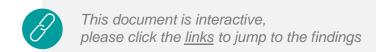
GLOBAL HAPPINESS 2024

A 30-country Global Advisor survey

March 2024



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KEY FINDINGS



71%

on average across 30 countries say they are happy. This is highest in the Netherlands (85%) and lowest in Hungary (48%) and South Korea (48%)



54%

say they are satisfied with their financial situation.

This is lowest in Japan (36%) followed by Hungary (37%), South Korea and Argentina (both 40%)

+8pp



The proportion of people saying they're happy was 63% during the first year of the pandemic in 2020 and now sits at 71%. While there's been a rebound,

happiness levels are still below the historic highs of 77% set in 2011 and 2013





say they are not satisfied with the social and political situation in their country. In only five countries – India, Singapore, Thailand, Indonesia and Australia – are people more likely to be satisfied with their countries' political system

73%



say they're satisfied with their job. Those in higher-income households are more satisfied (79%) than those in lower-income households (63%)

84%



of parents say they are satisfied with their children. Young parents (Gen Z) are the least satisfied (64%)

76%



are satisfied with their friends.

82% of Baby Boomers are satisfied with their friends, while this falls to 74% for Millennials

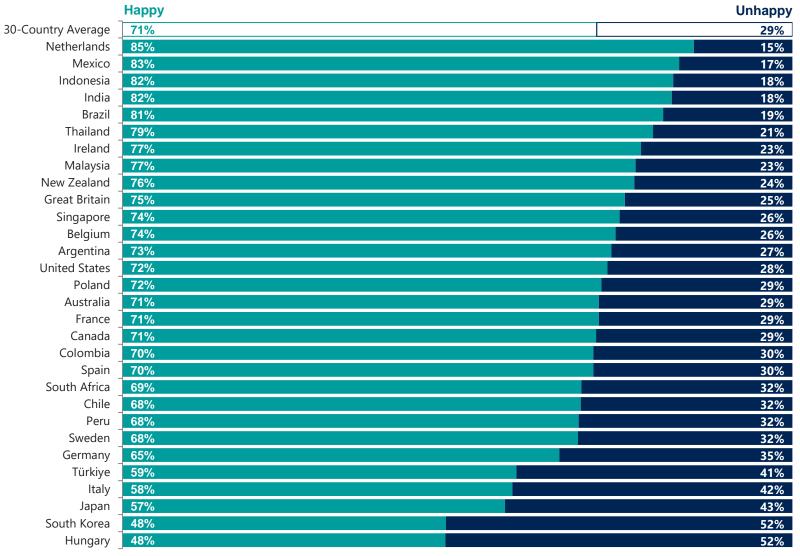






Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?











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

% happy



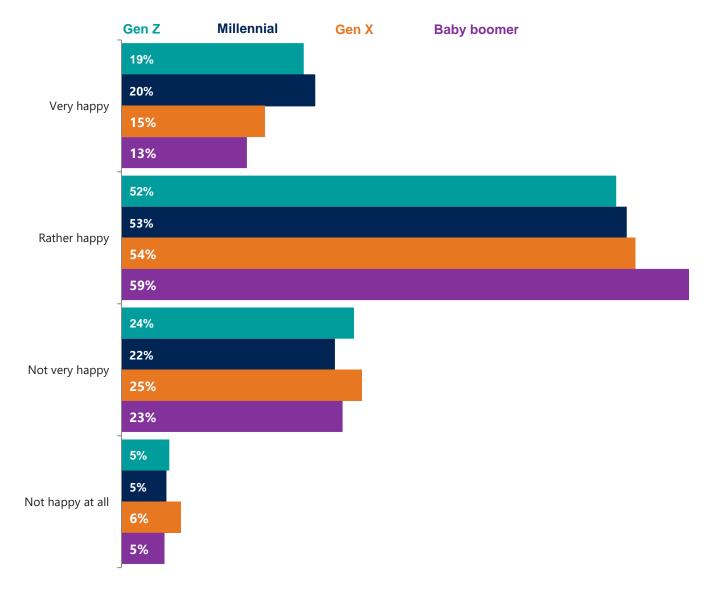
	Dec 2011	May 2013	Mar 2017	Feb 2018	Jun 2019	Aug 2020	Dec 2021	Jan 2023	Jan 2024	1- year change	13-year change
Overall Country Average (30 in 2024)	77%	77%	61%	70%	64%	63%	67%	73%	71%	-2	-6
Netherlands						87%	86%	85%	85%	0	n/a
Mexico	78%	80%	43%	67%	59%	46%	65%	81%	83%	+2	+5
Indonesia								79%	82%	+3	n/a
India	89%	87%	78%	83%	77%	66%	82%	84%	82%	-2	-7
Brazil	77%	81%	56%	73%	61%	63%	63%	83%	81%	-2	+4
Thailand								71%	79%	+8	n/a
Ireland									77%	n/a	n/a
Malaysia				69%	52%	62%	65%	68%	77%	+9	n/a
New Zealand									76%	n/a	n/a
Great Britain	79%	81%	71%	78%	82%	76%	83%	70%	75%	+5	-4
Singapore							72%	71%	74%	+3	n/a
Belgium	80%	80%	71%	80%	73%	71%	73%	68%	74%	+6	-6
Argentina	68%	67%	48%	56%	34%	43%	48%	74%	73%	-1	+5
United States	85%	83%	80%	82%	79%	70%	76%	76%	72%	-4	-13
Poland	75%	72%	66%	71%	71%	68%	65%	58%	72%	+14	-3
Australia	86%	84%	72%	82%	86%	77%	85%	80%	71%	-9	-15
France	84%	81%	68%	77%	80%	78%	81%	74%	71%	-3	-13
Canada	85%	83%	81%	81%	86%	78%	80%	74%	71%	-3	-14
Colombia			32%		58%		54%	80%	70%	-10	n/a
Spain	63%	57%	43%	53%	46%	38%	55%	69%	70%	+1	+7
South Africa	79%	83%	59%	72%	59%	52%	65%	77%	69%	-8	-10
Chile			41%	71%	50%	35%	53%	79%	68%	-11	n/a
Peru			36%	54%	58%	32%	54%	72%	68%	-4	n/a
Sweden	80%	87%	74%	81%	75%	74%	78%	74%	68%	-6	-12
Germany	76%	77%	71%	68%	78%	73%	72%	67%	65%	-2	-11
Turkey	89%	83%	58%	60%	53%	59%	42%	61%	59%	-2	-30
Italy	73%	68%	53%	60%	57%	62%	66%	68%	58%	-10	-15
Japan	70%	69%	62%	60%	52%	55%	58%	60%	57%	-3	-13
South Korea	71%	62%	48%	57%	54%	54%	57%	57%	48%	-9	-23
Hungary	43%	52%	48%	48%	50%	45%	51%	50%	48%	-2	+5





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

30-country average









SPOTLIGHT ON GENERATIONS







Under pressure

Younger people are less likely to say they are feeling in control of their life compared older people.

While 76% of Baby Boomers feel in control, this declines to 65% to Gen Z. This is also reflected when it comes to mental well-being.

When it comes to physical health there is little difference across the generations, but this is not the case for mental health.

Only 63% of Gen Z are satisfied with their mental health compared to 76% of Baby Boomers, 72% of Gen X, and 69% of Millennials.

Social change

In many cases there is little difference between the generations when it comes to satisfaction with their lives.

However, one area where there is an age/ generational gap is around their social lives.

While three-quarters of Baby Boomers are satisfied with their social life and social status (both 74%), this falls to two-thirds of Gen Z (66% and 65% respectively).

Perhaps as they are older, and their children may have grown up, Baby Boomers are most likely to be satisfied with the amount of free time they have (83%) compared to Gen X (72%), Millennials (71%) and Gen Z (72%).

Clouds overhead

While Boomers are satisfied with many aspects of their day-to-day lives they, like the other generations, aren't so pleased with the state of their country.

A mere 31% of Boomers say they're satisfied with the social and political situation in their country, while 36% of Gen Xers are, followed by Millennials and Gen Zers (both 44%).

Older people are also more likely than younger people to be unhappy with the economic situation in their country.

Only 31% of Boomers are satisfied with the economic situation in their country, compared to 36% of Gen Xers, 43% of Millennials and 41% of Gen Zers.



