



Global @dvisor

Living Better and Personal Well-Being

Citizens in 24 Countries Assess Their Views on Living Better for a Total Global Perspective



A Global @dvisory – March 2012 – G@30
HEALTH and WELLNESS



These are the findings of the *Global @dvisor* Wave 30 (G@30),
an Ipsos survey conducted between February 7th and February 21st, 2012

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none">The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. This month, fielding took place in 26 countries.	<ul style="list-style-type: none">The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.	<ul style="list-style-type: none">For the results of the survey presented herein, an international sample of 19,216 adults age 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, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	<ul style="list-style-type: none">Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



ANALYTIC COMPONENTS

1. To what extent do you agree or disagree with the following statements: Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree

[RANDOMIZE]

For me, living better is defined more holistically today - it's no longer just about physical or mental health

I wish I had a plan or recipe for living better

Living better is more difficult today than ever before

My life is fine the way it is, I don't need to live better

2. Which of the following statements best reflects your personal view about living better?

[RANDOMIZE]

Living better requires a plan

Living better just happens-, it's not something you can plan



ANALYTIC COMPONENTS

3. For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life: Very important, Somewhat important, A little bit important, Not important at all

[RANDOMIZE]

Eat better

Better living conditions

Lose weight

No longer have a current disease or ailment

Meditation or prayer

A stronger economy in my country

Strengthen my family relationships

Have more friends

More or better sleep

Find a romantic partner

Do more exercise/play more sports

Solve an interpersonal conflict in my life

Get a new job or career

Learn something new/find a new challenge

Improve my sex life

Volunteer/donate to charity

[ALWAYS LAST] Something else

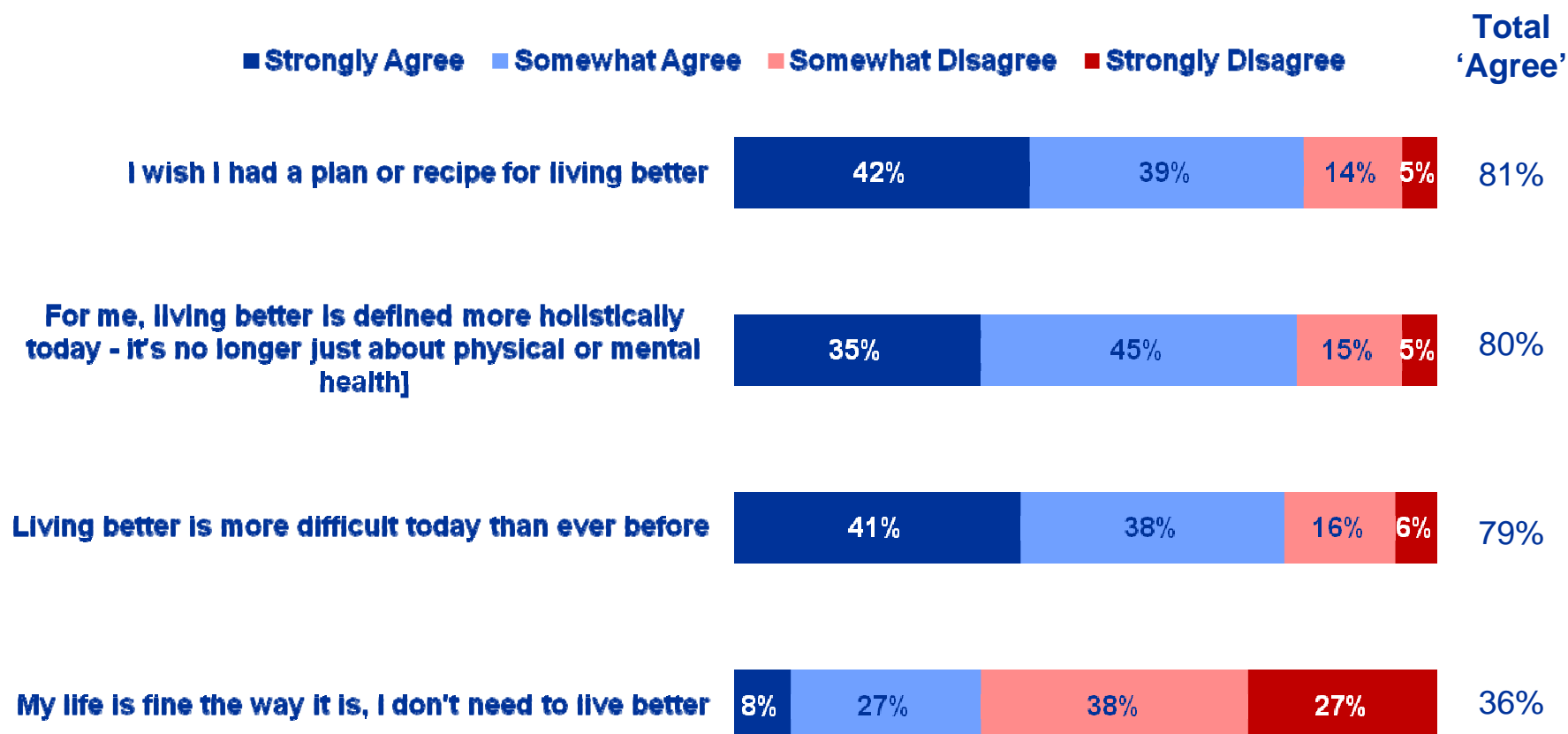
DETAILED FINDINGS

- **To what extent do you agree or disagree with the following statements:**
 - **For me, living better is defined more holistically today - it's no longer just about physical or mental health**
 - **I wish I had a plan or recipe for living better**
 - **Living better is more difficult today than ever before**
 - **My life is fine the way it is, I don't need to live better**
- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



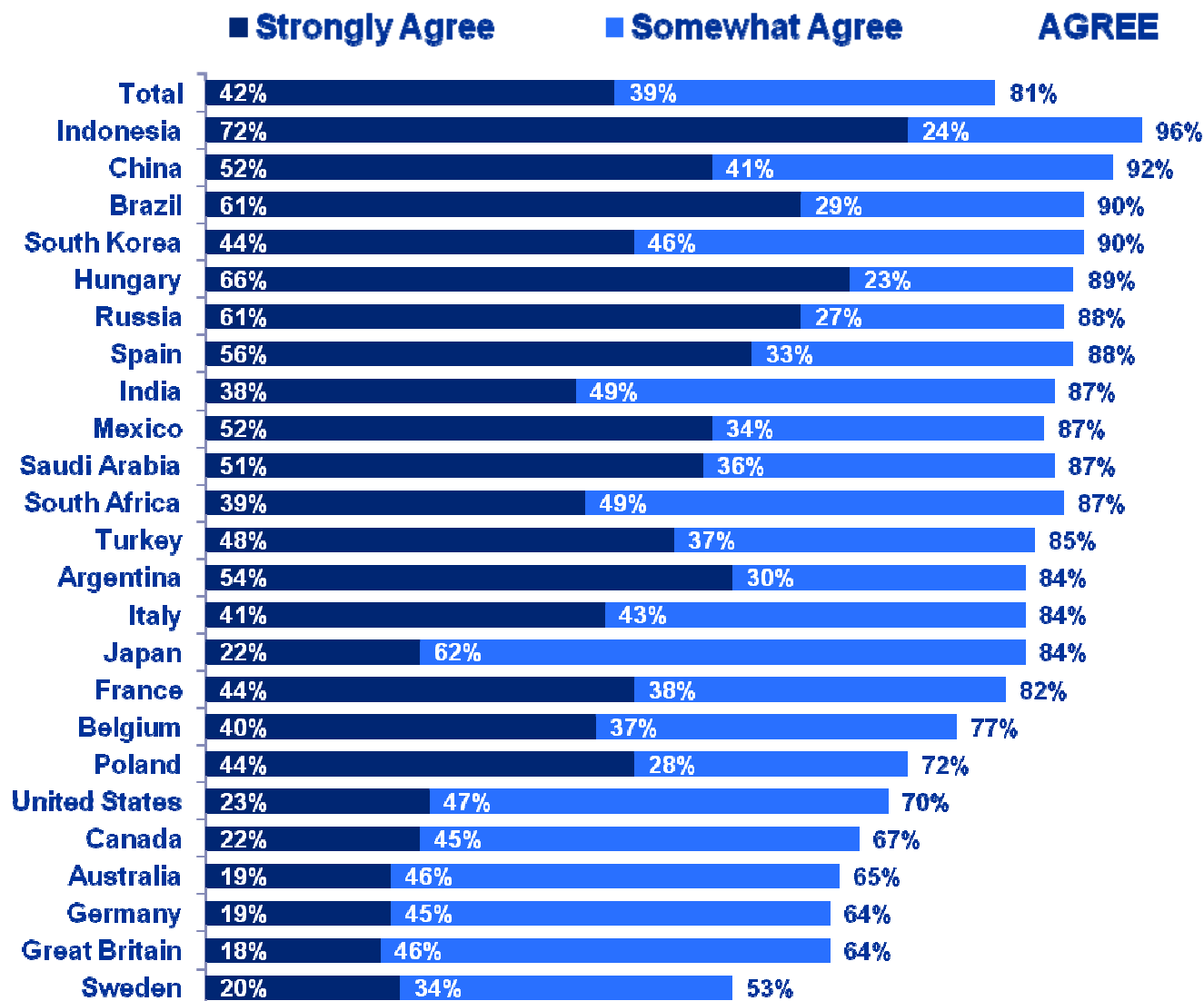


Global Summary



EJ1_1. [For me, living better is defined more holistically today - it's no longer just about physical or mental health] To what extent do you agree or disagree with the following statements: Base: All Respondents n=19,216

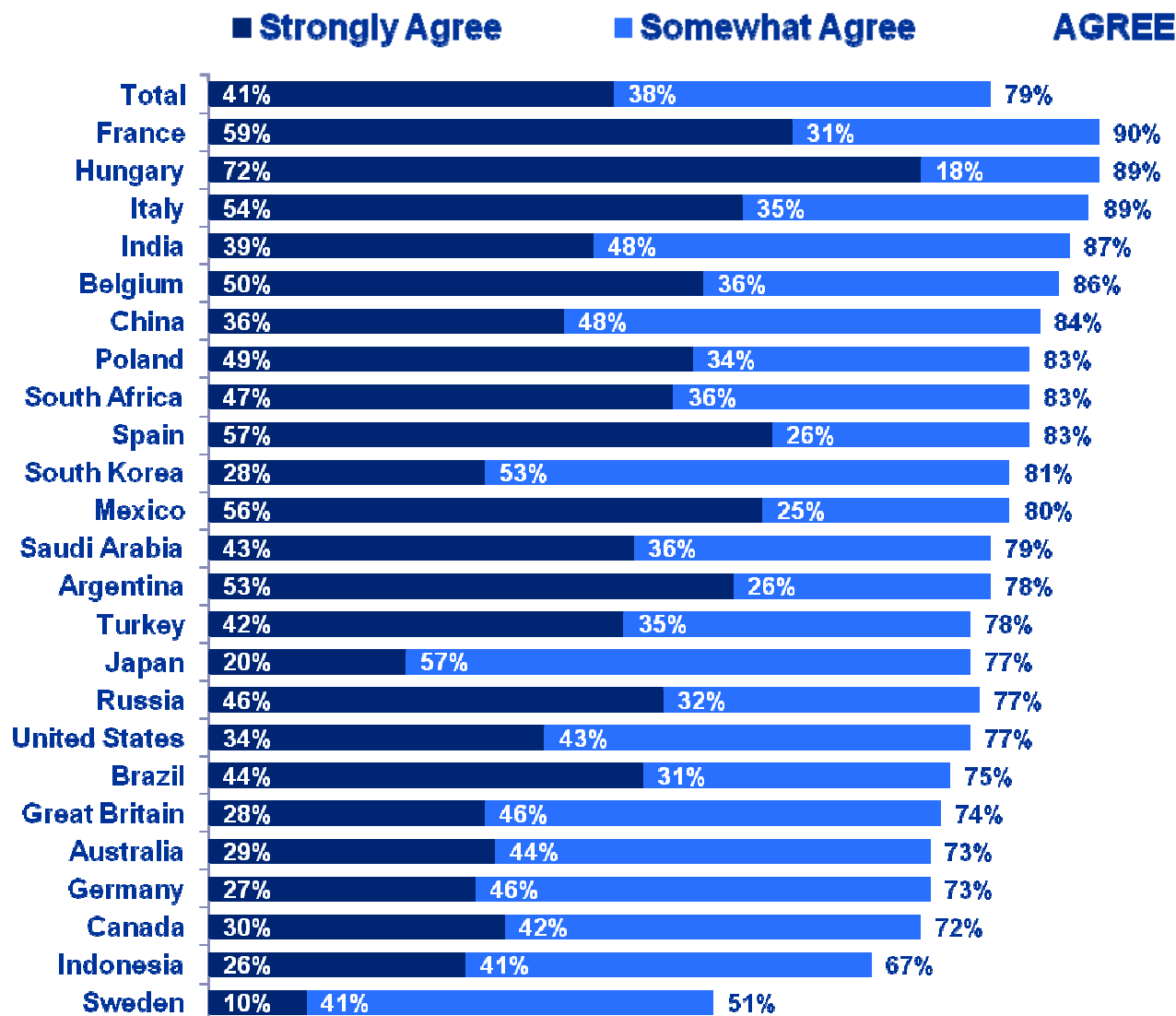
I wish I had a plan or recipe for living better



