

# GLOBAL HAPPINESS 2023

## Life Satisfaction Across the World

A 32-country Global Advisor survey

March 2023

GAME CHANGERS



# Summary findings

## Happiness rebounds in Latin America, drops in many Western countries

- Higher on average in Global South than in high-income countries
- Top 5: China, Saudi Arabia, Netherlands, India, Brazil
- Higher among married, more affluent, better educated
- No difference by gender

## Relationships and knowledge are what people are most satisfied with

- Satisfaction levels are highest with relationships — children, spouse, relatives, friends, co-workers, and nature — and with education and information
- Lowest with country's situation, own finances, romantic/sex life, and physical activity

## Satisfaction varies with economic development

- High-income country citizens tend to be more satisfied with their safety, material possessions, living conditions, and jobs
- Middle-income country citizens are generally more satisfied with their faith/spiritual life, physical wellbeing, looks, relatives, sense of control and purpose, and feeling appreciated

## Key drivers of happiness

- Happy people are most likely to feel useful, in control of their life, valued, and satisfied with their mental and material well-being
- Happiness drivers vary little by gender, except for marital relationships and mental health (more important to women's happiness) and one's own financial situation (more important to men's happiness)
- Happiness levels are strongly correlated with consumer confidence

## Many lack support system

- Globally, only 72% have friends or relatives they could rely to help them
- Significantly fewer in Japan, Brazil, and South Korea, and generally among lower-income earners
- Four in 10 report having recently experienced a distressing event with higher proportions among Gen Zers and Millennials, those with a lower income and women

## Pessimism prevails about the future of relationships

- Twice as many say it will get more difficult than easier for singles to find a romantic partner, for couples to maintain a happy relationship, and for people to have close friendships they can count on
- Pessimism is most pronounced among Boomers and GenXers, the less educated and affluent, unmarried adults — and more generally in high-income countries



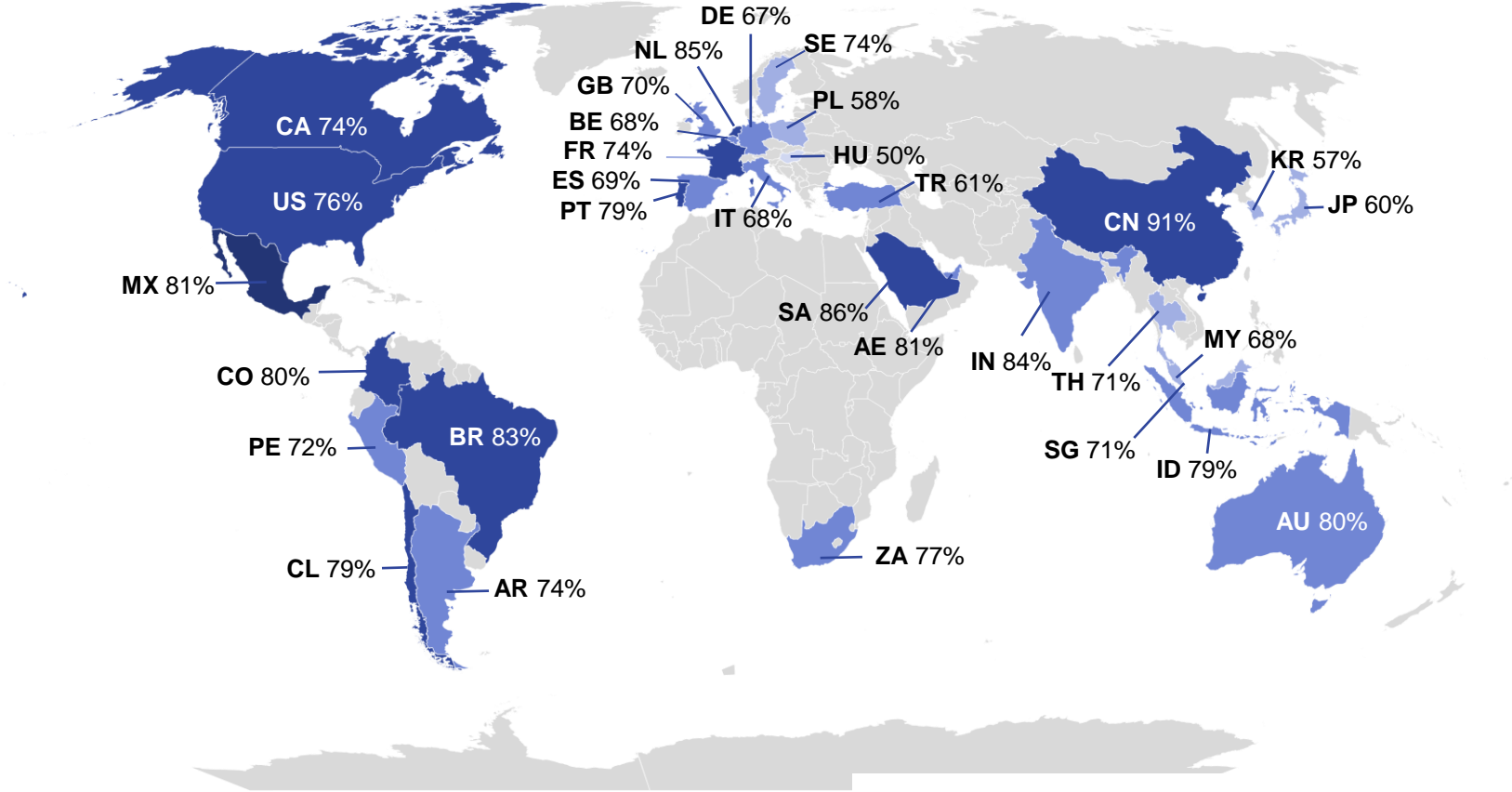
# 1

## Level of happiness by country



# Happiness across the world

% Happy (very/rather)

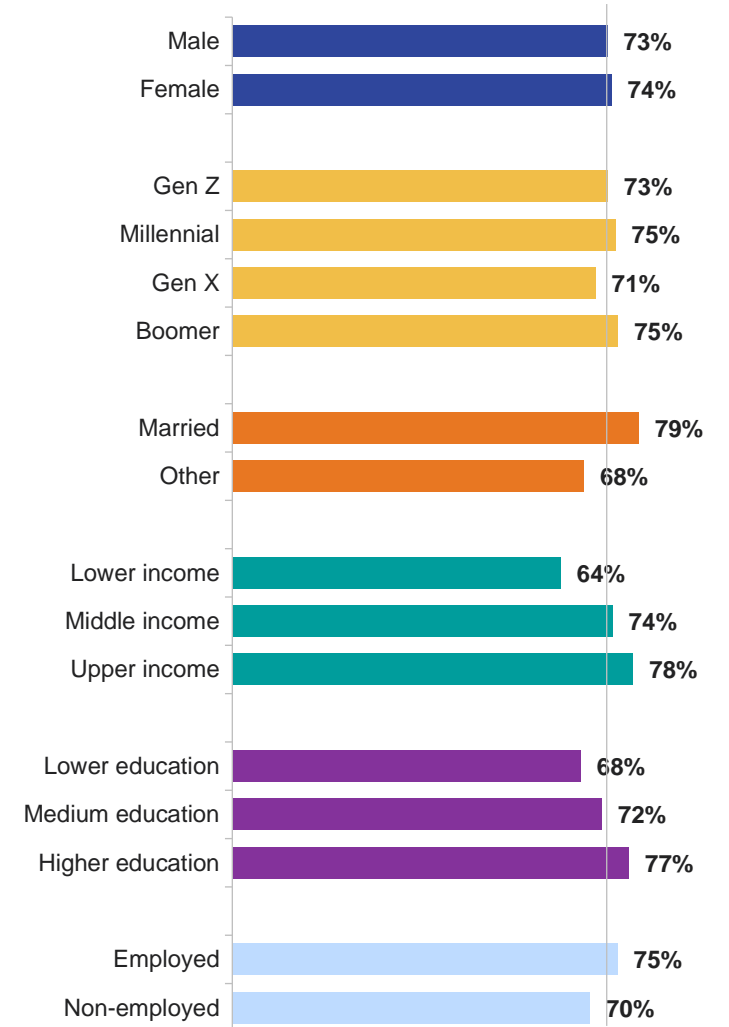
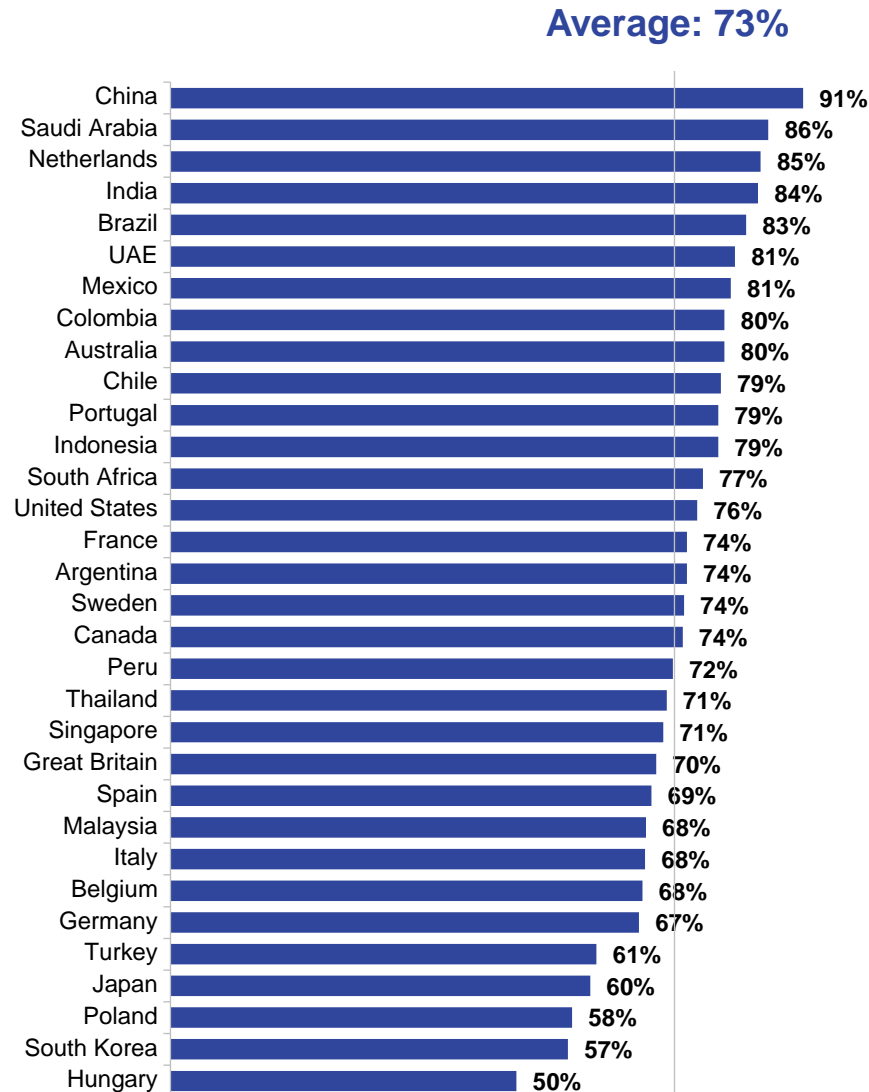


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# Happiness by country and demographics

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



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# Change in happiness level by country

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

% Happy (very/rather)

