



## HAPPYCITY ON FINANCIAL WELL-BEING

HappyCity defines financial well-being as household income as a proxy to measure living standard with a focus on cash income alone.

### INCOME LEVEL

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A study shows that making more than \$75,000\* per household income per year won't significantly improve one's day-to-day well-being.

\*amount varies based on the cost of living by location

### MEETING BASIC NEEDS

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Maslow's hierarchy of needs identifies the basic needs includes physiological (air, food, drink, shelter, warmth, sleep) and safety (protection from elements, security, order, stability, and freedom from fear).

“GDP IS NOT A GOOD MEASURE OF ECONOMIC PERFORMANCE: IT'S NOT A GOOD MEASURE OF WELL-BEING”

- JOSEPH STIGLITZ, Nobel Prize Economist



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