

IPSOS NEW ZEALAND HAPPINESS INDEX 2025

A 30-Country Global
Advisor Survey

March 2025



Happiness Index 2025

Since 2011 Ipsos has been tracking happiness across the world.

Happiest countries in 2025



Happiest	Unhappiest
1. India	1. Hungary
2. Netherlands	2. Türkiye
3. Mexico	3. South Korea

Happiness over time

Biggest **increase/fall in happiness** since 2011:

Spain
+11pp

Türkiye
-40pp

When are people happiest?

People are **happiest** in their **60s and 70s**, and **least happy** in their **50s**

What are the biggest drivers of happiness?

My family & children



Feeling appreciated and loved

Feeling in control of my life



What are the biggest drivers of unhappiness?

My financial situation



My mental health and well-being

My physical health and well-being



Happiness in New Zealand



77%

in New Zealand are happy and 23% unhappy. Only six countries are happier than Kiwis in our survey of global happiness.

+1

Happiness in New Zealand is up 1pp since last year.



What three areas of your life are making you **happy**?

Feeling appreciated/loved



My family and children



Feeling in control of my life



Feeling my life has meaning



My friends

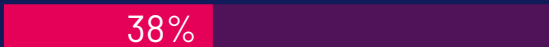


What three areas of your life are making you **unhappy**?

My financial situation



My mental health



My physical health



My country's economy



Feeling my life has meaning



The what, the when, and the where of happiness

It's an old question, but does money bring happiness?

Well kind of. Having it may not make us happy, but the less of it we have, the more unhappy we are likely to be. Globally, thirty-eight per cent on a low income say they are unhappy compared to 29% and 25% for middle and high incomes.

While many Kiwis report being generally happy, those on lower incomes experience greater levels of dissatisfaction, echoing the global pattern.

Our analysis shows that, while it may not be the biggest driver in our happiness, it is the biggest factor when it comes to making us unhappy. "My financial situation" is singled out more frequently than anything else as a reason for feeling unhappy these days.

This is something that covers generations and income levels too.

But what makes us happy?

In contrast to what drives unhappiness, we find a broader range of factors at work here. Our generation, life stage and where we live all come into play.

Overall, across our 30 countries, it's family/children and feeling appreciated/loved which are most likely to make us happy.

In New Zealand, being appreciated and loved is the top happiness driver, slightly ahead of family/children

When are we happiest?

Our age plays a role globally, with happiness typically lowest for those aged 35-49 years old. Once we reach age 50-74, we reach the happiest point in our adult lives. Kiwi's aged 50-74 report the highest levels of happiness across all generations, and compared to the 30-country average.

Globally, and in New Zealand, males report slightly higher levels of happiness and lower levels of unhappiness. A key difference between males and females in New Zealand is that females cite 'family/children' as their key driver of happiness. When it comes to males however, feeling appreciated/loved is the biggest factor.

Where are we happiest?

In India 88% say they are happy, the highest in our survey of 30 countries, with 86% in the Netherlands saying the same.

Hungary is the country where happiest is lowest. Only 45% of Hungarians say they are happy.

In New Zealand, 77% are happy and 23% unhappy. Only six countries are happier than Kiwis in our survey of global happiness.



What to know

Finances biggest impact on happiness

Our financial situation is the most likely part of our lives to make us unhappy. New Zealanders generally report higher happiness levels than the global average, yet financial pressures remain the predominant source of unhappiness across all income levels. This aligns with global observations where financial concerns are a common driver of unhappiness.

2, 4, 6, 8...who do we appreciate?

Feeling appreciated emerges as a leading driver of happiness in New Zealand, slightly ahead of family. This is somewhat different from the global trend, where family typically holds the top spot. For New Zealand's high earners, family becomes more central, while appreciation remains key for low and middle-income earners, echoing global patterns of happiness drivers.

Older Kiwis are happiest

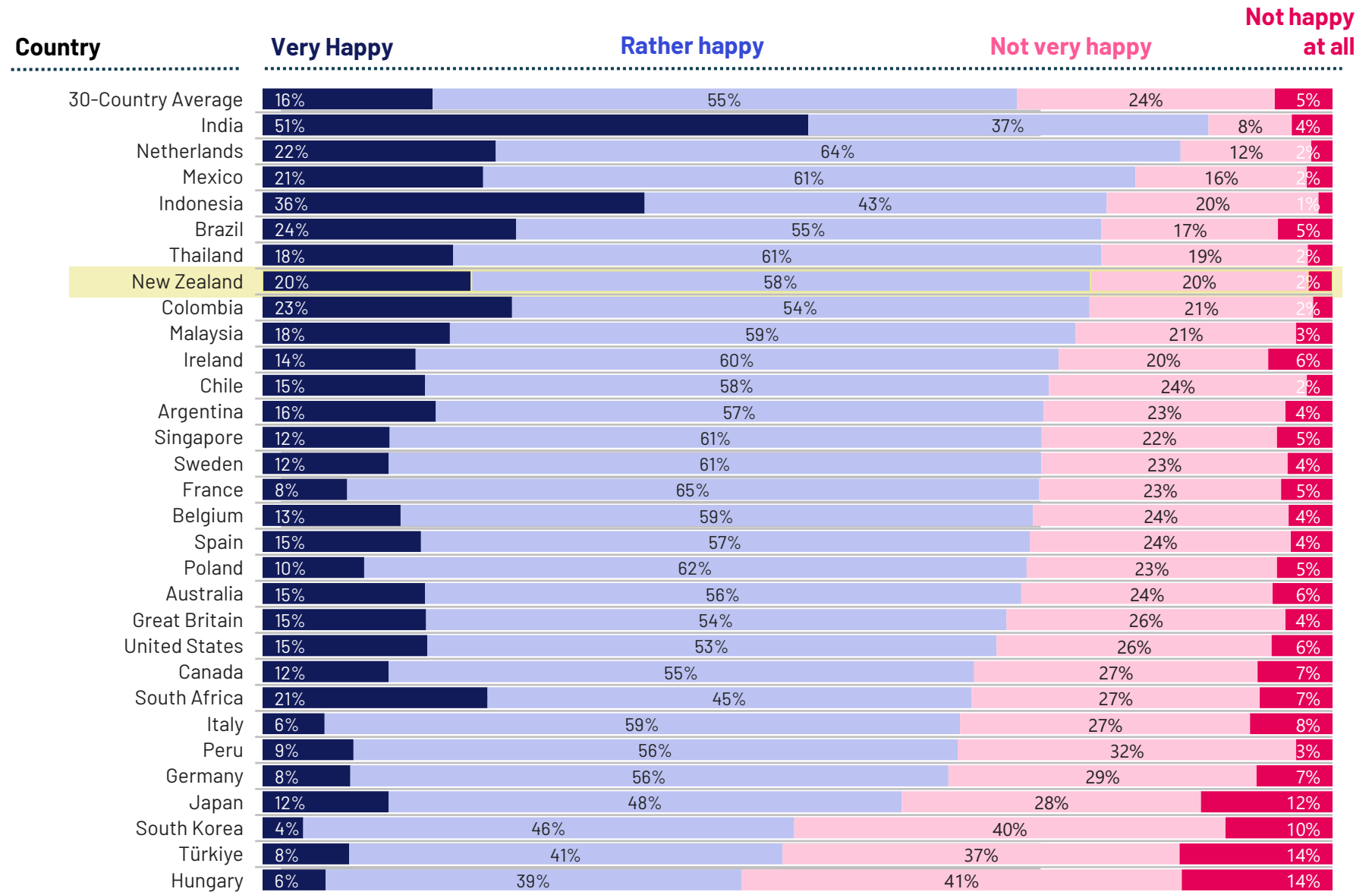
Both globally and in New Zealand, happiness increases later in life, with our oldest age groups showing higher levels of happiness. They are also happier than the global average.

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

20% of New Zealanders report being 'very happy' surpassing the 30-country average by 4pp.

