The present paper presents data with information about related words for happiness and wellbeing attributed by people living in a northern city of Mexico. Quota sampling technique was used to collect the data following the distribution of the population by age and gender. National Institute of Geography and Statistics in Mexico was consulted to obtain the proportion of age range and gender in the city of Guaymas, Sonora. Participants from 18 to 85 years old (M = 41.77, SD = 16.76) answer the instrument for a semantic network technique, which is composed by two steps, first freely answer words related to each concept (happiness/wellbeing), and second, hierarchizing them from the most to the least related. The dataset presents the words given by the participants ordered by their hierarchy; number one indicates the concept that people indicated as the most related to the concept. This article presents the ten more related words for each concept (Table 1), the ten related words by male and female for wellbeing (Table 2), and happiness (Table 3). Health is more related to wellbeing, while the family is more frequently related to happiness.
1. Data

The supplementary material 2 is a data file in excel format, each line represents a participant; columns contains the words considered related to concepts presented (wellbeing/happiness), columns are in the order that participants rated to their concept (not in the order named): first column “Wellbeing 1” holds the words that participants rated as the most related to wellbeing (with number 1), the second column “Wellbeing 2” presents the words rated as the second most related (with number 2), and so on, until “Wellbeing 10”. Same format for the words given for the happiness concept.

With this information, three essential values were calculated: a) frequency or times mention; b) semantic weight or M value, which is the frequency multiplied by the semantic value that was given according to the hierarchy of peoples rating (from 1 to 10); c) FMG value, punctuation expressed as a percentage of the defining words that make up all the words related to the concept of interest (considering the higher M value as 100%) [1,2]. These values are presented in general for both wellbeing and happiness (Table 1); and separated by gender in Table 2 (wellbeing) and Table 3 (happiness).

2. Experimental design, materials, and methods

2.1. Participants

137 people from Guaymas, Sonora, Mexico gave their answers. To obtain a sample that could represent the population according to peoples age and gender, a quota sampling technique was used.
Percentages of age range and gender followed the normal distribution of the population in Guaymas, according to the National Institute of Geography and Statistic [3]. Five age range were considered: from 18 to 25 (19%), 26 to 34 (21%), 35 to 49 (31%), 50 to 64 (19%), over 65 (10%). Female represented 52% of the sample and male the 48%.

2.2. Instruments

An instrument for semantic network proposed by Vera, Pimentel y Batista [1] was used to collect the data. First, the participants were asked to write between 5 and 10 words related with happiness and

| Table 1 | Ten words most related to wellbeing and happiness. |
|---------|--------------------------------------------------|
| **Wellbeing** | **Happiness** |
| | F | M | FMG | F | M | FMG |
| 1 | Health (Salud) | 115 | 895 | 100 | Family (Familia) | 106 | 931 | 100 |
| 2 | Happiness (Felicidad) | 44 | 351 | 39 | Love (Amor) | 70 | 484 | 52 |
| 3 | Tranquility (Tranquilidad) | 49 | 346 | 39 | Health (Salud) | 35 | 271 | 29 |
| 4 | Family (Familia) | 38 | 335 | 37 | Joy (Alegria) | 35 | 251 | 27 |
| 5 | Comfort (Comodidad) | 43 | 266 | 30 | Tranquility (Tranquilidad) | 27 | 232 | 25 |
| 6 | Economy (Economía) | 37 | 262 | 29 | Friends (Amigos) | 35 | 229 | 25 |
| 7 | Work (Trabajo) | 32 | 209 | 23 | Wellbeing (Bienestar) | 27 | 217 | 23 |
| 8 | Nourishment (Alimentación) | 26 | 170 | 19 | Work (Trabajo) | 20 | 136 | 15 |
| 9 | Love (Amor) | 23 | 161 | 18 | Success (Éxito) | 14 | 103 | 11 |
| 10 | Feeling good (Sentirse bien) | 11 | 101 | 11 | Economy (Economía) | 14 | 93 | 10 |

| Table 2 | Ten words most related to wellbeing separated by gender. |
|---------|--------------------------------------------------|
| **Males** | **Females** |
| | F | M | FMG | F | M | FMG |
| 1 | Health (Salud) | 55 | 402 | 100 | Health (Salud) | 60 | 493 | 100 |
| 2 | Happiness (Felicidad) | 24 | 187 | 47 | Family (Familia) | 21 | 199 | 40 |
| 3 | Tranquility (Tranquilidad) | 22 | 164 | 41 | Economy (Economía) | 27 | 185 | 38 |
| 4 | Family (Familia) | 17 | 136 | 34 | Tranquility (Tranquilidad) | 27 | 182 | 37 |
| 5 | Comfort (Comodidad) | 18 | 113 | 28 | Happiness (Felicidad) | 20 | 164 | 33 |
| 6 | Feeling good (Sentirse bien) | 11 | 101 | 25 | Comfort (Comodidad) | 25 | 153 | 31 |
| 7 | Work (Trabajo) | 12 | 90 | 22 | Work (Trabajo) | 20 | 119 | 24 |
| 8 | Nourishment (Alimentación) | 11 | 84 | 21 | Nourishment (Alimentación) | 15 | 86 | 17 |
| 9 | Love (Amor) | 12 | 84 | 21 | Safety (Seguridad) | 11 | 84 | 17 |
| 10 | Economy (Economía) | 10 | 77 | 19 | Love (Amor) | 11 | 77 | 16 |

| Table 3 | Ten words most related to happiness separated by gender. |
|---------|--------------------------------------------------|
| **Males** | **Females** |
| | F | M | FMG | F | M | FMG |
| 1 | Family (Familia) | 51 | 436 | 100 | Family (Familia) | 55 | 495 | 100 |
| 2 | Love (Amor) | 24 | 198 | 45 | Love (Amor) | 46 | 286 | 58 |
| 3 | Tranquility (Tranquilidad) | 14 | 150 | 34 | Joy (Alegria) | 22 | 155 | 31 |
| 4 | Wellbeing (Bienestar) | 17 | 136 | 31 | Health (Salud) | 18 | 137 | 28 |
| 5 | Health (Salud) | 17 | 134 | 31 | Friends (Amigos) | 18 | 103 | 21 |
| 6 | Friends (Amigos) | 17 | 126 | 29 | Economy (Economía) | 14 | 93 | 19 |
| 7 | Success (Éxito) | 14 | 103 | 24 | Tranquility (Tranquilidad) | 13 | 82 | 17 |
| 8 | Joy (Alegria) | 13 | 96 | 22 | Wellbeing (Bienestar) | 10 | 81 | 16 |
| 9 | Work (Trabajo) | 11 | 74 | 17 | Enjoy (Disfrutar) | 8 | 65 | 13 |
| 10 | Peace (Paz) | 8 | 66 | 15 | Work (Trabajo) | 9 | 62 | 13 |
other 5 to 10 related with wellbeing; second, they were asked to rate them from the most related (1) to the least (10) for each concept. This technique is an empirical method to access the subjective interpretation that a person makes of the words [4], in this case, to understand how people think and feel about happiness and wellbeing.

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Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.dib.2019.104830.

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