

## West Lafayette seeks participants in 'Happy West Lafayette' project, a study of local satisfaction levels

WEST LAFAYETTE, Ind. — The City of West Lafayette is putting a focus on well-being this week, as it launches the “Happy West Lafayette” project. The app-based survey aims to find out what makes residents happy and what they need to feel more content in their daily lives. It asks locals to track their daily satisfaction levels by downloading a free smartphone and web application, available on the [Google Play Store](#), [Apple App Store](#) and [here online](#). The app also seeks feedback on city amenities, including living environment, medical service, air quality and more. Eventually, the data could be used to inform public policy and guide decisions about how resources are allocated.

“I’m excited about this project because we’ve never had such a direct way to take the temperature of the city, to gauge how large numbers of people feel about this community and what elements make them happy or unhappy,” Mayor John Dennis said. “Unless someone sends an email or shows up to a community meeting, it can be a challenge to know what they’re thinking and how to respond.”

The Germany-based [Happiness Research Organization](#) created the easy-to-use app for West Lafayette, after identifying it and several other small cities as candidates for an international study of happiness. A team of students and faculty researchers from Purdue Honors College are volunteering to help promote the effort, analyze the data and provide a comprehensive report to the city. The West Lafayette Youth Council is also assisting.

“By participating, you will not only be helping to build a culture of well-being in West Lafayette, but engaging in self-reflection on an individual level,” Honors College Dean Rhonda Phillips said. “Prior research has shown people are able to increase their happiness, simply by tracking it. Happy people tend to be healthier, more engaged in their community and more responsive to those around them.”

The app allows you to anonymously compare your levels of happiness to other West Lafayette residents. Any adult who lives in the city is encouraged to participate. After a brief initial survey, the app will send push notifications four times a day asking people to record their levels of happiness using emoticons. They will also note what they are doing at the time. The survey will be open for iOS and Android users through the end of May, as well as online. If you have any trouble using the application please contact the Happiness Research Organization support team at [info@happiness-research.org](mailto:info@happiness-research.org).

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