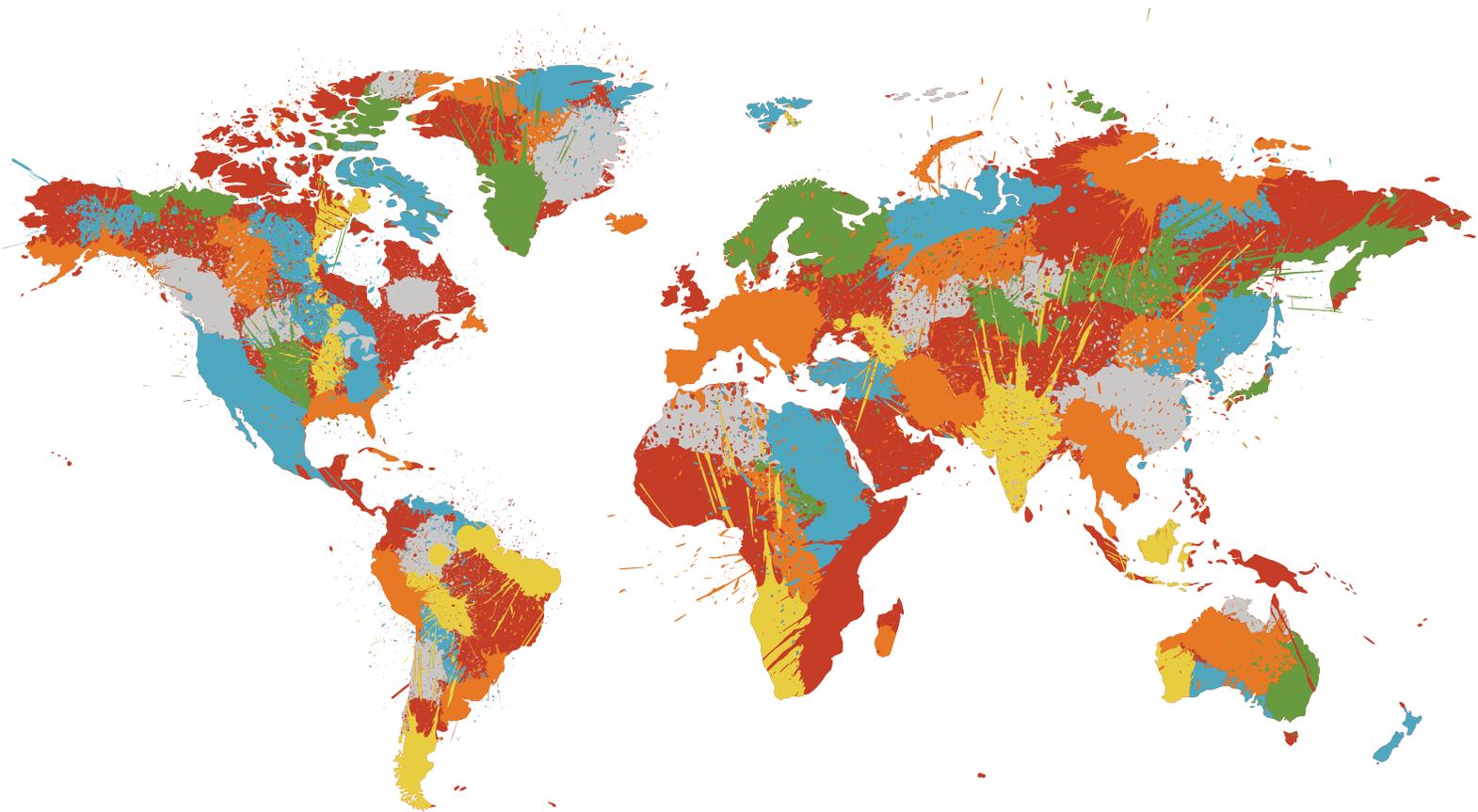


STATE OF GLOBAL WELL-BEING

RESULTS OF THE GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX™



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FOREWORD

Today, there is a global movement toward the direct measurement and improvement of well-being, pioneered by Gallup and Healthways. This is an endeavor in which Gallup and Healthways have been leaders, providing innovative measures, for the U.S. as well as for most of the countries and most of the people of the world. This report, *State of Global Well-Being*, is the latest milestone in their work.

Measurements of national performance have for too long focused on income — gross domestic product (GDP) and its components — but such measures are much too narrow. Income is certainly important to people — and the growth of incomes over the last 250 years has been one of the greatest achievements of humankind — but it is not the only thing that matters. People can have low well-being and high income, and conversely high well-being and low income.

Income is not worth much without health to enjoy it, and good health is a blessing in and of itself, allowing people to live a full and worthwhile life. A good education is not only a vital requirement to do well in life, but it brings its own joys and a richer life in many dimensions. People enjoy contributing meaningfully to the betterment of civil society. The absence of the fear of war and violence, something that was rarely enjoyed by people's ancestors, also contributes to high well-being.

When we ask people to think about how their lives are going, we gain a much broader picture of their well-being.

When we ask people to think about how their lives are going, to report on their daily emotions, and to tell us about their health, we gain a much broader picture of their well-being than can be inferred from traditional economic surveys.

I first worked on well-being in 2007, using data collected through Gallup's World Poll. As a traditional economist, I was originally skeptical, but over the years, I — like many other mainstream economists — have begun to see the immense potential of the data. They allow us insights into a wide spectrum of human concerns, many of which have previously been out of the reach of measurement and analysis.

Farsighted policymakers are also enthusiastic about the usefulness of the measures. For example, the OECD encourages its members to collect data on well-being, and has itself made heavy use of the Gallup-Healthways data to inform its research. And ex-President Nicolas Sarkozy of France was a strong supporter of taking a broad approach to well-being, as is the current Prime Minister of the United Kingdom, David Cameron. Other leaders have an opportunity to leverage well-being strategies and initiatives to address the critical needs of their populations.

I congratulate Gallup and Healthways on their pioneering leadership in this vital area.

ANGUS DEATON, PH.D., PRINCETON UNIVERSITY AND GALLUP, INC.

AUTHOR, *THE GREAT ESCAPE: HEALTH, WEALTH, AND THE ORIGINS OF INEQUALITY* (2013)

LETTER FROM THE CEOs

Leaders,

The ability to measure well-being fundamentally improves the way societies and companies gauge their prosperity and progress. This metric demonstrates that success is more than the sum of traditional economic indicators, because it includes so much more — how we experience our lives and the things that are important to us. When we broaden our perspective to include the elements of well-being, we can better understand the conditions affecting healthcare costs and productivity, and develop more targeted reforms that really make a difference.

We challenge you to join us in thinking beyond the traditional metrics used to gauge living standards, and to measure well-being for any population that's important to you — your employees, your community, your country — or, just as importantly, yourself and your family. Well-being metrics address the aspects of life that matter most to people — our sense of purpose, our relationships, our financial security, our connection to our communities, and our physical health.

For several decades, Gallup and Healthways, in partnership with leading economists, psychologists, and other scientists, have sought to better understand the world by exploring the dimensions of a life well-lived. We understand what differentiates a thriving life from one spent suffering — and the impact of well-being on outcomes that are crucial to leaders worldwide.

Moreover, we continuously enhance the science and measurement of well-being, delivering solutions that generate systemic and measurable well-being improvement. We've built the world's largest well-being data set from more than 2 million conversations with U.S. adults, and what we've learned about Americans' well-being is so compelling that we've extended our reach globally, with more than 130,000 additional conversations in 134 countries and areas, to create a comprehensive global data set of well-being information.

Now leaders around the world can have a truly global picture of well-being, to measure and compare the elements that comprise well-being, the relationships between well-being and other population metrics, and the impact of well-being improvement initiatives. These global insights present an unparalleled opportunity to address critical needs on a scale never possible before. By looking comprehensively at populations' well-being, we can realize sustainable lifestyle improvements, stronger communities, and significant cost savings.

At Gallup and Healthways, we see the world we live in very clearly. Our data allow us to do that. We can help you see your world more clearly too. Because whether you're an employer who understands the relationships between well-being and workforce performance; a nonprofit or international organization focused on positive outcomes in your development work; a government that wants to improve the economic health of a population; or simply an individual who wants to live better, using metrics that measure what matters most in people's daily lives is a critical step to success.



BEN R. LEEDLE JR.,
PRESIDENT & CEO, HEALTHWAYS



JIM CLIFTON,
CHAIRMAN & CEO, GALLUP, INC.

EXECUTIVE SUMMARY

ABOUT THE GLOBAL WELL-BEING INDEX

The Gallup–Healthways Global Well-Being Index (Global Well-Being Index) is a global barometer of individuals’ perceptions of their own well-being — those aspects that define how we think about and experience our daily lives. Well-being has been shown to correlate with metrics such as productivity and healthcare costs.

The 10 questions that comprise the Global Well-Being Index and were fielded as part of the 2013 Gallup World Poll allow for comparisons of element-level well-being at the individual, social network, organizational (e.g., employer, health plan, patient population), city, state, country, and global levels. The index includes five elements of well-being: purpose, social, financial, community, and physical.

In this report, we categorize well-being results from the Global Well-Being Index as thriving, struggling, or suffering for each element, based on participants’ responses. Thriving is defined as well-being that is strong and consistent in a particular element. Struggling is defined as well-being that is moderate or inconsistent in a particular element. Suffering is defined as well-being that is low and inconsistent in a particular element.

Well-Being Across the World and by Region						
Geographic Area	Three or More Elements (Thriving %)	Purpose Well-Being (Thriving %)	Social Well-Being (Thriving %)	Financial Well-Being (Thriving %)	Community Well-Being (Thriving %)	Physical Well-Being (Thriving %)
World	17	18	23	25	26	24
Americas	33	37	43	29	37	36
Asia	14	13	19	25	25	23
Europe	21	22	27	37	28	22
Former Soviet Union	14	18	25	24	19	15
Middle East and North Africa	13	13	18	24	22	21
Sub-Saharan Africa	9	15	16	9	18	20

GLOBAL WELL-BEING OVERVIEW

Globally, only 17% of the population are thriving in three or more elements. The highest percentage of thriving is found in community well-being, with 26% of survey respondents falling into this category. Survey respondents are least likely to be thriving in purpose well-being, at 18%.

Well-being levels across populations are influenced, in part, by demographics. Respondents in the wealthiest quartile, those who have completed at least four years of education beyond high school, and those who are married or in a domestic partnership are most likely to be thriving in three or more elements of well-being, with a range between 23% and 26%. Respondents living on less than 1.25 international dollars (ID) per day, those who have completed an elementary education or less, and those who work in the fishing or agriculture sector are least likely to be thriving in three or more elements of well-being, with a range between 10% and 11%.

REGIONAL WELL-BEING OVERVIEW

Among all regions globally, the Americas have the highest levels of well-being in three or more elements and in purpose, social, community, and physical well-being. In socially and family-oriented Latin America, social well-being is the best-performing element, with 43% of the population thriving. Latin Americans generally report higher levels of well-being than any other regional group. Gallup World Poll-related research in this area, including its Positive Experience Index, has consistently shown that these respondents generally evaluate their lives more highly than other regional groups. That so many people are reporting positive emotions and higher well-being in Latin America at least partly reflects the cultural tendency in the region to focus on the positives in life.

That so many people are reporting positive emotions and higher well-being in Latin America at least partly reflects the cultural tendency in the region to focus on the positives in life.

The division between a developed north and a developing south is the most obvious driver of well-being differences in the Americas. The well-being gap is particularly large for financial well-being, with high thriving levels in northern countries (U.S., 39%; Canada, 52%) and relatively low levels in southern countries (Brazil, 19%; Colombia, 20%). There are also important north-south differences in community well-being, which is lowest in Southern Hemisphere countries. These percentages may reflect the plight of those living in disadvantaged neighborhoods, particularly in Latin America's mega-cities with their high levels of crime, traffic, and pollution. The well-being situation in the region is, however, more complex than the simplistic view of a developed north versus a developing south. The gap between south and north may be reversed for elements such as purpose, with southern countries such as Brazil (45% thriving) outperforming the U.S. (34%) and Canada (36%).

Asian respondents generally have lower levels of well-being compared with global percentages. In purpose well-being (13%) and social well-being (19%), Asians are four or five percentage points below the global percentages (18% and 23%, respectively) in thriving. This may partly result from cultural norms as well as from lower development, work environment, and economic issues that affect the well-being of respondents in Asia.

Well-being in Europe varies considerably by country. Twenty-two percent of Europeans overall are thriving in purpose well-being. However, in southern and Eastern European countries such as Albania, Croatia, and Greece, where unemployment remains in the double digits, residents are much less likely to be thriving in this element (7% to 8%) than those in Western European nations such as Denmark (45%), Austria (36%), and Sweden (33%), where unemployment rates are much lower. As a whole, Europeans are most likely to be thriving in financial well-being, at 37%, although there is a broad range among individual countries, from 11% in Greece to 72% in Sweden.

Among former Soviet states, endemic corruption and chronic instability following the collapse of the Soviet Union have made life unpredictable and have eroded public services established under Soviet rule. The lack of optimism that prevails in many of these countries is reflected in the finding that almost half of residents (49%) are not thriving in any of the five elements of well-being. Former Soviet Union (FSU) residents' health has declined over the past two decades, as preventable conditions caused by tobacco and alcohol use, poor sanitation, pollution, and inadequate nutrition — along with substandard healthcare in many areas — have lowered life expectancy in some countries. Just 15% of FSU residents are thriving in physical well-being, the lowest percentage of all regions and significantly lower than the global figure of 24%. FSU residents are most

likely to be suffering in purpose well-being, at a staggering 37%. This finding conveys a lack of hope, as many residents are in jobs they do not enjoy or are otherwise disengaged in their day-to-day lives.

The percentages of Middle East and North Africa (MENA) residents thriving in each of the five well-being elements trail the global percentages. The largest gap is seen in purpose well-being — at 13%, it is the lowest percentage thriving for any of the five elements in the MENA region, and it falls five points below the global percentage of 18%. Economic growth in MENA overall has failed to keep pace with the region's rapidly expanding population, resulting in the highest regional unemployment rate in the world. MENA's low thriving percentage in purpose well-being reflects this widespread lack of work, which can lead to social unrest and political instability.

Sub-Saharan Africa's vast natural resources, youthful population, and growing middle class make it a region with great economic potential. Thus far, however, instability, poverty, and widespread economic inequality remain prevalent in most of the region. Despite relatively strong economic growth in many sub-Saharan African countries in recent years, more than half of the region's population (56%) are not thriving in any of the five well-being elements. Only 9% of sub-Saharan Africans are thriving in three or more elements, the lowest for any region worldwide. Sub-Saharan Africans are far more likely to be suffering than thriving in financial well-being (51% vs. 9%, respectively), purpose well-being (38% vs. 15%), and social well-being (37% vs. 16%). Physical well-being is the only element in which the region's residents are as likely to be thriving (20%) as suffering (16%) — though most (64%) are struggling in this element.

GENERAL MARKET RECOMMENDATIONS

There are several ways that employers, governments, international organizations, and NGOs can use these global well-being data to make improvements within their spheres of influence. Employers can move beyond a physical wellness strategy to one that includes all facets of an individual's well-being (purpose, social, financial, community, and physical) to unlock additional value across their populations via well-being measurement and intervention.

Employers can remove barriers to well-being and promote positive choices. Two examples of removing barriers and promoting well-being include worksites with healthy cafeteria options and employers who offer retirement counseling in conjunction with their retirement programs. Leadership can also be engaged to lead by example, with leaders adopting the tenets of well-being for themselves, encouraging others to do so, and actively participating in well-being programs.

Governments and international organizations have the opportunity to increase the awareness of existing programs by grouping the programs under a cohesive well-being brand and explaining how to access the programs, as well as explaining how the benefits of well-being can create a more effective campaign than standalone programs. Governments and international organizations are also able to facilitate best practice sharing among agencies and through outside partners such as NGOs, which are able to operate more effectively at a grassroots level.

NGOs have the opportunity to educate the public on the elements of well-being and promote understanding of the elements, especially within developing countries. NGOs can work with the public through educational campaigns and one-on-one interactions to translate the elements into better everyday choices and to promote a stronger understanding of how to live the best possible life. Well-being data, when combined with NGOs' local knowledge and contacts, provide these organizations with an advantage for effectively implementing well-being programs within specific populations.

INTRODUCTION

TRADITIONAL MEASURES AND INNOVATION

Many successful leaders understand how individuals' personal experience influences their behaviors and ultimately contributes to their well-being. Such knowledge enables effective leaders to design and deploy solutions that connect with individuals.

For nearly 100 years, social conditions have been measured and tracked using objective metrics such as population size, life expectancy, and GDP. In 2000, the U.N.'s eight Millennium Development Goals (MDGs) focused explicitly on such indicators.

To make better decisions about the future, leaders need to understand their constituents' perspectives.

The value of having the U.N. define such goals is uncontested: All 193 U.N. member states and at least 23 international organizations agreed to work to achieve these goals by 2015. With annual reports since 2004 showing progress toward the majority of MDGs in most countries, attention is now turning to development goals for 2015 and beyond. There is a growing interest in including subjective indicators such as life satisfaction, positive affect, and well-being to provide a better picture of progress toward specific development goals.

Objective measures will continue to be important in assessing historical trends over time. To make better decisions about the future, leaders need to understand their constituents' perspectives so they can accurately gauge the likely impact of policies, interventions, and development efforts on real-life behavior patterns.

Why is this so important?

WELL-BEING: A COMPLEMENT TO TRADITIONAL MEASURES OF SOCIAL METRICS

Research by Gallup and Healthways has shown that people with higher well-being are healthier, more productive, and more resilient in the face of challenges such as unemployment. In the wake of recent natural and man-made disasters as well as the 2008 global economic crisis, there is new interest in strengthening the resilience of individuals, families, companies, and nations against such external hardships. People with higher well-being bounce back faster, are better able to take care of their own basic needs, and feel better able to contribute to and support the success of their organizations, communities, or countries.

Gallup and Healthways, two of the world's leading organizations in data collection and analysis, well-being measurement, and well-being improvement, have joined forces to take this science to an unprecedented level. With more than 75 years of experience and the ability to conduct research worldwide, Gallup knows more about the attitudes and behaviors of the world's constituents, employees, and customers than any other organization. More than 1.25 million interviews have been conducted in more than 160 countries and areas for the Gallup World Poll since its inception in 2005. Healthways has used the science of behavior change for more than 30 years to produce and measure positive change in well-being — services now available to approximately 52 million people on four continents.

Together, Gallup and Healthways have generated the largest well-being database in the world — based on more than 2 million interviews and decades of research. The organizations are continuing their joint work to create a world standard that allows for the comparison of well-being through the Global Well-Being Index.¹

GLOBAL WELL-BEING INDEX

Through the Gallup World Poll and the Global Well-Being Index, the two organizations are, for the first time, implementing a global well-being survey that represents a landmark in the field of well-being research. The Gallup World Poll is a unique, scientific measurement of the thoughts and behaviors of residents living in countries and areas that are home to 99% of the world's population. With the addition of the Global Well-Being Index questions, the Gallup World Poll gives governments, international organizations, businesses, academic institutions, and nonprofits unprecedented insights regarding the constituents they serve. This innovative measure provides leaders with the opportunity to develop and prioritize informed strategies to help organizations and communities within their countries thrive and grow.

The Global Well-Being Index includes the five elements of well-being:

- **Purpose:** Liking what you do each day and being motivated to achieve your goals
- **Social:** Having supportive relationships and love in your life
- **Financial:** Managing your economic life to reduce stress and increase security
- **Community:** Liking where you live, feeling safe, and having pride in your community
- **Physical:** Having good health and enough energy to get things done daily

These elements can be measured and acted upon, across the globe, by individuals, employers, insurers, communities, or governments at any level. Leaders can leverage the index to establish a baseline, benchmark their populations, determine where gaps exist in essential services or opportunities, prioritize and implement interventions, and, ultimately, understand the impact of their investments.

As Gallup and Healthways look toward the future, the organizations will continue to develop and enhance the science of well-being, adapting to changing conditions and discovering new opportunities for deeper study and analysis based on the trends uncovered in their research and interventions.

They will provide the tools businesses can use to study, compare, and analyze differences in well-being among their employees, using this knowledge to develop solutions at all levels. Similarly, leaders of communities and countries will gain unprecedented insights into the well-being of their constituents.

Gallup and Healthways will seek to understand what drives key well-being elements at each level of society, and will continue to provide and refine interventions that can increase well-being throughout a population.

Ultimately, their goal is to ensure that every global leader can use the vital insights inherent in these well-being data to inform their strategic, policy, and budgetary decisions, for the betterment of their employees, constituents, and the world.

GALE MULLER, PH.D., VICE CHAIRMAN OF RESEARCH AND DEVELOPMENT, GALLUP, INC.

PETER CHOEIRI, PRESIDENT, HEALTHWAYS INTERNATIONAL

CHAPTER 1: THE WELL-BEING ELEMENTS

INTRODUCTION

The Gallup–Healthways Global Well–Being Index is a worldwide barometer of individuals’ perceptions of their well-being. Well-being includes things that are important to how we think about and experience our lives, and has been shown to correlate with metrics such as productivity, healthcare costs, and employee engagement.

The annual global well-being results are unique because, although events like economic cycles or natural events such as earthquakes or severe weather influence them to some degree, they capture a more nuanced picture of how the state of the world influences people’s daily lives.

As the Preamble to the Constitution of the World Health Organization states, “Health is a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.”² The concept of well-being goes beyond physical health to encompass the broader aspects of a life well-lived. Gallup and Healthways study well-being through the lens of five elements — purpose, social, financial, community, and physical. In other words, as researchers, we look at whether people find daily work and life experiences fulfilling, enjoy strong relationships, feel financially secure, are actively involved in their communities, and are physically healthy.

When people
are thriving,
populations
are healthier,
economies are
more productive,
and individuals
lead more
fulfilling lives.

Well-being depends on all of these factors, making it complex to measure but worth the effort. When people are thriving in these areas, populations are healthier, economies are more productive, and individuals lead more fulfilling lives.

This chapter describes each of the five well-being elements and presents the questions Gallup and Healthways ask about each element on the Global Well-Being Index survey. These items are a carefully selected subset of the more in-depth Gallup–Healthways Well-Being Index, a survey that is fielded daily in the U.S. Gallup and Healthways developed the U.S. survey based on years of research at both organizations. It is a comprehensive measure of well-being that can be applied at any level of society. Healthways uses the same instrument to track well-being within population groups in its well-being improvement work with individuals and organizations.

The 10 Global Well-Being Index questions, listed on the following pages, correlate closely with the full Gallup–Healthways Well-Being Index. While they do not cover all of the conceptual ground encompassed in the complete instrument, they serve as a good proxy for it when they are applied to large populations. Taken together, these instruments — the Well-Being Index and the Global Well-Being Index — make it possible to study well-being at the individual, organizational, community, country, regional, and global levels.

In this report, we categorize Global Well-Being Index results from the 10 questions as thriving, struggling, or suffering (TSS) in each element, based on participants’ responses. The 10 questions are designed to yield TSS classifications that are essentially equivalent to what Gallup and Healthways find with the full Well-Being Index. The full instrument provides more data and greater detail in each element and allows for the calculation

of overall well-being scores and individual-level reporting not found in the abridged global version. However, the 10 Global Well-Being Index questions result in thriving, struggling, and suffering proportions similar to those found using the complete Well-Being Index. Therefore, the Global Well-Being Index remains valid despite the exclusion of questions in each element that are found in the full Well-Being Index question set.

Below are the general definitions of each TSS category:

- **Thriving:** Well-being that is strong and consistent in a particular element
- **Struggling:** Well-being that is moderate or inconsistent in a particular element
- **Suffering:** Well-being that is low and inconsistent in a particular element

THE ELEMENTS



PURPOSE

*YOU LIKE WHAT YOU DO EVERY DAY.
YOU LEARN OR DO SOMETHING
INTERESTING EVERY DAY.*



Purpose well-being is high when people like what they do each day and are motivated to achieve their goals. This is true whether they work for a company, are self-employed, care for family members, pursue education, work on a farm, or engage in charity work. Those with high well-being in this element also tend to be highly engaged in their work. They are emotionally invested in what they do and focus on creating value through their efforts.

At the organizational level, workers who are engaged in their work have more energy to take on challenges, increase their productivity, and positively affect those around them. They have fewer absences from work and are less likely to abuse leave time, file injury claims, or abuse other workplace policies.³

When people are unable to find work, or achieve other personal measures of success and well-being in this element, they tend to lose hope in the present and for the future. Economic and educational opportunities lead to higher purpose well-being. These are especially important for young people, among whom high unemployment rates and a lack of opportunity can lead to social unrest. Such conditions fed the Arab Spring⁴ uprisings and fueled protests in European countries that enacted severe austerity cuts, such as Spain and Greece.

The following are examples of what it means, from a global perspective, to be thriving, struggling, or suffering in purpose well-being:

Thriving: Worldwide, the 18% of adults who are thriving in purpose well-being are nearly eight times as likely to evaluate their current and future lives highly as those who are suffering, and more than twice as likely as those who are struggling. They are at least four times as likely to be engaged in their jobs⁵ as all other employees, and are more than twice as likely as those who are suffering to say they learn something new or interesting on any given day. Individuals who are thriving in purpose well-being are at least 50% more likely to donate money to charitable causes, volunteer their time, and help a stranger than are those who are suffering.

Struggling: Half (52%) of all adults globally are struggling in purpose well-being. These individuals are less than one-third as likely to be engaged in their jobs as those who are thriving. Although their food and shelter security is similar to that of people who are thriving in this element, they are 78% less likely to feel they are treated with respect on any given day, and 24% less likely to have volunteered their time in non-employment-related activities. These people are 16% less likely to help a stranger than are those who are thriving, and are 18% less likely to recommend their city or area as a place for others to live.

Suffering: Three in 10 adults (30%) worldwide are suffering in purpose well-being. If they are employed, these individuals are eight times as likely to be actively disengaged⁶ in their jobs as those who are thriving. They are less than half as likely as those who are thriving to indicate that they learn something new or interesting on any given day, and are 83% more likely not to feel well-rested. Those who are suffering in this element are also almost three times as likely as those who are thriving to feel they are not treated with respect on any given day, and are far less likely to serve as advocates for their city or area.



SOCIAL

SOMEONE IN YOUR LIFE ALWAYS ENCOURAGES YOU TO BE HEALTHY.

YOUR FRIENDS AND FAMILY GIVE YOU POSITIVE ENERGY EVERY DAY.



Gallup and Healthways define social well-being as having supportive relationships and love in one's life. These relationships can stem from kinship, friendship, or from anyone a person feels emotionally connected to and relies on in difficult times.

Social well-being extends beyond immediate family relationships to encompass a person's entire social network. This means that everyone in that person's network positively or negatively influences his or her feelings of well-being — including family, friends, colleagues, and even people he or she does not know personally. According to a 30-year longitudinal study⁷ involving more than 12,000 people who were all part of an interconnected network, Harvard researchers found that the odds that any one individual in the network would be happy increased by 15% if someone they were directly connected to in the network was happy. Further, if a direct connection's friend was happy, the direct connection's happiness increased by 15% and the original individual's happiness increased by 10%, even though that person had no direct interaction with or in many cases did not personally know the direct connection's friend.

The following are examples of what it means, from a global perspective, to be thriving, struggling, or suffering in social well-being:

Thriving: Worldwide, the 23% of adults who are thriving in social well-being are four times as likely to evaluate their current and future lives highly as are those who are suffering, and are twice as likely to do so as those who are struggling. People high in social well-being are three times as likely to be engaged in their jobs as those who are struggling, and five times as likely as those who are suffering. They are also much more likely to recommend their city or area as a place to live, to help a stranger who is in need, and to donate money to charity than are those who are suffering.

Struggling: About half (51%) of adults globally are struggling in social well-being. These individuals are almost twice as likely to be disengaged in their jobs as are those who are thriving. While they are only

modestly more likely to experience daily stress when compared with their thriving counterparts, they are about twice as likely to say they do not have someone to count on when needed and that they do not feel respected on any given day. People who are struggling in social well-being are also consistently less likely than those who are thriving to recommend their area as a place to live, to help a stranger in need, and to learn new and interesting things daily.

Suffering: More than one-quarter (26%) of adults internationally are suffering in social well-being. These individuals are three times as likely as those who are thriving to say they are not treated with respect on a given day. They are just over half as likely to learn new and interesting things daily and one-third less likely to volunteer their time. Those who are struggling in this element are also three times more likely to say they do not have someone they can count on when help is needed.



FINANCIAL

YOU HAVE ENOUGH MONEY TO DO EVERYTHING YOU WANT TO DO.

IN THE LAST SEVEN DAYS, YOU HAVE WORRIED ABOUT MONEY.



Effectively managing one's economic life to reduce stress and increase security is a key to financial well-being. People thriving in this area are generally satisfied with their overall standard of living. They take active management of their personal finances and know where their money goes and how much they spend.

Societies with populations unable to afford basic necessities may suffer from decreased hope, in turn raising the risk of instability, civil unrest, and conflict — or even war.

Once people have enough money to acquire basic necessities, they can determine what to do with their discretionary income. At this stage, how people spend their money is even more important to their overall well-being than the amount of money they have. Extensive studies by Harvard researchers have discovered that attempting to keep up with the material expenditures of relatives, friends, or neighbors is not the best approach to overall well-being. Two of the best ways to increase well-being in this area are to make purchases for other people and to buy experiences rather than material possessions.

Studies show that people receive an emotional boost from spending money on others.⁸ Buying experiences rather than possessions is also important. These include vacations, social outings with family, friends, or colleagues, or any situation with the potential for creating positive, lasting memories and stories. People will rarely pick up a shirt and think about that happy moment in the store when they bought it, but if they've experienced something more than a simple transaction, such as the joy of sharing a picnic with friends, or swimming in the ocean while on a family vacation, they can relive those memories indefinitely.

The following are examples of what it means, from a global perspective, to be thriving, struggling, or suffering in financial well-being:

Thriving: One-quarter (25%) of adults worldwide are thriving in financial well-being. Those who are thriving are four times as likely as those who are suffering to evaluate their current and future lives highly, and twice as likely to do so as those who are struggling. Those with strong financial well-being are much more likely to have food and shelter security, and to have money saved for the future. They are about

half as likely to say they do not feel well-rested and to have health problems as are those who are suffering, and 68% more likely to have donated money to charity.

Struggling: Globally, 45% of adults are struggling in financial well-being. These people are half as likely as those who are thriving to evaluate their current and future lives highly. They are 67% more likely to say they do not have anyone they can count on to help them when needed, and are 31% more likely to experience stress on any given day. Although their food and shelter conditions are not as desperate as is the case among those who are suffering, those who are struggling in financial well-being are still about twice as likely as those who are thriving to say there were times in the past 12 months when they did not have enough money for food (20%) and shelter (17%).

Suffering: Worldwide, the 30% of adults who are suffering in financial well-being have little or no savings and are more than twice as likely as those who are thriving to say they do not have anyone they can count on for help. They are four times as likely to say there were times in the past 12 months when they did not have enough money for food and three times as likely to say the same about shelter. They are far more likely than their counterparts who are struggling or thriving to experience stress on a daily basis and are 23% more likely to distrust the honesty of local elections in their country. They are also 44% more likely to want to move permanently to another country to live.



COMMUNITY

THE CITY OR AREA WHERE YOU LIVE IS A PERFECT PLACE FOR YOU.

IN THE LAST 12 MONTHS, YOU HAVE RECEIVED RECOGNITION FOR

HELPING TO IMPROVE THE CITY OR AREA WHERE YOU LIVE.



Community well-being is defined as liking where you live, feeling safe, and having pride in your community. Several factors account for high community well-being, personal safety being first among them. Do people feel safe walking home alone at night? Law and order must be established to create a stable, thriving society, and this sense of security must be felt at the community level.⁹

Second, there must be opportunities for individuals, families, and friends to share in social experiences. Venues encouraging regular interaction, such as parks, restaurants, and sports fields, help develop social cohesion and community spirit.

Finally, the community must be tolerant, open, and welcoming toward new residents. Tolerating differences, whether ethnic, religious, or socio-economic, helps community well-being to thrive.

People don't achieve high community well-being simply by living in a great community. They have to be actively engaged in their communities to reap the highest rewards in this element, through volunteer activities such as helping elderly people in need or helping schoolchildren prepare for a community festival. It is important to note that while donating money to a worthy cause is associated with higher well-being, actively volunteering their time has a greater effect on individuals' emotional state.¹⁰ This is because it allows people to directly see the positive impact of their actions.

The following are examples of what it means, from a global perspective, to be thriving, struggling, or suffering in community well-being:

Thriving: Worldwide, more adults are thriving in community well-being (26%) than in any other element. Those who are thriving in community well-being are between two and three times as likely as everyone else to rate their current and future lives highly. Further, they are at least 44% more likely to volunteer their time in the community and at least 60% more likely to donate money to charity. Persons who are thriving in community well-being are also considerably less likely to experience daily stress.

Struggling: Three-fifths (60%) of adults worldwide are struggling in community well-being. These people are less than half as likely as their thriving counterparts to evaluate their current and future lives highly, and are 22% less likely to say they learn new and interesting things each day. They are 19% less likely than those who are thriving in this element to recommend their city or area as a place to live.

