



# *Global @dvisor*

## Tracking Global Happiness

These are the findings of the *Global @dvisor* Wave 52 (G@52),  
an Ipsos survey conducted between December 3<sup>rd</sup> to December 17<sup>th</sup>, 2013



# Analytic Components

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- There is one analytic component that makes up the findings of this monthly report. Each analysis comes from tracked questions dealing with:
  1. **Taking All Things Together, Citizen Consumers Who Are Happy**

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

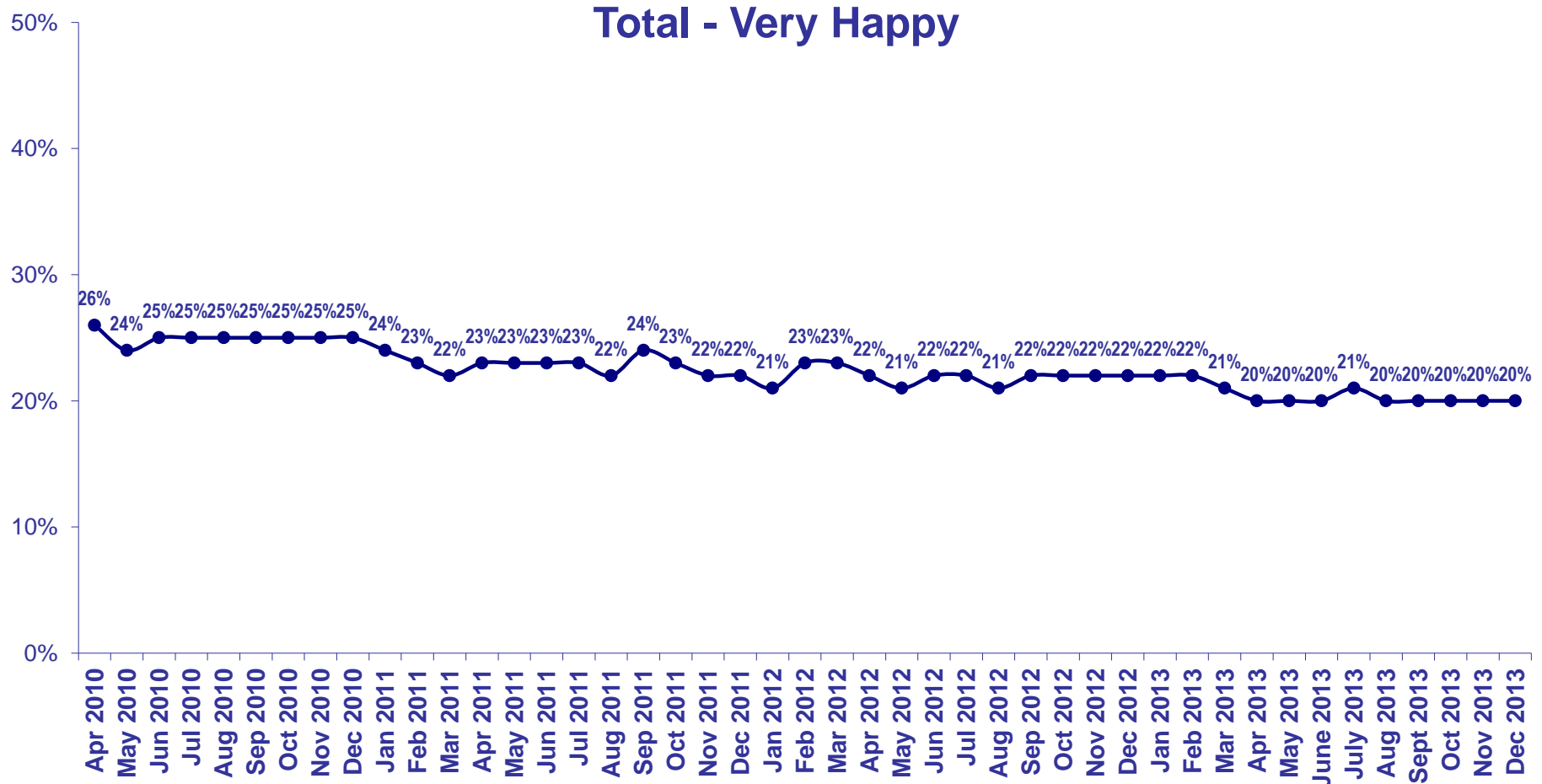
# Methodology

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- These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@52” wave between December 4-18, 2013.
- The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system.
- For the results of the survey presented herein, an international sample of 18,153 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations.
- In countries where internet penetration is approximately 60% or higher, the data output is considered 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 its residents), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity. The samples in these countries are therefore considered reflective of the online populations in these countries and tend to be more urban and have higher levels of education and income than the general population.

# Global Average Tracked Global Citizens Assess Their State of Happiness

N/C

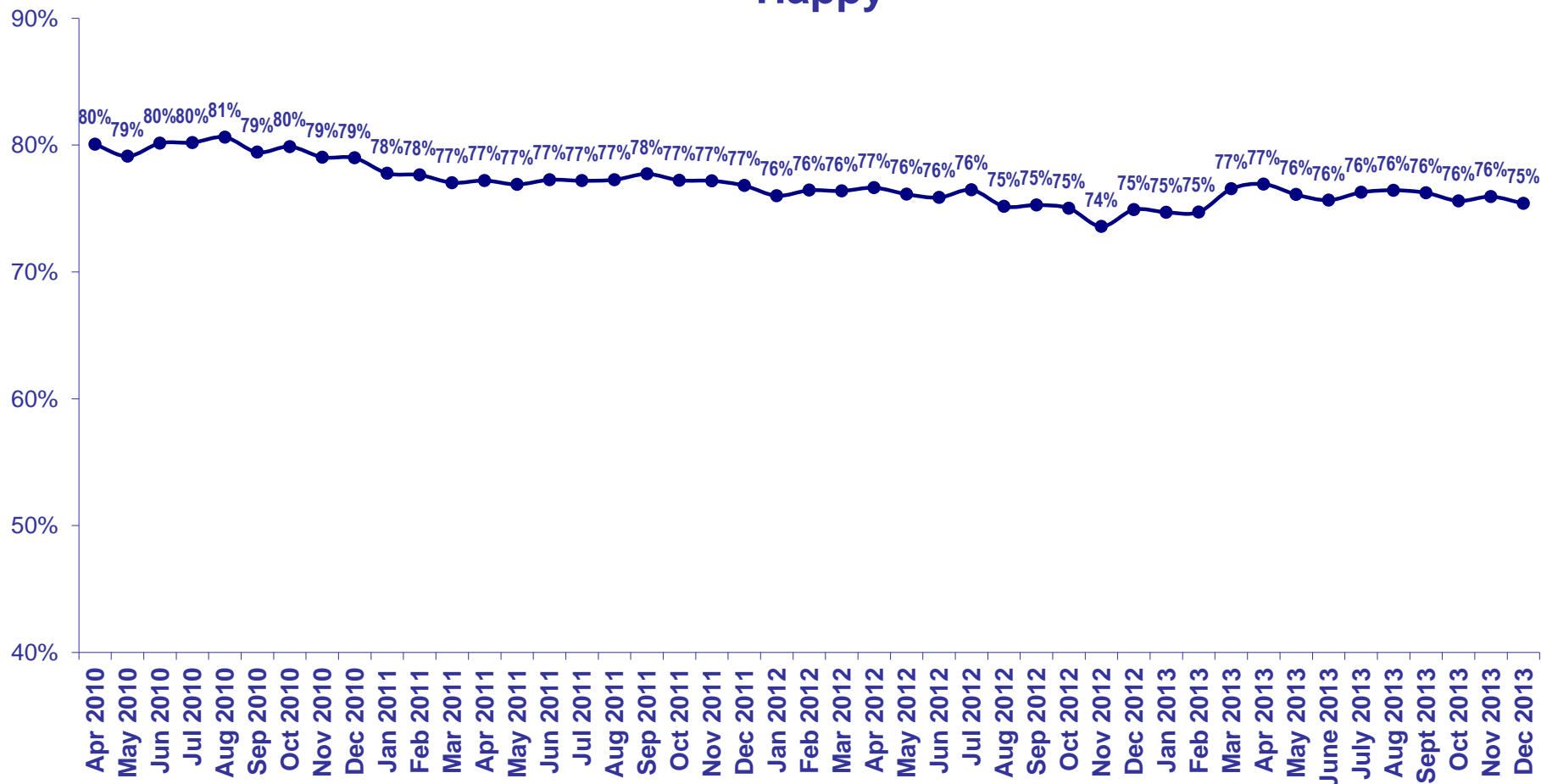


Taking all things together, would you say you are...

## Global Average Tracked Global Citizens Assess Their State of Happiness



### Total – Very + Somewhat Happy

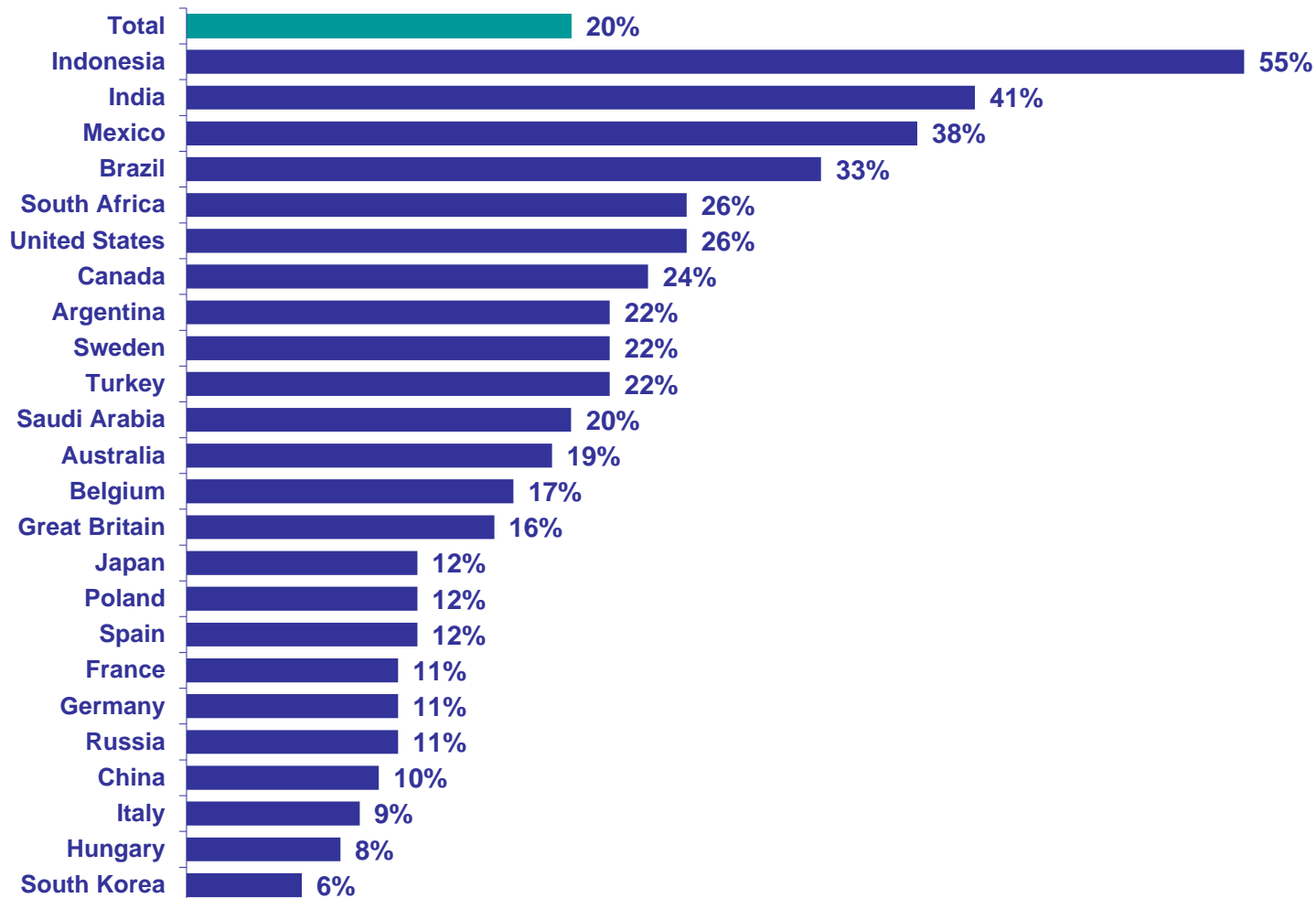


Taking all things together, would you say you are...

## All Countries

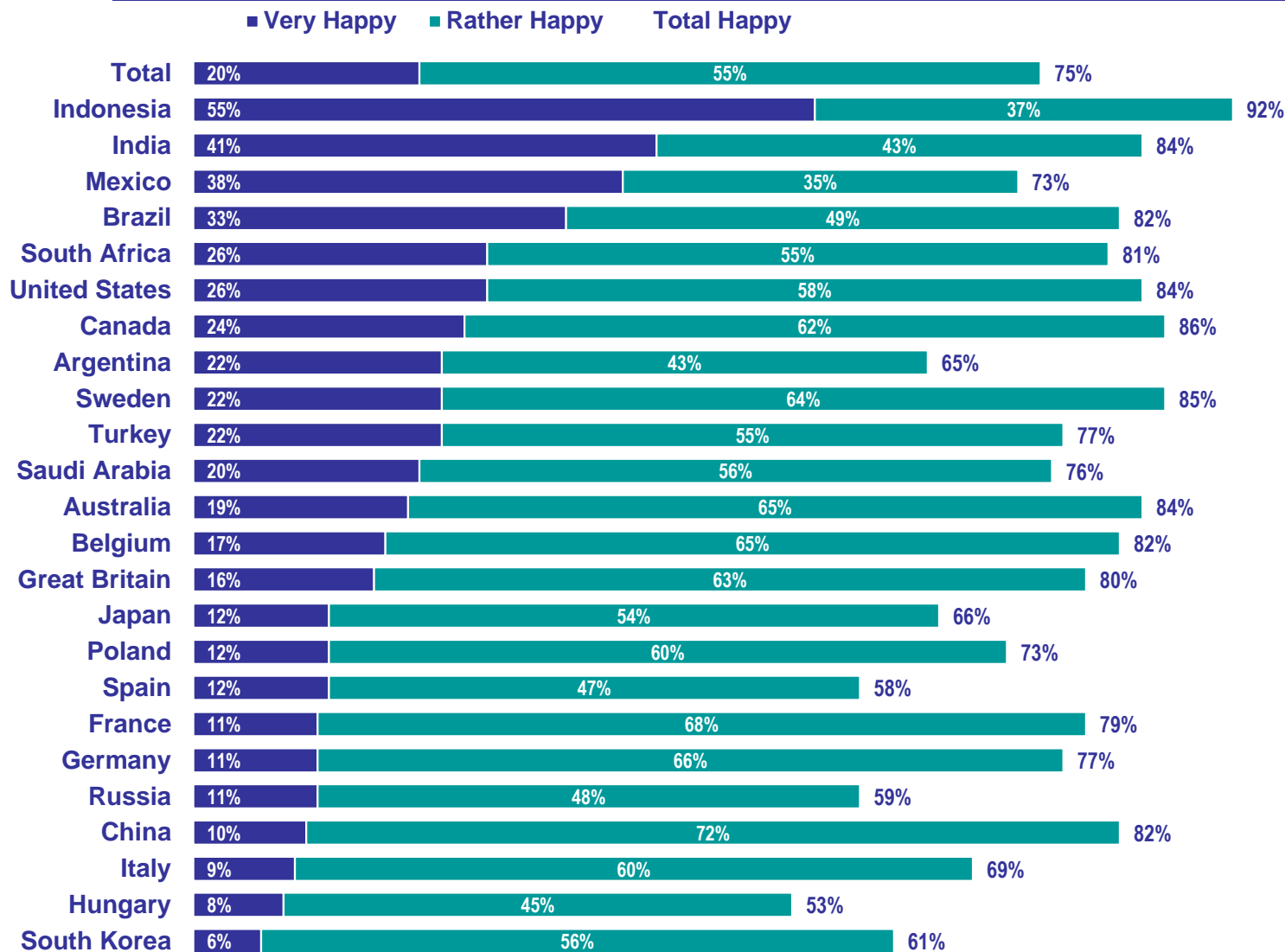
Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

### 'Very Happy'



# Countries

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?





