

IPSOS PRESS RELEASE :

GLOBAL HAPPINESS 2023

27 March 2022

GAME CHANGERS



HAPPINESS LEVEL HIGHEST AMONG YOUNG MALAYSIANS

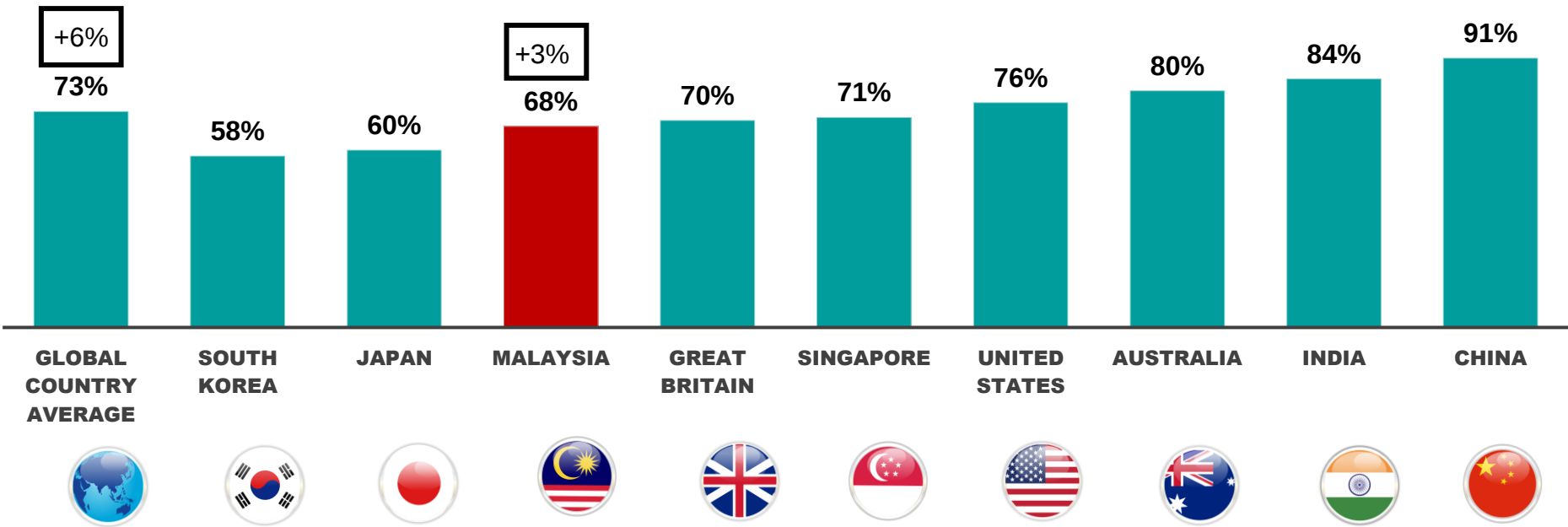
In countries across the world, including Malaysia, are happier compared to 2022. China shows the most significant improvement in proportion of happy citizens in a year. The average happiness level of middle-income countries surpassed high-income countries including Great Britain, South Korea and Japan.

Q.: Taking all things together, would you say you are happy or unhappy?
(% Agree)

Global country shows an increase of 6% happiness index in 2023 as compared to 2022

Malaysian happy citizens also increased from 65% to 68% in 2023

75% Malaysian under 35 y/o are happier compared to those between 50-74 y/o (59%)



