

## Eyes on the Prize:

### **One Third (32%) of Online Global Consumers Entered a Brand or Product Sponsored Contest in the Past Month**

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## **Eyes on the Prize:**

### **One Third (32%) of Online Global Consumers Entered a Brand or Product Sponsored Contest in the Past Month**

**Global** – One in three (32%) online consumers in 24 countries indicate they ‘entered a contest/sweepstakes sponsored by a brand or product’ online in the past month, according to a new poll of 18,331 online respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm.

Of the online consumers, Canadians (54%) are most likely to indicate they entered an online contest, followed South Africa (52%), 44% in each of Australia, Belgium and the United States and Brazil (43%). This group of contest aficionados is followed by those from Spain (36%), those at 34% each from Italy, Hungary and Argentina, with India, Poland and France each at 32% and Germany (31%) and the United Kingdom (30%) rounding out the middle of the pack. The lower groups of contestants begin with Indonesia and Turkey each at 27%, followed by those from Russia (25%), China (24%), Sweden (23%), Mexico (22%), Saudi Arabia (20%), South Korea (14%) and Japan at the bottom with just 6%. As for demographics, global averages indicated that women (34%) are more likely than men (30%) to participate in such activities with little variation of age and education however higher income (36%) groups are more likely than middle (32%) and lower (28%) groups.

*These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that*



*features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@43” wave between March 5th and March 19th. The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,331 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, Finland, Hungary, Indonesia, Mexico, Netherlands, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed – Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.*



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### **About Ipsos Open Thinking Exchange (Ipsos OTX)**

This global innovation center is comprised of a multi-disciplinary team of researchers, strategists, digital natives, and design technologists is blending advancements in technology and a cultural shift toward social interactions to create the future of research, one that is immersive, collaborative, authentic and relevant. Among other assignments and activities, the team produces *Socialogue* which is an ongoing publication that features global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com)

### **About Ipsos and Ipsos Global @dvisor**

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