

Current Event Gallup Article

EPPS 6313 with Dr. Gorina at the University of Texas at Dallas

Presentation by Suzie Despres, M.S.

<https://news.gallup.com/opinion/gallup/315857/degree-urbanisation-effect-happiness.aspx>



# The Degree of Urbanisation's Effect on Happiness

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# The Degree of Urbanisation's Effect on Happiness

Why is this article interesting to me?

- International article involving 117 countries
- Ways attitudes may be similar or different across countries
- Methodology of a large scale study

# The Degree of Urbanisation's Effect on Happiness

## Source and Events Time

- Article was published on the Gallup Blog on July 16, 2020
- Collaborative study between the European Commission and Gallup
- Data is from 2016-2019
- Events are recent and current

# The Degree of Urbanisation's Effect on Happiness Data

- Analyzing survey information from 360,000 people across 117 countries and territories
- Based on those interviewed by Gallup World Poll
- Sampling method: random-digit dial (RDD) method
- Defining degree of Urbanisation- participant's home locations were mapped in a geospatial layer from the European Commission which uses a consistent classification to identify cities, towns, semi-dense areas, and rural areas

# The Degree of Urbanisation's Effect on Happiness

## Author Acknowledged Data Limitations

- "These 117 countries consist of the U.S. and countries where the Gallup World Poll is conducted face-to-face—which tend to be developing countries. As a result, quite a few high-income countries are missing, including most of Western Europe."



# The Degree of Urbanisation's Effect on Happiness

## Potential Data Issues and Limitations

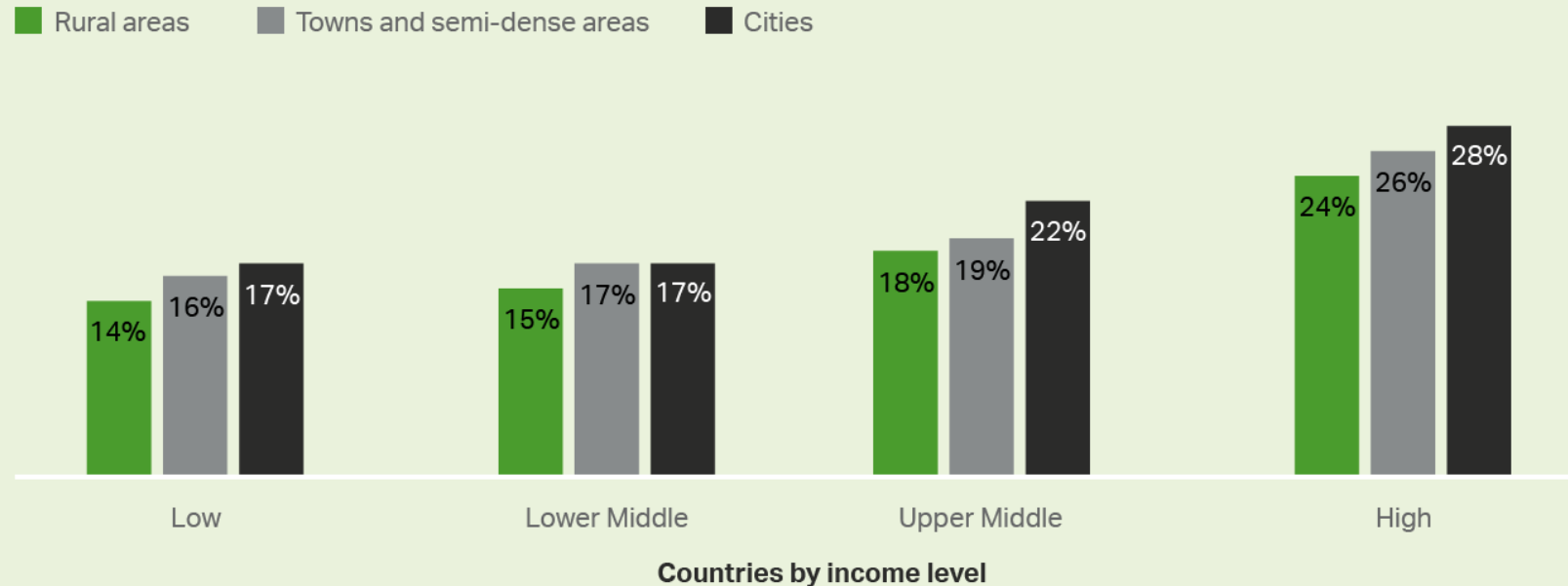
- Translation issues
- Face to face versus telephone interviews
- Length of interview
- Some countries considered “too dangerous to visit”

# The Degree of Urbanisation's Effect on Happiness

## Levels of Happiness in Countries Around the Globe

Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. Suppose we say that the top of the ladder represents the best possible life for you, and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time, assuming that the higher the step the better you feel about your life, and the lower the step the worse you feel about it? Which step comes closest to the way you feel?

