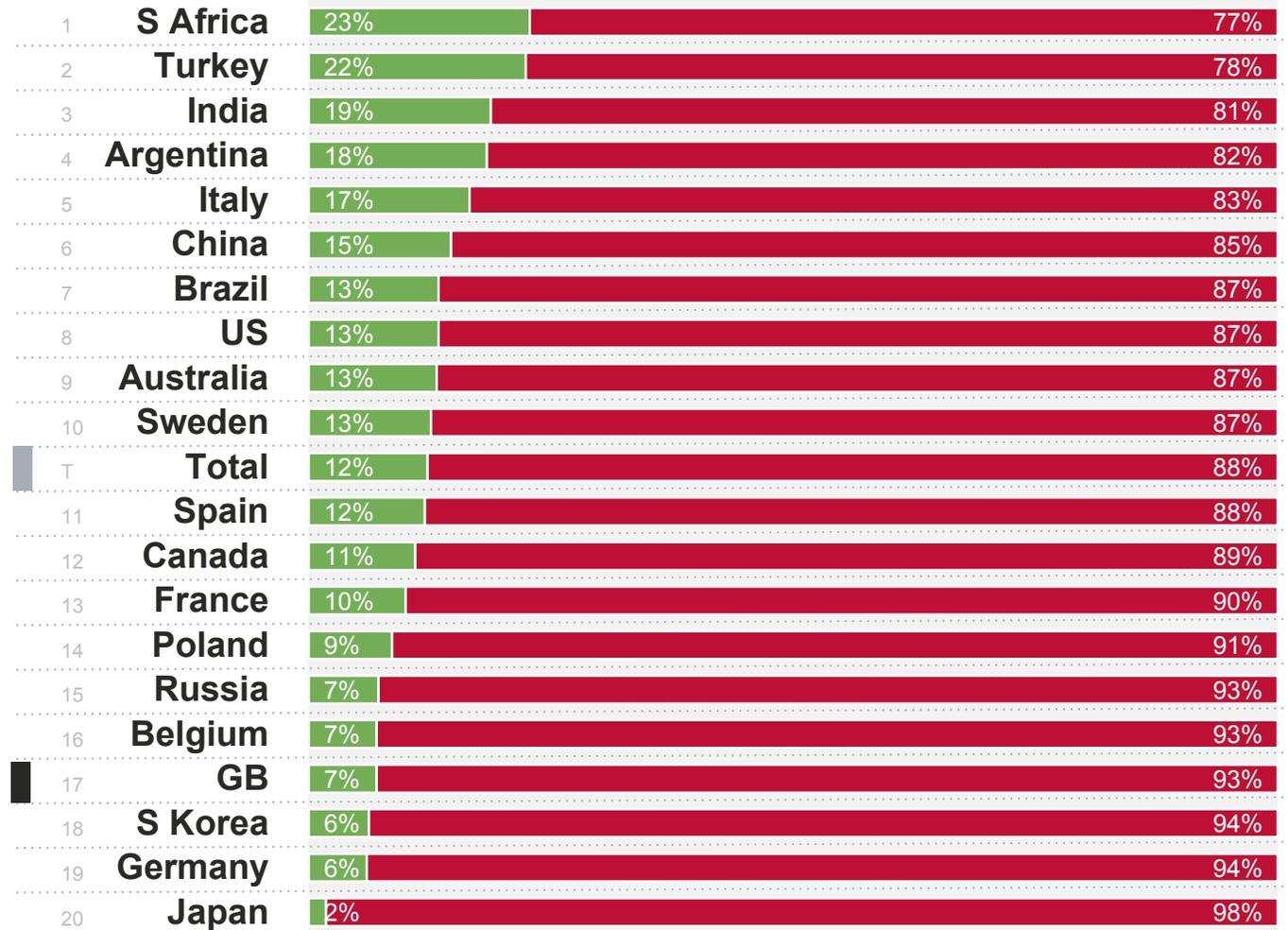
# Consumer – CSR (charity/cause)

## The Global Trends Survey

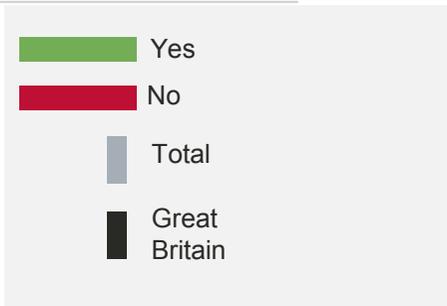


Which of the following things, if any, have you personally done in the last year?

Bought a product or service because they support a particular charity or cause



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



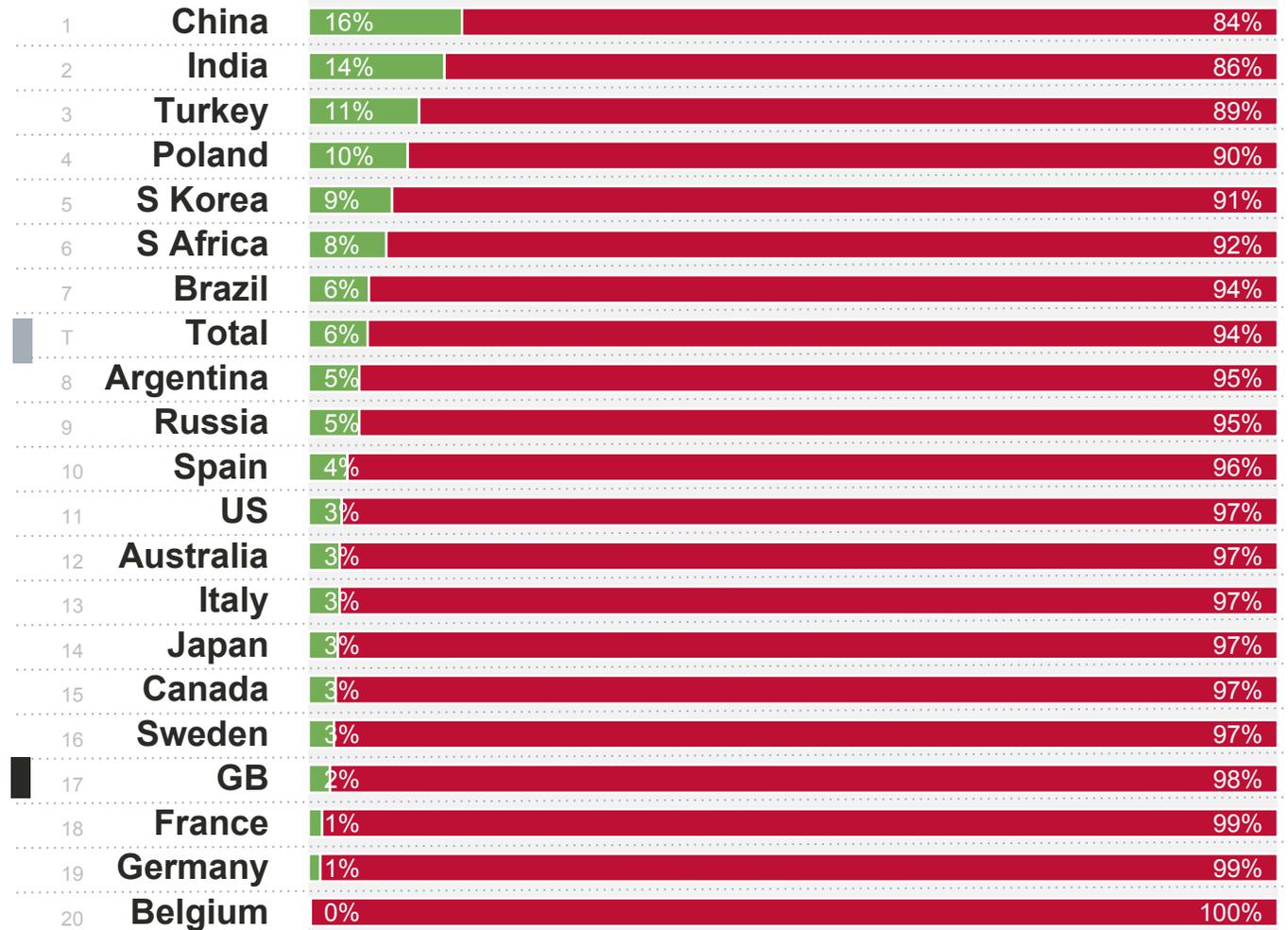
# Consumer – celebrity endorsement

## The Global Trends Survey

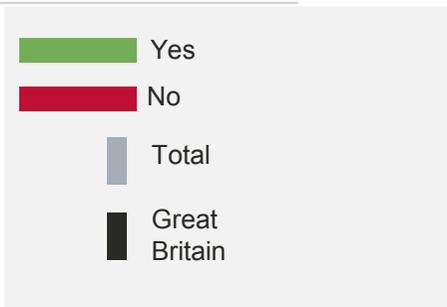


Which of the following things, if any, have you personally done in the last year?

Bought a brand, product or service because they are endorsed by a celebrity you admire or trust



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



A large graphic consisting of several concentric, overlapping circular lines in yellow, light blue, red, and teal, surrounding a central white circle. The text "SOCIAL-POLITICAL ACTIVISM" is centered within this white circle.

SOCIAL-  
POLITICAL  
ACTIVISM

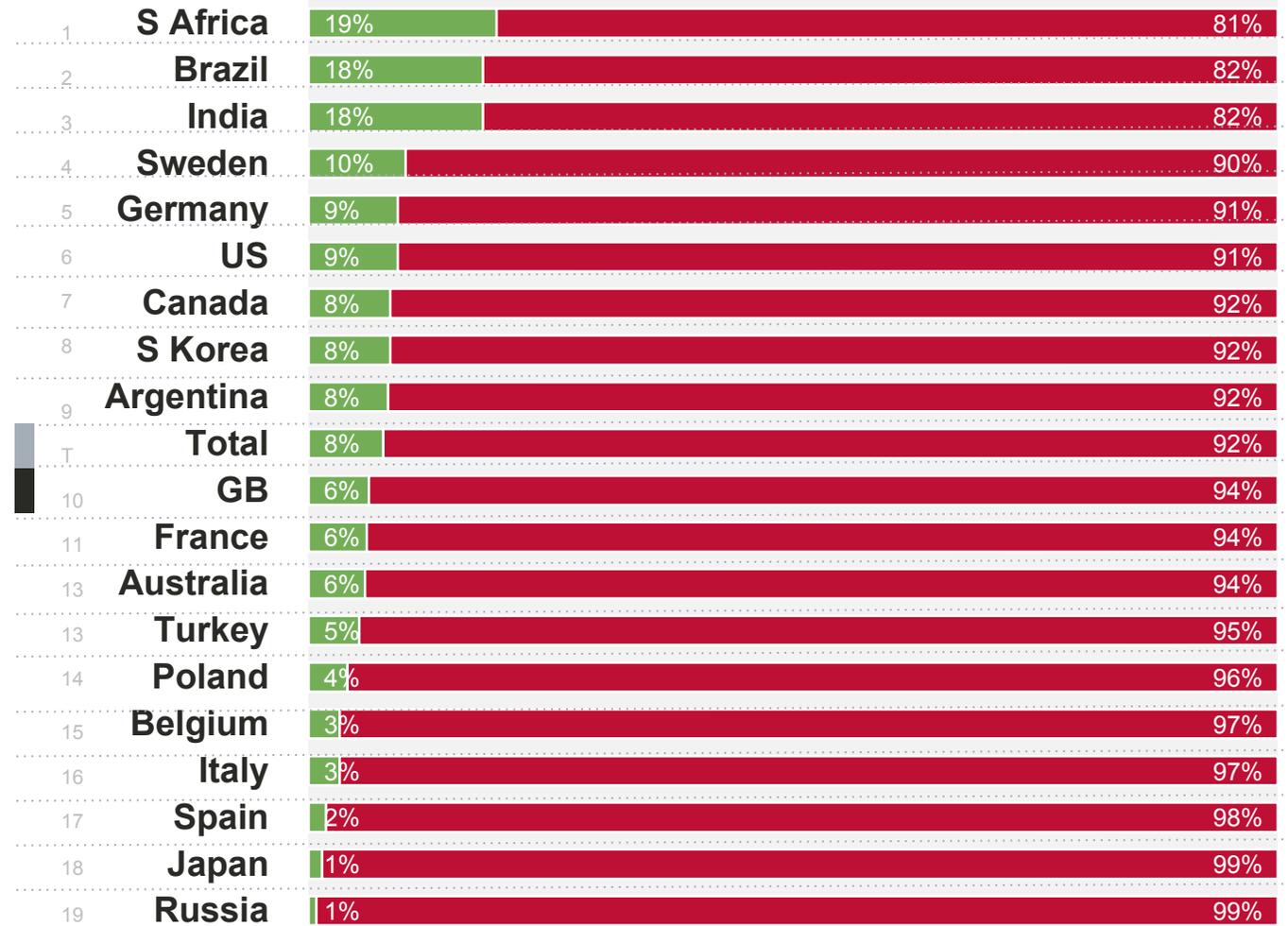
# Socio-political – leadership role

## The Global Trends Survey

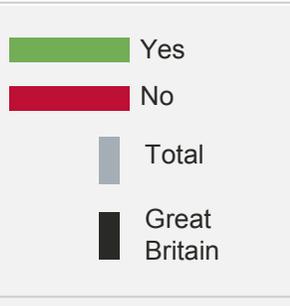


Which have you done in the last two or three years...?

Held a leadership role in a community or religious organisation



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



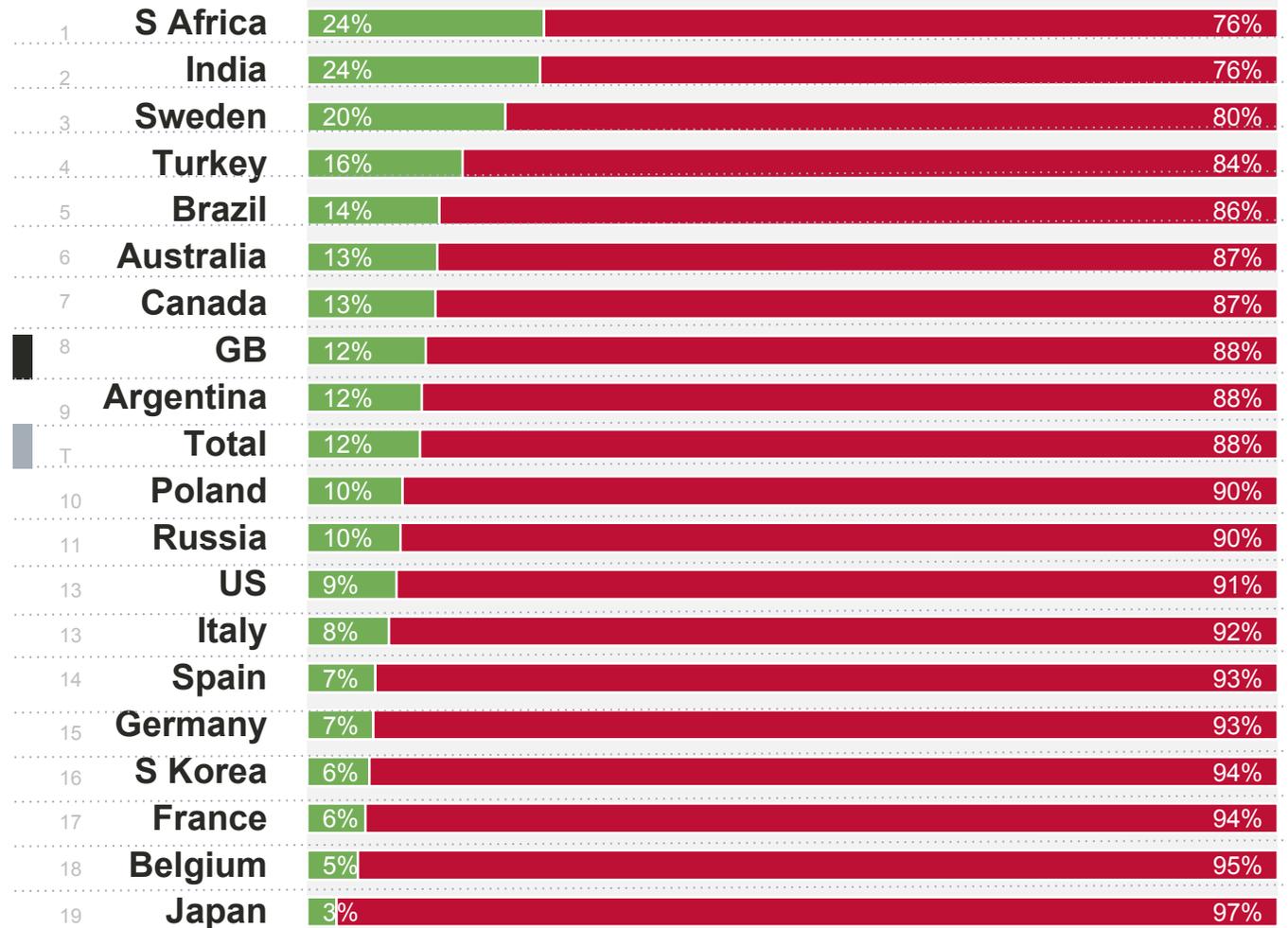
# Socio-political – speech

## The Global Trends Survey

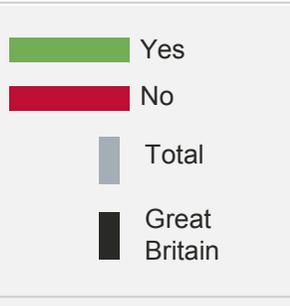


Which have you done in the last two or three years...?

Given a speech before an organised group



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



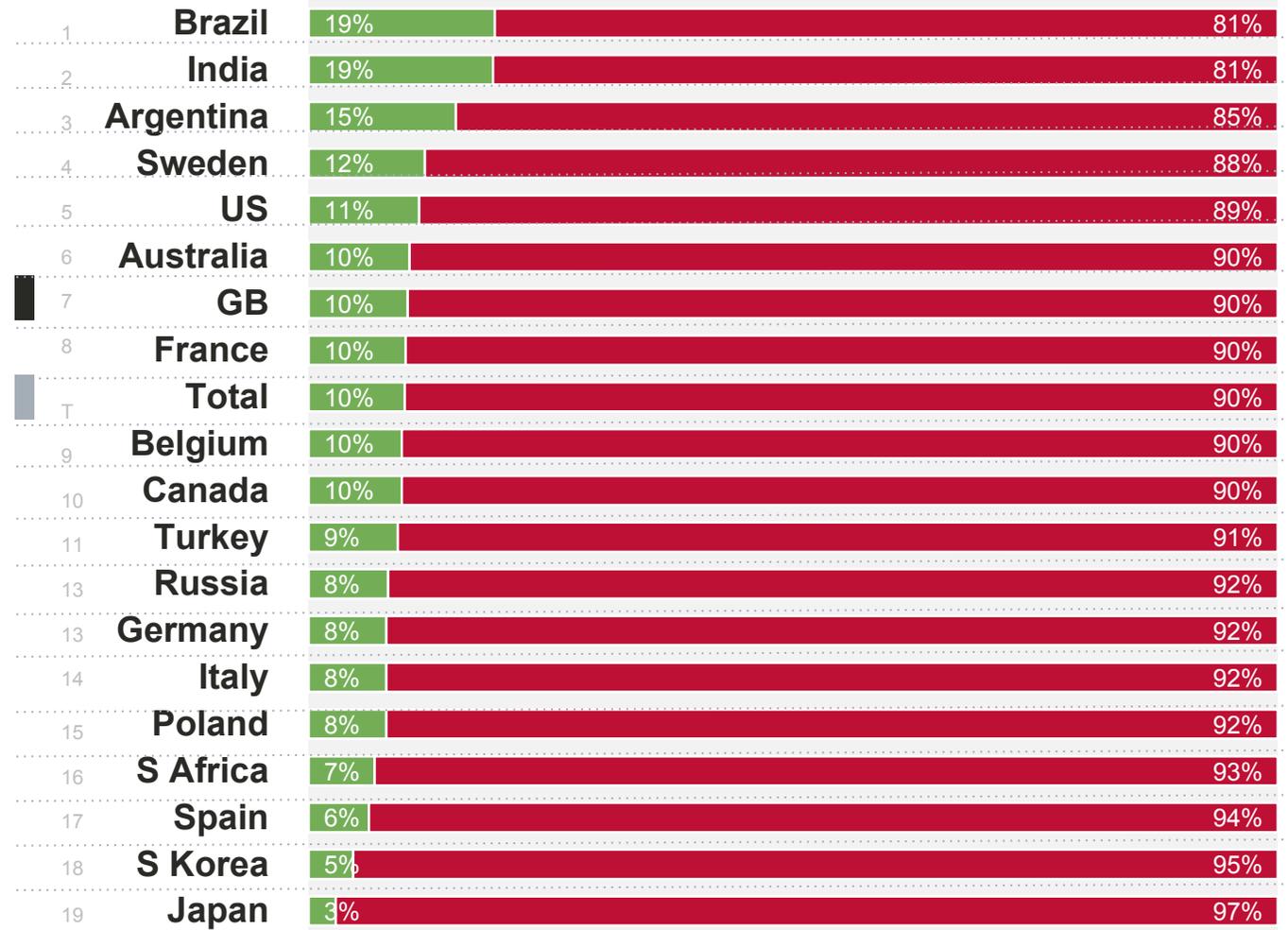
# Socio-political – presented views

## The Global Trends Survey

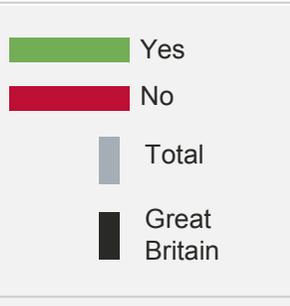


Which have you done in the last two or three years...?

Presented your views to a politician



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



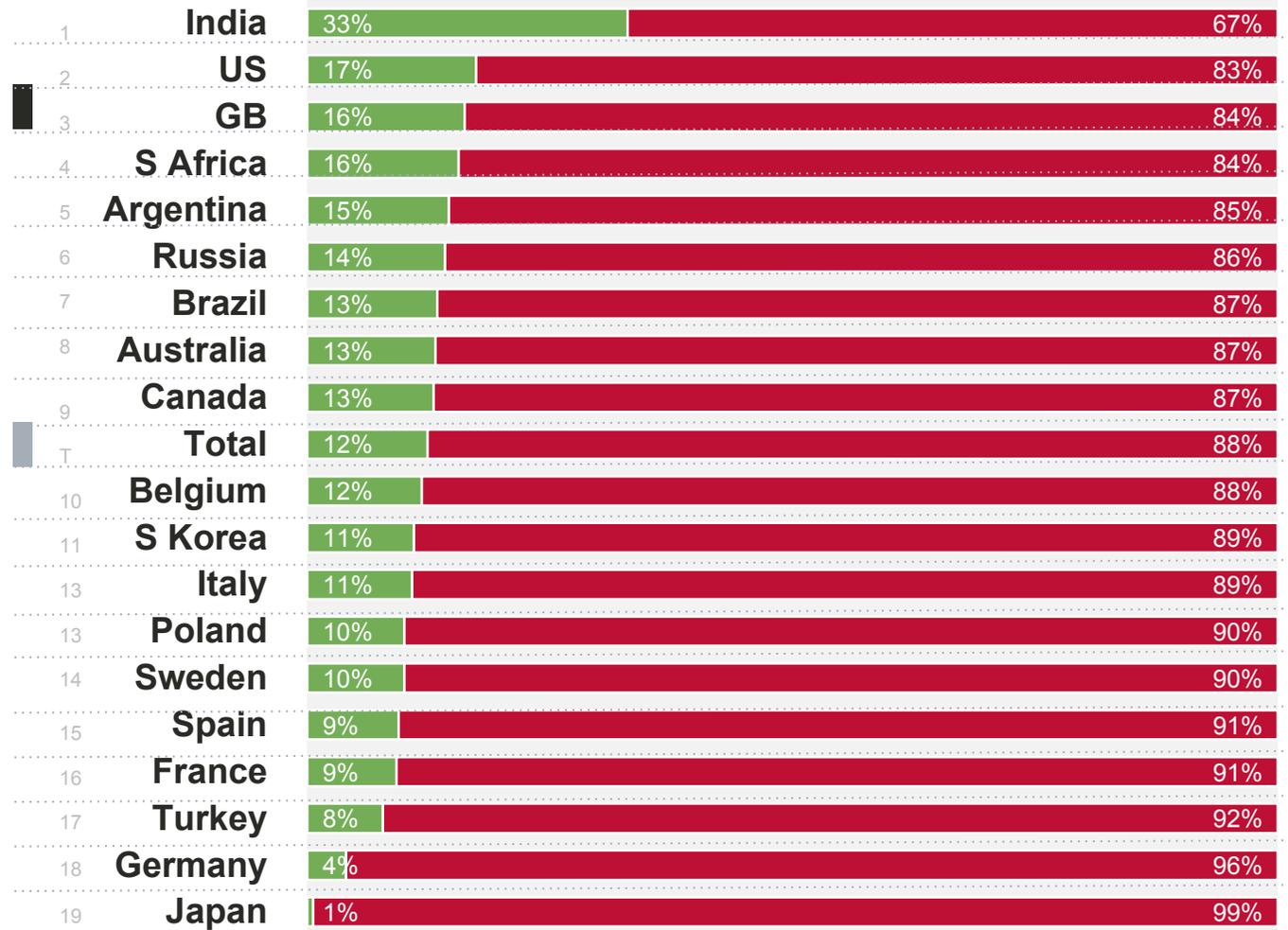
# Socio-political – gov't official

## The Global Trends Survey

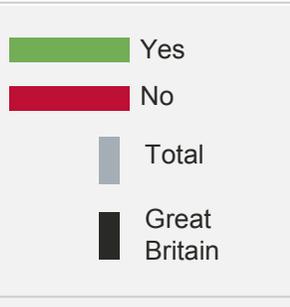


Which have you done in the last two or three years...?

Got in touch with a government official



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

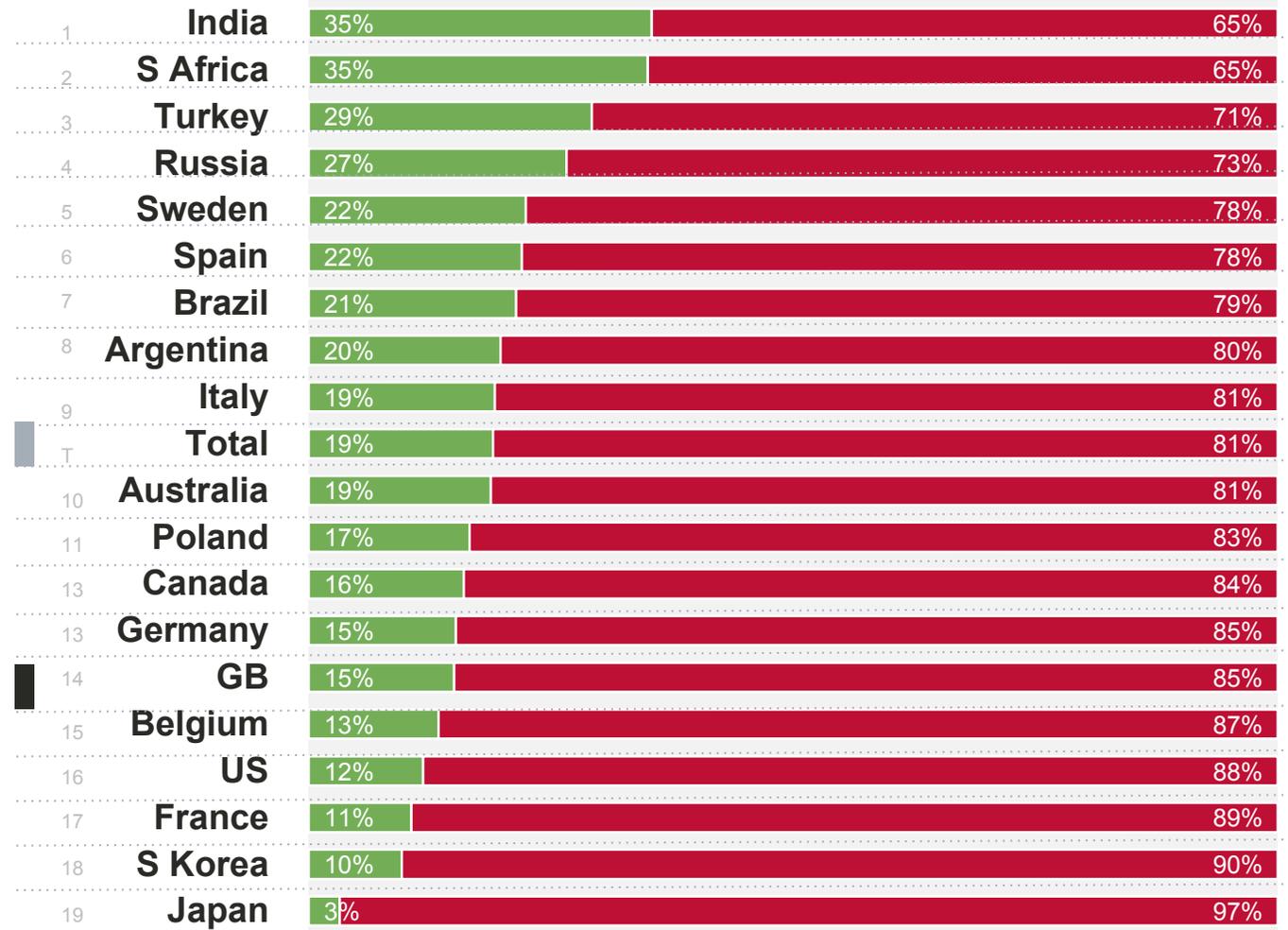


## The Global Trends Survey

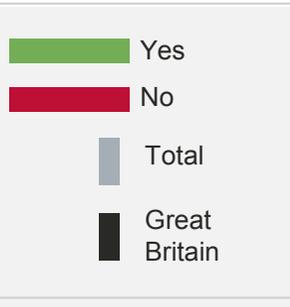


Which have you done in the last two or three years...?

Written an email or letter to a newspaper, magazine or website



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI

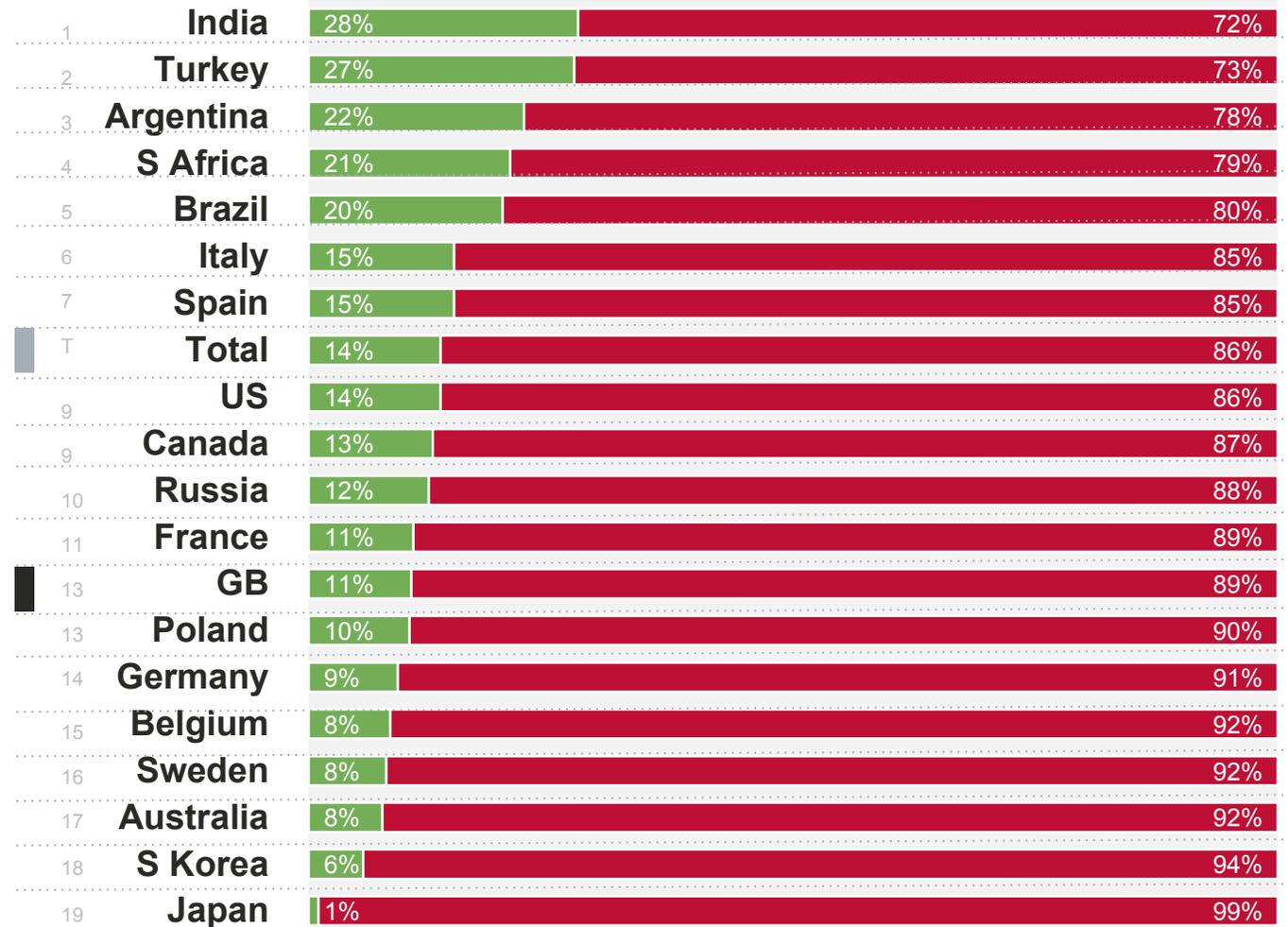
# Socio-political – public meeting

## The Global Trends Survey

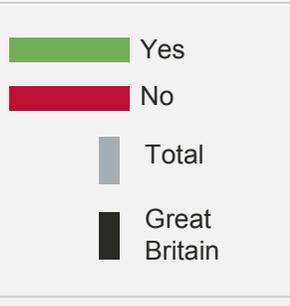


Which have you done in the last two or three years...?

Attended a public meeting on a political or local issue



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



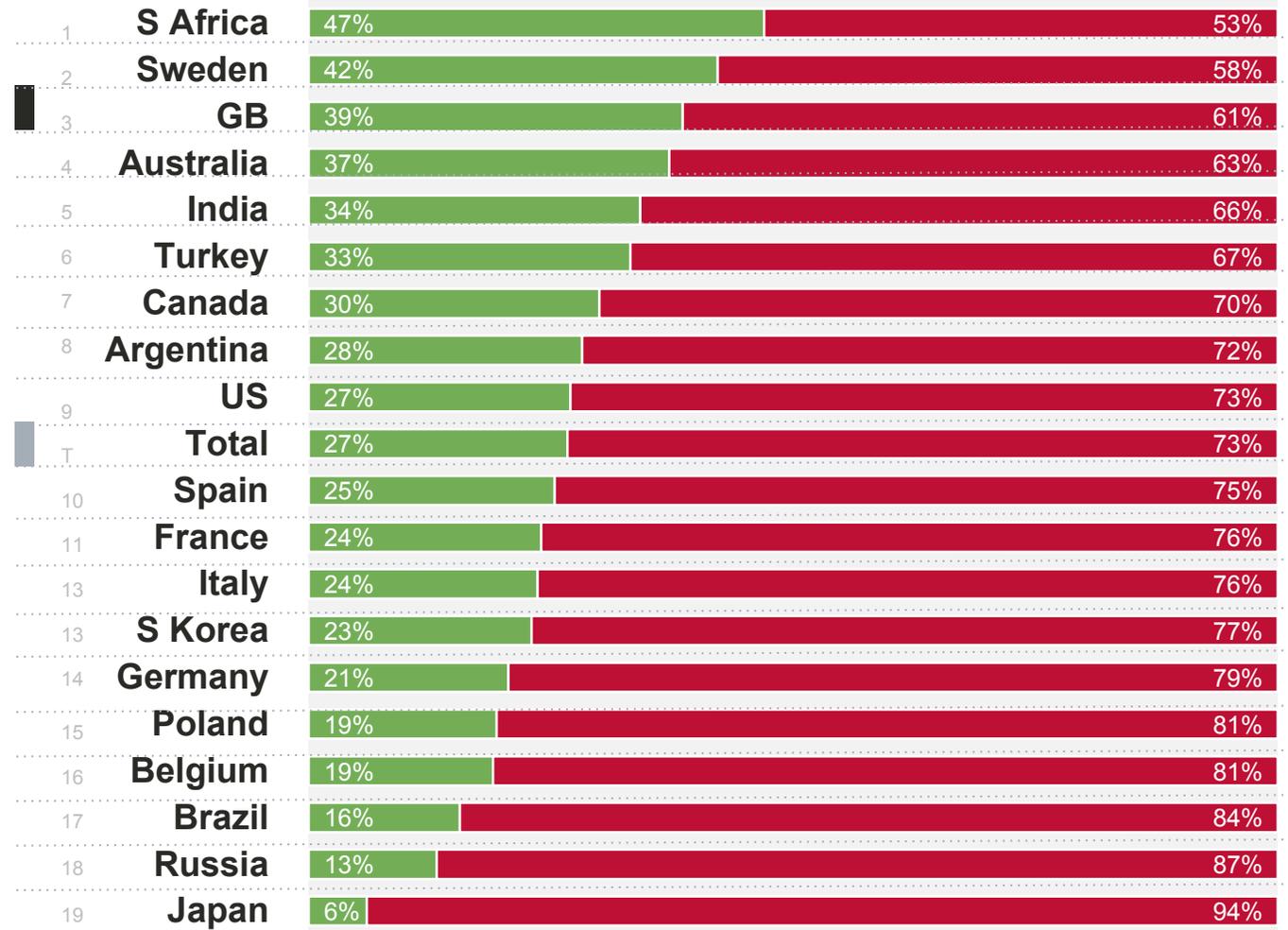
# Socio-political – donated

## The Global Trends Survey

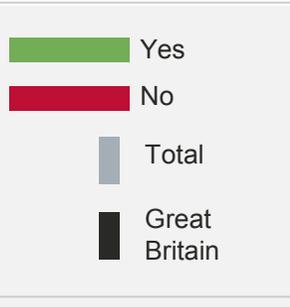


Which have you done in the last two or three years...?

Donated money or paid a membership fee to a charity or campaigning organisation



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



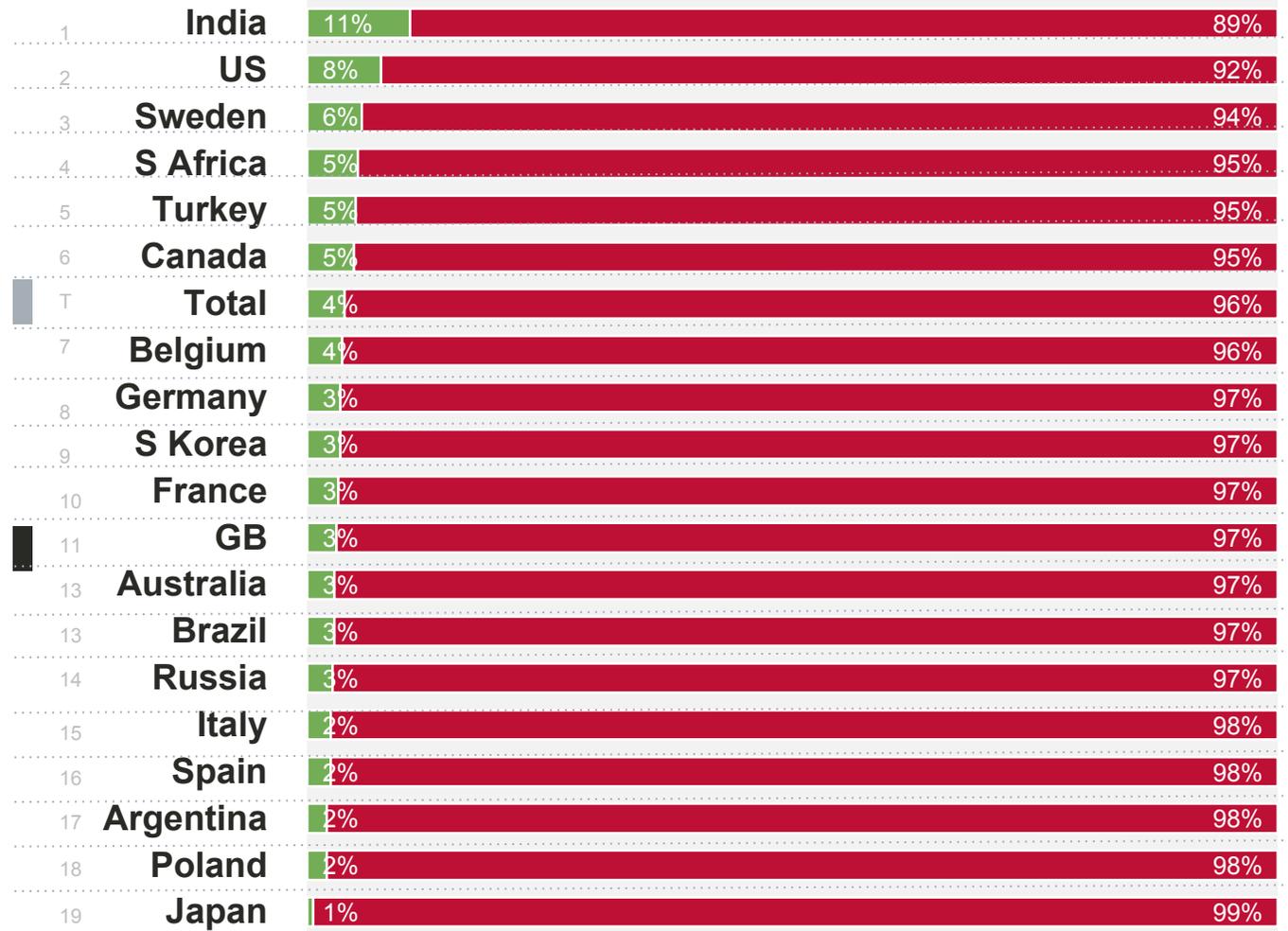
# Socio-political – party membership

## The Global Trends Survey

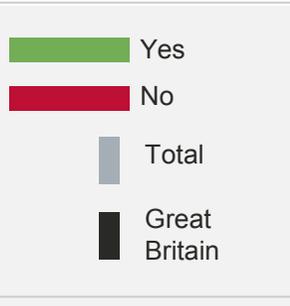


Which have you done in the last two or three years...?

