



Global @dvisor

New Years Look Back and Outlook

A Reuters Ipsos Global Poll of 24 Countries: For Release December 31, 2010



A Global @dvisory – December 2010
New Years Outlook

Methodology

- These are the findings of the Global @dvisor Wave 16 (G@16), an Ipsos survey conducted between December 10th and December 20th.
- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,676 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Key Findings

- **While half 48% of global respondents say “2010 Was A Bad Year For Me And My Family”**—Hungary 78%, Spain 62%, Poland 57%, South Africa 56%, United States 55%, Mexico 55%, Italy 55%, Belgium 55%, Turkey 54%, Great Britain 51%, France 49%, Argentina 49%, Russia 46%, South Korea 45%, India 44%, Saudi Arabia 43%, Japan 43%, Canada 42%, Germany 41%, Australia 41%, Brazil 38%, Sweden 37%, China 35% and Indonesia 29%.
- **77% of global respondents are “Optimistic That 2011 Will Be A Better Year For Me Than It Was In 2010”**—Brazil 96%, Indonesia 92%, India 91%, Saudi Arabia 88%, Russia 88%, Mexico 88%, Turkey 86%, South Africa 86%, Argentina 84%, China 83%, Australia 82%, Canada 81%, Sweden 77%, South Korea 76%, United States 75%, Poland 74%, Germany 68%, Belgium 68%, Italy 66%, Spain 65%, France 65%, Great Britain 62%, Hungary 51% and Japan 44%.

Key Findings

- **And Half 51% of global respondents believe “The World Will Be A Better Place In 2011 Than It Was In 2010”** —Brazil 80%, China 78%, India 77%, Indonesia 75%, Saudi Arabia 73%, South Africa 63%, South Korea 62%, Russia 62%, Mexico 55%, Canada 55%, Argentina 53%, United States 51%, Turkey 51%, Australia 51%, Poland 50%, Sweden 43%, Spain 41%, Japan 40%, Italy 38%, Hungary 33%, Great Britain 31%, Belgium 27%, France 23% and Germany 21%.
- **36% of global respondents agree “very much” they will make personal resolutions in 2011 and 45% “somewhat” agree they will.**
- **As such, eight in ten (81%) global citizens may make a new years resolution for 2011.**
- **The top eight countries most likely to make resolutions are:**
Indonesia 95%, South Africa 93%, China 92%, Mexico 92%, Russia 92%, Turkey 92%, Saudi Arabia 91%, Argentina 90% and Brazil 90%.

Key Findings

- **The eight countries *least* likely to make resolutions are:** Hungary 26%, Japan 59%, Germany 65%, Great Britain 69%, Belgium 72%, Spain 78%, France 78% and Canada 80%.
- **Those most likely to make resolutions for 2011 are:** in the high income bracket 87%, have a high level of education 84%, less than 35 years old 84%, are not married 81% and are employed 81%.
- **Seven in 10 (68%) of Resolutions this year will be about Money:** Earn more money 21%, Save more money 16%, Better budget/control personal or family finances 16%, Pay off bills 10% and Get a raise in pay 5%.
- **Half (52%) of Resolutions revolve around people's Health:** Have a more healthy lifestyle 14%, Exercise more 12%, Lose weight 11%, Eat healthier/better food 7%, Quit smoking 6%, Cut down on or quit drinking alcohol 2%.

Key Findings

- **Three in ten (29%) of Resolutions this year will be about strengthening Relationships:** Spend more time with family 11%, Spend more time with friends 5%, Get married 5%, Have a child 4%, Settle/resolve outstanding conflicts 3%, and Get divorced 1%.
- **The Resolutions in ranked order:** Earn more money 21%, Save more money 16%, Better budget/control personal or family finances 16%, Have a more healthy lifestyle 14%, Get a new job 13%, Exercise more 12%, Spend more time with family 11%, Lose weight 11%, Pay off bills 10%, Move into a new home 7%, Take a class/education 7%, Eat healthier/better food 7%, Quit smoking 6%, Spend more time with friends 5%, Practice religion more often 5%, Get a raise in pay 5%, Do more charity or volunteer work 5%, Get married 5%, Have a child 4%, Go back to school 4%, Settle/resolve outstanding conflicts 3%, Cut down on or quit drinking alcohol 2%, Get divorced 1% and “Other” 4%.

Countries Where Respondents are Most Likely to Resolve to:

- **Earn more money** 21%: China 37%, Russia 34%, Argentina 27%, Indonesia 27%, Turkey 27%
- **Save more money** 16%: Mexico 27%, Indonesia 25%, Spain 21%
- **Better budget/control personal or family finances** 16%: Turkey 30%, Indonesia 22%, Mexico 21%, Hungary 21%
- **Have a more healthy lifestyle** 14%: Hungary 31%, China 29%, Australia 21%
- **Get a new job** 13%: Russia 23%, Poland 22%, Turkey 22%
- **Exercise more** 12%: Great Britain 21%, Germany 21%, Sweden 20%
- **Spend more time with family** 11%: China 21%, Germany 17%, Sweden 15%
- **Lose weight** 11%: Australia 21%, Canada 19%, Great Britain 19%
- **Pay off bills** 10%: United States 20%, South Africa 19%, Turkey 18%
- **Move into a new home** 7%: Russia 14%, Brazil 13%, Sweden 12%
- **Take a class/education** 7%: Argentina 12%, Sweden 12%, Brazil 11%

Countries Where Respondents are Most Likely to Resolve to:

- **Eat healthier/better food** 7%: United States 12%, Great Britain 11%, Hungary 11%, India 11%
- **Quit smoking** 6%: Poland 13%, Belgium/Spain/Russia 10%
- **Spend more time with friends** 5%: Sweden 14%, France 10%, Germany 9%
- **Practice religion more often** 5%: Saudi Arabia 20%, Indonesia 18%, Brazil 9%
- **Get a raise in pay** 5%: China 14%, Russia 10%, India 7%, Indonesia 7%
- **Do more charity or volunteer work** 5%: India 9%, Indonesia 9%, Saudi Arabia 8%
- **Get married** 5%: Indonesia 11%, Russia 10%, Saudi Arabia 9%
- **Have a child** 4%: France 7%, Italy 7%, Spain 7%, Saudi Arabia 7%
- **Go back to school** 4%: Mexico 13%, Argentina 10%, Brazil 9%
- **Settle/resolve outstanding conflicts** 3%: Japan 12%, Hungary 8%, Poland 7%
- **Cut down on or quit drinking alcohol** 2%: South Korea 5%, Great Britain 3%, Canada 3%, Russia 3%
- **Get divorced** 1%: Poland 4%

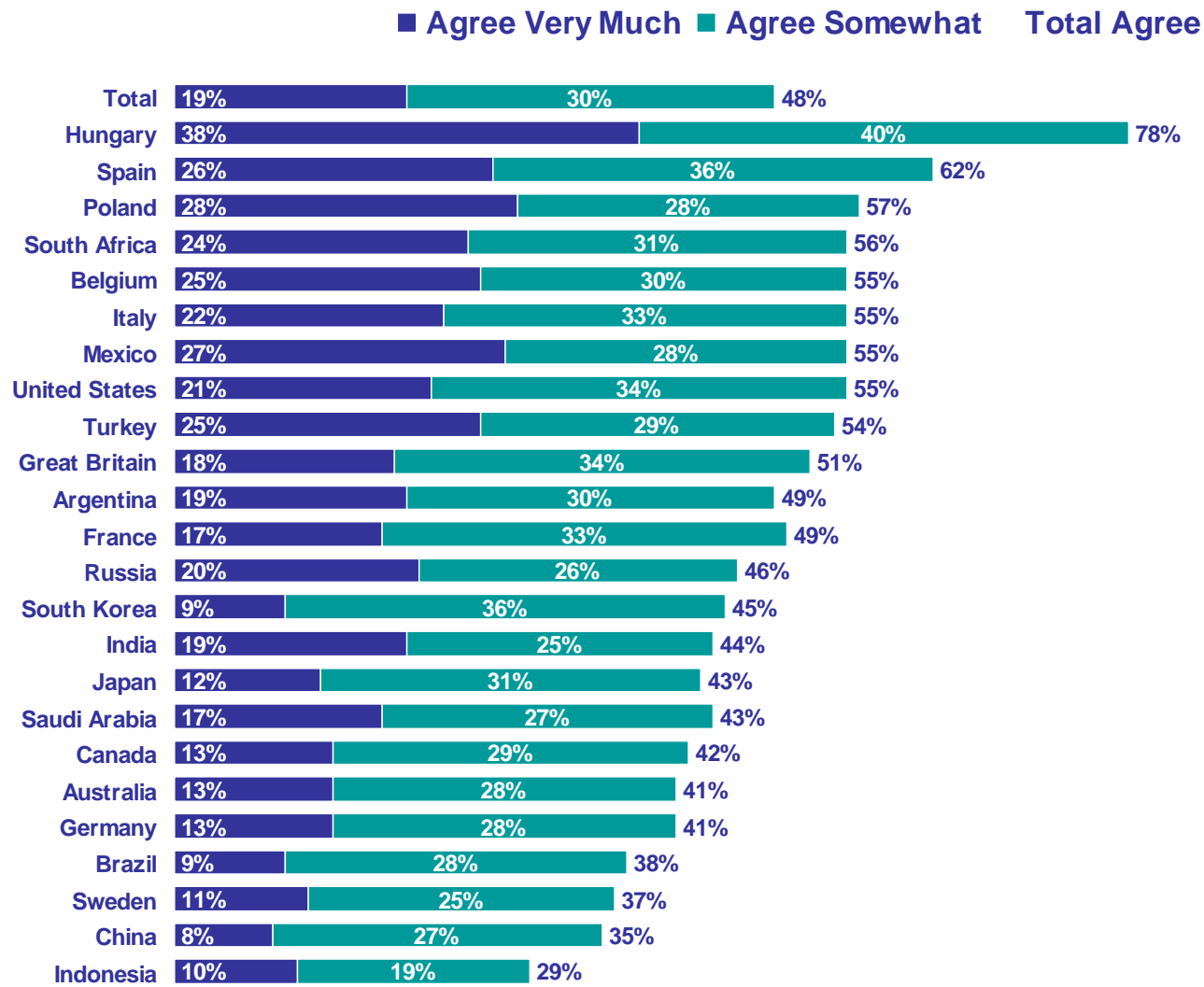


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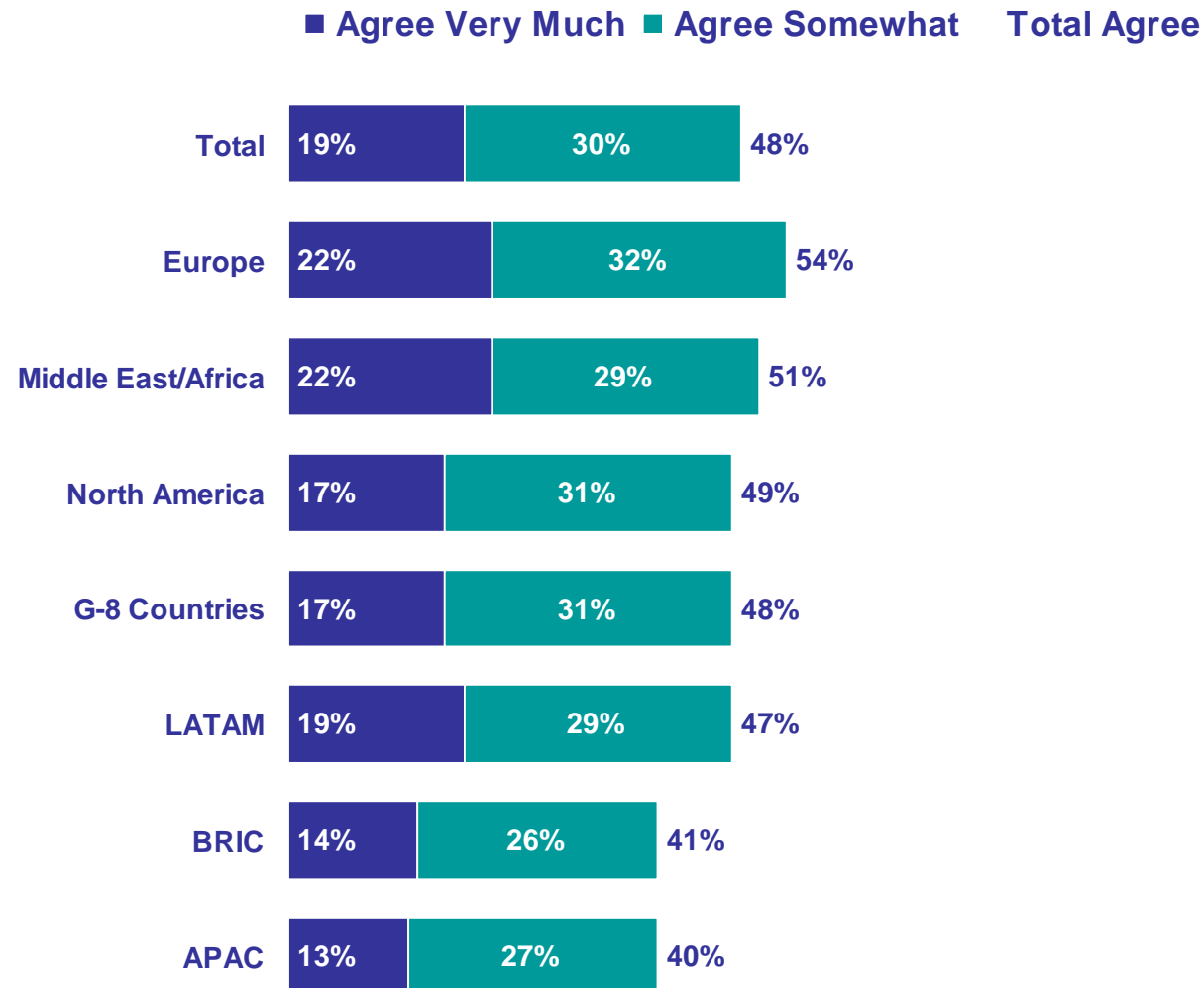
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:



