

INTERNATIONAL DAY OF HAPPINESS

Are Malaysians happy with
their life?

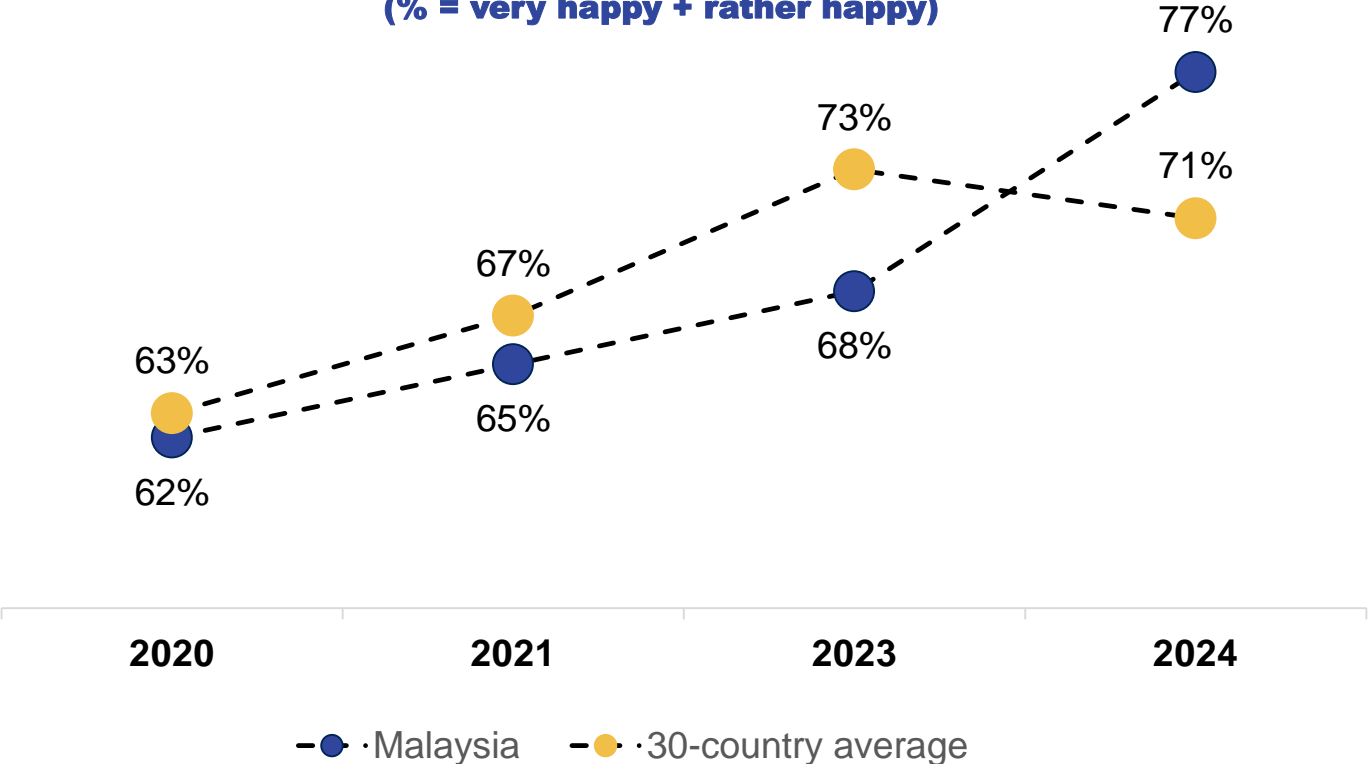
22nd March 2024



MALAYSIANS FEEL HAPPIER OVER THE YEARS AND NOW SURPASSED THE GLOBAL AVERAGE HAPPINESS LEVEL

In general, SEA countries are above the global happiness level, and Indonesia appears to be the highest. On the other hands, Japan and South Korea are the lowest in Asia and the 30 countries covered.

Taking all things together, would you say you are: very happy, rather happy, not very happy, not happy at all?
 (% = very happy + rather happy)



Happiness Index by Countries

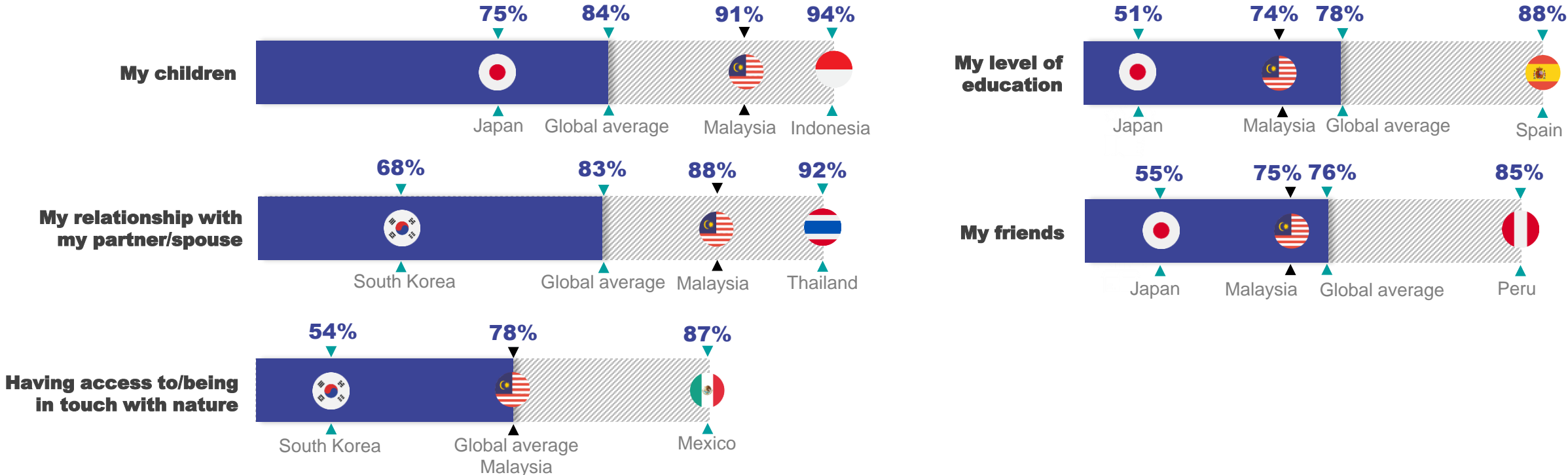
	30-Country Average	71%
	India	82%
	Indonesia	82%
	Thailand	79%
	Malaysia	77%
	Singapore	74%
	Japan	57%
	South Korea	48%

