

IPSOS PRESS RELEASE: **IPSOS HAPPINESS INDEX 2025**

How happy are Malaysians
and what make Malaysians
feel happy?

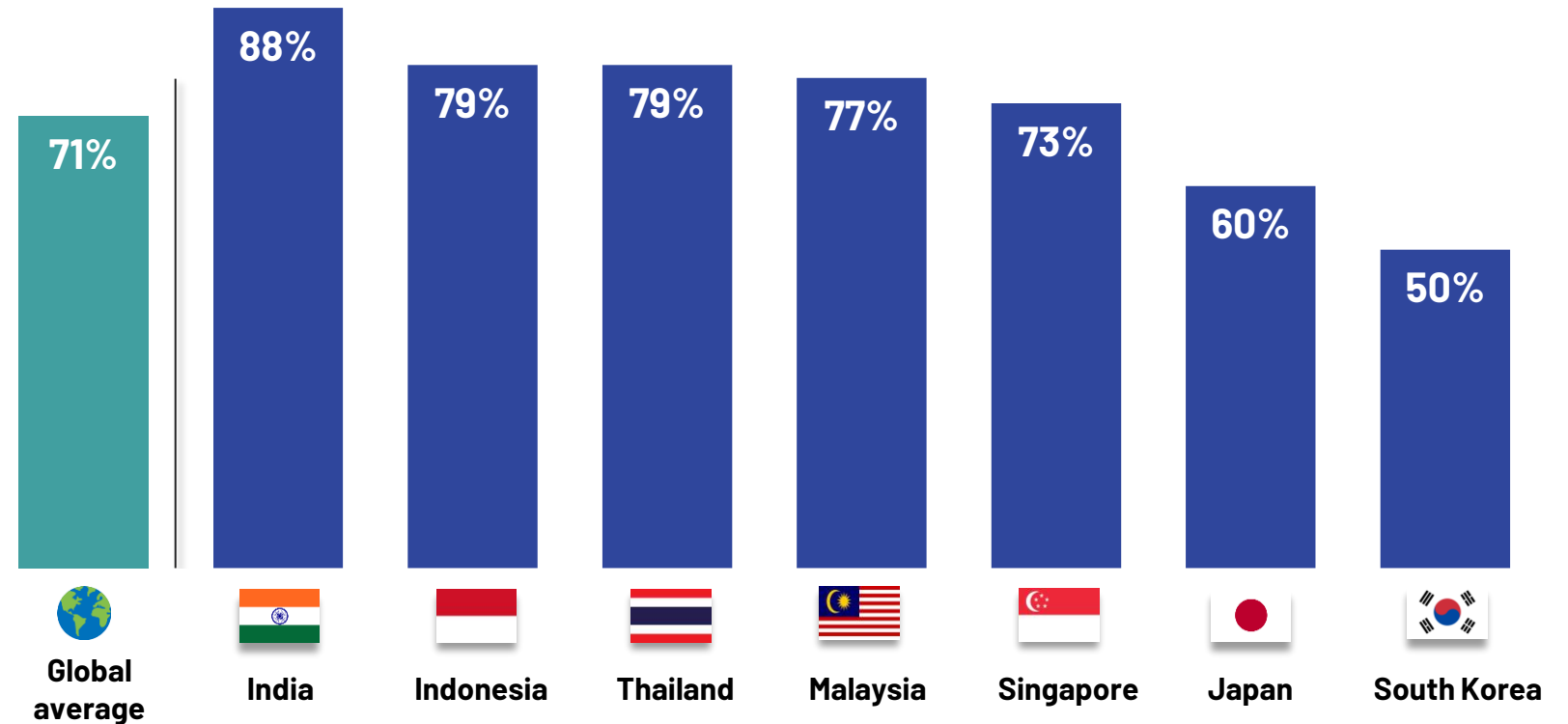
21st March 2025



Malaysians have a higher level of happiness than the global average and other developed countries in Asia.

The developing countries in the region, such as India, Indonesia and Thailand have a higher level of happiness than the developed countries, such as South Korea and Japan.