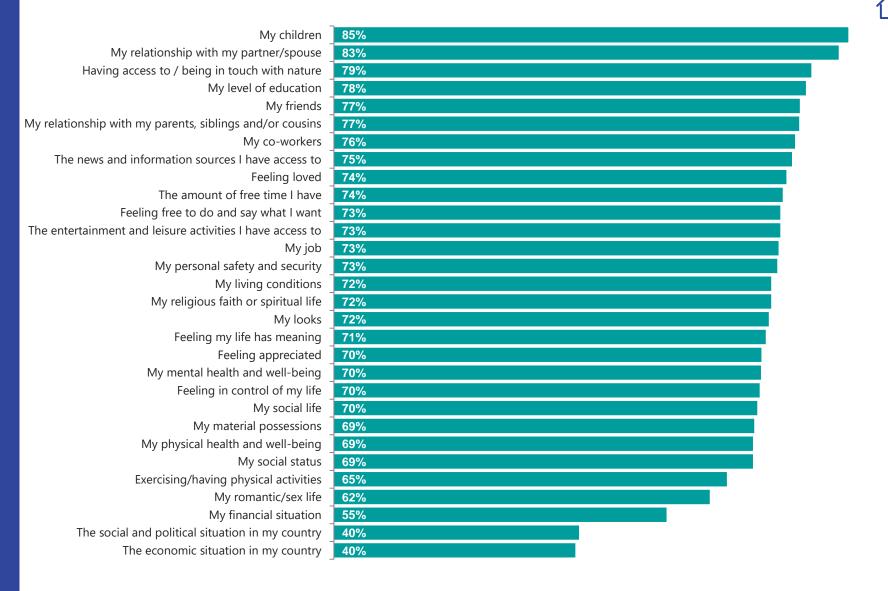
Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965). For more on analysing age groups, see our report <u>We Need to Talk About Generations</u>





