



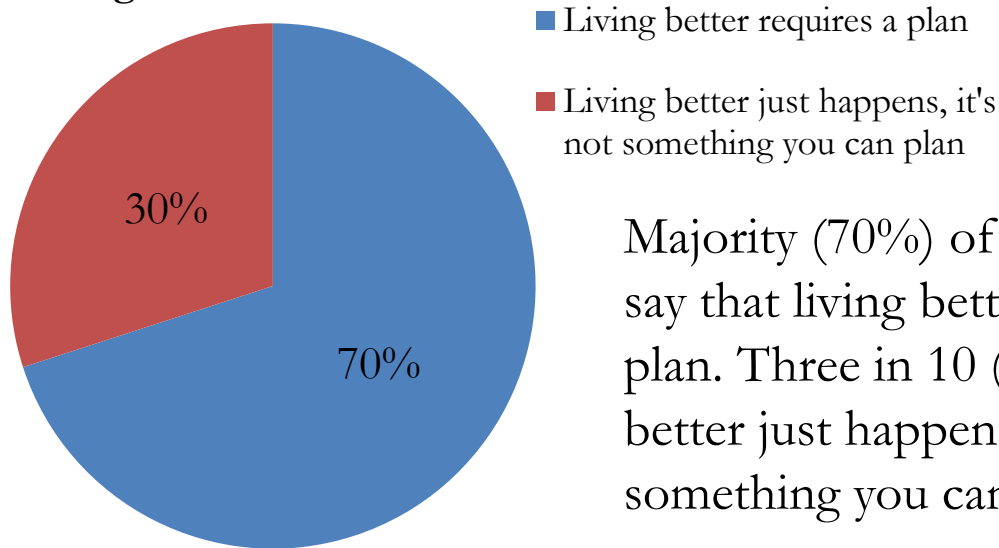
# Ipsos Global @dvisor

## Want to Live Better? You Need a Plan.

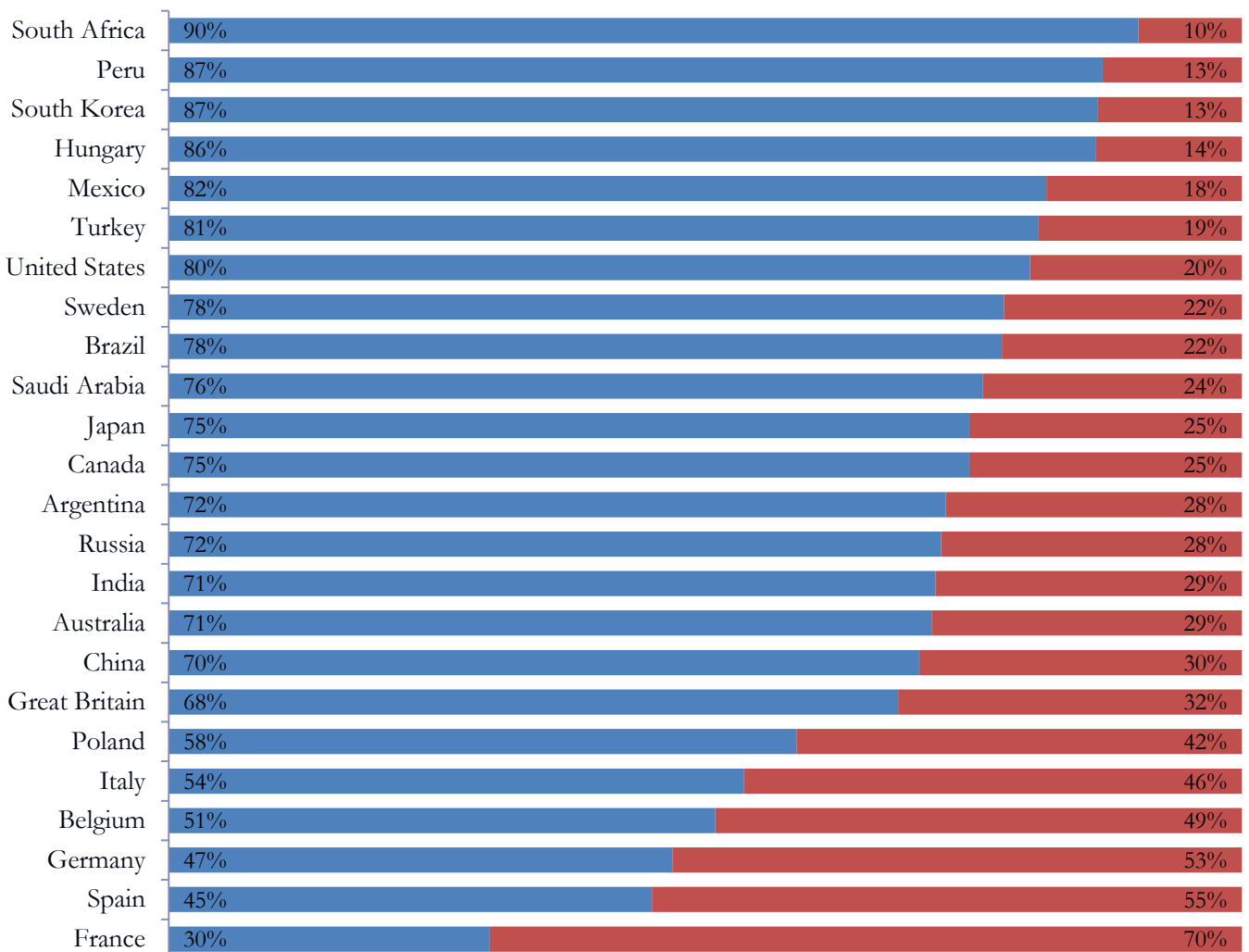
Citizens in 24 countries around the world share their opinions on healthy living and well-being in this new Ipsos Global @dvisor poll.



