

# **Exploring the World of Happiness**

World Happiness Report Analysis (2005 - 2024)

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# AGENDA

**01**

**DATA  
OVERVIEW**

**02**

**KEYS TO  
HAPPINESS**

**03**

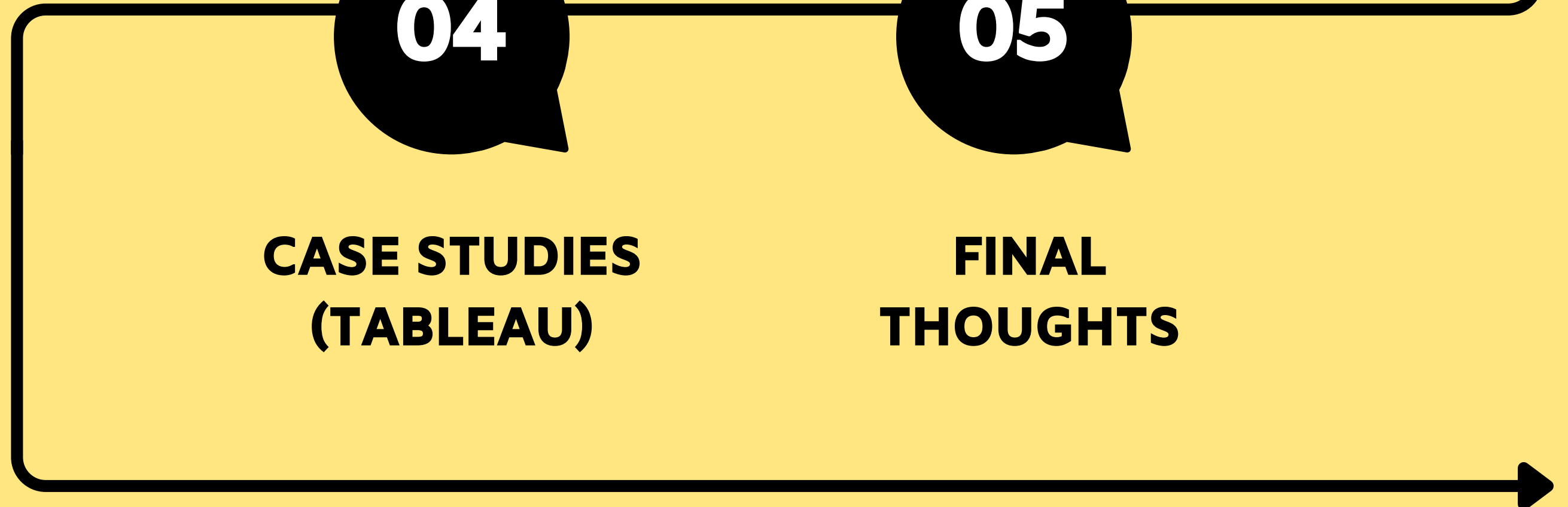
**QUESTIONS**

**04**

**CASE STUDIES  
(TABLEAU)**

**05**

**FINAL  
THOUGHTS**



# **World Happiness Report**

- **Since 2005, ranking 130–160 countries yearly.**
- **Produced by Gallup, UN researchers, and other NGO's.**

