Global
Meaningfulness
Index 2023

Measuring meaning in life across the globe

Voluntās

Meaningfulness in life

At Voluntās, everything we do is to make more lives more meaningful.

We aim to realize human potential through providing fact-based analysis and policy recommendations to inform decision-makers at large.

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Foreword

Is our pursuit of wealth **as meaningful as we thought?**

Eudaimonia is a certain quality of life, not just a momentary sensation of pleasure, but the active exercise of virtue.[1]

In this sense, meaning transcends the temporality of individual moments. It allows for the feeling of dignity and hope.

Feeling meaning entails that with all your life experiences, you can look backward, sideways and forward with self-worth and self-respect.

Globally, we have never seen more wealth and material prosperity than in the current day and age. Since 2010, the global gross domestic product (GDP) has increased by nearly 70 percent.[2]

Simultaneously, the level of human development has reached unprecedented highs across most societies.[3]

Despite this, study after study documents the severe and increasing impact of stress, anxiety, depression, and other mental health disorders on societies at large.[4]

Depression is one of the leading causes of disability. Suicide is the fourth leading cause of death among 15-29-year-olds, and people with severe mental health conditions die prematurely – as much as two decades early – due to preventable physical conditions.[5]

Conventional measures of societal well-being and progress are clearly not connecting the dots.

While these conventional metrics are important for documenting progress in providing essential and basic needs, they seem to have a blind spot for less tangible aspects of development. However, these aspects have substantial and real impacts on societies.

A good life is not only about living standards. Pleasure and happiness is transient and superficial, whereas true meaning is experienced as something deeper. It is about having a sense of belonging. A sense of purpose. A sense of guidance. And a sense of personal growth. That is what we are on a quest to fully grasp.

Niklas Kabel Pedersen
Partner and COO

Summary

Four primary insights

1

Higher living standards does not equal more meaning

Our data shows an inverse correlation between the country level sense of meaning in life and the Human Development Index (HDI) score of that same country. In other words, as a country's HDI score increases, its GMI score is likely to decrease.

2

Individuals under the age of 25 have the lowest sense of meaning in life

This is driven by low scores across all four drivers of meaning, with the lowest being the sense of leadership and purpose. In fact, while being low at a young age purpose increases steadily throughout life to peak around the age of 55 to 64.

3

Leadership is the lowest scoring driver of meaning in 22 out of the 24 countries surveyed

Strikingly, even in countries that typically score high on traditional well-being indices, such as Norway, Sweden, Denmark, Netherlands, and Germany.

4

Gender impacts individuals' sense of meaning in life.

We see signs that men and women in similar cultural and geographical settings vary in their sense of meaning. This is especially driven by a low feeling of leadership in life among women.

Motivation

Why establish an index
for global meaningfulness?

The Global Meaningfulness Index (GMI) is conceptualized and based on the notion of Human Potential Realization. This means viewing human beings as potentials, rather than resources. By virtue of being born, every individual has a potential to be developed and realized through living a meaningful life. This approach integrates past, present, and future experiences to build resilience, and is determined by subjectiveness and self-expression.

The GMI suggests that measuring well-being in a society should not only be based on objective factors, such as economic growth and access to basic services.

Instead, it is essential to recognize that the inner lives, the subjective experiences, of individuals within communities are just as vital as the gross domestic product.

To realize the unique potential of each individual, we have to create a foundation for everyone to experience meaning in the work they do and the lives they live.

Meaningfulness is a relative term, however, with individual and cultural variations. Different cultures have their own unique values, beliefs, and priorities that shape what individuals consider meaningful.

Understanding this when measuring global meaningfulness, while recognizing the importance of having basic needs fulfilled, will provide insights to inform policies on both micro and macro levels of societies.

This is our aim; to contribute to a more comprehensive understanding of human well-being across cultures and societies.
Niklas Kabel Pedersen, Partner and COO

We reached out to nearly 20.000 respondents across 24 countries, allowing them to directly share what creates meaning in their lives. With this, we hope to create an understanding of how cultural differences influence people's sense of purpose and fulfillment.

With the Global Meaningfulness Index (GMI) launch, we have embarked on a journey toward capturing what defines societal well-being and progress.
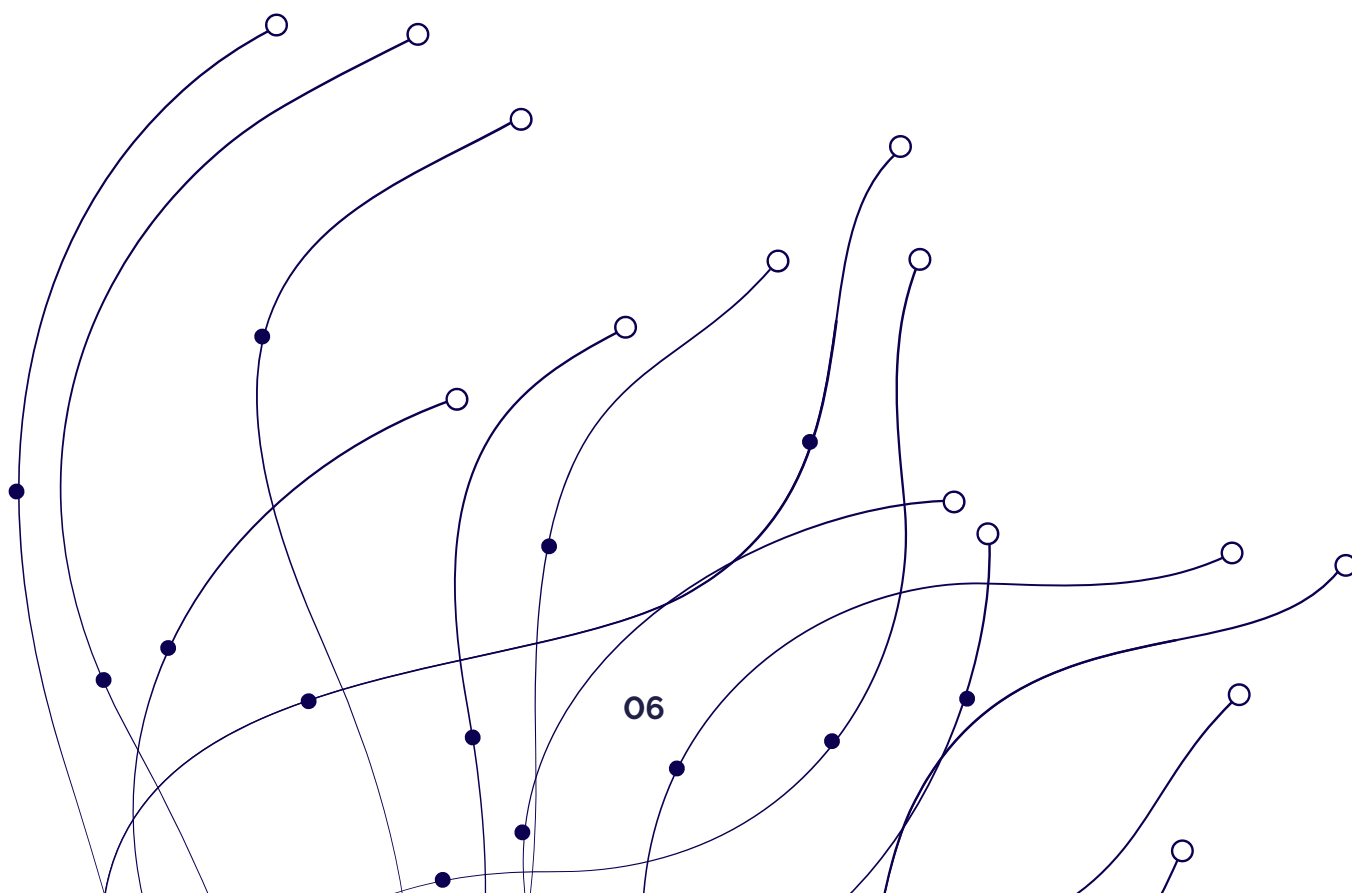
Definition

