In this talk I analyse the main challenge to the very idea that there can be a science of well-being, that is the measurability of well-being. Against the critics I argue that there is a sense in which well-being is measurable. Getting clear on this sense also reveals the limits of knowledge produced by this field. I argue that the science of well-being is on surest footing when it does not pretend to study all-things-considered individual well-being.