

Happiness Report Card 2024

Beauty and Well-being: What's the Connection?





This year's Happiness Report Card focuses on beauty.

Why beauty in these times of trouble?

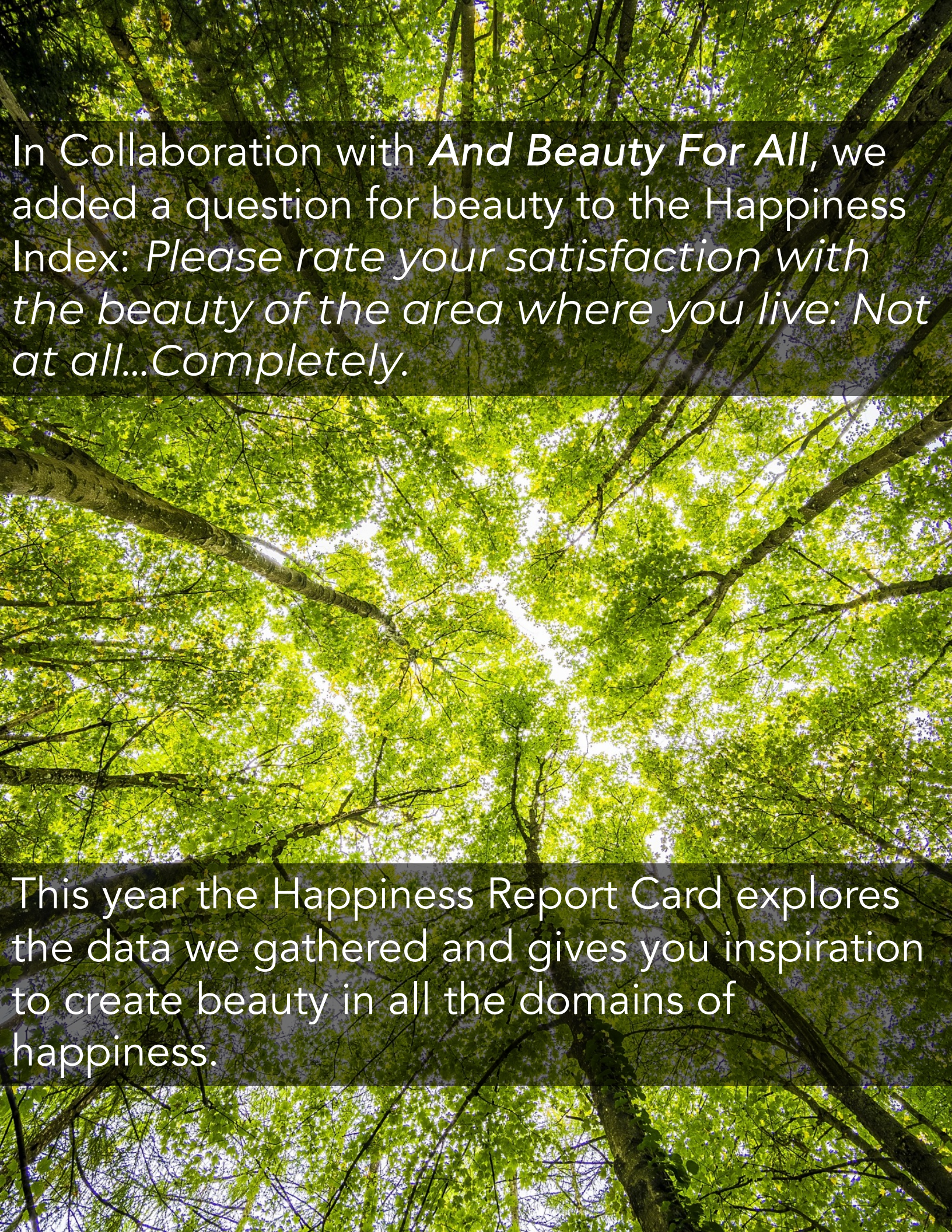
Because beauty is one of the paths to sustainability, resilience and well-being at an individual, collective and planetary level.

The Happiness Report Card is brought to you by the Happiness Alliance, a non-profit providing tools, resources and knowledge to transform lives and systems since 2010.

And because beauty is something we can all agree matters.

And because beauty, Happiness Index data tells us, is highly connected to individual happiness, community well-being, and planetary sustainability.





In Collaboration with *And Beauty For All*, we added a question for beauty to the Happiness Index: *Please rate your satisfaction with the beauty of the area where you live: Not at all...Completely.*

This year the Happiness Report Card explores the data we gathered and gives you inspiration to create beauty in all the domains of happiness.

The Happiness Index is a scientifically valid instrument that measures individual happiness, community well-being and planetary sustainability by gathering data about people's feelings, preferences, and experiences.

It measures what really matters in life:

Satisfaction with Life

Psychological Well-being

Health

Time Balance

Community

Social Support

Lifelong Learning and Culture

Environment

Economy/Standard of Living

Government

Work



About the Data

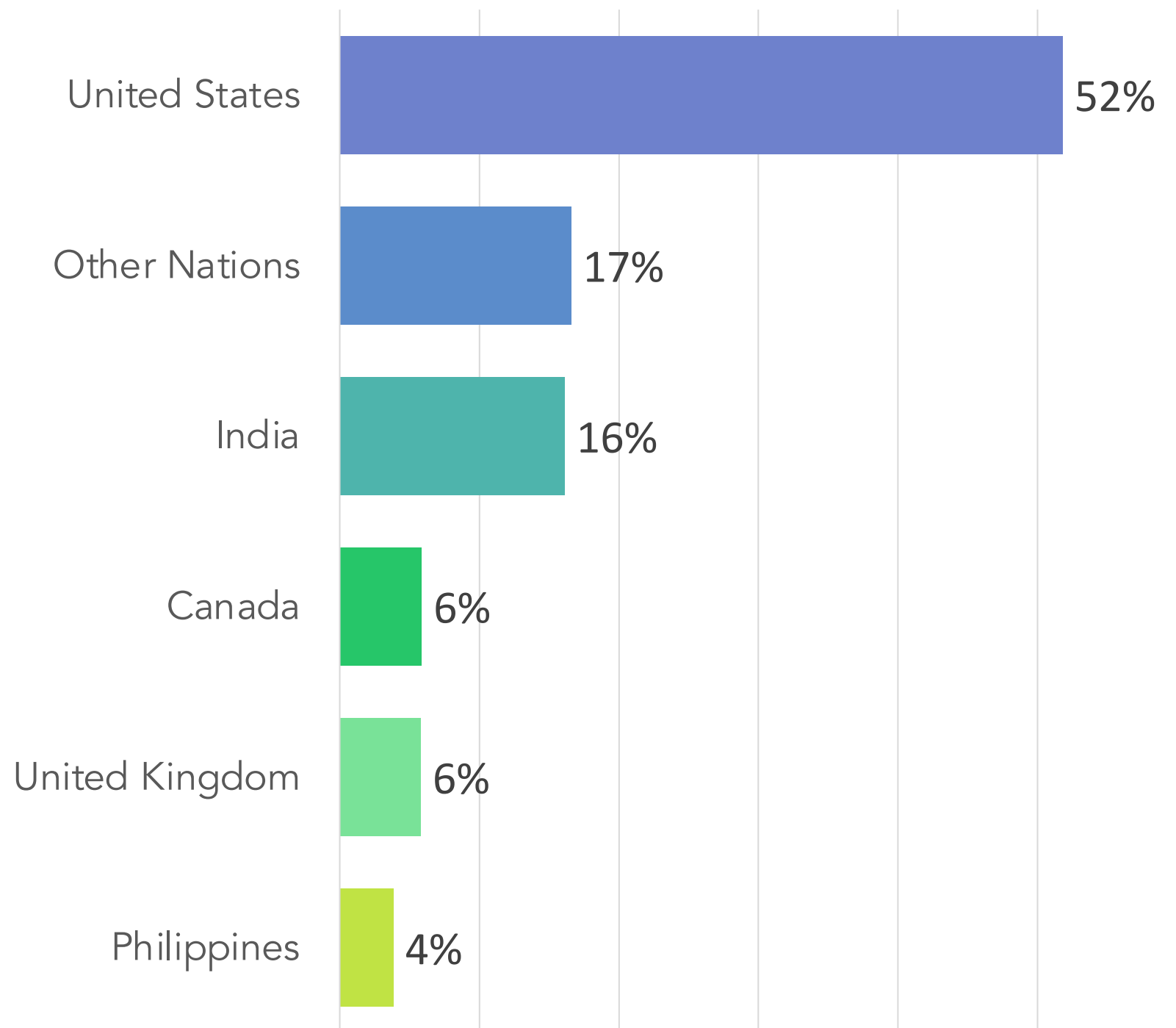
Approximately 11,000 people took the Happiness Index in 2023.

All who took the Happiness Index chose to do so. This is called a convenience sampling.



About the Data

Approximate Representation of Nations in Happiness Index for 2023



Happiness Index Scores from data gathered in 2023.



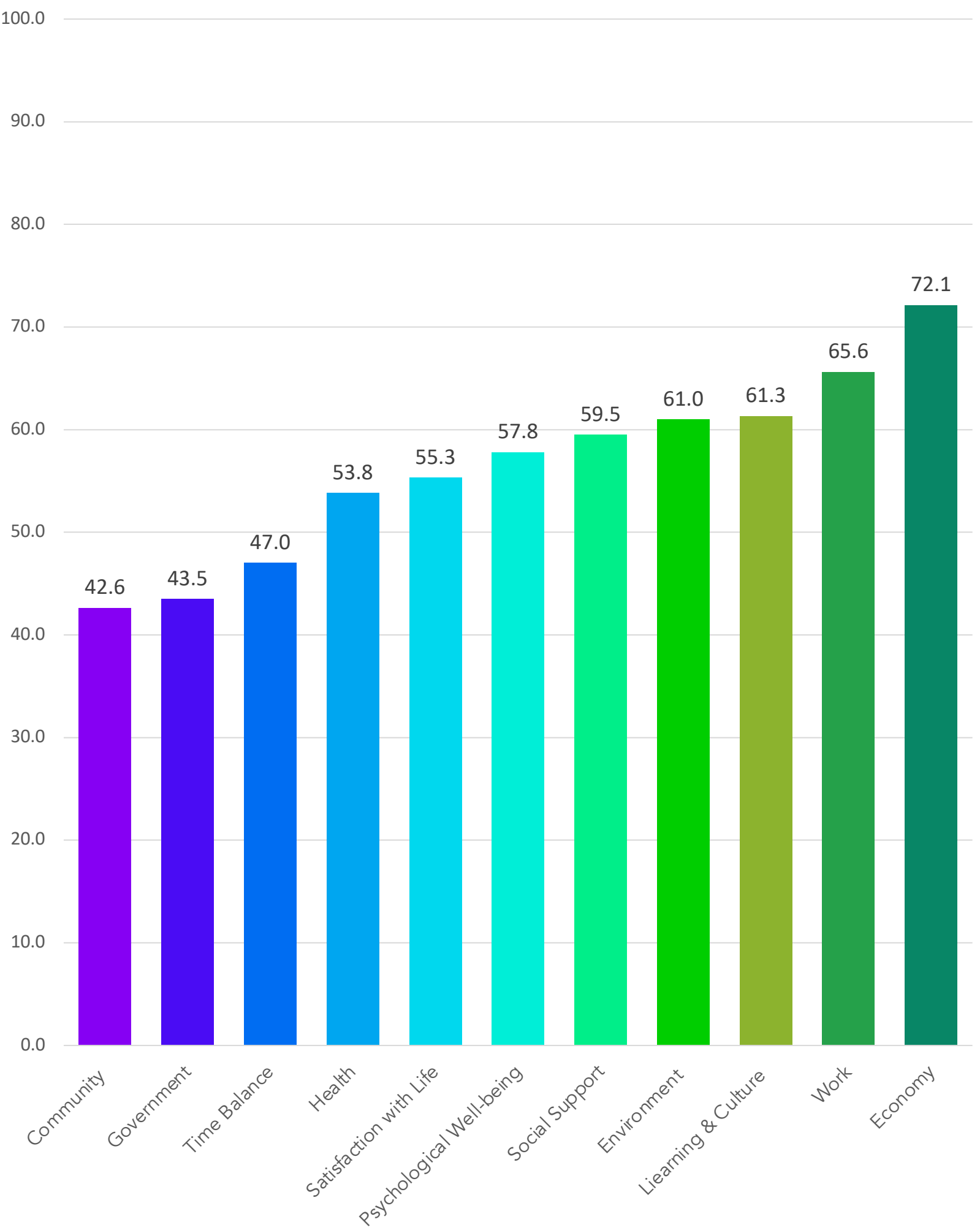
We scored highest in the domain of economy/standard of living at 72.1 out of 100, with 100 being the most happy or most satisfied.

The measures where we scored 70 out of 100 and above are:

- Satisfaction with Pay 88.7 (Work domain)
- Having enough money to buy what one wants: 87.6 (Economy/Standard of Living)
- Having enough money for food 87.3 (Economy/Standard of Living)
- Getting by financially 79.9 (Economy/Standard of Living)
- Sense people care about you: 72.1 (Social Support)

You can get access to the average score for each measure and the counts at the Happiness Alliance [For Researchers](https://happycounts.org/for-researchers) page (happycounts.org/for-researchers)

HAPPINESS INDEX DOMAIN SCORES FOR 2023



We scored lowest in the domain of community at 42.6 with zero being most unhappy or completely not satisfied, and 50 being neutral. Government is a close second lowest at 43.5.

For the first time in our history of measuring happiness, the domain of community came in last.

The measures where we score 30 out of 100 or less are:

- Donations 33.4 (Community)
- Volunteerism 33.9 (Community)
- Trust in neighbors 34.5 (Community) Trust in national government 36.9 (Government)
- Wallet question 38.6 (Community)

The Wallet Question:

Imagine that you lost a wallet or purse that contained two hundred dollars. Please indicate how likely you think it would be to have all of your money returned to you if it was found by someone who lives close by. Very likely...Not at All likely.

