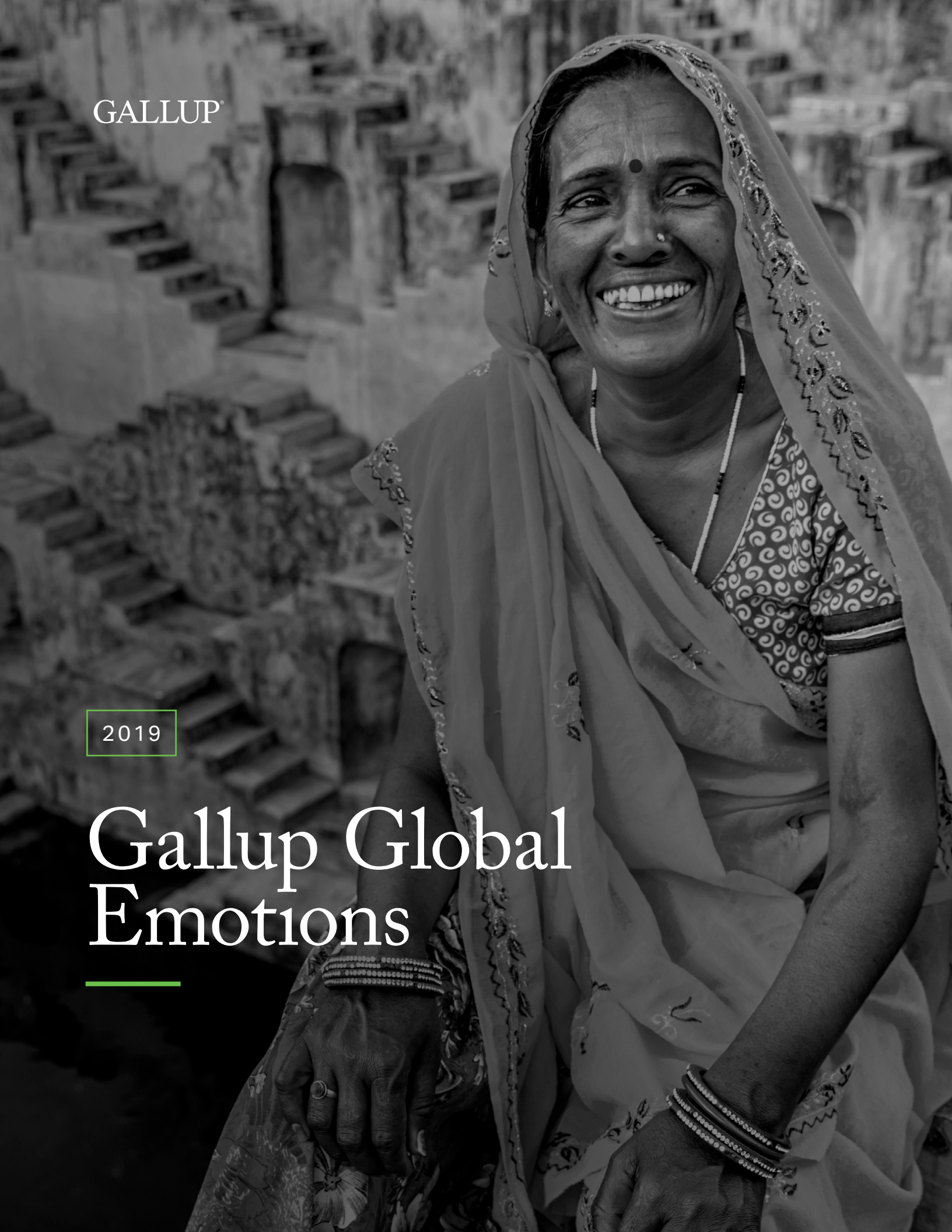


GALLUP®

2019

# Gallup Global Emotions

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**JON CLIFTON**Global Managing  
Partner, Gallup

# From Gallup's Global Managing Partner

## *Does Money Buy Happiness?*

It depends on how you define happiness.

Global happiness studies often involve two measures — how people see their lives and how they live their lives. Both concepts are rooted in behavioral economics. How people reflect on their life is very different from how people live their life.

For example, if you interview two women, one with a child and one without a child — which one has more stress? On average it's the woman with the child. But if you asked them to rate their overall lives — which one is higher? It's also the woman with the child. So, the woman with more stress also rates her life higher. This is exactly why we need to measure both life satisfaction and emotions.

So how does money influence both measures?

One of the most famous studies on this question was conducted by Nobel laureates Daniel Kahneman and Angus Deaton. They found that the more money Americans make, the higher they rate their life. So, if happiness is how people see their lives, then money makes people happier.

This is also true internationally. The richer the country, the higher people typically rate their life, according to the annual World Happiness Report issued by the United Nations. However, **recent global research** from researchers at Purdue and the University of Virginia found that there appears to be a satiation point with respect to income — about \$100,000 — and that being too rich might actually make you see your life a little worse.

But how does money affect how people live their lives? The Kahneman and Deaton study found that money has less of an effect on how people live their lives above incomes of \$75,000 in the U.S. And the Purdue and University of Virginia researchers found the cap for emotional wellbeing was about \$60,000 to \$75,000 worldwide.

The variables these researchers looked at included self-reported enjoyment, smiling and laughing, rest, feelings of respect and intellectual stimulation. They also looked at negative emotions like self-reported anger, stress, sadness, physical pain and worry. The same ones you are going to read about in this report.

