



GALLUP®

The Impact of Mobile on People's Happiness and Well-Being

This report is part of the GSMA's ongoing commitment to assessing the impact of the mobile industry on social and economic development around the world.

- Based on data from 142 countries surveyed for the Gallup World Poll in 2016, representing more than 95% of the world's population
- Provides a supporting assessment of the mobile industry's impact, using a complementary approach to measuring life quality, with two types of Subjective Well-Being (SWB) indicators:
 - 1 People's evaluations of their own lives (Evaluative Well-Being)
 - 2 The balance of positive vs. negative emotions they experience, known as 'affect balance' (Experiential Well-Being)

Key Findings

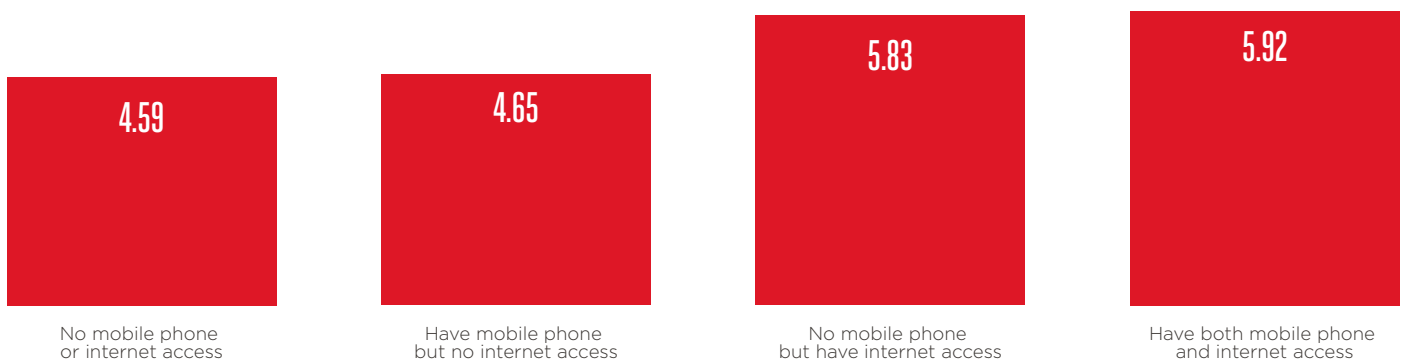
Mobile phone ownership supplemented with internet access is associated with an **improvement in peoples' lives** as evidenced by increases in both average life evaluations and net positive emotions.

1 Mobile phone ownership without internet access is associated with a **modest increase in average life evaluations** in some regions. This includes **low-income countries**, where there has historically been a lack of existing widespread fixed line communications infrastructure and where governments, nongovernmental organisations and mobile operators have sought to provide vital services and information via cellular-only phones, which remain more prevalent than internet-enabled phones.

2 Mobile phone ownership without internet access is associated with **net positive emotions**, particularly in **upper-middle income countries, and in specific regions** including East Asia, Post-Soviet Eurasia, Western Europe, Eastern Europe, and Latin America.

Figure 1

Average Global Life Ratings by Connectivity Status, 2016



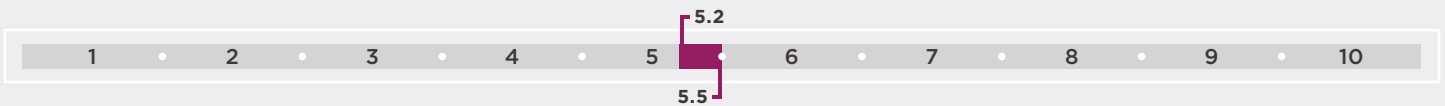
Source: Gallup World Poll

What is Subjective Well-Being?

- Subjective Well-Being (SWB) measures peoples' perceptions of the quality of their lives and experiences. SWB metrics have been developed to complement other indicators of well-being such as income, education and health.
- The rapidly expanding body of research on SWB has led to a growing consensus that it can be measured in ways that are both valid and reliable.
- A number of government agencies and international organisations now incorporate SWB measures among their benchmarks for social progress, including the OECD and the United Nations.

1 Evaluative Well-Being (Life Evaluation)

- The World Poll asks respondents worldwide to rate their lives on a 0-to-10 scale where zero represents the worst possible life and ten the best possible life.
- Globally, average current life ratings, of between 5.2 and 5.5, have been generally stable since 2006.

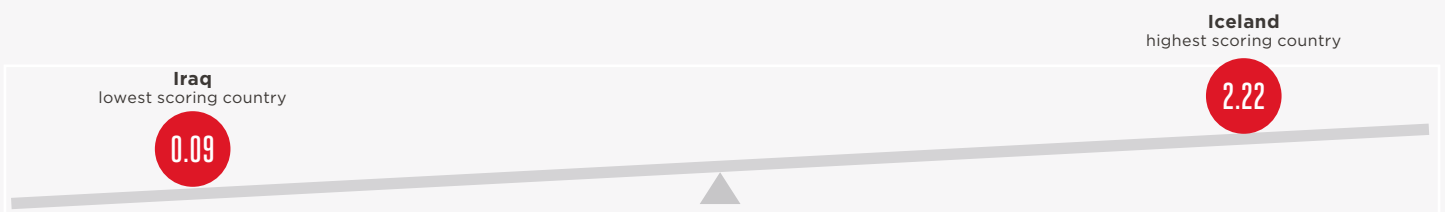


- Average ratings vary by 2.5 to 3 scale points (for example, 4 compared to 6.5-7) between less economically developed regions and those with higher incomes and living standards.



2 Experiential Well-Being (Affect Balance)

- The World Poll's experiential well-being indicators are composed of six questions on respondents' emotions (or "affect") the day before the interview.
- For the current analysis, results from negative affect questions are subtracted from positive affect results to produce a single Affect Balance (AB) measure.
- Affect Balance has also been largely stable over the past ten years. Regionally in 2016, Affect Balance ranged from a high of 1.97 in East Asia to 0.93 in the Middle East/North Africa region.



The GSMA is committed to leading mobile industry efforts to promote a **higher quality of life** for people around the world.

For over a decade, the GSMA **Mobile for Development** team has worked with mobile operators, technology innovators, the development community and governments to demonstrate the power of mobile to deliver socio-economic impact in emerging markets through commercial solutions, impacting over 30 million people in 49 countries.

In 2016, the mobile industry became the first to come together in support of the **UN Sustainable Development Goals (SDGs)**, which aim to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.