

Global Happiness Study

What Makes People Happy Around the World

Ipsos Global Advisor

Global Happiness Study | August 2019 | Version 1 | Public |



Level of Happiness by Country

Ipsos Global Advisor



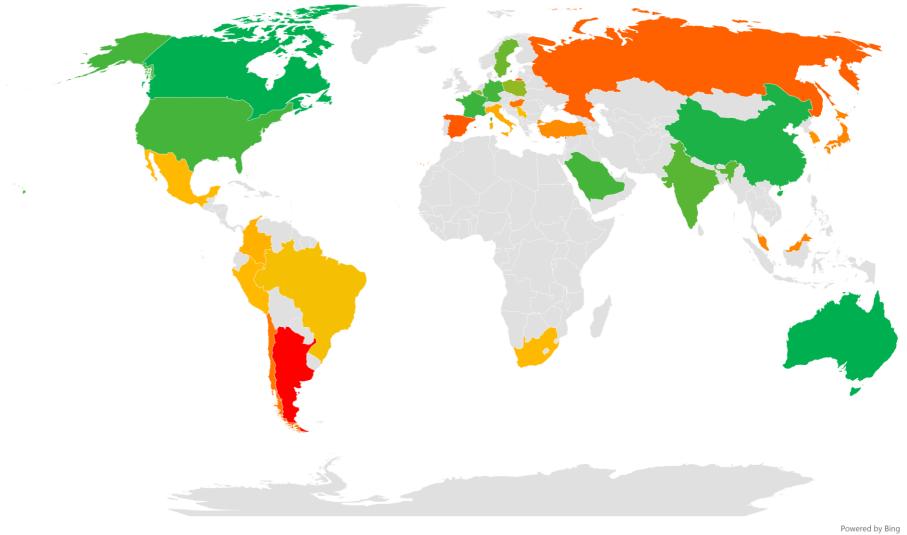
Level of Happiness

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



% happy

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

% unhappy

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%).

% very happ	y +
rather happ	v

lobal Average	64%	14%			50%	6			30%			6%
Australia	86%		28%				58%				L1%	3%
Canada	86%		29%				57%				12%	2%
China	83%	13%				70%				16	%	2%
Great Britain	83%		27%				55%			159	%	3%
France	80%	15%				65%				16%		4%
US	79%		27%				52%			16%		4%
Saudi Arabia	78%		28%				51%			16%		6%
Germany	78%	17%				62%				17%		4%
India	77%		28%				49%			20%		3%
Sweden	75%	17%				58%				20%		5%
Belgium	73%	9%			6	4%				24%		3%
Poland	71%	8%			639	%				27%		29
Serbia	61%	8%			53%				34%			5%
Brazil	61%	14%			47%				29%		109	%
South Africa	59%	10%			49%				34%		8	3%
Peru	58%	17%			42%				38%			4%
Mexico	59%	17%			42%				35%			5%
Colombia	58%	15%			43%				37%			5%
Italy	57%	5%		5	52%				37%			6%
South Korea	54%	3%		51%	, >				40%			6%
Turkey	53%	11%			42%			33	%		14%	
Malaysia	52%	5%		47%	, >				44%			4%
Japan	52%	7%		45	%			3	7%		11%	6
Hungary	50%	7%		43%	, >			40)%		109	%
Chile	50%	11%		3	9%				42%			7%
Russia	47%	5%		42%				46	5%			7%
Spain	46%	4%		42%				45%	5		9	%
Argentina	34%	5%	29	9%			47%			19	9%	

■ Very happy ■ Rather happy ■ Not very happy ■ Not happy at all

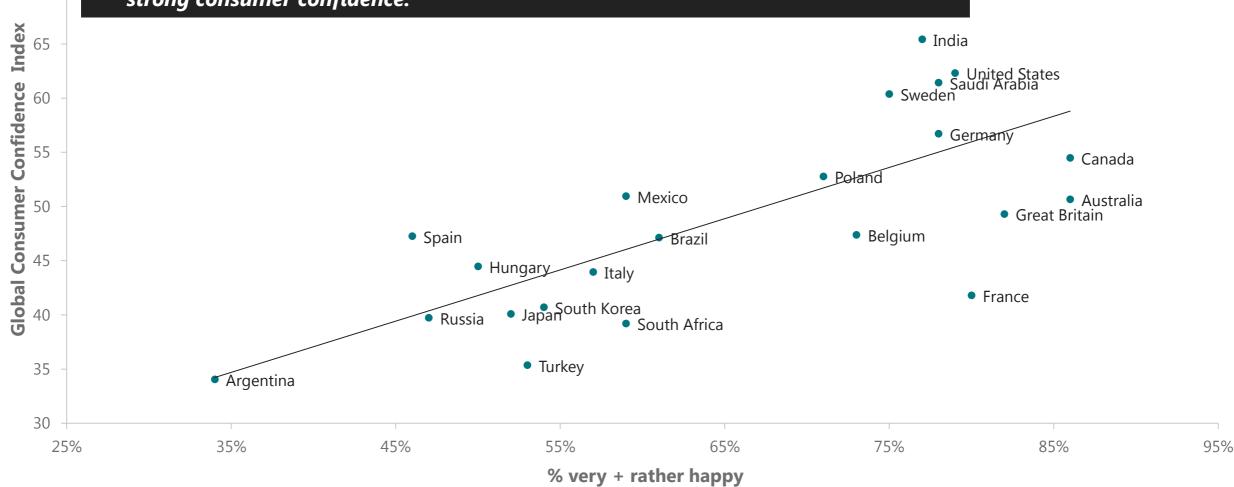
Happiness vs. Consumer Confidence

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.

 $R^2 = 0,5254$

China



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/

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75

70

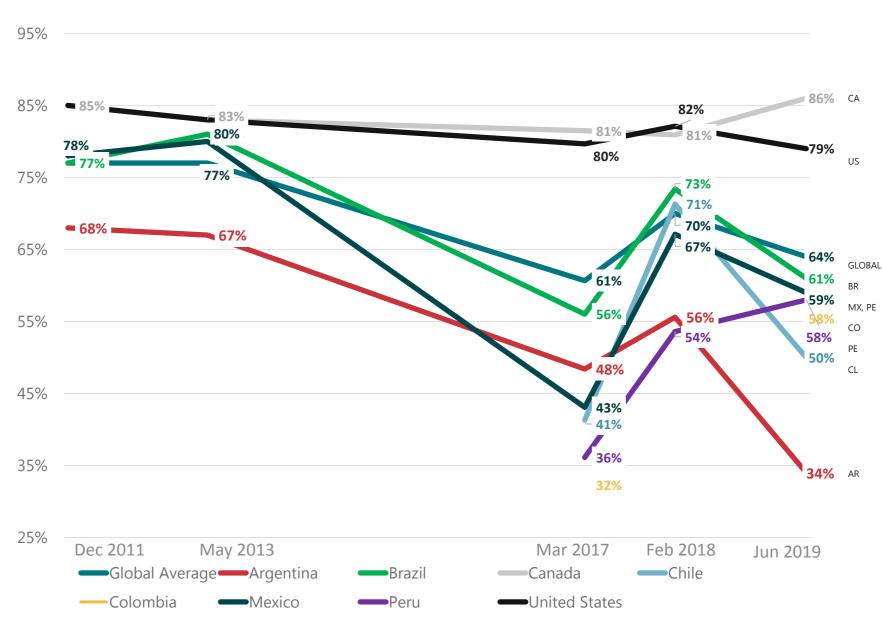
Level of Happiness Trended Data: Americas

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).



% very happy + rather happy

Level of Happiness Trended Data: Western

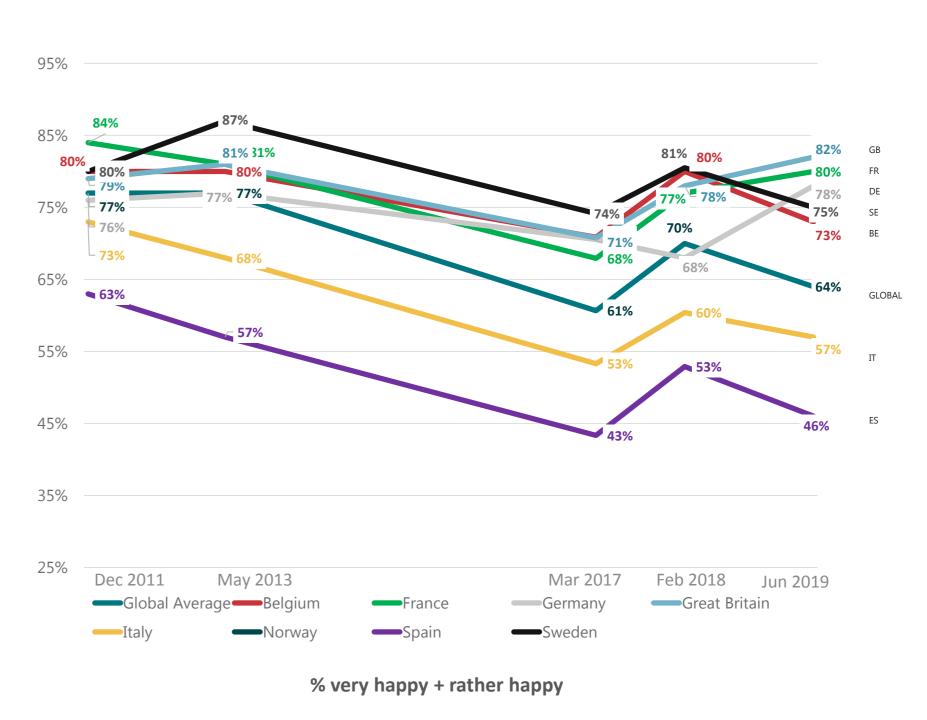
Europe

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.



