

A silhouette of a person jumping over a dark hill against a vibrant sunset sky with orange, pink, and blue hues. The person's arms are raised in a celebratory gesture. On the left side of the image, there are diagonal stripes in teal and blue.

Ipsos Happiness Index 2023

May 2023

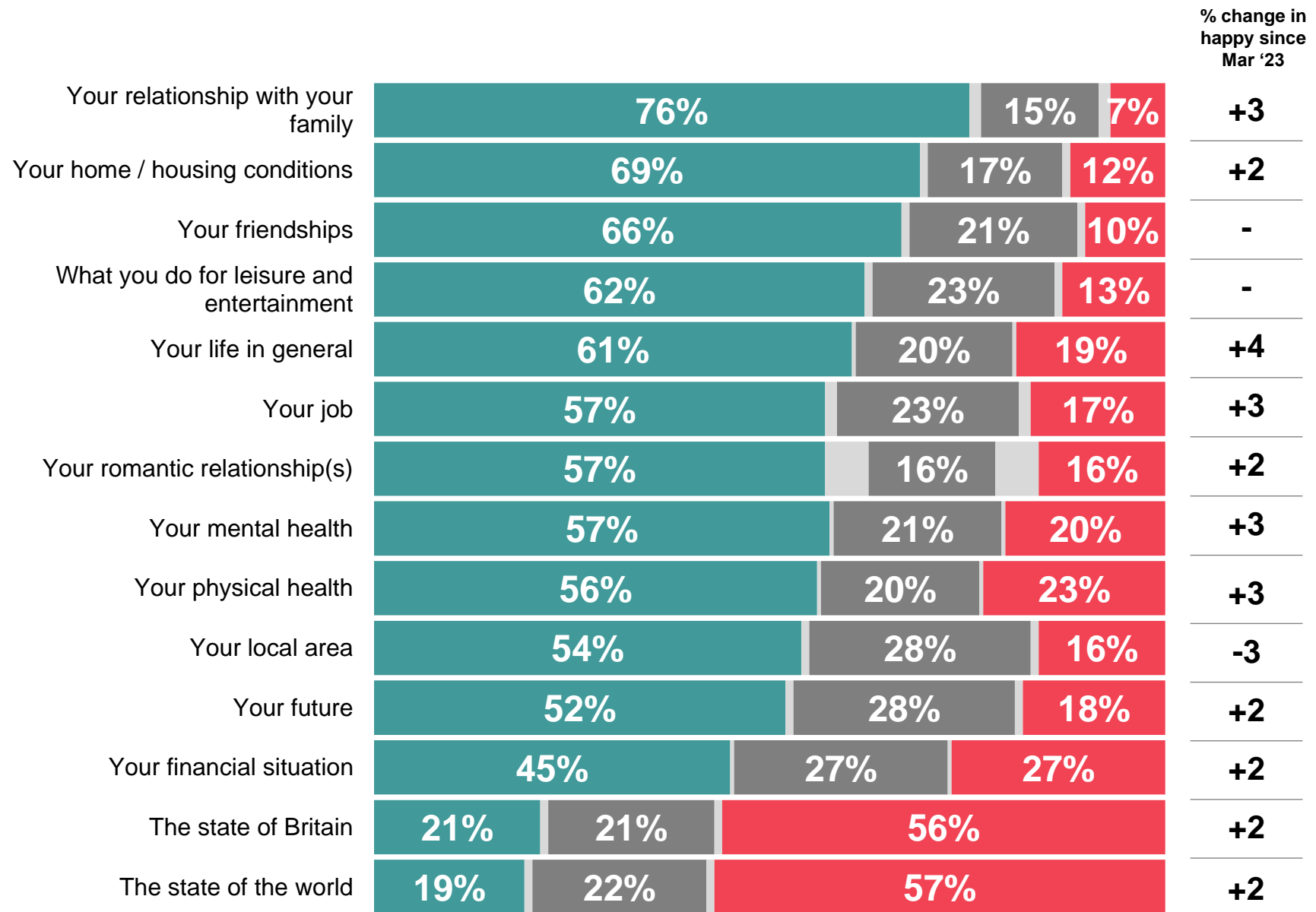
Brits remain happiest about their relationship with their family, home/ housing conditions and friendships. While they are most unhappy about the state of Britain and the world

Thinking about the past month, how happy or unhappy, if at all, have you felt about each of the following?