	Dec 2011	May 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	1- year change	10-year change
<b>Global Country Average</b>	77%	77%	61%	70%	64%	63%	67%	73%	+6	-4
<b>China</b>	78%	79%	84%	85%	82%	93%	83%	91%	+8	+12
<b>Saudi Arabia</b>	83%	74%	75%	76%	78%	80%	81%	86%	+5	+12
<b>Netherlands</b>						87%	86%	85%	-1	n/a
<b>India</b>	89%	87%	78%	83%	77%	66%	82%	84%	+2	-3
<b>Brazil</b>	77%	81%	56%	73%	61%	63%	63%	83%	+20	+2
<b>UAE</b>								81%	n/a	n/a
<b>Mexico</b>	78%	80%	43%	67%	59%	46%	65%	81%	+16	+1
<b>Colombia</b>			32%		58%		54%	80%	+26	n/a
<b>Australia</b>	86%	84%	72%	82%	86%	77%	85%	80%	-5	-4
<b>Chile</b>			41%	71%	50%	35%	53%	79%	+26	n/a
<b>Indonesia</b>								79%	n/a	n/a
<b>Portugal</b>								79%	n/a	n/a
<b>South Africa</b>	79%	83%	59%	72%	59%	52%	65%	77%	+12	-6
<b>United States</b>	85%	83%	80%	82%	79%	70%	76%	76%	-0	-7
<b>Argentina</b>	68%	67%	48%	56%	34%	43%	48%	74%	+26	+7
<b>France</b>	84%	81%	68%	77%	80%	78%	81%	74%	-7	-7
<b>Sweden</b>	80%	87%	74%	81%	75%	74%	78%	74%	-4	-13
<b>Canada</b>	85%	83%	81%	81%	86%	78%	80%	74%	-6	-9
<b>Peru</b>			36%	54%	58%	32%	54%	72%	+18	n/a
<b>Thailand</b>								71%	n/a	n/a
<b>Singapore</b>							72%	71%	-1	n/a
<b>Great Britain</b>	79%	81%	71%	78%	82%	76%	83%	70%	-13	-11
<b>Spain</b>	63%	57%	43%	53%	46%	38%	55%	69%	+14	+12
<b>Malaysia</b>				69%	52%	62%	65%	68%	+3	n/a
<b>Italy</b>	73%	68%	53%	60%	57%	62%	66%	68%	+2	+0
<b>Belgium</b>	80%	80%	71%	80%	73%	71%	73%	68%	-5	-12
<b>Germany</b>	76%	77%	71%	68%	78%	73%	72%	67%	-5	-10
<b>Turkey</b>	89%	83%	58%	60%	53%	59%	42%	61%	+19	-22
<b>Japan</b>	70%	69%	62%	60%	52%	55%	58%	60%	+2	-9
<b>Poland</b>	75%	72%	66%	71%	71%	68%	65%	58%	-7	-14
<b>South Korea</b>	71%	62%	48%	57%	54%	54%	57%	57%	+0	-5
<b>Hungary</b>	43%	52%	48%	48%	50%	45%	51%	50%	-1	-2

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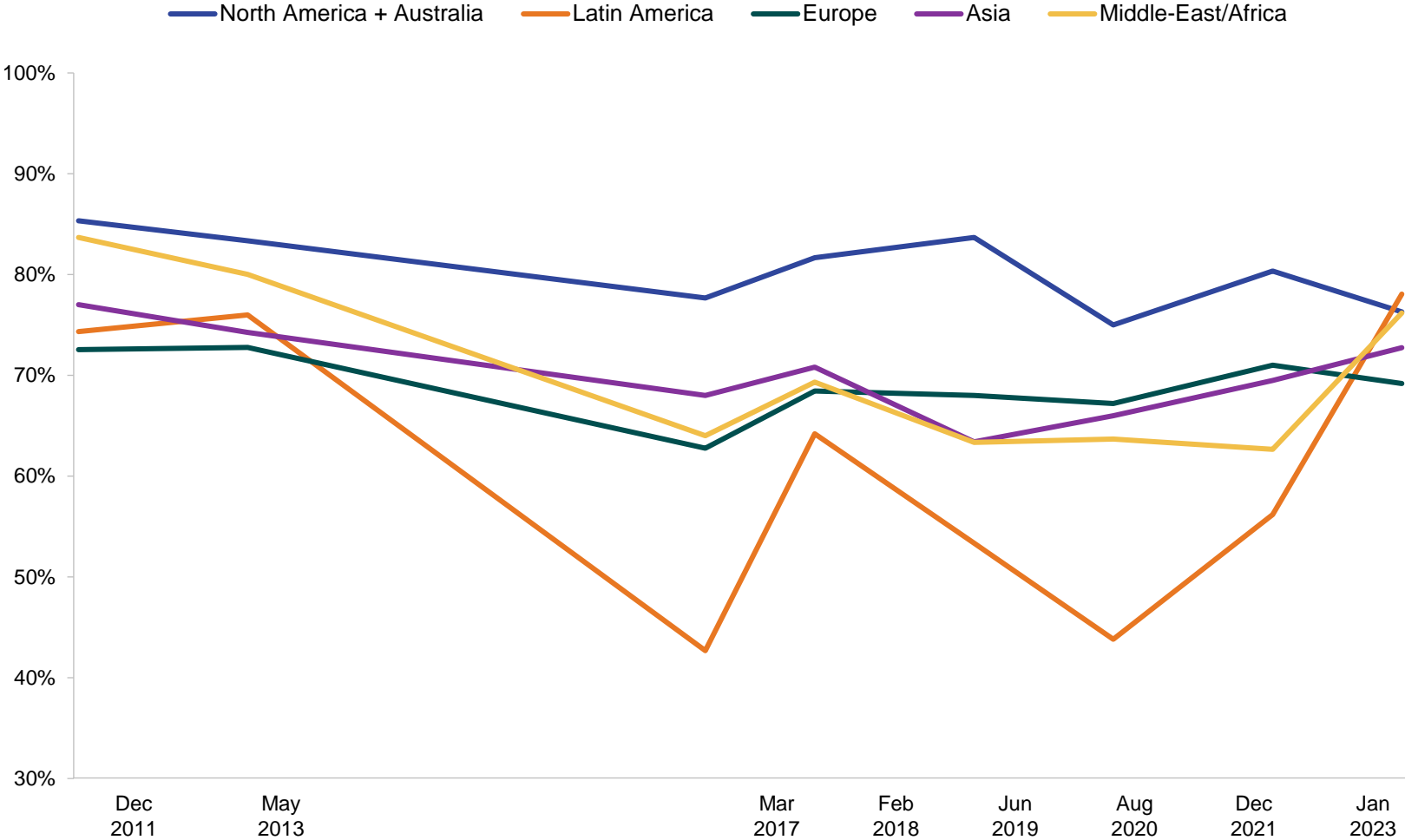
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# Happiness trends by world regions

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

% Happy (very/rather)



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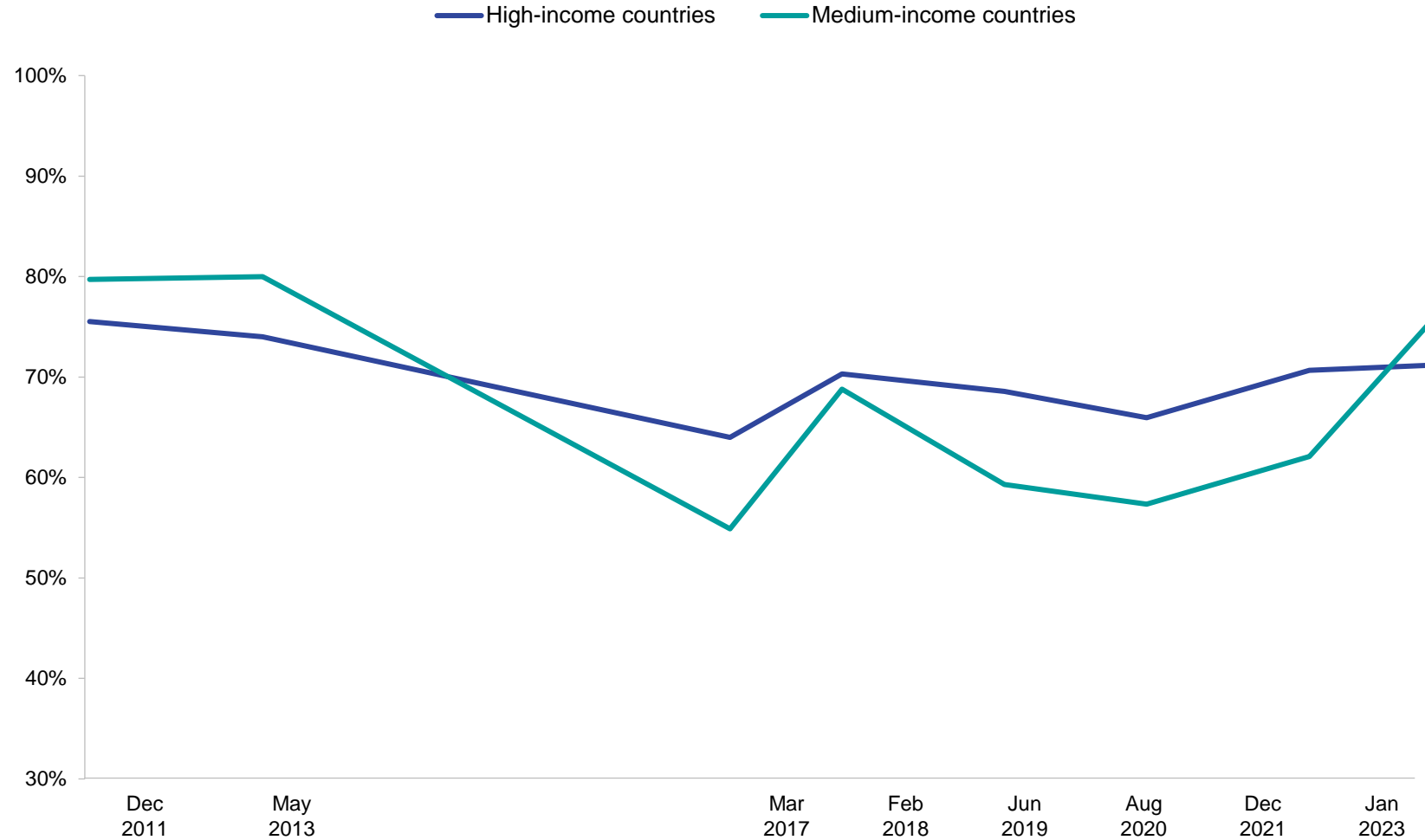
# Happiness trends by level of economic development

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

## % Happy (very/rather)

Based on World Bank country classification by income level for 2022-2023

- **High-income countries:** Australia, Belgium, Canada, Chile, France, Germany, Great Britain, Hungary, Italy, Japan, South Korea, Netherlands, Poland, Portugal, Saudi Arabia, Singapore, Spain, Sweden, UAE, United States
- **Middle-income (upper or lower) countries:** Argentina, Brazil, China, Colombia, India, Indonesia, Mexico, Malaysia, Peru, Thailand, Turkey, South Africa



