



# *Global @dvisor*

## **Holiday Social Media Activity**





These are the findings of the *Global @dvisor* Wave 50 (G@50),  
an Ipsos survey conducted between October 1<sup>st</sup> and October 15<sup>th</sup>, 2013.

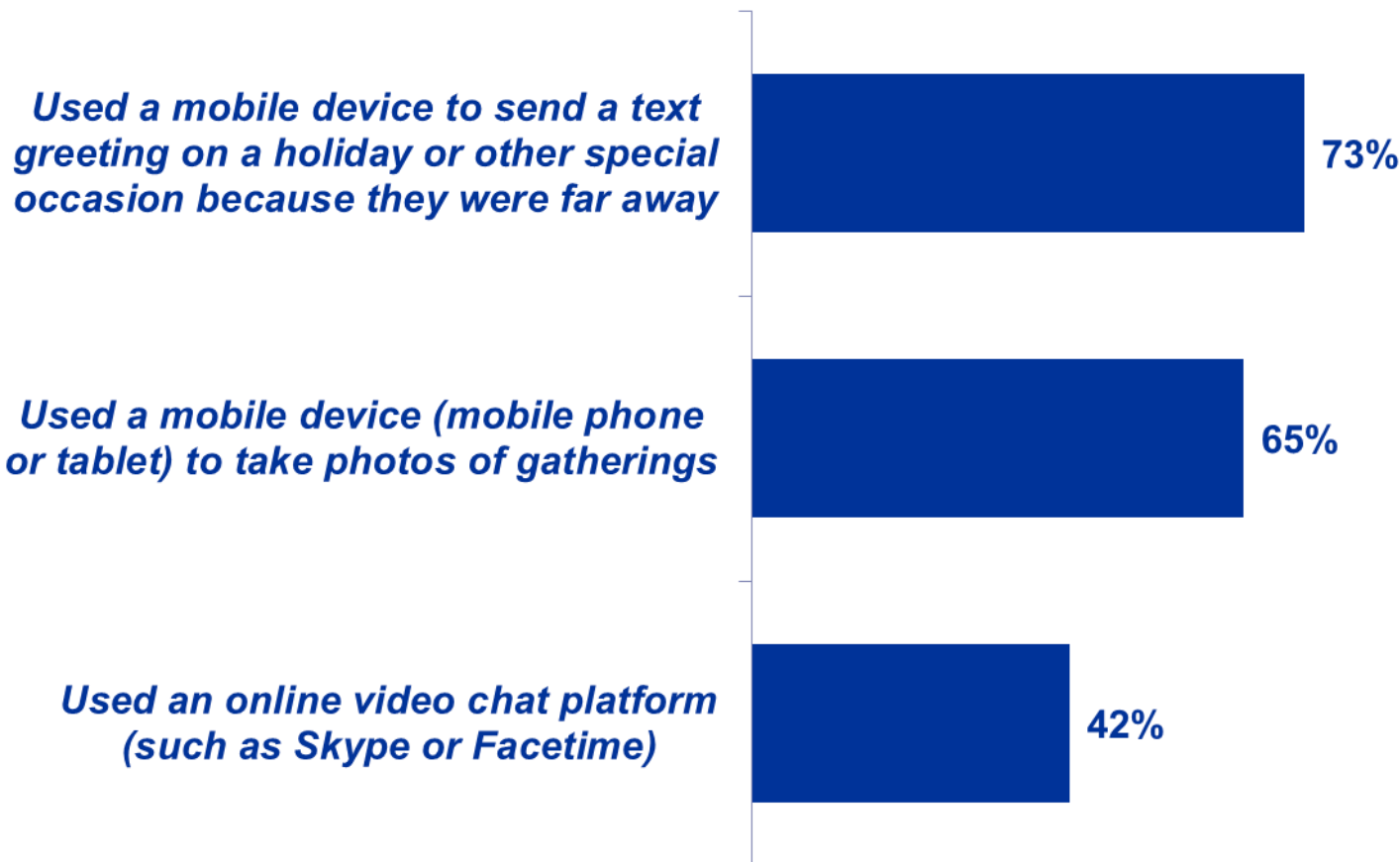
---

**Methodology:** The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. For the results of the survey herein, a total sample of 18,083 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between October 1 and October 15 2013. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China\*, France, Germany, Great Britain, India, Italy, Japan, Spain, and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia\*, South Africa, South Korea, Sweden and Turkey. In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 24 countries surveyed, 15 yield results that are balanced to reflect the general population: 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%)—are not reflective of the general population; however, in these less developed countries respondents are deemed to be “primary engaged citizens” as they meet minimum thresholds of education/income and connectivity compared to their fellow citizens. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

