

GALLUP®



Wellbeing for All

Incorporating Harmonic Principles
of Wellbeing in Subjective Wellbeing
Research and Policymaking



COPYRIGHT STANDARDS

This document contains proprietary research, copyrighted and trademarked materials of Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.

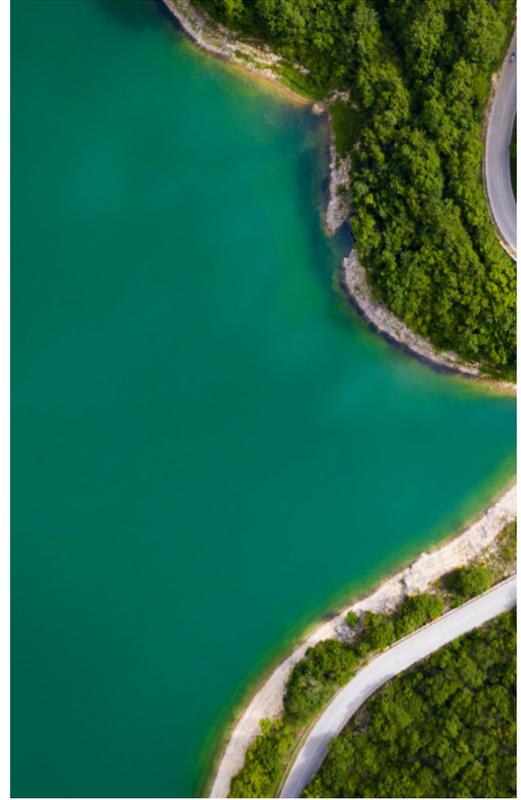
The materials contained in this document and/or the document itself may be downloaded and/or copied provided that all copies retain the copyright, trademark and any other proprietary notices contained on the materials and/or document. No changes may be made to this document without the express written permission of Gallup, Inc.

Any reference whatsoever to this document, in whole or in part, on any webpage must provide a link back to the original document in its entirety. Except as expressly provided herein, the transmission of this material shall not be construed to grant a license of any type under any patents, copyright or trademarks owned or controlled by Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.

Table of Contents

2	Executive Summary
4	Foreword
11	CHAPTER 1 Harmony, Balance, Security, Peace and Contentment Around the World
20	CHAPTER 2 Understanding the Architecture of the Harmonic Principles of Wellbeing
28	CHAPTER 3 Centering Harmony and Balance in Policymaking Around the World
41	Concluding Remarks
43	Appendix



Executive Summary

Wellbeing is not limited to objective indicators such as GDP or income. Individuals' subjective experiences and their own sense of how well they live life also matter. These subjective experiences are increasingly the focus of policymaking, both within countries and internationally. But what are the components of a good life that reflect the diverse experiences of individuals around the world?

Our knowledge of the components of a good life is limited, and research has focused on only a few dimensions of happiness. To fill this gap, Gallup partnered with the Wellbeing for Planet Earth (WPE) Foundation to reimagine wellbeing and happiness by adopting a "harmonic" view of wellbeing and measuring historically overlooked concepts like balance and harmony. Specifically, this partnership introduces research and data on the global population's experiences related to balance, harmony, inner peace and contentment in life — harmonic principles of wellbeing¹ that have not previously been incorporated into wellbeing models and measures. The harmonic view of wellbeing highlights new venues for research and drives the case for centering the experiences of individuals in policymaking.

This report² summarizes data on the discovery of harmonic principles of wellbeing and paves the way for incorporating this new dimension of wellbeing into global measures and policymaking. Specifically, the report presents global data on the harmonic principles of wellbeing measured in 2022 as part of the Gallup World Poll, surveying residents from more than 140 countries. These patterns suggest that the harmonic principles form a new dimension of wellbeing beyond the established cognitive/evaluative and emotional/affective components of wellbeing. Over three chapters, the report documents these global patterns and contributes to international research efforts to advance wellbeing research and policy.

CHAPTER 1

Chapter 1 provides an overall picture of people around the world who are experiencing the harmonic principles of wellbeing. It documents the percentages of the global population who frequently feel harmony, inner peace and that their lives are in balance, as well as those who experience stability, security and contentment in life. We find that:

- The majority of the global population (80%) reports "always" or "often" experiencing harmony with others. At least 70% of the global population also experiences feelings of stability and security, contentment, and harmony with their own thoughts and feelings.
- The feeling of balance is not as common as harmony. Only slight majorities of the global population report experiencing that the various aspects of their lives are in balance (59%) and that the amount of things happening in their lives is just right (57%).
- People in lower-income parts of the world generally experience balance, peace, contentment, and stability and security less frequently than people in higher-income regions, suggesting that the external environment and services available to people influence these experiences. Harmony, however, is less strikingly influenced by country-level income differences than balance.
- Differences in individuals' socioeconomic backgrounds also matter. For example, those with minimal education and those who feel that it is very difficult for them to live on their current income experience all of the harmonic wellbeing principles less often than those with extra years of education and those who feel comfortable living on their current income.
- Harmony with others shows the smallest difference across socioeconomic groups, with 70% or more from every group reporting that they frequently feel in harmony with others around them.
- These patterns suggest that while external environments heavily influence balance, harmony with others is often experienced by the majority of the world and can be leveraged to boost wellbeing across the globe.

¹ We define "harmonic principles of wellbeing" as dynamics of balance and harmony that are central to myriad aspects of wellbeing — such as "work-life balance" — together with the closely associated phenomenon of low-arousal positive states, such as peace and calmness.

² To cite research presented in this report, please use the following reference information: Gallup and the Wellbeing for Planet Earth Foundation. (2023). *Wellbeing for All: Incorporating Harmonic Principles of Wellbeing in Subjective Wellbeing Research and Policymaking*. Gallup. <https://www.gallup.com/analytics/510770/inclusive-wellbeing-research.aspx>

CHAPTER 2

Chapter 2 breaks down the harmonic principles of wellbeing. It concludes that these experiences are distinct from, and complementary to, more established models of subjective wellbeing that focus only on the cognitive (e.g., satisfaction) and emotional/affective aspects (e.g., anger, excitement) of life.

- The novel construct that includes balance and harmony is a four-dimensional construct comprising contentment, inner peace, harmony and balance. This means that feelings like being content with life or at peace with oneself share qualitative similarities with the experiences of balance and harmony.
- Harmony and balance are two distinct concepts related to wellbeing. This means that even though balance and harmony may sometimes be perceived as the same experience, there are subtle differences between them. The experience of balance, for example, involves a sense of stability and equilibrium in life, while harmony with oneself and with others can involve feelings of integrity and unity.
- The experiences of balance and harmony are not strongly related to the commonly used components of subjective wellbeing. They correlate only weakly with the cognitive component of wellbeing (measured by the Life Evaluation Index) and with the negative and positive experiential components (measured by the Positive and Negative Experience Indices).

CHAPTER 3

Chapter 3 focuses on the practical implications of this research for local and global policymaking and argues for centering the experiences of balance and harmony in discussions about how to track, support and sustain progress and development.

- There are clear links between how often individuals experience balance and harmony and how they rate the quality of their personal health, finances and social connectedness.
- Balance and harmony are positively associated with well-established measures of societal progress and development at the country level, including the Social Progress Index and the Human Development Index.
- Balance in particular is strongly linked to the extent to which the basic needs of citizens are met, suggesting that improvements in people's everyday circumstances may positively contribute to their sense of balance in life. Balance is an integral component of a good life around the world and yet is lacking in the lives of much of the global population.

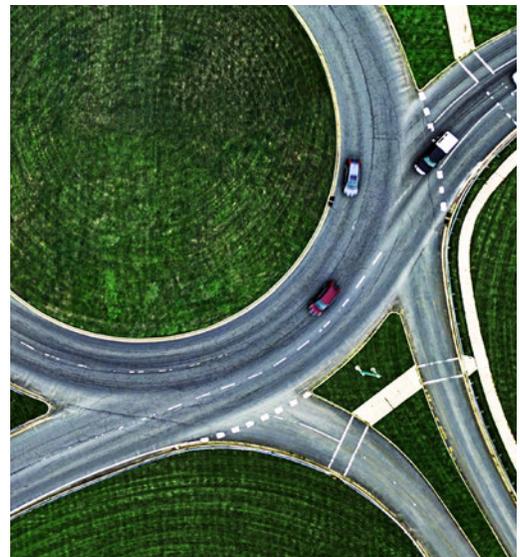
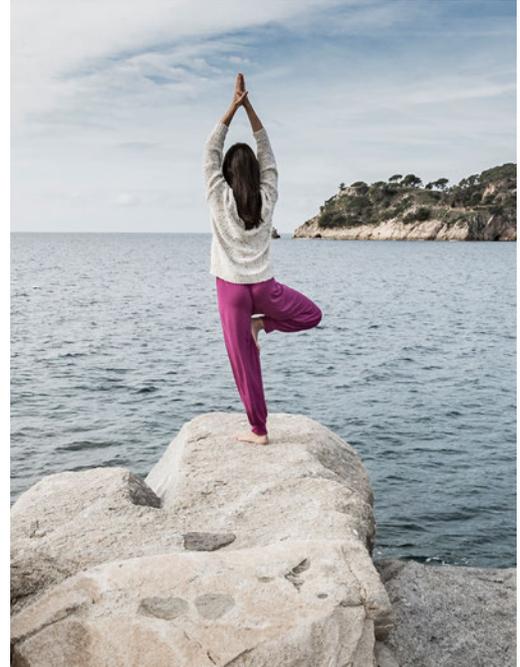
The insights presented here uniquely inform multiple stakeholders of the crucial role that balance and harmony can play in advancing definitions and measures of subjective wellbeing across the world. The patterns documented provide strong reason to act on measuring, tracking and fostering balance and harmony in people's lives through scientific research and policymaking that acknowledges and commits to these principles as integral to living a good life.

Foreword

The progress of our societies and the future of generations to come cannot be solely measured by objective indicators such as GDP or economic prosperity. Beyond these coarse measures, knowledge about the individual experiences of people and the values that matter to them shapes the future of the world. As emphasized by the World Economic Forum, “If we want to understand how we progress, why we sometimes fail, and, ultimately improve the quality of all our lives, then the pursuit of happiness³ may offer an answer.”⁴

Some leaders and policymakers worldwide now acknowledge the need to understand the subjective experiences of their citizens, and with the support of OECD and other influencers on global policy, many countries have started to prioritize individuals’ own sense of their wellbeing (i.e., “subjective wellbeing”) in policy design and evaluation.

However, despite this realization and an increasing body of research on subjective wellbeing,⁵ corresponding measures are not yet widely incorporated in informing and shaping policymaking at the global, national or local levels.⁶



3 The terms “happiness” and “subjective wellbeing” are used interchangeably throughout this report. By “subjective wellbeing” we refer to individuals’ own sense of their wellbeing.

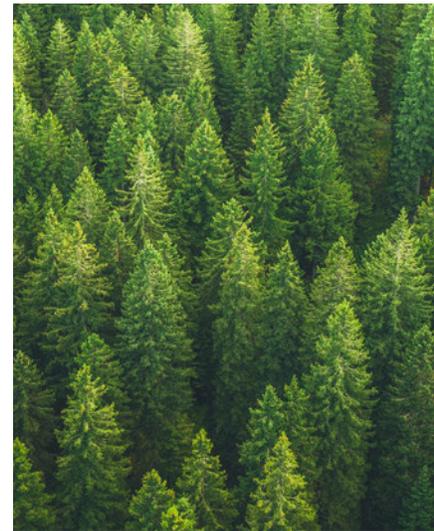
4 Steiner, A. (2019, March 20). What happiness can teach us about how we measure human development. World Economic Forum. <https://www.weforum.org/agenda/2019/03/here-s-what-the-path-to-happiness-can-teach-us-about-development/>

5 Diener, E., Oishi, S., & Tay, L. (2018). Advances in subjective well-being research. *Nature Human Behaviour*, 2(4), 253-260. <https://doi.org/10.1038/s41562-018-0307-6>

6 Frijters, P., Clark, A. E., Krekel, C., & Layard, R. (2020). A happy choice: Wellbeing as the goal of government. *Behavioural Public Policy*, 4(2), 126-165. <https://doi.org/10.1017/bpp.2019.39>

One possible explanation for this is the lack of locally relevant and inclusive measures of people’s subjective wellbeing. How people feel about their lives, their daily experiences, their aspirations for the future, their values and what makes them happy is as diverse as the myriad of ways of life around the world. Yet the most commonly used measures of subjective wellbeing reflect modern concepts and were mainly developed by Western researchers. Therefore, the common measures currently in use arguably promote a narrow view of how wellbeing is defined and measured, focusing in particular on qualities such as enjoyment and satisfaction.⁷ Such qualities may well be experienced globally; however, the modern Western-centric approach to understanding subjective wellbeing may obscure other aspects of wellbeing – whether universally relevant or local- and culture-specific – that have been relatively overlooked in the West but recognized and celebrated elsewhere.

