



WIN

Worldwide
Independent Network
Of Market Research

Mood Index in today's world

WWS 2020



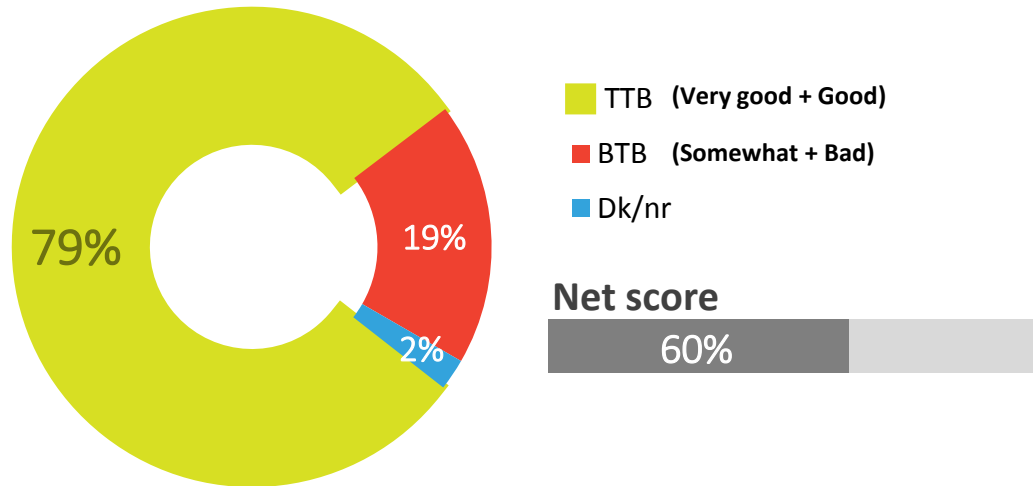


QUALITY OF LIFE

Quality of life

% within total population

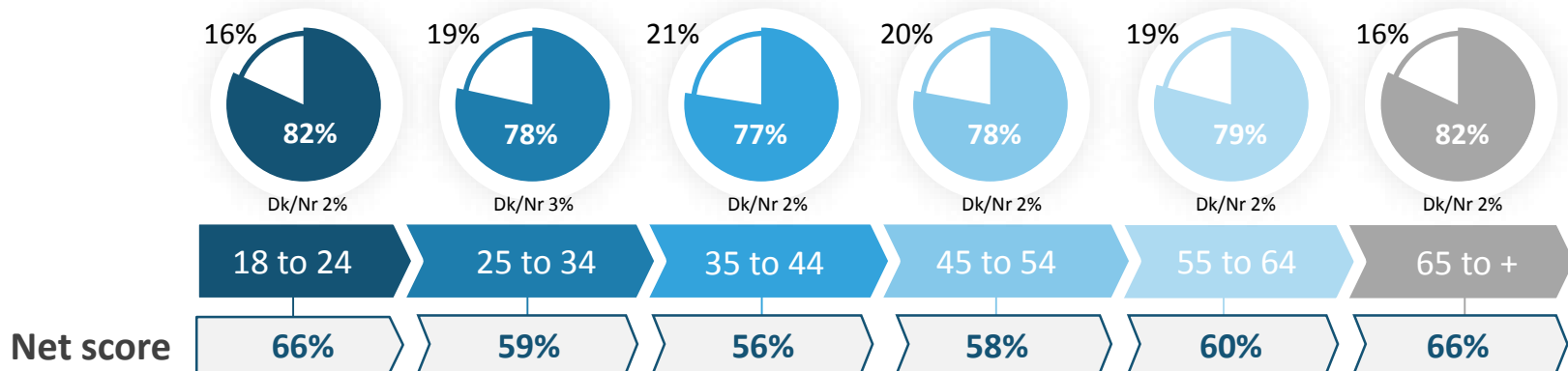
Global Average



By gender



By age group



Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded.

Global profile population according to quality of life

% within total population



By education level

Net score

Completed Higher level of education
(Masters. PHD. etc.)



Dk/Nr 1%

Completed High level Education
(University)



Dk/Nr 1%

Completed Secondary School



Dk/Nr 3%

Completed Primary



Dk/Nr 3%

No education/only basic education



Dk/Nr 3%

■ TTB ■ BTB



By employment

Net score

Working full (include self-employed)



Dk/Nr 2%

Working Part-time



Dk/Nr 2%

Unemployed



Dk/Nr 3%

Student



Dk/Nr 1%

Housewife



Dk/Nr 3%

Retired/Disabled



Dk/Nr 2%

■ TTB ■ BTB

Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded. | (**) The percentages of "Dk/Nr" haven't been plotted.

