



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Ipsos Global @dvisor

New Year Outlook





These are the findings of the *Global @dvisor* Wave 52 (G@52), an Ipsos survey conducted between December 4th and December 18th, 2013.

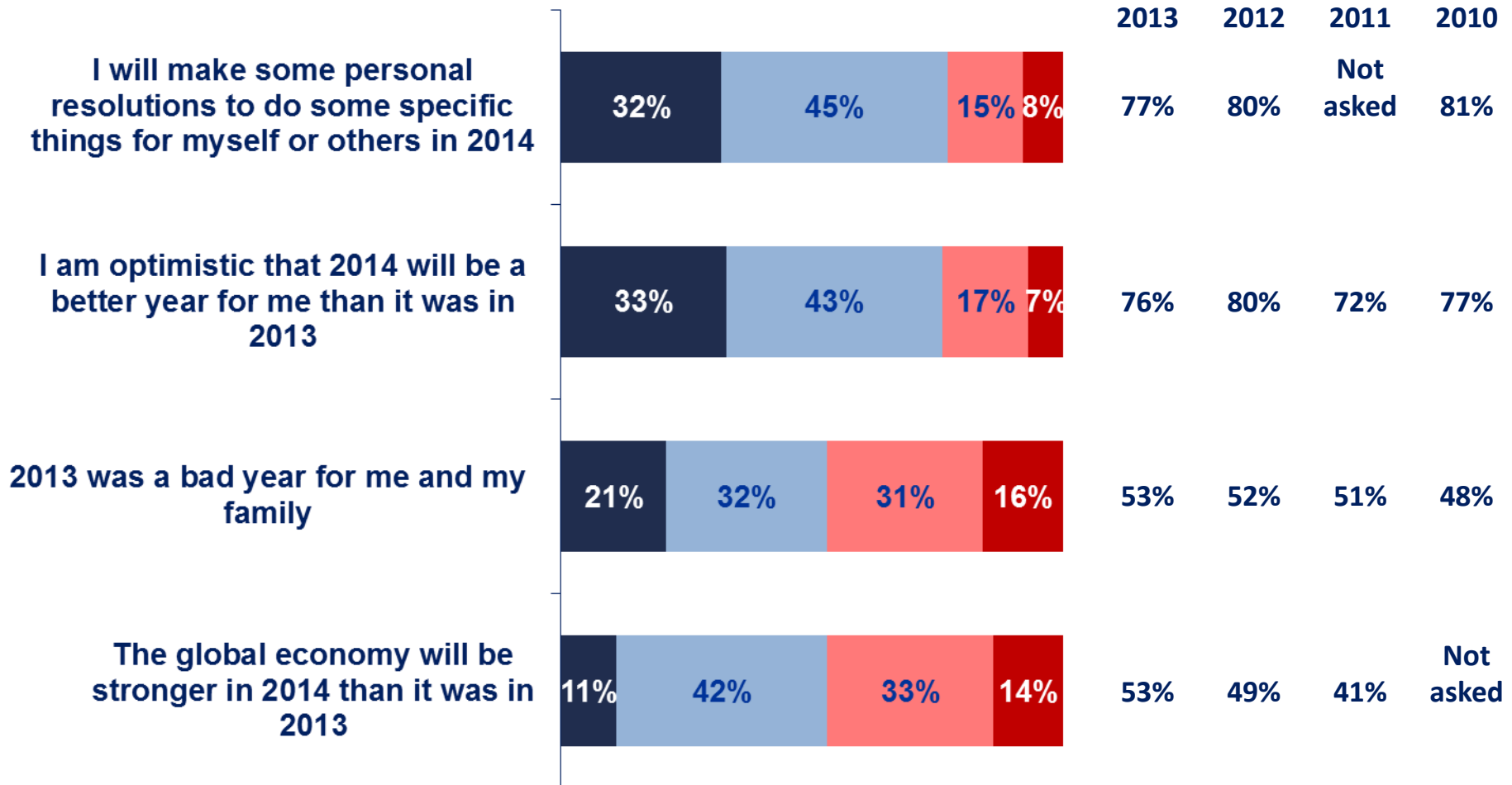
Methodology: The survey instrument is conducted monthly in 23 countries via the Ipsos Online Panel system. For the results of the survey herein, a total sample of 18,153 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between December 4th and 18th, 2013. Approximately 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, 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%), 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.