While New Zealanders are happier than citizens in the US, UK and Australia, they trail behind India (51%) and Indonesia (36%)

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



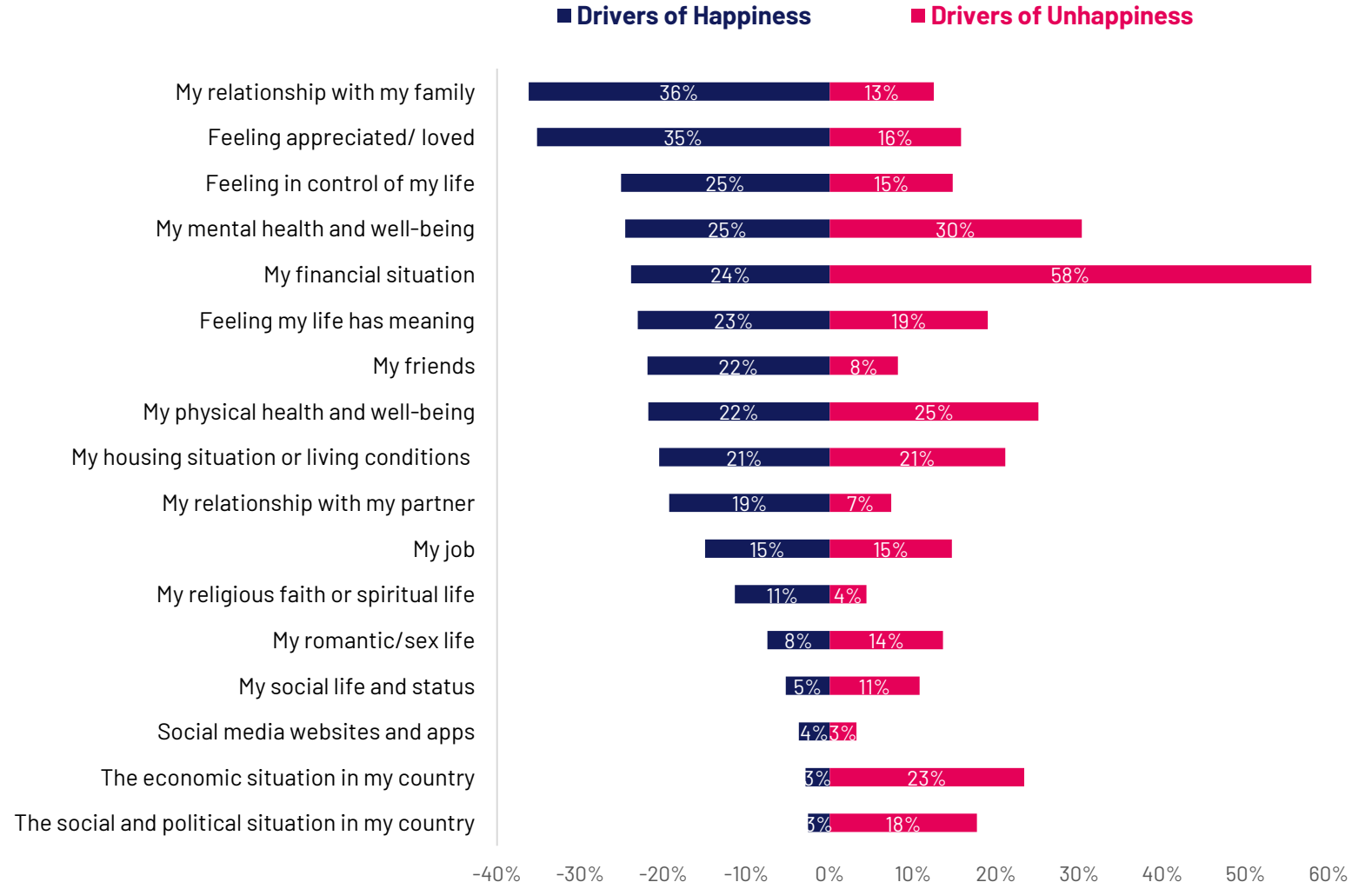
What makes us happy?

My relationship with my family and children and feeling appreciated and loved are seen as the two biggest reasons in making us happy. However, there are variations across countries, generations and income levels about what makes people happy.

When it comes to what makes us unhappy is there broad agreement: our financial situation. No matter your age, where you live or what you earn, my financial situation if you are unhappy your personal finances is the most cause of that unhappiness.

Q: Please choose the top three areas of your life that are contributing to you feeling happy*/unhappy†

30-country average



* Asked only to those who answered very happy or rather happy to Q1. † Asked only to those who answered not very happy or not happy at all to Q1.

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

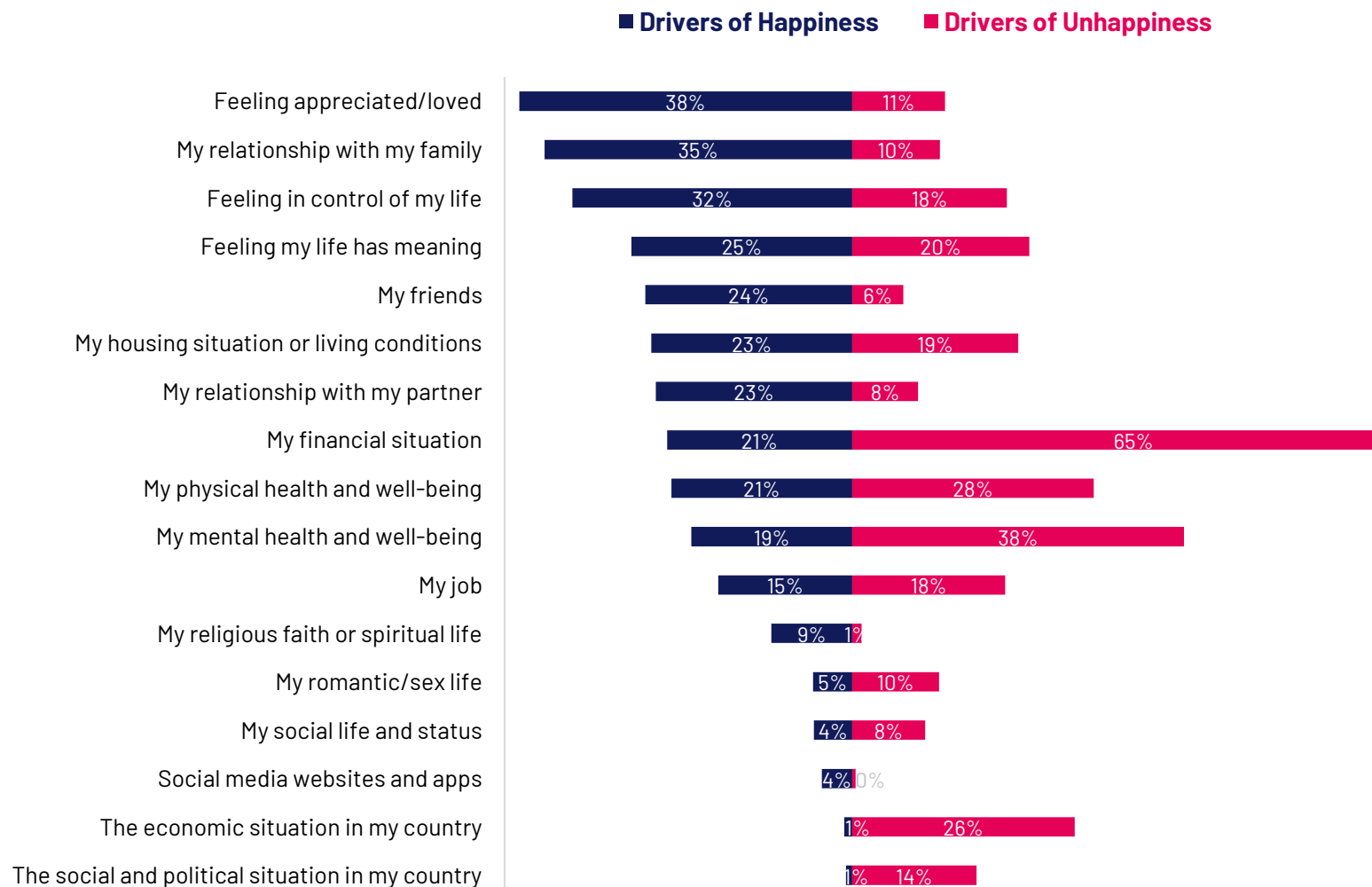
Appreciation and family also drives Kiwi happiness

Feeling appreciated is the leading happiness driver, with 38% of respondents citing it, surpassing family at 35%. This contrasts slightly with global patterns where family ranks highest.

Financial situations remain the predominant source of unhappiness for Kiwis, aligning with global trends.

Q: Please choose the top three areas of your life that are contributing to you feeling happy*/unhappy†

New Zealand



* Asked only to those who answered very happy or rather happy to Q1. † Asked only to those who answered not very happy or not happy at all to Q1.

