

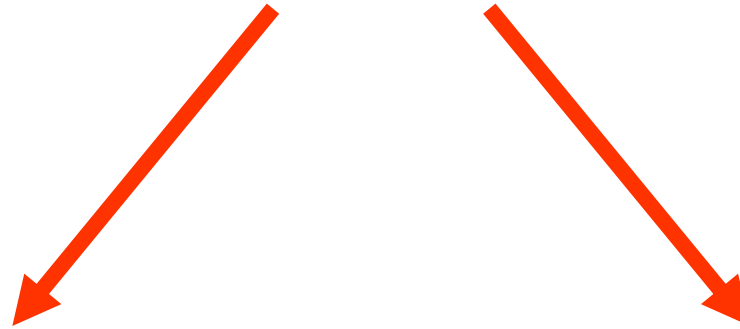
The Australian Unity Wellbeing Index

Robert A. Cummins

**Australian Centre on Quality of Life
Deakin University**

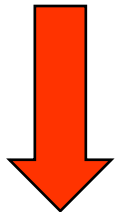
<http://www.deakin.edu.au/research/acqol>

Quality of Life



Objective Conditions
e.g. Physical health

Subjective Perceptions
e.g. Satisfaction with health



Objective QOL
[Quality of living]



Subjective QOL
[Mood Happiness]

The Australian Unity Wellbeing Index Surveys

Geographically representative sample

N = 2,000

Telephone interview

#1: April 2001

#24: September 2010

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**Rationale: To measure the Mood Happiness
of the Australian population**

Personal Wellbeing Index

International Wellbeing Group (2006)

<http://www.deakin.edu.au/research/acqol>

How satisfied are you with your-----?

- **Standard of living**
- **Health**
- **Achieving in life**
- **Relationships**
- **Safety**
- **Community connectedness**
- **Future security**
- **Spirituality/Religion**

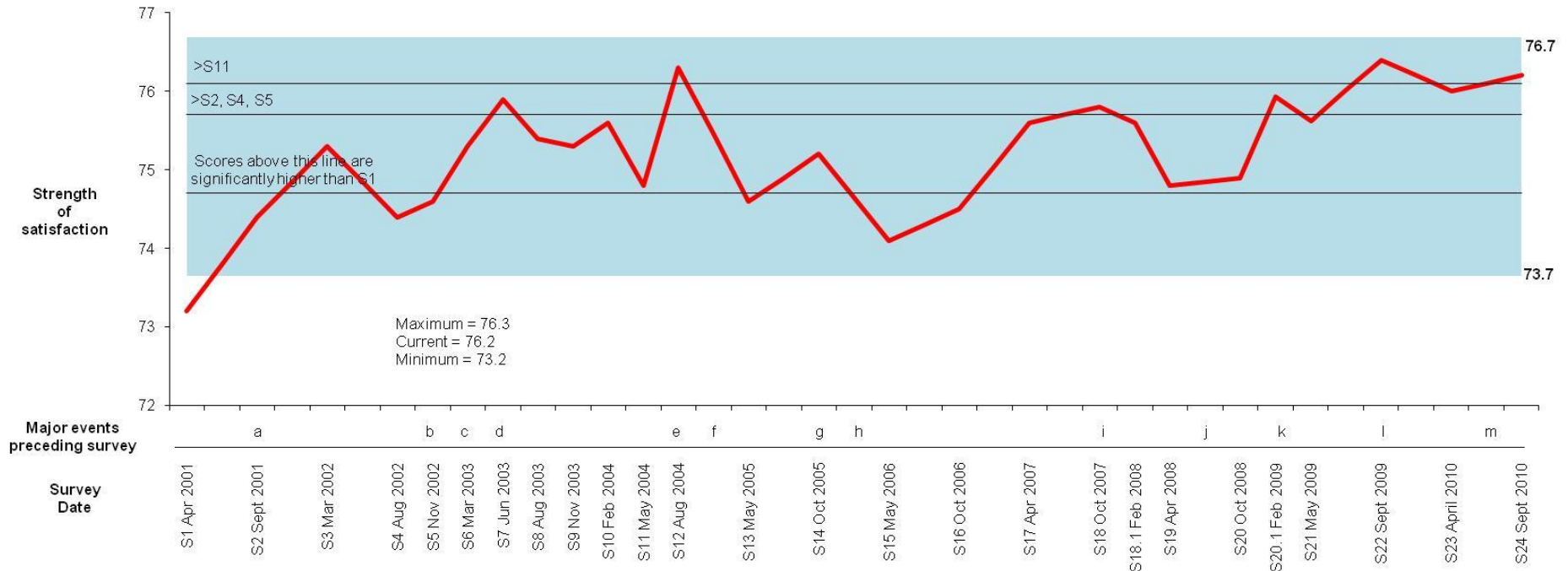
We code all data to lie on a range from

**Complete
dissatisfaction**

**Complete
satisfaction**



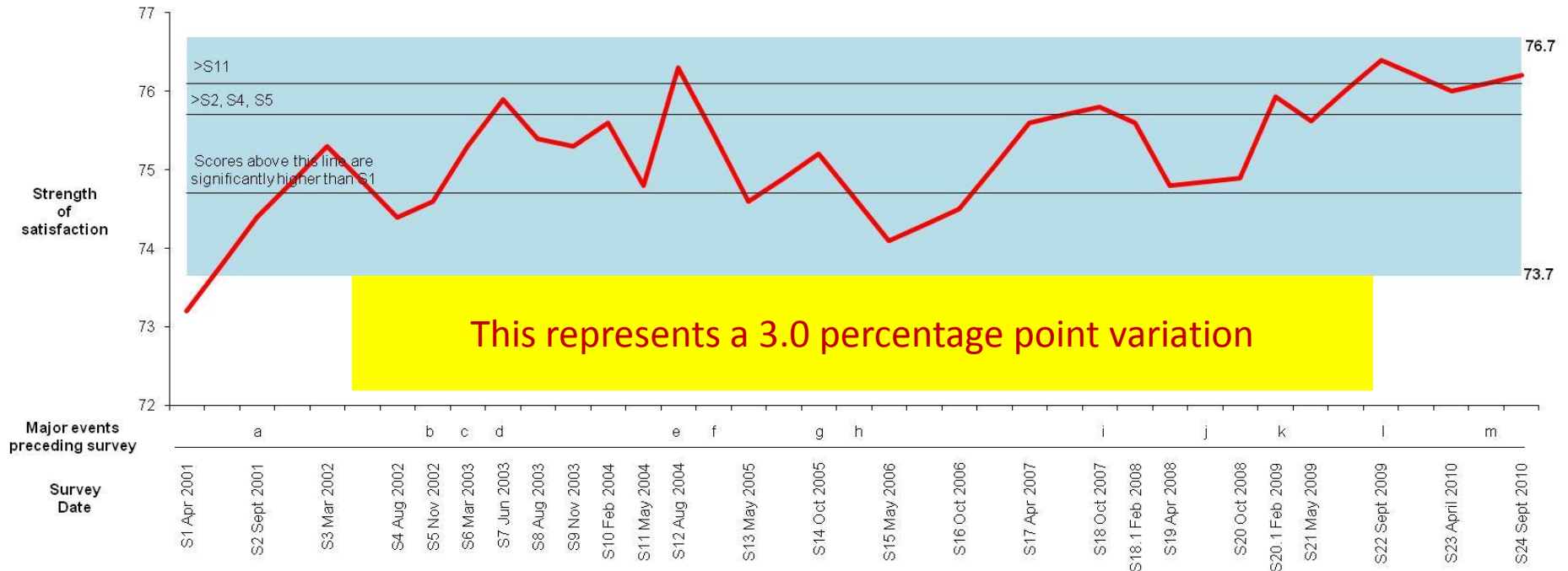
Personal Wellbeing Index 2001 - 2010



Key:

a = September 11	e = Athens Olympics	i = Labor Government Elected	m = Labor government re-elected
b = Bali Bombing	f = Asian Tsunami	j = Stock market collapse	
c = Pre-Iraq War	g = Second Bali Bombing	k = Fires and floods	
d = Hussein Depose	h = New IR Laws	l = Stock market recovery	

