

MONEY, THAT'S WHAT I WANT

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AS THEIR NUMBER ONE WISH FOR 2013



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The best things in life may be free, but most agree with the title of a song made famous by the Beatles: "Money, That's What I Want." In fact, what more than half of us (55%) want more than anything else in 2013 is to improve our financial situation, a figure that rises to 58% among those under 49 and dips to 44% among those over 50. More time with family is the number one wish of only 16% of us, followed closely by improving health (14%) and travel to other countries (12%). Maybe it is improved finances that could bring the other wishes within reach. Maybe we're just hungry for money. Or, maybe social networking, through others' sharing about their purchases and vacations, keeps us too much in the know by reinforcing what we can't afford to buy. Ipsos OTX Sociallogue wishes you receive whatever you want most in 2013!

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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