

# NGO Happiness Analysis

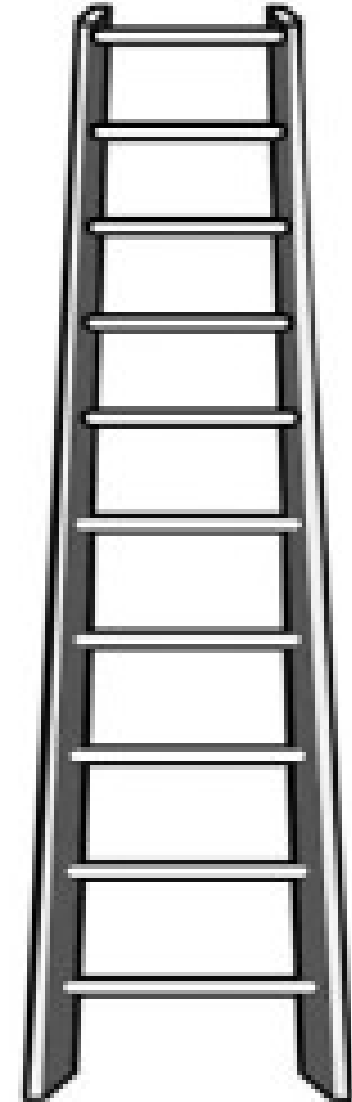
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## What is World Happiness Report about?

- The *World Happiness Report* is a publication of the Sustainable Development Solutions Network.
- It reflects a worldwide demand for more attention to happiness and well-being as criteria for government policy.

### How to measure happiness? 🤔

Step 1: Collecting data from the Gallup World Poll surveys (Cantril ladder)

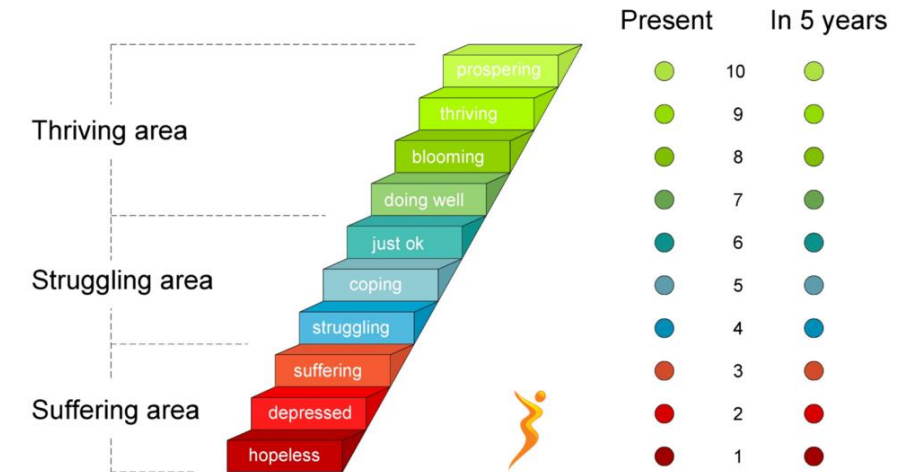
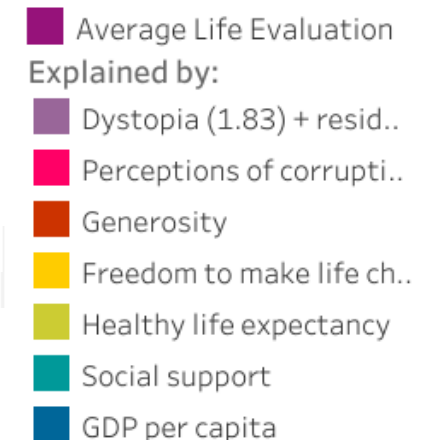
Step 2: Variables (sub-bars) measured to show the extent to which each variable contribute to making life evaluations higher in each country than in Dystopia\*.

\*Dystopia is a hypothetical country with values equal to the world's lowest national averages for each factor

Sub-bars are:

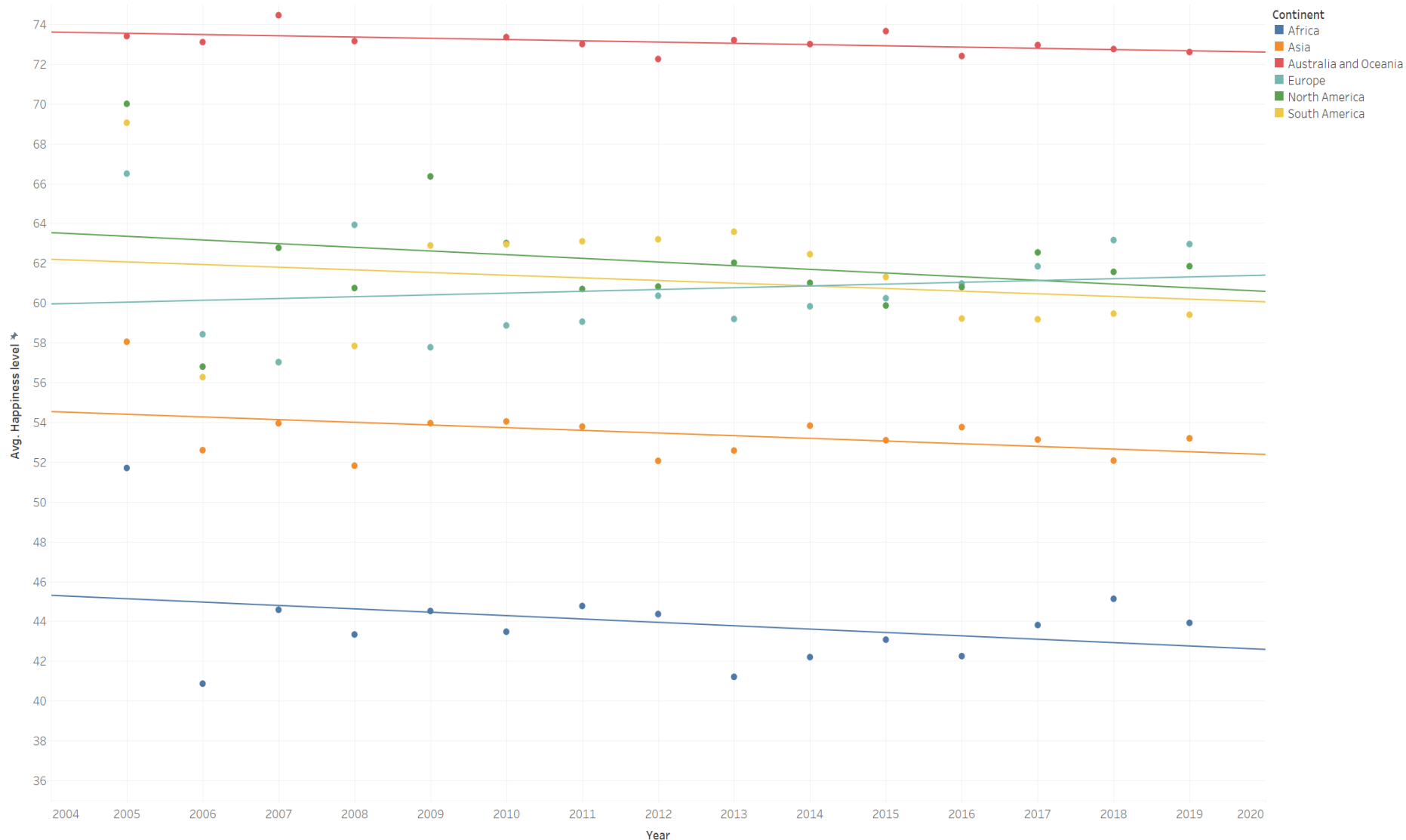
- levels of GDP,
- life expectancy,
- generosity,
- social support,
- freedom to make life choices,
- perceptions of corruption