% satisfied

30-country average

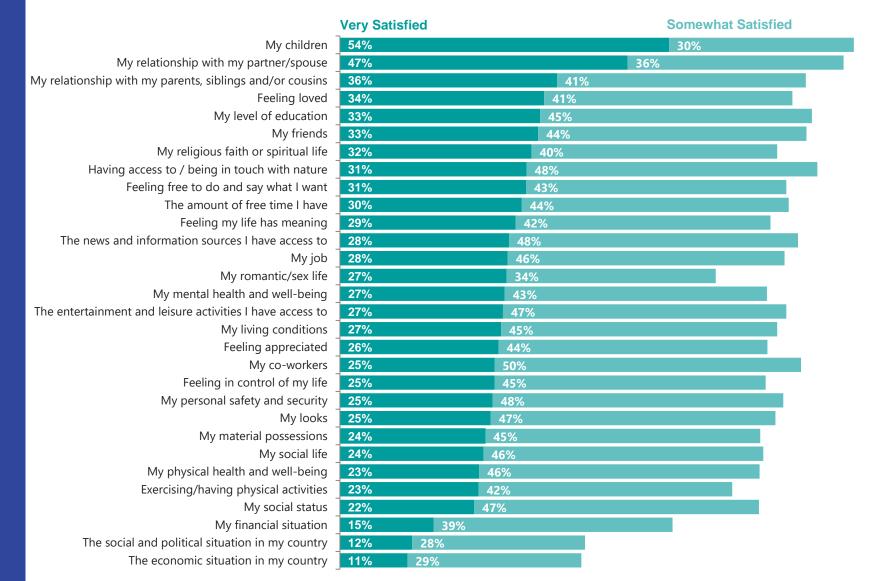


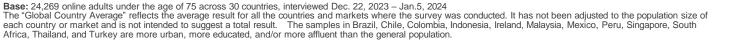






30-country average











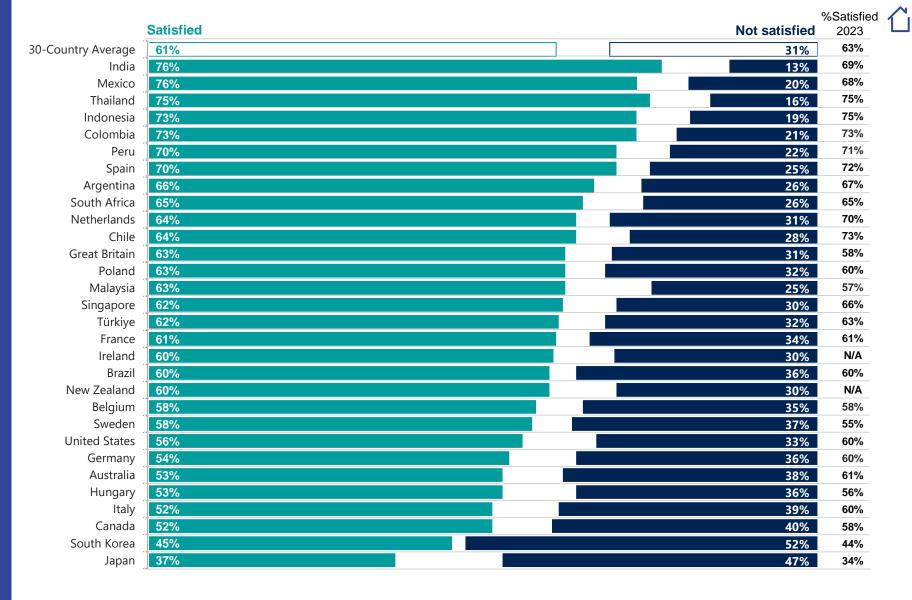
My children

D-Country Average Indonesia S4% S7% S7		Satisfied	Not satisfied	2023
Malaysia 91% 6% 94% United States 90% 5% 84% Sweden 90% 5% 83% Colombia 89% \$83% 7% 83% Thailand 87% \$85% 92% New Zealand 87% \$85% 92% Singapore 87% \$85% NA Belgium 87% \$4% 84% Ireland 86% 7% NA Mexico 5% 93% 83% Chile 86% 7% 84% Spain 86% 9% 83% Chile 85% 9% 83% France 84% 9% 82% France 84% 7% 87% Great Britain 84% 7% 87% Great Britain 84% 10% 86% South Krica 38% 9% 80% Netherlands 83% 9% 80% Peru 83% 9% 80% Argenti	0-Country Average	84%	9%	85%
United States 50% 84% Sweden 5% 83% Colombia 87% \$3% Thailand 87% \$8% N/A New Zealand 87% \$8% N/A Singapore 87% \$8% N/A Belgium 17% \$4% 84% Mexico 66% 7% N/A Spain 86% 7% 84% Spain 86% 9% 82% France 44% 9% 82% France 44% 9% 82% Great Britain 84% 10% 84% Germany 84% 10% 86% South Africa 83% 9% 80% Netherlands 83% 9% 80%	Indonesia ⁻	94%	5%	97%
Sweden 90% 55% 83% Colombia 89% 9% 83% Thailand 57% 5% 92% New Zealand 87% 8% NA Singapore 87% 13% 86% Belgium 4% 84% 86% Ireland 86% 7% NA Mexico 58% 7% 84% Spain 86% 9% 82% France 9% 82% France 9% 82% Granda 7% 97% Great Britain 10% 84% Germany 33% 10% 86% South Africa 33% 90% Netherlands 33% 90% 80% Netherlands 33% 10% 90% Argentina 10% 90% 80% Italy 11% 80% 79% Australia 9% 82% 80% Australia 12% 87% Poland 80% <t< td=""><td>Malaysia</td><td>91%</td><td>6%</td><td>94%</td></t<>	Malaysia	91%	6%	94%
Colombia 89% \$% 83% Thailand 87% \$% 92% New Zealand 87% \$8% N/A Singapore 87% \$8% N/A Belgium 87% 4% 84% Ireland 86% 7% N/A Mexico 7% 84% Spain 86% 7% 84% Chile 85% 9% 82% France 49% 82% France 49% 84% Canada 7% 87% Geart Britain 84% 10% 86% Germany 83% 10% 80% South Africa 33% 90% 80% Netherlands 33% 90% 80% Peru 83% 10% 90% 4rgentina 82% 10% 79% Italy 81% 10% 79% Bays 11% 80% 79% British 12% 80% 80% South Korea	United States	90%	5%	84%
Thailand 87% 5% 92% New Zealand 87% 13% 86% Singapore 87% 4% 84% Belgium 87% 4% 84% Ireland 86% 7% N/A Mexico 66% 7% 84% Spain 86% 9% 83% Chile 85% 9% 82% France 84% 9% 82% Great Britain 84% 10% 86% Gerat Britain 84% 10% 86% Germany 10% 84% South Africa 83% 10% 86% Netherlands 83% 10% 90% Peru 83% 10% 90% Argentina 82% 6% 79% Italy 81% 11% 80% Australia 81% 11% 80% Poland 80% 13% 90% South Korea 79% 20% 80% Brzil 78% <td< td=""><td>Sweden</td><td>90%</td><td>5%</td><td>83%</td></td<>	Sweden	90%	5%	83%
New Zealand Singapore 87% 8% N/A Belgium Ireland Ireland Mexico 66% 7% N/A Spain Chile S5% 9% 83% France Canada Gerat Britain Germany South Africa Netherlands Peru Argentina Italy Türkiye Australia Poland South Norea 10% 84% Netherlands Peru Australia Poland South Norea British Sow 10% 90% 80% Australia Poland South Norea British Sow 10% 90% 80% Australia Poland South Norea British Sow 10% 90% 80% Australia Poland South Norea British Sow 10% 90% 80% Australia Poland South Norea British Sow 11% 80% 11% 80% Australia Poland South Norea British Sow 13% 90% 80% South Norea British Sow 13% 90% 80% <	Colombia	89%	3%	83%
Singapore 87% 13% 86% Belgium 87% 4% 84% Ireland 86% 7% N/A Mexico 86% 7% 84% Spain 86% 9% 82% Chile 85% 9% 82% France 84% 10% 84% Great Britain 84% 10% 86% Gerat Britain 84% 10% 86% Gerat Britain 84% 10% 86% South Africa 83% 10% 86% Netherlands 83% 9% 80% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 6% 79% Argentina 6% 79% Australia 81% 9% 82% Australia 81% 9% 82% Australia 81% 9% 82% Australia 81% 9% 82% Brazil 78% 13%	Thailand	87%	5%	
