



Newsflash

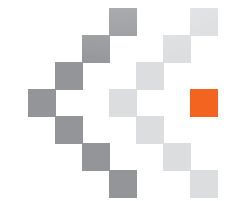
11-4-2025

www.uj.ac.za/cbe



COLLEGE OF BUSINESS
AND ECONOMICS

CBE School of Economics South Africa's Happiness in the spotlight

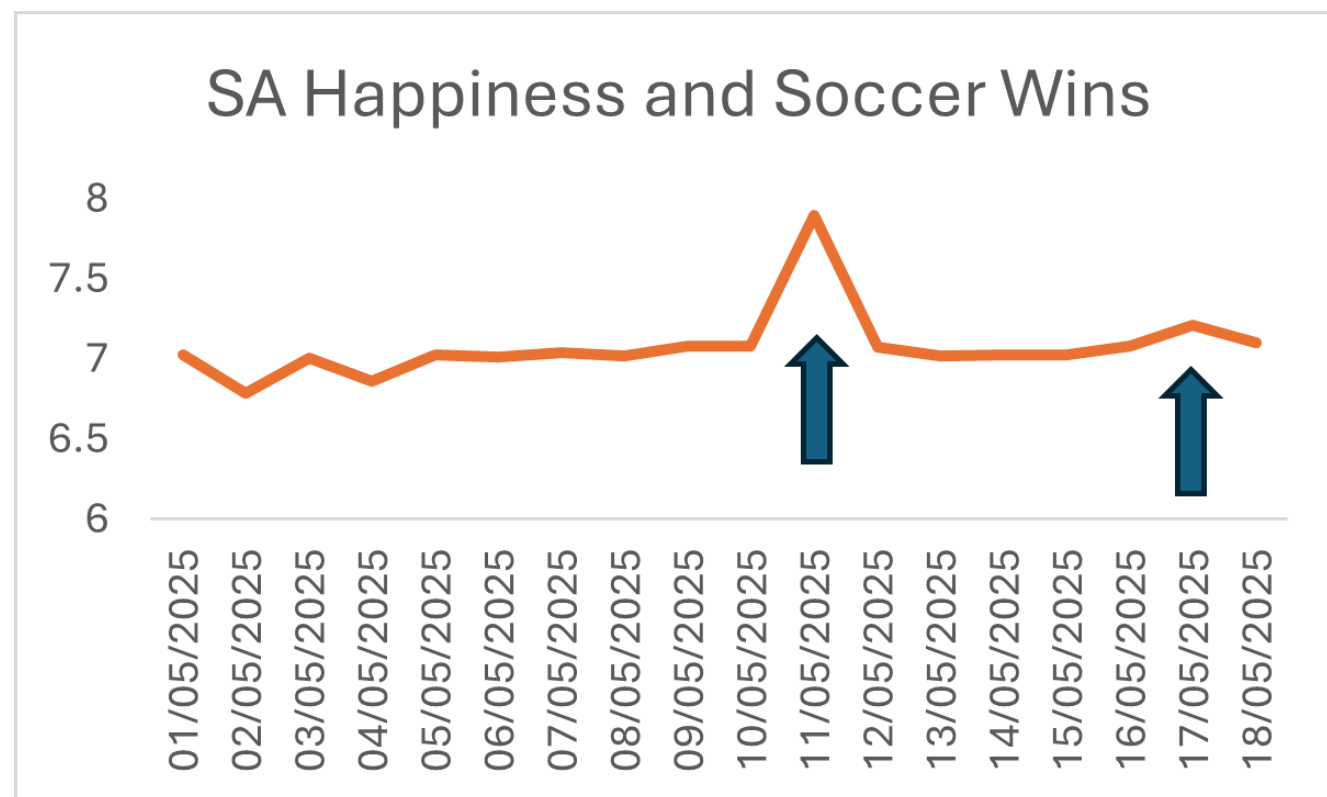


Two Soccer Victories Drive a Surge in South African Happiness

On 10 May 2025, Kaizer Chiefs ended a 10-year trophy drought with a thrilling 2–1 victory over Orlando Pirates in the Nedbank Cup Final. A dramatic 80th-minute goal by captain Yusuf Maart sealed the win and sparked widespread nationwide celebration. The Gross National Happiness (GNH) index responded with a sharp spike to 7.90 — well above the national average of 7.06 — highlighting the emotional weight of this long-awaited triumph.

A week later, on 17 May 2025, Mamelodi Sundowns secured their eighth consecutive league title with a 2–0 win over Magesi FC at Loftus Versfeld. The Golden Boot winner, Lucas Ribeiro Costa, scored twice, capping off a season marked by 14 consecutive home victories.

The GNH index again showed a significant rise, reaching 7.21, though notably lower than the spike following the Chiefs' victory.



Why did the Chiefs' win trigger more happiness?

The difference in happiness levels likely reflects the size of the fan base: Kaizer Chiefs command a following four times larger than that of Mamelodi Sundowns. Four times more joyful fans translate to a broader national impact, increasing average happiness.

The power of sport to elevate a nation

These spikes in happiness provide real-time evidence that sport in South Africa is more than entertainment — it's a driver of collective morale. And we know that positive emotions fuel productivity, health, kindness, and ultimately a better South Africa for all.

