In Q4 of 2018, we asked our global influencer community about their ideas for the future. This global study was launched using QuickSurveys, and spanned 9 markets. The results were used to create the following video.

**WHO WAS THE HAPPIEST IN 2018?**

- 29% of people report being happier in 2018 than the prior year

**MOST OPTIMISTIC FOR 2019?**

- [Graph showing the most optimistic topics for 2019]

**2018 EVENTS THAT MADE US UNHAPPY**

- [List of events that made people unhappy]

**2018 EVENTS THAT MADE US HAPPY**

- [List of events that made people happy]

**WHICH TRENDS DO WE SUPPORT OR REJECT?**

- **We embrace:**
  1. Action on climate change
  2. Ban on plastics

- **We reject:**
  1. GMO Food
  2. Higher taxes for sugary foods

**TRENDS SUPPORTED OR REJECTED**

- In all markets but China, there was universal support for the trends concerning the climate and plastics. In the reject areas, feedback wasn’t as universal but GMO Foods appeared the most in each countries highest ranking rejections as well as Bitcoin/Crypto currencies.

**COUNTRY BRIEF**

- [Table showing country briefs]

**2018 EVENTS THAT MADE US UNHAPPY**

- [List of events that made people unhappy]

**2018 EVENTS THAT MADE US HAPPY**

- [List of events that made people happy]

**WHICH BRAND DO I TRUST TO KEEP MY DATA SAFE?**

- 1. Google
- 2. Amazon
- 3. Microsoft
- 4. Apple
- 5. YouTube
- 6. Facebook
- 7. Twitter