

# The Happiness Project

Australians and how they feel about life on any given day

July 2023

A complimentary report



When The Evolved Group first started work on Conversational AI, before EVE was created, we needed a way to explore how people engaged with chat personas and how to analyse conversational data.

We developed the concept to ask Australians how they felt over the last 24 hours followed by a chat.

We've been asking this question in its current form since 2021. It provides a unique base of insights into the hearts and minds of Australians. We are calling this the Happiness Project.

This is the first of a series of reports that we will publish quarterly. We hope you enjoy the read!

**EVOLVED**

# Why does Evolved track national happiness?

## Provide you with useful insights

Our clients track many things, including their brand and customer experiences.

What we track happens in a world where things happen that are outside of your control. How people feel affects how they feel about your brand experiences.

Tracking mind and mood provides context.

## Explore humans – it's what we do

We love this stuff – we want to know what makes humans tick. We want to share our learnings because it is interesting and fun.

If we can understand happiness, perhaps we can all achieve a little more of it ourselves.

## Test our technologies

We're called Evolved for a reason...we keep doing it. To do it well, we have to test and explore technologies.

The Happiness Project has given us many breakthrough moments with applied Conversational AI, and enables us to establish global leadership in its application in research.

## Project objectives

1

Track the mood of our nation and overall happiness

2

Delve into our nation's collective inner self

3

Understand the factors that lead to happiness and unhappiness

4

Provide context for the many brand and tracking reports we deliver to our clients

## How we track happiness

- The Evolved Omnibus is a nationally representative tracking study that runs 12 months of the year with 1,000 surveys each month. The surveys are collected from the Pureprofile panel.
- The sample is quota controlled with weekly representative targets set on age, gender and location (state).
- The questions take 2 minutes to complete and comprises three questions – see right
- In this July report, we are only focused on the first two questions. We will analyse how *time spent* influences happiness in future editions.

Please use the slider below to indicate how you felt over the last day (24 hours)?



Smile Badge  
Morphic Differential  
Scaling

Why do you feel that way today? Feel free to share what is on your mind



EVE Conversational AI

...and in the last 24 hours, how many hours did you spend doing the following?



Survey Shaper – allocate hours across categories

# The Happiness Framework – Conceptual Model

Our EVE Analysis is built around the idea of being human and the things that shape our emotional responses



## Why do you feel that way today?

Feel free to share what is on your mind

The government doesn't care what happens to the public and lies all the time. It is corrupt and covers for ministers that have done illegal things.

**Thanks for that! You mentioned the government. Could you tell me how you felt about the government?**

LNP government keeps covering up corruption and lies. They are incompetent and their actions are dangerous.

**Thanks so much! You said the actions were dangerous.**

**Can I hear some more of your thoughts about that?**

People are dying from Covid because of the government's direct actions.

## What I see and hear

### Information

- Global and local news
- Word of mouth
- Social media
- Politics

## My mind

### The internal theatre of the mind



- Meaning – how I interpret it
- Relevance – does it matter to me?
- Context – what else is going on with my life
- Beliefs – how it gels with what I believe

I am not feeling too well today so that's why I am a bit miserable. But I am getting along as much as I can.

**What is making you not feel too well today?**

A long-term illness that I had been battling for almost 10 years with no end in sight.

**Could you tell me more about how this long-term illness impacts your life?**

Constant pain, discomfort, fatigue, fogginess. Low quality of life.

**What have been some of the challenges you have had to deal with as a result of this long-term illness?**

The same challenge as everyone else. Earning money, paying mortgage, putting food on the table. But just harder with the illness.

hi Eve, I just feel very tired once I get up from bed in the mornings and it's quite draining. I lost my job and I'm finding it hard to find well paying jobs to help myself and my family **I understand that must be difficult. Have you been reaching out to people for help or advice in your job search?**

Yeah my parents have been helping and I've been doing heaps of research for myself. As well, most jobs only need younger staff so it isn't looking well. I wanted to try an online job like affiliate marketing, but it looks hard

**It can definitely be hard to find a job, especially through online channels. Have you looked into any other online job sources?**

Yeah I have there is a lot I can do I've started to try sell clothes, but nothing is selling I have them at affordable prices **That's understandable. Have you been marketing the clothes online or offline?**

online on 3 different sites and have told many people about it

## What happens to me

### Events

- Work
- Family
- Travel
- Holidays & celebrations
- Weather
- Births, deaths, marriages

