서울의 행복 정책

Happiness and Policy in Seoul

변미리 | 서울연구원 미래연구센터장

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Presentation to
Happiness
Conference

서울연구원
The Seoul Institute

Happiness and Policy in Seoul

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Overview

- Why measuring Happiness ?

  (Why the Public Sectors are interested in Citizen's Happiness)
- Measuring the Happiness or Life Satisfaction

  (how do we measure Citizen's Happiness)
- Seoul Survey Data related to the Happiness Index
- Key factors to impact on Citizen's Happiness in Seoul

  (OLS Regression Analysis of Happiness : Seoul, S District, K District)
- Policy Implication
- Multi Indicators of Happiness

Why Happiness?

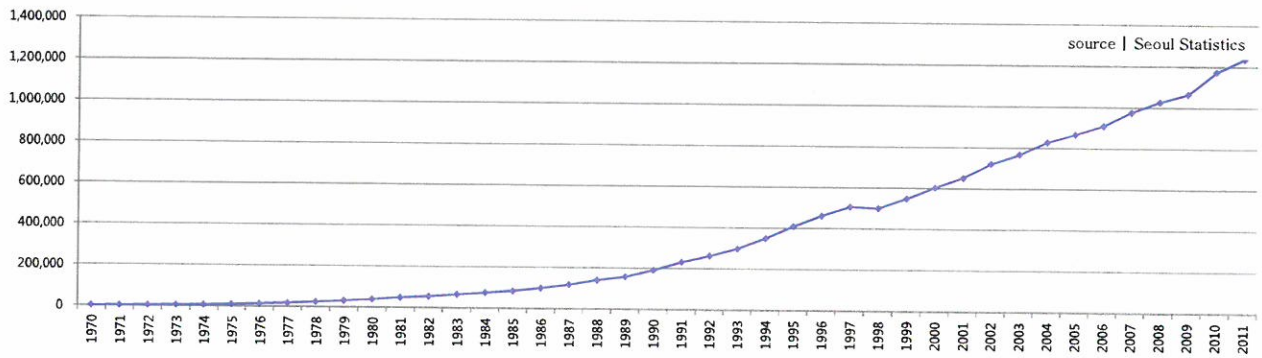
Economic Development and Happiness

- The United States has achieved striking economic progress over the past half centuries, by the way , uncertainties and anxieties are high, social and economic inequalities have widen considerably, social trust is in decline, and confidence in government is at an all-time low(UN, 2012)

- Seoul Metropolitan Government has faced the same challenges.

- Dramatic economic growth (200 times during 50 years)
- Social and Economic polarization also has increased dramatically
- Social exclusion, wealth inequalities has continued to deteriorated

Past 50 years of Seoul, Rapid growth, but low Quality of Life

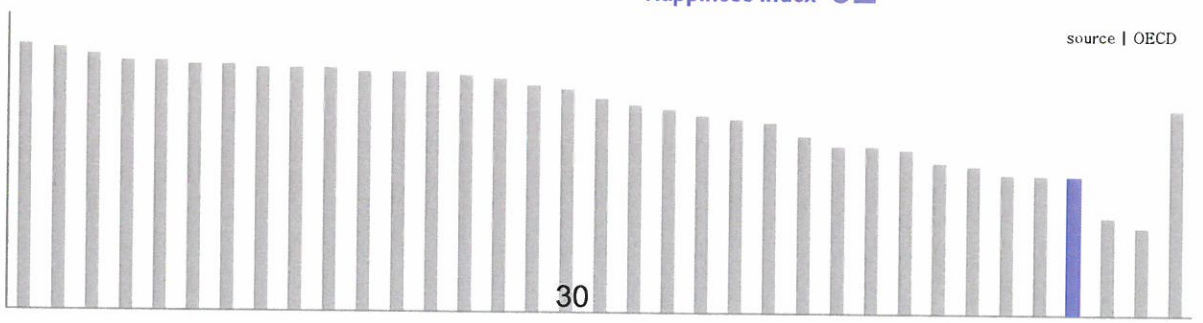


GDP : Membership of OECD Country

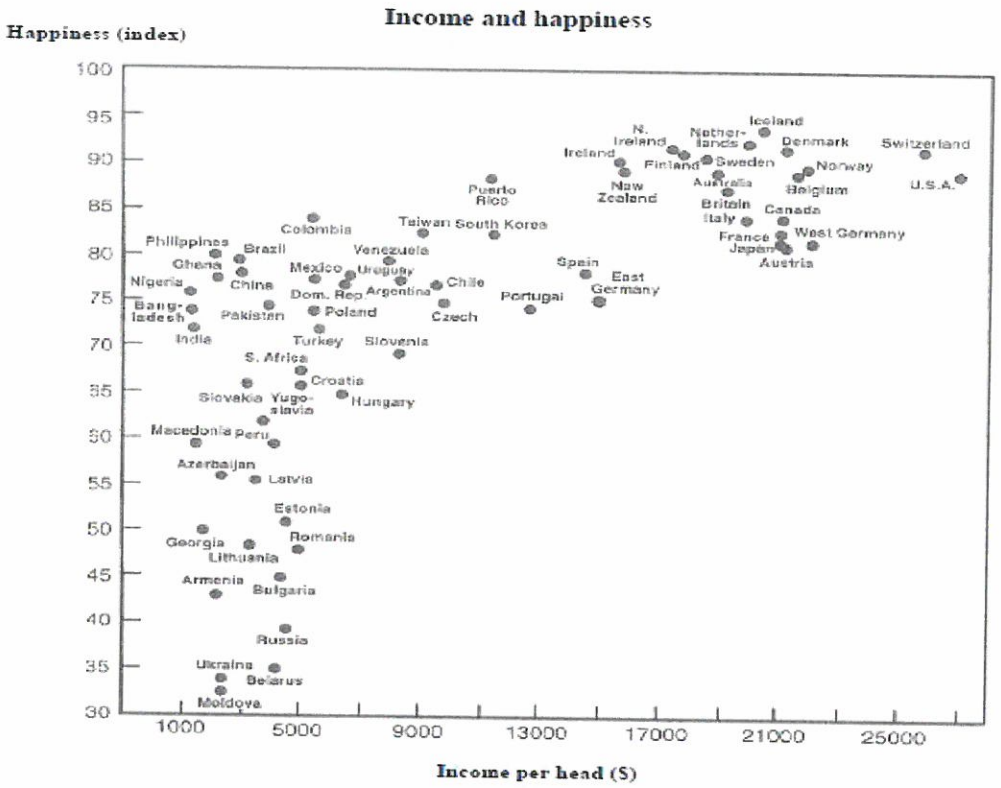
Vs

Among OECD countries

Happiness Index **32nd**



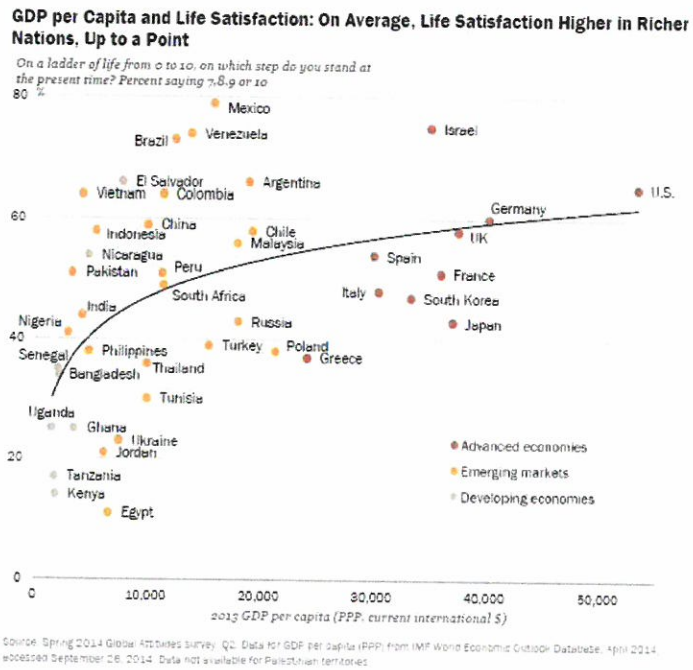
Generally, linear correlation between GDP and Happiness



