



Our 2024 survey reveals that the cornerstones of happiness are deeply rooted in meaningful connections, robust health, and a sense of freedom.

An overwhelming majority of respondents find that their happiness is significantly enhanced by strong personal relationships, physical and mental well-being, and the autonomy to live life on their terms. By understanding and nurturing these pillars, we can create a happier, more fulfilled society.

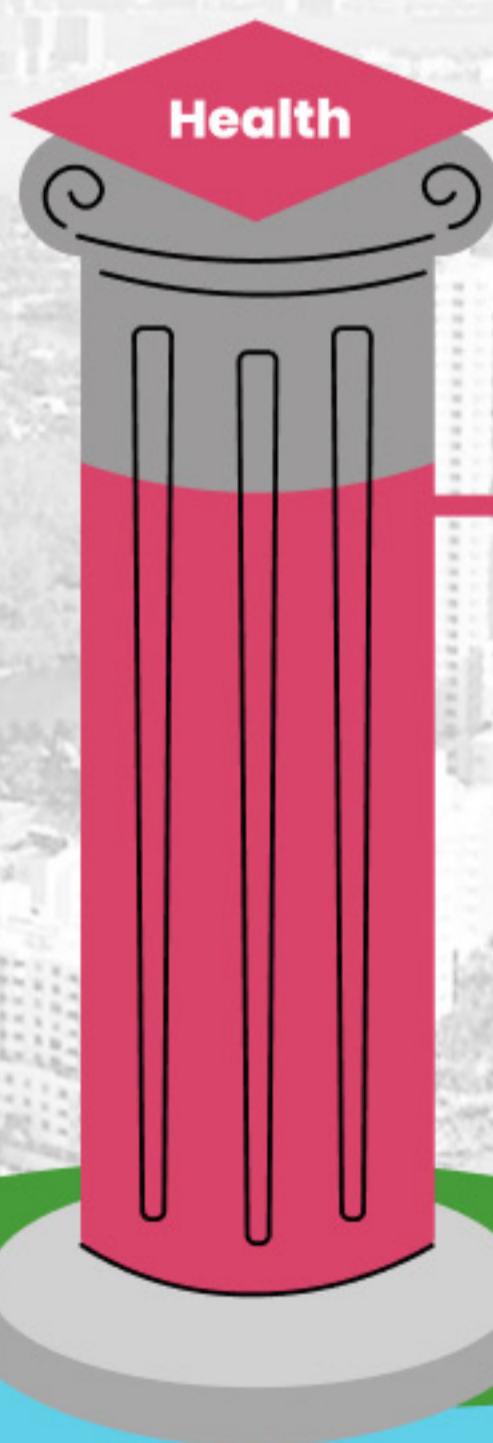


**85%**  
of our respondents  
consider themselves a  
happy person

## Overview of Key Findings

A total of 533 players took part in the 2024 survey experience, with 62% from Miami, and 38% coming from Granada, Spain - the two locations for the 2024 festival that took place from March 15th - 24th, 2024

