

GLOBAL HAPPINESS 2023

Life Satisfaction Across the World

A 32-country Global Advisor survey

March 2023

GAME CHANGERS



Summary findings

Happiness rebounds in Latin America, drops in many Western countries

- Higher on average in Global South than in high-income countries
- Top 5: China, Saudi Arabia, Netherlands, India, Brazil
- Higher among married, more affluent, better educated
- No difference by gender

Relationships and knowledge are what people are most satisfied with

- Satisfaction levels are highest with relationships — children, spouse, relatives, friends, co-workers, and nature — and with education and information
- Lowest with country's situation, own finances, romantic/sex life, and physical activity

Satisfaction varies with economic development

- High-income country citizens tend to be more satisfied with their safety, material possessions, living conditions, and jobs
- Middle-income country citizens are generally more satisfied with their faith/spiritual life, physical wellbeing, looks, relatives, sense of control and purpose, and feeling appreciated

Key drivers of happiness

- Happy people are most likely to feel useful, in control of their life, valued, and satisfied with their mental and material well-being
- Happiness drivers vary little by gender, except for marital relationships and mental health (more important to women's happiness) and one's own financial situation (more important to men's happiness)
- Happiness levels are strongly correlated with consumer confidence

Many lack support system

- Globally, only 72% have friends or relatives they could rely to help them
- Significantly fewer in Japan, Brazil, and South Korea, and generally among lower-income earners
- Four in 10 report having recently experienced a distressing event with higher proportions among Gen Zers and Millennials, those with a lower income and women

Pessimism prevails about the future of relationships

- Twice as many say it will get more difficult than easier for singles to find a romantic partner, for couples to maintain a happy relationship, and for people to have close friendships they can count on
- Pessimism is most pronounced among Boomers and GenXers, the less educated and affluent, unmarried adults — and more generally in high-income countries

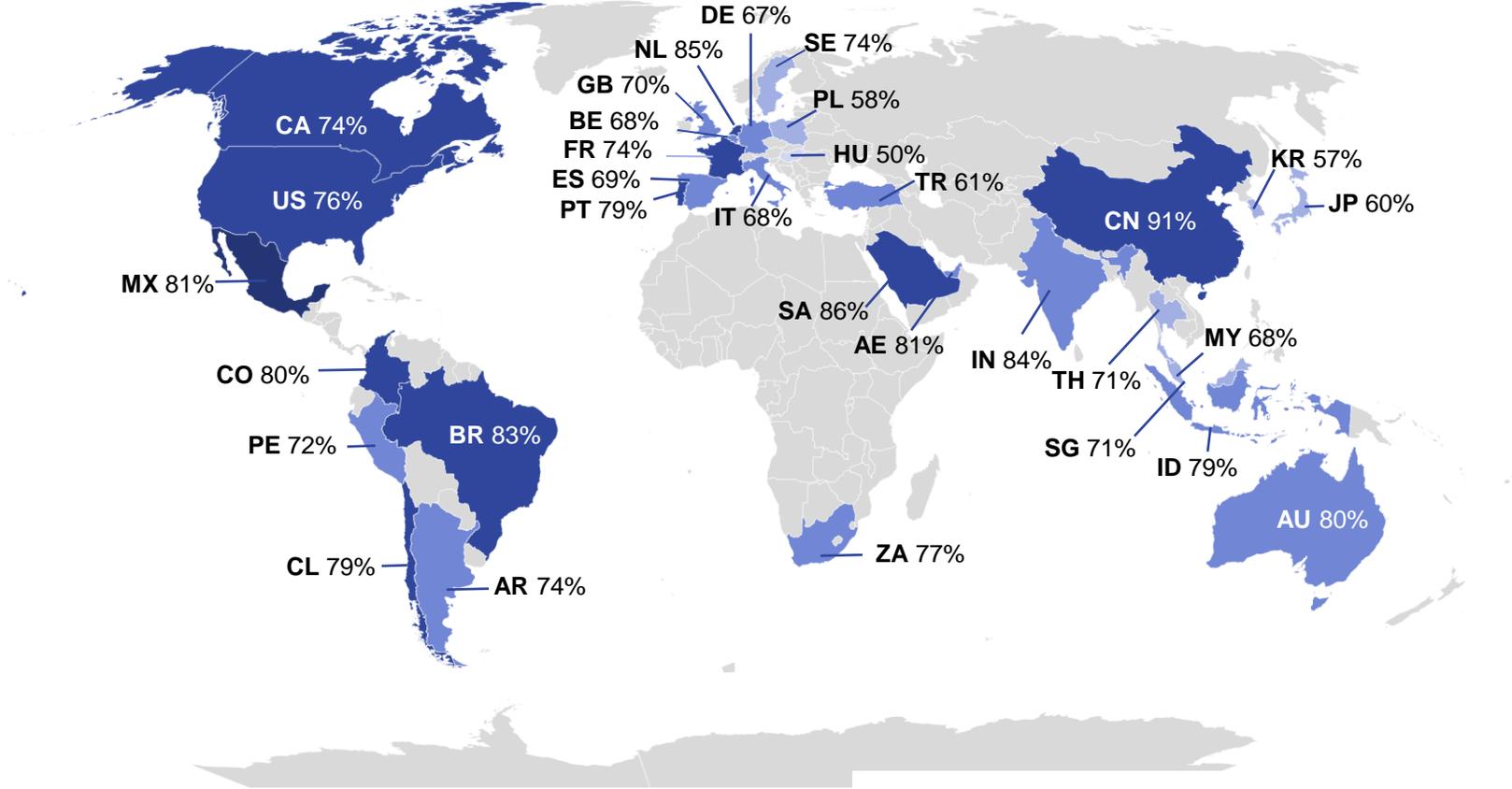
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Level of happiness by country



Happiness across the world

% Happy (very/rather)

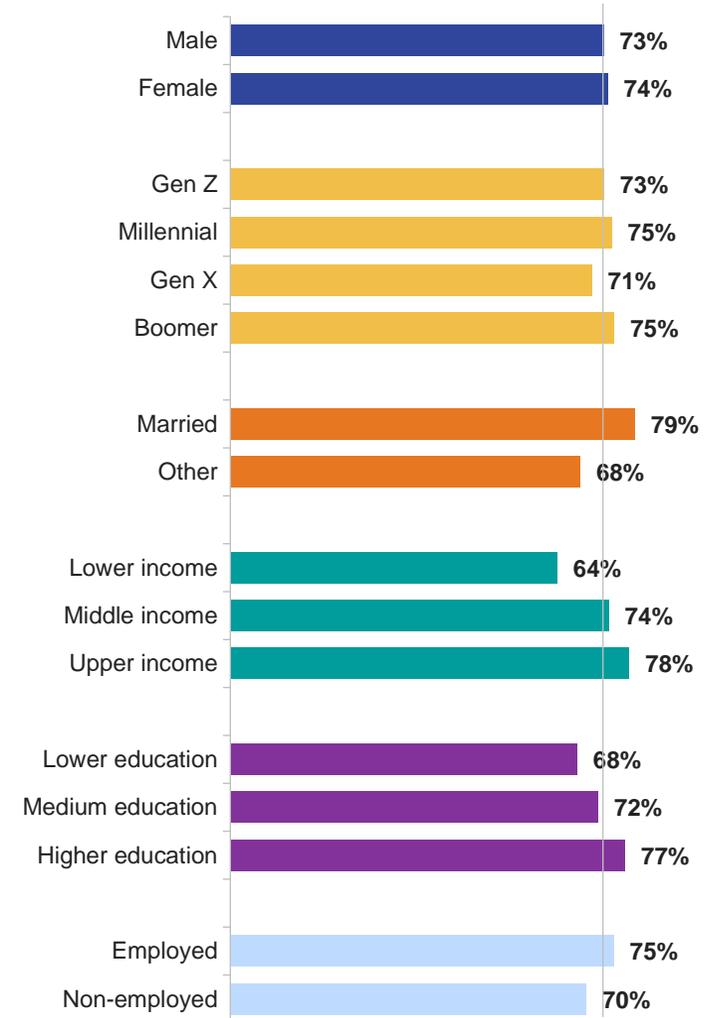
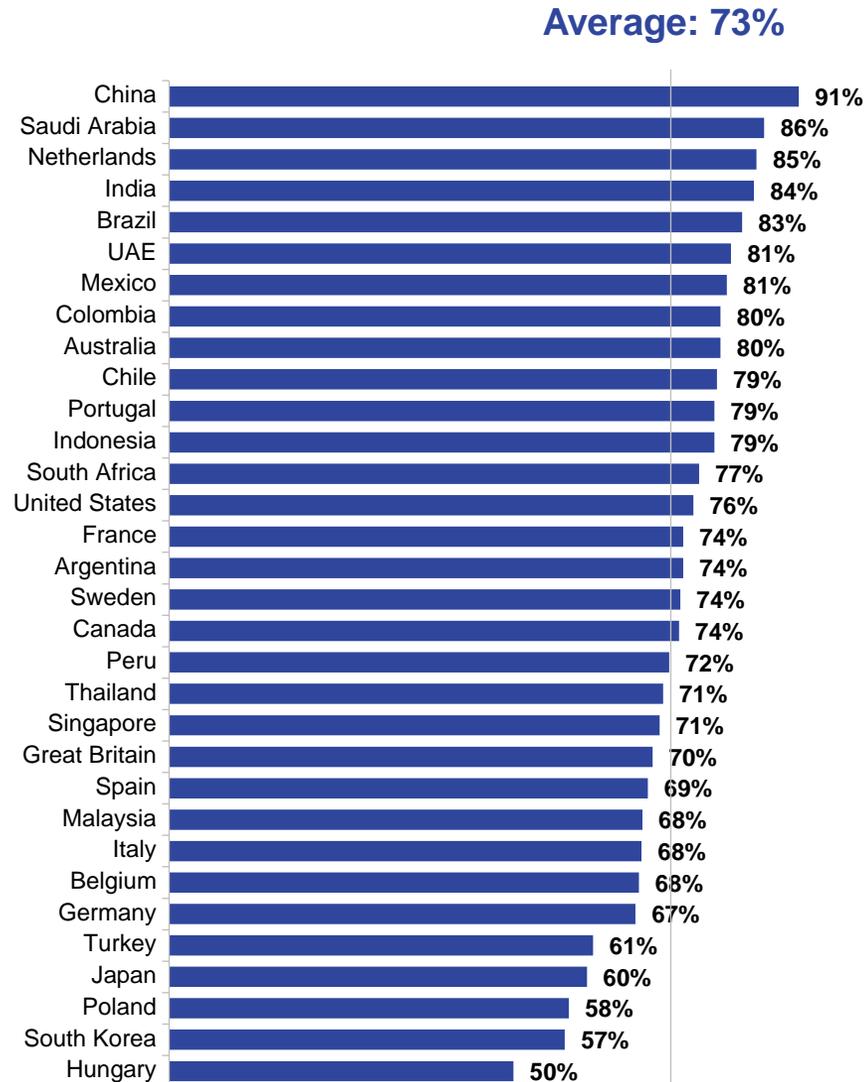


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Happiness by country and demographics