Personal Wellbeing Index 2001 - 2010



Key:

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**So, if the Index changes so little, what is
the justification for its use?**

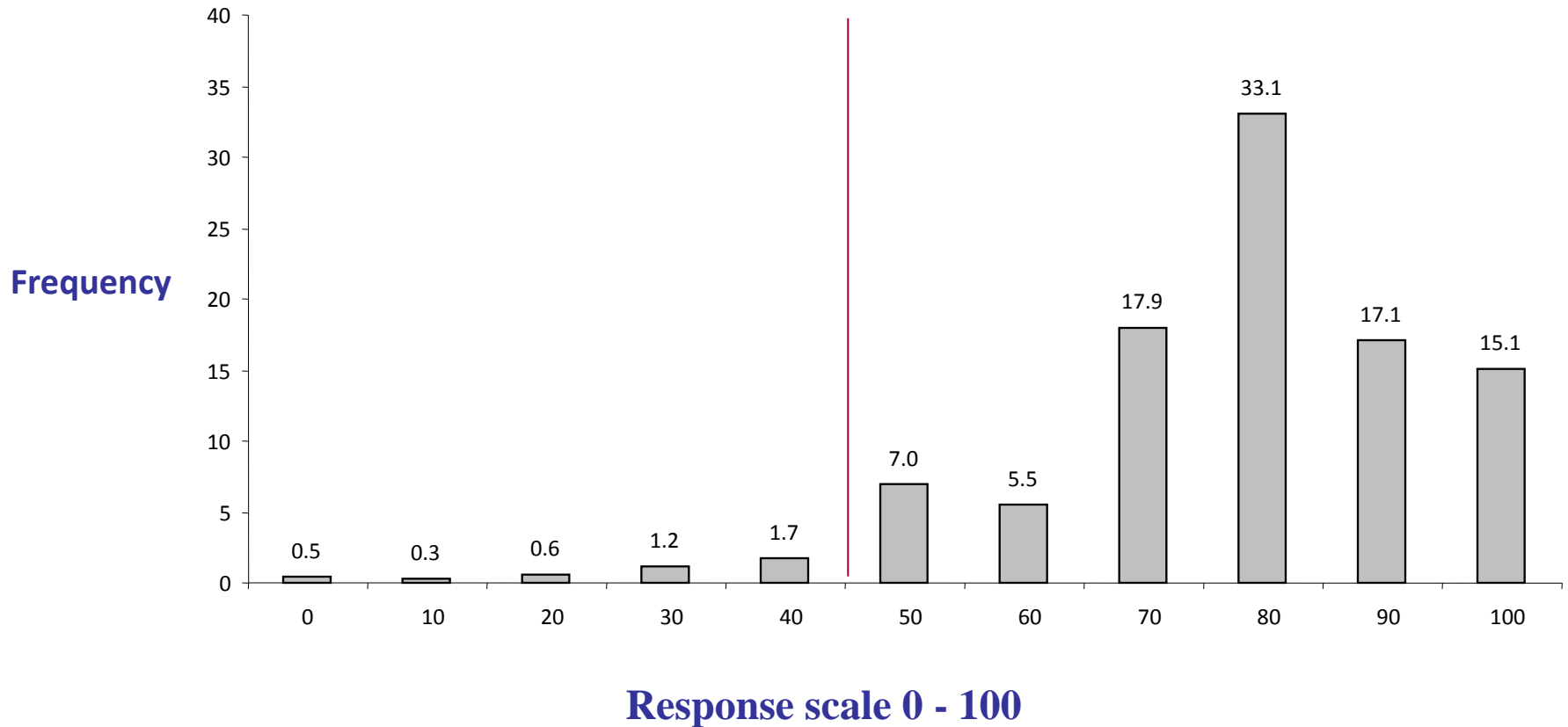
We can use the Index to identify individuals and groups who are 'at risk' of depression

ie. They have lower-than-normal positive mood

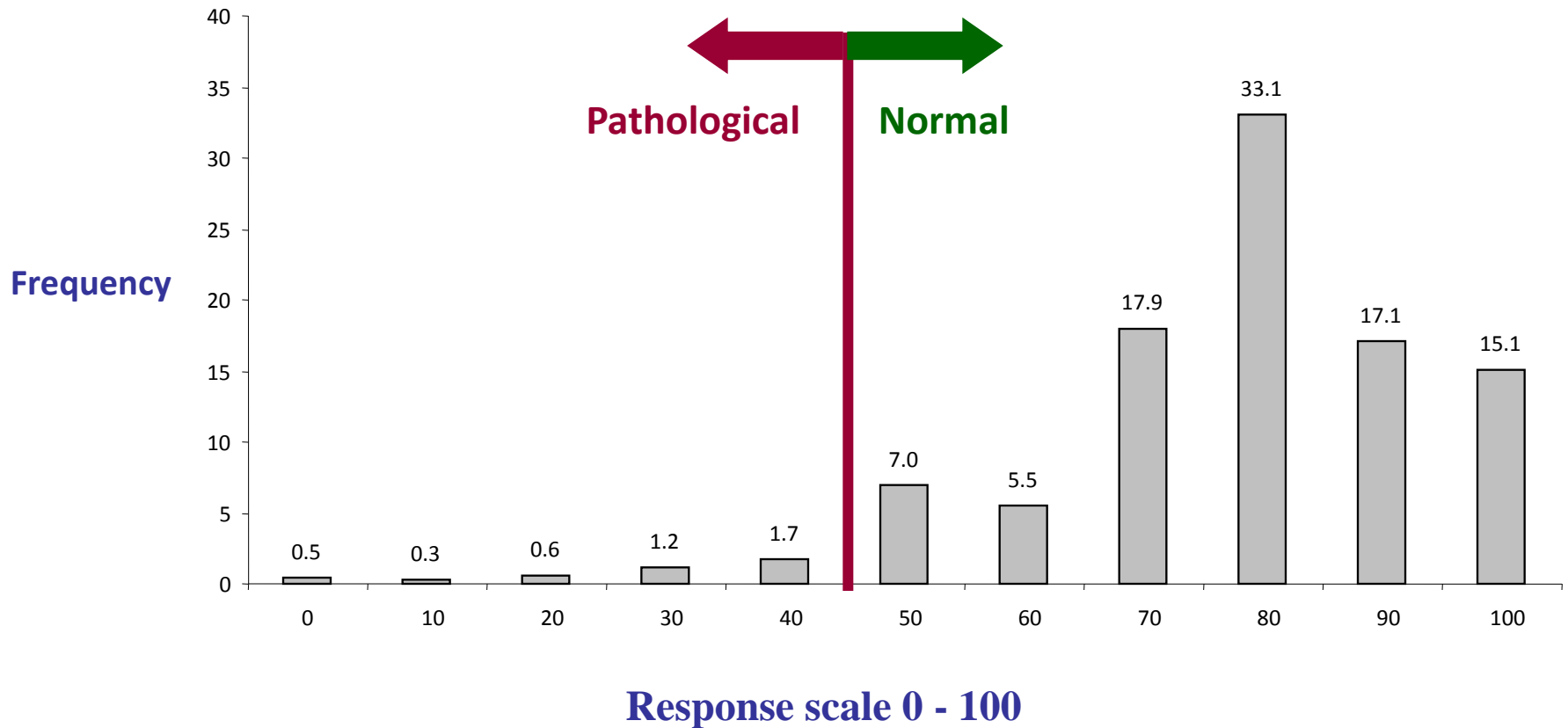
We can identify such people by measuring Mood Happiness

