

From surveys to sidewalks

How subjective well-being can inform roadmaps to national well-being

6th OECD World Forum on Statistics, Knowledge and Policy

The Future of Well-Being

Session on

**Whole-of-government indicator and policy frameworks
for well-being and sustainability**

Incheon, Korea, November 27, 2018

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Vancouver School of Economics

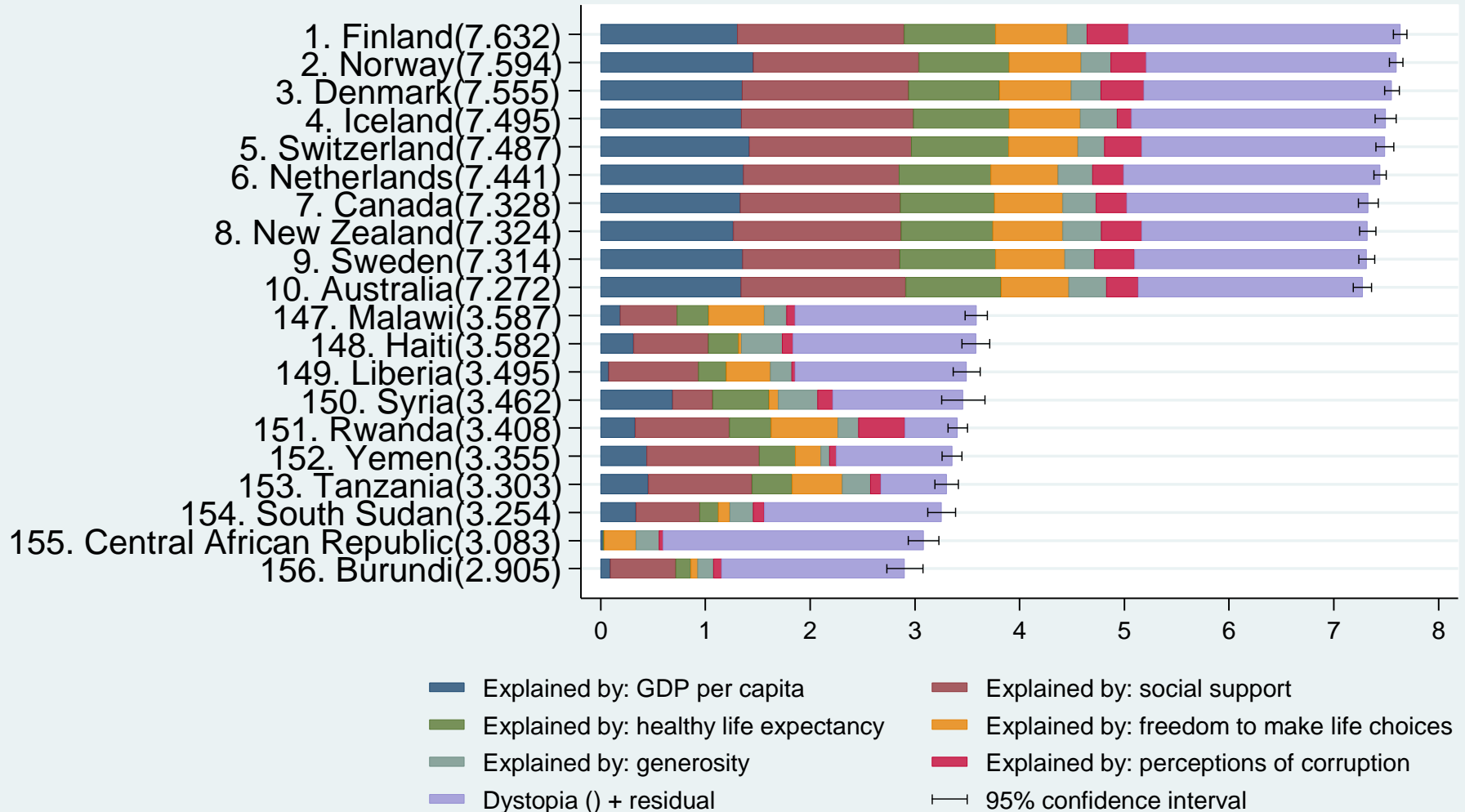
and Canadian Institute for Advanced Research

Collaborating with Max Norton, Hugh Shiplett, Haifang Huang, and Shun Wang

Subjective well-being data provide

1. an umbrella measure of individual welfare
2. a better measure of inequality
3. Better cost/benefit analysis using research on what makes people happy.
4. Welfare measures for all geographies.
5. and for population subgroups.

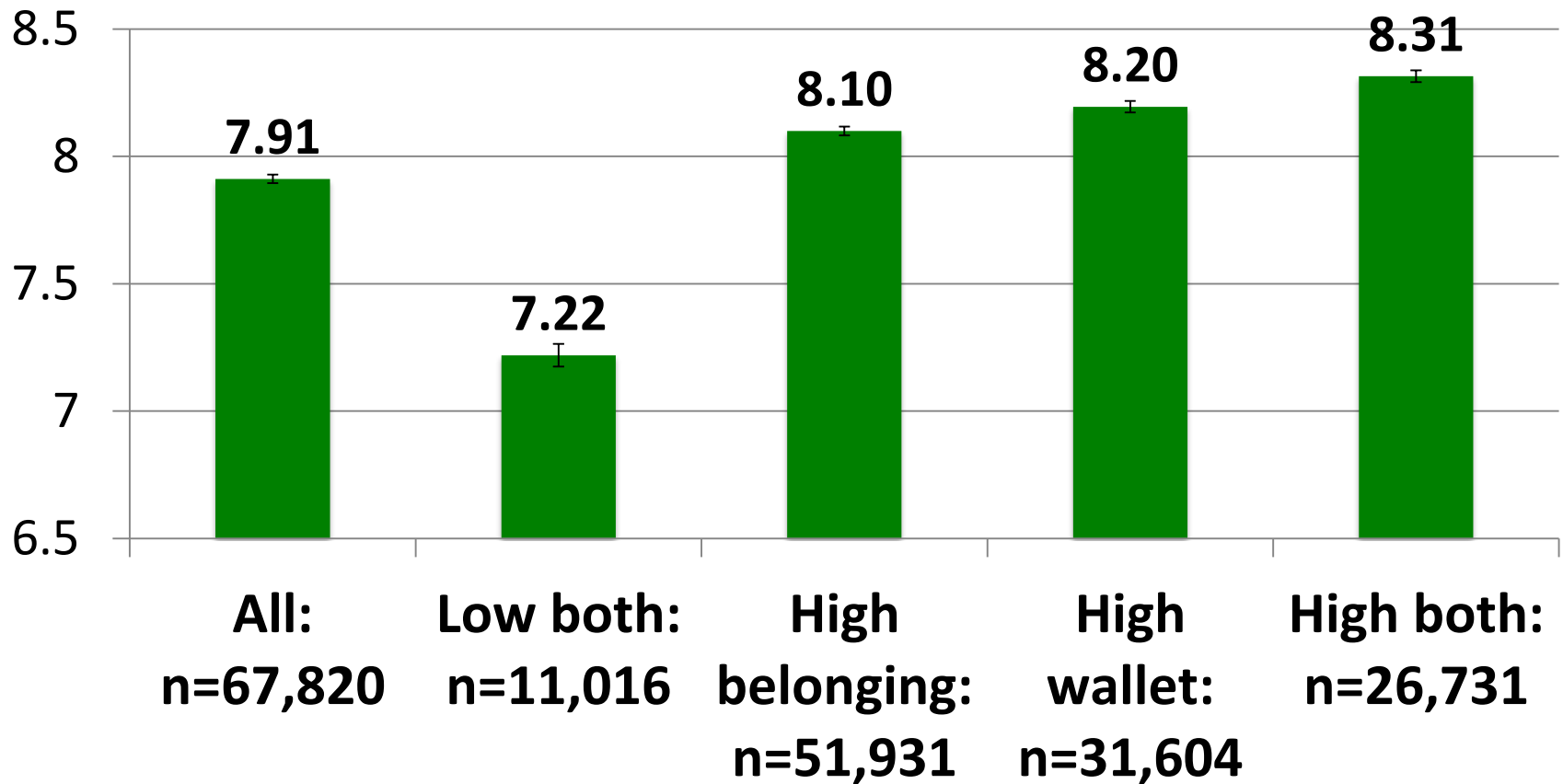
Global Ranking of National Happiness, 2015-2017, Top 10 and Bottom 10