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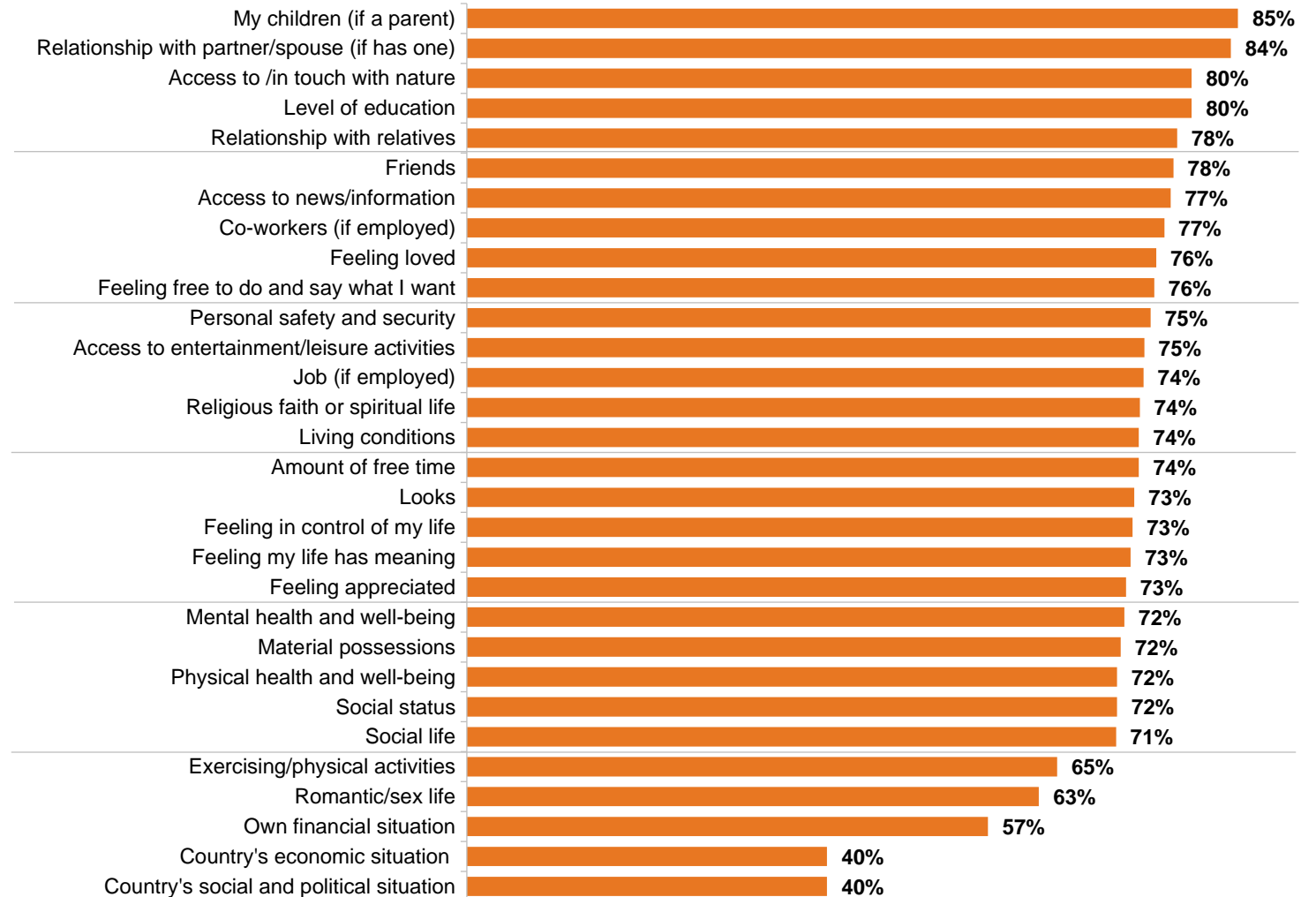
## Satisfaction with aspects of life



# Satisfaction with aspects of life: Global average

Q. Overall, how satisfied are you with each of the following aspects of your life:

**% Satisfied (very/somewhat)**



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# Satisfaction with aspects of life by country

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Portugal	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Turkey	UAE	United States
My children (if a parent)	85%	79%	87%	84%	74%	87%	82%	88%	83%	84%	84%	86%	82%	86%	97%	80%	76%	94%	84%	90%	79%	90%	98%	83%	86%	80%	78%	83%	83%	92%	82%	91%	84%
Relationship with partner/spouse (if has one)	84%	88%	87%	83%	78%	83%	82%	89%	87%	81%	77%	85%	84%	84%	94%	76%	70%	90%	85%	94%	86%	79%	88%	88%	83%	86%	73%	87%	79%	90%	80%	85%	86%
Access to/in touch with nature	80%	82%	84%	83%	71%	81%	76%	86%	84%	80%	79%	81%	78%	84%	87%	70%	62%	82%	88%	87%	76%	81%	92%	87%	75%	78%	56%	82%	80%	88%	66%	85%	81%
Level of education	80%	89%	87%	76%	73%	80%	85%	85%	84%	78%	83%	77%	70%	84%	89%	73%	50%	82%	84%	89%	79%	72%	90%	88%	77%	74%	60%	86%	74%	91%	77%	88%	79%
Relationship with relatives	78%	78%	78%	66%	72%	76%	80%	86%	84%	74%	71%	79%	77%	85%	91%	71%	57%	86%	86%	82%	85%	76%	83%	80%	79%	78%	64%	79%	70%	87%	77%	91%	74%
Friends	78%	86%	81%	75%	74%	74%	79%	89%	75%	77%	77%	78%	65%	79%	85%	74%	54%	82%	79%	86%	78%	72%	87%	87%	84%	74%	56%	80%	74%	89%	76%	85%	78%
Access to news/information	77%	73%	83%	75%	70%	81%	67%	86%	71%	73%	77%	80%	61%	82%	97%	70%	70%	87%	80%	89%	71%	78%	79%	85%	85%	83%	58%	69%	82%	88%	71%	82%	74%
Co-workers (if employed)	77%	73%	83%	73%	73%	79%	76%	86%	80%	71%	75%	76%	70%	82%	85%	67%	51%	79%	81%	84%	79%	73%	79%	87%	79%	72%	58%	77%	79%	82%	78%	88%	75%
Feeling loved	76%	84%	75%	64%	72%	75%	83%	84%	80%	70%	75%	73%	73%	82%	87%	73%	49%	80%	76%	90%	83%	69%	83%	81%	75%	76%	53%	82%	72%	76%	69%	82%	77%
Feeling free to do and say what I want	76%	80%	80%	69%	72%	76%	81%	86%	79%	72%	73%	75%	59%	76%	80%	74%	58%	71%	84%	86%	80%	61%	89%	86%	79%	79%	58%	78%	74%	87%	57%	83%	78%
Personal safety and security	75%	63%	87%	69%	63%	83%	61%	88%	67%	69%	78%	75%	70%	80%	91%	71%	60%	83%	77%	88%	63%	71%	85%	91%	91%	64%	66%	77%	72%	84%	59%	88%	75%
Access to entertainment/leisure activities	75%	77%	80%	68%	71%	77%	74%	85%	76%	71%	78%	76%	55%	83%	85%	69%	51%	83%	81%	86%	78%	69%	77%	82%	74%	75%	57%	78%	69%	86%	57%	84%	76%
Job (if employed)	74%	72%	81%	72%	67%	73%	79%	82%	80%	68%	75%	74%	65%	80%	76%	71%	47%	75%	85%	88%	76%	70%	75%	83%	70%	67%	56%	77%	73%	83%	74%	90%	74%
Religious faith or spiritual life	74%	76%	70%	66%	73%	71%	76%	79%	84%	65%	67%	64%	64%	84%	93%	66%	42%	88%	78%	84%	73%	68%	76%	85%	79%	80%	50%	71%	71%	89%	72%	91%	76%
Living conditions	74%	74%	86%	66%	68%	73%	75%	86%	77%	76%	76%	79%	54%	78%	79%	70%	57%	79%	80%	86%	75%	65%	81%	81%	81%	71%	54%	75%	68%	81%	57%	85%	77%
Amount of free time	74%	70%	78%	71%	75%	76%	75%	80%	74%	74%	75%	75%	64%	79%	90%	69%	64%	80%	77%	82%	69%	66%	65%	79%	75%	71%	55%	73%	80%	87%	64%	80%	77%
Looks	73%	83%	67%	65%	64%	71%	80%	80%	81%	70%	73%	67%	60%	83%	84%	69%	40%	80%	82%	80%	82%	61%	81%	88%	72%	79%	50%	79%	67%	85%	76%	84%	69%
Feeling in control of my life	73%	78%	75%	65%	68%	67%	77%	83%	82%	65%	72%	65%	67%	81%	87%	69%	45%	78%	82%	79%	86%	61%	85%	87%	70%	70%	56%	72%	63%	89%	66%	84%	70%
Feeling my life has meaning	73%	76%	74%	61%	68%	67%	81%	85%	79%	66%	70%	68%	58%	81%	85%	68%	51%	83%	82%	83%	82%	67%	84%	84%	74%	77%	34%	73%	67%	91%	62%	86%	73%
Feeling appreciated	73%	85%	70%	67%	68%	70%	79%	87%	84%	71%	67%	66%	49%	84%	87%	69%	40%	70%	79%	87%	79%	59%	76%	84%	75%	71%	50%	80%	66%	83%	65%	84%	71%
Mental health and well-being	72%	79%	74%	63%	67%	70%	73%	87%	75%	72%	64%	69%	56%	81%	85%	72%	47%	77%	80%	84%	77%	62%	72%	87%	70%	72%	55%	75%	67%	82%	66%	85%	71%
Material possessions	72%	68%	81%	79%	75%	80%	74%	77%	76%	79%	69%	78%	39%	80%	72%	68%	60%	75%	80%	87%	69%	56%	77%	81%	75%	64%	39%	77%	79%	72%	59%	81%	79%
Physical health and well-being	72%	81%	68%	58%	69%	63%	72%	87%	79%	67%	69%	65%	67%	79%	89%	68%	45%	81%	79%	76%	74%	59%	68%	86%	74%	70%	52%	75%	64%	83%	69%	86%	70%
Social status	72%	72%	77%	65%	65%	72%	76%	77%	77%	71%	73%	70%	52%	80%	81%	68%	37%	80%	77%	89%	76%	64%	72%	89%	72%	71%	42%	72%	75%	82%	61%	87%	70%
Social life	71%	76%	72%	64%	67%	69%	77%	83%	75%	66%	71%	65%	56%	79%	83%	65%	47%	78%	80%	84%	74%	65%	70%	86%	74%	69%	48%	74%	72%	88%	58%	83%	68%
Exercising/physical activities	65%	67%	71%	55%	58%	57%	60%	83%	71%	65%	58%	62%	47%	85%	77%	61%	45%	73%	72%	78%	66%	52%	56%	83%	64%	59%	47%	64%	52%	81%	62%	83%	62%
Romantic/sex life	63%	67%	61%	58%	60%	58%	73%	79%	73%	61%	60%	58%	56%	69%	75%	60%	34%	57%	68%	70%	71%	60%	64%	n/a	66%	65%	44%	72%	55%	75%	63%	n/a	60%
Own financial situation	57%	41%	60%	47%	54%	58%	53%	78%	61%	55%	56%	56%	37%	73%	65%	57%	37%	60%	60%	80%	58%	43%	61%	76%	53%	42%	38%	61%	49%	75%	52%	82%	51%
Country's economic situation	40%	15%	54%	25%	37%	41%	24%	78%	33%	28%	50%	19%	22%	70%	53%	32%	22%	49%	47%	45%	22%	24%	12%	85%	67%	24%	21%	35%	33%	51%	31%	82%	34%
Country's social and political situation	40%	17%	60%	24%	43%	44%	26%	83%	38%	32%	42%	27%	20%	72%	53%	34%	28%	59%	55%	47%	24%	27%	21%	n/a	71%	25%	23%	38%	30%	55%	37%	n/a	35%

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# Life aspects ranked by satisfaction level – top 10 by country

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Portugal	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Turkey	UAE	United States	
My children (if a parent)	1		2	1	4	1	4	3	7	1	1	1	2	1	1	1	1	1	7	2	10	1	1		2	4	1	3	1	1	1	1	2	
Relationship with partner/spouse (if has one)	2	2	1	3	1	2	3	2	1	2	6	2	1	4	3	2	2	2	3	1	1	3	5	3	5	1	2	1	6	4	2		1	
Access to/in touch with nature	3	7	6	2		4			3	3	3	3	3	6	10		5	10	1	10		2	2	10		8	10	5	3	8			3	
Level of education	3	1	3	5	6	6	1		2	5	2	9	8	6	8	5		10	6	4	9	8	3	5		5	2	9	2	4	6	4		
Relationship with relatives	5				9		8	8	5	9		5	4	2	5	9	9	5	2		3	5			7	7	4	8		4	2			
Friends	6	3	9	6	5			1		6	8	8				4		9				7	6	6	4			7		6	7		7	
Access to news/information	7		8	6		5		9		10	7	4			2		3	4		5		4			3	2	8		2	9	10			
Co-workers (if employed)	8		7	8	8	8		10			10	10	6								10	6		9	8		6		5		3	5		
Feeling loved	9	5					2		10				5			5				3	4		10		10		4						8	
Feeling free to do and say what I want	10	9			9	10	6						5			3	8		5		7		4		10	5	6	10	10				6	
Personal safety and security	11		4			3		4			5		7		5	9	7	7		7		9	7	1	1		3					7		
Access to entertainment/leisure activities	12					9					4			10				6									9							
Job (if employed)	13		10	9			9									8						10									8	4		
Religious faith or spiritual life	14				6				4					4	4			3							9	3				7	9	3		
Living conditions	15		5							7	9	6					10								6								9	
Amount of free time	15			10	3					8					7		4												4				9	
Looks	17	6					7		9					9					8		5			3		6		9			6			
Feeling in control of my life	18								8				10						9		2		7	7						5				
Feeling my life has meaning	19						5											8	10		5		9		9				3			9		
Feeling appreciated	20	4					9	6	6					8							8							6						
Mental health and well-being	21	10						5								7							7											
Material possessions	22			4	2	6				4		7					6				9							7					5	
Social status	23																			6				2				8						
My physical health and well-being	23	8						7					9		9																	8		
Social life	25																												10					
Exercising/physical activities	26													3																				
Romantic/sex life	27																																	
Own financial situation	28																																	
Country's social and political situation	29																																	
Country's economic situation	29																																	

