GIOBAL HAPPINESS 2020

What Makes People Happy in the Age of COVID-19

A 27-Country Global Advisor Survey

October 2020

For more information about this survey, go to: https://www.ipsos.com/en/global-happiness-study-2020

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Level of Happiness by Country

Global Advisor



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

Among 27 countries surveyed, happiness is most prevalent in China and the Netherlands, with about 9 in 10 in each country describing themselves as "very" or "rather" happy (93% and 87%, respectively). Saudi Arabia (80%), France and Canada (both 78%) follow.

Fewer than half of adults in Peru (32%), Chile (35%), Spain (38%), Argentina (43%), Hungary (45%), and Mexico (46%) say they are happy.

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% Very happy + rather happy



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

Just over 6 in 10 (63%) adults globally report being happy: 11% very much so and 52% rather so.

Countries with the highest proportion of adults considering themselves as *very* happy are Saudi Arabia (30%), India (22%), and the Netherlands (20%).

Those with the highest prevalence of adults saying they are *not happy at all* are Spain (13%), Argentina and Chile (each 12%).

ra	ather l							hap	nge in % opy + ra / since (
ilobal Average	63%	11%	52%			31%		6%	-1%
China	93%	13%		80%				6% 1%	6 11%
Netherlands	87%	20%		66%				12% 2%	NA
Saudi Arabia	80%	30	%	51%			12%	8%	2%
France	78%	12%		66%			20%	2%	-2%
Canada	78%	16%		62%			18%	4%	-8%
Australia	77%	18%		59%			20%	3%	-9%
Great Britain	76%	13%		64%			22%	2%	-6%
Sweden	74%	13%	63	1%			23%	3%	-1%
Germany	73%	8%	65%				24%	3%	-5%
Belgium	71%	7%	64%				25%	4%	-2%
United States	70%	12%	58%			25	5%	6%	-9%
Poland	68%	7%	60%			28	3%	4%	-3%
India	66%	22%	4	4%		30	%	4%	-11%
Brazil	63%	14%	49%			29%		8%	2%
Malaysia	62%	11%	51%			36%)	2%	10%
Italy	62%	5%	57%			31%		7%	5%
Turkey	59%	13%	46%		31	%		10%	6%
Russia	58%	5%	54%			36%		5%	11%
Japan	55%	8%	47%		36%)		9%	3%
South Korea	54%	3%	51%		40%	/ 0		7%	0%
South Africa	52%	10%	42%		38%			10%	-7%
Mexico	46%	9%	37%		45%			9%	-13%
Hungary	45%	5%	41%		44%			11%	-5%
Argentina	43%	6%	38%		45%			12%	9%
Spain	38%	4%	34%		49%			13%	-8%
Chile	35%	5%	29%	5	4%			12%	-15%
Peru	32%	9%	22%		61%			7%	-26%

Very happy
Rather happy
Not very happy
Not very happy

Not happy at all



Trended Data

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

Compared to 2019, the prevalence of happiness globally has remained nearly unchanged. It has increased by at 5 points or more in six countries, most off all China and Russia, Malaysia, and Argentina. It has decreased by 5 points or more in 12 countries, most of all Peru, Chile, Mexico, and India.

Compared to 2011, the percentage of those saying they are happy in 2020 has fallen by 14 points globally. It is down by 5 points or more in 17 in 23 surveyed both years, including Mexico, Turkey, South Africa, Argentina, Spain, and India where it is down by more than 20 points. The only country showing a significant increase since 2011 is China (+15 points).

% very happy + rather happy

	Dec-11	May-13	Mar-17	Feb-18	Jun-19	Aug-20	Change since December 2011	Change since June 2019
Global Average	77%	77%	61%	70%	64%	63%	-14%	-1%
China	78%	79%	84%	85%	82%	93%	15%	11%
Netherlands						87%		
Saudi Arabia	83%	74%	75%	76%	78%	80%	-3%	2%
Canada	85%	83%	81%	81%	86%	78%	-7%	-8%
France	84%	81%	68%	77%	80%	78%	-6%	-2%
Australia	86%	84%	72%	82%	86%	77%	-9%	-9%
Great Britain	79%	81%	71%	78%	82%	76%	-3%	-6%
Sweden	80%	87%	74%	81%	75%	74%	-6%	-1%
Germany	76%	77%	71%	68%	78%	73%	-3%	-5%
Belgium	80%	80%	71%	80%	73%	71%	-9%	-2%
United States	85%	83%	80%	82%	79%	70%	-15%	-9%
Poland	75%	72%	66%	71%	71%	68%	-7%	-3%
India	89%	87%	78%	83%	77%	66%	-23%	-11%
Brazil	77%	81%	56%	73%	61%	63%	-14%	2%
Italy	73%	68%	53%	60%	57%	62%	-11%	5%
Malaysia				69%	52%	62%		10%
Turkey	89%	83%	58%	60%	53%	59%	-30%	6%
Russia	61%	62%	56%	62%	47%	58%	-3%	11%
Japan	70%	69%	62%	60%	52%	55%	-15%	3%
South Korea	71%	62%	48%	57%	54%	54%	-17%	0%
South Africa	79%	83%	59%	72%	59%	52%	-27%	-7%
Mexico	78%	80%	43%	67%	59%	46%	-32%	-13%
Hungary	43%	52%	48%	48%	50%	45%	2%	-5%
Argentina	68%	67%	48%	56%	34%	43%	-25%	9%
Spain	63%	57%	43%	53%	46%	38%	-25%	-8%
Chile			41%	71%	50%	35%		-15%
Peru			36%	54%	58%	32%		-26%

In addition to the countries listed on the table with a percentage, the global average for the following years factored results for countries surveyed that year, but not in 2020: 2011: Indonesia; 2013: Indonesia and Norway; 2017: Colombia; 2018: Serbia; and 2019: Colombia and Serbia. See methodology section for sample sizes.

Level of Happiness Trended Data: Americas

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

Globally, the prevalence of happiness is virtually unchanged from 2019. It is about on par with the study low recorded in March 2017 – and 14 points below the highs seen in 2011 and 2013.

Only 2 countries in the Americas show gains between 2019 and 2020: Argentina (+ 9) and Brazil (+2).

At the other end of the spectrum, Peru, Chile, and Mexico each see double-digit declines vs. 2019 (-26, -15, and -13 points, respectively). Declines of nearly 10 points are seen in both Canada and the United States (-8 and -9), though adults in these countries are the happiest in the region (78% and 70%).



Level of Happiness <u>Trended Data:</u> Western

Trended Data: Western Europe

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

In nearly all of the Western European countries surveyed, the percentage of adults who consider themselves very or rather happy in 2020 is either in line with or a bit lower than 2019. For instance, Sweden, Belgium, and France are only down by 1 or 2 points. Erosion in Spain (-8), Great Britain (-6), and Germany (-5) is a bit more pronounced.

Italy is the only Western European country surveyed to buck this trend – happiness has risen by 5 points since 2019. Though at 62%, this is still 11 points below the high recorded in 2011. New this wave, the Netherlands posts very strong levels of happiness (87%) – highest in the region and in 2nd place globally.



See methodology section for sample sizes

Trended Data: Central/ Eastern Europe, Turkey

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

Mixed movement is seen in happiness levels among the Central/Eastern European countries surveyed. Poland is the most stable, with happiness down just 3 points from 2019 (to 68%). A somewhat larger decline is seen in Hungary (down 5, to 45%). Happiness in these two countries is now approaching study lows – of 43% in Hungary recorded in 2011 and of 66% seen in Poland in 2017.

By contrast, positive movement is seen in Russia – up 11 points vs. 2019, to 58% – and more in line with prior readings. Happiness among Turkish adults is up 6 points, to 59% – though this is still very far off from the happiness levels seen 7 to 9 years ago (north of 80%).



Trended Data: Asia-Pacific, Saudi Arabia, South Africa

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

Over the past year, the percentage of adults who consider themselves happy has increased considerably in both China (+11 points) and Malaysia (+10). In fact, at 93%, happiness reaches a study high in China. Happiness is slightly improved or unchanged in Japan (+3), Saudi Arabia (+2), and South Korea (no change), while erosion is seen this year in India (-11), Australia (-9), and South Africa (-7).

Over the past 7 to 9 years, happiness has receded in South Africa, India, South Korea, and Japan, while it has been fairly stable in Saudi Arabia. Happiness and ebbed and flowed in Australia since 2011.



See methodology section for sample sizes



Sources of Happiness

Key Findings by Country and Trends

Global Advisor



Sources of Happiness –	h sor	% greate appines ne happ	s +		% કુ	reatest +	ce 6/2019 % greatest happiness
Greatest Happiness	My health/physical well-being	92%	55%		37% 6% 3%	4%	0%
ereatest rappuless	My relationship with my partner/spouse	77%	49%	28%	7% 17%	2%	1%
Does or could give me	My children	69%	49%		5% 26%	2%	1%
	Feeling that my life has meaning	88%	48%	40%		3%	1%
greatest happiness, does	My living conditions (water, food, shelter) My personal safety and security	89%	45%	44%		3%	1%
or could give me some	Feeling in control of my life	89%	45%	44%		4%	0%
happiness, doesn't or	Having a meaningful job/employment	87%	43% 43%	44% 37%	8% 5% 7% 13%	3%	-1%
	Satisfaction with the direction my life is going	80% 86%	40%	46%	10% 4%	1%	0%
couldn't make me happy	Having more money	85%	40%	45%	11% 4%	2% 1%	-1% - 2%
or happier, does not	My personal financial situation	85%	39%	46%	12% 3%	2%	-2%
apply to me	My friends	86%	38%	48%	9% 5%	3%	0%
	My hobbies/interests	88%	37%	51%	8% 4%	3%	-2%
	Finding someone to be with	67%	35%	32%	9% 24%	4%	2%
Among 29 potential sources of	The amount of free time I have	83%	34%	49%	12% 6%	1%	-3%
happiness, the one people	The wellbeing of my country	82%	34%	48%	13% 5%	3%	0%
surveyed across the world most	Freedom to express my beliefs	79%	34%	45%	12% 9%	3%	0%
describe as a source of "greatest	Having a good sex life	76%	34%	42%	11% 13%	2%	0%
happiness" is their health and	Being recognized as a successful person The state of the economy	67%	28%	39%	22% 12%	3%	2%
physical well-being (55%). It is	Being forgiven for something I did	74%	27% 27%	47% 41%	21% 5% 14% 18%	1%	-1%
followed by: their relationship	My religious or spiritual well-being	68% 59%	27%	32%		5%	2%
	Forgiving someone for something	59% 69%	25%	44%	17% 14%	2%	1%
with their spouse or partner	The amount of time or money I donate to charity/help others	68%	24%	44%	17% 15%	4% 3%	1% 2%
(49%), their children (49%), and	My access to entertainment and sports	70%	23%	47%	18% 11%	1%	-1%
feeling their life has meaning	My material possessions (ie computer, fashion items, car)	70%	21%	49%	23% 6%	1%	-1% -
(48%). By contrast, time spent on	New political leadership in my country	53%	21%	32% 32	2% 14%	-3%	-1%
social media is least impactful	Moving to another country	42%	16% 26%	30%	27%	-2%	-1%
(11%).	Time spent on social media	45%	11% 34%	41%	15%	3%	0%