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Level of Happiness

Trended Data: Central/ Eastern Europe, Turkey

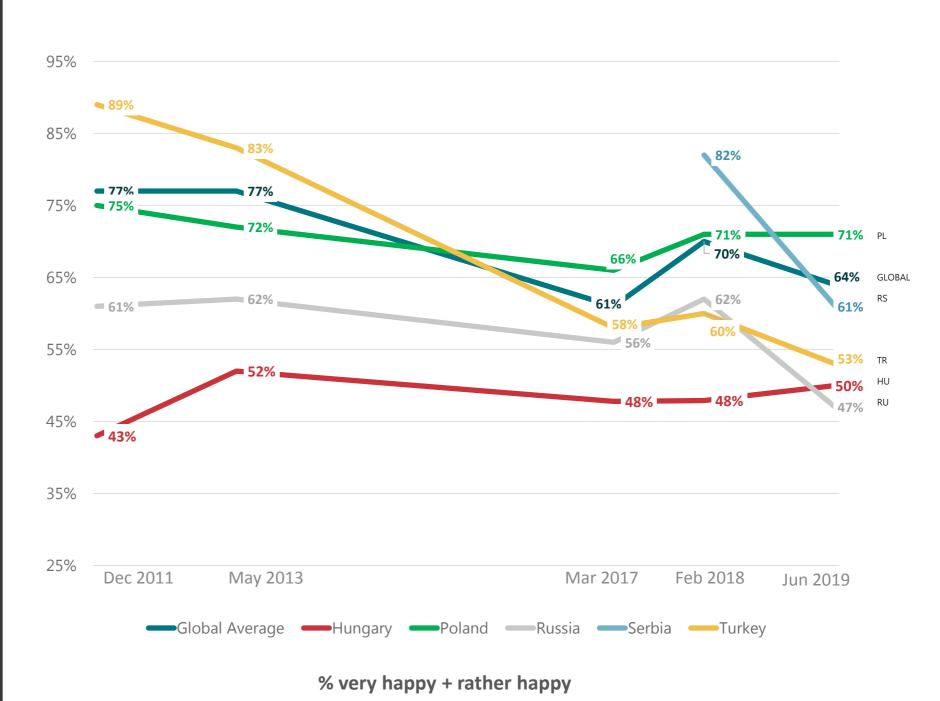
Q1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all

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

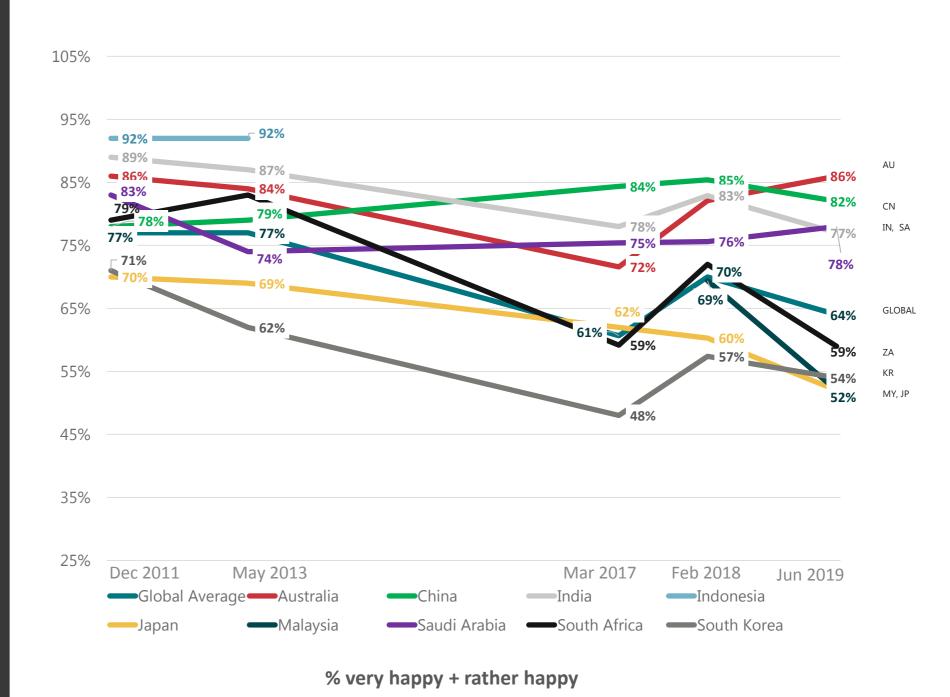
Level of Happiness

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.



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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%).

-	opiness opiness	+ some									
My health/physical well-being:	88%		55	%				33%		7% 4	1%
My children:	67%		48%			19%		7%	26%		
My relationship with my partner/spouse	75%		48%				27%	89	6	17%	
Feeling that my life has meaning:	85%		47%				38%		8	<mark>% 7</mark> %	6
My personal safety and security:	85%		45%				40%		1	0% 5	%
Feeling in control of my life:	86%		44%				40%		9%	6 7%	6
My living conditions:	84%		44%				42%			9% 59	%
Having a meaningful job/employment:	79%		43%				36%		10%	11%	
Having more money:	84%		42%				42%		11	1% 59	%
My personal financial situation:	83%		42%				41%		1	2% 4	1%
Satisfaction with the direction my life is going:	84%	4	41%				43%		11	1% 59	%
My hobbies/interests:	85%	39	9%				46%		1	0% 59	%
My friends:	83%	38	3%			4	-5%		11	% 6%	%
The amount of free time I have:	82%	37	%			45	5%		11%	6 7%	6
Freedom to express my beliefs:	76%	34%				42%			14%	11%	
Having a good sex life:	74%	34%)			40%		1	3%	13%	
The wellbeing of my country:	79%	34%)			45%			14%	7%	6
Finding someone to be with:	63%	33%			30	1%	12	2%	24%	6	
The state of the economy:	73%	28%				45%			20%	7%	6
Being recognized as a successful person:	64%	26%			38%			22%		14%	
My religious or spiritual well-being:	57%	26%			31%		18%		24%	6	
Being forgiven for something I did	63%	25%			38%			16%	22	1%	
My access to entertainment or sports:	69%	24%			45%			19%	6	12%	
Forgiving someone for something:	65%	24%			41%			18%		17%	
New political leadership in my country:	56%	22%			34%		2	.9%		15%	
The amount of time or money I donate to charity/help others:	65%	22%			43%			19%		16%	
My material possessions:	69%	21%			48%			2	2%	8%	,
Moving to another country:	44%	17%		27%		27%			29%		
Time spent on social media:	42%	11%	31%				39%		1	19%	
	0	% 10% 2	.0%	30%	40%	50% 6	0% 7	0% 80)% 9	0%	100%

Greatest happiness

Some happiness

% greatest

happiness + some

Doesn't or couldn't give me happiness
Does not apply to me

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

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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%).