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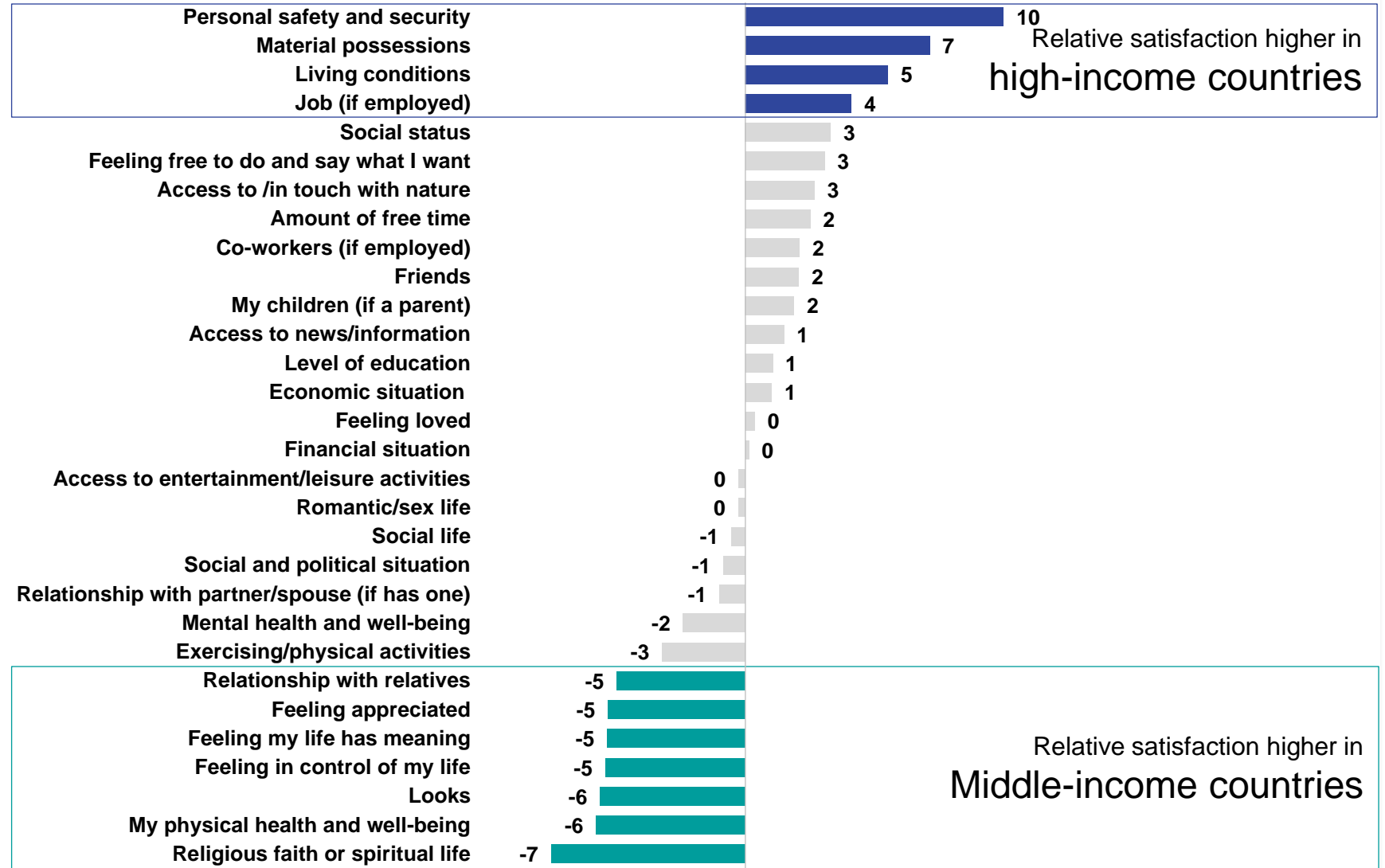
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# Satisfaction with aspects of life and level of development

*Difference between high-income and middle-income countries in rank of life aspects based on % satisfied with each of them*



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# Satisfaction with aspects of life by demographics

	Global Country Average	Gender		Generation				Marital Status		Household Income			Education			Employment Status	
		Male	Female	Gen Z	Millennial	Gen X	Boomer	Married	Other	Lower	Middle	Upper	Lower	Medium	Higher	Employed	Non-employed
My children (if a parent)	85%	84%	85%	66%	89%	89%	89%	90%	75%	74%	86%	88%	79%	82%	89%	87%	74%
Relationship with partner/spouse (if has one)	84%	85%	83%	82%	85%	83%	85%	84%	82%	80%	82%	87%	81%	83%	86%	84%	83%
Access to /in touch with nature	80%	80%	79%	75%	79%	80%	86%	84%	76%	75%	80%	82%	77%	79%	82%	80%	78%
Level of education	80%	80%	80%	77%	79%	80%	85%	84%	76%	73%	80%	85%	70%	76%	88%	81%	77%
Relationship with relatives	78%	79%	78%	77%	79%	79%	78%	82%	75%	71%	79%	82%	72%	77%	82%	80%	75%
Friends	78%	77%	78%	74%	77%	78%	83%	83%	73%	70%	78%	83%	73%	76%	81%	79%	75%
Access to news/information	77%	77%	78%	74%	77%	79%	81%	82%	74%	71%	78%	81%	76%	76%	80%	78%	76%
Co-workers (if employed)	77%	77%	76%	75%	77%	76%	79%	80%	74%	69%	77%	80%	70%	76%	79%	77%	-
Feeling loved	76%	75%	76%	73%	76%	75%	80%	83%	70%	67%	77%	80%	71%	75%	79%	77%	73%
Feeling free to do and say what I want	76%	76%	75%	73%	74%	75%	81%	79%	73%	72%	76%	78%	73%	74%	78%	77%	73%
Personal safety and security	75%	76%	74%	73%	75%	75%	79%	81%	70%	69%	75%	79%	70%	73%	80%	76%	74%
Access to entertainment/leisure activities	75%	76%	73%	73%	76%	73%	77%	78%	72%	66%	76%	79%	69%	73%	78%	77%	70%
Job (if employed)	74%	74%	75%	73%	74%	74%	79%	79%	70%	66%	74%	78%	69%	74%	77%	74%	-
Religious faith or spiritual life	74%	74%	74%	72%	74%	75%	75%	78%	71%	70%	73%	79%	71%	72%	77%	76%	70%
Living conditions	74%	74%	74%	73%	73%	72%	80%	80%	69%	64%	74%	79%	68%	72%	78%	76%	70%
Amount of free time	74%	74%	74%	70%	71%	72%	85%	78%	71%	72%	75%	74%	73%	74%	74%	72%	78%
Looks	73%	75%	72%	72%	74%	73%	76%	78%	70%	67%	74%	77%	69%	72%	77%	76%	69%
Feeling in control of my life	73%	73%	73%	70%	73%	73%	79%	79%	68%	66%	73%	78%	68%	72%	76%	76%	69%
Feeling my life has meaning	73%	74%	72%	69%	73%	74%	77%	80%	67%	64%	74%	78%	69%	72%	76%	75%	69%
Feeling appreciated	73%	73%	72%	69%	73%	71%	77%	79%	67%	63%	74%	77%	69%	70%	77%	74%	69%
Mental health and well-being	72%	75%	70%	67%	72%	72%	79%	79%	67%	65%	71%	78%	67%	71%	76%	74%	69%
Material possessions	72%	72%	72%	70%	72%	70%	77%	78%	67%	65%	73%	75%	67%	71%	75%	73%	69%
Physical health and well-being	72%	73%	70%	69%	73%	72%	72%	77%	67%	65%	72%	76%	68%	70%	75%	74%	66%
Social status	72%	72%	71%	68%	71%	72%	76%	79%	66%	63%	72%	77%	66%	70%	76%	75%	66%
Social life	71%	72%	71%	69%	72%	70%	74%	78%	66%	63%	72%	77%	67%	70%	74%	74%	65%
Exercising/physical activities	65%	69%	61%	65%	66%	63%	66%	71%	60%	59%	65%	69%	61%	62%	70%	68%	59%
Romantic/sex life	63%	63%	63%	59%	68%	62%	61%	75%	54%	52%	64%	70%	57%	63%	66%	67%	55%
Own financial situation	57%	60%	55%	56%	59%	55%	60%	66%	50%	44%	56%	67%	48%	55%	64%	61%	49%
Economic situation	40%	43%	36%	44%	45%	35%	32%	46%	34%	38%	38%	44%	36%	35%	46%	43%	33%
Social and political situation	40%	43%	37%	44%	44%	36%	32%	45%	36%	37%	39%	44%	36%	37%	44%	43%	34%

Base: 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan.6, 2023

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# Life aspects ranked by satisfaction level – top 10 by country

	Global Country Average	Gender		Generation				Marital Status		Household Income			Education			Employment Status	
		Male	Female	Gen Z	Millennial	Gen X	Boomer	Married	Other	Lower	Middle	Upper	Lower	Medium	Higher	Employed	Non-employed
My children (if a parent)	1	2	1		1	1	1	1	4	3	1	1	2	2	1	1	9
Relationship with partner/spouse (if has one)	2	1	2	1	2	2	3	2	1	1	2	2	1	1	3	2	1
Access to /in touch with nature	3	3	4	4	3	4	2	3	2	2	3	5	3	3	5	4	2
Level of education	3	4	3	2	5	3	4	3	2	4	4	3		7	2	3	4
Relationship with relatives	5	5	7	3	4	6		7	5	8	5	5	8	4	4	5	6
Friends	6	6	5	6	6	7	6	5	8	9	6	4	6	5	6	6	7
Access to news/information	7	8	6	7	8	5	8	8	6	7	7	7	4	7	8	7	5
Co-workers (if employed)	8	7	8	4	6	8			7		9	9		5	9		
Feeling loved	9		8	9	10		9	6			8	8	9	9	10	8	10
Feeling free to do and say what I want	10	9	10	8		10	7		9	6	10		7	10		9	10
Personal safety and security	11	9				9		9							7		8
Access to entertainment/leisure activities	12				9				10							10	
Job (if employed)	13			9													
Religious faith or spiritual life	14									10			10				
Amount of free time	15						5			5			5				3
Living conditions	15						10	10				10					
Looks	17																
Feeling in control of my life	18																
Feeling my life has meaning	19																
Feeling appreciated	20																
Mental health and well-being	21																
Material possessions	22																
Physical health and well-being	23																
Social status	23																
Social life	25																
Exercising/physical activities	26																
Romantic/sex life	27																
Own financial situation	28																
Country's social and political situation	29																
Country's economic situation	29																

