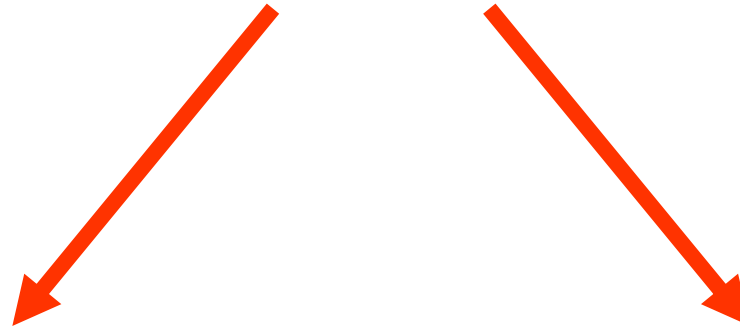


Subjective Wellbeing and National Policy

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

Quality of Life

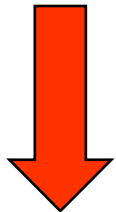


Objective Conditions

e.g. Physical wealth, health, etc

Subjective Perceptions

e.g. Satisfaction with wealth, health, etc



Objective QOL



Subjective Wellbeing
[happiness]

Subjective Wellbeing

A positive state of mind that involves the whole life experience

How do we measure it?

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**



In 2000

Deakin University and **Australian Unity**
formed a partnership

Purpose: to create a quarterly index of
subjective wellbeing for the Australian
population.

