HOWARE**WE?**

measuring what matters

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IIER

INSTITUTE FOR INTEGRATED ECONOMIC RESEARCH

ROBUST WELLBEING METRICS: DEFINING THE HUMAN EXPERIENCE

ANCHORING WELLBEING IN POLICY DISCUSSIONS

ROBUST WELLBEING METRICS: DEFINING THE HUMAN EXPERIENCE

BACKGROUND

In our country, we often measure societal success around GDP, stock markets, median income and employment – all of them being economic indicators. Governments pursue these metrics, the media report them, and policies are based on them, even though they rarely are indicative of the life situation of people in advanced economies, as their average output far exceeds what is necessary for citizens to live happy and satisfied lives. Even more so, by showing averages not informing about variance and skewed distributions, these indicators can mask large pockets of the population who live economically stressful lives.

Because of this disconnect, many alternatives to GDP were established over the past two decades, e.g. the General Progress Indicator (GPI), which is used in 4 U.S. states, the OECD Better Life Index, evaluating wellbeing in 37 OECD countries including the United States. However, none of these metrics has truly taken hold. GDP and other econometric parameters continue their virtual monopoly as indicators of human societal success, despite their obvious shortcomings.

A NEW PROPOSAL

To better assess the wellbeing of our citizens, we propose a new set of metrics based on a mixture of statistical values and interviews about the life condition of real people, evaluating how they visualize their lives with respect to health, safety, access to information, employment, meaning, and governance.

WHY THIS CONCEPT IS DIFFERENT

Many people understand the flaws of econometric measures for our progress, but most of the existing models are limited by substantial shortcomings. Many are driven by statistical values rather than people's self-assessment, thereby lacking the individual voice. Almost all use too small samples only enabling an evaluation on state or national level, rendering them useless for identifying and resolving problems on regional or sub-demographic level. Finally, practically all are driven by a (mostly progressive) agenda, including comparisons to what society 'should be like', making them only acceptable to a portion of a population, and at high risk of being purged when the governing party changes.

Our proposed set of metrics avoids these pitfalls by being mostly citizen-driven with interviews, operating with large samples enabling discussions on sub-demographic (e.g. minorities), county level and below, and by avoiding preconceived ideological determinations for society. These metrics should have broad appeal to at least 70-80% of the population, as they measure the things most people care about in their day-to-day lives.

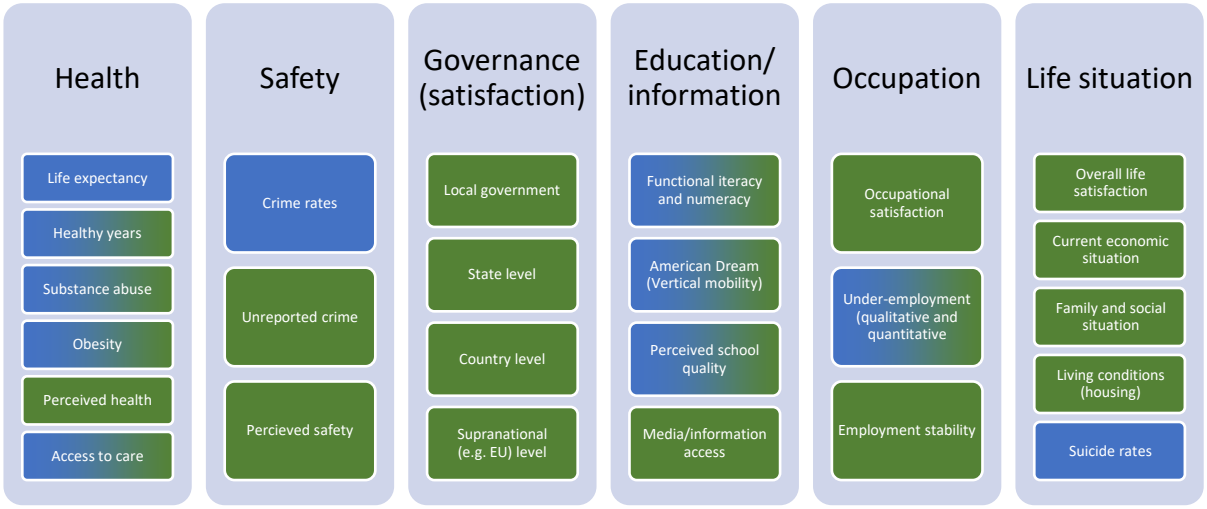
WHY IT IS IMPORTANT

Creating an alternative to GDP is critical for many reasons. First and foremost, we must assess how individuals view their life and how this changes over time. More income is helpful when rising above poverty, but not so helpful and even harmful at higher levels. Other aspects of life

besides material consumption provide great benefits, like community, health, and expectation, meaning, purpose etc. Secondly, during the 21st century we will likely face resource and sink constraints. Pursuing cultural objectives, rather than primarily material wealth, will give us more flexibility on how to go forward.

HOW IT WILL WORK

We plan to run a pilot within a US State, preferably politically moderate, to explore using an alternative metric based on well-being. Approximately 50,000 interviews provide sufficient granularity to use the results in local and regional policy discussions, and conversations about situations of minorities. It reviews a series of personal well-being and attitude questions, combined with some key statistics. Evaluated annually or biennially, it enables tracking of progress and provides accurate talking points for policy discussions, particularly during election periods.



Preliminary parameters (blue: statistics-based, green: interview-based, and mixed)

WHAT WILL SUCCESS LOOK LIKE?

This initiative is vital on many fronts – given the stakes there are various layers of success. At a minimum, such an effort will identify our goals for local and regional leaders and eventually direct future policies away from consumption. Long term, we envision the United States will adopt this or similar metrics on well-being, hopefully inspiring other countries to follow.

HOW TO GET STARTED?

We currently assembling a small collaborative of interested stakeholders and funders who can provide seed capital and guidance. Then we enlist the support of a State Governor to institute this project on a trial basis, fundraise, and train administrators and implementation. The initial budget for a careful planning and preparation process amounts to $850-900,000, including focus groups and interview trial runs, with a full rollout budget estimated at $3,500,000 for a state with a 10 million population.

CONTENTS

HOW TO MEASURE SUCCESS IN A SOCIETY?

SHORTCOMINGS OF TRADITIONAL METRICS

Traditional econometric means of measuring success of a society, such as GDP growth, income, employment, productivity, and others increasingly lack relevance for societies. As this subject is discussed widely, we only briefly articulate some key issues with traditional approaches.

ISSUE #1: GROWTH IS A QUESTIONABLE METRIC

Currently, advanced economies are trying to grow GDP from absolute levels that far exceed those necessary to attain a happy and satisfied life for all its citizens; the real challenges are related to wealth distribution and access to basic services for all. GDP growth often does not improve these outcomes and may even negatively impact them, particularly when benefits are not shared by all. Additionally, economic growth increases the environmental and resource footprint of an economy, challenging its long-term viability.

ISSUE #2: GROWTH DISAPPEARS DURING DIFFICULT TIMES

Recently, two significant events have challenged the expectation of growth, namely the financial crisis of 2008/9 and the Covid-19 crisis in 2020. Disruptive events that sharply affect econometric values like GDP or employment will become more common, thus eroding their relevance further. Having consistent, wellbeing-driven metrics independent of such disruptions will be essential.