Quality of Life by Region

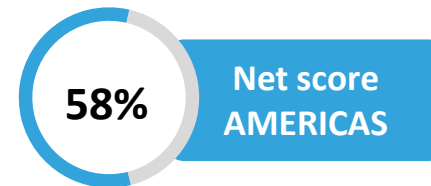
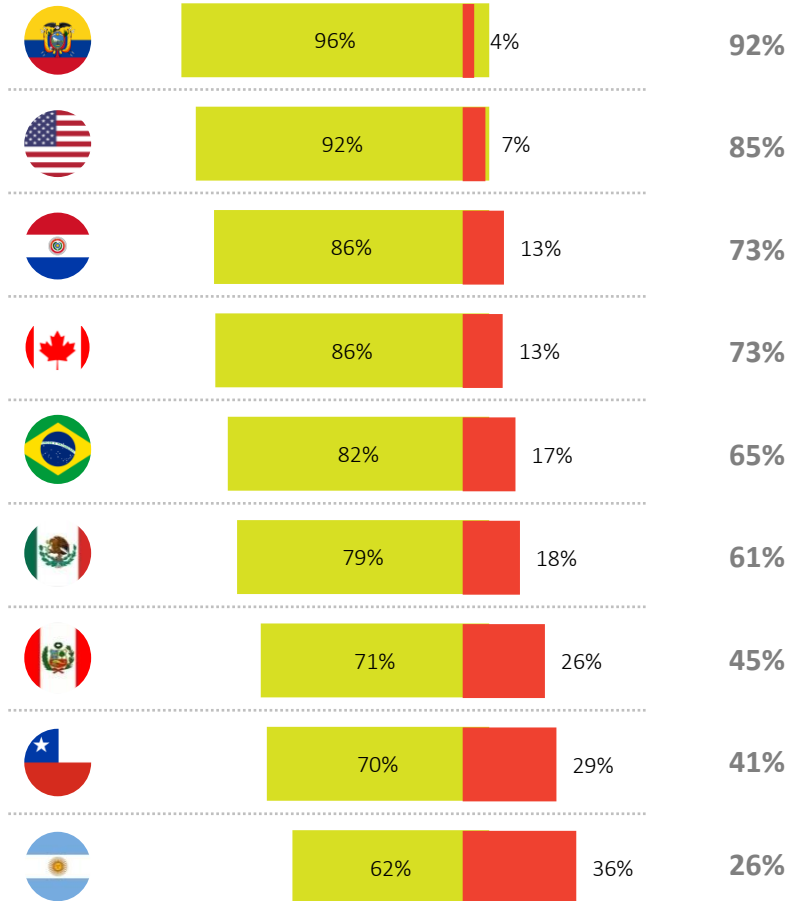
% within total population

TTB

Vs

BTB

Net Score



Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded. | (**) The percentages of "Dk/Nr" haven't been plotted.

Quality of Life by Region

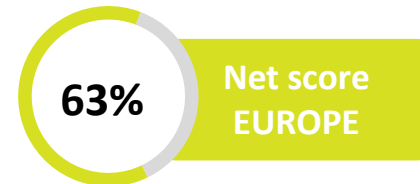
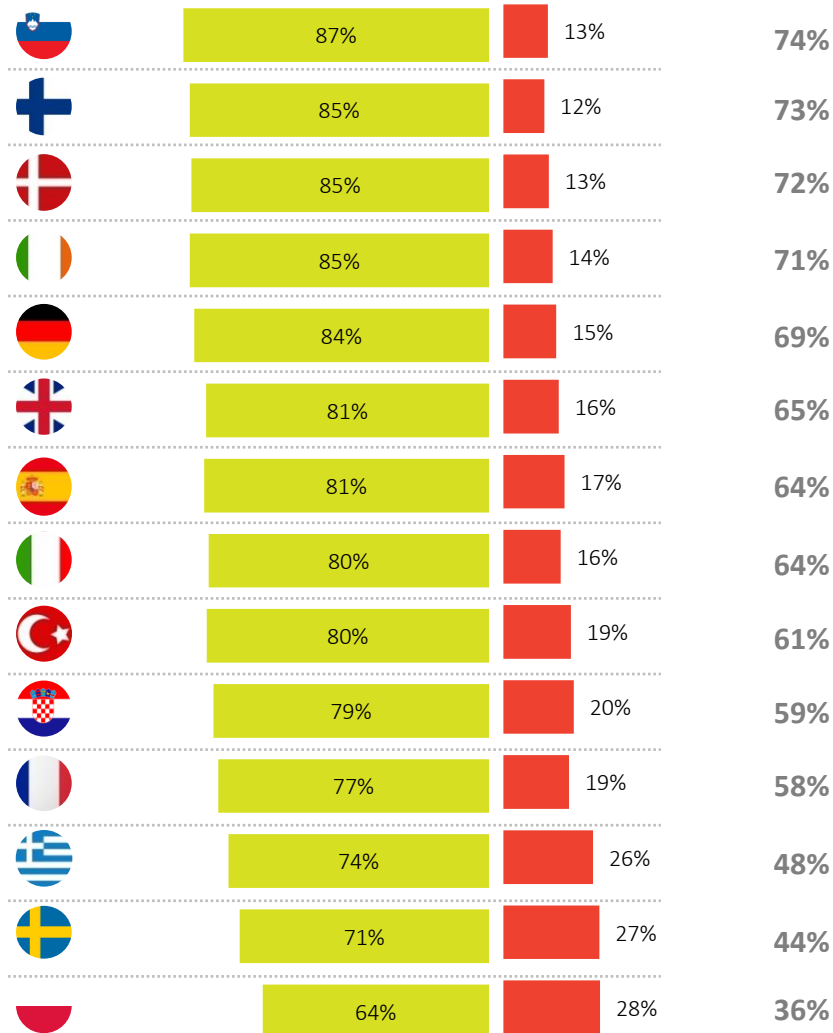
TTB