Suffering: Worldwide, 14% of adults are suffering in community well-being. Among these persons, 22% say they are likely to move away from the city or area where they live, double the rate found among all others. People who are suffering in this element are only half as likely as those who are thriving to have donated money to charity and are about 50% more likely to distrust the outcomes of elections. Adults suffering in community well-being are also twice as likely as all other persons to want to move permanently to another country, and the 22% who want to do so is higher than for any other group from any element.



PHYSICAL

IN THE LAST SEVEN DAYS, YOU HAVE FELT ACTIVE AND PRODUCTIVE EVERY DAY.

YOUR PHYSICAL HEALTH IS NEAR-PERFECT.

Physical well-being is defined as having good health and enough energy to get things done daily. Having excellent physical well-being is often a corollary of achieving high well-being in other areas. Most people have the opportunity to make dozens of choices each day that contribute to their physical well-being.



It is not essential and not always possible to select the healthiest course of action, even in the developed world. For example, occasionally a person may need to work late to meet a deadline and not get enough sleep. And particularly among low-income communities, access to healthy food choices may be lacking. However, to maintain high physical well-being over the long term, people must be informed about healthy versus unhealthy choices and have strategies for making more of the former than the latter.

At the societal level, poor physical health across the population can negatively affect economic growth, productivity, fiscal budgets, and, ultimately, well-being. Though these issues are clearly most urgent among developing countries, they are also keenly felt in much of the developed world. In the U.S., healthcare expenditures are the highest per capita in the world and, at 6% annual growth, on pace to reach \$4.5 trillion by 2023.¹¹ The U.S. spends more than \$8,000 annually per person on healthcare, whereas Canada and Germany spend roughly \$4,500 per person, and the U.K. spends about \$3,500, according to the OECD. Residents of those countries all live longer than Americans, on average.¹² Unhealthy behaviors are a commonly cited factor in high healthcare costs in the U.S., leading directly to the prevalence of chronic illnesses like diabetes and heart disease.¹³

The following are examples of what it means, from a global perspective, to be thriving, struggling, or suffering in physical well-being:

Thriving: One-quarter (24%) of adults globally are thriving in physical well-being. People who are thriving in physical well-being are six times as likely as those who are suffering to evaluate their current and future lives highly, and are twice as likely as those who are struggling. Only 10% have health problems that prevent them from doing things people their age can normally do, and they are 42% less likely than are those who are suffering to carry significant stress on any given day.

Struggling: Most adults (65%) worldwide are struggling in physical well-being. These persons are half as likely as those who are thriving physically to evaluate their current and future lives highly. About 20% of those who are struggling physically have health problems that prevent them from doing things people their age can normally do, double the rate found among those who are thriving. While they are nearly as likely to be well-rested as those who are thriving, they are nevertheless 27% more likely to carry significant stress on any given day.

Suffering: One out of nine adults around the world (11%) are suffering in physical well-being. Worldwide, only one in 15 of those who are suffering physically also rate their current and future lives highly, one-sixth the rate of those who are thriving physically. Six out of 10 (60%) have health problems that people their age don't normally have, six times the rate of those who are thriving. Nearly half (45%) of these persons are not well-rested — about double the rate found among all others — and only 30% are learning new and interesting things daily, less than half of the rate among those who are thriving physically.

HOW WELL-BEING ELEMENTS WORK TOGETHER

Considering the elements of well-being in relation to one another maximizes the potential for well-being improvement. Each one has a direct effect on the others and can positively or negatively contribute to growth or decline in those areas.



PURPOSE:

High physical well-being enables purpose well-being by providing the energy and focus to support individual performance on tasks that are important to people. Concurrently, high purpose well-being helps people set priorities and focus on values like health and wellness.

Social well-being enables people to create stable relationships and focus on the things they do best every day. High well-being in the purpose element helps them maintain relationships that support personal success.

High community well-being enables people to contribute their strengths to their community and/or workplace, and enhances their sense of purpose and belonging.

Through financial well-being, people are able to set aside time and money for the things they love to do. High well-being in the purpose element helps them set priorities and balance resources accordingly.



SOCIAL:

High purpose well-being helps people connect with others who have the same interests.

Financial well-being enables individuals to invest in rich experiences with friends and family.

High levels of community well-being enable individuals to connect with groups.

Engaging in social activities that foster physical well-being, such as team sports, enables people to build well-being in multiple elements.



FINANCIAL:

Setting aside money and increasing financial well-being enables individuals to do things that mean the most to them.

Allocating more resources and time to pursue social interests creates greater satisfaction and longer-lasting memories, thereby increasing social well-being.

By donating money to community causes, individuals are able to become more involved and established in their communities.

People with higher incomes are less frequently ill and less frequently have chronic diseases, which lead to income loss and poorer physical well-being.



COMMUNITY:

People who feel good about their communities are more likely to be physically active and to interact more frequently with others.

High community well-being may help individuals facilitate or participate in social activities, groups, and informal structures to help others around them.

High community well-being enables individuals to match their purpose with how they give back to the community.

Financial well-being enables people to feel more confident about investing in their community, thereby helping that community thrive. Examples include supporting community parks or museums.



PHYSICAL:

High physical well-being gives individuals the energy to pursue their passions in life.

Individuals with high physical well-being can share healthy activities with those they love.

Physical well-being enables people to increase their financial well-being by avoiding unnecessary healthcare costs or extended or unpaid absences at work.

Joining a community garden can facilitate better physical well-being by providing easier access to fruits and vegetables.

CHAPTER 2: CLIENT PERSPECTIVES



HCF, AUSTRALIA

As the largest not-for-profit health plan in Australia, we continue to expand our services beyond the traditional healthcare model. While we are still focused on hospital-based diagnostic and curative services, we now offer preventive health services that care for the health and well-being of our members outside of the hospital setting.

What does this mean for our 1.6 million members?

It means helping our members make informed healthcare choices and helping them to take better care of themselves. It also means that we start on a journey with them at the earliest point of intervention, well before a hospitalisation. Our goal is to have the biggest ongoing impact on our members' well-being, to get them access to quality care, and to improve health and lower costs.

We have a spectrum of programs to support our well-being initiatives. These include ancillary products outside of a hospital setting including dental care, eye care, and chronic disease management, among others. Our flagship program, My Health Guardian, currently has more than 27,000 people actively enrolled to holistically manage their chronic conditions. We support 16 conditions with programs directed toward

Our goal is to
have the biggest
ongoing impact
on our members'
well-being.

diabetes, osteoporosis, arthritis, coronary disease, and mental health, among others. The program is tailored to each individual, with an understanding of the social, economic, and emotional factors that can have an impact on a person's physical health. Our approach is an individualized plan of care to help motivate members and drive sustained behavior change.

In addition to My Health Guardian, we have other programs that add value including My Global Specialist, giving our members access to a network of worldwide doctors to get second opinions, and My Home Doctor — an after-hours home visit program.

One of the biggest benefits of our well-being initiatives is demonstrating additional value to our members. Well-being has become a means of creating loyalty and increasing retention with members, especially with those members who are healthy and are not using our hospital services. We've been fortunate to have been recognised as a market leader for health and wellness services and will continue to innovate in this area in the future.

DR. ANDREW COTTRILL, MEDICAL DIRECTOR, HCF



SULAMÉRICA, BRAZIL

In 1998, SulAmérica launched its first well-being initiatives in health promotion and prevention. In 2002, we launched the concept of the Active Health project, with a strategy to develop and implement health management programs. The Active Health initiative meets the needs of our member population by prioritizing those programs that have a significant impact on improving healthcare outcomes and lowering healthcare-related costs. We also focus on programs that measurably improve productivity and reduce absenteeism for our employer clients.

In the last 11 years, our health management programs have served more than 200,000 members associated with more than 600 companies across Brazil. Our programs have helped to gather valuable data and identify the risk profile of our membership, ultimately allowing us to offer more diversified and targeted services to our members. The data have also served as a basis for us to perform and release several important health studies in the Brazilian market, highlighting the risk profiles for women, men, and seniors and helping us better understand how to intervene to improve our members' well-being.

As the largest independent insurer group in Brazil, we have continuously invested in expanding our health and well-being improvement solutions program. We have identified new opportunities to manage and act on well-being conditions and risk factors, so that we can actively improve our members' lives.

We consistently strive to offer new and better practices in health and well-being that improve program engagement and well-being outcomes.

Our programs start with an online interactive well-being portal where members can complete an assessment, which allows us to better understand our membership's well-being status for multiple factors beyond just the physical. Based on immediate feedback from the system, members can start acting on their well-being plans and consult online with healthcare professionals. For members who require more intensive interventions, we offer telephone coaching to address health risks for obesity, lack of exercise, stress, and tobacco use, among others. We also offer programs that address chronic diseases including diabetes, hypertension, coronary and pulmonary disease, and childhood asthma. Other well-being programs include a pilot called Healthy Weight Loss, which targets obesity; and with the aging of the Brazilian population, we have a specific well-being program for seniors called Program Active Age. This initiative promotes healthy aging and is also customized to the individual.

For all well-being programs, we realize the importance of including not only the members, but also their families and taking into consideration the environment in which they live. We consistently strive to offer new and better practices in health and well-being that improve program engagement and well-being outcomes. We leverage qualitative and quantitative knowledge on health, cost, and productivity outcomes to guide our next steps. When defining the programs that will be adopted for future interventions, we believe we have a responsibility to evaluate their effectiveness. Consequently, we will continue to measure and report on all of our well-being programs.

For us, health and well-being improvement is a key part of our strategy. It will be critical to our success, which is why we are proactively investing in it now.

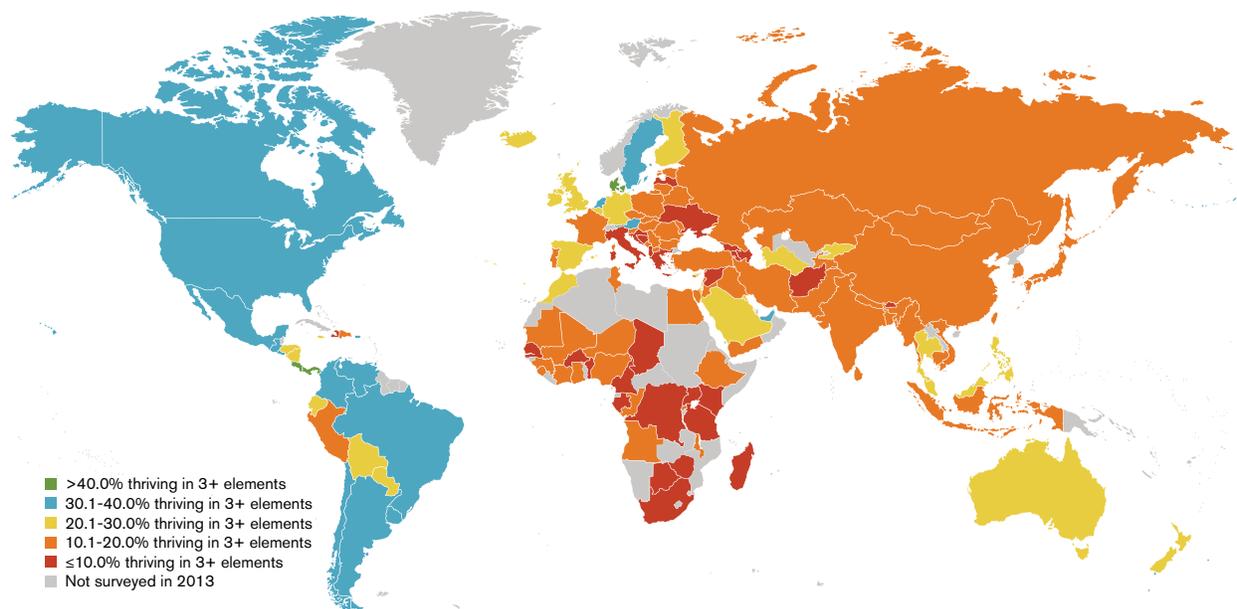
MAURÍCIO LOPES, VICE-PRESIDENT OF HEALTH AND DENTAL, SULAMÉRICA

CHAPTER 3: GLOBAL COMPARATIVE PERSPECTIVES

This chapter looks comparatively at the results of the survey globally and by region, using the category of percent thriving in three or more elements as well as the percent thriving in each of the five elements. Gallup and Healthways have also analyzed well-being results for country members of three international organizations — Asia-Pacific Economic Cooperation (APEC), Organization of American States (OAS), and the Organization for Economic Cooperation and Development (OECD). Looking at well-being at the organizational level enables us to group countries with common interests together, even though they may not be geographical or regional neighbors.

2013 GLOBAL WELL-BEING

BASED ON PERCENTAGE THRIVING IN THREE OR MORE ELEMENTS



Globally, only 17% of the population are thriving in three or more elements. The highest percentage thriving is found in community well-being, with 26% of survey respondents falling into this category. Survey respondents are least likely to be thriving in purpose well-being, with 18% thriving in this element.

Demographics play a strong role in levels of well-being across populations. Respondents in the wealthiest quartile who have completed at least four years of education beyond high school or are in a domestic partnership are most likely to be thriving in three or more elements of well-being, with a range between 23% and 26%. Those living on less than \$2.00 (ID) per day, those who have completed an elementary education or less, and those who work in the fishing or agriculture sector are least likely to be thriving in three or more elements of well-being, with a range between 10% and 11%.

A COMPARATIVE LOOK AT COUNTRIES, BY ELEMENT

Countries are listed by highest well-being or lowest well-being in each element, as well as the percentage of the population who are thriving in three or more elements.

Highest Well-Being Countries (Highest 10 thriving, ranked in order from highest to 10th highest, based on percentage thriving in three or more elements and by element)

Thriving in 3+ Elements		Purpose Well-Being		Social Well-Being		Financial Well-Being		Community Well-Being		Physical Well-Being	
Yes (%)		Thriving (%)		Thriving (%)		Thriving (%)		Thriving (%)		Thriving (%)	
Panama	61	Panama	66	Panama	68	Sweden	72	Panama	58	Panama	63
Costa Rica	44	Costa Rica	50	Costa Rica	58	Austria	64	Netherlands	53	Costa Rica	45
Denmark	40	El Salvador	49	Uruguay	54	Denmark	59	Austria	52	Brazil	44
Austria	39	Brazil	45	Brazil	52	Netherlands	56	Denmark	51	Uruguay	43
Brazil	39	Denmark	45	El Salvador	51	Germany	55	Sri Lanka	50	Guatemala	41
Uruguay	37	Venezuela	43	Argentina	49	Iceland	54	United Arab Emirates	49	Mexico	41
El Salvador	37	Guatemala	42	Guatemala	48	Belgium	52	Costa Rica	45	El Salvador	40
Sweden	36	Argentina	41	Malta	47	Canada	52	Sweden	45	Trinidad and Tobago	39
Guatemala	34	Colombia	39	Chile	47	Australia	48	Canada	43	Saudi Arabia	39
Canada	34	Paraguay	39	Colombia	46	Bahrain	48	Saudi Arabia	43	Colombia	38

Countries with the lowest well-being in each of the elements and in the 3+ element categorization are ordered by lowest thriving well-being percentage. For example, Syria has the absolute lowest percentage of the population thriving in three or more elements of all 135 countries and areas included in this study. All countries and areas surveyed in the 2013 Gallup World Poll are included in these lists.

Lowest Well-Being Countries (Lowest 10 thriving, ranked in order from lowest to 10th lowest, based on percentage thriving in three or more elements and by element)

Thriving in 3+ Elements		Purpose Well-Being		Social Well-Being		Financial Well-Being		Community Well-Being		Physical Well-Being	
Yes (%)		Thriving (%)		Thriving (%)		Thriving (%)		Thriving (%)		Thriving (%)	
Syria	1	Afghanistan	1	Afghanistan	0	Afghanistan	2	Armenia	8	Ukraine	8
Afghanistan	1	Syria	3	Syria	2	Guinea	3	Italy	9	Syria	8
Haiti	3	Madagascar	7	Haiti	7	Mali	4	Bosnia Herzegovina	10	Croatia	9
Democratic Republic of the Congo	5	Albania	7	Madagascar	9	Uganda	5	Croatia	10	Haiti	9
Chad	5	Greece	7	Uganda	10	Niger	6	Democratic Republic of the Congo	10	South Africa	11
Madagascar	6	Croatia	8	Democratic Republic of the Congo	10	Angola	6	Azerbaijan	10	Belarus	11
Uganda	6	Armenia	8	Chad	11	Benin	6	Montenegro	11	Afghanistan	12
Benin	6	Tunisia	8	South Africa	11	Sierra Leone	6	Haiti	11	Lithuania	12
Croatia	7	Georgia	8	Rwanda	11	Chad	6	Zimbabwe	11	Uganda	13
Georgia	7	Burkina Faso	8	Lithuania	12	Senegal	7	Serbia	12	Turkey	13

INTRA-REGIONAL COUNTRY COMPARISONS

The following bullets compare and contrast countries in a single region that have significantly different profiles in a single element. This information is provided as a means of showing the impact of differing levels of well-being on daily living.

PURPOSE (Panama — 66% thriving; Mexico — 33% thriving)

- Panamanians are more than twice as likely to be engaged in their jobs as are their Mexican counterparts (40% to 15%).
- Panamanians are 28% more likely to learn new and interesting things on a daily basis (84% to 65%).
- Panamanians are more than twice as likely to have donated money to charity in the last year as are Mexicans (37% to 16%).

SOCIAL (Spain — 33% thriving, Luxembourg — 20% thriving)

- Adults in Luxembourg are seven times as likely to report not being treated with respect on any given day as are Spaniards (21% to 3%).
- Spaniards are 18% more likely to learn something new or interesting each day (59% to 50%).
- Adults in Luxembourg are 32% more likely to experience stress on any given day (50% to 38%).
- Adults in Luxembourg are 38% more likely to report their intent to move away from their current city or area in the next year (14% to 10%), and are 12% less likely to recommend where they live to others (73% to 83%).

FINANCIAL (Croatia — 23% thriving; Serbia — 12% thriving)

- Serbians are 44% more likely to have had at least one day in the last year when they did not have enough money for food (24% to 17%), and are 28% more likely not to have had enough money for shelter (12% to 9%).
- Serbians are 53% more likely to report that they intend to move away from their current city or area in the next year.
- Croatians are 19% more likely to trust the honesty of elections (40% to 33%).

COMMUNITY (United Arab Emirates — 49% thriving; Turkey — 22% thriving)

- Adults in the United Arab Emirates are three times more likely to think about and evaluate their lives highly than are adults in Turkey (47% thriving in Life Evaluation compared with 15%).
- Turks are 49% more likely to report that they do not have anyone to count on when in need of help (20% to 14%).
- Turks are more than four times as likely to report not being treated with respect on any given day (21% to 5%).
- Adults in the United Arab Emirates are 67% more likely to learn something new or interesting each day (63% to 38%).

PHYSICAL (Ethiopia — 34% thriving; Chad — 16% thriving)

- Adults in Chad are twice as likely as Ethiopian adults to report having health problems that prevent them from doing things people their age can normally do, and are 10% more likely to experience significant stress on any given day.
- Ethiopians are 46% more likely to volunteer their time as are their counterparts in Chad.

INTERNATIONAL ORGANIZATIONS

ASIA-PACIFIC ECONOMIC COOPERATION (APEC)

APEC economies include a highly diverse group of countries.¹⁴ There is much progress to be made in well-being among APEC member states: Currently, only 3% of adults in APEC¹⁵ are thriving in all five elements. With robust growth perspectives, APEC performs best in financial well-being. However, large swaths of the population have yet to benefit. Uneven and perhaps unsustainable development may also explain APEC’s current low levels of purpose (17%) and community (23%) well-being.

The Five Elements and Demographic Comparisons

Poverty has a strong impact on well-being in APEC. The proportion thriving in three or more elements is 18% for those above the extreme poverty line (\$1.25 (ID) per day) and 12% for those below it. The impact of poverty is particularly strong on financial well-being: The odds of thriving financially double for those above the extreme poverty line. A related key priority is rural development. Rural populations show some of the lowest levels of well-being in the region, with only 9% thriving in purpose, 18% in social, and 15% in community.

Well-being levels among APEC member states are similar to the global percentage rates, with the exception of financial and community well-being. Better economic performance relative to the global average¹⁶ translates to higher financial well-being levels in the APEC economies (29%) than worldwide (25%).

With robust growth perspectives, APEC performs best in financial well-being.

APEC

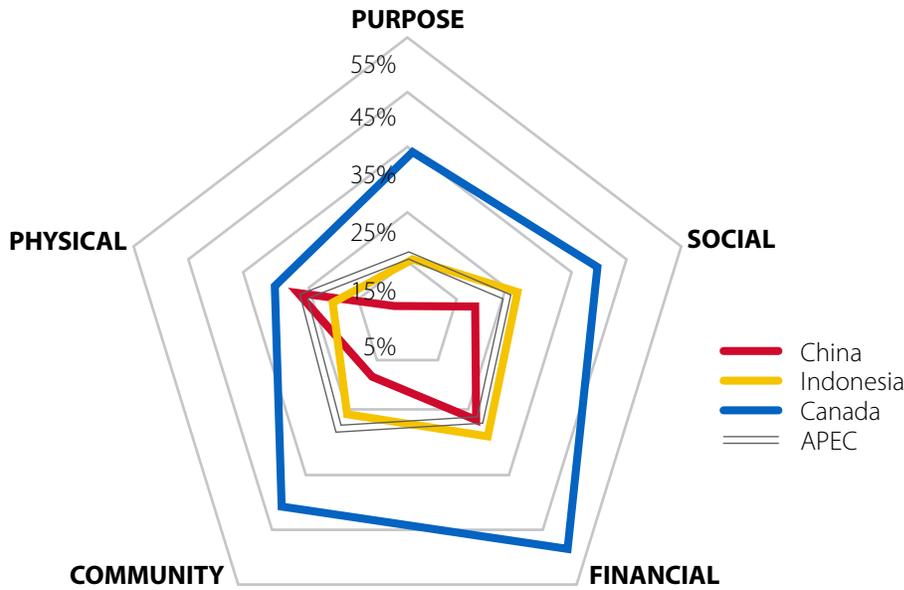
Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	17	55	28	18
Social	24	54	22	23
Financial	29	47	24	25
Community	23	63	14	26
Physical	25	66	9	24

Community well-being is lower among APEC member states (23%) than globally (26%). China, with half of the APEC population, strongly drives these results (see Figure 1). This is especially true in the case of rural China, where only 14% are thriving in this element. Additionally, rapid growth has increased pollution to an extent that suffering may increase and rural livelihoods may be endangered.¹⁷

Strengths and Opportunities

Financial well-being in the APEC region should converge as the economic recovery continues. However, significant challenges remain regarding poverty and sustainable development. APEC’s primary goal to support sustainable economic growth and prosperity is relevant to improving the lives of the poor or rural dwellers.

Figure 1. Percent thriving by element for select APEC countries and APEC average



The spider diagram shows the scores across the five dimensions of well-being for China (red line), Indonesia (yellow line), Canada (blue line), and the APEC average (double line). Each corner of the pentagon represents an element. The value for that element is equivalent to the distance from the center of the pentagon. The closer a line is to the edge of the pentagon, the higher the score for that well-being element. In this case, Canada shows the highest scores across all elements, whereas China shows the lowest scores across all elements except physical, for which Indonesia has an even lower score.



ORGANIZATION OF AMERICAN STATES (OAS)

OAS member states¹⁸ include all 35 independent states in the Americas,¹⁹ and thus a regional analysis of the OAS overlaps with the overview of the Americas region. This regional analysis identifies overall strengths in purpose, social, and physical well-being, and weaknesses in financial well-being. The region also shows some weaknesses in community well-being that are most notable among specific population segments, namely those not employed and those living in urban and suburban areas.

The Five Elements and Demographic Comparisons

People in OAS countries report higher percentages of thriving than the global average across all five elements of well-being, but most notably in social well-being (43% thriving, vs. 23% globally). Relatively strong levels of formal employment, as evidenced by indicators like the Payroll to Population rate (Figure 2) align with the OAS area’s purpose advantage, with 37% thriving compared with a global 18%.

Compared with the other two major international organizations included in this report, the OAS outperforms APEC in all elements except financial well-being, where both are tied at 29% thriving. The OAS has particular advantages over APEC in the purpose (37% thriving in the OAS vs. 17% in APEC) and social elements (43% thriving in the OAS vs. 24% in APEC). This pattern is similar when comparing the OAS with the OECD, although with narrower differences, and an OAS disadvantage in financial well-being (29% thriving in the OAS vs. 38% for the OECD).

OAS

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	37	48	15	18
Social	43	44	13	23
Financial	29	41	30	25
Community	37	50	14	26
Physical	36	56	9	24

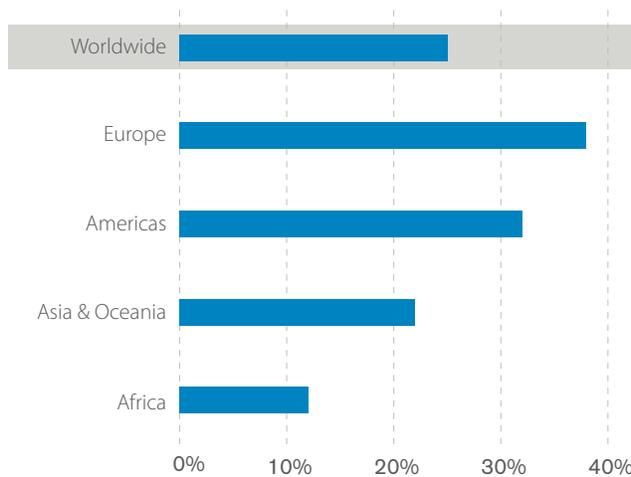


Strengths and Opportunities

On average, OAS member states’ populations indicate a high level of well-being, with particular strengths in social and purpose. However, these results are uneven and have yet to reach those living in disadvantaged rural areas and impoverished urban neighborhoods.²⁰ In fact, poverty reduction may actually be slowing down, despite considerable progress in the last three decades.²¹ Redoubling efforts to improve financial well-being and promoting sustainable urban development represent the main opportunities to enhance overall well-being in the region.

These findings suggest that the OAS development pillar may be particularly relevant from a well-being perspective, even if, in the OAS region, this focus cannot be entirely dissociated from the remaining three pillars: democracy, human rights, and security.²²

Figure 2. Payroll to Population rate by region (2013 Gallup World Poll)



The bar chart shows the Payroll to Population rate for four major regions and the global average. The Payroll to Population rate measures the percentage of the adult population who are employed full time for an employer.

ORGANIZATION FOR ECONOMIC COOPERATION AND DEVELOPMENT (OECD)

The predominantly advanced economies in the OECD²³ enjoy high well-being levels, particularly financial (38% thriving). Behind this lie the disparate realities of member countries — some thriving, others facing massive unemployment and stagnation. Joblessness is especially harmful to a society’s purpose, the element showing the lowest score in the OECD (25%).

An additional challenge will be adjusting to an aging population and the associated impact on physical well-being — the element with the second-lowest thriving score (26%).

The Five Elements and Demographic Comparisons

The OECD includes countries with diverging well-being levels. Among its five largest countries, the percentage thriving in three or more elements ranges from 11% (Turkey) to 33% (U.S.). These levels are lower in southern European countries such as Greece (10%) and Italy (8%).

At the individual level, the largest gaps are in financial well-being, which is lowest among those not employed (21% thriving). Unemployment has profound effects on well-being: In the OECD, those not employed also have the lowest levels of purpose (16% thriving) and community (24% well-being).²⁴

Advanced economies tend to have more engaged workforces,²⁵ boosting the purpose element relative to developing countries. Higher percentages in the OECD (25%) than worldwide (18%) are thriving in purpose. Financial well-being (38%) is also above the global percentage (25%).

In physical well-being, OECD and global percentages converge, driven mainly by demographics. Rates of thriving in physical well-being decline by age,²⁶ but physical well-being is higher for all age groups in the OECD (see Figure 3). This advantage is neutralized at the aggregate level because the OECD population, particularly in Europe and Japan, is generally older.

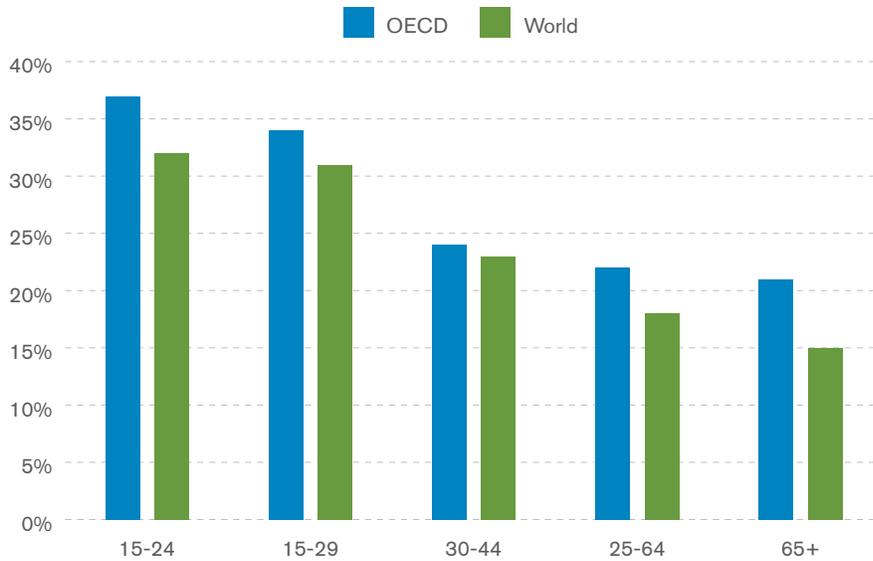
OECD

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	25	52	23	18
Social	30	48	22	23
Financial	38	39	23	25
Community	32	56	12	26
Physical	26	63	12	24

Strengths and Opportunities

OECD member countries account for 59% of global GDP²⁷ and have solid well-being advantages over most other countries. However, they risk losing these advantages if they let a generation languish in unemployment. Job creation, pro-growth reforms, and initiatives such as the OECD’s Local Economic and Employment Development Program²⁸ may represent the best opportunities to promote current and future well-being.

Figure 3. Percent thriving in physical element by age



The bar chart shows the percentage thriving in physical well-being within five age groups. The OECD average is shown in blue, compared with the world average in green. The chart demonstrates that the proportion thriving in physical well-being is higher for the OECD population across all age groups.

CHAPTER 4:

MARKET RECOMMENDATIONS

In this section, we provide recommendations for using well-being data to make improvements within your sphere of influence. We are pleased to see our global well-being data being used by many stakeholders to improve the well-being of individuals, employees, communities, and countries across the world. The well-being questions are designed to provide actionable insights so that leaders can create targeted interventions and identify specific barriers to well-being improvement. Below, we review some of the most meaningful ways in which different organizations are using our well-being data to improve lives within their populations and to benefit from the positive outcomes that well-being produces.

EMPLOYERS

MOVE BEYOND PHYSICAL WELLNESS

By taking a more holistic approach that includes all of the facets of an individual's well-being (purpose, social, financial, community, and physical), local, regional, and multinational corporations of all sizes unlock additional value of their employee base. This value is captured by lowering healthcare costs and increasing organizational performance through individual productivity improvement, and increasing acquisition and retention of employees. Employers who try to improve only physical well-being miss a great deal of that value capture, because the additional elements have been shown to independently affect cost and productivity outcomes. In addition, the various elements of well-being are interrelated and can act synergistically to improve overall well-being. Employers that place holistic well-being at the core of their HR strategy are able to deliver on key performance metrics such as controlling healthcare costs, increasing job performance, reducing unwanted turnover and absenteeism, and raising customer satisfaction.

REMOVE BARRIERS TO WELL-BEING AND PROMOTE POSITIVE CHOICES

Once an organization recognizes the importance of employee well-being improvement, the key question is determining what actions they should take. One effective approach is the identification and removal of barriers to well-being, particularly ensuring that positive well-being options are available, clearly signposted, and culturally acceptable. Two simple examples of this approach are encouraging employers to become involved in the local community through volunteer efforts and outreach, and employers who offer retirement counseling in conjunction with their retirement programs. A more comprehensive approach requires the systematic identification of barriers to well-being and the promotion of positive choices, thus integrating well-being into an organization's beliefs, behaviors, and systems.

ENGAGE LEADERSHIP TO LEAD BY EXAMPLE

Successful well-being initiatives are driven by leaders and champions who lead from the front. Well-being leaders publicly adopt the tenets of well-being themselves, and encourage others to do so. Leaders are also able to coordinate individual actions and articulate an overarching vision and plan, thus building momentum for meaningful and sustainable change. Ultimately, leadership engagement is crucial for a program that seeks to deliver impact.

GOVERNMENT AND INTERNATIONAL ORGANIZATIONS

INCREASE AWARENESS OF EXISTING PROGRAMS

Many governments currently have in place a number of programs that encourage well-being, but many do not yet promote them adequately. Grouping the programs under a cohesive well-being brand and explaining how to access a given program and its benefit to well-being can create a more effective campaign than standalone programs. Ensuring that the right audiences know where and how to find information on government programs not only maximizes the benefits of the investment but also helps make the healthy choice the easy choice.

FACILITATE BEST PRACTICE SHARING

Using the data as a guide, governments are able to identify specific areas with high thriving percentages in each of the five elements. Targeted quantitative and qualitative research can then help identify the local drivers of high well-being, and create insights that can be expanded across other geographies.