Source : Inglehart and Klingemann(2000)

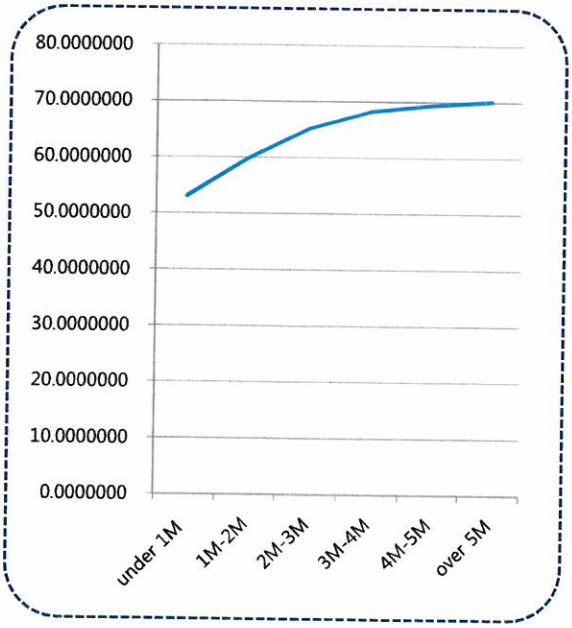
Happiness and Income

소득과 주관적 행복감 상관관계
Global



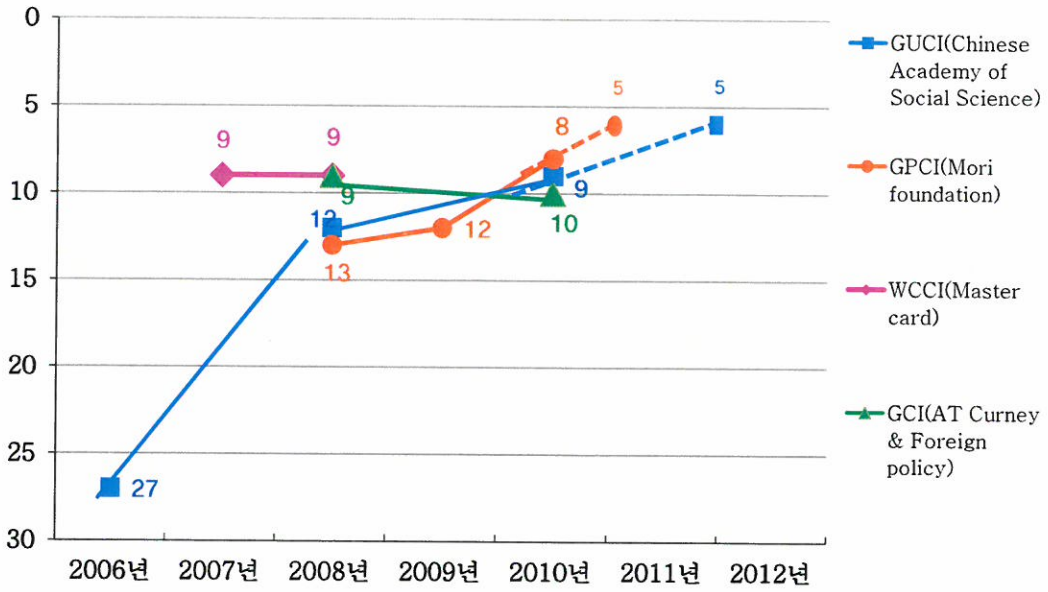
출처 : Pew Research Survey , 2014

소득과 주관적 행복감 상관관계
Seoul



출처: 서울서베이, 2013

Urban Competitiveness is relatively high ranked



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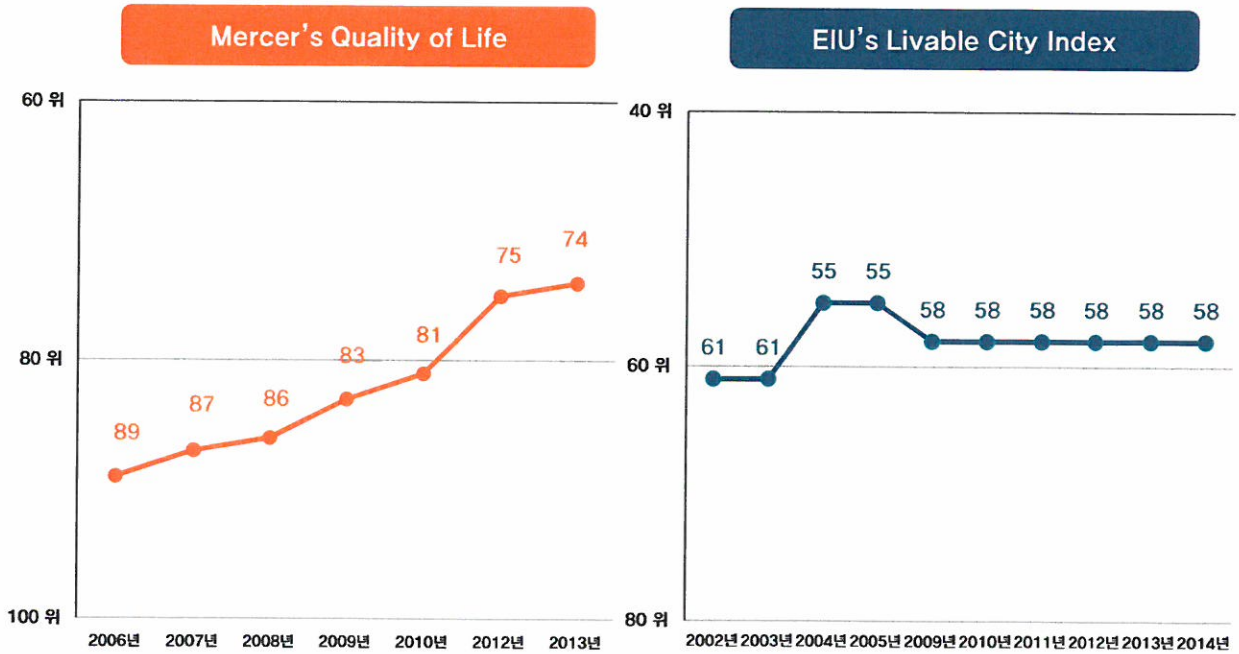
Quality of Life in Seoul is lower than the urban competitiveness



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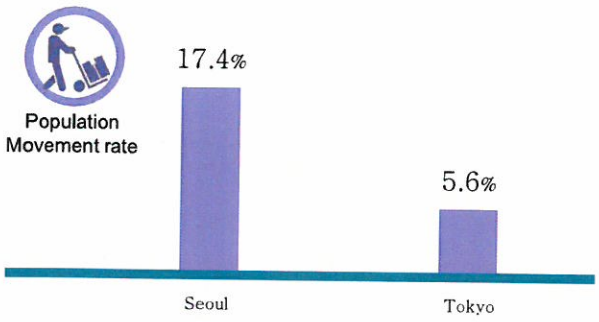
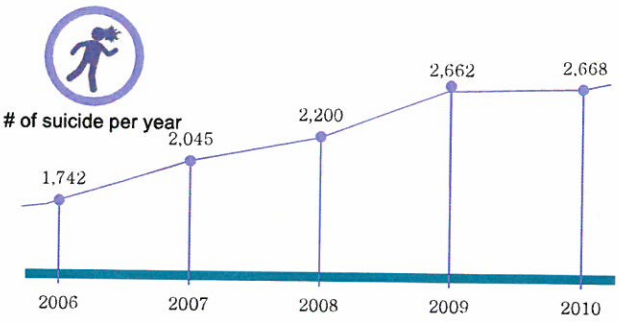
Decreased Interpersonal Relations, Reduced Social Trust

- Intensified competition – Loss of Neighborhood

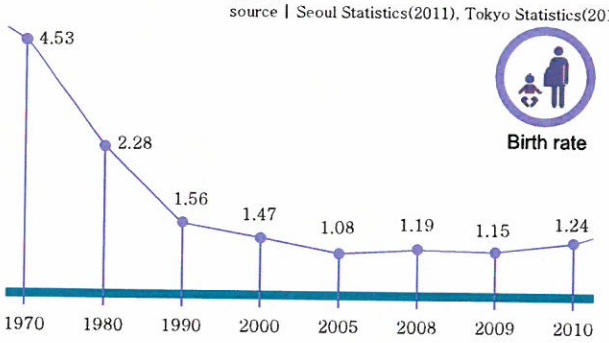
  -> resulted in urban problems : lower trust, disintegrated kinship neighborhood