ISSUE #3: RELEVANCE VARIES WIDELY ACROSS DEMOGRAPHICS

Studies show that income and wellbeing decouple once basic needs of people – i.e. shelter, food, energy, healthcare, safety, or education, are met [1]. Means and medians, being measures of central tendency, fail to capture the true situation for demographics measured. Upward trends of such statistics, such as individual income, may indicate a large increase in a small subpopulation while many incomes hover at or fall below the poverty line. Simultaneously, certain aspects of wellbeing relate only indirectly to income and actually are driven by larger systems (e.g. how education or healthcare are organized and available).

ISSUE #4: DOESN'T SUPPORT DIALOGUE BETWEEN PEOPLE AND POLICYMAKERS

Reliance on abstract metrics that inadequately represent the needs of individuals make productive democratic dialogue about future policy difficult. For example, improving a nation's GDP does not directly affect an individual's life, particularly if the benefits are unevenly distributed. Equally, statistical employment numbers are irrelevant for someone who has no work or a job that is not meeting their needs.

While traditional econometric markers were useful during times of steady economic growth large enough to lift everyone's income, in today's more difficult and complex times, they are insufficient to drive a dialogue across all sectors of society.

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THE ALTERNATIVE: FOCUS ON WELLBEING

Honest self-assessments of people's life situations describe important gaps in their wellbeing more accurately than economic parameters. This need is widely recognized and has led to repeated attempts at introducing such metrics into policy during the past two decades. Below, we evaluate several existing concepts to understand why they failed to influence mainstream policy dialogues. A more detailed review of each metric can be found in Appendix A.

PRECURSOR: GENERAL PROGRESS INDICATOR (GPI)

Attempts at creating alternatives to GDP date back to the 1980s. This research resulted in the creation of the GPI, the General Progress Indicator, around the year 2000, which subsequently was introduced in various countries. The GPI includes 28 metrics ranging from standard econometric elements to aspects of wellbeing to resource depletion and pollution, thereby depicting a more complete picture in monetary terms and making it directly comparable to GDP. Despite some elements of wellbeing, the GPI also focuses on many aspects of depletion of natural capital and negative effects of economic activity.

Currently, four states (WA, HI, VT, MD) use a version of the GPI, but they have not become major elements of any policy discourse. With its strong focus on environmental aspects, some states (e.g. Maryland) evaluate and use their GPI version in their natural resource or environmental agencies.

GOVERNMENT-DRIVEN WELLBEING MONITORING

Several countries are or have been developing and implementing their own set of wellbeing metrics. Most recently, New Zealand introduced a comprehensive "Living Standards Framework", which includes a substantial interview-driven self-assessment of people. It is actively used by the current (progressive) Labour government under prime minister Jacinda Ardern. Many other countries have undertaken efforts of similar nature during the past decade.

It is yet to be seen how the acceptance of these metrics, which are largely partisan (e.g. related to the environment, social welfare, etc.) will withstand any future change to a more conservative government. Introducing a new wellbeing metric only to have it dismissed once the ruling party changed has occurred many times in several countries. (e.g. Netherlands, Belgium, Austria, Slovenia, Australia, Israel and many others)[2]. All those metrics included a wide spectrum of dimensions, including environmental and objective equality elements.

Only a few countries have consistently evaluated wellbeing over large periods, and even fewer have embedded it into their policymaking in a meaningful way. A special case is Bhutan, where the king himself drove the establishment of a national wellbeing monitor that has been evaluated yearly since 2008. Finland and the United Kingdom monitor wellbeing to a certain degree, however, implementation is sporadic[3]. In the UK, most of the wellbeing data is aggregated from international statistics, but regular assessments of people's personal wellbeing continue by the

[2] Reference
[3] https://findikaattori.fi/fi/118

Statistics Office (ONS)[4]. There is, however, no indication that these metrics are widely used in the policy dialogue.

With very few exceptions, namely New Zealand and Bhutan (populations of 4.9 mm and 0.8mm respectively), comprehensive wellbeing metrics are not being used for policy decisions.

Beyond the use of specific wellbeing-focused frameworks, some countries, for example Germany and Scotland[5], do include certain aspects of wellbeing into their national reporting frameworks.

SUPRANATIONAL WELLBEING MONITORS

On supranational level, two initiatives exist that are focused on wellbeing aspects. The European Union, as part of their "Beyond GDP" initiative, embeds general wellbeing and societal trust aspects into their regular surveys across all member states. The OECD Better Life Index is evaluated for 41 countries on a regular basis, with a very comprehensive web dashboard[6]. Both frameworks are available on national levels only and are mostly used for cross-country comparisons.

NON-GOVERNMENTAL EFFORTS

A few efforts exist that are driven by NGOs or for-profit institutions. Key examples are the Happy Planet Index[7] (global) or the Thriving Places Index[8] (United Kingdom). Most of those indices are simple aggregates of statistical data or surveys conducted by others.

One genuine dataset, obtained by large research firm Gallup, includes wellbeing metrics for 156 countries, and down to county level for parts of the United States. It is centered around the Cantril Scale[9], asking people about their current wellbeing on a scale from 0 to 10, which is also at the core of the World Happiness Report[10], another global project mostly used for cross-country comparisons.

Several academically driven efforts exist that build on aspects related to wellbeing, for example health like the Indigo Wellbeing Index[11] or more comprehensive social metrics in the Fordham Index of Social Health[12], which are not explicitly evaluating wellbeing but use proxies like health or social problems.

Other metrics have never or not recently been used to a greater extent. A list of various approaches can be found in Appendix A.

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[4] https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing, https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/personalandeconomicwellbeingintheuk/june2020
[5] https://nationalperformance.gov.scot/sites/default/files/documents/NPF_Scotland%27s_Wellbeing_May2019.pdf
[6] http://www.oecdbetterlifeindex.org
[7] http://happyplanetindex.org/
[8] https://www.thrivingplacesindex.org
[9] https://news.gallup.com/poll/122453/understanding-gallup-uses-cantril-scale.aspx
[10] https://happiness-report.s3.amazonaws.com/2020/WHR20.pdf
[11] http://global-perspectives.org.uk/volume-three/infographics/
[12] http://iisp.vassar.edu/ish.html

OVERVIEW AND EVALUATION

To understand the value and relevance of those existing alternative metrics, Table 1 provides an overview of each effort's characteristics and focus. The evaluation is based on 5 criteria we consider most relevant:

- A core focus on wellbeing, putting the emphasizing aspects most relevant to an individual's life satisfaction, namely
    - Occupational wellbeing (with career or life role)
    - Social wellbeing (relationship quality community situation)
    - Financial wellbeing (coverage of life needs)
    - Physical wellbeing (health)
    - Safety (absence of threats)
    - Representation (by government entities)
- Sub-national level: ensuring that data is evaluated for communities based on geographic and demographic granularity that provides insights into specific gaps and needs
- Comprehensive: including a sufficient set of parameters to enable policy discussions, e.g. not just evaluating on general indicator;
- Survey-based: collection of individual perceptions as opposed to statistical values;
- Inclusion of contested objectives: inclusion of substantial aspects that are controversial in society depending on political leaning of the audience

