

# Happiness & Sustainability Around the Earth

What Nigerians interpret  
happiness to mean.



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## **INTRODUCTION AND METHODOLOGY**

**Survey was conducted to determine Nigerians perception of happiness in March 2020.**

**84 Respondents: Males (45.2%) and  
Females (54.8%)**

**With multiple responses**

**Representatives from the six geopolitical zones, drawn from different walks of life:**

**Marketers,**

**Business men and women,**

**Academia,**

**Civil servants,**

**artisans**

**Others (NGOs and CBOs etcetera)**



# RESPONDENTS' PERCEPTION OF HAPPINESS IN NIGERIA *(THESE ARE MULTIPLE RESPONSES)*

S/N	RESPONSES	%
1	When there is peace (safety and security of life and property)	23.0
2	When they have good knowledge of God and are walking in His will	14.0
3	When they make others happy and others make them happy	9.1
4	When in good health	9.1
5	When they have basic needs of life (Food, house, water, electricity)	7.0
6	When fulfilled & have achieved their desires	6.3
7	When they have good telephone networks and electricity supply	6.3



S/N	RESPONSES	%
8	When emotionally stable	5.6
9	Depends on mind-set and the choices made	4.9
10	When satisfied with what they have	4.9
11	When others show love	4.2
12	When there is money to solve basic problems	2.1
13	When found in an exciting moment	1.4
14	When not financially indebted to anyone	0.7
15	Availability of three meals a day	0.7
16	When still alive	0.7



# SUMMARY

The result as presented shows two major categories of perceived factors that leads to happiness in Nigeria

## 1. Internal factors (47.6%)

✚ Good relationship with God, contentment

✚ Mind set/choices, good health, emotional stability, love by others *etcetera*

## 2. External factors (52.4%)

✚ Fulfilment and achievement, Food, house, water, electricity, Safety of life and property, availability of financial resources to meet basic needs *etcetera*