Some happiness Greatest happiness

Doesn't or couldn't give me happiness

Does not apply to me

Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

Sources of Greatest Happiness by Country Global Top 5

Each one of the top 5 sources of greatest happiness at the global level – my health/physical wellbeing, my relationship with my partner/spouse, my children, feeling that my life has meaning, and my living conditions – is among the top 10 sources of greatest happiness in every country, except for the following:

- My relationship with my partner/spouse: Peru
- My children: Brazil, China, Japan, Malaysia, and South Korea
- Feeling that my life has meaning: Turkey
- My living conditions (water, food, shelter): Hungary, Saudi Arabia, South Korea

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My health/physical well-being	55%	71%	43%	54%	68%	48%	66%	41%	51%	54%	41%	57%	57%	54%	39%	55%	71%	54%	77%	39%	44%	63%	69%	37%	61%	51%	65%	43%
My relationship with my partner/spouse	49%	57%	47%	46%	55%	47%	57%	39%	46%	45%	45%	52%	54%	47%	24%	47%	57%	57%	51%	41%	56%	53%	57%	33%	53%	47%	60%	50%
My children	49%	64%	42%	44%	53%	43%	60%	32%	46%	38%	41%	51%	54%	44%	22%	45%	70%	45%	65%	42%	59%	60%	60%	25%	49%	51%	63%	46%
Feeling that my life has meaning	48%	64%	38%	39%	62%	41%	66%	36%	43%	40%	32%	47%	58%	45%	23%	53%	66%	43%	70%	34%	49%	59%	67%	35%	51%	48%	51%	43%
My living conditions (water, food, shelter)*	45%	61%	39%	40%	56%	39%	59%	38%	38%	37%	34%	36%	55%	41%	26%	50%	64%	47%	61%	32%	45%	50%	57%	28%	47%	45%	60%	40%



Base: 19,516 online adults aged 16-74, 18-74, or 19-74 across 27 countries

Note, The percentages of adults rating "My living conditions" and "My personal safety and security" as giving "great" and "some" happiness are tied. However, "My living conditions" receives more mentions on "great" happiness, earning the #5 spot.

Sources of Greatest Happiness by Country Global #6-10

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Some sources of greatest happiness ranking #6-10 globally are so important in certain countries that they count in their top 3:

- My personal safety and security: Argentina, China, Mexico, Peru, Saudi Arabia
- Feeling in control of my life: South Africa, Turkey
- Having a meaningful job/employment: Brazil, Chile, India, Italy, Peru
- Having more money: Chile, France, South Korea

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
My personal safety and security	45%	64%	34%	35%	59%	35%	61%	42%	35%	35%	29%	43%	52%	35%	21%	48%	67%	34%	69%	32%	39%	63%	63%	28%	46%	43%	53%	40%
Feeling in control of my life	43%	51%	37%	36%	60%	41%	60%	34%	33%	34%	31%	41%	46%	46%	25%	41%	54%	41%	60%	29%	41%	47%	67%	20%	48%	36%	65%	41%
Having a meaningful job/employment	43%	58%	24%	34%	61%	28%	62%	33%	37%	28%	22%	44%	56%	48%	14%	49%	66%	36%	69%	27%	43%	49%	65%	35%	44%	33%	52%	31%
Satisfaction with the direction my life is going	40%	57%	33%	29%	50%	32%	53%	37%	35%	35%	27%	36%	48%	30%	18%	45%	58%	34%	64%	30%	34%	51%	56%	30%	42%	29%	50%	35%
Having more money	40%	46%	30%	36%	56%	38%	47%	39%	46%	28%	25%	44%	45%	43%	23%	49%	49%	22%	50%	34%	32%	53%	58%	40%	39%	29%	49%	32%



Sources of Greatest Happiness by Country Global #11-20

Sources of greatest happiness ranking #11-20 globally, but are so important in certain countries that they count in their top 5 are:

- My personal financial situation: France, Hungary, Russia, South Korea
- My friends: Australia, Belgium, Great Britain
- My hobbies/interests: Japan
- Finding someone to be with: Germany, Japan, Russia

- The amount of free time I have: Japan
- The wellbeing of my country: Argentina
- Being recognized as a successful person: Turkey
- The state of the economy: South Korea

	ll Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	ireat Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	letherlands	Peru	Poland	Russia	audi Arabia	outh Africa	outh Korea	Spain	Sweden	Turkey	nited States
	A	44.0/	2001	2 401		2.001	5404	2201		2004	9		400/		250/	2004	F 40(2	5404	070/	450/	S	S	S	2004	070/	2.00/	
My personal financial situation	39%	41%	28%	34%	55%	36%	51%	33%	44%	30%	24%	44%	40%	41%	25%	39%	54%	27%	51%	27%	45%	51%	53%	38%	38%	37%	38%	30%
My friends	38%	59%	39%	40%	53%	37%	46%	30%	40%	34%	35%	32%	49%	36%	16%	35%	41%	41%	46%	27%	34%	48%	37%	22%	41%	41%	46%	31%
My hobbies/interests	37%	47%	32%	34%	51%	31%	49%	34%	34%	31%	30%	37%	45%	34%	27%	41%	41%	34%	44%	29%	37%	51%	45%	29%	29%	27%	51%	32%
Finding someone to be with	35%	34%	28%	39%	34%	29%	36%	36%	33%	39%	28%	25%	41%	26%	26%	36%	41%	38%	40%	26%	56%	44%	41%	29%	36%	36%	49%	28%
The amount of free time I have	34%	39%	26%	31%	47%	31%	43%	32%	37%	30%	24%	36%	35%	38%	32%	38%	39%	33%	38%	23%	34%	37%	36%	32%	36%	27%	35%	23%
The wellbeing of my country	34%	61%	25%	16%	55%	22%	46%	32%	23%	17%	16%	26%	49%	34%	22%	47%	53%	16%	58%	16%	34%	56%	52%	13%	36%	15%	53%	28%
Freedom to express my beliefs	34%	44%	25%	31%	47%	27%	43%	34%	28%	22%	20%	25%	48%	35%	15%	46%	41%	37%	50%	21%	28%	44%	53%	18%	32%	26%	59%	32%
Having a good sex life	34%	45%	24%	31%	49%	28%	47%	30%	36%	23%	21%	38%	35%	34%	17%	31%	43%	27%	41%	24%	41%	-	43%	21%	39%	29%	50%	31%
Being recognized as a successful person	28%	35%	14%	17%	39%	16%	35%	30%	21%	12%	13%	26%	53%	19%	8%	40%	43%	17%	53%	14%	15%	42%	42%	28%	24%	10%	65%	16%
The state of the economy	27%	38%	16%	14%	43%	14%	34%	37%	18%	14%	9%	20%	34%	30%	14%	29%	43%	9%	40%	13%	31%	47%	34%	36%	29%	21%	37%	15%



Sources of Greatest Happiness by Country Global #21-29

Only one source of greatest happiness ranking #21-29 globally is among the top 5 sources in any country: My religious/spiritual well-being in Malaysia and Saudi Arabia. This is cited by more than 50% in these countries, as well as in Brazil and South Africa.

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Being forgiven for something I did	27%	30%	18%	16%	45%	19%	33%	26%	16%	19%	13%	18%	38%	22%	10%	45%	39%	18%	50%	13%	20%	52%	48%	13%	26%	17%	46%	22%
My religious or spiritual well-being	27%	27%	17%	14%	58%	16%	32%	25%	18%	11%	10%	11%	44%	18%	11%	54%	32%	14%	46%	18%	15%	70%	55%	13%	14%	11%	42%	31%
Forgiving someone for something	25%	26%	15%	13%	45%	15%	27%	29%	13%	15%	12%	18%	43%	19%	5%	46%	36%	20%	42%	17%	18%	41%	44%	12%	21%	11%	52%	19%
The amount of time or money I donate to charity/help others	24%	31%	10%	13%	43%	10%	31%	27%	14%	10%	7%	17%	39%	18%	6%	44%	30%	14%	44%	14%	15%	57%	36%	11%	16%	9%	57%	13%
My access to entertainment and sports	23%	34%	17%	16%	38%	14%	38%	28%	22%	15%	13%	15%	37%	16%	20%	28%	35%	15%	34%	13%	13%	48%	25%	10%	24%	12%	43%	12%
My material possessions (ie computer, fashion items, car)	21%	22%	11%	15%	33%	10%	22%	34%	21%	13%	9%	18%	34%	16%	12%	42%	18%	12%	22%	16%	26%	50%	22%	22%	17%	10%	42%	10%
New political leadership in my country	21%	27%	13%	17%	39%	15%	32%	-	17%	15%	15%	27%	23%	17%	6%	27%	25%	9%	30%	18%	14%	-	37%	8%	17%	17%	34%	26%
Moving to another country	16%	27%	7%	16%	28%	6%	27%	20%	15%	9%	8%	11%	23%	16%	4%	14%	26%	10%	27%	15%	16%	34%	21%	8%	7%	8%	28%	8%
Time spent on social media	11%	8%	5%	5%	17%	5%	12%	27%	9%	7%	3%	4%	23%	7%	5%	23%	11%	5%	10%	8%	6%	28%	12%	8%	9%	3%	29%	4%



