



**Spotlight\* KSA**

# **Happiness in Saudi Arabia**

**December – 2020**

**GAME CHANGERS**



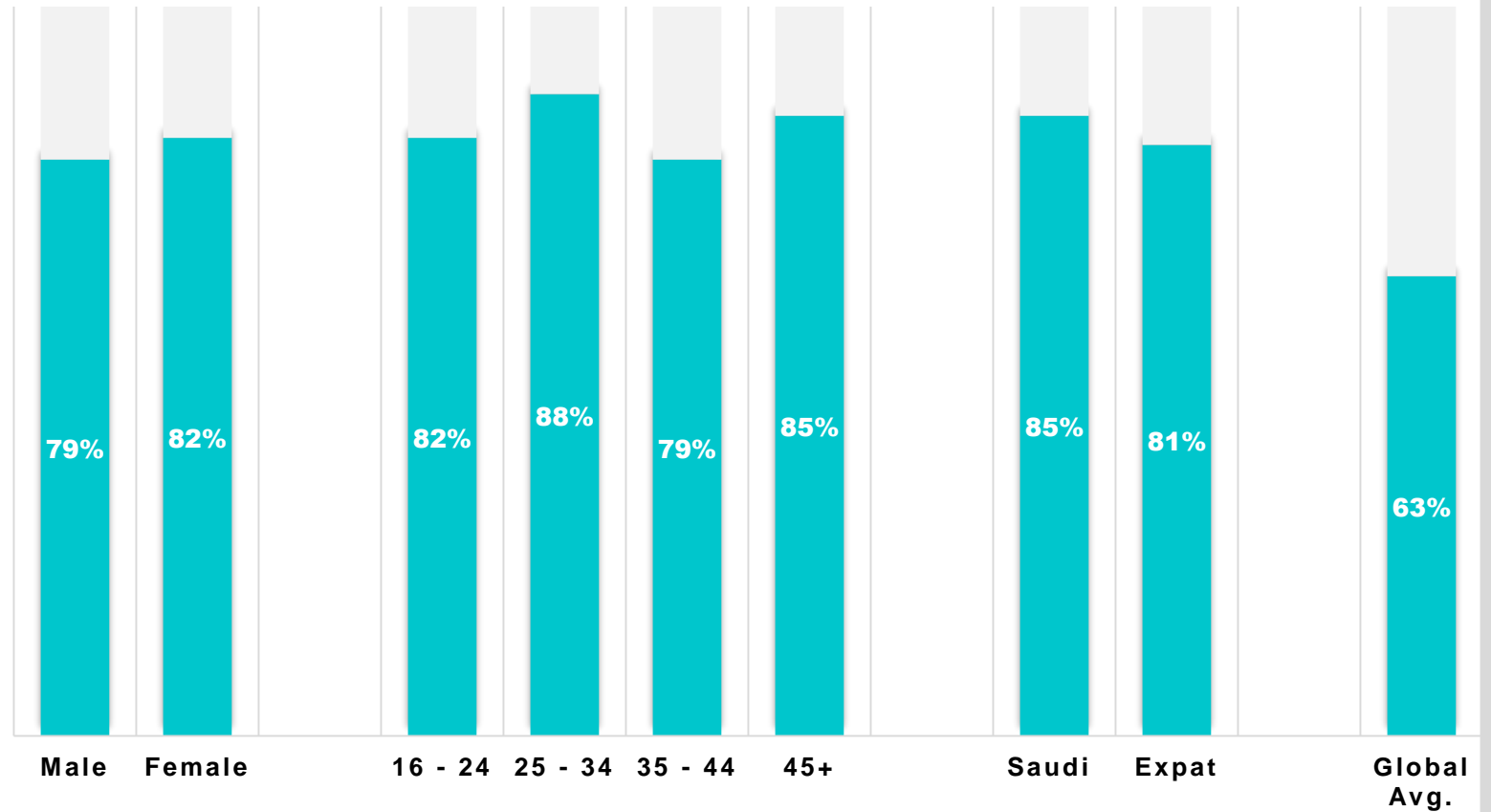
# Levels of Happiness

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

## % Very Happy + Rather Happy – By Demographics



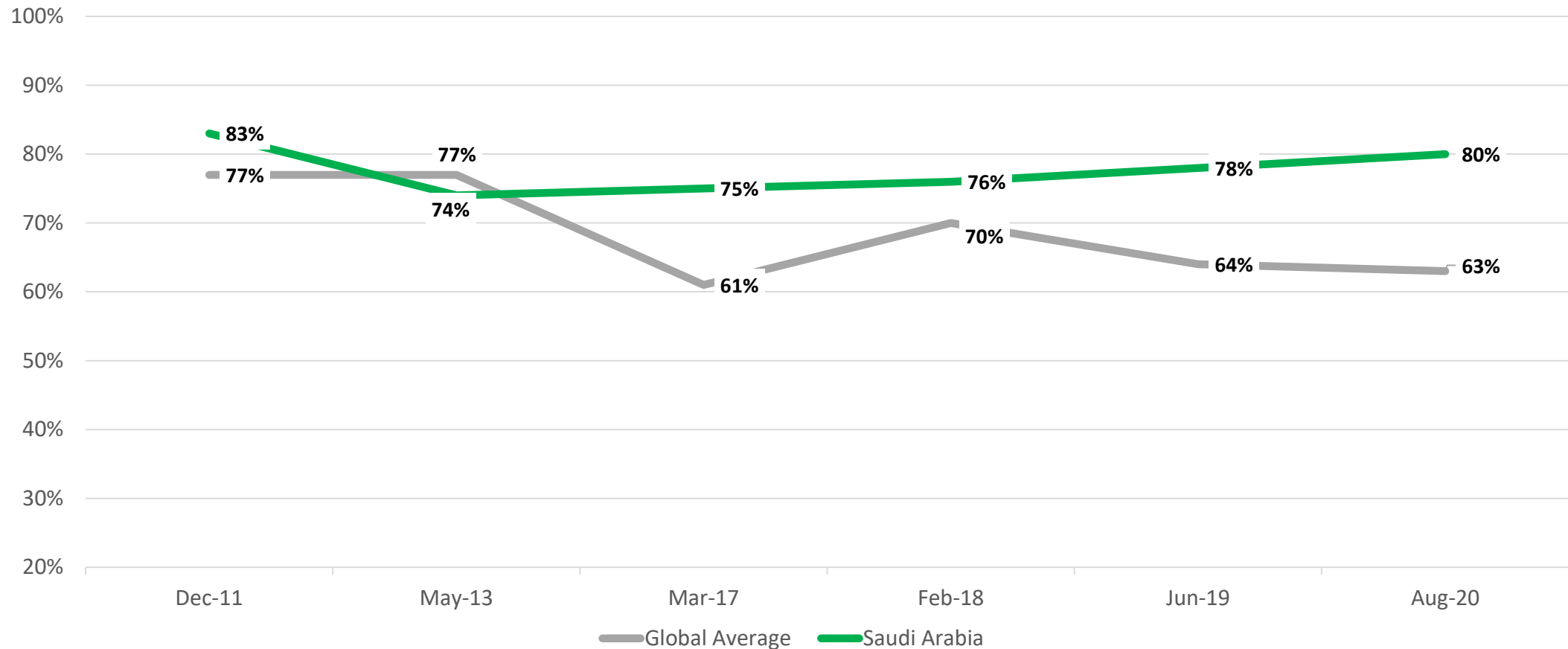