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



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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% | -0 | -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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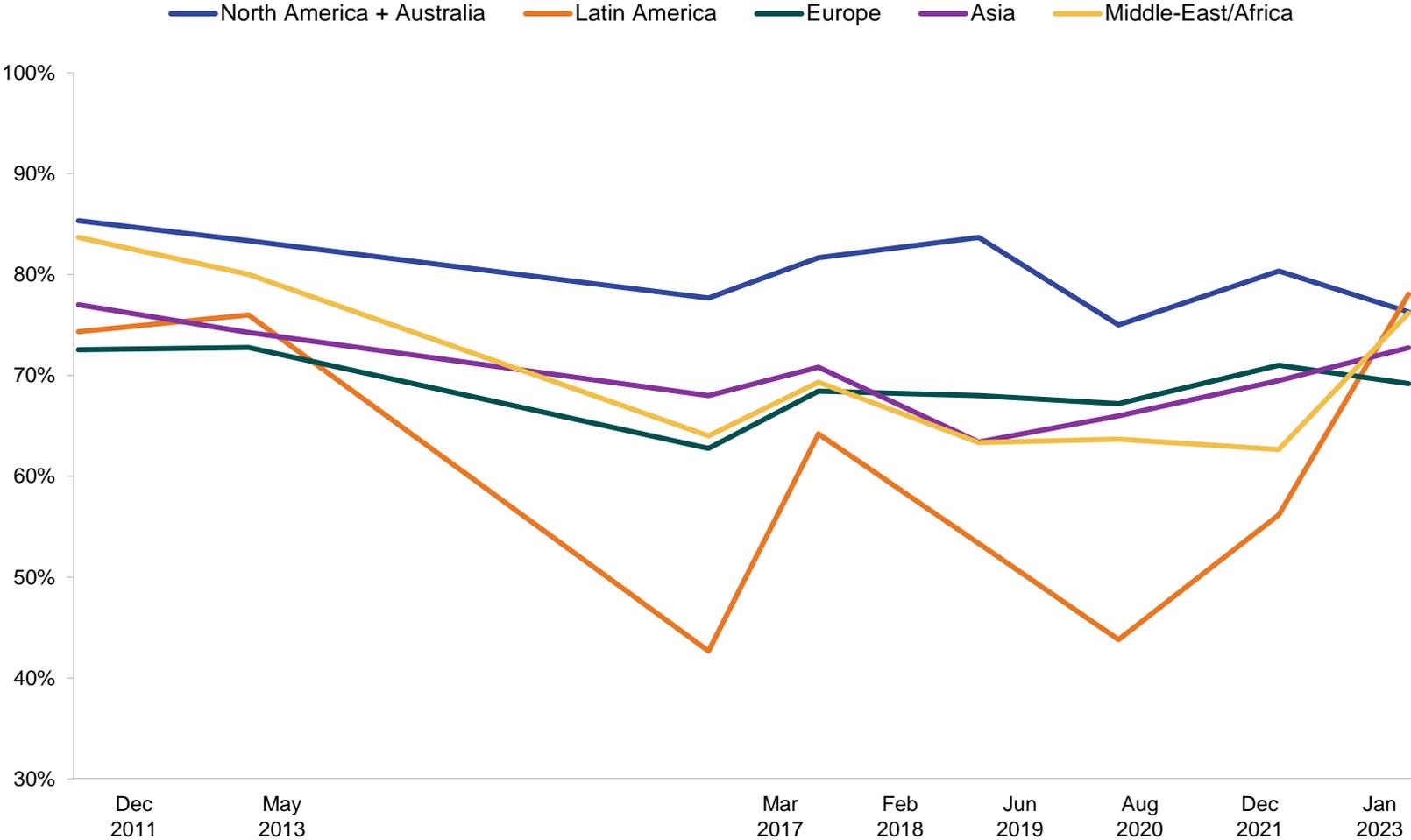
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Happiness trends by world regions

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

% Happy (very/rather)



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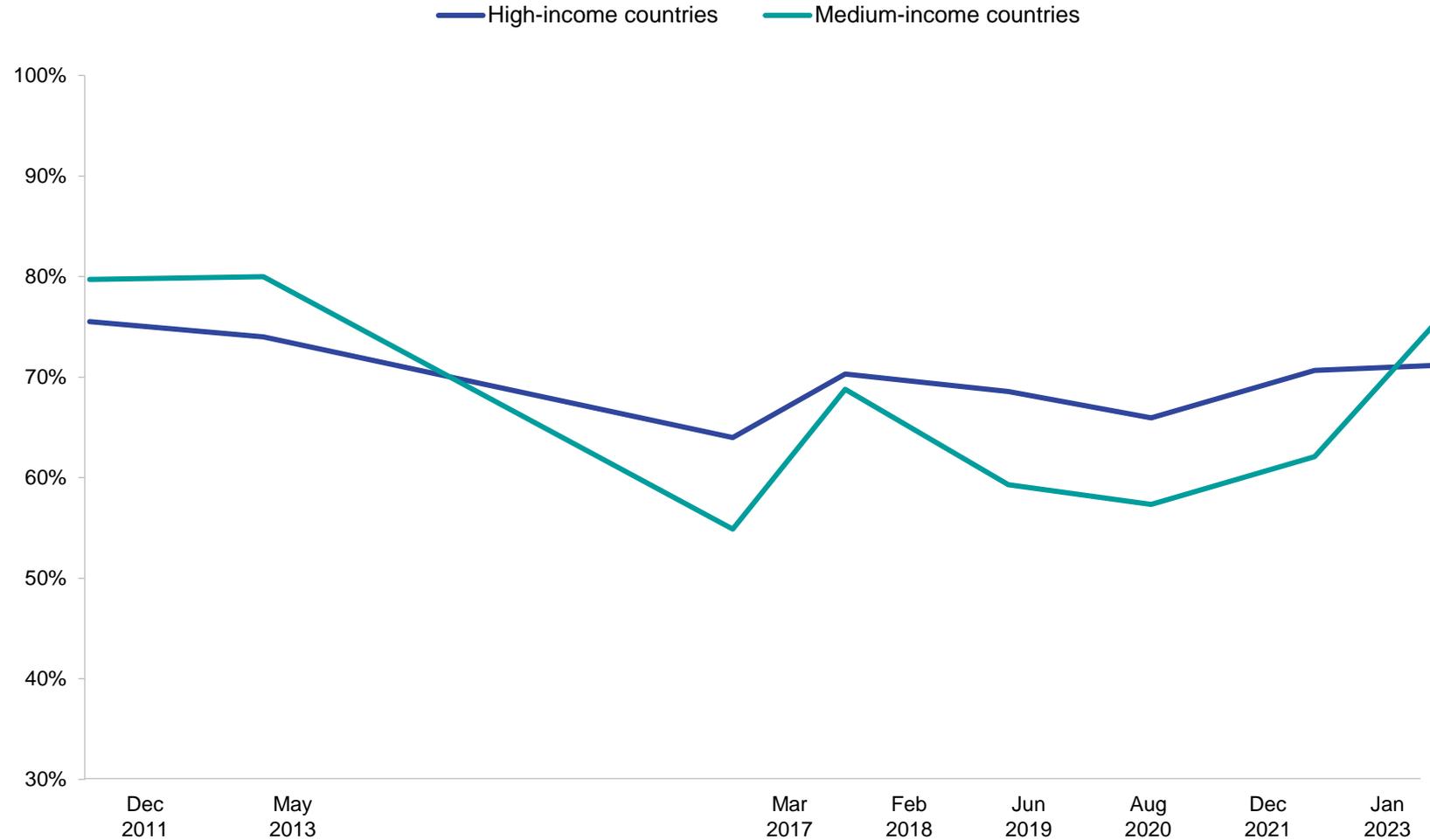
Happiness trends by level of economic development

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

% Happy (very/rather)

Based on World Bank country classification by income level for 2022-2023

- **High-income countries:** Australia, Belgium, Canada, Chile, France, Germany, Great Britain, Hungary, Italy, Japan, South Korea, Netherlands, Poland, Portugal, Saudi Arabia, Singapore, Spain, Sweden, UAE, United States
- **Middle-income (upper or lower) countries:** Argentina, Brazil, China, Colombia, India, Indonesia, Mexico, Malaysia, Peru, Thailand, Turkey, South Africa



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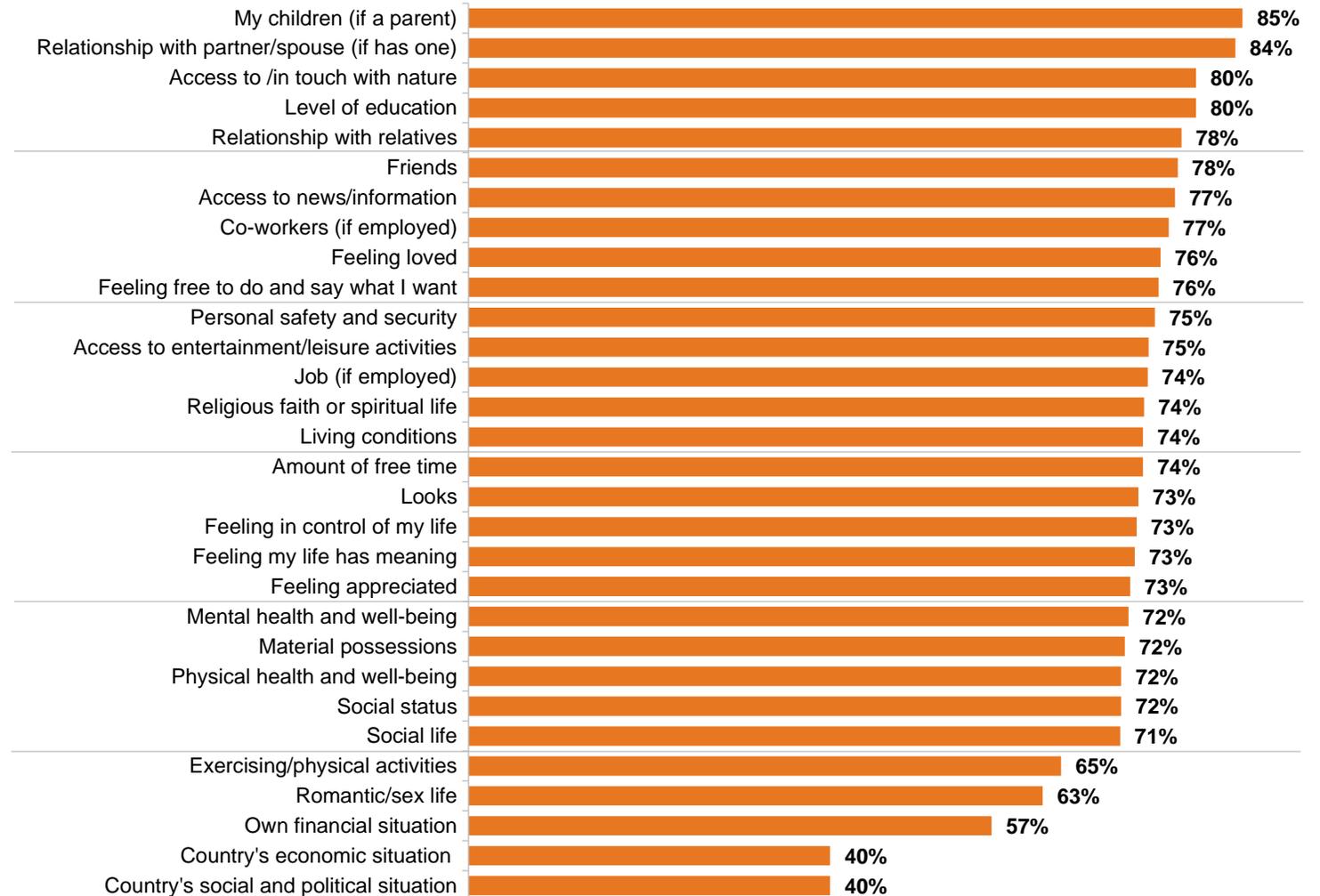
Satisfaction with aspects of life



Satisfaction with aspects of life: Global average

Q. Overall, how satisfied are you with each of the following aspects of your life:

% Satisfied (very/somewhat)



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Satisfaction with aspects of life by country

