

GLOBAL HAPPINESS 2024

**A 30-country
Global Advisor survey**

March 2024



GAME CHANGERS



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*This document is interactive,
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KEY FINDINGS



71%

on average across 30 countries say they **are happy**. This is highest in the Netherlands (85%) and lowest in Hungary (48%) and South Korea (48%)



54%

say they **are satisfied with their financial situation**. This is lowest in Japan (36%) followed by Hungary (37%), South Korea and Argentina (both 40%)

+8pp



The proportion of people saying **they're happy** was 63% during the first year of the pandemic in 2020 and now sits at 71%. While there's been a rebound, **happiness levels are still below the historic highs** of 77% set in 2011 and 2013

57%



say they are not satisfied with the social and political situation in their country. In only five countries – India, Singapore, Thailand, Indonesia and Australia – are people more likely to be satisfied with their countries' political system

73%



say **they're satisfied with their job**. Those in higher-income households are more satisfied (79%) than those in lower-income households (63%)

84%



of parents say they **are satisfied with their children**. Young parents (Gen Z) are the least satisfied (64%)

76%



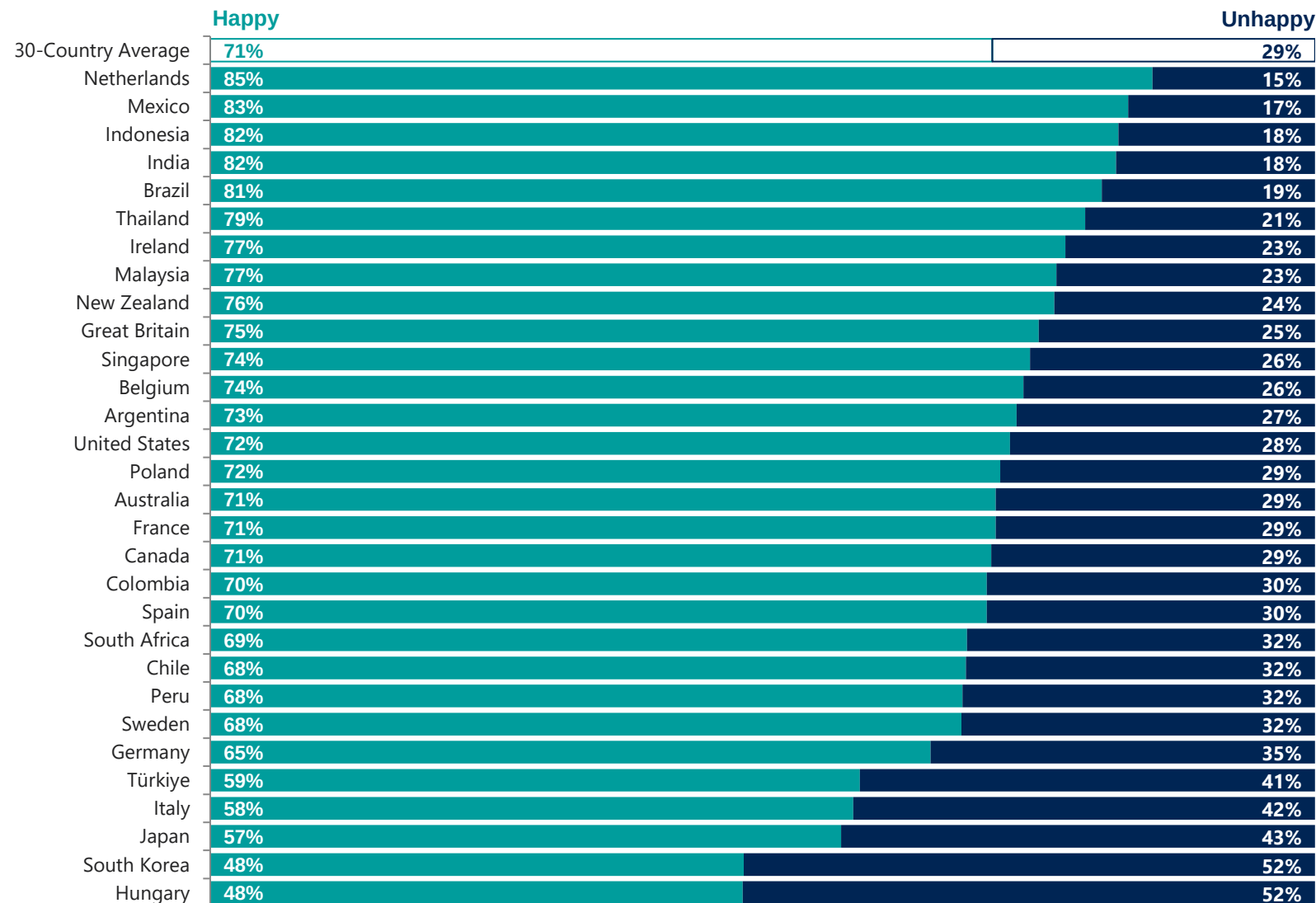
are satisfied with their friends. 82% of Baby Boomers are satisfied with their friends, while this falls to 74% for Millennials

HOW HAPPY ARE WE?



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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Q

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

% happy

	Dec 2011	May 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	Jan 2024	1- year change	13-year change
Overall Country Average (30 in 2024)	77%	77%	61%	70%	64%	63%	67%	73%	71%	-2	-6
Netherlands						87%	86%	85%	85%	0	n/a
Mexico	78%	80%	43%	67%	59%	46%	65%	81%	83%	+2	+5
Indonesia								79%	82%	+3	n/a
India	89%	87%	78%	83%	77%	66%	82%	84%	82%	-2	-7
Brazil	77%	81%	56%	73%	61%	63%	63%	83%	81%	-2	+4
Thailand								71%	79%	+8	n/a
Ireland									77%	n/a	n/a
Malaysia				69%	52%	62%	65%	68%	77%	+9	n/a
New Zealand									76%	n/a	n/a
Great Britain	79%	81%	71%	78%	82%	76%	83%	70%	75%	+5	-4
Singapore							72%	71%	74%	+3	n/a
Belgium	80%	80%	71%	80%	73%	71%	73%	68%	74%	+6	-6
Argentina	68%	67%	48%	56%	34%	43%	48%	74%	73%	-1	+5
United States	85%	83%	80%	82%	79%	70%	76%	76%	72%	-4	-13
Poland	75%	72%	66%	71%	71%	68%	65%	58%	72%	+14	-3
Australia	86%	84%	72%	82%	86%	77%	85%	80%	71%	-9	-15
France	84%	81%	68%	77%	80%	78%	81%	74%	71%	-3	-13
Canada	85%	83%	81%	81%	86%	78%	80%	74%	71%	-3	-14
Colombia			32%		58%		54%	80%	70%	-10	n/a
Spain	63%	57%	43%	53%	46%	38%	55%	69%	70%	+1	+7
South Africa	79%	83%	59%	72%	59%	52%	65%	77%	69%	-8	-10
Chile			41%	71%	50%	35%	53%	79%	68%	-11	n/a
Peru			36%	54%	58%	32%	54%	72%	68%	-4	n/a
Sweden	80%	87%	74%	81%	75%	74%	78%	74%	68%	-6	-12
Germany	76%	77%	71%	68%	78%	73%	72%	67%	65%	-2	-11
Turkey	89%	83%	58%	60%	53%	59%	42%	61%	59%	-2	-30
Italy	73%	68%	53%	60%	57%	62%	66%	68%	58%	-10	-15
Japan	70%	69%	62%	60%	52%	55%	58%	60%	57%	-3	-13
South Korea	71%	62%	48%	57%	54%	54%	57%	57%	48%	-9	-23
Hungary	43%	52%	48%	48%	50%	45%	51%	50%	48%	-2	+5

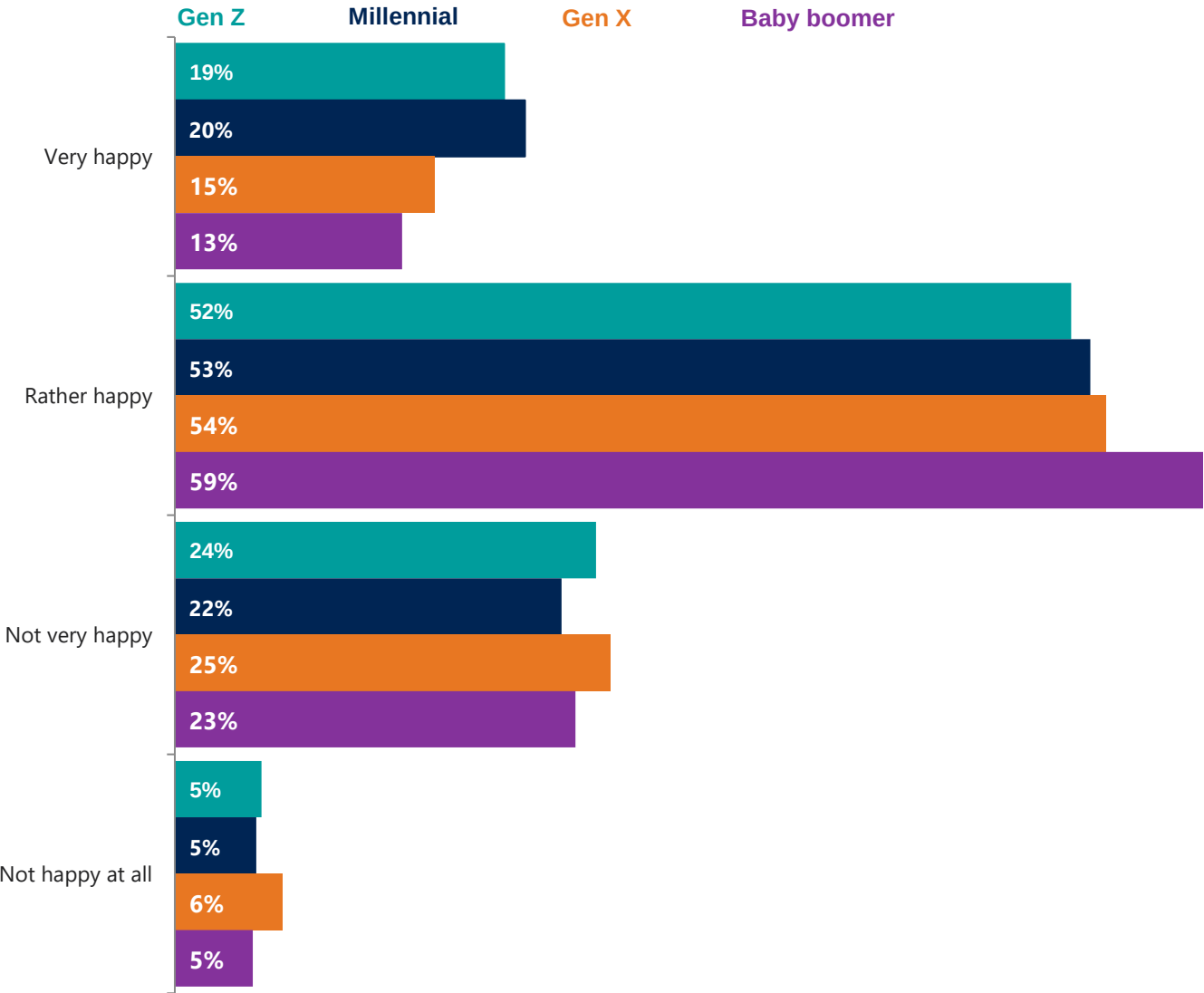
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30-country average



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SPOTLIGHT ON GENERATIONS



Under pressure

Younger people are less likely to say they are feeling in control of their life compared older people.

While 76% of Baby Boomers feel in control, this declines to 65% to Gen Z. This is also reflected when it comes to mental well-being.

When it comes to physical health there is little difference across the generations, but this is not the case for mental health.

Only 63% of Gen Z are satisfied with their mental health compared to 76% of Baby Boomers, 72% of Gen X, and 69% of Millennials.



Social change

In many cases there is little difference between the generations when it comes to satisfaction with their lives.

However, one area where there is an age/ generational gap is around their social lives.

While three-quarters of Baby Boomers are satisfied with their social life and social status (both 74%), this falls to two-thirds of Gen Z (66% and 65% respectively).

Perhaps as they are older, and their children may have grown up, Baby Boomers are most likely to be satisfied with the amount of free time they have (83%) compared to Gen X (72%), Millennials (71%) and Gen Z (72%).



Clouds overhead

While Boomers are satisfied with many aspects of their day-to-day lives they, like the other generations, aren't so pleased with the state of their country.

A mere 31% of Boomers say they're satisfied with the social and political situation in their country, while 36% of Gen Xers are, followed by Millennials and Gen Zers (both 44%).

Older people are also more likely than younger people to be unhappy with the economic situation in their country.

Only 31% of Boomers are satisfied with the economic situation in their country, compared to 36% of Gen Xers, 43% of Millennials and 41% of Gen Zers.

Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).
For more on analysing age groups, see our report [We Need to Talk About Generations](#)

WHAT INFLUENCES OUR HAPPINESS

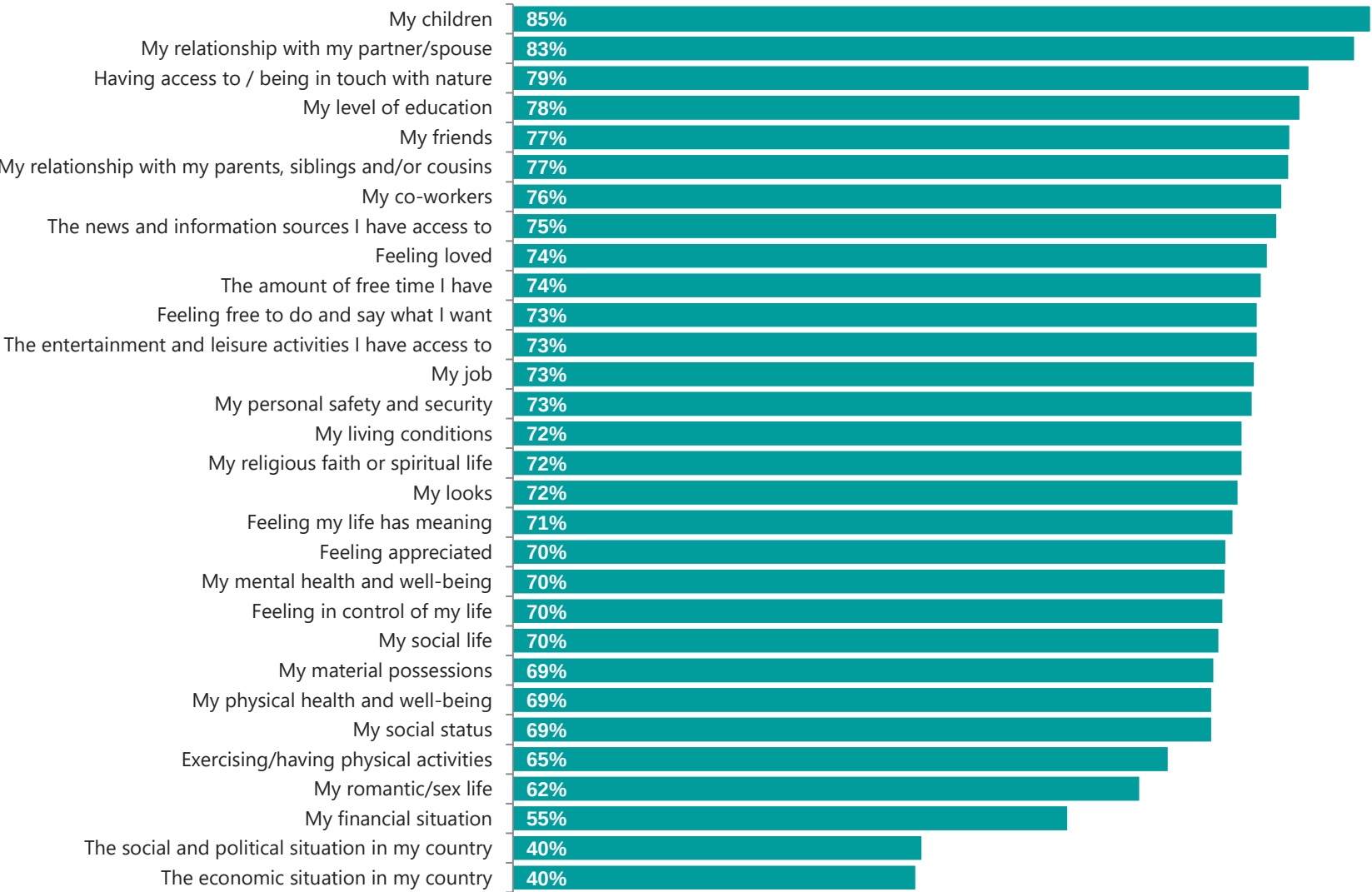




Overall, how satisfied are you with each of the following aspects of your life?