Donated money or paid a membership fee to a political party



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



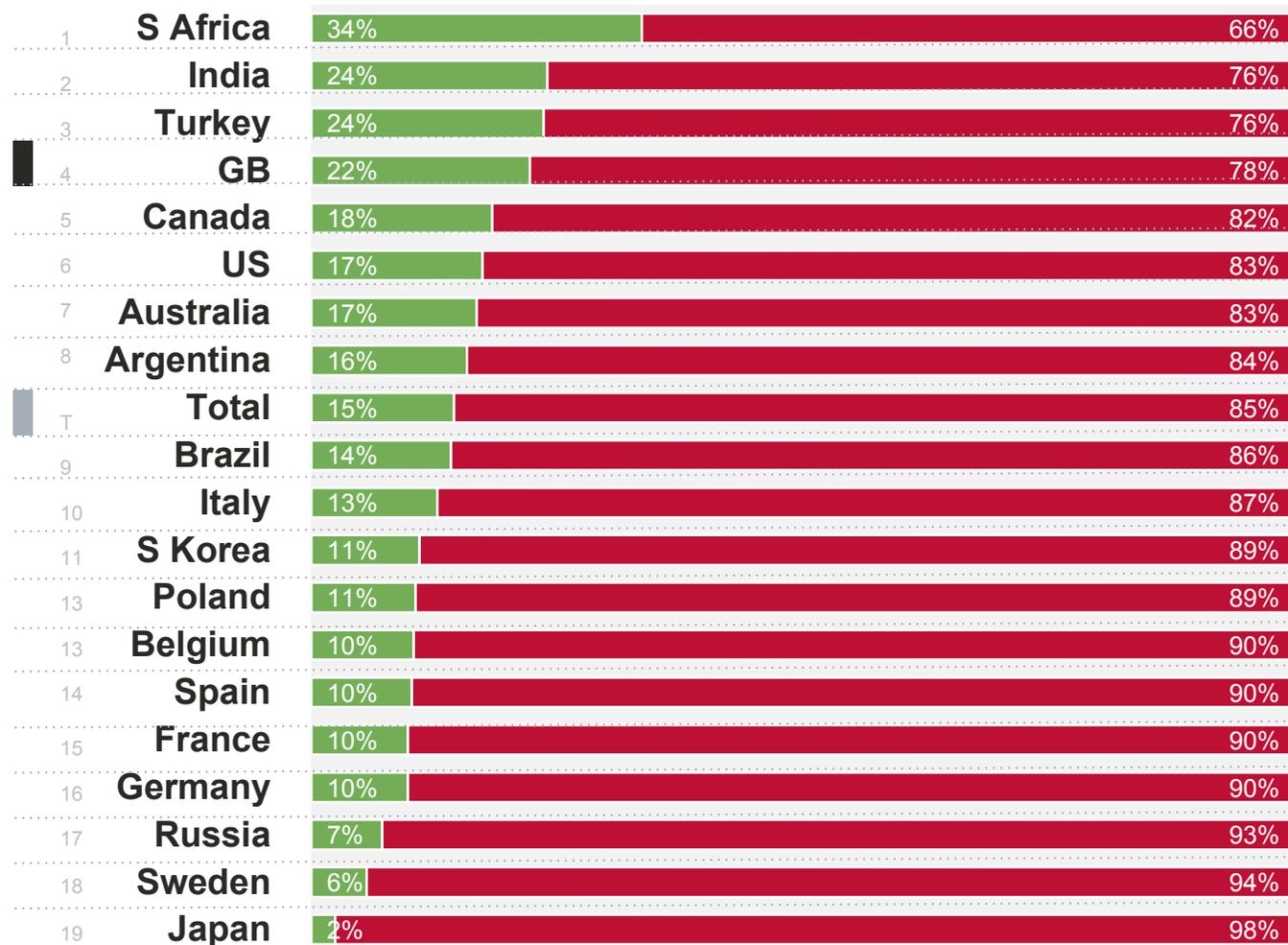
# Socio-political – charity volunteer

## The Global Trends Survey



Which have you done in the last two or three years...?

Volunteered time to a charity or campaigning organisation



### Key

- Yes
- No
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



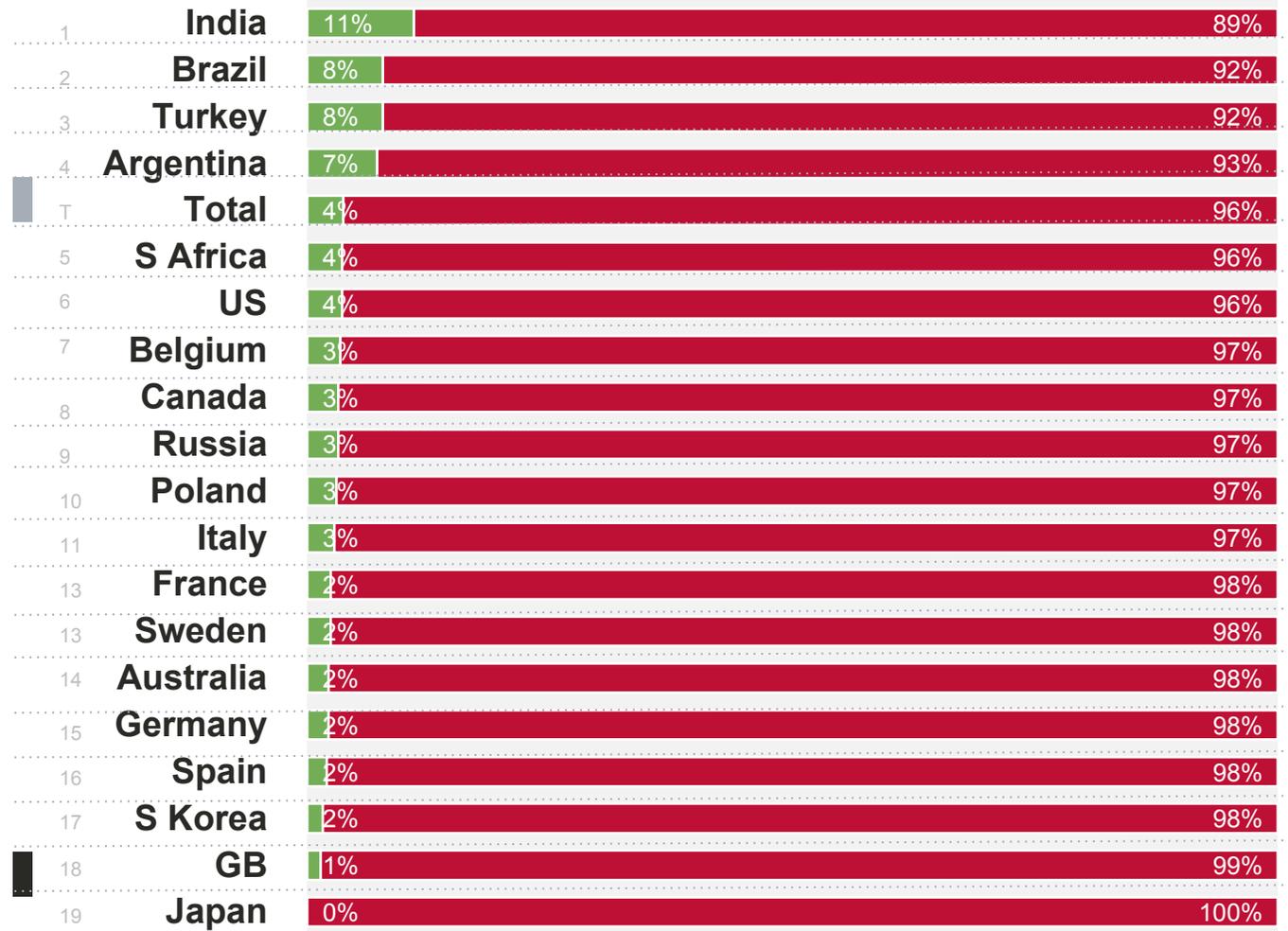
# Socio-political – party volunteer

## The Global Trends Survey



Which have you done in the last two or three years...?

Volunteered time to a political campaign



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



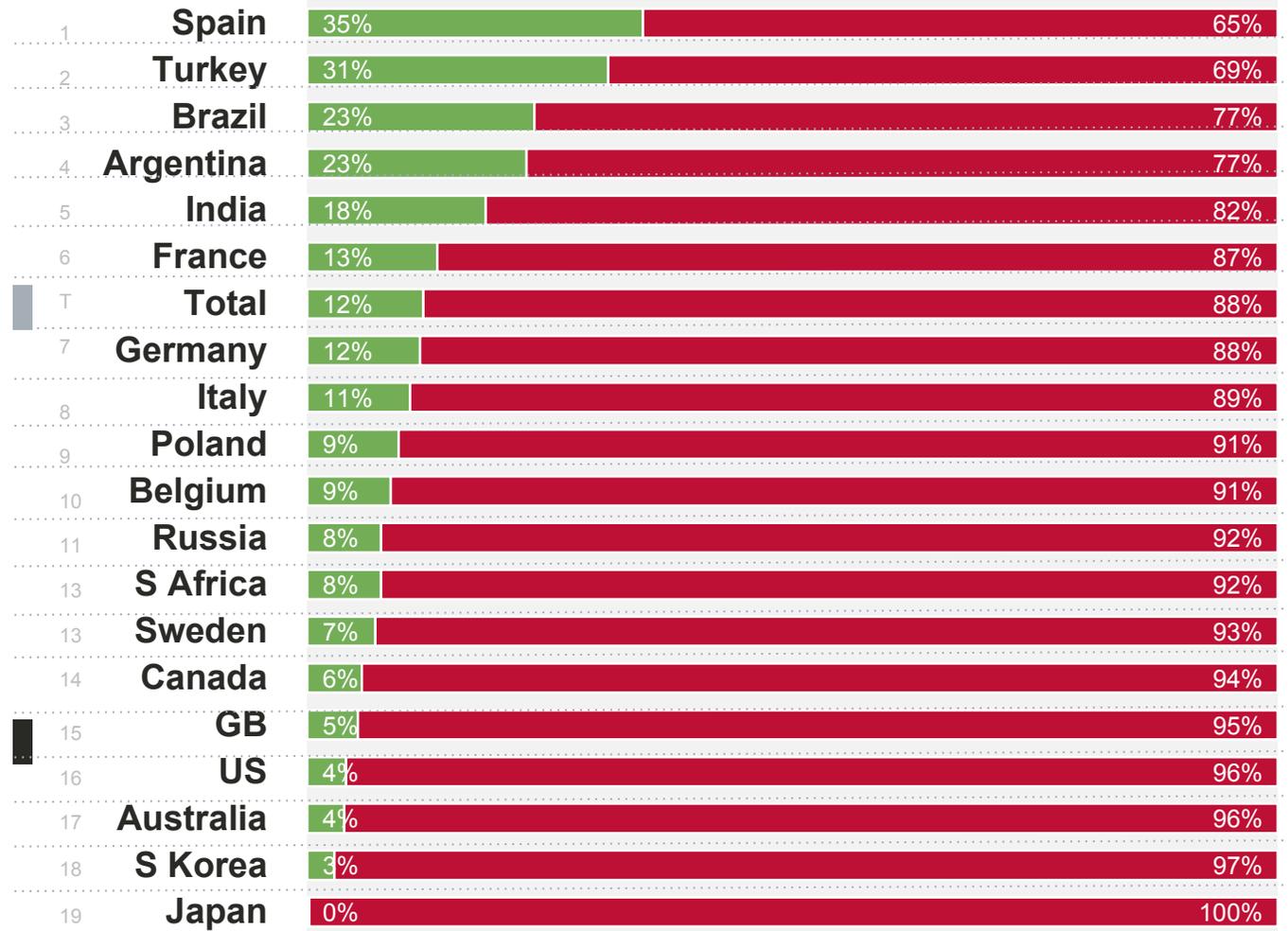
# Socio-political – demo

## The Global Trends Survey

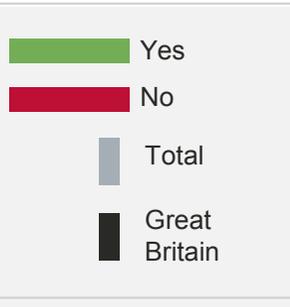


Which have you done in the last two or three years...?

Taken part in a demonstration or march



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



# Socio-political – political

## The Global Trends Survey

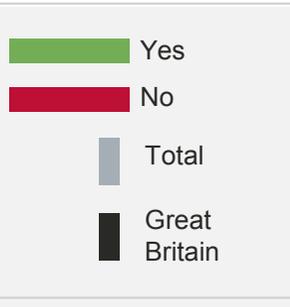


Which have you done in the last two or three years...?

Taken an active part in a political campaign



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



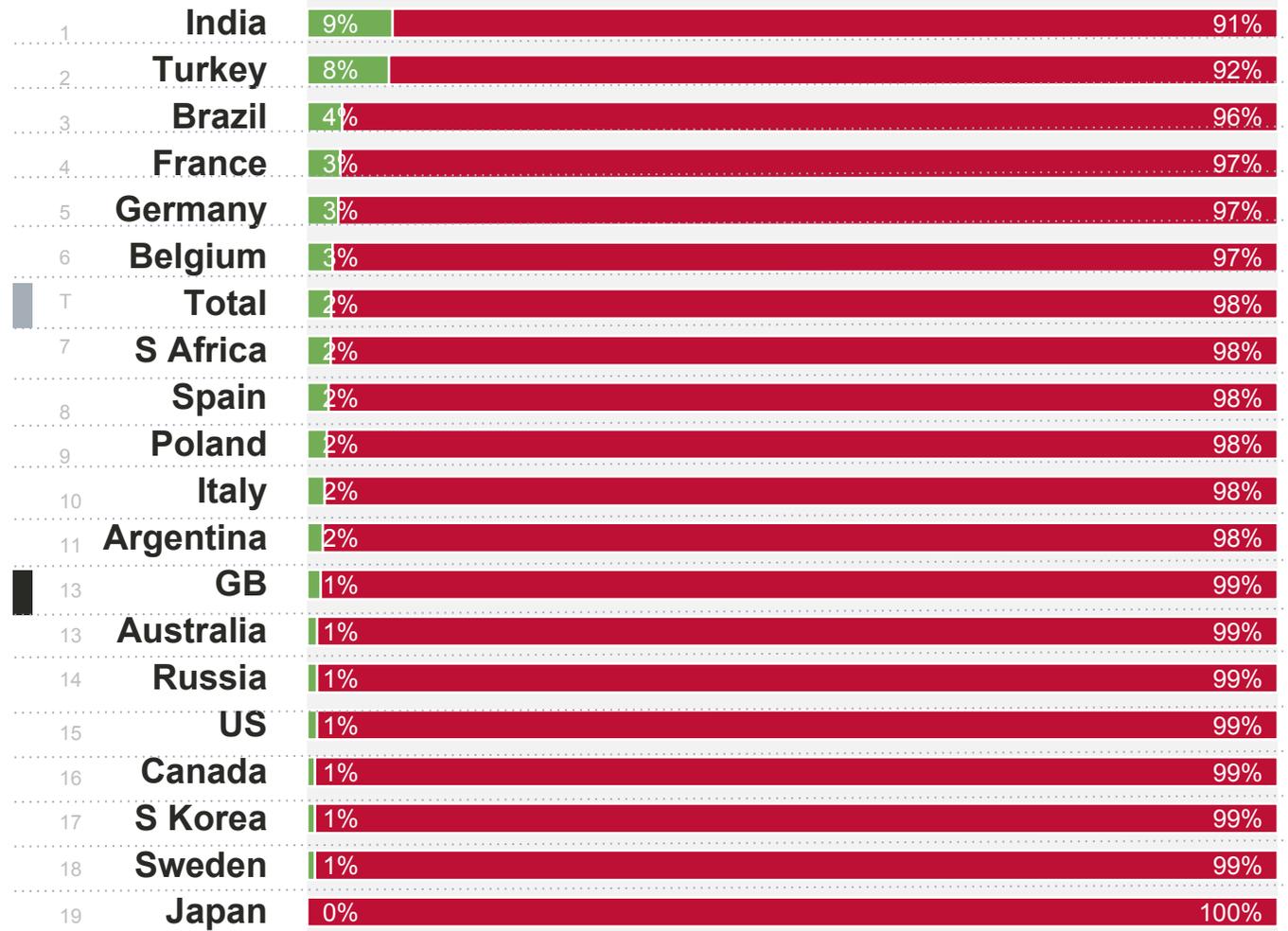
# Socio-political – run for office

## The Global Trends Survey

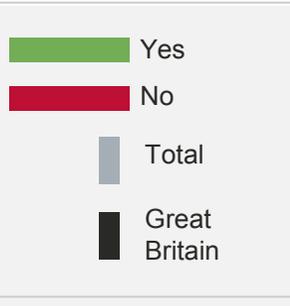


Which have you done in the last two or three years...?

Run for an elected position/office



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



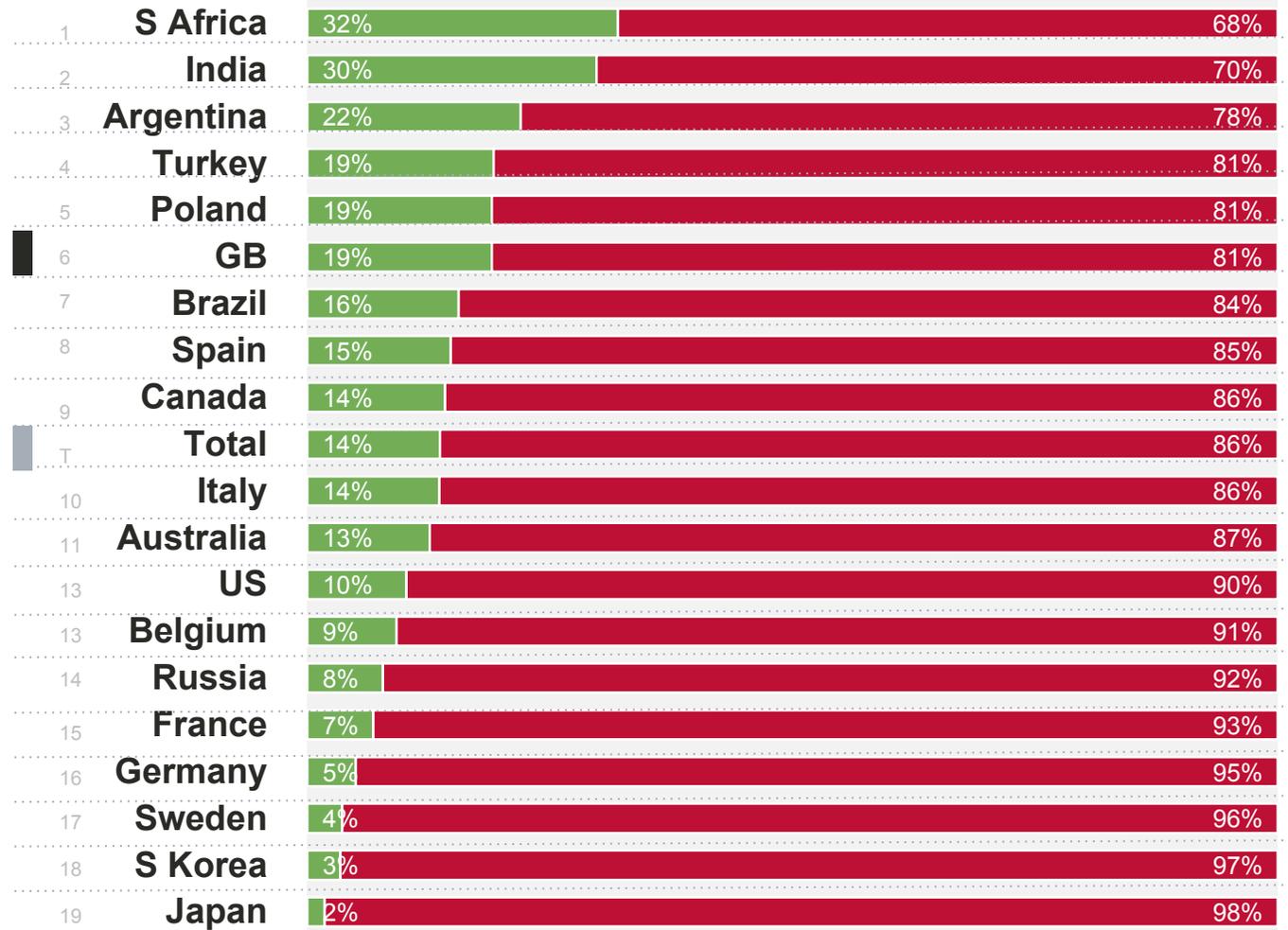
# Socio-political – organised event

## The Global Trends Survey

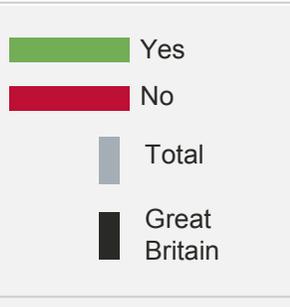


Which have you done in the last two or three years...?

Helped organise an event for charity/to raise money



### Key



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

Ipsos MORI



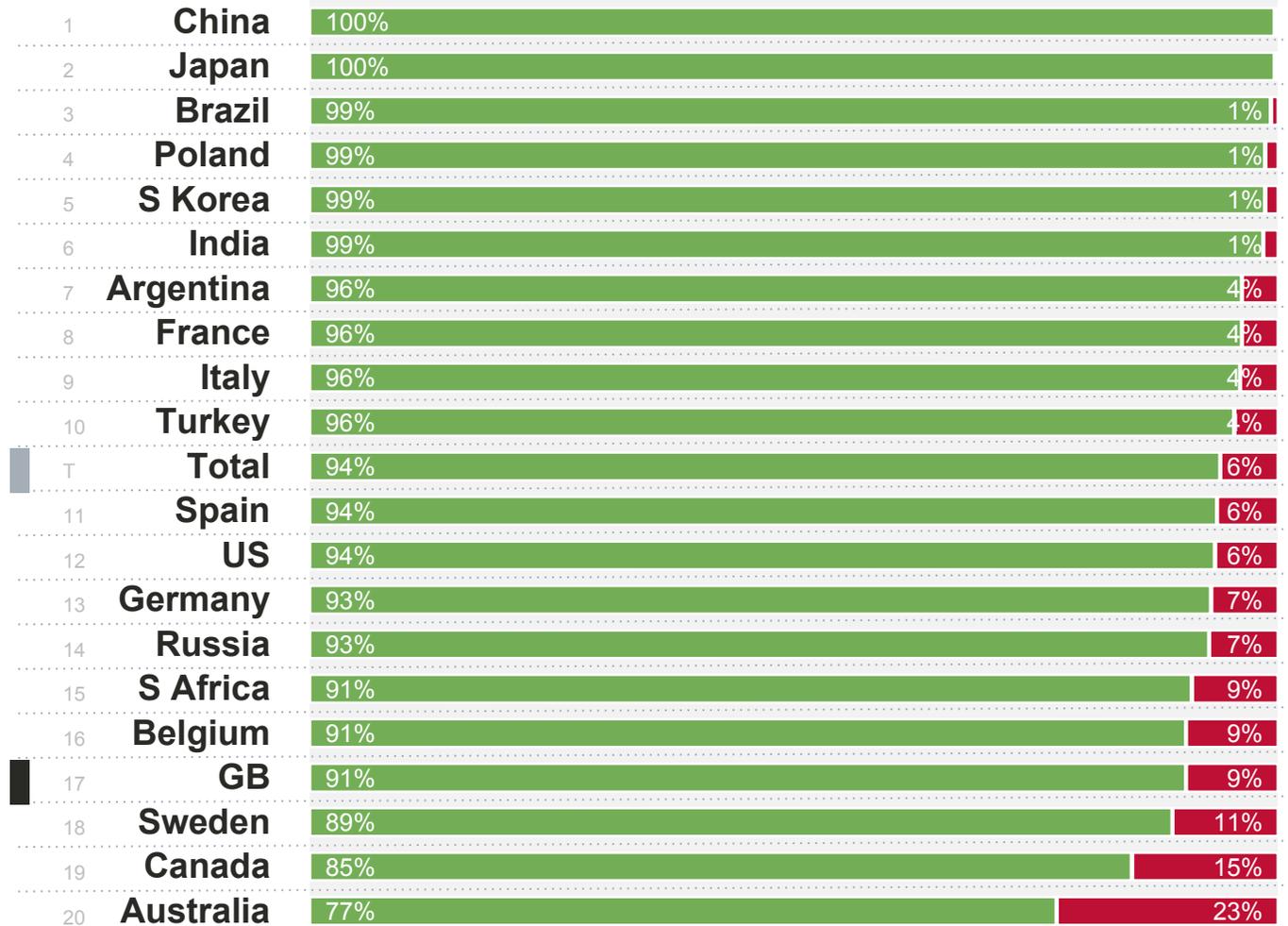
A large circular graphic composed of several concentric, broken rings in yellow, light blue, red, and teal. The word "OTHER" is centered in white, uppercase letters within the innermost white ring.

OTHER

# Country of birth

## The Global Trends Survey

**Q:** Were you born in (INDIVIDUAL COUNTRY) or elsewhere?



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

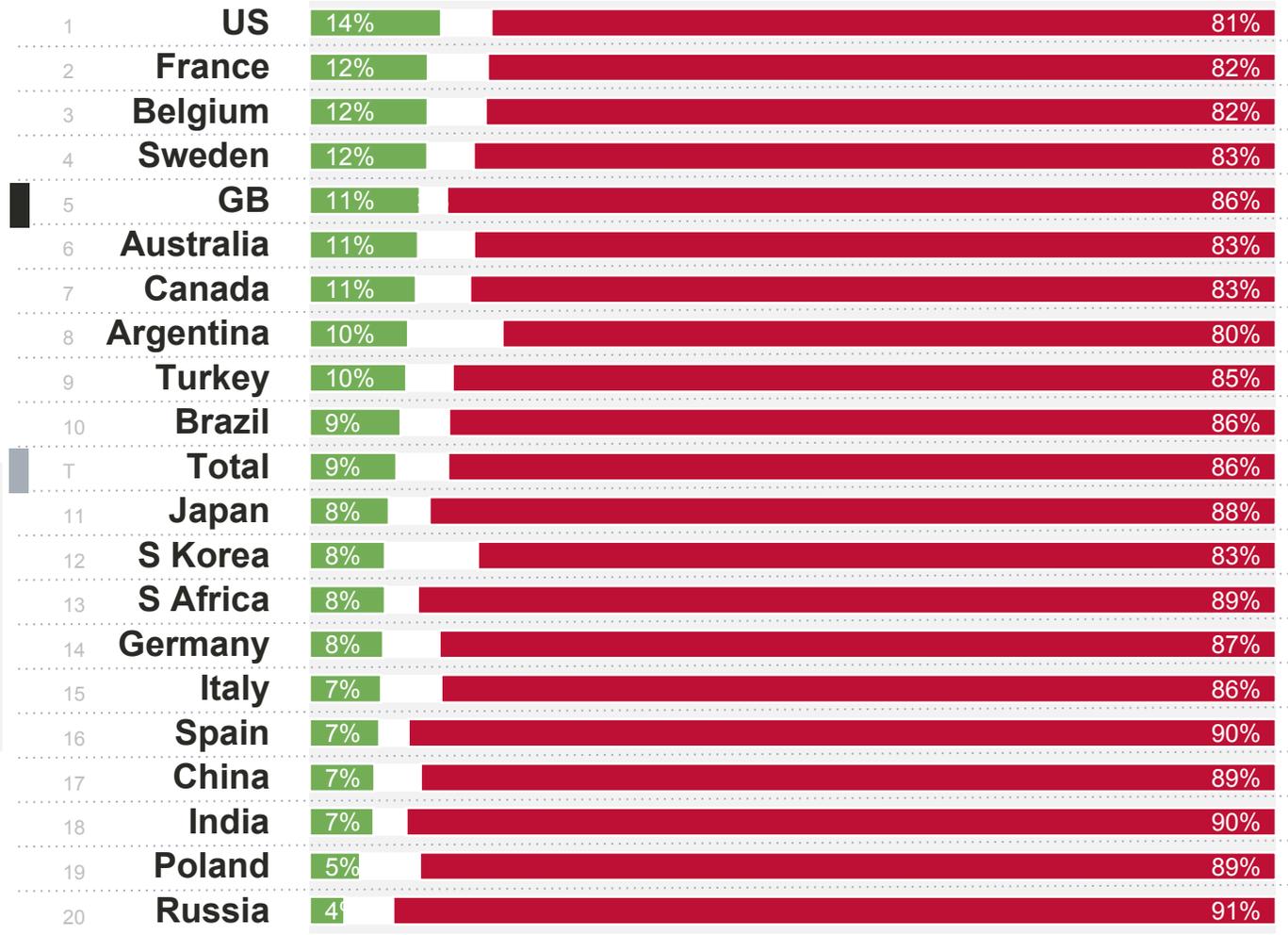
Ipsos MORI

# Right/left-handed

## The Global Trends Survey



Are you primarily left or right-handed?



### Key

- Primarily left-handed
- Primarily right-handed
- Total
- Great Britain

Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013

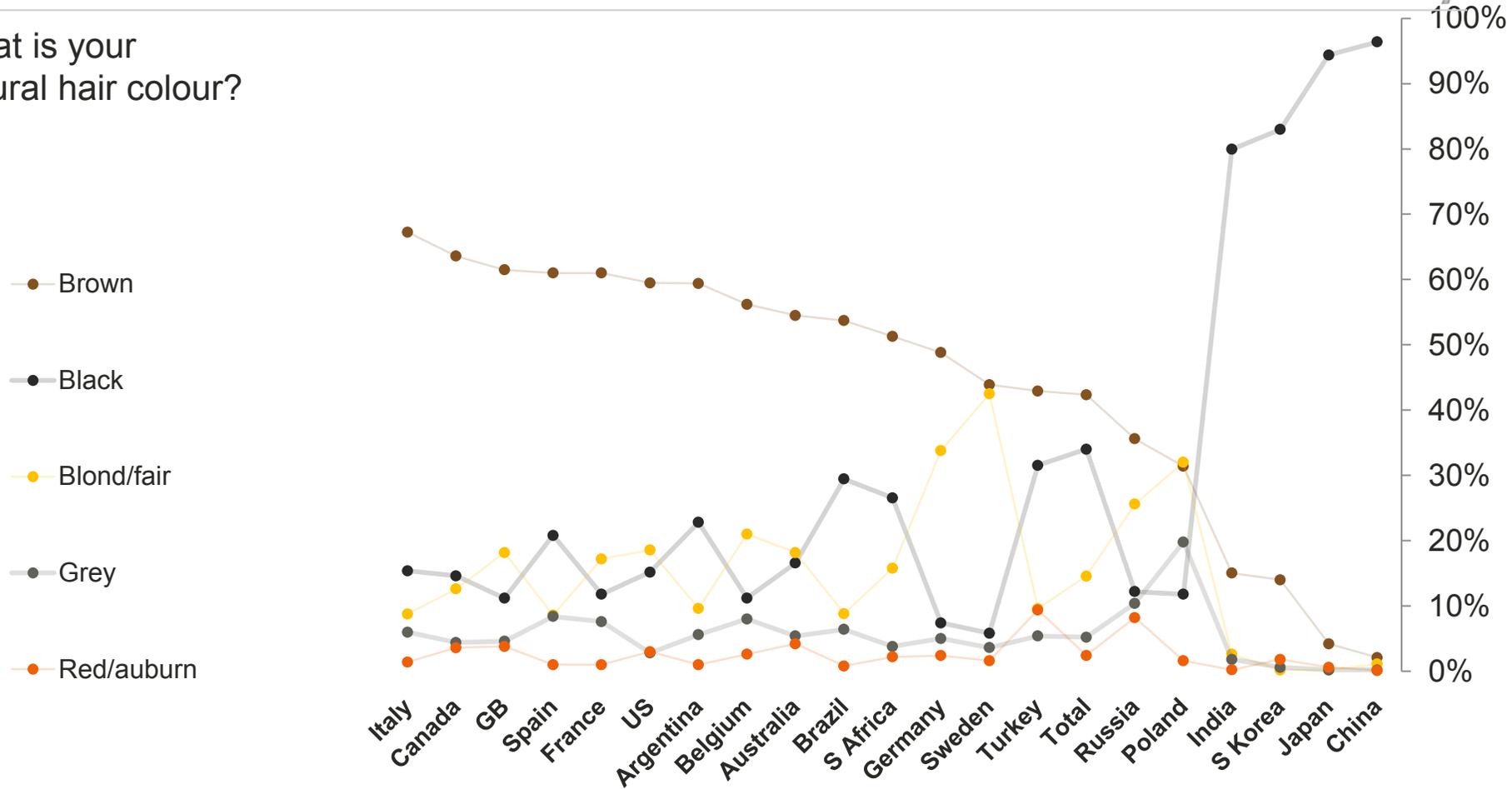
Ipsos MORI



# Hair colour

## The Global Trends Survey

**Q:** What is your natural hair colour?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



Ipsos MORI



**WAVE  
2**

# Ipsos MORI

## The survey



**20 countries**

**Using Ipsos' Global @dvisor *online* panel**

**Representative of more affluent, connected population in developing countries**

**Only includes those aged 16-64, 16,167 interviews in total**

**Fieldwork October 1<sup>st</sup>-15<sup>th</sup> 2013**

**Data weighted**

# Ipsos MORI

## Wave 2 - Contents



Personalisation vs privacy

Surveillance

Trust

Tech ownership & use

Mobile phones & tablets

TV viewing

Social media



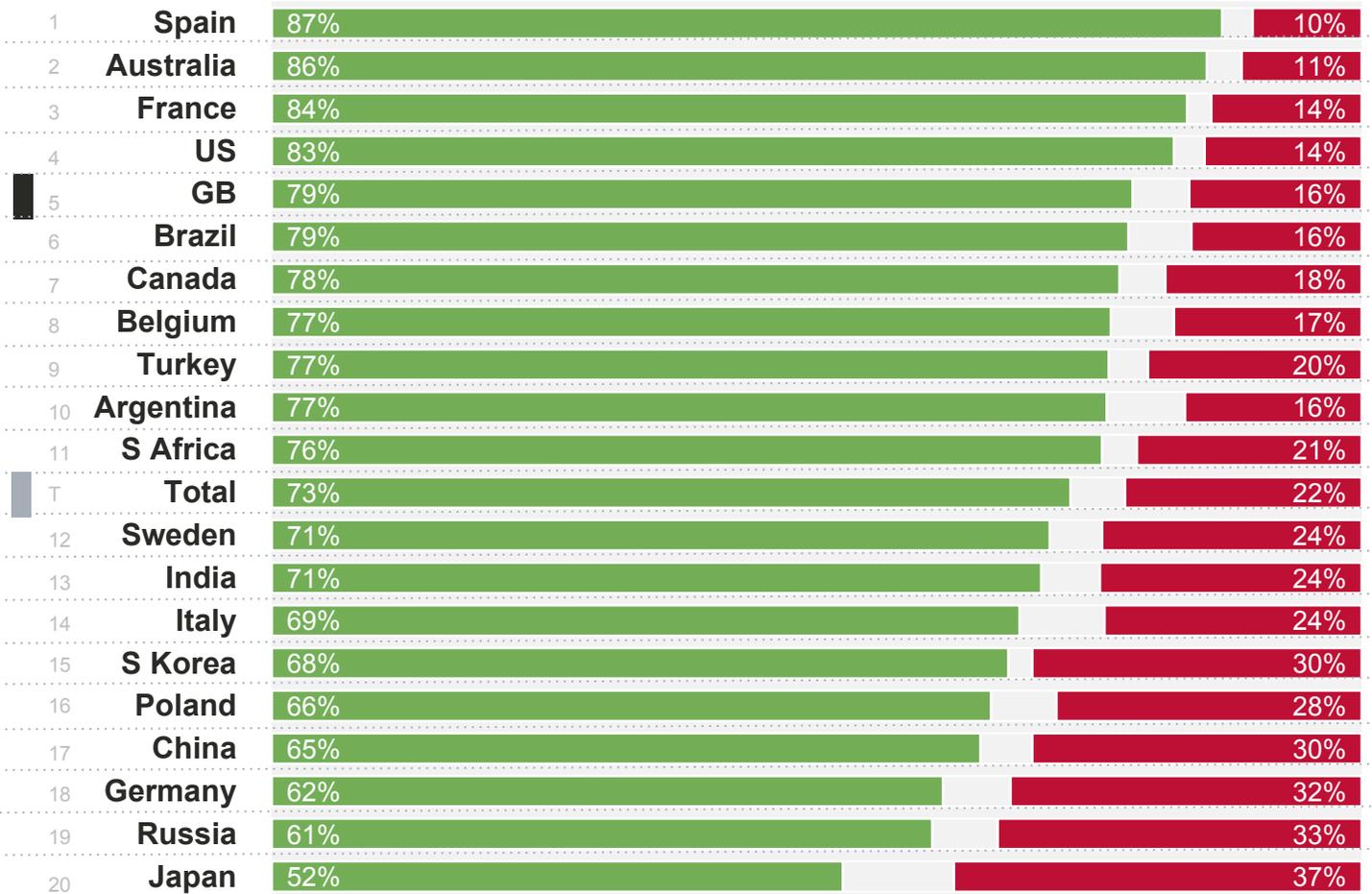
# Automated customer service

## The Global Trends Survey



To what extent do you agree or disagree...?