Example: scores are based on individuals' own assessments of their lives



# The distribution of the Happiness score across continents

Fig 1: Average happiness level over continents

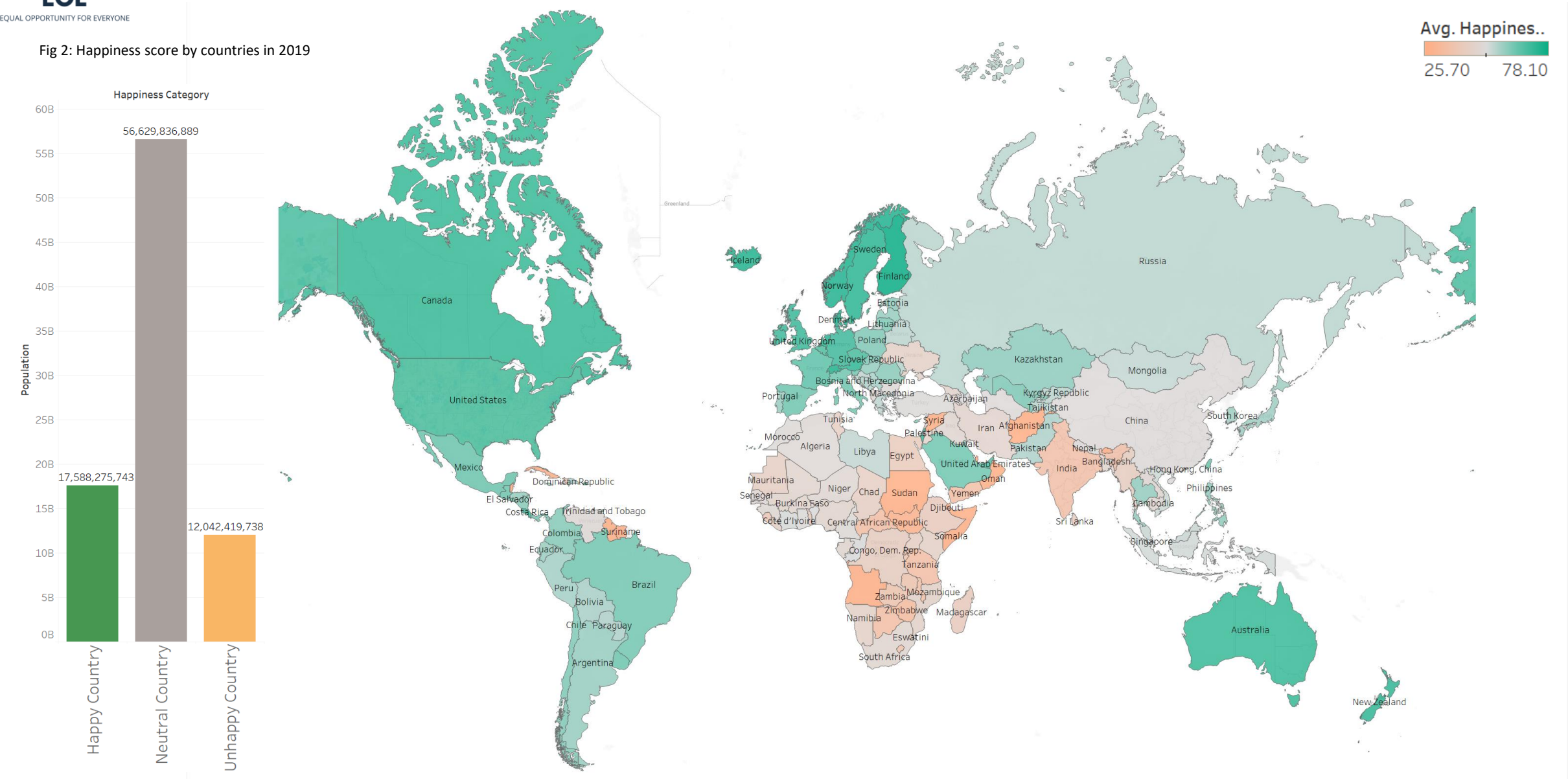


## Brief summary:

- Continent with Maximum Average Happiness: Australia and Oceania.
- Countries on the continent: 14 Presented in statistics: 2
- Average Happiness level in **Australia and Oceania: 73/100**
- Continent with Minimal Average Happiness: Africa.
- Countries on the continent: 54 Presented in statistics: 43
- Average Happiness level in **Africa: 43/100**
- There is a trend towards a decrease in the level of happiness on all continents **except Europe**.

# The distribution of the Happiness score across countries

Fig 2: Happiness score by countries in 2019



## Top 10 happiest and unhappiest countries

Fig 3: The happiest and unhappiest countries for the period 2005 - 2019

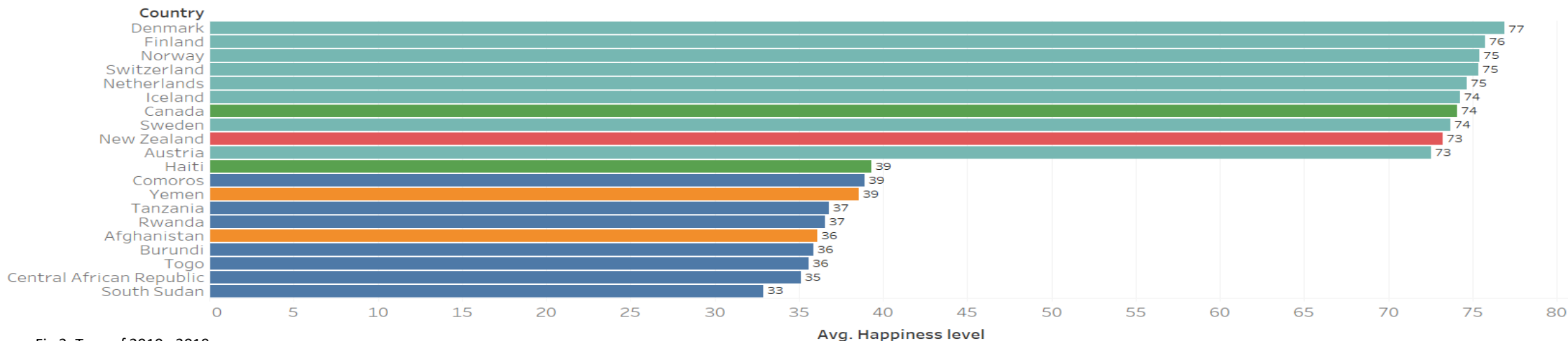
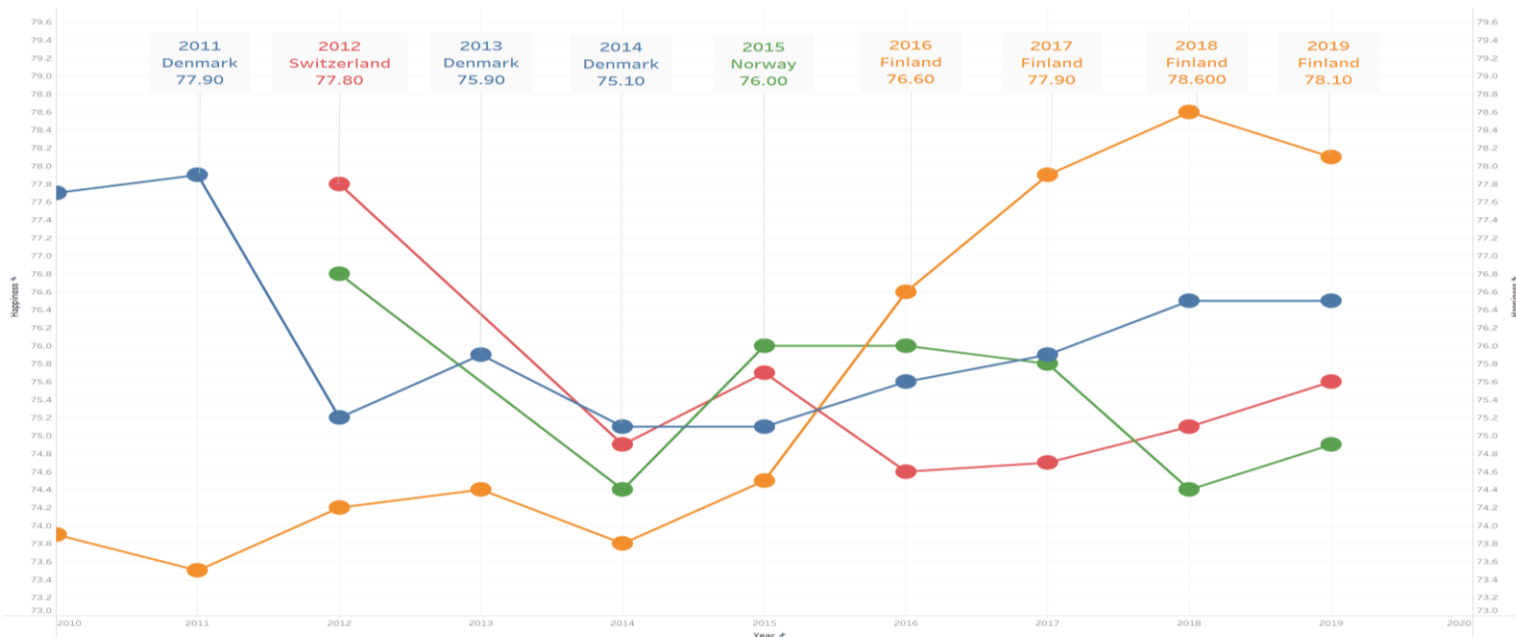