% greatest happiness + some happiness

	•
My health/physical well-being:	88%
My living conditions:	86%
My hobbies/interests:	85%
My personal safety and security:	85%
Feeling that my life has meaning:	85%
Feeling in control of my life:	84%
Satisfaction with the direction my life is going:	84%
Having more money:	84%
My friends:	83%
My personal financial situation:	83%
The amount of free time I have:	82%
The wellbeing of my country:	79%
Having a meaningful job/employment:	79%
Freedom to express my beliefs:	76%
My relationship with my partner/spouse	75%
Having a good sex life:	74%
The state of the economy:	73%
My material possessions:	69%
My access to entertainment or sports:	69%
My children:	67%
The amount of time or money I donate to charity/help others:	65%
Forgiving someone for something	65%
Being recognized as a successful person:	64%
Being forgiven for something I did	63%
Finding someone to be with:	63%
My religious or spiritual well-being:	57%
New political leadership in my country:	56%
Moving to another country:	44%
Time spent on social media:	42% 112

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ing:	88%		55%					33%		7% 4%
ons:	86%		44%				42%		9	<mark>%</mark> 5%
sts:	85%	39	%				46%		10)% 5%
rity:	85%		45%				40%		10)% 5%
ing:	85%		47%				38%		8%	6 7%
ife:	84%		44%				40%		9%	7%
ng:	84%	41	۱%				43%		11	<mark>% 5</mark> %
iey:	84%	4	2%				42%		11	<mark>% 5</mark> %
nds:	83%	389	6			45	5%		119	6%
on:	83%	4	2%				41%		12	4%
ive:	82%	37%	,)			45	%		11%	7%
try:	79%	34%				45%			14%	7%
nt:	79%	4	3%			3	6%		10%	11%
efs:	76%	34%				42%			14%	11%
use	75%		48%			2	27%	8%	6	17%
life:	74%	34%				40%		1	3%	13%
my:	73%	28%			4	5%			20%	7%
ons:	69%	21%			48%			2	2%	8%
rts:	69%	24%			45%			19%	6	12%
ren:	67%		48%			19%	7	%	26%	
ers:	65%	22%			43%			19%		16%
ing	65%	24%			41%			18%		17%
on:	64%	26%			38%			22%		14%
did	63%	25%			38%		1	6%	21	%
ith:	63%	33%			30%	, D	12	%	24%	
ing:	57%	26%		3	1%		18%		24%	
try:	56%	22%		34%	,)		29	9%		15%
try:	44%	17%	27%	6		27%			29%	
dia:	42%	11%	31%			3	39%		1	9%
	0	% 10% 20	% 30%	409	% 50	60	0% 70	0% 80	0% 90	0% 100%

Greatest happiness

Some happiness Doesn't or couldn't give me happiness

Does not apply to me



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%



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%



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%



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%



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%



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%	81%	87%



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%

lpsos

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%

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



Global Happiness Study | August 2019 | Version 1 | Public |

% greatest happiness + some h	nappiness
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	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

hap		+ some										
hap Global Average	piness		E	5%					33%		7%	4%
Colombia	88%		5.		74%			-	00/0	20%	//0	4%1%
Serbia	94%			72						25%		12%
Peru	97%			72						20%	7	% 1%
Mexico	92%			71						22%		1% 2%
South Africa	93%			67%	/0				2	7%		5% 1%
Argentina	94%			66%					25%			4%
Chile	91%			66%					23%		7%	4%
Brazil	89% 90%			65%					25%		5%	5%
Turkey	90% 90%			64%					26%		7%	3%
Hungary	90% 87%			60%					27%		8%	5%
Spain	91%			58%					33%		6%	
Sweden	88%			5%				3	3%		8%	4%
Saudi Arabia	85%		54					31%		9	%	6%
Canada	89%		52%					37			8%	3%
France	85%		52%					33%		6%	10	
Belgium	87%		51%	/ 0				36%	/ 0		9%	3%
India	88%		50%					38%			10%	2%
Italy	87%		50%					37%		7	%	7%
Germany	87%		50%					37%			7%	6%
China	89%		49%					40%			8%	3%
Poland	90%		47%					43%			7%	4%
Australia	88%		47%					41%			8%	3%
Great Britain	90%		46%					44%			7%	4%
Russia	86%		46%					40%			9%	5%
US	91%		45%					46%			6%	3%
Malaysia	87%		45%					42%			10%	2%
South Korea	85%		40%				459	%			13%	3%
Japan	76%		39%				37%		0	9%	15%	
		0% 10%	20%	30%	40%	50%	60%	. 70%			0%	100%
	Grea	atest happiness	Some happi	mess	Doesn't or c	ouian t gi	ive me nap	piness	Does no	ot apply to r	ne	



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

ha	greates ppiness ppiness	s + some										
Global Average			44%					42%			9%	5%
Colombia	93%			64%					29%		6	3% 2%
Chile	89%			59%					30%		6%	4%
Mexico	91%			58%					33%		6%	6 3%
Argentina	89%			58%					31%		10%	2%
Brazil	86%			57%					29%	7	%	7%
South Africa	89%			54%					35%		9%	2%
Peru	90%		5	3%				3	7%		8%	3%
Turkey	86%		5	53%				33	%		10%	4%
Saudi Arabia	84%		499	%				35%		9%	5	7%
India	89%		46%					43%			9%	2%
Russia	89%		44%					45%			9%	2%
US	90%		43%					47%			6%	5%
Sweden	86%		42%					44%			9%	5%
Australia	86%		42%					44%		5	3%	6%
France	78%		42%				36%	1		10%	13%	/ 0
Serbia	90%		39%					51%			6%	6 3%
Spain	87%		39%					48%			8%	4%
Malaysia	87%		39%					48%			12%	1%
Great Britain	87%		39%					48%			7%	6%
China	90%		38%					52%			8%	<mark>6 2%</mark>
Canada	84%		38%				46	5%		9%	5	7%
Italy	81%		38%				43%	,)		11%		8%
Belgium	84%		37%				47%	/ 0		12	%	5%
Hungary	83%		37%				46	%		10	%	6%
Germany	81%		37%				44%			12%		7%
Poland			34%				53	%			7%	6%
South Korea	84%	269					58%				12%	3%
Japan	77%	24%				53%				9%	14%	
		0% 10%	20%	30%	40%	50%	60%				0%	100
	Grea	atest happiness	Some hap	piness	Doesn't	or couldn't	give me ha	appiness	Does no	ot apply to r	ne	



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

hap hap	piness	+ some										
Global Average	85%		47%					38%		8%	0	7%
South Africa	92%			69	9%				23	%	6	% 3%
Colombia	90%			68	3%				22%		6%	5%
Mexico	88%			60%					28%	6	%	7%
Chile	85%			60%					25%	7%		9%
Argentina	85%			60%					25%	8%	ò	7%
Turkey	84%			60%					24%	1	1%	4%
Peru	87%			59%					28%		6%	6%
Brazil	83%			59%					24%	8%		9%
Serbia	91%		5	54%					37%		4%	6%
Saudi Arabia	80%		52	2%				28%		12%		8%
India	86%		49%	, 				37%		1	1%	4%
Russia	88%		47%					41%			9%	3%
Hungary	87%		46%					41%			7%	6%
Sweden	86%		45%					41%			7%	6%
Poland	89%		44%					45%			6%	5%
US	90%		43%					47%			7%	4%
Canada	86%		42%					44%		9	%	6%
Spain	85%		42%					43%		0	%	5%
Malaysia	85%		41%					44%			13%	2%
Australia	85%		39%					46%		10)%	5%
Italy	83%		39%				44	1%		9%		9%
France	77%		39%				38%		7	%	16%	
South Korea	86%		38%					48%			10%	3%
Germany	81%		38%				43%	/ D		9%	1	1%
China	88%		37%					51%			8%	3%
Great Britain	86%		36%				5	0%		8	%	6%
Belgium	82%		35%				47%			11%		7%
Japan	71%	22%				49%			10%		.8%	
		% 10%	20%	30%	40%				0% 80)%	100%
	Grea	test happiness	Some hap	piness	Doesi	n't or could	n't give me h	nappiness	Does no	ot apply to m	ie	



Q15. *My hobbies/interests*

	reates	+ some								
	piness	· some								
Global Average	85%	39)%			46%			10%	5%
Mexico	88%		50%				38%		8%	4%
Chile	83%		49%				34%		11%	5%
Turkey	89%		48%				41%		10	<mark>% 1%</mark>
Argentina	88%		48%				40%		9%	3%
Brazil	82%		48%			3	4%	1	0%	8%
Colombia	87%		47%				40%		10%	2%
Peru	82%		47%			35	%		16%	3%
South Africa	89%		46%				43%		10	<mark>% 1%</mark>
India	85%		44%			4:	1%		11%	4%
Saudi Arabia	84%		43%			41	%		10%	6%
Russia	87%	4	1%			46	5%		8%	5%
Australia	88%	38				50	%		7%	4%
US	87%	379	6			50%			10%	3%
Belgium	82%	379	6			45%			12%	6%
Hungary	80%	379	%			43%		12	2%	7%
China	89%	36%	,			53%	,)		8%	3%
Canada	87%	35%				52%			8%	5%
Malaysia	83%	35%				48%			14%	3%
Italy	82%	35%				47%		1	.1%	7%
Great Britain	89%	34%				55%			7%	5%
Germany	83%	34%				49%			10%	7%
France	78%	34%				44%		10%	12	%
Spain	82%	32%				50%		1	.1%	7%
Sweden	82%	31%				51%			14%	5%
Serbia	87%	30%				57%			8%	5%
South Korea	86%	30%				56%			11%	3%
Poland	88%	28%				60%			8%	5%
Japan	77%	24%			53%			8%	14%	,
	(10% 2	0% 30%	40	% 50%	60%	70%	80%	90%	100%
	Grea	itest happiness So	me happiness	Doe:	sn't or couldn't g	ive me happi	iness Do	es not apply	to me	