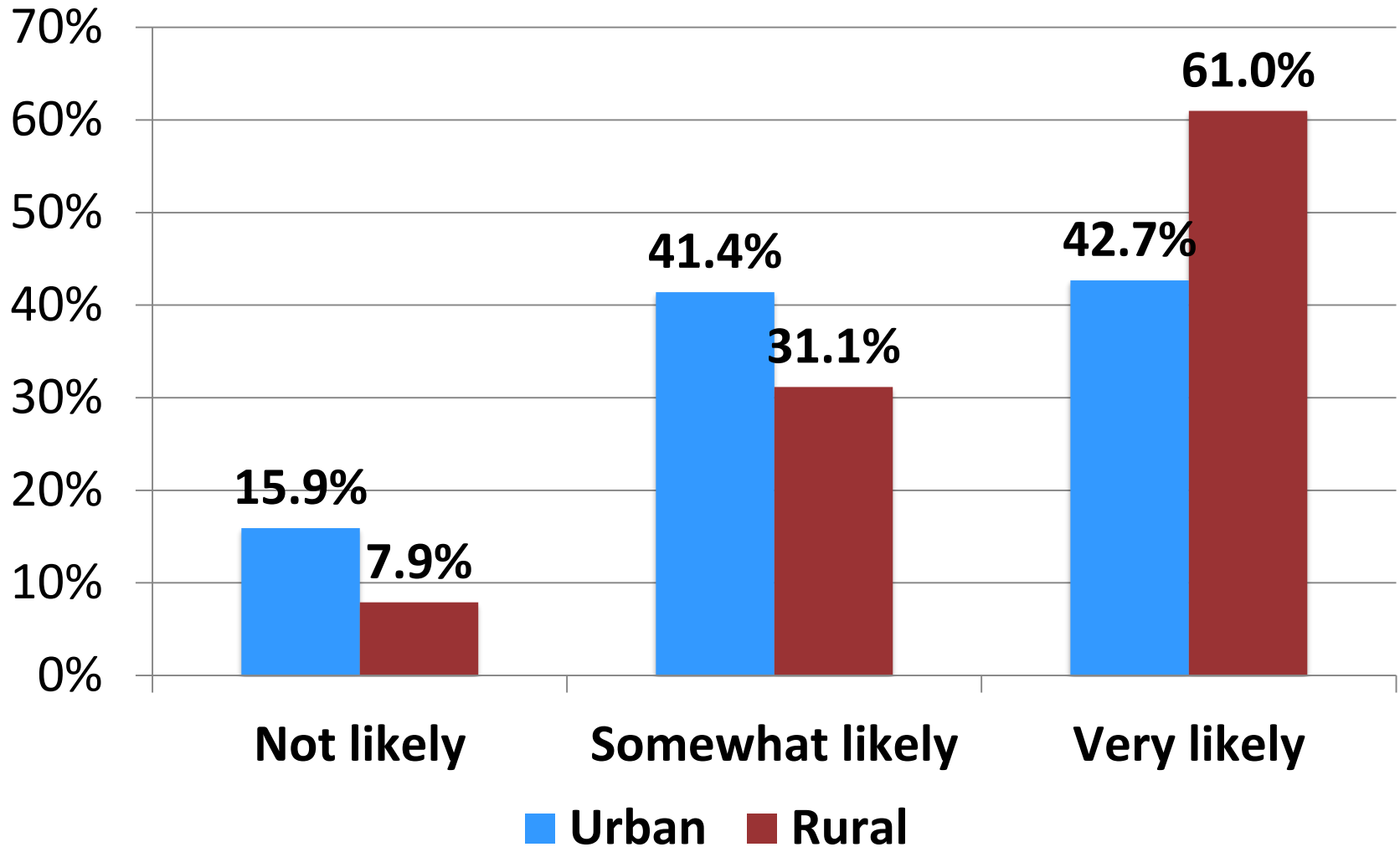
Six Supports for Better Lives

- Material support (GDP per capita)
- Social support (someone to count on)
- Healthy Life Expectancy
- Freedom (to make life choices)
- Generosity (giving, and more..)
- Trust (freedom from corruption, plus..)