Normal distribution of Mood Happiness for individuals

$N \approx 40,000$

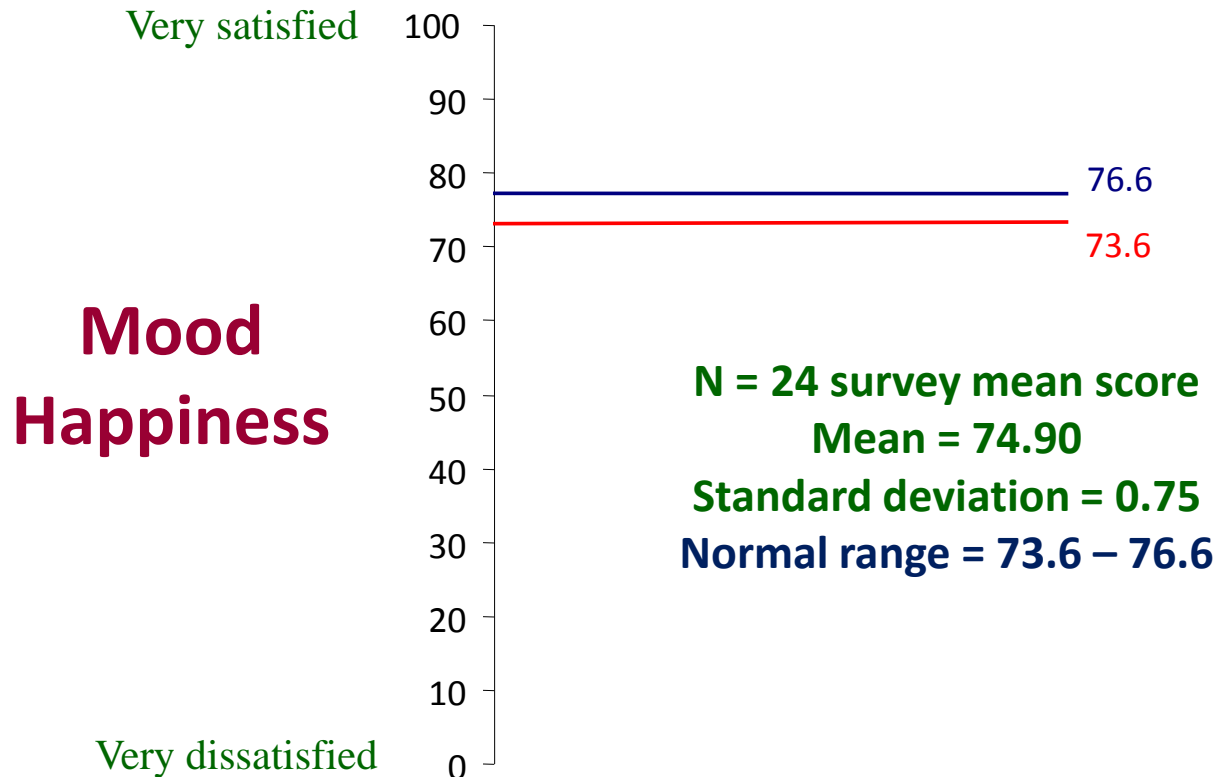


Mood happiness of each individual should be >50

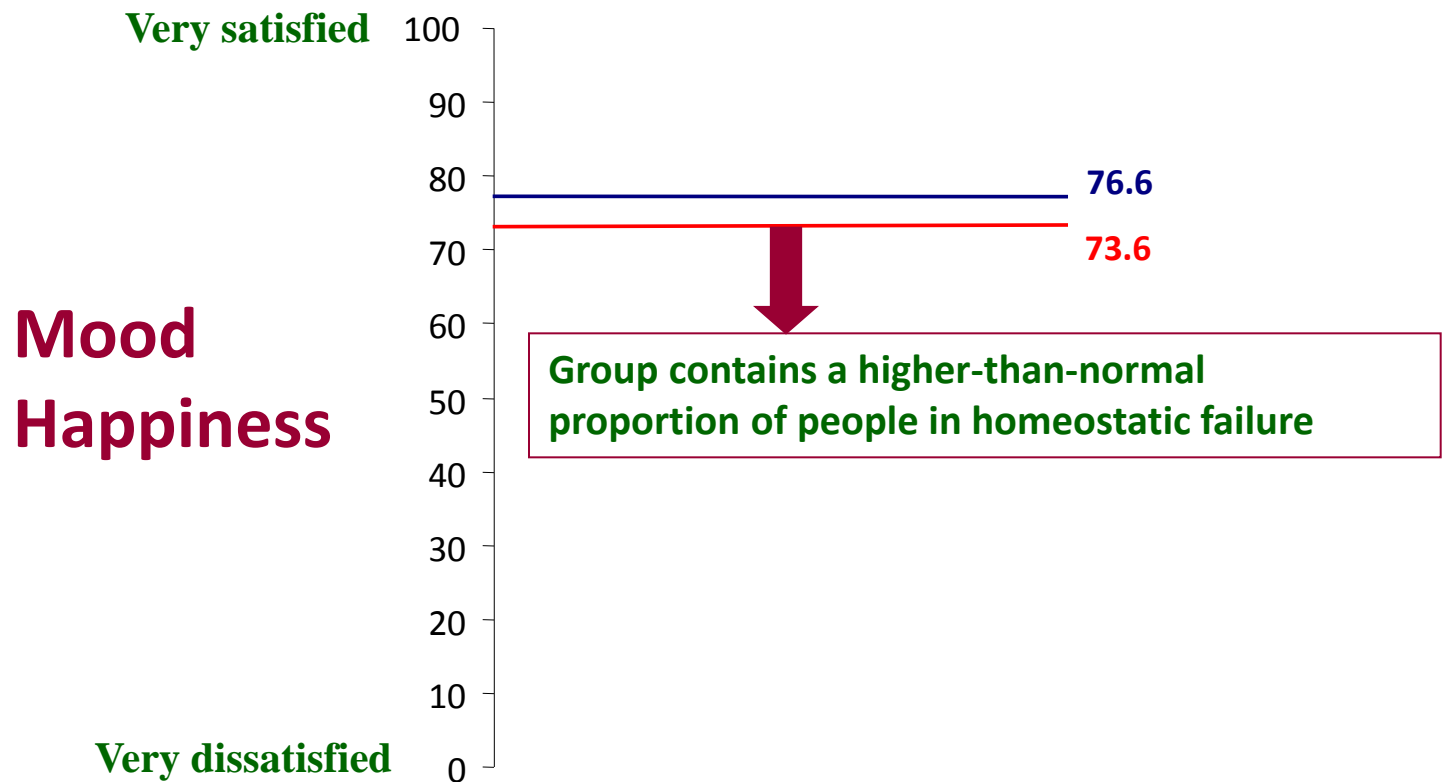


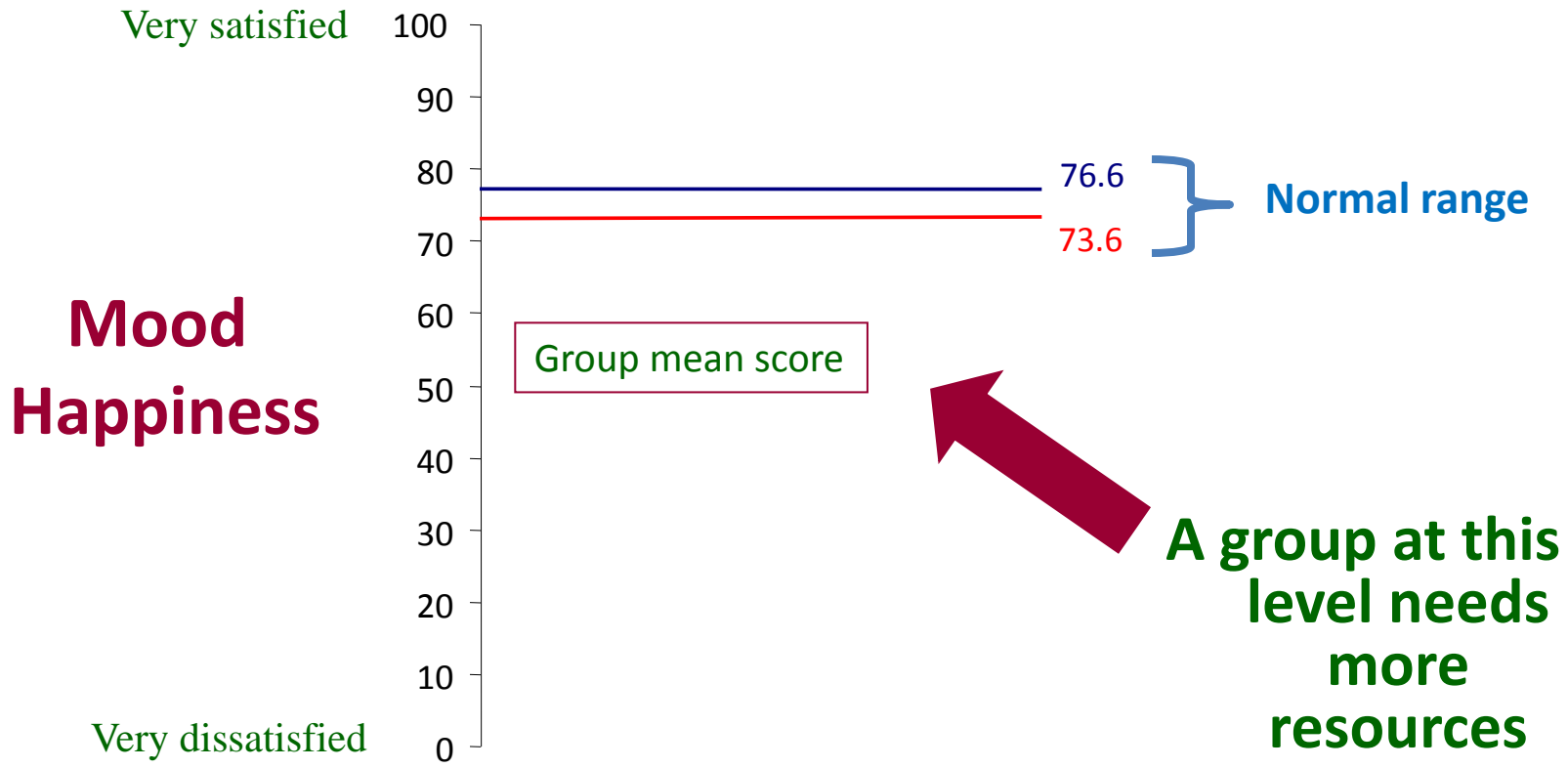
