

IPSOS HAPPINESS REPORT 2026

A 29-Country Global
Advisor Survey

March 2026



What to know

People are happier than last year

In 25 of the 29 countries surveyed people are happier than they were 12 months ago. Only three countries say they are less happy this year than in 2025. On average across 29 countries, 74% say they are happy, with 18% saying they are very happy. Twenty-seven per cent are not happy, with 5% not happy at all.

Feeling appreciated and family the biggest drivers of happiness

People who feel happy say feeling appreciated (37%) and their relationship with their family and children (36%) have the biggest impact on their happiness. While personal relationships have the biggest effect on happiness, it is external factors that drive unhappiness. My financial situation is seen the number one cause of what makes people unhappy (57%). This is the case for 28 of the 29 countries surveyed.

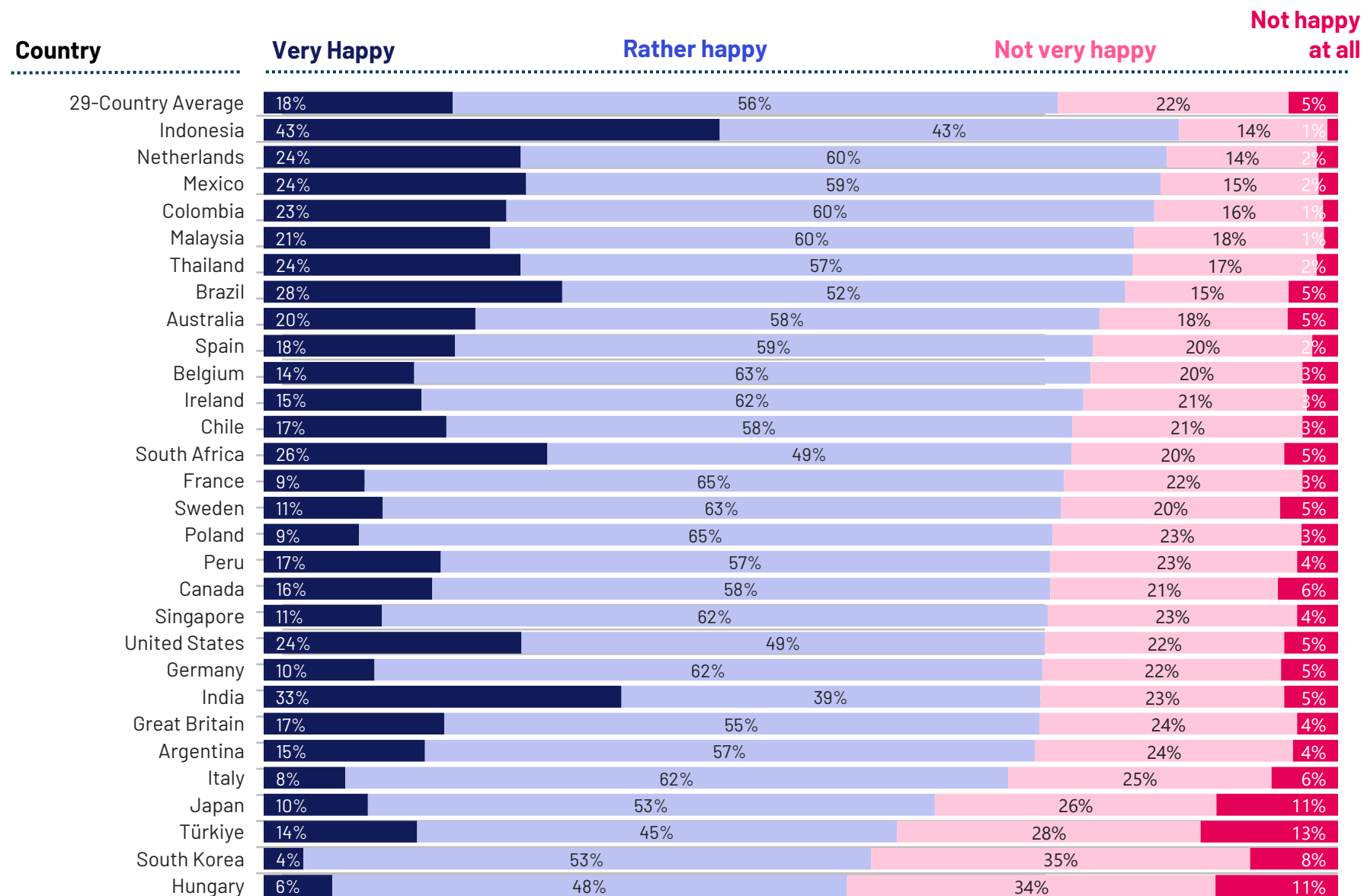
Struggling economies having less of an impact on happiness

This year people less likely to see their country's economy as a source of unhappiness than in 2025 in all but four of the surveyed countries. In our What Worries the World survey we see more people think their country's economy is stronger now than last year, suggesting that the slightly improved conditions could explain the rise in happiness this year.

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

[Click here for previous years' trends](#)

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026.