| | Global Country Average | Argentina | Australia | Belgium | Brazil | Canada | Chile | China | Colombia | France | Germany | Great Britain | Hungary | India | Indonesia | Italy | Japan | Malaysia | Mexico | Netherlands | Peru | Poland | Portugal | Saudi Arabia | Singapore | South Africa | South Korea | Spain | Sweden | Thailand | Turkey | UAE | United States |
|---|------------------------|-----------|-----------|---------|--------|--------|-------|-------|----------|--------|---------|---------------|---------|-------|-----------|-------|-------|----------|--------|-------------|------|--------|----------|--------------|-----------|--------------|-------------|-------|--------|----------|--------|-----|---------------|
| My children (if a parent) | 85% | 79% | 87% | 84% | 74% | 87% | 82% | 88% | 83% | 84% | 84% | 86% | 82% | 86% | 97% | 80% | 76% | 94% | 84% | 90% | 79% | 90% | 98% | 83% | 86% | 80% | 78% | 83% | 83% | 92% | 82% | 91% | 84% |
| Relationship with partner/spouse (if has one) | 84% | 88% | 87% | 83% | 78% | 83% | 82% | 89% | 87% | 81% | 77% | 85% | 84% | 84% | 94% | 76% | 70% | 90% | 85% | 94% | 86% | 79% | 88% | 88% | 83% | 86% | 73% | 87% | 79% | 90% | 80% | 85% | 86% |
| Access to/in touch with nature | 80% | 82% | 84% | 83% | 71% | 81% | 76% | 86% | 84% | 80% | 79% | 81% | 78% | 84% | 87% | 70% | 62% | 82% | 88% | 87% | 76% | 81% | 92% | 87% | 75% | 78% | 56% | 82% | 80% | 88% | 66% | 85% | 81% |
| Level of education | 80% | 89% | 87% | 76% | 73% | 80% | 85% | 85% | 84% | 78% | 83% | 77% | 70% | 84% | 89% | 73% | 50% | 82% | 84% | 89% | 79% | 72% | 90% | 88% | 77% | 74% | 60% | 86% | 74% | 91% | 77% | 88% | 79% |
| Relationship with relatives | 78% | 78% | 78% | 66% | 72% | 76% | 80% | 86% | 84% | 74% | 71% | 79% | 77% | 85% | 91% | 71% | 57% | 86% | 86% | 82% | 85% | 76% | 83% | 80% | 79% | 78% | 64% | 79% | 70% | 87% | 77% | 91% | 74% |
| Friends | 78% | 86% | 81% | 75% | 74% | 74% | 79% | 89% | 75% | 77% | 77% | 78% | 65% | 79% | 85% | 74% | 54% | 82% | 79% | 86% | 78% | 72% | 87% | 87% | 84% | 74% | 56% | 80% | 74% | 89% | 76% | 85% | 78% |
| Access to news/information | 77% | 73% | 83% | 75% | 70% | 81% | 67% | 86% | 71% | 73% | 77% | 80% | 61% | 82% | 97% | 70% | 70% | 87% | 80% | 89% | 71% | 78% | 79% | 85% | 85% | 83% | 58% | 69% | 82% | 88% | 71% | 82% | 74% |
| Co-workers (if employed) | 77% | 73% | 83% | 73% | 73% | 79% | 76% | 86% | 80% | 71% | 75% | 76% | 70% | 82% | 85% | 67% | 51% | 79% | 81% | 84% | 79% | 73% | 79% | 87% | 79% | 72% | 58% | 77% | 79% | 82% | 78% | 88% | 75% |
| Feeling loved | 76% | 84% | 75% | 64% | 72% | 75% | 83% | 84% | 80% | 70% | 75% | 73% | 73% | 82% | 87% | 73% | 49% | 80% | 76% | 90% | 83% | 69% | 83% | 81% | 75% | 76% | 53% | 82% | 72% | 76% | 69% | 82% | 77% |
| Feeling free to do and say what I want | 76% | 80% | 80% | 69% | 72% | 76% | 81% | 86% | 79% | 72% | 73% | 75% | 59% | 76% | 80% | 74% | 58% | 71% | 84% | 86% | 80% | 61% | 89% | 86% | 79% | 79% | 58% | 78% | 74% | 87% | 57% | 83% | 78% |
| Personal safety and security | 75% | 63% | 87% | 69% | 63% | 83% | 61% | 88% | 67% | 69% | 78% | 75% | 70% | 80% | 91% | 71% | 60% | 83% | 77% | 88% | 63% | 71% | 85% | 91% | 91% | 64% | 66% | 77% | 72% | 84% | 59% | 88% | 75% |
| Access to entertainment/leisure activities | 75% | 77% | 80% | 68% | 71% | 77% | 74% | 85% | 76% | 71% | 78% | 76% | 55% | 83% | 85% | 69% | 51% | 83% | 81% | 86% | 78% | 69% | 77% | 82% | 74% | 75% | 57% | 78% | 69% | 86% | 57% | 84% | 76% |
| Job (if employed) | 74% | 72% | 81% | 72% | 67% | 73% | 79% | 82% | 80% | 68% | 75% | 74% | 65% | 80% | 76% | 71% | 47% | 75% | 85% | 88% | 76% | 70% | 75% | 83% | 70% | 67% | 56% | 77% | 73% | 83% | 74% | 90% | 74% |
| Religious faith or spiritual life | 74% | 76% | 70% | 66% | 73% | 71% | 76% | 79% | 84% | 65% | 67% | 64% | 64% | 84% | 93% | 66% | 42% | 88% | 78% | 84% | 73% | 68% | 76% | 85% | 79% | 80% | 50% | 71% | 71% | 89% | 72% | 91% | 76% |
| Living conditions | 74% | 74% | 86% | 66% | 68% | 73% | 75% | 86% | 77% | 76% | 76% | 79% | 54% | 78% | 79% | 70% | 57% | 79% | 80% | 86% | 75% | 65% | 81% | 81% | 81% | 71% | 54% | 75% | 68% | 81% | 57% | 85% | 77% |
| Amount of free time | 74% | 70% | 78% | 71% | 75% | 76% | 75% | 80% | 74% | 74% | 75% | 75% | 64% | 79% | 90% | 69% | 64% | 80% | 77% | 82% | 69% | 66% | 65% | 79% | 75% | 71% | 55% | 73% | 80% | 87% | 64% | 80% | 77% |
| Looks | 73% | 83% | 67% | 65% | 64% | 71% | 80% | 80% | 81% | 70% | 73% | 67% | 60% | 83% | 84% | 69% | 40% | 80% | 82% | 80% | 82% | 61% | 81% | 88% | 72% | 79% | 50% | 79% | 67% | 85% | 76% | 84% | 69% |
| Feeling in control of my life | 73% | 78% | 75% | 65% | 68% | 67% | 77% | 83% | 82% | 65% | 72% | 65% | 67% | 81% | 87% | 69% | 45% | 78% | 82% | 79% | 86% | 61% | 85% | 87% | 70% | 70% | 56% | 72% | 63% | 89% | 66% | 84% | 70% |
| Feeling my life has meaning | 73% | 76% | 74% | 61% | 68% | 67% | 81% | 85% | 79% | 66% | 70% | 68% | 58% | 81% | 85% | 68% | 51% | 83% | 82% | 83% | 82% | 67% | 84% | 84% | 74% | 77% | 34% | 73% | 67% | 91% | 62% | 86% | 73% |
| Feeling appreciated | 73% | 85% | 70% | 67% | 68% | 70% | 79% | 87% | 84% | 71% | 67% | 66% | 49% | 84% | 87% | 69% | 40% | 70% | 79% | 87% | 79% | 59% | 76% | 84% | 75% | 71% | 50% | 80% | 66% | 83% | 65% | 84% | 71% |
| Mental health and well-being | 72% | 79% | 74% | 63% | 67% | 70% | 73% | 87% | 75% | 72% | 64% | 69% | 56% | 81% | 85% | 72% | 47% | 77% | 80% | 84% | 77% | 62% | 72% | 87% | 70% | 72% | 55% | 75% | 67% | 82% | 66% | 85% | 71% |
| Material possessions | 72% | 68% | 81% | 79% | 75% | 80% | 74% | 77% | 76% | 79% | 69% | 78% | 39% | 80% | 72% | 68% | 60% | 75% | 80% | 87% | 69% | 56% | 77% | 81% | 75% | 64% | 39% | 77% | 79% | 72% | 59% | 81% | 79% |
| Physical health and well-being | 72% | 81% | 68% | 58% | 69% | 63% | 72% | 87% | 79% | 67% | 69% | 65% | 67% | 79% | 89% | 68% | 45% | 81% | 79% | 76% | 74% | 59% | 68% | 86% | 74% | 70% | 52% | 75% | 64% | 83% | 69% | 86% | 70% |
| Social status | 72% | 72% | 77% | 65% | 65% | 72% | 76% | 77% | 77% | 71% | 73% | 70% | 52% | 80% | 81% | 68% | 37% | 80% | 77% | 89% | 76% | 64% | 72% | 89% | 72% | 71% | 42% | 72% | 75% | 82% | 61% | 87% | 70% |
| Social life | 71% | 76% | 72% | 64% | 67% | 69% | 77% | 83% | 75% | 66% | 71% | 65% | 56% | 79% | 83% | 65% | 47% | 78% | 80% | 84% | 74% | 65% | 70% | 86% | 74% | 69% | 48% | 74% | 72% | 88% | 58% | 83% | 68% |
| Exercising/physical activities | 65% | 67% | 71% | 55% | 58% | 57% | 60% | 83% | 71% | 65% | 58% | 62% | 47% | 85% | 77% | 61% | 45% | 73% | 72% | 78% | 66% | 52% | 56% | 83% | 64% | 59% | 47% | 64% | 52% | 81% | 62% | 83% | 62% |
| Romantic/sex life | 63% | 67% | 61% | 58% | 60% | 58% | 73% | 79% | 73% | 61% | 60% | 58% | 56% | 69% | 75% | 60% | 34% | 57% | 68% | 70% | 71% | 60% | 64% | n/a | 66% | 65% | 44% | 72% | 55% | 75% | 63% | n/a | 60% |
| Own financial situation | 57% | 41% | 60% | 47% | 54% | 58% | 53% | 78% | 61% | 55% | 56% | 56% | 37% | 73% | 65% | 57% | 37% | 60% | 60% | 80% | 58% | 43% | 61% | 76% | 53% | 42% | 38% | 61% | 49% | 75% | 52% | 82% | 51% |
| Country's economic situation | 40% | 15% | 54% | 25% | 37% | 41% | 24% | 78% | 33% | 28% | 50% | 19% | 22% | 70% | 53% | 32% | 22% | 49% | 47% | 45% | 22% | 24% | 12% | 85% | 67% | 24% | 21% | 35% | 33% | 51% | 31% | 82% | 34% |
| Country's social and political situation | 40% | 17% | 60% | 24% | 43% | 44% | 26% | 83% | 38% | 32% | 42% | 27% | 20% | 72% | 53% | 34% | 28% | 59% | 55% | 47% | 24% | 27% | 21% | n/a | 71% | 25% | 23% | 38% | 30% | 55% | 37% | n/a | 35% |

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Life aspects ranked by satisfaction level – top 10 by country

| | Global Country Average | Argentina | Australia | Belgium | Brazil | Canada | Chile | China | Colombia | France | Germany | Great Britain | Hungary | India | Indonesia | Italy | Japan | Malaysia | Mexico | Netherlands | Peru | Poland | Portugal | Saudi Arabia | Singapore | South Africa | South Korea | Spain | Sweden | Thailand | Turkey | UAE | United States | |
|---|------------------------|-----------|-----------|---------|--------|--------|-------|-------|----------|--------|---------|---------------|---------|-------|-----------|-------|-------|----------|--------|-------------|------|--------|----------|--------------|-----------|--------------|-------------|-------|--------|----------|--------|-----|---------------|--|
| My children (if a parent) | 1 | | 2 | 1 | 4 | 1 | 4 | 3 | 7 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 7 | 2 | 10 | 1 | 1 | | 2 | 4 | 1 | 3 | 1 | 1 | 1 | 1 | 2 | |
| Relationship with partner/spouse (if has one) | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 6 | 2 | 1 | 4 | 3 | 2 | 2 | 2 | 3 | 1 | 1 | 3 | 5 | 3 | 5 | 1 | 2 | 1 | 6 | 4 | 2 | | 1 | |
| Access to/in touch with nature | 3 | 7 | 6 | 2 | | 4 | | | 3 | 3 | 3 | 3 | 3 | 6 | 10 | | 5 | 10 | 1 | 10 | | 2 | 2 | 10 | | 8 | 10 | 5 | 3 | 8 | | | 3 | |
| Level of education | 3 | 1 | 3 | 5 | 6 | 6 | 1 | | 2 | 5 | 2 | 9 | 8 | 6 | 8 | 5 | | 10 | 6 | 4 | 9 | 8 | 3 | 5 | | 5 | 2 | 9 | 2 | 4 | 6 | 4 | | |
| Relationship with relatives | 5 | | | | 9 | | 8 | 8 | 5 | 9 | | 5 | 4 | 2 | 5 | 9 | 9 | 5 | 2 | | 3 | 5 | | | 7 | 7 | 4 | 8 | | 4 | 2 | | | |
| Friends | 6 | 3 | 9 | 6 | 5 | | | 1 | | 6 | 8 | 8 | | | | 4 | | 9 | | | | 7 | 6 | 6 | 4 | | | 7 | | 6 | 7 | | 7 | |
| Access to news/information | 7 | | 8 | 6 | | 5 | | 9 | | 10 | 7 | 4 | | | 2 | | 3 | 4 | | 5 | | 4 | | | 3 | 2 | 8 | | 2 | 9 | 10 | | | |
| Co-workers (if employed) | 8 | | 7 | 8 | 8 | 8 | | 10 | | | 10 | 10 | 6 | | | | | | | | 10 | 6 | | 9 | 8 | | 6 | | 5 | | 3 | 5 | | |
| Feeling loved | 9 | 5 | | | | | 2 | | 10 | | | | 5 | | | 5 | | | | 3 | 4 | | 10 | | 10 | | 4 | | | | | | 8 | |
| Feeling free to do and say what I want | 10 | 9 | | | 9 | 10 | 6 | | | | | | | | | 3 | 8 | | 5 | | 7 | | 4 | | 10 | 5 | 6 | 10 | 10 | | | | 6 | |
| Personal safety and security | 11 | | 4 | | | 3 | | 4 | | | 5 | | 7 | | 5 | 9 | 7 | 7 | | 7 | | 9 | 7 | 1 | 1 | | 3 | | | | | 7 | | |
| Access to entertainment/leisure activities | 12 | | | | | 9 | | | | | 4 | | | 10 | | | | 6 | | | | | | | | | 9 | | | | | | | |
| Job (if employed) | 13 | | 10 | 9 | | | 9 | | | | | | | | | 8 | | | | | | 10 | | | | | | | | | 8 | 4 | | |
| Religious faith or spiritual life | 14 | | | | 6 | | | | 4 | | | | | 4 | 4 | | | 3 | | | | | | 9 | 3 | | | | 7 | 9 | 3 | | | |
| Living conditions | 15 | | 5 | | | | | | | 7 | 9 | 6 | | | | | 10 | | | | | | | 6 | | | | | | | | | 9 | |
| Amount of free time | 15 | | | 10 | 3 | | | | | 8 | | | | | 7 | | 4 | | | | | | | | | | | | 4 | | | | 9 | |
| Looks | 17 | 6 | | | | | 7 | | 9 | | | | | 9 | | | | | 8 | | 5 | | 3 | | 6 | | 9 | | | 6 | | | | |
| Feeling in control of my life | 18 | | | | | | | | 8 | | | | 10 | | | | | | 9 | | 2 | | 7 | 7 | | | | | | 5 | | | | |
| Feeling my life has meaning | 19 | | | | | | 5 | | | | | | | | | | | 8 | 10 | | | | 9 | | 9 | | | | 3 | | | 9 | | |
| Feeling appreciated | 20 | 4 | | | | | 9 | 6 | 6 | | | | | 8 | | | | | | | 8 | | | | | | | 6 | | | | | | |
| Mental health and well-being | 21 | 10 | | | | | | 5 | | | | | | | | 7 | | | | | | | 7 | | | | | | | | | | | |
| Material possessions | 22 | | | 4 | 2 | 6 | | | | 4 | | 7 | | | | | 6 | | | | 9 | | | | | | | 7 | | | | | 5 | |
| Social status | 23 | | | | | | | | | | | | | | | | | | | 6 | | | | 2 | | | | 8 | | | | | | |
| My physical health and well-being | 23 | 8 | | | | | | 7 | | | | | 9 | | 9 | | | | | | | | | | | | | | | | | 8 | | |
| Social life | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | | | | | |
| Exercising/physical activities | 26 | | | | | | | | | | | | | 3 | | | | | | | | | | | | | | | | | | | | |
| Romantic/sex life | 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Own financial situation | 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Country's social and political situation | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Country's economic situation | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Base: 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan.6, 2023

