



The German Happiness Index

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How happy are Germans?

Almost half of the people in Germany are currently happy or very happy.¹ In light of the many crises currently being faced, this is good news. This was the conclusion drawn from a representative survey conducted on behalf of the Rhineland-Palatinate Ministry of Economic Affairs, Transport, Agriculture and Viniculture (MWVLW).

For many people, happiness means having a positive outlook on life and taking pleasure in everyday things. The focus is a personal, enduring sense of happiness in relation to one's own life. People who are happy go through life with a sense of joy, positivity, and contentment. Positive emotions open the mind and foster innovative ideas and exploratory actions.² The supposedly "soft" factor of happiness is therefore highly relevant when it comes to the question of what factors make a place appealing to live and work in.

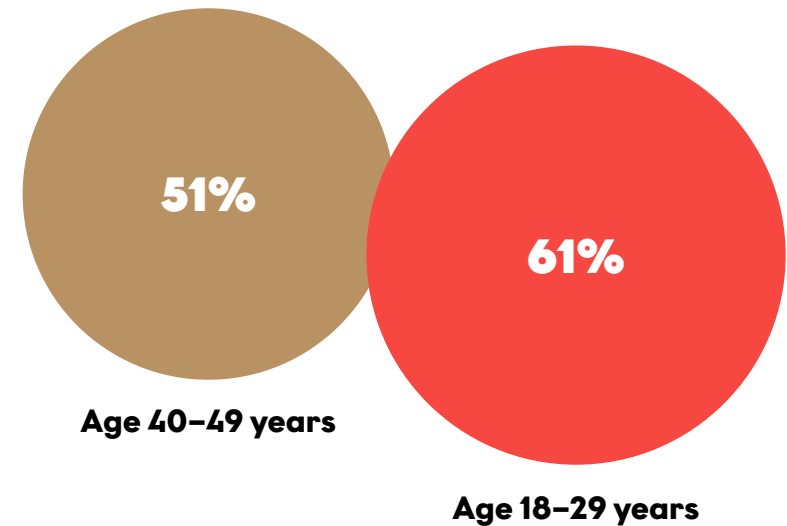




**Despite the many crises:
Nearly half of Germans
(44%) report a substantial
level of happiness.**

Current feeling of happiness,¹ those responding "happy" and "very happy"

However, **56% of people are** profoundly **affected in their happiness** by the current crises. Young people in particular feel that war and climate change are hindering their overall happiness:¹



What makes people in Germany happy? And how does your work and chosen place to live affect your happiness in life and job? To find this out, the **Ministry of Economic Affairs, Transport, Agriculture and Viniculture of Rhineland-Palatinate** commissioned the first **"German Happiness Index."** In collaboration with the opinion research institute Civey, 5,000 people from the general population¹ and 10,000 people from the working population³ were surveyed.



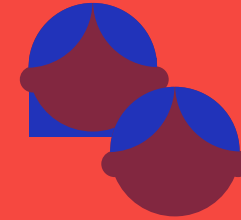
This is what fosters happiness.

Aspects that increase happiness in private life the most,¹ multiple answers possible

Besides your own personal mindset, there are several other factors that are believed to be crucial for happiness:



38%
Spending time
in nature



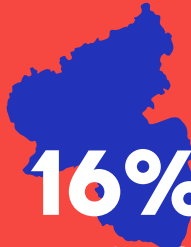
63%
Say quality time
with friends and
family increases
happiness the most.