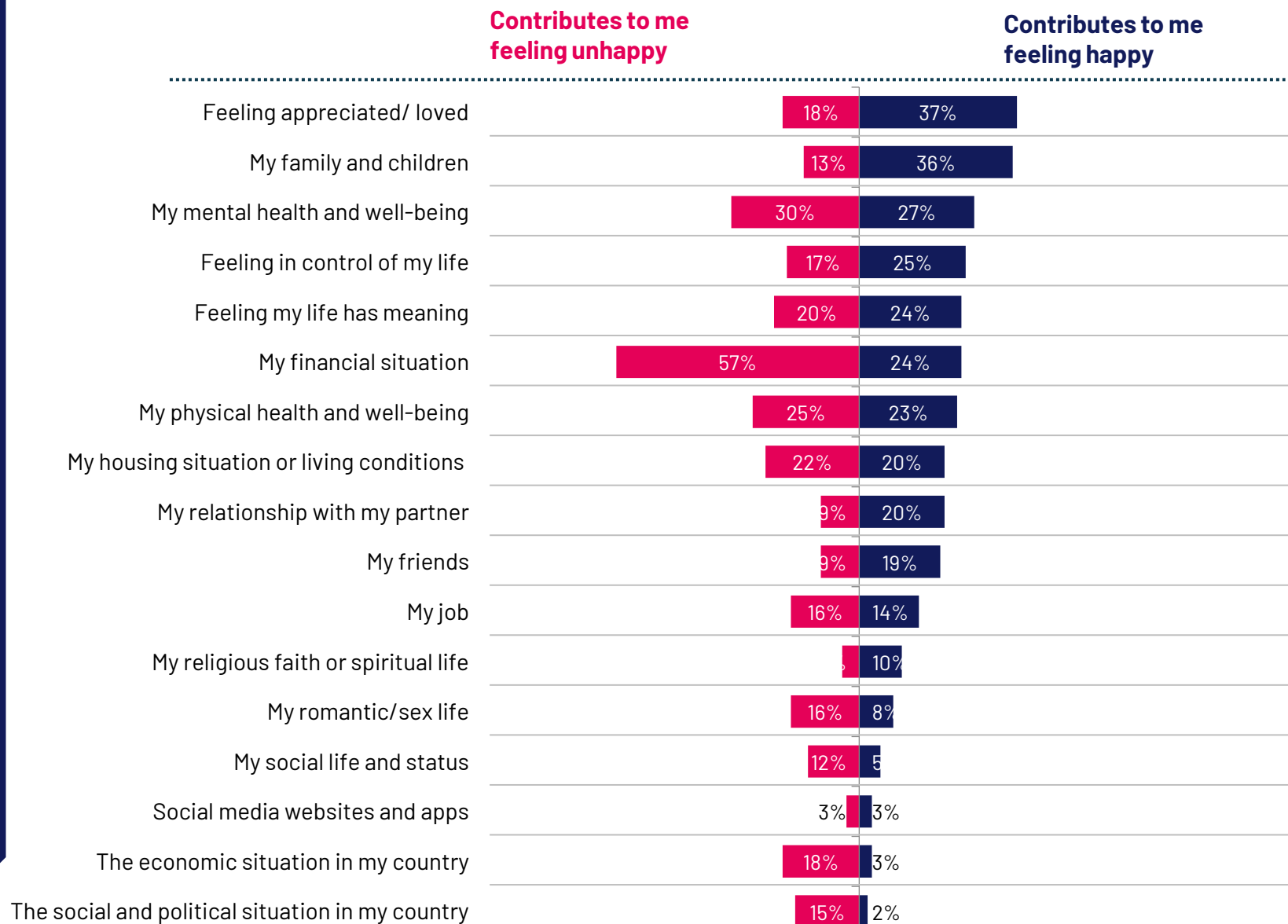
What makes us happy?

Feeling appreciated and our relationship with our families are seen as the two biggest reasons in making us 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, if you are unhappy your personal finances is the most likely cause of that unhappiness.

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

29-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.

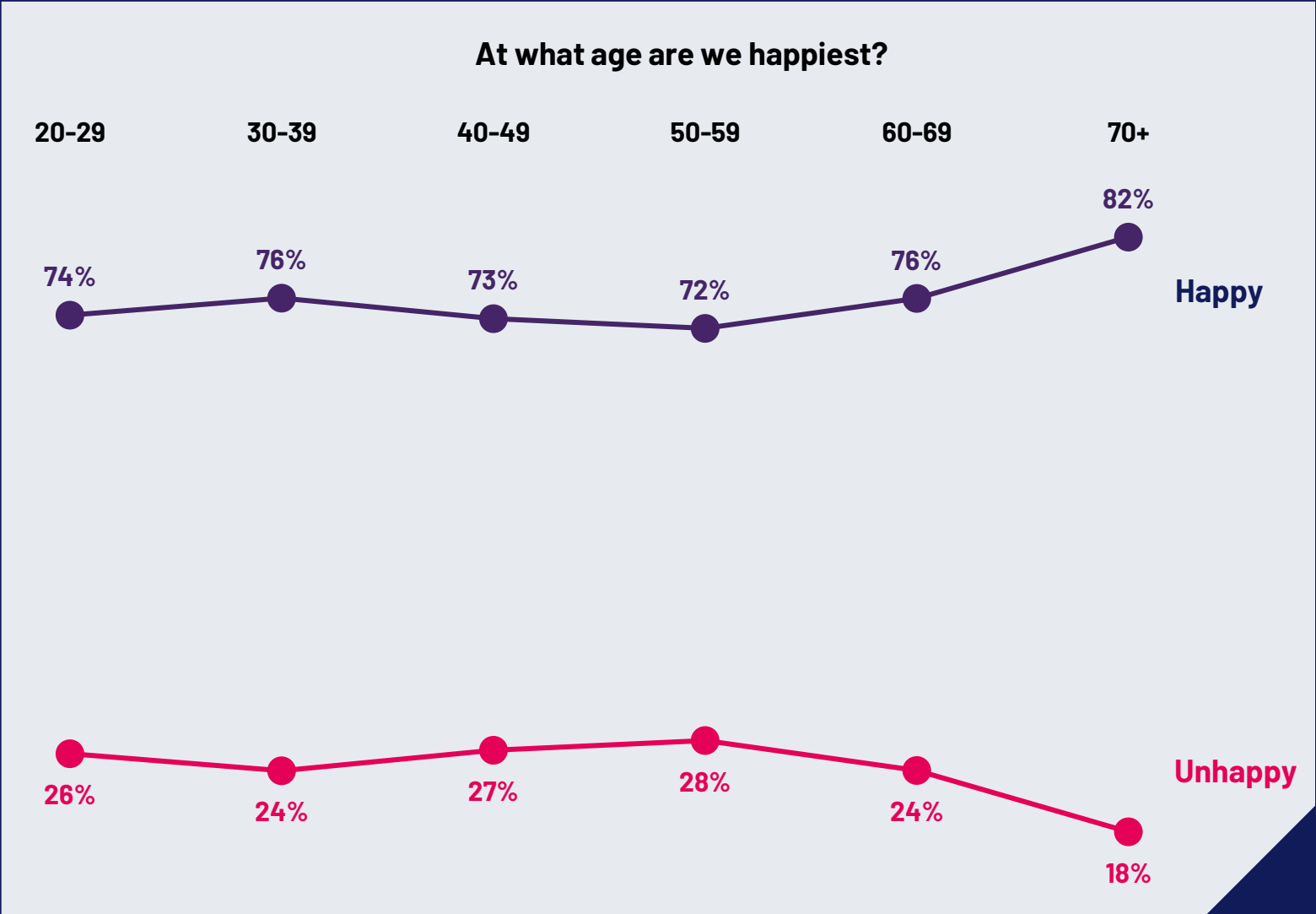
Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026.