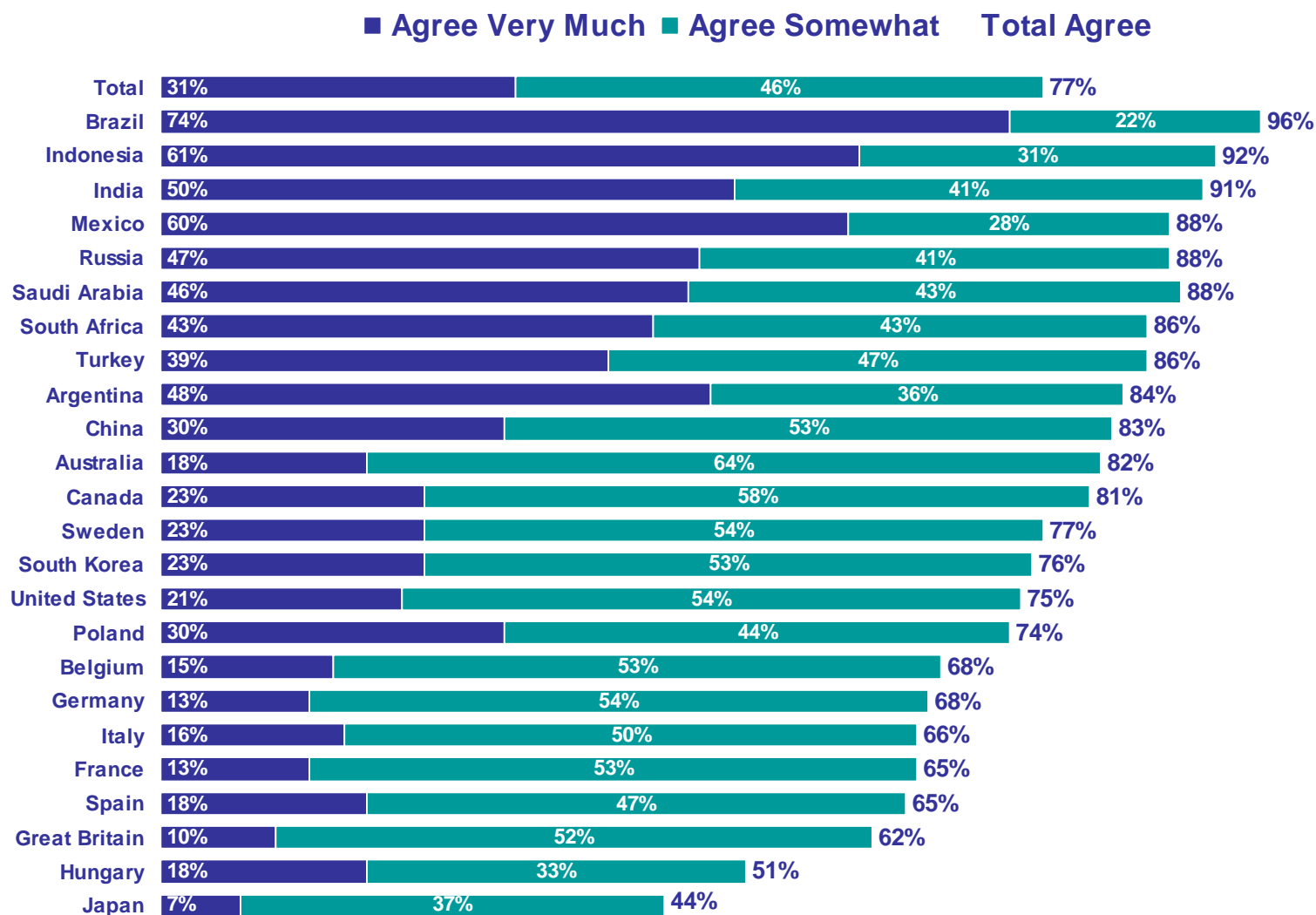
2010 Was A Bad Year For Me And My Family



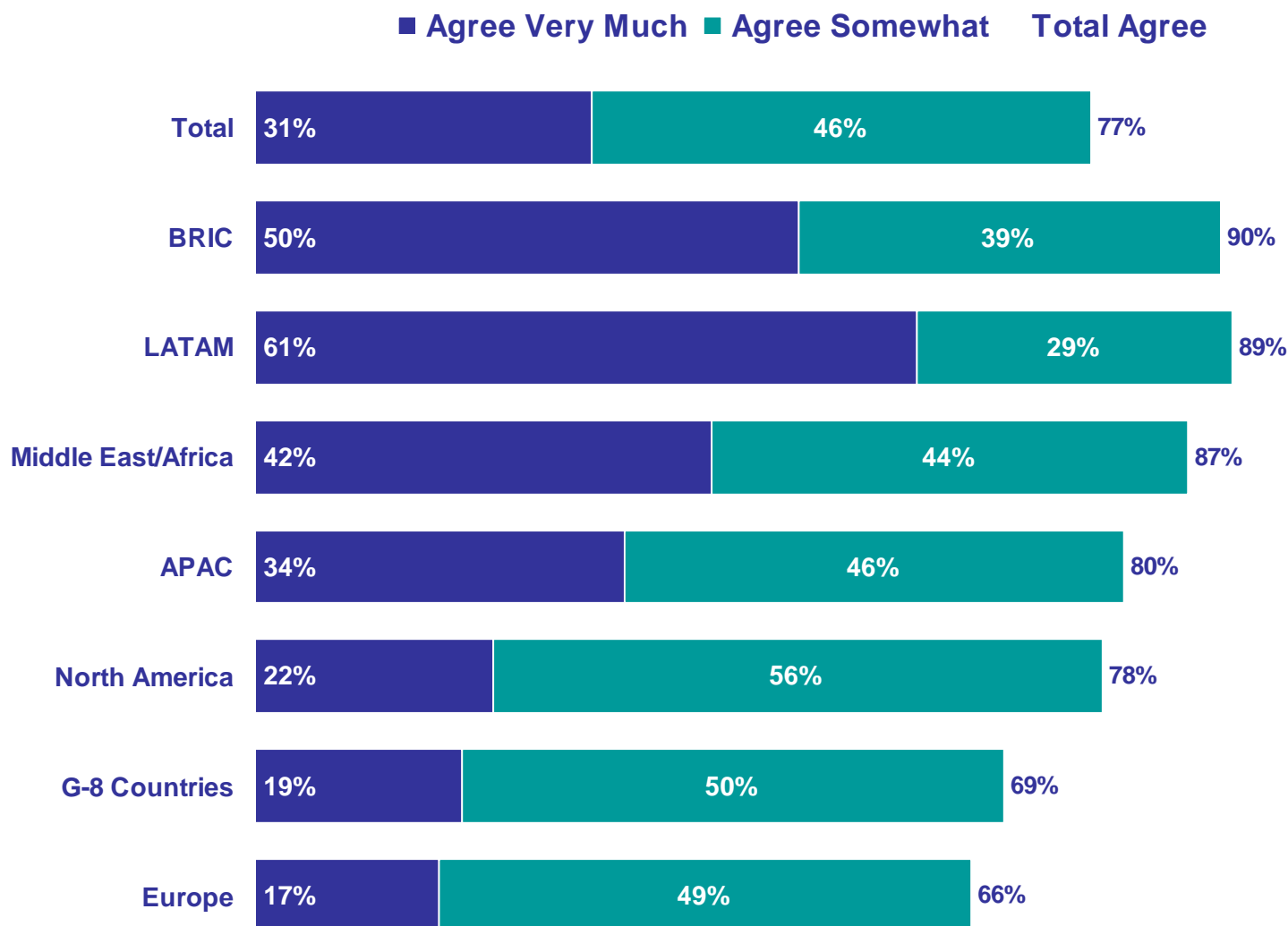
2010 Was A Bad Year For Me And My Family



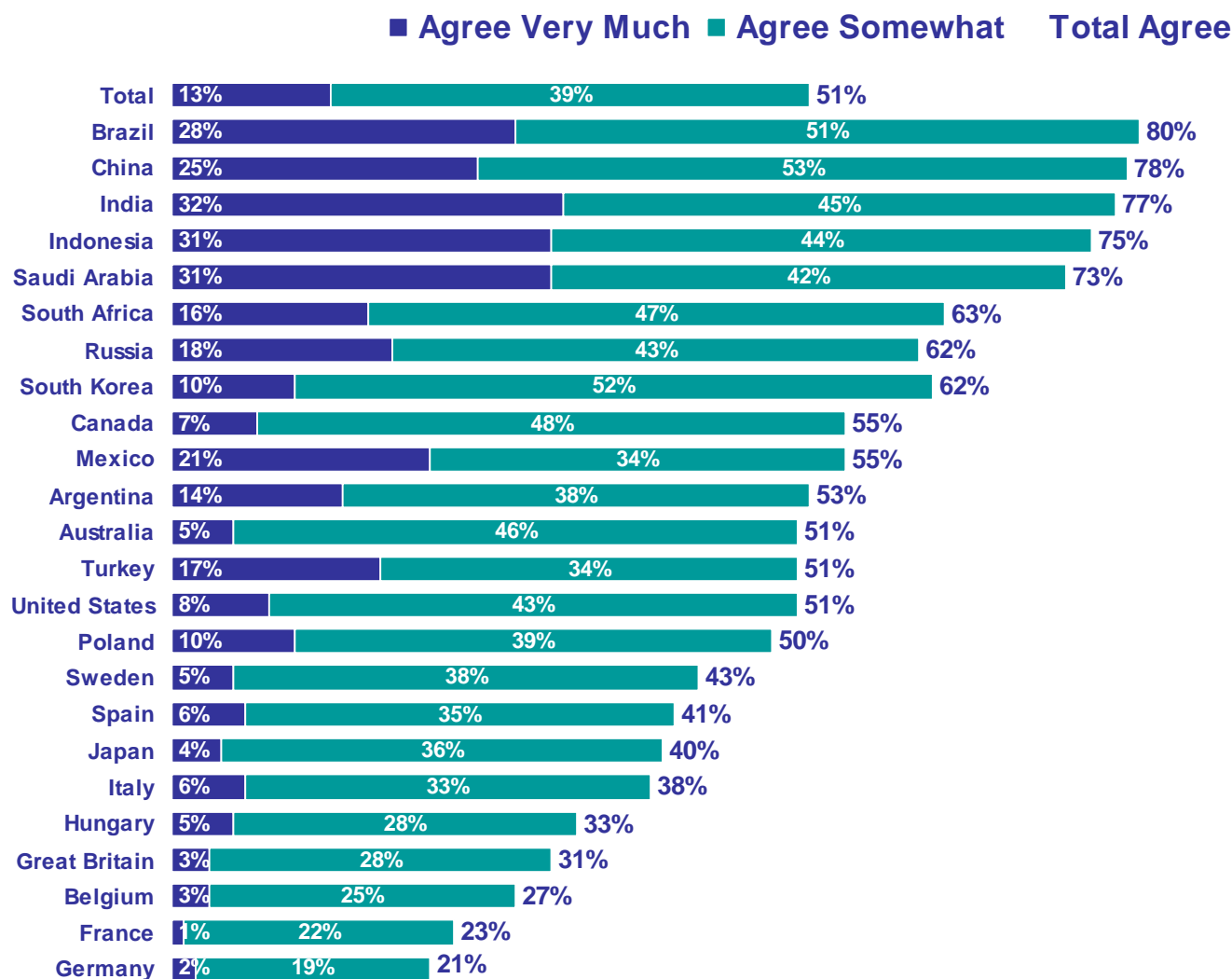
I Am Optimistic That 2011 Will Be A Better Year For Me Than It Was In 2010 - Countries



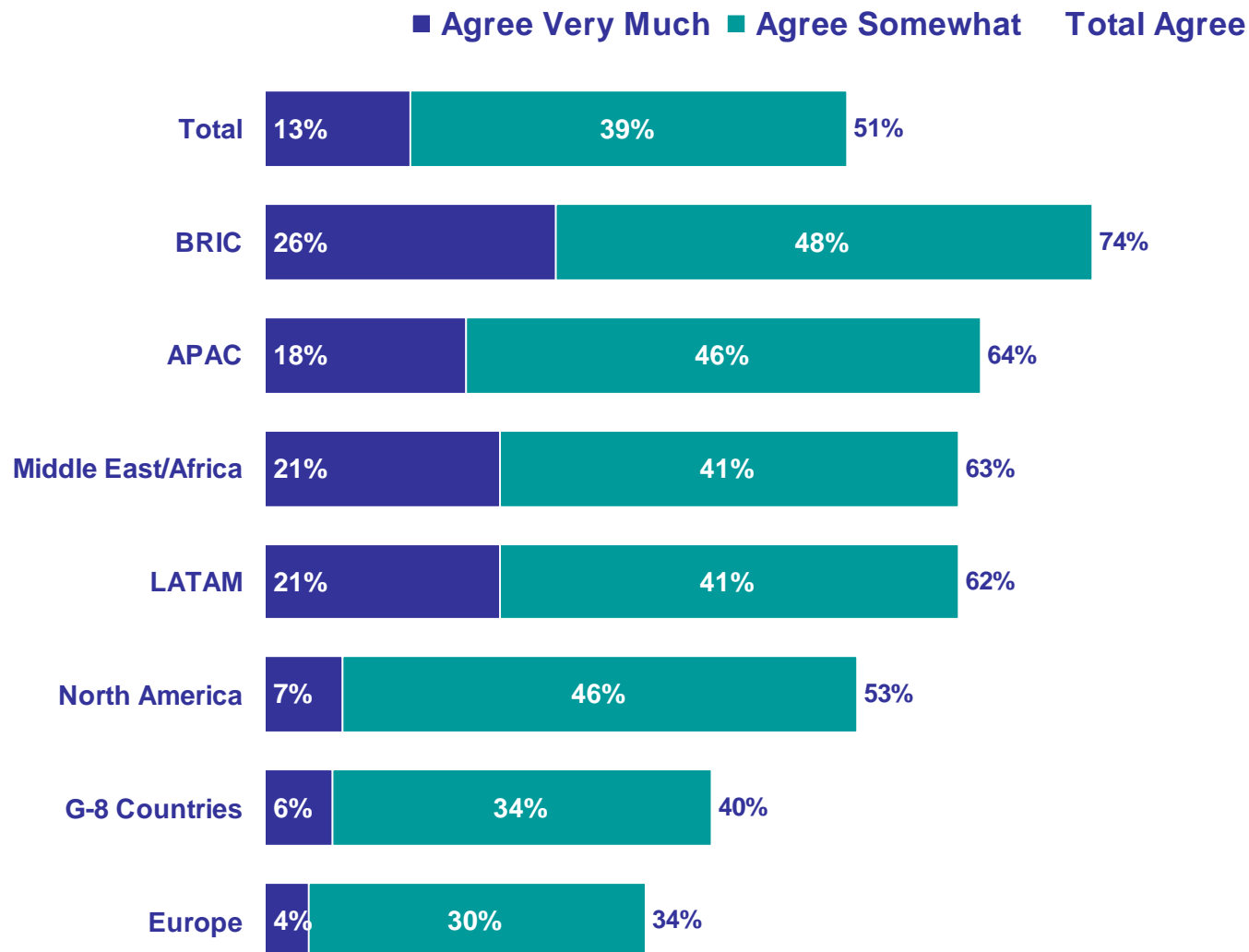
I Am Optimistic That 2011 Will Be A Better Year For Me Than It Was In 2010 - Regions



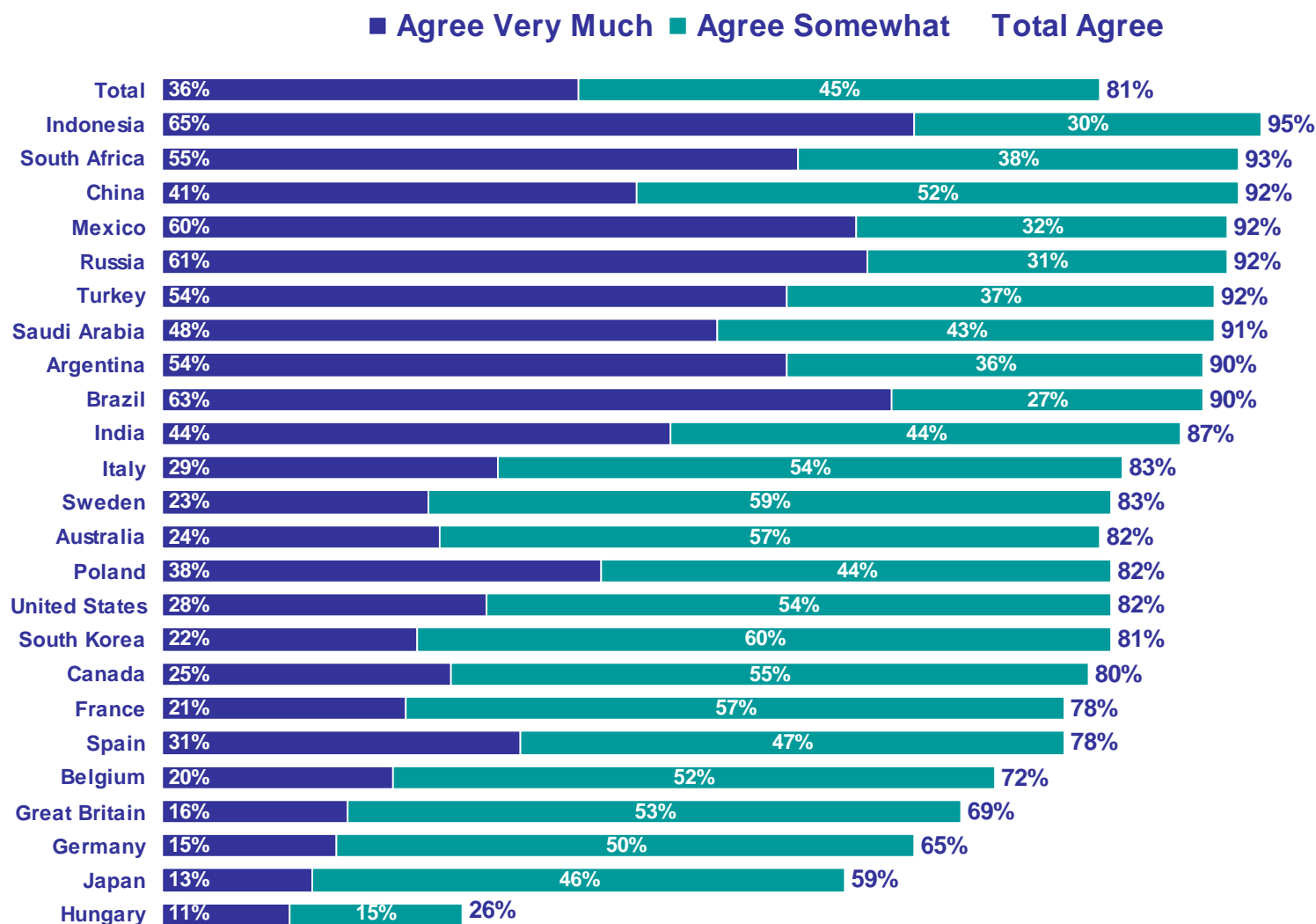
The World Will Be A Better Place In 2011 Than It Was In 2010



