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## News Release

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**FOR IMMEDIATE RELEASE**

### **HOW MEN AND WOMEN COPE IN A RECESSION – MEN WILL FARE WORSE BECAUSE FOR THEM, MONEY EQUALS HAPPINESS: NIELSEN**

#### **WOMEN DEPEND ON RELATIONSHIPS FOR HAPPINESS, AND ARE HAPPIER THAN MEN TODAY**

**Sydney, Australia, 12 December 2008:** As the world grapples with a global recession and financial markets remain volatile, many people are reminding themselves that money can't buy happiness. Men however, beg to differ.

Results of a global happiness survey from The Nielsen Company reveal that men are happier with money, while women are happier with friendships and relationships with their children, co-workers and bosses.

“Given the global financial crisis has worsened since the survey, it is reasonable to speculate that the crisis has caused more of a drop in happiness for men than it has for women,” said Luke Starick, Associate Director, Measurement Science, Nielsen.

The 51-country Nielsen Happiness Study, which polled 28,153 respondents online in May 2008, found that globally, women are happier than men in 48 of the 51 countries surveyed, with only Brazil, South Africa and Vietnam having men happier than women. Women are also more optimistic about the future, scoring higher than men on predictions of their happiness in the next six months.

Globally, women were also happier with their sex lives although men were generally happier with their spouses. Japanese and New Zealand women reported the greatest difference in satisfaction with their sex lives.

Men are generally happier with their physical health than women, and this is especially pronounced in South Africa. Egypt bucks the trend, with women rating their happiness with their health considerably higher than men.

Globally, men rated their happiness with their mental health higher than women. This was echoed in Belgium, South Korea, Mexico, Norway, Spain, Sweden, Egypt, and Israel.

According to the Nielsen survey, there are three main drivers of happiness globally: personal financial situation, mental health and job/career. Being satisfied with your partner is also important for happiness in many markets.

As well as gauging levels of happiness, the Nielsen survey examined what specific factors contributed to happiness around the world. "Happiness is a local and personal matter and Nielsen sought to uncover what specific factors contribute to making people happy in different parts of the world," said Starick . "Many of the world's poorer and emerging markets outranked developed countries for happiness and satisfaction levels in nearly all aspects of their lives."

### **So how do Australians fair in all this?**

Not surprising given the current economic climate, Australians have placed their current personal finances as one of the top five drivers for happiness. This was accompanied by health, their career, satisfaction with partner/spouse and their job. A lot of these however were consistent across the 52 countries.

Given that Australians are well known for socialising with friends and family, it's not surprising that the main areas that rated highest were relationships – whether with co-workers, friends, parents, spouses or their boss – both males and females agreed these areas were some of their most satisfied. Gender wars aside, both agreed that they were most satisfied with the current relationship with their children and least satisfied with the global environmental and political situations (refer charts 1 and 2).



When it comes to being happy today, Australians rated the sixth happiest (6.6) in Asia Pacific and seventeenth happiest globally. Back in May, they were slightly less happy on 6.4, but optimistic looking forward with a 0.4 increase to 7 points, indicating that Australians have a positive outlook, seeing things as improving and slowly getting better.