Belgium 87% 4% 84% Ireland 86% 7% N/A Mexico 66% 7% 84% Spain 86% 9% 83% Chile 85% 9% 82% France 84% 10% 84% Great Britain 84% 10% 84% Gerat Britain 84% 10% 86% Germany 83% 10% 86% South Africa 83% 10% 90% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Australia 81% 11% 80% Futiviye 81% 9% 82% Australia 12% 67% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 20% 80% Hungary 16% 82% India 76% 2	New Zealand	87%	8%	N/A
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Chile 85% 9% 82% France 84% 10% 84% Canada 84% 7% 87% Great Britain 84% 10% 86% Germany 83% 10% 84% South Africa 83% 9% 80% Netherlands 83% 9% 80% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 9% 82% Fouth Korea 79% 20% 80% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Mexico	86%	7%	84%
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Canada 84% 7% 87% Great Britain 84% 10% 86% Germany 83% 10% 84% South Africa 83% 9% 80% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Chile	85%	9%	82%
Great Britain 84% 10% 86% Germany 83% 10% 84% South Africa 83% 9% 80% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 88% 20% 80% Brazil 78% 13% 74% Hungary 10% 16% 82% India 76% 21% 86%	France	84%	10%	84%
Germany 83% 10% 84% South Africa 83% 9% 80% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Canada	84%	7%	87%
South Africa 83% 9% 80% Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Australia 81% 9% 82% Poland 80% 12% 87% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Great Britain	84%	10%	86%
Netherlands 83% 10% 90% Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Germany	83%	10%	84%
Peru 83% 6% 79% Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%			9%	
Argentina 82% 6% 79% Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	Netherlands		10%	90%
Italy 81% 11% 80% Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	-		6%	79%
Türkiye 81% 9% 82% Australia 81% 12% 87% Poland 80% 13% 90% South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%			6%	79%
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South Korea 79% 20% 80% Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	_		12%	
Brazil 78% 13% 74% Hungary 78% 16% 82% India 76% 21% 86%	_			
Hungary 78% 16% 82% India 76% 21% 86%	-			80%
India 76% 21% 86%	-	_		
Japan 75% 21% 76%	-			
	Japan ₋	75%	21%	76%





My romantic/sex life

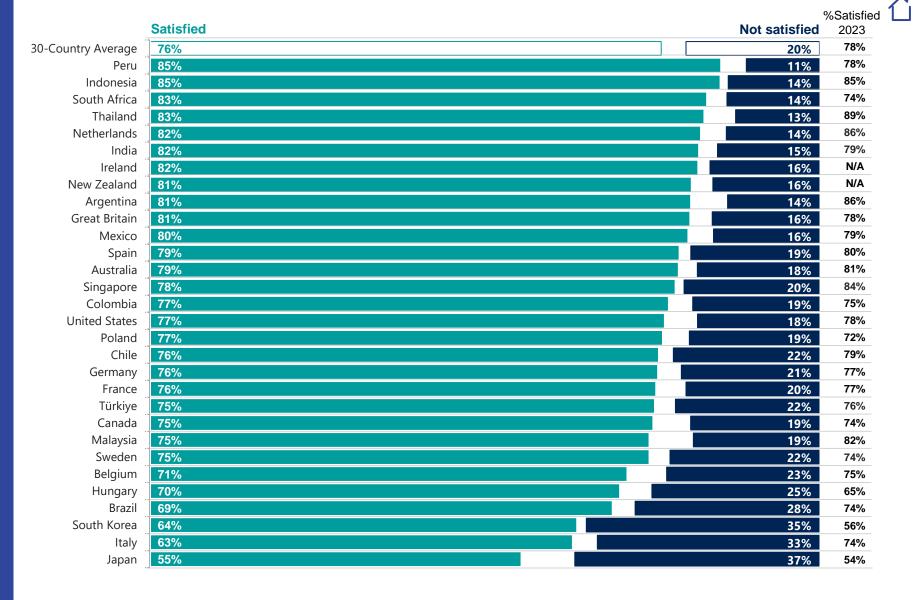








My friends









My relationship with my partner/spouse*

	Satisfied	Not satisfied	2023
30-Country Average	83%	15%	84%
Thailand	92%	5%	90%
Netherlands	91%	7%	94%
Indonesia	88%	10%	94%
Peru	88%	9%	86%
Malaysia	88%	10%	90%
New Zealand	88%	10%	N/A
United States	87%	12%	86%
South Africa	86%	13%	86%
Great Britain	86%	13%	85%
Germany	85%	13%	77%
Chile	85%	11%	89%
Mexico	84%	12%	85%
Spain	84%	15%	87%
India	83%	12%	84%
Ireland	83%	16%	N/A
Colombia	83%	14%	87%
Sweden	83%	14%	79%
Singapore	82%	16%	83%
Argentina	82%	15%	88%
Belgium	82%	17%	83%
Türkiye	81%	17%	80%
France	81%	16%	74%
Poland	81%	17%	79%
Hungary	81%	19%	84%
Australia	80%	17%	87%
Canada	79%	18%	83%
Brazil	78%	19%	78%
Italy	72%	24%	76%
Japan	69%	28%	70%
South Korea	68%	31%	73%

^{*}Asked only of those who are married or partnered





My relationship with my parents, siblings and/or cousins

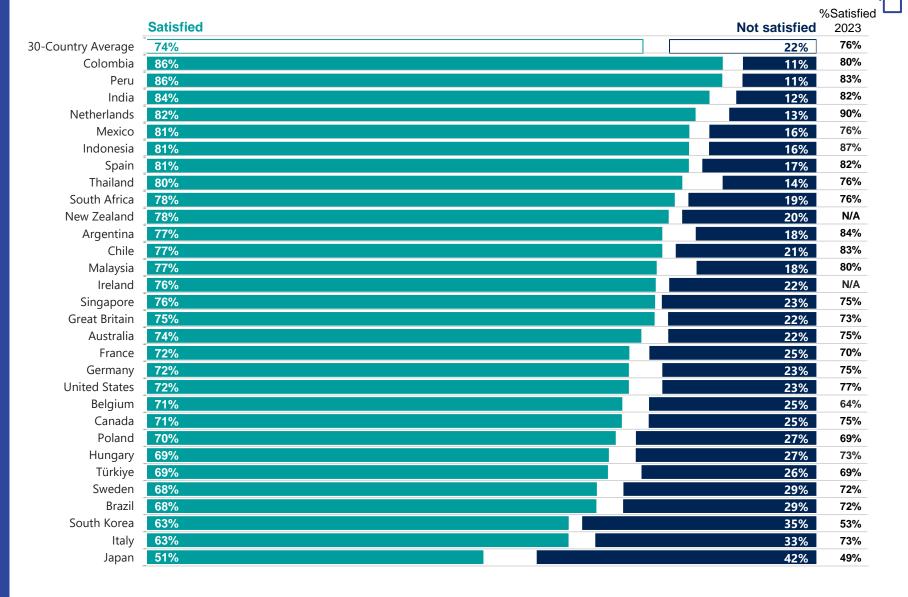
Satisfied Not satisfied 2023 78% 76% 30-Country Average 20% 85% 89% Peru 8% 91% Indonesia 89% 9% 87% Thailand 87% 9% 87% 86% Mexico 12% 84% 85% India 12% Singapore 84% 79% 14% 82% 78% Argentina 13% 86% Malaysia 82% 16% Colombia 82% 13% 84% 81% 79% Spain 17% Netherlands 81% 82% 15% South Africa 80% 78% 18% N/A New Zealand 79% 18% Sweden 78% 19% 70% Ireland 77% 21% N/A 77% 79% Great Britain 19% Canada 77% 76% 18% Chile 76% 21% 80% **United States** 74% 21% 74% 72% 23% Australia 78% 72% France 24% 74% 72% 21% 71% Germany Poland 71% 24% 76% Brazil 70% 29% 72% Belgium 69% 23% 66% Italy 69% 28% 71% Türkiye 68% 30% 77% Hungary 67% 26% 77% South Korea 61% 39% 64% Japan 55% 57%