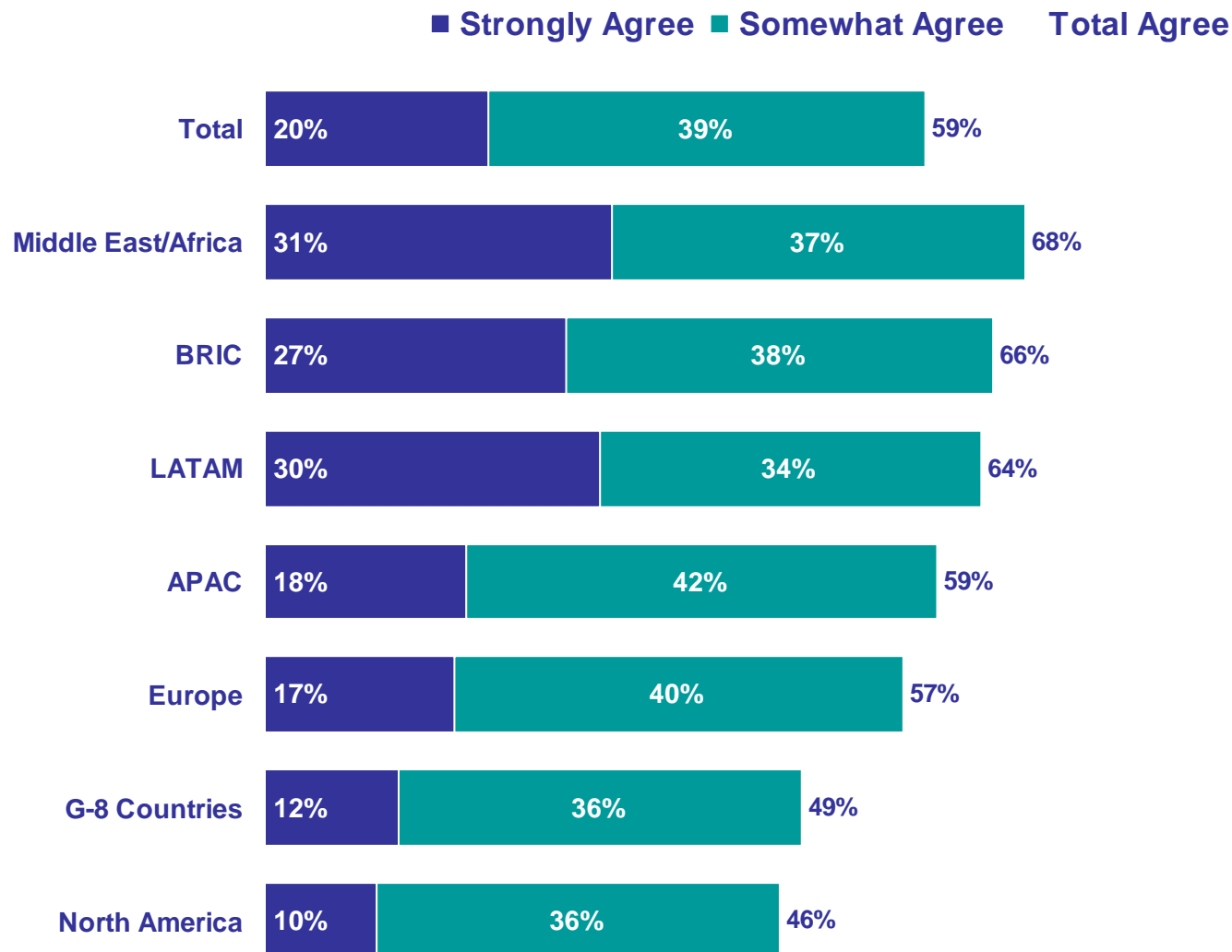
The World Will Be A Better Place In 2011 Than It Was In 2010



I Will Make Some Personal Resolutions To Do Some Specific Things For Myself Or Others For The Year 2011



I Will Make Some Personal Resolutions To Do Some Specific Things For Myself Or Others For The Year 2011





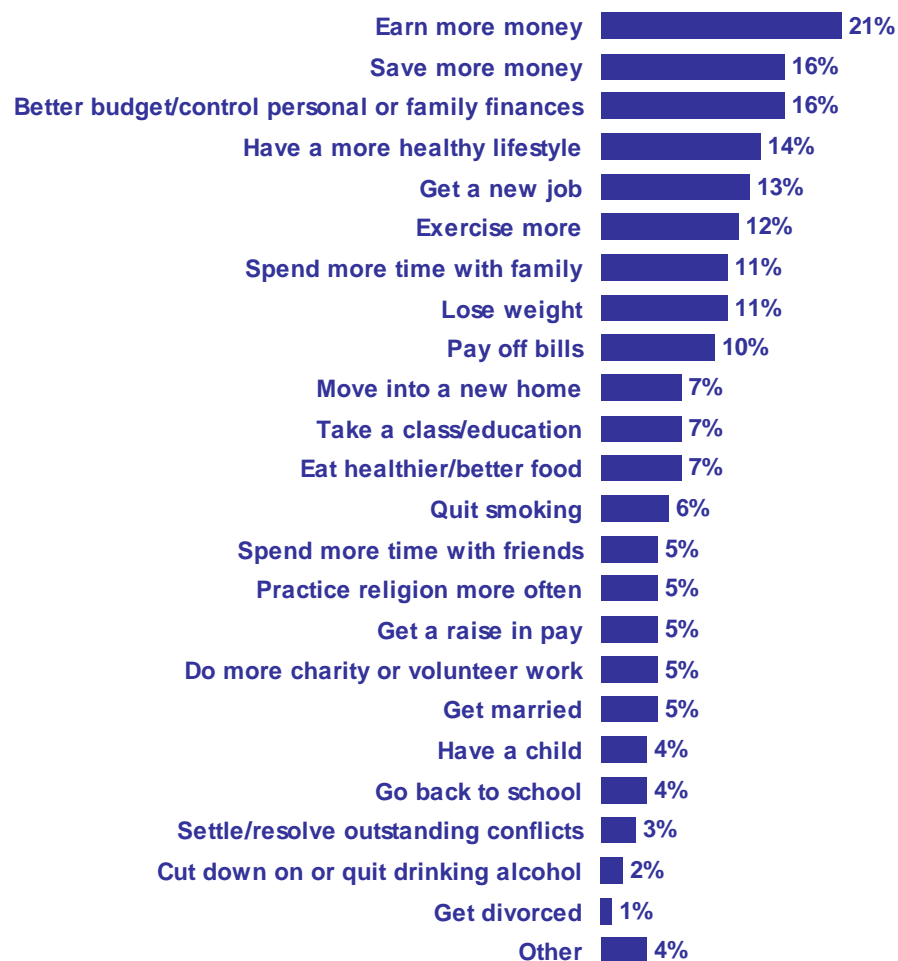
Now you said you would make some personal resolutions to do some specific things for yourself or others for the year 2011. Please tell us what your top one or two will be? – Countries...

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Total - Countries



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Now you said you would make some personal resolutions to do some specific things for yourself or others for the year 2011. Please tell us what your top one or two will be?

Base: Some personal resolutions to do some specific things for themselves or others for the year 2011



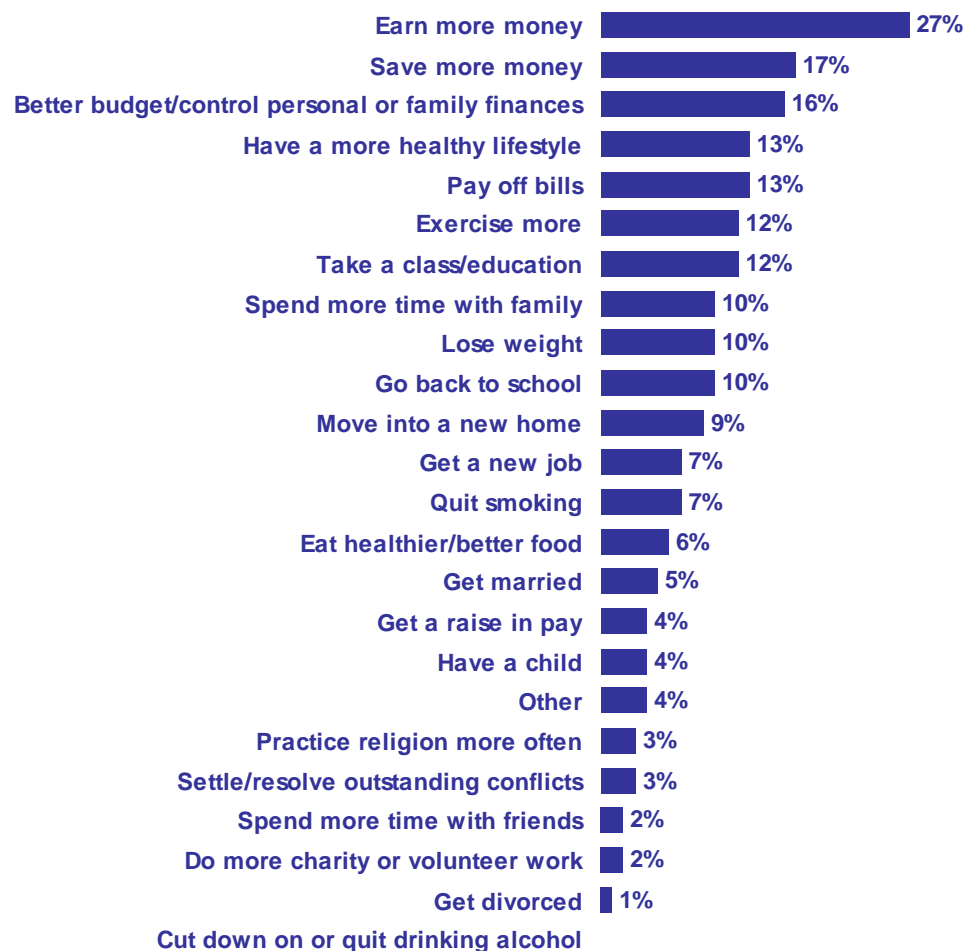
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Argentina



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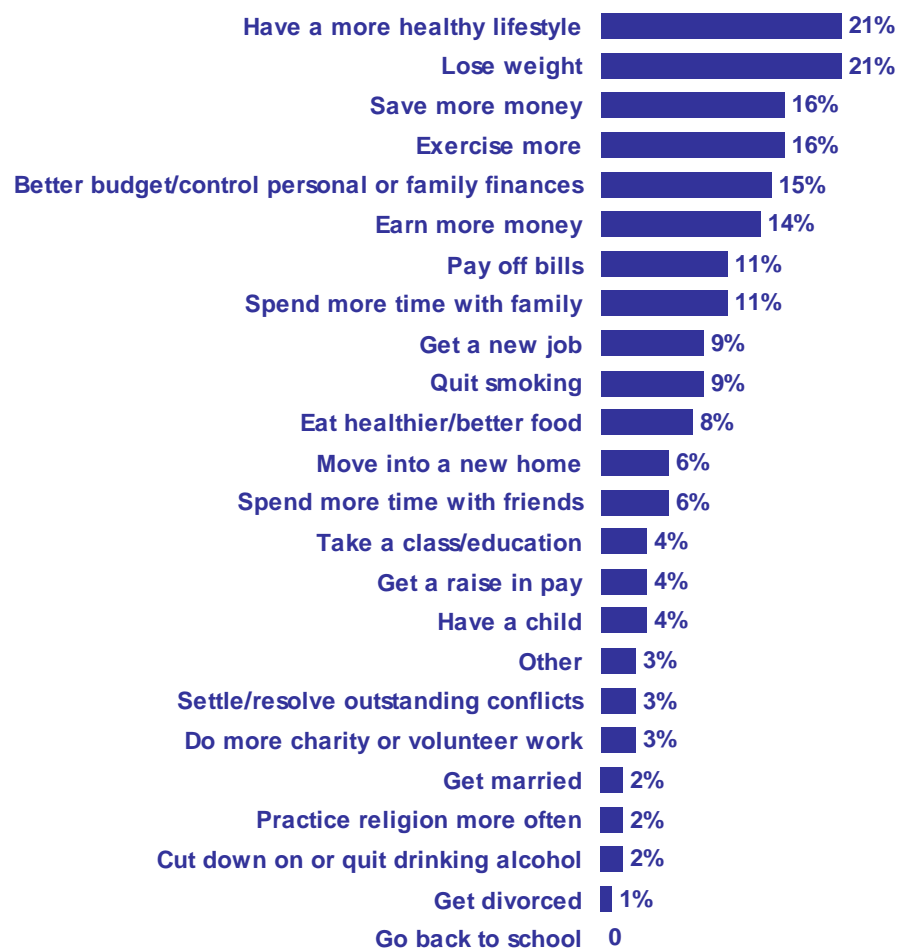
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Australia



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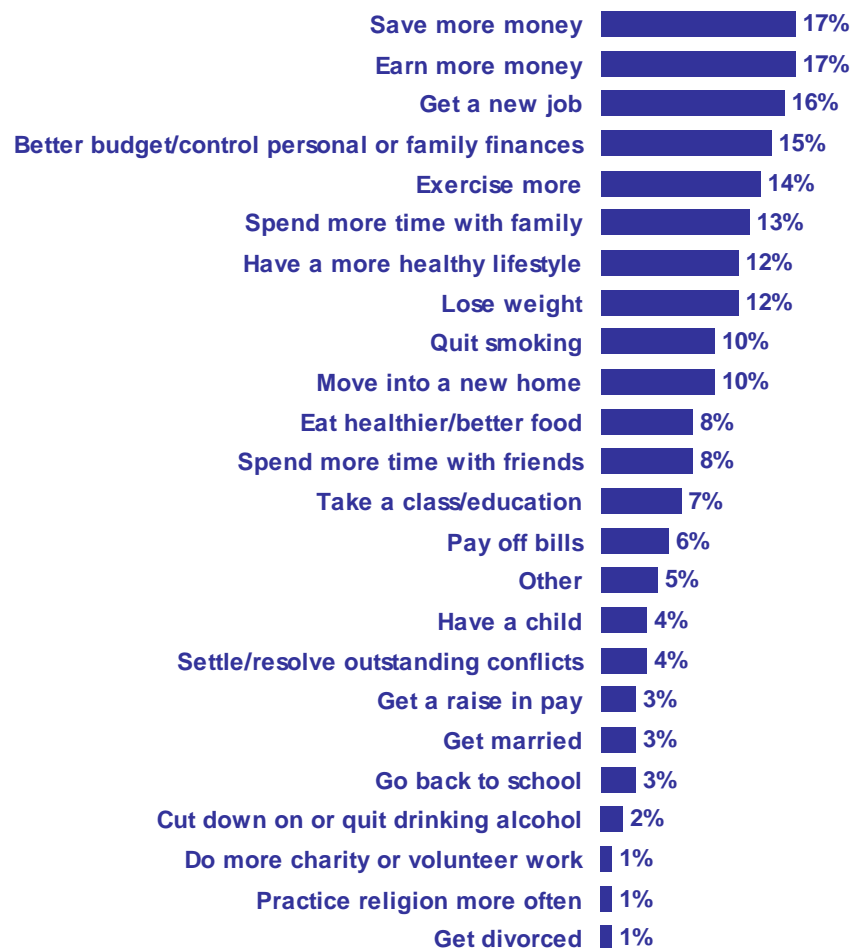
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Belgium