## My body and brain

### Physical response



- Energy levels – the ebbs and flows of physical and mental energy
- Mood – how I feel and my motivationally
- Stress and anxiety
- Health – my broader body situation

just tired

**Can you tell me more about why you feel tired today?**

lack of sleep, financial stress, work stress

**Thank you for sharing. I appreciate you being so open and honest. I encourage you to seek support, if needed.**

thanks

**You're welcome. Can you tell me more about the sources of your financial stress and how that affects your mood?**

Not enough hours at work, makes me feel very stressed out as I have to choose between eating or paying rent

**That sounds very difficult. What is the hardest part about not having enough hours at work?**

not being able to afford essentials

# What have we learned about Happiness

**The most powerful force for happiness is positivity and walking with a light step!**

That's before we get into the important stuff like food, coupledom, relaxation and contentedness. Conspicuous by their absence are themes such as Ferraris, large houses and making lots of money.

On the other side of the equation is the scary stuff like finances, stress and anxiety, tiredness and COVID. The really scary but less common stuff that makes us really unhappy are things like death, pain, politics and war and conflict (basically the four horses of the apocalypse).

So, what is the learning? Stop worrying, look after your health, spend time with those you love and learn to let down your hair.



Life is good at the moment



**Thanks for that. Could you tell me a bit more about what makes Life good?**

A new relaxation shop, job is going well, and I'm loving where I'm living and my friends and family are amazing

## The drivers of happiness on any given day

Based on analysis of over 12,000 AI powered conversations with EVE - Evolved Verbatim Engine™

80% of us are happy



20% are unhappy



hi Eve did you know it's new years eve?



**Thanks for that. I'd like to hear more about your thoughts on New Years Eve.**

Well you know it brings in the new year and usually has a party and fireworks. if you can stay up that late of course



I am a little bit stressed with school work and balancing my social life with study whilst also trying to have a good diet and healthy exercising habits. Although, I am still a very content and happy person.



