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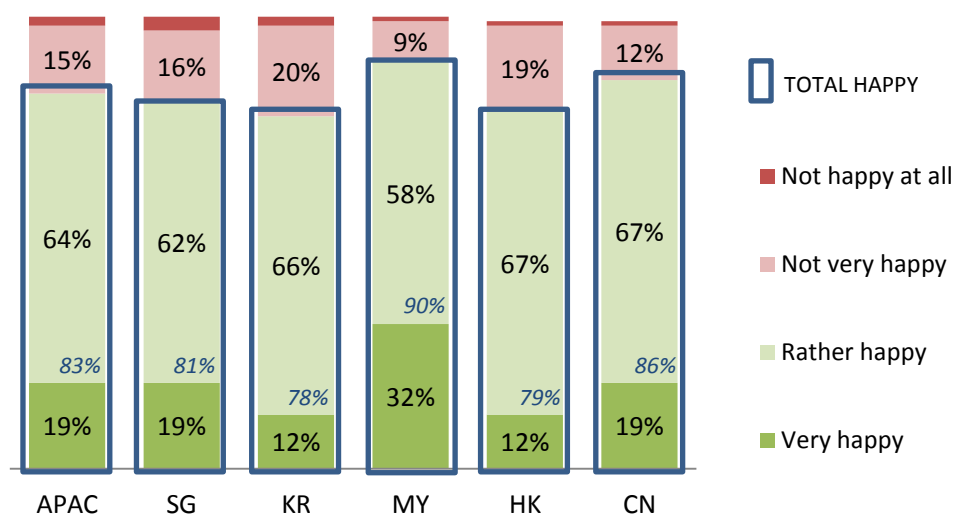
What makes Asians happy?

Asia Pacific – In a recent poll to understand the happiness levels in Asia and its contributing factors, Ipsos finds that the top 3 factors of those who said they are happy include their *relationship with their partner or spouse* (45%), *their health* (42%) and the *health of their family and friends* (36%). In contrast people saying they are unhappy attribute their (lack of) happiness mainly to their *personal financial situation* (57%), followed by *their health* (38%) and *their living conditions* (36%). These were the results from a recent poll conducted across 5 markets in Asia –Mainland China, Hong Kong, Malaysia, South Korea and Singapore among 2,378 respondents aged 18 – 50 years old in July 2013.

Happiness levels are high across all markets with more than 78% indicating they were happy overall and Malaysia coming out on top at 90%.

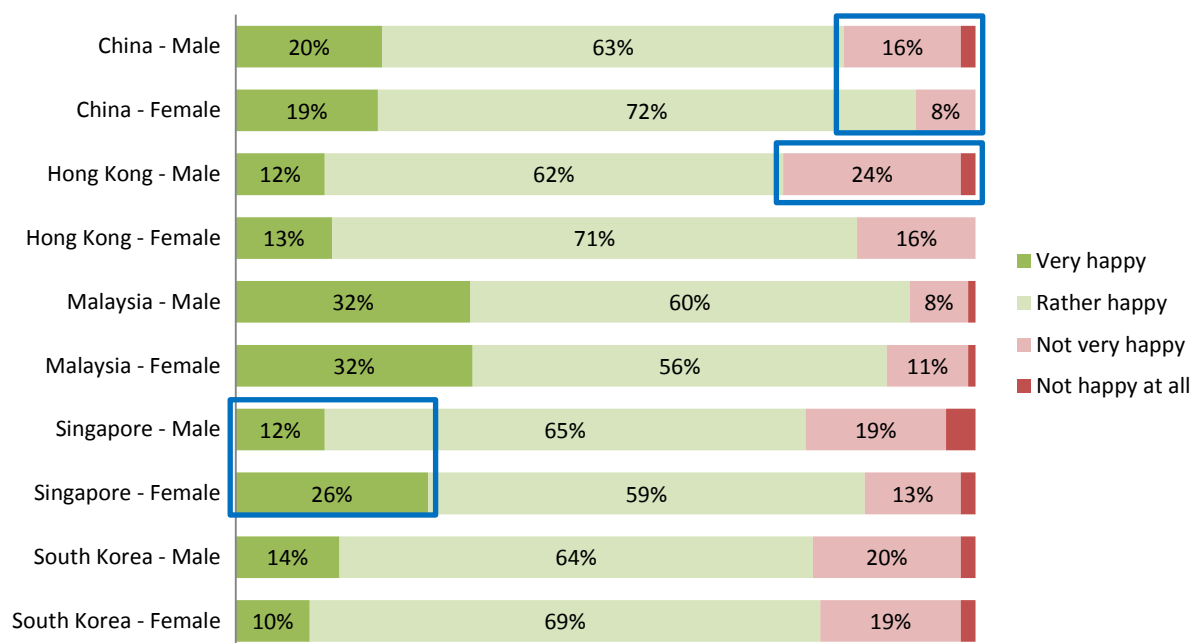
Ipsos APAC Managing Director David Richardson says, “While the booming growth of APAC markets certainly boosted the feeling of happiness, basic needs such as personal health and wealth remain the key drivers for unhappiness in Asia Pacific.”