**90%**  
say connections  
affect their  
happiness positively



**85%** report physical & mental health affect their happiness positively.



**81%**  
agree or strongly  
agree they have the  
freedom to act,  
speak, or think as  
they want

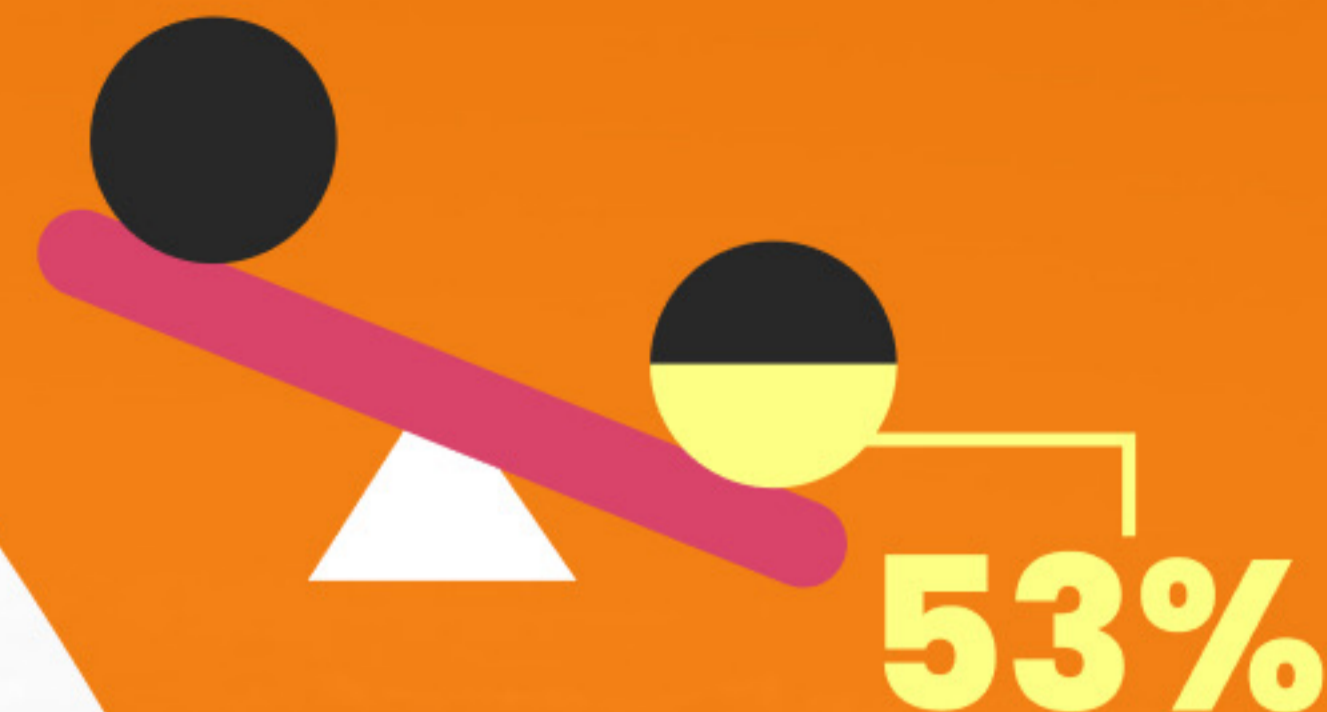


scan  
and  
play!

**2024**

# THE PILLARS OF HAPPINESS

Connection, Health & Freedom



find their work-life balance  
needing improvement or is  
'just okay'

Players  
were asked to rate  
their life satisfaction so far  
on a 0-10 scale, and a  
staggering 90% selected  
0-4 (very low satisfaction).  
Conversely, only 2% of  
players selected 9  
(extremely high  
satisfaction)

Interestingly,  
89% of players  
from the 2023  
festival also  
rated their life  
satisfaction so  
far 0-4.

Our survey of the 2024 festival attendees—who already prioritize happiness in their lives—provides valuable insights into the key elements that foster true well-being. These insights are not just personal preferences; they are proven strategies that can be universally applied to enhance happiness.



## Pillar 1: The Power of Meaningful Connections



### MEANINGFUL CONNECTIONS

Our survey reveals that meaningful connections are a cornerstone of happiness. People thrive when they feel connected to others.

**40%**

always have someone to reach out to when feeling emotionally unwell

**44%**  
of players from 2023 also always have someone to reach out to.

#### How can we foster meaningful connections?

To foster meaningful connections, communities should create inclusive spaces and events that encourage social interactions, such as community gatherings and social clubs. Promoting open communication and mental health awareness ensures support during challenging times. These initiatives build strong relationships and enhance overall happiness and well-being.

**58%**  
of respondents said meaningful connections affect their happiness very positively

**58%**

seek support from friends or family to uplift their mood



scan and play!

## AND HEALTH

Health is a vital component of happiness. Our survey participants highlighted the profound impact of both physical and mental health on their overall well-being.



**52%**

said their physical health very positively affects their happiness



**64%**

stated mental health very positively impacts their happiness



**48%**

engage in physical activity to uplift their mood.



**54%**

engage in physical activity to uplift their mood.

#### What strategies can promote physical & mental well-being?

To promote physical and mental well-being, communities should encourage regular physical activities, provide access to fitness programs, and offer mental health resources. Promoting mindfulness practices and supporting mental health education can also enhance well-being. These strategies help individuals maintain a balanced and healthy lifestyle, contributing to overall happiness.