# *Global @dvisor*

## Country by Country

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?





# Argentina – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

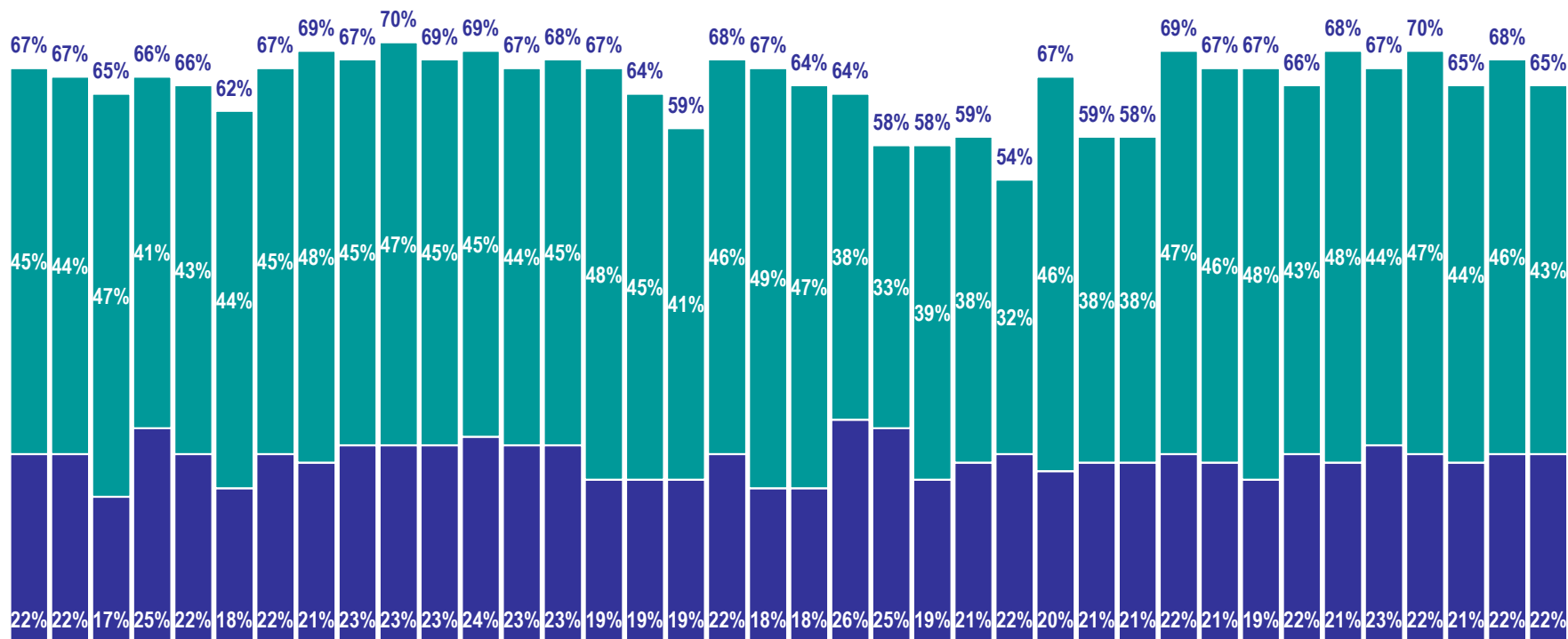


## Argentina

Total Happy

■ Rather happy

■ Very happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sept 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

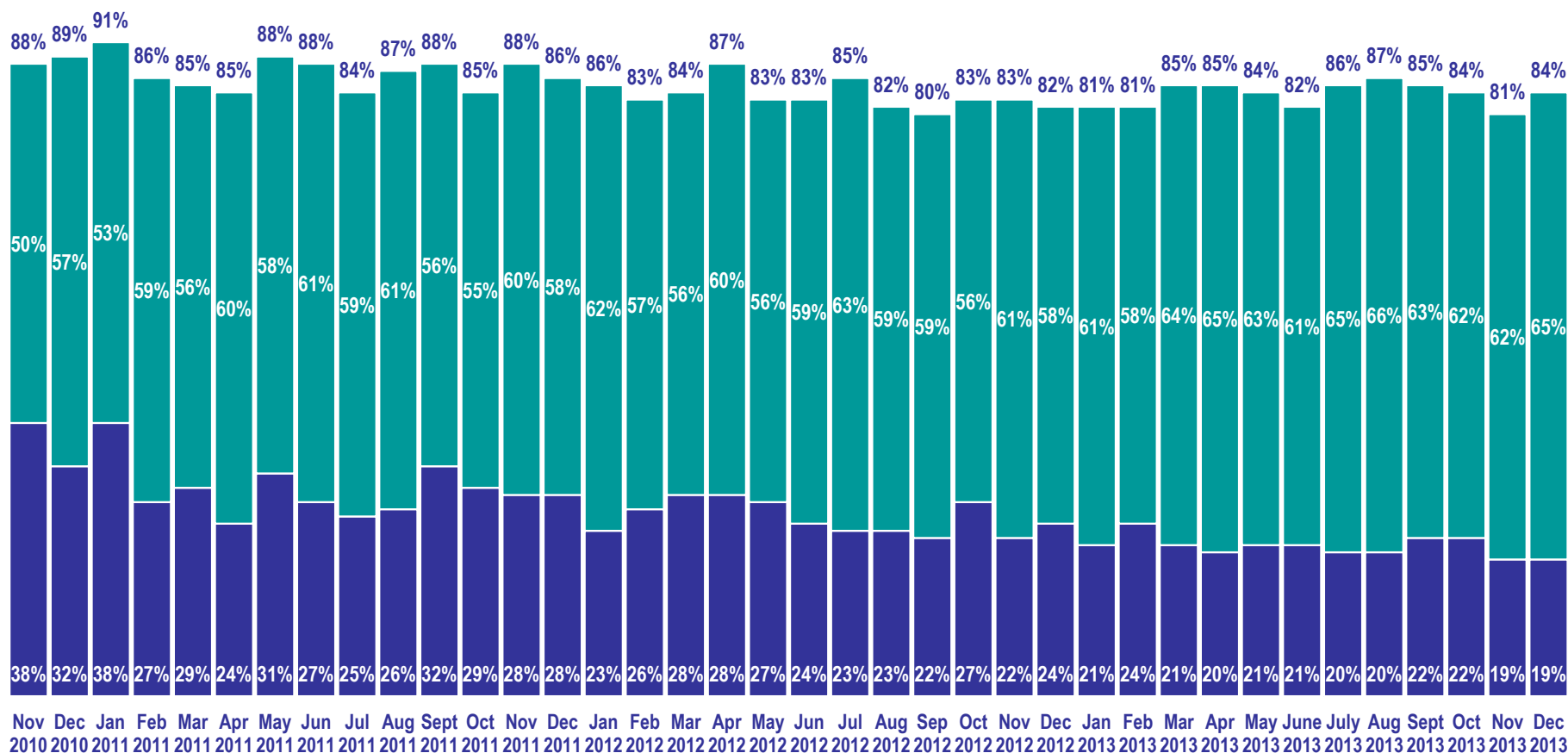
# Australia – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

▲ 3

## Australia

Total Happy  
■ Rather happy  
■ Very happy

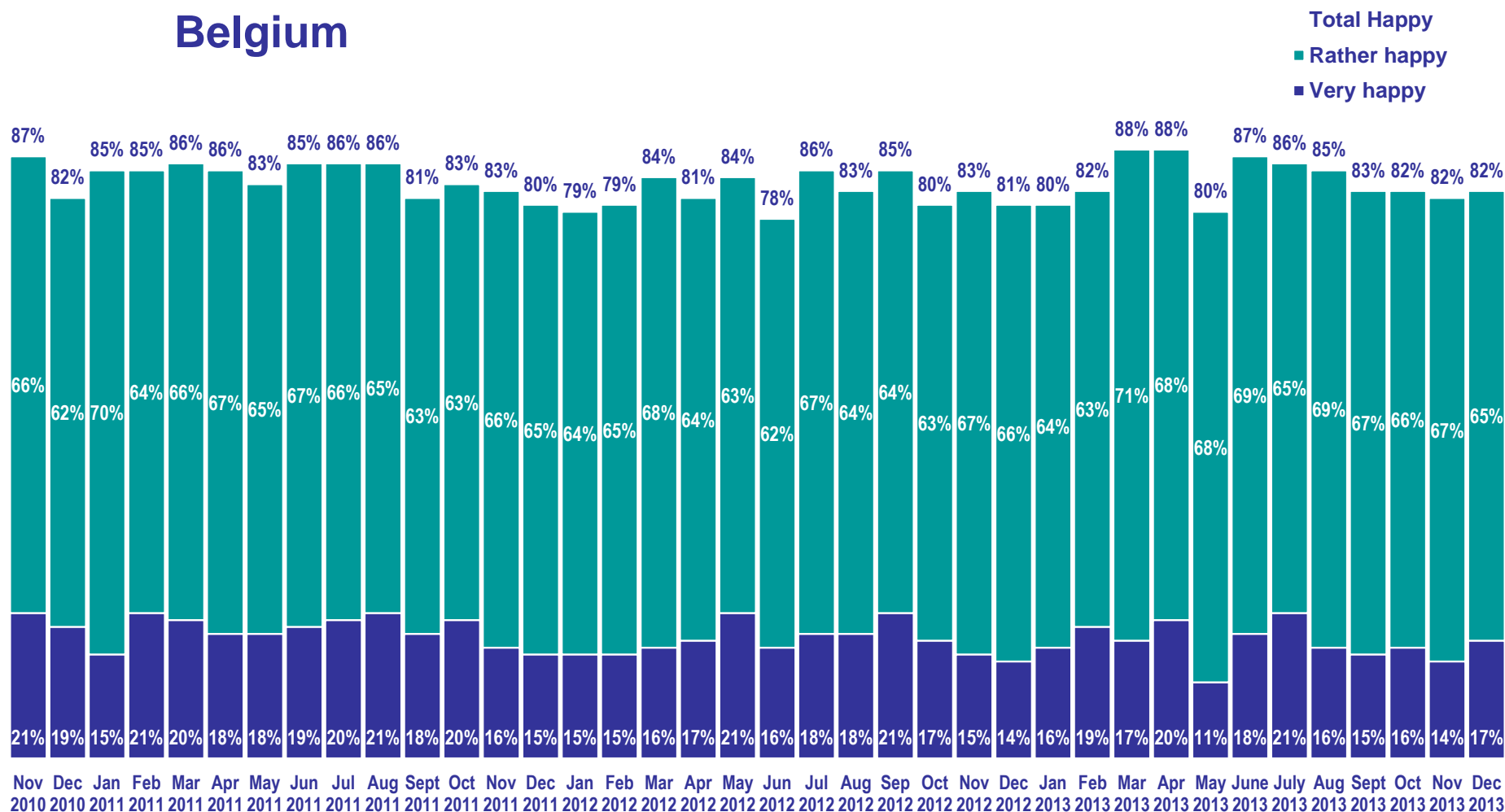


# Belgium – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

## Belgium



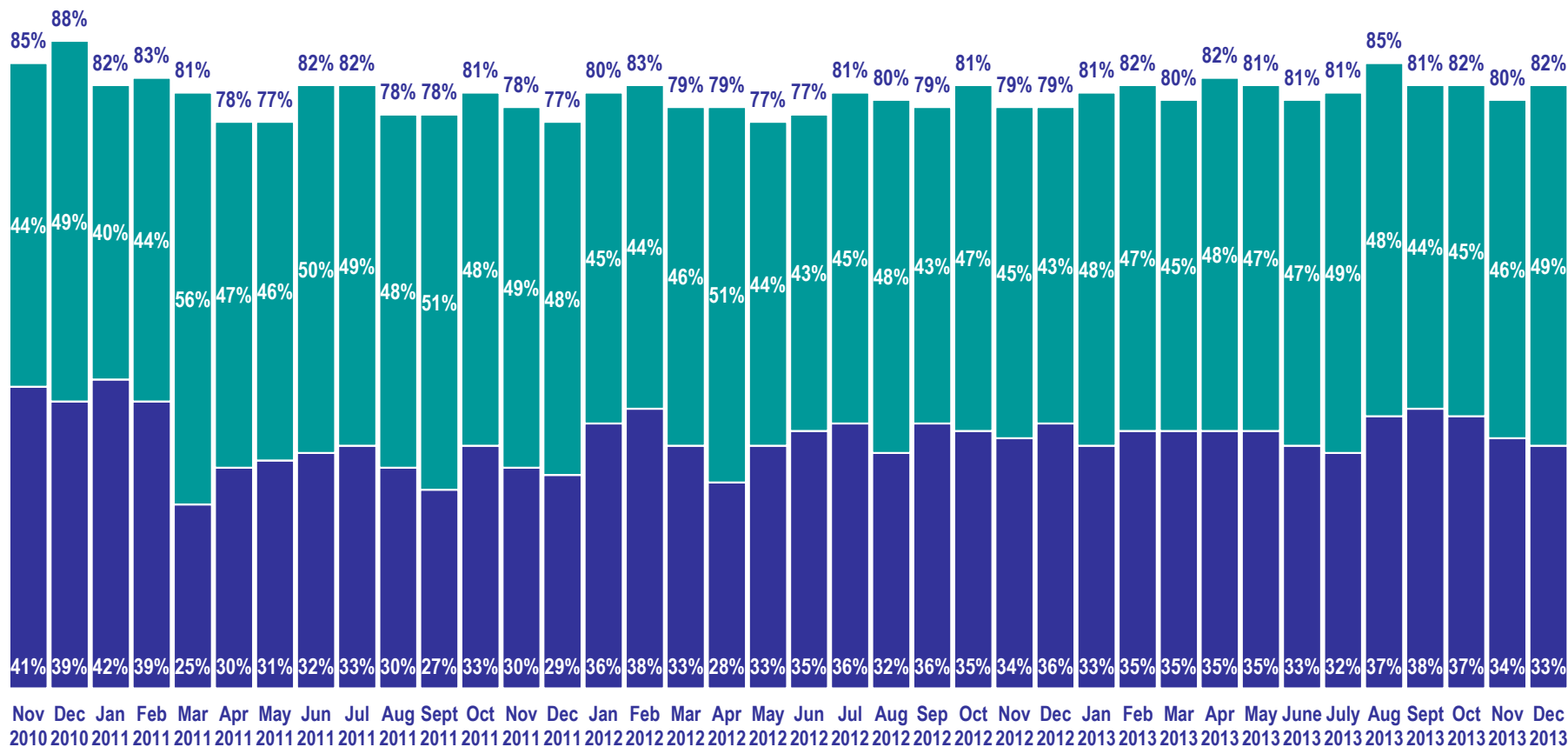
# Brazil – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