**Consider Themselves  
Happy**



# Levels of Happiness - Trended

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

## % Very Happy + Rather Happy – Trended Analysis

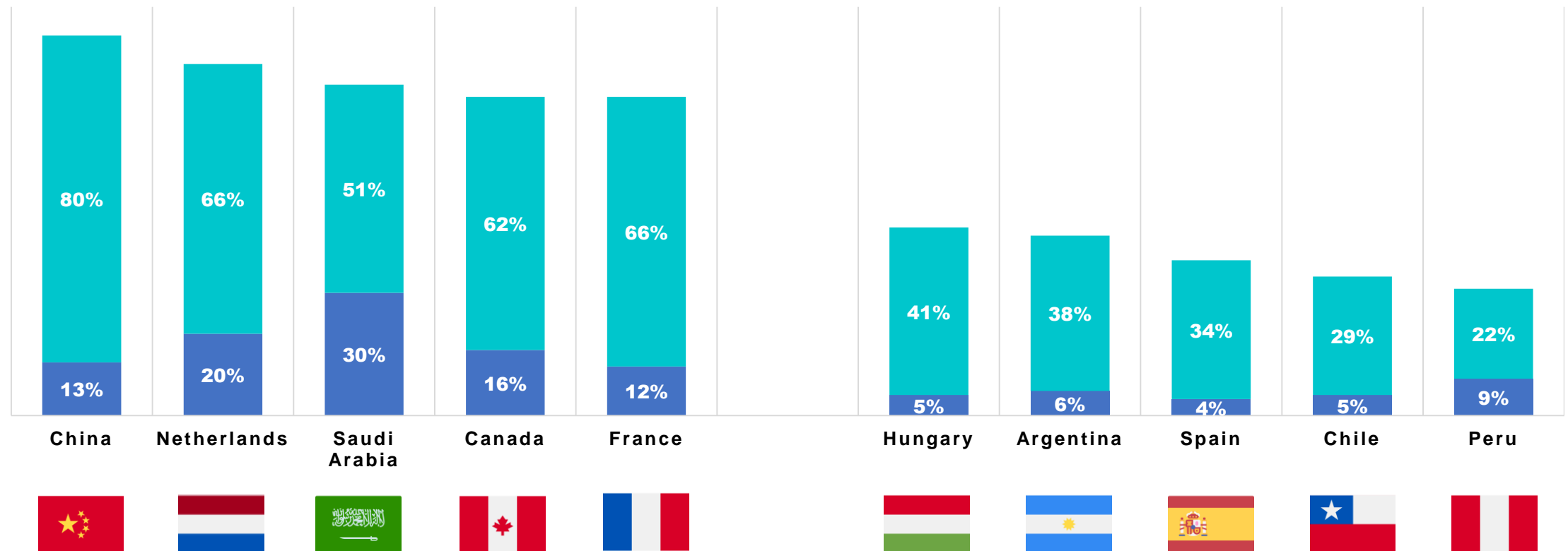


# Levels of Happiness - Top 5 vs. Bottom 5

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