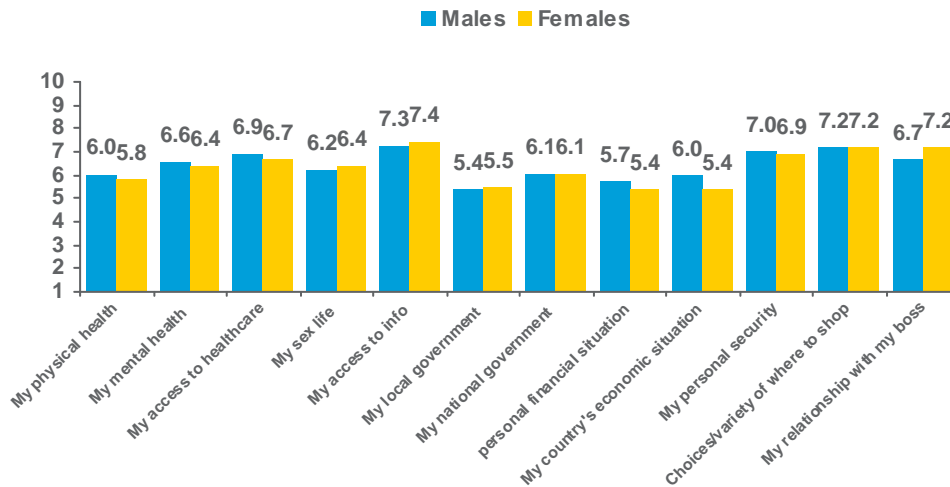
Australians also believe they are generally quite successful at getting what they want in life, rating their happiness higher than both the global and APAC average with 6.7 points. “Australians have always had a ‘can do’ attitude”, noted Starick. “We like to refer to Australia as the “Lucky Country” and the recent results that many of us share this optimistic attitude”.

Nielsen looked closely at survey results to find out if a nation’s happiness level was influenced by low income inequality, low corruption or peace. Surprisingly, markets which performed poorly on these factors were in many cases the happiest nations.

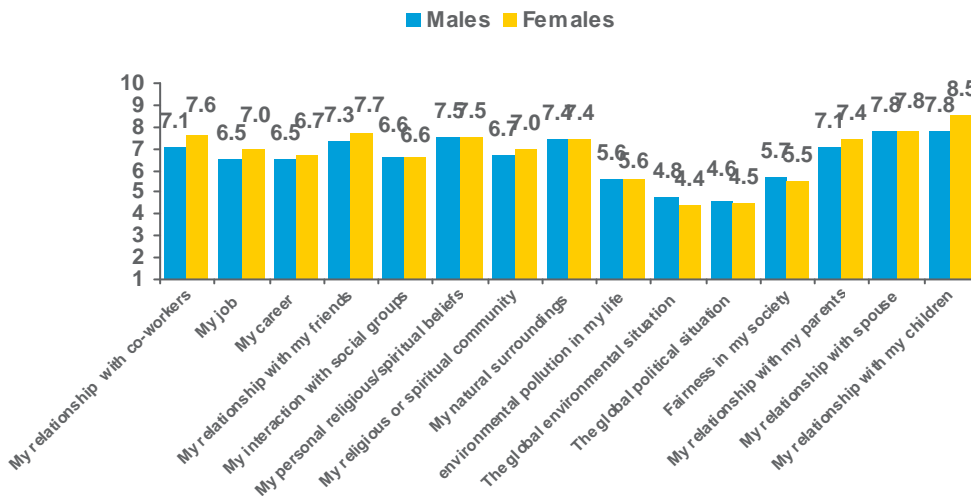
When measured across Nielsen’s Consumer Confidence index and the GDP, Australia rated rich and confident, along with 12 other countries. However, despite being confident, when happiness was indexed with the GDP, Australia was rated as rich but unhappy, leaving China, Canada, United Arab Emirates and New Zealand as the richest and happiest nations.

“For consumers in rapidly developing markets, there could be a greater sense of appreciation for things that bring a better life than they had a few years ago,” added Starick.

**Chart 1: How satisfied are you currently with the following in your life?**



**Chart 2: How satisfied are you currently with the following in your life? (continued)**



**About The Nielsen Global Online Consumer Survey**

The Nielsen Global Online Consumer Survey, conducted by Nielsen Consumer Research, was conducted in April 2008 among 28,153 Internet users in 51 markets from Europe, Asia Pacific, North America and the Middle East. The Nielsen global happiness index is based on consumers' current and anticipated levels of happiness. Nielsen conducted a driver analysis between sources of happiness (mental health, access to information, relationship with spouse, etc) and overall happiness scores. Further analysis revealed which sources had a stronger relationship with overall happiness within each country and across countries.

**About The Nielsen Company**

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