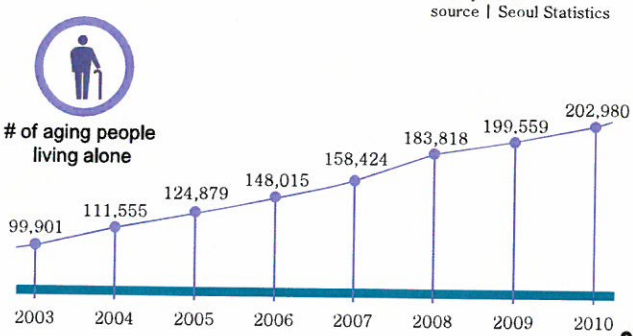
Unit: %
source | Seoul Statistics(2011), Tokyo Statistics(2011)



Unit: person
source | Seoul Statistics



Unit: %
source | Korean Statistics



Unit: person
source | Seoul Hosing Master Plan in 202(

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Public Policy should concern about the people' s happiness

- In recent years, a number of nations have begun incorporating measures of happiness into their benchmarks of national progress
- Policy makers are now discussing the merits and demerits of happiness measures
- That means that happiness indicators have also captured the attention of the public

Happiness Survey and Ongoing Issues

Happiness measure itself and beyond the measure

• There are number of approaches to measuring happiness or Life Satisfaction

• "happiness" "wellbeing" "subjective well-being" "life satisfaction"

• Happiness is the most open-ended and least well-defined of the terms, although it is the one that gets the most public attention and interest

• In related to the concept of happiness, residents' life satisfaction on their neighborhood itself is emerging as important as a regional policy

• World Happiness Report (2012), OECD Better Life Initiative(2011), UK Office for National Statistics(ONS), Bhutan GNH (Gross National Happiness) World Value Survey , European Social Survey

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Happiness Survey and Ongoing Issues

Happiness measure itself and beyond the measure

• "How Happy are you now?" "How Happy were you yesterday?"

• "How happy are you with your life as a whole these days?"

• " Taking all things together, how happy would you say you are ? (on a scale of 0 to 10)"

• " Taking all things together, would you say your are : very happy, happy, not very happy, not at all happy? "

• In Seoul Survey, "Taking all things together, how happy would you say you are " (in the state of health, finance, family life, social relations , social life on a scale of 0 to 10)

Happiness Survey and Ongoing Issues

How much Income matters to Happiness or Life Satisfaction?

- Easterlin Paradox

" Will raising the incomes of all increase the happiness of all?"

Economist s have implicitly assumed that the answer is "YES"

Theories of relative preference predict that the answer is "NO"

- Within countries wealthier people are, on average, happier than poor ones, across countries and over time, studies find very little, if any, relationship between increase in per capita income and average happiness levels (Graham, 2005; 2011)

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Seoul Survey Data

- Seoul Survey was conducted by the Seoul Metropolitan Government as the Urban Social and Policy Indicators
- This survey is undertaken from October to November, 2012.
- The numbers of valid samples were 45,000 respondents aged 15 and over in Seoul.

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Seoul Survey Data

Seoul Survey : Urban Social Policy Indicators (217 indicators)

Population (14)	Economy (36)	Housing (22)
Culture (19)	Tourism (12)	Social Welfare (21)
Family (15)	Environme-nt (18)	Transporta tion (17)
Knowledge /Iinformati on (7)	Security (17)	Social Value (19)

General Social Survey : Citizen

- Sampling Unit : household/ Member of Household over aged 15 years old
- Sampling size : 20,000 Household
- Methods : face to face interview

General Social Survey : foreigners

- Sample Unit : Foreigners living in Seoul over 91 days
- Sample Size :2,500 persons
- Methods : Location Survey

* From the year of 2007

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Seoul Survey : Urban Policy Indicators System

Area	Sectors	# of Indicators		
Population	· Average People of Seoul	14	10	4
Economy	· economic infra · business condition · HR · life condition	36	10	26
Housing	· housing condition · life condition · education · financial	22	5	17
Culture	· cultural Activity · promotion · cultural infra · cultural market	19	7	12
Tourism	· brand · touristic resources · industry · service	12	3	9
Social Welfare	· social caring · healthy life · retirement life	21	10	11
Gender Equality & Family	· gender equality · healthy family · Childcare Services	15	6	9
Environment	· Atmosphere · Water · Natural & Green · Waste · Governance	18	4	14
Transportation	· Infra · Services · Eco-centric & Green	17	4	13
Information & Knowlege	· Transparency · Information services	7	3	4
Security	· Disaster · Everyday life's Security · Transportation Security · Rescue	17	5	12
Social Value	· Work and Consumption · Family Value · Social Capital	19	18	1

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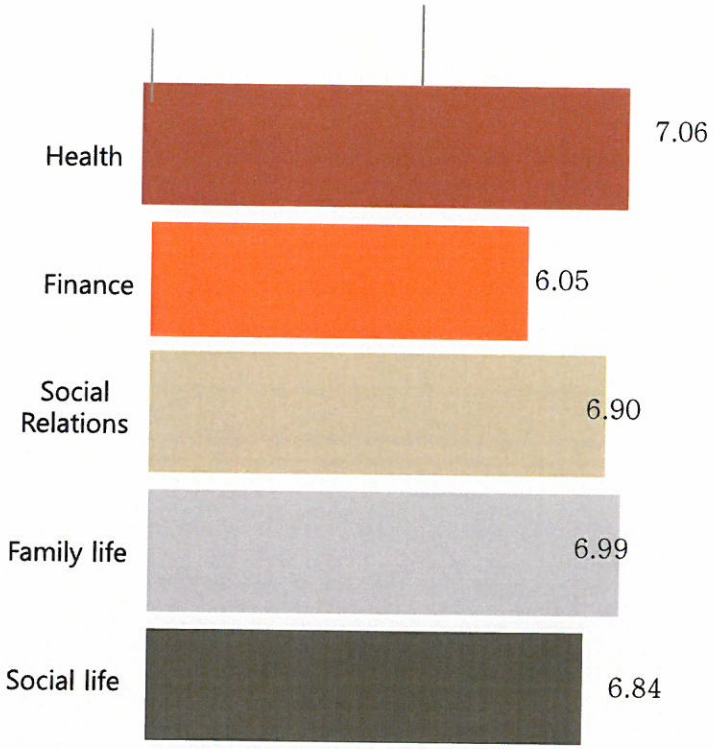
The State of Seoul's Happiness