	Gross National Happiness	Fordham Index of Social Health	Human Development Index	Calvert-Henderson Quality of Life	Happy Planet Index	Legatum Prosperity Index	OECD Better Life Index	Gallup Wellbeing Metrics	ONS Measures of Wellbeing (UK)	Thriving Places Index	NZ's Living Standards Framework	Indigo Wellbeing Index
Core focus on wellbeing	■				■		■	■	■	■	■	
Sub-national level	■							■	■		■	
Comprehensive							■		■		■	
Survey-based								■	■		■	
Prone to controversy	■	■	■	■	■		■			■	■	

Table 1: Overview of key criteria

Overall, our evaluation shows that existing approaches exhibit at least one of the following problems:

1. Most rely heavily on metrics that underrepresent people's subjective feelings about their situation and lack a sense of agency, of "being heard".
2. Many include elements (e.g. environmental dimensions) that represent a dogmatic vision by the authors not shared by a sufficiently large group. These dimensions become highly

controversial among a larger demographic, challenging their acceptance, and threatening the survival of the metrics at times of political shifts.

3. Almost all lack the necessary level of granularity required for policy discussion with certain demographics for smaller geographical areas.

CRITERIA FOR SUCCESSFUL WELLBEING METRICS

Based on the review of existing projects, we consider the following aspects most salient to any new, scalable set of well-being metrics:

Inclusive and relevant: The metrics must be highly relevant to the life situation of almost all Americans, including the key dimensions driving their personal wellbeing. They should be mostly concrete such that people from all educational and socio-economic backgrounds can relate to them.

Non-political: Metrics should further be acceptable by most (non-extreme) political beliefs, ensuring that they are not discounted by significant portions of the population, and are resilient to political change, particularly swings in governing majority. Bias limits the acceptance of the metric, and thus defeats the purpose.

Driven by surveys: Interview-based metrics represent subjective realities of people much better than simple statistics. Where necessary, they can be supplemented or augmented with statistical data. If managed properly, data acquisition provides an additional sense of inclusion, of being heard.

Comprehensive: The components should cover most relevant drivers of an individual's wellbeing and instill a high degree of confidence that the aggregated value reflects reality.

Transparent: The methodology of arriving at values and conclusions must be highly transparent and open to discussion, and revisions to methodology over time need to be properly documented and enable continuity of time series.

Representative: Sampling/survey methodology must ensure an adequate cross-sectional representation of the population to be valid.

A successful approach to measuring wellbeing must be as close as possible to key needs relevant to a large proportion of the population, avoid ideological bias, and provide a sense of inclusion.

PROJECT OVERVIEW

KEY OBJECTIVES

This project intends to establish a platform to discuss the future of society and policy based on accurate aspects of life that are meaningful and represent real lived experiences of a large majority. It must remain as non-political as possible. By implementing and actively managing a widely accepted set of such metrics, societal discourse and government actions can hopefully be better aligned with economic reality.

A first pilot in one U.S. state will:

- Create an example of a non-controversial and agreed upon set of well-being metrics;
- Establish the use of such metrics in local, regional, and state politics;

Further operational objectives are:

- Identify and refine content and methodology;
- Evaluate acceptance among population and policymakers;
- Finalize a blueprint for broader rollout, including internationally.

OVERVIEW

The proposed approach combines statistical data with subjective self-assessments that together provide an accurate picture of individual wellbeing on disaggregated and aggregated levels. The criteria must be viable for a variety of geographies, ranging from rural to condensed urban environments.

Towards these goals, an initial set of 25 elements was defined, of which 3 are statistics-based, with the remainder driven by self-assessments obtained from interviews, sometimes augmented with statistical elements. They are grouped in six categories:

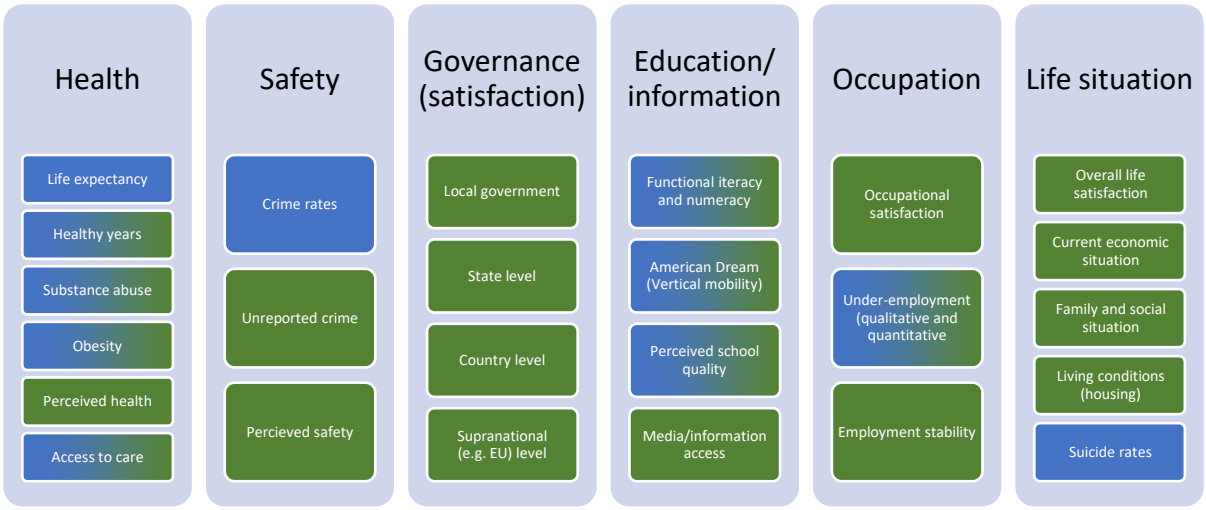

Figure 1: Topics overview (blue=statistics, green=survey-based)

CONTENT COMPARISON

Table 2 compares our proposed set of elements to a selection of existing wellbeing metrics (details in Appendix A).

In our selection, we have deliberately excluded variables that likely represent a "how things should be" position not shared across at least 80% of the population. This is aimed at securing support of the metrics from a wide spectrum of society. Those elements can easily be tracked and monitored outside of a survey-driven wellbeing concept, as their data points are primarily of statistical nature.

