

# GLOBAL HAPPINESS 2020

What Makes People Happy in the Age of COVID-19

A 27-Country Global Advisor Survey

October 2020

For more information about this survey, go to: <https://www.ipsos.com/en/global-happiness-study-2020>

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# Level of Happiness by Country

Global Advisor

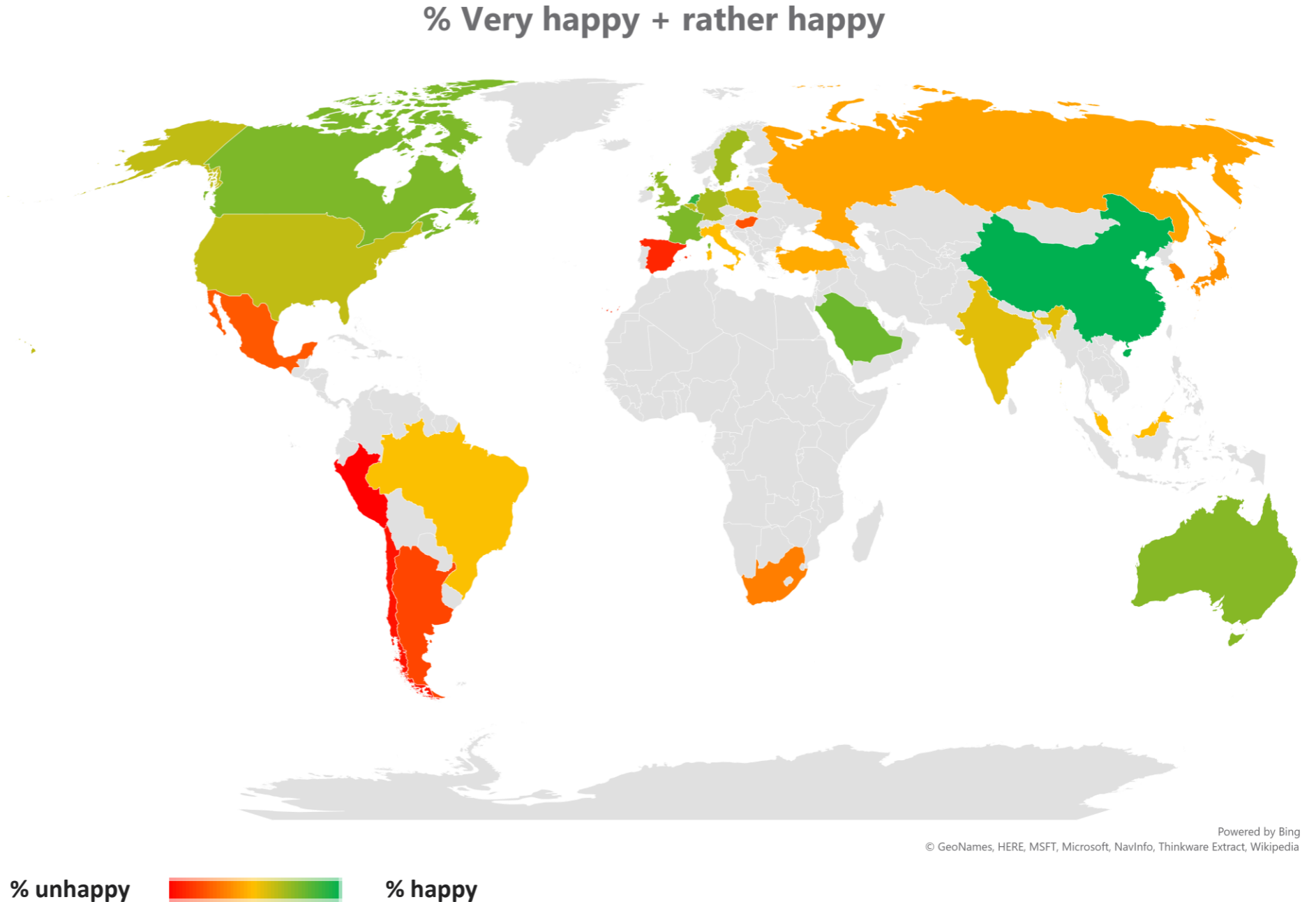


## Level of Happiness

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

Among 27 countries surveyed, happiness is most prevalent in China and the Netherlands, with about 9 in 10 in each country describing themselves as “very” or “rather” happy (93% and 87%, respectively). Saudi Arabia (80%), France and Canada (both 78%) follow.

Fewer than half of adults in Peru (32%), Chile (35%), Spain (38%), Argentina (43%), Hungary (45%), and Mexico (46%) say they are happy.



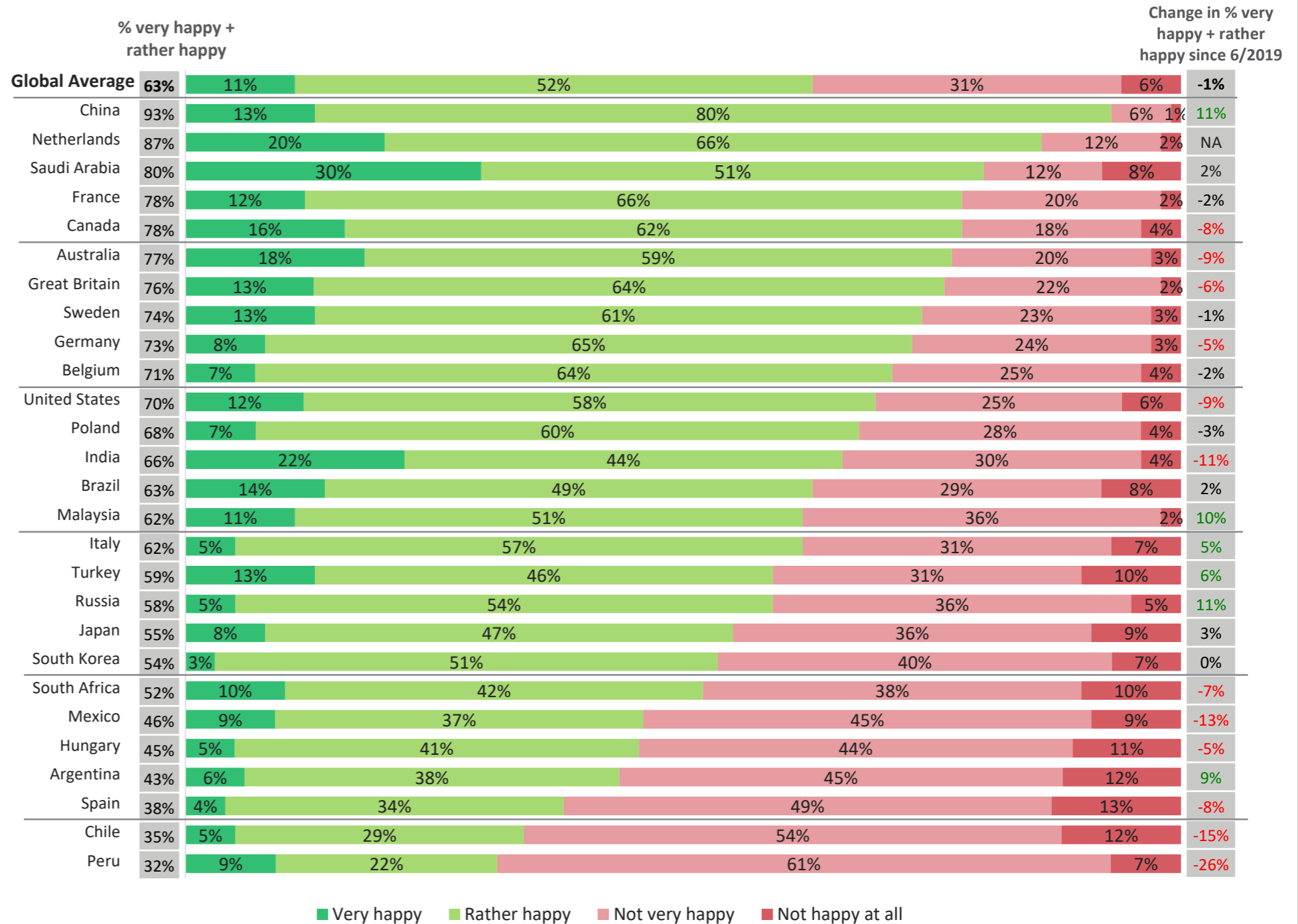
# Level of Happiness

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

Just over 6 in 10 (63%) adults globally report being happy: 11% very much so and 52% rather so.

Countries with the highest proportion of adults considering themselves as very happy are Saudi Arabia (30%), India (22%), and the Netherlands (20%).

Those with the highest prevalence of adults saying they are *not happy at all* are Spain (13%), Argentina and Chile (each 12%).



Very happy Rather happy Not very happy Not happy at all

Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



# Level of Happiness

## Trended Data

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

Compared to 2019, the prevalence of happiness globally has remained nearly unchanged. It has increased by at 5 points or more in six countries, most off all China and Russia, Malaysia, and Argentina. It has decreased by 5 points or more in 12 countries, most of all Peru, Chile, Mexico, and India.

Compared to 2011, the percentage of those saying they are happy in 2020 has fallen by 14 points globally. It is down by 5 points or more in 17 in 23 surveyed both years, including Mexico, Turkey, South Africa, Argentina, Spain, and India where it is down by more than 20 points. The only country showing a significant increase since 2011 is China (+15 points).

## % very happy + rather happy

	Dec-11	May-13	Mar-17	Feb-18	Jun-19	Aug-20	Change since December 2011	Change since June 2019
Global Average	77%	77%	61%	70%	64%	63%	-14%	-1%
China	78%	79%	84%	85%	82%	93%	15%	11%
Netherlands						87%		
Saudi Arabia	83%	74%	75%	76%	78%	80%	-3%	2%
Canada	85%	83%	81%	81%	86%	78%	-7%	-8%
France	84%	81%	68%	77%	80%	78%	-6%	-2%
Australia	86%	84%	72%	82%	86%	77%	-9%	-9%
Great Britain	79%	81%	71%	78%	82%	76%	-3%	-6%
Sweden	80%	87%	74%	81%	75%	74%	-6%	-1%
Germany	76%	77%	71%	68%	78%	73%	-3%	-5%
Belgium	80%	80%	71%	80%	73%	71%	-9%	-2%
United States	85%	83%	80%	82%	79%	70%	-15%	-9%
Poland	75%	72%	66%	71%	71%	68%	-7%	-3%
India	89%	87%	78%	83%	77%	66%	-23%	-11%
Brazil	77%	81%	56%	73%	61%	63%	-14%	2%
Italy	73%	68%	53%	60%	57%	62%	-11%	5%
Malaysia				69%	52%	62%		10%
Turkey	89%	83%	58%	60%	53%	59%	-30%	6%
Russia	61%	62%	56%	62%	47%	58%	-3%	11%
Japan	70%	69%	62%	60%	52%	55%	-15%	3%
South Korea	71%	62%	48%	57%	54%	54%	-17%	0%
South Africa	79%	83%	59%	72%	59%	52%	-27%	-7%
Mexico	78%	80%	43%	67%	59%	46%	-32%	-13%
Hungary	43%	52%	48%	48%	50%	45%	2%	-5%
Argentina	68%	67%	48%	56%	34%	43%	-25%	9%
Spain	63%	57%	43%	53%	46%	38%	-25%	-8%
Chile			41%	71%	50%	35%		-15%
Peru			36%	54%	58%	32%		-26%

In addition to the countries listed on the table with a percentage, the global average for the following years factored results for countries surveyed that year, but not in 2020: 2011: Indonesia; 2013: Indonesia and Norway; 2017: Colombia; 2018: Serbia; and 2019: Colombia and Serbia. See methodology section for sample sizes.

# Level of Happiness

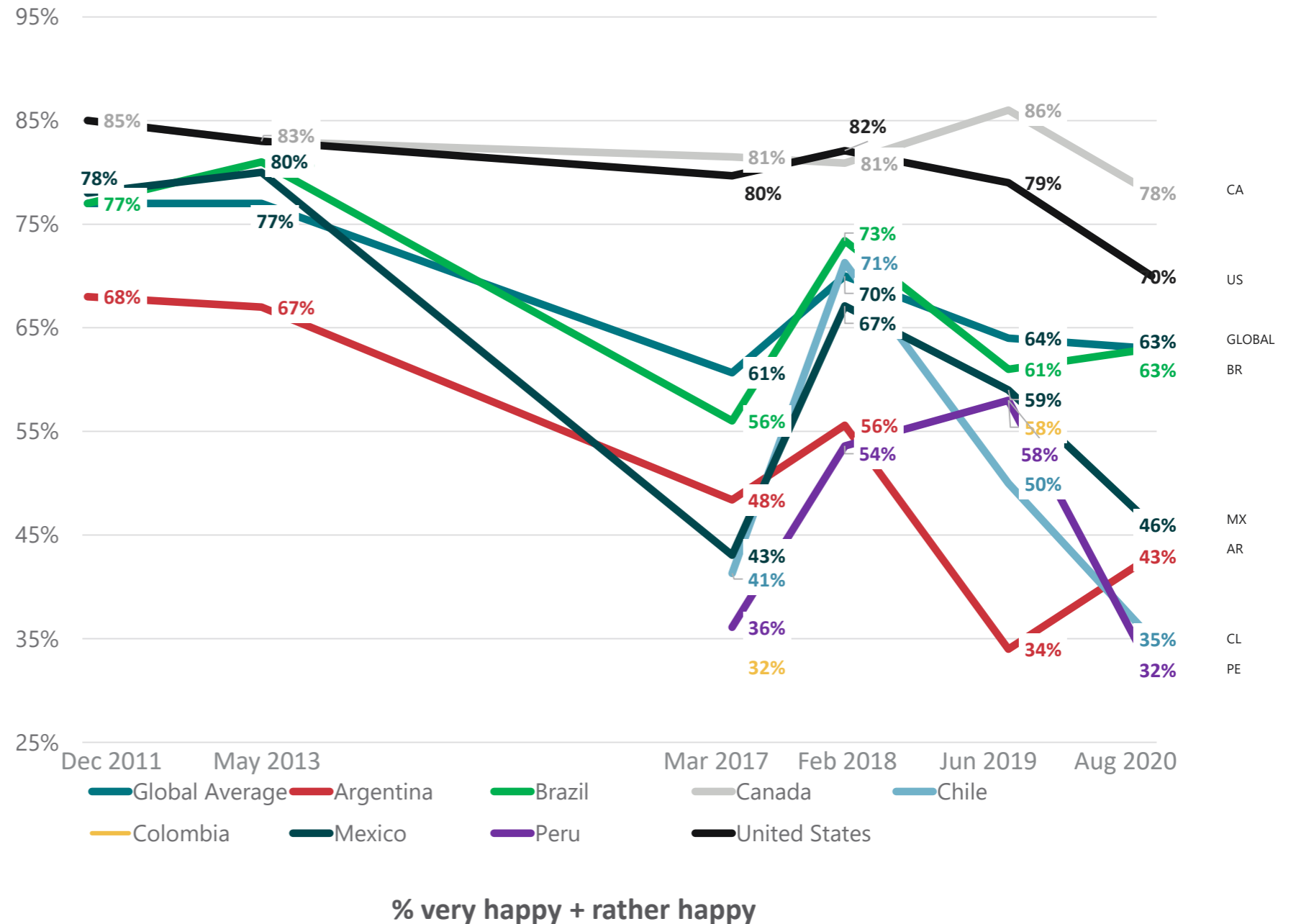
## Trended Data: Americas

**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 virtually unchanged from 2019. It is about on par with the study low recorded in March 2017 – and 14 points below the highs seen in 2011 and 2013.

Only 2 countries in the Americas show gains between 2019 and 2020: Argentina (+ 9) and Brazil (+2).

At the other end of the spectrum, Peru, Chile, and Mexico each see double-digit declines vs. 2019 (-26, -15, and -13 points, respectively). Declines of nearly 10 points are seen in both Canada and the United States (-8 and -9), though adults in these countries are the happiest in the region (78% and 70%).



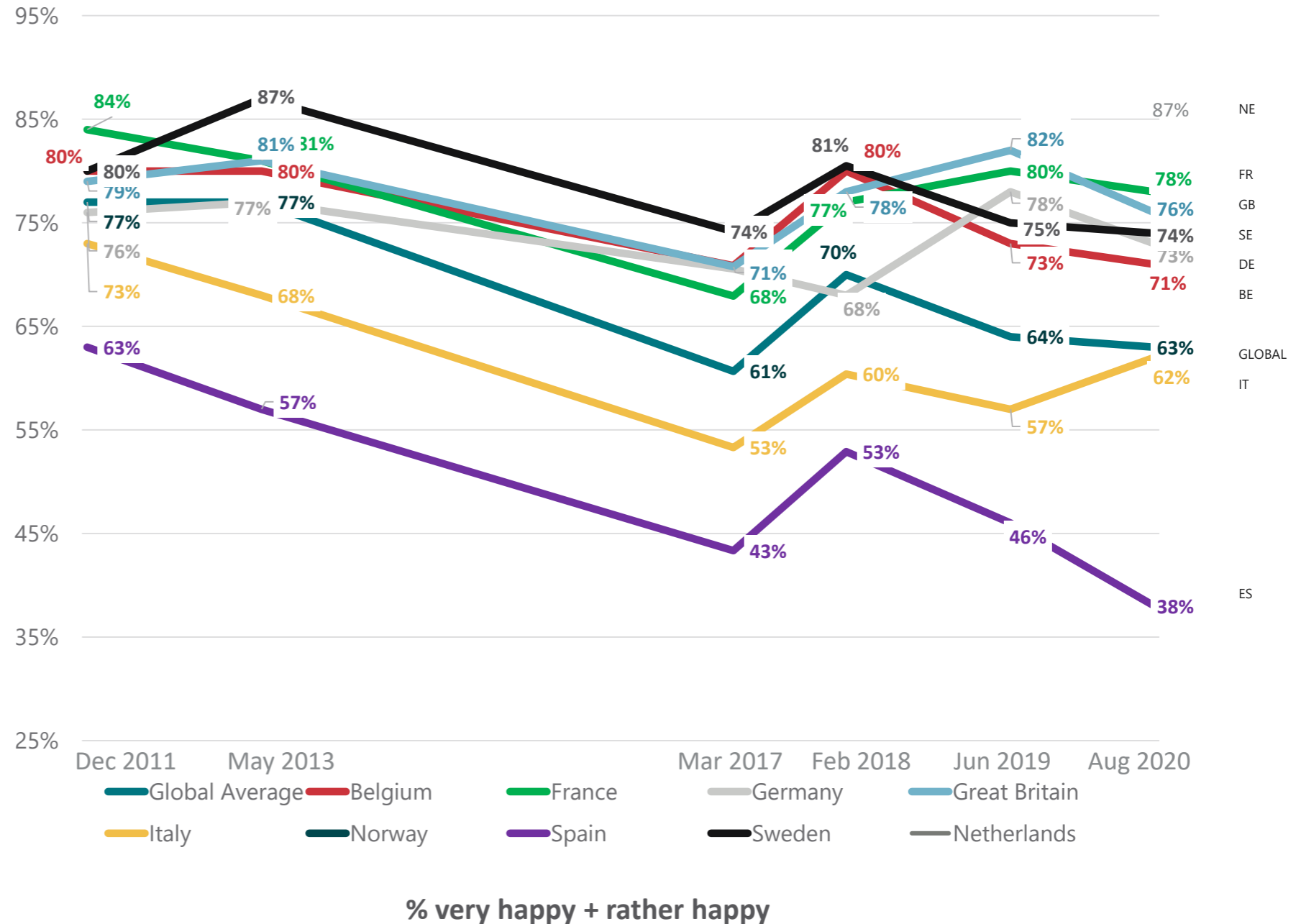
# Level of Happiness

## 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**

In nearly all of the Western European countries surveyed, the percentage of adults who consider themselves very or rather happy in 2020 is either in line with or a bit lower than 2019. For instance, Sweden, Belgium, and France are only down by 1 or 2 points. Erosion in Spain (-8), Great Britain (-6), and Germany (-5) is a bit more pronounced.