Q24. My personal safety and security

hap	reates opiness opiness	+ some										
Global Average	85%		45%					40%		1	.0%	5%
Colombia	94%			69	%					25%		5% 1 <mark>%</mark>
Mexico	91%			64%					27%		6%	<mark>6 3%</mark>
South Africa	89%			64%					25%		109	<mark>% 1%</mark>
Peru	91%			61%					30%		8%	<mark>6 2%</mark>
Argentina	88%			61%					27%		9%	3%
Brazil	83%			57%				2	26%	10	%	6%
Chile	85%			56%				2	.9%		11%	4%
Turkey	83%		5	53%				30%)	11	%	6%
Saudi Arabia	84%		5	2%				32%)	99	6	7%
India	88%		48%	1				40%			11%	2%
Serbia	88%		47%	1				41%	ź		6%	5%
Spain	89%		45%					44%			7%	4%
Malaysia	87%		45%					42%			12%	1%
Russia	84%		43%					41%		10)%	6%
Hungary	85%		42%					43%		1	.0%	5%
US	88%		41%					47%			9%	3%
China	88%		40%					48%			9%	3%
Australia	84%		40%					44%			11%	4%
Sweden	83%		39%					44%		1	3%	4%
Belgium	82%		39%					43%		129	6	6%
Poland	85%		37%					48%			10%	4%
Germany	84%		36%					48%		10)%	6%
Canada	83%		36%					47%		12	%	5%
Italy	80%		34%				46%	6		12%		8%
France	74%		34%				40%		10)%	15%	
Great Britain	85%		33%				5	2%		1	.0%	5%
South Korea	82%		30%				52%			1	5%	3%
Japan	71%	18%				53%			11%		18%	
		0% 10%	20%	30%	409		50%				90%	100%
	Grea	atest happiness	Some hap	piness	Does	on t or col	lion t give m	e happiness	Does no	ot apply to i	ne	



Q8. Satisfaction with the direction my life is going

% greatest

happiness + some

hap	piness	Joine									
Global Average	84%		41%				43%			11%	5%
Colombia	93%			63%					30%		5% 1 <mark>%</mark>
Mexico	91%			57%				34%		59	<mark>%</mark> 4%
Argentina	88%			55%				33%		9%	3%
South Africa	89%			54%				35%		9	9% 1%
Peru	89%			54%				35%		8	% 2%
Chile	83%			53%				30%	1	.1%	6%
Brazil	85%		51	1%			3	34%		9%	7%
Turkey	81%		5	1%			30)%	12	%	7%
Saudi Arabia	85%		47%)			38	8%		9%	6%
India	84%		45%				39%	,)		13%	3%
Spain	85%		42%				43%			11%	4%
Russia	81%		42%				39%		1	.5%	4%
Hungary	82%		41%				41%		12	%	7%
US	90%		40%				50%	6		6%	<mark>6</mark> 4%
Serbia	87%		39%				48%			10%	3%
Canada	85%		38%				47%			9%	5%
Australia	86%		36%				50%			10%	4%
China	85%		36%				49%			11%	4%
France	77%		36%			419	6		9%	149	%
Malaysia	81%		35%			46	5%			19%	19
Great Britain	86%		33%				53%			10%	4%
South Korea	83%		31%			52	2%			13%	3%
Germany	79%		31%			48%			11%		9%
Poland	87%		30%			5	7%			10%	4%
Belgium	81%		30%			51%			13	8%	6%
Sweden	77%	2	29%			48%			16%		7%
Italy	75%	2	29%			46%			16%	-	10%
Japan	66%	15%			51%			15%		19%	
	09	% 10%	20%	30%	40%	50%	60%	70%	80%	90%	10



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

	reatest piness	+ some										
	piness			1								
Global Average	84%		44%					40%		9%		7%
South Africa	91%			66%	6				25%	6		<mark>%</mark> 3%
Colombia	90%			62%					28%			4%
Turkey	86%			58%					28%		%	6%
Brazil	83%			57%				2	6%	7%)%
Mexico	88%			56%					32%		6%	6%
Chile	84%			54%)%	7%		8%
Argentina	83%		5	4%				29%	6	10%		7%
Peru	86%		50%	6				36%	,)	0	9%	5%
Serbia	91%		47%					44	1%		4%	4%
Spain	88%		46%					42%			7%	5%
India	86%		45%					41%			11%	3%
US	92%		44%					48%	,)		6	% 2%
Australia	89%		44%					45%			7%	3%
Russia	85%		44%					41%		1()%	5%
Saudi Arabia	83%		44%					39%		11%	6	6%
Hungary	80%		44%					36%		12%	(9%
Canada	87%		43%					44%			8%	5%
Italy	84%		41%					43%		9%		7%
Great Britain	89%		40%					49%			6%	5%
Poland	88%		40%					48%			8%	5%
Belgium	81%		37%				44	%		11%		7%
Sweden	80%		37%				43%	6		10%	(9%
China	86%		36%					50%			9%	4%
Malaysia	84%		35%				49)%			13%	2%
France	74%		34%				40%		9%		17%	
Germany	79%		31%				48%			11%	11	%
Japan	71%	22%				49%			12%		17%	
South Korea	70%	20%				50%				23%		7%
	0	% 10%	20%	30%	40	% 50	0% 60	7	0% 80	% 90)%	100%
	Grea	atest happiness	Some happ	oiness	Does	n't or could	In't give me I	nappiness	Does no	t apply to m	ie	



Q26. *Having more money*

% greatest

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

hap	opiness	+ some							
Global Average	-	42%			42%	6	1	1%	5%
South Africa	88%		7%			31%		10%	
Brazil	87%		7%			30%		8%	5%
Colombia	89%	54%				35%		10%	
Turkey	87%	549				33%		10%	
Peru	88%	53%				35%		10%	
Chile	85%	51%				34%		11%	4%
Mexico	88%	50%				38%		8%	4%
Argentina	88%	48%				40%		9%	3%
Saudi Arabia	84%	47%			3	7%	109	6	7%
India	84%	45%			39	%	1	3%	4%
France	83%	45%			38	8%	9%		8%
China	89%	44%				45%		7%	4%
Spain	85%	42%			439	%		12%	3%
Italy	85%	42%			43%	6	1	.2%	4%
Australia	87%	40%			47	7%		9%	3%
Malaysia	78%	40%			38%		18%	0	3%
Canada	84%	39%			45%		1	0%	5%
Hungary	87%	38%			49%	,)		10%	3%
US	85%	38%			47%			12%	3%
Belgium	84%	38%			46%		1	1%	5%
South Korea	85%	37%			48%			10%	4%
Poland	86%	36%			50%			10%	4%
Great Britain	85%	34%			51%		1	1%	5%
Russia	79%	34%			45%		11%	1	0%
Sweden	81%	29%			52%		149	6	5%
Germany	80%	29%			51%		13%		6%
Serbia	77%	24%		5	3%		15%		8%
Japan	66%	22%		44%		14%	2	.0%	
	(0% 10% 20%	30% 40	% 50	0% 60%	70%	80%	0%	100%
	Grea	atest happiness Some happin	ess Does	sn't or could	In't give me happi	ness Doe	s not apply to i	ne	



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 % greatest

hap	-	+ some											
-	piness			38%					15%		11	0/	6%
Global Average Argentina				38%	F C 0/	_		4	5%	220/	- 11	. % 6%	
Turkey	89%			50	56%				20	33%			
Brazil	89%			50					39	1%	00	7%	4%
	83%			499	%				34%		8%		8%
Mexico Chile	86%			46%					40%			10%	5%
	81%			46%					35%		129		6%
India	87%			44%					43%			9%	4%
Serbia	90%			42%					48%			8%	
Spain	88%			41%					47%			8%	4%
Canada	86%			41%					45%			8%	6%
France	80%			41%				3	39%		8%	12	
Australia	86%			40%					46%			8%	5%
Peru	80%			40%				40			17%	6	4%
Hungary	78%			40%				38			15%		7%
Colombia	85%			39%					46%			12%	4%
Great Britain	85%			38%					47%			8%	6%
Russia	83%			38%				4	15%		1	3%	4%
Saudi Arabia	79%			38%				41%	,)		13%		9%
US	85%			37%					48%			9%	6%
Sweden	83%		Э	6%				47	7%		11	.%	6%
South Africa	83%		3	6%				47	7%		1	2%	5%
Germany	83%			36%				4	7%		8%		8%
Belgium	82%			36%				46	5%		11	%	6%
Italy	79%		31%)				48%			14%		7%
Poland	85%		30%					55%			8	%	7%
Malaysia	80%		26%					54%			10	5%	3%
China	85%		24%					61%				12%	3%
South Korea	79%		23%					56%			169	%	4%
Japan	64%	14%				50%	1			15%		1%	
		% 10 Itest happine		20% Some hap	30% opiness	40 Does		0% 6 dn't give me			0% ot apply to	90% me	100%



