



# *Global @dvisor*



## **Valentine's Day: Correlations Between Relationship Status and Happiness, Financial Situation**

# Methodology

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- These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@52” wave between December 4-18, 2013.
- The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system.
- For the results of the survey presented herein, an international sample of 18,153 adults aged 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, Hungary, Poland, South Korea and Sweden, where each have a sample approximately 500+.
- The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations.
- In countries where internet penetration is approximately 60% or higher, the data output is considered to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States.

# Analytic Components

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Taking all things together, would you say you are...

- Very happy
- Rather happy
- Not very happy
- Not happy at all

Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

7 – Very strong

6

5

4

3

2

1 – Very weak

What is your marital status?

Married

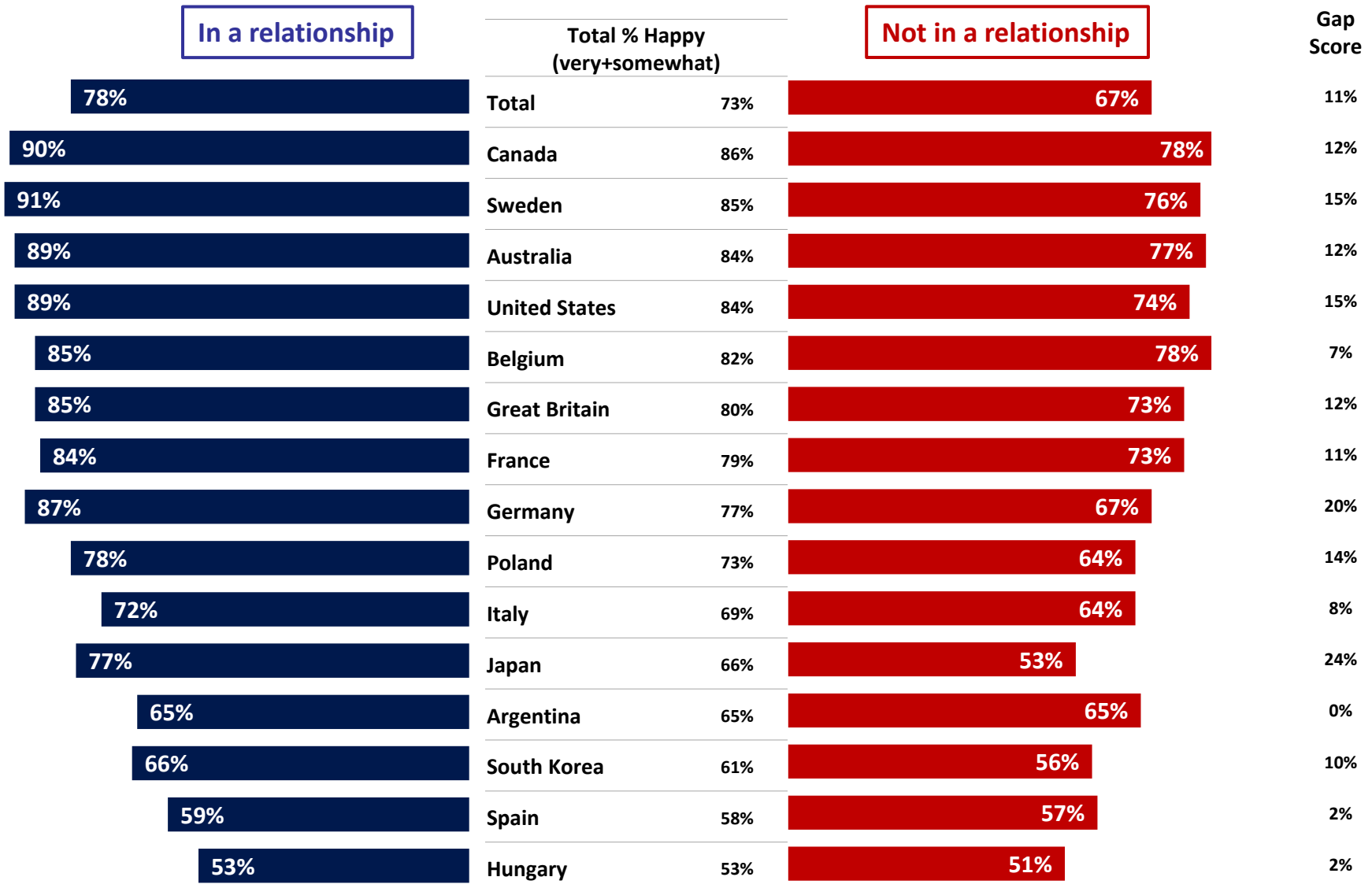
Domestic partnership / Living as married [DO NOT ASK IN SAUDI ARABIA]

Single

Divorced

Widowed

# % Happy: Those in a Relationship vs. Those Not



B1. Taking all things together, would you say you are...  
(PLEASE SELECT ONE ONLY)