The oldest are the happiest

Reported happiness is consistent through adulthood before rising slightly when people reach their 60s and rising further among people in their 70s.

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

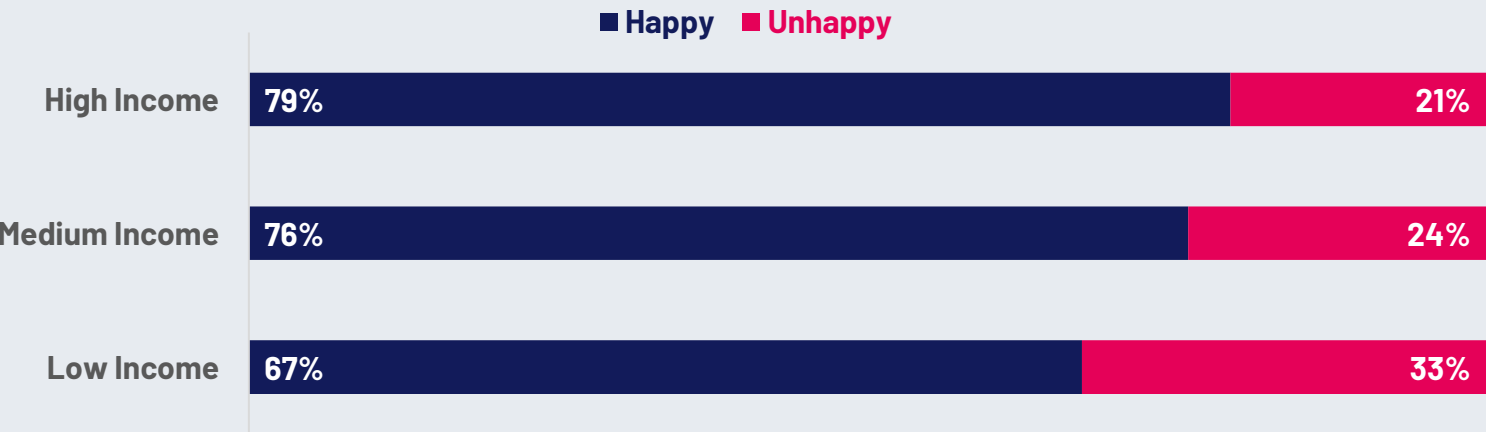
29-country average



Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026.

Does money bring happiness?

Q1: Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all? **29-country average**



Biggest driver of happiness

- Low Income** – Feeling appreciated/loved **39%**
- Medium Income** – My family and children **37%**
- High Income** – My family and children **40%**

Biggest driver of unhappiness

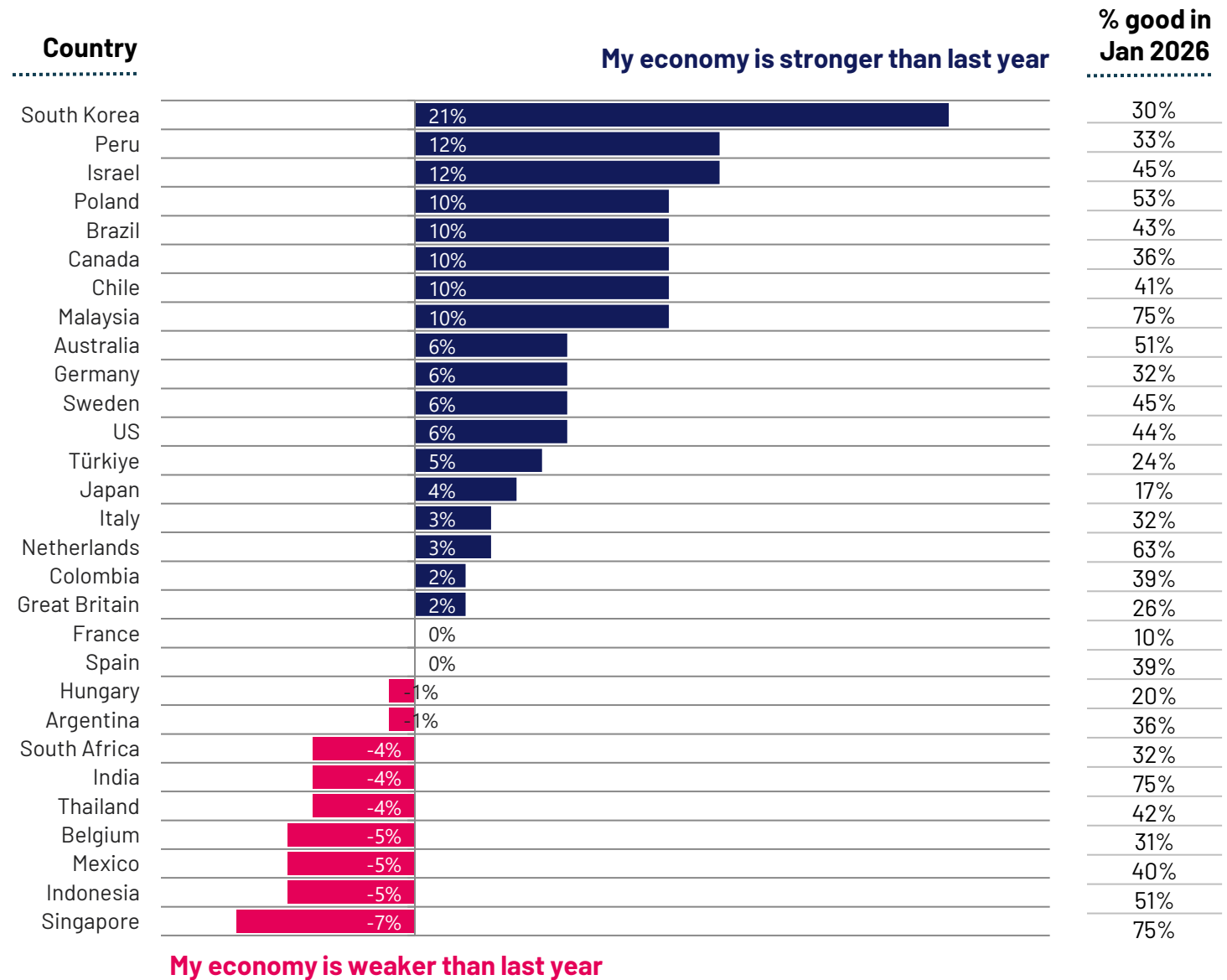
- Low Income** – My financial situation **61%**
- Medium Income** – My financial situation **57%**
- High Income** – My financial situation **54%**

