

MARCH 26, 2024

SOCIAL WELLBEING SURVEY

2023 REPORT

A herd of black and brown cows is grazing in a lush green field. The sky is filled with large, white, fluffy clouds, and a utility pole is visible in the background. The cows are scattered across the field, with some in the foreground and others further back. The overall scene is peaceful and rural.

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SOCIAL WELLBEING SURVEY: 2023 INDIVIDUAL REPORT

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SOCIAL WELLBEING

HOW DO WE MEASURE IT?

The concept of social wellbeing encompasses multiple factors, that together help people live their best lives. Our research team has developed a framework that identifies five key domains related to wellbeing. Social wellbeing, thus, is viewed as maximizing one's experience in all of the domains.



FIVE ESSENTIAL DOMAINS

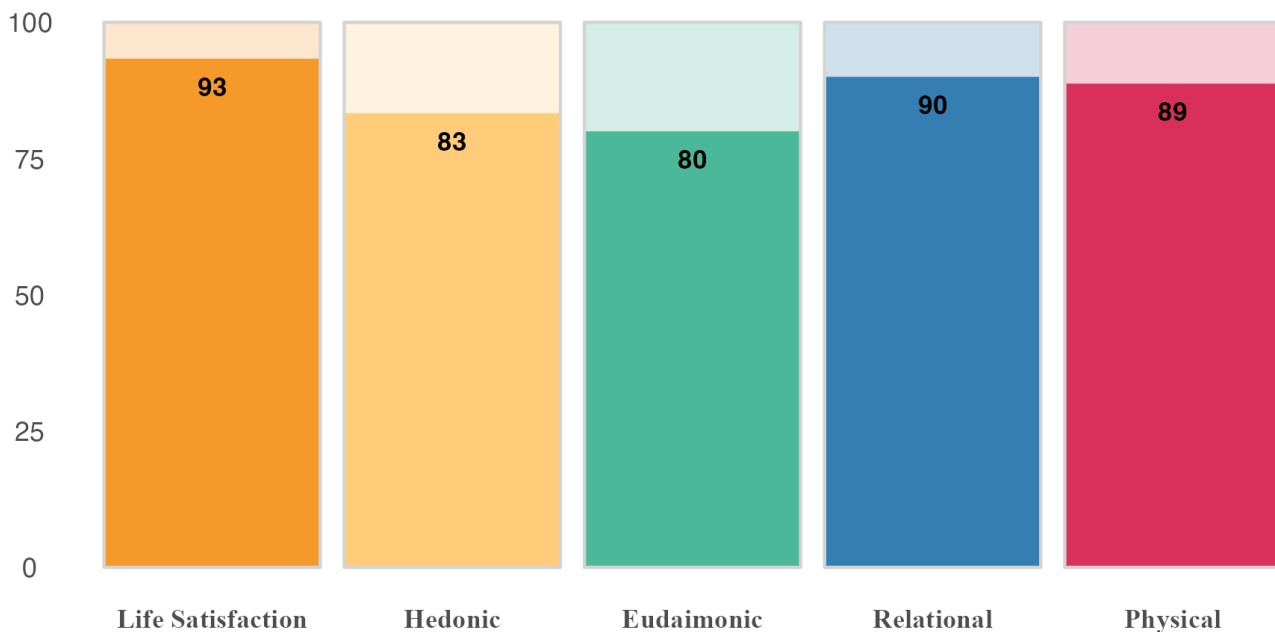
1. **Life Satisfaction:** is about feeling good with one's life as a whole.
2. **Hedonic Wellbeing:** refers to the experience of positive and the absence of negative emotions in life.
3. **Eudaimonic Wellbeing:** involves feeling a sense of accomplishment, and engaging in activities that provide a sense of purpose and fulfillment in one's life.
4. **Relational Wellbeing:** feeling loved, supported, and valued by those we have relationships with plays a big role in feeling happy and things going well in life.
5. **Physical Wellbeing:** being physically and mentally healthy to engage in daily activities, and having the economic resources that support enjoying life.