To address this challenge, the Wellbeing for Planet Earth Foundation and Gallup have partnered to expand the conceptualization and measurement of subjective wellbeing with globally inclusive perspectives. The three primary objectives of this partnership are: 1) establishing a strong research base to promote a “harmonic” view of wellbeing which incorporates concepts related to balance and harmony into wellbeing measures globally, 2) raising awareness among, and collaborating with, stakeholders from public and private sectors to create an extended network of researchers and policymakers interested in a comprehensive and global understanding of wellbeing, and 3) informing policy worldwide by encouraging stakeholders to consider the benefits and rewards of adopting harmonic principles of wellbeing in shaping and evaluating local, national and global policies. We define the “harmonic principles of wellbeing” as the dynamics of balance and harmony that are central to a myriad of aspects of wellbeing, such as “work-life balance,” together with the closely associated phenomenon of low-arousal positive states, such as peace and calmness.



7 Lomas, T., Ishikawa, Y., Diego-Rosell, P., Daly, J., English, C., Harter, J., Standridge, P., Clouet, B., Diener, E., & Lai, A. Y. (2022). Balance and harmony in the Gallup World Poll: The development of the Global Wellbeing Initiative module. *International Journal of Wellbeing*, 12(4), 1-19. <https://doi.org/10.5502/ijw.v12i4.2655>

Brief Overview of the Partnership

The Wellbeing for Planet Earth Foundation was founded in Japan in 2018 with the primary aim of supporting research, practice and policy to reflect a more global view of wellbeing.

In 2019, the foundation formed a partnership with Gallup to utilize Gallup's pioneering research on subjective wellbeing and the wide reach of the Gallup World Poll for surveying people from over 140 countries. The first few years of the partnership focused on developing inclusive subjective wellbeing modules on the World Poll and providing data for exploratory analysis. As a result of this exploration, one of the items (experiencing calmness) became a permanent part of the Gallup World Poll's core measures of emotional experiences.

The final set of items formed the 2022 wellbeing module on the Gallup World Poll with a focus on balance and harmony,⁸ which are two main experiences that form a "golden thread" across different aspects of wellbeing.^{9,10} As a result, we describe the module as focusing on "harmonic principles of wellbeing." This report presents global and regional research findings from the 2022 module. Chapter 1 presents global patterns showing the frequency of experiencing the harmonic principles of wellbeing. It also briefly examines regional and demographic variability in these experiences. In Chapter 2, the report presents and discusses analyses of the structure of the harmonic principles of wellbeing construct and asks how this construct relates to the established architecture of subjective wellbeing. Finally, in Chapter 3, the report presents findings on the unique association of balance and harmony with wellbeing indicators in different domains of life. Chapter 3 also uniquely informs policy by documenting how balance and harmony relate to country-level indicators of social progress (as measured by the Social Progress Index) and human development (as measured by the Human Development Index). These findings contribute to international efforts to center diverse human experiences in research and policymaking related to wellbeing and global progress.



- 8 We define "balance" as a state in which the various elements that constitute a phenomenon, and/or the various forces acting upon it, are in proportionality and/or equilibrium, often with an implication of stability, evenness and poise. We define "harmony" as a state in which the various elements that constitute a phenomenon, and/or the various forces acting upon it, cohere and complement one another, leading to an overall configuration that is appraised positively.
- 9 Lomas, T., & VanderWeele, T. J. (2021). The complex creation of happiness: Multidimensional conditionality in the drivers of happy people and societies. *The Journal of Positive Psychology*, 18(1), 15-33. <https://doi.org/10.1080/17439760.2021.1991453>
- 10 Lomas, T., Lai, A. Y., Shiba, K., Diego-Rosell, P., Uchida, Y., & VanderWeele, T. J. (2022). Insights from the first global survey of balance and harmony. In J. Helliwell, R. Layard, J. D. Sachs, J.-E. De Neve, L. B. Aknin, S. Wang, & S. Paculor (Eds.), *World Happiness Report 2022* (pp. 127-154). New York: Sustainable Development Solutions Network.

The Need for Measuring Experiences Beyond Life Satisfaction and Emotional Experiences

Policymakers and individuals worldwide support improving the way citizens evaluate and feel about their lives. However, doubts about the feasibility of implementing subjective measures using consistent and rigorous methodology have contributed to the use of more objective proxy measures, such as traditional economic indicators, to assess individuals' subjective wellbeing.¹¹ Nevertheless, these measures do not capture a broader image of individuals' subjective wellbeing and fail to account for the many ways that individuals define happiness for themselves. This can lead to an incomplete picture of society's progress toward subjective wellbeing.¹² For instance, China's rapid economic growth has not corresponded to an increase in individuals' life satisfaction.¹³ Gallup's research and official statistics for global wellbeing also show that in different parts of the world, leading up to major events such as Brexit or the Arab Spring, while GDP per capita steadily increased, subjective wellbeing, as measured by people's ratings of their own lives, declined.¹⁴

Focusing on individuals' lived experiences is crucial for assessing progress because indicators of subjective wellbeing shape individual life courses and important outcomes such as health^{15,16} and life expectancy¹⁷ or learning outcomes for students.^{18,19} Therefore, research and implementation efforts should shift toward developing survey-based subjective wellbeing indicators that are comparable to traditional economic and social measures.

Reflecting this need, the United Nations' Common Agenda is charged with the task of identifying and developing metrics that go beyond GDP to create a framework of "valuing what counts." People's wellbeing and agency are integral parts of "what counts" for an inclusive and sustainable path to global development.²⁰ The upcoming 2024 Summit of the Future is an opportunity for U.N. member states to brainstorm and make data-informed decisions about a limited number of key indicators (10 to 20) to measure, evaluate and track outcomes including wellbeing and agency, respect for life and planet, and reduced inequality and greater solidarity.²¹ The research foundations presented in this report promise strong potential for including balance and harmony as some of those key indicators.

11 Frijters, P., Clark, A. E., Krekel, C., & Layard, R. (2020). A happy choice: Wellbeing as the goal of government. *Behavioural Public Policy*, 4(2), 126-165. <https://doi.org/10.1017/bpp.2019.39>

12 Ibid.

13 Easterlin, R. (2014, October 21). What matters more: GDP or happiness? World Economic Forum. <https://www.weforum.org/agenda/2014/10/wellbeing-replace-gdp-policy-making/>

14 See the [Gallup Global Happiness Center](#) for official statistics on global wellbeing.

15 Diener, E., Pressman, S. D., Hunter, J., & Delgado-Gil, D. (2017). If, why, and when subjective well-being influences health, and future needed research. *Applied Psychology: Health and Well-Being*, 9(2), 133-167. <https://doi.org/10.1111/aphw.12090>

16 Das, K. V., Jones-Harrell, C., Fan, Y., Ramaswami, A., Orlove, B., & Botchwey, N. (2020). Understanding subjective well-being: Perspectives from psychology and public health. *Public Health Reviews*, 41(1), 1-32. <https://doi.org/10.1186/s40985-020-00142-5>

17 Steptoe, A., & Wardle, J. (2012). Enjoying life and living longer. *Archives of Internal Medicine*, 172(3), 273-275. <https://doi.org/10.1001/archinternmed.2011.1028>

18 Fredrickson, B. L., & Branigan, C. (2005). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition and Emotion*, 19(3), 313-332. <https://doi.org/10.1080/02699930441000238>

19 Durlak, J. A., Weissberg, R. P., Dymnicki, A. B., Taylor, R. D., & Schellinger, K.B. (2011). The impact of enhancing students' social and emotional learning: A meta-analysis of school-based universal interventions. *Child Development*, 82(1), 405-432. <https://doi.org/10.1111/j.1467-8624.2010.01564.x>

20 United Nations. (2023, May). Our Common Agenda policy brief 4. Valuing what counts: Framework to progress beyond gross domestic product. <https://www.un.org/sites/un2.un.org/files/our-common-agenda-policy-brief-beyond-gross-domestic-product-en.pdf>

21 Ibid.

The most widely used survey-based subjective wellbeing measures so far include life evaluation and positive and negative high-arousal emotional experience questions (e.g., feeling anger, worry, enjoyment) from the Gallup World Poll. However, although these measures provide crucial insight and uniquely rich data on people's subjective wellbeing around the world, they risk limiting wellbeing definitions to a narrow view of what it means to live a good life.

Specifically, the life evaluation measure suggests that “climbing” up a ladder is the appropriate way to represent satisfaction with life, and questions about specific high-arousal emotional experiences (e.g., joy, laughter) value these specific positive experiences over other experiences. But other ways of experiencing life doubtlessly matter. For example, research shows that considerations such as a sense of purpose, social status and relationships contribute to people's idea of happiness.^{22,23} Moreover, different interpretations and responses to single-item questions can limit their comprehensiveness. For example, men and women differ in how they interpret and respond to the ladder scale on the life satisfaction question.²⁴ Furthermore, the image of the ladder itself prioritizes a metaphor common to the English language that equates “happiness” and all good things with a spatial orientation of top or high in space and all bad things with the orientation of bottom or low in space.^{25,26} It is not clear if native speakers of other languages and people from diverse cultures interpret the ladder scale consistent with this metaphor. For example, as per the principles of balance and harmony, it is possible that people speaking different languages with diverse experiences may resonate more with symbols that embody these ideas, such as a weight scale being in balance or musical instruments playing in harmony. The single-item measures of wellbeing, therefore, potentially risk replacing one noncomprehensive proxy of wellbeing, such as objective economic indicators, with another noncomprehensive proxy, such as life satisfaction.²⁷

To reflect the variability in people's choices, priorities and values around the world, modern Western-centric measures of subjective wellbeing should be complemented with other globally inclusive concepts that have been relatively neglected in the past. This is at the heart of the research partnership between Gallup and the Wellbeing for Planet Earth Foundation.

Our formative research, published in the *World Happiness Report* in 2022,²⁸ centered on balance and harmony as well as low-arousal positive emotional experiences such as calmness and peace. These are important experiences that feed into a good life from an inclusive perspective, and incorporating them into measures of wellbeing shows that these experiences explain variability in what matters to people globally.²⁹ Additionally, we explored people's preferences for a “calm” life over an “exciting” life and observed that, around the world, the majority of people prefer a calm life, with particularly higher preferences for a calm life in poorer countries. Informed by these and other findings from two years of foundational research, Gallup and the Wellbeing for Planet Earth Foundation's partnership in 2022-2023 focused on harmonic principles of wellbeing around the world.

22 Benjamin, D. J., Heffetz, O., Kimball, M. S., & Rees-Jones, A. (2012). What do you think would make you happier? What do you think you would choose? *American Economic Review*, 102(5), 2083-2110. <https://doi.org/10.1257/aer.102.5.2083>

23 Benjamin, D. J., Heffetz, O., Kimball, M. S., & Szembrot, N. (2014). Beyond happiness and satisfaction: Toward well-being indices based on stated preference. *American Economic Review*, 104(9), 2698-2735. <https://doi.org/10.1257/aer.104.9.2698>

24 Montgomery, M. (2022). Reversing the gender gap in happiness. *Journal of Economic Behavior & Organization*, 196, 65-78. <https://doi.org/10.1016/j.jebo.2022.01.006>

25 Lakoff, G., & Johnson, M. (1980). The metaphorical structure of the human conceptual system. *Cognitive Science*, 4, 195-208. https://doi.org/10.1207/s15516709cog0402_4

26 Lomas, T. (2019). The spatial contours of wellbeing: A content analysis of metaphor in academic discourse. *The Journal of Positive Psychology*, 14(3), 362-376. <https://doi.org/10.1080/17439760.2018.1450437>

27 Benjamin, D., Cooper, K., Heffetz, O., & Kimball, M. (2020). Self-reported wellbeing indicators are a valuable complement to traditional economic indicators but are not yet ready to compete with them. *Behavioural Public Policy*, 4(2), 198-209. <https://doi.org/10.1017/bpp.2019.43>

28 Helliwell, J. F., Layard, R., Sachs, J. D., De Neve, J.-E., Aknin, L. B., & Wang, S. (Eds.). (2022). *World Happiness Report 2022*. New York: Sustainable Development Solutions Network.

29 Lomas, T., Diego-Rosell, P., Shiba, K., Standridge, P., Lee, M. T., Case, B., Lai, A. Y., & VanderWeele, T. J. (2023). Complexifying individualism versus collectivism and West versus East: Exploring global diversity in perspectives on self and other in the Gallup World Poll. *Journal of Cross-Cultural Psychology*, 54(1), 61-89. <https://doi.org/10.1177/00220221221130978>

Research Implications

In 2010, an influential paper³⁰ was published in the journal *Behavioral and Brain Sciences* identifying the serious problem of a restricted Western-centric lens in the behavioral sciences. The paper urged behavioral scientists to move beyond WEIRD (Western, educated, industrialized, rich and democratic) research samples, which mostly consisted of undergraduate students in the U.S. and Europe, and to find ways to accurately represent the global population in claims about human behavior and belief. More than a decade later, improvements have been made in representing the global population in research samples thanks to the use of global survey platforms like the Gallup World Poll and international academic research collaborations such as the Psychological Science Accelerator. However, the constructs, questions and research priorities still remain Western-centric and narrow, at the risk of omitting rich and meaningful human experiences that are not commonly identified in the West.^{31,32}

By conducting global research on wellbeing indicators and comprehensive models of subjective wellbeing from a global perspective, the research partnership between Gallup and the Wellbeing for Planet Earth Foundation encourages the fields of positive psychology and wellbeing research to incorporate underrepresented views and experiences into the community's understanding of subjective wellbeing. This will ensure that research on wellbeing encompasses diverse constructs representing the many ways to live a fulfilling life across the globe and thereby contributes to the progress of our world.



