

Countdown to a “Social” New Year’s Eve:

Two in Three (67%) Likely to Express Greetings Over Social Networks Like Facebook or Twitter

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Global – Two in three (67%) global respondents in 24 countries are likely to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter, on and around New Years 2014 – 42% very likely, 24% somewhat likely. One third (33%) of respondents are unlikely – 21% very unlikely, 12% somewhat unlikely.

The findings reflect a new poll of 18,083 online respondents conducted as Ipsos’ Holiday Poll about technology and innovation. The results are being released as part of a free webinar on Monday, January 6, 2014 at 1:30pm EST. Registration is available at the following link: <http://www.ipsos-na.com/knowledge-ideas/events/living-the-future.aspx> The results are being co-released with Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm.

Demographically, on the global aggregate level, those most likely to suggest they will likely express greetings over social networks on or around New Year’s 2014 are: under the age of 35%, women (70%), have a high household income (70%) or a high level of education (69%). Those least likely are: aged 50-64 (56%), men (63%), have a low household income (65%) or a medium (65%) education level. Those around the global average are those with a low level of education (66%), aged 35-49 (66%) or have a medium household income (67%).



Regionally, countries with the highest proportions of respondents indicating they are likely to express greetings for New Year's 2014 over social networks are from: Indonesia (94%), India (90%), China (87%), Mexico (85%), South Africa (82%), Argentina (81%), Brazil (81%) and Spain (75%). Those in the middle of the global list are: Hungary (74%), Russia (73%), Turkey (73%), Poland (72%), South Korea (63%), Italy (62%), the United States (61%) and Canada (58%). Those least likely are from: Sweden (58%), Belgium (56%), Australia (55%), Saudi Arabia (54%), Great Britain (53%), France (45%), Germany (42%) and Japan (23%).

These are findings of the research conducted by Ipsos for our Holiday Greeting 2013. The data is presented in conjunction with Ipsos Open Thinking Exchange (Ipsos OTX) and was 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@50" wave between October 1st and October 15th, 2013. 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 18,083 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, Hungary, Indonesia, Mexico, 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.