How to measure
meaningfulness in life

Statement 1:
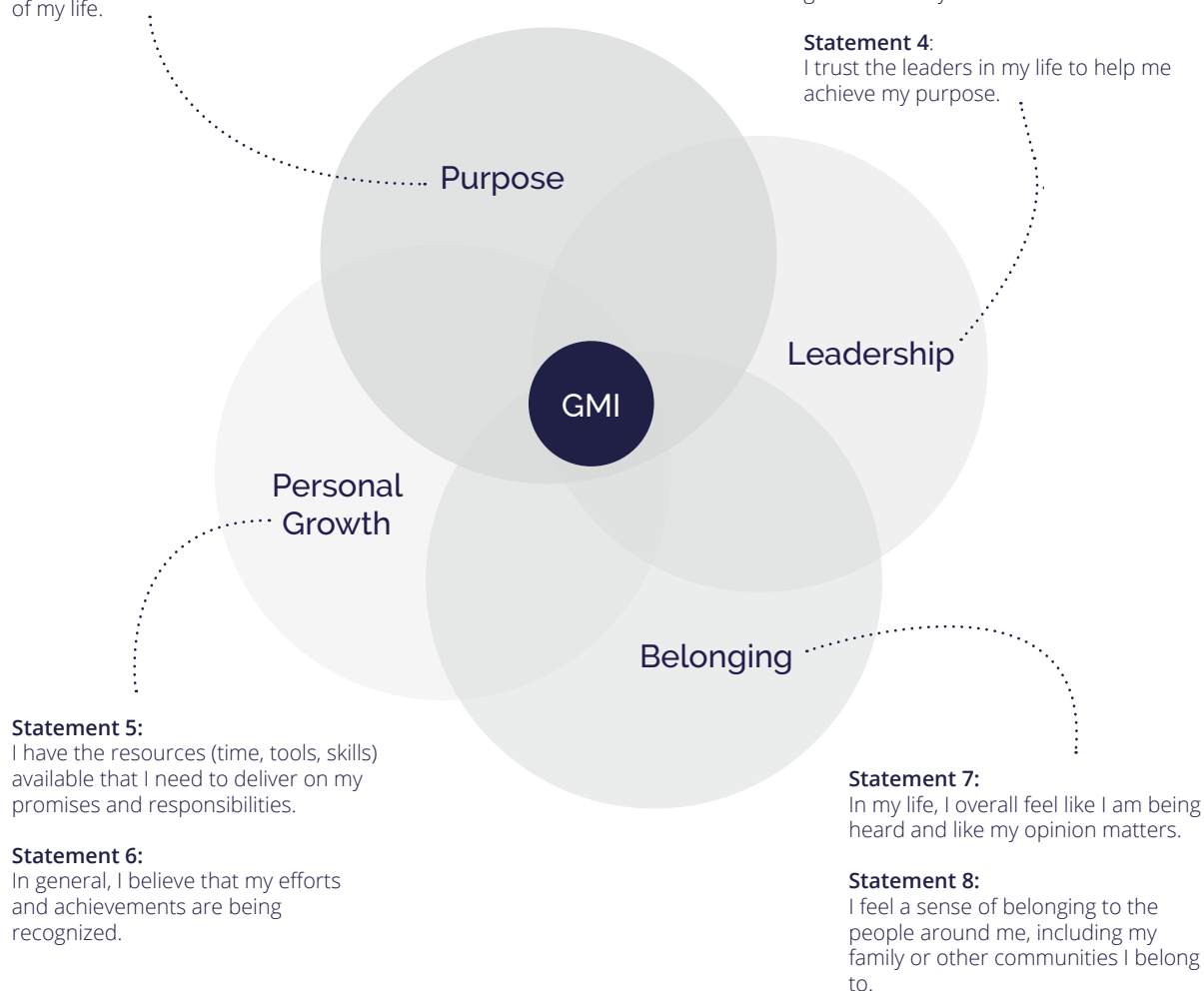I know what my purpose is in life.

Statement 2:
The way I currently live my life is aligned with what I feel is the purpose of my life.

Statement 3:
I feel a strong sense of leadership and guidance in my life.

Statement 4:
I trust the leaders in my life to help me achieve my purpose.

Purpose

Leadership

GMI

Personal
Growth

Belonging

Statement 5:
I have the resources (time, tools, skills) available that I need to deliver on my promises and responsibilities.

Statement 6:
In general, I believe that my efforts and achievements are being recognized.

Statement 7:
In my life, I overall feel like I am being heard and like my opinion matters.

Statement 8:
I feel a sense of belonging to the people around me, including my family or other communities I belong to.

GMI calculation

The GMI score is an aggregate score composed of four drivers of meaning in life: purpose, leadership, belonging, and personal growth. Each driver score is determined by two statements that respondents rate on a scale from zero to ten, resulting in a total of eight statements. Additionally, each respondent was asked to rate the perceived importance of each driver in generating meaning in their life on a scale from one to five.

The importance-scores were used to weigh the drivers when calculating each individual's GMI score. This methodology allowed us to give more weight to the life aspects that are more important to each person, creating a more personalized picture of each respondent's sense of meaning. By doing so, we can compare across individual and cultural differences without imposing our own conceptions of meaning.

Methodology

Numbers & Distribution

Respondents:

+18.000

Countries:

24

Representing

53,4%

of the global population

Gender

	Men	Women
	57%	**36%**

	Prefer to self describe	Nonbinary
	6%	**1%**

Age groups

18-24	25-34	35-44
37%	**30%**	**18%**
45-54	55-64	65+
9%	**4%**	**2%**
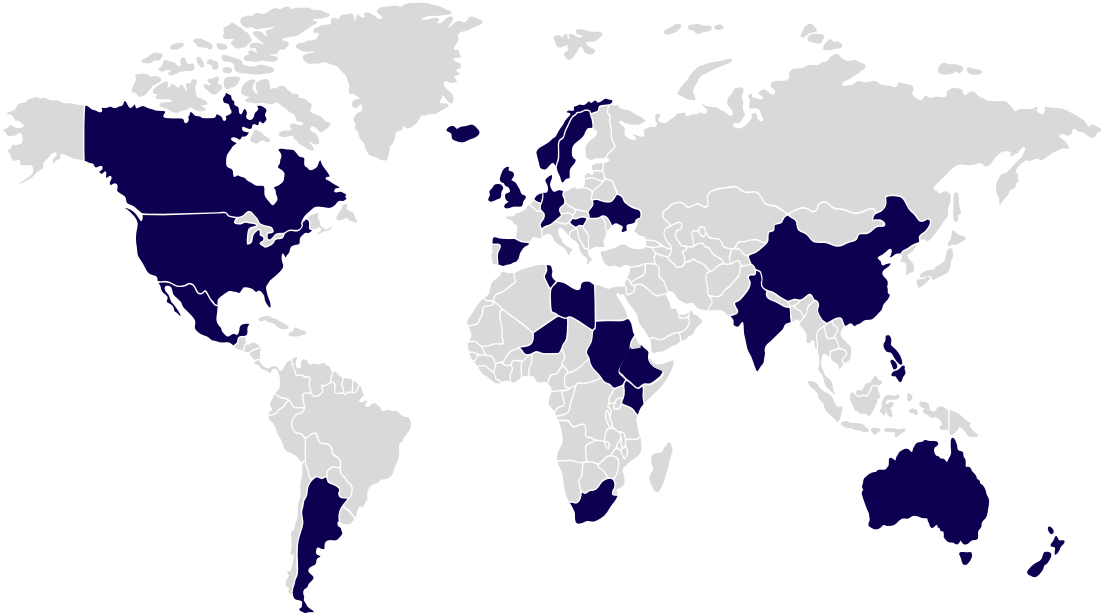
Insights

GMI
Exploring meaningfulnes in life

Insight

Shifting our perspective
on societal well-being

For many years, the well-being of societies has been measured by a narrow set of objective factors such as GDP, life expectancy, and education. However, these factors fail to provide a picture of the inner lives of human beings.