APAC Region Happiness



Between Men and Women

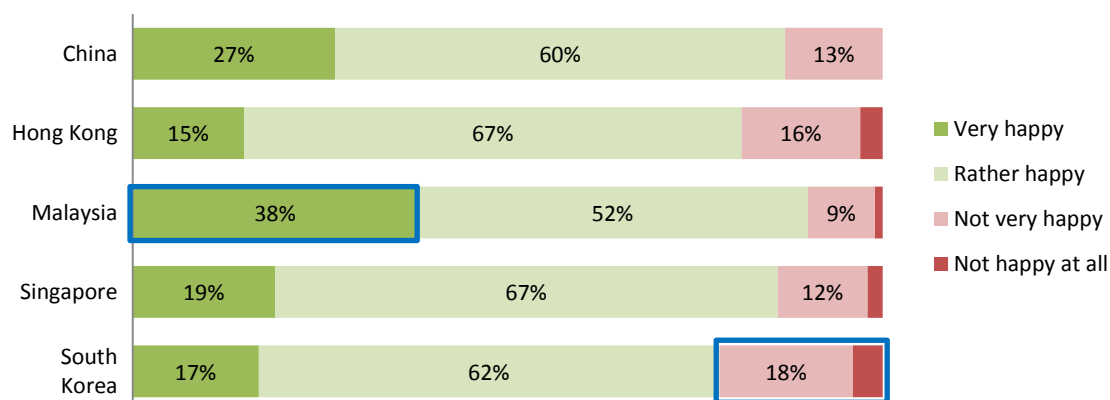
Throughout Asia, women appear as being happier than men: In Singapore, 26% of women more readily admit that they are very happy versus just 12% of Singaporean men. In Hong Kong, we see the region's highest proportion of unhappy citizens among the men at 24%. In China, there are about half as many unhappy women at 8% as there are unhappy men at 16%.



Among the Young (18 – 29 years old)

Young Malaysians are found to be significantly happier than their Asian counterparts with 38% of them stating that they are very happy.

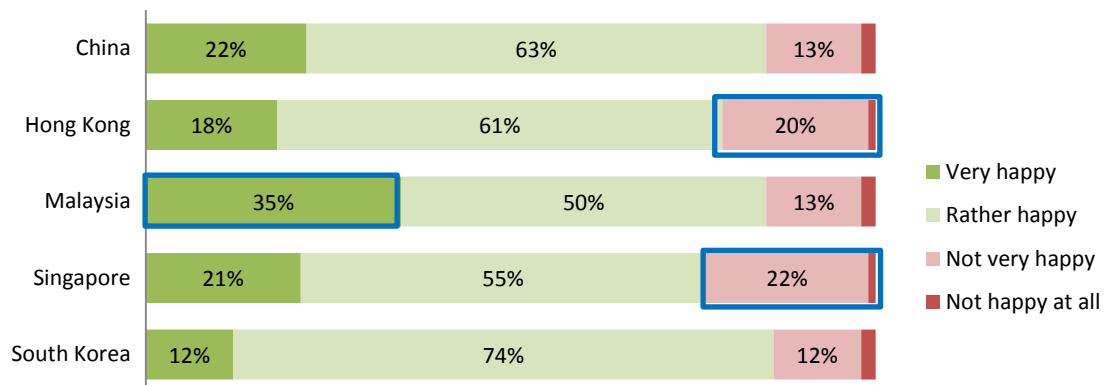
Young S. Koreans however, are somewhat less happy with 22% stating that they are not very happy or not happy at all.



