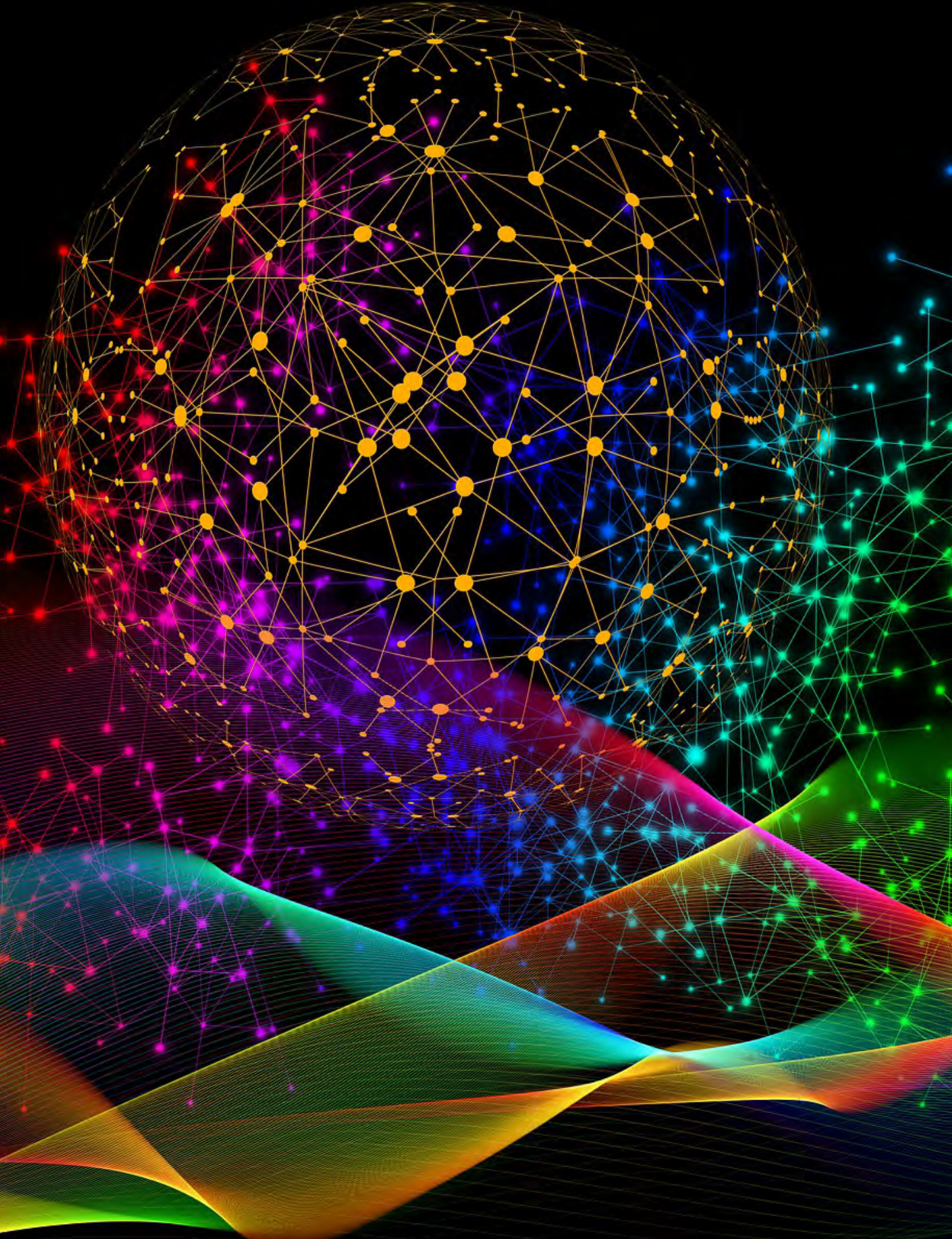


Happiness Report Card 2023



Are we having fun yet?

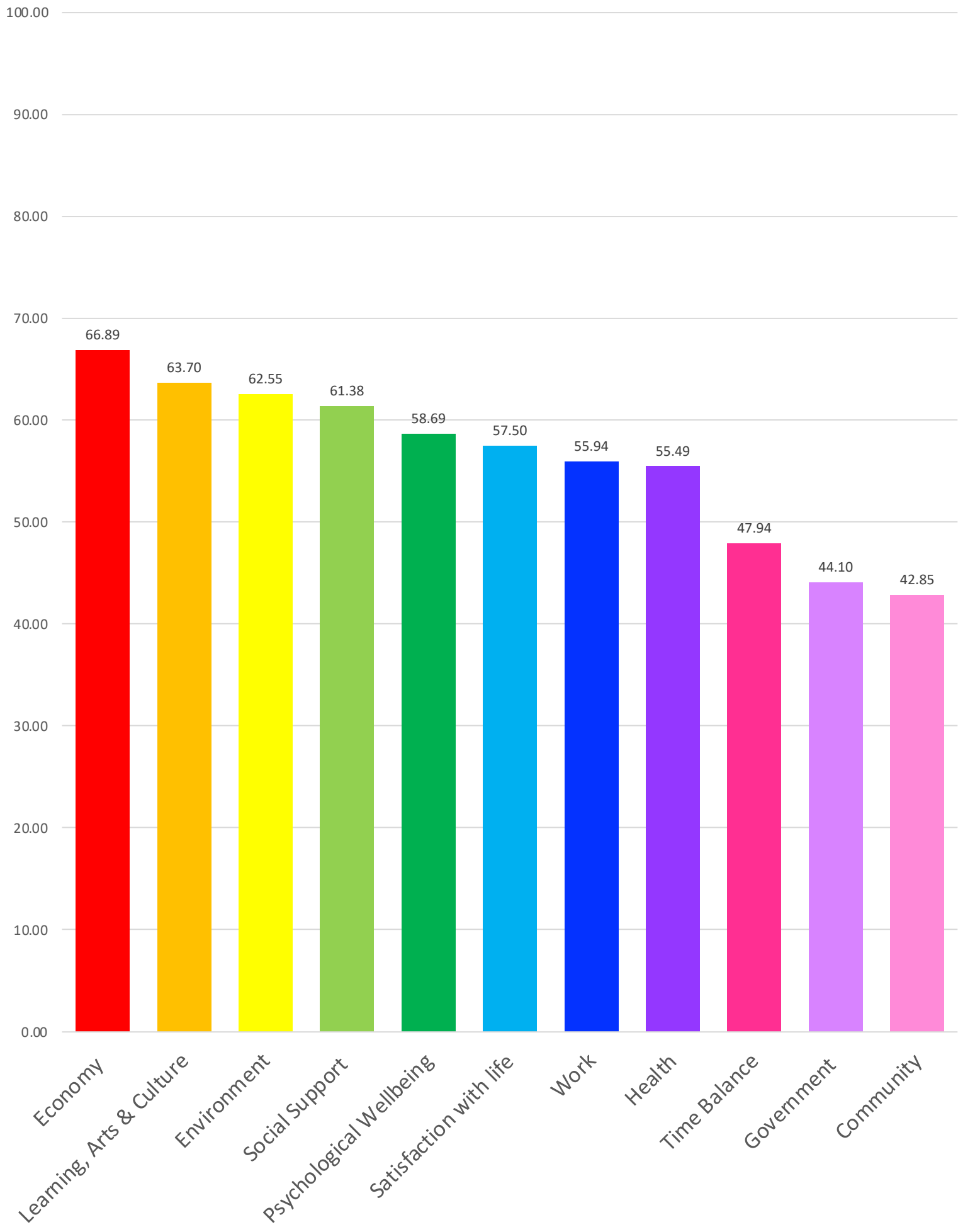
Welcome to the 2023 Happiness Report





Data + Meaning for A Good Life

Happiness Index Scores for 2022



The Happiness Alliance's Happiness Index measures how you feel about important aspects of your life.

With **your contribution of taking the Happiness Index** (and if you have not taken it yet, you can [right now](#)), we have been measuring happiness since 2011.

This year our overall average was just above 50, meaning overall, we are neither happy nor unhappy. We scored highest in the domain of the economy at 66.89 out of 100 and lowest in the domain of community at 42.85 out of 100.

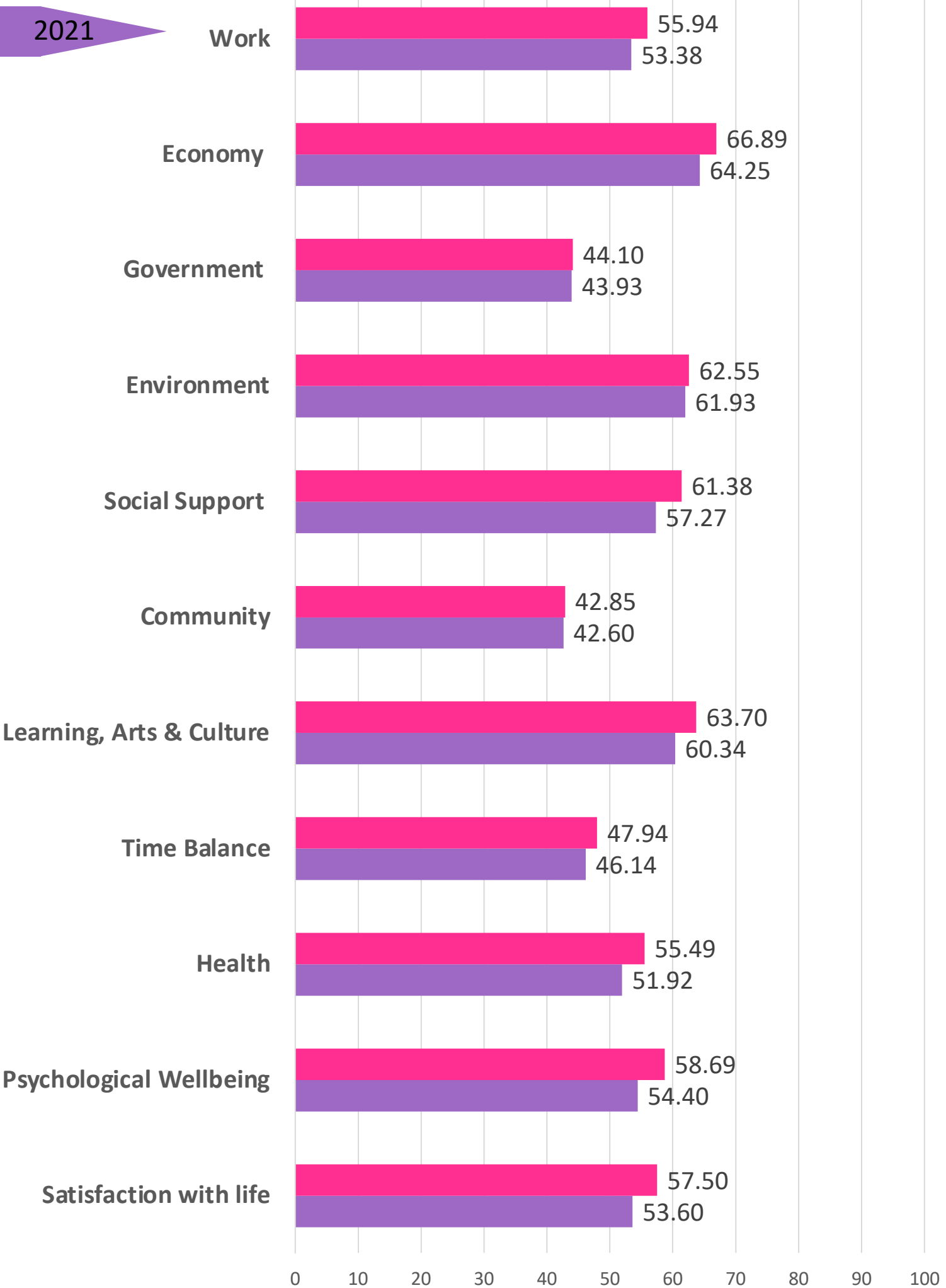
Conventional thought says that to be happier, we need a strong economy, higher incomes and more money.

Our data indicates otherwise.

Happiness Index Scores 2022 and 2023

2022

2021



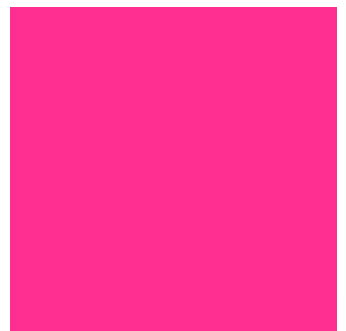
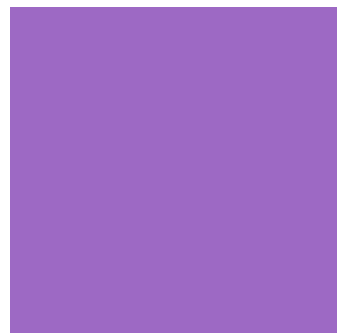
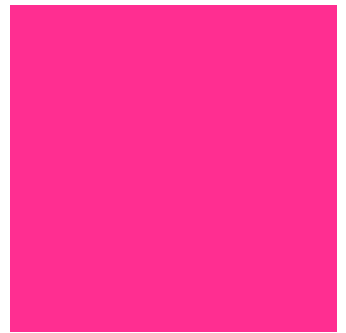
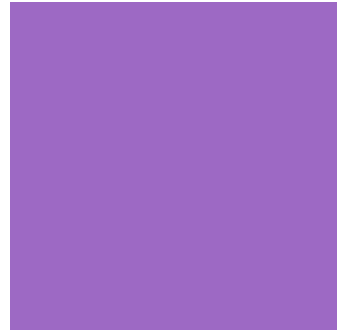
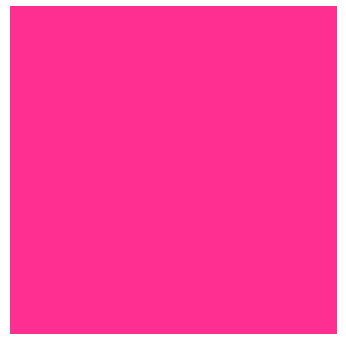
Scores went up just a bit – 2.8 out of 100 - between 2021 and 2022 in all the domains, with the biggest gains in the domains of psychological wellbeing and social support.