Customer service is getting too automated and impersonal



### Key

- Agree
- Disagree
- Total
- GB

Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

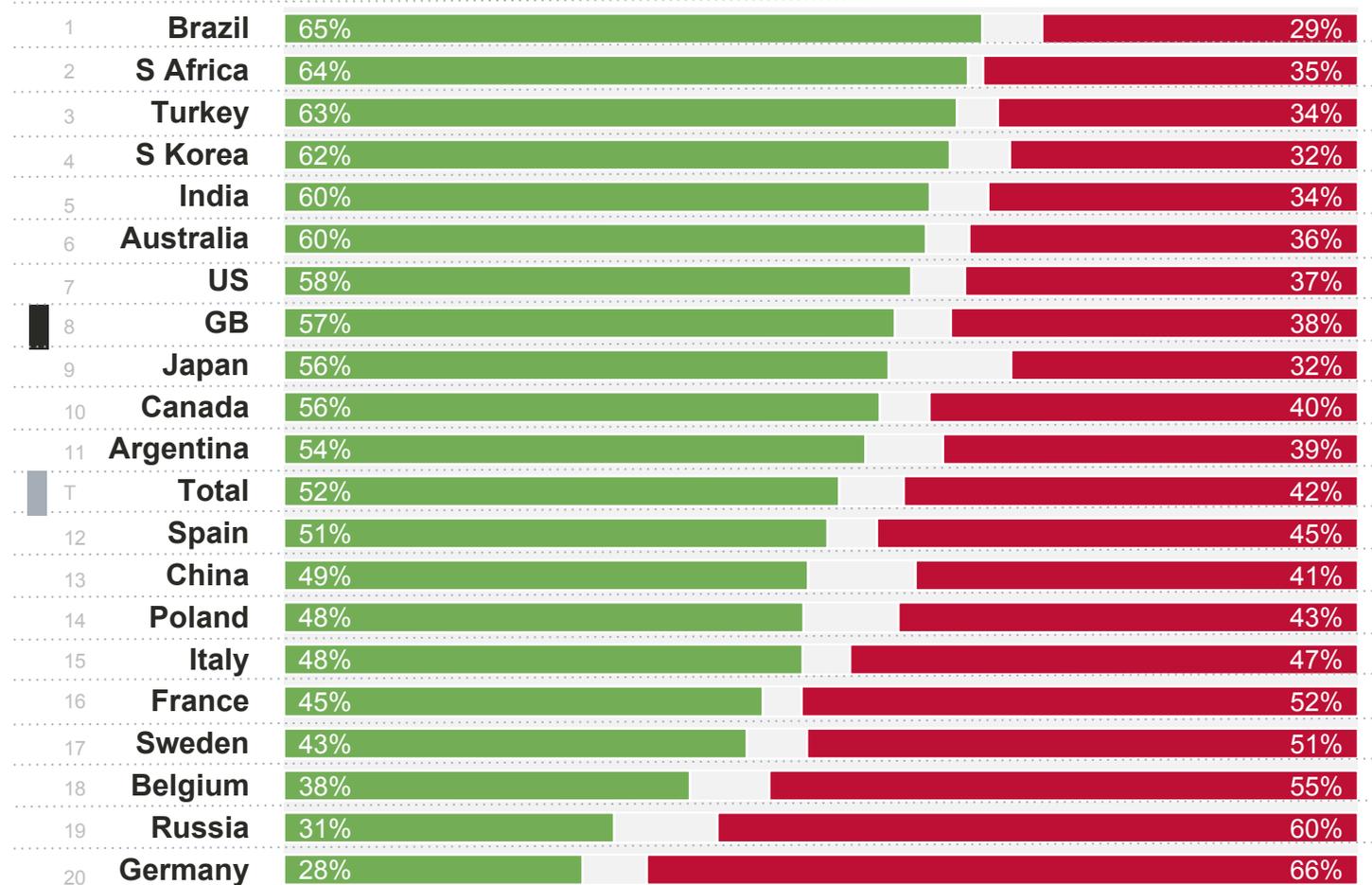


# Harder to switch off

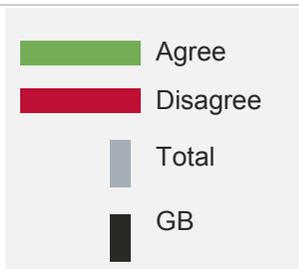
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

Technology means that I find it harder to 'switch off'



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

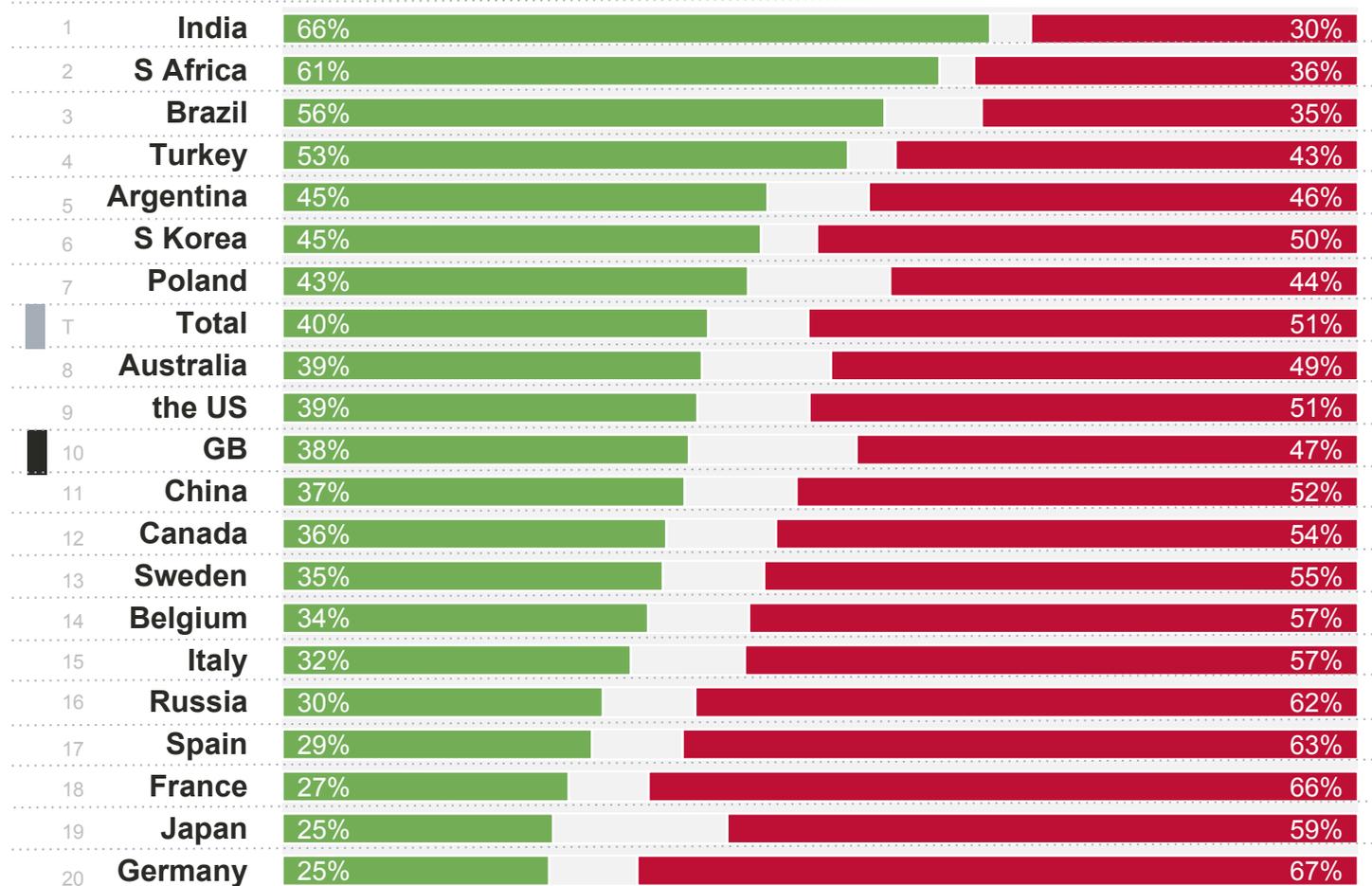
Ipsos MORI

# Technology increases work

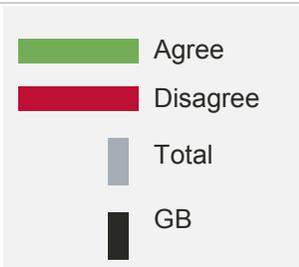
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

Technology has increased the amount of time I spend working

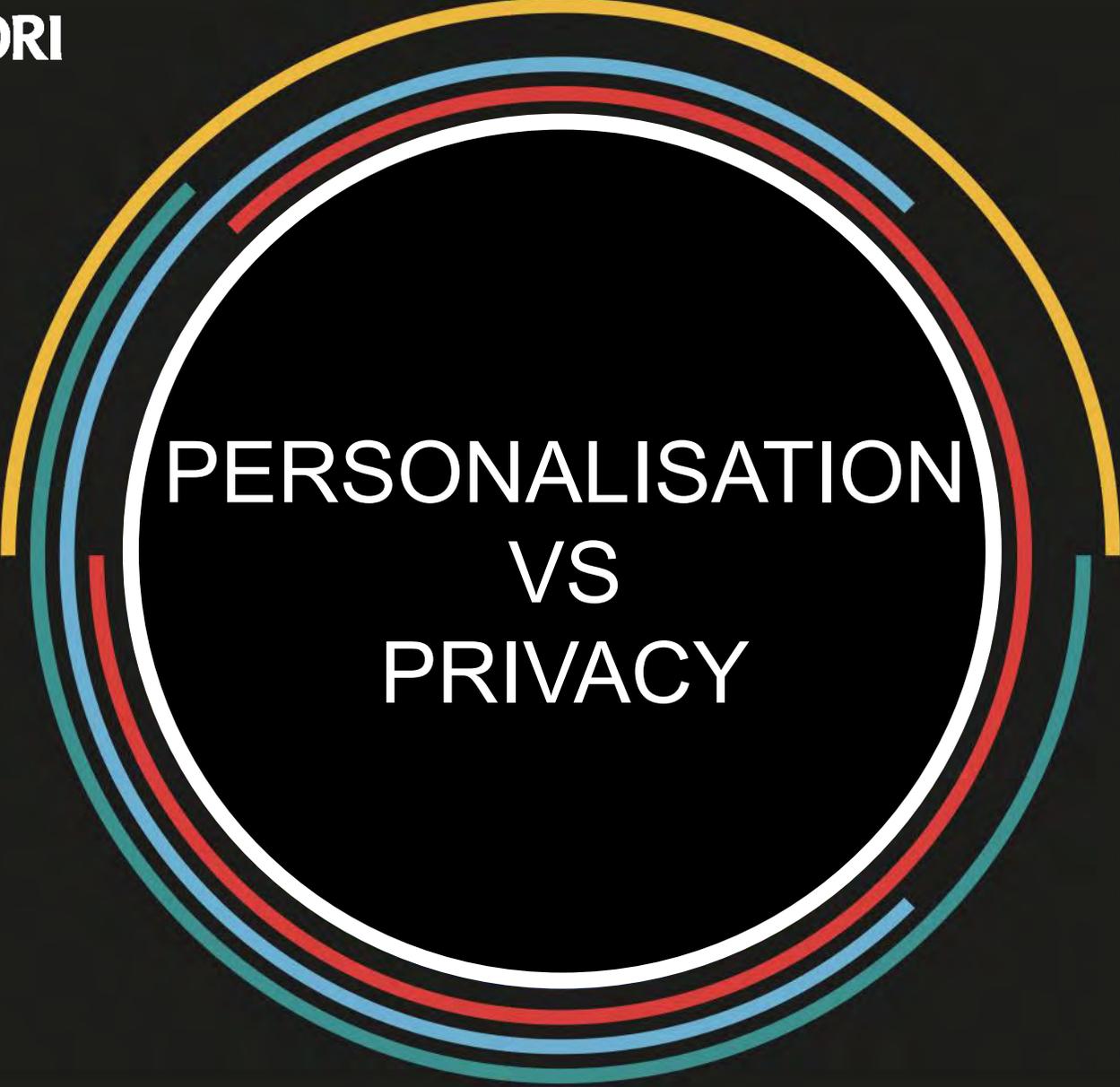


### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

A large circular graphic composed of several concentric, overlapping rings in yellow, light blue, red, and teal. The rings are not fully closed, creating a sense of motion or a frame. In the center of this graphic, the text "PERSONALISATION VS PRIVACY" is written in white, bold, uppercase letters.

PERSONALISATION  
VS  
PRIVACY

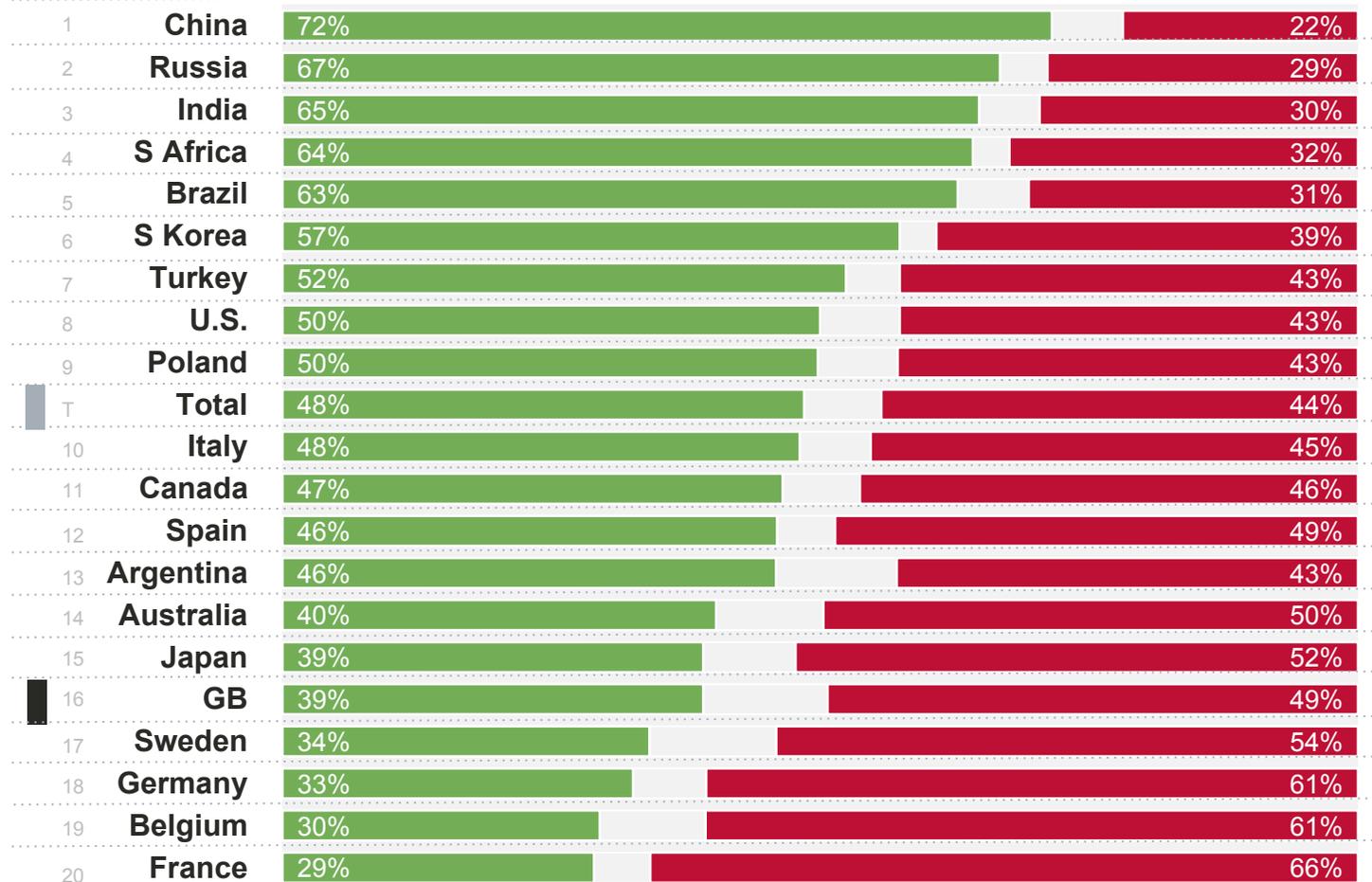
# Paying for personalisation

## The Global Trends Survey

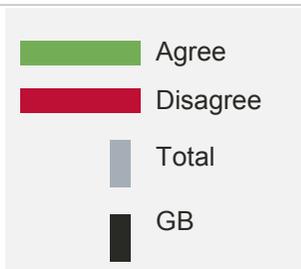


To what extent do you agree or disagree...?

I am willing to pay more for services and products which are tailored to me/my likes than for those which aren't



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



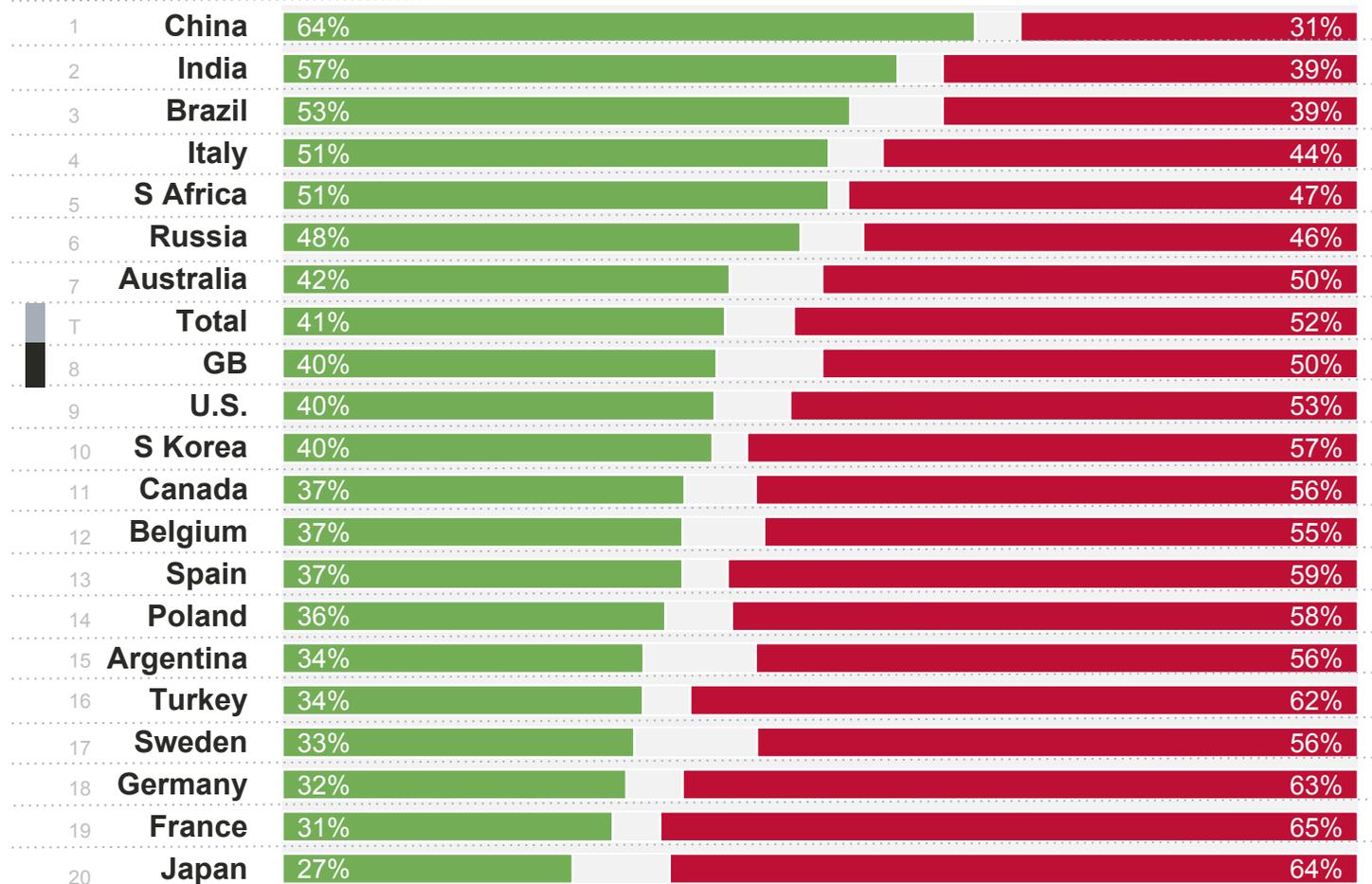
# Personalisation vs privacy

## The Global Trends Survey

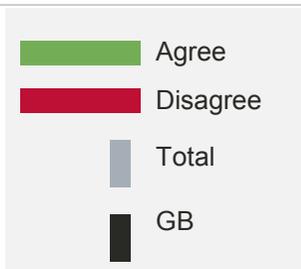


To what extent do you agree or disagree...?

I am comfortable providing information about myself to companies who are online in return for personalised services and products



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



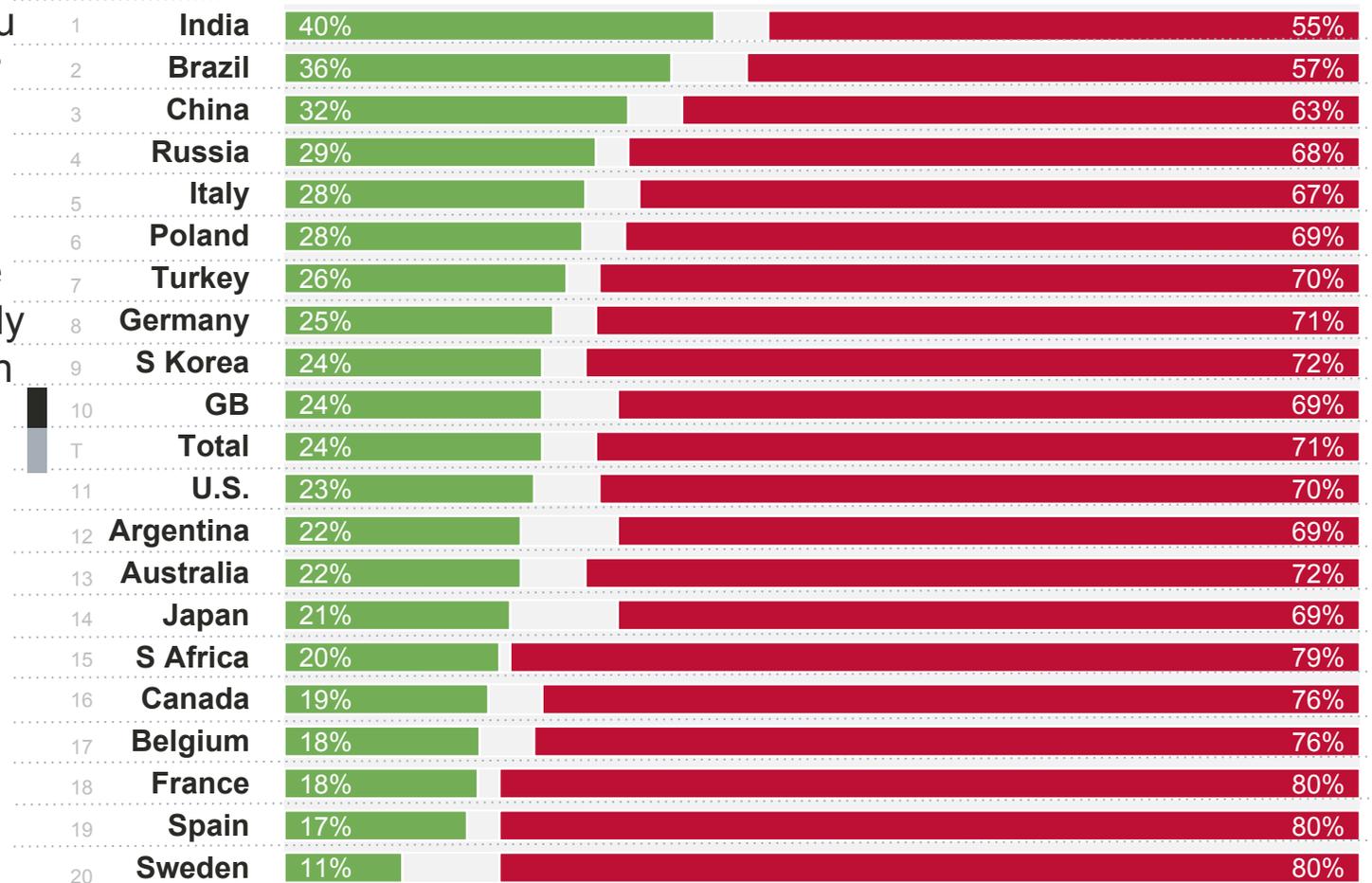
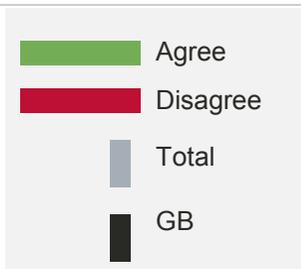
## The Global Trends Survey



To what extent do you agree or disagree...?

I don't mind companies using information about me provided automatically when I go online such as my location and what I have been browsing online

### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

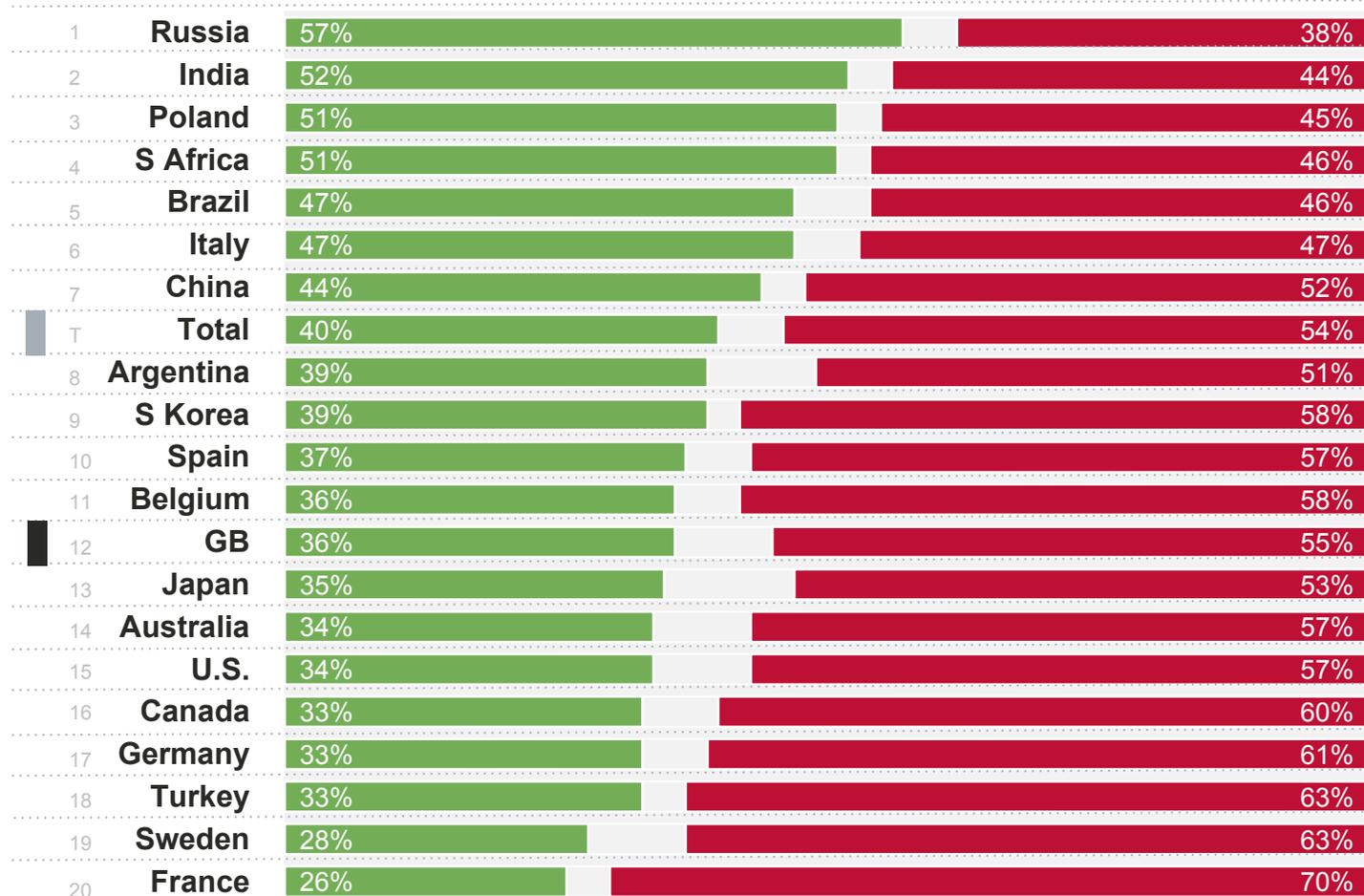


# Profit from personal info

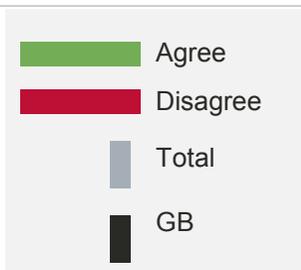
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I don't mind companies making profits from using information about me if it benefits me too



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

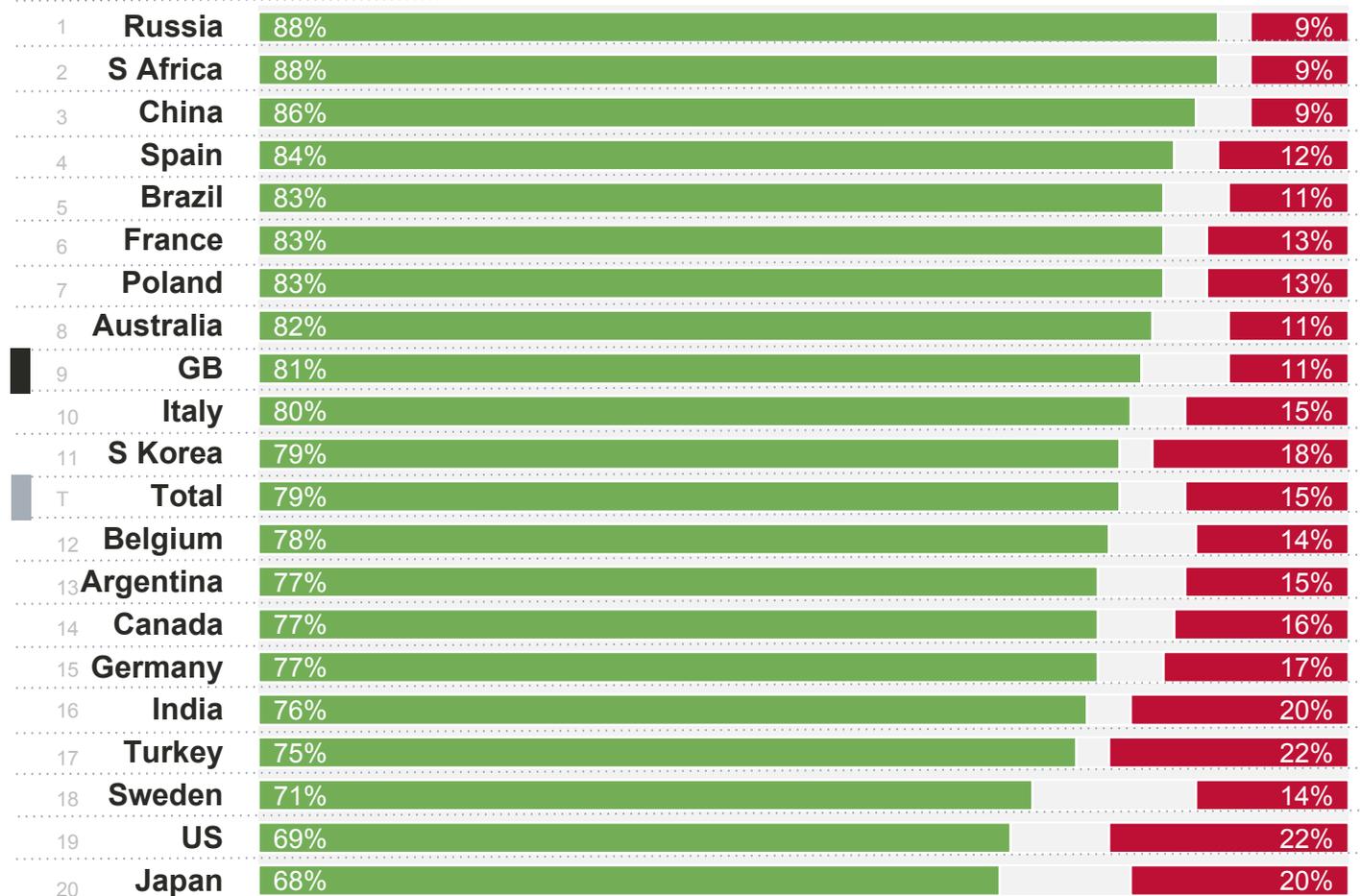


## The Global Trends Survey

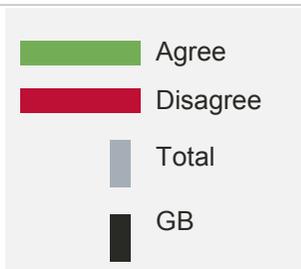


To what extent do you agree or disagree...?

People's privacy online should be protected by an independent body regulating the way personal information is collected and used on the internet



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

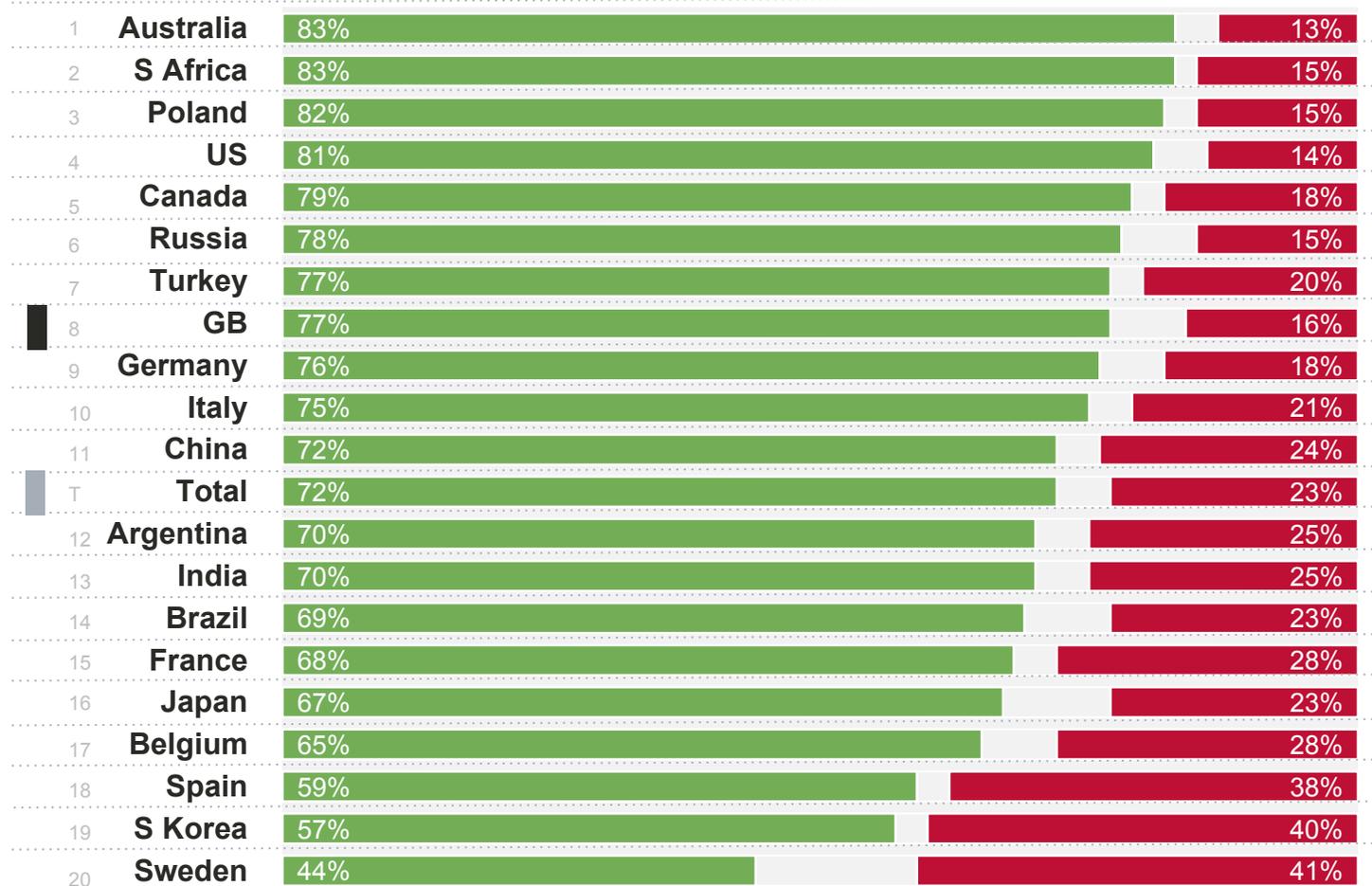


# Inevitability of privacy loss

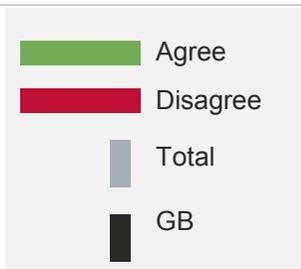
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

It is inevitable that we will all lose some privacy in the future because of what new technology can do



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

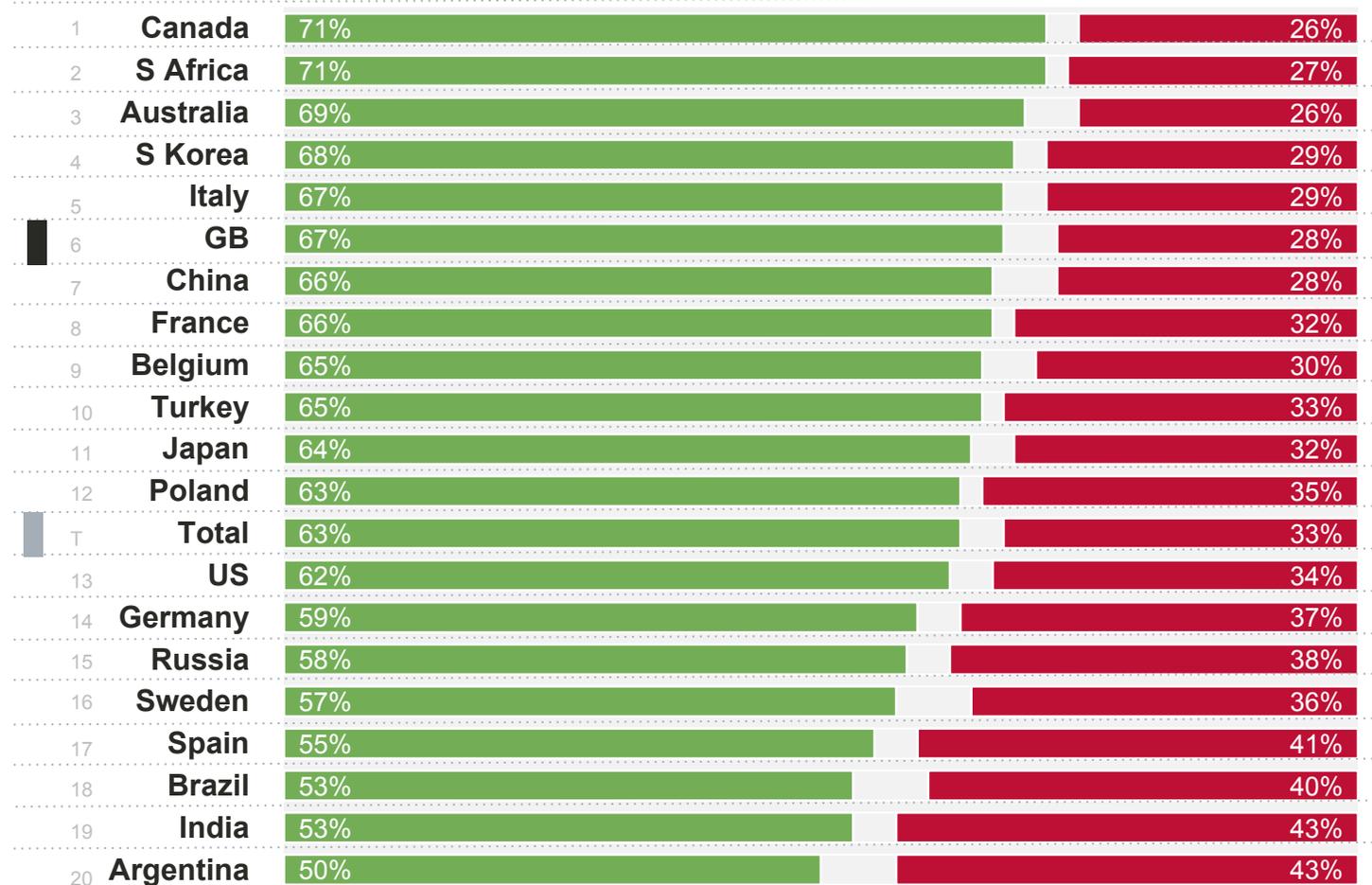
Ipsos MORI

# Read terms & conditions?

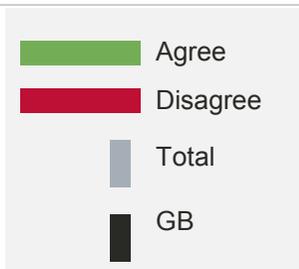
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I often don't bother fully reading terms and conditions on a website before accepting them



### Key



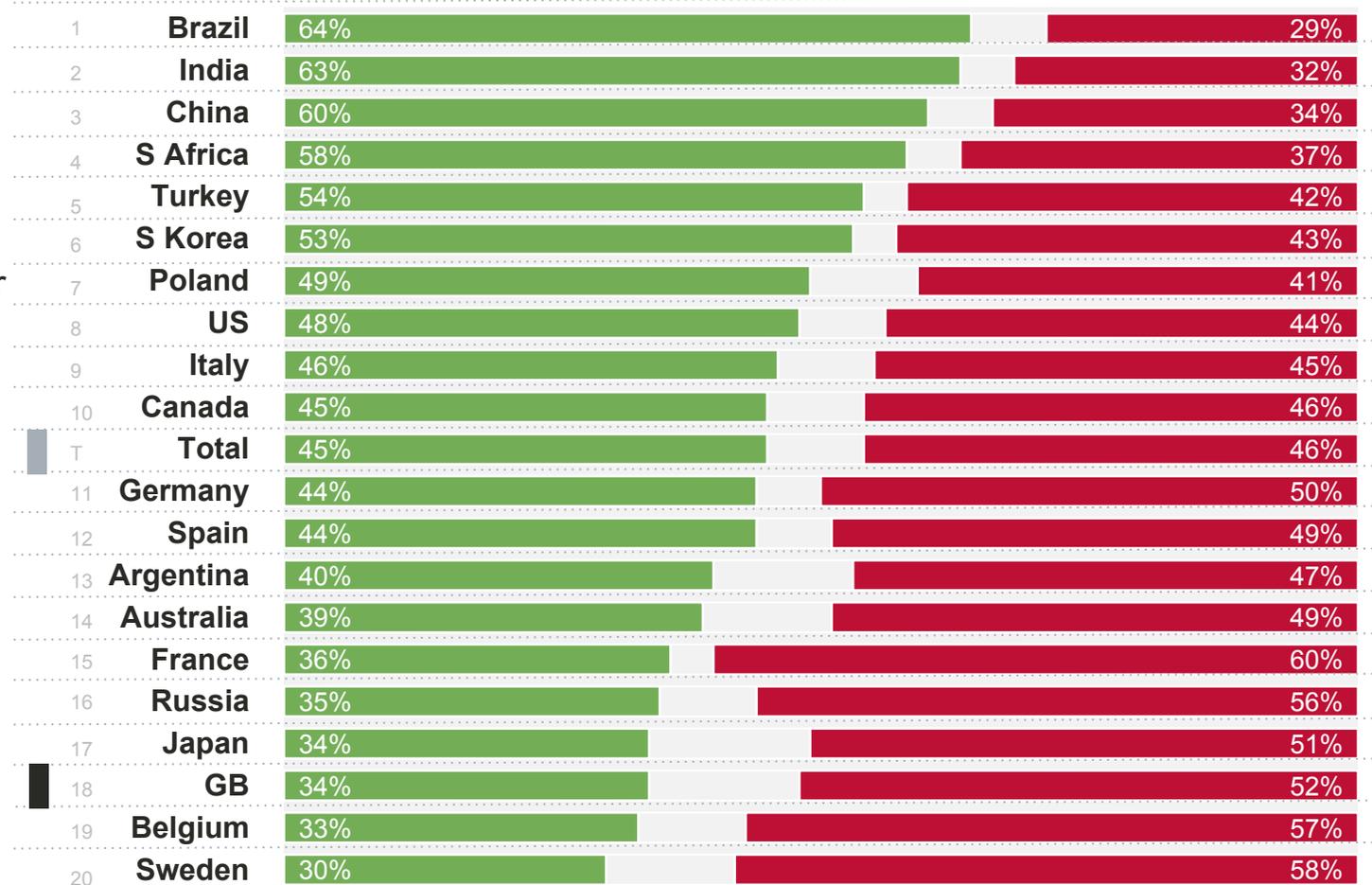
Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

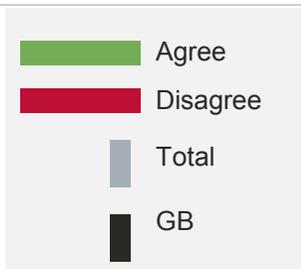
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I am willing to pay extra for a service or product to keep my details private



**Key**



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

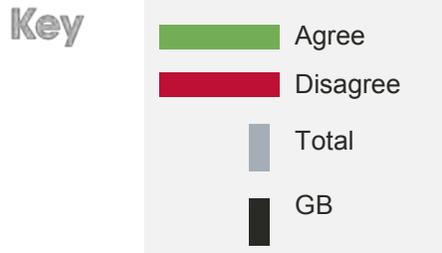
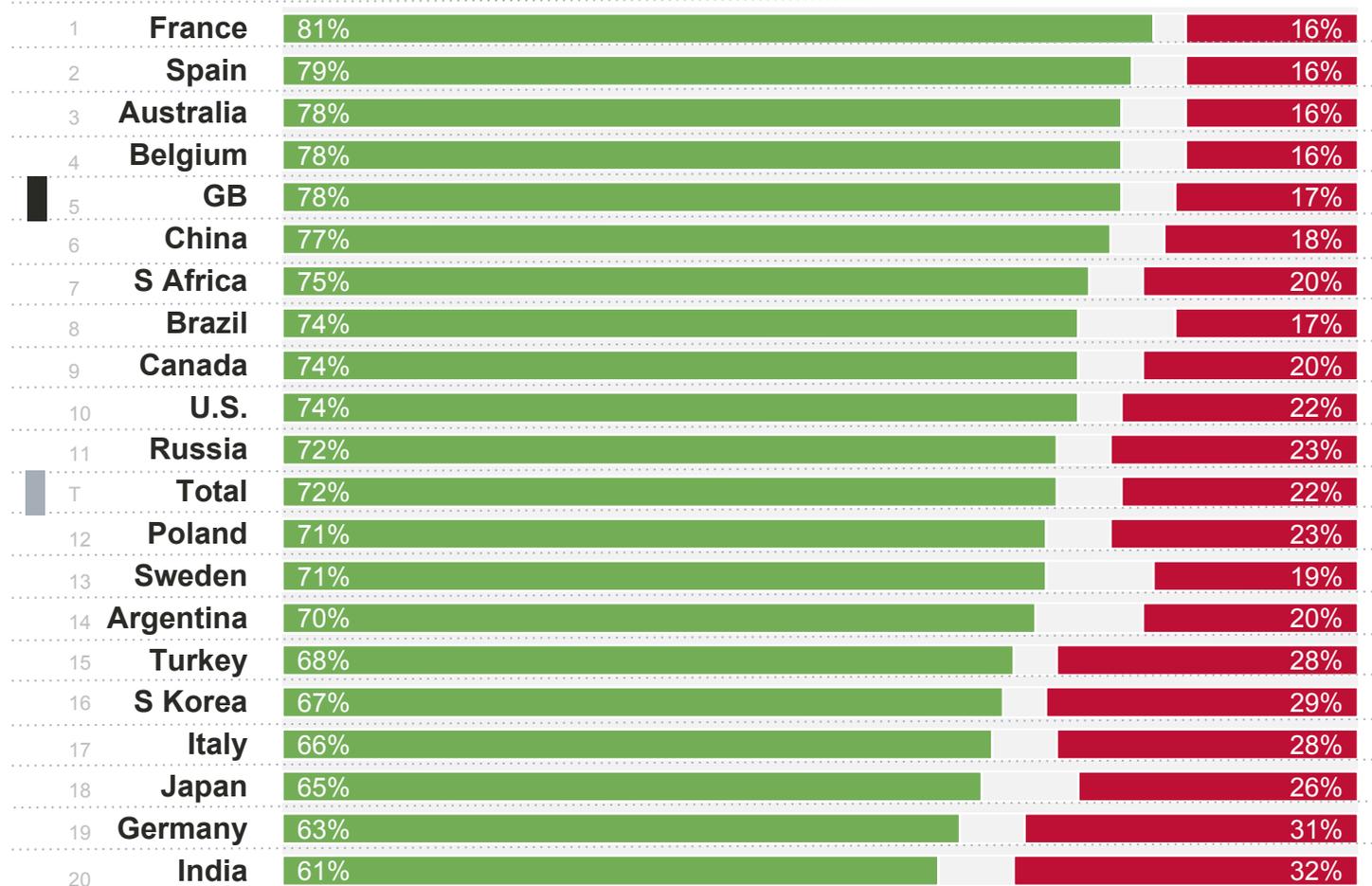
Ipsos MORI



# What info companies hold

## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?  
  