Vs

BTB

% within total population

Net Score



Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded. | (**) The percentages of "Dk/Nr" haven't been plotted.

Quality of Life by Region

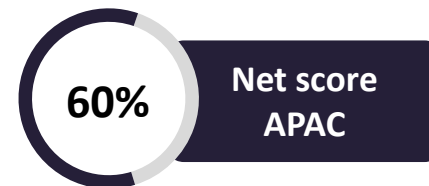
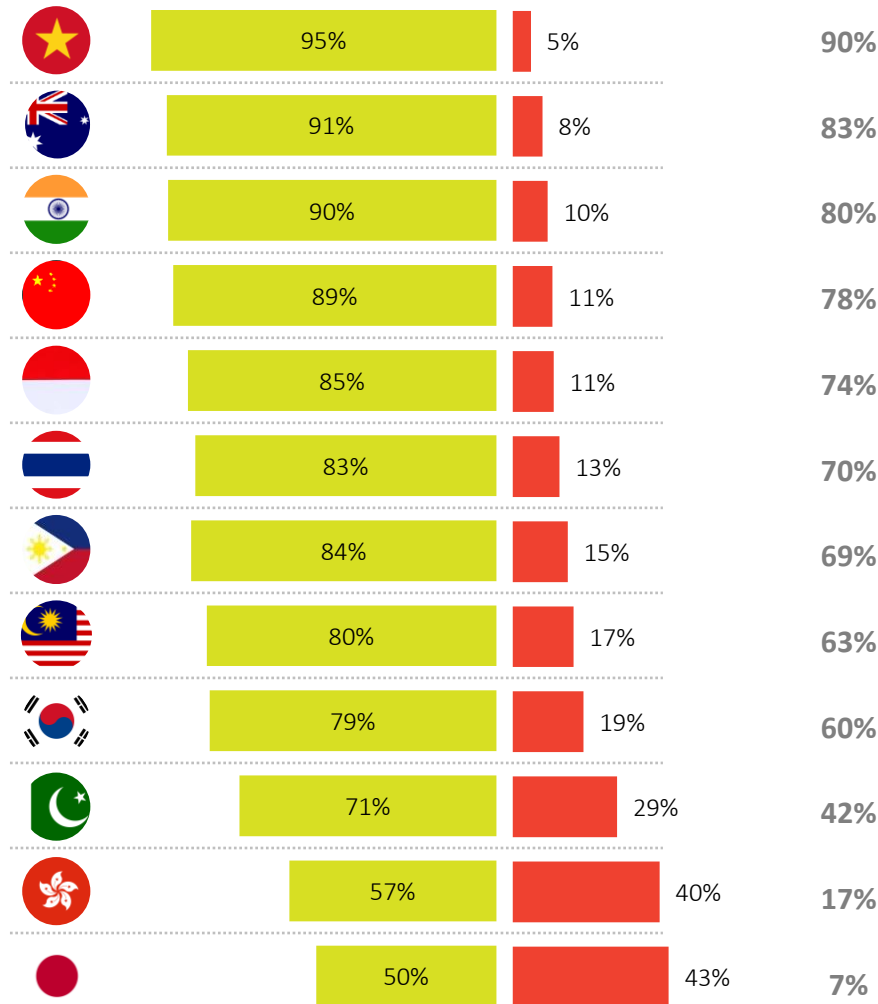
TTB

Vs

BTB

% within total population

Net Score



Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded. | (**) The percentages of "Dk/Nr" haven't been plotted.