Fig 3: Tops of 2010 - 2019



## Brief summary:

- The unhappiest countries are in Africa
- Almost all happiest counties located in Europe
- Most of the happiest countries are in the northern part of the world (which means that the «cold climate factor» doesn't really affect the level of happiness).
- Scandinavians shows the best result
- In 2022 Finland is on top again



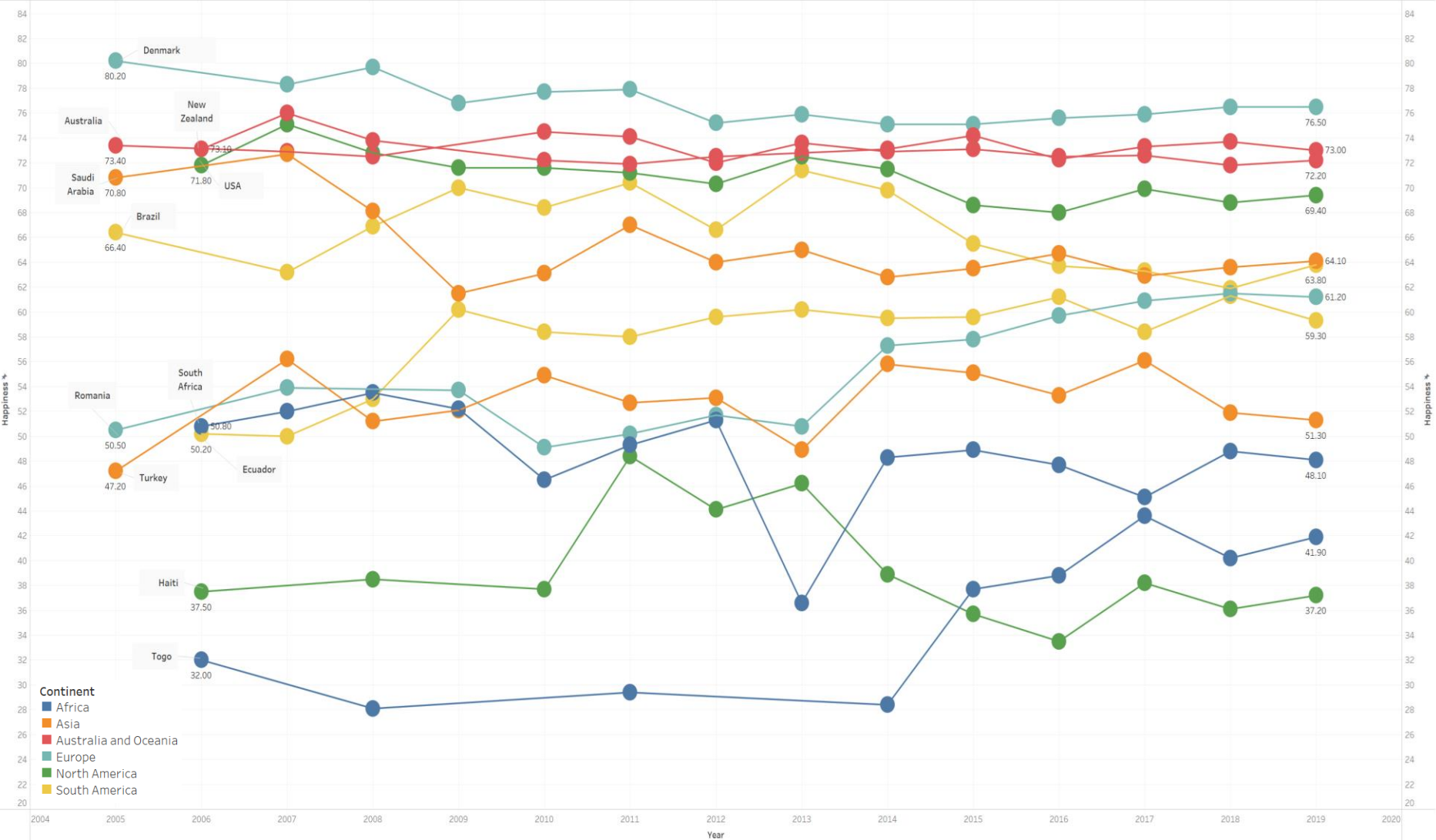


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# Change of Happiness level through the years 2005-2019