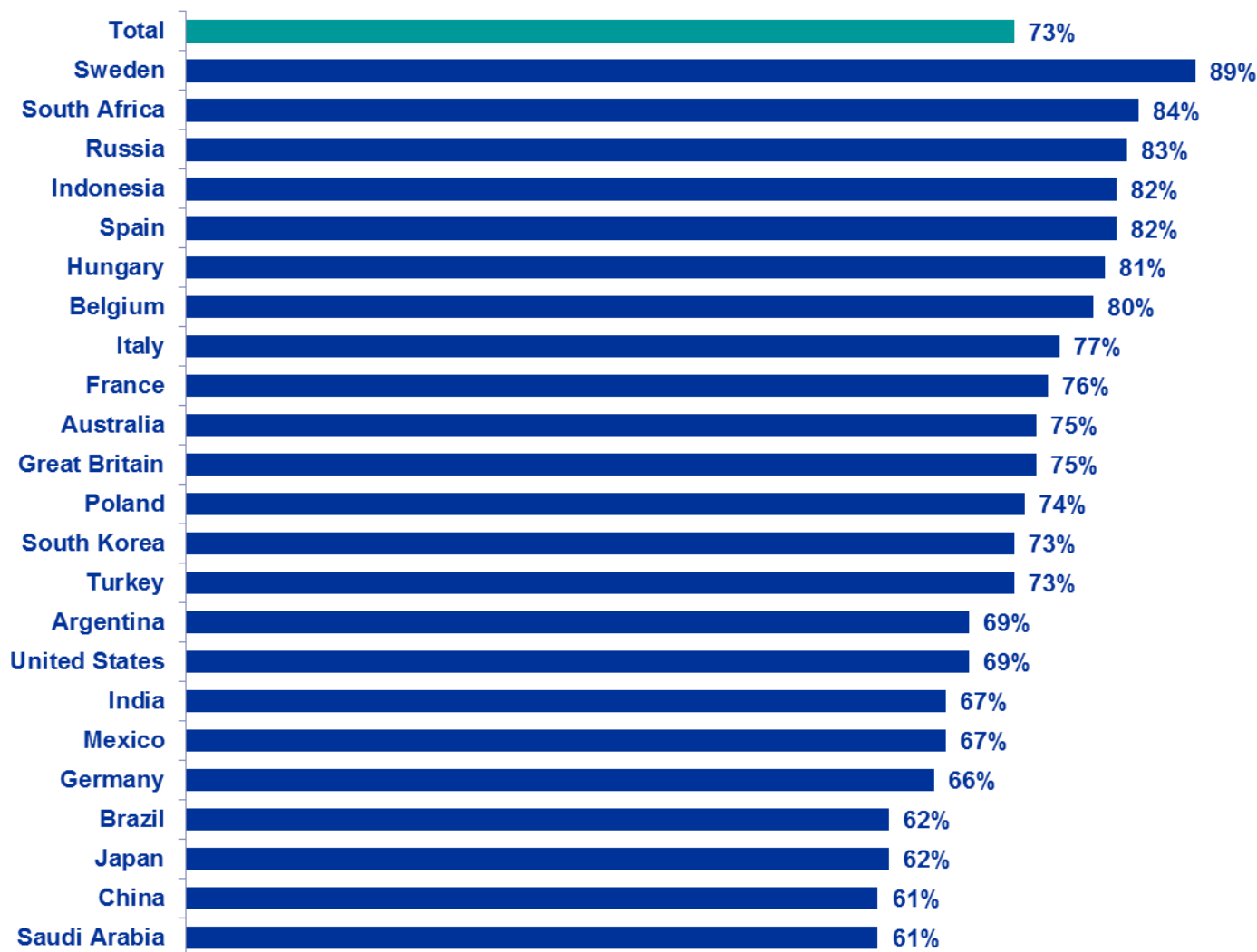
Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following:

---

**Aggregate of All 24 Countries**

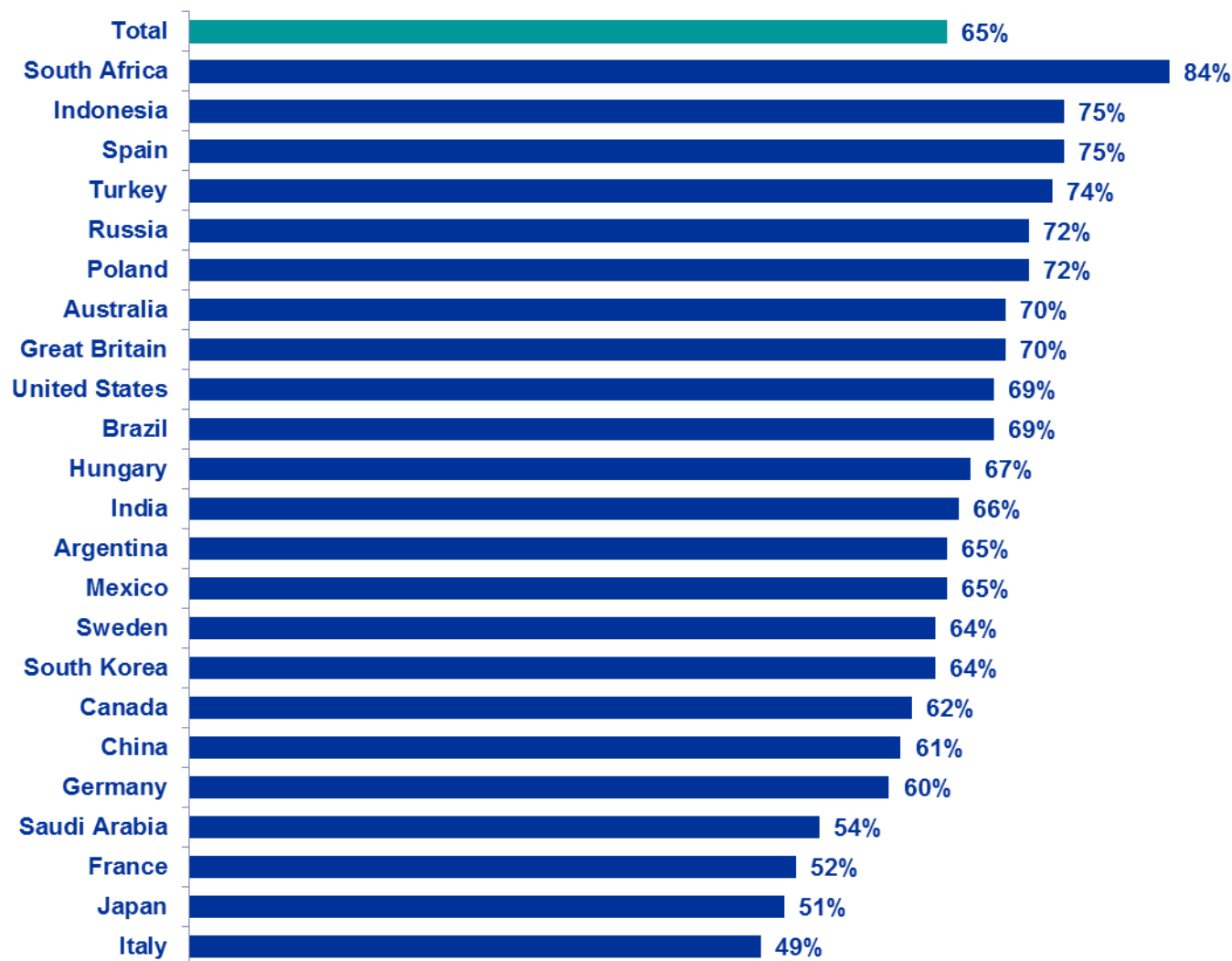


# Used a mobile device to send a text greeting on a holiday or other special