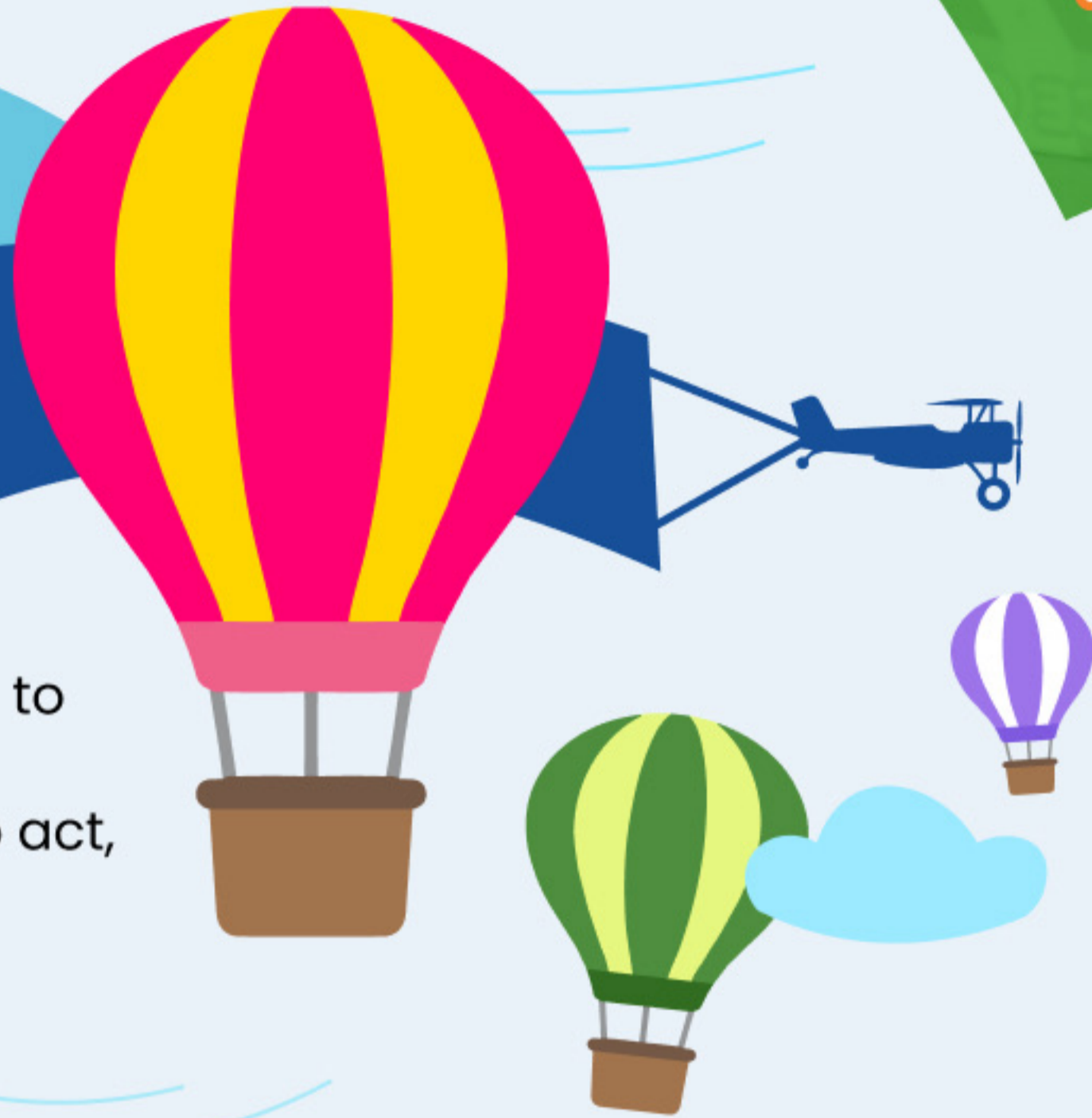




### Pillar 3: The Importance of Freedom & Autonomy

## FREEDOM

A sense of freedom and autonomy is fundamental to achieving happiness. Our players value the ability to act, speak, and think freely.



At the 2023 festival, 90% of players told us that freedom is a facilitator of their happiness.



scan and play!

## SUMMARY & NEXT STEPS

Our survey highlights that meaningful connections, robust health, and a sense of freedom are crucial for happiness. These findings, based on insights from happiness enthusiasts, provide a powerful framework for enhancing well-being that can be applied universally.

How can we seek to build upon these pillars?

**1 Community Building**  
Promote social events and support systems.

**2 Health Initiatives**  
Encourage physical fitness programs and mental health resources.

**3 Protect Freedoms**  
Support policies that uphold individual freedoms and economic stability.

## CITY OF HAPPINESS

### JOIN US!

Scan the QR code to explore how your community can get involved.