EJ1_2. [I wish I had a plan or recipe for living better] To what extent do you agree or disagree with the following statements:

Base: All Respondents n=19,216

Living better is more difficult today than ever before

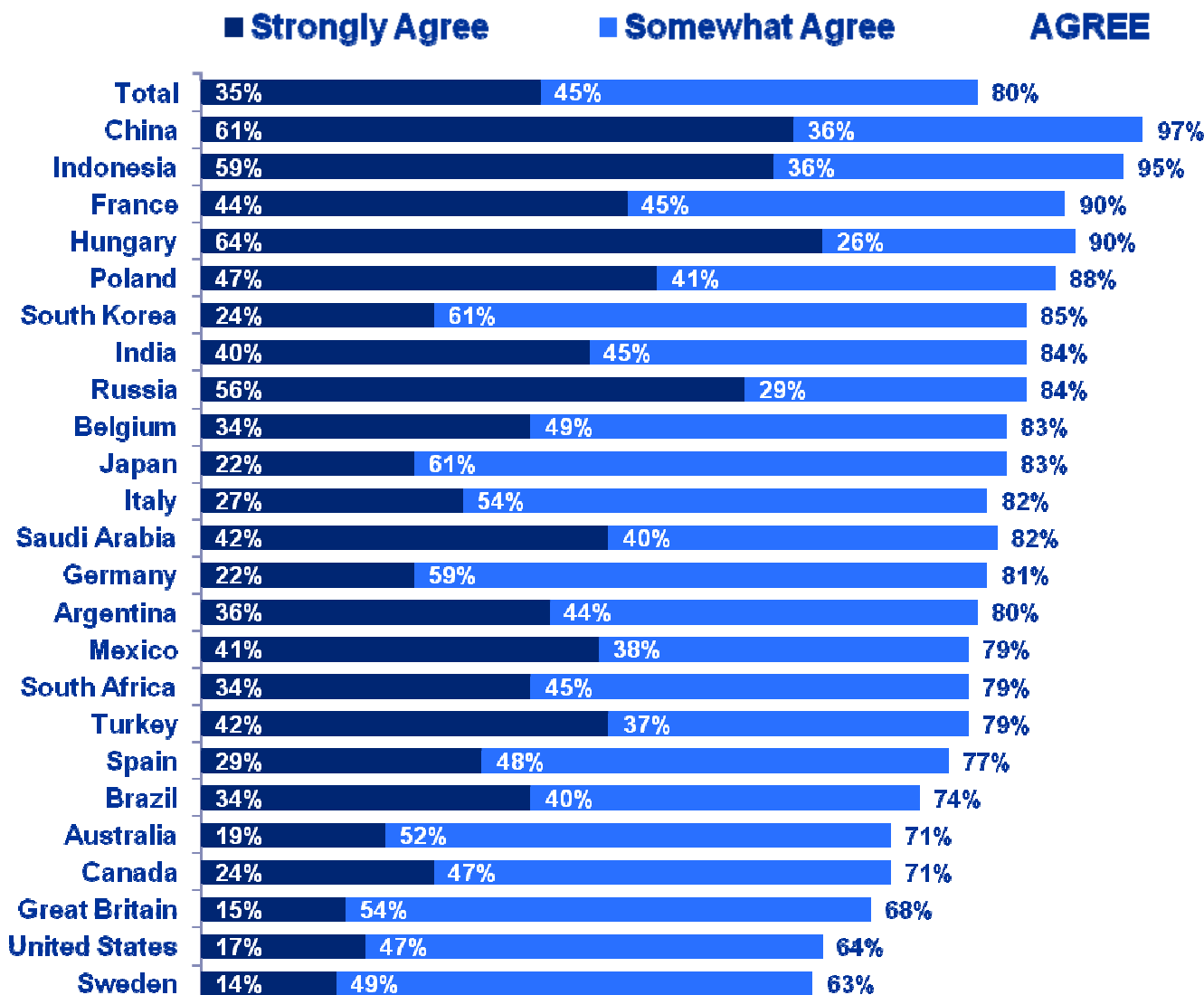


EJ1_3. [Living better is more difficult today than ever before] To what extent do you agree or disagree with the following statements:

Base: All Respondents n=19,216



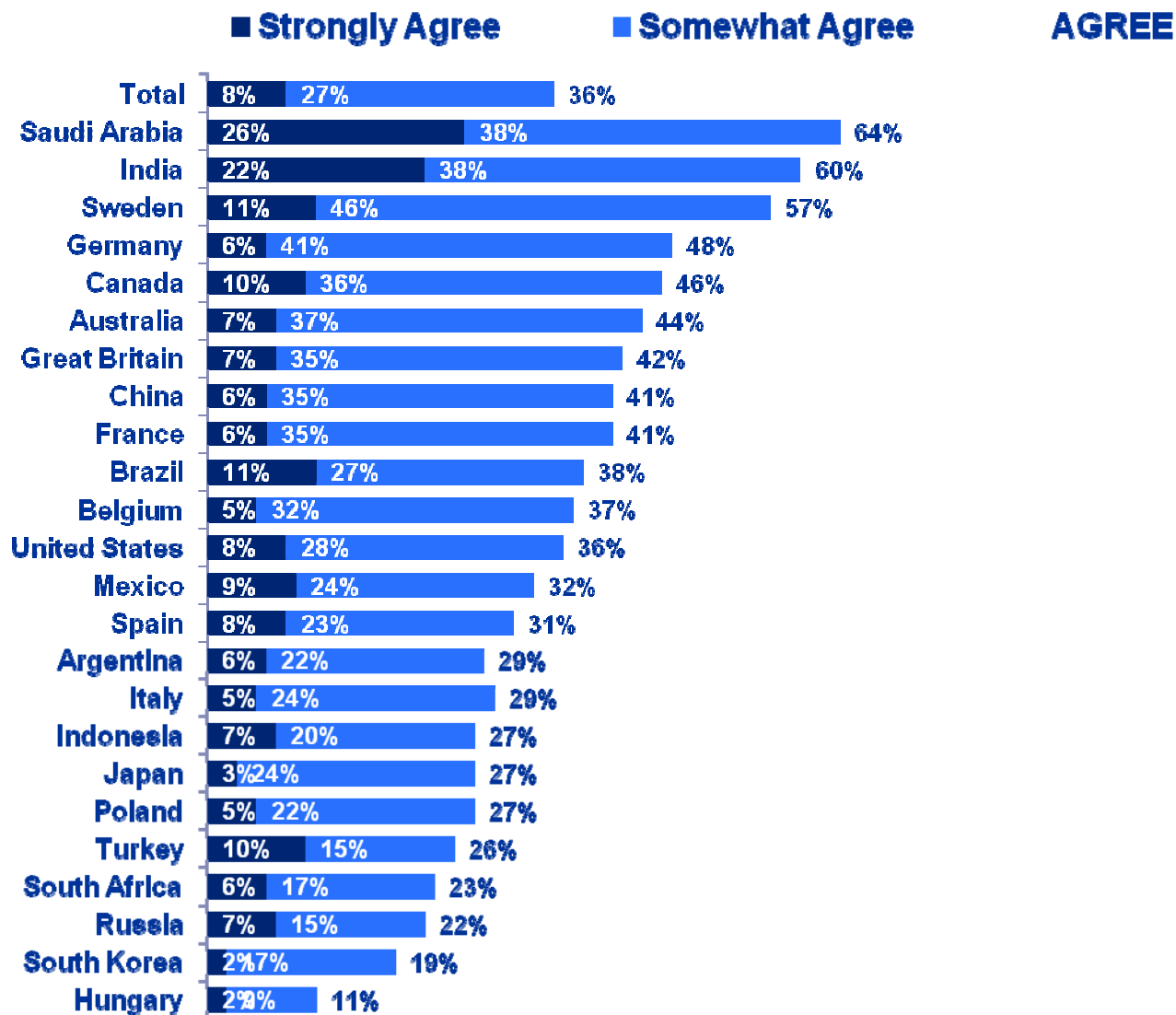
For me, living better is defined more holistically today - it's no longer just about physical or mental health



EJ1_1. [For me, living better is defined more holistically today - it's no longer just about physical or mental health] To what extent do you agree or disagree with the following statements: Base: All Respondents n=19,216



My life is fine the way it is, I don't need to live better



EJ1_4. [My life is fine the way it is, I don't need to live better] To what extent do you agree or disagree with the following statements:

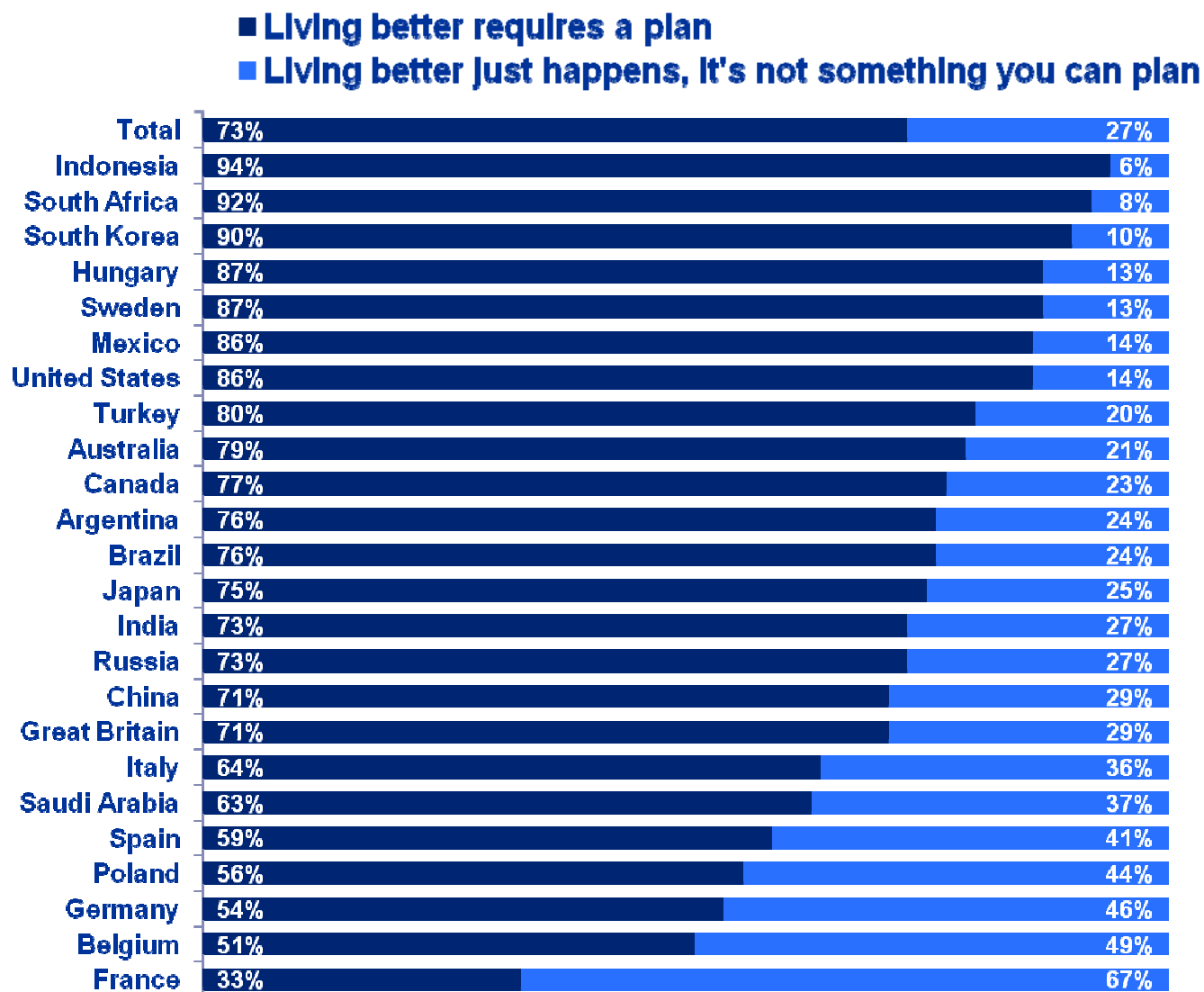
Base: All Respondents n=19,216

- Which of the following statements best reflects your personal view about living better?
 - Living better requires a plan
 - Living better just happens, it's not something you can plan





Which of the following statements best reflects your personal view about living better?