I don't know what personal information companies hold about me



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



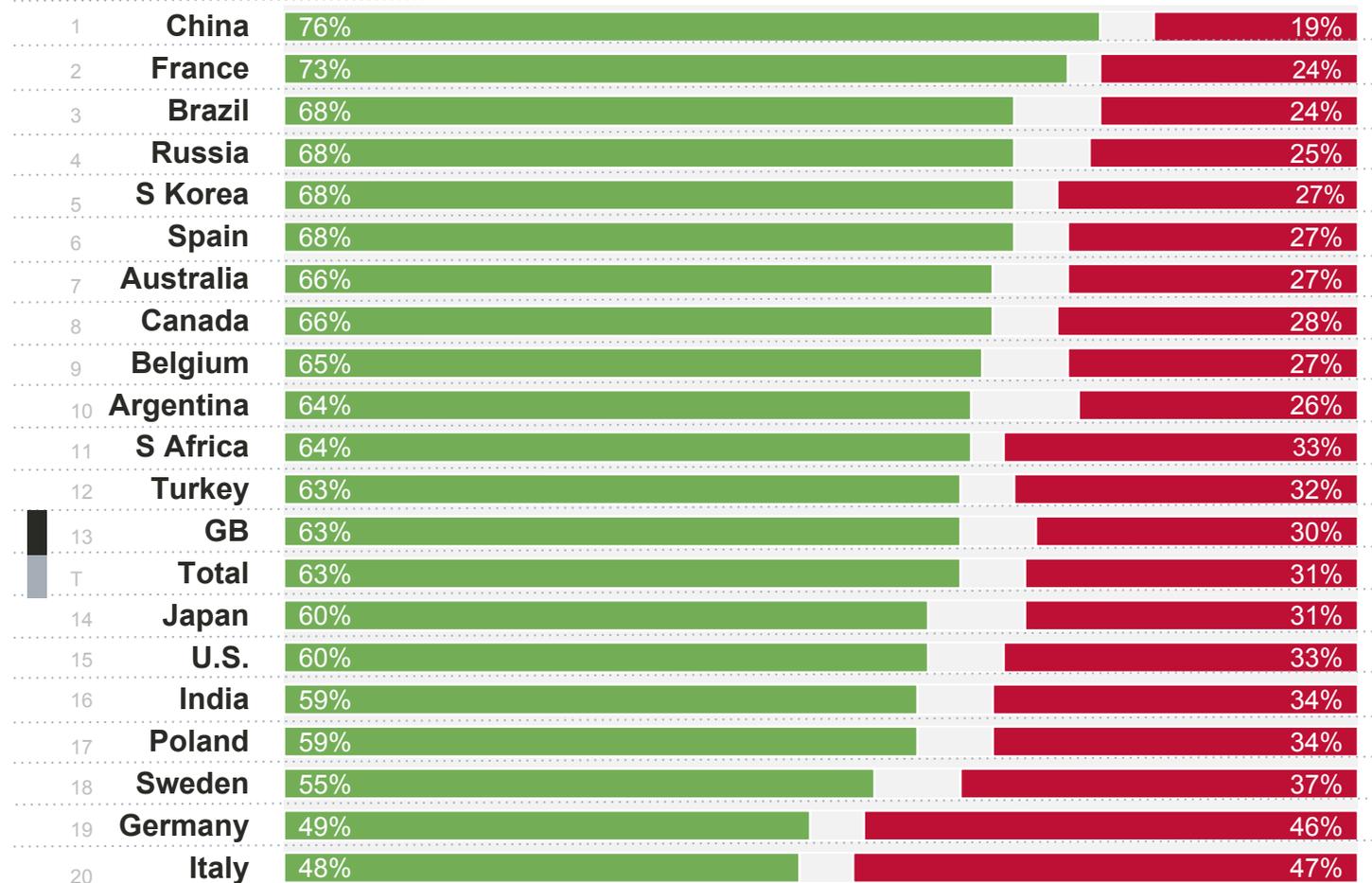
# Know info rights?

## The Global Trends Survey

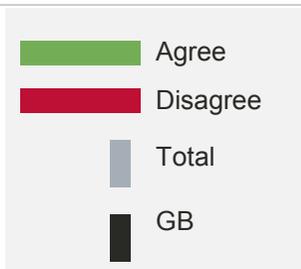


To what extent do you agree or disagree...?

I don't know what my rights are over the way companies handle my personal information



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

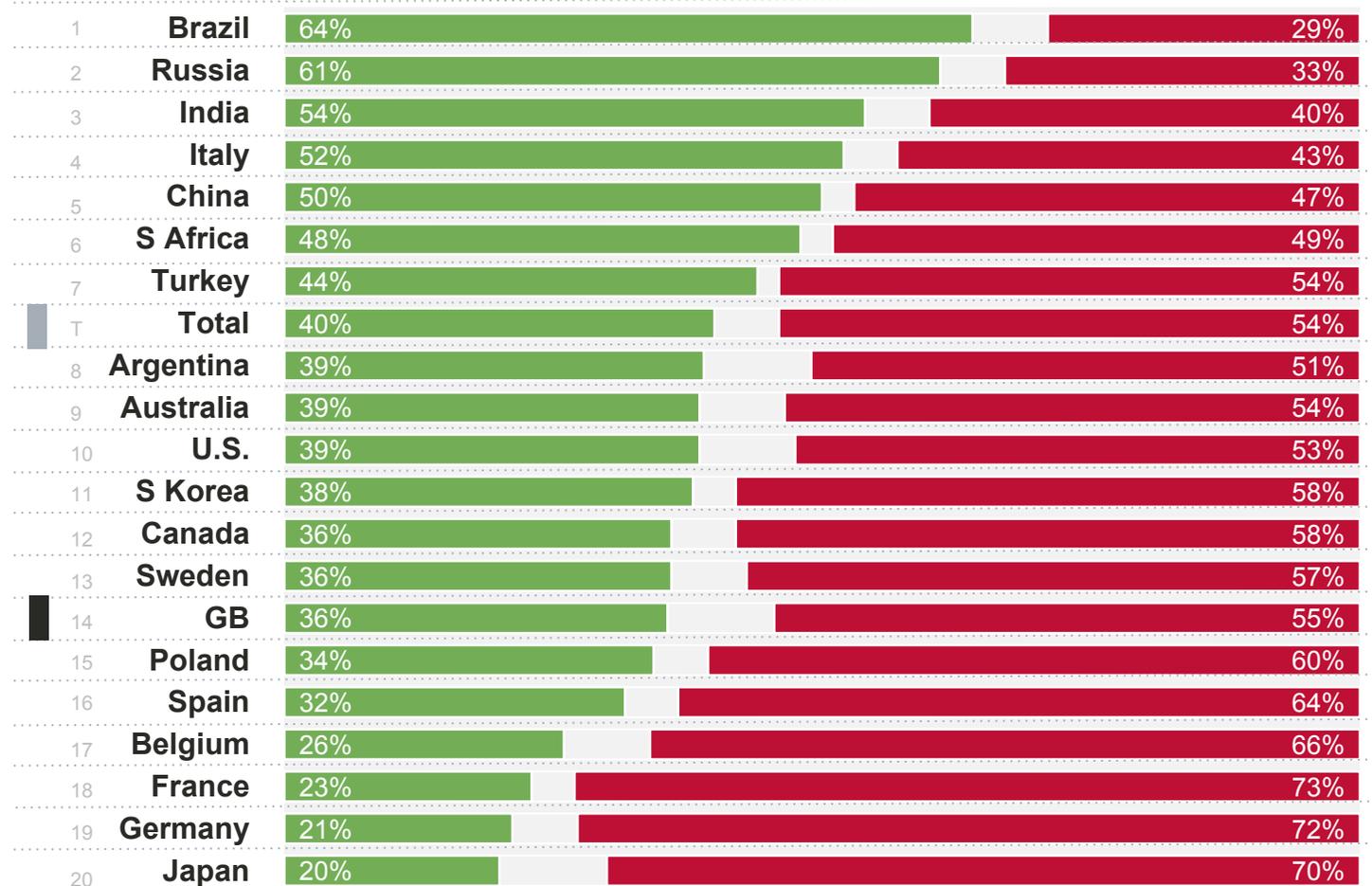


# Share info with brands?

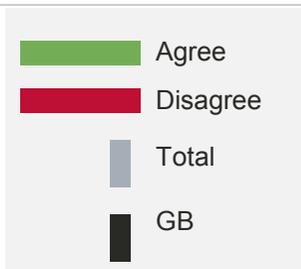
## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I am happy to share my personal information with companies and brands that I like



**Key**



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



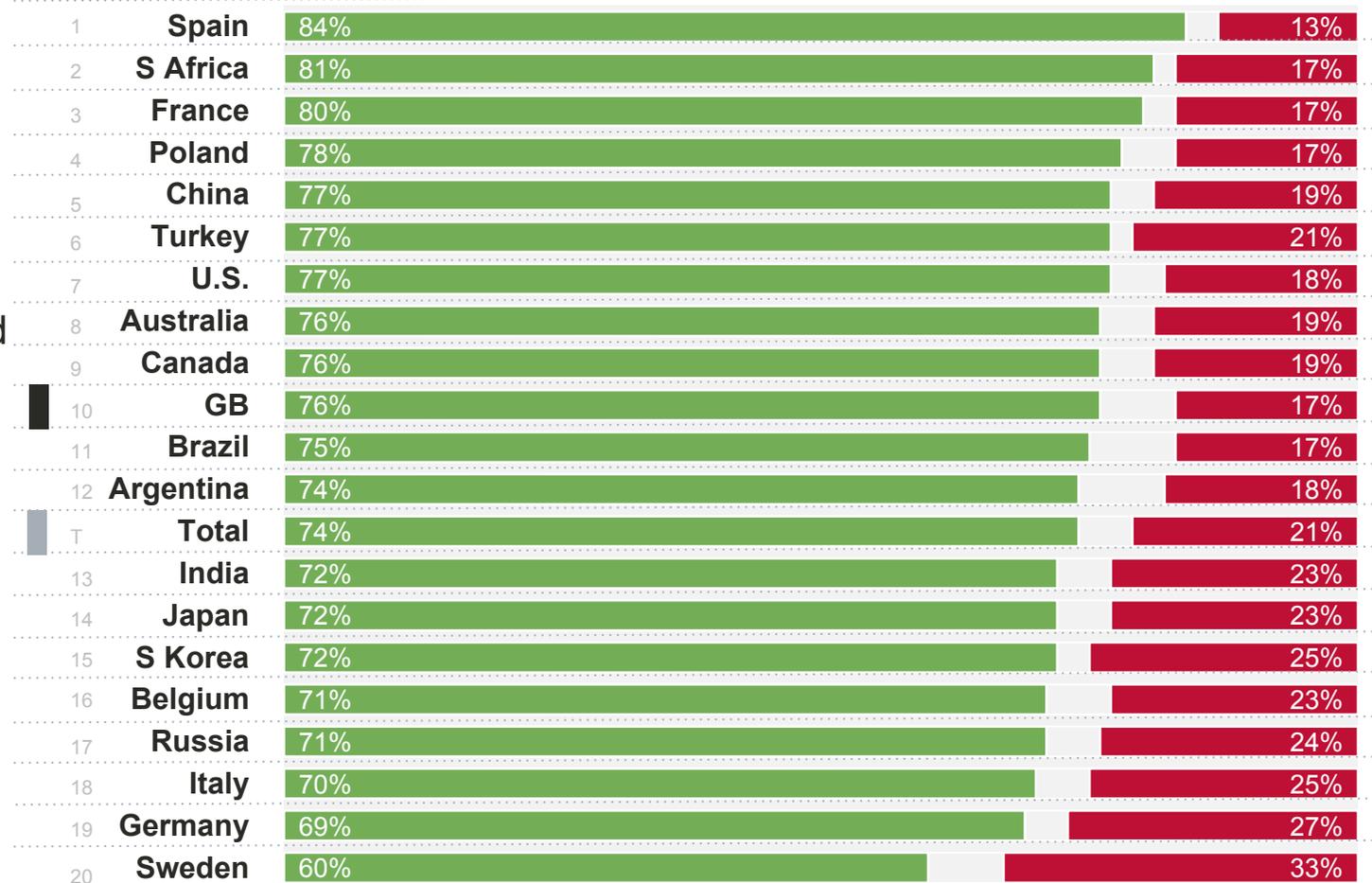
# Concern – companies

## The Global Trends Survey

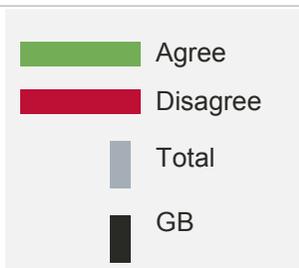


To what extent do you agree or disagree...?

I am concerned about how information collected about me when I go online is being used by companies



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



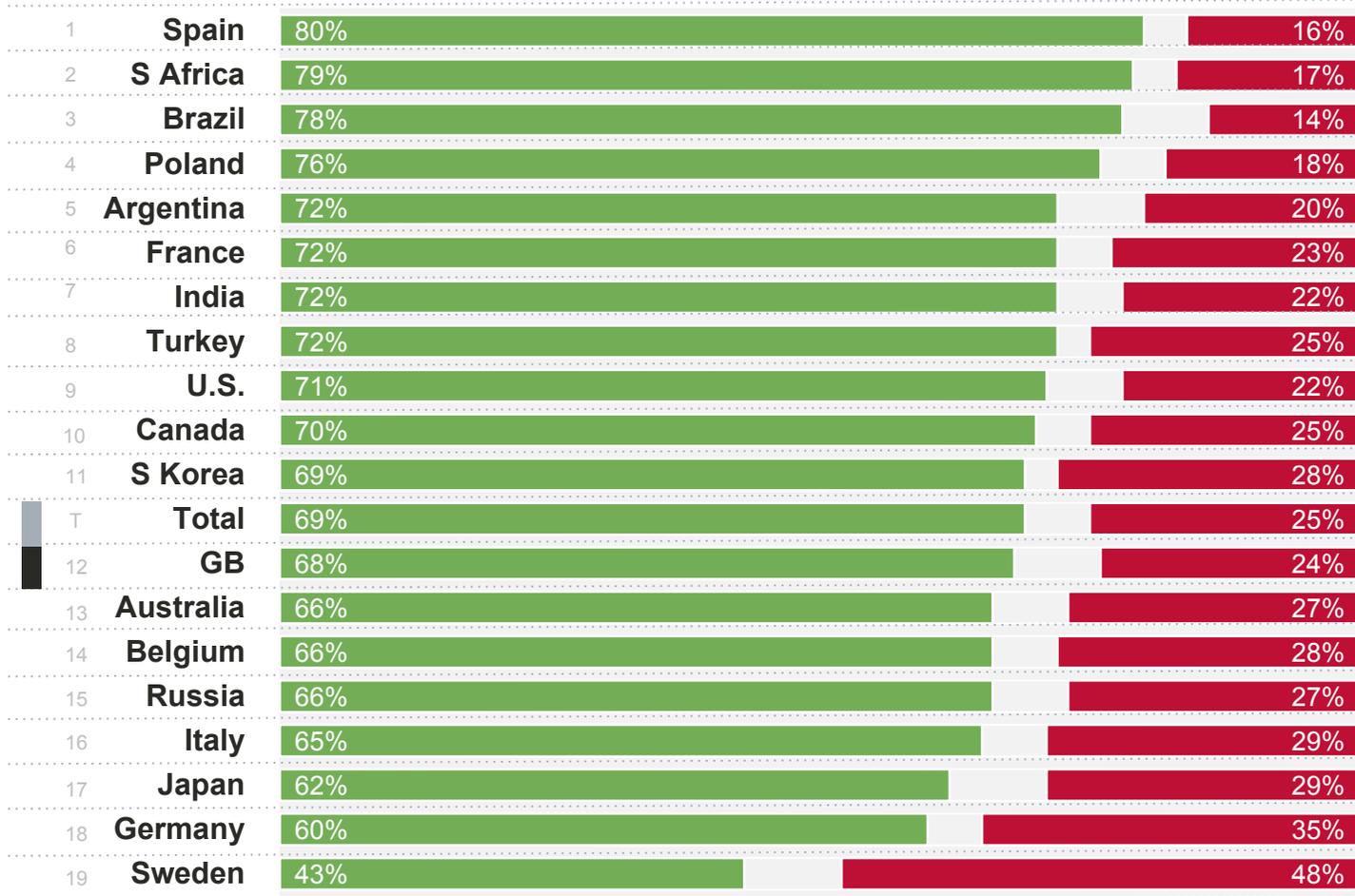
# Concern – government

## The Global Trends Survey

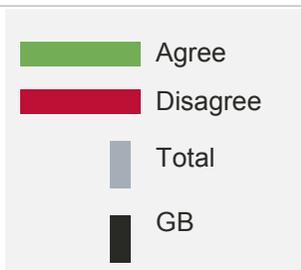


To what extent do you agree or disagree...?

I am concerned about how information collected about me when I go online is being used by my own government



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Social media concern

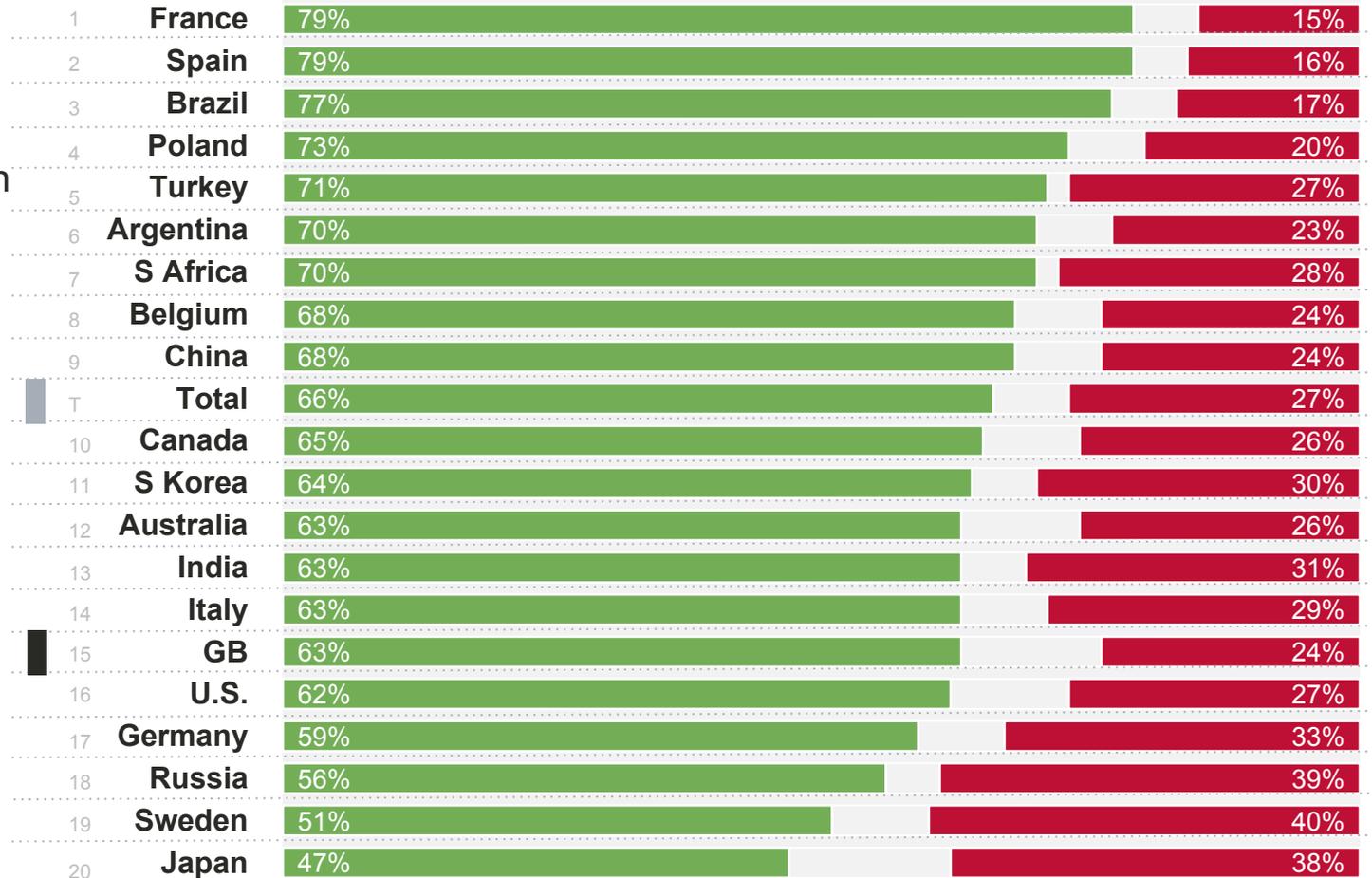
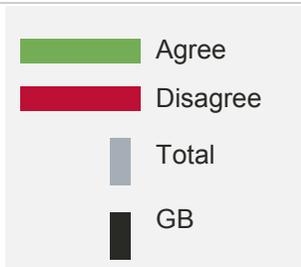
## The Global Trends Survey



To what extent do you agree or disagree...?

I worry that companies can access my posts on social networking sites (such as Facebook or Twitter) or information about goods and services I have purchased (such as what I bought, where, when and for how much)

### Key



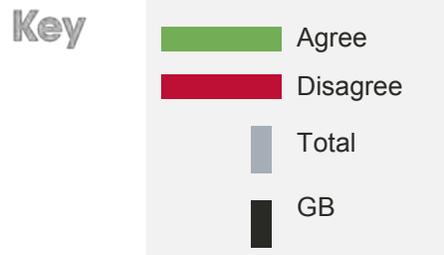
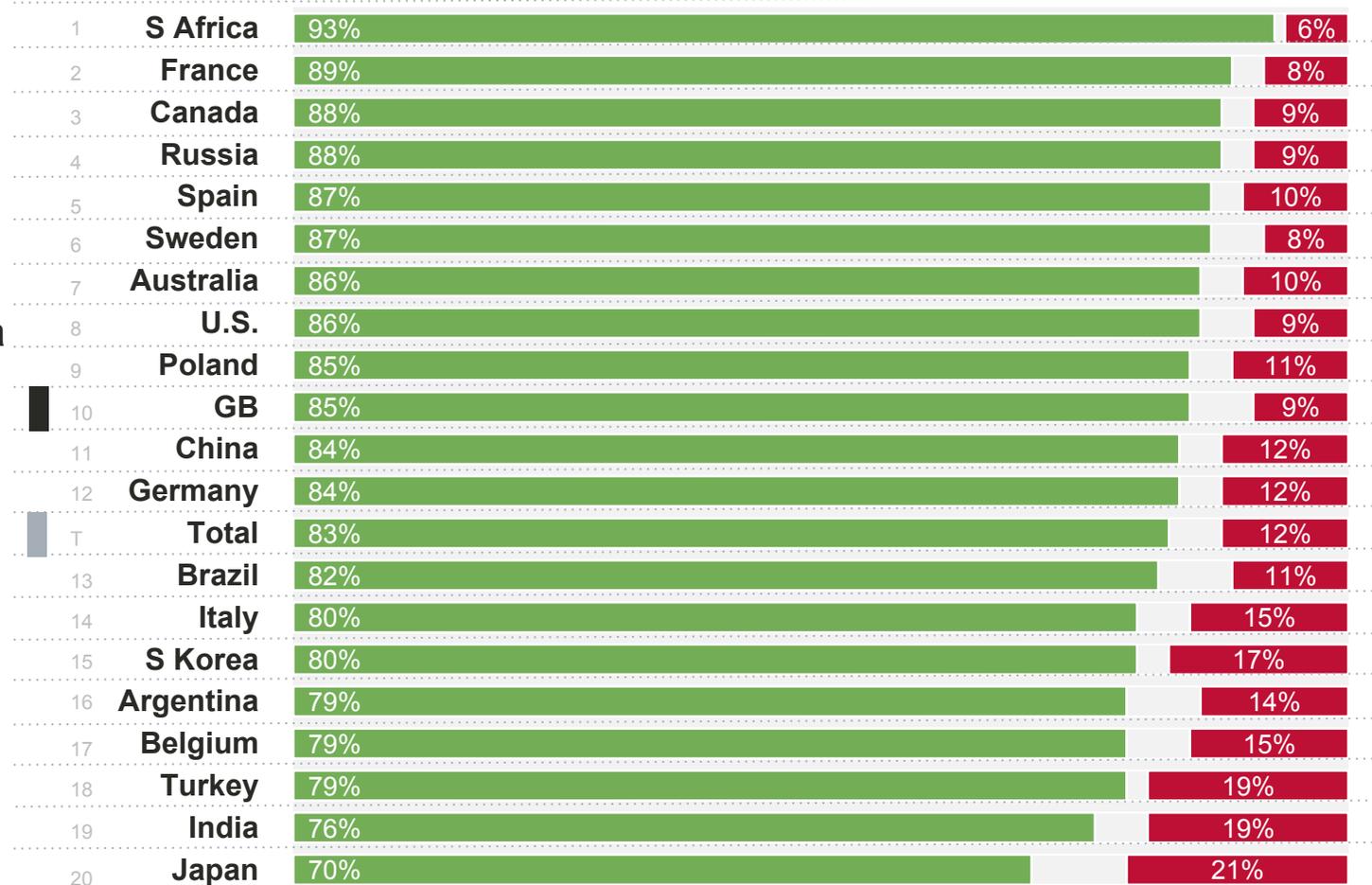
Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?  
Companies should give you more detail upfront on what data is being collected about you when you visit their website



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

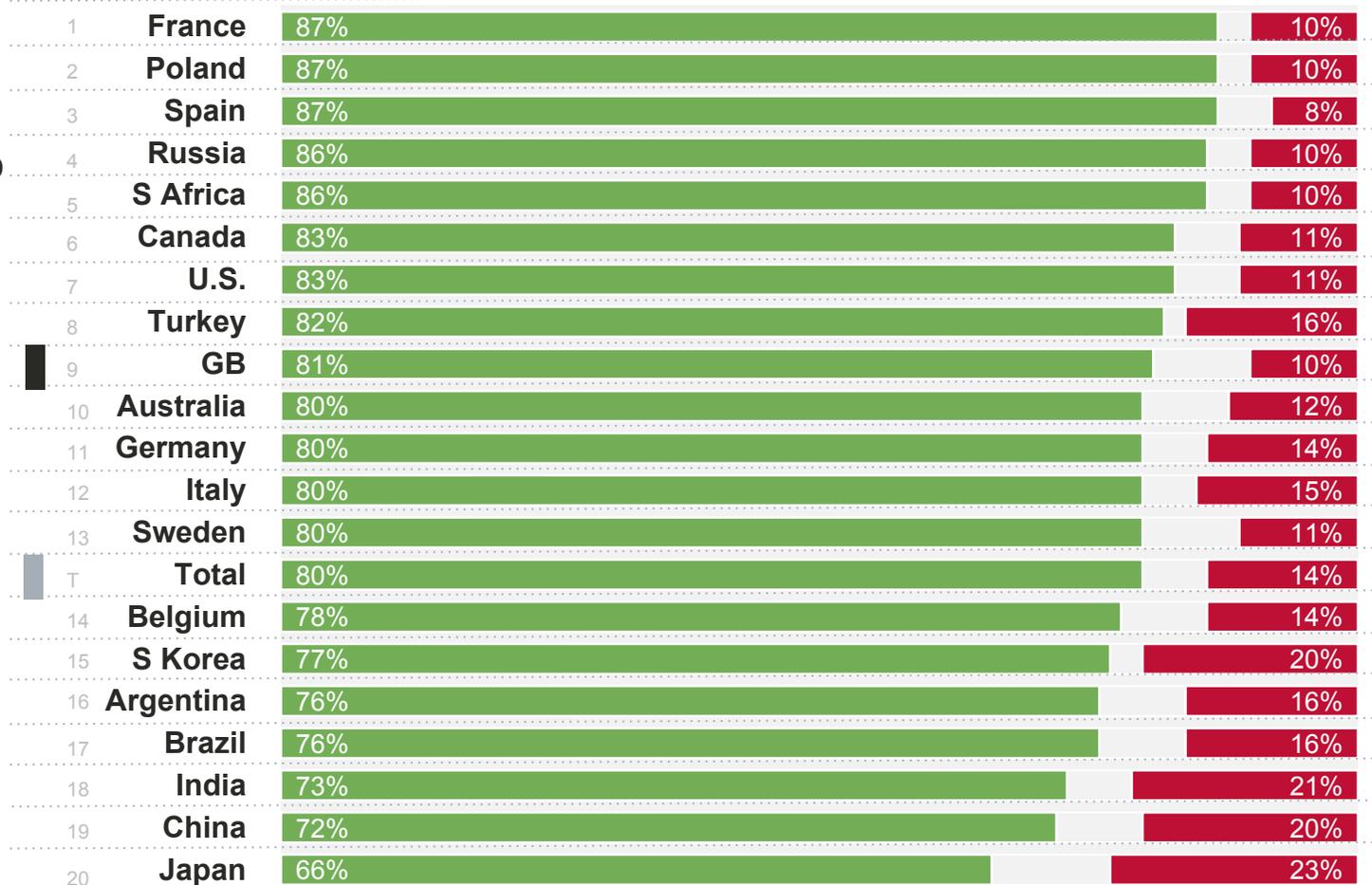
# Personal info rights

## The Global Trends Survey

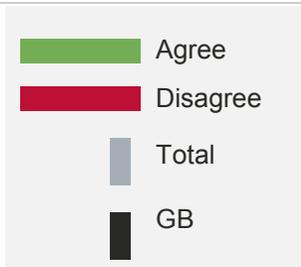


To what extent do you agree or disagree...?

