

**Survey: 85pc of Hongkongers say they're happy (SCMP By Shirley Zhao 25 September 2014)**

1. A large majority of Hongkongers are happy, with good health and strong family ties among the top factors that contribute to their happiness, an online survey has found.
2. The poll, conducted by France-based market research company Ipsos in March, found that about 85 per cent of Hong Kong people were happy.
3. Sixteen per cent of the Hong Kong respondents said they were “very happy” and 69 per cent were “rather happy”.
4. Some 2,000 people, aged between 18 and 50, living in four regions – Hong Kong, Singapore, Japan and India - were polled.
5. The poll found that Hongkongers are happier than Singaporeans and Japanese, but not quite as jolly as Indians.
6. The top three factors that made Hongkongers happy were health –cited by 52 per cent of those who said they were happy; relationship with their parents (45 per cent), and relationship with their spouse (38 per cent).
7. Fourteen per cent of the respondents said they were “not very happy” while 1 per cent were “not happy at all”. Of them, 51 per cent said better finances could boost their level of happiness, 49 per cent cited health and 46 per cent mentioned their relationship with their parents.
8. In Japan, living conditions was the most important factor affecting the respondents’ happiness levels.
9. In Singapore, more men (17 per cent) were concerned about finding someone to be with than women (10 per cent). Sex life also played a greater role in Singaporean men’s happiness, with 18 per cent citing that factor compared with just 5 per cent of women.
10. In India, a whopping 91 per cent of those polled said they were happy, compared with 76 per cent of Singaporeans and 67 per cent of Japanese. The proportion of Indians who said they were “very happy” – about 55 per cent – was over three times more than that of each of the other three regions.
11. Ipsos said this showed the Indian economy was recovering and its people were hopeful about their new Prime Minister Narendra Modi.
12. Japan – with its culture of seeking perfection – had the highest number of unhappy people, with 23 per cent saying they were “not very happy” and 10 per cent who were “not happy at all”.