

# 2014: Anticipation for a New Year

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2014 Will Be a Better Year than 2013 While Only  
Half (53%) Expect Global Economy to Be Stronger*

*On the Personal Side, A Strong Majority (77%) Expect to  
Make Personal Resolutions for 2014 While Half (53%)  
Admit 2013 Was a Bad Year for Them and Their Families*

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**New York** – On the heels of 2013, global respondents in 23 countries appear to be setting their sights to a brighter future in the coming year. A strong majority (76%) indicate they are optimistic that 2014 will be a better year for them than 2013, up three points from last year. Only half (53%) expect the global economy to be stronger in 2014 than 2013, though this figure reflects a four-point improvement on the global aggregate level from last year.

From a personal point of view, global citizens share that a strong majority of them (77%) have plans for specific New Year's resolutions for 2014, down three points from last year. About half (53%) admit 2013 was a bad year for them and their families, up one point.

The findings reflect a new poll of 18,153 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>

### *Hopes for the Future*

Three in four (76%) agree they are optimistic that 2014 will be a better year for them than it was in 2013, up three points from last year: 33% very much agree, 43% somewhat agree, 17% somewhat disagree and 7% very much disagree.

Those most likely to agree they are optimistic that 2014 will be better are from: Indonesia (91%, -5pts), France (90%, +1pts), Brazil (89%, -5pts), India (88%, -3pts),



and Argentina (86%, -5pts). Those least likely to agree are from: Italy (52%, -12pts), Japan (53%, -2pts), Poland (64%, -1pts), Sweden (68%, -4pts), and Germany (68%, unchanged).

A slim majority (53%) agrees the global economy will be stronger in 2014 than it was 2013, up four points from last year: 11% very much agree, 42% somewhat agree, 33% somewhat disagree, 14% very much disagree. Respondents in India (82%, +4pts), China (74%, +6pts), Indonesia (72%, -5pts), and Brazil (65%, -13pts) are most likely to agree while those from Italy (33%, +4pts), France (35%, +12pts), Sweden (39%, -4pts), Poland (41%, +12pts), and Belgium (42%, +15pts) are most likely to disagree.

### *Personal Point of View*

A strong majority of global respondents (77%) agree they will make some personal resolutions to do some specific things for themselves or others in 2014, down three points from last year: 32% very much agree, 45% somewhat agree, 15% somewhat disagree, 8% very much disagree. People with specific New Year's resolutions are most likely to hail from: Indonesia (92%, -3pts), Argentina (91%, -1pts), Turkey (91%, +2pts), Brazil (90%, +2pts), and South Africa (90%, +3pts). They are least likely to come from: Sweden (38%, -5pts), Hungary (56%, +8pts), Italy (66%, -15pts), Great Britain (68%, +2pts), and Japan (68%, -8pts).

About half (53%) admit 2013 was a bad year for them and their families, up one point from last year: 21% very much agree, 32% somewhat agree, 31% somewhat disagree, 16% very much disagree. Proportions of those who agree are



considerably higher among respondents in: Spain (73%, +1pts), Argentina (70%, +9pts), Hungary (69%, -5pts), Mexico (67%, -4pts), and South Korea (66%, +1pts). They are considerably lower in: Sweden (37%, -14pts), Indonesia (41%, +6pts), Australia (42%, -4pts), China (43%, +8pts), Great Britain (43%, -3pts), and Japan (43%, +2pts).

*These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@52” wave between December 4-18, 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 18,153 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, 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%), 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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