% of population aged 15 and older with a life evaluation of 8 to 10 in an average country



Note: World Bank income classifications

GALLUP WORLD POLL, 2017-2019

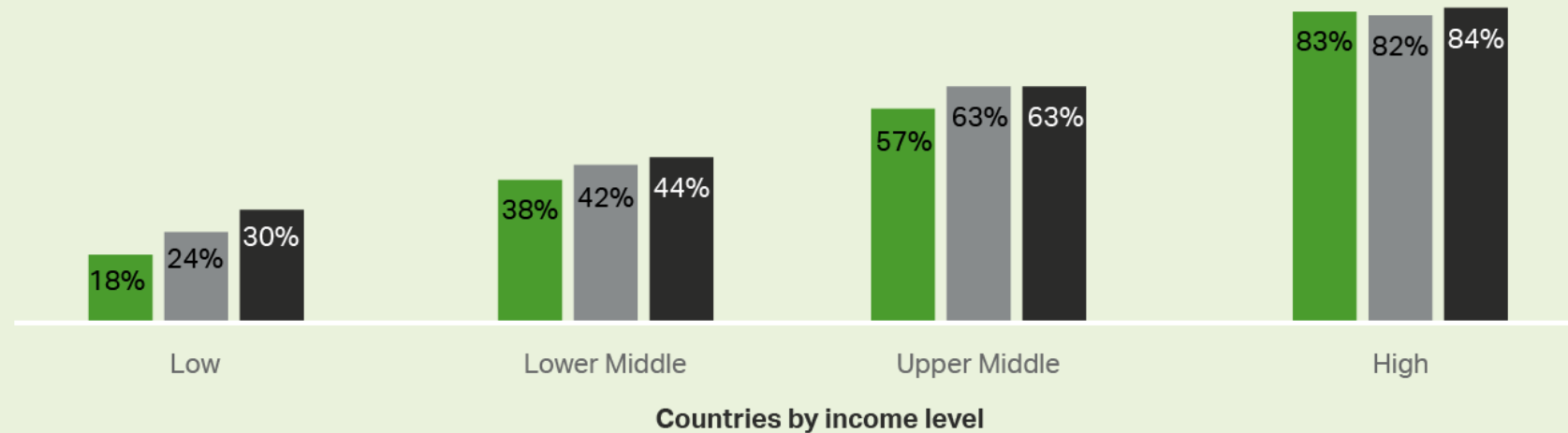
# The Degree of Urbanisation's Effect on Happiness

## Levels of Bank Account Ownership

Do you personally have a bank account?

% of population aged 15 and older in an average country

■ Rural areas   ■ Towns and semi-dense areas   ■ Cities



Note: World Bank income classifications

GLOBAL INDEX DATABASE, 2017



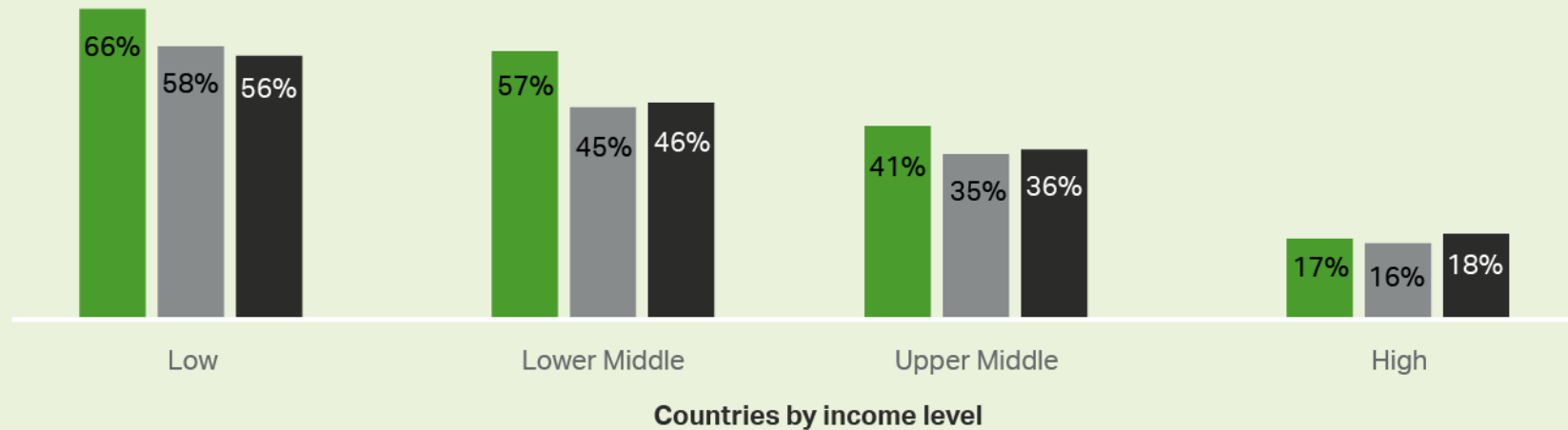
# The Degree of Urbanisation's Effect on Happiness