Scores for Volunteerism and Donating:

- 100 = At least once a month
- 75 = At least once every three months
- 50 = At least once every six months
- 25 = Once in the last year
- Zero = Never

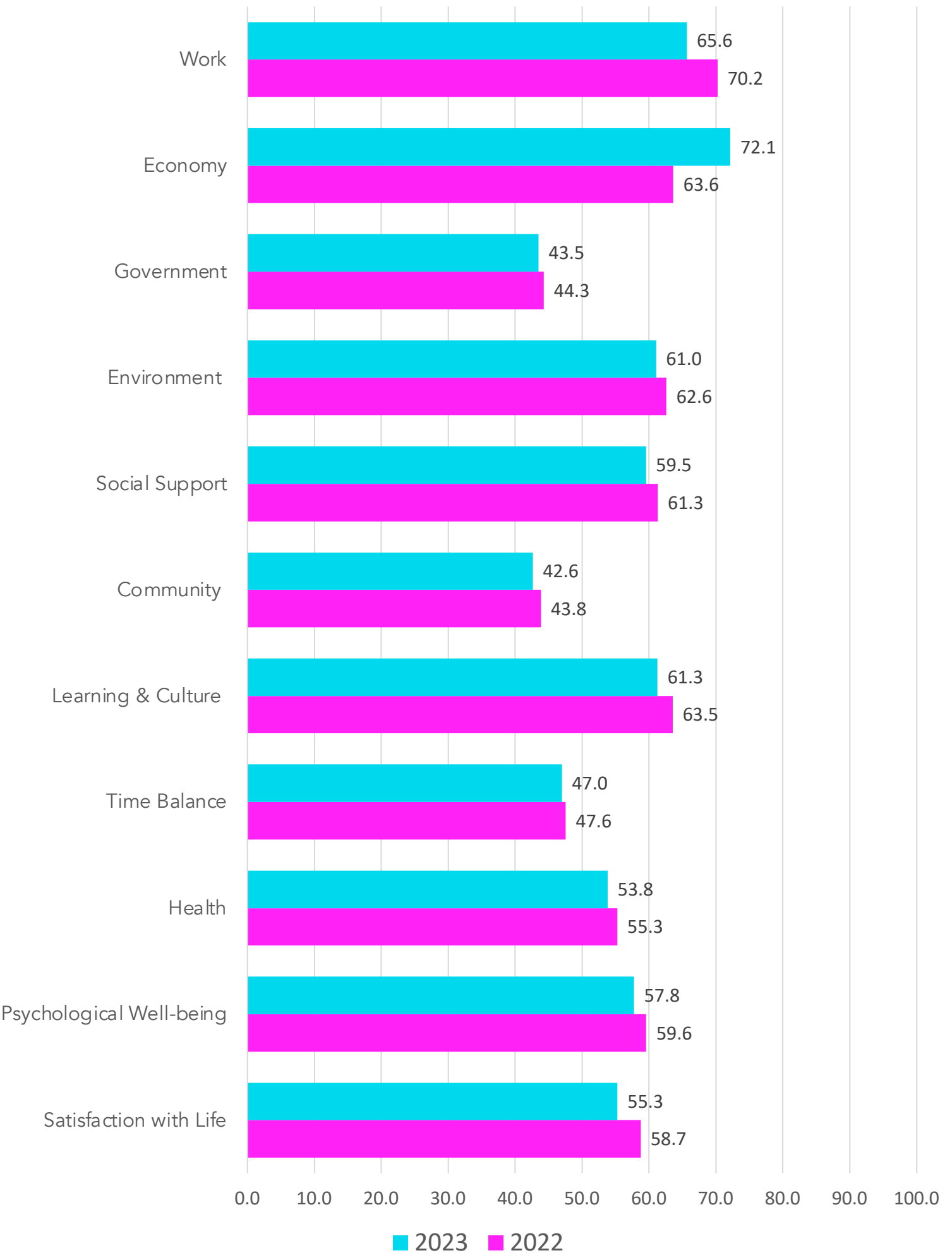


We scored in the range of 50 in the domains of Time Balance at 47, Health at 53.8 and Satisfaction with Life at 55.3.

The measures closest to 50 are:

- Sense of Corruption in Government 47.3 (Government)
- Sense Government Pays Attention to What People Think 48.5 (Government)
- Having Plenty of Spare Time 49.4 (Time Balance)
- Spending Time Doing Things You Enjoy 49.5 (Time Balance)
- Feeling Healthy 49.6 (Health)
- Sense of Belonging to Community 50.3 (Community)
- Work-Life Balance 51.5 (Work)
- Stress about Finances 51.6 (Economy)
- Interest in Work 52.2 (Work)
- Satisfaction with Work 52.6 (Work)
- Sense of Accomplishment 52.7 (Psychological Well-being)
- Feeling Positive about Yourself 53.1 (Psychological Well-being)

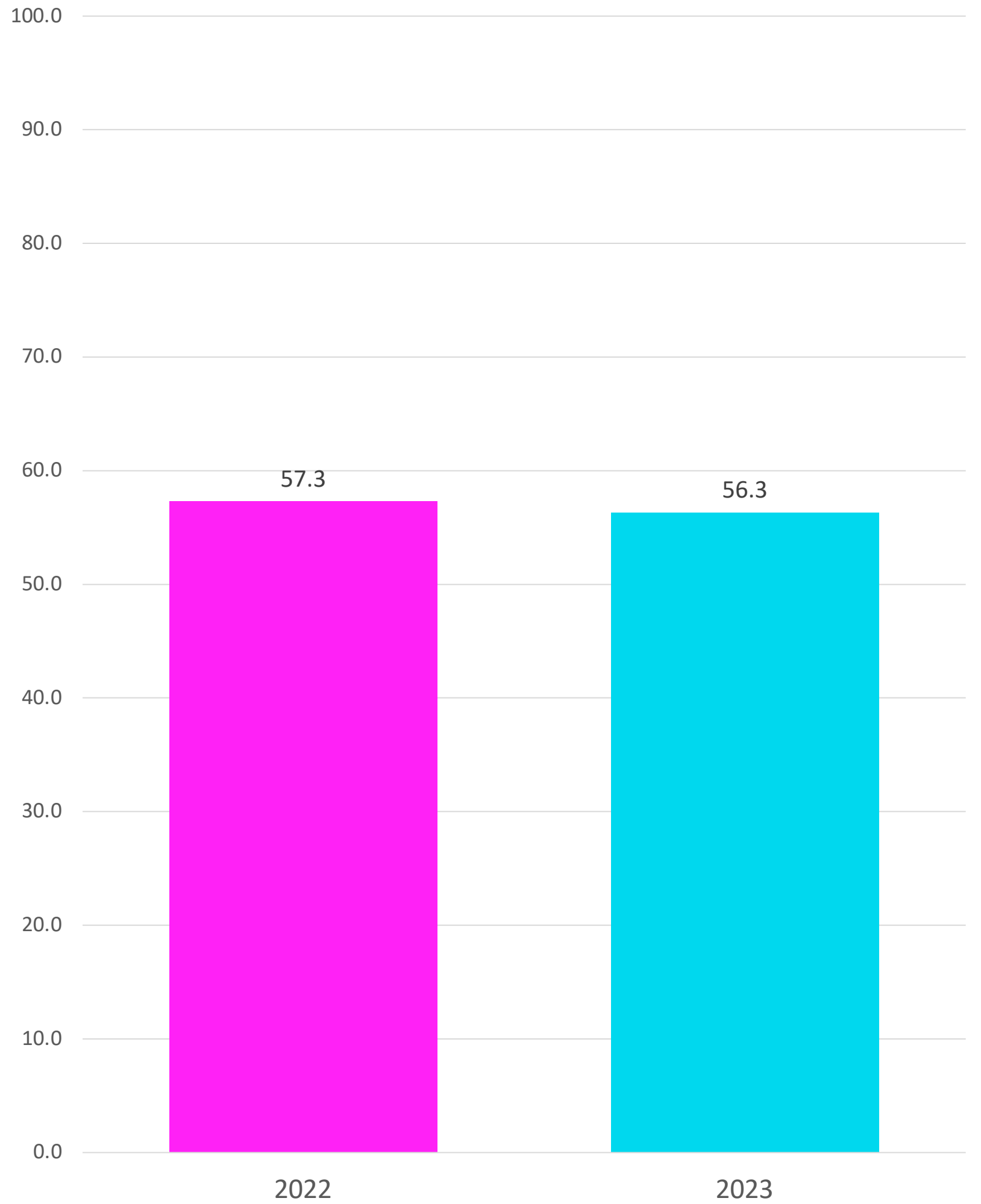
HAPPINESS INDEX DOMAIN SCORES FOR 2022 AND 2023



Our overall score for all measures in all domains is 56.3, a shade above neutral and about 14 points out of 100 below satisfaction, when we assume satisfaction is 70 or above out of 100 or above.

Our scores fell between 2022 and 2023 in every domain except economy.

Overall Average Happiness Index Scores



2024: A Focus on Beauty



The Happiness Index measure for Beauty:

Please rate your satisfaction with the beauty of the area where you live:
With zero being not at all and ten being completely.

Scores of 3 and below are considered unsatisfied

Scores between 4 and 6 are considered neutral (neither satisfied or dissatisfied)

Scores of 7 and higher are considered satisfied

APPROXIMATE NUMBER OF SURVEY TAKERS WHO ANSWERED THE BEAUTY QUESTION

4056



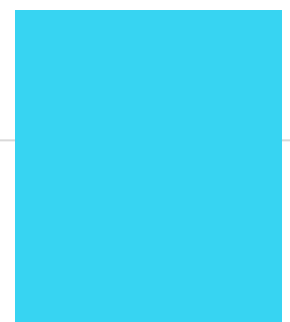
Satisfied

2565



Neutral

853



Unsatisfied

People who are *Satisfied with the Beauty in the Area Where They Live* score higher in every domain and every question of the Happiness Index than those who are not satisfied with the beauty in the area where they live.