Quality of Life by Region

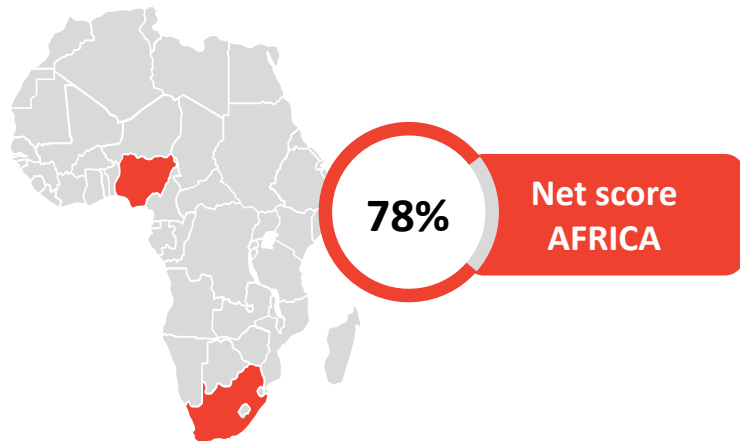
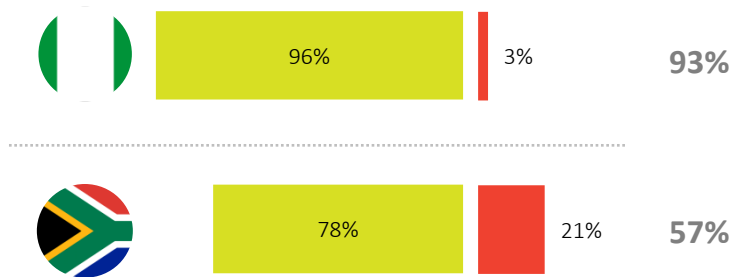
% within total population

TTB

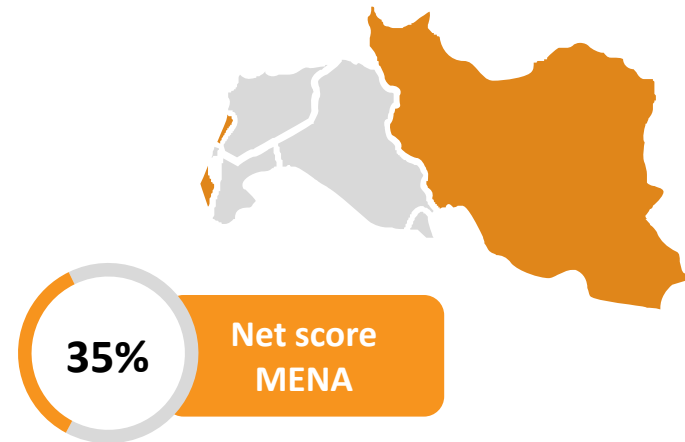
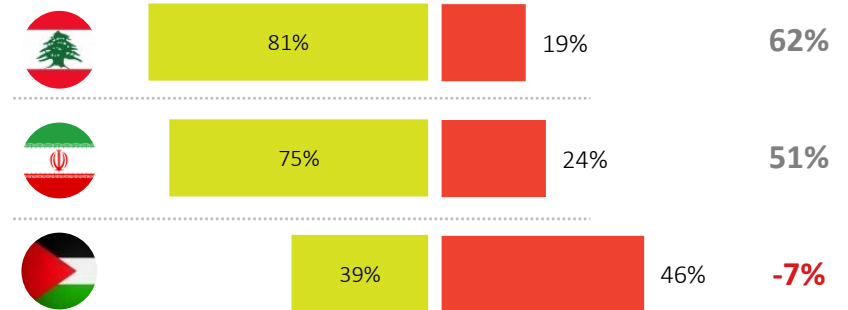
Vs

BTB

Net Score



Net Score













Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded. | (**) The percentages of "Dk/Nr" haven't been plotted.