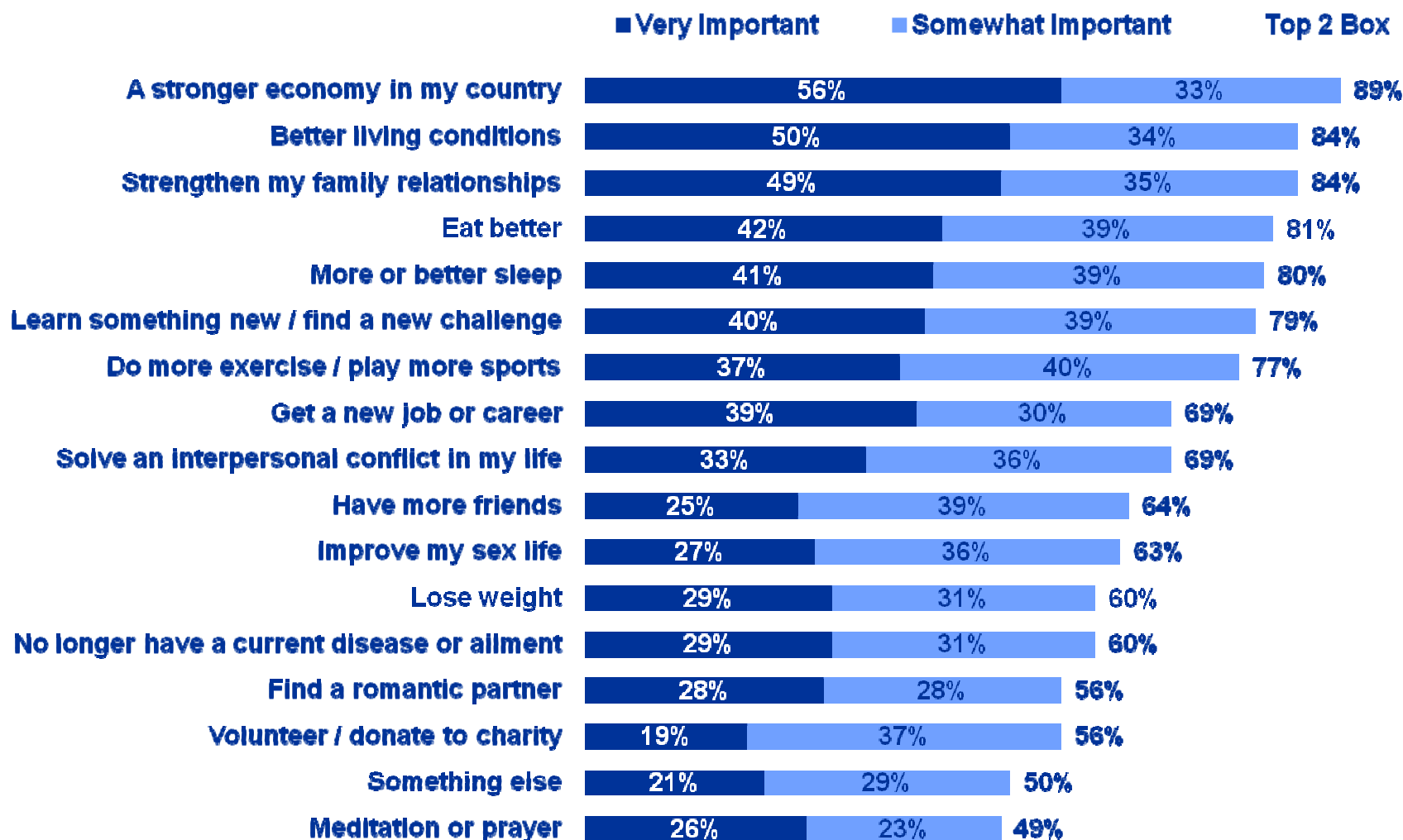
EJ2. Which of the following statements best reflects your personal view about living better?
Base: All Respondents n=19,216

- For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.
 - A stronger economy in my country
 - Better living conditions
 - Strengthen my family relationships
 - Eat better
 - More or better sleep
 - Learn something new / find a new challenge
 - Do more exercise / play more sports
 - Get a new job or career
 - Solve an interpersonal conflict in my life
 - Have more friends
 - Improve my sex life
 - Lose weight
 - No longer have a current disease or ailment
 - Find a romantic partner
 - Volunteer / donate to charity
 - Something else
 - Meditation or prayer





Global Summary

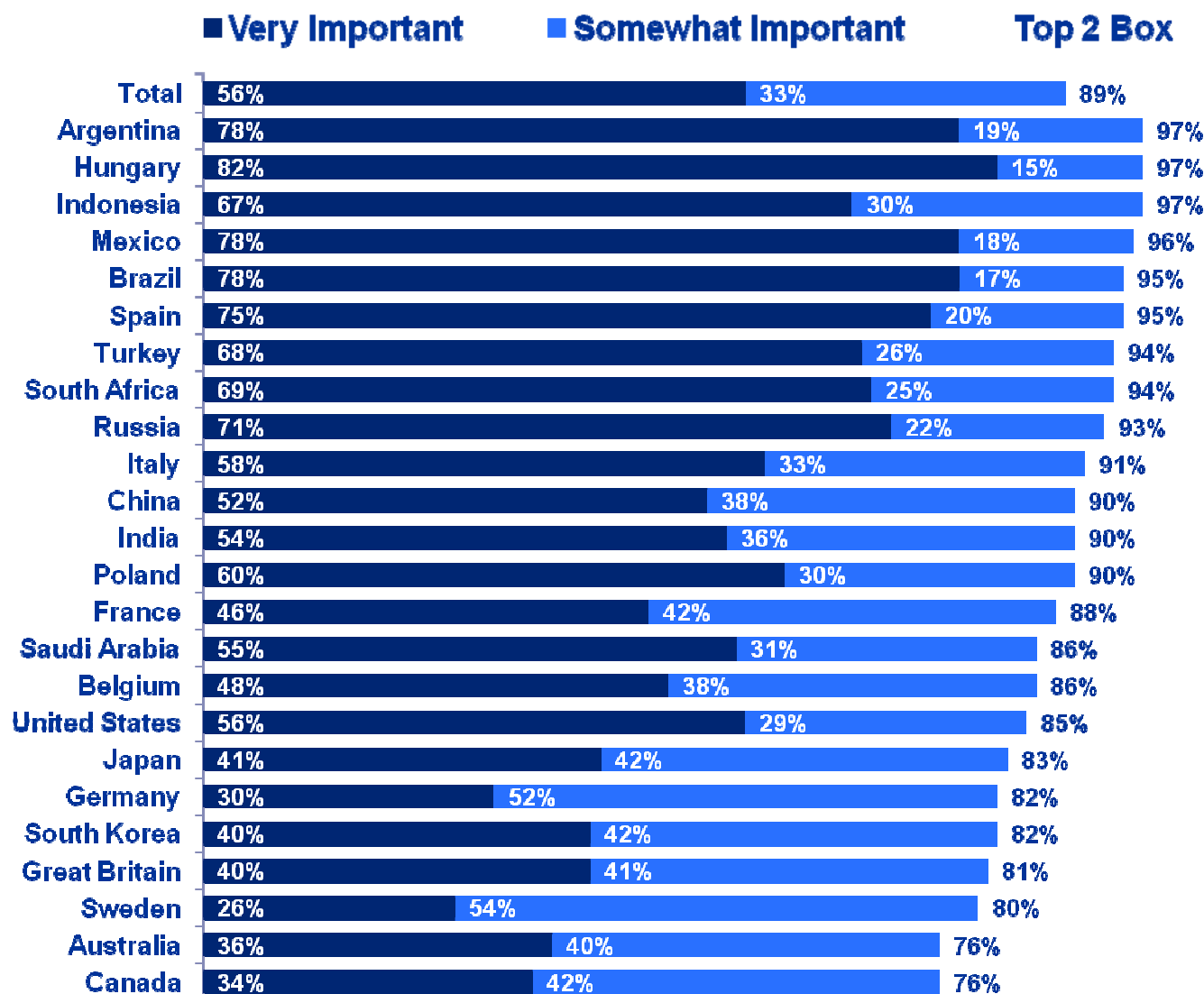


EJ3_1. For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.

Base: All Respondents n=19,216

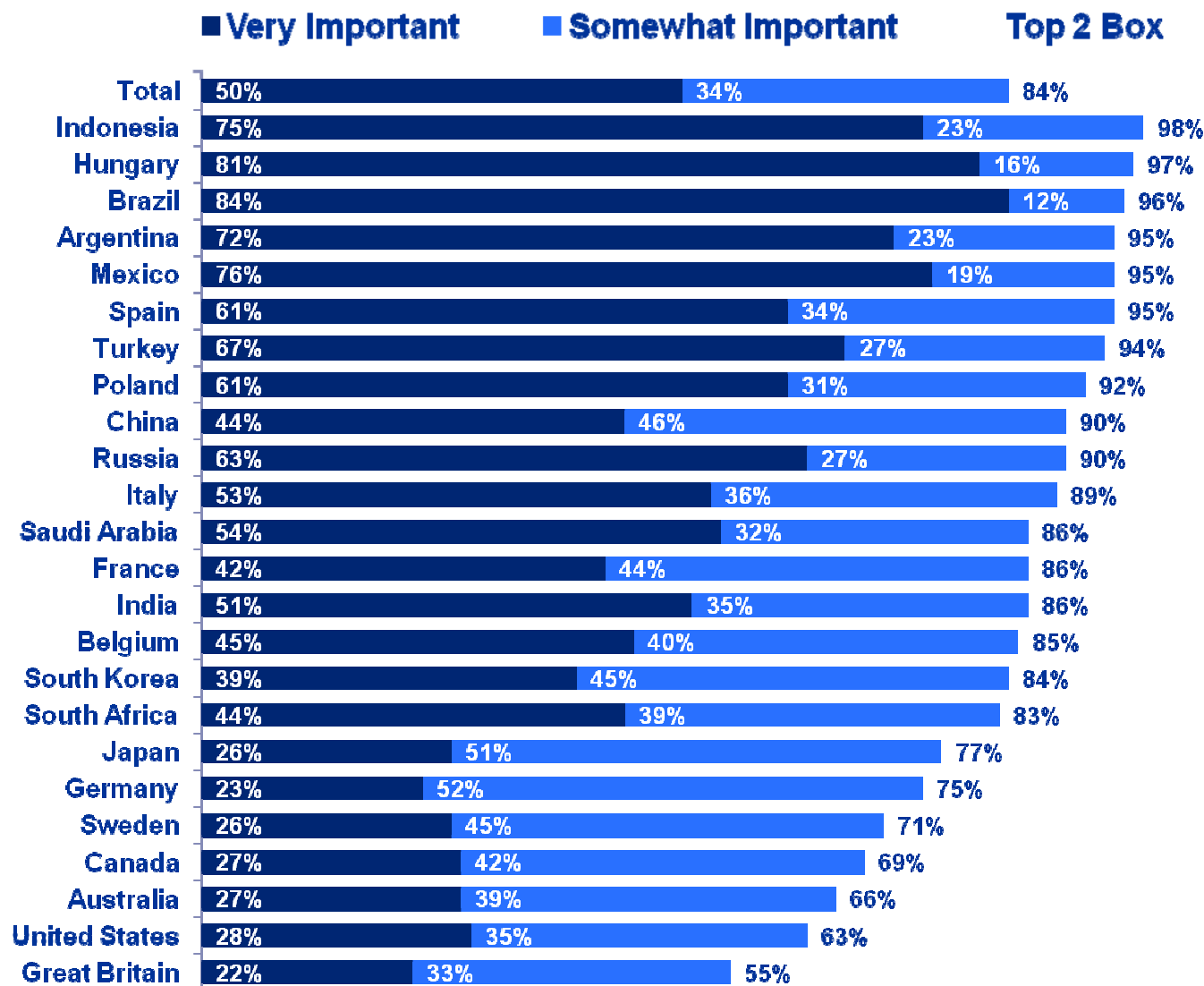
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A stronger economy in my country