Fig 4: Happiness level in two countries on each continent



## Brief summary:

- The most stable countries in terms of happiness are Australia and New Zealand
- Happiness level in Denmark is slightly decreasing over time, even though it's still the leader
- Financial crisis in USA in 2007-2008 didn't decrease the happiness level dramatically
- The sharp decline in happiness level in South Africa may be linked to the "The Marikana Massacre" - the killing of miners by the South African Police Service on 16 August 2012 during a six-week strike.
- "Marikana" has become infamous as possibly the most violent demonstration in post-apartheid South Africa, thereby pointing to political strife, growing social and economic inequality and, possibly, the beginning of the decline of South Africa's famous mining industry
- **Controversial insight:** Happiness level in Haiti raised in 2010, despite a large-scale earthquake occurred January 12, 2010. It was estimated that nearly one-third of the country's total population were affected. Of these, over one million were left homeless.

The trends of sum of Happiness and sum of Happiness for Year. Colour shows details about Continent. For pane Sum of Happiness: Details are shown for Country. For pane Sum of Happiness (2): The marks are labelled by Country. The view is filtered on Country and sum of Happiness. The Country filter keeps 12 of 148 members. The sum of Happiness filter keeps non-null values only.

## Correlation of Happiness level and economic indicators such as: average daily income (in \$) and average income inequality (Gini coefficient)

Fig 5: Average Happiness level for 2005-2019, depending on economic factors: avg. daily income in \$ and avg. income inequality (from 0 to 100:= complete inequality)



Average of Daily Income Usd and average of Income Inequality vs. Avg. Happiness. Colour shows details about Continent. Details are shown for Country and Avg. Happiness. The view is filtered on Country, which keeps 138 of 138 members.

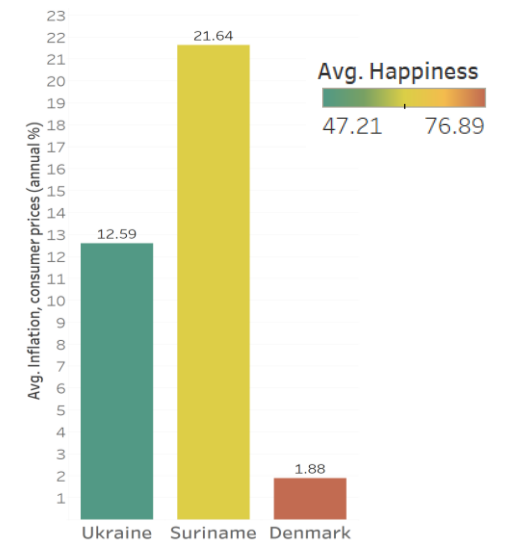
## Brief summary:

- There is **quite noticeable correlation** between daily income and the level of happiness. Whereas the relationship between happiness and income inequality is not quite clear.

- Example: Ukraine**  
Despite very low income inequality, the level of happiness is below average.

- Interesting insight: Suriname**, where income inequality is almost the highest, daily income is less than 15\$, however people are still relatively happy

Fig 6: Inflation, consumer prices (annual %)





## Correlation of Happiness level and political indicators such as: average % of women in parliament and average index of functioning government

Fig 7: Average Happiness level for 2005-2019, depending on political factors: avg. % of women in parliament and avg index of functioning government



### Brief summary:

- There is **no noticeable correlation** between % of women in parliament and the level of happiness.

- **Rwanda** is an outlier, with more women in power but very low happiness level

- **Qatar** is on the other side – it has no women in parliament at all, but level of happiness is high

- When index of functioning government **below 60**, it doesn't correlate significantly with the level of happiness. However, it might have impact as it grows

