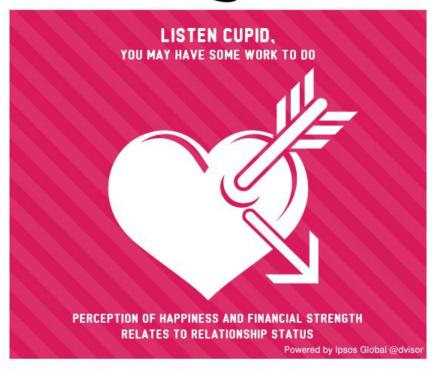
socialogue





People's claims of happiness and financial strength are higher for those in a relationship . . . at least, so say the numbers, with 78% of those in relationships across 15 countries saying they are very or somewhat happy, compared to 67% of those who are not in a relationship. The same disparity exists in terms of financial security, although at much lower percentages, 29% among those in a relationship versus 21% of those who are not in a relationship. But, just wait a little minute before drawing conclusions. The disparity may not be as great as it sounds given that the not-in-a-relationship group includes those who are widowed, consider themselves between relationships or divorced from relationships that were in disrepair, all factors that can give a solid dent to the fender of one's happiness and financial security. In a good relationship? Handle with care. Not in one but want to be? Hopefully Cupid will be there to lend a hand this year!

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.

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