



# Global Happiness Study

**What Makes People Happy Around the World**

**Ipsos Global Advisor**



# Level of Happiness by Country

Ipsos Global Advisor



## Level of Happiness

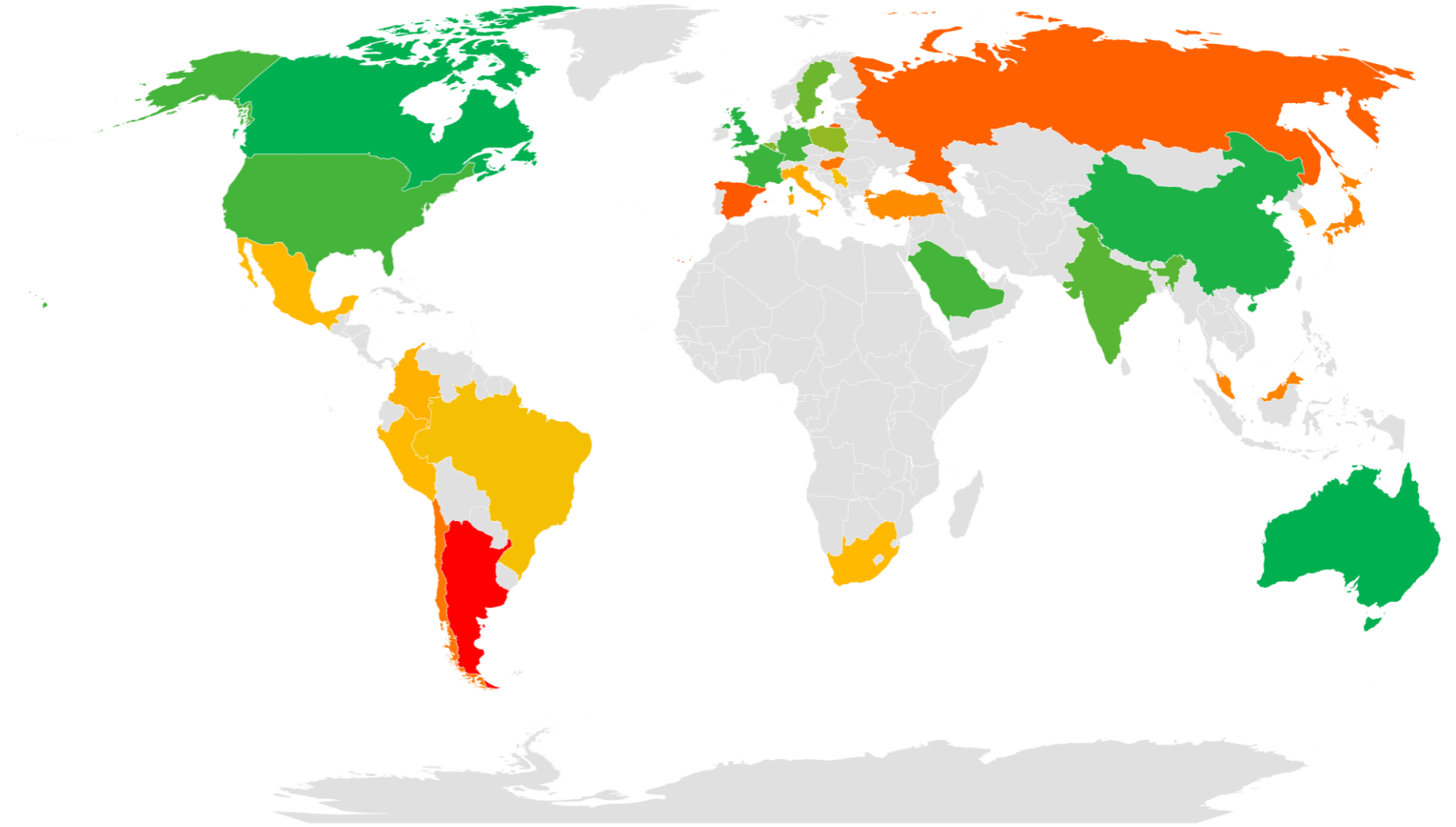
**Q1. Taking all things together, would you say you are: Very happy, rather happy, not very happy, not happy at all**

Among 28 countries surveyed, happiness is most prevalent in Australia and Canada (both with 86% of adults describing themselves as “very” or “rather” happy), followed by China and Britain (both 83%), and France (80%).

Only a minority of adults in Argentina (34%), Spain (46%) and Russia (47%) say they are happy.



% very happy + rather happy



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% unhappy  % happy

Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Level of Happiness

**Q1. Taking all things together, would you say you are: Very happy, rather happy, not very happy, not happy at all**

Two thirds of adults globally (64%) report being happy: 14% very much so and 50% rather so.

Countries with the highest proportion of adults considering themselves as very happy are Canada (29%), Australia, Saudi Arabia and India (28% each), Great Britain and the United States (27% each).

Those with the highest prevalence of adults saying they are not happy at all are Argentina (19%), Turkey (14%), and Japan (11%).



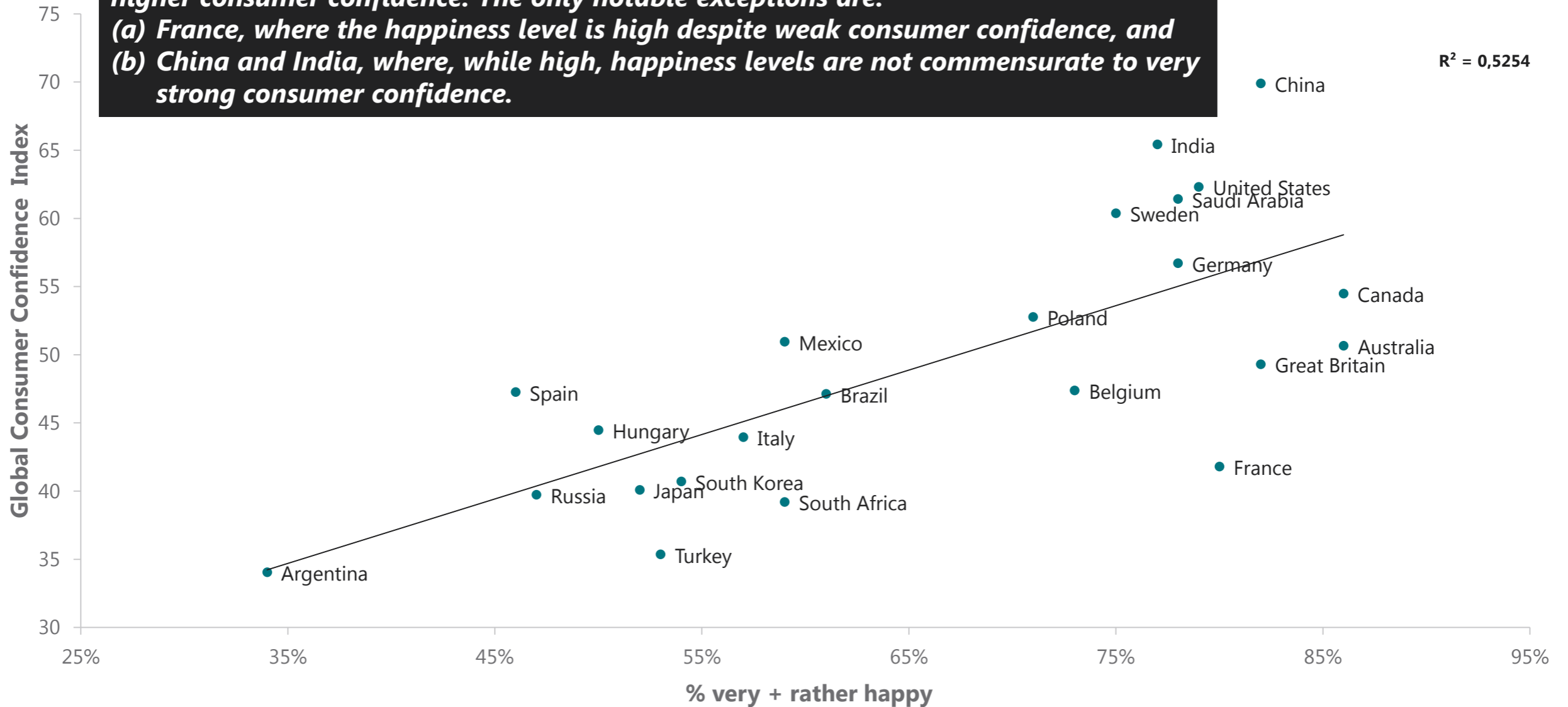
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# Happiness vs. Consumer Confidence

*Happiness levels are highly correlated with consumer confidence, as measured and tracked monthly by Ipsos\*. By and large, the higher the prevalence of happiness, the higher consumer confidence. The only notable exceptions are:*

*(a) France, where the happiness level is high despite weak consumer confidence, and*

*(b) China and India, where, while high, happiness levels are not commensurate to very strong consumer confidence.*



Both happiness and consumer confidence measures on this graph are based on data collected in the same June 2019 wave of Global Advisor among the same respondents in every country. Ipsos has tracked global consumer confidence on a monthly basis since 2010. For more information on the Global Consumer Confidence Index, visit: <https://www.ipsosglobalindicators.com/>

# Level of Happiness

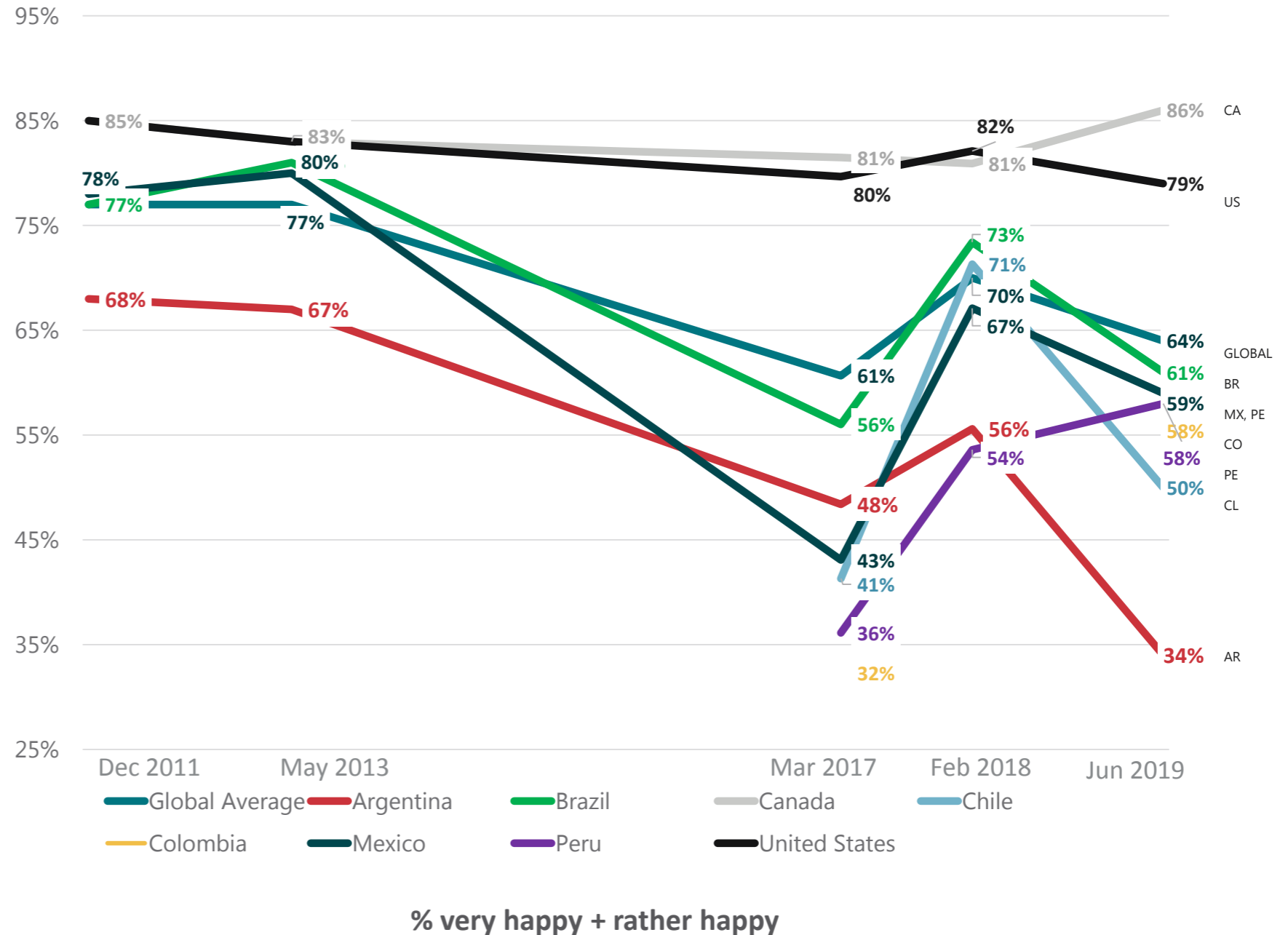
## Trended Data: Americas

**Q1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all**

Globally, the prevalence of happiness is down 6 points from 2018. It is still 3 points higher than in March 2017, but 13 points below its December 2011 level.

Only two countries in the Americas show gains between 2018 and 2019: Canada (+5 points) and Peru (+4). Among five countries tracked since 2011, Canada is the only one where happiness is more prevalent than it was in 2011.

Since 2018, the percentage of adults who describe themselves as very or rather happy has dropped sharply in Argentina (-22), Chile (-21), and Brazil (-12) and to a smaller extent in the United States (-3).



# Level of Happiness

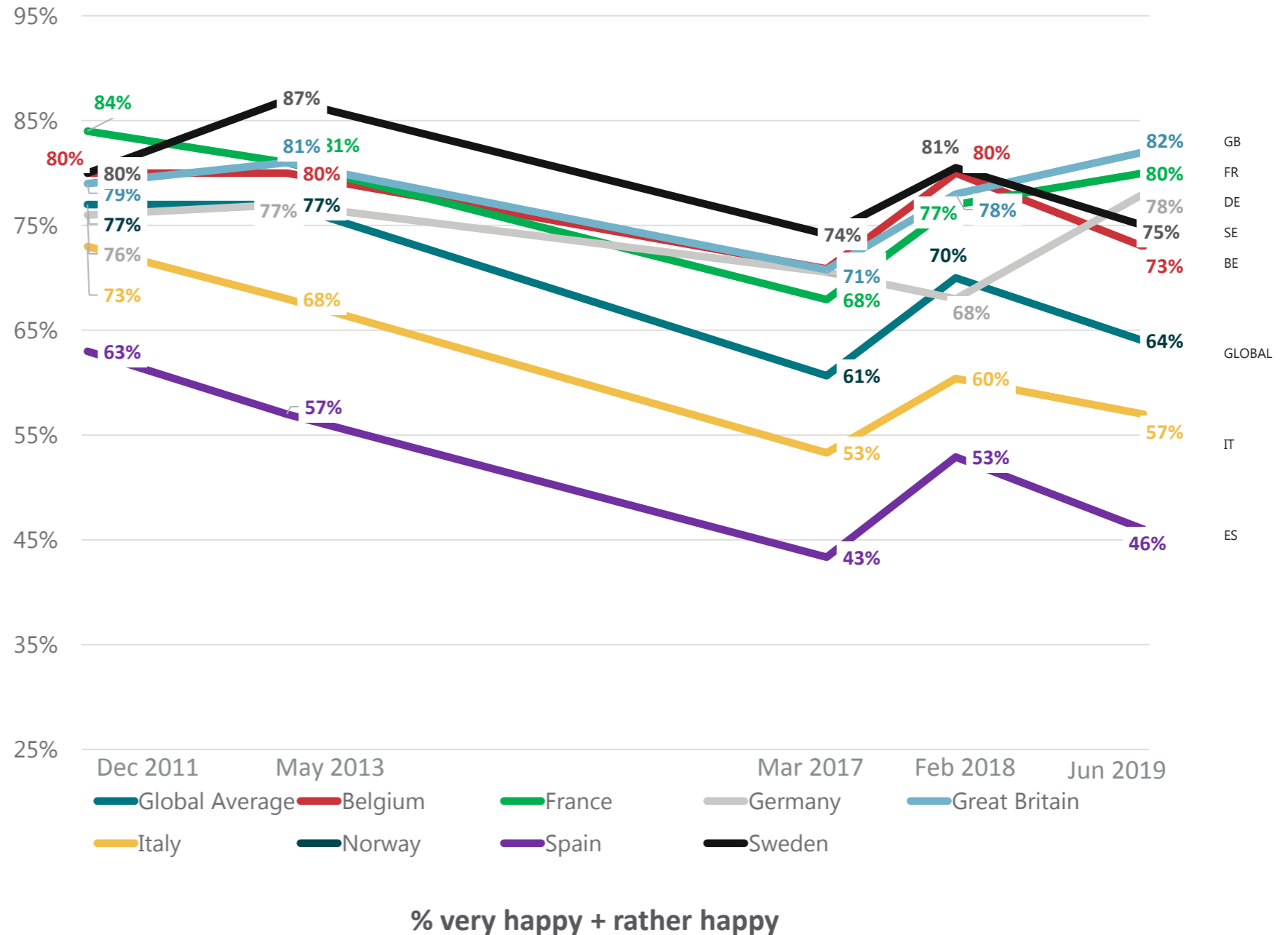
## Trended Data: Western Europe

**Q1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all**

Four of the seven Western European countries surveyed show a trend comparable to the global average: the percentage of adults who consider themselves very or rather happy in 2019 is lower than in 2013, a few points higher than in 2017, and lower than in 2018 (by 7 points in Belgium and Spain, 6 points in Sweden, and 3 points in Italy).

In contrast, happiness levels are up vs. 2018 in Great Britain (+4), France (+3), and most of all in Germany (+10).

Britain and Germany are the only Western European countries surveyed where happiness levels are higher in 2019 than they were in 2011.



See methodology section for sample sizes

# Level of Happiness

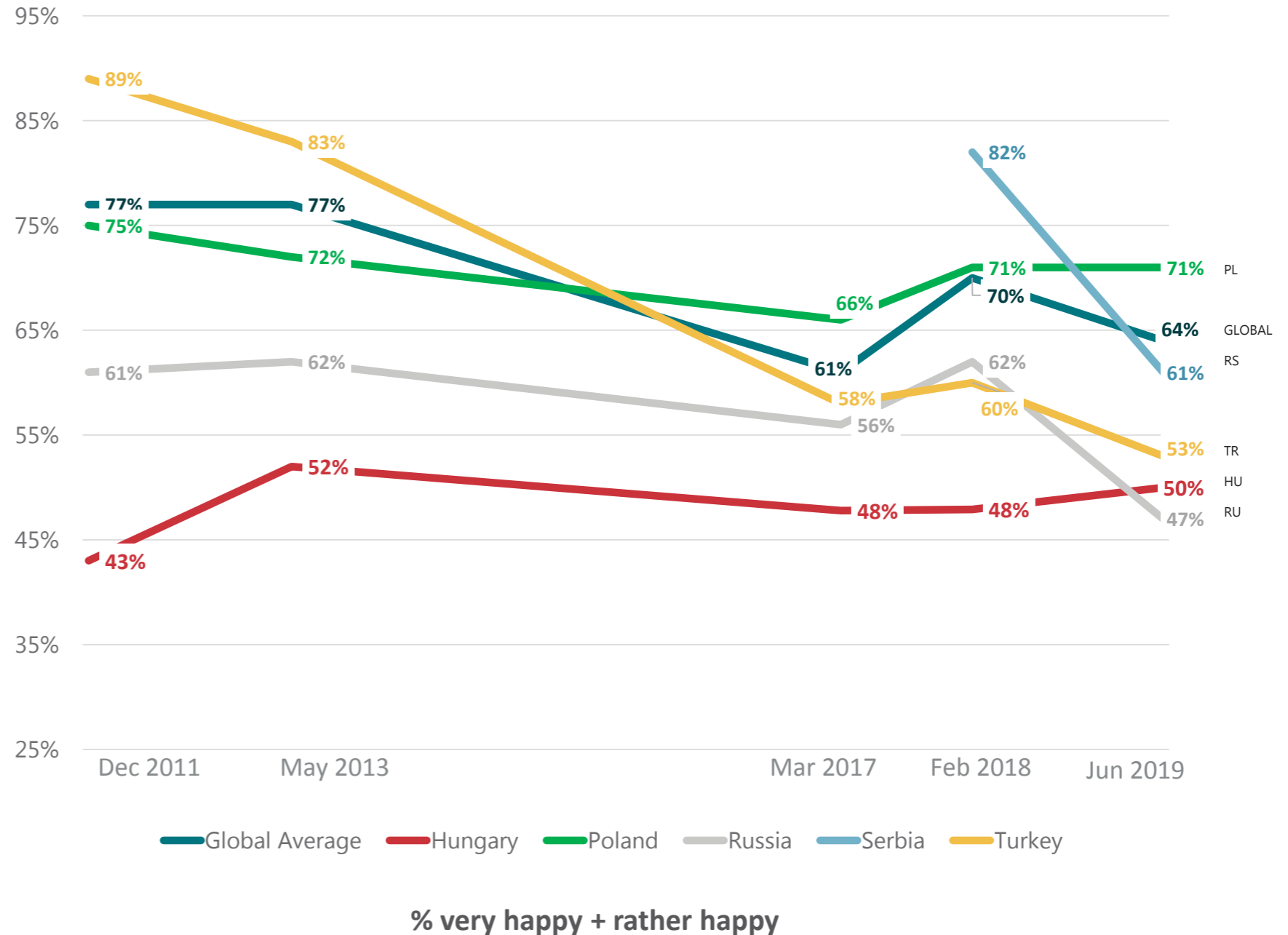
## Trended Data: Central/ Eastern Europe, Turkey

**Q1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all**

Among Central/Eastern European countries surveyed, Poland and Hungary are the only two where the percentage of adults who consider themselves very or rather happy has been relatively steady since 2013, especially over the past year (no change and +2, respectively).