▲ 2

## Brazil

Total Happy  
■ Rather happy  
■ Very happy



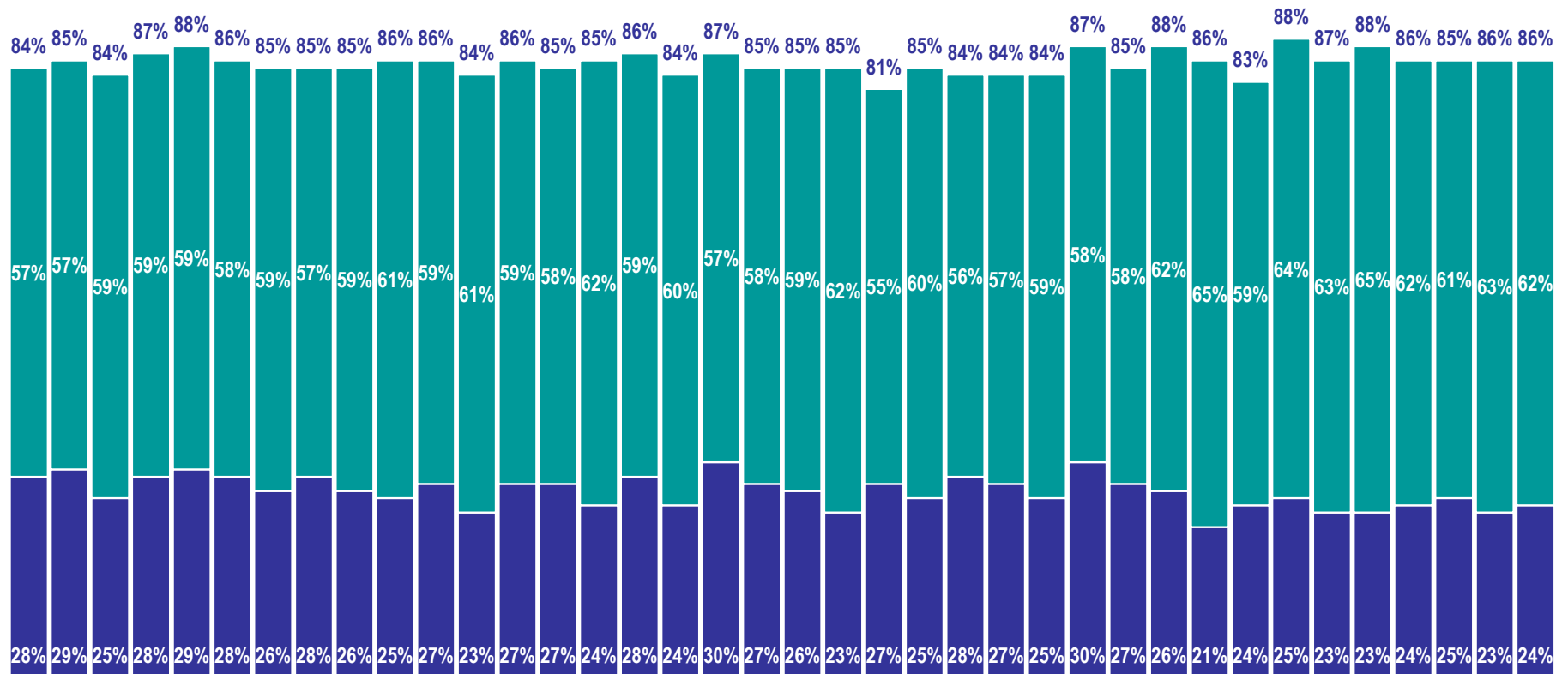
# Canada – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

## Canada

Total Happy  
■ Rather happy  
■ Very happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sept 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

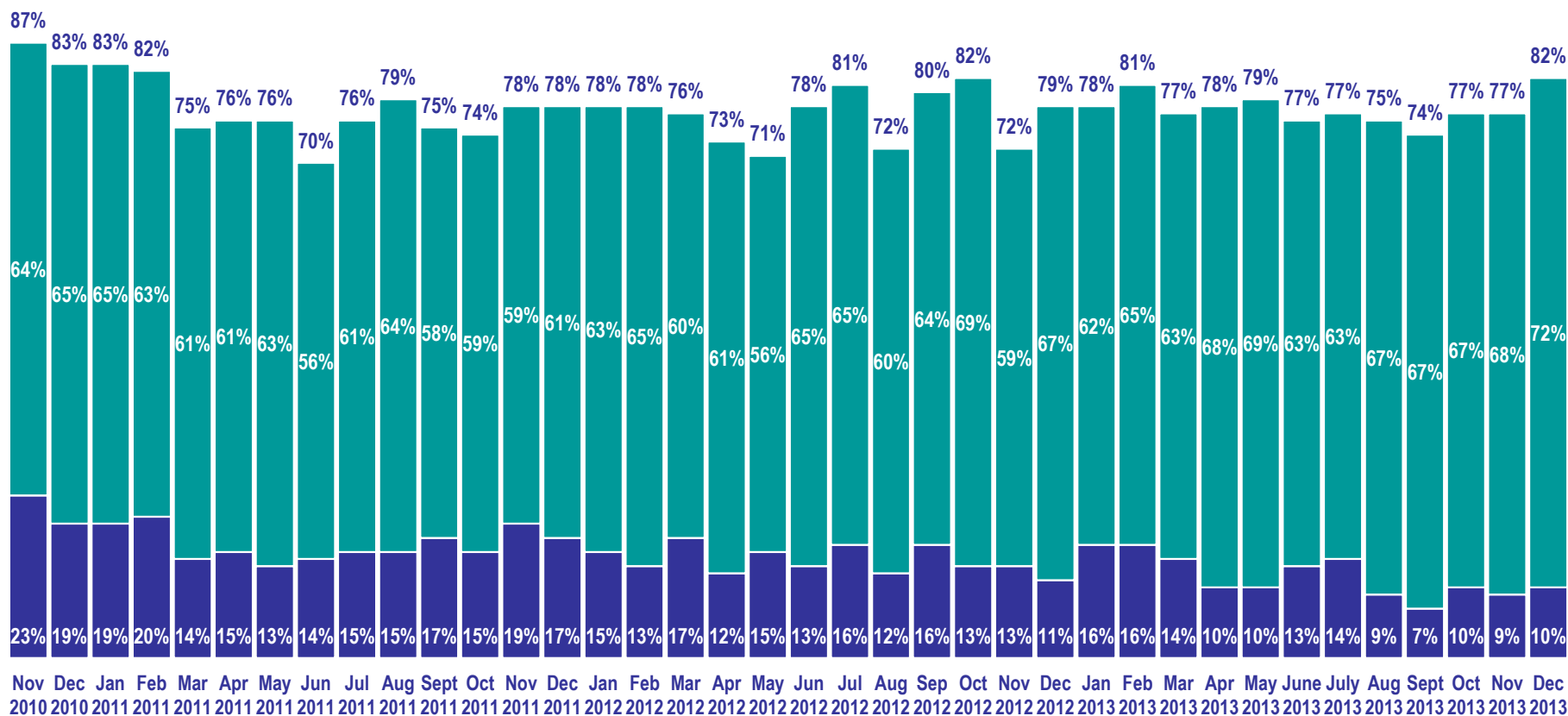
# China – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

▲5

## China

Total Happy  
■ Rather happy  
■ Very happy



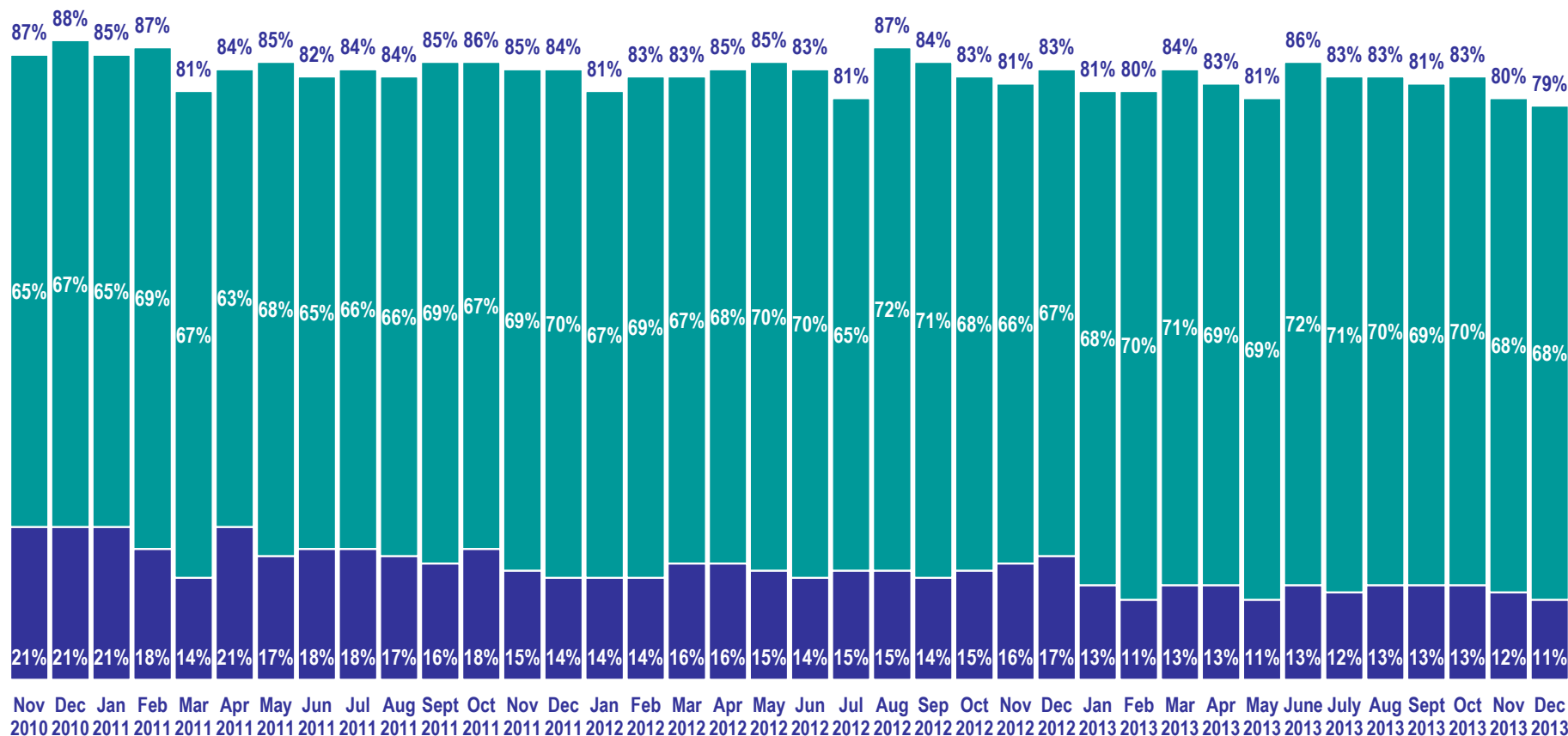
# France – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## France