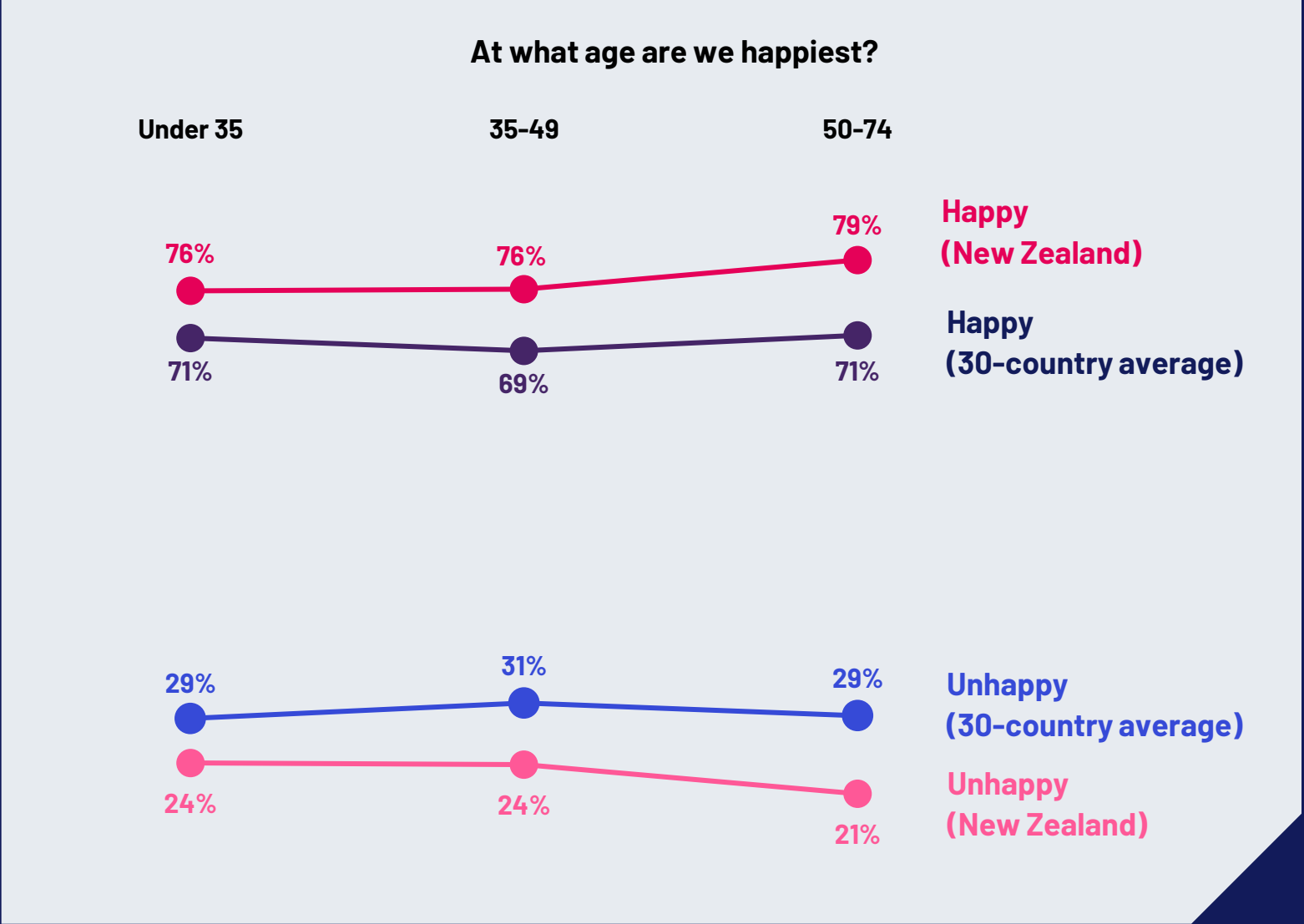
Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

The oldest are the happiest

Kiwi's aged 50-74 report the highest levels of happiness across all age groups, and compared to the 30-country average

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

30-country average & New Zealand



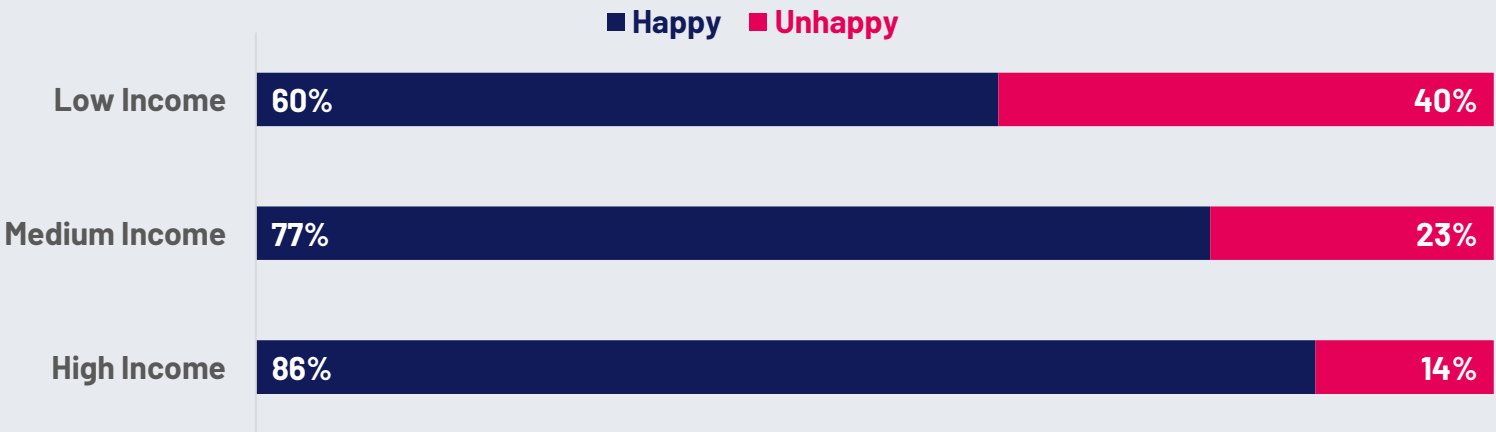
Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Does money bring happiness?

Not exactly. Family and feeling loved are more likely to make us happy, but not having enough money is the biggest cause of our unhappiness. People across all income levels choose my financial situation as the biggest driver in making them unhappy.

Those on a low income are less likely to say they are happy (60%) compared to people with a medium (77%) or high income (86%).

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all? **New Zealand**



Biggest driver of happiness

- Low** – Feeling appreciated/loved **44%**
- Medium** – Feeling appreciated/loved **37%**
- High** – My family and children **40%**

Biggest driver of unhappiness

- Low** – My financial situation **65%**
- Medium** – My financial situation **71%**
- High** – My financial situation **54%**

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

Gender and happiness

Kiwi males and females show similar patterns in terms of happiness and unhappiness in comparison to the 30-country average.

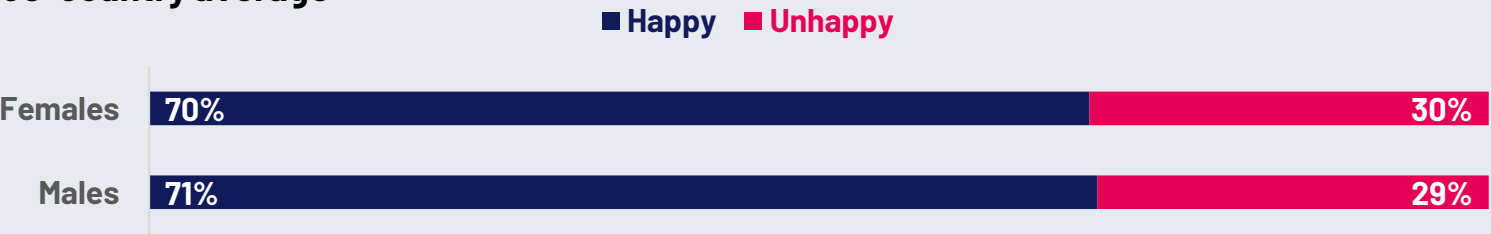
Globally, and in New Zealand, males report slightly higher levels of happiness and lower levels of unhappiness.

When it comes to what drives happiness levels in New Zealand, interestingly, the number one driver for females is family/children (42%), whilst for males, its more about feeling appreciated/loved (36%).

In terms of drivers of unhappiness, once again, financial situations are a dominant driver.