30 Henrich, J., Heine, S. J., & Norenzayan, A. (2010). The weirdest people in the world? *Behavioral and Brain Sciences*, 33(2-3), 61-83. <https://doi.org/10.1017/S0140525X0999152X>

31 IJzerman, H., Dutra, N., Silan, M., Adetula, A., Basnight-Brown, D. M., & Forscher, P. (2021). Psychological science needs the entire globe, Part 1. *Association for Psychological Science Observer*, 34(5). <https://www.psychologicalscience.org/observer/global-psych-science>

32 Silan, M., Adetula, A., Basnight-Brown, D. M., Forscher, P., Dutra, N., & IJzerman, H. (2021). Psychological science needs the entire globe, Part 2. *Association for Psychological Science Observer*, 34(6). <https://www.psychologicalscience.org/observer/psychological-science-needs-the-entire-globe-part-2>

Policy Implications

Policy for the advancement of societies should rely on well-informed and comprehensive research on people's experiences. The first step in this process is to understand the universal factors that contribute to a fulfilling life for citizens. Through the partnership between the Wellbeing for Planet Earth Foundation and Gallup, we provide a universal framework that can inform policy and decision-making. The harmonic principles of wellbeing focus on balance and harmony, experiences that have been historically overlooked despite being inclusive and integral components of a good life. In fact, as a result of our efforts, an approach to wellbeing that centers the experiences of balance and harmony was recently acknowledged in public statements from meetings among the education ministers of the G7 and G20 countries^{33,34} as a key element in the development of human capital through education. These experiences have the potential to provide paths to individual resilience and should therefore be measured and tracked at a global level, perhaps as one of the indicators to complement GDP and Sustainable Development Goals (SDGs) in the United Nations' Common Agenda for the future of global cooperation.³⁵

The next step is to inform local policy and decision-making. Specifically, beyond centering universal experiences at the heart of political and social progress, we need to understand regional and individual differences in these experiences to take informed and targeted action through local decision-making. This knowledge, accompanied by adequate training on challenges and evolving practices,³⁶ will provide local policymakers and international stakeholders, such as the United Nations, with insights that are specific to their regions, enabling them to make decisions that reflect what matters most locally.³⁷ For example, public health researchers and policymakers in the U.K. argue that a commitment to measure and assess individuals' psychological wellbeing coupled with efforts to develop and practice locally constructed concepts can lead to effective policymaking that engages local communities, builds social capital and empowers communities.³⁸

Throughout this report, we present relevant insights for global and local policymaking on wellbeing. As an example of how our data and insights facilitate policymaking, in ongoing work, we have created a national quarterly wellbeing tracker in Japan (in partnership with the Nikkei Well-being Initiative) to provide relevant and timely data. The wellbeing tracker enhances decision-making for local corporations and the Japanese government by collecting subjective wellbeing data and encouraging stakeholders to integrate subjective wellbeing into their core strategies and client engagements. It also enables policymakers to pinpoint areas requiring improvement and to effectively allocate resources. Through granular tracking of subjective wellbeing, decision-makers can also assess the impact of policies and initiatives.

33 G7 Research Group. (2023, May 15). Toyama-Kanazawa declaration by G7 education ministers' meeting. <http://www.g8.utoronto.ca/education/2023-education.html>

34 G20 Indonesia. (2022, September 1). G20 chair's summary education ministers' meeting. http://www.g20.utoronto.ca/2022/G20-EMM-2022_Chairs-Summary.pdf

35 United Nations. (n.d.). Our common agenda. <https://www.un.org/en/common-agenda>

36 Frijters, P., & Krekel, C. (2021). *A handbook for wellbeing policy-making: History, theory, measurement, implementation, and examples*. Oxford University Press. <https://doi.org/10.1093/oso/9780192896803.001.0001>

37 Lambert, L., Warren, M., Brulé, G., O'Brien, C., Murray, S., Mulay-Shah, A., Passmore, H-A., Zelenski, J., Asfour, M., & Alsubaiei, S. (2020). Perspectives: Using positive psychology and the United Nations' sustainable development goals to build a better world. *Middle East Journal of Positive Psychology*, 6, 1-28. <https://www.middleeastjournalofpositivepsychology.org/index.php/mejpp/article/view/112>

38 La Placa, V., & Knight, A. (2014). Well-being: Its influence and local impact on public health. *Public Health*, 128(1), 38-42. <https://doi.org/10.1016/j.puhe.2013.09.017>



CHAPTER 1

Harmony, Balance, Security, Peace and Contentment Around the World

METHODOLOGY

The 2022 wellbeing module on the Gallup World Poll included questions related to degree of perceived balance in life, harmony with others and with one’s own feelings and emotions, inner peace, stability and general contentment with life (Table 1). Respondents from 142 countries rated their personal frequency of these experiences on a four-point scale (“always,” “often,” “rarely,” “never”).

All global and regional percentages reported here are weighted to represent the global or regional population of people who are 15 years or older. Country-specific percentages are weighted to represent key demographic groups within the country’s population of people 15 years or older. Global percentages are heavily influenced by India. Global percentages and estimates do not include China since no data were collected from China in 2022.

Global and Regional Percentages

Table 1

WELLBEING FOR PLANET EARTH MODULE ON THE GALLUP WORLD POLL 2022	
In general, how often do you feel that the amount of things happening in your life is just right – not too much or too little?	Always, often, rarely or never?
In general, how often are the various aspects of your life in balance?	Always, often, rarely or never?
In general, how often are you in harmony with those around you?	Always, often, rarely or never?
In general, how often are your thoughts and feelings in harmony?	Always, often, rarely or never?
In general, how often do you feel stable and secure in your life?	Always, often, rarely or never?
In general, how often are you content?	Always, often, rarely or never?
In general, how often is your mind at ease?	Always, often, rarely or never?
In general, how often can you find inner peace during difficult times?	Always, often, rarely or never?

Harmony with others is the most frequently reported experience worldwide, with 80% of the global population reporting always or often feeling in harmony with others around them.

(See Table 1 for question wording.)

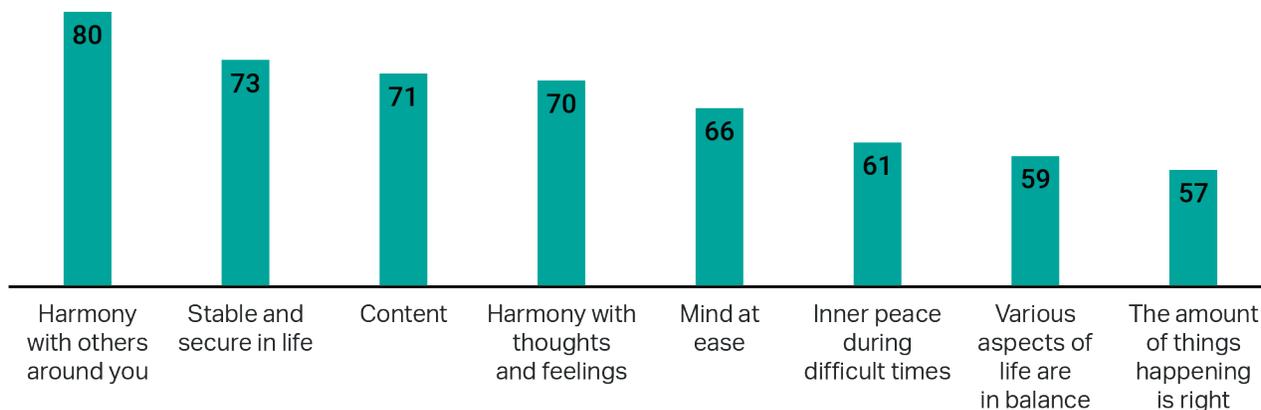
The next most frequent experience is feeling stable and secure (Figure 1). This feeling can reflect financial or political stability in people’s environment but may also be related to more internal experiences such as a sense of integrity, being grounded, or being in harmony with one’s own thoughts and feelings. In Chapter 2 of this report, we explore these possibilities further and present findings from analyses that shed light on how these different experiences, including a sense of stability and security, form various interrelated dimensions of the harmonic principles of wellbeing.

Feelings related to inner peace and balance in life are the least frequently reported experiences, with only 59% of the global population reporting always or often feeling that various aspects of their lives are in balance and 57% reporting that the amount of things happening in their lives is just right. These global patterns suggest that harmony and balance are distinct experiences; while the majority of the global population experiences harmony very often, about four in 10 of the world’s population often feels overwhelmed and experiences a life out of balance.

Figure 1

Percentages of the global population reporting “always” or “often” feeling each of the balance- and harmony-related experiences in the 2022 WPE module on the Gallup World Poll

% Always or often

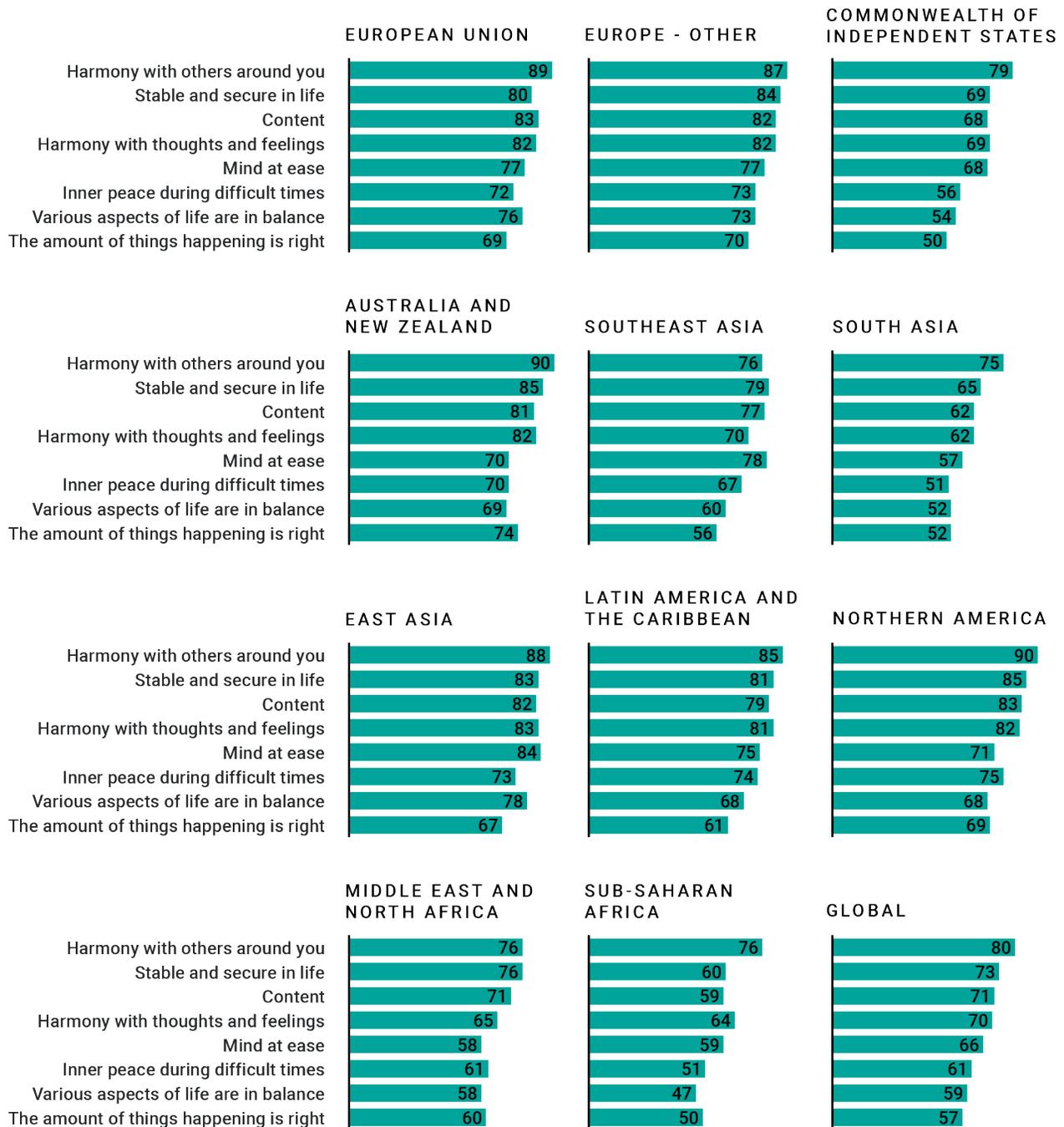


Further analysis reveals that there are regional differences in the overall percentages. **In lower-income parts of the world, experiencing balance, in particular, is less frequent than in higher-income parts of the world.** For example, in sub-Saharan Africa, less than half of the population reports that various aspects of their lives are always or often in balance (47%), whereas this percentage increases to 68% or more in high-income areas of the world, including Europe, Australia-New Zealand, East Asia and Northern America (Figure 2). **Regional differences in the experience of harmony are less stark, with at least 75% of the population in every region reporting that they feel harmony with others always or often and at least 62% in every region reporting that their own thoughts and feelings are always or often in harmony (Figure 2).**

Despite regional variation in the overall percentages, the gap between harmony-related experiences and balance-related experiences is consistent in every region of the world, although it is particularly high in specific regions, including the Commonwealth of Independent States (Russia, Caucasus, Central Asia), South Asia and sub-Saharan Africa (Figure 2).