Total Happy  
 ■ Rather happy  
 ■ Very happy



# Germany – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

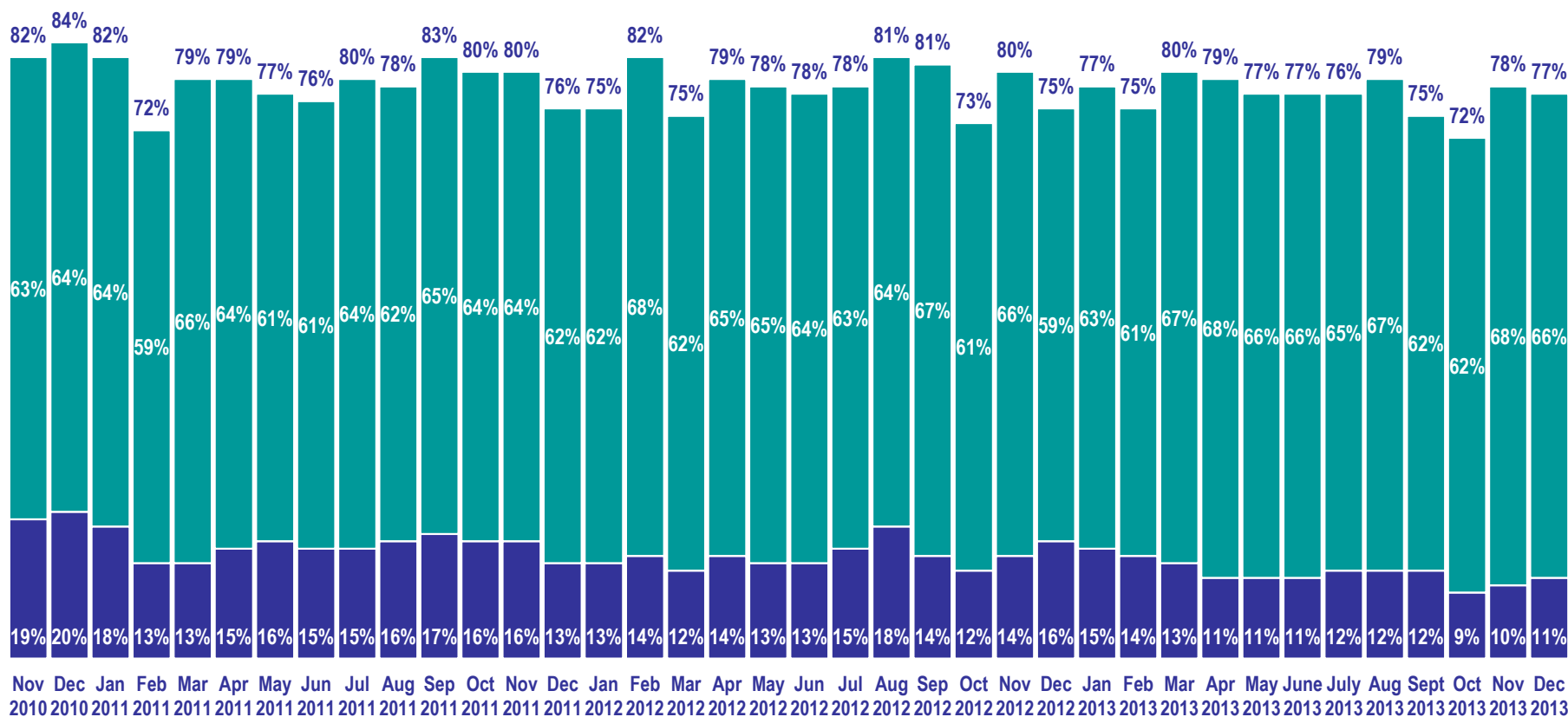


## Germany

Total Happy

■ Rather happy

■ Very happy





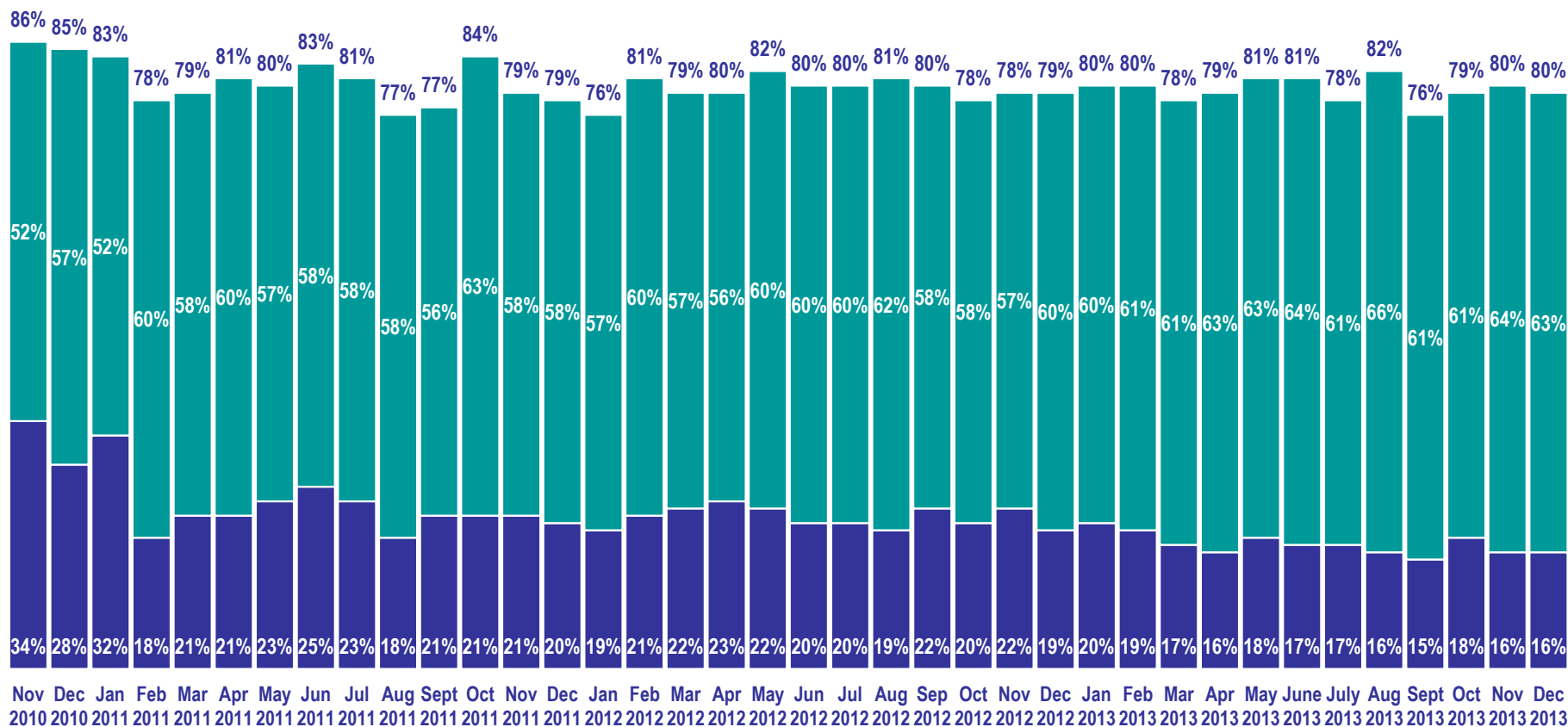
# Great Britain – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

## Great Britain

Total Happy  
■ Rather happy  
■ Very happy



# Hungary – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

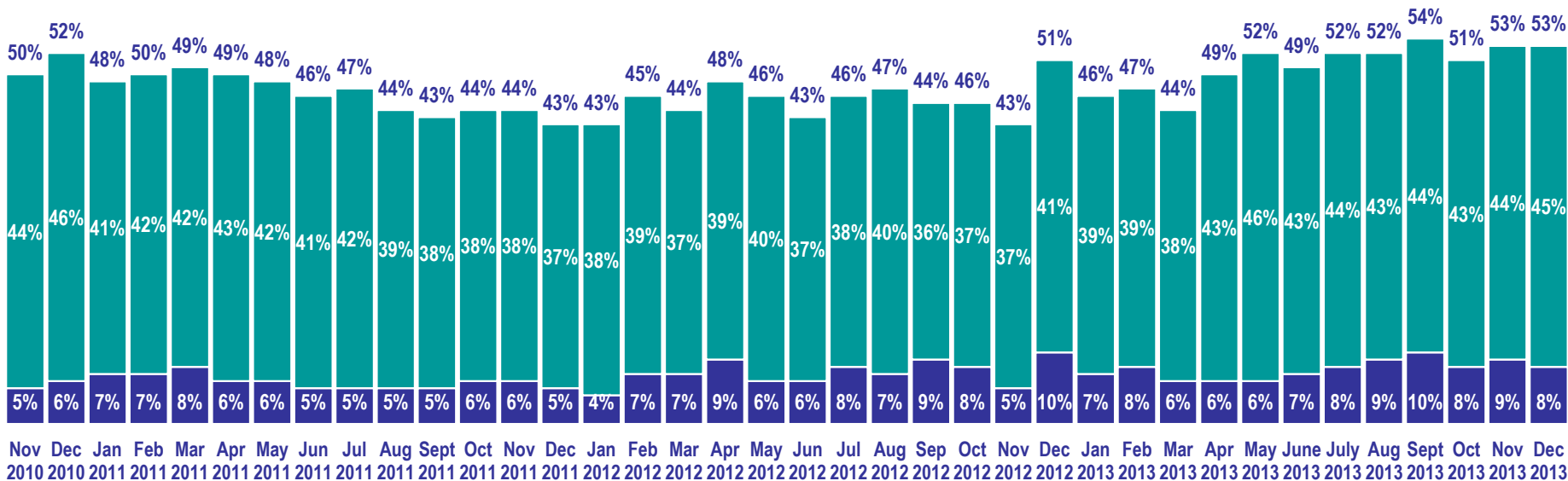
N/C

## Hungary

Total Happy

■ Rather happy

■ Very happy



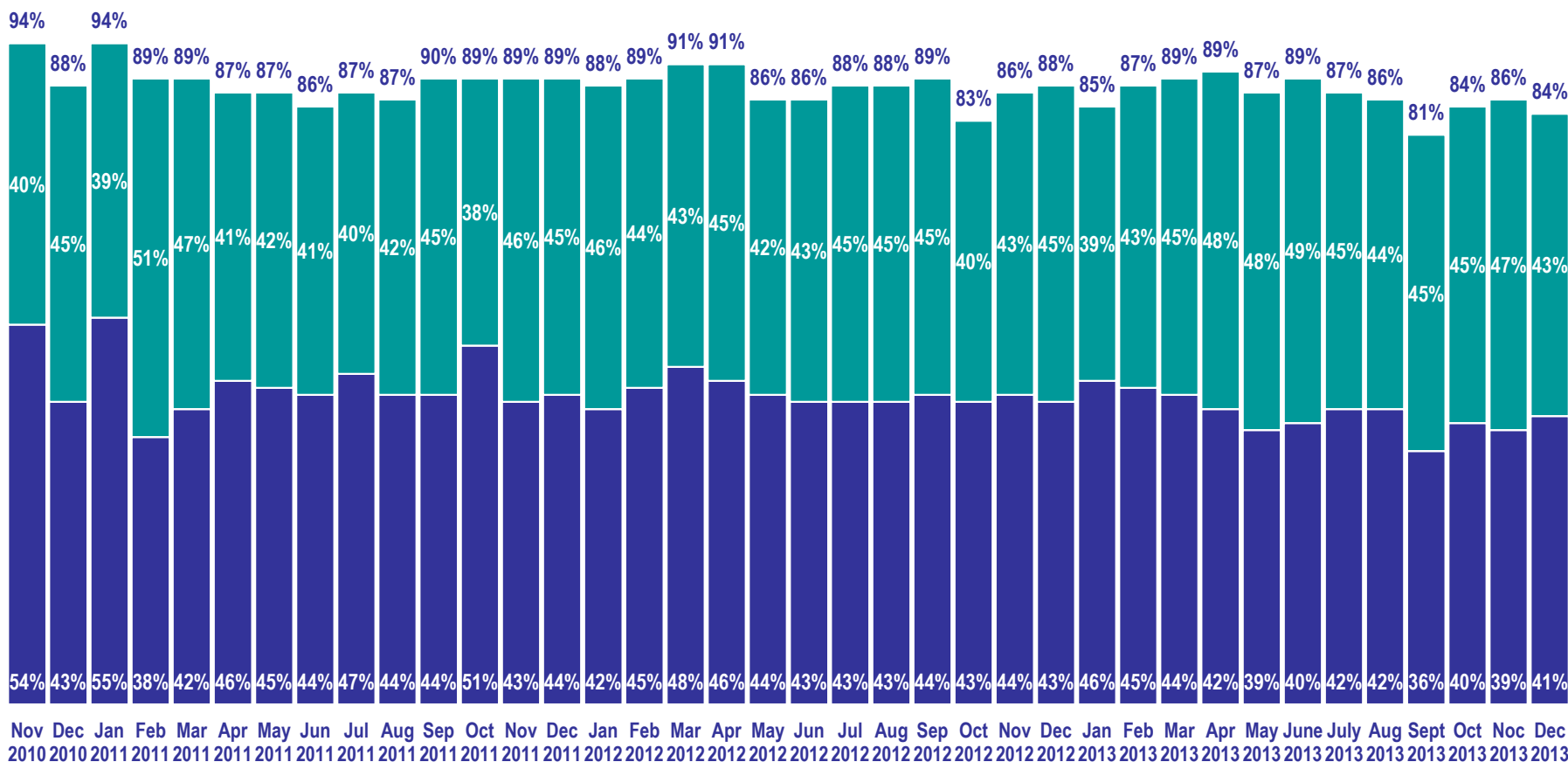
# India – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## India

Total Happy  
 ■ Rather happy  
 ■ Very happy



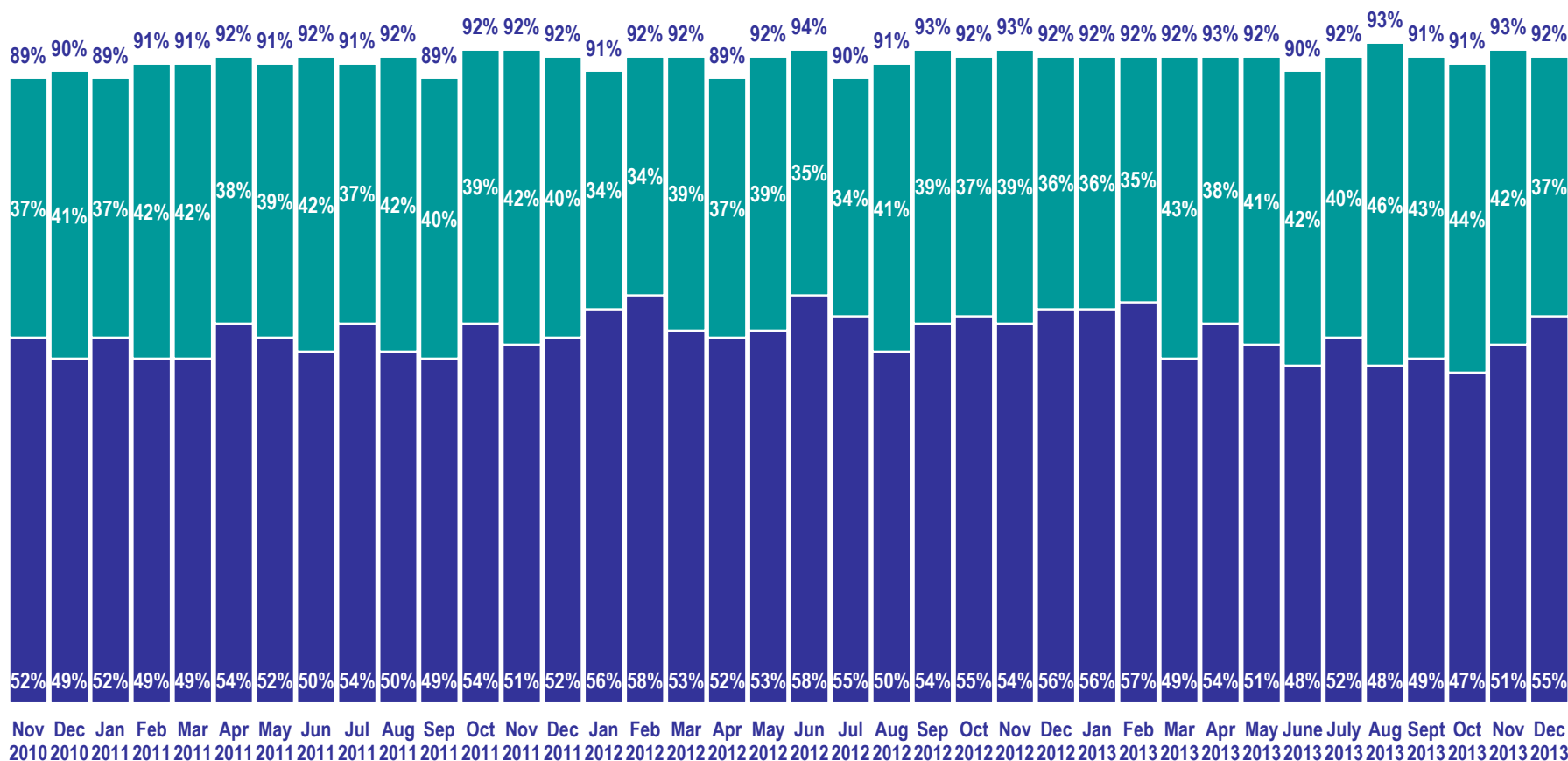
# Indonesia – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Indonesia