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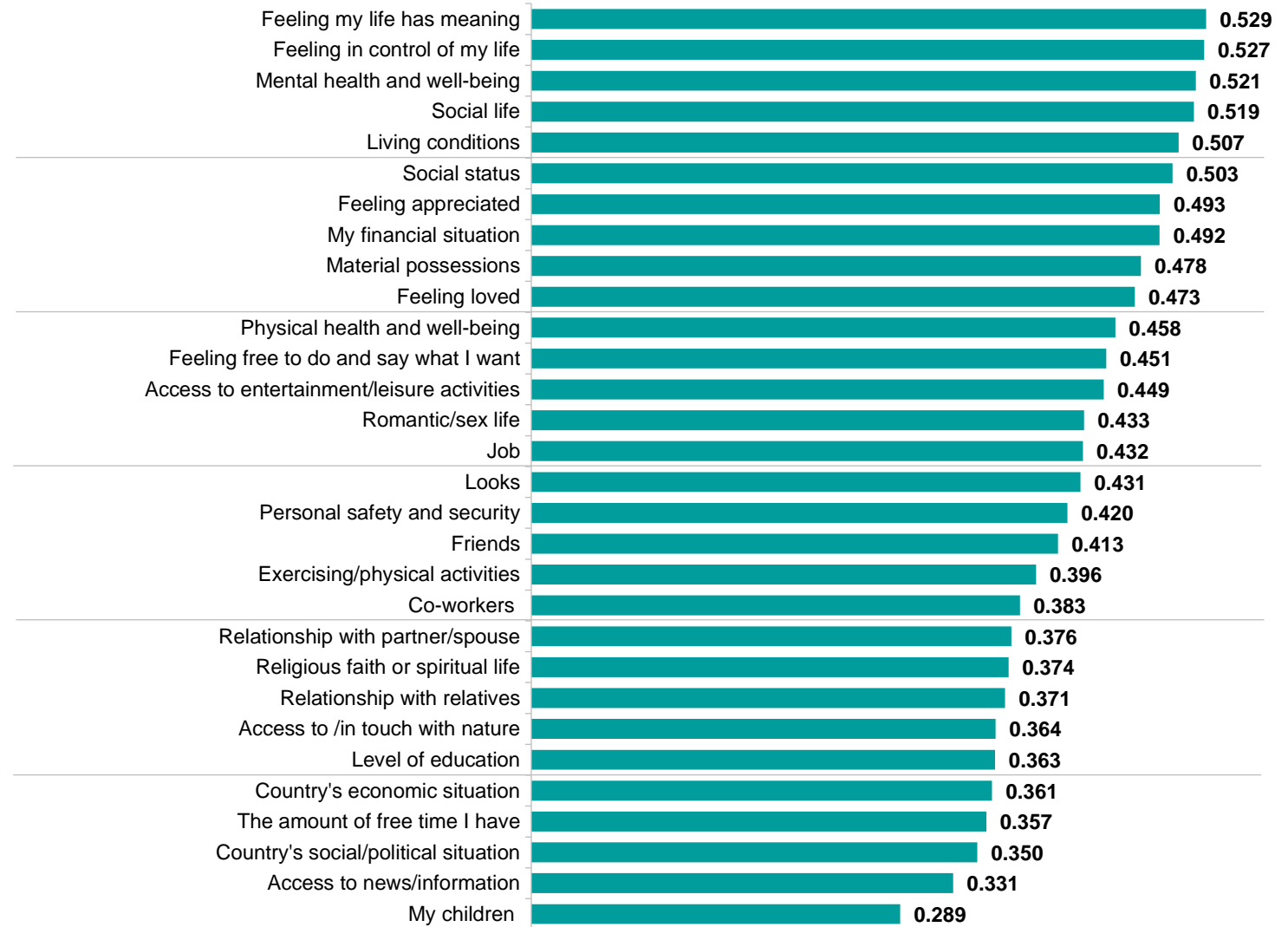
# 3

## Drivers of happiness



# Key drivers of happiness

*Correlation between satisfaction with each aspect of life and reported happiness*



Base: 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan.6, 2023

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# Satisfaction with aspects of life relative to their impact on happiness

## Impact on happiness\*

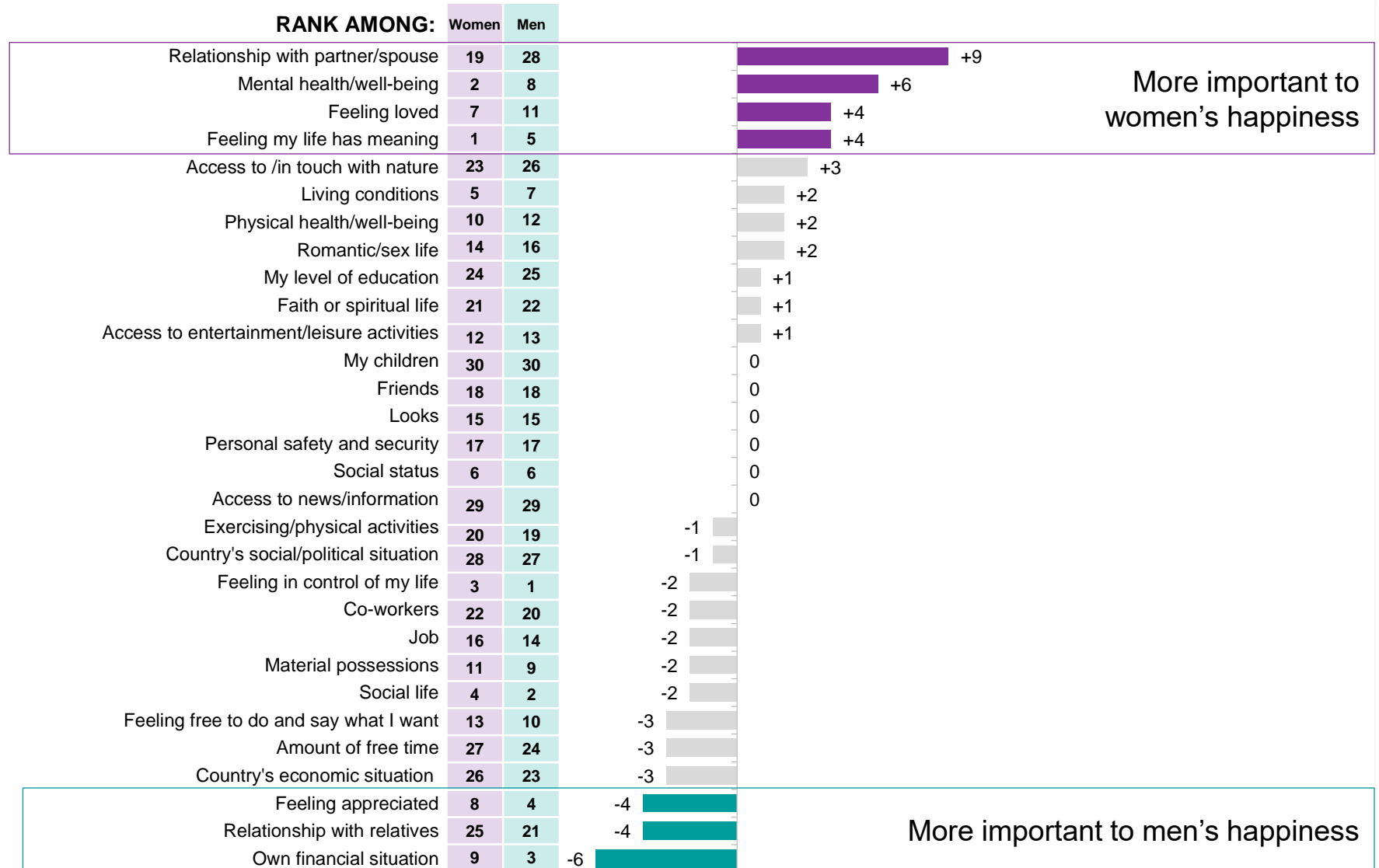
	Lesser drivers	Average drivers	Stronger drivers
% Satisfied	<b>High</b> (75%+) <ul style="list-style-type: none"> <li>• My children</li> <li>• Relationship with partner/ spouse</li> <li>• Access to/ being in touch with nature</li> <li>• Level of education</li> <li>• Relation with parents, siblings, etc.</li> <li>• Access to news and information</li> </ul>	<ul style="list-style-type: none"> <li>• Friends</li> <li>• Co-workers</li> <li>• Feeling free to do and say what I want</li> <li>• Personal safety and security</li> <li>• Access to entertainment/ leisure activities</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling loved</li> </ul>
	<b>Medium</b> (60-74%) <ul style="list-style-type: none"> <li>• Faith/ spiritual life</li> <li>• Amount of free time</li> </ul>	<ul style="list-style-type: none"> <li>• Job</li> <li>• Looks</li> <li>• Physical health/ well-being</li> <li>• Exercising/ physical activities</li> <li>• Romantic/ sex life</li> </ul>	<ul style="list-style-type: none"> <li>• Living conditions</li> <li>• Feeling in control of my life</li> <li>• Feeling my life has meaning</li> <li>• Mental health/ well-being</li> <li>• Material possessions</li> <li>• Social life</li> <li>• Feeling appreciated</li> <li>• Social status</li> </ul>
	<b>Low</b> (<60%) <ul style="list-style-type: none"> <li>• Country's economic situation</li> <li>• Country's social/ political situation</li> </ul>		<ul style="list-style-type: none"> <li>• Own financial situation</li> </ul>

\* Correlation between satisfaction with each aspect of life and reported happiness. R<sup>2</sup>-ranges: lesser drivers = .289-.376; average drivers = .383-.458; stronger drivers = .473-.529



# Gender differences on drivers of happiness

*Difference between rank of life aspects as drivers of happiness among women and men (based on correlation between satisfaction with each aspect of life and reported happiness)*

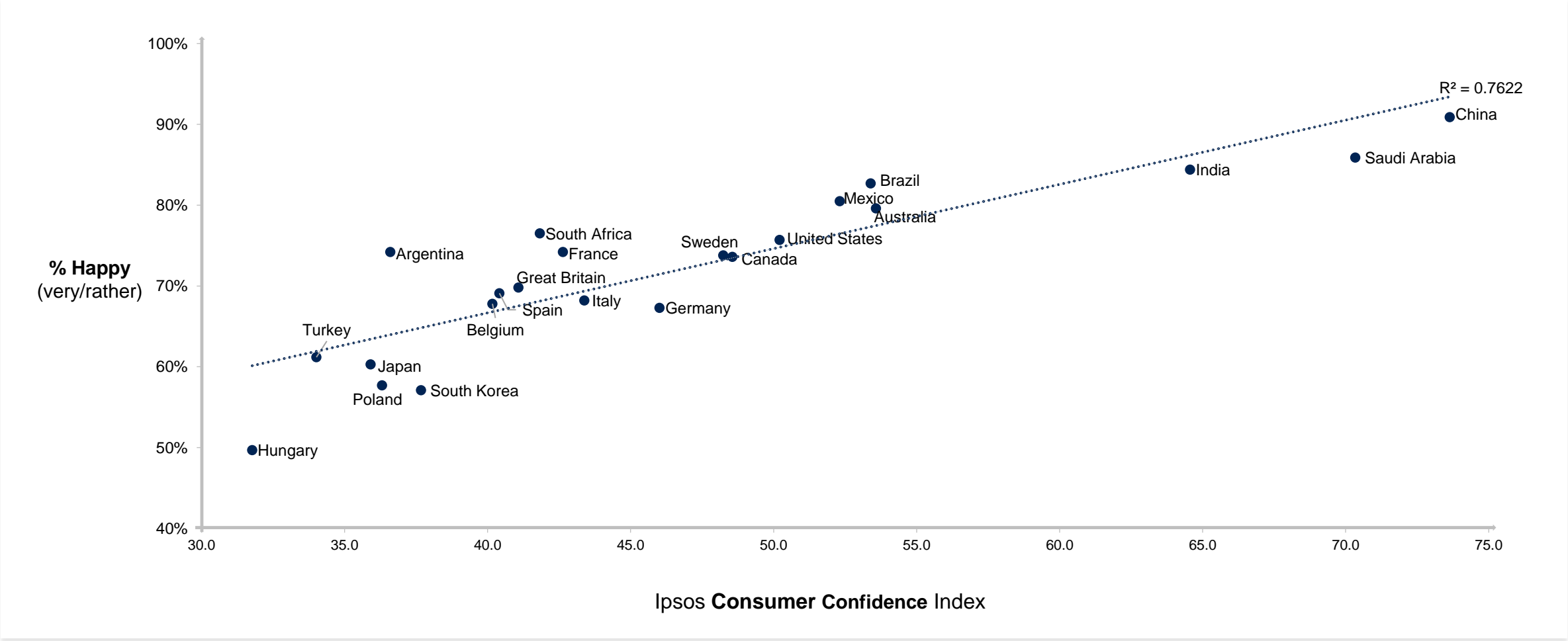


Base: 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan.6, 2023

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# Happiness and consumer confidence are highly correlated