Figure 2
Percentages in each region of the world reporting “always” or “often” feeling each of the balance- and harmony-related experiences

% Always or often



In a global survey that asked people about what psychological states define happiness, inner harmony was the most frequently cited theme in people's own definitions of happiness.³⁹ In light of this finding, **the prevalence of experiences associated with harmony worldwide, as well as in each region of the world, can help pave the way toward promoting wellbeing and happiness for the global population, given the intuitive connections between harmony and happiness.**

The low percentages of people experiencing balance around the world reveal opportunities and research gaps in understanding individual, community and country-level factors that can promote a sense of balance. This is especially important considering the strong association between balance and life evaluations established in our previous research.⁴⁰

The Role of Conflict

To further utilize these findings and understand local implications, we also need to explore the external factors that contribute to these experiences. When examining country-specific data on balance and harmony, an unsurprising pattern emerges: Conflict and war can disrupt people's sense of internal balance and harmony. This point is exemplified by the fact that three countries that consistently rank among the bottom 10 countries in terms of the frequency of reported balance and harmony in 2022 are Afghanistan, Azerbaijan and Sierra Leone.

In Afghanistan, by August of 2022,⁴¹ a year after the Taliban took over the country, at least 10 resistance groups were operational and engaged in over 100 armed clashes with the Taliban.⁴² In Azerbaijan, armed clashes between the Armenian-majority Artsakh Republic and Azerbaijani forces reached their highest levels in November 2022 after several ceasefire violations. Although there was a relative month of calm in January 2023,⁴³ ceasefire violations occurred in February along the border in the Nakhchivan region.⁴⁴ In Sierra Leone, following anti-regime demonstrations in August 2022,⁴⁵ police and military forces raided the Northern, Western and Northwestern provinces in search of citizens who took part in the demonstrations, and a prominent opposition fighter was killed in Makeni.⁴⁶

39 Delle Fave, A., Brdar, I., Wissing, M. P., Araujo, U., Castro Solano, A., Freire, T., Hernández-Pozo, M. D. R., Jose, P., Martos, T., Nafstad, H. E., Nakamura, J., Singh, K., & Soosai-Nathan, L. (2016). Lay definitions of happiness across nations: The primacy of inner harmony and relational connectedness. *Frontiers in Psychology*, 7. <https://doi.org/10.3389/fpsyg.2016.00030>

40 Lomas, T., Lai, A. Y., Shiba, K., Diego-Rosell, P., Uchida, Y., & VanderWeele, T. J. (2022). Insights from the first global survey of balance and harmony. In J. Helliwell, R. Layard, J. D. Sachs, J.-E. De Neve, L. B. Akin, S. Wang, & S. Paculor (Eds.), *World Happiness Report 2022* (pp. 127-154). New York: Sustainable Development Solutions Network.

41 The World Poll was fielded in Afghanistan in August 2022.

42 ACLED. (2022). Afghanistan mid-year update. <https://acleddata.com/10-conflicts-to-worry-about-in-2022/afghanistan/mid-year-update/>

43 The World Poll was fielded in Azerbaijan in February 2023.

44 ACLED. (2023). Regional overview: Europe & Central Asia February 2023. <https://acleddata.com/2023/03/03/regional-overview-europe-central-asia-february-2023/>

45 The World Poll was fielded in Sierra Leone in September 2022.

46 ACLED. (2022). Regional overview: Africa 13 August-9 September 2022. <https://acleddata.com/2022/09/14/regional-overview-africa-13-aug-9-sep-2022/>

Balance and Harmony Across Demographic Groups of the World

To gain more actionable insights, it is also important to understand demographic differences in how the global population experiences feelings related to balance, harmony, peace and stability. By examining how different groups of the global population experience these feelings, researchers can identify systemic differences that may point to internal and external mechanisms for achieving and sustaining wellbeing. For instance, people over the age of 60 generally report higher levels of life satisfaction than younger individuals.⁴⁷ This prompts the question of how much cognitive and emotional maturity versus stability in life circumstances contributes to wellbeing.

Furthermore, **data on demographic differences in how these psychological states are experienced can play a crucial role in decisions about resource allocation and targeted interventions to bolster wellbeing where it is most absent or difficult to achieve.**



47 Blanchflower, D. G. (2021). Is happiness U-shaped everywhere? Age and subjective well-being in 145 countries. *Journal of Population Economics*, 34, 575-624. <https://doi.org/10.1007/s00148-020-00797-z>

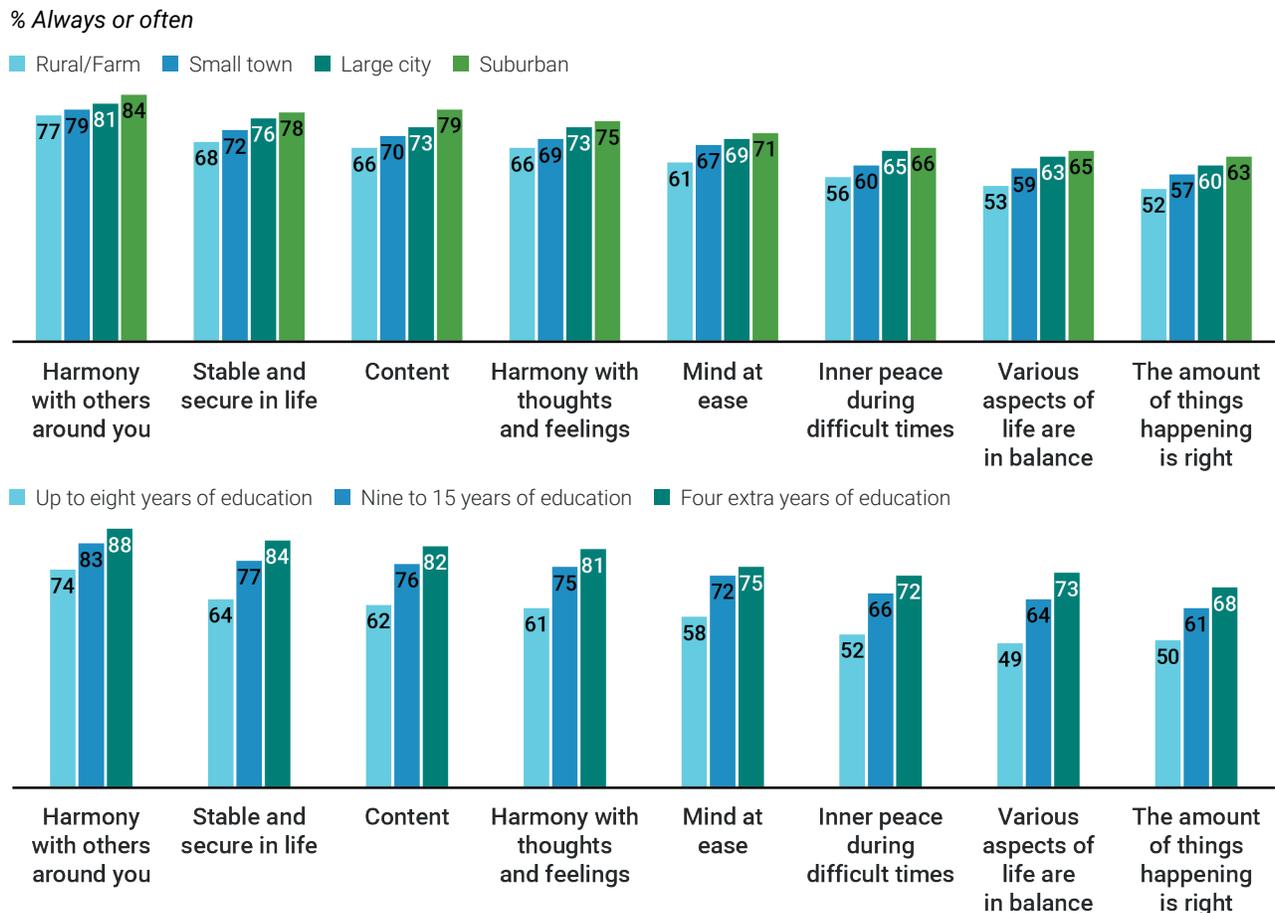
Here, we present descriptive findings on the frequency of experiences related to harmony and balance across different demographic groups.

The most striking demographic differences appear with respect to factors that index socioeconomic status. These include the location of residence (urban, rural), education and evaluations of household income.

People from demographic groups of the world where access to social and economic capital is difficult experience feelings related to harmony and balance less often than those with easy access.

Figure 3

Percentages of the global population by location of residence (top) and years of education (bottom) who report “always” or “often” experiencing feelings related to harmony and balance



For example, a smaller proportion of the global population from rural areas experiences these feelings regularly compared with the population from large cities and suburban areas (Figure 3). Those with more years of education are also more likely to experience balance- and harmony-related experiences regularly. Specifically, more than 80% of those with four years of education beyond secondary education report always or often feeling in harmony with others and with themselves, stable and secure, and content with life. Majorities of people with higher education also report that their lives are in balance (68% feel the amount of things happening is just right and 73% feel the various aspects of their lives are in balance), whereas only about half of the population with up to eight years of education experiences balance in life (Figure 3).

Feelings About Income

The most telling differences emerge among groups of the global population who report that they can live comfortably on their current household income and those who report finding it very difficult to live on their current income.

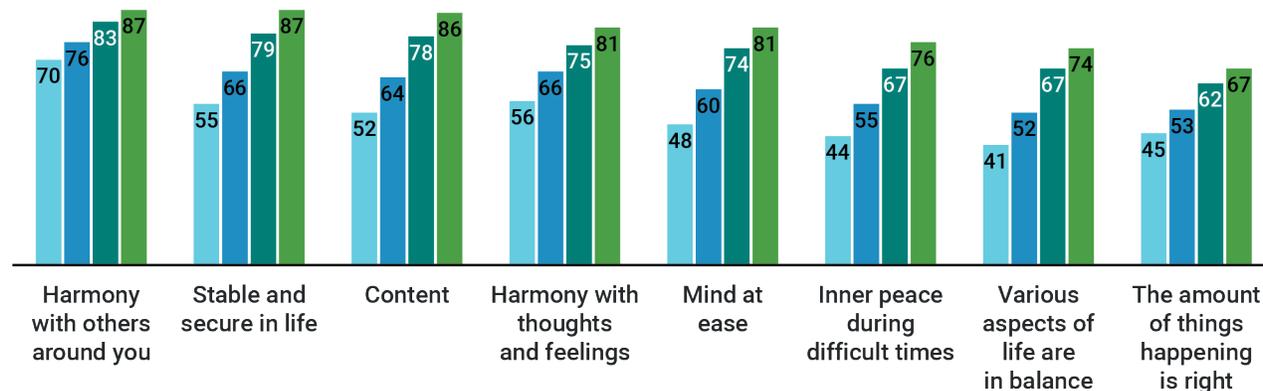
Those who find it very difficult to live on their current income are considerably less likely than the well-off to experience balance, peace, a mind that is at ease, stability and security, and contentment with life (Figure 4). Among the former group, only slightly over half of the population reports frequently feeling stable and secure in life (55%), content (52%), and that their thoughts and feelings are in harmony (56%). These numbers rise to 87%, 86% and 81% among the well-off.

