

Ipsos World Monitor 2003

Global Trends
in Consumer
Behavior and
Public Opinion



Contents



■ GLOBAL CITIZEN

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Issue Watch

In late-2002, international concerns had occupied a position of priority for citizens of many surveyed countries. Now, later in the year, attention is settling back on economic and social concerns, with worries about the international scene fading a little.



■ LIFE ON EARTH

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Global Warming or a Lot of Hot Air?

Talk about the weather, and its extremes, was rampant this summer as Europe suffered a devastating heat wave. Were the high temperatures proof of global warming, or just part of weather patterns that vary from year to year? In many surveyed countries, opinion is split down the middle between one conclusion and the other.

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Having Fun on a Day Off

Hmm... no work, no chores... what to do? Play sports or watch them at a live event? Watch TV, go to see a movie, or play around on the computer? Citizens in ten countries imagine such a day of leisure and tell us how they'd like to spend their time.



■ BUSINESS BEAT

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Brands: Comfort Comes First

When consumers put their money down for groceries or household goods, they like to feel confident about the wisdom of their purchasing choices. While cheaper and novel brands may tempt, they are far less compelling than those that have been tried and liked.



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Beef: On or Off the Table?

Americans, Italians, and Russians enjoy eating beef on a relatively frequent basis. But beef is making a less regular appearance in many surveyed European markets.

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Ready-Made Meals

Popular and ubiquitous in North America, packaged meals depend to some extent on a certain lifestyle, as well as on whether or not one eats alone on a relatively frequent basis. Where else in the world are they experiencing, or poised, for success?



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Canada: Northern Tiger or Soviet Canuckistan?

The important Canadian market is looking newly confident and healthy—find out here the ways it differs from as well as resembles the U.S.



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Mexican Women's Context and Challenges

Ipsos-Novaction in Mexico shares information on Mexican women, obtained through a special qualitative exercise completed recently.

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