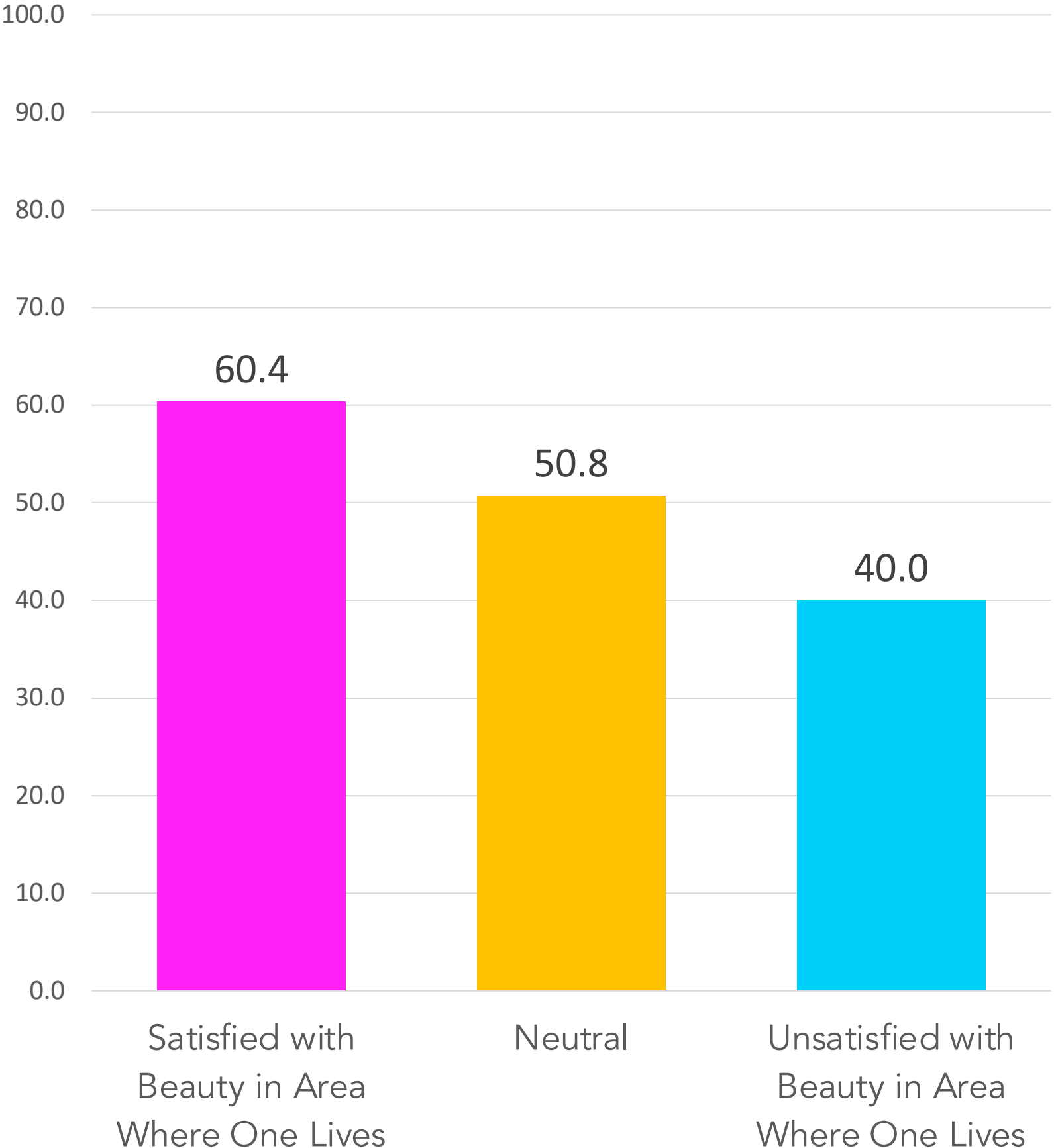


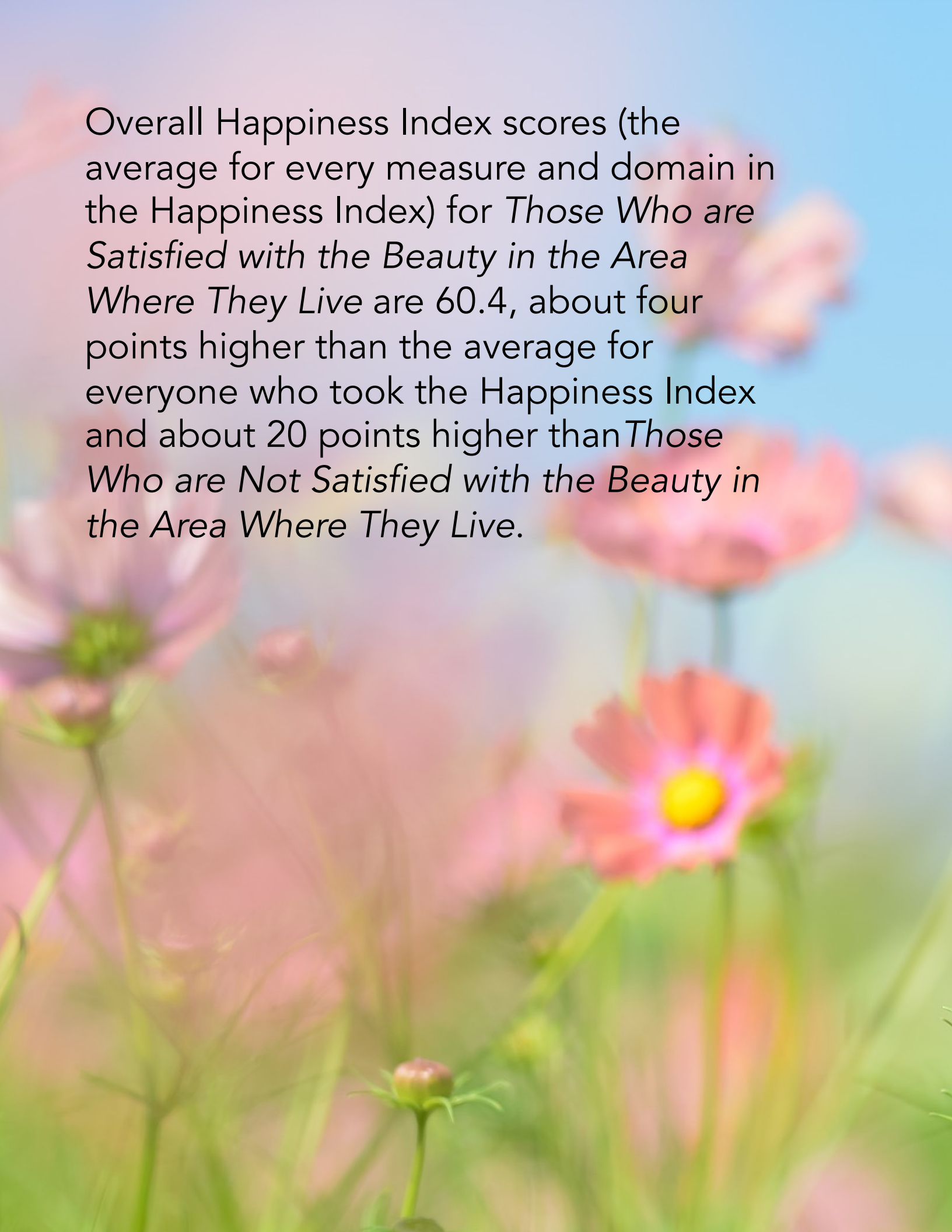
This is remarkable.



NOTE: The data tells us about connections (correlations) - not causations.

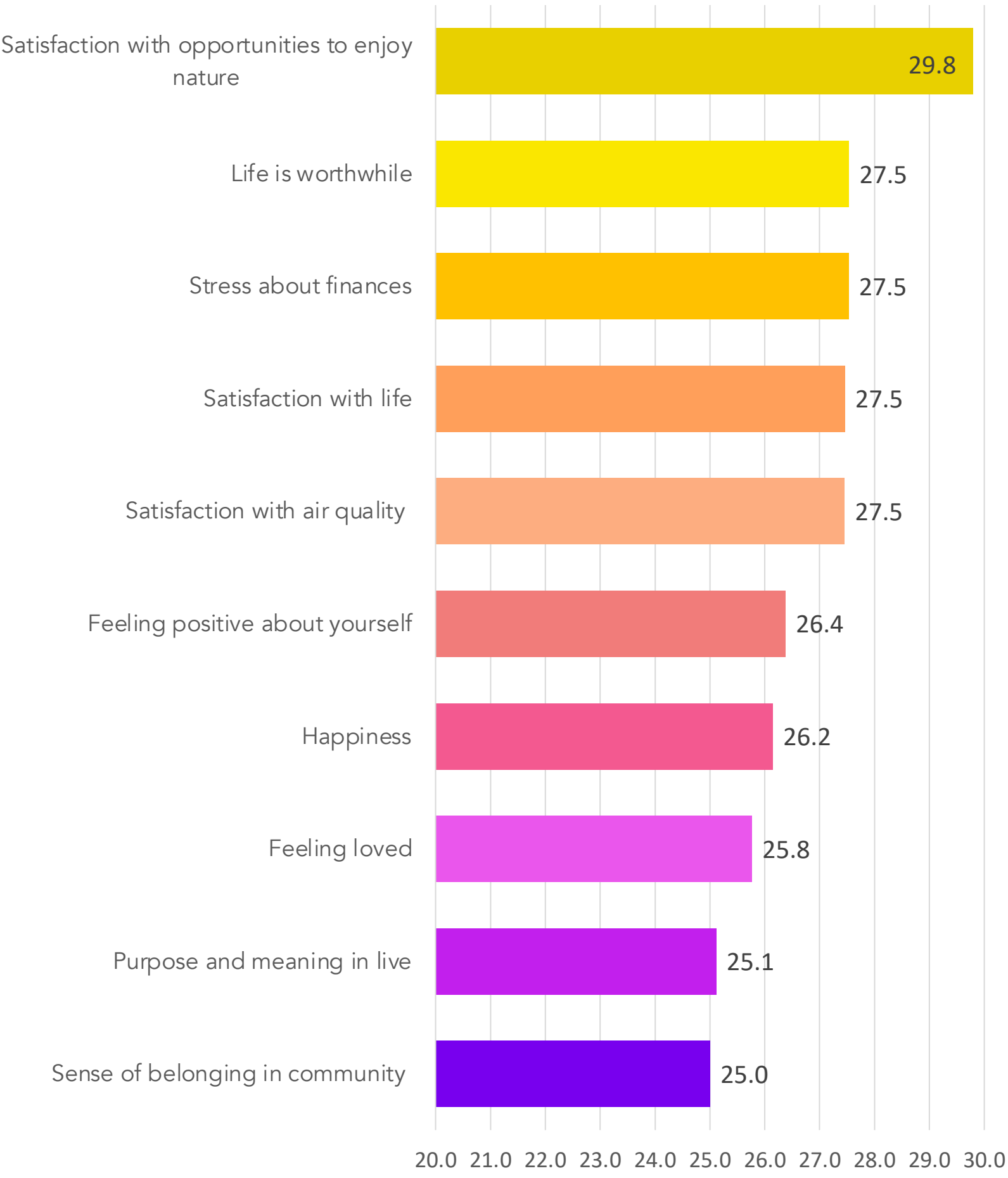
Overall Average Happiness Index Scores for Satisfaction with Beauty in Area Where One Lives



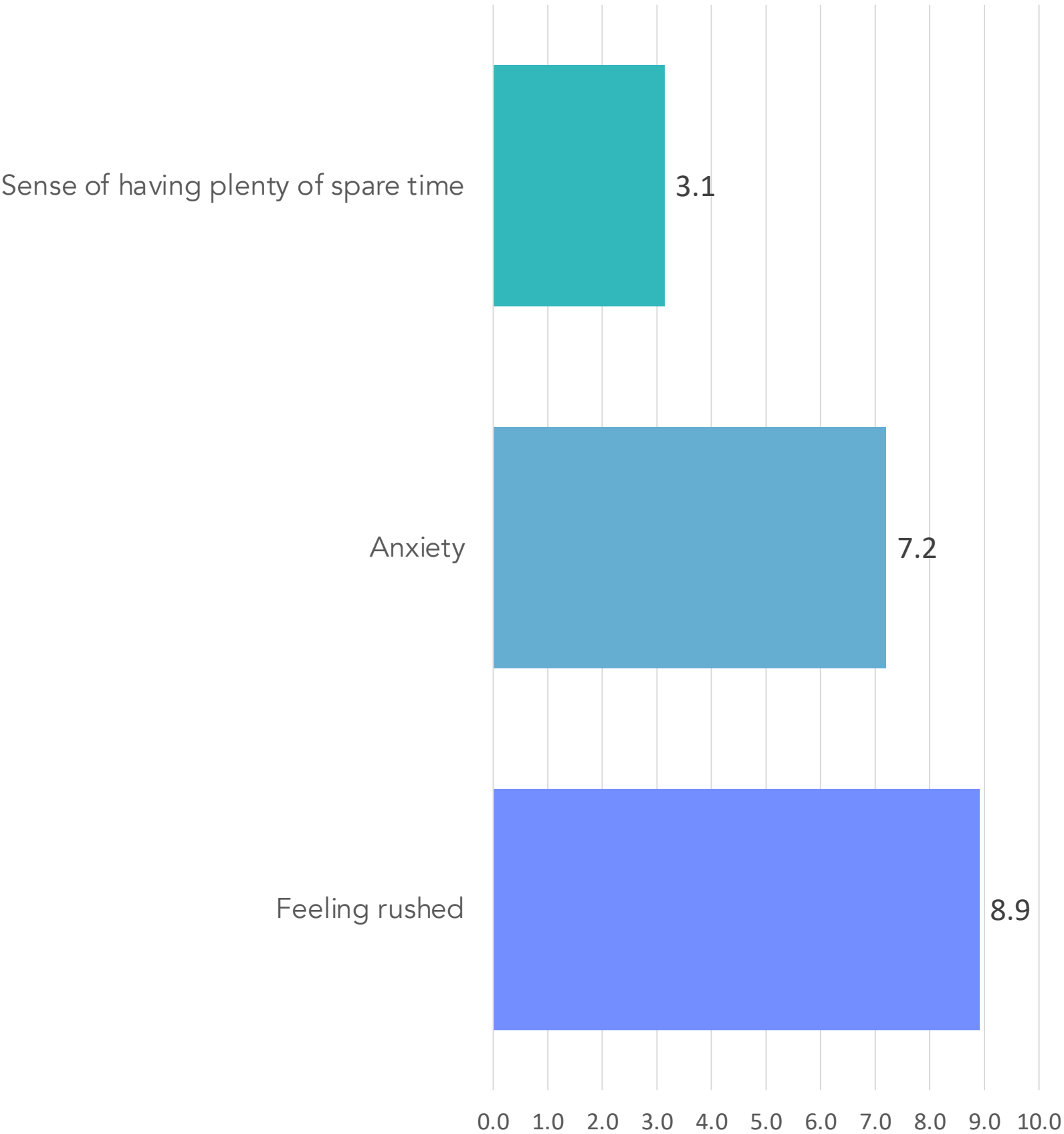


Overall Happiness Index scores (the average for every measure and domain in the Happiness Index) for *Those Who are Satisfied with the Beauty in the Area Where They Live* are 60.4, about four points higher than the average for everyone who took the Happiness Index and about 20 points higher than *Those Who are Not Satisfied with the Beauty in the Area Where They Live*.

Happiness Index Measures with the Biggest Differences Between Those Satisfied vs Dissatisfied with the Beauty of the Area Where They Live



Happiness Index Measures with the Smallest Differences between those Satisfied vs Dissatisfied with the Beauty of the Area Where They Live



Two of the measures with the smallest differences are from the Time Balance domain (spare time and feeling rushed). Another measure with the smallest difference measures feelings of anxiety.




There are ten measures with differences of 25 or more, with the biggest differences in satisfaction with opportunities to enjoy nature with 28.9% higher scores (Environment) and sense that life is worthwhile with 27.5% higher scores (Psychological Well-being).



The Data Does not tell us what to do but...





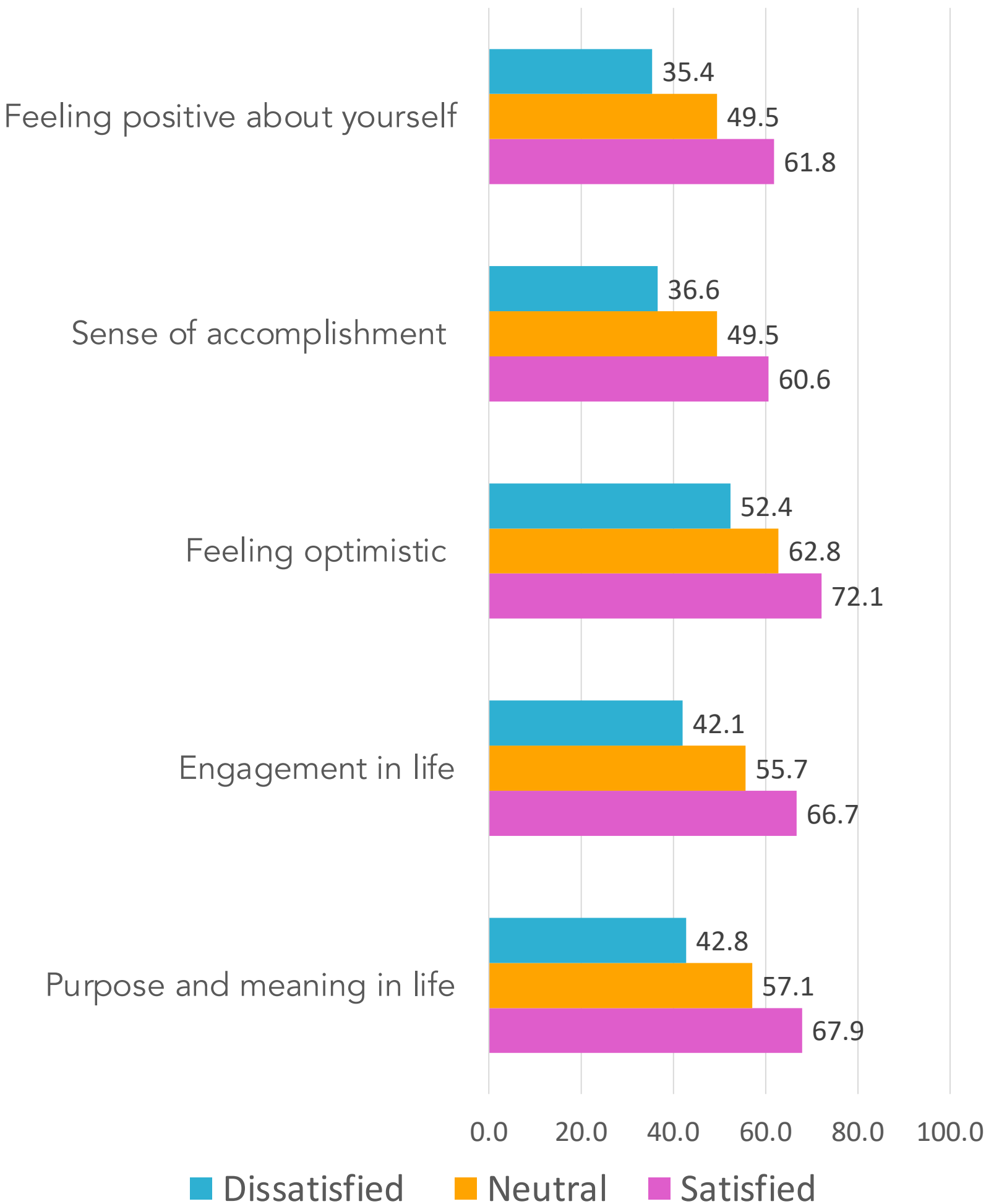
...It does offer inspiration for suggestions on how to create beauty in your life for greater happiness, collective well-being and planetary sustainability.

