

## **Global Attitudes on Materialism, Finances and Family:**

**Pressure Felt by Half (46%) to “Be Successful and Make Money”  
But Only One Third (34%) Measure Success by Things They Own**

**Majority (59%) Optimistic Toward Self and Family for 2014, But  
Only Three in Ten (32%) Optimistic Toward Their Country**

*The Global Trends Survey: A Public Opinion Report Key Challenges Facing the World*

**Global** — A major online survey of over 16,000 people across 20 countries conducted by global research company Ipsos suggests that those in emerging economies might see themselves as more materialistic and feel under more pressure to make money than their counterparts in North America and Europe. Looking to the future, respondents appear to be considerably more optimistic about themselves and their families than they are about their country.

These findings reflect data gathered as part of the new Global Trends Survey, a study that aims to build a more comprehensive picture of what matters to people globally. The survey has hundreds of questions covering a diverse range of subjects including perceptions of government, our deeper values, views of some of the key challenges facing the world and measures of a wide range of behaviours. Reports on these findings will be released in detail throughout 2014.



## *Pressure exists to make money but not for defining success*

Among the 20 countries surveyed, pressure to achieve financial success seems to matter as half (46%) agree with the statement: 'I feel under a lot of pressure to be successful and make money.' This financial concern does not appear to translate into materialism, however, as only one third (34%) agree with the statement 'I measure my success by the things I own.'

Ipsos' new Global Trends Survey data finds that there are stark differences across countries when it comes to pressures for financial success and materialism; those in emerging markets feel under more pressure than Europeans to make money and define success by what they own.

Those most likely to agree they feel under a lot of pressure to be successful and make money are from China (68%), South Africa (66%), Russia (66%), India (60%), Turkey (53%) and South Korea (52%) – the emerging economies. On the flip side, those least likely to feel this pressure for financial success are from Italy (25%), Sweden (26%), Japan (29%), France (33%), Belgium (36%), Spain (36%) and Great Britain (39%) – the traditionally developed nations.

Similarly, those from China (71%), India (58%), Turkey (57%), Brazil (48%) and South Korea (45%) are most likely to measure their success by what they own while those from Sweden (7%), Spain (15%), Great Britain (16%), Canada (20%), the United States (21%) and Italy (22%) are least likely to do so.



## *Optimism appears high for personal life but lower for country*

When asked to look ahead to the next 12 months, six in ten (59%) indicate they are optimistic toward their personal lives ('you and your family') but only one third (32%) are optimistic about their country.

Those most likely to feel optimistic towards their selves and families are from: South Africa (75%), Brazil (74%), Sweden (73%), Canada (71%), Argentina (71%) and India (71%). Those least likely to hold this personal optimism are from: South Korea (39%), Japan (40%), Italy (47%) and France (49%).

On the other hand, those most likely to express optimism toward their country over the next year are from India (53%), Canada (47%), Australia (47%), China (46%) and Sweden (45%) while those least likely are from France (9%), Italy (10%), Spain (12%), Poland (19%) and South Korea (21%).

### *Detailed Tables*

Table: I measure my success by the things I own

	<b>Agree</b>
China	71%
India	58%
Turkey	57%
Brazil	48%
South Korea	45%
Poland	39%
<b>Global Average</b>	<b>34%</b>
France	34%
South Africa	33%
Russia	32%
Argentina	29%



Belgium	28%
Germany	27%
Australia	24%
Japan	22%
Italy	22%
US	21%
Canada	20%
Great Britain	16%
Spain	15%
Sweden	7%

Table: I feel under a lot of pressure to be successful and make money

	<b>Agree</b>
China	68%
South Africa	66%
Russia	66%
India	60%
Turkey	53%
South Korea	52%
Argentina	49%
Canada	49%
<b>Global Average</b>	<b>46%</b>
US	46%
Brazil	44%
Poland	42%
Germany	40%
Australia	40%
Great Britain	39%
Belgium	36%
Spain	36%
France	33%
Japan	29%
Italy	25%
Sweden	26%

Table: Looking ahead to the next 12 months, are you optimistic or pessimistic about the following: [individual country]?

	<b>Optimistic</b>
India	53%
Canada	47%
Australia	47%
China	46%
Sweden	45%



Argentina	41%
Brazil	39%
Germany	35%
Russia	34%
<b>Global Average</b>	<b>32%</b>
South Africa	29%
Japan	28%
US	28%
Turkey	28%
Great Britain	25%
Belgium	23%
South Korea	21%
Poland	19%
Spain	12%
Italy	10%
France	9%

Table: Looking ahead to the next 12 months, are you optimistic or pessimistic about the following: [you and your family]?

	<b>Optimistic</b>
South Africa	75%
Brazil	74%
Sweden	73%
Canada	71%
Argentina	71%
India	71%
US	68%
Australia	65%
Russia	65%
Great Britain	61%
<b>Global Average</b>	<b>59%</b>
Belgium	57%
China	56%
Poland	55%
Germany	51%
Turkey	51%
Spain	51%
France	49%
Italy	47%
Japan	40%
South Korea	39%



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**Methodology statement:** The survey instrument was conducted in 20 countries via the Ipsos Online Panel system. For the results of the survey herein, a total sample of 16,039 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between September 3rd and September 17th, 2013. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Spain, Great Britain and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Poland, Russia, South Africa, South Korea, Sweden and Turkey. In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 20 countries surveyed, 14 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Russia (47.7%), South Africa (17.4%) and Turkey (45.7%) – are not reflective of the general population; however, in these less developed countries respondents are deemed to be “primary engaged citizens” as they meet minimum thresholds of education/income and connectivity compared to their fellow global citizens. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

#### **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 85 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 €1,789 billion (2.300 billion USD) in 2012. Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos’ offerings and capabilities.