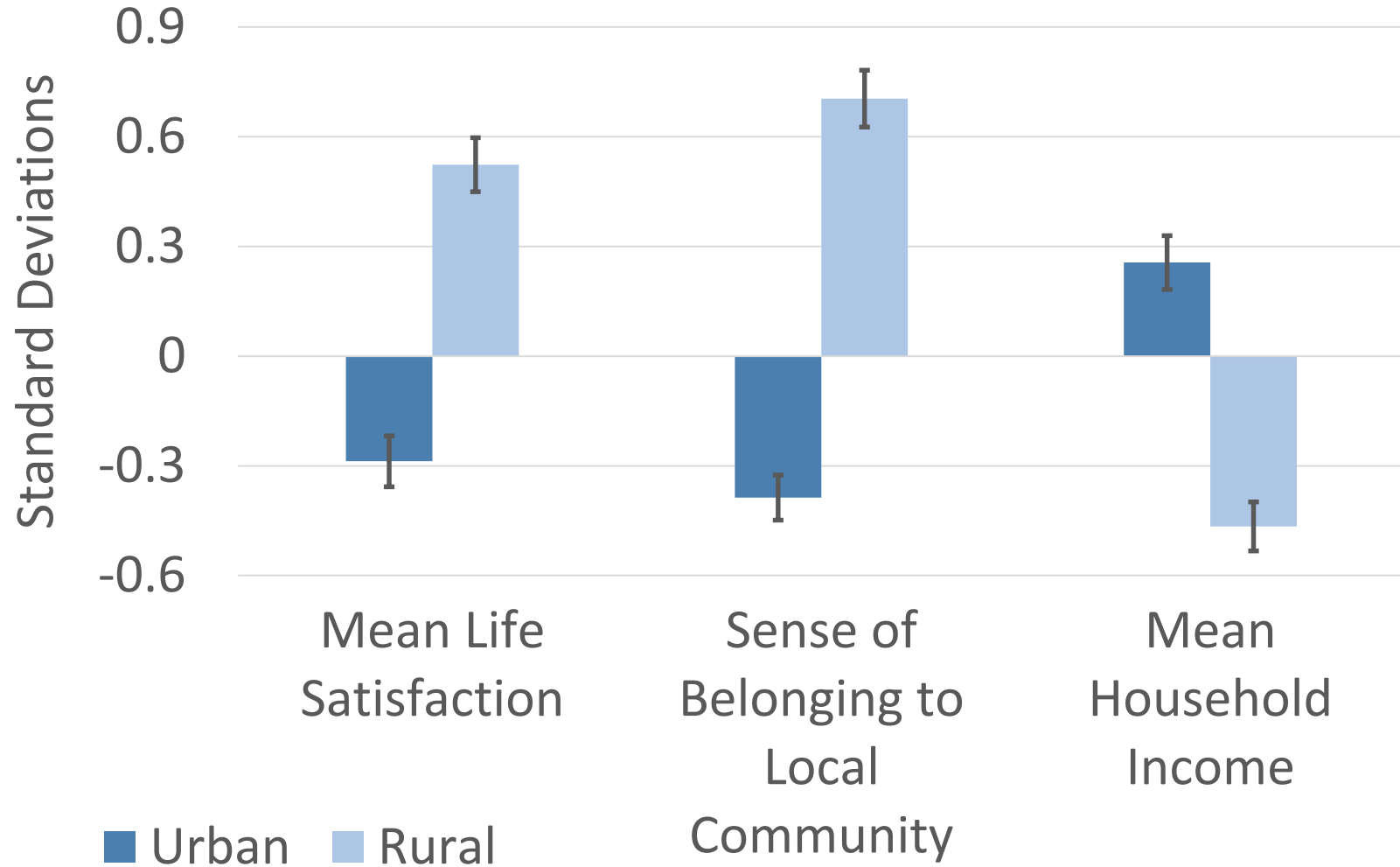
Kindness matters: Canadian SWL by expected wallet return and sense of community belonging