New Year's Expectations

■ Very much agree ■ Somewhat agree
 ■ Somewhat disagree ■ Very much disagree

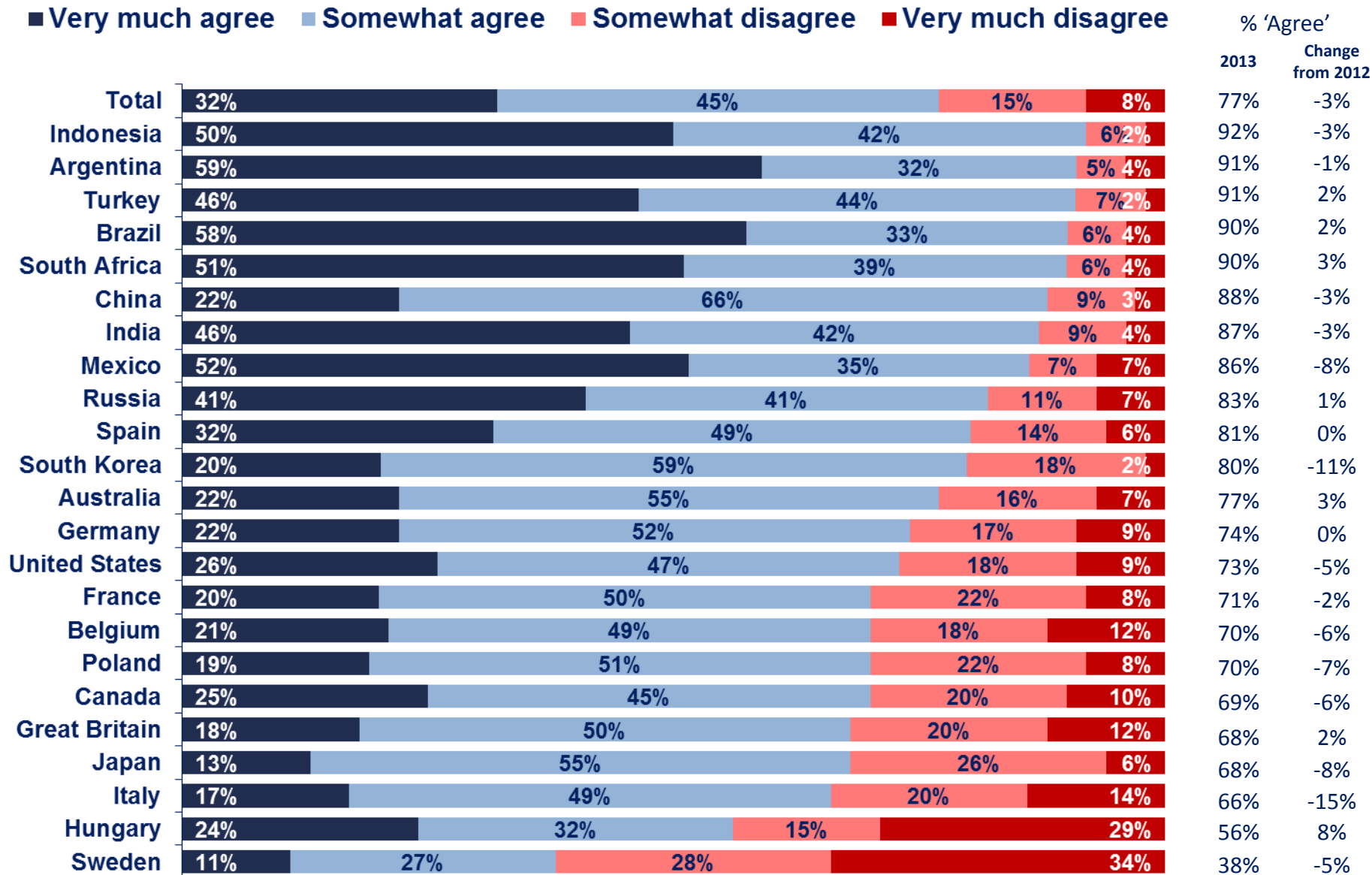
Global Total

Yearly Tracking '% AGREE'