Sources of Greatest Happiness by Country: Change from 2019 to 2020

% in 2020 minus % in 2019	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Being forgiven for something I did	2%	6%	-3%	-3%	6%	-1%	1%	9%	-1%	-3%	-2%	-8%	5%	6%	3%	10%	5%	NA	10%	-2%	-1%	11%	6%	1%	4%	1%	11%	-2%
Being recognized as a successful person	2%	8%	-3%	-1%	1%	-3%	3%	3%	3%	-1%	0%	-4%	7%	1%	1%	13%	0%	NA	5%	-4%	0%	6%	3%	5%	1%	-2%	11%	-2%
The amount of time or money I donate	2%	2%	-4%	0%	6%	-2%	5%	2%	0%	2%	-2%	1%	7%	2%	2%	16%	-1%	NA	7%	4%	2%	14%	5%	3%	-2%	-5%	18%	-6%
Finding someone to be with	2%	5%	-2%	6%	2%	1%	3%	0%	3%	0%	-1%	1%	1%	3%	5%	8%	2%	NA	5%	-7%	3%	6%	3%	0%	8%	7%	5%	-5%
Feeling that my life has meaning	1%	4%	-1%	4%	3%	-1%	6%	-1%	4%	2%	-4%	1%	9%	6%	1%	12%	6%	NA	11%	-10%	2%	7%	-2%	-3%	9%	3%	-9%	0%
Forgiving someone for something	1%	1%	-3%	0%	4%	-3%	-4%	8%	-3%	-3%	-1%	-6%	3%	4%	1%	13%	2%	NA	6%	0%	0%	1%	3%	1%	2%	-2%	15%	-4%
My children	1%	1%	-1%	1%	1%	6%	4%	-8%	-2%	1%	3%	0%	9%	4%	3%	10%	6%	NA	3%	-8%	3%	8%	1%	-8%	-2%	7%	3%	3%
My living conditions (water, food, shelter)*	1%	3%	-3%	3%	-1%	1%	0%	0%	-4%	0%	-5%	-1%	9%	3%	2%	11%	6%	NA	8%	-2%	1%	1%	3%	2%	8%	3%	7%	-3%
My relationship with my partner/spouse	1%	-1%	-2%	0%	5%	2%	2%	-5%	3%	-3%	-1%	1%	1%	5%	2%	10%	-2%	NA	-2%	1%	1%	8%	0%	0%	5%	4%	3%	2%
My religious or spiritual well-being	1%	2%	-1%	4%	1%	-3%	6%	7%	2%	0%	-5%	-2%	7%	2%	3%	10%	-1%	NA	6%	3%	-1%	15%	-1%	-2%	0%	-1%	-6%	1%
Freedom to express my beliefs	0%	9%	-7%	-2%	4%	-3%	2%	8%	-1%	-1%	-5%	0%	0%	3%	0%	13%	0%	NA	6%	-5%	-1%	4%	6%	-2%	1%	-11%	5%	-4%
Having a good sex life	0%	5%	-5%	-3%	0%	-2%	3%	-3%	-1%	1%	-3%	-3%	-1%	2%	4%	7%	0%	NA	2%	-5%	1%	NA	5%	0%	2%	0%	3%	-1%
Having a meaningful job/employment	0%	-2%	-9%	0%	-1%	-1%	9%	-11%	-3%	-1%	-6%	3%	9%	9%	-1%	5%	5%	NA	8%	-8%	0%	6%	4%	-1%	0%	-3%	-7%	-3%
My friends	0%	3%	-1%	4%	4%	-4%	0%	6%	-1%	-2%	-3%	-8%	5%	5%	2%	9%	-5%	NA	6%	-3%	-4%	10%	1%	-1%	0%	5%	-4%	-6%
My health/physical well-being	0%	5%	-4%	3%	3%	-4%	0%	-8%	-1%	4%	-5%	-3%	7%	4%	0%	10%	0%	NA	5%	-8%	-2%	9%	2%	-3%	3%	-4%	1%	-2%
My material possessions	0%	-3%	-3%	0%	-2%	-4%	1%	3%	2%	0%	-3%	1%	3%	0%	1%	12%	-9%	NA	-8%	1%	1%	12%	-2%	3%	-1%	-4%	7%	-7%
My personal safety and security	0%	3%	-6%	-4%	2%	-1%	5%	2%	1%	-1%	-4%	1%	4%	1%	3%	3%	3%	NA	8%	-5%	-4%	11%	-1%	-2%	1%	4%	0%	-1%
The wellbeing of my country	0%	0%	2%	-2%	0%	2%	2%	7%	-2%	-1%	-1%	2%	5%	4%	2%	13%	-1%	NA	2%	-1%	-3%	12%	2%	1%	6%	-11%	-4%	-1%
Time spent on social media	0%	-2%	-3%	-1%	-2%	0%	2%	9%	1%	-1%	-2%	-1%	1%	1%	1%	10%	-4%	NA	-2%	1%	3%	3%	2%	1%	0%	-6%	2%	-5%
Satisfaction with the direction my life is going	-1%	2%	-3%	-1%	-1%	-6%	0%	1%	-1%	4%	-6%	-5%	3%	1%	3%	10%	1%	NA	10%	0%	-8%	4%	2%	-1%	0%	0%	-1%	-5%
My access to entertainment and sports	-1%	-3%	-2%	-4%	5%	0%	-1%	7%	-3%	0%	-1%	-6%	8%	1%	1%	9%	-2%	NA	-1%	-7%	2%	15%	-1%	-3%	-3%	-3%	1%	-5%
Feeling in control of my life	-1%	-3%	-7%	-1%	3%	-2%	6%	-2%	-1%	3%	-9%	-3%	1%	5%	3%	6%	-2%	NA	10%	-11%	-3%	3%	1%	0%	2%	-1%	7%	-3%
Moving to another country	-1%	4%	-2%	0%	-1%	-1%	8%	9%	1%	-3%	-3%	4%	-2%	1%	2%	0%	1%	NA	0%	5%	-1%	8%	-6%	0%	-1%	-4%	-4%	-3%
New political leadership in my country	-1%	-5%	0%	2%	-1%	4%	2%	NA	-1%	2%	1%	1%	-4%	0%	3%	12%	-1%	NA	-8%	3%	1%	NA	3%	-4%	-1%	-2%	-6%	1%
The state of the economy	-1%	-4%	1%	0%	-9%	-1%	3%	0%	-4%	0%	-3%	-1%	3%	3%	1%	2%	2%	NA	0%	-2%	-3%	13%	-1%	0%	-2%	-5%	-3%	-7%
Having more money	-2%	-2%	-10%	-2%	-1%	-1%	-4%	-5%	1%	-1%	-9%	6%	0%	1%	1%	9%	-1%	NA	-3%	-2%	-2%	6%	1%	3%	-3%	0%	-5%	-6%
My hobbies/interests	-2%	-1%	-6%	-3%	3%	-4%	0%	-2%	0%	-3%	-4%	0%	1%	-1%	3%	6%	-9%	NA	-3%	1%	-4%	8%	-1%	-1%	-3%	-4%	3%	-5%
My personal financial situation	-3%	-8%	-10%	-4%	-2%	-1%	-2%	-6%	-2%	-3%	-10%	5%	0%	-1%	0%	2%	3%	NA	-4%	-14%	-2%	11%	0%	4%	-4%	5%	-8%	-7%
The amount of free time I have	-3%	-3%	-5%	-6%	-2%	-3%	-5%	-4%	0%	-2%	-7%	3%	-1%	0%	1%	5%	-6%	NA	-5%	-8%	-4%	3%	-3%	-4%	-4%	-3%	-2%	-9%

Ipsos

Sources of Happiness – Any Happiness (Greatest or Some)

Trends (Global Total)

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

Nearly all of the sources of happiness post at least a slight uptick since 2019, with receiving forgiveness seeing the most change since last year (+5 points). Moving to another country and having freedom to express beliefs show the greatest movement vs. 2011 (+6 and +5).

Ipsos

% greatest happiness + some happiness

	Dec-11	Mar-17	Feb-18	Jun-19	Aug-20	Change since December 2011	Change since June 2019
My health/physical well-being	90 %	89%	89%	88%	92 %	2%	4%
My living conditions (water, food, shelter)	85%	87%	86%	86%	89%	4%	3%
My personal safety and security	86%	86%	86%	85%	89%	3%	4%
Feeling that my life has meaning	86%	86%	86%	85%	88%	2%	3%
My hobbies/interests	84%	84%	85%	85%	88%	4%	3%
Feeling in control of my life	84%	85%	85%	84%	87%	3%	3%
Satisfaction with the direction my life is going	86%	86%	85%	84%	86%	0%	2%
My friends	85%	84%	84%	83%	86%	1%	3%
Having more money	85%	84%	84%	84%	85%	0%	1%
My personal financial situation	86%	86%	84%	83%	85%	-1%	2%
The amount of free time I have	79%	82%	81%	82%	83%	4%	1%
The well-being of my country	82%	82%	81%	79%	82%	0%	3%
Having a meaningful job/employment	81%	82%	82%	79%	80%	-1%	1%
Freedom to express my beliefs	74%	77%	78%	76%	79 %	5%	3%
My relationship with my partner/spouse	78%	78%	78%	75%	77%	-1%	2%
Having a good sex life	77%	76%	76%	74%	76%	-1%	2%
The state of the economy	77%	77%	75%	73%	74%	-3%	1%
My access to entertainment or sports	67%	71%	70%	69%	70%	3%	1%
My material possessions	70%	68%	70%	69%	70%	0%	1%
Forgiving someone for something	66%	67%	70%	65%	69 %	3%	4%
My children	69%	68%	70%	67%	69 %	0%	2%
Being forgiven for something I did	64%	64%	68%	63%	68%	4%	5%
The amount of time or money I donate to charity/help others	65%	66%	67%	65%	68%	3%	3%
Being recognized as a successful person	68%	67%	67 %	64%	67%	-1%	3%
Finding someone to be with	63%	63%	69 %	63%	67%	4%	4%
My religious or spiritual well-being	56%	59%	62%	57%	59%	3%	2%
New political leadership in my country				56%	53%		-3%
Time spent on social media				42%	45%		3%
Moving to another country	36%	45%	44%	44%	42%	6%	-2%