Figure 4

Percentages of the global population by evaluation of their household income who report “always” or “often” experiencing feelings related to harmony and balance

% Always or often

Very difficult to live on current income Difficult Getting by Comfortable on current income



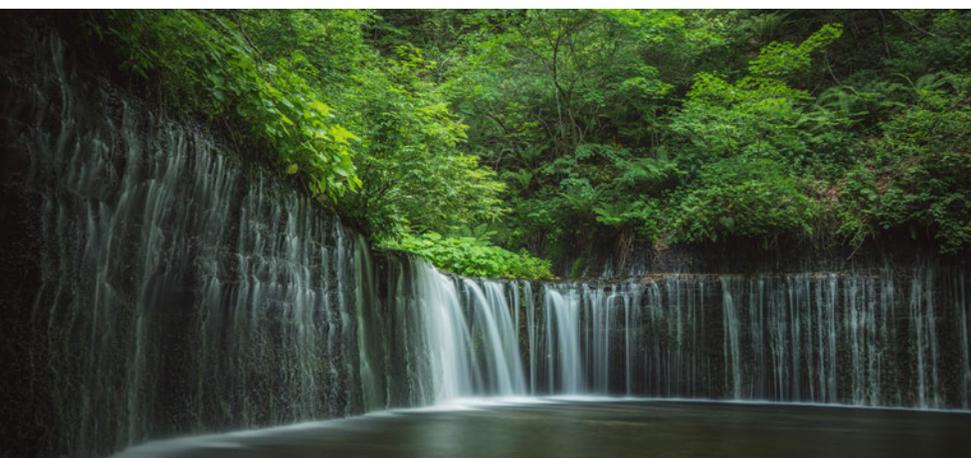
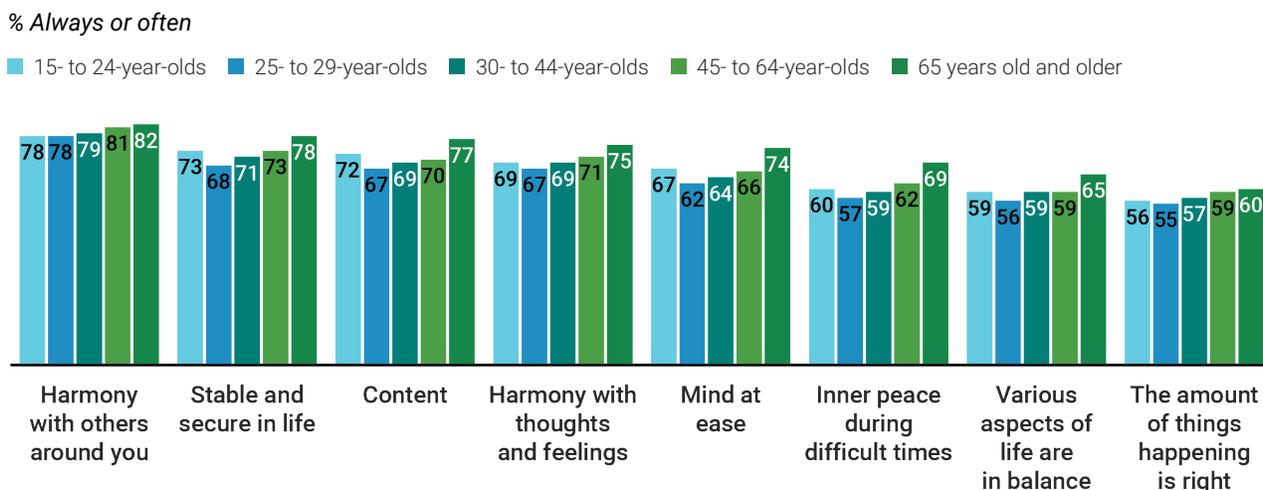
Less than half (48%) of the global population who reports struggling financially feels that their mind is at ease. However, the lowest percentages occur with respect to balance and peace. Only 44% of those struggling financially report frequent feelings of inner peace during challenging times, 41% report experiencing balance in life and 45% report that the number of things happening in their lives is the “right” amount. These numbers are in stark contrast to strong majorities among the financially well-off who report frequently experiencing feelings related to harmony, balance, peace, contentment, stability and security, and a mind that is at ease.

Despite serious financial hardship, a strong majority (70%) of those who find it “very difficult” to live on their current household income “always” or “often” experience harmonious relationships with those around them. This speaks to the potential of social capital as a resource that can be leveraged by decision-makers to support positive changes in people’s daily experiences, especially in communities where financial capital is scarce.

Age and Gender

Examining age groups reveals further systemic differences in terms of feelings related to stability and security, contentment, harmony with one’s own thoughts and feelings, a mind that is at ease and inner peace (Figure 5). Despite a gradual increase after 24 years of age, those aged 15 to 24 experience these positive states slightly more often than older groups, except for people over the age of 65, who are most likely to be experiencing all of these states.⁴⁸ These patterns are consistent with the U-shaped curve of subjective wellbeing across age, where subjective wellbeing is high in the youth years, plummets in mid-life and rises back up for those aged around 60 years.⁴⁹

Figure 5
Percentages of the global population by age group who report “always” or “often” experiencing feelings related to harmony and balance



48 The U-shaped pattern with age is confirmed with respect to all of the balance- and harmony-related experiences by regression models where age and age-squared are included as continuous independent variables.

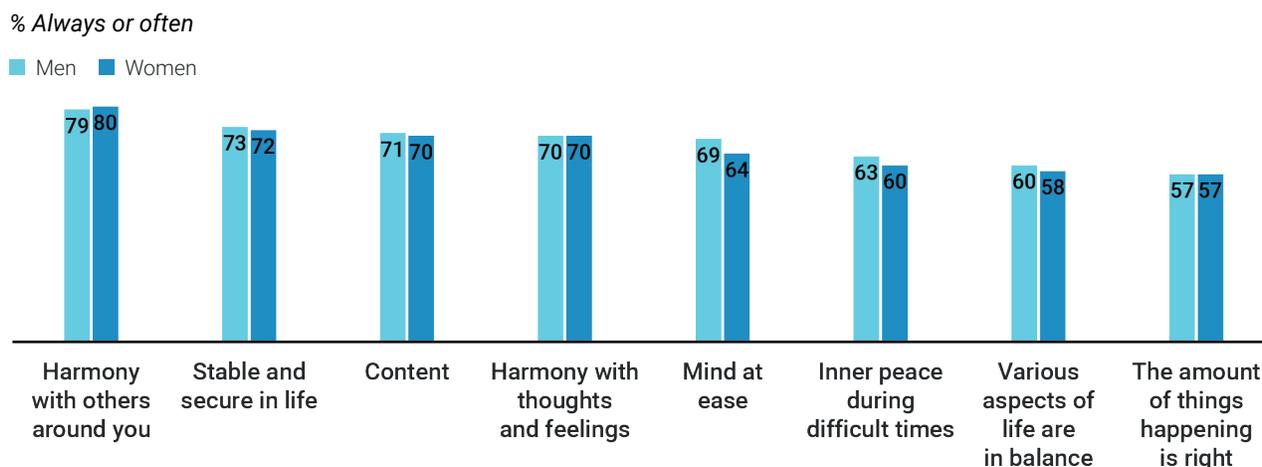
49 Blanchflower, D. G. (2021). Is happiness U-shaped everywhere? Age and subjective well-being in 145 countries. *Journal of Population Economics*, 34, 575-624. <https://doi.org/10.1007/s00148-020-00797-z>

Other demographic differences are not consistent. For example, there are no reliable differences in these lived experiences between men and women, except the finding that a slightly higher percentage of men report experiencing a mind at ease compared with women (Figure 6).

The patterns suggest that in analyzing data on these experiences, demographic differences should be accounted for, and targeted policymaking should be informed by the unique experiences of different demographic groups.

Figure 6

Percentages of the global population by gender who report “always” or “often” experiencing feelings related to harmony and balance



Conclusions

People in different regions of the world experience psychological states related to harmony, balance, peace, contentment, and stability and security to different degrees. Overall, people in high-income regions of the world, including Northern America, East Asia, Europe, and Australia and New Zealand, experience both balance and harmony more often than others. Despite regional differences, the global population experiences harmony with those around them frequently while often feeling like life is out of balance. In every region of the world, harmony is reported more frequently than balance.

While the experience of harmony with others is frequent among most demographic groups of the global population, other experiences vary significantly across demographic groups. The most striking demographic differences emerge between groups of different socioeconomic statuses. Years of education and evaluations of household income are consistently associated with the frequency of balance- and harmony-related experiences reported by people globally, even after controlling for all other demographic differences. Specifically, people with fewer years of education and those who report having a difficult time living on their household income experience balance, harmony, inner peace, stability and security, and a mind that is at ease less frequently.

The findings in this chapter consistently point to a link between access to financial capital and experiencing harmony, balance and peace. In the next two chapters, we first establish the structure of the construct that we are calling “harmonic principles of wellbeing” and then explore how components of this construct relate to wellbeing in other domains as well as to indicators of social progress and development at the country level.



CHAPTER 2

Understanding the Architecture of the Harmonic Principles of Wellbeing

For the past decade, researchers have been measuring and tracking various components of wellbeing from individuals' own points of view. For example, the Gallup Life Evaluation Index⁵⁰ assesses people's cognitive evaluation of their overall life quality. Gallup's Positive and Negative Experience Indices measure affective experiences like joy or anger. Yet, despite the popularity of these measures, questions concerning the conceptualization and structure of more inclusive components of wellbeing remain unanswered. Especially for the purpose of effective implementation of wellbeing measures in global and local policymaking, rigorous research and examination of more inclusive constructs are crucial.

In this chapter, we present data on the internal structure of the harmonic wellbeing principles (balance, harmony, peace, contentment) and discuss patterns that inform local and global decision-making in expanding these principles.

⁵⁰ Gallup. (n.d.). Understanding how Gallup uses the Cantril scale. Gallup.com. <https://news.gallup.com/poll/122453/understanding-gallup-uses-cantril-scale.aspx>

A number of research projects aim to understand the distinct or related components of wellbeing dimensions, including evaluative and affective aspects of subjective wellbeing. They explore whether these dimensions are distinct,⁵¹ whether they represent a broader concept of happiness and living well,^{52,53} and whether additional dimensions like meaning and purpose in life are among the principles of wellbeing.^{54,55} Experiences related to meaning and purpose, among other aspects of a “good life,” are referred to as “eudaimonic” experiences. Common eudaimonic theories emphasize positive psychological functioning and growth as key aspects of wellbeing.⁵⁶

The harmonic principles of wellbeing include experiences of balance, harmony and related aspects (e.g., peace, contentment) which potentially align with eudaimonic experiences and contribute to a globally inclusive definition of wellbeing. To understand the role of balance- and harmony-related experiences within the broader framework of wellbeing, it is important to examine the internal structure of the survey items used to measure these experiences. Exploring the relationships among different experiences, such as internal harmony, harmony with others, balance in life, feelings of security and stability, and contentment, is the initial step in understanding their connection to existing wellbeing models and their relevance to policymaking.

The patterns presented in Chapter 1 suggest that balance and harmony may represent distinct life experiences regarding wellbeing. In this chapter, we employ statistical modeling to examine whether this holds true globally, across regions and among groups with different socioeconomic backgrounds.

METHODOLOGY

We conducted Exploratory Factor Analysis on the global data on all eight items, allowing for correlations among the emerging factors or dimensions. Using the following criteria, we found that a four-factor (four-dimensional) solution to the data is the most appropriate structure:

1. We used a technique called “parallel analysis” to determine the number of factors or dimensions to retain; parallel analysis is among the most accurate techniques for deciding on the number of dimensions that capture related but distinct aspects of a construct.
2. We used model fit criteria such as the chi-square test of model fit and root mean square error of approximation (RMSEA) to determine whether a four-factor model fits the data well.

- 51 Arthaud-Day, M. L., Rode, J. C., Mooney, C. H., & Near, J. P. (2005). The subjective well-being construct: A test of its convergent, discriminant, and factorial validity. *Social Indicators Research*, 74, 445-476. <https://doi.org/10.1007/s11205-004-8209-6>
- 52 Busseri, M. A., & Quoidbach, J. (2022). The structure of everyday happiness is best captured by a latent subjective well-being factor. *Journal of Research in Personality*, 96. <https://doi.org/10.1016/j.jrp.2021.104177>
- 53 Jovanović, V. (2015). A bifactor model of subjective well-being: A re-examination of the structure of subjective well-being. *Personality and Individual Differences*, 87, 45-49. <https://doi.org/10.1016/j.paid.2015.07.026>
- 54 Deci, E. L., & Ryan, R. M. (2008). Hedonia, eudaimonia, and well-being: An introduction. *Journal of Happiness Studies*, 9, 1-11. <https://doi.org/10.1007/s10902-006-9018-1>
- 55 Heintzelman, S. J. (2018). Eudaimonia in the contemporary science of subjective well-being: Psychological well-being, self-determination, and meaning in life. In E. Diener, S. Oishi, & L. Tay (Eds.), *Handbook of Well-Being*. DEF Publishers.
- 56 Disabato, D. J., Goodman, F. R., Kashdan, T. B., Short, J. L., & Jarden, A. (2016). Different types of well-being? A cross-cultural examination of hedonic and eudaimonic well-being. *Psychological Assessment*, 28(5), 471-482. <https://doi.org/10.1037/pas0000209>