Geography matters: Expected wallet return by urban and rural neighbours

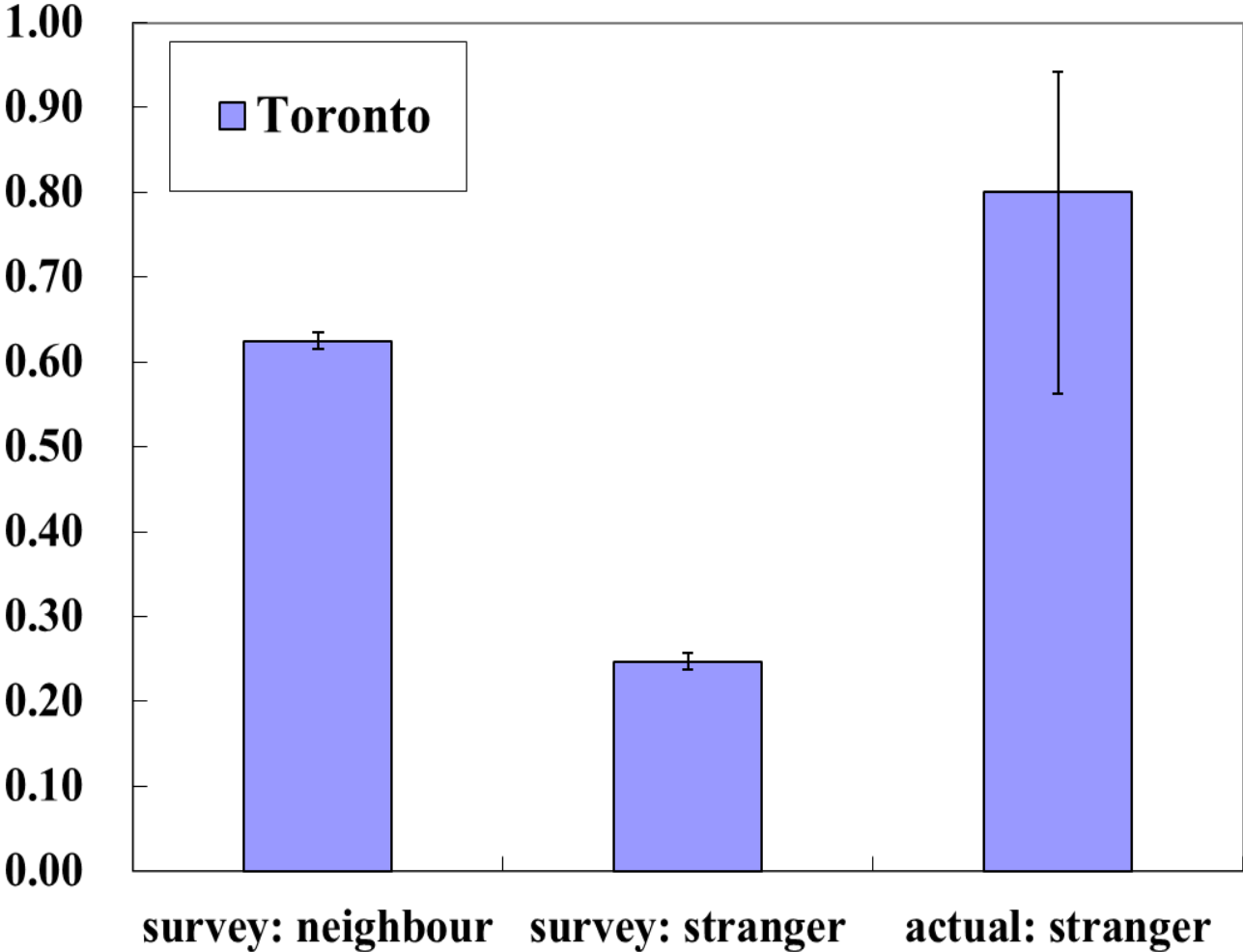


Geography Matters: Urban and Rural Communities Compared to Average

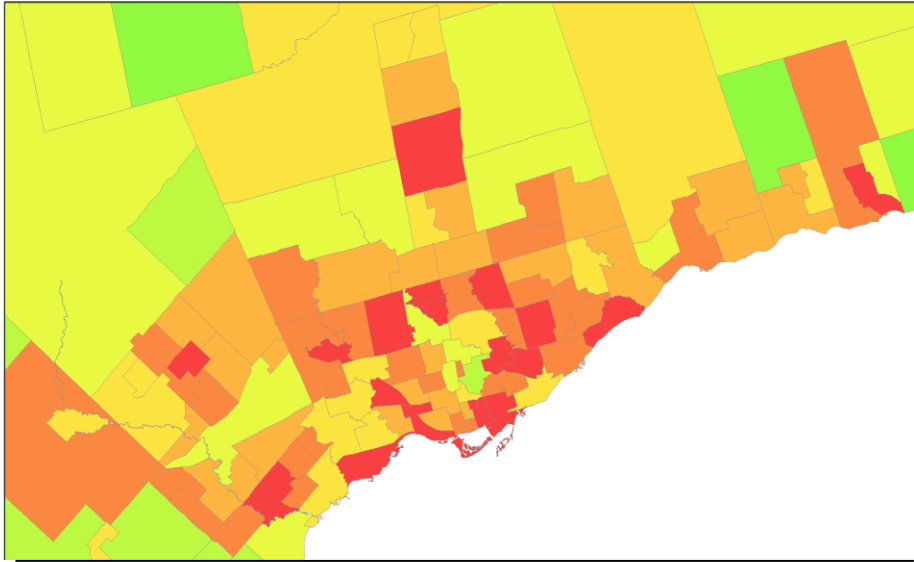


Even urban strangers are much kinder than you think

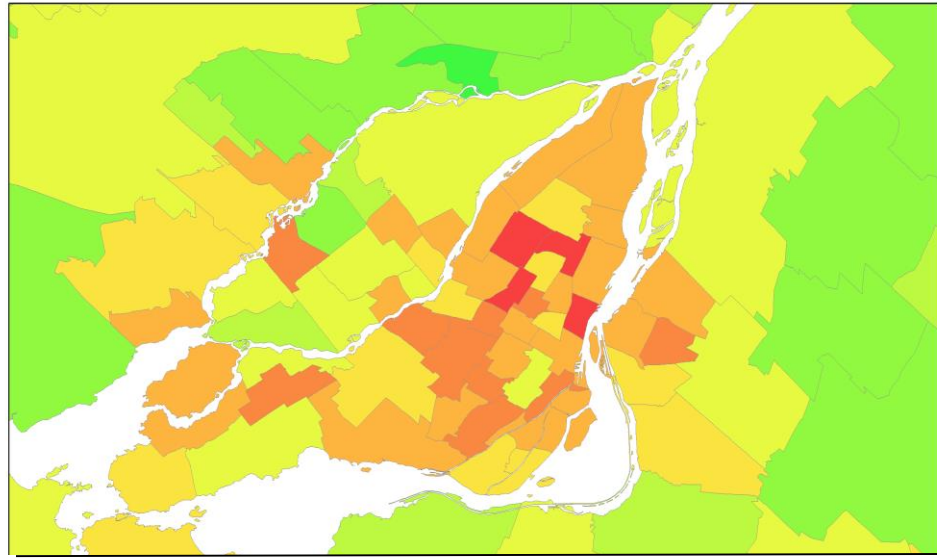
Figure 1: Likelihood of lost wallet being returned