Italy is the only Western European country surveyed to buck this trend – happiness has risen by 5 points since 2019. Though at 62%, this is still 11 points below the high recorded in 2011. New this wave, the Netherlands posts very strong levels of happiness (87%) – highest in the region and in 2<sup>nd</sup> place globally.



See methodology section for sample sizes

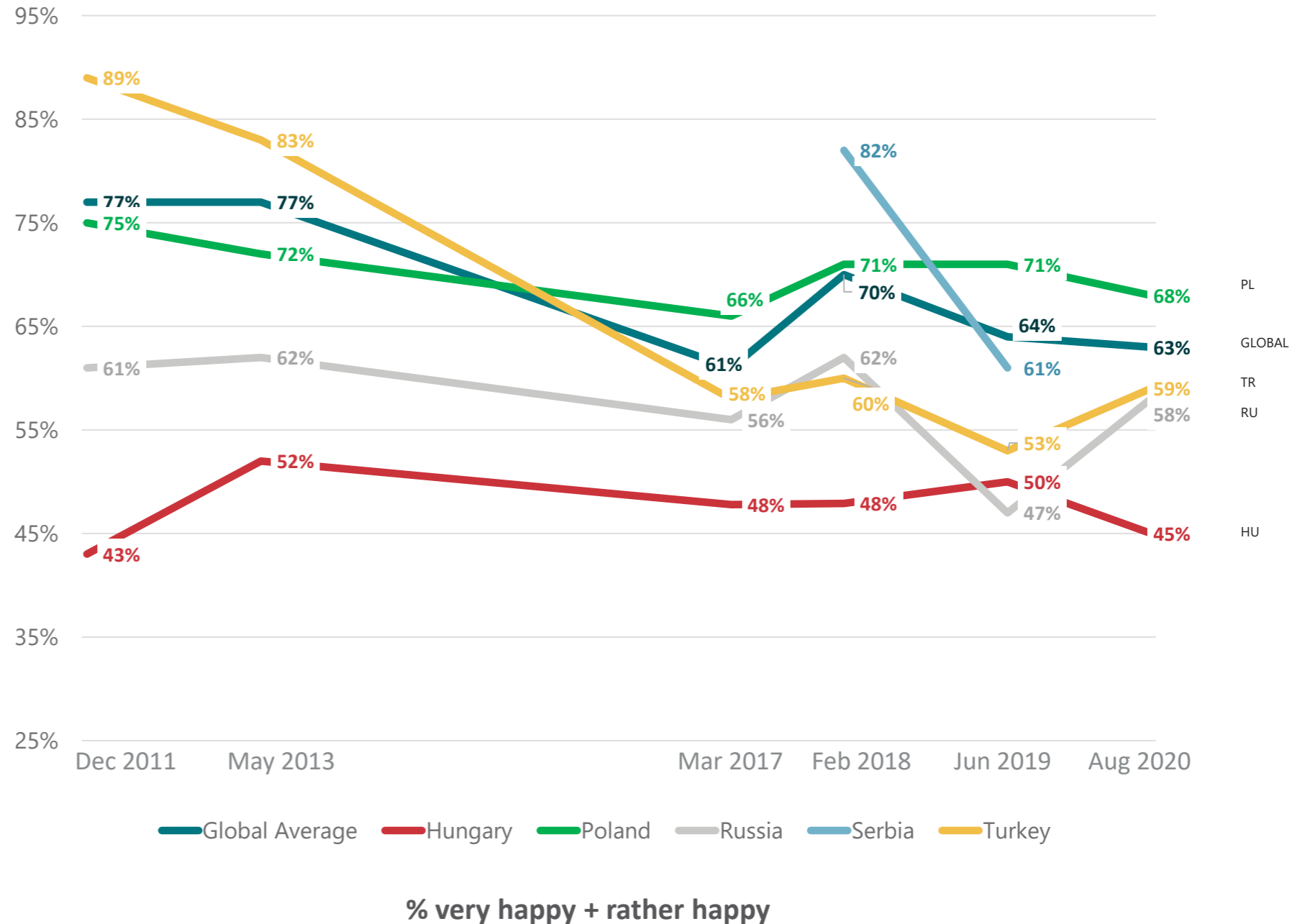
# Level of Happiness

## Trended Data: Central/ Eastern Europe, Turkey

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

Mixed movement is seen in happiness levels among the Central/Eastern European countries surveyed. Poland is the most stable, with happiness down just 3 points from 2019 (to 68%). A somewhat larger decline is seen in Hungary (down 5, to 45%). Happiness in these two countries is now approaching study lows – of 43% in Hungary recorded in 2011 and of 66% seen in Poland in 2017.

By contrast, positive movement is seen in Russia – up 11 points vs. 2019, to 58% – and more in line with prior readings. Happiness among Turkish adults is up 6 points, to 59% – though this is still very far off from the happiness levels seen 7 to 9 years ago (north of 80%).



See methodology section for sample sizes



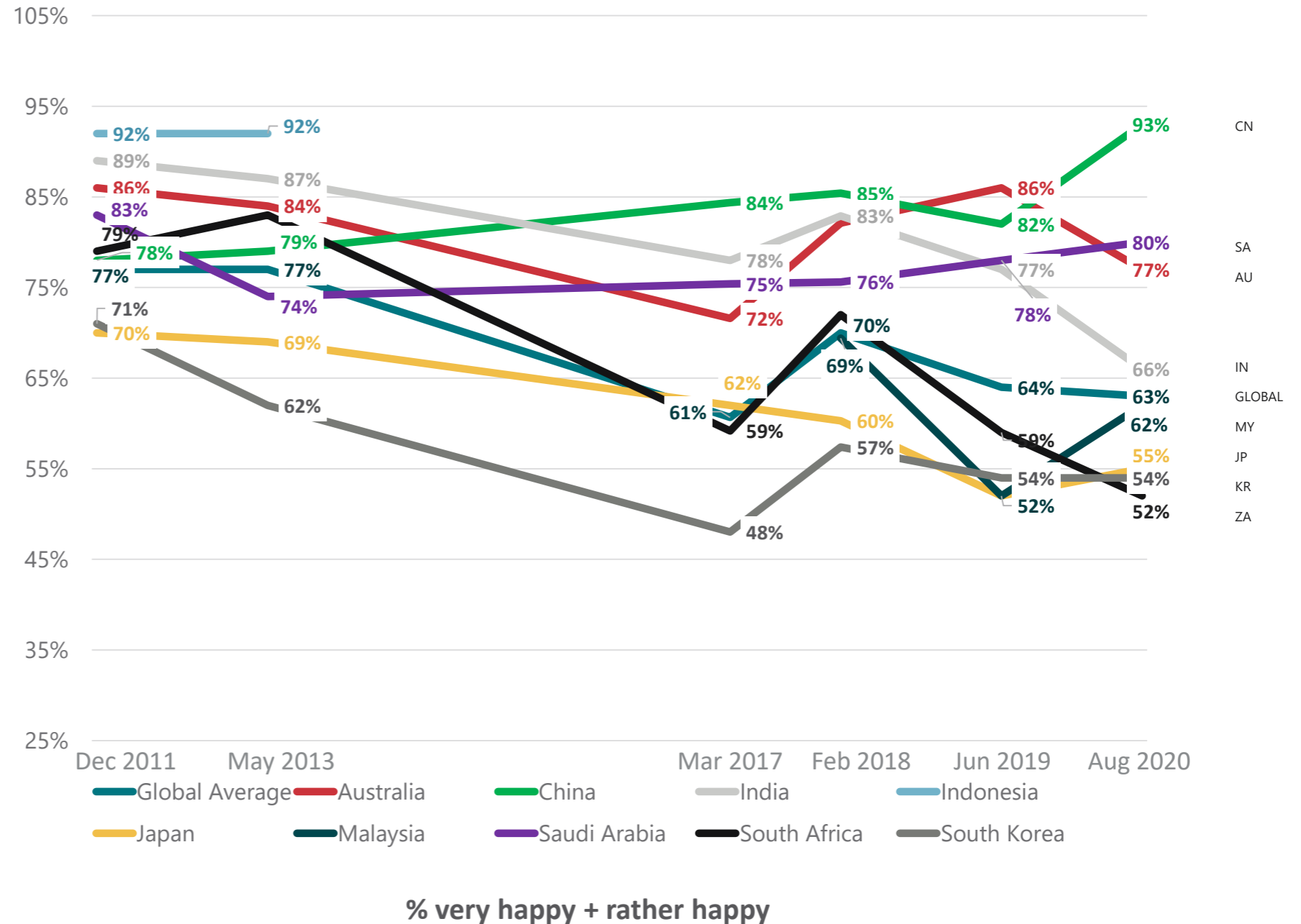
# Level of Happiness

## 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 considerably in both China (+11 points) and Malaysia (+10). In fact, at 93%, happiness reaches a study high in China. Happiness is slightly improved or unchanged in Japan (+3), Saudi Arabia (+2), and South Korea (no change), while erosion is seen this year in India (-11), Australia (-9), and South Africa (-7).

Over the past 7 to 9 years, happiness has receded in South Africa, India, South Korea, and Japan, while it has been fairly stable in Saudi Arabia. Happiness ebbed and flowed in Australia since 2011.



See methodology section for sample sizes



# Sources of Happiness

## Key Findings by Country and Trends

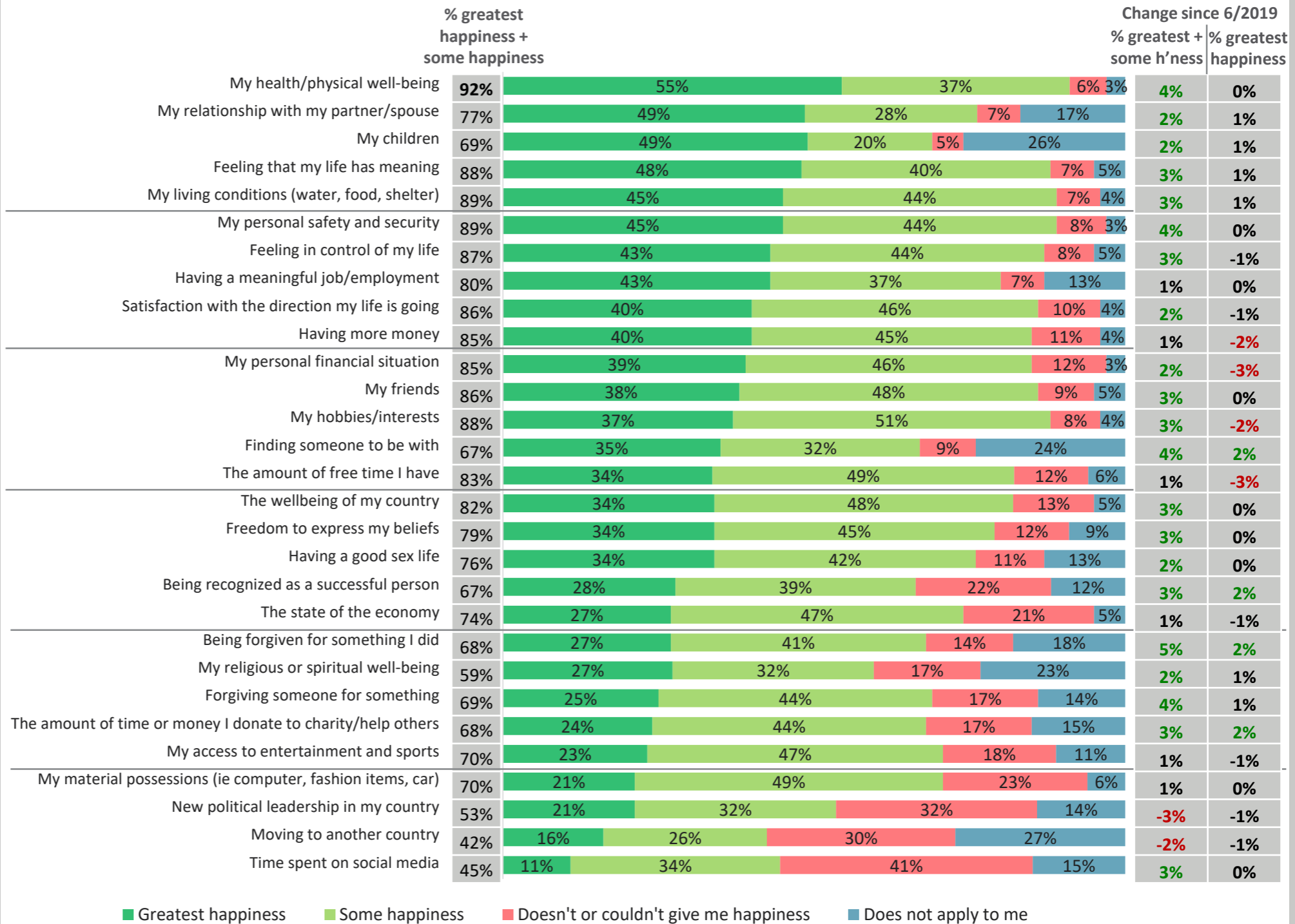
Global Advisor



# 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 relationship with their spouse or partner (49%), their children (49%), and feeling their life has meaning (48%). By contrast, time spent on social media is least impactful (11%).



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

Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# Sources of Greatest Happiness by Country

## Global Top 5

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

- My relationship with my partner/spouse: Peru
- My children: Brazil, China, Japan, Malaysia, and South Korea
- Feeling that my life has meaning: Turkey
- My living conditions (water, food, shelter): Hungary, Saudi Arabia, South Korea

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My health/physical well-being	55%	71%	43%	54%	68%	48%	66%	41%	51%	54%	41%	57%	57%	54%	39%	55%	71%	54%	77%	39%	44%	63%	69%	37%	61%	51%	65%	43%
My relationship with my partner/spouse	49%	57%	47%	46%	55%	47%	57%	39%	46%	45%	45%	52%	54%	47%	24%	47%	57%	57%	51%	41%	56%	53%	57%	33%	53%	47%	60%	50%
My children	49%	64%	42%	44%	53%	43%	60%	32%	46%	38%	41%	51%	54%	44%	22%	45%	70%	45%	65%	42%	59%	60%	60%	25%	49%	51%	63%	46%
Feeling that my life has meaning	48%	64%	38%	39%	62%	41%	66%	36%	43%	40%	32%	47%	58%	45%	23%	53%	66%	43%	70%	34%	49%	59%	67%	35%	51%	48%	51%	43%
My living conditions (water, food, shelter)*	45%	61%	39%	40%	56%	39%	59%	38%	38%	37%	34%	36%	55%	41%	26%	50%	64%	47%	61%	32%	45%	50%	57%	28%	47%	45%	60%	40%



Note, The percentages of adults rating "My living conditions" and "My personal safety and security" as giving "great" and "some" happiness are tied. However, "My living conditions" receives more mentions on "great" happiness, earning the #5 spot.

# 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:

- My personal safety and security: Argentina, China, Mexico, Peru, Saudi Arabia
- Feeling in control of my life: South Africa, Turkey
- Having a meaningful job/employment: Brazil, Chile, India, Italy, Peru
- Having more money: Chile, France, South Korea

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My personal safety and security	45%	64%	34%	35%	59%	35%	61%	42%	35%	35%	29%	43%	52%	35%	21%	48%	67%	34%	69%	32%	39%	63%	63%	28%	46%	43%	53%	40%
Feeling in control of my life	43%	51%	37%	36%	60%	41%	60%	34%	33%	34%	31%	41%	46%	46%	25%	41%	54%	41%	60%	29%	41%	47%	67%	20%	48%	36%	65%	41%
Having a meaningful job/employment	43%	58%	24%	34%	61%	28%	62%	33%	37%	28%	22%	44%	56%	48%	14%	49%	66%	36%	69%	27%	43%	49%	65%	35%	44%	33%	52%	31%
Satisfaction with the direction my life is going	40%	57%	33%	29%	50%	32%	53%	37%	35%	35%	27%	36%	48%	30%	18%	45%	58%	34%	64%	30%	34%	51%	56%	30%	42%	29%	50%	35%
Having more money	40%	46%	30%	36%	56%	38%	47%	39%	46%	28%	25%	44%	45%	43%	23%	49%	49%	22%	50%	34%	32%	53%	58%	40%	39%	29%	49%	32%



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# 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:

- My personal financial situation: France, Hungary, Russia, South Korea
- My friends: Australia, Belgium, Great Britain
- My hobbies/interests: Japan
- Finding someone to be with: Germany, Japan, Russia
- The amount of free time I have: Japan
- The wellbeing of my country: Argentina
- Being recognized as a successful person: Turkey
- The state of the economy: South Korea

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My personal financial situation	39%	41%	28%	34%	55%	36%	51%	33%	44%	30%	24%	44%	40%	41%	25%	39%	54%	27%	51%	27%	45%	51%	53%	38%	38%	37%	38%	30%
My friends	38%	59%	39%	40%	53%	37%	46%	30%	40%	34%	35%	32%	49%	36%	16%	35%	41%	41%	46%	27%	34%	48%	37%	22%	41%	41%	46%	31%
My hobbies/interests	37%	47%	32%	34%	51%	31%	49%	34%	34%	31%	30%	37%	45%	34%	27%	41%	41%	34%	44%	29%	37%	51%	45%	29%	29%	27%	51%	32%
Finding someone to be with	35%	34%	28%	39%	34%	29%	36%	36%	33%	39%	28%	25%	41%	26%	26%	36%	41%	38%	40%	26%	56%	44%	41%	29%	36%	36%	49%	28%
The amount of free time I have	34%	39%	26%	31%	47%	31%	43%	32%	37%	30%	24%	36%	35%	38%	32%	38%	39%	33%	38%	23%	34%	37%	36%	32%	36%	27%	35%	23%
The wellbeing of my country	34%	61%	25%	16%	55%	22%	46%	32%	23%	17%	16%	26%	49%	34%	22%	47%	53%	16%	58%	16%	34%	56%	52%	13%	36%	15%	53%	28%
Freedom to express my beliefs	34%	44%	25%	31%	47%	27%	43%	34%	28%	22%	20%	25%	48%	35%	15%	46%	41%	37%	50%	21%	28%	44%	53%	18%	32%	26%	59%	32%
Having a good sex life	34%	45%	24%	31%	49%	28%	47%	30%	36%	23%	21%	38%	35%	34%	17%	31%	43%	27%	41%	24%	41%	-	43%	21%	39%	29%	50%	31%
Being recognized as a successful person	28%	35%	14%	17%	39%	16%	35%	30%	21%	12%	13%	26%	53%	19%	8%	40%	43%	17%	53%	14%	15%	42%	42%	28%	24%	10%	65%	16%
The state of the economy	27%	38%	16%	14%	43%	14%	34%	37%	18%	14%	9%	20%	34%	30%	14%	29%	43%	9%	40%	13%	31%	47%	34%	36%	29%	21%	37%	15%



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# 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. This is cited by more than 50% in these countries, as well as in Brazil and South Africa.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Being forgiven for something I did	27%	30%	18%	16%	45%	19%	33%	26%	16%	19%	13%	18%	38%	22%	10%	45%	39%	18%	50%	13%	20%	52%	48%	13%	26%	17%	46%	22%
My religious or spiritual well-being	27%	27%	17%	14%	58%	16%	32%	25%	18%	11%	10%	11%	44%	18%	11%	54%	32%	14%	46%	18%	15%	70%	55%	13%	14%	11%	42%	31%
Forgiving someone for something	25%	26%	15%	13%	45%	15%	27%	29%	13%	15%	12%	18%	43%	19%	5%	46%	36%	20%	42%	17%	18%	41%	44%	12%	21%	11%	52%	19%
The amount of time or money I donate to charity/help others	24%	31%	10%	13%	43%	10%	31%	27%	14%	10%	7%	17%	39%	18%	6%	44%	30%	14%	44%	14%	15%	57%	36%	11%	16%	9%	57%	13%
My access to entertainment and sports	23%	34%	17%	16%	38%	14%	38%	28%	22%	15%	13%	15%	37%	16%	20%	28%	35%	15%	34%	13%	13%	48%	25%	10%	24%	12%	43%	12%
My material possessions (ie computer, fashion items, car)	21%	22%	11%	15%	33%	10%	22%	34%	21%	13%	9%	18%	34%	16%	12%	42%	18%	12%	22%	16%	26%	50%	22%	22%	17%	10%	42%	10%
New political leadership in my country	21%	27%	13%	17%	39%	15%	32%	-	17%	15%	15%	27%	23%	17%	6%	27%	25%	9%	30%	18%	14%	-	37%	8%	17%	17%	34%	26%
Moving to another country	16%	27%	7%	16%	28%	6%	27%	20%	15%	9%	8%	11%	23%	16%	4%	14%	26%	10%	27%	15%	16%	34%	21%	8%	7%	8%	28%	8%
Time spent on social media	11%	8%	5%	5%	17%	5%	12%	27%	9%	7%	3%	4%	23%	7%	5%	23%	11%	5%	10%	8%	6%	28%	12%	8%	9%	3%	29%	4%