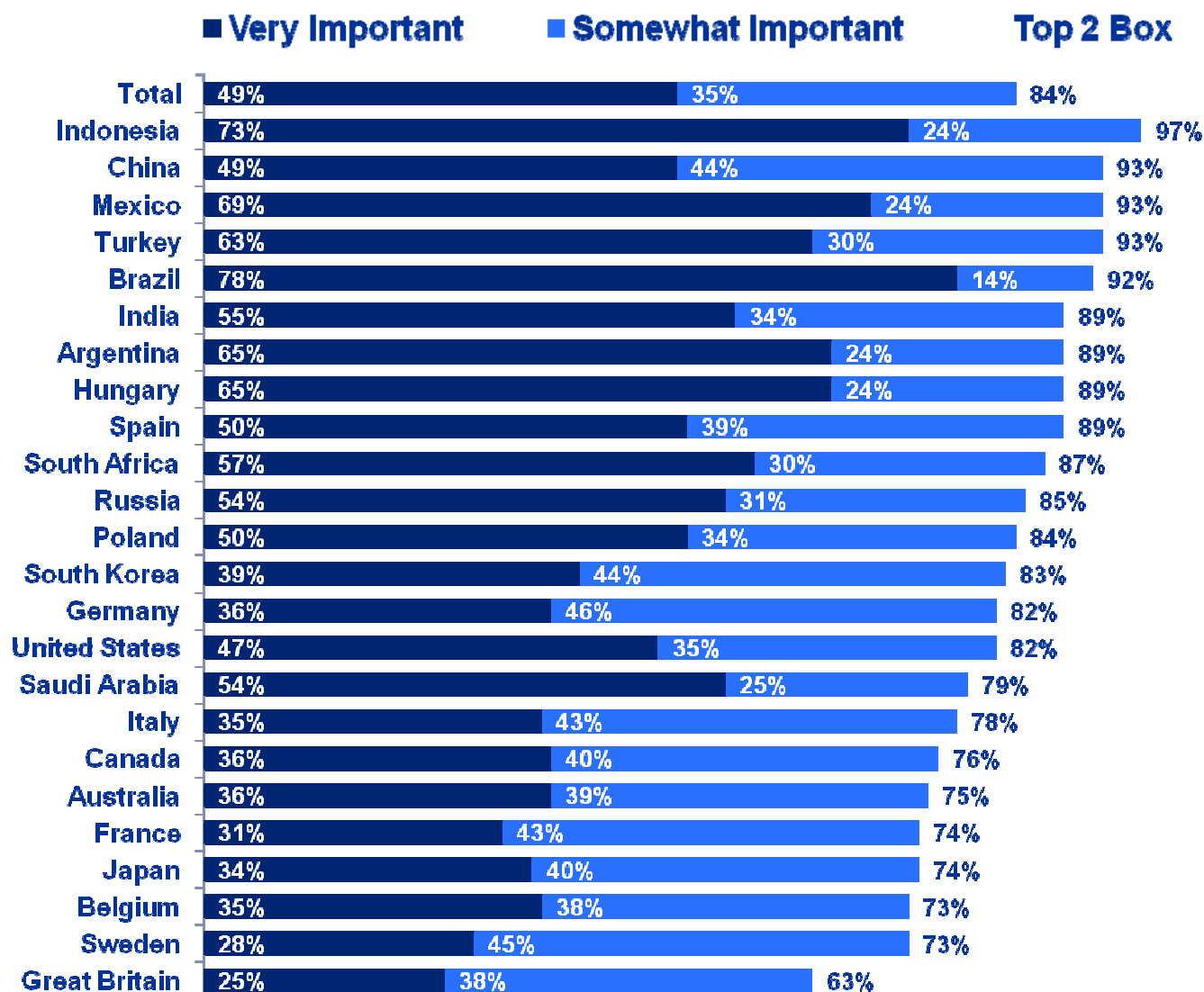
EJ3_6. [A stronger economy in my country] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Better living conditions



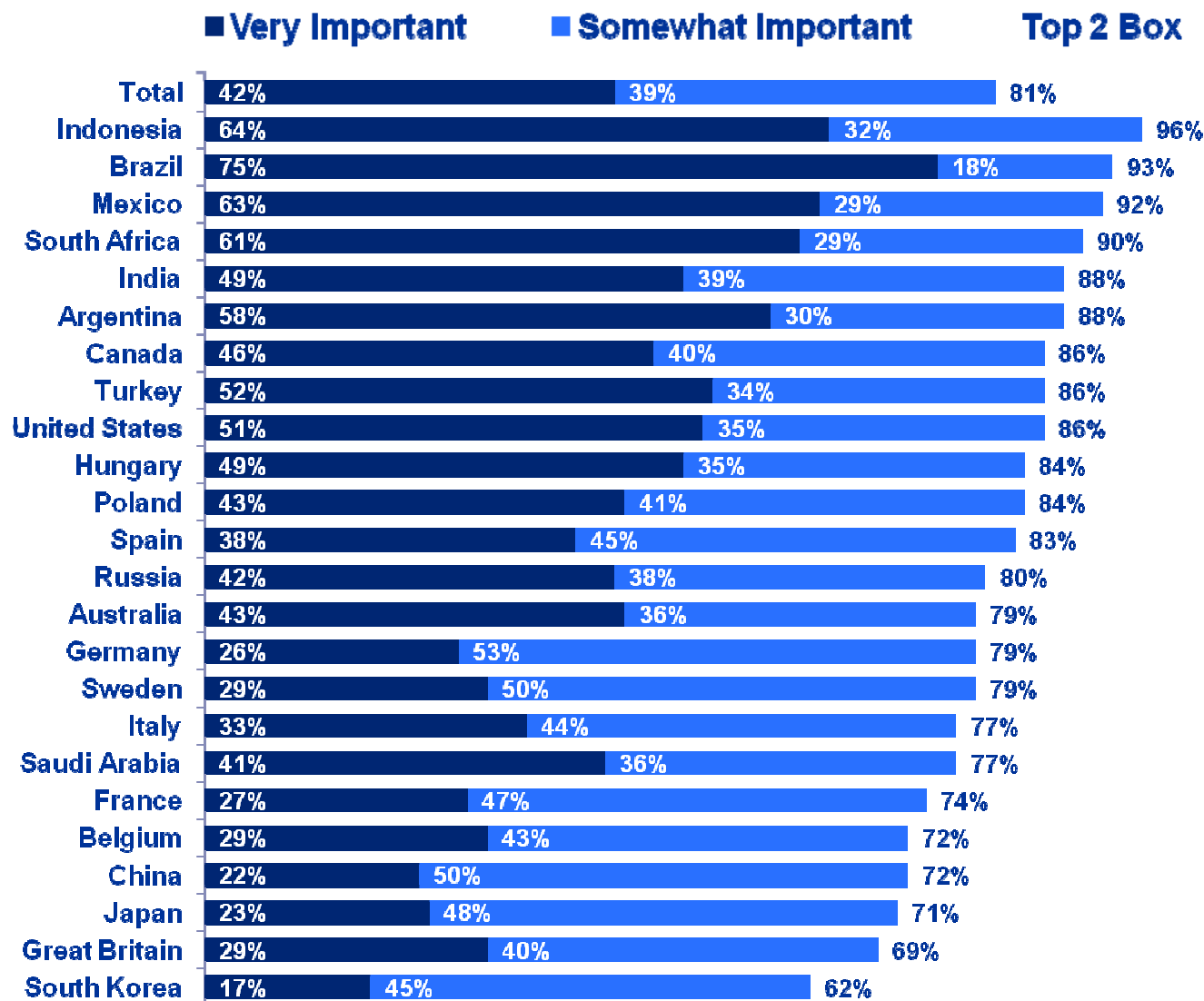
EJ3_2. [Better living conditions] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Strengthen my family relationships



EJ3_7. [Strengthen my family relationships] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

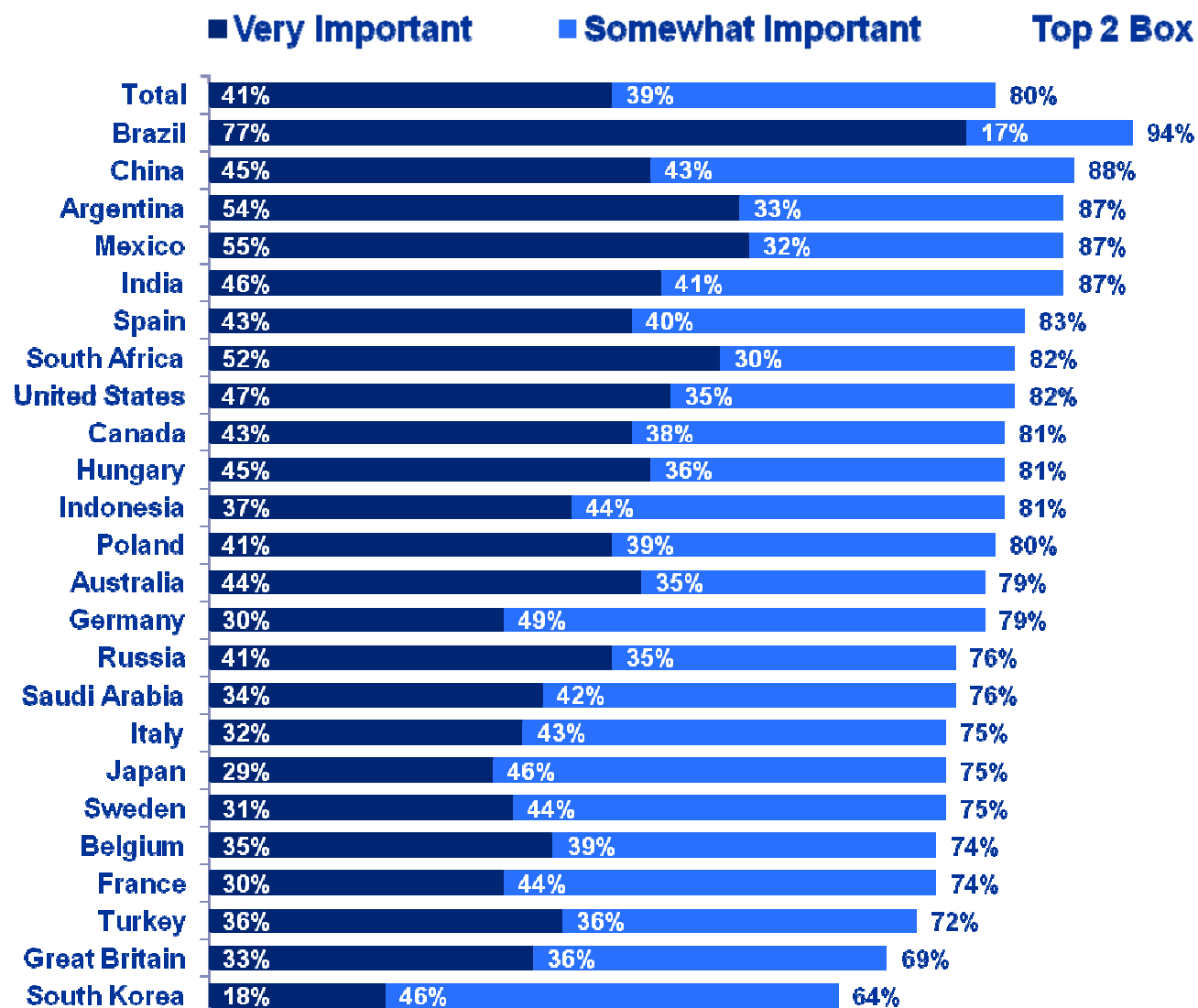
Eat better



EJ3_1. [Eat better] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.