In the domain of Psychological Well-being, the highest scores for *Those Satisfied with the Beauty in the Area Where They Live* is optimism 72.1 and sense of purpose and meaning in life 67.9.

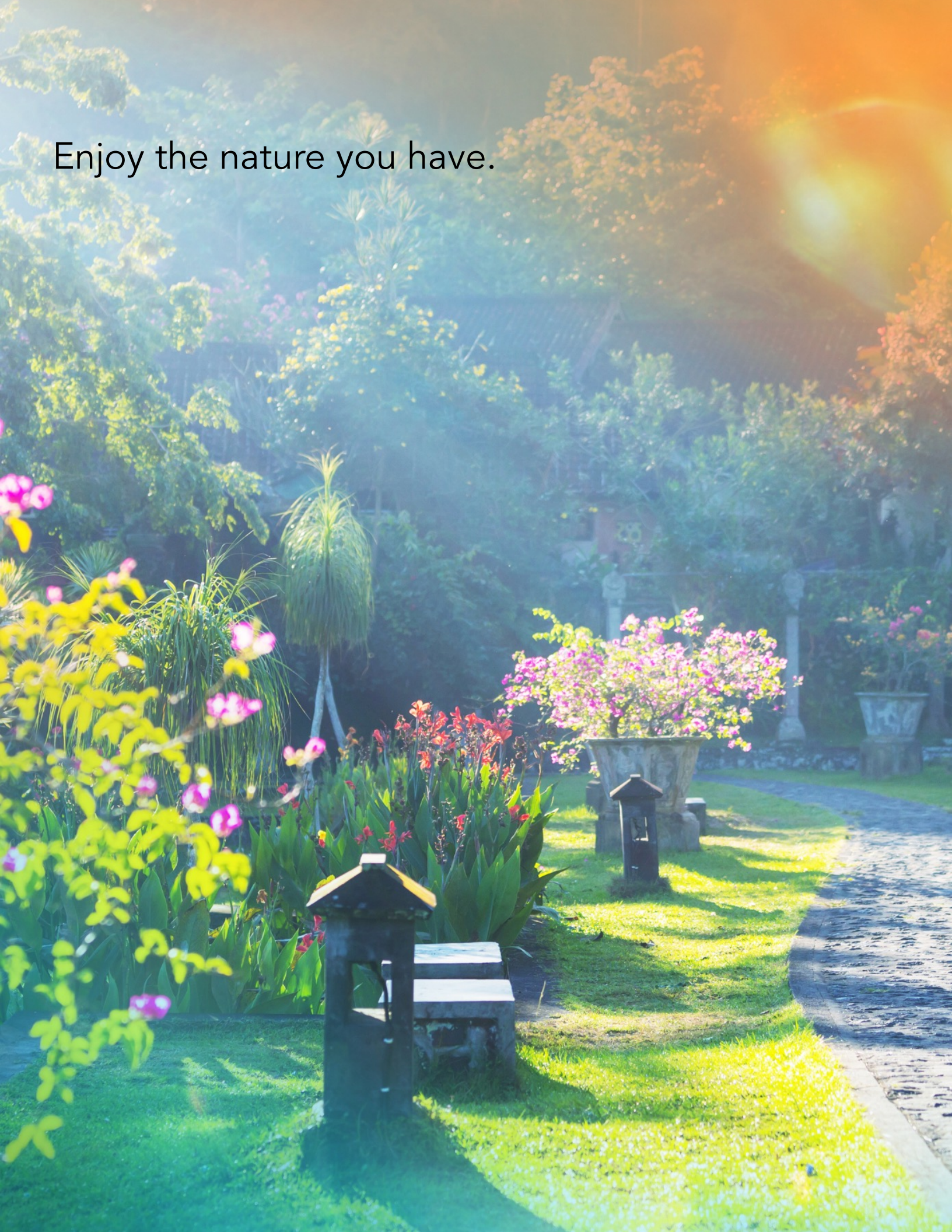
How can you create beauty to enhance your Psychological Well-being?



Psychological Well-being Domain



Enjoy the nature you have.



The concept of the Nature Deficit tells us nature really does make your life better.

What you can do:

When nature is around you, in front of you, or anywhere to be found in your life, practice awareness of how beautiful it is. Appreciate how awesomely beautiful nature is. Let the feelings that arise from appreciating nature fill your body and mind.

Try it right now, on a houseplant, what you see out your window, the photo of a flower...

* Learn more:

strawberry.audubon.org/sites/default/files/cnnevidenceofthedeficit.pdf

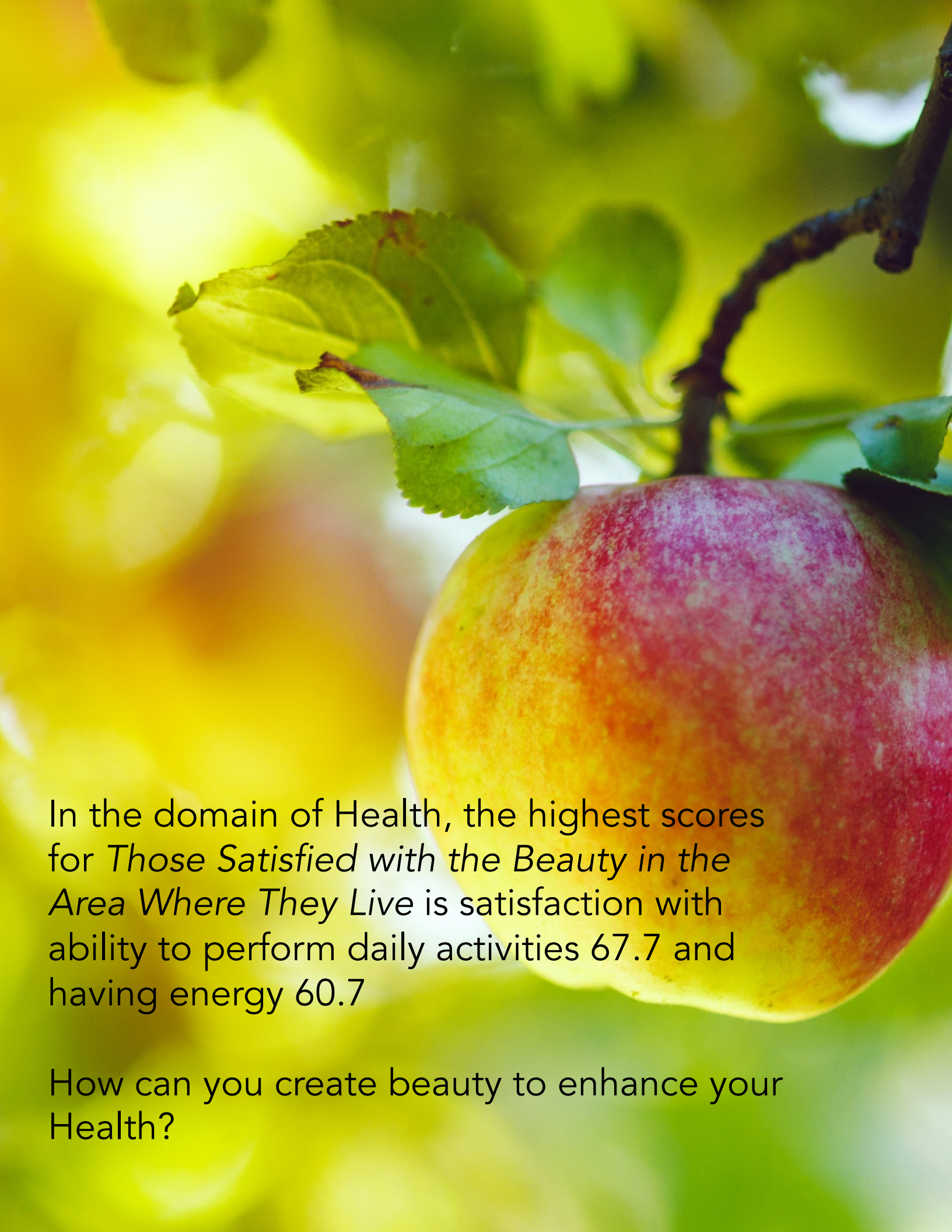
Get meaning out of nature.



More and more, people turn to nature for a spiritual experience and these experiences may contribute to sustainability on our planet.*

Reflect on when you have had spiritual experiences in nature, dwell on your experiences, and share them with others. When you do this, you expand our cultures recognition and appreciation of nature, and maybe our chances of ecological sustainability.

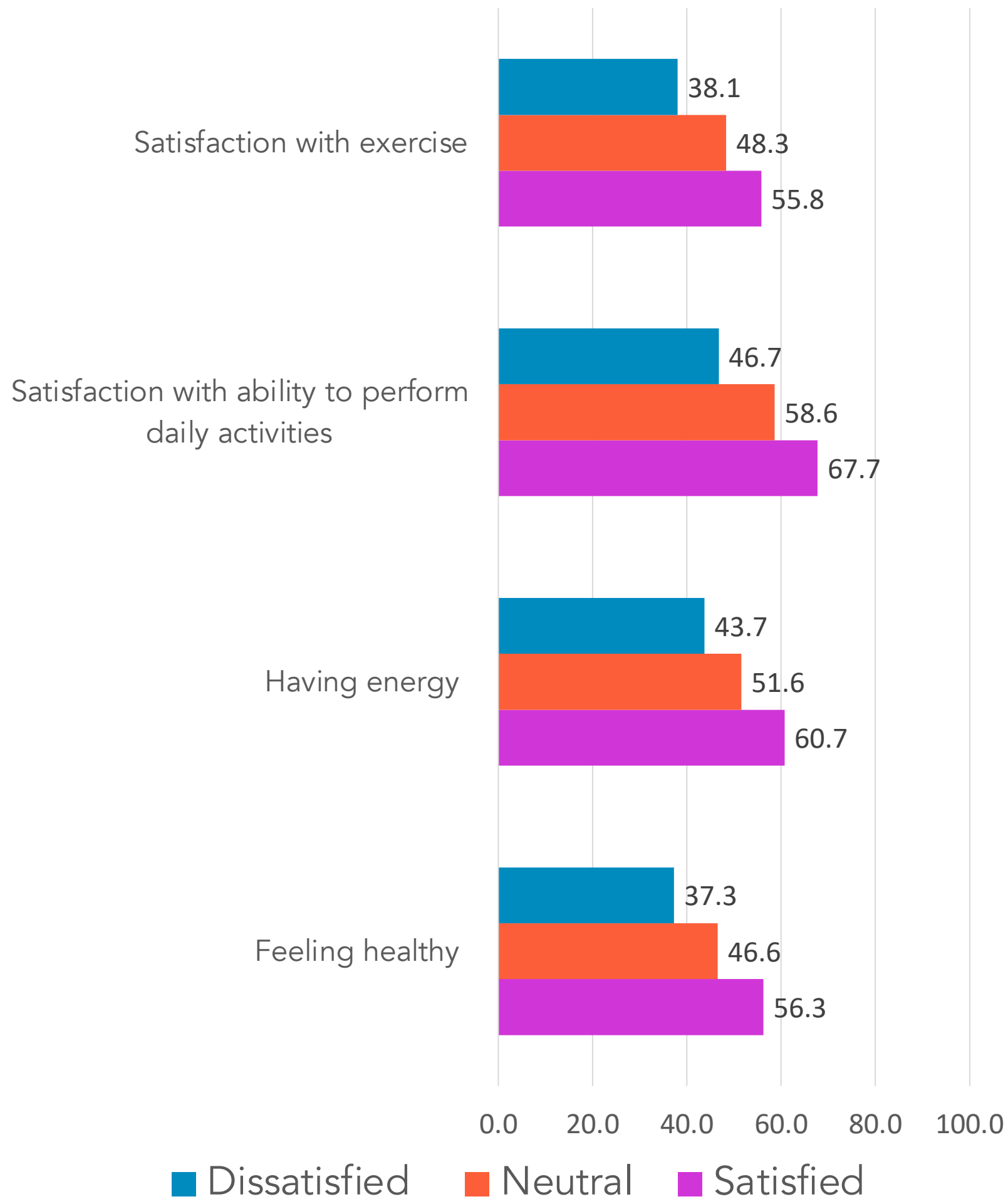
Learn more: pubs.sciepub.com/aees/5/2/1/



In the domain of Health, the highest scores for *Those Satisfied with the Beauty in the Area Where They Live* is satisfaction with ability to perform daily activities 67.7 and having energy 60.7

How can you create beauty to enhance your Health?

