

Gallup International End of Year Survey 2024

RESULTS DISSEMINATION DOCUMENT

GLOBAL OPINION ON HAPPINESS

Questions(3 OF EOY 2024)

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INTRODUCTION

Questions covered in this edition:

- In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

SECTION 1: SURVEY DEMOGRAPHICS

Survey Demographics for Current Report

Sample Size and number of countries covered:

Happiness question n=44,823 in 44 countries



Religious Profile of Global Sample



Christian: 48%
Muslim: 21%
Hindu: 2%
All other religions: 6%
No religion: 17%

Education Profile of Global Sample



Low: 13%
Medium: 44%
High: 41%

Gender Profile of Global Sample



Females: 51% Males: 49%

Employment Profile of Global Sample



Working full: 48%
Working Part-time: 10%
Unemployed: 7%
Student: 6%
Housewife: 11%
Retired/Disabled: 15%
Others: 1%

Age Profile of Global Sample



Under 34 years: 34% 35-54 years: 37% 55+ years: 29%

Low: No education/only basic education / Completed primary

Medium: Completed secondary school

High: Completed High level education (University) / Completed Higher level of education (Masters, PHD, etc.)

SECTION 2: PERCEPTIONS ABOUT HAPPINESS

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

Table / Figure # 1.1

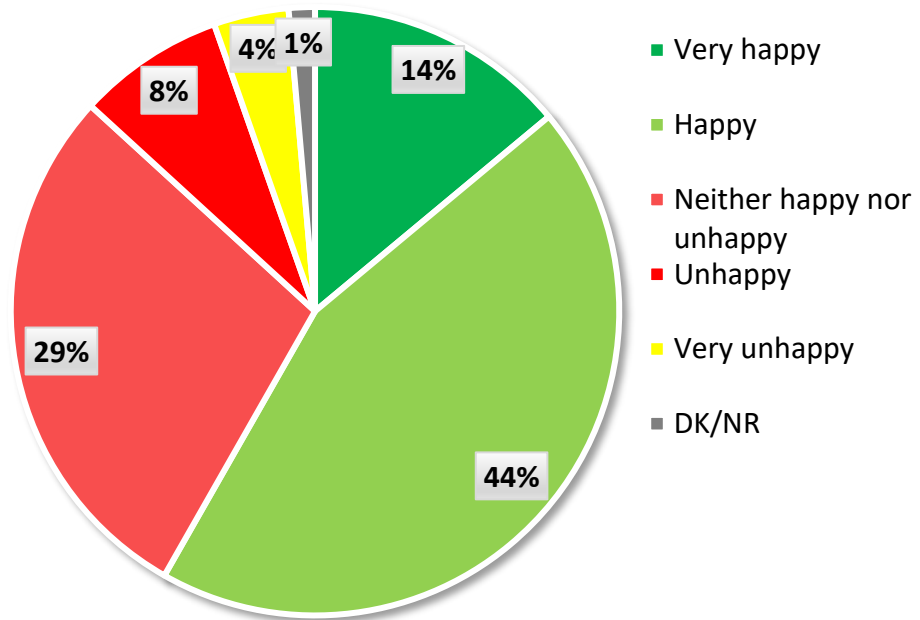
PERCEPTIONS ABOUT HAPPINESS

2.1 GLOBAL PICTURE

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

HAPPY (VERY HAPPY + HAPPY): 58% UNHAPPY (VERY UNHAPPY + UNHAPPY): 12%
GLOBAL HAPPINESS INDEX (HAPPY MINUS UNHAPPY): 46%

2024



TOP 5 HAPPIEST NATIONS		TOP 5 UN-HAPPIEST NATIONS	
	Happiness %		Happiness %
China	86%	India	31%
Indonesia	85%	Ukraine	33%
Mexico	83%	Serbia	37%
Saudi Arabia	81%	Italy	41%
Denmark	78%	Japan	43%

Happiness % = Very Happy + Happy

Table / Figure # 1.2

PERCEPTIONS ABOUT HAPPINESS

2.2 A NATIONAL PERSPECTIVE

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?
(Countries presented in alphabetical order)