Total Happy  
■ Rather happy  
■ Very happy



# Italy – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

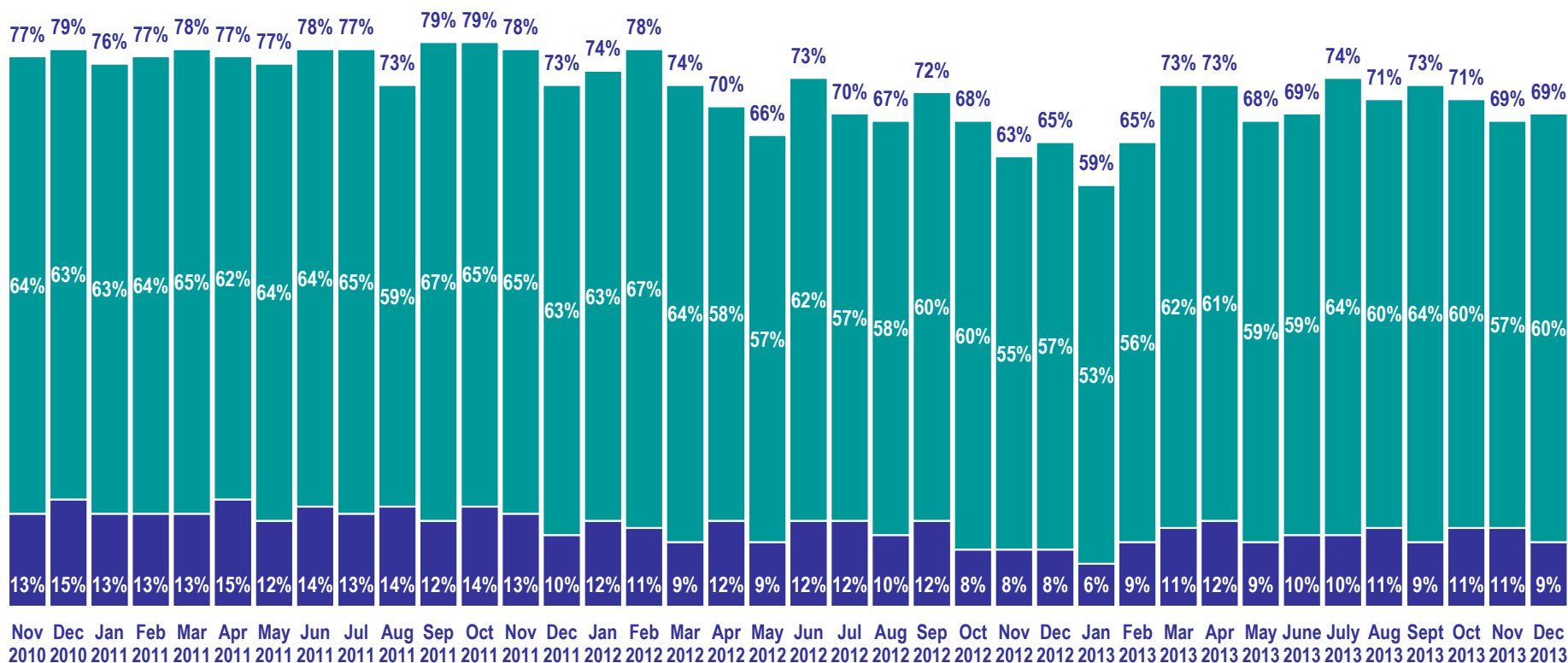
N/C

## Italy

Total Happy

■ Rather happy

■ Very happy



# Japan – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

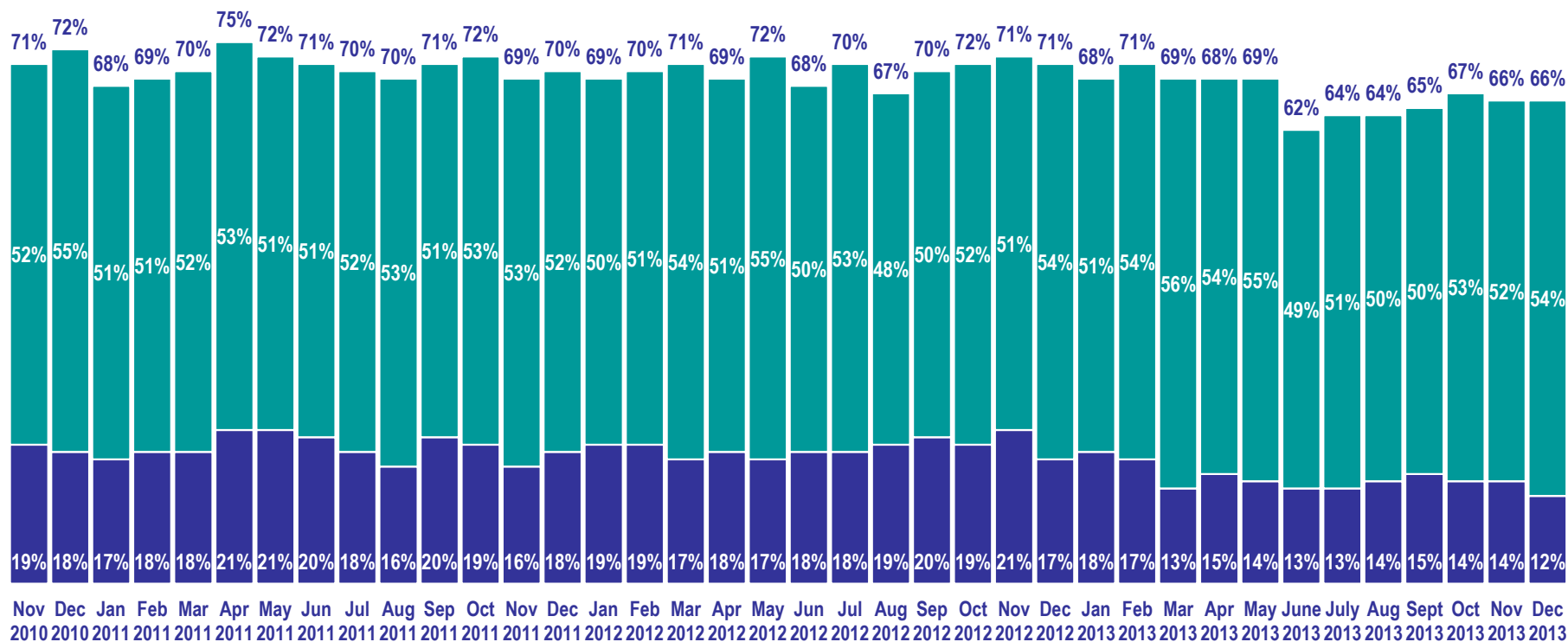
N/C

## Japan

Total Happy

■ Rather happy

■ Very happy



# Mexico – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

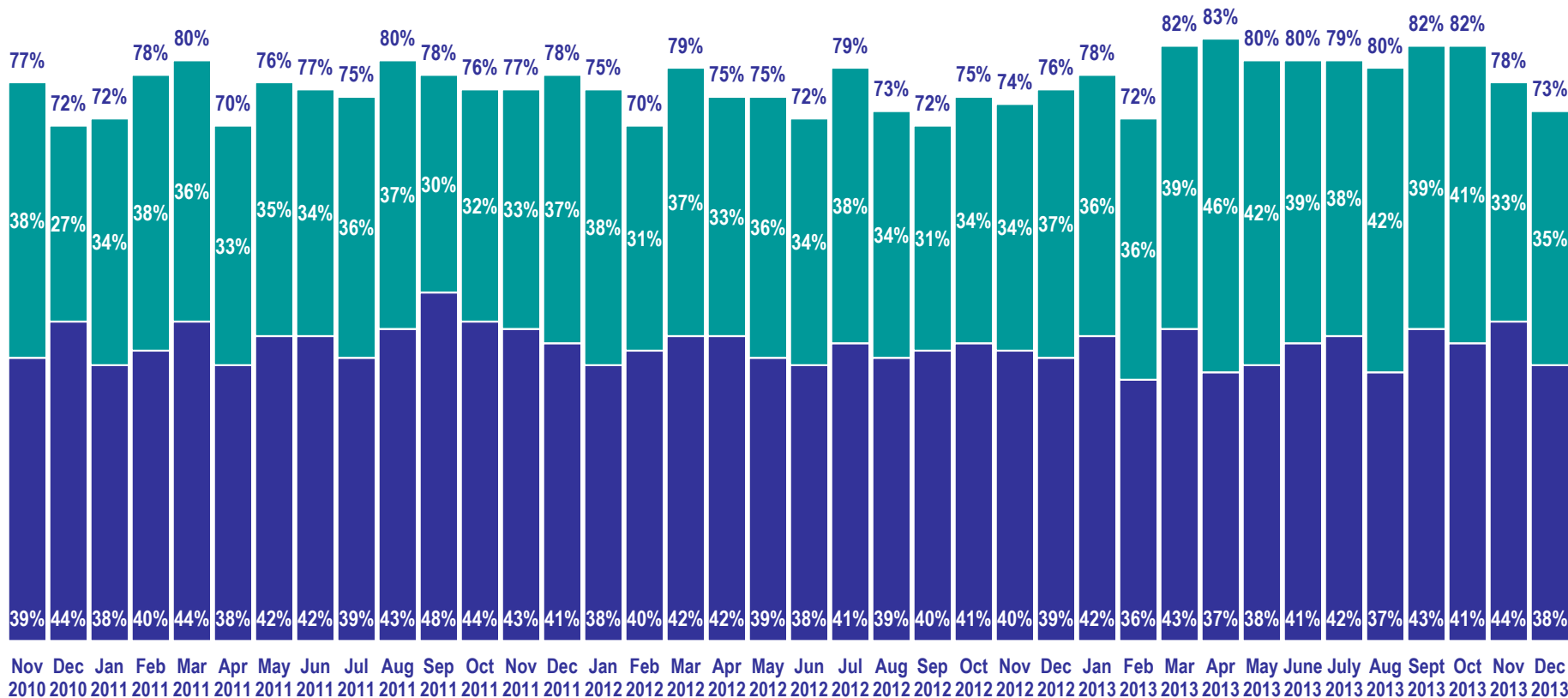


## Mexico

Total Happy

Rather happy

Very happy



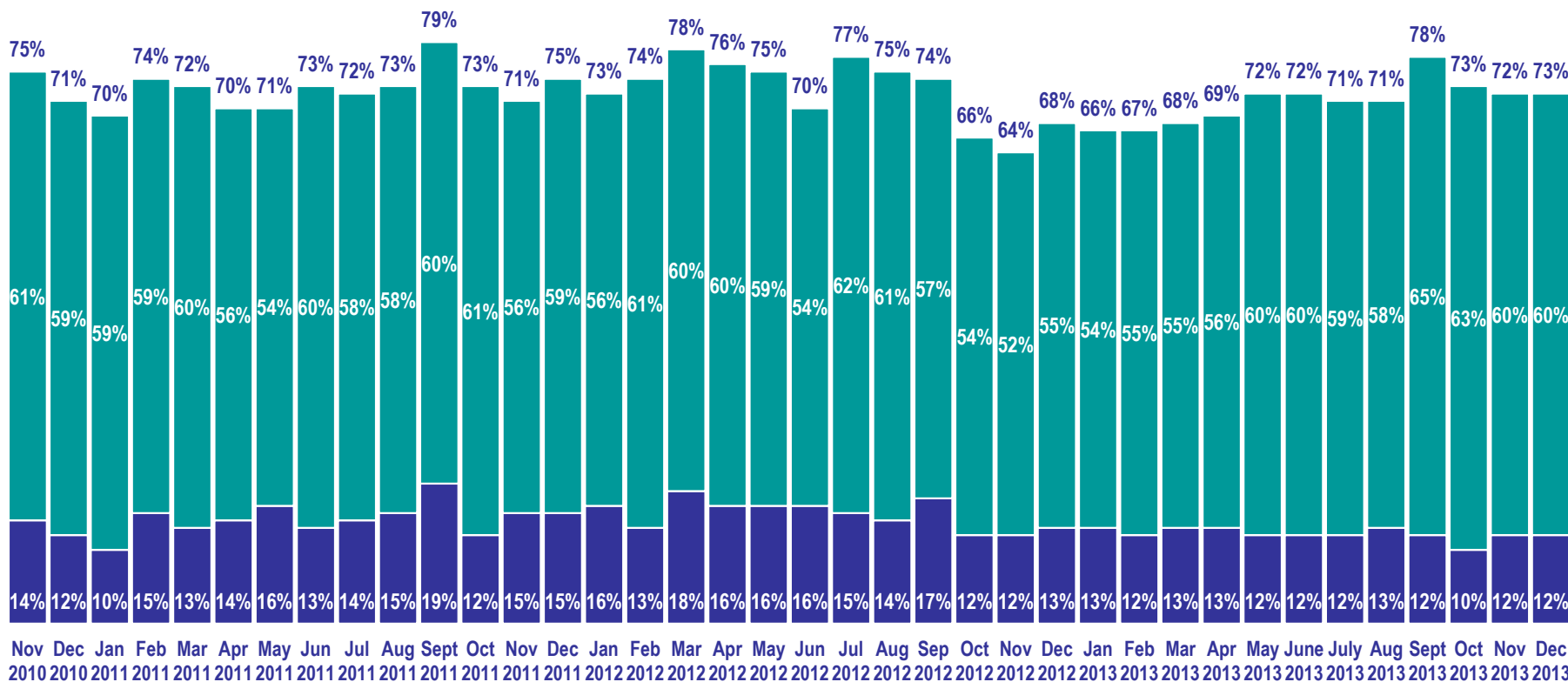
# Poland – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Poland

Total Happy  
■ Rather happy  
■ Very happy





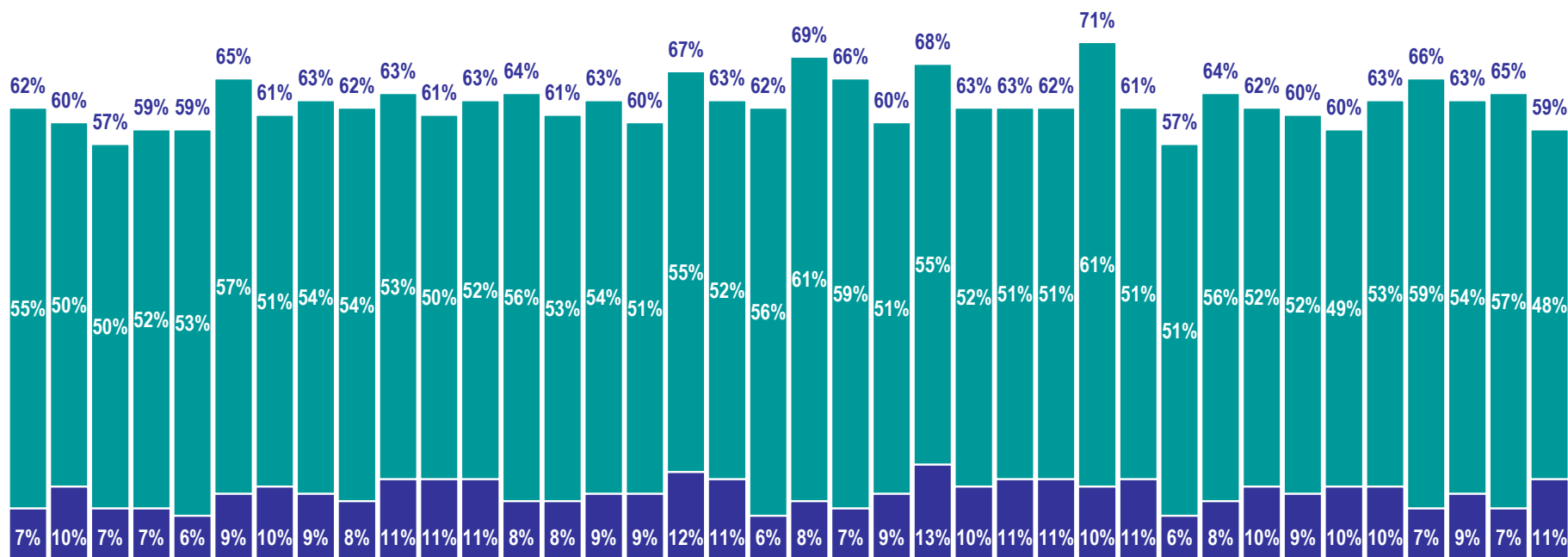
# Russia – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

▼ 6

## Russia

Total Happy  
■ Rather happy  
■ Very happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sep 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