So, if life isn't about getting rich, then where do the happiest people in the world live? This report suggests they might live in Latin America. Latin Americans may not always rate their lives the best (like the Nordic countries), but they laugh, smile and experience enjoyment like no one else in the world.

The answer to whether money truly buys happiness is still far from being understood, but this report gives global thinkers an idea of who is living the best and worst lives in the world.

# Global State of Emotions

**Gallup's Positive and Negative Experience Indexes** measure life's intangibles — feelings and emotions — that traditional economic indicators such as GDP were never intended to capture. Each index provides a real-time snapshot of people's daily experiences, offering leaders insights into the health of their societies that they cannot gather from economic measures alone.

The *2019 Global Emotions Report* presents the results from Gallup's latest measurements of people's positive and negative daily experiences based on more than 151,000 interviews with adults in more than 140 countries in 2018.

## POSITIVE EXPERIENCE INDEX QUESTIONS

- Did you feel well-rested yesterday?
- Were you treated with respect all day yesterday?
- Did you smile or laugh a lot yesterday?
- Did you learn or do something interesting yesterday?
- Did you experience the following feelings during a lot of the day yesterday? How about enjoyment?

**The Positive Experience Index score** is the mean of all valid affirmative responses to these items multiplied by 100. Country-level index scores range from zero to 100. Higher scores mean that positive emotions are more pervasive in a country. These scores strongly relate to people's perceptions about their living standards, personal freedoms and the presence of social networks.

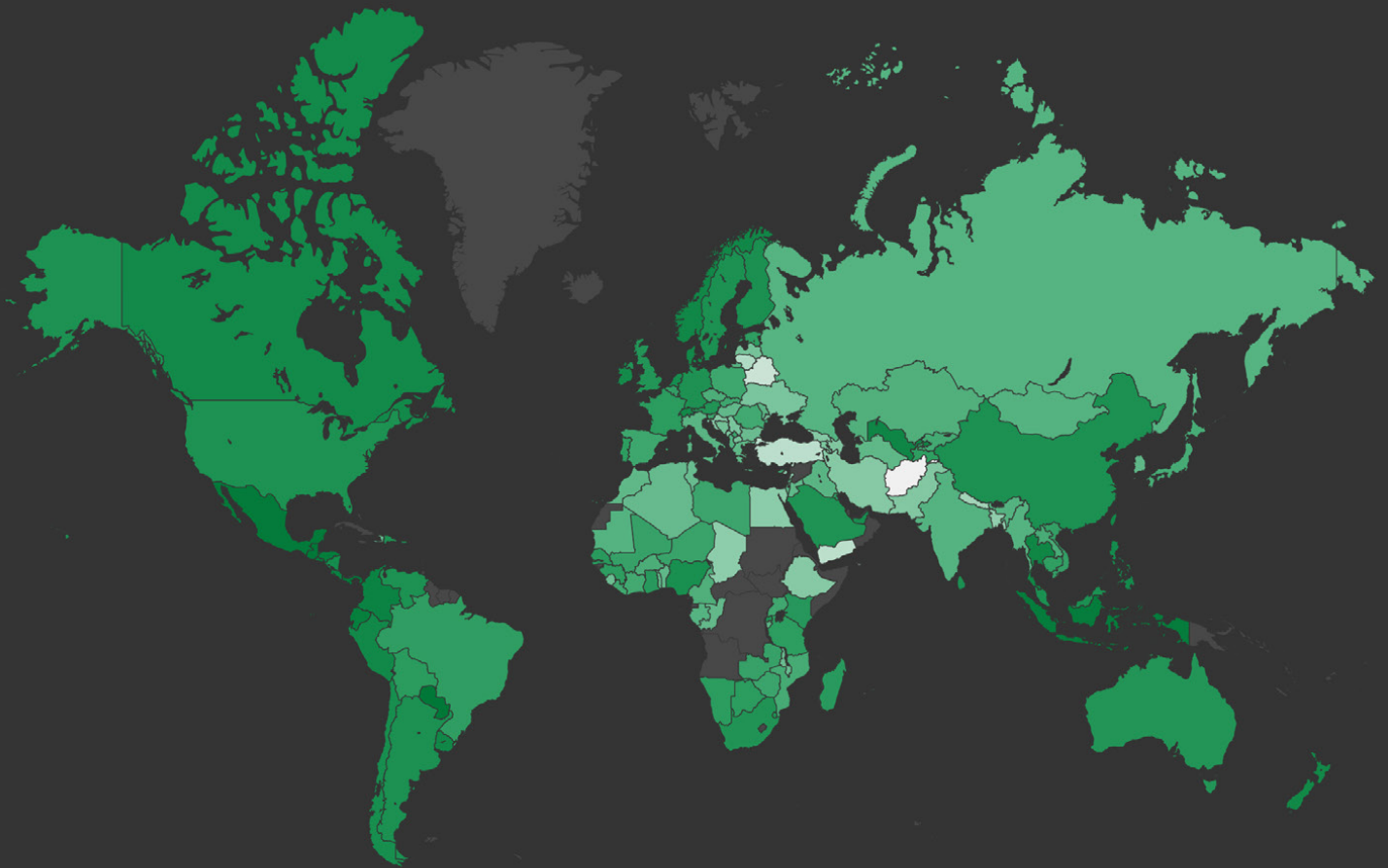
## NEGATIVE EXPERIENCE INDEX QUESTIONS

- Did you experience the following feelings during a lot of the day yesterday? How about physical pain?
- Did you experience the following feelings during a lot of the day yesterday? How about worry?
- Did you experience the following feelings during a lot of the day yesterday? How about sadness?
- Did you experience the following feelings during a lot of the day yesterday? How about stress?
- Did you experience the following feelings during a lot of the day yesterday? How about anger?