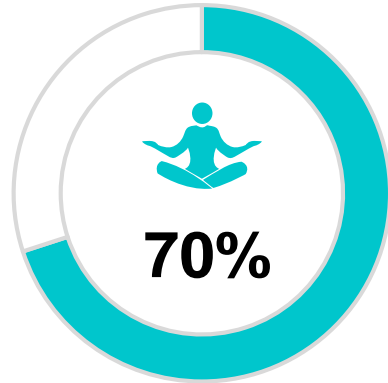
## % Very Happy + Rather Happy - Top 5 vs Bottom 5

■ Very Happy ■ Rather Happy

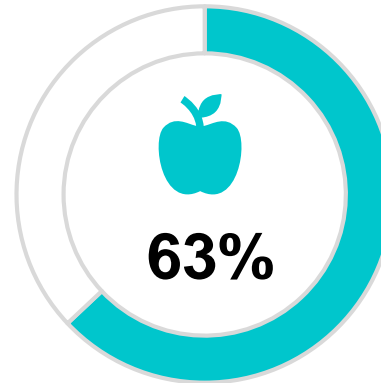


# Top 5 Sources of Happiness

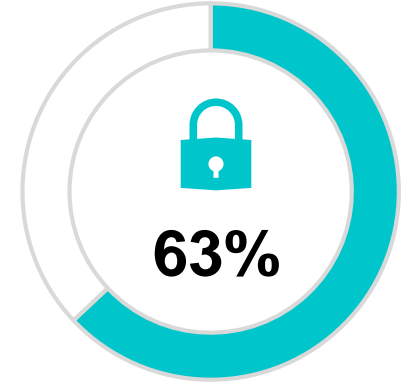
Q2. Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me