Quality of Life: Global Ranking

% within total population

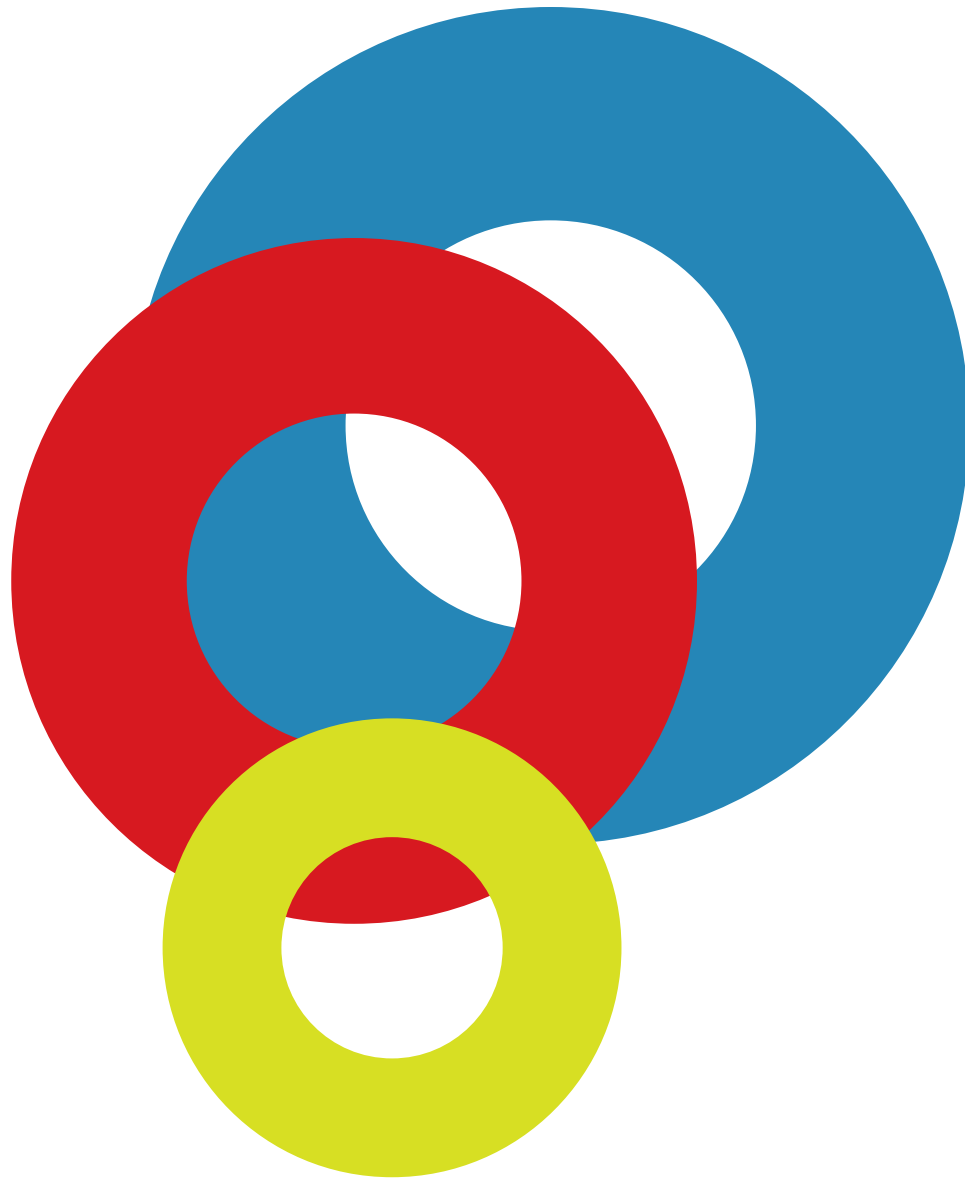


- 1 Nigeria  93%
- 2 Ecuador  92%
- 3 Vietnam  90%
- 4 EEUU  85%
- 5 Australia  83%

- 36 Poland  36%
- 37 Argentina  26%
- 38 Hong Kong  17%
- 39 Japan  7%
- 40 Palestinian Territ.  -7%



Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded.



MOOD INDEX

Global Mood – SWEMWBS questions

% within total population

I've been feeling optimistic about the future



I've been feeling useful



I've been feeling relaxed



I've been dealing with problems



I've been thinking clearly



I've been feeling close to the other people



I've been able to make up my own mind about things



● None of the time ● Rarely ● Some of the time ● Often ● All the time ● Do not Know

How do we measure the Mood Index?

Based on the **S-Wemwbs test** which has been developed to measure mental well-being in the general population.

The psychological test evaluates 7-items with a scale from 1 (none of the time) to 5 (all the time) that summed provide us a single score (Mood Index).

The SWEMWBS questions used in this survey are the 7 items included here on the left.

Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded.

P2. Below are some statements about feelings and thoughts. For each of them, please select the option that best describes your experience over the last two weeks...

