

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



76%

of New Zealanders say they **are happy**. This is significantly higher than the global country average of 71%.



51%

say they **are satisfied with their financial situation**. This is slightly lower than the global country average of 55%.

51%



of New Zealanders 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

88%



New Zealanders are most **satisfied with their relationship with their partner / spouse***. This is significantly higher than the global average of 83% and, ranks us third equal in the world.

78%



say **they're satisfied with their job**. Those in higher-income households are more satisfied (84%) than those in lower-income households (77%)

81%



are satisfied with their friendships. 88% of Baby Boomers in New Zealand are satisfied with their friends, while this falls to 77% for Millennials.

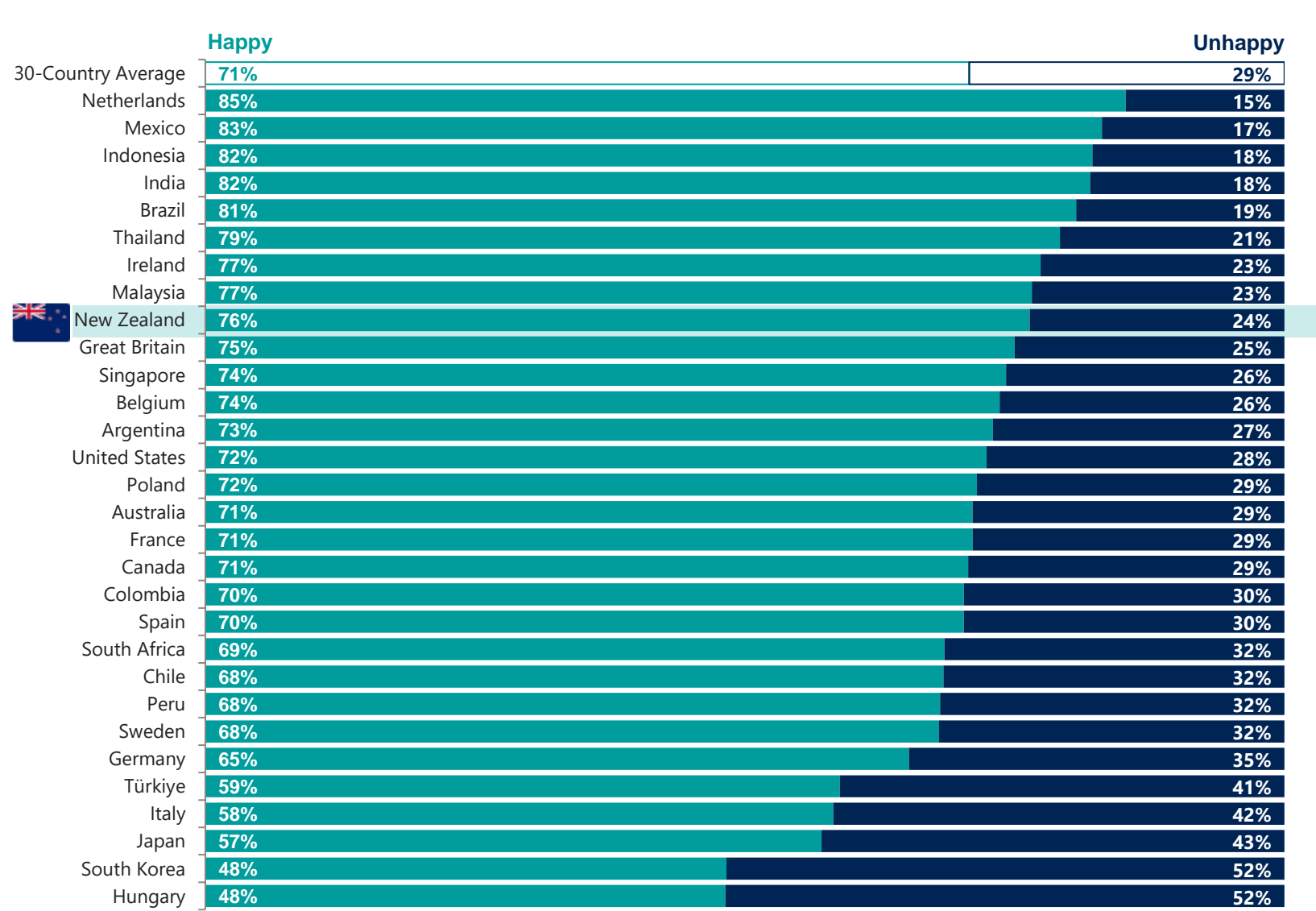
HOW HAPPY ARE WE?



Q

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

3 in 4 New Zealanders say that they are **happy**. This is significantly higher than the global average.



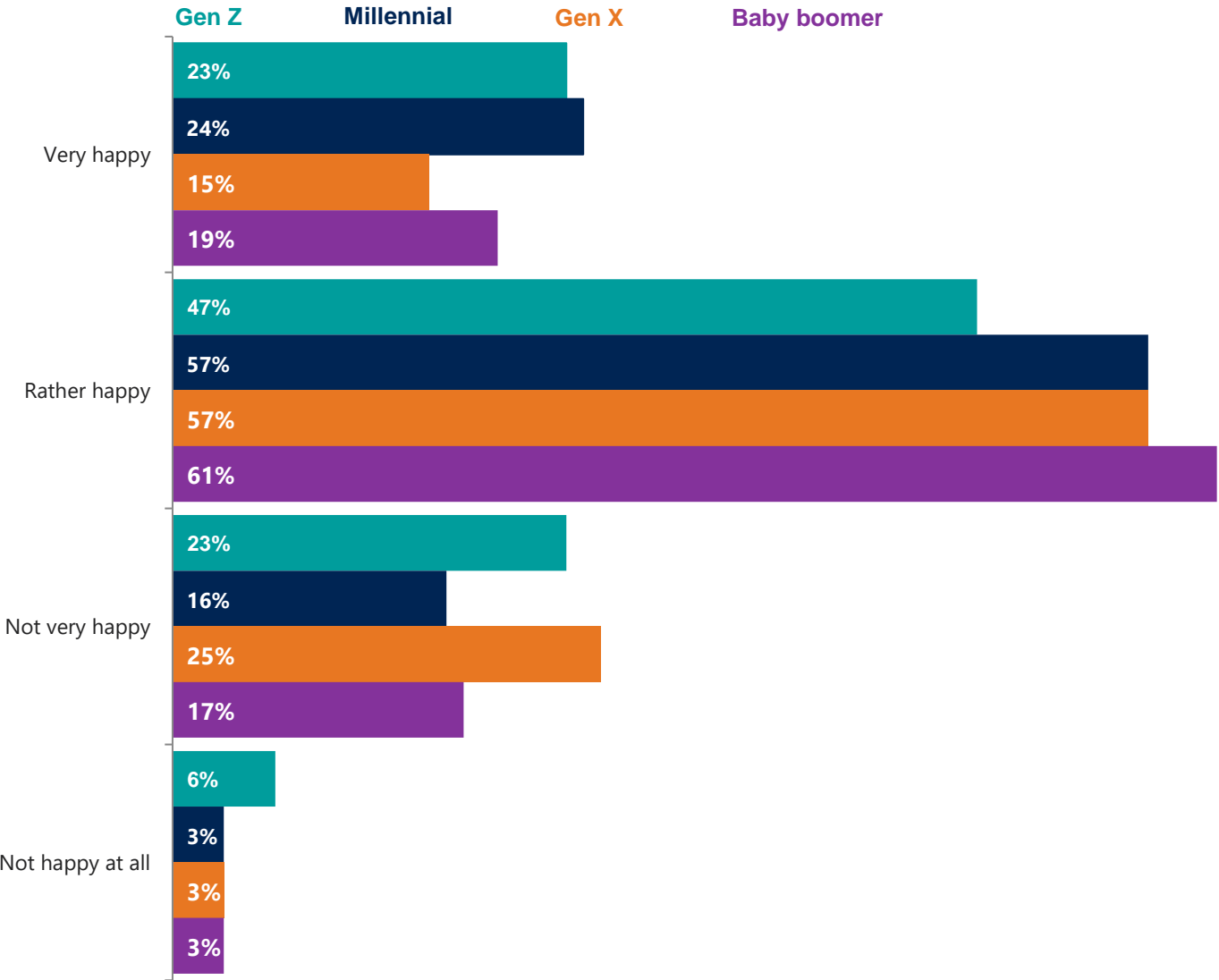
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Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

Most New Zealanders are **rather happy**, but compared to the other generations, Gen Z are more likely to be **not happy at all**.



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SPOTLIGHT ON GENERATIONS



Under pressure

Younger people in New Zealand are less likely to say they are feeling in control of their life compared older people. While 82% of Baby Boomers feel in control, this declines to 64% to Gen Z.

This is also reflected when it comes to mental well-being. Only 69% of Gen Z are satisfied with their mental health compared to 79% of Baby Boomers, 73% of Gen X, and 71% of Millennials.

Younger New Zealanders are also less likely to feel that their life has meaning. Only 63% of Gen Zers saying that they are satisfied with this aspect of their life, compared to 73% of Millennials, 72% of Gen X, and 79% of Boomers.



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 in New Zealand is around their social lives.

While over three-quarters of Baby Boomers are satisfied with their social life and social status (76% and 86%, respectively), this falls to two-thirds of Gen Z (64% and 72% 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 (92%) compared to Gen X (81%), Millennials (66%) and Gen Z (71%).



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 New Zealand.

A mere 40% of Boomers say they're satisfied with the social and political situation in their country, while 46% of Gen X are, followed by Gen Z (43%), and Millennials (54%).

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

Only 31% of Boomers are satisfied with the economic situation in their country, compared to 36% of Gen X, and 45% of both Millennials and Gen Z.

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



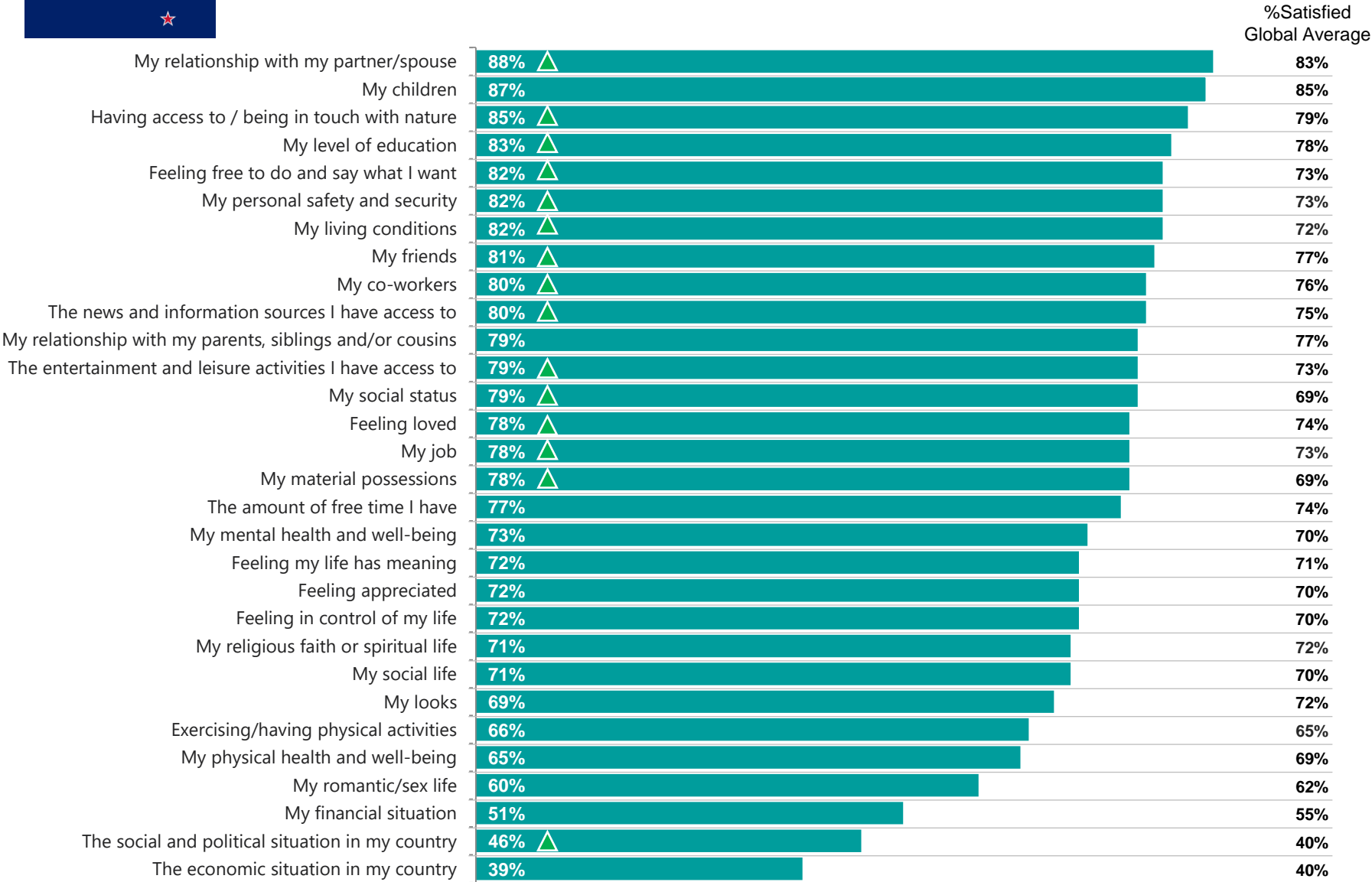


Overall, how satisfied are you with each of the following aspects of your life?

% satisfied

30-country average

New Zealanders are significantly more satisfied than the Global Country Average on over half of the aspects of their life.