## Levels of Food Hardship

Have there been times in the past 12 months when you did not have enough money to buy food that you or your family needed?

% of population aged 15 and older in an average country

■ Rural areas   ■ Towns and semi-dense areas   ■ Cities



Note: World Bank income classifications

GALLUP WORLD POLL, 2016-2018

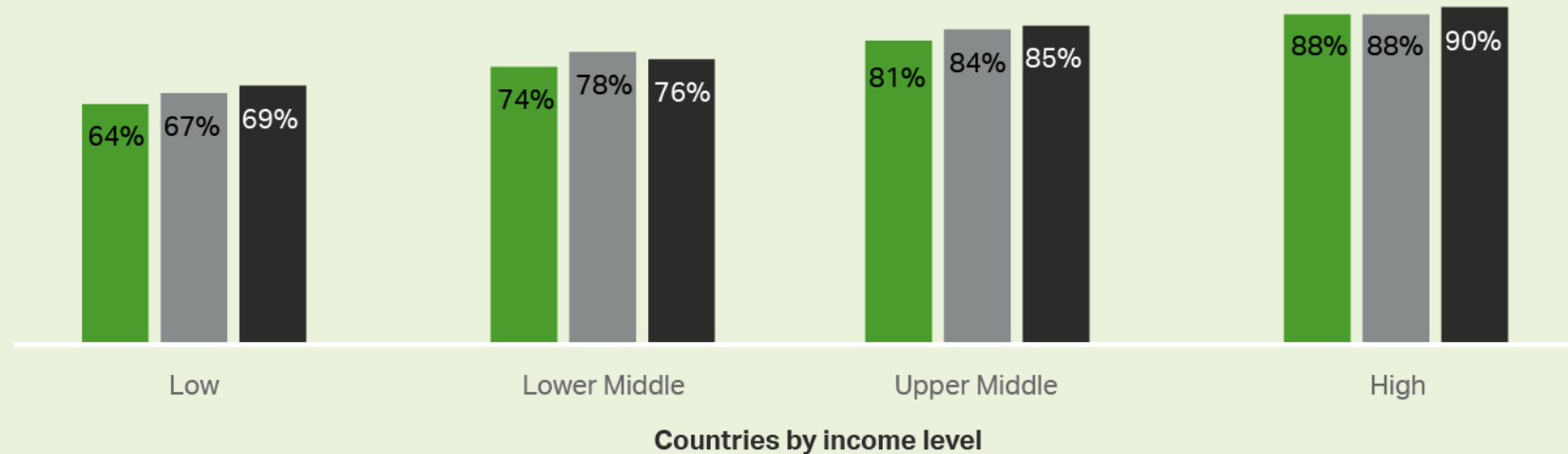
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## Percentages of Individuals Who Have Friends or Relatives to Help Them in Countries Around the Globe

If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them, or not?

% of population aged 15 and older in an average country

■ Rural areas ■ Towns and semi-dense areas ■ Cities



Note: World Bank income classifications

GALLUP WORLD POLL, 2017-2019

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## Summary and Takeaway

- Many times the focus is on rural or urban, but there is also an in-between with its own substantial differences
- Low-income countries tend to show the most difference
- Gallup World Poll tries to control for nonresponse error by following up with the selected participants at least 3 times

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## Value Added

- In a societal sense:
  - Rural areas and in-between areas have different challenges
  - Rural areas and in-between areas may need assistance to overcome some of the issues including food hardship, bank account ownership, etc.
- In a more personal sense:
  - Follow up with rural and in-between friends more often and encourage others to do the same
  - May influence personal choice of place to live

Thank you.  
Any questions?