Taking all things together, would you say you are very happy and rather happy? (% Agree)

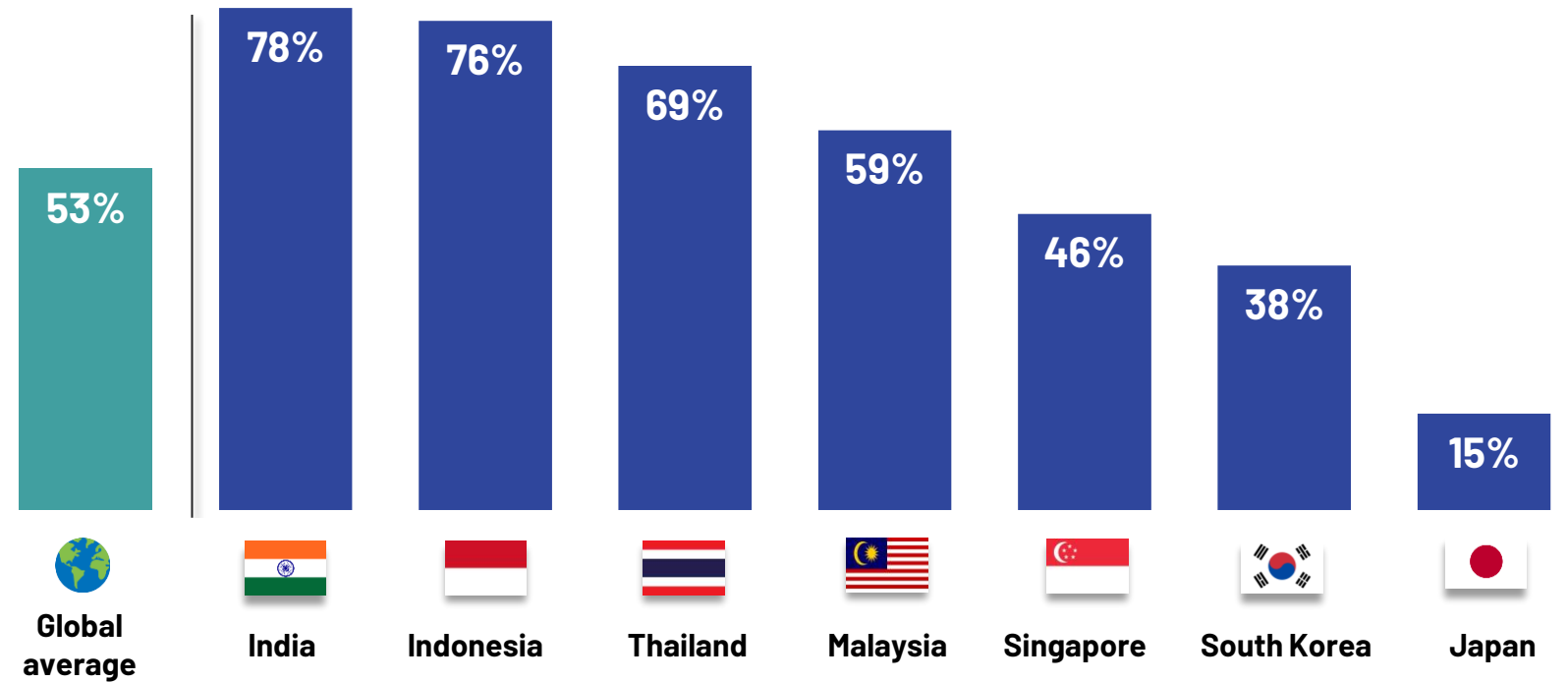


Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

More than half of Malaysians are optimistic that life will be better, and it is also higher than the global average.

The sentiment remains the same where the people in India and South-East Asia have a higher level of optimism than those in Japan and South Korea.

I think my life will be much better in five years than it is now (% Agree)



Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Malaysians see appreciation and family being the key sources of happiness, like global average.