See methodology section for sample sizes



Sources of Happiness

Detailed Findings

Global Advisor



Q14. My health/physical well-being

-	reatest	t + some										
	piness											
Global Average	92%			55%					37%		6%	3%
Peru	95%				77%					18%	3	<mark>%2</mark> %
Mexico	96%				71%					25%	4	<mark>1%1%</mark>
Argentina	94%				71%					23%	5	<mark>% 1%</mark>
South Africa	95%			6	9%					26%	4	<mark>!%1%</mark>
Brazil	92%			68	8%				24	%	6%	2%
Chile	93%			669	%				279	%	5%	2%
Turkey	91%			65%	%				26%	/ D	5%	3%
Saudi Arabia	85%			63%					22%		11%	3%
Spain	93%			61%					32%		5%	2%
Hungary	93%			57%					36%		4%	3%
India	88%			57%					31%		10%	2%
Malaysia	91%			55%					36%		9%	<mark>1%</mark>
Netherlands	94%		5	54%					40%		5%	<mark>2%</mark>
Belgium	92%			54%					38%		5%	3%
Germany	90%			54%					36%		6%	4%
Italy	88%			54%					34%		9%	2%
Sweden	94%		51	%					43%		49	<mark>6 2</mark> %
France	88%		51	%				379	%	6	<mark>% 7</mark>	%
Canada	92%		48%					44	%		6%	3%
Russia	91%		44%					47%			7%	2%
Australia	93%		43%					50%			6%	2%
United States	92%		43%					49%	0		5%	2%
China	95%		41%					54%	,)			<mark>5% %</mark>
Great Britain	91%		41%					50%			7%	2%
Poland	89%		39%					50%			9%	2%
Japan	83%		39%				4	4%		10%	89	6
South Korea	84%		37%					47%		1	.2%	3%
	0%	10%	20%	30%	40%	509	% 6	0% 70	0% 80	90%)%	100%
	Grea	atest happiness	Some ha	ppiness	Doesn'	t or could	n't give me	happiness	Does no	ot apply to m	ne	



Q2. My relationship with my partner/spouse:

% greatest

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

-	reates piness	t + some							
hap	piness								
Global Average	77%	499	%			28%	75	%	17%
Turkey	82%		60%			2	22%	12%	6%
Netherlands	79%		57%			22%		4%	17%
Chile	78%		57%			21%		7%	16%
Mexico	78%		57%			21%		6%	15%
South Africa	78%		57%			21%	4	<mark>%</mark>	18%
Argentina	77%		57%			20%	5%	6	18%
Russia	88%		56%				32%		5% 7%
Brazil	77%		55%			22%	7	7%	16%
India	82%		54%			28%		7%	11%
Saudi Arabia	80%		53%			27%		9%	11%
Spain	79%		53%			26%		5%	16%
Hungary	80%		52%			28%		7%	13%
Peru	74%	5	1%			23%	8%		17%
United States	75%	50)%			25%	5%	20)%
Italy	78%	47%				31%		9%	13%
Malaysia	75%	47%			2	8%	8%		17%
Canada	72%	47%	0		25	5%	5%	229	6
Australia	71%	47%			24%	/ 0	5%	24%	
Sweden	71%	47%			24%	/ 0	4%	25%	
Belgium	73%	46%			279	%	6%	21	%
France	71%	46%			25%		7%	229	%
Germany	75%	45%			30)%	7%		18%
Great Britain	70%	45%			25%		5%	25%	
Poland	77%	41%			36%	/ 0		9%	14%
China	89%	39%				50%			6% 5%
South Korea	74%	33%			41%		11	%	15%
Japan	64%	24%		40%		10%	6	26%	
	0%	i 10% 20%	30%	40% 5	0% 60	0% 70)% 80)% 9()%
		ireatest happiness Some	happiness	Doesn't or cou	ldn't give me l	nappiness	Does not	apply to me	



Q3. My children

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

-	reates piness	t + some									
	piness										
Global Average	69%			49%			20%	%	5%	26%	
Mexico	77%				70%				7% 49	% 1	9%
Peru	74%				65%			99	% 3%	23%	
Argentina	72%				64%			8%	3%	25%	
Turkey	79%			(53%			1	16%	6%	15%
Saudi Arabia	78%			60	%			189	%	6%	16%
Chile	72%			60	%			12%	5%	24%	
South Africa	70%			60	%			10%	4%	26%	
Russia	82%			599	%			2	3%	6%	12%
India	77%			54%				23%		7%	16%
Brazil	69%			53%			1	L6%	6%	25%	
Sweden	66%			51%			15%	6 <mark>2%</mark>		32%	
Hungary	66%			51%			15%	5%		29%	
Spain	68%			49%			199	%	5%	26%	
France	65%			46%			19%	6%		28%	
United States	63%			46%			17%	3%		33%	
Malaysia	73%			45%			28%	,)	7%	21	%
Netherlands	61%			45%			16%	4%		35%	
Italy	64%		4	4%			20%	8%		29%	
Belgium	63%			44%			19%	3%		33%	
Canada	61%		4	3%			18%	3%		36%	
Poland	70%		42	2%			28%		8%	229	6
Australia	63%		42	2%			21%	4%		33%	
Great Britain	57%		41	%		16%	6 3%		4	0%	
Germany	58%		38%			20%		7%		35%	
China	86%		32%				549	6		79	6 7%
South Korea	63%	2	25%			38%		13	%	24%	
Japan	54%	22	%		32%		9%			37%	
	0%	6 10%	209	% 30	% 40	% 50	60%	0% 70)% 8	30% 90	100%
	Grea	atest happine	ss So	me happine	ss Doe	sn't or could	dn't give me	happiness	Does r	not apply to m	e



Q12. Feeling that my life has meaning

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	reatest opiness opiness	+ some									
Global Average	88%		48%				4(0%		7%	5%
Peru	90%			-	70%			2	20%	4%	5%
South Africa	96%			679	%				29%		3%1%
Mexico	93%			66%	6			27	'%	49	<mark>%</mark> 3%
Chile	91%			66%	0			25%		5%	5%
Argentina	90%			64%				26%		5%	5%
Brazil	88%			62%				26%		6%	6%
Saudi Arabia	91%			59%				32%		6%	3%
India	92%			58%				34%		69	<mark>% 2%</mark>
Malaysia	90%		5	3%				37%		7%	<mark>6 2%</mark>
Turkey	88%		51	%				37%		10%	2%
Spain	88%		51	%				37%		7%	5%
Russia	92%		49%	/ 0				43%		5%	<mark>6 3</mark> %
Sweden	89%		48%				4	1%		8%	3%
Hungary	89%		47%				42	%		8%	4%
Italy	85%		45%				40%		9	%	5%
Netherlands	91%		43%				48	3%		5%	3%
United States	88%		43%				45%			7%	5%
France	84%		43%				41%		6%	119	%
Canada	88%		41%				47%			8%	4%
Germany	84%		40%				44%		7%	8	3%
Belgium	84%		39%				45%		7%	9	%
Australia	89%		38%				51%			7%	4%
China	91%	3	6%				55%			89	<mark>% 1%</mark>
South Korea	83%	35	5%				48%		13	%	4%
Poland	86%	34	%				52%			11%	3%
Great Britain	87%	32%					55%			%	6%
Japan	79%	23%				56%			11%	10	%
	0%	10%	20%	30%	40%	50%	60%	70% 80	0% 90)%	100%
	Grea	test happiness	Some ha	ppiness	Doesn'	t or couldn't	give me happines	s 📕 Does n	ot apply to m	ie	



Q7. My living conditions (water, food, shelter)

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

	greates											
	opiness opiness	+ some										
Global Average	· ·	,	45%					44%			7%	4%
Mexico	96%			64%					32%			4%1%
Peru	94%			61%					33%			3%2%
Argentina	93%			61%					32%			4%
Turkey	90%			60%					30%		9%	
Chile	96%			59%					37%			3%1%
South Africa	89%			57%					32%		7%	4%
Brazil	89%			56%					33%		5%	6%
India	89%		5	55%					34%		8%	3%
Malaysia	90%		50%	0				40)%		9%	<mark>% 1%</mark>
Saudi Arabia	85%		50%	6				35%		1	0%	4%
Netherlands	94%		47%					47	%		49	% 3%
Spain	90%		47%					43%			7%	3%
Russia	93%		45%					48	%		4	<mark>4% 2%</mark>
Sweden	90%		45%					45%			5%	5%
Italy	86%		41%					45%		9	%	5%
Belgium	89%		40%					49%			6%	4%
United States	88%		40%					48%			7%	5%
Australia	87%		39%					48%		3	3%	5%
Canada	86%		39%					47%		89	6	6%
China	93%		38%					55%				7% %
France	80%		38%				42%	6		10%	10	%
Germany	84%		37%				4	7%		9%		7%
Hungary	88%		36%					52%			8%	4%
Great Britain	86%		4%				52			89		6%
Poland	89%	32	%				57	'%			9%	3%
South Korea	88%	28%					60%				10%	3%
Japan	83%	26%					57%			8%	5	8%
	0%	10%	20%	30%	40%	50%	60	0% 70	80%	% 90	%	100%
	Grea	atest happiness	Some hap	opiness	Doesn't o	or couldn	't give me	happiness	Does not	t apply to m	е	



Q24. My personal safety and security

	reatest	t + some									
	piness										
Global Average	89%		45%				44%			8%	3%
Peru	93%			69	9%			2	24%	6	<mark>% 1%</mark>
Mexico	93%			67%	%			20	5%	6	<mark>% 1%</mark>
Argentina	94%			64%				309	%	5	<mark>5% 1%</mark>
South Africa	92%			63%				29%		6%	2%
Saudi Arabia	92%			63%				29%		4%	5%
Chile	91%			61%				30%		7%	3%
Brazil	89%			59%				30%		7%	4%
Turkey	87%		5	3%			34	%		11%	3%
India	89%		5	2%				37%		9%	1%
Malaysia	89%		48%	,)			41%	/ D		10%	1%
Spain	90%		46%				44%			7%	3%
Sweden	90%		43%				47%			8%	2%
Hungary	90%		43%				47%			8%	2%
China	95%		42%				53%			5	5% 1 <mark>%</mark>
United States	90%		40%				50%			7%	3%
Russia	89%		39%				50%			8%	3%
Canada	88%		35%				53%			9%	3%
Belgium	88%		35%				53%			7%	5%
Italy	87%		35%				52%			11%	3%
Germany	83%		35%				48%		1	1%	6%
France	79%		35%			44	%		9%	12%	
Netherlands	90%		34%				56%			7%	2%
Australia	87%		34%				53%			10%	3%
Poland	90%	3	32%				58%			7%	3%
Great Britain	88%	299	%			5	9%			9%	4%
South Korea	82%	289	%			54%				14%	3%
Japan	79%	21%				58%			11%	9%	6
	0%	10%	20%	30%	40%	50%	60% 70	0% 80	0%	90%	100%
	Grea	atest happiness	Some ha	ppiness	Doesn't o	r couldn't give i	me happiness	Does n	ot apply to	me	



