



## Global @dvisor Research Service for the Technology Sector



24 countries.  
One global research service for leading Technology companies.

Innovation is the fuel that drives the technology industry. In an industry where change is the only constant, organizations capable of surpassing consumers needs will flourish, while those playing catch up will be left behind. To ensure long term success and financial viability, it is imperative that leading global technology companies understand the current social and political landscapes in which they operate, and anticipate key consumer trends and behaviours in their target markets.

### Tracking global public opinion

Global @dvisor is a 24 country, online research service. The Global @dvisor platform is used to produce syndicated and custom reports and studies specifically tailored to the needs of Market Research, Corporate and Public Affairs professionals, as well as Governments, to track public opinion over time, as it relates to the economy, business environment, and opinions of sectors and brands in each country, with global context.

### What's Covered

Every month, Global @dvisor is in-field with selected modules from the list below:

#### Mood, economy, confidence, and outlook

- Satisfaction with the way things are going in your country
- Opinion of current and future economic situation in your country
- Opinion of current and future personal financial situation;
- Topics of most concern in your country
- Confidence in job security and ability to invest in the future;

#### Purchase Intentions and Spending Habits

- Condition of the economy as it relates to the cost of food, gas, utilities, and vehicles, plus mortgage rates, access to credit, inflation, local currency and job losses;
- Impact of the economy on household spending, including priority settings, cutbacks and future purchase intentions;
- Confidence in government to meet their budget, and potential areas for cutbacks;
- Support for new taxes on specific products/services.

#### Corporate Social Responsibility

- Importance of CSR (Corporate Social Responsibility) on purchase decisions
- Top attributes that corporations must have to be respected
- Importance of your own employers CSR activities

### Sector Reputation

Opinions of 22 industries/sectors in each country including:

- Personal computers
- Search engines
- Software
- Hardware
- Telecommunications

### Brand and/or Trademark Reputation

Awareness, familiarity, favorability, trust, and advocacy (reputational metrics) for your brand benchmarked against a variety of global companies including:

- Apple
- Google
- Hewlett Packard (HP)
- IBM
- Intel
- Microsoft

### Who do we interview?

Interviews are conducted with 500 to 1,000 online consumer-citizens per country, every month. Up to 10% of the sample population in each country is comprised of The Intelligaged™ – a proprietary segment of college educated, upper income respondents that make up 10% of the sample population within each country.



# Ipsos Public Affairs

## Methodology

Data for Global @dvisor is gathered using Ipsos online panels in up to 24 countries, including: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and Turkey. All data will be weighted to the online Internet population for each country.

## Global @dvisor Syndicated Reports and Omnibus Services

### Corporate Reputation Barometer

The Global Corporate Reputation Barometer enables clients to measure and analyze the reputation of their brand or trademark in 24 countries across the globe, and better understand the financial link between their reputation and their bottom line.

This research tool incorporates the reputation pyramid, which measures awareness, familiarity, favorability, and trust, across global markets, comprising 75% of the world's GDP. Understanding how these key metrics can improve your ability to market to, acquire, and retain consumers is included in our standard analysis. Further context for your brand's reputation can be gained by adding your competitor's brand or trademark in all or some of the 24 markets covered by the barometer.

### Reputation Influencers Report

Reputation Influencers are a small but influential group of consumers with a disproportionate effect on the reputation and success of companies and brands. Socially active and informed, other consumers turn to them for trusted information about companies. The Reputation Influencers Report provides a revealing look at how this group feels about specific sectors and brands.

## Social and Economic Trends Monitor

Globalization is often associated with multinational corporations and the world-wide impact of large scale industries, but globalization also has a profound impact on governments, not-for-profit organizations, and citizens in all countries. The Social and Economic Trends Monitor provides a proactive scan of the views of global citizens on the world's social and economic trends.

### Global @dvisor Omnibus

The Ipsos Global @dvisor Online Omnibus is the only global omnibus featuring attitudinal and brand cross-tabbing in 24 countries every month.

## About Ipsos Public Affairs

Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communications, and socio-political trends, serving the needs of government, non-profit organizations, corporations, public relations firms, and news media.

We have media partnerships with the most prestigious news organizations around the world. To learn more, visit [www.ipsos.com](http://www.ipsos.com)

## Contact

For more information about Global @dvisor, please contact:

**John Wright**  
Senior Vice President  
Ipsos Public Affairs  
+1.416.324.2002  
[john.wright@ipsos.com](mailto:john.wright@ipsos.com)