



PRESS RELEASE

India ranks 9th on Happiness among 28 global markets: Ipsos Global Happiness Survey

Australia and Canada are tied at the top spot as happiest nations

Living conditions, physical wellbeing, personal safety and security, friends, feeling in control of life, emerged as some of the top determinants of happiness

New Delhi, August 30, 2019: According to a new global survey by Ipsos, India has ranked 9th in the pecking order on Happiness, among 28 nations polled.

Interestingly, markets with the highest prevalence of happiness are largely the developed nations, known for their citizen centricity ; Australia and Canada tied at the top spot (at 86%) have emerged as the happiest nations of the world, followed by China (83%), Great Britain (82%), France (80%), US (79%) and Saudi Arabia (78%) – these are the eight markets preceding India – and the survey shows that India is a notch below them (at 77%).

So, which were the markets, lowest on the happiness sweepstakes? **Argentina (34%), Spain (46%) and Russia (47%)**, emerged at the bottom of the heap, among the **28 markets**.

Notably, globally, happiness levels have receded in 2019, vis-à-vis 2018. For India too, there's been a 6 per cent drop (from 83% in 2018 to 77% in 2019).

What makes Indians happy?

Buddha said, ages ago, 'There is no path to happiness, happiness is the path.' Interestingly, the **Ipsos global happiness survey**, demystifies the true determinants of happiness.

The factors voted as most important in triggering happiness were: **My living conditions (89%), my health/ physical wellbeing (88%), my personal safety and security (88%), my friends (87%), feeling in control of my life (86%), feeling my life has meaning (86%), my hobbies/ interests (85%), the wellbeing of my country (85%)**, among others.

"For Indians it boils down to comfortable living conditions, robust health, good financial conditions, friends and social circle and to have purpose in life. Hobbies and interests are





PRESS RELEASE

important too,” says Parijat Chakraborty, Country Service Line Leader, Public Affairs and Corporate Reputation, Ipsos India.

The top global list for happiness, is at slight variance. The top determinants of happiness were: **My physical health/ wellbeing (88%), my living conditions (86%), my hobbies/ interests (85%), my personal safety/ security (85%), feeling that my life has meaning (85%), feeling in control of my life (84%), satisfaction with the direction my life is going in (84%), having more money (84%), having more friends (83%), et al.**

About the Study

These are the findings of a 28-country Ipsos survey conducted via Ipsos’s Global Advisor online survey platform between May 24th and June 7th, 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. The





PRESS RELEASE

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.

ABOUT IPSOS

Ipsos is now 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need of 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.