I should still be able to ask companies to whom they have shared or sold information about me, even if my personal details have been removed



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

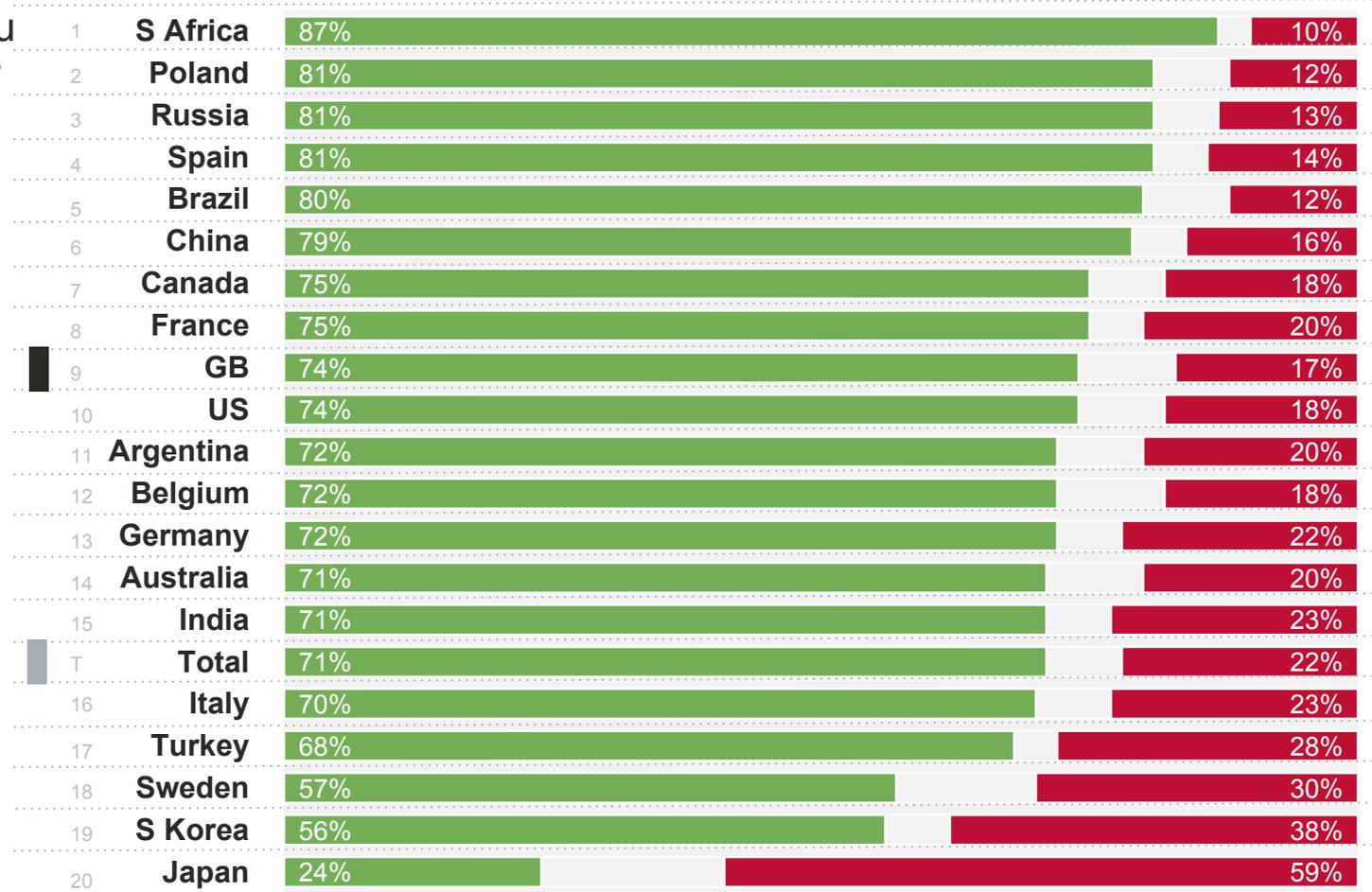
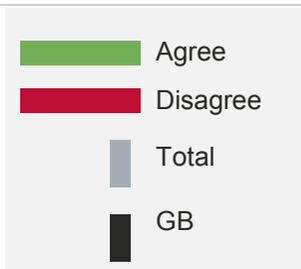


## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

I would like to have access to the data that companies hold about me, as it could really help me make better decisions – for example about how I spend my money

**Key**



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

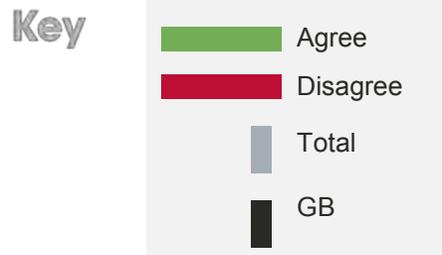
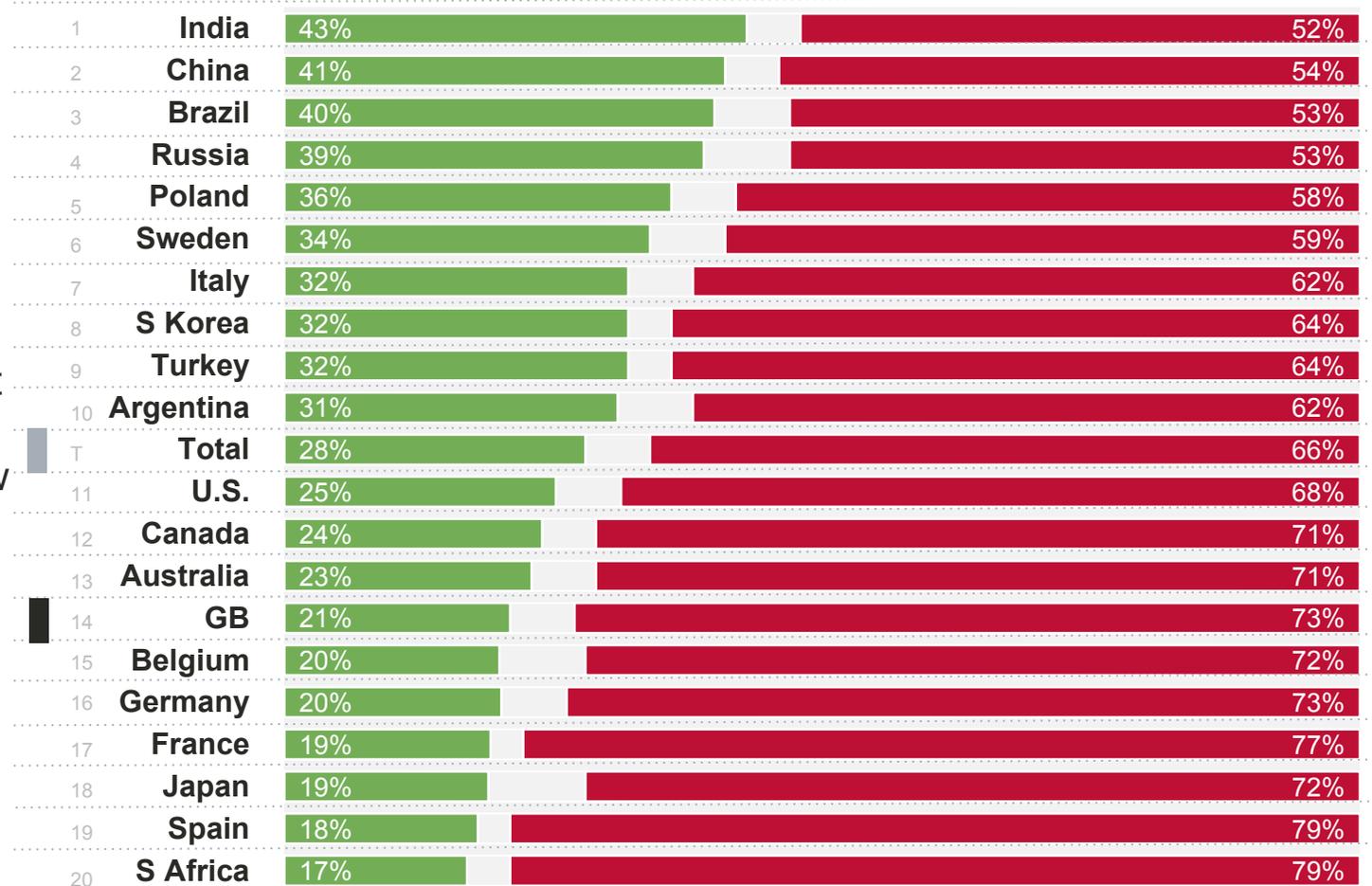


# People worry too much

## The Global Trends Survey

**Q:** To what extent do you agree or disagree...?

People worry too much about their privacy online - I'm not concerned about what companies or the government know about me



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Discovering new things

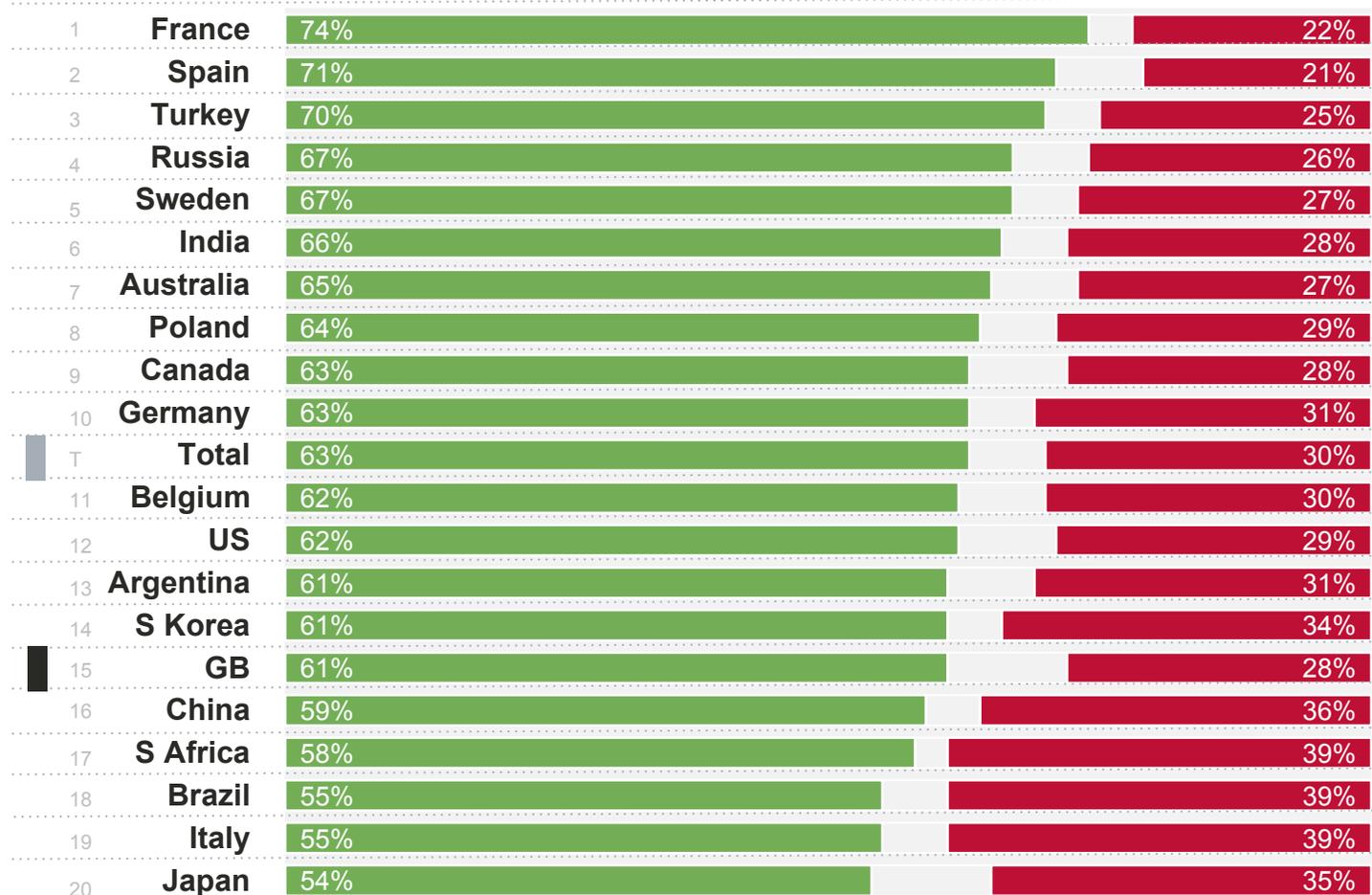
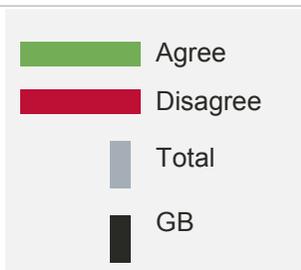
## The Global Trends Survey



To what extent do you agree or disagree...?

I would rather discover new things for myself than get recommendations from websites based on what I've bought or viewed in the past

### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

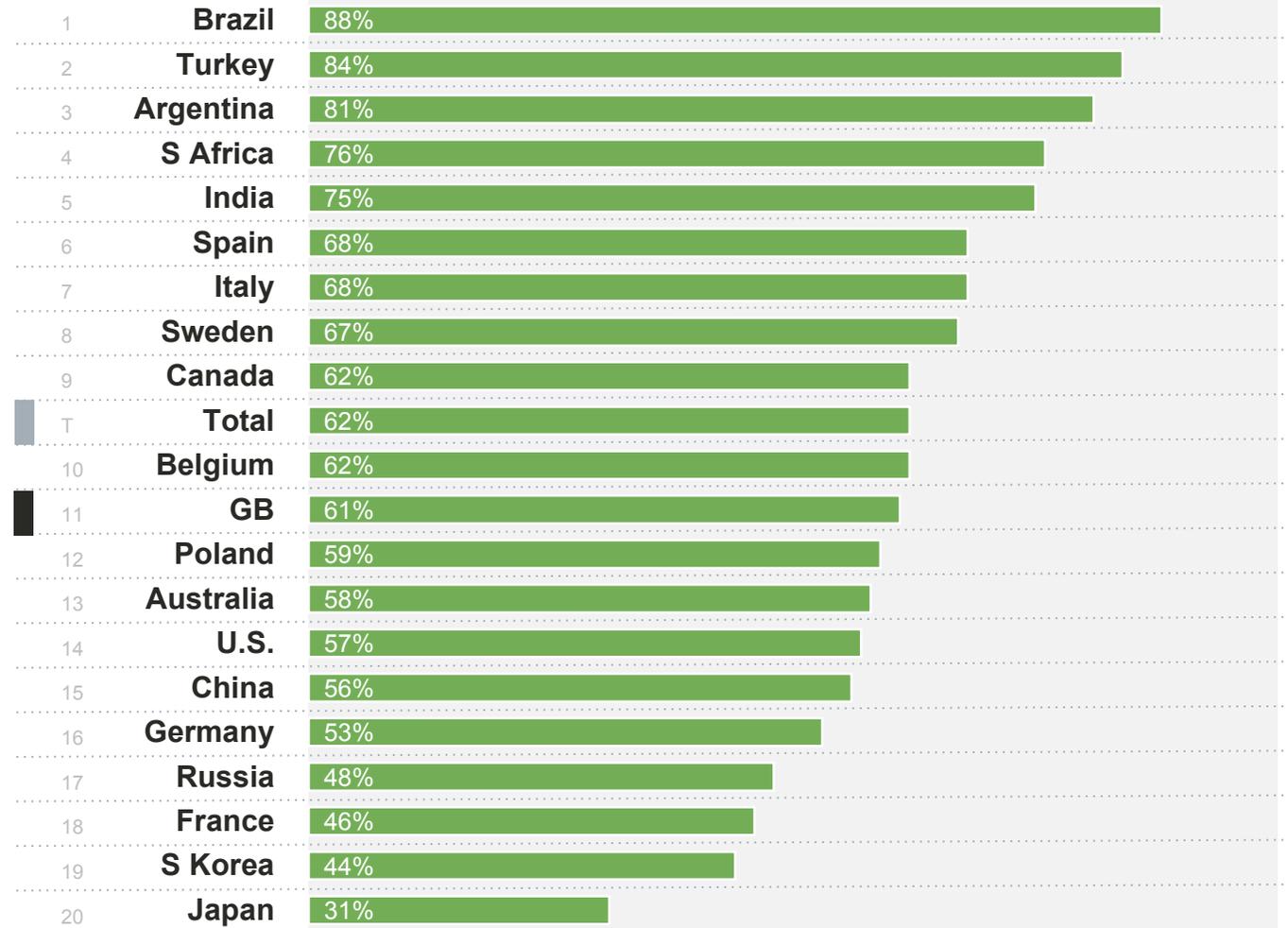
Ipsos MORI



# Frequency of social media use

## The Global Trends Survey

**Q:** How frequently, if at all, do you do visit social networking websites (Facebook, Twitter, Pinterest, etc.)?



**Key**

- Several times a day/everyday or almost everyday
- Total
- GB

Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



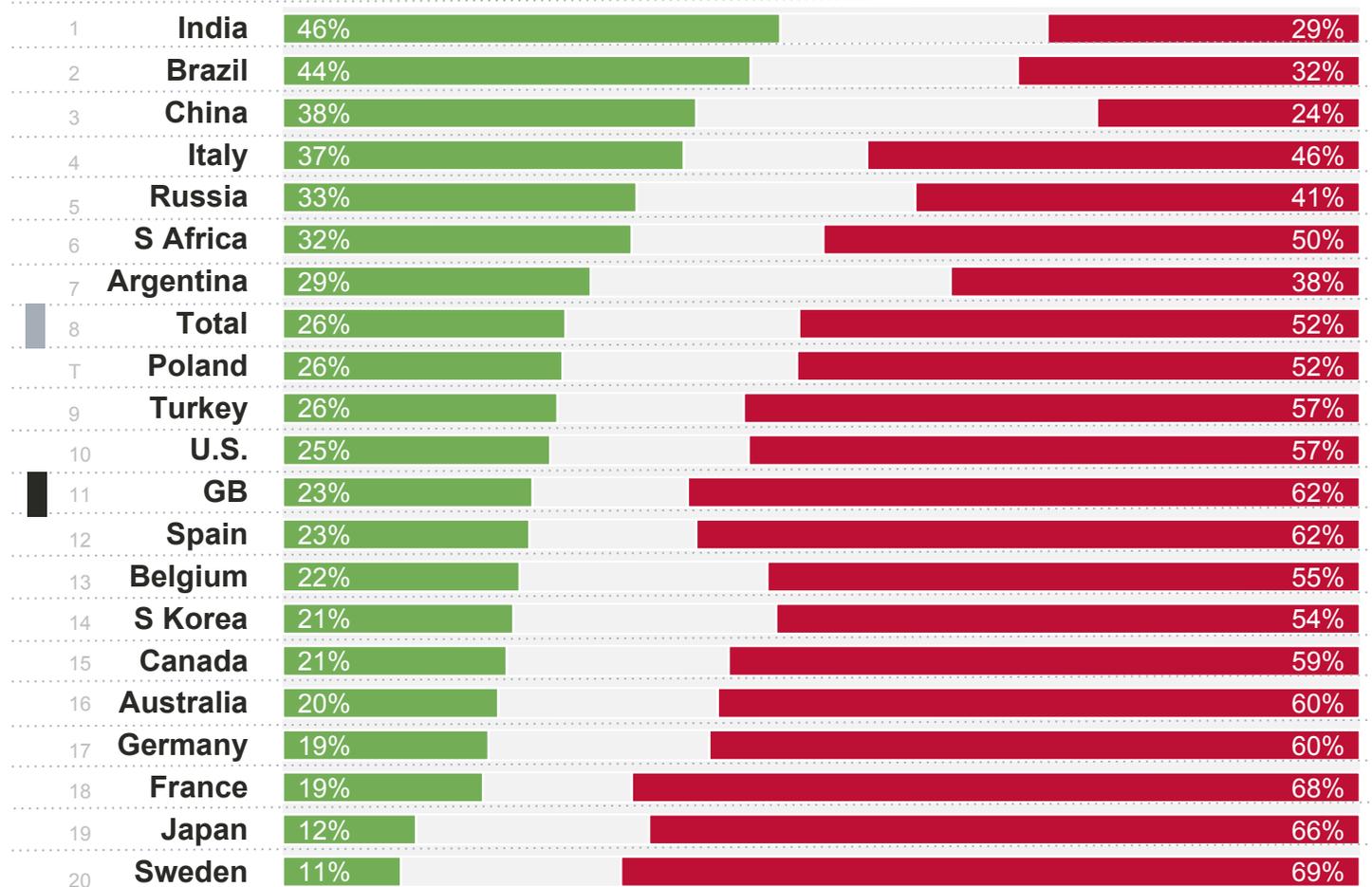
# Trade-off: online privacy vs personalisation

## The Global Trends Survey

**Q:** Which comes closest to your own opinion...

**A.** I am happy sharing information about my interests and past activities online so that I get personalised services and relevant recommendations even if it means organisations knowing more about me

**B.** I would rather keep my interests and past activities online private even if it means I do not get personalised services and relevant recommendations



**Key**  
■ Agree with A  
■ Agree with B

Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



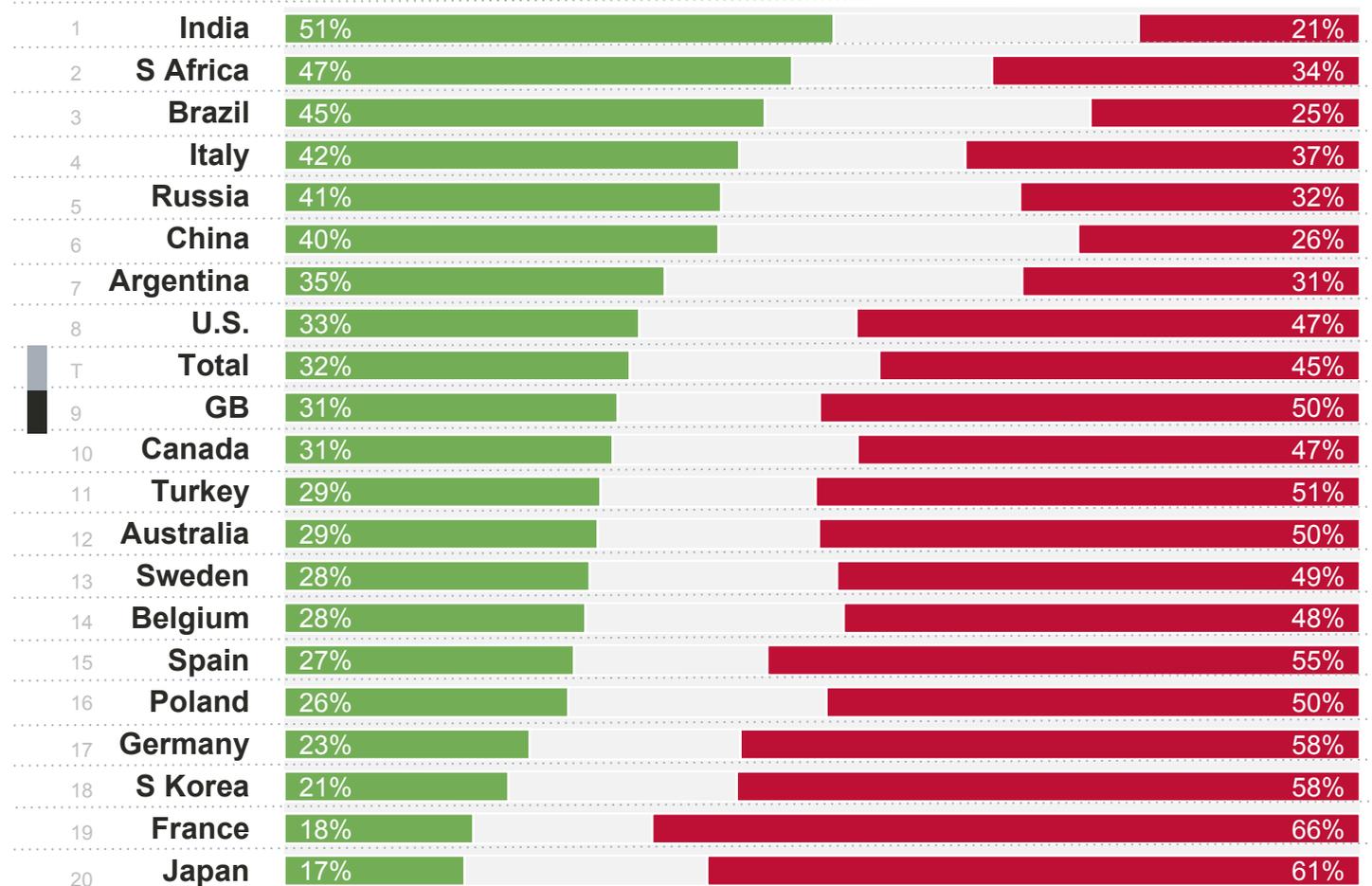
# Website recommendations (1)

## The Global Trends Survey

**Q:** Website recommending products – past purchases

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations



**Key**  
■ Agree with A  
■ Agree with B

Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Website recommendations (2)

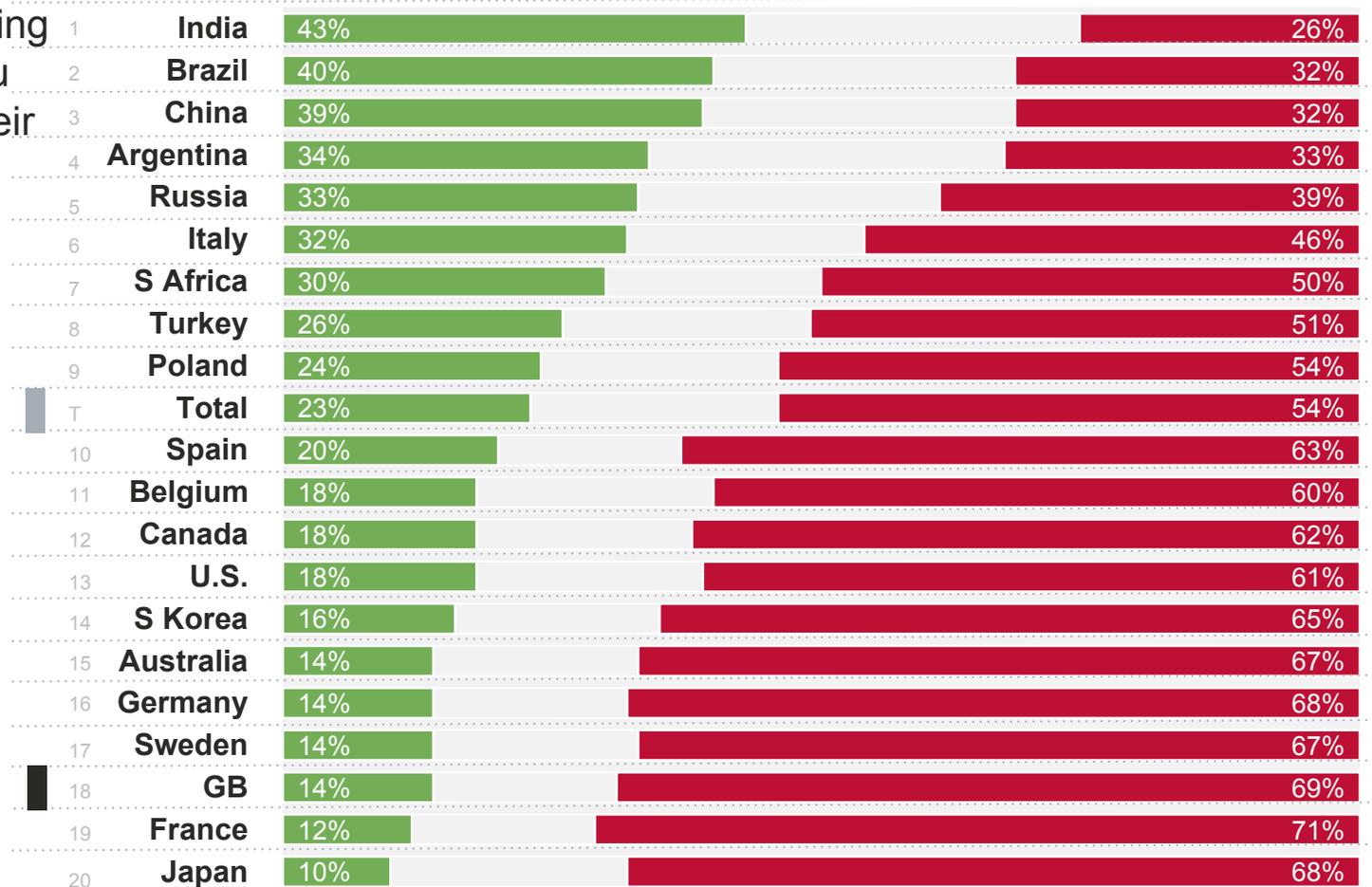
## The Global Trends Survey

**Q:** Website recommending products – things you have looked at on their site

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Website recommendations (3)

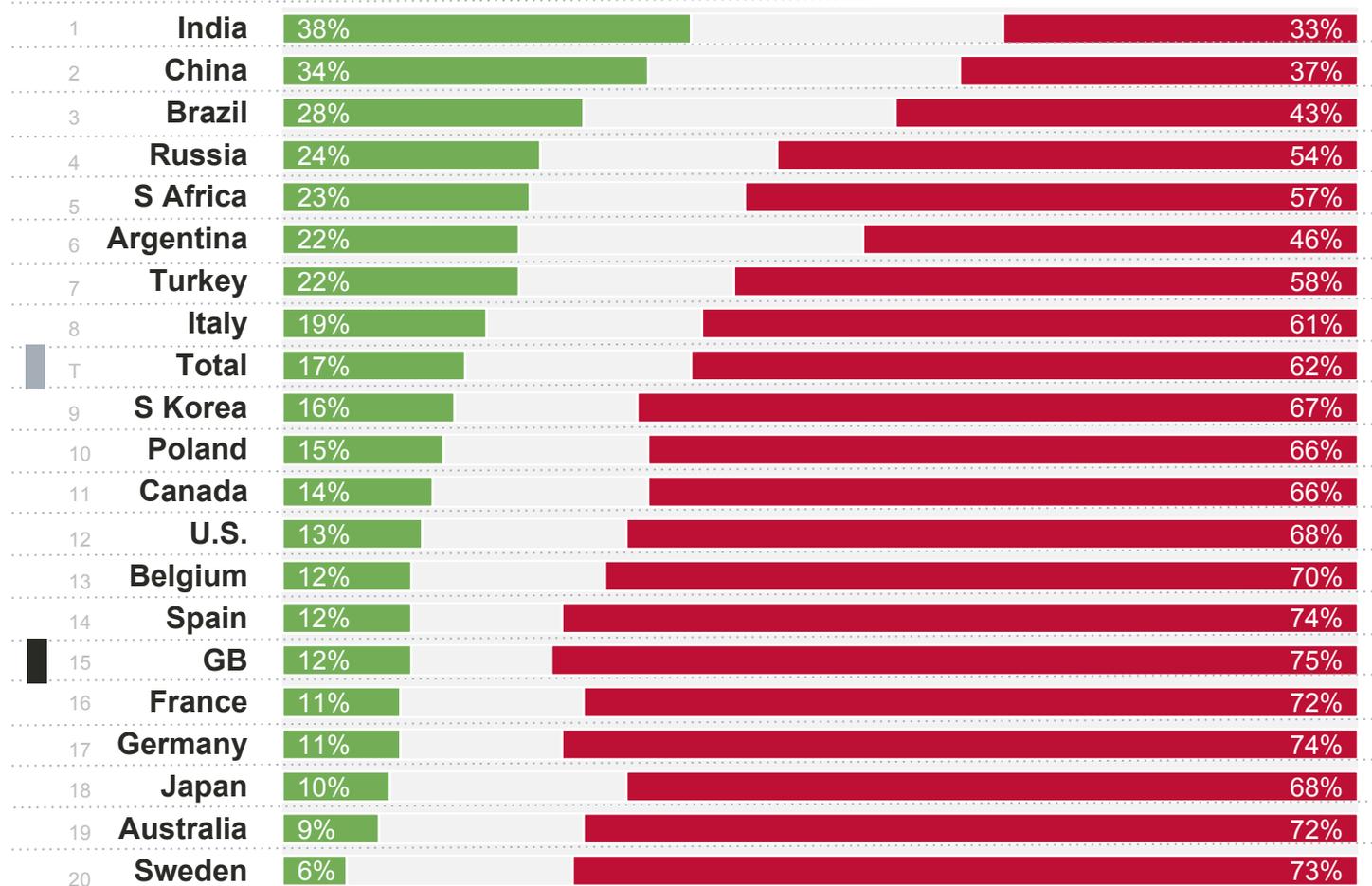
## The Global Trends Survey

**Q:** Website recommending products – browsing other websites

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Website recommendations (4)

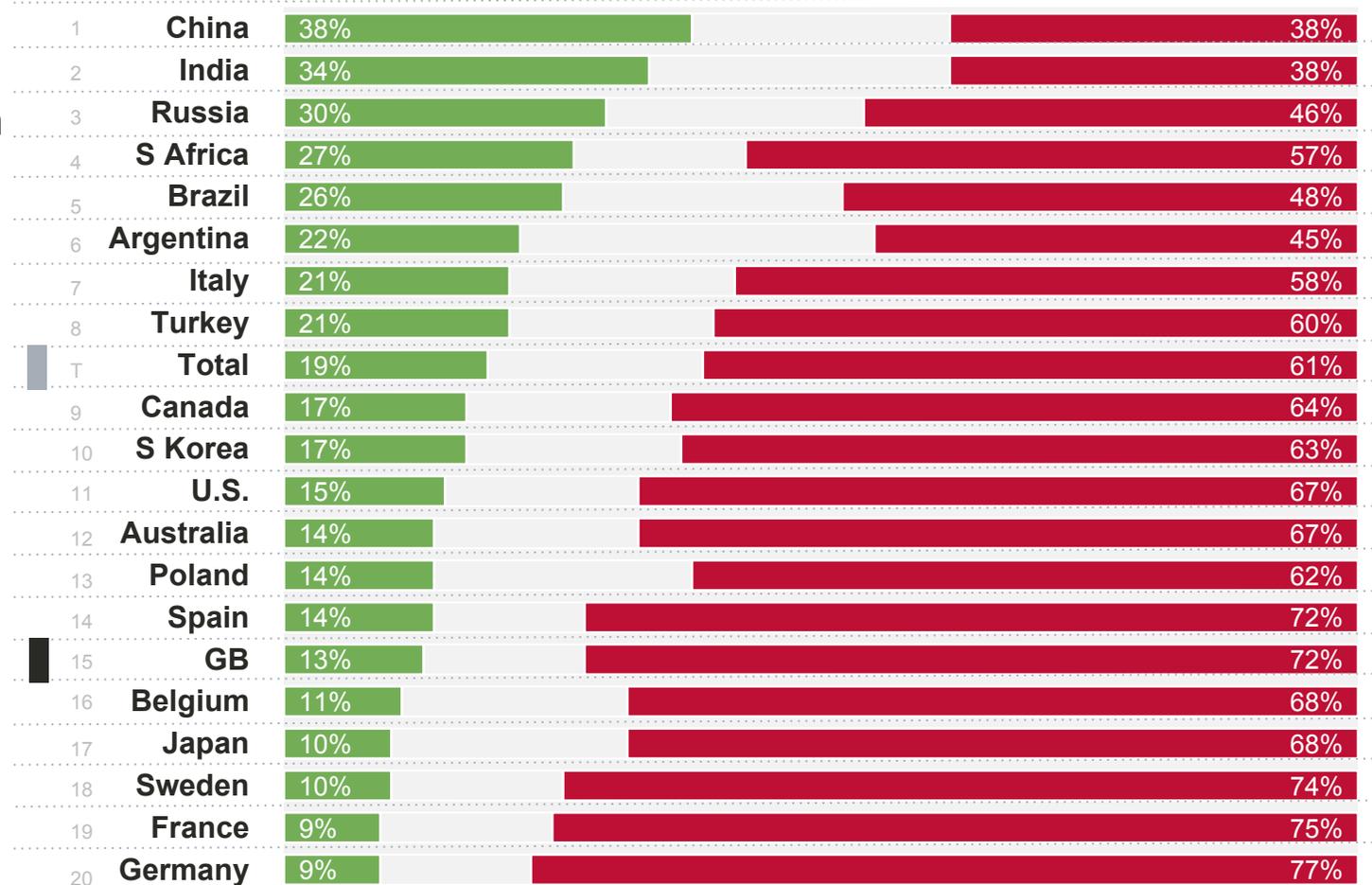
## The Global Trends Survey

**Q:** Website recommending products – based on location

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



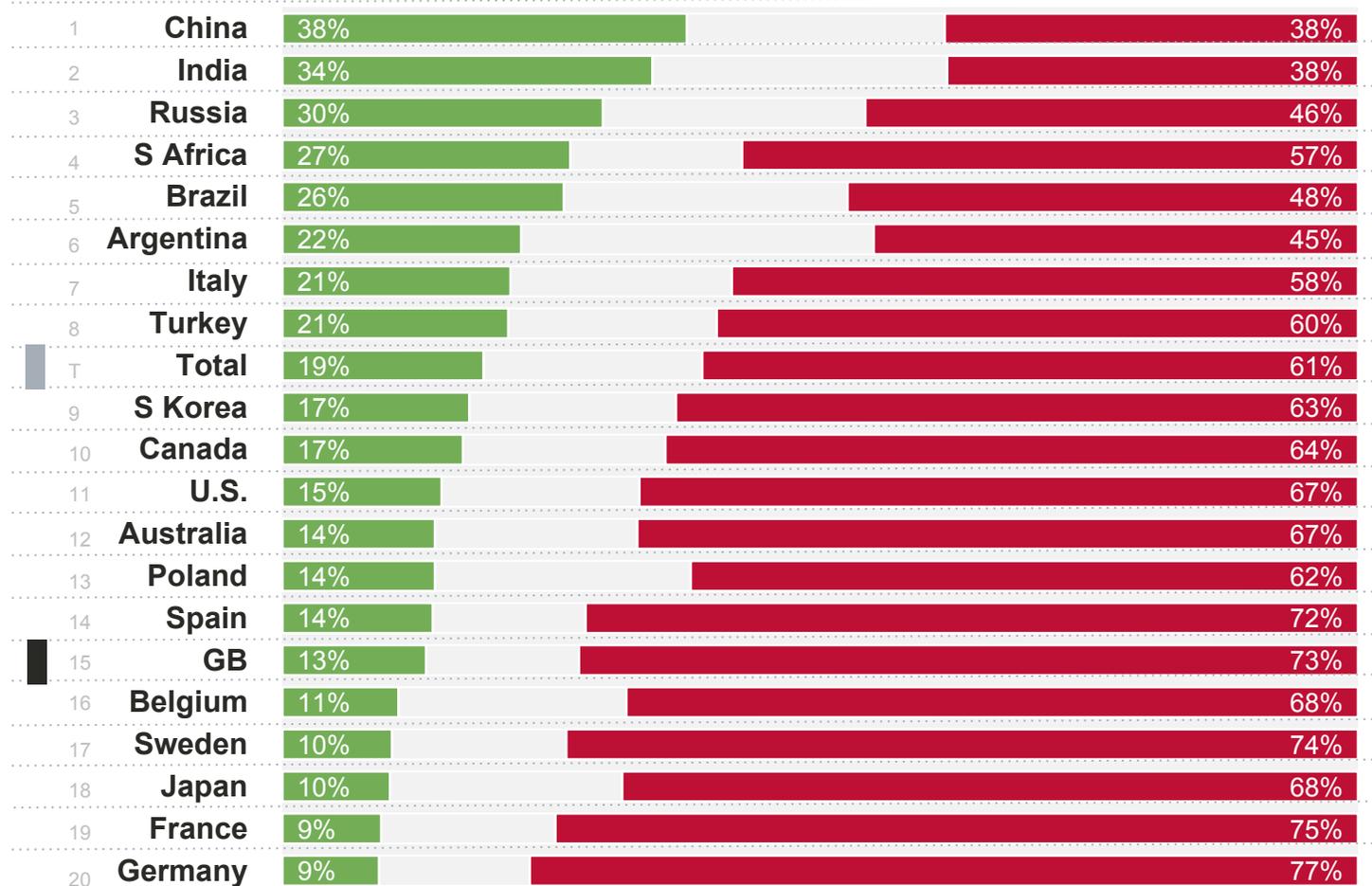
## The Global Trends Survey

**Q:** Your bank using characteristics and suggesting products

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Banks – analysing spending

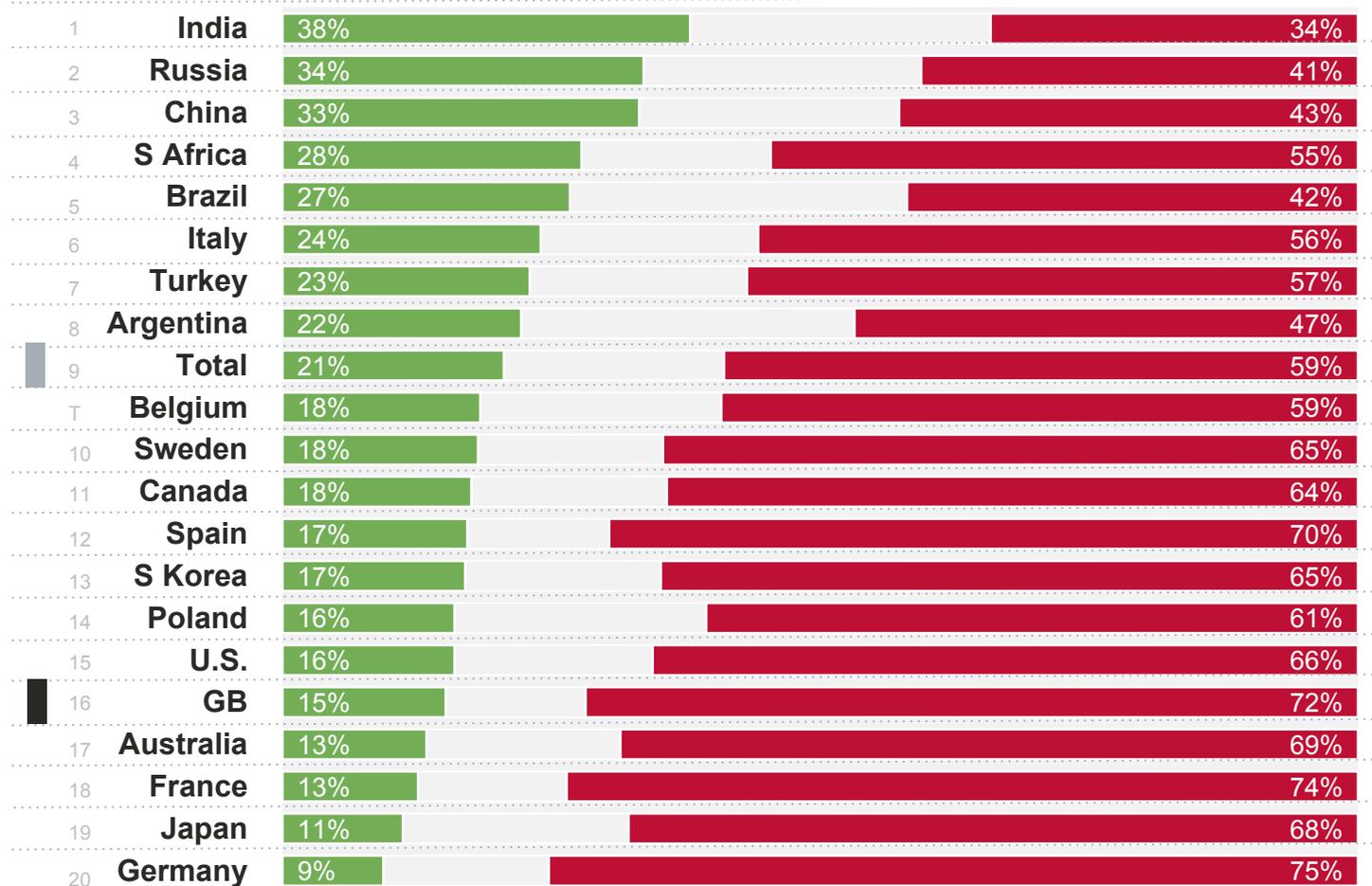
## The Global Trends Survey

**Q:** Your bank analysing spending and suggesting products

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



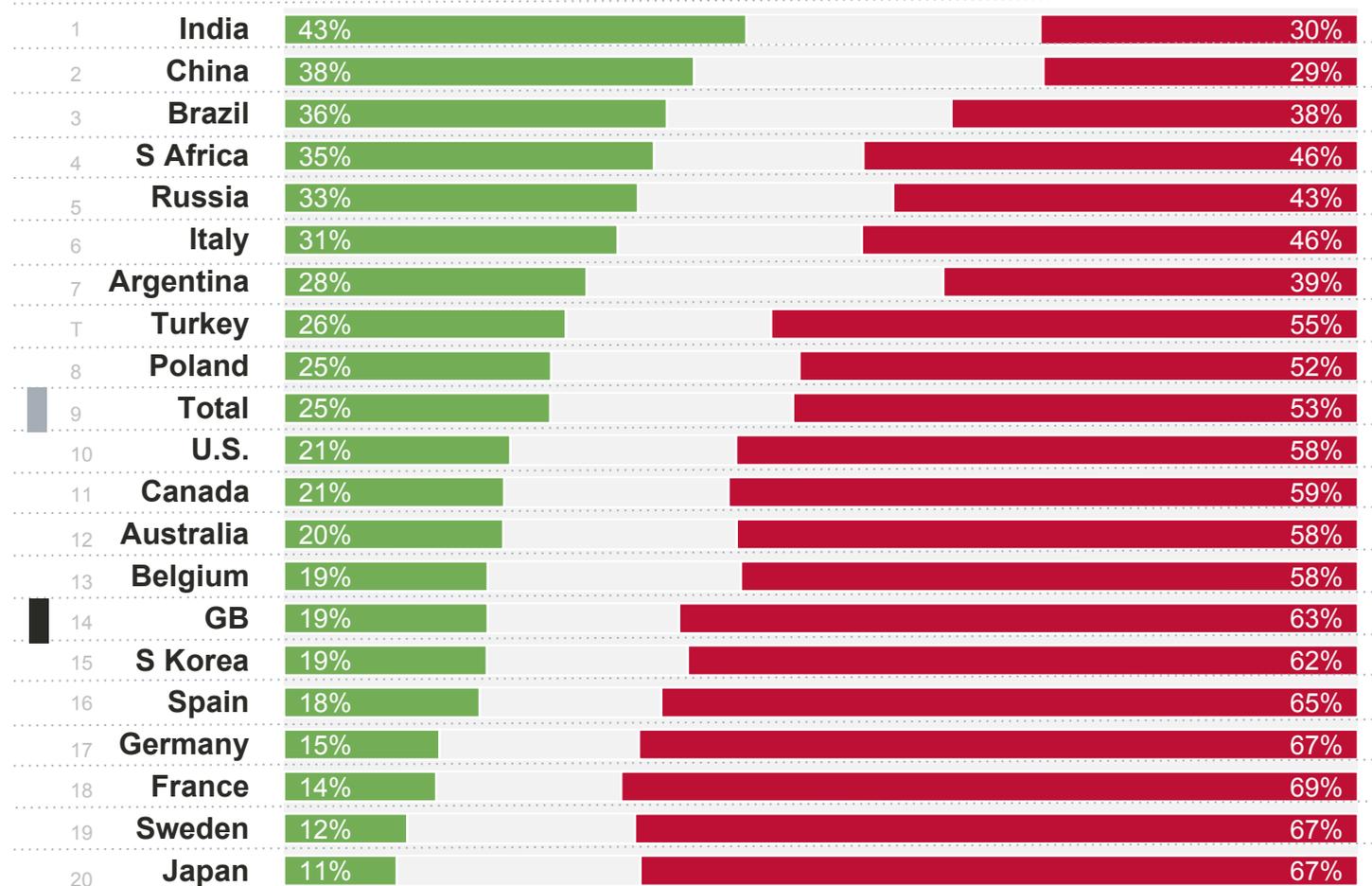
# Social media – adverts based on interests