As an adjunct to the traditional economic
indicators such as GDP

The Australian Unity Wellbeing Index Surveys

Geographically representative sample

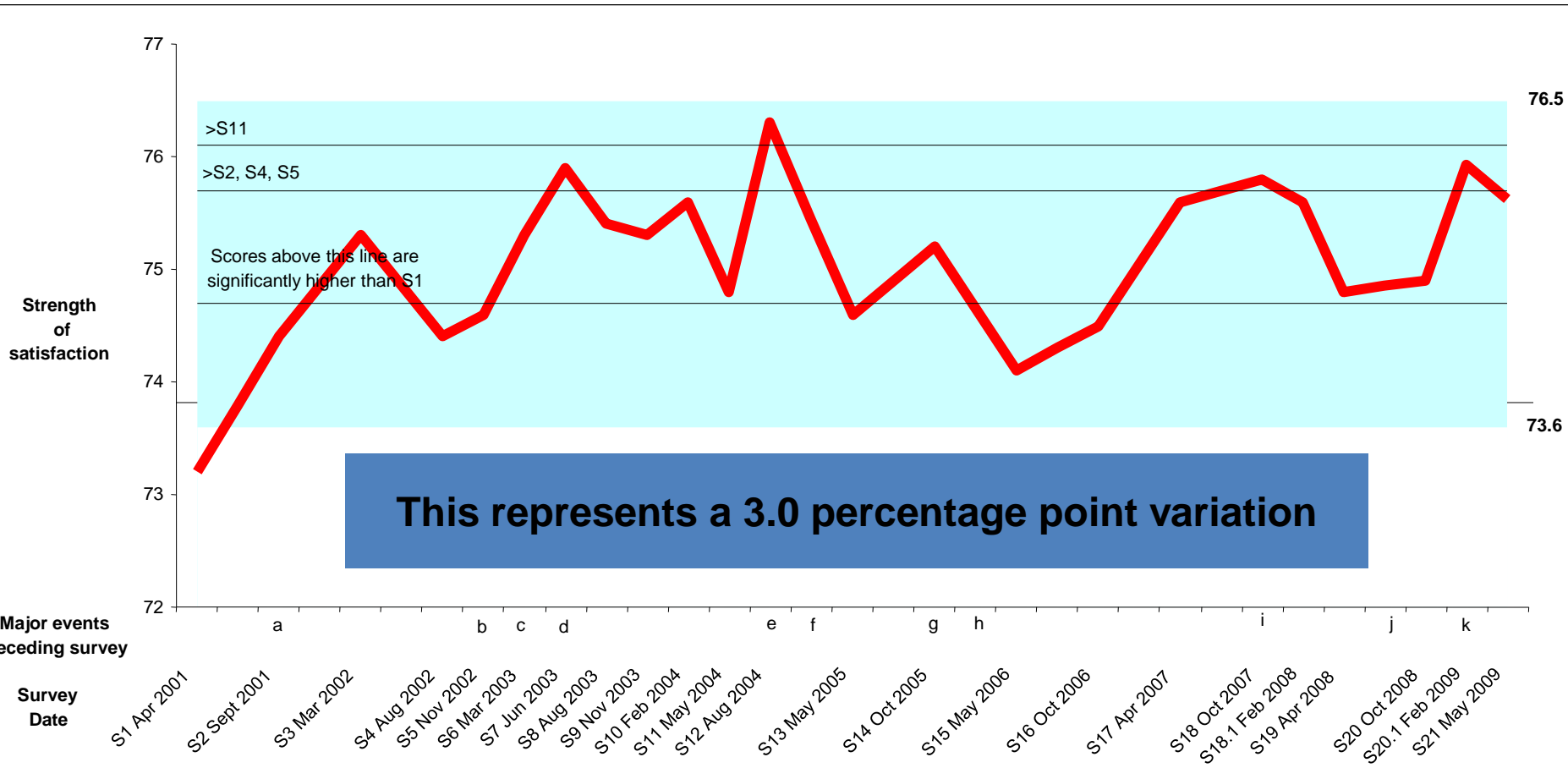
N = 2,000

Telephone interview

#1: April 2001

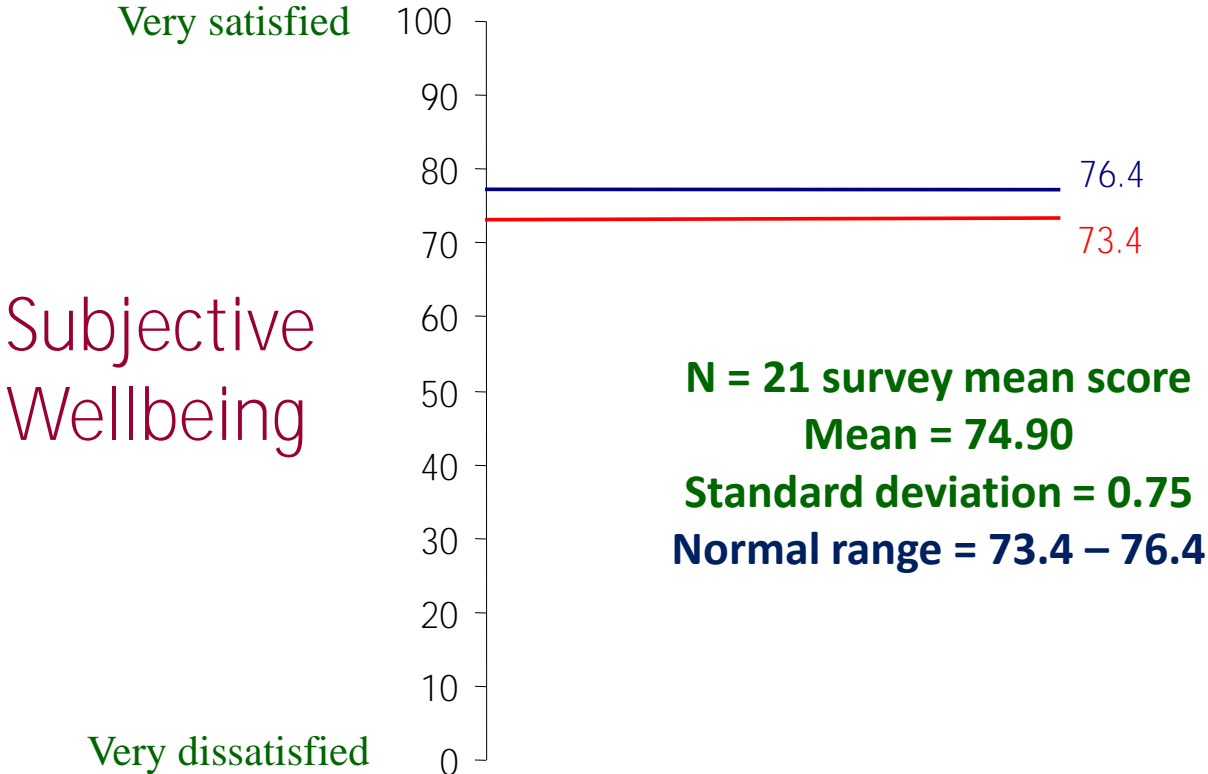