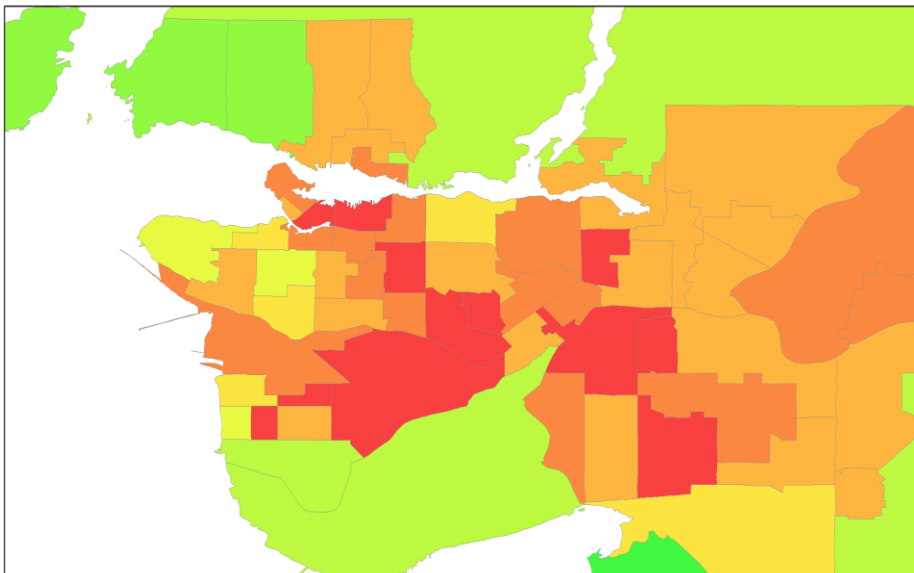
Toronto



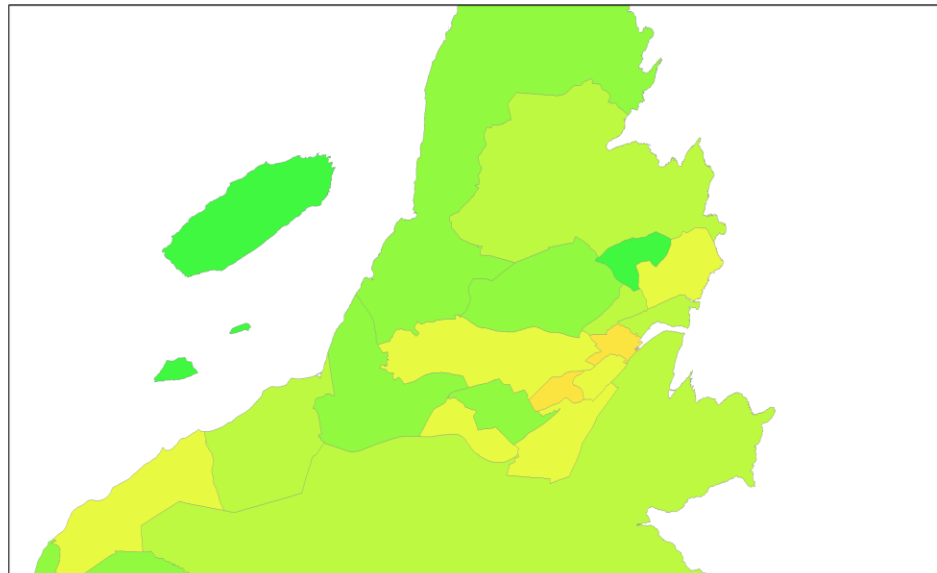
Montreal



Vancouver

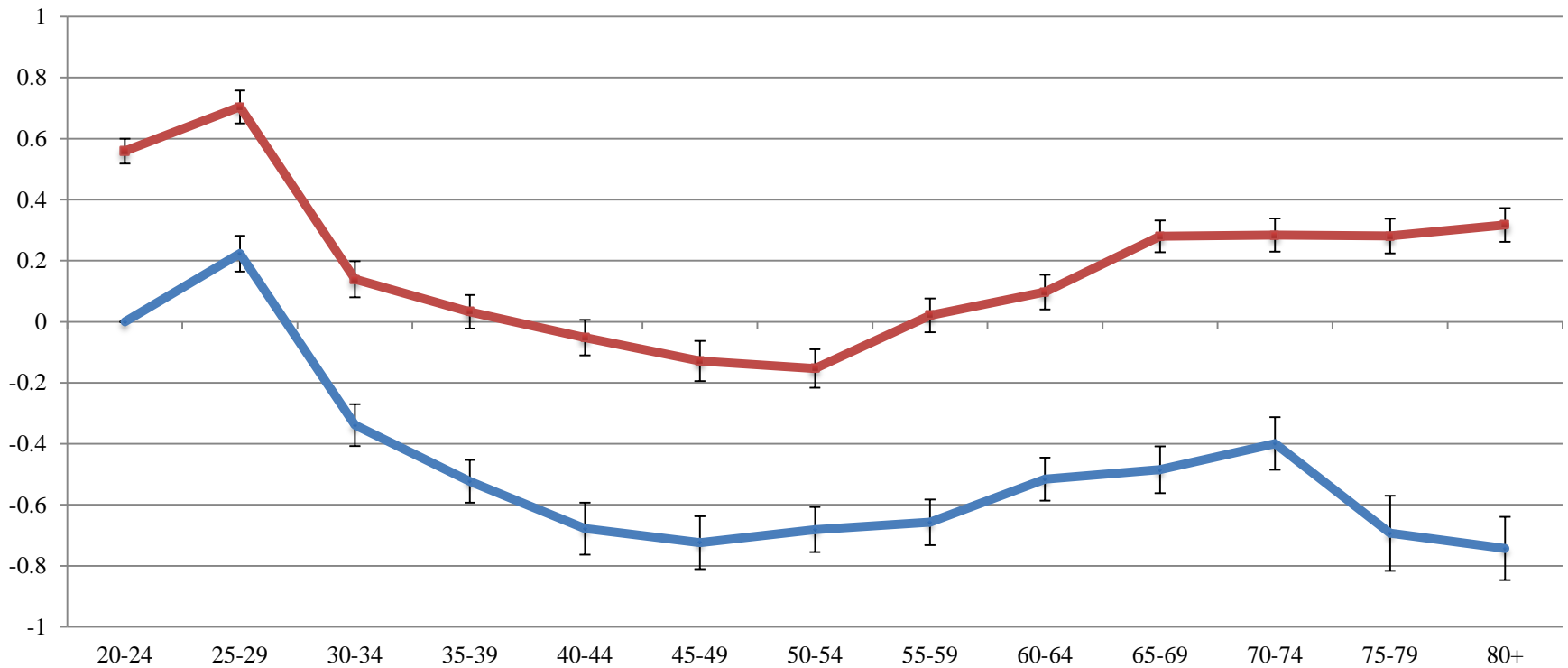


St. John's



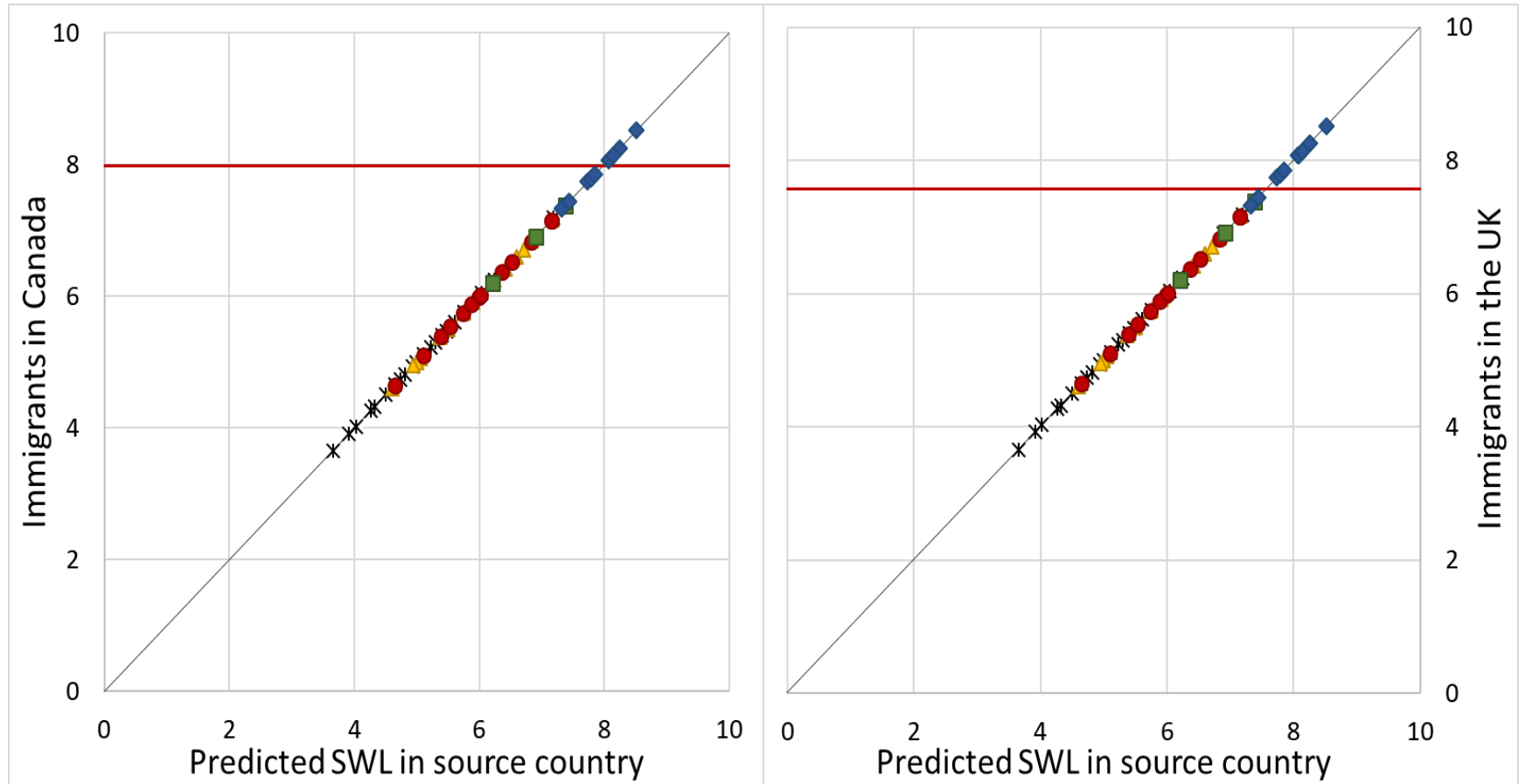
Age Matters: SWL effects of community belonging are greater at higher ages

Satisfaction with life difference within each age group and the youngest age group in the model with controls, by belonging in CCHS