Happiness Score

6.8/ 10 point



Source: 2012 Seoul Survey

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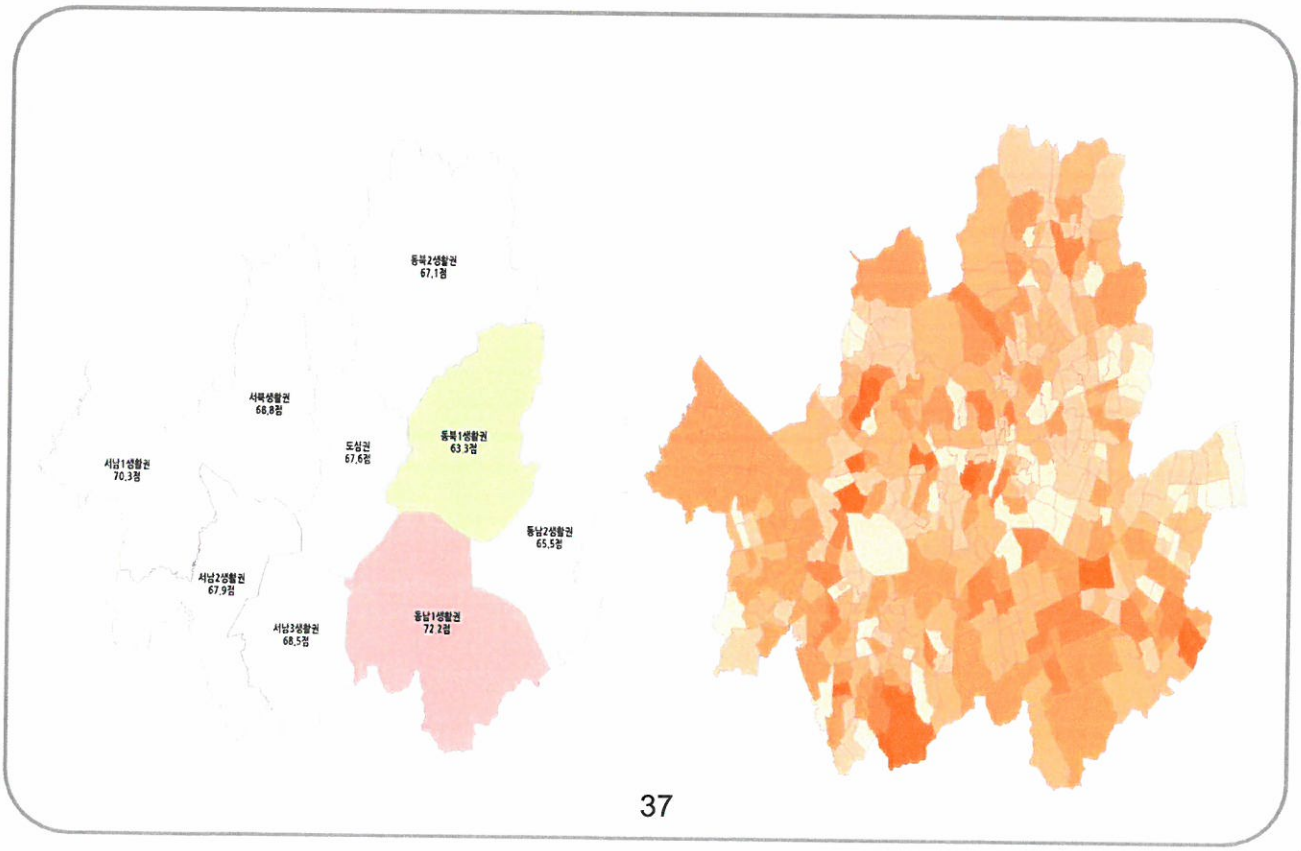
Happiness Map of Seoul



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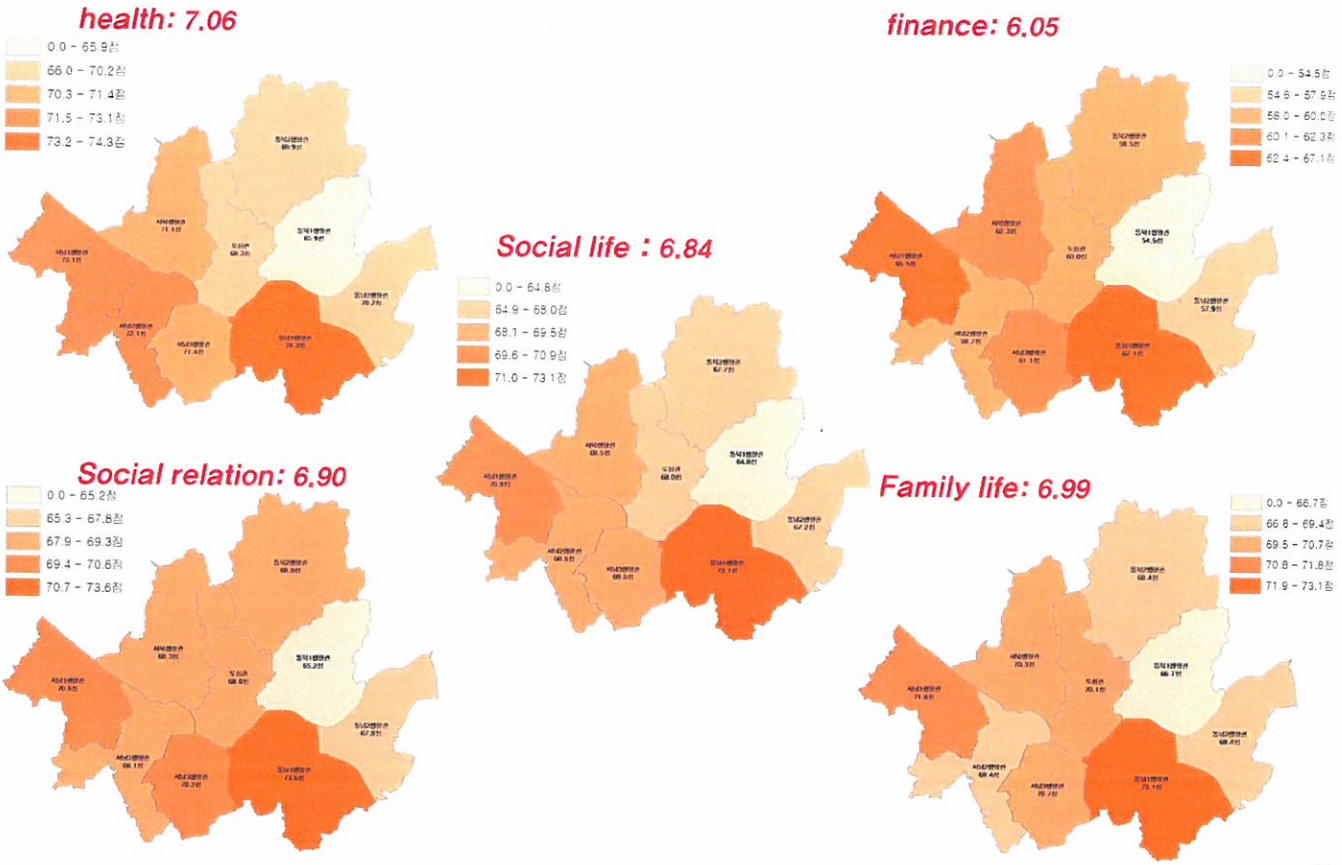
Happiness Map of Seoul by category



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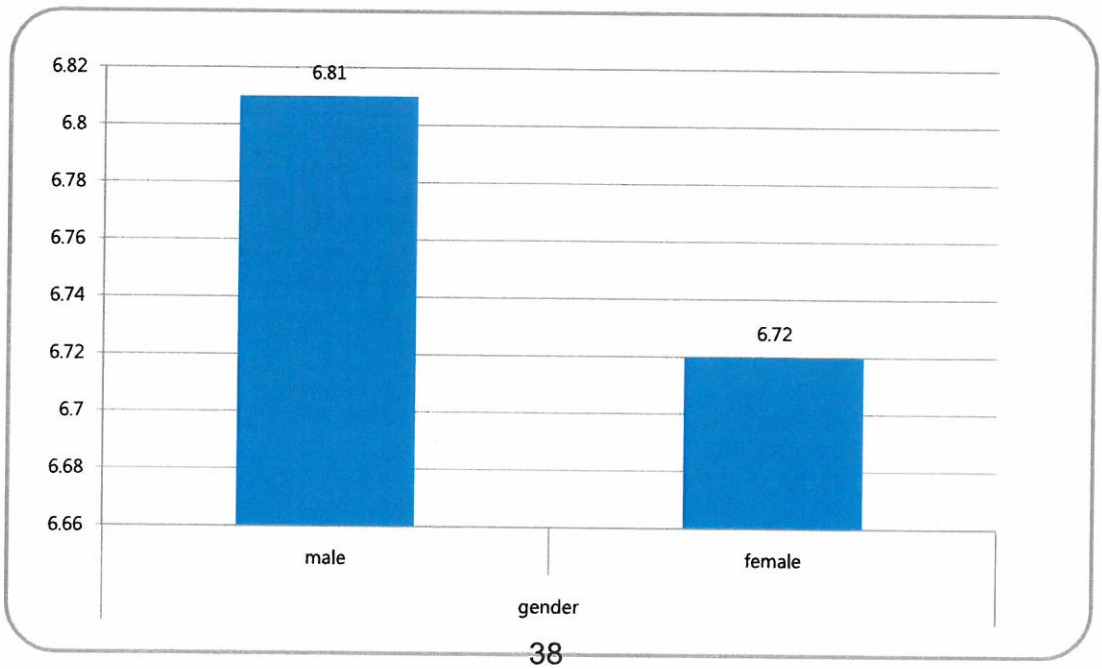
Happiness Scores by gender