#21: May 2009

Personal Wellbeing Index 2001 - 2009

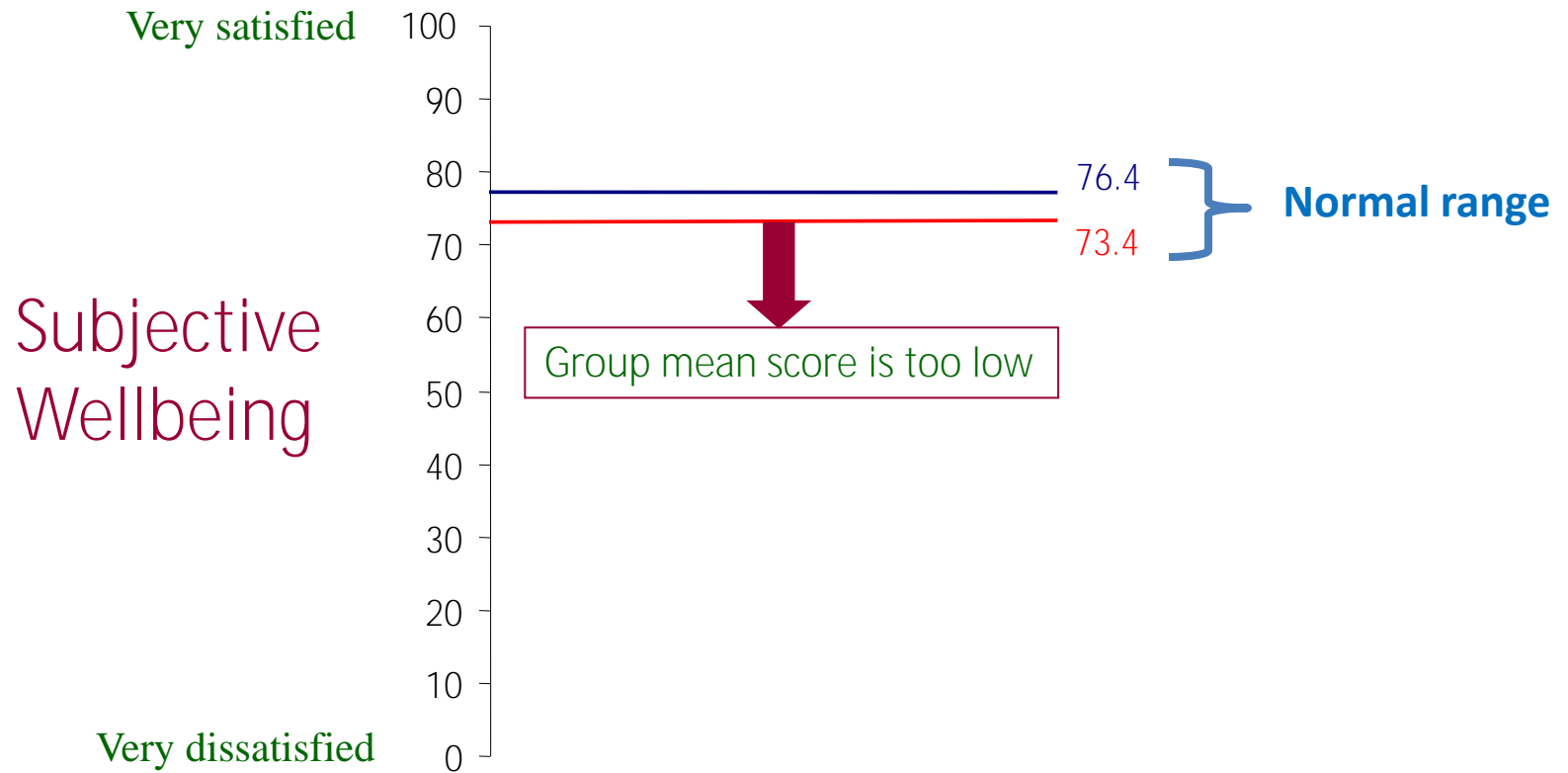


Essential for Policy Relevance

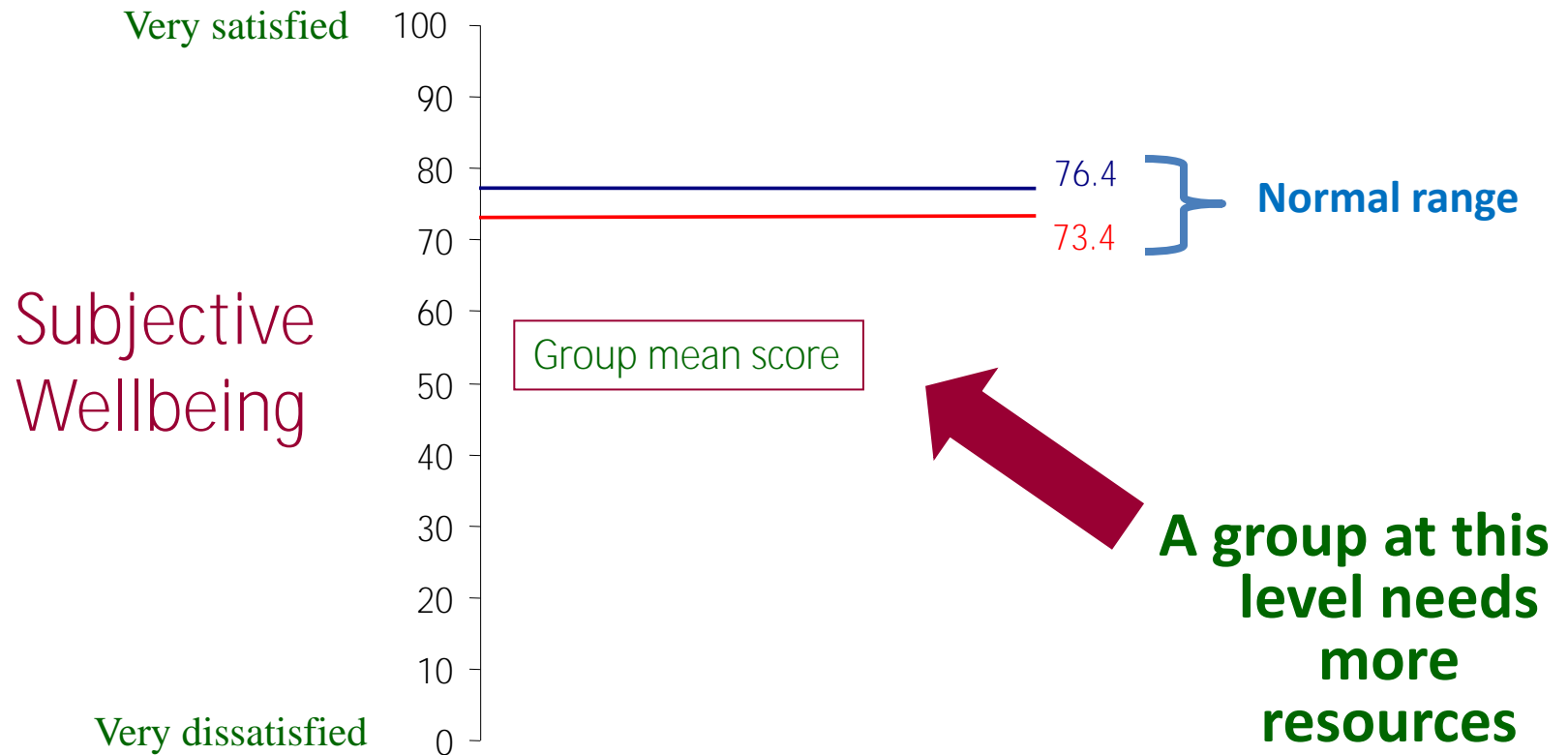
To establish the SWB normal range
using population sample mean scores as data