**The Negative Experience Index score** is the mean of all valid affirmative responses to these items multiplied by 100. Country-level index scores range from zero to 100. The higher the score, the more pervasive negative emotions are in a country. People's experiences with health problems and their ability to afford food are predictive of higher negative scores.



# Positive Experience Index in 2018



# Positive Experience Index

WORLDWIDE

—□— POSITIVE EXPERIENCE INDEX



# Positive Experience Index Rebounds in 2018

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**Gallup asked adults in 143 countries** in 2018 if they had five positive experiences on the day before the survey. At least seven in 10 people worldwide said they experienced a lot of enjoyment (71%), felt well-rested (72%), smiled or laughed a lot (74%) and felt treated with respect (87%). People were far less likely, as is typical, to say they learned or did something interesting the day before the interview, and in 2018, still less than half of the world (49%) experienced this.

Gallup compiles the “yes” responses from these five questions into a Positive Experience Index score for each country. The index score for the world in 2018, 71, is not out of line for scores in the past decade, but it reverses what looked like the start of a downward trend in positive emotions since 2016.

The 2018 index was buoyed higher by increases in the percentages of people who said they learned something interesting (up three percentage points), felt well-rested (up two points) and smiled or laughed a lot (up one point) the previous day. The other emotions did not change.

Scores worldwide ranged from a high of 85 in Paraguay and Panama to a low of 43 in Afghanistan. Paraguay has led the world on this metric since 2015. Afghanistan was at the bottom of the list for the second consecutive year, with its score dropping five points from the previous year.

# Latin American Countries Continue to Lead in Positive Experiences

**As they do year after year,** Latin American countries dominated the list of countries in 2018 where adults reported feeling a lot of positive emotions each day. The single country outside this region that made the most positive list was Indonesia, which has appeared in the top group since 2017.

The high percentages reporting positive emotions in Latin America at least partly reflect the cultural tendency in the region to focus on life's positives. The single variable that Gallup finds to be predictive of results on both the Positive and Negative Experience Indexes is country of origin, suggesting some cultural bias exists in how people answer these questions.

## Highest Positive Experiences Worldwide

COUNTRY	POSITIVE EXPERIENCE INDEX
Paraguay	85
Panama	85
Guatemala	84
Mexico	84
El Salvador	83
Indonesia	83
Honduras	83
Ecuador	82
Costa Rica	81
Colombia	81

*Gallup World Poll, 2018*

## Lowest Positive Experiences Worldwide

COUNTRY	POSITIVE EXPERIENCE INDEX
Egypt	56
Chad	56
Bangladesh	56
Northern Cyprus	54
Nepal	53
Lithuania	51
Turkey	50
Yemen	50
Belarus	48
Afghanistan	43

*Gallup World Poll, 2018*

## Afghanistan Again Least Positive Country in the World

**Several of the countries and regions with the worst scores** on the Positive Experience Index were going through some type of turmoil — political, economic and otherwise — in 2018.

Conflict-ridden Afghanistan, for example, posted the lowest Positive Experience Index score in the world for the second year in a row.

However, its score of 43 is even lower than the year before and reflects how devastating the negative cycle of poverty and violence has been to Afghans' daily experiences. For example, the 36% of Afghans who said in 2018 that they smiled or laughed the previous day tied a record low for any country in the past 12 years.

The next-lowest score is 48 in Belarus. This marked a new low for the country that was rocked by a corruption scandal in 2018 that led to the removal of the country's prime minister and high-ranking officials.

After Belarus, Yemen's index score of 50 was the next-lowest and essentially unchanged from 2017. As the country's civil war continues, the security situation there remains so dangerous that more than 50% of the interview population was either substituted or excluded.

Turkey, a country where the economy began to slide in 2018, also registered a score of 50 on the index. The country has since entered a recession — ending 18 years of continuous economic growth.