Base: 1000 or 500 online adults under the age of 75 per country, interviewed Dec. 22, 2022 – Jan.6, 2023  
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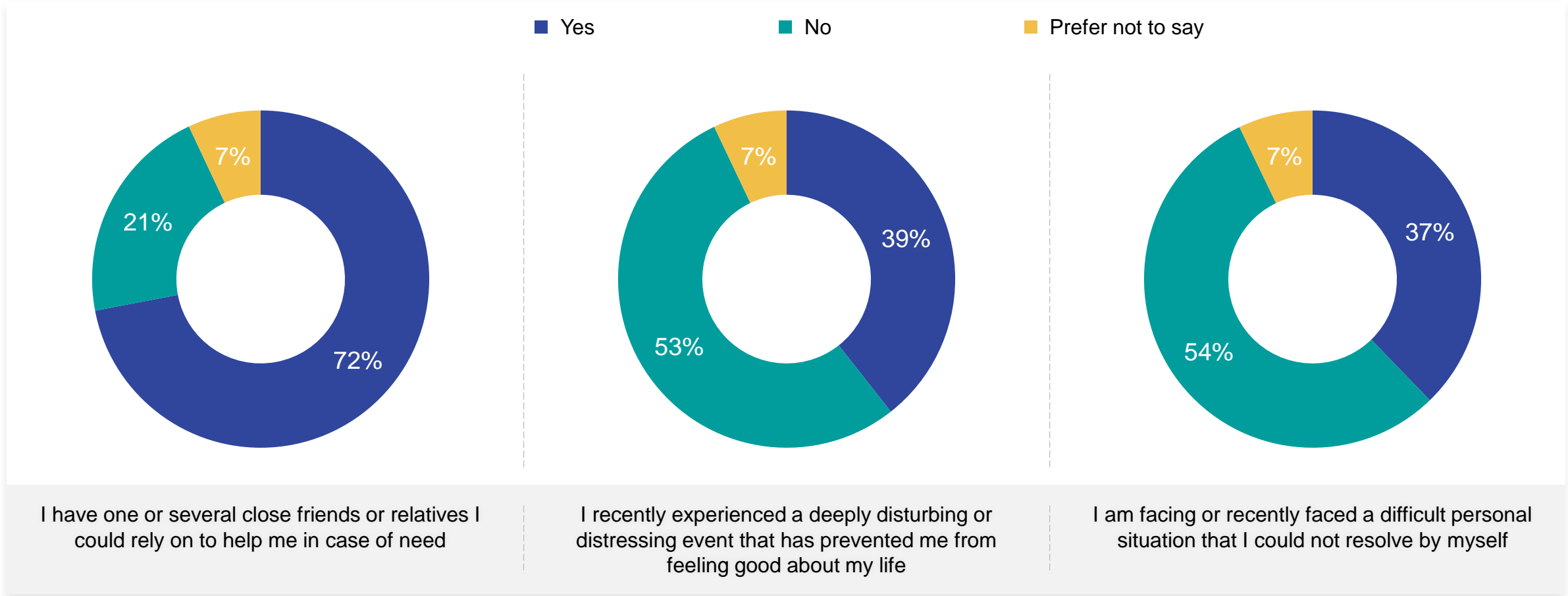
# 4

## Challenging experiences



# Support and experience with difficult situations

Q. Please indicate whether the following statements applies to you:



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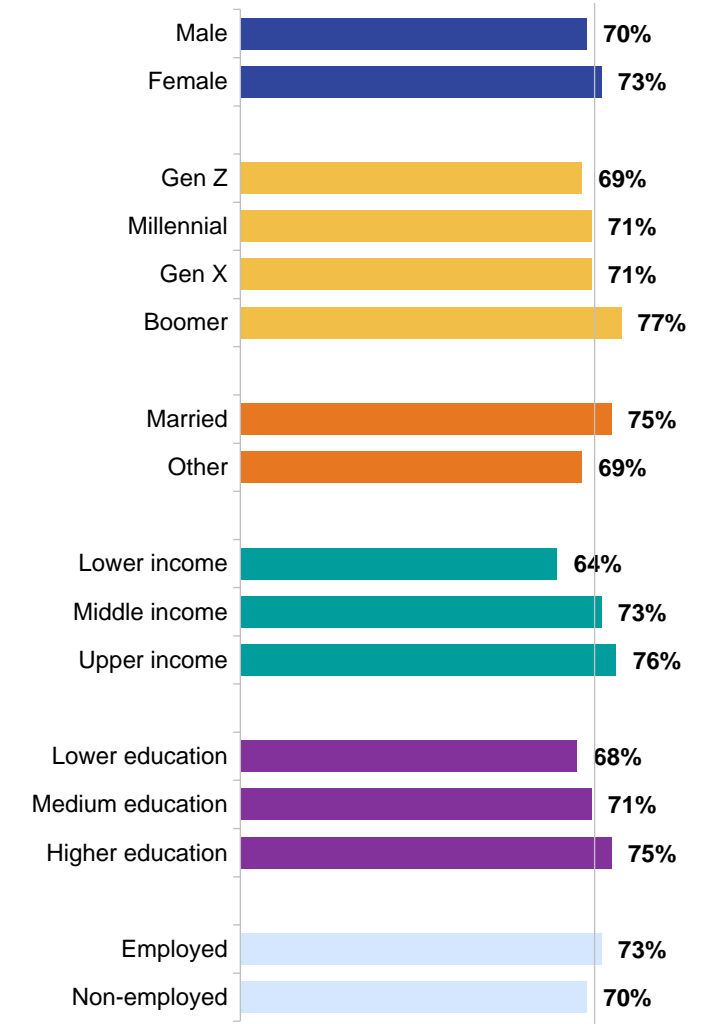
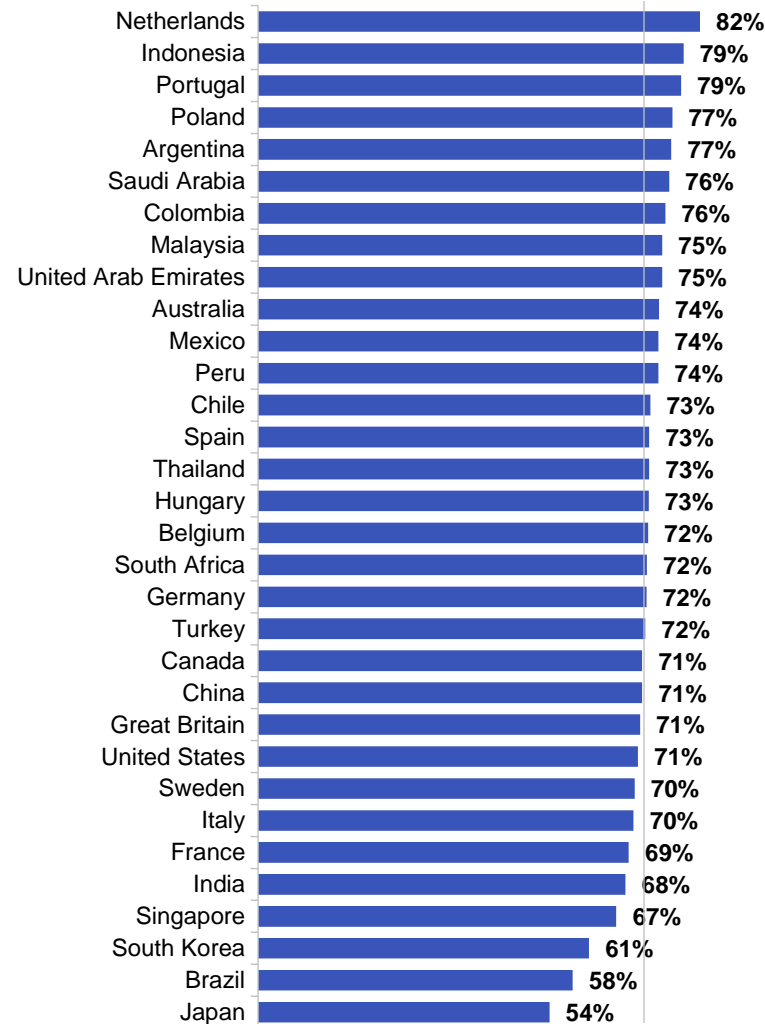
# Access to support in case of need

Q. Please indicate whether the following statements applies to you:

**I have one or several close friends or relatives I could rely on to help me in case of need**

(% Yes)

Average: 72%



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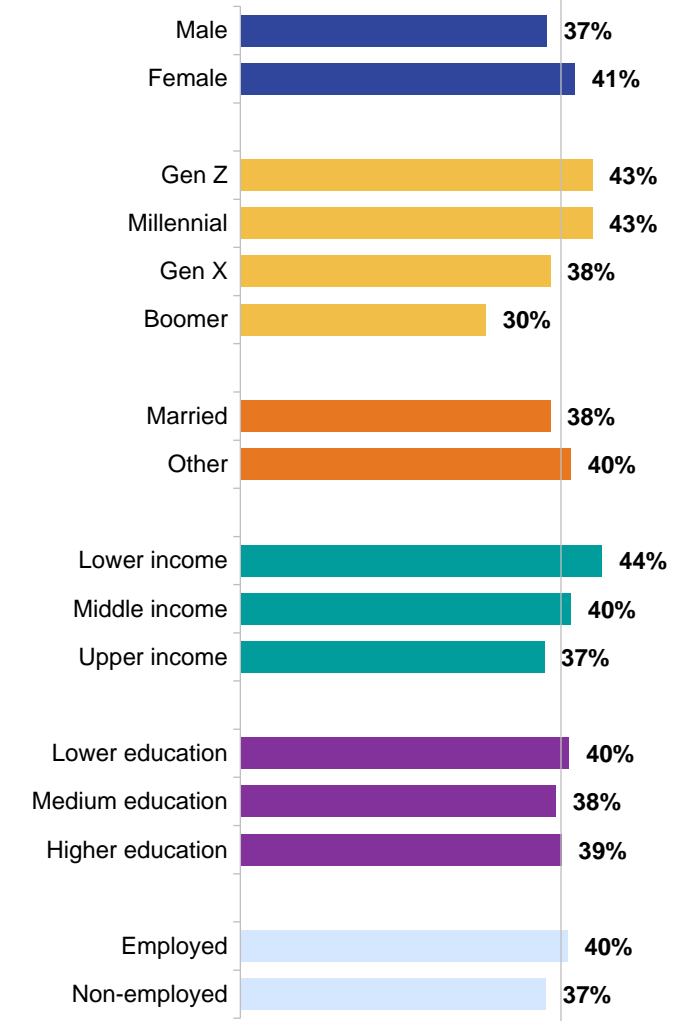
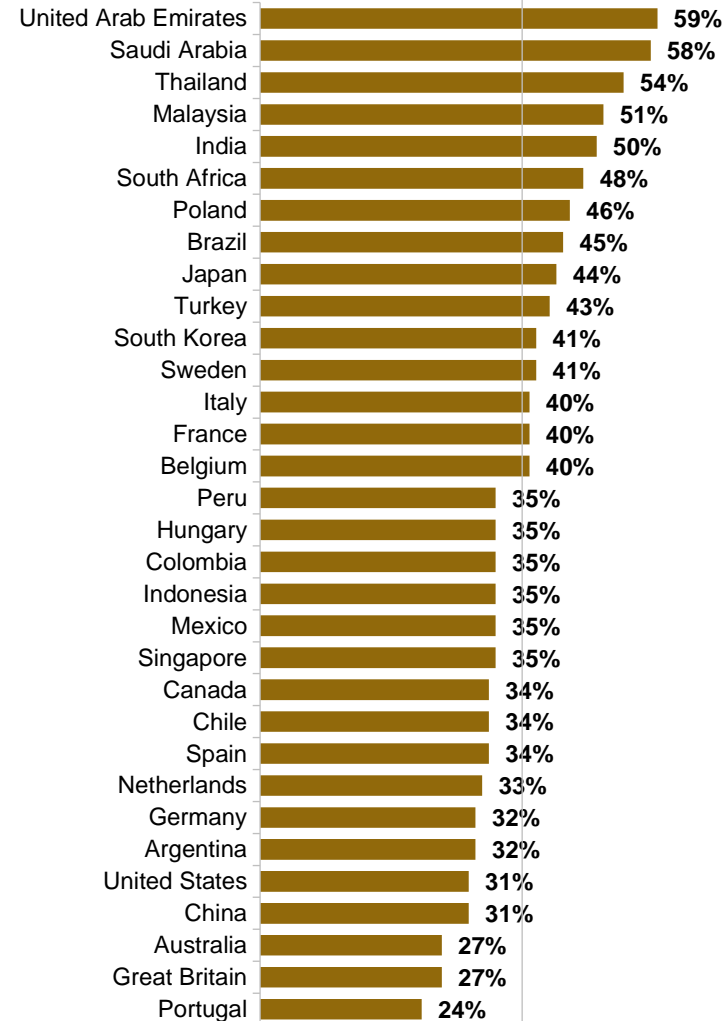
The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population.