Q16. Feeling in control of my life

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

	reates	t + some										
	piness											
	87%		43%					44%			8%	5%
South Africa	92%			67	%				25%	6	5%	3%
Turkey	92%			65%	, D				27%		8	%%
Peru	92%			60%					32%		5%	3%
Chile	90%			60%					30%		7%	3%
Brazil	89%			60%					29%		6%	5%
Mexico	90%			54%					36%		5%	5%
Argentina	87%		5	1%				369	%	6	% 7	'%
Spain	90%		489	%				42	2%		6%	3%
Saudi Arabia	84%		47%)				37%		9%	7	'%
Italy	89%		46%					43%			8%	4%
India	85%		46%					39%		1	.2%	3%
Netherlands	91%		41%					50%			6%	3%
Malaysia	90%		41%					49%			8%	1%
United States	90%		41%					49%			6%	3%
Russia	89%		41%					48%			8%	3%
Canada	89%		41%					48%			7%	4%
Hungary	86%		41%					45%		g	%	5%
Australia	89%		37%					52%			7%	4%
Sweden	89%		36%					53%			10%	2%
Belgium	87%		36%					51%		7	%	6%
China	95%		34%					61%			5	<mark>5% 1%</mark>
Germany	82%		34%				48%	,)		9%	8	%
France	79%		33%				46%			8%	12%	
Great Britain	89%	3	81%				58	%			7%	4%
Poland	83%	29)%				54%			13	%	4%
Japan	79%	25%					54%			11%	11%	,
South Korea	72%	20%				52%				21%	7	'%
	0%	10%	20%	30%	40%	50	0% 60	9% 70	0% 809	% 90)%	100%
	Grea	atest happiness	Some ha	appiness	Doesr	n't or coul	dn't give me	happiness	Does no	t apply to m	e	



Q9. Having a meaningful job/employment

% greatest

hap	-	+ some								
	piness							1		
Global Average	80%		43%				37%		7%	13%
Peru	96%			69%					27%	<mark>3%1%</mark>
Mexico	93%			66%				27	'%	4% 3%
South Africa	91%			65%				26%)	4% 5%
Chile	89%		6	2%				27%		6% 4%
Brazil	87%		61	.%				26%	65	<mark>% 7</mark> %
Argentina	88%		58%)				30%	5	% 7%
India	89%		56%					33%		7% 5%
Turkey	82%		52%				30%		7%	11%
Malaysia	85%		49%				36%		9	% 5%
Saudi Arabia	78%		49%				29%		10%	12%
Italy	81%		48%				33%		8%	11%
Hungary	82%		44%				38%		8%	10%
Spain	79%		44%				35%		7%	13%
Russia	89%		43%				46%			6% 4%
France	65%	37%	,)		2	8%	7%		28%	
Netherlands	83%	36%				47	%		6%	12%
South Korea	84%	35%				49	%		10%	7%
Belgium	70%	34%				36%		6%	24%	
China	93%	33%					60%			6% 1 <mark>%</mark>
Sweden	79%	33%				46%			9%	12%
United States	72%	31%				41%		7%	20	%
Germany	66%	28%			38%			9%	25%	
Canada	63%	28%			35%		10%		27%	
Poland	77%	27%				50%			12%	11%
Australia	55%	24%		31%	,)	79	6		37%	
Great Britain	57%	22%		35%			8%		35%	
Japan	64%	14%		50%				14%	219	6
	0%	6 10% 20	30%	% 40%	50	0% 6	0% 70	0% 80	0% 90	% 100%
	Grea	atest happiness	ome happine	ss Does	n't or could	dn't give me	happiness	Does n	ot apply to m	е



Q8. Satisfaction with the direction my life is going

% greatest

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

	piness piness	+ some										
Global Average	· .		409	%				46%			10%	4%
Peru	91%				64%				27%			3%
Mexico	91%			58%					33%		7%	
Argentina	93%			57%					36%			3%
South Africa	91%			56%					35%		9%	
Chile	90%			53%					37%		8%	2%
Saudi Arabia	83%			51%				32%		10%	7	7%
Brazil	89%			50%				39	1%		8%	3%
Turkey	80%			50%				30%		16%		4%
India	85%			48%				37%			11%	3%
Malaysia	84%			45%				39%			14%	2%
Spain	88%		42	2%				46%			8%	4%
China	93%		37%					56%			7%	<mark>% 1%</mark>
Hungary	89%		36%					53%			9%	2%
United States	88%		35%					53%			10%	2%
France	83%		35%				48%	6		8%	9%	6
Germany	82%		35%				47%	1		10%	89	%
Netherlands	92%		34%					58%			5%	3%
Russia	88%		34%					54%			9%	2%
Australia	88%		33%				5.	5%			8%	4%
Canada	87%		32%				559	%			10%	3%
Poland	86%		30%				56%				12%	3%
South Korea	82%		30%				52%			15	6%	3%
Italy	79%		30%				49%			16%		5%
Sweden	84%		29%				55%			11	.%	5%
Belgium	83%		29%				54%			10%	7	7%
Great Britain	87%	2	.7%				60%				10%	4%
Japan	77%	18%				59%				12%	12%	
	0%	10%	209	% 30)% 4	0% 5	60% 60	9% 70	0% 80	% 9	0%	100%
	Grea	atest happiness	s So	me happine	ess Do	esn't or cou	ldn't give me	happiness	Does no	ot apply to n	ne	



Q26. *Having more money*

% greatest

happiness + some

	piness	- Some										
Global Average	85%		40%					45%			11%	4%
South Africa	91%			58%					33%		7%	6 <mark>2%</mark>
Brazil	90%			56%					34%		7%	3%
Saudi Arabia	86%			53%				33	%		10%	4%
Peru	91%		5()%				4	1%		7%	<mark>6 2%</mark>
Mexico	91%		49	%				42	2%		89	<mark>% 1%</mark>
Turkey	85%		49	1%				36%			11%	3%
Malaysia	84%		49	%				35%		1	.2%	4%
Chile	85%		47%	, D				38%			14%	<mark>1%</mark>
France	86%		46%					40%		1	.0%	5%
Argentina	85%		46%					39%			13%	2%
India	85%		45%					40%			13%	3%
Hungary	89%		44%					45%			10%	2%
Italy	84%		43%					41%			13%	3%
South Korea	86%		40%					46%			10%	4%
China	94%		39%					55%			e	5% 1 <mark>%</mark>
Spain	86%		39%					47%			11%	3%
Canada	85%		38%					47%			11%	3%
Belgium	85%		36%				4	49%			11%	4%
Poland	86%		34%				5	2%			10%	4%
United States	84%	3	2%				52%	0			13%	3%
Russia	77%	3	32%				45%			15%		7%
Australia	82%	30)%				52%			1	4%	3%
Sweden	87%	299	%				58%	0			10%	3%
Germany	78%	28%	0				50%			16%		7%
Great Britain	79%	25%					54%			17%	1	4%
Japan	73%	23%				50%			14%	0	14%	
Netherlands	79%	22%				5	7%			16%		5%
	0%		20%	30%	40				0% 80		0%	100%
	Grea	atest happiness	Some h	appiness	Doe	sn't or coul	dn't give me	e happiness	Does no	t apply to i	ne	



Q10. My personal financial situation

% greatest

ha	ppiness + s	ome										
Global Average			39%					46%			12%	3%
Brazil	88%		0070	55%				10/0	33%		8%	3%
Mexico	89%			54%					35%		10%	2%
South Africa	86%			53%					33%		12%	1%
Chile	86%		5	51%				35			12%	2%
Peru	85%		5	51%				34%	6		14%	1%
Saudi Arabia	83%		5	51%				32%		11	%	6%
Russia	86%		45%					41%			12%	2%
Hungary	89%		44%					45%			10%	<mark>6 1%</mark>
France	84%		44%					40%		10	%	6%
Italy	85%		41%					44%			12%	3%
Argentina	83%		41%					42%		1	4%	3%
India	82%		40%					42%		1	5%	3%
Malaysia	76%		39%				37%	6		22%		2%
Spain	86%	3	88%					48%			12%	3%
South Korea	80%		38%				42	2%		16%	0	4%
Turkey	77%		38%				39%	6		17%		6%
Sweden	92%	3	7%					55%			7	<mark>% 1%</mark>
Canada	87%	36	5%					51%			10%	3%
Belgium	88%	34	%					54%			9%	2%
China	92%	33%	0					59%			7	<mark>% 1%</mark>
United States	86%	30%					569	%			11%	3%
Germany	82%	30%					52%			129	/ D	6%
Australia	86%	28%					58%				12%	3%
Netherlands	88%	27%					61%	6			9%	3%
Poland	80%	27%					53%			189	6	3%
Japan	75%	25%					50%			15%	10	%
Great Britain	84%	24%					60%			1	2%	4%
	0%	10%	20%	30%	40	%	50%	60% 7	70% 8	0%	0%	1009
	Greates	t happiness	Some h	appiness	Doe	sn't or co	ouldn't give m	e happiness	Does n	ot apply to	ne	



Q4. My friends

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me % greatest

happiness + some

	piness	· some									
Global Average	86%		38%				48%			9%	5%
Argentina	89%			59%				30%		8%	4%
Brazil	88%		53	%				35%		8%	4%
India	87%		49%					38%		10%	3%
Saudi Arabia	86%		48%					38%		8%	5%
Peru	92%		46%					46%			<mark>6% 2%</mark>
Turkey	88%		46%				4	2%		11	<mark>% 1%</mark>
Chile	87%		46%				41	1%		9%	4%
Sweden	90%		41%				499	%		8	<mark>% 2%</mark>
Netherlands	90%		41%				49%	, D		6%	5%
Spain	89%		41%				48%			8%	4%
Mexico	87%		41%				46%			10%	3%
Belgium	86%		40%				46%			9%	5%
France	83%		40%				43%		8	%	9%
Australia	89%		39%				50%			7%	4%
South Africa	86%		37%				49%			11%	3%
Canada	86%		37%				49%			7%	6%
Italy	83%	3	6%				47%			11%	6%
Great Britain	89%	3.	5%				54%			6%	5%
Malaysia	88%	3	5%				53%			109	<mark>% 2%</mark>
Russia	87%	34	%				53%			9%	4%
Germany	82%	34	%				48%		9	%	9%
Hungary	83%	32%	6				51%			11%	6%
United States	87%	31%	,)				56%			7%	6%
China	90%	30%					60%			9	<mark>9% 1%</mark>
Poland	81%	27%				54%	1		1	.3%	6%
South Korea	82%	22%				60%				14%	5%
Japan	73%	16%			57%	0			14%	13	%
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	Grea	atest happiness	Some hap	piness	Doesn't o	· couldn't giv	e me happine	ess Do	es not apply	to me	