Beyond GDP and objective factors for global meaningfulness?

Paradoxically, the Western world has experienced high levels of material wealth, while also seeing low levels of psychological well-being, with stress, anxiety, and depression on the rise. More recently, the importance of measuring subjective well-being has caught attention from policymakers and is now being done at different levels of government across the world.[6]

Despite this, no current index adequately caters to the leading indicators of meaning in life.

To address this issue, we need to turn our thinking on its head and consider subjective indicators that capture personal feelings of purpose, belonging, personal growth, and leadership.[7]

This approach has led to the creation of the Global Meaningfulness Index (GMI), which measures well-being based on individual perceptions.

When examining the GMI, we see that countries such as India, Nigeria, and the Philippines have relatively high scores, indicating a higher level of well-being among their citizens than other objective indicators might suggest.

Conversely, countries including Denmark, New Zealand, and Sweden, which consistently make the top of the list of other indexes[8], do not even feature in the GMI top 10. This highlights the importance of addressing psychological well-being in addition to economic growth.

In fact, our data shows an inverse correlation between the countries sense of meaning in life and the Human Development Index[9] (HDI) score of that same country. In other words, as a country's HDI score increases, its GMI score is likely to decrease. This challenges our common assumptions about societal well-being.

While posing significant questions to the common understanding of societal progress, the GMI takes us into unchartered territory. This we will need to investigate further. By embracing a more human-centered approach to measuring societal well-being, we can gain a deeper understanding of the complexity of individual inner lives.

This can help us create policies and programs that truly address the needs of our societies. It is time to move beyond GDP and purely objective factors from the world of economy.
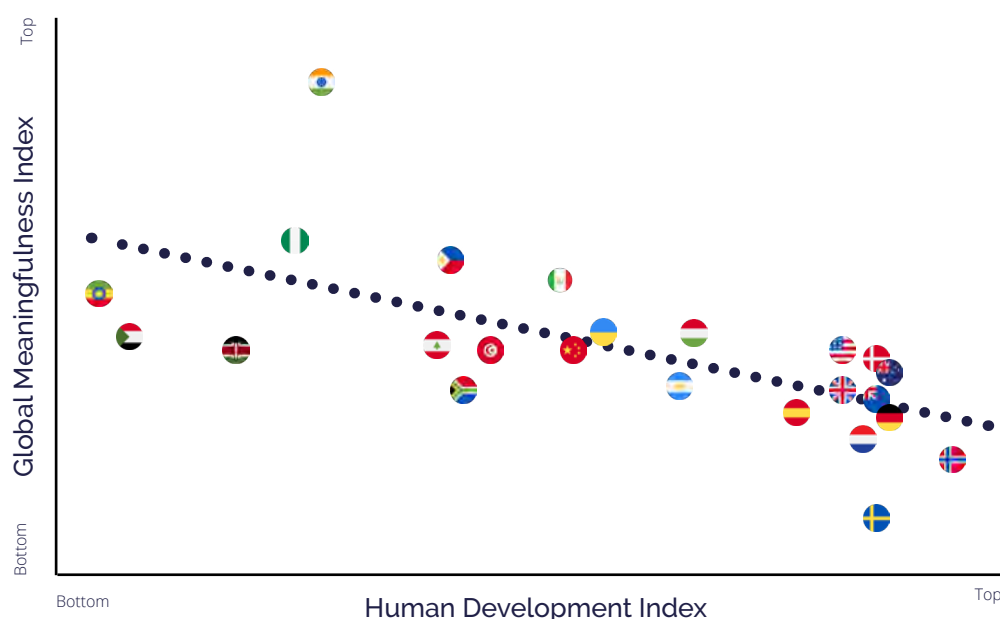
Insight
Countries ranked on
Global Meaningfulness Index

Rank	Country		Score
1	India		8,04
2	Nigeria		7,47
3	Philippines		7,36
4	Mexico		7,34
5	Ethiopia		7,15
6	Ukraine		6,87
7	China		6,87
8	Sudan		6,86
9	Kenya		6,85
10	Hungary		6,84
11	Tunisia		6,81
12	United States		6,75
13	Lebanon		6,71
14	Denmark		6,69
15	Australia		6,66
16	Argentina		6,64
17	South Africa		6,56
18	New Zealand		6,50
19	Spain		6,48
20	Germany		6,47
21	United Kingdom		6,45
22	Netherlands		6,30
23	Norway		6,25
24	Sweden		5,84

Note: The ranking is based on a GMI score, which is determined by a scale from 0-10, with 10 being the highest

Insight

A young generation
that craves more meaning

Young people are in search of more meaning in life. Significant differences exist in the sense of meaning felt in life across generations and age groups. On average, young people below 25 score eight percent lower on their general sense of meaning in life compared to those aged 55 to 64.

Reflecting global trends in workplace settings, individuals under the age of 25 have the lowest sense of meaning in life in general.

This is driven by low scores across all four drivers of meaning, with the lowest being the sense of leadership and purpose. In fact, while being low at a young age, purpose increases steadily throughout life and peaks around the age of 55 to 64.

The converse development is the case for the sense of leadership, which peaks early in life – namely between 25 and 34 – and thereafter steadily declines untill reaching a low at 65+ years of age.

This suggests that individuals may struggle to find direction and purpose early in their lives and so seek leadership. Meanwhile, as we grow up and become more closely aligned with our purpose, leadership is felt less.

The cohort aged 55 to 64 has the highest overall GMI score, with the leading drivers being purpose and belonging.

As with purpose, the feeling of belonging steadily increases with age. This suggests that as individuals reach the later stages of their lives, they feel more fulfilled, accomplished, and connected. Individuals aged 35-44 also have high scores in purpose and belonging, but their scores in growth and leadership are slightly lower than the 55-64 age group.

Individuals aged 65 and above have average scores across all four drivers of meaning – apart from leadership, where they score the lowest of all age groups. This could be because as individuals age, they may have fewer opportunities to feel leadership in life. However, this age group still scores relatively high in purpose, indicating they continue to find meaning and fulfillment in life.

To understand what constitutes meaning among youth and children, Voluntās is currently developing a **Youth Meaningfulness Index** in collaboration with **ALV Foundation**, **Gleding**, and other partners.