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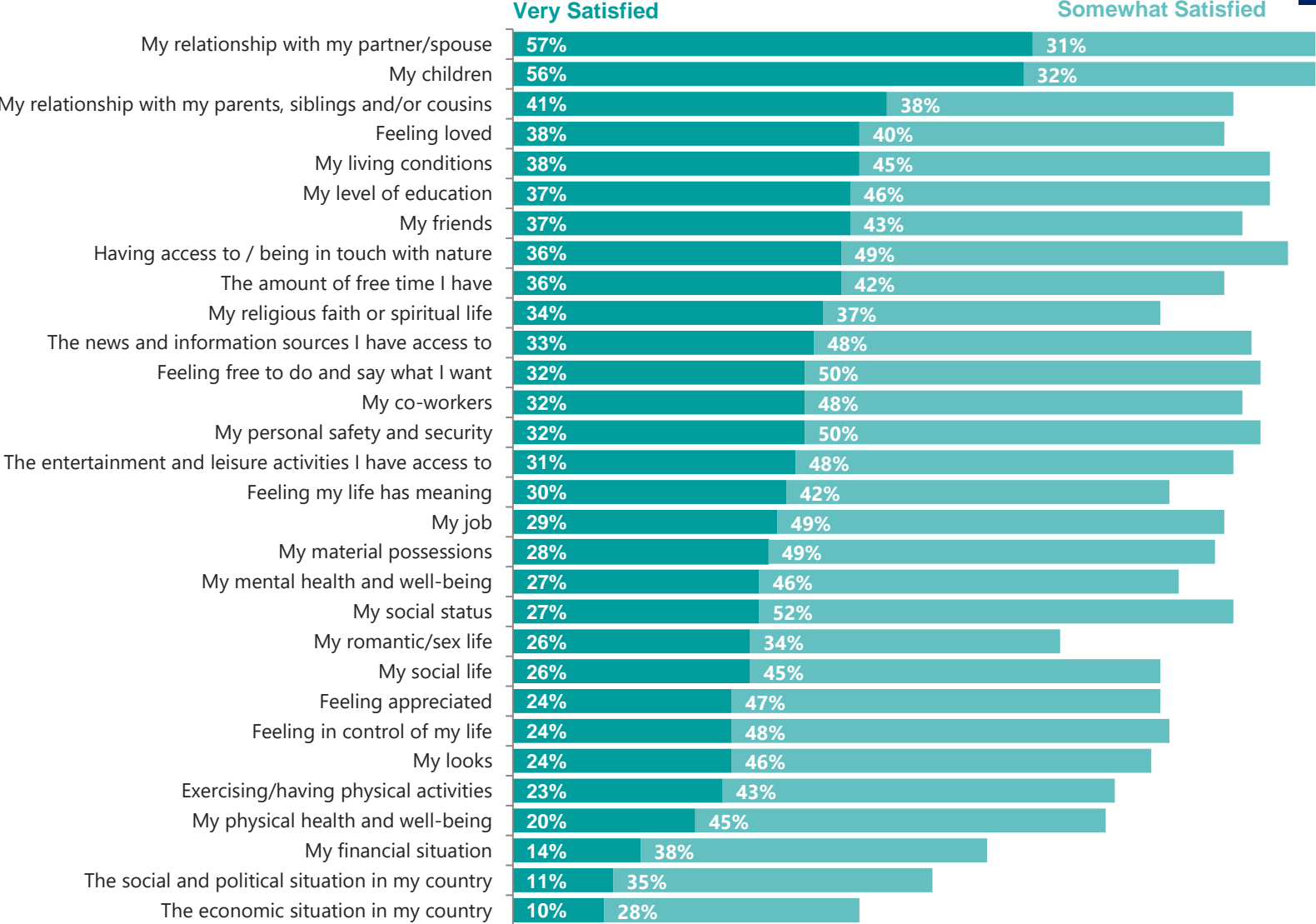


▲ / ▼ indicates significantly higher / lower compared to the Global Country Average



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

New Zealand



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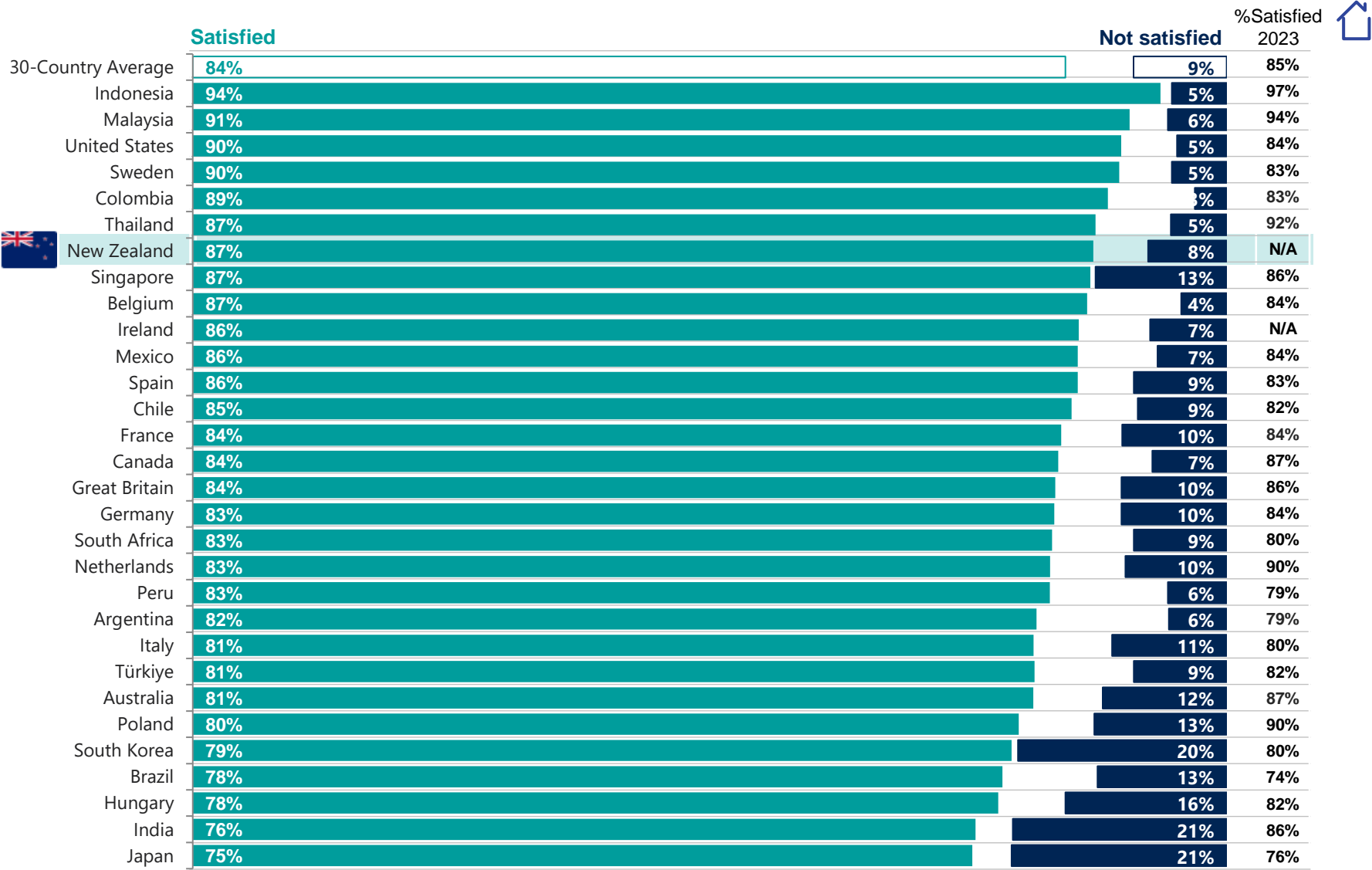
FAMILY AND FRIENDS





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

My children



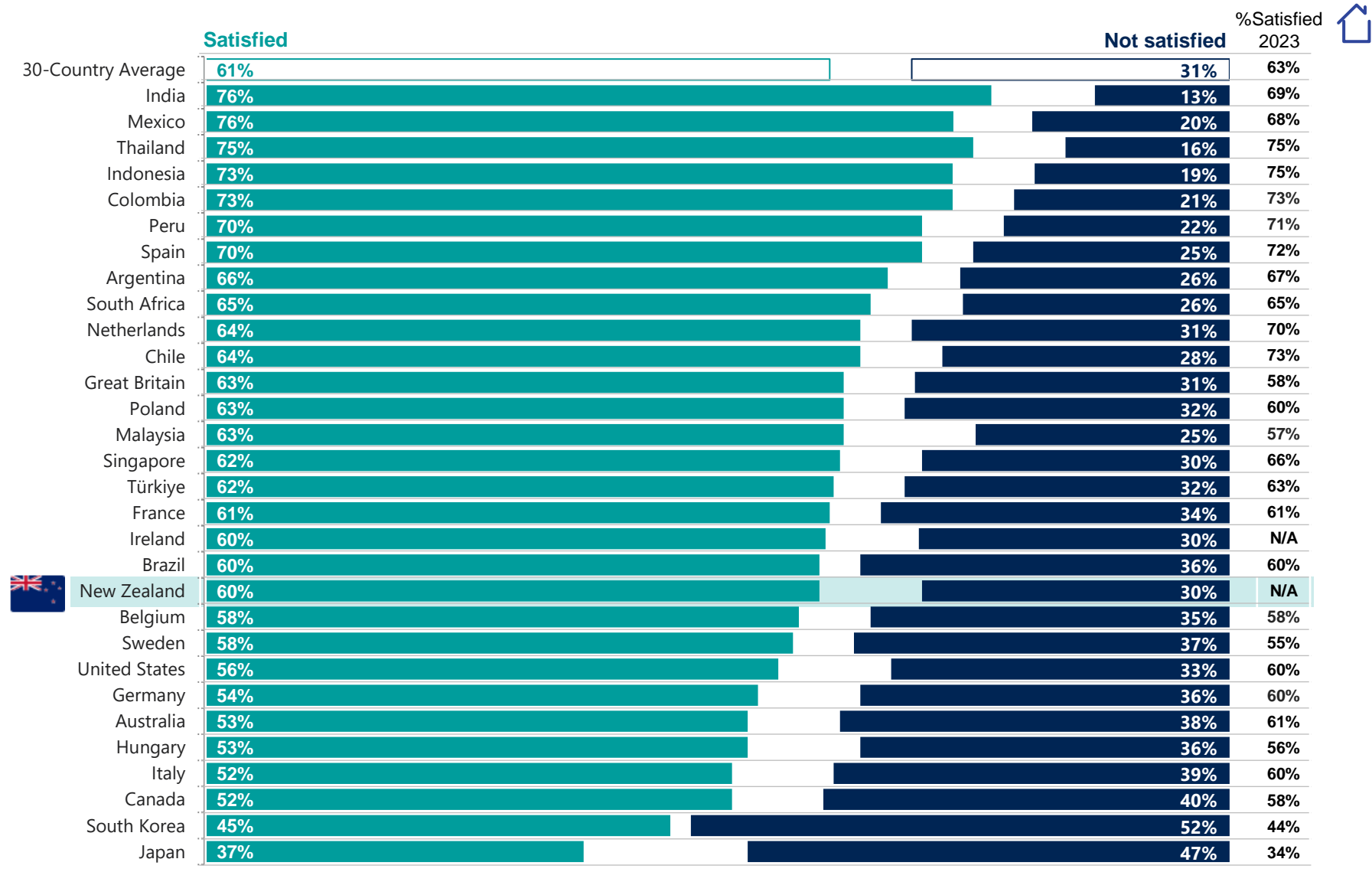
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Q

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

My romantic/sex life

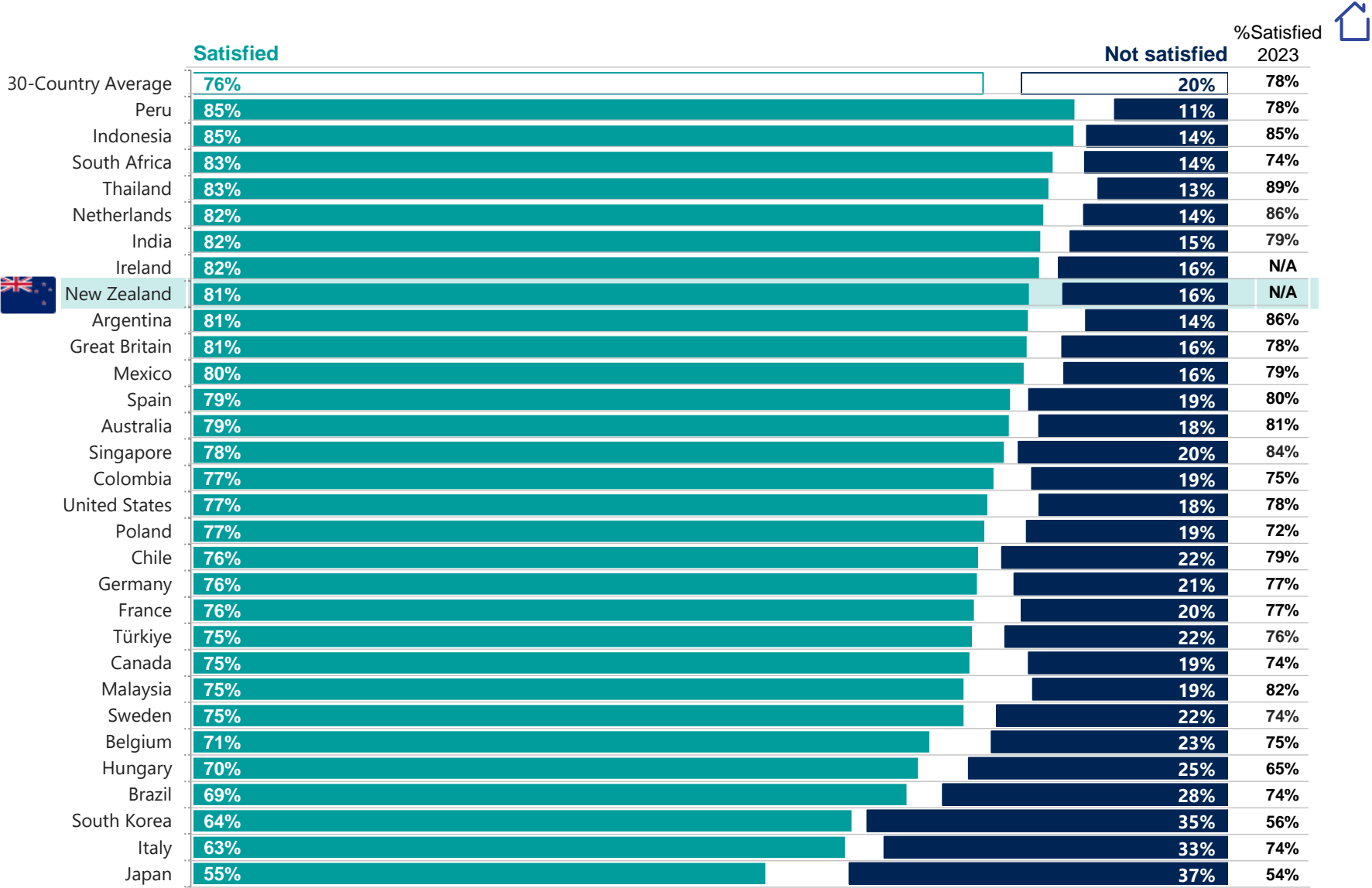


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Q

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

My friends

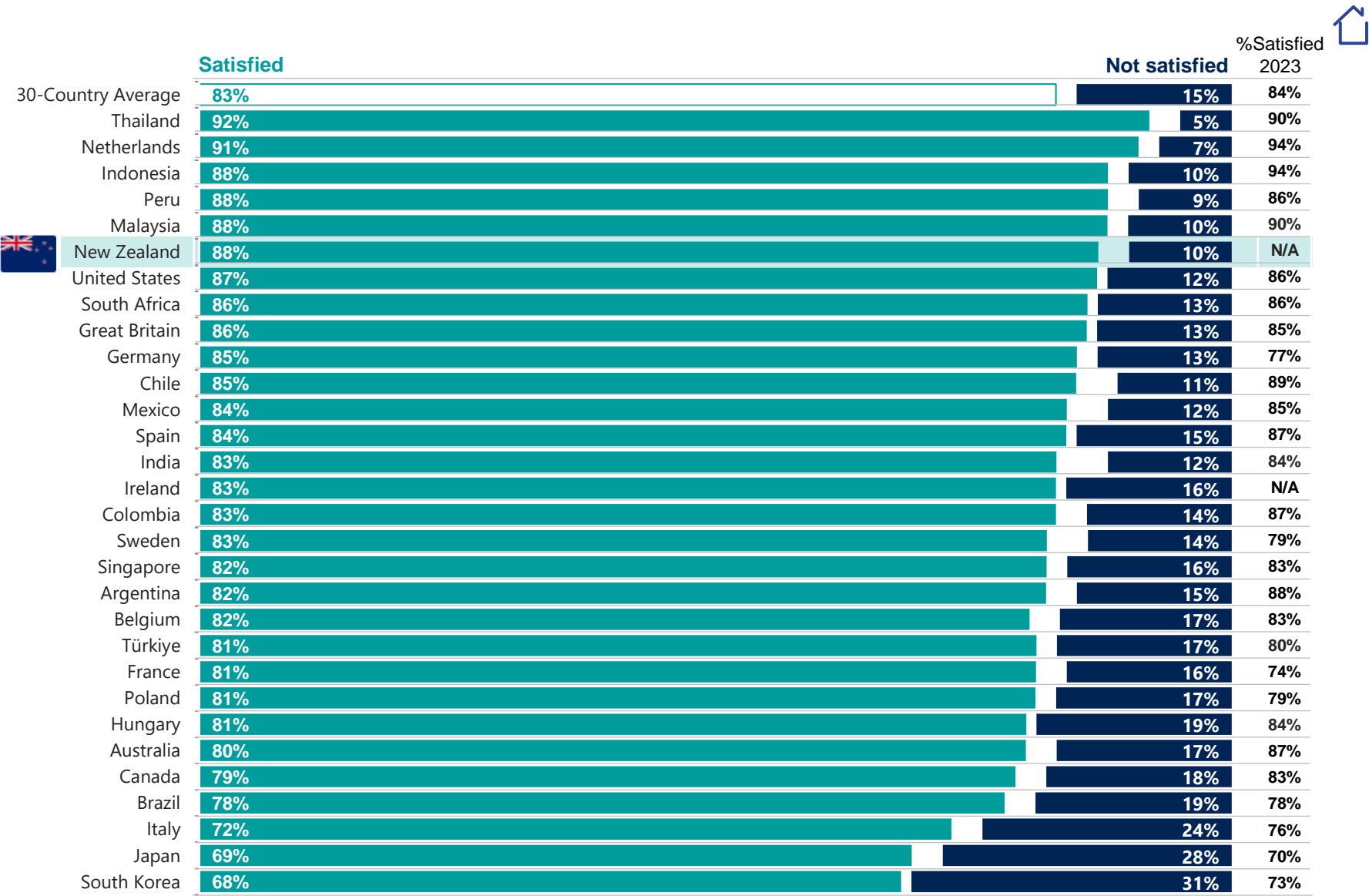


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Overall, how satisfied are you with each of the following aspects of your life?