While the level of happiness in Russia showed a great deal of stability between 2011 and 2018, it has dropped by 15 points to 47% in the past year. At the same time, Serbia's fell 21 points.

In Turkey, the percentage of those who describe themselves as happy is down 7 points vs. last year and a whopping 36 points vs. 2011.



See methodology section for sample sizes



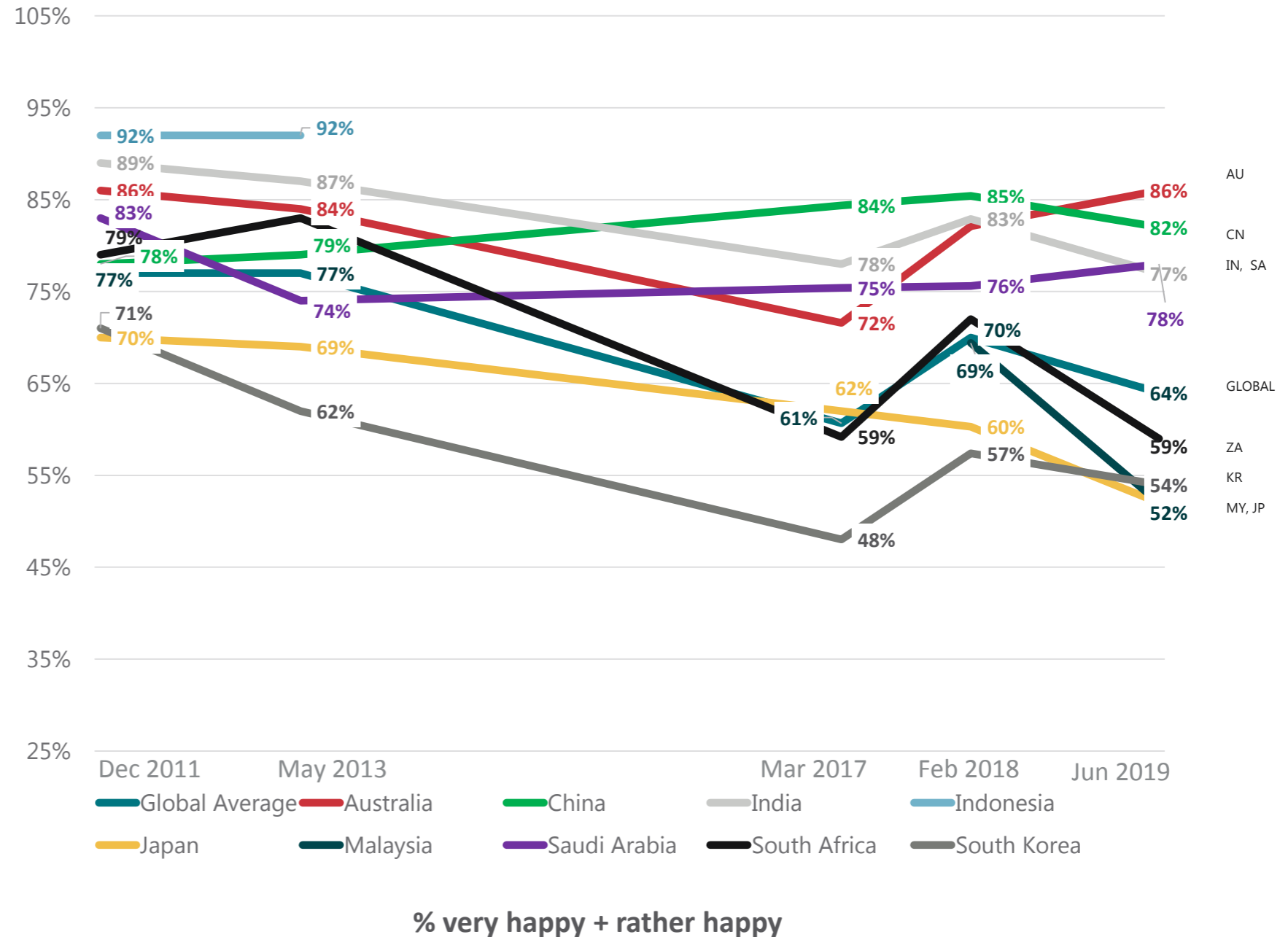
# Level of Happiness

## Trended Data: Asia-Pacific, Saudi Arabia, South Africa

**Q1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all**

Over the past year, the percentage of adults who consider themselves happy has increased in Australia (+4) and Saudi Arabia (+2), but it has decreased in Malaysia (-17), South Africa (-13), Japan (-8), India (-6), South Korea (-3), and China (also -3).

Over the past six to eight years, happiness has receded in India, South Africa, South Korea, and Japan, while it has been fairly stable in China and Saudi Arabia. In Australia, it is now back to its level of 2011.





# Sources of Happiness

## Key Findings by Country and Trends

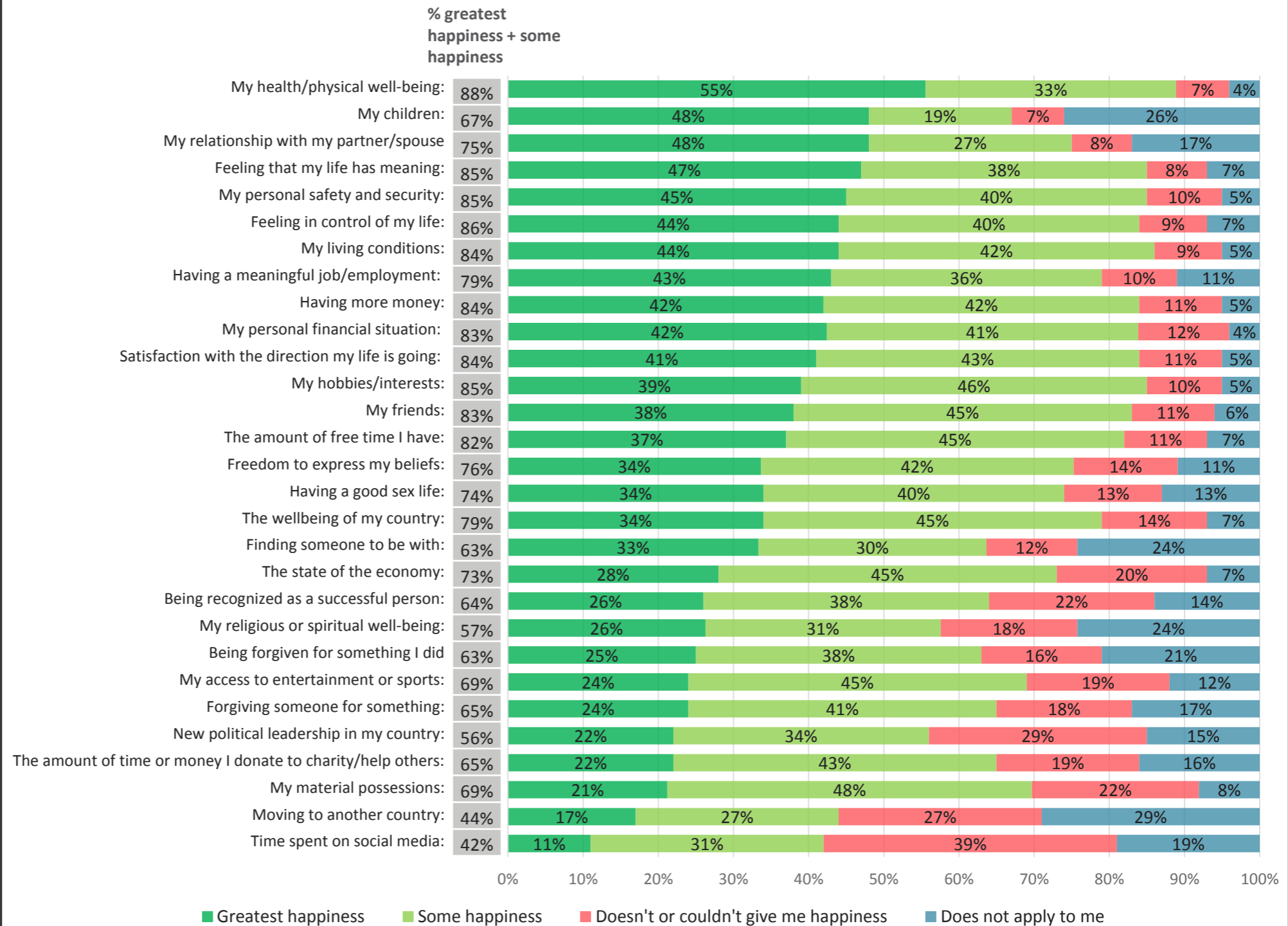
Ipsos Global Advisor



# Sources of Happiness – Greatest Happiness

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*

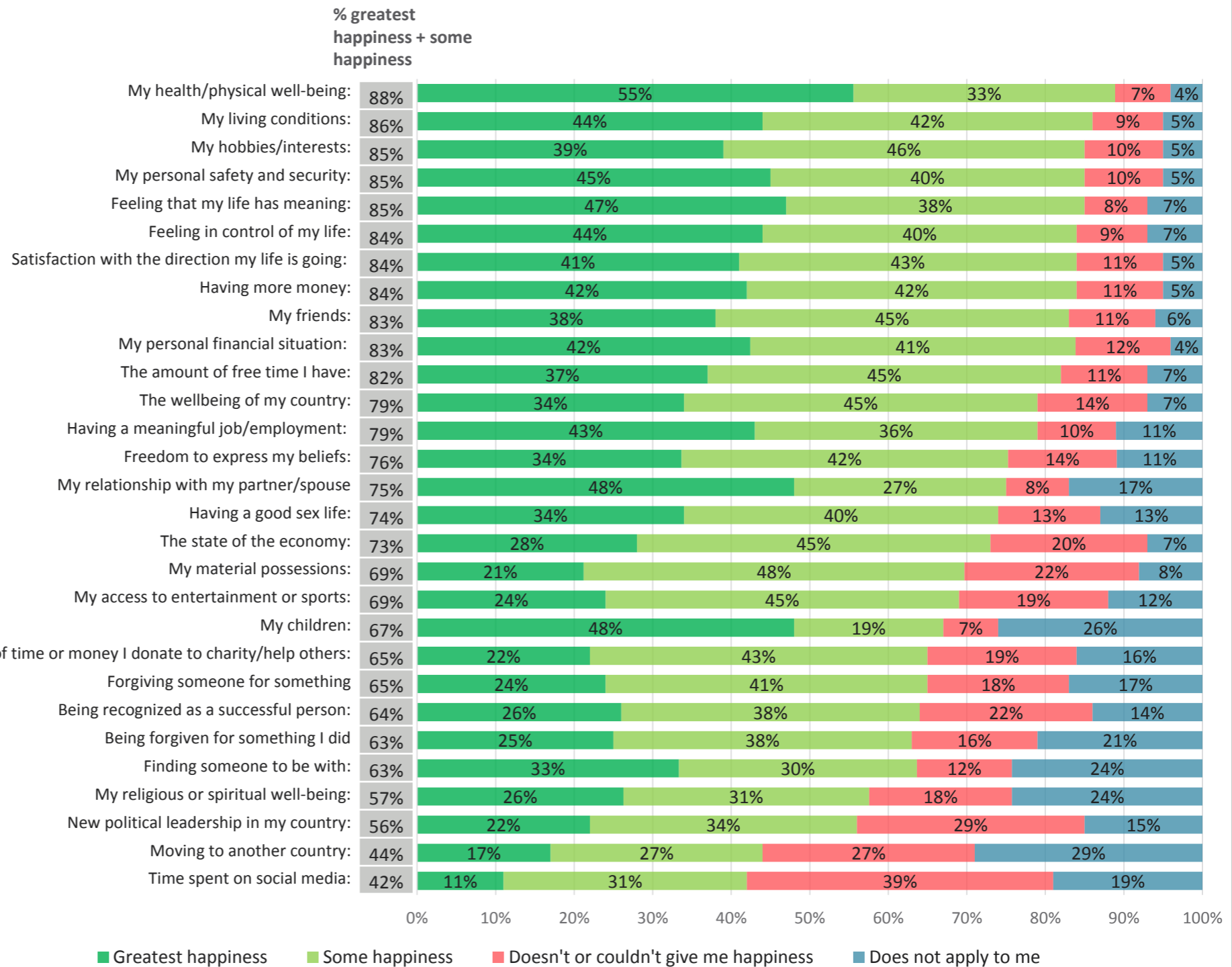
Among 29 potential sources of happiness, the one people surveyed across the world most describe as a source of “greatest happiness” is their health and physical well-being (55%). It is followed by: their children (48%), their relationship with their spouse or partner (48%), feeling their life has meaning (47%), and personal safety and security (45%).



# Sources of Happiness – Any Happiness (Greatest or Some)

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*

What procures *any* happiness (“greatest happiness” or “some happiness”) to the largest proportion of men and women across the world is health/physical well-being (88%), followed by their living conditions (86%), their hobbies and interests (85%), their personal safety and security (85%), and feeling their life has meaning (85%).



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Sources of Greatest Happiness by Country

## Global Top 5

Each one of the top 5 sources of greatest happiness at the global level – my health/physical well-being, my children, my relationship with my partner/spouse, feeling that my life has meaning, and my personal safety and security – is among the top 10 sources of greatest happiness in every country, except for the following:

- My children: Brazil, Canada, Colombia, Japan, Malaysia
- Feeling that my life has meaning: Belgium
- My personal safety and security: Canada, Great Britain, Italy, Japan, Serbia, Turkey

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My health/physical well-being:	55%	66%	47%	51%	65%	52%	66%	49%	74%	52%	50%	46%	60%	50%	50%	39%	45%	71%	72%	47%	46%	54%	72%	67%	40%	58%	55%	64%	45%
My children	48%	63%	43%	43%	52%	37%	56%	40%	60%	48%	37%	38%	51%	45%	40%	19%	35%	64%	62%	50%	56%	52%	69%	59%	33%	51%	44%	60%	43%
My relationship with my partner/spouse	48%	58%	49%	46%	50%	45%	55%	44%	61%	43%	48%	46%	51%	53%	42%	22%	37%	59%	53%	40%	55%	45%	56%	57%	33%	48%	43%	57%	48%
Feeling that my life has meaning:	47%	60%	39%	35%	59%	42%	60%	37%	68%	39%	38%	36%	46%	49%	39%	22%	41%	60%	59%	44%	47%	52%	54%	69%	38%	42%	45%	60%	43%
My personal safety and security:	45%	61%	40%	39%	57%	36%	56%	40%	69%	34%	36%	33%	42%	48%	34%	18%	45%	64%	61%	37%	43%	52%	47%	64%	30%	45%	39%	53%	41%



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Sources of Greatest Happiness by Country

## Global #6-10

Some sources of greatest happiness ranking #6-10 globally are so important in certain countries that they count in their top 3:

- Feeling in control of my life in Australia, Canada, Great Britain, South Africa, United States
- My living conditions: Chile
- Having a meaningful job/employment: Brazil, China, Malaysia, Peru
- Having more money: China, France, Italy, South Korea
- My personal financial situation: France, Italy, Japan

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Feeling in control of my life:	44%	54%	44%	37%	57%	43%	54%	36%	62%	34%	31%	40%	44%	45%	41%	22%	35%	56%	50%	40%	44%	44%	47%	66%	20%	46%	37%	58%	44%
My living conditions	44%	58%	42%	37%	57%	38%	59%	38%	64%	42%	37%	39%	37%	46%	38%	24%	39%	58%	53%	34%	44%	49%	39%	54%	26%	39%	42%	53%	43%
Having a meaningful job/employment:	43%	60%	33%	34%	62%	29%	53%	44%	67%	40%	29%	28%	41%	47%	39%	15%	44%	61%	61%	35%	43%	43%	35%	61%	36%	44%	36%	59%	34%
Having more money:	42%	48%	40%	38%	57%	39%	51%	44%	54%	45%	29%	34%	38%	45%	42%	22%	40%	50%	53%	36%	34%	47%	24%	57%	37%	42%	29%	54%	38%
My personal financial situation:	42%	49%	38%	38%	57%	37%	53%	39%	63%	46%	33%	34%	39%	40%	42%	25%	37%	51%	55%	41%	47%	40%	34%	53%	34%	42%	32%	46%	37%



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# Sources of Greatest Happiness by Country

## Global #11-20

Sources of greatest happiness ranking #11-20 globally, but are so important in certain countries that they count in their top 5 are:

- The amount of free time I have: Japan
- The well-being of my country: Argentina
- Finding someone to be with: Germany, Russia

Latin Americans are especially prone to highlight satisfaction with the direction of their life, the well-being of their country (along with Turks), and the state of the economy. Friends are especially important in Argentina. Both freedom to express one's belief and social recognition are important in India and Turkey.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Satisfaction with the direction my life is going:	41%	55%	36%	30%	51%	38%	53%	36%	63%	36%	31%	33%	41%	45%	29%	15%	35%	57%	54%	30%	42%	47%	39%	54%	31%	42%	29%	51%	40%
My hobbies/interests:	39%	48%	38%	37%	48%	35%	49%	36%	47%	34%	34%	34%	37%	44%	35%	24%	35%	50%	47%	28%	41%	43%	30%	46%	30%	32%	31%	48%	37%
My friends	38%	56%	40%	36%	49%	41%	46%	24%	39%	41%	36%	38%	40%	44%	31%	14%	26%	46%	40%	30%	38%	38%	42%	36%	23%	41%	36%	50%	37%
The amount of free time I have:	37%	42%	31%	37%	49%	34%	48%	36%	48%	37%	32%	31%	33%	36%	38%	31%	33%	45%	43%	31%	38%	34%	30%	39%	36%	40%	30%	37%	32%
Freedom to express my beliefs:	34%	35%	32%	33%	43%	30%	41%	26%	43%	29%	23%	25%	25%	48%	32%	15%	33%	41%	44%	26%	29%	40%	27%	47%	20%	31%	37%	54%	36%
Having a good sex life:	34%	40%	29%	34%	49%	30%	44%	33%	48%	37%	22%	24%	41%	36%	32%	13%	24%	43%	39%	29%	40%	NA	32%	38%	21%	37%	29%	47%	32%
The well-being of my country:	34%	61%	23%	18%	55%	20%	44%	25%	57%	25%	18%	17%	24%	44%	30%	20%	34%	54%	56%	17%	37%	44%	32%	50%	12%	30%	26%	57%	29%
Finding someone to be with:	33%	29%	30%	33%	32%	28%	33%	36%	41%	30%	39%	29%	24%	40%	23%	21%	28%	39%	35%	33%	53%	38%	32%	38%	29%	28%	29%	44%	33%
The state of the economy:	28%	42%	15%	14%	52%	15%	31%	37%	46%	22%	14%	12%	21%	31%	27%	13%	27%	41%	40%	15%	34%	34%	19%	35%	36%	31%	26%	40%	22%
Being recognized as a successful person:	26%	27%	17%	18%	38%	19%	32%	27%	41%	18%	13%	13%	30%	46%	18%	7%	27%	43%	48%	18%	15%	36%	16%	39%	23%	23%	12%	54%	18%



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# Sources of Greatest Happiness by Country