## Which of the following statements best reflects your personal view about living better?



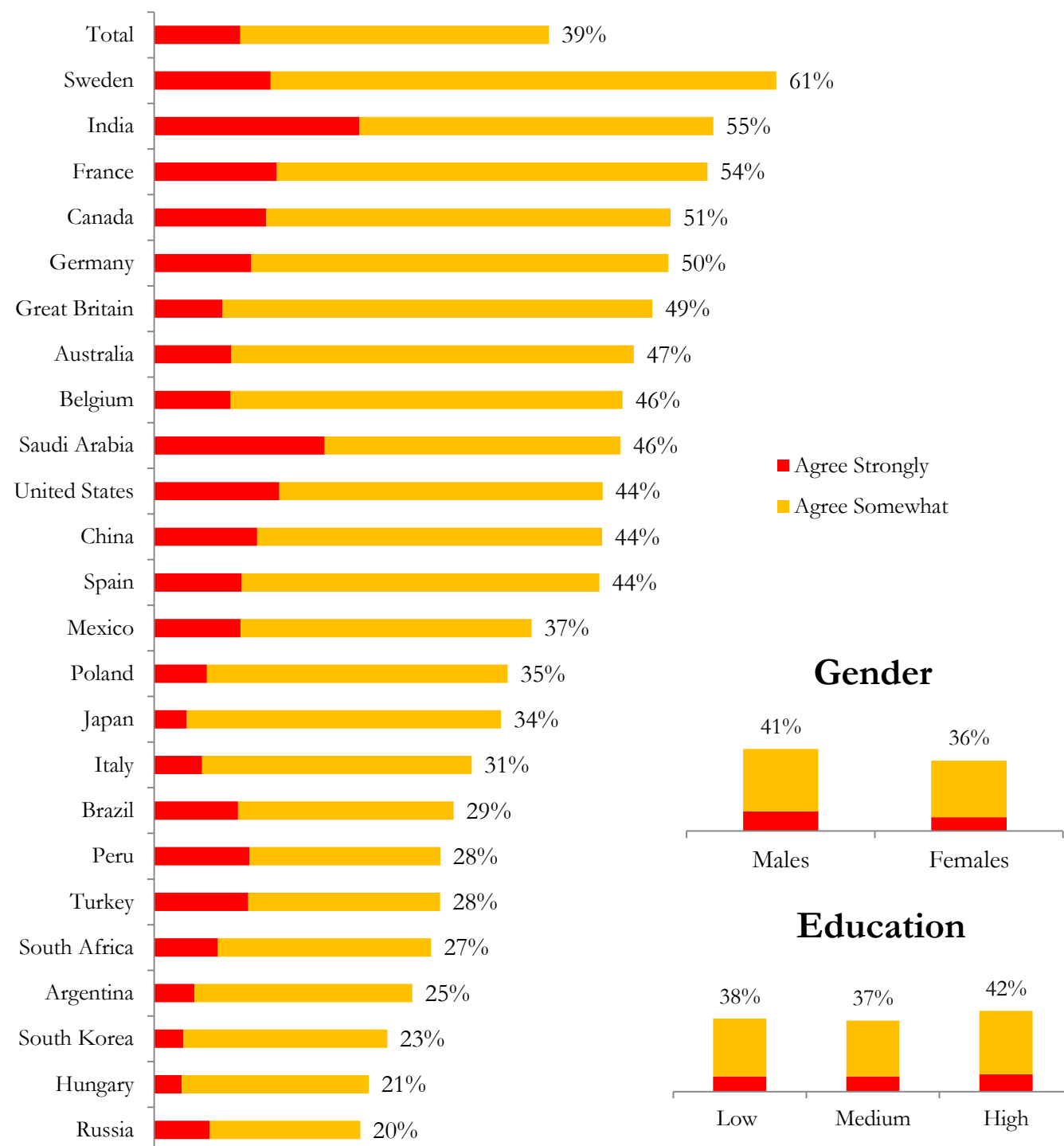
Majority (70%) of global citizens say that living better requires a plan. Three in 10 (30%) say living better just happens, it's not something you can plan for.