## Less Than Half of Adults Learned or Did Something Interesting

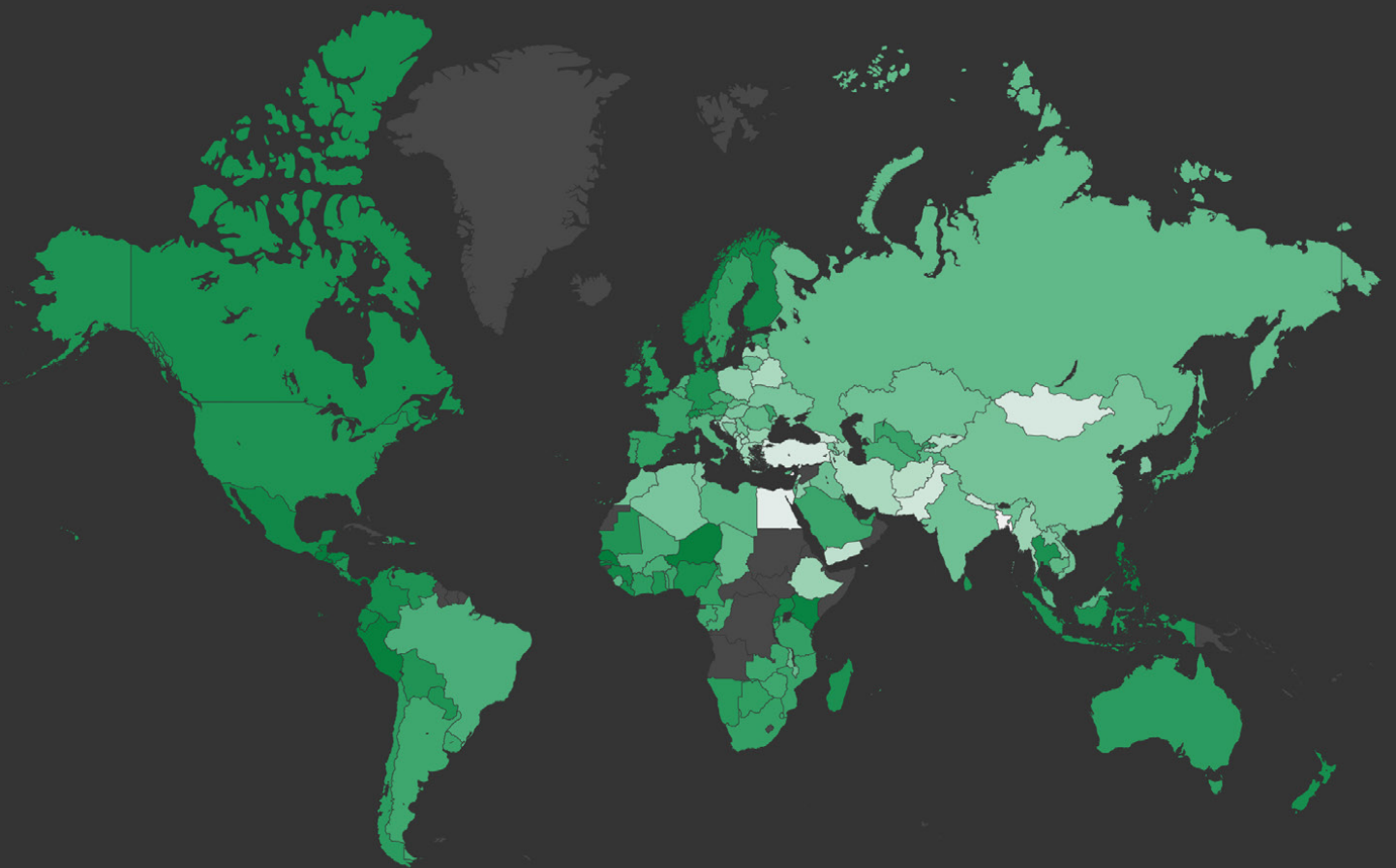
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**Solid majorities reported** experiencing four of the five items that make up the Positive Experience Index, but less than half of people worldwide (49%) said they learned or did something interesting the day before the interview in 2018. This is up from the 46% measured in 2017, and helped propel the overall index higher in 2018, but it is not the highest on record. From 2013 to 2015, the percentage who learned or did something interesting was as high as 51%.

*Percentages worldwide range from as low as 22% in Bangladesh — the lowest in the world for the third consecutive year — to as high as 75% in Panama and El Salvador.*