occasion because they were far away



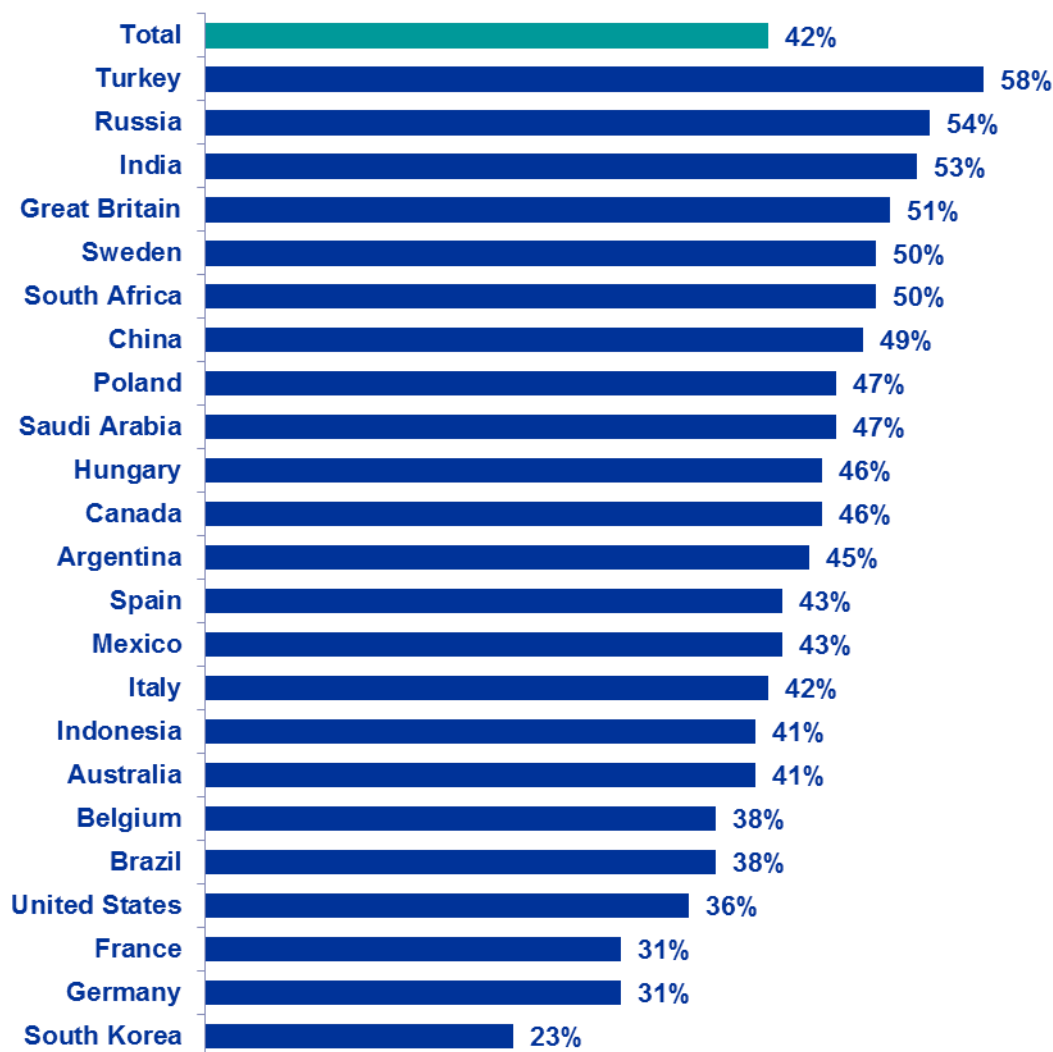
Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following: n=18,083

