

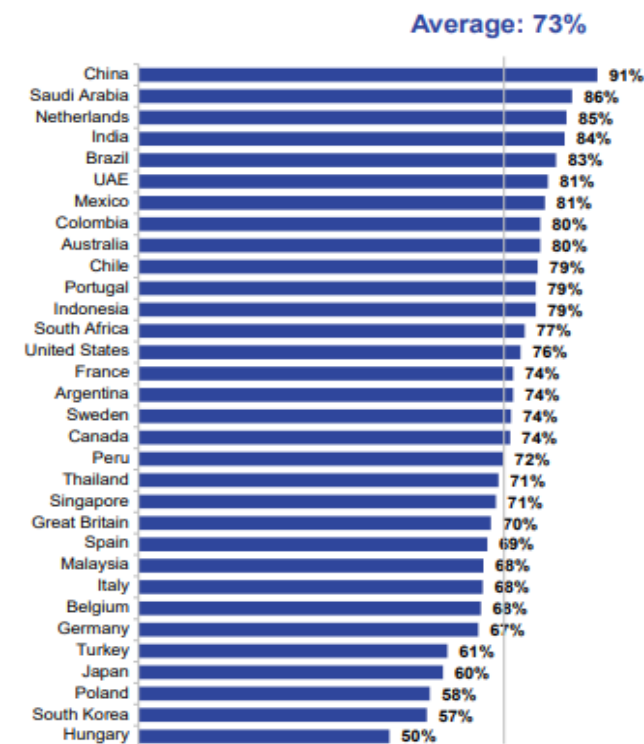


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## 84% Urban Indians say they are happy; India ranks 4th in happiness among 32 countries: Ipsos Global Happiness Survey (Life Satisfaction across the world)

Personal relationships, knowledge, love, social status, being close to nature, fitness, economic health of country make Indians happy

**New Delhi/ Mumbai, March 20, 2023:** Ipsos Global Happiness Survey that captures Life Satisfaction Across the World shows majority of global citizens polled are happy (73%) and India was placed 4th in the pecking order, with 84% of the citizens polled claiming to be happy. The top 3 happiest markets emerging were China (91%), Saudi Arabia (86%) and Netherlands (85%).



Happiness by countries

Base: 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan. 6, 2023.  
The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.  
The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population.



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Commenting on the findings of the survey, **Amit Adarkar, CEO, Ipsos India** said, "Today (March 20<sup>th</sup>) is the International Day of Happiness. India is among the top happiest markets with at least 8 in 10 urban Indians claiming to be happy. Happiness is a holistic sentiment and not dependent on one happy external event. It runs much deeper, is what the survey is telling us about citizens who are the happiest. India was able to surmount the pandemic with mass vaccination considering we are highly populous; fuel crisis, we were able to negotiate with Russia and the global community, easing the pressure on the citizens. All this is also manifesting into happiness. Because when times were gloomy during the pandemic, happiness levels had dropped to 66% in 2020. We saw a major recovery in 2021. And now in 2023, we once again see further improvement in happiness levels. Happiness infusing list is much longer than one would anticipate."

### Change in happiness level by country

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

% Happy (very/rather)