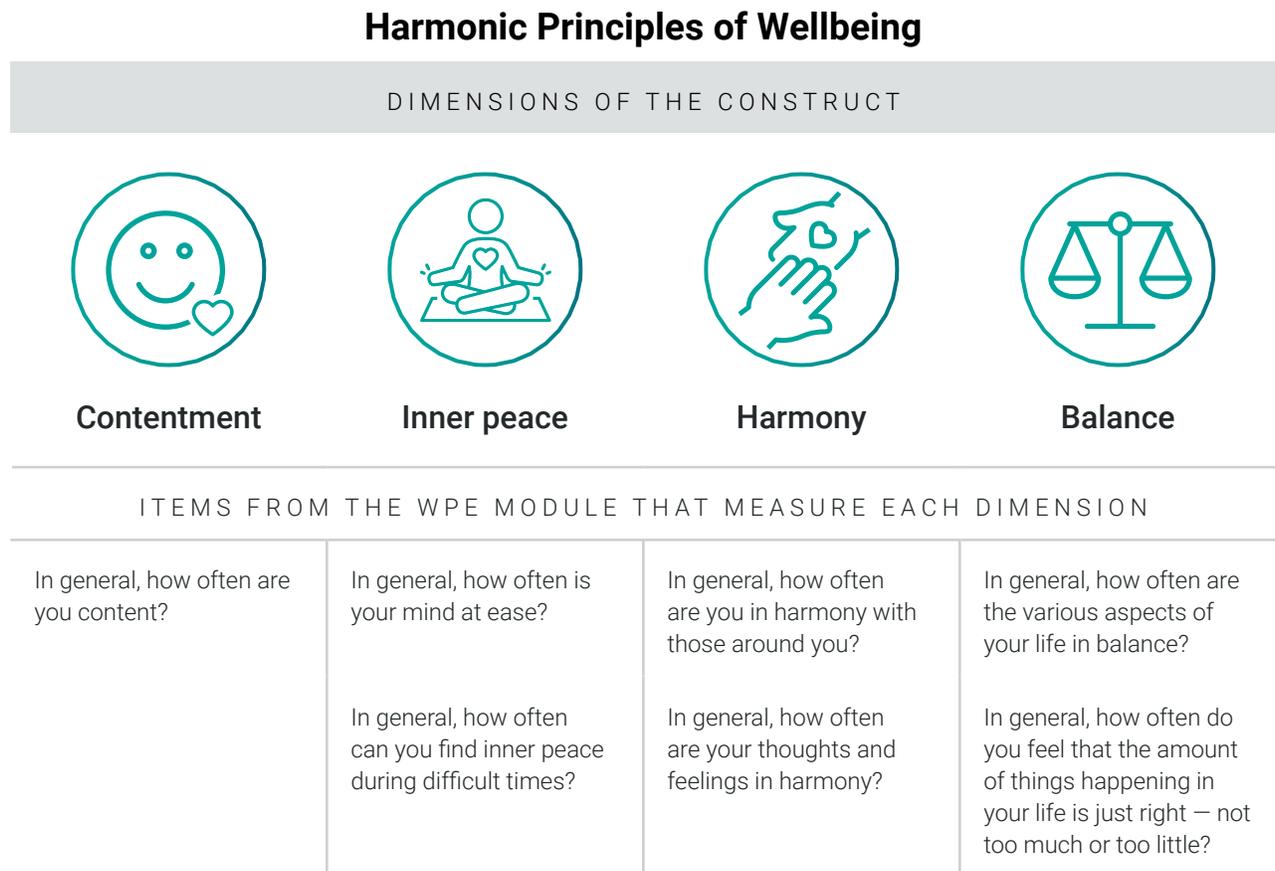
The Global Structure of the Harmonic Principles of Wellbeing

We have found evidence for four different dimensions related to the harmonic principles of wellbeing.

Specifically, the dimensions include the feeling of contentment, finding inner peace, feeling harmonious and feeling balance in life. Figure 7 shows this configuration. The four-dimensional model of the data suggests that the feeling of stability and security does not capture an integral dimension of the construct that represents balance, harmony, and other related experiences such as peace and contentment.

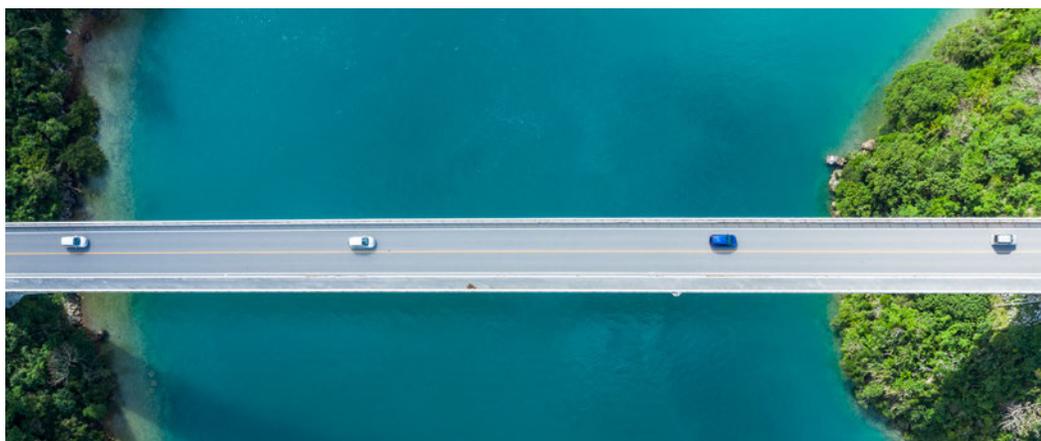
Figure 7

The internal structure of the WPE module measuring harmonic principles of wellbeing across the globe



The internal structure of these experiences has the following important implications:

- 1 Balance and harmony are distinct but related experiences for the global population. They are both integral parts of the construct that we are calling the “harmonic principles of wellbeing,” but they form two distinct dimensions of this construct.** This is consistent with theory and review of the literature suggesting that there are subtle differences between the experiences of balance and harmony. For example, balance involves feeling that various elements of life or factors that influence life are in equilibrium, which implies stability and evenness.⁵⁷ Harmony, however, is experienced when various elements of life complement one another, leading to an overall positive experience and a sense of concord or integrity.
- 2** The component of harmony is measured by two questions: One asks respondents how often they experience harmony with their own thoughts and feelings, and the other asks them how often they experience harmony with other people. The component of balance is measured by a further two questions, one asking respondents how often they feel that the various aspects of their lives are in balance, and the other asking them how often they feel that the amount of things happening in their lives is just right, rather than too much or too little. This insight is crucial for reliable and replicable measurement development in future surveys.
- 3** The experiences of inner peace and contentment are distinct from balance and harmony; both are integral parts of the same construct but capture different dimensions of experience compared with balance and harmony. This suggests that low-arousal feelings like feeling internally at peace or feeling content with life can support or help cultivate the experiences of balance and harmony. Again, for replicable measure development in future surveys, the component of contentment is measured by a single question that asks respondents how content they are in general, and inner peace is measured by two items: one asking about how often respondents find inner peace in challenging times and another asking how often their mind is at ease.
- 4** And finally, the feeling of stability and security is not a dimension of the harmonic wellbeing construct as measured among the global population. Compared with the internal feelings of balance and harmony, feeling stable and secure may be more directly a reflection of external circumstances such as daily experiences with how safe one feels in one’s community. In fact, we have found that among the global population, whether or not people feel safe walking alone at night in their area⁵⁸ is more strongly associated with the feeling of stability and security than with feelings of harmony or balance, although the associations are weak in all cases.



57 Lomas, T. (2022). Making waves in the great ocean: A historical perspective on the emergence and evolution of wellbeing scholarship. *The Journal of Positive Psychology*, 17(2), 257-270. <https://doi.org/10.1080/17439760.2021.2016900>

58 This is measured by a core annual question from the Gallup World Poll that asks respondents how safe and secure they feel walking in their area alone at night.

Measurement Invariance of the Harmonic Principles of Wellbeing

The four-dimensional structure of this construct remains relatively consistent across different groups of the global population. For example, when we limit the data to ask about the structure of these items in specific regions of the world, four dimensions emerge in all regions, with similar configurations to the global data. Importantly, across groups of the global population whose income puts them in different quintiles, we observe the same four-dimensional structure. This suggests that for the poorest 20% of the global population, the richest 20% and every group in between, the internal feelings of balance and harmony form two distinct dimensions of an inclusive principle of wellbeing. We find the same consistent patterns with the other two dimensions of the same construct, namely the feeling of internal peace and contentment with life.

These patterns suggest that the questions used to measure balance, harmony, peace and contentment capture the same sentiments and psychological states among people from different regions of the world and individuals from different income groups across the globe, a pattern called “measurement invariance” in the language of statistics.

Next, we ask more directly how the distinct experiences of balance, harmony, inner peace and contentment relate to components of subjective wellbeing, including life evaluations and positive and negative emotional experiences.

Harmonic Principles of Wellbeing and Their Relationship With Aspects of Subjective Wellbeing

Table 2

Weighted correlations between the dimensions of harmonic wellbeing construct and cognitive and emotional/experiential components of subjective wellbeing

	LIFE EVALUATION INDEX	POSITIVE EXPERIENCE INDEX	NEGATIVE EXPERIENCE INDEX
Harmony	0.13	0.21	-0.17
Balance	0.18	0.21	-0.18
Inner peace	0.21	0.30	-0.31
Contentment	0.20	0.26	-0.24

Table 2 displays the coefficients from correlation analyses that show how strongly each of the dimensions of the harmonic wellbeing construct relates to the other components of subjective wellbeing. Negative numbers show a negative relationship, which means that as scores on one component go up, scores on the other component go down, whereas bigger absolute numbers show stronger relationships and smaller numbers show weaker relationships.

METHODOLOGY

We computed average scores for each of the four dimensions of the inclusive principle of wellbeing (balance, harmony, inner peace, contentment) by averaging the scores across the questions that make up each dimension. For contentment, only one question made up this dimension.

For each of the dimension scores, we analyzed how much they relate to scores on the cognitive and emotional/experiential aspects of subjective wellbeing. For the cognitive aspect, we considered Gallup's Life Evaluation Index, which categorizes respondents into three groups – "thriving," "struggling" or "suffering" – based on how they evaluate their lives at the time of data collection and how they anticipate the quality of their lives to be five years from the time of data collection. Gallup categorizes those who are satisfied with their lives now and expect an even better life in five years as "thriving," those who are not satisfied with the quality of their lives now and expect the same or an even worse life in five years as "suffering," and everyone else as "struggling."

For the emotional aspect, we considered Gallup's Positive and Negative Experience Indices. The Positive Experience Index is based on how many positive experiences respondents had "yesterday"; the experiences they are asked about include whether they felt well-rested, treated with respect, smiled or laughed a lot, did something interesting or experienced enjoyment a lot. The Negative Experience Index is based on how many negative experiences respondents had the prior day; these include physical pain, worry, sadness, stress and anger.

THE MAIN TAKEAWAYS FROM TABLE 2 ARE THE FOLLOWING:

- 1 The correlations between the harmonic wellbeing principles and the components of subjective wellbeing are all relatively weak. This further supports the possibility that these dimensions capture something different than aspects of subjective wellbeing that have to do with cognitive evaluations of our lives or positive and negative high-arousal emotional experiences.**
- 2 The relationship between balance/harmony and the cognitive component of subjective wellbeing is particularly weak. This suggests that experiences related to feelings of balance and harmony are distinct from how we generally evaluate the quality of our lives. These experiences relate slightly more strongly to the Positive Experience Index, suggesting that harmony, balance, inner peace and contentment in life may be different ways of *experiencing* everyday life. Yet it seems like these experiences form a separate but related experiential component of wellbeing.
- 3 Based on the (weak) links between the harmonic wellbeing principles and the Positive Experience Index, we can assume that, generally, those who report having had more positive experiences the prior day are slightly more likely to also report that they find themselves in a state of harmony and balance compared with those who report having had fewer positive experiences the prior day.

Showing Associations in Bar Charts

A clearer picture of these last two points emerges when we look at average harmony and balance scores for members of the global population who fall into different categories of these indices. Figure 8 shows this for harmony.

Looking at the middle two bars in Figure 8, we see that people who report experiencing all of the positive emotions they were asked about have higher levels of harmony compared with those who report having none of the positive emotions. The bottom two bars show that people who report having experienced all of the negative emotions they were asked about have, on average, only slightly lower levels of harmony than those who did not experience any of the negative emotions. The top two bars show that those who are classified as “thriving” based on their life evaluation scores have only slightly higher levels of harmony than those who are classified as “suffering.” The gap between groups is larger in the middle two bars, suggesting that having positive experiences is somewhat related to the experience of harmony, although this is not a strong association. Figure 9 shows the same patterns for balance.

In the next chapter, we explore how the experiences of balance and harmony contribute to domain-specific measures of wellbeing at the country level above and beyond other positive experiences.

Figure 8

Average harmony scores for groups of the global population based on their positive/negative experiences and life evaluations

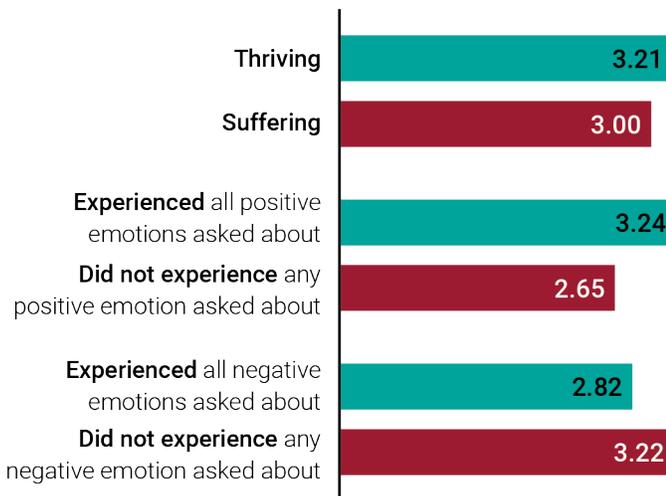
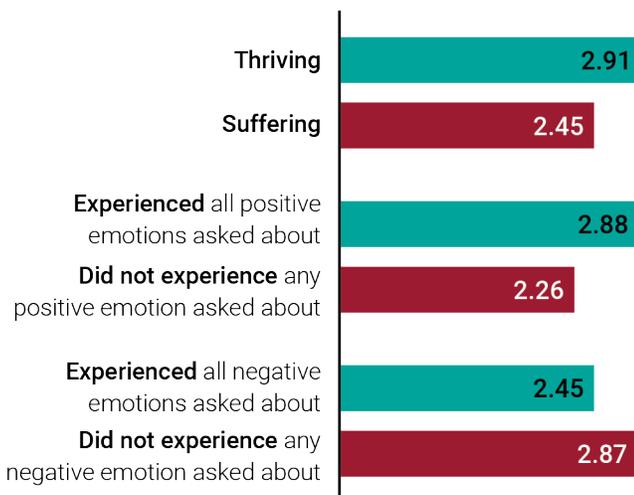


Figure 9

Average balance scores for groups of the global population based on their positive/negative experiences and life evaluations



Conclusions

Traditionally, research on individuals' own sense of wellbeing has focused on understanding a limited number of constructs (e.g., cognitive evaluations of life and affective dimensions). As a result, models of subjective wellbeing have excluded important psychological dimensions that represent other aspects of experience, such as finding oneself in a state of harmony, balance or peace. In this chapter, we focused on understanding the structure of a construct of wellbeing that adequately represents these important qualities of psychological functioning. We call this construct the "harmonic principles of wellbeing."