CREATE PARTNERSHIPS

Governments and international organizations can use well-being data to determine populations' strengths and weaknesses. This allows governments to create targeted partnerships with groups that can best meet constituents' needs, through education and communication programs, policy changes, or by working directly with the population to improve an element of well-being. Working to improve well-being in tandem with other local entities with high thriving percentages can provide additional momentum, which can lead to better outcomes.

INSURERS

FOCUS ON IMPROVING YOUR POPULATION'S HEALTH THROUGH WELL-BEING EDUCATION AND BEHAVIOR CHANGE

All too often, insurers focus too narrowly on claims and premiums instead of thinking about population health management. Well-being data can provide an effective means to gauge a population's health and its need for healthcare resources, and to measure progress. Additionally, the metric is both predictive and actionable (as opposed to lagging indicators such as claims), which is preferable for building population health management strategies. Well-being data are designed to be actionable so insurers can design population-level interventions to encourage meaningful behavior change and improve health outcomes. In addition, a holistic well-being approach that includes all five elements of well-being can inform strategies to address other factors that drive healthcare costs, such as a lack of social support and financial problems that negatively affect treatment compliance. With well-being data, insurers are able to provide focused educational content and design more effective health-bolstering programs to improve well-being in weak areas and leverage a population's strengths.

ENGAGE YOUR LOW-RISK POPULATION BY CREATING A HOLISTIC EXPERIENCE THAT EXTENDS PAST PHYSICAL HEALTH

For insurers, it can be difficult to engage members who have low-risk profiles, as this group generally has fewer interactions with health plans. A focus on holistic well-being can provide an effective strategy for communicating consistently, demonstrating value, and increasing retention. Educating your population on the elements of well-being and small lifestyle changes can not only improve health outcomes but also increase satisfaction and an insurer's relevance to low-risk individuals by improving their quality of life.

DIFFERENTIATE YOURSELF WITHIN THE MARKETPLACE

Insurers with a well-being strategy are able to differentiate themselves from competitors through a more complete and robust value chain. A more holistic definition of health improvement that focuses on all five elements of well-being improvement provides a health plan with a unique value proposition extending beyond the typical concentration on claims and premiums. Well-being provides insurers with an obvious value proposition to all individuals, regardless of risk profile, and a means to demonstrate that the insurer sees each customer as a whole person and wants to promote not just better health outcomes, but a better quality of life. A more holistic definition of health using well-being ensures that a health plan can offer a positive impact to all of its members, regardless of risk profile, in a positive way.

NGOS

EDUCATE THE PUBLIC ON THE ELEMENTS OF WELL-BEING

NGOs are well positioned to promote well-being measurement and improvement programs, especially within developing countries. Several NGOs are already doing this: For example, the OECD has published global well-being data in the Better Life Index, and the Legatum Institute is promoting well-being measurement as an adjunct to the traditional economic measurement of GDP. NGOs can help drive public awareness of well-being and engagement in programs as a path to improving lives.

INCORPORATE WELL-BEING LESSONS INTO EXISTING PROGRAMS

Some of the most effective approaches embed well-being improvement into existing or planned programs. Furthermore, we know that considering all five elements in conjunction creates far greater impact than tackling each element in isolation. In particular, NGOs are well placed to coordinate the actions of individual stakeholders (government, private, etc.) in complex multi-stakeholder well-being improvement programs; this can help ensure that individual stakeholder actions come together to create the greatest possible benefits.

IMPLEMENT TARGETED PROGRAMS

NGOs often bring strong local knowledge and extensive contacts. Combined with evidence-based solutions, these assets help accelerate the localization process, which is crucial for creating impact.



CHAPTER 5: COUNTRY PROFILES

This chapter presents in-depth profiles on the well-being of 50 countries. These countries represent a cross-section of regions, socio-economic statuses, and well-being levels. Countries are grouped by region.

Each country profile contains an overview of well-being across the five elements as well as significant demographic differences between groups in a country and their regional counterparts. Demographic differences must have a minimum reportable n size of 300 per demographic group in order to be reported.

The profiles discuss both macro and micro issues that may affect well-being in a particular element or across elements, and provide some suggested areas for well-being improvement.

THE HIGHEST WELL-BEING COUNTRIES: PANAMA, COSTA RICA, AND DENMARK

Panama, Costa Rica, and Denmark are the only countries in the world in which at least 40% of residents are thriving in three or more elements of well-being. Of these, Panama stands out, with 61% of residents thriving in three or more elements, while Costa Rica and Denmark are at 44% and 40%, respectively, compared with the global average of 17%.

In view of the wide variance in thriving between these top countries and the world overall, there is enormous opportunity to improve well-being across the globe. One step in pursuing this opportunity is to look at some of the factors that these countries — and other countries with above-average thriving levels — share. Then, as suggested elsewhere in this report, leaders can use the data for their countries to help identify priority areas to address, and to determine — with the help of comparative data and best practices from other countries — how best to apply their resources.

In Panama, Costa Rica, and Denmark, certain commonalities stand out. Each has a stable government and a highly educated population (school life expectancy of 12 to 15 years and literacy rates from 94% to 99%). All three countries also have positive or low negative migration rates, which may be related to their having stable or growing economies, political stability, relative safety, and access to basic services. Cultural attributes such as a high level of positivity may affect perceptions of well-being. Social safety nets, whether provided by an official source (e.g., the government) or closer to home by families and/or communities, may also contribute to the exceptional levels of well-being in these countries.

AMERICAS



An examination of well-being in the Americas must grapple with the diversity and contradictions of a region housing one-seventh of the world’s population and almost one-third of its GDP.²⁹ In this socially and family-oriented region, social well-being is the best-performing element, with 43% of the population thriving. Generally high economic participation in the region also helps explain the good performance in purpose well-being (37% thriving).

However, with the world’s highest levels of income inequality,³⁰ the Americas encompass both great wealth and significant pockets of poverty. Financial well-being is the element in which most people are suffering (30%).

AMERICAS

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	37	48	15	18
Social	43	44	13	23
Financial	29	41	30	25
Community	37	50	14	26
Physical	36	56	9	24

The division between a developed north and a developing south is the most obvious driver of well-being differences in the Americas. The well-being gap is particularly large for financial well-being, with high thriving levels in northern countries (U.S., 39%; Canada, 52%), and relatively low levels in southern countries (Brazil, 19%; Colombia, 20%) and among those in non-office occupations (15% thriving).

More generally, extreme poverty remains a significant challenge, posing a substantial negative impact on financial well-being (19% thriving) for those living on less than \$1.25 (ID) per day.

There are also important north-south differences in community well-being, which is lowest in southern countries with rising insecurity levels such as Venezuela (26% thriving), as well as among specific demographic segments such as those who are not employed (28% thriving) and those living in urban (33% thriving) or suburban (30% thriving) areas. These percentages may reflect the plight of those living in disadvantaged neighborhoods, particularly in Latin America’s mega-cities, with their high levels of crime, traffic, and pollution.

The gap between south and north may be reversed for elements such as purpose, with southern countries such as Brazil (45% thriving) outperforming the U.S. (34%) and Canada (36%). Similarly, social well-being is generally higher in the south, with Brazil (52% thriving) and Argentina (49% thriving) showing higher well-being levels than the U.S. (41% thriving) and Canada (39% thriving). In physical well-being, the south also outperforms Northern Hemisphere countries. Canada’s population of thriving (28%) is lower than all countries in the Americas with the exception of Peru (20% thriving) and Haiti (9% thriving). The U.S. is marginally better (32% thriving in physical well-being), but still in the bottom quartile of countries thriving and in the top quartile of countries suffering (11%).



ARGENTINA

Argentines are significantly more likely to be thriving in three or more elements of well-being than their global counterparts (33% vs. 17%); however, within the Americas, they are on par with their regional neighbors (both 33%). The country has a rapidly growing middle class and has made progress toward poverty reduction in recent years. Well-being in 2013 may have been impacted by these measures.

Argentines enjoy high living standards and access to education and basic healthcare — despite serious macroeconomic issues affecting the country, including inflation. After the International Monetary Fund censured Argentina for its questionable financial statistics in 2013, the government announced a new consumer price index that puts mean annual inflation at a staggering 55% — a number that is still below many economists’ estimates.³¹

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

High inflation levels may help explain why, despite Argentina’s relatively high per capita GDP, its residents are no more likely than those in the Americas overall to be thriving in financial well-being (27% vs. 29%, respectively). About three in 10 Argentines (31%) are suffering in financial well-being, while 42% are struggling.

Thirty percent of Argentines are thriving in community well-being — below the regional percentage of 37% — and 12% are suffering. Rising crime may help explain the relatively low thriving figure, though other countries in the region are also affected by high crime levels. Street and residential crime, which are becoming increasingly common and more violent than in the past, however, may be particularly salient to Argentines’ perceptions of their communities.

Argentines are more likely to be thriving in social well-being than in any other element. This pattern also

holds for the Americas overall, but Argentines’ social well-being outpaces the regional percentage (49% vs. 43%). Only one in 10 Argentines are suffering in social well-being. In Argentina, social well-being is relatively high regardless of gender, age, or marital status. The proportions of Argentines thriving in physical well-being (34%) and purpose well-being (41%) are relatively close to the regional percentages, but Argentines are somewhat more likely than residents of the broader region to thrive in purpose well-being (37%).

ARGENTINA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	41	45	14	37	18
Social	49	41	10	43	23
Financial	27	42	31	29	25
Community	30	58	12	37	26
Physical	34	56	9	36	24

STRENGTHS AND OPPORTUNITIES

With presidential elections to be held in 2015, the Kirchner administration may use its previous strategy of winning votes by increasing public spending and social programs.³² Though this may have a positive effect on some Argentines’ well-being in the short term, it could also exacerbate the country’s inflation problem and lead to negative consequences for financial well-being among Argentina’s growing middle class, who don’t stand to benefit from the expansion of social programs.



BRAZIL

Since mid-2013, rising frustration among many Brazilians has been reflected in massive street protests to register their discontent with a broad array of issues, including rising prices and poor public services.³³ Brazil's economy has decelerated sharply since 2011 after a 10-year boom, forcing the government to cut back on infrastructure projects even as it was spending considerable sums to host the Olympic Games and the World Cup.³⁴

About four in 10 Brazilians (41%) are suffering in financial well-being. Not only is that figure much higher than Brazilians' suffering percentage in any other element, but it is also significantly higher than the regional suffering figure for the Americas overall (30%) — a remarkable finding given that Brazil was, until a few years ago, considered Latin America's biggest economic success story.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Brazilians' financial well-being is alarmingly low, and demographic differences among the results imply that despite the government's success in lifting millions of Brazilians out of extreme poverty with the help of welfare programs such as Bolsa-Família, there is progress yet to be made in addressing structural inequalities. Brazilian women are more likely than Brazilian men to be suffering in financial well-being — 46% vs. 36%, respectively. Similarly, residents of rural areas are more likely than urban Brazilians to be suffering (44% vs. 36%). Each of these gaps is larger than those in the regional results for the Americas.

In contrast to the financial element, Brazilians are more likely to be thriving in social well-being, at 52%, than in any other element. This finding also holds for the Americas overall, though Brazil's thriving percentage exceeds the regional figure of 43%. Further, there is no significant variation among demographic groups in Brazil with regard to social well-being, implying that close ties with family and friends are prevalent throughout the population.

The percentage of Brazilians thriving in purpose well-being (45%) is also higher than the corresponding regional figure for the Americas (37%). In many countries, purpose well-being — which gauges the likelihood to experience fulfillment in one's day-to-day activities — is related to residents' employment status. In Brazil, 49% of those who are employed are thriving in purpose well-being, versus 39% of those who are not employed. Gallup's 2011-2012 global study of employee engagement found that engaged employees outnumber those who are actively disengaged by more than two to one — 27% vs. 12%, respectively; this was one of the most favorable ratios among 19 Latin American workforces included in the study.³⁵

BRAZIL

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	45	41	13	37	18
Social	52	38	9	43	23
Financial	19	41	41	29	25
Community	41	44	15	37	26
Physical	44	49	6	36	24

Healthcare is a constitutional right in Brazil, and public health services are free to all residents, helping explain Brazilians’ relatively favorable results in physical well-being. Forty-four percent are thriving in this element, significantly higher than the regional figure of 36%, while just 6% are suffering. Brazilian authorities sponsor seasonal health campaigns such as vaccinations, physical activity days, and healthcare in schools. The government has also instituted programs for family healthcare and the “Mais Médicos” program — a program that imports Cuban doctors to ease the shortage of doctors, especially in deprived areas.³⁶

Well-Being Element	Demographic Indicator	Brazil Thriving (%)	Regional Thriving (%)
Purpose	Living Situation: Large city or suburb	49	36
Social	Living Situation: Large city or suburb	57	42
Financial	Marital Status: Married or domestic partner	17	30
Community	Gender: Male	43	36
Physical	Gender: Male	50	37

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

Brazilians are closer to the residents of the Americas overall when it comes to community well-being; 41% of Brazilians are thriving in this element versus 37% in the broader region. Just 15% of Brazilian adults are suffering in this element; however, urban residents are more than twice as likely to be suffering as those living in rural areas

(24% vs. 11%). The difference may be related to higher rates of violent crime in urban centers.³⁷

STRENGTHS AND OPPORTUNITIES

Improving Brazilians’ financial well-being will be a formidable task in the current economic climate. The administration elected in October 2013 will need to focus on issues that have led investment and business development in the country to dry up in recent years, such as its onerous tax code and ongoing infrastructure deficiencies.

In the meantime, the challenge will be to sustain the impressive progress Brazil has made in other areas of well-being, particularly in physical health. The population has seen a dramatic reduction in chronic diseases and maternal and child mortality since the country adopted its Unified Health System in 1988.³⁸ However, more affluent Brazilians pay for private healthcare, which tends to be superior to and more reliable than public care.³⁹

Improving Brazilians’ financial well-being will be a formidable task in the current economic climate.

Such inequalities may be heightened to the extent that public services like healthcare are defunded as a result of the current economic crisis. Brazilians’ satisfaction with their local healthcare and education systems has already fallen significantly since 2010.⁴⁰ If these trends persist, the frustration on display in Brazil’s streets over the past year may well continue.



CANADA

The International Monetary Fund currently ranks Canada as the 10th wealthiest nation in the world in GDP per capita. Canadians’ high financial well-being reflects this wealth. With 52% of Canadians thriving in this element, Canada is the highest in the Americas; the U.S. is in a distant second place, with 39%. Canada is one of only eight countries worldwide where a majority are thriving in financial well-being.

Although Canadians have the highest life expectancy in the Americas,⁴¹ this is not reflected in their perceptions of their physical well-being. The Public Health Agency of Canada is actively promoting healthy living programs across the country that may help close the sizable gap that Canadians have relative to the rest of the Americas in this element.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Canadians are stronger in financial well-being than in any other element. The percentage thriving (52%) in Canada is 13 points higher than in the U.S., 23 points higher than the regional percentage for the Americas, and more than double the global percentage. This likely reflects the overall economic prosperity that Canadians have enjoyed even in light of the economic downturn in the last several years.

Canada also outpaces the globe in thriving rates for all five elements and is on par with the Americas region in purpose, social, and community well-being. Canadians outpace the region and the rest of the world in community well-being (43% of Canadians are thriving, versus 37% in the Americas and only 26% globally).

CANADA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	36	52	12	37	18
Social	39	46	14	43	23
Financial	52	32	16	29	25
Community	43	48	9	37	26
Physical	28	64	8	36	24

Canadians fare least well in physical well-being. Fewer than three in 10 Canadians (28%) report physical well-being scores high enough to qualify as thriving, which is significantly lower than the 36% who are thriving regionally. Canadians, however, are about as likely as Americans (32%) to be thriving. Canadians who are employed are less likely to be thriving (31%) than others in the region who are employed (40% in the Americas, including 36% in the U.S.). Across the region, however, those who are not employed are far less likely to be thriving in this element than those who are employed.

STRENGTHS AND OPPORTUNITIES

With high levels of financial and community well-being, Canadians have the opportunity to use these strengths to improve their physical well-being. Financial security can reduce stress, and may also increase access to more healthy and organic food choices as well as different types of exercise and activity, which bolster physical well-being. Additionally, people who feel safe within their communities are more likely to be physically active. Canadian cities and towns should facilitate community-style physical and social activities, with both formal and informal structures, as an opportunity to help their residents boost their physical and social well-being.

COLOMBIA

Gallup has found that many respondents in Latin American countries, including Colombia, tend to provide responses that categorize them into higher levels of well-being than their global counterparts. Colombians are significantly more likely to be thriving in three or more elements of well-being than their global counterparts (32% vs. 17%). They are on par with their regional neighbors (32% vs. 33%).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Relatively high economic growth is not benefiting Colombians equally; even as poverty and unemployment have declined, inequality remains stubbornly high. This income inequality, in tandem with unemployment that is still high by Latin American and OECD standards, may help explain why Colombians are less likely to thrive in financial well-being than most other countries in the region. The percentage of Colombians who are thriving (20%) in financial well-being is lower than the percentage for the region (29%). Just over three in 10 Colombians are suffering in this element, which is more in line with regional levels (32%). Rural Colombians — which likely includes many of the farmers who protested en masse in 2013, demanding government support and credits — are about half as likely to be thriving in financial well-being (14%) as urban Colombians (25%).

In all other elements, Colombians are no less likely to be thriving than their counterparts across the region. Almost four in 10 Colombians are thriving in purpose well-being (39%), social well-being (46%), and physical well-being (38%). While the

37% of Colombians who are thriving in community well-being is on par with the Americas as a whole, and higher than the global percentage (26%), the bulk of Colombians are struggling (52%) or suffering (11%). Rural Colombians (34%) are somewhat less likely than urban Colombians (40%) to be thriving in community well-being, which may reflect safety concerns with the ongoing presence of the Revolutionary Armed Forces of Colombia (FARC) guerrillas in largely rural areas.

COLOMBIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	39	49	12	37	18
Social	46	45	9	43	23
Financial	20	48	32	29	25
Community	37	52	11	37	26
Physical	38	55	7	36	24

STRENGTHS AND OPPORTUNITIES

With the exception of financial well-being, 12% or less of Colombians are suffering in any element. Yet, there are plenty of opportunities to support the thriving portion of Colombia's population and to improve the well-being of those who are struggling or suffering.

Juan Manuel Santos' re-election was deemed a mandate for his continued efforts to work for achieving peace between Colombia's government and FARC guerrillas, which could help improve stability and overall well-being in Colombia. However, Colombia must also work to combat common crimes, which affect people's perceptions of their communities — this is a critical opportunity to directly impact well-being positively. Additionally, deliberate plans to address the financial inequities that plague the country could raise Colombians' perceptions of their financial well-being; these might include investing government funds outside of the large urban areas that already hold 70% of Colombia's jobs.⁴²



COSTA RICA

Costa Ricans' well-being in 2013 outpaced nearly all countries and areas surveyed in the Global Well-Being Index study. Costa Rica ranks second in the world in thriving in three or more elements, and only Panama surpasses Costa Rica in thriving in purpose, social, and physical well-being.

Many factors may contribute to Costa Rica's well-being levels. The positivity present in many Latin American countries is also present in Costa Rica. Costa Rica's decision several decades ago to invest in education rather than in a military has paid off, with some of the highest literacy rates for both men and women in Latin America. The country is one of the safest in the region. It has managed to attract foreign investment in highly desirable industries, such as hardware and software development.

The only elements in which Costa Ricans do not achieve one of the 10 highest percentages of thriving are financial and community well-being. Rising unemployment and fear of not having a steady income source may affect Costa Ricans' perceptions of their financial well-being. Among Latin American countries, only Colombia (10%) surpassed Costa Rica's 2013 third-quarter unemployment rate of 9%. Rising inflation may also influence Costa Ricans' financial well-being. Inflation reached 5.2% in 2013,⁴³ the highest level seen since 2010.⁴⁴

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Employed Costa Ricans are significantly more likely to be thriving in purpose well-being than are residents who are not employed (54% vs. 44%, respectively). They are also more likely to be thriving in social (62% vs. 54%) and physical well-being (50% vs. 40%).

Costa Ricans who are single, separated, divorced, or widowed are more likely to be thriving in financial well-being (33%) than those who are married or in a domestic partnership (24%). Those living in a city or suburb (33%) are also more likely than their rural counterparts (25%) to be thriving in financial well-being.

In physical well-being, those younger than 45 (51%) are more likely to be thriving than those aged 45 and older (36%). Likewise, Costa Ricans who are

single, separated, divorced, or widowed (51%) are more likely to be thriving than those who are married or in a domestic partnership (40%). Those who are employed (50%) are more likely to be thriving than those who are not employed (40%).

COSTA RICA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	50	40	10	37	18
Social	58	32	10	43	23
Financial	28	43	29	29	25
Community	45	41	14	37	26
Physical	45	49	5	36	24

STRENGTHS AND OPPORTUNITIES

Strong family and social networks contribute to higher well-being perceptions than those held in other regions. However, differences seen among demographic groups in physical well-being offer an opportunity to address gaps in this element. Additionally, concerns about rising unemployment and inflation could continue to affect financial well-being.



MEXICO

In 2010, Mexico overtook the U.S. as the country with the largest percentage of overweight adults in the world.⁴⁵ One-third of its population are obese, and seven in 10 Mexican men and women are overweight, according to the U.N.'s Food and Agriculture Organization. Mexico's childhood obesity rate is even more alarming. The rate has tripled in the last 10 years, and now, one-third of all teens in Mexico are obese. This trend is likely linked to the widespread availability of cheap, processed food; a change in diet away from grains and produce in the last two decades; and an increasingly sedentary lifestyle and lack of exercise for many Mexicans. High rates of diabetes have accompanied the increase in obesity, with more than 10 million of Mexico's adult population (or one in six adults) estimated to have the disease. Mexico has the sixth-highest diabetes rate in the world.⁴⁶ Diabetes and heart disease are the two most common causes of death in Mexico.⁴⁷

Despite the dramatic increase in obesity rates, the country continues to face enormous poverty. While Mexico has seen considerable economic development and the growth of a middle class in the past two decades after signing the North American Free Trade Agreement (NAFTA) with the U.S. and Canada, the number of poor Mexicans remains very high — about 53 million in 2012, or 45.5% of the population, according to Coneval, Mexico's social-development council.⁴⁸ Economists believe that weak economic growth, low wages, and high food prices are chiefly responsible for widespread poverty in Mexico.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

In spite of Mexico's bleak and deteriorating health picture, just 5% of Mexican adults rate their health and their levels of activity and productivity poorly enough to be considered suffering in physical well-being. An additional 55% are struggling and 41% are thriving in physical well-being — more than in any other element. Mexico's percentage of residents thriving in physical well-being is slightly higher than that of the Americas overall (36%) and is 17 points higher than the 24% global figure. These numbers might indicate that many Mexicans are still not

MEXICO

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	33	51	16	37	18
Social	35	50	14	43	23
Financial	30	49	21	29	25
Community	37	52	11	37	26
Physical	41	55	5	36	24

fully aware of the serious health risks related to obesity. Mexicans younger than 45 years of age significantly outperform older Mexicans in all elements of well-being, but the gap is largest in physical well-being, with 49% of the younger cohort thriving versus 22% thriving for those aged 45 and older.

With almost half of the population living in poverty,⁴⁹ Mexicans are least likely to be thriving in financial well-being (30%) and most likely to be suffering in this element (21%). This pattern also holds for the region, with many countries in the Americas reporting high levels of income inequality. Mexican women are more likely to suffer financially than are Mexican men (24% vs. 16%, respectively).

Mexicans' thriving level in community well-being (37%) is also generally on par with the Americas region.

Well-Being Element	Demographic Indicator	Mexico Thriving (%)	Regional Thriving (%)
Purpose	Age: 45+	23	36
Social	Age: 45+	25	41
Financial	Age: 45+	25	32
Community	Marital Status: Single, separated, divorced, or widowed	40	34
Physical	Age: 45+	22	29

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

They lag behind the region in sense of purpose (33% vs. 37%) and social well-being (35% vs. 43%). In sharp contrast to the region overall, older residents of Mexico are considerably less likely to be thriving in these two elements. Just about a quarter of Mexicans aged 45 and older thrive in purpose well-being

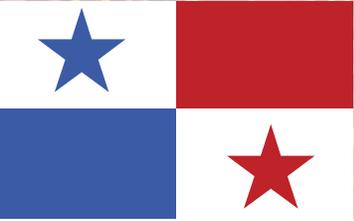
and social well-being, compared with about four in 10 among the younger generation. Abuse of the elderly is becoming increasingly common in an aging Mexican society. Experts and Mexican officials warn of an increasing frequency and intensity of physical and verbal abuse of the elderly, from both family members and outsiders. In addition, many of Mexico's elderly citizens suffer from being neglected, are at high risk of falling victim to crime, and are often being treated in a disrespectful manner, which in turn undermine their self-esteem and increase their vulnerability.

According to the latest census, Mexico currently has 10.6 million elderly citizens. Put differently, 9% of Mexico's total population is older than 60. The great majority of them, 7 million, live in poverty, and 800,000 live in extreme poverty. Despite an aging population, the country currently only has 350 geriatricians.⁵⁰ As a result, health workers with inadequate preparation, such as nurses or social workers, often treat the elderly.

STRENGTHS AND OPPORTUNITIES

Mexican officials have started to address the problem of increasing cases of mistreatment of elderly citizens. The government of Mexico City created the post of attorney for the care of elderly persons; this individual has received 8,000 complaints of abuse within the last two years. In addition, the city's authorities also established a 24-hour hotline to handle complaints and provide counseling.⁵¹

There are also government and private efforts currently under way to educate the population on healthy nutrition and physical exercise. The federal government is spending up to 7% of its budget on these programs, especially targeted at low-income communities. The "wrestling vs. obesity" campaign and campaigns with the Mexican Football Federation are two awareness programs specifically targeting children and teens.⁵² Taxes on soft drinks and junk food are also part of the government's drive to fight obesity. This measure, however, caused some controversy since higher food prices hit the poor particularly hard.⁵³



PANAMA

Panama leads the world in four of the five well-being elements (purpose, social, community, and physical). Sixty-one percent of Panamanians are thriving in three or more elements — 17 percentage points ahead of the next highest country, Costa Rica (44%).

Factors contributing to this peak level of global well-being may include Panama’s Latin American cultural predisposition that is associated with higher levels of positivity than other regions.⁵⁴ Its relative political stability, a strong and growing economy with an unemployment rate of 4.5% in 2013, and investments in national development may also be contributing factors. Panama is also able to invest resources in other areas of the state rather than a full security system. The country does not have a standing army; Panama receives security support from the U.S. to help safeguard the Panama Canal.

Despite Panama’s strong economy, the percentage of Panamanians thriving in financial well-being (32%) is roughly half as high as the percentages thriving in purpose, social, and physical well-being. Panamanians are most likely to be suffering in financial well-being (26%). Panama struggles with a high poverty rate, with 37% of the population living below the poverty line and 19% living in extreme poverty.⁵⁵ Financial inequality is also pervasive, with rural and indigenous populations particularly vulnerable.⁵⁶

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

There are significant differences in well-being among various demographic groups in Panama in purpose, financial, and physical well-being. Those younger than 45 are more likely to be thriving in purpose well-being (70%) than their counterparts aged 45 and older (60%).

In financial well-being, men (38%) are more likely to be thriving than are women (27%). Those who are single, separated, divorced, or widowed are more likely to be thriving in financial well-being (36%) than those who are married or in a domestic partnership (29%).

Panamanians younger than 45 (68%) are also more likely to be thriving in physical well-being than those aged 45 and older (55%). Those who are not employed are more likely to be thriving in this element (68%) than their employed counterparts (61%).

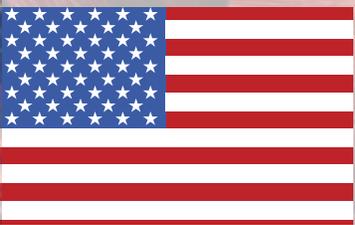
PANAMA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	66	27	7	37	18
Social	68	24	8	43	23
Financial	32	42	26	29	25
Community	58	34	8	37	26
Physical	63	32	5	36	24

STRENGTHS AND OPPORTUNITIES

Panamanians have extremely high levels of purpose, social, community, and physical well-being. There are opportunities for further understanding: why residents provide responses that indicate such high levels of well-being and how much is attributable to culture versus other factors.

However, financial well-being is a struggle, with work to be done in addressing both poverty and inequality. Targeted approaches are needed to help women achieve financial stability and reach levels of well-being on par with men.



UNITED STATES

The U.S. in 2013 had good-but-not-great well-being compared with the rest of the world, with about one-third of its citizens thriving in three or more elements. This percentage compares favorably with the 24% found in OECD countries, and is similar to the Americas' regional percentage.

Globally, the U.S. ranks in the top 20 worldwide in purpose and social well-being, with strong levels of thriving and relatively low suffering in each element that set it apart. In other areas of well-being, however, the U.S. does not stand out. The percentage of American adults who are suffering in physical and community well-being is comparable to global levels. In the Americas region, suffering in community well-being is also similar to that reported in the U.S.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

In the U.S., more than four in 10 adults (41%) are thriving in social well-being, placing the U.S. among the top 20 globally for this element. People who are thriving in this element have support systems that give them positive energy and encourage their health. More women than men report thriving in social well-being, revealing a clear gender gap in social support networks. Marital status also yields modest differences: 17% of U.S. adults who are single, separated, divorced, or widowed are suffering in social well-being, compared with 13% who are married or have a domestic partner.

Community well-being in the U.S. is consistent with the Americas region, with 37% thriving and 15% suffering.

As with social well-being, U.S. women tend to be more connected to their communities than men, but the bigger distinguishing factors are having a spouse or life partner and being aged 45 and older. Large gaps exist between the two groups — much larger than regional differences — and illustrate a deficit in community connectedness among younger, single American adults that is much less pronounced elsewhere. And, while U.S. adults in large cities have higher overall well-being than those in rural areas or small towns,⁵⁷ the opposite is true when it comes to community well-being, where a large gap exists both in the U.S. and across the Americas region.

With 34% of Americans thriving and 15% suffering in purpose well-being, this element, along with social well-being, is strongest among the five elements when comparing the U.S. with all other countries. As with community well-being, it is found at somewhat higher levels among Americans aged 45 and older and among those who are married or in domestic partnerships.

Levels of well-being in the U.S. are the most dichotomized in the financial element. While nearly four in 10 Americans (39%) report high (thriving) financial well-being, nearly one in four (24%) are suffering, greater than any other element. And while the U.S. has the largest GDP in the world and the 10th highest GDP per capita,⁵⁸

UNITED STATES

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	34	51	15	37	18
Social	41	45	14	43	23
Financial	39	37	24	29	25
Community	37	48	15	37	26
Physical	32	57	11	36	24

Well-Being Element	Demographic Indicator	U.S. Thriving (%)	Regional Thriving (%)
Purpose	Age: <45	30	37
Social	Gender: Male	34	41
Financial	Marital Status: Married or domestic partner	43	30
Financial	Living Situation: Rural area, farm, small town, or village	40	27
Community	No statistically significant differences		
Physical	Gender: Male	30	37
Physical	Age: <45	33	40

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element. The U.S. has two demographic groups with the same percentage-point difference within one or more elements, and therefore Gallup has listed both groups in this table.

it ranks 34th in terms of the fewest adults who are suffering (24%), including 23% among those who are employed.

Finally, physical well-being is the weakest link among the five elements, worse than regional norms and only marginally better than the global percentage. The deficit comes from Americans

younger than age 45, among whom only 33% are thriving, compared with 40% in the region.

STRENGTHS AND OPPORTUNITIES

The proportion of U.S. adults who report high purpose well-being is consistent with Gallup’s finding that the U.S. has one of the most engaged workforces in the world.⁵⁹ While well-being is generally associated with engagement, it is particularly manifested in purpose, which is characterized by dimensions of natural right fit and learning and growth — both common within an engaged workforce; the U.S. may be able to leverage these strengths to help raise well-being in other elements, such as financial and community.

Financial well-being is arguably the biggest area of challenge for the U.S., with 24% of its adult population suffering in this element. The Employee Benefit Research Institute reported in 2013 that 34% of U.S. adults don’t save anything for retirement,⁶⁰ while a Bankrate report concludes that 27% have zero personal savings.⁶¹ Personal debt is also a serious challenge: 39% of Americans carry credit card debt from month to month, with an average credit card balance of over \$8,200, while 33% of adults do not pay all of their bills on time.⁶² These statistics underscore that too many American adults are struggling to live within their means, which is fundamental to financial well-being.

Physical well-being is also a challenging element in the U.S. Rising obesity is just one example: Obesity has risen more than two percentage points to an astonishing 27.7% from early 2008 to mid-2014.⁶³ The U.N. Food and Agriculture Organization⁶⁴ estimates in its 2013 report that the U.S. has the second highest obesity level in the hemisphere, edged out only by Mexico, and further illustrating the challenges that the U.S. faces in managing and improving the physical well-being of its citizenry. The U.S. may be able to address low physical well-being by leveraging relatively high social well-being to support physical health initiatives — or exploring possible changes in infrastructure or initiatives used successfully in countries with higher physical well-being.



VENEZUELA

Venezuelans’ well-being is a dichotomy between global strength and regional weakness. Cultural factors may impact Venezuelans’ responses to the Global Well-Being Index questions that put them in a category of relative global strength in well-being, listed at #19 globally in thriving in three or more elements. However, when compared with regional neighbors, Venezuelans perform worse in financial and community well-being.