IK1. Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: Base: All Respondents (n=18153)

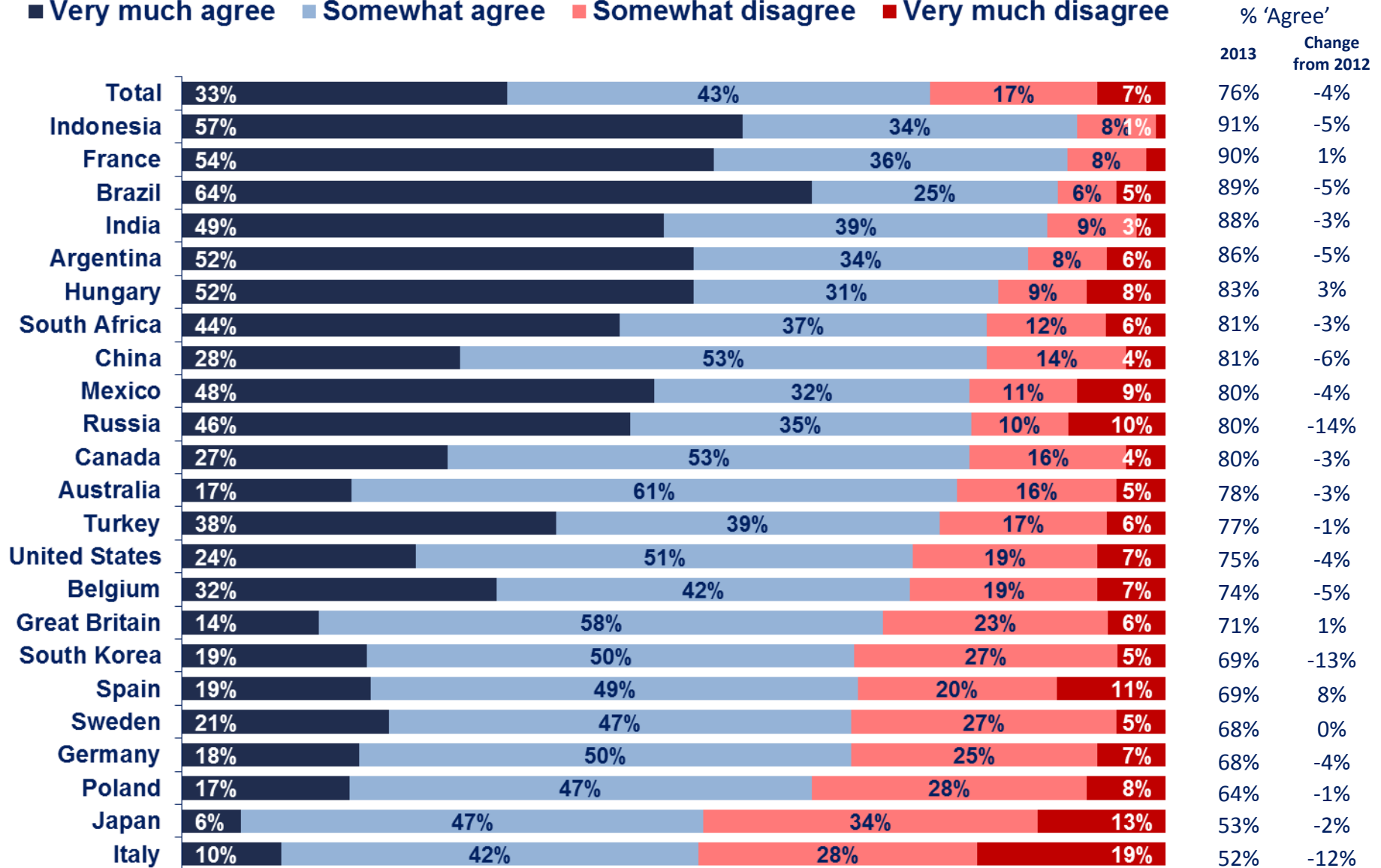
I will make some personal resolutions to do some specific things for myself or others in 2014