My relationship with my partner/spouse*



*Asked only of those who are married or partnered

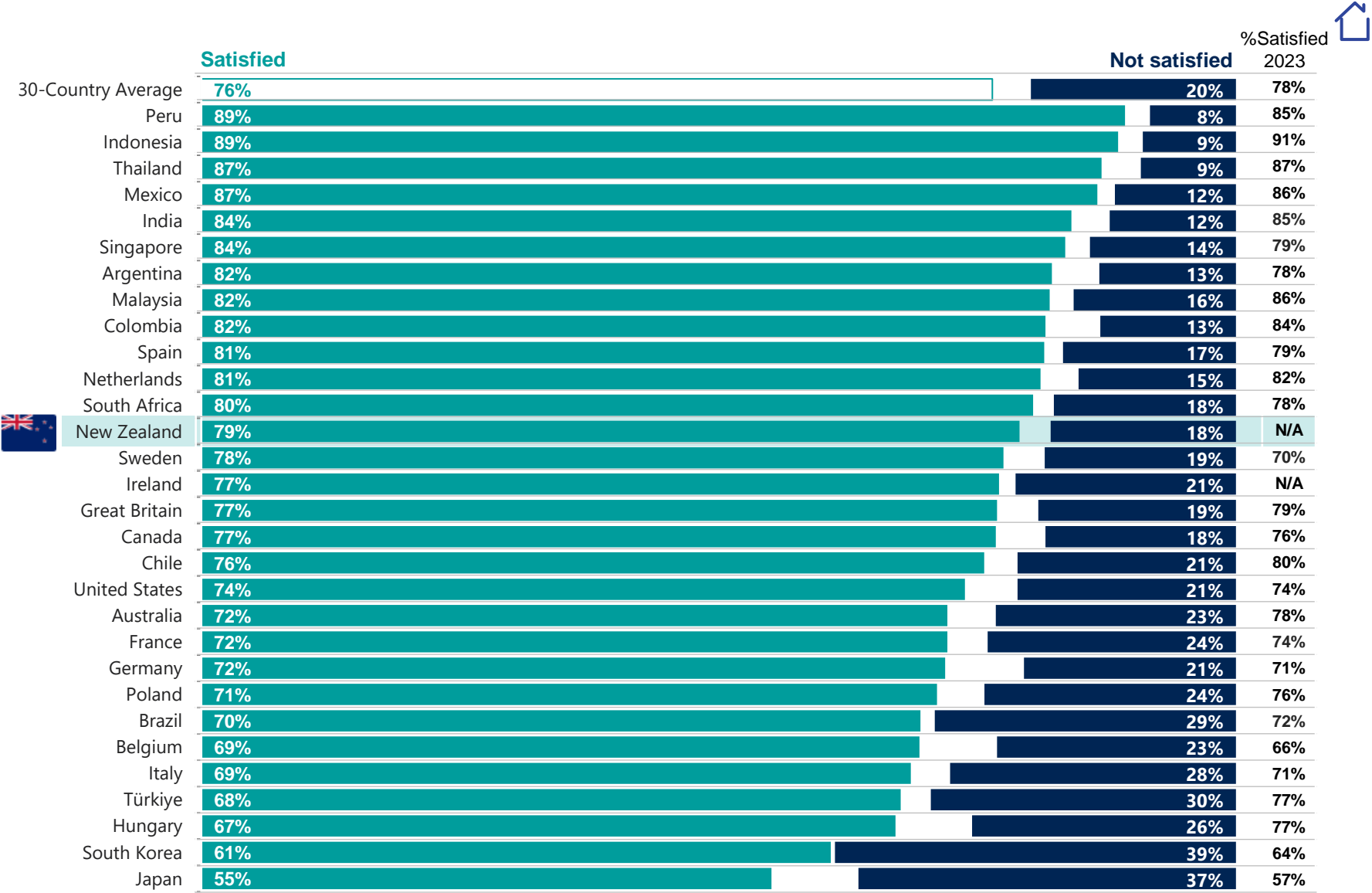
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Q

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

My relationship with my parents, siblings and/or cousins



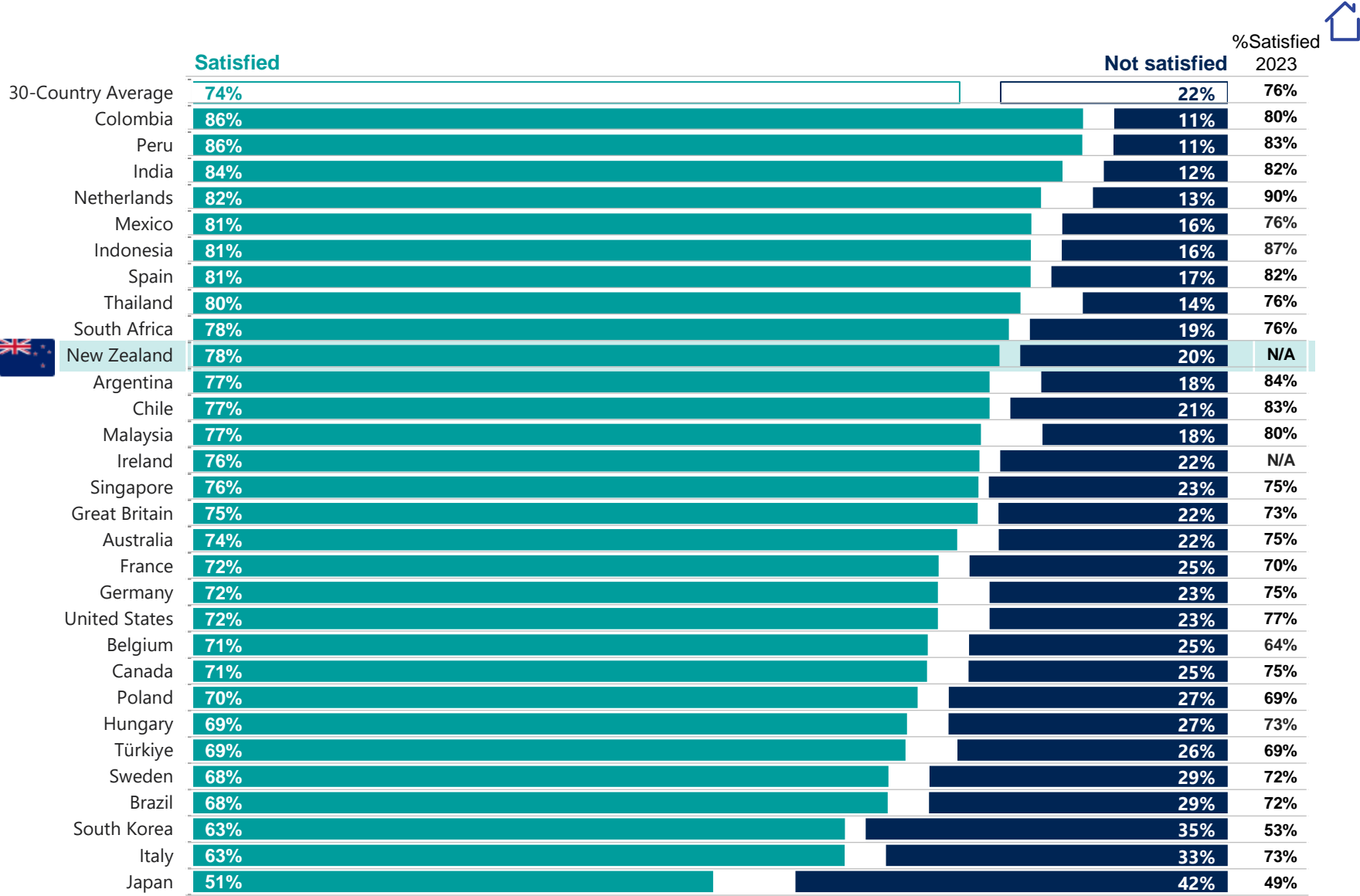
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Q

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

Feeling loved

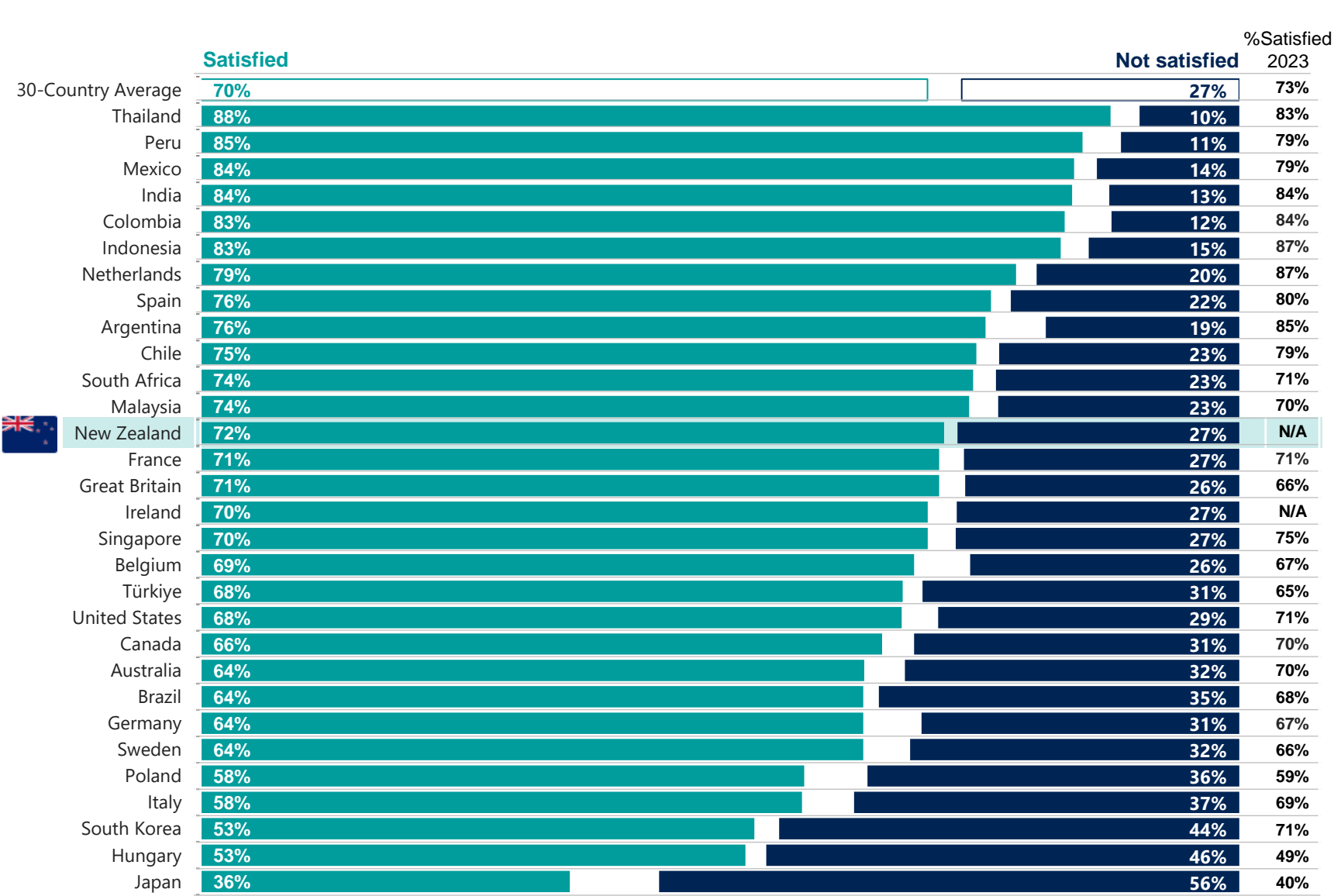


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Overall, how satisfied are you with each of the following aspects of your life?

Feeling appreciated



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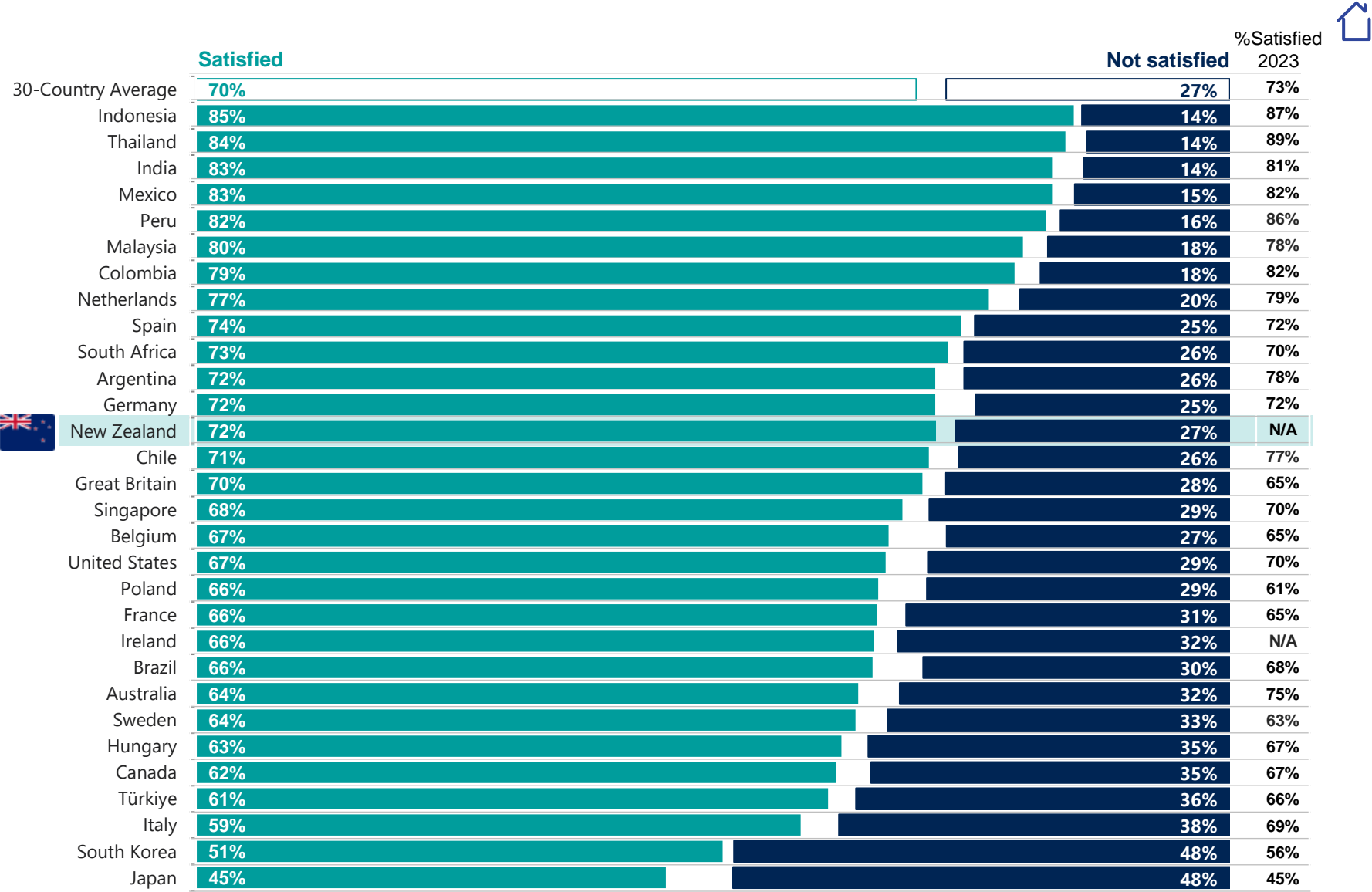
WELL-BEING