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

30-country average



New Zealand



Kiwi's biggest driver of happiness

Males – Feeling appreciated/loved **36%**

Females – My family and children **42%**

Kiwi's biggest driver of unhappiness

Males – My financial situation **64%**

Females – My financial situation **65%**

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

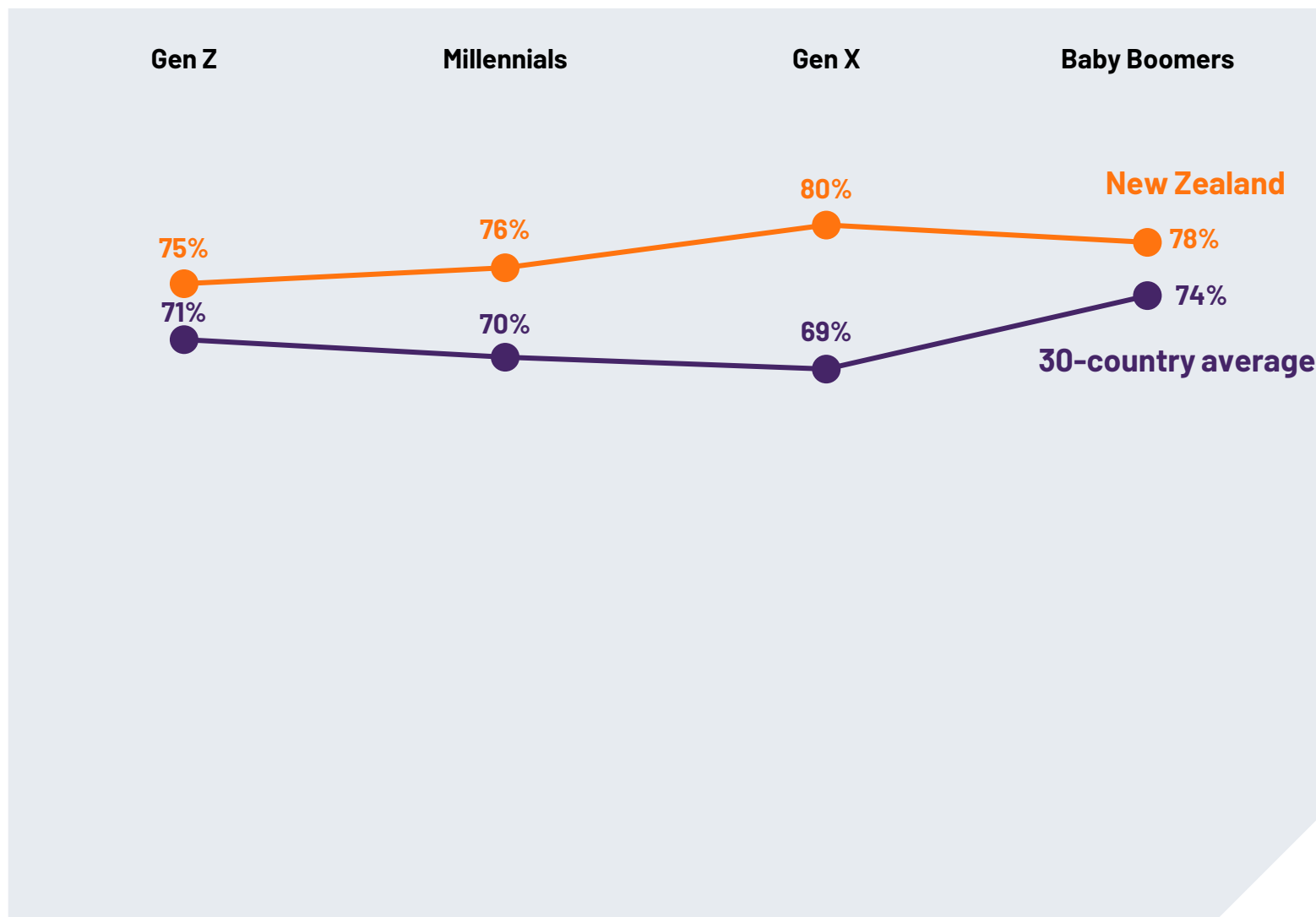
Gen X are happier in New Zealand, but less so globally

In New Zealand, Millennials and Gen X report highest levels of happiness compared to their global counterparts.

Notably, Gen X exhibits the highest happiness levels within New Zealand, in contrast to the 30-country average, where only 69% of Gen X report feeling happy.

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

% happy,
30-country average & New Zealand



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

Appendix

Happiness over time: 2011 - 2025

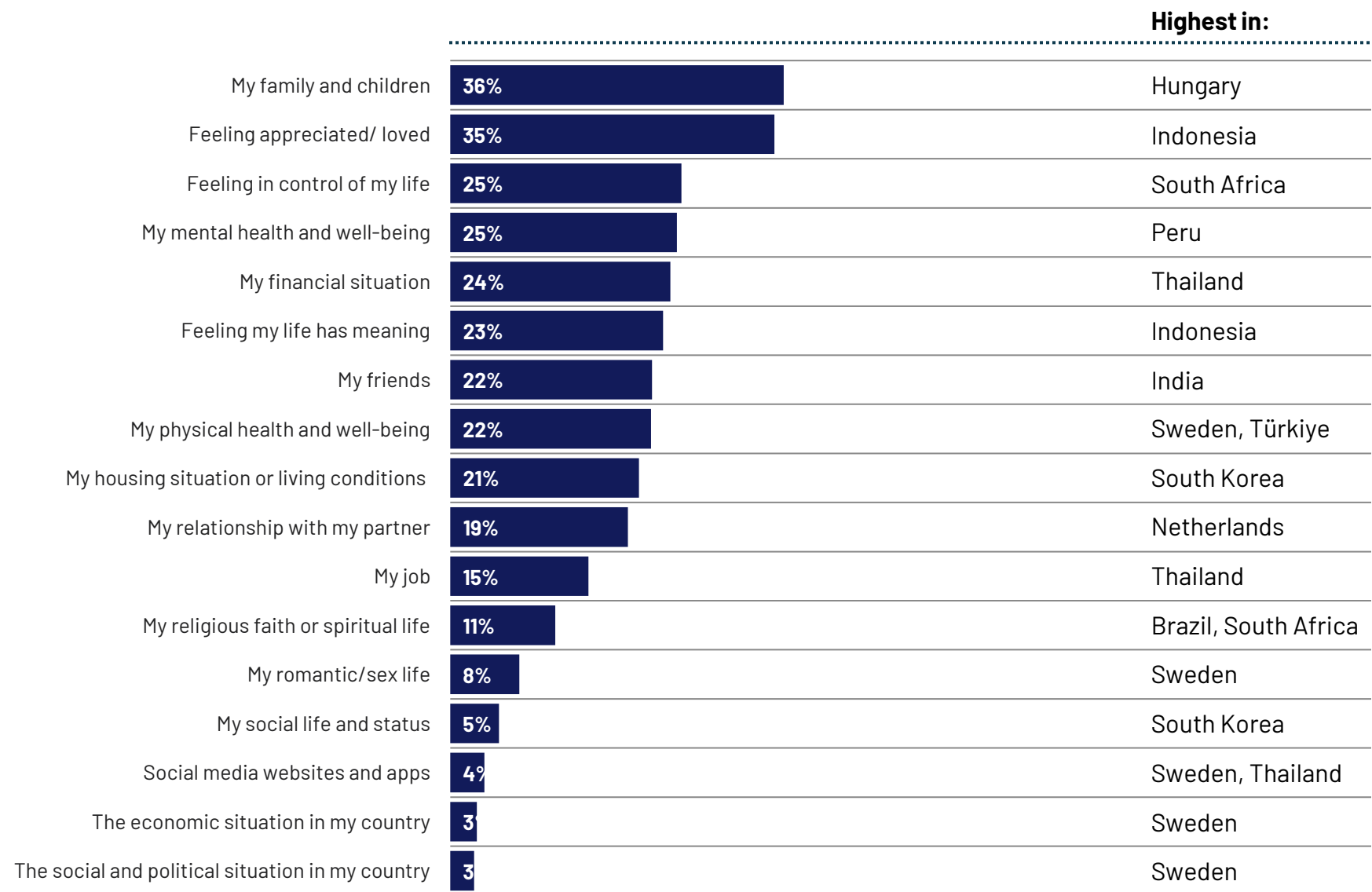
	Dec 2011	May 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	Jan 2024	Jan 2025	1- year change	14-year change
India	89%	87%	78%	83%	77%	66%	82%	84%	82%	88%	+4	-1
Netherlands						87%	86%	85%	85%	86%	+1	n/a
Mexico	78%	80%	43%	67%	59%	46%	65%	81%	83%	82%	-1	+4
Indonesia								79%	82%	79%	-3	n/a
Brazil	77%	81%	56%	73%	61%	63%	63%	83%	81%	78%	-3	+1
Thailand								71%	79%	78%	-1	n/a
New Zealand									76%	77%	+1	n/a
Colombia			32%		58%		54%	80%	70%	77%	+7	n/a
Malaysia				69%	52%	62%	65%	68%	77%	76%	-1	n/a
Ireland									77%	74%	-3	n/a
Chile			41%	71%	50%	35%	53%	79%	68%	74%	+6	n/a
Argentina	68%	67%	48%	56%	34%	43%	48%	74%	73%	73%	0	+5
Singapore							72%	71%	74%	73%	-1	n/a
Sweden	80%	87%	74%	81%	75%	74%	78%	74%	68%	73%	+5	-7
France	84%	81%	68%	77%	80%	78%	81%	74%	71%	73%	+2	-11
Belgium	80%	80%	71%	80%	73%	71%	73%	68%	74%	72%	-2	-8
Spain	63%	57%	43%	53%	46%	38%	55%	69%	70%	72%	+2	+11
Poland	75%	72%	66%	71%	71%	68%	65%	58%	72%	71%	-1	-4
Australia	86%	84%	72%	82%	86%	77%	85%	80%	71%	71%	0	-15
Great Britain	79%	81%	71%	78%	82%	76%	83%	70%	75%	70%	-5	-9
United States	85%	83%	80%	82%	79%	70%	76%	76%	72%	69%	-3	-16
Canada	85%	83%	81%	81%	86%	78%	80%	74%	71%	67%	-4	-18
South Africa	79%	83%	59%	72%	59%	52%	65%	77%	69%	66%	-3	-13
Italy	73%	68%	53%	60%	57%	62%	66%	68%	58%	65%	+7	-8
Peru			36%	54%	58%	32%	54%	72%	68%	65%	-3	n/a
Germany	76%	77%	71%	68%	78%	73%	72%	67%	65%	64%	-1	-12
Japan	70%	69%	62%	60%	52%	55%	58%	60%	57%	60%	+3	-10
South Korea	71%	62%	48%	57%	54%	54%	57%	57%	48%	50%	+2	-21
Türkiye	89%	83%	58%	60%	53%	59%	42%	61%	59%	49%	-10	-40
Hungary	43%	52%	48%	48%	50%	45%	51%	50%	48%	45%	-3	+2