## The Global Trends Survey

**Q:** Social media – displaying adverts based on interests

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations



**Key**  
■ Agree with A  
■ Agree with B

Base: All have visited social networking websites, 1-15 Oct 2013

Ipsos MORI



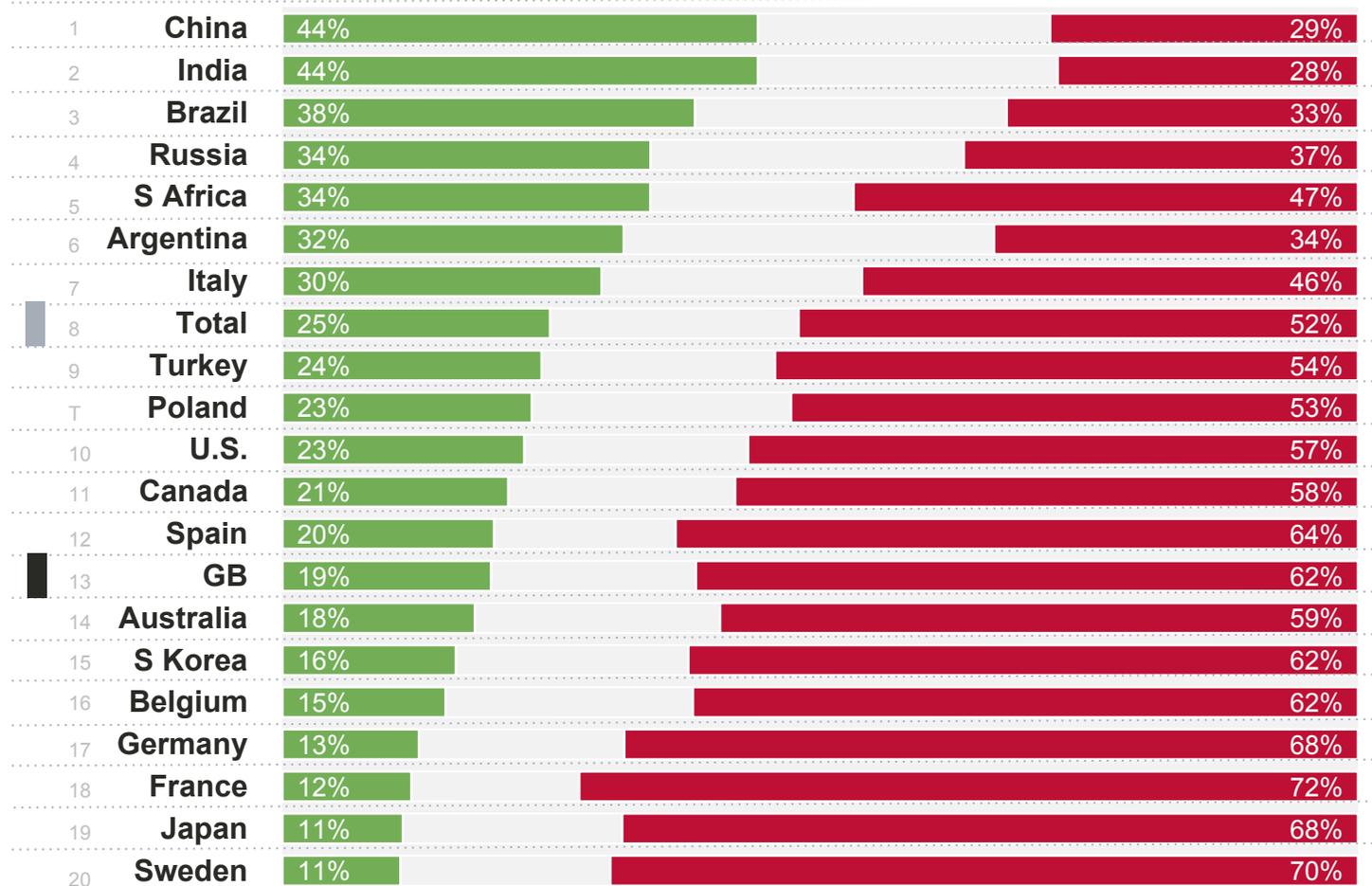
# Social media – info based on browsing

## The Global Trends Survey

**Q:** Social media – providing info based on browsing

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations



**Key**  
■ Agree with A  
■ Agree with B

Base: All have visited social networking websites, 1-15 Oct 2013

Ipsos MORI



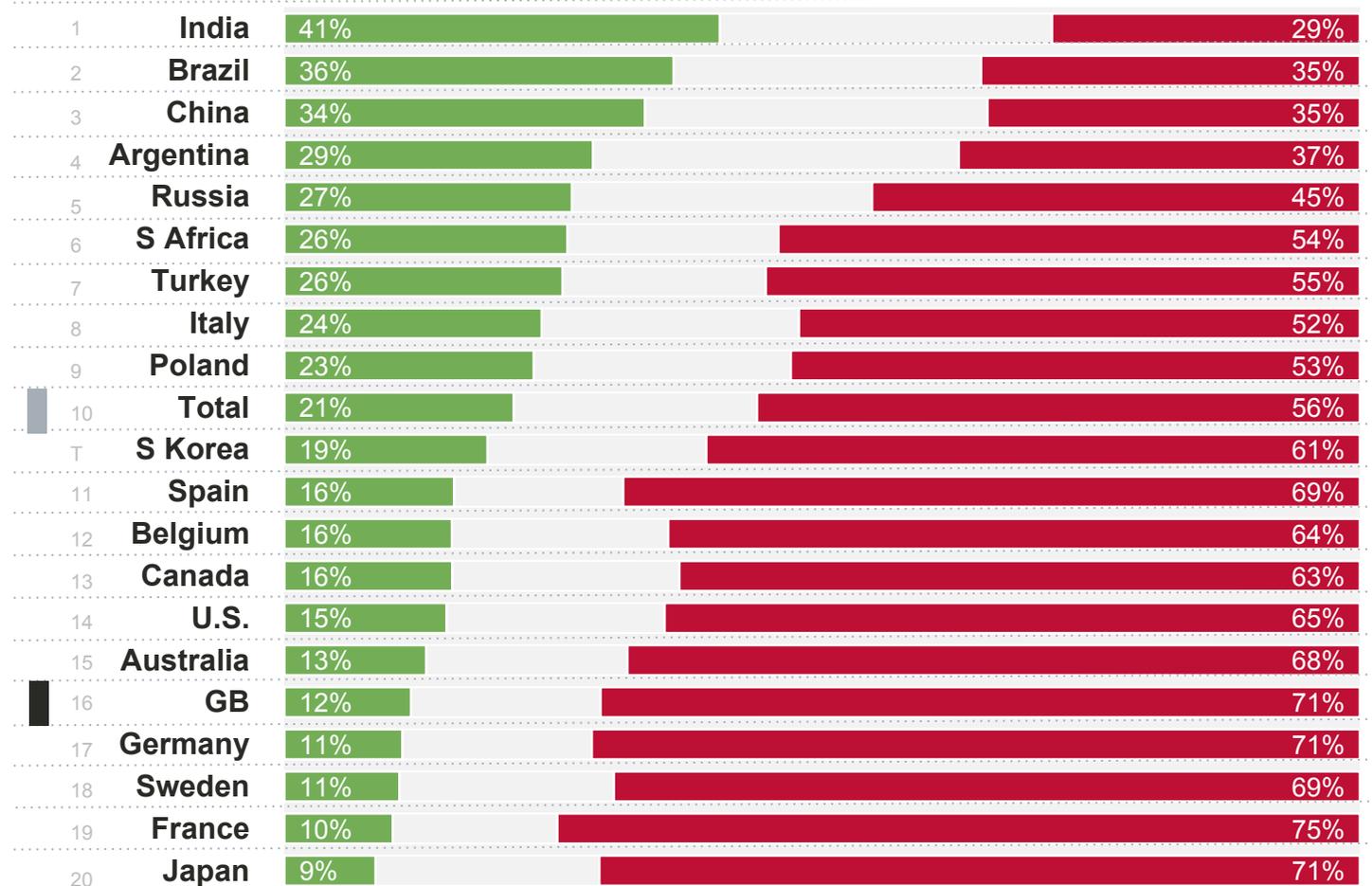
# Social media – adverts based on followers

## The Global Trends Survey

**Q:** Social media – adverts based on friends/followers' interests

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations



**Key**  
■ Agree with A  
■ Agree with B

Base: All have visited social networking websites, 1-15 Oct 2013

Ipsos MORI

# Social media – promoted stories

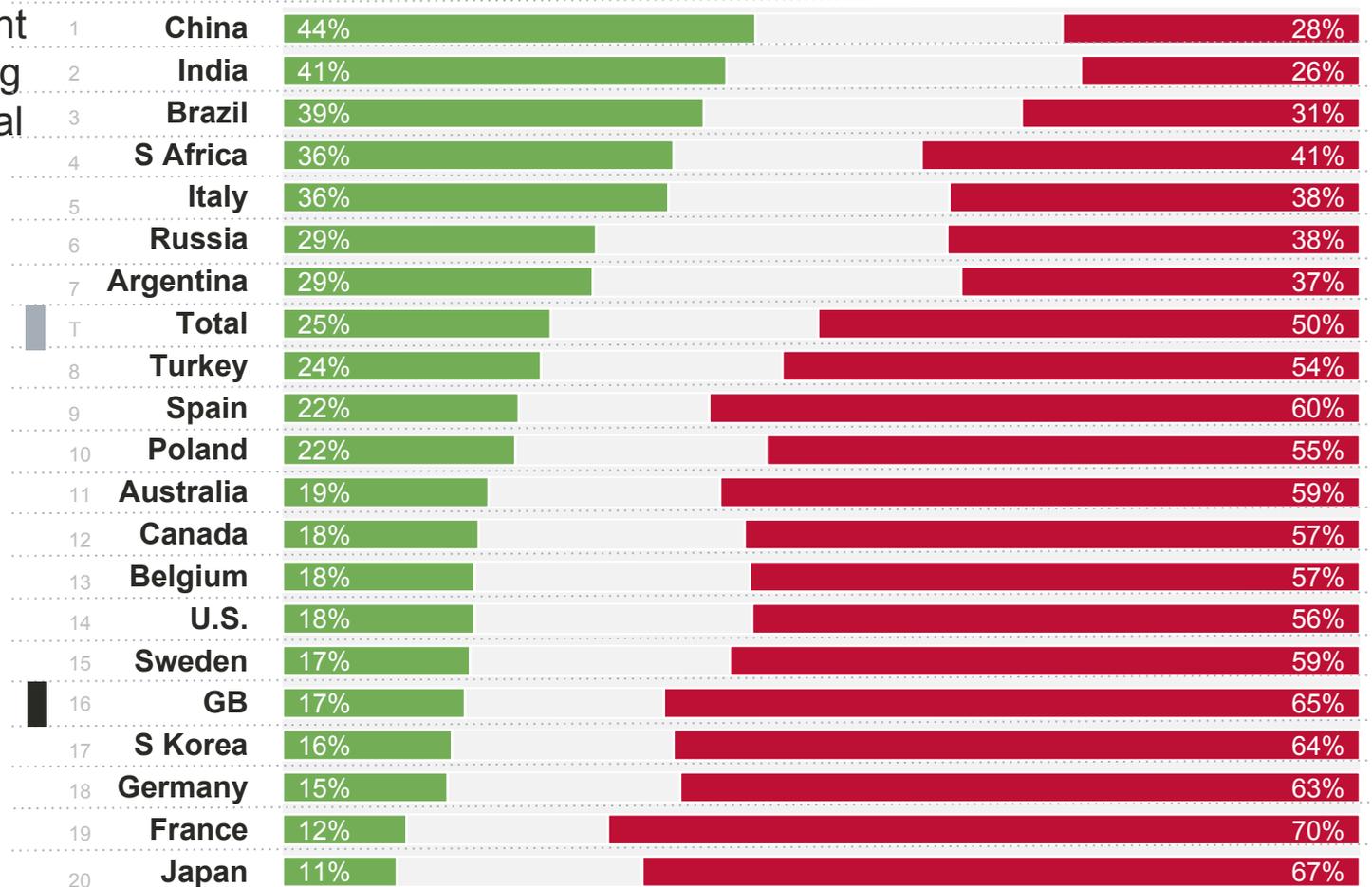
## The Global Trends Survey

**Q:** Stories that you might be interested in being 'promoted' by a social media site

**A.** I would be happy with this information being used in this way even if it means organisations knowing more about me

**B.** I would rather that this information was not used in this way even if it means I do not get personalised services and recommendations

**Key**  
■ Agree with A  
■ Agree with B



Base: All have visited social networking websites, 1-15 Oct 2013

Ipsos MORI

Ipsos MORI



SURVEILLANCE

# Monitoring anyone's... (crime)

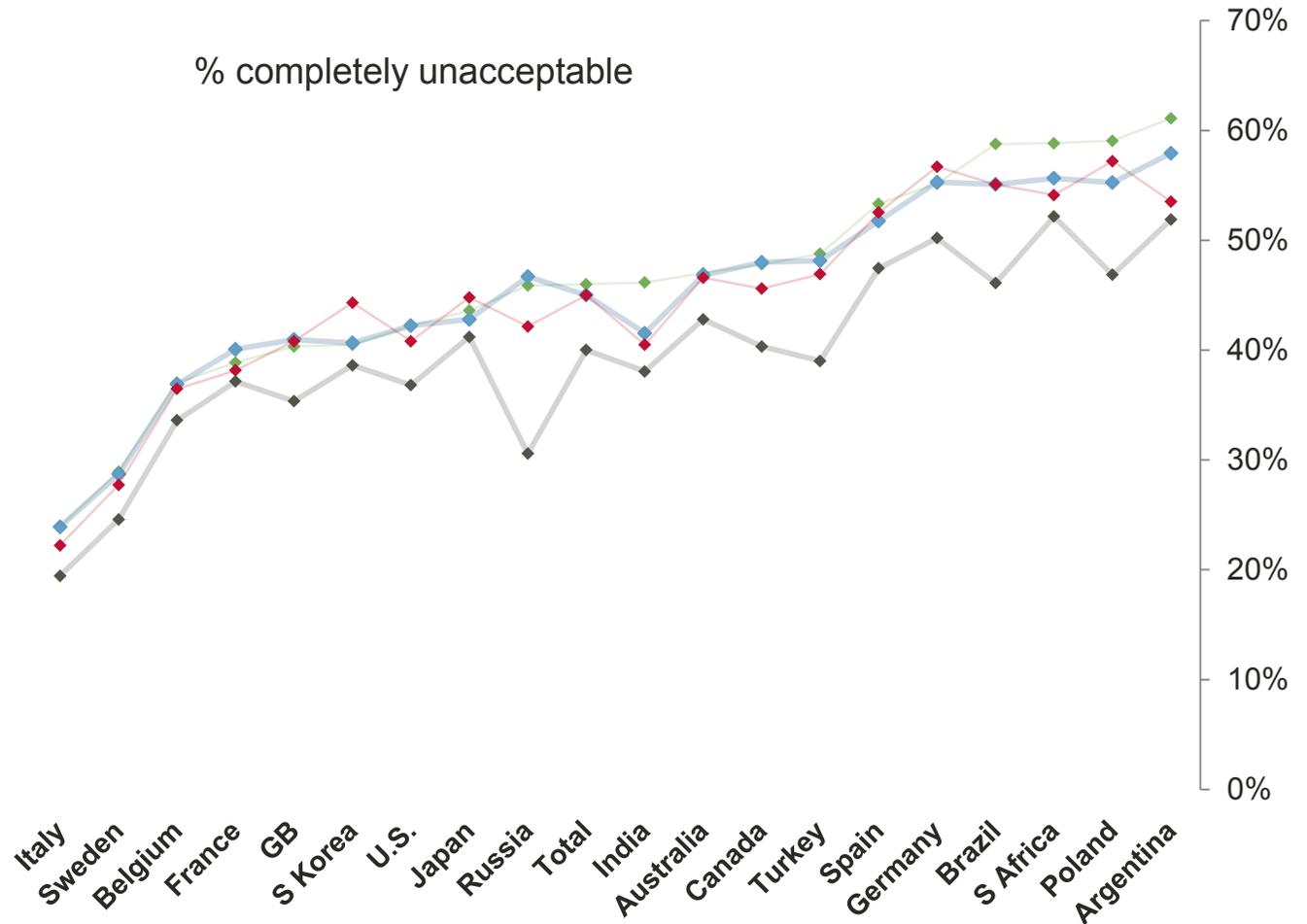
## The Global Trends Survey



Please indicate how acceptable or not you would find it if the government in... COUNTRY... was allowed to do the following things to combat crime without their consent?

% completely unacceptable

- ◆ Monitor anyone's emails?
- ◆ Monitor anyone's text messages?
- ◆ Monitor anyone's phone calls?
- ◆ Monitor anyone's internet activity?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



# Monitoring your... (crime)

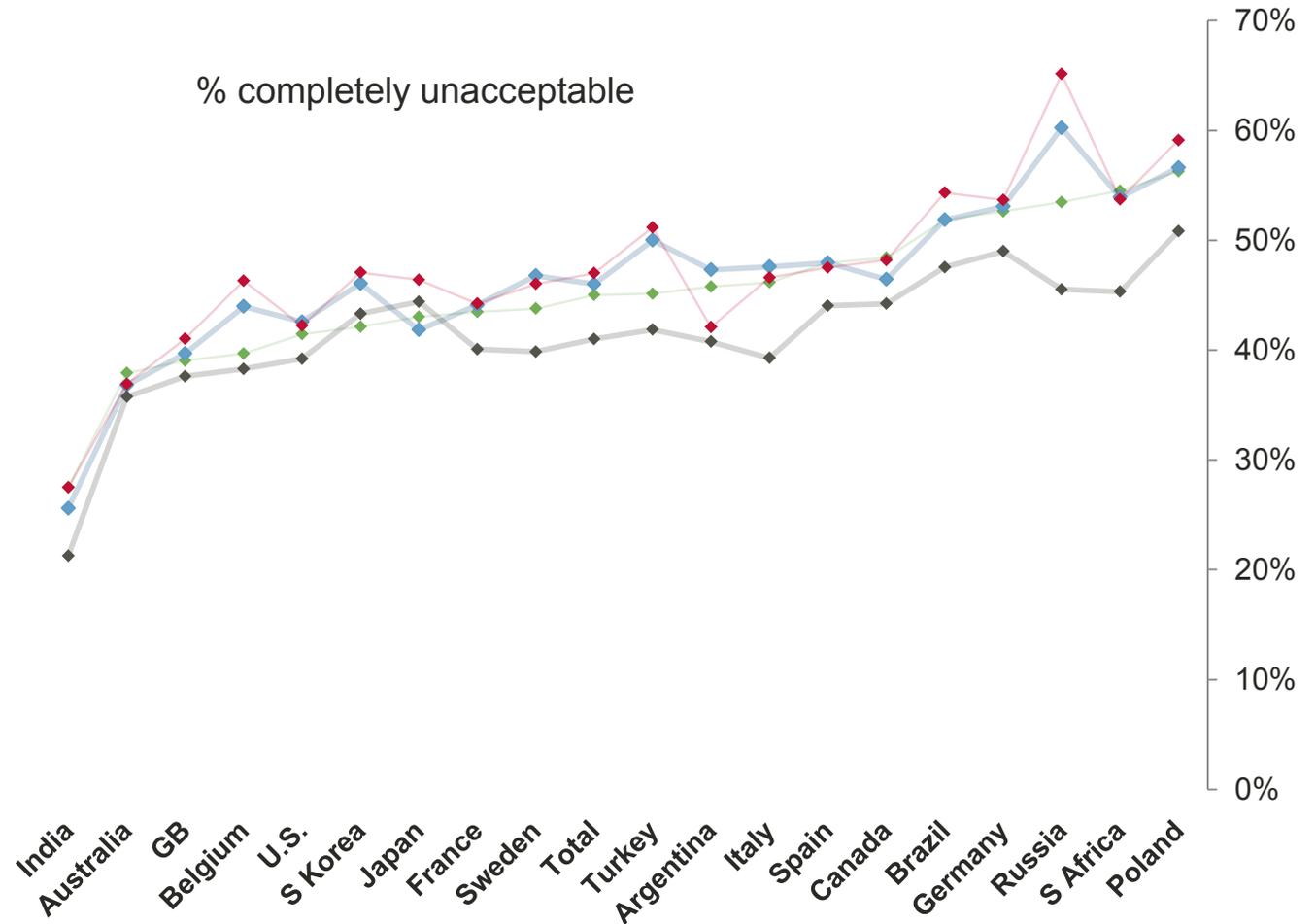
## The Global Trends Survey



Please indicate how acceptable or not you would find it if the government in COUNTRY was allowed to do the following things to combat crime without your consent?

% completely unacceptable

- ◆— Monitor your emails?
- ◆— Monitor your text messages?
- ◆— Monitor your phone calls?
- ◆— Monitor your internet activity?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

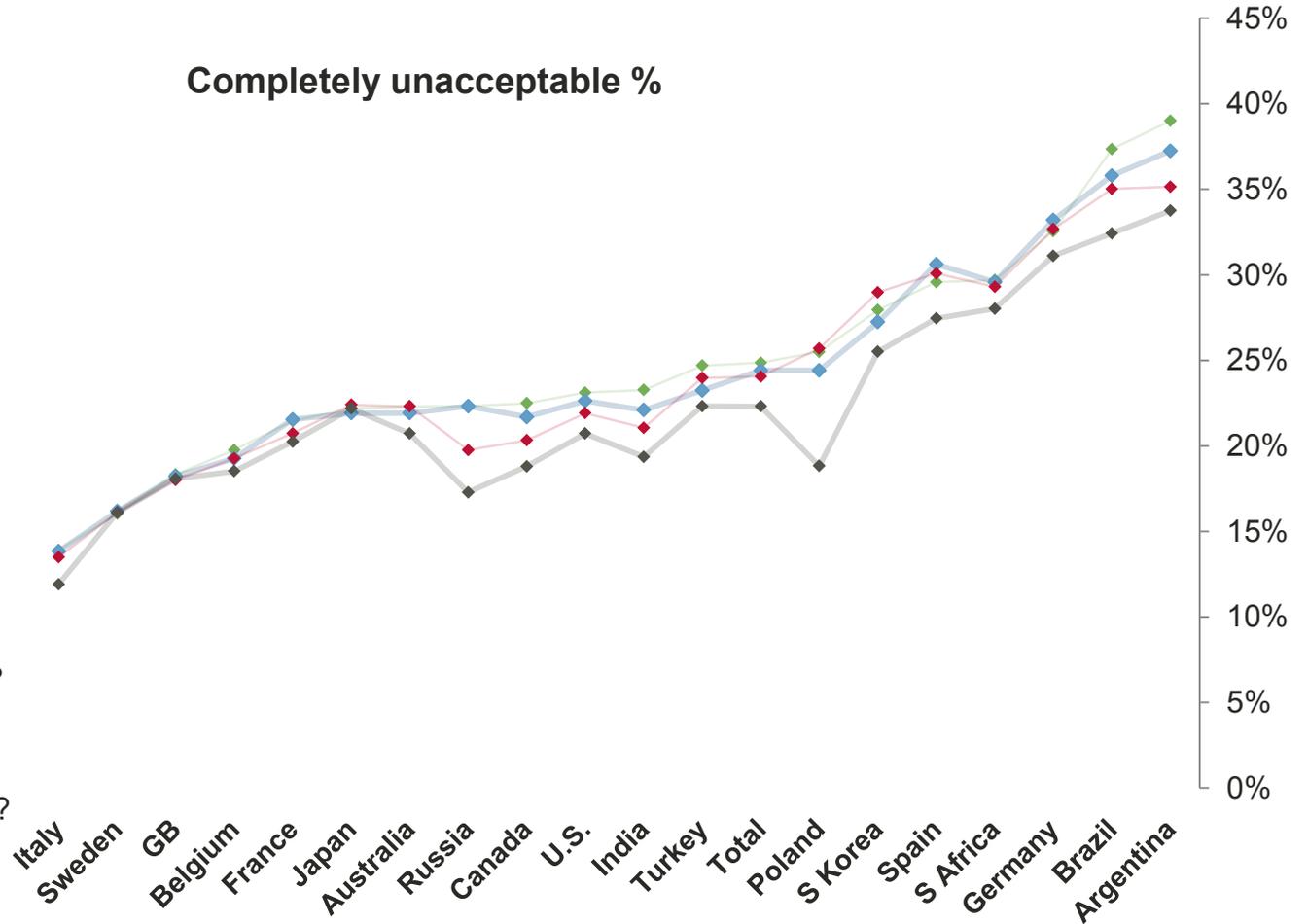


# Monitoring anyone's... (terrorist threat)

## The Global Trends Survey

**Q:** Please indicate how acceptable or not you would find it if the government in COUNTRY was allowed to do the following things to deal with a real and immediate threat of a terrorist attack without their consent?

- ◆ Monitor anyone's emails?
- ◆ Monitor anyone's text messages?
- ◆ Monitor anyone's phone calls?
- ◆ Monitor anyone's internet activity?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI

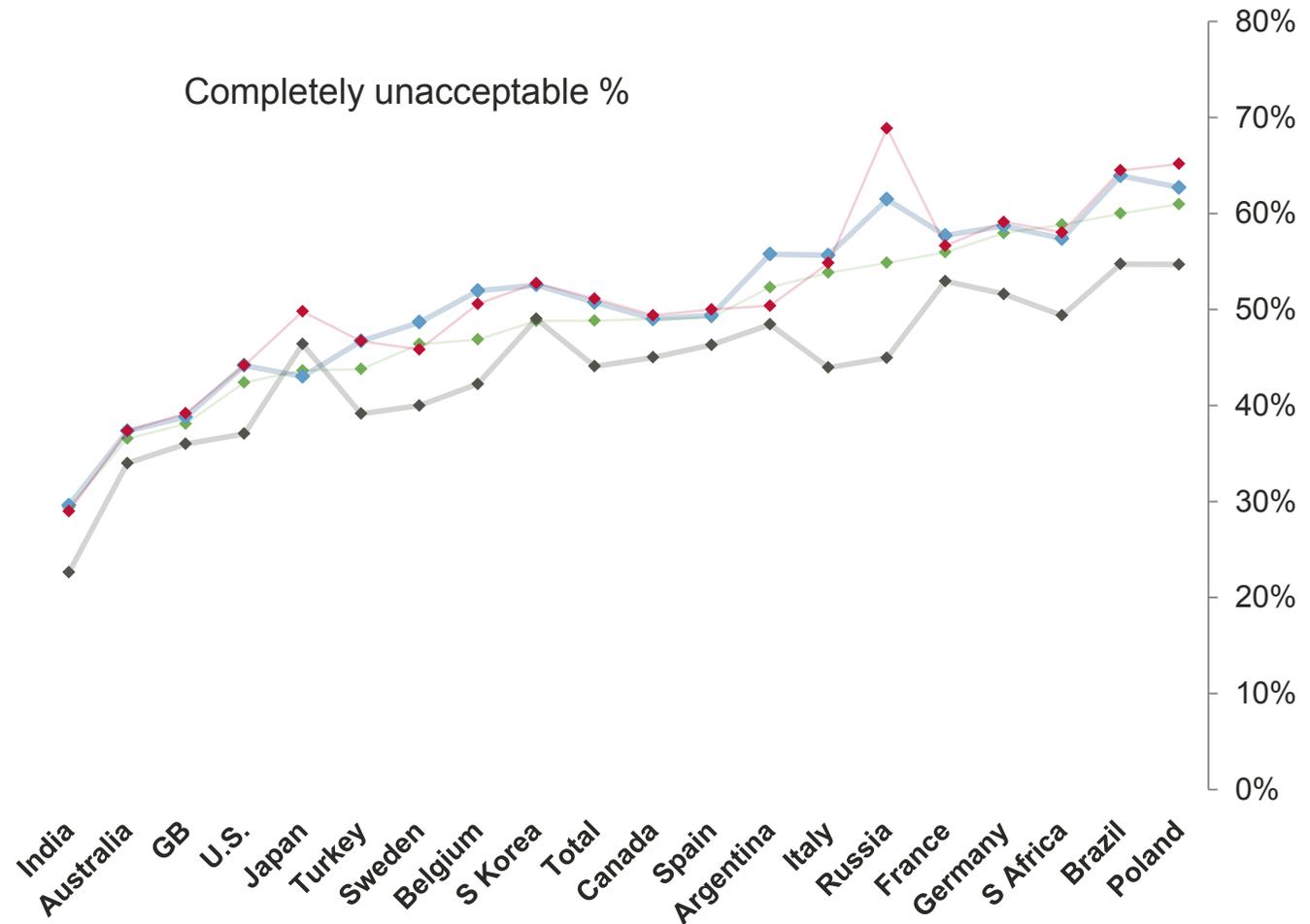


# Monitoring your... (terrorist threat)

## The Global Trends Survey

**Q:** Please indicate how acceptable or not you would find it if the government in COUNTRY was allowed to do the following things to deal with a real and immediate threat of a terrorist attack without your consent?

- ◆ Monitor your emails?
- ◆ Monitor your text messages?
- ◆ Monitor your phone calls?
- ◆ Monitor your internet activity?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



Ipsos MORI

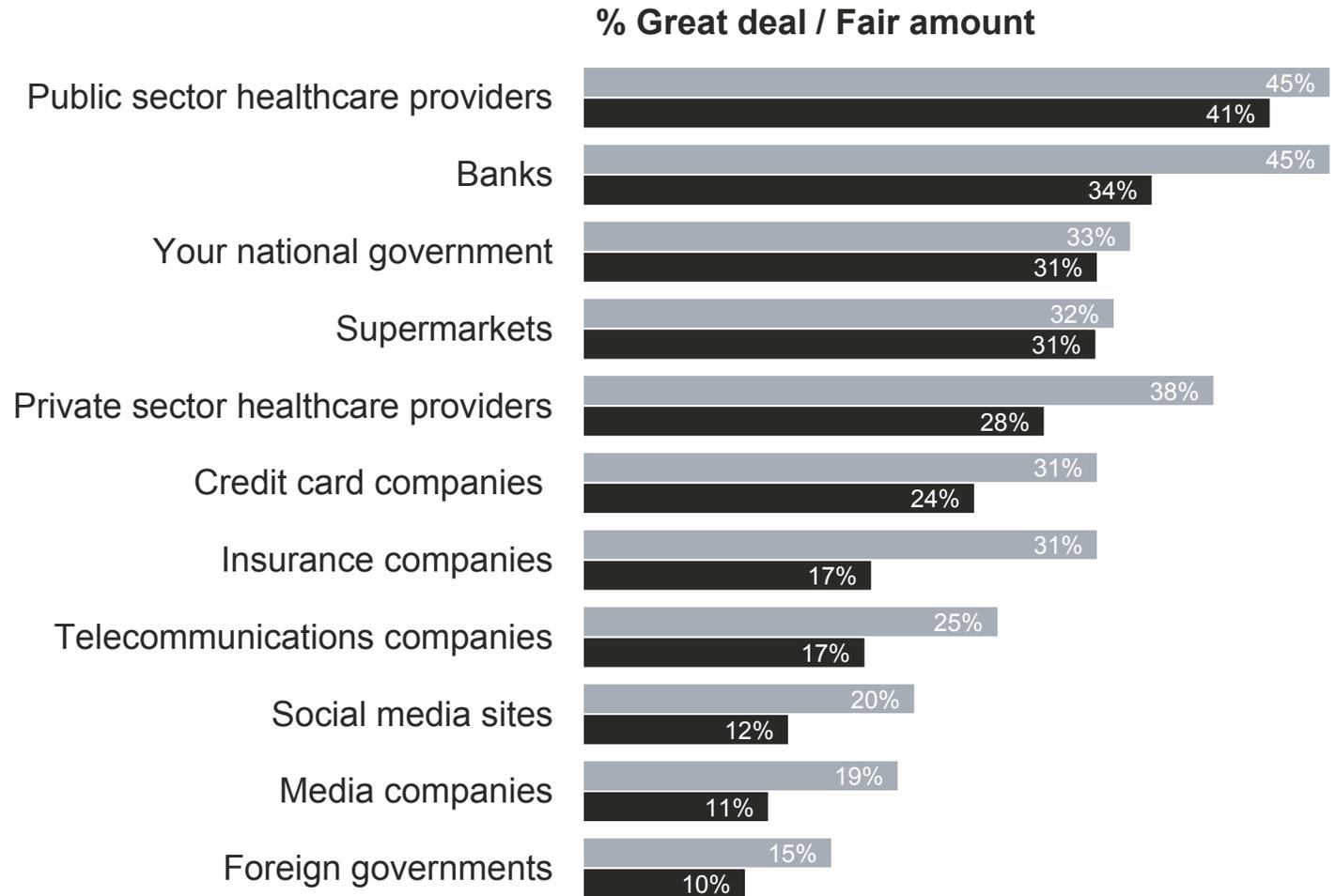
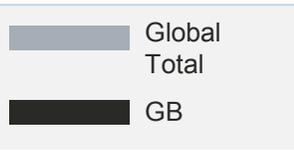


TRUST

## The Global Trends Survey

**Q:** To what extent, if at all, do you personally trust the following to use the information they have about you in the right way?

**Key**



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI





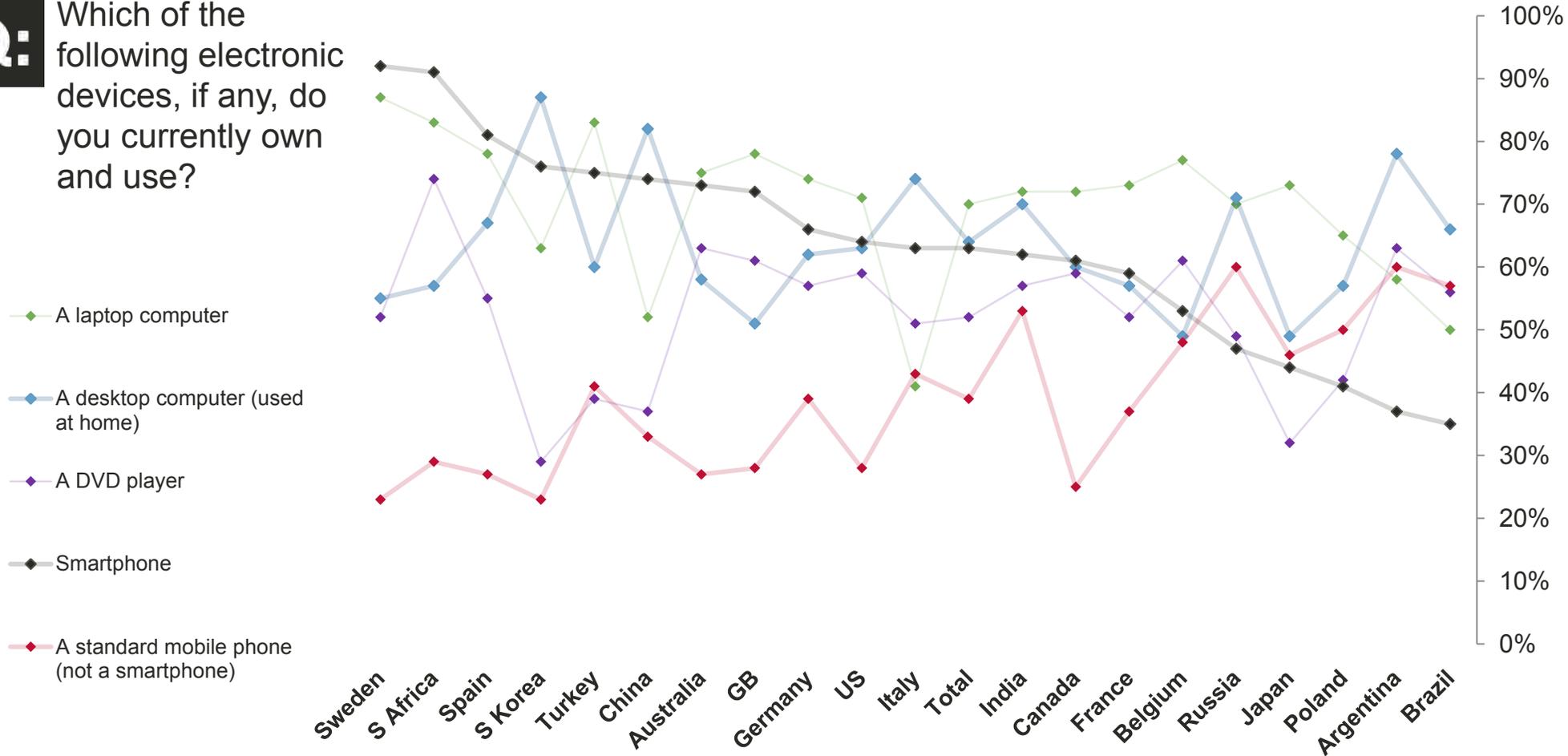
TECHNOLOGY  
OWNERSHIP  
& USE

# Device ownership

## The Global Trends Survey

Q:

Which of the following electronic devices, if any, do you currently own and use?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

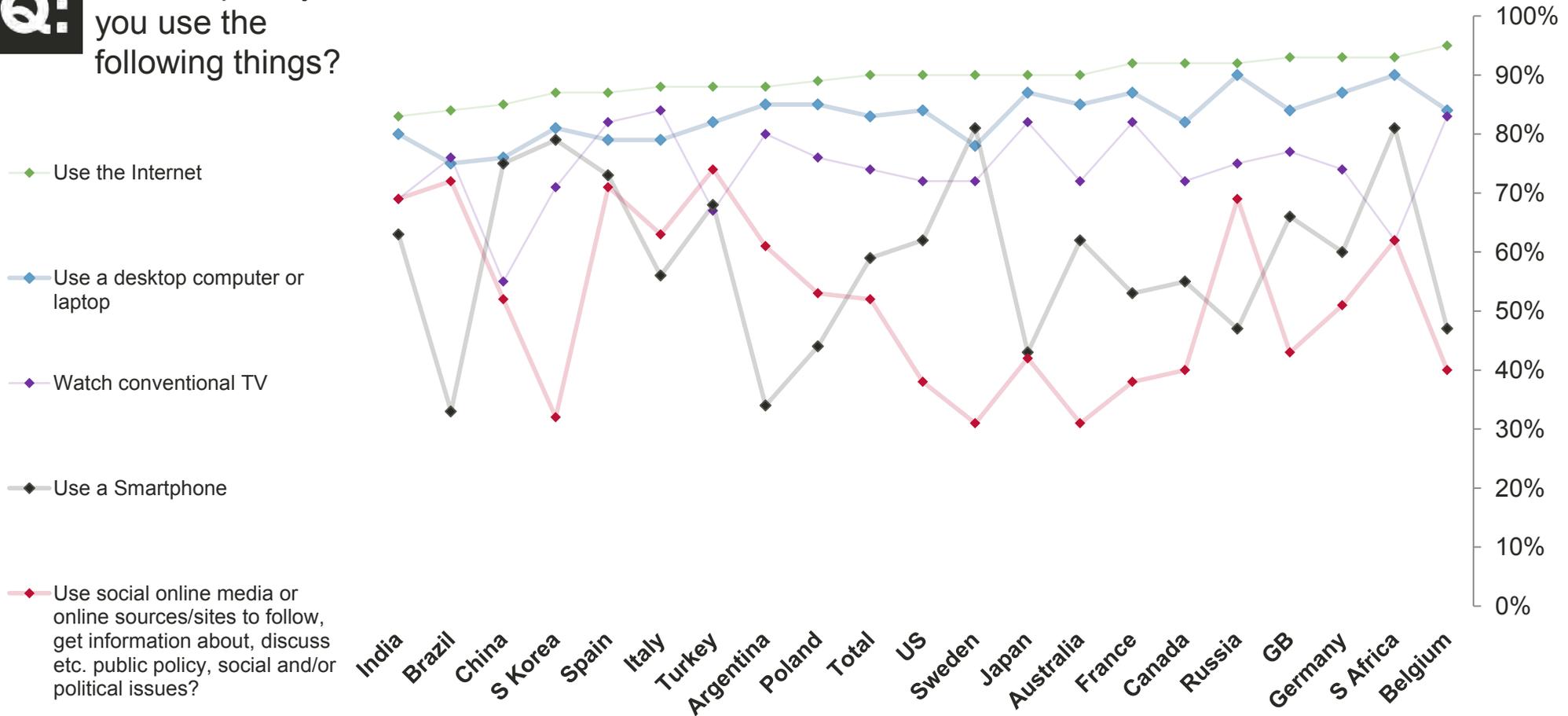
Ipsos MORI



## The Global Trends Survey

**Q:** How frequently do you use the following things?

Several times a day/everyday or almost everyday



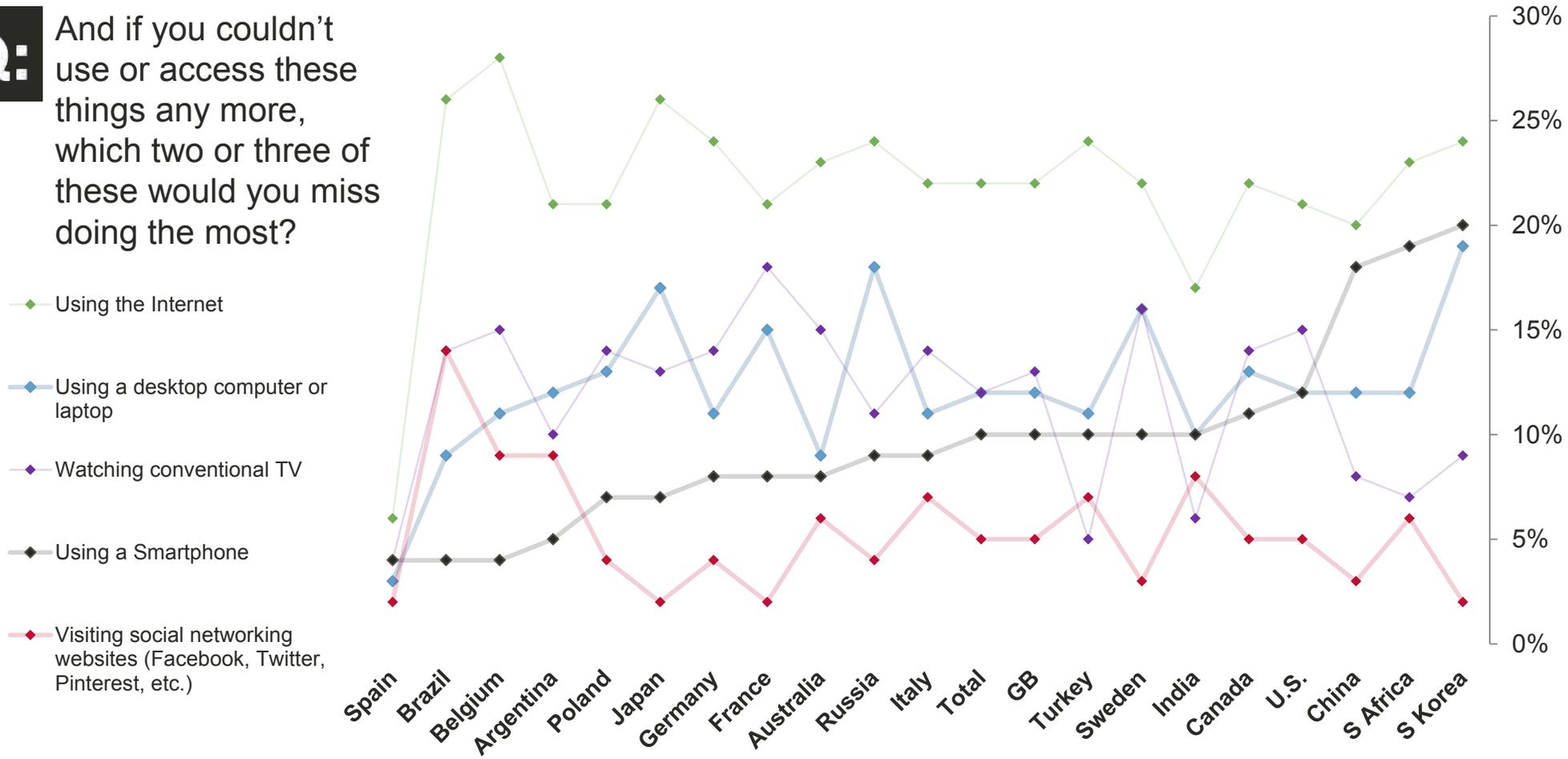
Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



## The Global Trends Survey

**Q:** And if you couldn't use or access these things any more, which two or three of these would you miss doing the most?