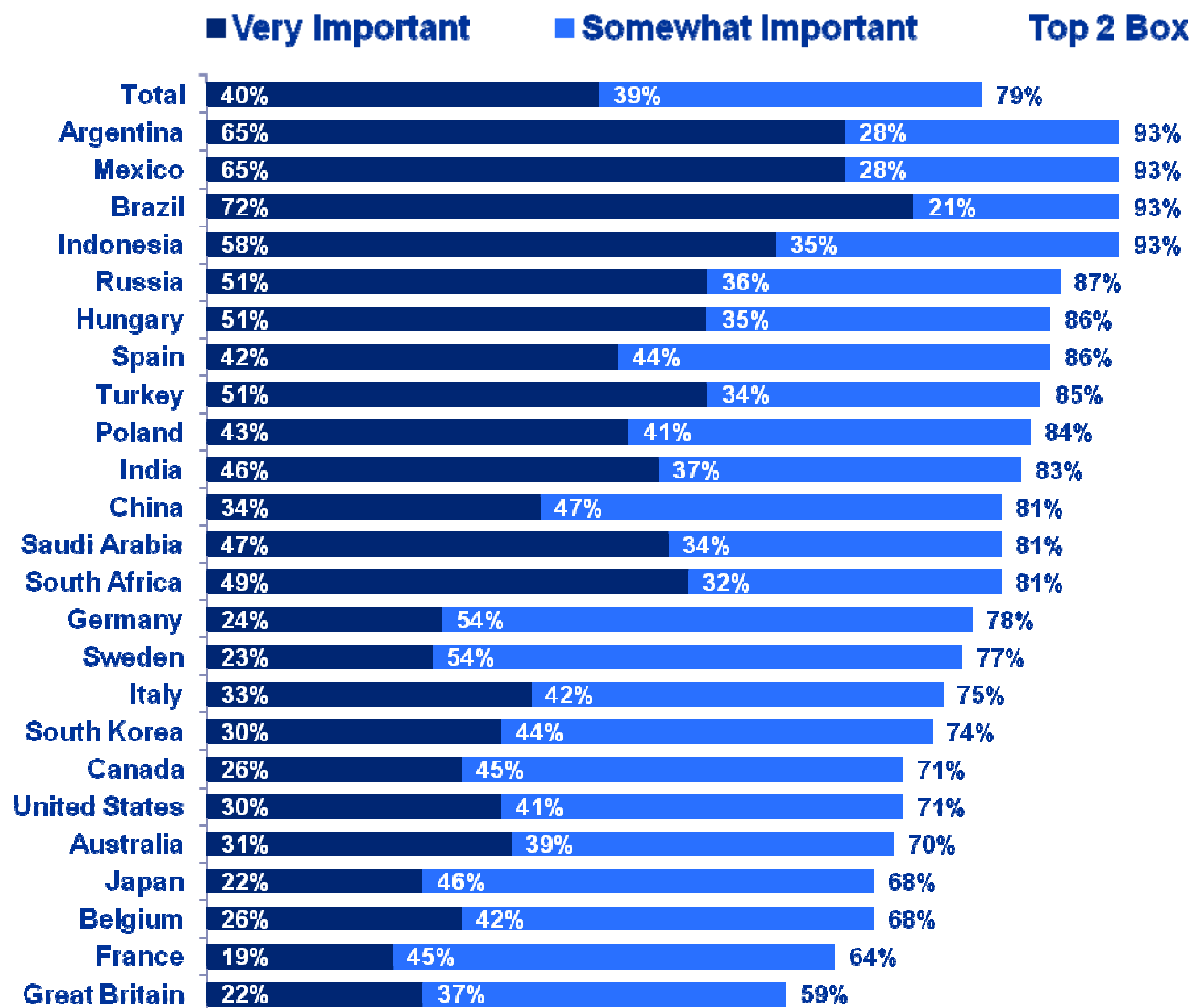
Base: All Respondents n=19,216

More or better sleep



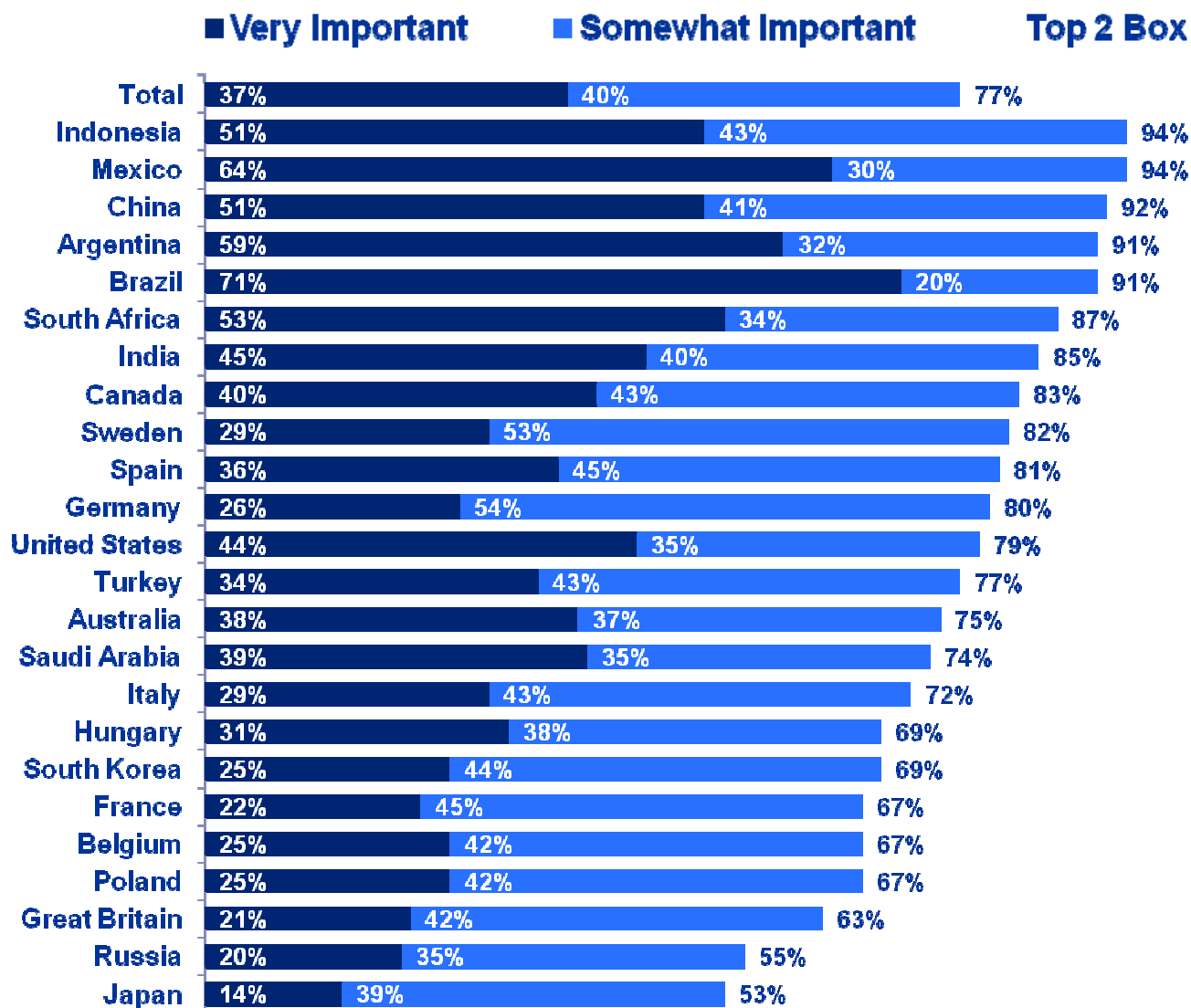
EJ3_9. [More or better sleep] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Learn something new/find a new challenge



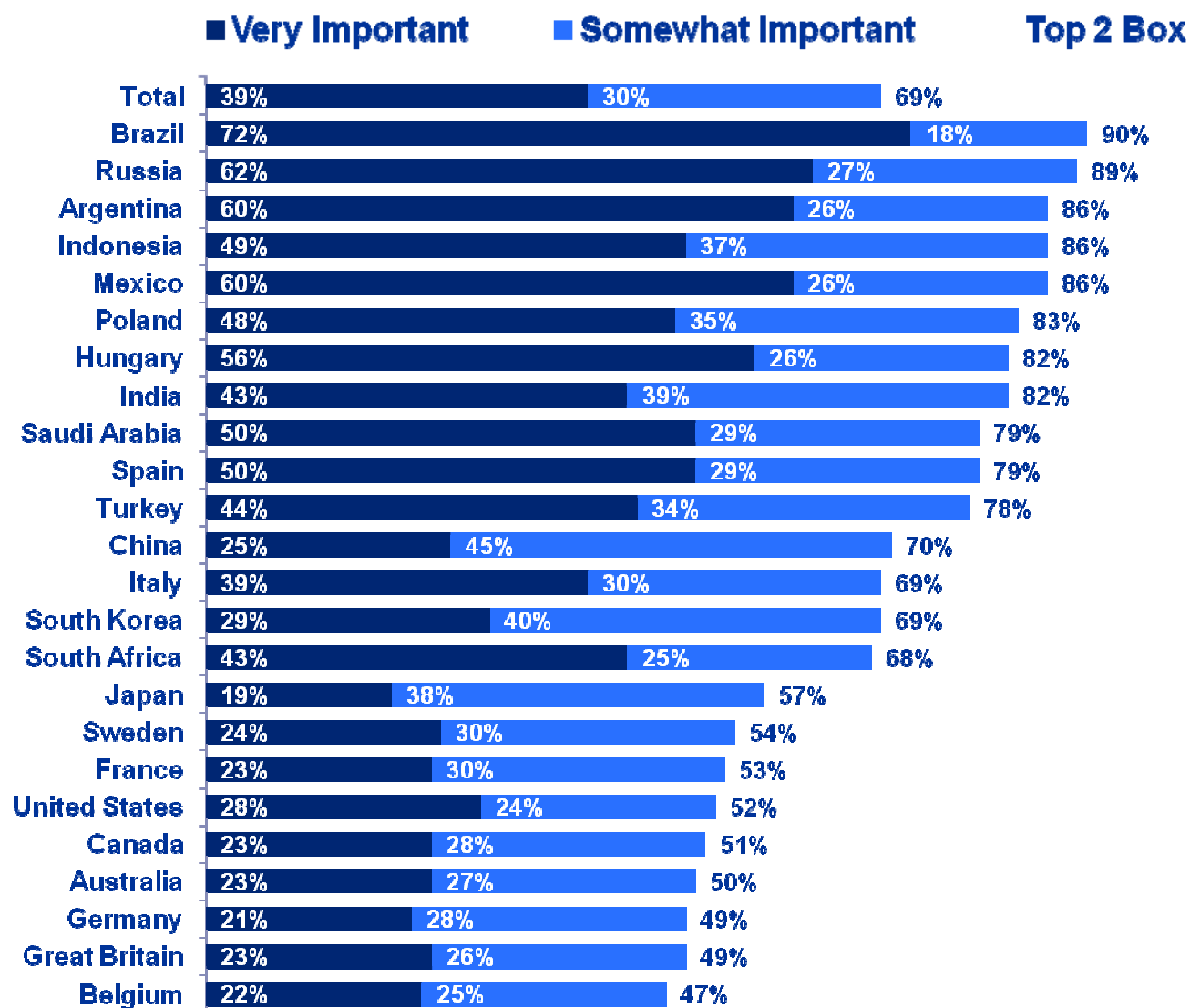
EJ3_14. [Learn something new/find a new challenge] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Do more exercise/play more sports