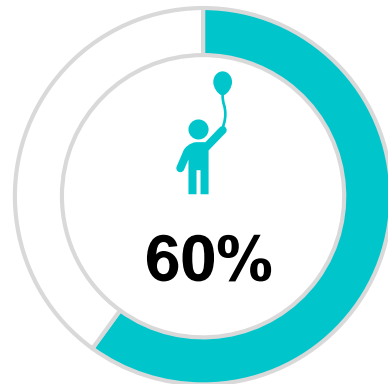
**My Religious Or Spiritual Well-being**



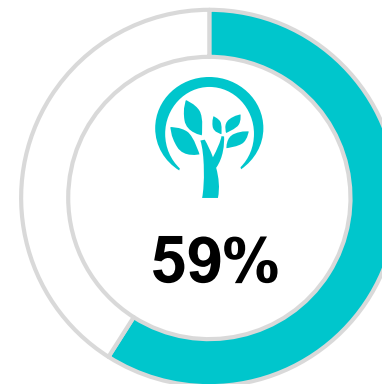
**My Health/Physical Well-being**



**My Personal Safety And Security**



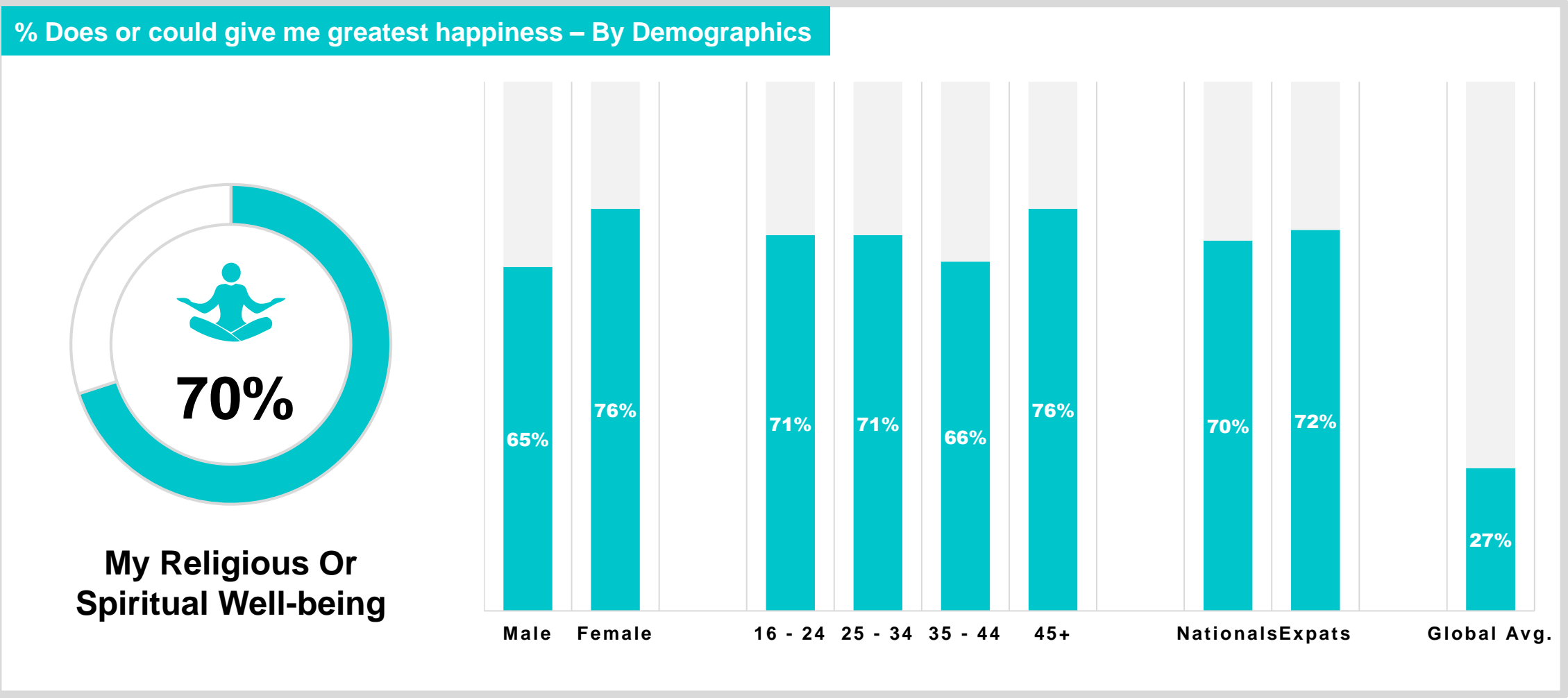
**My Children**



**Feeling That My Life Has Meaning**

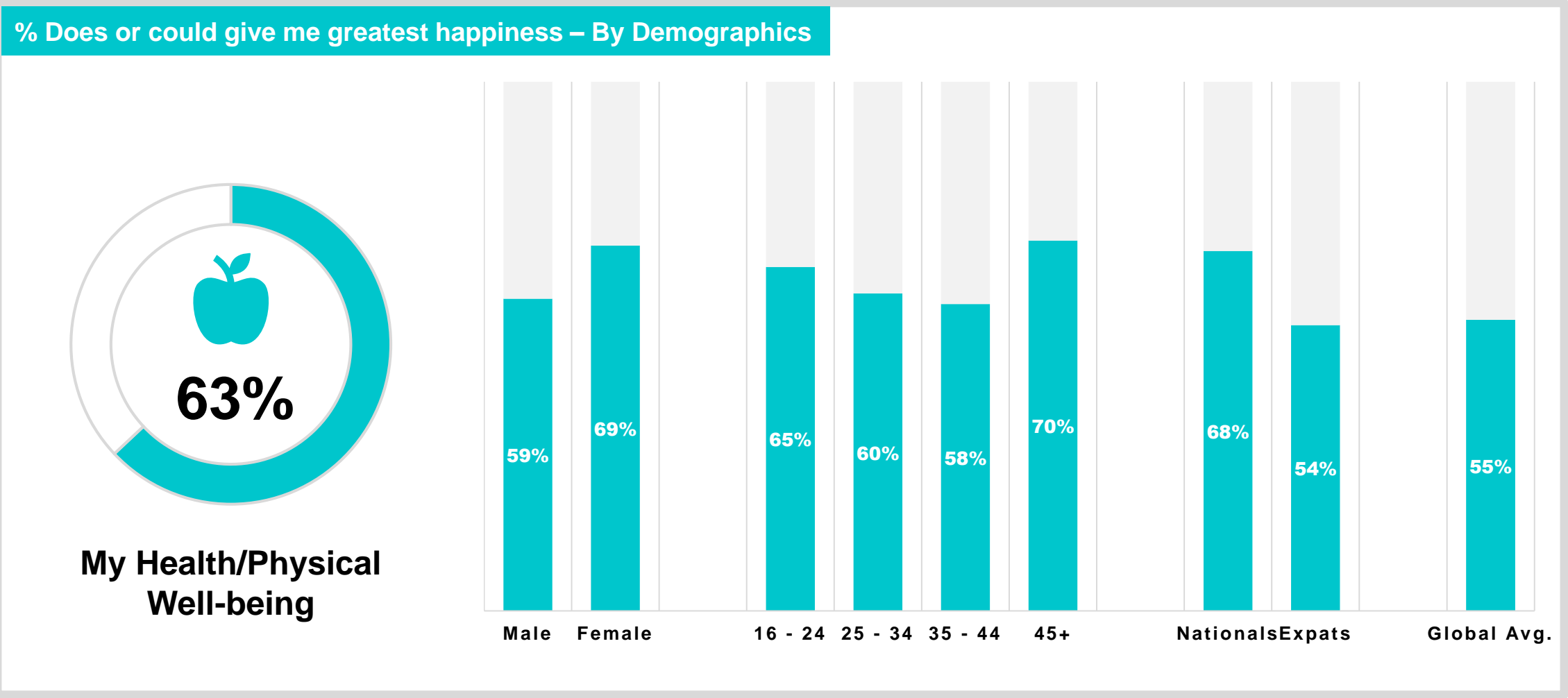
# Sources of Happiness: Religious/Spiritual Well-being