# Learned or Did Something Interesting the Previous Day in 2018

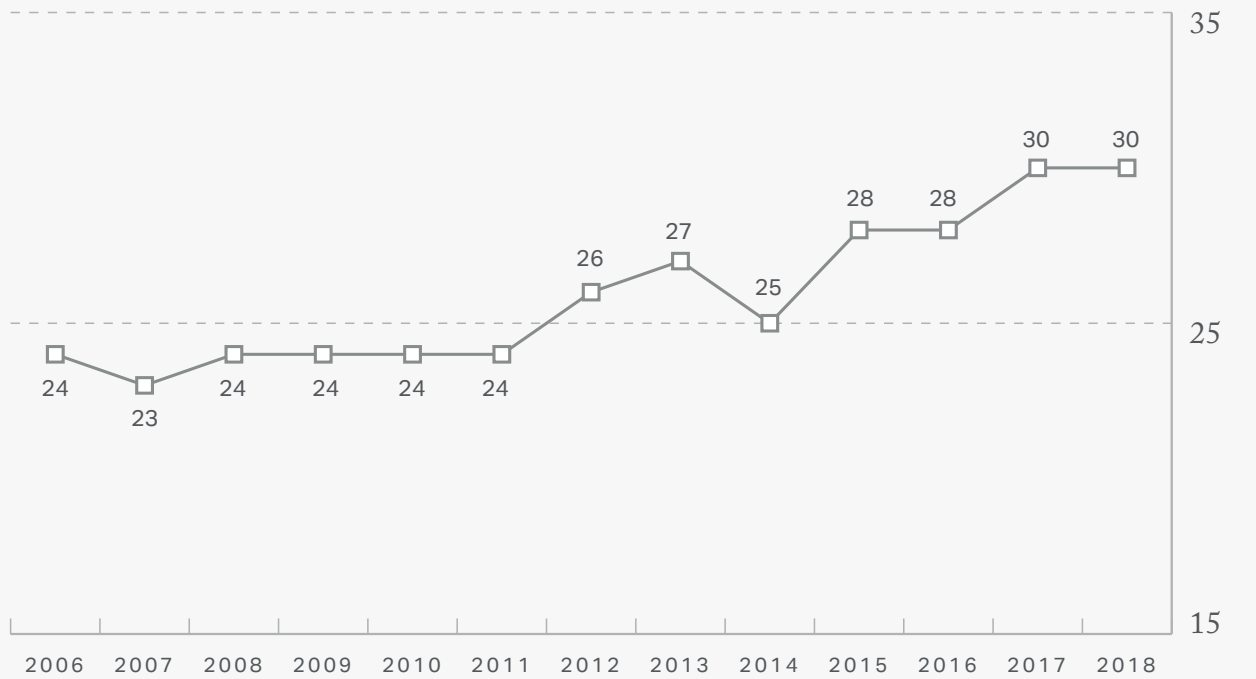


22%  75%

# Negative Experience Index

WORLDWIDE

—□— NEGATIVE EXPERIENCE INDEX



GALLUP WORLD POLL

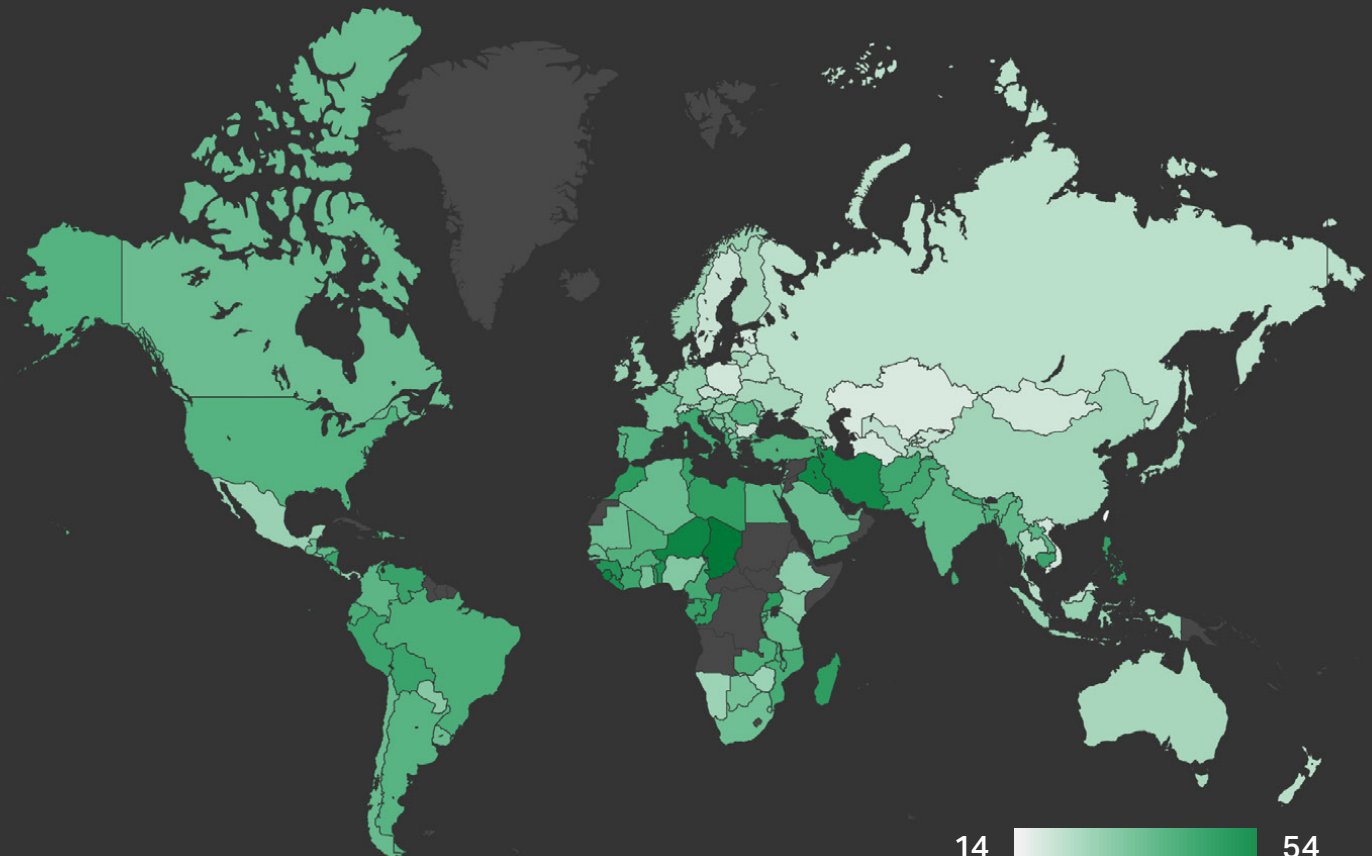
# Globally, Negative Experience Index Remains at Record High in 2018

In 2018, Gallup asked adults in 142 countries if they had five different negative experiences on the day before the survey. More than one in three people said they experienced a lot of worry (39%) or stress (35%), and three in 10 experienced a lot of physical pain (31%). At least one in five experienced sadness (24%) or anger (22%).

While overall stress levels dropped two percentage points from the previous year, anger increased by two points — hitting a new high. Worry and sadness, which were already at record levels, each increased by one point from the previous year. Experiences of physical pain remained unchanged.

Gallup compiles the “yes” responses from these five questions into a Negative Experience Index score for each country. The elevated percentages on most of the index items kept the score unchanged at a record high of 30. Scores worldwide ranged from a high of 54 in Chad to a low of 14 in Taiwan.