Our social wellbeing survey integrates well-accepted tools to measure each of the 5 five essential domains in a scale from 0 to 100. We, then, combine the scores of the domains into an overall index (the Social Wellbeing Index). The results from this survey will help to understand how a producer could simultaneously improve the health of their land, the resilience of their operation and their happiness (social wellbeing).

RESULTS

The social wellbeing survey was completed by 42 farmers in Michigan identified as the main or joint decision-makers on 29 farms during the summer of 2023. Sixty percent of our participants were 44 or more years old, 83% were married, 76% of them held a bachelor's or professional degree, and 50% of them reported an annual household income above USD 75,000. The following figure shows your scores for the five domains in our multidimensional measure of social wellbeing.

Social Wellbeing Domains



Life Satisfaction (score 93/100): Your score of 93 describes your own evaluation of your life's condition and suggests you generally experience a high level of contentment with your life. The average score among participants was 74.

Hedonic Wellbeing (score 83/100): The score in this domain indicates how often you experience both positive and negative emotions. Your score of 83 indicates an exceptional level of positive emotional experiences with your daily activities. This is higher than scores reported in previous studies ranging from 62 to 70.¹ The average score among respondents was 69.

¹ Butler, J., & Kern, M. L. (2016). The PERMA-Profler: A brief multidimensional measure of flourishing. *International Journal of Wellbeing*, 6(3).

Eudaimonic Wellbeing (**score 80/100**): Your score of 80 in this domain indicates that in general, you demonstrate a high degree of self-perceived value, a positive drive to achieve goals, and interest and dedication in your daily activities. Average scores among participants were around 73 in this domain, which is in line with the scores reported in past studies (72 to 76).¹

Relational Wellbeing (**average score 90/100**): With a score of 90, you demonstrated a significant level of satisfaction with the support you receive from your social networks and the support you provide to others. Your score exceeds the scores reported in other studies, which typically range from 69 to 73, and the scores among participants which averaged a score of 80.

Physical Wellbeing (**average score 89/100**): Within this domain, you evaluated your physical and mental health and financial conditions. Your score of 89 indicates a positive self-perception regarding your own health, including mental health, physical fitness, and satisfaction with your financial resources to meet your needs. This score is above the average of 75.

YOUR SOCIAL WELLBEING INDEX

Based on the scores obtained in the five domains of social wellbeing, we calculated an overall index with an average score of 87 out of 100. The index score suggests that your level of wellbeing is above the range observed in other studies,² and among all participants (74), indicating, that in general, your life is going well and you are maximizing your happiness in your life's experiences.

On closer examination of the factors influencing your general Social Wellbeing Index, you scored higher in life satisfaction and relational wellbeing. This indicates a notable sense of happiness with your life as a whole and the support received from your social networks.

It is important to emphasize that there are no universally established benchmarks for defining low or good levels of wellbeing. While prior research indicates that scores typically range from 70 to 80³. Another perspective we can take is that your scores in those domains and the general index exceeded what is commonly associated with a healthy state of wellbeing



²Brown, K., Schirmer, J., & Upton, P. (2021). Regenerative farming and human wellbeing: Are subjective wellbeing measures useful indicators for sustainable farming systems?. *Environmental and Sustainability Indicators*, 11, 100132.

³Sherren, K., Hodbod, J., MathisonSlee, M., Chappell, E., & King, M. (2022). Adaptive multi-paddock grazing and wellbeing: uptake, management practices and mindset among Canadian beef producers. *Agroecology and Sustainable Food Systems*, 46(9), 1304-1329.

Thank you for your valuable time and insight. Your participation is instrumental in helping us understand the factors that contribute to the wellbeing of beef producers and the sustainability of grazing systems.

Thank you for being an essential part of this project!