		Proposed Indicators	Gross National Happiness	Fordham Index of Social Health	Human Development Index	Calvert-Henderson Quality of Life	Happy Planet Index	Legatum Prosperity Index	OECD Better Life Index	Gallup Sharecare Index	ONS National Wellbeing (UK)	Thriving Places Index	NZ's Living Standards	Indigo Wellbeing Index
Health	Life Expectancy	■			▒		▒		▒	▒	▒	▒	▒	▒
	Healthy years	■						▒		▒			▒	▒
	Substance abuse	■		▒								▒		▒
	Obesity	■												▒
	Perceived health	■	▒			▒		▒			▒	▒		
	Access to (affordable) care	■		▒							▒	▒		
	Perceived mental wellbeing		▒			▒					▒	▒		▒
	Food Security			▒							▒	▒		
	Blood Pressure													▒
	Blood Glucose													▒
	Infant Mortality			▒										
	Healthcare Costs Among Elderly			▒										
	Exercise													▒
	Teenage Drug Abuse			▒										
	Disability										▒			
Safety	Crime rates	■		▒		▒		▒			▒	▒	▒	
	Unreported crime	■												
	Perceived safety	■						▒	▒		▒	▒	▒	
	National Security							▒						
	Alcohol-related Traffic Fatalities			▒										
	Child Abuse			▒										
	Child Poverty			▒										
	Poverty Among the Elderly			▒										
Governance	Local governance	■						▒	▒		▒	▒	▒	
	State governance	■						▒			▒		▒	
	Country governance	■	▒					▒			▒		▒	
	Supranational governance (e.g. EU)	■												
	Voter turnout								▒		▒	▒	▒	
	Government Spending on Healthcare													▒
	Public Sector Debt										▒			
	Transport											▒		
Education	Functional literacy and numeracy	■			▒			▒	▒			▒	▒	
	Vertical mobility	■												
	Perceived school quality	■							▒				▒	
	Media/information access	■												
	Adult Education											▒		
	Children's Education											▒		

Table 2: Element comparison

		Proposed Indicators	Gross National Happiness	Fordham Index of Social Health	Human Development Index	Calvert-Henderson Quality of Life	Happy Planet Index	Legatum Prosperity Index	OECD Better Life Index	Gallup Sharecare Index	ONS National Wellbeing (UK)	Thriving Places Index	NZ's Living Standards	Indigo Wellbeing Index
Occupation	Occupational Satisfaction													
	Underemployment													
	Employment stability													
	Worthwhile													
	Occupation security													
	Work-life Balance													
	Volunteering													
	Art and Culture Participation													
	Sports Participation													
	Income and Consumption													
	Human Capital													
	NEETs													
	No Qualifications													
	High School Dropouts													
	Weekly Wages													
	Disposable Income													
Economic	Local Business													
	Inflation													
	GNI/capita													
	Income Inequality													
	Business Environment													
	Infrastructure													
Life Satisfaction	Overall life satisfaction													
	Current economic situation (basic needs covered?)													
	Family and social situation													
	Living conditions													
	Suicide rates													
	Future expectations													
	Happiness													
	Personal Freedom													
	Cultural Diversity & Resilience													
	Human Rights													
	Teenage Suicide													
Environment	Energy													
	Environment													
	Ecological Footprint													
	Accessed Natural Environment													
	GHG Emissions													
	Protected areas													
	Renewable energy													
	Household recycling													
	Local Environment													
	Ecological Diversity													
	Resilience													

Table 2 (continued): Element comparison

DEMOGRAPHICS

To support focused policy discussions, demographic elements play a significant role. The project must ensure that it represents most parts of society sufficiently and with the required granularity to enable targeted discussion and action.

One key dimension is geographic, with the current focus being on state legislature districts. In cases where significant gerrymandering has blurred otherwise clear boundaries between more homogenous groups, a further breakdown may be necessary.

Further, sample sizes ideally need to be large enough to represent the following demographic information in each geographical segment:

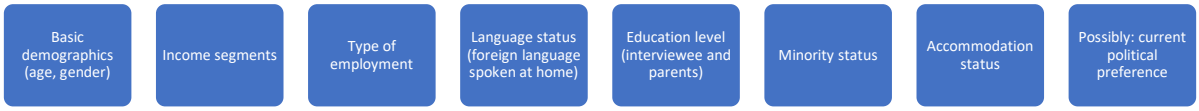

Figure 2: Demographic elements

Accomplishing these objectives unavoidably leads to relatively large numbers of interviews (see methodology).

METHODOLOGY

ELEMENTS

The questions are defined based on the categories above. A detailed set of question samples can be found in the Appendix. A live version of the preliminary questionnaire can be found here.

DEMOGRAPHICS QUESTIONS

To provide demographic insights, the following demographic questions are required. This list will possibly be expanded:

- ZIP code of most frequent place
- Age range
- Gender (perceived)
- Primary languages (spoken at home when a child)
- Current main language
- Ethnicity
- Highest level of education
- Parents' highest level of education
- Current main occupation
- Income range (individual and household)
- Housing situation
- Party affiliation

INTERVIEW DURATION

To secure a high completion rate, the duration of interviews needs to be kept within a meaningful range. Questionnaires longer than 30 minutes are often problematic. For an important topic like wellbeing, tolerance for larger interviews might be higher, particularly if participation is seen as

a chance to influence the local political dialogue and if it is communicated actively in advance by people credible to the audience.

The preliminary questionnaire, excluding demography items, consists of 46 primary questions, with a maximum of 31 additional questions, depending on answers provided. The expected duration for an interview is 12-15 minutes online, and about 25-30 minutes for in-person interviews, depending on additional questions driven by primary answers.

SAMPLE SIZE

We expect that approximately 50,000 interviews are required to cover one medium-sized state of 10 million inhabitants with sufficient geographic and demographic granularity. Exact quantitative dimensions will be determined once the pilot state has been selected and all demographic parameters have been defined.

INTERVIEW METHODOLOGY

Accomplishing the key objectives of this project – changing the dialogue about the future - does not just mean to produce survey results, is depends on an active involvement of citizens throughout the entire process from gathering data to the communication and active use of the findings. Participating in this survey thus must not be a result of traditional recruiting, but rather a voluntary contribution by people eager to share their views with policymakers and their fellow citizens.

Therefore, it is highly desirable that whoever wants to participate in the survey is welcome to do so. Beyond, soliciting as many responses as possible from the people using web or app-based responses reduces cost. Soliciting answers through all possible means, ranging from web advertising to outreach by community leaders seems an essential component of a successful project. If successful, we might receive far more than 50,000 responses required, albeit with significant demographic distortions.

Using this approach, a few aspects become essential:

Risks associated with online participation (distortions, distraction-related completion issues, honesty, participation limits to prevent spamming) require management. Thus, it is likely that a significant number of additional interviews has to be conducted by phone, and – for some less reachable groups – in person.

Given the plan to actively communicate in advance, sign-ups might be an appropriate way to receive commitment, ideally already with some basic demographic data that could help steer further recruitment to fill gaps.

Another relevant aspect of the methodology is timing. Not only does seasonal perception of certain wellbeing factors vary, short-term events (large political or societal events, or even a win or loss of the local sports team) can significantly shift key wellbeing parameters. Establishing a way to identify and reduce these influences is thus important to ensure comparability. An additional question following the general wellbeing question (Cantril's Ladder) could possibly provide adjustment options:

Typical status (21b)

Why?	By asking about how representative the current level of life satisfaction could help eliminate distortions	
Sources	Questions	
Questions	1. Would you say that this position on the ladder sums this year up correctly, or would you place yourself differently when you look back at the entire year? a. If YES: Where would you put yourself for that ladder for the entire year? b. What mostly drives this difference? (LIST)	1 question 2 follow-up questions
Challenges	Honesty	low risk

AGGREGATION AND PRESENTATION

Acceptance of wellbeing metrics is not only derived from the factors identified above (inclusive, non-partisan), but also by a well-understood and widely accepted presentation of outcomes.