**Thanks. Could you go into more detail about your thoughts on your social life?**

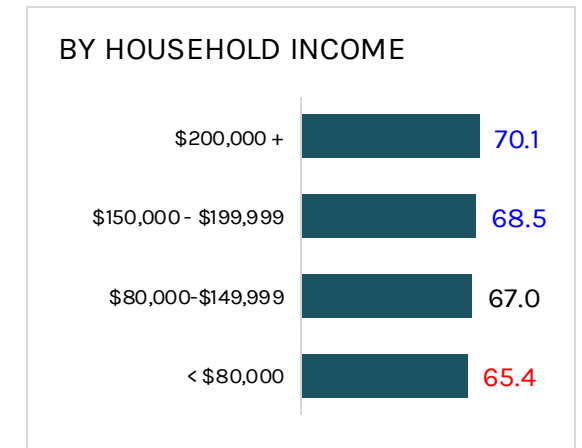
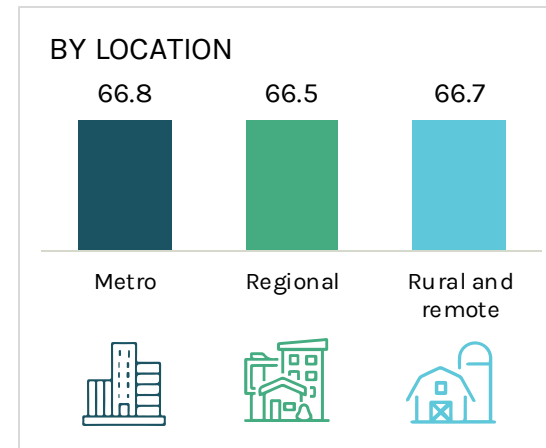
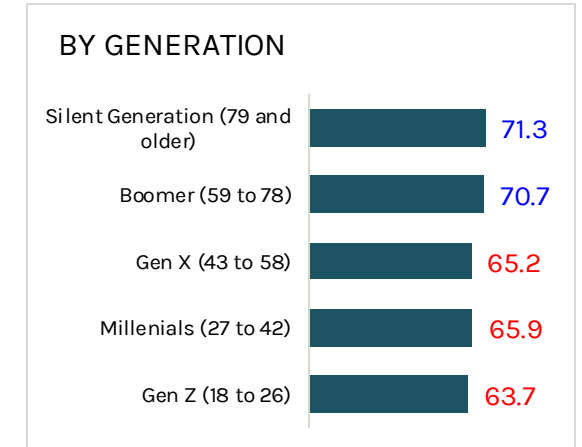
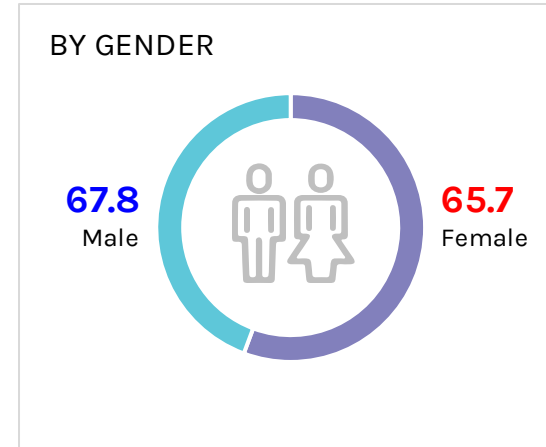
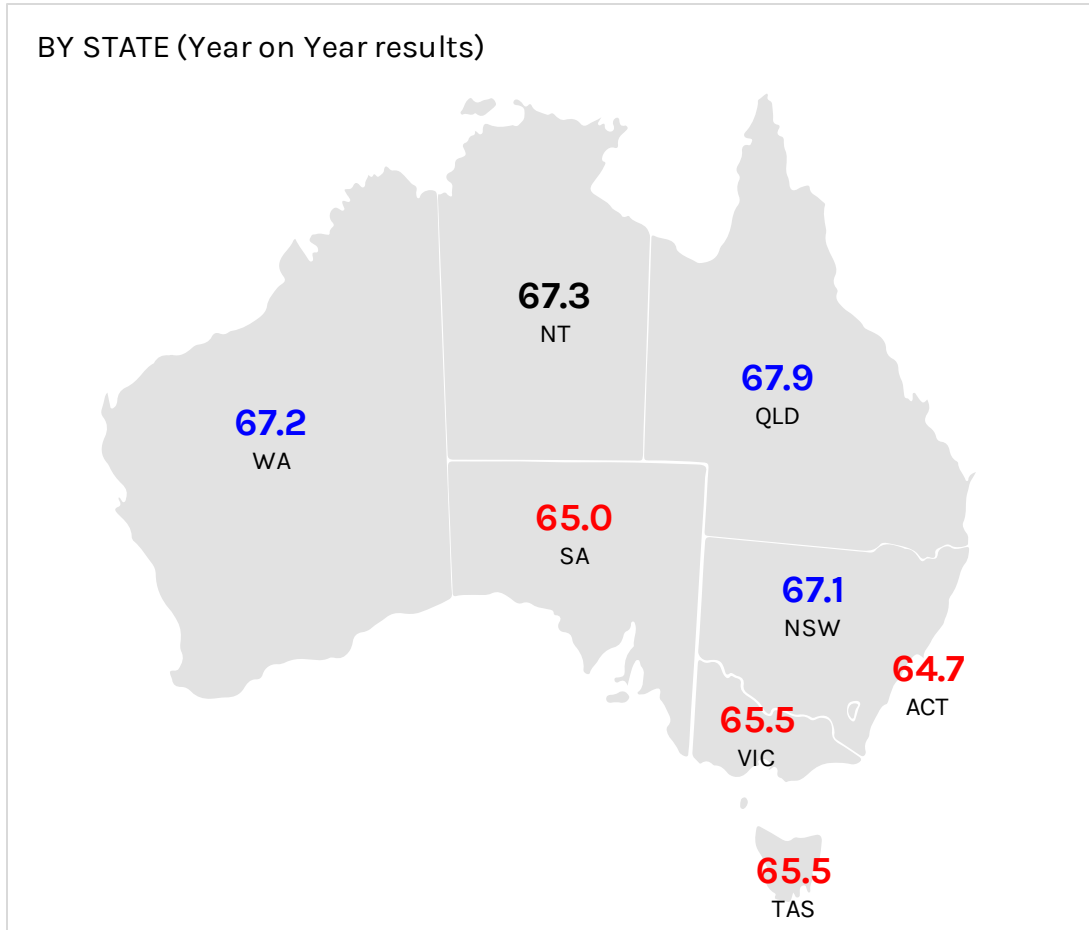
In have a lot of great friends who I love spending time with. We go out together for dinner and drinks quite often. I also spend lots of my time with my family and relatives.

# Happiness Project FY23

It's official! The happiest people in Australia are more likely to be wealthy, older, male and Queenslanders.