— Weak sense of belonging — Strong sense of belonging

Migration matters: moving to Canada and the UK from 70 countries



■ Southcentral America and the Caribbean

● Southeast Europe

— Average life satisfaction of native-born

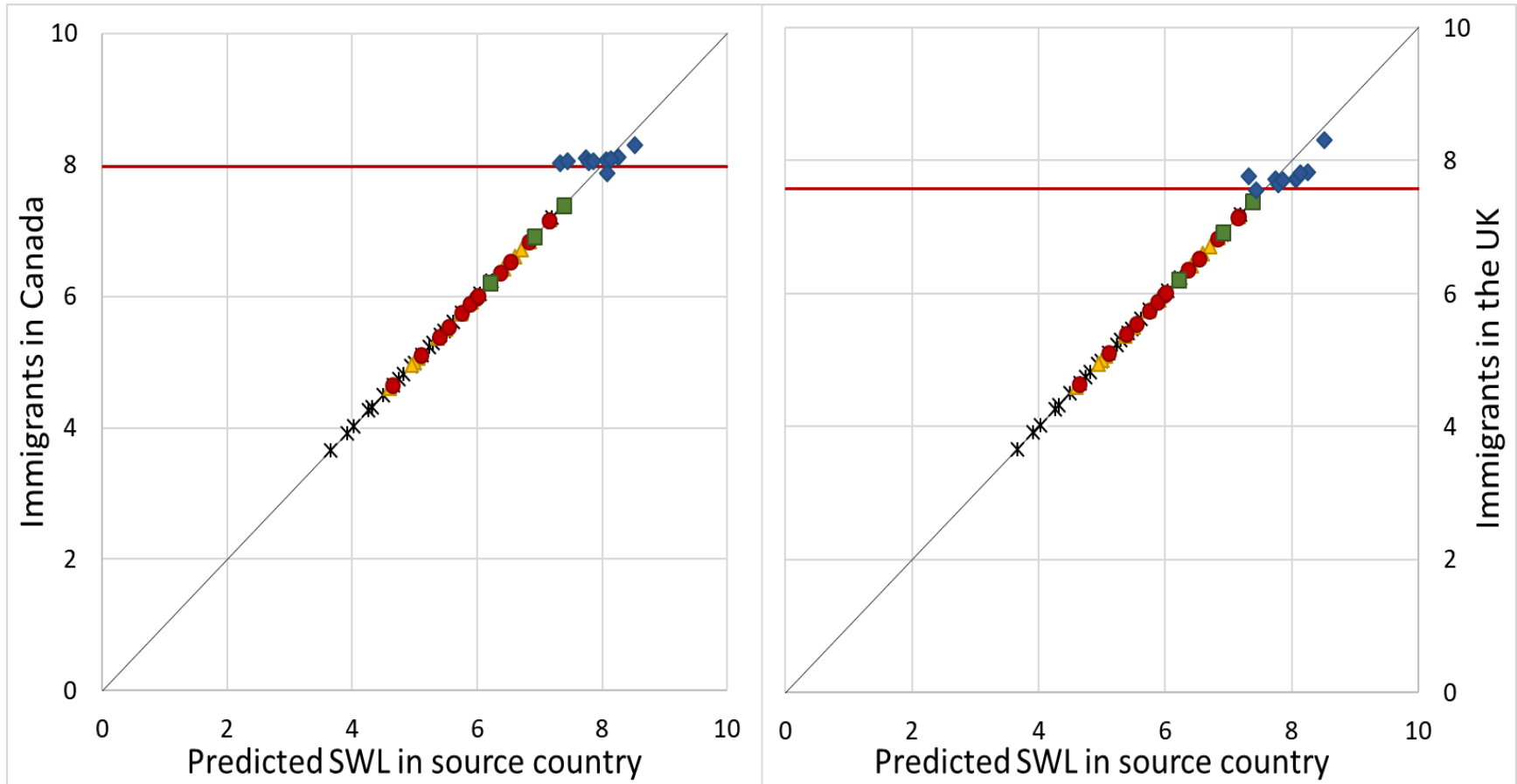
◆ North America, NW Europe and Oceania

× Africa, the Middle East and West Asia

▲ East and Southeast Asia

— 45-degree line

SWL Convergence of Immigrants from North America, W. Europe and Oceania



■ Southcentral America and the Caribbean

● Southeast Europe

