Global Happiness Survey Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 8 March 2025

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	This study did not have any external sponsors or partners.
F1d.	Fieldwork dates	December 20th 2024 – January 3rd 2025
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=969
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2021 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item
**This item may not be applicable

The Australian Polling Council Code of Conduct can be found here.

Sydney
Level 2
51 Berry Street
North Sydney NSW 2060
T: +61 2 9900 5100

Melbourne
Level 6
11 Wilson Street
South Yarra VIC 3141
T: +61 3 9946 0888

Perth
Ground Floor
338 Barker Road
Subiaco WA 6008
T: +61 8 9321 5415

Brisbane
Suite 3a
201 Leichhardt Street
Spring Hill QLD 4000
T: +61 7 3016 7600

ABN 69 079 529 196
www.ipsos.com/en-au

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

[FLIP FOR 50%]
Very happy
Rather happy
Not very happy
Not happy at all

[ASK Q.2a FOR THOSE WHO ANSWER 'Not very happy' OR 'Not happy at all' IN B1]

Q.2a. Please choose the top three areas of your life that are contributing to you feeling unhappy:
1. Feeling appreciated/loved
2. Feeling in control of my life
3. Feeling my life has meaning
4. My job **(ASK ONLY IF EMPLOYED; EMP01 OR A4 = FULL TIME, PART TIME OR SELF EMPLOYED)**
5. My financial situation
6. My friends
7. My job **(ASK ONLY IF EMPLOYED; EMP01 OR A4 = FULL TIME, PART TIME OR SELF EMPLOYED)**
8. My housing situation or living conditions
9. My mental health and well-being
10. My physical health and well-being
11. My relationship with my family and children
12. My relationship with my partner/spouse **(ASK ONLY IF MARRIED/PARTNERED; MARITAL STATUS QUESTION FOR EACH COUNTRY IS CODES _2 OR _3)**
13. My religious faith or spiritual life
14. My romantic/sex life **[DO NOT SHOW IN SAUDI ARABIA, UAE]**
15. My social life and status
16. Social media websites and apps
17. The economic situation in my country
18. The social and political situation in my country **[DO NOT SHOW IN SAUDI ARABIA, UAE]**

[ASK Q.2b FOR THOSE WHO ANSWER 'Very happy' OR 'Rather happy' IN B1]

Q.2b. Please choose the top three areas of your life that are contributing to you feeling happy:
1. Feeling appreciated/loved
2. Feeling in control of my life
3. Feeling my life has meaning
4. My job **(ASK ONLY IF EMPLOYED; EMP01 OR A4 = FULL TIME, PART TIME OR SELF EMPLOYED)**
5. My financial situation
6. My friends
7. My job **(ASK ONLY IF EMPLOYED; EMP01 OR A4 = FULL TIME, PART TIME OR SELF EMPLOYED)**
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9. My mental health and well-being
10. My physical health and well-being
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12. My relationship with my partner/spouse **(ASK ONLY IF MARRIED/PARTNERED; MARITAL STATUS QUESTION FOR EACH COUNTRY IS CODES _2 OR _3)**
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17. The economic situation in my country
18. The social and political situation in my country **[DO NOT SHOW IN SAUDI ARABIA, UAE]**

XM1. Overall, how satisfied are you with each of the following aspects of your life:

[PROGRESSIVE GRID]
[RANDOMIZE; ASK EACH RESPONDENT ONLY 15 RANDOMLY SELECTED ITEMS AMONG ALL 30 USING LEAST-FILL LOGIC]
1. Feeling loved
2. My relationship with my partner/spouse **(ASK ONLY IF MARRIED/PARTNERED; MARITAL STATUS QUESTION FOR EACH COUNTRY IS CODES _2 OR _3)**
3. My romantic/sex life **[DO NOT SHOW IN SAUDI ARABIA, UAE]**

[FLIP FOR 50%]
Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied
[ANCHOR] Prefer not to say

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