Normal range for group means

We have established the Mood Happiness normal range using population sample mean scores as data



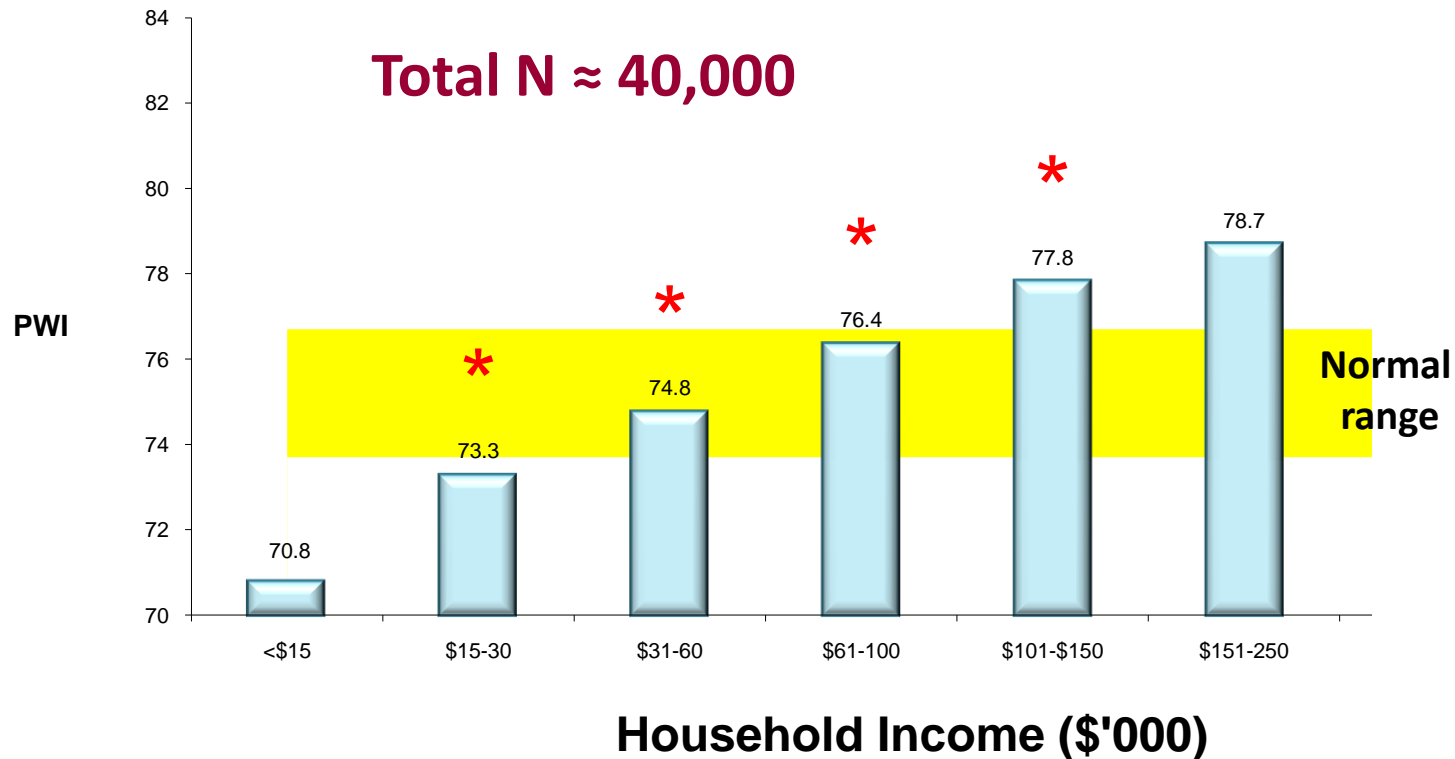
Abnormal groups can be identified through the group mean