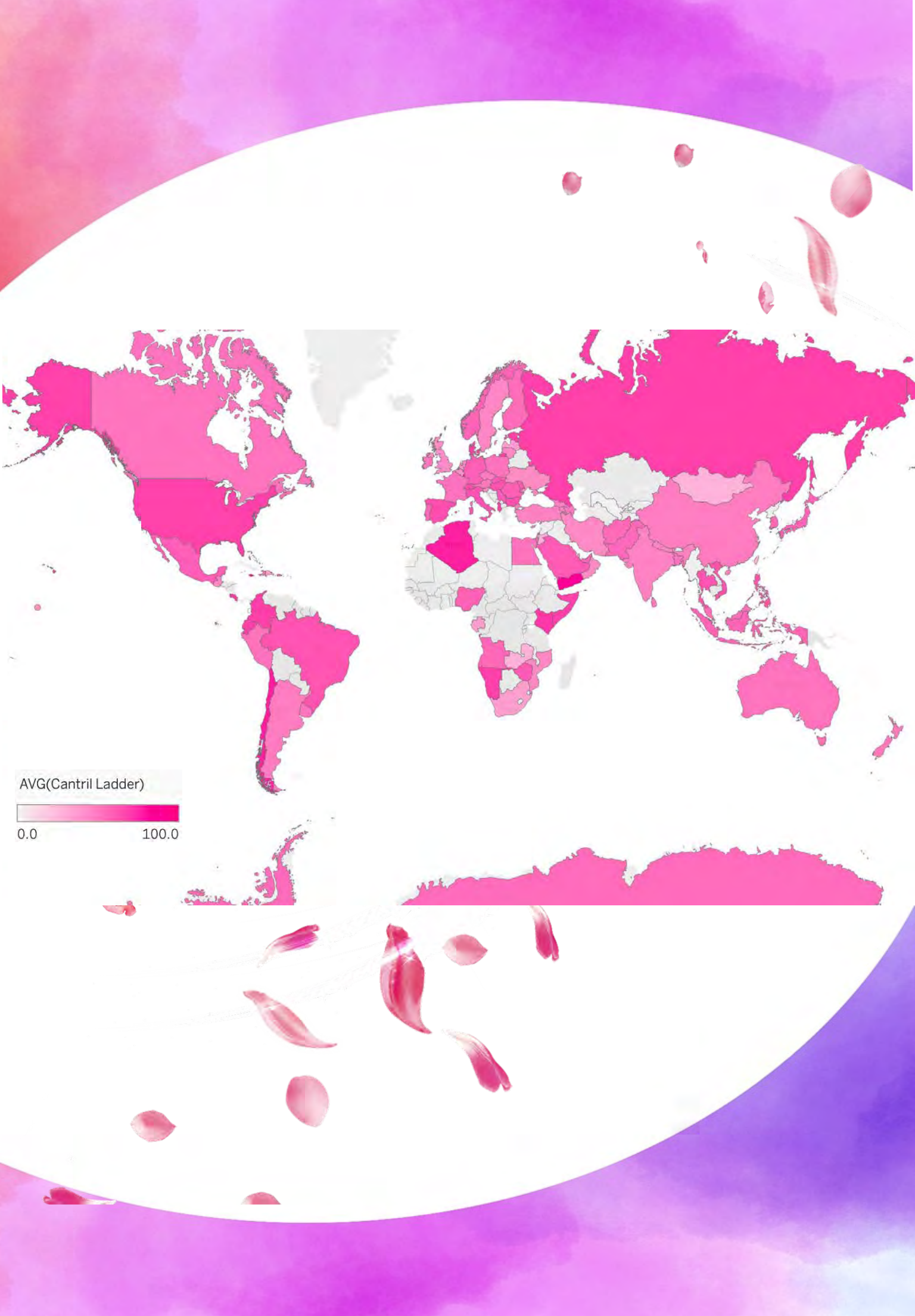
The domains with the littlest gains are government and community.

Happiness Index Domain	2021	2022	Change
Satisfaction with life	53.60	57.50	3.9
Psychological Wellbeing	54.40	58.69	4.3
Health	51.92	55.49	3.6
Time Balance	46.14	47.94	1.8
Learning, Arts & Culture	60.34	63.70	3.4
Community	42.60	42.85	0.3
Social Support	57.27	61.38	4.1
Environment	61.93	62.55	0.6
Government	43.93	44.10	0.2
Economy	64.25	66.89	2.6
Work	53.38	55.94	2.6
Overall Average	53.61	56.09	2.48

The Happiness Index data reflects survey takers from **all around the world**, with more from the US, UK, Canada, India and Australia than elsewhere.

The data is called a **convenience sampling** because the people who took the survey opted to take it. This means the data reflects their state of mind, and not necessarily that of the general population.







AVG(Cantril Ladder)


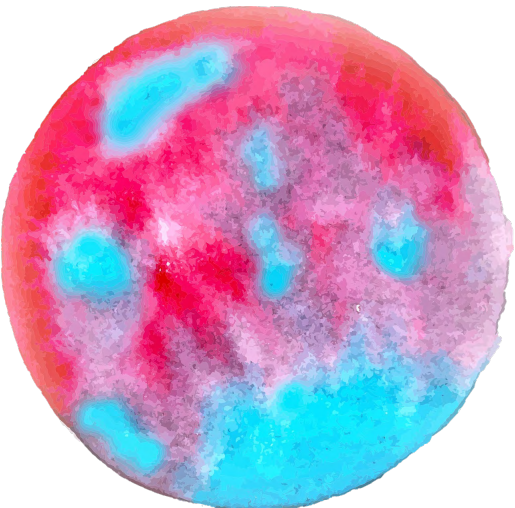


0.0 100.0

Domains	Respondents
Satisfaction with life	10994
Psychological Wellbeing	10887
Health	10711
Time Balance	10344
Learning, Arts & Culture	10065
Community	9768
Social Support	9634
Environment	9438
Government	9180
Economy	9086
Work	8189

10,994 people started taking the Happiness Index in 2022 and 8189 finished it. About double that amount visited the Happiness Index but did not answer more than one or two questions.



The Happiness Index completion rate is about 75% for those who start taking the survey. This is quite good!



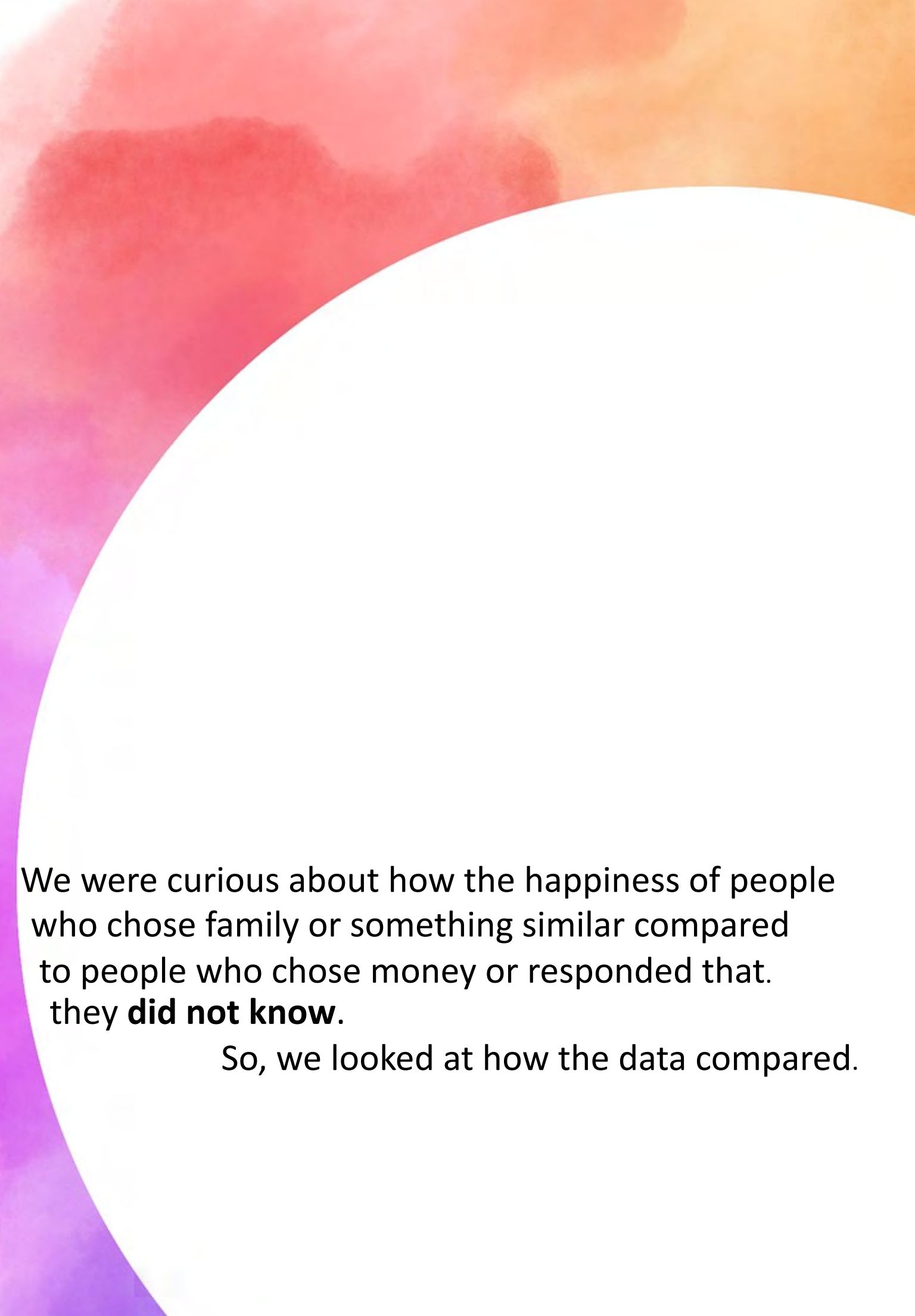
One of the questions we ask in the Happiness Index is:
In one word, what makes you happy?

Over time and across continents, the
most popular answer is **family.**



This is a **Word Cloud** of the responses to the question: In one work, what makes you happy? The bigger the word, the more frequent the answer. In other words, the biggest words were the ones people most frequently wrote.





We were curious about how the happiness of people who chose family or something similar compared to people who chose money or responded that they **did not know**.

So, we looked at how the data compared.

In one word what make you happy?

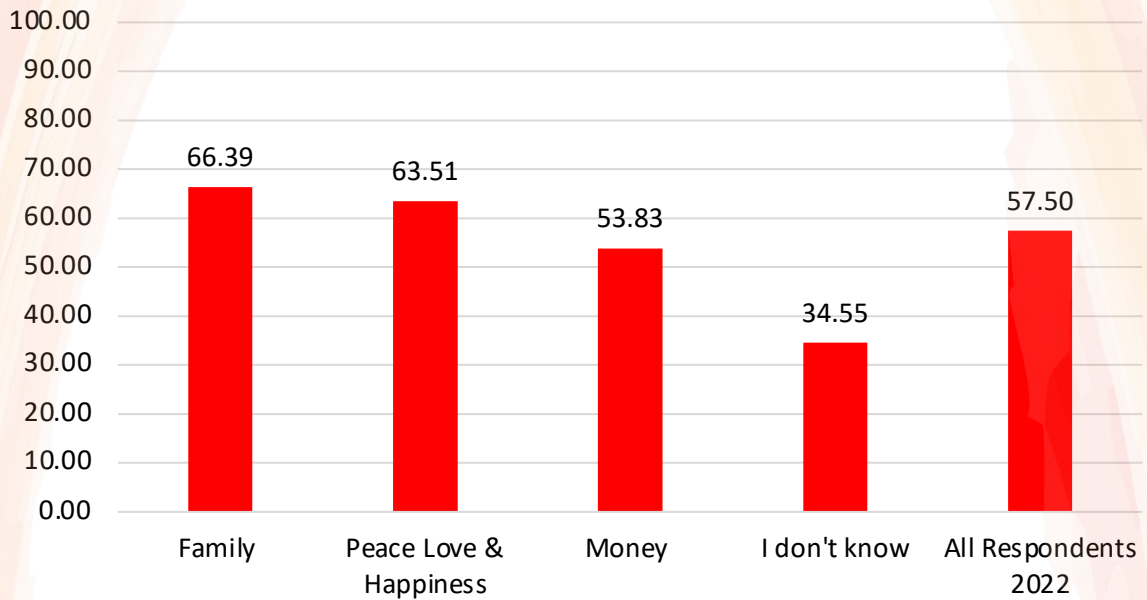
909 people said **family**.

2812 said something like **peace, love, happiness**, care, relationships, mom, dad, children and similar positive or social responses. (We included family in this category.)

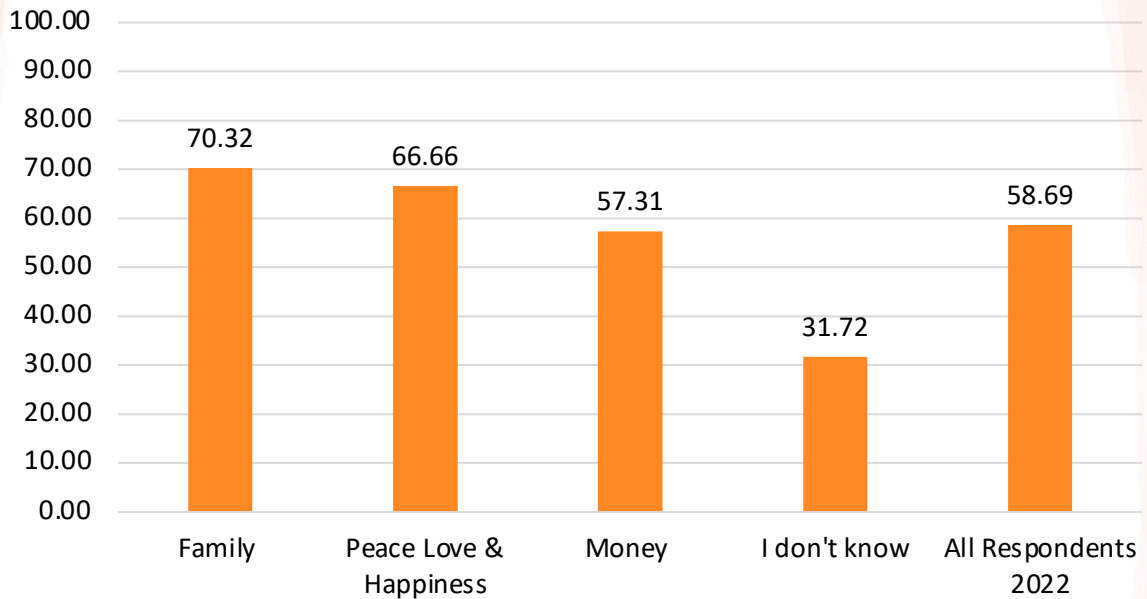
154 said **money**.