Base: 24,269 online adults under the age of 75 across 30 countries (Malaysia, n=501)
 The "Global Country Average" reflects the average result for all the countries and markets where 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.



PERSONAL AND FAMILIAL RELATIONSHIP ARE HIGHLY VALUED AND BRING SIGNIFICANT SATISFACTION TO PEOPLE'S LIFE

Malaysians are more satisfied with their familial life and relationship, and value their connection to nature as much as the average people do globally. Japanese and South Koreans in general are less happy about these aspects of life than the rest of the world.

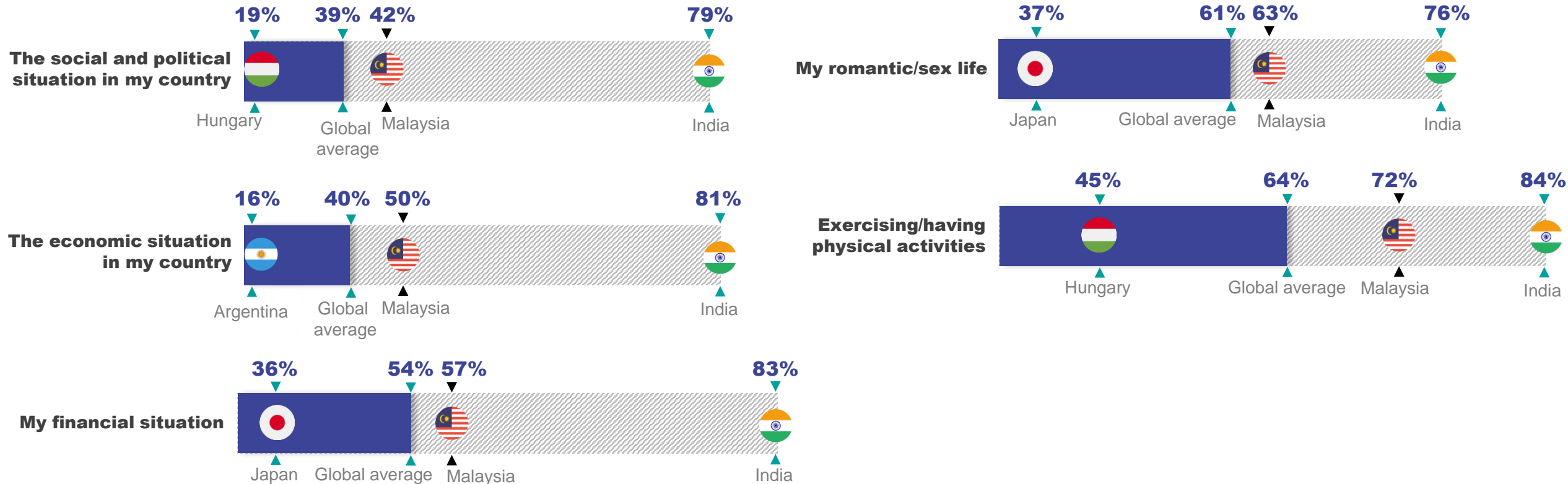


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IN CONTRAST, PEOPLE ARE LESS SATISFIED WITH THE SOCIAL-POLITICAL AND ECONOMIC SITUATION IN THEIR RESPECTIVE COUNTRIES

However, Malaysians have a more favorable perception of the economic and social-political environment in the country. India has a significantly higher satisfaction level than both Malaysia and the rest of the countries covered.



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International Day of Happiness – Are Malaysians happy with their life?

Malaysia has shown a steady increase in happiness level from 2020 to 2023, and surpassed the global level in 2024, indicating a significant improvement in overall happiness among Malaysians. However, countries like Japan and South Korea showed a lower level of happiness, an indication of a diverse range of happiness around the world.

Personal relationship, connection to nature, and education attainment are the top contributors to life happiness for many people. Malaysians, in particular, derived more satisfaction from their familial relationship as compared to other countries.

While people around the world found that the economic and socio-political situations in their countries less satisfying, Malaysians are generally more satisfied than the global average.

As we celebrate the International Day of Happiness, it is crucial to remember to value and nurture the elements that contribute to our happiness. Every step towards happiness, no matter how small, is a step towards a brighter and more fulfilled world.



Atticus Poon
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You act better when you are sure.