Health Domain



Take walks.



Taking a walk really does make a difference, even if it's a small one.*

Take a walk everyday, even if its just down the block. Walking with someone else is even better for you. If you are thinking about getting a dog- do it! Start looking for the right rescue for you at your local humane society or similar. (Pets are good for your health too!) Then you will have good reasons for taking walks everyday.

*Learn more: health.harvard.edu/staying-healthy/5-surprising-benefits-of-walking & newsinhealth.nih.gov/2018/02/power-pets

An aerial photograph of a pristine beach. The top half of the image shows deep blue ocean water that transitions into a shallow turquoise lagoon. A wide, flat expanse of white sand beach runs horizontally across the middle. The bottom half of the image shows another shallow turquoise lagoon, mirroring the top section. The overall scene is clean and serene.

Contribute to clean air, water, earth.

Often it is not until we lose it that we appreciate clean air, water and earth. The health of our earth is a reflection of our health and vice-versa*

When ever you can, contribute through action, awareness raising, and advocacy to clean and shared transportation, green and renewable energy use, and restorative food production and waste.

*Learn more:

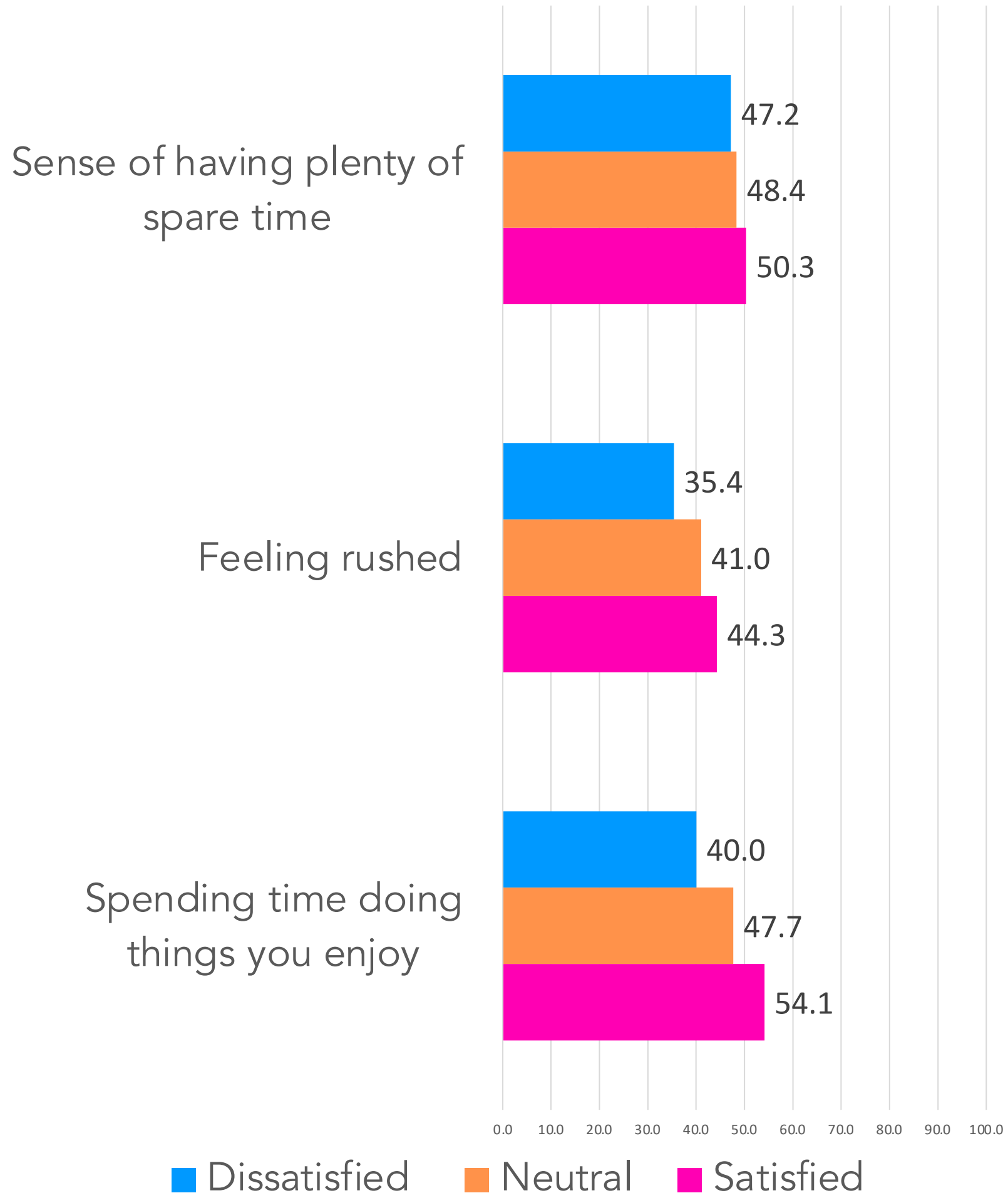
niehs.nih.gov/health/topics/agents/air-pollution & who.int/news-room/fact-sheets/detail/drinking-water & .nature.org/en-us/what-we-do/our-insights/perspectives/regenerative-agriculture-food-system-restore-planet/

In the domain of Time Balance, there is little difference between *Those Satisfied with the Beauty in the Area Where They Live* and *Those Who are Neutral or Not Satisfied with Beauty of the Area Where They Live*,

How can you create beauty to enhance your Time Balance?



Time Balance



Go for the 80%.



Pareto's principle tells us 80% of consequences come from 20% of effort. This principle is sometimes used to say you should enjoy 80% of whatever activity you do – work, messing around, housekeeping, etc.*

If you don't enjoy more than 20% of what you do make a concerted effort to find ecologically friendly ways to either make what you do enjoyable or no longer do them.

*Learn more tonyrobbins.com/productivity-performance/pareto-principle/ & with your own experience in life

Live, Work, Play Close.



Commute time is the least happy time of most anyone's day, adding stress and other negative impacts to your day and life*

If you can, live close to where you work, shop, play and hang out. When this is not feasible, raise awareness and advocate for multi-use development in your neighborhood, city, county and community, and make an intention for your work and living space to be a walk away, as well as shopping and other amenities.

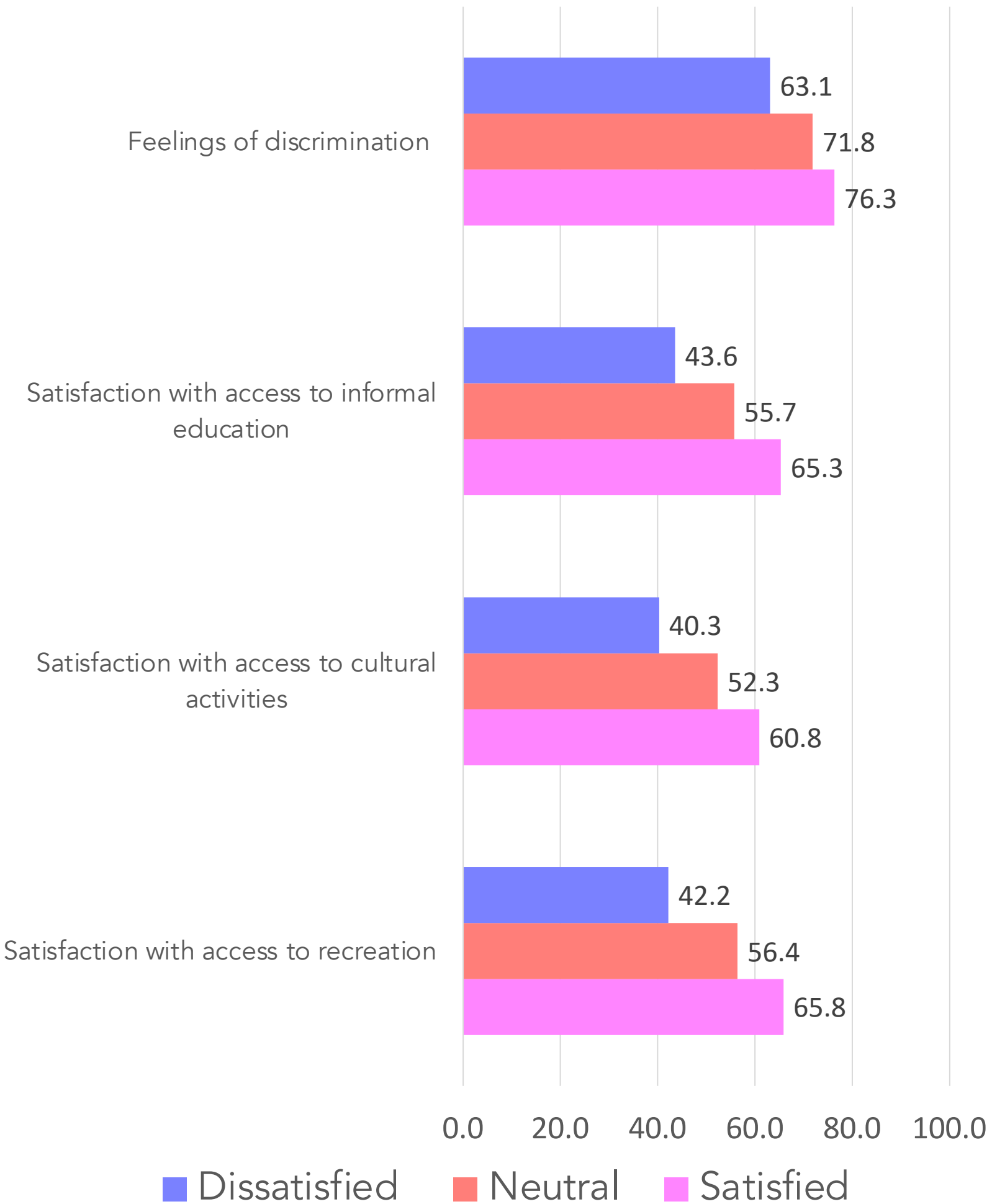
*Learn more: [gallup.com/workplace/474482/why-commute.aspx](https://www.gallup.com/workplace/474482/why-commute.aspx)

In the domain of Lifelong learning and Culture, the highest scores for *Those Satisfied with the Beauty in the Area Where They Live* is in the measure for an inclusive society. Scores for access to informal education and access to recreation are about 65 out of 100.

How can you create beauty to enhance your Lifelong Learning and Culture?



Lifelong learning and culture



Learn about all the ways you learn, and keep learning.



Philosopher Ken Wilber identified multiple intelligences and ways in which you develop throughout your life.* In other words, you are not done growing when you become an adult.

Learn (or remind yourself) about the ways Ken Wilber defined our development and intelligences, then reflect on how you interpret these in your life, and how you contribute to your own learning, growing and developing in all your many intelligences, from intellectual to intuitive, social to kinesthetic, spiritual to strategic et-cetera

*Learn more:

[en.wikipedia.org/wiki/Integral_theory_\(Ken_Wilber\)](https://en.wikipedia.org/wiki/Integral_theory_(Ken_Wilber))

The background is a complex, abstract painting. It features a dark, almost black base with numerous splatters and streaks of color. The most prominent colors are a bright, almost neon green, a deep, rich red, and a vibrant purple. The brushstrokes are visible, creating a textured, layered effect. The overall composition is dense and energetic, with the colors appearing to glow against the dark background.

Learn about your community and your local ecosystems. Then contribute to their health.

It is easy to get lost in hopelessness or become overwhelmed in the face of all the facts, factors and foibles about our environment and planet. Take a different approach.

Learn what you can about the indigenous plants, animals, traditions and peoples of the area where you live. Learn about the parks and natural settings closest to you. Try to learn in ways that are action based, so that while learning, you are restoring or strengthening local and indigenous life.

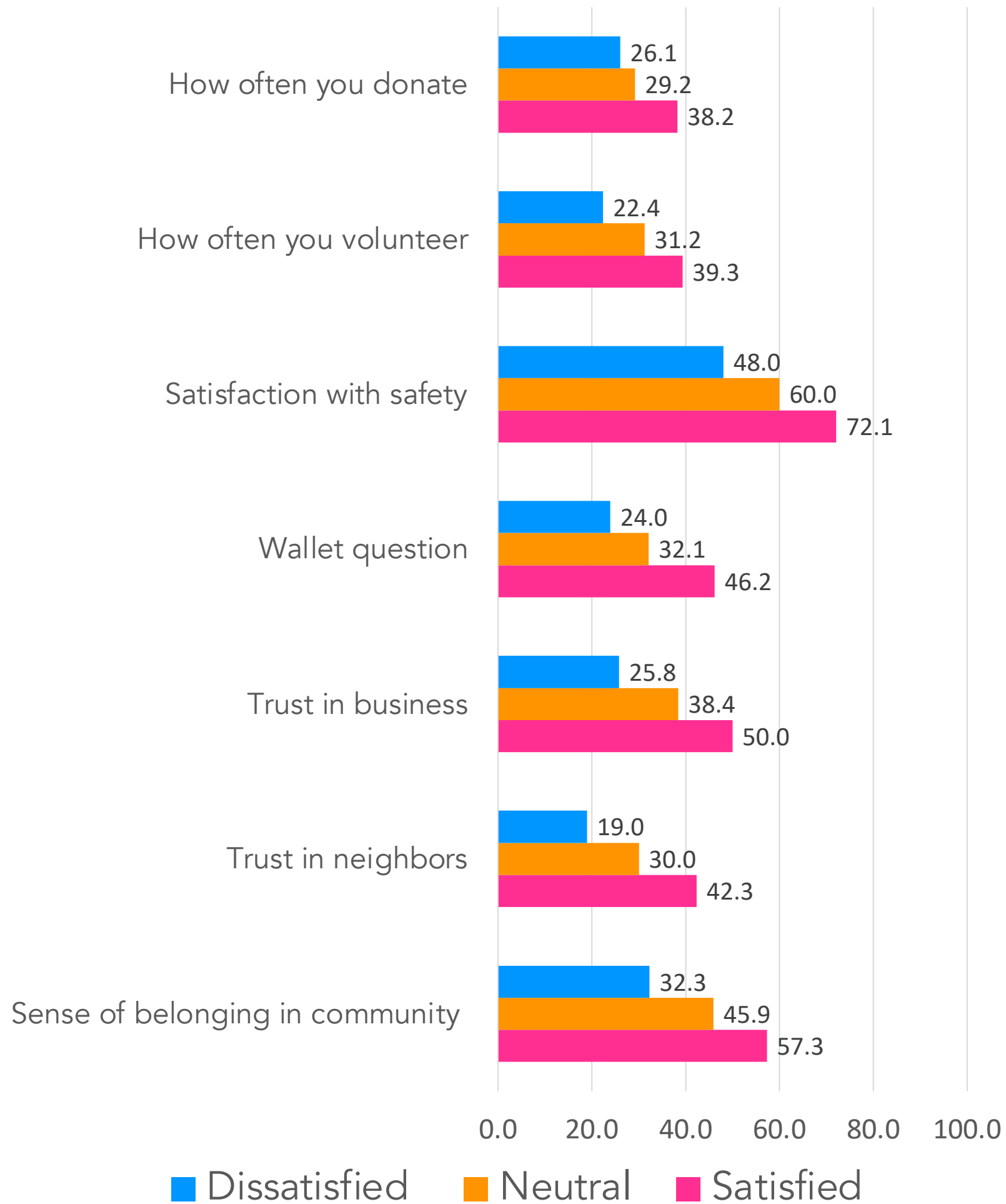
*Learn more by searching online, and going to your local library.