275 said I don't know (or **IDK**, don't know, or no idea).

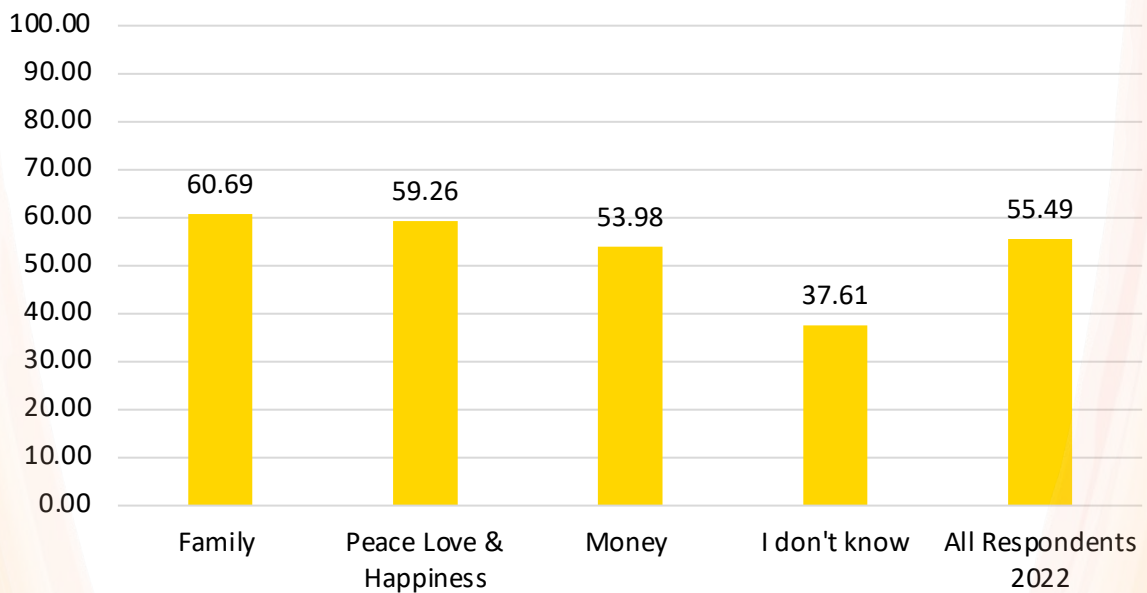
Satisfaction with life



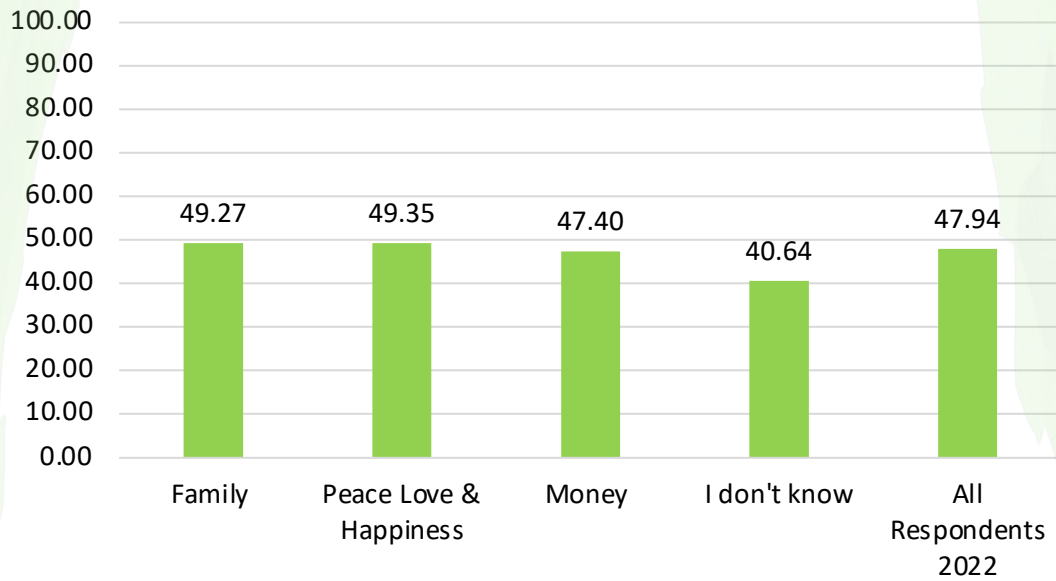
Psychological Wellbeing



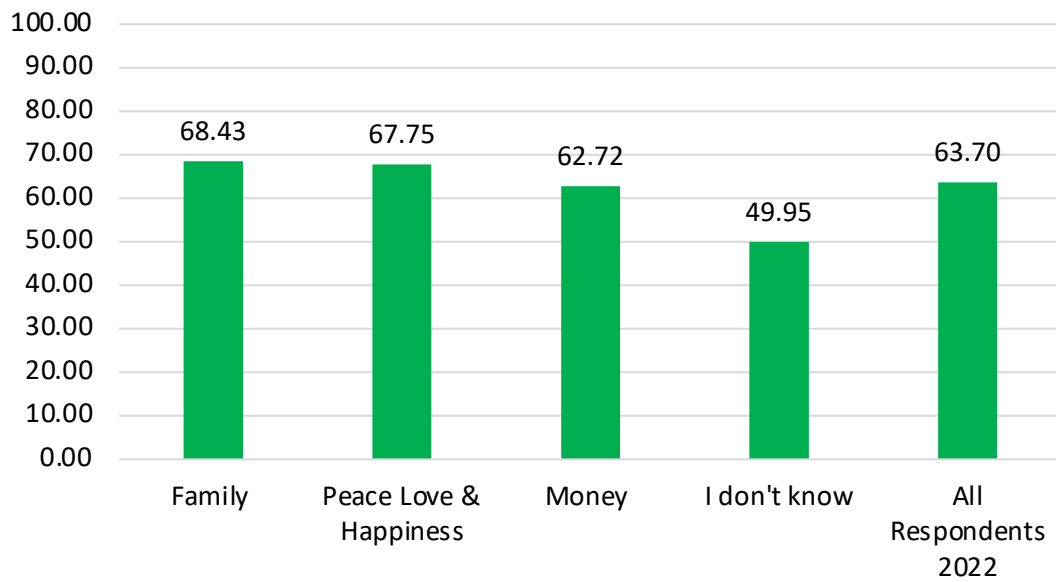
Health



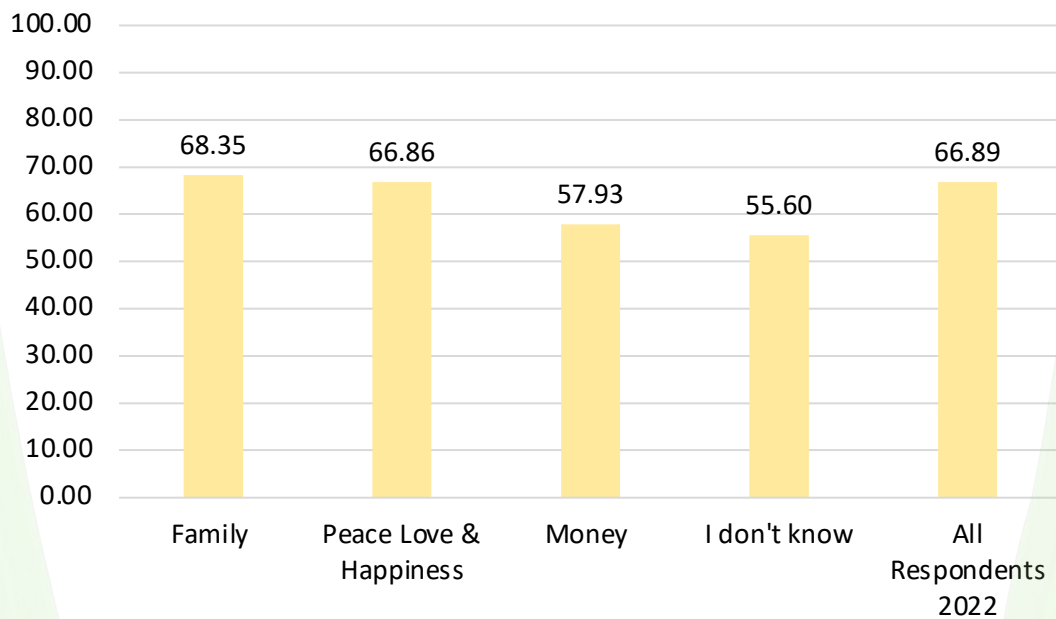
Time Balance



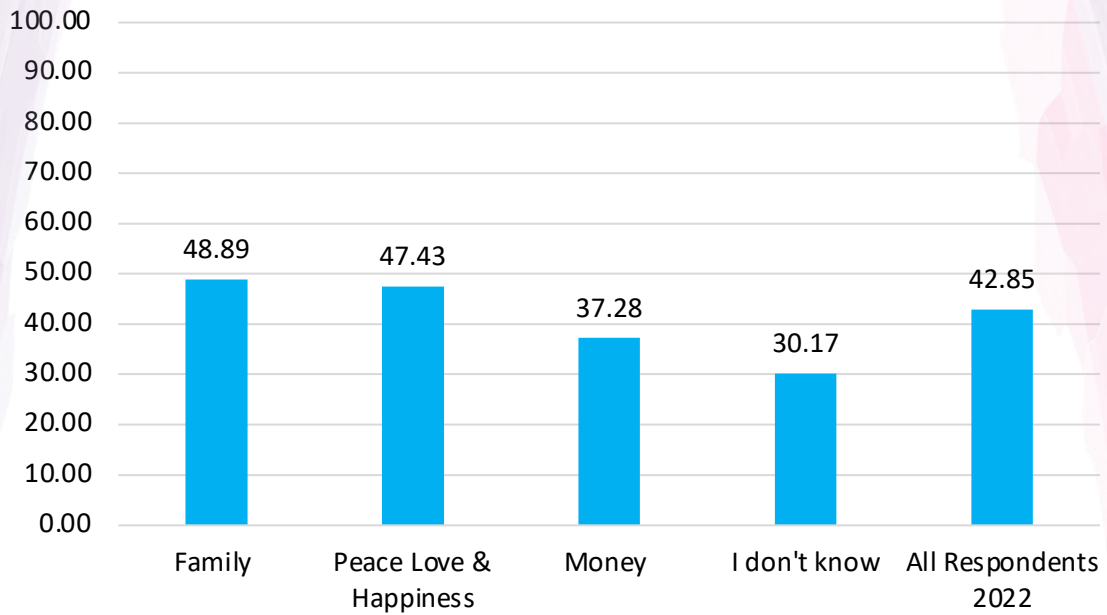
Learning, Arts & Culture



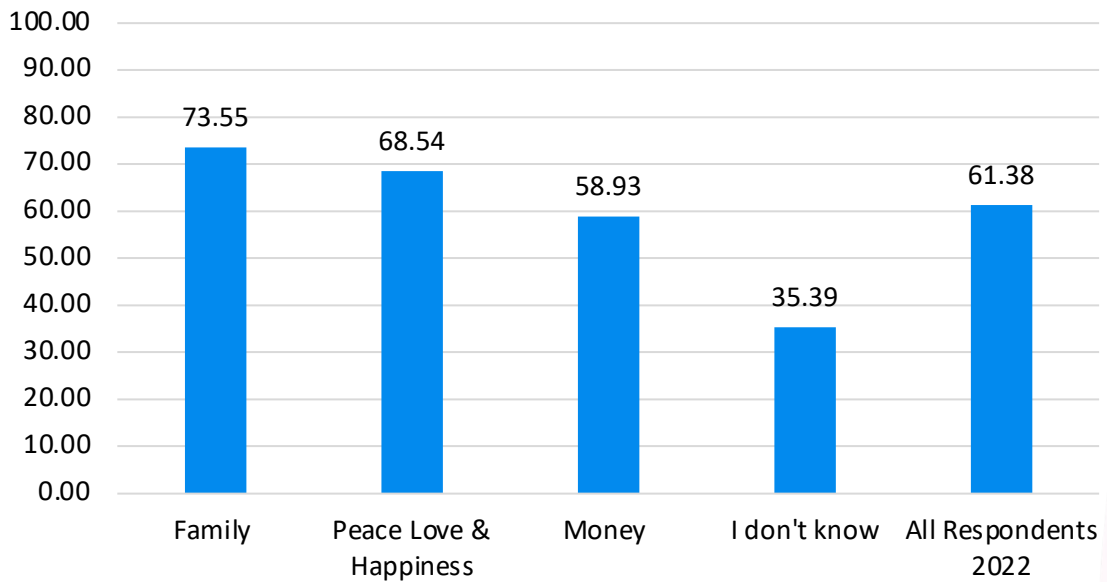
Economy



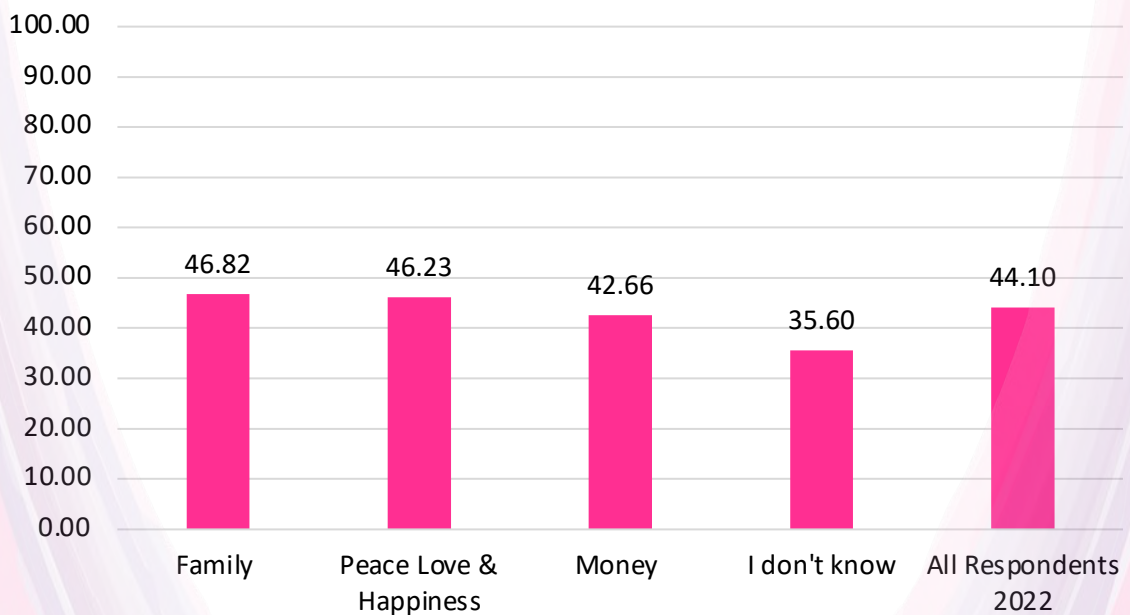
Community



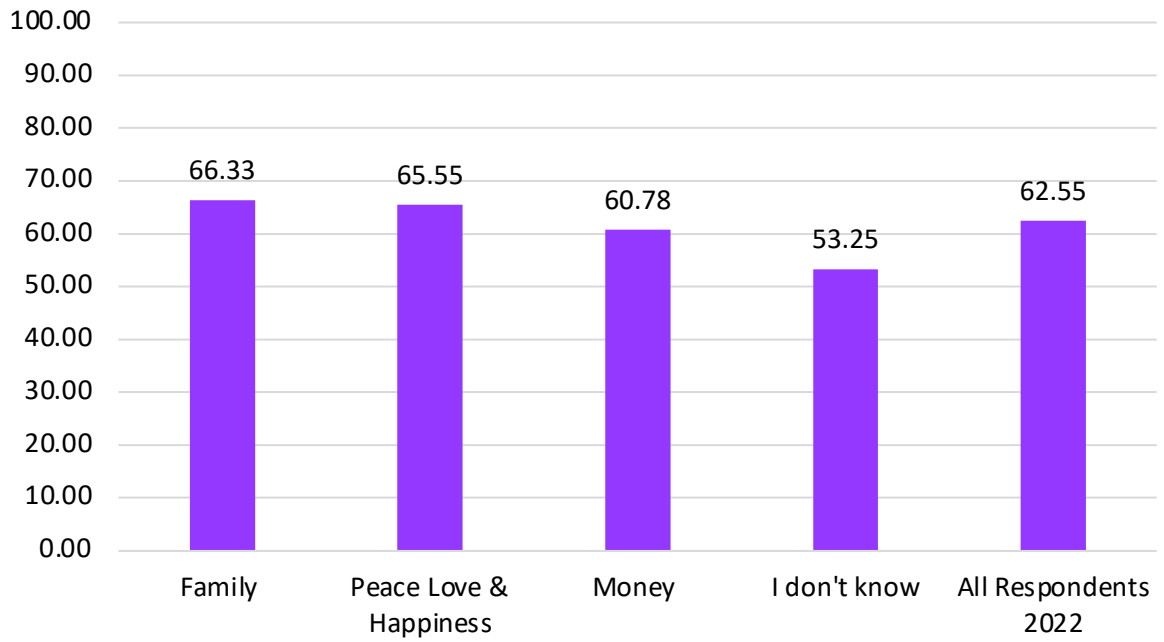
Social Support



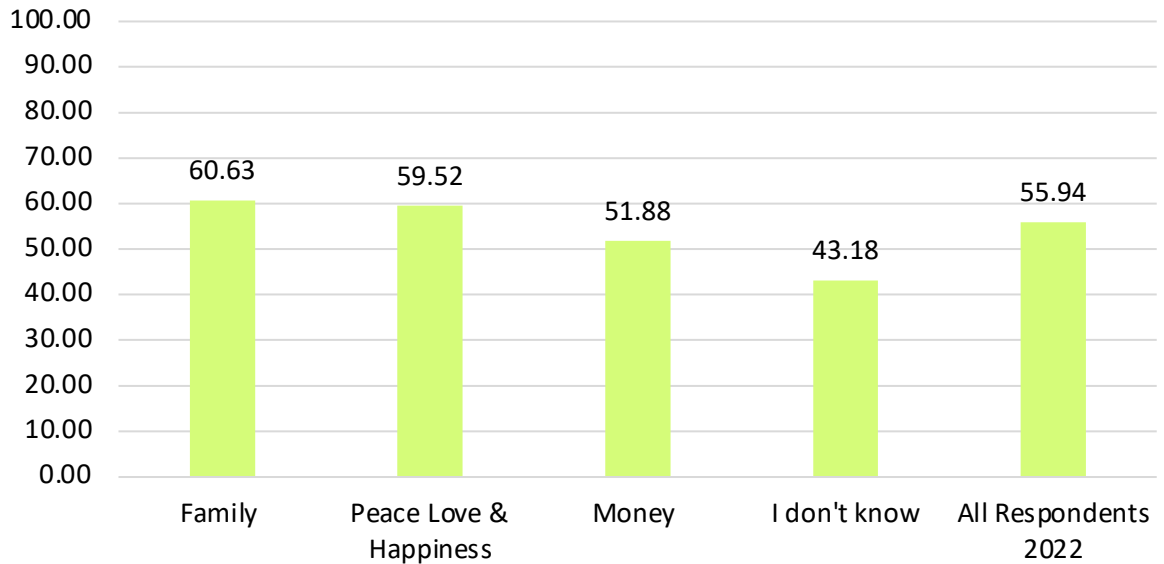
Government



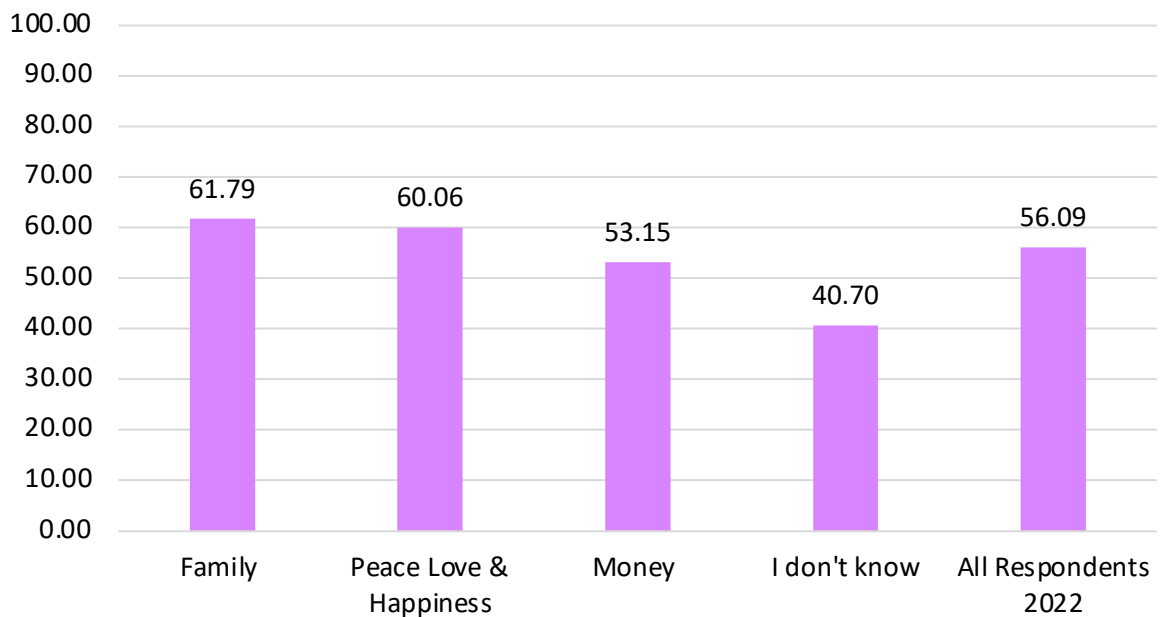
Environment

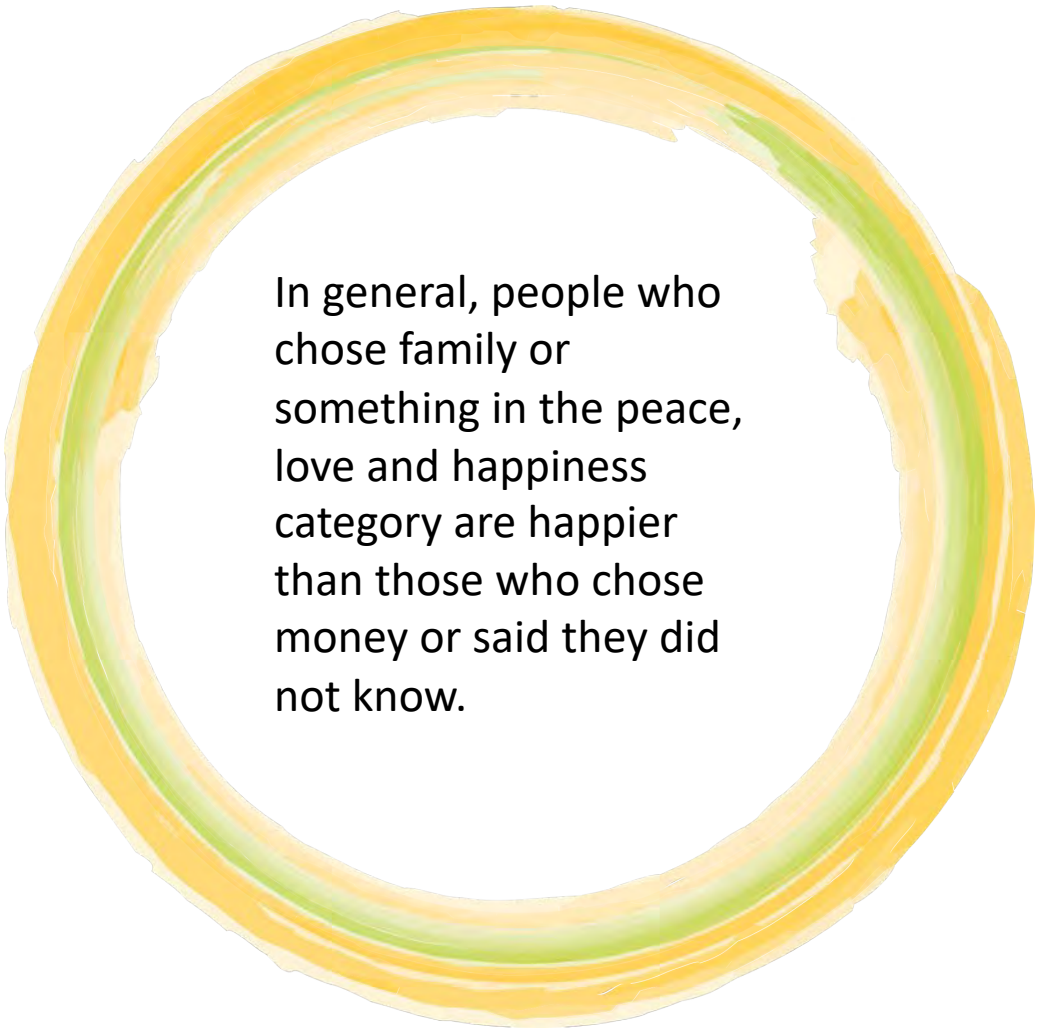


Work

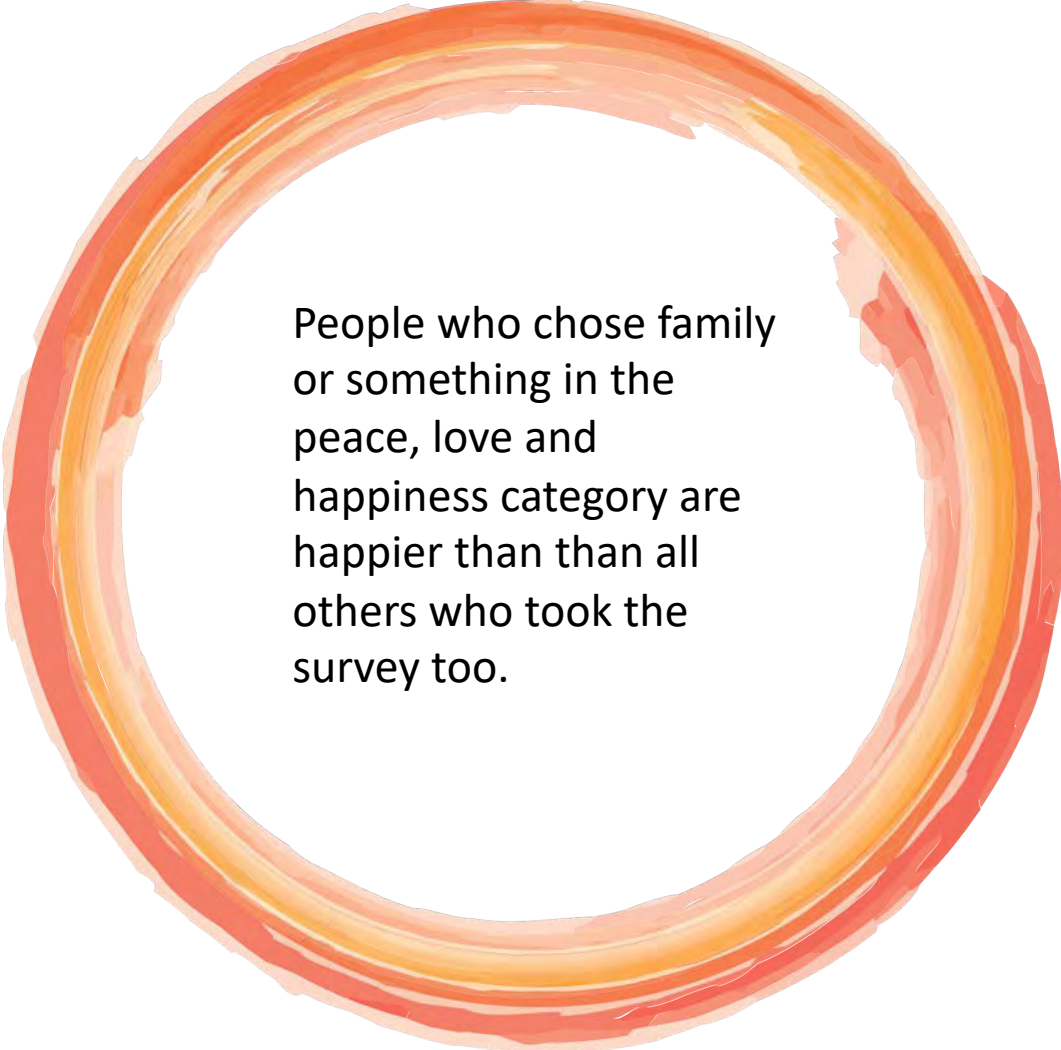


Overall Average






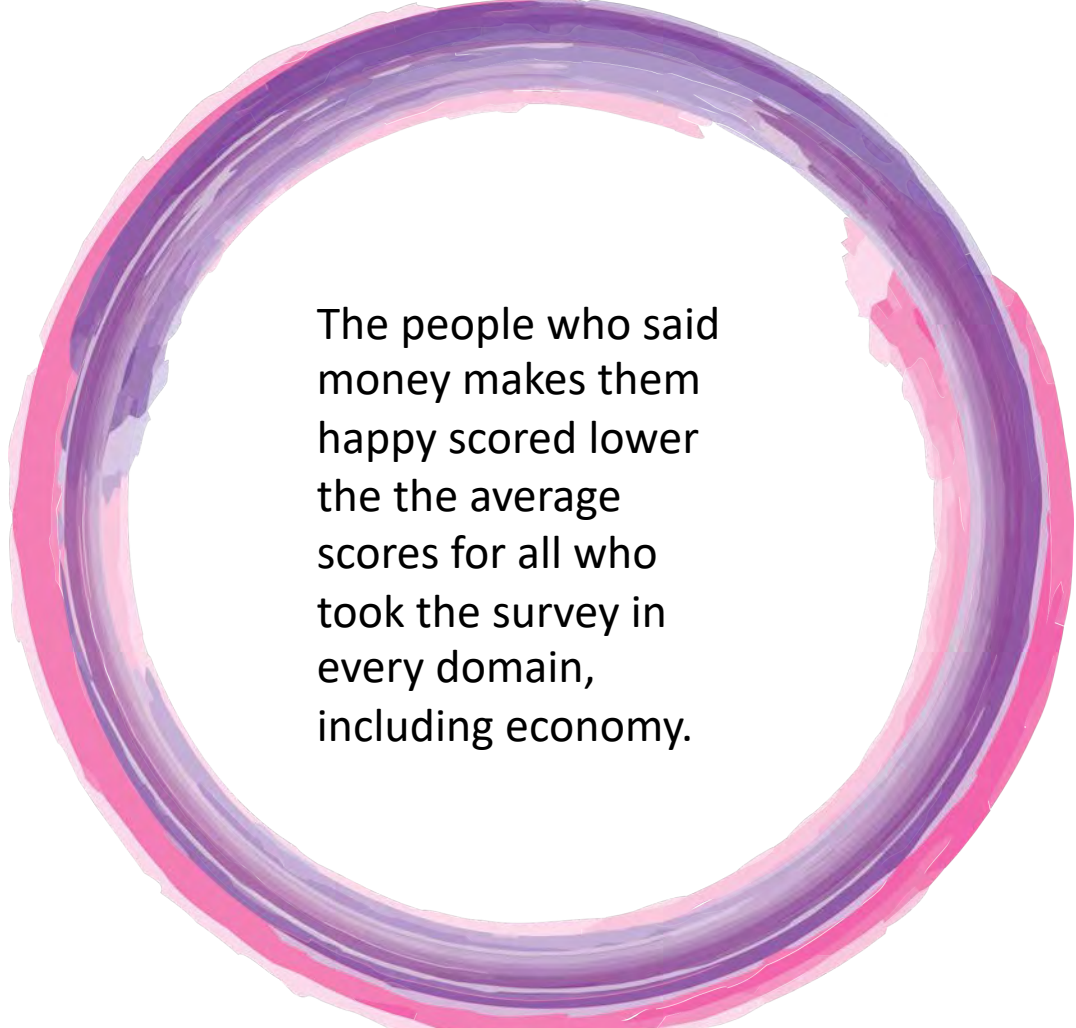
In general, people who chose family or something in the peace, love and happiness category are happier than those who chose money or said they did not know.