% satisfied

30-country average

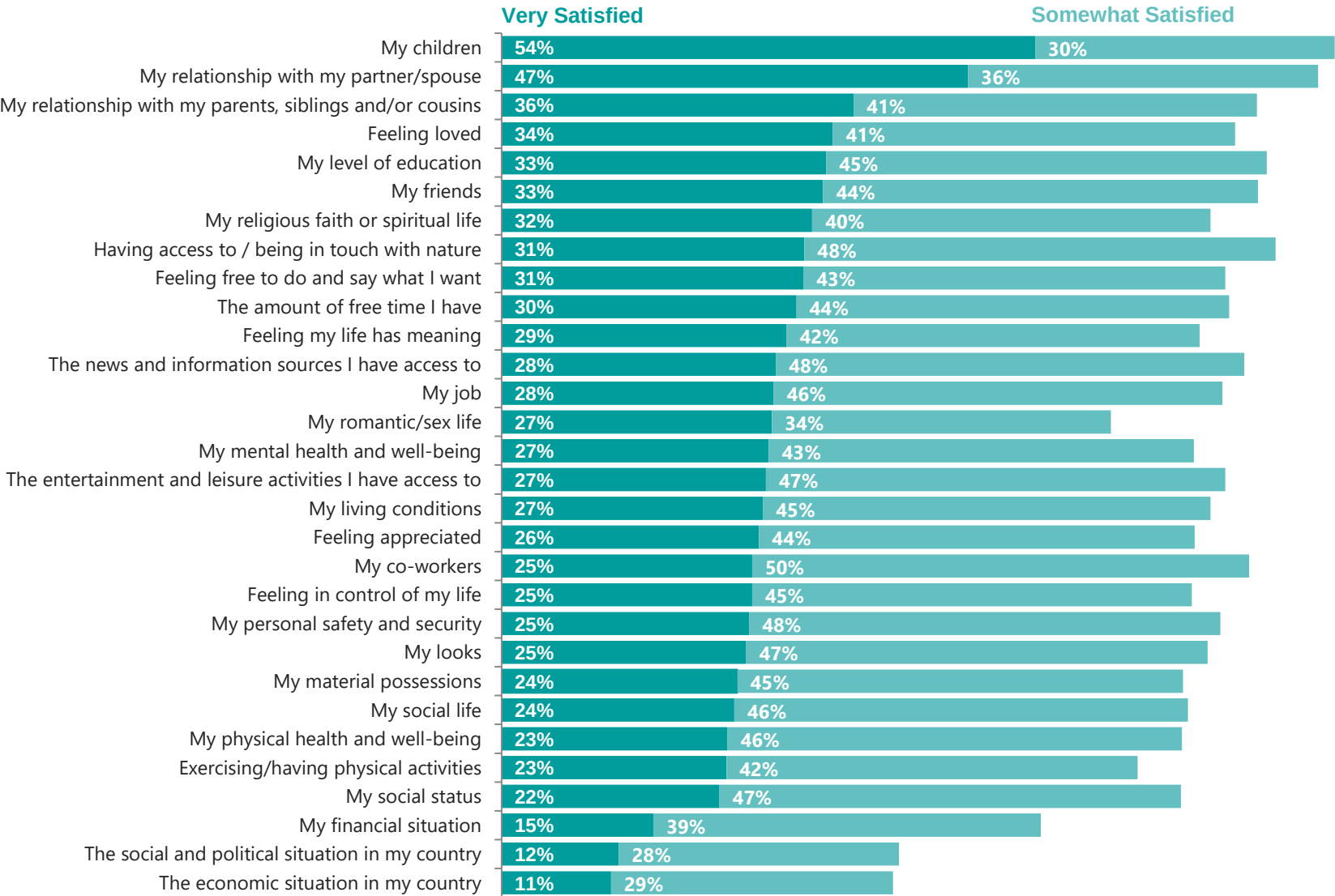


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30-country average



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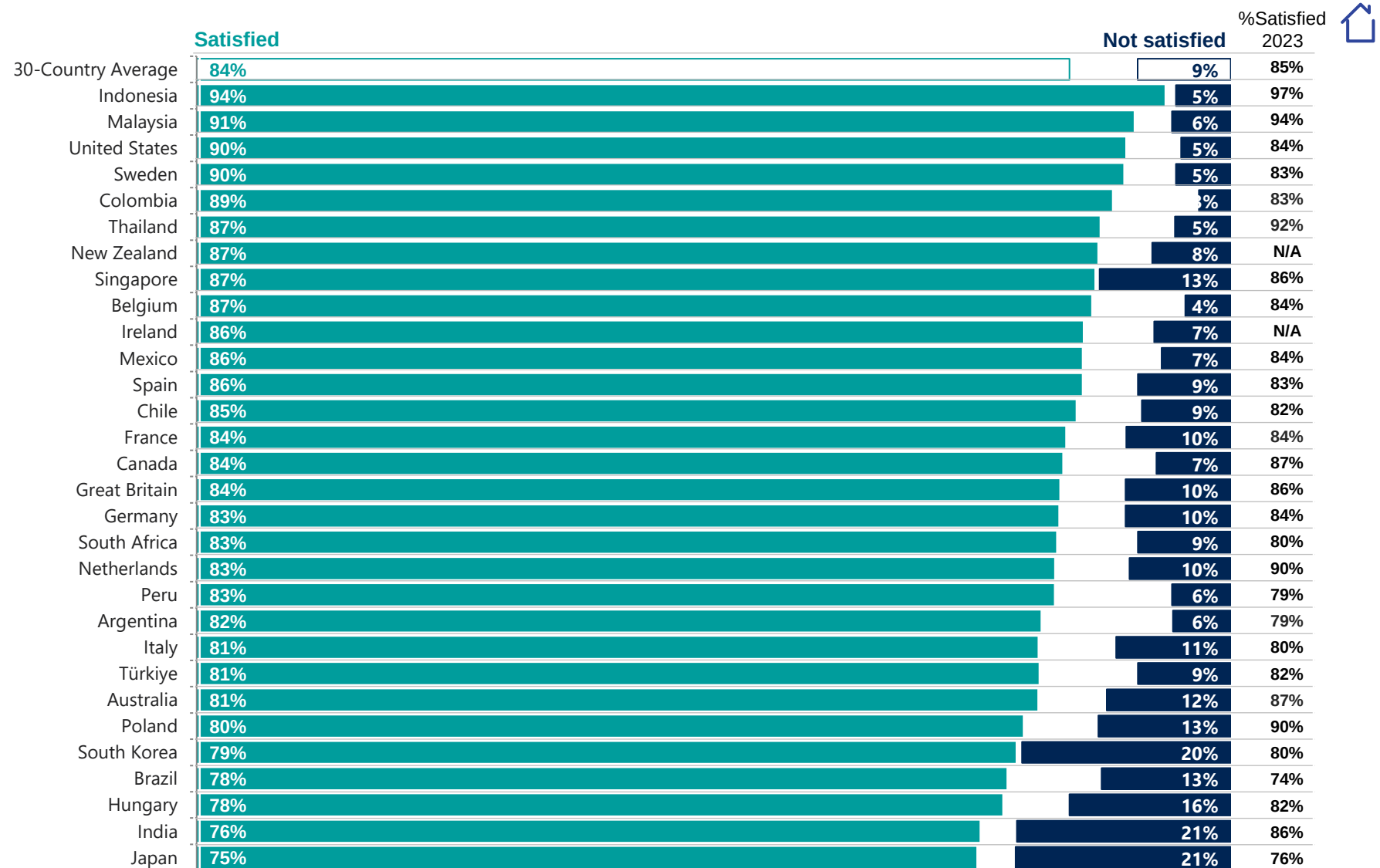
FAMILY AND FRIENDS



Q

Overall, how satisfied are you with each of the following aspects of your life?

My children



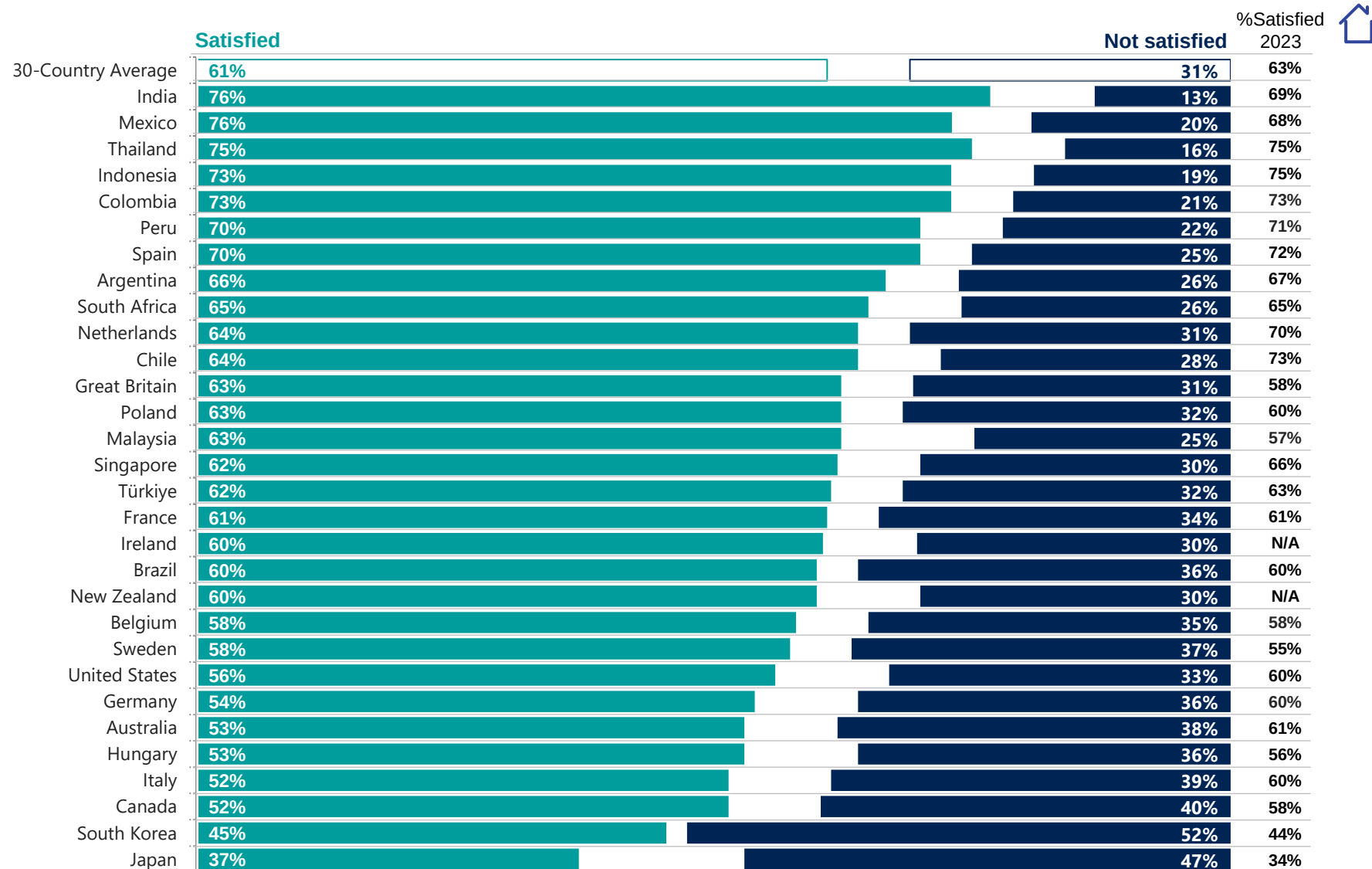
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My romantic/sex life



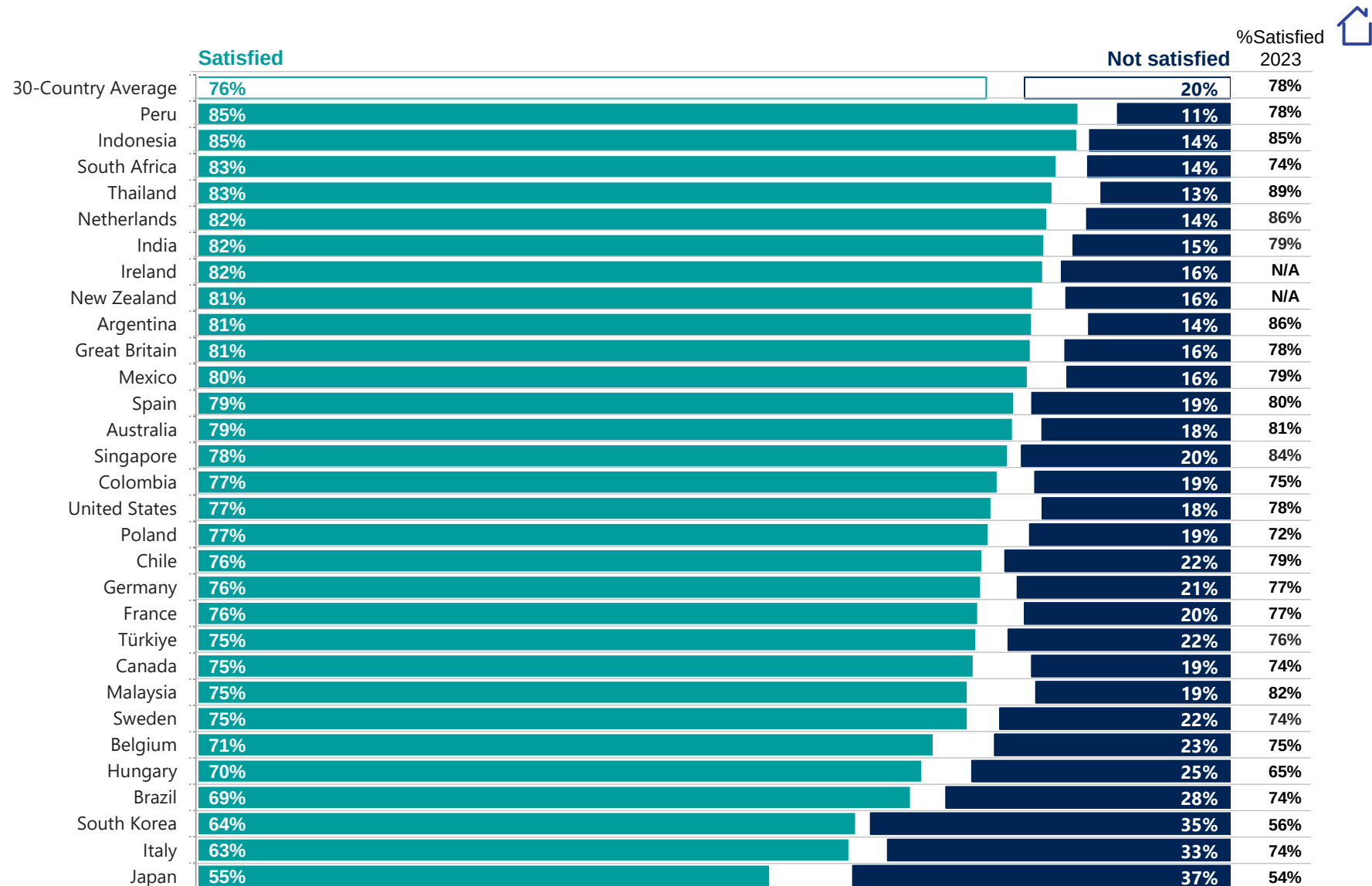
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My friends