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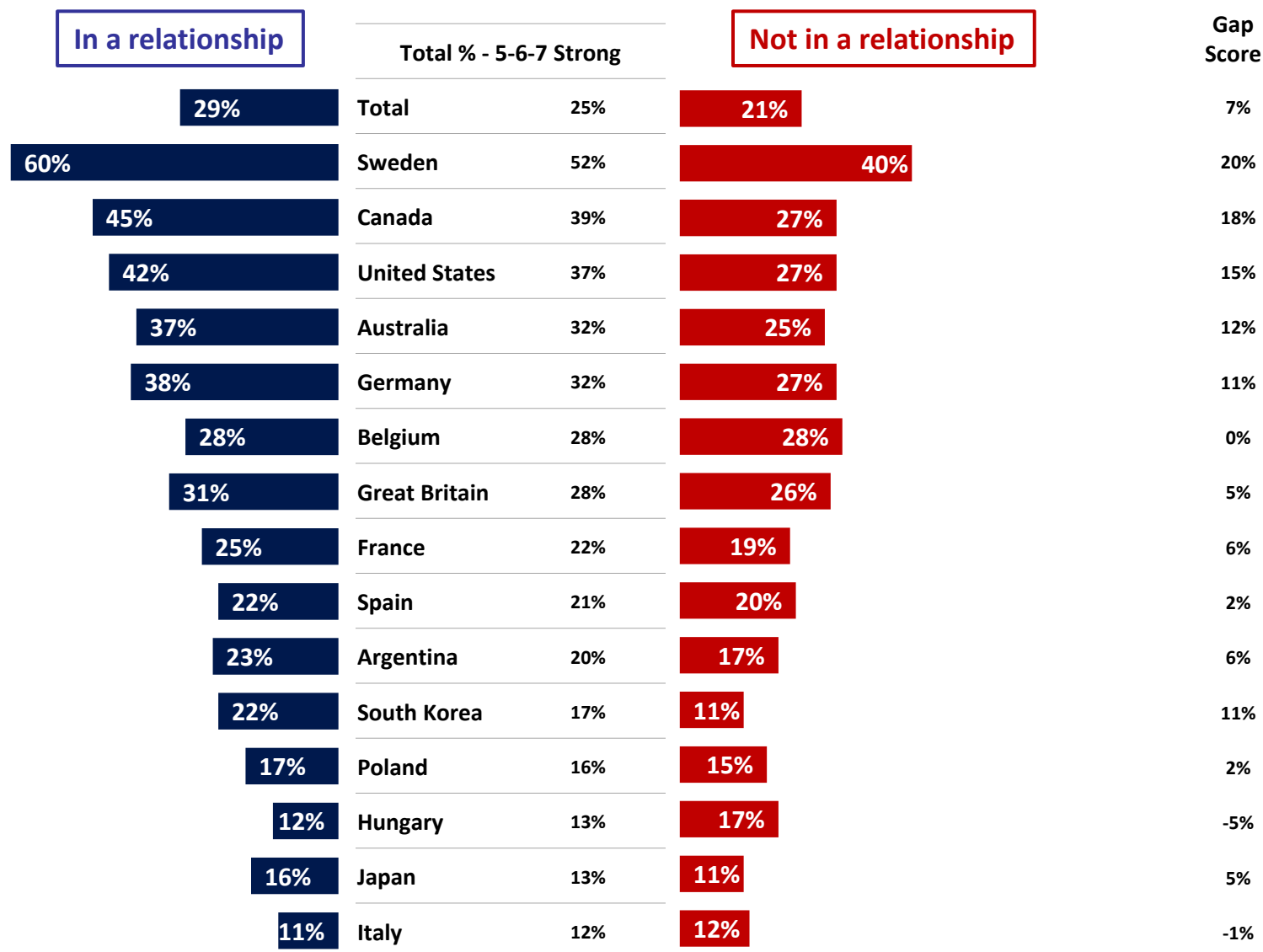
# % Very Happy: Those in a Relationship vs. Those Not

In a relationship	Total % Very Happy		Not in a relationship	Gap Score
17%	Total	15%	12%	3%
28%	United States	26%	21%	7%
28%	Canada	24%	16%	12%
20%	Argentina	22%	23%	-3%
27%	Sweden	22%	13%	14%
22%	Australia	19%	15%	7%
21%	Belgium	17%	11%	1%
21%	Great Britain	16%	11%	1%
15%	Japan	12%	9%	6%
13%	Poland	12%	11%	2%
11%	Spain	12%	13%	-2%
13%	France	11%	8%	5%
16%	Germany	11%	6%	1%
9%	Italy	9%	8%	1%
8%	Hungary	8%	9%	-1%
%	South Korea	6%	6%	-1%

B1. Taking all things together, would you say you are...  
(PLEASE SELECT ONE ONLY)

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# % Personal Financial Situation is Strong: Those in a Relationship vs. Those Not



B8. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.  
(PLEASE SELECT ONE ONLY)

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## About Ipsos

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- 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.



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- The Ipsos *Global @dvisor* **Syndicate Study** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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