## Negative Experience Index in 2018



14  54

## Chad the Most Negative Country in the World

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**After several years of posting some** of the highest scores in the world on the Negative Experience Index, crisis-wracked Chad tops the list for the first time in 2018 with a score of 54. This figure is no different from its score in 2017, but that year, Chad's regional neighbors South Sudan and Central African Republic scored worse on the index (neither was surveyed in 2018).

The country's overall score at least partly reflects the violence, displacement and the collapse of basic services in parts of Chad that have affected thousands of families. In 2018, more than seven in 10 Chadians (72%) said they struggled to afford food at some point in the past year.

Negative experiences remained ubiquitous across Chad's population in both 2017 and 2018, with 66% of residents in 2018 experiencing physical pain and nearly as many (61%) reporting that they worried a lot the previous day. In 2018, majorities also reported feeling a lot of sadness (54%) and stress (51%). The 38% in Chad who said they were angry a lot is nearly twice the global average (22%).

The only other countries in the world with index scores of 50 or higher were neighboring Niger and the more distant Sierra Leone.

As in past years, people in most of the countries with the highest negative scores in 2018 were contending with some type of turmoil, and many at the top of the list last year have been there for several years. Benin, Guinea, Togo, Morocco and Congo (Brazzaville) were the only countries or areas on the list in 2018 that were not on the list the previous year.



## Highest Negative Experiences Worldwide

COUNTRY	NEGATIVE EXPERIENCE INDEX
Chad	54
Niger	50
Sierra Leone	50
Iraq	49
Iran	48
Benin	47
Liberia	47
Guinea	45
Palestinian Territories	44
Congo (Brazzaville)	43
Morocco	43
Togo	43
Uganda	43

*Gallup World Poll, 2018*



## Mix of Countries at Bottom of the Negative Experiences List

**Countries with the lowest negative scores** do not necessarily have the highest positive scores. Many of the countries with the lowest scores on the Negative Experience Index in 2018 have appeared on this list for years.

It is worth noting again that results on this index are related to country of origin, suggesting that cultural bias exists in how people answer these questions.

### Lowest Negative Experiences Worldwide

COUNTRY	NEGATIVE EXPERIENCE INDEX
Azerbaijan	19
Kyrgyzstan	19
Latvia	19
Sweden	19
Estonia	18
Mongolia	18
Poland	18
Turkmenistan	18
Vietnam	18
Kazakhstan	17
Singapore	17
Taiwan	14

*Gallup World Poll, 2018*





## Chadians Most Pain-Stricken, Sad Population in the World

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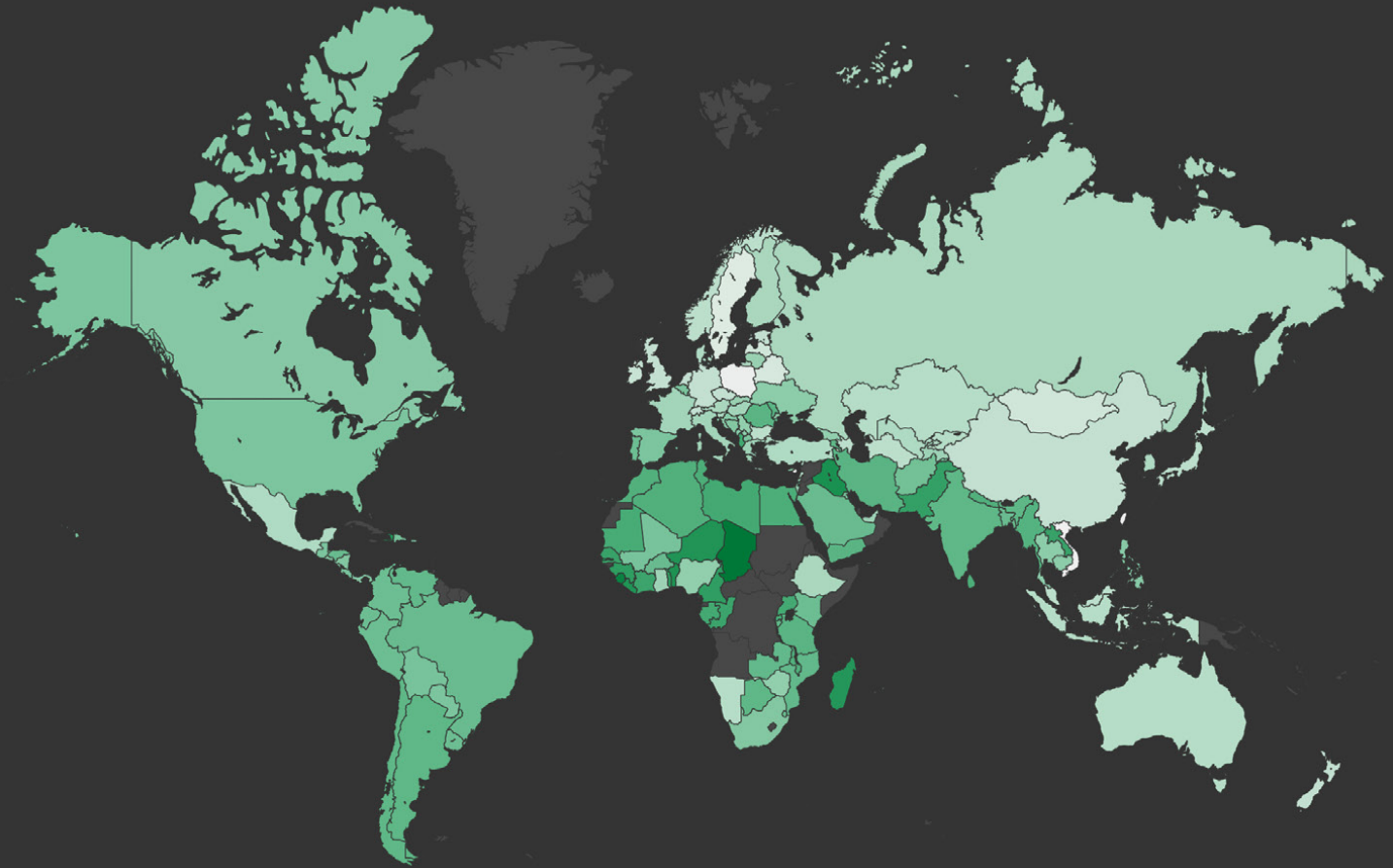
**The Negative Experience Index score** in Chad is largely attributable to the high percentages of people who experienced each of these negative emotions or experiences. More than six in 10 Chadians said they experienced physical pain (66%) and felt worried (61%) during much of the previous day. Majorities also said they felt sadness (54%) and stress (51%).