Q15. My hobbies/interests

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap		+ some									
hap Global Average	piness		0/				F10/		_	00/	40/
Turkey	88%	37	% 51%				51%	0/		8% 10%	4%
Brazil	90%						39				
Saudi Arabia	88%		51%				37		79	8%	4%
Chile	87%		51% 49%				36%		17	[%] 6%	7%
Argentina	92%										
South Africa	90%		47%				43%	D		6%	4%
India	89%		45%				44%			8%	3%
Peru	88%		45%				43%			8%	3%
	88%		44%				44%			9%	3%
Mexico	89%		41%				48%			9%	2%
Malaysia	89%		41%				48%			9%	2%
Russia	90%	37					53%			8%	
Hungary	86%	37					49%		1	.0%	4%
China	94%	34%					60%				6% %
Netherlands	92%	34%	1				58%			5	<mark>% 2%</mark>
Belgium	88%	34%				5	54%			6%	6%
Italy	86%	34%				52	%		1	1%	4%
France	81%	34%				47%			10%	9	%
United States	89%	32%				5	7%			7%	4%
Australia	89%	32%				5	7%			7%	4%
Canada	86%	31%				55%	0		8	%	6%
Germany	85%	31%				54%			9%		7%
Great Britain	90%	30%				60	0%			6%	4%
Poland	87%	29%				58%				10%	3%
South Korea	86%	29%				57%			1	.2%	3%
Spain	85%	29%				56%			1	1%	4%
Sweden	90%	27%				63%	/ 0			7%	3%
Japan	84%	27%				57%			9%	8	3%
	0%	10%	20% 30)% 4	0%	50% 60	0% 70	0% 80	% 90)%	100%
	Grea	atest happiness	Some happine	ess 📕 Do	oesn't or co	uldn't give me	happiness	Does no	t apply to m	e	



Q27. Finding someone to be with

hap hap	reatest piness piness	+ some								
Global Average	67%	3	35%			32%		9%	24%	
Russia	86%			56%			3	0%	7%	8%
Turkey	71%		49%	6		22	2%	9%	20	
Saudi Arabia	80%		44%				36%		7%	13%
India	81%		41%				10%		12%	7%
Mexico	72%		41%			31%		10%		8%
South Africa	70%		41%			29%		9%	219	
Peru	70%		40%			30%		11%	20	
Germany	75%		39%			36%		89		16%
Belgium	65%		39%			26%	5%		31%	
Netherlands	71%		38%			33%		6%	23%	
China	87%		36%				51%		8	3% 5%
Malaysia	74%		36%			38%			13%	12%
Sweden	68%		36%			32%		8%	24%	
Spain	67%		36%			31%		10%	23%	
Chile	63%		36%		2	7%	13	%	24%	
Brazil	61%	3	4%		279	%	9%		29%	
Argentina	60%	3	4%		26%	,	8%		31%	
France	52%	33	8%		19%	7%		429	%	
South Korea	70%	29%			4	1%		13%		17%
Canada	57%	29%			28%		9%		35%	
United States	61%	28%			33%		10%		30%	
Great Britain	59%	28%			31%		10%		31%	
Australia	58%	28%			30%		9%		33%	
Japan	73%	26%			47	7%		10%	1	8%
Poland	57%	26%			31%		10%		33%	
Italy	55%	26%			29%	1	11%		33%	
Hungary	47%	25%		22%		9%		43%		
	0% Grea	10% 10%	20% Some ha			50% 60 Ildn't give me		0% 80 Does no	90 90 pt apply to m	



Q18. The amount of free time I have

% greatest

haj		+ some										
	ppiness		0.401					,		100/		_
Global Average	03/0		34%				49%			12%	6%	
Brazil	85%		479	6				38%		10		
Chile	83%		43%					40%		119		
Mexico	84%		39%					45%				%
Argentina	80%		39%				43	1%		12%	8%	
Malaysia	87%		38%					49%				2%
Italy	84%		38%					46%		119		
Peru	80%		38%				42			15%	5%	5
Saudi Arabia	80%		37%				439			11%	9%	
France	78%		37%				41%			11%	11%	
Spain	85%		36%				2	49%		11	<mark>1% 4</mark> %	6
Hungary	83%		36%				47	%		11%	7%	
South Africa	81%		36%				459	%		14%	5%	5
Turkey	85%		35%				5	0%		1	13% 2	2%
India	81%		35%				46%	6		15%	4%	6
Russia	88%		34%					54%			9% 3	%
Netherlands	88%		33%				1	55%			9% 3	%
China	91%	3	32%					59%			9%	%
South Korea	88%	3	2%				56	5%			10% 3	%
Japan	86%	3	32%				54	.%		7%	7%	
Belgium	83%	3	1%				52%			7%	10%	
Canada	78%	3	1%				47%			14%	8%	
Germany	77%	30)%				47%			12%	11%	
Sweden	82%	27%	,)				55%			14%	4 %	6
Australia	77%	26%				1	51%			14%	9%	
Great Britain	76%	24%				52	%			14%	10%	
United States	80%	23%				[57%			14%	6%	
Poland	78%	23%				55	5%			19%	3	%
	0%	10%	20%	30%	40	0% 50	6	50% 7	70% 80	0% 90	% 1	100%
	Grea	atest happiness	Some h	appiness	Do	esn't or could	dn't give me	e happiness	Does n	ot apply to m	e	



Q20. The well-being of my country

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	reatest piness - piness	⊦ some											
Global Average	82%		34%					48%			1	3%	5%
Argentina	92%			61	.%					31%			<mark>7% 2%</mark>
Peru	90%			58%	/ 0					32%		7	% 3%
Saudi Arabia	81%			56%					25%	6	11	%	7%
Brazil	89%			55%						34%		89	<mark>% 3%</mark>
Mexico	88%			53%					3.	5%		9%	3%
Turkey	82%			53%					29%		1	3%	5%
South Africa	85%			52%					33%			14%	6 <mark>1%</mark>
India	85%			49%					36%			11%	4%
Malaysia	85%			47%					38%			13%	3%
Chile	88%		Z	16%					42%			9%	<mark>6 3</mark> %
Spain	84%		36%					489	%			12%	4%
Russia	85%		34%					51%	6			11%	4%
Italy	83%		34%					49%			1	3%	5%
China	89%		32%					5	7%				<mark>9% 1%</mark>
United States	85%	28	%					57%				12%	3%
Hungary	78%	26%	,)				52%				16%		6%
Australia	85%	25%					6	50%				10%	5%
France	77%	23%					54%				13%		10%
Canada	80%	22%					58%				15	%	5%
Japan	78%	22%					56%				13%		9%
Germany	76%	17%				59%	,				16%		9%
Great Britain	83%	16%					67%					13%	4%
Netherlands	79%	16%				63	%				16%		6%
Belgium	75%	16%				59%	, 				17%		7%
Poland	69%	16%				53%					26%		4%
Sweden	80%	15%				6	5%					17%	2%
South Korea	70%	13%				57%					22%		8%
	0%	% 10%	20%	30	%	40%	50%	609	% 70	8	0%	90%	100%
	Great	test happiness	Some	e happines	s 📕 Do	pesn't or co	uldn't gi	ive me h	appiness	Does no	ot apply to	me	



Q25. Freedom to express my beliefs

% greatest

	reates	t + some									
	piness										
Global Average	79%	34%				45%			12%	99	%
Turkey	87%		59	%				28%		12%	1%
South Africa	90%		53%					37%		7%	3%
Peru	84%		50%				34%		9%	5	7%
India	88%		48%				40%			8%	4%
Brazil	78%		47%				31%		10%	12%	
Malaysia	87%		46%				41%			11%	3%
Saudi Arabia	79%		44%				35%		8%	13%	
Argentina	74%		44%			309	%	12	%	14%	
Chile	77%		43%			3	4%		12%	109	%
Mexico	79%	4	11%			38	3%		14%		7%
Netherlands	90%	37%	%				53%			6%	4%
Italy	81%	35%				46%			12%	8	8%
China	89%	34%					55%			7%	4%
United States	81%	32%				49%			12%	8	8%
Spain	74%	32%				42%			15%	11%	6
Belgium	79%	31%				48%			11%	109	%
Russia	77%	28%				49%			16%		6%
France	69%	28%			41%	/ D		13%		17%	
Canada	75%	27%			4	8%			14%	11%	6
Sweden	80%	26%				54%			13%	8	8%
Australia	77%	25%			5	2%			13%	10	%
Hungary	73%	25%			48%	%			19%		7%
Germany	68%	22%			46%			17%		15%	
Poland	76%	21%			55%	/ 0			18%		5%
Great Britain	70%	20%			50%			16%		15%	
South Korea	76%	18%			58%				17%		7%
Japan	76%	15%			61%				12%	12%	
	0%	۵ 10% 2	0% 30	0% 40	% 50	% 60	0% 70	0% 80	9%	0%	100%
	Grea	atest happiness	ome happine	ess Doe	esn't or could	In't give me	happiness	Does no	ot apply to r	ne	



Q22. Having a good sex life

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	reates piness piness	+ some								
Global Average	76%	34%				42%			11%	
Turkey	79%		50%				29%		11%	
Brazil	81%		49%				32%		9%	
Chile	82%		47%				35%		10%	
Argentina	79%		45%				34%		14%	
Mexico	81%		43%				38%		10%	
South Africa	77%		43%			34	1%		10%	
Russia	85%	4	1%				44%		89	<mark>// / / / / / / / / / / / / / / / / / /</mark>
Peru	80%	4	1%			3	9%		9%	
Spain	80%	399	6			41%	6		12%	
Hungary	77%	38%	/ D			39%			11%	
France	72%	36%				36%		9%		
India	74%	35%				39%		1	3%	
Italy	78%	34%				44%			12%	
United States	76%	31%				45%		1	.0%	
Belgium	75%	31%				44%		9%	6	
Malaysia	67%	31%			369	%		13%		
China	85%	30%				55%			9	%
Sweden	77%	29%				48%			14%	
Canada	71%	28%			439	%		12%		
Netherlands	76%	27%				49%			11%	
Poland	77%	24%			53	%			13%	
Australia	68%	24%			44%			12%		
Germany	66%	23%			43%			14%		
South Korea	71%	21%			50%			159	%	
Great Britain	66%	21%			45%			12%		
Japan	66%	17%		4	49%			14%		
Saudi Arabia	-									
	0%		% 30 ome happine			0% 60 dn't give me			0% 9 Not apply to r	0% 100% ne