Q10. My personal financial situation

% greatest

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

hap	ppiness											
Global Average	ppiness 83%		42%					41%		12	0/	4%
Colombia	83% 91%		42/0	63%				41/0	28%	14		470 2%
Brazil	86%			57%				2	9%	99		6%
Peru	90%			55%					35%		10%	
South Africa	85%			3%				32%	3370	1	4%	2%
Chile	83%			3%				30%			%	3%
Mexico	86%		51					35%			.0%	4%
Argentina	86%		49%					37%			2%	
Russia	87%		47%				40%			12% 10%		
France	82%		46%					36%		10%	9	%
Turkey	81%		46%					35%		15%)	4%
Spain	85%		42%					43%		1	.2%	3%
Italy	82%		42%					40%		11%		7%
Poland	85%		41%					44%		10)%	5%
India	83%		40%					43%		14	%	3%
Saudi Arabia	81%		40%				41	L%		12%	5	3%
China	88%		39%					49%			9%	3%
Hungary	82%		39%				4	43%		13	%	4%
Belgium	85%		38%					47%		10)%	5%
Australia	85%		38%				2	17%		12	2%	4%
US	87%		37%					50%			10%	3%
Canada	85%		37%					48%			11%	3%
Malaysia	73%		37%				36%			26%		2%
Serbia	88%		34%					54%			9%	3%
Great Britain	86%		34%					2%			%	5%
South Korea	81%		34%				47%			16%		4%
Germany	81%		33%				48%			14%		6%
Sweden	81%		32%				49%			14%		5%
Japan	71%	25%	,)			46%			15%		14%	
	0%	6 10%	20%	30%	40%	% 50	% 60	0% 70	% 80	% 90)%	1009
	Great	est happiness	Some hap	piness	Does	n't or could	n't give me	happiness	Does no	t apply to m	е	



Q18. The amount of free time I have

% greatest

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

hap	piness	+ some									
Global Average	-		37%				45%		11%	7	7%
Brazil	83%		49%	,)			34%		9%		%
Colombia	85%		48%				37%		11	L%	4%
Chile	82%		48%				34%		11%	7	7%
Mexico	85%		45%				40%		9%	0	6%
Peru	81%		43%				38%		16%	/ 0	3%
Argentina	81%		42%				39%		13%		6%
Spain	87%		40%				47%			10%	3%
South Africa	80%		39%				41%		13%		7%
Russia	84%		38%				46%		10%	0	6%
Italy	80%		38%			4	12%		11%	99	6
Belgium	82%		37%			4	15%		11%	8	%
Turkey	80%		37%			4	3%		12%	8	%
France	75%		37%			38%		8%		16%	
China	89%		36%				53%			8%	4%
South Korea	86%		36%				50%			11%	3%
India	83%		36%				47%		13	3%	3%
Canada	83%		34%			4	9%		9%	8	%
Saudi Arabia	79%		34%			45%	ó		15%		6%
Hungary	84%		33%			5	1%		12	%	4%
Malaysia	81%		33%			489	%		179	%	2%
US	83%	3	2%			51	%		10%	7	7%
Germany	77%	3	2%			45%		13	%	11%	, D
Poland	82%	3	1%			519	%		11%		6%
Great Britain	82%	3	1%			519	%		10%	7	7%
Australia	82%	3	1%			51%	ò		12%		6%
Japan	80%	3:	L%			49%		8	%	13%	
Serbia	82%	30	%			52%			9%	99	6
Sweden	75%	30	%			45%		15	%	109	6
	(0% 10%	20%	30%	40%	50%	60% 70%	80%	90	%	100%
	Grea	atest happiness	Some happenet some bappenet some bappenet some bappenet som	piness 📕	Doesn't or co	ouldn't give m	e happiness	Does not a	oply to m	е	



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

Global Average			43%				3	3 6%		10%	11	%
Colombia	90%			6	7%				23%	l.	6%	4%
Brazil	85%			62%					23%	6%	10)%
Peru	89%			61%					28%		9%	2%
Mexico	89%			61%					28%		5%	5%
South Africa	88%			61%					27%		8%	5%
Argentina	88%			60%					28%		6%	6%
Turkey	83%			59%				2	24%	10%		7%
Chile	82%			53%				29%		8%	10)%
India	82%		47%	/ D				35%		12%		6%
China	87%		44%					43%			9%	4%
Spain	84%		44%					40%		9%		7%
Malaysia	81%		44%					37%		169	6	3%
Russia	87%		43%					44%			7%	5%
Saudi Arabia	78%		43%				3	5%		13%	9	9%
Hungary	83%		41%					42%		8%	9	9%
France	67%		40%				27%	7	%	27%		
	75%		39%				36%		109	6	16%	
South Korea	82%		36%				46%	0		12%		7%
Sweden	76%		36%				40%		1	.2%	13%	5
Poland	78%		35%				43%			13%	10)%
	74%		35%				39%		10	%	15%	
	72%		34%				38%		10%		18%	
Belgium	72%		34%				38%		9%	1	9%	
Australia	78%		33%				45%			9%	13%	,
Germany		Ĩ	29%			4	3%		12%		16%	
Canada		2	29%			34%		119	6	26%		
Great Britain		2	8%			43	%		10%		9%	
Japan	58%	15%			43%			16%		26%		

Greatest happiness Some happiness

% greatest

Doesn't or couldn't give me happiness
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

-	reates	t + some										
	piness											
Global Average			34%				45%			14%	7	%
Argentina	91%			61%					30%		6%	3%
Turkey	81%			57%				24%		11%	9%	6
Colombia	88%			57%					31%		10%	2%
Peru	89%			56%					33%		9%	2%
Brazil	86%			55%				3	1%	7%	6 7	7%
Mexico	86%			54%				32	%	9	%	5%
South Africa	81%		5	0%				31%		16%	, D	3%
Saudi Arabia	79%		44%					35%		10%	10%	6
Chile	82%		44%					38%		13%		5%
India	85%		44%					41%		13	3%	3%
Russia	86%		37%					49%		1	0%	4%
Malaysia	79%		34%				45%			19%		2%
Serbia	81%	3	32%				49%			14%		5%
Italy	81%	30	0%				51%			14%		5%
Spain	86%	30	0%				56%			9	%	5%
US	82%	29	1%				53%			13%		5%
Sweden	77%	26%)			<u> </u>	51%			17%		6%
France	71%	25%				46%			14%		15%	
China	77%	25%				[52%			16%		6%
Hungary	76%	24%				52	2%			17%		6%
Australia	77%	23%				54	1%			16%		6%
Japan	71%	20%				51%			13%	-	L 7 %	
Canada	73%	20%				53%				18%	9%	6
Belgium	70%	18%				52%			21	%	10%	6
Germany	74%	18%				56%				17%	9%	6
Poland	72%	17%				55%				22%		6%
Great Britain	73%	17%				56%				19%	8	%
South Korea	67%	12%			55%	,)			23%		11%	5
		0% 10%	20%	30%	40	% 50	% 6	0% 70	0% 80	% 90	%	100%
	Grea	atest happiness	Some ha	ppiness	Does	n't or could	n't give me	happiness	Does no	t apply to m	е	



Q25. Freedom to express my beliefs

lobal Average	76%	34%			42%			14%	11%	
Turkey	82%		54%			28%		9%	10%	
India	87%		48%			39%			10% 3%	
South Africa	84%		47%			37%		10%	6%	
Peru	80%		44%			36%		14%	6%	
Colombia	78%		43%		35	%		16%	7%	
Brazil	72%		43%		29%		10%	1	18%	
Mexico	75%		11%		34%		14%		11%	
Chile	69%		41%		28%		15%		15%	
Saudi Arabia	78%	4	0%		38%	6		12%	10%	
Sweden	79%	379	%		42%			13%	8%	
US	82%	36%	,		46%	1		12%	7%	
Argentina	64%	35%		29	%		17%	1	9%	
Malaysia	81%	33%			48%			14%	5%	
Belgium	78%	33%			45%			14%	8%	
Australia	79%	32%			47%			13%	8%	
Italy	75%	32%			43%			14%	11%	
Spain	74%	31%			43%			13%	12%	
Canada	77%	30%			47%			13%	10%	
Russia	76%	29%			47%			15%	9%	
France	68%	29%		39%	,)		12%	20)%	
Serbia	73%	27%		46	5%			17%	10%	
Poland	77%	26%			51%			15%	7%	
China	70%	26%		44%			14%		17%	
Great Britain	71%	25%		46%			169	6	13%	
Hungary	69%	25%		44%			22	2%	9%	
Germany	70%	23%		47%			18%		13%	
South Korea	77%	20%		57%	6			15%	7%	
Japan	67%	15%		52%			14%	1	9%	