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026



More people think their economy is stronger in January 2026 than last year in 18 out of 29 countries surveyed in our What Worries the World report.

Q: How would you describe the current economic situation in your country? Percentage point change since Jan 2025 in those that think their economy is good



Base: Representative sample of 25,270 adults aged 16-74 in 30 participating countries, December 24th 2025 - January 9th 5th 2026.

Appendix

Happiness through the years: 2011 - 2026

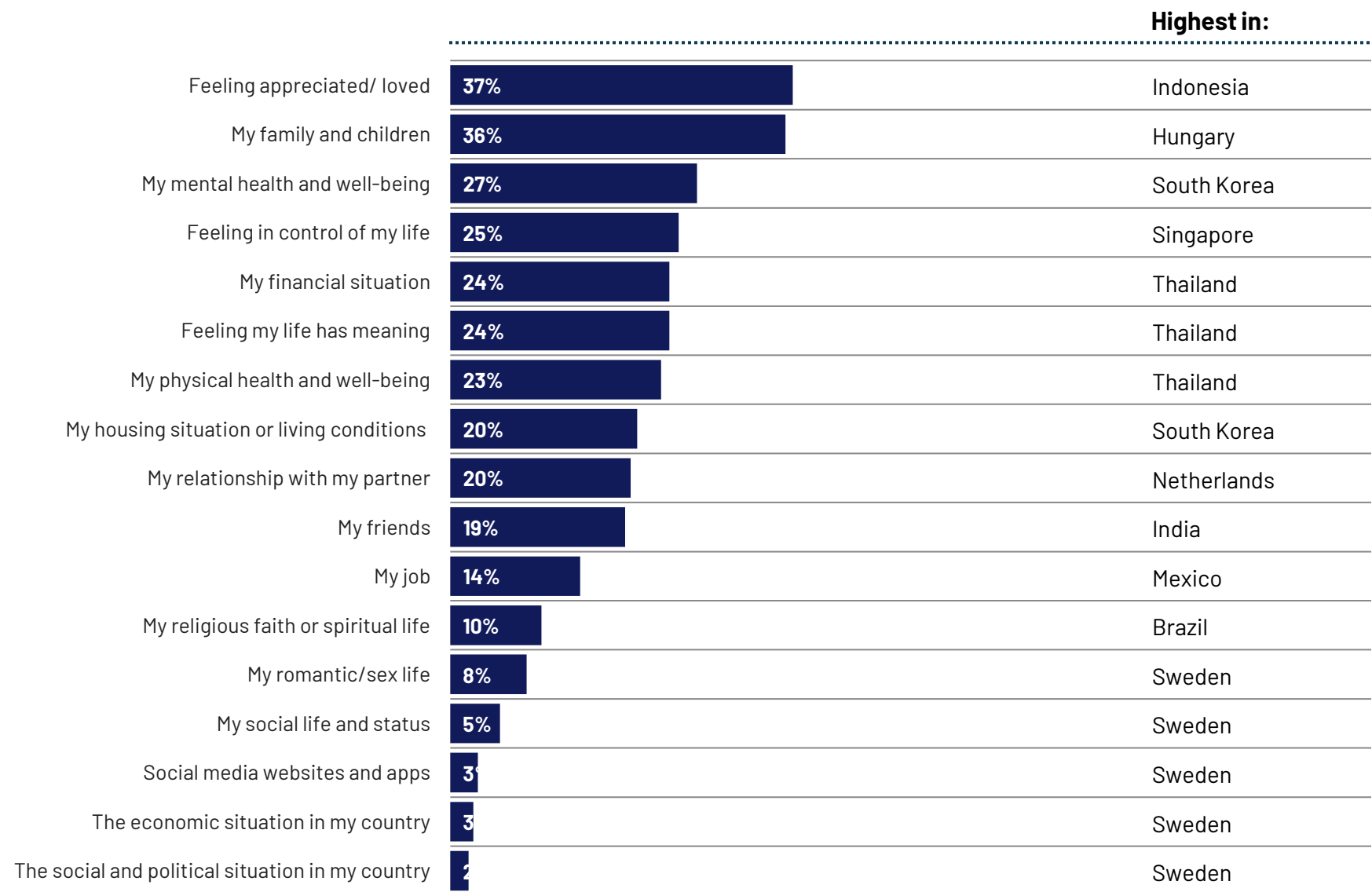
	Dec 2011	Dec 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	Jan 2024	Jan 2025	Jan 2026	1- year change	14-year change
Indonesia								79%	82%	79%	85%	+6	-
Netherlands						87%	86%	85%	85%	86%	84%	-2	-
Mexico	78%	80%	43%	67%	59%	46%	65%	81%	83%	82%	84%	+2	+6
Colombia			32%		58%		54%	80%	70%	77%	83%	+6	-
Malaysia				69%	52%	62%	65%	68%	77%	76%	81%	+5	-
Thailand								71%	79%	78%	81%	+3	-
Brazil	77%	81%	56%	73%	61%	63%	63%	83%	81%	78%	80%	+2	+3
Australia	86%	84%	72%	82%	86%	77%	85%	80%	71%	71%	78%	+7	-8
Spain	63%	57%	43%	53%	46%	38%	55%	69%	70%	72%	77%	+5	+14
Belgium	80%	80%	71%	80%	73%	71%	73%	68%	74%	72%	77%	+5	-3
Ireland									77%	74%	76%	+2	-
Chile			41%	71%	50%	35%	53%	79%	68%	74%	75%	+1	-
South Africa	79%	83%	59%	72%	59%	52%	65%	77%	69%	66%	75%	+9	-4
France	84%	81%	68%	77%	80%	78%	81%	74%	71%	73%	75%	+2	-9
Sweden	80%	87%	74%	81%	75%	74%	78%	74%	68%	73%	74%	+1	-6
Poland	75%	72%	66%	71%	71%	68%	65%	58%	72%	71%	73%	+2	-2
Peru			36%	54%	58%	32%	54%	72%	68%	65%	73%	+8	-
Canada	85%	83%	81%	81%	86%	78%	80%	74%	71%	67%	73%	+6	-12
Singapore							72%	71%	74%	73%	73%	=	-
United States	85%	83%	80%	82%	79%	70%	76%	76%	72%	69%	73%	+4	-12
Germany	76%	77%	71%	68%	78%	73%	72%	67%	65%	64%	72%	+8	-4
India	89%	87%	78%	83%	77%	66%	82%	84%	82%	88%	72%	-16	-17
Great Britain	79%	81%	71%	78%	82%	76%	83%	70%	75%	70%	72%	+2	-7
Argentina	68%	67%	48%	56%	34%	43%	48%	74%	73%	73%	72%	-1	+4
Italy	73%	68%	53%	60%	57%	62%	66%	68%	58%	65%	69%	+4	-4
Japan	70%	69%	62%	60%	52%	55%	58%	60%	57%	60%	63%	+3	-7
Türkiye	89%	83%	58%	60%	53%	59%	42%	61%	59%	49%	59%	+10	-30
South Korea	71%	62%	48%	57%	54%	54%	57%	57%	48%	50%	57%	+7	-14
Hungary	43%	52%	48%	48%	50%	45%	51%	50%	48%	45%	54%	+9	+11