Policy relevance: group mean scores can be compared against the SWB normal range



Policy relevance: group mean scores can be compared against the SWB normal range



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

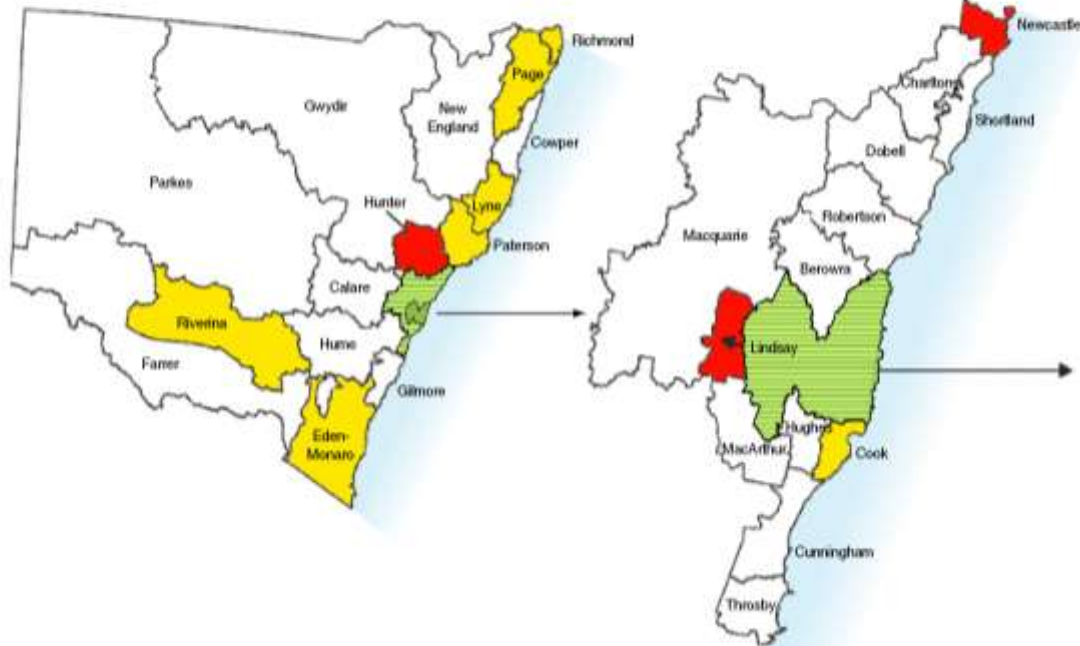


New South Wales

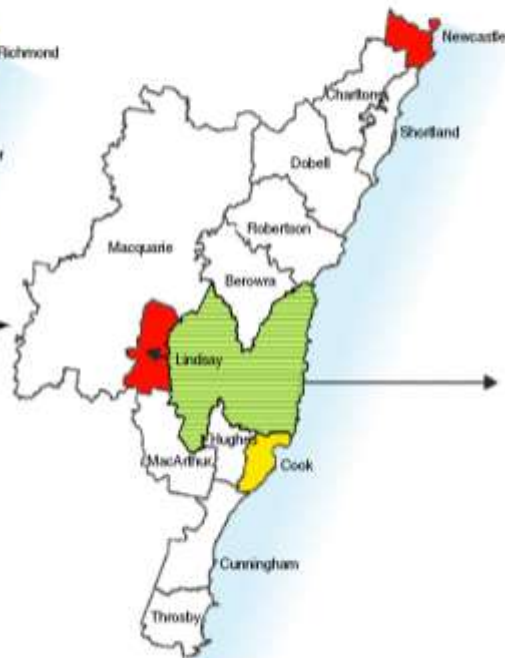
Regional

QUEENSLAND BORDER

SOUTH AUSTRALIA BORDER



Sydney Surrounds



Sydney Urban



Above average

Average

Below average

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

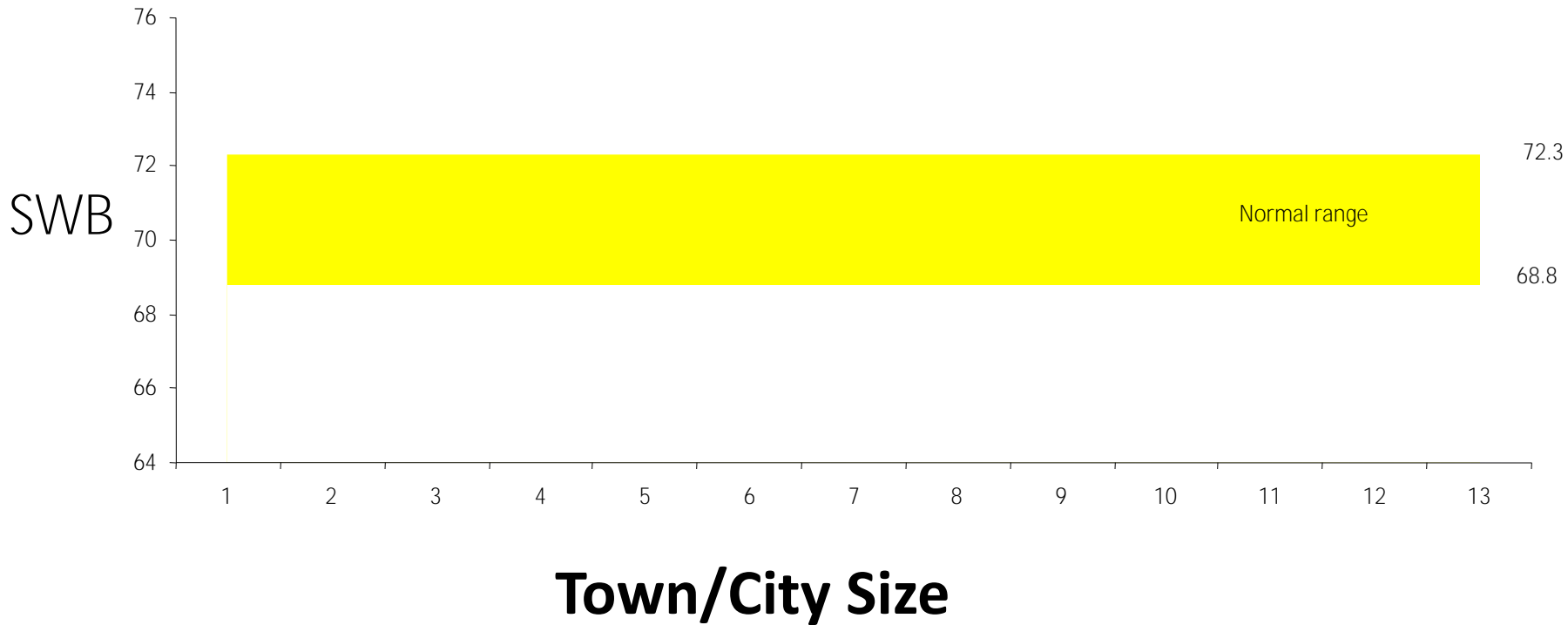
Personal Wellbeing Index

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

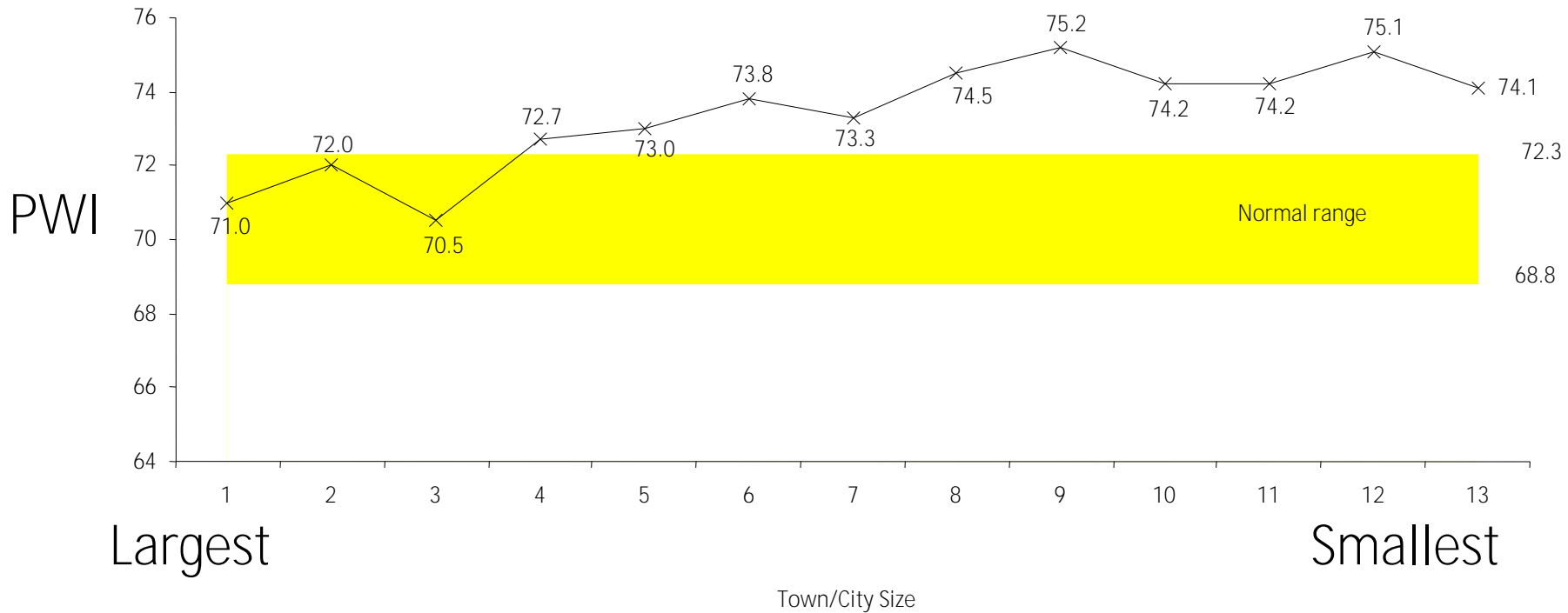
- Standard of living
- Health
- Achieving in life
- Relationships
- Safety
- Community connectedness
- Future security
- Spirituality/Religion