Happy

Neither happy nor unhappy

Unhappy

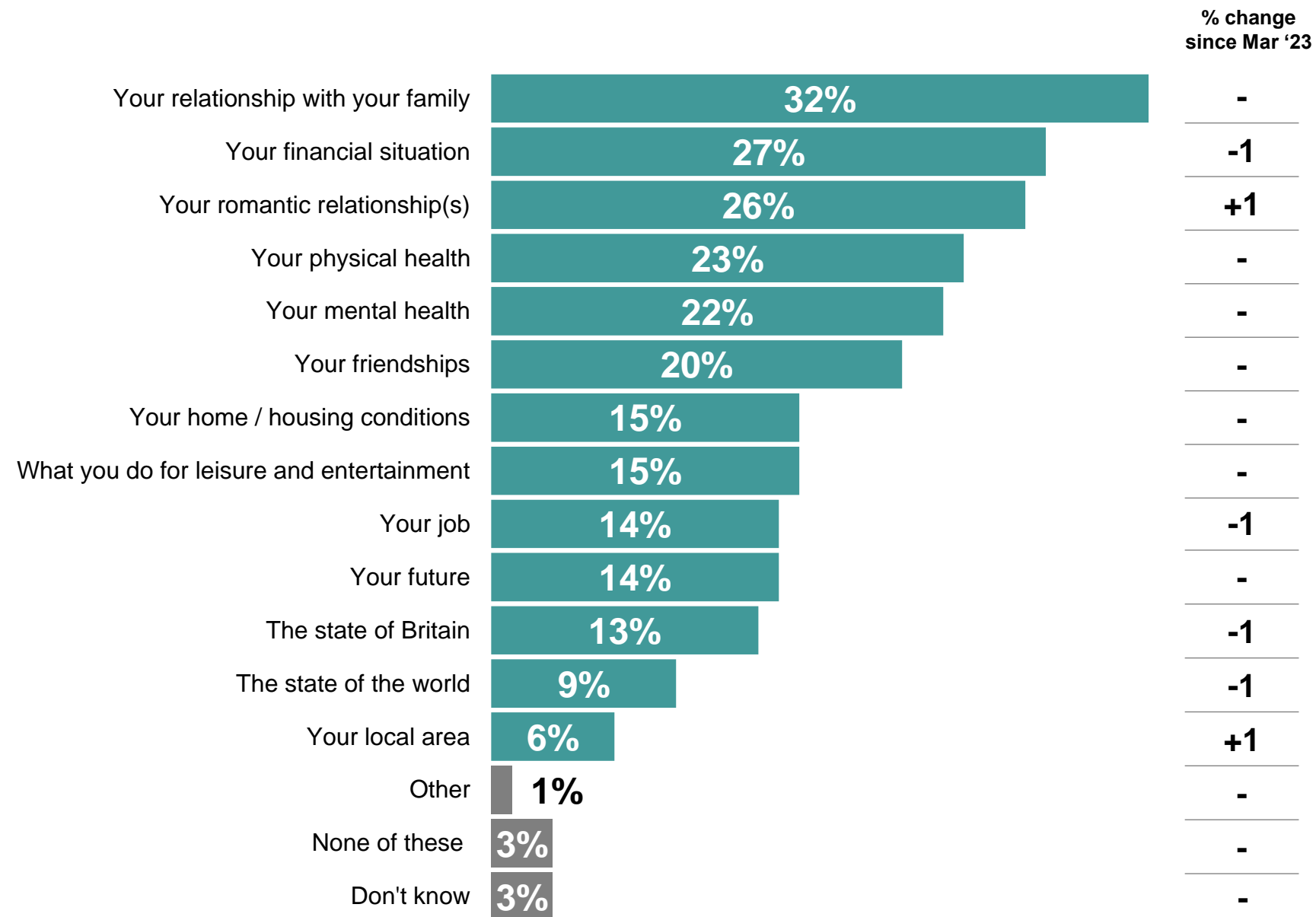


Base: 1,074 Online British Adults 18-75, 5 – 6th May 2023



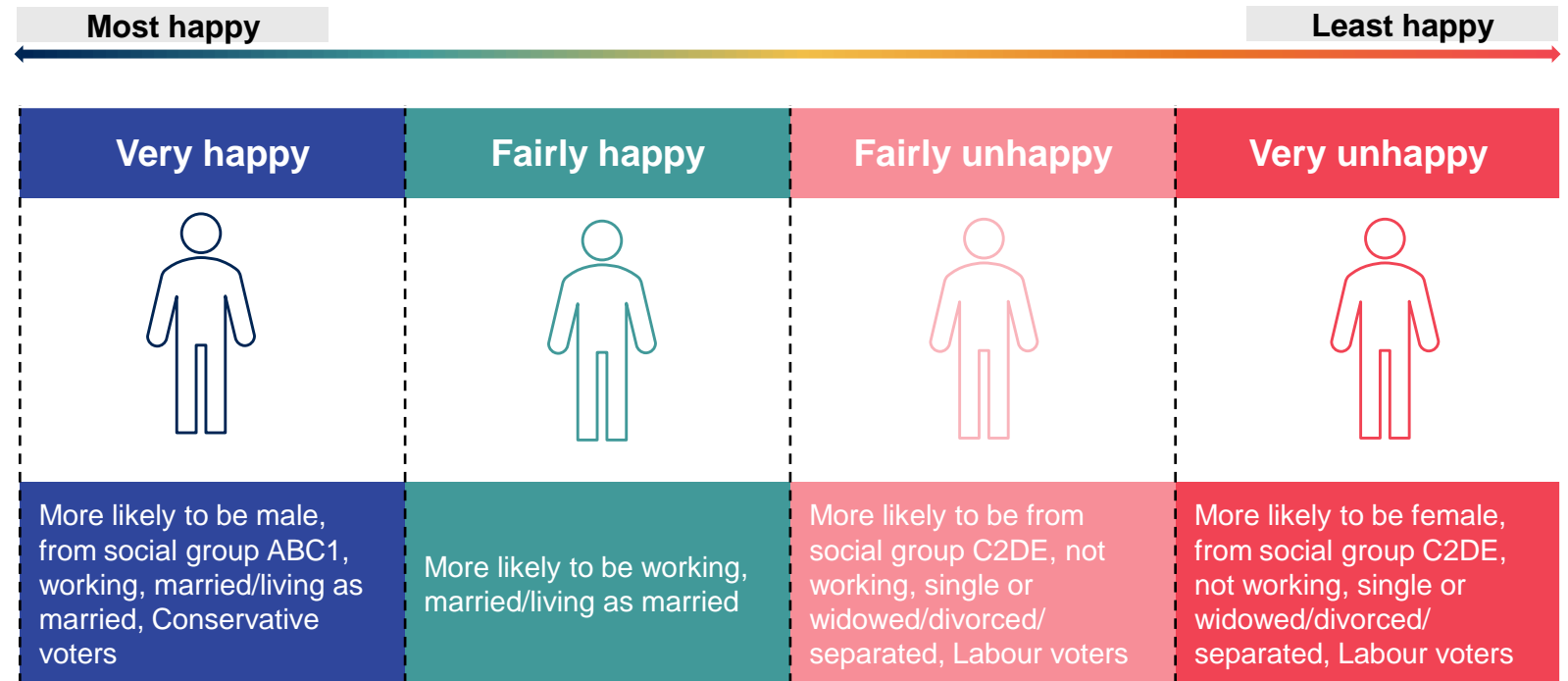
A third of Brits say their relationship with their family has had the most impact on how happy they have felt over the past month, followed by a quarter who said their financial situation and their romantic relationship(s)

And still thinking about the past month, which two or three of the following, if any, would you say have had the **MOST** impact on how happy you have felt?