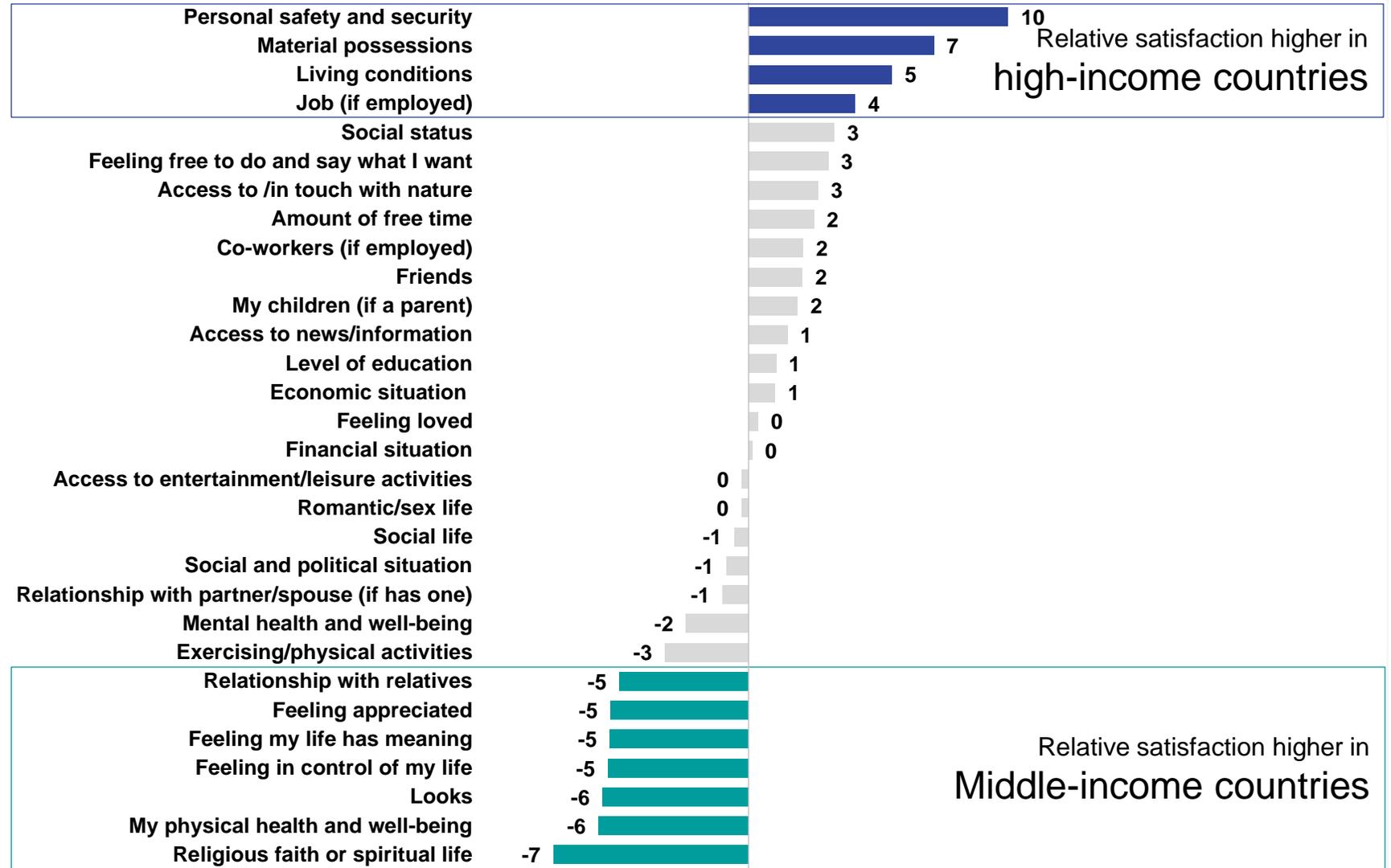
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Satisfaction with aspects of life and level of development

Difference between high-income and middle-income countries in rank of life aspects based on % satisfied with each of them



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Satisfaction with aspects of life by demographics

| | Global Country Average | Gender | | Generation | | | | Marital Status | | Household Income | | | Education | | | Employment Status | |
|---|------------------------|--------|--------|------------|------------|-------|--------|----------------|-------|------------------|--------|-------|-----------|--------|--------|-------------------|--------------|
| | | Male | Female | Gen Z | Millennial | Gen X | Boomer | Married | Other | Lower | Middle | Upper | Lower | Medium | Higher | Employed | Non-employed |
| My children (if a parent) | 85% | 84% | 85% | 66% | 89% | 89% | 89% | 90% | 75% | 74% | 86% | 88% | 79% | 82% | 89% | 87% | 74% |
| Relationship with partner/spouse (if has one) | 84% | 85% | 83% | 82% | 85% | 83% | 85% | 84% | 82% | 80% | 82% | 87% | 81% | 83% | 86% | 84% | 83% |
| Access to /in touch with nature | 80% | 80% | 79% | 75% | 79% | 80% | 86% | 84% | 76% | 75% | 80% | 82% | 77% | 79% | 82% | 80% | 78% |
| Level of education | 80% | 80% | 80% | 77% | 79% | 80% | 85% | 84% | 76% | 73% | 80% | 85% | 70% | 76% | 88% | 81% | 77% |
| Relationship with relatives | 78% | 79% | 78% | 77% | 79% | 79% | 78% | 82% | 75% | 71% | 79% | 82% | 72% | 77% | 82% | 80% | 75% |
| Friends | 78% | 77% | 78% | 74% | 77% | 78% | 83% | 83% | 73% | 70% | 78% | 83% | 73% | 76% | 81% | 79% | 75% |
| Access to news/information | 77% | 77% | 78% | 74% | 77% | 79% | 81% | 82% | 74% | 71% | 78% | 81% | 76% | 76% | 80% | 78% | 76% |
| Co-workers (if employed) | 77% | 77% | 76% | 75% | 77% | 76% | 79% | 80% | 74% | 69% | 77% | 80% | 70% | 76% | 79% | 77% | - |
| Feeling loved | 76% | 75% | 76% | 73% | 76% | 75% | 80% | 83% | 70% | 67% | 77% | 80% | 71% | 75% | 79% | 77% | 73% |
| Feeling free to do and say what I want | 76% | 76% | 75% | 73% | 74% | 75% | 81% | 79% | 73% | 72% | 76% | 78% | 73% | 74% | 78% | 77% | 73% |
| Personal safety and security | 75% | 76% | 74% | 73% | 75% | 75% | 79% | 81% | 70% | 69% | 75% | 79% | 70% | 73% | 80% | 76% | 74% |
| Access to entertainment/leisure activities | 75% | 76% | 73% | 73% | 76% | 73% | 77% | 78% | 72% | 66% | 76% | 79% | 69% | 73% | 78% | 77% | 70% |
| Job (if employed) | 74% | 74% | 75% | 73% | 74% | 74% | 79% | 79% | 70% | 66% | 74% | 78% | 69% | 74% | 77% | 74% | - |
| Religious faith or spiritual life | 74% | 74% | 74% | 72% | 74% | 75% | 75% | 78% | 71% | 70% | 73% | 79% | 71% | 72% | 77% | 76% | 70% |
| Living conditions | 74% | 74% | 74% | 73% | 73% | 72% | 80% | 80% | 69% | 64% | 74% | 79% | 68% | 72% | 78% | 76% | 70% |
| Amount of free time | 74% | 74% | 74% | 70% | 71% | 72% | 85% | 78% | 71% | 72% | 75% | 74% | 73% | 74% | 74% | 72% | 78% |
| Looks | 73% | 75% | 72% | 72% | 74% | 73% | 76% | 78% | 70% | 67% | 74% | 77% | 69% | 72% | 77% | 76% | 69% |
| Feeling in control of my life | 73% | 73% | 73% | 70% | 73% | 73% | 79% | 79% | 68% | 66% | 73% | 78% | 68% | 72% | 76% | 76% | 69% |
| Feeling my life has meaning | 73% | 74% | 72% | 69% | 73% | 74% | 77% | 80% | 67% | 64% | 74% | 78% | 69% | 72% | 76% | 75% | 69% |
| Feeling appreciated | 73% | 73% | 72% | 69% | 73% | 71% | 77% | 79% | 67% | 63% | 74% | 77% | 69% | 70% | 77% | 74% | 69% |
| Mental health and well-being | 72% | 75% | 70% | 67% | 72% | 72% | 79% | 79% | 67% | 65% | 71% | 78% | 67% | 71% | 76% | 74% | 69% |
| Material possessions | 72% | 72% | 72% | 70% | 72% | 70% | 77% | 78% | 67% | 65% | 73% | 75% | 67% | 71% | 75% | 73% | 69% |
| Physical health and well-being | 72% | 73% | 70% | 69% | 73% | 72% | 72% | 77% | 67% | 65% | 72% | 76% | 68% | 70% | 75% | 74% | 66% |
| Social status | 72% | 72% | 71% | 68% | 71% | 72% | 76% | 79% | 66% | 63% | 72% | 77% | 66% | 70% | 76% | 75% | 66% |
| Social life | 71% | 72% | 71% | 69% | 72% | 70% | 74% | 78% | 66% | 63% | 72% | 77% | 67% | 70% | 74% | 74% | 65% |
| Exercising/physical activities | 65% | 69% | 61% | 65% | 66% | 63% | 66% | 71% | 60% | 59% | 65% | 69% | 61% | 62% | 70% | 68% | 59% |
| Romantic/sex life | 63% | 63% | 63% | 59% | 68% | 62% | 61% | 75% | 54% | 52% | 64% | 70% | 57% | 63% | 66% | 67% | 55% |
| Own financial situation | 57% | 60% | 55% | 56% | 59% | 55% | 60% | 66% | 50% | 44% | 56% | 67% | 48% | 55% | 64% | 61% | 49% |
| Economic situation | 40% | 43% | 36% | 44% | 45% | 35% | 32% | 46% | 34% | 38% | 38% | 44% | 36% | 35% | 46% | 43% | 33% |
| Social and political situation | 40% | 43% | 37% | 44% | 44% | 36% | 32% | 45% | 36% | 37% | 39% | 44% | 36% | 37% | 44% | 43% | 34% |

