**Who’s the Happiest?**

Link: <https://public.tableau.com/en-us/gallery/which-country-happiest?tab=viz-of-the-day&type=viz-of-the-day>

Happiness is increasingly considered the proper measure of social progress and the goal of public policy. The countries that are thriving economically and socially clearly understand this proposition. The visualization is based on data from the annual **World Happiness Report**, which ranks 156 countries according to perceptions of happiness among its people. Published in March, the report is produced by the United Nations Sustainable Development Solutions Network in partnership with the Ernesto Illy Foundation. The World Happiness Report uses survey data from Gallup World Poll and ranks the countries and their level of happiness using six key socio-economic indicators: Family, Freedom, Generosity, Life Expectancy, GDP per capita & Government Trust. The disparity between wealth and happiness has caused policymakers to broaden their scope and look for other indicators to assess the health of nations, rather than just measuring economic success through GDP.

Norway leads the pack, followed by Denmark, Iceland and Switzerland in a tightly packed bunch. Norway, with a rich economy prosperously invested their abundant natural resources in long term sustainable growth as opposed to short term gain. Nordic countries take four out of the five top spots, and are well known to be stable, safe and socially progressive. There is very little corruption, and the police and politicians are trusted.

United States dropped to rank 14 illustrating the fact that while Generosity and GDP per capita increased, the four social variables – Family, Freedom, Life Expectancy and Government trust deteriorated. This states the fact that American happiness is failing largely due to social rather than economic causes. American citizens are reporting less social support, less sense of personal freedom, lower donations and more perceived corruption of government and business. The report noted that the "sociopolitical system" in the U.S. produces greater income inequality than other rich countries. This, and other factors like health crises noted in the report, are major factors when it comes to reduced happiness. Germany came in 16th place for the second year, while the United Kingdom moved up four spots to 19th place.

The report continues to gain global recognition as governments, organizations and civil society increasingly use happiness indicators to inform their policy-making decisions.

**Summary Statement:**

The World Happiness Report is an annual publication of the United Nations Sustainable Development Solutions Network. It contains articles, and rankings of national happiness based on respondent ratings of their own lives, which the report also correlates with various life factors.