

# SatisCation Unveils Groundbreaking Life Satisfaction Index (LSI) to Empower Personal and Relocation Decisions

*Innovative model combines 14 external factors and personal preferences to quantify life satisfaction potential by location.*

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SatisCation, a pioneer in quality-of-life analytics, today announced the launch of the Life Satisfaction Index (LSI), a first-of-its-kind tool designed to help individuals evaluate how geographic locations align with their unique priorities for life satisfaction.

Developed by Dr. David P. Mackinnon, a marital and family therapist-turned-data innovator, the LSI leverages

decades of research and publicly available data to quantify the external factors shaping one's life satisfaction.



David P. Mackinnon, M.B.A., Ph.D.

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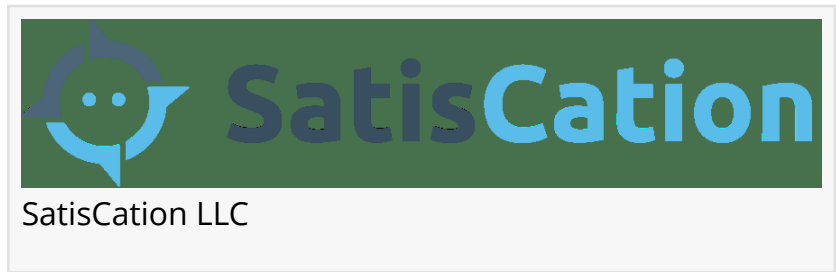
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*David P. Mackinnon, M.B.A.,  
Ph.D.*

## From Therapy to Data: The Origin of the LSI

The LSI's foundation traces back to the 1990s, when Dr. Mackinnon explored Quality of Life (QOL) metrics during doctoral research on therapeutic outcomes. Over a career spent addressing internal factors like mental health and relationships, a recurring theme emerged: where people lived profoundly impacted their perceived QOL or life satisfaction. Patients often expressed a desire to relocate for better healthcare, safety, schools, or lifestyle amenities—yet no tool existed to systematically evaluate these external influences. “Therapy addresses internal

struggles, but external circumstances—like access to parks or safe neighborhoods—can't be ignored," said Dr. Mackinnon. "We developed the Life Satisfaction Index to transform diverse, complicated location data into meaningful insights—empowering individuals to make informed decisions about where best to live."



## Introducing the Life Satisfaction Index (LSI)

Recognizing the need for a comprehensive, location-based tool, Dr. Mackinnon leveraged publicly available data from [StatisNostics.com](https://statisnostics.com) and other sources to create a unique, data-driven model. The LSI incorporates 14 key external factors—including access to grocery stores, safety ratings, school quality, and proximity to healthcare facilities—to calculate an overall score associated with a specific address or location. Almost 50 databases feed into this cutting-edge model, combining and normalizing diverse datasets into one cohesive metric.

"I know of nothing quite like the LSI," said Dr. Mackinnon, SatisCation's founder. "It is a robust yet flexible way for individuals to see how external factors specific to a location might bolster or diminish their overall life satisfaction."

What sets the Life Satisfaction Index apart is its dynamic personalization:

- **Weighted Preferences:** Users select which factors matter most (e.g., prioritizing "proximity to medical facilities" over "nightlife").
- **Ranked Priorities:** Results are further refined by ranking preferred factors (e.g., safety > schools > cost of living).

These personalized inputs generate a unique customized LSI score for any U.S. address, enabling users to compare cities, neighborhoods, and even hypothetical relocation scenarios.

## Our Mission

SatisCation's mission is to empower individuals, families, and communities to make informed decisions about where they live based on the external factors that significantly influence life satisfaction. By using the Life Satisfaction Index to compare different addresses or locations, users can:

- Explore how factor preferences (and their rankings) shape one's overall LSI score.
- Simulate various scenarios before making critical decisions such as moving or relocating.

- Gain deeper insight into how external considerations—like safety, housing availability, and transportation—can intersect with internal factors to affect personal well-being.

“We always remind our users that the LSI represents only part of the life satisfaction equation,” stated Dr. Mackinnon. “Internal factors like mental health, relationships, and personal outlook are incredibly important. However, understanding how external factors interplay with these internal factors can provide a more comprehensive picture of overall well-being.”

## Availability

Curious how your current location—or dream destination—impacts your happiness? Take the first step toward reviewing and realizing your best life satisfaction today at [www.satisfaction.com](http://www.satisfaction.com).

## About SatisCation

SatisCation empowers individuals and families with advanced data tools for life satisfaction and well-being. Founded by Dr. David P. Mackinnon, the company merges decades of therapeutic insight with robust analytics to illuminate how external factors influence overall life satisfaction and quality of life. While the Life Satisfaction Index focuses on external factors, it complements—not replaces—internal considerations like mental health and relationships.

David P. Mackinnon, M.B.A., Ph.D.

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