

Happiness Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 16 March 2023

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	This study did not have any external sponsors or partners.
F1d.	Fieldwork dates	December 22 nd 2022 – January 6 th 2023
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=929
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<i>**If voting intention is published</i>		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

B1. Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?

[FLIP FOR 50%]

Very happy
Rather happy
Not very happy
Not happy at all

XM1. Overall, how satisfied are you with each of the following aspects of your life:

[PROGRESSIVE GRID]

[RANDOMIZE; ASK EACH RESPONDENT ONLY 15 RANDOMLY SELECTED ITEMS AMONG ALL 30]

1. Exercising/having physical activities
2. Feeling appreciated
3. Feeling free to do and say what I want
4. Feeling in control of my life
5. Feeling loved
6. Feeling my life has meaning
7. Having access to / being in touch with nature
8. My children (ASK ONLY IF A PARENT)
9. My co-workers (ASK ONLY IF EMPLOYED)
10. My financial situation
11. My friends
12. My job (ASK ONLY IF EMPLOYED)
13. My level of education
14. My living conditions
15. My looks
16. My material possessions
17. My mental health and well-being
18. My personal safety and security
19. My physical health and well-being
20. My relationship with my parents, siblings and/or cousins
21. My relationship with my partner/spouse (ASK ONLY IF MARRIED/PARTNERED)
22. My religious faith or spiritual life
23. My romantic/sex life
24. My social life
25. My social status
26. The amount of free time I have
27. The economic situation in my country
28. The entertainment and leisure activities I have access to
29. The news and information sources I have access to
30. The social and political situation in my country

[FLIP FOR 50%]

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

[ANCHOR] Prefer not to say

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XM2. In general, how much more or less happy do you feel about the following after watching, hearing or reading the news?

[PROGRESSIVE GRID. RANDOMIZE]

The world

[COUNTRY]

The city or town where you live

Your own life

[FLIP FOR 50%]

Much happier

Somewhat happier

Neither more nor less happy

Somewhat less happy

Much less happy

XM3. Please indicate whether the following statements applies to you.

[PROGRESSIVE GRID. RANDOMIZE]

I am facing or recently faced a difficult personal situation that I could not resolve by myself

I recently experienced a deeply disturbing or distressing event that has prevented me from feeling good about my life

I have one or several close friends or relatives I could rely on to help me in case of need

[FLIP ITEMS 1-2 FOR 50%]

Yes

No

Prefer not to say

XM4. Do you expect that over the next 10 years the following will get easier, get more difficult, or stay about the same in [COUNTRY]:

[PROGRESSIVE GRID. RANDOMIZE]

For single people to find a romantic partner or spouse

For married couples to maintain a happy relationship

For people to have close friends they can count on

For parents to have good relationships with their children

[FLIP FOR 50%]

Get easier

Get more difficult

Stay about the same



**Australian
Polling Council
Quality Mark**

Long Methodology Disclosure Statement

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