Among those in their 30s (30 – 39 years old)

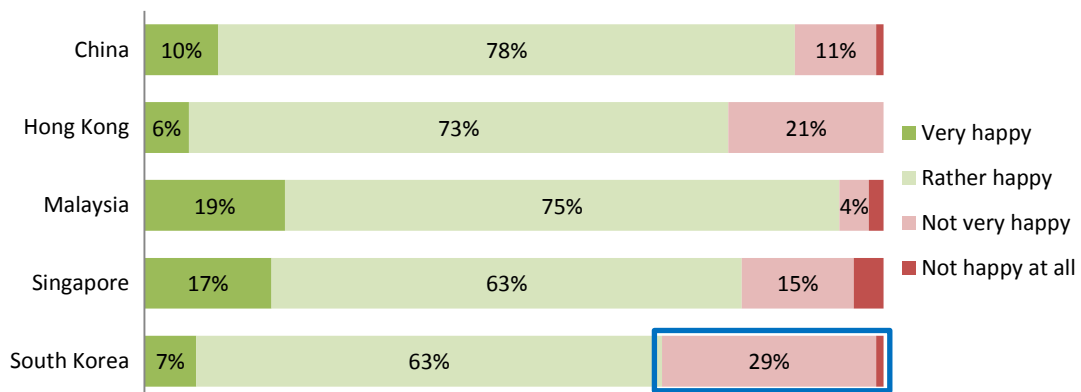
Malaysians (35%) show significantly high happiness levels right into their 30s. But we start to see lower happiness levels among this age group in Hong Kong (20%) and Singapore (22%).

Richardson adds; *“This sandwich generation is burdened with not only taking care of their young families but also looking after their parents. They are also just starting to build their careers. The high cost of living coupled with the pressure to succeed both contribute to their dissatisfaction.”*



Among those in their 40s (40 – 59 years old)

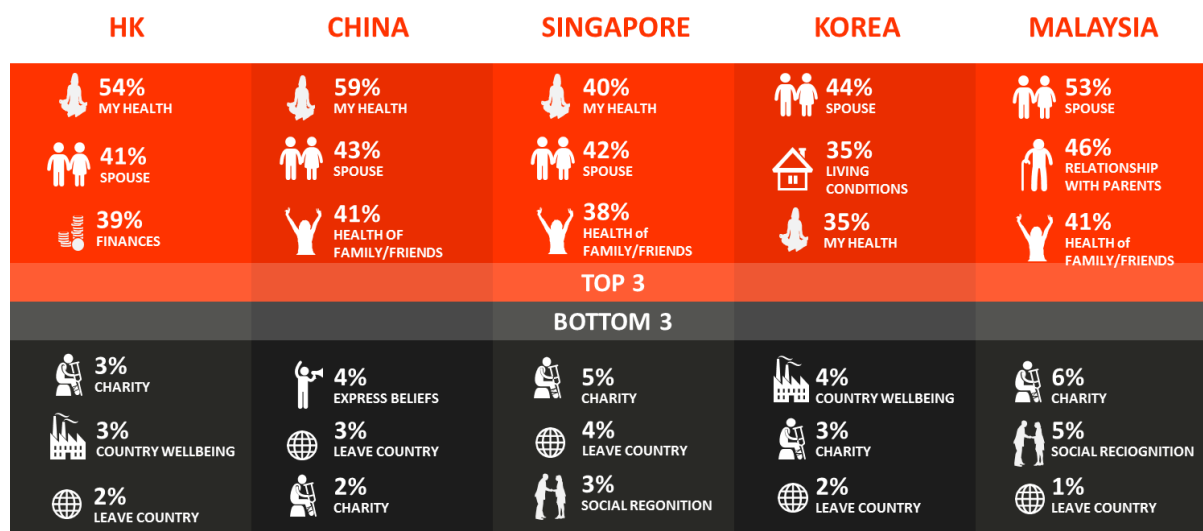
South Koreans have a significantly higher proportion of unhappy citizens among those in their 40s (29%).