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# Sources of Greatest Happiness by Country: Change from 2019 to 2020

% in 2020 minus % in 2019	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Being forgiven for something I did	2%	6%	-3%	-3%	6%	-1%	1%	9%	-1%	-3%	-2%	-8%	5%	6%	3%	10%	5%	NA	10%	-2%	-1%	11%	6%	1%	4%	1%	11%	-2%
Being recognized as a successful person	2%	8%	-3%	-1%	1%	-3%	3%	3%	3%	-1%	0%	-4%	7%	1%	1%	13%	0%	NA	5%	-4%	0%	6%	3%	5%	1%	-2%	11%	-2%
The amount of time or money I donate	2%	2%	-4%	0%	6%	-2%	5%	2%	0%	2%	-2%	1%	7%	2%	2%	16%	-1%	NA	7%	4%	2%	14%	5%	3%	-2%	-5%	18%	-6%
Finding someone to be with	2%	5%	-2%	6%	2%	1%	3%	0%	3%	0%	-1%	1%	1%	3%	5%	8%	2%	NA	5%	-7%	3%	6%	3%	0%	8%	7%	5%	-5%
Feeling that my life has meaning	1%	4%	-1%	4%	3%	-1%	6%	-1%	4%	2%	-4%	1%	9%	6%	1%	12%	6%	NA	11%	-10%	2%	7%	-2%	-3%	9%	3%	-9%	0%
Forgiving someone for something	1%	1%	-3%	0%	4%	-3%	-4%	8%	-3%	-3%	-1%	-6%	3%	4%	1%	13%	2%	NA	6%	0%	0%	1%	3%	1%	2%	-2%	15%	-4%
My children	1%	1%	-1%	1%	1%	6%	4%	-8%	-2%	1%	3%	0%	9%	4%	3%	10%	6%	NA	3%	-8%	3%	8%	1%	-8%	-2%	7%	3%	3%
My living conditions (water, food, shelter)*	1%	3%	-3%	3%	-1%	1%	0%	0%	-4%	0%	-5%	-1%	9%	3%	2%	11%	6%	NA	8%	-2%	1%	1%	3%	2%	8%	3%	7%	-3%
My relationship with my partner/spouse	1%	-1%	-2%	0%	5%	2%	2%	-5%	3%	-3%	-1%	1%	1%	5%	2%	10%	-2%	NA	-2%	1%	1%	8%	0%	0%	5%	4%	3%	2%
My religious or spiritual well-being	1%	2%	-1%	4%	1%	-3%	6%	7%	2%	0%	-5%	-2%	7%	2%	3%	10%	-1%	NA	6%	3%	-1%	15%	-1%	-2%	0%	-1%	-6%	1%
Freedom to express my beliefs	0%	9%	-7%	-2%	4%	-3%	2%	8%	-1%	-1%	-5%	0%	0%	3%	0%	13%	0%	NA	6%	-5%	-1%	4%	6%	-2%	1%	-11%	5%	-4%
Having a good sex life	0%	5%	-5%	-3%	0%	-2%	3%	-3%	-1%	1%	-3%	-3%	-1%	2%	4%	7%	0%	NA	2%	-5%	1%	NA	5%	0%	2%	0%	3%	-1%
Having a meaningful job/employment	0%	-2%	-9%	0%	-1%	-1%	9%	-11%	-3%	-1%	-6%	3%	9%	9%	-1%	5%	5%	NA	8%	-8%	0%	6%	4%	-1%	0%	-3%	-7%	-3%
My friends	0%	3%	-1%	4%	4%	-4%	0%	6%	-1%	-2%	-3%	-8%	5%	5%	2%	9%	-5%	NA	6%	-3%	-4%	10%	1%	-1%	0%	5%	-4%	-6%
My health/physical well-being	0%	5%	-4%	3%	3%	-4%	0%	-8%	-1%	4%	-5%	-3%	7%	4%	0%	10%	0%	NA	5%	-8%	-2%	9%	2%	-3%	3%	-4%	1%	-2%
My material possessions	0%	-3%	-3%	0%	-2%	-4%	1%	3%	2%	0%	-3%	1%	3%	0%	1%	12%	-9%	NA	-8%	1%	1%	12%	-2%	3%	-1%	-4%	7%	-7%
My personal safety and security	0%	3%	-6%	-4%	2%	-1%	5%	2%	1%	-1%	-4%	1%	4%	1%	3%	3%	3%	NA	8%	-5%	-4%	11%	-1%	-2%	1%	4%	0%	-1%
The wellbeing of my country	0%	0%	2%	-2%	0%	2%	2%	7%	-2%	-1%	-1%	2%	5%	4%	2%	13%	-1%	NA	2%	-1%	-3%	12%	2%	1%	6%	-11%	-4%	-1%
Time spent on social media	0%	-2%	-3%	-1%	-2%	0%	2%	9%	1%	-1%	-2%	-1%	1%	1%	1%	10%	-4%	NA	-2%	1%	3%	3%	2%	1%	0%	-6%	2%	-5%
Satisfaction with the direction my life is going	-1%	2%	-3%	-1%	-1%	-6%	0%	1%	-1%	4%	-6%	-5%	3%	1%	3%	10%	1%	NA	10%	0%	-8%	4%	2%	-1%	0%	0%	-1%	-5%
My access to entertainment and sports	-1%	-3%	-2%	-4%	5%	0%	-1%	7%	-3%	0%	-1%	-6%	8%	1%	1%	9%	-2%	NA	-1%	-7%	2%	15%	-1%	-3%	-3%	-3%	1%	-5%
Feeling in control of my life	-1%	-3%	-7%	-1%	3%	-2%	6%	-2%	-1%	3%	-9%	-3%	1%	5%	3%	6%	-2%	NA	10%	-11%	-3%	3%	1%	0%	2%	-1%	7%	-3%
Moving to another country	-1%	4%	-2%	0%	-1%	-1%	8%	9%	1%	-3%	-3%	4%	-2%	1%	2%	0%	1%	NA	0%	5%	-1%	8%	-6%	0%	-1%	-4%	-4%	-3%
New political leadership in my country	-1%	-5%	0%	2%	-1%	4%	2%	NA	-1%	2%	1%	1%	-4%	0%	3%	12%	-1%	NA	-8%	3%	1%	NA	3%	-4%	-1%	-2%	-6%	1%
The state of the economy	-1%	-4%	1%	0%	-9%	-1%	3%	0%	-4%	0%	-3%	-1%	3%	3%	1%	2%	2%	NA	0%	-2%	-3%	13%	-1%	0%	-2%	-5%	-3%	-7%
Having more money	-2%	-2%	-10%	-2%	-1%	-1%	-4%	-5%	1%	-1%	-9%	6%	0%	1%	1%	9%	-1%	NA	-3%	-2%	-2%	6%	1%	3%	-3%	0%	-5%	-6%
My hobbies/interests	-2%	-1%	-6%	-3%	3%	-4%	0%	-2%	0%	-3%	-4%	0%	1%	-1%	3%	6%	-9%	NA	-3%	1%	-4%	8%	-1%	-1%	-3%	-4%	3%	-5%
My personal financial situation	-3%	-8%	-10%	-4%	-2%	-1%	-2%	-6%	-2%	-3%	-10%	5%	0%	-1%	0%	2%	3%	NA	-4%	-14%	-2%	11%	0%	4%	-4%	5%	-8%	-7%
The amount of free time I have	-3%	-3%	-5%	-6%	-2%	-3%	-5%	-4%	0%	-2%	-7%	3%	-1%	0%	1%	5%	-6%	NA	-5%	-8%	-4%	3%	-3%	-4%	-4%	-3%	-2%	-9%



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



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

### Trends (Global Total)

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

Nearly all of the sources of happiness post at least a slight uptick since 2019, with receiving forgiveness seeing the most change since last year (+5 points). Moving to another country and having freedom to express beliefs show the greatest movement vs. 2011 (+6 and +5).



## % greatest happiness + some happiness

	Dec-11	Mar-17	Feb-18	Jun-19	Aug-20	Change since December 2011	Change since June 2019
My health/physical well-being	90%	89%	89%	88%	92%	2%	4%
My living conditions (water, food, shelter)	85%	87%	86%	86%	89%	4%	3%
My personal safety and security	86%	86%	86%	85%	89%	3%	4%
Feeling that my life has meaning	86%	86%	86%	85%	88%	2%	3%
My hobbies/interests	84%	84%	85%	85%	88%	4%	3%
Feeling in control of my life	84%	85%	85%	84%	87%	3%	3%
Satisfaction with the direction my life is going	86%	86%	85%	84%	86%	0%	2%
My friends	85%	84%	84%	83%	86%	1%	3%
Having more money	85%	84%	84%	84%	85%	0%	1%
My personal financial situation	86%	86%	84%	83%	85%	-1%	2%
The amount of free time I have	79%	82%	81%	82%	83%	4%	1%
The well-being of my country	82%	82%	81%	79%	82%	0%	3%
Having a meaningful job/employment	81%	82%	82%	79%	80%	-1%	1%
Freedom to express my beliefs	74%	77%	78%	76%	79%	5%	3%
My relationship with my partner/spouse	78%	78%	78%	75%	77%	-1%	2%
Having a good sex life	77%	76%	76%	74%	76%	-1%	2%
The state of the economy	77%	77%	75%	73%	74%	-3%	1%
My access to entertainment or sports	67%	71%	70%	69%	70%	3%	1%
My material possessions	70%	68%	70%	69%	70%	0%	1%
Forgiving someone for something	66%	67%	70%	65%	69%	3%	4%
My children	69%	68%	70%	67%	69%	0%	2%
Being forgiven for something I did	64%	64%	68%	63%	68%	4%	5%
The amount of time or money I donate to charity/help others	65%	66%	67%	65%	68%	3%	3%
Being recognized as a successful person	68%	67%	67%	64%	67%	-1%	3%
Finding someone to be with	63%	63%	69%	63%	67%	4%	4%
My religious or spiritual well-being	56%	59%	62%	57%	59%	3%	2%
New political leadership in my country				56%	53%		-3%
Time spent on social media				42%	45%		3%
Moving to another country	36%	45%	44%	44%	42%	6%	-2%

See methodology section for sample sizes



# Sources of Happiness

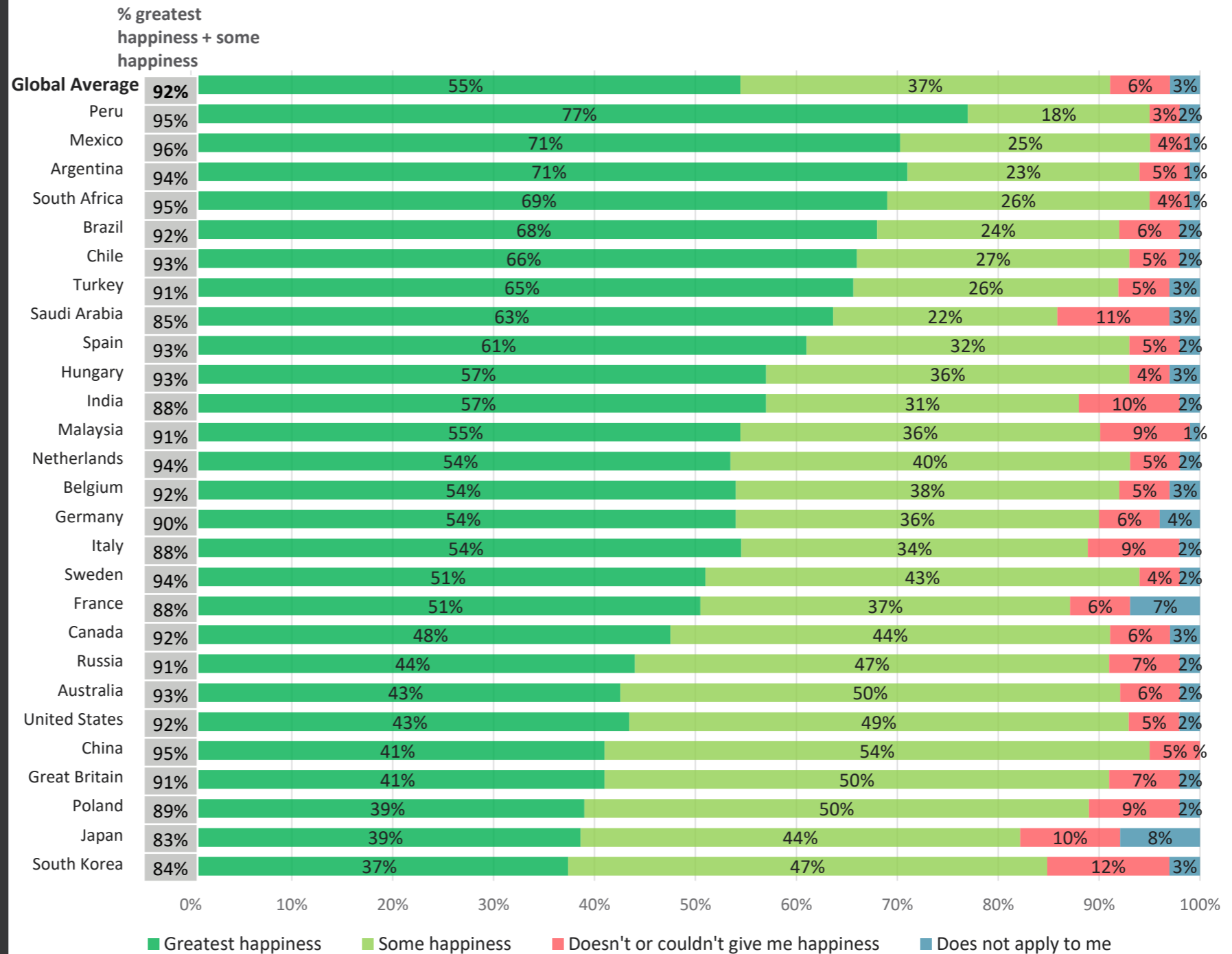
## Detailed Findings

Global Advisor



## Q14. My health/physical well-being

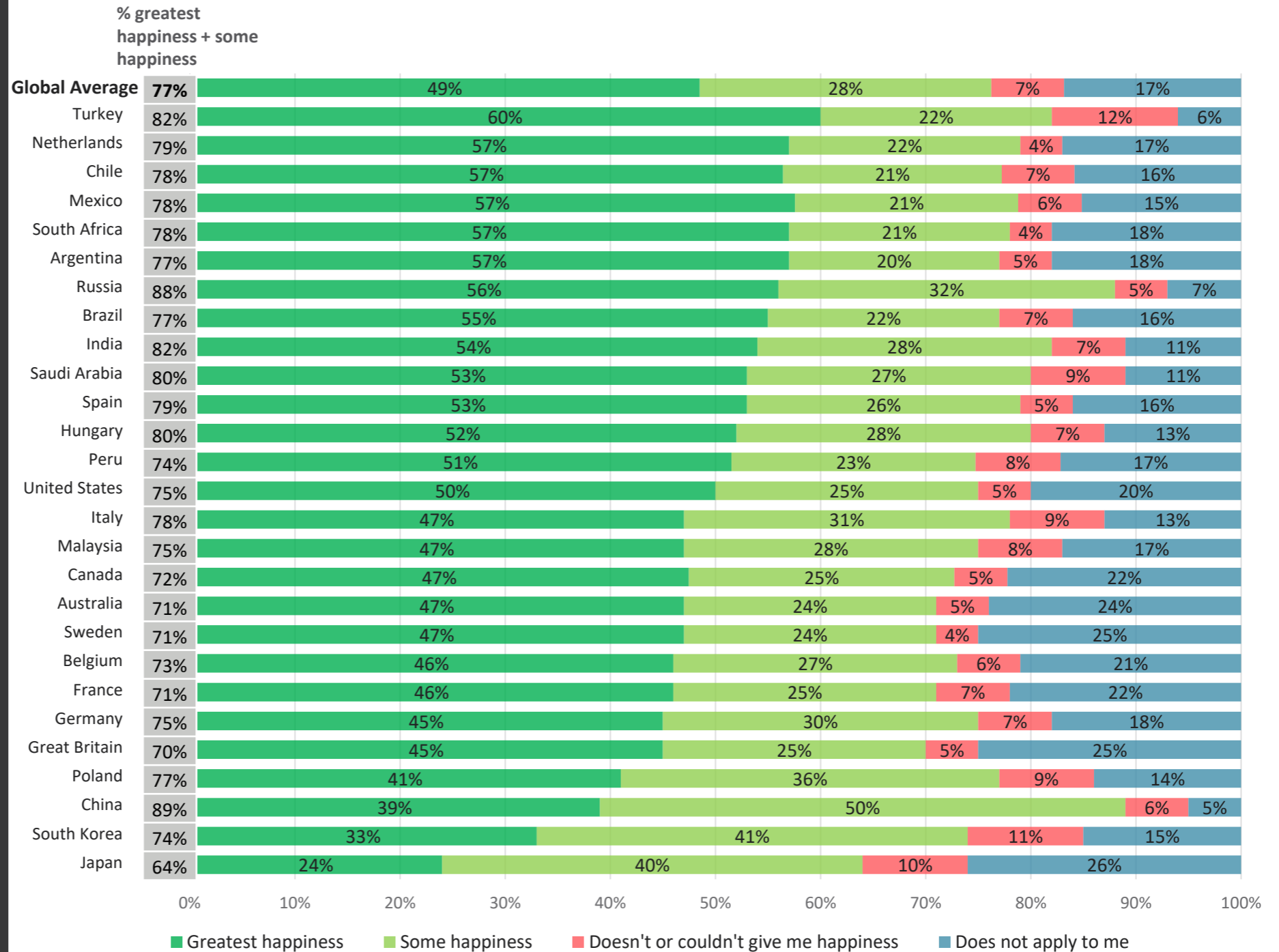
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

