Annual world survey shows that happiness continues to decline

WIN International, the world's leading association in market research and polling, has today published its 2018 World Survey exploring the outlook, expectations, views and beliefs of 30,890 people from 40 countries across the globe.

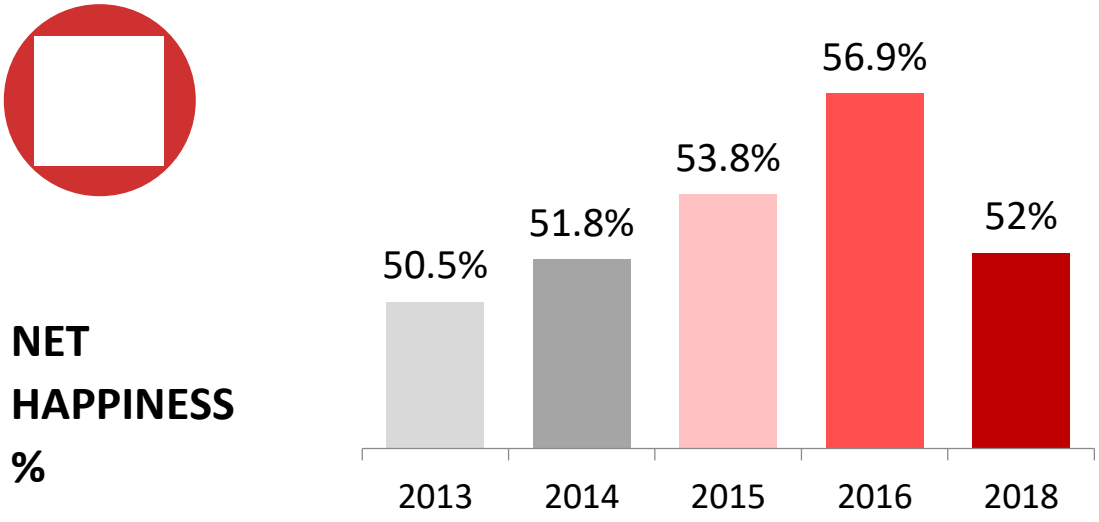
Headlines

- 52% of people worldwide say they are happy down from a high of 57% in 2016
- The Philippines is the happiest country in the world (78%) while Palestine is the least happy (24%);
- There is no statistical difference between males and females in their levels of happiness
- Happiness levels are higher in the younger age groups (18 – 34 years 56%) and lowest in the middle age groups (35 – 49 years 49%)

- The Happiness of both the younger and middle aged groups have dropped considerably since 2016 (by 5% and 6% respectively). The Happiness of the older aged group (55+) has remained consistent (50% in 2018 and 51% in 2016)
- Students have the higher level of happiness (58%) whilst the unemployed have the lowest level of happiness 37%

A less happy world in 2018

As 2018 came to a close, the Happiness of the world has continued its decline from a high of 57% in 2016 to just 52% in 2018. Of the 30,890 people polled 8% declared themselves to be unhappy, figure that remains the same compared to 2016 while those that are neither happy nor unhappy increased from 26% in 2016 to 30% in 2018.



G7 countries

Looking at the G7 countries, the USA, Canada and Germany have increased their level of Happiness whilst the UK, France and Japan have seen a decline in Happiness:

USA 2016 48% to 2018 51%

Canada 2016 50% to 2018 55%

Germany 2016 46% to 2018 48%

UK 2016 47% to 2018 41%

France 2016 43% to 2018 39%

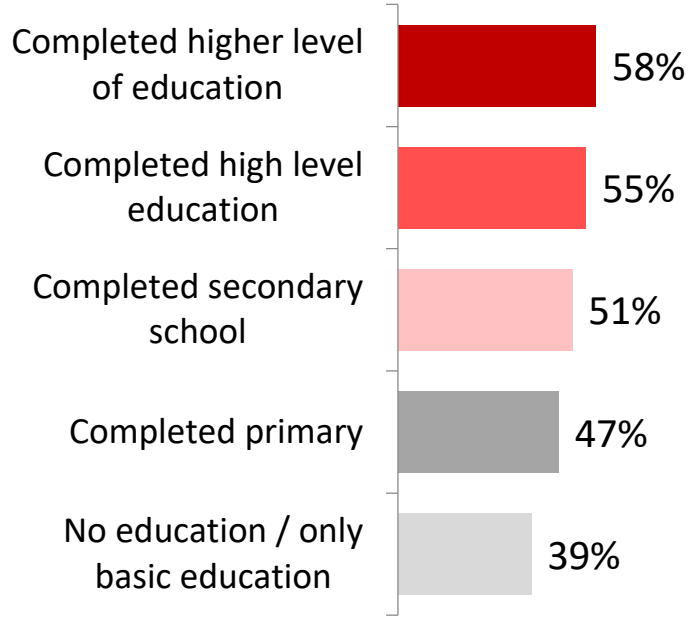
Japan 2016 55% to 2018 30%

Italy 2016 38% to 2018 38%

Education

Higher Education levels demonstrate higher Happiness levels. Those who have no education or only basic education report happiness at 39% whilst those with higher education report 58%.