## Global #21-29

Only one source of greatest happiness ranking #21-29 globally is among the top 5 sources in any country: My religious/spiritual well-being in Malaysia and Saudi Arabia. It is also mentioned by more than 50% in Brazil and South Africa.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My religious or spiritual well-being:	26%	25%	18%	10%	57%	19%	26%	18%	47%	16%	11%	15%	13%	37%	16%	8%	44%	33%	40%	15%	16%	55%	22%	56%	15%	14%	12%	48%	30%
Being forgiven for something I did	25%	24%	21%	19%	39%	20%	32%	17%	37%	17%	22%	15%	26%	33%	16%	7%	35%	34%	40%	15%	21%	41%	16%	42%	12%	22%	16%	35%	24%
My access to entertainment or sports:	24%	37%	19%	20%	33%	14%	39%	21%	44%	25%	15%	14%	21%	29%	15%	19%	19%	37%	35%	20%	11%	33%	16%	26%	13%	27%	15%	42%	17%
Forgiving someone for something	24%	25%	18%	13%	41%	18%	31%	21%	36%	16%	18%	13%	24%	40%	15%	4%	33%	34%	36%	17%	18%	40%	19%	41%	11%	19%	13%	37%	23%
New political leadership in my country:	22%	32%	13%	15%	40%	11%	30%	NA	32%	18%	13%	14%	26%	27%	17%	3%	15%	26%	38%	15%	13%	NA	15%	34%	12%	18%	19%	40%	25%
The amount of time or money I donate to charity/help others:	22%	29%	14%	13%	37%	12%	26%	25%	32%	14%	8%	9%	16%	32%	16%	4%	28%	31%	37%	10%	13%	43%	25%	31%	8%	18%	14%	39%	19%
My material possessions:	21%	25%	14%	15%	35%	14%	21%	31%	24%	19%	13%	12%	17%	31%	16%	11%	30%	27%	30%	15%	25%	38%	9%	24%	19%	18%	14%	35%	17%
Moving to another country:	17%	23%	9%	16%	29%	7%	19%	11%	31%	14%	12%	11%	7%	25%	15%	2%	14%	25%	27%	10%	17%	26%	17%	27%	8%	8%	12%	32%	11%
Time spent on social media	11%	10%	8%	6%	19%	5%	10%	18%	13%	8%	8%	5%	5%	22%	6%	4%	13%	15%	12%	7%	3%	25%	3%	10%	7%	9%	9%	27%	9%



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries



# Sources of Any Happiness (Greatest or Some) by Country

## Global Top 5

The top 5 sources of any happiness at the global level are truly universal. In every country, each of them is experienced as such by at least 80% of adults and/or counts among the top 10 sources of happiness.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My health/physical well-being:	88%	91%	88%	87%	90%	89%	89%	89%	94%	85%	87%	90%	87%	88%	87%	76%	87%	93%	92%	90%	86%	85%	97%	94%	85%	91%	88%	90%	91%
My living conditions	86%	89%	86%	84%	86%	84%	89%	90%	93%	78%	81%	87%	83%	89%	81%	77%	87%	91%	90%	87%	89%	84%	90%	89%	84%	87%	86%	86%	90%
My hobbies/interests:	85%	88%	88%	82%	82%	87%	83%	89%	87%	78%	83%	89%	80%	85%	82%	77%	83%	88%	82%	88%	87%	84%	87%	89%	86%	82%	82%	89%	87%
My personal safety and security:	85%	88%	84%	82%	83%	83%	85%	88%	94%	74%	84%	85%	85%	88%	80%	71%	87%	91%	91%	85%	84%	84%	88%	89%	82%	89%	83%	83%	88%
Feeling that my life has meaning:	85%	85%	85%	82%	83%	86%	85%	88%	90%	77%	81%	86%	87%	86%	83%	71%	85%	88%	87%	89%	88%	80%	91%	92%	86%	85%	86%	84%	90%



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Sources of Any Happiness (Greatest or Some) by Country

## Global #6-10

Some sources of *any* happiness ranking #6-10 globally are so important in certain countries that they count in their top 4:

- Feeling in control of my life: Australia, Canada, Britain, Italy, Poland, Serbia, South Africa, Spain, United States
- Satisfaction with the direction my life is going: Colombia, Mexico, Saudi Arabia, United States
- Having more money: Australia, Belgium, Brazil, Chile, China, France, Hungary, Italy, South Korea
- My friends: Argentina, Canada, France, Germany, India, Serbia, Spain, Sweden, Turkey
- My personal financial situation: Belgium, Brazil, France, Peru, Russia

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Feeling in control of my life:	84%	83%	89%	81%	83%	87%	84%	86%	90%	74%	79%	89%	80%	86%	84%	71%	84%	88%	86%	88%	85%	83%	91%	91%	70%	88%	80%	86%	92%
Satisfaction with the direction my life is going:	84%	88%	86%	81%	85%	85%	83%	85%	93%	77%	79%	86%	82%	84%	75%	66%	81%	91%	89%	87%	81%	85%	87%	89%	83%	85%	77%	81%	90%
Having more money:	84%	88%	87%	84%	87%	84%	85%	89%	89%	83%	80%	85%	87%	84%	85%	66%	78%	88%	88%	86%	79%	84%	77%	88%	85%	85%	81%	87%	85%
My friends	83%	89%	86%	82%	83%	86%	81%	85%	85%	80%	83%	85%	78%	87%	79%	64%	80%	86%	80%	85%	83%	79%	90%	83%	79%	88%	83%	89%	85%
My personal financial situation:	83%	86%	85%	85%	86%	85%	83%	88%	91%	82%	81%	86%	82%	83%	82%	71%	73%	86%	90%	85%	87%	81%	88%	85%	81%	85%	81%	87%	



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Sources of *Any* Happiness (Greatest or Some) by Country

## Global #11-20

Some sources of *any* happiness ranking #11-20 globally are so important in certain countries that they count in their top 4:

- The amount of free time I have: China, Japan, South Korea
- The well-being of my country: Argentina, Brazil
- Having a meaningful job/employment: Russia
- Freedom to express my beliefs: India

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
The amount of free time I have:	82%	81%	82%	82%	83%	83%	82%	89%	85%	75%	77%	82%	84%	83%	80%	80%	81%	85%	81%	82%	84%	79%	82%	80%	86%	87%	75%	80%	83%
The well-being of my country:	79%	91%	77%	70%	86%	73%	82%	77%	88%	71%	74%	73%	76%	85%	81%	71%	79%	86%	89%	72%	86%	79%	81%	81%	67%	86%	77%	81%	82%
Having a meaningful job/employment:	79%	88%	78%	72%	85%	63%	82%	87%	90%	67%	72%	71%	83%	82%	75%	58%	81%	89%	89%	78%	87%	78%	74%	88%	82%	84%	76%	83%	72%
Freedom to express my beliefs:	76%	64%	79%	78%	72%	77%	69%	70%	78%	68%	70%	71%	69%	87%	75%	67%	81%	75%	80%	77%	76%	78%	73%	84%	77%	74%	79%	82%	82%
My relationship with my partner/spouse	75%	76%	73%	73%	72%	69%	74%	87%	80%	67%	77%	71%	79%	80%	76%	57%	66%	79%	80%	75%	86%	76%	83%	78%	73%	77%	67%	79%	75%
Having a good sex life:	74%	77%	72%	71%	78%	71%	72%	86%	81%	71%	69%	71%	73%	74%	73%	58%	62%	75%	77%	79%	81%	NA	77%	71%	70%	82%	75%	75%	71%
The state of the economy:	73%	77%	65%	68%	83%	65%	74%	86%	82%	68%	60%	61%	70%	78%	75%	64%	65%	79%	82%	67%	81%	78%	75%	73%	79%	83%	78%	71%	73%
My material possessions:	69%	68%	67%	69%	75%	64%	66%	87%	71%	60%	60%	63%	68%	78%	62%	65%	79%	69%	74%	69%	76%	79%	61%	66%	78%	71%	61%	80%	61%
My access to entertainment or sports:	69%	78%	68%	69%	71%	60%	76%	80%	83%	65%	57%	64%	66%	78%	56%	71%	70%	77%	77%	72%	57%	75%	71%	64%	63%	81%	58%	82%	61%
My children	67%	71%	62%	63%	69%	55%	69%	83%	71%	64%	56%	54%	68%	72%	60%	50%	60%	76%	77%	75%	80%	78%	76%	68%	62%	69%	60%	76%	61%



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Sources of Any Happiness (Greatest or Some) by Country

## Global #21-29

Some sources of *any* happiness ranking #21-29 globally are so important in certain countries that they count in their top 4:

- My religious/spiritual well-being: Malaysia, Saudi Arabia
- Being recognized as a successful person: Turkey (also in Peru's top 10)

However, the lowest-ranking source of happiness globally, time spent on social media, ranks in the bottom 3 of every country except China. And moving to another country, the second-lowest ranking source globally, is in the bottom 3 of every country without any exception.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
The amount of time or money I donate to charity/help others:	65%	66%	58%	55%	74%	58%	64%	72%	79%	45%	46%	55%	62%	79%	57%	35%	78%	69%	76%	60%	55%	79%	78%	74%	58%	66%	50%	77%	70%
Forgiving someone for something	65%	57%	68%	54%	70%	61%	64%	72%	71%	47%	63%	58%	70%	83%	54%	44%	78%	66%	76%	68%	61%	79%	62%	79%	64%	64%	51%	74%	68%
Being recognized as a successful person:	64%	64%	60%	55%	69%	58%	69%	71%	77%	51%	53%	52%	66%	83%	51%	38%	72%	75%	87%	60%	48%	76%	61%	76%	74%	66%	45%	87%	60%
Being forgiven for something I did	63%	53%	65%	56%	67%	62%	59%	67%	71%	43%	64%	57%	65%	78%	48%	57%	79%	64%	73%	54%	57%	80%	51%	76%	69%	62%	54%	70%	67%
Finding someone to be with:	63%	51%	61%	64%	56%	59%	58%	75%	71%	48%	75%	61%	47%	80%	52%	63%	65%	66%	65%	60%	82%	76%	55%	62%	69%	66%	60%	65%	68%
My religious or spiritual well-being:	57%	52%	47%	41%	83%	49%	54%	54%	78%	38%	36%	41%	39%	78%	48%	45%	85%	67%	74%	53%	47%	86%	58%	81%	53%	44%	36%	74%	65%
New political leadership in my country:	56%	60%	49%	55%	67%	46%	58%	NA	65%	51%	47%	52%	53%	65%	52%	38%	56%	59%	72%	53%	49%	NA	45%	73%	48%	61%	52%	71%	60%
Moving to another country:	44%	46%	37%	51%	55%	30%	48%	37%	64%	40%	35%	38%	24%	55%	44%	16%	41%	53%	62%	42%	42%	61%	42%	56%	37%	31%	37%	57%	32%
Time spent on social media	42%	33%	39%	37%	46%	36%	38%	74%	39%	30%	35%	33%	24%	65%	28%	36%	61%	47%	53%	37%	26%	67%	23%	40%	48%	43%	29%	65%	39%



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

## Sources of Happiness – Any Happiness (Greatest or Some)

### Trends (Global Total)

*Does or could give me  
greatest happiness, does  
or could give me some  
happiness, doesn't or  
couldn't make me happy  
or happier, does not apply  
to me*

## % greatest happiness + some happiness

	December 2011	March 2017	February 2018	June 2019	Change since December 2011	Change since February 2018
My health/physical well-being	90%	89%	89%	88%	-2%	-1%
My living conditions (water, food, shelter)	85%	87%	86%	86%	1%	-
Feeling that my life has meaning	86%	86%	86%	85%	-1%	-1%
My hobbies/interests	84%	84%	85%	85%	1%	-
My personal safety and security	86%	86%	86%	85%	-1%	-1%
Satisfaction with the direction my life is going	86%	86%	85%	84%	-2%	-1%
Feeling in control of my life	84%	85%	85%	84%	-	-1%
Having more money	85%	84%	84%	84%	-1%	-
My friends	85%	84%	84%	83%	-2%	-1%
My personal financial situation	86%	86%	84%	83%	-3%	-1%
The amount of free time I have	79%	82%	81%	82%	3%	1%
Having a meaningful job/employment	81%	82%	82%	79%	-2%	-3%
The well-being of my country	82%	82%	81%	79%	-3%	-2%
Freedom to express my beliefs	74%	77%	78%	76%	2%	-2%
My relationship with my partner/spouse	78%	78%	78%	75%	-3%	-3%
Having a good sex life	77%	76%	76%	74%	-3%	-2%
The state of the economy	77%	77%	75%	73%	-4%	-2%
My material possessions	70%	68%	70%	69%	-1%	-1%
My access to entertainment or sports	67%	71%	70%	69%	2%	-1%
My children	69%	68%	70%	67%	-2%	-3%
Forgiving someone for something	66%	67%	70%	65%	-1%	-5%
The amount of time or money I donate to charity/help others	65%	66%	67%	65%	-	-2%
Being recognized as a successful person	68%	67%	67%	64%	-4%	-3%
Being forgiven for something I did	64%	64%	68%	63%	-1%	-5%
Finding someone to be with	63%	63%	69%	63%	-	-6%
My religious or spiritual well-being	56%	59%	62%	57%	1%	-5%
New political leadership in my country				56%		
Moving to another country	36%	45%	44%	44%	8%	-
Time spent on social media				42%		

See methodology section for sample sizes



# Sources of Happiness

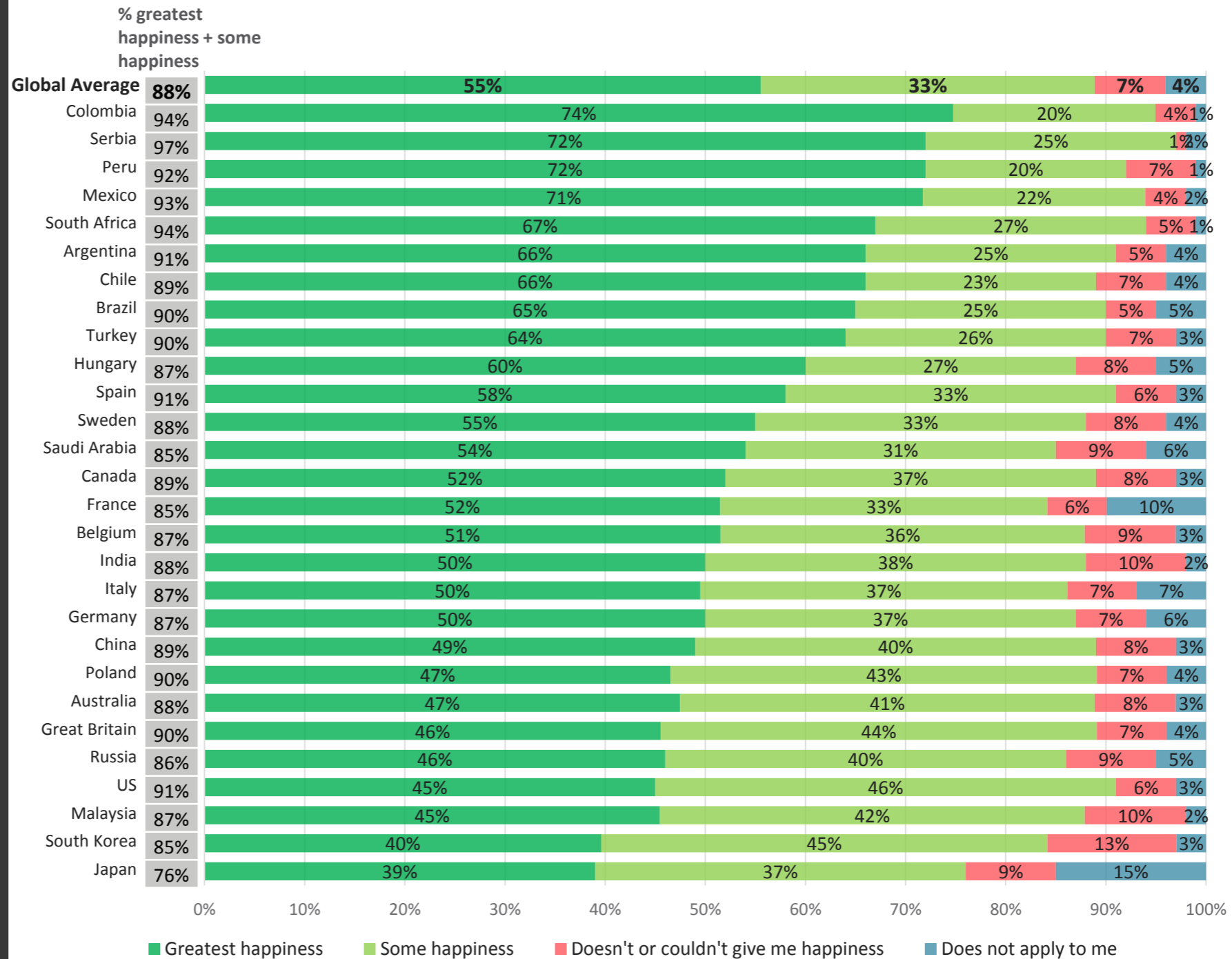
**Detailed Findings in Order of “Any” (Greatest or Some) Happiness Percentage Ranking at Global Level**

Ipsos Global Advisor



# Q14. My health/physical well-being

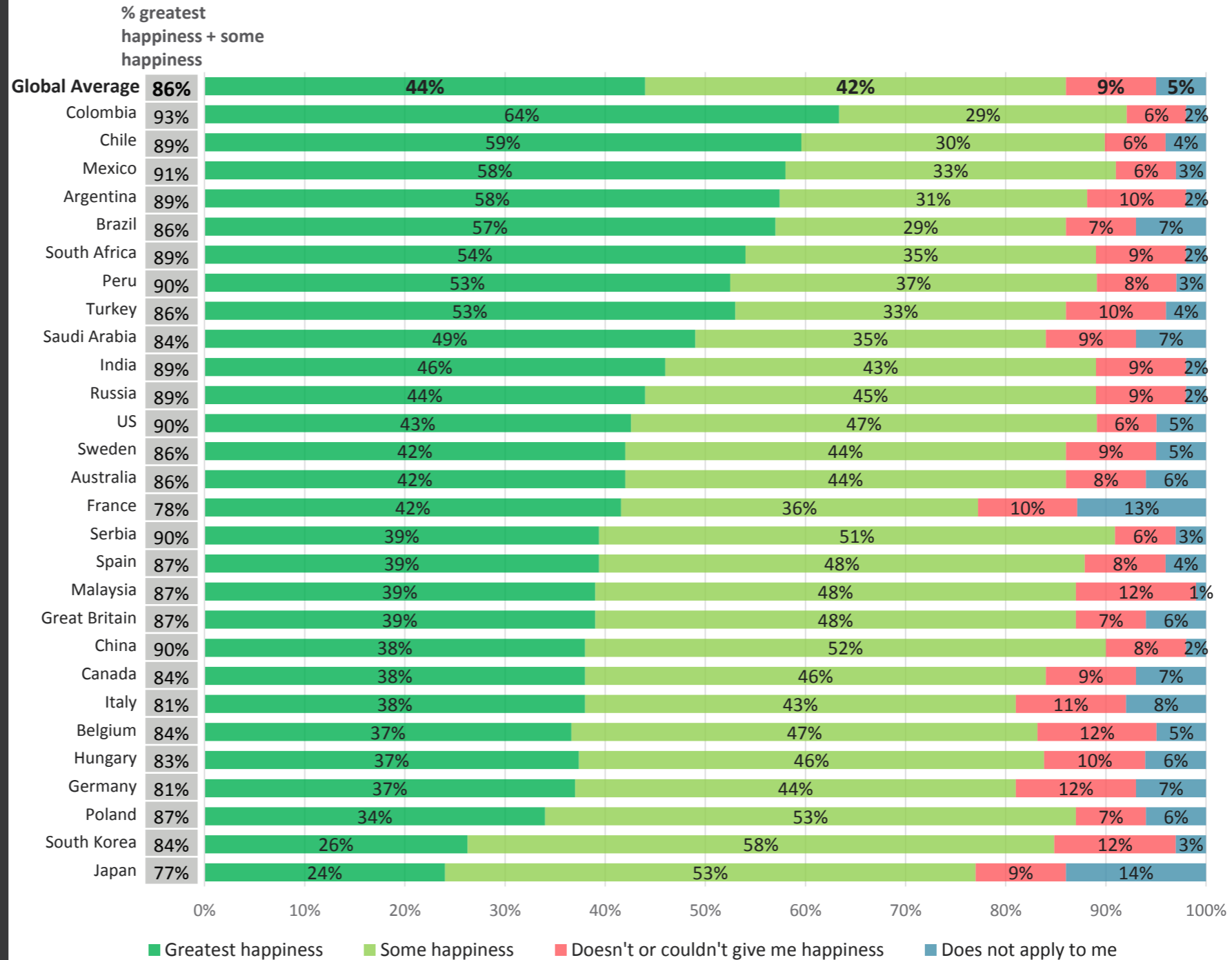
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