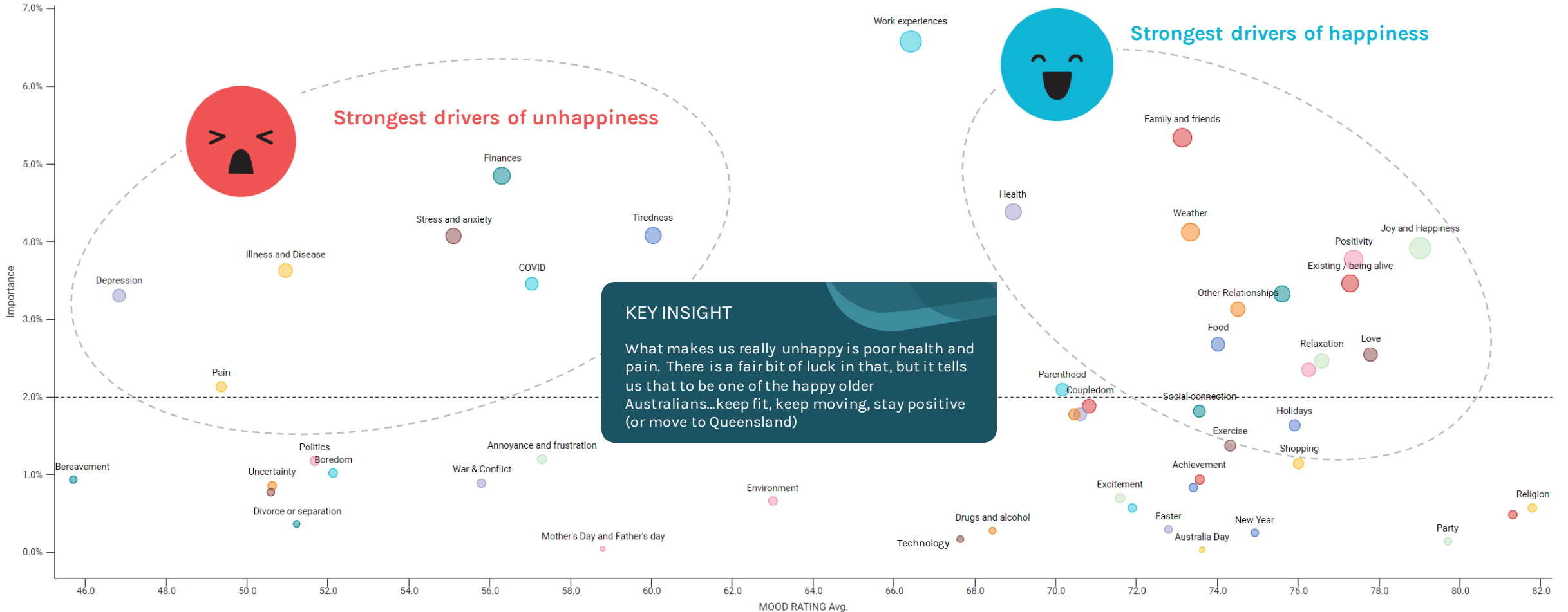


The average Australian rates their day **67** out of 100



# The most powerful force for happiness is positivity!

Text Based Driver Modelling run with Text Explorer



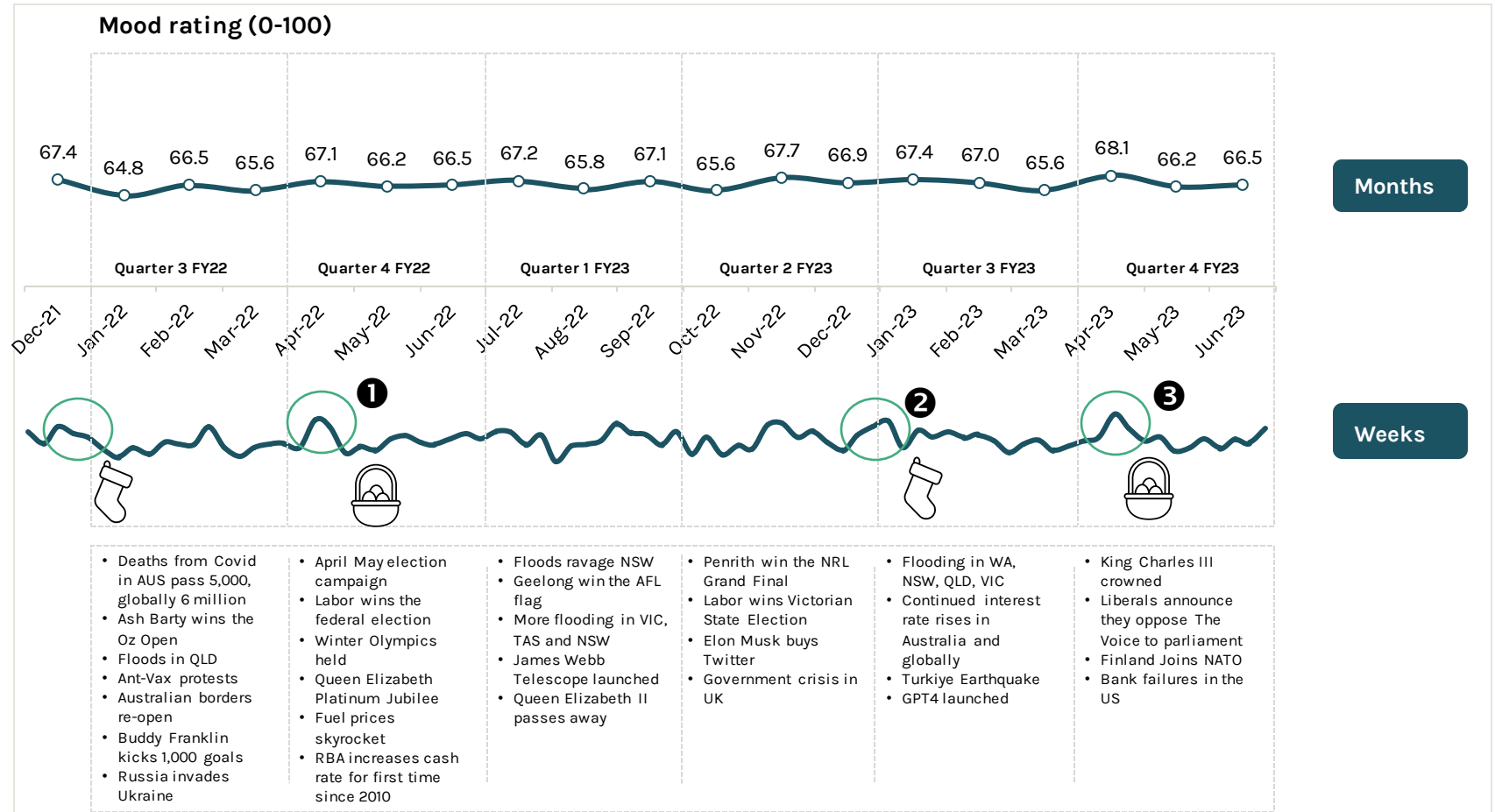
# The happiest times are holidays!

Unfortunately, the effect doesn't last, after each peak there is a trough as we go back to work, face our responsibilities and pressures in our lives

**1** People felt happier in this week compared to others because they were able to accomplish tasks, spend time with loved ones, enjoy good weather, have time off work, and feel content with their life situations. Hint...it was Easter!

**2** People mentioned downtime, spend time with family and friends, Christmas, feeling care-free but also some stress with organising holidays and financial pressure.

**3** Feedback focus' on having a good day at work, spending time with family and friends, enjoying good health, feeling relaxed and content, and having positive experiences or achievements and...rest after a holiday. Again, the Easter effect!



Base: n=13,399

↑↓ significantly higher lower at p<.05 versus overall average | | \*Caution, base < n=30



# What makes us unhappy ☹️ ☹️ ☹️

GPT Generated Summaries

## Least happy (0-25)

- **Significant life changes, causing discomfort:** Significant changes in their lives, causing discomfort, stress, and apprehension as they adapt to new circumstances.
- **Health issues, both physical and mental:** Suffering from health issues (such as depression, anxiety, disability) which have heavily impacted their happiness and quality of life.
- **Financial struggles:** Financial difficulties, stemming from various reasons like job loss due to Covid-19 pandemic, high cost of living, high healthcare costs, low income, and inability to work due to health or personal circumstances.
- **Navigating technological advancement:** There are participants who have expressed the overwhelming nature of emerging technologies, particularly for the older generation\*.
- **Personal issues and fear of loneliness:** Suffering from personal issues affecting their happiness, including broken relationships, loneliness, and family-related stresses. People struggle with the emotional toll these circumstances have taken on their overall happiness.
- **Negative work environment:** Negative or high-stress work environment impacting happiness levels. Participants reported feeling overwhelmed and expressed concerns regarding job security, high workload, and lack of time to focus on personal life or family due to work commitments.

"I am very depressed at the moment



Thank you for sharing. I appreciate you being so open and honest. I encourage you to seek support, if needed.