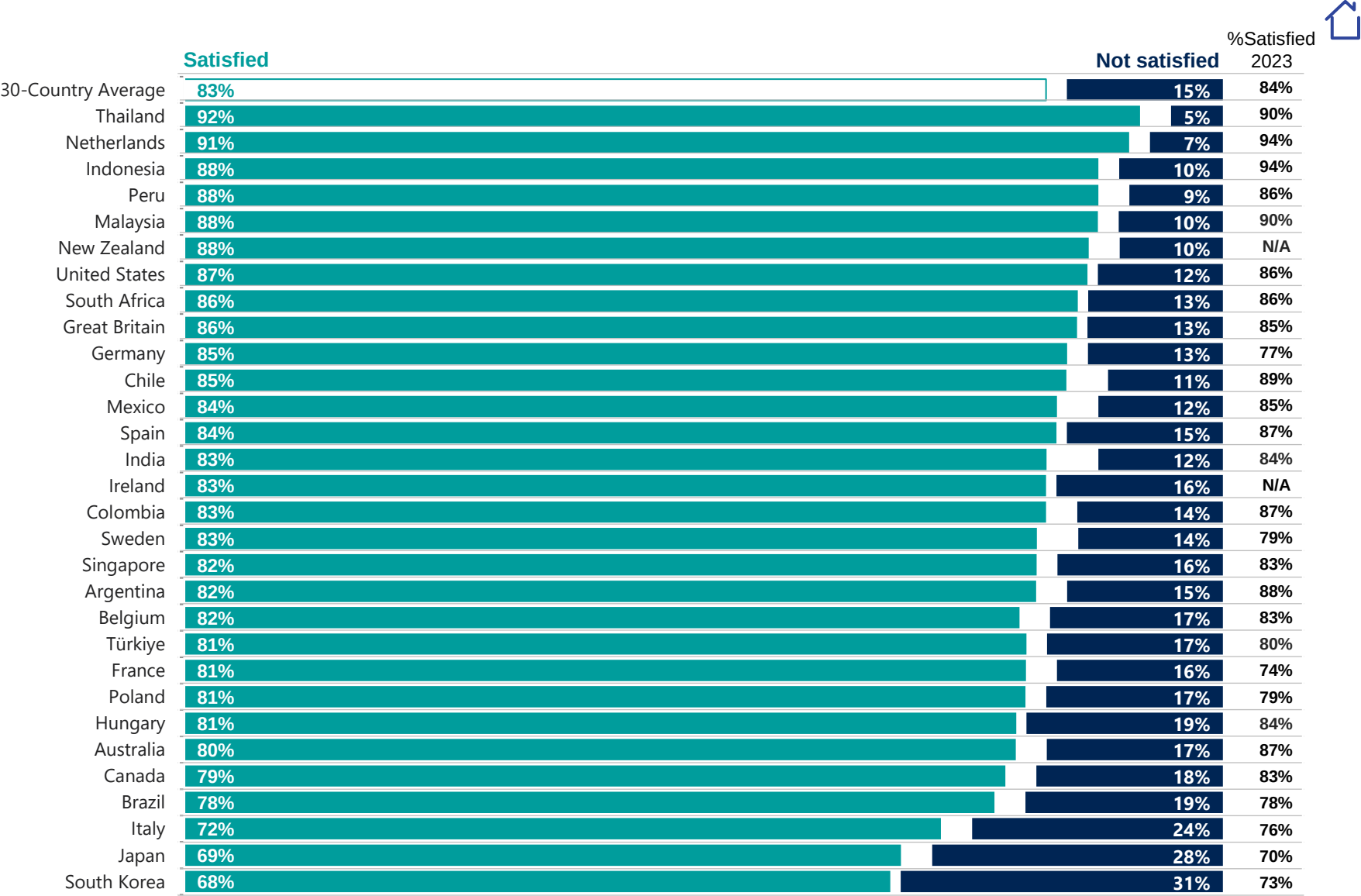
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Overall, how satisfied are you with each of the following aspects of your life?

My relationship with my partner/spouse*



*Asked only of those who are married or partnered

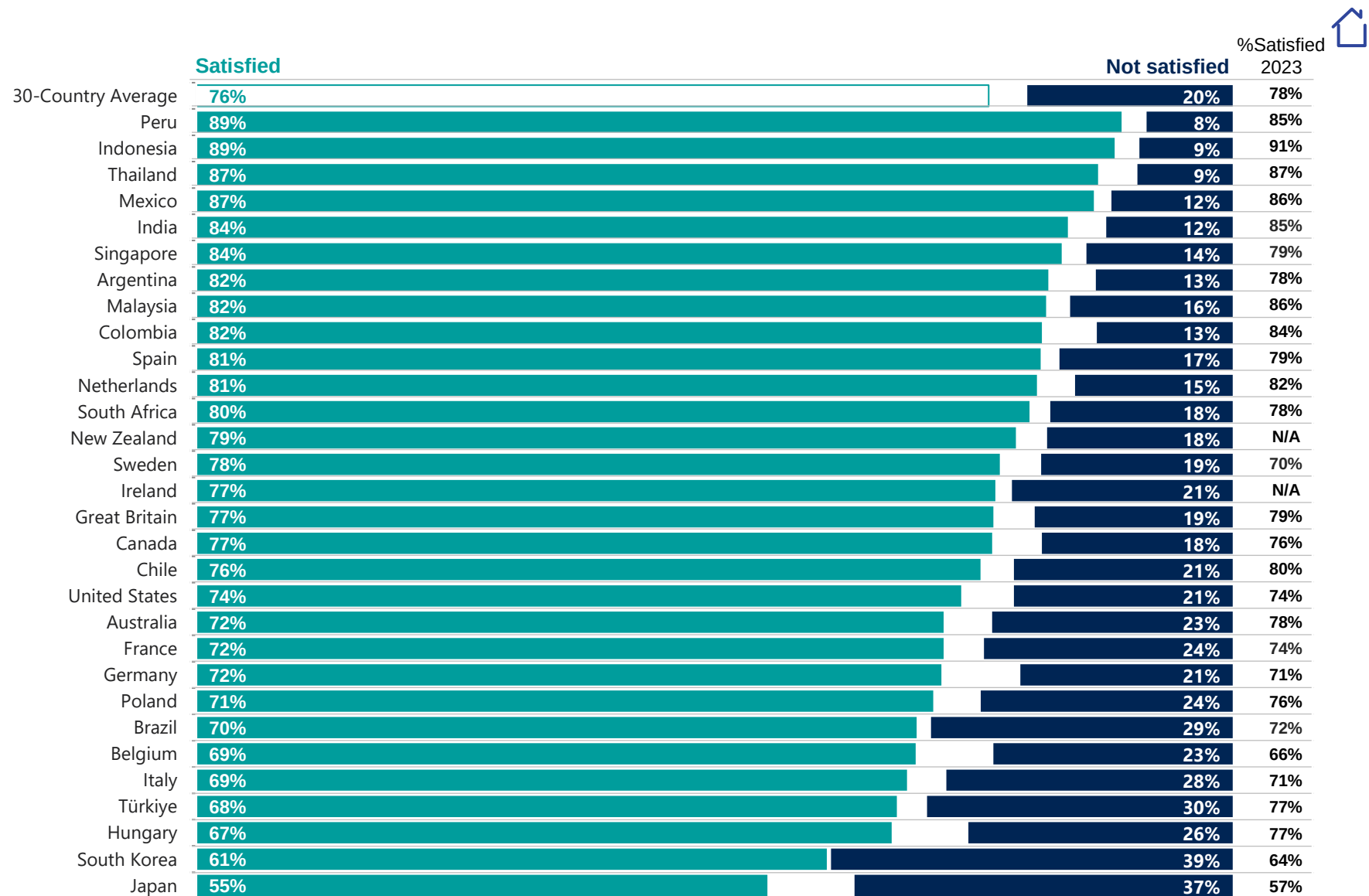
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My relationship with my parents, siblings and/or cousins



**Asked only of those who are married or partnered*

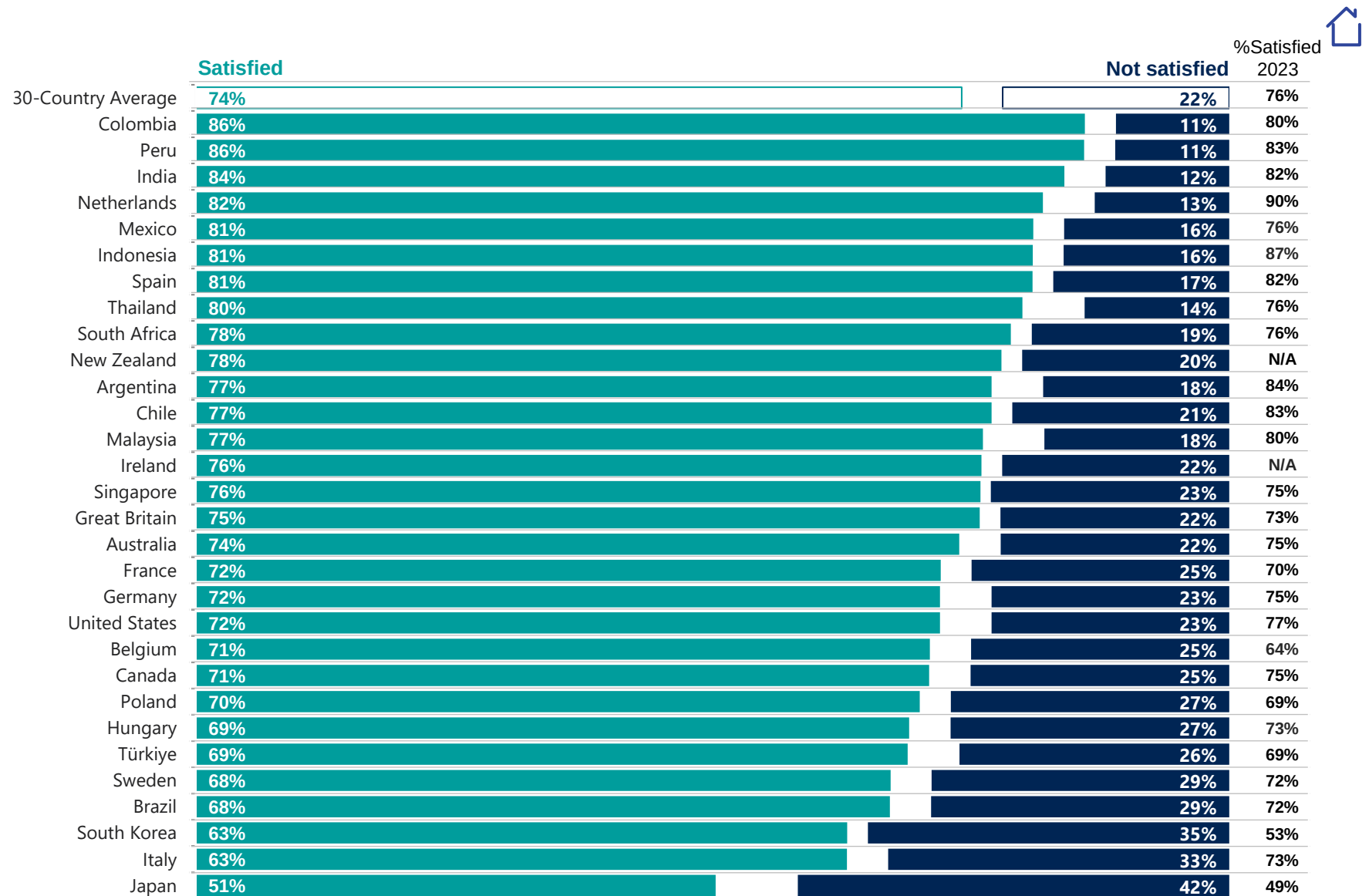
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Q

Overall, how satisfied are you with each of the following aspects of your life?

Feeling loved



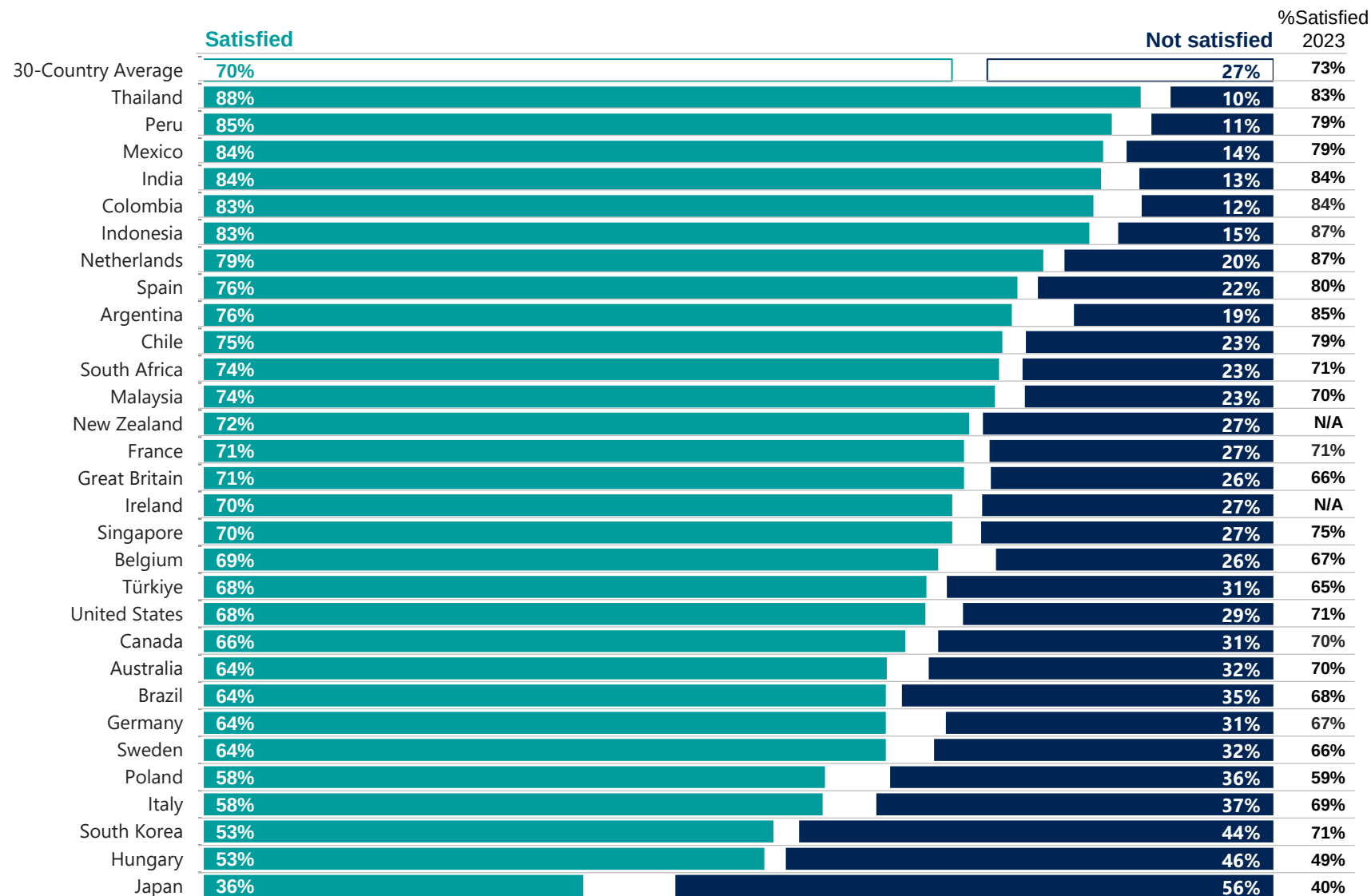
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Q

Overall, how satisfied are you with each of the following aspects of your life?