In the domain of Community, the highest scores for *Those Satisfied with the Beauty in the Area Where They Live* is satisfaction with safety 72.1. Scores for the other measures are around 50 or below.

How can you create beauty to enhance your Community?

Community





Have fun with people.

One of the most impactful ways you can contribute to your happiness and others is through community.* Community is made up of friendships, shared interests and shared values.

Put a priority on investing in the relationships you do have by spending time having fun with the people in your life, and get to know your neighbors, local businesses, non-profits and public agencies in your area. Make a promise to yourself that you will join a group, take a class or do something that puts you in the place to develop relationships with more people in your life. Not every relationship will work out, but those that do will make your life better.

*Learn more

worldhappiness.report/ed/2019/happiness-and-community-an-overview/

Volunteer *and* Donate



Donating and volunteering really do make you happier.

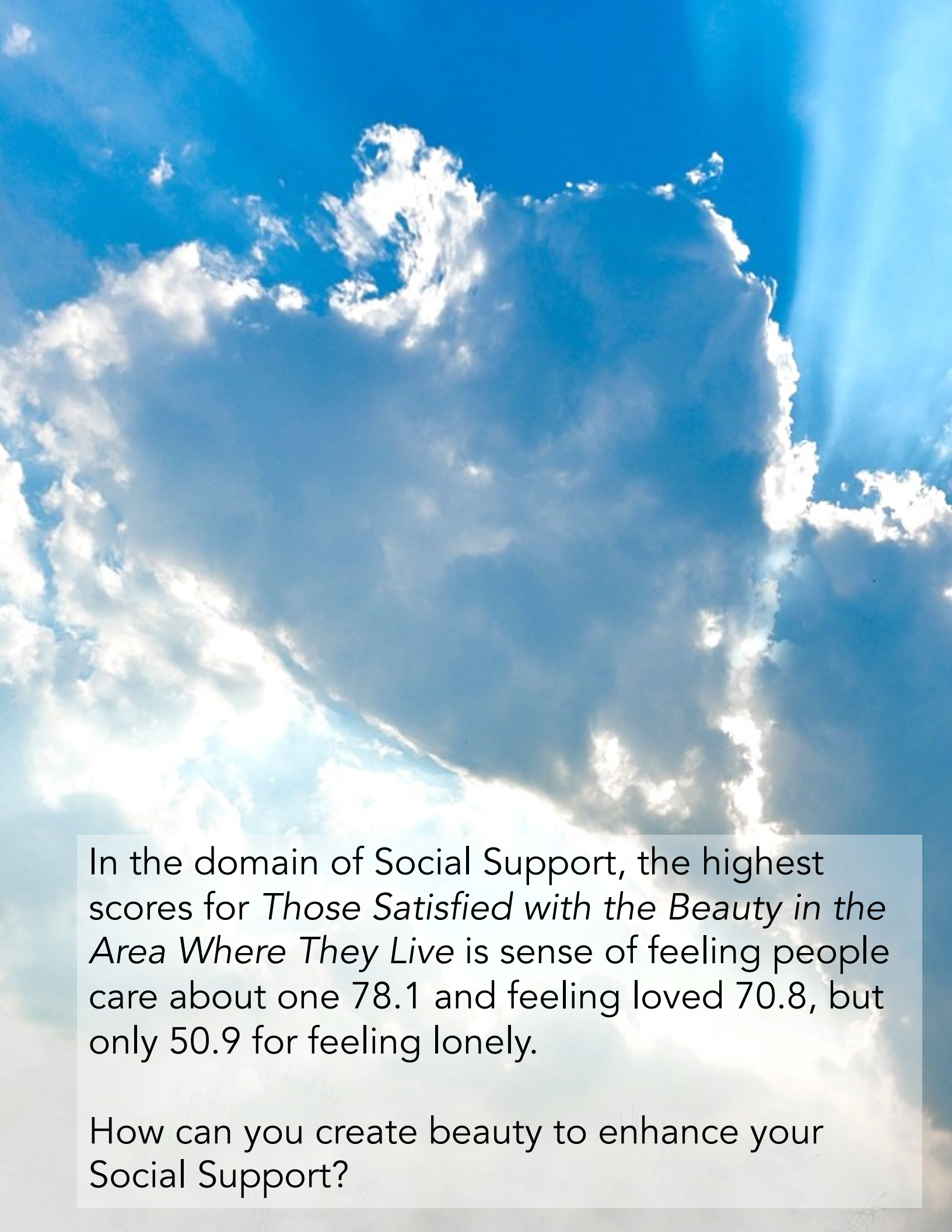
Giving, even just a little bit, makes you happier - not just from the act of giving, but also from your reflection on having given. Even if you feel like you can't afford it right now, giving just a few dollars each month will give you happiness yields.

Volunteering is good for you in oh so many ways, including that it contributes to your having more positive relationships as well as sense of belonging in community. When you volunteer, it's important you enjoy the people you work with as much as the work itself. Finding that sweet spot will give you the reward you need to keep you volunteering.

*Learn more:

greatergood.berkeley.edu/article/item/5_ways_giving_is_good_for_you &

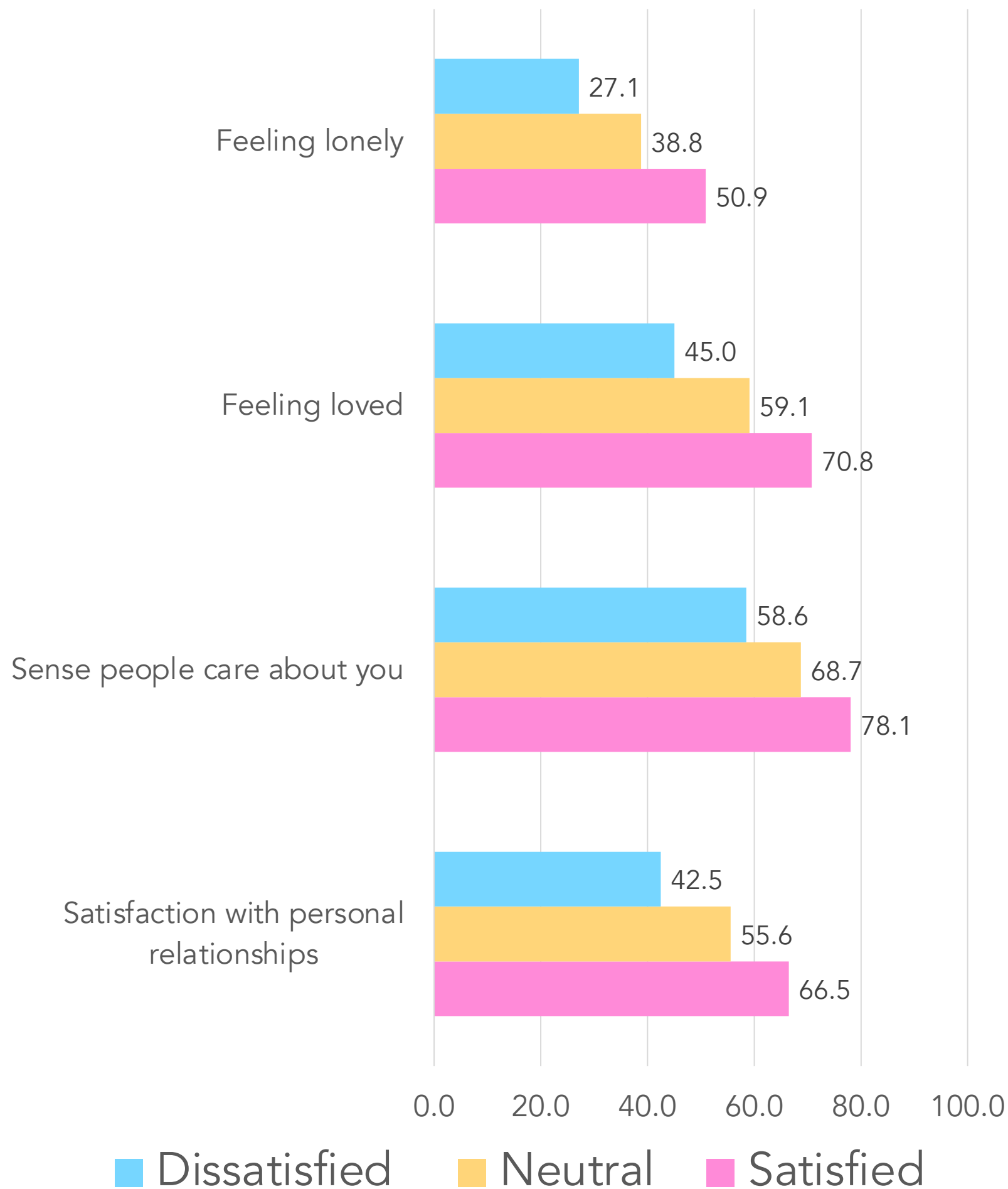
greatergood.berkeley.edu/article/item/how_volunteering_can_help_your_mental_health



In the domain of Social Support, the highest scores for *Those Satisfied with the Beauty in the Area Where They Live* is sense of feeling people care about one 78.1 and feeling loved 70.8, but only 50.9 for feeling lonely.

How can you create beauty to enhance your Social Support?

Social Support



Reach out for help if you are usually the one helping
Reach out to help if you often are helped.

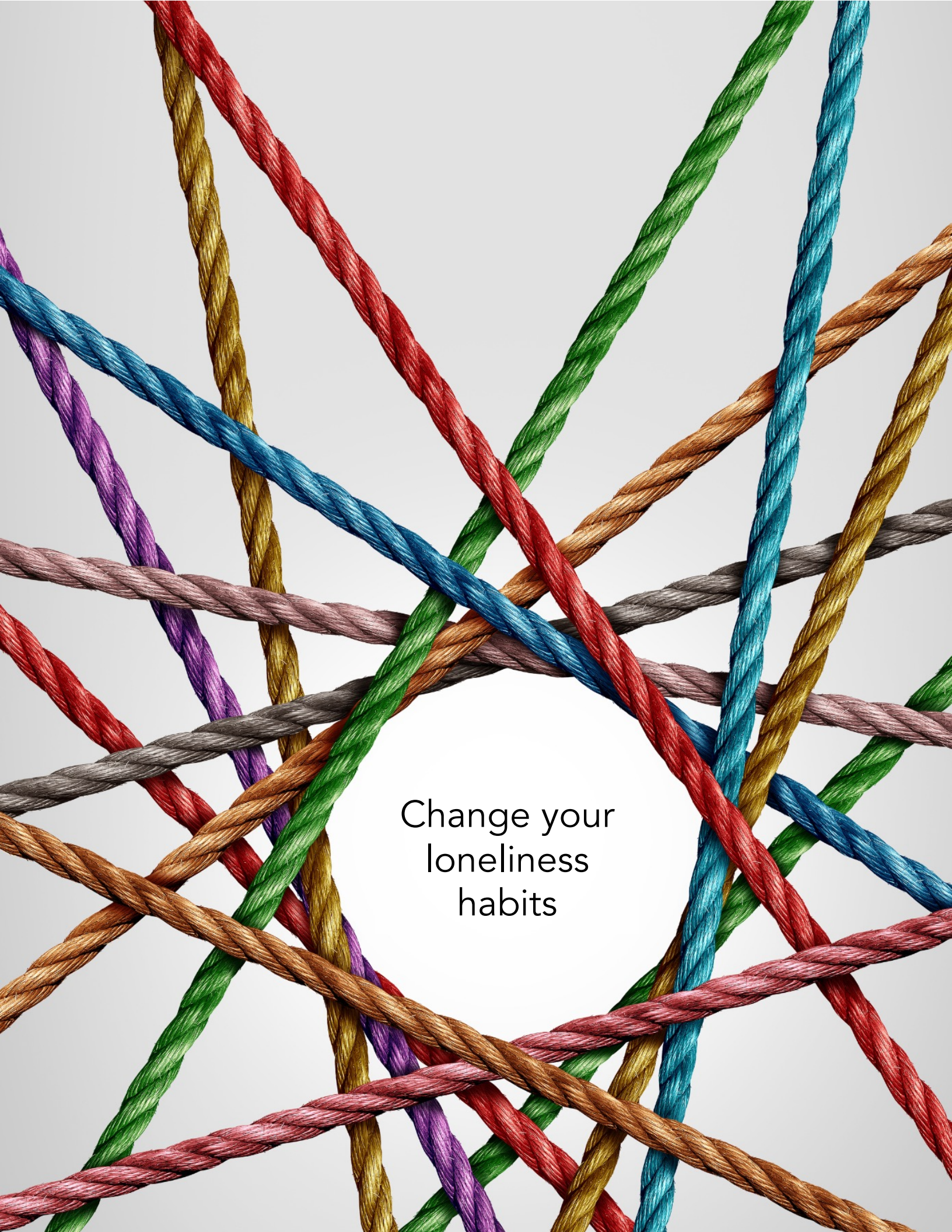


Overall giving people find it is easier to give help than to ask for it.*

If you are generally the one helping others, reach out for help when you need it, and do this before you are too sad, anxious or depressed to do much. If you notice a trend in your negative feelings, start the journey of finding a good therapist or group therapy for you – it often takes some time to find just the one for you, so do this proactively if you can.