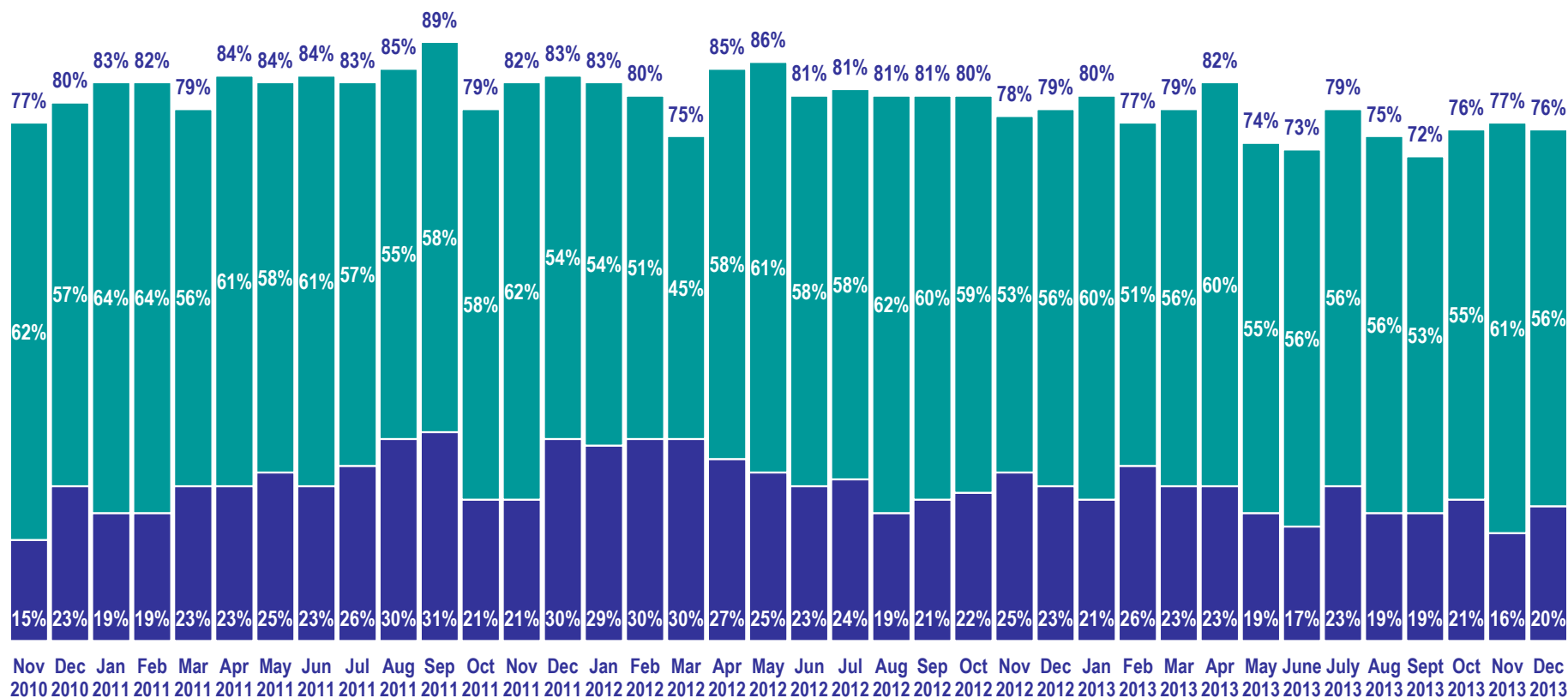
# Saudi Arabia – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Saudi Arabia

Total Happy  
■ Rather happy  
■ Very happy



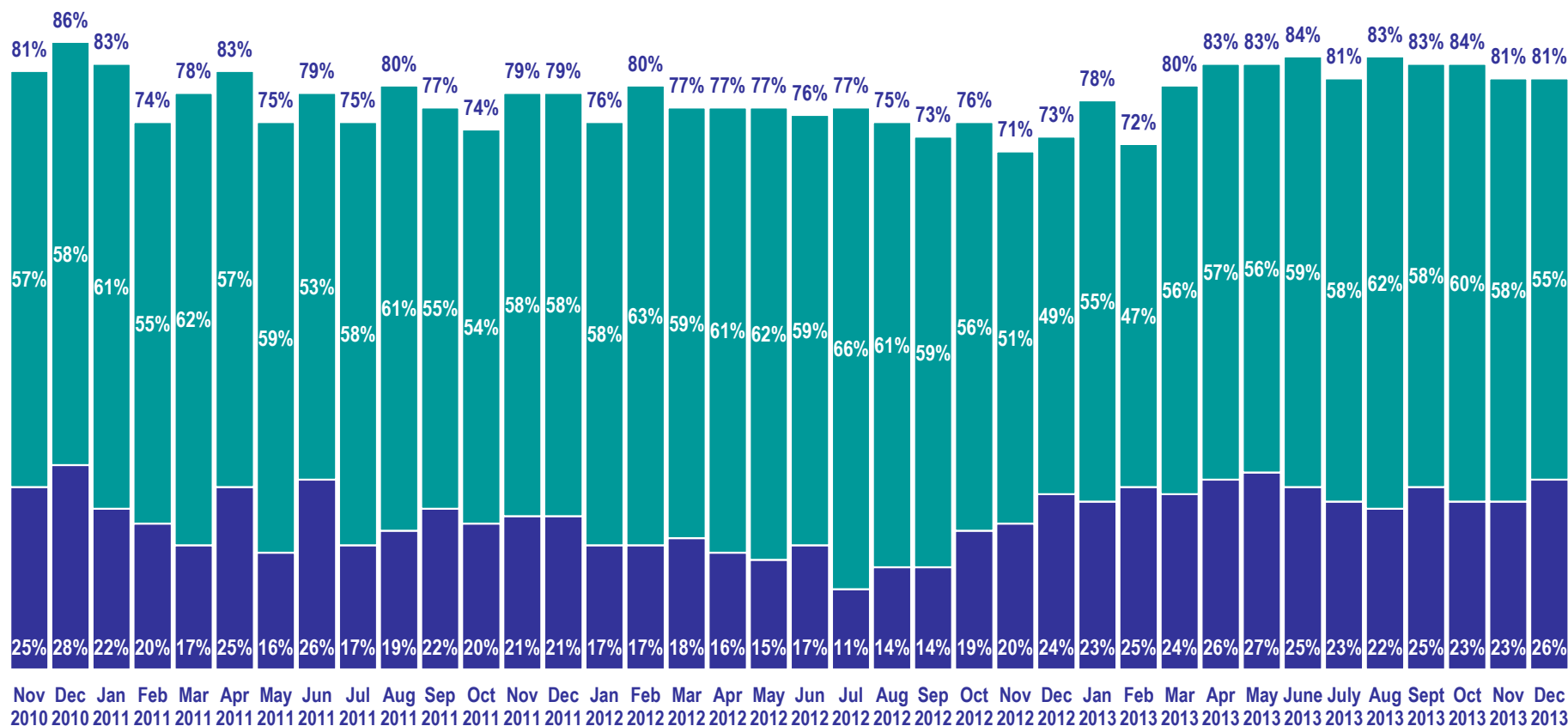
# South Africa – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

## South Africa

Total Happy  
■ Rather happy  
■ Very happy



# South Korea – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## South Korea

Total Happy  
 ■ Rather happy  
 ■ Very happy



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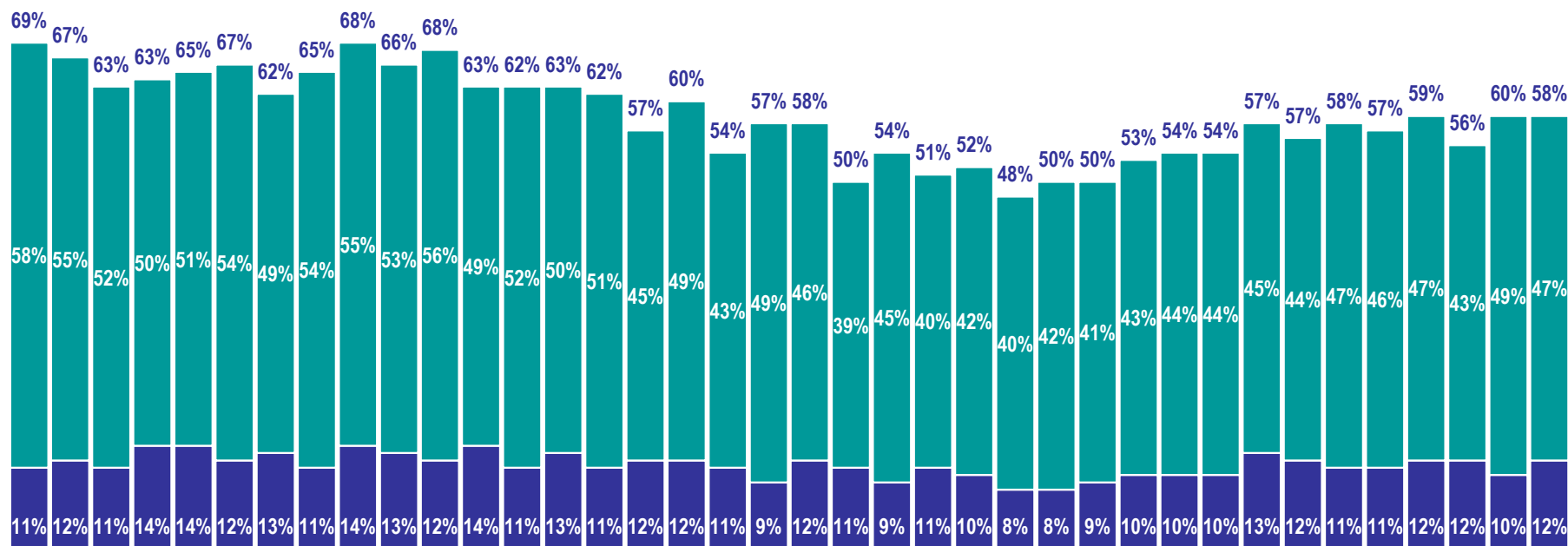
# Spain – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Spain

Total Happy  
 ■ Rather happy  
 ■ Very happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sep 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

# Sweden – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

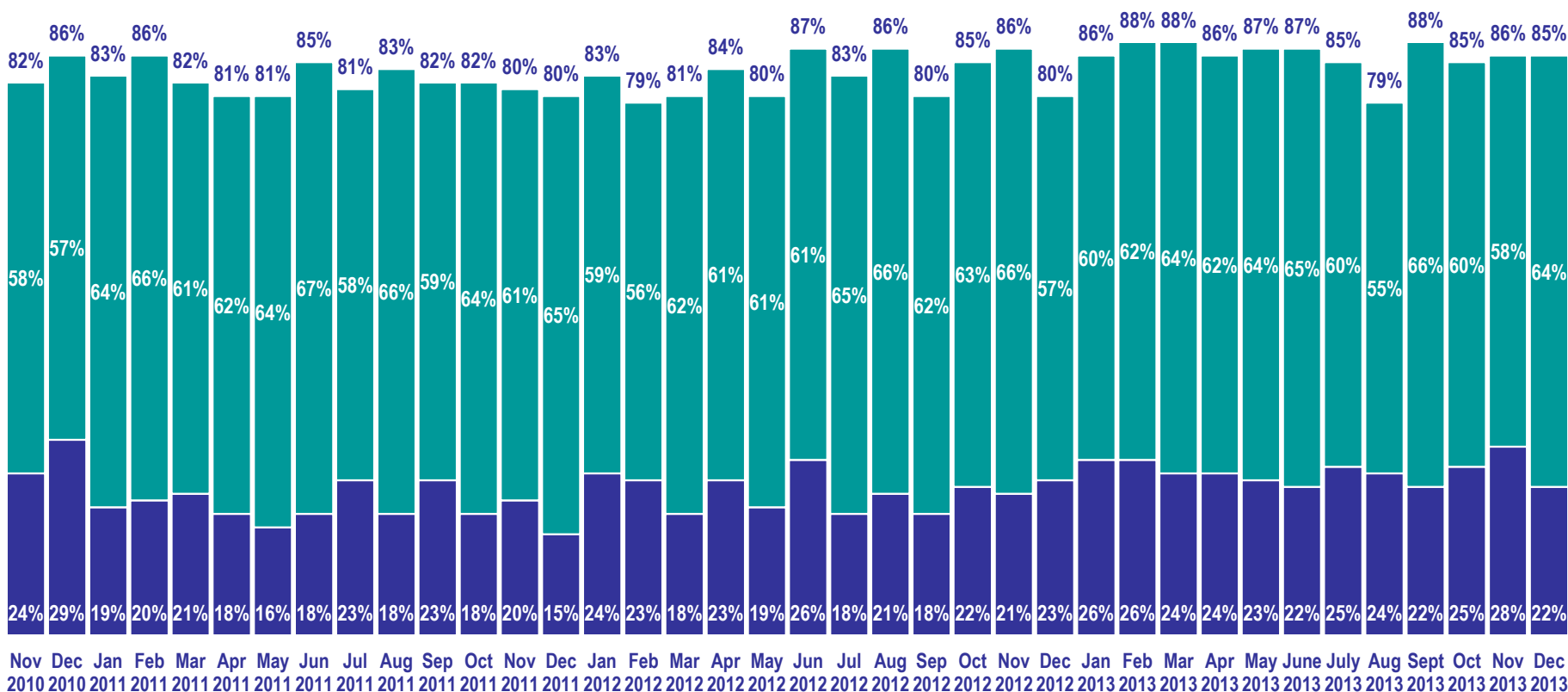


## Sweden

Total Happy

■ Rather happy

■ Very happy



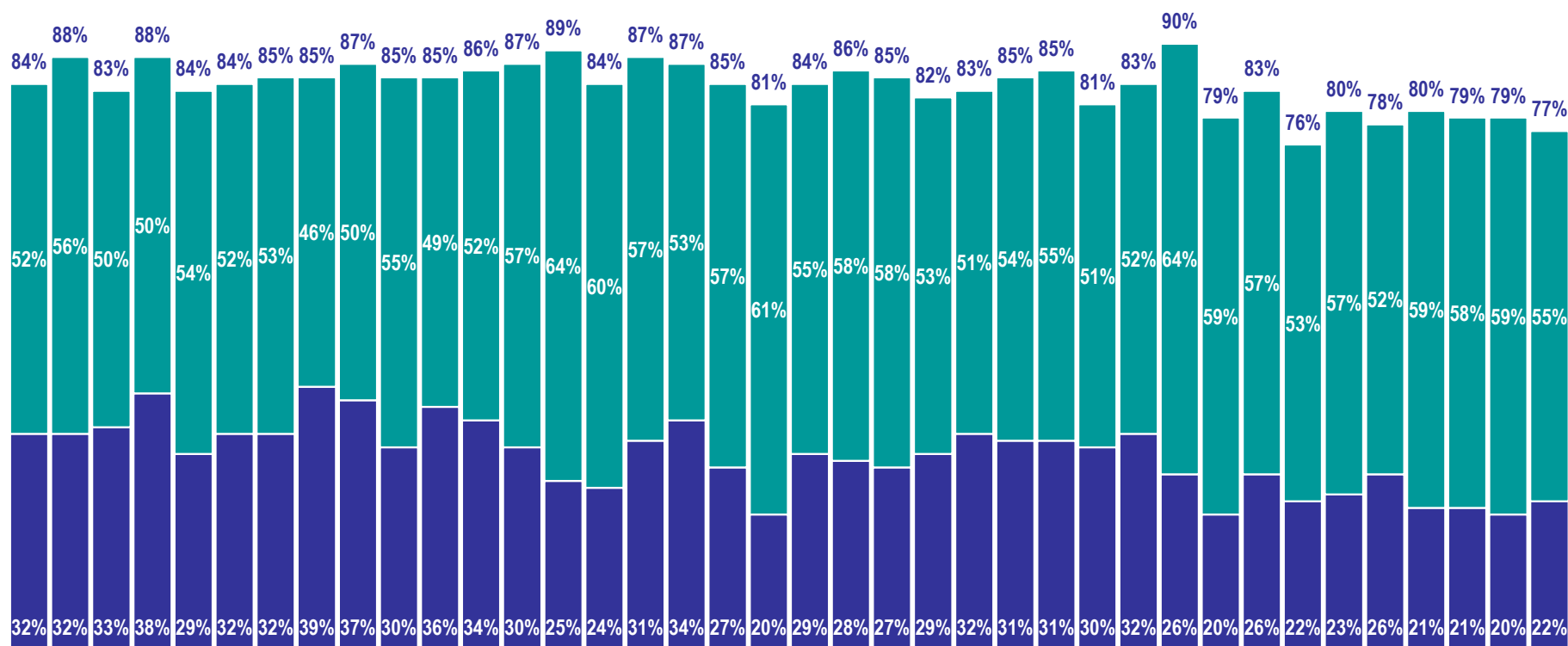
# Turkey – Tracking

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Turkey

Total Happy  
■ Rather happy  
■ Very happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sep 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