# Used a mobile device (mobile phone or tablet) to take photos of gatherings



Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following: n=18,083

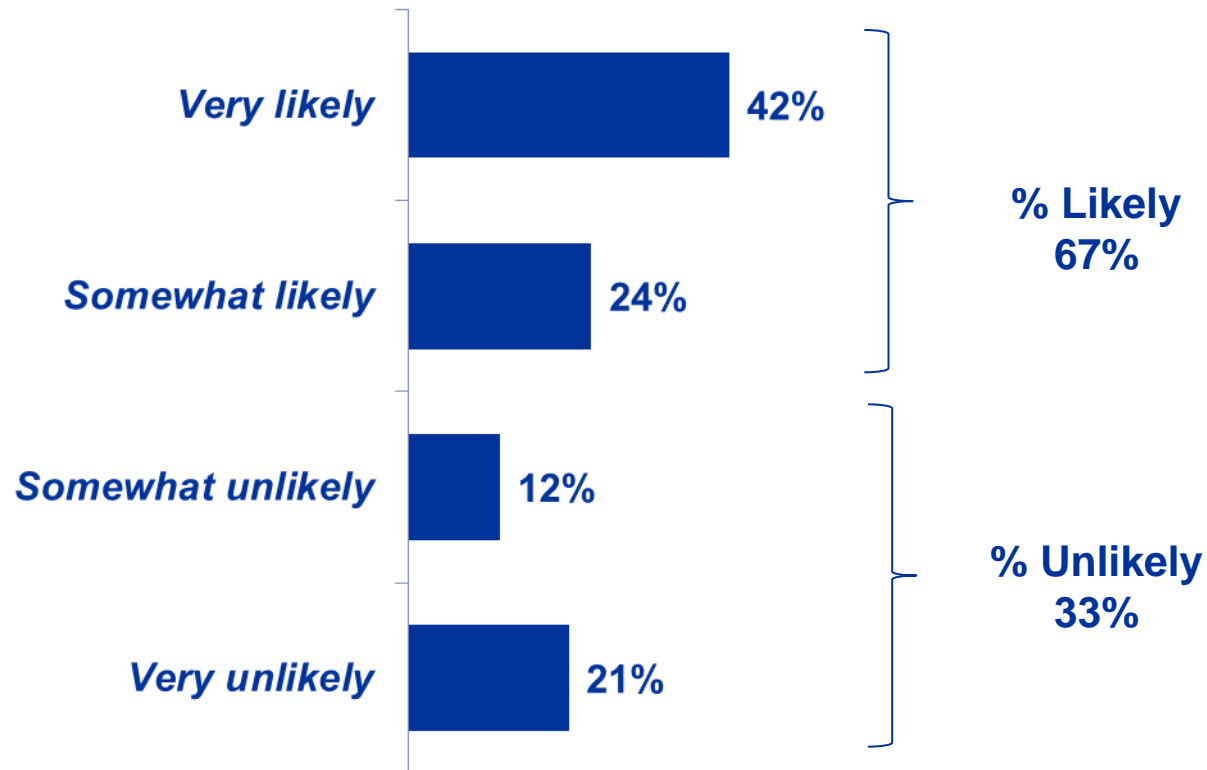
# Used an online video chat platform (such as Skype or Facetime)