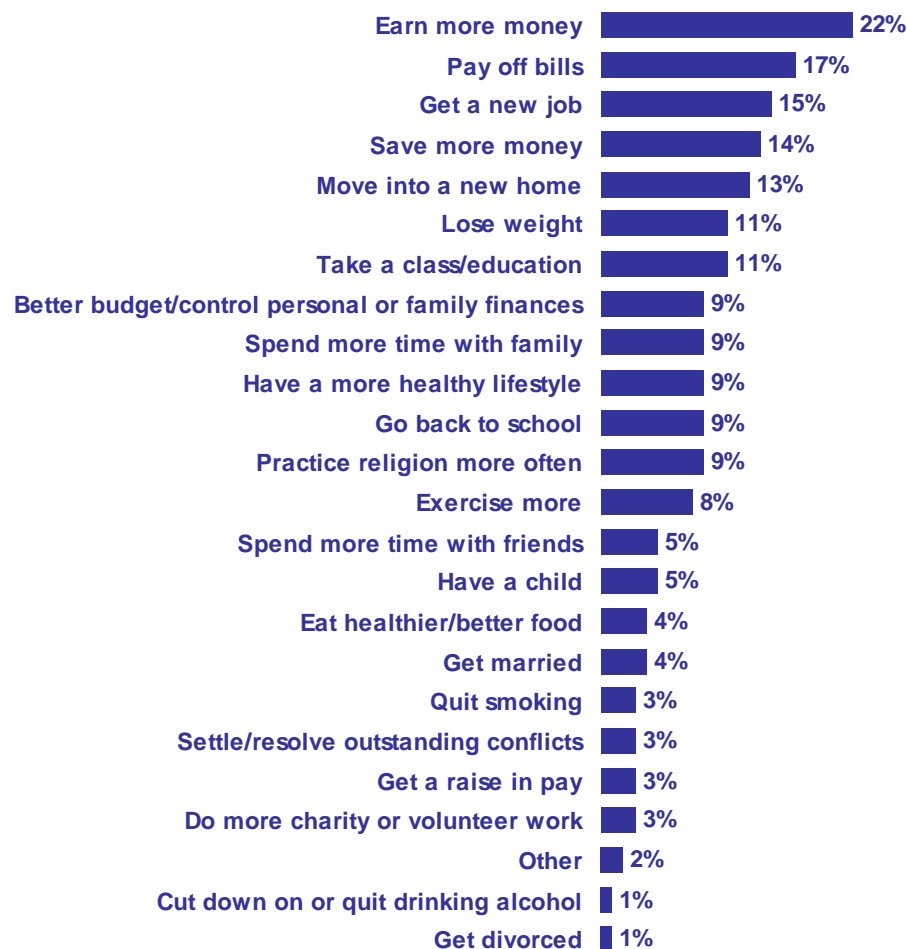
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Brazil



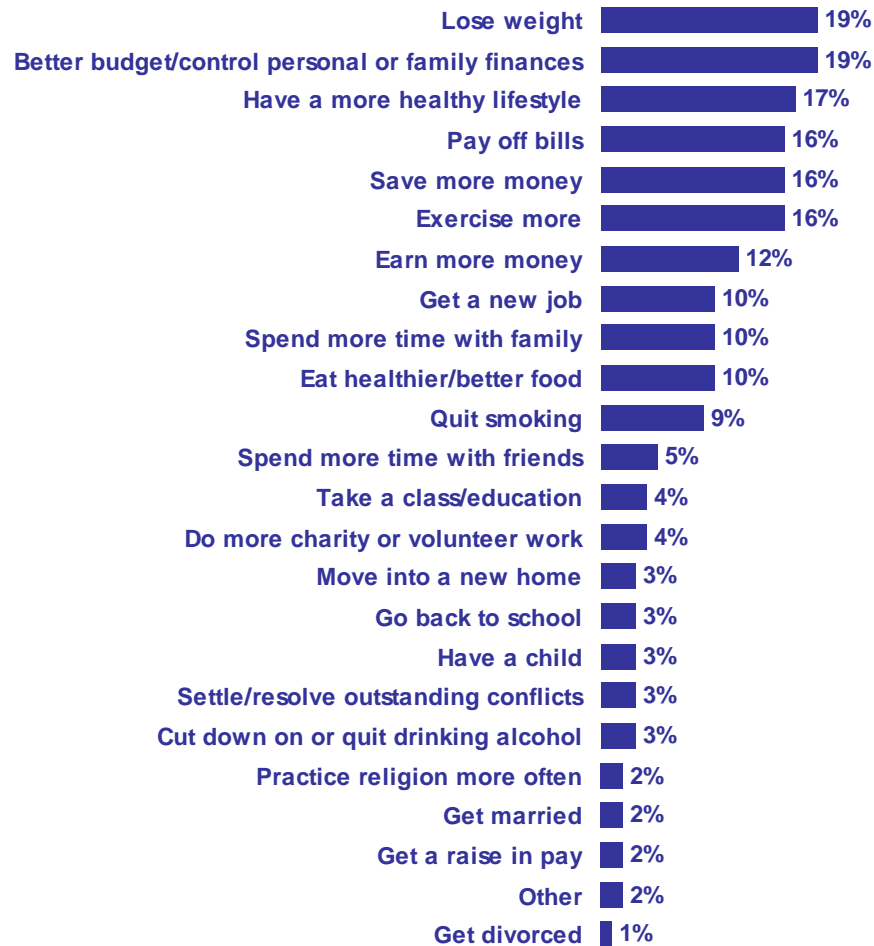


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Canada





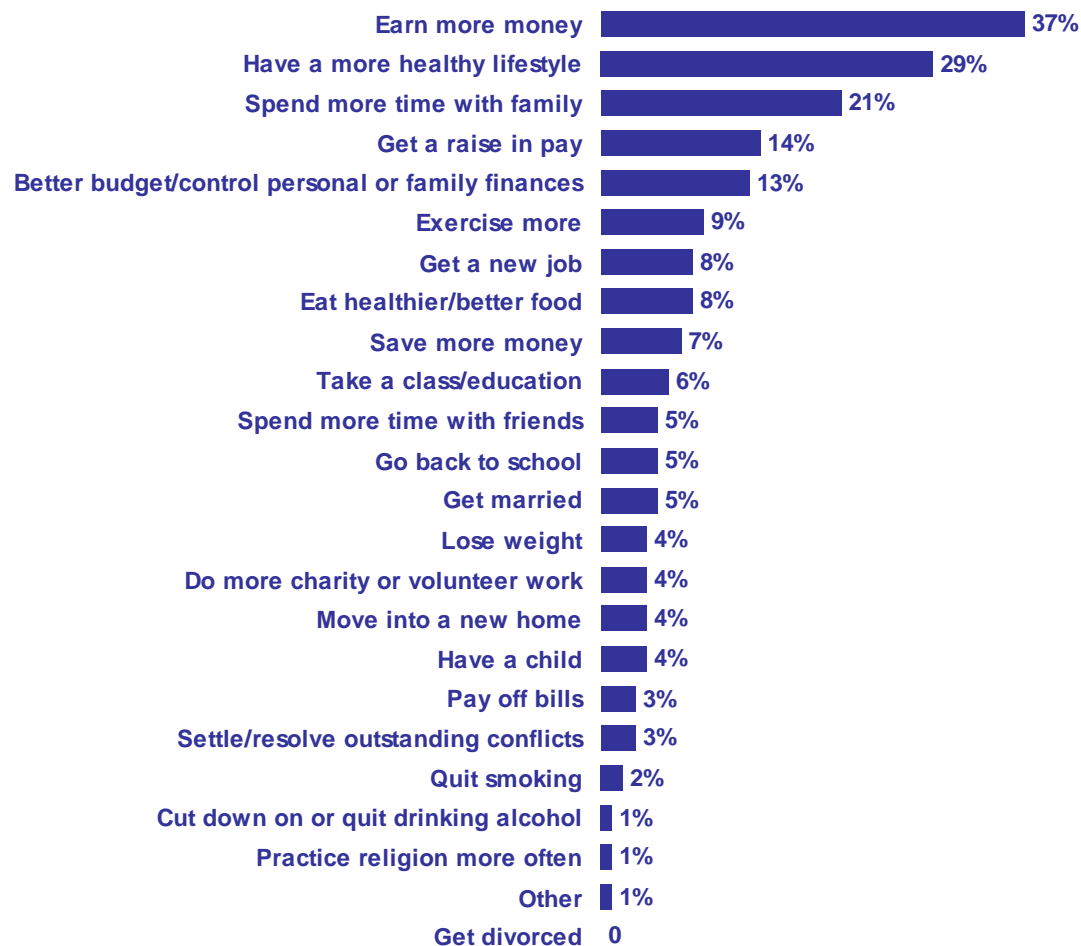
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China



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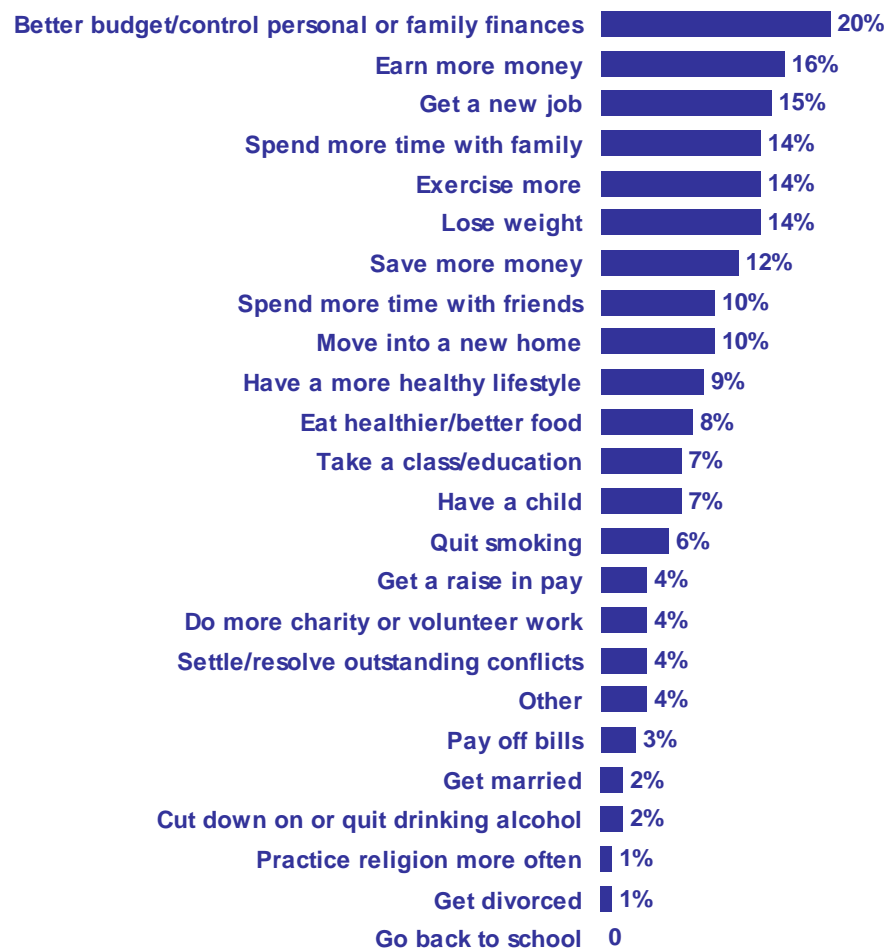
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France





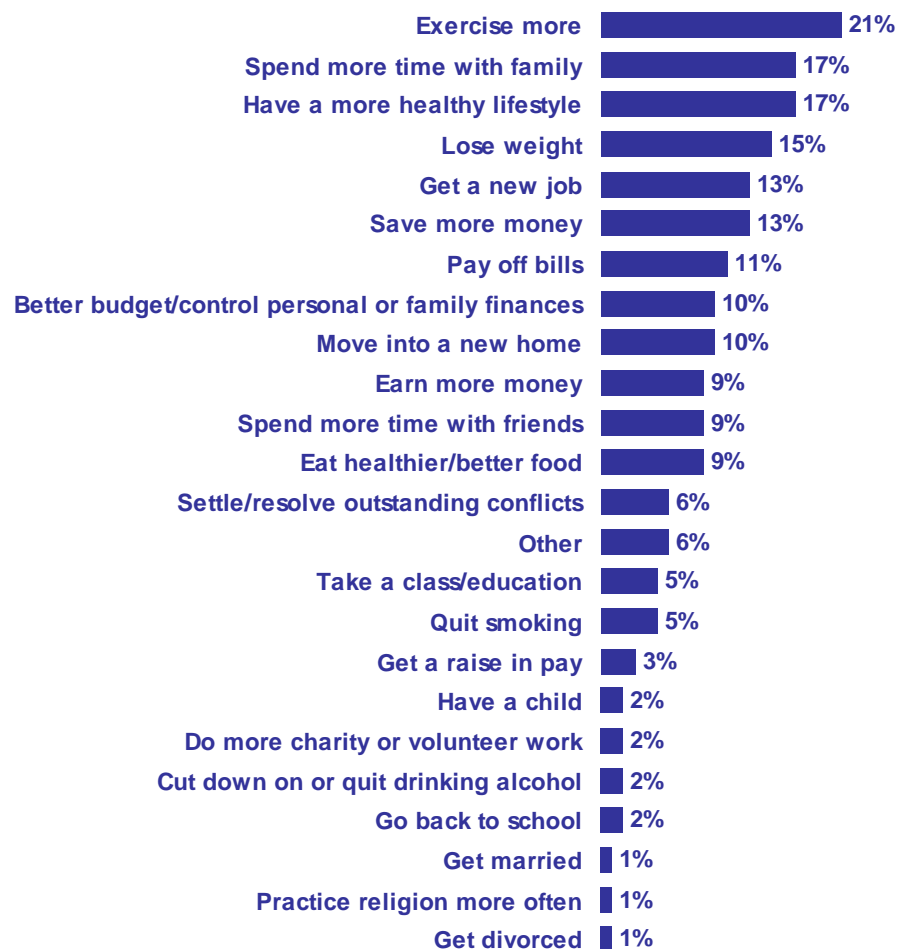
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Germany