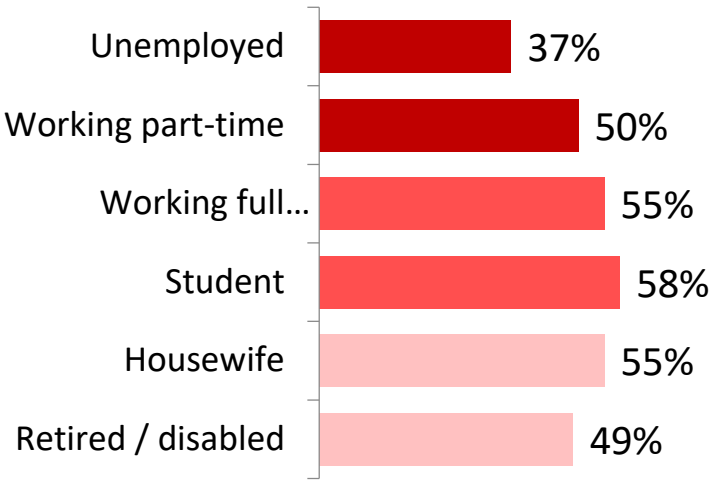
NET HAPPINESS AND EDUCATION



Employment

The Unemployed report the lowest levels of Happiness (37%) whilst students are the highest at 58%. Working fulltime and as a Housewife also show high lels of Happiness (55%).

NET HAPPINESS AND WORK



Vilma Scarpino, President of WIN International Association, said: “The continued decline in Happiness across the globe may be attributed to the increasing instability in our political and economic systems. There is however some optimism amongst younger generations that declare the higher Happiness levels”.

-ENDS-

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NOTES FOR EDITORS

Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people´s thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 30,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN survey:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Table # 1:

HAPPINESS INDEX 2018 (Per Country)

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life? , Frage 16: In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

Countries in Alphabetical order	TOP TWO	BOTTOM TWO	NEUTRAL	Do not know / no response	Net Score
	Row%	Row%	Row%	Row%	Row%
Global average	60%	8%	30%	1%	52.0%
ARGENTINA	63%	3%	28%	6%	60.0%
AUSTRALIA	64%	14%	22%	0%	49.9%
BRAZIL	72%	5%	23%	0%	66.5%
CANADA	65%	10%	24%	1%	55.4%
CHILE	63%	5%	32%	1%	58.2%
CHINA	57%	8%	35%	0%	49.5%
CROATIA	59%	8%	32%	0%	51.3%
DENMARK	59%	8%	31%	1%	51.5%
FINLAND	60%	7%	31%	1%	53.0%
FRANCE	47%	8%	43%	1%	38.9%
GERMANY	61%	14%	25%	1%	47.5%
GHANA	81%	3%	15%	0%	78.2%
GREECE	42%	9%	49%	0%	32.8%
HONG KONG	52%	14%	34%	0%	37.7%
INDIA	76%	4%	20%	0%	72.2%
INDONESIA	77%	2%	21%	0%	75.7%
IRELAND	64%	13%	22%	1%	50.7%
ITALY	54%	7%	38%	1%	47.1%
JAPAN	47%	17%	31%	6%	30.0%
LATVIA	51%	6%	40%	3%	44.3%
LEBANON	59%	10%	30%	0%	49.2%
NETHERLANDS	67%	6%	25%	2%	61%
MALAYSIA	68%	8%	23%	1%	60.0%
MEXICO	70%	5%	23%	2%	64.6%
MAROCCO	62%	6%	31%	1%	56%
PALESTINE	42%	18%	39%	1%	24.0%
PARAGUAY	75%	2%	23%	0%	72.4%
PERU	74%	3%	23%	0%	70.5%
PHILIPINAS	82%	4%	14%	0%	78.3%
POLAND	46%	10%	38%	6%	35.9%
SLOVENIA	59%	5%	35%	1%	54.3%
SOUTH AFRICA	52%	17%	31%	1%	34.4%
SOUTH KOREA	46%	7%	47%	0%	39.2%
SPAIN	65%	7%	28%	1%	57.4%
SWEDEN	57%	8%	33%	1%	48.4%
THAILAND	76%	5%	18%	1%	71.2%
TURKEY	53%	10%	37%	0%	42.9%
UK	57%	17%	25%	1%	40.6%
USA	64%	12%	23%	1%	51.3%
VIETNAM	62%	0%	37%	0%	61.7%