— Average life satisfaction of native-born

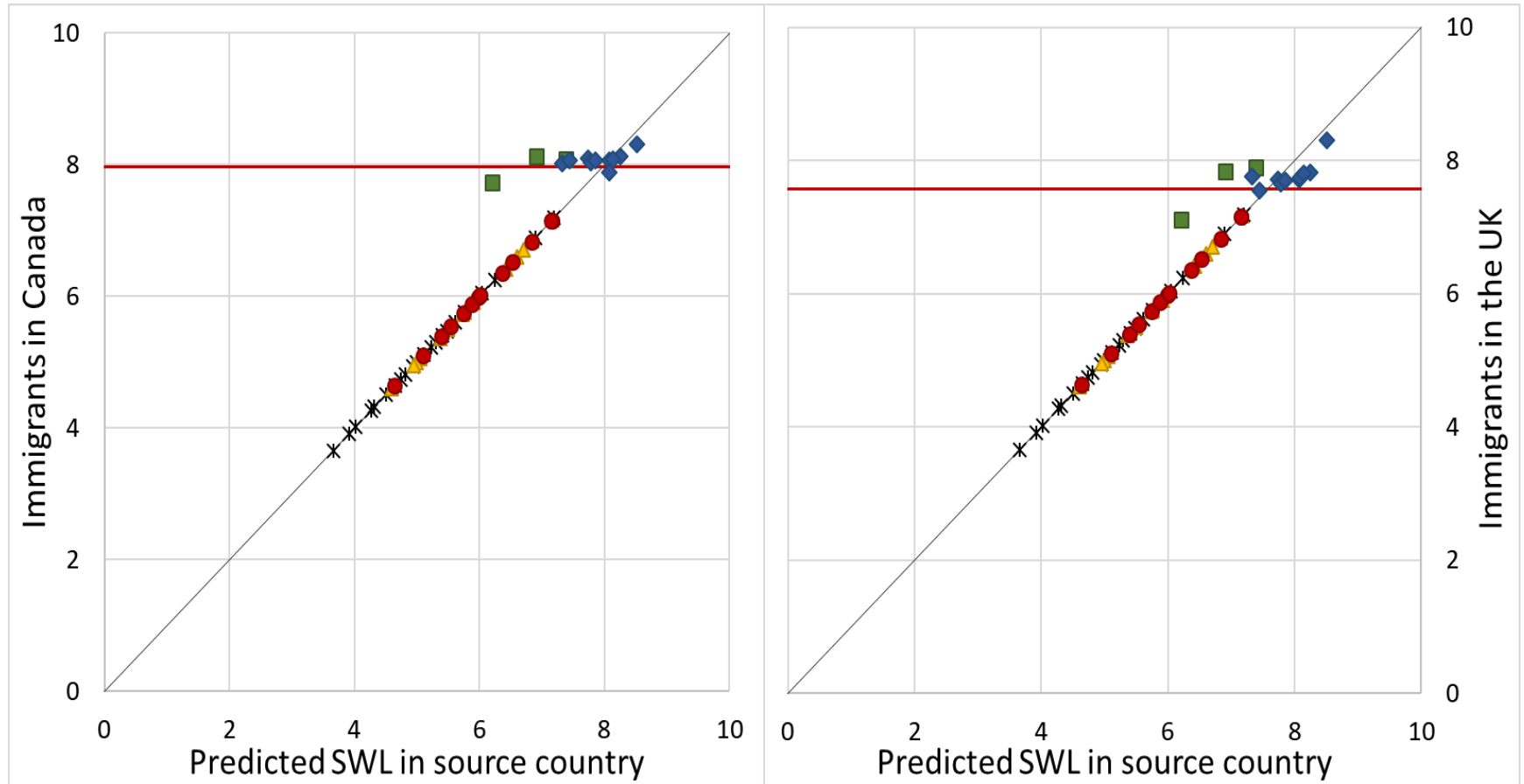
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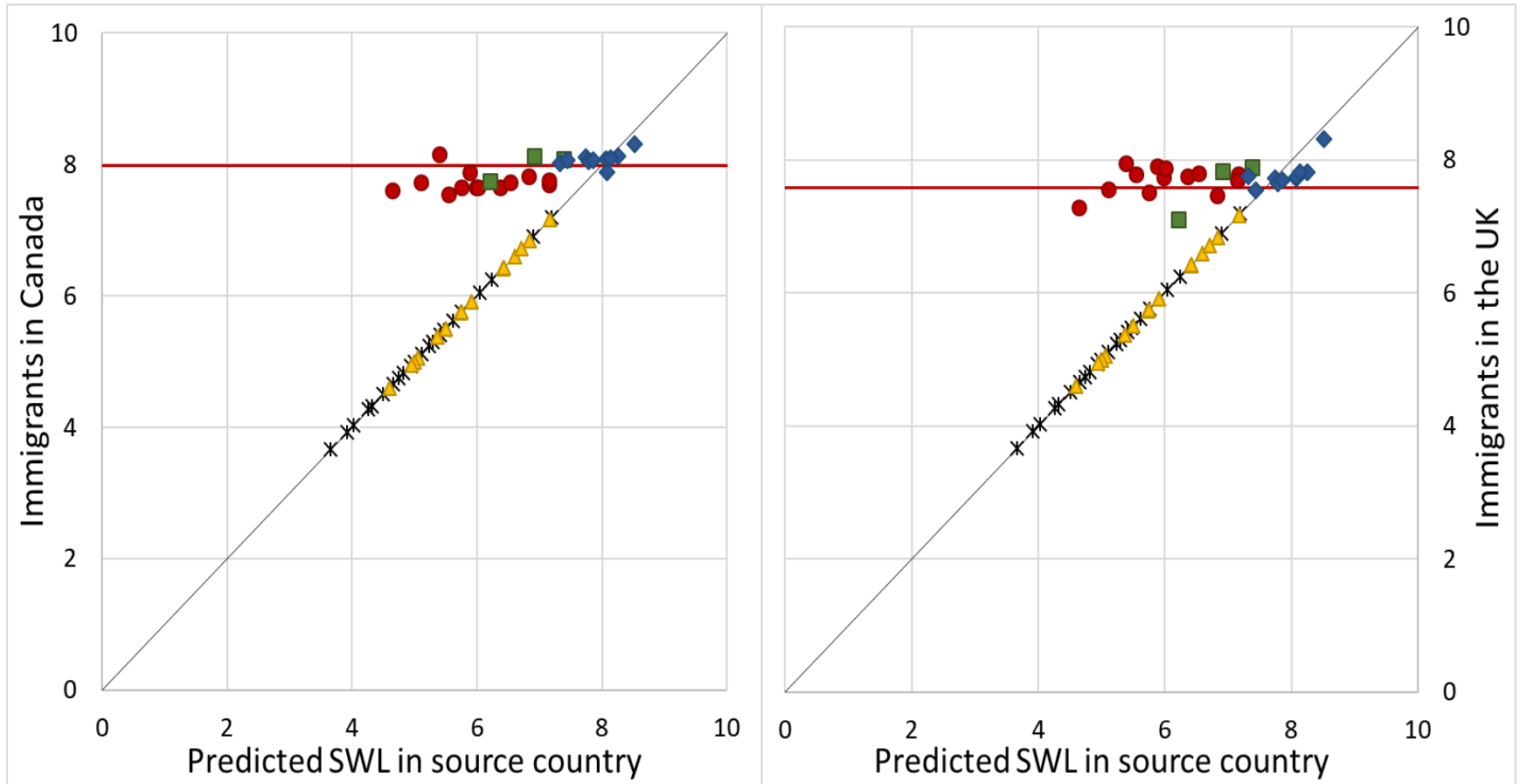
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Adding immigrants from Latin America and the Caribbean



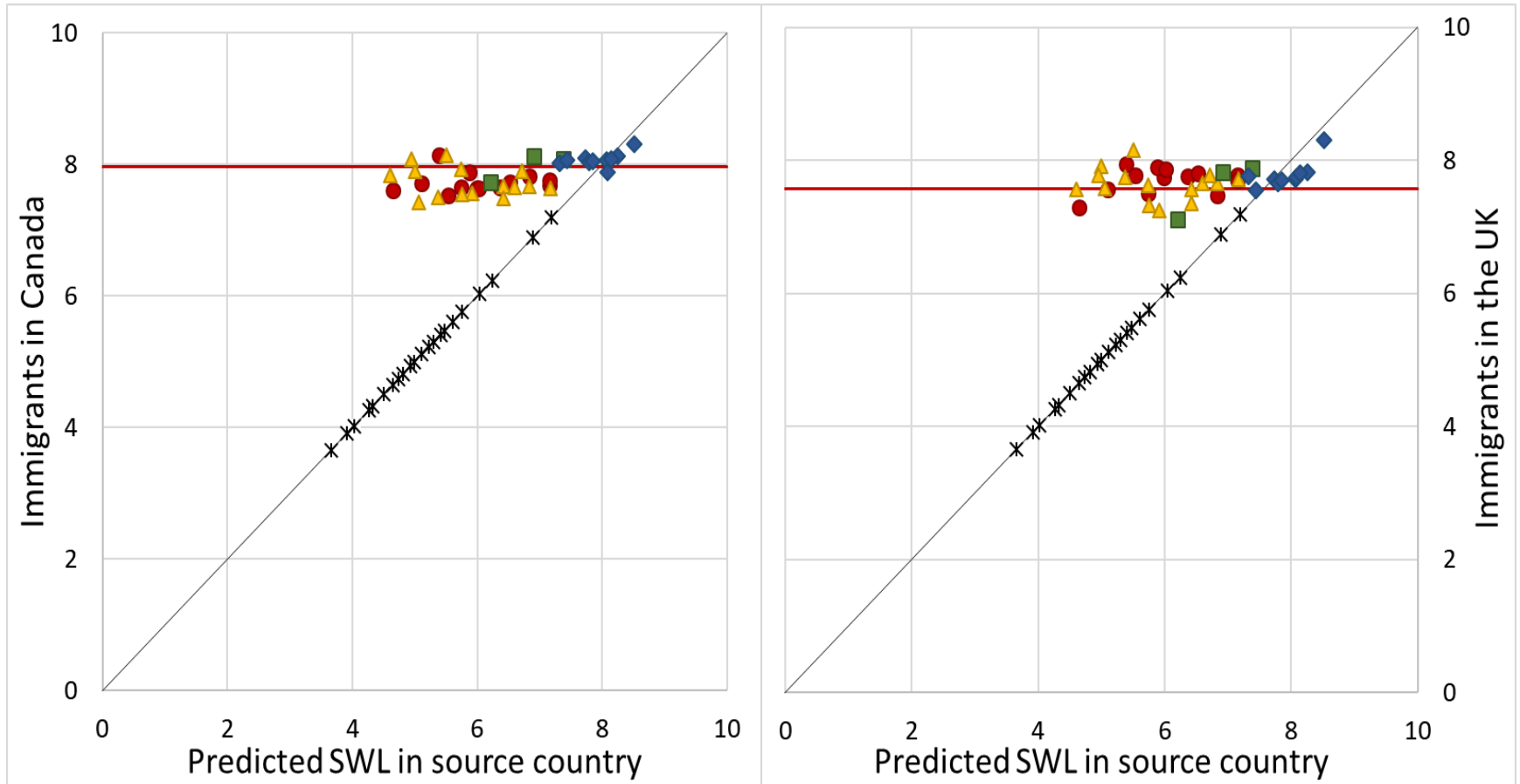
- Southcentral America and the Caribbean
- ◆ North America, NW Europe and Oceania
- ▲ East and Southeast Asia
- Southeast Europe
- × Africa, the Middle East and West Asia
- 45-degree line
- Average life satisfaction of native-born

