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Eat fresh, be happy?

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From the text: Measuring one's happiness, let alone happiness at the national level, has proven to be very elusive. Yet, hundreds of thousands of interviews have been conducted by World Values Survey (WVS), a non-profit association that uses surveys to empirically measure the beliefs and values of people around the world. The respondents were asked if they were very happy, quite happy, not very happy, or not at all happy. And, their responses were used by WVS to compile a country's index of happiness. The happiness index ranges from 0 (least happy) to 200 (happiest). Gross domestic product (GDP) per capita (or per person) is widely regarded as a measure of a country's economic performance, as well as a measure of the country's quality of life. One could argue that richer nations, with a higher quality of life, are happier than poor nations, at least up to a certain point. Another possible "happiness factor" is a person's diet. If you eat better, will you feel better? And, if you feel better, will you be happier? How much happier? In this study we were curious to know whether, apart from GDP per capita, healthier food choices make the world happier. Although many companies promote their food products as healthful, few do so as broadly as the SUBWAY restaurant franchise. There are over 36,000 SUBWAY restaurants in 98 countries, more than any other fast food chain in the world. After allowing for the great disparities in GDP per capita across countries, are countries happier with than without SUBWAY restaurants? And, can we conclude that as the number of SUBWAY restaurants per 100,000 population increases (after allowing for differences in GDP per capita), the index of happiness increases? The answers to these questions are surprising.

Classification: M70 M90 K80

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