Base: All who have done 3+ activities at frequency of use question, 1-15 Oct 2013

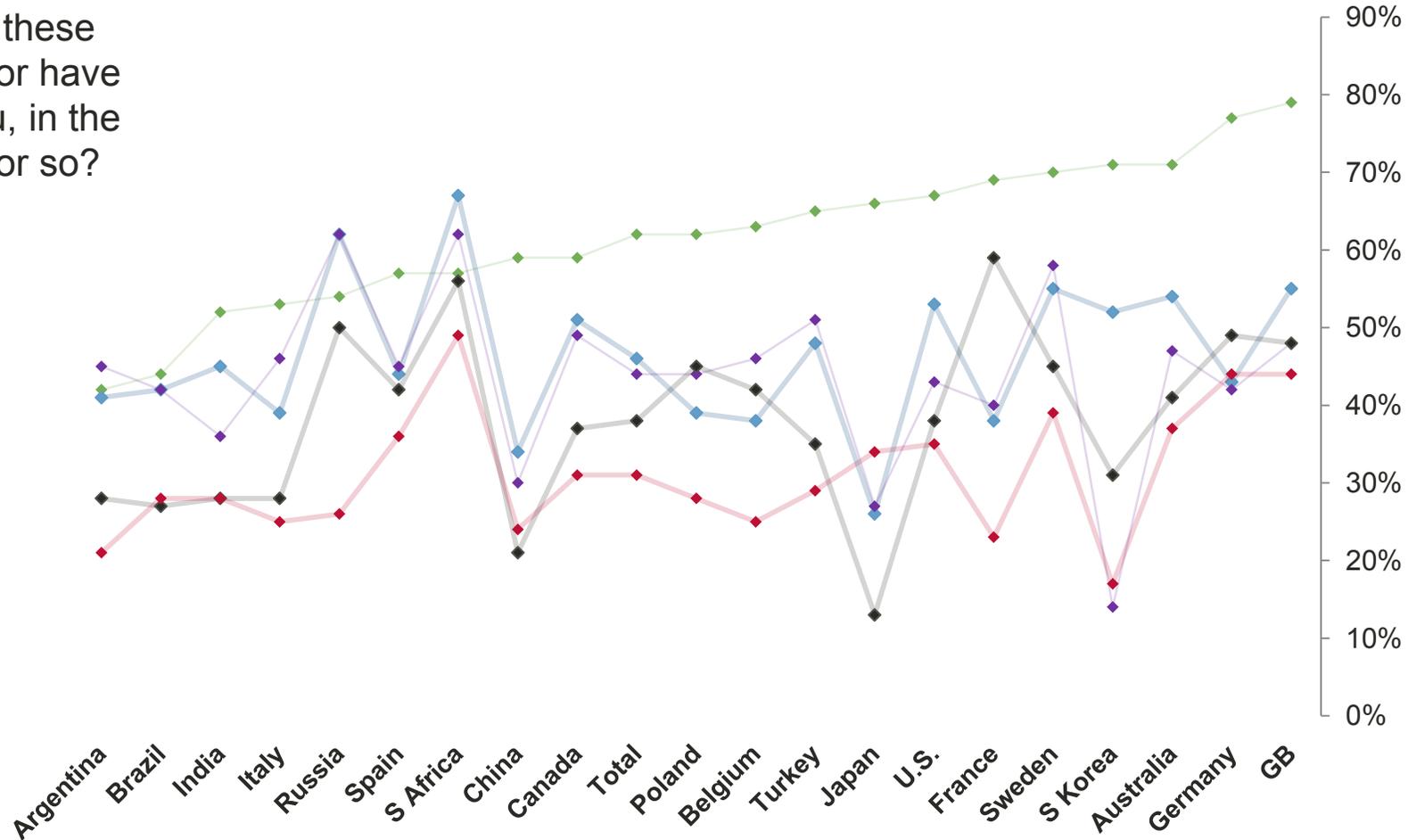
# Online experience (top 5)

## The Global Trends Survey



Which, if any, of these have you done, or have happened to you, in the past 12 months or so?

- ◆ Purchased something online
- ◆ Changed a password(s) you have for accessing an account or website
- ◆ Gone online to find out about a health condition
- ◆ Received personally addressed marketing material to your email account without having any direct contact with the company sending it
- ◆ Received 'other people like you...' or 'you might also like...' recommendations from website/a company operating online



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



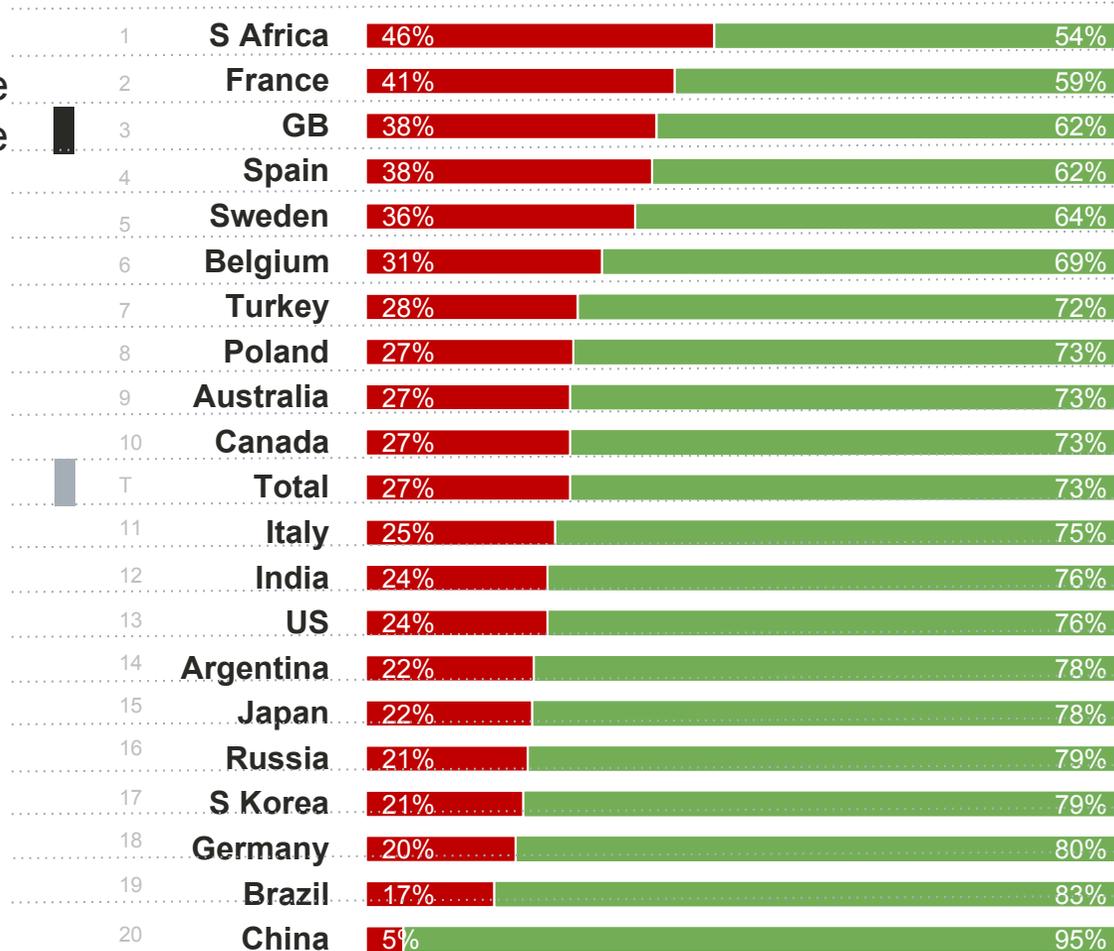
# Irritated by recommendations

## The Global Trends Survey

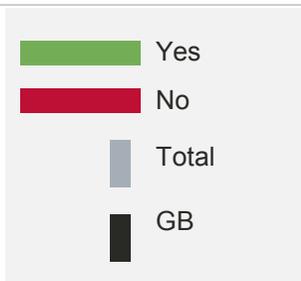


Which, if any, of these have you done, or have happened to you, in the past 12 months or so?

Been irritated by unrequested online recommendations from an online retailer or service



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



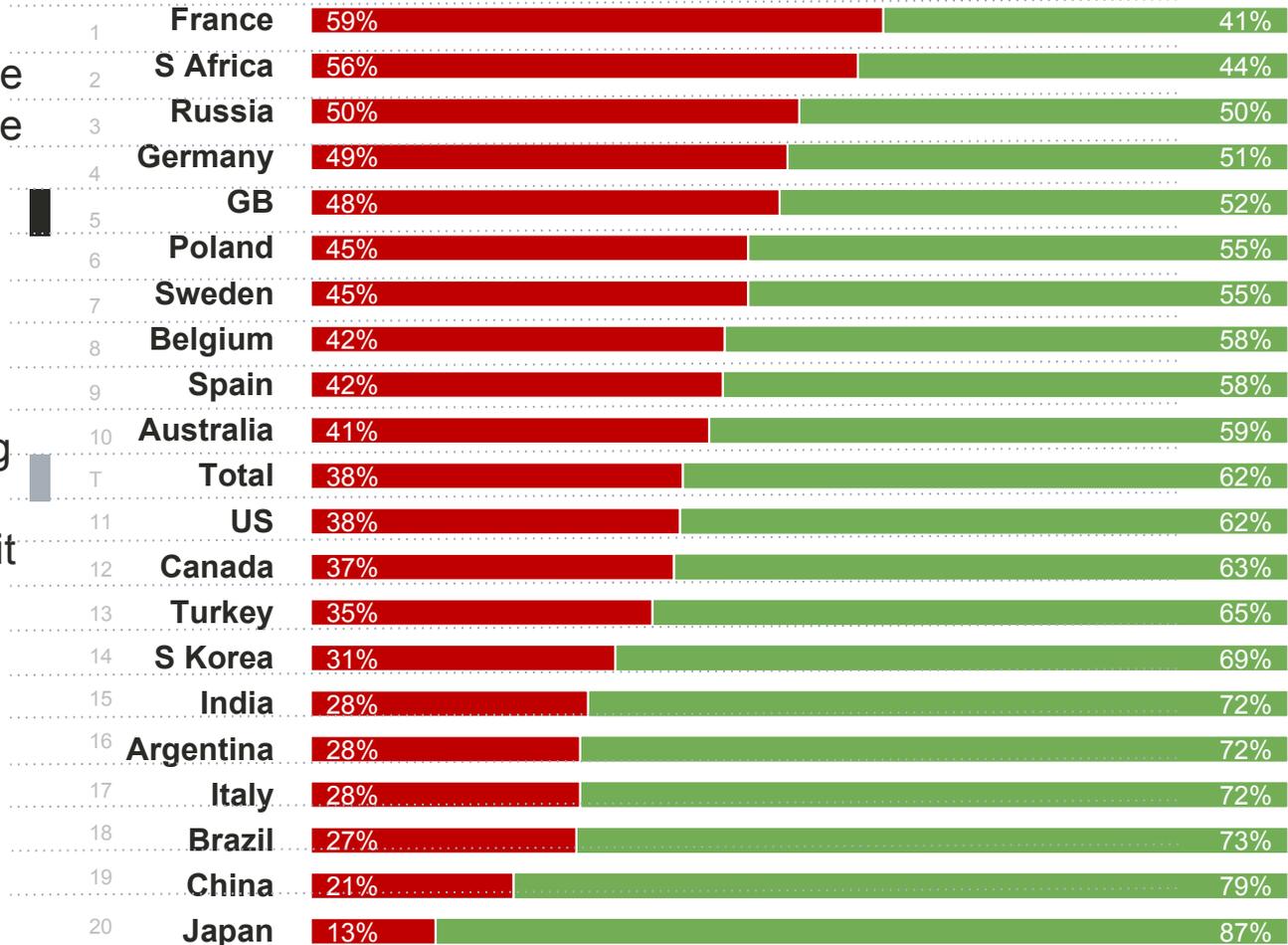
# Received marketing material

## The Global Trends Survey

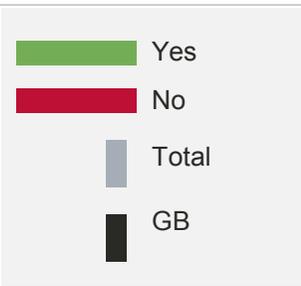


Which, if any, of these have you done, or have happened to you, in the past 12 months or so?

Received personally addressed marketing material to your email account without having any direct contact with the company sending it



### Key



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



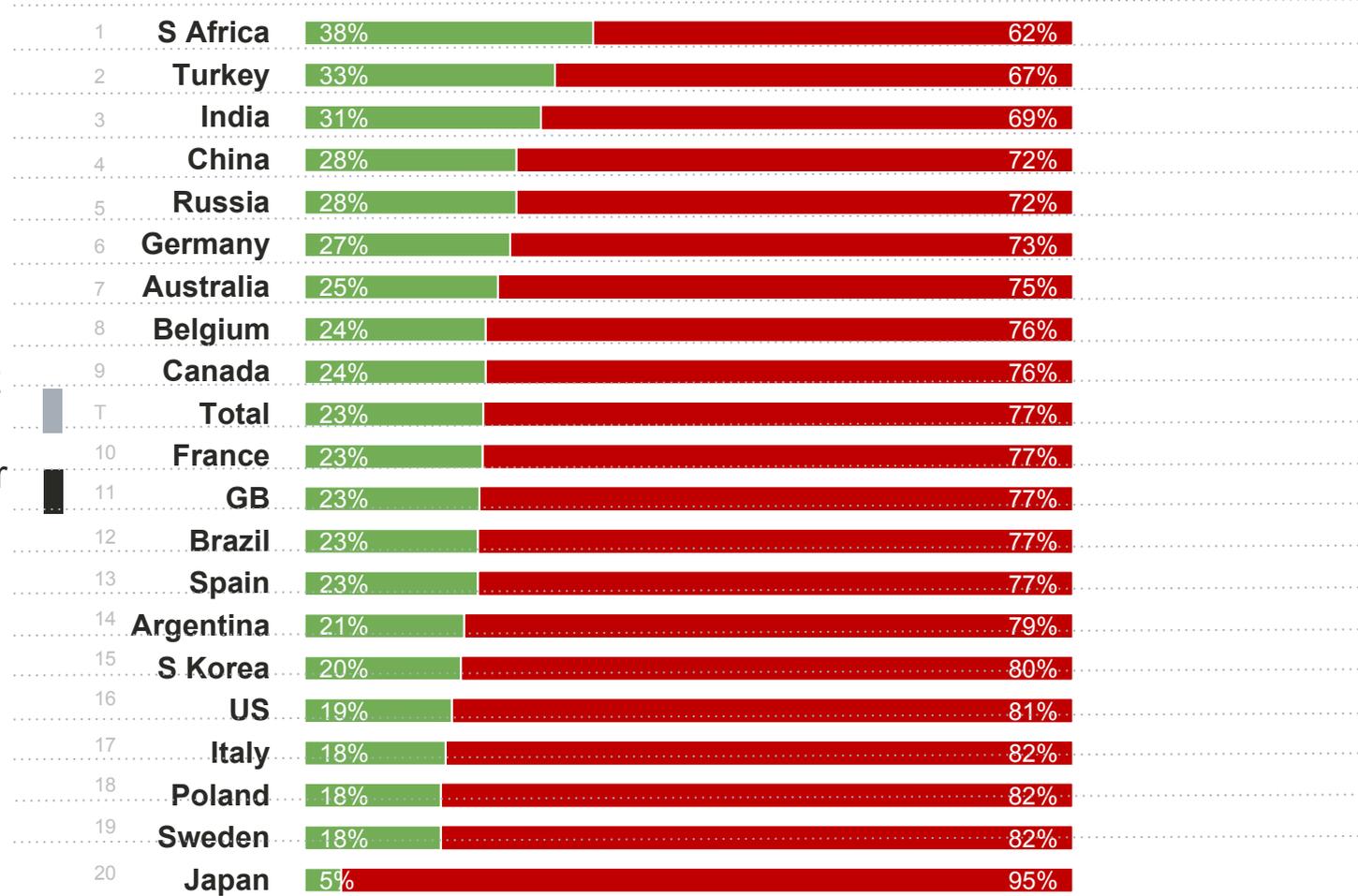
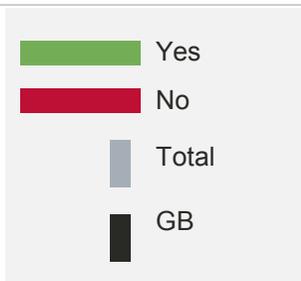
# Changed default browser settings

## The Global Trends Survey

**Q:** Which, if any, of these have you done, or have happened to you, in the past 12 months or so?

Changed the default settings on my computer or browser to increase my privacy

**Key**



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

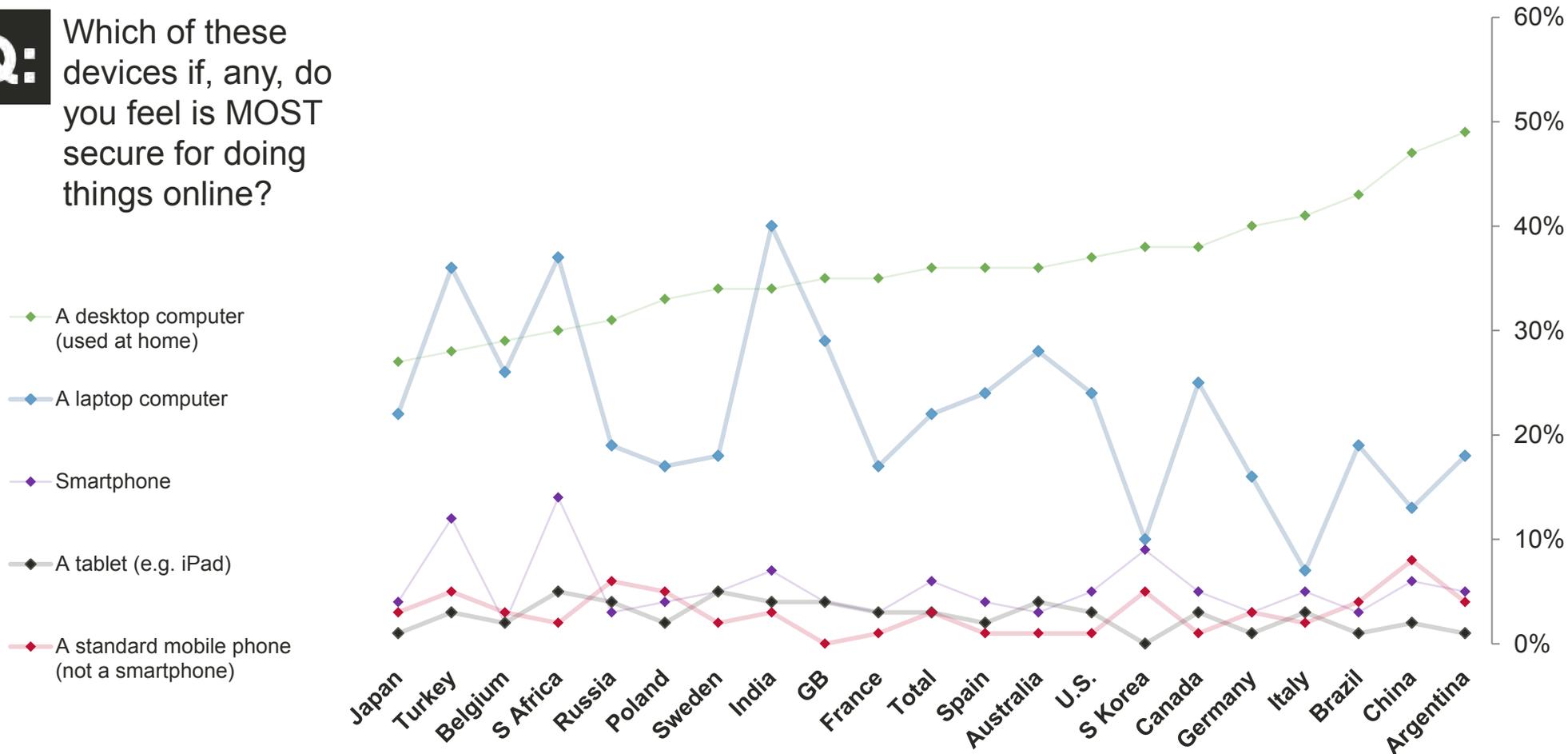
Ipsos MORI



# Most secure device

## The Global Trends Survey

**Q:** Which of these devices if, any, do you feel is MOST secure for doing things online?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

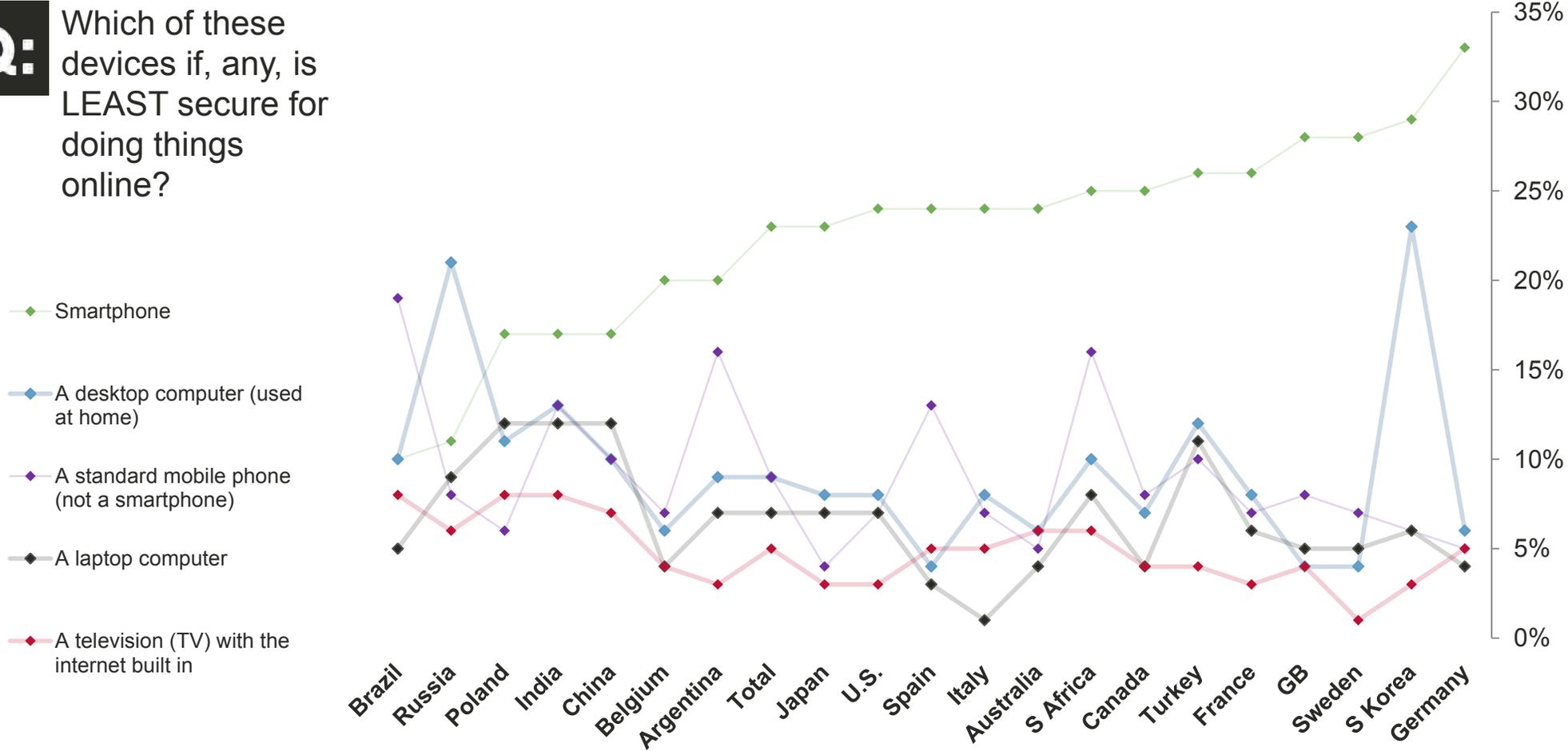
Ipsos MORI



# Least secure device

## The Global Trends Survey

**Q:** Which of these devices if, any, is LEAST secure for doing things online?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

Ipsos MORI



Ipsos MORI



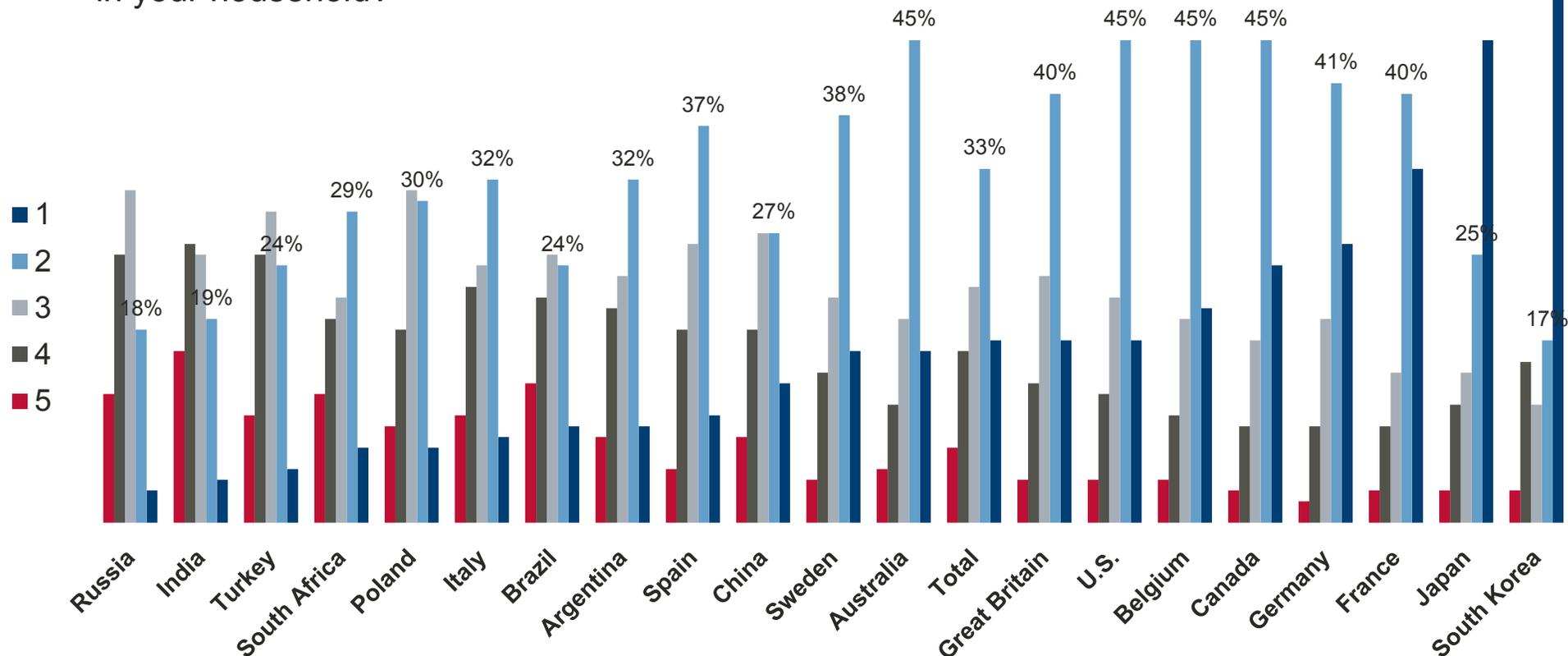
MOBILE  
PHONES  
&  
TABLETS

# Number of phones in household

## The Global Trends Survey



Can I check, how many mobile phones are there in your household?



Base: All who say use a mobile phone, 1-15 Oct 2013

Ipsos MORI

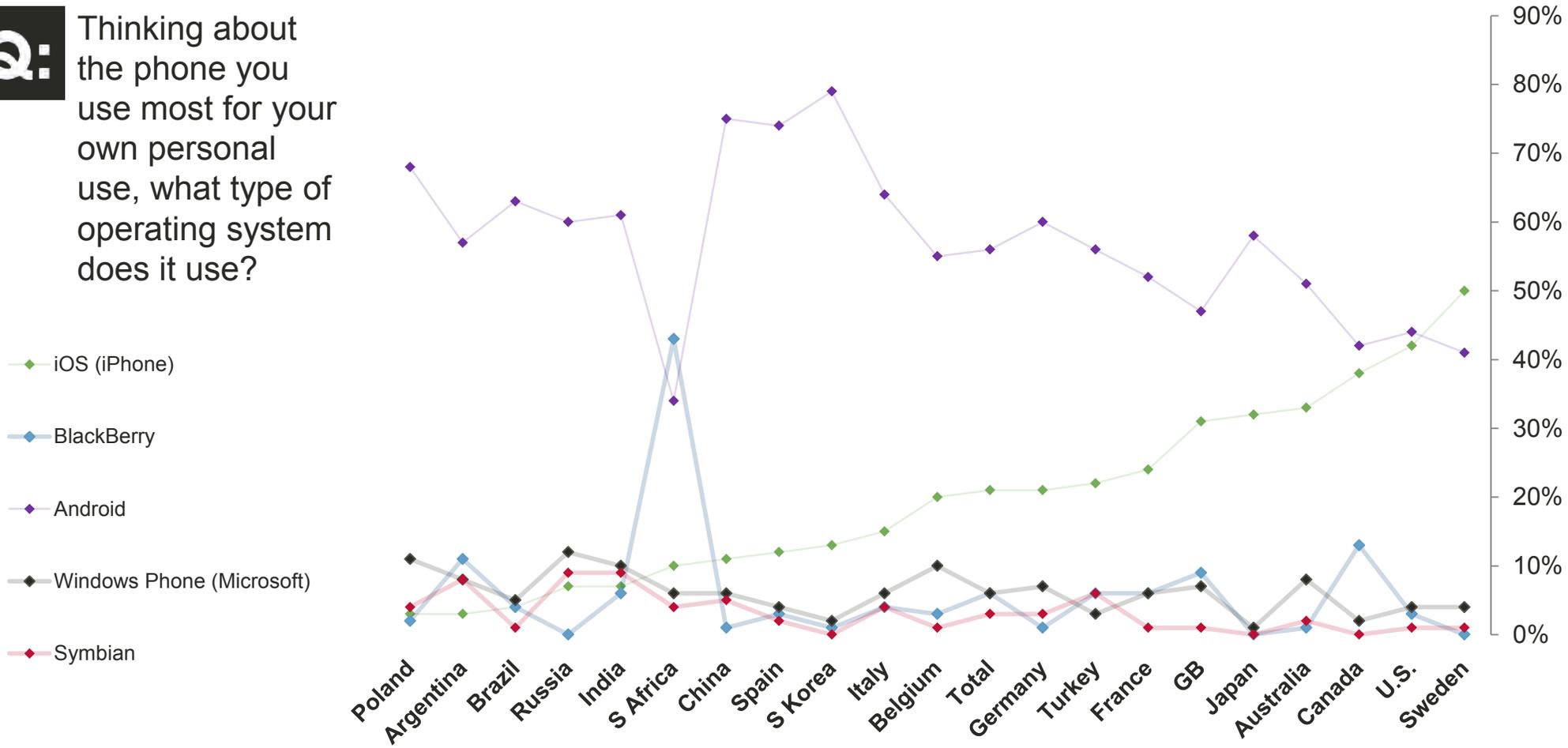


# Smartphone OS

## The Global Trends Survey



Thinking about the phone you use most for your own personal use, what type of operating system does it use?