Thank you



You're welcome. Can you tell me what has been making you feel this way?

I came off my medication



I understand this may be difficult for you. Could you tell me more about how not being on medication has been impacting your emotions?

I feel sad all the time"

## Moderately unhappy (26-50)

- **Chronic health issues:** Dealing with chronic pain and illnesses that are negatively impacting their happiness. Some mentioned not being able to sleep and feeling exasperated by the ongoing struggles with their health.
- **Personal life stress:** Some respondents shared their unhappiness stemming from dealing with an unwell child, caring for aged family members, dealing with the loss of a pet, or having domestic issues at home.
- **Mental health challenges:** Depression and anxiety, which contributes to their unhappiness. Some mentioned feeling overwhelmed by life and struggling to find time for themselves.
- **Career dissatisfaction:** Some people shared their frustration and stress related to their careers. Often this was due to feeling stuck in a job they aren't passionate about or having to deal with a stressful work environment.
- **Financial difficulties:** People often cited financial struggles as a reason for their unhappiness. This includes dealing with rising living costs, being unable to afford necessary expenses, and concerns about job security.
- **Sociopolitical concerns:** Unhappiness tied to discontent with the governance and economic state of the country. They expressed frustrations over issues such as perceived government incompetence, economic recession, and increasing bank rates.

"Feeling wary about the economy as a whole and how the nation will progress in the near future. Also the housing prices is ridiculous at the moment



So you're feeling quite anxious about the economic situation and the rising cost of housing?

Yes I am wary as I want to secure a job and get a place of my own so I do not need to rent as I am renting many years



What have you done to try and secure a job or find a place to live?

I have a permanent job at the moment and I also save as much as possible but with the inflation and raising cost of living it is quite difficult



How have you been coping with the strain of trying to save money while dealing with inflation and rising expenses?

Yes and I am trying all my best to really save every dollar and also keep my budget in everything that I need to purchase should only a necessary and not eating out."

# What makes us happy 😊 😊 😊

GPT Generated Summaries

## Moderately happy (51-74)

- **Just being Alive:** Participants found happiness in the mundane, daily activities, stating contentment when nothing eventful occurred or when the day went as usual.
- **Physical Exercise:** Engaging in physical activities like sports were moments of happiness
- **Coping:** Dealing well with stressful situations, such as car malfunctions or piled up assignments, brought a sense of accomplishment and happiness.
- **Socialisation:** Happiness in time spent with family and loved ones. The quality time spent and memories made during the get-together lifted up their mood.
- **Accomplishment:** Happiness was associated with feeling productive and accomplishing tasks. Respondents expressed satisfaction when chores were done or when they had a busy but fulfilling day.
- **Good Health:** Both personal and that of family members, also brought happiness. Being able to manage their mental health, the well-being of children, or recovery from illness contributed to their happiness.

## Most Happy (75-100)

- **Personal achievements:** Accomplishing tasks, completing goals, and feeling productive. People found satisfaction in marking off items on their to-do lists and achieving their targets.
- **Good relationships:** Family, friends, and positive social interactions were frequently mentioned as sources of happiness. Having strong relationships and supportive loved ones brought joy to people's lives.
- **Wellbeing:** Getting enough sleep, exercising, and taking care of their well-being.
- **Enjoying the present moment:** Being able to appreciate and enjoy the little things in life, such as sunny weather or a relaxing day, brought happiness. Embracing the present moment and finding joy in everyday activities were mentioned.
- **Financial stability:** Not having financial worries, being in a comfortable financial situation, and having no debts were factors that contributed to happiness.
- **Positive mindset:** Having a positive outlook, being optimistic, and choosing to focus on the good things in life were mentioned as reasons for feeling happy. Some individuals had a gratitude mindset and were grateful for what they had.

“ Because yesterday was my birthday party and I enjoyed a lot with my friends and family.



**That sounds like a great time! How did you feel about having your special day celebrated?**

I have celebrated with full swing.



**What was the most exciting part of celebrating with your friends and family?**

While cake cutting and pushing into each other mouth.



**That sounds like a lot of fun! How did it feel to have such a memorable time with your loved ones?**

I can't express in words.”

“Although it is cold, the sun is shining and that warms my soul



**That is nice to hear. What has made you feel good today despite the cold weather?**

the sun is shining and the sky is very blue



**It sounds like you enjoy this kind of weather. Are there any activities or things that you like to do on days like this?**

Yes, stay inside and read a good book.