^{*}Asked only of those who are married or partnered



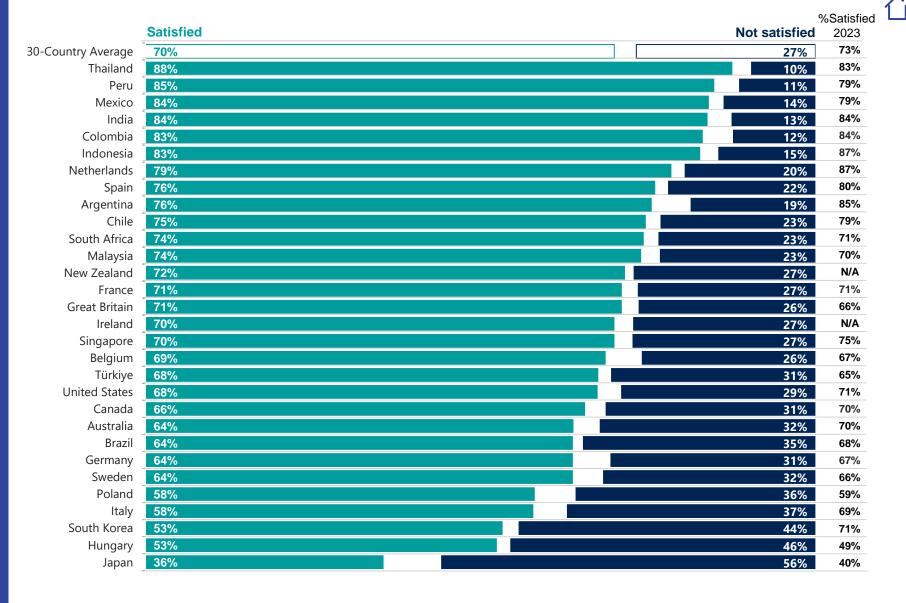
Feeling loved



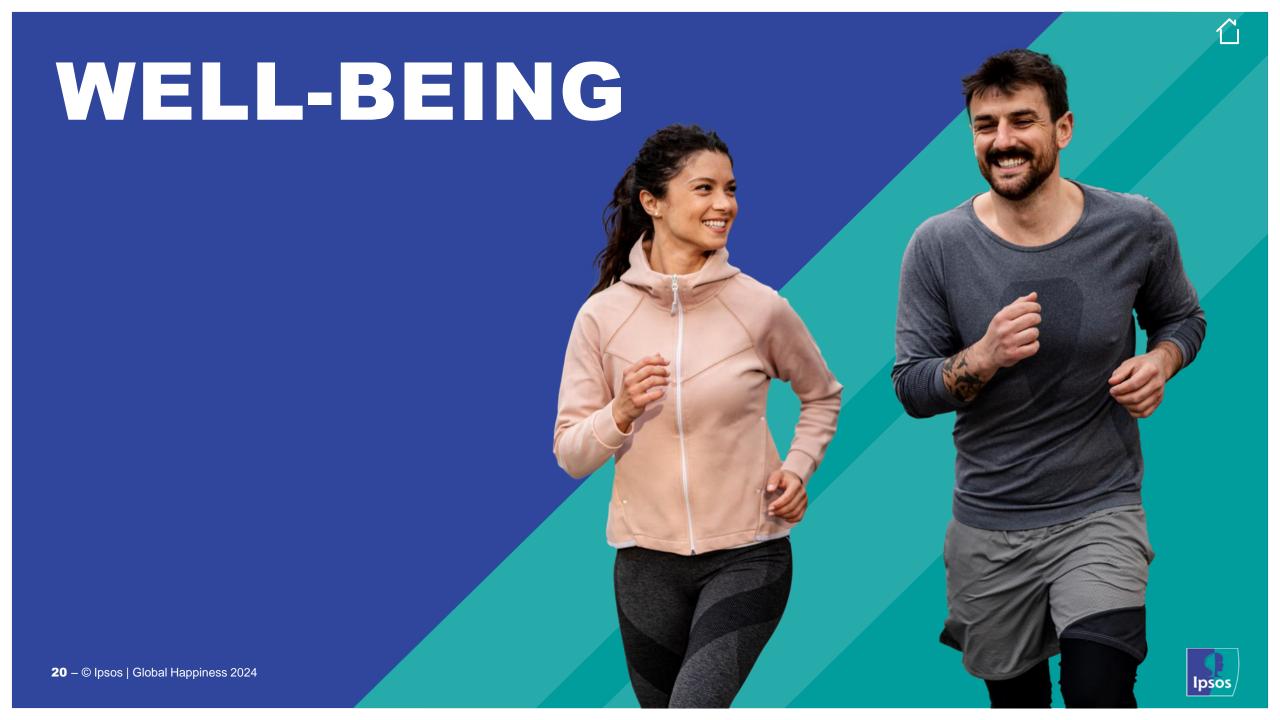




Feeling appreciated

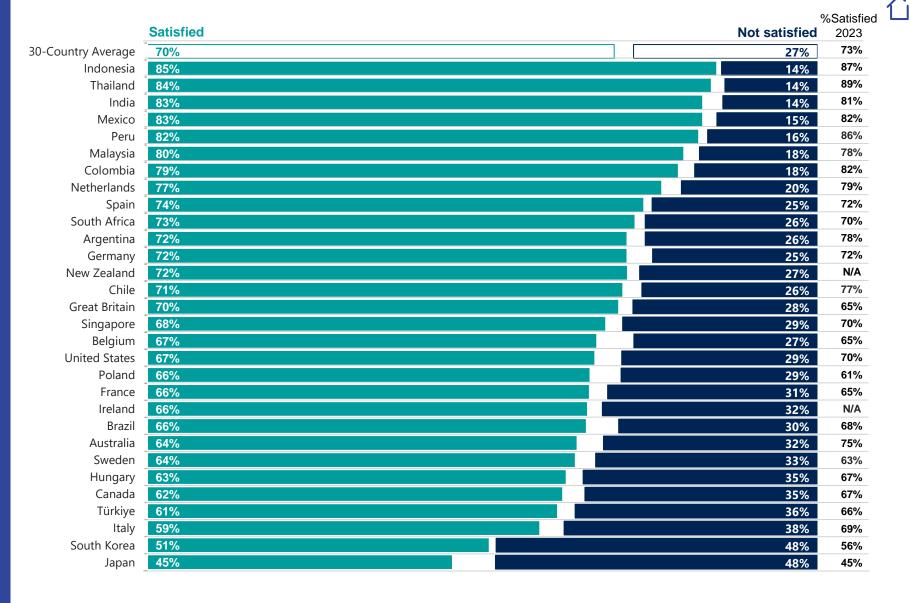








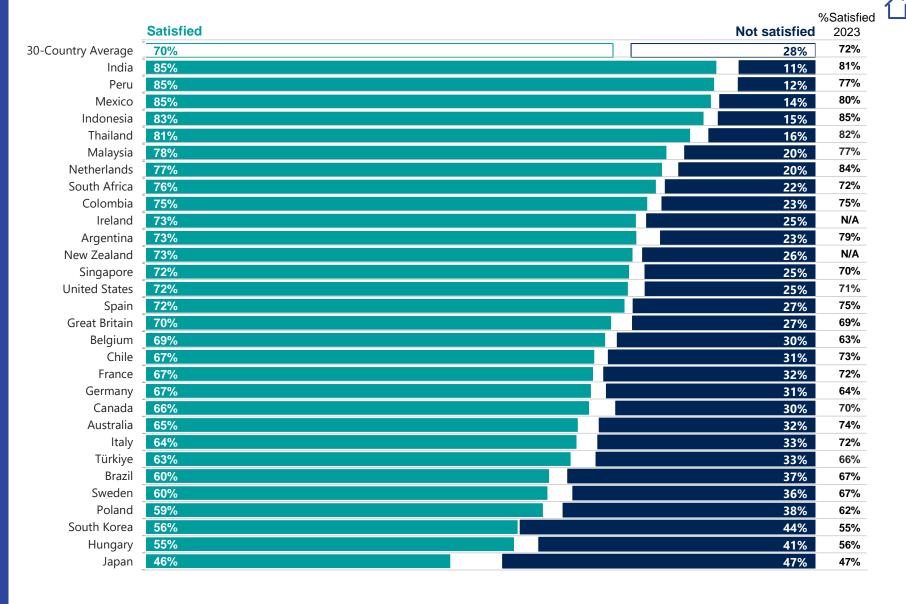
Feeling in control of my life







My mental health and well-being

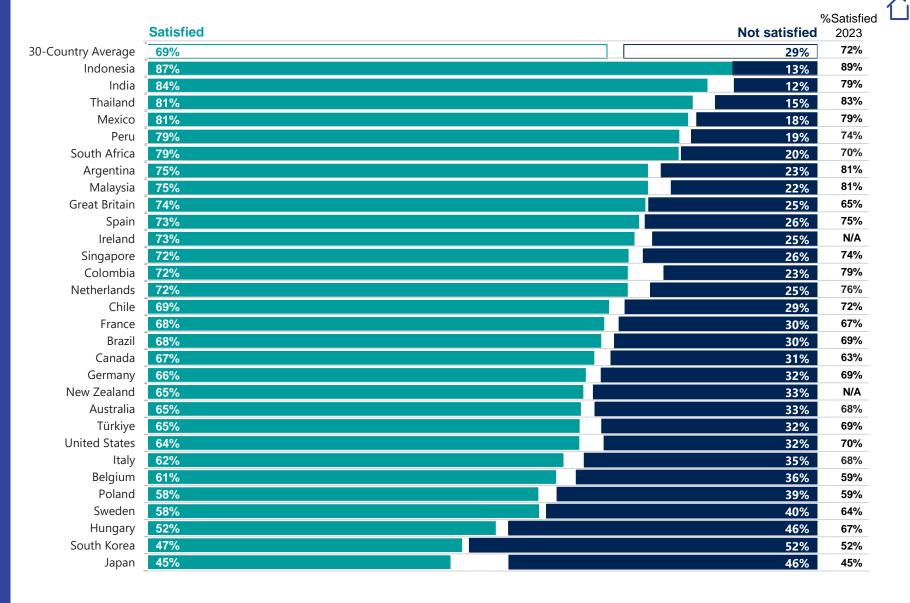








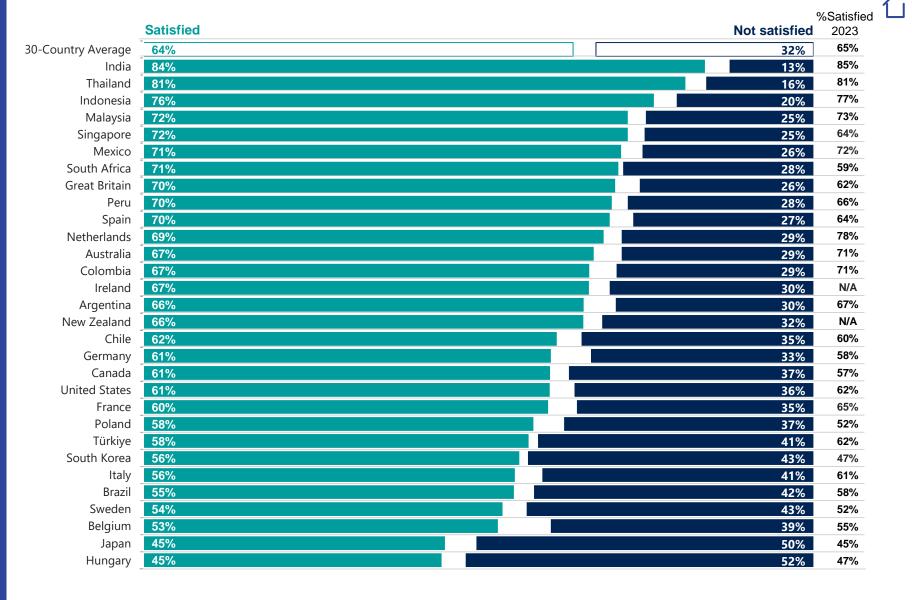