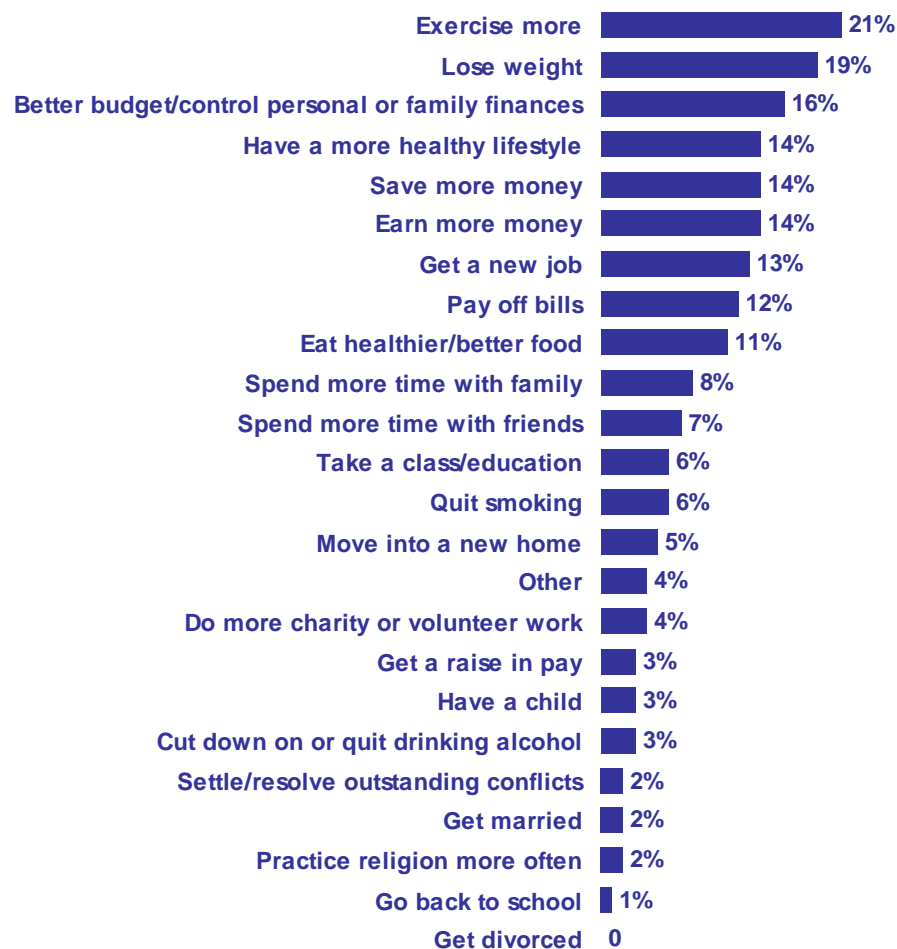
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Great Britain



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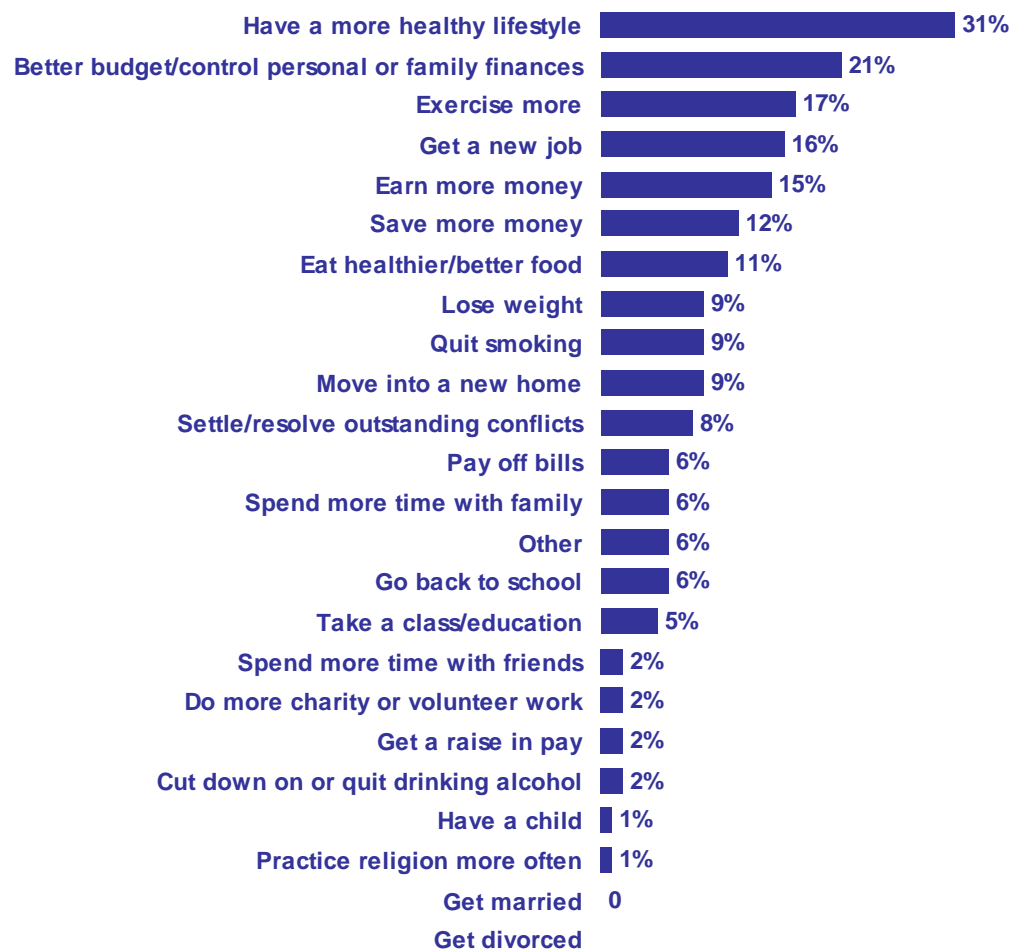
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Hungary





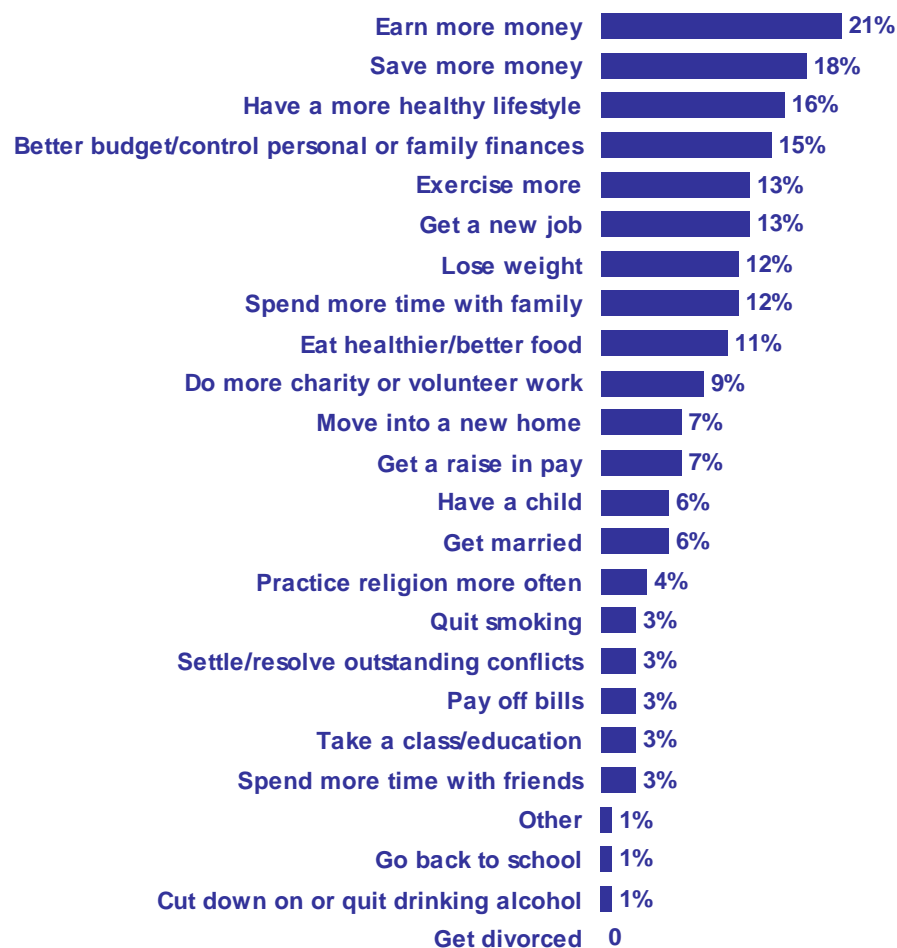
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India





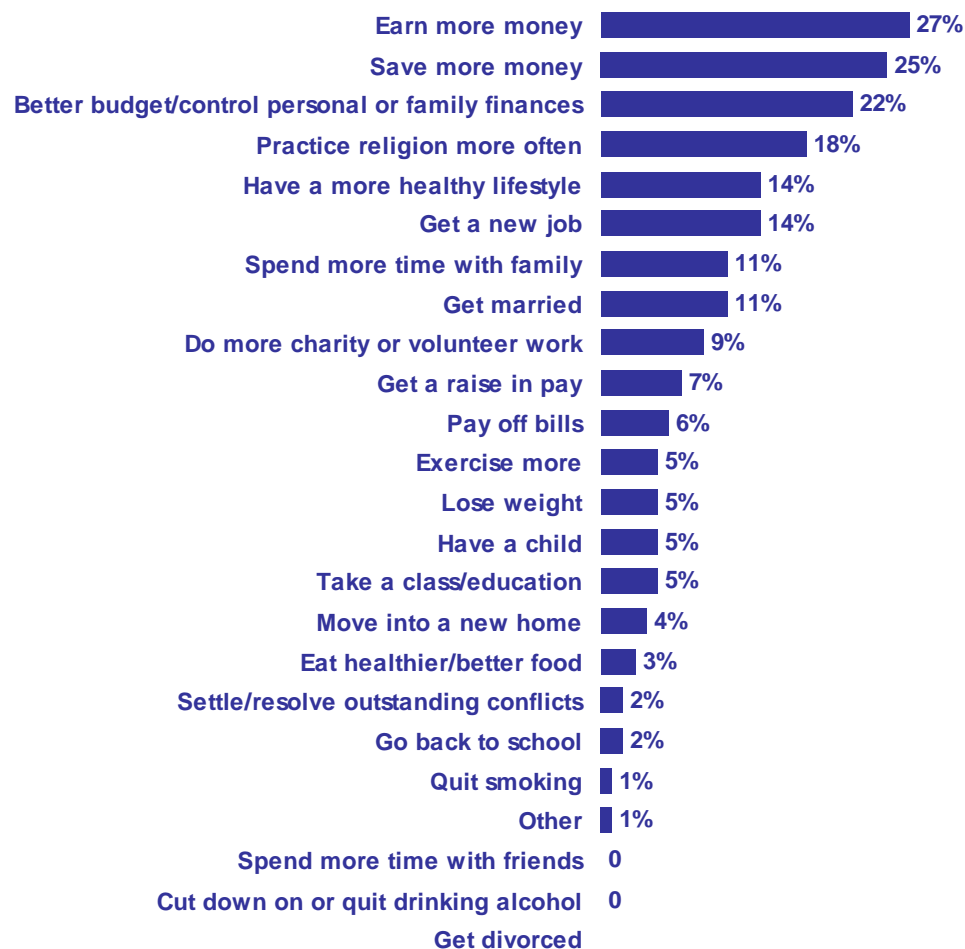
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Indonesia





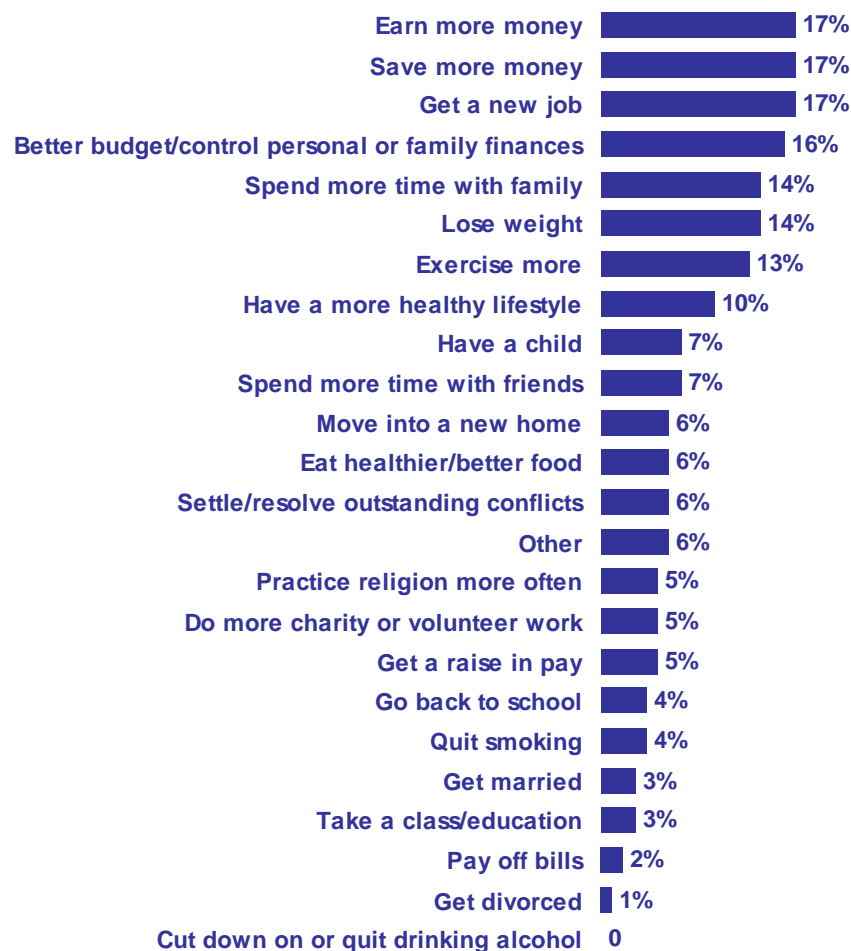
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Italy





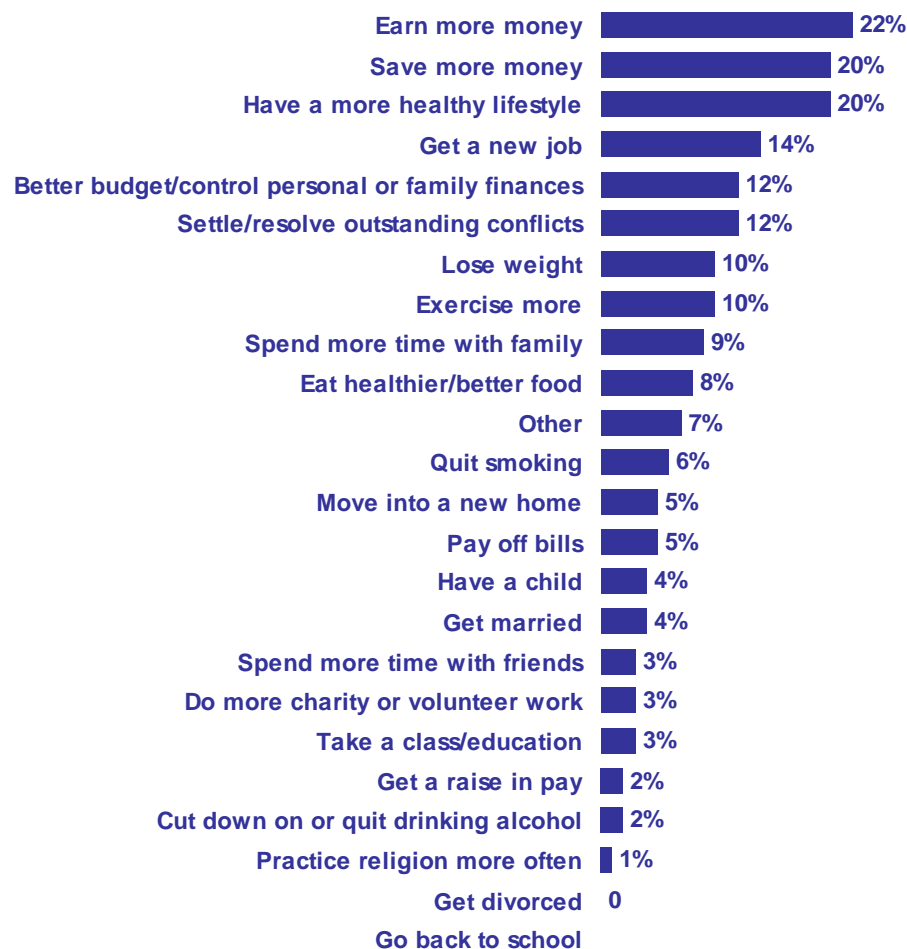
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Japan