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Life aspects ranked by satisfaction level – top 10 by country

| | Global Country Average | Gender | | Generation | | | | Marital Status | | Household Income | | | Education | | | Employment Status | |
|---|------------------------|--------|--------|------------|------------|-------|--------|----------------|-------|------------------|--------|-------|-----------|--------|--------|-------------------|--------------|
| | | Male | Female | Gen Z | Millennial | Gen X | Boomer | Married | Other | Lower | Middle | Upper | Lower | Medium | Higher | Employed | Non-employed |
| My children (if a parent) | 1 | 2 | 1 | | 1 | 1 | 1 | 1 | 4 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 9 |
| Relationship with partner/spouse (if has one) | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 1 |
| Access to /in touch with nature | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 5 | 3 | 3 | 5 | 4 | 2 |
| Level of education | 3 | 4 | 3 | 2 | 5 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | | 7 | 2 | 3 | 4 |
| Relationship with relatives | 5 | 5 | 7 | 3 | 4 | 6 | | 7 | 5 | 8 | 5 | 5 | 8 | 4 | 4 | 5 | 6 |
| Friends | 6 | 6 | 5 | 6 | 6 | 7 | 6 | 5 | 8 | 9 | 6 | 4 | 6 | 5 | 6 | 6 | 7 |
| Access to news/information | 7 | 8 | 6 | 7 | 8 | 5 | 8 | 8 | 6 | 7 | 7 | 7 | 4 | 7 | 8 | 7 | 5 |
| Co-workers (if employed) | 8 | 7 | 8 | 4 | 6 | 8 | | | 7 | | 9 | 9 | | 5 | 9 | | |
| Feeling loved | 9 | | 8 | 9 | 10 | | 9 | 6 | | | 8 | 8 | 9 | 9 | 10 | 8 | 10 |
| Feeling free to do and say what I want | 10 | 9 | 10 | 8 | | 10 | 7 | | 9 | 6 | 10 | | 7 | 10 | | 9 | 10 |
| Personal safety and security | 11 | 9 | | | | 9 | | 9 | | | | | | | 7 | | 8 |
| Access to entertainment/leisure activities | 12 | | | | 9 | | | | 10 | | | | | | | 10 | |
| Job (if employed) | 13 | | | 9 | | | | | | | | | | | | | |
| Religious faith or spiritual life | 14 | | | | | | | | | 10 | | | 10 | | | | |
| Amount of free time | 15 | | | | | | 5 | | | 5 | | | 5 | | | | 3 |
| Living conditions | 15 | | | | | | 10 | 10 | | | | 10 | | | | | |
| Looks | 17 | | | | | | | | | | | | | | | | |
| Feeling in control of my life | 18 | | | | | | | | | | | | | | | | |
| Feeling my life has meaning | 19 | | | | | | | | | | | | | | | | |
| Feeling appreciated | 20 | | | | | | | | | | | | | | | | |
| Mental health and well-being | 21 | | | | | | | | | | | | | | | | |
| Material possessions | 22 | | | | | | | | | | | | | | | | |
| Physical health and well-being | 23 | | | | | | | | | | | | | | | | |
| Social status | 23 | | | | | | | | | | | | | | | | |
| Social life | 25 | | | | | | | | | | | | | | | | |
| Exercising/physical activities | 26 | | | | | | | | | | | | | | | | |
| Romantic/sex life | 27 | | | | | | | | | | | | | | | | |
| Own financial situation | 28 | | | | | | | | | | | | | | | | |
| Country's social and political situation | 29 | | | | | | | | | | | | | | | | |
| Country's economic situation | 29 | | | | | | | | | | | | | | | | |

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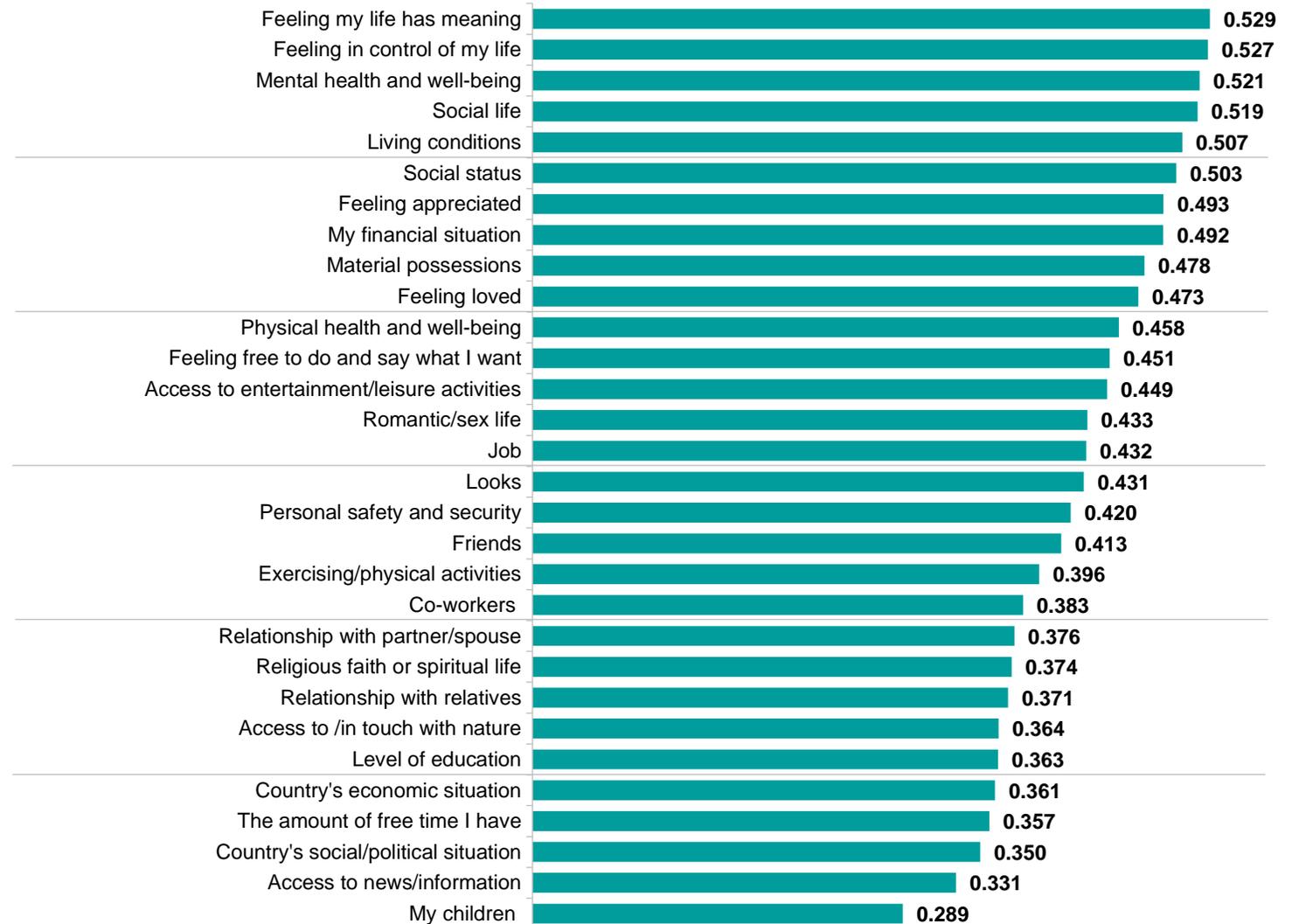
3

Drivers of happiness



Key drivers of happiness

Correlation between satisfaction with each aspect of life and reported happiness



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Satisfaction with aspects of life relative to their impact on happiness

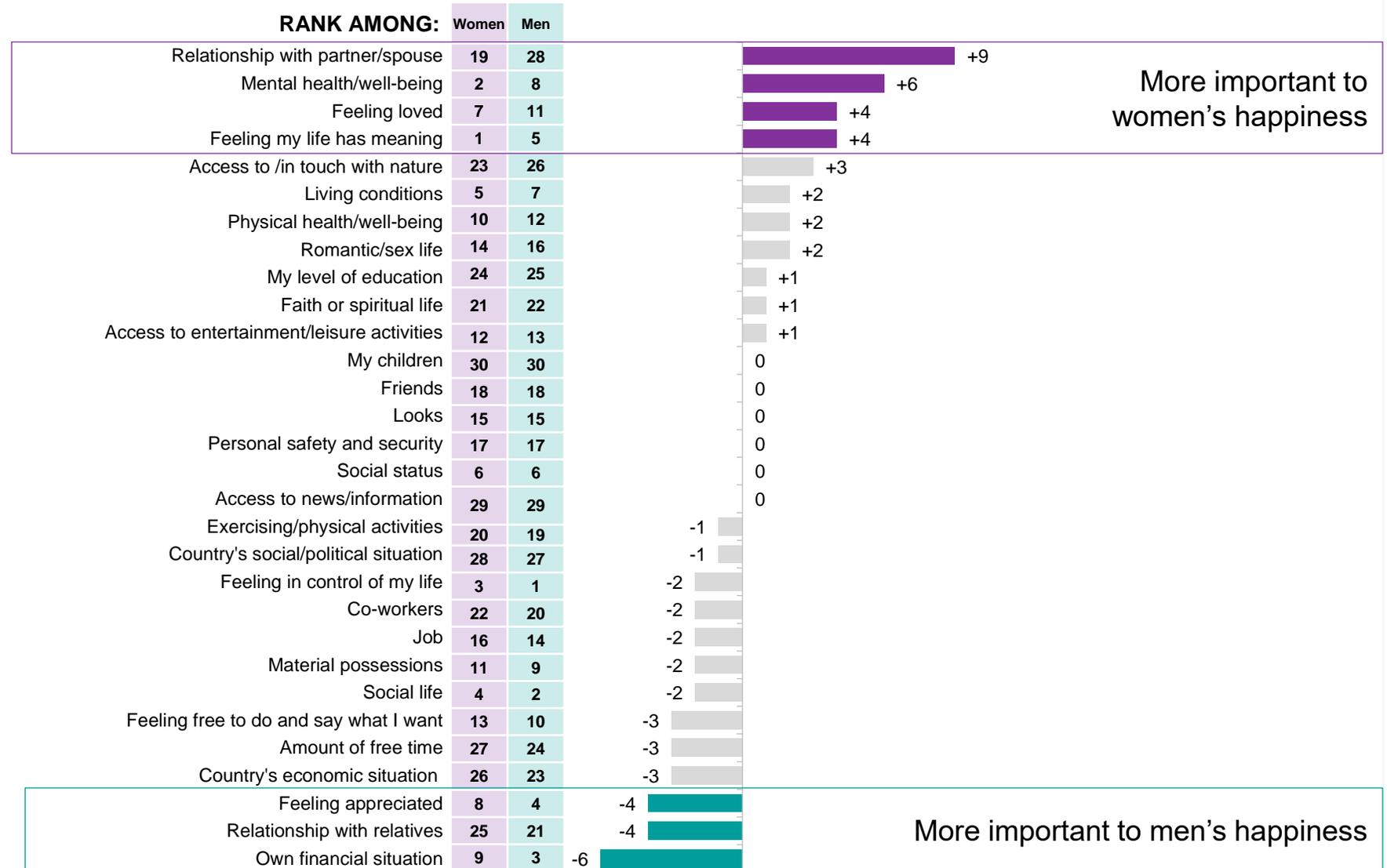
Impact on happiness*

| | Lesser drivers | Average drivers | Stronger drivers |
|-------------|--|--|---|
| % Satisfied | High (75%+) <ul style="list-style-type: none"> • My children • Relationship with partner/ spouse • Access to/ being in touch with nature • Level of education • Relation with parents, siblings, etc. • Access to news and information | <ul style="list-style-type: none"> • Friends • Co-workers • Feeling free to do and say what I want • Personal safety and security • Access to entertainment/ leisure activities | <ul style="list-style-type: none"> • Feeling loved |
| | Medium (60-74%) <ul style="list-style-type: none"> • Faith/ spiritual life • Amount of free time | <ul style="list-style-type: none"> • Job • Looks • Physical health/ well-being • Exercising/ physical activities • Romantic/ sex life | <ul style="list-style-type: none"> • Living conditions • Feeling in control of my life • Feeling my life has meaning • Mental health/ well-being • Material possessions • Social life • Feeling appreciated • Social status |
| | Low (<60%) <ul style="list-style-type: none"> • Country's economic situation • Country's social/ political situation | | <ul style="list-style-type: none"> • Own financial situation |

* Correlation between satisfaction with each aspect of life and reported happiness. R²-ranges: lesser drivers = .289-.376; average drivers = .383-.458; stronger drivers = .473-.529