Chad was one of 10 countries worldwide where the majority of the population was in a lot of physical pain the previous day. Chadians also were more likely than any other population on the planet to report feeling pain and sadness the previous day.

While Chadians were nearly twice as likely as the global average to say they felt angry the previous day — a number of other populations were angrier. More than four in 10 residents in Morocco (41%), Palestinian Territories (43%), Iran (43%), Iraq (44%) and Armenia (45%) said they were angry a lot the previous day.

There were also populations that were just as stressed, if not more. In fact, U.S. adults (55%) were slightly more stressed than Chadians (51%). Greeks, for the third consecutive year, were the most stressed population in the world, with 59% saying they experienced a lot of stress the day before the survey.

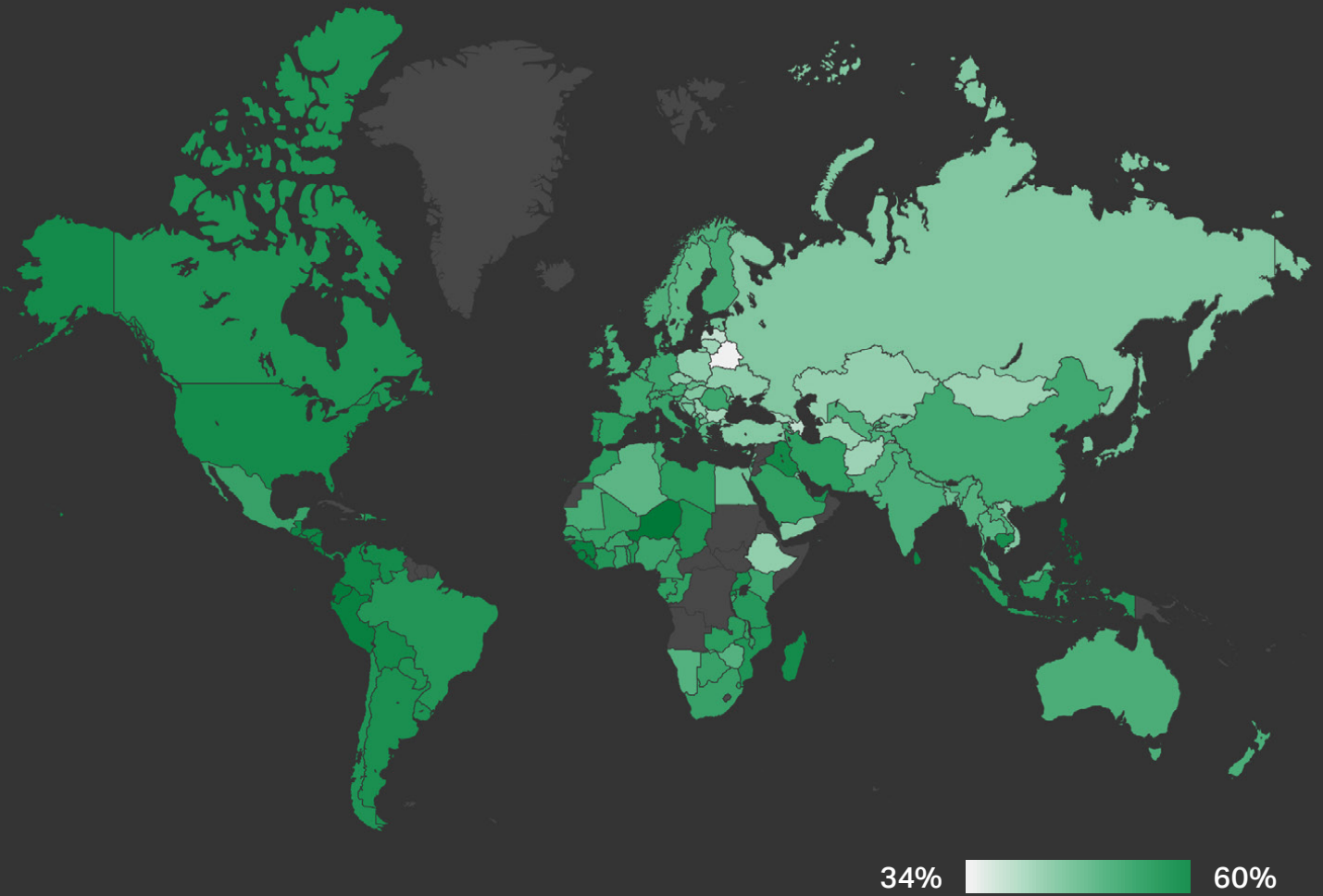
# Experienced Physical Pain in the Previous Day in 2018



14%  66%



# Total Emotions in 2018



34%  60%

# The Most and Least Emotional Countries

**Averaging the “yes” responses** to the 10 questions that make up the Positive and Negative Experience Indexes provides a picture of the most and least emotional societies worldwide.