If you are generally the one receiving help, reach out to those who have helped you with an offer to do something for them. Don't assume that just because they helped you willingly, or made the offer in the first place, you should not do anything in return! When you help them, don't ask for or accept anything in return. Remember- it's your turn to give!

*Learn more at
news.stanford.edu/2022/09/08/asking-help-hard-people-want-help-realize/



Change your
loneliness
habits

Loneliness is both epidemic and one of the drivers for over-consumption and unsustainable consumerism.

The next time you feel lonely, notice if your cure for loneliness is shopping – whether online, in the grocery store, at the second hand store or at the shopping center. Notice if when you buy things, feelings of loneliness are suppressed by the pleasure in the acquiring, and if so, know that you are not alone.

Don't wait to change your loneliness habits.

Make a list today of ways to alleviate loneliness. Fill it with things you love doing, but rarely treat yourself to - maybe writing a letter to someone far away, playing with a pet, or making a plans to visit friends or relatives. Then work on getting those things done, and when you do, create another list, and keep going so that you end up with lots of ways to cure your loneliness that do not involve buying stuff.

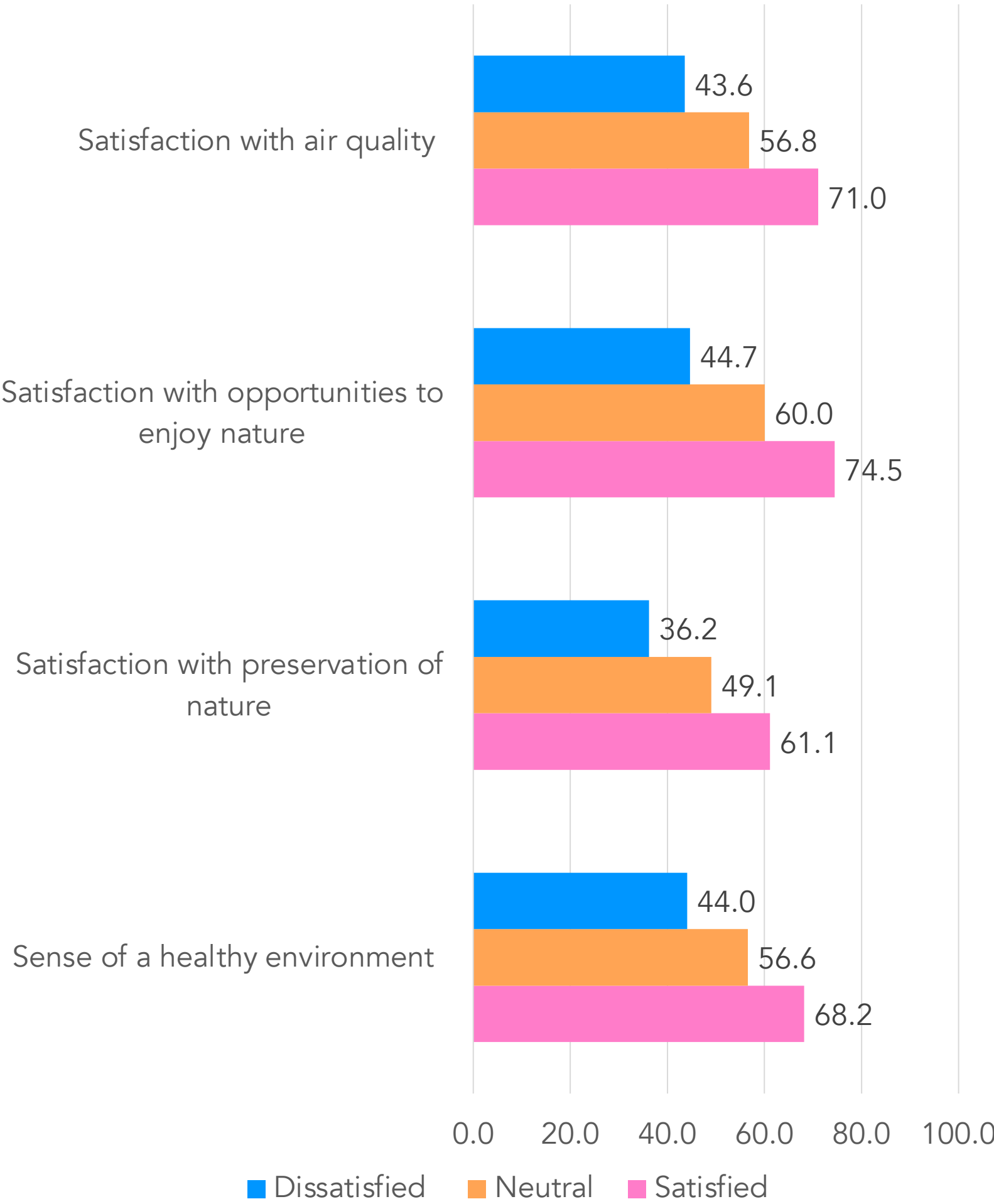
*Learn more.[hhs.gov/sites/default/files/surgeon-general-social-connection-advisory.pdf](https://www.hhs.gov/sites/default/files/surgeon-general-social-connection-advisory.pdf) & [frontiersin.org/articles/10.3389/fpsyg.2023.1071341/full](https://www.frontiersin.org/articles/10.3389/fpsyg.2023.1071341/full)

In the domain of Environment, the scores for *Those Satisfied with the Beauty in the Area Where They Live* are highest in satisfaction with access to nature 74.5 with air quality 71.

How can you create beauty to enhance your Environment?



Environment





Grow Plants

Working in the dirt to grow plants is good for your happiness and health, increases your resilience and contributes to planetary sustainability.*

If you think you don't have a green thumb, think again. Every human alive comes from a long background of ancestors who survived because of agricultural capacity. Whether you have a garden big enough for a vegetable patch or a spot near the window for a house plant, trust and teach yourself to grow plants. If you think you don't have a green thumb, start with plants that are easy to grow, such as spider plants indoors and sunflowers outdoors.

*Learn more: time.com/6258638/indoor-plants-health-benefits/ & www.forbes.com/sites/lauratenenbaum/2020/01/29/digging-in-the-dirt-really-does-make-people-happier/?sh=63ff34d331e1

Repair: Advocate, Learn, Do



Your right to repair has an impact on your feelings of empowerment as well as your impact on the environment and sustainability of our planet.*

The throw away economy says we are better off buying something new than repairing or upgrading. Planned obsolescence says companies make more money when you have to buy new stuff, and that is good for the economy.

Our hearts and minds know the throw away economy and planned obsolescence are not good for us or our planet.

When you learn how to repair something and advocate for the right to repair, you are making your life and the world a better place. (YouTube has lessons on just about anything, and if that does not work, you can always do an online search)

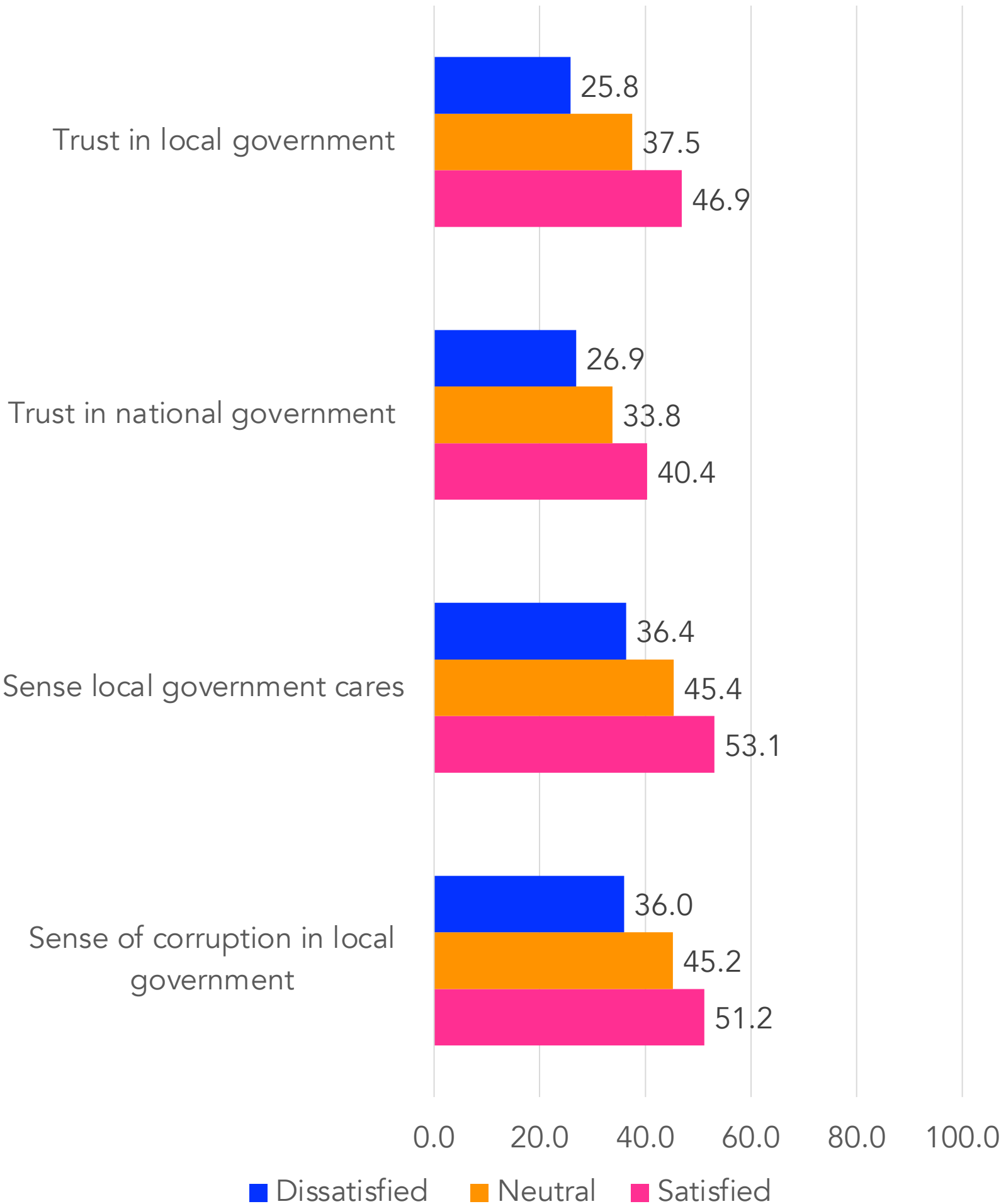
*Learn more : repair.org/stand-up

In the domain of Government, the scores for *Those Satisfied with the Beauty in the Area Where They Live* in all measures are 50 out of 100 or less.



How can you create beauty to enhance your Government?

Government



Know Your Human Rights



Know your Human Rights.*

Human Rights are the foundation of happiness.

How many of your human rights can you list right now with certainty?

Some you know because they are in your nation's constitution or bill of rights. Some you may have assumed and others will be a surprise to learn.

When you learn your human rights, you also learn how to detect when your or other's human rights are violated, and so can raise awareness and advocate for the human rights of those who are oppressed.

*Learn your human rights: [un.org/en/about-us/universal-declaration-of-human-rights](https://www.un.org/en/about-us/universal-declaration-of-human-rights)

Constitutional Knowledge



Understand the constitution of your nation.
Understand also the constitution of your nation's
biggest trade partners.


Do you know enough about your nation's
constitution that you are able to tell if it were being
violated by your government or by any other? Do
you know how your constitutional rights differ from
that of your nations biggest trade partners? Do you
know what you can do about a violation of your
constitutional rights?