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

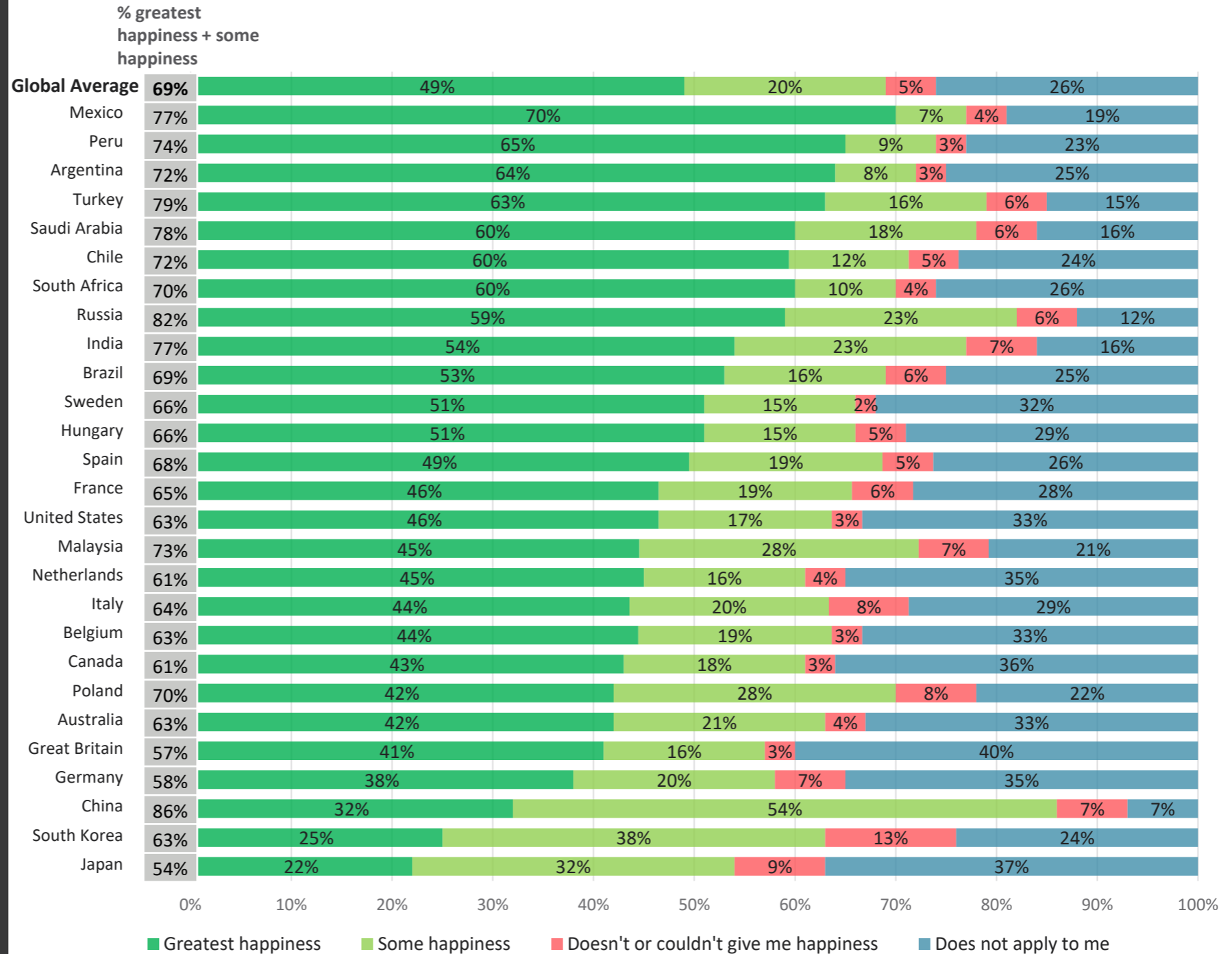
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

### Q3. My children

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

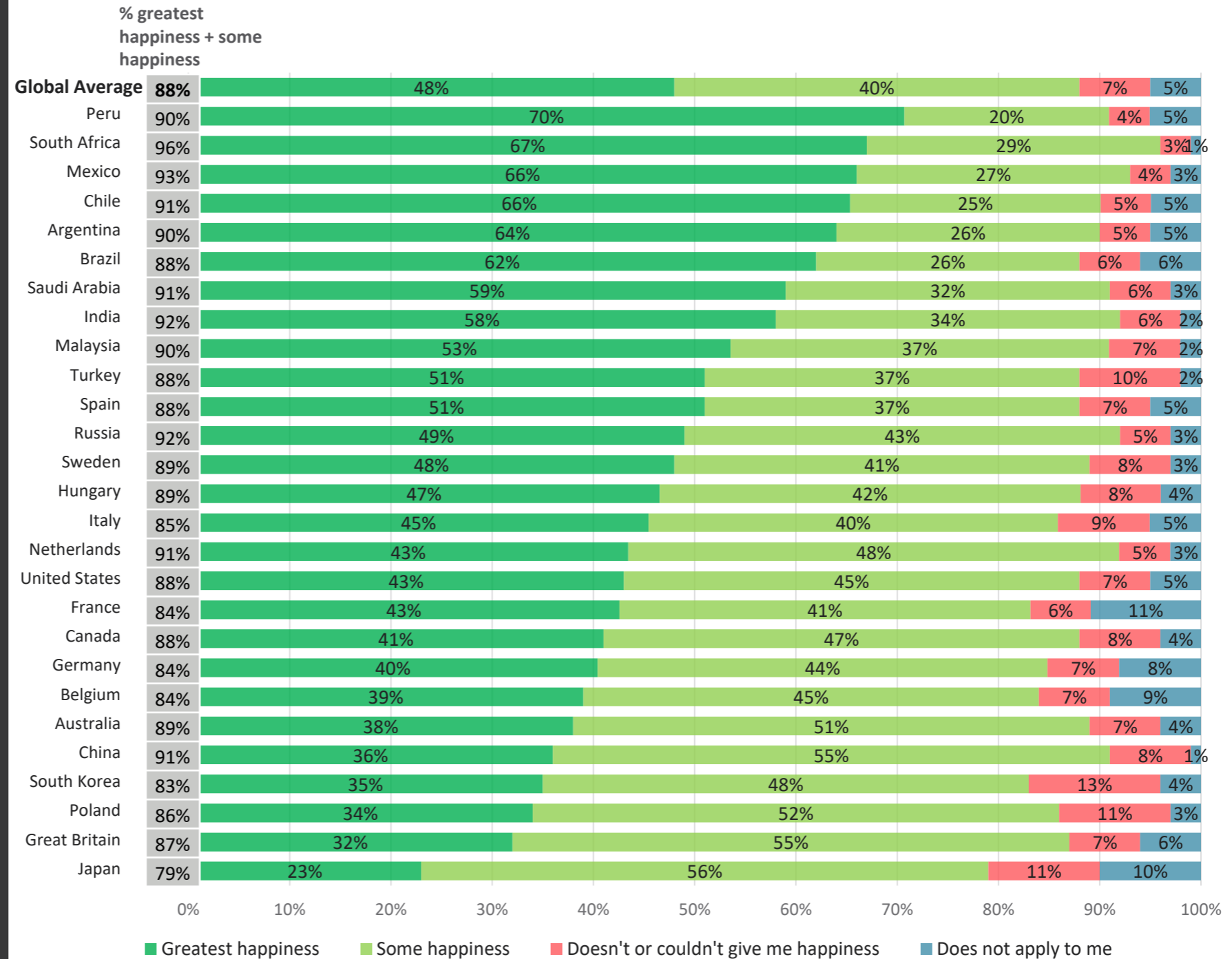


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



## Q12. Feeling that my life has meaning

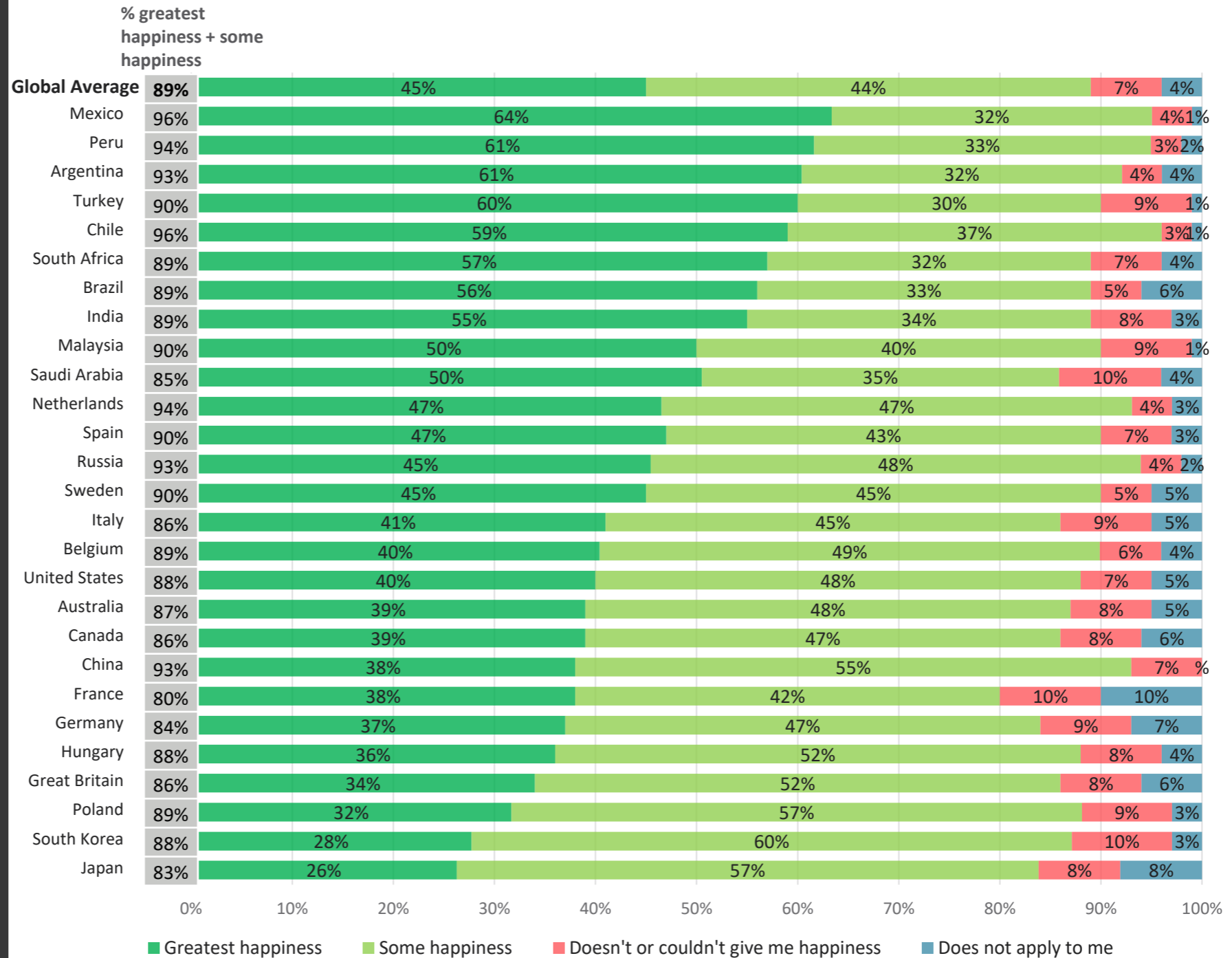
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

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

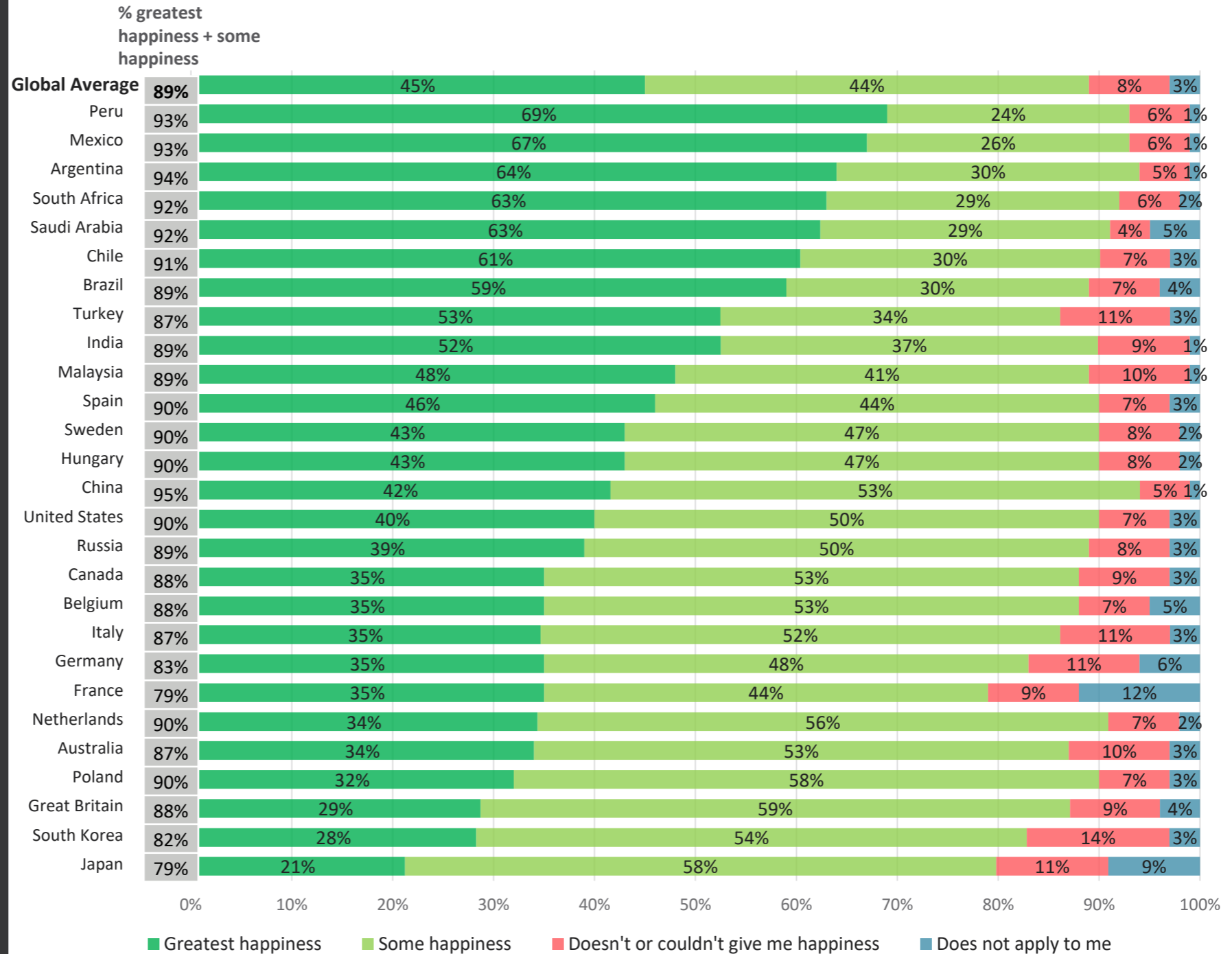
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

## Q24. My personal safety and security

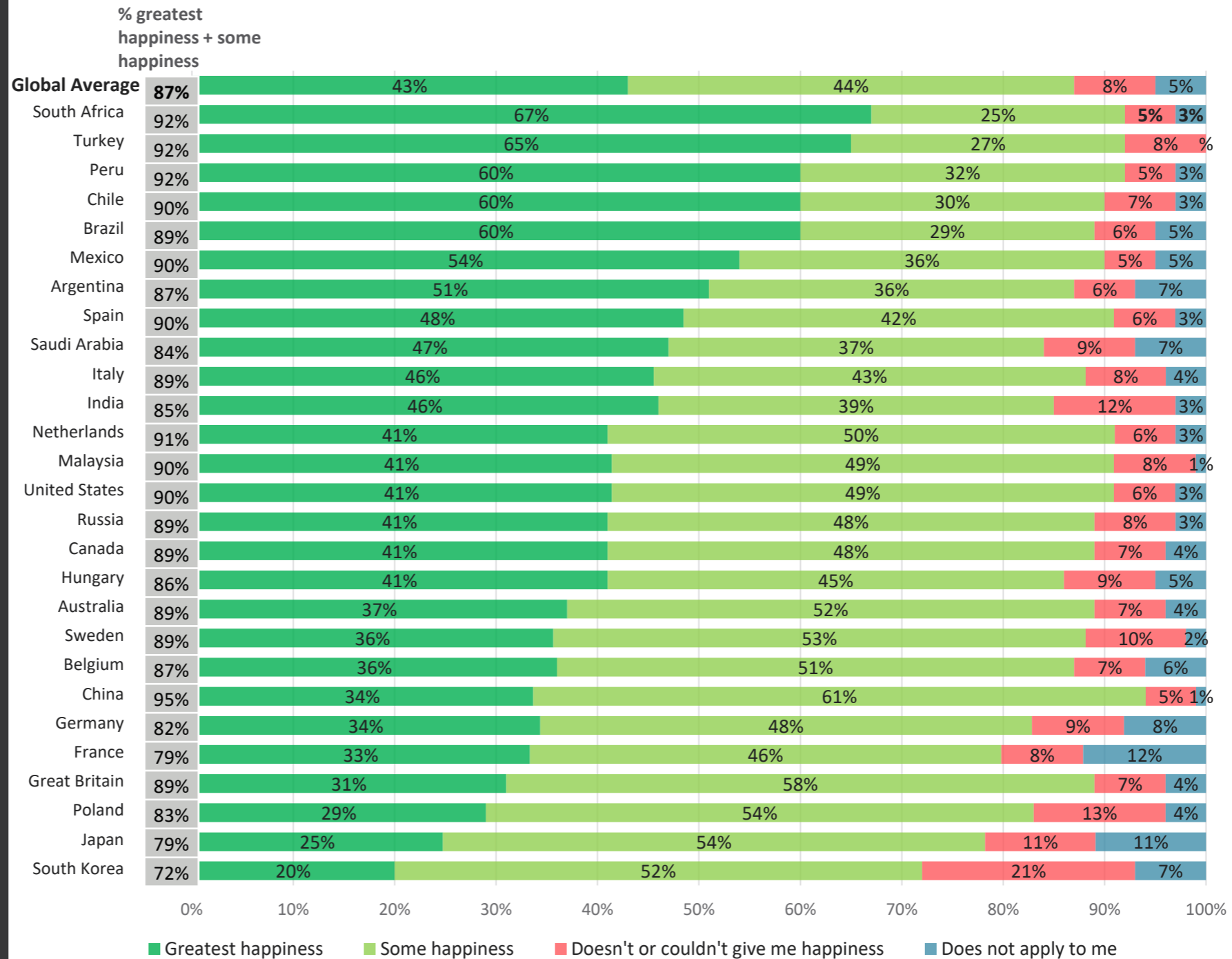
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*