Venezuela has some of the highest homicide and inflation rates in the world. And despite a general decline in murder rates across South America, the ongoing political and economic turmoil has contributed to a surging murder rate in Venezuela. In 2012, the official murder rate increased to 53.7 murders per 100,000 inhabitants.⁶⁵

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

High levels of inflation and crime may be contributing to lower financial well-being. Just 19% of the country’s adult population are thriving in financial well-being, and a staggering 41% are suffering financially. Financial well-being is a lot higher in the Americas overall: 29% of residents are thriving, and 30% are suffering. Venezuelan women and residents of small towns or rural areas are particularly likely to suffer financially (46% and 48%, respectively).

Only 26% of Venezuelans thrive in community well-being, versus 37% in the region. Venezuelans below the age of 45 and those living in small towns or rural areas are more likely to thrive in this element (28% and 32%, respectively). Recent studies⁶⁶ and the Gallup World Poll have demonstrated that high crime rates suppress social cohesion at the community level. In

Venezuela, high murder rates have led to widespread insecurity; just 19% of Venezuelans feel safe walking alone in their neighborhoods at night — the lowest percentage in the world.

A silver lining for the troubled country is its higher level of thriving in purpose well-being among Venezuelans compared with residents of the Americas overall (43% vs. 37%). Venezuelans’ social and physical well-being are on par with regional averages.

STRENGTHS AND OPPORTUNITIES

President Nicolas Maduro has tried to reign in hyperinflation by increasing state control over the economy, including banning price rises, but these measures have failed to substantially improve Venezuelans’ financial well-being or to ease discontent. The Maduro administration has also pushed through reforms to centralize the police force in order to fight crime more effectively. However, so far these reforms don’t seem to have alleviated Venezuelans’ fears of falling victim to crime. Meanwhile, clashes between protesters and police continue, leaving Venezuela with tough challenges and a long road to stability — a prerequisite for societies’ well-being.

VENEZUELA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	43	45	12	37	18
Social	40	48	12	43	23
Financial	19	40	41	29	25
Community	26	63	11	37	26
Physical	35	59	6	36	24

ASIA



The broader Asia region is the world’s most populous, and it encompasses several of the wealthiest, most developed nations on Earth, including Japan, New Zealand, and Australia, and some of the poorest and least developed, such as Afghanistan, Bangladesh, and Pakistan.⁶⁷

Asian respondents have slightly lower levels of well-being compared with global percentages. In purpose well-being (13%) and social well-being (19%), respondents are four or five percentage points below the global percentages (18% and 23%, respectively) in thriving.

Wide disparities exist throughout the region. New Zealand has the highest percentage of respondents thriving in three or more elements, at 30%, followed by Australia at 28%. Respondents in Afghanistan have the lowest level of thriving in three or more elements (1%).

The Philippines, New Zealand, Australia, and Thailand top the region in thriving purpose well-being. The Philippines has the region’s highest purpose well-being percentage, at 32%. Filipinos have historically reported high positivity related to employment, with 65% reporting that it was a good time to find a job in 2013 and 63% reporting so in 2011.⁶⁸

ASIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	13	55	31	18
Social	19	54	27	23
Financial	25	48	27	25
Community	25	64	11	26
Physical	23	68	9	24

Australia, New Zealand, Japan, and Taiwan have the highest thriving levels of financial well-being in the region. Nearly half of respondents in each country are thriving, roughly double the thriving level of the Asia region overall (25%).

Forty-three percent of Mongolians and 42% of Vietnamese thrive in social well-being, more than double the regional percentage of

19%, while less than half of 1% of residents in Afghanistan are thriving. Sri Lankans are most likely to thrive in community well-being, while residents in Afghanistan and China are least likely. One in four or more in Malaysia, Pakistan, New Zealand, China, Bangladesh, and Australia are thriving in physical well-being, while Cambodians, Bhutanese, and Afghans are least likely to thrive in this element. While the thriving percentage for adults in Asia is slightly below the global percentage, it should be noted that only 9% in the region are suffering in this element, equal with the 9% suffering in the Americas, which is the lowest percentage of suffering in this element globally.

In general, those who are aged 15 to 29, have completed four years of education beyond high school, are in the wealthiest income quintile, or are single and have never been married are most likely to be thriving in a given element.

In contrast, those who are in the poorest income quintile (those who report living on less than \$1.25 (ID) per day), those aged 65 and older, and those who are divorced or widowed are most likely to be suffering in a given well-being element.



AFGHANISTAN

As international forces withdraw from Afghanistan after more than a decade of war and Afghans prepare for a change in leadership, the country's future prospects are grim. Afghans are awash in uncertainty about the country's future security situation and its relative stability once foreign aid and investments level off when the U.S. leaves. Sixty-nine percent of Afghans in the 2013 Gallup World Poll said their standard of living was getting worse, surpassed only in 2011 by the 71% who said so, and most Afghans (61%) said it was a bad time for them to find a job. Against this backdrop, Afghans are the most likely of any population in the world to not be thriving in any element of well-being (75%).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

With less than 1% to 2% thriving in any other elements of well-being, Afghans' strengths lie in community and physical well-being, in which 14% and 12%, respectively, are thriving. But Afghans are struggling much more than their neighbors even in their best areas of well-being, illustrating the social, psychological, and physical toll that more than three decades of continued conflict has exacted. Thriving levels in these

two areas are about half as high as levels in the region (25% and 23%, respectively) — 81% are struggling in community well-being, and 78% are struggling in physical well-being.

Most Afghans (74%) are suffering in financial well-being; a spare few are thriving (2%). With an estimated GDP per capita (PPP) of \$1,100 for 2013, Afghanistan ranks 215th compared with other countries.⁶⁹ In neighboring Pakistan, which ranks 177th in GDP per capita, only 28% are suffering in this element, closer to the regional number (27%).

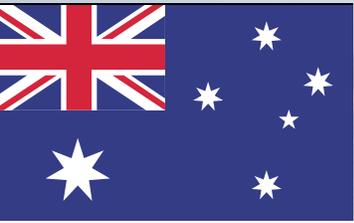
Most Afghans (76%) are also suffering in the area of purpose well-being, while only 1% are thriving. The suffering percentages are more than twice as high as the regional (31%) and global (30%) percentages. More men (80%) than women (72%) are suffering in this element, which may be the result of high joblessness and employment instability for men, while Afghan women's traditional role in society has not changed significantly over time.

STRENGTHS AND OPPORTUNITIES

Afghanistan's highest thriving percentages of well-being are in the physical and community elements, but these are still well below the regional and global numbers. The majority of Afghans are struggling or suffering across all elements of well-being. This underscores the amount of work that needs to be done at the most basic level to create a climate in which Afghans can thrive. Most of this work will fall to Afghanistan's next government, which will need to combat not only worsening violence, but also slow job creation, high corruption, and poor public infrastructure.

AFGHANISTAN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	1	23	76	13	18
Social	0	56	43	19	23
Financial	2	24	74	25	25
Community	14	81	6	25	26
Physical	12	78	10	23	24



AUSTRALIA

Australians' well-being is more comparable to that of residents in wealthy developed countries in Europe and North America than that of those in the Asia region. Australians outperform the region in nearly every element of well-being. The country leads the region by a sizable margin in thriving in their sense of purpose (25% vs. 13% in all of Asia), social (33% vs. 19%), financial (48% vs. 25%), and community (38% vs. 25%) well-being. Australia's continued low rate of unemployment, low inflation, and high standard of living likely contribute to the country's relatively high thriving rates in these well-being elements.

The one area where Australia does not lead Asia or the rest of the world is in physical well-being. Only one in four Australians are thriving in physical well-being, which is on par with Asia (23%) and the percentage for OECD member countries (26%). Australia is experiencing rising obesity rates. The Australian Institute of Health and Welfare (AIHW) estimates that three in five adults and one in four children are overweight or obese. These overall obesity statistics are particularly alarming for Australia's outer regional and remote areas, where obesity rates are estimated at 30%.⁷⁰ Currently, the AIHW estimates that 999,000 Australians have been diagnosed with diabetes at some time during their lives, which represents 4.1% of the total population.⁷¹

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Australians outperform the region in nearly every element of well-being.

The percentage of Australians thriving in financial well-being is among the highest in the world; only eight countries have higher percentages of their populations thriving in this element. Australians are nearly twice as likely to be thriving in financial well-being as their counterparts across Asia.

Several dynamics are likely contributing to the favorable state of financial well-being of Australians. In 2014, according to the International Monetary Fund, GDP growth is predicted to be 2.6% in Australia.⁷² A favorable trade balance and consumer spending made substantial positive contributions to GDP. Additionally, the International Monetary Fund forecasts Australia to outperform all major advanced economies until 2018, with 3% per annum growth predicted

in this period. Unemployment in 2013 remained relatively low compared with many other countries, at 5.6% for the year. Inflation remains contained as well, painting an overall positive economic picture for many Australians.⁷³

After financial well-being, Australians are next most likely to be thriving in community well-being (38%) and social well-being (33%). Both of these thriving rates are far higher than the regional and global

AUSTRALIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	25	59	16	13	18
Social	33	49	18	19	23
Financial	48	32	20	25	25
Community	38	53	9	25	26
Physical	25	65	10	23	24

Well-Being Element	Demographic Indicator	Australia Thriving (%)	Regional Thriving (%)
Purpose	Age: 45+	27	12
Social	Employment Status: Not employed	40	19
Financial	Employment Status: Not employed	52	26
Financial	Marital Status: Married or domestic partner	50	24
Community	Age: 45+	45	24
Physical	Age: 45+	27	17

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element. Australia has two demographic groups with the same percentage-point difference within one element, and therefore Gallup has listed both groups in this table.

percentages, and again they are more comparable with other advanced economies. Individuals aged 45 and older have particularly high thriving rates in community well-being (45% are thriving, compared with 24% in all of Asia and 32% of younger Australians). Australian women are more likely than Australian men to be thriving in social well-being (38% vs. 28%, respectively) and are more likely to be thriving than women in Asia (19%) and women from OECD countries

(32%). Australians aged 45 and older are considerably more likely to be suffering in social well-being (22%) than younger Australians (14%).

One in four Australians (25%) are thriving in purpose well-being, which is nearly twice as high as in the rest of the region (13%), but the same as the percentage for OECD countries (25%).

Even though Australians are outpacing their region in financial, social, community, and purpose well-being, the country does not fare particularly well in the physical element. Those who are not employed (21%) are somewhat less likely to be thriving in physical well-being than those who are employed (27%). Australians who are not employed are also nearly three times more likely to be suffering in this element (17%) than are those who are employed (6%).

According to the Australia Health 2012 report, several trends, both positive and negative, are currently shaping the physical health of Australians. On the positive side, deaths from heart attacks, strokes, and cancer have all decreased, and smoking rates are half of what they were three decades ago (currently at 15%). In addition to the rising obesity rate mentioned earlier, the incidence rate of mental health issues and kidney disease are other health issues that are on the rise.⁷⁴ All told, Australians are spending under 10% of their GDP on healthcare, which is less than other developed countries but about on par with the OECD percentage.⁷⁵

STRENGTHS AND OPPORTUNITIES

Given the relative strength of four of the five well-being elements in Australia's population, the country has an opportunity to use these strengths to improve the physical well-being of its residents. For instance, community and social events that emphasize physical activity and healthy nutrition are an effective way to simultaneously boost physical well-being, while continuing to foster high social and community well-being. Getting worksites and the leaders at those worksites involved in physical well-being activities is another way to engage employees and boost both their physical well-being and purpose well-being at the same time.



BANGLADESH

Unemployment is generally low in Bangladesh, at about 5% in 2012.⁷⁶ But the Asian Development Bank (ADB) estimates as much as 88% of the total jobs in the labor market are informal jobs, which are typically associated with lower wages and productivity, less social protection, and higher vulnerability to poverty.⁷⁷ With 31.5% of the population still living below the poverty line, this means many employed Bangladeshis are working poor.⁷⁸ This situation is likely reflected in their low thriving percentages in purpose well-being (9%) and financial well-being (21%).

It's important to note that the timing of the survey in Bangladesh may have influenced some Bangladeshis' responses. The survey took place only days after a deadly garment-factory collapse in the country's capital, Dhaka, and overlapped with a period of riots and protests tied to the desire for better safety conditions for workers.⁷⁹

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Bangladeshis are more likely to be thriving in community well-being (34%) than in any of the five elements of well-being. They are doing slightly better than the regional and global numbers (25% and 26%, respectively) in this element, but are on par with neighboring India (33%). Bangladeshis also do relatively well in social well-being (22% are thriving in this element), outperforming India (15%) and Pakistan (17%), which is indicative of the presence of strong social networks.

Nearly four times as many Bangladeshis are thriving in community well-being as in purpose well-being (9%), their worst-performing element. Compared with some of their counterparts in South Asia, Bangladeshis are less likely to be thriving in purpose well-being than Indians (16%), as likely to be thriving as Pakistanis (9%), and more likely to be thriving than Afghans (1%).

BANGLADESH

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	9	47	44	13	18
Social	22	47	31	19	23
Financial	21	39	40	25	25
Community	34	59	7	25	26
Physical	25	58	16	23	24

The ADB estimates monthly incomes among Bangladeshis in the informal economy are at least 35% lower than those in the formal economy, so it is not that surprising that Bangladeshis are more likely to be suffering in financial well-being (40%) than is typical for the broader region (27%).⁸⁰

STRENGTHS AND OPPORTUNITIES

Improving Bangladeshis' purpose well-being will be a significant challenge, with nine in 10 suffering or struggling in this element. Jobs offer a way out of poverty, but in Bangladesh and other developing countries, most of the working poor are engaged in informal employment. Better education and training are key areas for improvement. In Bangladesh, those with at least some secondary education are more likely to be employed in the formal sector. In addition, policies and programs need to focus on creating opportunities for safe and sustainable work, with more efforts to extend social safety net benefits to their workers.



CHINA

As the world’s most populous nation and second largest economy, China factors heavily in any effort to evaluate well-being on a global scale. Rapid economic growth over the past two decades has lifted millions of Chinese out of poverty, but it has also led to rising income inequality and severe pollution in many cities.

Though China has been rising steadily in the U.N.’s Human Development Index since 1980, it is still ranked 91st out of 187 countries worldwide.⁸¹ Chinese leaders have recognized the importance of addressing well-being imbalances within its massive population in order to prevent social instability. As reflected in the Global Well-Being Index, the most sizable imbalances are between urban and rural residents, and among employees with different job types.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Currently, 25% of Chinese are thriving in financial well-being, while 26% are suffering; these figures are on par with the regional results for all Asian countries (25% thriving and 27% suffering). However, rural Chinese are almost twice as likely as their urban counterparts to be suffering in this element — 29% vs. 16%, respectively. Similarly, Chinese working in office jobs, which are much more prevalent in the cities, are less likely than those working in non-office jobs to be suffering in financial well-being — 18% vs. 32%.

In terms of purpose, few Chinese overall (just 9%) are thriving in this element, while 35% are suffering.

The Chinese workforce remains one of the least engaged in the world; even among professional workers and managers, just 8% are fully engaged at work.

CHINA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	9	56	35	13	18
Social	17	57	26	19	23
Financial	25	49	26	25	25
Community	16	68	17	25	26
Physical	25	67	8	23	24

Though office workers are somewhat less likely to be suffering than non-office workers (30% vs. 40%, respectively), even these individuals are almost three times as likely to be suffering (30%) as thriving (11%). Gallup’s most recent study of employee engagement worldwide found that the Chinese workforce remains one of the least engaged in the world; even among professional workers and managers, just 8% are fully engaged at work. Chinese workplaces are often characterized by “command-and-control” hierarchies, and in many cases employees are promoted to management with little regard for their ability to motivate and develop others.⁸²

The Chinese also fare relatively poorly on community well-being, denoting a lack of satisfaction with or involvement in their local communities. Just 16% of Chinese overall are thriving in this element, versus 25% for the Asia region and 26% globally. The thriving percentage rises to 23% among urban Chinese, versus 14% among rural respondents. With better access to education,

entertainment, and employment opportunities, it's not surprising that urban Chinese are more likely to be satisfied with their communities. The higher quality of life among city dwellers reflected in several well-being elements highlights the importance of China's goal to increase urbanization to 60% by 2020 from its current level of 53%.

Well-Being Element	Demographic Indicator	China Thriving (%)	Regional Thriving (%)
Purpose	Marital Status: Single, separated, divorced, or widowed	10	17
Social	Living Situation: Large city or suburb of large city	16	21
Financial	No significant differences from regional percentages		
Community	Employment Status: Not employed	14	27
Physical	Marital Status: Single, separated, divorced, or widowed	33	27

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

One in four Chinese (25%) are thriving in physical well-being, while two-thirds (67%) are struggling and 8% are suffering. These results differ substantially by age group; 30% of Chinese under 45 are thriving, versus 18% of those aged 45 and older. This finding is particularly

troublesome given China's aging population and the stress it is placing on the country's healthcare system. Single Chinese are more likely than their married counterparts to be thriving in physical well-being — 33% vs. 24%, respectively. One possible factor is the increased stress of family responsibilities among married people, who are in many cases responsible for taking care not only of their children but also of elderly parents.⁸³ Married Chinese are somewhat more likely than their single counterparts to be suffering in financial well-being (27% vs. 20%) and social well-being (27% vs. 21%).

STRENGTHS AND OPPORTUNITIES

China's phenomenal economic growth in recent decades is reflected in the finding that Chinese are as likely to be thriving (25%) as suffering (26%) in financial well-being. In many of Asia's other developing countries — including India, Nepal, Myanmar, Cambodia, and the Philippines — residents are significantly more likely to be suffering than thriving in this element.

Nonetheless, rural Chinese are almost twice as likely as their urban counterparts to be suffering financially, speaking to China's ongoing struggle with income inequality that has resulted from its rapid growth. The government is currently focused on strategies to address these disparities, most fundamentally by shifting the Chinese economy away from its extreme export orientation and toward domestic consumption. That requires promoting spending power throughout the population and making it easier for average Chinese to acquire real estate and other investments.⁸⁴

There are also more specific opportunities for China to improve its population's well-being, including efforts in rural areas to promote community cohesion and the development of social networks that may help further economic development and job growth. Continuing to improve healthcare coverage for China's elderly population is another critical area of focus, as the country's dependency ratio (i.e., the number of elderly people for every 100 working-age Chinese) is expected to rise sharply in the coming decades.⁸⁵



INDIA

With more than 1.2 billion residents, half of them under the age of 25,⁸⁶ India is a dynamic country with the potential to promote well-being among more than 15% of the world’s population. In 1991, the government adopted liberalized economic policies, which unleashed two decades of significant economic growth, raising millions out of poverty.

However, India’s growth has slowed since the global financial crisis, and ongoing social and economic inequality have maintained the prevalence of poverty in many regions. As the World Bank’s chief economist Kaushik Basu recently noted, corruption in government and a lack of adequate infrastructure have held up economic development in India.⁸⁷ Similar concerns have led to growing uncertainty among analysts about whether India is capable of reaching its full potential. Conflicting views can also be seen in the country’s well-being results.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

The Gallup World Poll indicates that over the last several years, Indians’ average ratings of their own lives have been slowly declining with an increase in the percentage of those who are suffering. Economic conditions likely have much to do with this: Only about one-fifth of Indians (21%) are thriving in financial well-being, while about half (49%) are struggling and 30% are suffering.

Millions of young Indians are flocking to the country’s metropolitan areas looking for jobs and leaving behind their traditional farming villages. This has led to surging youth unemployment rates in the cities and may help explain why the proportion of urban residents thriving financially (24%) is similar to the thriving rate among rural Indians (21%). However, greater access to education and social

services in the cities may make more of a difference at the bottom end of the financial spectrum; about one in three rural Indians (32%) are suffering in financial well-being, versus one in five urbanites (21%).

Sixteen percent of Indians are thriving in purpose well-being, indicating the vast majority do not feel fulfilled in their day-to-day lives. A slight majority (54%) are struggling and 30% are suffering in this element; these figures are similar to results for Asia as a whole, and to the global results. Notably, having a job makes little difference in Indians’ likelihood to be thriving in purpose well-being. Gallup’s most recent global study of employee engagement found that India’s workforce is among the least engaged in the world — a finding that has powerful implications for productivity and innovation in the country.⁸⁸

INDIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	16	54	30	13	18
Social	15	49	36	19	23
Financial	21	49	30	25	25
Community	33	60	7	25	26
Physical	23	68	9	23	24

The proportion of Indians who are suffering in social well-being is alarmingly high, at 36%; the regional and global figures are significantly lower, at 27% and 26%, respectively. Age seems to be a significant factor; 46% of Indians aged 45 and older are suffering in this element, versus 31% of those under the age of 45. This difference raises a note of caution that the country’s older population may be vulnerable to the effects of social isolation.

Indians are more likely to be thriving in community well-being, at 33%, than in any other element. However, rapid urbanization in recent years has put a severe strain on many cities’ sewage, transportation, and energy infrastructures. Often, with no other options available, city immigrants move into vast urban slums. Overcrowding may help explain why urban Indians are less likely to be thriving in community well-being (26%) than their rural counterparts (35%).

Well-Being Element	Demographic Indicator	India Thriving (%)	Regional Thriving (%)
Purpose	Work Category: Non-office workers	15	10
Social	Age: 45+	10	17
Financial	Living Situation: Urban or suburban	24	31
Community	Living Situation: Rural area, farm, small town, or village	35	25
Physical	No significant differences from regional percentages		

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

Almost one-fourth of Indians (23%) are thriving in physical well-being, while about two-thirds (68%) are struggling and 9% are suffering. Women are particularly unlikely to be thriving in this element, at 20%. Inconsistency in access to maternal

healthcare, particularly in poorer rural areas, represents an ongoing health risk for many Indian women.

More broadly, gender issues are becoming increasingly salient as India urbanizes, the fertility rate drops, and traditional family roles change. Women are becoming more independent, and their average life ratings climbed somewhat between 2011 and 2013, while averages among men remained static. However, there is much more progress to be made in terms of empowering India’s female population. Women’s participation in the workforce has actually declined in recent years,⁸⁹ and the country’s female literacy rate remains lower than the male literacy rate.⁹⁰

STRENGTHS AND OPPORTUNITIES

India’s leaders have tremendous opportunities to improve well-being among the country’s massive population. If India can better promote job growth and infrastructure development to adapt to its rapid demographic and social changes, it could join China as a preeminent global economic force. Otherwise, Indians’ well-being will stagnate as large swaths of its population remain unable to participate in the formal economy,⁹¹ and those at the bottom will continue to suffer.

That India’s economic growth has not kept pace with the growing number of young people looking for work has left many blaming government inaction, red tape, and endemic corruption for this failure. Gallup’s World Poll in 2013 showed three-fourths of Indians (75%) believe that corruption is widespread throughout their government, while 73% say the same about the country’s business community. India’s new Prime Minister, Narendra Modi, was elected on a platform of economic growth and bureaucratic reform,⁹² but his government has much work to do.

INDONESIA

Indonesia's steady GDP growth since the Asian financial crisis of the late 1990s has earned it widespread consideration among the next group of rising economic powers. Its progress is in part a testament to the relative success of the democratic system Indonesia adopted after the removal of former President Suharto's autocratic regime in 1998. However, as with all emerging markets, Indonesia's rapid growth raises questions about how those gains are changing the lives and outlook of its 250 million people.

The percentage of Indonesians thriving varies from about one in five for purpose and physical well-being to about one in four for financial well-being; these figures are generally similar to the results for Asia overall. Indonesians

Indonesians' likelihood to be suffering is significantly lower than that among Asians overall in purpose, financial, and social well-being.

compare most favorably to the broader region in terms of social well-being; one in four Indonesians (25%) are thriving in this element, compared with 19% across Asia.

Indonesians' likelihood to be suffering is significantly lower than that among Asians overall in purpose well-being (18% vs. 31%, respectively), financial well-being (20% vs. 27%), and social well-being (11% vs. 27%). Indonesia also boasts low suffering percentages in physical well-being (6%) and community well-being (6%).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Indonesia weathered the global recession far better than its regional neighbors; the country has enjoyed GDP growth of about 6% per year on average over the last decade, helping lift many residents out of poverty and likely contributing to the relatively low levels of suffering seen in most elements. However, this progress has been uneven; much of the new wealth has accumulated in the upper class, leading to increasing income inequality.⁹³ A 2013 OECD study found that "new estimates of growth and inequality elasticity of poverty [in Indonesia] suggest that this rising inequality has been offsetting the positive benefits of consumption growth on poverty."⁹⁴

There is plenty of evidence suggesting these disparities affect the way Indonesians experience their lives, both physically and emotionally. For example, Gallup's 2013 World Poll found those reporting household incomes in the top 20% are significantly more likely than those in the bottom 20% of household incomes to say they smiled and laughed a lot the previous day (91% vs. 82%, respectively) and less likely to say they experienced physical pain (15% vs. 31%).

INDONESIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	17	65	18	13	18
Social	25	64	11	19	23
Financial	28	52	20	25	25
Community	23	71	6	25	26
Physical	19	76	6	23	24

Among Indonesians in non-office jobs, only 21% are thriving in financial well-being, while 28% are suffering. One quarter (25%) of non-office workers suffer in purpose well-being as well.

Compounding Indonesia's inequality problem is rampant corruption among the country's government and business leaders.

Well-Being Element	Demographic Indicator	Indonesia Thriving (%)	Regional Thriving (%)
Purpose	Work Category: Non-office workers	17	10
Social	Work Category: Non-office workers	26	17
Social	Living Situation: Rural area, farm, small town, or village	27	18
Financial	Age: 45+	32	26
Community	Employment Status: Not employed	22	27
Community	Living Situation: Rural area, farm, small town, or village	20	25
Physical	Marital Status: Single, separated, divorced, or widowed	17	27

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element. Indonesia has two demographic groups with the same percentage-point difference within one or more elements, and therefore Gallup has listed both groups in this table.

Gallup's 2013 World Poll found that 91% of Indonesians say corruption is widespread in the national government, and 90% say it is widespread throughout Indonesian businesses. Widespread corruption likely affects Indonesians' well-being in many ways. It decreases the effectiveness of government programs because their budgets

are siphoned off by corrupt officials, increases the financial burden on the private sector due to the necessity to pay bribes, and inflates income inequality as those with means can pay for special treatment from officials.⁹⁵

Corruption also forces much of the country's economic activity into the informal sector, which includes black markets and unreported labor. Reports estimate that this sector accounts for 70% of the country's GDP,⁹⁶ meaning many Indonesian workers have no guarantee of a minimum wage and government protection for working conditions.

STRENGTHS AND OPPORTUNITIES

Well-being disparities among different types of Indonesian workers — and between urban and rural residents — suggest the country should do more to ensure that rising prosperity is broad-based. One implication is the need for infrastructure that supports economic opportunity across the archipelago. Historically, many Indonesian communities have suffered from poor transportation infrastructure, rotting urban neighborhoods, and outdated electrical grids.

However, in recent years, the government has implemented ambitious plans to improve the country's infrastructure, partnering with the private sector to promote progress. The results may already be reflected in Indonesians' perceptions; in 2011, for example, just 51% said they were satisfied with the roads and highways where they lived, but by 2013 that figure had risen to 70%. Indonesians have also been increasingly likely to say they are satisfied with their education and healthcare systems in recent years.⁹⁷



JAPAN

Japan's status as a highly developed nation with one of the oldest populations in the world makes it a bellwether for well-being among wealthy countries with aging populations. The Japanese have relatively high incomes and score well on the U.N.'s Human Development Index.⁹⁸ Further, recent economic reforms have begun to spur growth, following nearly two decades of stagnation.

However, Japan's focus on improving its financial health should be matched by efforts to address the population's struggle with purpose. A range of issues may affect well-being in this element — but in a developed country with a low unemployment rate, workplace issues often play a significant role in determining whether residents feel fulfilled in their day-to-day lives. Only 7% of Japan's working population are engaged at work, one of the lowest engagement rates in the world.⁹⁹ In other words, only one in 14 employees enter their workplace each day feeling motivated and enthusiastic.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Japanese are more likely to be thriving in financial well-being than in any other element, at 46% — almost double that of Asians overall (25%), and significantly higher than the percentage for OECD member states (38%).

However, just 14% of Japanese are thriving in purpose well-being, while 34% are suffering. Moreover, employed Japanese are somewhat less likely to be thriving in this element than those who are not employed — 12% vs. 17%, respectively. These findings suggest Japanese business leaders have opportunities to improve their organizations' prospects for

JAPAN

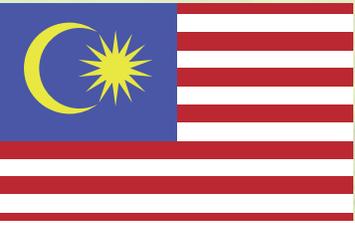
Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	14	52	34	13	18
Social	17	47	36	19	23
Financial	46	37	17	25	25
Community	27	64	9	25	26
Physical	17	68	15	23	24

growth by making employee well-being an organizational strategy, and holding managers accountable for these results just as they would for other organizational outcomes.¹⁰⁰

Japan has a long-lived and healthy population, but Japanese are less likely to thrive in physical well-being (17%) than their regional (23%) or global (24%) counterparts. This may in part be due to the long average hours of the working population, which may leave insufficient time to exercise or to get enough rest. Another likely factor is the extremely high percentage of Japanese who are aged 65 and older,¹⁰¹ and more likely to encounter age-related health problems.

STRENGTHS AND OPPORTUNITIES

Relative to other countries, Japanese have access to significant material resources that people need to live good lives. However, there is ample opportunity for Japan to improve its population's sense of purpose and physical well-being. Japanese workplaces can represent key points of intervention, with greater emphasis on family-friendly policies and work-life balance likely to improve not only the population's well-being in these areas, but also workers' engagement and productivity.



MALAYSIA

Malaysia is an upper-middle-income nation, boasting one of Southeast Asia’s most vibrant economies after years of industrial growth and political stability.¹⁰² With 24% of its citizens thriving in three or more elements, the country’s well-being results compare favorably with the Asia region (14%) and with the world (17%). These positive results are likely attributable in part to the Malaysian government’s focus on productivity-enhancing reforms, poverty reduction, and economic diversification, as reflected in its investments in infrastructure and human capital.¹⁰³

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

In each of the five elements of well-being, Malaysians appear at least somewhat better off than Asians overall. In financial well-being, they are more likely to be thriving (28%) than suffering (17%); among all Asian countries, residents are equally likely to be thriving (25%) and suffering (27%) in this element. Malaysia’s low unemployment rate, currently hovering around 3%,¹⁰⁴ undoubtedly supports the population’s financial well-being.

The only element in which Malaysians are more likely to be suffering (28%) than thriving (20%) is purpose well-being, indicating many do not feel fulfilled in their jobs or daily activities. Employed Malaysians and those who are not employed are equally likely to be thriving in this element.

MALAYSIA

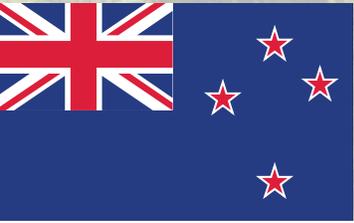
Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	20	52	28	13	18
Social	34	47	19	19	23
Financial	28	55	17	25	25
Community	37	54	9	25	26
Physical	29	64	6	23	24

Nearly four in 10 Malaysians are thriving in community well-being (37%), a significantly higher proportion than the percentages for Asia (25% thriving) and the world (26%). Similarly, about one-third of Malaysians (34%) are thriving in social well-being, versus just 19% among all Asian countries and 23% worldwide. As in many Asian countries, young people in Malaysia have been much more likely than those in older generations to embrace social media. In particular, the popularity of messenger apps like WhatsApp and LINE have exploded in popularity among young Malaysians.

About three in 10 Malaysians (29%) are thriving in physical well-being, while just 6% are suffering. Malaysia’s healthcare system is generally seen as efficient and broadly accessible, and the country’s booming medical tourism sector has helped promote investment in high-quality medical facilities while keeping the cost of healthcare services competitive.

STRENGTHS AND OPPORTUNITIES

Malaysians are twice as likely to be thriving in four or more elements of well-being (12%) compared with Asians overall (6%). There is much room for improvement, but such gains are likely if the government continues its focus on favorable investment conditions and the broad-based development of human capital. In particular, efforts to improve access to education and promote job growth in new economic sectors may help Malaysian workers achieve higher levels of purpose and financial well-being.



NEW ZEALAND

With its high living standards and relative lack of poverty, New Zealand is often ranked as one of the best places to live in the world. The country's economic growth has been outperforming the OECD average in recent years, with GDP rising at an estimated 2.7% in 2013.¹⁰⁵ Further, the percentage of New Zealanders who are thriving in each of the five elements of well-being is as high as or higher than the percentages among OECD countries, with the biggest differences seen in the financial and community elements.

THE FIVE ELEMENTS AND DEMOGRAPHIC ANALYSIS

Almost half of New Zealanders (47%) are thriving in financial well-being, compared with 38% among OECD countries overall. Economists suggest that three major factors contribute to the country's rosy financial outlook: 1) significant government spending on construction and infrastructure, including the rebuilding of the Canterbury region, which was ravaged by an earthquake in 2011; 2) rising dairy prices; and 3) the housing boom caused by low interest rates and a massive influx of immigrants during the past year.¹⁰⁶

New Zealanders also demonstrate a strong sense of community well-being, with 43% thriving in this element and just 7% suffering; the corresponding percentages for OECD countries are 32% and 12%, respectively. These results imply New Zealanders tend to be highly satisfied and engaged with the communities in which they live. The government plays an active role in building strong communities; the Department of Internal Affairs manages a "Community Matters" website that offers advisory services for various aspects of community development and participation.