Feeling appreciated



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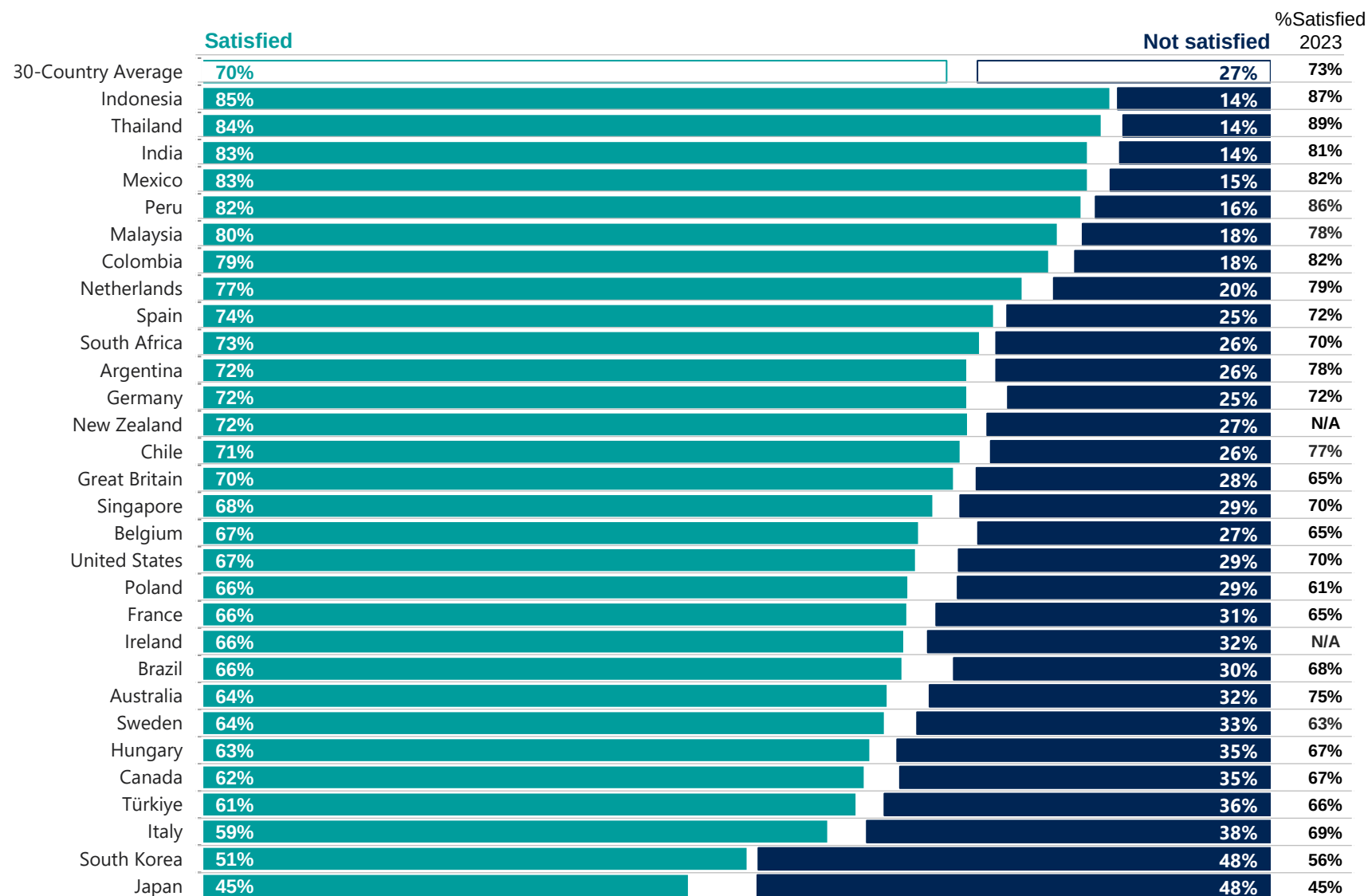
WELL-BEING



Q

Overall, how satisfied are you with each of the following aspects of your life?

Feeling in control of my life



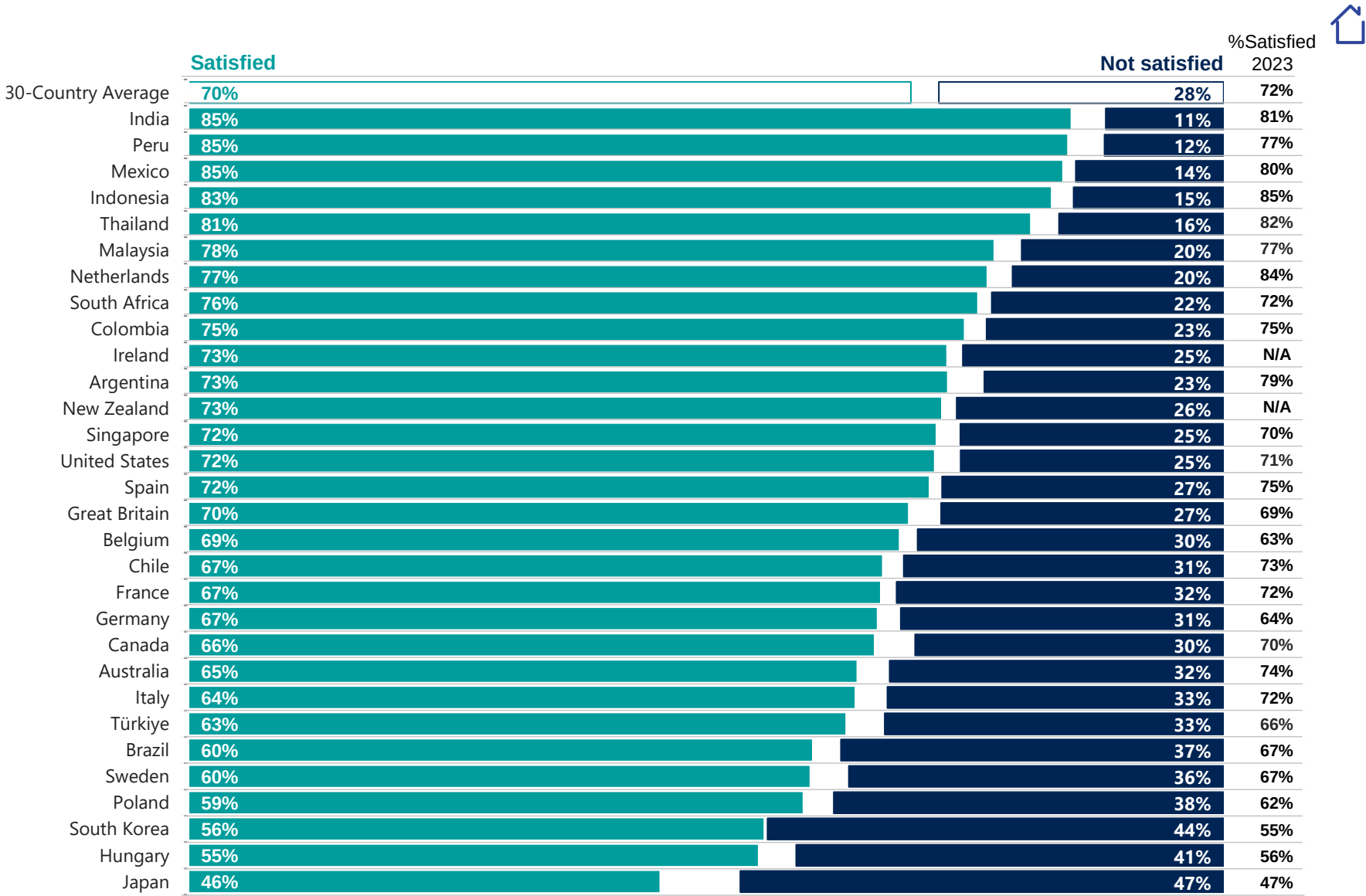
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My mental health and well-being

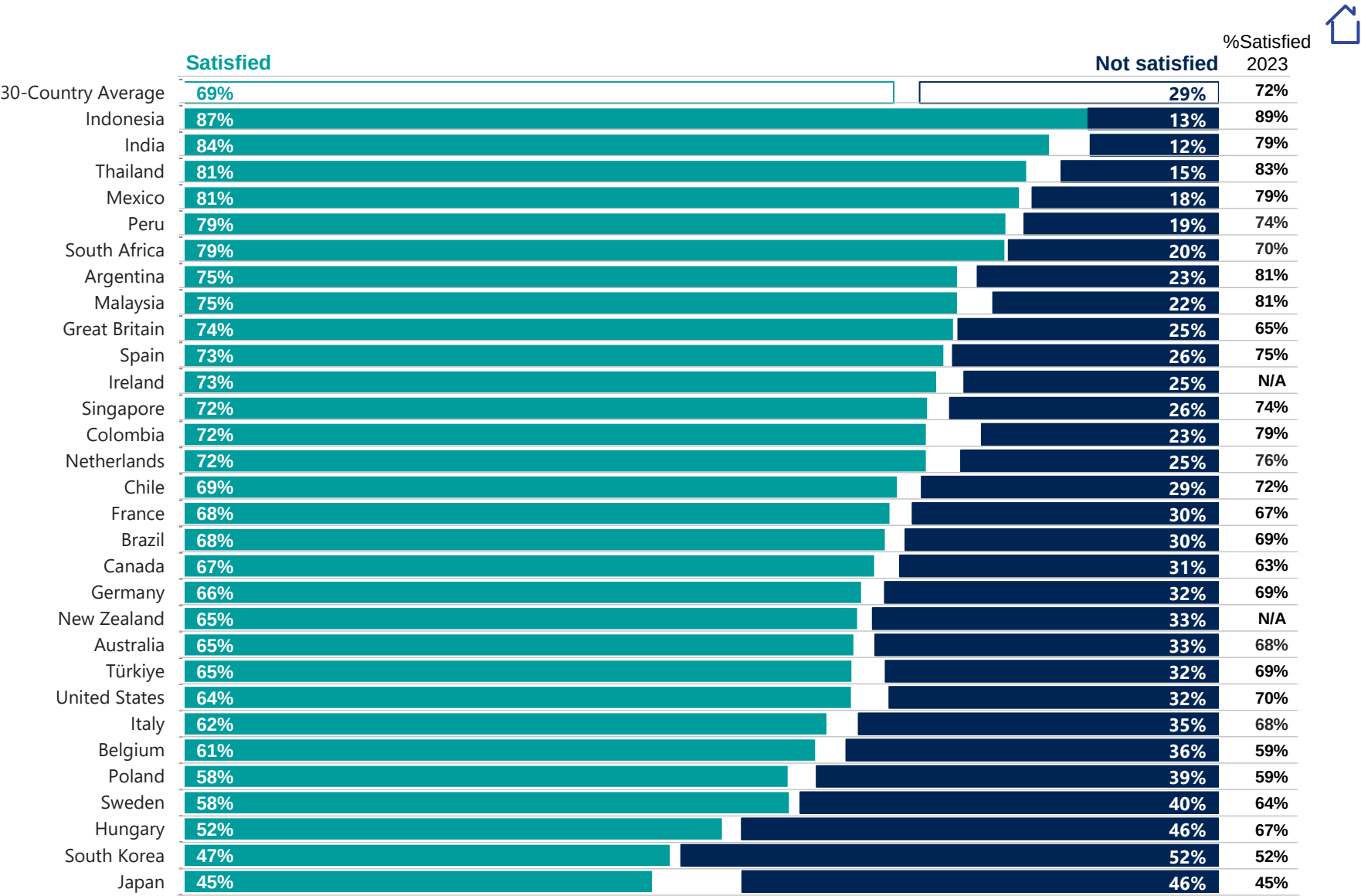


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Q

Overall, how satisfied are you with each of the following aspects of your life?

My physical health and well-being

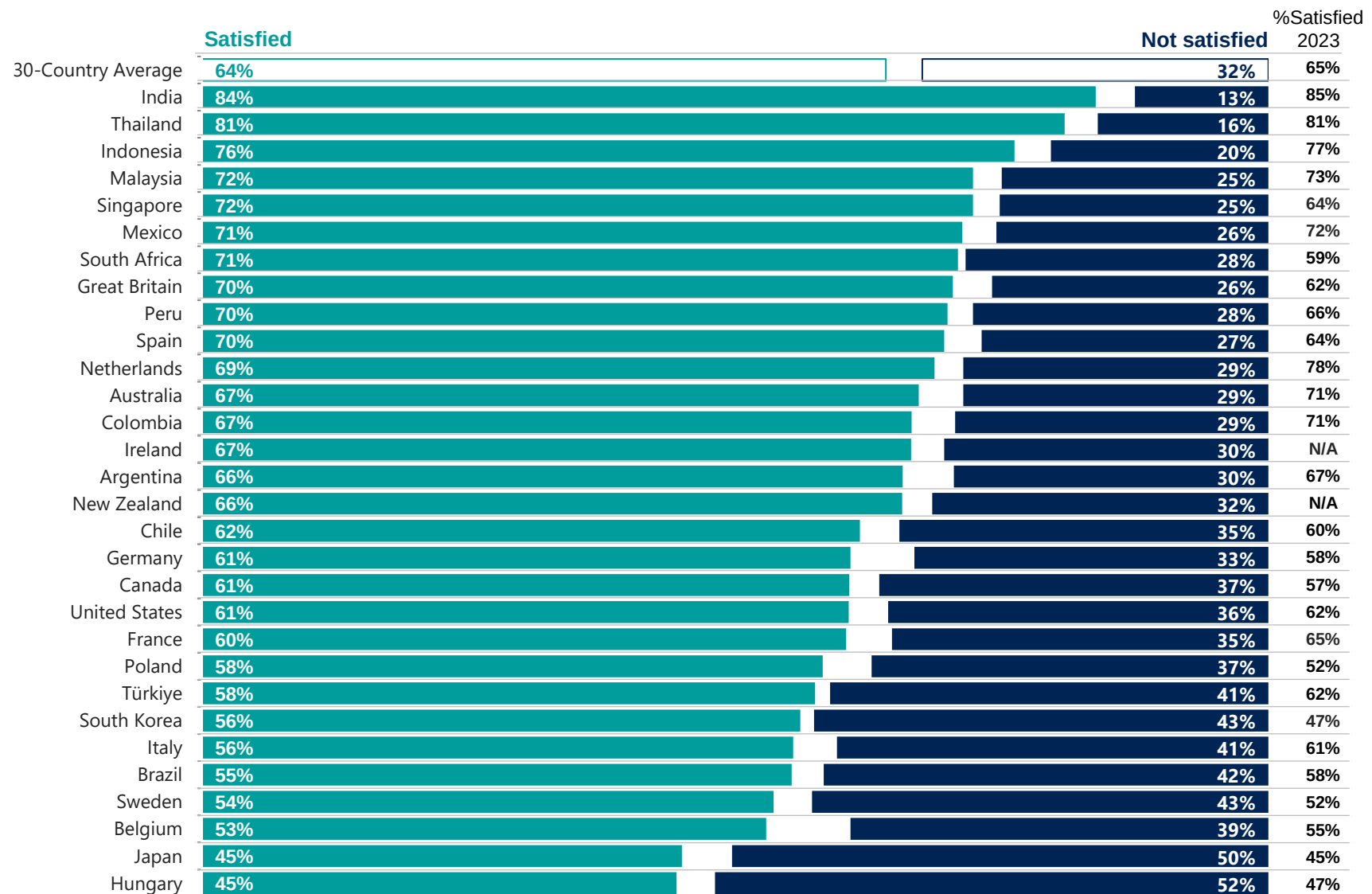


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Q

Overall, how satisfied are you with each of the following aspects of your life?