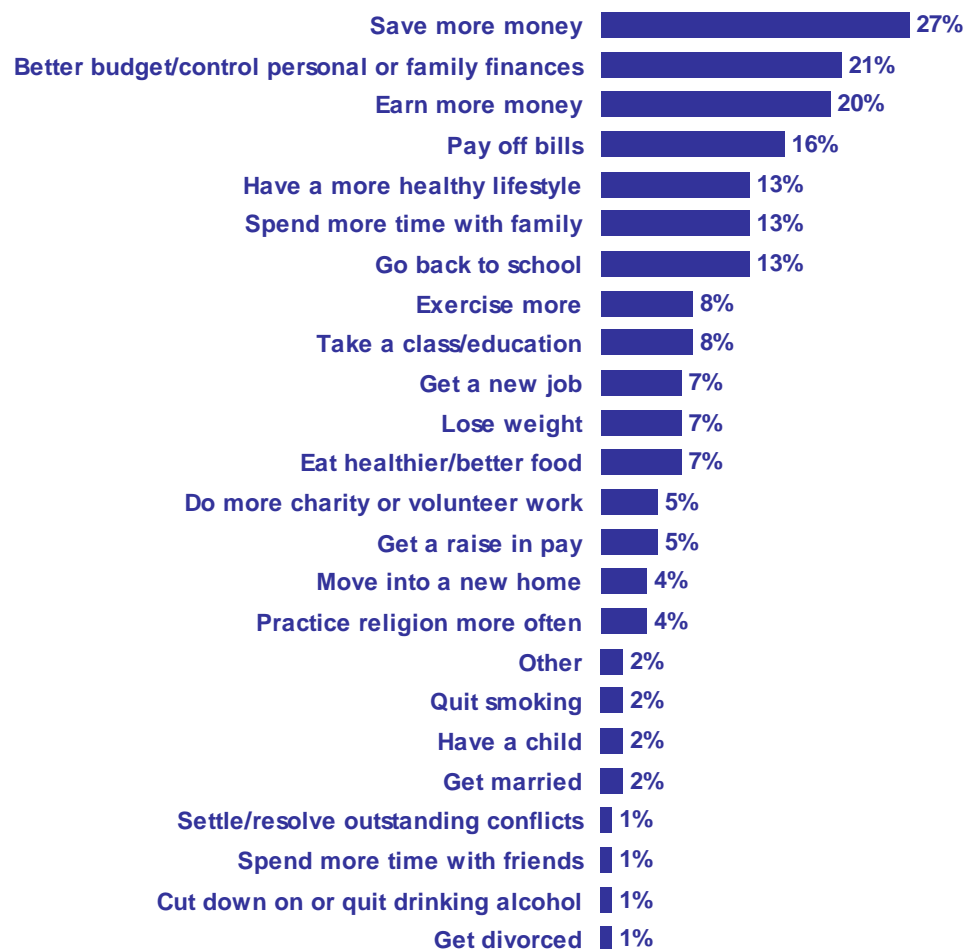
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Mexico





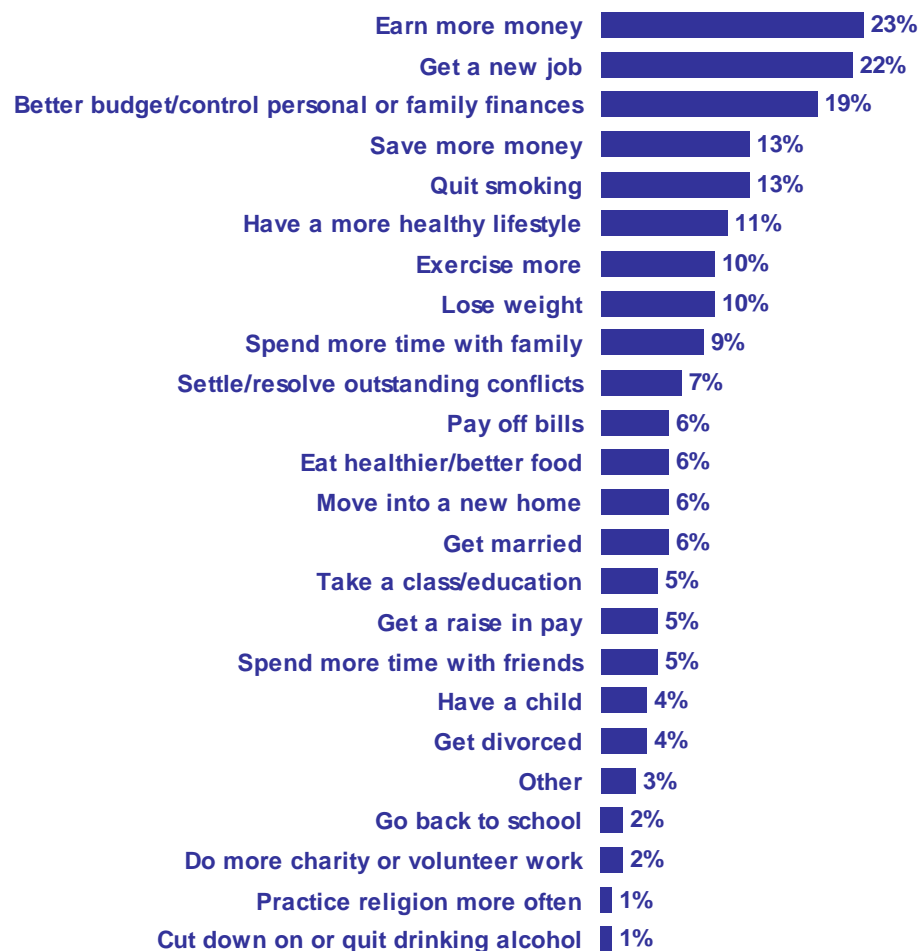
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Poland





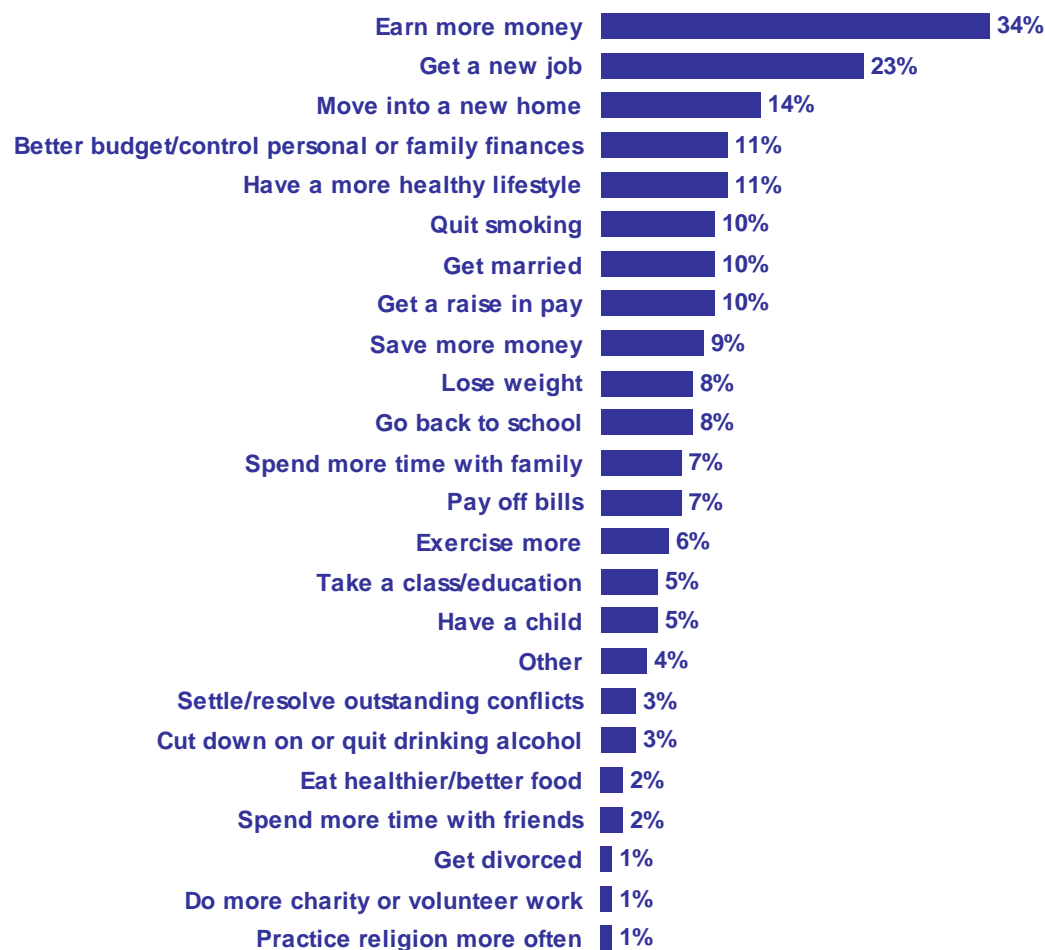
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Russia



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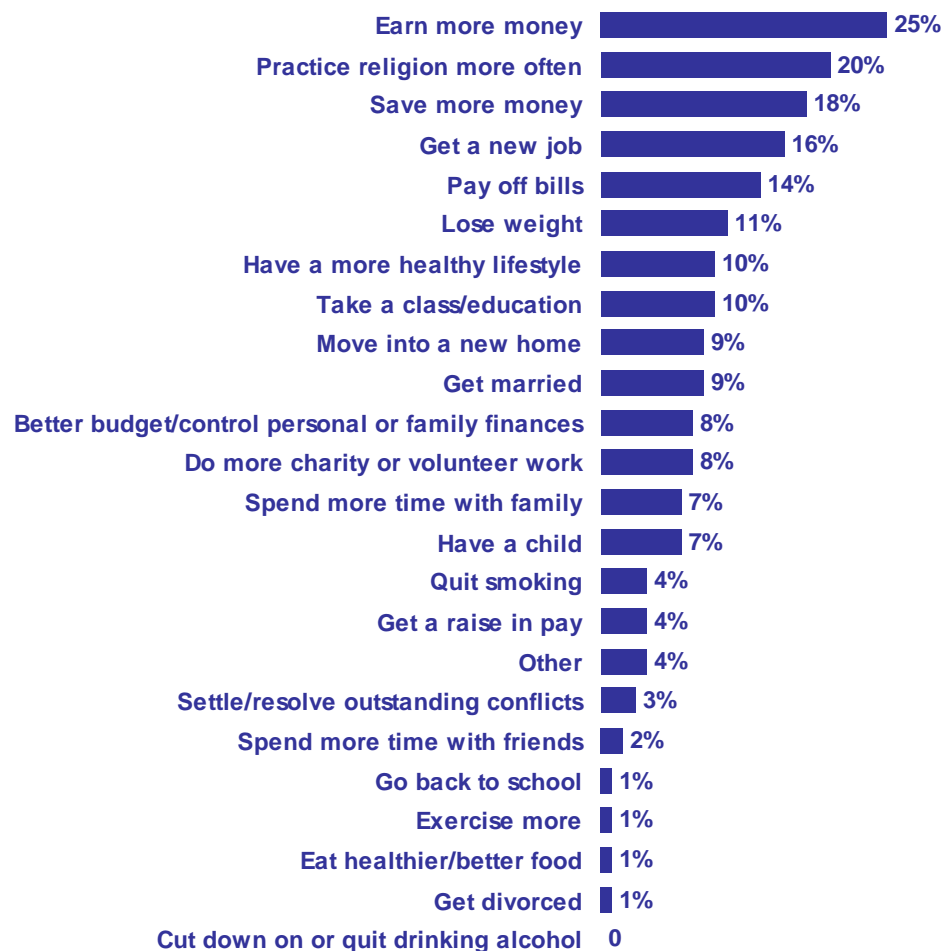
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Saudi Arabia



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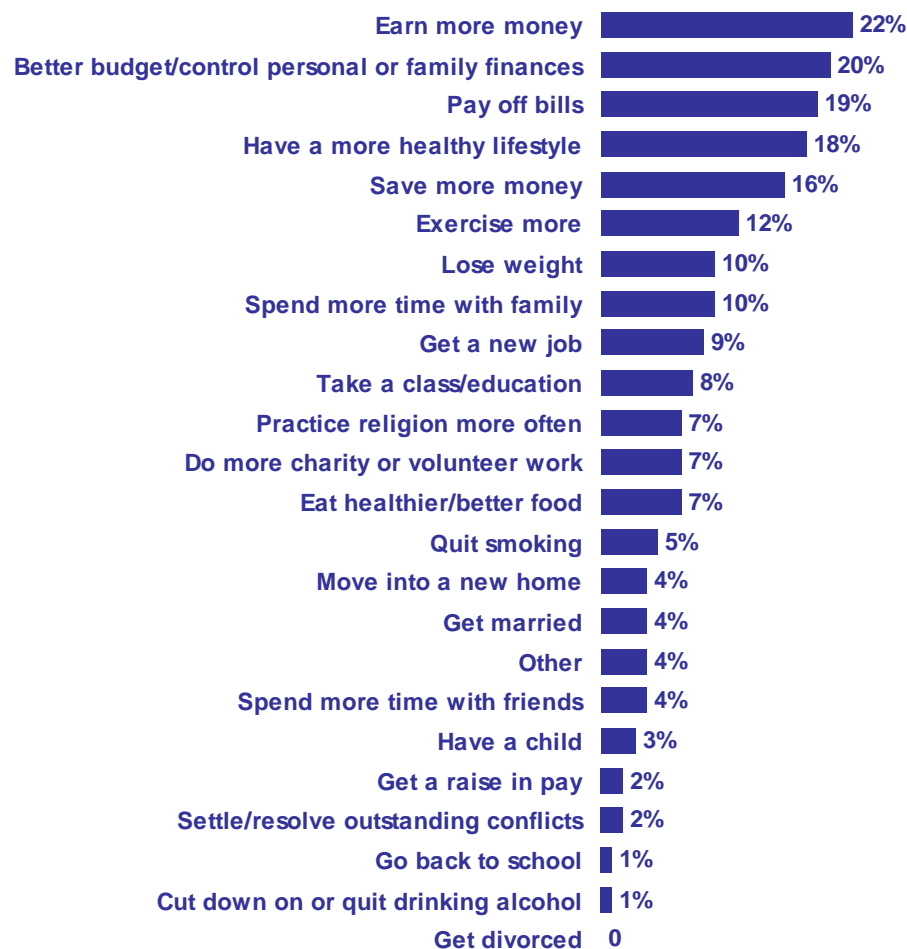
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South Africa





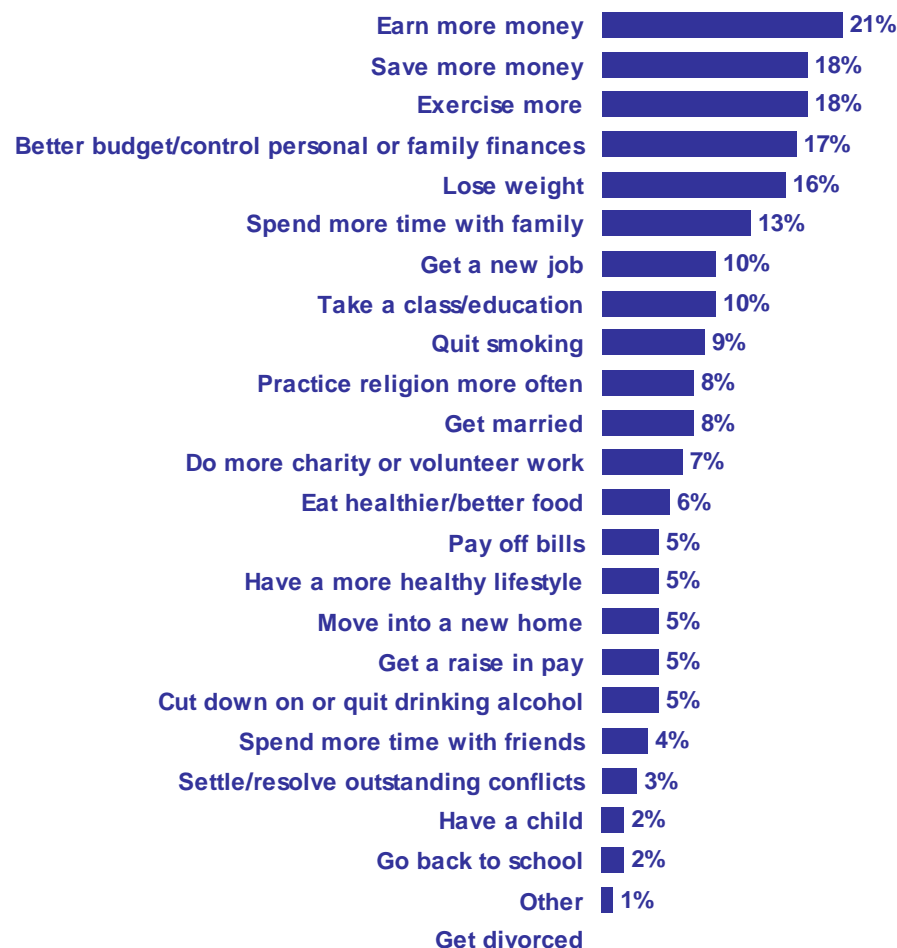
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South Korea