Learn the US Constitution: whitehouse.gov/about-the-white-house/our-government/the-constitution/

Learn the UK Constitution:
parliament.uk/globalassets/documents/commons-committees/political-and-constitutional-reform/The-UK-Constitution.pdf

Learn the EU Constitution:
europarl.europa.eu/Europe2004/textes/2005-01-10-brochure-constitution-en-v02.pdf

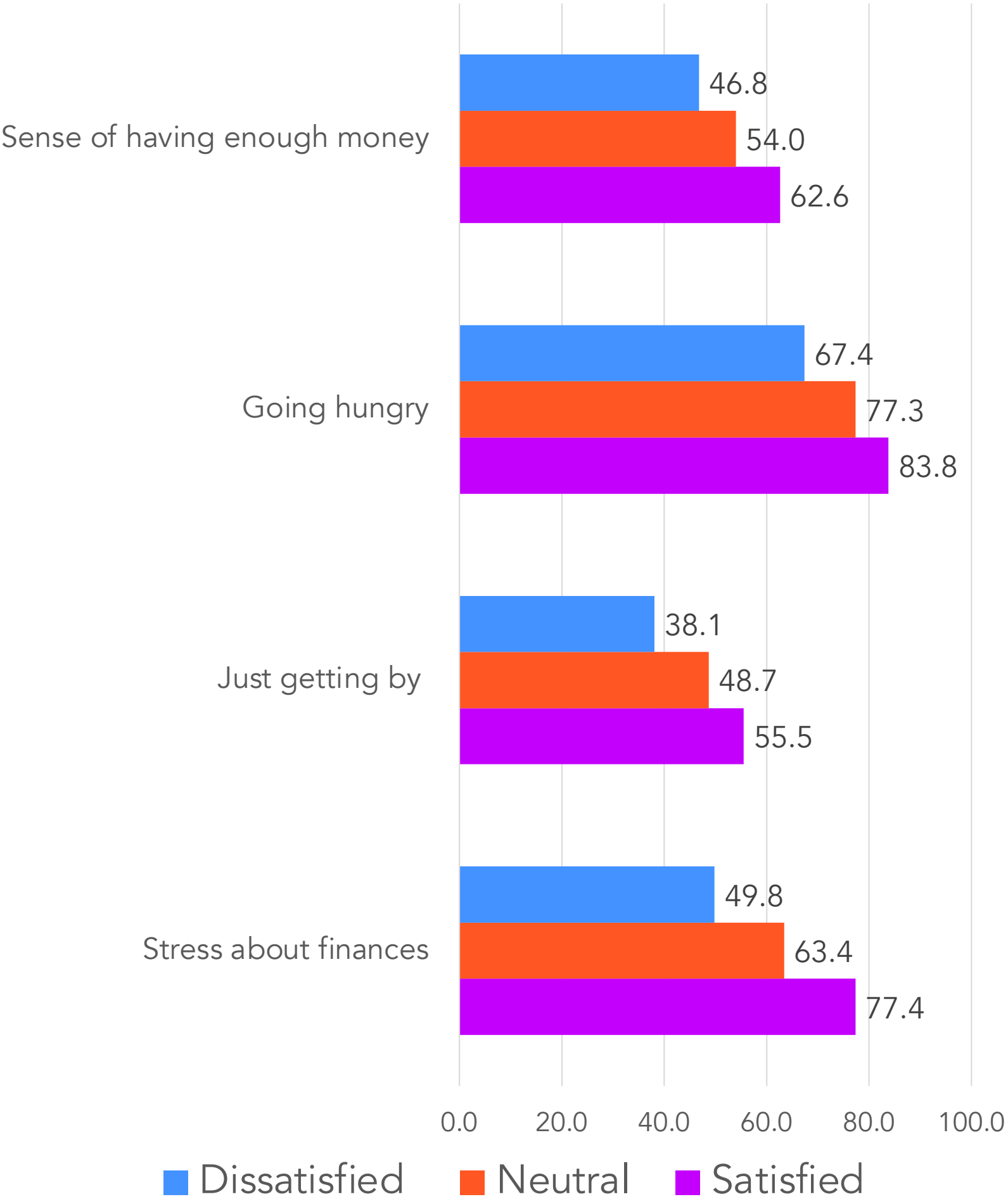
Learn China's Constitution:
guides.library.harvard.edu/c.php?g=310179&p=2071166

An aerial photograph of a vast agricultural landscape. The fields are meticulously organized into rows and blocks, showing a variety of green crops. Some areas are covered with blue plastic mulch. Small figures of people can be seen working in the fields. In the bottom left corner, there is a small structure with a grey roof and a blue corrugated metal wall. The overall scene is vibrant and productive.

In the domain of Economy/Standard of Living, the scores for *Those Satisfied with the Beauty in the Area Where They Live* are highest in having enough money to buy food (going hungry) 83.8 and stress about finances 77.4, where a score of 70 and above means having little or no stress about finances.

How can you create beauty to enhance your Economy/Standard of Living?

Economy / Standard of Living





Do work that contributes to sustainable development.

Sustainable development is connected to happiness for all the Sustainable Development Goals (SDGs) except Goal 12: Responsible Consumption and Production and Goal 13: Climate Change* – and that needs to change.

One of the most powerful ways you can contribute to both a sustainable future and systems change is to do work that does no harm to the planet or people. If it's not feasible for you to do work that is good for people and the planet, set an intention, make a plan and every day do something, even if it's a tiny baby step, towards reaching your goal.

*Learn more pubmed.ncbi.nlm.nih.gov/32934290/ & clubofrome.org/blog-post/systemic-change-sustainable-future/

Be a part of the solution for systems change in economies and societies that brings about a happy and sustainable planet for us all.

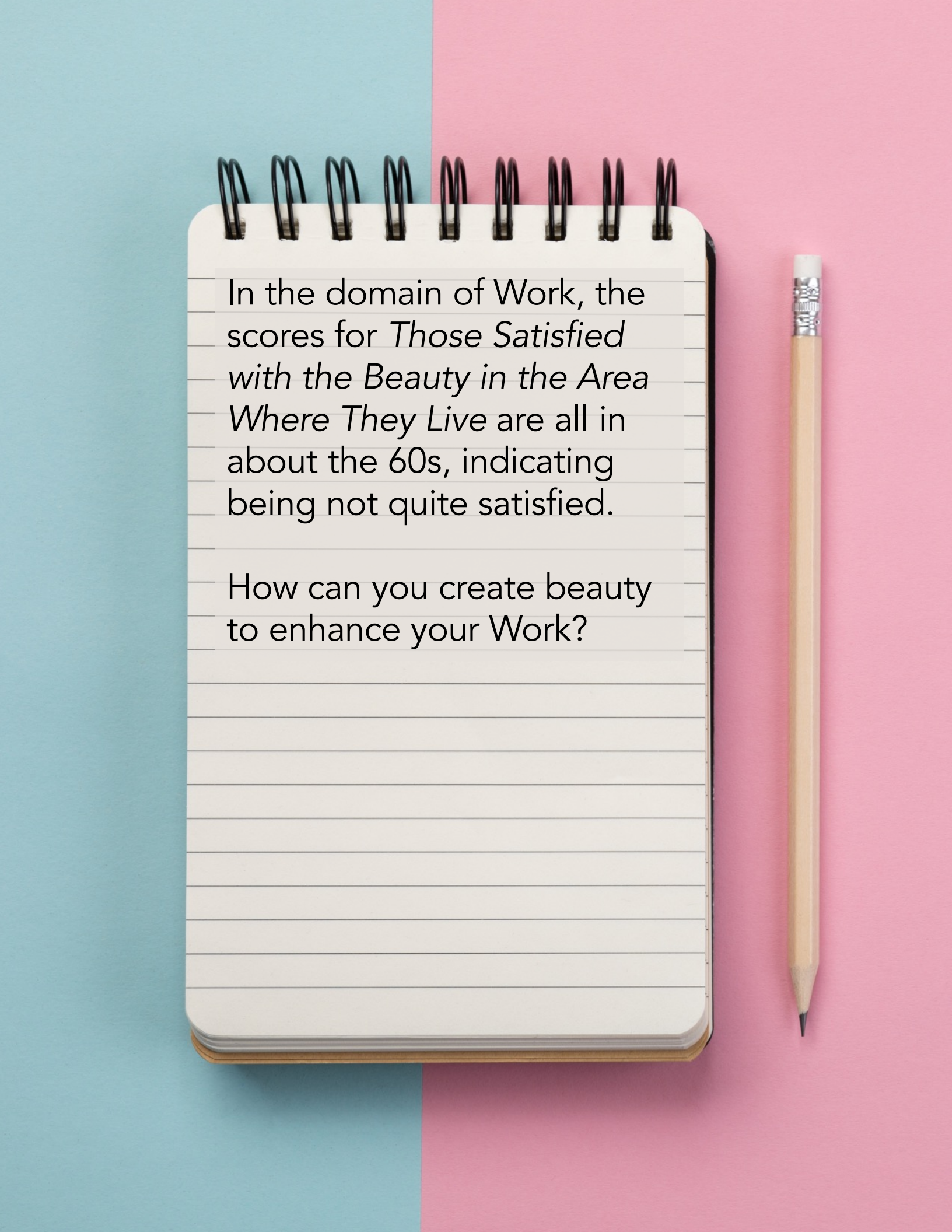


A government that uses monetary measures like economic growth and consumer consumption to measure its progress, results in people's placing a high value on wealth and status.* When a government uses well-being for its main measure of success, the values of its people change to caring for each other and the planet as well as self actualization.

Learn about the role metrics and values play in social change. Contribute to social change by spreading the word about the Happiness Index and other efforts to realize a sustainable future where all beings enjoy well-being.

*Learn more

assets.wwf.org.uk/downloads/meeting_environmental_challenges___the_role_of_human_identity.pdf & happycounts.org/learn-about-the-happiness-movement.html



In the domain of Work, the scores for *Those Satisfied with the Beauty in the Area Where They Live* are all in about the 60s, indicating being not quite satisfied.

How can you create beauty to enhance your Work?

Work





Have Fun at Work

Having fun at work improves your creative problem solving skills, your productivity, and your enjoyment at work - and most importantly - you enjoy your work and your life more.*

At work, everyday spend at least five minutes doing something that gives you joy and feels like pure fun – whether as part of a work activity or during your break. You know you are having fun when a smile comes naturally to your face.

*Learn more hbr.org/2022/05/why-work-should-be-fun &
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10040513/>

Work with people you like.



The people you work with have a big impact on your happiness.*

It is obvious that when you do work you love, you are happier, but less obvious that when you work with people who like you and whom you like, you are also happier. Take the time and effort to make friends at work and to maintain those friendships.

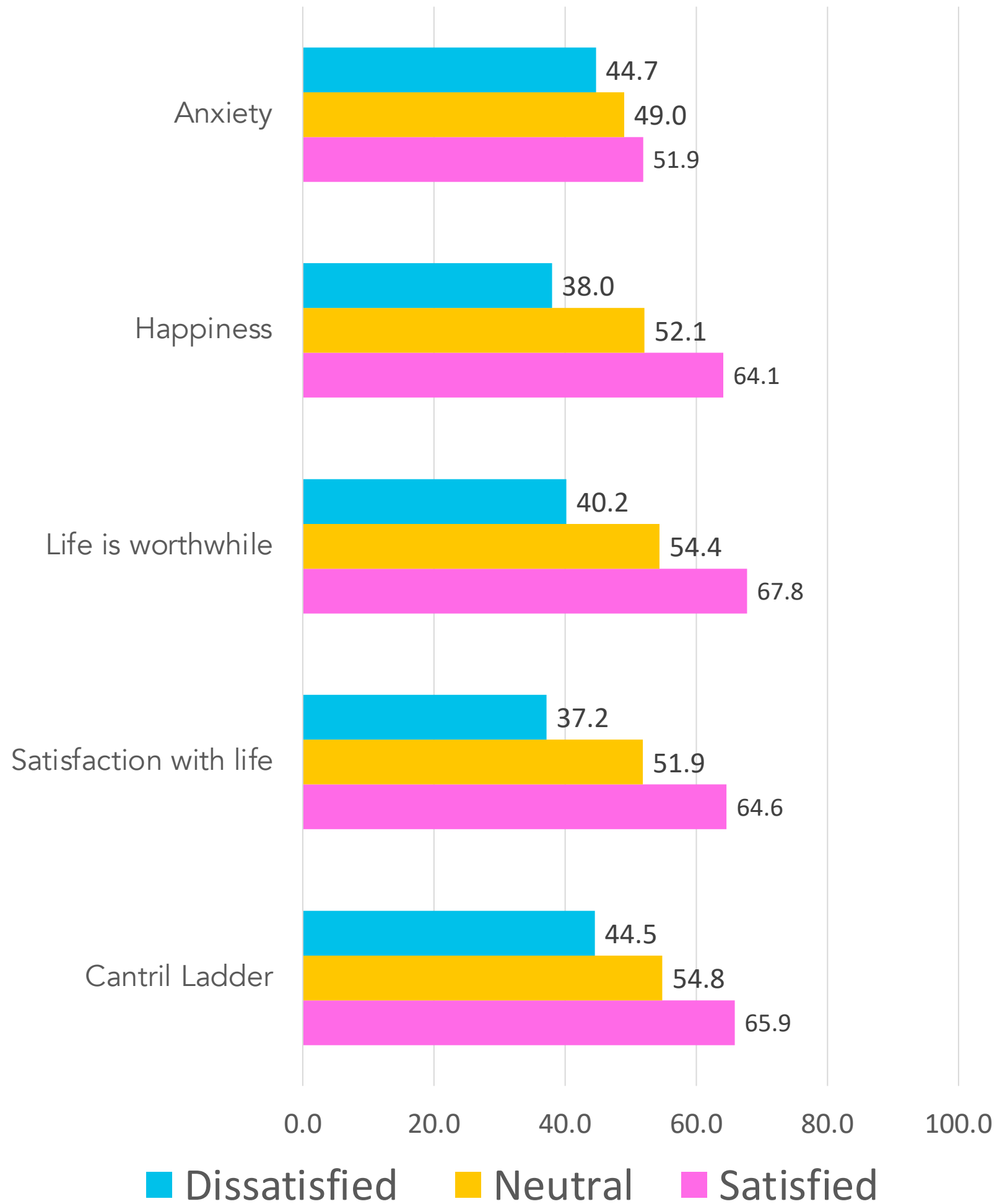
*Learn more [npr.org/sections/health-shots/2023/02/24/1158881773/friendships-at-work-can-boost-happiness-heres-how-to-nurture-them](https://www.npr.org/sections/health-shots/2023/02/24/1158881773/friendships-at-work-can-boost-happiness-heres-how-to-nurture-them)



In the domain of Satisfaction with Life, the scores for *Those Satisfied with the Beauty in the Area Where They Live* are all in about 50 or 60, indicating not quite being satisfied.

How can you create beauty to enhance your life?

Satisfaction With Life Domain



The Cantril Ladder is the measure the World Happiness Report and many governments - as well as NGOs and other entities - use to measure happiness and well-being. It's the measure that gives us hints about whether changes in our lives impact our happiness.

There are many things, including those in this report, that you can do to climb up your Cantril Ladder, and Happiness Science tells us there the two main ways you can increase your happiness all on your own.



Practice Mindfulness in any ways that brings you a sense of love for yourself and others.



Practice Gratitude in whatever way comes easiest for you.

Lists

Journals

Letters

Alarm reminders on your phone

And anything else...

As you practice gratitude in one way, find others and expand your happiness.

The Happiness Alliance's mission is to contribute to the transformation of economies and societies so that the happiness of people, the well-being of communities, and the sustainability of ecosystems is the primary aim of governance, enterprise and people.

For attribution, please cite:

Musikanski, L., & Bradbury, J. (2024). The Happiness Report Card 2024. *Happiness Alliance* happycounts.org