Niger, the Philippines, Liberia and Ecuador topped the list of the most emotional countries in 2018. On average, six in 10 residents in each of these countries reported experiencing positive or negative emotions the previous day. Countries in the sphere of the former Soviet Union were at the other end of the spectrum. In Azerbaijan, Belarus and Latvia, fewer than four in 10 residents reported experiencing any of these feelings.

Percentages ranged from a high of 60% in Niger, the Philippines, Liberia and Ecuador to a low of 34% in Belarus.

## Total Emotions

% AVERAGE OF ALL “YES” RESPONSES

COUNTRY	TOTAL EMOTIONS
<b>Niger</b>	60%
<b>Philippines</b>	60%
<b>Ecuador</b>	60%
<b>Liberia</b>	60%
<b>Costa Rica</b>	59%
<b>Sierra Leone</b>	59%
<b>Guinea</b>	59%
<b>Peru</b>	59%
<b>Nicaragua</b>	58%
<b>Honduras</b>	58%
<b>Sri Lanka</b>	58%
<b>Guatemala</b>	58%

*Gallup World Poll, 2018*

# Methodology

**Results for surveys in 2018** are based on telephone and face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted throughout the year in 143 countries and areas for the Positive Experience Index and 142 countries for the Negative Experience Index. For results based on the total sample of national adults for 2018, the margin of sampling error ranged from  $\pm 2.1$  to  $\pm 5.3$  percentage points at the 95% confidence level. All reported margins of sampling error include computed design effects for weighting.

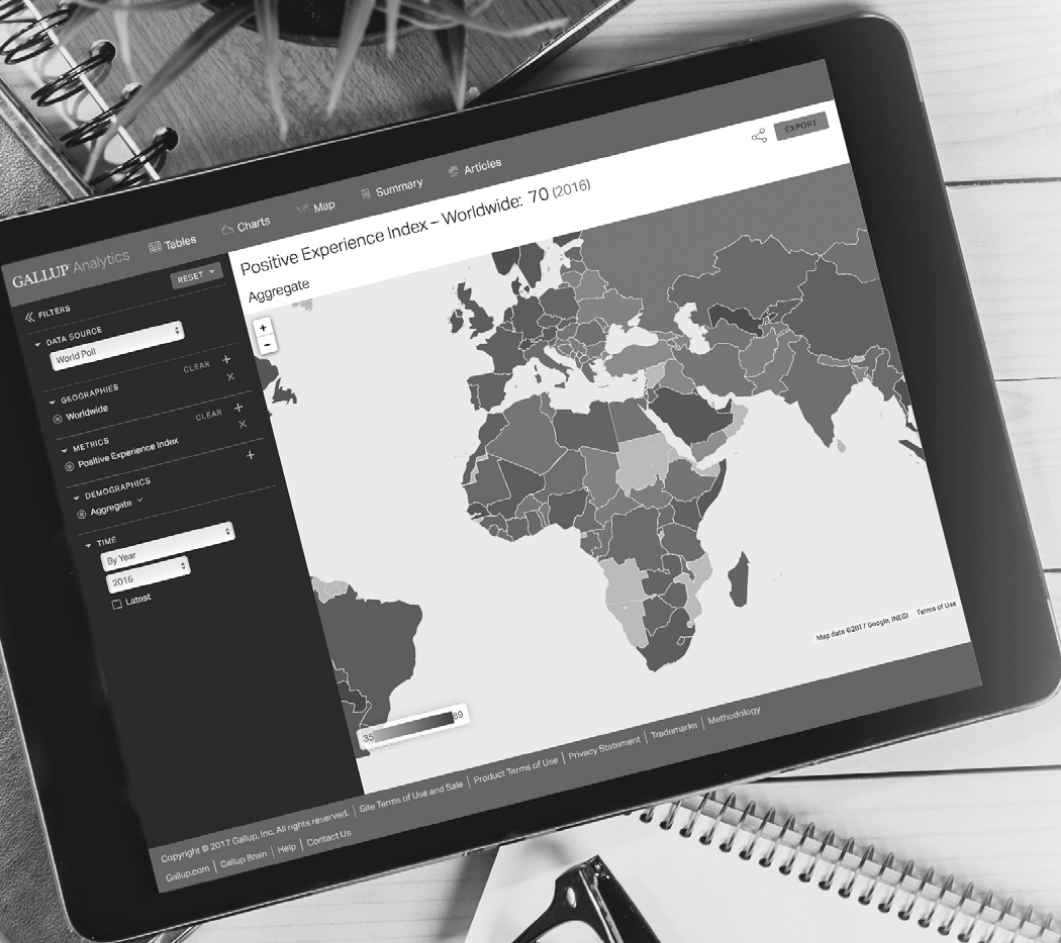
For more complete methodology and specific survey dates, please review [Gallup's Country Data Set](#) details.

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