

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

How happy are Indonesians  
and what make Indonesians  
feel happy?

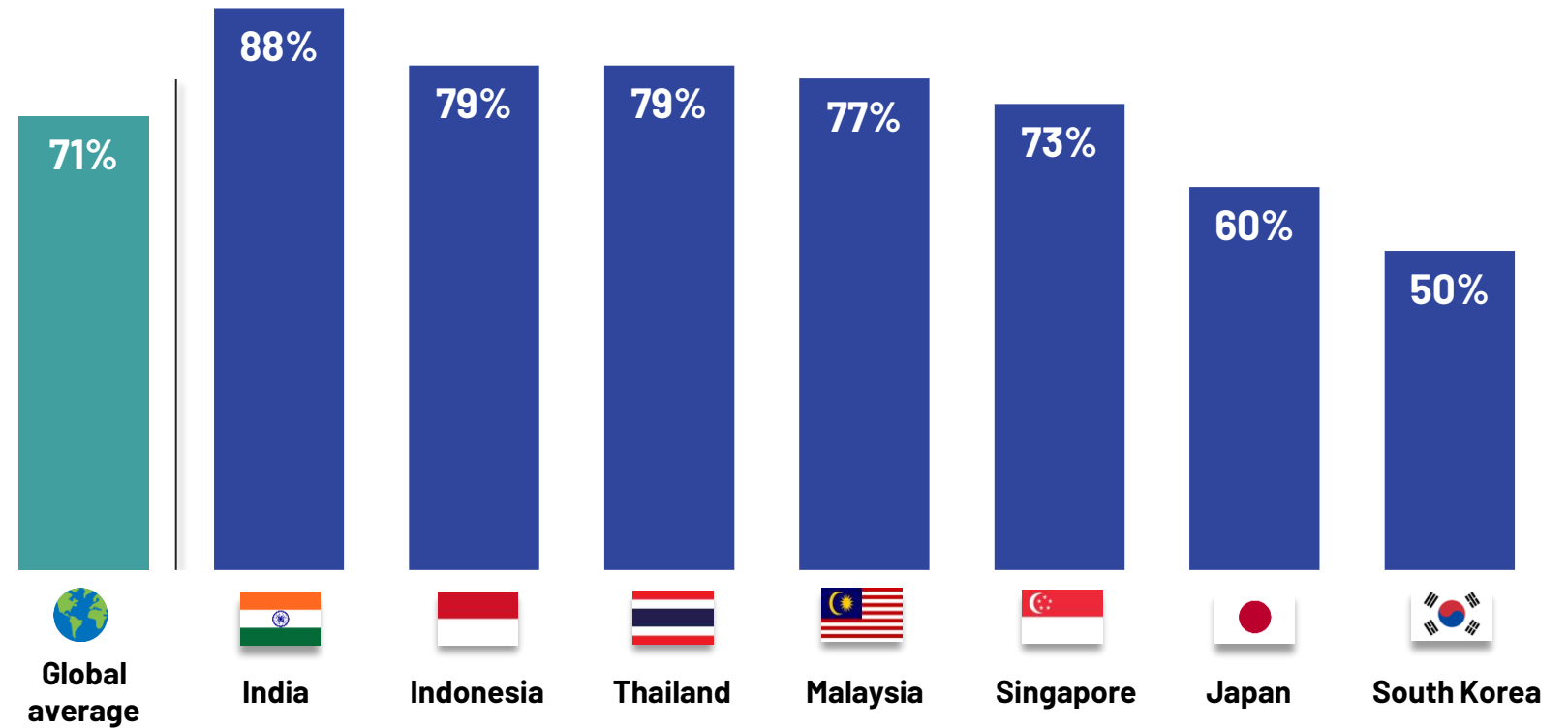
**21<sup>st</sup> March 2025**



**Indonesians 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, Thailand and Malaysia 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)**