- Men are happier than women
- The difference score between male and female is statistically meaningful



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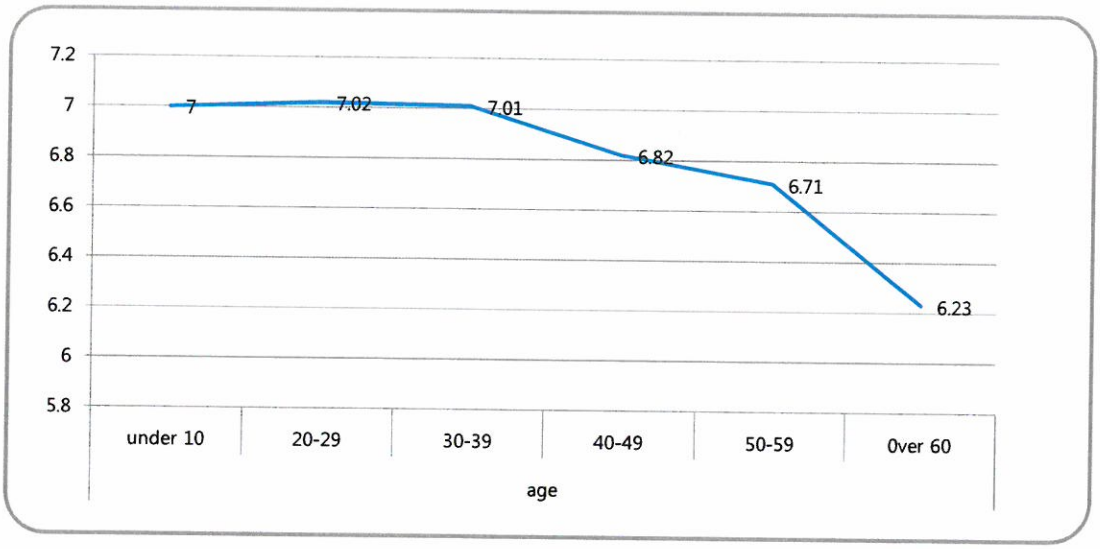
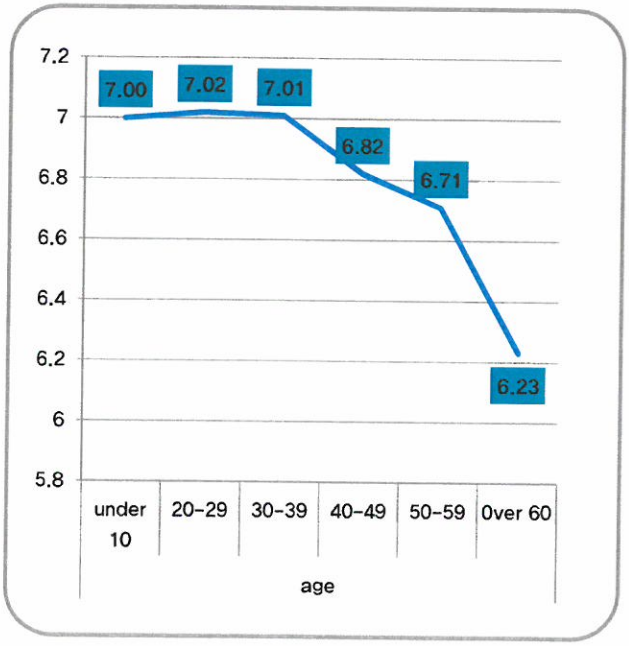
Happiness Scores by ages

- World Happiness Report said that the happiness score by age shows typically the U-shape pattern.
  - Early ages in the life stage feel that they are happier, but in the mid-ages(40-50 years old) identified themselves as the desperate stage. In the later periods of life stages, almost people start to feel happier than ever before
- In Seoul, there is no evidence of U-shape pattern