**Each domain has its
own normal range**

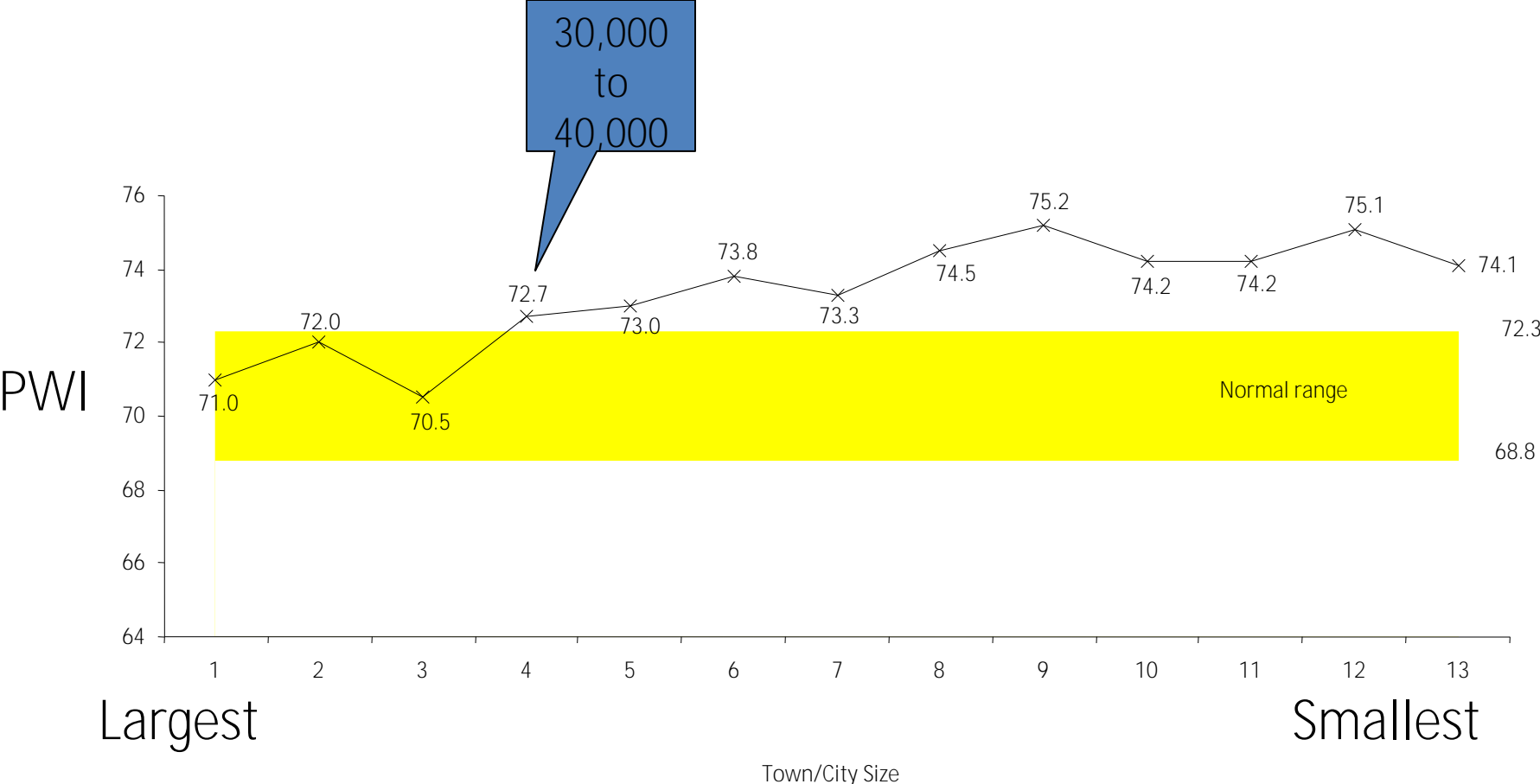
PWI Normal range for the domain of Community Connection