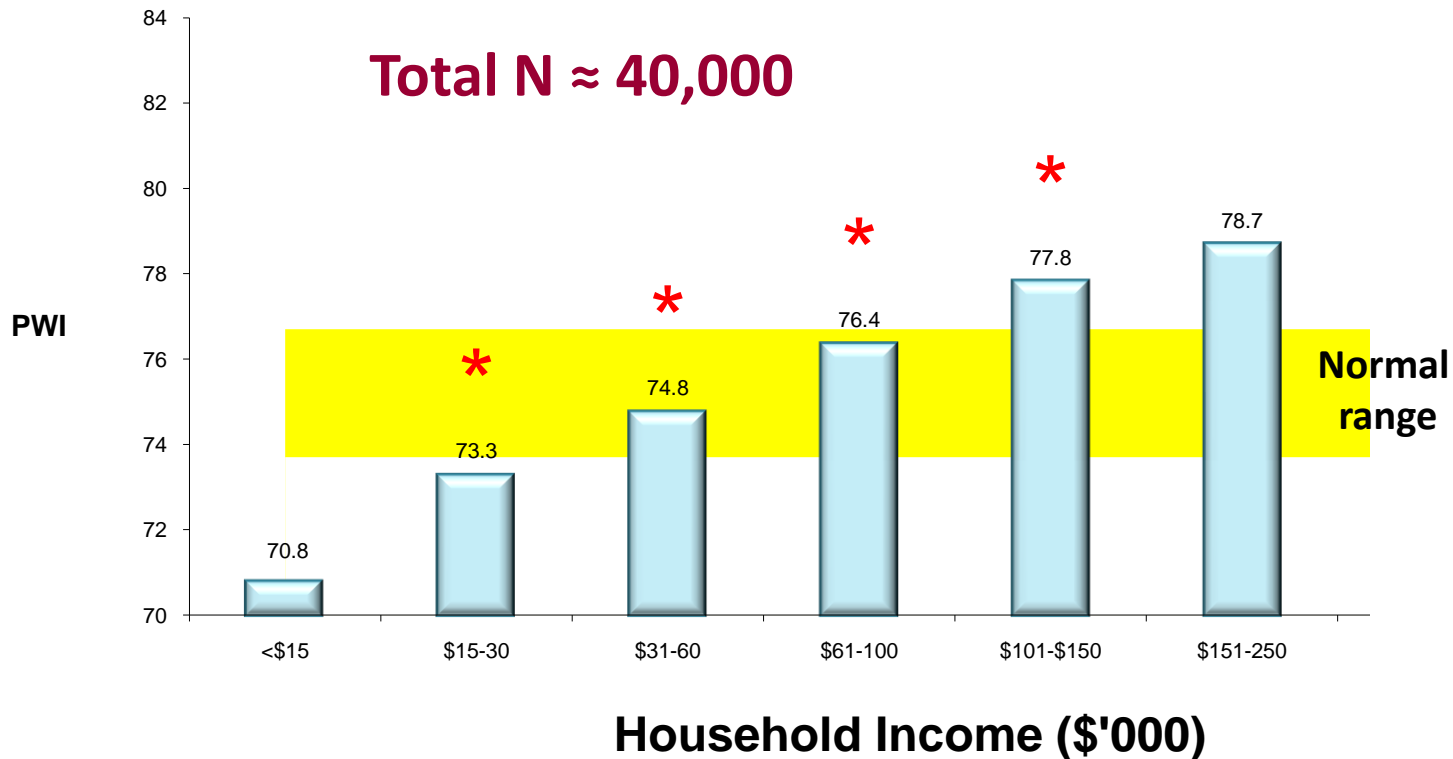


**What groups have we identified as being
'at risk' and what are the policy
implications?**

Money as a defensive resource: [Diminishing Marginal Utility]

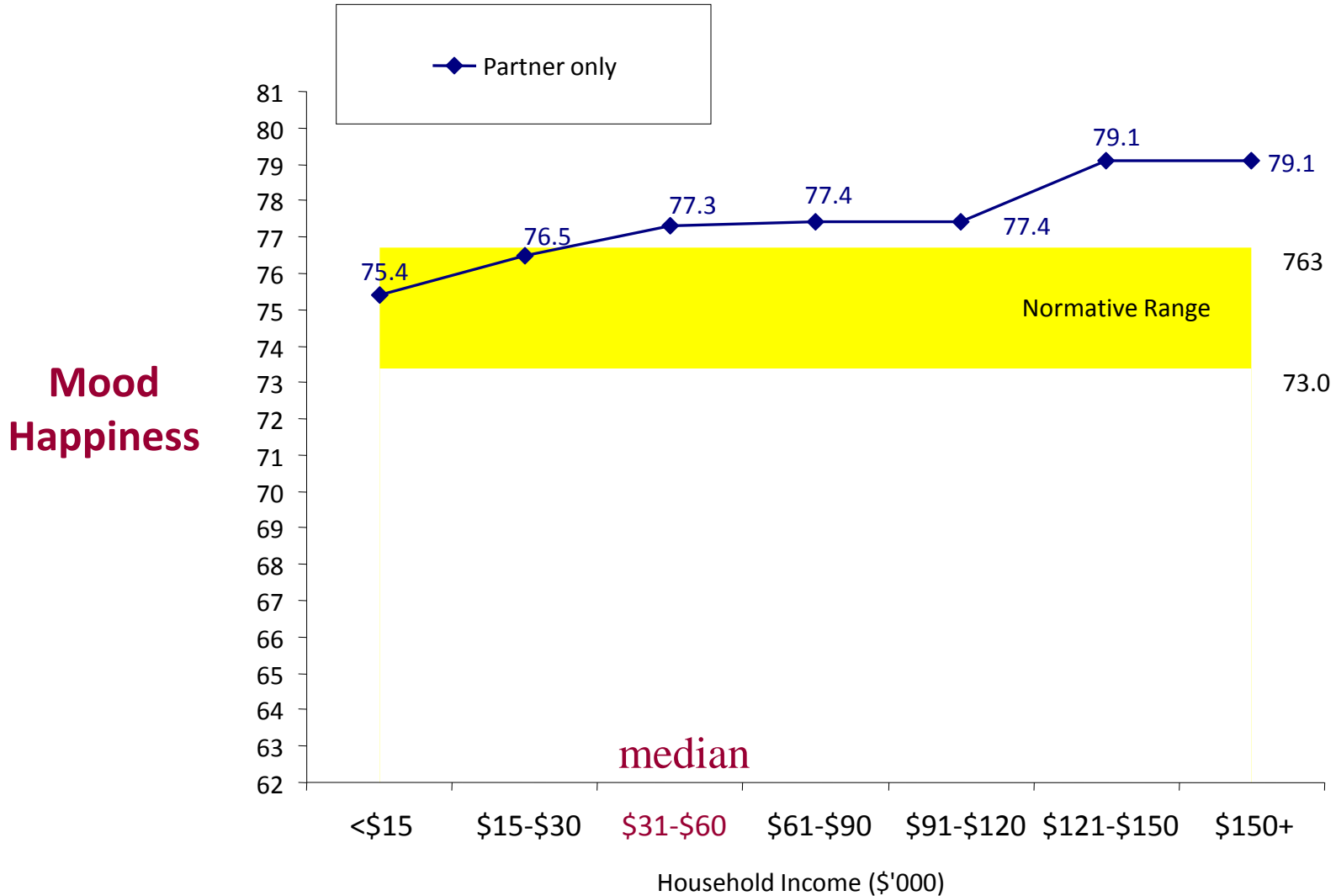


Money as a defensive resource: [Diminishing Marginal Utility]

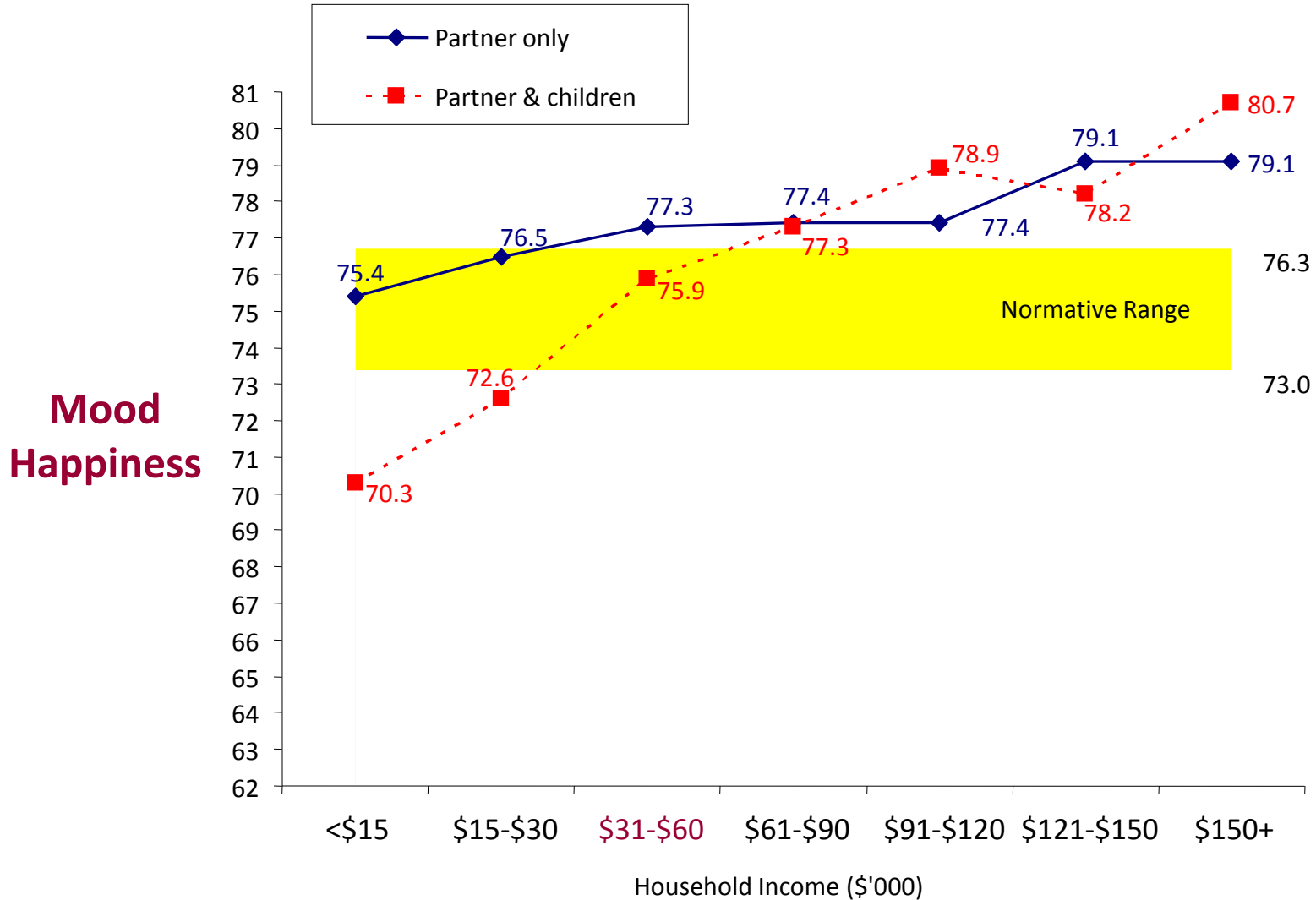


Do all low income groups do equally badly?