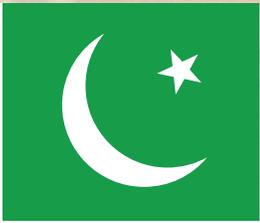
NEW ZEALAND

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	29	54	17	13	18
Social	31	52	17	19	23
Financial	47	33	20	25	25
Community	43	50	7	25	26
Physical	26	67	7	23	24

The element in which New Zealand seems to have the most opportunity for improvement is physical well-being, in which just 26% are thriving, identical to the percentage for OECD countries overall (26%). As in many developed countries, obesity is one of New Zealand's most prominent health challenges; the OECD's 2014 Obesity Update notes that it is one of three OECD countries, along with the U.S. and Mexico, in which more than one-third of adults are obese.¹⁰⁷

STRENGTHS AND OPPORTUNITIES

While its dramatic landscapes may not be reproducible, there is much about life in New Zealand that could be emulated to promote well-being in other developed countries. The country is ranked seventh in the U.N.'s 2013 Human Development Index, which gives New Zealand a perfect score for education and a near-perfect score for healthcare.¹⁰⁸ The report notes that New Zealand is perhaps the world's best country at converting national income into human development, and this feat is clearly reflected in its well-being percentages across elements.



PAKISTAN

Pakistan faces many significant challenges: poverty, illiteracy, terrorist attacks, and a level of gender inequality that limits women's contributions. However, with the exception of purpose well-being, Pakistanis' thriving levels in most elements are generally on par with regional percentages in Asia. National elections in May 2013 marked the first transition from one civilian government to another in the country's history. Given that the survey fieldwork overlapped the election, Pakistanis' self-perceptions may reflect some "election euphoria" in the lead-up to the polls.

Fewer than one in 10 Pakistanis (9%) are thriving in purpose well-being; this is slightly lower than the Asia region as a whole, where 13% of residents are thriving. Further, more than one in three Pakistanis are suffering in purpose well-being, which may reflect the lack of safety and security that are vital to well-being. For several consecutive years, Pakistan has appeared on the Failed States Index, an annual ranking compiled by the Fund for Peace, a nonprofit research institution, and *Foreign Policy* magazine. Twelve factors determine whether a country is a "failed state" — including a deterioration of public services, and a country's security apparatus operating as a state within a state. This instability in turn affects jobs and the economy, which are likely to affect perceptions of purpose well-being.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Overall, Pakistanis in most demographic groups do as well as, if not better than, their regional counterparts in their levels of well-being in the five elements. The most significant differences are apparent in physical well-being. Men in Pakistan (32%) and those younger than age 45 (32%) are more likely to be thriving in this element than their regional counterparts (24% and 27%, respectively).

Men are as likely as women in Pakistan to be thriving in all elements, except for physical well-being, where one-third of men (32%) are thriving compared with 23% of women. This likely reflects women's ongoing struggles with limited access to health services, particularly reproductive care. Although the country is making progress, it still has one of the highest maternal mortality rates in the region, according to the World Health Organization.¹⁰⁹

PAKISTAN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	9	56	35	13	18
Social	17	61	22	19	23
Financial	26	45	28	25	25
Community	28	63	8	25	26
Physical	27	65	7	23	24

Slightly fewer than one in four Pakistanis living in large cities or city suburbs (24%) are thriving in community well-being, while the percentage of their rural or small town counterparts who are thriving approaches nearly one in three (31%).

Well-Being Element	Demographic Indicator	Pakistan Thriving (%)	Regional Thriving (%)
Purpose	Employment Status: Employed	7	13
Social	Living Situation: Rural area, farm, small town, or village	14	18
Financial	No significant differences from regional percentages		
Community	Living Situation: Rural area, farm, small town, or village	31	25
Physical	Gender: Male	32	24

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

STRENGTHS AND OPPORTUNITIES

Pakistan has a relatively young population, with a median age of 22.6.¹¹⁰ Given Pakistan’s large-scale and fundamental social problems — including a poorly educated population, terrorism, religious persecution, corruption, and group grievances — providing opportunities for youth to grow and become productive members of society is vital.

However, the population is also gradually aging as a result of declines in both mortality and fertility rates. Combined with a gradual shift to nuclear family structures, the elderly are living longer with less immediate familial support. At this time, Pakistan struggles with ensuring its older residents are meeting the levels of well-being that match other demographics. Pensions and social security programs tend to be limited to those working in the formal sector, in which many elderly have not participated during their working lives.

Developing programs to ensure Pakistan’s older residents are engaged and supported later in life will positively affect their overall well-being while contributing to greater social stability and less of a drain on the economy.

More than one in three Pakistanis are suffering in purpose well-being, which may reflect the lack of safety and security that are vital to well-being.





PHILIPPINES

The Philippines boasts a rapidly growing economy in Southeast Asia, perhaps the world’s most economically dynamic emerging region. Filipinos’ well-being results are relatively favorable, with 24% thriving in three or more elements, compared with 14% among Asians overall and 17% globally. However, it should be noted that data collection for this study took place prior to the devastation of Typhoon Haiyan, which struck the Philippines on Nov. 8, 2013.

THE FIVE ELEMENTS AND DEMOGRAPHIC ANALYSIS

Filipinos are most likely to be thriving in community well-being, at 42%, comparing very favorably with both the regional (25%) and global (26%) figures. Further, more than one in three Filipinos (35%) are thriving in social well-being, also substantially higher than the results from Asia overall (19%) and around the world (23%). The latter results are supported by a culture that stresses the importance of close family ties and obligations to extended family members. However, rural Filipinos are less likely than their urban counterparts to be thriving in social well-being — 28% vs. 43%, respectively.

Filipinos’ results are weakest with regard to financial well-being. More Filipinos are suffering (30%) than thriving (18%) in this element, and suffering is more prevalent among rural residents (35%) than urban residents (24%). Notably, an unusually high proportion of employed Filipinos, 34%, are suffering in financial well-being. This is consistent with the country’s high *underemployment* rate, which reached 19% in 2013.¹¹¹ The country’s Socioeconomic Planning Secretary recently noted that the slow progress in the Philippines’ fight against poverty is less attributable to a lack of jobs than to the poor quality of jobs held by many who are employed.¹¹²

Additionally, 41% of Filipinos aged 45 and older are suffering in financial well-being, compared with just 25% of those younger than 45. The older generation may be less able to move to cities in search of jobs, making them subject to financial vulnerability arising from unequal growth among urban and rural areas.

STRENGTHS AND OPPORTUNITIES

The Philippines has a balanced economic outlook and has demonstrated its resilience against external shocks during the financial crisis. Its people have strong social support and live in harmony within their communities. Further, the Filipino government is focused on making economic growth more inclusive, in part by improving the country’s education system and increasing the focus on vocational and technical education.¹¹³ The country has a unique opportunity to capitalize on these assets and on the population’s high sense of purpose to improve financial well-being and address the effects of rising inequality, poverty, and underemployment.

PHILIPPINES

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	32	48	20	13	18
Social	35	47	19	19	23
Financial	18	52	30	25	25
Community	42	45	14	25	26
Physical	24	61	15	23	24



SOUTH KOREA

The concept of well-being has been popularized in South Korea in recent years, with increased attention to physical and psychological fitness in the face of what some see as a trend toward unhealthy Western influence, particularly with regard to fast food and fast-paced lifestyles. The well-being movement has boosted the country's health and wellness market, with increased sales of products such as organic food and active-wear.

This trend has perhaps also been spurred by especially robust economic growth in recent years, leading to an increase in disposable income. South Korea registered quarterly GDP growth between 2.1% and 3.7% in 2013, and 3.9% in the final quarter of the year.¹¹⁴ These successes may contribute to the population's strong financial well-being results. South Koreans are significantly more likely to be thriving in this element, at 37%, than Asians overall (25%).

THE FIVE ELEMENTS AND DEMOGRAPHIC ANALYSIS

While financial well-being is relatively strong among South Koreans, purpose well-being — which is often associated with the quality of available jobs in a country — is not. Just 14% of South Koreans are thriving in purpose well-being, while 40% are suffering, indicating that many residents do not feel fulfilled in their day-to-day activities. Low purpose well-being may often reflect traditional organizational patterns — such as tenure-based promotion and pay systems — that fail to ensure workers are in the right roles and are well-managed. Employed South Koreans are no more likely than those who are not employed to be thriving in this element.

Physical well-being is also a struggle for South Koreans, with only 17% thriving, despite the country's high average life expectancy. This is particularly worrisome given that South Korea is aging faster than any other country in the OECD; strategies for preventing and addressing age-related health problems will be increasingly important.¹¹⁵

SOUTH KOREA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	14	46	40	13	18
Social	22	47	31	19	23
Financial	37	39	25	25	25
Community	24	63	13	25	26
Physical	17	65	18	23	24

In fact, most significant differences between various demographic groups in South Korea are related to age. Fifty percent of Koreans aged 45 and older are not thriving in any element, compared with 37% of those younger than 45.¹¹⁶ Perhaps most alarmingly, Koreans aged 45 and older are significantly less likely to be thriving in financial well-being (28%) than their younger counterparts (43%).

STRENGTHS AND OPPORTUNITIES

In 2013, South Koreans elected their first female president, Park Geun-hye, whose administrative priorities include economic growth and “happiness for the people.” President Park's policies may further develop efforts to improve well-being. The country's relatively low scores in purpose and physical well-being point to specific areas in which policy interventions may have the most impact. Further, gaps in several elements between younger and older Koreans is an important area of focus, as preventative measures may help mitigate the rising cost of caring for the elderly in the coming years.



THAILAND

The political turmoil that has plagued Thailand in recent years, resulting in the removal of Prime Minister Yingluck Shinawatra and an ensuing military coup in May 2014, has been driven largely by conflict between the rural poor in the north of the country, and the middle and upper classes largely concentrated in Bangkok. The political conflict has taken a toll on the country's economy; GDP growth slowed from 6.5% in 2012 to 2.9% in 2013.¹¹⁷ Nonetheless, the country's free-enterprise, pro-investment policies and low unemployment rate provide a solid foundation for weathering the storm. Currently, 33% of Thais are thriving in financial well-being, while just 16% are suffering; these figures are more favorable than the regional Asian results (25% thriving, 27% suffering).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Looking more closely at the data, the class-based divide that has fueled political tensions is reflected in the results for financial well-being. Urban Thais are more likely to be thriving in this element than those in rural areas — 38% vs. 31%, respectively. Further, 40% of Thais who hold office jobs (such as professional or clerical positions) are thriving in financial well-being, as opposed to 25% of those in non-office jobs.

Results from Thailand also compare favorably with regional figures for social well-being. Thirty percent of Thais are thriving in social well-being, while just 8% are considered suffering; at the regional level, 19% of Asians overall are thriving in this element, while 27% are suffering.

THAILAND

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	25	67	9	13	18
Social	30	61	8	19	23
Financial	33	51	16	25	25
Community	31	64	5	25	26
Physical	23	74	3	23	24

The Thai people have the most room for improvement in physical well-being. Although just 3% of Thais are suffering in this element, almost three-fourths (74%) are struggling and 23% are thriving. Age is a major factor in these results, with 28% of Thais younger than age 45 thriving versus 16% of those aged 45 and older. This finding likely reflects the Thai healthcare system's struggle to maintain consistent access to services for the country's rapidly growing elderly population.

STRENGTHS AND OPPORTUNITIES

To the extent that Thailand's political situation stabilizes following the recent coup, the country should return to higher economic growth levels, which would help sustain and even improve the country's relatively strong financial well-being results. However, there are opportunities to focus on well-being improvement among those who are less likely to be financially secure — particularly Thais living in rural areas and non-office workers. Weak physical well-being results among older Thais also suggest an opportunity to improve preventative health programs that help mitigate age-related infirmities.

EUROPE



Well-being in Europe varies considerably by country. Twenty-two percent of Europeans overall are thriving in purpose well-being. However, in southern and Eastern European countries such as Albania, Croatia, and Greece, where unemployment remains in the double digits, residents are much less likely to be thriving in this element (7% to 8%) than those in Western European nations such as Denmark (45%), Austria (36%), and Sweden (33%), where unemployment rates are much lower.

Overall, Europeans are most likely to be thriving in financial well-being, at 37%. However, there is a broad range among individual countries, from 11% in Greece to 72% in Sweden. Just over one-fourth of European residents (27%) are thriving in social well-being; country readings for this element range from 16% in Croatia to 47% in Malta. Europeans are less likely to be thriving in physical well-being, at 22%. Results range from 9% in Croatia to more than one-third in Denmark (36%), Austria (35%), and Kosovo (34%). At the other end of the well-being spectrum, Europeans are least likely to be *suffering* in community well-being, at 12%.

EUROPE

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	22	52	26	18
Social	27	50	23	23
Financial	37	39	24	25
Community	28	60	12	26
Physical	22	65	13	24

Self-employed Europeans are more likely to be thriving in purpose well-being (32%) than those employed full time for an employer (24%). Europeans who are not employed are the least likely to be thriving in this element (14%).

Europeans aged 15 to 24 have the most favorable results for social well-being (36% thriving, 13% suffering), while results are least favorable among those aged 45 to 64 (23% thriving, 26% suffering).

The percentage of Europeans thriving in three or more elements trends downward from 28% of 15- to 24-year-olds to 17% of 45- to 64-year-olds, before rebounding somewhat among those aged 65 and older (22%).

Europe leads the world in financial well-being, with 37% thriving. However, European results are closer to global figures with regard to the four other elements: purpose (22% thriving in Europe vs. 18% worldwide), social (27% vs. 23%), community (28% vs. 26%), and physical (22% vs. 24%).

More Europeans are thriving in financial well-being than in any other element. However, many European countries are still struggling with debt and high unemployment. Leaders must find ways to combat inflation and help every country flourish if Europe is to continue to lead the world in financial well-being.

Europe's graying population will pose a challenge to sustaining high levels of well-being in all elements. More than three-quarters of Europeans are struggling or suffering in physical well-being, with many likely experiencing age-related health conditions. And with low birth rates in the region, there are concerns that not enough young workers will be available to support healthcare systems.

AUSTRIA

The percentages of Austrians thriving in each well-being element are high, even by European standards. Austrians enjoy a high average standard of living, as reflected in the country’s 2013 per capita GDP of \$42,600¹¹⁸ (adjusted for purchasing power parity) and its low level of income inequality.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

About two-thirds of Austrians (64%) are thriving in financial well-being, far above the 37% among all European countries and the 38% among all OECD countries. The country weathered the global recession better than most European countries, maintaining a stable unemployment rate (4.8% before the crisis, compared with 4.9% in 2013).¹¹⁹ Plentiful job opportunities may also help sustain Austrians’ positivity toward their communities; 52% are thriving in community well-being, a much higher proportion than the regional (28%) and global (26%) figures.

Thirty-five percent of Austrians are thriving in physical well-being, another element in which the country outscores the regional (22%) and global (24%) percentages. These results are consistent with Austria’s high ranking in the

Legatum Institute Prosperity Index’s health sub-index (ninth out of 142 countries), due in part to a high level of health expenditure per person and an average life expectancy of 81 years.¹²⁰

Concerted efforts by community leaders to create networking opportunities may pay off in well-being gains for older Austrians.

The only element in which Austria does not outperform other European countries is social well-being. Twenty-seven percent are thriving in this element — identical to the regional percentage — while 20% are suffering. Notably, Austrians aged 45 and older are more likely to be classified as suffering in social well-being than those under 45 — 25% vs. 14%, respectively.

STRENGTHS AND OPPORTUNITIES

Overall, Austria’s performance in most well-being elements is impressive. Particularly in financial well-being, the country has lessons to offer its European neighbors when it comes to sustaining job growth and broad-based prosperity.

Among the only troubling results from Austria is the low percentage of older residents who enjoy high social well-being. Given reduced opportunities to interact socially as people age, concerted efforts by community leaders to create networking opportunities may pay off in well-being gains for older Austrians.

AUSTRIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	36	51	13	22	18
Social	27	53	20	27	23
Financial	64	25	11	37	25
Community	52	43	6	28	26
Physical	35	57	8	22	24

CZECH REPUBLIC

Relative to other European populations, residents of the Czech Republic are less likely to have high well-being in most of the five elements. Just 3% of Czechs are thriving in every element, while about half (49%) are thriving in none. As in most Eastern European countries, living standards in the Czech Republic lag behind those of its Western European counterparts; the country's per capita GDP in 2013 (adjusted for purchasing power parity) was \$26,300, well below the \$34,500 for the European Union as a whole.¹²¹ The export-oriented Czech economy was hit hard by the global recession and has been slow to return to consistent growth. Further, the country's unemployment rose in 2013, topping 7%.¹²²

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Despite the country's economic troubles, more Czechs score highly in financial well-being than in any other element; one-third (33%) are thriving, similar to the regional European figure of 37%. Employed Czechs are somewhat more likely to be thriving in financial well-being than those who are not employed — 37% vs. 29%, respectively.

In general, Czechs' social support is weaker than that of most other European populations. Just 18% are thriving in social well-being, while 31% are suffering; among Europeans overall, those figures are 27% and 23%, respectively. Further, 22% of Czechs are thriving in community well-being versus 28% of Europeans in general.

Only 13% of Czechs are thriving in physical well-being, while 19% are suffering; these figures are almost the inverse of the European totals (22% thriving, 13% suffering). More than one-fourth of Czechs aged 45 and older (28%) are suffering in this element — three times the percentage of those under 45 (9%). This finding may reflect a need to improve the accessibility and quality of healthcare for the nation's elderly.

STRENGTHS AND OPPORTUNITIES

The Czech Republic falls short in most elements of well-being when compared with other European and more highly developed countries. Czechs are most likely to be thriving in financial well-being, which suggests that they may feel confident enough to spend more as the economy continues to recover. Meanwhile, interventions geared at increasing social trust and community solidarity, such as anti-corruption campaigns and support for the development of local businesses and civic organizations, may help improve Czechs' relatively low scores in social and community well-being.

CZECH REPUBLIC

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	12	52	36	22	18
Social	18	51	31	27	23
Financial	33	43	24	37	25
Community	22	66	12	28	26
Physical	13	68	19	22	24

DENMARK

In 2013, Denmark was named the happiest country in the world in a report based on Gallup World Poll data published by the U.N. Sustainable Development Solutions Network. The country sets a high bar for well-being with an efficient healthcare system, family-friendly workplace and education policies, and a focus on gender equality. The Gallup-Healthways Well-Being Index indicates that 40% of Danes are thriving in three or more elements, compared with 21% of Europeans overall.

Denmark is characterized by an effective balance between financial health and other elements of well-being. The country's economic health is supported by a business climate that encourages investment and entrepreneurship; Denmark ranks fifth worldwide for "ease of doing business" in the World Bank's 2014 *Doing Business* report.¹²³ Danish culture also promotes civic engagement and a sense of collective responsibility; the country ranked third in the world on the Legatum Prosperity Index's 2013 Social Capital component.¹²⁴

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Fifty-nine percent of Danes are thriving in financial well-being, one of the highest figures in the world and far above the 37% for Europe overall. Further, high levels of financial well-being are consistent across demographic groups in Denmark. The only substantial difference is between younger and older Danes, with those under age 45 less likely to be thriving than those aged 45 and older (50% vs. 67%, respectively).

Danes also outperform any other European population with regard to purpose well-being, indicating they are more likely to feel fulfilled in their day-to-day lives. Almost half of Danes (45%) are thriving in this element, while just 10% are suffering; among Europeans overall, 22% are thriving while 26% are suffering.

DENMARK

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	45	45	10	22	18
Social	29	55	16	27	23
Financial	59	25	15	37	25
Community	51	43	7	28	26
Physical	36	54	11	22	24

About half of the Danish population (51%) are thriving in community well-being — also among the most favorable results worldwide. However, there are notable demographic differences here: Women are more likely than men to be thriving (56% vs. 44%), and Danes aged 45 and older are more likely to be thriving than their younger counterparts (56% vs. 43%). A similar pattern occurs with social well-being; Danish men are less likely than women to be thriving (25% vs. 34%), and Danes under 45 are less likely to be thriving than older Danes (24% vs. 34%).

STRENGTHS AND OPPORTUNITIES

Denmark is a global leader in several well-being elements, thanks in part to a strong financial base and national values that support strong families and communities. Danish society is characterized by a well-rounded view of the requirements for a "good life" and can, in many ways, serve as a model for other countries seeking to promote broad-based well-being for their residents.



FRANCE

Former French president Nicolas Sarkozy helped start an international dialogue about well-being in 2009 by arguing for measures of national living standards that are more inclusive than GDP alone. Five years later, that initiative has become a full-fledged movement as many countries are beginning to take note of national well-being statistics. However, France's well-being results indicate that the population is, at best, on par with other European countries in most elements.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

More than one-third of French adults (37%) are thriving in financial well-being; that figure is on par with the regional result for Europe (37%) but considerably lower than those from France's Western European neighbors, Germany (55%) and the United Kingdom (46%). The French economy continues to stagnate, due in part to declining consumer spending. Further, the country's unemployment rate hit a record high in 2013, finishing the year above 10%.¹²⁵

More than one-fourth of French citizens (27%) are thriving in purpose well-being, somewhat higher than the regional (22%) and global (18%) figures. Men are more likely than women to be thriving in this element, at 31% and 23%, respectively — perhaps a reflection of ongoing gender disparities in the types of job opportunities available to men and women.

France's social well-being results are very similar to the country's purpose well-being figures: 30% are thriving, 48% are struggling, and 22% are suffering. French residents aged 45 and older are more likely than their younger counterparts to be suffering in this element (27% vs. 16%, respectively), suggesting that social isolation may increasingly be a problem as the population's average age continues to rise in the coming years.

FRANCE

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	27	49	23	22	18
Social	30	48	22	27	23
Financial	37	41	22	37	25
Community	26	60	15	28	26
Physical	15	71	14	22	24

Age is also related to physical well-being. Overall, just 15% of French citizens are thriving in this element, while 14% are suffering. However, those aged 45 and older are three times as likely as those younger than 45 to be suffering in physical well-being — 22% vs. 7%, respectively — suggesting that access to high-quality healthcare for older residents will also become an increasingly pressing issue as the country's elderly population grows.

STRENGTHS AND OPPORTUNITIES

Perhaps the most important factors in increasing well-being among the French are a return to economic growth and a drop in the jobless rate. However, the government can also take steps more targeted to specific elements of well-being. For example, the country's sweeping new gender equality law may help more French women enjoy what they do each day, improving their purpose well-being. Physical well-being is another good target for improvement; strategies might include lowering the country's smoking rate, which is higher than that of Europe as a whole and more than twice that of the U.S.¹²⁶

GERMANY

Germany is the world's fourth-largest economy and the European Union's economic powerhouse, having recovered from the global recession more quickly and completely than any other EU country.¹²⁷ The country's relative prosperity is reflected in the finding that just 20% of Germans are not thriving in any of the five elements, compared with 36% of Europeans overall and 43% of the global population.

Germany's strength is particularly apparent with regard to two well-being elements: financial and community. The presence of job opportunities likely helps support Germans' well-being in both areas. Germany's unemployment rate was 5.3% in 2013,¹²⁸ and youth unemployment was below 8%, compared with more than 20% for the EU overall.¹²⁹

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

A majority of Germans — 55% — are thriving in financial well-being, while just 13% are suffering. These results are among the most favorable in the world, far surpassing the regional figures for Europe (37% thriving, 24% suffering) as well as results among all OECD countries (38% thriving, 23% suffering). Germans' financial success is not entirely consistent across the population, however — urban residents are somewhat more likely than rural Germans to be thriving (60% vs. 52%, respectively).

GERMANY

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	26	56	17	22	18
Social	24	49	26	27	23
Financial	55	31	13	37	25
Community	42	51	7	28	26
Physical	25	63	11	22	24

Moreover, Germany's strong labor market and relative economic health have not translated into particularly favorable purpose well-being results among its population. About one-fourth of Germans (26%) are thriving in this element, similar to the European regional figure of 22%.

Just 20% of Germans are not thriving in any of the five elements, compared with 36% of Europeans overall.

Forty-two percent of Germans are thriving in community well-being — significantly higher than the overall European figure of 28% — while just 7% are suffering. The country's general prosperity likely supports residents' satisfaction with their communities. However, Germany has also developed a reputation for innovative, environmentally friendly community planning and development, such as advanced public transportation systems.

Notably, community well-being is highest among Germans aged 45 and older and those who are married or have a domestic partner, suggesting that many German communities may better accommodate families with children than they do younger, single people. One possible factor in these results is Germany's effort to stem its population decline by encouraging couples to have children; the government currently spends more than \$250 billion a year on

Well-Being Element	Demographic Indicator	Germany Thriving (%)	Regional Thriving (%)
Purpose	Gender: Female	29	21
Purpose	Age: 45+	29	21
Social	Marital Status: Single, separated, divorced, or widowed	17	26
Financial	Marital Status: Married or domestic partner	57	36
Community	Age: 45+	48	29
Physical	Age: 45+	26	18

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element. Germany has two demographic groups with the same percentage-point difference within one element, and therefore Gallup has listed both groups in this table.

family subsidies, including tax breaks for married couples and allowances for children and stay-at-home mothers.¹³⁰

Married Germans are also more likely to be thriving in social well-being. Overall, about one in four Germans (24%) are thriving in this element, but that figure rises to 30% among those who are married or have a domestic partner, while falling to 17% among single adults.

One-fourth of Germans (25%) are thriving in physical well-being, while 63% are struggling

and 11% are suffering; these figures are almost identical to the results for Europe as a whole. This raises the question as to why Germany's greater prosperity has not translated into more favorable health ratings among its population. The country's universal, multi-payer healthcare system has been lauded for the advantages it offers patients — and they have small copays and no deductibles.

Research that more specifically addresses Germans' health problems would be required to reliably address this question. However, the country's aging population is a likely factor. Germans aged 45 and older are twice as likely as those younger than 45 to be suffering in physical well-being — 14% vs. 7%, respectively. Germans' median age in 2013 was 45.7 years, one of the highest in the world and well above the overall averages for European or OECD countries.¹³¹ Gallup's 2013 World Poll found that 35% of Germans aged 50 and older report having health problems that keep them from doing things other people their age can do. This figure fell to 17% among those aged 30 to 49 and to 7% among those aged 15 to 29.

STRENGTHS AND OPPORTUNITIES

Germany's financial health gives its residents a tremendous advantage over many debt-burdened European countries when it comes to promoting the well-being of its residents. Recent examples include a government plan to introduce a national minimum wage, lower the retirement age, and raise pension payments for some workers — a move that has come under criticism from business leaders and economists but may help maintain the population's health and well-being as it ages.

Regarding Germans' low level of purpose well-being, Gallup's recent study of employee engagement worldwide indicated that just 15% of German employees are fully engaged at work, while 61% are not engaged and 24% are actively disengaged; the latter figure is among the highest in Europe.¹³² Efforts to change traditional management practices to put greater emphasis on ensuring employees are in the correct roles and emotionally engaged at work may help improve those results.



GREECE

The debt crisis Greece has experienced since the global recession began in 2009 is among the most severe in Europe, resulting in extreme austerity measures for spending, taxation, and civil service reform that have further heightened the population's financial stress. These conditions have had a dramatic effect on Greeks' day-to-day living, helping explain why well-being across most elements is lower in Greece than in the rest of Europe. Just 10% of Greeks are thriving in three or more elements, compared with 21% of Europeans overall.

Greece's economic tailspin crippled two of its largest industries, tourism and shipping, and austerity measures reduced the availability of government jobs. The country's unemployment rate skyrocketed to 28% in 2013, the highest in the European Union.¹³³ Greeks' likelihood to be thriving is lowest with regard to purpose and financial well-being, two elements directly related to individuals' job status and security. Greeks are significantly worse off in these areas than even Spaniards and Italians, who have been struggling with their own debt crises.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Greece's thriving percentages are very low across all five elements of well-being, as well as among all major demographic groups. However, there is greater variation at the other end of the scale — i.e., among those who are suffering in each element.

Overall, Greeks aged 45 and older, women, and those who are not employed are most likely to be suffering in purpose well-being. Notably, however, employed Greeks are not significantly less likely than those who are not employed to be suffering in financial well-being — 60% vs. 63%, respectively. This finding illustrates the depth of the country's crisis, which has robbed both those who are employed and those who are not employed of economic optimism.

GREECE

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	7	36	57	22	18
Social	22	55	23	27	23
Financial	11	27	62	37	25
Community	17	67	16	28	26
Physical	24	62	14	22	24

STRENGTHS AND OPPORTUNITIES

The Greek government has maintained its austerity program in the face of large-scale public protests and difficult elections. Though the country was forecast to resume economic growth in 2014, its debt level and unemployment rate are expected to remain high for the foreseeable future. In the short run, Greece's leaders will be forced to continue asking its people to make sacrifices to get the country's financial house in order. Over the long run, however, the government will need to adopt policies that tap Greeks' sense of purpose and economic optimism to fuel the broad-based private-sector development that will lead to sustained prosperity.



ITALY

Italy has been one of the countries hardest hit by the global recession and the Eurozone debt crisis. Its economy has shrunk by 7% since 2007 and continues to contract.¹³⁴ As in other debt-burdened European countries, Italy adopted austerity measures — including cuts in spending and services, pension reforms, and tax hikes — that have increased economic hardship and led to large-scale protests.

These conditions are reflected in low thriving percentages across all five elements of well-being in Italy, relative to the overall results for Europe and for OECD member countries. Just 8% of Italians are thriving in at least three elements, compared with 21% of Europeans overall. Not even Greece — the only European country whose debt crisis is arguably worse than Italy's — has fewer residents thriving in three or more elements (10%).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Italians differ most from other Europeans in financial and community well-being. Only 18% of Italians are thriving financially, versus 37% of Europeans overall. Italians also lag behind the rest of Europe considerably in community well-being, a finding that may stem from the effects of depressed economic conditions and a lack of jobs on Italians' perceptions of their communities — especially in southern Italy, where residents' average education level is lower.

ITALY

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	13	59	28	22	18
Social	20	53	27	27	23
Financial	18	55	27	37	25
Community	9	77	14	28	26
Physical	16	77	7	22	24

Italians' results in most well-being elements vary significantly by age and gender. Those under 45 are more likely than those aged 45 and older to be thriving in each of the five elements. Italian women are more likely to be struggling or suffering in nearly all elements — and not just compared with Italian men, but also with other European women. However, Italian men are still less likely than European men overall to be thriving in all five elements of well-being.

STRENGTHS AND OPPORTUNITIES

Since 2010, the Italian National Council for Economics and Labor and the Italian National Institute of Statistics have been working to implement an ongoing program to measure and address “equitable and sustainable well-being” over the long run.¹³⁵ However, given the magnitude of the country's ongoing economic crisis, several well-being elements would likely see improvement if Italian leaders were to focus on strategies to boost job creation and encourage entrepreneurship. Economic development opportunities focused specifically on the role of women may help create a sense of optimism and purpose among those who need it most.

NETHERLANDS

The Netherlands is among those European countries in which well-being results are highly favorable across elements. One-third of Dutch adults (33%) are thriving in three or more elements, behind only Denmark (40%), Austria (39%), and Sweden (36%). The country's results are spearheaded by its high level of financial well-being, despite relatively high unemployment in recent years. The Netherlands also has a strong regional position in physical well-being, likely reflecting the success of its healthcare system, which ranks No. 1 in Europe according to the European organization Health Consumer Powerhouse.¹³⁶

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

More than half (56%) of all Dutch adults are thriving in financial well-being, compared with 37% among Europeans overall. The Netherlands has a larger economy than most other European countries and maintains a trading surplus supported by its proximity to many other European powers and its status as a transportation hub.

Community well-being is also exceptionally strong in the Netherlands. Fifty-three percent of adults are thriving in this element, making the Netherlands one of only five countries worldwide in which at least half of the population is thriving. Among Europeans overall, that figure is much smaller, at 28%. The Dutch spend a lot of time volunteering and helping others, a likely factor in the country's favorable community well-being results.¹³⁷

NETHERLANDS

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	26	62	12	22	18
Social	25	51	24	27	23
Financial	56	28	16	37	25
Community	53	41	6	28	26
Physical	33	58	9	22	24

From a regional perspective, the Netherlands is well-positioned in physical well-being, ranking fourth in Europe with 33% thriving. Since 1980, the percentage of daily adult smokers in the country has declined from 43% to 21%, and its adult obesity rate is below the OECD average.¹³⁸ In terms of suffering percentages, men are better off in this element than women throughout Europe, including the Netherlands.

Social well-being is the weakest of the five elements for the Netherlands. It is the only element in which the percentage of suffering adults (24%) is similar to the percentage thriving (25%).