Data <3 not labeled

I am optimistic that 2014 will be a better year for me than it was in 2013

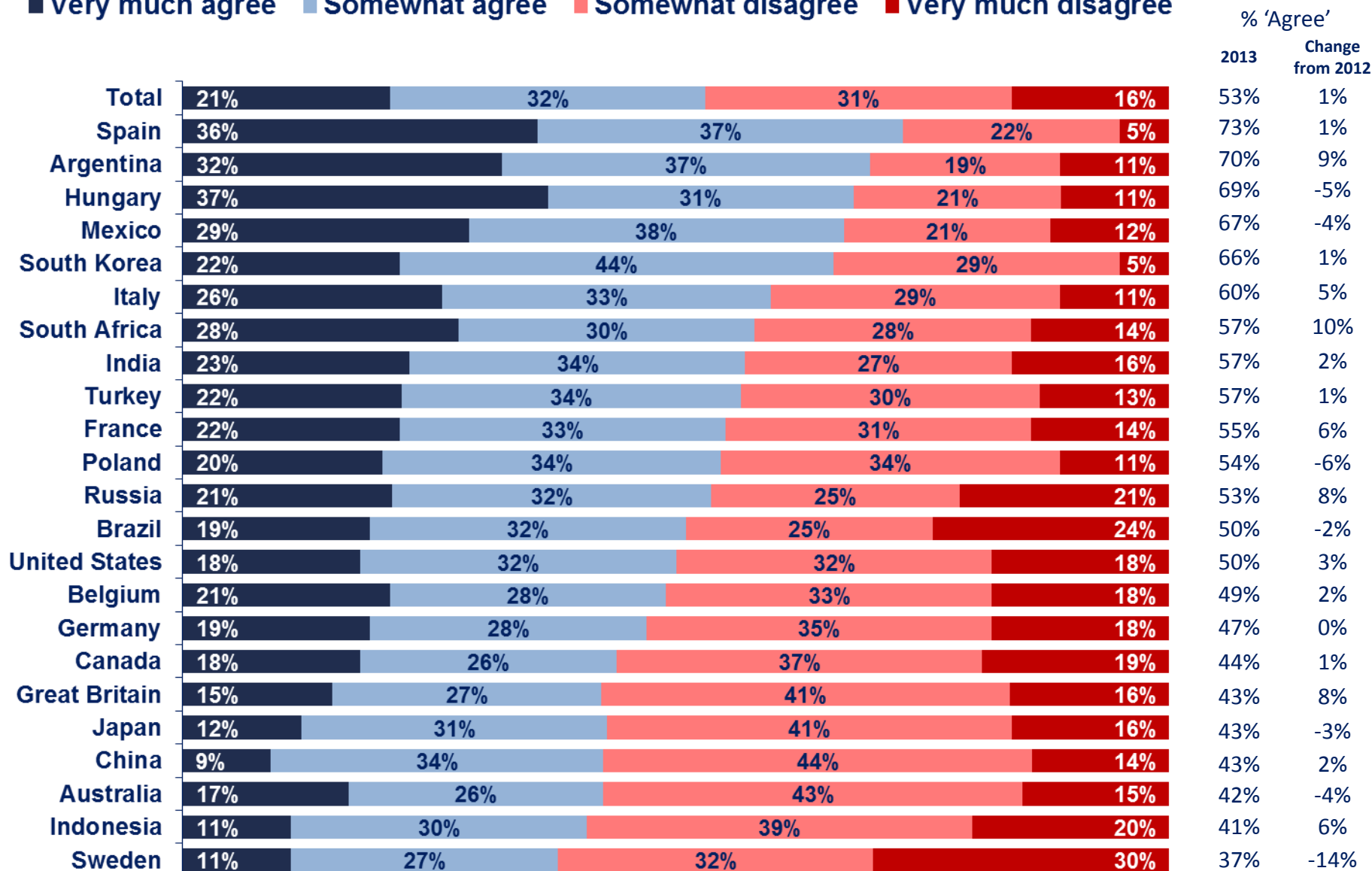
■ Very much agree ■ Somewhat agree ■ Somewhat disagree ■ Very much disagree