Read more at: **www.ymindex.org**

GMI Score by Age

Age		Score
Under 25		6,40
25-34		6,75
35-44		6,79
45-54		6,77
55-64		6,97
65+		6,79

Note: The GMI Score is ranked on a scale from 0-10, with 10 being the highest

Insight

Drivers of meaningfulness
across age groups

Age   *Score*

Purpose

Under 25	6,30
25-34	6,72
35-44	6,90
45-54	6,99
55-64	7,21
65+	7,19

Leadership

Under 25	6,24
25-34	6,51
35-44	6,35
45-54	6,00
55-64	5,95
65+	5,83

Belonging

Under 25	6,52
25-34	6,92
35-44	7,00
45-54	6,93
55-64	7,24
65+	7,01

Personal Growth

Under 25	6,44
25-34	6,76
35-44	6,74
45-54	6,94
55-64	7,12
65+	6,94
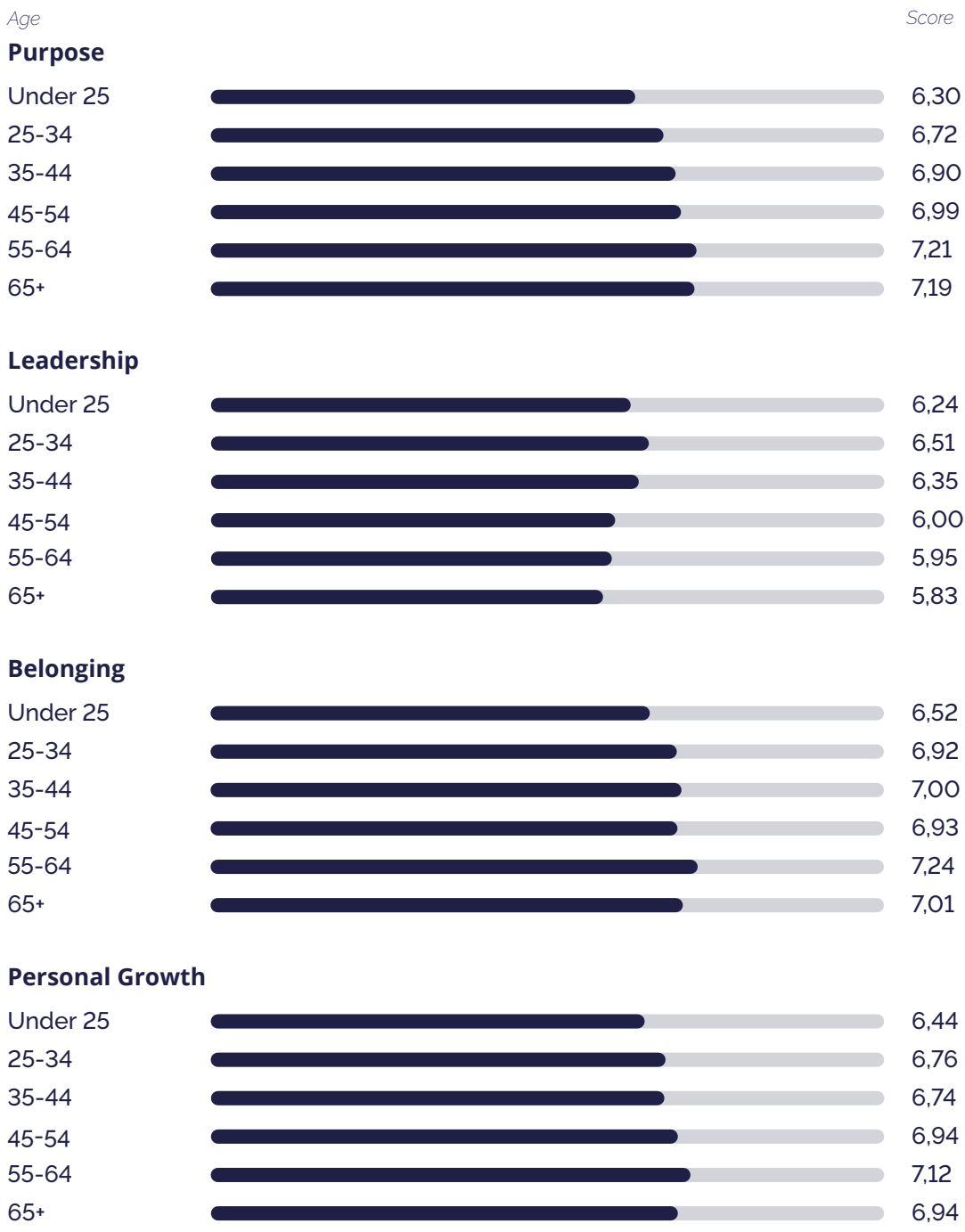
Note: The GMI Score is ranked on a scale from 0-10, with 10 being the highest

Insight

Globally, people lack **guidance in life**

Lacking strong leadership and guidance in life is common among a significant portion of all respondents in the GMI survey. Specifically, 45 percent of respondents scored between zero and five on a ten-point scale when asked about their sense of leadership and guidance in life. Additionally, approximately 44 percent of respondents scored five or below when asked whether they trust the leaders in their lives to help them achieve their purpose. **This means that close to half of the populations in the countries surveyed do not trust their leaders to serve them as expected.**

Our data reveals that leadership is the lowest scoring driver of meaning in 22 out of the 24 countries surveyed, with particularly low scores reported in Germany, Sweden, Netherlands, and Norway, where the average score was below 5.5 on the ten-point scale. Strikingly, even in countries that typically score high on traditional well-being indexes, such as Norway, Sweden, Denmark, Netherlands, and Germany, more than half of all respondents scored between zero and five when asked about their sense of leadership in life.

The sense of leadership in life also varies across gender and age groups. Globally, women score five percent lower than men on their sense of leadership, and individuals above 55 years of age report a low sense of leadership, with an average score below six. In general, this age group score more than eight percent lower than those aged 25 to 34, who also have the highest average score across all age groups.

These findings suggest a significant global trend of individuals feeling a lack of leadership and guidance in their lives, particularly among older adults and women.

The perceived importance of leadership in life has a direct correlation with the overall meaning felt in life.

In fact, people who feel that leadership is extremely important have a 26 percent greater average GMI score than those who think that leadership is not important at all. As such, people valuing leadership as important also tend to feel more meaning in life.

Driver Score by Gender

	Man	Woman
Purpose	6,90	6,81
Leadership	6,32	6,02
Belonging	6,90	6,94
Growth	6,78	6,82

● Man   ● Woman
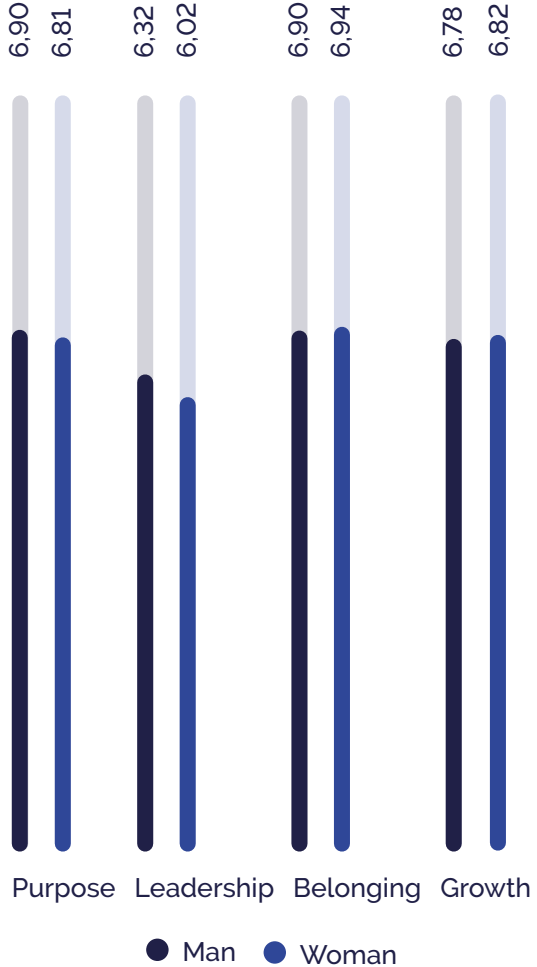
45%
of individuals lack leadership in their lives.