Exercising/having physical activities



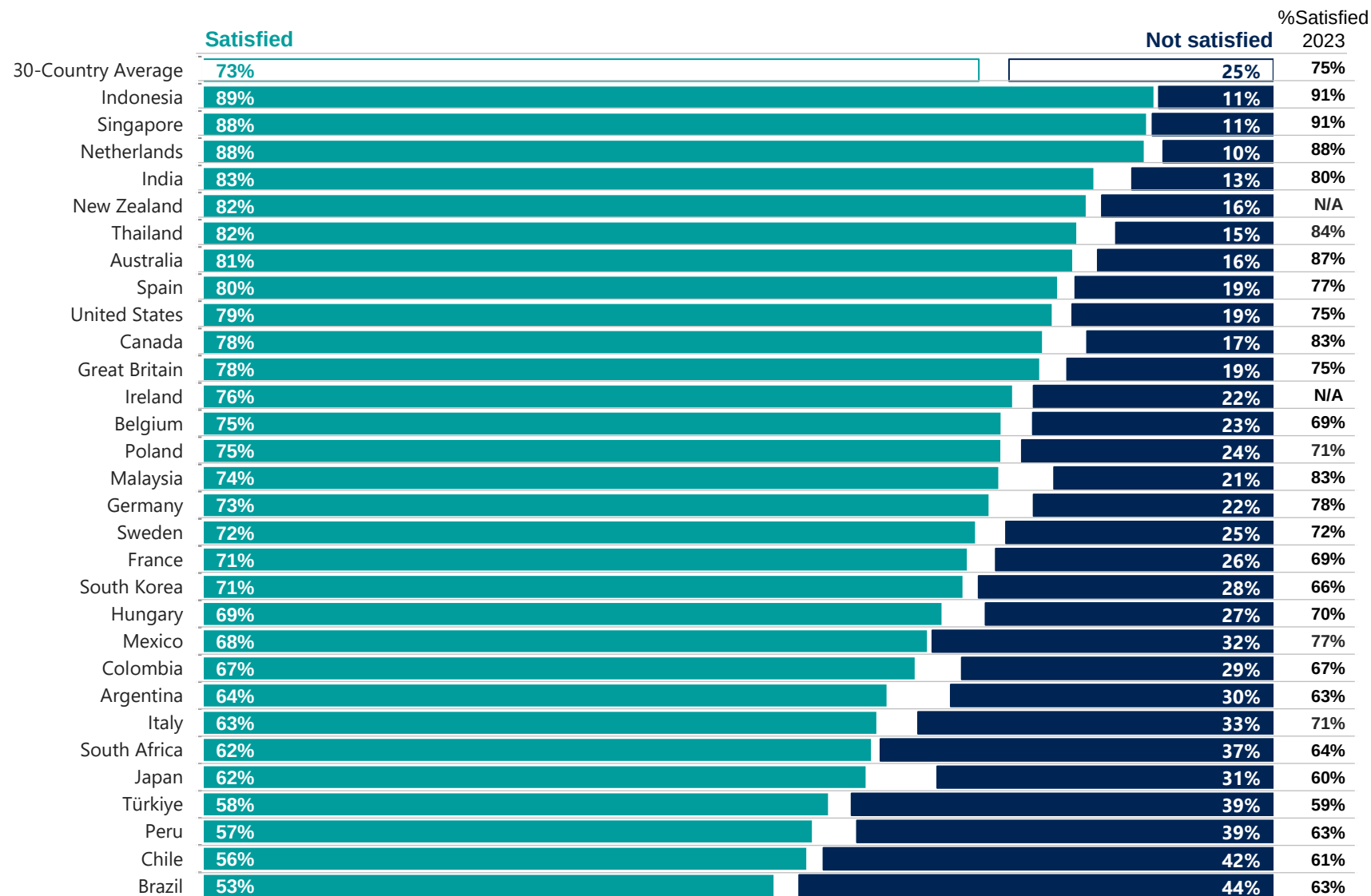
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Overall, how satisfied are you with each of the following aspects of your life?

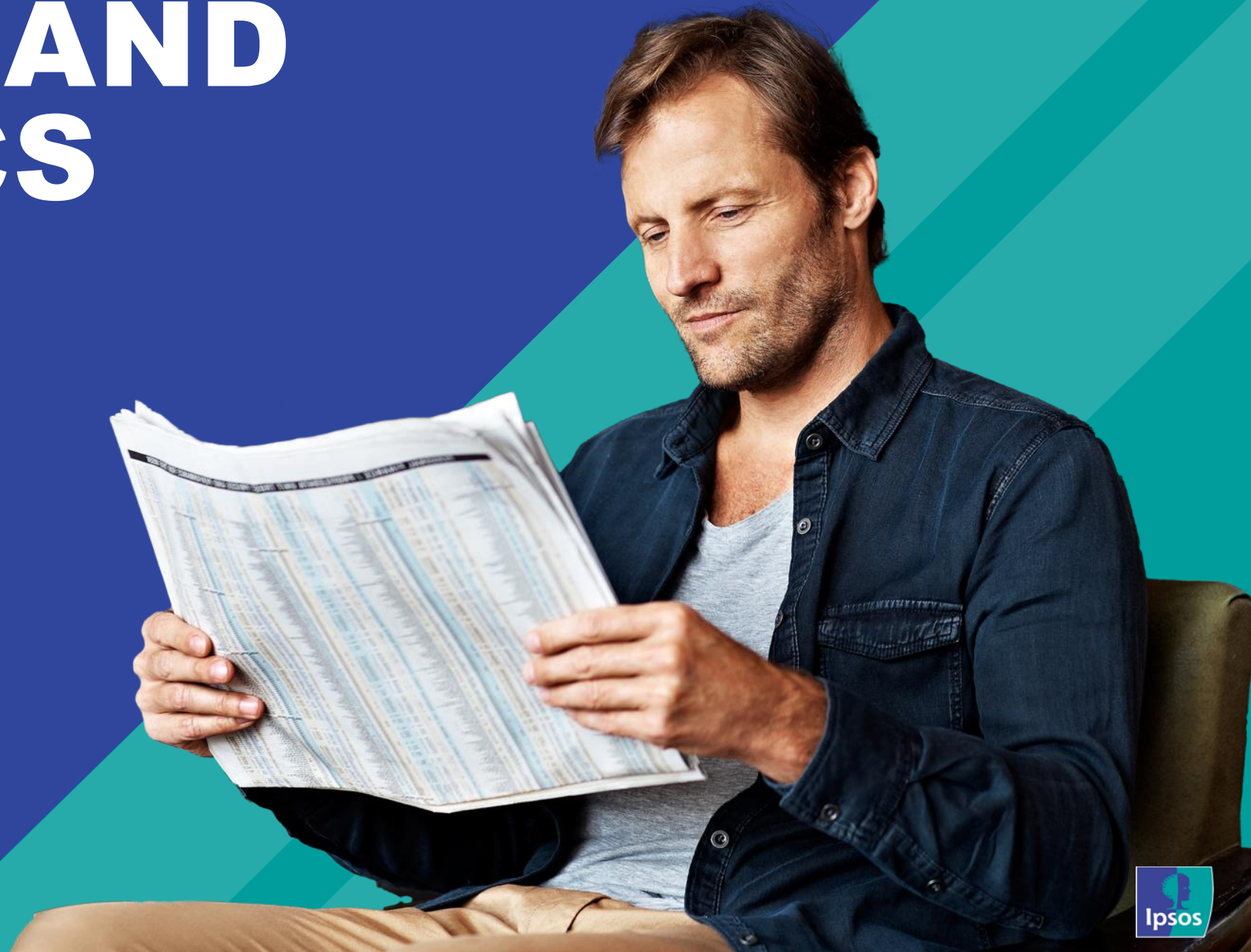
My personal safety and security



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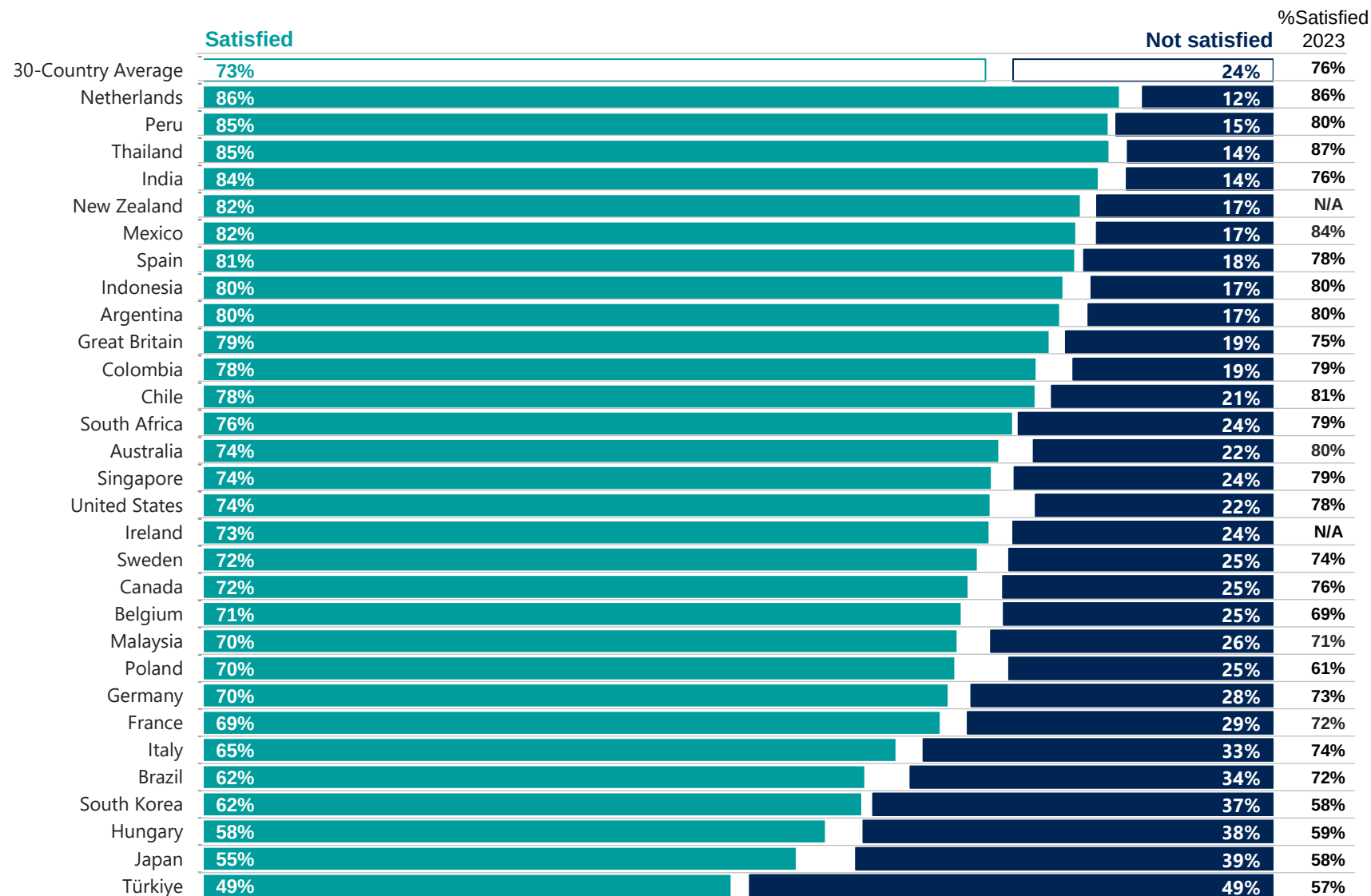
MONEY AND POLITICS



Q

Overall, how satisfied are you with each of the following aspects of your life?

Feeling free to do and say what I want



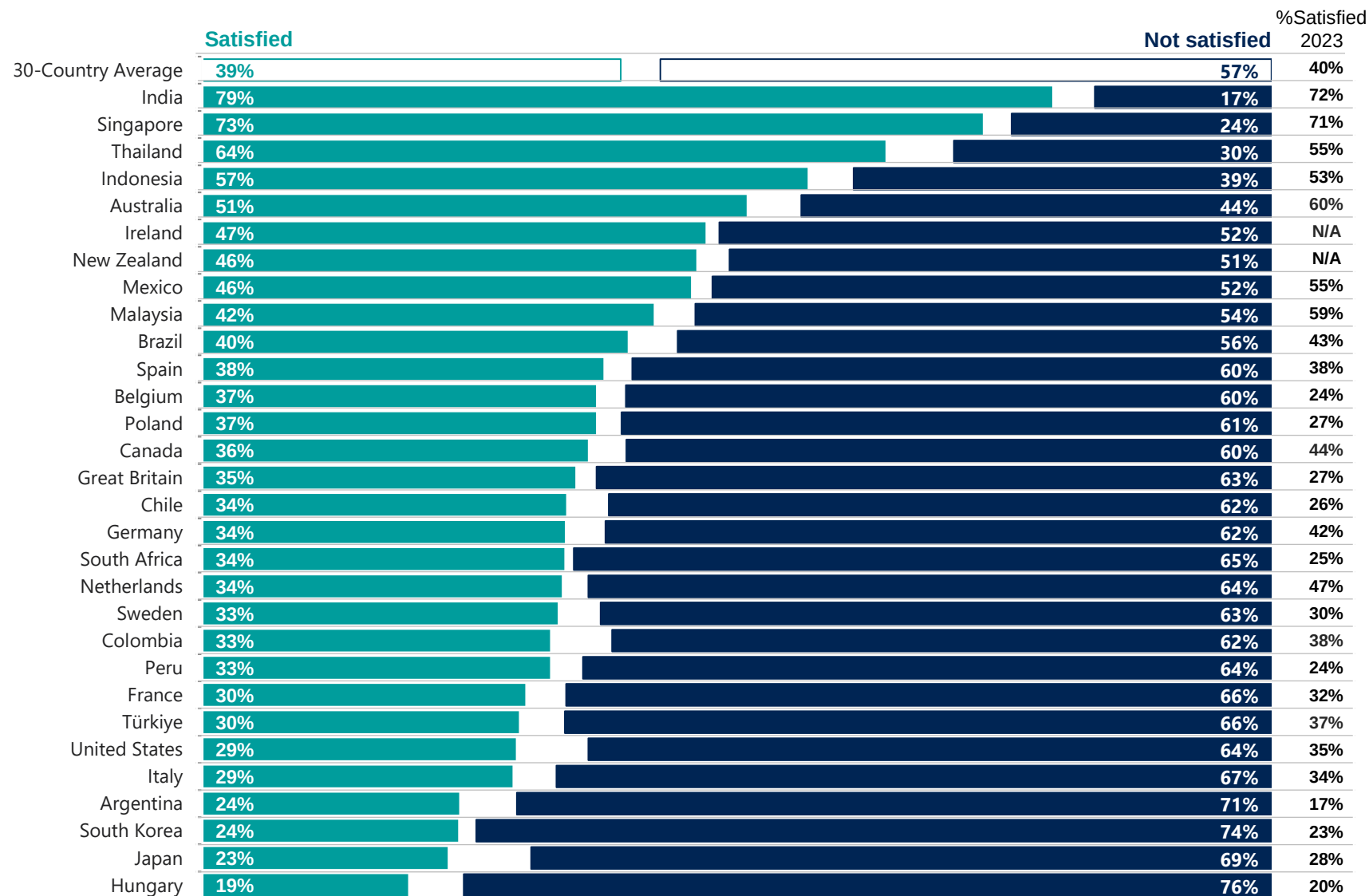
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Q

Overall, how satisfied are you with each of the following aspects of your life?

The social and political situation in my country



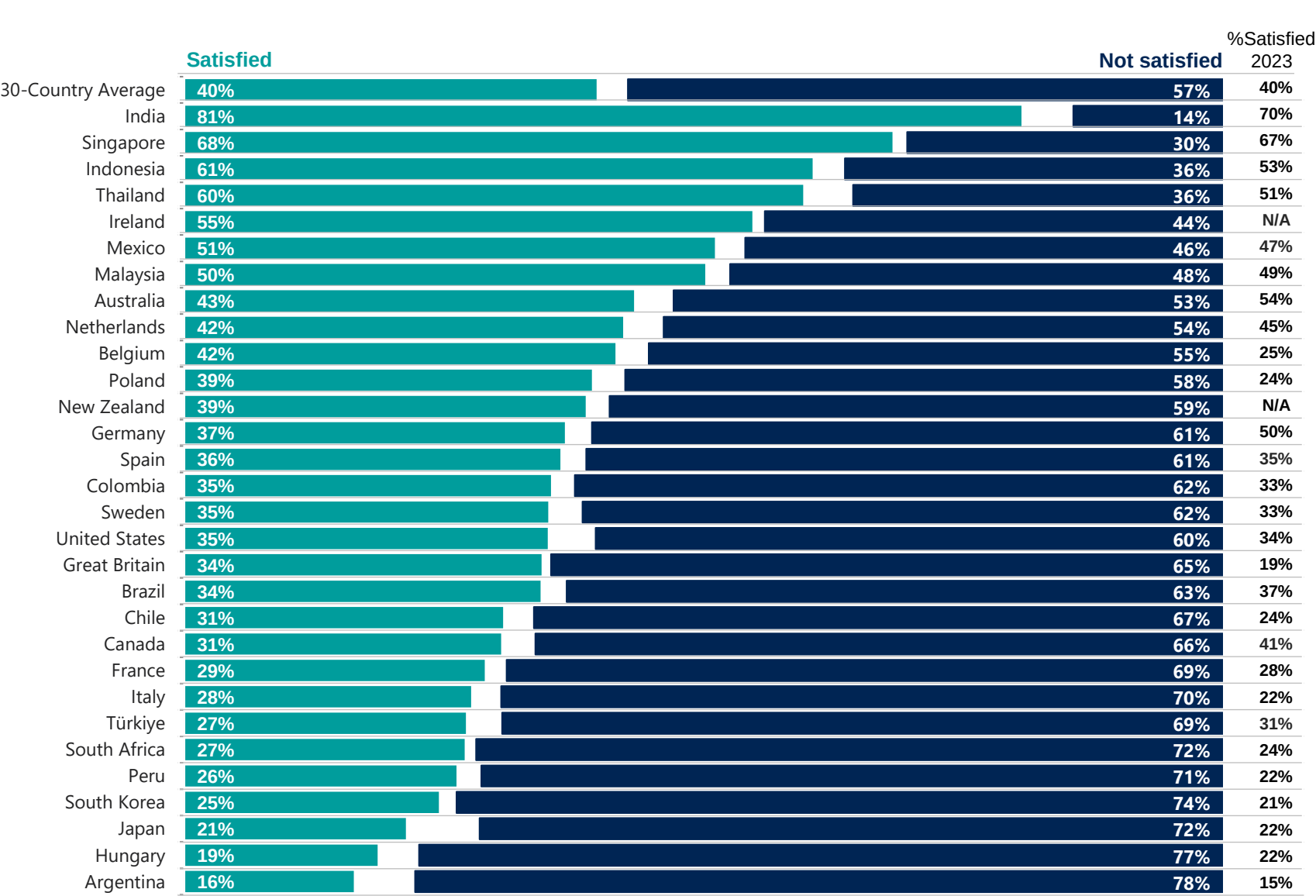
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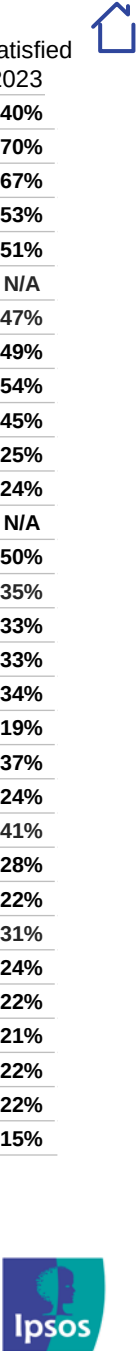


Overall, how satisfied are you with each of the following aspects of your life?