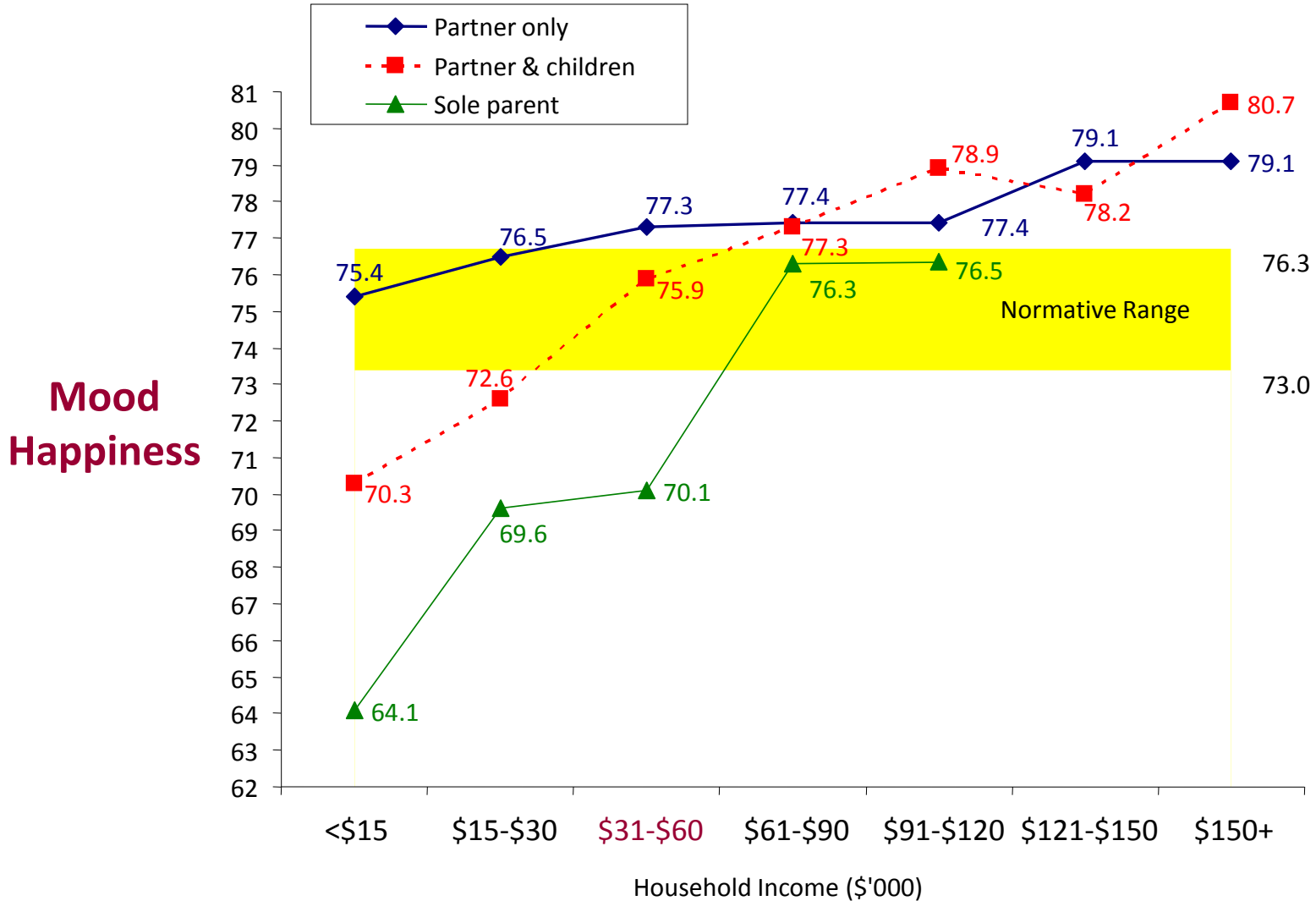
Australian Unity Wellbeing Index [cumulative data]



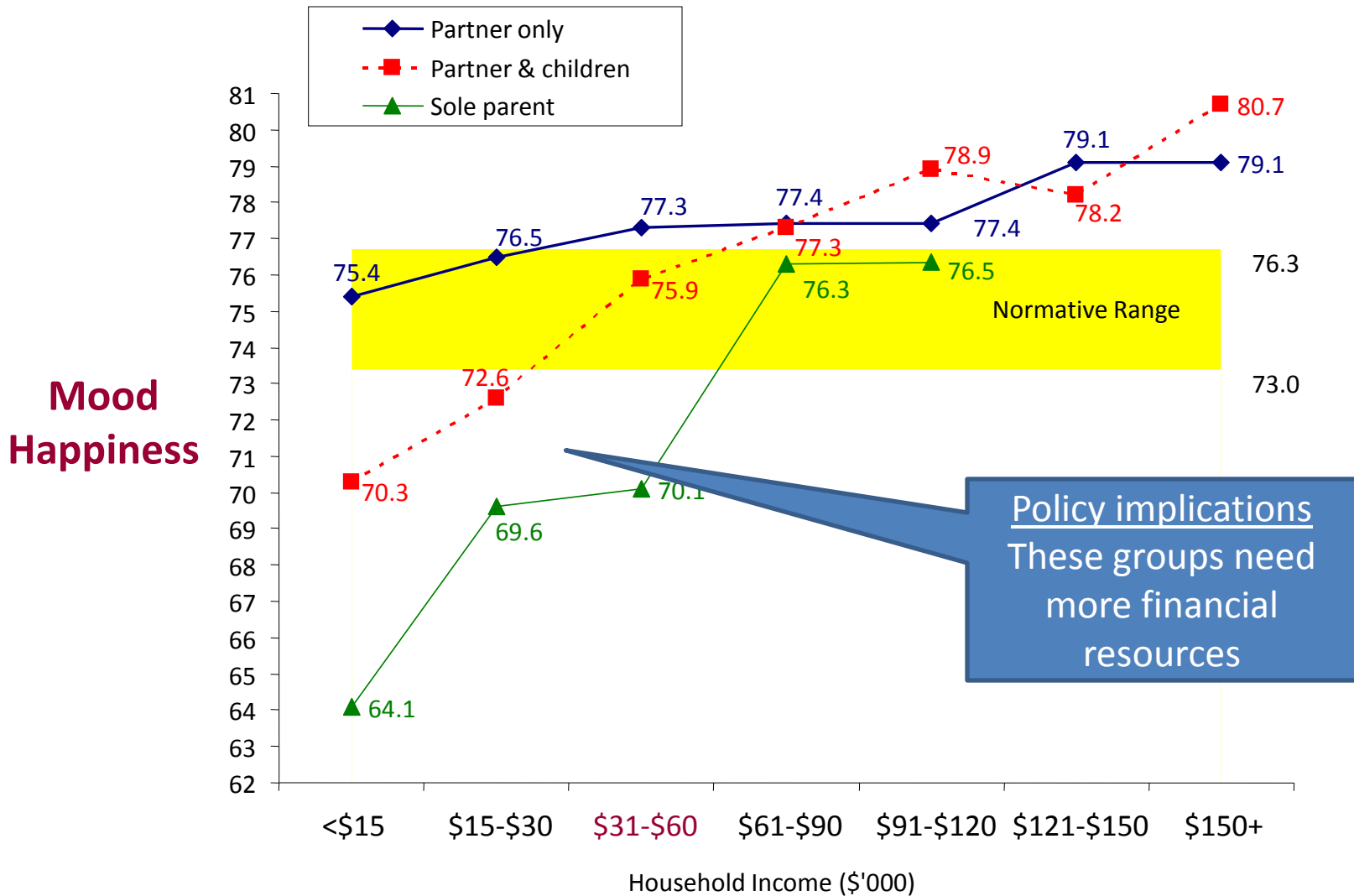
Australian Unity Wellbeing Index [cumulative data]



Australian Unity Wellbeing Index [cumulative data]



Australian Unity Wellbeing Index [cumulative data]



Implications for national happiness

How can measures of mood happiness inform national policy how to make the nation happier?

