USING IRT™ TO UNCOVER THE STRENGTH OF NATIONAL VALUES FOR THE US, FRANCE, MEXICO, SWEDEN & TURKEY

Collaboration with Ipsos Public Affairs & Ipsos Neuro and Behavioral Science Center June 2016
What’s Really in People’s Heads?
In the 1960’s the world, and what it stood for, was in black & white.
OUR COUNTRY, OUR BRAND
Implicit began as a way to understand racial prejudice
Now a window to inner thought structures and levels of conviction
For almost anything.
Countries Are Brands

WHEN COUNTRIES STOP REINFORCING LONG ESTABLISHED PRINCIPLES
WHEN CITIZENS STOP BELIEVING
WHEN TRUST WAVERS
COUNTRIES BECOME VULNERABLE
NO COUNTRIES ARE IMMUNE.

WE ARE IN GLOBALLY IN THE MIDST OF GREAT TURMOIL AND UNREST
THIS STUDY SET OUT TO DETERMINE FOR FIVE COUNTRIES WHERE FOUNDATIONS ARE STRONG AND
WHERE THE CRACKS IN VALUES AND PERCEPTIONS ARE WIDENING
Background

STRONG BRANDS STAY TRUE TO THEIR EQUITY
THE VALUES OF A BRAND BECOME A CONTRACT WITH THE PUBLIC - - THEY CAN BE COUNTED ON TO EMBODY THOSE ATTRIBUTES.
WHEN EQUITY SHIFTS OR WEAKENS, BRANDS BECOME VULNERABLE.
NO BRANDS ARE IMMUNE.
IMPLICIT REACTION TIME TOOL ENHANCEMENTS - - PILOTING SOME NEW DEVELOPMENTS
INNOVATIVE IRT™ APPROACH - - TRANSITIONING TO A SIMPLER PLATFORM

PREPARING FOR MOBILE LAUNCH

NEW SCALE DEVELOPED FOR MOBILE

- “YES”, “NO” OR “IT IS HARD TO TELL” - - 3 PTS - - SPEED

QUICKER CALIBRATION

- CONDENSED CALIBRATION TRANSITIONS RESPONDENTS QUICKLY AND SEAMLESSLY INTO THE EVALUATION MODULE

CLEANER INTERFACE

- FEWER DISTRACTIONS TO KEEP RESPONDENTS FOCUSED AND ENGAGED, AND TO FACILITATE AN IMPLICIT MINDSET

DATA FOR ‘NO’ RESPONSES

- PROVIDES AN ADDITIONAL LAYER OF ANALYSIS TO UNCOVER THE CONVICTION OF NEGATIVE REACTIONS

STANDARDIZED THRESHOLDS FOR ‘FAST,’ ‘AVERAGE,’ ‘SLOW’ RESPONSES

- BASED ON 10 YEARS OF ROBUST DATA COLLECTION, THESE NEW BENCHMARKS INCREASE CONSISTENCY AND ALLOW FOR EASY COMPARISON ACROSS STUDIES
THE TOOL: IRT™

- Unconscious associations, using response time.
- Unique attribute batteries specific to each country, to represent the established values of the culture and society.

THE APPROACH

- Conducted as online in USA, France, Mexico, Sweden and Turkey, respectively.
- About each country, by each country.
- General population sample, n= ~500 per country.

THE PROCESS

- IRT battery, consists of 30-40 attributes.
READING THE METRICS

Explicit Rating
% Indicating Yes / No

Color Coding
Speed Of Response

Fast/Certain Response
Average/Neutral Response
Slow/Uncertain Response

YES
54%
50%
45%

NO
28%
28%
38%

GAME CHANGERS
COMMON ATTRIBUTES?
A GREAT PLACE TO LIVE

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>81%</td>
</tr>
<tr>
<td>USA</td>
<td>78%</td>
</tr>
<tr>
<td>Mexico</td>
<td>69%</td>
</tr>
<tr>
<td>France</td>
<td>61%</td>
</tr>
<tr>
<td>Turkey</td>
<td>61%</td>
</tr>
</tbody>
</table>

High Incidence, High Conviction

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"WILL NEVER BE AS GREAT AGAIN"

- **Mexico**: 51% (Fast/Certain Response)
- **France**: 51% (Fast/Certain Response)
- **Sweden**: 44% (Fast/Certain Response)
- **Turkey**: 32% (Average/Neutral Response)
- **USA**: 27% (Average/Neutral Response)

**NO**

- **Mexico**: 33% (Slow/Uncertain Response)
- **France**: 25% (Slow/Uncertain Response)
- **Sweden**: 18% (Slow/Uncertain Response)
- **Turkey**: 47% (Slow/Uncertain Response)
- **USA**: 35% (Slow/Uncertain Response)