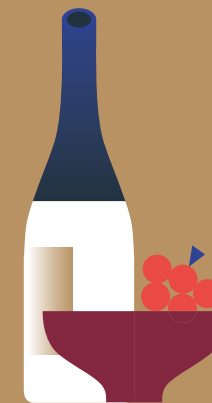
15%
Culture
(e.g. concerts)



41%
Time for
yourself



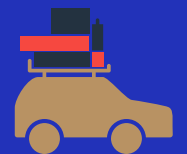
16%
Regional
outings



43%
Good food
and drink



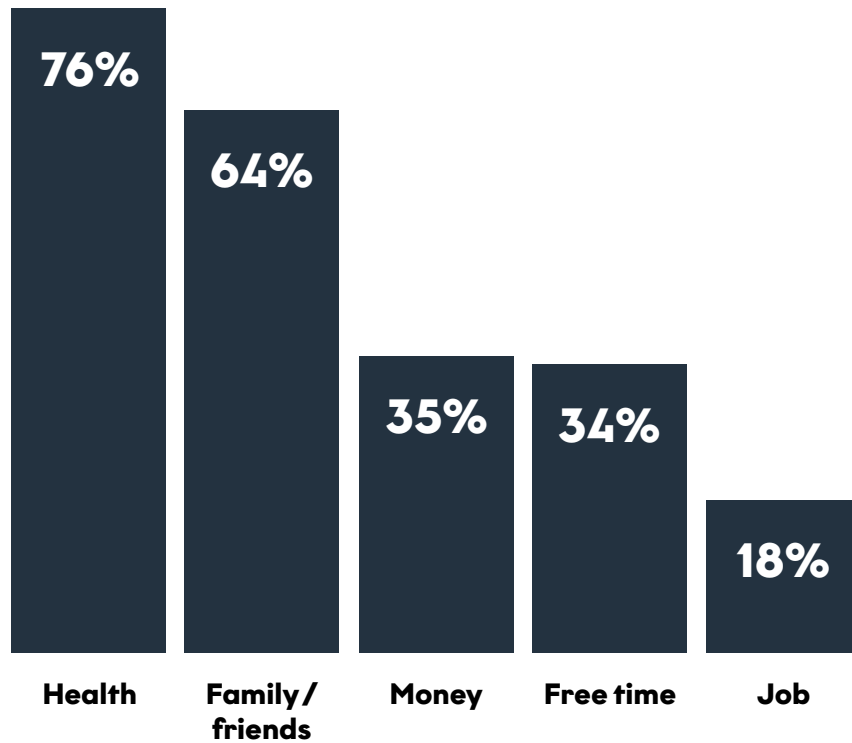
13%
Sport



34%
Vacation trips

Health has the greatest influence on Germans' general sense of happiness:

Aspects that influence happiness the most,¹ multiple answers possible

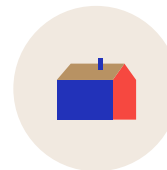


Even if work is in fifth place, it's still a key component: **people in Germany like to work. Around 64% of those surveyed find a lot of satisfaction in their job.³**

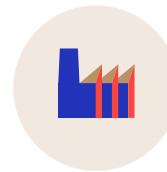


Happiness on the job:

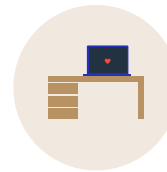
The work location and environment play a crucial role in determining quality of life and overall happiness.



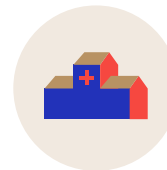
For many people, where they live and work often has a decisive influence on their quality of life:



For **69% of the population**, their place of residence has a major influence on their personal happiness.¹ **80%** of employees also consider it **important** to work in a place that offers a **good quality of life**.³



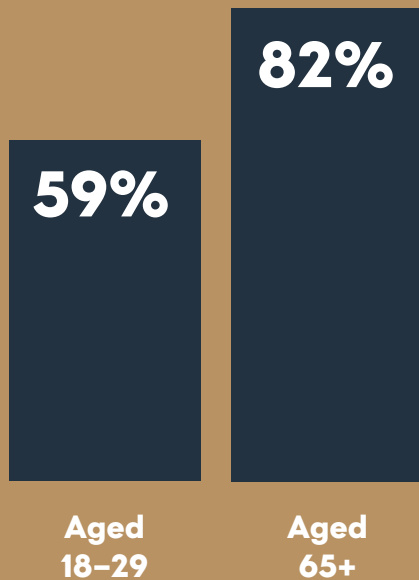
Just as many (**80%**) consider the work environment to have a significant impact on their overall happiness.



