



Gallup® Global Wellbeing

The Behavioral Economics of GDP Growth

“The official metrics for global wellbeing are done. This new institution of behavioral economic data will forever change how world leaders lead.” —Jim Clifton, Gallup CEO

Gallup Global Wellbeing

The Behavioral Economics of GDP Growth

Gallup’s global wellbeing metrics are the first comprehensive measure of the behavioral economics of gross national wellbeing, which lays the foundation for all other measures of a country’s economic strength. With ongoing research projects in more than 150 countries, Gallup is a leader in the collection and analysis of global data and measurements. Gallup asks ordinary individuals for their thoughts and opinions on several topics, including economics, religion, migration, and wellbeing. Gallup’s data provide sound evidence on many issues that more than 98% of the world’s adult population faces.

The tables show life evaluation estimates of the percentage “thriving,” “struggling,” and “suffering” in countries and regions across the world. Gallup’s Thriving, Struggling, and Suffering indexes measure respondents’ perceptions of where they stand now and in the future. Based on the Cantril Self-Anchoring Striving Scale, Gallup measures life satisfaction by asking respondents to rate their present and future lives on a “ladder” scale with steps numbered from 0 to 10, where “0” indicates the worst possible life and “10” the best possible life. Individuals who rate their current lives a “7” or higher *and* their future an “8” or higher are considered thriving. Individuals are suffering if they report their current *and* future lives as a “4” or lower. All other individuals are considered struggling.

The tables also include daily wellbeing averages (0-10 scoring) based on responses to 10 items measuring daily experiences (feeling well-rested, being treated with respect, smiling/laughter, learning/interest, enjoyment, physical pain, worry, sadness, stress, and anger). Each daily experience is scored dichotomously with higher scores representing better days (more positive and less negative daily experience or affect).

Wellbeing in Africa

Sorted by percentage thriving

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Malawi	25	64	10	8.0
Libya*	24	68	8	6.0
Botswana	24	65	11	7.3
South Africa	21	71	8	7.3
Somaliland	18	77	5	7.1
Algeria	18	77	6	6.7
Nigeria	18	78	4	7.3
Cameroon	14	77	9	7.0
Tunisia	14	77	9	6.8
Zambia	14	78	8	7.6
Central African Republic	12	75	13	6.4
Ethiopia	12	67	21	6.4
Namibia	11	79	10	8.1
Angola	11	81	8	6.8
Mozambique	10	78	11	7.2
Egypt	10	71	19	6.1
Mauritania	10	83	7	7.2
Zimbabwe	10	73	17	7.3
Morocco	10	80	10	7.0
Kenya	9	78	13	7.5
Ghana	9	83	8	7.5
Congo (Brazzaville)	8	73	20	6.9
Guinea	8	89	3	7.1

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Sudan	7	81	12	7.4
Djibouti	7	86	8	7.5
Madagascar	7	84	10	7.0
Uganda	6	71	23	6.8
Tanzania	6	70	24	7.5
Senegal	6	88	6	7.3
Chad	5	88	7	7.1
Liberia	5	90	5	6.7
Mali	5	77	18	8.0
Ivory Coast	4	84	12	7.2
Congo (Kinshasa)	4	85	11	6.4
Benin	4	80	16	6.7
Niger	3	86	11	7.9
Rwanda	3	75	22	7.8
Burkina Faso	3	71	26	6.5
Sierra Leone	3	74	23	6.3
Comoros	2	75	23	7.7
Burundi	2	58	40	7.5
Togo	1	67	31	5.0

Gallup World Poll, 2005-2009

*Limited urban samples only.

Due to rounding, thriving, struggling, and suffering percentages may not equal 100%.

Wellbeing in the Americas

Sorted by percentage thriving

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Costa Rica	63	35	2	8.1
Canada	62	36	2	7.6
Panama	58	39	3	8.4
Brazil	58	40	2	7.5
United States	57	40	3	7.3
Mexico	52	43	5	7.7
Venezuela	50	48	2	8.0
Puerto Rico	47	45	8	7.6
Colombia	46	47	7	7.7
Jamaica	46	49	5	7.7
Trinidad and Tobago	44	51	5	7.9
Argentina	44	50	6	7.8
Belize	44	50	6	6.8
El Salvador	42	51	7	7.7
Chile	41	52	7	7.3
Uruguay	41	54	5	7.5
Guatemala	40	50	10	7.7
Honduras	37	49	14	7.5
Dominican Republic	35	54	11	7.3
Bolivia	34	59	7	7.0
Ecuador	34	52	15	7.6
Paraguay	32	59	9	8.3
Guyana	31	64	5	7.0
Nicaragua	30	53	17	7.4
Peru	25	65	11	7.2
Cuba*	24	66	11	6.7
Haiti	4	60	35	6.2

Gallup World Poll, 2005-2009

*Limited urban samples only.

Due to rounding, thriving, struggling, and suffering percentages may not equal 100%.

