

How's Life in Brazil?



The **OECD Better Life Initiative**, launched in 2011, focuses on the aspects of life that matter to people and that shape the quality of their lives. The Initiative comprises a set of regularly updated well-being indicators and an in-depth analysis of specific topics, published in the *How's Life?* report. It also includes an interactive web application, the *Better Life Index*, and a number of methodological and research projects to improve the information base towards a better understanding of well-being trends and their drivers.

The OECD Better Life Initiative:

- Helps to inform policy making to improve quality of life.
- Connects policies to people's lives.
- Generates support for needed policy measures.
- Improves civic engagement by encouraging the public to create their own *Better Life Index* and share their preferences about what matters most for well-being.
- Empowers the public by improving their understanding of policy-making.

This brochure presents **selected findings for Brazil from the *How's Life?* report** (pages 3-4) and shows what **Brazilian users of the Better Life Index** are telling us about their **well-being priorities** (page 5). A supporting Excel file with the data underlying the graphs shown in this note and further information is available here: www.oecd.org/statistics/Better-Life-Initiative-2016-country-notes-data.xlsx.

HOW'S LIFE?

How's Life?, published every two years, provides a comprehensive picture of well-being in OECD countries and other major economies by bringing together an internationally comparable set of well-being indicators that the OECD considers as essential to a good life. It looks at people's material conditions and quality of life across the population in eleven dimensions including: income and wealth; jobs and earnings; housing; health status; work-life balance; education and skills; social connections; civic engagement and governance; environmental quality; personal security; and subjective well-being.

The *How's Life? 2015* report includes for the first time a set of indicators to measure the stocks of resources that help to support **well-being over time**. The report also contains three special chapters focusing on **child well-being**, **volunteering** and **regional well-being**.



HOW'S LIFE IN BRAZIL IN 2016?

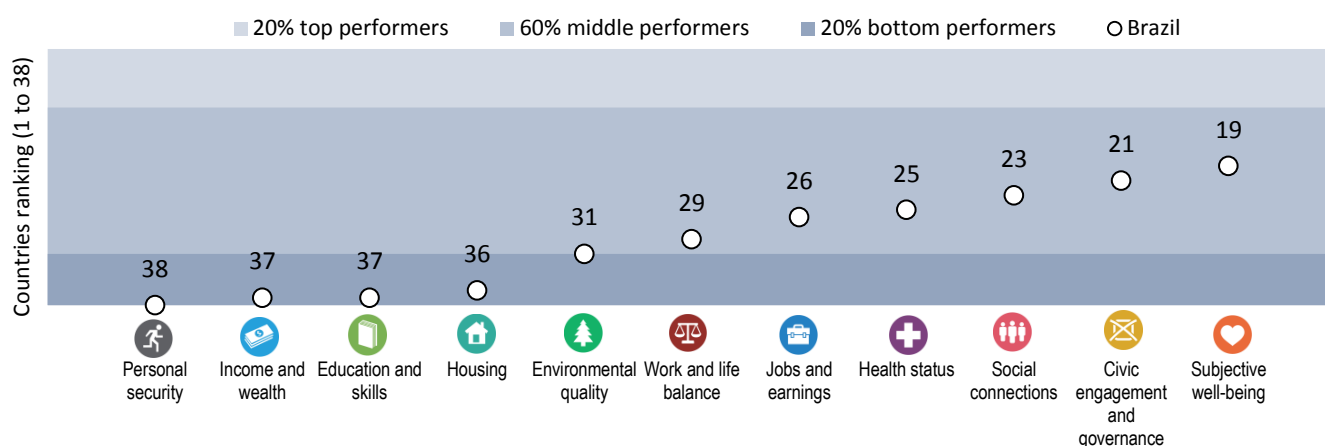
Compared with OECD countries, Latvia, the Russian Federation and South Africa, Brazil has some areas of relative strength and some areas of relative weakness across the OECD well-being dimensions. For example, when considering jobs and education, 66.7% Brazilians were **employed** in 2014, slightly more than in the OECD on average (65.8%). Furthermore, the share of Brazilian employees regularly **working very long hours** was 9.5% in 2014, below the OECD average of 13%. However only 46.4% of adults in Brazil have attained an **upper secondary education**, compared to an average of 76.4% in the OECD. The **cognitive skills of 15-year-olds** in Brazil (as measured through the OECD's PISA study) are also below the OECD average.

In Brazil, 6.7% of people still live in **housing without basic sanitation**, higher than the OECD average of 2.1%. **Life expectancy** at birth is 75 years, compared to almost 80 in the OECD on average and **air quality** in Brazil (measured as average concentration of PM_{2.5} in the air) is worse than the OECD average.