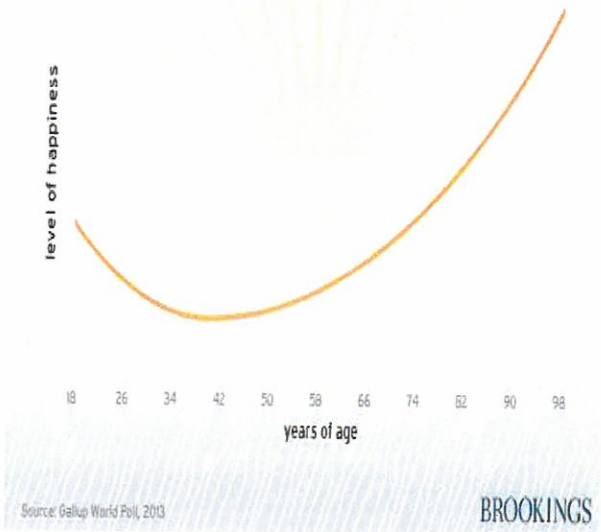


No U-shape

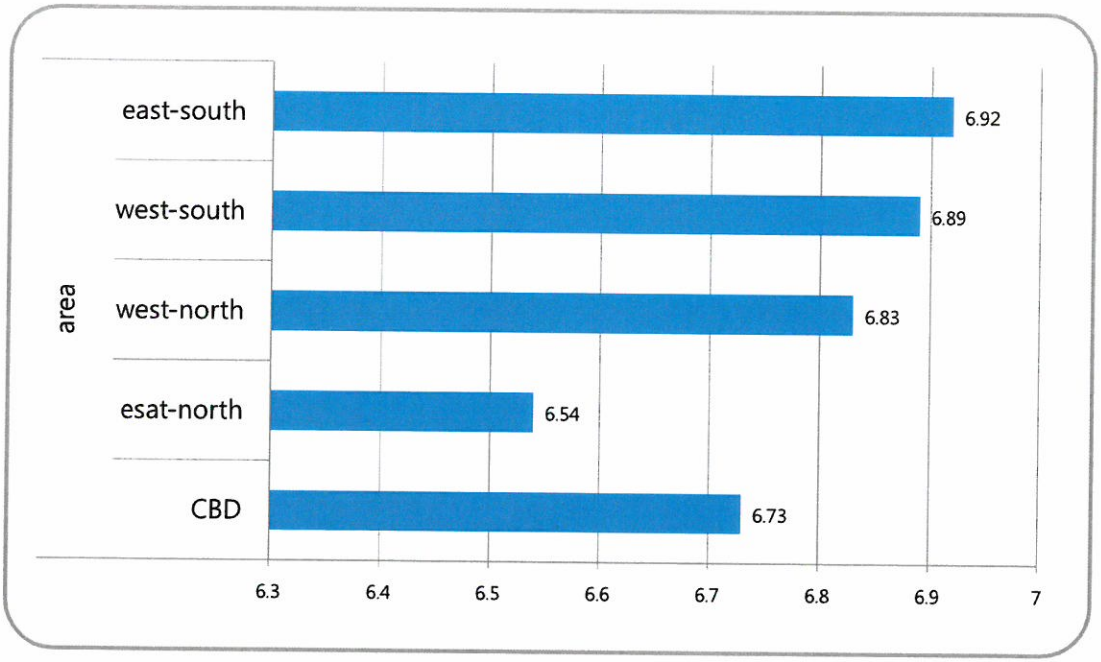
연령별 행복지수, Seoul 2012



Happiness and Age, World, 2012

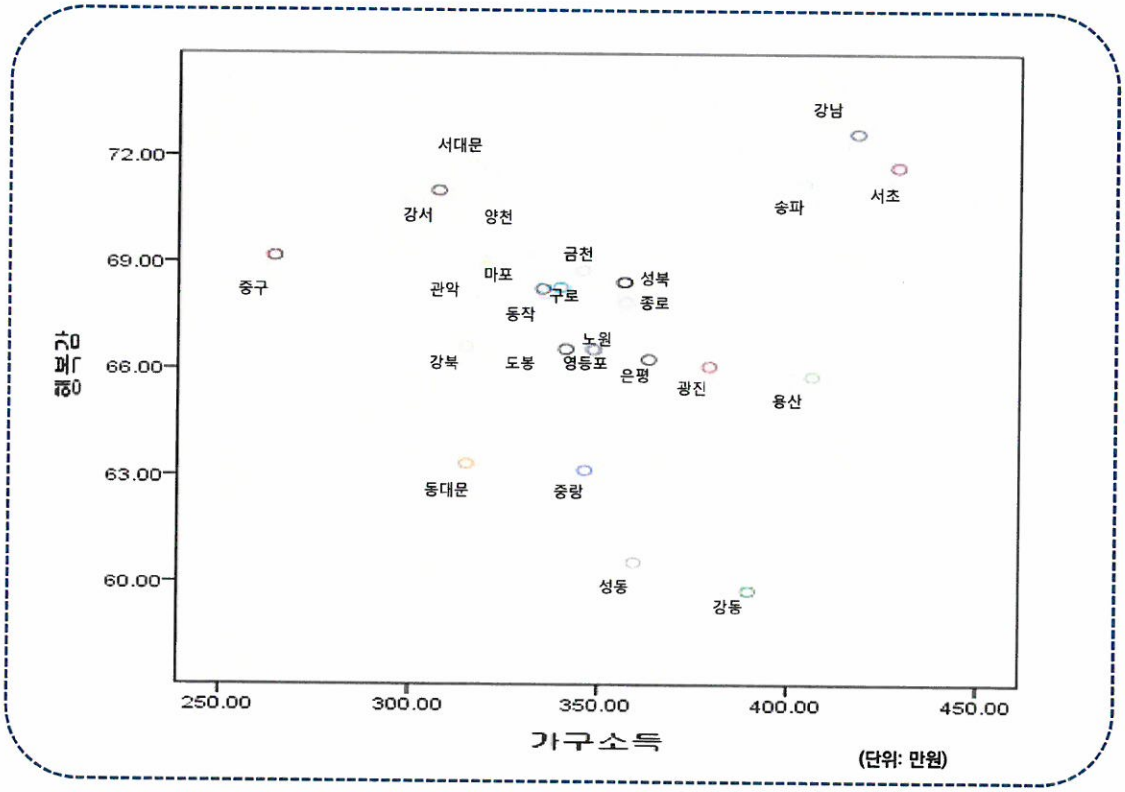


Happiness Scores by Areas



Note: East-South area covers 4 districts – Gangnam, Seocho, Songpa, Gangdong
West-South area covers 7 districts - Yangcheon, Gangseo, Guro, Geumcheon, Yeongdeungpo, Donjak, Gwanak
West-North area covers 3 districts – Eunpyeong, Seodaemoon, Mapo
East-North area covers 8 districts - Seongdong, Gwangjin, Dongdaemoon, Joonrang, Seounbuk, Gangbuk, Dobong, Noweon
CBD covers 3 districts – Jongro, Junggy, Youngsan

Happiness Scores by Areas



출처: 서울서베이, 2012

Happiness Scores by Areas

- There is significant differences among areas
- East-south are, more richer than any other area, reach the highest happiness score
- East-north area, the poorest region in Seoul ranks the lowest average score, 6.54 points

Note: East-South area covers 4 districts – Gangnam, Seocho, Songpa, Gangdong
West-South area covers 7 districts - Yangcheon, Gangseo, Guro, Geumcheon, Yeongdeungpo, Donjak, Gwanak
West-North area covers 3 districts – Eunpyeong, Seodaemoon, Mapo
East-North area covers 8 districts - Seongdong, Gwangjin, Dongdaemoon, Joonrang, Seounbuk, Gangbuk, Dobong, Noweon
CBD covers 3 districts – Jongro, Junggy, Youngsan

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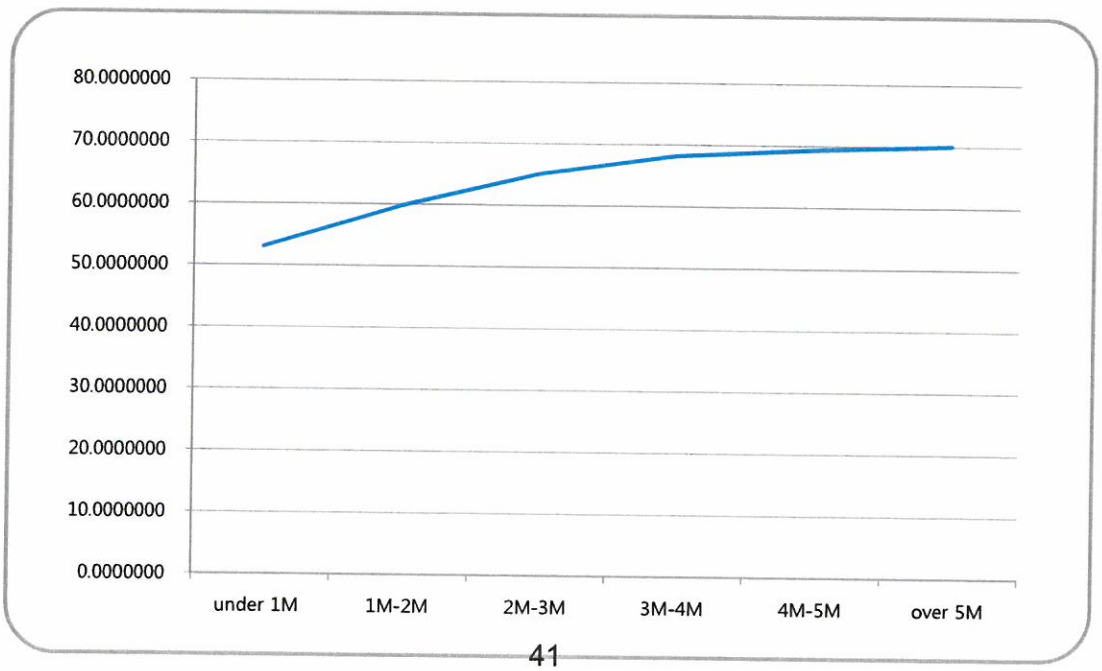
Happiness Scores by Incomes

- Incomes could explain the people's happiness in Seoul
- The richer are happier than the poorer
- The mean score of happiness of the richest group is 6.98 and the poorest are 5.39



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Variables

Dependent Variable : Happiness Score

Independent Variable

Socio Economic Factors

- Income
- Age
- Status Mobility Possibility
- Voluntary experience

Neighborhood Factors

- Neighbor Trust
- Public Trust
- Social Safety
- Regional Identity

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Analysis 1 : Seoul

- According to the OLS model, Socioeconomic factors explain the increasing (or decreasing) of happiness scores
- Age factor and income factor could explain the happiness of people.
  -- age factor impact is negatively and income factor impact is positively
- Status mobility variable means the possibility of future hope, so that variable affect significantly to the happiness score, that implies very important policy direction
- Neighborhood factors could explain the happiness score, but the R2 is relatively low than the socioeconomic factors
- Among Neighborhood factors, trust variables(Neighbor trust, public trust) affect significantly to the happiness scores
- Regional Identity factor ("This area is my hometown") also affect significantly to the happiness score

Analysis 1 _ Correlation Table among variables

Relations between east asian identity and China factors

		Happiness	Income	Age	Status mobility	Voluntary work	Neighbor trust	Public trust	Social safety	Regional identity
Happiness	Pearson coefficient	1	.201**	-.223**	.178**	-.001	.118**	.118**	.058**	.092**
	Sig. (2-tailed)		.000	.000	.000	.867	.000	.000	.000	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Income	Pearson coefficient	.201**	1	-.130**	.120**	.088**	-.001	.021**	-.005	.024**
	Sig. (2-tailed)	.000		.000	.000	.000	.891	.000	.307	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Age	Pearson coefficient	-.223**	-.130**	1	-.015**	-.161**	.063**	.024**	.055**	-.145**
	Sig. (2-tailed)	.000	.000		.001	.000	.000	.000	.000	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Status mobility	Pearson coefficient	.178**	.120**	-.015**	1	.046**	.085**	.101**	.101**	-.008
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.000	.089
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Voluntary work	Pearson coefficient	-.001	.088**	-.161**	.046**	1	-.016**	-.004	-.072**	.035**
	Sig. (2-tailed)	.867	.000	.000	.000		.000	.412	.000	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Neighbor trust	Pearson coefficient	.118**	-.001	.063**	.085**	-.016**	1	.215**	.071**	.042**
	Sig. (2-tailed)	.000	.891	.000	.000	.000		.000	.000	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Public trust	Pearson coefficient	.118**	.021**	.024**	.101**	-.004	.215**	1	.064**	.035**
	Sig. (2-tailed)	.000	.000	.000	.000	.412	.000		.000	.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Social safety	Pearson coefficient	.058**	-.005	.055**	.101**	-.072**	.071**	.064**	1	.031**
	Sig. (2-tailed)	.000	.307	.000	.000	.000	.000	.000		.000
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758
Regional identity	Pearson coefficient	.092**	.024**	-.145**	-.008	.035**	.042**	.035**	.031**	1
	Sig. (2-tailed)	.000	.000	.000	.089	.000	.000	.000	.000	
	N	49758	49758	49758	49758	49758	49758	49758	49758	49758