**What is it about reading books that brings you joy? a good story is always enjoyable”**

“I've had a fairly productive 24 hours



**That's great! Could you tell me more about how that productivity was achieved?**

I got lots of things done on my trading, watched some valuable webinars



**Sounds like you've made an impact in a short amount of time! How did you feel after watching the webinars?**

Happy that they were out of the way mostly. They are for CPE and pretty boring



**I'm glad that you managed to get them done! How did you stay motivated to finish them despite them being boring?**

By doing other things at the same time.”



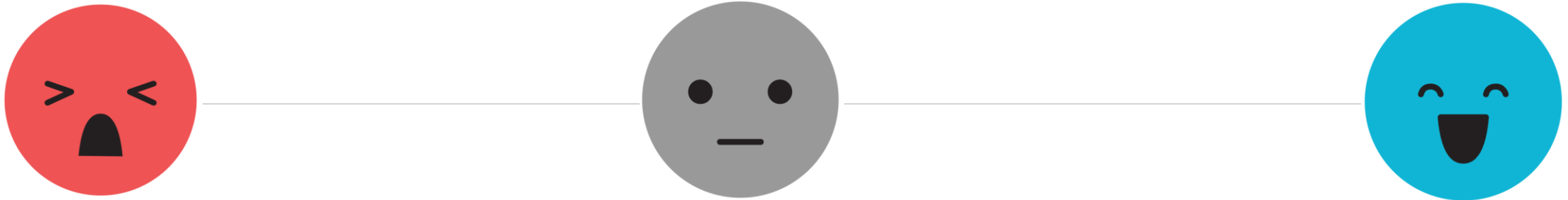
# HumanListening™

Appendix  
Applied Insights Technologies

# Smile Badge – Morphic Differential Scaling

Smile Badge is a 100-point mobile first animated scale – as you move the slide the face changes from unhappy to happy in a seamless way.

Please use the slider below to indicate how you felt over the last day (24 hours)?



This is a non-verbal scale that gives us great fidelity not possible with a standard Likert scale. Once people rate their feeling, EVE gets to work with her moderation skills to discuss why they feel that way. We've also been recording how people spent their time in the preceding 24 hours they rated.



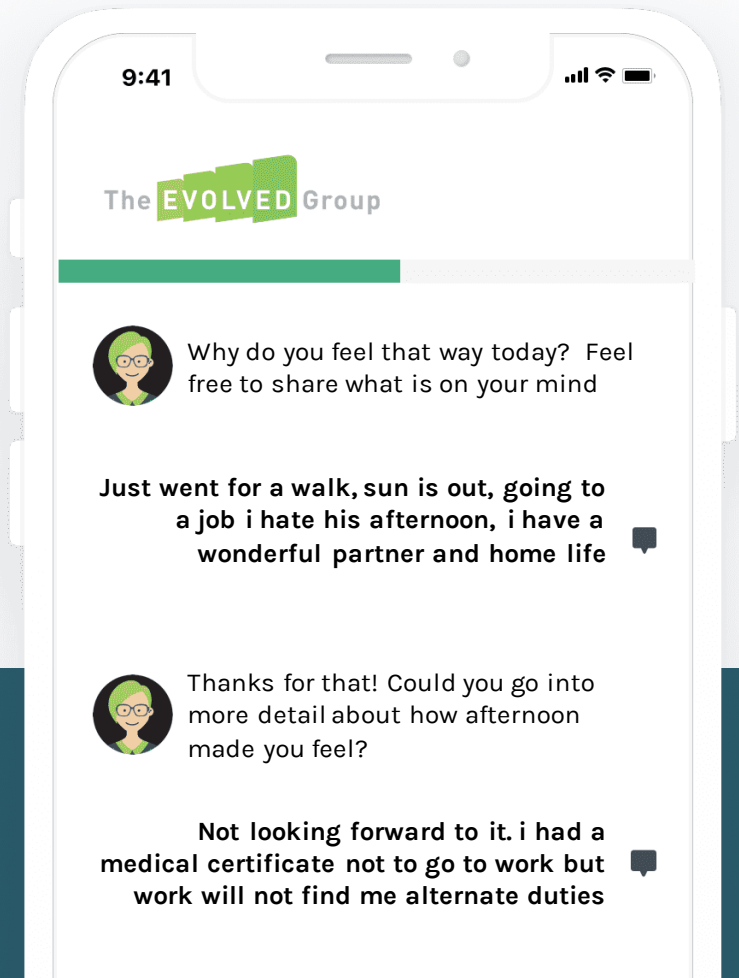
## EVE, our Conversational AI companion

EVE uses AI to generate questions in a simulation of a human-to-human conversation

The fact is, our world is one of social media, where language is pervasive, and we express ourselves with words. These facts have guided our innovation on engaging with humans.