Q: Please choose the top three areas of your life that are contributing to you feeling happy

Asked only to those who answered very happy or rather happy to Q1

30-country average

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

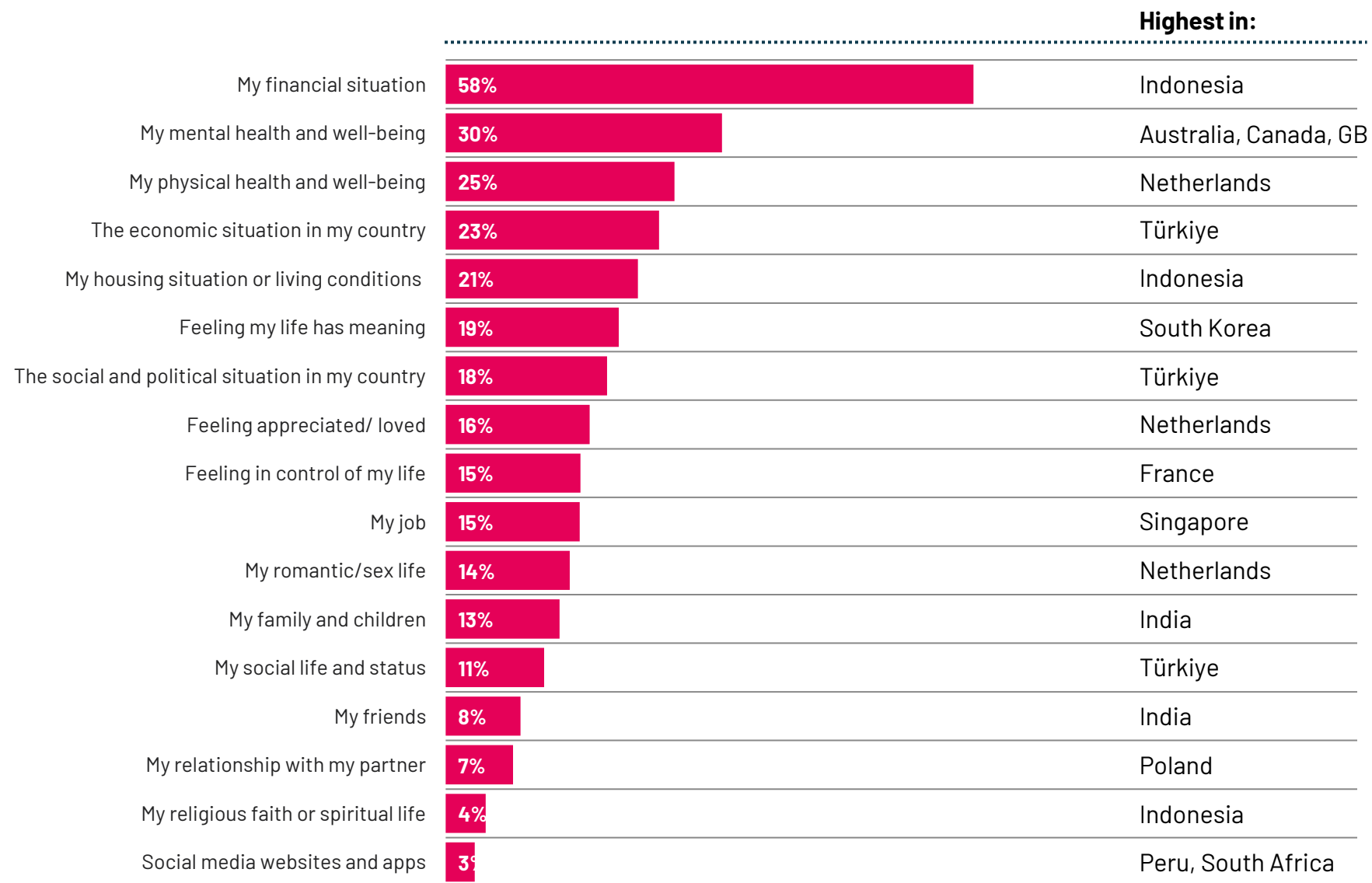


Q: Please choose the top three areas of your life that are contributing to you feeling unhappy

Asked only to those who answered not very happy or not happy at all to Q1.

30-country average

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



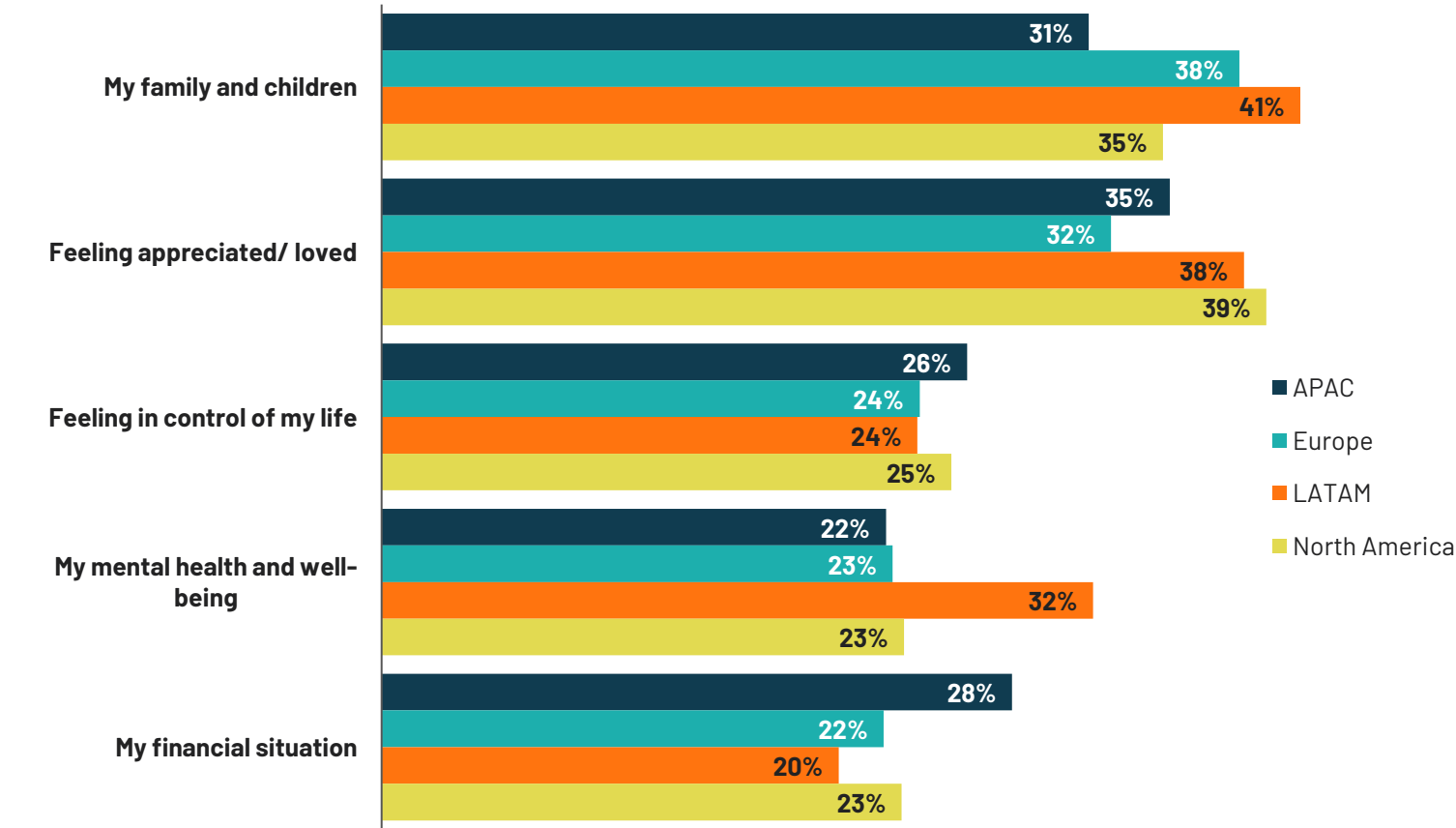
Q: Please choose the top three areas of your life that are contributing to you feeling happy

Asked only to those who answered very happy or rather happy to Q1.