Community connection



Community connection



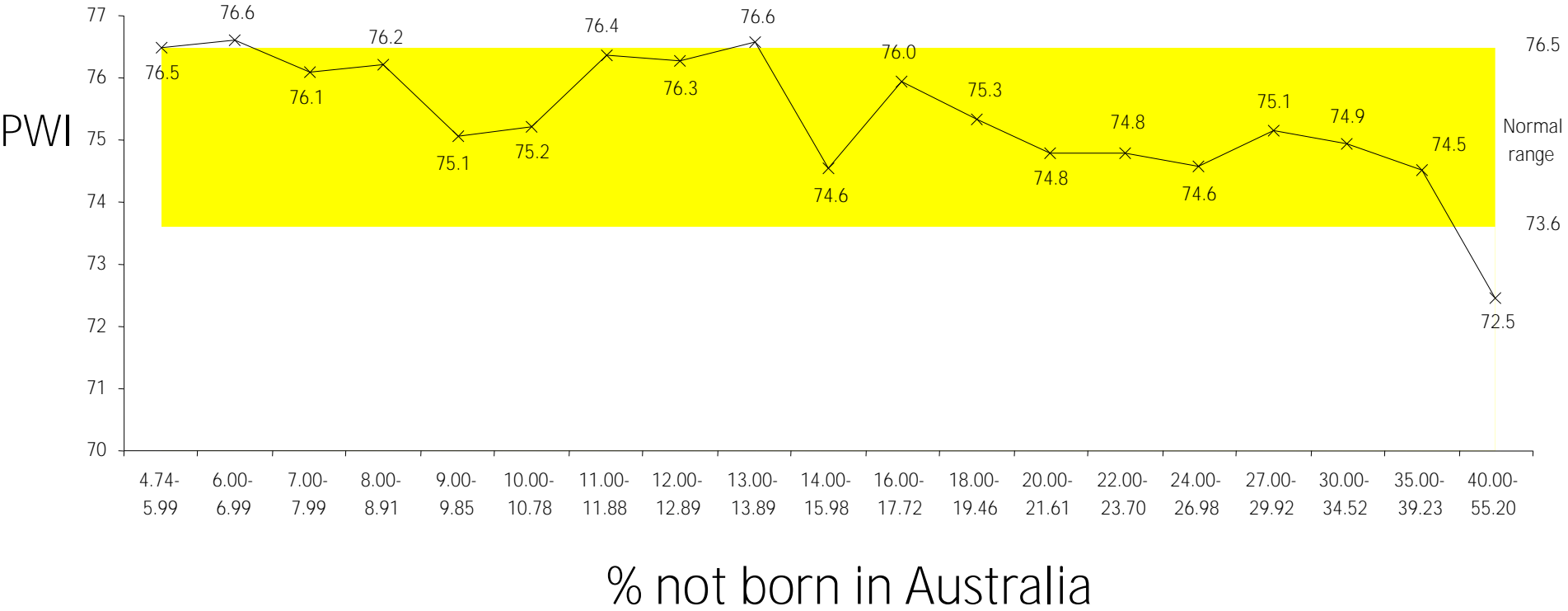
**The normal range can be used to measure
the effect of policy on the SWB of the
population**