Gender differences on drivers of happiness

Difference between rank of life aspects as drivers of happiness among women and men (based on correlation between satisfaction with each aspect of life and reported happiness)

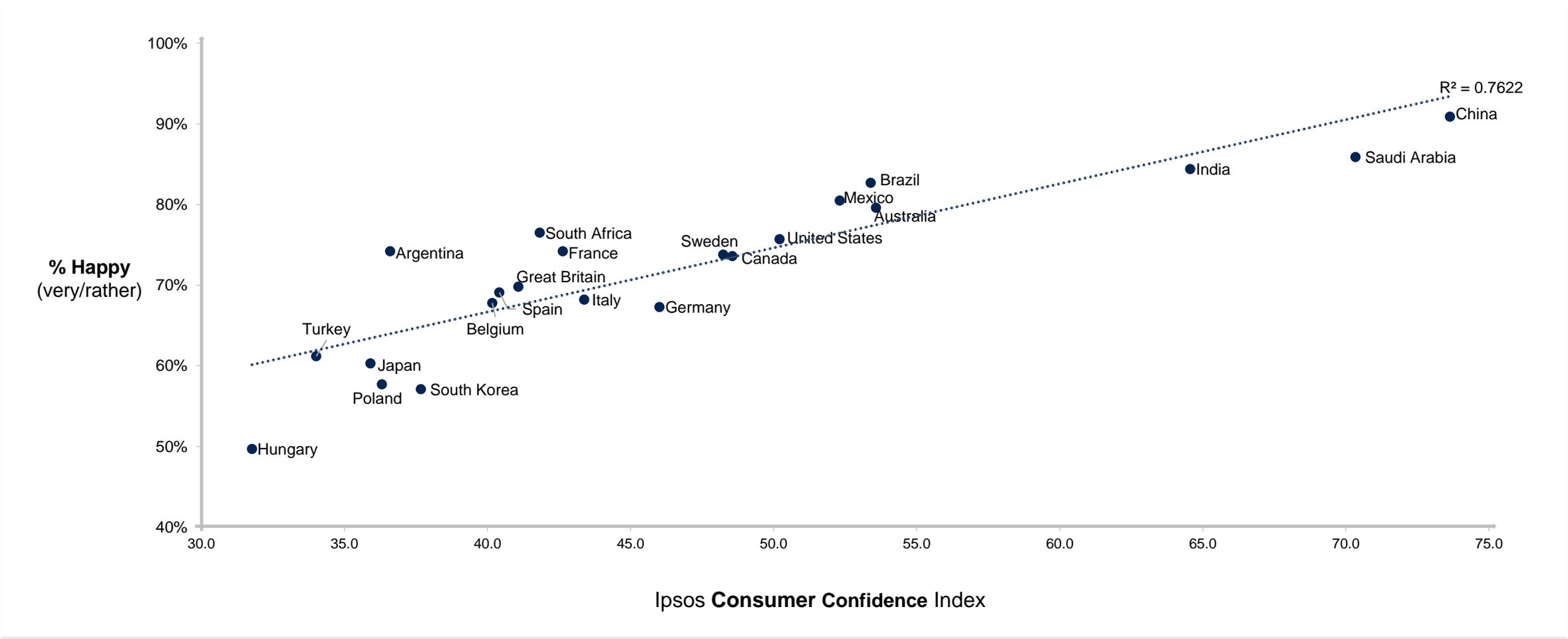


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Happiness and consumer confidence are highly correlated



Base: 1000 or 500 online adults under the age of 75 per country, interviewed Dec. 22, 2022 – Jan.6, 2023
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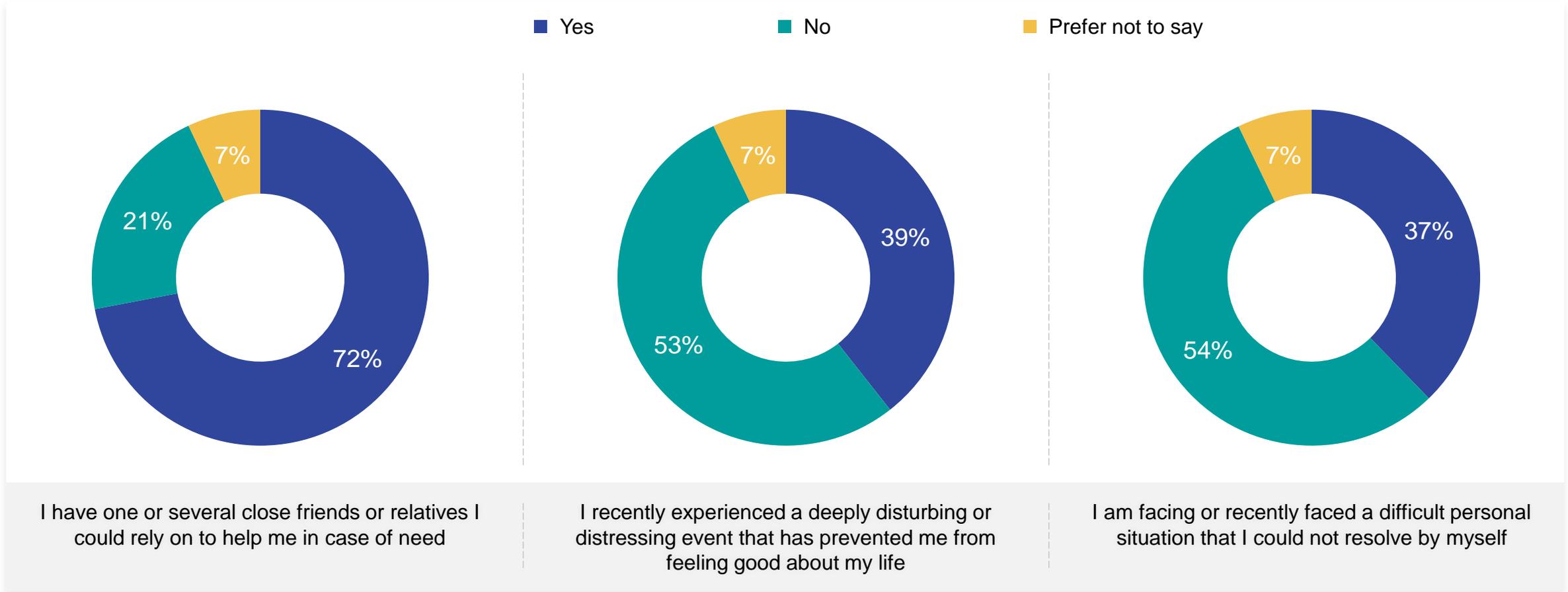
4

Challenging experiences



Support and experience with difficult situations

Q. Please indicate whether the following statements applies to you:



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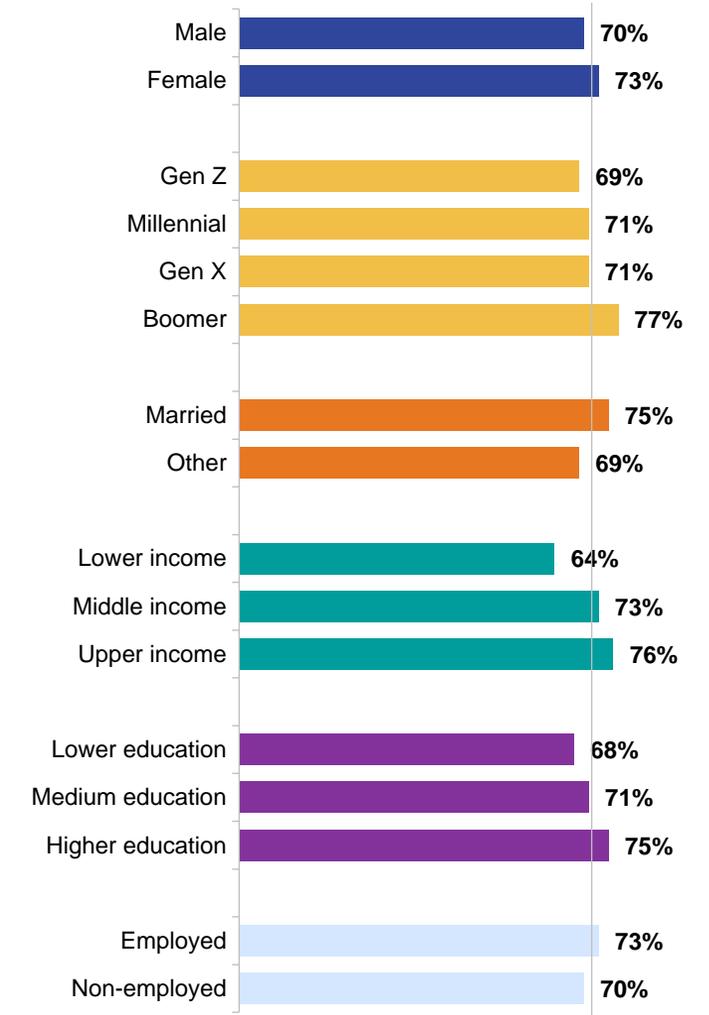
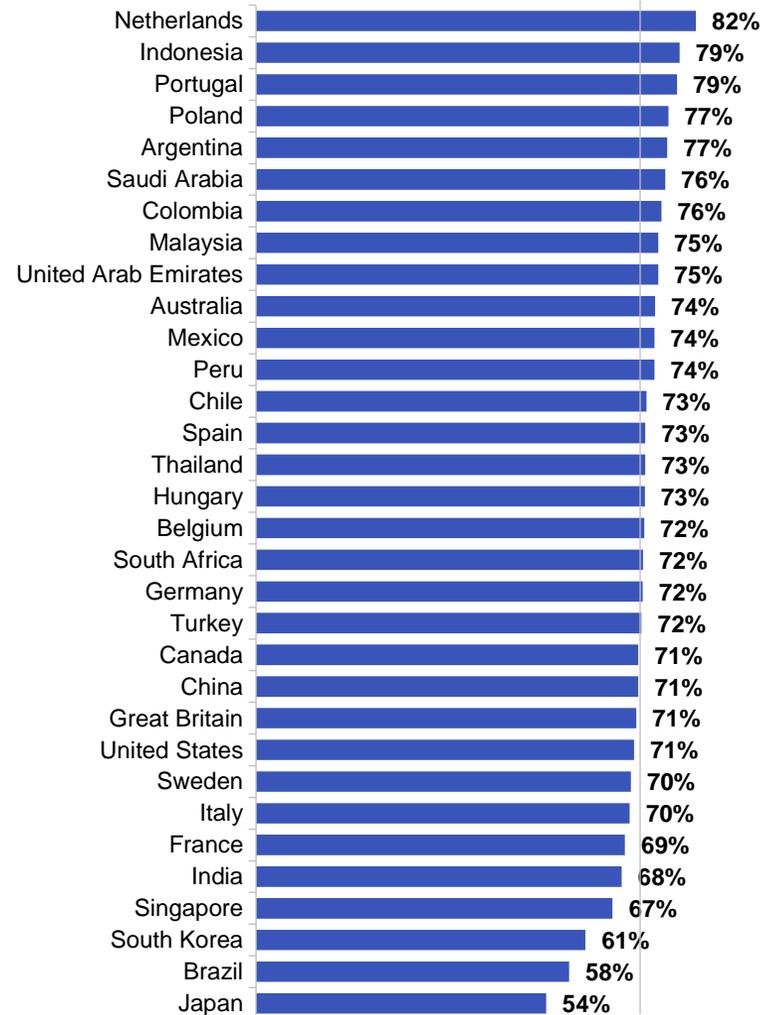
Access to support in case of need

Q. Please indicate whether the following statements applies to you:

I have one or several close friends or relatives I could rely on to help me in case of need

(% Yes)