The economic situation in my country



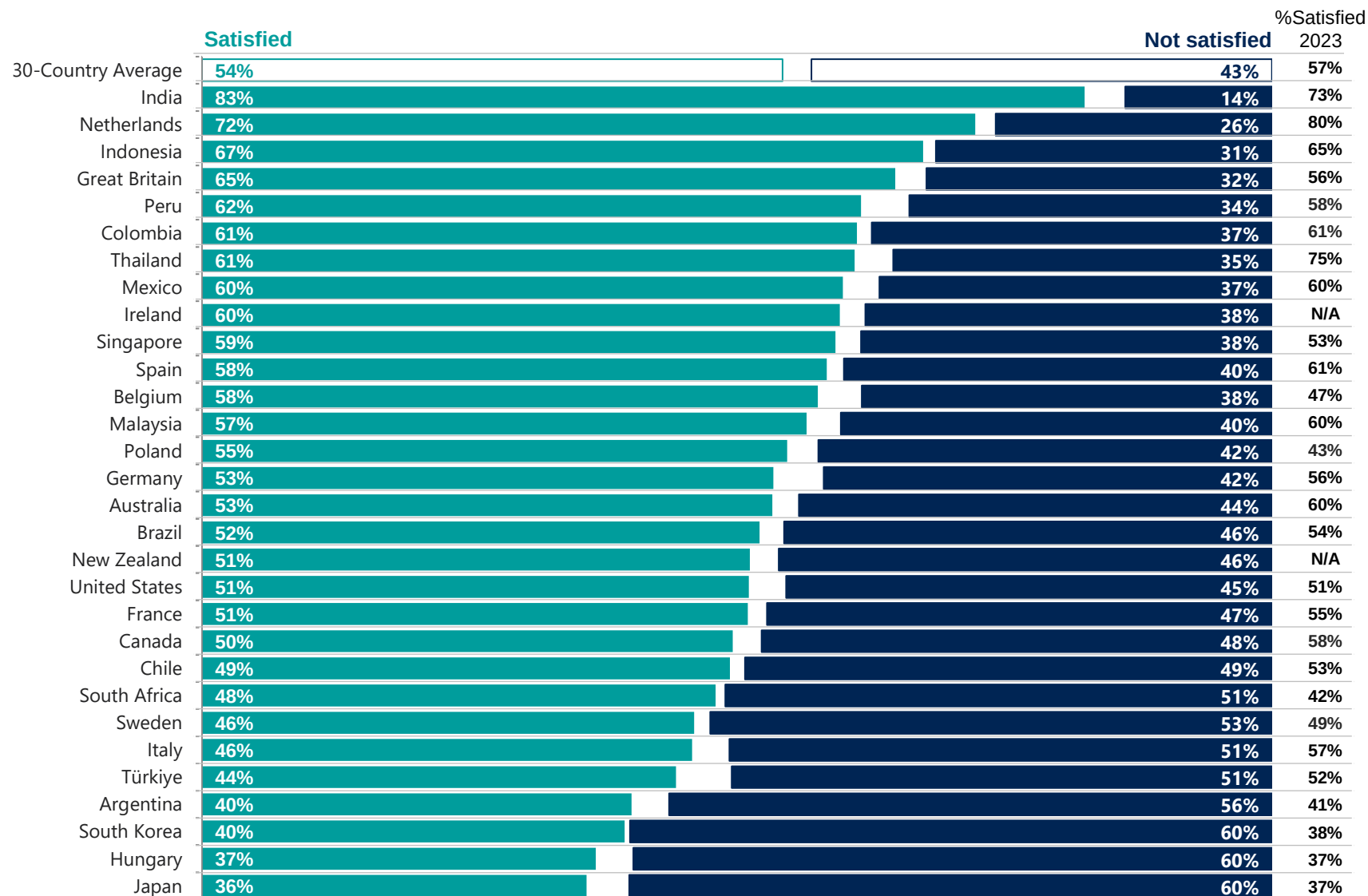
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My financial situation



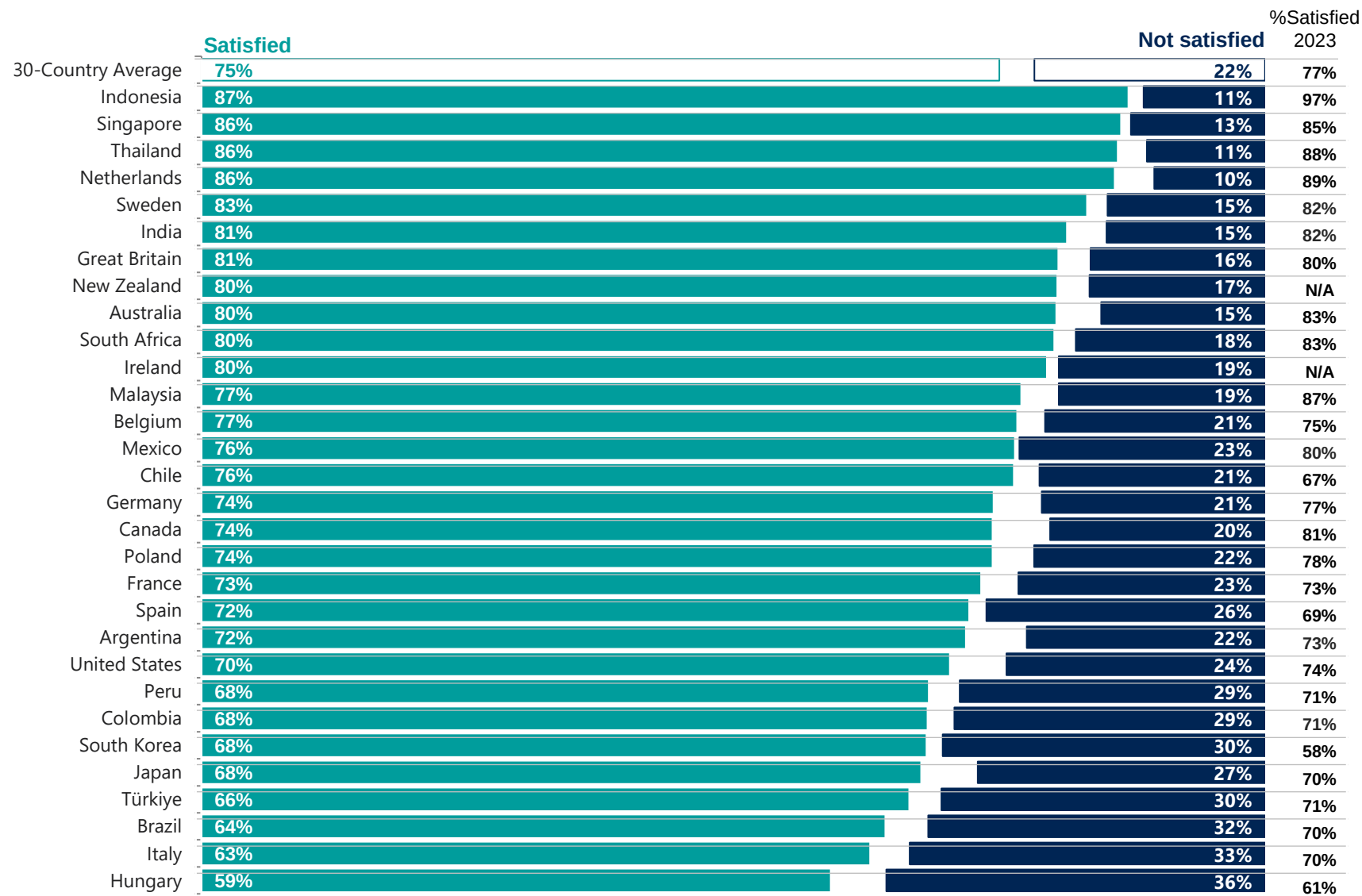
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Q

Overall, how satisfied are you with each of the following aspects of your life?

The news and information sources I have access to



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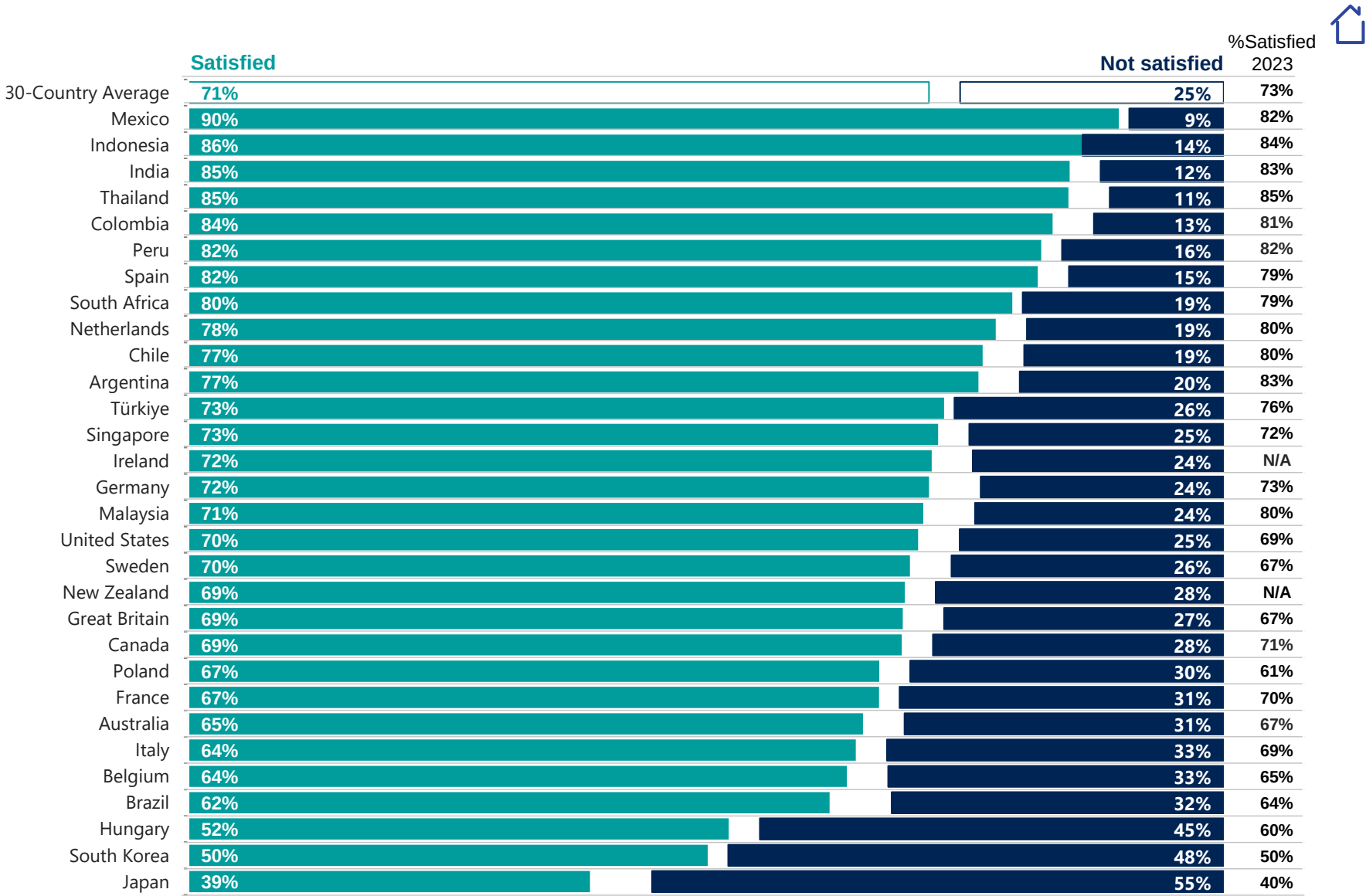
SCHOOL, WORK AND QUALITY OF LIFE



Q

Overall, how satisfied are you with each of the following aspects of your life?

My looks



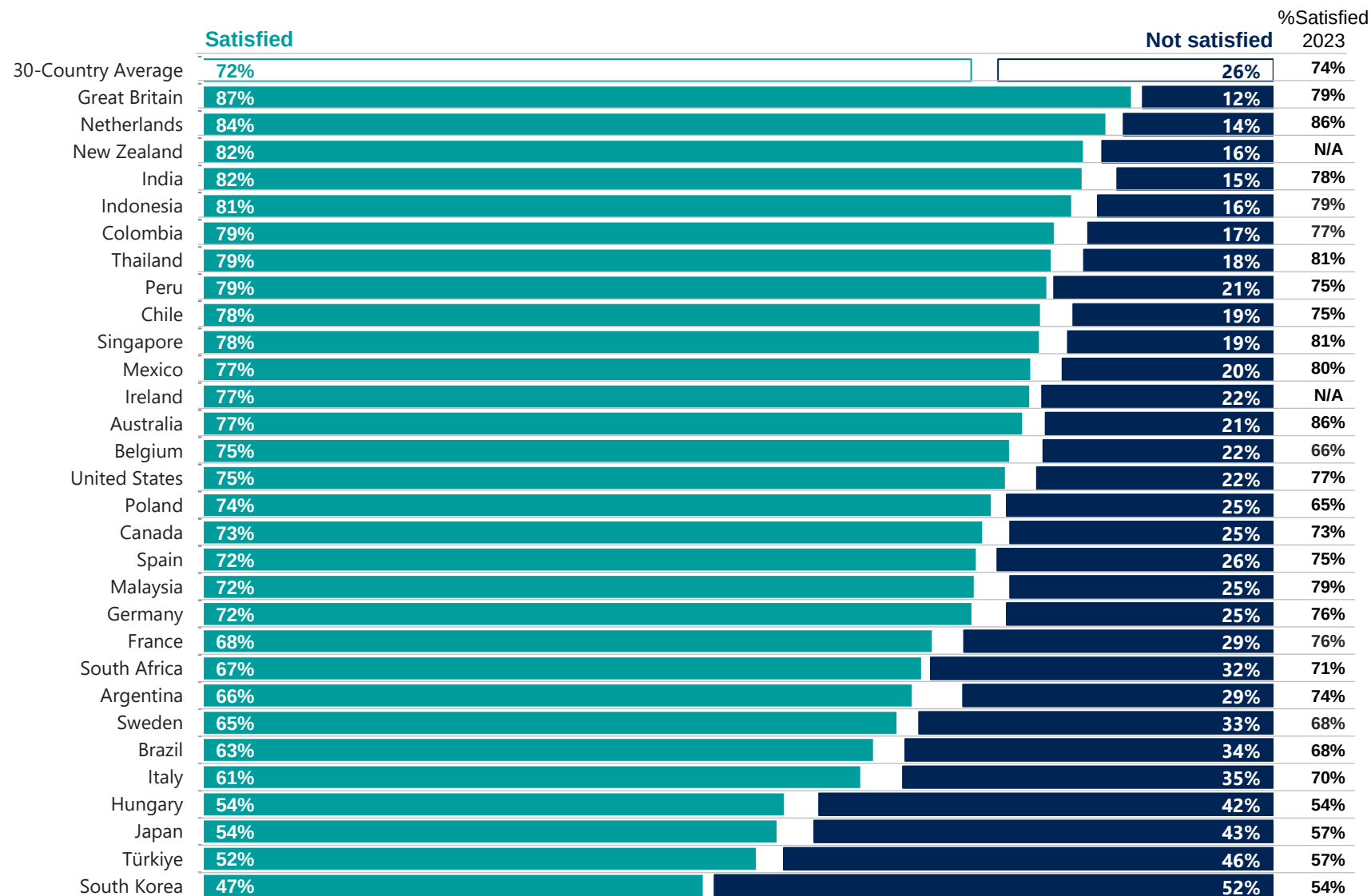
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My living conditions