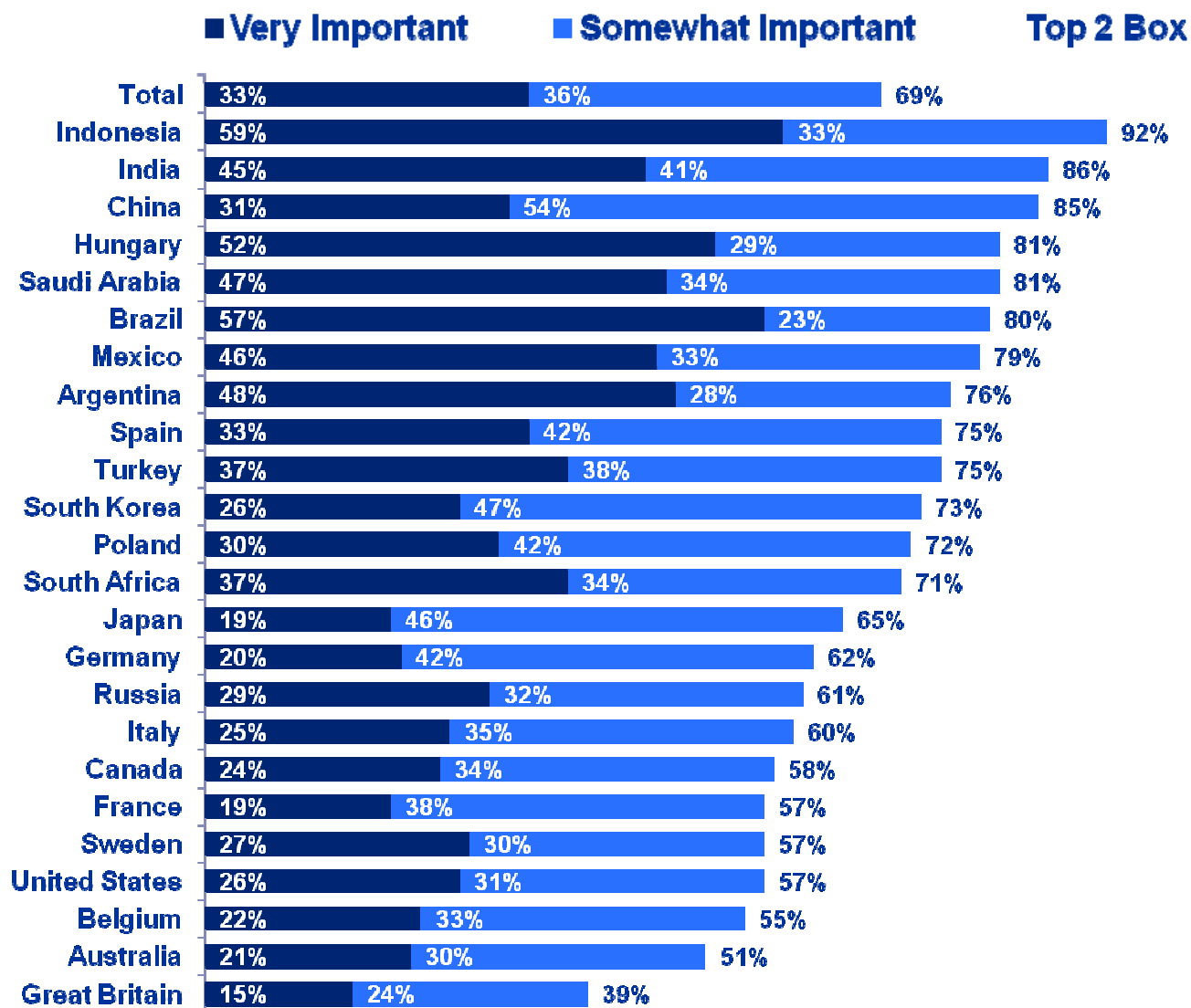
EJ3_11. [Do more exercise/play more sports] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Get a new job or career



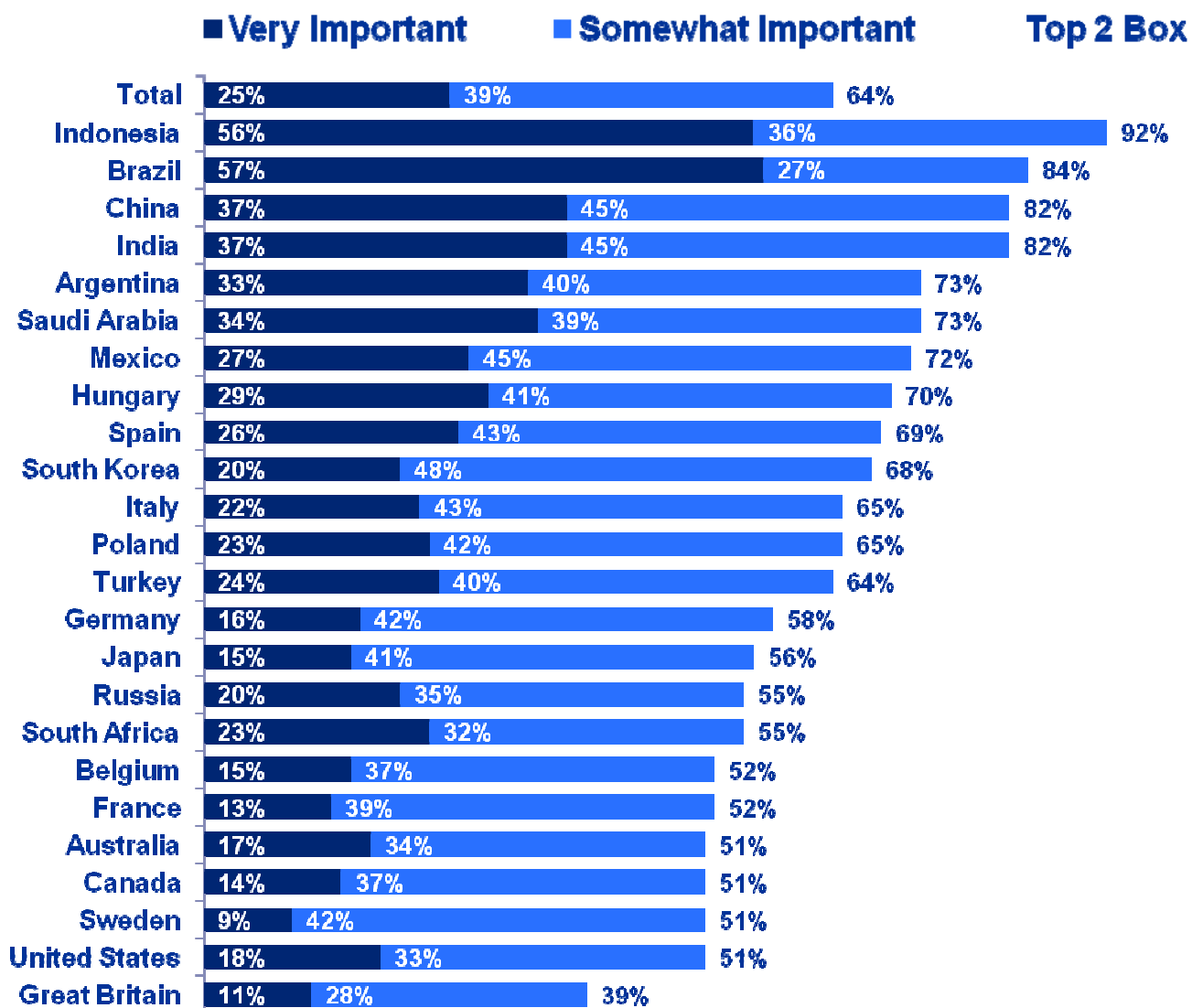
EJ3_13. [Get a new job or career] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Solve an interpersonal conflict in my life



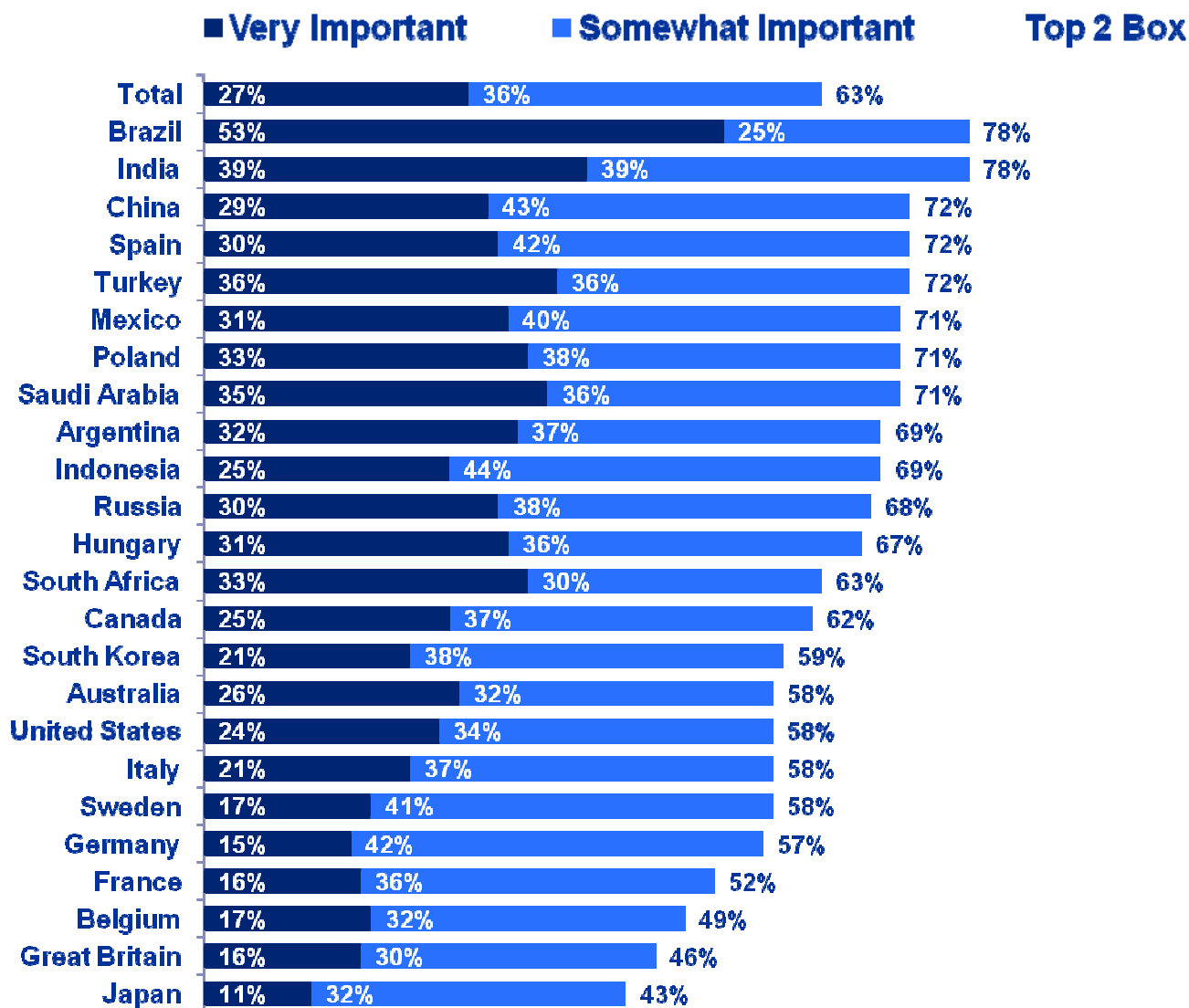
EJ3_12. [Solve an interpersonal conflict in my life] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.. Base: All Respondents n=19,216