People who chose family or something in the peace, love and happiness category are happier than than all others who took the survey too.



The people who said they did not know what makes them happy were the least happy. They were less happy than others in every domain, with scores in the 30s out of 100 in the domains of health, psychological wellbeing and community.



The people who said money makes them happy scored lower than the average scores for all who took the survey in every domain, including economy.

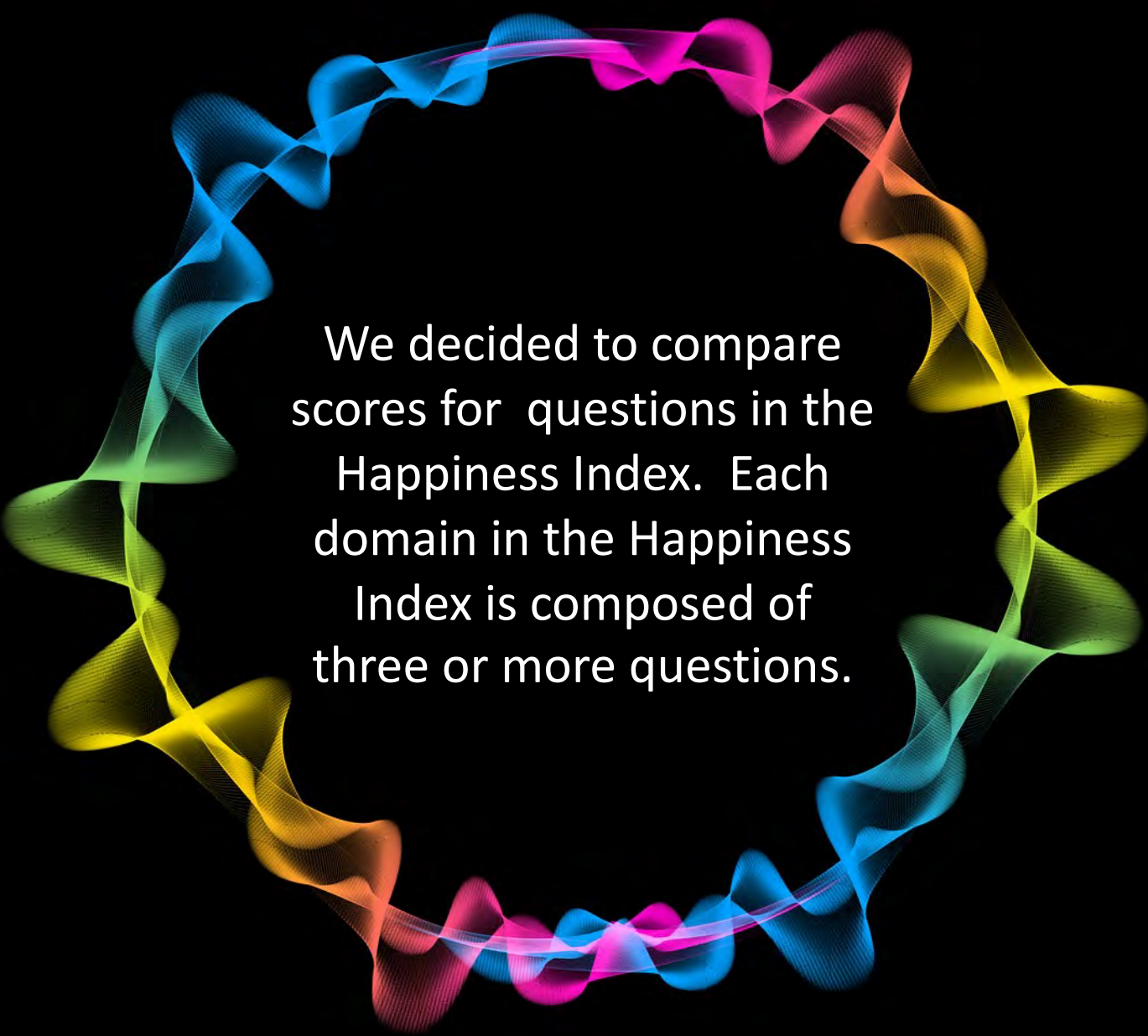
Looks like what makes you happy makes
a big difference on how happy you are.

Family


Money

Happiness Index scores for people who responded to the question:
In one word, what makes you happy?

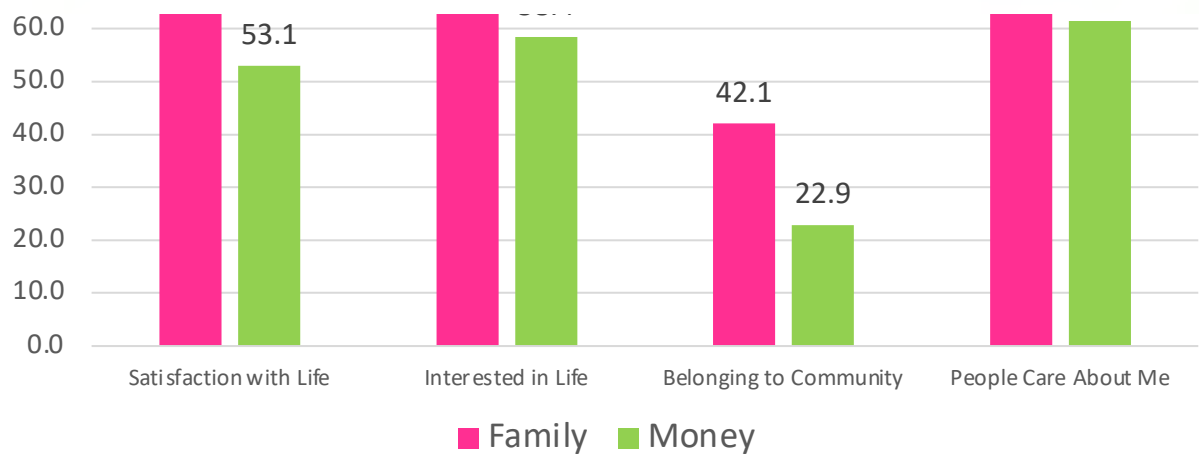
	Family	Peace Love Happiness	Money	I don't know	All Respondents 2022
Satisfaction with life	66.39	63.51	53.83	34.55	57.50
Psychological Wellbeing	70.32	66.66	57.31	31.72	58.69
Health	60.69	59.26	53.98	37.61	55.49