My physical health and well-being







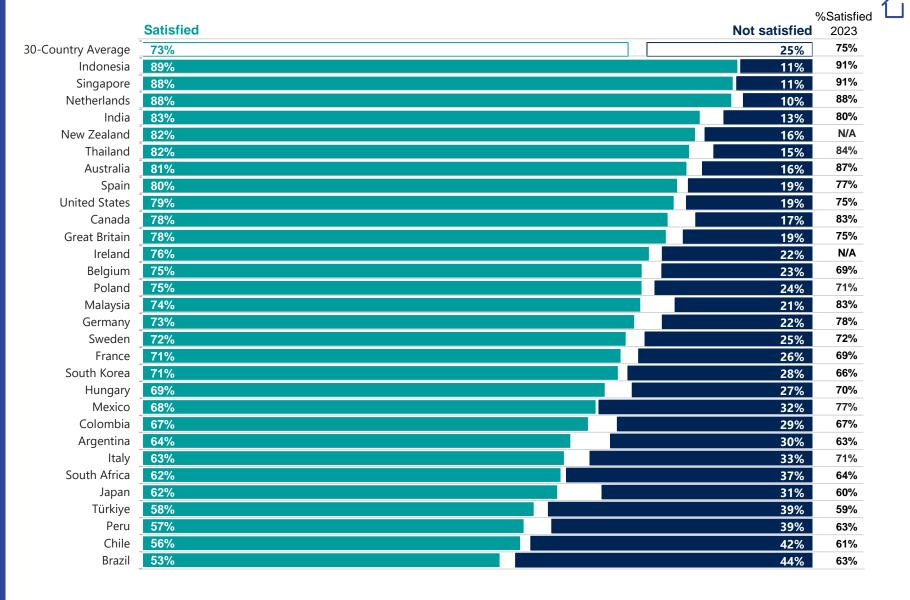
Exercising/having physical activities







My personal safety and security

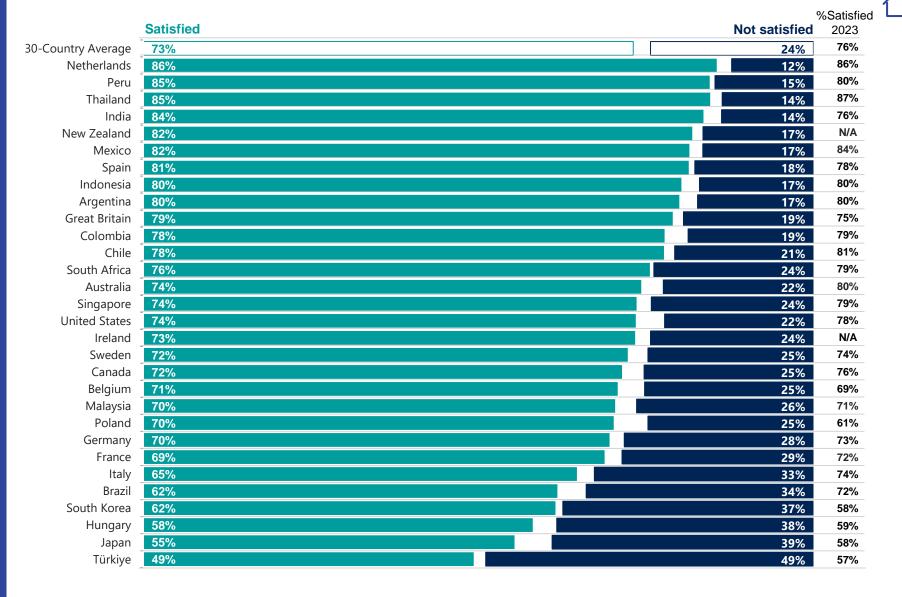








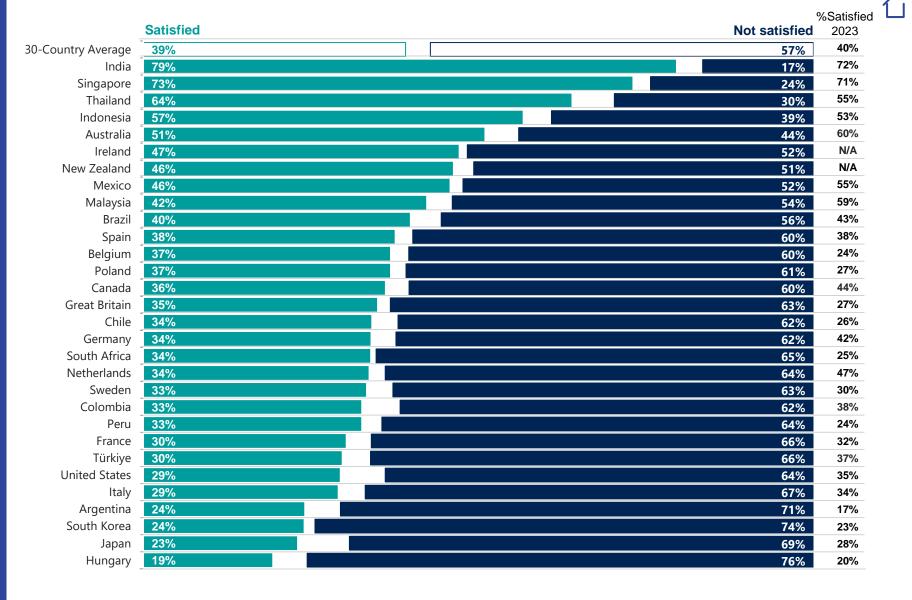
Feeling free to do and say what I want







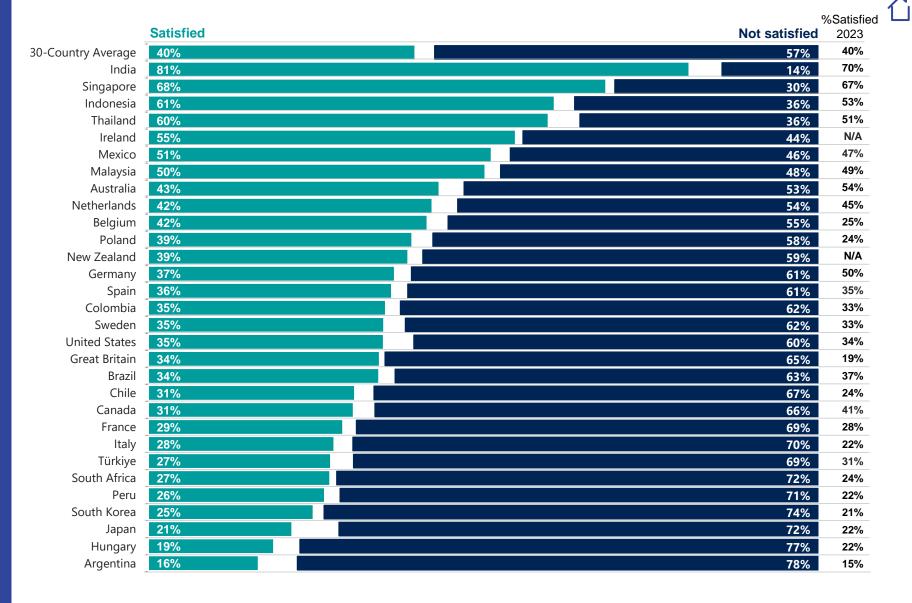
The social and political situation in my country