Religious or Spiritual Well-being



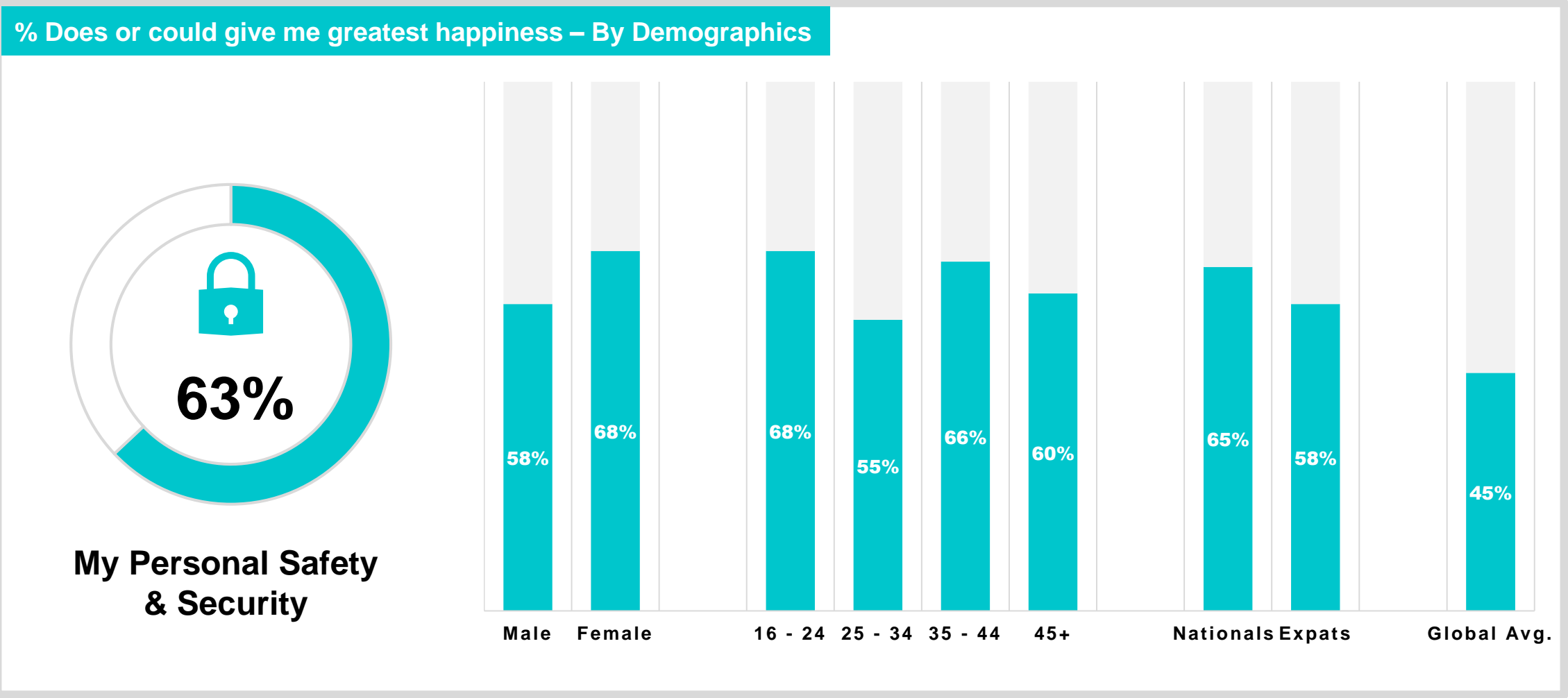
# Sources of Happiness: Health/Physical Well-being