## Q7. My living conditions (water, food, shelter)

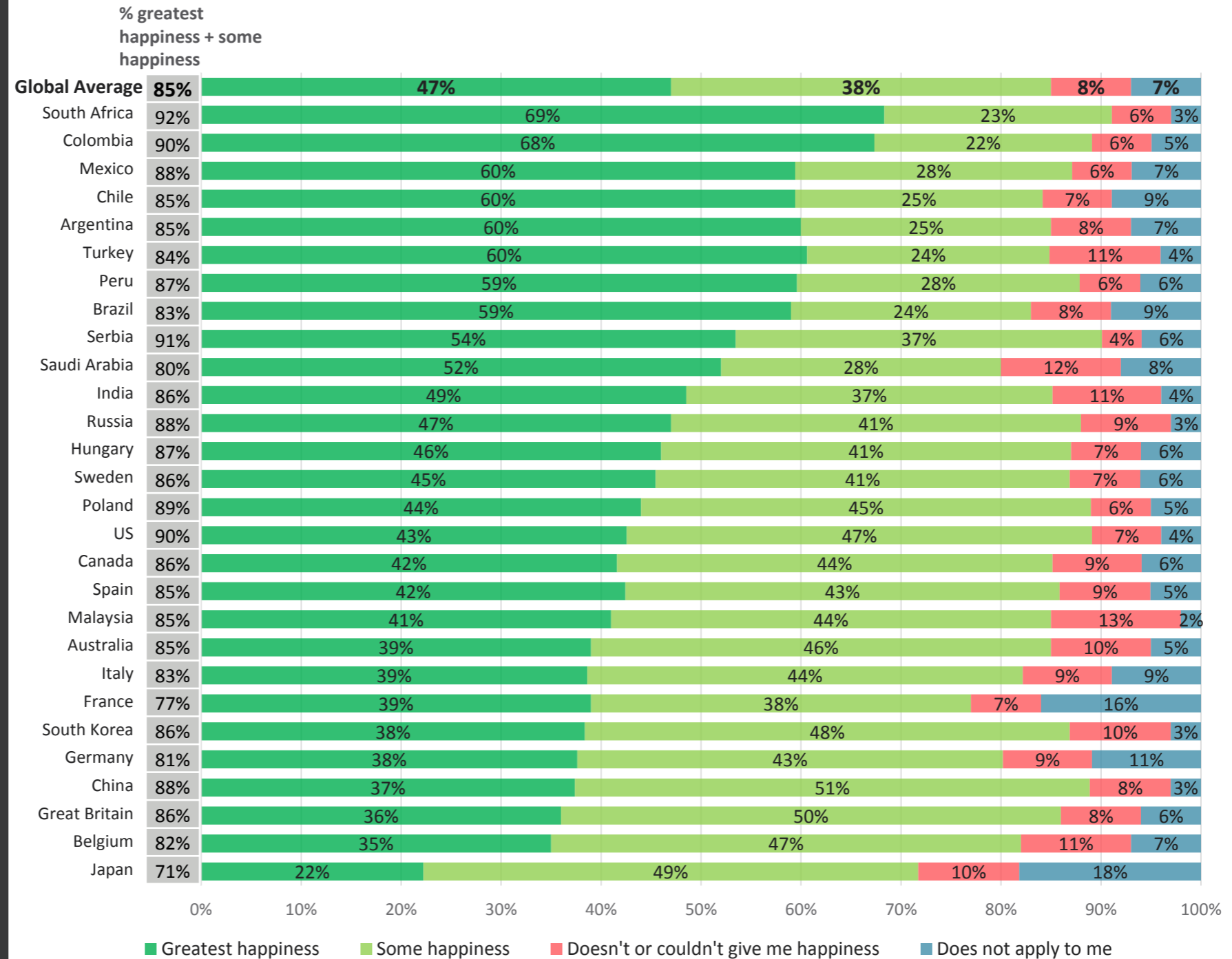
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me





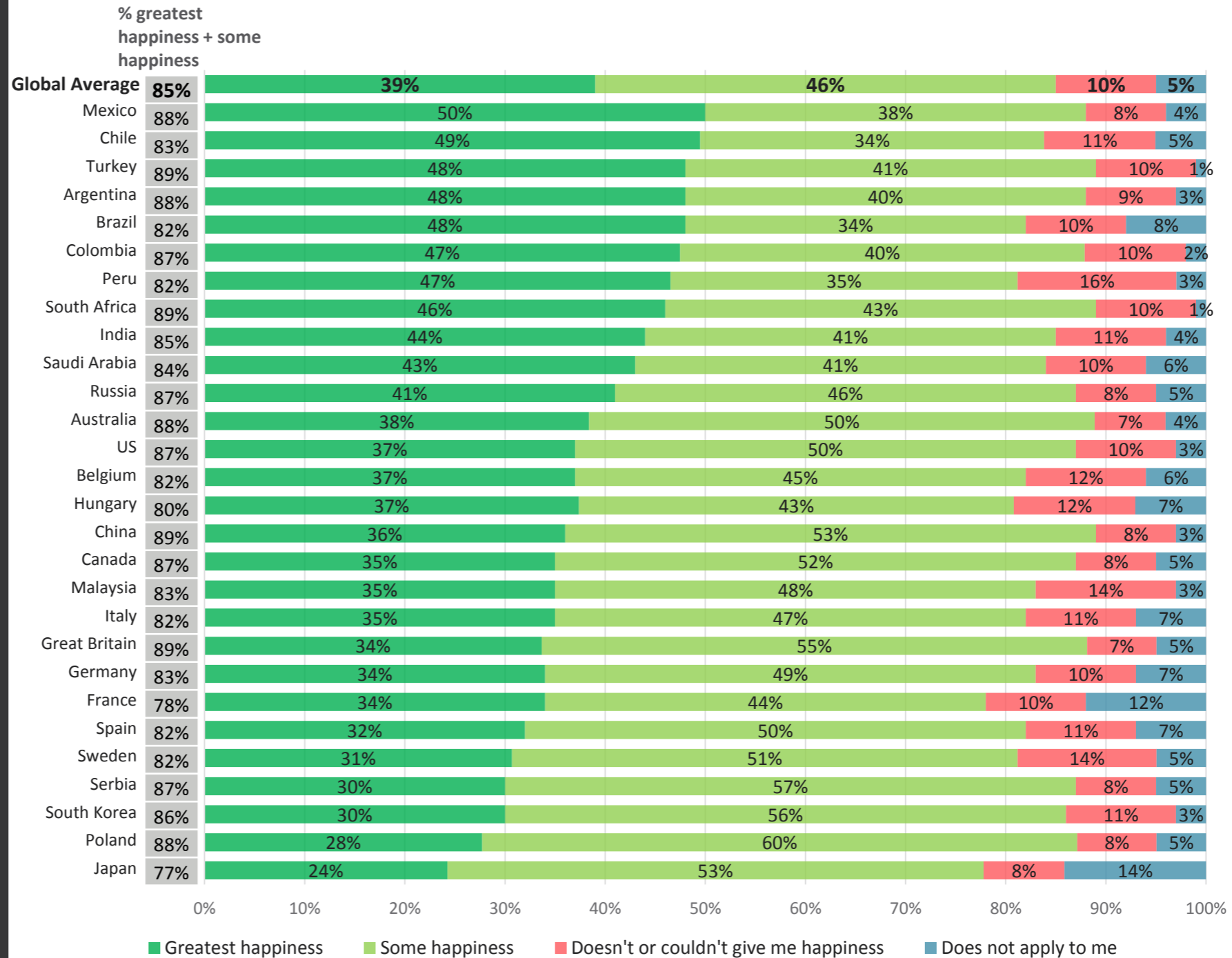
## Q12. Feeling that my life has meaning

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



## Q15. My hobbies/interests

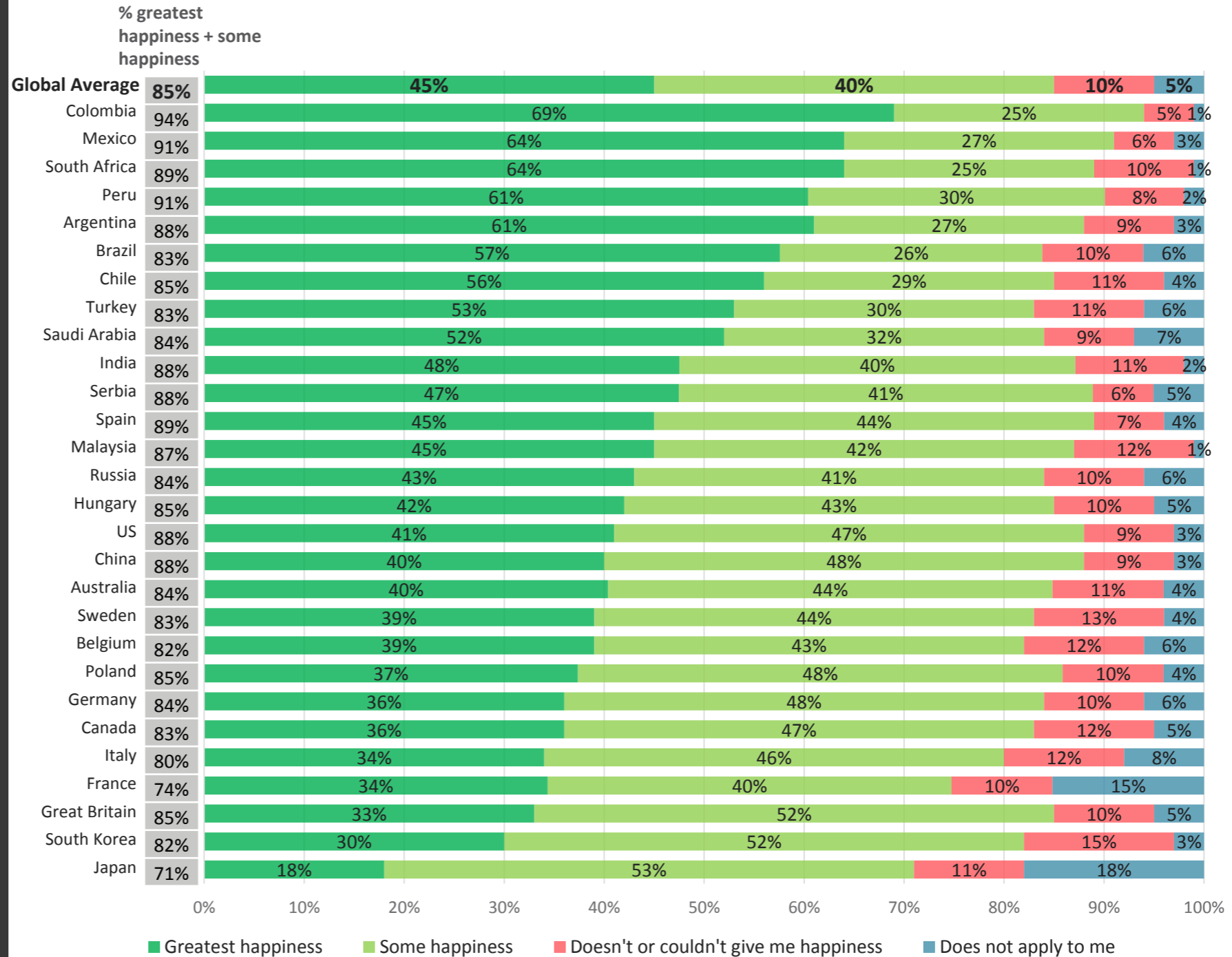
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

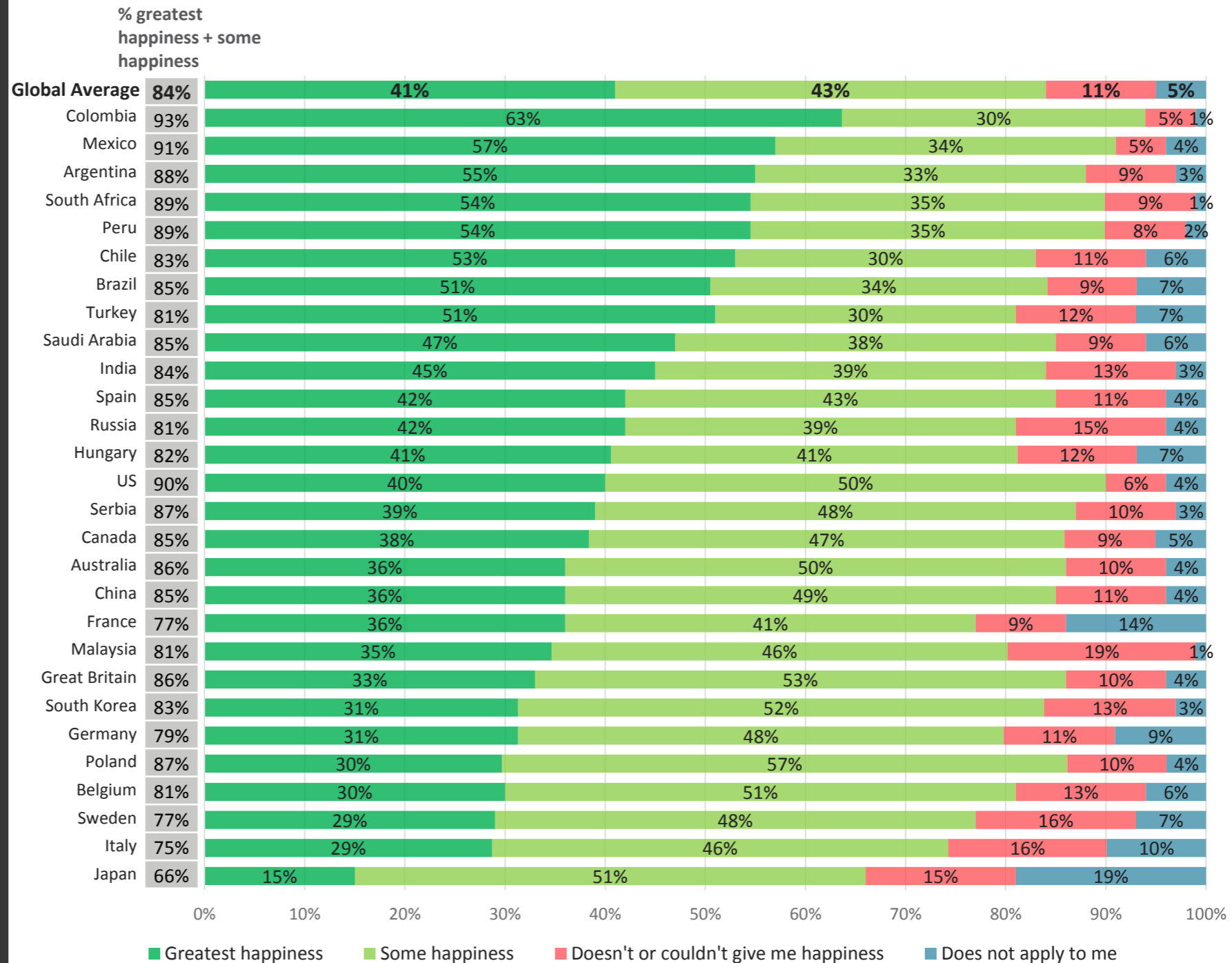
## Q24. My personal safety and security

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



## Q8. Satisfaction with the direction my life is going

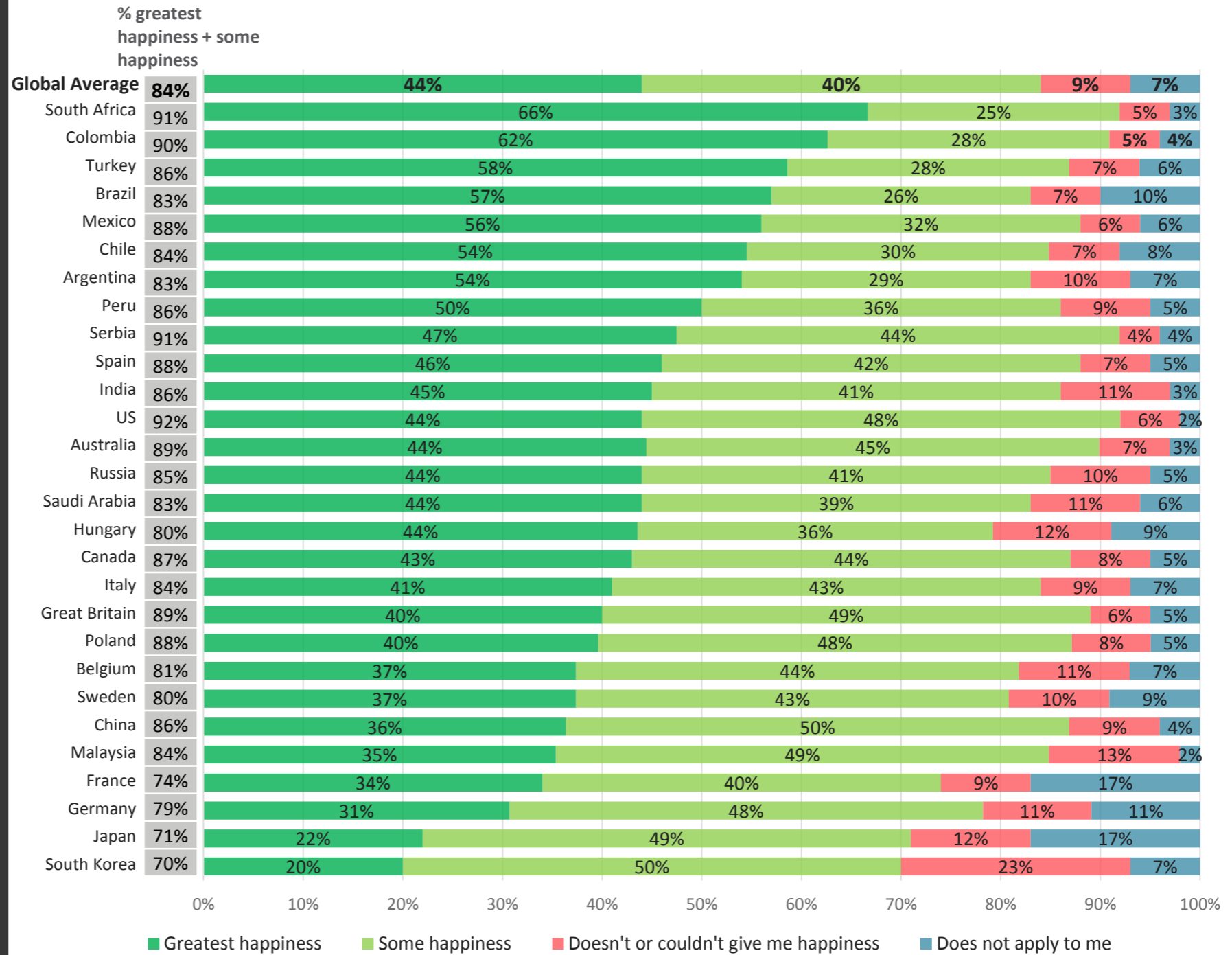
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Q16. Feeling in control of my life