Q2. My relationship with my partner/spouse:

% greatest

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

	piness piness	+ some								
Global Average	75%		48%	6			27%	5	3%	17%
Colombia	80%			61%				19%	8%	12%
Mexico	79%			59%			2	20%	7%	14%
Argentina	76%			58%			189	6 49	6	20%
Turkey	79%			57%			229	%	10%	12%
South Africa	78%			57%			21%	0	7%	16%
Serbia	83%			56%			2	.7%	4%	14%
Russia	86%			55%				31%		6% 8%
Chile	74%			55%			19%	7%	5	19%
Peru	80%		5	53%			27%		7%	14%
India	80%		ļ	53%			27%	,)	9%	11%
Hungary	79%		5:	1%			28%		7%	14%
Brazil	72%		50)%			22%	9%		19%
Australia	73%		499	%			24%	8%		19%
Spain	77%		48%	6			29%		8%	15%
Germany	77%		48%	6			29%		6%	17%
US	75%		48%	6			27%	69	6	19%
Belgium	73%		46%				27%	8%		19%
Great Britain	71%		46%				25%	5%	2	25%
Saudi Arabia	76%		45%				31%		11%	13%
Canada	69%		45%				24%	7%		24%
China	87%		44%				43%			6% 7%
Sweden	67%		43%			249	%	6%	27	7%
France	67%		43%			249	%	6%	27	7%
Italy	76%		42%				34%		8%	17%
Poland	75%		40%				35%		8%	16%
Malaysia	66%		37%			29%		12%		22%
South Korea	73%		33%			40%			13%	14%
Japan	57%	22%			35%		11%		32%	
	C	0% 10%	20%	30%	40%	50%	60%	70%	80%	90% 1
	G	reatest happiness	Some h	appiness	Doesn't o	r couldn't give	me happiness	Does no	ot 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

hap	-	+ some								
Global Average	piness	34%				40%		1	3%	13%
Brazil	74%	3470	49%			-070	29%		10%	12%
Colombia	78%		48%		_		33%		12%	7%
Turkey	81%		47%				28%		15%	9%
Chile	75% 72%		44%			28%		14%		14%
Mexico	72%		43%			329			15%	10%
Hungary	73%		1%			32%		15		13%
Russia	81%)%				11%		10%	8%
Argentina	77%)%			37%			13%	10%
Peru	77%	39	%			38%			13%	10%
South Africa	71%	389	6			33%		14%		16%
Spain	82%	37%	,)			45	%		11%	7%
France	71%	37%	/ 0			34%		8%	20)%
India	74%	36%				38%		1	3%	13%
Belgium	71%	34%				37%		15%		14%
China	86%	33%				53	%		8	<mark>% 6%</mark>
Serbia	77%	32%				45%			11%	12%
Italy	73%	32%				41%		1	4%	12%
US	71%	32%				39%		13%		16%
Canada	71%	30%			41	.%		15%		15%
Poland	79%	29%				50%			9%	12%
Sweden	75%	29%			4	46%			15%	11%
Australia	72%	29%			4	3%		12%	,	15%
Great Britain	71%	24%			47%			12%		17%
Malaysia	62%	24%			38%		1	6%	21	%
Germany	69%	22%			47%			14%		17%
South Korea	70%	21%			49%			16%		14%
Japan	58%	13%		45%			14%		27%	
			0% 30% me happiness			0% 60 n't give me l	0% 70 happiness		90 t apply to m	0% 100% ne



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

Brazil Colombia Argentina Mexico Peru 82	33% 33% 32% 77% 9% 32% 1%	28%	52 46% 42%	2%		4	5%			20%		
Brazil Colombia Argentina Mexico Peru Sz	33% 32% 77% 79% 32%		52 46% 42%	2%						ZU%		7%
Colombia Argentina Mexico Peru 82	32% 77% 79% 32%		46% 42%					31%		11%		6%
Argentina Mexico Peru Tudua	7% 9% 32%							36%		15		3%
Mexico Peru 82	'9% 32%						35	%		17%		6%
Peru 82	32%		41%				38	3%		16%		5%
Tradesc			40%				4	2%		17	%	2%
			40%				31%			22%		6%
	86%		37%					49%			11%	3%
Cauth Kanaa	'9%		36%				43%			17%		4%
Couth Africa	'3%		35%				38%			24%		4%
Russia 82	31%		34%				47%			13%		6%
Saudi Arabia 78	8%		34%				44%			13%	9	%
Spain 83	3%	31	%				52%			14	1%	3%
India 78	8%	31	%				47%			20%		3%
Chile 74	4%	31	%				43%			20%		6%
Italy 75	'5%	27%				4	8%			18%	1	8%
Malaysia 65	5%	27%				38%			3	3%		3%
Sweden 78	/8%	26%					52%			13%	2	8%
US 73	'3%	22%				51%				22%		5%
France 68	8%	22%				46%			18%		14%	
	'0%	21%				49%			2	24%		7%
	′5%	19%				56%				16%		3%
Poland 67	57%	15%			5	2%			26	5%		7%
	5%	15%			50)%			25%		9	%
	5%	15%			509	%			28%			8%
	68%	14%			5	4%			239	%	9	%
	50%	14%			46%				27%		13%	
	64%	13%			51%	2			17%	1	.8%	
Great Britain 63	51%	12%			49%				30%		9	%
_	0%		20% Some hap	30%	40	% 50 sn't or could)% 70	% 80	90%)%	100



Q11. My material possessions

-	piness									
Global Average	69%	21%			48%			2	2%	8%
Saudi Arabia	79%		38%			41%	0		14%	7%
Turkey	80%		35%			45%			14%	6%
Brazil	75%		35%			40%			15%	10%
China	87%	31				56	6%			8% 4%
India	78%	31	%			47%			18%	4%
Malaysia	79%	30%	6			49%			18%	3%
Peru	74%	30%	6			44%			22%	4%
Mexico	69%	27%			42%	6		22	%	9%
Russia	76%	25%			5	51%			18%	7%
Argentina	68%	25%			43%			2	5%	7%
Colombia	71%	24%			47%	,)			24%	5%
South Africa	66%	24%			42%			289	%	7%
Chile	66%	21%			45%			25%	,)	9%
South Korea	78%	19%			599	%			16%	6%
France	60%	19%		4	1%			22%	1	.8%
Spain	71%	18%			53%				21%	8%
Hungary	68%	17%			51%			2	4%	7%
US	61%	17%		44	%			32%		7%
Italy	62%	16%		46	5%			27%		11%
Poland	69%	15%			54%			2	4%	7%
Belgium	69%	15%			54%			21	%	10%
Australia	67%	14%			53%			2	5%	7%
Canada	64%	14%		50)%			29%	,)	7%
Sweden	61%	14%		47%				31%		9%
Germany	60%	13%		47%				28%		12%
Great Britain	63%	12%		51%				30%		7%
Japan	65%	11%		54%	6			16%	1	9%
Serbia	61%	9%		52%				30%		9%
		% 10%	20%	30% 4	10% 5	50% 60)% 70	0% 80)% 1



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

lobal Average	69%	24%			45%			19%		12%
Colombia	83%		44%				39%		13%	4%
Turkey	82%		42%				40%		14%	4%
Chile	76%	3	9%			37%			17%	8%
Argentina	78%	37	%			41%			14%	8%
Mexico	77%	37	%			40%			16%	7%
Peru	77%	35%	0			42%			18%	4%
Saudi Arabia	75%	33%				42%			16%	9%
Brazil	71%	33%				38%		15%		14%
India	78%	29%				49%			18%	4%
Spain	81%	27%				54%			11%	7%
South Africa	64%	26%			38%			25%		11%
France	65%	25%			40%			14%	21%	
China	80%	21%			5	9%			14%	6%
Hungary	66%	21%			45%			21%		13%
Poland	72%	20%			52%			16%		13%
Belgium	69%	20%			49%			19%		12%
Japan	71%	19%			52%			10%	199	%
Malaysia	70%	19%			51%			22	2%	8%
Australia	68%	19%			49%			20%		13%
US	61%	17%		449	6			26%		12%
Serbia	71%	16%			55%			16%		13%
Sweden	58%	15%		43%				29%		13%
Germany	57%	15%		42%			26	5%	17	7%
Italy	56%	15%		41%			23%		21%	
Great Britain	64%	14%		50%	6			23%		12%
Canada		14%		46%				25%	1	.6%
South Korea	63%	13%		50%				25%		12%
Russia	57%	11%		46%			21%		22%	