Time Balance	49.27	49.35	47.40	40.64	47.94
Learning, Arts & Culture	68.43	67.75	62.72	49.95	63.70
Community	48.89	47.43	37.28	30.17	42.85
Social Support	73.55	68.54	58.93	35.39	61.38
Environment	66.33	65.55	60.78	53.25	62.55
Government	46.82	46.23	42.66	35.60	44.10
Economy	68.35	66.86	57.93	55.60	66.89
Work	60.63	59.52	51.88	43.18	55.94
Overall Average	61.79	60.06	53.15	40.70	56.09



We decided to compare scores for questions in the Happiness Index. Each domain in the Happiness Index is composed of three or more questions.



We looked at how questions scores varied between those who said family makes them happy to those who said money makes them happy.



The biggest differences were in the questions about satisfaction with life, interest in the things one is doing in life, a sense of belonging in life, and a sense that people in one's life care about one.

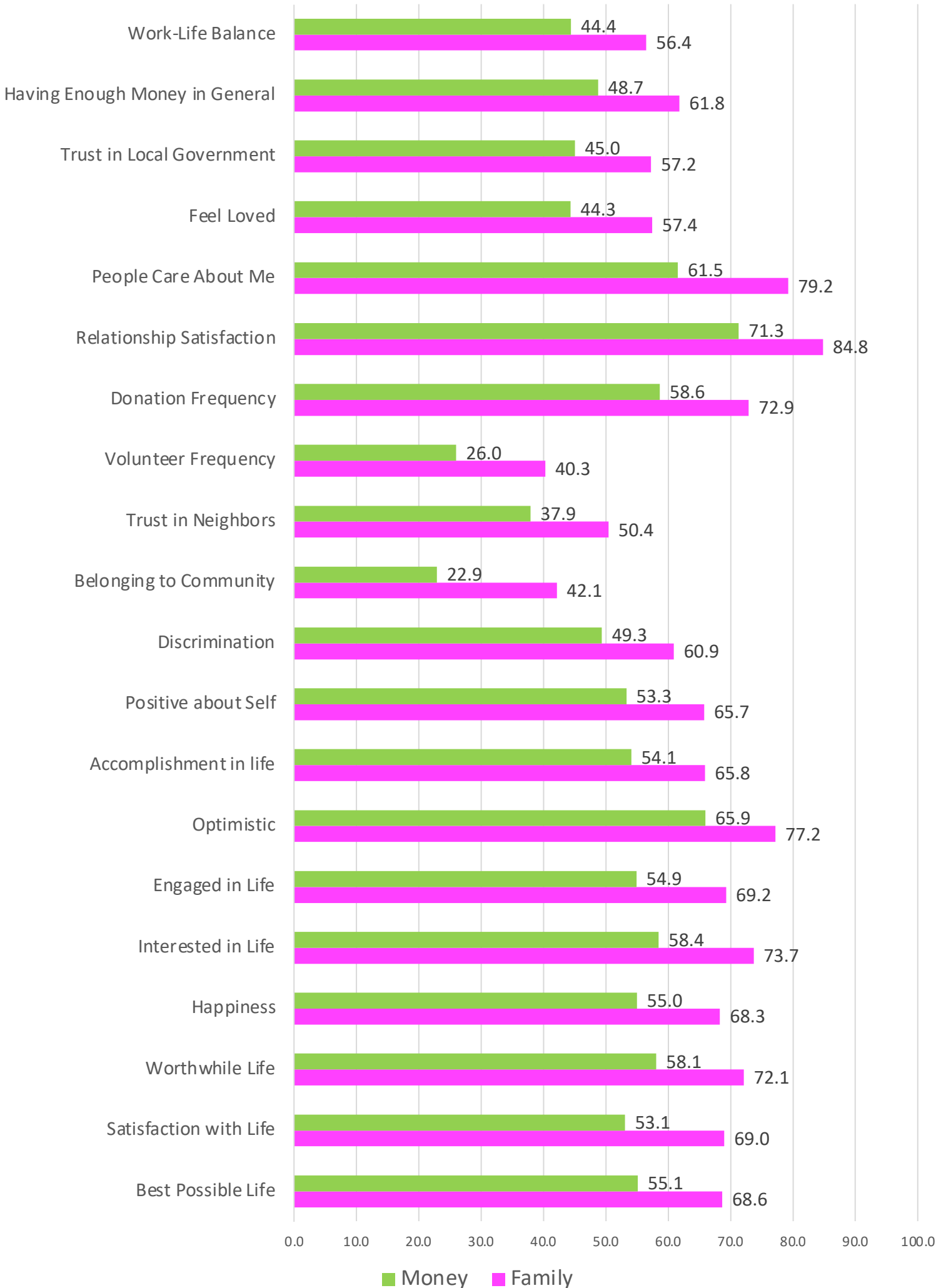
People who said family makes them happy scored about 17 points out of 100 higher.