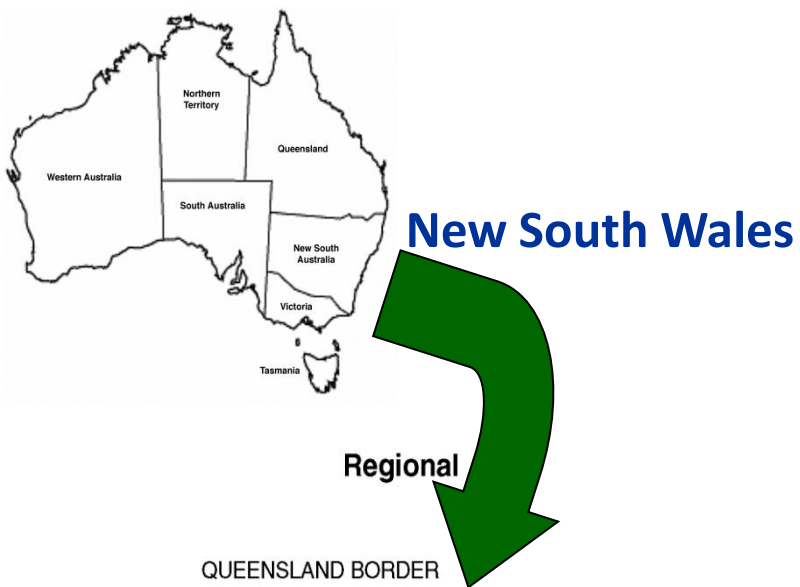
Implications for national happiness

How can measures of mood happiness inform national policy how to make the nation happier?

#1

**By distributing more resources to areas
of low mood happiness**

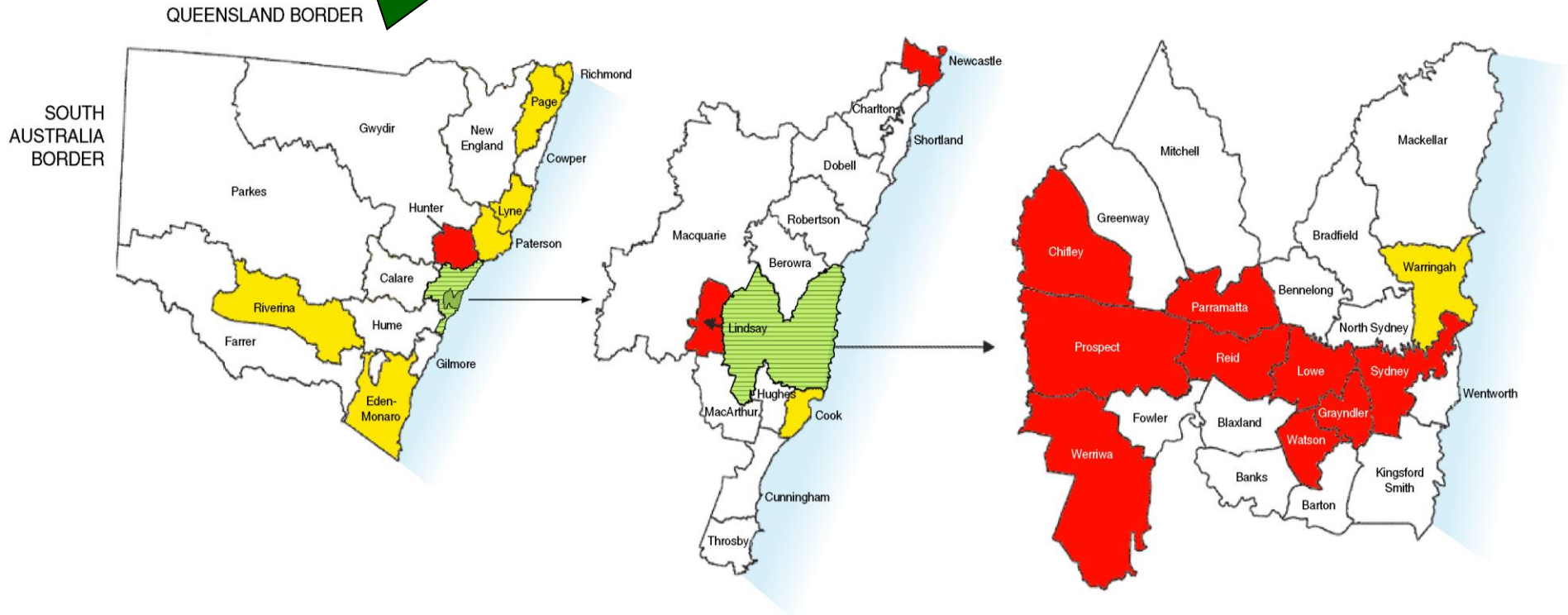
**The normative range can be used to identify
geographic regions at risk**



Mood Happiness

Sydney Surrounds

Sydney Urban



Above average

Average

Below average

How can measures of mood happiness inform national policy how to make the nation happier?

#2

By regulating the geographic distribution of the population

The Personal Wellbeing Index can be used to determine the optimal size of towns

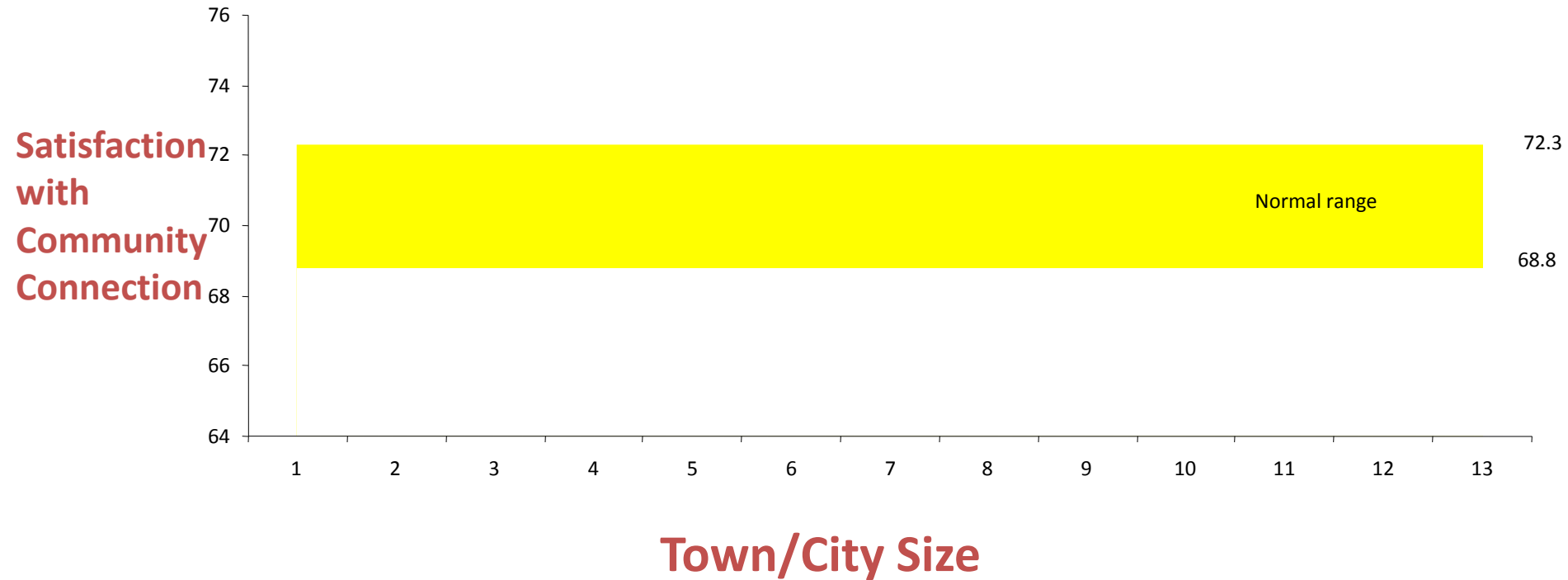
Personal Wellbeing Index

How satisfied are you with your-----?