Employees in the healthcare sector expressed this sentiment in particular (**83%**).³

“Work first, then play.”

There is a clear difference between the generations regarding the prioritization of work and personal life. While 4 out of 5 individuals aged 65 and above (82%) agree with the statement “work comes before pleasure,” only 59% of those aged 18 to 29 share this perspective.¹



Happiness makes you productive.

Positive emotions and happiness are important for a forward-thinking and modern business hub. They foster people's productivity and innovative thought, as “positive brains” are 31% more productive than brains in a negative or distressed state.⁴



96% of employees say that they work more productively when they enjoy their work.

More than half of those in the working population are happy in their current profession (64%).

Employees in the following sectors record above-average happiness in their current job:

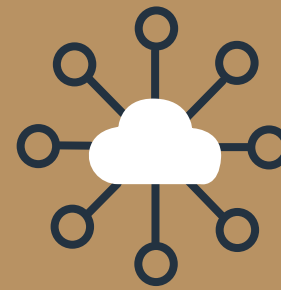
Scale of 0-10, those responding 7-10; evaluation according to industry³

IT	75%
Environmental industry	70%
Chemical/ pharmaceutical industry	68%

This is what employees in Germany enjoy most about their jobs:

Multiple answers possible³

Each and every person who works has their own unique set of tasks that they enjoy. Working people in Germany enjoy solving complex problems and collaborating with colleagues more than creative or manual work:



14%

Working with new technologies



34%

Reaching goals

10%

Working with their hands/
manual work

4%

Working under
(time) pressure

42%

Solving complex problems



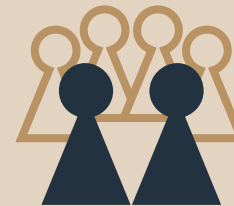
36%

Receiving recognition



41%

Working together with colleagues



More cosmopolitan than you might think:

57%

enjoy working with colleagues from other countries and cultures.