	Dec 2011	May 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	1- year change	10-year change
Global Country Average	77%	77%	61%	70%	64%	63%	67%	73%	+6	-4
China	78%	79%	84%	85%	82%	93%	83%	91%	+8	+12
Saudi Arabia	83%	74%	75%	76%	78%	80%	81%	86%	+5	+12
Netherlands						87%	86%	85%	-1	n/a
India	89%	87%	78%	83%	77%	66%	82%	84%	+2	-3
Brazil	77%	81%	56%	73%	61%	63%	63%	83%	+20	+2
UAE								81%	n/a	n/a
Mexico	78%	80%	43%	67%	59%	46%	65%	81%	+16	+1
Colombia			32%		58%		54%	80%	+26	n/a
Australia	86%	84%	72%	82%	86%	77%	85%	80%	-5	-4
Chile			41%	71%	50%	35%	53%	79%	+26	n/a
Indonesia								79%	n/a	n/a
Portugal								79%	n/a	n/a
South Africa	79%	83%	59%	72%	59%	52%	65%	77%	+12	-6
United States	85%	83%	80%	82%	79%	70%	76%	76%	-4	-7
Argentina	68%	67%	48%	56%	34%	43%	48%	74%	+26	+7
France	84%	81%	68%	77%	80%	78%	81%	74%	-7	-7
Sweden	80%	87%	74%	81%	75%	74%	78%	74%	-4	-13
Canada	85%	83%	81%	81%	86%	78%	80%	74%	-6	-9
Peru			36%	54%	58%	32%	54%	72%	+18	n/a
Thailand								71%	n/a	n/a
Singapore							72%	71%	-1	n/a
Great Britain	79%	81%	71%	78%	82%	76%	83%	70%	-13	-11
Spain	63%	57%	43%	53%	46%	38%	55%	69%	+14	+12
Malaysia				69%	52%	62%	65%	68%	+3	n/a
Italy	73%	68%	53%	60%	57%	62%	66%	68%	+2	+0
Belgium	80%	80%	71%	80%	73%	71%	73%	68%	-5	-12
Germany	76%	77%	71%	68%	78%	73%	72%	67%	-5	-10
Turkey	89%	83%	58%	60%	53%	59%	42%	61%	+19	-22
Japan	70%	69%	62%	60%	52%	55%	58%	60%	+2	-9
Poland	75%	72%	66%	71%	71%	68%	65%	58%	-7	-14
South Korea	71%	62%	48%	57%	54%	54%	57%	57%	+0	-5
Hungary	43%	52%	48%	48%	50%	45%	51%	50%	-1	-2

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The chart above shows shifts in happiness levels by markets.

**Multitude of factors provide Life Satisfaction & drive happiness - relationships, education, spirituality, being loved and appreciated, social status**

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Indians credit a plethora of factors for adding satisfaction to life and in turn making them happy. These factors interestingly contribute together as they have all received high scores. The top ranked areas were: **my children (86%), relationship with relatives (85%), exercise and physical activity (85%), relationship with partner or spouse (84%), access to, in touch with nature (84%), level of education, religious faith/ spiritual life (84%), feeling appreciated (84%), looks (83%) access to entertainment/ leisure activities (83%), access to news/ information (82%), co-workers (82%), feeling loved (82%), feeling in control of my life (81%), mental health & wellbeing (81), material possessions (81%), social status (80%)**. Notably, China and India are similar as opposed to other global markets, where happiness also hinges on how the country is doing. Satisfaction is life also depends upon **country's economic situation (China 78%, India 78%), and country's social and political situation (China 83%; India (72%))**.

*"Indians are happy because of a multitude of collective attributes that bring harmony in relationship, social status, acknowledgement and wellbeing. Personal relationships shared with family and friends, keeping abreast of news and information, sound education, appreciation and love, access to entertainment, being close to nature, spirituality, and vanity (looks), employment, material possessions and even the economic and social health of the country," added Adarkar.*

For global citizens the biggest contributors in adding satisfaction to life, according to them were: My children (if a parent) (85%), relationship with partner/spouse (if has one) (84%), access to/ in touch with nature (80%), level of education (80%) relationship with relatives (78%), friends (78%), access to news/ information (77%), co-workers (if employed) (77%), feeling loved (76%), feeling free to do and say what I want (76%), personal safety and security (75%) access to entertainment/leisure activities (75%) job (if employed) (74%), religious faith or spiritual life (74%) living conditions (74%), amount of free time (74%), Looks (73%), feeling in control of my life (73%), feeling my life has meaning (73%), feeling appreciated (73%).

