

Ipsos OTX socialogue™



Hear the clapping? Listen hard, because 75% of us globally say we are very happy (20%) or rather happy (55%). That's three out of every four. And the other 25%? Fortunately, only 4% say they are not happy at all and at least the 21% who say they are "not very happy" have some happiness in their lives. If each of us makes someone happy every day, maybe by next year we'll have more happy campers and fewer who are down in the dumps. May this year be one of not-so-random acts of kindness!

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) 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. Socialogue™ 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.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.