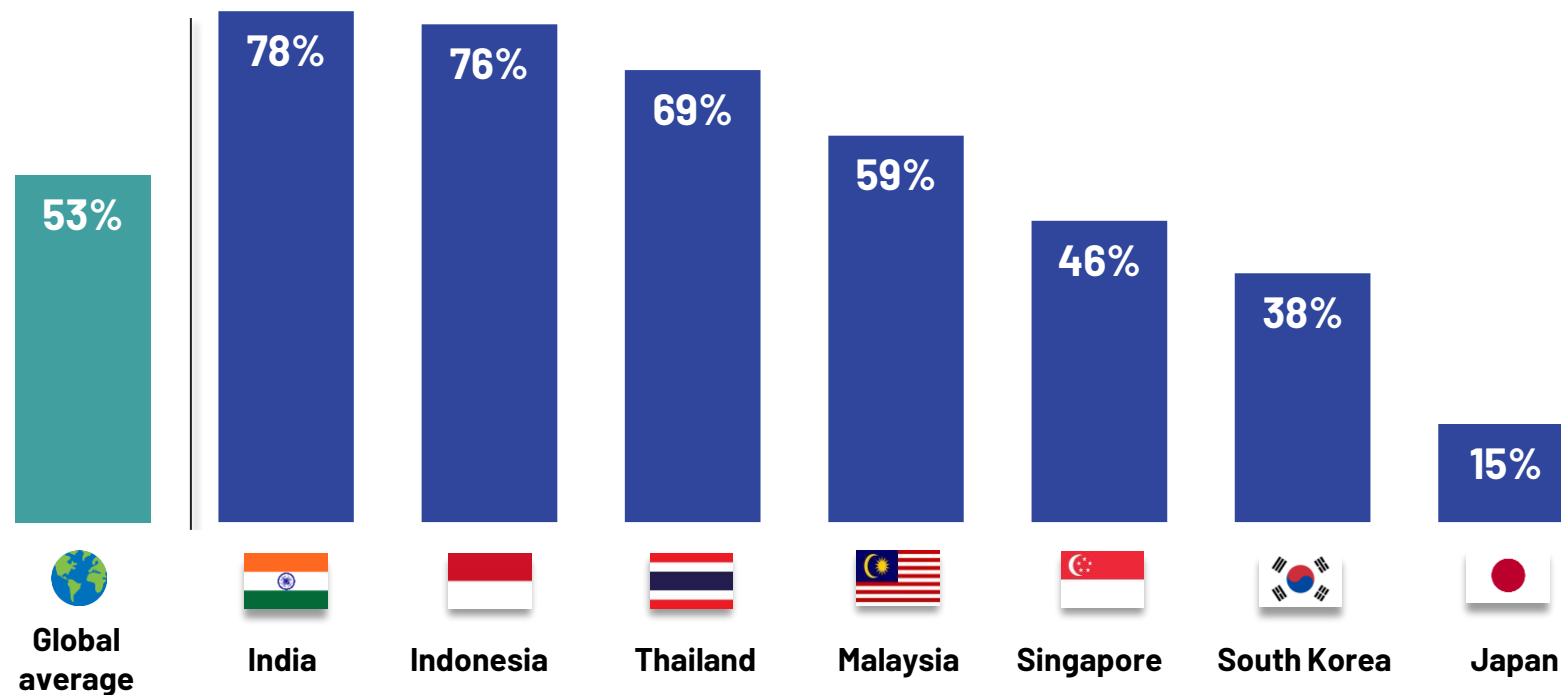


Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

**More than half of Indonesians 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)

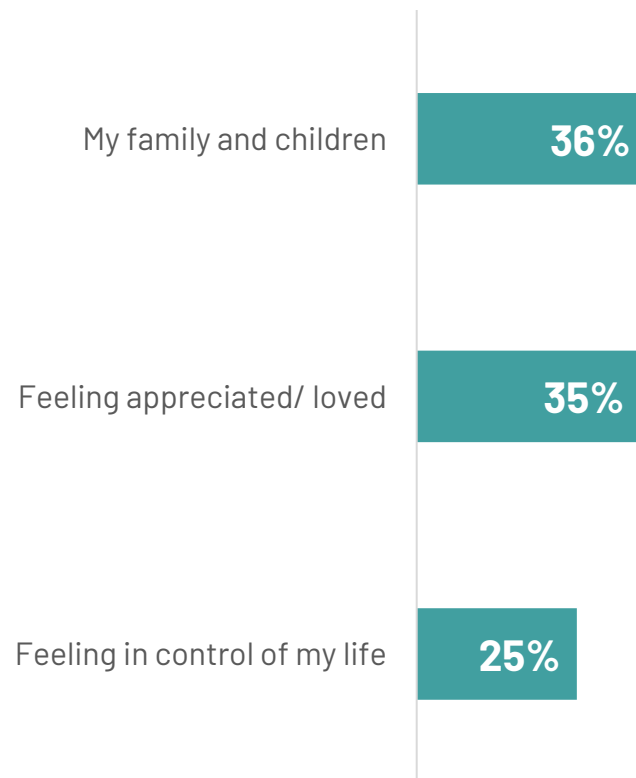


Base: 23,267 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

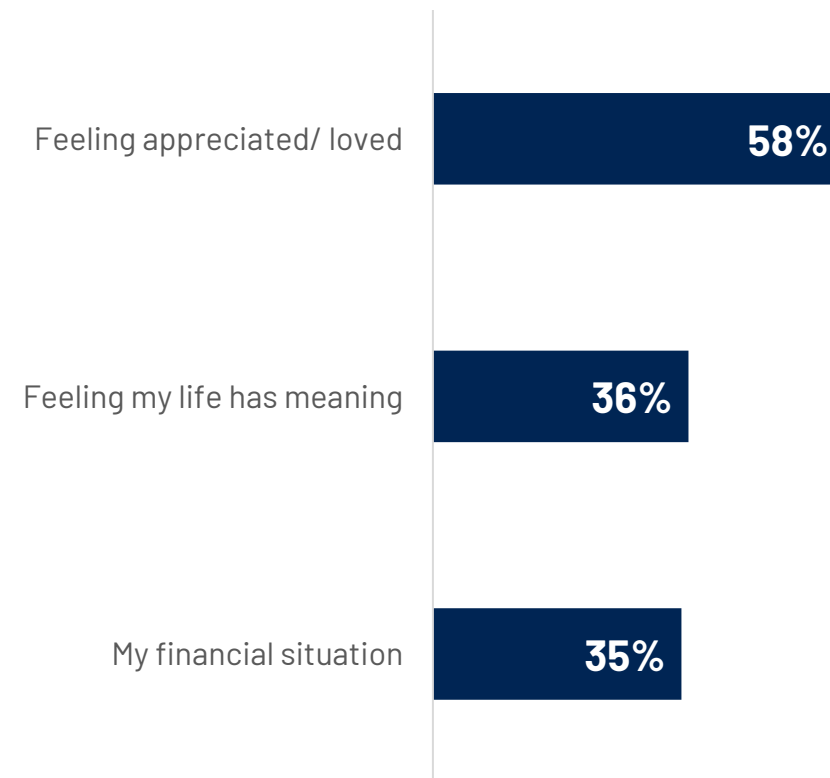
## What makes us happy? (% of Agree)



### Global Average (Top 3)



### Indonesia (Top 3)



**Feeling loved and appreciated is very important for Indonesians.**

Indonesians also find “feeling my life has meaning” to be important, reflecting a greater cultural focus on purpose and contribution.

The significance of “my financial situation” among Indonesians could suggest the economic realities where financial stability plays a crucial role in overall well-being.