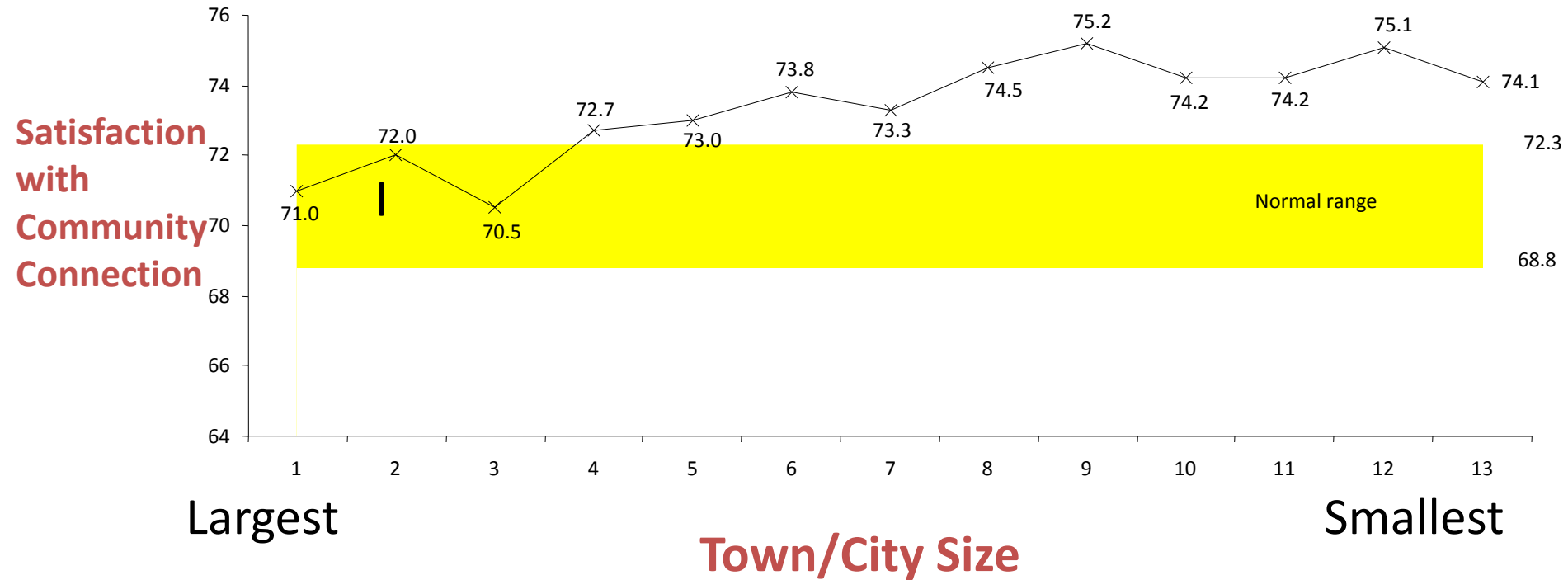
- Standard of living
- Health
- Achieving in life
- Relationships
- Safety
- **Community connectedness**
- Future security
- Spirituality/Religion

Each domain has its own normal range

PWI Normal range for the domain of Community Connection

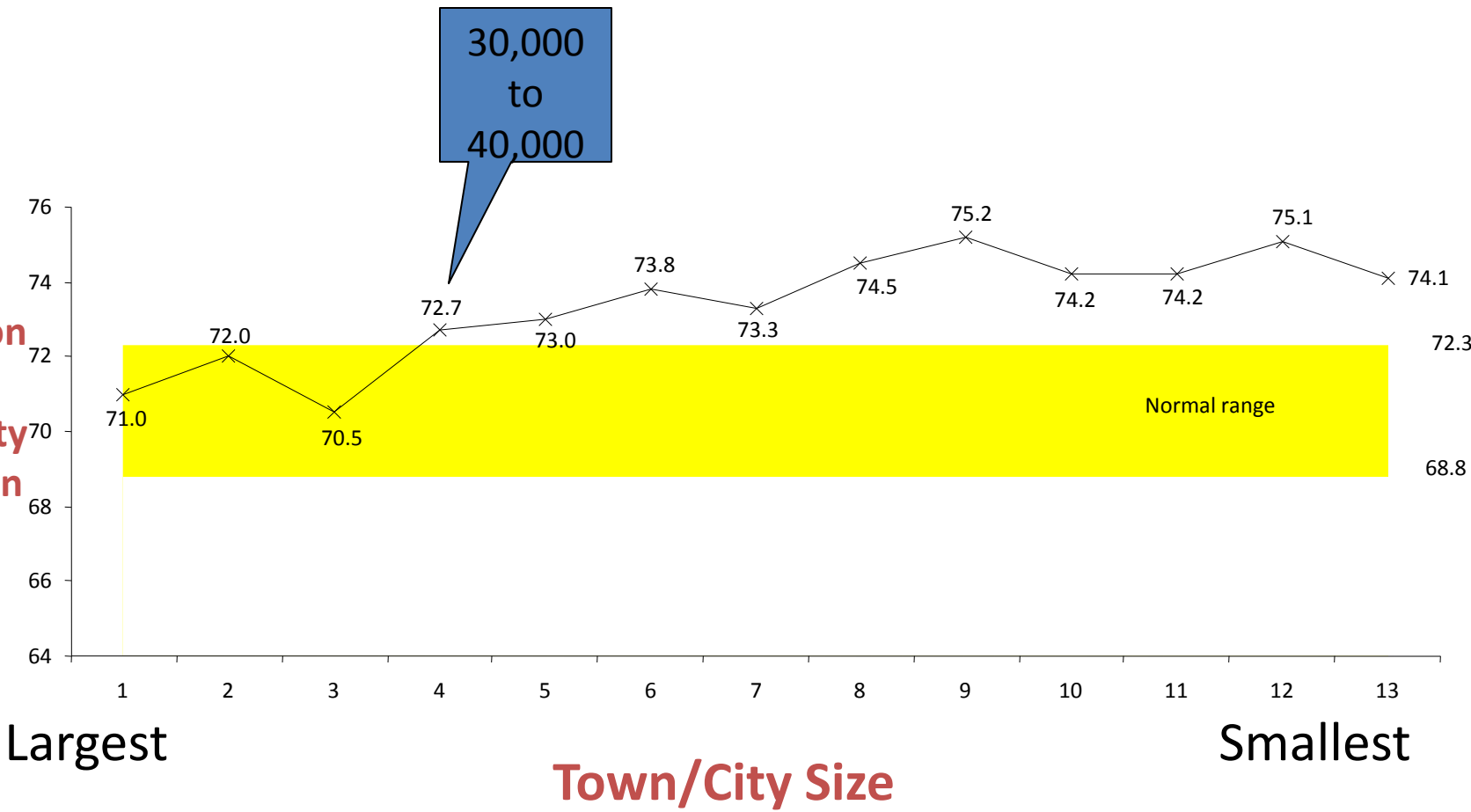


Community connection



Community connection

Satisfaction with Community Connection



Summary

- 1. The measurement of Mood Happiness is simple, quick, reliable and valid**
- 2. A crucial aspect for policy usefulness is to establish a normal range for each country.**
- 3. Areas of disadvantage can be identified by reference to the normal range**