By region

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

Q: Please choose the top three areas of your life that are contributing to you feeling **happy**†
By region



†Asked only to those who answered very happy or rather happy to previous question.

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

What makes us happy? By country

	AVG	ARG	AUS	BEL	BRA	CAN	CHI	COL	FRA	GER	GB	HUN	INDI	INDO	IRE	ITA	JAP	MAL	MEX	NETH	NZ	PERU	POL	SING	SA	SK	Spain	SWE	THA	TUR	US
My family and children	36%	46%	33%	38%	32%	35%	43%	40%	43%	40%	36%	51%	25%	22%	33%	42%	41%	32%	45%	36%	35%	39%	42%	29%	31%	42%	47%	18%	30%	40%	34%
Feeling appreciated/ loved	35%	44%	34%	34%	32%	40%	41%	38%	27%	36%	39%	39%	18%	58%	33%	32%	41%	44%	34%	30%	38%	42%	39%	30%	43%	34%	30%	21%	21%	31%	39%
Feeling in control of my life	25%	24%	30%	34%	30%	25%	24%	23%	20%	24%	30%	17%	27%	21%	26%	14%	24%	22%	22%	28%	32%	20%	24%	33%	36%	13%	20%	20%	28%	30%	26%
My mental health and well-being	25%	29%	21%	21%	33%	24%	30%	29%	21%	19%	17%	14%	26%	21%	23%	26%	11%	25%	32%	22%	19%	37%	21%	21%	28%	33%	35%	25%	26%	21%	22%
My financial situation	24%	13%	21%	24%	18%	25%	21%	24%	19%	24%	24%	21%	27%	35%	22%	15%	30%	26%	23%	27%	21%	22%	17%	26%	26%	33%	20%	31%	34%	27%	21%
Feeling my life has meaning	23%	22%	22%	26%	28%	21%	22%	25%	20%	13%	20%	24%	29%	36%	20%	23%	31%	29%	21%	17%	25%	27%	20%	28%	22%	4%	18%	17%	29%	21%	24%
My friends	22%	28%	30%	18%	17%	25%	17%	10%	29%	30%	29%	21%	34%	10%	31%	25%	20%	13%	21%	23%	24%	18%	22%	21%	12%	16%	30%	14%	16%	25%	25%
My physical health and well-being	22%	21%	23%	23%	19%	17%	22%	23%	26%	23%	18%	26%	25%	15%	17%	24%	12%	19%	28%	25%	21%	22%	16%	24%	16%	27%	28%	29%	20%	29%	17%
My housing situation or living conditions	21%	16%	23%	20%	19%	21%	17%	16%	26%	26%	20%	28%	26%	21%	25%	25%	24%	21%	13%	22%	23%	13%	26%	19%	14%	32%	10%	15%	25%	11%	21%
My relationship with my partner	19%	14%	19%	28%	13%	26%	17%	15%	26%	25%	23%	31%	16%	9%	22%	25%	26%	11%	17%	35%	23%	15%	30%	14%	10%	22%	25%	12%	13%	-	22%
My job	15%	13%	13%	11%	14%	15%	15%	19%	12%	14%	14%	13%	17%	17%	19%	18%	13%	17%	17%	13%	15%	17%	14%	17%	15%	10%	15%	11%	21%	18%	10%
My religious faith or spiritual life	11%	11%	9%	7%	25%	10%	11%	21%	8%	4%	8%	3%	12%	22%	10%	9%	4%	23%	10%	4%	9%	11%	10%	12%	25%	11%	6%	2%	6%	18%	21%
My romantic/sex life	8%	7%	8%	4%	9%	9%	10%	9%	10%	8%	10%	6%	4%	2%	9%	10%	6%	4%	7%	6%	5%	7%	10%	8%	5%	6%	8%	17%	4%	10%	7%
My social life and status	5%	3%	6%	7%	3%	4%	3%	3%	8%	5%	6%	3%	6%	4%	5%	7%	3%	4%	4%	7%	4%	3%	5%	7%	7%	9%	6%	6%	8%	8%	5%
Social media websites and apps	4%	4%	4%	1%	3%	2%	5%	3%	2%	4%	2%	3%	3%	3%	2%	2%	6%	5%	2%	1%	4%	3%	3%	3%	5%	4%	2%	11%	11%	5%	5%
The economic situation in my country	3%	5%	2%	2%	3%	1%	1%	2%	2%	3%	2%	1%	4%	4%	1%	1%	3%	3%	2%	2%	1%	1%	0%	4%	2%	3%	1%	21%	4%	4%	2%
The social and political situation in my country	3%	2%	1%	2%	2%	1%	0%	1%	0%	3%	2%	1%	2%	2%	1%	2%	4%	2%	1%	2%	1%	2%	1%	4%	2%	2%	1%	30%	3%	3%	1%

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

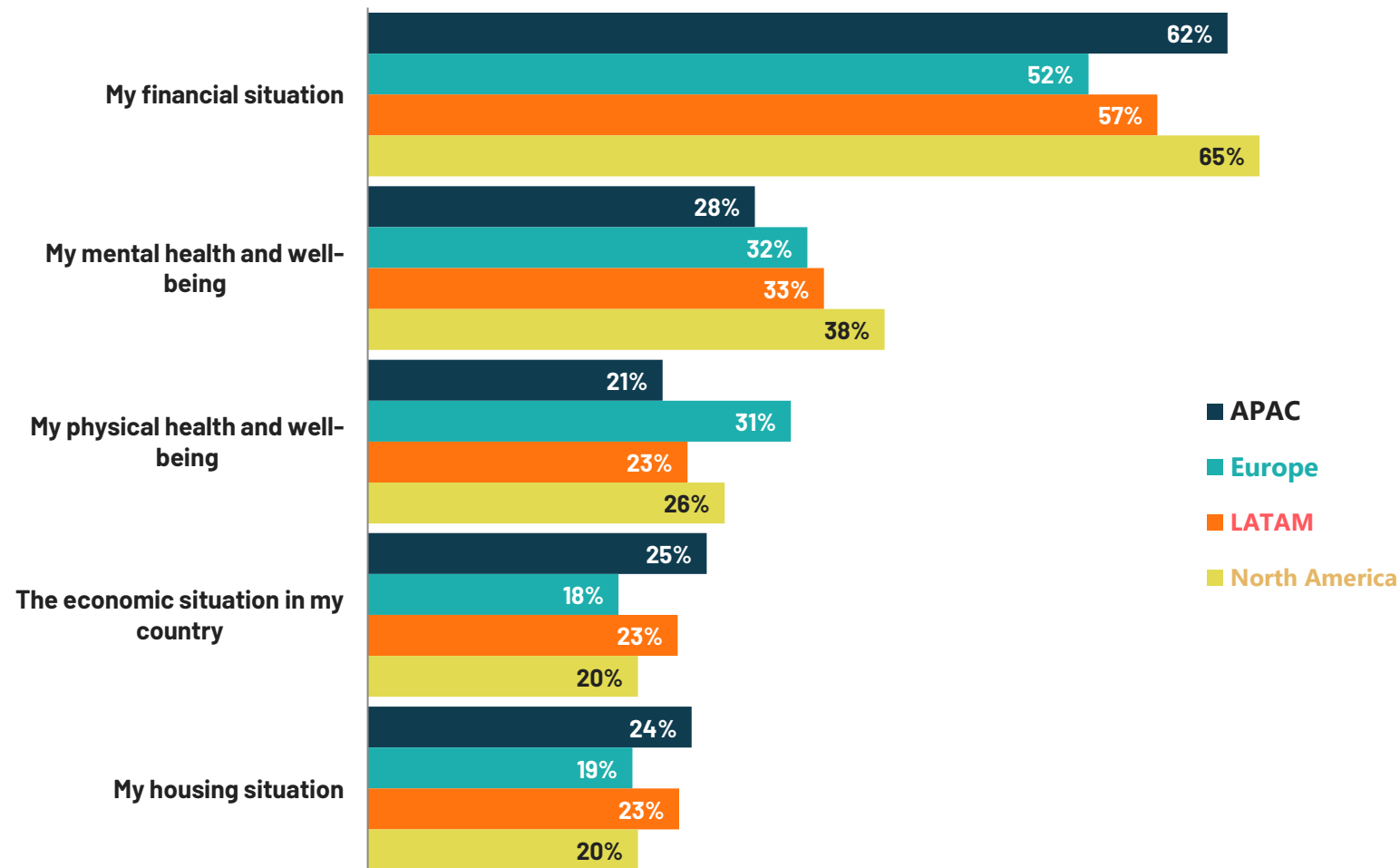
© Ipsos Happiness Index 2025

Q: Please choose the top three areas of your life that are contributing to you feeling unhappy

Asked only to those who answered not very happy or not happy at all to Q1.