Global Mood – SWEMWBS questions

% within total population

BTB Vs **TTB**

I've been feeling optimistic about the future



I've been feeling useful



I've been feeling relaxed



I've been dealing well with problems



I've been thinking clearly



I've been feeling close to the other people



I've been able to make up my own mind about things



By
AGE GROUP

51%

Men and women **between 18 and 24 years old** were feeling optimistic about the future

61%

Men and women **between 55 and 64 years old** were feeling useful

53%

Men and women **over 64 years old** were feeling relaxed

60%

Men and women **over 64 years old** were well dealing with problems

69%

Men and women **over 64 years old** were thinking clearly

58%

Men and women **over 64 years** were feeling close to other people

74%

Men and women **over 64 years old** were feeling able to make their own decisions

By
EMPLOYMENT

52%

Of students feel optimistic about the future

60%

Of full-time workers feel useful

52%

Of retired people feel relaxed

61%

Of retired people were dealing well with problems

63%

Of full-time workers were thinking clearly

20%

Of unemployed people don't feel close to other people

76%

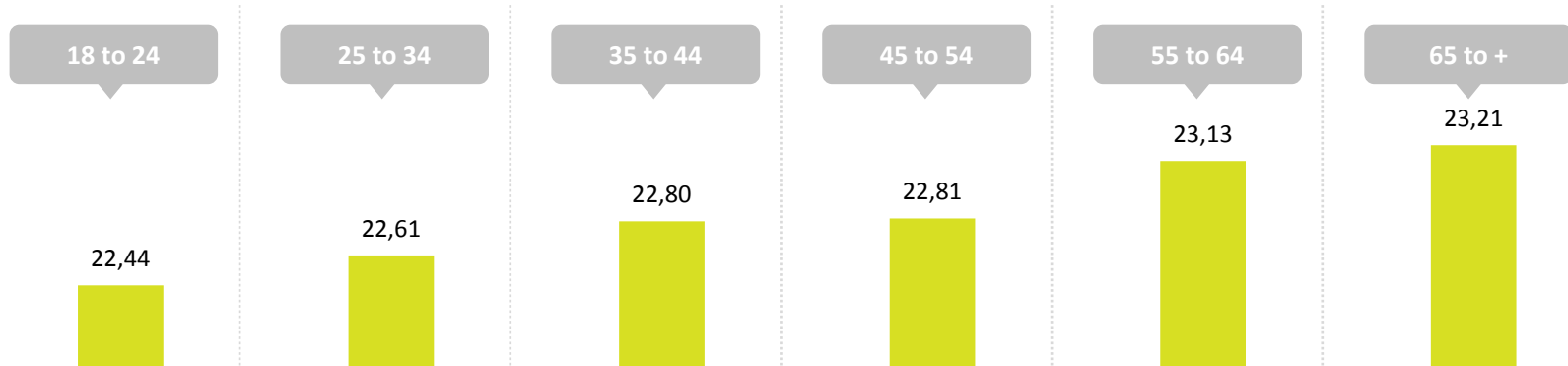
Of retired people were feeling able to make their own decisions

Source: WIN 2020. Base: 29 575 | (*) The percentages have been rounded.