Contributing Factors to Happiness

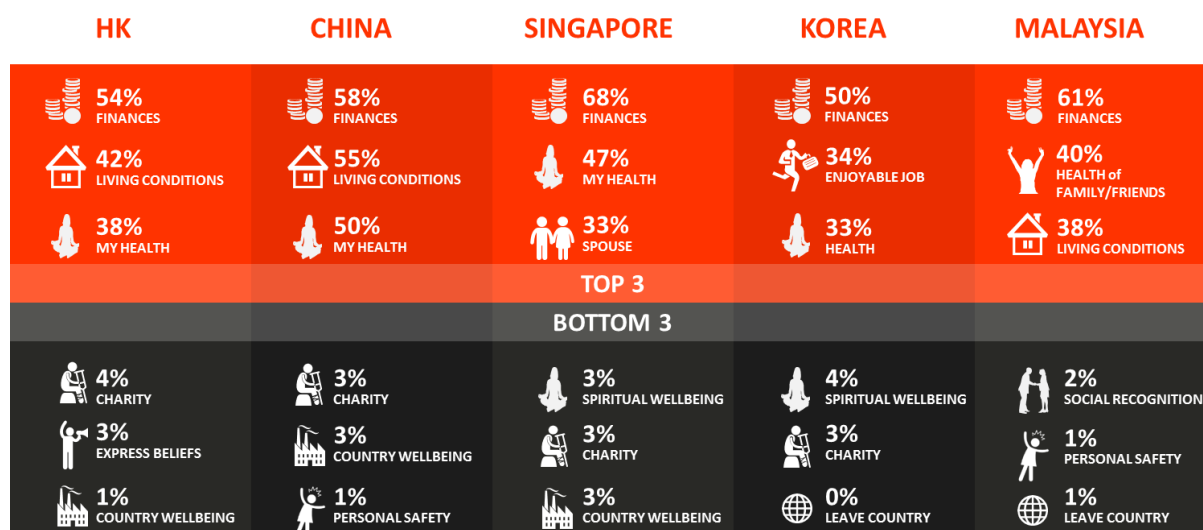
Of those who are very happy or rather happy, the top happiness boosters are primarily their health and health of their family, their relationship with their spouse as well as basic needs such as their living conditions.

What gives you greatest happiness?



Of those who not very happy or not happy at all, the factors contributing to their current level of happiness are primarily their personal financial situation followed by their health and their living conditions.

What could bring about happiness in your life?



About the Study

The figures shown are findings from a study conducted by Ipsos Asia Pacific via an online survey provided by Toluna, among a total of 2,378 respondents across Singapore, Malaysia, Hong Kong, S. Korea and China, aged 18 – 50 years old. The fieldwork was conducted on 16 – 25 July 2013.

About Ipsos www.ipsosasiapacific.com

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals. 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 has the resources to conduct research wherever in the world our clients do business. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.789 billion in 2012.

About Toluna www.toluna-group.com

With 18 offices in Europe, North America and Asia Pacific, Toluna works with many of the world's leading market-research agencies, media agencies and corporations. Toluna's survey research has informed stories in the Financial Times, Advertising Age and Time Magazine.

Toluna pioneered a one-of-a-kind approach to recruiting and engaging members through Toluna.com, its online social voting community. Recently the company launched SmartSelect™, a sophisticated respondent selection methodology for assuring sample representativeness and increasing response accuracy.

Toluna provides the industry's leading survey technology suite, enabling hundreds of organisations worldwide to create online and mobile surveys, manage panels and build their own online communities. Toluna products include PanelPortal™ Online Communities and Toluna QuickSurveys™.