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

29-country average

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026

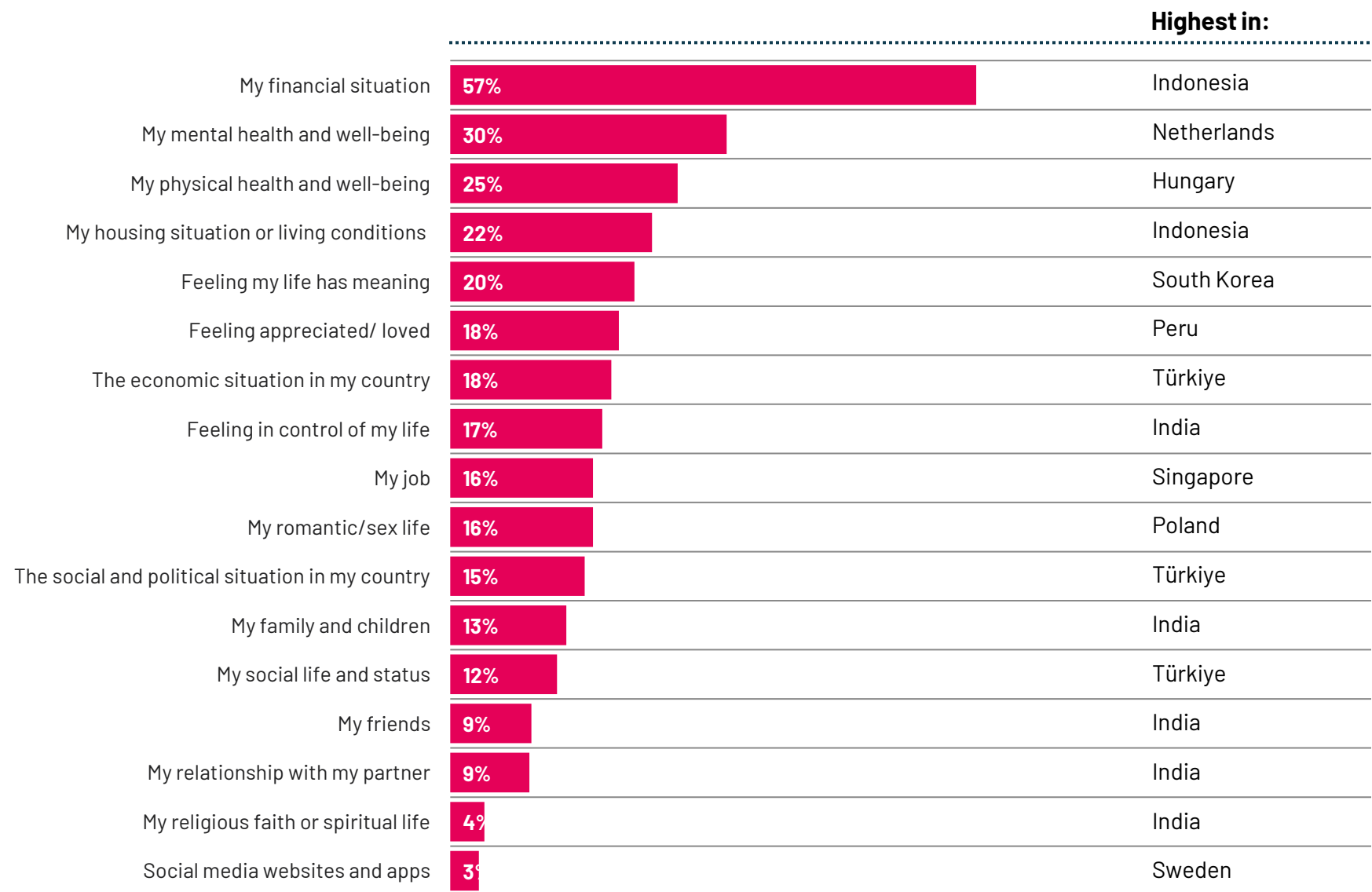


Q: Please choose the top three areas of your life that are contributing to you feeling unhappy