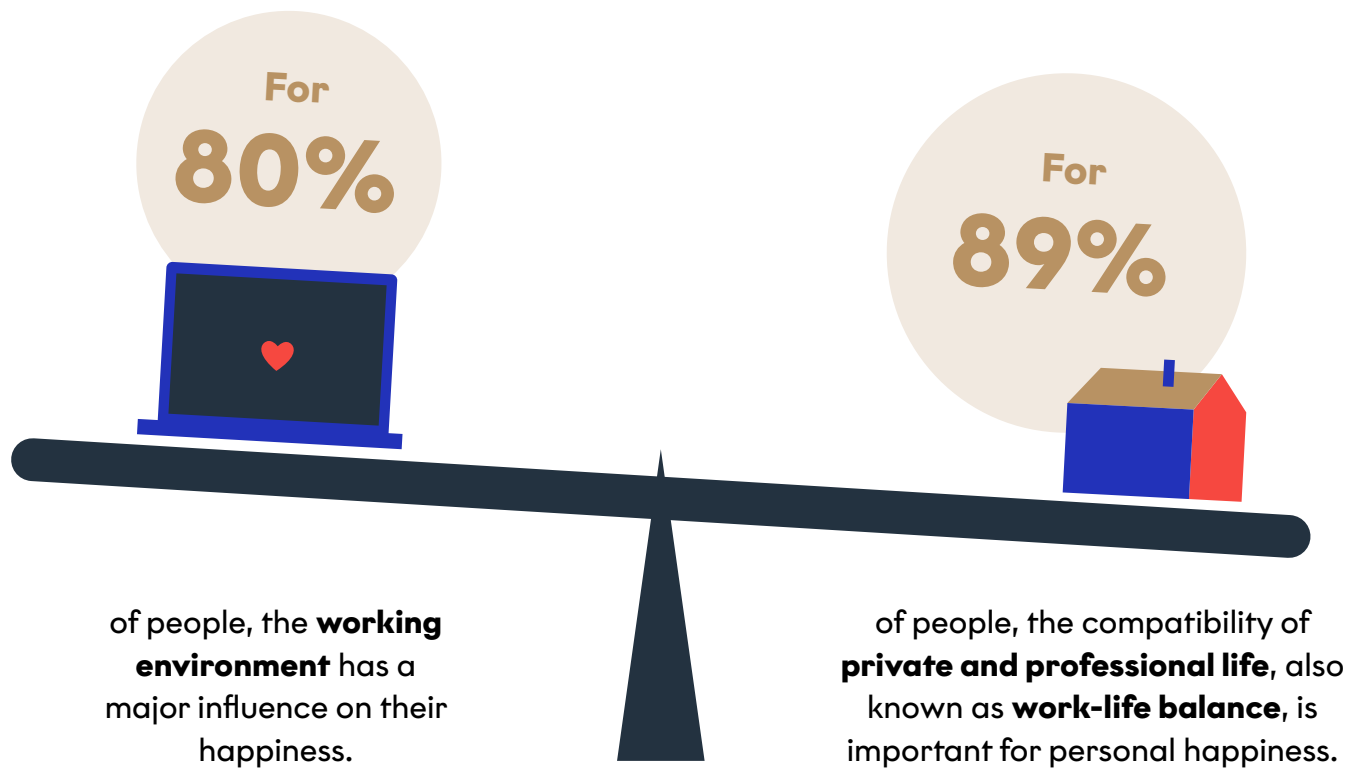


27%

Creative tasks

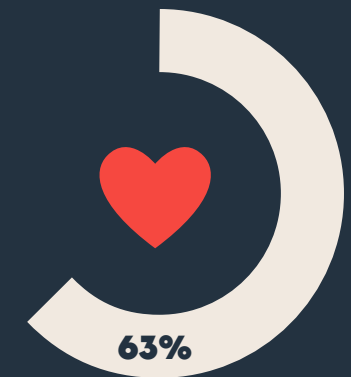
Job and working conditions have a major influence on happiness.

Influence of work environment on happiness,³ those responding "very high" and "rather high"; importance of work-life balance for happiness,³ those responding "very important" and "rather important"



Half of those surveyed (49%) believe that it is primarily the employer's responsibility to create a healthy work-life balance.