Insight

A gendered dimension
to meaning in life

There is a strong and direct correlation between the perceived importance of the four drivers of meaning and the general feeling of meaning in life. This goes for both men and women.

Thus, individuals finding it important to feel leadership, purpose, belonging, and personal growth in life, are also more likely to experience a sense of meaning.

At the same time, on average, women perceive three out of four drivers as more important in life than men.

This goes for the sense of purpose, belonging, and personal growth. Despite this, on average women have a GMI score that is lower than men.

Our results show that women experience less meaning in life compared to men, which is particularly driven by lower feelings of leadership and purpose in life.

The underlying reasons will have to be studied further, but work will then have to be done to fill the gap and realize the potential of women worldwide.

Correlation between GMI score and perception of drivers of meaning

● Man   ● Woman

Average GMI score

Perception of importance of drivers of meaning in general
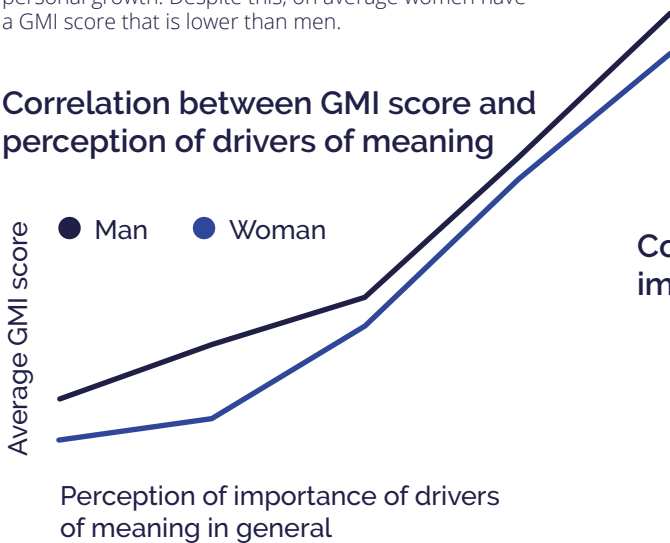
Correlation between perceived importance and GMI score

♂ Man   ♀ Woman

Purpose

Leadership

Average GMI score

Average importance of drivers
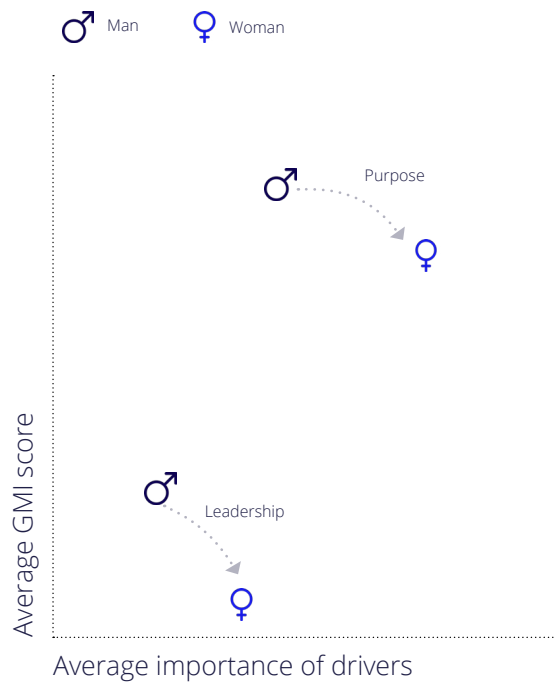
Reflection

The learning
continues

How do we now define and measure societal well-being and progress? While we recognize that there is no perfect fit, our research highlights the limitations of conventional measures commonly used. By asking 18.000 people across 24 countries about their sense of purpose, belonging, leadership, and personal growth, the results reveal a unique perspective on societal well-being. This is important.

We cannot disregard the combined sense of meaningfulness in societies as an important indicator of progress.

Incorporating the GMI when discussing policies can provide new perspectives for the achievement of outcomes that benefit societies at large.

The GMI can complement discussions that would otherwise revolve around economic growth, happiness, satisfaction, or human development.

While this first iteration of the GMI has proven the significance of considering the notion of meaningfulness, there is still a lot to be learned. We will work to further understand the drivers of meaning in people's lives and how they impact an aggregated sense of meaningfulness in societies.

Voluntās' Center for Applied Meaningfulness will work with partners – academics, businesses, and not-for-profits alike – to dive deeper into the aspects that constitute and define meaning for populations. This can and will include country-level deep dives, thematic qualitative studies among certain groups in societies, as well an analysis of the correlation between meaningfulness, and sustainability efforts carried out globally.

This first iteration of the GMI will serve as a baseline for future measurements. Going forward, annual measurements will be carried out to build a time series of data points.

Our ambition is to have all countries across the globe covered.

Interested in joining the journey toward realizing human potential?

Read more at – **www.voluntasgroup.com**
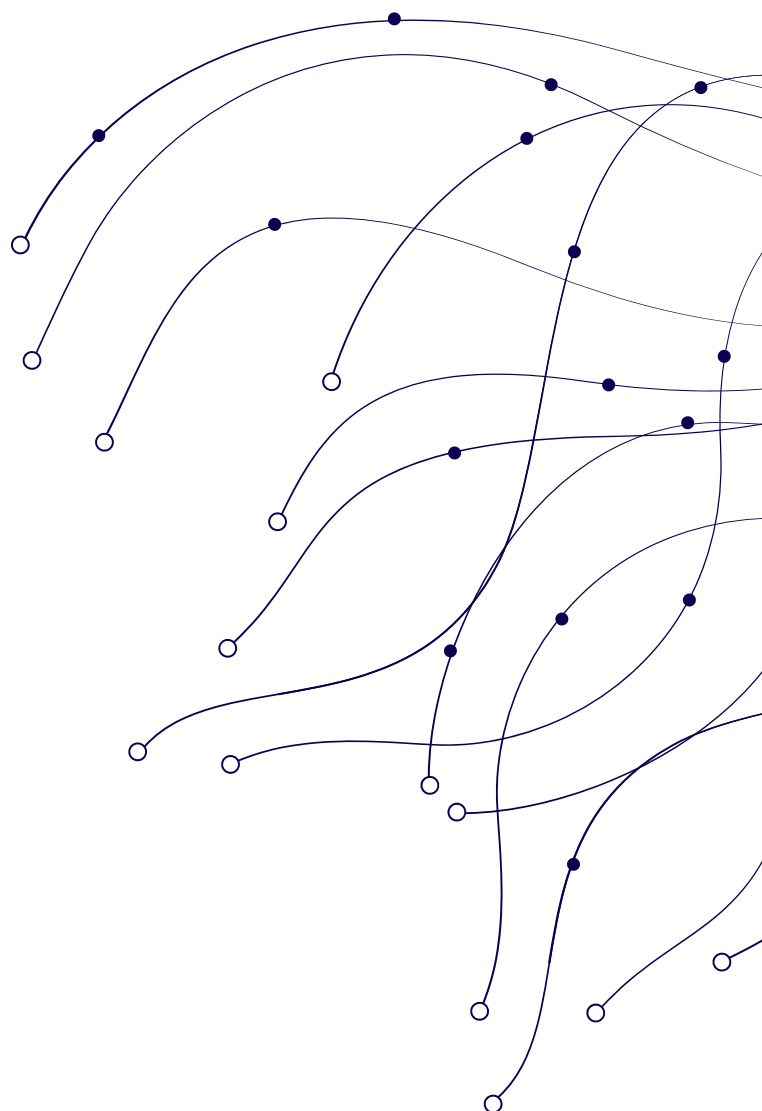
How
did we do it?