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 % greatest

	greatest opiness	: + some									
	opiness										
Global Average	67%		48%				19%		7%	26%	
Serbia	76%			69%					7% 2%	23%	6
Mexico	76%			64%				12	2% 5%	1	.9%
Argentina	71%			63%				8%	2%	26%	
Peru	77%			62%				15	5%	8%	15%
Turkey	76%			60%				16%	5%	1	.9%
Colombia	71%			60%				11%	6%	23%	6
South Africa	68%			59%				9%	3%	28%	
Russia	80%		50	6%				24%	,)	8%	12%
Chile	69%		5	6%				13%	6%	24%	
Saudi Arabia	78%		52%	,)				26%		8%	14%
Brazil	69%		52%	0			1	L7%	6%	24%	
Spain	69%		51%				18	%	7%	25%	
Hungary	68%		51%				17	%	7%	25%	
Poland	75%		50%					25%	7%		18%
France	64%		48%				16%	6%		31%	
India	72%		45%				27%		10%	1	9%
Sweden	60%		44%				16%	8%		32%	
Belgium	63%		43%				20%	6%		31%	
Australia	62%		43%				19%	7%		32%	
US	61%		43%				18%	6%		33%	
China	83%		40%					43%		8%	9%
Italy	60%		40%			20	0%	8%		31%	
Great Britain	54%		38%			16%	4%		42	%	
Germany	56%		37%			19%	69	6		37%	
Canada	55%		37%			18%	5%		40	0%	
Malaysia	60%		35%			25%		11%		29%	
South Korea	62%		33%			29%		14	1%	23%	6
Japan	50%	19%		31%			10%		4(0%	
	C	0% 10%	20%	30%	40%	50	60)% 70	0% 8	0% 9	0% 100%
	Grea	atest happiness	Some happing	ness 📕 🛙	Doesn't	or could	n't give me l	happiness	Does no	ot apply to n	าย



Q6. Forgiving someone for something

% greatest

ha	ppines	s + some								
Global Average					41%			18%		17%
South Africa	79%		41%			389	%		9%	13%
Brazil	70%		41%			29%		10%		0%
India	83%		40%				43%		11	% 5%
Saudi Arabia	79%	4	10%			39	%		14%	7%
Turkey	74%	37	%			37%		1	L4%	12%
Peru	76%	369	%			40%			17%	6%
Colombia	71%	369	6			35%		17	%	12%
Mexico	66%	34%			3	2%		17%		16%
Malaysia	78%	33%				45%			15%	7%
Chile	64%	31%			33%			18%		18%
Argentina	57%	25%		3	32%		20%		23%	0
Hungary	70%	24%			46%			19	%	11%
US	68%	23%			45%			16%		15%
China	72%	21%			51%			1	18%	10%
Spain	64%	19%			45%			19%		17%
Serbia	62%	19%		43	3%		169	%	23%	6
Australia	68%	18%			50%			18%		14%
Germany	63%	18%		4	5%			19%		18%
Russia	61%	18%		43	%			21%		18%
Canada	61%	18%		43	%			21%		17%
Poland	68%	17%			51%			14%		18%
France	47%	16%		31%		17%			36%	
Italy		15%		39%			21%		24%	
Great Britain	58%	13%		45%			21%	, >	21	%
Belgium	54%	13%		41%			25%		21	%
Sweden	51%	13%		38%			26%		23%	0
South Korea	64%	11%		53%				27%		10%
Japan	44%	4%	40%			27%			29%	
	(0% 10% 2	20% 30	0% 40	0% 50	0% 60	0% 70)% 80)% 90	0% 1009
	Grea	atest happiness	ome happines	ss Doe	sn't or could	n't give me l	nappiness	Does no	ot apply to m	е



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

lpsos

hap	reatest piness piness	+ some								
	65%	22%			43%			19%		16%
Saudi Arabia	79%		43%				36%		13%	8%
Turkey	77%	3	9%			38%)		13%	10%
Peru	76%	37	%			39%			15%	9%
Brazil	74%	37	%			37%		11	%	15%
India	79%	32%				47%			15%	7%
Colombia	79%	32%				47%			14%	7%
South Africa	74%	31%				43%			16%	10%
Mexico	69%	31%			38	%		18%		14%
Argentina	66%	29%			37%			16%	1	L8%
Malaysia	78%	28%				50%			16%	5%
Chile	64%	26%			38%			18%	1	18%
Serbia	78%	25%				53%			10%	12%
China	72%	25%			47%			16	%	13%
US	70%	19%			51%			15%		15%
Spain	66%	18%			48%			16%		17%
Hungary	62%	16%		469	6			22%		16%
Italy	57%	16%		41%			23%	6	1	9%
Australia	58%	14%		44%			24	%	1	18%
Sweden	50%	14%		36%			30%		20)%
France	45%	14%	31	%		18%			37%	
Russia	55%	13%		42%			22%		23%	6
Belgium	55%	13%		42%			22%		23%	6
Canada	58%	12%		46%			22	%	1	9%
Poland	60%	10%		50%				27%		13%
Great Britain	55%	9%		46%			26%)	1	18%
South Korea	58%	8%		50%				30%		12%
Germany	46%	8%	38%			3	0%		25%	
Japan	35%	4%	1%		26%			3	9%	
	0	% 10%	20% 30)% 40)% 50	0% 60	0% 70	% 80	0% 90	0% 1009

Q17. Being recognized as a successful person

-	reatest										
	piness piness	+ some									
Global Average		26%			38%			22%		14%	
Turkey	87%		54%				3	3%			%
Peru	87%		48%				39%				%
India	83%		46%				37%		1	3% 4%	
Mexico	75%		43%			32	%		15%	9%	
Colombia	77%		41%			36%	6		16%	7%	
South Africa	76%		39%			37%			16%	7%	
Brazil	69%	3	8%			31%		15%		16%	
Saudi Arabia	76%	36	5%			40%			13%	10%	
Chile	69%	32%			37	7%		19%		12%	
Hungary	66%	30%			36%			22%		12%	
Malaysia	72%	27%			45%	0		2	20%	9%	
China	71%	27%			44%	/ 0		15%		14%	
Argentina	64%	27%			37%			22%		14%	
South Korea	74%	23%			51%				17%	9%	
Spain	66%	23%			43%			21%		13%	
Canada	58%	19%		39%				28%		14%	
US	60%	18%		42%)			26%		14%	
Poland	60%	18%		42%)			26%		14%	
Belgium	55%	18%		37%			289	%		17%	
Italy	51%	18%		33%			27%		22	2%	
France	51%	18%		33%			21%		28%		
Australia	60%	17%		43%				25%		16%	
Serbia	61%	16%		45%				26%		13%	
Russia	48%	15%		33%			29%		23	%	
Germany	53%	13%		40%			30%			18%	
Great Britain	52%	13%		39%			31%			18%	
Sweden	45%	12%	33%	,)			37%			18%	
Japan	38%	7%	31%		25	5%			37%		
	0	% 10%	20% 30	0% 409	% 50	% 60)% 70)% 80)%	90% 1	100%
	Grea	itest happiness	Some happines	s Does	n't or could	n't give me l	happiness	Does no	t apply to	me	



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

-	piness 63%	25%				38%		1	.6%	219	0/
South Africa	76%	2370	42%			30/0	349			0%	14%
Saudi Arabia	80%		41%					9%		12%	8%
Peru	73%		40%				33%		15	5%	12%
Brazil	67%		39%				28%		11%	22%	
Colombia	71%		37%				34%		15%		14%
Malaysia	79%	3	5%				44%			15%	7%
Turkey	70%	3	5%				35%		16%		15%
Mexico	64%	3	4%			30	1%		15%	20	%
India	78%	33	%				45%			14%	8%
Chile	59%	329	%			27%		18%		23%	
Hungary	65%	26%				39%			18%	<u> </u>	L7%
US	67%	24%				43%			14%	19	9%
Argentina	53%	24%			29%			20%		28%	
Germany	64%	22%				42%			15%	219	%
Spain	62%	22%				40%		1	7%	219	%
Australia	65%	21%				44%			17%	19	9%
Russia	57%	21%			36%	6		22%		219	%
Canada	62%	20%			4	2%		1	7%	219	%
Belgium	56%	19%			37%			19%		25%	
China	67%	17%				50%			22%		11%
France	43%	17%		26%		10%			47%		
Sweden	54%	16%			38%			19%		27%	
Serbia	51%	16%			35%		13%			36%	
Italy	48%	16%		3	2%		18%			34%	
Great Britain	57%	15%			42%			19%		24%	
Poland		15%			39%			21%		26%	
South Korea	69%	12%				7%			20%		11%
Japan	57%	7%		5	0%			16%		27%	