Base: 19,020 online adults aged 16-74, 18-74, or 19-74 across 26 countries (excluding Saudi Arabia)
Q17. Being recognized as a successful person

% greatest

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

-	reatest											
	-	+ some										
Global Average	piness 67%		28%			39%			22%		12%	
Turkey	90%		20/0		65%	39/0			25%			2%
India	87%			53%	0570			34				<u>2</u> //0 3%
Peru	85%			53%				32%		9%		
Mexico	77%			43%			34		0	16%	8%	
South Africa	81%			42%				39%		14%	5%	
Saudi Arabia	81%			12%				39%		10%	9%	0
Malaysia	77%)%			37%			15%	8%	
Brazil	73%		39				34%	,		15%	11%	
Chile	71%		35%				36%			21%	8%	
Argentina	68%		35%				33%		19%		13%	
China	84%		30%				54%			139		%
South Korea	76%		28%				48%			15%	8%	
Hungary	67%		26%			41%			22%		10%	
Spain	66%		24%			42%			22%		12%	
France	52%	21	L%		31%			22%		26%		
Italy	55%	19%	6		36%			28%	0		17%	
Netherlands	63%	17%			46	5%			27%		10%	
Belgium	57%	17%			40%			24%	/ 0	19	9%	
United States	59%	16%			43%				28%		13%	
Canada	57%	16%			41%			2	8%		15%	
Russia	58%	15%			43%				30%		12%	
Poland	58%	14%			44%				32%		10%	
Australia	56%	14%			42%			29	%		16%	
Great Britain	51%	13%			38%			32%		<u>í</u>	17%	
Germany	50%	12%		3	38%			29%		219	%	
Sweden	48%	10%		38%	/ 0			42%			11%	
Japan	48%	8%		40%			21%			32%		
	0%	5 10	% 20	0% 30	0% 40	0% 50	0% 60	0% 70	% 80	90%	%	100%
	Grea	atest happin	ess S	ome happine	ess Doe	esn't or coul	dn't give me	happiness	Does no	ot apply to m	е	



Q21. The state of the economy

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	piness	+ some										
Global Average	74%		27%			2	47%			21%		5%
Saudi Arabia	85%			47%				38%		6%	99	%
Brazil	81%		4	43%				38%		15%	/ D	4%
Mexico	79%		L	13%			3	6%		19%		3%
Peru	81%		4()%			4	41%		15	%	3%
Argentina	80%		38%	6			429	%		189	%	2%
China	91%		37%					54%			8%	<mark>6 1%</mark>
Turkey	66%		37%				29%			30%		4%
South Korea	80%		36%				44%			17%	/ D	3%
Chile	79%		34%				45%			17%		4%
India	75%		34%				41%			21%		5%
South Africa	69%		34%				35%			27%		4%
Russia	81%		31%				50%			16%		4%
Italy	79%		30%				49%			15%		6%
Spain	77%		29%				48%			19%		4%
Malaysia	70%		29%			41	1%			28%		2%
Sweden	82%	21	%				61%			10	5%	2%
Hungary	73%	20%	6			53%				21%		6%
France	65%	18%				47%			20%		14%	
Australia	68%	16%				52%				27%		5%
United States	69%	15%				54%				26%		5%
Japan	69%	14%			1	55%			19%		13%	
Canada	68%	14%			5	54%				26%		6%
Belgium	64%	14%			50%	%			27%		99	%
Germany	63%	14%			49%	, D			24%		13%	
Poland	70%	13%				57%				25%		5%
Netherlands	66%	9%			57%				28			7%
Great Britain	65%	9%			56%				29	1%		6%
	0%	5 109	6 20	1% 2	0% 40)% 5	60% 60	0% 70	0% 80	0% 90)%	100%



Q5. Being forgiven for something I did

% greatest

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap		+ some									
	opiness										
Global Average			27%			41%			14%		18%
Saudi Arabia	82%			52%				30%		8%	10%
Peru	81%			50%				31%		10%	9%
South Africa	80%			48%				32%		9%	11%
Turkey	79%			46%				33%		11%	10%
Malaysia	86%			45%				41%			9% 5%
Brazil	74%			45%			29	9%	10%	6	16%
Mexico	68%		39	%			29%		15%		17%
India	81%		38%	6			43	3%		10%	9%
Chile	65%		33%			32	%		14%	21	.%
Argentina	60%		30%			30%		189	%	22	%
China	85%		26%				59%				11% 3%
Spain	66%		26%			40%			14%	1	9%
United States	67%	22	2%			45%			13%	20	0%
Italy	58%	22	2%		36	5%		16%		26%	
Russia	68%	209	%			48%			18%		14%
Germany	65%	19%	6			46%			13%	22	%
Canada	63%	19%	6		4	44%		1	5%	22	%
Australia	64%	18%				46%			14%	21	%
Netherlands	63%	18%)		4	5%		14	1%	23%	6
Hungary	58%	18%)		40%			18%		24%	
Sweden	61%	17%			44%	%		1	9%	20	0%
Belgium	56%	16%			40%			12%		32%	
France	44%	16%		28	8%		13%		42%	0	
South Korea	72%	13%				59%				19%	9%
Great Britain	59%	13%			46%			15%		26%	
Poland	58%	13%			45%			20%		23%	6
Japan	63%	10%			53%				17%	20	0%
	0%	6 109	% 20	30%	0% 40	0% 5	0% 6	50% 70	0% 80)% 9	0% 100%
	Grea	atest happin	ess 🛛 So	ome happine	ess Do	esn't or cou	ldn't give me	e happiness	Does no	ot apply to n	ne



Q13. My religious or spiritual well-being

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me % greatest

happiness + some

•	piness	+ Some									
Global Average	59%		27%			32%		17%		23%	
Saudi Arabia	91%				70%				21	%	6% 3%
Brazil	85%			58%	,)			2	27%	8%	8%
South Africa	86%			55%				3	1%	7%	7%
Malaysia	89%			54%					35%		7% 4%
Peru	79%			46%				33%		12%	9%
India	83%			44%				39%		11%	6%
Turkey	80%		Ĺ	12%				38%		14%	6%
Mexico	71%		32%			3	39%		14%		15%
Chile	64%		32%			32%			17%	209	%
United States	66%		31%			35%	/ 0		11%	22%	
Argentina	53%		27%		20	6%		18%		28%	
China	78%		25%				53%			12%	9%
Poland	61%	18%)		43%	%		2	21%	19	1%
Italy	54%	18%			36%			21%		25%	
France	44%	18%	,)	2	26%	1	14%		41%		
Australia	48%	17%			31%		15%		3	7%	
Canada	42%	16%		26%	0		21%		3	7%	
Russia	51%	15%			36%			23%		26%	
Spain	41%	14%		27%			27%			31%	
Belgium	39%	14%		25%		219	%		40%	6	
Netherlands	38%	14%		24%		23%	/ 0		409	%	
South Korea	52%	13%			39%			24%		24%	
Japan	56%	11%			45%			22%		22%	
Germany	41%	11%		30%		19	9%		40%	6	
Hungary	38%	11%		27%		2	28%			35%	
Sweden	34%	11%		23%		27%			39	%	
Great Britain	39%	10%		29%		219	%		40%	6	
	0%	5 10	% 20)% 30	9% 40	0% 50	% 60	0% 70	0% 80%	6 90%	% 100%
	Grea	atest happin	ess So	ome happine	ss 📕 Doe	esn't or could	dn't give me	happiness	Does not	apply to me	2



Q6. Forgiving someone for something

% greatest

happiness + some

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

	ppines	s									
Global Average	69%		25%			44%			17%		14%
Turkey	83%			52%				31%		12	2% 4%
Malaysia	87%			46%				41%			9% 4%
Brazil	77%			45%			3	32%		9%	14%
South Africa	82%			44%				38%		10%	8%
India	82%			43%				39%		13%	5%
Peru	80%		4	12%			3	88%		12%	8%
Saudi Arabia	74%		4	1%			33%			15%	11%
Mexico	72%		36%				36%			18%	10%
China	87%		29%				58%				10% 3%
Chile	66%		27%			39%			21%		13%
Argentina	64%		26%			38%			19%		18%
Spain	67%	21	%			46%			18%		15%
Netherlands	70%	209	%			50%			16%		14%
United States	69%	19%	6			50%			17%		14%
Italy	63%	19%	6		4	4%			20%		18%
Russia	67%	18%)			49%			20%		13%
Hungary	67%	18%	,)			49%			17%		15%
Poland	70%	17%				53%			15%		15%
Australia	66%	15%			5	1%			16%	1	18%
Canada	62%	15%			47%	6			21%		16%
Germany	62%	15%			47%	6		15	5%	22%	6
Belgium	58%	13%			45%			18%		24%	
France	45%	13%		32%	/ 0		24%			31%	
South Korea	70%	12%				58%				21%	8%
Great Britain	61%	12%			49%				21%	1	18%
Sweden	58%	11%			47%				28%		13%
Japan	54%	5%		499	%			23%		23%	5
	0%	5 109	% 20	30	% 40)% 5	60% 60	0% 70	0% 80	0% 90	0% 100%
	Grea	atest happin	ess So	ome happine	ss Do	esn't or cou	ldn't give me	happiness	Does n	ot apply to m	е



Q19. The amount of time or money I donate to charity/help others

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

Global Average	piness 68%		24%			44%			17%		15%	
Turkey	85%			57%	,)				28%		11%	3%
Saudi Arabia	83%			57%	,)				6%	89		8%
Malaysia	89%			44%				45%			8%	3%
Peru	85%			44%				41%		7	%	8%
Brazil	80%			43%				37%		8%	12	%
India	84%		39	%				45%		1	0%	6%
South Africa	85%		36%				49	9%		8	%	8%
Chile	73%		31%				42%		14	4%	12	%
Argentina	70%		31%				39%		14%		16%	
Mexico	72%		30%			2	42%		15%		14%	0
China	86%		27%				59%				9%	5%
Italy	65%	18%	0			47%			18%		16%	
Hungary	68%	17%				51%			20%		12	%
Spain	60%	16%			44%			20)%		20%	
Russia	60%	15%			45%			19	%	2	21%	
Poland	63%	14%			49%	,)			23%		14%	, 0
Netherlands	61%	14%			47%				25%		14%	, 0
France	50%	14%			36%		16%	0		33%		
United States	66%	13%			53	%			19%		15%	
Belgium	57%	13%			44%			20%		23	3%	
South Korea	62%	11%			51%				23%		15%	
Australia	57%	10%			47%			239	6		19%	
Canada	53%	10%		4	13%			25%		2	2%	
Germany	47%	10%		37%	,		239	%		29%		
Sweden	58%	9%			49%				28%		14%	/ D
Great Britain	56%	7%			49%			27	7%		16%	
Japan	43%	6%		37%			27%			29%		