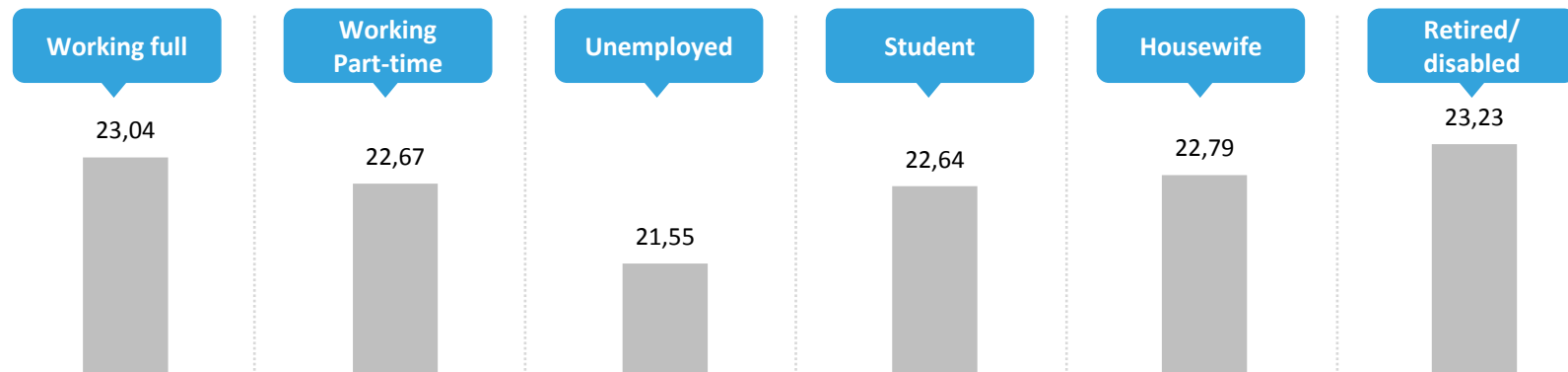
Global Mood

Metric score within total population

By age group



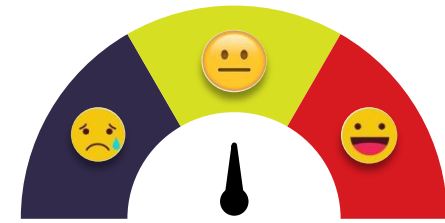
By employment



Source: WIN 2020. Base: 29 575

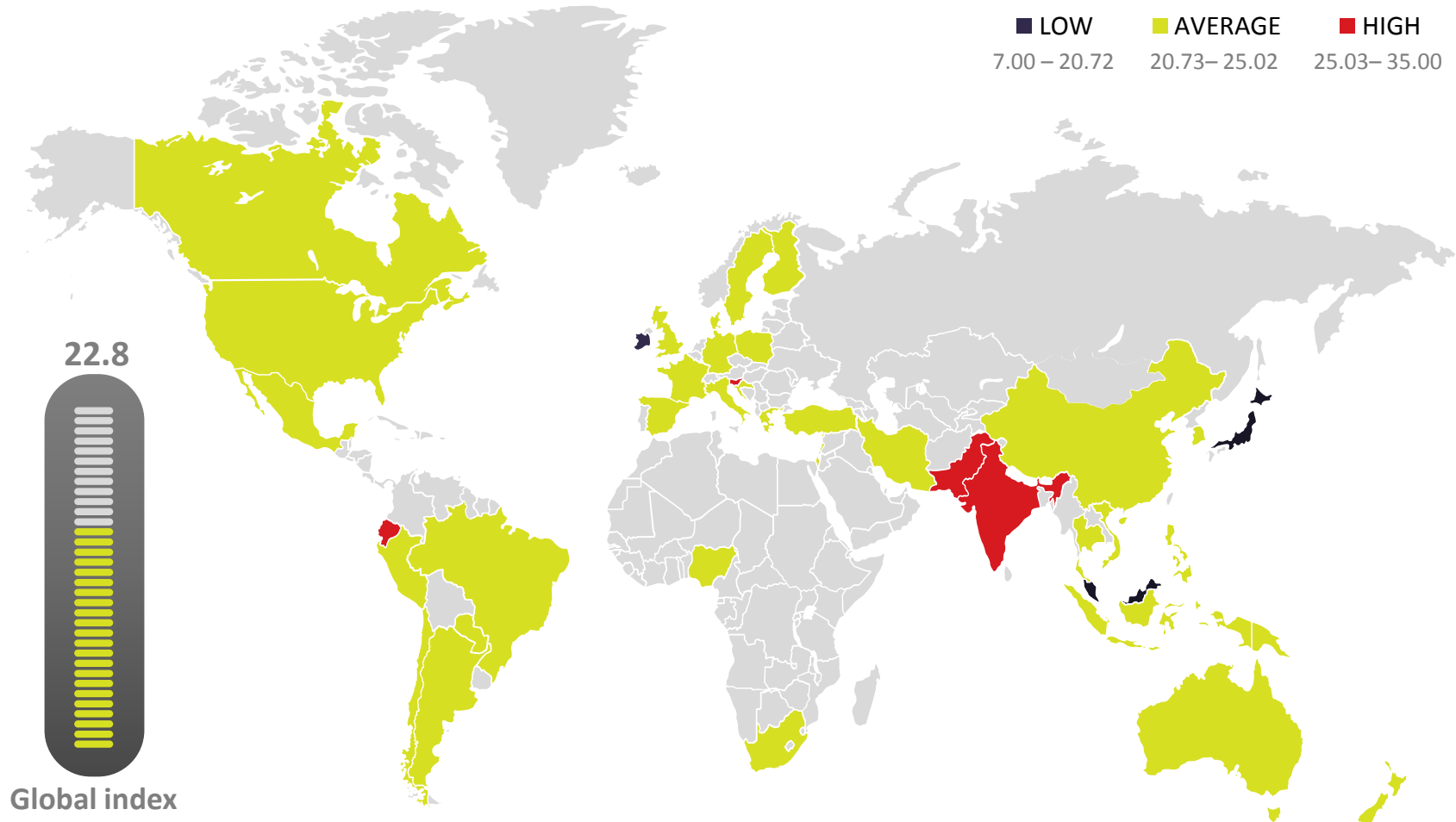
Global Mood Index

Metric score within total population

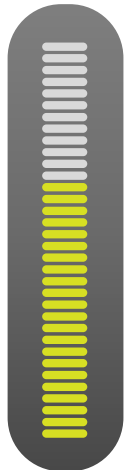


■ LOW ■ AVERAGE ■ HIGH

7.00 – 20.72 20.73 – 25.02 25.03 – 35.00



22.8



Global index

Source: WIN 2020. Base: 29 575

Mood index by country

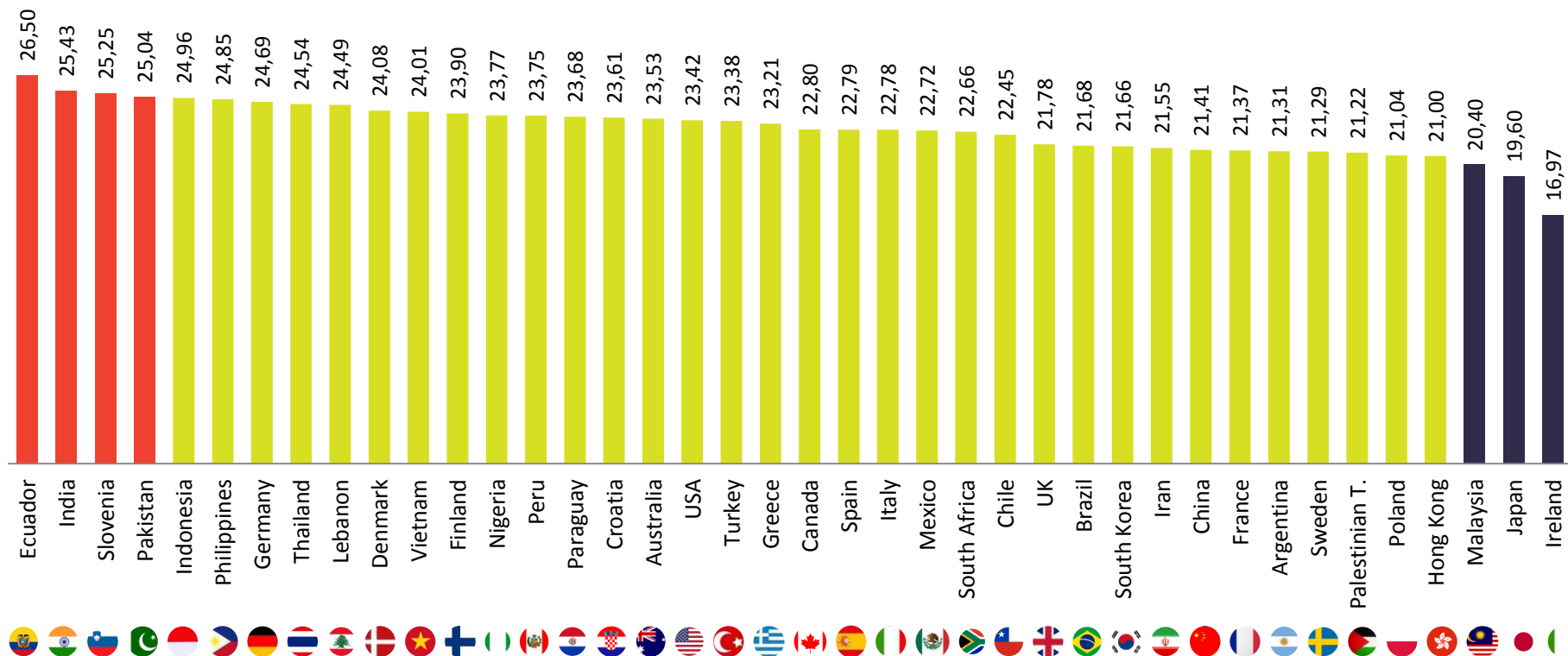
Metric score within total population



HIGH MOOD

NEUTRAL MOOD

LOW MOOD



Source: WIN 2020. Base: 29 575

COUNTRIES' LEGEND

AMERICAS

	EC - Ecuador
	US - United States
	PY - Paraguay
	CA - Canada
	BR - Brazil
	MX - Mexico
	PE - Peru
	CL - Chile
	AR - Argentina


EUROPE

	SI - Slovenia
	FI - Finland
	DK - Denmark
	IE - Ireland
	DE - Germany
	GB - United Kingdom
	ES - Spain
	IT - Italy
	TK - Turkey
	HR - Croatia
	FR - France
	GR - Greece
	SE - Sweden
	PL - Poland

APAC

	VN – Vietnam
	AU – Australia
	IN – India
	CN – China
	ID – Indonesia
	TH – Thailand
	PH – Philippines
	MY – Malaysia
	KR - South Korea
	PK – Pakistan
	HK - Hong Kong
	JP - Japan

AFRICA

	Nigeria
	South Africa

MENA

	Lebanon
	Iran
	Palestinian Territories

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019