The Global Meaningfulness Index is conceptualized and based on the notion of Human Potential Development. It suggests that measuring well-being in a society should not only be based on objective factors, such as economic growth and access to social services. Instead, it is essential to recognize that the inner lives, the subjective experiences, of individuals within communities are just as vital as the gross domestic product. As such, to realize the unique potential of each individual, we have to create a foundation for everyone to experience meaning in the work they do and the lives they live.

Hypothesis

Since 2015, Voluntās has carried out 100.000+ surveys with professionals across cultures to help capture the essence of what constitutes meaning in a workplace setting. This has led to the identification of the four primary drivers of meaning in organizations: purpose, leadership, belonging, and personal growth.

Based on experience from the work with organizations and academic collaborations, a basic assumption for the GMI has been that the four drivers identified would also play an important role in how meaning is created in societies.

Pre-test

To ensure the accuracy of our methodology and test our preliminary hypotheses on the four drivers, we conducted a pilot questionnaire prior to full implementation. The questionnaire, which included the GMI statements, was distributed to a sample size of 357 individuals, with ~60 participants each from the US, the UK, Germany, Denmark, Norway, and India. Data collection for the pilot questionnaire was conducted from January-February 2023, and the findings were used to refine the questionnaire for full implementation.

Questionnaire development

We refined the four drivers of meaning, and the statements to evaluate each driver. The original six statements per driver were reduced to two for this study based on the piloting and research. To better evaluate holistic meaningfulness across all parts of life for the GMI, our Center for Applied Meaningfulness workshopped possible ways to translate our MWQ statements, and tested various possible statements used in the piloting questionnaire.

GMI calculation

The GMI score is an aggregate score composed of four drivers of meaning in life: purpose, leadership, belonging, and personal growth. Each driver score is determined by two statements that respondents rate on a scale from zero to ten, resulting in a total of eight statements. Additionally, each respondent was asked to rate the perceived importance of each driver in generating meaning in their life on a scale from one to five.

The importance-scores were used to weigh the drivers when calculating each individual's GMI score. This methodology allowed us to give more weight to the life aspects that are more important to each person, creating a more personalized picture of each respondent's sense of meaning. By doing so, we can compare across individual and cultural differences without imposing our own conceptions of meaning.

Data collection partners: RIWI & Info Sapiens

We are grateful to RIWI and InfoSapiens, our data collection partners, for their valuable support and collaboration on this research. For all countries except Ukraine, data was collected by our partner RIWI: a data company specializing in real-time sentiment research across the globe. Online data collection in Ukraine was conducted by InfoSapiens, a Ukrainian research agency specializing in conducting public opinion surveys and behavioral measurement.

Limitations

Online

The most significant limitation of our data is the online modality of data collection. For some countries in the sample, internet penetration is high enough that data is still considered representative despite the limitations of online data collection; for others, however, this potentially challenges the representation of those without the resources or means to access the Internet.

Bias: Age, education

Due to the data collection modality, the sample is skewed to overrepresent men and young people, with a disproportionately small sample of older people. To correct this, cell-based weighting by age and gender has been applied at the country level for all analysis (both crosstabs and averages) presented in this report. Weights were calculated using the most recently available population data from the World Bank indicators database. We did not collect information on other key demographic variables, such as education level and socioeconomic status. Still, it is possible that due to the online data collection, these are also somewhat skewed.

Challenges to the dataset

Our total sample prior to data cleaning included over 20,000 respondents. However, to ensure the greatest possible internal and external validity, over 5,000 of these were removed from the dataset. These include surveys with a duration of fewer than 30 seconds, surveys missing key variables such as age and gender, as well as duplicates by IP address and/or self-reported email address (respondents were given the option to provide their email address if they were interested in being sent the final results of the research). There also seemed to be some confusion related to the 'Prefer to self-describe' option for gender identity, with almost 1,000 informants responding to this open-response field with answers such as 'mother' or 'hard worker'; as this issue was consistent across all survey languages, it did not seem to be related to translation quality. Accordingly, these responses are removed from the weighted analysis.

Language

Our survey was available in ten of the most widely spoken languages in our sample. However, in countries with a significant number of dialects, not all people in our population of interest can take the survey in the language they are most comfortable in. This limitation specifically affects India, South Africa, Ethiopia, Nigeria, and Kenya.

Data on sample compostion

Country	Sample	Proportion
United States	1273	8%
Germany	984	7%
United Kingdom	726	5%
Australia	698	5%
New Zealand	697	5%
Ukraine	684	5%
Denmark	664	4%
Tunisia	632	4%
Mexico	618	4%
Netherlands	615	4%
Spain	601	4%
South Africa	599	4%
Argentina	590	4%
Philippines	590	4%
Hungary	589	4%
Kenya	588	4%
Nigeria	578	4%
China	573	4%
Sweden	571	4%
India	543	4%
Lebanon	516	3%
Norway	512	3%
Ethiopia	422	3%
Sudan	205	1%

Gender	Sample	Proportion
Man	8537	57%
Woman	5405	36%
Prefer to self-describe:	957	6%
Nonbinary/other	169	1%

Age	Sample	Proportion
18-24	5531	37%
25-34	4498	30%
35-44	2683	18%
45-54	1419	9%
55-64	675	4%
65+	262	2%

Notes and
Overview

[1] Aristotle.

[2] GDP (current US$) | Data (worldbank.org)

[3] Human Development Index | Human Development Reports (undp.org)

[4] Mental Health - Our World in Data; World mental health report: Transforming mental health for all (who.int); Global mental health issues on the rise – DW – 10/10/2022

[5] Mental health (who.int)

[6]Although measuring societal "progress", "welfare" or "quality of life" is a long-standing phenomenon, what is conceptualized as "progress" has changed dramatically over time. Initially, it was constituted as economic, financial, or material well-being. Out of the carnage of the Great Depression and World War II, Simon Kuznets presented his idea to capture all economic production by individuals, companies, and the government in a single measure coined as Gross Domestic Product (GDP) (Lepenies, 2016). In the 1970's however, the metric was heavily criticized by scholar and future Nobel laureate Amartya Sen who argued that societal welfare would be better determined by the freedom people have to pursue what they value or have reason to value. This is most famously articulated in the "capabilities approach" which consists of (1) agency and freedom, that is, genuine opportunity to pursue your (2) functionings – what you as a person value or have reason to value (Sen, 2009). This notion laid the foundation for an array of new indexes to measure what was coined human-centered as opposed to economic-centered well-being. For example, the UN launched the Human Development Index in 1990 followed by the Global Happiness Index in 2012.

