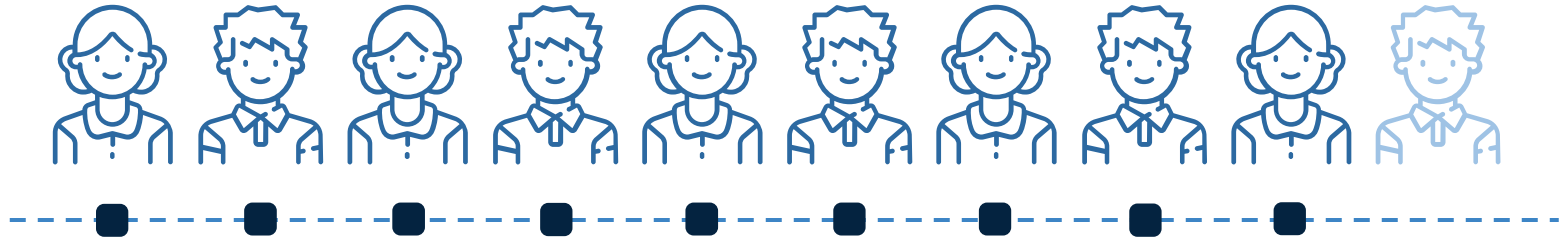


Level of happiness of

CENTENNIALS

9 OUT OF TEN CENTENNIALS DO BELIEVE IN HAPPINESS



HAPPIMETER OF CENTENIALS



HAPINESS LOVER 16%

- Between 21 & 24 years old
- Males
- Single
- Live with his family
- Family income between 30K to 50K pesos



HAPINESS FAN 44%

- Between 16 & 20 years old
- Females
- Single
- Live with her family
- Family income between 16K to 30K pesos



HAPINESS DOUBTER 34%

- Between 16 & 20 years old
- Females
- Single
- Live with her family
- Family income between 8K to 16K pesos



HAPINESS HATER 6%

- Between 16 & 20 years old
- Females
- Single
- Live with her family
- Family income less than 8K pesos

FACTORS THAT INFLUENCE HAPPINESS



HAVING MONEY

7.5



HAVING A JOB

7.1



**BEING IN A
RELATIONSHIP**

5.2

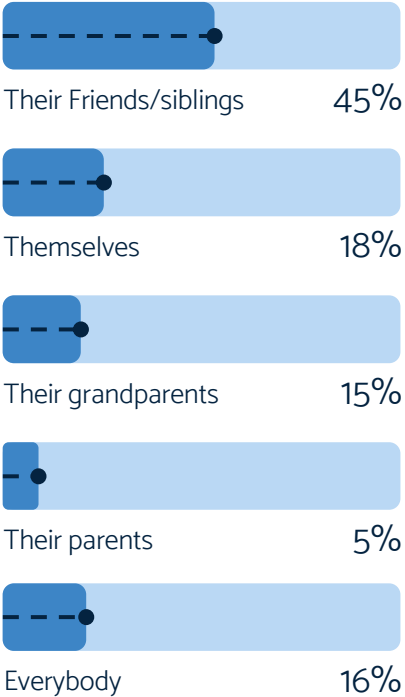


TRAVELING

IS WHAT MAKES THEM THE HAPPIEST

PERCEPTIONS ABOUT HAPPINESS

FOR THEM THE HAPPIEST PEOPLE ARE ...



THEY ARE HAPPIER WHEN THEY ARE WITH THEIR..

- 1 Family
- 2 Friends
- 3 Pets

HAPPINESS ASSOCIATIONS

MAIN BRANDS

Coke
McDonalds'
Disney

01

02

Nike
Adidas
Gimnasios

SPORT
CATEGORY

SNACKS CATEGORY

Sabritas
Barcel

03


04

Netflix
Apple
Amazon

IT
CATEGORY

METHODOLOGY

ONLINE SURVEY DONE IN MARCH 2020		
1500 CASES	95% CONFIDENCE LEVEL	+/- 3.5% ERROR

	Between 16-24 years old All SELs	National distribution
All Nielsen areas		



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