We found that this construct can be represented by four distinct but related dimensions including harmony, balance, inner peace and contentment with one's own life. Focusing more closely on the two dimensions of balance and harmony, we saw that specific positive experiences such as the experience of laughter, being treated with respect by others, feeling well-rested, and experiencing enjoyment or intellectual stimulation are somewhat associated with feelings of harmony and balance, and more frequent instances of such experiences seem to be accompanied with more frequent feelings of both harmony and balance. Yet the overall weak correlations suggest that questions about balance and harmony *do not* capture the same aspects of subjective wellbeing that Gallup's Positive Experience Index does. Experiences related to balance and harmony are also distinct from the cognitive aspect of subjective wellbeing as measured by Gallup's Life Evaluation Index.

These patterns of association between balance/harmony and measures of subjective wellbeing suggest that balance and harmony may complement traditional models of subjective wellbeing. In fact, previous research has documented the role of harmony as complementary to measures of general life evaluation.^{59,60}

In the next chapter, we ask how balance and harmony uniquely explain variability in wellbeing scores in other domains (e.g., social wellbeing, financial wellbeing) and how they correlate with objective measures of progress at the country level. Answers to these questions inform policy and have the potential to move the global discourse toward inclusive models of subjective wellbeing that center experiences such as balance and harmony. In practical terms, policymakers could consider such new scientific insight and apply it in their direct operational framework to gain political power. As recent research has confirmed, wellbeing-oriented policy brings electoral gains to politicians who target such increases for their residents.⁶¹

59 Kjell, O. N. E., Daukantaitė, D., Hefferon, K., & Sikström, S. (2016). The harmony in life scale complements the satisfaction with life scale: Expanding the conceptualization of the cognitive component of subjective well-being. *Social Indicators Research*, 126(2), 893-919. <https://doi.org/10.1007/s11205-015-0903-z>

60 Kjell, O. N. E., & Diener, E. (2021). Abbreviated three-item versions of the satisfaction with life scale and the harmony in life scale yield as strong psychometric properties as the original scales. *Journal of Personality Assessment*, 103(2), 183-194. <https://doi.org/10.1080/00223891.2020.1737093>

61 Layard, R. (2021). Wellbeing as the goal of policy. *LSE Public Policy Review*, 2(2). <https://doi.org/10.31389/lseppr.46>

CHAPTER 3

Centering Harmony and Balance in Policymaking Around the World

In this chapter, we delve into the relationship between people’s experiences of balance and harmony⁶² and their wellbeing across different domains, as well as how these experiences connect to objective indicators of national progress.

Understanding these associations helps policymakers prioritize wellbeing as the ultimate goal of local improvement efforts. In a 2019 meeting, the OECD countries emphasized the importance of placing people and their wellbeing at the core of policy design.⁶³ This ensures that endeavors for prosperity, growth and opportunity directly translate into enhanced everyday lives and experiences for all.

To effectively prioritize individuals’ experiences in policymaking, two key factors come into play. First, policymakers need comprehensive insight into important aspects of people’s experiences and their wellbeing. Second, they must rely on research that identifies the indicators and efforts driving these components of wellbeing. Throughout this report, we have presented insights from our research. Such research-informed focus on wellbeing in policymaking could yield concrete benefits for policymakers. For example, research from elections in Europe shows that boosting subjective wellbeing directly increases the chances of reelection for governments beyond other factors.⁶⁴ This clearly demonstrates the practical advantages of placing subjective wellbeing high on the political agenda.

This is precisely where this report becomes relevant in another way. Here, we provide data that are particularly valuable to policymakers and stakeholders in measuring, tracking and catalyzing global progress in terms of the harmonic principles of subjective wellbeing, such as individual experiences of balance and harmony.

62 We focus primarily on the balance and harmony dimensions in this chapter and do not discuss peace and contentment at length for brevity. All patterns remain the same with peace and contentment.

63 Nozal, A. L., Martin, N., & Murtin, F. (2019). The economy of well-being: Creating opportunities for people’s well-being and economic growth. SDD Working Paper No. 102. Organisation for Economic Co-operation and Development. [https://one.oecd.org/document/SDD/DOC\(2019\)2/En/pdf](https://one.oecd.org/document/SDD/DOC(2019)2/En/pdf)

64 Ward, G. (2020). Happiness and voting: Evidence from four decades of elections in Europe. *American Journal of Political Science*, 64(3), 504-518. <https://doi.org/10.1111/ajps.12492>

The Global Link Between Balance/Harmony and Wellbeing in Various Domains

Universal elements distinguish a fulfilling life from a life filled with significant struggles. These elements include social life, financial stability, personal health and community attachment.⁶⁵ When subjective wellbeing takes center stage on a global scale, advancements in these dimensions become crucial as they directly contribute to improved subjective experiences for individuals. Hence, policies aimed at enhancing people’s lives in any domain should prioritize subjective wellbeing. Health policy researchers, for instance, argue that the ultimate goal of health policy should be whether it enhances the wellbeing of the population it serves.⁶⁶ By placing subjective wellbeing at the core of societal advancements across different domains, policymakers converge under a common framework, enabling effective resource coordination to help individuals live more satisfying lives.

In this context, we present data supporting the proposition that policymaking in various domains, such as health, social connections and finances, should consider inclusive measures of subjective wellbeing, such as constructs that track balance and harmony. Firstly, we show how experiencing balance and harmony in life correlates with aspects of life that policymakers aim to improve for citizens, including personal health, financial stability, social wellbeing and community attachment among the global population. Secondly, we examine how variations in objective indicators of social progress at the country level relate to disparities in overall levels of balance and harmony. The presented framework helps lead the way for policy decisions about the choice of services and infrastructure that maximize citizens’ wellbeing.



65 Rath, T., & Harter, J. K. (2010). *Wellbeing: The five essential elements*. Gallup Press.

66 Evans, R. G., & Stoddart, G. L. (1990). Producing health, consuming health care. *Social Science & Medicine*, 31(12), 1347-1363. [https://doi.org/10.1016/0277-9536\(90\)90074-3](https://doi.org/10.1016/0277-9536(90)90074-3)

Balance and Harmony Relate to Domains of Life That Can Be Improved Through Policy

We find that in all four domains of personal health, financial life, social wellbeing and community attachment, there are positive links to individuals' feelings of balance and harmony as measured by the balance and harmony composite scores created and discussed in Chapter 2.⁶⁷

Figure 10

Average levels of harmony at the lowest and highest index scores for personal health, financial wellbeing, social wellbeing and community attachment across the global population

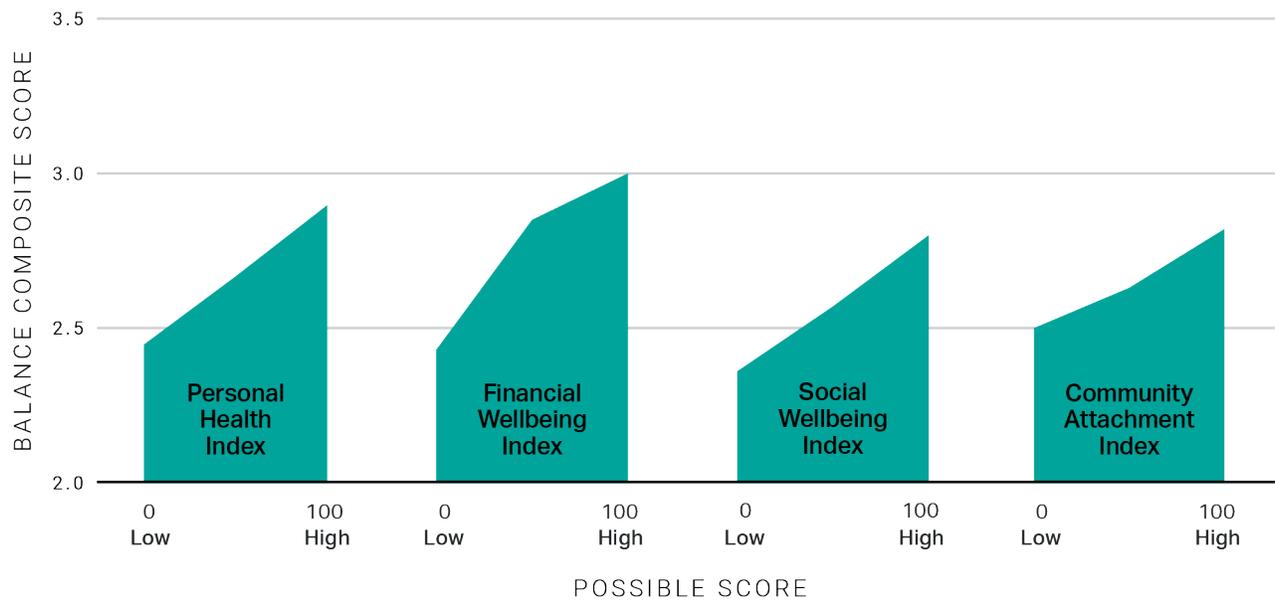


⁶⁷ This is confirmed by multivariate regression models on each of the wellbeing indices, controlling for relevant demographic variables, and investigating the effect of balance and harmony.

Figure 10 shows that on average, among the global population, those who feel the best when it comes to their personal health also have harmony scores that are higher by nearly half a point compared with those who feel the worst about their health. Similar patterns hold for financial wellbeing, social wellbeing and community attachment, although the differences are smaller for community attachment and greatest for social wellbeing. Figure 11 shows the same patterns with balance scores.

Figure 11

Average levels of balance at the lowest and highest index scores for personal health, financial wellbeing, social wellbeing and community attachment across the global population



METHODOLOGY

The *personal health index* is based on the number of questions that respondents answer positively when asked five questions related to physical and mental health. These questions ask respondents whether health problems prevent them from doing things that people their age can normally do; whether they felt well-rested the previous day; and whether they had any physical pain, feelings of worry or sadness on the previous day.

The *financial wellbeing index* measures respondents' own evaluation of their personal financial situation and the economic situation of the community where they live. These questions ask respondents whether they feel like they are living comfortably on their current household income or if they find it difficult, whether they are satisfied with their standard of living and if their standard of living is getting better or worse, and whether they believe that the economic conditions in the area where they live are getting better or worse.

The *social wellbeing index* measures the availability of social support structures and opportunities to make friends and connect to others. This index is calculated based on answers to questions about whether respondents have relatives or friends that they can count on for help whenever they need it and whether respondents are satisfied with opportunities to meet people and make friends in the area where they live.

The *community attachment index* measures respondents' satisfaction with the city or area where they live. Related questions ask respondents if they are satisfied with the area where they live, whether they would recommend this area to others as a good place to live and whether they are likely to move away from that area in the next 12 months.

These associations also hold when we look at internal peace and contentment in life in relation to all four wellbeing domains (health, financial, social, community). **Importantly, even after we account for variability in the more commonly measured components of subjective wellbeing that are not part of the harmonic principles of wellbeing (i.e., life evaluation scores and positive/negative emotional experiences), balance and harmony are still significantly related to financial, social and community wellbeing.** This suggests that balance and harmony capture experiences that are distinct from these components of subjective wellbeing.

In light of the patterns of positive association between the harmonic principles of wellbeing and important areas of life such as health, finances, social connections and community attachment, policymaking targeted at improving these aspects can potentially deliver benefits by prioritizing balance and harmony. To explore this idea further, we also examined variations in country-level indicators of human development and social progress in relation to national levels of balance and harmony.

The Link Between the Human Development Index (HDI) and Balance/Harmony

The growing research on happiness and the prioritization of wellbeing in policy offers a promising approach to measuring a country's progress and development in terms of enhancing individuals' daily lives and experiences. Our research and data have demonstrated that harmony and balance play a vital role in the day-to-day experiences of people worldwide. Now the question arises: Do these experiences have a connection to human development and social progress at the country level? In this section, we provide compelling data from more than 130 countries, revealing a strong positive correlation between human development and social progress at the country level and the presence of harmony and balance in people's lives.

The Human Development Index, developed by the Human Development Report Office of the United Nations Development Programme (UNDP), is a tool to measure countries' achievement in areas that are key to people's progress and development. The HDI reflects the idea that "people and their capabilities should be the ultimate criteria for assessing the development of a country, not economic growth alone."⁶⁸ It assesses achievements in health, standards of living and education and has been used by policymakers to assess national policy choices and government priorities for centering human experiences.