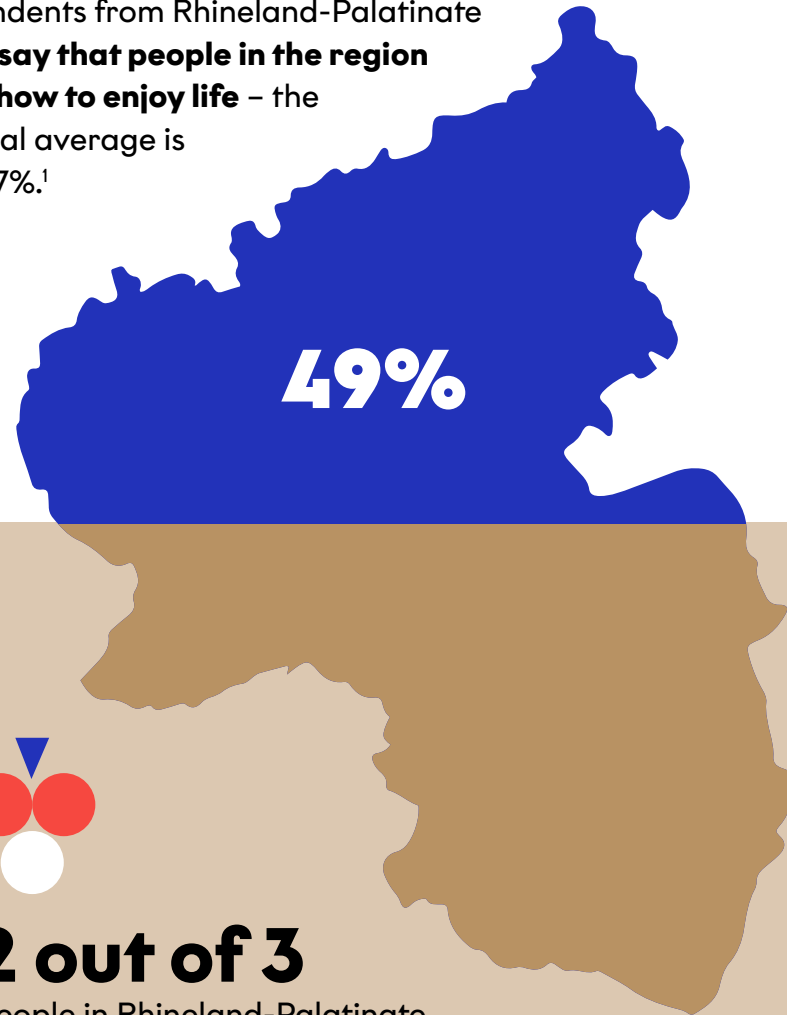
Still, when it comes to what takes priority in the workplace itself, **appreciation** and **recognition** are clearly at the top of the list. For 63% of people, these are even more important than their salary.³





**People in
Rhineland-
Palatinate
know how to
enjoy life.**

The people of **Rhineland-Palatinate** are known for their sociability and appreciation for life's simple pleasures. **Almost one in two** respondents from Rhineland-Palatinate (49%) **say that people in the region know how to enjoy life** – the national average is only 37%.¹



2 out of 3

people in Rhineland-Palatinate would recommend living in their region to others (64%).

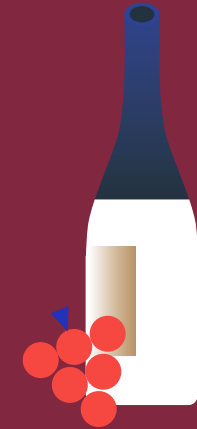
Family and a quality-of-life culture have a strong influence on happiness.

Multiple answers possible¹

The Germans are in complete agreement on this point: **Health has the greatest influence on happiness.** In Rhineland-Palatinate, too, **3 out of 5 respondents (77%)** agree.¹ Compared to Germany as a whole, quality time spent with friends and family and good food and drink have an above-average influence on the happiness of Rhineland-Palatinate residents.



Health has the greatest influence, according to 3 out of 5 respondents.



Good wine and a vibrant wine culture have an above-average influence on happiness in Rhineland-Palatinate:

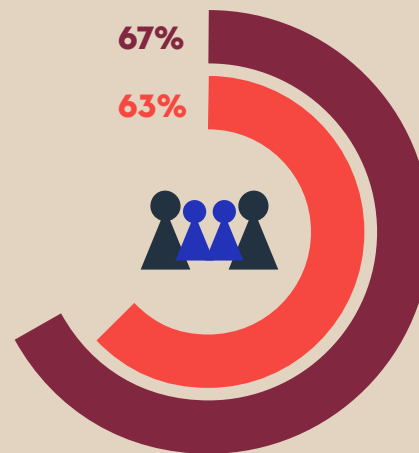
41% of Germans say that good wine increases their happiness; **47% in Rhineland-Palatinate.**¹

These aspects increase happiness in one's personal life:

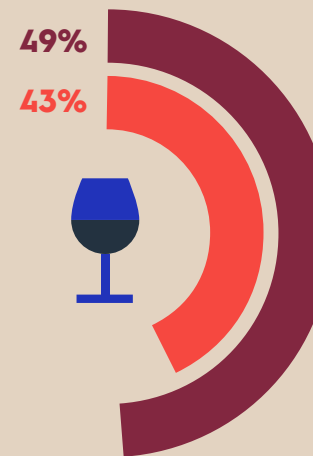
Multiple answers possible¹



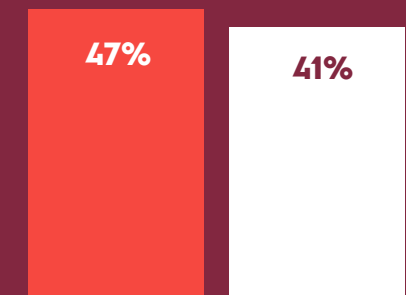
Rhineland-Palatinate



Quality time with family & friends



Good food & drink

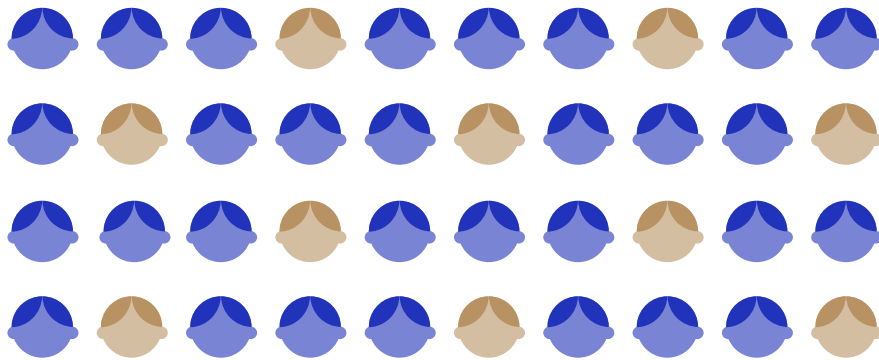


Rhineland-Palatinate

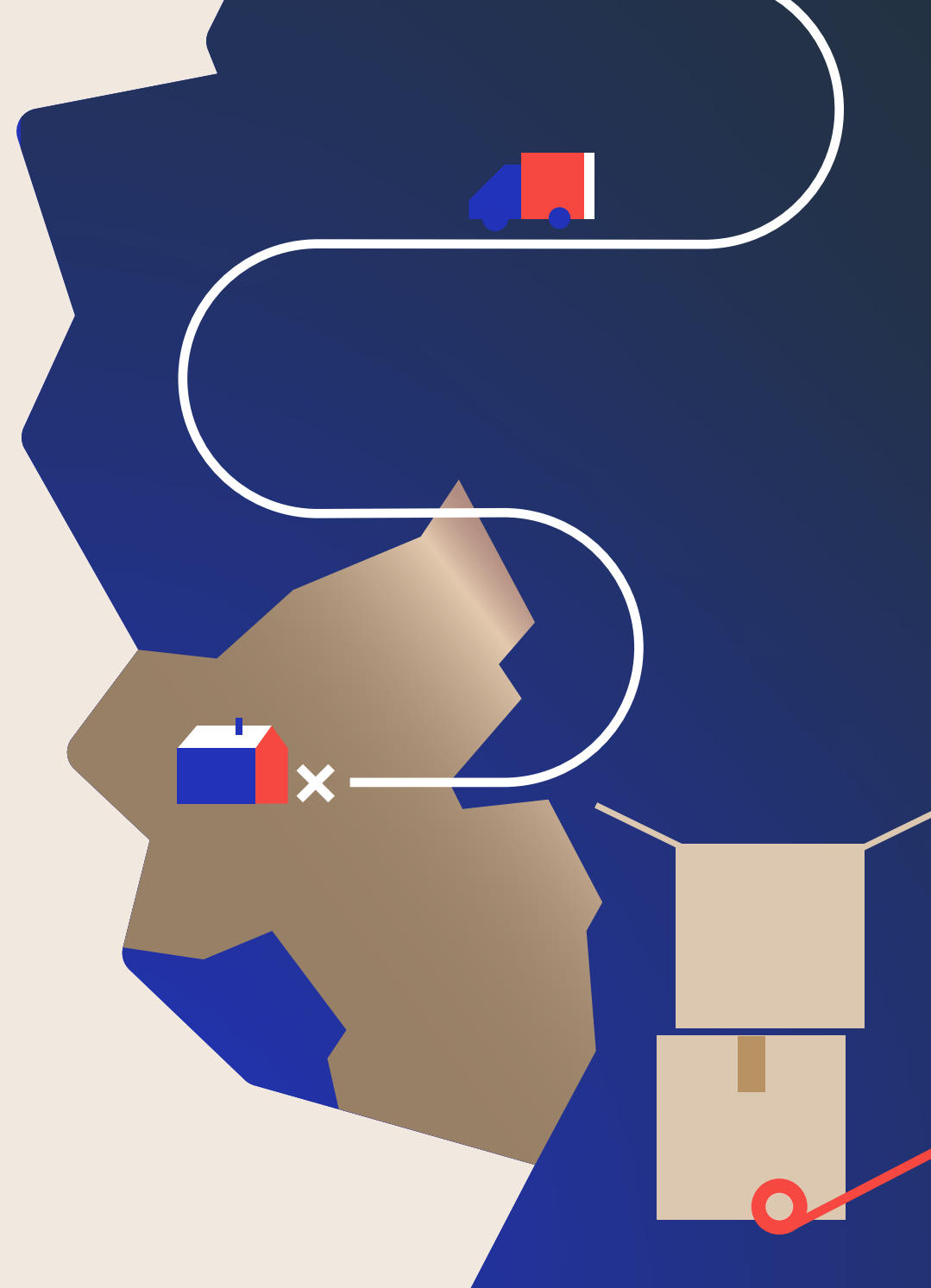
Germany

Rhineland-Palatinate residents recommend moving to their region.

In Rhineland-Palatinate, **one's work enhances happiness significantly more** than the national average. **Almost one in four respondents** from Rhineland-Palatinate agreed with this sentiment (22%).¹



People think a place where their job has a positive influence on their life is a good environment for both living and working: **4 out of 5 people who work** in Rhineland-Palatinate state that their **work environment greatly influences their overall happiness** (79%).³



Happiness at work: Rhineland-Palatinate compared to the rest of Germany³

Germany

Rhineland-Palatinate

I really enjoy my current job. Scale 0-10; those responding 7-10

64%



65%

I work more productively when I enjoy my work. Those responding "Yes, definitely" and "Yes, to some extent"

96%



97%

I enjoy working with colleagues from other cultures and countries. Those responding "Yes, definitely" and "Yes, to some extent"

57%



60%

I find great satisfaction in my job when I achieve my goals. Those responding "Yes, definitely" and "Yes, to some extent"

34%



36%

It is important to me to work in a place that offers a good quality of life. Those responding "Very important" and "Rather important"

80%



83%

I would recommend to others to move to my region. Those responding "Yes, definitely" and "Yes, to some extent"

59%



63%

Imprint

Sources

1. Representative survey "Lebensfreude" by Civey GmbH on behalf of the Rhineland-Palatinate Ministry of Economic Affairs, Transport, Agriculture and Viniculture (MWVLW). 5,000 people in Germany were surveyed. Error tolerance 2.6 percentage points. Survey February 16–17, 2023.
2. "Broaden-and-build Theorie," B. Fredrickson, 2004.
3. Representative survey "Lebensfreude im beruflichen Umfeld" by Civey GmbH on behalf of the MWVLW. 10,000 people from among the working population in Germany were surveyed. Error tolerance 2.5 percentage points. Survey conducted February 16 to March 24, 2023.
4. "How happiness improves business results," P. Coventry, 2016.

Further information

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