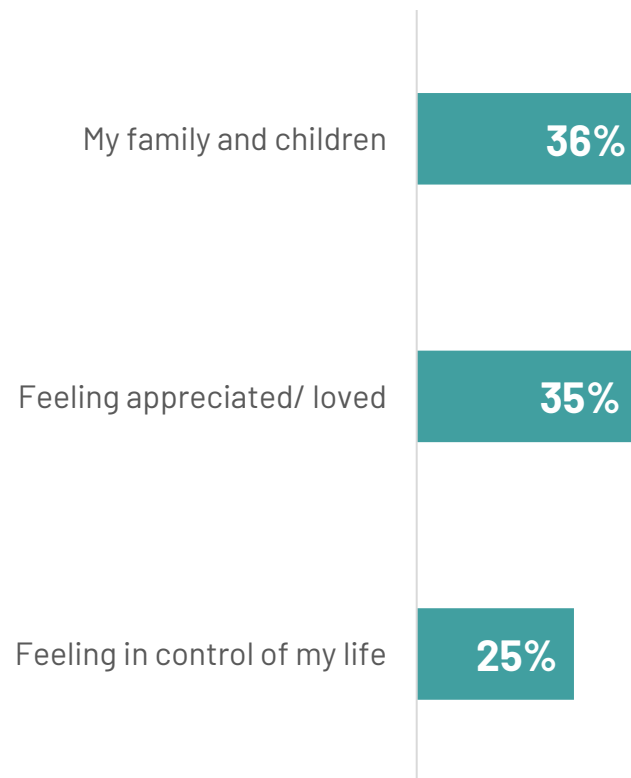
This shows that love and appreciation are universally valued, and family is important in people's lives.

The significance of "feeling my life has meaning" among Malaysians could reflect a greater cultural focus on purpose and contribution.

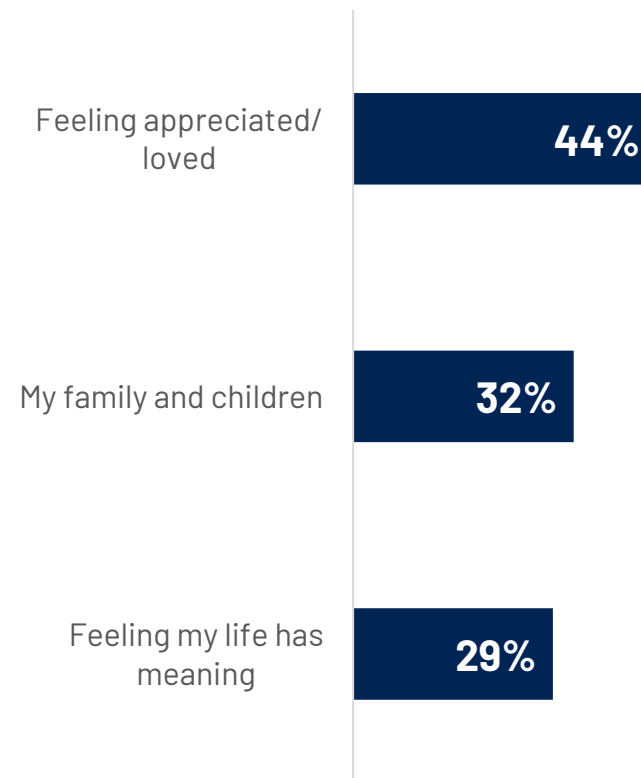
What makes us happy? (% of Agree)



Global Average (Top 3)



Malaysia (Top 3)



Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

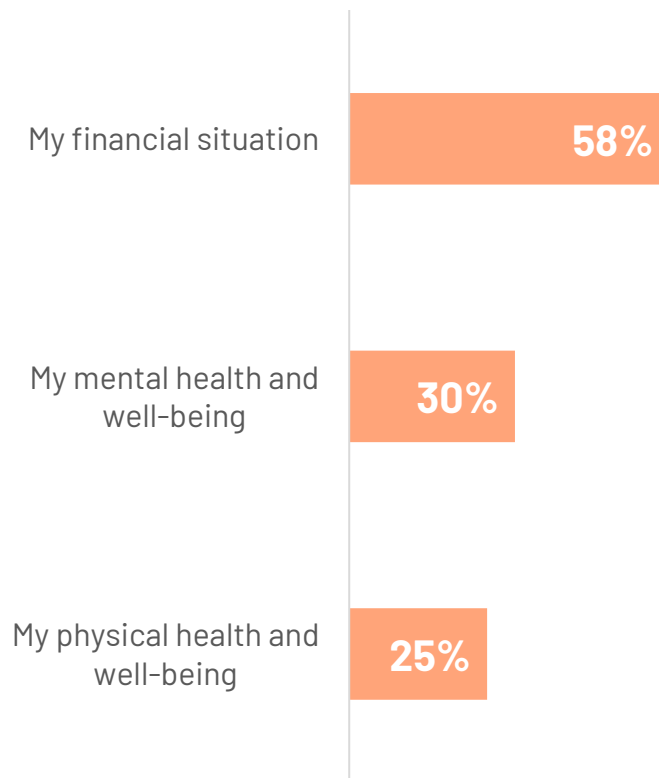
Financial stability is a universal concern for overall well-being.

Malaysians are also particularly concerned about the living condition and their jobs. This likely reflects the significant challenges they face due to their living environment and local work culture.

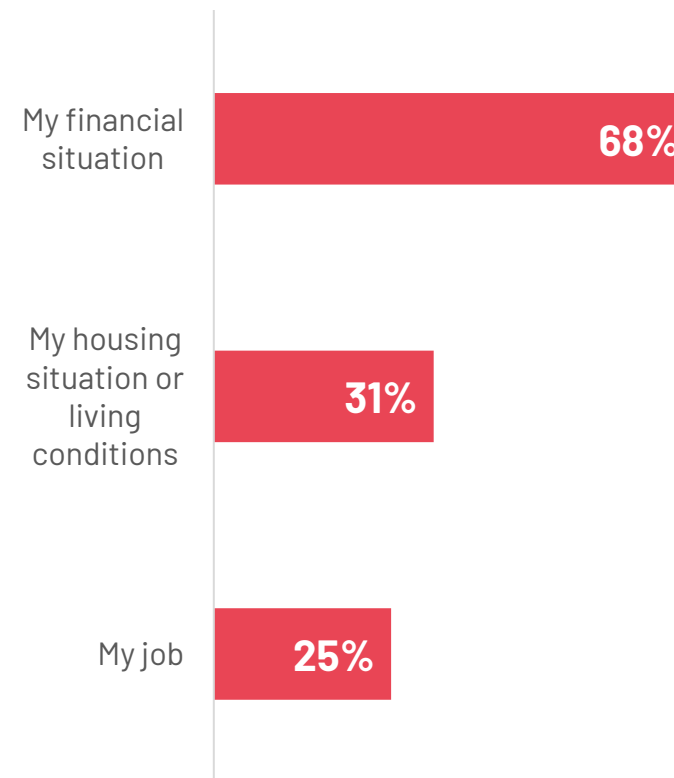
What makes us unhappy? (% of Agree)



Global Average (Top 3)



Malaysia (Top 3)



Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025



Ipsos Happiness Index 2025

Our latest survey data reveals that 77% of Malaysians report feeling happy, surpassing the global average. This suggests a positive outlook on life among Malaysians. Interestingly, India and the Southeast Asian countries, including Malaysia, show a higher level of happiness than the developed nations such as Japan and South Korea.

Appreciation and love ranks highly as the top driver of happiness globally and in Malaysia. This suggests the importance of affirmations and emotional connection. Family is also another important factor of happiness in people's life. While Malaysians cite financial situation, housing/living conditions and the job as their key concerns in life, this does not paint a complete picture of their well-being. Malaysians maintain a positive outlook on life despite these challenges.

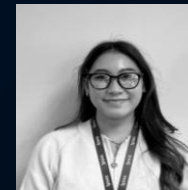
As we celebrate the International Day of Happiness every year on the 20th March, it is an important to remember that well-being encompasses more than just economic growth. Mental and emotional well-being are crucial aspects of a fulfilling life. Small gestures of appreciation and kindness can make a significant difference in fostering happiness.



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