Report 19.1

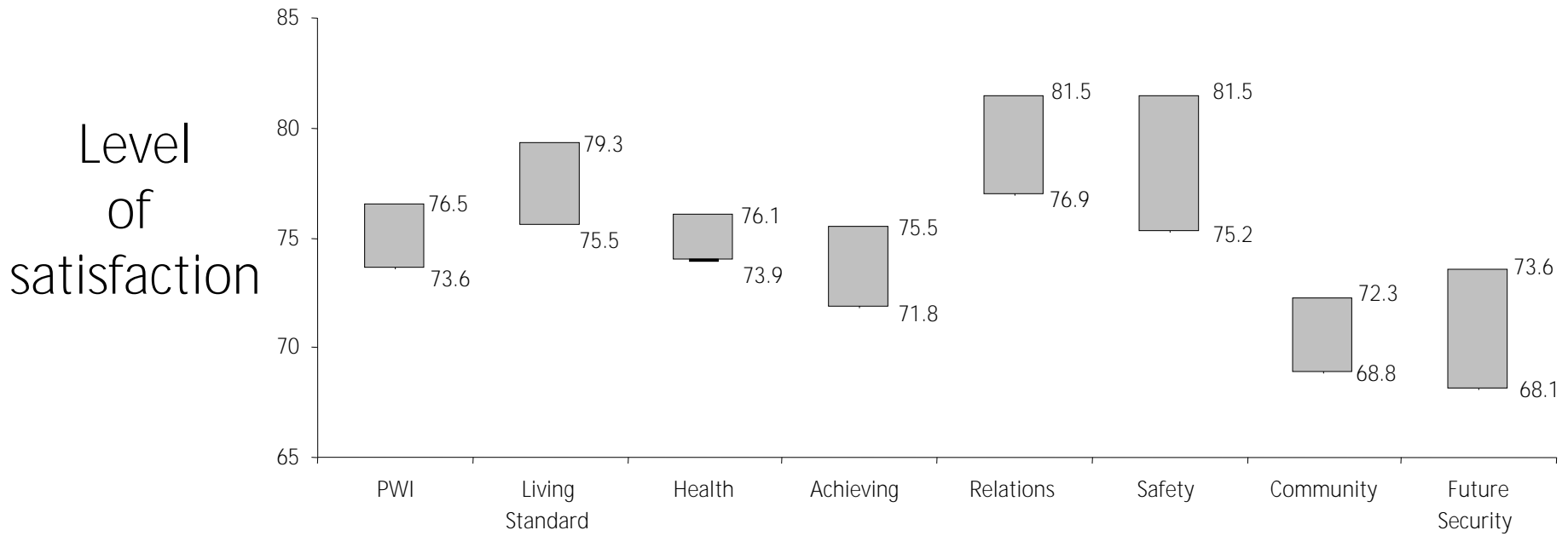
SWB vs geographic areas rated on----

% of people not born in Australia

% of people not born in Australia

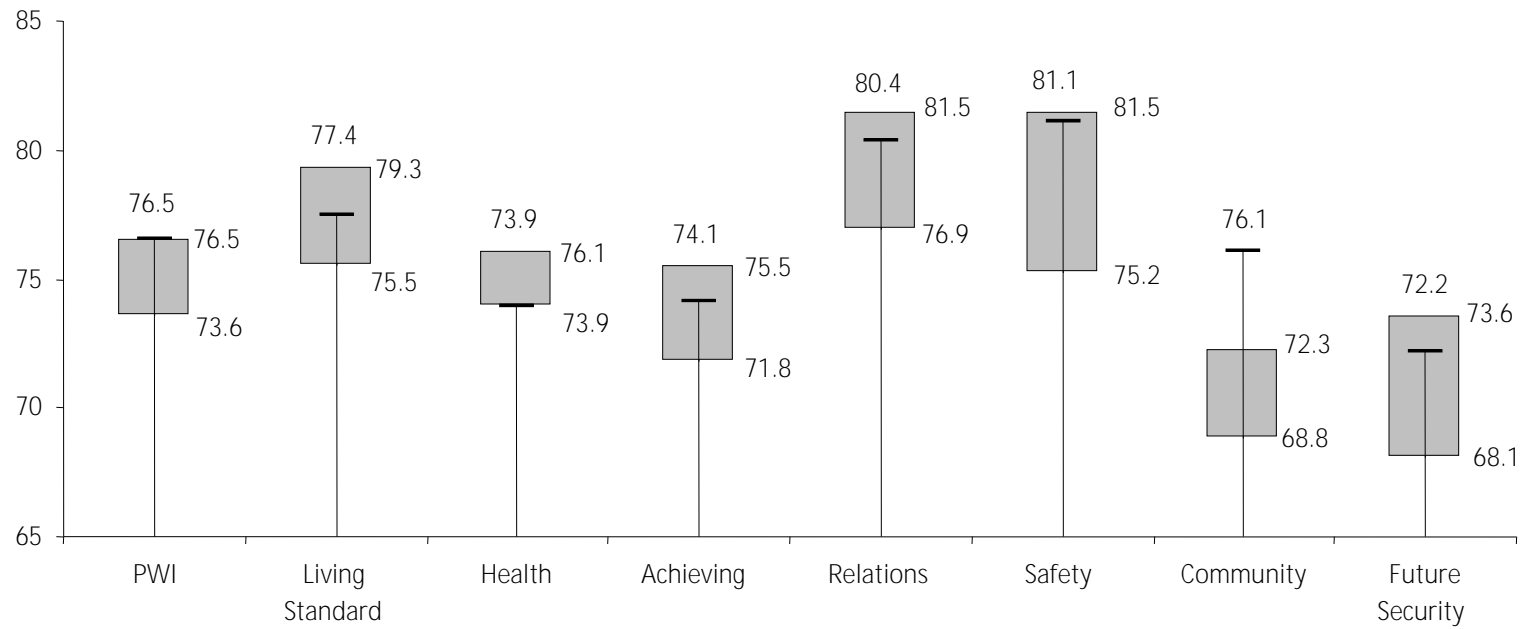


Normal ranges for domains



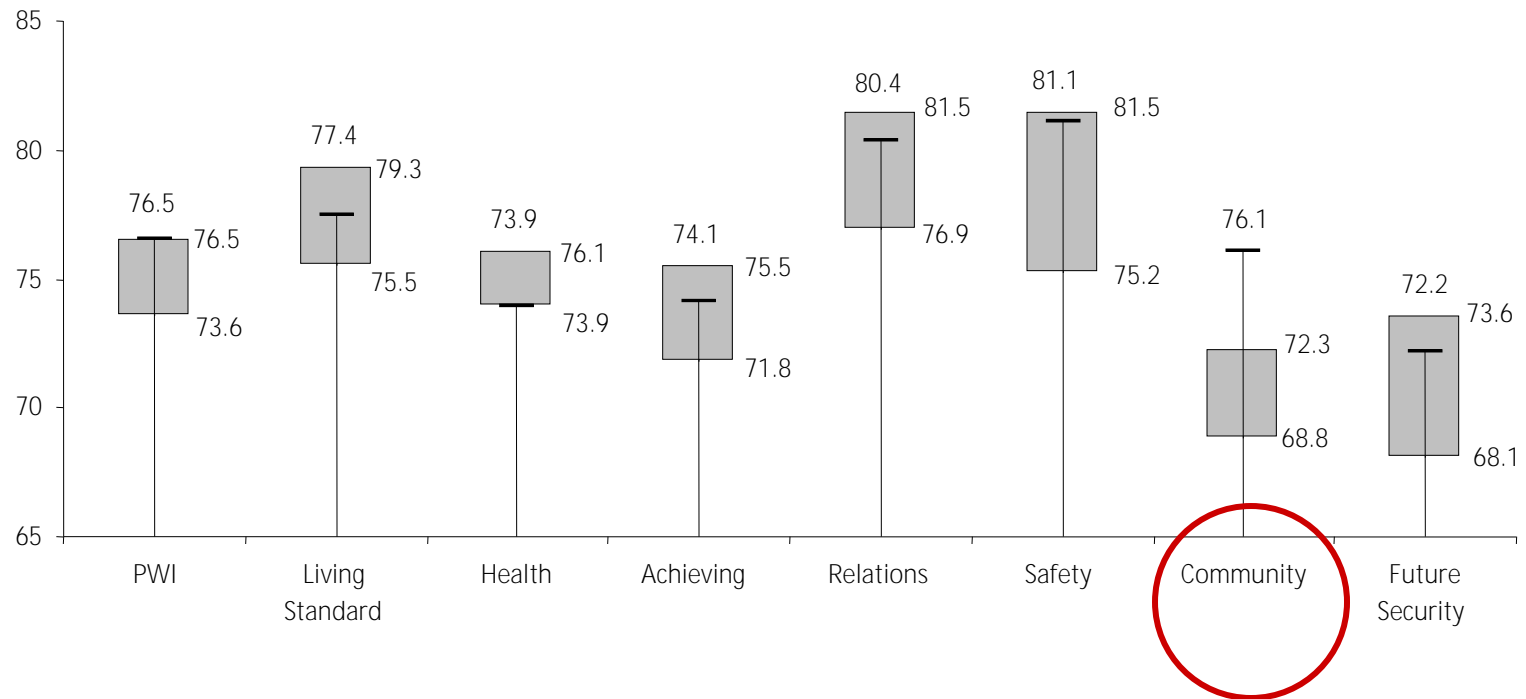
<6% not born in Australia

Level
of
satisfaction

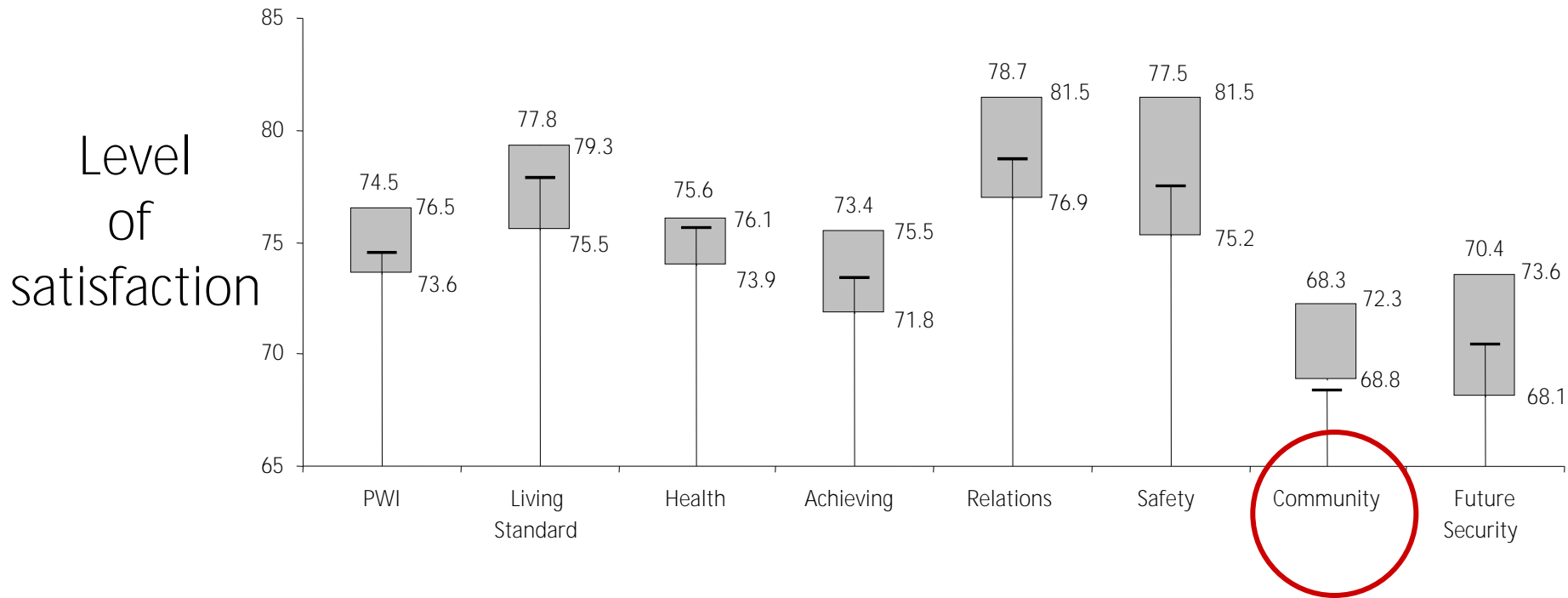


<6% not born in Australia