Health/Physical Well-being



# Sources of Happiness: Personal Safety & Security

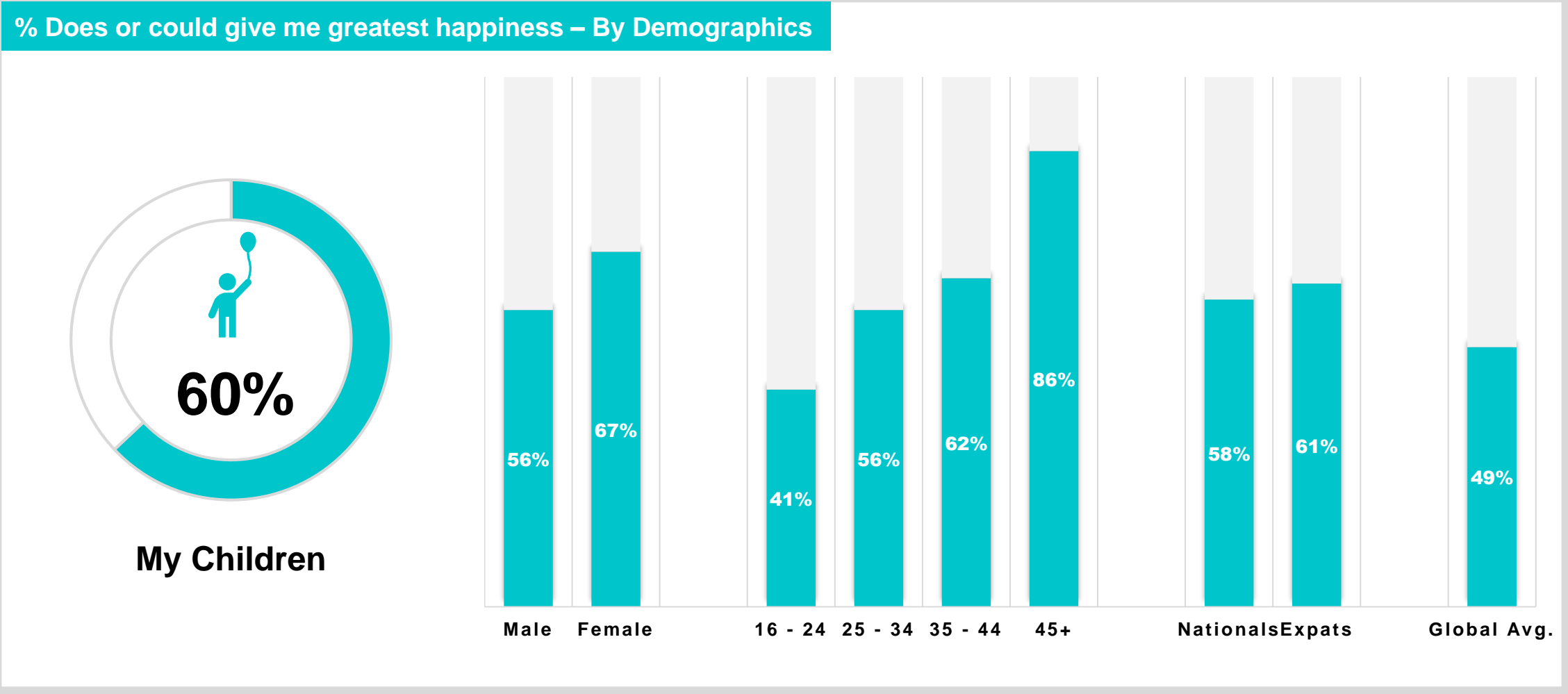
## Personal Safety & Security





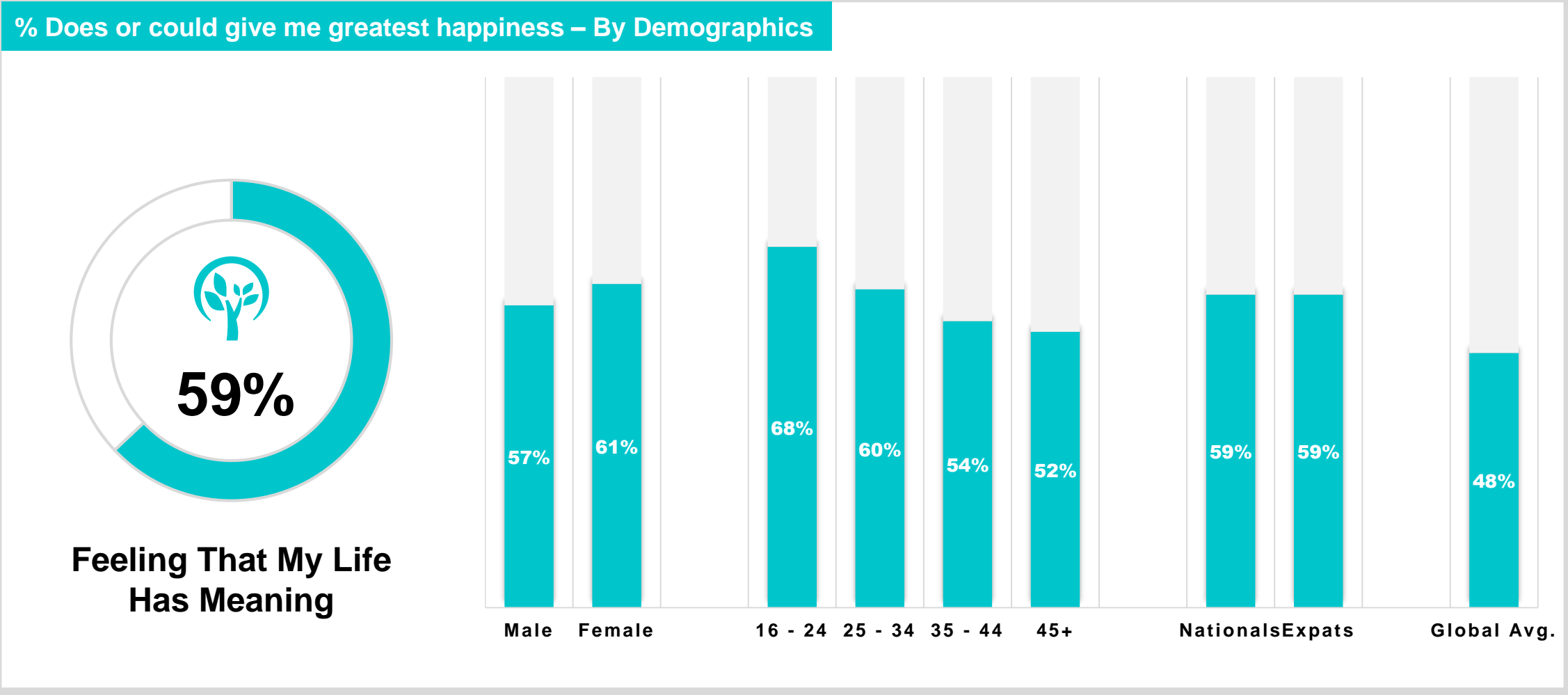
# Sources of Happiness: Children

## Children

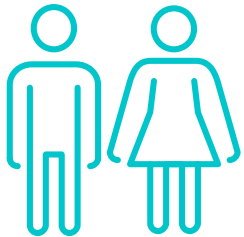


# Sources of Happiness: Feeling That Life Has Meaning

Feeling That Life Has Meaning



# Methodology



## Sample Size

500 Interviews. Interviewed Individuals Are The General Public.



## Sample Criteria

The Survey Covered Saudis & Expats aged 16 years old and above, Males and Females.



## Methodology

The Survey Was Conducted Via The Ipsos MENA Online Panel.



## Geographical Coverage

Conducted in Saudi Arabia, Across The Kingdom. Saudi Arabia was covered amongst 27 other countries around the world.



## For More Information:

Nicola Qahoush  
Research Manager  
IPSOS in MENA  
Email: [nicola.qahoush@ipsos.com](mailto:nicola.qahoush@ipsos.com)

Mohammed Minawi  
Chief Client Officer  
IPSOS in MENA  
Email: [Mohammed.Minawi@Ipsos.com](mailto:Mohammed.Minawi@Ipsos.com)

**GAME CHANGERS**