This requires a scale that is easily understood, and an intuitive aggregation approach devoid of the subjects' own perception of what is important, and of what is good and bad. Additionally, variance is a relevant aspect, as it demonstrates (perceived) inequality in any one demography or across different groups or geographies.

All aggregation and presentation methods will be tested using focus groups during the planning phase to ensure the highest possible acceptance among recipients.

Scale

Currently, we envisage using a scale from 0 to 10 in alignment with existing wellbeing polls using the Cantril Scale, with 0 being the lowest and 10 being the highest level for many questions and all aggregates.

Weighting

Item weights within a category will be determined during the scoping phase.

Below is a **preliminary** weighting suggestion for categories, final weights will be defined during the scoping phase:

- Life situation: 25%
- Occupational situation: 20%
- Education and information: 15%
- Health 15%
- Safety: 15%
- Governance: 10%

It might be advisable to let participants influence weights by adding a question evaluating their priorities:

Highest impact

Why?	By asking what could lift their life situation most, we obtain valuable information about the relevance of the aspects that drive wellbeing down.	
Sources	Questions	
Questions	1. You rated your overall life at X on a scale of 0 to 10. What single element would lift you up the most if it was improved? Provide LIST of items in survey, allow for open response.	1 question
Challenges	Honesty, momentary misrepresentation	low risk

Variance

Given the importance of variance in any demographic or geographic segment, we aim at always presenting it as part of the final value. High variance is generally considered problematic and indicative of tensions and distribution problems.

Trend indicator

For subsequent iterations, all displays of metrics should include an intuitive trend indicator for subsequent iterations of the survey.

Sample indicator

Here we present a sample of the presentation an indicator badge. It would display the indicator name, the actual mean for the indicator with a color code (between red and green), the variance (equally color-coded), and a trend arrow explaining the trend since the last survey.

This approach would ensure that all relevant information is presented in one place.

PROJECT DELIVERABLES

PREPARATION PHASE

This phase is detailed in the Implementation section below, including a detailed timeline and budget. It aims at preparing the methodology and verifying it with relevant stakeholders:

- **Finalize questionnaire:** determine content, sequence, wording, and format of initial questionnaire, ensure accessibility (including translation) and usability in all formats (web, app, phone, in-person);
- **Data sources**: identify validity and quality of external data sources to support statistical elements, secure availability, potentially solicit access and support of data providers;
- **Determine weighting and aggregation**: Find and verify a method of aggregation and presentation of results;

- **Test sampling methods**: Develop and test recruiting and sampling approaches (in-person, telephone, web/app based), establish necessary relationships with reliable delivery partners providing the necessary quality for telephone and in-person interviews;
- **Refine methodology:** Reach out for direct feedback and run focus groups with various stakeholders to refine the methodology with test data.
- **Develop communications strategy:**
- **Establish detailed rollout plan:**

VERIFICATION PHASE

Verifies all aspects of the project before a statewide rollout and establishes all tools and methodologies for use in 1-2 counties. This provides sufficient insight into the viability of the approach both from a methodology and presentation perspective, and the possibility for corrective measures.

ROLLOUT PHASE

The actual rollout, including the communication of results, is currently not yet planned in much detail, as parameters will depend on key methodology questions, selection of states and partners for implementation. It includes the following elements:

- **Project communications:** Create sufficient awareness to successfully recruit interview candidates with the necessary motivation to participate;
- **Conduct interviews and obtain data:** recruit participants, conduct interviews using the chosen methodology within the defined time window to ensure comparability;
- **Data processing and validation:** process and validate data, identify potential gaps and demographic adjustments required;
- **Data aggregation and presentation**: create data aggregates, including calculation of variance for all demography dimensions;
- **Communicate results** (see below)

MARKETING AND COMMUNICATIONS

This aspect is key to a successful implementation and accompanies the project throughout, beginning from identifying sponsors and stakeholders to building credibility long before actual interviews occur. It includes the following elements. The first few (marked with *) have been fully identified and budgeted, the remaining items will only be detailed when methodology and participating state have been finalized:

- **Project documentation***: Create appropriate documentation (offline and web-based) of the project, its purpose, and its scope.
- **Find sponsors***: Identify key sponsors to support the project financially, intellectually and with their credibility.
- **Identify pilot state***: Identify a pilot state, ideally one with a relatively centrist nature that supports broad acceptance of the pilot's outcome nationally and internationally.
- **Establish project website**: Build a web site enabling presentation and viewing of results and methodology in an intuitive and graphically appealing way.
- **Build relationships**: Establish relationships with state government and opposition and receive endorsements, identify and receive support from other key organizations and spokespeople with a high reputation.

- **Rollout communication:** Statewide communication about the project and its benefit, encourage participation and feedback.
- **Results communication**: Communicate results and insights using all available media and electronic channels.
- **Facilitate results discussion**: Actively facilitate the discussion of results on all levels, actively communicate outcomes and improvements actively.
- **Outreach**: Use results to establish broader momentum and a new national entity with diverse stakeholders that is ready to roll out the approach nationwide.

DEFINITION OF SUCCESS

Measuring success is essential for this project, both during the planning and rollout phases. Key metrics are:

- Acceptance of project across partisan fault lines
- High awareness about project in the population even before interviews begin
- High awareness after results publication
- Inflow of results into policy dialogue
- Uptake in national media

QUALITY ASSURANCE

Quality assurance at every step of the way is an important aspect of successfully managing this project. Key aspects are:

- regular feedbacks with stakeholders
- acceptance and credibility reviews with audiences
- compliance and success metrics

IMPLEMENTATION

CORE TEAM

Lead: Hannes Kunz, President IIER, Ph.D. in economics, M.L.L, (led and set up market research organizations and ran large projects, led health economics studies, CEO of an Ernst & Young subsidiary focused on market research and data analysis),

Local lead: Strong manager with background in political, wellbeing or health polling

Team: 3-4 more junior staff with focus on methodology, technology, and communications.

STEERING COMMITTEE

The steering committee is supposed to provide the necessary guidance on properly developing the project to the statewide pilot level. This includes both methodology knowledge as well as local representation

POSSIBLE PARTNERS

Gallup (running and supporting wellbeing metrics surveys using the Cantril Scale)

Experts on intuitive online data presentation (e.g. Gapminder, 538, etc.)

Academics with a strong focus on relevant topics (wellbeing, (political) surveying, etc.

LONG-TERM OWNERSHIP

After the successful implementation during this project phase, we aim at integrating the management and maintenance (methodology, data and website) within a separate non-profit organization that is supported by many stakeholders representing a wide spectrum of civil society. The implementation of this entity will be a key focus during the project.