Voter turnout in the national presidential elections in 2014 was 78.9% of those registered to vote, much higher than in the OECD on average. **Personal safety** remains a challenge: the rate of **homicides** is 6 times higher than the OECD average, and only 39.5% of Brazilians **feel safe walking alone at night**, compared to 68.3% in the OECD on average. In terms of **social network support**, 90% of people in Brazil report having friends or relatives that they can count on in times of trouble, above the OECD average of 88%. Finally, average **life satisfaction** in Brazil is close to the OECD average level.

Current well-being in Brazil

Brazil's well-being compared with other OECD countries, Latvia, the Russian Federation and South Africa



RESOURCES FOR FUTURE WELL-BEING IN BRAZIL

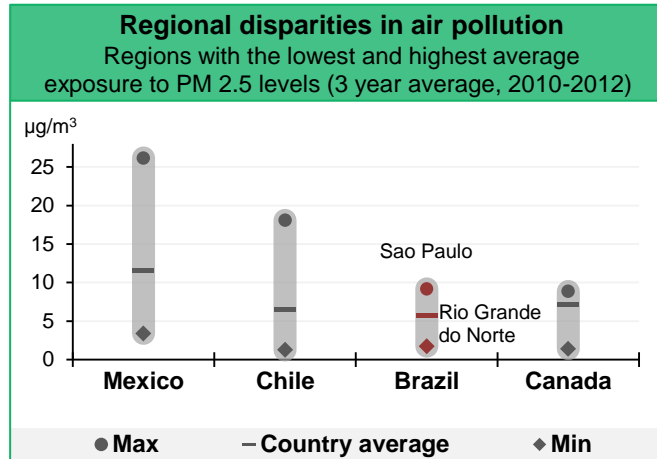
Beyond measuring well-being today, *How's Life? 2015* looks at some of the resources (or “capital stocks”) that will shape people’s well-being in the future. These include aspects of **natural capital**, **human capital**, **social capital** and **economic capital**.

For example, **natural capital** refers to critical assets in the natural environment, and can include minerals, energy resources, land, soil, water, trees, plants and wildlife, and also broader ecosystems. Brazil has 26.2 square km of **forest area** per thousand people, 3 times higher than on average in the OECD. However, forest cover as percentage of total land area shrank from 65% in 2000 to 62% in 2012, a considerable reduction when compared to OECD countries.

Human capital refers to the skills, competencies and health status of individuals. The **educational attainment of young adults**, for example, can be considered as an important indicator of the skills that are carried forward to the future. In Brazil the share of people aged 25-34 attaining an upper secondary education has increased by more than 10 percentage points since 2007, but at 60.8%, it is still below the OECD average (83.6%). In terms of future health risks, 12.1% of Brazilians report that they **smoke** every day, which is lower than in almost all OECD countries. In addition, the rate of smoking in Brazil has decreased by one third since 2000.

GOING LOCAL: MEASURING WELL-BEING IN REGIONS

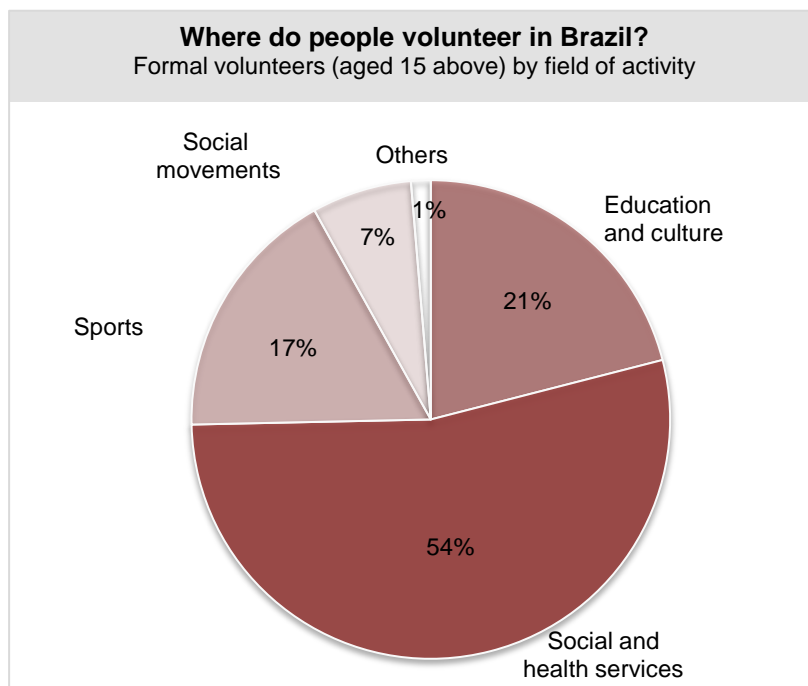
Where people live has an important impact on their opportunities to live well, and there can be large differences in average levels of well-being in different regions within the same country. For example, **air quality** can vary substantially depending on where you live. In Brazil, the Sao Paulo area has the highest level of average exposure to PM_{2.5} air pollution, and Rio Grande do Norte has the lowest average exposure. The extent of the regional variation in air pollution in Brazil is smaller than that in other OECD Latin American countries, and is comparable with the variation seen in Canada.