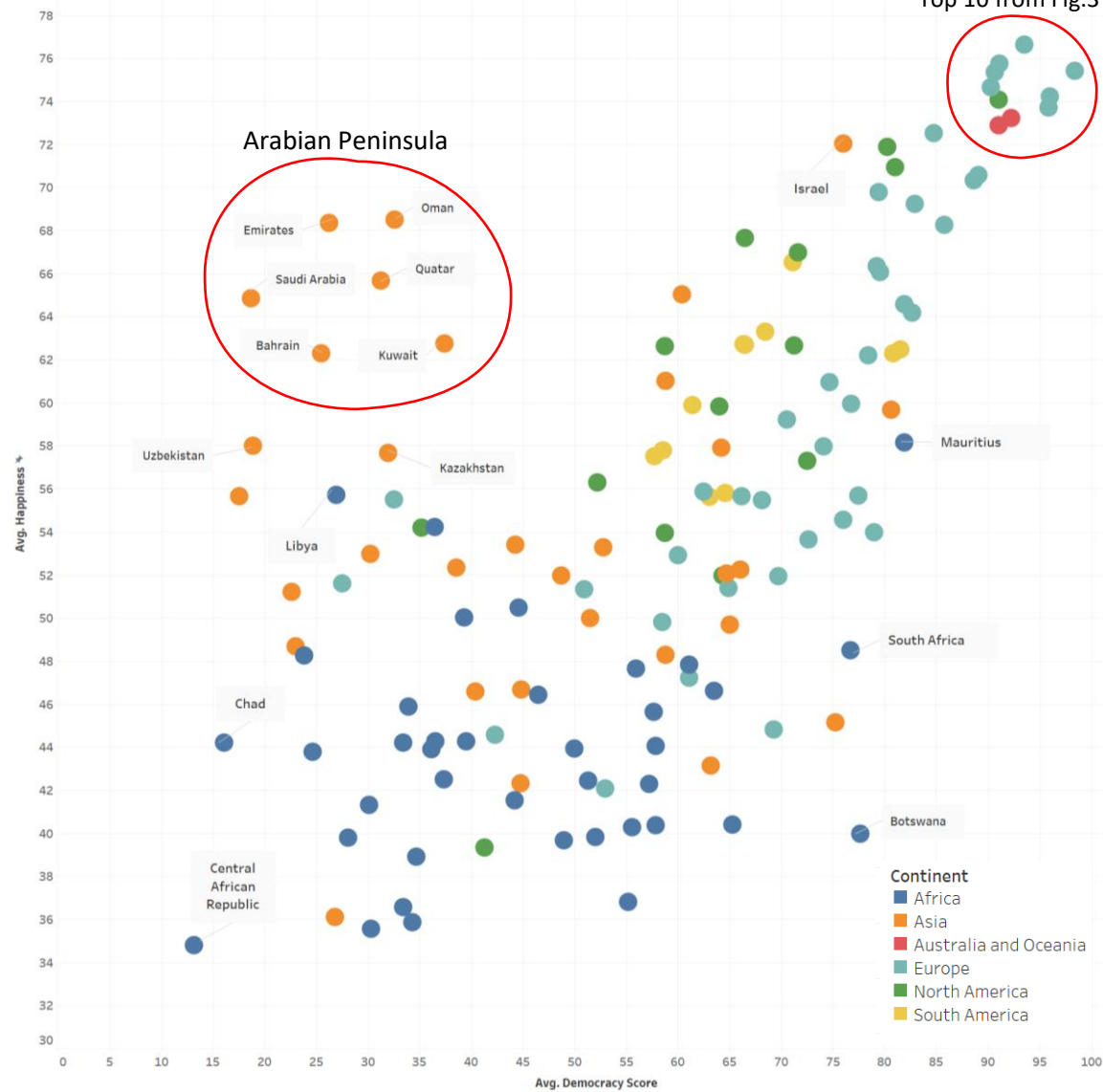


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# Correlation of Happiness level and democracy score

-- Fig 8: Ratio of democracy and happiness level

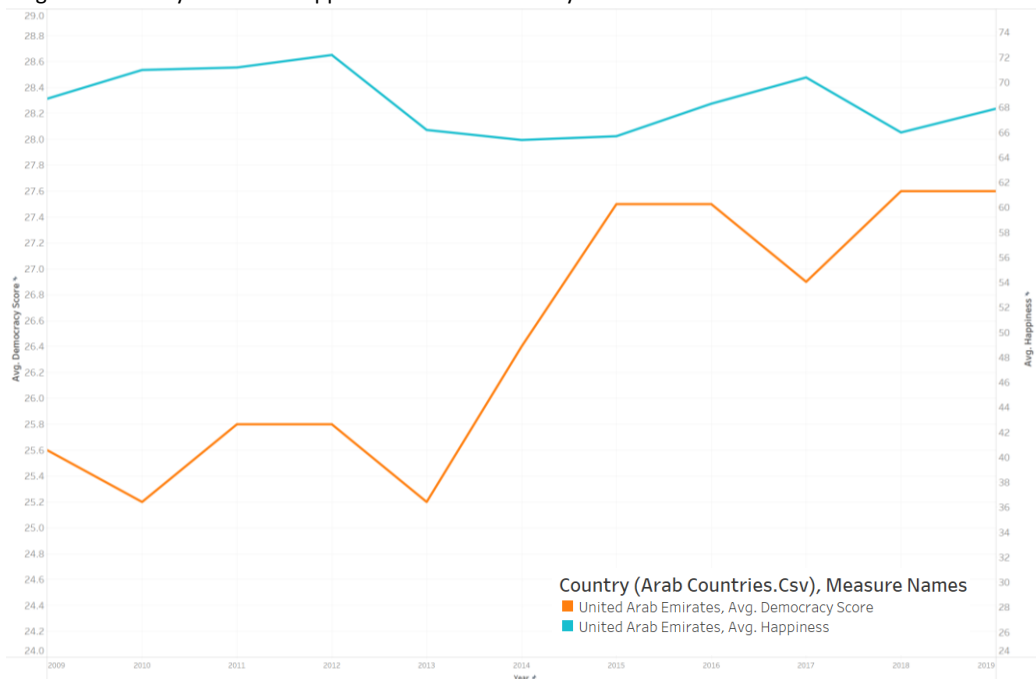


Average of Democracy Score vs. average of Happiness. Colour shows details about Continent. Details are shown for Country.