# Q16. Feeling in control of my life

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

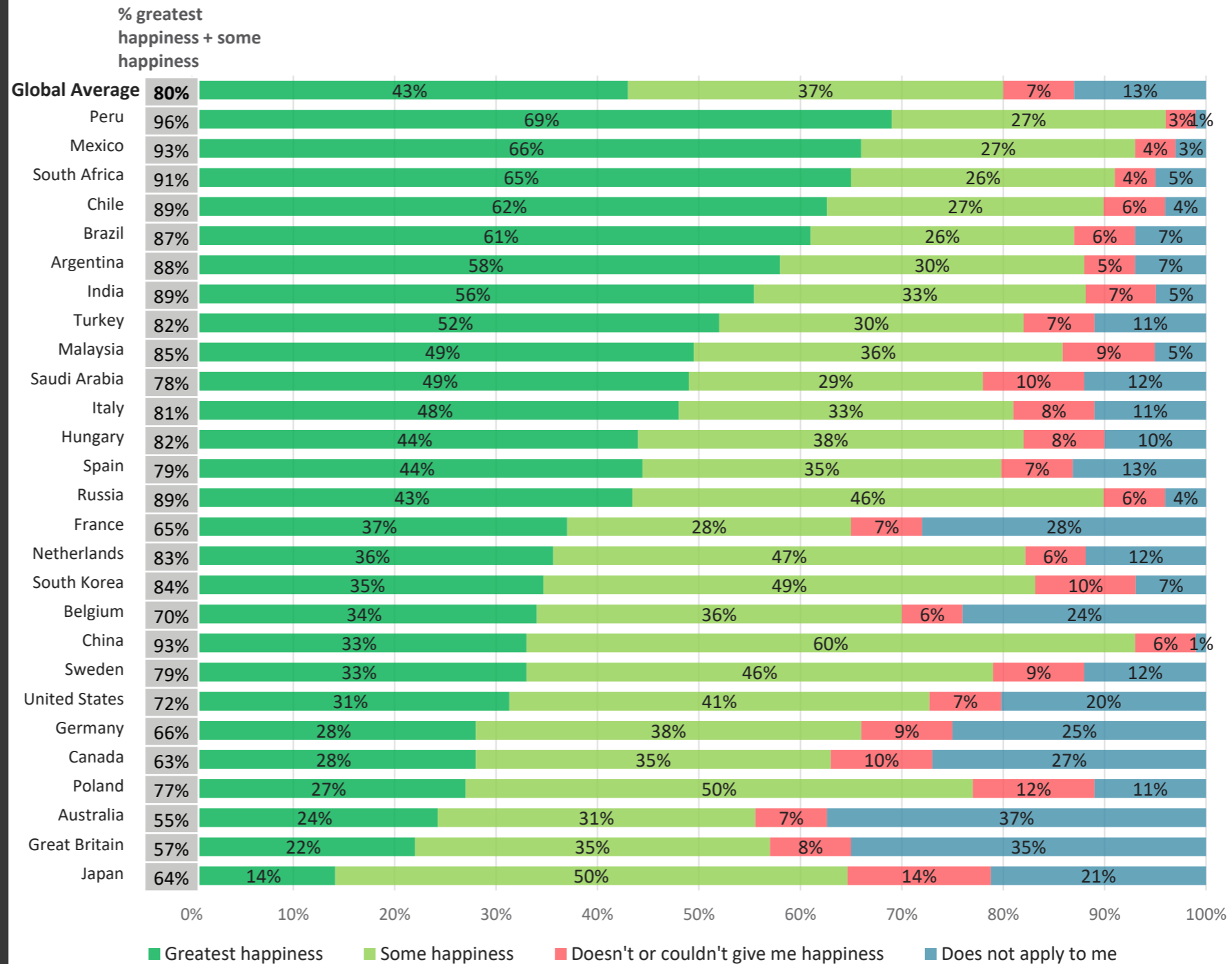


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



# 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

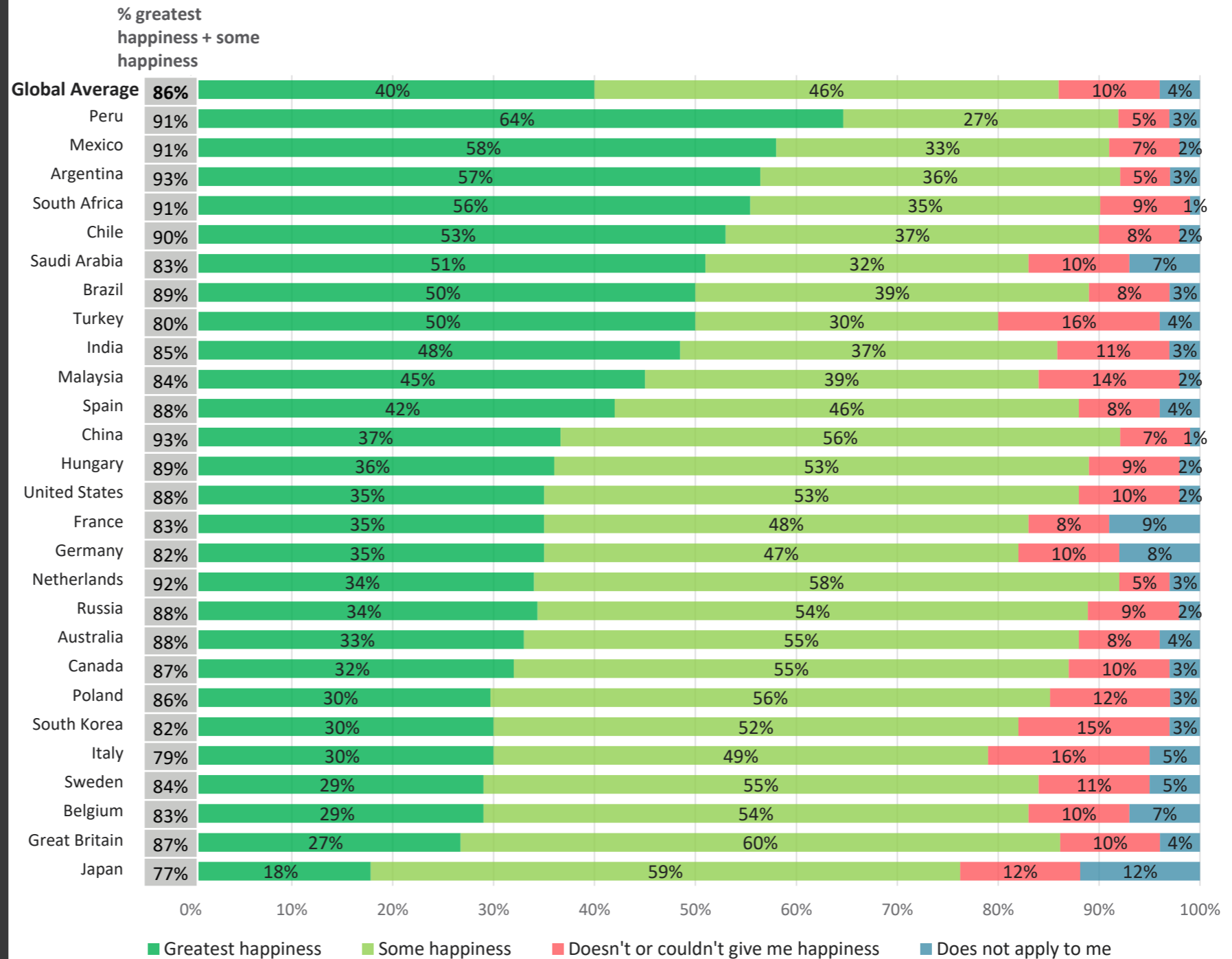


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



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

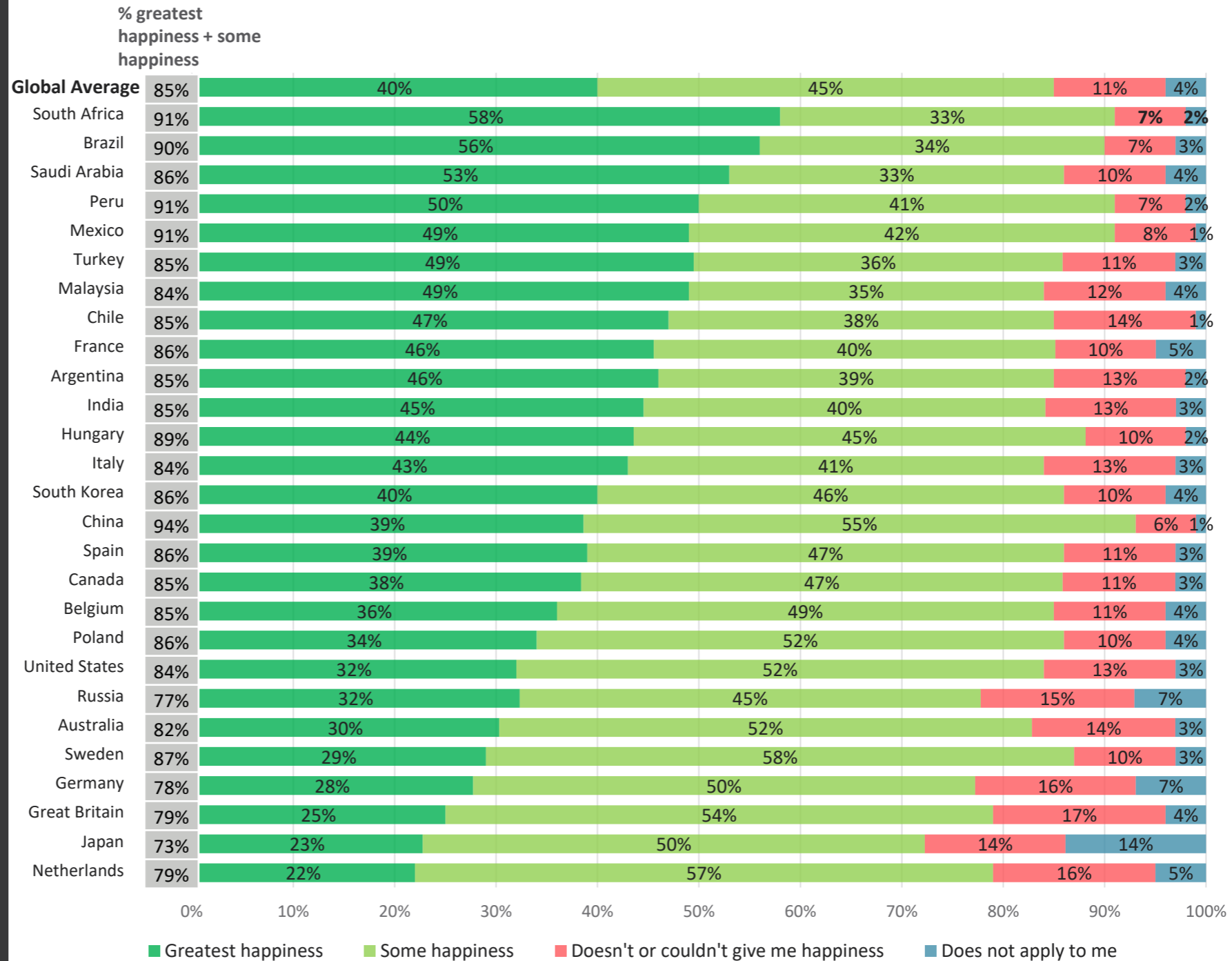
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

## Q26. Having more money

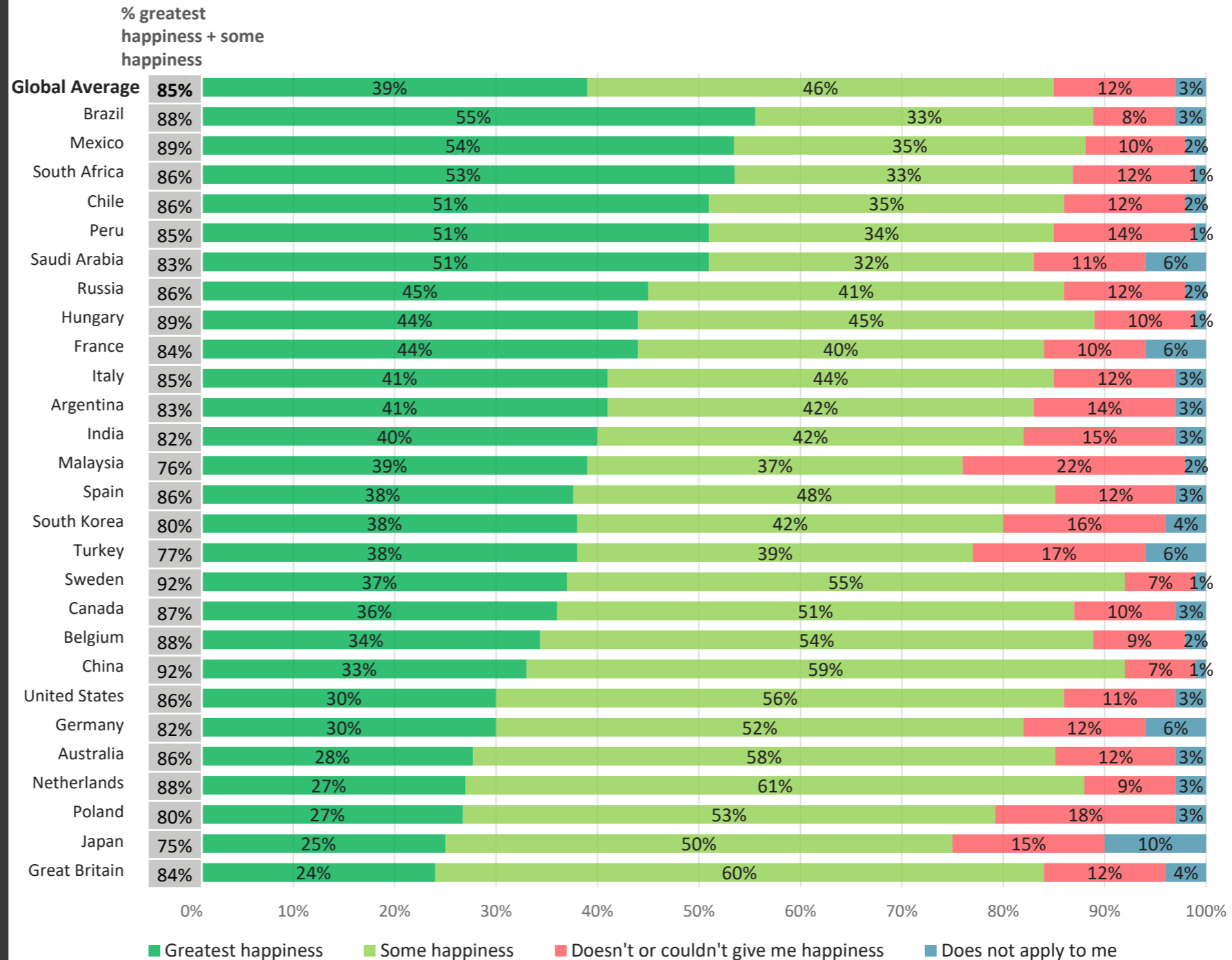
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

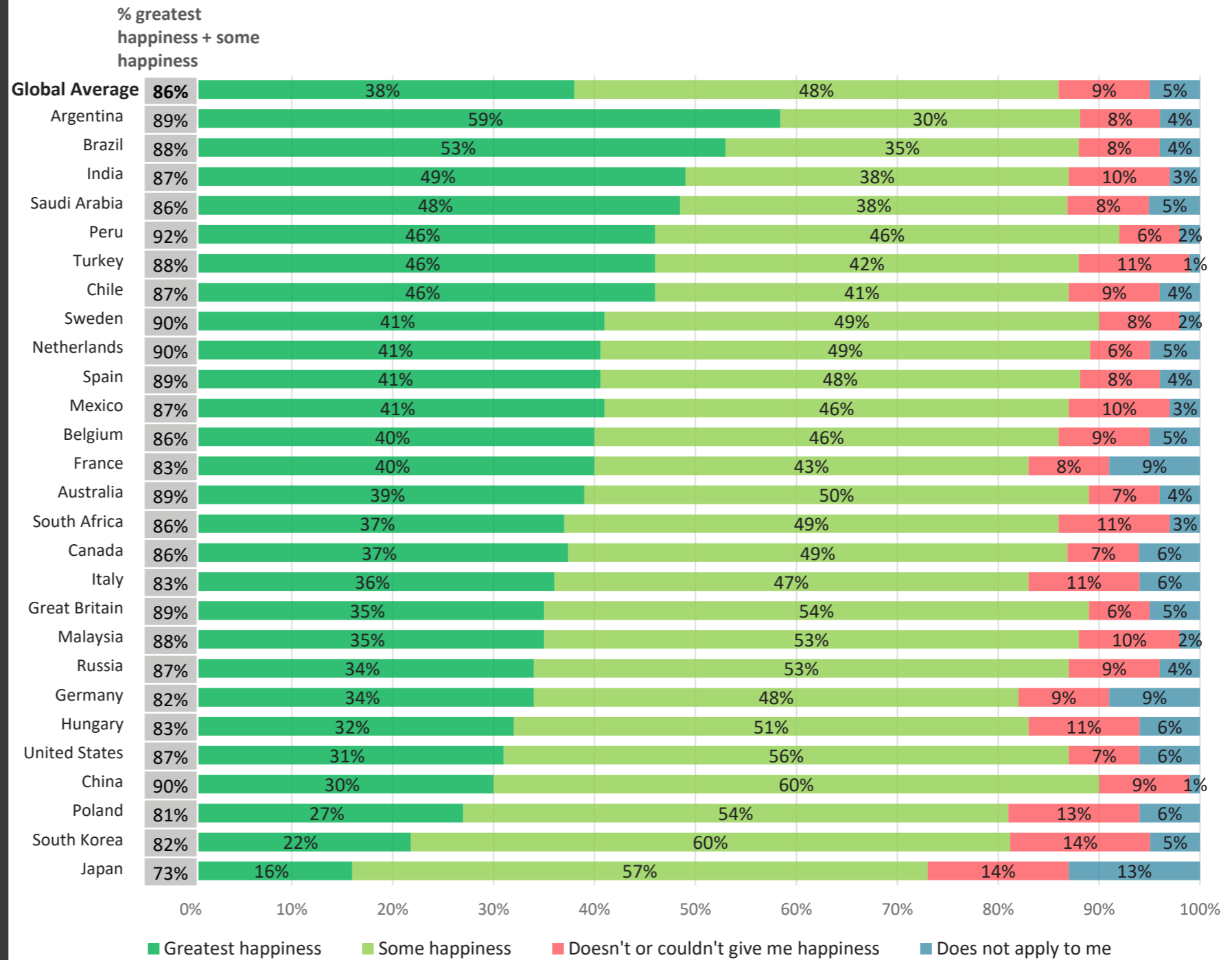
# Q10. My personal financial situation

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



## Q4. My friends

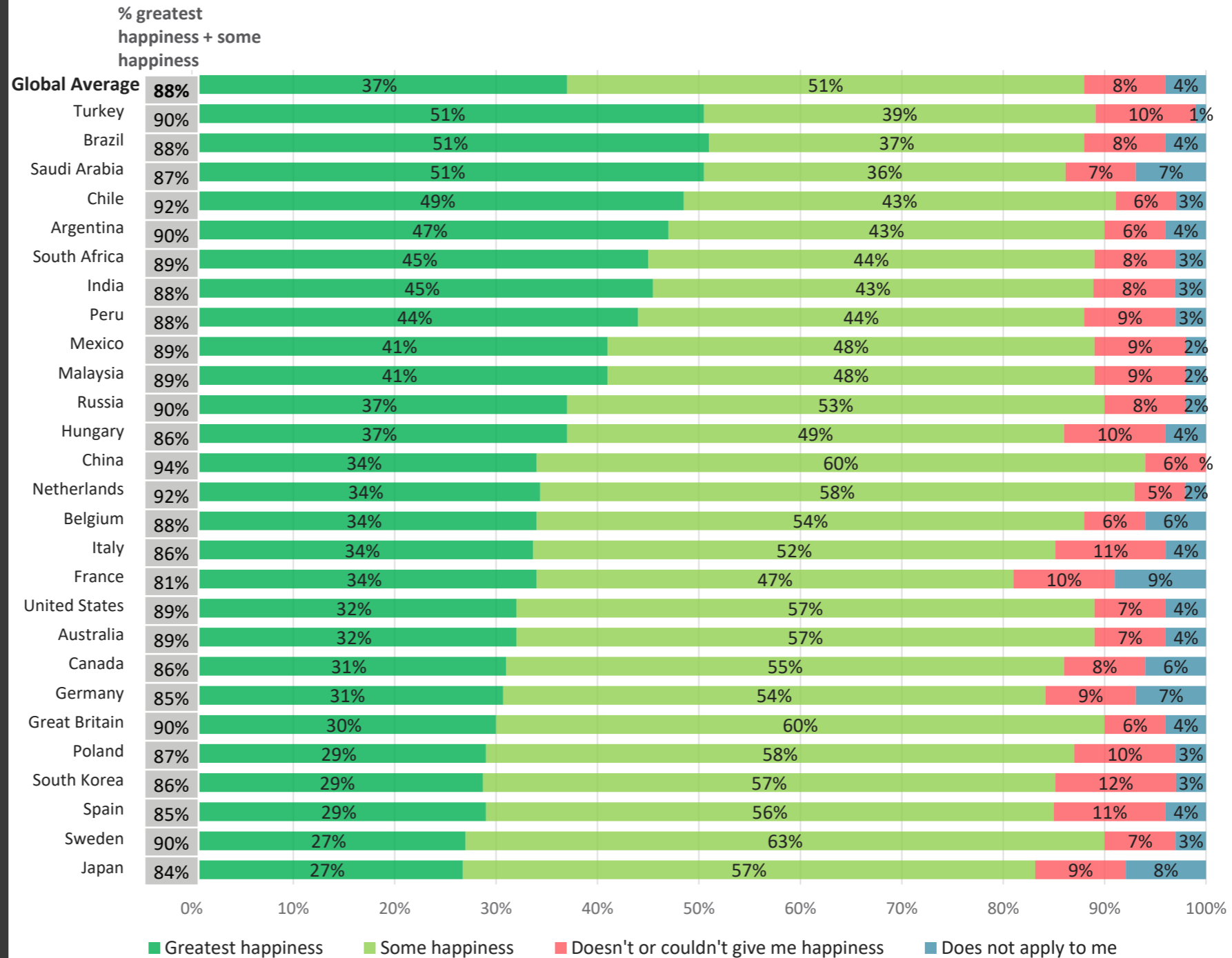
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