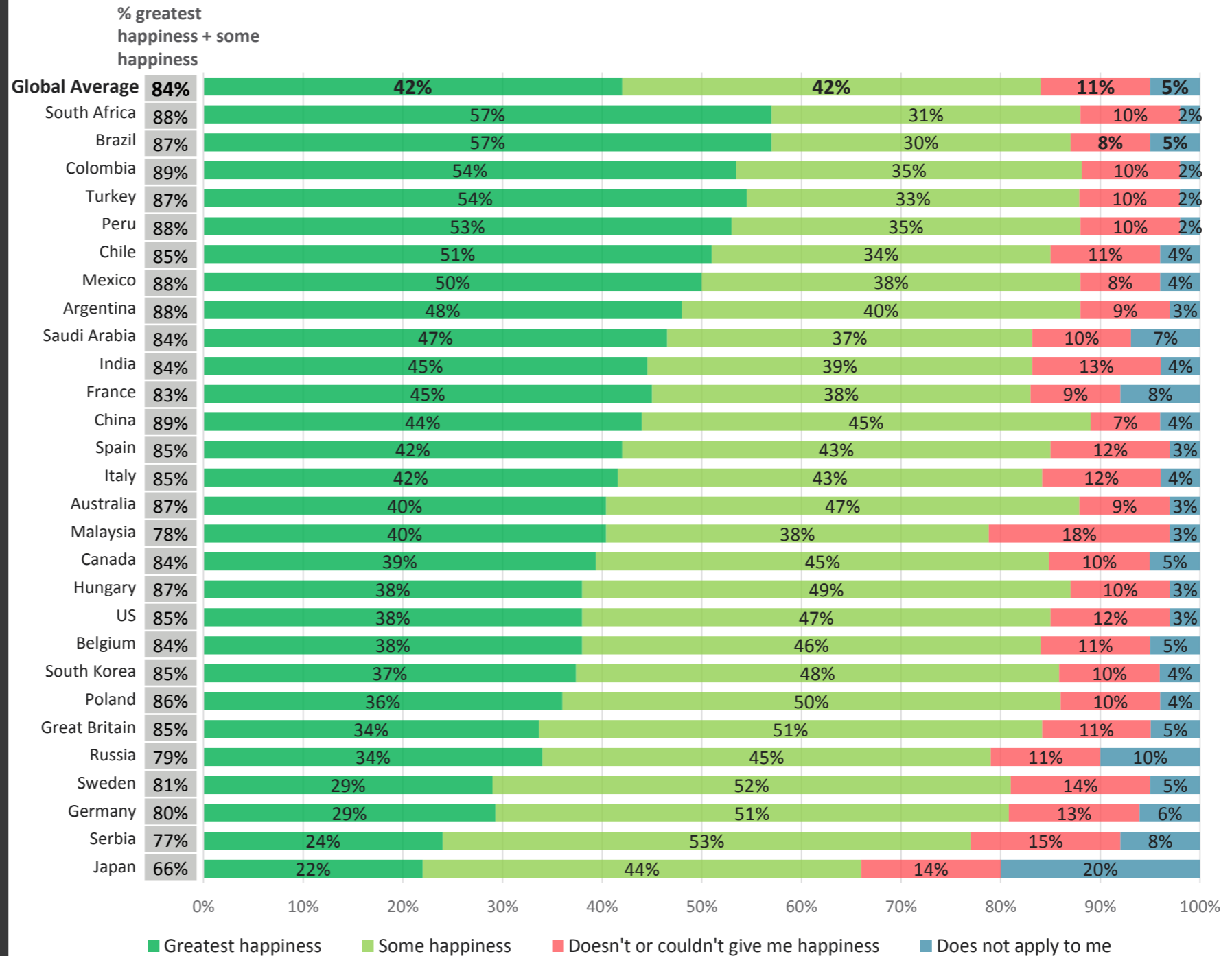
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

## Q26. Having more money

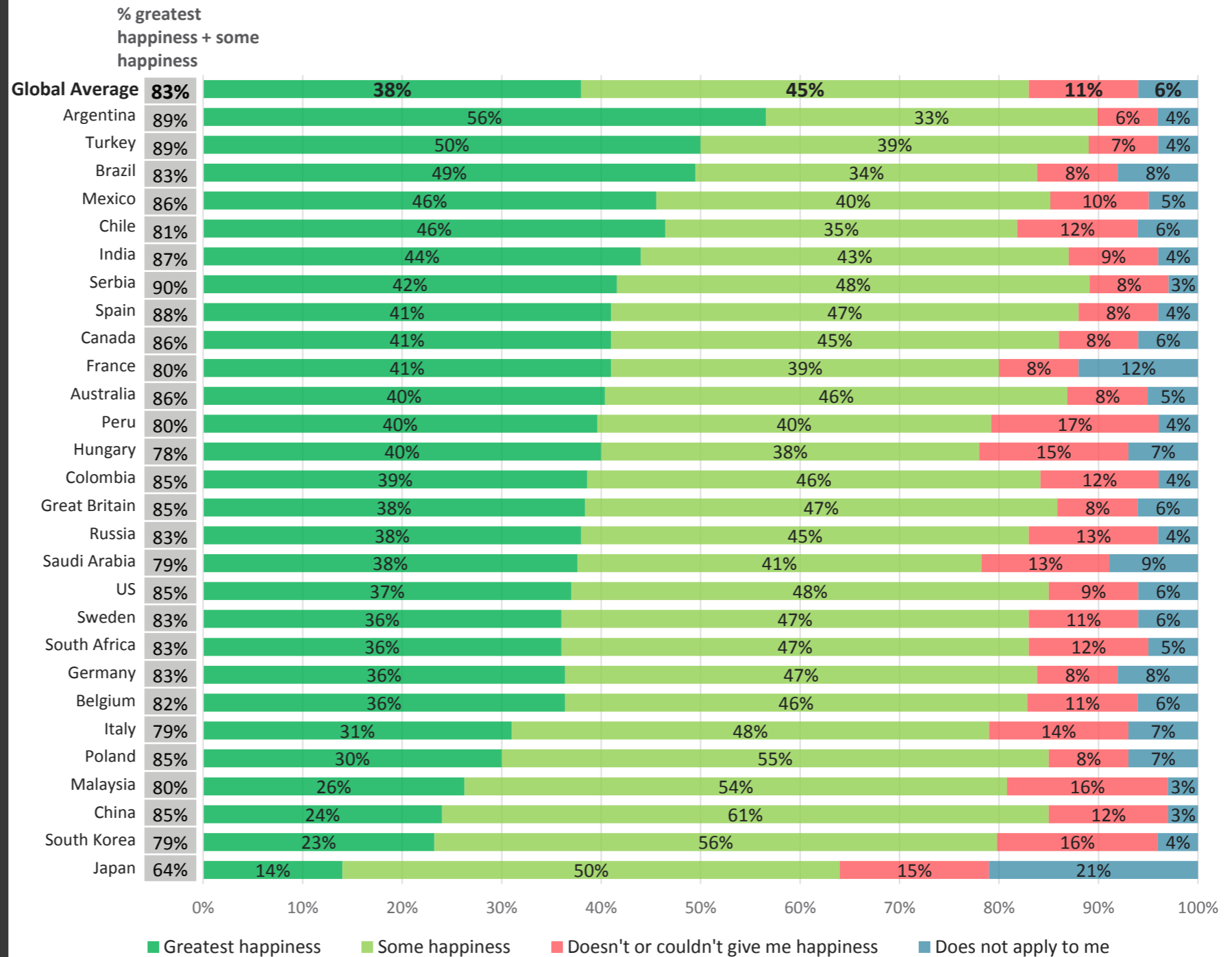
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

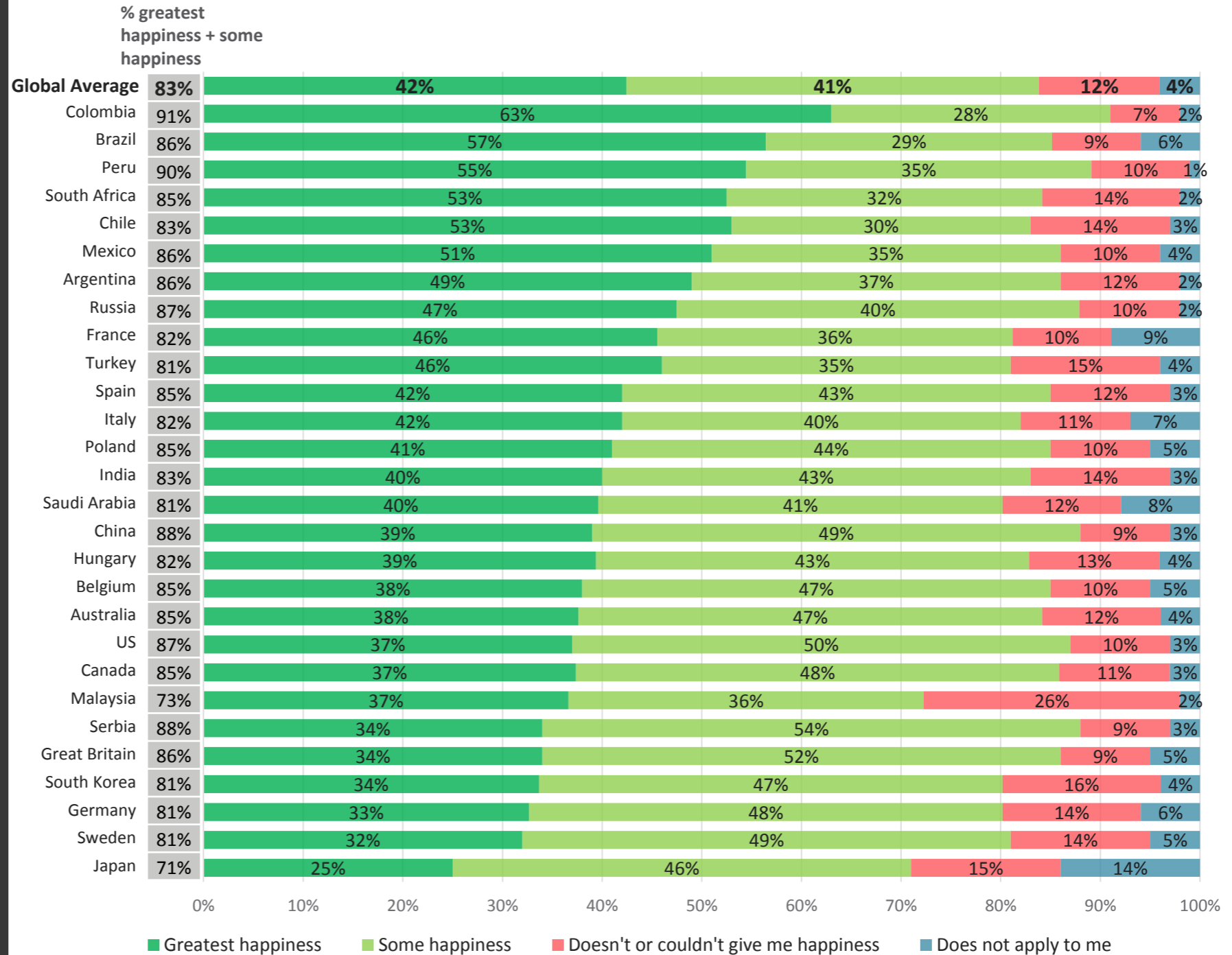
## Q4. My friends

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



# Q10. My personal financial situation

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



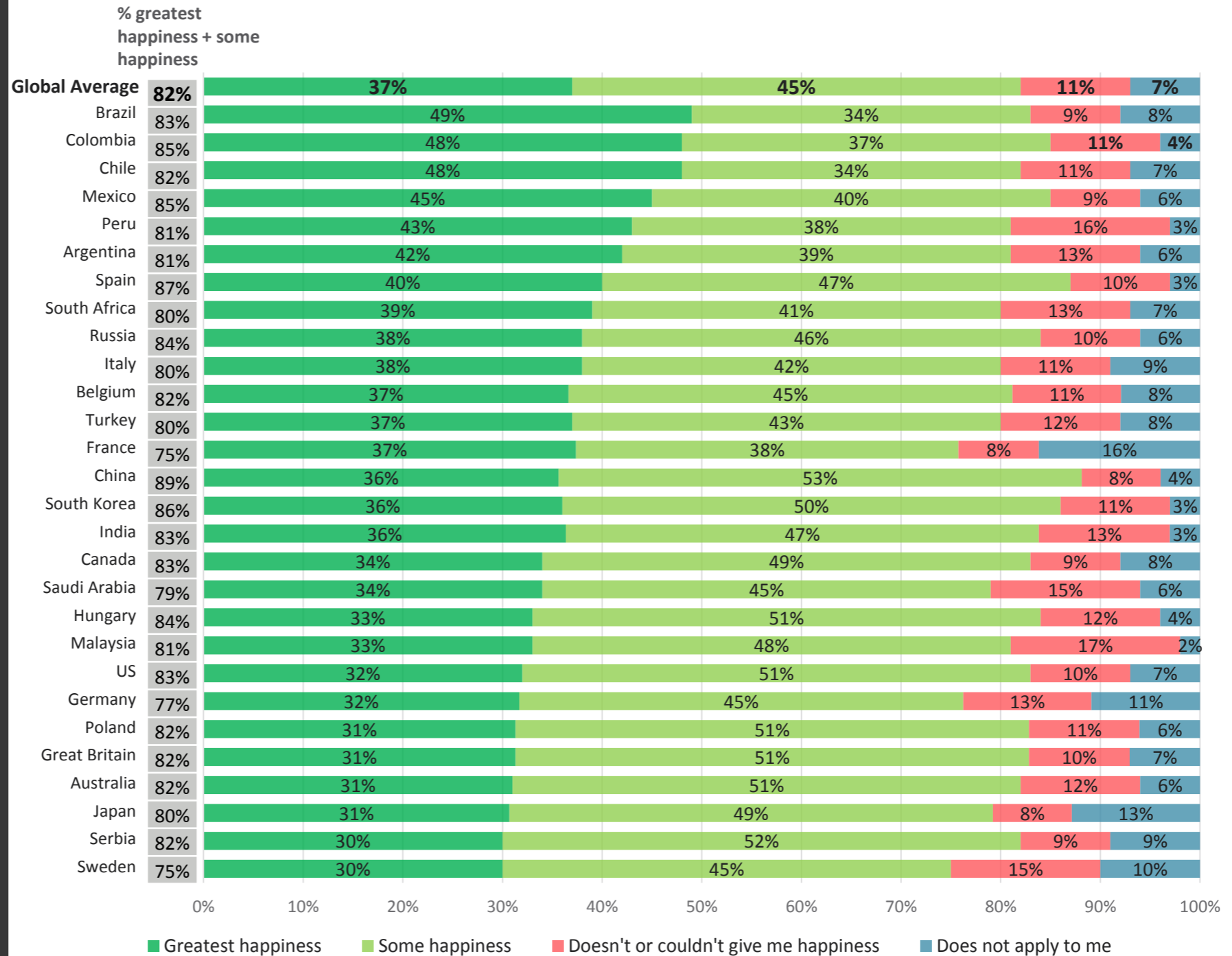
Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries





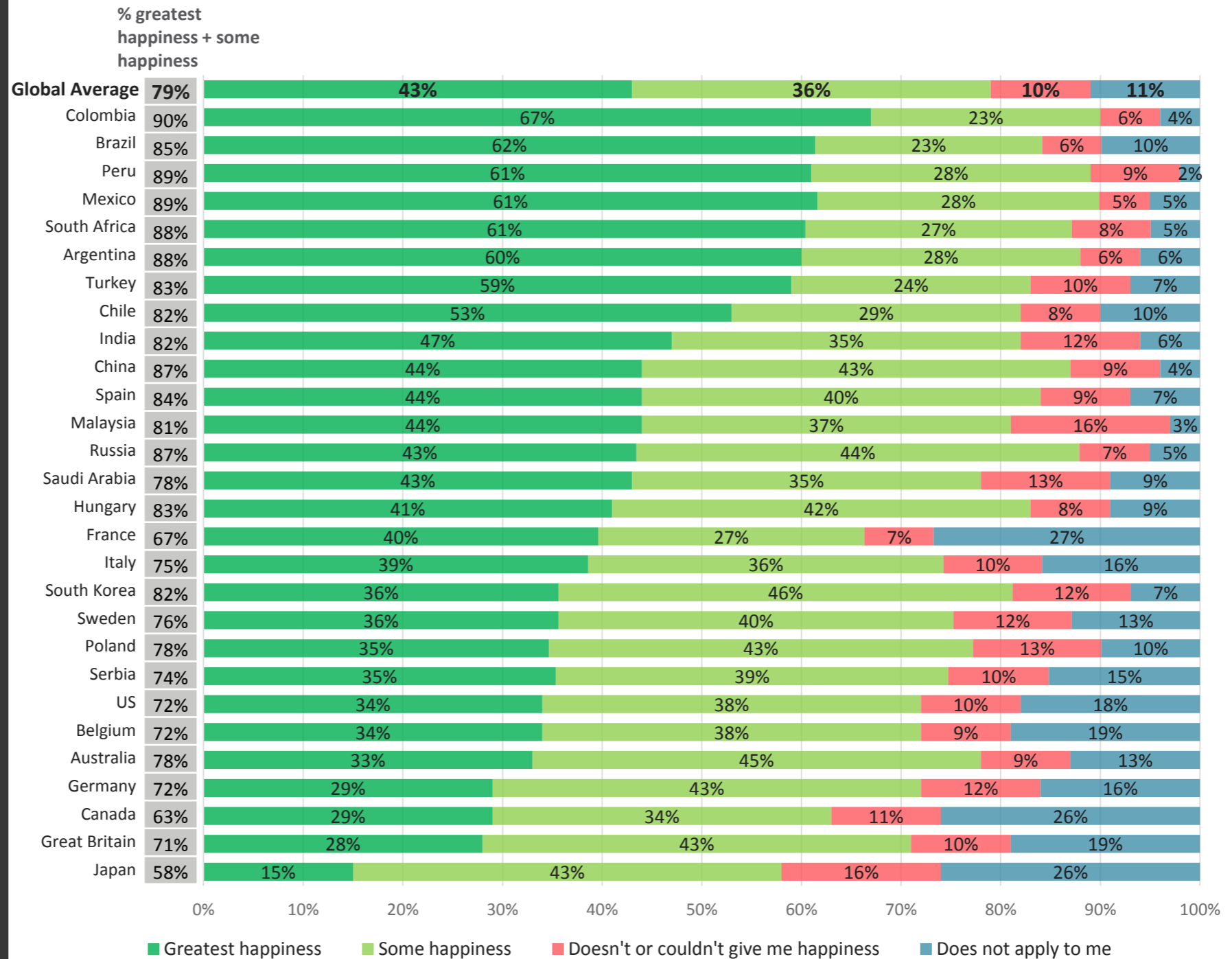
## Q18. The amount of free time I have

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



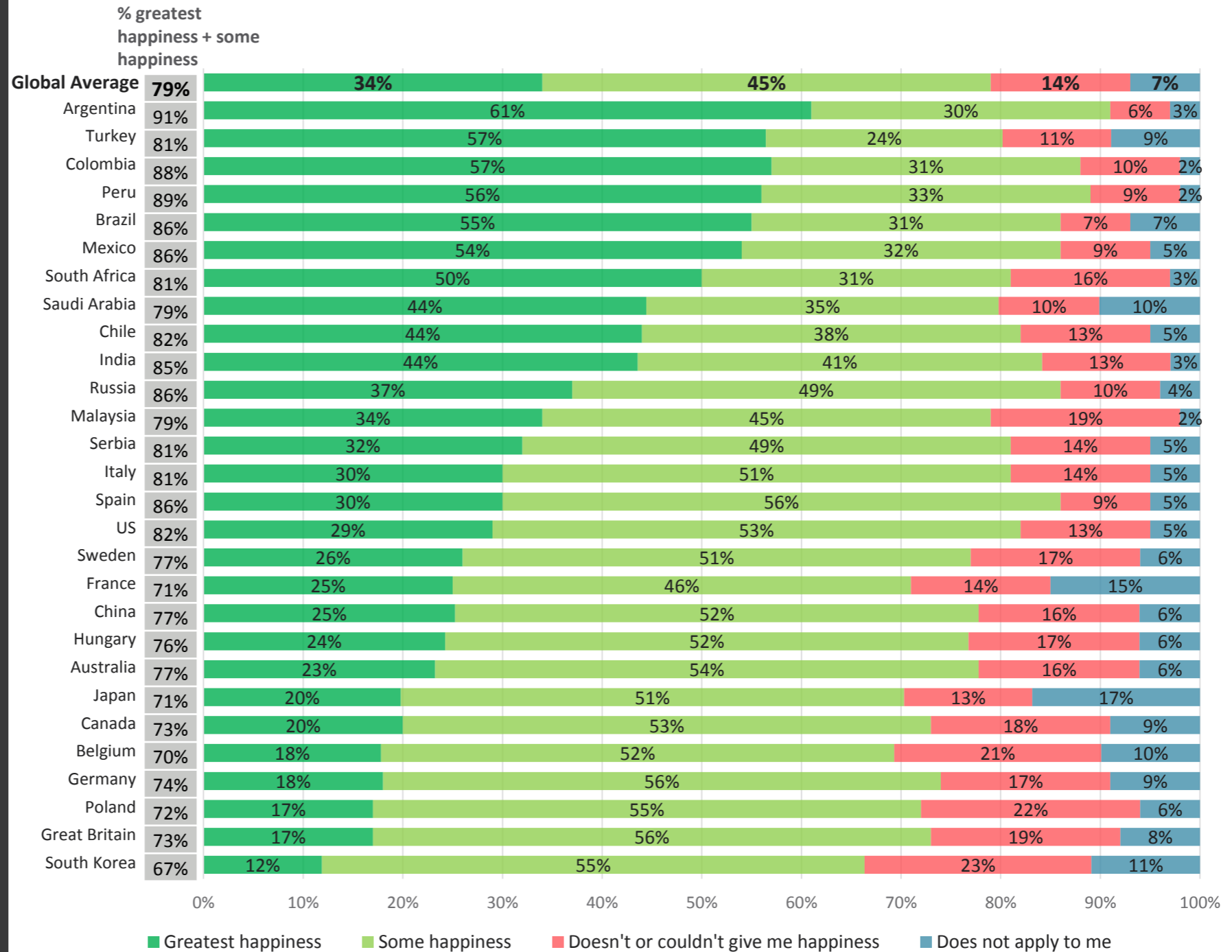
## Q9. Having a meaningful job/employment

