

Friends/Fun Help Contest Winners with an 18% Share of “The Happiness Equation”

***20 Ipsos Contest Winners to Receive Copies of John Hallward’s Book on
Happiness***

Public Release Date: Thursday, September 8, 2011, 6:00 AM EST



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



Friends/Fun Help Contest Winners with an 18% Share of “The Happiness Equation”

20 Ipsos Contest Winners to Receive Copies of John Hallward’s Book on Happiness

Vancouver, BC – It is almost no contest, friends and fun account for 18% of your total happiness. In his new book “The Happiness Equation: The Human Nature of Happy People”, Ipsos ASI’s John Hallward has identified a formula to help Canadians measure their happiness levels. The formula identifies a percentage breakdown of eight different aspects of life. This week, Ipsos delighted 20 of its clients and friends who submitted their best guesses to a fun contest, with complimentary copies of the book.

The book shares the findings of a unique Ipsos study about happiness among everyday Canadians, and relates this happiness to everything you can imagine (from health and sex, to body weight and alcohol, to debt and income, friends and community, charity and religion, and more). The characteristics of happiness are presented, along with some implications to become happier.

"In the book, I point out eight key factors in our overall happiness, backed by Ipsos’ research into what makes for a happy Canadian," says John Hallward, President of Global Product Development with Ipsos ASI and author of the book. "We wanted to share this with clients of Ipsos so we asked them to guess the breakdown for each aspect, and maybe have a little fun while thinking about what delights them and brings happiness into their lives."

So what are the ingredients to finding 100% happiness? According to Hallward's book the eight factors are:

- mental peace of mind/stress
- financial status (mainly staying out of debt)
- friends/fun (connecting)
- physical health
- marital quality
- family
- job quality
- charity (giving/volunteering)

To win a copy of the book, contestants were asked to guess the percentage each aspect has on their lives and those that accurately guessed the percentage figure for the amount friends and fun account for in your happiness were the winners.

The following 20 people came closest to guessing the correct answer (18%) and will receive copies of the book:

- Nancy Arab
- Mark Chuchra
- Jacques Haket
- Glen Henry
- Andrea Hosfield

- Grace Hwang
- Arlene Lang
- Graeme Lauber
- Richard Lee
- Warren MacKenzie
- Belinda Morin
- Susane Orlowski
- Glen Phillips
- Aditi Quadras
- Zev Smith
- Kevin Sonnenberg
- Tima Steinberg
- John Vernon
- Angela Wilson
- Linda Young-Blendick

Details on the contest and its rules are available here:

<http://www.ipsos.ca/en/happiness-equation-contest/>

"The Happiness Equation: The Human Nature of Happy People", Hallward's second book, is published by Price-Patterson Ltd. and is available online through Amazon.com and Chapters.Indigo.ca. In 2007, Hallward authored "Gimme! The Human Nature of Successful



Marketing" (published by Wiley & Sons, 2007). That book focused on the application of human nature and research in developing successful advertising and marketing campaigns.

-30-

For more information on this news release, please contact:

Elen Alexov
Director
Marketing Services
Ipsos North America
778-373-5136
elen.alexov@ipsos.com

*For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at:
<http://www.ipsos-na.com/news-polls/>*