Average: 72%



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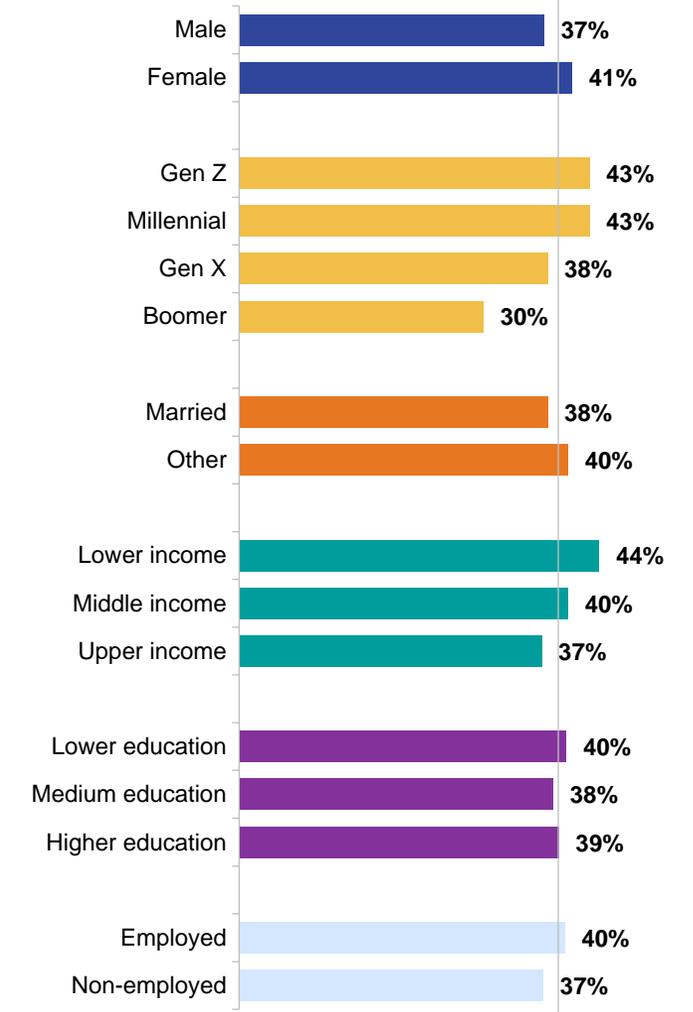
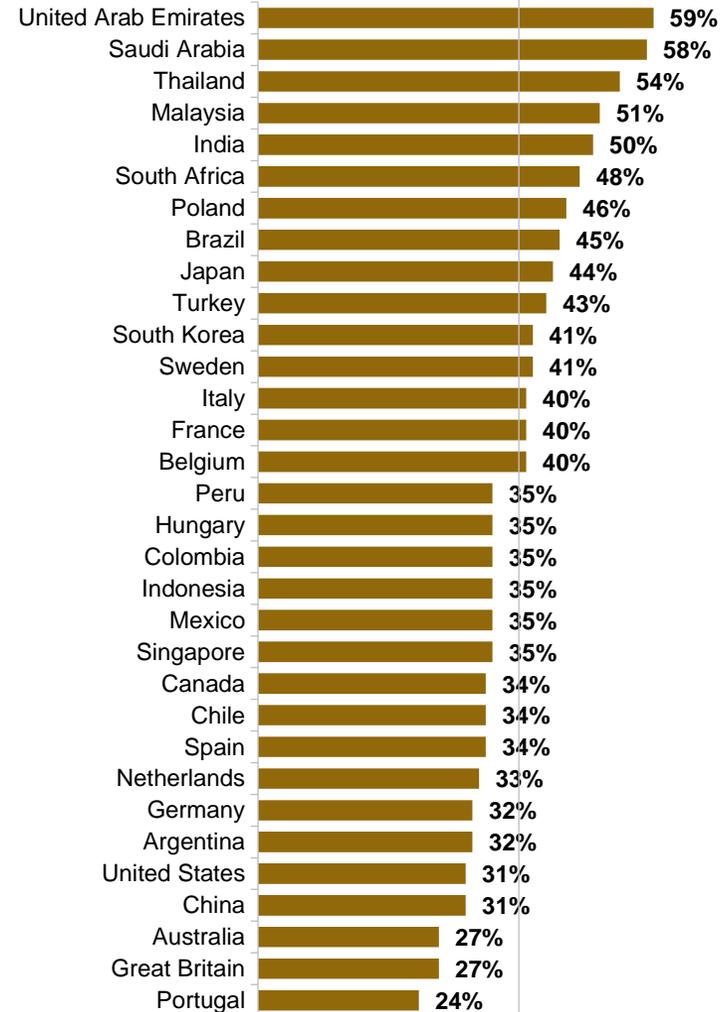
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Experience of a distressing event

Q. Please indicate whether the following statements applies to you:
I recently experienced a deeply disturbing or distressing event that has prevented me from feeling good about my life
 (% Yes)

Average: 39%



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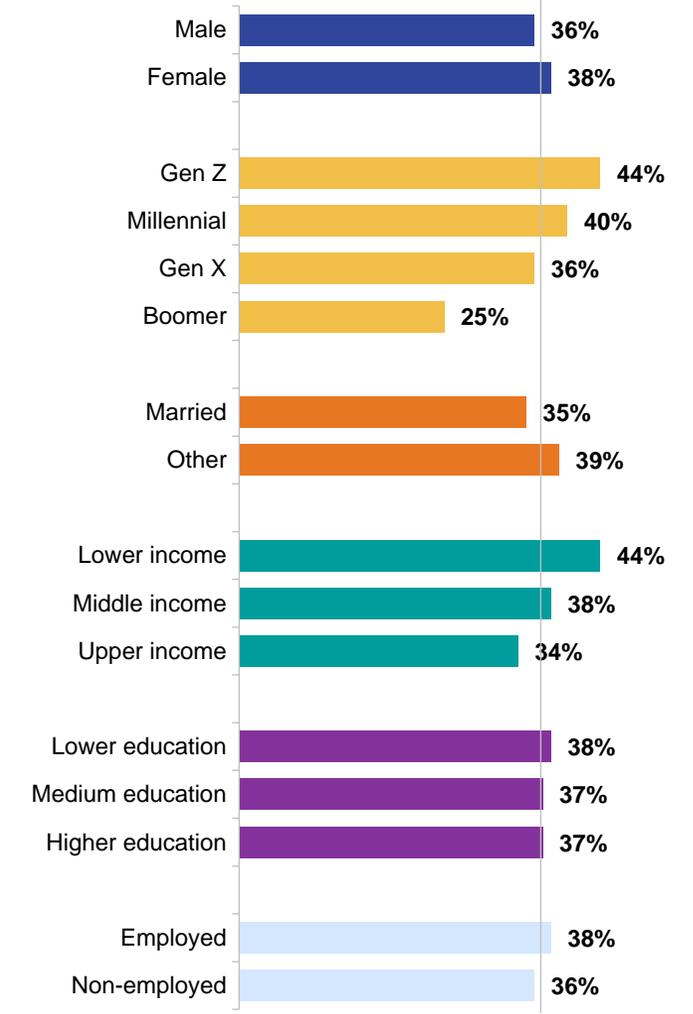
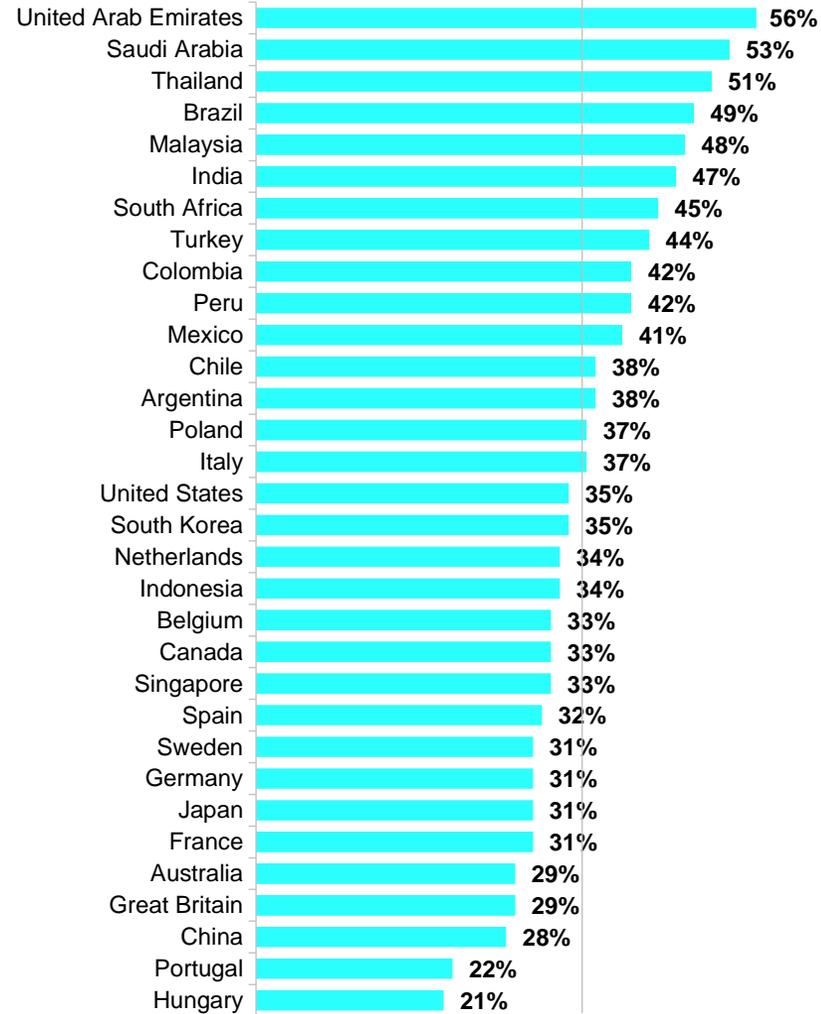
Experience of a difficult personal situation

Average: 37%

Q. Please indicate whether the following statements applies to you:

I am facing or recently faced a difficult personal situation that I could not resolve by myself

(% Yes)



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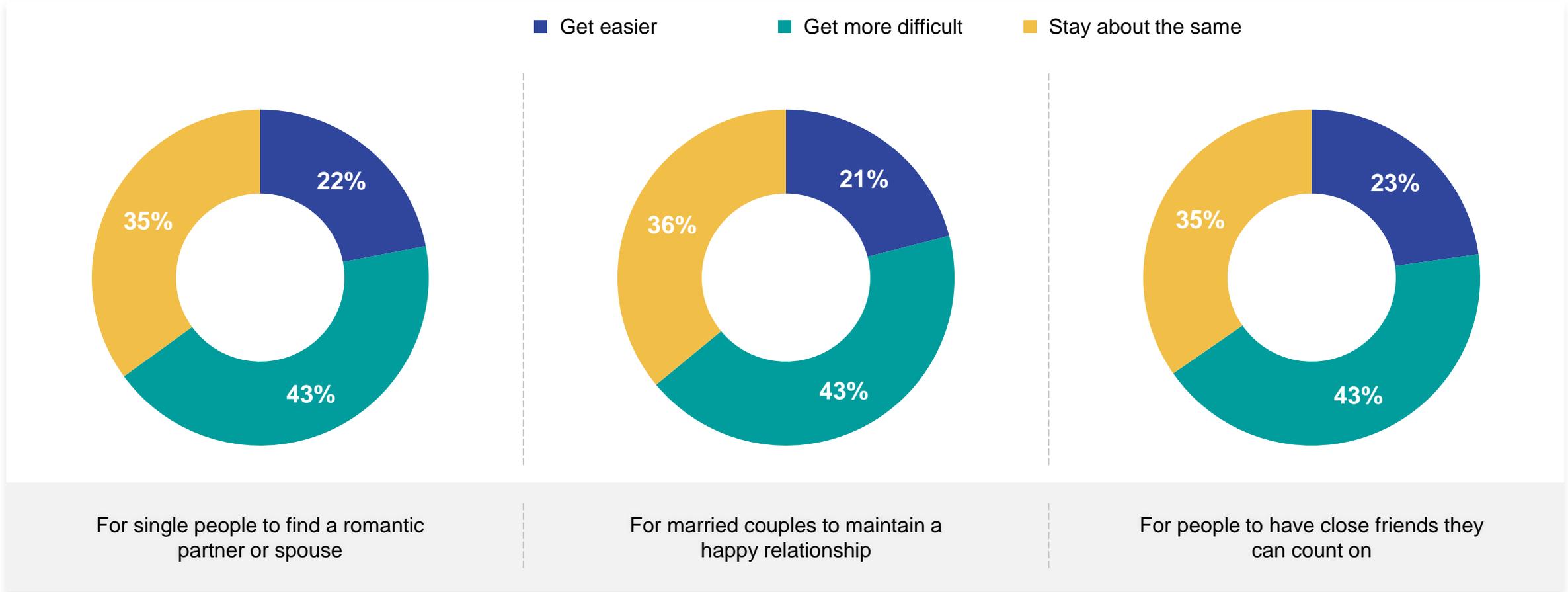
5

Expectations about the future of relationships



Expectations about the future of relationship globally

Q. Do you expect that over the next 10 years the following will get easier, get more difficult, or stay about the same in [your country]...