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

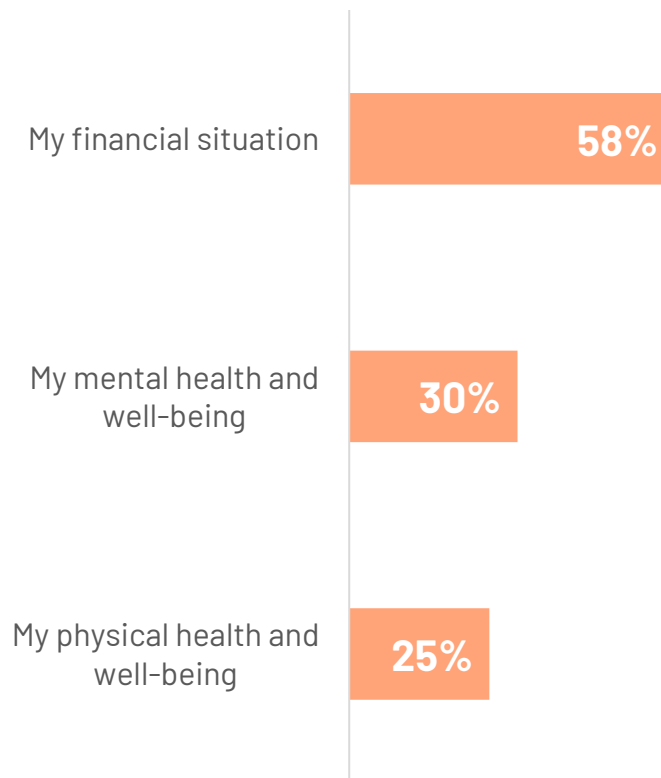
**Financial stability is a universal concern for overall well-being.**

Indonesians' focus on housing and economic situation may reflect some of the significant challenges potentially driven by socio-economic development issues in the country.

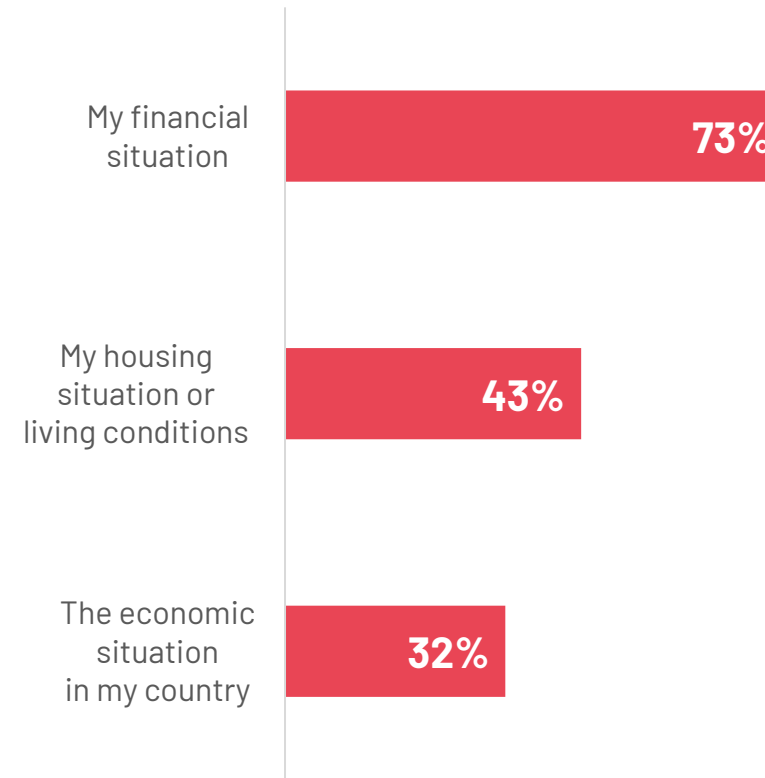
## What makes us unhappy? (% of Agree)



### Global Average (Top 3)



### Indonesia (Top 3)



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