PLANNING

OPERATIONAL MILESTONES

Milestones	Timing	Responsibility
Finalization of proposal	Q3/2020	IIER
Initial communications (with website)	Q4/2020	IIER
Identification of partners/sponsors	Q4/2020-Q1/2021	IIER
Fundraising for planning phase	Q4/2020-Q1/2021	All partners
Methodology definition and review	Q4/2020-Q1/2021	IIER, selected partners
IT development	Q4/2020-Q1/2021	IIER, external suppliers
Fundraising for rollout phase	Q2/2021	IIER, partners
Trial phase data collection	Q1/2021	All partners
Communication rollout	Q2-3/2021	All partners
IT rollout	Q2/2021	All partners
Interview phase	Q3/2021	All partners
Processing and presentation	Q4/2021	All partners
Communications	Q4/2021-Q1/2022	All partners

PREPARATION AND VERIFICATION PHASE BUDGET

This budget covers estimated internal and external cost to complete the first key steps to define and verify the statewide pilot rollout:

Items/Activity	*Internal Cost*	*External Cost*	*Total*
Staff cost (1 year)	330		330
Office (9 months)	30		30
Technology	10		10
Steering Committee (1 year)		80	80
Focus group facilitation		20	20

Expert meeting facilitation		10	10
Surveys (testing (phase 0), 1000 (ph. 1)		70	70
Methodology reviews (external)		30	30
Technology development (web, app)		150	150
Communications		70	70
Travel	15	15	30
Miscellaneous	15	50	65
Total $,000	**400**	**495**	**895**

ROLLOUT PHASE BUDGET (PRELIMINARY)

The rollout budget covers the entire cycle (recruiting, interviewing, processing, communications) for the selected pilot state.

Items/Activity	*Internal Cost*	*Third Party Efforts*	*Total*
Survey rollout (50'000)	*250*	*2,000*	*2,250*
Communications	*50*	*500*	*550*
IT improvements	*10*	*40*	*50*
Statistical Analysis	*100*	*50*	*150*
Facilitation of results discussion	*50*	*200*	*250*
Miscellaneous	*50*	*100*	*150*
Total	***510***	***2,890***	***3,400***

RISKS AND RISK MITIGATION

Given the experience of the parties involved and a careful selection of partners, implementation risks should be manageable. The most relevant risks are:

- ### DATA AVAILABILITY AND ACCURACY ISSUES

  Statistical data can suffer from certain availability issues, particularly when it comes to demographic and regional data.

Mitigation

It will be necessary to evaluate each dataset carefully and identify possible mitigation strategies or a combination with survey data to adjust datasets. This is particularly the case for data points not commonly used in the United States (e.g. healthy years), where a combination with survey data will be required.

- METHODOLOGY CRITIQUE

Despite the conservative approach, institutions that disagree with the findings may challenge the methodology. Equally, we might face pressure to include overly partisan aspects, for example related to equality or environmental variables, into the survey.

Mitigation

Absolute transparency of methods and datasets, which can be verified by each user of the outputs provided by the tool, will provide the greatest mitigation strategy. Additionally, a broad coalition of supporters will reduce the impact of critique and support an open dialogue on the approach used for evaluating results.

- IT SECURITY RISKS

Using apps and websites always have the possibility of being attacked (e.g. hacking, DDOS attacks). Additionally, attempts at creating illegitimate data entries for web/app based interviews exist.

Mitigation

A robust IT architecture is required for all web services, supported by the necessary tools providing security and redundancy. A specific effort will be required to ensure the elimination of illegitimate interview participation.

APPENDIX A - WELLBEING METRICS OVERVIEW

Still to do in more detail and nicer: below link shows source document:

https://docs.google.com/spreadsheets/d/1N4CXBAMAr1aGseU-8oxg2T90yBuHmlaUIZbMDguJ-bs/edit#gid=0

Alternative	Project Relevance	Launch Date	Origin	Primary Form	Components/Dimensions	Degree of Adoption	Subjective/Survey Element	Apoliticality	Transferrability/ Scalability	Other Relevant Notes
OECD Better Life Index	High	2011	Organization for Economic Co-operation and Development, largely influenced by the Stiglitz Sen Fitoussi Commission	Dashboard	11 facets: housing, income, jobs, community, education, environment, civic engagement, health, life satisfaction, safety, and work-life balance	Moderate; 41 countries (37 OECD and 4 partner)	Low	Moderate to High	High	Highly interactive tool that allows individuals to compare countries' performances on the basis of their own preferences as to what constitutes a better life. In other words, it has no superimposed value system. End users can select measurements deemed most relevant and see countries rearrange on that basis. Annual report (insert link here) also provides relevant insights.
ONS's Measures of National Well-Being Dashboard	High	2012	Developed by the UK's Office of National Statistics	Dashboard	45 indicators housed by 10 areas	Moderate; widely used in the UK, but not yet outside it	High	Moderate	High	Robust data collection and survey methodology; concise, interactive, presentation of data for public view
New Zealand's Living Standards Framework	High	2018	Developed by the New Zealand Treasury	*Dashboard*	Dashboard contains three sections: "Our Country", "Our Future", and "Our People" The first provides data for the 12 current wellbeing domains, the second provides indicators for the four types of capital (natural, social, human, and financial/physical), and the third is effectively the analysis arm, providing assessments of how the data compares across population groups	Moderate; widely used to inform policy and Wellbeing Budget allocations in New Zealand, but its very national-priority-aligned nature precludes it from being widely adopted. That said, the framework has the potential to be more widely adopted	High	Moderate to High	Moderate	Interesting account on the intent of the framework (directly from Treasury's website) - " Analysis of the indicators from the Dashboard was also used, alongside other wellbeing evidence, to inform development of the five priorities of the Government's 2019 Wellbeing Budget. The Dashboard does not (and is not intended to) provide the depth of quantitative and qualitative wellbeing evidence needed for agency or sector policy analysis. Agencies, local government and non-government interest groups will want to develop their own wellbeing datasets, with a deeper range of wellbeing data and evidence to suit their own needs"
Gross National Happiness	Moderate	1972	Developed by 4th King of Bhutan	Composite Metric	Living standards; health; good governance; ecological diversity; resilience; time use; psychological wellbeing; cultural diversity and resilience; community vitality	Moderate, widely used in Bhutan and increasingly leveraged outside it	High	Low	Low	Government officials interview a random selection of 8,000 households, who are compensated a day's wage for answering an in-depth questionnaire (148 questions and lengthy sub-questions). Spirituality dimension is common critique
Genuine Progress Indicator	Moderate	1995	Developed largely by leveraging the research and work of John Hicks	Composite Metric	The top ten components contribute to 90% of the sum, including four social indicators (cost of lost leisure time, benefits of housework, benefits of higher education, cost of motor vehicle accidents); two environmental indicators (cost of climate change, cost of nonrenewable resource depletion), and four economic indicators (PCE, cost of inequality, benefits of consumer durables, cost of consumer durables)	Moderate; a few states (US - Maryland, Vermont, Utah, Hawaii, etc.), but not yet at the national level. Canada's Alberta province has possibly the most expanded incorporation of GPI in policy-making discourse	None	Moderate	Moderate	Has gained significant traction in the United States and Canada. Greatest value is in ability for direct comparison to GDP; iconic representation of how the internalization of economic costs reveals a significant departure from GDP in the mid 1970s
Thriving Places Index	Moderate	2016	Developed by UK charity, Happy City	Dashboard	60 indicators	Moderate; widely used in the UK (UK's english and welsh councils), but little outside this	High	Low to Moderate	Moderate	Relatively rapid adoption given recent origin
Fordham Index of Social Health	Low	1987	Fordham Institute for Innovation in Social Policy	Composite Metric	Sixteen social indicators: infant mortality, child abuse, child poverty, teenage suicide, teenage drug abuse, high school dropouts, unemployment, weekly wages, health insurance coverage, poverty among the elderly, out-of-pocket health-care costs among the elderly, homicides, alcohol-related traffic fatalities, food insecurity, affordable housing, and income inequality	Low; US specific	None	Moderate	Low to Moderate	Index appears lagely abandoned. Most recent year of published data is 2011
Human Development Index	Low	1990	Developed by the UNDP (driven in large part by Mahbub ul-Haq)	Composite Metric	Life expectancy at birth, education index, GNI per capita	Wide; particularly in economic development discourse and poverty reduction contexts	None	High	High	Recently began pairing HDI with an inequality adjusted HDI metric
Calvert-Henderson Quality of Life Indicators	Low	2000	Published by the Calvert Group and developed by "multi-disciplinary group of researchers, scholars, and practitioners"	Suite of Indicators	Twelve quality of life indicators - education, employment, energy, environment, health, human rights, income, infrastructure, national security, public safety, recreation, and shelter	Low; seemingly had relative traction in the early 2000s after the initial publication (book format), yet does not appear to have weathered the test of time	Low	Moderate to High	Moderate	The book, Calvert-Henderson Quality of Life Indicators represents the culmination of an intensive, well-supported, 4 year research project
Happy Planet Index	Low	2006	Developed by New Economics Foundation	Composite Metric	Only 4: life expectancy, wellbeing, inequality, and ecological footprint	Low; primary audience is general public rather than policy makers	Moderate	Low	High	Methodology involves the multiplication of life expectancy by experienced wellbeing by inequality of outcomes all divided by ecological footprint
Legatum Prosperity Index	Low	2007	Developed by the Legatum Institute, a division of the private investment firm, Legatum	Composite Metric	104 variables grouped by the following 9 sub-indexes: Economic Quality; Business Environment; Governance; Education; Health; Safety & Security; Personal Freedo, Social Capital; Natrual Environment	Low; has seemingly not been widely adopted by governments of any size	Moderate	Moderate	High	The Legatum Institute presents their Prosperity Index as "the only global index that measures national prosperity based on institutional, economic, and social wellbeing"
Gallup Sharecare Index	Low	2012	Partnership between Gallup and Sharecare to conduct surveys and manage datasets accordingly	Unclear - Dataset?	Purpose; social; financial; community; physical	Low, fair survey penetration in the US, yet Index itself does not appear to be particularly well-developed	High	Moderate	Moderate	(From website) - "more than 3 million surveys completed to date in the United States and across the globe, the world looks to the Gallup-Sharecare Well-Being Index™ as the definitive measure of well-being in communities, states and across populations"
Indigo Wellbeing Index	Low	2019	Compiled and led by economics consultancy, Bloomsbury Economics. Published by investment business, LetterOne	Composite Metric	Tracks ten measures: blood pressure; blood glucose, obesity, depression, happiness, alcohol use, tobacco use, exercise, healthy life expectancy, and government spending on healthcare	Low; primarily a ranking system for public consumption	Low	Moderate	Moderate	Predominately physical health-specific. Primary website/ portal's data visualization/graphics are quite compelling, albeit limited in volume