Q23. *My* access to *entertainment* or *sports*

% greatest

happiness + some

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

	piness piness	s + some										
Global Average	70%	23	3%			47%			18	%	11%	
Saudi Arabia	81%			48%				33%		9%	10%	
Turkey	81%		4	3%				38%		15%		5%
Chile	83%		38%	/ D			4	15%		12	2%	4%
Brazil	76%		38%	1			38%			15%	10%	
India	81%		37%				44%	6		13%	6	5%
Mexico	81%		35%				46%			12%	79	%
Peru	79%		34%				45%			14%	79	%
Argentina	77%		34%				43%			15%	8%	6
China	88%		28%				60%				10%	2%
Malaysia	79%		28%				51%			16%		5%
South Africa	69%	2	25%			44%			2	2%	8%	6
Spain	77%	2	4%			53	3%			17%	6	5%
France	65%	22	%			43%			16%	1	.9%	
Japan	77%	20%	,)			57%				12%	11%	
Australia	66%	17%				49%			21%		13%	
Belgium	67%	16%				51%			15%		18%	
Italy	59%	16%			43%			2	3%		18%	
Netherlands	69%	15%				54%			19%		12%	
Hungary	68%	15%				53%			22%	/ 0	10%	
Germany	60%	15%			45%			20)%	20	0%	
Canada	57%	14%			43%			26	5%		17%	
Poland	67%	13%			54	!%			21%		13%	
Great Britain	63%	13%			50%				24%		13%	
Russia	59%	13%			46%			2	26%		16%	
Sweden	60%	12%			48%				26%		14%	
United States	56%	12%			44%			30)%		15%	
South Korea	59%	10%			49%				26%		15%	
	0%	6 10%	20	% 30	% 40	0% 50	% 60	0% 70	0% 80	9% 9	0%	100%
	Gre	atest happine	ss So	me happine	ss 🗖 Do	esn't or could	In't give me	happiness	Does no	ot apply to n	ne	



Q11. My material possessions

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	reatest opiness opiness	+ some									
Global Average	70%	21%			49%				23%	6%	6
Saudi Arabia	85%		50%				35%		7%	8%	
Malaysia	85%	4	12%				43%		1	2%	3%
Turkey	80%	4	2%			3	38%		17%	4	4%
China	89%	34%					55%			10%	1%
India	77%	34%				43%			18%	5	%
Brazil	78%	33%				45%			15%	8%	
Russia	76%	26%				50%			20%	4	4%
South Korea	81%	22%				59%			14%	5	5%
Peru	73%	22%			51%				22%	5	5%
South Africa	68%	22%			46%				27%	5	5%
Argentina	67%	22%			45%			24%	6	9%	
Chile	64%	22%			42%			30%	6	6%	%
France	68%	21%			47%			20%		12%	
Mexico	70%	18%			52%				23%	7%	ó
Hungary	69%	18%			51%				26%	L	4%
Spain	70%	17%			53%				25%	5	5%
Poland	68%	16%			52%				26%	5	%
Italy	62%	16%		469	%			29%		8%	
Belgium	72%	15%			57%				23%	5	5%
Germany	61%	13%		48%				27%		12%	
Japan	76%	12%			64%				14%	10%	
Netherlands	71%	12%			59%				24%	5	%
Australia	60%	11%		49%				32%		8%	
Sweden	61%	10%		51%				35%		5	5%
Canada	61%	10%		51%				32%		7%	6
United States	59%	10%		49%				34%		6%	%
Great Britain	60%	9%		51%				31%		8%	
	0%		0% 309			0% 6 Idn't give me	0% 70 happiness		90 90 pt apply to m		100%



Q29. New political leadership in my country

% greatest

happiness

happiness + some

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

na	ppiness									
Global Average	53%	21%		32%	1		32%	0		14%
Brazil	71%		39%			32%		18%		11%
South Africa	69%		37%			32%		23%		8%
Turkey	64%		34%		30%			21%		16%
Chile	65%	3	2%		33%			26%		9%
Peru	64%	30	%		34%			24%		12%
Malaysia	63%	27%			36%			29%		8%
Hungary	58%	27%			31%			31%		12%
Argentina	55%	27%			28%		23%		219	6
United States	57%	26%			31%			34%		10%
Mexico	57%	25%			32%		27	7%		15%
India	58%	23%			35%		2	28%		14%
Poland	53%	18%		35%			3	7%		10%
Belgium	54%	17%		37%			31%	2		15%
Sweden	48%	17%		31%			42%			11%
Italy	47%	17%		30%			35%		1	8%
Spain	46%	17%		29%			41%			14%
France	45%	17%		28%			31%		24%	
Great Britain	47%	15%		32%			41%			12%
Canada	45%	15%		30%			41%			15%
Germany	45%	15%		30%			35%		219	%
Russia	47%	14%		33%			34%		19	9%
Australia	43%	13%	30)%			42%			14%
Netherlands	41%	9%	32%				42%		1	8%
South Korea	48%	8%	40	%			40%			13%
Japan	43%	6%	37%			3	3%		23%	
Saudi Arabia	-									
China										
	0%	10%	20%	30% 4	10% 50	% 6	i0% 70%	% 80%	90	% 100
	Grea	atest happiness	Some happi	ness 📕 Do	pesn't or could	In't give me	e happiness	Does not a	pply to m	e



Base: 18,020 online adults aged 16-74, 18-74, or 19-74 across 25 countries (excludes China and Saudi Arabia)

Q28. Moving to another country

% greatest

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

hap	•	+ some									
hap Global Average	piness	16%		26%	/		30%			27%	
Saudi Arabia	42%	10%	34%	207	0	2	3%		18%	Ζ170	15%
Brazil	67% 57%		28%			29%	5/0	23%		2()%
Turkey	57% 52%		28%		27	1%		23%		21	
Peru	52%		27%		24	35%		2770	24%	21	13%
Chile	55%		27%		2	28%		27%		-	13%
Argentina	55% 51%		27%		24%			25%		25%	
Mexico	51% 59%		26%		24/0	33%		2370	0/		9%
India	59% 54%		23%		31%			28%	.70		18%
South Africa	54%		1%		31%	,		29%			18%
China	63%)%			43%		2370	21%		16%
Italy	46%	16%		3	0%	1370		33%	21/0	21	
Belgium	45%	16%			9%		289			27%	/0
Russia	40%	16%		24%	,,,,		31%			29%	
Poland	42%	15%		27%			32%			26%	
France	40%	15%		25%			25%			35%	
Malaysia	41%	14%		27%			34%			26%	
Hungary	32%	11%		21%			39%			29%	
Netherlands	36%	10%		26%			34%			30%	
Germany	32%	9%	23	3%		33%				36%	
Great Britain	33%	8%	25	5%		34	%			34%	
South Korea	32%	8%	24	%		33%	/ D			35%	
United States	30%	8%	22%	, >		37%				34%	
Sweden	28%	8%	20%			44	1%			28%	
Australia	29%	7%	22%			32%				39%	
Spain	27%	7%	20%			439	%			29%	
Canada	25%	6%	19%			36%				39%	
Japan	21%	4%	17%		25%				55%		
	0%	6 10	0% 20	% 30	% 40)% 50	0% 60)% 70	% 8	80% 90	0% 100%
	Grea	atest happin	ness Sc	ome happine	ss 📕 Doe	esn't or coul	dn't give me	happiness	Does n	not apply to m	ne



Q30. Time spent on social media

Does or could give me greatest happiness, does or could give me some happiness, doesn't or couldn't make me happy or happier, does not apply to me

lobal Average	45%	11%		34%				41%			15%	
Turkey	70%		29%			41	%			26%	1070	3%
Saudi Arabia	67%		28%			39%			20%		13%	
China	84%		27%				57%				12%	3%
Malaysia	73%		23%			50%				22%		5%
India	68%		23%			45%				27%		5%
Brazil	52%	17%	0		35%			36	%		12%	5
South Africa	47%	12%		35%	6			44%	/ D		9	%
Chile	43%	12%		31%				46%			119	6
Mexico	47%	11%		36%	I.			43%			119	6
Peru	49%	10%		399	6			42	%		9	%
Spain	41%	9%		32%				44%			15%	
France	32%	9%	23	3%		4	40%			29%		
South Korea	52%	8%		44	%			34%	/ D		14%	
Poland	42%	8%		34%				45%			13%	
Argentina	35%	8%		27%			49	%			16%	
Germany	34%	7%	2	7%			41%			25%		
Italy	32%	7%	25	%			47%			2	0%	
Russia	36%	6%	3	0%			47	%			17%	
Japan	44%	5%		39%			3	3%		239	%	
Netherlands	37%	5%	3	2%				50%			13%	
Belgium	36%	5%	31	L%			45%			2	0%	
Australia	34%	5%	29	%			45%			22	1%	
Canada	33%	5%	28%	,)			50%				18%	
United States	31%	4%	27%				51%				17%	
Hungary	29%	4%	25%				55%				15%	
Great Britain	28%	3%	25%				46%			25%		
Sweden	25%	3%	22%				62%				13%	



- These are the findings of a 27-country Ipsos survey conducted July 24 – August 7, 2020 among 19,516 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey and 16-74 in 22 other countries, via Ipsos's Global Advisor online survey platform.
- Each country's sample consists of 1000+ individuals in Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500+ individuals in Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the United States can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

- Prior fieldwork waves were also conducted on Ipsos's Global Advisor online survey platform. The June 2019 wave was conducted May 24 - June 7, 2019 among 20,327 adults in 28 countries. The February 2018 wave was conducted January 26 -February 9, 2018 among 19,428 adults in 27 countries. The March 2017 wave was conducted February 17 - March 3, 2017 among 18,523 adults in 26 countries. The May 2013 wave was conducted May 7 - 21, 2013 among 18,513 adults in 25 countries. The December 2011 wave was conducted December 6 - 19, 2011 among 21,245 adults in 24 countries.
- The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

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www.ipsos.com

Contact:



Nicolas Boyon Senior Vice President, Public Affairs, U.S. Nicolas.Boyon@ipsos.com



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