Base: All smartphone owners, 1-15 Oct 2013

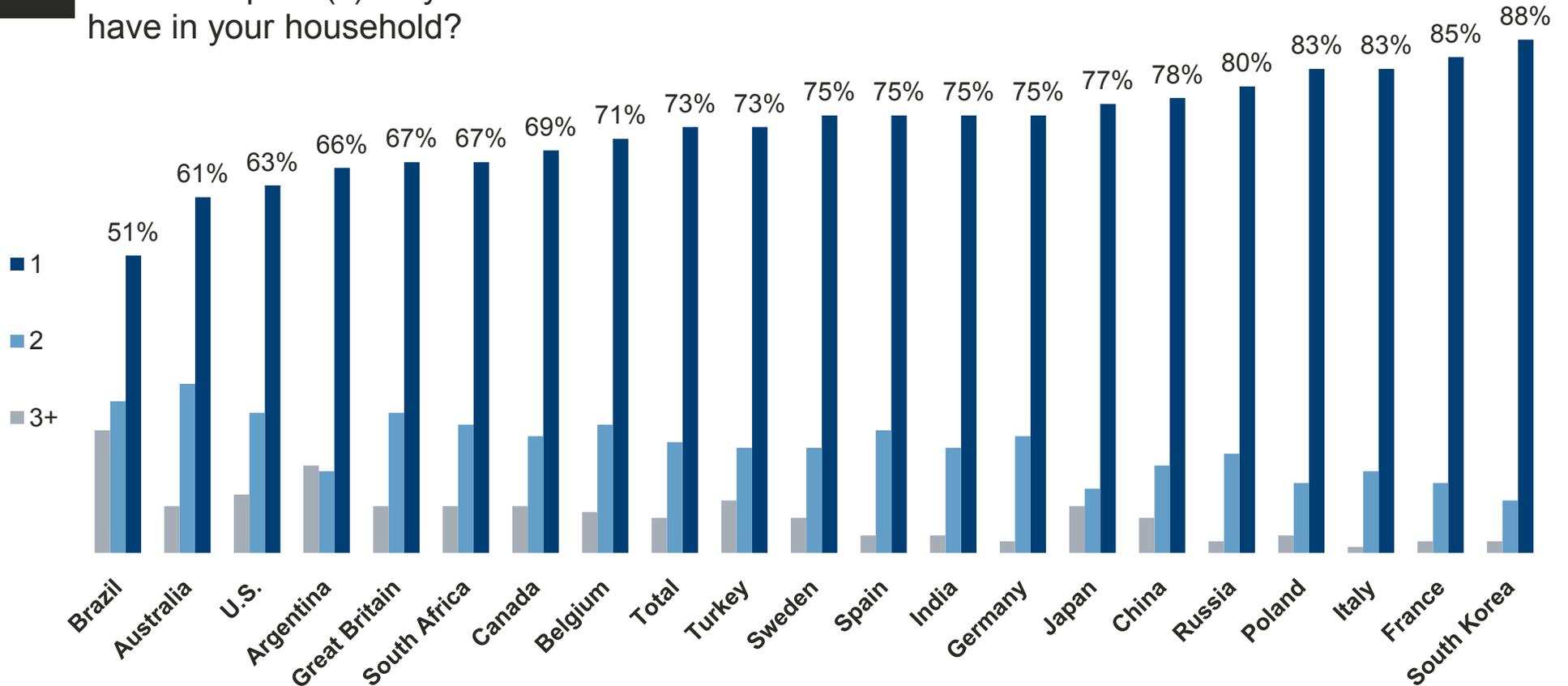
Ipsos MORI



# No. of tablets in household

## The Global Trends Survey

**Q:** And can I check, how many tablet computer(s) do you have in your household?

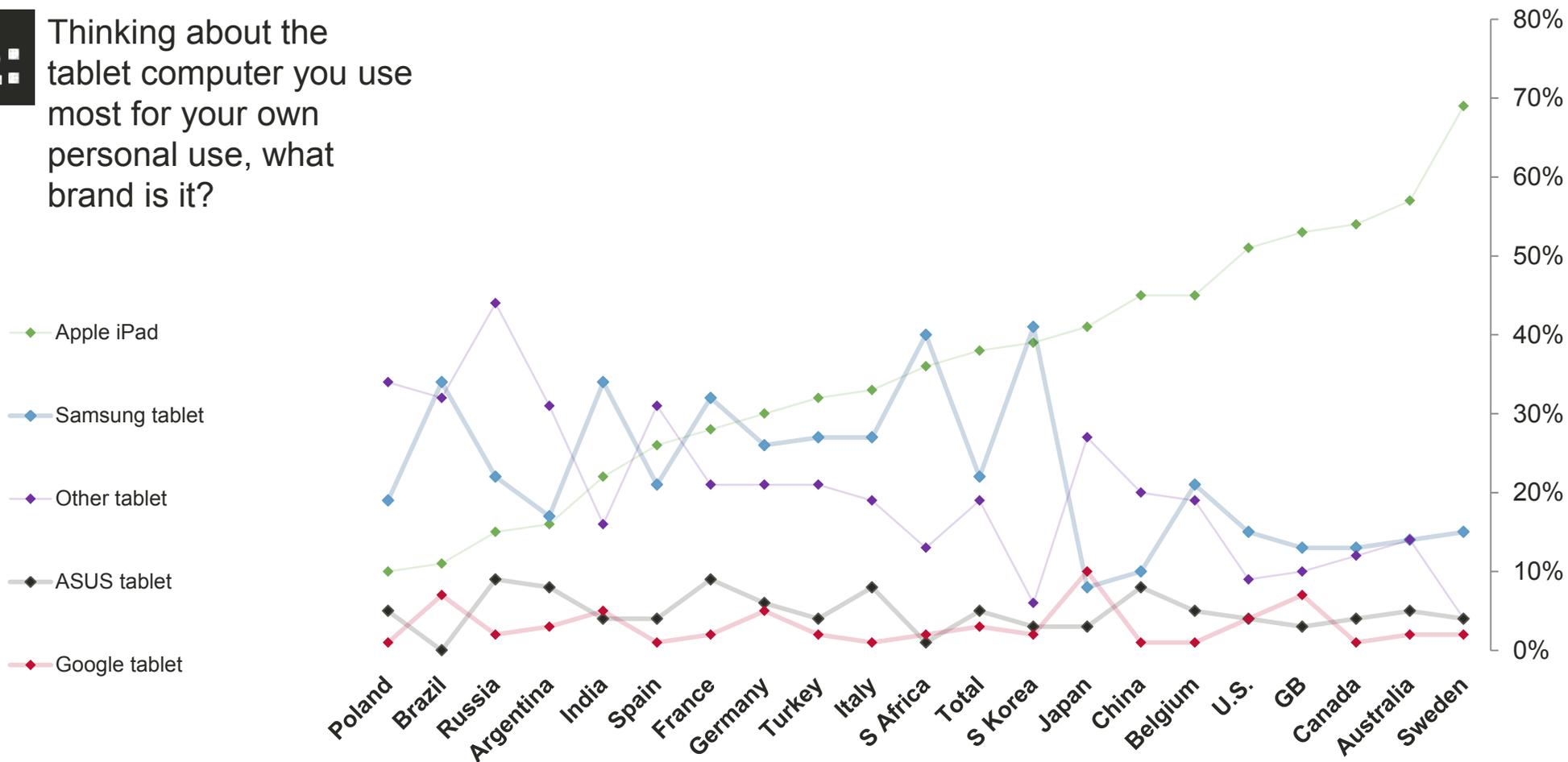


Base: All tablet owners, 1-15 Oct 2013

Ipsos MORI

## The Global Trends Survey

**Q:** Thinking about the tablet computer you use most for your own personal use, what brand is it?



Base: All tablet owners, 1-15 Oct 2013

Ipsos MORI

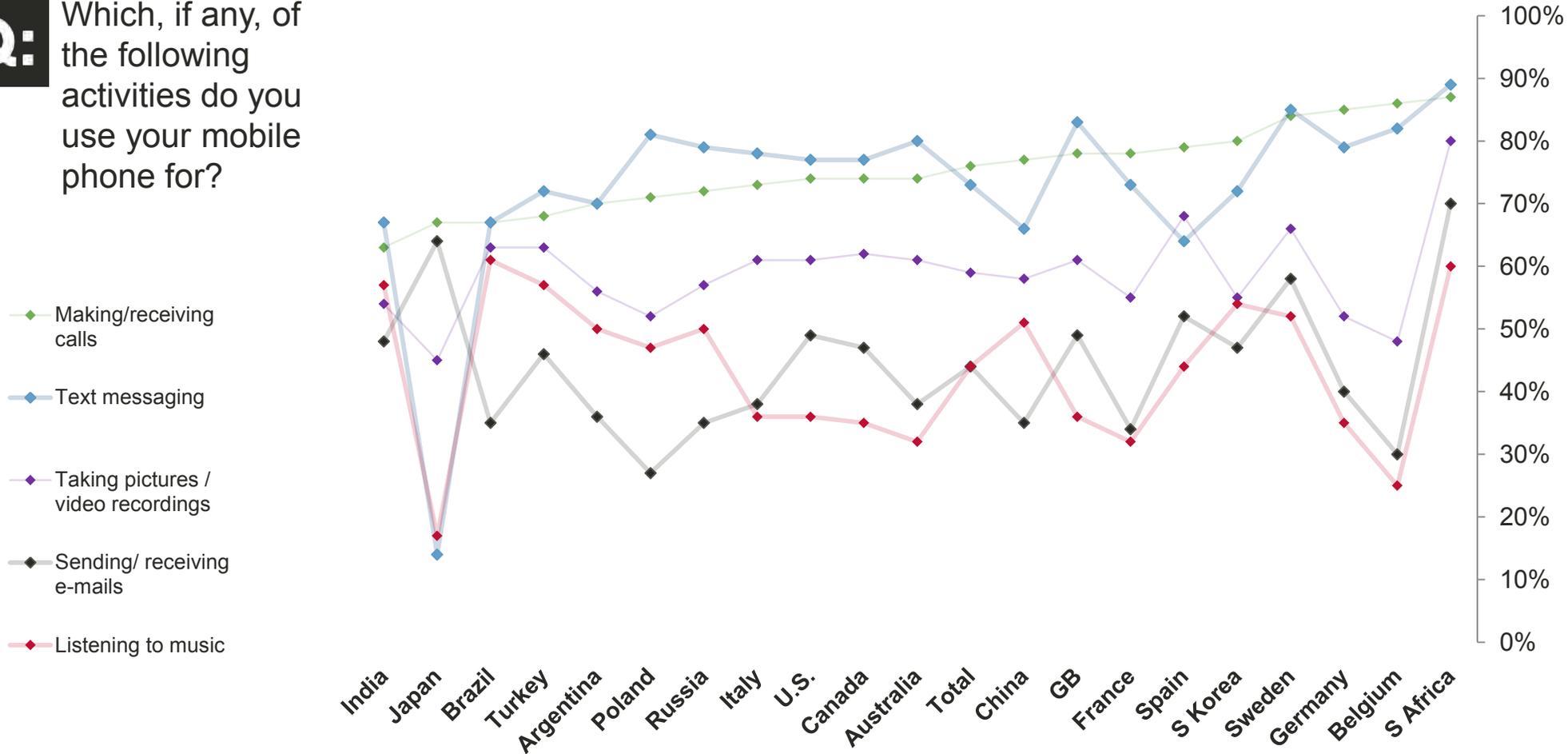


# Use mobile phone for...

## The Global Trends Survey



Which, if any, of the following activities do you use your mobile phone for?



Base: All mobile phone owners , 1-15 Oct 2013

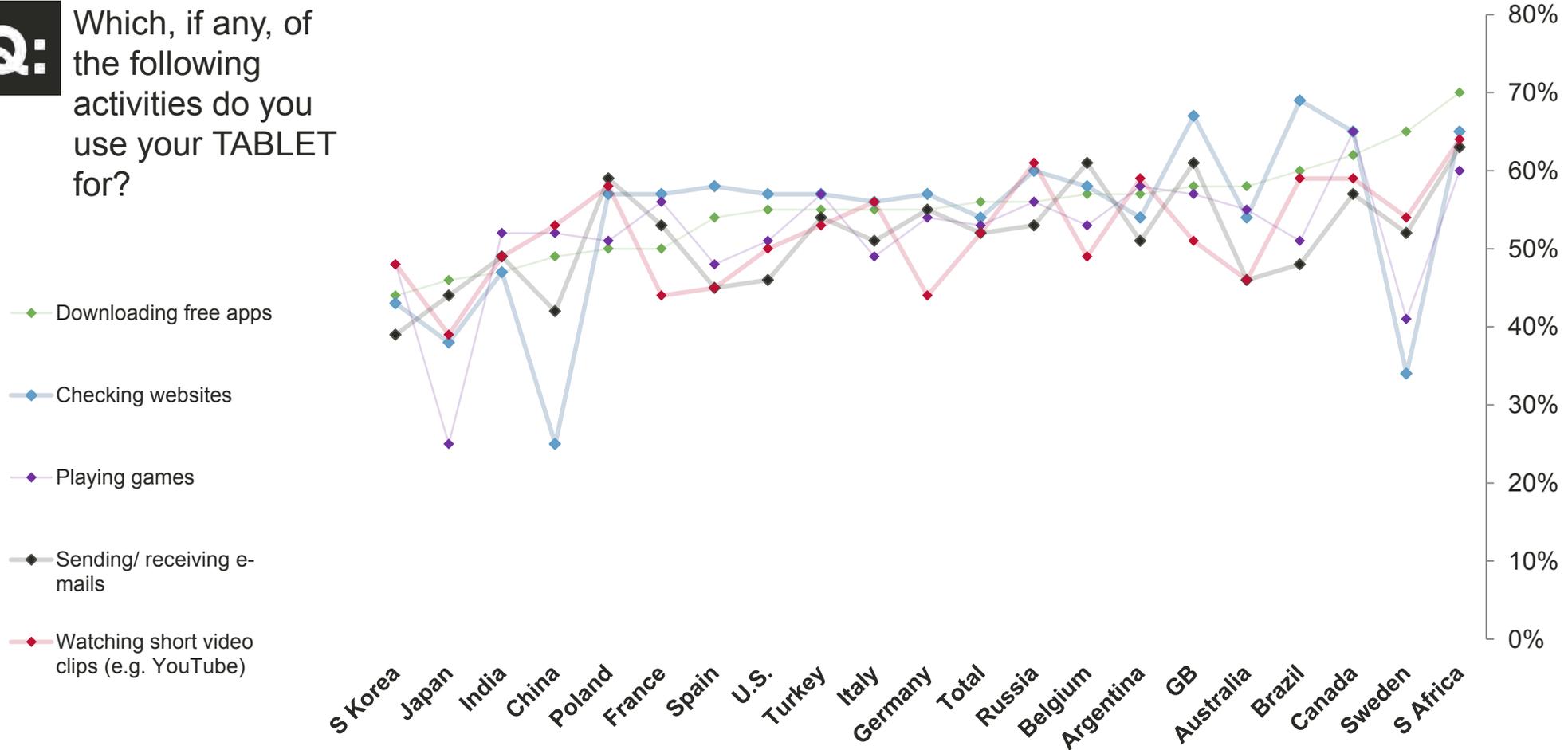
Ipsos MORI



# Use tablet for...

## The Global Trends Survey

**Q:** Which, if any, of the following activities do you use your TABLET for?



Base: All tablet owners(1,000 GB), online, 1-15 Oct 2013

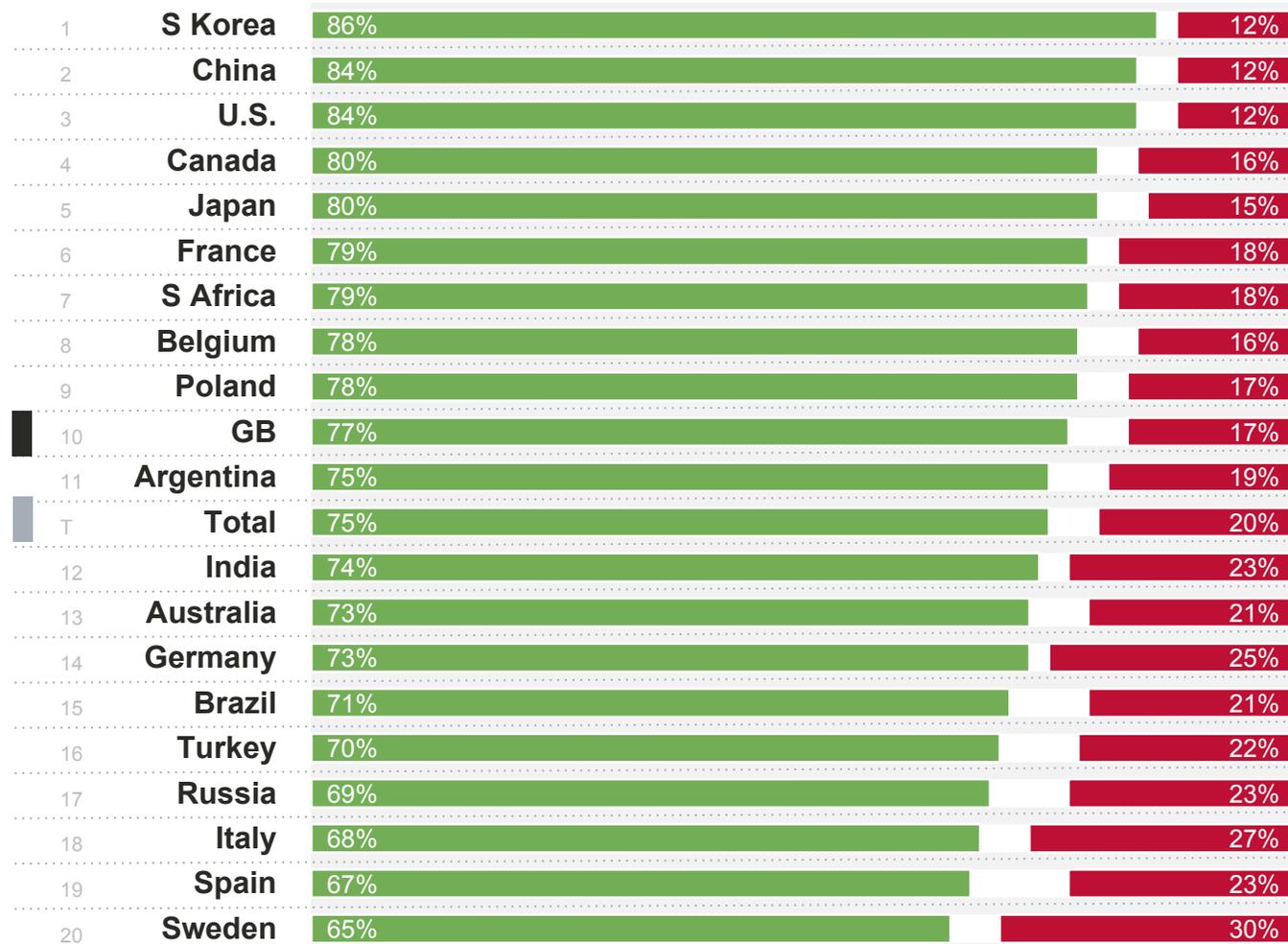
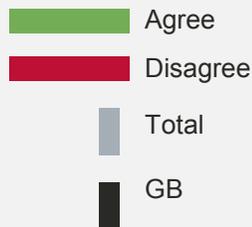
## The Global Trends Survey



To what extent do you agree or disagree with the following statement?

I rely on a small number of apps (tablet or smartphone) that I use regularly

### Key



Base: All smartphone owners, 1-15 Oct 2013

Ipsos MORI



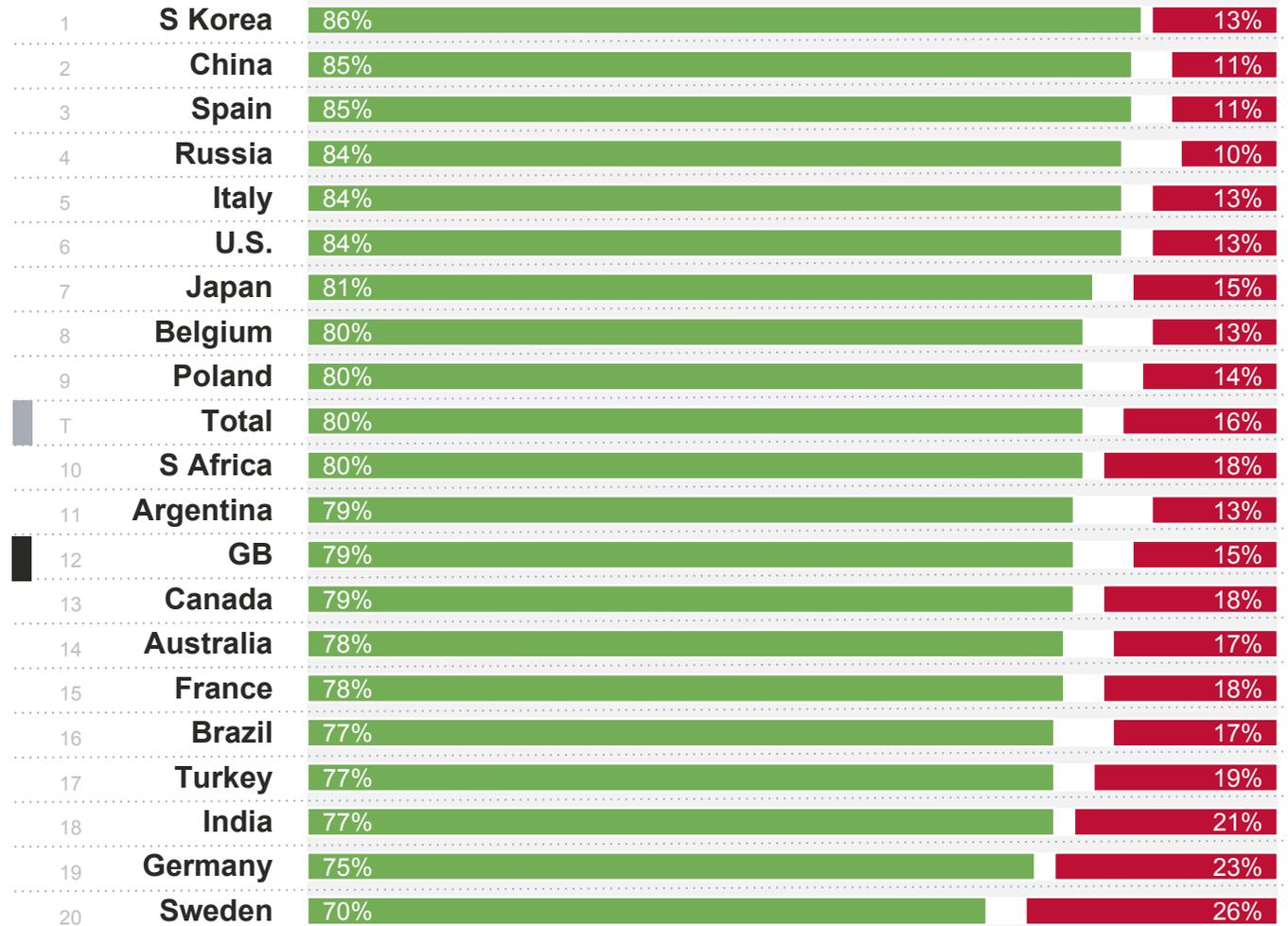
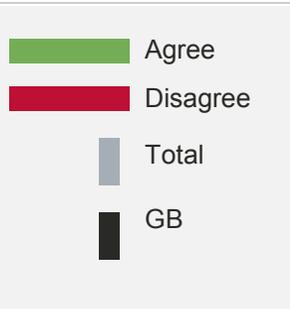
## The Global Trends Survey



To what extent do you agree or disagree with the following statement?

I tend to only download free apps (tablet or smartphone)

### Key



Base: All smartphone owners,, 1-15 Oct 2013

Ipsos MORI



Ipsos MORI

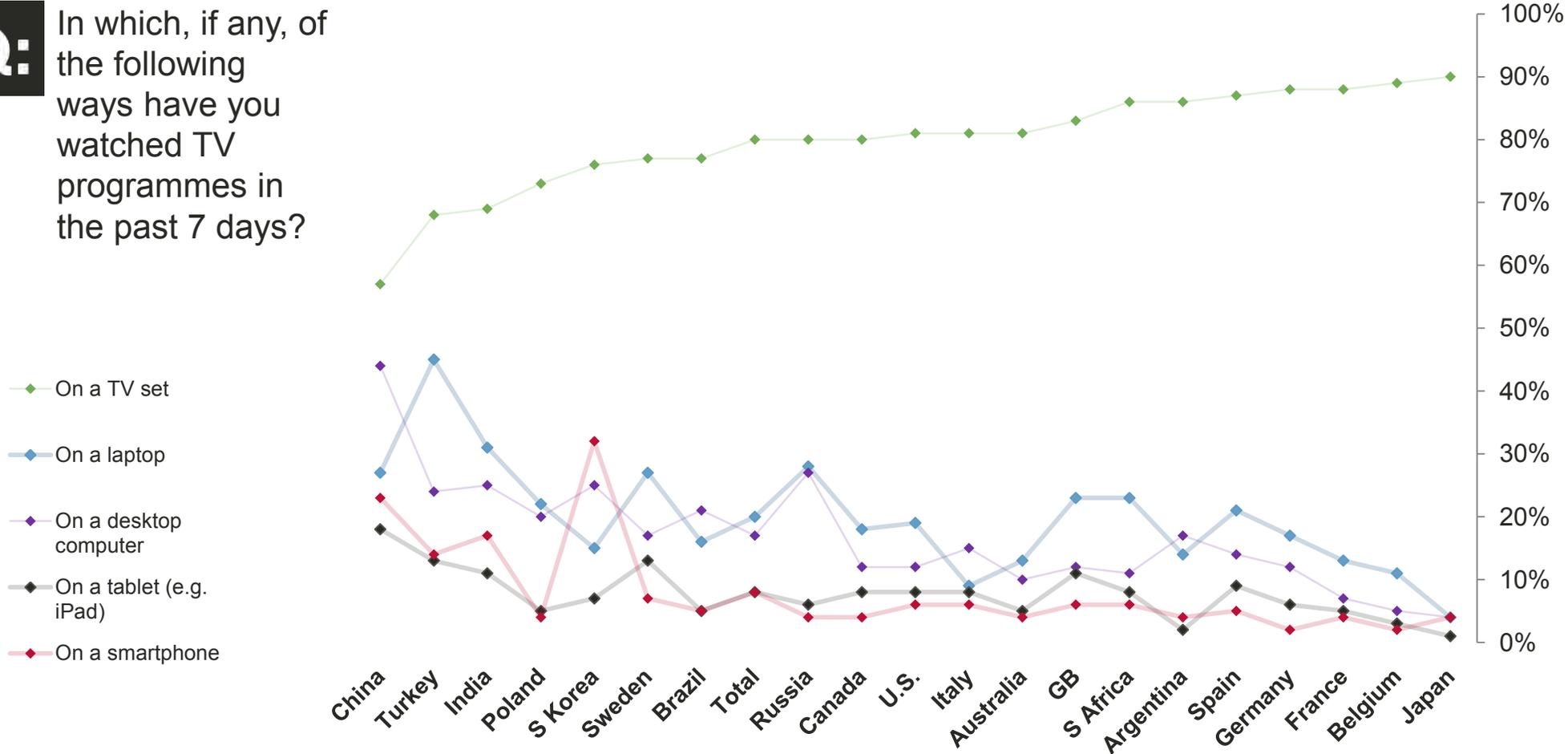


# TV VIEWING

## The Global Trends Survey

Q:

In which, if any, of the following ways have you watched TV programmes in the past 7 days?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

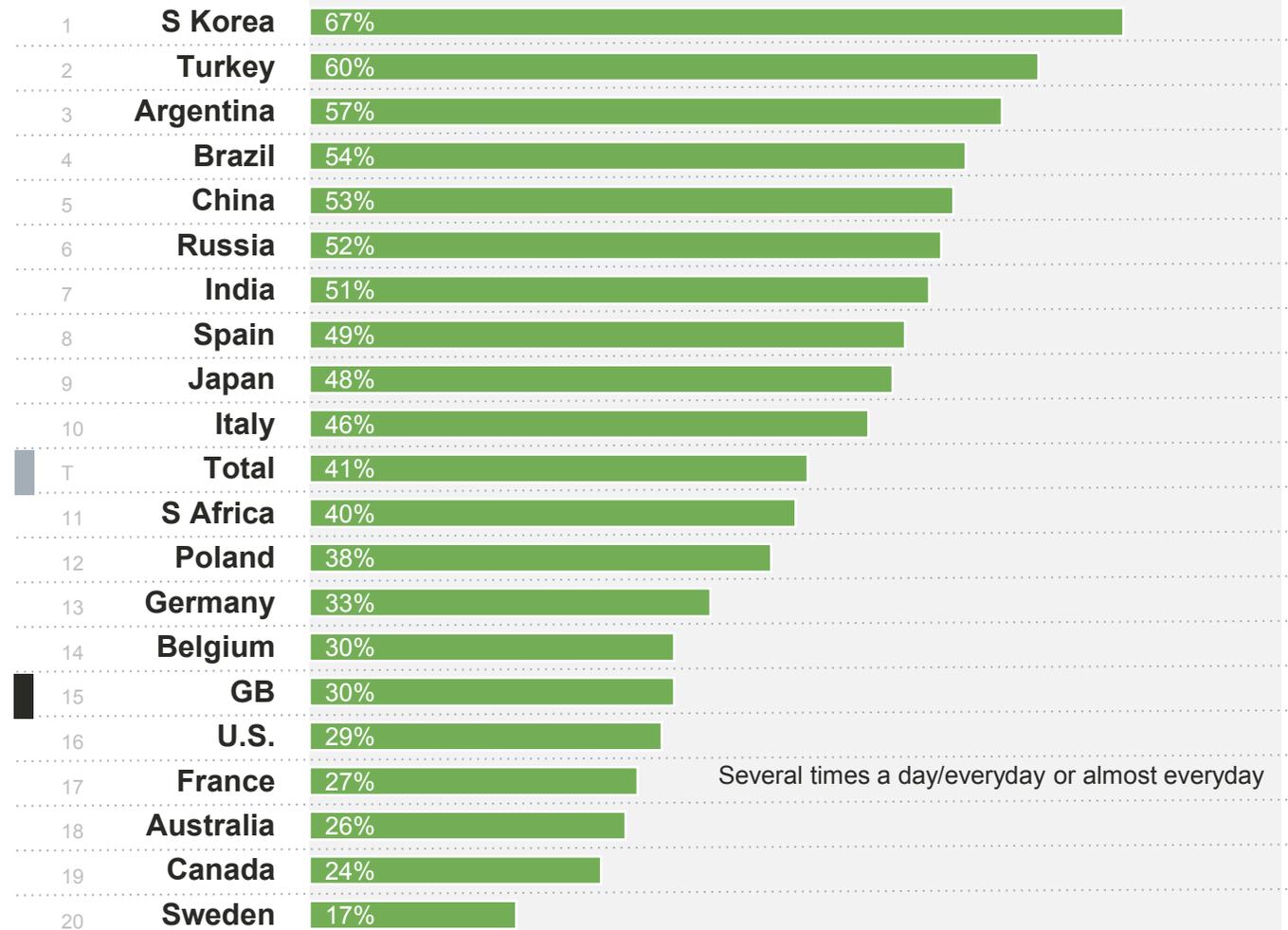
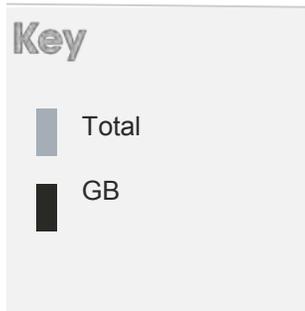
Ipsos MORI



# Using tablet/mobile while watching TV

## The Global Trends Survey

**Q:** How often do you use a tablet computer or a mobile phone while watching TV at home?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

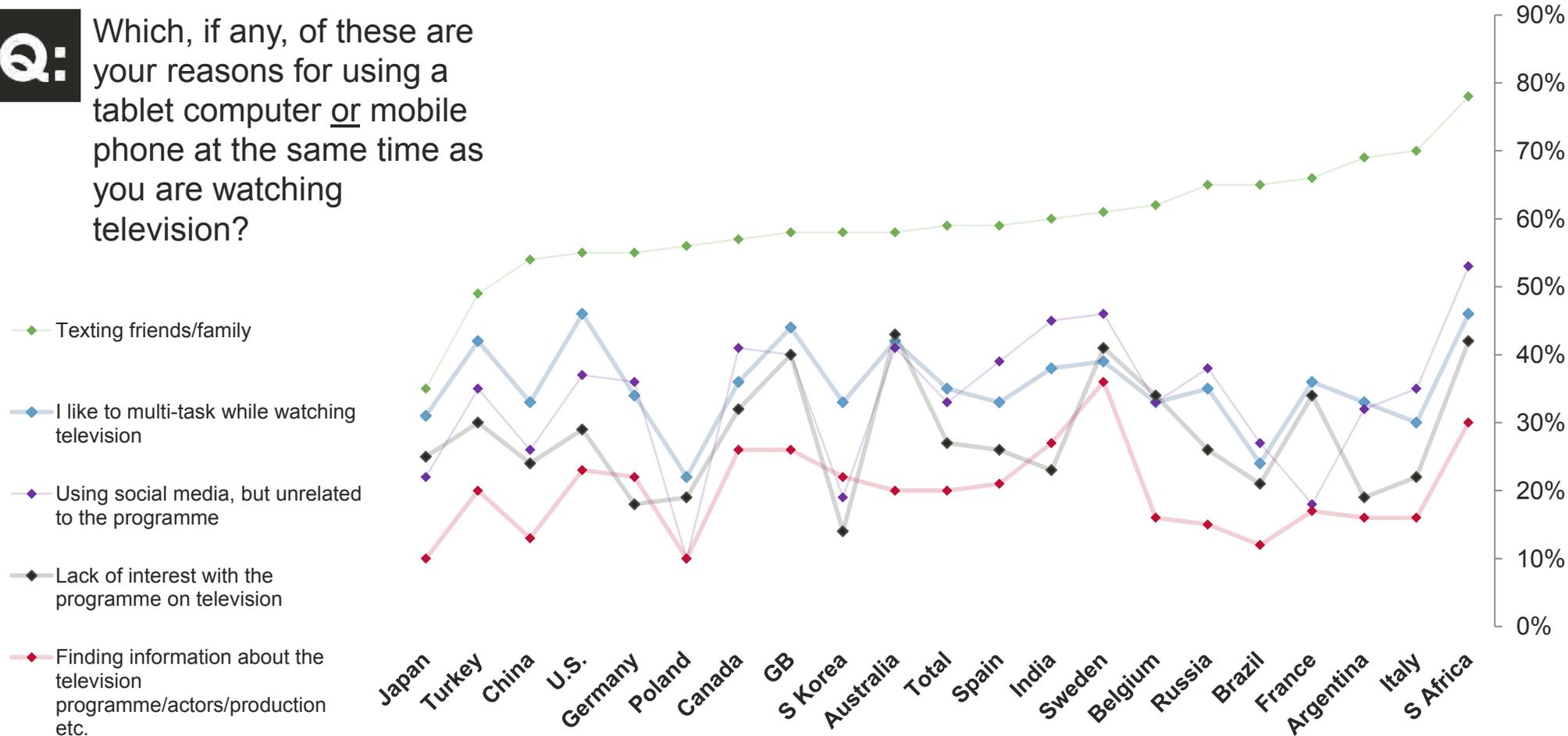
Ipsos MORI



# Reasons for using mobile/tablet while watching TV

## The Global Trends Survey

**Q:** Which, if any, of these are your reasons for using a tablet computer or mobile phone at the same time as you are watching television?



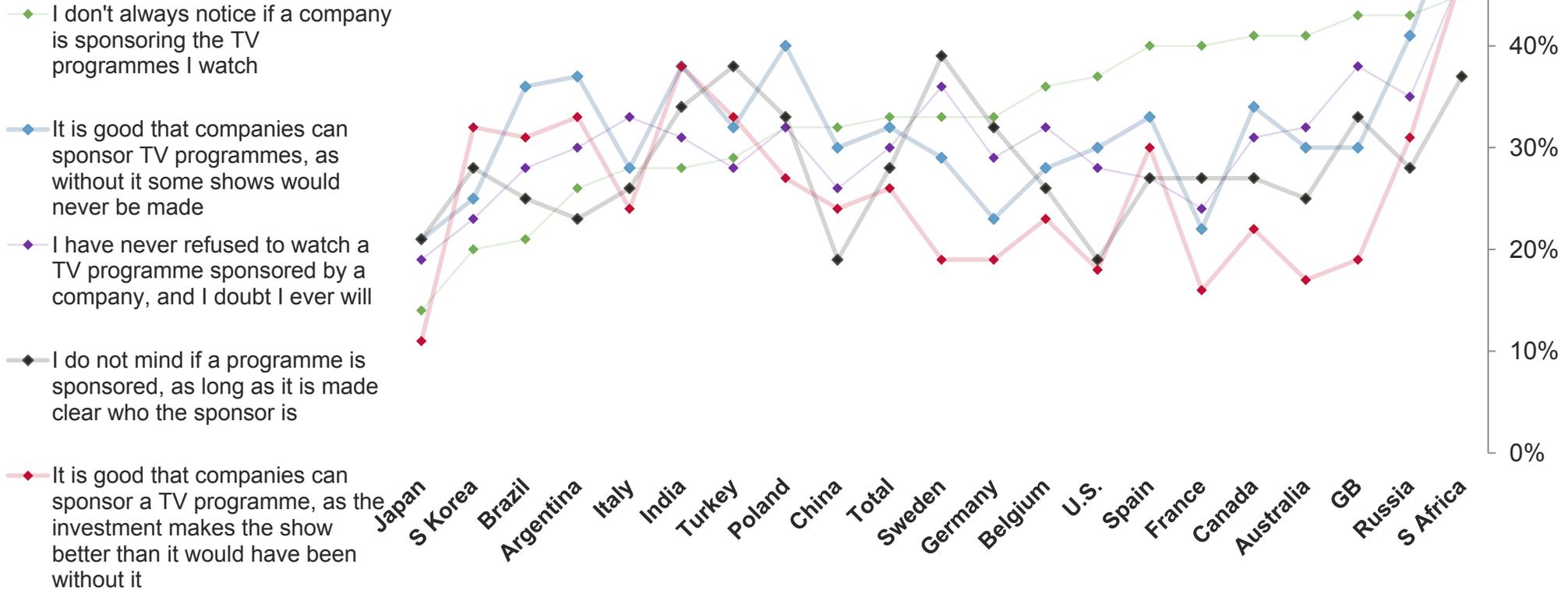
Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

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## The Global Trends Survey

**Q:** Nowadays, some television programmes receive funding from companies and brands in return for the right to sponsor them. Here is a list of statements; please select all that apply to you.?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

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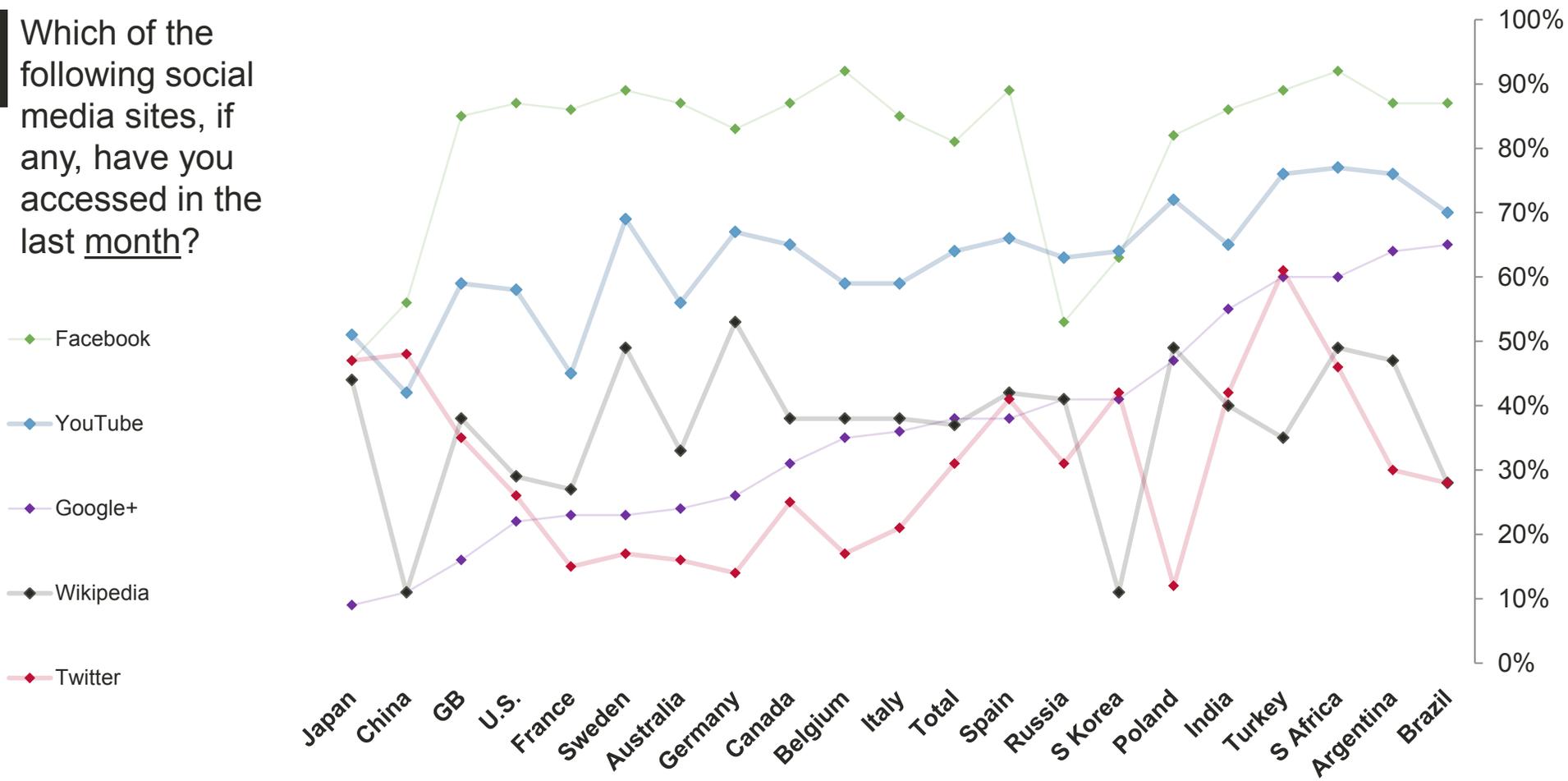
# SOCIAL MEDIA

# Social media use

## The Global Trends Survey

Q:

Which of the following social media sites, if any, have you accessed in the last month?



Base: 16,167 adults across 20 countries (1,000 GB), online, 1-15 Oct 2013

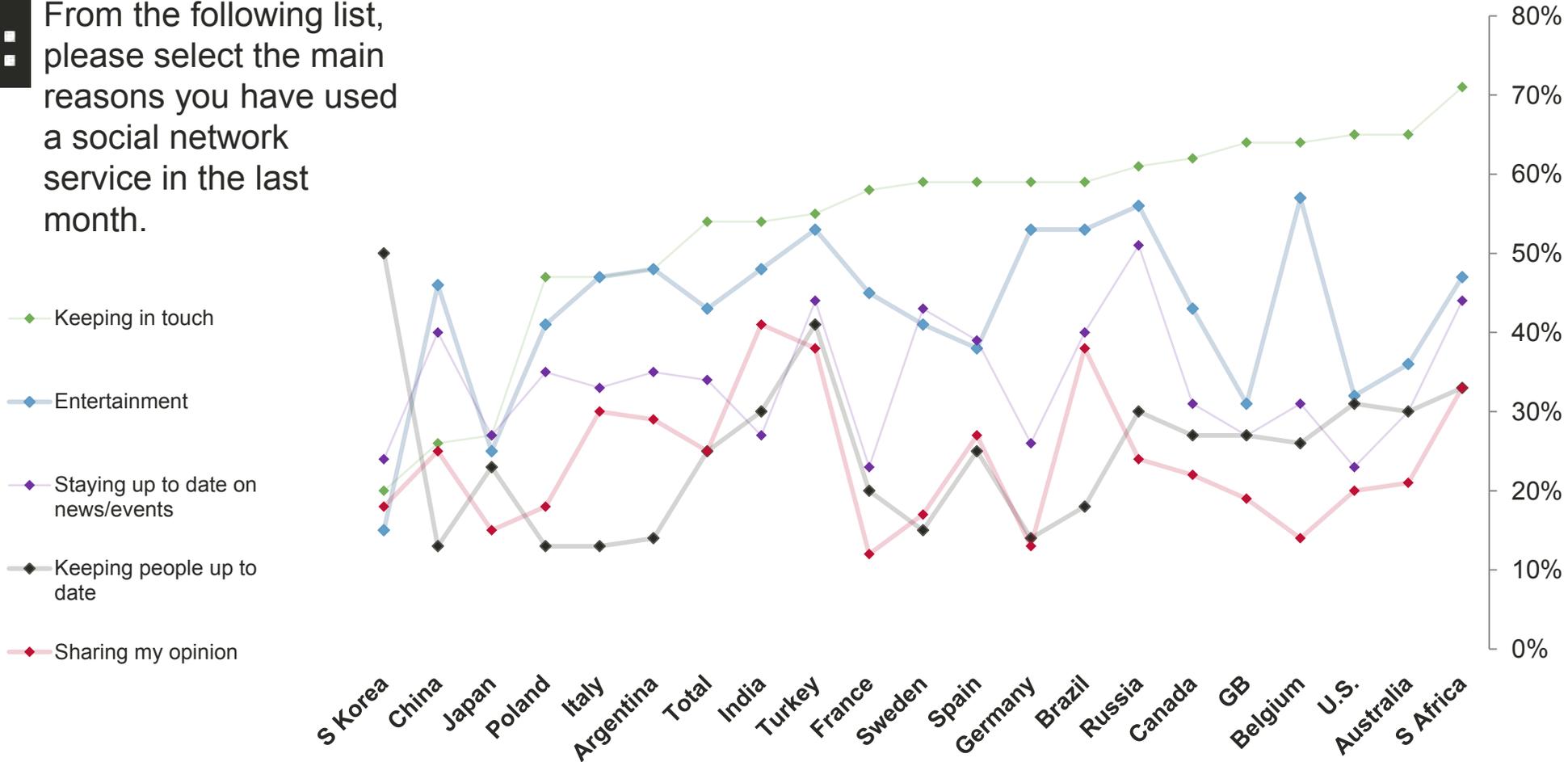
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# Reasons for using social media

## The Global Trends Survey



From the following list, please select the main reasons you have used a social network service in the last month.



Base: All who have accessed a social media website, 1-15 Oct 2013

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