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

29-country average

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026

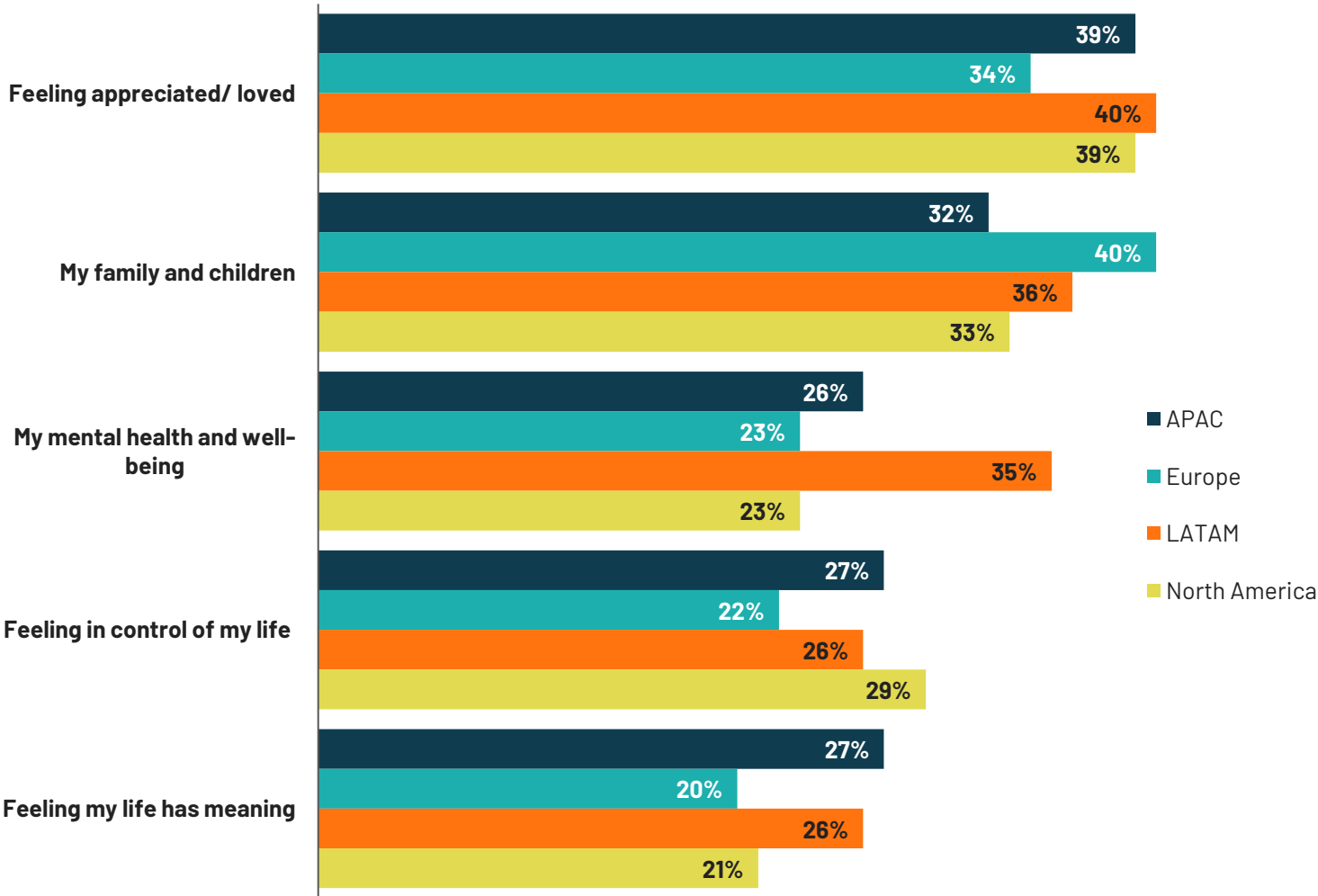


Q: Please choose the top three areas of your life that are contributing to you feeling happy