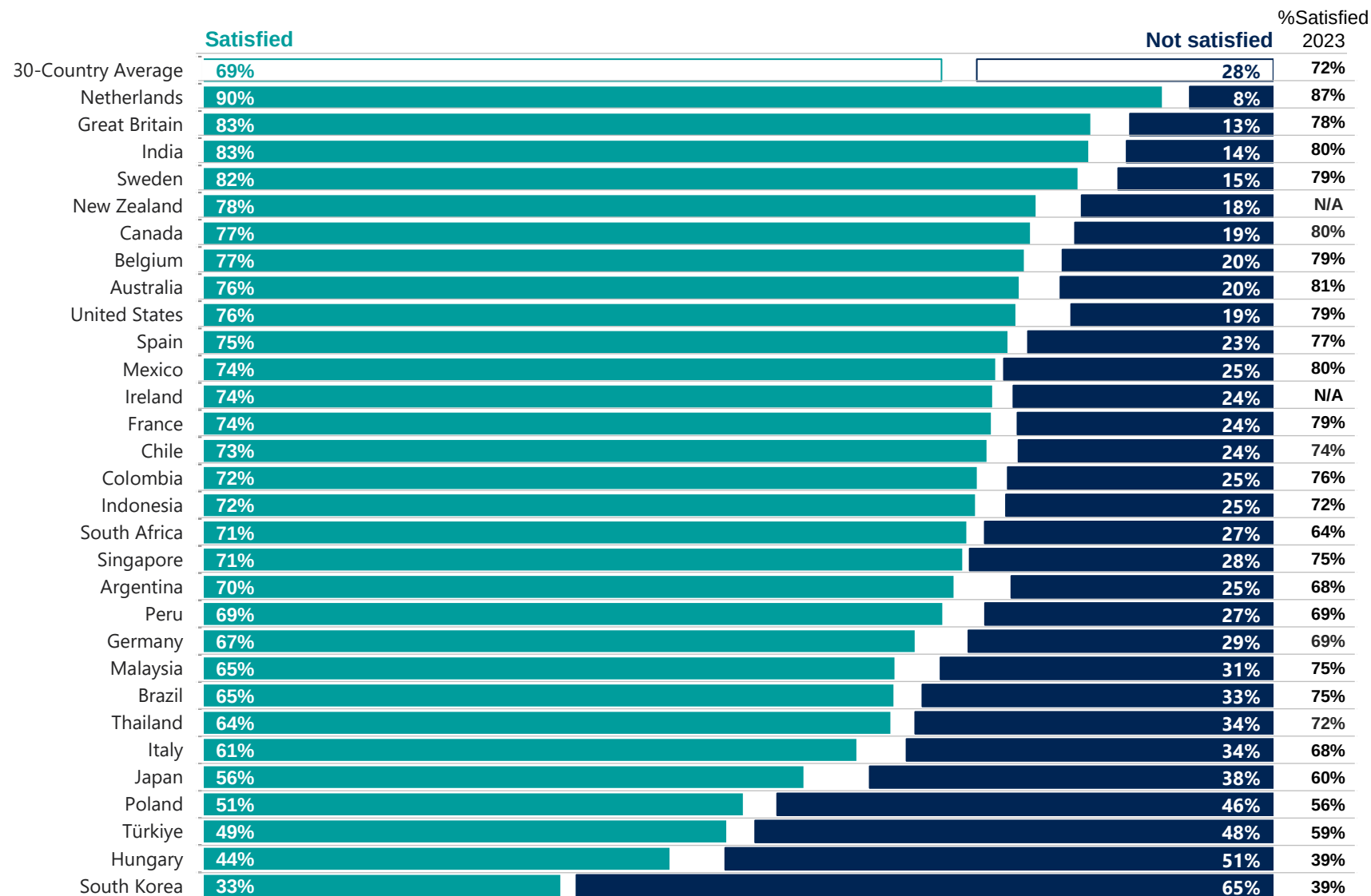
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My material possessions



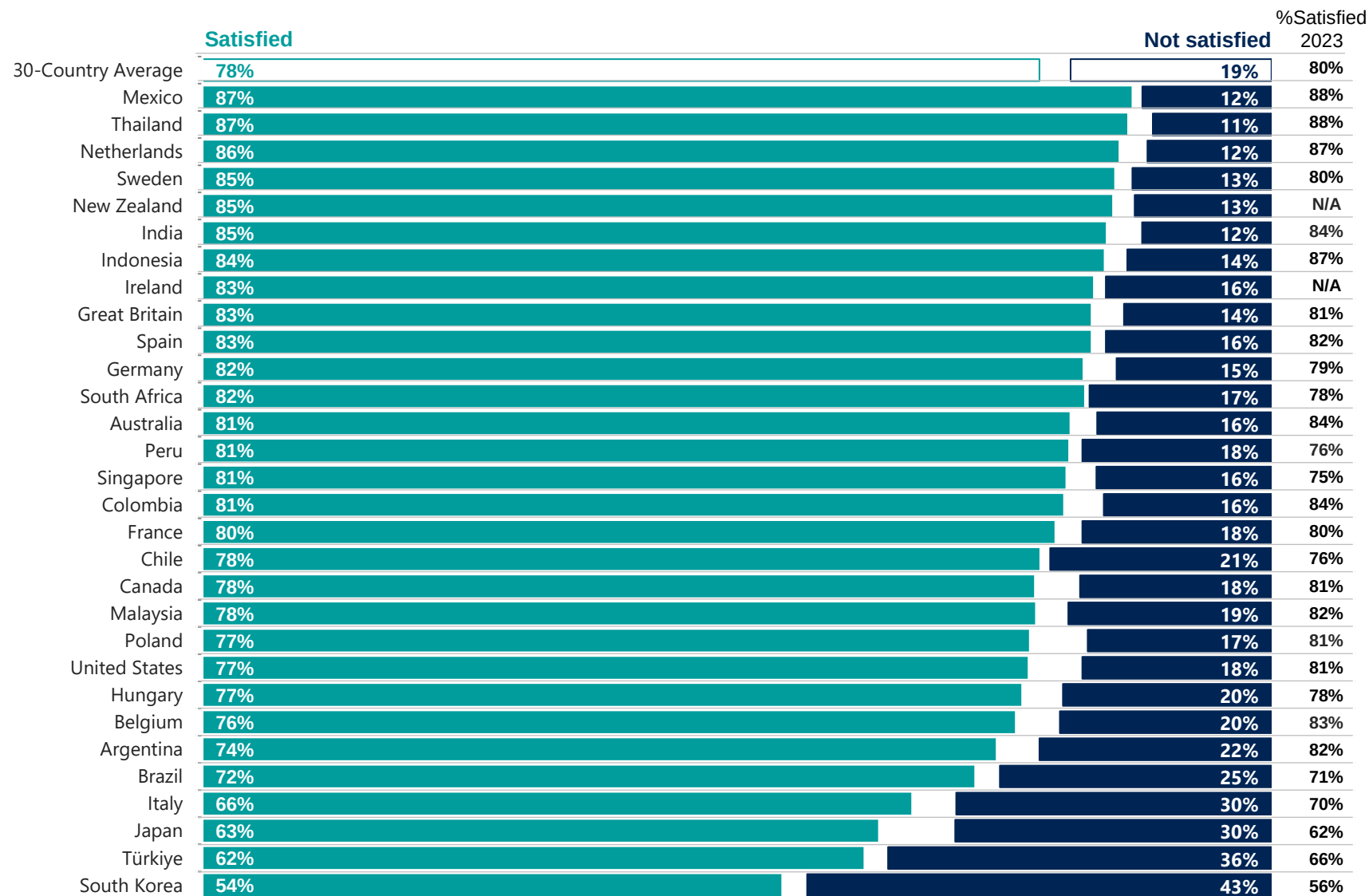
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Q

Overall, how satisfied are you with each of the following aspects of your life?

Having access to / being in touch with nature



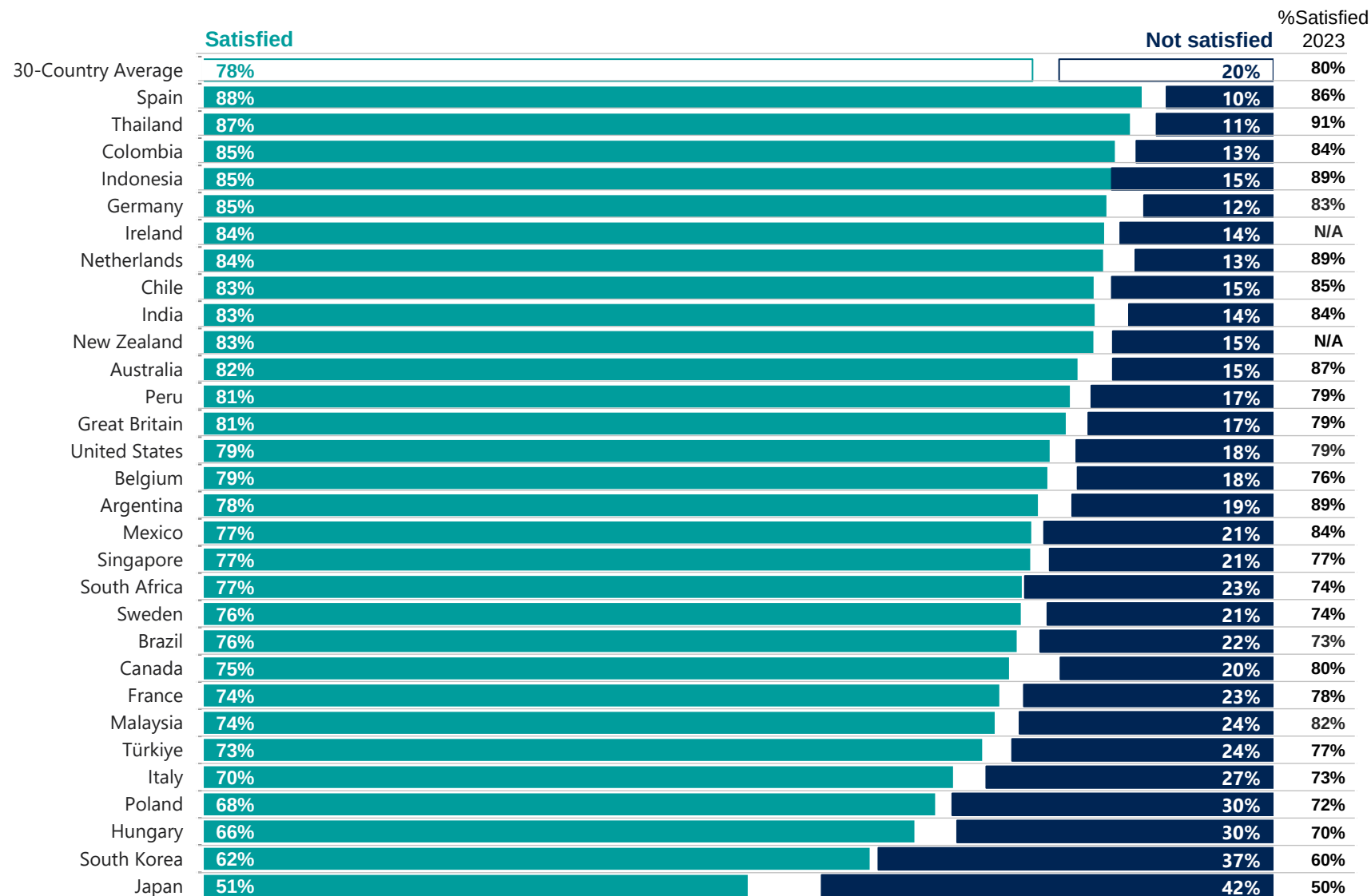
Base: 24,269 online adults under the age of 75 across 30 countries, interviewed Dec. 22, 2023 – Jan.5, 2024

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Q

Overall, how satisfied are you with each of the following aspects of your life?

My level of education



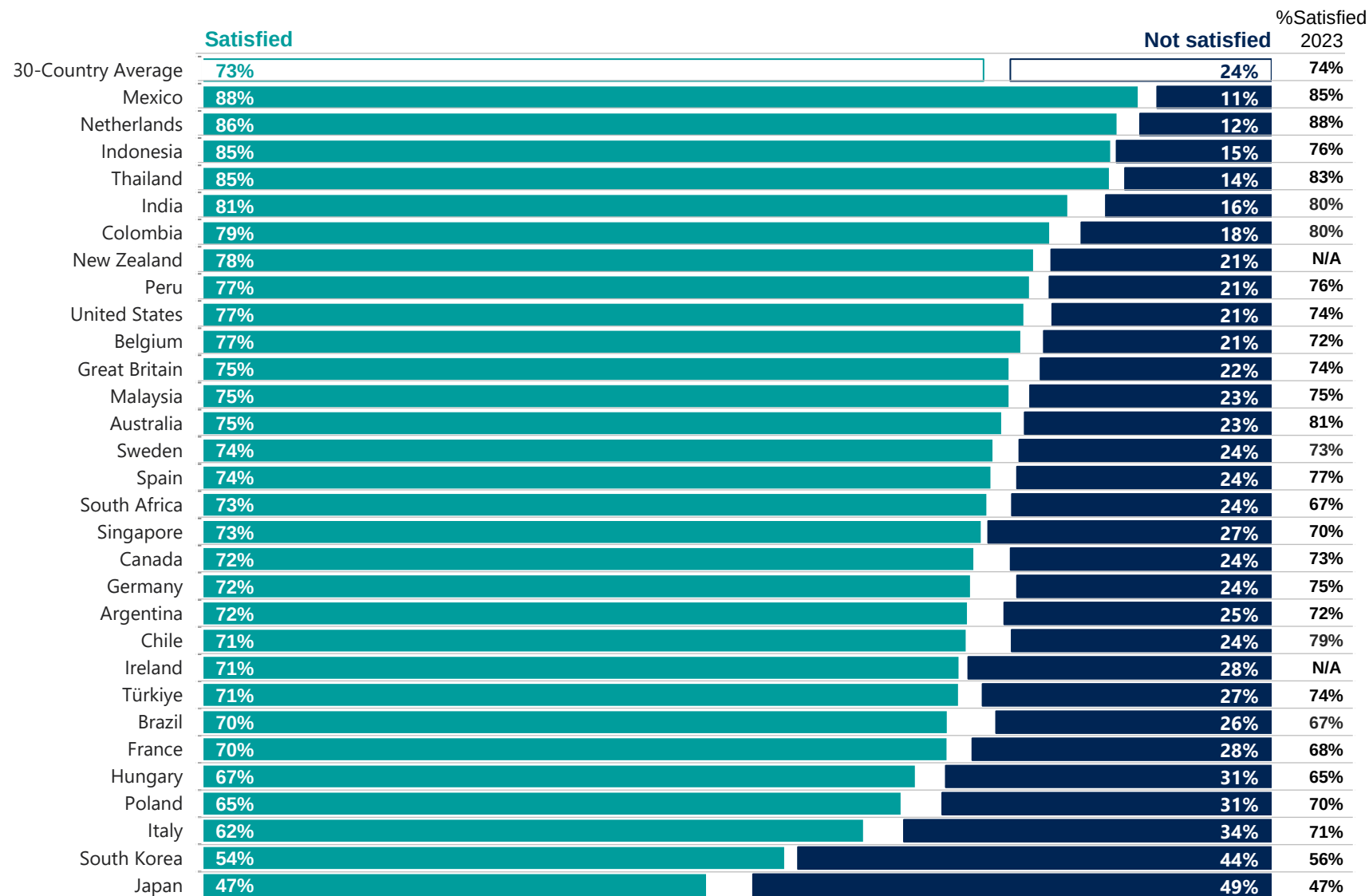
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My job