STRENGTHS AND OPPORTUNITIES

The Netherlands' strong financial well-being results are likely supported by policies that encourage entrepreneurial risk-taking. The country receives high ratings in the World Bank's 2014 *Doing Business* report, particularly with regard to resolving insolvency and trading across borders.¹³⁹ Though unemployment remains close to 8%, that figure is low relative to the EU as a whole and appears to have stabilized in recent months.¹⁴⁰

Social well-being is easily the biggest missed opportunity for the Netherlands. Relatively high levels of suffering in this element are particularly a concern among the nation's older population; recent findings from the Amsterdam Study of the Elderly, for example, associate feeling lonely with an increased risk of clinical dementia.¹⁴¹

POLAND

Poland's impressive economic performance over the last decade, particularly during the global financial crisis, has allowed Poles to catch up with wealthier European populations in terms of GDP per capita and to enjoy a quality of life most had never experienced. The country's successful transition from a centrally planned to a market-based economy without a dramatic rise in income inequality helps explain why Poles' well-being in many elements aligns much more closely with Western European countries than with other former Soviet satellite states, where residents' well-being, in many cases, still trails Europeans'.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Poles are more likely to be thriving in financial well-being, at 31%, than in any other element; among Eastern European populations, only Czechs are as likely to be thriving financially (33%). Eighteen percent of Poles are thriving in purpose well-being, similar to the 22% thriving among Europeans overall. Poles' scores in these two elements — both related to individuals' employment status — may increase if the government can improve labor market conditions and bring down an unemployment rate that has been stuck at close to 10% since 2010.¹⁴²

High unemployment may also help explain why Poles trail Europeans overall in community well-being (20% are thriving in Poland, versus 28% continent-wide) — and why migration remains high, particularly among young and highly skilled Poles. In 2013, 23% of Polish adults said they would like to move to another country permanently if they could — the highest percentage since 2006.

The proportions of Poles thriving in physical well-being (21%) and social well-being (26%) are in line with regional results for Europe. However, in these elements, as well as in financial, purpose, and community well-being, Poles aged 45 and older are significantly less likely than those under 45 to be thriving. The largest age gap is seen in physical well-being, in which 32% of younger Poles are thriving, compared with only 9% of older Poles.

STRENGTHS AND OPPORTUNITIES

Poland's relatively low thriving percentages in community, financial, and purpose well-being illustrate the country's need to boost job prospects for residents to combat an employment problem that may only worsen as its working-age population ages and therefore decreases. The country's age gaps in most elements are typical of what Gallup sees in most former Soviet satellite states, even though Poles' overall well-being levels are generally closer to those seen in the rest of Europe. These persistent discrepancies reinforce the need for reforms that could help Poles stay financially secure and socially engaged in their senior years.

POLAND

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	18	53	29	22	18
Social	26	54	21	27	23
Financial	31	41	28	37	25
Community	20	67	13	28	26
Physical	21	63	16	22	24



SPAIN

Despite the impact of the global recession on Spain's economy, the proportion of Spaniards thriving in three or more elements is somewhat higher than the proportion of Europeans overall — and a marked difference from other southern European countries afflicted by their own debt crises, such as Italy and Greece.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Results from Spain are more favorable than those for Europe overall with regard to purpose, social, and physical well-being, though they lag behind the continent-wide figures in financial well-being. About one-third of Spaniards (32%) are thriving in the latter element, while almost as many (27%) are suffering; in Europe overall, residents are significantly more likely to be thriving (37%) than suffering (24%) in financial well-being.

However, while Europeans overall are almost as likely to be suffering as thriving in social well-being (23% vs. 27%, respectively), Spaniards are twice as likely to be thriving (33%) as suffering (16%) in this element. Spain's relatively strong social well-being results likely reflect in part a cultural emphasis on familial and social networks, on which many rely for support in hard economic times.

SPAIN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	26	52	22	22	18
Social	33	51	16	27	23
Financial	32	41	27	37	25
Community	29	60	11	28	26
Physical	29	63	8	22	24

Spaniards' thriving percentages in all five elements of well-being are largely consistent across demographic categories, with a few exceptions. In physical well-being, Spaniards aged 45 and older are less likely than their younger counterparts to be thriving (23% vs. 35%, respectively), and those who are not employed are less likely to be thriving than those who are employed (25% vs. 35%).

These high absolute well-being levels and the similarity across demographics in Spain are unique compared with the country's southern European neighbors. It's important to note, however, that the cultural bias toward positive responses consistently seen in Latin American countries may affect results from Spain as well. A recent large-scale content analysis of 10 major languages across an array of cultures revealed a greater bias toward positive terms in Spanish than in any other.¹⁴³

STRENGTHS AND OPPORTUNITIES

The Spanish population is still suffering from the effects of the country's debt crisis and ensuing austerity measures, including an extremely high unemployment rate of about 25%.¹⁴⁴ However, the country's strong results in social and community well-being suggest opportunities to help Spaniards use their strong social networks to find trusted partners and advisers who can help lower the risks of starting a new business. Such interventions might include efforts to improve financial literacy and business education in Spanish communities.



SWEDEN

Swedes, like other Nordic populations, enjoy high levels of well-being compared with residents of other developed nations. With its diverse, business-friendly economy and extensive public services, Sweden promotes well-being among all of its citizens, as reflected in its high thriving percentages across elements. In fact, in every element, the percentage thriving among Swedes is higher than that among Europeans overall.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

A remarkable 72% of Swedes are thriving in financial well-being, nearly double the regional percentage for Europe (37%). This is despite the fact that the country's unemployment rate remains relatively high at over 9%, and youth unemployment in particular is higher than in any other Nordic country.¹⁴⁵

Swedes are also particularly strong in community well-being; almost half of the population (45%) are thriving in this element, well above the 28% for Europe as a whole. Sweden's low poverty rate and emphasis on universal access to services such as high-quality education and healthcare likely support residents' positive perceptions of their communities.

SWEDEN

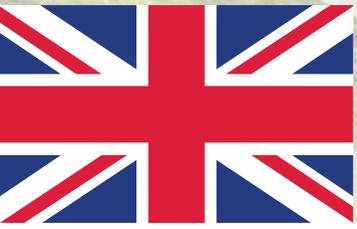
Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	33	57	10	22	18
Social	29	54	17	27	23
Financial	72	21	8	37	25
Community	45	49	6	28	26
Physical	28	64	8	22	24

On the other hand, social well-being is the element in which Swedes are closest to the total results for Europe; 29% of Swedes are thriving, compared with 27% of Europeans overall. Notably, Swedish women are more likely than men to be thriving in both community well-being (51% vs. 39%, respectively) and social well-being (33% vs. 24%).

In some cases, Sweden's general prosperity and strong social safety net are reflected in comparisons to Europe as a whole. For example, women in Sweden are substantially more likely than European women overall to be thriving in purpose well-being (35% vs. 21%) and community well-being (51% vs. 29%). Sweden's family-friendly labor laws are likely a factor in these results. Flexible parental-leave policies help new mothers remain engaged in their careers; a study by the Institute for the Study of Labor (IZA) found that more than 90% return to work after childbirth.¹⁴⁶

STRENGTHS AND OPPORTUNITIES

Sweden is likely to continue to rank among the world's top nations with regard to various aspects of well-being. Projections for 2014 and 2015 predict GDP growth will be greater than it was in 2013, when the current data were gathered. With a dynamic economy and social services that promote vitality and productivity throughout the population, Sweden represents a model for other countries striving to boost financial well-being and a sense of optimism among their people.



UNITED KINGDOM

The strength of the United Kingdom's job market has been a bright spot in the country's economic recovery. The U.K. has created nearly 2 million jobs since 2010, including nearly half a million in 2013.¹⁴⁷ The country now has one of the lowest unemployment rates in Europe, at just below 7%¹⁴⁸ — a likely factor in Britons' relatively strong well-being figures. They are somewhat more likely to be thriving in three or more elements (28%) than Europeans overall (21%). In only four European countries — Denmark, Austria, the Netherlands, and Sweden — is this figure significantly higher than in the U.K.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Among the five elements, Britons' results are stronger in financial well-being than in any other; almost half (46%) are thriving in this area, versus 37% for Europe as a whole and 38% among all OECD countries. However, fewer Britons are thriving in purpose well-being; at 25%, they are more similar to Europeans overall (22%) in this element.

British women are somewhat more likely than British men to be thriving in purpose well-being — 29% vs. 21%, respectively. Female participation in Britain's labor force has risen substantially over the past 40 years, while men's participation has declined somewhat.¹⁴⁹ Education levels may also play a role in this difference; recent figures from Britain's University and College Admissions Service indicate that British women are 25% more likely than men to apply to a university.¹⁵⁰

About one in four Britons (27%) are thriving in physical well-being. This figure is slightly higher than the proportion among Europeans overall (22%), but is comparable to results from most other Western European countries. Public initiatives to help Britons improve their eating and exercise habits may help raise the percentage who are thriving in this area; the U.K. has relatively high rates of obese and overweight residents, according to a recent Global Burden of Disease report.¹⁵¹

STRENGTHS AND OPPORTUNITIES

Though Britons are strong in financial well-being, they are much weaker in purpose well-being, suggesting that many workers do not enjoy what they do each day. As the country's employment situation improved, it's possible that many job seekers took the first available position they could get, without regard for whether the job was a good fit for their talents or long-term goals. The country's improving economy may present more opportunities for employers to help workers find roles in which they are more fully engaged.

UNITED KINGDOM

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	25	51	24	22	18
Social	32	44	24	27	23
Financial	46	35	19	37	25
Community	35	52	13	28	26
Physical	27	61	13	22	24

FORMER SOVIET UNION



Endemic corruption and chronic instability since the collapse of the Soviet Union have made life unpredictable and have eroded public services established under Soviet rule. The lack of optimism that prevails in many of these countries is reflected in the finding that about half of residents (49%) are not thriving in any of the five elements of well-being.

Former Soviet Union (FSU) residents' health has declined over the past two decades, as preventable conditions caused by tobacco and alcohol use, poor sanitation, pollution, and inadequate nutrition — along with substandard healthcare in many areas — have lowered life expectancy in some countries. Just 15% of FSU residents are thriving in physical well-being, significantly lower than the global figure of 24%.

FORMER SOVIET UNION

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	18	44	37	18
Social	25	48	27	23
Financial	24	41	35	25
Community	19	63	18	26
Physical	15	62	22	24

FSU residents are most likely to be suffering in purpose well-being, at a staggering 37%. This finding conveys a lack of hope as many residents are in jobs they do not enjoy or are otherwise disengaged in their day-to-day lives.

Women in FSU countries are somewhat more likely than men to be suffering in financial well-being (37% vs. 31%, respectively) and in physical well-being (25% vs. 19%). Sadly, both findings are likely related to the fact that men in some FSU countries — particularly Russia — have

significantly shorter life spans than women, due largely to a higher incidence of alcohol and drug abuse among men. Thus, women are more likely to live to an age when they experience more health problems and are less able to work.

FSU residents aged 15 to 29 fare better than their older counterparts in all five elements. For example, they are twice as likely to be thriving in purpose well-being as those aged 45 to 64. The decline in physical well-being that accompanies age in these countries is startling: 32% of those aged 15 to 29 are thriving, versus 15% of those aged 30 to 44, 6% of those aged 45 to 64, and just 3% of those aged 65 and older.

Thriving percentages in FSU countries are similar to the global figures for purpose, financial, and social well-being, while they lag behind worldwide percentages in physical and community well-being. Regarding the latter element, the 19% thriving in FSU countries trails results from every region except sub-Saharan Africa. Poor economic conditions, a lack of social trust, and the decline of public services in many areas likely fuel FSU residents' discontent with their communities.

The greatest opportunity to raise well-being levels in FSU countries may rest with their young people. At least three in 10 FSU residents aged 15 to 29 are thriving in social (32%), financial (30%), and physical (32%) well-being. If FSU countries can focus on helping young people sustain these levels — for example, through education and labor market reforms that help them find good jobs — the entire region's future could be brighter.

Overall, however, physical well-being remains a major challenge for FSU countries. Rampant corruption and loss of faith in political institutions have, in many cases, led to self-destructive behaviors such as excessive alcohol and tobacco consumption. Strong social institutions, such as trade unions and churches, have helped alleviate these effects in some areas. Bolstering these organizations and encouraging membership in them may help many FSU residents retain a sense of optimism that encourages healthier behaviors.



KAZAKHSTAN

Kazakhstan is currently enjoying a period of economic improvement, with GDP growing at 6% in 2013, driven largely by the country's oil wealth.¹⁵² The government is making efforts to translate that growth into poverty reduction by addressing unemployment and the lack of affordable housing, as well as pursuing goals for regional development and modernization of housing and public utilities. Efforts to stimulate job growth may help explain why Kazakhs are somewhat less likely than FSU residents overall to be suffering in financial well-being (28% vs. 35%, respectively) and in purpose well-being (28% vs. 37%).

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

About one-fourth of Kazakhs are thriving in each of four well-being elements: purpose (23%), social (24%), financial (24%), and community (25%). Though the proportion who are suffering financially is low relative to FSU countries overall, rural Kazakhs (31%) are more likely to be suffering in this element than their urban counterparts (22%).

Significant urban-rural differences appear again with regard to community well-being. Those living in rural areas are twice as likely to be suffering as those in urban areas — 24% vs. 11%, respectively.

Physical well-being is the element in which Kazakhs have the most opportunity to improve, as just 16% of the population are thriving — on par with the regional figure for former

Soviet states — while 66% are struggling and 18% are suffering. As in many such countries, the quality of healthcare has declined in the post-Soviet era due to insufficient funding and the emigration of many doctors and other practitioners.

KAZAKHSTAN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	23	50	28	18	18
Social	24	46	30	25	23
Financial	24	48	28	24	25
Community	25	56	19	19	26
Physical	16	66	18	15	24

STRENGTHS AND OPPORTUNITIES

Experts forecast that Kazakhstan's GDP will continue to rise, supported by reduced costs for its exports (thanks to the devaluation of its currency) and by increased global demand for oil. The government has plans to address infrastructure and economic challenges in much of the country to forestall unrest and encourage foreign investment. Kazakhs' relatively low physical well-being percentages suggest that healthcare infrastructure should be a central focus for reform in many areas.

The finding that suffering is much more common among rural Kazakhs than among urban dwellers in several elements — including financial, purpose, and community well-being — reflects lower living standards and a lack of economic diversification in much of rural Kazakhstan. The OECD is currently working with the EU and the Kazakhstani government on efforts to diversify the country's largely rural regional economies and help it attract foreign investment.



RUSSIA

In the more than two decades since the collapse of the Soviet Union, Russia’s transition to a democratic political system and free-market economy has been hampered by endemic corruption in government and business, as well as ongoing attempts by Russian leaders to maintain an authoritarian grip on the country. Economic growth has recently been restricted by a lack of investment-oriented structural reforms and low consumer confidence. Moreover, a small group of oligarchs has accrued much of the wealth and power resulting from Russian exports (including its substantial oil reserves), limiting gains in living standards among the general public. Russia’s well-being results highlight the plight of the country’s older generations. Overall, results for each element are similar to the aggregated figures for former Soviet countries, although Russians’ financial well-being is higher than for other countries’ citizens in the region (29% vs. 24%, respectively). However, the proportion thriving in each element is approximately 10 points higher among Russians younger than 45 than among their older counterparts. A slight majority of older Russians (52%) are not thriving in *any* element, compared with 38% of younger Russians.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Low levels of well-being among older Russians are also reflected in recent results from HelpAge International’s Global AgeWatch Index, which includes World Bank and Gallup indicators. The index ranked Russia 78th out of 91 countries in which living standards of the elderly were assessed.¹⁵³

One of the most troubling findings in terms of well-being results is that 36% of Russians aged 45 and older are suffering in physical well-being, while just 6% are thriving. Results are vastly different among younger Russians, with 8% suffering and 28% thriving. A likely factor in this divide is the excessive use of alcohol and tobacco, which raises the risks of liver damage, heart disease, and cancer as residents age.

Other well-being elements are similarly affected by age. Overall, about one-third of Russians (35%) are suffering in purpose well-being; among those aged 45 and older, this figure rises to almost half (45%), versus 25% among younger Russians.

Older Russians are also more likely than those under 45 to be suffering in financial well-being (39% vs. 27%, respectively) and social well-being (31% vs. 21%). These findings speak to a profound sense of disillusionment among Russians who have lived through the post-Soviet era.

RUSSIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	21	44	35	18	18
Social	27	47	26	25	23
Financial	29	38	33	24	25
Community	20	61	20	19	26
Physical	17	61	22	15	24

STRENGTHS AND OPPORTUNITIES

These results highlight Russia’s need to improve financial security and access to healthcare among the country’s older residents — a need that will only grow more drastic in the coming years as the population continues to age. However, relatively strong well-being results among young Russians may indicate a sense of optimism among those who are poised to be agents of change in their nation.

MIDDLE EAST AND NORTH AFRICA

Economic growth in the Middle East and North Africa (MENA) region overall has failed to keep pace with the region's rapidly expanding population, resulting in the highest regional unemployment rate in the world.¹⁵⁴ More than half of the MENA population is younger than age 25,¹⁵⁵ and joblessness is pervasive among young people who often lack the connections, training, and skills to compete for the relatively few positions available. MENA's low thriving percentage in purpose well-being (13%) reflects this widespread lack of work, which can lead to social unrest and political instability.

Significant gaps exist among Gulf Cooperation Council (GCC) countries, Israel, and other countries in the MENA region. Financial well-being is much higher in Israel (42%) and the GCC countries of Bahrain (48%), Kuwait (44%), the United Arab Emirates (37%), and Saudi Arabia (37%) than regionally (25%). The percentage thriving in these five countries is roughly double that found in Egypt (18%) and the Palestinian Territories (19%), where

jobs are scarce, the economic climate is shaky, and the national mood is volatile. A disparity also exists in community well-being throughout the region. Thirty-eight percent or more of residents are thriving in the four GCC nations surveyed, nearly twice the percentage (22%) in the region overall.

On an individual level, office workers in MENA are the most likely of all professions to be thriving in purpose well-being. Further, residents who have completed four years of education beyond high school are more likely (14%) than those with an elementary

education or less (11%) to be thriving in this element. Younger MENA residents under the age of 45 are more likely to be thriving in social well-being than older residents (20% vs. 15%, respectively). They are also more than twice as likely to be thriving in physical well-being as those older than 45 (25% vs. 12%). Those who live in rural areas are less likely (21%) than residents of urban areas (26%) to be thriving financially. MENA residents in the top income quintile are more likely to be thriving in community well-being than those in any other quintile.

The percentages of MENA residents thriving in each of the five well-being elements trails the global percentages. The largest gap is in purpose well-being — at 13%, it is the lowest percentage that Gallup recorded in any of the five elements in the MENA region, and it falls five percentage points below the global percentage of 18%.

Fewer than one in five MENA residents (18%) are thriving in social well-being, compared with about one in four globally (23%).

Physical well-being in MENA is not far below the global percentage (21% vs. 24%), which perhaps is not surprising given that the region has such a young population. However, lifestyle-related conditions such as heart disease and stroke are on the rise in Arab countries and are now the leading cause of death in the region.¹⁵⁶

The key to transforming the region's well-being lies within the element of purpose. More MENA residents (35%) are suffering in this category than in any other. Investment in a dynamic private sector, removal of cultural barriers and regulations that prohibit women from working in some countries, and a crackdown on the corruption that paralyzes many MENA economies would help to increase the number of jobs and foster a higher sense of purpose in residents' lives.

MIDDLE EAST AND NORTH AFRICA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	13	43	44	18
Social	18	44	37	23
Financial	24	41	35	25
Community	22	53	25	26
Physical	21	64	15	24



EGYPT

Egypt continued to experience political and economic upheaval in 2013. Ongoing instability has taken a toll on Egyptians' well-being. Their purpose well-being has possibly been affected the most, in the midst of widespread disillusionment after the fall of longtime Egyptian President Hosni Mubarak in 2011.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Overall, less than 20% of Egyptians — who were surveyed shortly before the ouster of former President Mohamed Morsi in July 2013 — are thriving in any element of well-being. Egyptians are least likely to be thriving in the purpose element, at 10%, compared with 13% of their regional counterparts and 18% globally. Between 15% and 18% of Egyptians are thriving in other elements.

One notable difference between Egypt and the rest of the region is in the financial element, in which 18% are thriving compared with 24% regionally. When asked about the state of their national economy in late June 2013, a record 80% of Egyptians described it as “getting worse.” Egyptians were also more likely than ever to say that their standard of living was getting worse, with an all-time high of 55%.

Meaningful demographic differences exist mainly between those younger than 45 and those aged 45 and older in financial and physical well-being. One-fifth of those younger than 45 are thriving physically (19%) and financially (20%), compared with 12% and 14% of those aged 45 and older.

There are significant demographic differences as well compared with the regional percentages. Egyptians living in urban areas are less likely to be thriving in community well-being than their regional counterparts (14% vs. 23%), and Egyptian women are less likely to be thriving in the same element than other women in the region (14% vs. 22%). Egyptian office workers are less likely to be thriving financially or physically than their counterparts in the region (19% vs. 28% in financial well-being; 17% vs. 25% in physical well-being).

Ongoing instability has taken a toll on Egyptians' well-being.

EGYPT

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	10	40	50	13	18
Social	15	45	40	18	23
Financial	18	39	43	24	25
Community	17	53	30	22	26
Physical	17	69	14	21	24

STRENGTHS AND OPPORTUNITIES

With ongoing economic and political struggles and multiple changes in leadership in the past several years, Egyptians could continue to fall behind other countries in the region in each of the well-being elements. As the country faced its most serious political crisis in many generations, record percentages of Egyptians were pessimistic about their lives and the direction of their nation's economy. With so much uncertainty weighing on many Egyptians' minds, the country's current leadership must refocus the nation on economic recovery.



IRAN

Under former President Mahmoud Ahmadinejad, Iran became even more isolated from the West because of its nuclear program, and its people suffered under international economic sanctions.

Although the sanctions were in place at the time of the survey, well-being in Iran is not significantly lower than in the MENA region, or when compared with the global results as a whole (with the exception of purpose and community well-being). Fourteen percent of Iranians are thriving in three or more elements, compared with 13% in the MENA region and 17% globally.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Overall, Iran's thriving percentages in purpose (12%), financial (24%), and community well-being (21%) are roughly equivalent to the percentages seen in the MENA region for these elements. More than one in four Iranians (28%) are thriving in physical well-being, higher than both the regional percentage (21%) and the global percentage (24%). About one in five Iranians are thriving in the social element of well-being, at 22%, compared with 18% in the region.

Demographic differences exist between Iranians and their counterparts in the rest of the MENA region. For example, 30% of women in Iran are thriving in physical well-being, while only 20% of women in the MENA region are doing as well in this element.

Within Iran, there are few statistically significant differences among reportable demographic groupings, which include gender and employment status. However, those who are married or in a domestic partnership are less likely to thrive in physical well-being (22%) than the population as a whole (28%). This may be related to age, as those who are married or in a domestic partnership generally skew a bit older than the rest of the population.

IRAN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	12	40	48	13	18
Social	22	43	34	18	23
Financial	24	39	37	24	25
Community	21	48	31	22	26
Physical	28	59	13	21	24

STRENGTHS AND OPPORTUNITIES

While Iran has struggled under economic sanctions for decades, there is hope for sanctions relief in the future. With the election of President Hassan Rouhani in 2013, the country is poised for change. Rouhani spoke before the U.N. about engaging Iran with the rest of the world and has worked with the U.N. to reach a deal on Iran's use of nuclear power. All of these actions have helped Iran open up its economy. Western powers have already taken substantial steps in relaxing selected economic sanctions that had crippled the economy, and they have promised more to follow, should Iran demonstrate full compliance with the nuclear deal. With these sanctions lifted, it is possible that more goods and money will flow into the country, potentially boosting well-being across all five elements.



ISRAEL

Israel's relatively high rates of well-being stand out compared with its neighbors in the MENA region, safely exceeding the regional percentages in all five elements. Israel's thriving rates in each element are more on par with the percentages in other wealthy OECD member states.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

The percentage of Israelis who are thriving in purpose well-being (26%) is double the percentage in the region (13%), but it is one of the elements in which Israel performs least well. More than half of Israelis (58%) are struggling in this same category, and another 16% are suffering. Further, Israelis who are not employed are more likely to be suffering (22%) in this element than are employed Israelis (12%).

A similarly low 27% of Israelis are thriving in social well-being. Israeli women (30%) are more likely than men (23%) to be thriving in this element, and younger Israelis are less likely to be suffering in this element than those aged 45 and older (16% vs. 23%, respectively).

The percentage of Israelis thriving in financial well-being (42%) is the highest of the five elements and is even slightly better than the OECD percentage (38%). This strong performance can likely be attributed to Israel's strong, stable economy. However, wealth disparities are also common in Israel and help explain the quarter of Israelis who are suffering in this element (25%).

ISRAEL

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	26	58	16	13	18
Social	27	55	19	18	23
Financial	42	33	25	24	25
Community	34	55	11	22	26
Physical	29	62	9	21	24

Health remains a key issue in Israel. Of all the elements, Israelis are most likely to be struggling in physical well-being (62%). However, similarly high struggling rates in physical well-being are common throughout the region and in OECD countries. Young Israelis are more likely to be thriving in physical well-being (37%) than are their older counterparts (17%), a trend consistent throughout the region.

Israelis have strong community well-being, with 34% thriving in this element and no significant demographic divisions. This is significantly higher than the 22% regional thriving percentage and more in line with the OECD (32%).

STRENGTHS AND OPPORTUNITIES

Israel has been largely successful in enabling its citizens to thrive, particularly in a region where it is not so easy to achieve. A quarter of the population is thriving in three or more well-being elements, and three-quarters of the population is thriving in at least one. More than four in 10 in the country are thriving in financial well-being — exceeding percentages in many other OECD countries, including the U.S. (39%). But with more than half of the population struggling in physical well-being, health-based interventions are needed to help Israelis prevent lifestyle-related conditions such as heart disease that are common in many wealthy countries.



JORDAN

Just as Jordan’s economy was beginning to recover from the global financial crisis, neighboring Syria erupted in conflict. Jordan has since become the home for many Syrian refugees and migrants who are now competing with Jordanians for limited jobs, resources, and public services. The current refugee crisis may be negatively affecting the well-being of some Jordanians.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Jordan’s thriving percentages in four of the five well-being elements are lower than the global percentages for each. The percentage of Jordanians thriving in social well-being is slightly behind the MENA regional percentage (15% vs. 18%, respectively), as is the percentage of Jordanians thriving in community well-being (17% vs. 22%). Women are more likely to be thriving in their social well-being (20%) than are men (11%), but they are slightly more likely than men to be suffering in their community well-being, at 27%, compared with 21% among men.

The percentages of Jordanians thriving in purpose well-being (12%) and physical well-being (23%) are on par with regional percentages. One in 10 Jordanians (10%) are suffering in physical well-being, slightly below the 15% who are suffering in this element across the region, potentially because of a robust and modern national healthcare system. However, 68% are struggling, the highest struggling percentage among the five elements; this likely reflects that health resources are currently being stretched thin by Syrian refugees.

JORDAN

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	12	58	30	13	18
Social	15	53	31	18	23
Financial	27	47	26	24	25
Community	17	58	24	22	26
Physical	23	68	10	21	24

Despite competition with Syrian refugees for jobs, 27% of Jordanians are thriving in financial well-being, the only category in which they are more likely to be thriving than others in their region. However, almost half (47%) are struggling in this element, and a quarter are suffering (26%).

STRENGTHS AND OPPORTUNITIES

With a relatively small economy and few natural resources, Jordan is feeling the strain as the country’s infrastructure struggles to cope with the vast influx of refugees fleeing the conflict in Syria. More than half of Jordanians (55%) are thriving in none of the well-being elements — a percentage that could rise if the refugee situation does not improve, because it has the potential to affect any of the five well-being elements. With the growing burden on the country’s health, education, and other national systems, Jordan will likely need help from other countries and aid organizations to continue providing needed services to the growing population. Key to Jordanians’ well-being in the five elements will be whether the country is able to balance the needs of refugees with the needs of its own citizens and to keep tensions from growing between the two groups.

KUWAIT

Kuwait is, in many ways, an oasis. The percentage of Kuwaiti residents thriving in each of the five elements is higher than the regional and global percentages. The country’s financial success from oil exports helps boost the population’s financial thriving percentage to above 40%.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Forty-four percent of Kuwaiti residents are thriving in financial well-being, a percentage almost double what is found regionally and globally. When it comes to purpose, about the same percentage of Kuwaiti residents are suffering as thriving (27% and 24%, respectively), while 49% are struggling. Still, the percentage thriving in this element is nearly twice that found at the regional level (13%).

More than half of Kuwaiti residents (62%) are struggling in physical well-being, although the thriving indicator (30%) is higher than what is found in the region (21%). At 8%, the percentage of Kuwaiti residents suffering in physical well-being is the lowest among the five elements.

Women in Kuwait are slightly more likely to be thriving in social well-being than are men — 36% compared with 29%, respectively. But men are more likely to be thriving physically than are women (32% vs. 27%).

KUWAIT

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	24	49	27	13	18
Social	32	45	23	18	23
Financial	44	42	14	24	25
Community	38	49	13	22	26
Physical	30	62	8	21	24

STRENGTHS AND OPPORTUNITIES

Kuwait’s strong GDP and oil industry revenues have paid off in terms of high well-being among its residents. More than one in four (26%) are thriving in three or more elements, compared with half that percentage (13%) regionally. And while half of MENA residents are thriving in none of the five elements (50%), the same is true of only a quarter of Kuwaiti residents (25%).

But Kuwait’s dependence on its dominant economic export, oil, is risky. If the oil industry falters, Kuwait has little to fall back on. With 27% of Kuwaiti residents suffering in the purpose element and 49% struggling, this seems to indicate that the population would welcome a more diversified economy with a wider range of opportunities and challenges.

Physical well-being is also a challenge for Kuwaiti residents, with the WHO reporting that 70% of men and 80% of women in the country are obese.¹⁵⁷ This has led to a rise in health problems such as heart disease and diabetes. Increasing awareness of the effects of fast food and a sedentary lifestyle — both relatively new to Kuwait — could help boost physical well-being in the country, as could providing more opportunities for women to participate in sports and increase their physical activity.

It is important to note that this survey, like those conducted in all GCC countries, includes country nationals and Arab expatriates, but not non-Arab expatriates.



LEBANON

Well-being results in Lebanon point to the population's resilience in the face of considerable challenges. Lebanon faced political and economic crises when these data were collected in 2013. Prime Minister Najib Mikati, a Sunni businessman, resigned in March 2013 amid conflict with the Shi'ite group Hezbollah over a new election law. Mikati was not replaced until early 2014 because of political strife between factions for and against the Syrian regime. Additionally, the Lebanese economy has been damaged by the war in Syria, which has sent more than 1 million refugees to Lebanon and severely inhibited its construction and tourism industries.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

The percentages thriving for all but one element in Lebanon are at least as high as the corresponding figures for the MENA region, and are significantly higher with regard to financial and physical well-being. Despite the impact of the Syrian crisis on their country's economy, 35% of Lebanese are thriving in financial well-being, while 19% are suffering; the comparable regional figures are 24% thriving and 35% suffering. Support from relatives overseas contributes to the financial health of many Lebanese households; the country's diaspora, one of the world's largest and most successful, sends billions of dollars in remittances back to Lebanon each year.¹⁵⁸

About one-third of Lebanese (32%) are thriving in physical well-being, while 11% are suffering. However, the likelihood to be thriving in this element is significantly lower among women (26%), Lebanese who are not employed (25%), and particularly those aged 45 and older (16%) — implying a need for greater access to healthcare among these segments of society.

Lebanese are considerably less likely to be thriving in purpose (14%) or community (16%) well-being. Results for purpose well-being are similar among those who are employed (15% thriving) and not employed (12%), suggesting the workplace is not a source of personal fulfillment for many. Gallup's most recent study of employee engagement worldwide corroborates this notion, as just 15% of Lebanese who work for an employer are emotionally engaged in their jobs.¹⁵⁹

STRENGTHS AND OPPORTUNITIES

The longer the Syrian war continues, the more likely it is to have broad-based effects on the well-being of the Lebanese population. Refugees place a severe burden on the country's healthcare system, and the internal dispute over the Syrian regime is heightening sectarian tensions. However, having suffered through many regional and domestic conflicts, including a civil war that lasted from 1975 to 1990, Lebanese have developed a resilience that helps them maintain stability and a positive outlook even in challenging times.

LEBANON

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	14	46	40	13	18
Social	25	50	25	18	23
Financial	35	45	19	24	25
Community	16	63	20	22	26
Physical	32	57	11	21	24



SAUDI ARABIA

Citizens and Arab expatriates in Saudi Arabia are more likely to be thriving in each of the five well-being elements than are residents of the MENA region overall. Thanks to the country's oil wealth, the government is able to provide a sense of financial security to many, with the public sector accounting for almost two-thirds of jobs held by Saudi nationals.¹⁶⁰ However, the Saudi government also continues to restrict residents' personal freedoms, particularly those of women.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

More than four in 10 residents in Saudi Arabia (43%) are thriving in community well-being, well above the regional percentage (22%). Strict adherence to traditional Islamic norms and the prevalence of public employment are two possible factors supporting community solidarity among Saudi nationals.

To address high unemployment, particularly among youth, the government is pursuing efforts to diversify the economy and expand the private sector, even though many young residents view private-sector jobs as less prestigious than government positions.

Those younger than 45 are less likely than their older counterparts to be thriving in purpose well-being — 22% vs. 36%, respectively.

Overall, Saudi nationals and Arab expatriates are more than twice as likely to be thriving in financial well-being (37%) as they are to be suffering (15%). The large number of Saudi nationals receiving unemployment benefits

may help explain the finding that despite high rates of joblessness among young people, younger and older respondents are equally likely to be thriving in this element.