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



# Q20. The well-being of my country

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

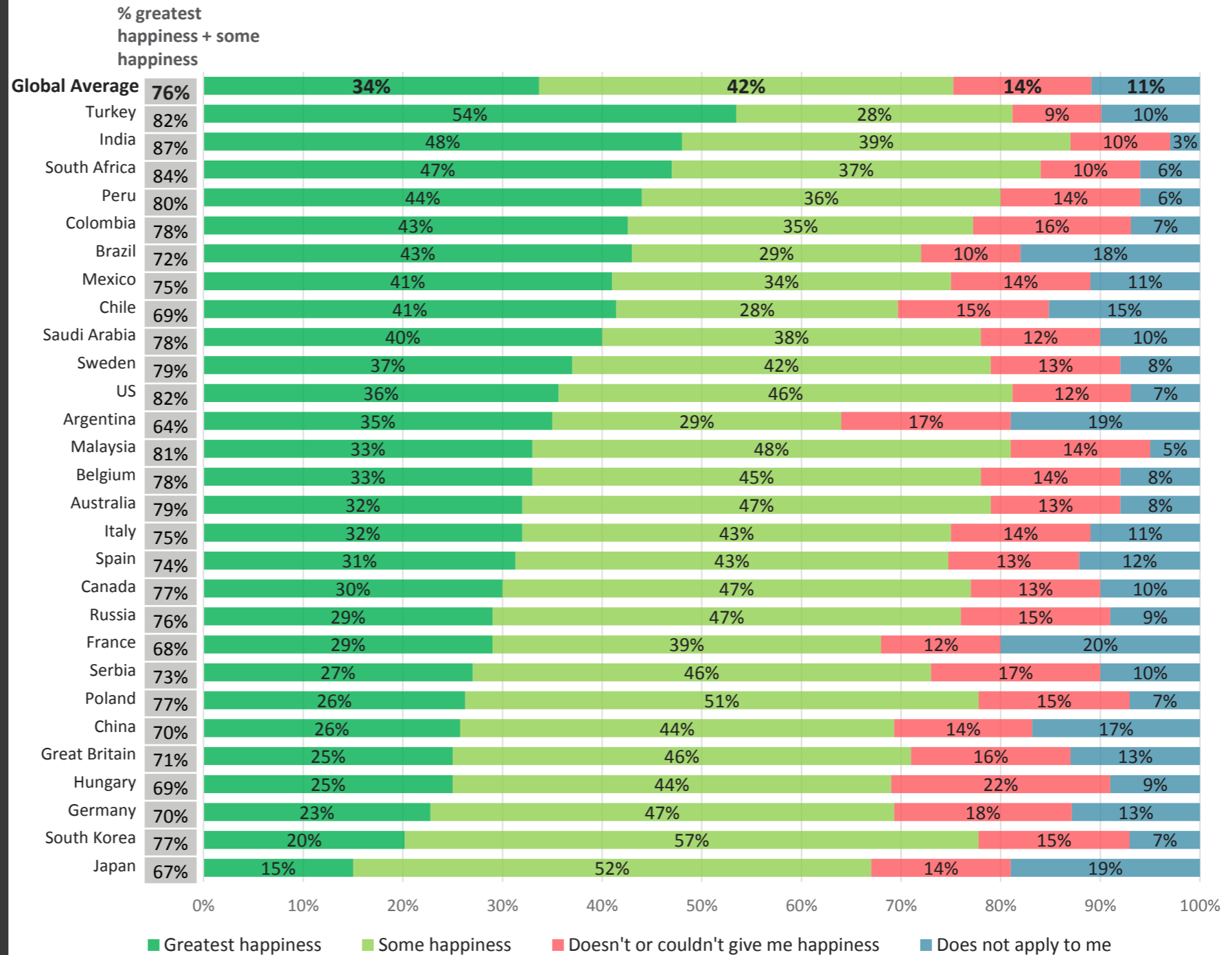


Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries



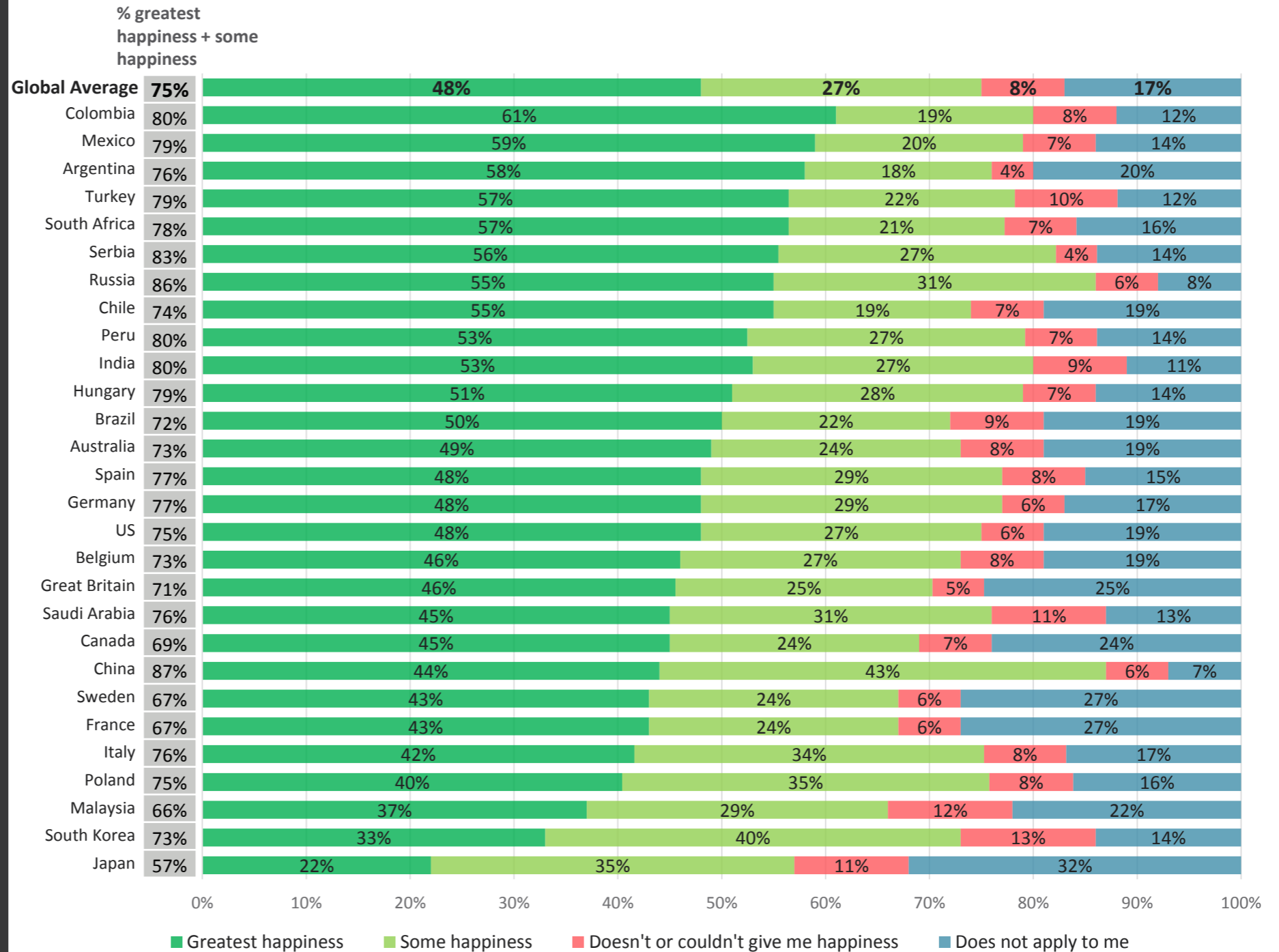
## Q25. Freedom to express my beliefs

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



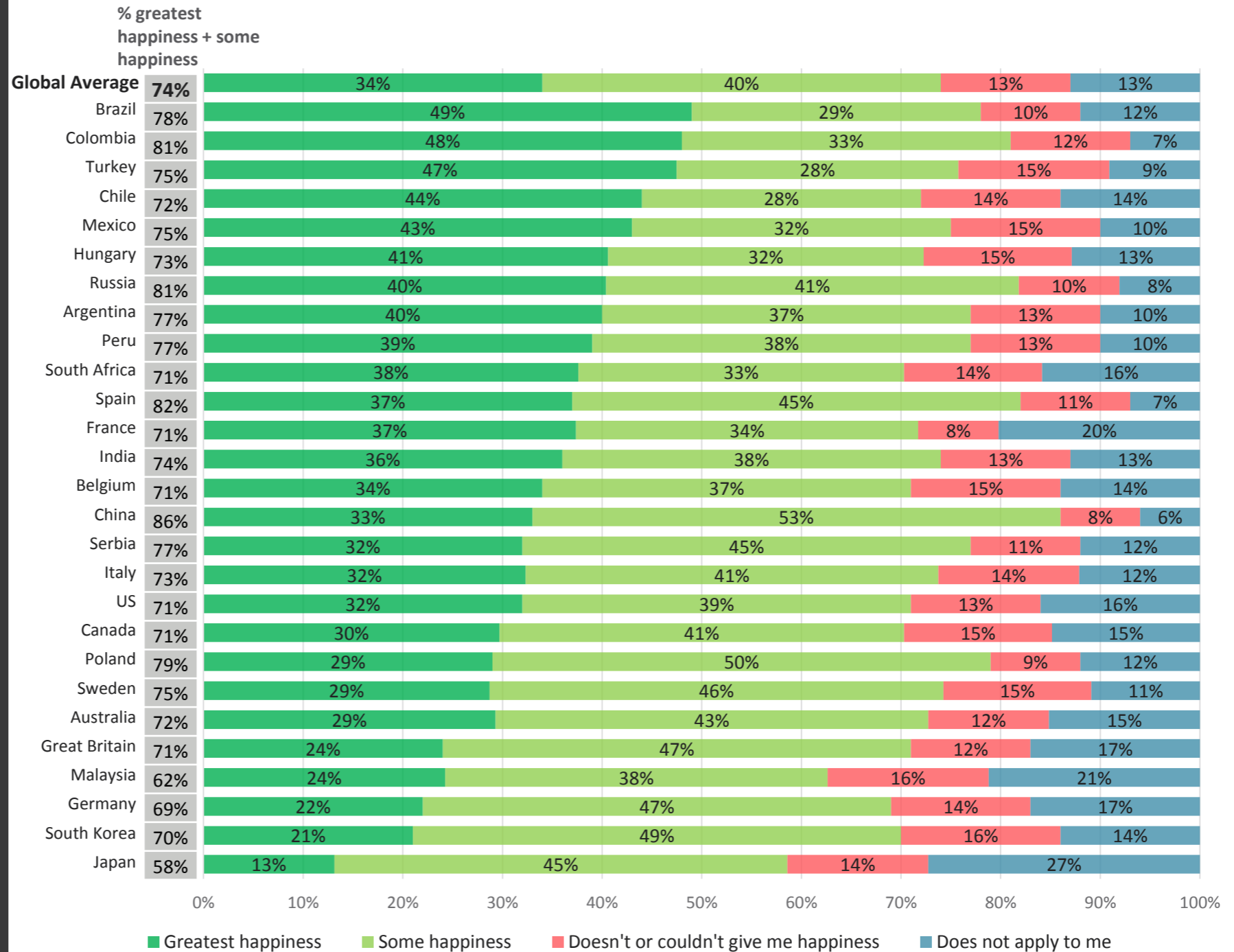
## Q2. My relationship with my partner/spouse:

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



## Q22. Having a good sex life

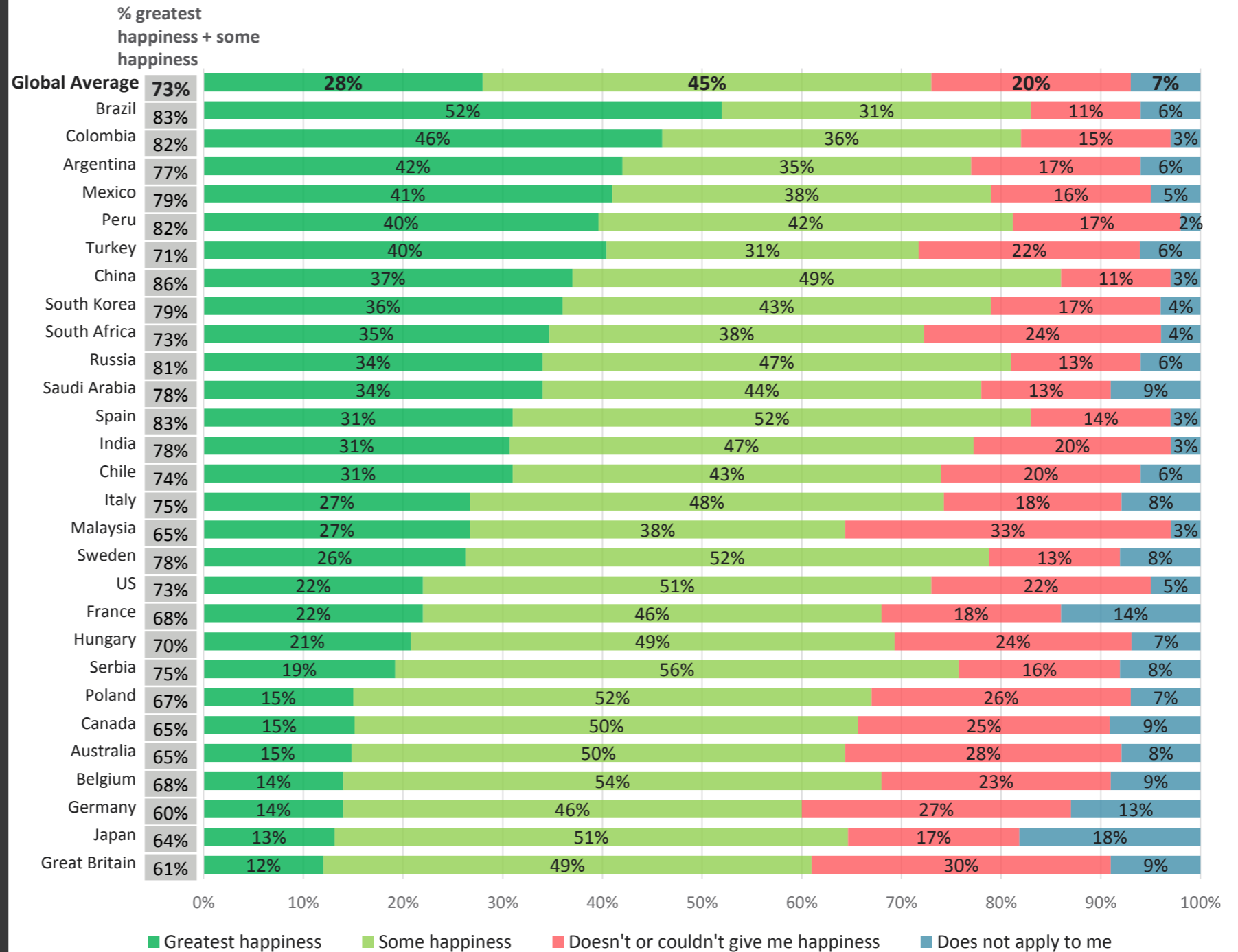
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,105 online adults aged 16-74, 18-74, or 19-74 across 27 countries (excludes Saudi Arabia)