Notes: ** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Analysis 1 _ Correlation Table among variables

Model	Independent Variables	Non standardized statistics		Standardized statistics	t	P value	F	R	R^2
		B	S.D	Beta					
Model 1	(상수)	66.722	.202		329.731	.000	1484.741*** (p=.000)	.327a	.107
	Income	.009	.000	.160	37.049	.000			
	Age	-.144	.003	-.208	-48.205	.000			
	Status mobility	.075	.002	.158	37.010	.000			
	Voluntary work	-1.392	.108	-.056	-12.929	.000			
Model 2	(상수)	60.051	.208		288.676	.000	412.047*** (p=.000)	.179a	.032
	Neighbor trust	.048	.002	.091	20.166	.000			
	Public trust	.046	.002	.093	20.577	.000			
	Social safety	.022	.002	.043	9.799	.000			
	Regional identity	2.378	.125	.084	18.983	.000			
Model 3	(상수)	60.227	.271		222.294	.000	941.929*** (p=.000)	.363a	.132
	Income	.009	.000	.159	37.343	.000			
	Age	-.145	.003	-.211	-48.803	.000			
	Status mobility	.065	.002	.138	32.393	.000			
	Voluntary work	-1.305	.106	-.052	-12.260	.000			
	Neighbor trust	.050	.002	.096	22.343	.000			
	Public trust	.040	.002	.081	18.862	.000			
	Social safety	.020	.002	.039	9.319	.000			
	Regional identity	1.496	.120	.053	12.459	.000			

Analysis 2 : Upper Class Resident Area _District S

모형	독립변수	비표준화 계수		표준화 계수	t	유의확률	F	R	R^2	
		B	표준오차	베타						
모형1	(상수)	64.885	.785		82.676	.000	36.507*** (p=.000)	.263a	.069	
	Income	.009	.001	**.195**	**8.969**	**.000**				
	Age	.003	.011	.005	.236	.813				
	Status mobility	.055	.007	**.165**	**7.560**	**.000**				
	Voluntary work	.191	.440	.010	.434	.665				
모형2	(상수)	63.779	.831		76.747	.000	40.136*** (p=.000)	.274a	.075	
	Neighbor trust	-.004	.008	-.011	-.526	.599				
	Public trust	.067	.008	**.187**	**8.552**	**.000**				
	Social safety	.068	.007	**.211**	**9.636**	**.000**				
	Regional identity	1.378	.434	**.069**	**3.176**	**.002**				
모형3	(상수)	56.850	1.070		53.129	.000	42.706*** (p=.000)	.385a	.148	
	Income	.009	.001	**.209**	**9.881**	**.000**				
	Age	-.003	.011	-.006	-.282	.778				
	Status mobility	.053	.007	**.159**	**7.546**	**.000**				
	Voluntary work	.323	.427	.016	.756	.450				
	Neighbor trust	-.006	.007	-.016	-.743	.457				
	Public trust	.065	**.008**	**.181**	**8.569**	**.000**				
	Social safety	.074	**.007**	**.228**	**10.714**	**.000**				
	Regional identity	.985	**.421**	**.050**	**2.340**	**.019**				

주: 1) * P<0.05, ** P<0.01, *** P<0.001

Analysis 3 : Lower Class Residents Area _ District K

모형	독립변수	비표준화 계수		표준화 계수	t	유의확률	F	R	R^2	
		B	표준오차	베타						
모형1	(상수)	71.282	1.015		70.240	.000	108.297*** (p=.000)	.424a	.180	
	Income	.013	.002	**.175**	**8.102**	**.000**				
	Age	-.211	.014	**-.332**	**-15.600**	**.000**				
	Status mobility	.022	.010	.044	2.137	.033				
	Voluntary work	1.697	.540	**.064**	**3.145**	**.002**				
모형2	(상수)	66.902	1.233		54.266	.000	8.585*** (p=.000)	.131a	.017	
	Neighbor trust	.017	.012	.032	1.407	.160				
	Public trust	.036	.011	**.072**	**3.150**	**.002**				
	Social safety	-.049	.011	**-.101**	**-4.430**	**.000**				
	Regional identity	1.500	.857	.039	1.750	.080				
모형3	(상수)	70.782	1.404		50.426	.000	57.852*** (p=.000)	.436a	.190	
	Income	.013	.002	**.170**	**7.914**	**.000**				
	Age	-.212	.014	**-.333**	**-15.449**	**.000**				
	Status mobility	.022	.011	.044	2.035	.042				
	Voluntary work	1.460	.542	**.055**	**2.691**	**.007**				
	Neighbor trust	.025	.011	.047	2.261	.024				
	Public trust	.028	.010	.056	2.626	.009				
	Social safety	-.036	.010	-.073	-3.415	.001				
	Regional identity	-.663	.794	-.017	-.834	.404				

주: 1) * P<0.05, ** P<0.01, *** P<0.001
2) a는 각 더미 변수의 준거 변수 : (자원봉사 경험 있음=1, 없음=0), (고향으로 인식=1, 인식 안함=0)

Policy Implications Based on the Analysis

- The analysis of Happiness in Seoul implies that
- Aging , income, status mobility possibility variables are key factors to impact on happiness scores
- No evidence of U-shape pattern in Seoul
- Trust variables also another important factors related to happiness
- So, to enhance the Seoul Citizen's Happiness,