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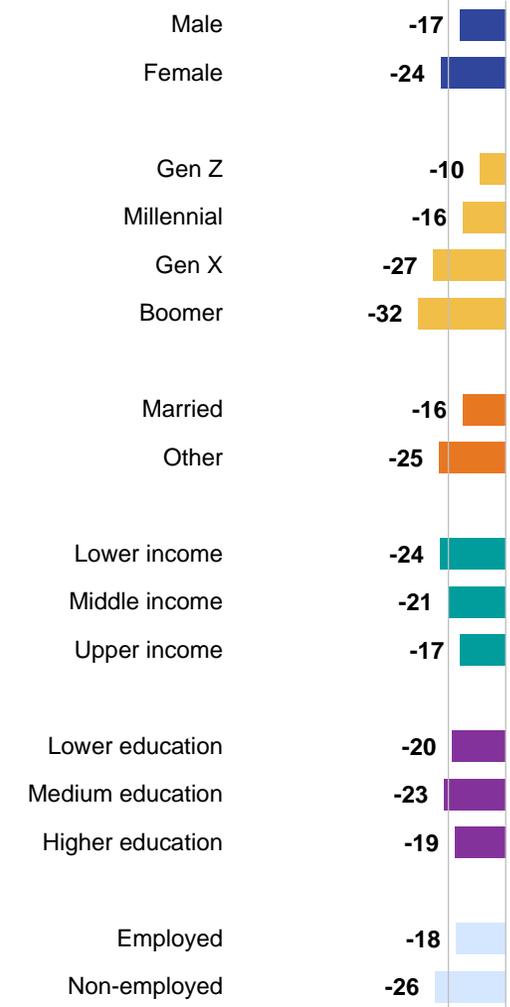
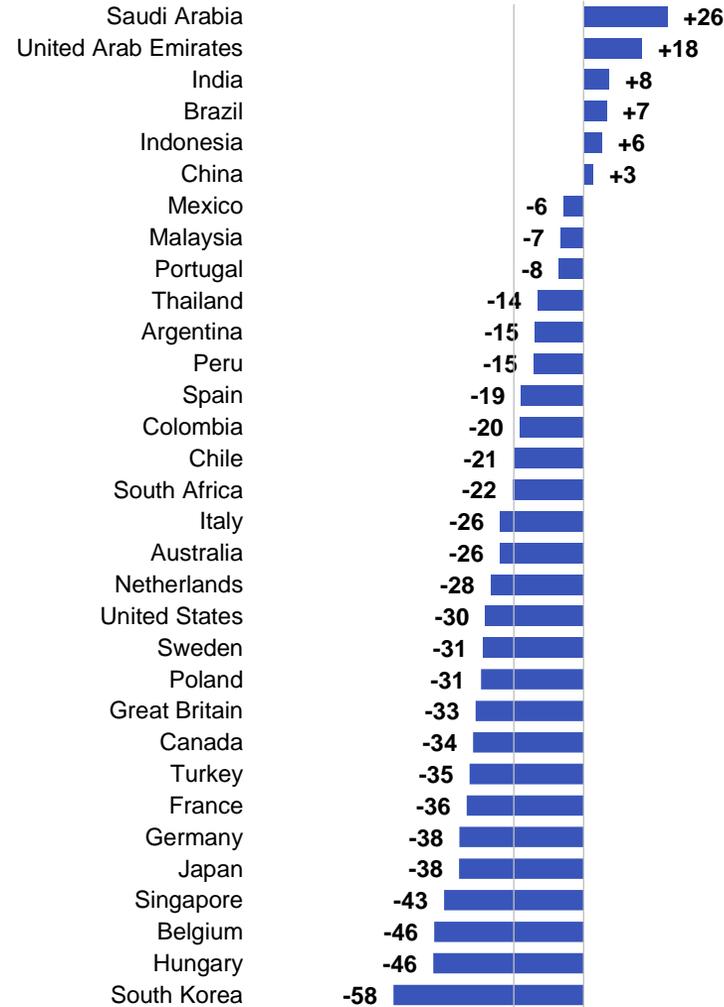


Expectations about single peoples' ability to find a romantic partner/spouse

Net score

Difference between % expecting that, over the next 10 years, it will be easier for single people to find a romantic partner or spouse and % expecting it will be more difficult (in percentage points)

Average: -21



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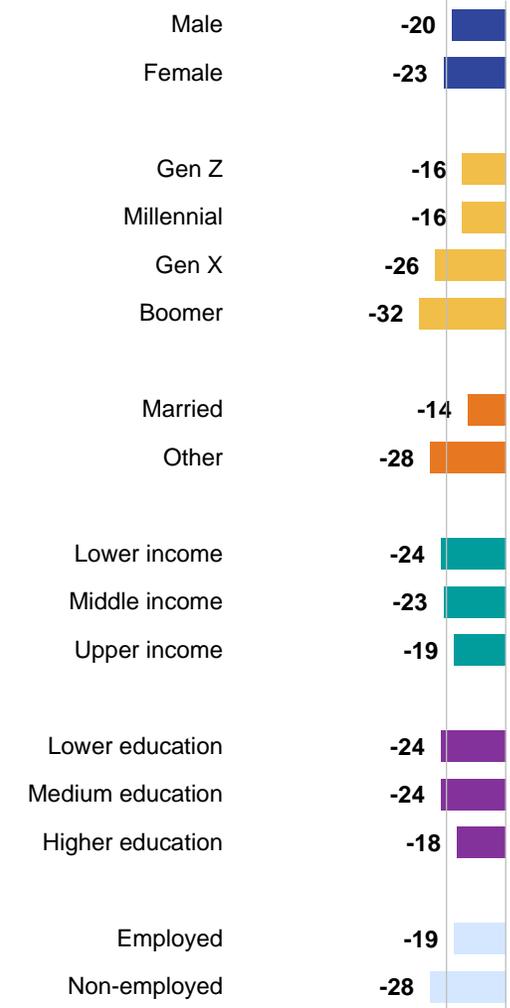
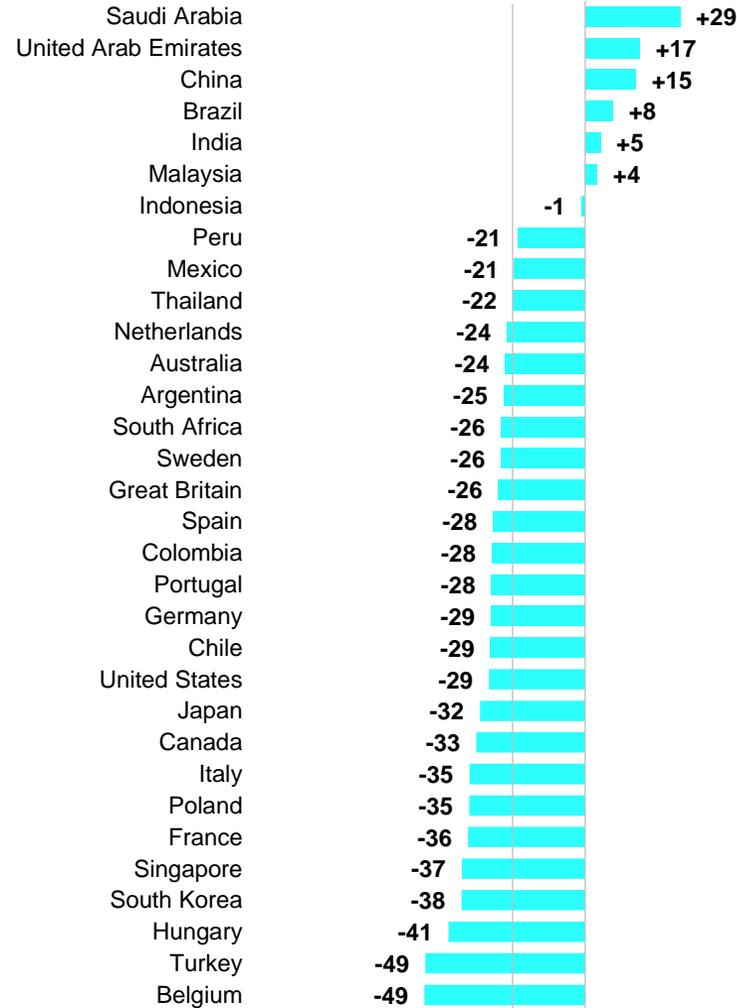


Expectations about married couples' ability to maintain a happy relationship

Net score

Difference between % expecting that, over the next 10 years, it will be easier for married couples to maintain a happy relationship and % expecting it will be more difficult (in percentage points)

Average: -22



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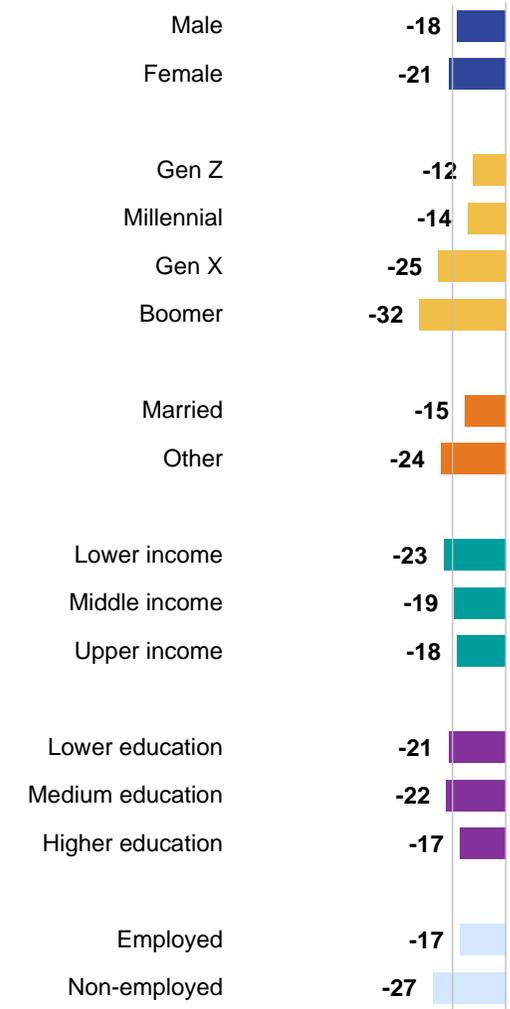
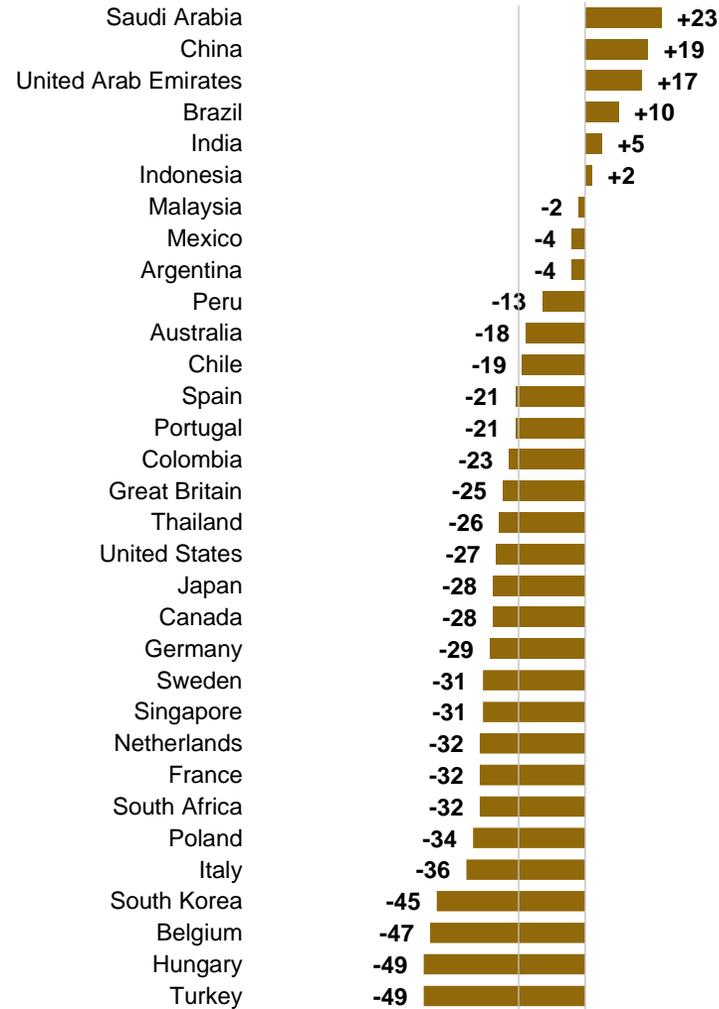
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Expectations about people having close friends they can count on

Net score

Difference between % expecting that, over the next 10 years, it will be easier for people to have close friends they can count on and % expecting it will be more difficult (in percentage points)

Average: -20



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Methodology

- 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.
- 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 +/- 4.8 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

Ipsos is 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).

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So that our clients can act faster, smarter and bolder.

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You act better when you are sure.

Contact for more information



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