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

Feeling in control of my life



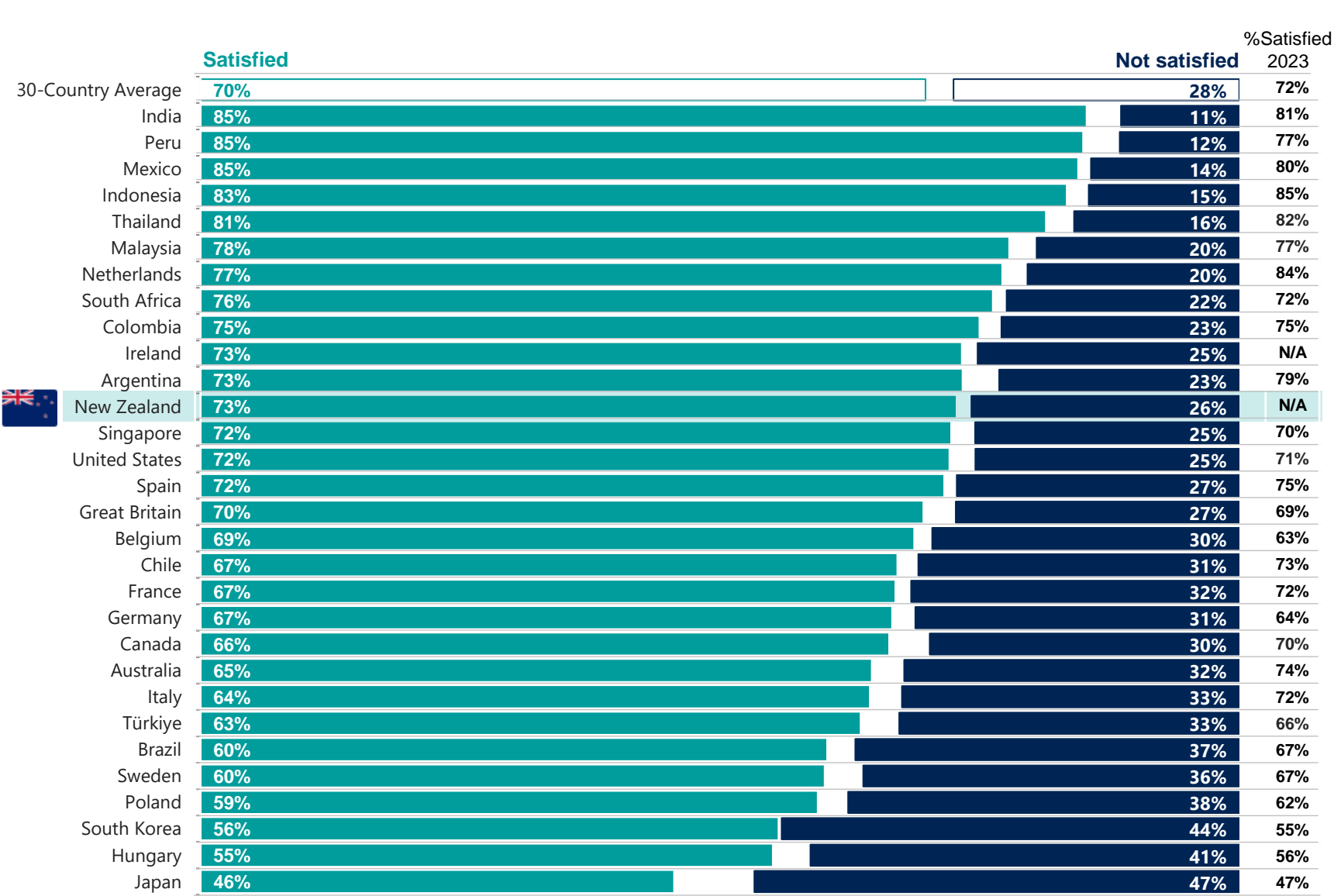
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Q

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

My mental health and well-being



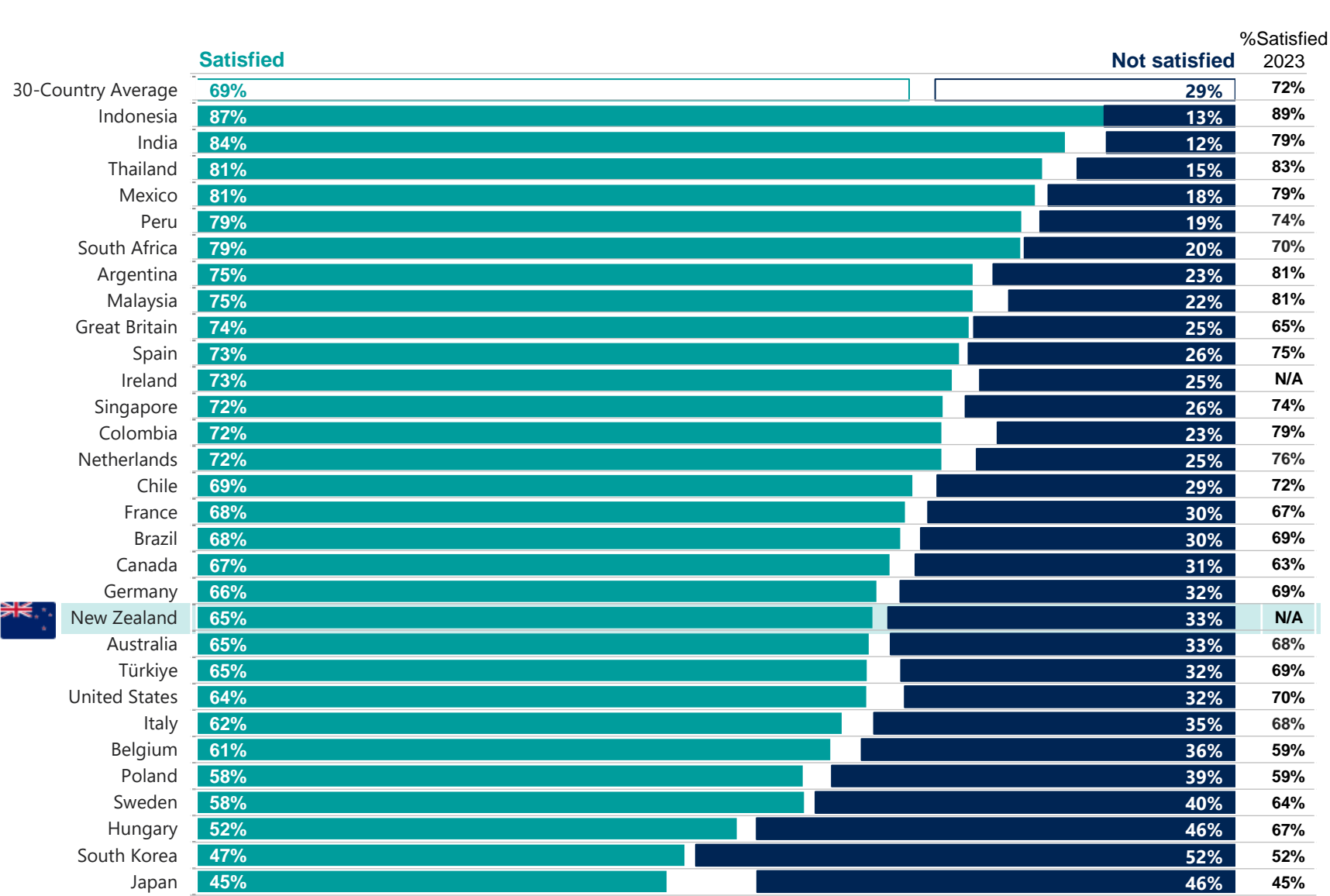
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Q

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

My physical health and well-being



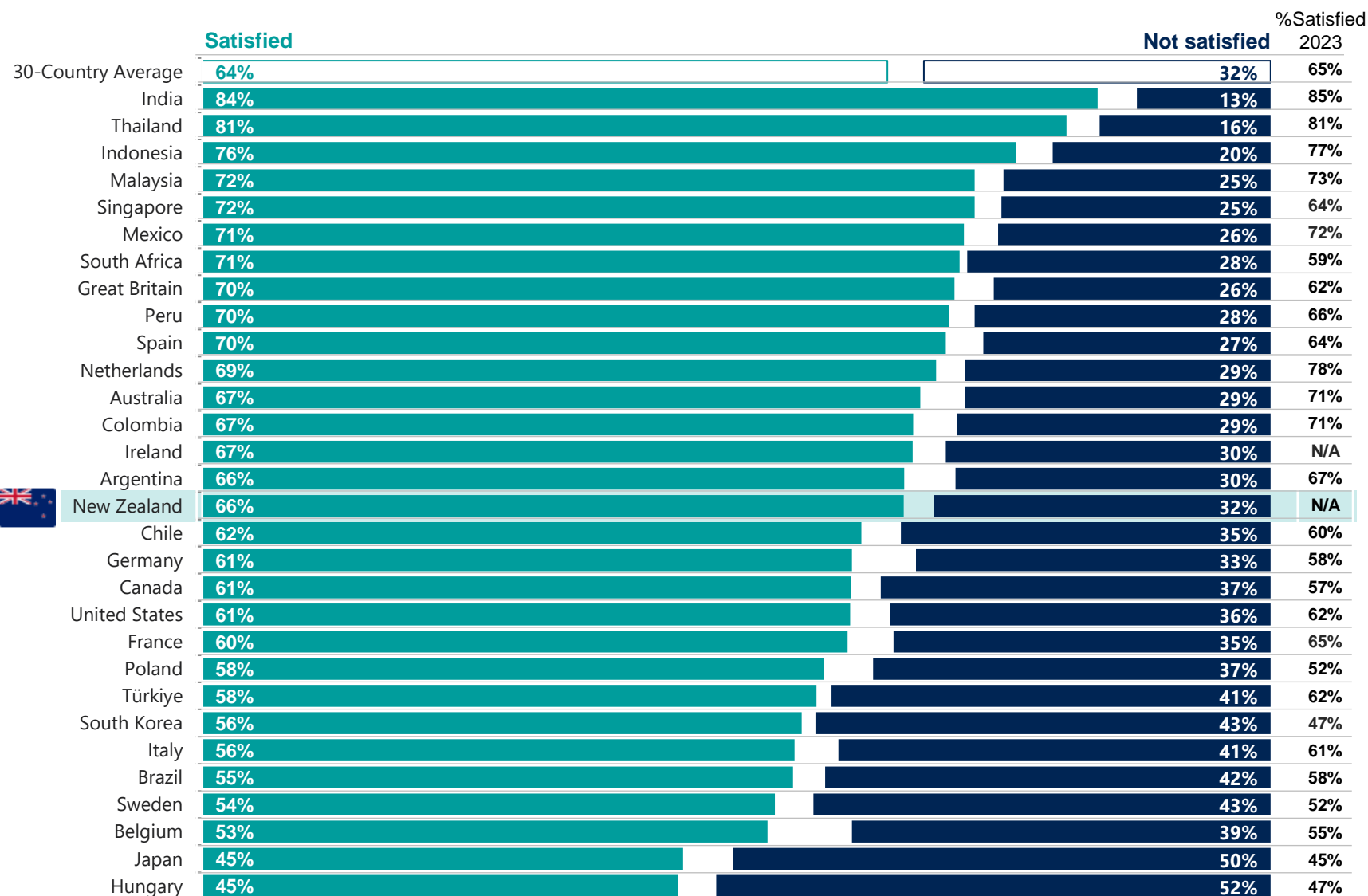
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Q

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

Exercising/having physical activities



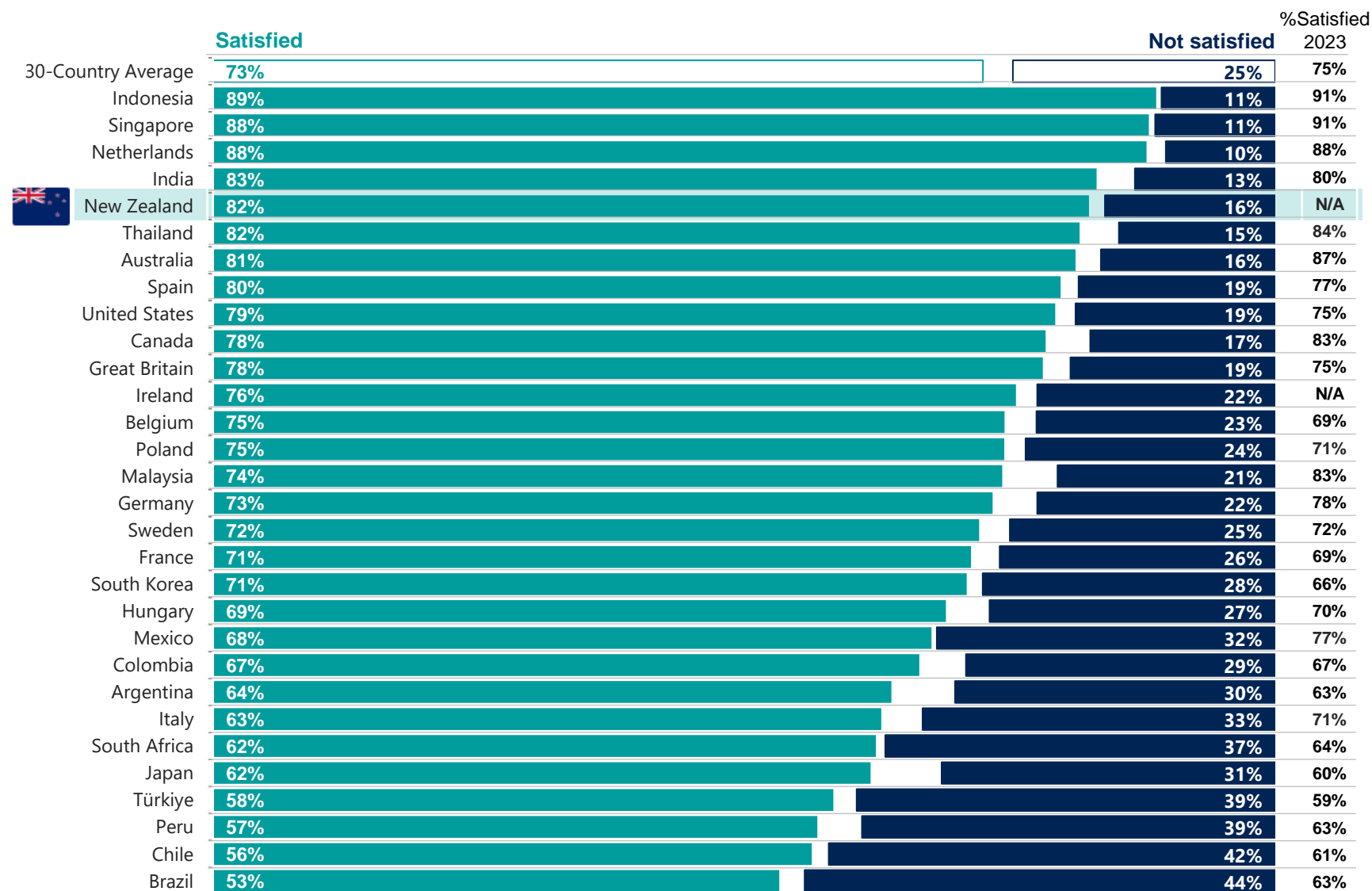
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Q