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

lobal Average	opiness	33%		30%	6	12	%	24%	
Russia	82%		53%			29%		8%	10%
Turkey	65%	4	4%		21%		.2%	23%	
Colombia	71%	419	6		30%		11%	1	.8%
India	80%	40%			409	%		11%	10%
Germany	75%	39%			36%		10	%	16%
Mexico	66%	39%			27%		14%	20)%
Saudi Arabia	76%	38%			38%			13%	12%
South Africa	62%	38%		24	4%	14%	6	24%	
China	75%	36%			39%			13%	12%
Peru	65%	35%		3()%		16%	1	9%
US	68%	33%		3	5%		9%	23%	,)
Belgium	64%	33%		31%	0	11	%	25%	
Poland	60%	33%		27%		10%		30%	
Chile	58%	33%		25%		14%		28%	
Brazil	56%	32%		24%		1%		34%	
Serbia	55%	32%		23%	9	%		35%	
Australia	61%	30%		31%		12%		27%	
France	48%	30%	1	8%	6%		45%		
South Korea	69%	29%		409	%		13%		8%
Great Britain	61%	29%		32%		10%		29%	
Sweden	60%	29%		31%		13%		27%	
Argentina	51%	29%	2	2%	15%			34%	
Spain	66%	28%		38%		1	.0%	24%	
Malaysia	65%	28%		37%			19%		16%
Canada	59%	28%		31%		11%	-	29%	
Hungary	1770	24%	23%		15%		3	39%	
Italy	52%	23%	29%		13%			35%	
Japan	63%	21%		42%		13	%	24%	



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 % greatest

hap	-	+ some								
hap Global Average	piness	26%		2	81%		18%		24%	
Brazil		20/0	57%	3	01/0		269	0/	7%	11%
South Africa	83%		56%				25%		10%	9%
Saudi Arabia	81%									
Turkey	86%		55%			2		1%	7%	
Colombia	74%		48%		_		.6%		16%	10%
	78%		47%				31%		14%	9%
Malaysia	85%		44%			0.404	41%			1% 4%
Peru	74%		10%			34%			16%	10%
India	78%	37				41%			14%	8%
Mexico	67%	33%				4%		17%		15%
US	65%	30%			35%			14%	219	%
Chile	54%	26%		28	%		21%		24%	
Argentina	52%	25%		27%			20%		28%	
Serbia	58%	22%		369	%		19%		23%	
Canada	49%	19%		30%		20%	0		31%	
China	54%	18%		36%			17%		29%	
Australia	47%	18%		29%		21%			32%	
Italy	48%	16%		32%		22%	/ 0		30%	
Russia	47%	16%		31%		23%	1		30%	
France	38%	16%	22%		16%			46%		
South Korea	53%	15%		38%			22%		25%	
Poland	53%	15%		38%			23%		23%	
Great Britain	41%	15%	26%		19	9%		4(0%	
Spain	44%	14%	30%	/ 0		25%			31%	
Hungary	39%	13%	26%		2	.3%			37%	
Sweden	36%	12%	24%		27%	6			38%	
Germany	36%	11%	25%		26%				38%	
Belgium	41%	10%	31%			27%			32%	
Japan	45%	8%	37%			20%			34%	
	C	10%	20% 30	% 40%	% 50	60	% 70)% 80	0% 90	% 100%
	Grea	atest happiness	ome happines	s Does	n't or could	n't give me ł	nappiness	Does no	ot apply to m	e



Q29. New political leadership in my country

% greatest

hap	reatest piness piness	+ some									
Global Average		22	%		34	%		2	9%		15%
Turkey	71%		40)%			31%		169	6	13%
Brazil	67%		40)%			27%		18%		16%
Peru	72%		38%	%			34%			21%	7%
South Africa	73%		34%				39%			21%	6%
Colombia	65%		32%			33%	6		25%		10%
Argentina	60%		32%			28%			25%		15%
Chile	58%		30%			28%			28%		13%
India	65%		27%			38%			27%		9%
Mexico	59%		26%			33%			25%		16%
Hungary	53%		26%		27	1%		34	%		13%
US	60%	2	.5%			35%			31%		10%
Sweden	52%	19%			33%			35%	/ 0		14%
Spain	61%	18%			43	3%			24%		14%
France	51%	18%			33%			28%		2	1%
Italy	52%	17%			35%			28%			19%
Malaysia	56%	15%			41%				36%		7%
Belgium	55%	15%			40%			3	1%		14%
Poland	53%	15%			38%			32%	6		15%
Serbia	45%	15%		30	0%			33%		22	2%
Great Britain	52%	14%			38%			33%			16%
Russia	49%	13%			36%			32%			19%
Australia	49%	13%			36%			34%			17%
Germany	47%	13%		34	4%			31%		22	2%
South Korea	48%	12%		36	5%			37%			16%
Canada	46%	11%		35%	6			38%			16%
Japan	38%	3%	3	5%			29%			33%	
		% 10% test happiness)% 30 me happines		0% 50		50% 70 happiness		ot apply to i	90% 1009 me



Q28. Moving to another country

% greatest

happiness + some

	piness	+ Some								
Global Average	-	17%	2	7%		27%			29%	
Turkey	44% 57%		2%	//0	25%	21/0	23%)%
Colombia	57% 64%		2% L%		33%		23%	24%	20	13%
Brazil	64% 55%	29			26%		17%	2470	27%	1370
Peru	55% 62%	27%			35%		1/70	21%		16%
South Africa	62% 56%	27%			29%		279			10%
Saudi Arabia	56% 61%	26%			35%			‰ 21%		17% 18%
India	55%	25%	_	2()%		24%	21/0	21	
Mexico	53%	25%		289			24%		23%	
Argentina	53% 46%	23%		23%	/0	23%	2470		30%	
Chile	40%	19%		29%			6%		26%	
Serbia	48%	17%	25			31%	070		20%	
Russia	42%	17%	25			22%			35%	
Belgium	51%	16%	23	35%		2270	26%		23%	
Italy	44%	15%	29			27%	2070		29%	
Malaysia	41%	14%	27%	,.		27%		-	32%	
France		14%	26%		2	2%		:	38%	
Sweden	37%	12%	25%			37%			26%	
Germany	35%	12%	23%		30	1%			35%	
Great Britain	38%	11%	27%			28%			34%	
China	37%	11%	26%		26	5%			37%	
US	32%	11%	21%		31%				37%	
Poland	42%	10%	32%			29%			29%	
Australia	37%	9%	28%		2	.9%			35%	
South Korea	37%	8%	29%			29%			34%	
Spain	31%	8%	23%		4(0%			30%	
Canada	30%	7%	23%		33%				37%	
Hungary	24%	7% 1	7%		41%				34%	
Japan	16%	2% 14%	26%	6			5	8%		
		10% 10%	20% 30 Some happines		50 sn't or could				0% 90 ot apply to m	0% 1009 ne



Q30. Time spent on social media

% greatest

happiness + some

	ppines	s + some									
Global Average	42%	11%		31%			3	9%		1	9%
Turkey	65%		27%			38%			27%	6	8%
Saudi Arabia	67%		25%			42%			229	%	10%
India	65%		22%			43%			29)%	6%
Brazil	46%	19	9%		27%		3	0%		24%	
China	74%	18	%			56%				20%	6%
Mexico	47%	15%		3	32%			38%			16%
Malaysia	61%	13%			48%				31%		8%
Colombia	39%	13%		26%				50%			11%
Peru	53%	12%			41%				38%		9%
South Africa	40%	10%		30%				44%			16%
Chile	38%	10%		28%			43	%		1	18%
Argentina	33%	10%	Ĩ	23%			46%			21	%
Spain	43%	9%		34%				40%			16%
US	39%	9%		30%			42	%		1	.9%
Sweden	29%	9%	20%	,			49%			23%	6
Australia	39%	8%		31%			42	%		1	.9%
Germany	35%	8%	2	.7%			39%			27%	
France	30%	8%	22%)		34%				37%	
South Korea	48%	7%		41%				35%			17%
Poland	37%	7%		30%			44%	, D		1	.9%
Belgium	37%	6%	3	31%			42%			21	%
Italy	28%	6%	22%			44	1%			28%	
Canada	36%	5%	31	L%			45%				.9%
Great Britain	33%	5%	28%	/ D			41%			26%	
Hungary	24%	5%	19%				4%			23%	6
Japan	36%	4%	32	%		3	30%			34%	
Russia	26%	3%	23%				9%			25%	
Serbia	23%	3%	20%			52%	%			25%	
			0% 20)% 60				0% 100%
	Grea	atest happin	ess Sor	ne happines	ss Doe	sn't or could	In't give me h	appiness	Does no	ot apply to m	ie



- 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.



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