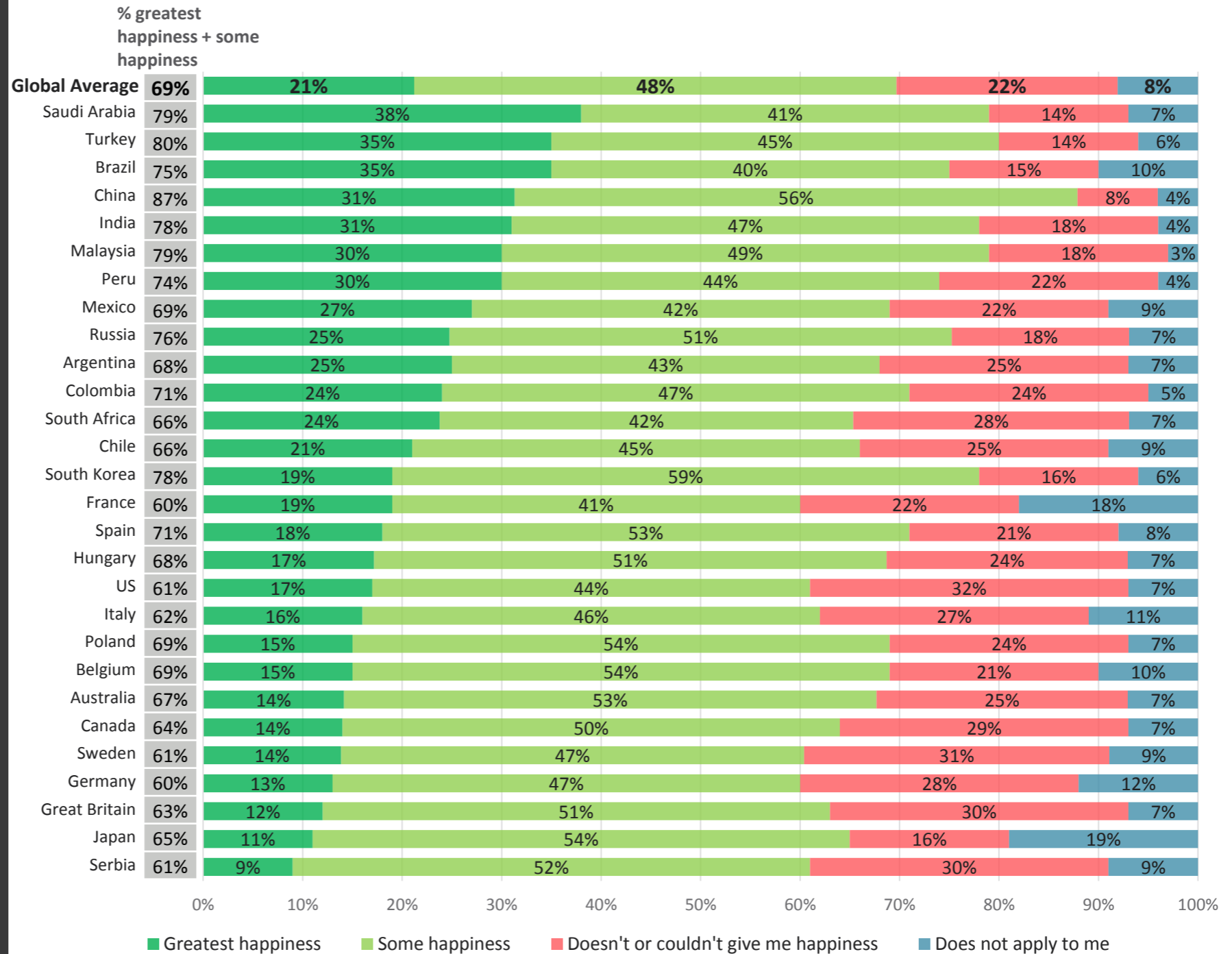
## Q21. The state of the economy

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



# Q11. My material possessions

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*

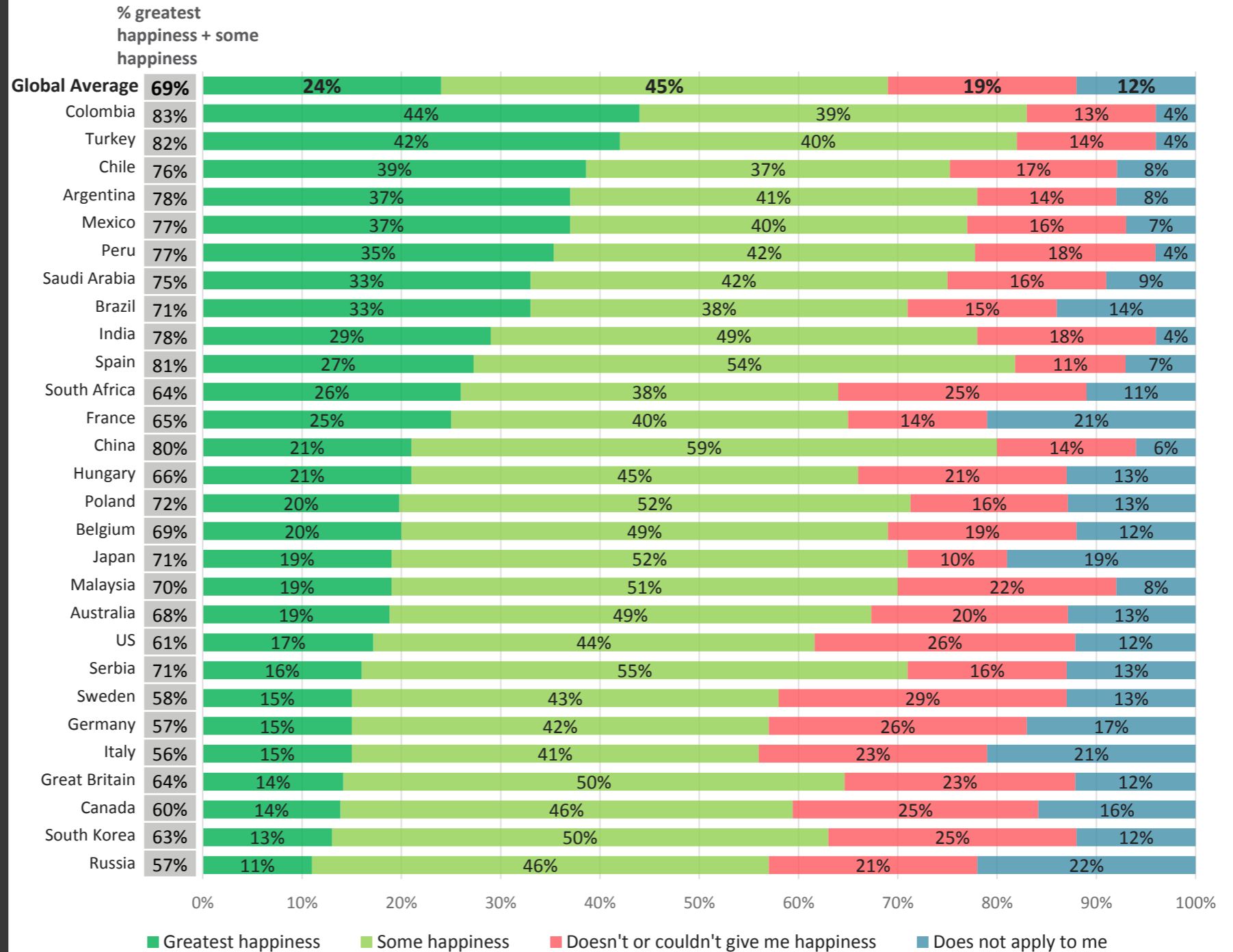


Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries



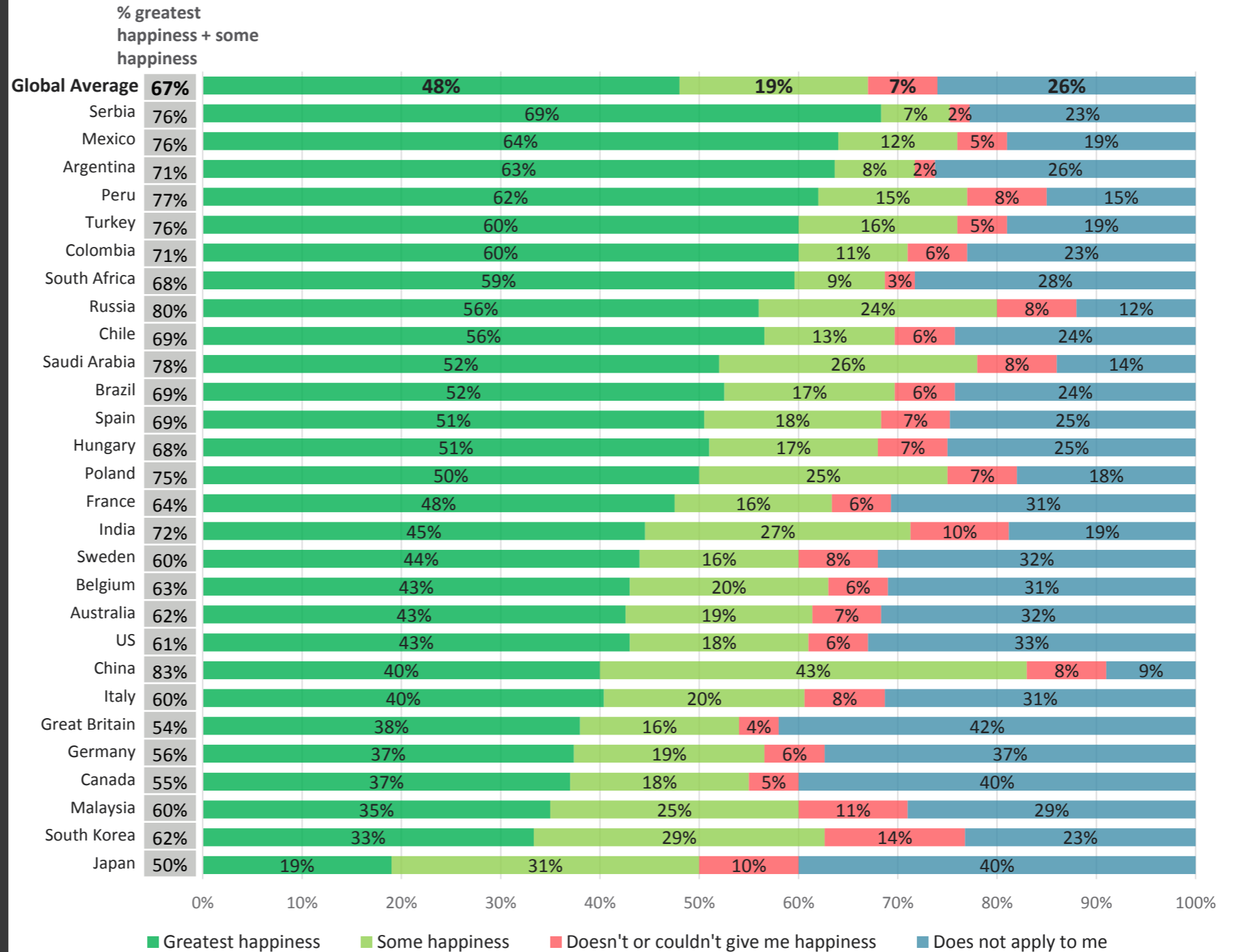
## Q23. My access to entertainment or sports

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



### Q3. My children

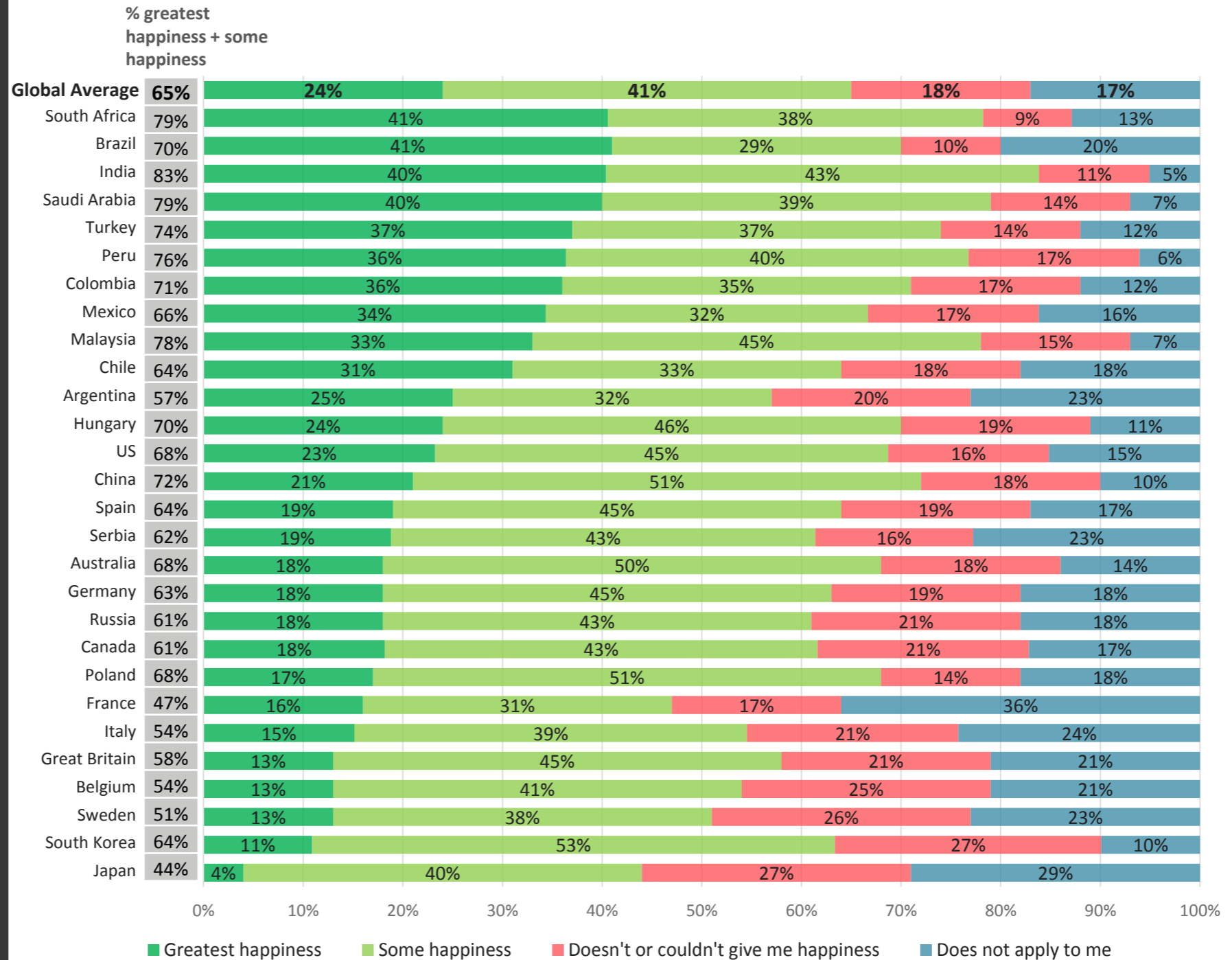
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

## Q6. Forgive someone for something

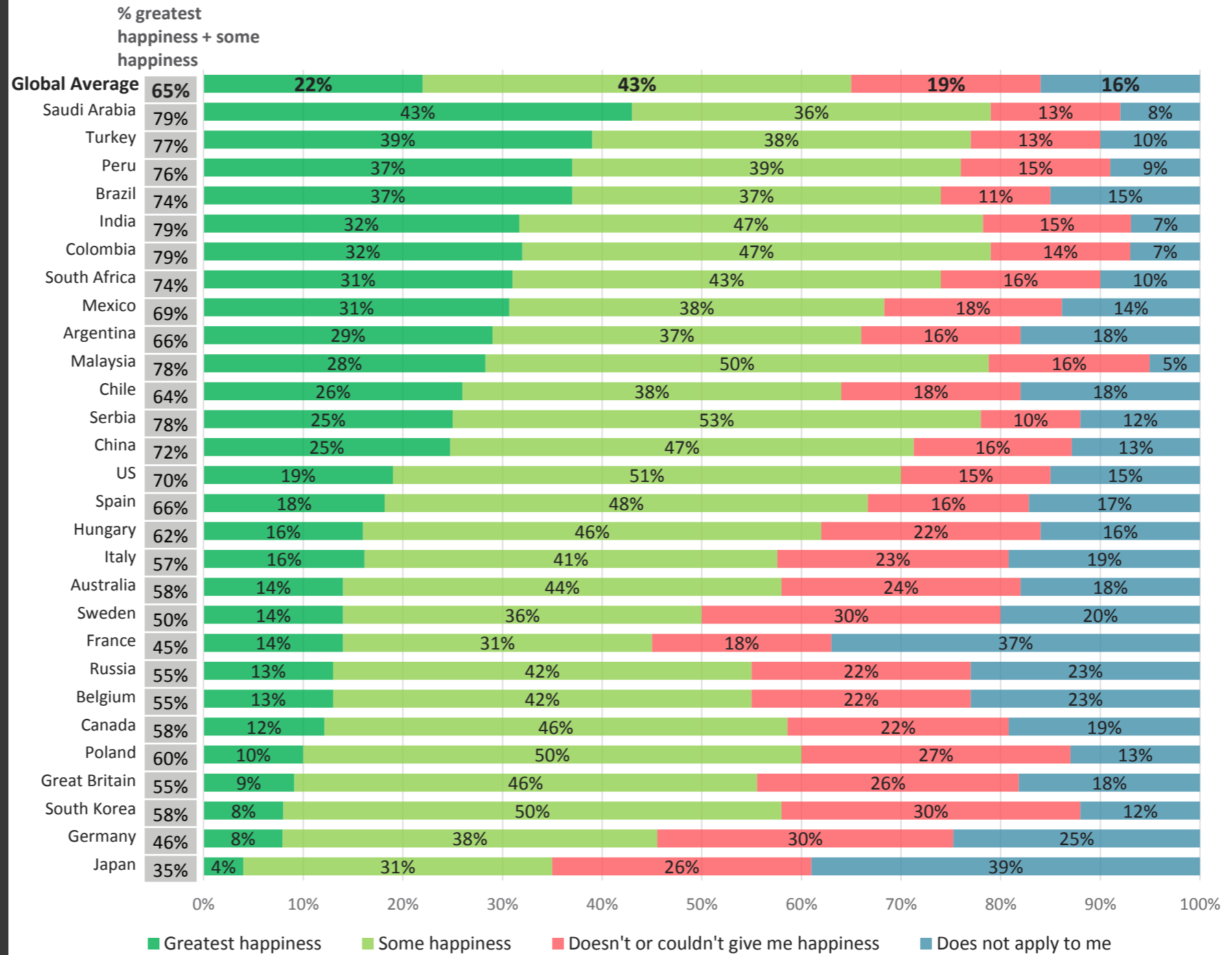
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

**Q19. The amount of time or money I donate to charity/help others**

**Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me**

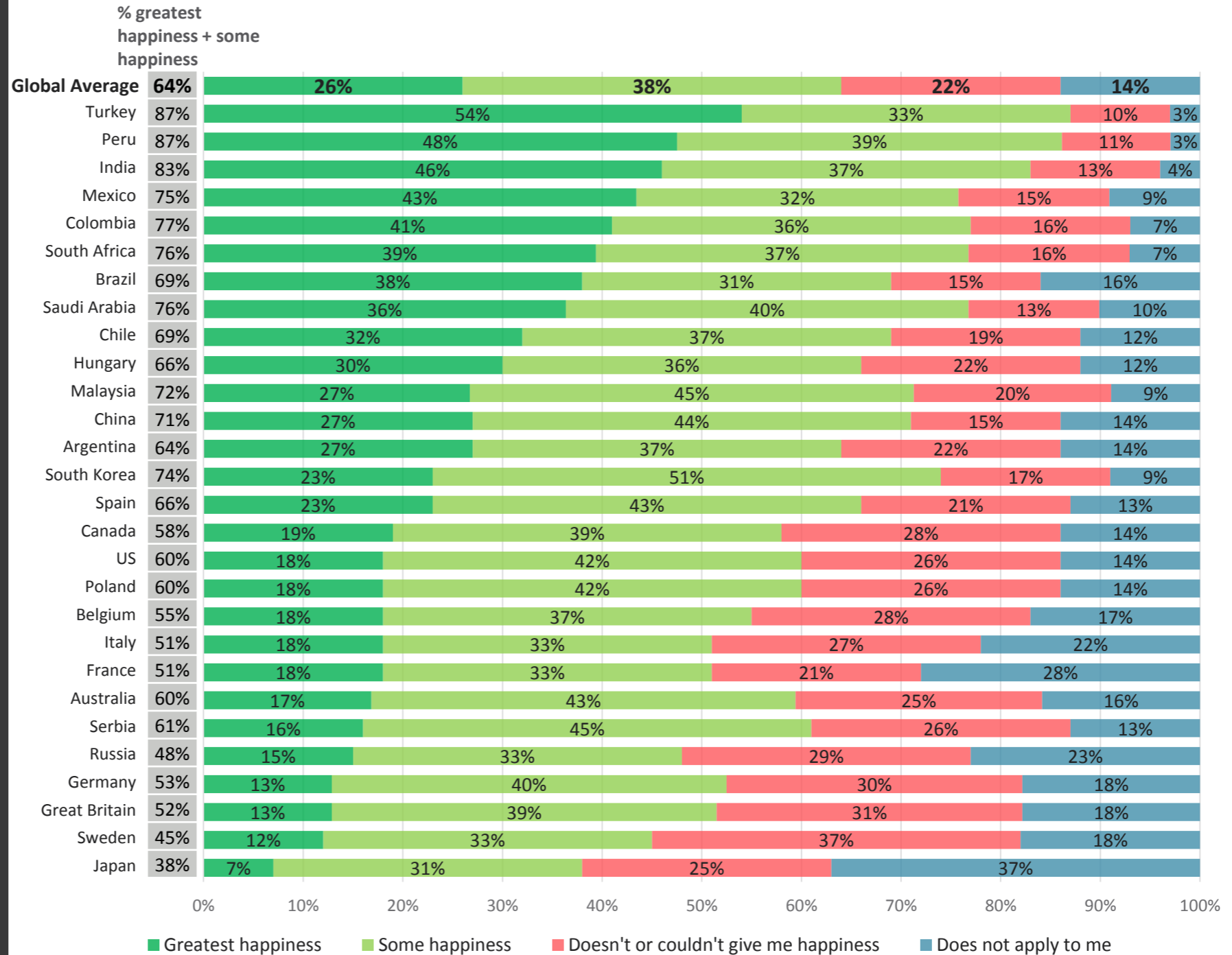


Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries



# Q17. Being recognized as a successful person

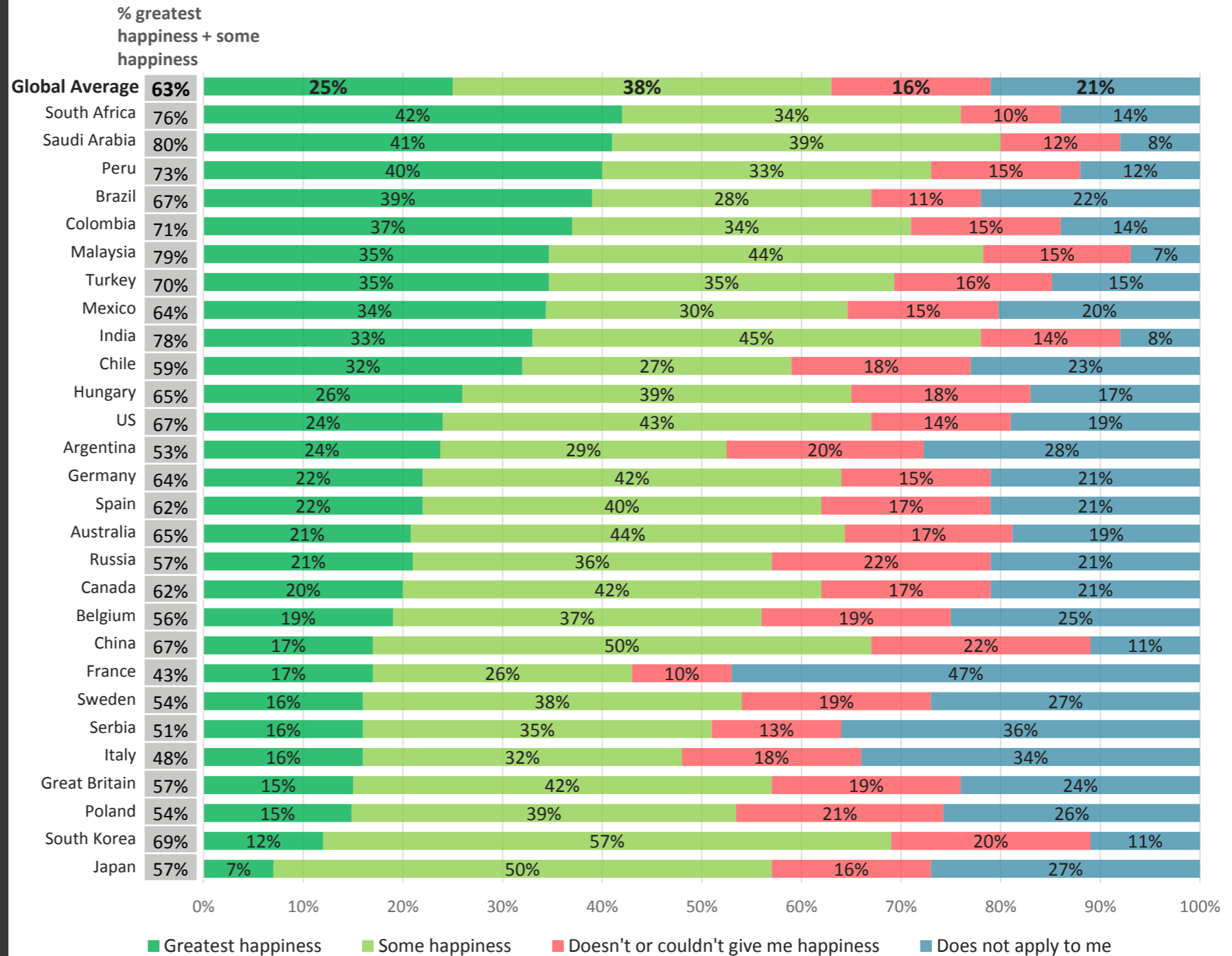
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