Despite providing more nuance of a society's well-being compared to GDP, there remain conceptual and methodological challenges:

Conceptual challenges:

Happiness: Happiness is an experience of everything coming together beautifully in the moment. A form of existential orgasm rendering us euphoric about the fact that life offers a moment of unbridled enthusiasm (Albæk, 2019). By the nature of its definition, it cannot be something you strive after constantly.
Capability approach: Concerned with people's freedom to pursue what they value. Value is something intrinsic, temporary. Freedom does not acknowledge internal barriers (lack of self-awareness i.e., self-contempt or self-glorification)

Methodological challenges:

Using happiness index, HDI index as measures of human development

Endogeneity: Measuring GDP as an indicator of the happiness index
Lacking subjectivity: Imposing an idea of what well-being ought to look
They describe the circumstances in which we live. They say nothing about how we respond to the fluctuations in our lives
Lagging as opposed to leading indicators

In light of such challenges, recent scholarship looking at subjective-centered development have introduced measures such as the "human flourishing" index (VanderWeel, 2017), and subjective well-being index (Office for National Statistics, UK). The focus of these indexes, however, has primarily been on two of the three dimensions of well-being: 1) evaluative, which pertains to satisfaction, and 2) affective, which relates to the current emotional experience (De Neve, Ward 2023). They have therefore failed to address eudaimonic aspects of well-being such as purpose and meaning (also referred to in Ryff, 1989; Seligman, 2011; White and Dolan, 2009).

[7] The GMI is composed of the scores on four primary drivers of meaning: purpose, leadership, belonging, and personal growth. The driver scores are based on respondents' agreeability to 12 statements – two for each of the drivers - on a scale from zero to 10. See more in the methodology section.

[8] The top five scoring countries in the Human Development Index are: Switzerland, Norway, Iceland, Hong Kong, and Australia, while the top five scoring countries in the World Happiness Index are: Finland, Denmark, Iceland, Israel, and the Netherlands.

[9] The Human Development Index, or HDI, is a metric compiled by the United Nations Development Programme and used to quantify a country's "average achievement in three basic dimensions of human development: a long and healthy life, knowledge, and a decent standard of living."

Annex

Average GMI Scores by country

	Score
India	8,042563517
Nigeria	7,473580197
Philippines	7,364147332
Mexico	7,340205337
Ethiopia	7,14819687
Ukraine	6,872794563
China	6,872352113
Sudan	6,857606148
Kenya	6,854188091
Hungary	6,837813753
Tunisia	6,813377943
United States	6,752032422
Lebanon	6,706945516
Denmark	6,686343103
Australia	6,66482973
Argentina	6,641421411
South Africa	6,56417743
New Zealand	6,499784979
Spain	6,481183334
Germany	6,469955044
United Kingdom	6,454870685
Netherlands	6,301910565
Norway	6,248243015
Sweden	5,837424152

Average GMI Scores by gender

	Score
Woman	6,699026008
Man	6,761135838

Average GMI Scores by age

	Score
U25	6,3976954
45-54	6,773658856
35-44	6,787384629
55-64	6,965490728
25-34	6,754740368
65+	6,787330576

Annex

Driver Scores by age

	Purpose	Leadership	Belonging	Growth
25-34	6,721668069	6,508201607	6,924729863	6,758564366
35-44	6,900032341	6,352828701	6,998663992	6,735045147
45-54	6,988243976	6,001183459	6,934661532	6,939624887
55-64	7,214275484	5,951146767	7,23829875	7,123434304
65+	7,18545518	5,827108763	7,012761136	6,937144898
U25	6,300453192	6,23554455	6,520708381	6,442994344

Driver Scores by gender

	Purpose	Leadership	Belonging	Growth
Man	6,90141329	6,318499201	6,897635011	6,781858552
Woman	6,809727399	6,017936564	6,940864013	6,820908488

Annex
Driver Scores by country

	Purpose	Leadership	Belonging	Growth
Argentina	6,783419167	6,223256461	6,778331946	6,653557569
Australia	6,82177474	6,306068029	6,752930648	6,703456761
China	7,112461321	6,139065715	7,136972386	7,0073048
Denmark	6,661913923	5,532381687	7,333353584	6,96975133
Ethiopia	7,206995917	6,932670189	7,356000575	7,047104482
Germany	6,776926276	5,032369066	6,846636383	6,928155277
Hungary	7,379293211	6,107642348	6,902478736	6,830182512
India	8,15326534	7,852668497	8,029526086	8,168547606
Kenya	6,900263742	6,655149863	7,109015894	6,679992342
Lebanon	6,437632157	6,32550326	7,318825876	6,664363439
Mexico	7,387439505	7,0209911	7,534365698	7,377428431
Netherlands	6,506209408	5,396239236	6,386890235	6,516239386
New Zealand	6,656057498	5,863575546	6,584112045	6,662010093
Nigeria	7,659346448	7,488903806	7,826692473	6,86786774
Norway	6,334542434	5,489553019	6,415656895	6,455372383
Philippines	7,340476807	7,26322567	7,352219435	7,482046904
South Africa	6,625261565	6,545182153	6,554430852	6,547304016
Spain	6,667129066	6,121962723	6,575304776	6,34630408
Sudan	6,396293548	7,035915715	7,374264696	6,471959554
Sweden	5,926032182	5,258710941	5,986424527	5,931037052
Tunisia	6,918651231	6,39248134	7,011783534	6,724162254
Ukraine	7,003576044	5,734613678	7,220015112	6,943210395
United Kingdom	6,466951449	6,060556529	6,67614119	6,475598266
United States	6,873011225	6,514632743	6,706051366	6,820899485

Annex
Statement Scores by country

	I know what my purpose is in life.	The way I currently live my life is aligned with what I feel is the purpose of my life.	I feel a strong sense of leadership and guidance in my life.	I trust the leaders in my life to help me achieve my purpose.	In my life, I overall feel like I am being heard and like my opinion matters.	I feel a sense of belonging to the people around me, including my family or other communities I belong to.	I have the resources (time, tools, skills) available that I need to deliver on my promises and responsibilities.	In general, I believe that my efforts and achievements are being recognized.
Argentina	6,9617216	6,605116733	6,369912996	6,076599925	6,515319698	7,041344195	7,04986505	6,257250087
Australia	6,926954219	6,716595261	6,357253303	6,254882755	6,431608134	7,074253161	6,745027736	6,661885786
China	7,441254277	6,783668364	5,851233641	6,426897789	7,098633698	7,175311074	7,658253501	6,356356099
Denmark	7,22195234	6,101875505	5,310034682	5,754728692	6,758981336	7,907725833	6,829380163	7,110122498
Ethiopia	7,724130994	6,68986084	7,205381374	6,659959005	6,914392367	7,797608783	7,282731333	6,811477632
Germany	7,167405076	6,386447477	4,923119387	5,141618744	6,569806871	7,123465895	6,789493095	7,066817459
Hungary	7,990342877	6,768243544	6,429582053	5,785702643	6,489511372	7,315446099	7,168596584	6,49176844
India	8,45441941	7,85211127	7,835343458	7,869993535	7,689743562	8,36930861	7,991280722	8,34581449
Kenya	7,608838743	6,19168874	7,221344756	6,088954971	6,468242821	7,749788967	6,527828507	6,832156177
Lebanon	7,137099158	5,738165156	6,850525155	5,800481365	7,056465203	7,581186548	6,671072731	6,657654148
Mexico	7,604237472	7,170641538	7,149129838	6,892852361	7,370704645	7,698026751	7,435435539	7,319421323
Netherlands	6,755426279	6,256992536	5,476648381	5,315830092	6,077160494	6,696619975	6,530927558	6,501551215
New Zealand	6,836035628	6,476079367	5,83810504	5,889046052	6,229864888	6,938359203	6,814753534	6,509266653
Nigeria	8,366847086	6,951845811	8,046026977	6,931780636	7,272350778	8,381034168	6,746880219	6,988855261
Norway	6,668213868	6,000870999	5,624121375	5,354984663	6,189901335	6,641412454	6,535081014	6,375663751
Philippines	7,546029212	7,134924403	6,956760232	7,569691109	7,031783988	7,672654882	7,470295745	7,493798063
South Africa	7,153465723	6,097057407	6,737881847	6,352482459	5,947968186	7,160893518	6,716589791	6,37801824
Spain	6,696804406	6,637453726	5,775633271	6,468292175	6,626737652	6,523871899	6,158218299	6,53438986
Sudan	7,380491695	5,412095401	7,062640042	7,009191387	7,251291005	7,497238386	5,991865986	6,952053122
Sweden	6,167069348	5,684995016	5,173243814	5,344178069	5,73889442	6,233954634	5,984466529	5,877607575
Tunisia	7,757899094	6,079403368	6,648687553	6,136275127	6,996338643	7,027228424	6,705858358	6,742466149
Ukraine	7,832725982	6,174426107	5,754046938	5,715180418	6,666876755	7,77315347	6,902936621	6,983484169
United Kingdom	6,49797666	6,435926238	6,038812824	6,082300234	6,41028344	6,941998941	6,460212886	6,490983646
United States	7,06301655	6,6830059	6,670609344	6,358656142	6,504611991	6,90749074	6,942866645	6,698932325