*The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

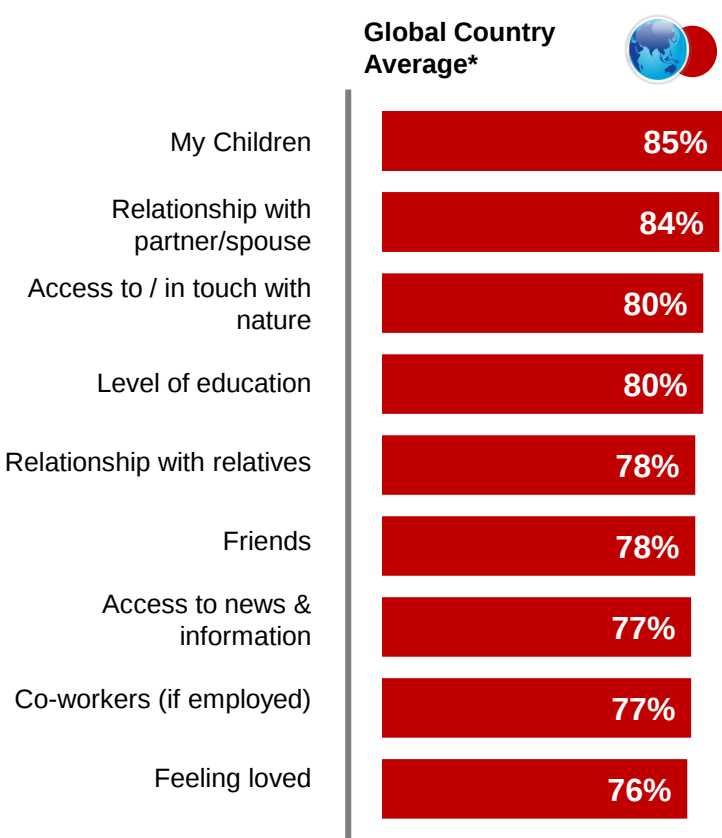
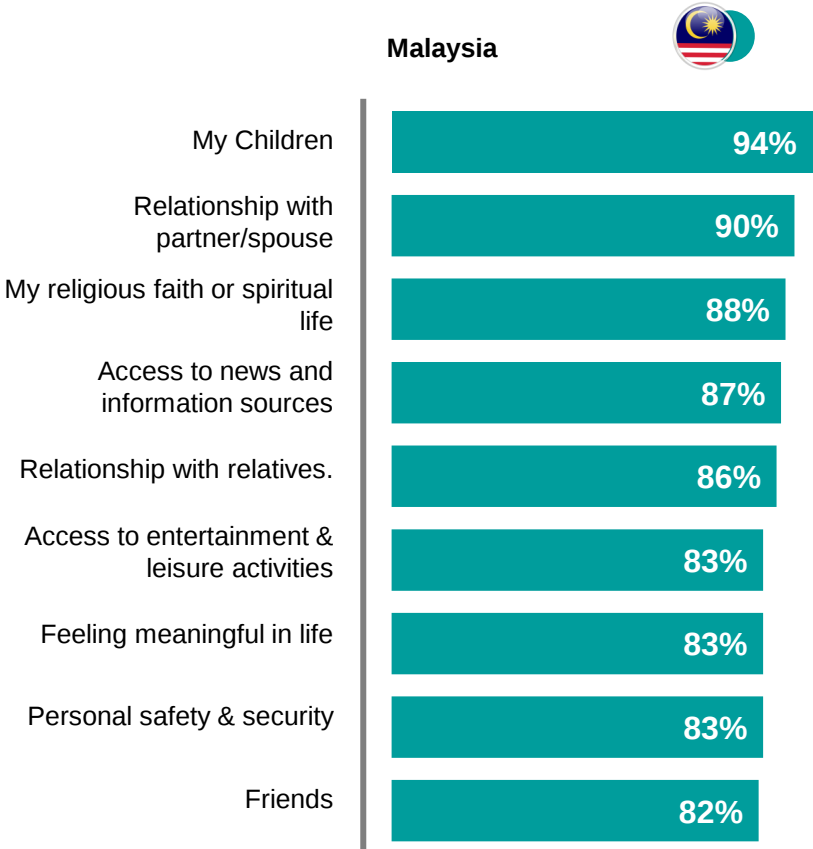
MALAYSIAN ARE MOST SATISFIED WITH CHILDREN AND PARTNERS RELATIONSHIP

Far fewer Malaysian show satisfaction on country’s economic and political situation. Personal aspects including spiritual and leisure lifestyle are more prioritized by most Malaysian.

Q: What are people satisfied with? (%)

Malaysians between 50 – 74 y/o are happiest in their spiritual life (80%)

Gen Z (72%) are far more less likely to feel meaningful in life



Top 5 **drivers** of happiness: feeling one’s life has meaning, feeling in control of it, mental health and well-being, social life, and living conditions.

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HALF MALAYSIANS FACE CHALLENGES IN COPING WITH STRESS

On average, one in four adults lack a support system of friends or family they can rely on during difficult situations despite nearly half Malaysians are experiencing stress and difficulties in life compared to global countries.