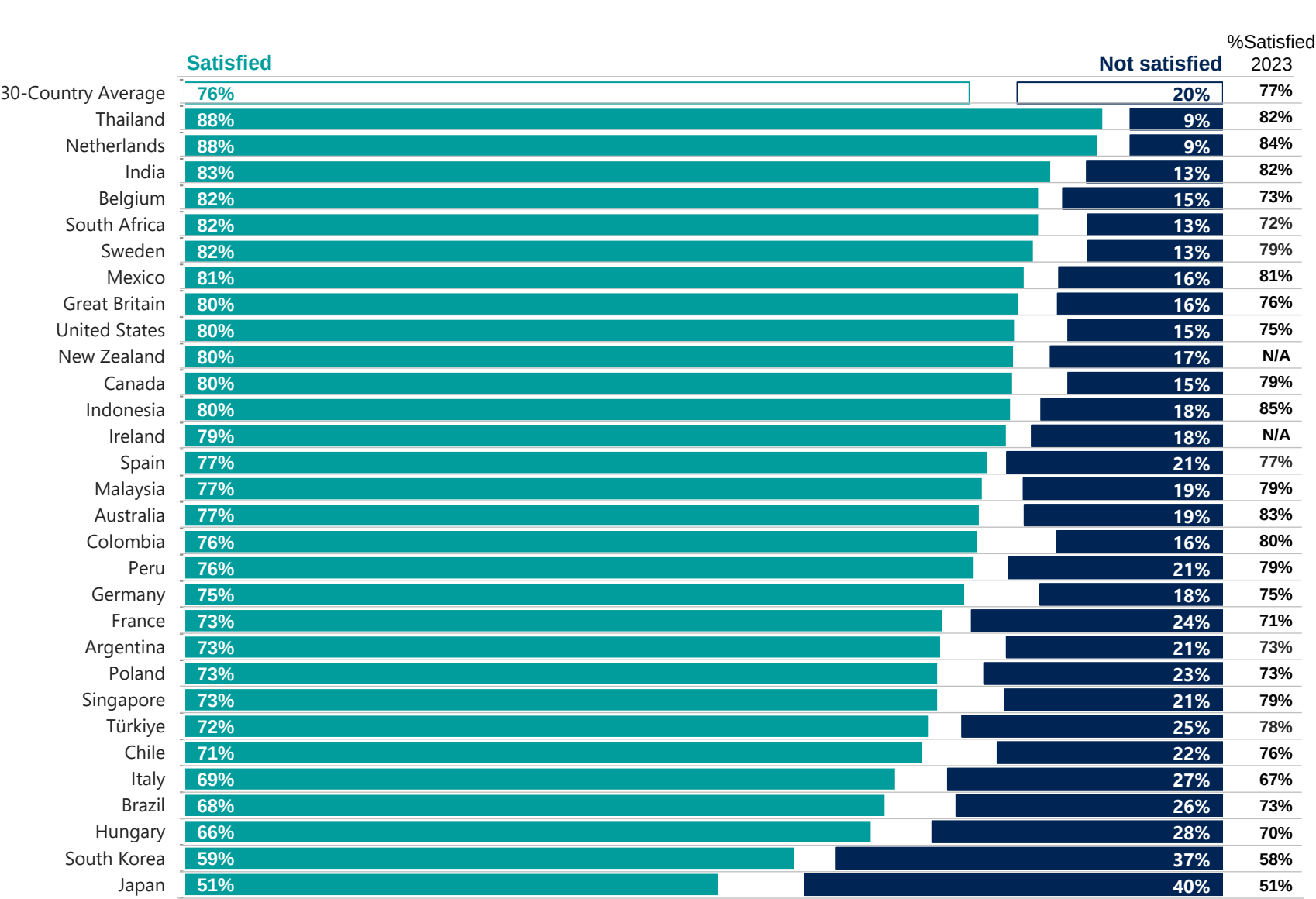
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My co-workers



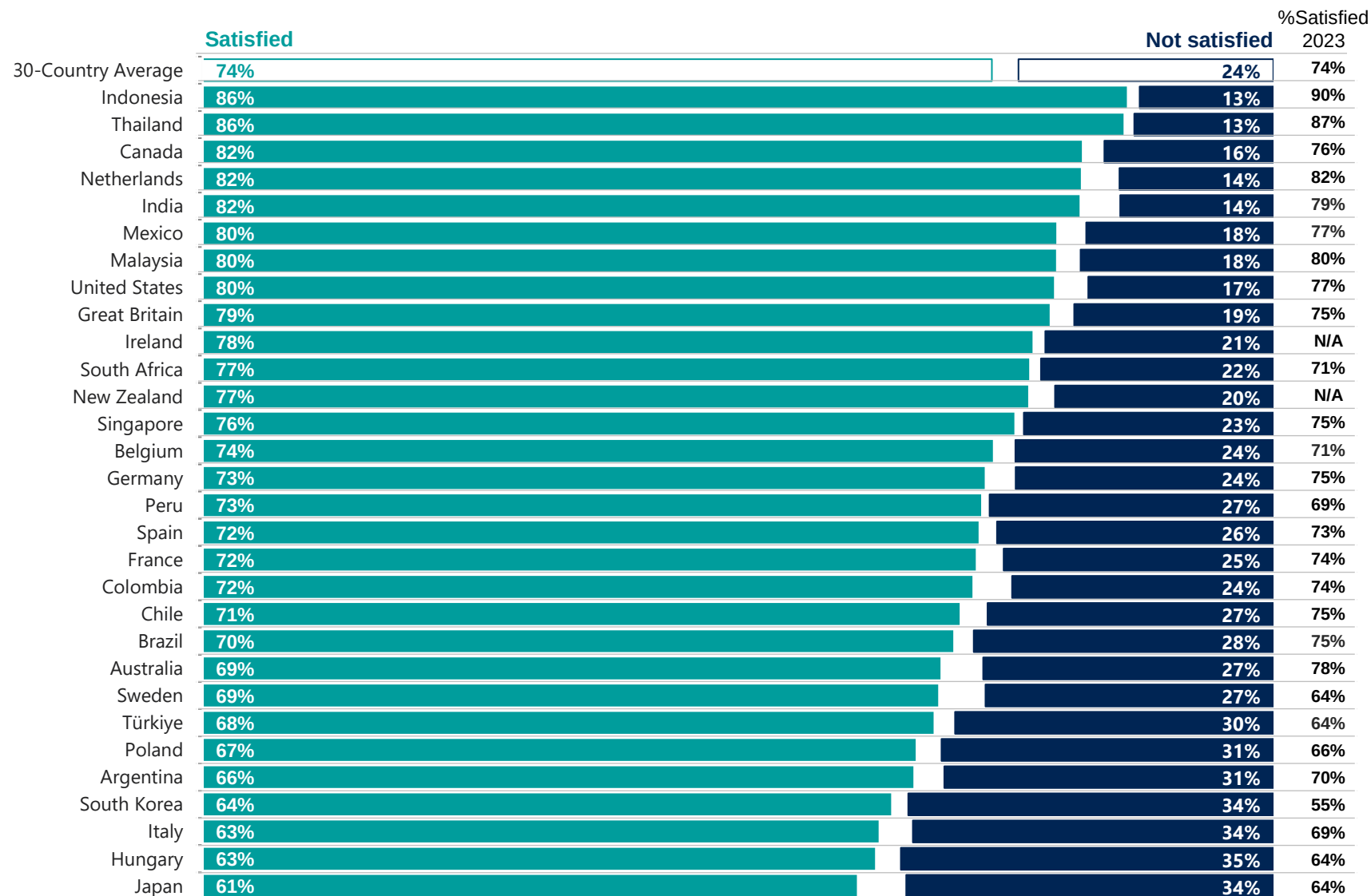
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Q

Overall, how satisfied are you with each of the following aspects of your life?

The amount of free time I have



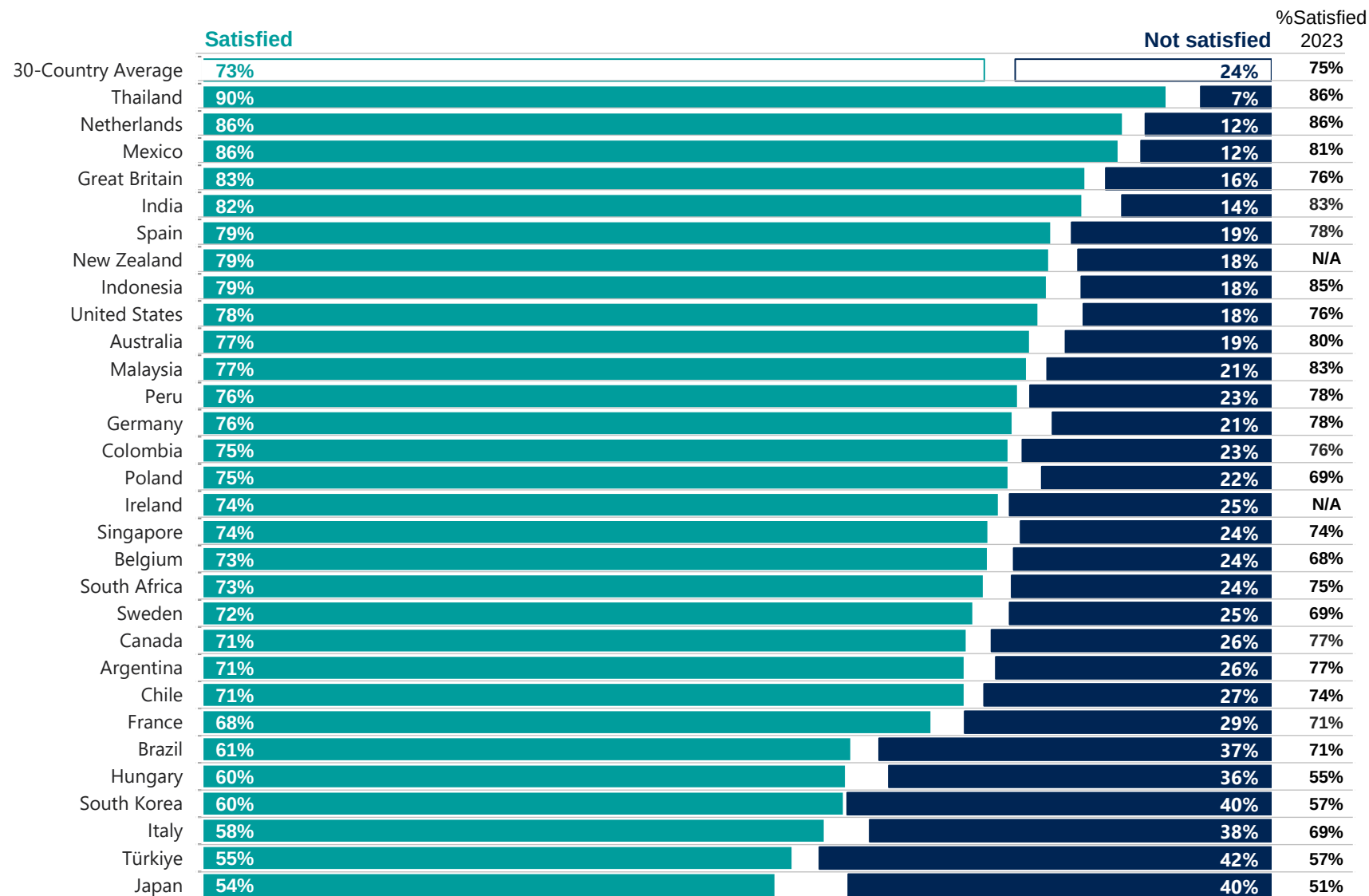
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Q

Overall, how satisfied are you with each of the following aspects of your life?

The entertainment and leisure activities I have access to



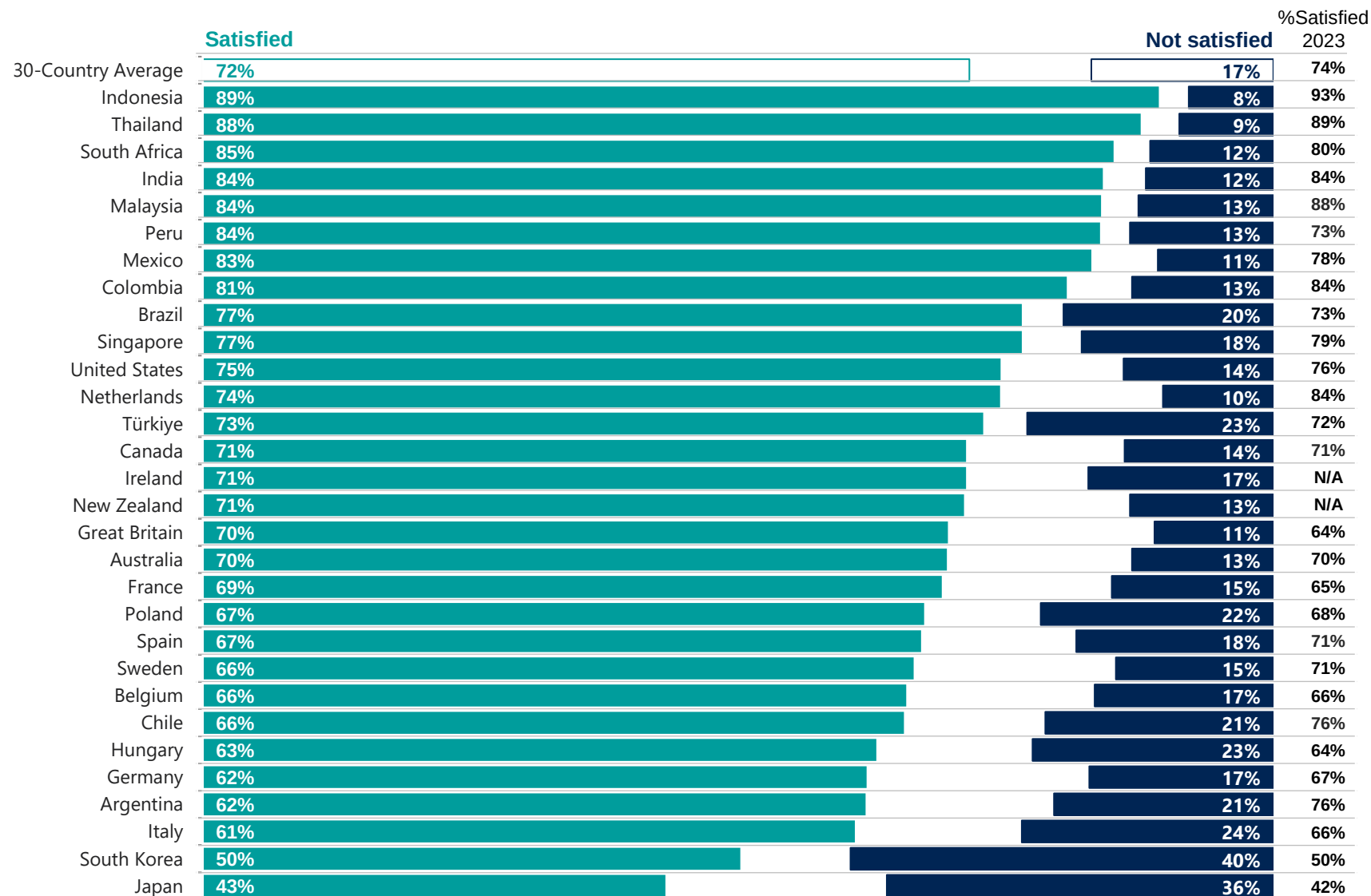
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Q

Overall, how satisfied are you with each of the following aspects of your life?

My religious faith or spiritual life



Base: 24,269 online adults under the age of 75 across 30 countries, interviewed Dec. 22, 2023 – Jan.5, 2024

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, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 22, 2023 and Friday, January 5, 2024. For this survey, Ipsos interviewed a total of 24,269 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which 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.

When percentages do not sum up to 100 or the difference appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ 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 countries 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. We serve more than 5000 clients across the world with 75 business solutions.

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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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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

Ultimately, success comes down to a simple truth:

You act better when you are sure.

“**Game Changers**” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.