APPENDIX B – ORIGINAL QUESTION OVERVIEW

ELEMENTS

This section contains detailed information on individual elements and their sampling approach. It does not represent the sequence or grouping of questions. Particularly more personal questions will be moved towards the end of the interview, where a personal rapport between interviewer and interviewee has been established.

All questions are preliminary and directional and will undergo a detailed evaluation during the planning and trial phase. A preliminary questionnaire can be found here.

Health

1 Life expectancy

Why?	Life expectancy is an important catch-all variable that stands for general health. It shows the compounded effects of child mortality, lifestyle-driven health issues, risky behavior, and healthcare outcomes.	
Sources	Public Health Data	
Challenges	Detailed geographical data, incorrect geographical area attribution	low risk

2 Healthy Years from age 65

Why?	From an individual's perspective, but equally for families and societies having to support, the number of years spent in a healthy state, being able to enjoy an independent and unassisted life, is equally or even more important than sheer life span. Thus, it increasingly becomes viewed as a more important metric	
Sources	Public Health Data, mortality and morbidity statistics, direct questions	
Questions	See below (perceived health)	
Challenges	Complex methodology, geographical and demographic attribution	medium risk

3 Substance abuse

Why?	Abuse (not occasional use) of legal or illegal drugs (including medications like opioids) is one of the key contributors to negative social outcomes, not just affecting individuals but equally entire families.	
Sources	Public Health Data, questions	
Questions	1. Are you worried about someone in your household using substances, like alcohol, tobacco, drugs, or medications, too frequently? a. If YES: what substances are you worried about? (List) b. Does the level of use affect your family negatively? 2. Do you think your family and friends are worried about your personal use of substances? a. If YES: what substances are they worried about? (List) b. Do you think this negatively affects you or your family?	2 questions 4 follow-up questions
Challenges	Geographic/demographic data availability, honesty	medium risk

4 Obesity (or Diabetes)

Why?	Obesity is one of the key contributors to negative health outcomes and an indicator of nutritional and lifestyle issues affecting a person's wellbeing. Diabetes (type 2) is an alternative marker that is highly (90%) correlated.	
Sources	Public Health Data, questions	
Questions	1. Do you sometimes think that you should lose weight? a. If YES: do you know your current weight b. if YES: what is your height? c. if YES: what have you done in the past week to change that?	1 question 3 follow-up questions
Challenges	Demographic data availability, honesty, bias towards the conscious. It might be meaningful to – also to avoid negative feelings – replace it with diabetes, a solidly correlated marker for obesity prevalence.	medium risk

5 Perceived Health

Why?	Health is a core subjective aspect of wellbeing that can dominate people's existence significantly. Ideally, this questions also covers aspects of mental health.	
Sources	Questions (this also informs the Healthy Years question)	
Questions	1. How would you perceive your overall health (0-10 scale) a. If below 10: Does any aspect of your health make life more difficult for yourself or your family or stop you from doing important things? b. IF YES to a) or below 8: What bothers you health-wise? (LIST) c. IF YES to a) How is your life affected by your condition? (LIST) d. For how long has this situation persisted? e. Do you see that this situation will improve? IF YES: For how long do you expect your problems to continue?	1 question 5 follow-up questions
Challenges	Honesty, methodology challenges for mental health evaluation	low risk

6 Access to Healthcare

Why?	Having access to good and affordable healthcare is a key element contributing to a stable life situation, irrespective of current health status.	
Sources	Questions	
Questions	1. Do you feel you have access to good and affordable healthcare (if healthy: if you or a member of your household would get seriously ill or have an accident that needs a doctor or hospital?) 2. Do you feel that the health services you have access to are of good quality? 3. Are you ever worried about healthcare bills? a. IF YES: LIST (various options)	3 questions 1 follow-up
Challenges	Honesty	low risk

Safety

7 Crime Rate

Why?	Crime rates are a key aspect of people's safety, and perception thereof.	
Sources	Statistical data (Homicides, crime against property)	
Challenges	Incomplete/skewed	low risk

8 Unreported Crime

Why?	Unreported crime is a key indicator of people's personal safety, but equally a representation of their trust in authorities and the legal system to uphold their rights. It might also be indicative of internal resolution mechanisms in communities.	
Sources	Questions	
Questions	1. In the past three months, have you been a victim of a crime that you did not report to the police or other authorities? a. If YES: Specify crime (LIST) b. What were the reasons for not reporting it? (e.g. importance, directly resolved, trust in authorities, fear of retaliation, etc.)	1 question 2 follow-up questions
Challenges	Honesty	low risk

9 Perceived safety

Why?	Perceived safety is a key element of people's wellbeing, and a constant worry about life and property can affect them massively even if they are currently not direct victims	
Sources	Questions	
Questions	1. Do you generally feel safe in your home and neighborhood? a. If NO: What do you consider the main risks? (LIST) 2. Do you consider the police a guarantor of your safety or a risk to your safety (scale 0-10)	2 questions 1 follow-up question
Challenges	Honesty	low risk

Governance

10-13 Governance (supranational governance maybe not applicable to the U.S.)