	Satisfaction with Life	Interested in Life	Belonging to Community	People Care About Me
Family	69.0	73.7	42.1	79.2
Money	53.1	58.4	22.9	61.5
Difference	15.9	15.2	19.2	17.6



We compared scores for other questions where the difference was 10 or more. When we include the four questions we already looked at, 24 questions had a difference of 10 or more. People who said family makes them happy scoring higher than people who said money makes them happy.

Difference over 10

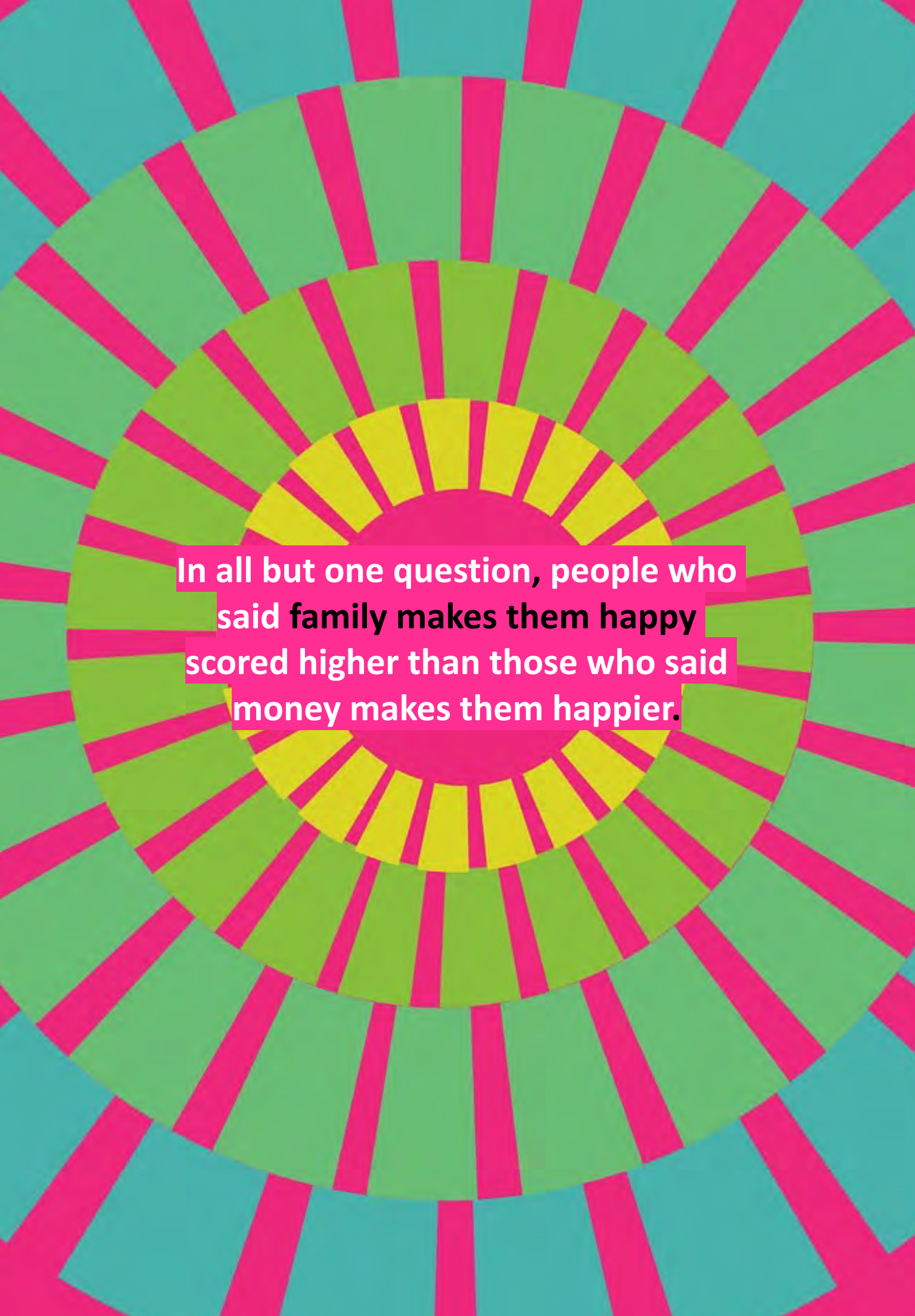


In all but one question,
people who said family
makes them happy **scored
higher** than those who said
money makes them happier

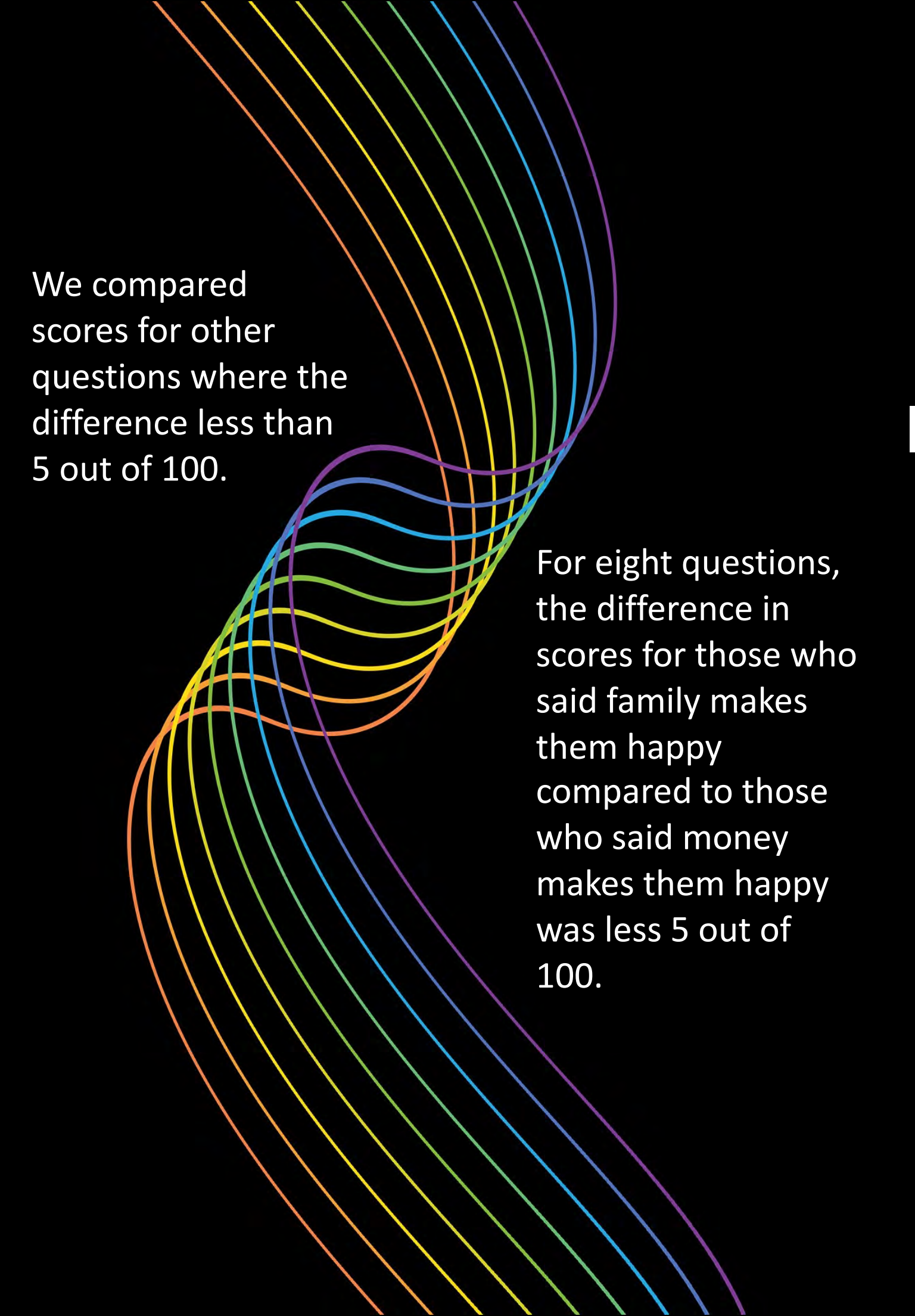


Question scores for people who said family makes them happy compared to people who said money makes them happy, where differences are 10 or above.

	Family	Money	Difference
Best Possible Life	68.6	55.1	13.5
Satisfaction with Life	69.0	53.1	15.9
Worthwhile Life	72.1	58.1	14.0
Happiness	68.3	55.0	13.3
Interested in Life	73.7	58.4	15.2
Engaged in Life	69.2	54.9	14.4
Optimistic	77.2	65.9	11.2
Accomplishment in life	65.8	54.1	11.8
Positive about Self	65.7	53.3	12.4
Discrimination	60.9	49.3	11.5
Belonging to Community	42.1	22.9	19.2
Trust in Neighbors	50.4	37.9	12.5
Volunteer Frequency	40.3	26.0	14.3
Donation Frequency	72.9	58.6	14.3
Relationship Satisfaction	84.8	71.3	13.5
People Care About Me	79.2	61.5	17.6
Feel Loved	57.4	44.3	13.1
Trust in Local Government	57.2	45.0	12.2
Having Enough Money in General	61.8	48.7	13.0
Work-Life Balance	56.4	44.4	12.1



In all but one question, people who said **family makes them happy** scored higher than those who said **money makes them happier.**



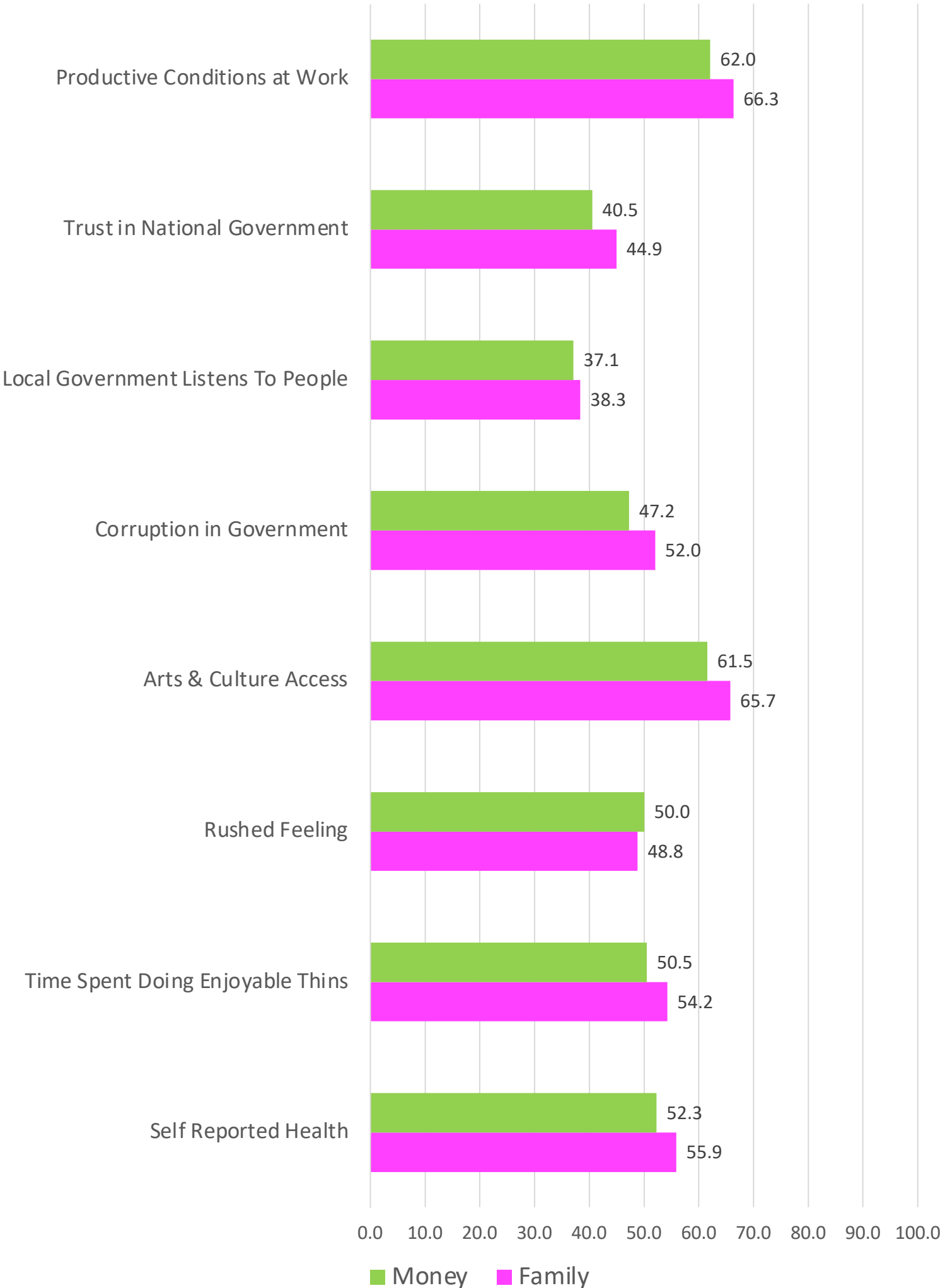
We compared scores for other questions where the difference less than 5 out of 100.

For eight questions, the difference in scores for those who said family makes them happy compared to those who said money makes them happy was less 5 out of 100.

We compared scores for other questions where the difference less than 5 out of 100.