By region

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



What makes us **unhappy**? By country

	AVG	ARG	AUS	BEL	BRA	CAN	CHI	COL	FRA	GER	GB	HUN	INDI	INDO	IRE	ITA	JAP	MAL	MEX	NETH	NZ	PERU	POL	SING	SA	SK	SPA	SWE	THA	TUR	US
My financial situation	58%	57%	62%	51%	48%	65%	58%	60%	48%	48%	48%	58%	35%	73%	50%	52%	64%	68%	59%	43%	65%	60%	57%	64%	72%	56%	53%	63%	68%	57%	64%
My mental health and well-being	30%	37%	41%	30%	24%	41%	37%	36%	25%	36%	41%	23%	28%	21%	40%	26%	24%	22%	31%	32%	38%	32%	34%	28%	24%	26%	33%	40%	27%	17%	34%
My physical health and well-being	25%	13%	24%	28%	26%	30%	29%	20%	25%	36%	32%	36%	25%	10%	26%	21%	17%	24%	31%	42%	28%	23%	30%	20%	19%	22%	25%	38%	25%	14%	22%
The economic situation in my country	23%	27%	22%	16%	22%	18%	20%	24%	24%	14%	24%	30%	9%	32%	12%	16%	25%	23%	13%	9%	26%	25%	11%	19%	42%	27%	15%	15%	32%	47%	21%
My housing situation or living conditions	21%	24%	22%	16%	27%	16%	26%	19%	13%	22%	11%	23%	29%	43%	29%	17%	15%	31%	19%	6%	19%	21%	24%	18%	24%	25%	23%	20%	19%	19%	23%
Feeling my life has meaning	19%	17%	18%	29%	19%	13%	19%	23%	29%	13%	21%	18%	28%	7%	21%	21%	27%	8%	19%	31%	20%	13%	17%	21%	4%	36%	17%	18%	9%	18%	15%
The social and political situation in my country	18%	11%	13%	14%	16%	14%	16%	15%	26%	21%	23%	19%	4%	10%	11%	24%	19%	16%	10%	14%	14%	19%	16%	13%	21%	22%	16%	18%	14%	29%	19%
Feeling appreciated/loved	16%	18%	12%	17%	23%	18%	16%	25%	13%	19%	12%	21%	14%	14%	19%	27%	12%	15%	20%	36%	11%	20%	9%	12%	13%	8%	16%	9%	9%	11%	17%
Feeling in control of my life	15%	16%	19%	23%	13%	16%	15%	18%	25%	9%	17%	13%	22%	8%	22%	19%	16%	14%	23%	9%	18%	14%	9%	16%	13%	6%	14%	7%	13%	14%	20%
My job	15%	15%	13%	15%	19%	10%	12%	10%	12%	15%	11%	13%	17%	17%	9%	20%	21%	25%	14%	6%	18%	12%	18%	30%	19%	12%	18%	9%	17%	11%	10%
My romantic/sex life	14%	16%	16%	21%	14%	20%	10%	5%	21%	18%	21%	13%	8%	10%	19%	12%	12%	7%	12%	28%	10%	9%	19%	11%	14%	6%	20%	20%	5%	8%	14%
My family and children	13%	21%	13%	11%	15%	11%	19%	15%	11%	14%	9%	13%	22%	5%	10%	12%	13%	5%	13%	12%	10%	20%	12%	9%	9%	13%	15%	10%	18%	10%	11%
My social life and status	11%	6%	10%	10%	10%	9%	6%	5%	12%	8%	10%	5%	9%	18%	7%	14%	11%	9%	8%	20%	8%	7%	14%	15%	8%	13%	9%	9%	15%	26%	11%
My friends	8%	10%	6%	5%	10%	6%	6%	7%	5%	13%	5%	4%	25%	5%	8%	10%	10%	13%	10%	2%	6%	11%	8%	6%	5%	11%	12%	9%	11%	10%	5%
My partner	7%	5%	5%	7%	6%	9%	6%	7%	7%	9%	8%	9%	9%	10%	9%	4%	8%	10%	8%	5%	8%	7%	17%	8%	4%	11%	10%	8%	7%	-	5%
My religious faith or spiritual life	4%	5%	2%	4%	5%	2%	2%	10%	3%	4%	3%	1%	14%	15%	6%	3%	3%	9%	8%	0%	1%	5%	4%	7%	4%	4%	2%	2%	6%	6%	6%
Social media websites and apps	3%	3%	2%	2%	4%	2%	4%	2%	3%	3%	5%	2%	2%	3%	3%	3%	3%	3%	2%	4%	0%	6%	3%	3%	6%	4%	4%	4%	5%	3%	3%

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

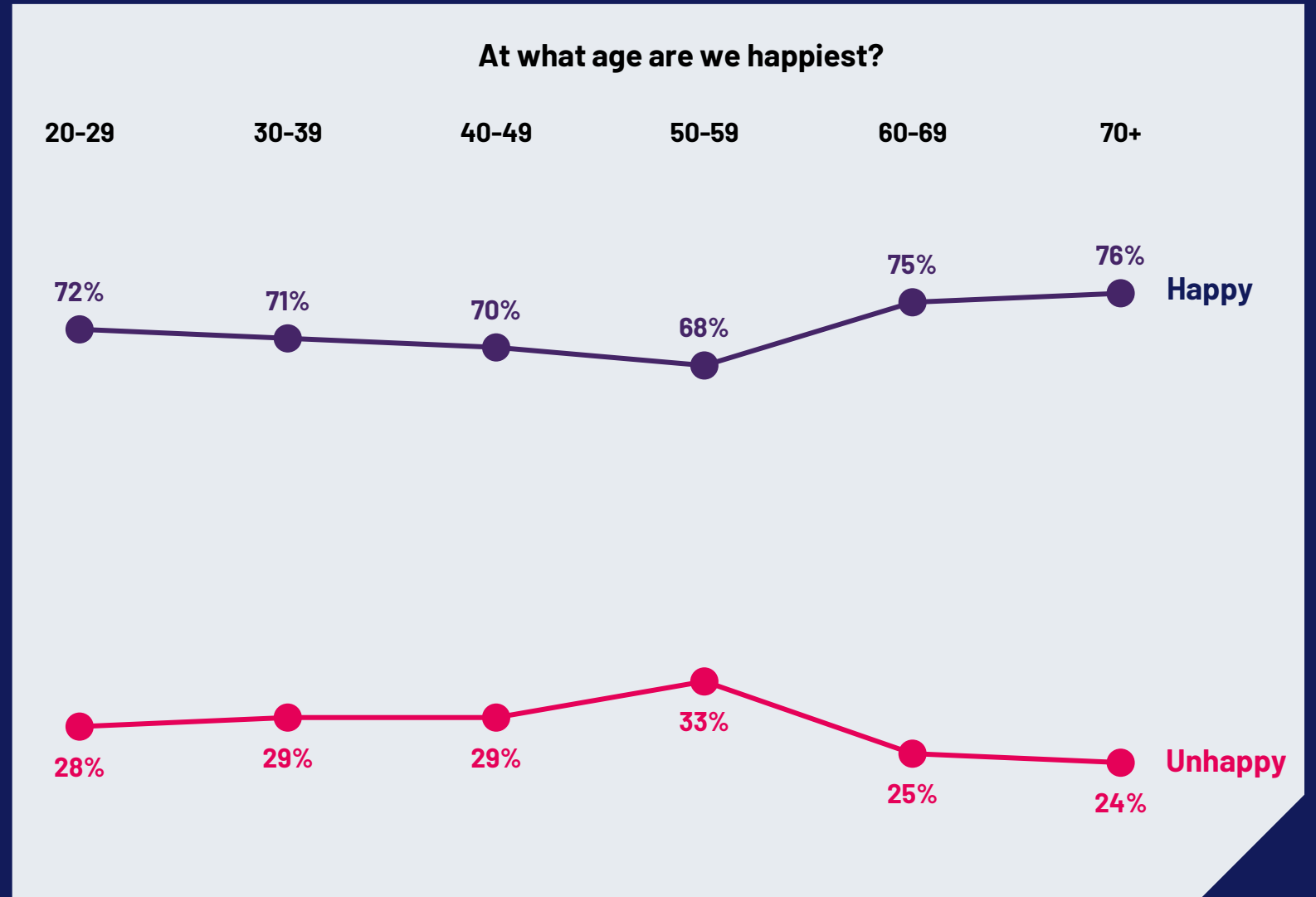
© Ipsos Happiness Index 2025

The oldest are the happiest

When it comes to happiness and age, there's good news and not-so-good news. The less good news is that we get less happy and more unhappy as we get older, with people in their 50s the least happy and most unhappy. The good news is once we get through this decade, we are happier than we have ever been.