Have more friends



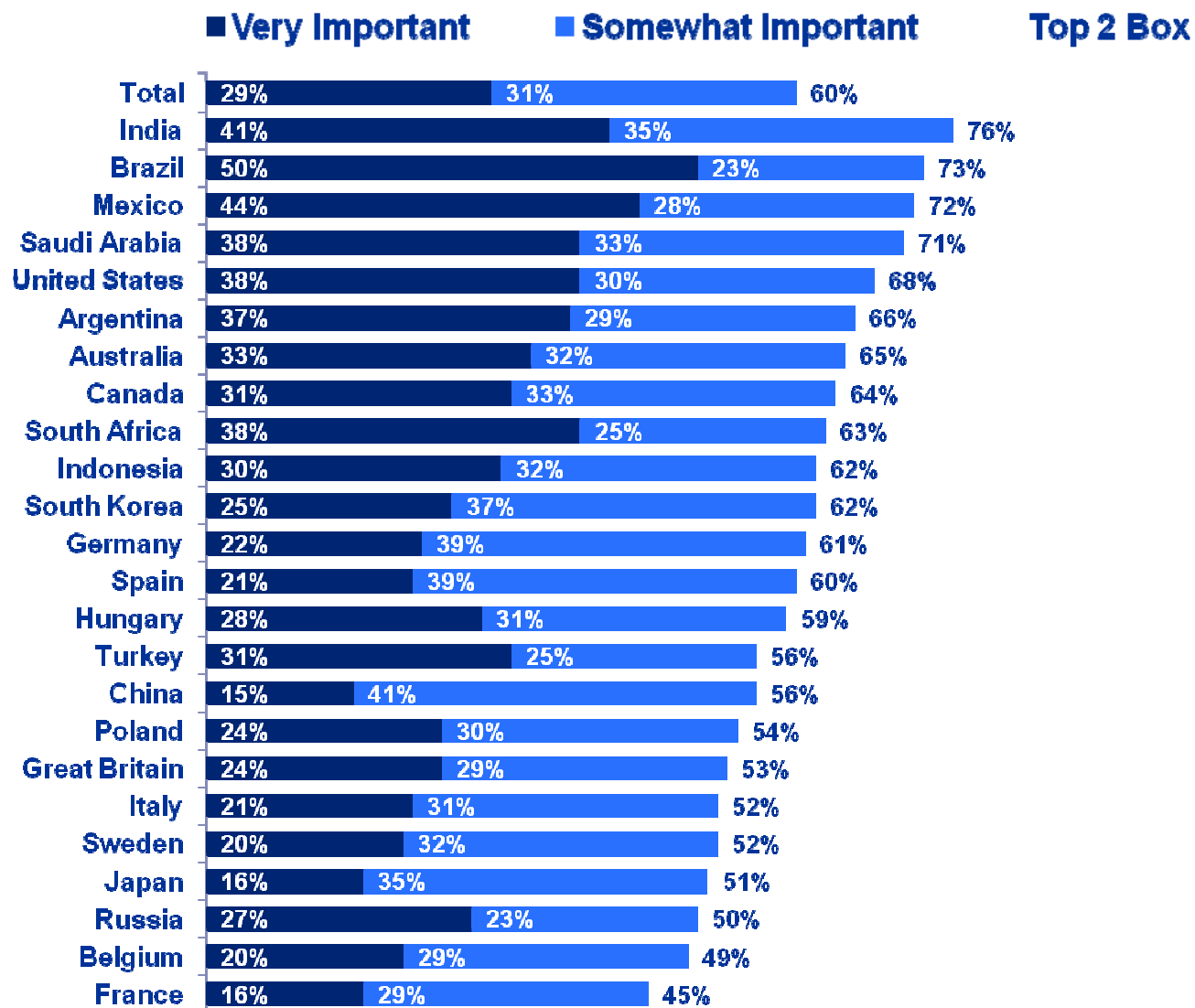
EJ3_8. [Have more friends] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.. Base: All Respondents n=19,216

Improve my sex life



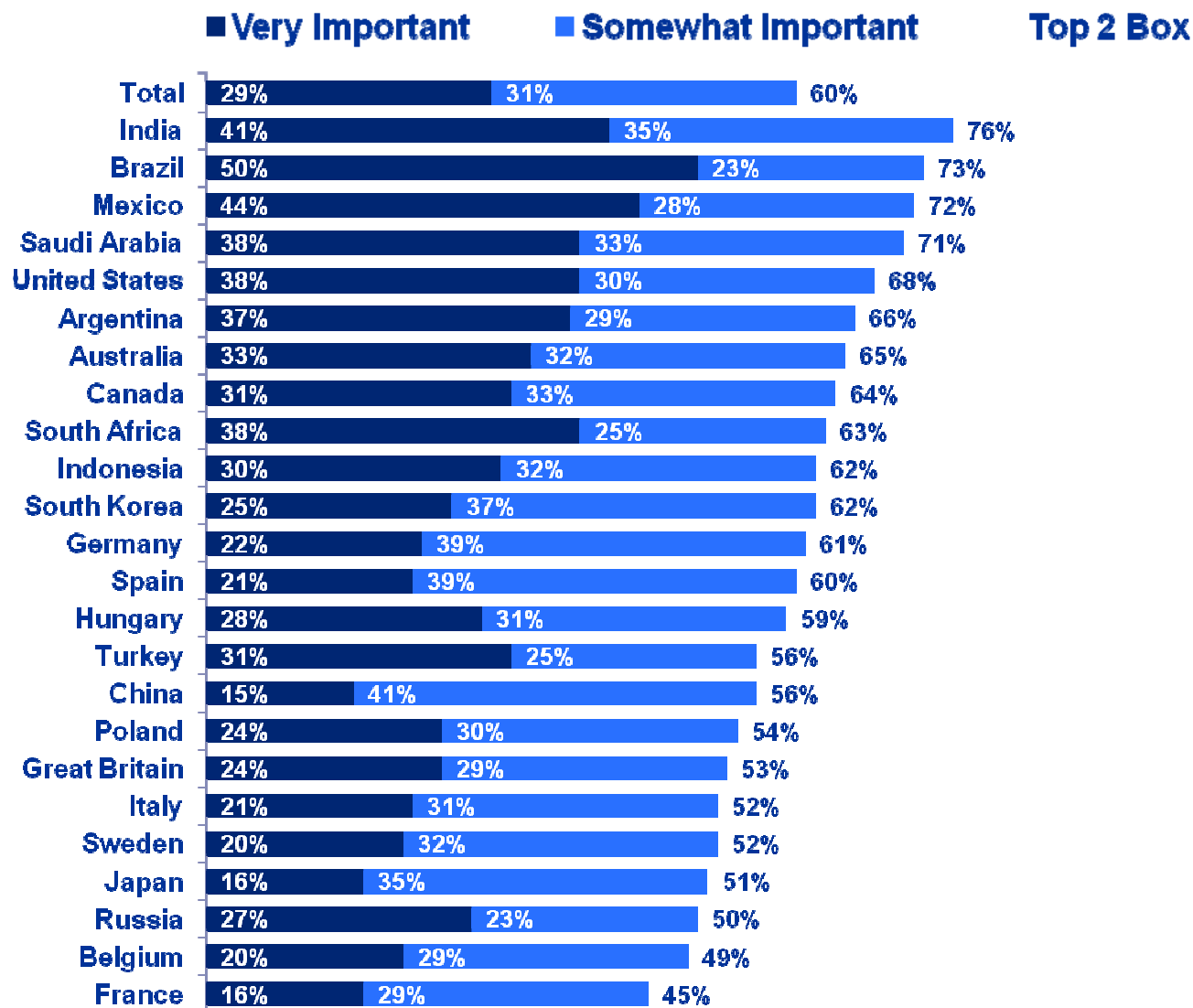
EJ3_15. [Improve my sex life] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Lose weight



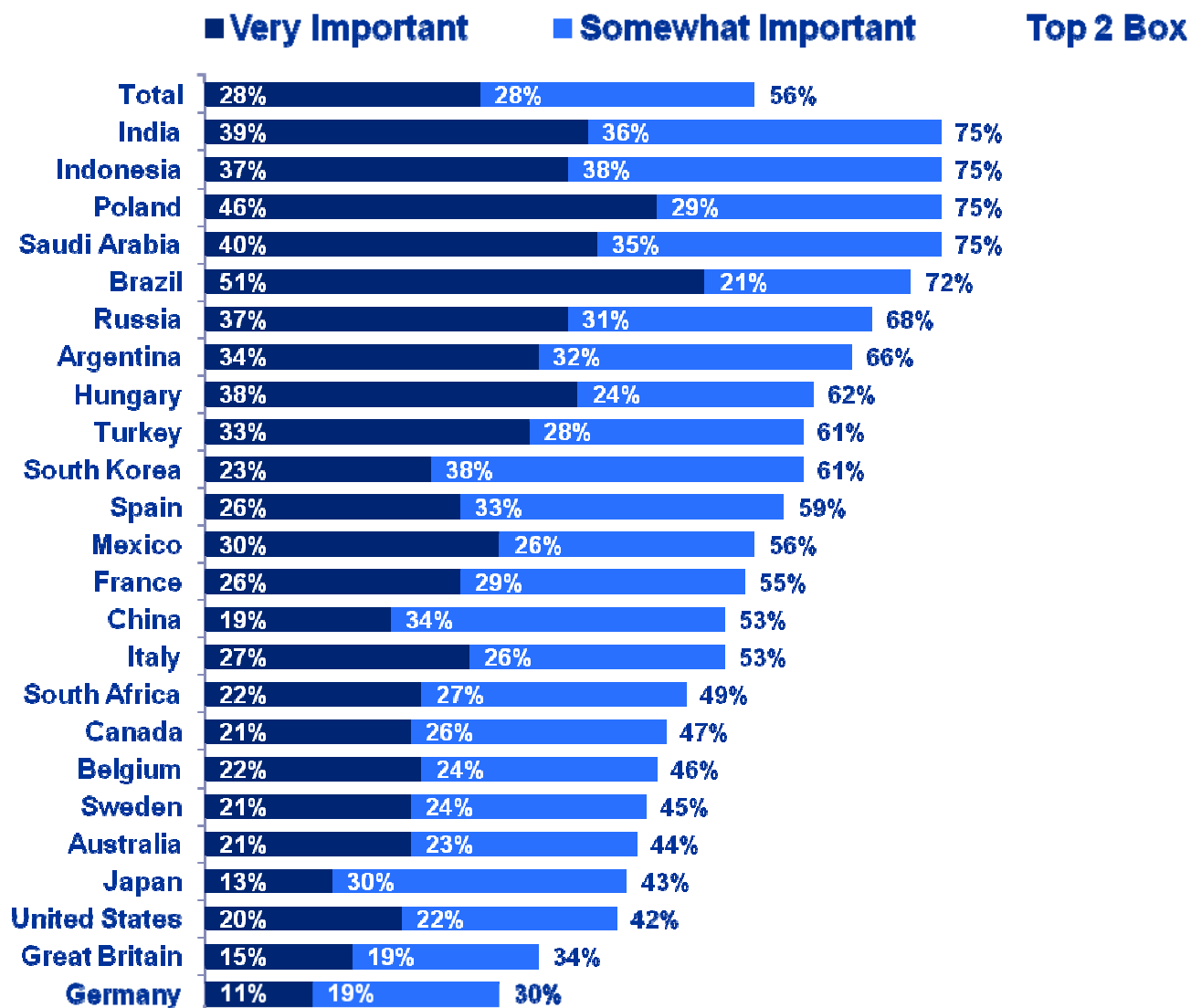
EJ3_3. [Lose weight] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.
Base: All Respondents n=19,216