# Experience of a distressing event

Q. Please indicate whether the following statements applies to you:  
**I recently experienced a deeply disturbing or distressing event that has prevented me from feeling good about my life**  
 (% Yes)

Average: 39%



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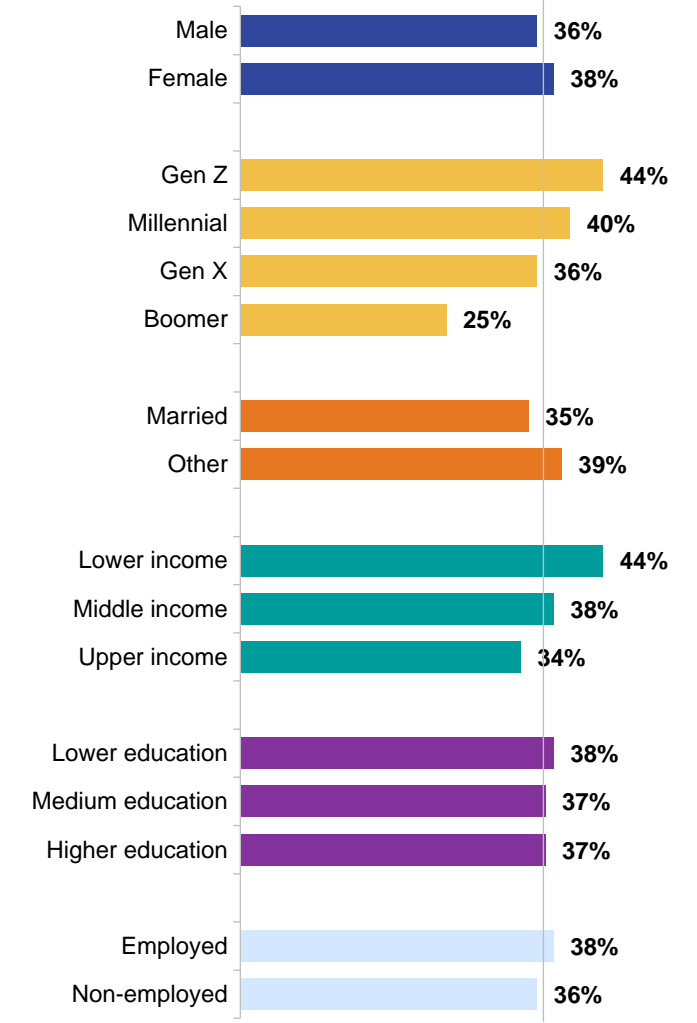
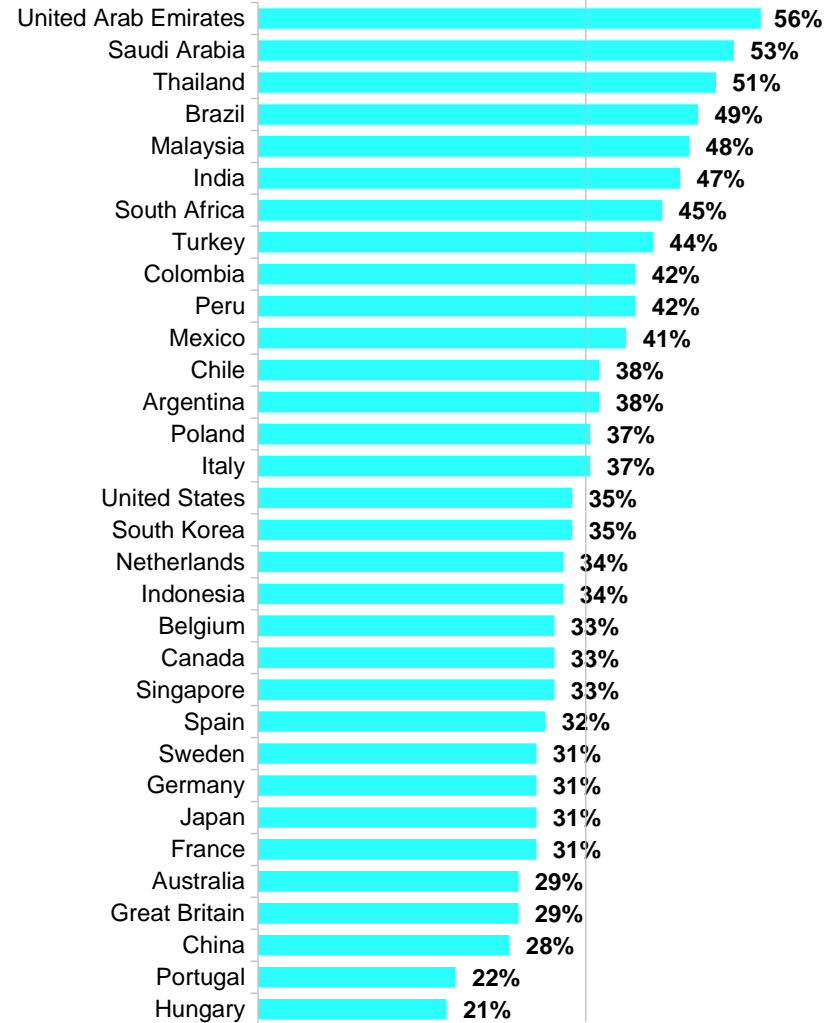
# Experience of a difficult personal situation

Average: 37%

Q. Please indicate whether the following statements applies to you:

**I am facing or recently faced a difficult personal situation that I could not resolve by myself**

(% Yes)



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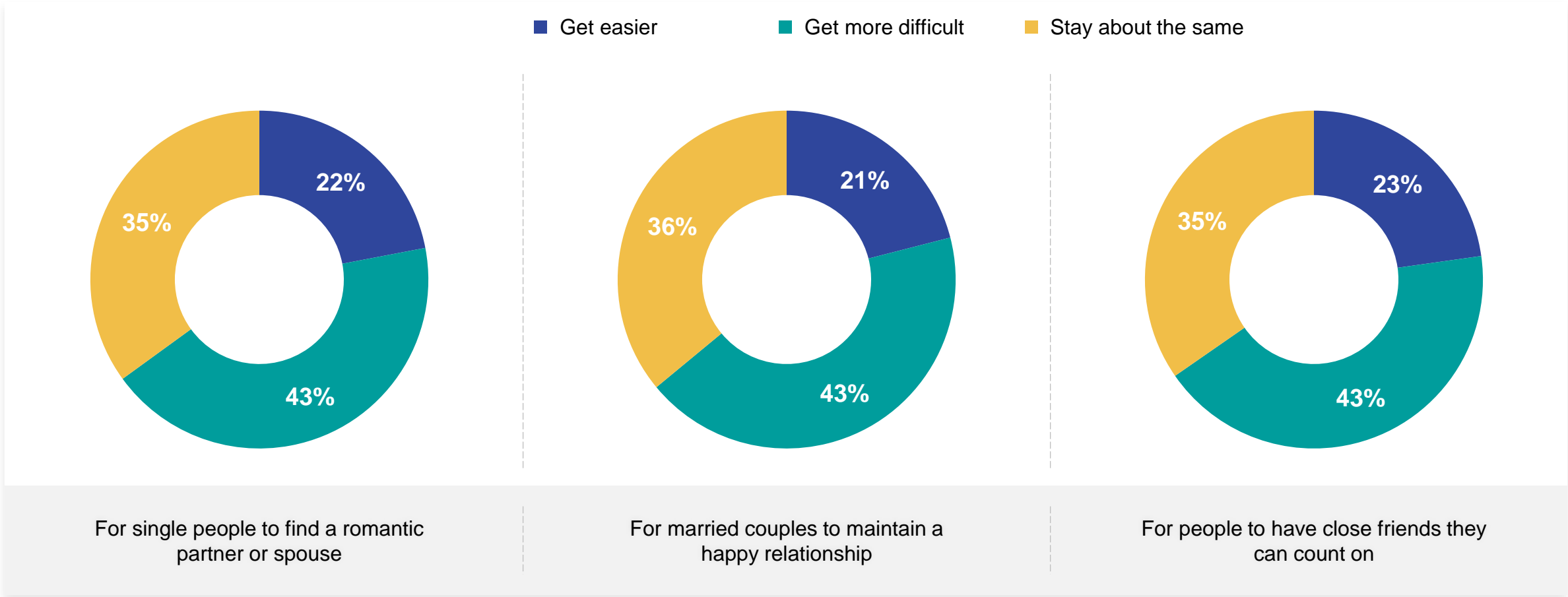
# 5

## Expectations about the future of relationships



# Expectations about the future of relationship globally

Q. Do you expect that over the next 10 years the following will get easier, get more difficult, or stay about the same in [your country]...



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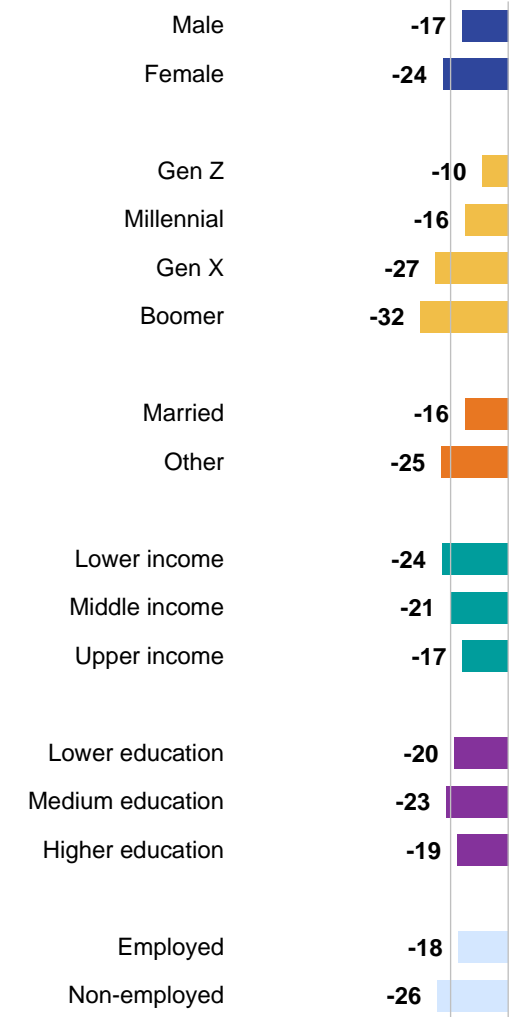
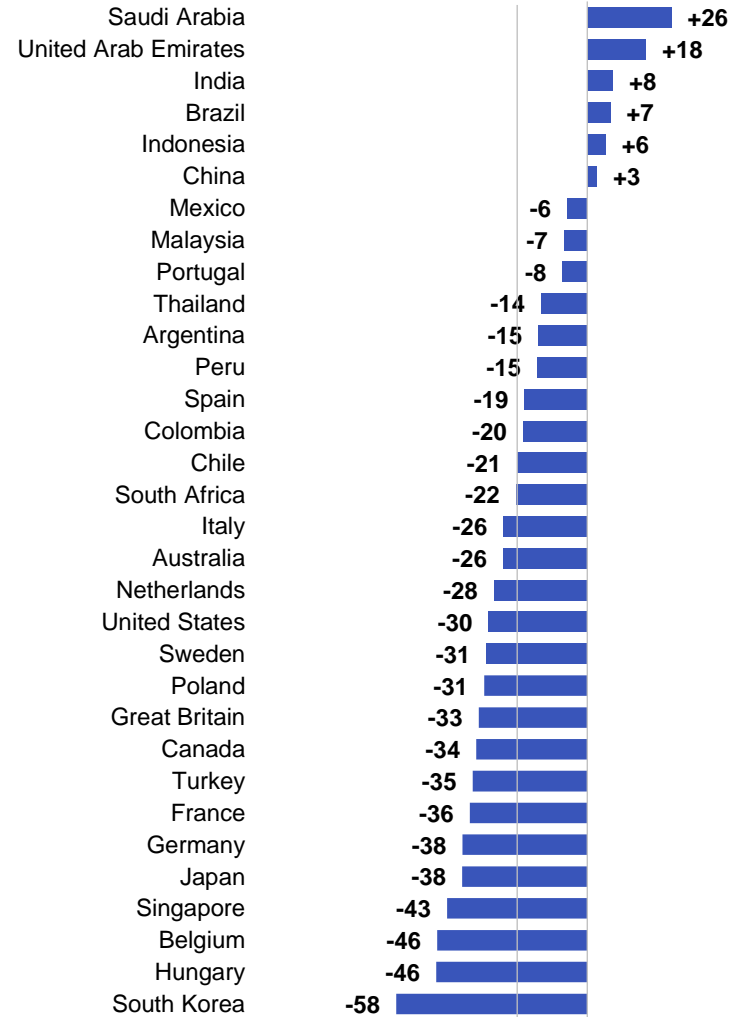