Saudi Arabia also does particularly well in physical well-being, with 39% thriving and 8% suffering. The country's healthcare infrastructure is well-developed; however, Saudi residents aged 45 and older and Saudi women — who have one of the highest obesity rates in the Arab Gulf region — are less likely than their younger and male peers to be thriving in this element.

STRENGTHS AND OPPORTUNITIES

Saudi society is struggling to make the transition to modernity. Maintaining high levels of well-being over the long term will mean weaning many Saudi nationals off the largesse of a government that can no longer afford to provide jobs for the majority of its burgeoning youth population. Disrupting the status quo to put the country on a more secure footing for long-term prosperity will require cultural and economic changes that may lower Saudi nationals' perceptions of their own security and well-being before improving them.

It is important to note that this survey, like those conducted in all GCC countries, includes country nationals and Arab expatriates, but not non-Arab expatriates.

SAUDI ARABIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	24	45	31	13	18
Social	30	40	30	18	23
Financial	37	48	15	24	25
Community	43	39	18	22	26
Physical	39	53	8	21	24



SYRIA

Civil war broke out in 2011 in Syria, turning the country’s streets into battlefields and reducing neighborhoods and towns to rubble. By the end of 2013, it was estimated that 6.5 million of Syria’s total population of 22 million would need humanitarian aid, and that 4.25 million would be internally displaced. About 2.5 million Syrians have fled the country — those left behind have endured airstrikes, chemical warfare, mass killings, and other atrocities. Millions have been displaced from their homes, and more than 100,000 have died since the conflict began.¹⁶¹

Three years of relentless upheaval are evident in Syrians’ dismal well-being percentages, which are on par with some of the worst seen worldwide. Gallup surveyed in the country in the summer of 2013, when the majority of war-weary respondents predicted the conflict would continue for at least another one or two years. Researchers found a smaller percentage thriving in three or more elements in Syria (1%) than in any other country in the study.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Only 3% of Syrians are thriving in purpose well-being, while the majority (60%) are suffering. The percentage suffering is higher than in MENA overall (44%) and twice the global percentage of 30%. With the war disrupting Syrians’ daily lives, many are likely unable to pursue their work or studies. While purpose well-being can encompass a range of daily pursuits including that of a student, retiree, or caregiver, employment perceptions support these dismal percentages. Only 16% of Syrian adults were employed full time (for at least 30 hours per week) in 2013; 23% were not employed, and just 15% said it was a good time to find a job.

At 64%, suffering in social well-being is high, well above regional (37%) and global (26%) percentages. The 2013 Gallup World Poll found that less than half of Syrians (43%) are satisfied with their opportunities to meet people and make new friends. Fifty percent believe that if they were in trouble, they would have relatives or friends they could count on for help whenever they needed them.

Food and medical shortages may contribute to low physical well-being percentages, with 8% of respondents thriving in this element — far lower than the regional (21%) and global (24%) levels. At 12% thriving, Syria’s community well-being is about half that of global (26%) and regional (22%) percentages.

STRENGTHS AND OPPORTUNITIES

It will be hard for Syrians to gain traction on any well-being element in the current climate. After the war ends and a semblance of normal life resumes, residents may begin to gain a stronger sense of purpose in their lives. Rebuilding damaged medical facilities and sanitation systems will likely help increase physical well-being. Additionally, Gallup found in 2013 that nearly a quarter of Syrian households (23%) had taken in displaced families, and another 15% had donated money and goods to others within the country. These acts of generosity amid hardship may be a foundation on which Syrians can strengthen social and community well-being.

SYRIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	3	37	60	13	18
Social	2	34	64	18	23
Community	12	50	38	22	26
Physical	8	78	13	21	24
Financial well-being data for 2013 are not available for Syria.					



TURKEY

After nearly a decade of strong growth under the progressive economic policies and relative political stability fostered by Prime Minister Recep Tayyip Erdogan, Turkey became a majority middle-class society for the first time in its history. Turkey’s economy expanded rapidly in 2010 and 2011, but has cooled over the past few years.

More than one in five Turks (21%) are thriving in financial well-being — slightly lower than the global percentage of 25% and the regional percentage of 24%. With the financial slowdown, Turks are seeing signs that the government is tipping toward autocratic rule¹⁶² and putting the country’s democratic image to the test.

Social unrest has been brewing in response to the government’s recent measures, which include censoring the Internet,¹⁶³ jailing and intimidating journalists,¹⁶⁴ and attempting to limit the sale of alcohol¹⁶⁵ and roll back other hallmarks of the secular state. Erdogan’s bid for re-election in 2014 after more than a decade of rule has been dogged by corruption allegations, and many Turks perceive that he is drifting toward authoritarianism, as evidenced by his crackdowns on recent public protests.¹⁶⁶ This uneasy climate could help explain why nearly half of Turks (41%) are suffering in social well-being, much higher than the 28% suffering in this element globally.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Despite strong government investment in the healthcare system during the past decade, including substantial expenditures in medical infrastructure, equipment, supplies, and staff training, Turks lag behind on physical well-being — 13% are thriving versus 21% in the region and 24% globally. Those who are employed are more likely to be thriving in physical well-being than those who are not employed (17% vs. 11%, respectively).

Turks in rural areas are less likely to be struggling in purpose well-being than their urban counterparts (44% vs. 57%) and more likely to be thriving in community well-being (24% vs. 18%).

They are, however, more likely to struggle in financial well-being (51%) than are Turks in the country’s urban areas (39%).

TURKEY

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	12	50	37	13	18
Social	13	46	41	18	23
Financial	21	45	34	24	25
Community	21	61	18	22	26
Physical	13	67	19	21	24

STRENGTHS AND OPPORTUNITIES

Turkey faces challenges to sustain the inroads it has made since 2003. With the economy faltering, unemployment rose from a record low of 8% in June 2012 to 10% by the beginning of 2014.¹⁶⁷ This is likely reflected in Turkey’s low thriving percentage in purpose well-being (12%), similar to that seen in the MENA region (13%) and six percentage points lower than the 18% measured globally.

When Gallup interviewed in the country in the summer of 2013, six in 10 residents reported that they were finding it difficult or very difficult to get by on their present income, up sharply from four in 10 who said the same in 2012. The economy grew by a relatively meager 2.2% in 2012,¹⁶⁸ and though it rebounded somewhat in 2013, the growth pace is still much slower than before 2012.

Despite these challenges, Turkey's financial well-being percentage of 21% is not far off the global percentage of 25%. Of all of Turkey's scores in the five elements, this percentage comes the closest to the corresponding global percentage, suggesting some of the gains made before 2012 have been strong enough to withstand the recent

Well-Being Element	Demographic Indicator	Turkey Thriving (%)	Regional Thriving (%)
Purpose	No significant differences from regional percentages		
Social	Marital Status: Single, separated, divorced, or widowed	13	20
Financial	Gender: Female	18	24
Community	Living Situation: Large city or suburb of large city	18	23
Physical	Marital Status: Single, separated, divorced, or widowed	17	27

Note: Demographic comparisons are only calculated for country- and regional-level demographic groups that contain a sample size of at least 300 respondents. This table features the largest percentage-point difference between demographic groups at the country level and their counterparts at the regional level within each well-being element.

about of economic and political instability. Turkey's leaders must address the country's financial problems,

eradicate corruption in their ranks, and recommit to basic democratic principles if they want to restore the confidence of residents and investors.

This uneasy political climate could help explain why nearly half of Turks (41%) are suffering in social well-being, much higher than the 28% suffering in this element globally.



UNITED ARAB EMIRATES

The UAE's thriving, diversified economy has paid dividends in terms of strong well-being among its residents, in part because of ongoing government investments in healthcare, education, and infrastructure. Nearly one-third of UAE residents (31%) are thriving in three or more well-being elements, more than twice the MENA regional percentage of 13%. The country's high standard of living and per capita GDP help it beat global percentages for each of the five well-being elements.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Nearly half of UAE residents (49%) are thriving in community well-being, more than twice the regional percentage of 22% and nearly double the global percentage of 26%. This percentage is one of the highest in the world, behind only Panama (58%), the Netherlands (53%), Austria (52%), Denmark (51%), and Sri Lanka (50%).

High levels of community well-being could reflect residents' satisfaction with the UAE's relatively diverse, cosmopolitan society; its many cultural and charitable organizations; and its modern infrastructure.

The percentage thriving in financial well-being is more modest by comparison (37%), but it still tops global (25%) and regional (24%) percentages. Further, the percentage of residents suffering in financial well-being in the region is more than twice as high as that of the UAE (35% vs. 14%).

The UAE performed worst in purpose well-being, with 25% thriving, although this is still nearly twice the regional percentage of 13%. The country's percentages thriving in social (32%) and physical (36%) well-being are higher than regional percentages, and they also beat the global percentages. Employed residents are more likely than those who are not employed to be thriving in purpose well-being (27% vs. 18%, respectively), and they are half as likely to be suffering in physical well-being (4% vs. 8%).

STRENGTHS AND OPPORTUNITIES

Community well-being is a strength in the UAE, yet Gallup's most recent World Poll data show relatively few residents (13%) regularly volunteer their time to an organization. However, this may reflect that the concept of formal volunteerism is a relatively nascent concept in this region, with most volunteerism happening on an ad hoc basis. Promoting more opportunities for residents to donate their time could help boost community well-being even higher. Low levels of thriving in purpose well-being could reflect low employee engagement among residents. Businesses and their employees would likely benefit if employers did more to engage their workers and help them feel a stronger connection to their jobs.

It is important to note that this survey, like those conducted in all Arab Gulf countries, includes country nationals and Arab expatriates, but not non-Arab expatriates.

UNITED ARAB EMIRATES

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	25	55	20	13	18
Social	32	46	21	18	23
Financial	37	49	14	24	25
Community	49	42	9	22	26
Physical	36	59	5	21	24



SUB-SAHARAN AFRICA

Sub-Saharan Africa’s vast natural resources, youthful population, and growing middle class make it a region with great economic potential. Thus far, however, instability, poverty, and widespread economic inequality remain prevalent in most of the region. Despite relatively strong economic growth in many sub-Saharan African countries in recent years, more than half of the region’s population (56%) are not thriving in any of the five well-being elements. Only 9% of sub-Saharan Africans are thriving in three or more elements, the lowest for any region worldwide.

Sub-Saharan Africans are far more likely to be suffering than thriving in financial well-being (51% vs. 9%, respectively), purpose well-being (38% vs. 15%), and social well-being (37% vs. 16%). Physical well-being is the only element in which the region’s residents are as likely to be thriving (20%) as suffering (16%) — though most (64%) are struggling in this element.

Given the prevalence of small-scale farming and other subsistence activities in the region, the finding

SUB-SAHARAN AFRICA

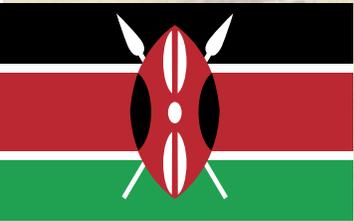
Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Global Thriving (%)
Purpose	15	46	38	18
Social	16	48	37	23
Financial	9	40	51	25
Community	18	57	25	26
Physical	20	64	16	24

that 51% of sub-Saharan Africans are suffering in financial well-being, a far higher proportion than in any other region, may come as no surprise. This figure is consistent across demographic groups; even the difference between urban Africans (46% suffering) and those in rural areas (52%) is modest. Gallup’s global income data indicate that the poorest 63% of sub-Saharan Africans account for just 20% of the total income

for the subcontinent,¹⁶⁹ making it the most unequal region in the world in terms of income equality. In many sub-Saharan African countries, most of the wealth is in the hands of a small group of elite residents.

Access to quality healthcare is inadequate and sanitary conditions are poor in much of sub-Saharan Africa, helping explain why residents’ physical well-being declines sharply with age. Among those under age 45, 23% are thriving in this element, while just 12% are suffering. Among those aged 45 and older, however, 12% are thriving in physical well-being, while 27% are suffering.

Sub-Saharan Africans’ low well-being levels across elements reflect a reality in which most lack the resources — in terms of financial capital, social networks, or even physical health — to escape poverty. Improving well-being in the region over the long term means empowering Africans to pursue better lives. According to development experts, that means pursuing democratic reforms that increase the capacity and accountability of governing institutions, and building vital infrastructure such as schools and electricity that give residents the means to fully participate in the social and economic development of their countries.



KENYA



Kenya has a large multilingual population, an abundance of young workers, and a solid entrepreneurial tradition relative to other countries in the region. However, Kenyans’ results in financial well-being are similar to those for sub-Saharan Africa as a whole — just 8% of Kenyans are thriving in this element, while 50% are suffering.

The Kenyan economy is sensitive to shocks in tourism, such as the terrorist attack on the Westgate shopping mall in Nairobi in September 2013, and in the demand for exports. Thus, the country’s GDP growth slowed dramatically in 2008¹⁷⁰ with the onset of the global financial crisis, which reduced global demand for commodities and left many in the developed world with less discretionary income to spend on travel.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Kenya’s economic slowdown notwithstanding, the country’s status as the economic hub of Eastern Africa makes residents’ low level of financial well-being somewhat surprising. A high degree of income inequality helps explain these results; residents who have benefited from the country’s growth and development enough to secure office jobs are much less likely than those in non-office jobs to be suffering in this element — 39% vs. 65%, respectively.

Kenyans are somewhat less likely than sub-Saharan Africans overall to be thriving in purpose well-being (10% vs. 15%, respectively). In this element also, there are significant differences between Kenyans in office jobs, 15% of whom are thriving, and those with non-office jobs, at 8% thriving.

About one in six Kenyans (16%) are thriving in community well-being. Employed Kenyans are about twice as likely to be thriving in this element as those who are not employed (20% vs. 11%), likely reflecting the relationship between community satisfaction and perceived job opportunities.

Finally, just 16% of Kenyans are thriving in physical well-being, somewhat below the regional figure of 20%.

STRENGTHS AND OPPORTUNITIES

Just as the effects of the global recession began to subside in 2011, Kenya began to see a rise in militant attacks — such as those in September 2013 and June 2014 that each resulted in dozens of civilian deaths. The violence may have had a broad effect on Kenyans’ well-being by diminishing economic prospects for many, including those in the country’s large tourism sector, and by weakening social stability by heightening ongoing ethnic and religious tensions.¹⁷¹

If the new government can improve security conditions, however, Kenya’s economic progress should help raise residents’ living standards in the coming years. Strong growth in booming industries like telecommunications should improve residents’ access to healthcare, education, and other vital services, which may help boost their well-being in all areas.

KENYA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	10	45	45	15	18
Social	13	46	41	16	23
Financial	8	42	50	9	25
Community	16	62	22	18	26
Physical	16	69	15	20	24

NIGERIA

Despite oil-rich Nigeria’s plentiful resources, its residents’ financial well-being is similar to that of sub-Saharan Africa as a whole. Several of the same factors that prevented much of the Kenyan population from fully participating in their country’s economic growth are present in Nigeria, including a high level of income inequality and violent attacks by militant groups — most notably the Islamist group Boko Haram.¹⁷² Instability in the country may further limit residents’ well-being — particularly in the financial and community elements — as the government struggles to address these issues.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

About one in eight Nigerians (12%) are thriving in financial well-being, similar to the regional figure for sub-Saharan Africa (9%) but half the global figure (25%). Nearly half of Nigerians are suffering in financial well-being (48%), underscoring the prevalence of financial insecurity among the millions of Nigerians living in poverty.

Sixteen percent of Nigerians are thriving in community well-being — again, similar to the regional total (18%) but lower than the global percentage (26%). Boko Haram’s frequent attacks on civilians in the

north and east of the country since 2010 have likely taken a heavy toll on Nigerians’ perceptions of their communities, with many questioning their own safety. In 2013, nearly half of Nigerians (47%) said they do not feel safe walking alone at night in their own neighborhoods.

Instability in Nigeria limits residents’ well-being, particularly in financial and community well-being.

No more than one in five Nigerians are thriving in purpose well-being (17%), social well-being (17%), and physical well-being (20%) — all three figures are similar to the regional results for sub-Saharan Africa.

NIGERIA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	17	51	32	15	18
Social	17	52	31	16	23
Financial	12	40	48	9	25
Community	16	54	30	18	26
Physical	20	71	9	20	24

STRENGTHS AND OPPORTUNITIES

Nigeria’s vast natural resources and growing labor force offer no shortage of opportunities to further the country’s economic and social development if the government can more effectively address the domestic issues of instability, violence, and poor infrastructure. Economic diversification is also critical to improving Nigerians’ well-being; though the government continues to rely heavily on oil revenues, reforms aimed at promoting business development and other forms of broad-based economic opportunity are needed to boost job growth and community cohesion.

SOUTH AFRICA

The South African economy has been slowing since 2011, and the country's labor market woes continue to hinder its economic performance. Unemployment still stands at almost 25%,¹⁷³ and several key sectors, such as mining, agriculture, and transport, have experienced prolonged and violent strikes. As in much of Africa, a high level of income inequality keeps large swaths of the population mired in poverty. Further, violent crime and HIV/AIDS remain important issues for many in South Africa.

These conditions help explain why, in most aspects, South Africans' well-being results are similar to those among sub-Saharan Africans overall. There are a few notable exceptions: 35% of South Africans are suffering in financial well-being, versus 51% of sub-Saharan Africans overall. However, the percentage of South Africans suffering in purpose well-being is actually *higher* than the regional figure — 53% vs. 38%, respectively. This finding may reflect the same discontent with their day-to-day working conditions that has led so many South African workers to strike in recent years.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

The proportion of South Africans who are thriving is consistently low across well-being dimensions; 12% are thriving in the purpose element, 11% in physical well-being, and 14% in community well-being. Most of these figures are similar to the corresponding regional percentages, though South Africans are actually less

likely than sub-Saharan Africans overall to be thriving in physical well-being (11% vs. 20%). South Africa's vast income disparities are clearly reflected in access to healthcare, and poorer residents are much more vulnerable to the country's HIV and tuberculosis pandemics.

Though the proportion of South Africans who are suffering in financial well-being is low by regional standards, just 13% are thriving in this element, underscoring the idea that growth in Africa's second-largest economy is not benefiting most segments of the population.

Employed South Africans are only somewhat more likely than those who are not employed to be thriving in financial well-being, at 17% vs. 10%, respectively. Further, even among employed South Africans, just 15% are thriving in purpose well-being, indicating that most of those with jobs are not emotionally invested in what they do each day. According to Occupational Care South Africa, low morale and burnout are related to absenteeism, costing companies more than \$1 billion annually.¹⁷⁴

STRENGTHS AND OPPORTUNITIES

To put the population on firmer footing for sustainable well-being gains, the country's new government will have to address structural deficiencies, such as inequities in education and healthcare, which keep poverty rates high.¹⁷⁵ Labor unrest remains another huge problem, though here there are models for improvement; some South African employers have rolled out well-being initiatives to improve productivity, retain staff, and be more attractive to potential employees.

SOUTH AFRICA

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	12	35	53	15	18
Social	11	46	42	16	23
Financial	13	52	35	9	25
Community	14	59	28	18	26
Physical	11	71	17	20	24



ZIMBABWE

Longtime President Robert Mugabe continues as the head of state of Zimbabwe, winning his seventh term in 2013. Despite accusations of fraud, the presidential and parliamentary elections stabilized the political situation within the country. However, the country’s economic situation remains grim, with unemployment rampant and millions of Zimbabweans at risk for starvation. The Agriculture Ministry said in January 2014 that it would import 150,000 tons of corn, a dietary staple, to avoid a food crisis.¹⁷⁶ Meanwhile, Mugabe continues to fan racial tensions in the country, recently declaring that white farmers will no longer be allowed to own land.¹⁷⁷

In this climate of economic hardship, corrupt leadership, and ongoing social division, most Zimbabweans (58%) are not thriving in any of the five well-being elements. Across elements, the bulk of the population is struggling or suffering.

THE FIVE ELEMENTS AND DEMOGRAPHIC COMPARISONS

Facing an unemployment rate that some international organizations put as high as 60%, a majority of Zimbabweans (57%) are suffering in financial well-being, and nearly half (46%) are suffering in purpose well-being. The country’s economy remains very fragile, with business and industry capacity depressed related to a liquidity crisis and poor foreign direct investment. Approximately 72% of the population were living below the national poverty line in 2012.¹⁷⁸

In most well-being elements, the proportions of Zimbabweans thriving are similar to figures from sub-Saharan Africa as a whole. However, Zimbabweans fall somewhat below the regional percentage in community well-being (11% vs. 18%, respectively).

In fact, the proportion of Zimbabweans thriving in community well-being is among the lowest in the world. Residents’ widespread dissatisfaction with their communities is a likely factor in the country’s brain drain problem; thousands of teachers, healthcare workers, and other professionals are needed to maintain stable communities. Rural Zimbabweans (9%) and those not employed (9%) are least likely to be thriving.

ZIMBABWE

Well-Being Element	Thriving (%)	Struggling (%)	Suffering (%)	Regional Thriving (%)	Global Thriving (%)
Purpose	11	43	46	15	18
Social	18	53	29	16	23
Financial	10	33	57	9	25
Community	11	66	23	18	26
Physical	21	66	12	20	24

STRENGTHS AND OPPORTUNITIES

Addressing the large groups of Zimbabweans struggling or suffering in financial, purpose, and community well-being will require reforms that focus on infrastructure development, promote political stability by combating corruption and establishing free and fair elections, and restore a secure climate for business development and foreign direct investment. Only through such systemic change will Zimbabwe see sustainable improvements in well-being and begin to attract well-educated members of the country’s diaspora back to help build a brighter future for one of the world’s most blighted populations.

APPENDIX

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES

	Thriving in 3+ Elements		Purpose Well-Being			Social Well-Being			Financial Well-Being		
	Yes	No	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering
Afghanistan	1	99	1	23	76	0	56	43	2	24	74
Albania	8	92	7	29	64	28	45	27	16	41	42
Angola	12	88	33	38	29	26	42	31	6	25	69
Argentina	33	67	41	45	14	49	41	10	27	42	31
Armenia	8	92	8	30	62	26	46	28	13	29	59
Australia	28	72	25	59	16	33	49	18	48	32	20
Austria	39	61	36	51	13	27	53	20	64	25	11
Azerbaijan	9	91	10	46	45	18	59	23	19	41	40
Bahrain	28	72	22	55	23	32	51	18	48	39	13
Bangladesh	15	85	9	47	44	22	47	31	21	39	40
Belarus	13	87	16	48	36	23	54	23	27	44	29
Belgium	23	77	24	60	17	24	52	24	52	35	13
Benin	6	94	13	37	50	13	39	48	6	30	64
Bhutan	8	92	11	69	20	15	61	23	23	67	10
Bolivia	23	77	30	54	16	37	44	19	20	49	31
Bosnia and Herzegovina	10	90	12	50	38	23	58	19	13	46	40
Botswana	7	93	14	46	40	15	46	39	13	50	38
Brazil	39	61	45	41	13	52	38	9	19	41	41
Bulgaria	12	88	10	39	52	21	48	32	18	33	49
Burkina Faso	7	93	8	42	50	15	48	37	8	25	67
Cambodia	11	89	15	60	24	26	60	14	12	38	50
Cameroon	7	93	13	44	44	16	48	35	8	38	54
Canada	34	66	36	52	12	39	46	14	52	32	16
Chad	5	95	14	42	44	11	44	45	6	35	59
Chile	31	69	38	48	14	47	41	12	25	50	25
China	12	88	9	56	35	17	57	26	25	49	26
Colombia	32	68	39	49	12	46	45	9	20	48	32
Costa Rica	44	56	50	40	10	58	32	10	28	43	29
Croatia	7	93	8	54	38	16	63	21	23	39	38
Cyprus	15	85	17	46	37	31	48	21	26	39	35
Czech Republic	13	87	12	52	36	18	51	31	33	43	24
Democratic Republic of the Congo	5	95	10	47	43	10	43	47	8	40	52
Denmark	40	60	45	45	10	29	55	16	59	25	15
Dominican Republic	19	81	27	51	22	36	49	14	9	35	56
Ecuador	26	74	31	58	11	34	54	12	20	46	34
Egypt	10	90	10	40	50	15	45	40	18	39	43
El Salvador	37	63	49	42	9	51	41	8	18	46	36
Estonia	15	85	15	50	35	25	48	28	23	40	37
Ethiopia	15	85	19	51	30	21	42	36	11	39	50
Finland	23	77	29	57	14	29	55	15	47	35	18
France	19	81	27	49	23	30	48	22	37	41	22
Gabon	7	93	13	36	51	18	40	41	10	36	54
Georgia	7	93	8	32	60	17	56	27	8	36	56
Germany	27	73	26	56	17	24	49	26	55	31	13
Ghana	12	88	16	55	29	17	51	31	12	36	51
Greece	10	90	7	36	57	22	55	23	11	27	62
Guatemala	34	66	42	46	13	48	37	15	18	43	40

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES (CONTINUED)

	Community Well-Being			Physical Well-Being			Number of Elements Thriving					
	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	None	One	Two	Three	Four	Five
Afghanistan	14	81	6	12	78	10	75	21	2	1	0	0
Albania	12	53	35	16	64	20	53	24	15	5	2	0
Angola	13	46	41	15	52	33	50	23	16	8	3	1
Argentina	30	58	12	34	56	9	25	21	21	18	11	4
Armenia	8	58	34	14	61	24	60	23	9	5	3	0
Australia	38	53	9	25	65	10	26	27	19	14	8	6
Austria	52	43	6	35	57	8	16	23	22	18	14	7
Azerbaijan	10	79	11	21	68	11	56	23	12	5	3	1
Bahrain	41	49	10	30	65	4	24	27	21	16	7	6
Bangladesh	34	59	7	25	58	16	42	24	18	10	4	1
Belarus	22	66	12	11	65	24	49	23	15	8	3	3
Belgium	31	56	13	22	67	11	27	30	19	11	9	3
Benin	18	62	20	23	60	17	54	27	13	5	1	0
Bhutan	24	70	6	14	78	8	49	31	12	4	3	1
Bolivia	29	59	12	32	60	9	33	25	19	11	7	5
Bosnia and Herzegovina	10	70	21	15	67	18	61	20	9	5	3	1
Botswana	19	56	26	15	66	19	54	27	12	4	2	0
Brazil	41	44	15	44	49	6	22	21	18	18	15	6
Bulgaria	18	63	19	20	57	22	55	24	9	6	4	2
Burkina Faso	25	54	22	18	64	18	53	28	12	5	2	0
Cambodia	40	44	16	13	57	30	39	34	16	7	4	1
Cameroon	21	51	27	14	64	22	57	24	12	5	2	0
Canada	43	48	9	28	64	8	21	24	21	15	11	8
Chad	17	53	30	16	51	33	60	24	10	4	2	0
Chile	35	51	14	34	55	11	28	22	18	14	11	6
China	16	68	17	25	67	8	49	26	14	8	3	1
Colombia	37	52	11	38	55	7	27	21	19	14	14	5
Costa Rica	45	41	14	45	49	5	16	19	20	19	15	10
Croatia	10	79	12	9	69	21	61	24	8	4	2	1
Cyprus	20	65	15	24	64	11	40	31	14	7	4	3
Czech Republic	22	66	12	13	68	19	49	27	11	6	4	3
Democratic Republic of the Congo	10	58	32	21	66	14	61	25	9	3	2	0
Denmark	51	43	7	36	54	11	16	21	23	18	14	8
Dominican Republic	24	55	20	30	59	11	39	27	15	9	8	2
Ecuador	29	63	8	29	65	6	42	19	13	11	11	4
Egypt	17	53	30	17	69	14	59	20	11	5	3	1
El Salvador	37	55	8	40	54	5	23	19	21	19	13	5
Estonia	17	70	12	21	57	22	48	21	15	9	4	2
Ethiopia	21	62	17	34	55	11	47	23	15	8	5	2
Finland	30	60	11	19	71	11	29	28	20	13	6	4
France	26	60	15	15	71	14	35	29	17	10	6	4
Gabon	16	56	28	16	60	24	56	24	13	5	3	0
Georgia	12	71	17	15	51	33	64	22	7	4	2	1
Germany	42	51	7	25	63	11	20	29	24	14	9	4
Ghana	22	51	27	23	67	10	51	24	13	7	4	0
Greece	17	67	16	24	62	14	53	24	13	6	2	1
Guatemala	40	51	8	41	51	8	25	22	19	14	15	6

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES (CONTINUED)

	Thriving in 3+ Elements		Purpose Well-Being			Social Well-Being			Financial Well-Being		
	Yes	No	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering
Guinea	9	91	16	42	42	20	45	35	3	21	76
Haiti	3	97	10	47	43	7	36	57	14	57	29
Honduras	26	74	37	41	22	33	45	22	14	45	41
Hungary	18	82	22	48	30	30	45	25	26	34	39
Iceland	26	74	28	61	10	25	56	20	54	30	16
India	15	85	16	54	30	15	49	36	21	49	30
Indonesia	15	85	17	65	18	25	64	11	28	52	20
Iran	14	86	12	40	48	22	43	34	24	39	37
Iraq	15	85	15	42	43	19	42	39	24	48	28
Ireland	27	73	21	56	23	32	50	18	40	37	23
Israel	25	75	26	58	16	27	55	19	42	33	25
Italy	8	92	13	59	28	20	53	27	18	55	27
Ivory Coast	11	89	16	36	48	21	49	31	8	33	59
Jamaica	24	76	25	38	37	40	42	18	14	34	52
Japan	15	85	14	52	34	17	47	36	46	37	17
Jordan	14	86	12	58	30	15	53	31	27	47	26
Kazakhstan	15	85	23	50	28	24	46	30	24	48	28
Kenya	7	93	10	45	45	13	46	41	8	42	50
Kosovo	24	76	24	45	31	42	43	15	22	52	26
Kuwait	26	74	24	49	27	32	45	23	44	42	14
Kyrgyzstan	21	79	18	47	35	30	47	23	29	44	27
Latvia	10	90	15	52	33	20	54	26	15	37	48
Lebanon	19	81	14	46	40	25	50	25	35	45	19
Lithuania	9	91	11	47	43	12	53	35	18	37	45
Luxembourg	21	79	19	59	22	20	37	44	45	31	24
Macedonia	14	86	14	43	43	36	49	15	24	41	34
Madagascar	6	94	7	47	46	9	47	44	7	42	50
Malawi	13	87	21	41	38	18	41	41	8	38	54
Malaysia	24	76	20	52	28	34	47	19	28	55	17
Mali	11	89	13	38	49	20	44	36	4	34	61
Malta	28	72	27	57	16	47	41	12	40	36	24
Mauritania	17	83	30	43	28	25	41	34	16	44	40
Mexico	31	69	33	51	16	35	50	14	30	49	21
Moldova	14	86	19	46	35	32	47	20	17	42	41
Mongolia	18	82	16	52	32	43	50	7	19	34	46
Montenegro	10	90	10	45	45	20	56	24	16	49	34
Morocco	22	78	19	46	35	23	51	26	27	43	31
Myanmar	15	85	12	43	45	26	53	22	18	39	43
Nagorno Karabakh	14	86	10	39	52	30	48	23	19	47	34
Nepal	11	89	9	57	34	15	48	36	15	48	37
Netherlands	33	67	26	62	12	25	51	24	56	28	16
New Zealand	30	70	29	54	17	31	52	17	47	33	20
Nicaragua	29	71	35	50	15	37	46	17	20	45	35
Niger	10	90	19	43	38	17	54	29	6	40	54
Nigeria	10	90	17	51	32	17	52	31	12	40	48
Northern Cyprus	21	79	12	44	44	32	43	25	26	55	18
Pakistan	12	88	9	56	35	17	61	22	26	45	28
Palestine	10	90	9	43	47	19	46	35	19	45	35

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES (CONTINUED)