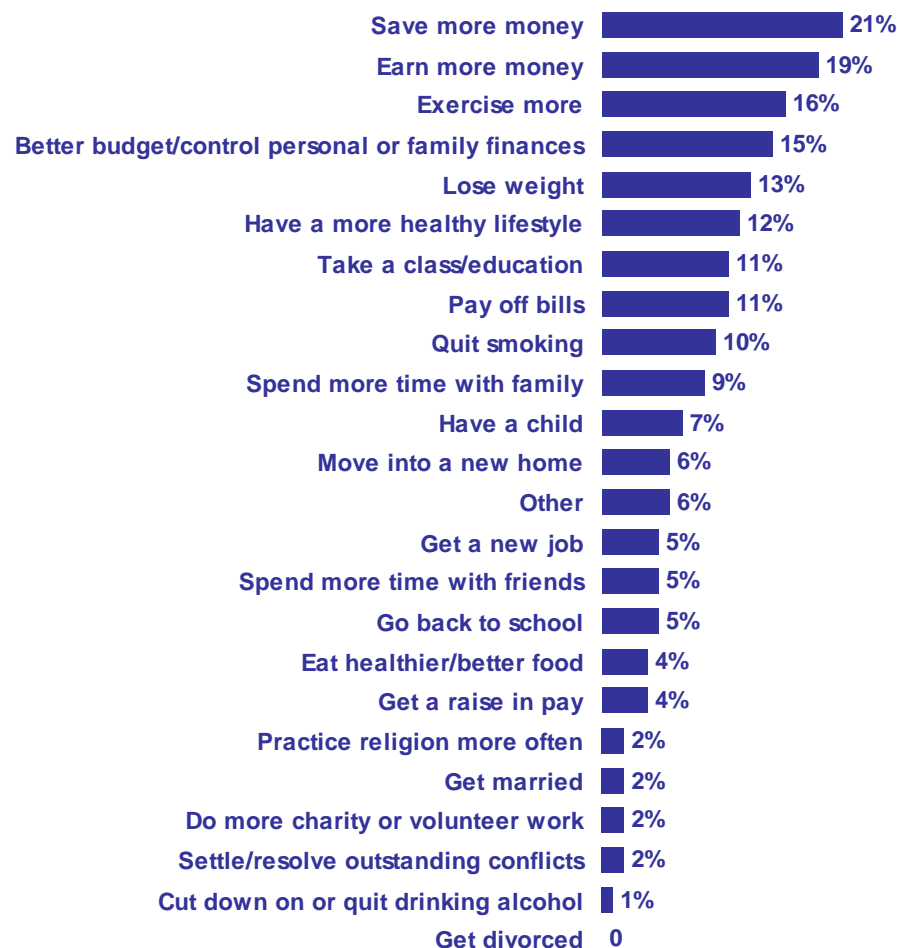
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Spain





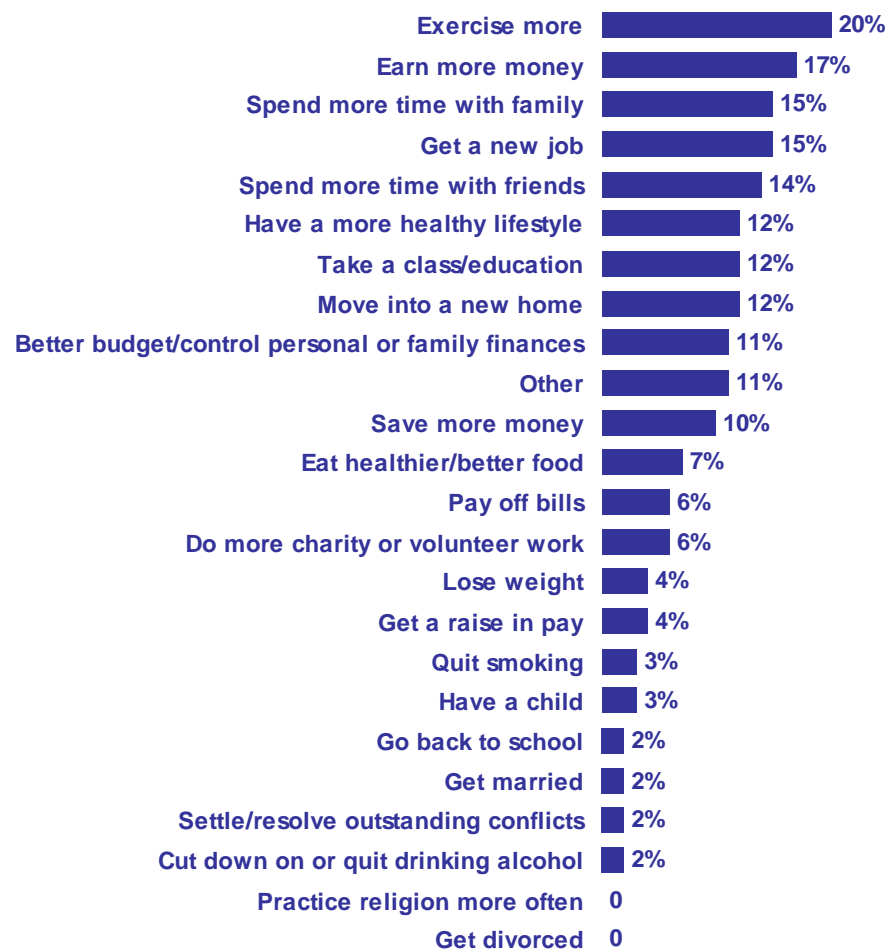
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Sweden



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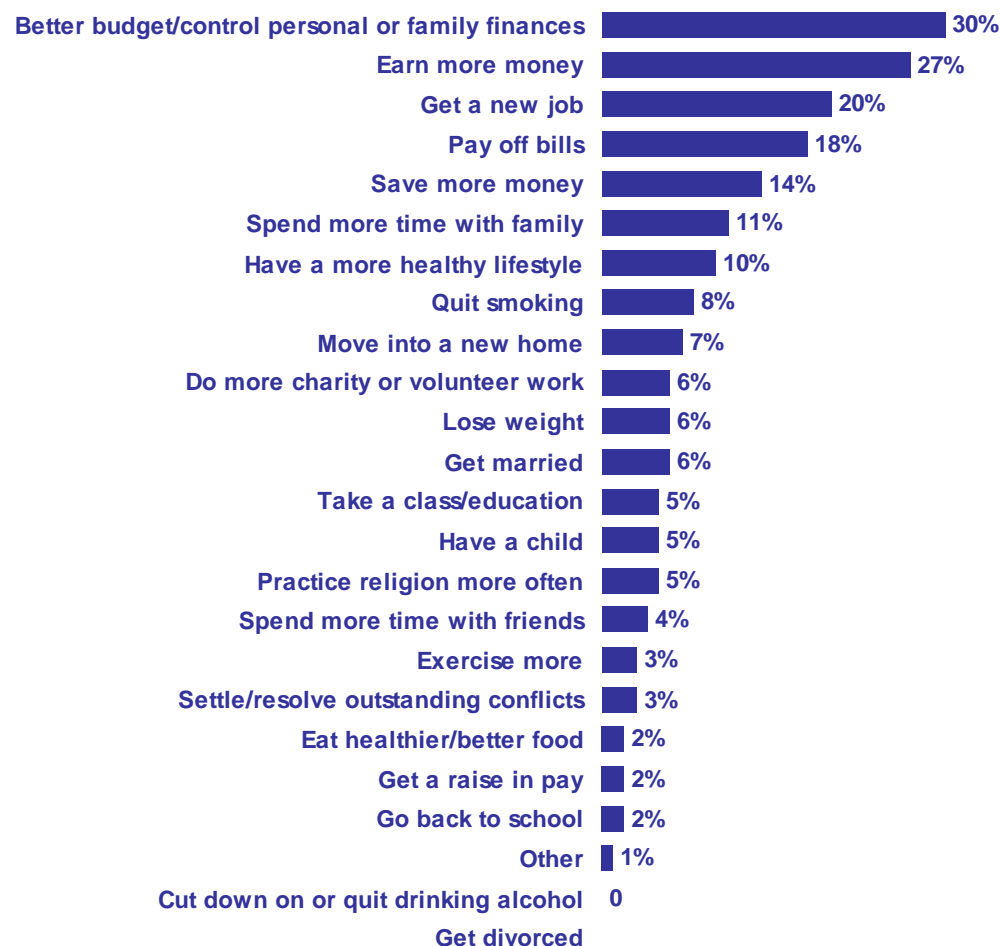
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Turkey





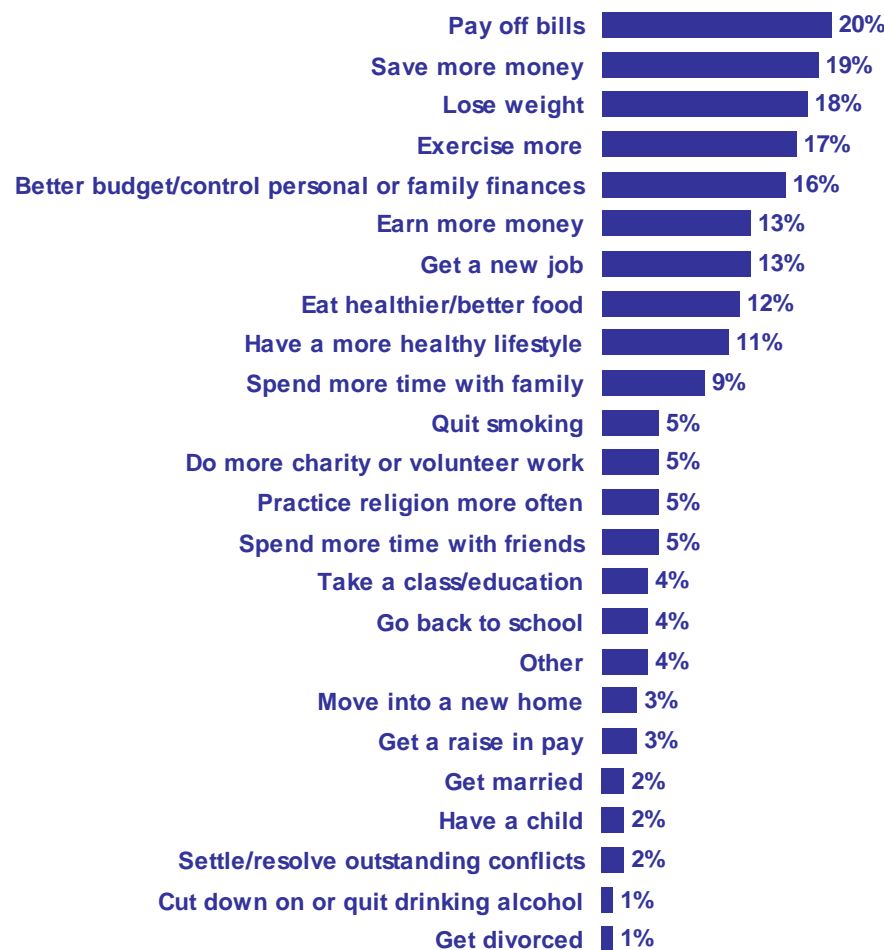
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United States



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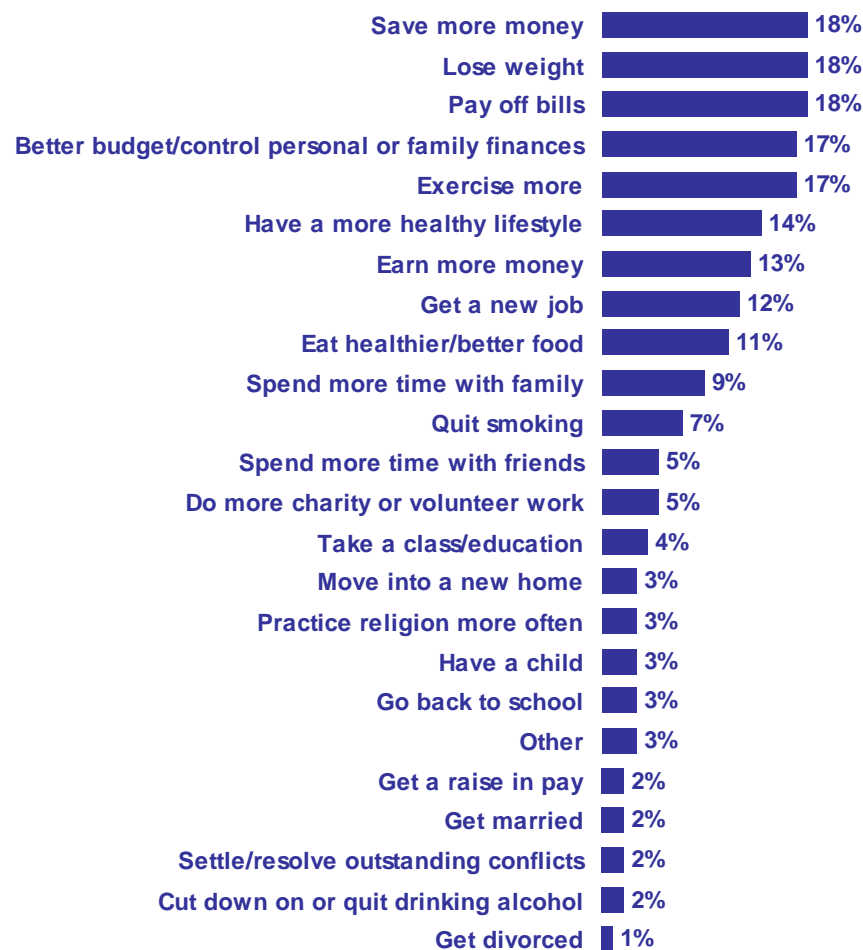