EJ2. Which of the following statements best reflects your personal view about living better? Base: N=17,538

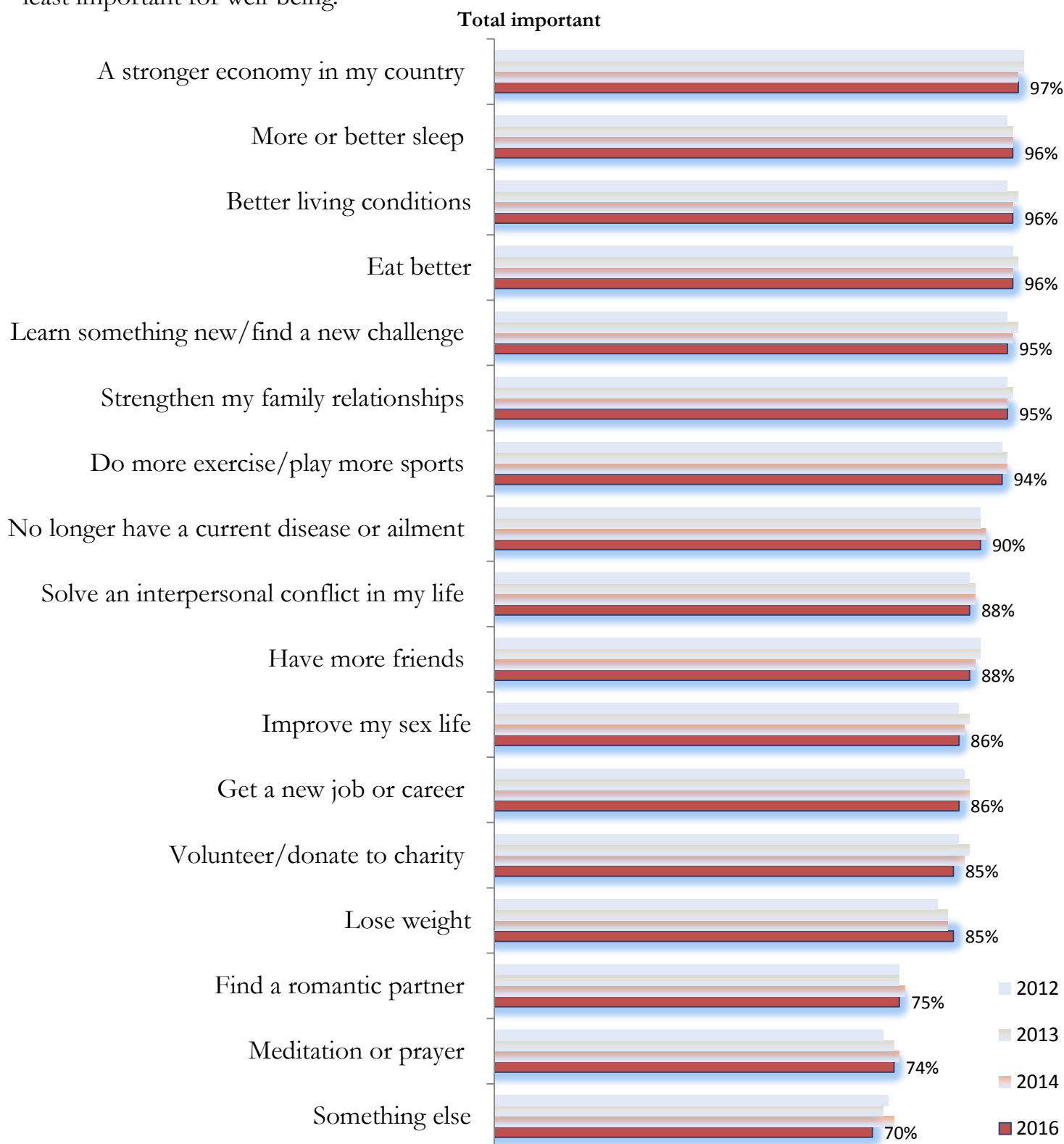
## My life is fine the way it is, I don't need to live better

Only four in 10 (39%) citizens in 24 countries around the world agree that their life is fine the way it is, and they don't need to live better. More men (41%) than women (36%) feel that way. Those with high level of education feel less need for better life than those with medium or low levels of education.



EJ14: To what extent do you agree or disagree with the following statements: "My life is fine the way it is, I don't need to live better"  
Base: N=17,538

So what, in the opinion of global citizens, are most important factors in improving their personal well-being? A stronger economy (97%) tops the list, while meditation or prayer is the least important for well-being.



EJ3: For each of the following, please indicate how important the factor is in improving your own personal well-being - your general health and quality of life. Base: N=17,538

## METHODOLOGY

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 17,538 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, India, Mexico, Peru, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. 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.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 24 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Peru (40%), Russia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

## 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. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, 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 €1,669.5 (\$2,218.4 million) in 2014.
- Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.