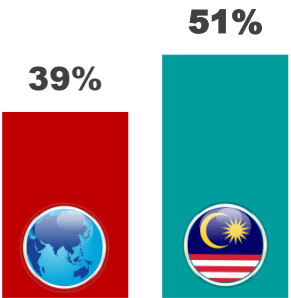
**Q: Please indicate whether the following statements apply to you:
(% Yes)**

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



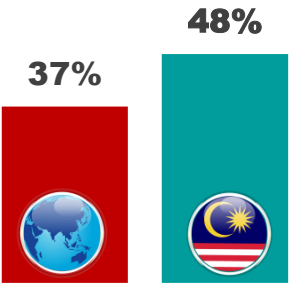
Global Country Average
Malaysia

I recently experienced a deeply disturbing or distressing event that has prevented me from feeling good about my life



Global Country Average
Malaysia

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



Global Country Average
Malaysia

Female (56%), married, lower income earners and Gen Z (59% respectively) are slightly prone of having stressful experience that hinder feeling good in life

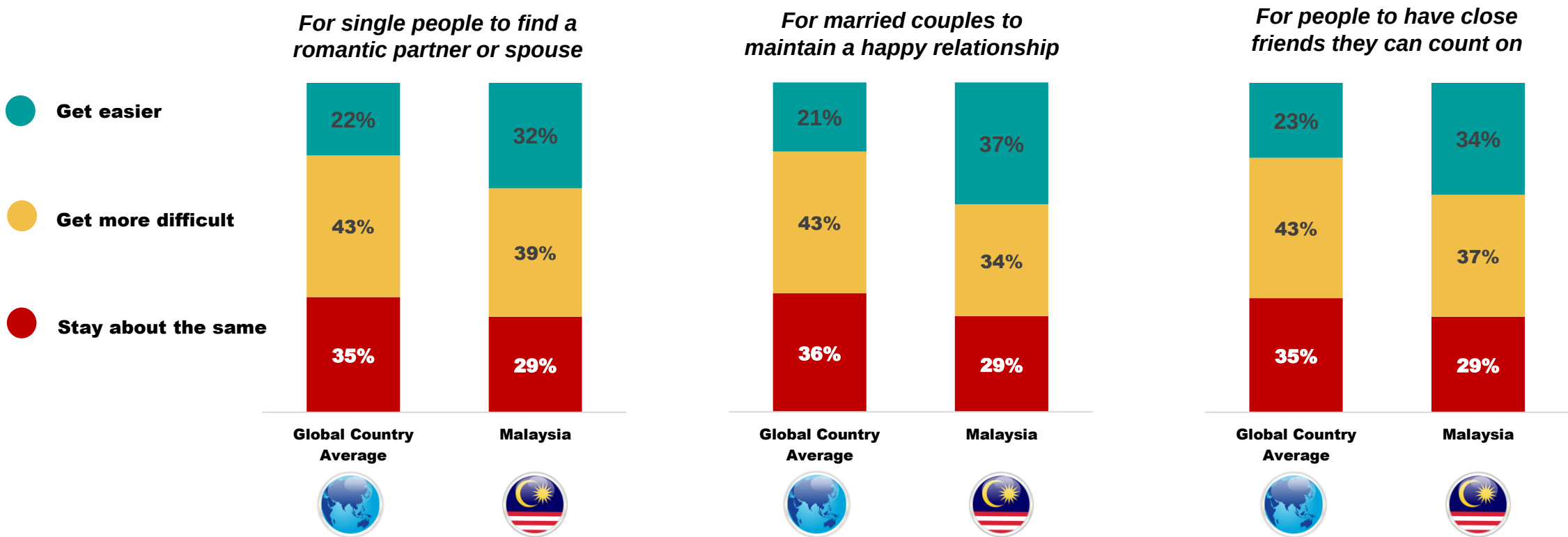
55% young Malaysians (<35y/o) find difficulties in resolving personal hardships

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MALAYSIAN ARE OPTIMISTIC ABOUT FUTURE OF RELATIONSHIPS

Compared to global countries, Malaysians are optimistic in their expectation on relationships whether with spouse or friends. Nonetheless, one third are still pessimistic especially in finding romance in their partners.

Q. Do you expect that over the next 10 years the following will get easier, more difficult, or stay about the same?



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Global Happiness 2023

Happiness is associated with multiple determinants of happiness. Considering the physical, social, emotional, and spiritual aspects of life, Overall Malaysians are linguistically happy. A mild increase of happiness level are shown in a year.

Life has slowly fall back to square one in third year of post-pandemic era. Despite increasing stress from living conditions, Malaysians show better awareness in state of mental wellbeing compared to neighboring countries and high-income countries. Personal well-being results in more satisfaction than country & political situations.

In short, majority Malaysians surveyed are most satisfied about the relationship with family, mainly in terms of children (94%) and spouse (90%). However, young Malaysians are facing challenges in coping with personal stress and difficulties. Lower income earner and women are also facing hardship in feeling happy. Malaysians are sitting on the fence in view of expectation on future of human-to-human relationships, with one-third predict a stagnancy in their relationships with family, friends and romance partners.



Arun Menon
Managing Director,
Ipsos Malaysia

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