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

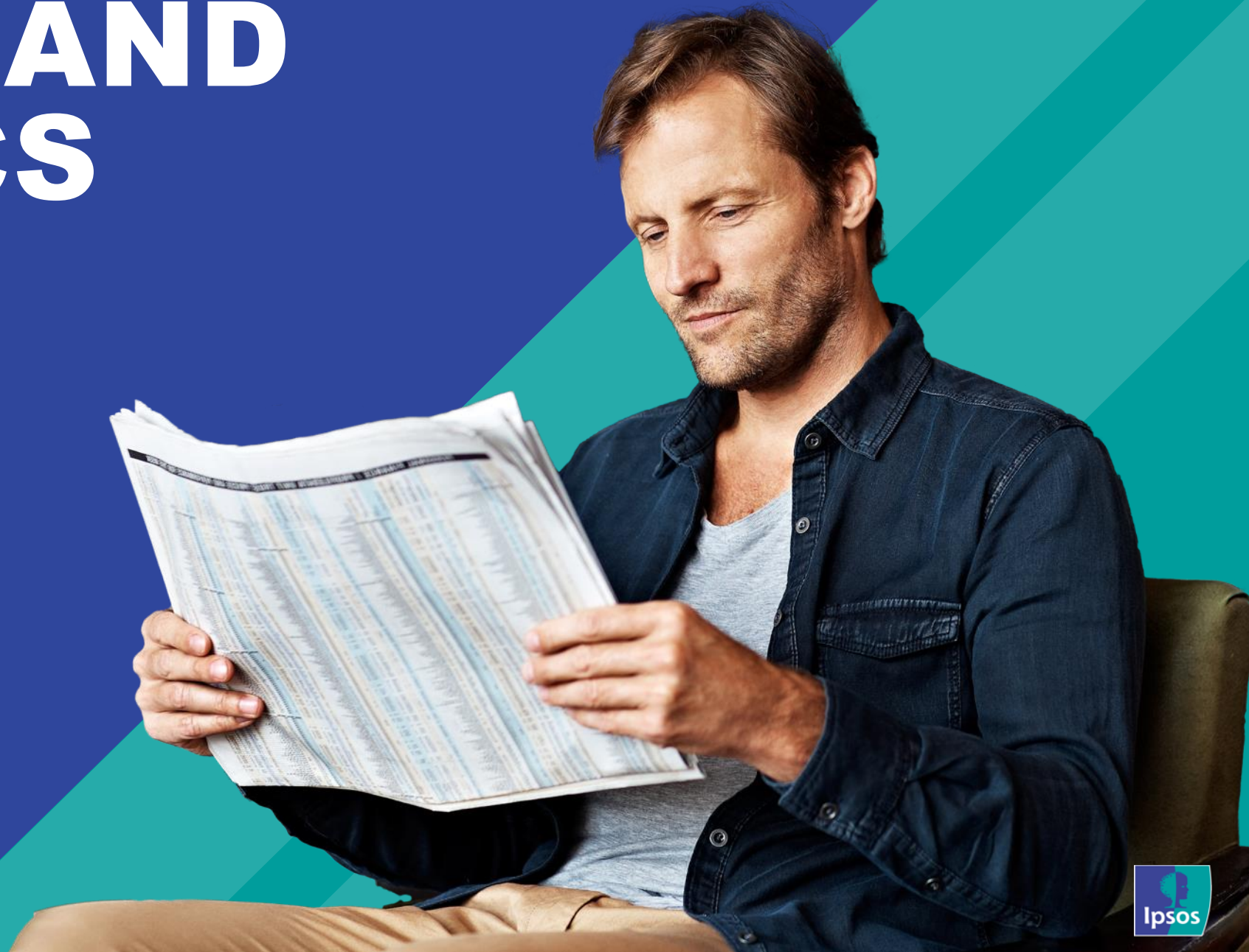
My personal safety and security



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MONEY AND POLITICS



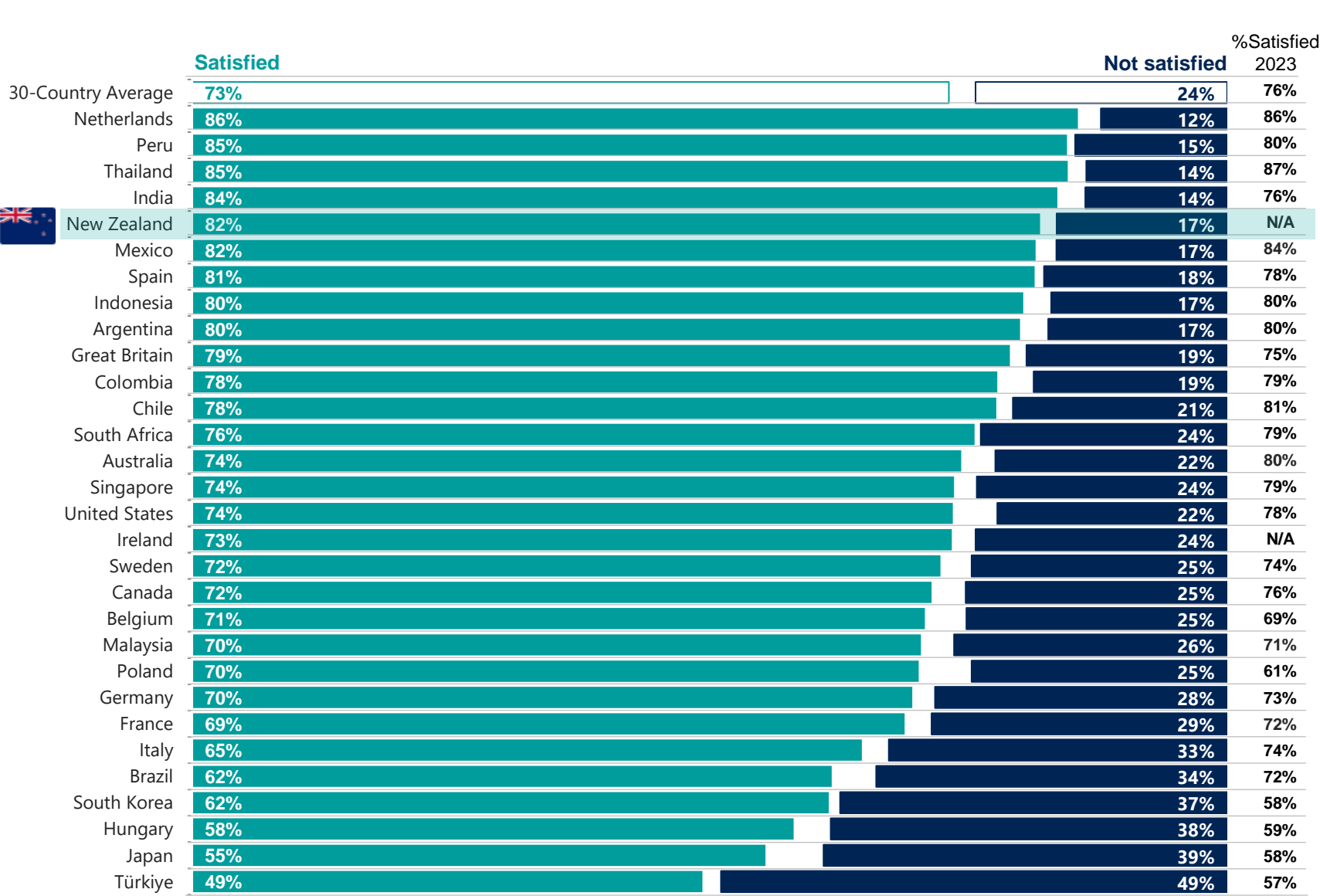


Overall, how satisfied are you with each of the following aspects of your life?

Feeling free to do and say what I want

Over 4 in 5 New Zealanders feel free to say and do what they want.

New Zealand ranked 5th equal in the global rankings of satisfaction with this statement.



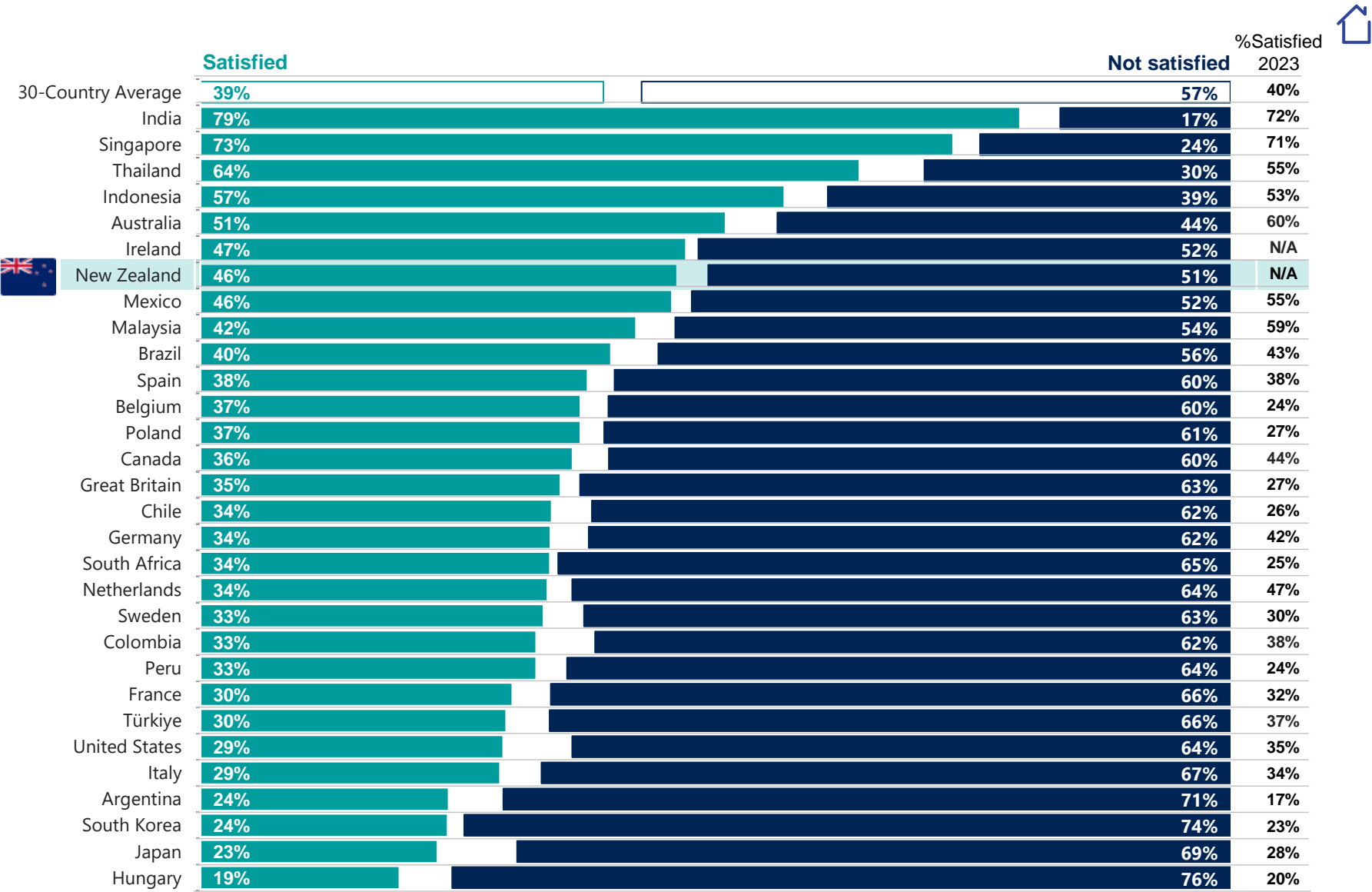
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Overall, how satisfied are you with each of the following aspects of your life?

The social and political situation in my country



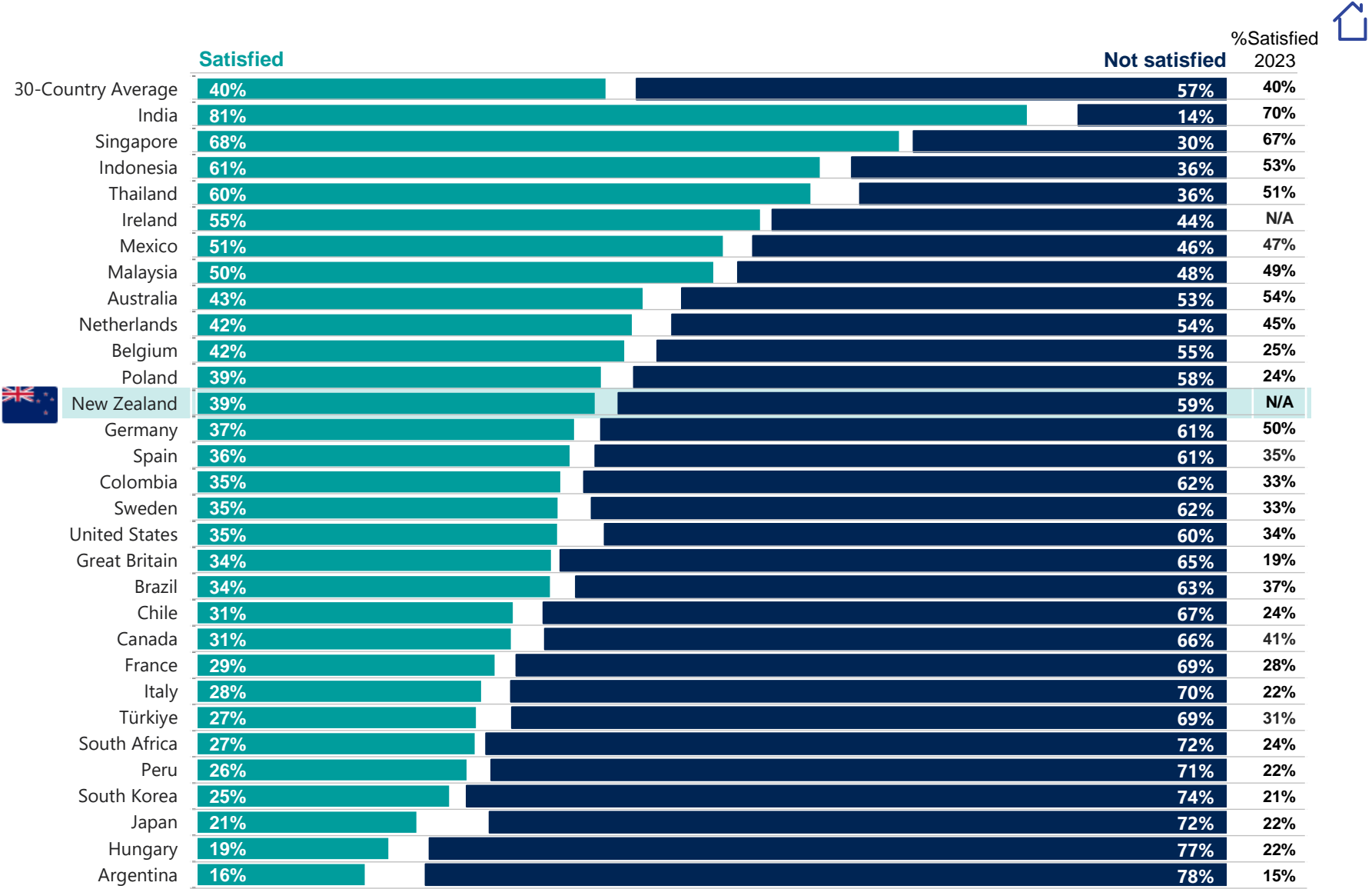
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Overall, how satisfied are you with each of the following aspects of your life?