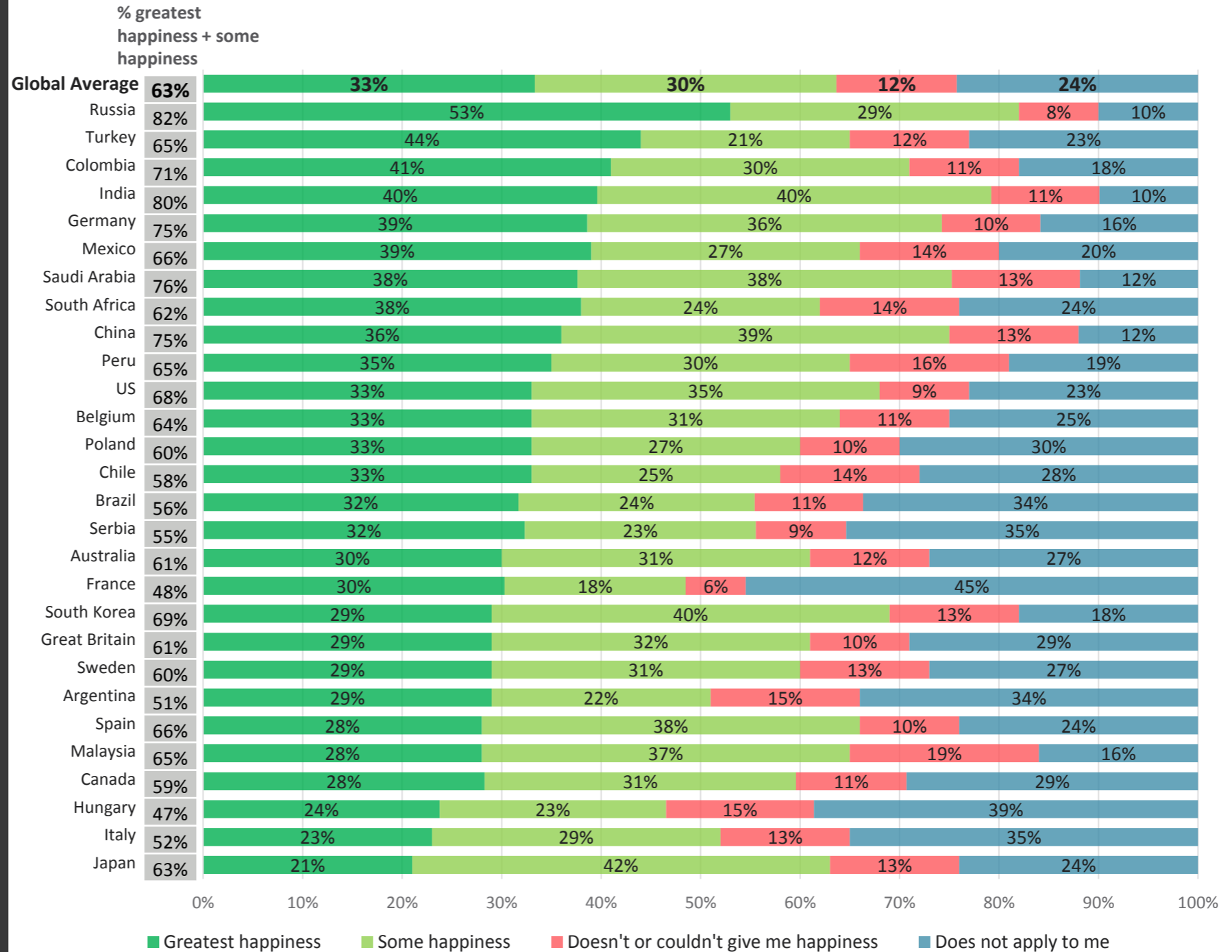
## Q5. Being forgiven for something I did

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



## Q27. Finding someone to be with

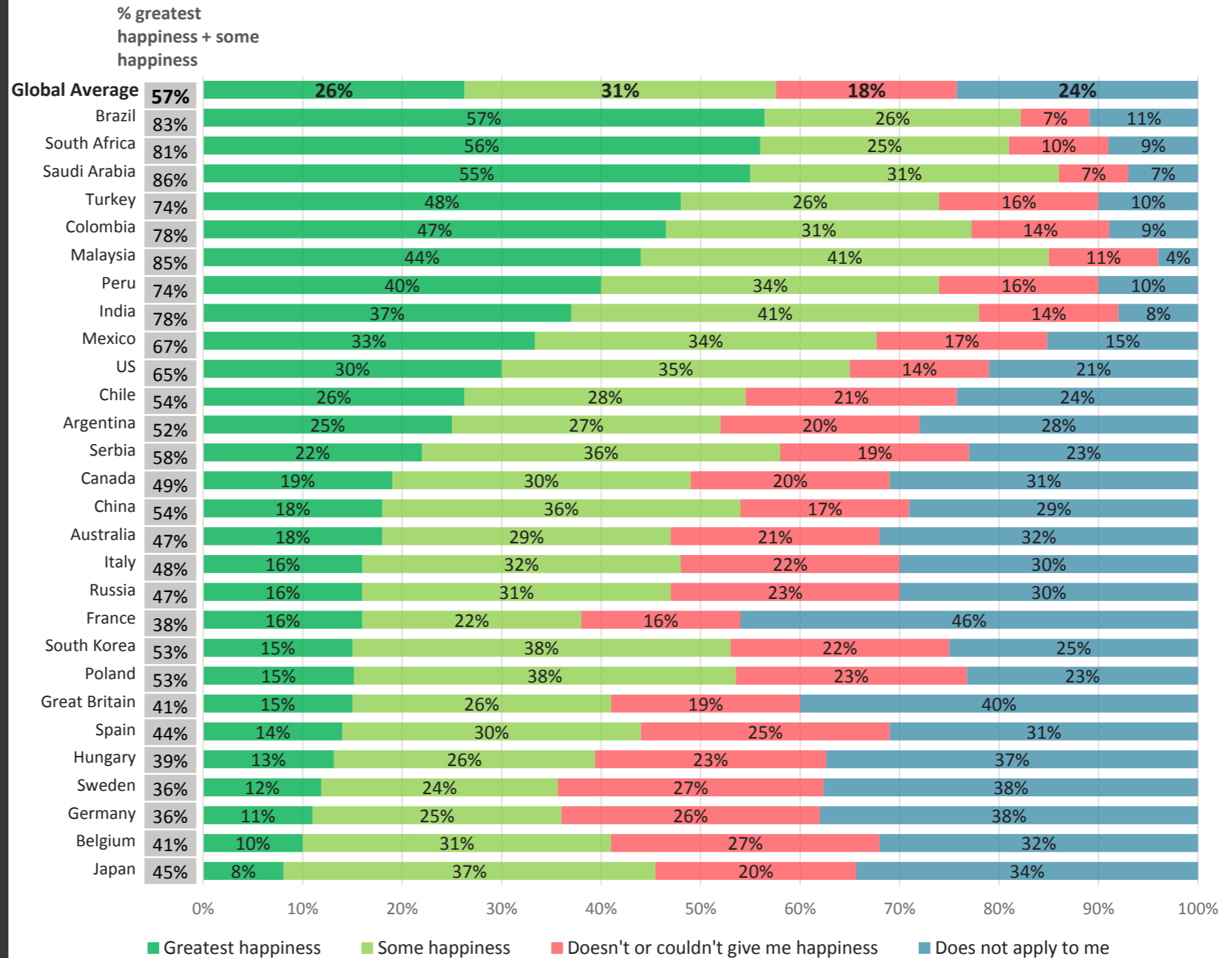
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Q13. My religious or spiritual well-being

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*

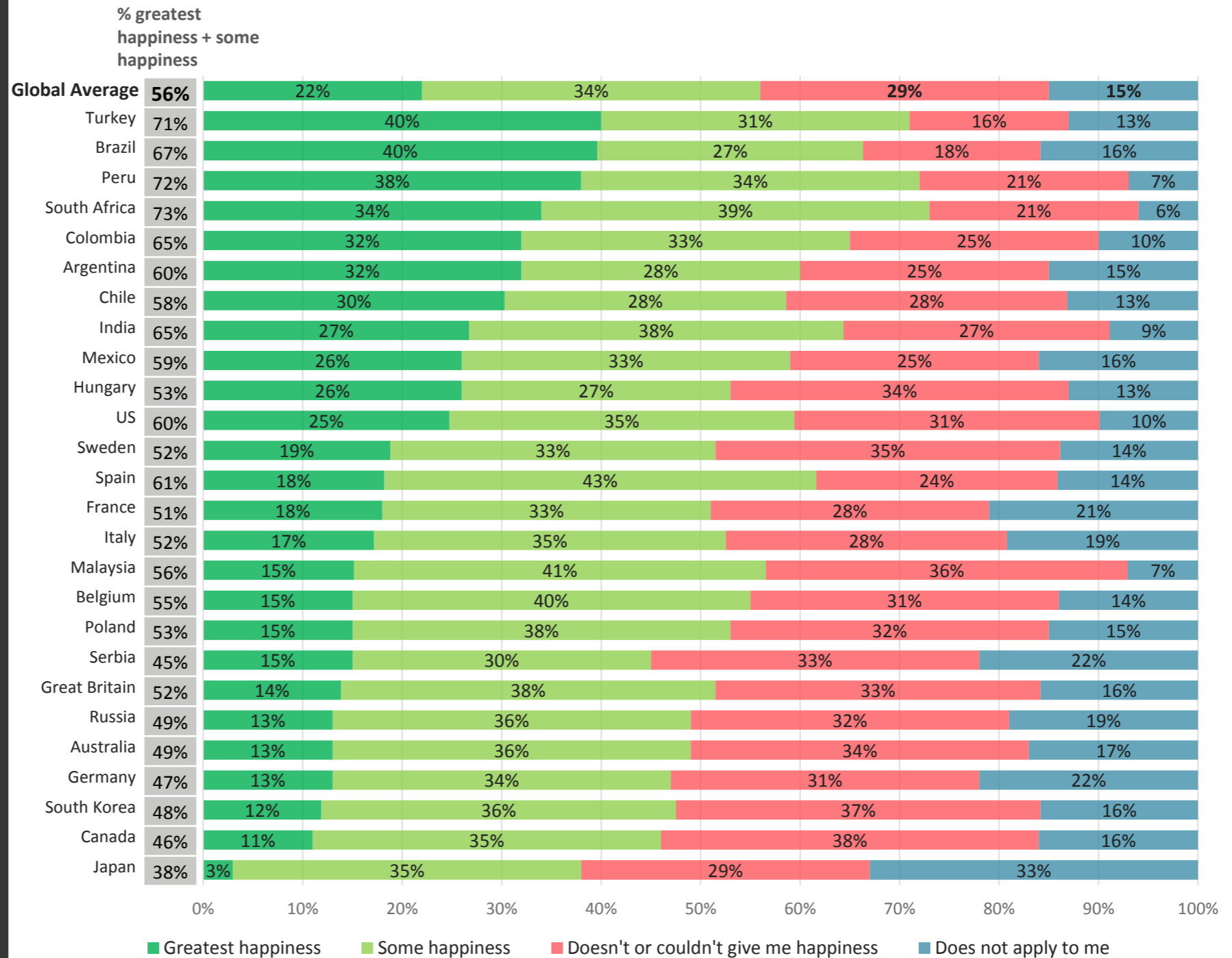


Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries



# Q29. New political leadership in my country

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*

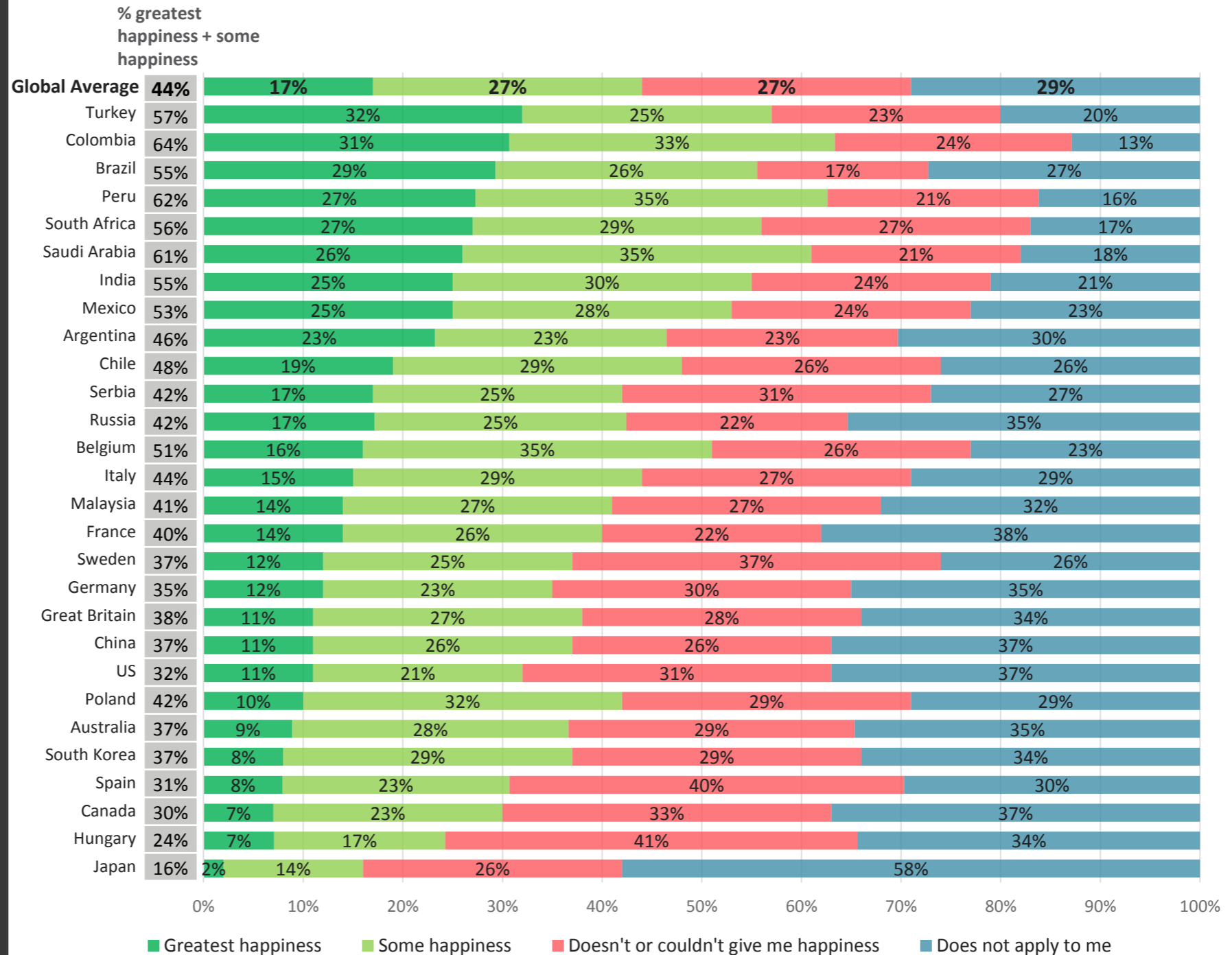


Base: 18,564 online adults aged 16-74, 18-74, or 19-74 across 26 countries (excludes China and Saudi Arabia)



## Q28. Moving to another country

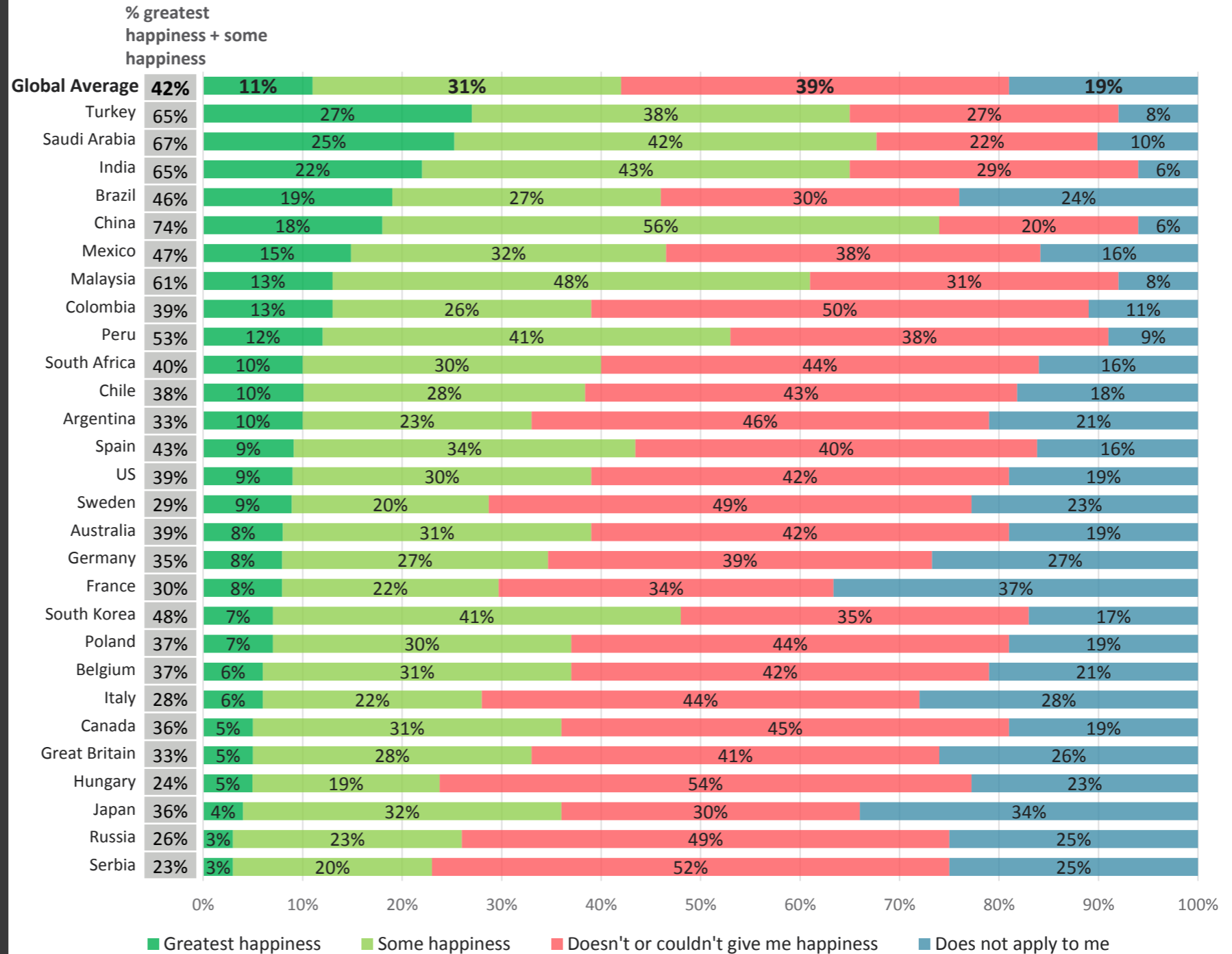
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

# Q30. Time spent on social media

*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 20,327 online adults aged 16-74, 18-74, or 19-74 across 28 countries

- These are the findings of a 28-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between May 24 and June 7, 2019.
- The sample consists of 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. [Click here for more information on the Ipsos use of credibility intervals.](#)
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Prior fieldwork waves were also conducted on Ipsos's Global Advisor online survey platform.
- Prior fieldwork waves were also conducted on Ipsos's Global Advisor online survey platform. The February 2018 wave was conducted between January 26th and February 9th, 2018, and consisted of 19,428 interviews in 27 countries. The March 2017 wave was conducted between February 17th and March 3rd 2017, and consisted of 18,523 interviews in 26 countries. The May 2013 wave was conducted between May 7th and May 21st, 2013, and consisted of 18,513 interviews in 25 countries. The December 2011 wave was conducted between December 6th and December 19th 2011, and consisted of 21,245 interviews in 24 countries.

# Contact:



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