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

By region

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026



What makes us happy? By country

	AVG	ARG	AUS	BEL	BRA	CAN	CHI	COL	FRA	GER	GB	HUN	INDI	INDO	IRE	ITA	JPN	MAL	MEX	NETH	PERU	POL	SING	SA	SK	Spain	SWE	THA	TUR	US
Feeling appreciated/ loved	37%	44%	38%	31%	34%	39%	44%	39%	27%	40%	42%	48%	19%	60%	35%	28%	38%	56%	37%	35%	41%	34%	30%	51%	33%	37%	22%	24%	33%	39%
My family and children	36%	36%	32%	42%	29%	36%	42%	34%	48%	35%	41%	49%	25%	30%	39%	40%	40%	31%	38%	36%	37%	41%	30%	35%	41%	45%	22%	33%	47%	31%
My mental health and well-being	27%	35%	20%	24%	31%	23%	36%	37%	22%	23%	17%	14%	28%	24%	24%	25%	14%	26%	35%	21%	38%	23%	24%	30%	39%	33%	26%	35%	28%	23%
Feeling in control of my life	25%	26%	34%	23%	29%	30%	25%	22%	20%	26%	28%	17%	32%	22%	22%	20%	26%	19%	25%	23%	28%	27%	37%	32%	16%	16%	20%	25%	20%	29%
Feeling my life has meaning	24%	24%	26%	22%	27%	17%	27%	30%	22%	16%	19%	25%	31%	32%	24%	20%	29%	30%	22%	16%	28%	30%	25%	22%	-	18%	13%	33%	27%	25%
My financial situation	24%	16%	23%	22%	20%	24%	20%	24%	16%	25%	25%	16%	30%	33%	18%	17%	31%	29%	22%	23%	21%	20%	24%	26%	29%	19%	29%	43%	26%	17%
My physical health and well-being	23%	23%	17%	23%	20%	24%	22%	22%	24%	27%	18%	28%	25%	18%	18%	29%	15%	18%	27%	25%	22%	24%	23%	14%	31%	26%	30%	31%	27%	21%
My housing situation or living conditions	20%	10%	23%	22%	17%	20%	13%	11%	25%	26%	21%	22%	24%	24%	25%	27%	28%	25%	11%	29%	11%	27%	25%	16%	32%	11%	19%	20%	12%	19%
My relationship with my partner	20%	14%	20%	31%	17%	27%	19%	12%	26%	22%	26%	35%	13%	13%	24%	26%	23%	-	16%	35%	11%	24%	16%	14%	21%	26%	12%	14%	19%	21%
My friends	19%	26%	26%	24%	18%	23%	12%	13%	27%	24%	29%	16%	30%	4%	26%	23%	18%	12%	17%	24%	12%	15%	17%	12%	13%	27%	14%	8%	16%	27%
My job	14%	12%	14%	10%	15%	10%	12%	21%	13%	12%	13%	10%	13%	13%	15%	19%	12%	18%	21%	8%	20%	13%	11%	16%	11%	18%	20%	16%	11%	11%
My religious faith or spiritual life	10%	7%	9%	5%	22%	9%	9%	17%	7%	4%	6%	3%	9%	20%	14%	7%	4%	20%	9%	5%	15%	9%	13%	15%	7%	6%	2%	5%	8%	16%
My romantic/sex life	8%	11%	7%	9%	10%	7%	14%	11%	12%	8%	6%	7%	7%	4%	7%	9%	6%	7%	9%	7%	7%	7%	9%	9%	7%	10%	17%	3%	9%	10%
My social life and status	5%	6%	4%	8%	3%	6%	4%	3%	8%	7%	5%	3%	7%	2%	4%	7%	3%	3%	5%	10%	4%	5%	6%	4%	6%	5%	11%	4%	10%	5%
Social media websites and apps	3%	4%	4%	2%	4%	3%	1%	1%	2%	4%	3%	2%	4%	1%	4%	2%	5%	5%	3%	1%	1%	3%	3%	4%	5%	1%	7%	4%	2%	5%
The economic situation in my country	3%	4%	2%	1%	2%	1%	0%	3%	1%	2%	1%	3%	3%	1%	2%	1%	4%	2%	2%	2%	4%	1%	5%	1%	2%	1%	14%	4%	3%	3%
The social and political situation in my country	2%	3%	2%	1%	2%	1%	1%	1%	0%	2%	1%	2%	1%	0%	1%	0%	6%	1%	1%	0%	1%	1%	4%	-	1%	1%	22%	1%	3%	0%

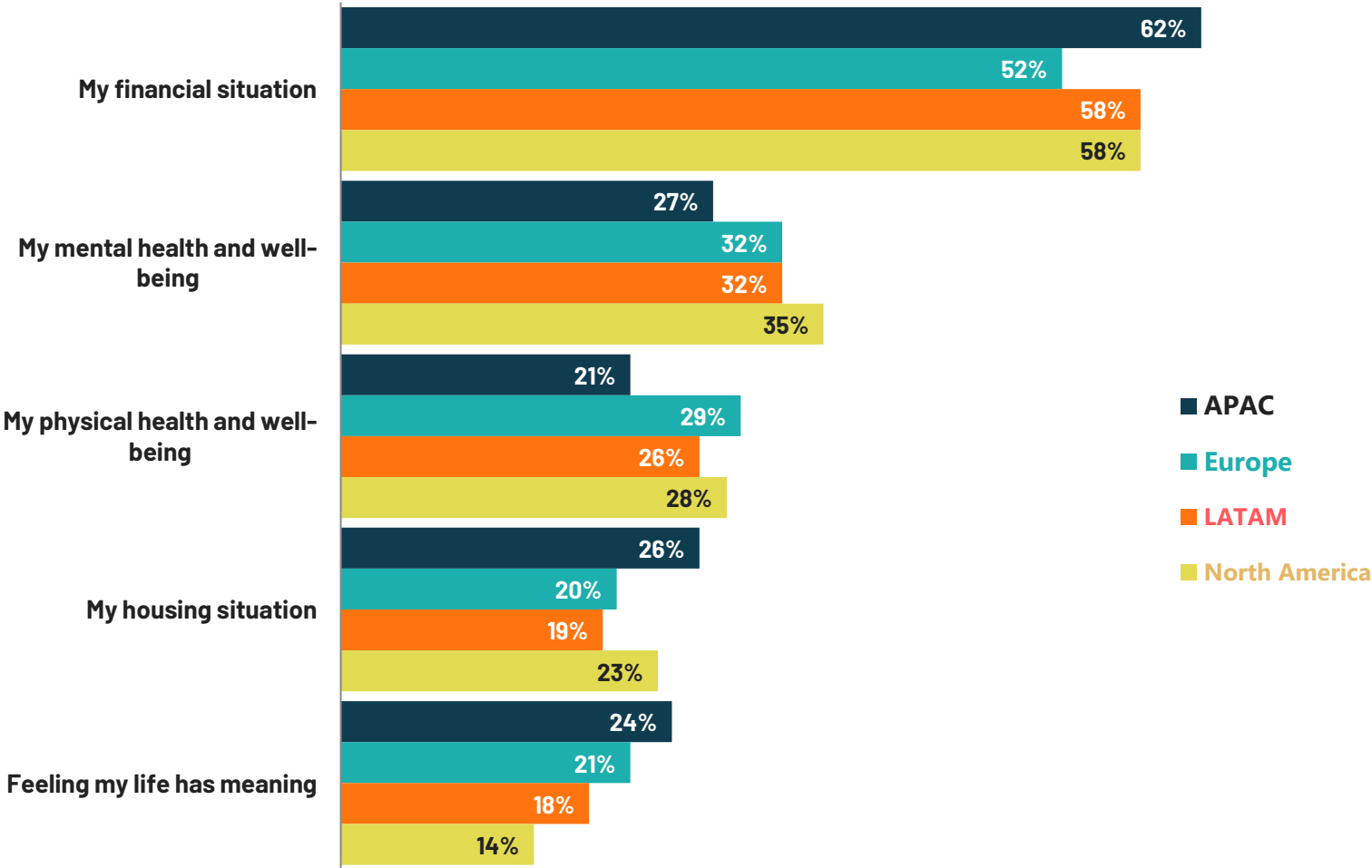
Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026