	Community Well-Being			Physical Well-Being			Number of Elements Thriving					
	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	None	One	Two	Three	Four	Five
Guinea	32	44	24	21	55	24	45	30	16	6	3	0
Haiti	11	49	39	9	61	29	65	25	7	1	1	0
Honduras	33	52	16	36	51	13	34	21	18	14	10	3
Hungary	18	69	12	25	59	16	41	26	15	9	7	2
Iceland	35	57	9	23	67	11	24	31	18	14	8	4
India	33	60	7	23	68	9	45	24	16	8	5	2
Indonesia	23	71	6	19	76	6	47	26	12	8	5	3
Iran	21	48	31	28	59	13	44	26	16	8	4	2
Iraq	34	40	27	19	59	22	41	29	15	9	4	2
Ireland	43	48	9	31	60	9	28	26	18	13	8	6
Israel	34	55	11	29	62	9	27	26	21	13	8	3
Italy	9	77	14	16	77	7	56	25	11	4	2	2
Ivory Coast	18	52	31	20	56	24	55	23	11	7	4	0
Jamaica	26	46	28	35	53	12	35	24	17	14	8	2
Japan	27	64	9	17	68	15	37	31	17	8	5	3
Jordan	17	58	24	23	68	10	55	20	11	6	5	3
Kazakhstan	25	56	19	16	66	18	46	24	15	7	5	3
Kenya	16	62	22	16	69	15	62	22	9	5	2	0
Kosovo	24	58	18	34	52	14	34	26	17	11	9	4
Kuwait	38	49	13	30	62	8	25	26	22	13	10	4
Kyrgyzstan	31	58	11	23	63	15	37	27	15	11	9	2
Latvia	18	76	6	14	63	23	55	22	13	6	3	1
Lebanon	16	63	20	32	57	11	42	26	13	10	5	4
Lithuania	16	68	16	12	69	19	61	21	9	5	3	1
Luxembourg	31	53	16	14	62	24	38	27	15	11	7	3
Macedonia	14	65	21	22	60	18	46	25	15	9	4	1
Madagascar	28	59	13	15	64	20	56	28	10	4	1	1
Malawi	25	54	21	22	57	21	49	25	14	9	3	0
Malaysia	37	54	9	29	64	6	34	26	17	11	8	5
Mali	25	59	16	25	54	21	49	29	10	8	3	0
Malta	30	58	11	26	68	6	26	21	25	15	9	4
Mauritania	18	55	28	32	48	20	38	28	17	12	3	1
Mexico	37	52	11	41	55	5	30	23	16	12	12	7
Moldova	19	65	16	16	71	13	46	25	15	8	5	2
Mongolia	25	62	13	21	66	12	35	28	18	11	5	2
Montenegro	11	71	18	15	69	16	61	21	8	6	4	1
Morocco	26	56	17	33	58	9	44	21	14	11	7	4
Myanmar	36	50	14	23	63	14	38	28	18	9	5	1
Nagorno Karabakh	25	59	16	22	61	17	47	24	15	7	5	2
Nepal	42	50	8	21	68	11	40	32	17	6	3	1
Netherlands	53	41	6	33	58	9	17	28	23	18	11	5
New Zealand	43	50	7	26	67	7	26	25	19	14	10	6
Nicaragua	35	54	11	35	57	8	33	21	17	14	10	6
Niger	18	59	23	25	54	21	50	28	13	7	3	0
Nigeria	16	54	30	20	71	9	55	23	13	6	3	1
Northern Cyprus	40	39	21	24	66	9	34	28	17	12	6	3
Pakistan	28	63	8	27	65	7	40	29	19	8	3	1
Palestine	20	61	19	19	64	17	53	27	11	5	3	2

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES (CONTINUED)

	Thriving in 3+ Elements		Purpose Well-Being			Social Well-Being			Financial Well-Being		
	Yes	No	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering
Panama	61	39	66	27	7	68	24	8	32	42	26
Paraguay	27	73	39	48	13	39	49	12	19	48	32
Peru	16	84	19	59	22	28	52	20	16	49	35
Philippines	24	76	32	48	20	35	47	19	18	52	30
Poland	17	83	18	53	29	26	54	21	31	41	28
Portugal	20	80	20	53	27	25	52	23	24	44	32
Republic of the Congo	13	87	20	38	42	18	37	45	14	31	55
Romania	14	86	12	43	46	31	49	20	15	43	41
Russia	16	84	21	44	35	27	47	26	29	38	33
Rwanda	12	88	16	40	43	11	44	45	7	44	49
Saudi Arabia	29	71	24	45	31	30	40	30	37	48	15
Senegal	7	93	9	53	38	18	51	31	7	33	60
Serbia	10	90	11	43	46	33	48	19	12	45	43
Sierra Leone	11	89	22	36	41	16	41	43	6	30	64
Slovakia	16	84	14	53	33	23	53	24	29	42	29
Slovenia	18	82	22	57	21	25	57	18	27	53	21
South Africa	7	93	12	35	53	11	46	42	13	52	35
South Korea	14	86	14	46	40	22	47	31	37	39	25
Spain	24	76	26	52	22	33	51	16	32	41	27
Sri Lanka	17	83	14	62	24	18	52	30	17	51	33
Sweden	36	64	33	57	10	29	54	17	72	21	8
Syria	1	99	3	37	60	2	34	64	--	--	--
Taiwan	18	82	19	49	32	25	51	24	45	41	14
Tajikistan	12	88	14	45	40	23	48	30	15	61	23
Tanzania	8	92	19	51	29	13	51	36	9	55	36
Thailand	22	78	25	67	9	30	61	8	33	51	16
Trinidad and Tobago	34	66	34	43	23	46	36	18	27	35	39
Tunisia	11	89	8	34	58	25	41	35	28	42	29
Turkey	11	89	12	50	37	13	46	41	21	45	34
Turkmenistan	24	76	32	54	14	29	52	19	35	46	19
Uganda	6	94	14	56	30	10	56	35	5	34	61
Ukraine	8	92	11	43	47	20	49	31	13	46	41
United Arab Emirates	31	69	25	55	20	32	46	21	37	49	14
United Kingdom	28	72	25	51	24	32	44	24	46	35	19
United States	33	67	34	51	15	41	45	14	39	37	24
Uruguay	37	63	39	43	19	54	34	12	27	39	35
Venezuela	30	70	43	45	12	40	48	12	19	40	41
Vietnam	18	82	20	57	24	42	46	12	25	55	19
Yemen	11	89	10	37	53	20	40	40	15	35	51
Zimbabwe	8	92	11	43	46	18	53	29	10	33	57

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 1: GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX
THRIVING, STRUGGLING, AND SUFFERING POPULATION PERCENTAGES (CONTINUED)

	Community Well-Being			Physical Well-Being			Number of Elements Thriving					
	Thriving	Struggling	Suffering	Thriving	Struggling	Suffering	None	One	Two	Three	Four	Five
Panama	58	34	8	63	32	5	8	13	18	22	23	17
Paraguay	28	65	8	35	59	7	31	26	16	14	8	5
Peru	19	66	16	20	70	10	51	20	13	10	4	2
Philippines	42	45	14	24	61	15	29	27	20	13	8	3
Poland	20	67	13	21	63	16	45	24	14	7	4	5
Portugal	35	56	9	22	63	15	38	27	15	10	7	3
Republic of the Congo	27	48	24	27	46	27	47	25	15	6	6	1
Romania	21	64	15	19	57	24	48	25	12	8	4	2
Russia	20	61	20	17	61	22	45	24	16	8	5	3
Rwanda	21	62	17	31	56	13	54	21	13	8	4	1
Saudi Arabia	43	39	18	39	53	8	25	28	18	16	9	4
Senegal	15	65	20	25	64	11	56	25	12	5	2	0
Serbia	12	63	25	21	59	20	50	28	12	5	3	2
Sierra Leone	24	44	32	16	58	26	54	22	12	8	4	0
Slovakia	21	68	10	18	61	21	51	20	14	7	5	4
Slovenia	26	67	7	23	68	9	41	26	16	9	6	2
South Africa	14	59	28	11	71	17	67	16	9	4	2	1
South Korea	24	63	13	17	65	18	42	28	16	7	3	4
Spain	29	60	11	29	63	8	31	25	20	12	10	2
Sri Lanka	50	47	3	24	66	10	35	33	15	11	5	2
Sweden	45	49	6	28	64	8	15	29	20	16	12	8
Syria	12	50	38	8	78	13	56	35	8	1	0	0
Taiwan	25	62	13	16	76	9	35	32	15	9	5	4
Tajikistan	25	57	18	24	61	15	50	20	17	8	3	1
Tanzania	25	59	16	15	67	18	54	25	13	4	4	0
Thailand	31	64	5	23	74	3	34	27	18	11	7	4
Trinidad and Tobago	42	43	14	39	49	12	24	21	21	15	14	5
Tunisia	13	58	30	14	66	19	51	25	13	7	3	1
Turkey	21	61	18	13	67	19	57	23	9	5	4	2
Turkmenistan	38	55	7	23	69	9	26	28	22	11	9	3
Uganda	16	57	28	13	62	25	63	22	8	5	1	0
Ukraine	15	68	16	8	62	30	60	23	8	4	3	1
United Arab Emirates	49	42	9	36	59	5	25	24	21	15	10	6
United Kingdom	35	52	13	27	61	13	28	28	17	14	7	6
United States	37	48	15	32	57	11	27	23	17	15	11	8
Uruguay	34	47	19	43	46	10	24	19	19	18	12	7
Venezuela	26	63	11	35	59	6	32	19	18	17	9	4
Vietnam	23	67	10	17	73	10	39	27	16	9	6	4
Yemen	17	60	22	19	63	18	59	19	11	8	3	1
Zimbabwe	11	66	23	21	66	12	58	21	12	6	2	1

Note: All percentages have been rounded to the nearest whole number. All figures represent percentages.

TABLE 2:

REGIONS AND COUNTRY/AREA BREAKOUTS

GALLUP WORLD POLL 2013 REGIONAL DELINEATIONS

Gallup surveyed in the following countries and areas within each region in 2013:

Americas	Asia	Europe	Former Soviet Union (FSU)	Middle East and North Africa (MENA)	Sub-Saharan Africa (SSA)
Argentina	Afghanistan	Albania	Armenia	Bahrain	Angola
Bolivia	Australia	Austria	Azerbaijan	Egypt	Benin
Brazil	Bangladesh	Belgium	Belarus	Iran	Botswana
Canada	Bhutan	Bosnia and Herzegovina	Estonia	Iraq	Burkina Faso
Chile	Cambodia	Bulgaria	Georgia	Israel	Cameroon
Colombia	China	Croatia	Kazakhstan	Jordan	Chad
Costa Rica	India	Cyprus	Kyrgyzstan	Kuwait	Democratic Republic of the Congo
Dominican Republic	Indonesia	Czech Republic	Latvia	Lebanon	Ethiopia
Ecuador	Japan	Denmark	Lithuania	Morocco	Gabon
El Salvador	Malaysia	Finland	Moldova	Palestinian Territories	Ghana
Guatemala	Mongolia	France	Nagorno-Karabakh Republic	Saudi Arabia	Guinea
Haiti	Myanmar	Germany	Russia	Syria	Ivory Coast
Honduras	Nepal	Greece	Tajikistan	Tunisia	Kenya
Jamaica	New Zealand	Hungary	Turkmenistan	Turkey	Madagascar
Mexico	Pakistan	Iceland	Ukraine	United Arab Emirates	Malawi
Nicaragua	Philippines	Ireland		Yemen	Mali
Panama	South Korea	Italy			Mauritania
Paraguay	Sri Lanka	Kosovo			Niger
Peru	Taiwan	Luxembourg			Nigeria
Trinidad & Tobago	Thailand	Macedonia			Republic of the Congo
United States	Vietnam	Malta			Rwanda
Uruguay		Montenegro			Senegal
Venezuela		Netherlands			Sierra Leone
		Northern Cyprus			South Africa
		Poland			Tanzania
		Portugal			Uganda
		Romania			Zimbabwe
		Serbia			
		Slovakia			
		Slovenia			
		Spain			
		Sweden			
		United Kingdom			

TABLE 3:

INTERNATIONAL ORGANIZATIONS AND COUNTRY BREAKOUTS

GALLUP WORLD POLL 2013 INTERNATIONAL ORGANIZATION DELINEATIONS

Gallup surveyed in the following countries within each of the listed international organizations in 2013:

Asia-Pacific Economic Cooperation (APEC)	Organization of American States (OAS)	Organization for Economic Cooperation and Development (OECD)
Australia	Argentina	Australia
Canada	Belize	Austria
Chile	Bolivia	Belgium
China	Brazil	Canada
Indonesia	Canada	Chile
Japan	Chile	Czech Republic
South Korea	Colombia	Denmark
Malaysia	Costa Rica	Estonia
Mexico	Dominican Republic	Finland
New Zealand	Ecuador	France
Peru	El Salvador	Germany
Philippines	Guatemala	Greece
Russia	Haiti	Hungary
Taiwan	Honduras	Ireland
Thailand	Jamaica	Israel
United States	Mexico	Italy
Vietnam	Nicaragua	Japan
	Panama	Luxembourg
	Paraguay	Mexico
	Peru	Netherlands
	Trinidad and Tobago	New Zealand
	United States	Poland
	Uruguay	Portugal
	Venezuela	Slovakia
		Slovenia
		South Korea
		Spain
		Sweden
		Turkey
		United Kingdom
		United States

GLOBAL WELL-BEING INDEX AND REPORT METHODOLOGY

OVERVIEW

As the global leader in behavioral economic research, Gallup has conducted surveys in more than 160 countries and areas through the Gallup World Poll and is committed to doing so for an entire century (2005–2105). This initiative has provided a scientific window into the thoughts and behaviors of 99% of the world’s population through nationally representative samples. Gallup develops general and region-specific questions in collaboration with the world’s leading behavioral economists. Questions are organized into powerful indexes and topic areas that correlate with real-world outcomes. It is the only global study of its kind.

Gallup and Healthways have partnered to conduct research on well-being around the globe, using the World Poll as the means of data collection. The Gallup-Healthways Well-Being Index has been fielded daily in the U.S. since 2008. The Gallup-Healthways Global Well-Being Index, a subset of the Well-Being Index used in the U.S., was added to the World Poll at the start of 2013 and is now being fielded in 135 countries and areas globally. The well-being questions in the Well-Being Index and the Global Well-Being Index reflect respondents’ perceptions and experiences related to their well-being. These measures encompass interconnected elements (purpose, social, financial, community, and physical) and correlate with outcomes such as health, productivity, and engagement.

GALLUP-HEALTHWAYS GLOBAL WELL-BEING INDEX METHODOLOGY

INDEX AND QUESTIONS

The Gallup-Healthways Global Well-Being Index consists of 10 questions that were added to the World Poll in 2013. Each item is attached to an element of well-being:

- Purpose: Liking what you do each day and being motivated to achieve your goals
 - You like what you do every day.
 - You learn or do something interesting every day.
- Social: Having supportive relationships and love in your life
 - Someone in your life always encourages you to be healthy.
 - Your friends and family give you positive energy every day.
- Financial: Managing your economic life to reduce stress and increase security
 - You have enough money to do everything you want to do.
 - In the last seven days, you have worried about money.
- Community: Liking where you live, feeling safe, and having pride in your community
 - The city or area where you live is a perfect place for you.
 - In the last 12 months, you have received recognition for helping to improve the city or area where you live.
- Physical: Having good health and enough energy to get things done daily
 - In the last seven days, you have felt active and productive every day.
 - Your physical health is near-perfect.

Response options for each of the 10 questions in the Global Well-Being Index are based on a five-point scale, ranging from strongly disagree (1) to strongly agree (5). Gallup compiles individual responses and categorizes the respondent as thriving, struggling, or suffering (TSS) in the relevant element. The categories are mathematically designed to yield classifications equivalent to what is found in the full Well-Being Index survey. The full instrument provides much more data and greater detail in each element and allows for the calculation of overall well-being and individual-level scores — information not available with the abridged global version. However, the 10 globally administered questions result in thriving, struggling, and suffering proportions similar to those found in the complete Well-Being Index. Therefore, measurement of the five elements remains valid despite the exclusion of questions in each element that are found in the full Well-Being Index question set.

The thriving, struggling, and suffering categories are derived from survey respondents' level of agreement with the underlying question items that make up each element. Respondents do not report whether they are thriving, struggling, or suffering in a particular element.

SAMPLING AND DATA COLLECTION METHODOLOGY

Results are based on landline, cellular phone, or face-to-face interviews with a minimum of 500 and a maximum of 4,244 adults aged 15 and older in 135 countries and areas. Gallup collected at least 1,000 adult interviews in most countries and areas (see Appendix, Table 1), and a total of 133,394 interviews globally. Gallup conducted interviews from January through December 2013. Regional totals represented in this report are population-weighted averages, accounting for the population size of a country.

For face-to-face interviews, Gallup used an area frame design. Unlike other international surveys that often obtain urban samples in countries where survey research is difficult, Gallup's coverage includes entire countries, including rural areas. The sampling frame represents the entire civilian, non-institutionalized adult 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.

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.

DATA WEIGHTING

Gallup uses data weighting to ensure a nationally representative sample for each country, and weighting is used for calculations within a country.

First, Gallup constructs base sampling weights to account for oversamples and household size. If Gallup has conducted an oversample, the data are weighted to correct for the disproportionate sample. Weighting by household size (number of residents aged 15 and older) is used to adjust for the probability of selection, as residents in large households will have a disproportionately lower probability of being selected for the sample.

Second, post-stratification weights are constructed. Gallup uses population statistics to weight the data by gender, age, and education.

Finally, approximate study design effect¹⁷⁹ and margin of error are calculated. The design effect calculation reflects the influence of data weighting and does not incorporate the intra-class correlation coefficients.

ELEMENT AND ITEM REPORTING

Gallup uses responses to each of the 10 questions of the Global Well-Being Index to determine whether the respondent is thriving, struggling, or suffering in each element, and then calculates the percentage of respondents in that country who are classified as thriving, struggling, or suffering in each element.

CATEGORIZING COUNTRIES BY WELL-BEING

Countries are categorized by the percentage of the population who are thriving within each of the elements. These categorizations do not represent a score or ranking, but they enable comparisons in each element among regions and other countries across the globe. They also provide insight into the general level of well-being in each element, which can inform leaders' decision-making regarding well-being improvement initiatives and allocation of resources.

Gallup and Healthways also calculate the percentage of a country's population who are thriving in three or more well-being elements as an additional comparative methodology. The current range of country population proportions thriving across three or more elements is 1% to 61%. Countries are grouped and color-coded according to where they fall within that range.

- >40.0% thriving in three or more elements — Green
- 30.1%–40.0% thriving in three or more elements — Blue
- 20.1%–30.0% thriving in three or more elements — Yellow
- 10.1%–20.0% thriving in three or more elements — Orange
- ≤10.0% thriving in three or more elements — Red

DEMOGRAPHIC VARIABLES

This report also provides country-specific results for demographic categories. Demographic variables enable a more nuanced look at the country or region. Variables must have a minimum sample size of 300 respondents to be analyzed based on that demographic variable. All country-level analyses use country weights.

This is the first year these data were collected for the *State of Global Well-Being* report, and as a result, country demographics are more consolidated than at the global, regional, or international level. In subsequent reports, we will be able to aggregate data from multiple years to present a more in-depth look at demographic groups at the country level.

COUNTRY-LEVEL VARIABLES

GENDER:

- Male
- Female

AGE GROUP:

- < 45 years
- 45+ years

MARITAL STATUS:

- Married or domestic partner
- Single, separated, divorced, or widowed

EMPLOYMENT STATUS:

- Employed (the subcategories listed below are included in "Employed")
 - Employed full time for an employer
 - Employed full time for self
 - Employed part time, do not want to work full-time
 - Employed part time, want to work full-time
- Not Employed (the subcategories below are included in "Not Employed")
 - Not employed
 - Not in workforce

WORK CATEGORY:

OFFICE WORKER:

Professional Worker: Lawyer, doctor, scientist, teacher, engineer, nurse, accountant, computer programmer, architect, investment banker, stockbroker, marketer, musician, artist

Manager, Executive, or Official: In a business, government agency, or other organization

Business Owner: Store, factory, plumbing contractor, etc. (self-employed)

Clerical or Office Worker: In business, government agency, or other type of organization — such as a typist, secretary, postal clerk, telephone operator, computer operator, data entry, bank clerk, etc.

Sales Worker: Clerk in a store, door-to-door salesperson, sales associate, manufacturer representative, outside salesperson

NON-OFFICE WORKER:

Service Worker: Police officer, firefighter, restaurant server, maid, nurse’s aide, attendant, barber or beautician, fast food, landscaping, janitorial, personal care worker

Construction or Mining Worker: Construction manager, plumber, carpenter, electrician, other construction trades, miner, or other extraction worker

Manufacturing or Production Worker: Operates a machine in a factory, is an assembly line worker in a factory, non-restaurant food preparation (baker), printer, print shop worker, garment, furniture, all other manufacturing

Transportation Worker: Drives a truck, taxi cab, bus, etc.; works with or on aircraft (including pilots and flight attendants), trains, boats; teamster, longshoreman, delivery company worker or driver, moving company worker

Installation or Repair Worker: Garage mechanic, linesman, other installation, maintenance or repair worker

Farming, Fishing, or Forestry Worker: Farmer, farm worker, aquaculture or hatchery worker, fisherman, deck hand on fishing boat, lumberjack, forest management worker

RESPONDENT LIVES IN:

A rural area or on a farm, or in a small town or village

In a large city or in the suburb of a large city

GLOBAL, REGIONAL, AND INTERNATIONAL ORGANIZATION VARIABLES

Global, regional, or international organization-level analysis uses projection weights that account for country size. Minimum sample sizes of n=300 apply.

GENDER:

Male

Female

AGE GROUP:

15 to 29

30 to 44

45 to 64

65+

CHILDREN IN THE HOUSEHOLD:

Yes

No

GENERATION:

Millennials: 1980 and after
 Gen X: 1965-1979
 Baby Boomers: 1946-1964
 Traditionalists: 1900-1945

MARITAL STATUS:

Single/Never been married
 Married
 Separated
 Divorced
 Widowed
 Domestic partner

RESPONDENT LIVES IN:

A rural area or on a farm
 In a small town or village
 In a large city
 In the suburb of a large city

EDUCATION:

Primary education or less
 Secondary education
 Tertiary education (completed a Bachelor's degree or more)

EMPLOYMENT STATUS:

Employed full time for an employer
 Employed full time for self
 Employed part time, do not want to work full time
 Employed part time, want to work full time
 Not employed
 Out of the workforce

WORK CATEGORY:

WORK CATEGORY 1:

Professional Worker: Lawyer, doctor, scientist, teacher, engineer, nurse, accountant, computer programmer, architect, investment banker, stockbroker, marketer, musician, artist

Manager, Executive, or Official: In a business, government agency, or other organization

Business Owner: Store, factory, plumbing contractor, etc. (self-employed)

Clerical or Office Worker: In business, government agency, or other type of organization — such as a typist, secretary, postal clerk, telephone operator, computer operator, data entry, bank clerk, etc.

WORK CATEGORY 2:

Sales Worker: Clerk in a store, door-to-door salesperson, sales associate, manufacturer representative, outside salesperson

Service Worker: Police officer, firefighter, restaurant server, maid, nurse's aide, attendant, barber or beautician, fast food, landscaping, janitorial, personal care worker

WORK CATEGORY 3:

Construction or Mining Worker: Construction manager, plumber, carpenter, electrician, other construction trades, miner, or other extraction worker

Manufacturing or Production Worker: Operates a machine in a factory, is an assembly line worker in a factory, non-restaurant food preparation (baker), printer, print shop worker, garment, furniture, all other manufacturing

Transportation Worker: Drives a truck, taxi cab, bus, etc.; works with or on aircraft (including pilots and flight attendants), trains, boats; teamster, longshoreman, delivery company worker or driver, moving company worker

Installation or Repair Worker: Garage mechanic, linesman, other installation, maintenance or repair worker

WORK CATEGORY 4:

Farming, Fishing, or Forestry Worker: Farmer, farm worker, aquaculture or hatchery worker, fisherman, deck hand on fishing boat, lumberjack, forest management worker

WORK CATEGORY 5:

Other

**HOUSEHOLD INCOME BEFORE TAXES (IN
INTERNATIONAL DOLLARS):**

Income quintiles

Living on >\$1.25 (ID) per day and Living on ≤\$1.25
(ID) per day

Living on >\$2.00 (ID) per day and Living on ≤\$2.00
(ID) per day

WORLD POLL METHODOLOGY

For more complete methodology and specific survey dates, please review Gallup's Country Data Set details at <http://www.gallup.com/strategicconsulting/128171/Country-Data-Set-Details.aspx>.

Gallup employs the following methodology in every country to ensure that the worldwide survey data are representative of 99% of the world's adult population.

The target population is the entire civilian, non-institutionalized population, aged 15 and older.¹⁸⁰ The coverage area is the entire country, including rural areas, and the sampling frame represents the entire non-institutionalized civilian population.

The typical survey includes at least 1,000 individuals. In some countries, Gallup collects oversamples in major cities or areas of special interest. Additionally, in some large countries, such as China and Russia, sample sizes of at least 2,000 are collected. Although rare, in some instances the sample size is between 500 and 1,000.

QUESTIONS

Gallup uses a standard set of core questions worldwide. In some regions, Gallup asks supplemental region-specific questions. For example, Gallup modifies the questions it uses in heavily indebted poor countries toward providing information about progress on the MDGs. Gallup asks all respondents demographic questions such as age, gender, education, and income.

TRANSLATIONS

The questionnaire is translated into the major languages of each country. The translation process starts with an English, French, or Spanish version, depending on the region. A translator who is proficient in the original and target languages translates the survey into the target language.

INTERVIEWER TRAINING

Gallup trains supervisors and interviewers on administering the questionnaire and survey field procedures. This interviewing training usually takes place in a central location.

SURVEY MODE

Gallup uses telephone surveys in countries where telephone coverage represents at least 80% of the population or is the customary survey methodology. Gallup uses a random-digit-dial (RDD) method or a nationally representative list of phone numbers in countries where telephone interviewing is employed. Telephone methodology is typical in the U.S., Canada, Western Europe, Japan, and Australia.

In the developing world, including much of Latin America, the former Soviet Union countries, nearly all of Asia, the Middle East, and Africa, Gallup uses an area frame design for face-to-face interviewing in randomly selected households. Face-to-face interviews are approximately one hour, while telephone interviews are about 30 minutes.

SAMPLING

With some exceptions, all samples are probability based and nationally representative of the resident population aged 15 and older. The coverage area is the entire country including rural areas, and the sampling frame represents the entire civilian, non-institutionalized, aged 15 and older population of the country. 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. The Country Details document outlines methodology descriptions, including sample exclusions, for each country. Sampling procedures include the following stages:

STEP 1 — Selecting Primary Sampling Units (PSUs): In countries where face-to-face surveys are conducted, the first stage of sampling is the identification of PSUs, consisting of clusters of households. PSUs are stratified by population size and/or geography, and clustering is achieved through one or more stages of sampling. Sample selection is based on probabilities proportional to population size where population information is available; otherwise, Gallup uses simple random sampling. Gallup uses a RDD method or a nationally representative list of phone numbers in countries where Gallup employs telephone interviewing. In select countries where cellphone penetration is high, Gallup uses a dual sampling frame. Gallup makes at least three attempts to reach a person in each household.

STEP 2 — Selecting Households: Gallup uses random route procedures to select sampled households. Unless an outright refusal occurs, interviewers make up to three attempts to survey the sampled household. To increase the probability of contact and interview completion with selected main households, interviewers make attempts at different times of the day and, when possible, on different days. If the interviewer cannot obtain an interview at the initial sampled household, he or she uses a simple substitution method.

STEP 3 — Selecting Respondents: Gallup achieves random respondent selection by using either the latest birthday or Kish grid method in face-to-face and telephone methodologies. In a few Middle East and Asian countries, gender-matched interviewing is required, and probability sampling with quotas is implemented during the final stage of selection. Gallup implements quality control procedures to validate the selection of correct samples and that the correct person is randomly selected in each household.

STATISTICAL VALIDITY

These probability surveys are valid within a statistical margin of error. Using a 95% confidence interval, if the survey was conducted 100 times using exactly the same method, the estimated percentage for any given metric would be reproduced in 95 out of the 100 surveys within the error range specified. With a sample size of 1,000, the margin of error for a response percentage of 50% is typically ± 3.4 to ± 4.2 percentage points, while the margin of error for a response percentage of 10% is typically ± 2.0 to ± 2.5 percentage points. The margin of error reflects the “design effect” of each sample, which is a measure of the influence of weighting that is unique to each country.

ABOUT THE GALLUP® AND HEALTHWAYS PARTNERSHIP

ABOUT GALLUP

Gallup delivers forward-thinking research, analytics, and advice to help leaders solve their most pressing problems. Combining more than 75 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of the world's constituents, employees, and customers than any other organization. Gallup consultants help private- and public-sector organizations boost organic growth through measurement tools, strategic advice, and education. Gallup's 2,000 professionals deliver services at client organizations, through the Web, and in nearly 40 offices around the world.

ABOUT HEALTHWAYS

Healthways is an independent, global well-being company that provides comprehensive well-being improvement solutions to increase performance and lower healthcare costs in its client populations. Dedicated to creating a healthier world one person at a time, Healthways uses the science of well-being and behavior change to produce and measure well-being improvement for its customers. Healthways provides personalized support to optimize each individual's health and productivity, to reduce health-related costs, and to improve business performance for employers, health plans, health systems, hospitals, governments, and other organizations. Healthways provides support and guidance to communities, states, and other organizations, and advises leaders on how to maximize well-being across organizations and communities.

ABOUT THE GALLUP AND HEALTHWAYS PARTNERSHIP

In 2008, Gallup and Healthways initiated a 25-year partnership merging decades of clinical research and development expertise, health leadership, and behavioral economics research to track and understand the key factors that drive well-being. This partnership marked a transformation for American health by developing a national measure of well-being, the Gallup-Healthways Well-Being Index. The Well-Being Index provided the first in-depth look into Americans' perceptions of their daily experiences and the choices that affect their well-being; after more than 2 million surveys, we now have the world's largest data set on well-being. In 2012, building upon the success of the Gallup-Healthways Well-Being Index, Gallup and Healthways announced the creation of a global joint venture between the two firms to develop the next generation of Gallup-Healthways well-being assessment tools. This collaboration has expanded to include the following in order to evaluate well-being from the global and country level to the organizational and workgroup level:

- Global Well-Being Index, fielded as part of the Gallup World Poll
- Gallup-Healthways Well-Being 5, used to provide comprehensive well-being measurement at the individual and organizational levels, and at the community level in the Well-Being Index
- Gallup-Healthways Well-Being 5 View, used to evaluate organization- and workgroup-level well-being

Research is continuing to advance the science of well-being on topics such as how an individual's sense of purpose, social relationships, financial security, connection to community, and physical health can be leveraged for overall well-being improvement. Our scientific measurement helps organizations, countries, and governments establish a baseline, benchmark their population, determine gaps, prioritize and implement interventions, measure impact, and ultimately realize the full value of investing in well-being. Measurement is a crucial component in the process of systematic and meaningful well-being improvement.

ENDNOTES

- 1 The Gallup-Healthways Well-Being 5™ is the in-depth measurement tool developed by Gallup and Healthways to provide comprehensive well-being measurement at the individual, organizational, and U.S. state and national levels, enabling comparisons among populations using industry, community, city, state, regional, and national well-being data.
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- 4 Gallup, Inc. (2011). *Tunisia: Analyzing the dawn of the Arab Spring*. Retrieved from <http://www.gallup.com/strategicconsulting/153599/BRIEF-BILINGUAL-Tunisia-Analyzing-Dawn-Arab-Spring.aspx>
- 5 Gallup defines engagement with one's job as being loyal and psychologically committed to one's company; engaged workers are more productive and more likely to stay.
- 6 Gallup defines active disengagement as being physically present but psychologically absent from one's company; actively disengaged workers are more likely to miss workdays and more likely to leave.
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- 12 Ibid.
- 13 Herman, B. (2014). Nine drivers of high healthcare costs in the U.S. *Becker's Hospital Review*. Retrieved from <http://www.beckershospitalreview.com/finance/9-drivers-of-high-healthcare-costs-in-the-u-s.html>
- 14 Asia-Pacific Economic Cooperation. *What is Asia-Pacific Economic Cooperation?* Retrieved June 16, 2014, from <http://www.apec.org/about-us/about-apec.aspx>
- 15 This includes all current APEC member economies except Brunei Darussalam, Hong Kong, Papua New Guinea, and Singapore.
- 16 Asia-Pacific Economic Cooperation. (2013). *APEC economic trends analysis: Cautious steps towards recovery*. Retrieved from http://publications.apec.org/publication-detail.php?pub_id=1459
- 17 Chin, J., & Spegele, B. (2013). China's bad earth. *The Wall Street Journal*. Retrieved from <http://online.wsj.com/news/articles/SB10001424127887323829104578624010648228142>
- 18 Organization of American States. *Member states*. Retrieved June 16, 2014, from http://www.oas.org/en/member_states
- 19 The Gallup survey includes all current OAS member states except Cuba and nine smaller Caribbean states (Grenada, Barbados, Suriname, Dominica, Saint Lucia, Antigua and Barbuda, Saint Vincent and the Grenadines, Bahamas, and St. Kitts and Nevis).
- 20 Associated Press. (2014). The "yes, but" syndrome. *The Economist*. Retrieved from <http://www.economist.com/blogs/americasview/2014/01/poverty-latin-america>
- 21 United Nations Economic Commission for Latin America and the Caribbean. (2013). *Social panorama of Latin America*. Retrieved from <http://www.cepal.org/publicaciones/xml/8/51768/SocialPanorama2013Briefing.pdf>
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- 23 The Gallup survey includes all current OECD member countries except Iceland, Norway, and Switzerland.
- 24 Clark, A. E., Diener, E., Georgellis, Y., & Lucas, R.E. (2008). Lags and leads in life satisfaction: A test of the baseline hypothesis. *The Economic Journal*, 118(529), 222-243.
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- 179 The design effect calculation reflects the weights and does not incorporate the intraclass correlation coefficients. Design effect calculation: $n * (\text{sum of squared weights}) / ((\text{sum of weights}) * (\text{sum of weights}))$ Margin of error is calculated around a proportion at the 95% confidence level. The maximum margin of error is calculated assuming a reported percentage of 50% and takes into account the design effect. Margin of error calculation: $\sqrt{(0.25/N) * 1.96 * \sqrt{DE}}$
- 180 In most countries, Gallup is able to target the entire civilian, non-institutionalized population aged 15 and older. However, in rare circumstances, it is at times impossible to access certain populations, particularly in zones where there is active war and the mortal safety of interviewers is put at risk. These exceptions are noted in the "Survey Details per Country" spreadsheet.



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