Table # 2:
HAPPINESS INDEX 2018 (Per Regions)

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life? , Frage 16: In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?							
		Col%	TOP TWO Row%	TWO LESS Row%	NEUTRAL Row%	Do not know / no response Row%	Net Score
All Regions		100	60%	8%	30%	1%	52%
	MENA	3%	51%	14%	34%	1%	38%
	EUROPE	44%	57%	9%	33%	1%	48%
	APAC	29%	63%	7%	29%	1%	55%
	AMERICAS	16%	68%	5%	25%	1%	63%
	AFRICA	7%	58%	14%	27%	1%	44%
All Continents		100	60%	8%	30%	1%	52%
	AFRICA	7%	58%	14%	27%	1%	44%
	AMERICA	16%	68%	5%	25%	1%	63%
	ASIA	33%	61%	8%	31%	1%	53%
	EUROPE	41%	57%	9%	32%	1%	48%
	OCEANIA	2%	64%	14%	22%	0%	50%
G-7		100	55%	12%	31%	2%	43%
	GERMANY	17%	61%	14%	25%	1%	48%
	ITALY	17%	54%	7%	38%	1%	47%
	JAPAN	17%	47%	17%	31%	6%	30%
	CANADA	8%	65%	10%	24%	1%	55%
	USA	8%	64%	12%	23%	1%	51%
	UK	17%	57%	17%	25%	1%	41%
	FRANCE	17%	47%	8%	43%	1%	39%
BRIC		100	59%	11%	29%	0%	48%
	CHINA	19%	57%	8%	35%	0%	50%
	SOUTH AFRICA	32%	52%	17%	31%	1%	34%
	INDIA	9%	76%	4%	20%	0%	72%
	BRAZIL	10%	72%	5%	23%	0%	66%
G-20		100	59%	11%	29%	1%	49%
	GERMANY	783%	61%	14%	25%	1%	48%
	ITALY	93%	54%	7%	38%	1%	47%
	JAPAN	225%	47%	17%	31%	6%	30%
	INDONESIA	163%	77%	2%	21%	0%	76%
	CANADA	165%	65%	10%	24%	1%	55%
	CHINA	162%	57%	8%	35%	0%	50%
	MEXICO	342%	70%	5%	23%	2%	65%
	SOUTH AFRICA	96%	52%	17%	31%	1%	34%
	USA	136%	64%	12%	23%	1%	51%
	INDIA	171%	76%	4%	20%	0%	72%
	BRAZIL	58%	72%	5%	23%	0%	66%
	UK	3437%	57%	17%	25%	1%	41%
	FRANCE	2500%	47%	8%	43%	1%	39%

Table # 3:
HAPPINESS INDEX 2018 (Per Demographics)

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life? , Frage 16: In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?							
		Col%	TOP TWO Row%	BOTTOM TWO Row%	NEUTRAL Row%	Do not know / no response Row%	Net Score
Gender		100.00%	60%	8%	30%	1%	52%
	Male	49.01%	60%	9%	30%	1%	51%
	Female	50.99%	61%	8%	30%	1%	53%
Age		100.00%	60%	8%	30%	1%	52%
	0-34	1.63%	65%	8%	26%	0%	56%
	35-54	39.96%	58%	9%	31%	0%	49%
	55-+	58.41%	58%	7%	34%	0%	50%
Education		100.00%	60%	8%	30%	1%	52%
	NO EDUCATION/ONLY BASIC EDUCATION	3.21%	48%	9%	40%	2%	39%
	COMPLETED PRIMARY	9.74%	56%	9%	33%	2%	47%
	COMPLETED SECONDARY SCHOOL	45.98%	59%	9%	31%	1%	51%
	COMPLETED HIGH LEVEL EDUCATION	32.12%	64%	8%	27%	1%	55%
	COMPLETED HIGHER LEVEL OF EDUCATION	8.20%	65%	7%	26%	1%	58%
	REFUSED/DNK/DNA	0.76%	41%	16%	33%	9%	25%
WORK		100.00%	60%	9%	30%	1%	52%
	WORKING FULL (INCLUDE SELF-EMPLOYED)	49.45%	62%	8%	29%	1%	55%
	WORKING PART-TIME	11.33%	59%	9%	31%	1%	50%
	UNEMPLOYED	10.15%	52%	15%	32%	2%	37%
	STUDENT	7.42%	66%	8%	24%	1%	58%
	HOUSEWIFE	8.62%	62%	6%	31%	1%	55%
	RETIRED/DISABLED	11.29%	57%	8%	33%	1%	49%
	REFUSED/DNK/DNA	1.73%	52%	11%	33%	4%	41%