Data <3 not labeled

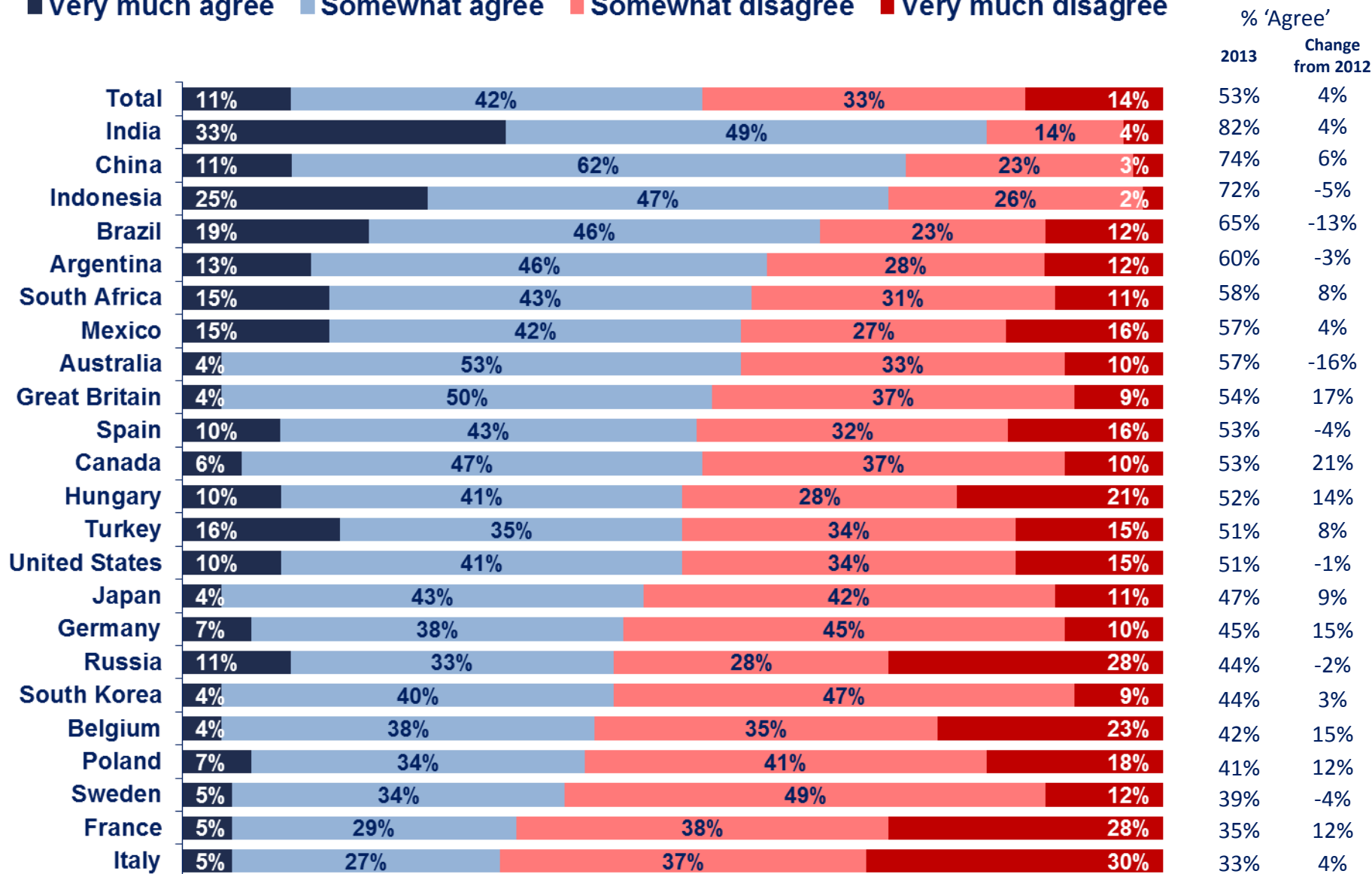
2013 was a bad year for me and my family

■ Very much agree ■ Somewhat agree ■ Somewhat disagree ■ Very much disagree



The global economy will be stronger in 2014 than it was in 2013

■ Very much agree ■ Somewhat agree ■ Somewhat disagree ■ Very much disagree





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 to learn more about Ipsos' offerings and capabilities.



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

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- 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:

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