The truth about

Happiness VS Loneliness

the definitive Qlik report
“You can't be happy unless you're unhappy sometimes”

Lauren Oliver, Delirium
Have you ever wondered if people feel happy overall? according to our data the answer is **YES**.

In this report we will discover what is behind this **YES**. We are using survey data collected from **3,005** responders in **3** countries; Japan, UK and US.
Let's start with 88% of people who claim to be happy, how happy they are?

- Very happy: 37.54%
- Somewhat happy: 49.52%
- Not too happy: 12.15%
- Not sure: 0.63%
- Declined to answer: 0.17%

There is also a 10% of people who feel lonely, how often?

- Never: 35.34%
- Rarely: 27.59%
- Sometimes: 23.96%
- Often: 8.65%
- Always: 4.26%
- Not sure: 0.10%
- Declined to answer: 0.10%
Let's drill in this data, which country is happier? and lonelier?

<table>
<thead>
<tr>
<th></th>
<th>Happiness</th>
<th>Loneliness</th>
<th>Loneliness as mayor problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>87%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>UK</td>
<td>86%</td>
<td>12%</td>
<td>5%</td>
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<tr>
<td>US</td>
<td>89%</td>
<td>11%</td>
<td>4%</td>
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</table>
Let's take a closer look at Japan

Feel happy?  87%
Feel Lonely?  6%

Very happy  19,60%
Somewhat happy  67,10%
Not too happy  12,50%
Not sure  0,80%
Always  4,60%
Often  8,80%
Sometimes  23,40%
Rarely  29,20%
Never  34,00%

FEMALE  89,83%  FEMALE  8,22%
MALE  85,93%  MALE  5,28%

Additional info: Not many people are using unhealthy coping mechanisms to combat loneliness
Let's take a closer look at UK

Feel happy? 86%

- Very happy: 42.91%
- Somewhat happy: 42.81%
- Not too happy: 13.47%
- Not sure: 0.50%
- Declined to answer: 0.30%

Feel Lonely? 12%

- Always: 3.99%
- Often: 8.48%
- Sometimes: 25.15%
- Rarely: 26.25%
- Never: 35.63%
- Not sure: 0.30%
- Declined to answer: 0.20%

Warning: Unhealthy coping mechanisms are being used to combat loneliness

Click here to explore and analyze the information
Let's take a closer look at US

Feel happy? 89%  Feel Lonely? 11%

<table>
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<tbody>
<tr>
<td>Percentage</td>
<td>50,05%</td>
<td>38,68%</td>
<td>10,47%</td>
<td>0,60%</td>
<td>0,20%</td>
<td>4,19%</td>
<td>8,67%</td>
<td>23,33%</td>
<td>27,32%</td>
<td>36,39%</td>
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Click here to explore and analyze the information
Let's talk about loneliness

Coping mechanism: things that responders always or sometimes do to combat loneliness

- Distract yourself with television, computer, or video games: 14.02%
- Relive memories from the past: 12.88%
- Talk to a friend or relative: 12.47%
- Browse the internet or social media sites: 11.25%
- Exercise: 10.13%
- Overeat: 7.78%
- Smoke cigarettes or use other tobacco products: 6.20%
- Visit a community center or other public place: 5.20%
- Abuse alcohol or drugs: 3.89%
- Call a support line or counselor: 2.33%

How much of a role, if any, Government should play in helping to reduce loneliness

- Major role: 49.12%
- Minor role: 32.61%
- No role at all: 15.41%
- Not sure: 2.40%
- Declined to answer: 0.47%

Some facts:
- 17.87% of the responders take drugs, drink, overeat or smoke to fight loneliness.
- 81.73% of the responders want the government to help to reduce loneliness.
So, what have we learned from our data?

People are happy!!

Also too many people feel lonely... they also want the government to help with that!!

Keep seeking happiness!! here are some advice that could help you;

1. Forget about obtaining happiness; aim for life satisfaction.

2. Money might rent happiness; it won’t buy it.


4. Happiness and life satisfaction is often secured when you aren’t the center of the universe.