  toward Seoul - generation vcaring, opportunity structure

  toward upper class residents area - region safety and public trust

  toward lower class residents area - enhance the economic status

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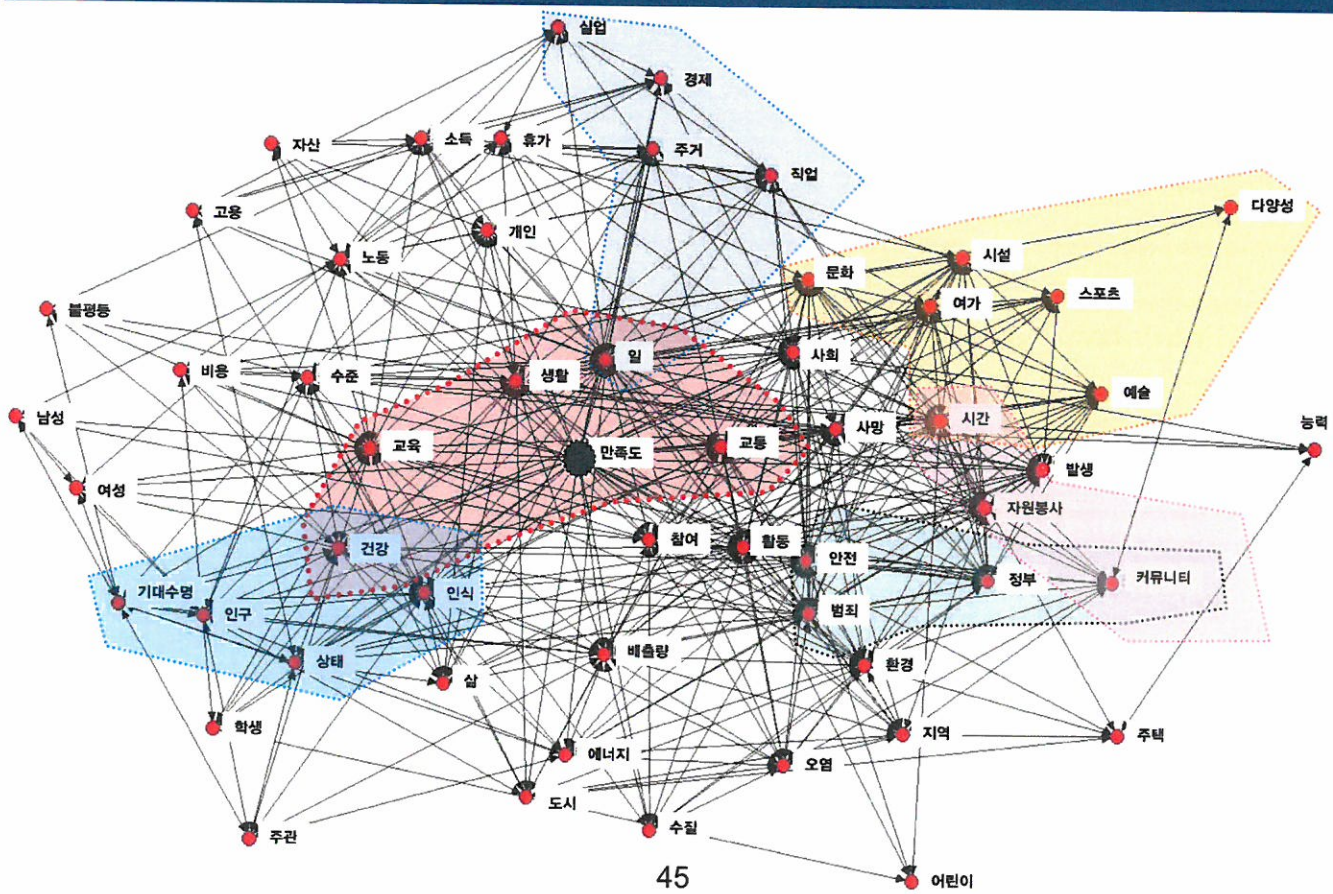
Subjective and Objective Indicators for Happiness Index



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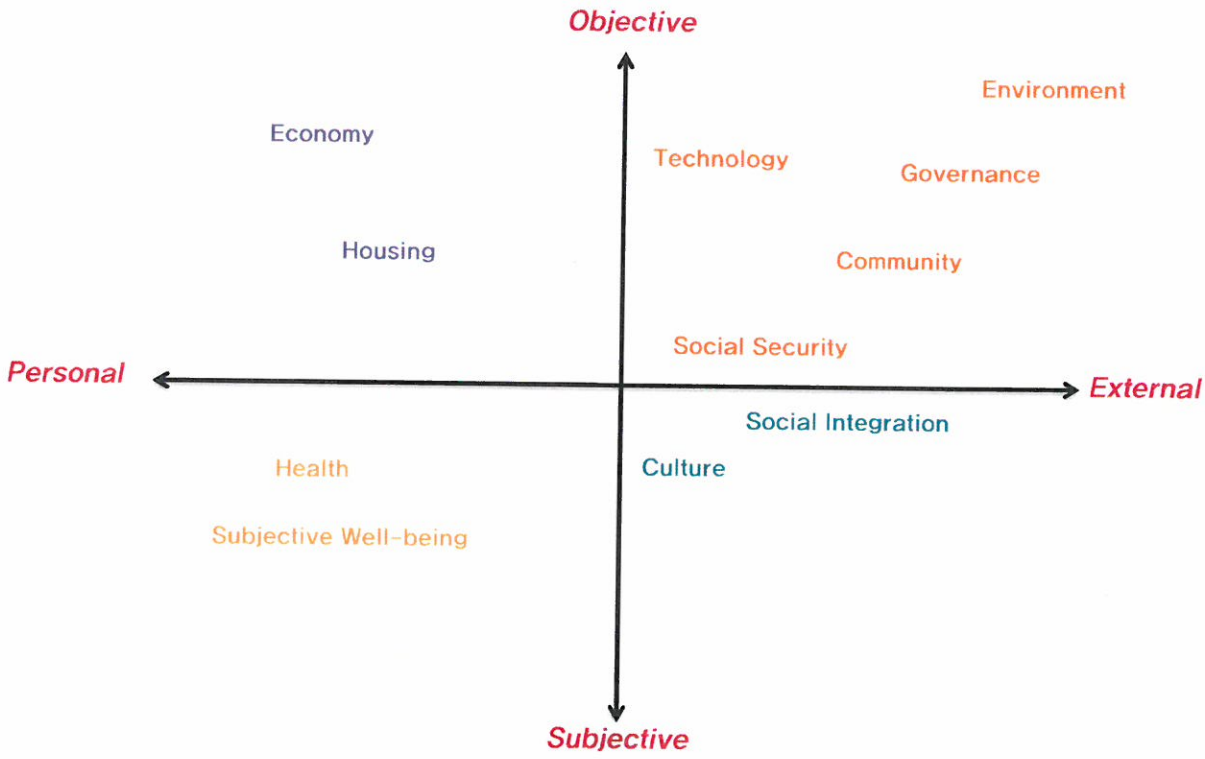
Happiness Index : Areas



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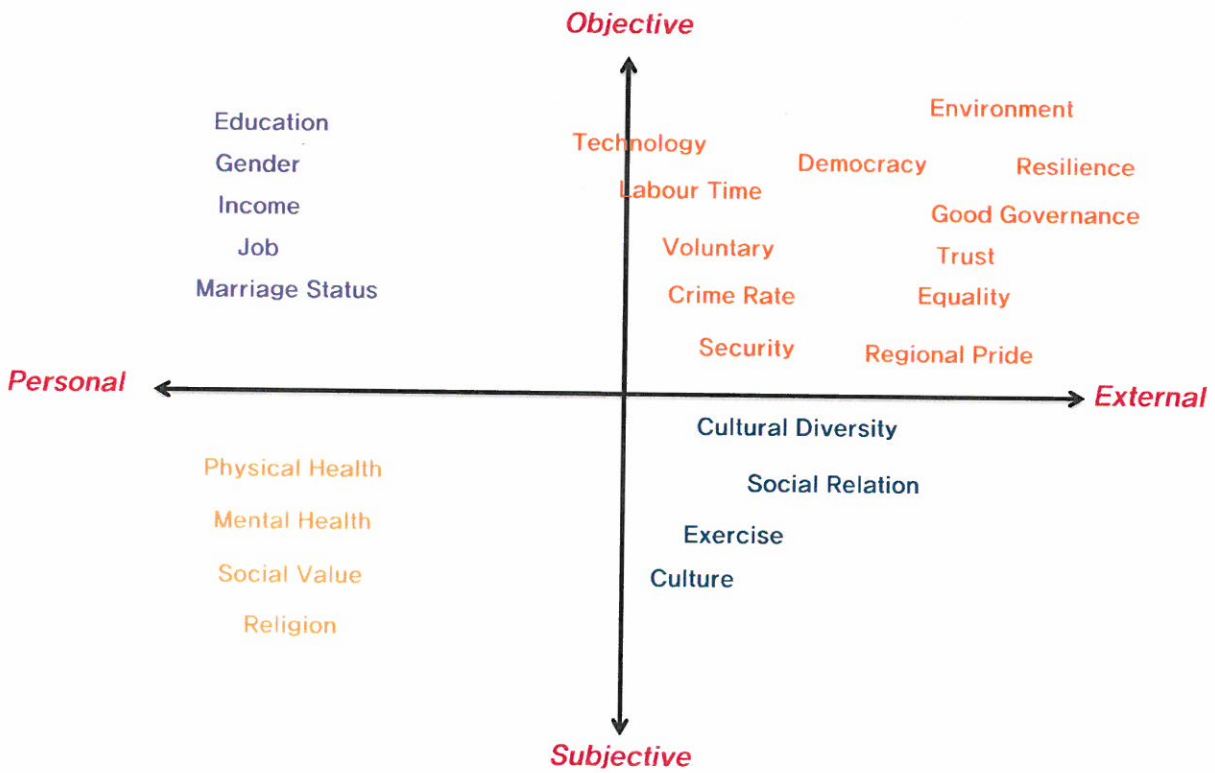
Happiness Index : Indicators



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감사합니다

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