### **Challenging experiences can impact happiness**

72% of global citizens and 68% of urban Indians said they have one or several close friends they rely on to help them in case of need. 1 in 2 urban Indians (50%) and 39% of global citizens polled also said that they recently experienced a deeply disturbing and distressing event that has prevented them from feeling good about their life. 47% Indians and 37% global citizens also said they recently faced or were facing a difficult personal situation that they could not have resolved by themselves.

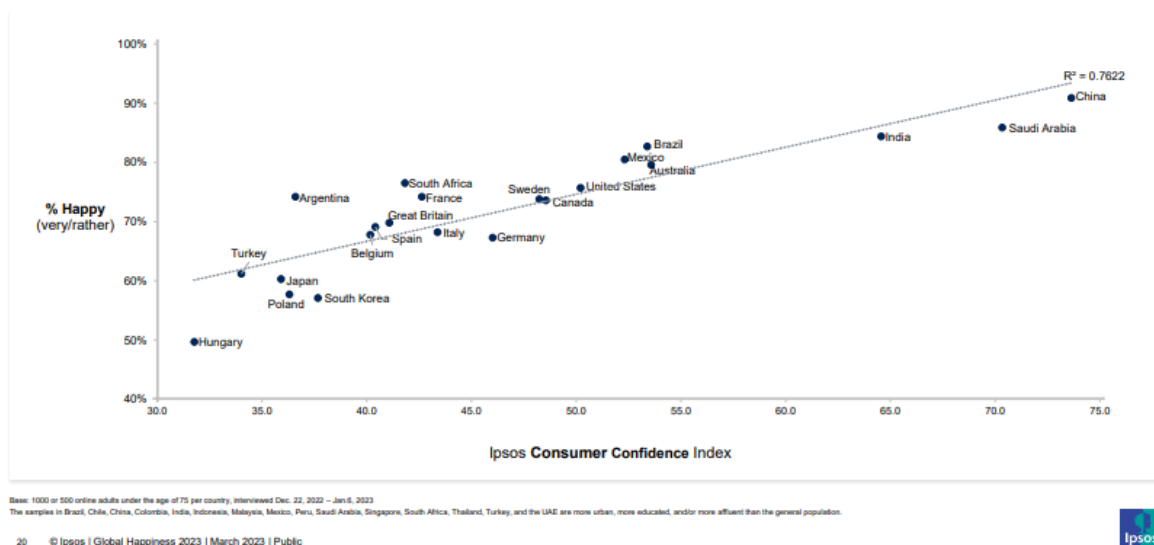
### **Consumer confidence as a measure of happiness**

Another key finding from this study is that, at the country-level, levels of happiness tend to reflect levels of consumer sentiment. Ipsos compared the percentage of happy adults and Ipsos's Consumer Confidence Index across the 22 countries where both were measured in the same survey and found they are highly correlated. The Consumer Confidence Index tracks people's

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sentiment about their financial situation, their ability to make purchases and investments, and perceptions of their local economy, job security and future opportunities.

### Happiness and consumer confidence are highly correlated



#### About the Study

These are the findings of a 32-country Ipsos survey conducted December 22, 2022 – January 6, 2023, among 22,508 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries, via Ipsos’s Global Advisor online survey platform.

Each country’s sample consists of ca. 2,000 individuals in Japan; 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Spain, and the U.S.; and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of these countries’ general adult population under the age of 75.

The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE 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.



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Prior fieldwork waves were also conducted on Ipsos's Global Advisor online survey platform:

- Nov 19 - Dec 3, 2021, among 20,504 adults in 30 countries
- Jul 24 - Aug 7, 2020, among 19,516 adults in 27 countries
- May 24 - Jun 7, 2019, among 20,327 adults in 28 countries
- Jan 26 - Feb 9, 2018, among 19,428 adults in 27 countries
- Feb 17 - Mar 3, 2017, among 18,523 adults in 26 countries
- May 7 - 21, 2013, among 18,513 adults in 25 countries
- Dec 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.

The Global average reflects the average result of all the countries and markets where the survey was conducted that year. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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 is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

### About Ipsos

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Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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