**Low Agreement**
**Low Certainty**
Varying Incidences  
Varying Certainty

SHOULD WELCOME IMMIGRANTS

<table>
<thead>
<tr>
<th>Country</th>
<th>YES (%)</th>
<th>NO (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>54%</td>
<td>28%</td>
</tr>
<tr>
<td>USA</td>
<td>50%</td>
<td>28%</td>
</tr>
<tr>
<td>Turkey</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Sweden</td>
<td>43%</td>
<td>31%</td>
</tr>
<tr>
<td>France</td>
<td>22%</td>
<td>54%</td>
</tr>
</tbody>
</table>
STANDS FOR JUSTICE

Cliché Busting

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>52%</td>
<td>23%</td>
</tr>
<tr>
<td>Sweden</td>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>France</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>Turkey</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>Mexico</td>
<td>18%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Implicit as a Differentiator

GIVES EQUAL RIGHTS TO ALL

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>USA</td>
<td>33%</td>
<td>49%</td>
</tr>
<tr>
<td>Turkey</td>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>France</td>
<td>30%</td>
<td>51%</td>
</tr>
<tr>
<td>Mexico</td>
<td>30%</td>
<td>55%</td>
</tr>
</tbody>
</table>

GAME CHANGERS
The World is in flux
Not just in behavior, but in how people feel about their countries

Fast/Certain Response
Average/Neutral Response
Slow/Uncertain Response

REFLECTS MY VALUES

<table>
<thead>
<tr>
<th>Country</th>
<th>YES (%)</th>
<th>NO (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>47</td>
<td>35</td>
</tr>
<tr>
<td>Mexico</td>
<td>47</td>
<td>39</td>
</tr>
<tr>
<td>France</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>USA</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Sweden</td>
<td>27</td>
<td>31</td>
</tr>
</tbody>
</table>
No matter what people say, Uncertainty reigns

**IS GETTING BETTER**

- **Mexico**: 35% YES, 52% NO
- **Turkey**: 37% YES, 48% NO
- **Sweden**: 21% YES, 45% NO
- **France**: 15% YES, 59% NO

**IS DOOMED**

- **USA**: 20% YES, 49% NO

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AMERICA DEEP DIVE

- Stands For Justice: 52%
- Still Upholds The Constitution: 43%
- Respects Separation Of Church And State: 39%
- Gives Equal Rights To All: 71%
- Favors The Rich: 59%
- Is Suffering From Bad Leadership: 24%

GAME CHANGERS
THE BIG REDS

No More Differences Between Left And Right Political Parties
- Yes: 51%
- No: 26%

Limits Freedom Of Speech
- Yes: 71%
- No: 23%

Very Strict Health Regulations
- Yes: 34%
- No: 28%
A COUNTRY I AM PROUD OF

Except about the things we love for certain

<table>
<thead>
<tr>
<th>Country</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>65%</td>
<td>17%</td>
</tr>
<tr>
<td>Turkey</td>
<td>64%</td>
<td>23%</td>
</tr>
<tr>
<td>Sweden</td>
<td>58%</td>
<td>19%</td>
</tr>
<tr>
<td>France</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>Mexico</td>
<td>52%</td>
<td>26%</td>
</tr>
</tbody>
</table>
AMERICAN CORE VALUES

- **Still Upholds The Constitution**: 43%
- **Respects Separation Of Church And State**: 39%
- **Gives Equal Rights To All**: 33%
- **Does What Is Right**: 29%
- **Where Everyone Is Equal**: 25%

**Fast/Certain Response**
- **Stands For Justice**: 52%

**Average/Neutral Response**
- **Still Upholds The Constitution**: 43%
- **Respects Separation Of Church And State**: 39%
- **Gives Equal Rights To All**: 33%
- **Does What Is Right**: 29%
- **Where Everyone Is Equal**: 25%

**Slow/Uncertain Response**
- **Stands For Justice**: 52%

**NO**
- **Still Upholds The Constitution**: 32%
- **Respects Separation Of Church And State**: 41%
- **Gives Equal Rights To All**: 49%
- **Does What Is Right**: 33%
- **Where Everyone Is Equal**: 58%
AMERICAN PROBLEM ATTRIBUTES

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favors The Rich</td>
<td>71%</td>
<td>16%</td>
</tr>
<tr>
<td>Is Suffering From Bad Leadership</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td>Has Lost Its Way</td>
<td>56%</td>
<td>23%</td>
</tr>
<tr>
<td>Is Going Down Hill</td>
<td>51%</td>
<td>26%</td>
</tr>
<tr>
<td>Respects Separation Of Church And State</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Will Always Be #1</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Reflects My Values</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>Cares For Its Veterans</td>
<td>34%</td>
<td>42%</td>
</tr>
<tr>
<td>Gives Equal Rights To All</td>
<td>33%</td>
<td>49%</td>
</tr>
<tr>
<td>Where Everyone Is Equal</td>
<td>25%</td>
<td>58%</td>
</tr>
<tr>
<td>Leads The World In Education</td>
<td>17%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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As researchers, we can advance understanding and help build a more certain world.
THANKS!

Elissa Moses
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