The economic situation in my country



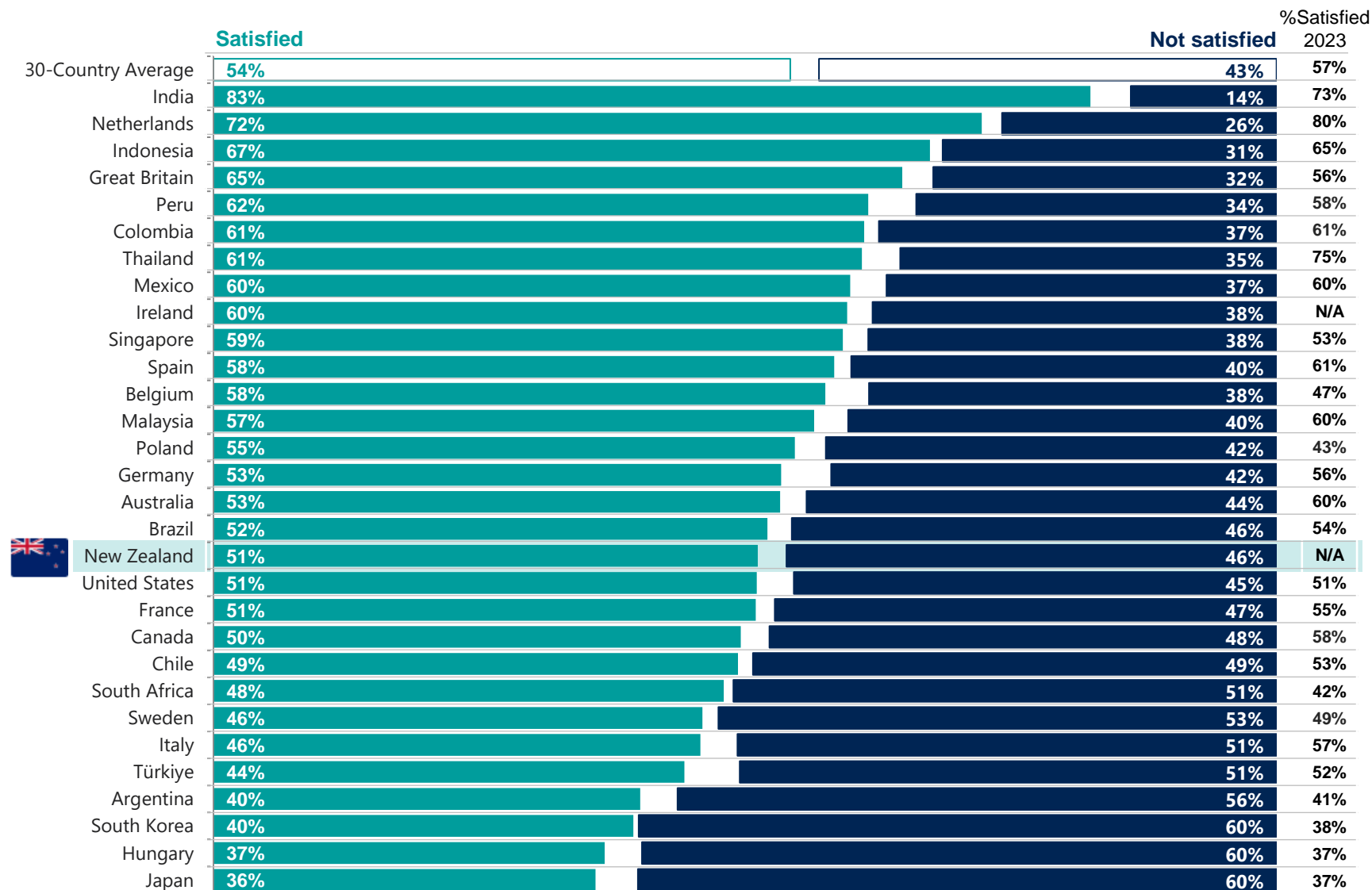
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Q

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

My financial situation



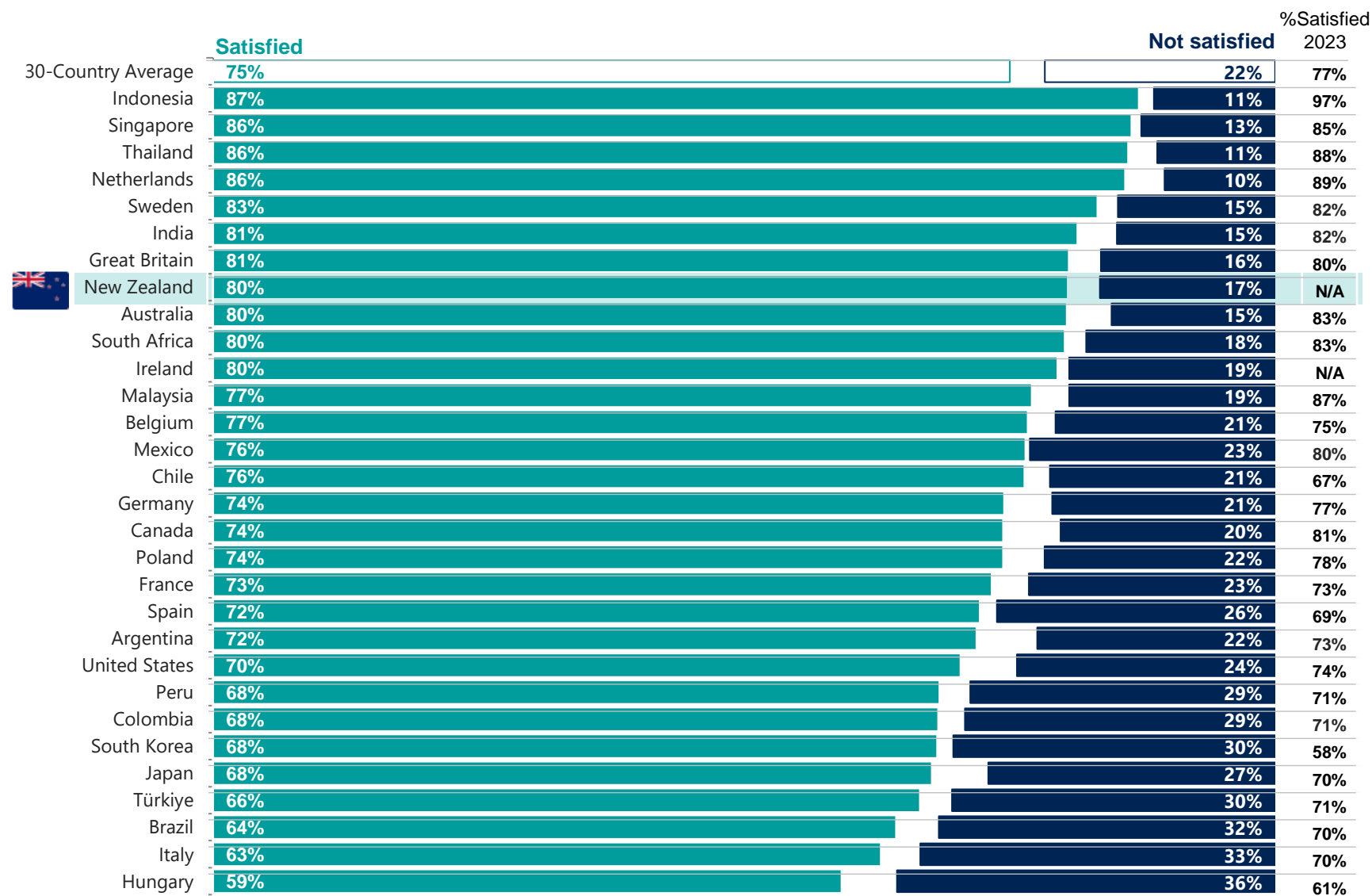
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Q

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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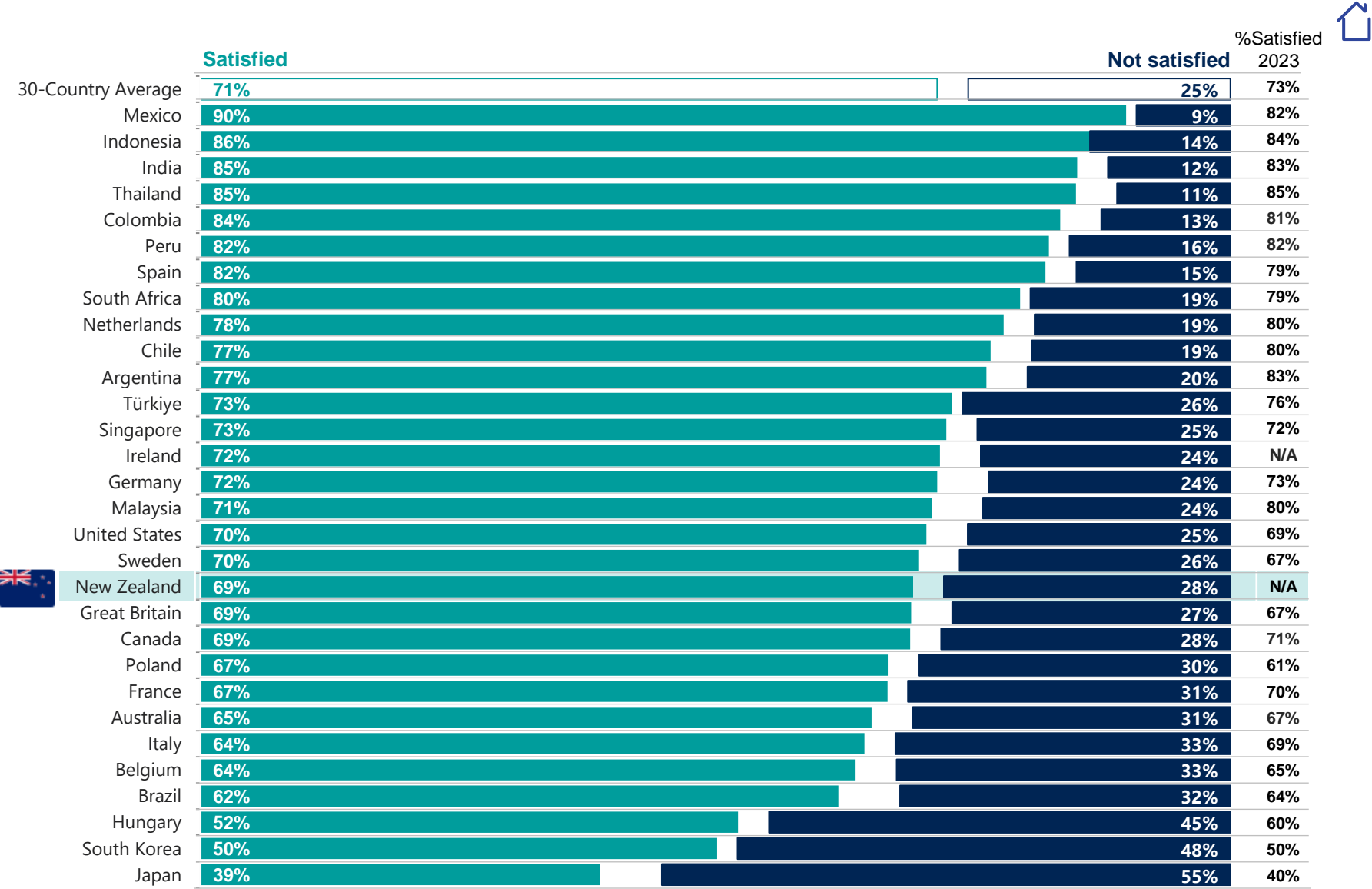
SCHOOL, WORK AND QUALITY OF LIFE





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

My looks



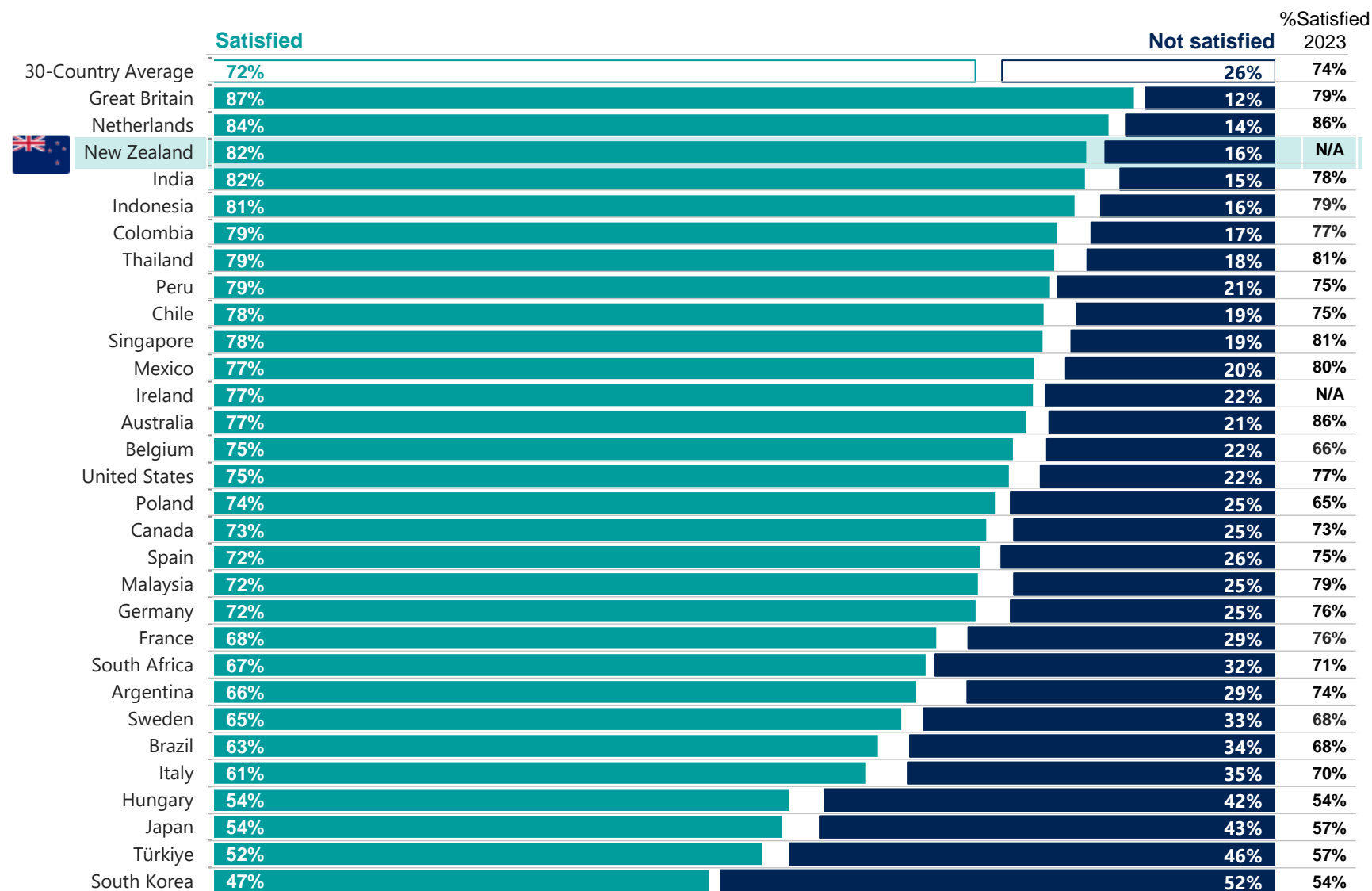
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Q