Happy: Happy+ Very Happy
Unhappy: Unhappy + Very Unhappy
***Neutral:** Neither happy nor unhappy

** ***ROUNDING OFF OF DECIMALS:*** *There may be a slight difference of 1% in some instances. Exact figures are available elsewhere. There is also a slight possibility that the figures vary up to a maximum of 1% between different versions of the press releases.*

Methodology Sheets

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	**ARGENTINA**	Voices! Research & Consultancy	CATI	520	National	December 6th - December 18th 2018
2	**AUSTRALIA**	Bastion Latitude	CAWI	715	National	November 20th - 2nd December 2018
3	**BRAZIL**	Market Analysis	CAWI	500	National	November 30th - December 06th 2018
4	**CANADA**	Leger 360	CAWI	500	National	November 10th - November 19th 2018
5	**CHILE**	Activa Research	CAWI	1032	National	November 7th – November 11th 2018
6	**CHINA**	Wisdom Asia	CAWI	1000	National/Urban	November 14th - November 21st 2018
7	**CROATIA**	Mediana	CAWI	508	National	November 6th – November 8th 2018
8	**DENMARK**	DMA Research A/S	CAWI	500	National	October 17th – October 22nd 2018
9	**FINLAND**	Taloustutkimus Oy	CAWI	500	National	October 16th – October 22nd 2018
10	**FRANCE**	BVA	CAWI	1000	National	November 23rd – November 29th 2018
11	**GERMANY**	Produkt + Markt	CAWI	1000	National	October 23rd – November 6th 2018
12	**GHANA**	Candino Global	CAPI	500	Urban	November 20th – December 3rd 2018
13	**GREECE**	Alternative Research Solutions	CAWI	500	National	October 26th - November 4th, 2018
14	**HONG KONG**	CSG (Consumer Search Group)	CAWI	505	National	October 28th - November 21st 2018
15	**INDIA**	DataPrompt International	CAWI	500	National	November 19th – November 25th 2018
16	**INDONESIA**	PT Deka Citra International	CAPI	1040	Urban	November 14th – November 25th 2018
17	**IRELAND**	RED C Research and Marketing Ltd	CAWI	1000	National	November 22nd – November 27th 2018
18	**ITALY**	DOXA	CAPI	1039	National	October 15th – October 30th 2018
19	**JAPAN**	NRC (Nippon Research Center)	CAWI	1000	National	November 15th – November 20th 2018
20	**LATVIA**	Research centre SKDS	CAWI	1005	National	October 24th – October 31st 2018
21	**LEBANON**	REACH SAL	CATI	500	National	October 12th – November 10th 2018
22	**MALAYSIA**	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1st – December 6th 2018
23	**MEXICO**	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23rd - December 3rd 2018
24	**NETHERLANDS**	Motivaction International	CAWI	500	National	December 2018

25	**PAKISTAN**	Gallup Pakistan	Face to Face	1000	National	October 20th – October 26th 2018
26	**PALESTINE**	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22nd - December 2nd 2018
27	**PARAGUAY**	ICA Consultoría Estratégica	CAWI	500	National	December 7th - December 14th 2018
28	**PERU**	DATUM Internacional	CAPI	1009	National	November 9th – November 14th 2018
29	**PHILIPPINES**	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6th – November 20th 2018
30	**POLAND**	MARECO POLSKA	CAWI	500	National	October 11th – October 20th 2018
31	**SLOVENIA**	Mediana	CAWI	505	National	November 6th – November 8th 2018
32	**SOUTH AFRICA**	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23rd – November 29th 2018
33	**SOUTH KOREA**	Gallup Korea	PAPI	1500	National	November 7th – November 30th 2018
34	**SPAIN**	Instituto DYM	CAWI	1010	National	November 6th – November 14th 2018
35	**SWEDEN**	Origo Group	CAWI	1000	National	November 15th – November 25th 2018
36	**THAILAND**	Infosearch co.ltd	Face to Face	600	National	November 5th – November 30th 2018
37	**TURKEY**	Barem	CATI	1000	National	November 1st – November 28th 2018
38	**UK**	ORB International (Opinion Research Business)	CAWI	1001	National	December 7th - December 10th 2018
39	**USA**	Leger	CAWI	500	National	November 10th - November 19th 2018
40	**VIETNAM**	Indochina Research	Face to Face	600	Urban	November 5th – November 23rd 2018