and Southern and Eastern Europe



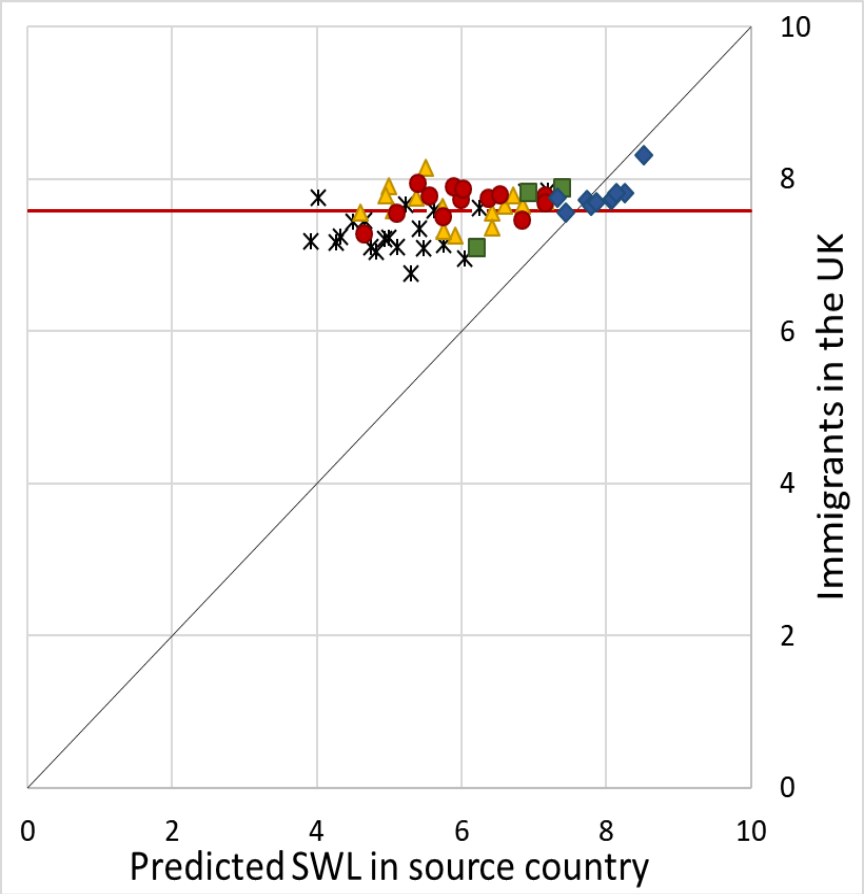
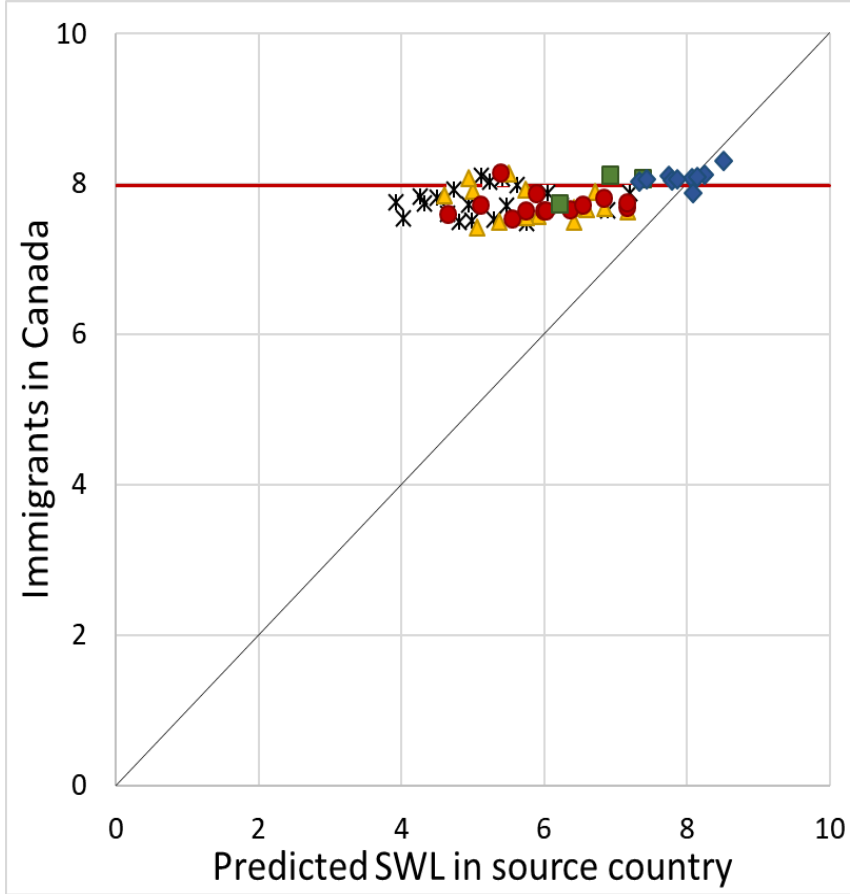
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and Africa



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National well-being strategies should

- Support official collection of happiness data
- Reform cost/benefit analysis
- Give subjective well-being a central umbrella role
- Facilitate bottom-up happiness innovations
- Use Partnerships for Happiness to bridge silos
- That's enough for ten minutes- **Thank You**