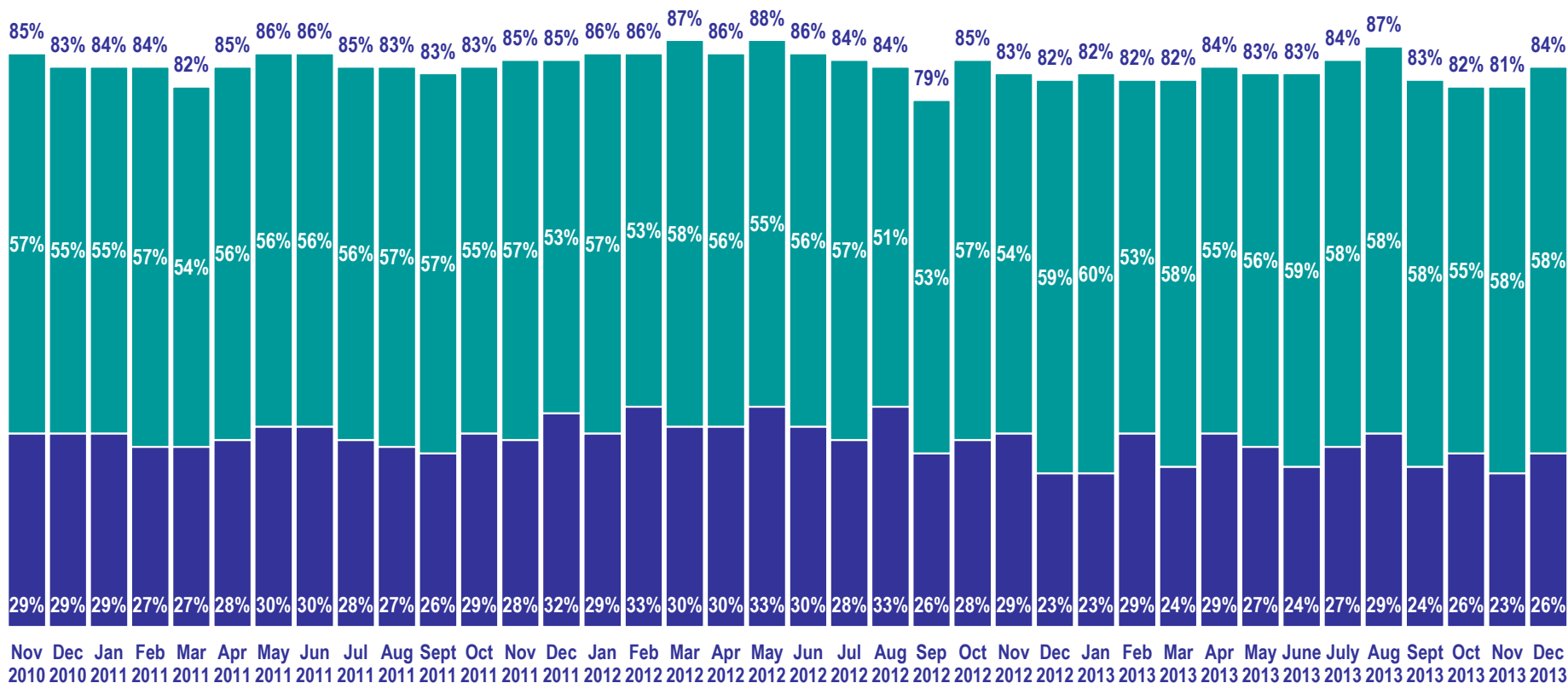
# United States

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

▲ 3

## United States

Total Happy  
■ Rather happy  
■ Very happy





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# Regions

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

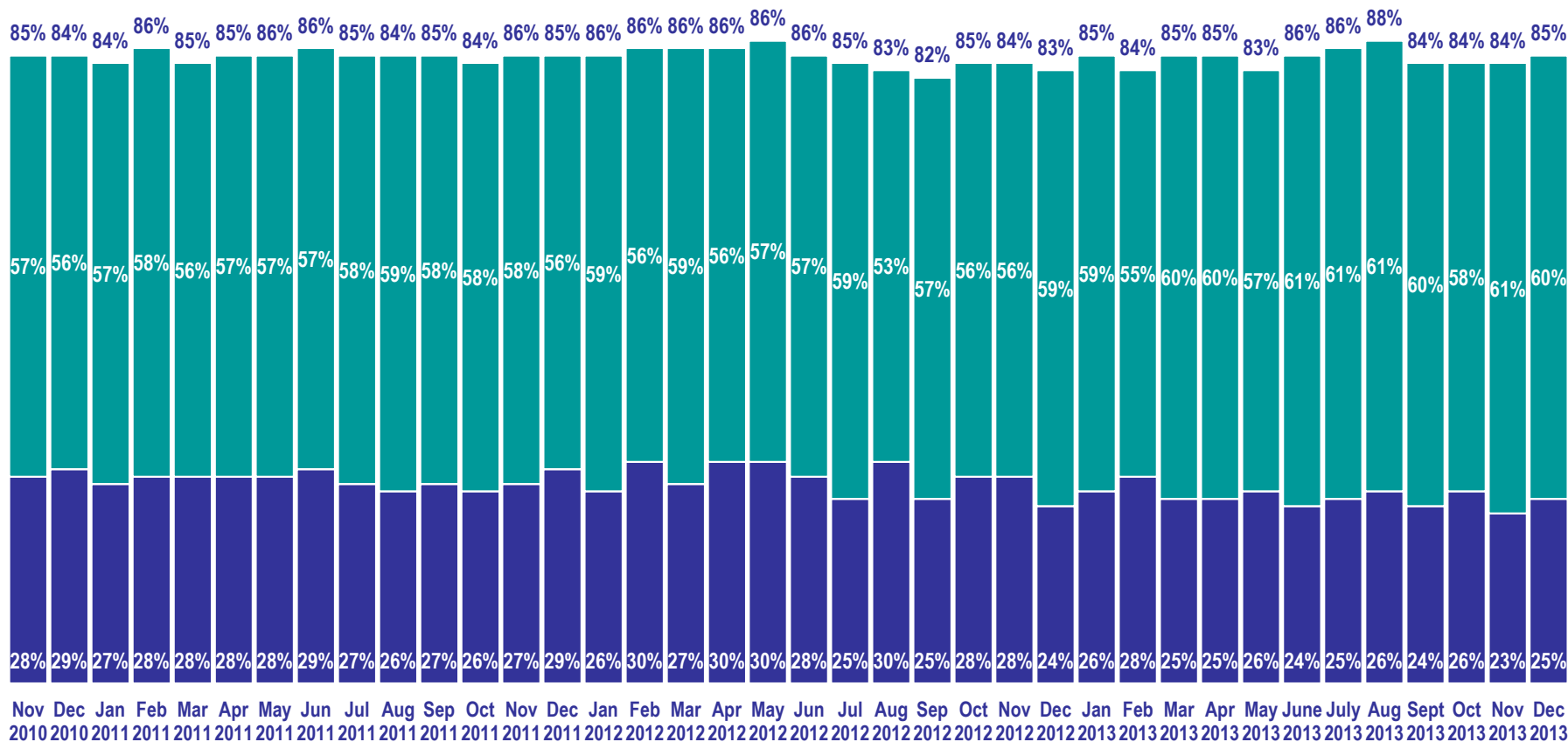
## (Canada, United States)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



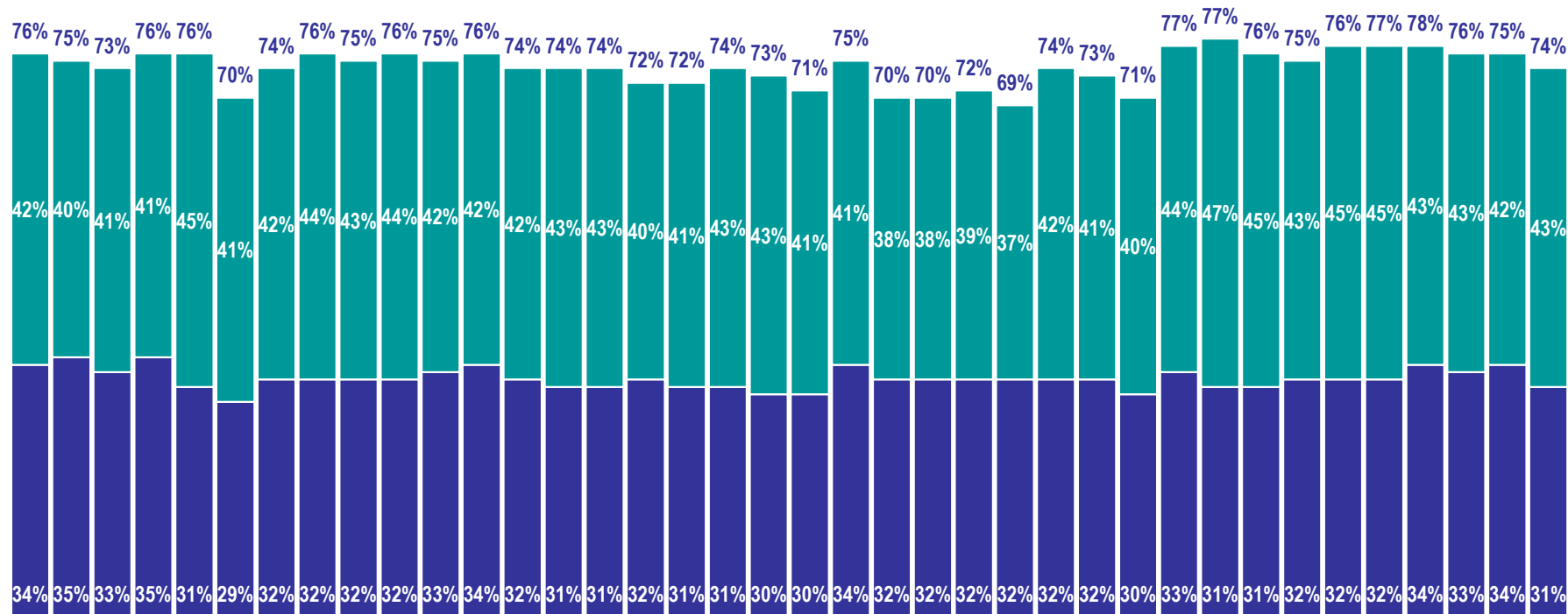
### North America

Total Happy  
 ■ Rather Happy  
 ■ Very Happy



## LATAM

Total Happy  
 ■ Rather Happy  
 ■ Very Happy



Nov 2010 Dec 2010 Jan 2011 Feb 2011 Mar 2011 Apr 2011 May 2011 Jun 2011 Jul 2011 Aug 2011 Sep 2011 Oct 2011 Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 2012 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012 Nov 2012 Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013

# EUROPE – Tracking

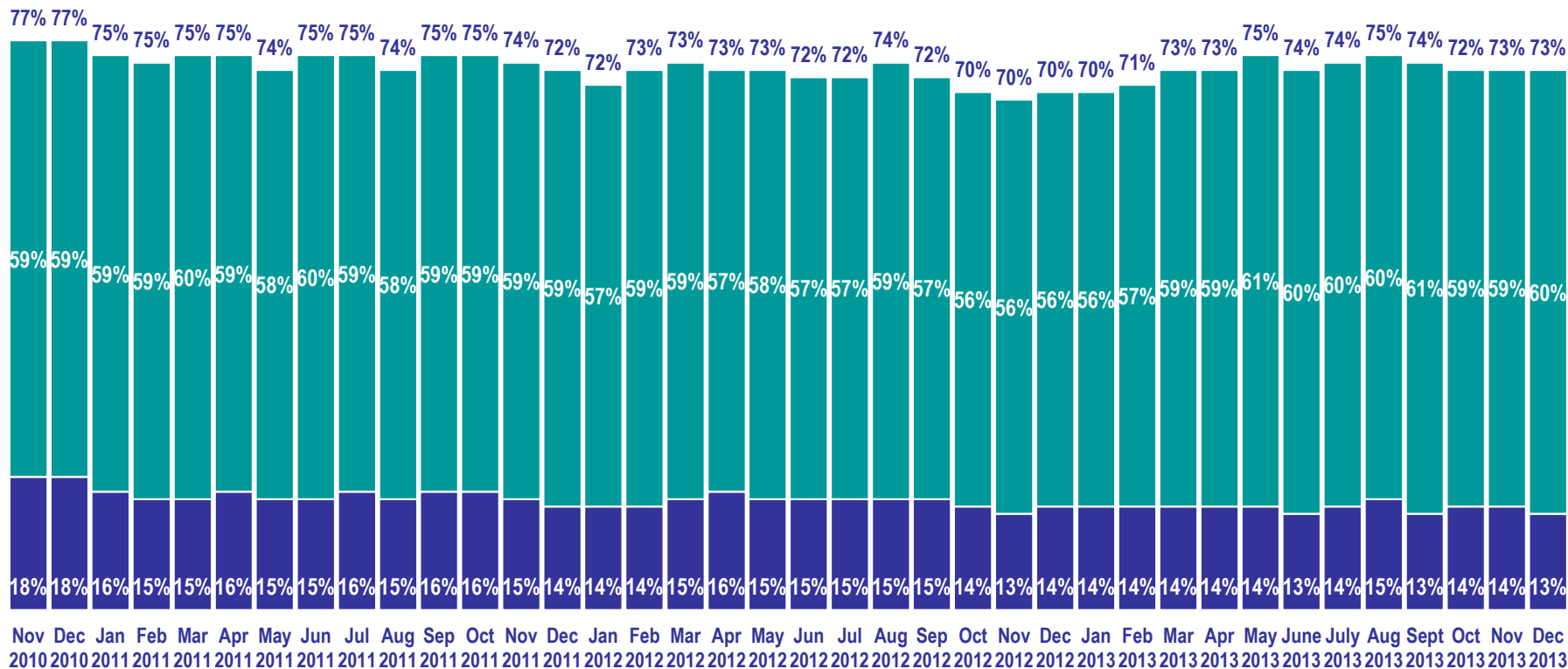
(Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