Base: 1,074 Online British Adults 18-75, 5th – 6th May 2023

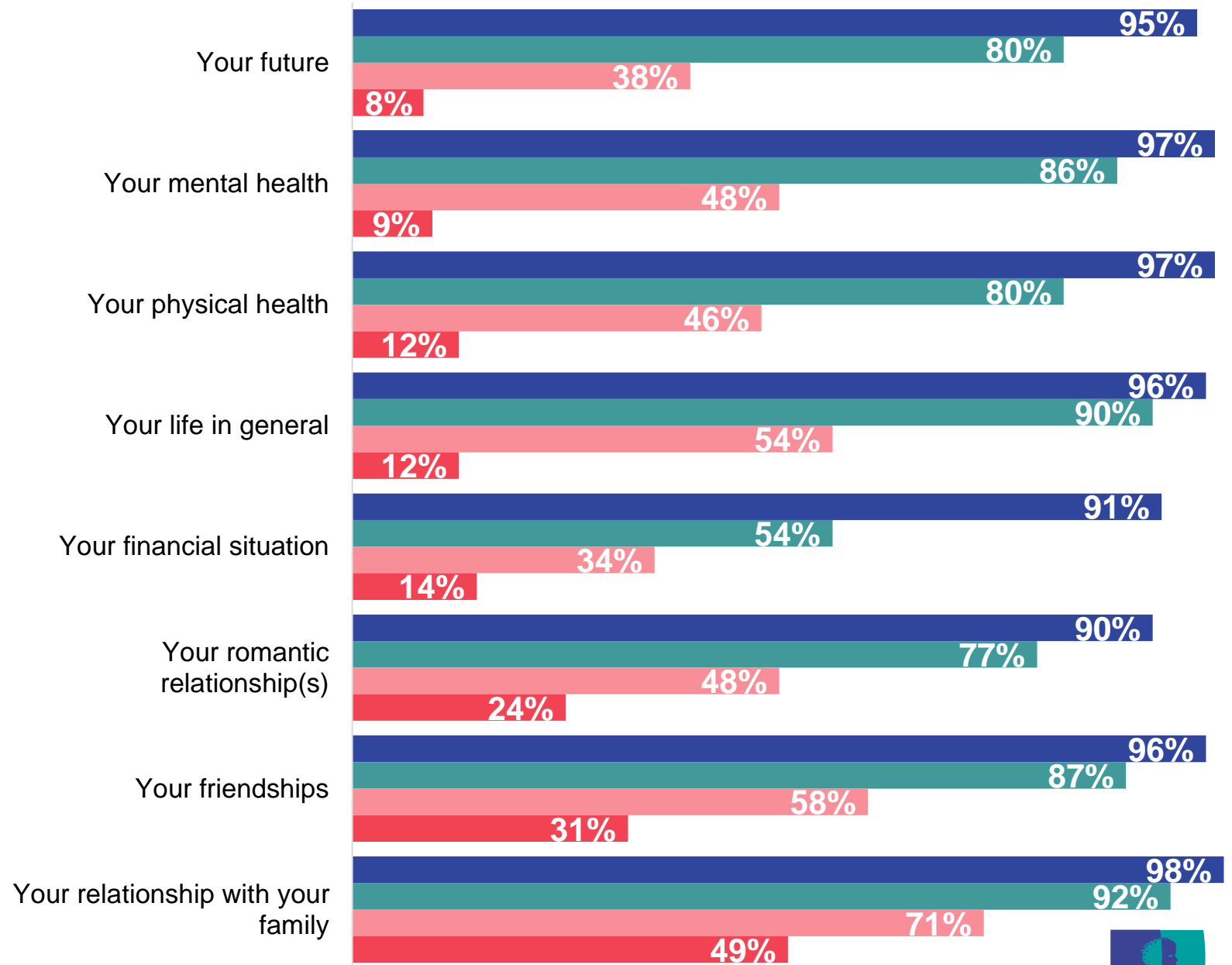
Individuals were divided into four groups based on their average scores of happiness across the 14 statements



Base: 1,074 Online British Adults 18-75, 5th – 6th May 2023, including those that are very happy (231), fairly happy (276), fairly unhappy (297) and very unhappy (270)

The unhappiest Brits say they are most unhappy about their future, mental and physical health and life in general

Thinking about the past month, how happy or unhappy, if at all, have you felt about each of the following?



Base: 1,074 Online British Adults 18-75, 5th – 6th May 2023, including those that are very happy (231), fairly happy (276), fairly unhappy (297) and very unhappy (270)





For more information

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