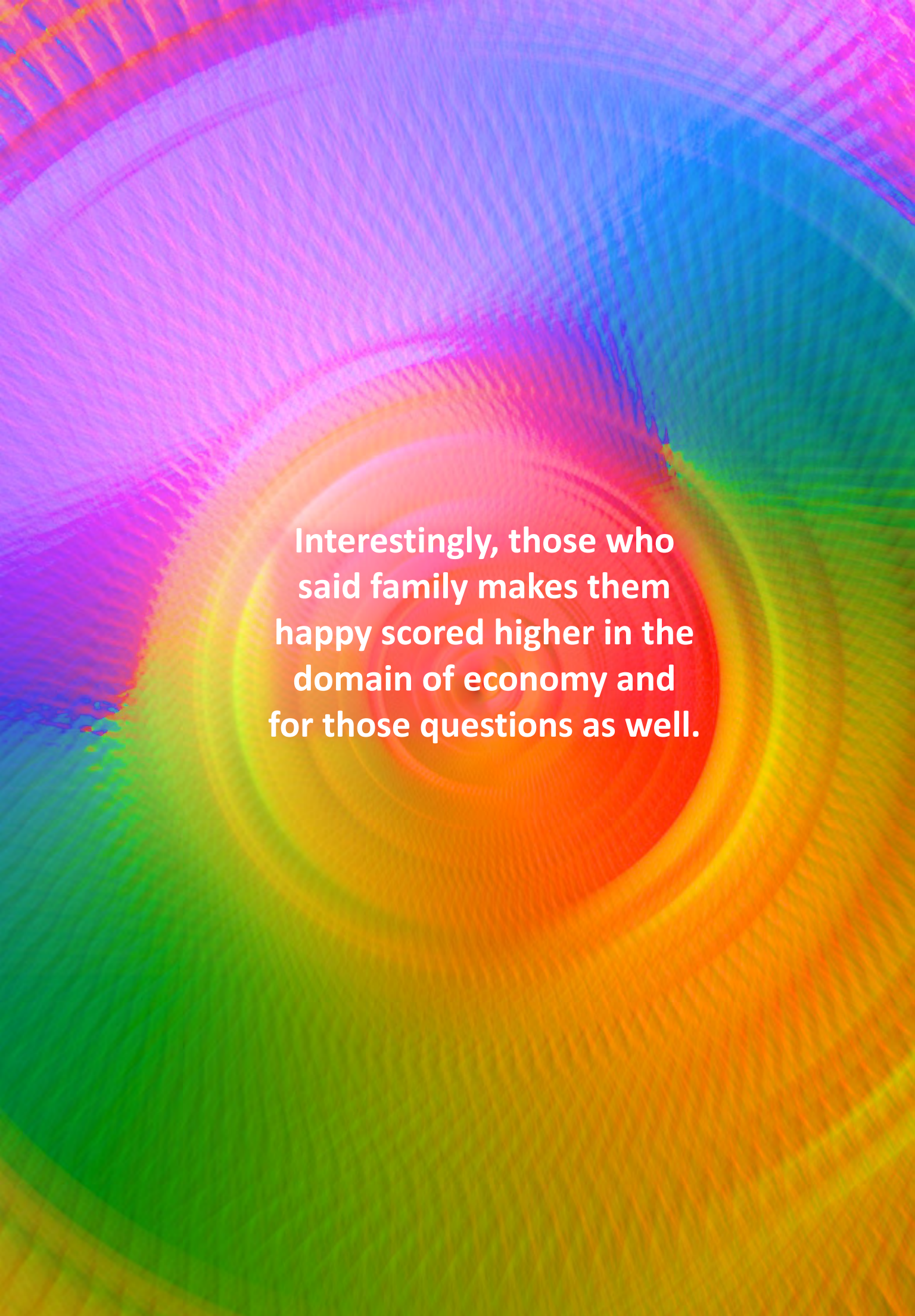
For eight questions, the difference in scores for those who said family makes them happy compared to those who said money makes them happy was less 5 out of 100.

Smallest Differences



	Family	Money	Difference
Self Reported Health	55.9	52.3	3.6
Time Spent Doing Enjoyable Things	54.2	50.5	3.7
Rushed Feeling	48.8	50.0	-1.2
Arts & Culture Access	65.7	61.5	4.2
Corruption in Government	52.0	47.2	4.8
Local Government Listens To People	38.3	37.1	1.3
Trust in National Government	44.9	40.5	4.4
Productive Conditions at Work	66.3	62.0	4.3

The only question where people who said money makes them happy scored higher was sense of **being rushed**, with a higher score for those who answered money of 1.2 out of 100.

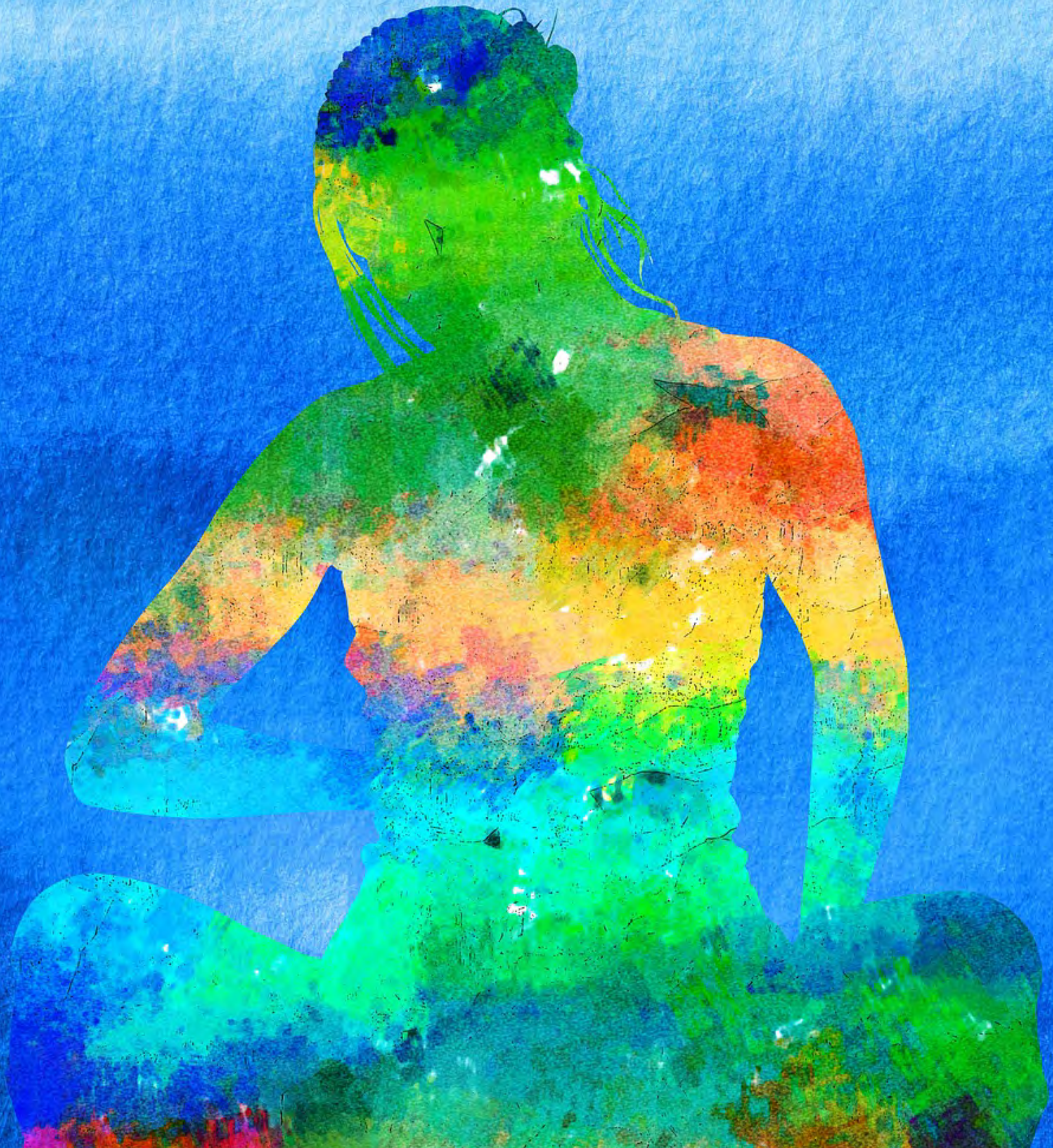


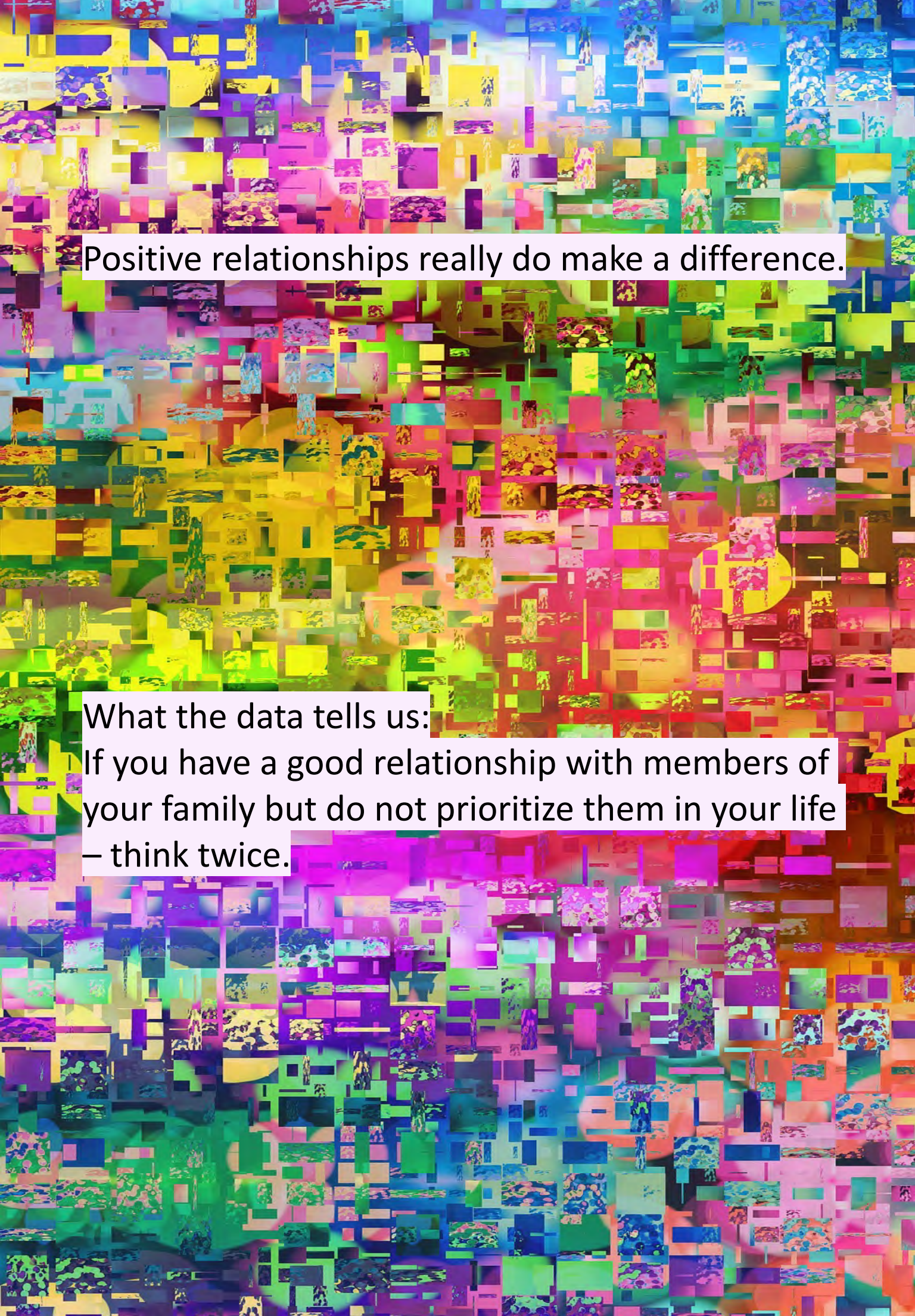
Interestingly, those who
said family makes them
happy scored higher in the
domain of economy and
for those questions as well.

The image features a large, solid white circle in the center, set against a vibrant, multi-colored watercolor background. The colors transition from red and orange at the top, through yellow and green on the right, to blue and purple at the bottom. The text "What does this mean?" is centered within the white circle in a bold, black, sans-serif font.

What does this mean?

The data indicates that people who say family makes them happy are on to something.





Positive relationships really do make a difference.

What the data tells us:

If you have a good relationship with members of your family but do not prioritize them in your life – think twice.



Spend time with your family.

Make that a priority.

And you will be happier.



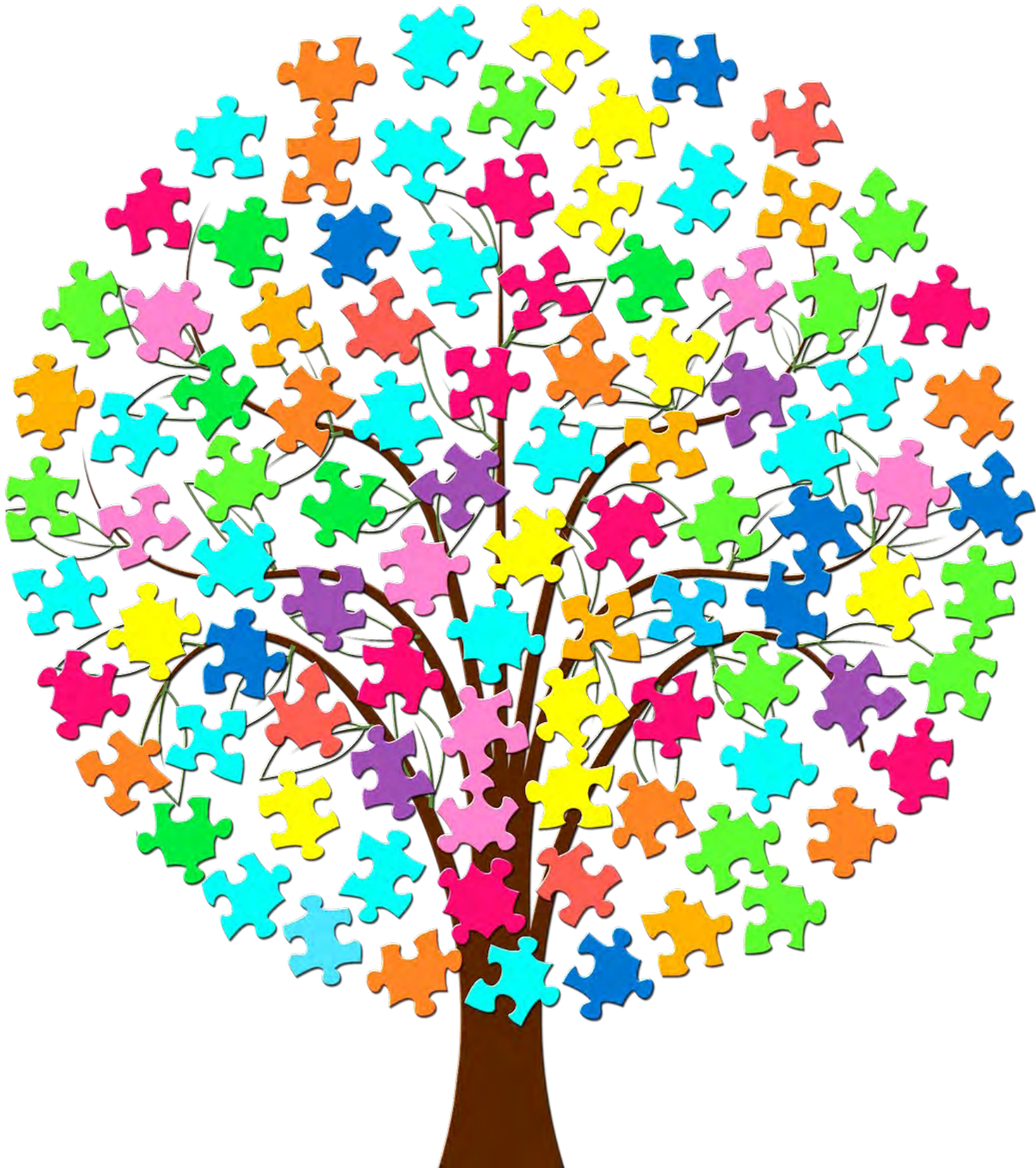
If success is important to you, making family a priority may be the answer.