The economic situation in my country

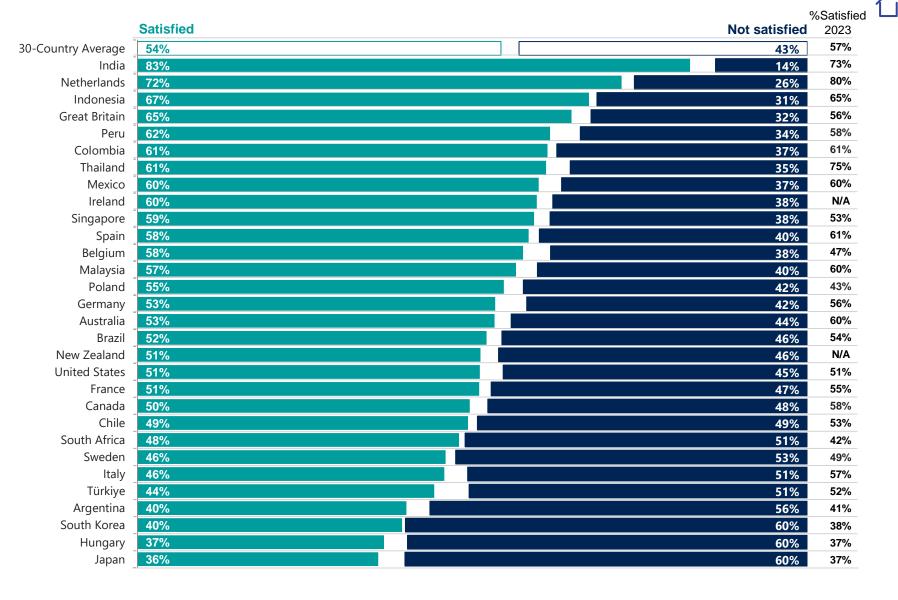








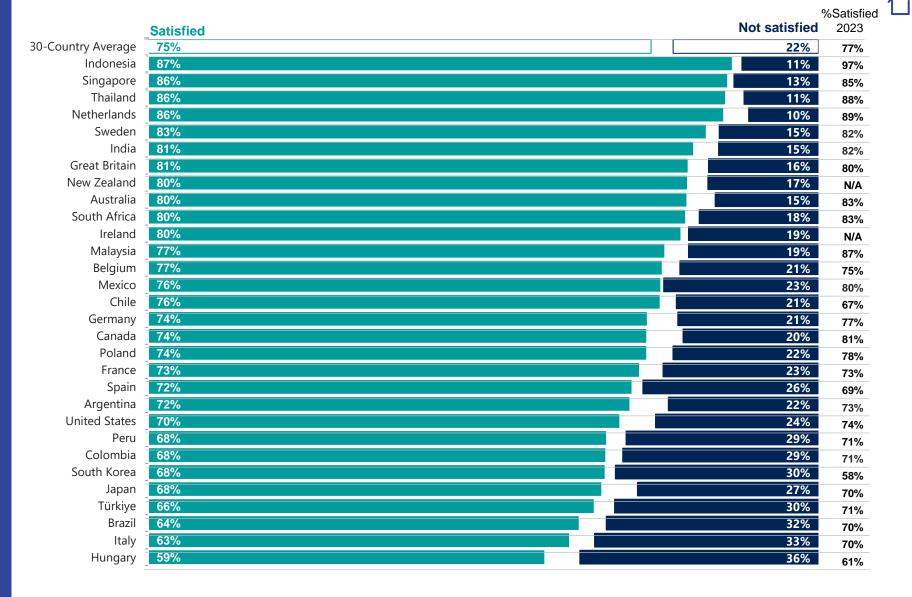
My financial situation







The news and information sources I have access to



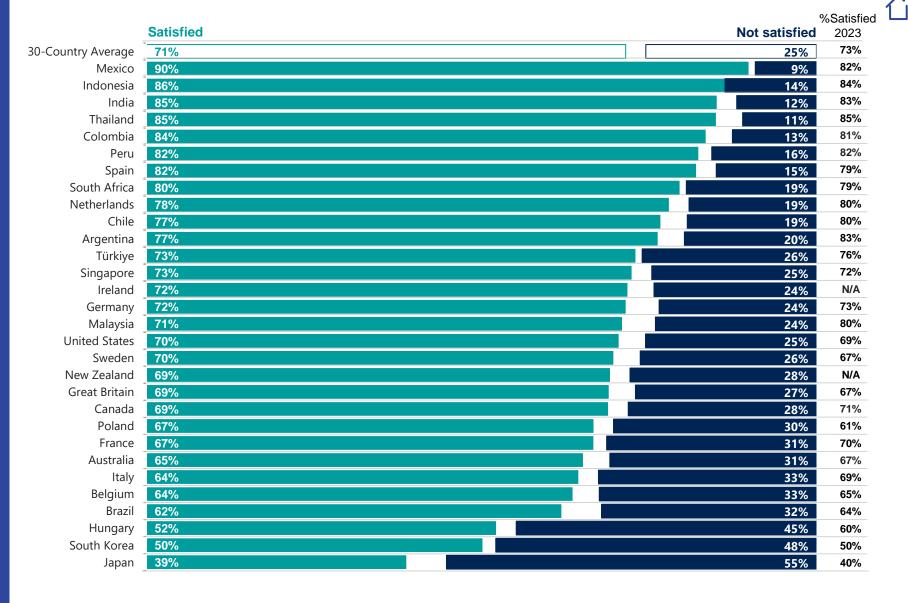








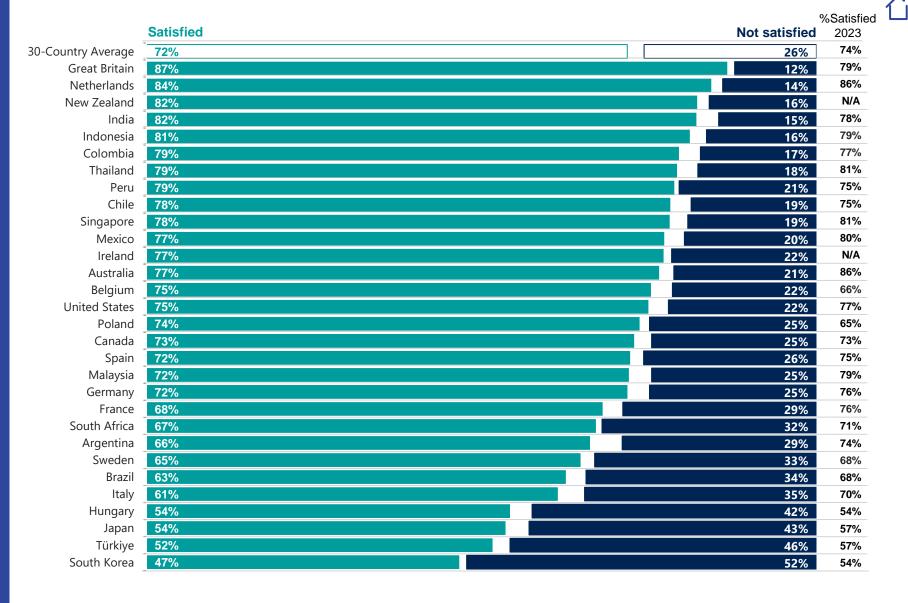
My looks







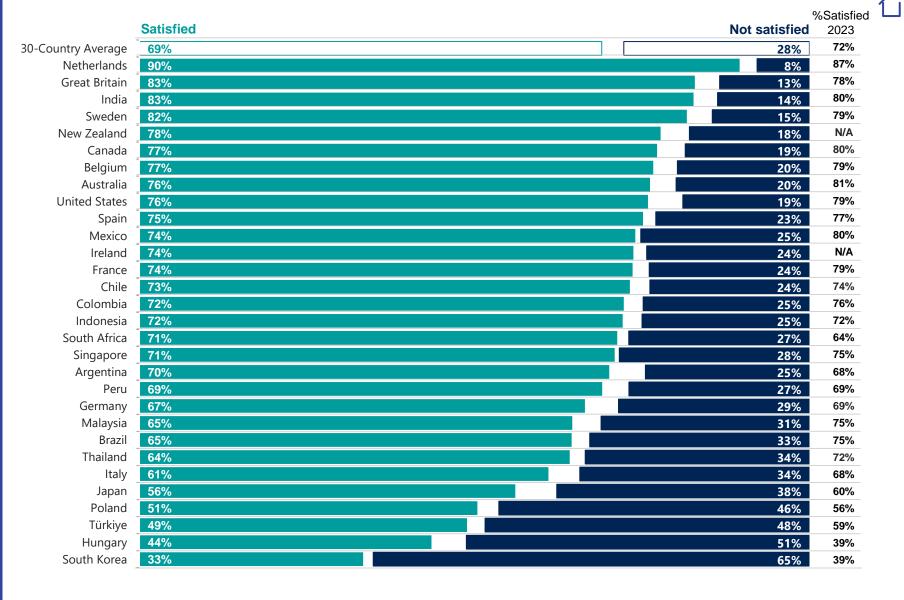
My living conditions







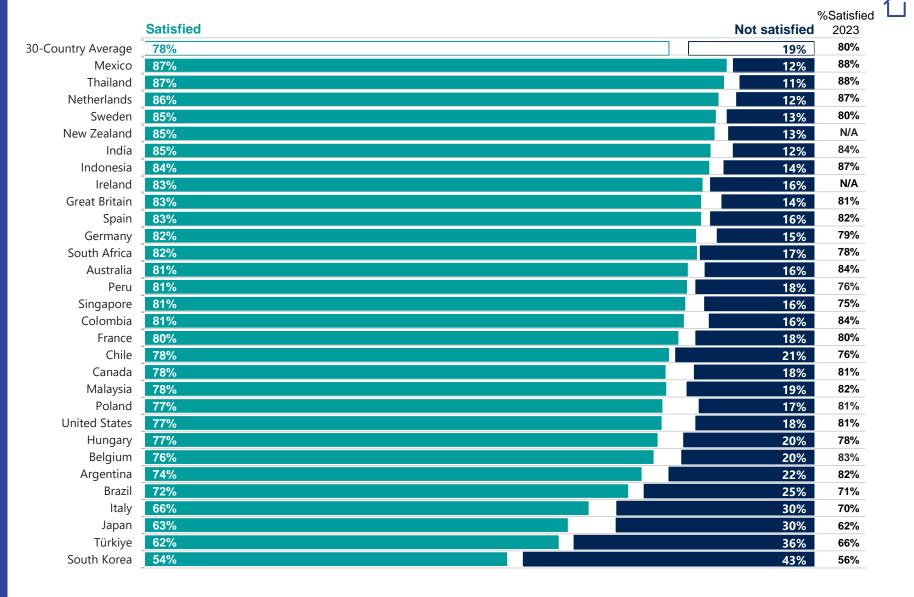
My material possessions







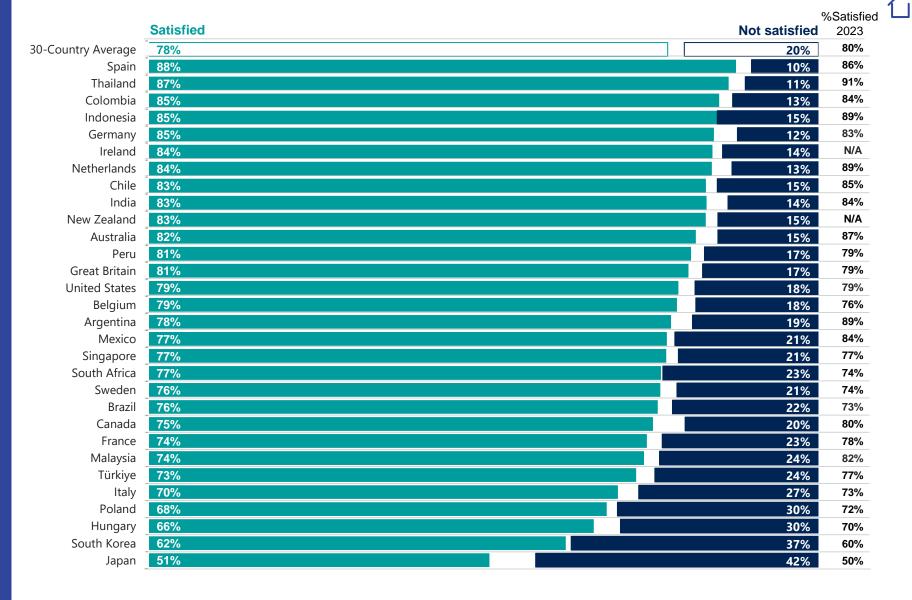
Having access to / being in touch with nature