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

30-country average



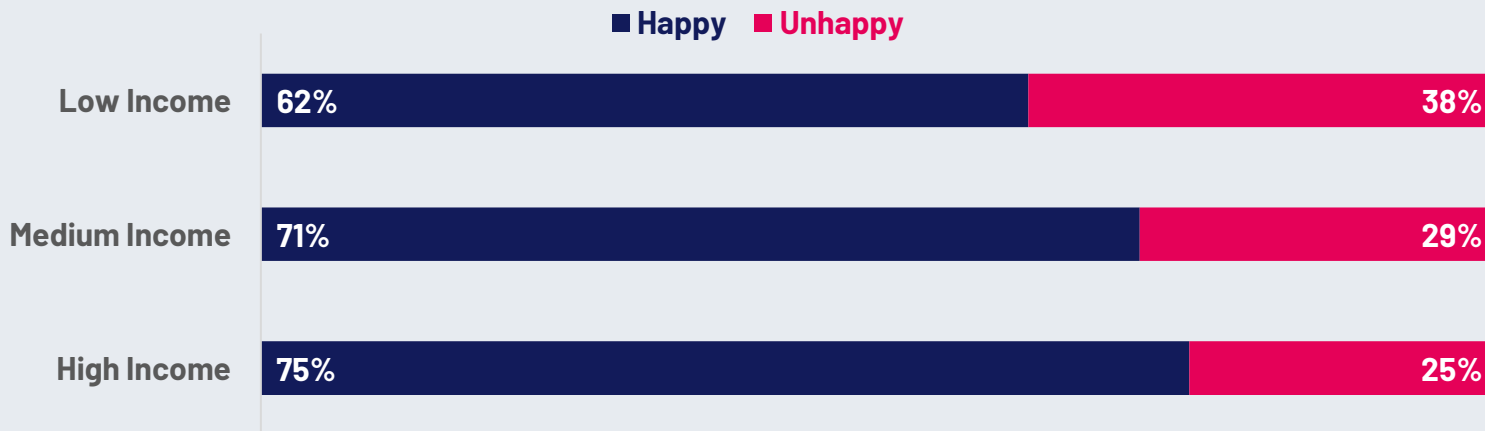
Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Does money bring happiness?

Not exactly. Family and feeling loved are more likely to make us happy, but not having enough money is the biggest cause of our unhappiness. People across all income levels choose my financial situation as the biggest driver in making them unhappy.

Those on a low income are less likely to say they are happy (62%) compared to people with a medium (71%) or high income (75%).

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all? **30-country average**



Biggest driver of happiness

Low – Feeling appreciated/loved **38%**

Medium – My family and children **36%**

High – My family and children **38%**

Biggest driver of unhappiness

Low – My financial situation **62%**

Medium – My financial situation **60%**

High – My financial situation **54%**

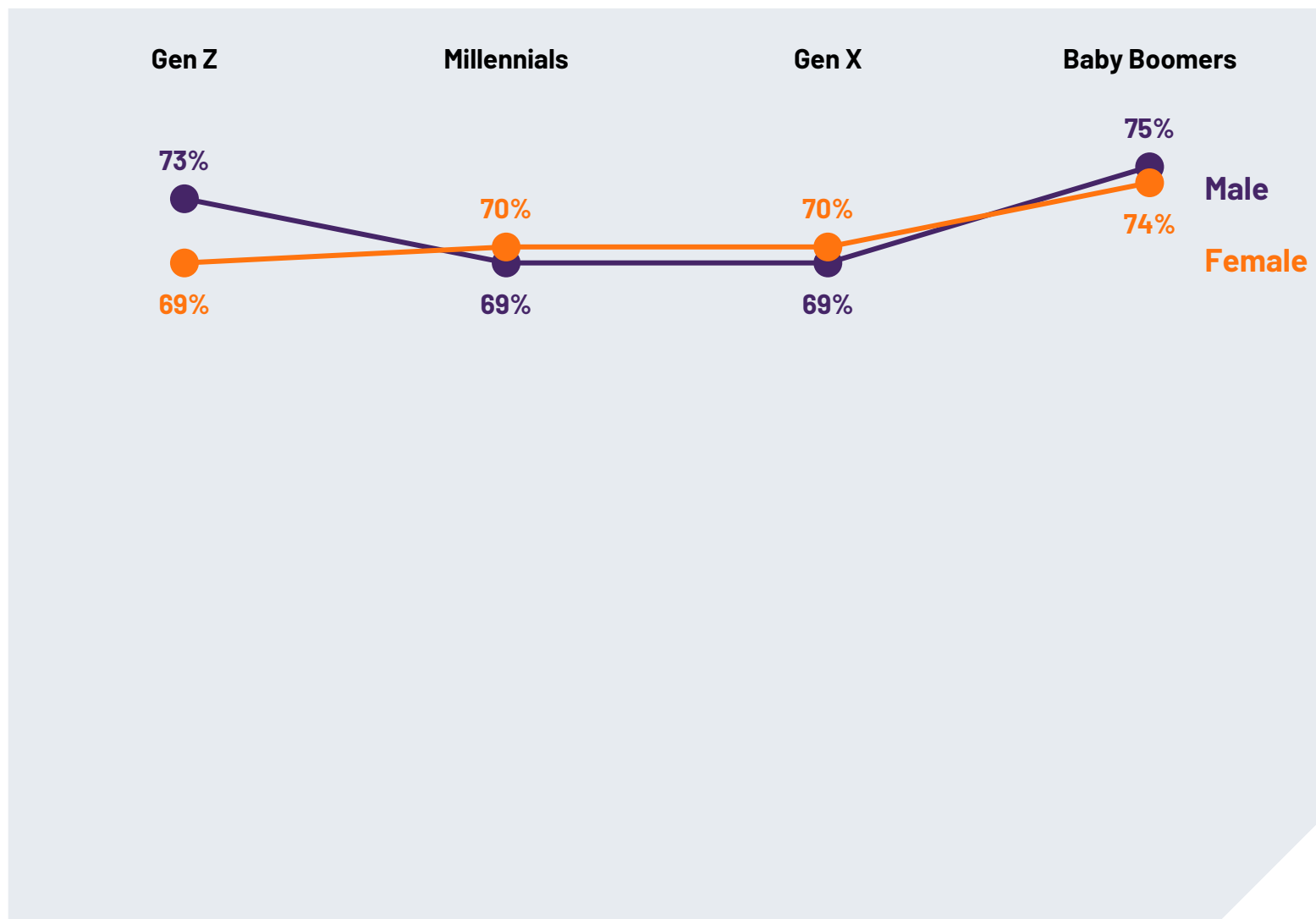
Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Gen Z men happier than Gen Z women

While the other generations included in this survey there is little difference between men and women in terms of happiness, among Gen Z there is a gap. Men in their 20s and late teens are not only happier than their female counterparts they are happier than men in their 30s, 40s, and 50s and almost as baby boomers.

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

% happy, 30-country average



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

Methodology



Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 20, 2024, and Friday, January 3, 2025. For this survey, Ipsos interviewed a total of 23,765 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, 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, France, Germany, Great Britain, Italy, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South

Korea, Sweden, Thailand, and Türkiye. 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, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye 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.

For more information

Carin Hercock

Country Manager
Ipsos New Zealand

Carin.Hercock@ipsos.com

Amanda Dudding

Executive Research Director
Ipsos New Zealand

Amanda.Dudding@ipsos.com