No longer have a current disease or ailment



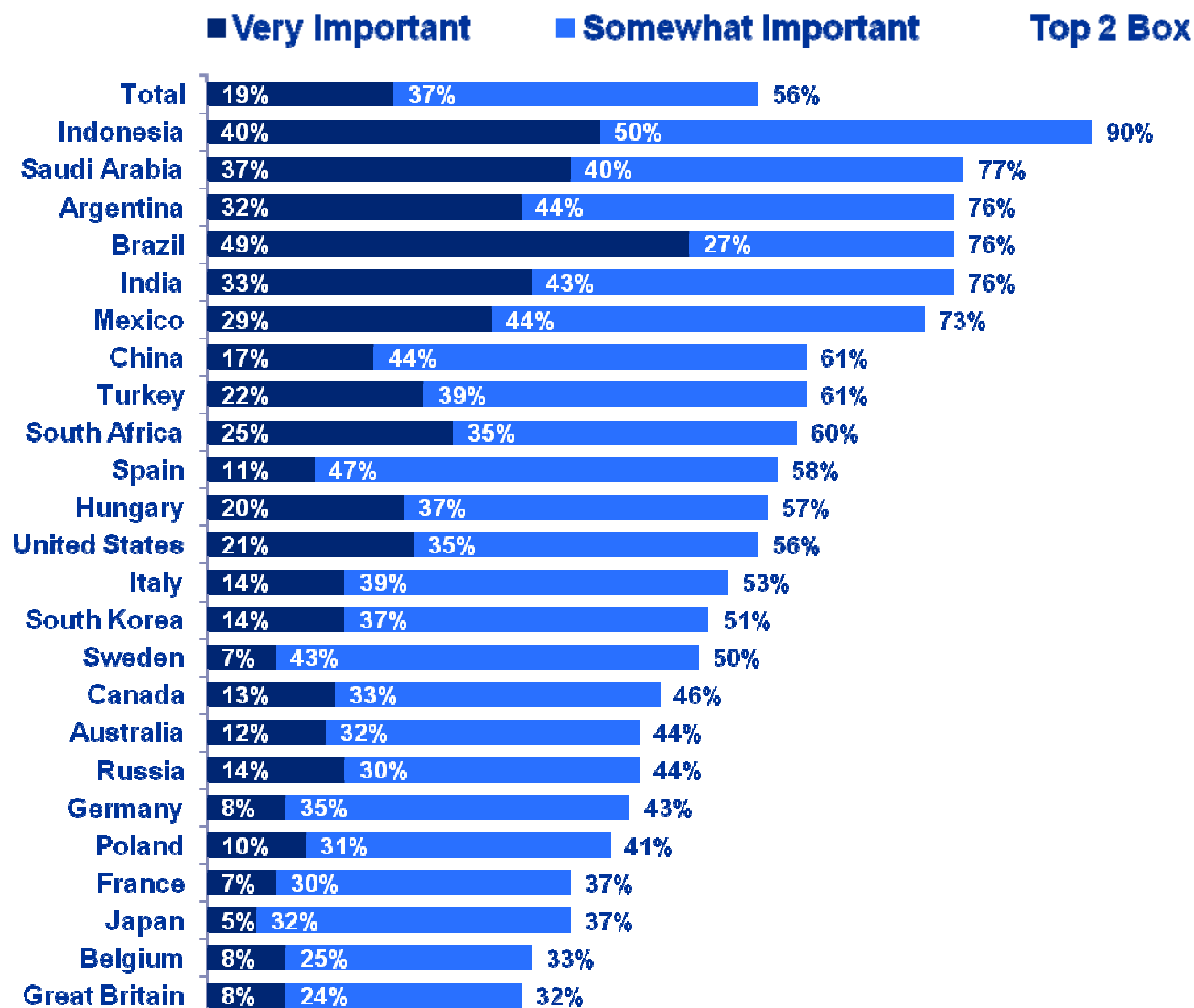
EJ3_4. [No longer have a current disease or ailment] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Find a romantic partner



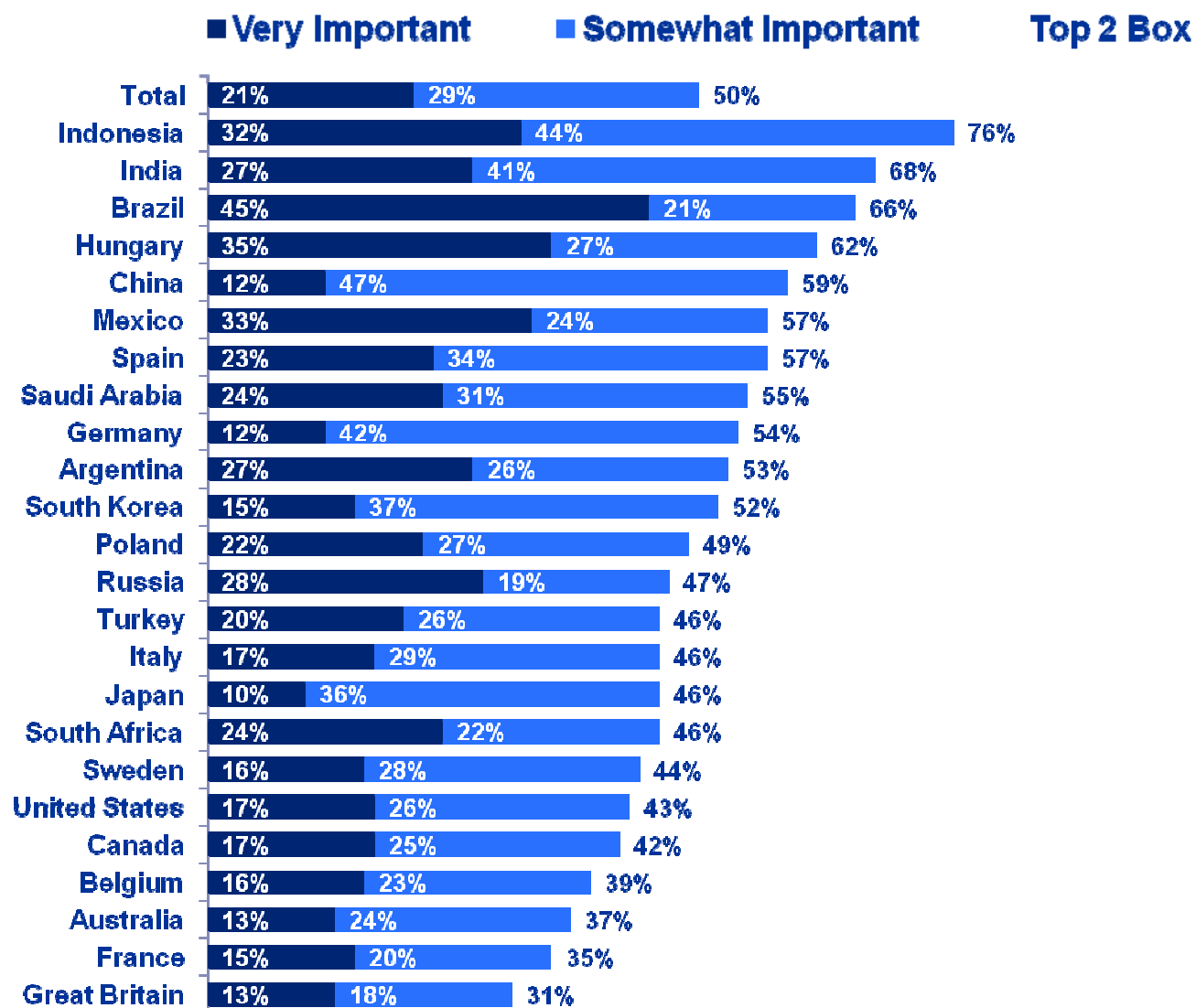
EJ3_10. [Find a romantic partner] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.. Base: All Respondents n=19,216

Volunteer/donate to charity



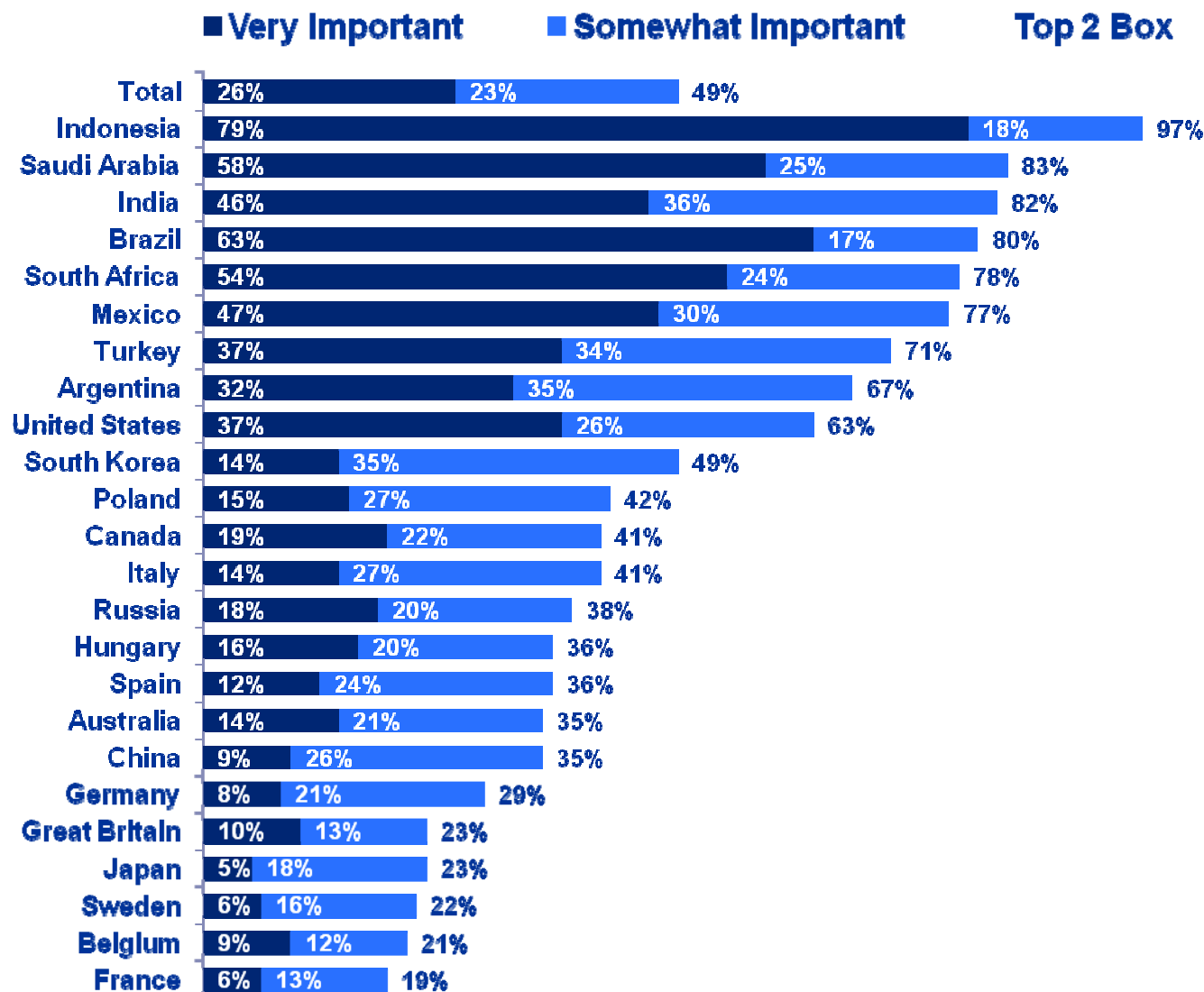
EJ3_16. [Volunteer/donate to charity] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: All Respondents n=19,216

Something else



EJ3_17. [Something else] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.. Base: All Respondents n=19,216

Meditation or prayer



EJ3_5. [Meditation or prayer] For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life.. Base: All Respondents n=19,216



About Ipsos...

- 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. They measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion (\$1.6 billion U.S.) in 2010.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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