Serial #		Very happy	Happy	Neither happy nor unhappy	Unhappy	Very unhappy	DK/NR	NET Score
	Global average	14%	44%	29%	8%	4%	1%	46%
1	Argentina	16%	35%	32%	9%	5%	3%	37%
2	Armenia	20%	36%	30%	9%	5%	1%	42%
3	Austria	10%	46%	33%	9%	2%	0%	44%
4	Azerbaijan	11%	38%	42%	1%	0%	7%	48%
5	Bangladesh	31%	16%	16%	9%	25%	2%	13%
6	Bosnia and Herzegovina	11%	42%	37%	9%	1%	1%	44%
7	Bulgaria	7%	41%	42%	5%	1%	4%	42%
8	China	35%	51%	12%	1%	0%	0%	84%
9	Colombia	23%	40%	28%	5%	2%	0%	56%
10	Denmark	20%	58%	15%	5%	1%	1%	71%
11	Ecuador	12%	42%	33%	8%	4%	1%	41%
12	Estonia	5%	44%	39%	8%	1%	3%	40%
13	Finland	12%	57%	17%	11%	3%	1%	54%
14	Georgia	12%	37%	42%	6%	2%	1%	40%
15	Germany	8%	39%	36%	14%	3%	1%	30%
16	India	11%	20%	30%	15%	19%	6%	-3%
17	Indonesia	18%	67%	12%	2%	0%	1%	83%
18	Iran	17%	41%	15%	15%	12%	0%	32%
19	Iraq	15%	44%	17%	13%	11%	0%	35%
20	Italy	5%	37%	52%	6%	1%	0%	35%
21	Japan	7%	36%	33%	12%	7%	5%	24%

Serial #		Very happy	Happy	Neither happy nor unhappy	Unhappy	Very unhappy	DK/NR	NET Score
22	Kazakhstan	30%	44%	19%	4%	0%	2%	70%
23	Kenya	25%	28%	19%	12%	16%	-	25%
24	Republic of Korea	2%	61%	32%	4%	0%	0%	59%
25	Kosovo	18%	44%	27%	8%	2%	1%	52%
26	Latvia	5%	46%	37%	7%	2%	3%	43%
27	Lithuania	7%	47%	39%	6%	1%	1%	47%
28	Malaysia	17%	50%	27%	5%	1%	0%	61%
29	Mexico	19%	64%	13%	-	3%	1%	80%
30	Norway	8%	50%	33%	6%	2%	0%	50%
31	Pakistan	45%	27%	12%	9%	6%	0%	58%
32	Peru	8%	60%	22%	7%	2%	1%	60%
33	Philippines	12%	55%	23%	6%	2%	1%	59%
34	Poland	6%	45%	35%	7%	4%	3%	40%
35	Portugal	9%	43%	33%	11%	4%	0%	36%
36	Russian Federation	11%	54%	22%	9%	2%	2%	54%
37	Saudi Arabia	24%	58%	15%	2%	0%	1%	78%
38	Serbia	6%	31%	45%	10%	4%	4%	23%
39	Spain	8%	44%	36%	7%	3%	1%	42%
40	Sweden	9%	55%	29%	6%	1%	0%	58%
41	Switzerland	13%	46%	32%	7%	2%	0%	50%
42	Ukraine	10%	23%	38%	17%	11%	2%	5%
43	United Kingdom	18%	37%	29%	11%	5%	0%	38%
44	United States	17%	41%	23%	11%	6%	2%	42%

Minor deviations due to rounding are possible

Table / Figure # 1.3

PERCEPTIONS ABOUT HAPPINESS

2.3 REGIONAL PERSPECTIVE

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

(REGIONAL BREAKDOWN DATA – NET FIGURES ONLY)

NET = HAPPY [VERY HAPPY + HAPPY] MINUS UNHAPPY [VERY UNHAPPY + UNHAPPY]