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: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026



What makes us **unhappy**? By country

	AVG	ARG	AUS	BEL	BRA	CAN	CHI	COL	FRA	GER	GB	HUN	INDI	INDO	IRE	ITA	JPN	MAL	MEX	NETH	PERU	POL	SING	SA	SK	Spain	SWE	THA	TUR	US
My financial situation	57%	57%	55%	52%	54%	53%	59%	63%	50%	57%	43%	58%	39%	81%	55%	50%	66%	63%	61%	39%	55%	51%	75%	75%	60%	47%	55%	67%	60%	62%
My mental health and well-being	30%	31%	35%	28%	37%	37%	39%	27%	28%	33%	37%	19%	27%	27%	36%	28%	27%	14%	31%	46%	26%	37%	35%	26%	22%	36%	40%	31%	21%	33%
My physical health and well-being	25%	26%	26%	30%	15%	26%	27%	26%	21%	32%	26%	36%	26%	10%	27%	25%	17%	17%	24%	30%	32%	30%	19%	13%	24%	28%	34%	21%	12%	30%
My housing situation or living conditions	22%	16%	25%	20%	27%	18%	22%	18%	15%	17%	21%	16%	23%	45%	27%	18%	20%	38%	17%	17%	18%	24%	18%	26%	29%	21%	24%	22%	22%	28%
Feeling my life has no meaning	20%	19%	20%	26%	21%	12%	18%	18%	32%	18%	26%	17%	33%	1%	18%	21%	25%	20%	15%	30%	18%	14%	13%	14%	45%	22%	10%	4%	11%	16%
Feeling appreciated/loved	18%	21%	13%	21%	26%	19%	20%	26%	13%	24%	23%	26%	12%	10%	11%	27%	15%	22%	22%	24%	31%	16%	16%	13%	13%	17%	13%	5%	15%	15%
The economic situation in my country	18%	24%	14%	14%	13%	16%	10%	22%	12%	20%	19%	19%	3%	26%	12%	10%	22%	12%	15%	5%	17%	5%	22%	33%	16%	13%	8%	37%	37%	20%
Feeling in control of my life	17%	14%	19%	19%	20%	23%	13%	18%	24%	6%	19%	12%	30%	3%	23%	19%	16%	16%	26%	27%	15%	18%	12%	19%	7%	13%	17%	16%	12%	19%
My job	16%	16%	13%	12%	13%	14%	19%	17%	13%	12%	16%	16%	10%	26%	11%	19%	17%	35%	10%	6%	12%	20%	38%	11%	12%	17%	10%	21%	12%	9%
My romantic/sex life	16%	11%	20%	21%	13%	23%	13%	10%	28%	17%	19%	15%	7%	10%	9%	19%	13%	8%	12%	18%	16%	29%	21%	15%	10%	14%	25%	2%	12%	15%
The social and political situation in my country	15%	15%	15%	15%	11%	12%	13%	9%	18%	16%	15%	23%	1%	15%	12%	14%	17%	10%	12%	12%	11%	10%	6%	16%	13%	18%	16%	19%	27%	18%
My family and children	13%	19%	14%	8%	13%	10%	10%	16%	14%	17%	9%	11%	19%	8%	14%	14%	14%	13%	14%	10%	14%	13%	5%	12%	12%	17%	12%	14%	9%	11%
My social life and status	12%	11%	11%	11%	12%	9%	8%	9%	14%	9%	10%	8%	11%	15%	11%	15%	12%	13%	9%	13%	8%	15%	8%	8%	17%	12%	11%	17%	20%	9%
My friends	9%	11%	8%	9%	10%	8%	14%	4%	4%	11%	6%	11%	28%	1%	11%	9%	7%	7%	11%	9%	18%	5%	1%	3%	5%	10%	10%	7%	10%	6%
My partner/spouse	9%	4%	8%	10%	6%	14%	9%	10%	11%	9%	7%	12%	16%	14%	13%	9%	7%	-	10%	10%	2%	10%	8%	6%	7%	10%	7%	7%	10%	6%
My religious faith or spiritual life	4%	5%	2%	2%	7%	2%	5%	5%	1%	3%	2%	1%	12%	6%	6%	2%	3%	9%	5%	5%	6%	1%	1%	6%	4%	2%	2%	4%	4%	2%
Social media websites and apps	3%	2%	3%	1%	5%	4%	2%	2%	2%	2%	4%	3%	4%	1%	4%	1%	3%	3%	7%	0%	4%	1%	2%	5%	4%	3%	7%	7%	4%	2%

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026

Methodology



Methodology

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Wednesday, December 24, 2025 and Friday, January 9, 2026. For this survey, Ipsos interviewed a total of 23,268 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, 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, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, 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, 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, Saudi Arabia, 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 29-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.

For more information

Jamie Stinson

Director, Global Advisor
Ipsos Knowledge Centre

Jamie.Stinson@ipsos.com