VOLUNTEERING IN BRAZIL

Volunteering makes an important “hidden contribution” to well-being, producing goods and services that are not captured by conventional economic statistics. The value of the time people spend on volunteering in OECD countries is estimated to be roughly 2% of GDP per year.

Brazilian people (aged 15 and above) who volunteer through an organisation (termed “**formal volunteering**”) are mostly active in **social and health services** (54%), followed by the education and culture sector (21%) and sports (17%). This is reasonably similar to the pattern observed in OECD Latin American countries, although Brazil has a higher proportion of volunteers in the social and health services compared to Chile and Mexico.



BETTER LIFE INDEX

The **Better Life Index** is an interactive web application that invites citizens to compare well-being across OECD countries and beyond on the basis of the set of well-being indicators explored in *How's Life?*. Users chose what weight to give to each of the eleven dimensions shown below and then see how countries' perform, based on their own personal priorities in life.

11 topics to define well-being

 Housing	 Community	 Health
 Income	 Education	 Life Satisfaction
 Jobs	 Environment	 Safety
	 Civic Engagement	 Work-Life Balance



Each flower represents a country and each petal represents a topic

Rate the topics according to their importance to you

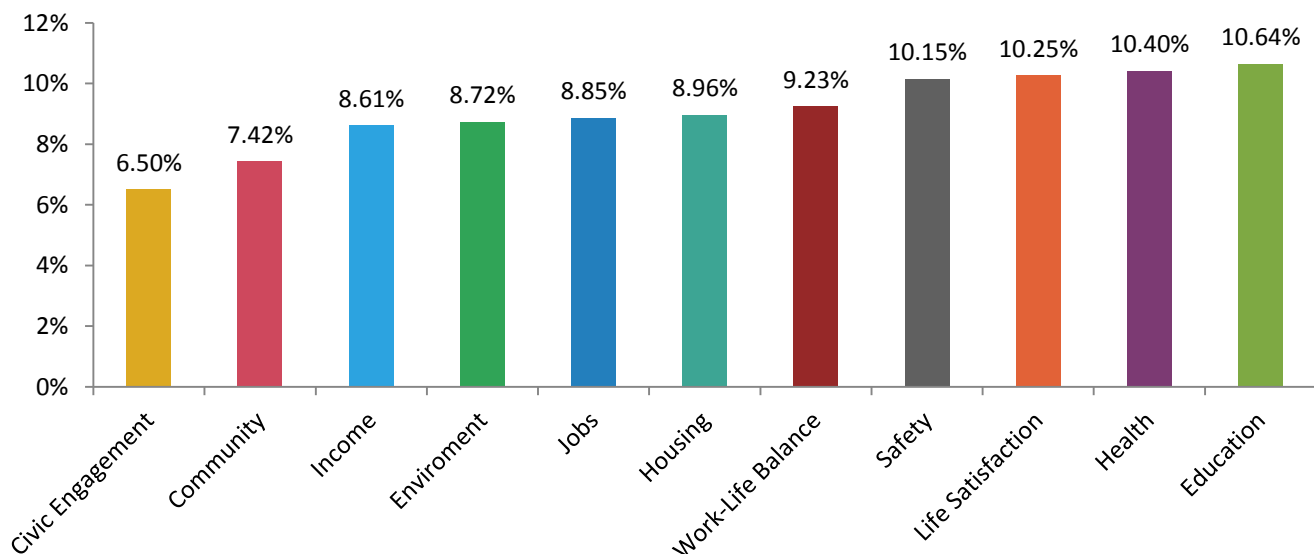


Users can also share their index with other people in their networks, as well as with the OECD. This allows the OECD to gather valuable information on the importance that users attach to various life dimensions, on how these preferences differ across countries, and according to the demographic characteristics of users.

WHAT MATTERS MOST TO PEOPLE IN BRAZIL?

Since its launch in May 2011, the Better Life Index has attracted **over eight million visits from just about every country on the planet** and has received over **17 million page views**. To date, over 100,000 people in Brazil have visited the website making Brazil the 17th country overall in traffic to the website. The top cities are Sao Paulo (25%), Rio de Janeiro (11%), Belo Horizonte, Brasilia and Curitiba.

The following country findings reflect the ratings voluntarily shared by 1875 website visitors in Brazil. Findings are only indicative and are not representative of the population at large. **For Brazilian users of the Better Life Index, education, health and life satisfaction are the three most important topics** (shown below).¹ Up to date information, including a breakdown of participants in each country by gender and age can be found here: www.oecdbetterlifeindex.org/responses/#BRA.



¹ User information for Brazil is based on shared indexes submitted between May 2011 and May 2016.

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