### With EVE you can easily

- Define a topic of interest
- Identify specific sub-topics you want to explore with people
- Specify how deeply you want to prompt and probe and in which areas (just like briefing a moderator)
- Deploy it on your survey
- Explore responses in real time





# Text Explorer

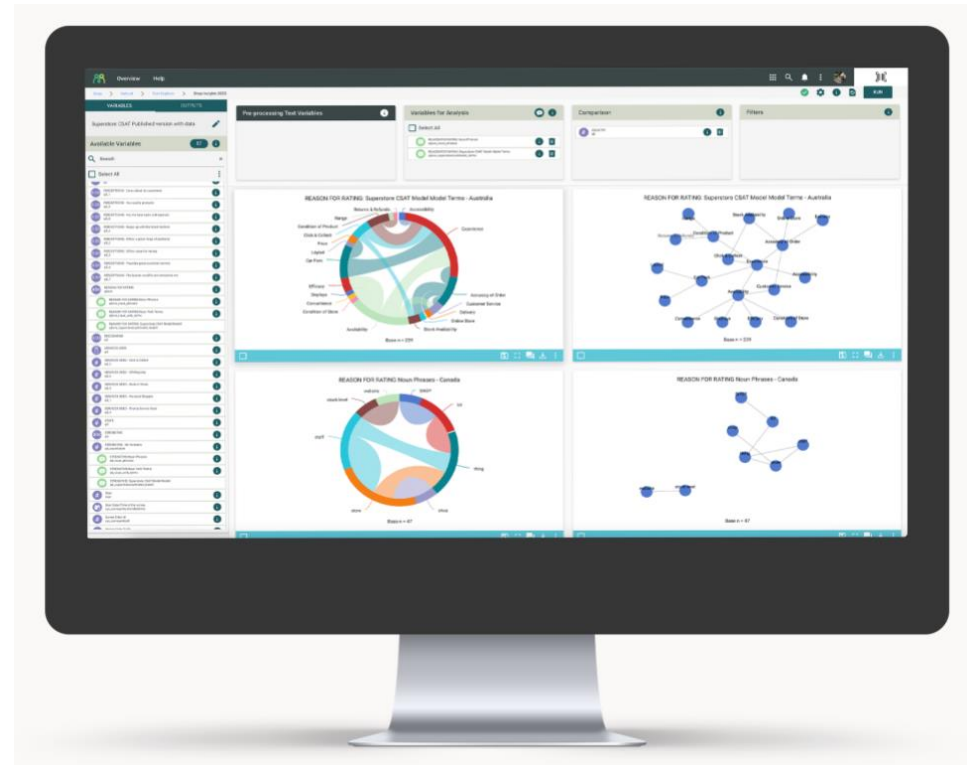
The next generation Text Analytics in the box – explore, visualize and share, designed for conversational data as well as standard open ended survey text

## Overview

- Text Explorer is an analytics tool to explore text and open-ended responses of any type more deeply,
- Text Explorer allows you to run a library of text analytics outputs. Most importantly you can run large numbers of analysis comparisons across groups and export visualised results for your presentations

## With Text Explorer, you can easily:

- Code sentiment
- Text clustering and segmentation
- Compare groups and see how their feedback is the same or different
- Run text-based driver models
- Quadrant analysis (sentiment versus prevalence)
- Topical mapping (correspondence analysis)



# Human Insights

---

## Ideation & NPД

Testing your ideas to find the ones most likely to find traction and succeed in market

---

## Consumer Insights

Exploring market opportunities with persona development, market segmentation, price testing and many other methods - become a consumer centric organisation

---

## Category Insights

Understanding your category in detail through human insights - what your customers want, when they want it and what they expect from the experience

Evolved Thinking is part of the Evolved Group, a technology enabled Human Insights Company

We work with a broad range of organisations to identify opportunities and optimise experiences

[info@theevolvedgroup.com](mailto:info@theevolvedgroup.com)

+61 3 9670 1909

---

## Customer Experience & VOC

Develop great customer experiences that lead to advocacy, loyalty and deeper customer relationships

---

## Employee Experiences

A workplace engagement platform that delivers benefits across the full employee lifecycle, replacing traditional surveys with Conversational AI.

---

## Brand Insights

Understand how your brand is performing in market, explore your advertising performance and identifying positioning opportunities in a competitive context



Thinking