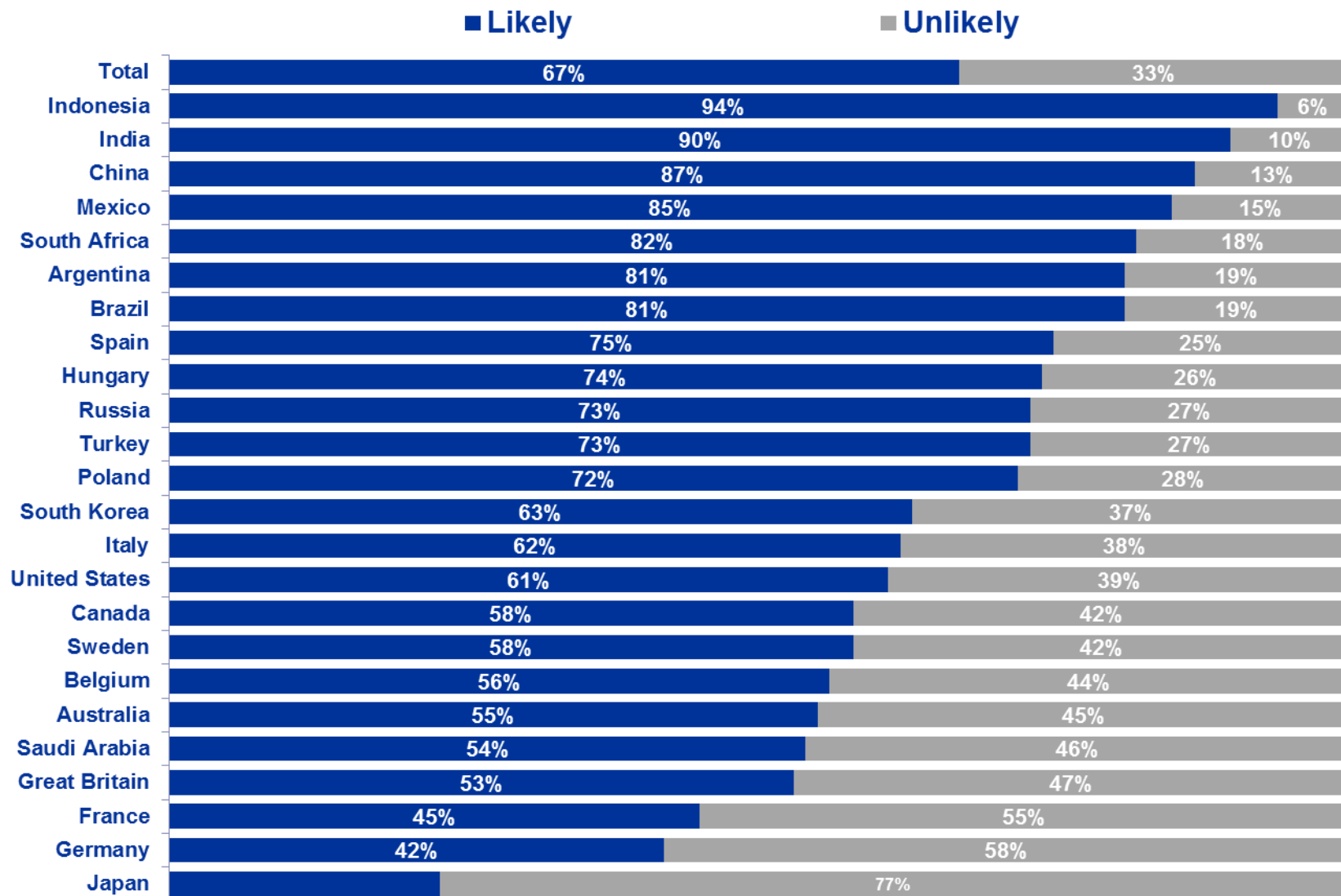
Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following: n=18,083

# On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter?

## Aggregate of All 24 Countries



## On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter?



On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter? n=18,083





## About Ipsos

---

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.
- Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.



For information about this and other *Global @dvisor* products contact <http://www.ipsosglobaladvisor.com/> or:

- **John Wright**  
Senior Vice President and Managing Director, Global @dvisor  
Ipsos Public Affairs +1 (416) 324-2002  
[john.wright@ipsos.com](mailto:john.wright@ipsos.com)
- **Keren Gottfried**  
Senior Research Manager, Global @dvisor  
Ipsos Public Affairs +1 (416) 572-4481  
[keren.gottfried@ipsos.com](mailto:keren.gottfried@ipsos.com)
- The Ipsos *Global @dvisor* Syndicate Study 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:

**Chris Deeney**

Senior Vice President and Managing Director  
Ipsos Public Affairs +1 (312) 665-0551  
[chris.deeney@ipsos.com](mailto:chris.deeney@ipsos.com)

Visit [www.ipsos.com](http://www.ipsos.com) for information about all of our products and services.

Copyright Ipsos 2010. All rights reserved. The contents of this publication constitute the sole and exclusive property of Ipsos.