Level
of
satisfaction

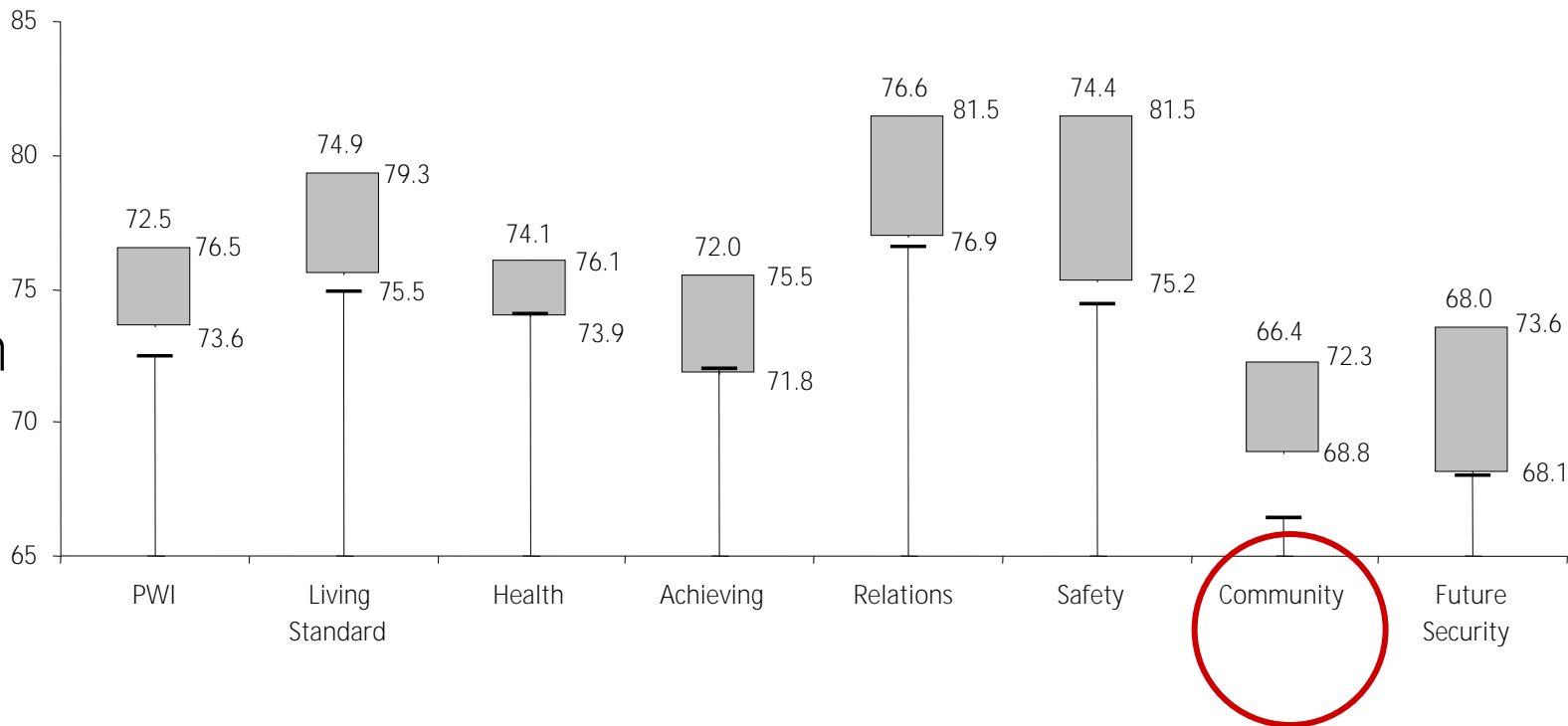


36-40% not born in Australia



40-55% not born in Australia

Level
of
satisfaction



Summary

- 1. The measurement of Subjective Wellbeing 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**
- 4. Data from the Personal Wellbeing Index can be analysed either in combination or as separate domains**