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

My living conditions



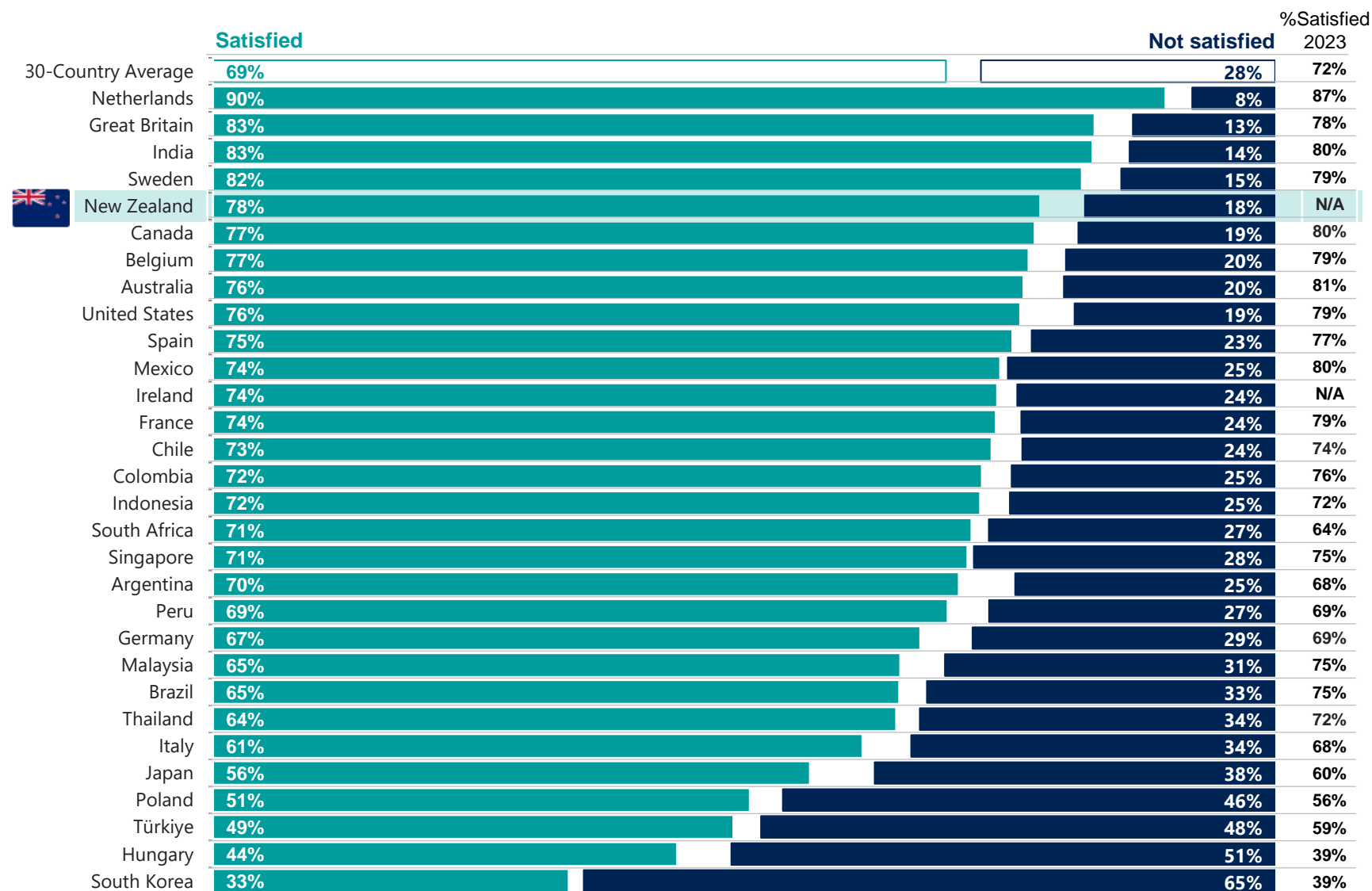
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Q

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

My material possessions



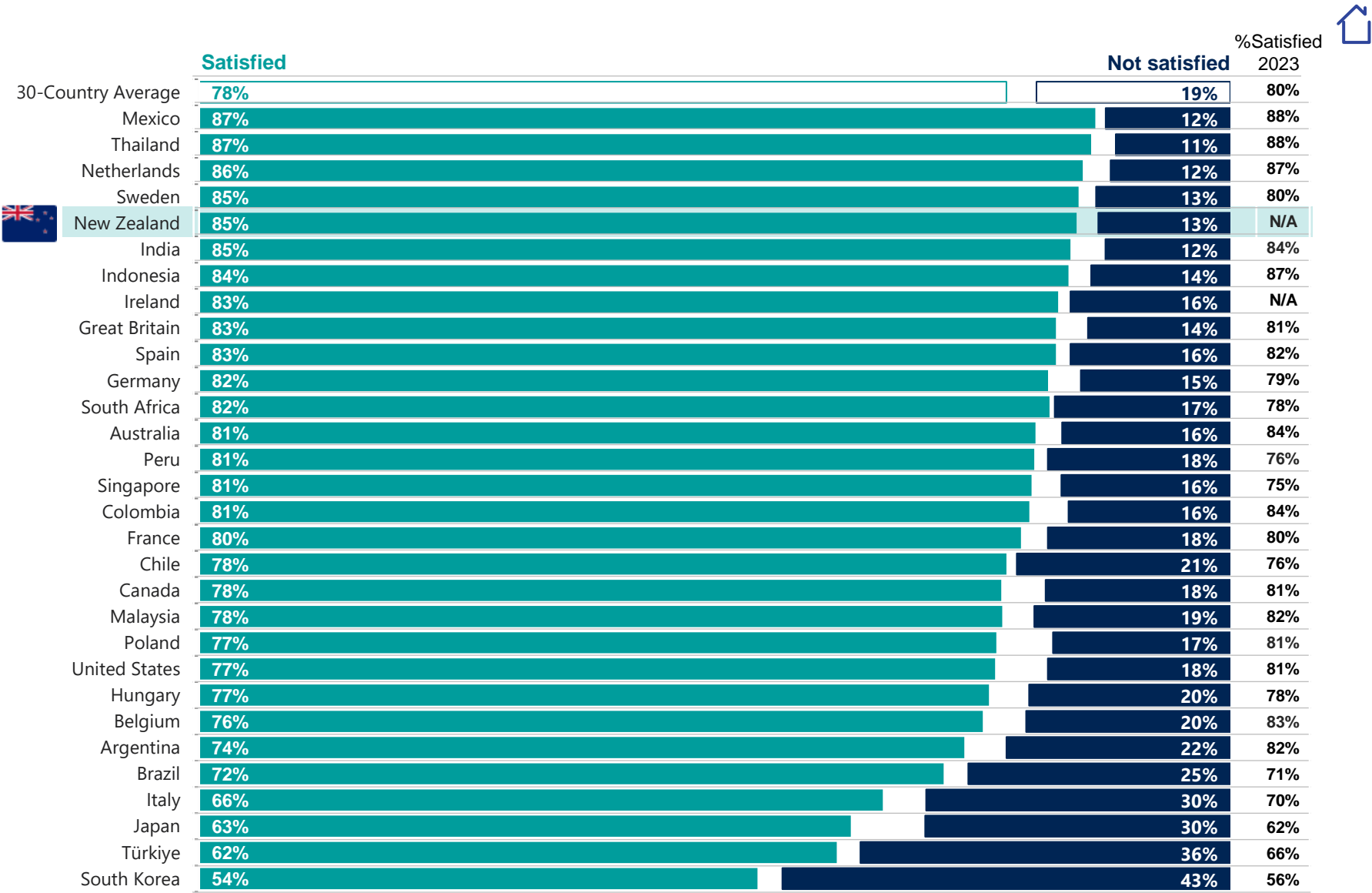
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Q

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

Having access to / being in touch with nature



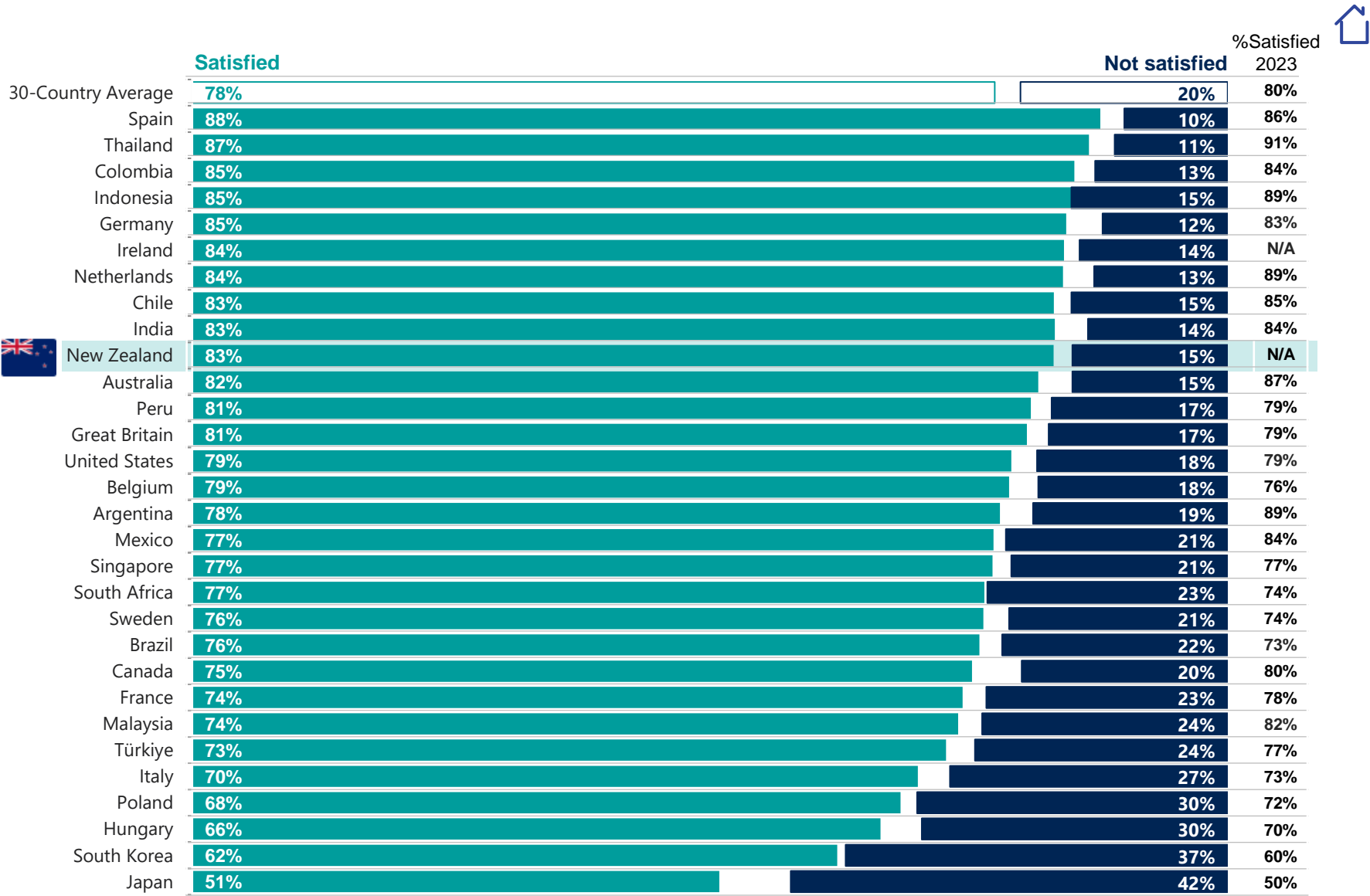
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Overall, how satisfied are you with each of the following aspects of your life?

My level of education



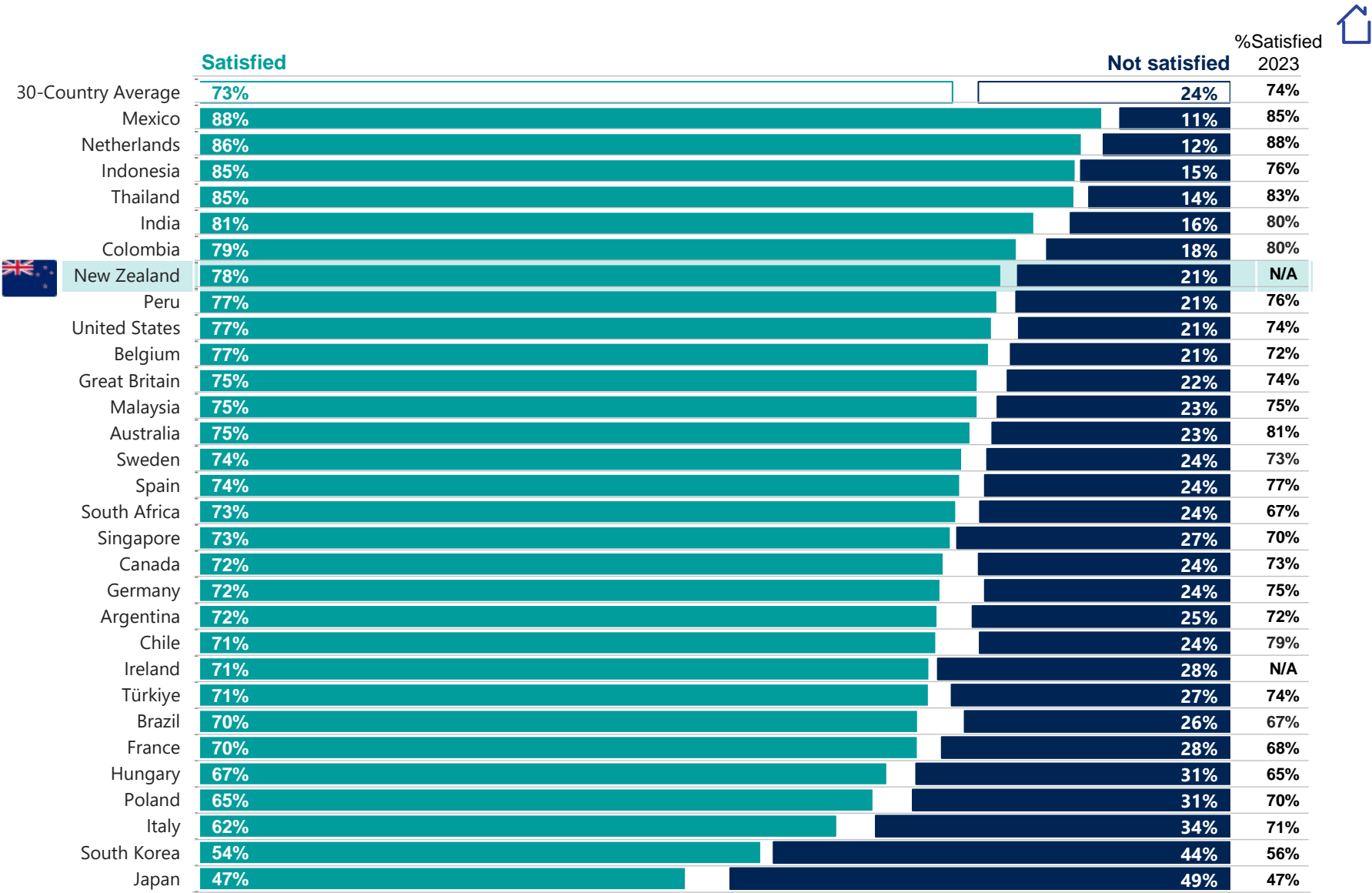
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Overall, how satisfied are you with each of the following aspects of your life?