Why?	Perceptions of the quality of governance (at all levels) play a significant role in determining an individual's wellbeing. A sense of distrust or dissociation for or with public leaders impacts one's ability to feel comfort in their community, both local and beyond.	
Sources	Questions (4 sets, local, state, national, supranational where applicable)	
Questions	1. Do you trust your elected officials to make the right decisions? 2. Overall, do you feel that politicians try to act in the interest of everyone, or just select groups? 3. Do you feel that you have a way of being heard with what you need by the authorities?	9- 12 questions
Challenges	Validity: results might mostly reflect political affiliation with incumbent. Also, it might be relevant to ask about various branches of government	medium risk

Education

14 Functional Literacy and Numeracy

Why?	The ability to access, interpret, and employ text and numbers is a prerequisite to a successful life these days. Its absence limits the ability of success.	
Sources	Statistics, questions	
Questions	1. When you get a utility bill, can you read and understand it easily?	1 question
Challenges	Honesty, type of question, demographic data for statistical information	medium risk

15 American Dream - Vertical Mobility

Why?	Being able to reach aspired goals is an inherent theme of American culture, irrespective of a person's background.	
Sources	Statistics (education, parents vs. children accomplishments), questions	
Questions	1. Do you feel that you are in control of your life and able to accomplish your goals? Or in other words: do you feel the "American Dream" is within reach?	1 question
Challenges	Honesty, interpretation of question	Low risk

16 School Quality

Why?	Perceptions of schooling/education more generally carry on far into adulthood. Many metrics assessing school quality only focus on outcomes such as standardized test scores or graduation rates. Ultimately, it is equally important how a school's quality is how is perceived by parents and graduates	
Sources	Statistics (scores) questions	
Questions	1. Do you currently have children in a local school? a. If YES: How do you perceive the quality of the school (scale 0-10) b. What is good/bad (LIST) 2. Do you generally feel that the schools in your area are better/the same/worse than in other areas?	2 question 2 follow-up questions
Challenges	Honesty, bias towards school, correct attribution of statistical information	medium risk

17 Media/Information Access

Why?	The ability to access reliable, relevant, and timely information enables individuals to assess situations around them and to ultimately make better decisions.	
Sources	Questions	
Questions	1. Do you feel you have the necessary information to make well-informed decisions about important topics on a local/state/national level? 2. What sources do you mostly use and trust? (ask for each) 3. Do you have any paid news subscriptions (online or paper)? 4. If you want to know more about a topic, where do you go (LIST)?	4 questions
Challenges	Preoccupations, misrepresentation	low risk

Occupation

18 Occupational Satisfaction

Why?	The satisfaction with one's main occupation, if paid or not, is a key contributor to wellbeing and overall livelihood.	
Sources	Questions	
Questions	1. How satisfied (0-10) are you overall with your main occupation (this is how you spend most of your day, paid or not) 2. What is your main occupation? (LIST) 3. Do you have additional occupations/jobs where you spend at least 10 hours a week? a. If YES: How satisfied are you with this occupation? 4. If paid occupation: if money was no issue, would you continue doing what you are doing professionally?	4 questions 2 follow-up questions
Challenges	Honesty	low risk

19 Underemployment

Why?	Having a satisfying role is an important aspect of life satisfaction.	
Sources	Statistics, questions	
Questions	1. Do you feel that your skills are utilized in what you do every day? a. If NO: What is missing (LIST) 2. Can you work as many hours as you would like? Or do you work too many or too few? a. If NO, ask for ideal situation	2 questions 1 follow-up question
Challenges	Honesty	low risk

20 Employment Stability

Why?	Consistency and safety of employment provides peace of mind and financial stability, and a sense of value.	
Sources	Questions	
Questions	1. Do you consider your job(s) safe? a. If NO: What are the reasons (LIST)	1 question 1 follow-up question
Challenges	Honesty	low risk

Life Situation

21 Overall Life Satisfaction

Why?	This is an overall wellbeing assessment based on the widely used and accepted Cantril Scale (aka "Cantril's Ladder"), enabling comparisons and calibrations with external data	
Sources	Questions	
Questions	1. Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time? 2. On which step do you think you will stand 5 years from now?	2 questions
Challenges	Honesty	low risk

22 Current Economic Situation

Why?	A stable economic basis is a prerequisite of a satisfied life. There, absolute numbers matter far less than a comparison between a person's (perceived) needs and available resources.	
Sources	Questions	
Questions	1. Do you feel that your economic situation allows you to cover all the basic needs for yourself and your family? a. If NO: what is difficult to cover? (LIST) 2. If you lost all income overnight, for how many months could you get by with your savings? a. IF none: Do you currently experience financial problems? b. IF YES: What kind of problems are they (LIST)	2 questions 3 follow-up questions
Challenges	Honesty	low risk

23 Family and Social Situation

Why?	Being socially embedded is an important aspect of wellbeing, both within an immediate small network with family and friends, but equally within the larger community	
Sources	Questions	
Questions	1. How do you feel when with your immediate family and friends? (0-10 from very unhappy to very happy) 2. How happy are you within your wider community 3. Do you consider yourself part of a minority? a. IF YES: What minority do you attribute yourself to? b. IF YES: Do you feel that your minority experiencing any disadvantage compared to the average? c. Do you personally experience disadvantages because you're part of that minority? d. If YES: Which (List)	3 questions 4 follow-up questions
Challenges	Honesty, misrepresentation	medium risk

24 Living Conditions

Why?	Decent living conditions are a requirement for a happy life, which includes housing and neighborhood.	
Sources	Questions	
Questions	1. How satisfied are you with your accommodation? (0-10) a. IF below 8: ask for reasons (LIST) 2. How satisfied are you with the neighborhood/location of your home? a. IF below 8: ask for reasons (LIST)	2 questions 2 follow-up questions
Challenges	Honesty, misrepresentation	medium risk

25 Suicide rates

Why?	Suicide rates provide a reflection on people's life situation and are ultimately a mirror of grief and worry in a society.	
Sources	Statistics	
Challenges	Geographical/demographic granularity	low risk

DEMOGRAPHICS QUESTIONS

To provide demographic insights, the following demographic questions are required. This list will possibly be expanded:

- ZIP code of most frequent place
- Age range
- Gender (perceived)

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