Wellbeing in Asia

Sorted by percentage thriving

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
New Zealand	63	35	2	7.6
Israel	62	35	3	6.4
Australia	62	35	3	7.5
Turkmenistan	52	47	1	7.5
United Arab Emirates	51	48	1	7.7
Kuwait	47	50	3	7.0
Cyprus	45	50	5	6.6
Qatar	41	58	1	6.8
Bahrain	32	45	23	7.0
Jordan	30	61	8	6.7
South Korea	28	61	12	6.9
Saudi Arabia	27	69	3	6.7
Pakistan	27	50	23	6.2
Kazakhstan	22	72	6	7.2
Taiwan	22	64	14	7.5
Lebanon	21	64	15	6.3
Thailand	20	75	5	8.0
Iran	19	66	14	6.3
Hong Kong	19	65	16	7.1
Singapore	19	75	6	6.9
Japan	19	69	12	7.4
Uzbekistan	18	75	6	7.8
Indonesia	18	72	10	8.2
Myanmar*	16	82	2	7.1
Bangladesh	16	71	13	6.9

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Malaysia	15	80	5	8.1
Philippines	15	68	18	7.2
Yemen	14	62	24	6.3
Vietnam	14	76	10	6.9
Palestinian Territories	14	70	15	5.8
Turkey	13	67	20	6.0
Kyrgyzstan	13	81	7	7.3
Azerbaijan	13	70	17	6.6
Armenia	11	55	33	5.9
Iraq	11	71	18	5.2
Sri Lanka	10	66	24	6.9
India	10	69	21	6.9
Syria	10	66	24	6.8
Georgia	10	56	35	6.2
Afghanistan	10	69	21	6.2
China	9	77	14	7.6
Nepal	7	82	11	7.4
Mongolia	7	81	12	7.0
Laos	7	89	4	7.1
Tajikistan	7	74	19	6.5
Cambodia	3	75	22	7.6

Gallup World Poll, 2005-2009

*Limited urban samples only.

Due to rounding, thriving, struggling, and suffering percentages may not equal 100%.

Wellbeing in Europe

Sorted by percentage thriving

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Denmark	82	17	1	7.9
Finland	75	23	2	7.8
Norway	69	31	0	7.9
Sweden	68	30	2	7.9
Netherlands	68	32	1	7.7
Switzerland	62	36	2	7.6
Austria	57	40	3	7.7
Belgium	56	41	3	7.3
United Kingdom	54	44	2	7.4
Ireland	49	49	2	7.5
Iceland	47	49	4	8.2
Luxembourg	45	54	1	7.3
Germany	43	50	7	7.4
Malta	40	48	12	6.6
Czech Republic	39	51	9	6.6
Italy	39	54	7	7.1
Spain	36	58	6	7.0
France	35	60	6	7.0
Greece	31	57	11	7.0
Belarus	29	59	12	6.5
Kosovo	29	65	6	6.2

	Thriving	Struggling	Suffering	Daily Experience
	%	%	%	
Poland	28	61	10	7.1
Slovenia	27	57	16	6.8
Croatia	26	60	14	6.2
Montenegro	26	58	16	6.2
Moldova	25	62	13	6.1
Lithuania	25	57	18	6.2
Portugal	22	61	17	7.1
Russia	21	57	22	7.0
Ukraine	21	53	26	6.6
Romania	21	56	23	6.6
Slovakia	21	60	19	6.5
Bosnia and Herzegovina	20	59	20	6.2
Estonia	17	62	21	6.8
Serbia	16	63	21	6.2
Macedonia	14	54	32	6.8
Hungary	13	53	34	6.9
Albania	13	67	19	5.6
Latvia	11	64	25	6.5
Bulgaria	6	58	36	6.5

Gallup World Poll, 2005-2009

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Methodology

Results are based on face-to-face and telephone interviews with approximately 1,000 adults, aged 15 and older, conducted between 2005 and 2009 in 155 countries. For results based on the total samples, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 2.1 percentage points in China to ± 5.8 percentage points in Zambia. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

With some exceptions, all samples are probability based and nationally representative of the resident population aged 15 and older. Exceptions include areas where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal, or small boat.

Sample Notes

Algeria: The sparsely populated deep South was excluded. Excluded areas represent less than 10% of the population.

Azerbaijan: Nagorno-Karabakh and territories not included for safety of interviewers. These areas represent less than 10% of the total population.

Bahrain: Non-Arab expatriates were excluded. It's estimated that approximately one-fourth of the adult population is excluded.

Canada: Yukon, Northwest Territories, and Nunavut were excluded from the sample.

Cuba: Limited urban samples only. Sample only included Havana and Santiago, representing approximately one-third of the population. Data collected in 2006.

Georgia: South Ossetia and Abkhazia were not included for the safety of the interviewers. The excluded area represents approximately 7% of the population.

India: Excluded population living in Northeast states and remote islands. The excluded areas represent less than 10% of the population.

Kuwait: Non-Arab expatriates were excluded. It's estimated that approximately one-fifth of the adult population is excluded.

Libya: Limited urban samples only. Sample was restricted to three areas: Tripoli, Benghazi, and Al Kufra. The areas represent roughly half of the adult population. The sample skews male and employed. Data collected in 2009.

Myanmar: Limited urban samples only. Sample included Sagaing, Shan, Bago, Chin, Yangon, Mon, Tanintharyi, Kachin, Rakhine, and Mandalay. The sampled area represents approximately 45% of the population. Data collected in 2006.

Moldova: Transnistria (Prednestrovia) was excluded for safety of interviewers. The excluded area represents approximately 13% of the population.

Niger: The Northern part of the country (Agadez region) was excluded because of insecurities. The excluded area represents approximately 5% of the population.

Pakistan: FATA and AJK were excluded. The excluded areas represent approximately 5% of the population.

Palestinian Territories: The sample includes East Jerusalem.

Qatar: Non-Arab expatriates were excluded. It's estimated that more than half of the adult population is excluded.

Saudi Arabia: Non-Arab expatriates were excluded. It's estimated that approximately one-fifth of the adult population is excluded.

Sri Lanka: Excluded areas under conflict in the Northern and Eastern parts of Sri Lanka. The excluded area represents approximately 10% of the population.

Uganda: The Northern region was excluded because of the presence of LRA rebels. The excluded area represents approximately 10% of the population.

United Arab Emirates: Non-Arab expatriates were excluded. It's estimated that more than half of the adult population is excluded.



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