My job



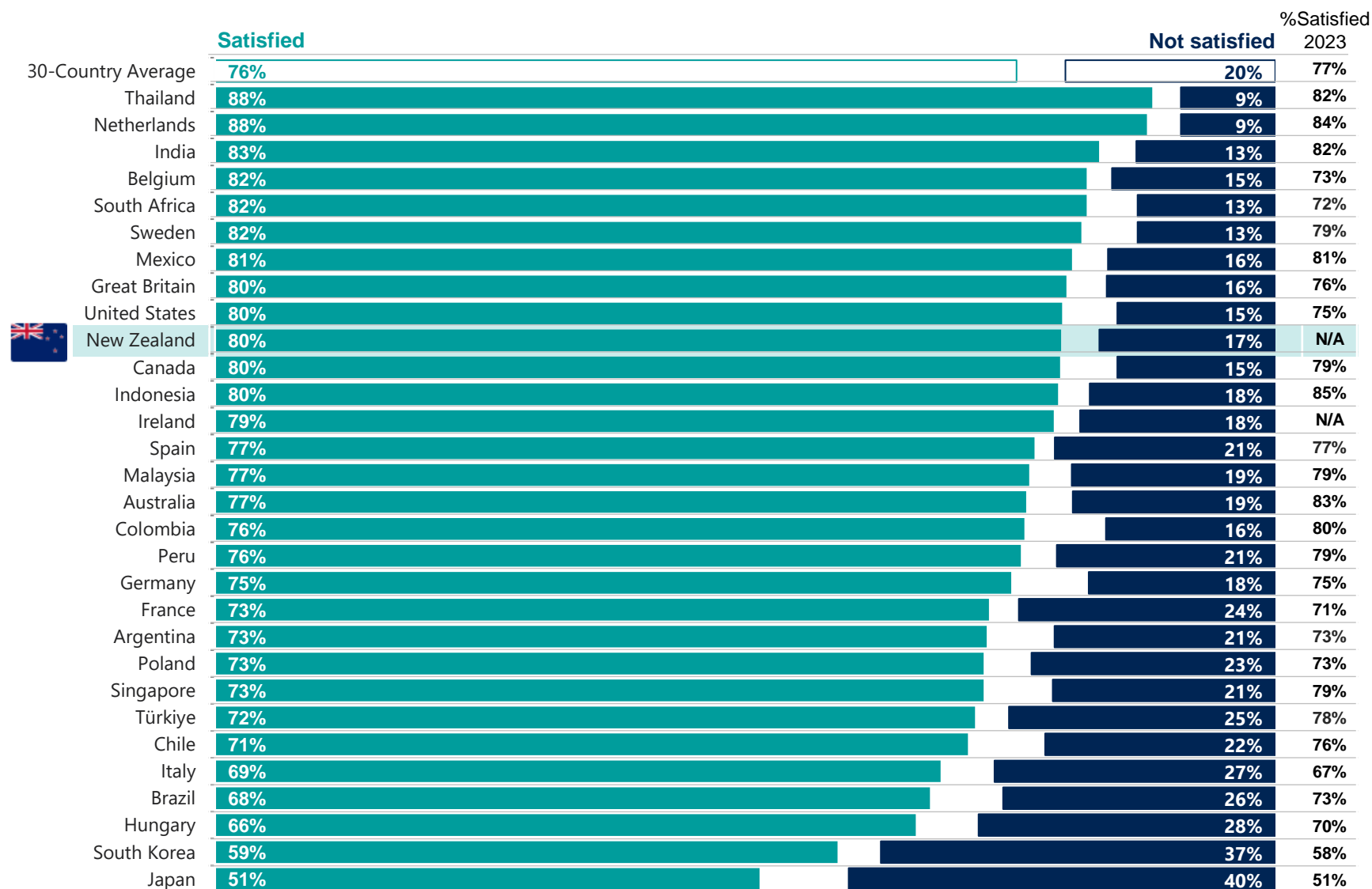
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Q

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

My co-workers



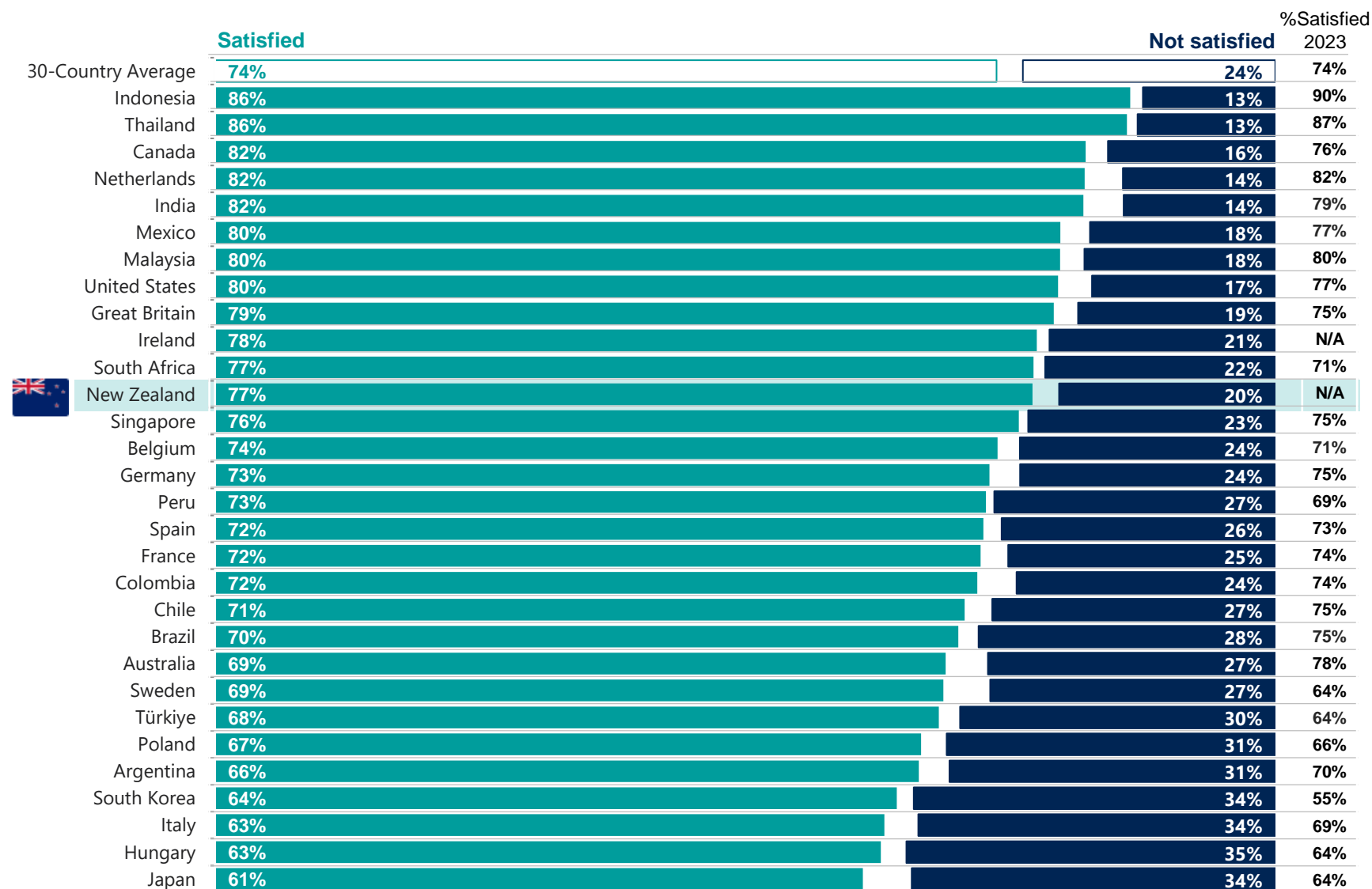
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Q

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

The amount of free time I have



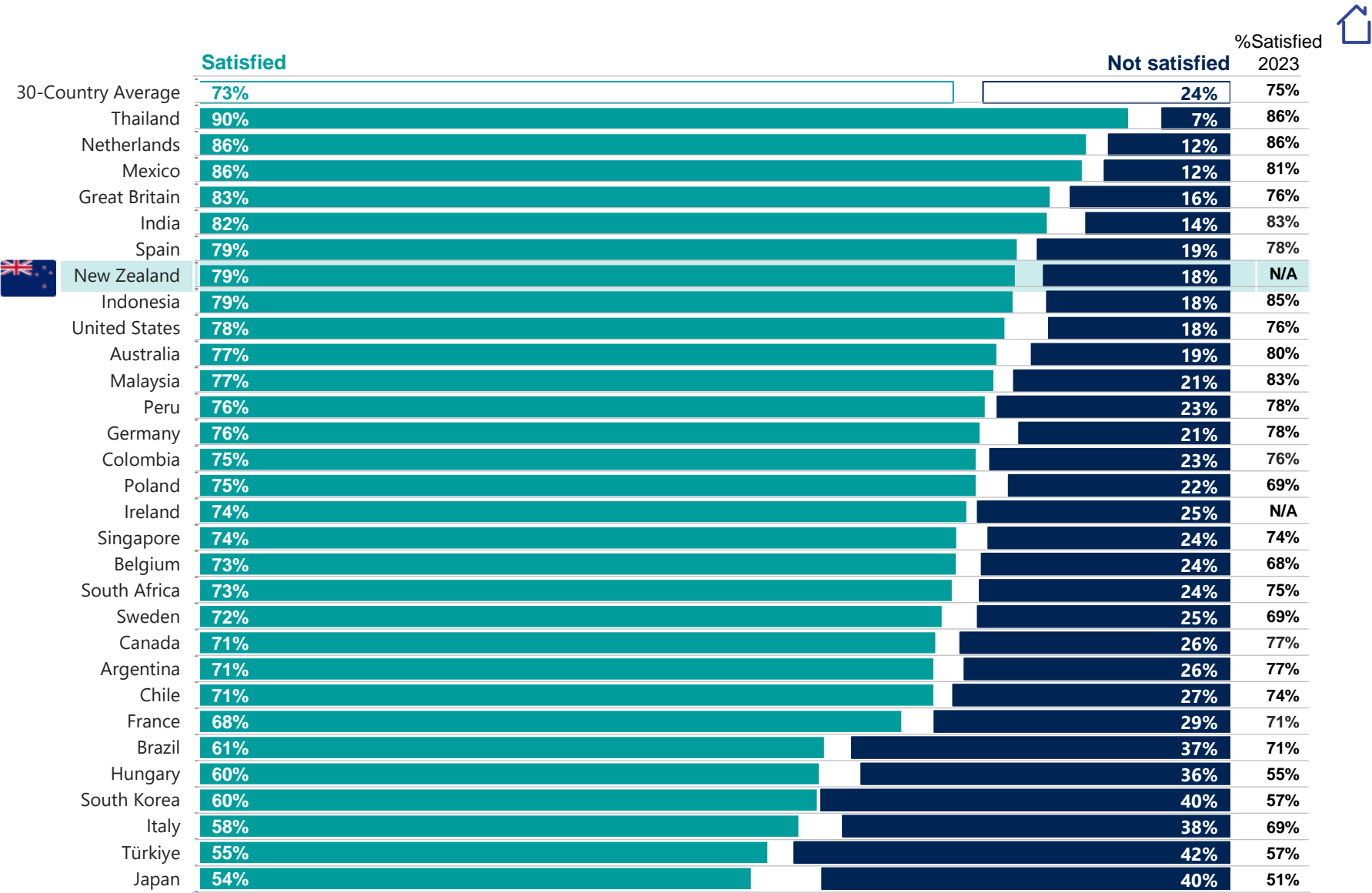
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Overall, how satisfied are you with each of the following aspects of your life?

The entertainment and leisure activities I have access to



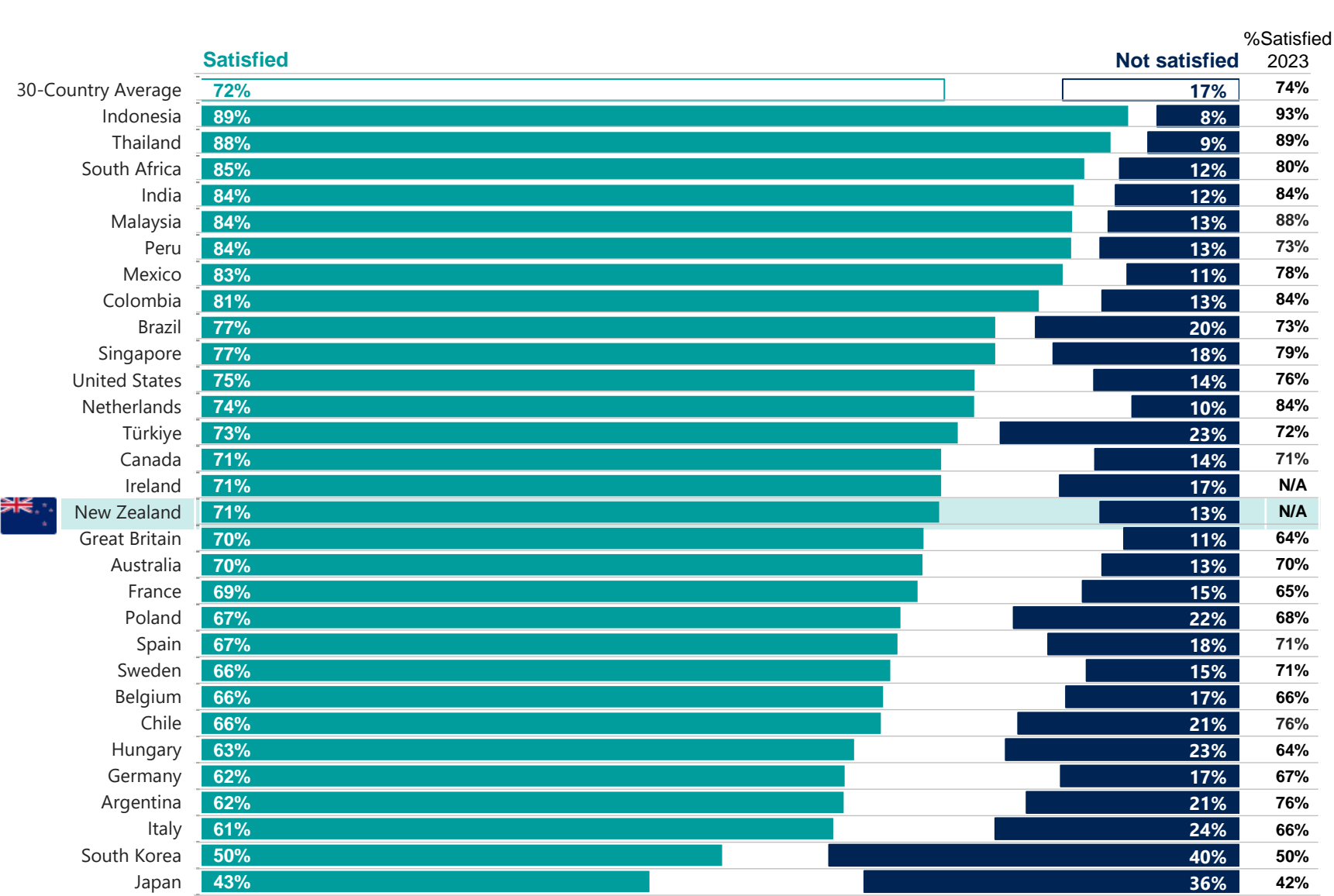
Base: 24,269 online adults under the age of 75 across 30 countries, interviewed Dec. 22, 2023 – Jan.5, 2024
The “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market 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.





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

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