## Brief summary:

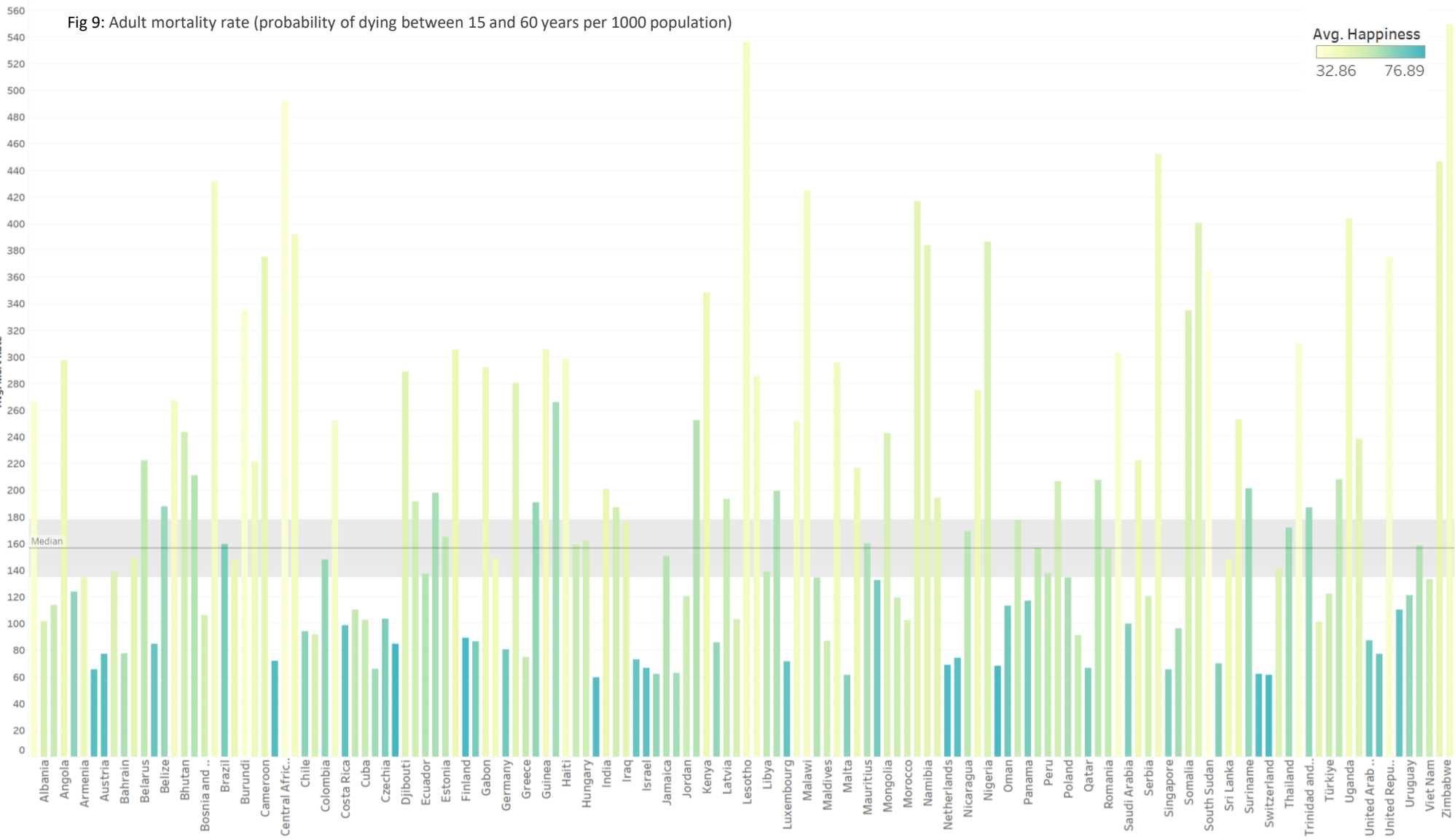
- The correlation between democracy score and happiness level is quite high, however it also depends on cultural background.
- For European and South American countries, the level of democracy plays more important role in the perception of happiness than for Asian and African countries.
- Arabian Peninsula is an outlier, having low democracy score and good happiness level. That may be explained by historical and cultural background. Those are constitutional monarchies where the role of monarch is high.

Fig 8: Democracy score and happiness level in UAE over years



The trends of Avg. Democracy Score and Avg. Happiness for Year. Colour shows details about Country (Arab Countries.Csv), Avg. Democracy Score and Avg. Happiness. The data is filtered on sum of Democracy Score, which keeps non-null values only. The view is filtered on average of Happiness, Year. Exclusions (Country (Arab Countries.Csv), Year) and Country (Arab Countries.Csv). The average of Happiness filter keeps non-null values only. The Year filter keeps non-null values only. The Exclusions (Country (Arab Countries.Csv), Year) filter keeps 101 members. The Country (Arab Countries.Csv) filter keeps United Arab Emirates.

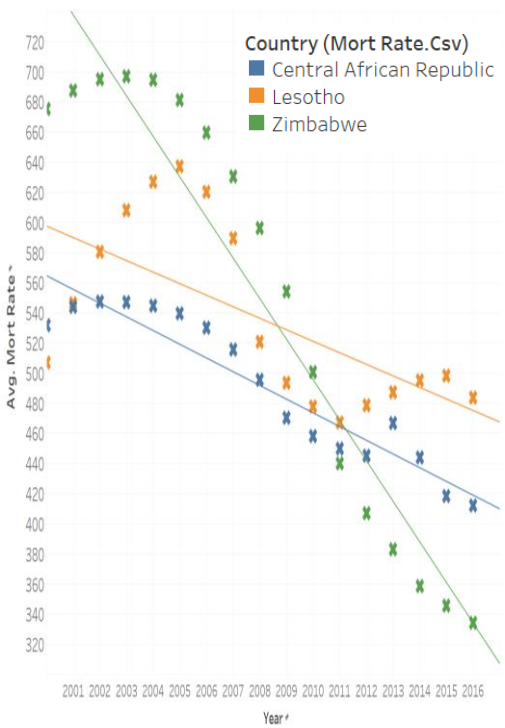
# Happiness level and adult mortality rate