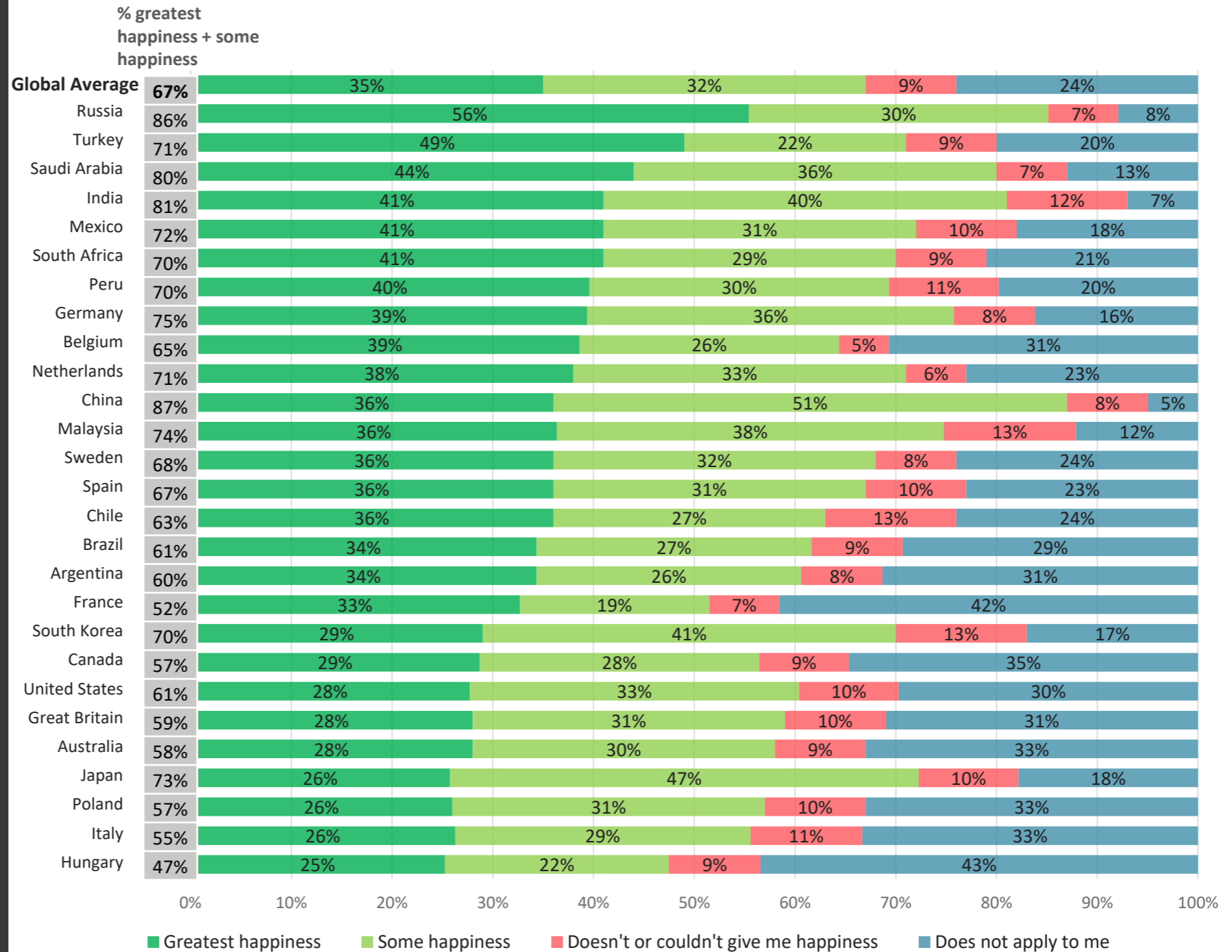
## Q15. My hobbies/interests

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



## Q27. Finding someone to be with

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

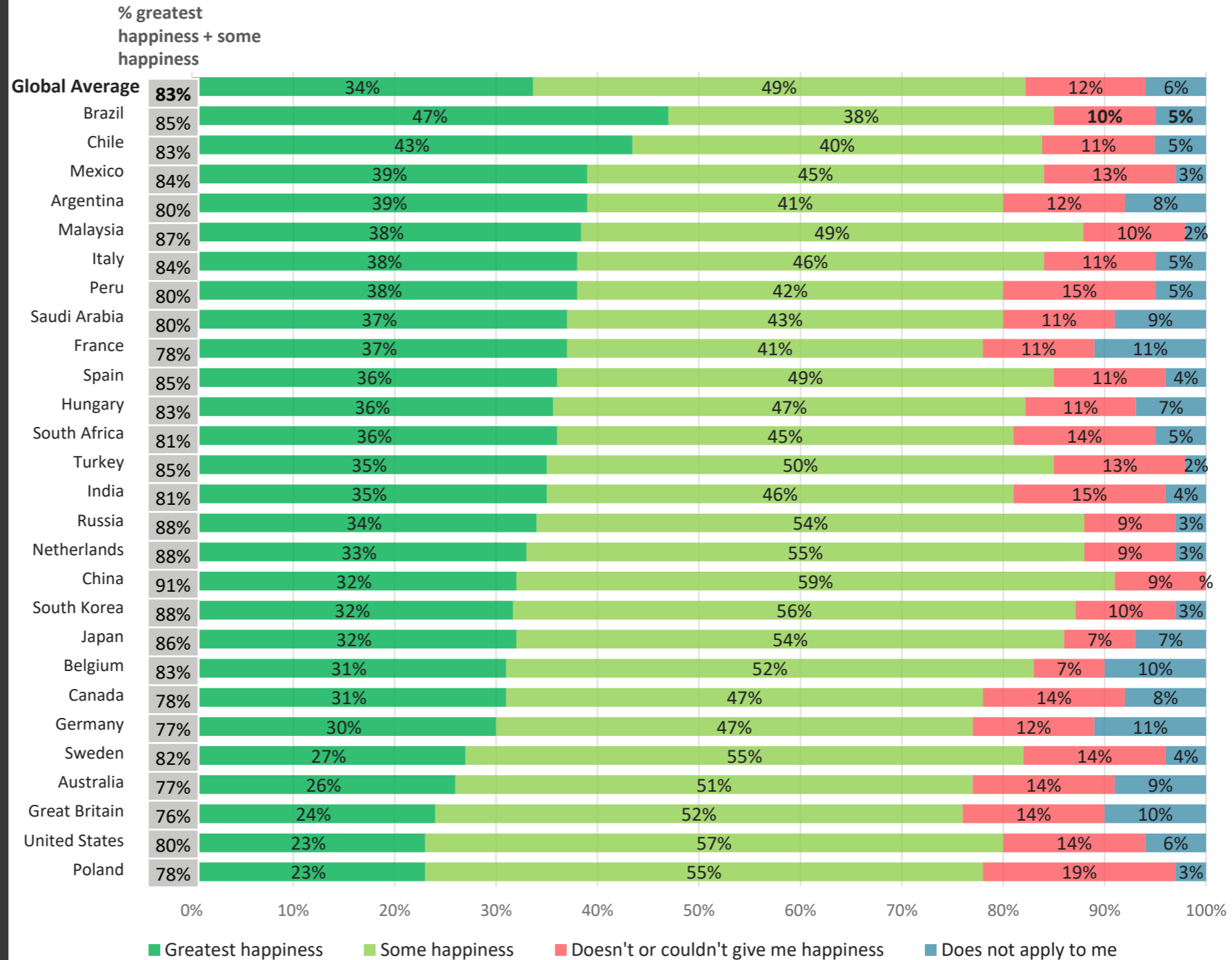


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



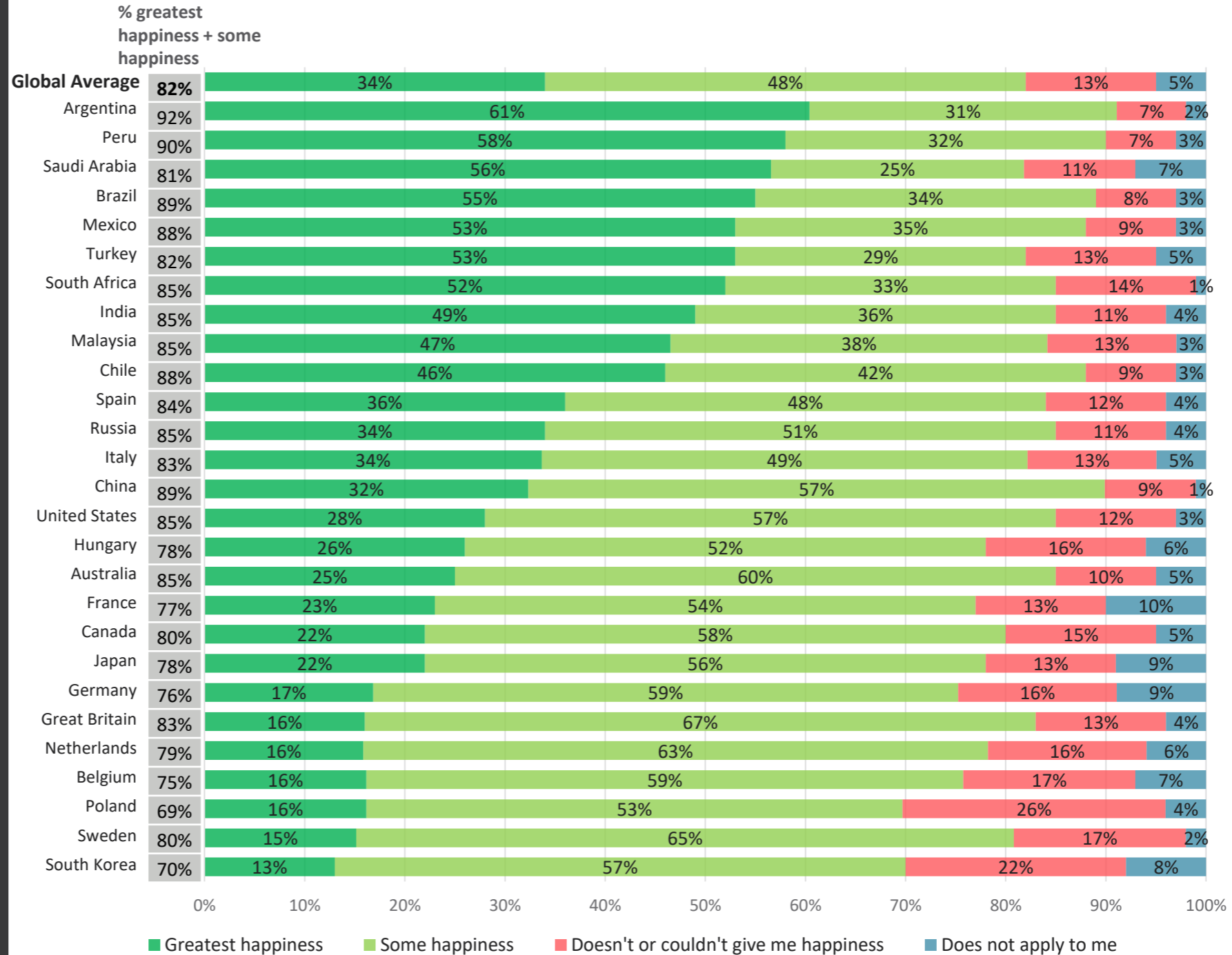
# Q18. The amount of free time I have

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



# Q20. The well-being of my country

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

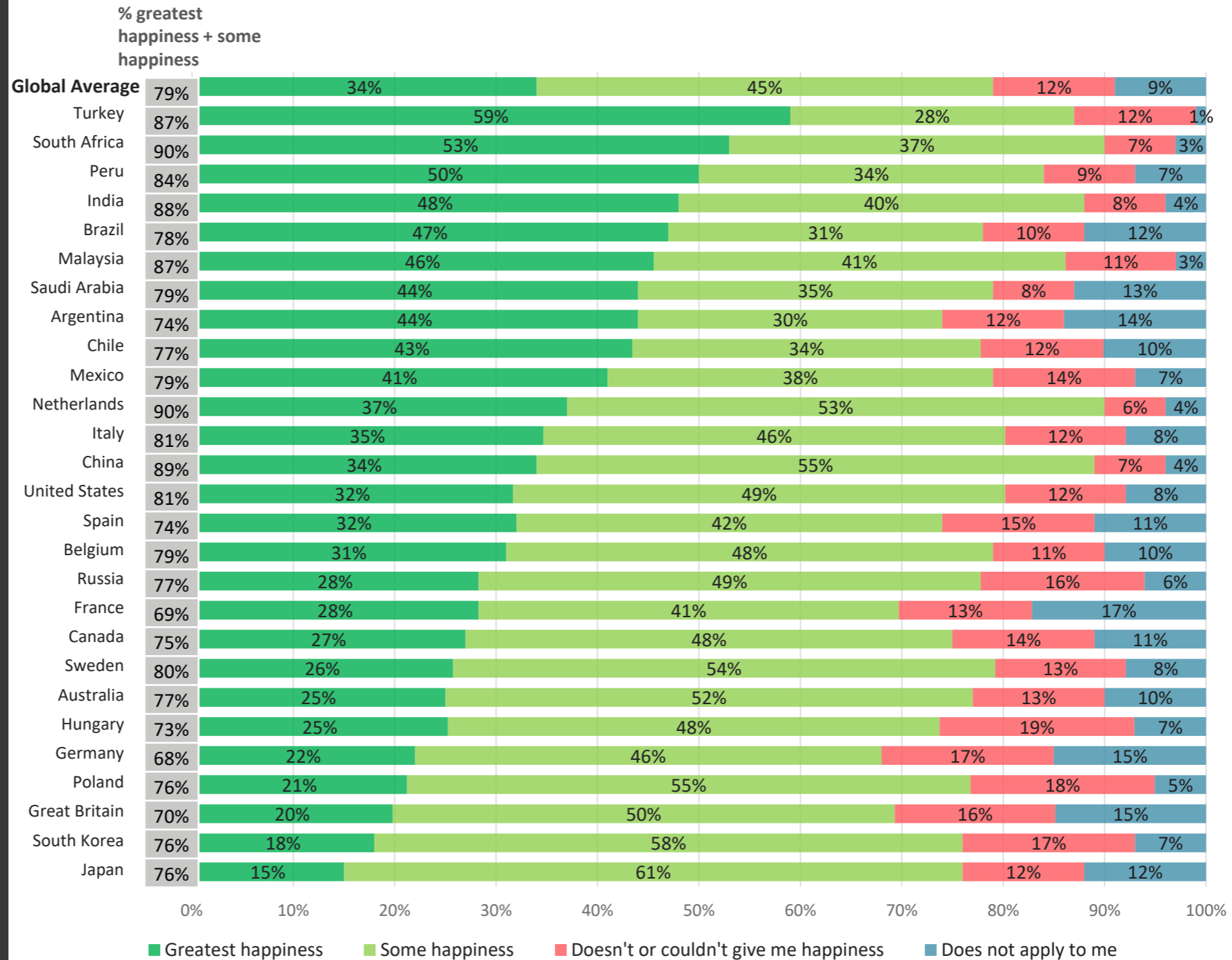


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



## Q25. Freedom to express my beliefs

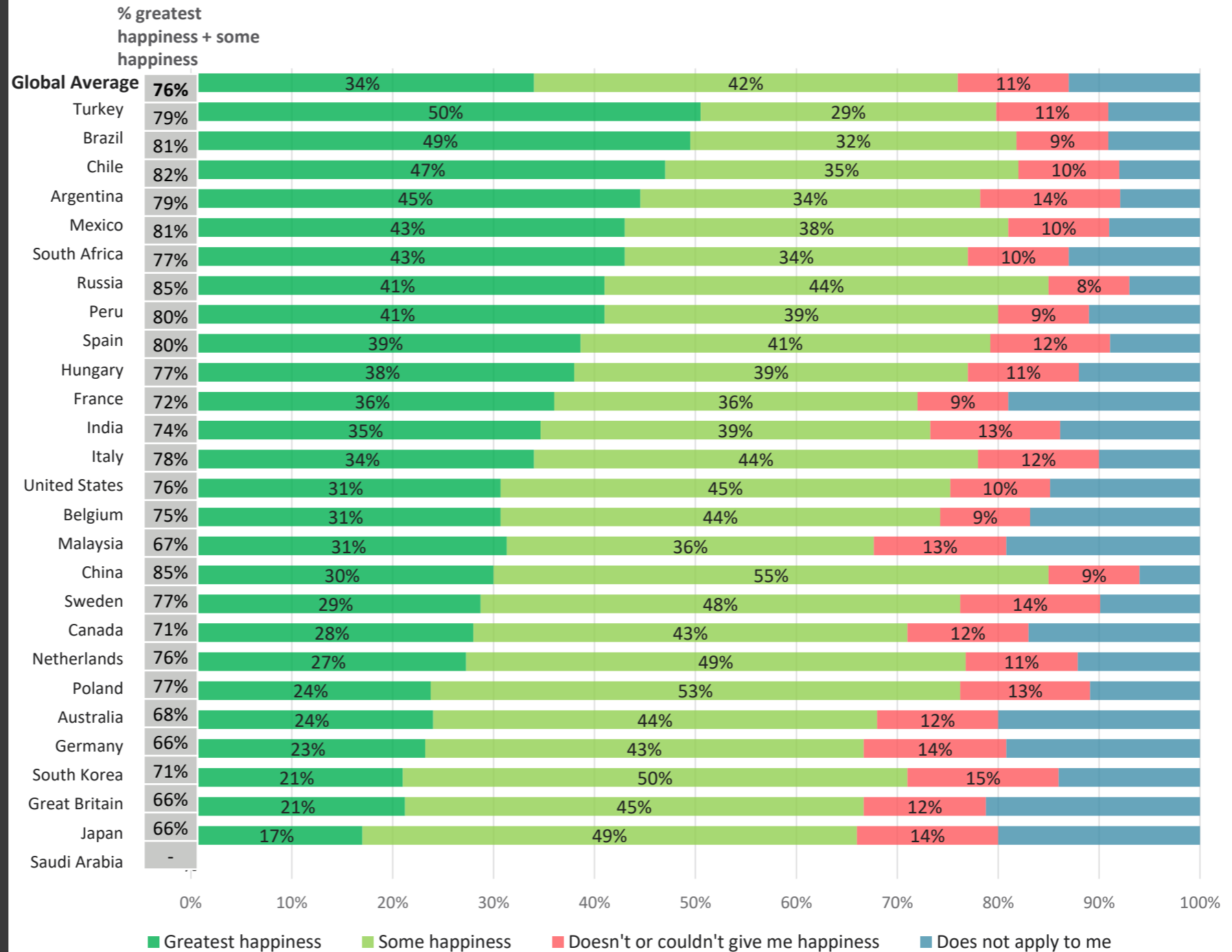
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

## Q22. Having a good sex life

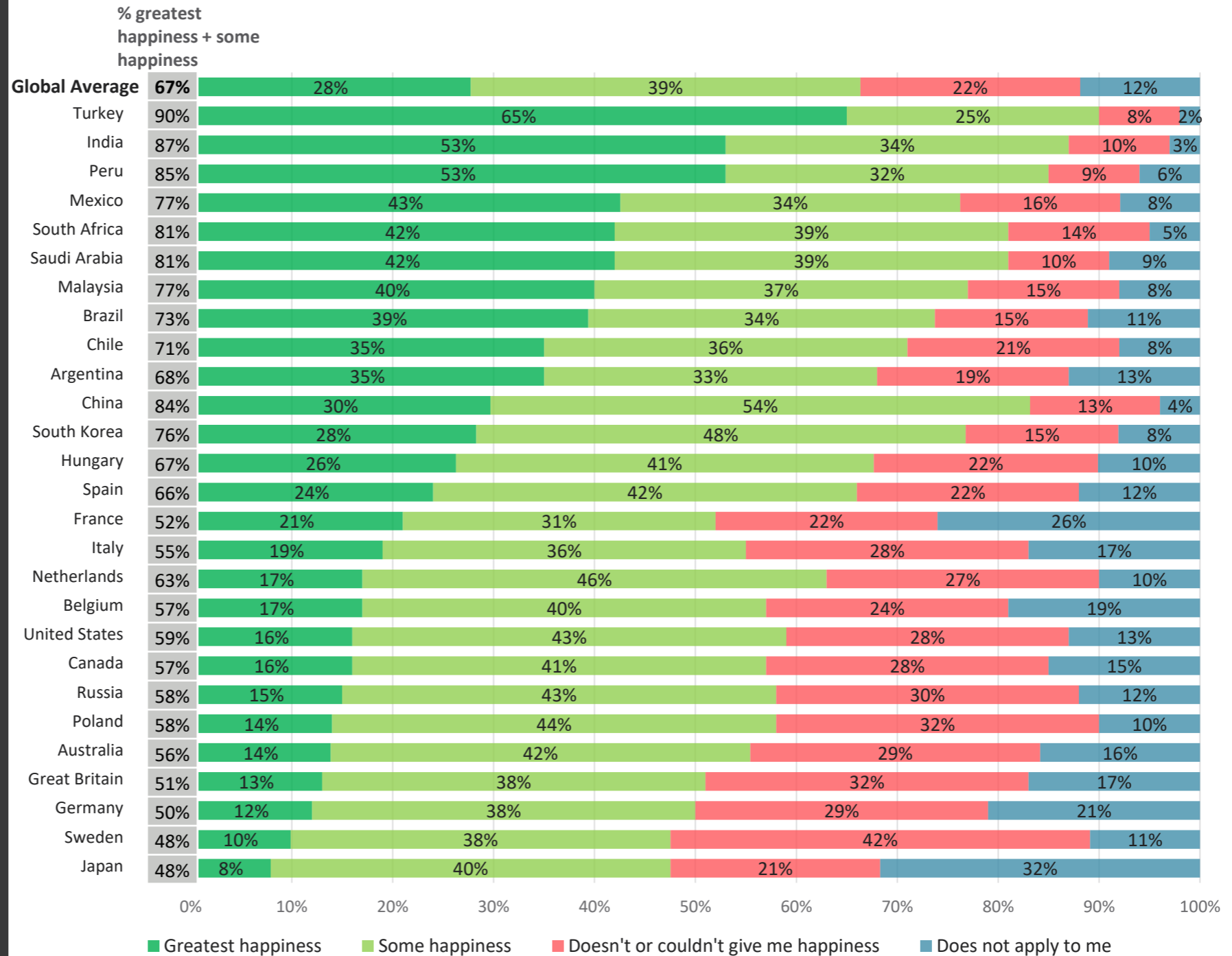
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,020 online adults aged 16-74, 18-74, or 19-74 across 26 countries (excluding Saudi Arabia)