While the Gallup wellbeing domains measure *individuals'* own ratings of the quality of their lives in various domains (e.g., personal health, community attachment), the HDI is an objective measure of *countries'* progress and development in terms of overall quality of life for citizens in major domains, including health and education.



68 UNDP. (n.d.). Human Development Index. UNDP Human Development Reports. <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI>

To understand how the subjective experiences of balance and harmony relate to objective measures of human development potential in countries, we investigated country-level associations between individuals' experiences of harmony and balance from 2022 and the Human Development Index score⁶⁹ from 2021⁷⁰ for all countries where data were available.

Our analyses of 138 countries with HDI data show that HDI scores are related to country-level average scores of balance and harmony,⁷¹ with a particularly strong association in the case of balance. Figures 12 and 13 show these relationships.

Figure 12 shows a positive relationship between countries' HDI and the average level of harmony experienced by people within countries. **This means that more frequent experiences of harmony by the people of a country are generally associated with higher levels of human development within that country.** However, as Figure 12 shows, there are countries where this association does not seem to strongly hold. For example, in Yemen (YEM) and Mali (MLI), residents on average report relatively high levels of harmony but HDI index scores are relatively low at the country level. Countries like Lithuania (LTU), Croatia (HRV) and Azerbaijan (AZE), on the other hand, have high HDI scores but low average levels of harmony. The patterns in these countries can be studied further to understand what contributes to harmony in the face of challenges to a country's potential to foster human development, or what hinders the experience of harmony in the face of opportunities for development.

The positive link with human development is stronger when it comes to balance. As shown in Figure 13, residents' experience of balance within countries is closely associated with those countries' level of human development. Again, outlier countries like Yemen (YEM), Niger (NER) and Mali (MLI) on the one hand (relatively high balance, low HDI) and Lithuania (LTU) and Georgia (GEO) on the other (relatively low balance, high HDI) can further inform local and global policymaking about strategies for leveraging advances in one domain of life to improve the quality of life and wellbeing in other domains.

69 Data are publicly available on the Social Progress Imperative website: <https://www.socialprogress.org/>

70 The latest publicly available HDI data were from 2021.

71 Harmony and balance were both associated with HDI, and this association was stronger for balance ($R = 0.33, p < 0.001$ for harmony and $R = 0.56, p < 0.001$ for balance).

The Link Between the Social Progress Index (SPI) and Balance/Harmony

The Social Progress Imperative⁷² has developed the Social Progress Index, a measure that assesses the quality of life in countries around the world and evaluates how effectively societies meet the needs and desires of individuals. The SPI serves as a supplement to conventional economic indicators such as GDP, as it takes into account the aspects that directly impact people's daily lives. It is used by leaders worldwide to support SDG implementation. The index is calculated based on the quality of life in three main areas, including basic human needs (e.g., nutrition and basic medical care), foundations of wellbeing (e.g., health and wellness, environment quality) and opportunity (e.g., protection of personal rights, freedom and choice). These specific domains of a good life support SDGs, and tracking improvements in these domains provides policymakers with a proxy measure of SDG performance around the world.⁷³

To understand how the subjective experiences of balance and harmony relate to social progress in countries, we investigated country-level associations between individuals' experiences of harmony and balance from 2022 and countries' Social Progress Index scores⁷⁴ from 2022 for all countries where data were available.

The patterns from 135 countries with SPI data shown in Figures 14 and 15 are strikingly similar to the patterns observed with regard to HDI. Balance and harmony at the country level are both associated with the degree of social progress, with balance showing a stronger association. Also, similar to the patterns observed with HDI, there are countries, such as Yemen (YEM), Ethiopia (ETH) and Mali (MLI), where residents on average report relatively high levels of harmony but SPI index scores are relatively low, and countries like Lithuania (LTU) and Croatia (HRV) where SPI index scores are high but levels of harmony are low.

Harmony and balance exhibit the strongest correlation with fulfilling basic human needs among the components of the Social Progress Index.⁷⁵ **In countries where individuals frequently experience harmony and balance, their basic needs, including nutrition, medical care, clean water, shelter, sanitation and personal safety, are generally met.** This insight highlights the importance of nurturing and supporting internal feelings of harmony and balance through government efforts and policymaking that advocates for equitable access to basic needs. It underscores the significance of data-driven policymaking in promoting inclusive aspects of wellbeing and enhancing overall quality of life.

72 Social Progress Imperative. (2022). Mission. <https://www.socialprogress.org/mission/>

73 Social Progress Imperative. (2022). How we support the Sustainable Development Goals. <https://www.socialprogress.org/about-us/sdgs/>

74 Data are publicly available on the Social Progress Imperative website: <https://www.socialprogress.org/>

75 The correlation coefficient for associations between harmony/balance and "foundations of wellbeing" as well as between harmony and "opportunities" are both lower than the correlation between harmony/balance and "basic human needs" ($R = 0.33, 0.23$ and 0.42 , respectively, for harmony; $R = 0.53, 0.47$ and 0.64 , respectively, for balance).

Conclusions

Chapter 3 focused on the practical implications of research on wellbeing with an emphasis on harmony and balance. The data we presented here show robust connections between experiencing balance and harmony and individuals' ratings of their own personal health, financial situations, social connections and community attachment. Additionally, the research documented positive associations between balance and harmony and established measures of human development and societal progress used by leaders across the globe to inform policy. Balance, in particular, is linked more strongly to indices of human development (HDI) and progress (SPI) and specifically strongly linked to the extent to which the basic needs of citizens are met.

The insights in Chapter 3 show that balance and harmony relate not only to quality of life as rated by individuals but also to objective measures of society's progress and development as rated by international research and policy organizations. This is of particular importance for informed policymaking aimed at ensuring the wellbeing of citizens and the progress of our world.

Concluding Remarks

The U.N.'s Common Agenda policy reimagines measuring the progress of the world in currency that goes beyond GDP and better reflects people's everyday lives. The shift in focus from measures of country-level economic power to individual-level wellness came with the realization that GDP does not capture human wellbeing due to the biased distribution of economic profit within countries. Moreover, activities that negatively affect the quality of individuals' lives, such as deforestation or burning of fossil fuels, increase country-level GDP while leading to unhappier lives.⁷⁶ A strong commitment to change should follow such realizations. Specifically, the U.N. urges member states to recommend, based on data and insights, unique indicators of "what counts" for the people of the world when it comes to their "wellbeing and agency," "respect for life and the planet" and "reduced inequalities and greater solidarity."⁷⁷

The research partnership between Gallup and the Wellbeing for Planet Earth Foundation provides a solid basis for incorporating harmony and balance into global measures of wellbeing. This report outlines and discusses the significant research processes and scientific insights related to a harmonic view of wellbeing. Balance and harmony are argued to be essential components of wellbeing, offering a comprehensive perspective that reflects the diverse experiences and emotions worldwide. This insight can also incentivize policymakers on national, regional and local levels to lead with (new) wellbeing-oriented narratives – and make decisions with citizens' wellbeing as concrete and refined policy objectives.



76 United Nations. (2023, May). Our Common Agenda policy brief 4. Valuing what counts: Framework to progress beyond gross domestic product. <https://www.un.org/sites/un2.un.org/files/our-common-agenda-policy-brief-beyond-gross-domestic-product-en.pdf>

77 Ibid.

The report addressed key research questions using data collected from 142 countries through the Gallup World Poll in 2022. Chapter 1 revealed regional differences in experiences of balance and harmony, highlighting the impact of socioeconomic status. Economically disadvantaged individuals are less likely to experience balance, ease of mind and contentment compared with those in more prosperous circumstances. Chapter 2 delved into the internal structure of the harmonic principles of wellbeing measured by the Wellbeing for Planet Earth module on the Gallup World Poll in 2022, showcasing the distinct dimensions of balance, harmony, inner peace and contentment. Chapter 2 also documented weak links between these principles and components of subjective wellbeing, such as life evaluation and affective experiences. Chapter 3 focused on the practical implications, presenting data on the connections between experiencing balance and harmony and individual ratings of personal health, financial situations, social connections and community attachment. Additionally, the research documented positive associations between balance and harmony and established measures of societal progress, such as the Social Progress Index and the Human Development Index. Balance, in particular, is linked more strongly to indices of progress and development and specifically strongly linked to the extent to which the basic needs of citizens are met.

With nearly 40% of the global population rarely or never experiencing balance in 2022, the findings emphasize the importance of measuring, tracking and fostering balance in people’s lives worldwide.

This research provides a firm foundation for action and new policy priority setting, empowering stakeholders with data and research to prioritize balance and harmony in policy and practice. Scholars who have examined cases of governments and agencies incorporating wellbeing in their policy evaluation point to a necessity for more training in the basic lessons, data and methodology of wellbeing for analysts and policymakers.⁷⁸ The partnership between the Wellbeing for Planet Earth Foundation and Gallup has taken important steps toward filling this gap.



78 Frijters, P., & Krekel, C. (2021). *A handbook for wellbeing policy-making: History, theory, measurement, implementation, and examples*. Oxford University Press. <https://doi.org/10.1093/oso/9780192896803.001.0001>

Appendix

Table 3
Regional Groupings Used in This Report

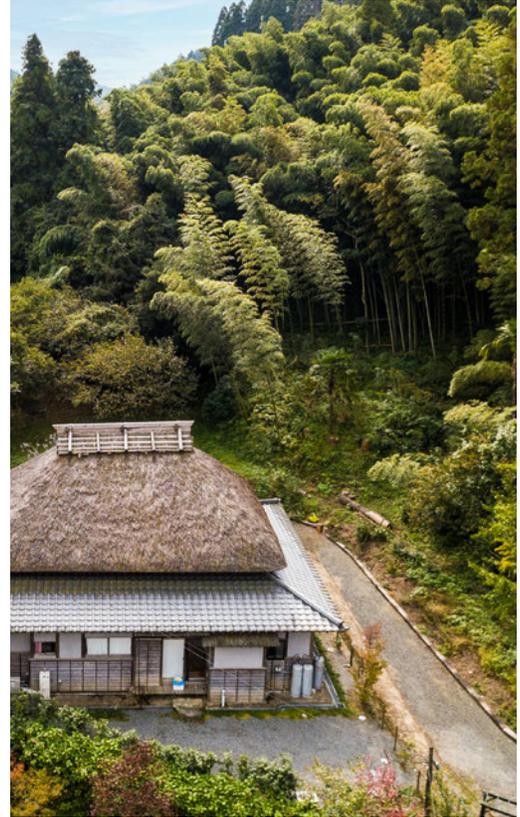
REGION	COUNTRIES SURVEYED
European Union	Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden
Europe - Other	Albania, Bosnia and Herzegovina, Iceland, Kosovo, Montenegro, North Macedonia, Northern Cyprus, Norway, Serbia, Switzerland, United Kingdom
Commonwealth of Independent States	Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Ukraine, Uzbekistan
Australia-New Zealand	Australia, New Zealand
Southeast Asia	Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
South Asia	Afghanistan, Bangladesh, India, Nepal, Pakistan, Sri Lanka
East Asia	Hong Kong (S.A.R. of China), Japan, Mongolia, South Korea, Taiwan (Province of China)
Latin America and the Caribbean	Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela
Northern America	Canada, United States
Middle East and North Africa	Algeria, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Palestinian Territories, Saudi Arabia, Tunisia, Türkiye, United Arab Emirates, Yemen
Sub-Saharan Africa	Benin, Botswana, Cameroon, Chad, Comoros, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Eswatini, Ethiopia, Gabon, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Tanzania, The Gambia, Togo, Uganda, Zambia, Zimbabwe

World Poll Methodology

Fielding for this global survey study took place between April 2022 and February 2023 with approximately 1,000 participants over the age of 15 interviewed in 142 countries. In Iceland, Jamaica and Puerto Rico, 500 individuals were interviewed. In Algeria, the number of respondents was 821, and in India and Russia, the number of respondents was 3,000 and 2,006, respectively. In all other countries, the number of respondents ranged from 1,000 to 1,046. Data collection happened over the phone in countries where phone penetration is high (approximately >80% of the population) and face to face otherwise.

Samples in each country were representative of the national population over the age of 15. In each country, trained interviewers administered the survey in the local language either face to face or over the phone. For sampling on the phone, Gallup utilizes random digit dialing or a nationally representative list of phone numbers using a dual sampling frame that includes both landline and mobile telephone numbers. For face-to-face sampling, Gallup employs stratification and cluster sampling methods. First, sampling units are stratified by population size and/or geography and then clusters within each stratified sample are surveyed. The sampled unit clusters are households, and within each household, a computer-assisted personal interview (CAPI) program randomly selects a member to be interviewed.

All percentages presented in this report are weighted based on information about the sample design in each country. Weighting ensures that the sample in each country is representative of the population over the age of 15. Global percentages presented in this report are weighted based on census information from the global population in the year 2022 to ensure that percentages represent the global population.



GALLUP®

World Headquarters

The Gallup Building
901 F Street, NW
Washington, D.C. 20004

t +1.877.242.5587

f +1.888.500.8282

www.gallup.com