Annex

Statement Scores by age

	I know what my purpose is in life.	The way I currently live my life is aligned with what I feel is the purpose of my life.	I feel a strong sense of leadership and guidance in my life.	I trust the leaders in my life to help me achieve my purpose.	In my life, I overall feel like I am being heard and like my opinion matters.	I feel a sense of belonging to the people around me, including my family or other communities I belong to.	I have the resources (time, tools, skills) available that I need to deliver on my promises and responsibilities.	In general, I believe that my efforts and achievements are being recognized.
25-34	7,110758743	6,332577396	6,588191854	6,428211361	6,675355769	7,174103957	6,763666478	6,753462253
35-44	7,379974255	6,420090427	6,457641306	6,248016096	6,656717835	7,34061015	6,775592389	6,694497904
45-54	7,366044512	6,610443439	6,09969637	5,902670549	6,500073168	7,369249895	6,968557599	6,910692175
55-64	7,632040135	6,796510833	6,171800056	5,730493477	6,888952681	7,587644819	7,380671024	6,866197585
65+	7,32742047	7,04348989	5,678924931	5,975292595	6,7561823	7,269339972	6,855210419	7,019079377
U25	6,674764841	5,926141543	6,235296417	6,235792682	6,262835861	6,778580901	6,506427068	6,37956162

Statement Scores by gender

	I know what my purpose is in life.	The way I currently live my life is aligned with what I feel is the purpose of my life.	I feel a strong sense of leadership and guidance in my life.	I trust the leaders in my life to help me achieve my purpose.	In my life, I overall feel like I am being heard and like my opinion matters.	I feel a sense of belonging to the people around me, including my family or other communities I belong to.	I have the resources (time, tools, skills) available that I need to deliver on my promises and responsibilities.	In general, I believe that my efforts and achievements are being recognized.
Man	7,247557721	6,555268859	6,396580521	6,24041788	6,615526313	7,179743708	6,805062501	6,758654603
Woman	7,193178866	6,426275931	6,04895961	5,986913519	6,600557447	7,281170579	6,887299539	6,754517436

Importance scores by gender

	Purpose	Belonging	Leadership	Growth
Man	3,842187953	3,856663448	3,635882498	3,960592048
Woman	3,965799344	4,088146496	3,614611276	4,085631861

Annex

Importance scores by country

	Purpose	Belonging	Leadership	Growth
Argentina	3,855217677	3,748678919	3,496225625	3,866735472
Australia	4,128622836	4,083109239	3,799978878	4,041644946
China	3,742811946	3,754886306	3,609913521	3,750774248
Denmark	3,916133403	4,039218181	3,563412149	4,1762698
Ethiopia	4,21907474	4,24338992	3,994442533	4,214256538
Germany	3,651406228	3,909595391	3,453615703	3,9236899
Hungary	4,107072137	4,190107524	3,895510617	4,214151986
India	3,688412408	3,752978272	4,034705535	4,054773735
Kenya	4,068584238	4,041416163	4,057323017	4,154224187
Lebanon	3,64532208	3,885016426	3,689858793	4,102933094
Mexico	4,099833711	3,965217007	3,985994037	4,084572124
Netherlands	3,749663528	3,9014143	3,14749096	3,905578692
New Zealand	4,201875061	3,99282403	3,575151541	4,090041305
Nigeria	4,413514503	4,314019847	4,326405528	4,361606553
Norway	3,708239648	3,87977666	3,515998345	4,000520497
Philippines	3,966615553	4,061330745	4,046818696	4,068071507
South Africa	4,157366261	4,161530859	4,118711361	4,219330048
Spain	3,487072865	3,93989336	3,364808676	4,090460747
Sudan	3,636968572	4,038024701	3,952238272	4,11108671
Sweden	3,576687155	3,888283808	3,176556758	3,839873735
Tunisia	3,794526411	3,654129285	3,463831345	3,899103506
Ukraine	4,027967963	4,227572934	2,714985173	4,041724421
United Kingdom	3,795350049	3,887570508	3,533623188	3,787569205
United States	4,027108925	3,929396165	3,775093221	3,995729597

Importance scores by age

	Purpose	Belonging	Leadership	Growth
25-34	3,954424881	4,009373743	3,779570947	4,094446078
35-44	4,048925223	4,095009418	3,722941923	4,106395244
45-54	3,934051254	4,001977091	3,60831651	4,141516256
55-64	4,051868088	4,031772122	3,556273543	4,072384619
65+	3,743619931	3,973801475	3,480273956	3,842503625
U25	3,72281956	3,74960362	3,561393864	3,886879173

Who we are

About Voluntās

At Voluntās, philosophers, anthropologists, psychologists, economists, dramaturgists, sociologists, political scientists and people of yet other academic backgrounds are all advisors by profession and philosophers by heart.

Together, we specialize in advising and working with companies, boards, investors, foundations, owners, leaders and governments on how to create, adapt and drive a meaningful culture, brand, society and planet.

We believe that this approach significantly increases the quality of living, while we know that it sustainably accelerates the productivity and profitability of doing business.

We pursue advisory and analytics to realize human potential and make more lives more meaningful. We do this for the colleagues in organizations, the consumers of brands, the citizens in societies and for all us children of our blue planet.

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Offices worldwide

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Nationalities

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Industries

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Countries with projects

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Employees

Contact

Get in touch with us

Niklas Kabel Pedersen
Chief Operating Officer & Partner

nkp@voluntasadvisory.com
+45 61 33 30 13

Netti Fuglesang
Associate Partner

nfu@voluntasadvisory.com
+47 924 55 910

Nicolai E. E. Iversen
Chief Philosophy Officer & Associate Partner

nei@voluntasgroup.com
+45 20 10 83 99

Kristian Lykke Winberg
Chief Possibility Officer & Associate Partner

klw@voluntasadvisory.com
+45 60 64 70 13

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