## Brief summary:

- Adult mortality rate in happiest countries is below median and average level

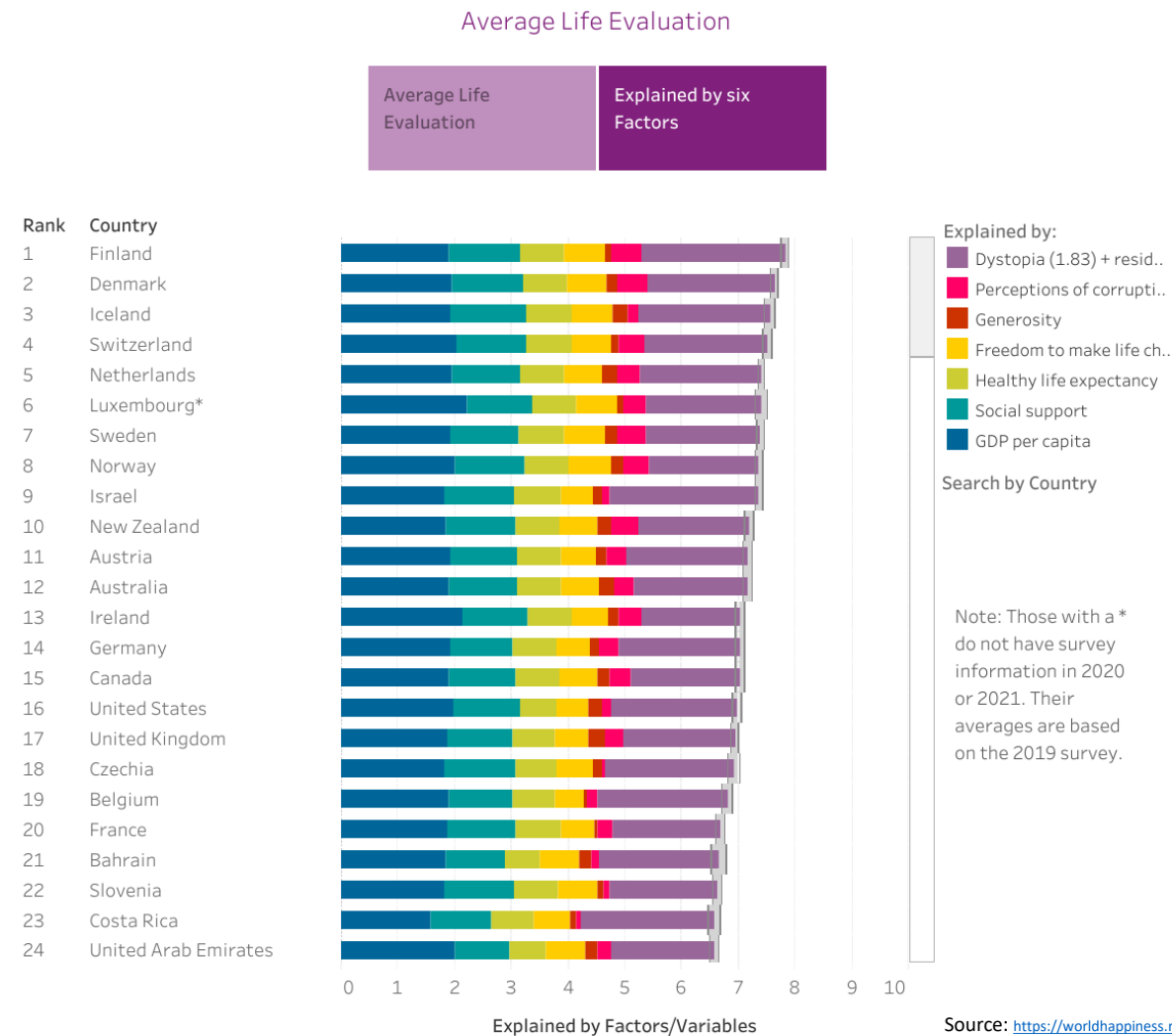
Fig 10: Adult mortality in 3 countries over years



## What could be improved in data collection

### World Happiness Report 2022

Figure 2.1 Ranking of Happiness based on a three-year-average 2019-2021



### My humble recommendation:

1. Currently the typical annual sample for each country is 1,000 people.

**Recommendation:** sample should be proportional to countries' population  
(population in 2022: San Marino – 33 700; China 1.45 billion)

2. No clear link between level of suicides and happiness score been established. Probably voices of unhappy and depressed people are not presented.

**Recommendation:** general mental health of population should be considered (with the assistance of local Ministries of Health).

3. In some highly religious cultures the role of religion is as important as economic and political factors.

**Recommendation:** Besides presented 6 sub-bars, the influence of religion could be also taken into account.

**Thank you for your attention!**



Don't Worry  
Be Happy.

A light blue rectangular sticky note is tilted slightly to the right. It contains the handwritten text "Don't Worry Be Happy." in a black, casual script. A single horizontal line is drawn across the bottom of the note, underlining the phrase "Be Happy."