Southeast Asia the
happiest region; South
Asia the least

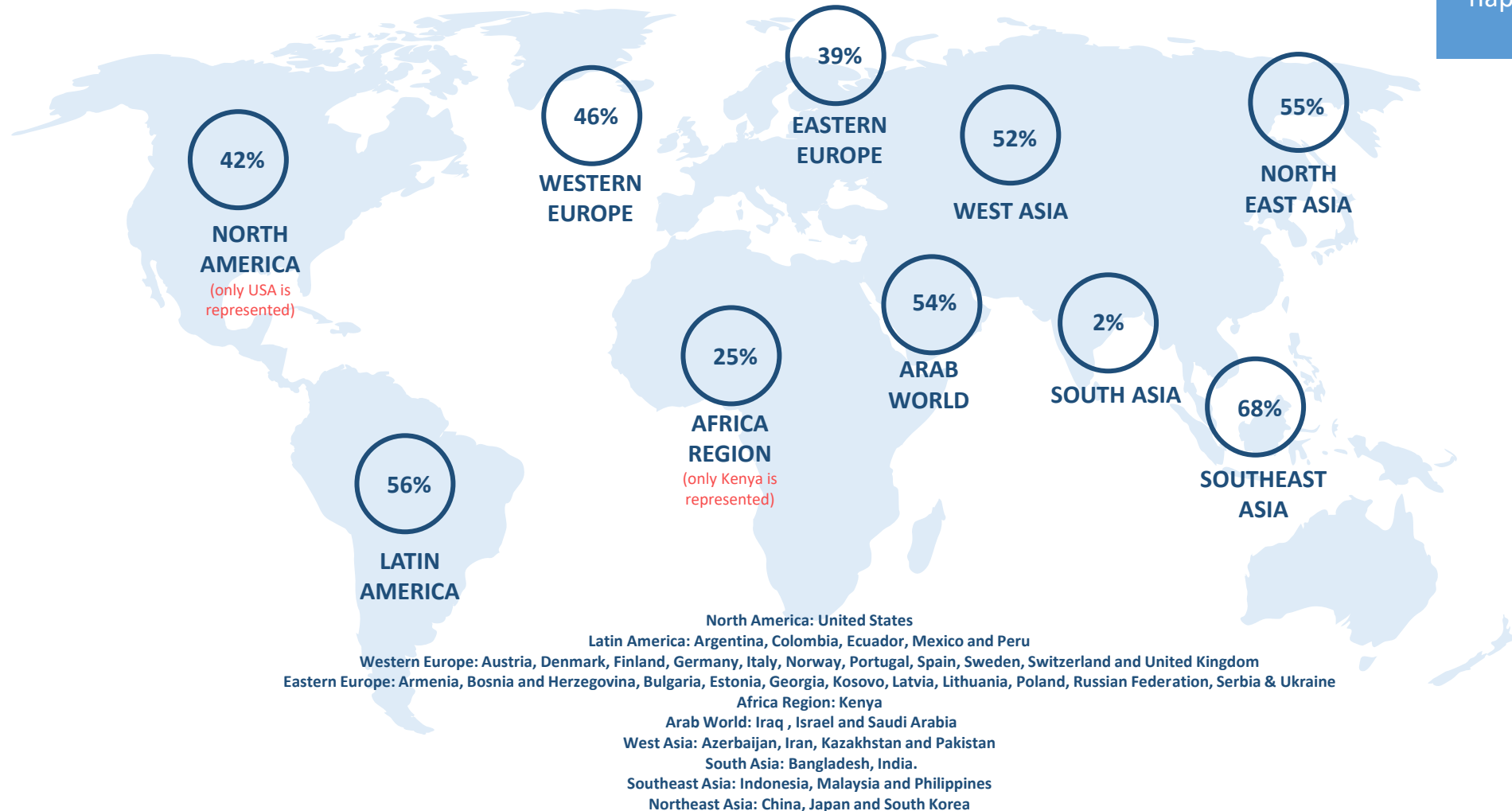


Table / Figure # 1.4
PERCEPTIONS ABOUT HAPPINESS
2.4 GLOBAL DEMOGRAPHICS

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

(DEMOGRAPHIC BREAKDOWN DATA – NET FIGURES ONLY)

NET = HAPPY [VERY HAPPY + HAPPY] MINUS UNHAPPY [VERY UNHAPPY + UNHAPPY]

1. GENDER



Females: 46%

Males: 46%



2. EDUCATION

Low

Medium

High

38%

47%

50%



3. AGE

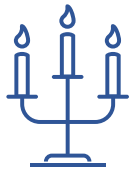
Under 34
51%

35 - 54

45%

55+

43%



4. RELIGION

Christian

47%

Muslim

54%

Hindu

2%

All other
Religions

45%

No Religion

45%



5. AVERAGE NATIONAL INCOME

Lower-Middle Income
Economies (\$1,086 to
\$4,255)

36%

Upper-Middle-Income
Economies (\$4,256 to
\$13,205)

51%

High-Income
Economies (\$13,205 or
more)

47%



6. EMPLOYMENT STATUS

52%

Working full
(include self-
employed)

41%

Working Part-
time

24%

Unemployed

54%

Student

46%

Housewife

40%

Retired/Disabled

77%

Others



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