## Europe

Total Happy  
■ Rather Happy  
■ Very Happy



# APAC – Tracking

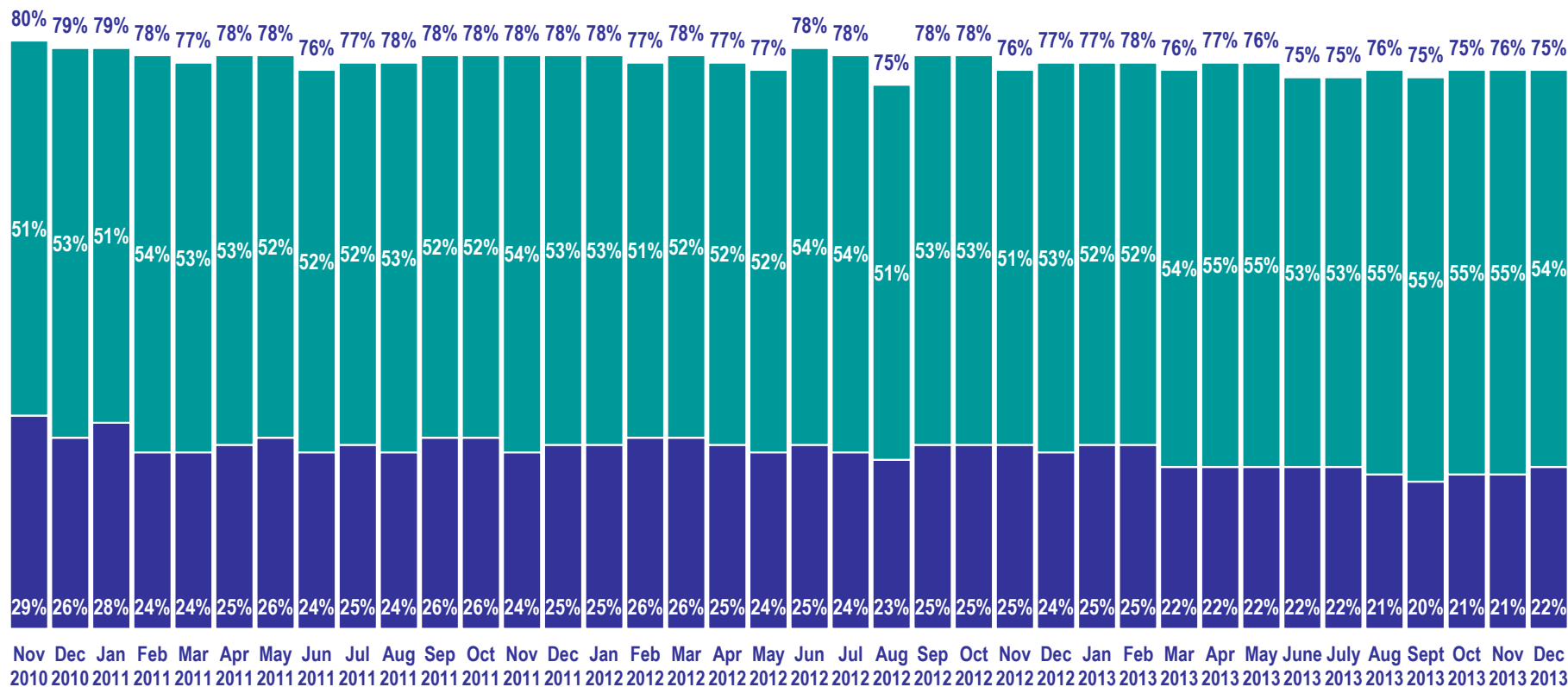
(Australia, China, India, Japan, Russia, South Korea, Indonesia)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## APAC

Total Happy  
■ Rather Happy  
■ Very Happy



# G-8 COUNTRIES – Tracking

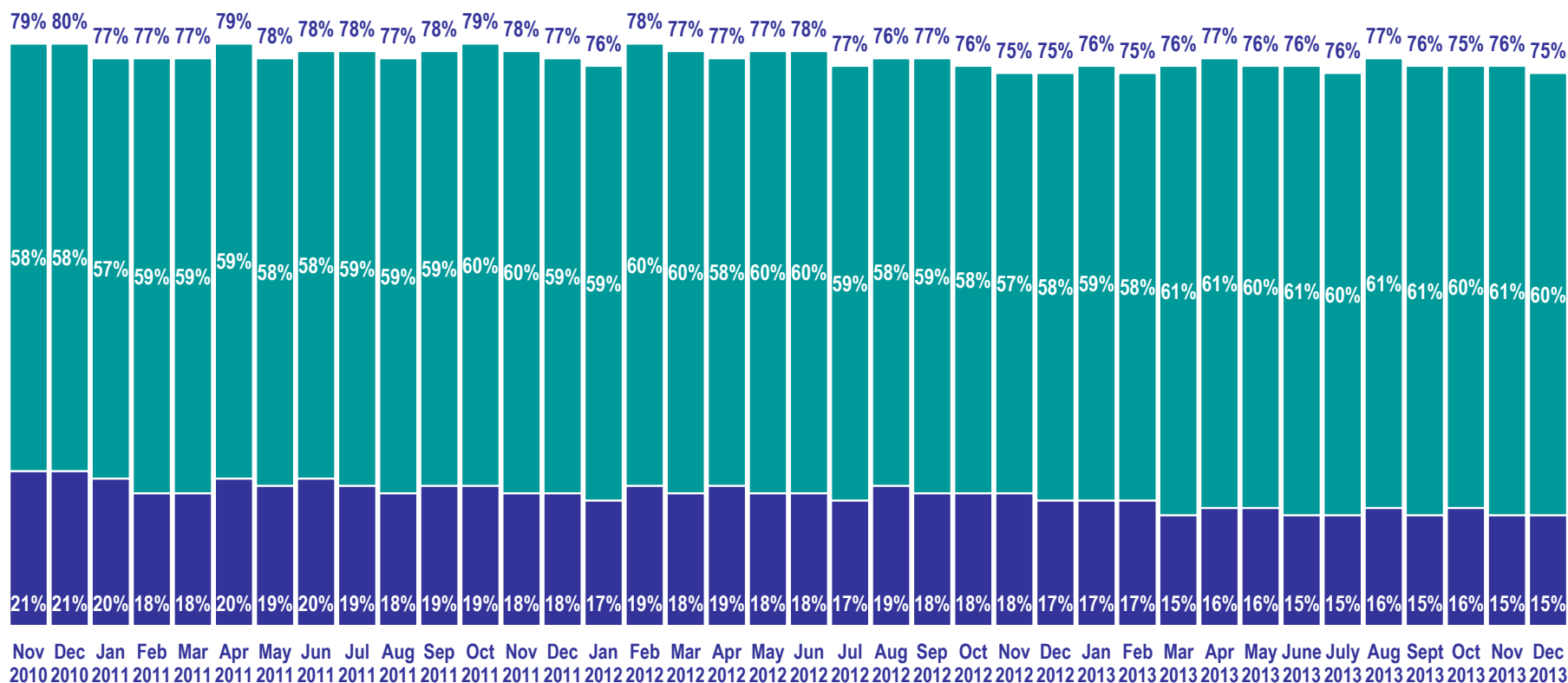
(Great Britain, Canada, France, Germany, Italy, Japan, Russia, United States)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## G-8 Countries

Total Happy  
 ■ Rather Happy  
 ■ Very Happy



# BRIC – Tracking

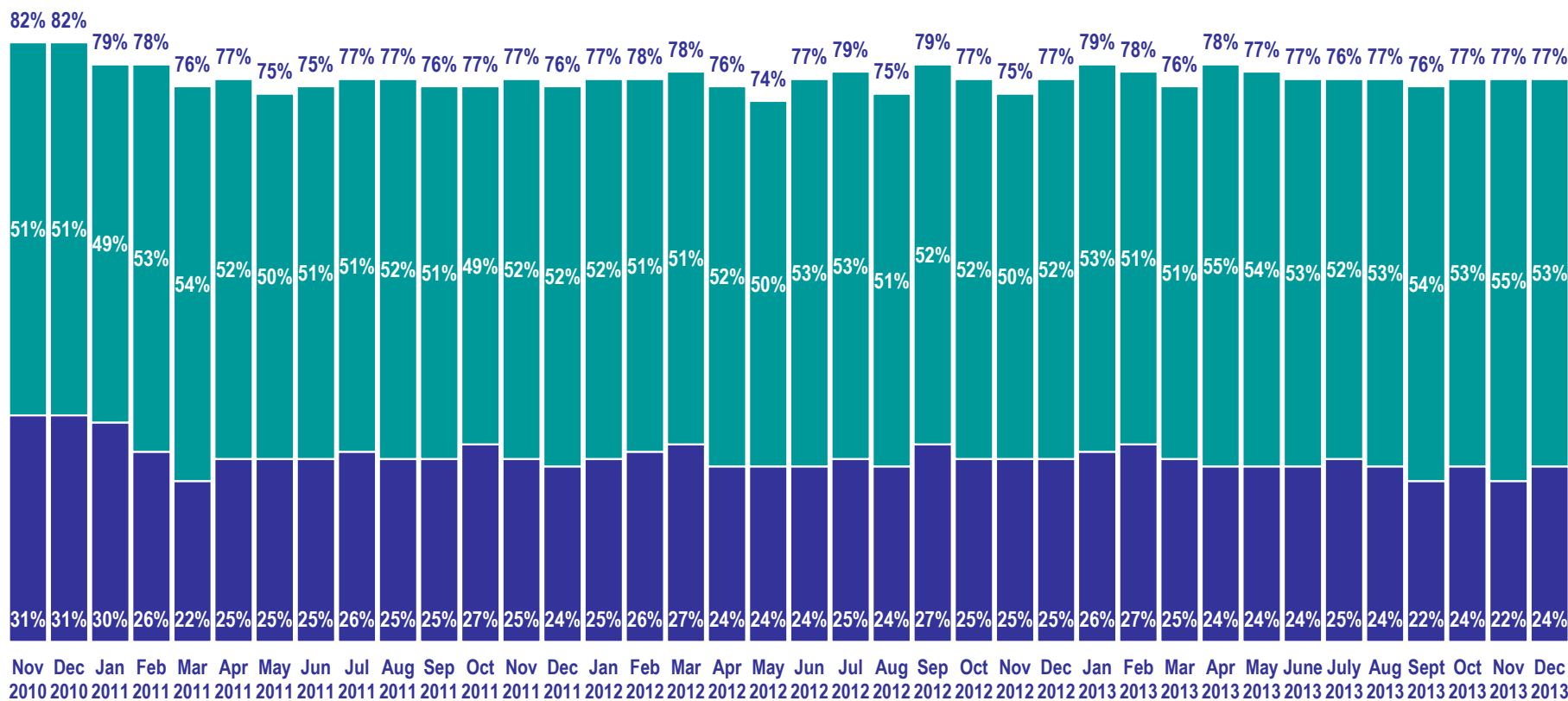
## (Brazil, Russia, India, China)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?

N/C

### BRIC

Total Happy  
 ■ Rather Happy  
 ■ Very Happy



# MIDDLE EAST / AFRICA – Tracking

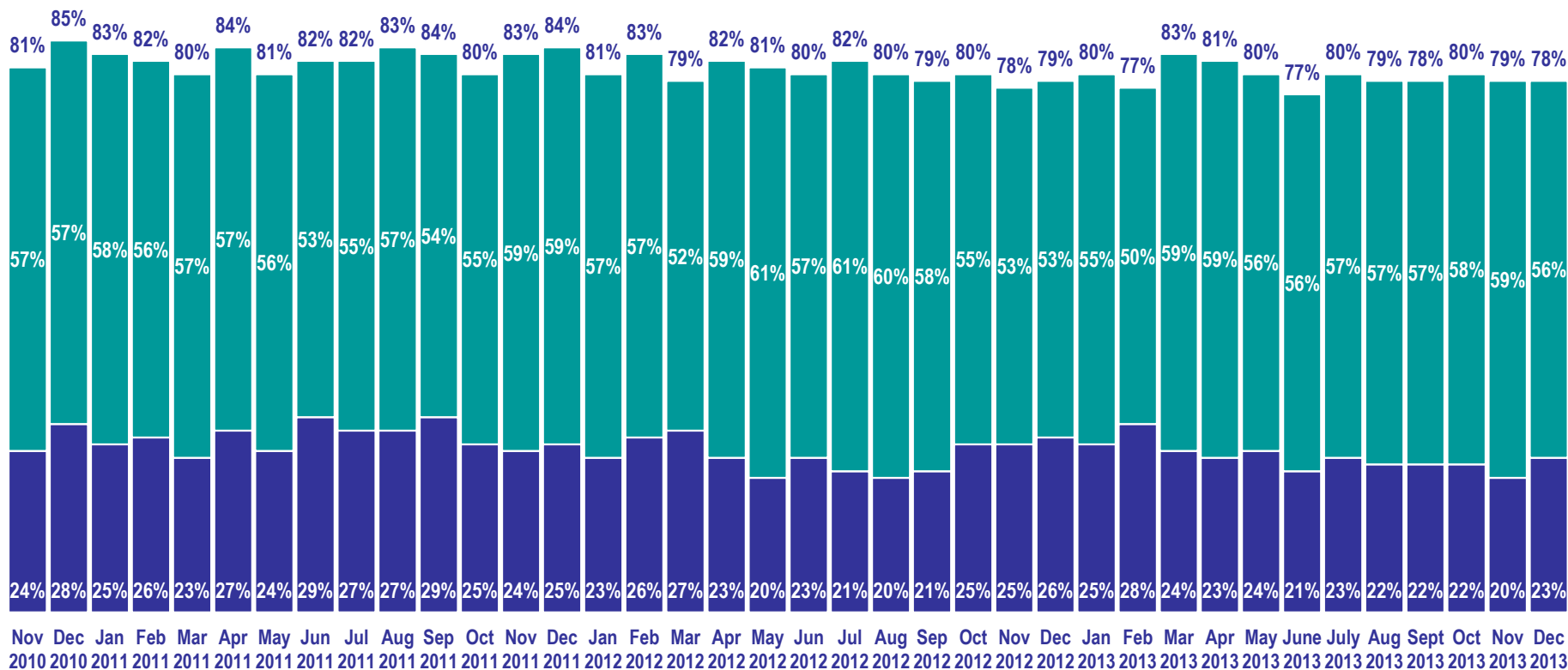
(Turkey, Saudi Arabia, South Africa)

Taking all things together, would you say you are very happy, rather happy, not very happy or not happy at all?



## Middle East / Africa

Total Happy  
 ■ Rather Happy  
 ■ Very Happy





## About Ipsos

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- 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 84 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 €1,363 billion (1.897 billion USD) in 2011.
- Visit [www.ipsos-na.com](http://www.ipsos-na.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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