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North America



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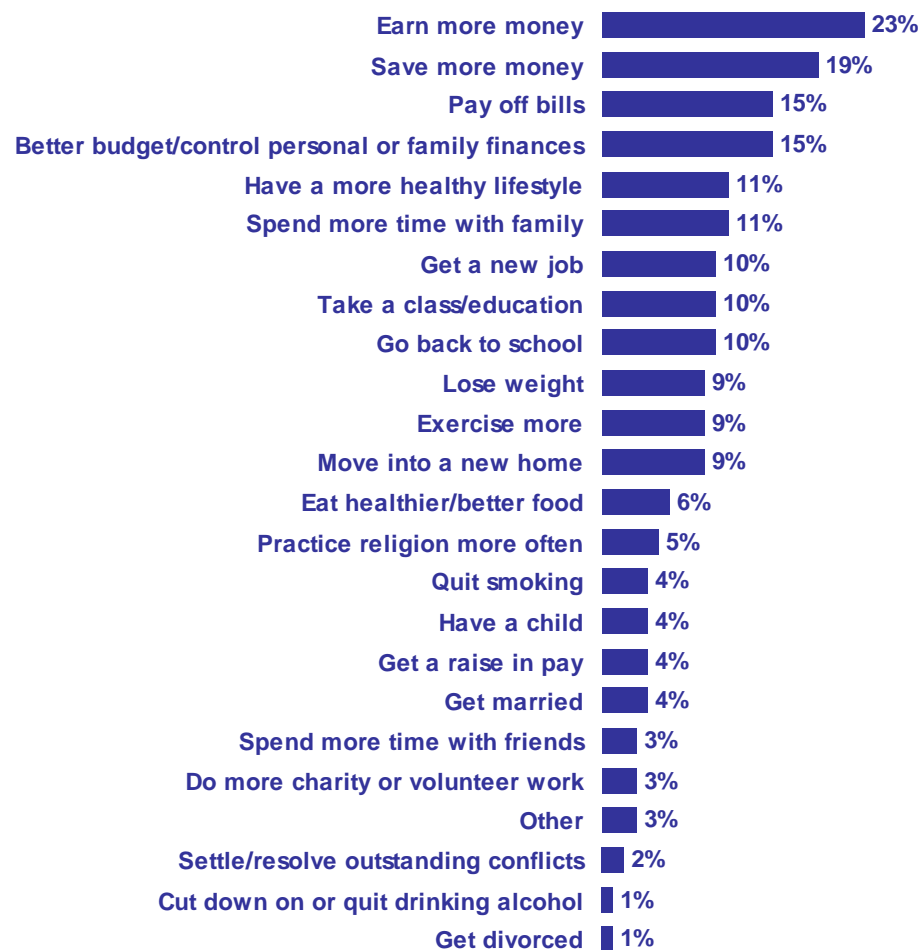
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LATAM



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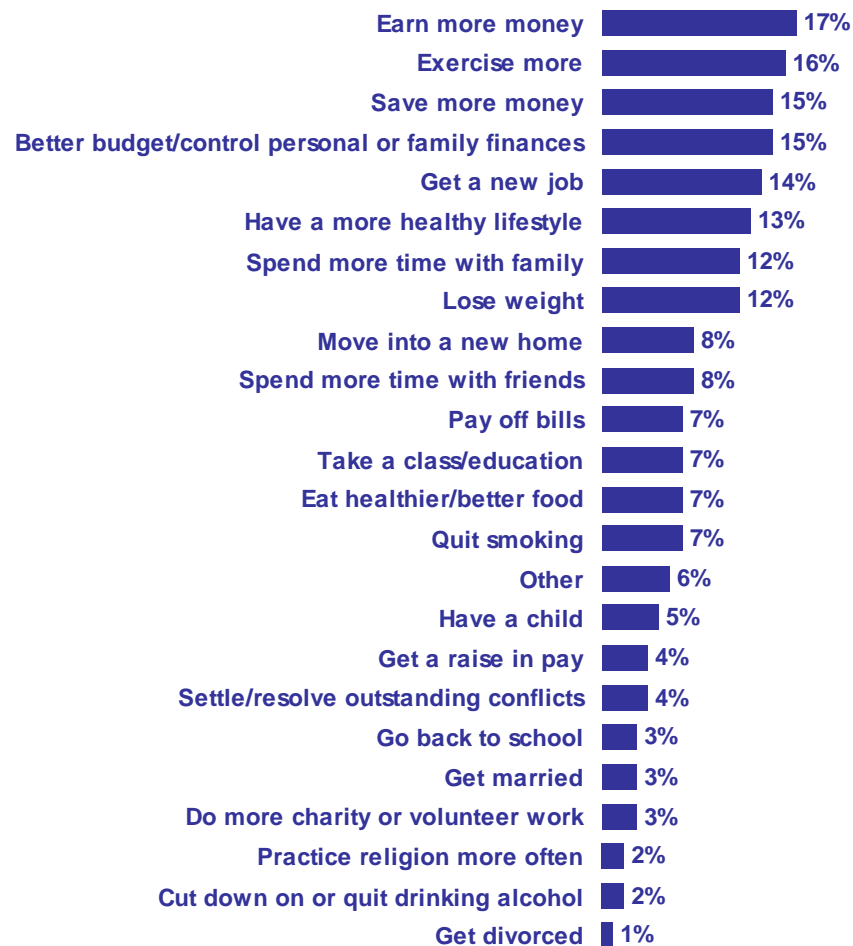
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Europe





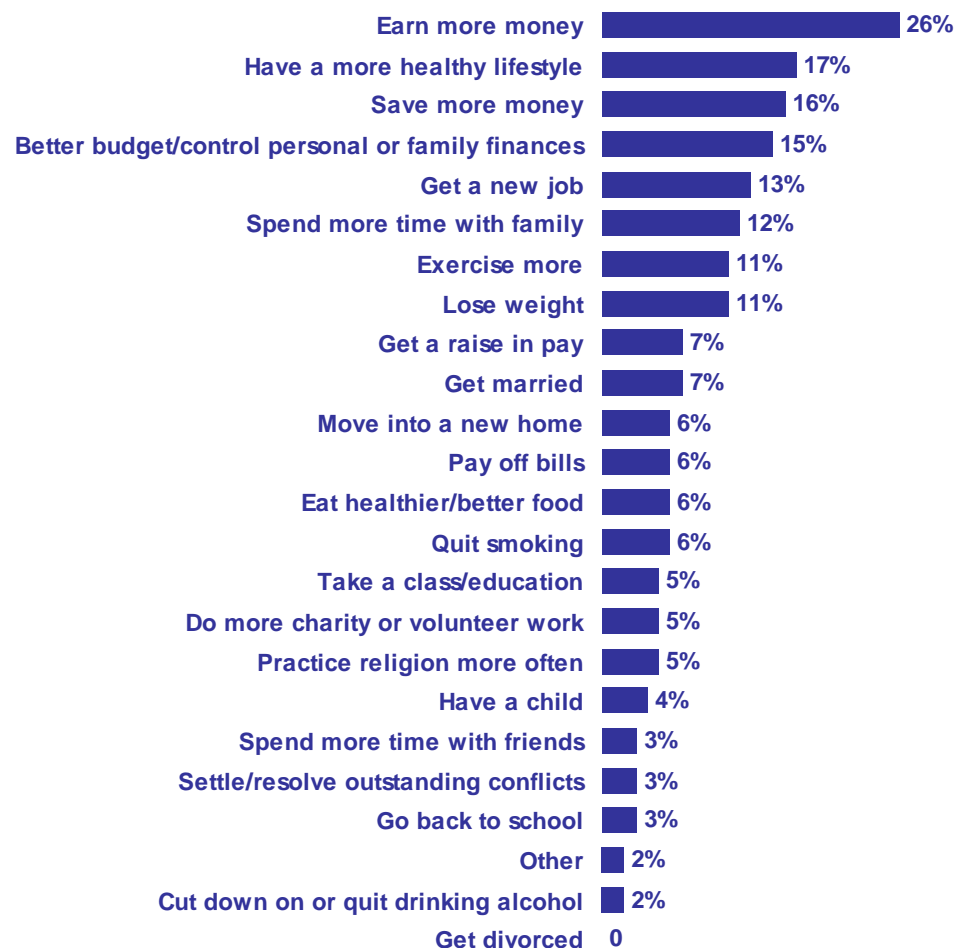
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APAC





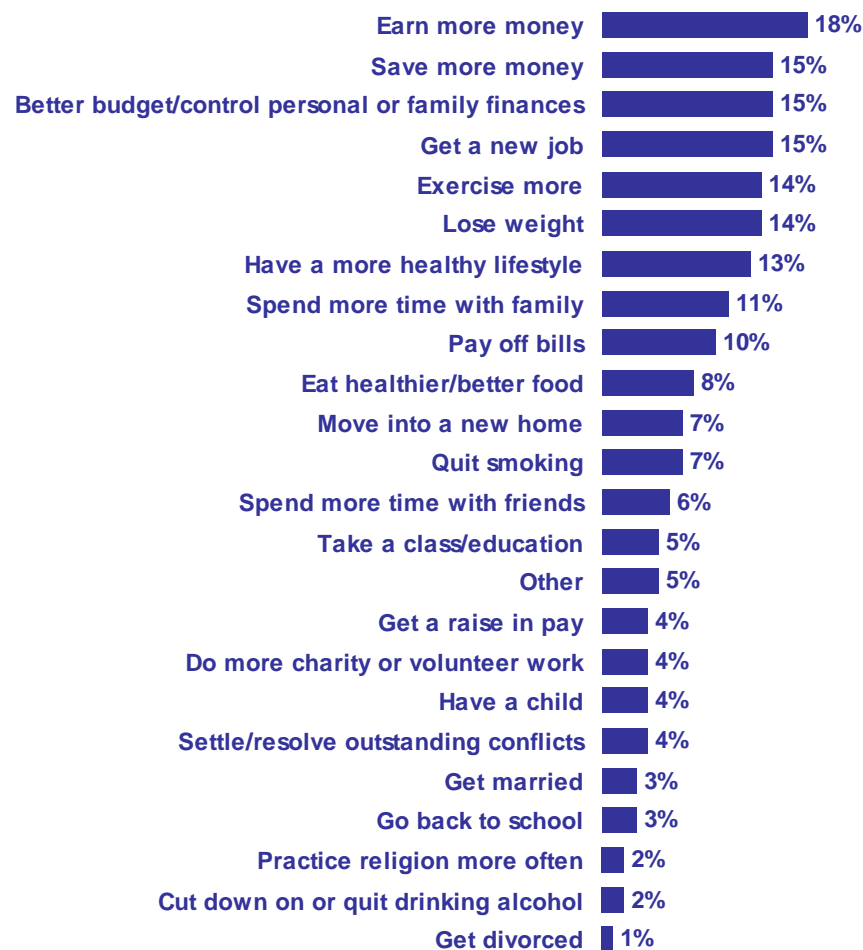
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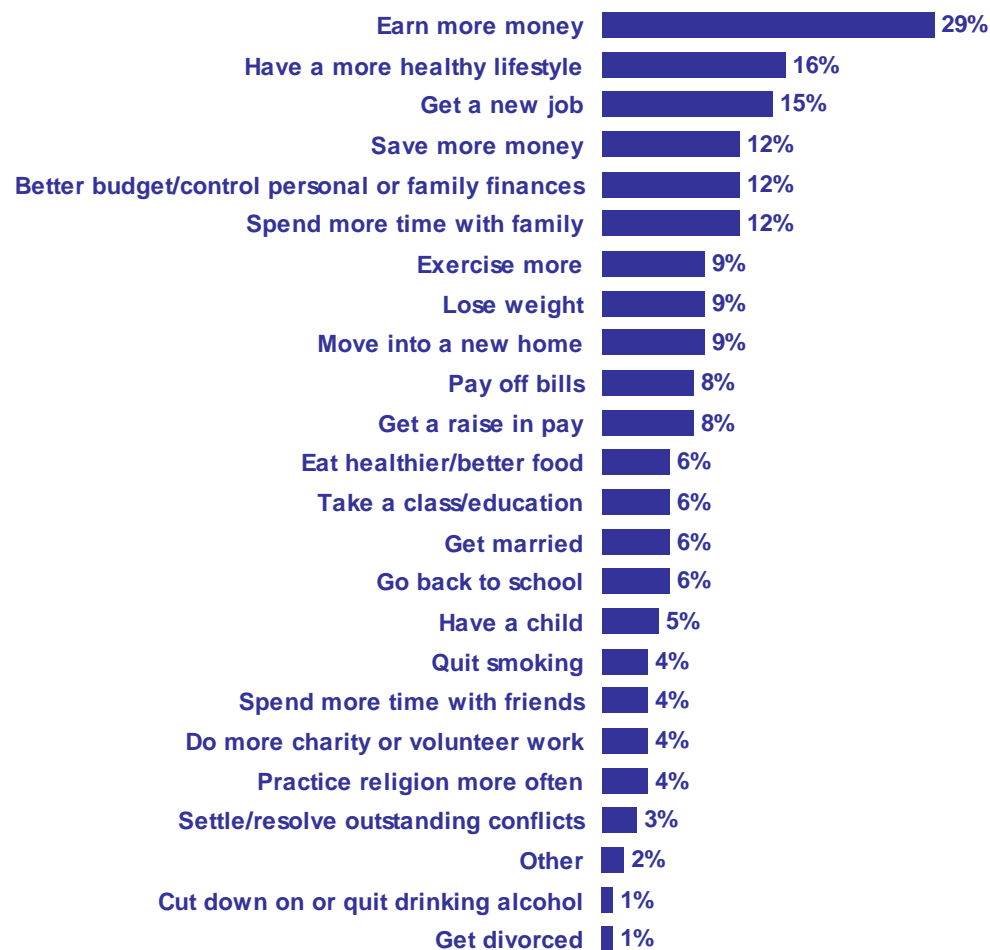
G-8 Countries



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BRIC





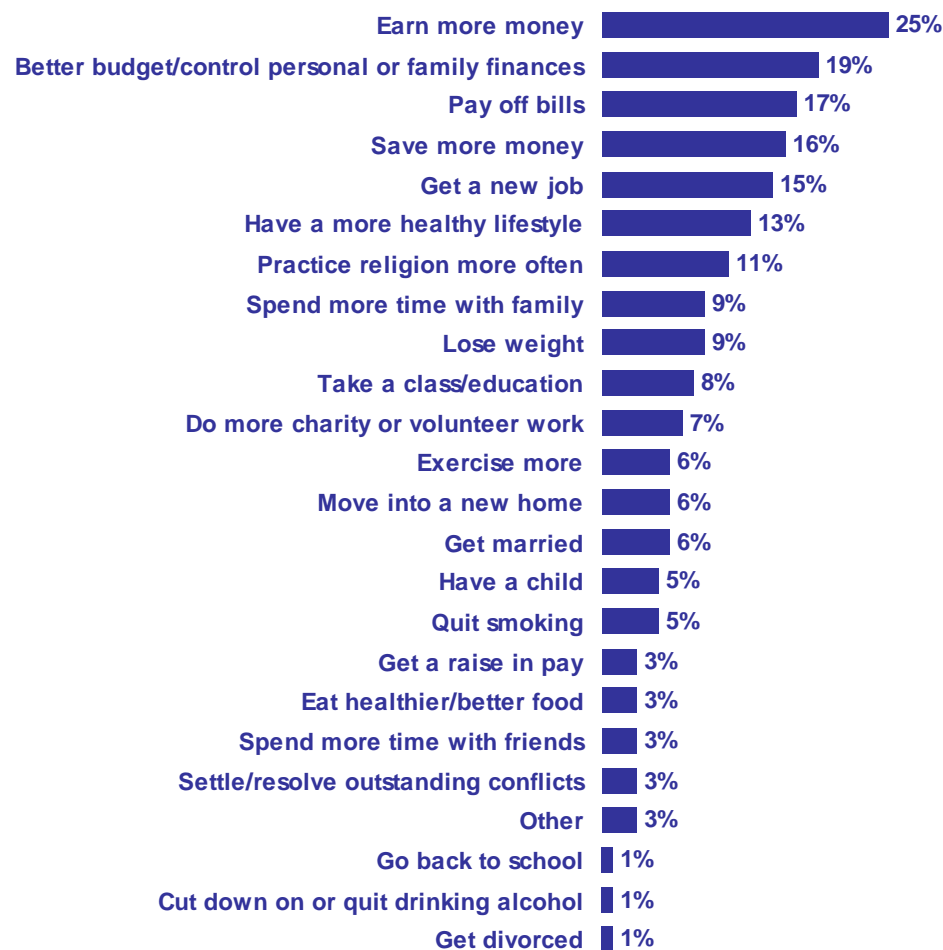
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Middle East/Africa



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The Ipsos Global @dvisor Omnibus is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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