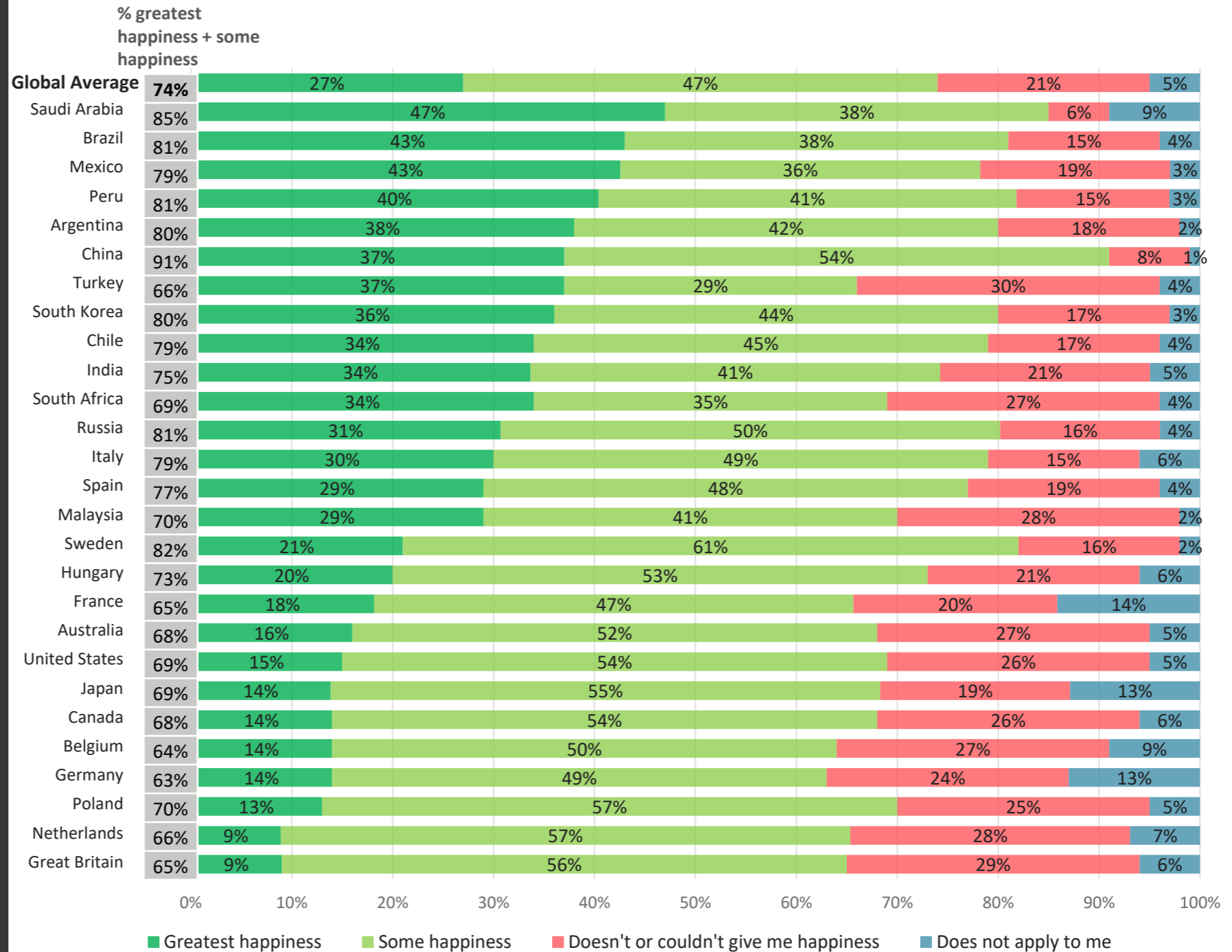
# Q17. Being recognized as a successful person

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



## Q21. The state of the economy

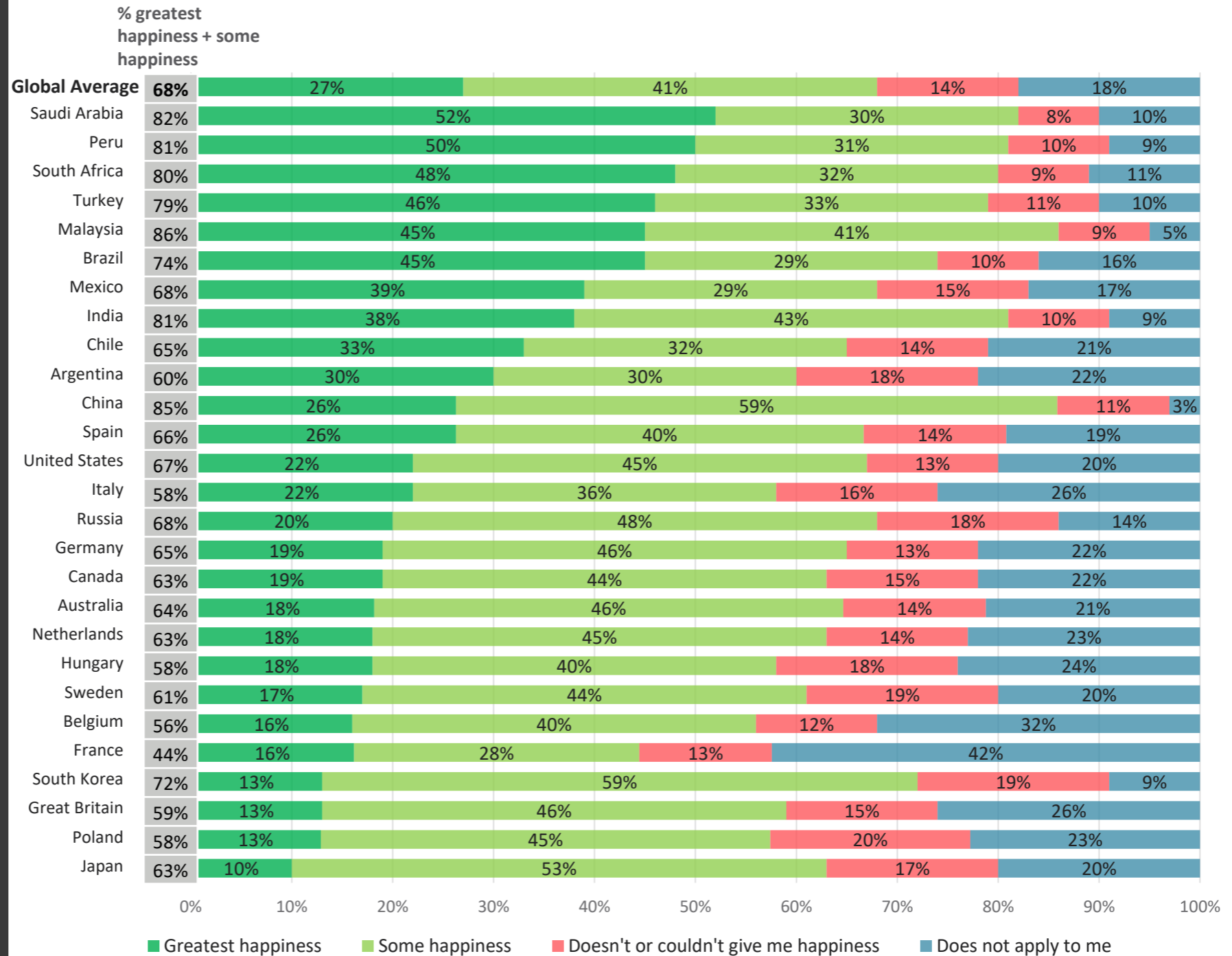
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

## Q5. Being forgiven for something I did

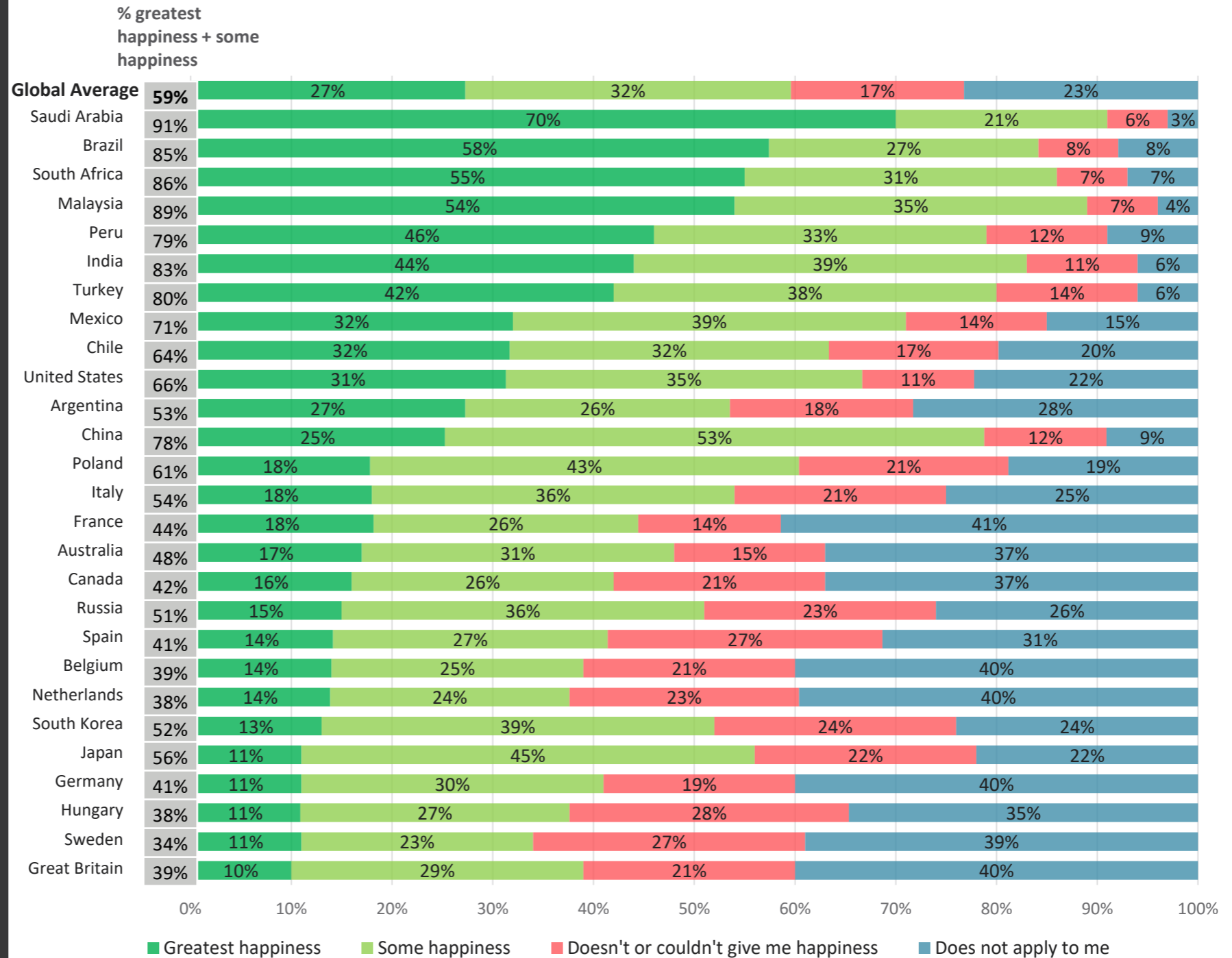
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# Q13. My religious or spiritual well-being

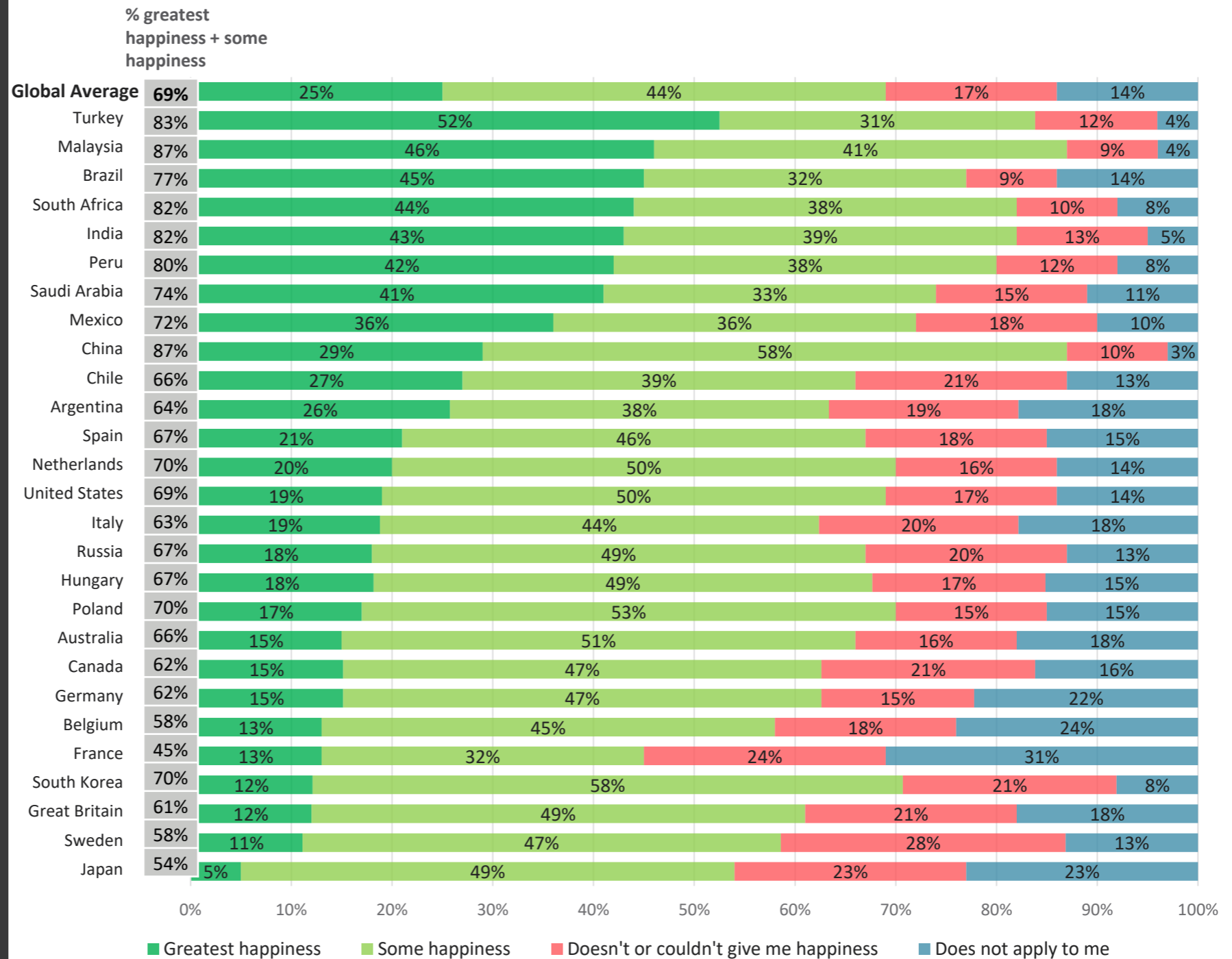
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*





## Q6. Forgive someone for something

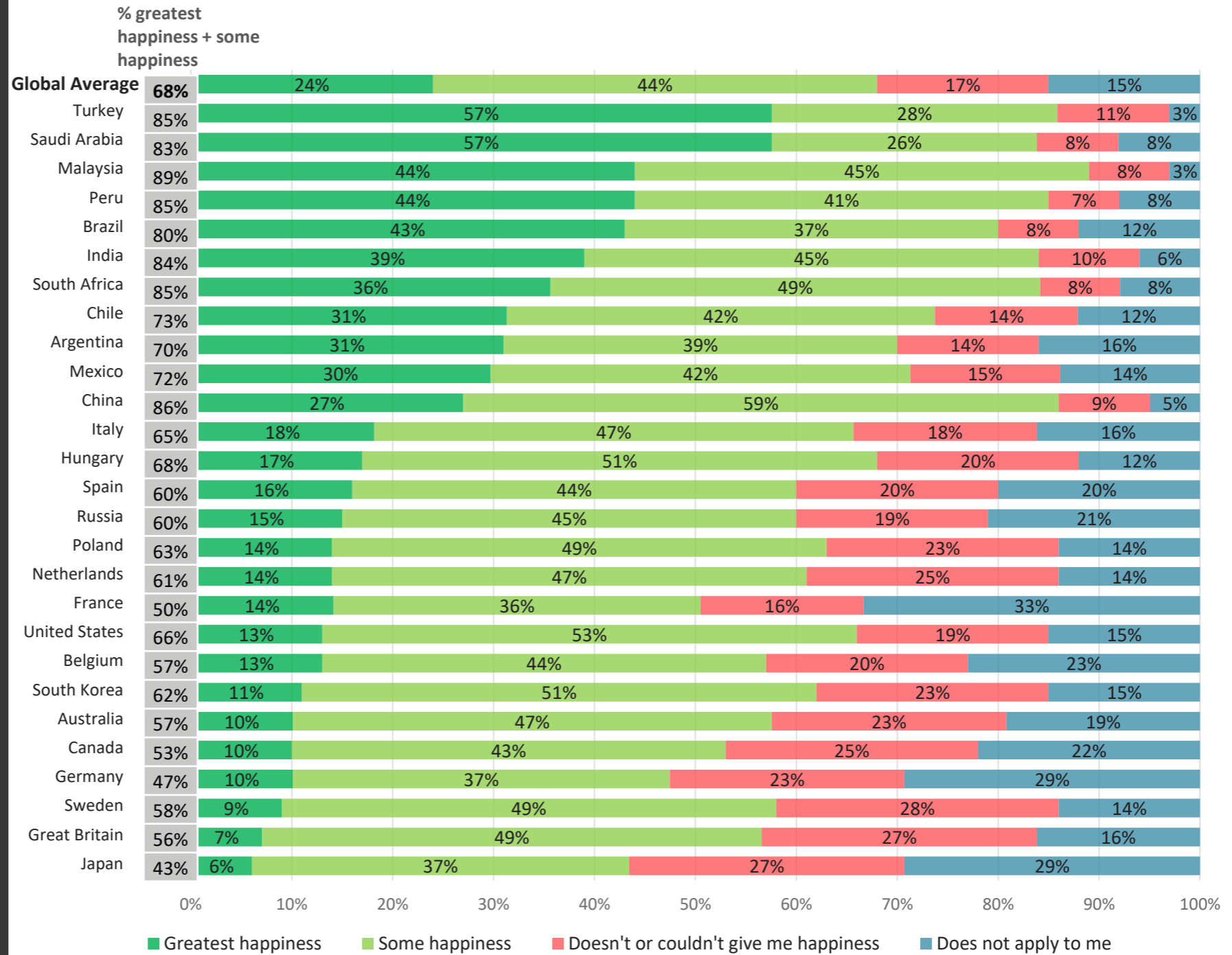
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