**Happiness**

**Generosity**

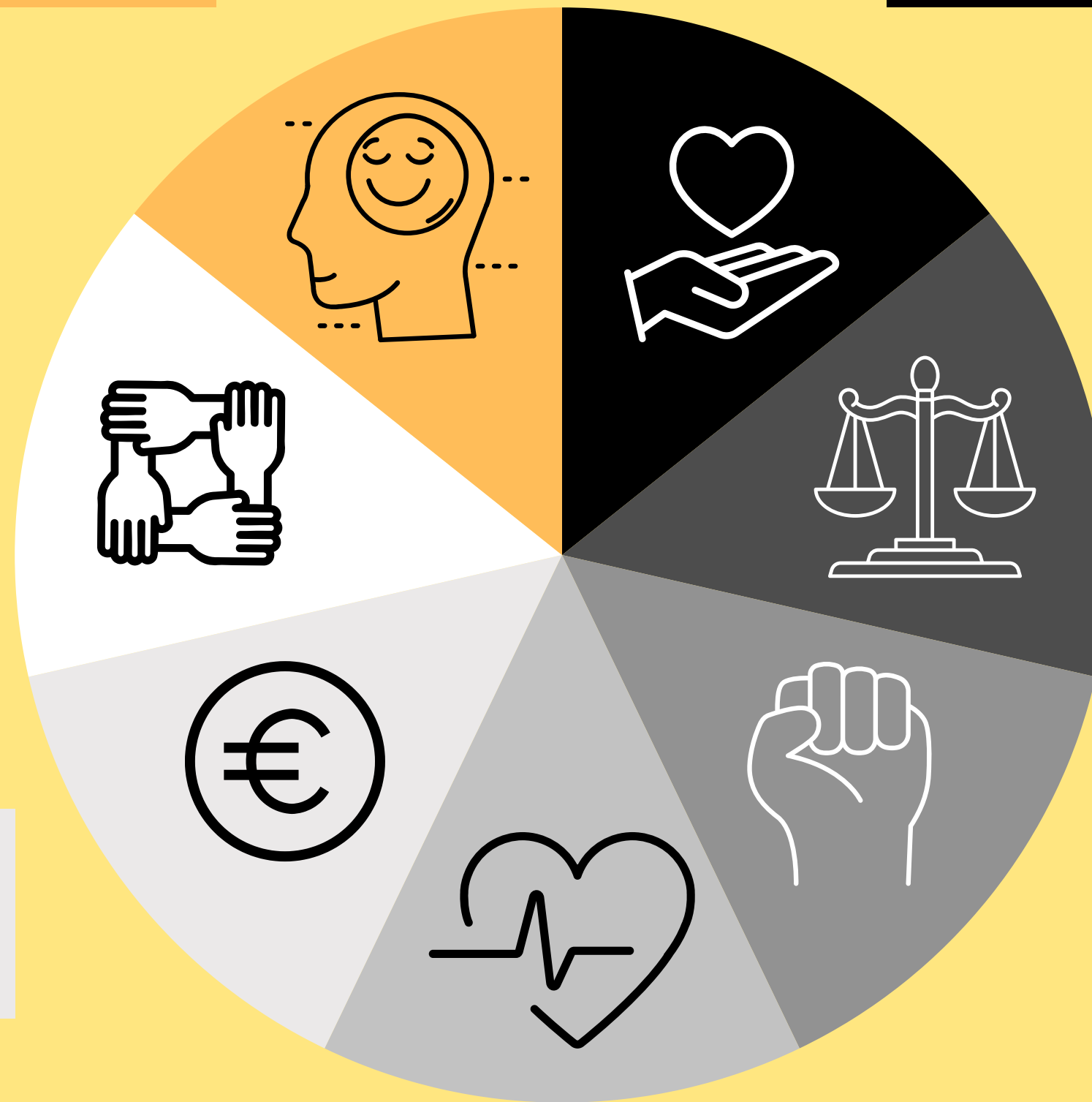
**Social Support**

**Corruption**

**GDP Per Capita**

**Freedom**

**Life Expectancy**





## **ADVANTAGES**

Holistic view of world happiness  
(not just economic factors)

## **DISADVANTAGES**

Self-reported surveys  
(subject to bias)

**What are the keys (indicators) to happiness?**

# Happiness



Data Type 

## Survey

Cantril Ladder  
(on a scale of 1-10)

Indicators 

How **satisfied** are you with your  
life as a whole?

# GDP Per Capita €

Data Type 

**Economic**  
(World Bank)

Happiness  
Correlation 

**High - Positive**  
(0.77)

Indicators 

What is the average **income** of a  
country's citizens?  
(Adjusted for purchasing power)



# Life Expectancy



**Data Type**



**Health**

(World Health Org)

**Happiness  
Correlation**



**High - Positive**  
(0.73)

**Indicators**



What is the average **life expectancy**  
in this country?

# Social Support

Data Type 

**Survey**

Gallup World Poll

Happiness  
Correlation 

High - Positive  
(0.72)

Indicators 

Do you feel like you belong to a  
**supportive community?**

How often do you spend time with  
**family and friends?**

# Freedom



Data Type 

**Survey**

Gallup World Poll

Happiness  
Correlation 

**Moderate - Positive**  
(0.54)

Indicators 

Are you satisfied with your **freedom**  
**to make life decisions?**

Are **government policies** limiting or  
enabling your personal choices?

# Corruption



Data Type 

**Survey**

Gallup World Poll

Happiness  
Correlation 

Moderate - Negative  
(0.48)

Indicators 

Do you think corruption is  
widespread in your **government?**

Do you believe **businesses** in your  
country are run **fairly and ethically?**

# Generosity

Data Type 

**Survey**

Gallup World Poll

Happiness  
Correlation 

**Weak - Positive**  
(0.19)



Indicators 

How often do you **help strangers or volunteer?**

Do you believe people in your country are generally **kind to each other?**

What influences a country's  
**generosity** and **socially**  
**support**?

**Hypothesis:** Generosity and Social Support can vary due to...

-  **Internal Shocks** (e.g. Political unrest, recessions, civil wars)
-  **External Shocks** (e.g. Pandemics, natural disasters, external conflict)



## Internal Shocks

- **↓ Happiness**
- **↓ Social Support**
- **↓ Generosity**



## External Shocks

- **↓ Happiness**
- **↑ Social Support**
- **↑ Generosity**



# Takeaways:

## **Global Crises:**

- Solidarity, generosity and social support networks are crucial (and happen naturally)

## **Internal crises:**

- Love thy neighbour - Don't look for someone to blame