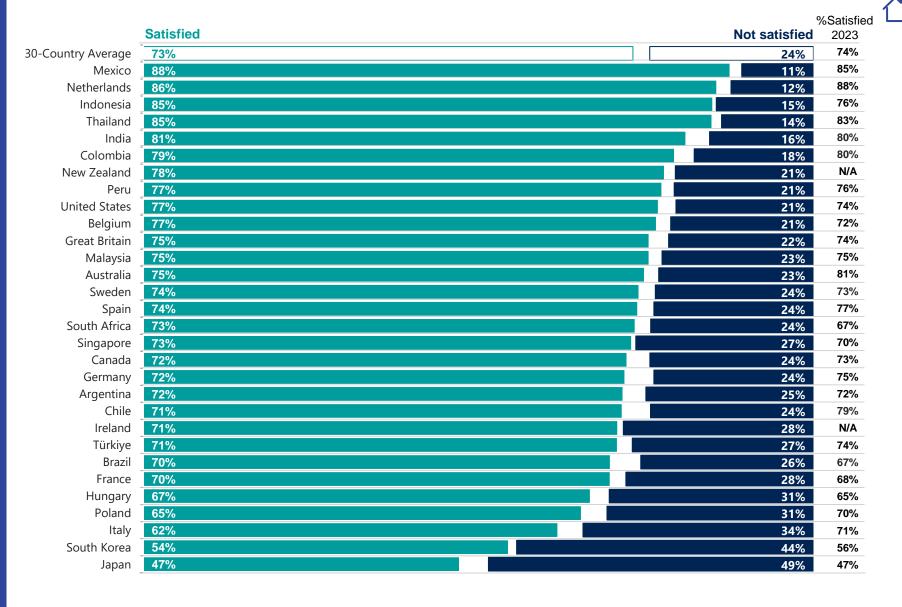
My level of education







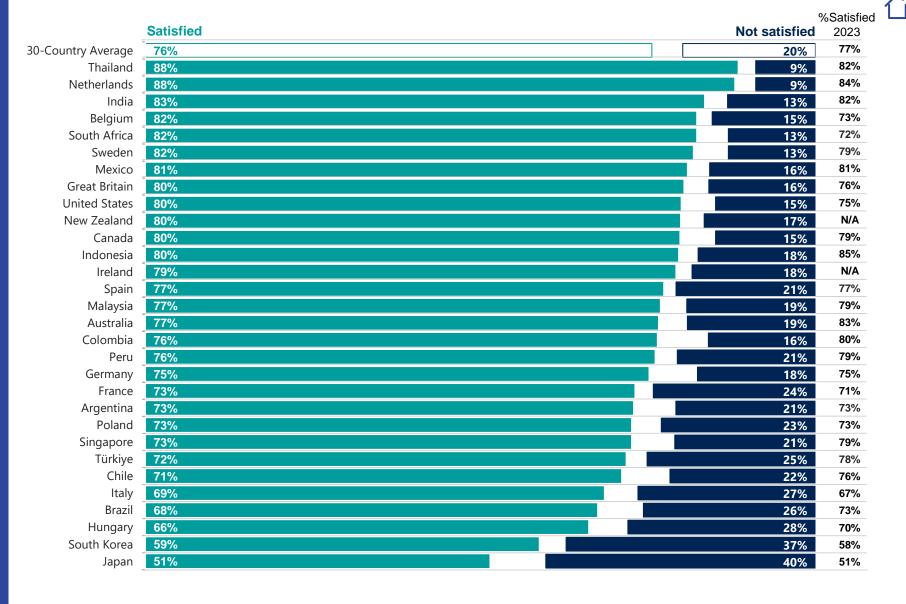
My job







My co-workers

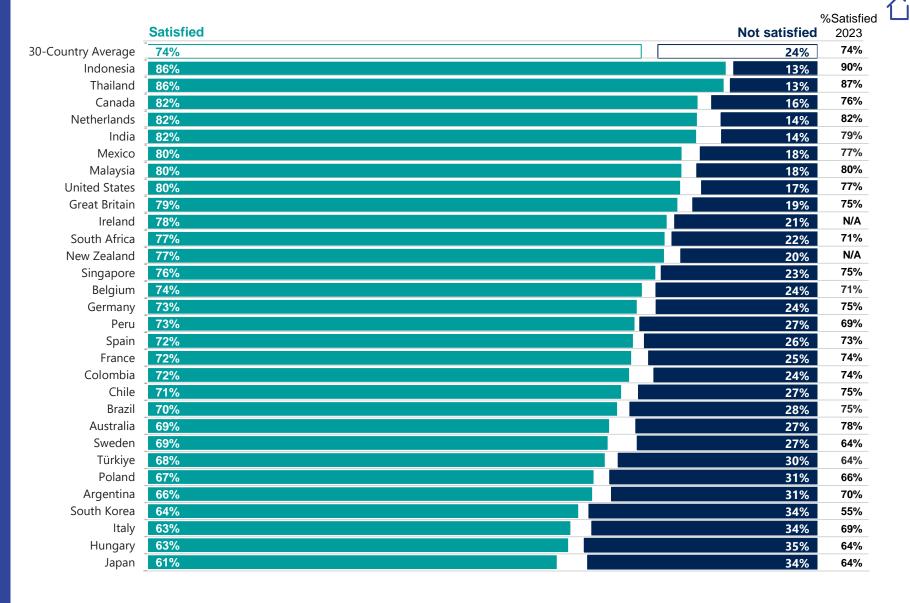


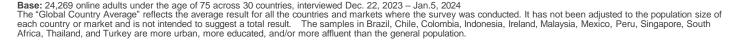






The amount of free time I have

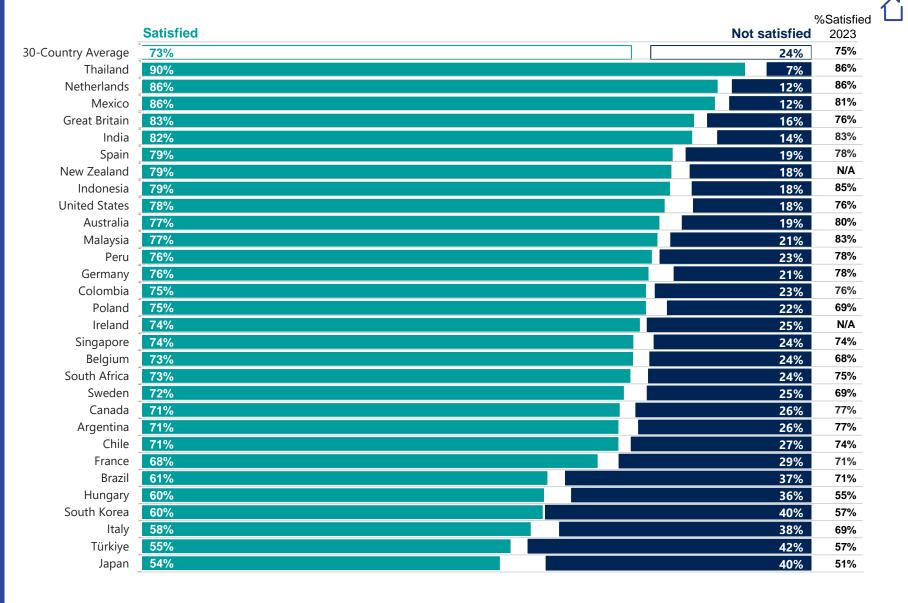








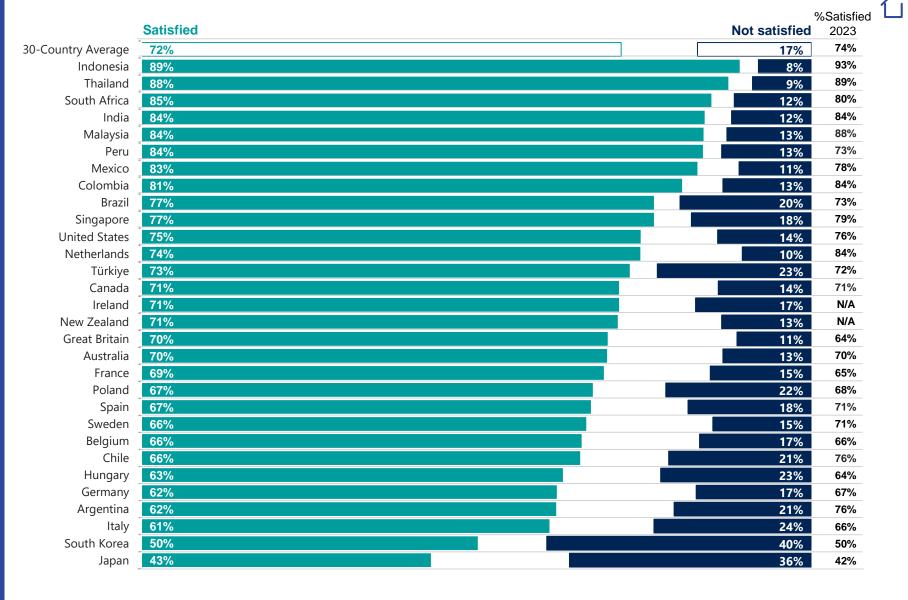
The entertainment and leisure activities I have access to







My religious faith or spiritual life





Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 22, 2023 and Friday, January 5, 2024. For this survey, Ipsos interviewed a total of 24,269 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, 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, China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. 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, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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.



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 countries and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multispecialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

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So that our clients can act faster, smarter and bolder.

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You act better when you are sure.

"Game Changers" – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.