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

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

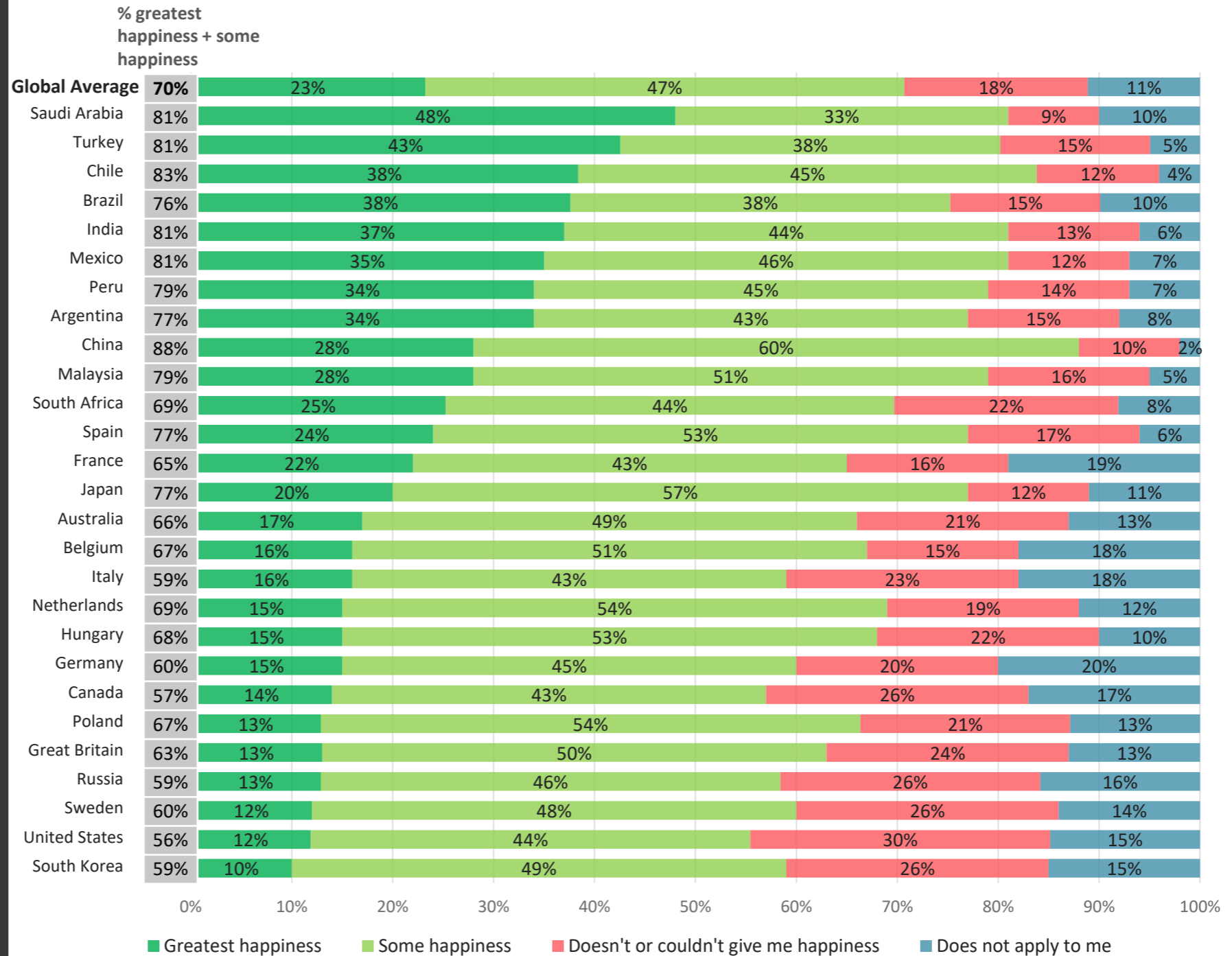


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



## Q23. My access to entertainment or sports

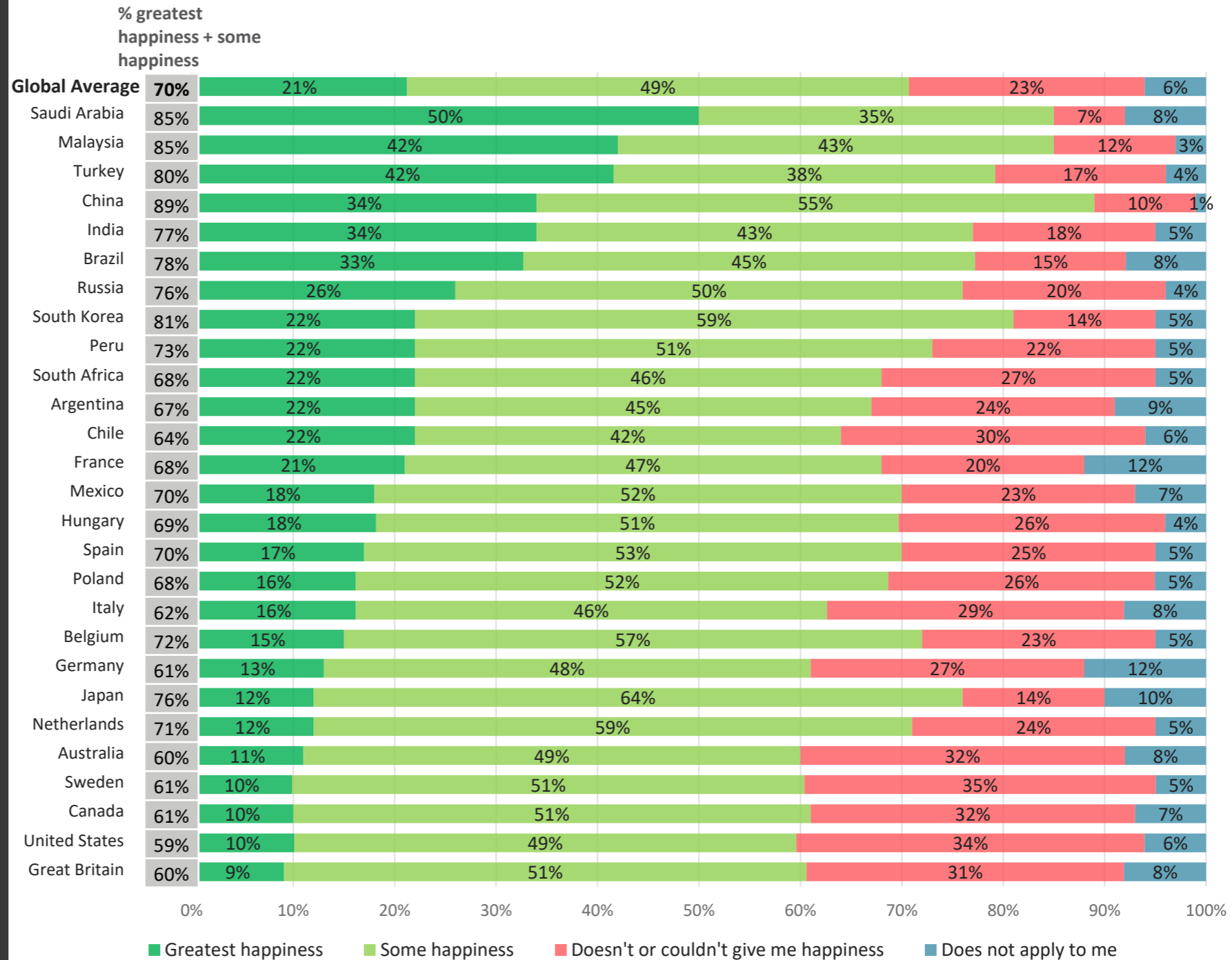
Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

# Q11. My material possessions

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

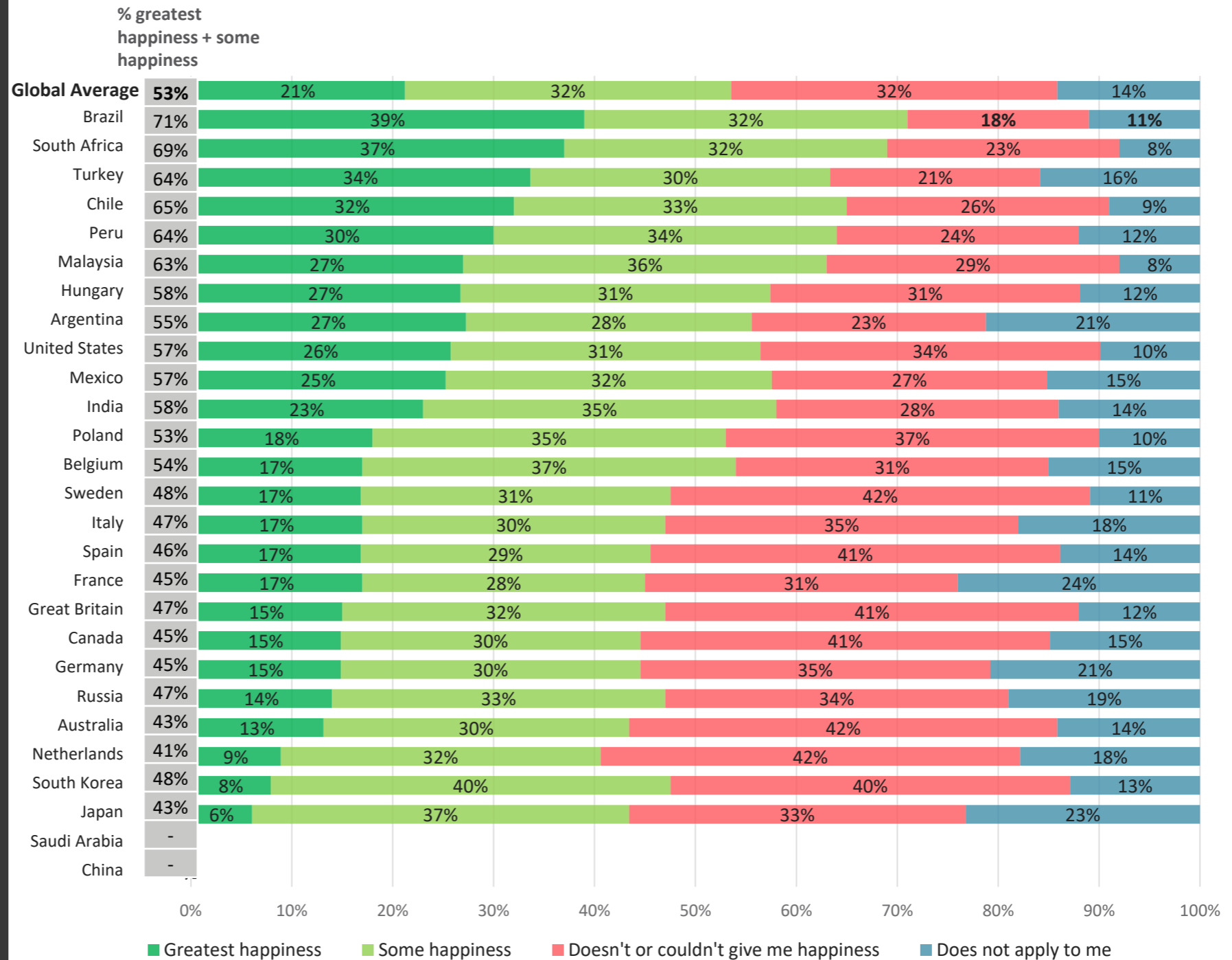


Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries



# Q29. New political leadership in my country

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

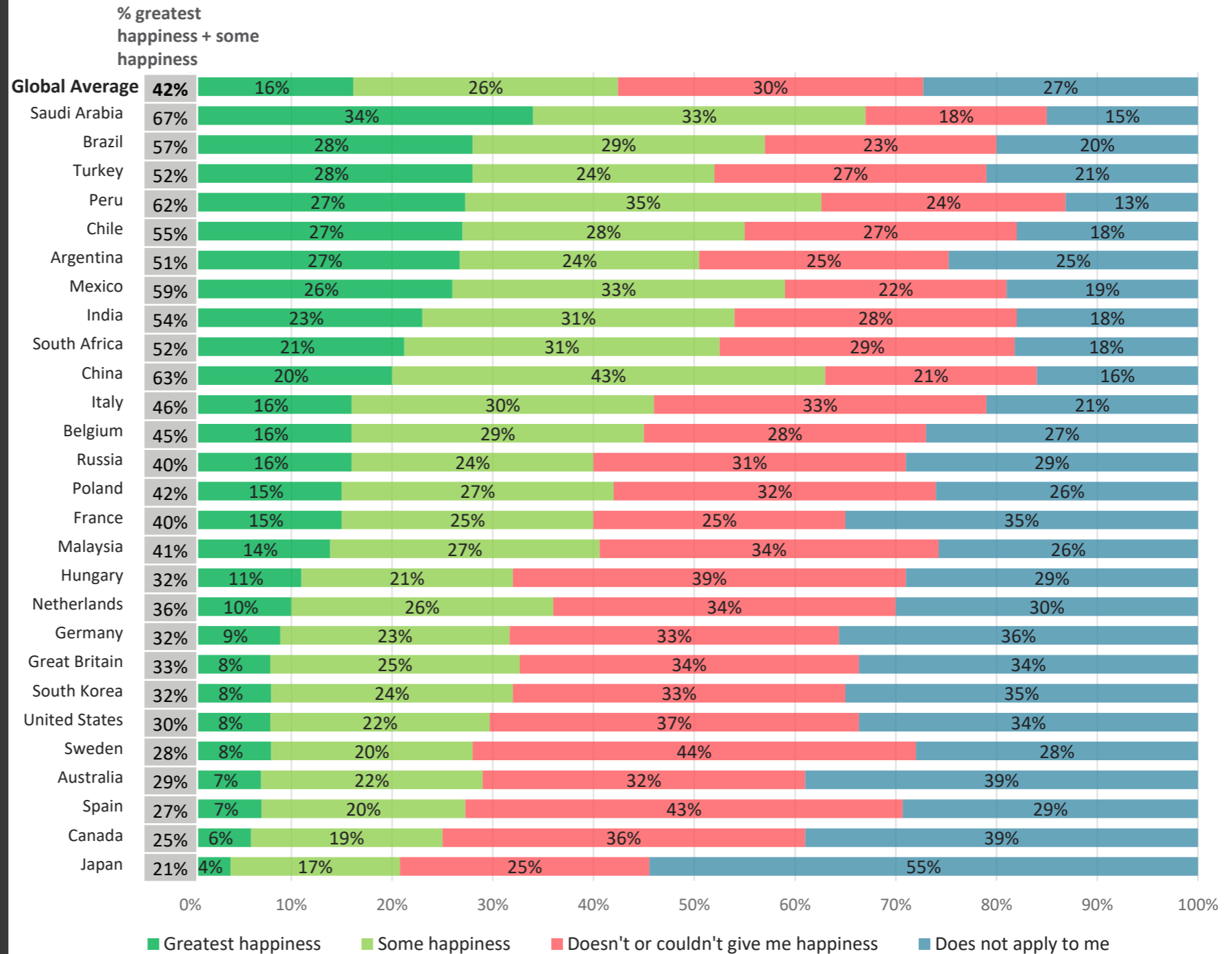


Base: 18,020 online adults aged 16-74, 18-74, or 19-74 across 25 countries (excludes China and Saudi Arabia)



## Q28. Moving to another country

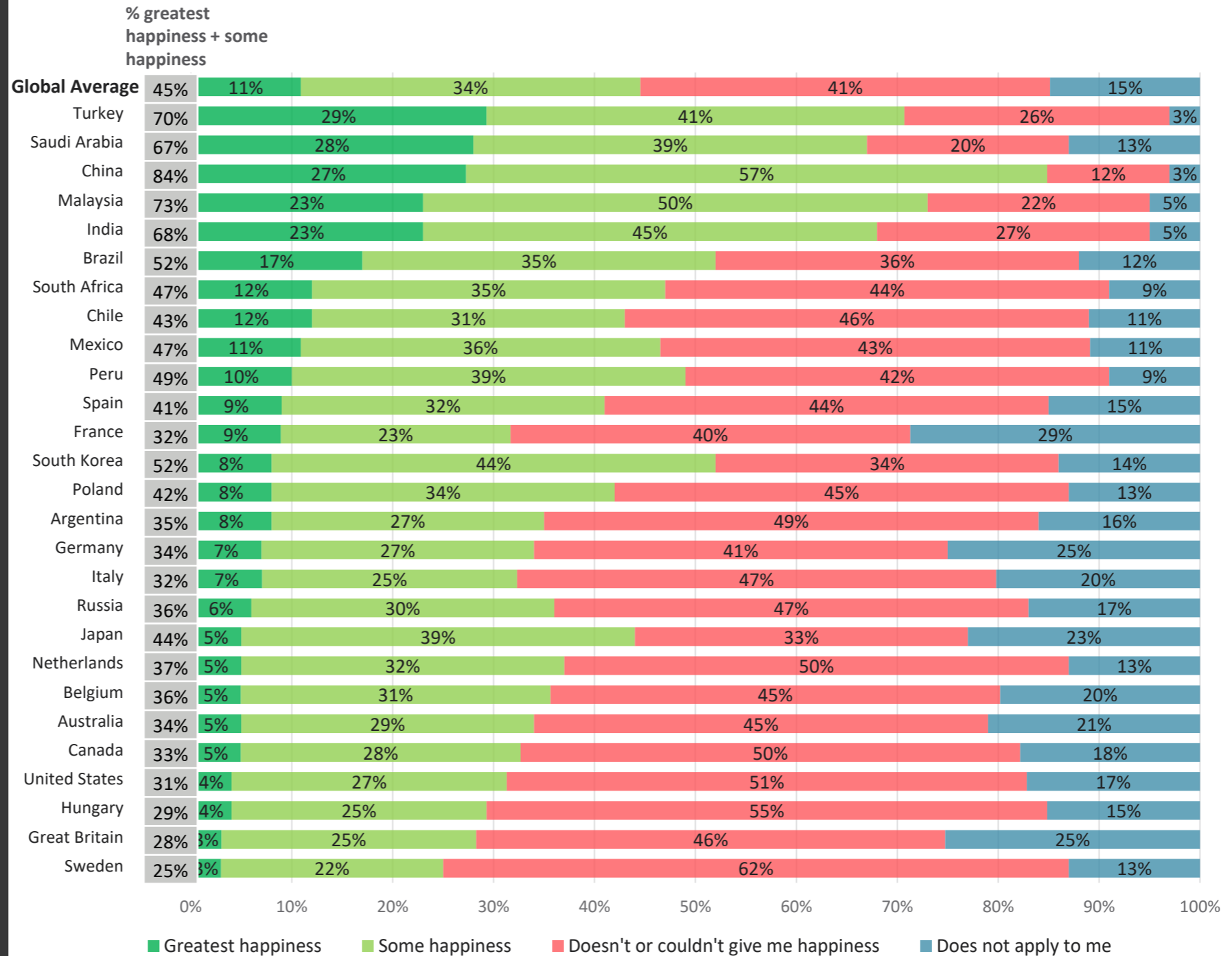
*Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me*



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

## Q30. Time spent on social media

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



- These are the findings of a 27-country Ipsos survey conducted July 24 – August 7, 2020 among 19,516 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey and 16-74 in 22 other countries, via Ipsos's Global Advisor online survey platform.
- Each country's sample consists of 1000+ individuals in Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500+ individuals in Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the United States can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey 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. The June 2019 wave was conducted May 24 - June 7, 2019 among 20,327 adults in 28 countries. The February 2018 wave was conducted January 26 - February 9, 2018 among 19,428 adults in 27 countries. The March 2017 wave was conducted February 17 - March 3, 2017 among 18,523 adults in 26 countries. The May 2013 wave was conducted May 7 - 21, 2013 among 18,513 adults in 25 countries. The December 2011 wave was conducted December 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.
- 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 are 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 the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.



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