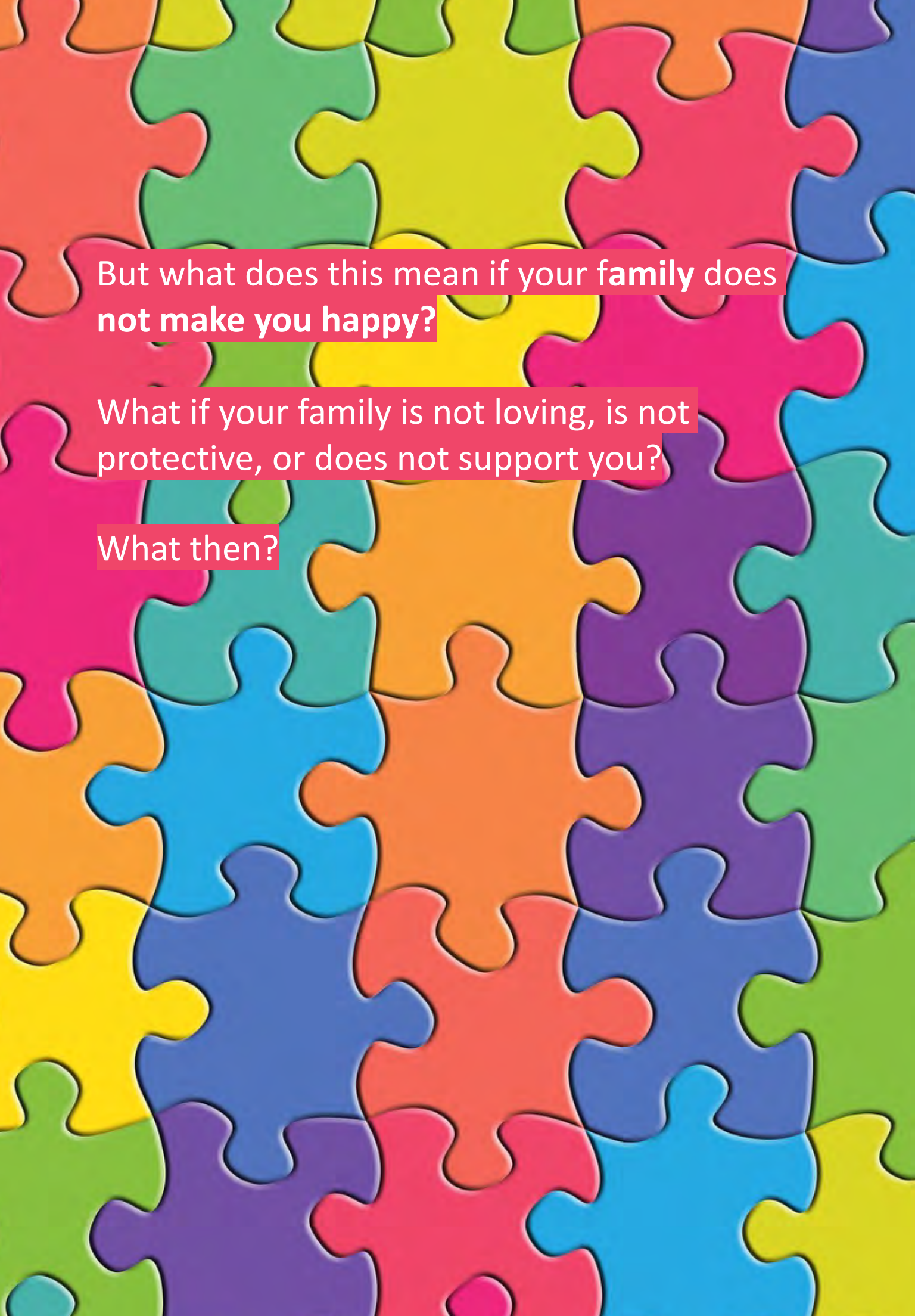
Why?

Because positive relationships with others gives you the basis you need for success.

The role of families – and friends to an extent – are to **love, provide and protect** each other.

When we have those needs met, we are more able to handle challenges, attract opportunities, and make the most of our lives.

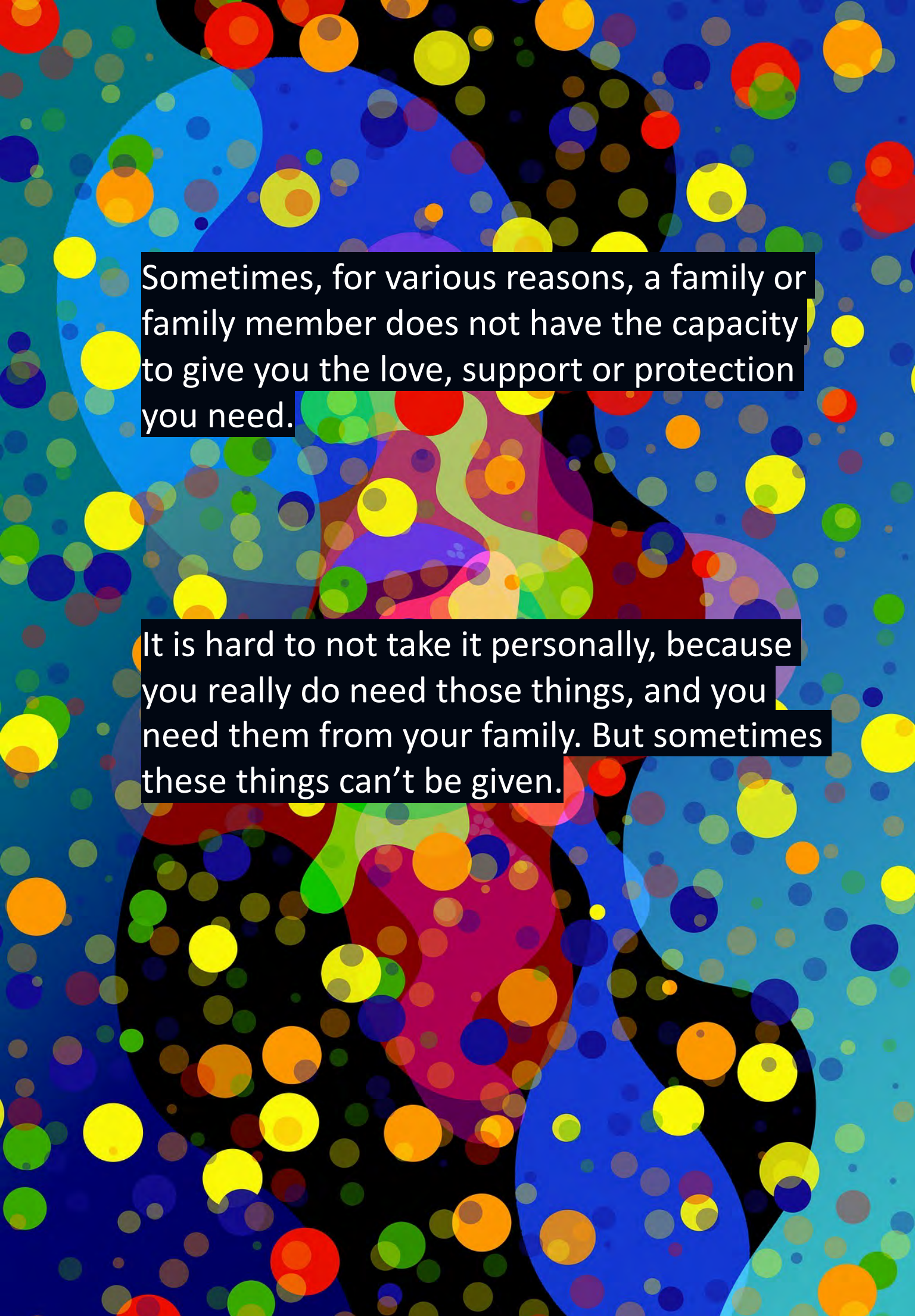




But what does this mean if your family does not make you happy?

What if your family is not loving, is not protective, or does not support you?

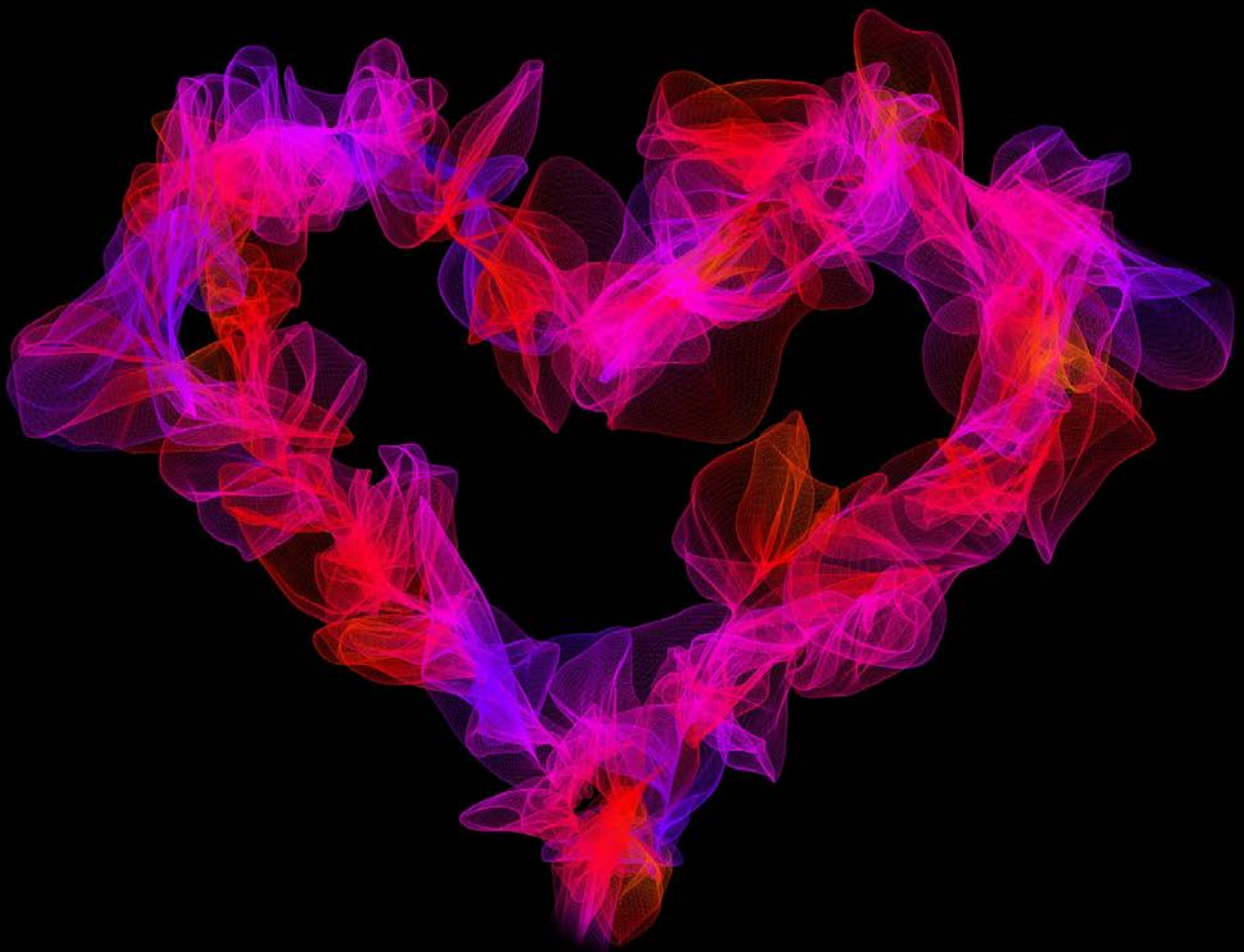
What then?




Sometimes, for various reasons, a family or family member does not have the capacity to give you the love, support or protection you need.

It is hard to not take it personally, because you really do need those things, and you need them from your family. But sometimes these things can't be given.

If this is the case for you, then look for **the love and support** you need from others.



You can make a **family of choice** among your friends. It is never the same as having your needs met by your family, but it can be good enough, and **good indeed**.

The background of the image is a marbled paper pattern. It features intricate, swirling patterns of light blue, medium blue, and soft pink. The colors are blended together in a fluid, organic manner, creating a textured and visually appealing effect. The overall tone is calm and artistic.

There is a popular notion that if someone in your family is not good for you, you should cut them off.



Don't do this.*

It hurts them and you in ways that do not contribute to your healing or wellbeing or theirs in the end. Instead, find a way to relate to them that is safe for you, such as having someone with you who has your back when you are in their company, or limiting interactions to emails or texts, and setting boundaries so that when they behave badly to you, you stop interacting with them for a cooling off time.

*Unless contact with that family member endangers your life or something similar.

Most importantly, focus on what you do want.

Not what you do not want.





Do this by being a loving, supportive, and when appropriate, protective friend to those in your life, and invest in relationships that give you love, support and, when appropriate, protection.



**Thanks to Accenture Innovators, especially Alex Wang
and Divya Kaur for help with our data analysis.
Thank you to Bobi Rakova.**