# Expectations about single peoples' ability to find a romantic partner/spouse

## Net score

*Difference between % expecting that, over the next 10 years, it will be easier for single people to find a romantic partner or spouse and % expecting it will be more difficult (in percentage points)*

Average: -21



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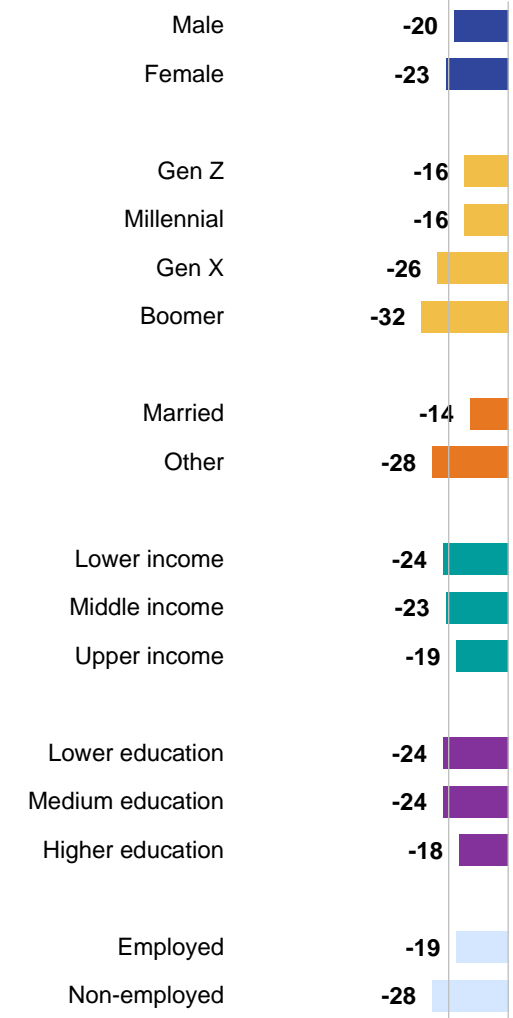
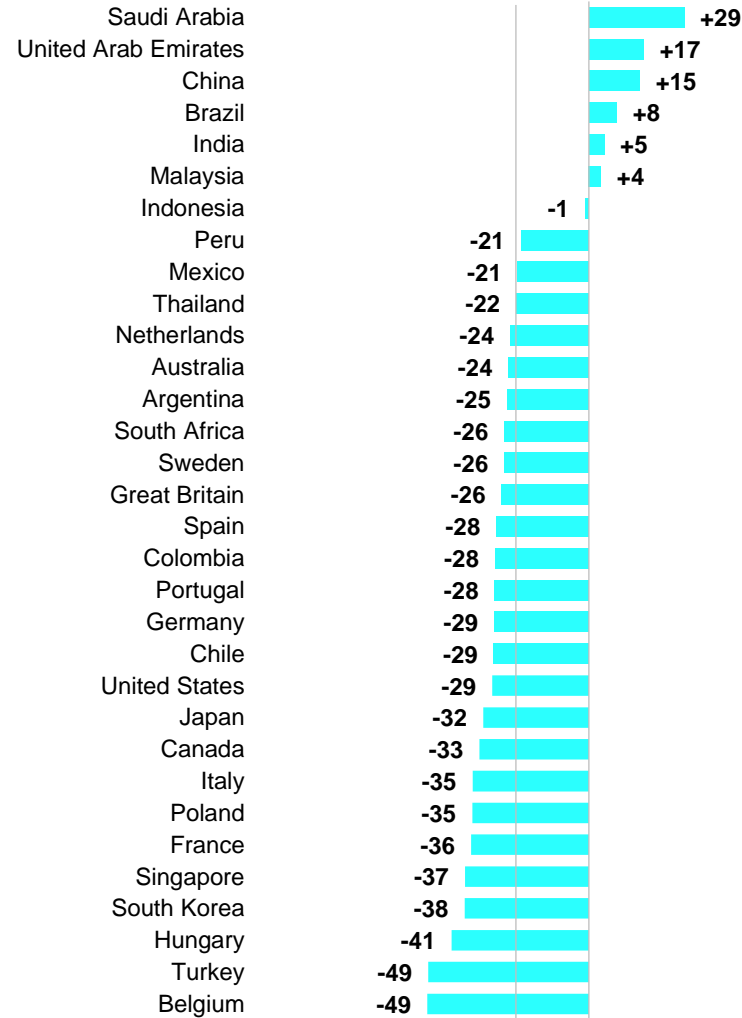


# Expectations about married couples' ability to maintain a happy relationship

## Net score

*Difference between % expecting that, over the next 10 years, it will be easier for married couples to maintain a happy relationship and % expecting it will be more difficult (in percentage points)*

Average: -22



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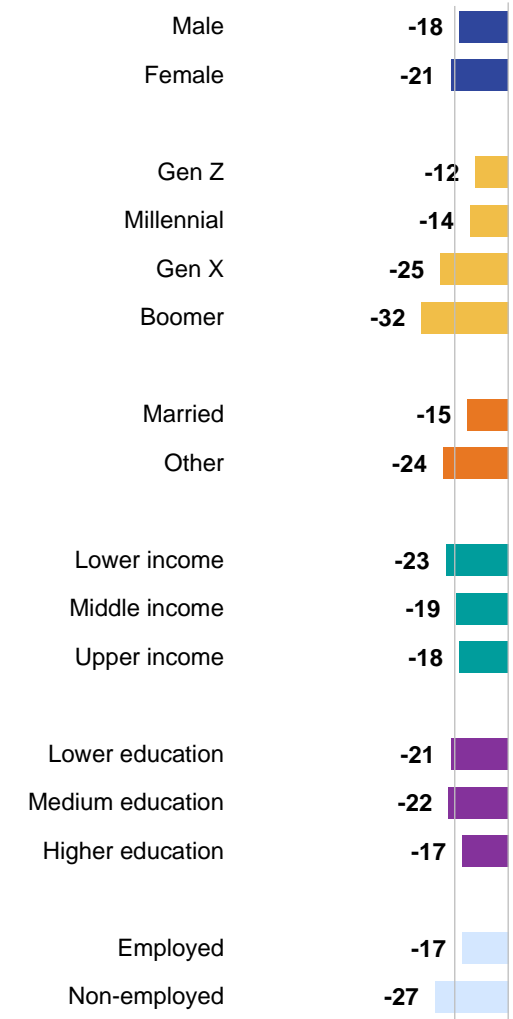
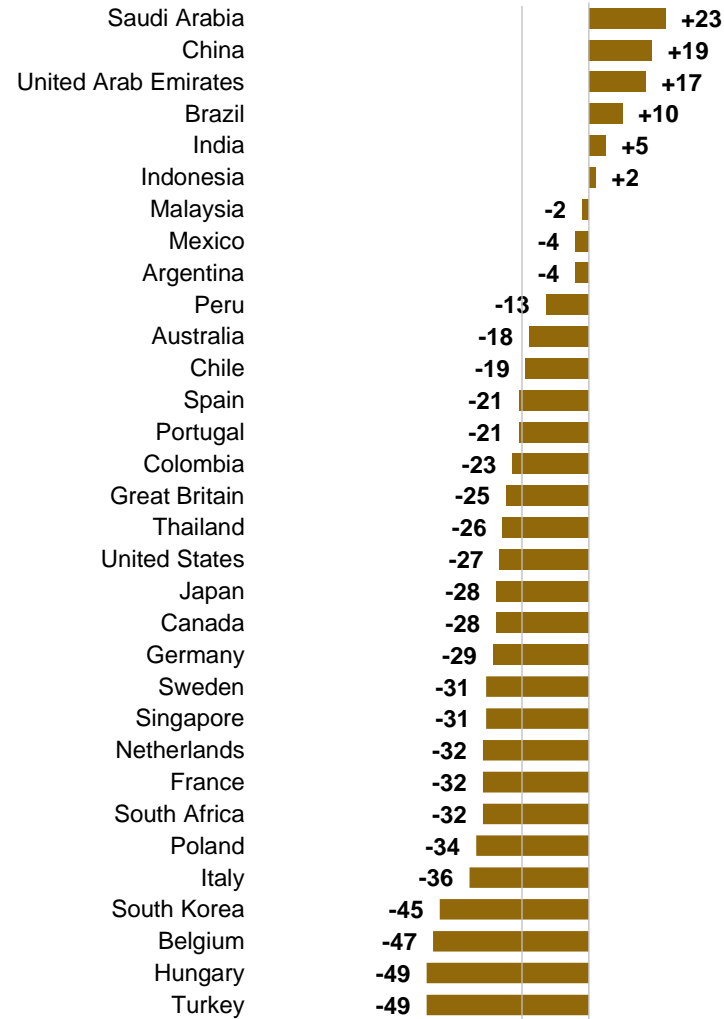
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# Expectations about people having close friends they can count on

## Net score

*Difference between % expecting that, over the next 10 years, it will be easier for people to have close friends they can count on and % expecting it will be more difficult (in percentage points)*

Average: -20



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# Methodology

- These are the findings of a 32-country Ipsos survey conducted December 22, 2022 – January 6, 2023, among 22,508 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries, via Ipsos's Global Advisor online survey platform.
- Each country's sample consists of ca. 2,000 individuals in Japan; 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Spain, and the U.S.; and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.
- Prior fieldwork waves were also conducted on Ipsos's Global Advisor online survey platform:
  - Nov 19 – Dec 3, 2021, among 20,504 adults in 30 countries
  - Jul 24 – Aug 7, 2020, among 19,516 adults in 27 countries
  - May 24 – Jun 7, 2019, among 20,327 adults in 28 countries
  - Jan 26 – Feb 9, 2018, among 19,428 adults in 27 countries
  - Feb 17 – Mar 3, 2017, among 18,523 adults in 26 countries
  - May 7 – 21, 2013, among 18,513 adults in 25 countries
  - Dec 6 – 19, 2011, among 21,245 adults in 24 countries
- The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- The Global average reflects the average result of all the countries and markets where the survey was conducted that year. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.
- 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.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

# About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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[www.ipsos.com](http://www.ipsos.com)

# Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

## Contact for more information



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