

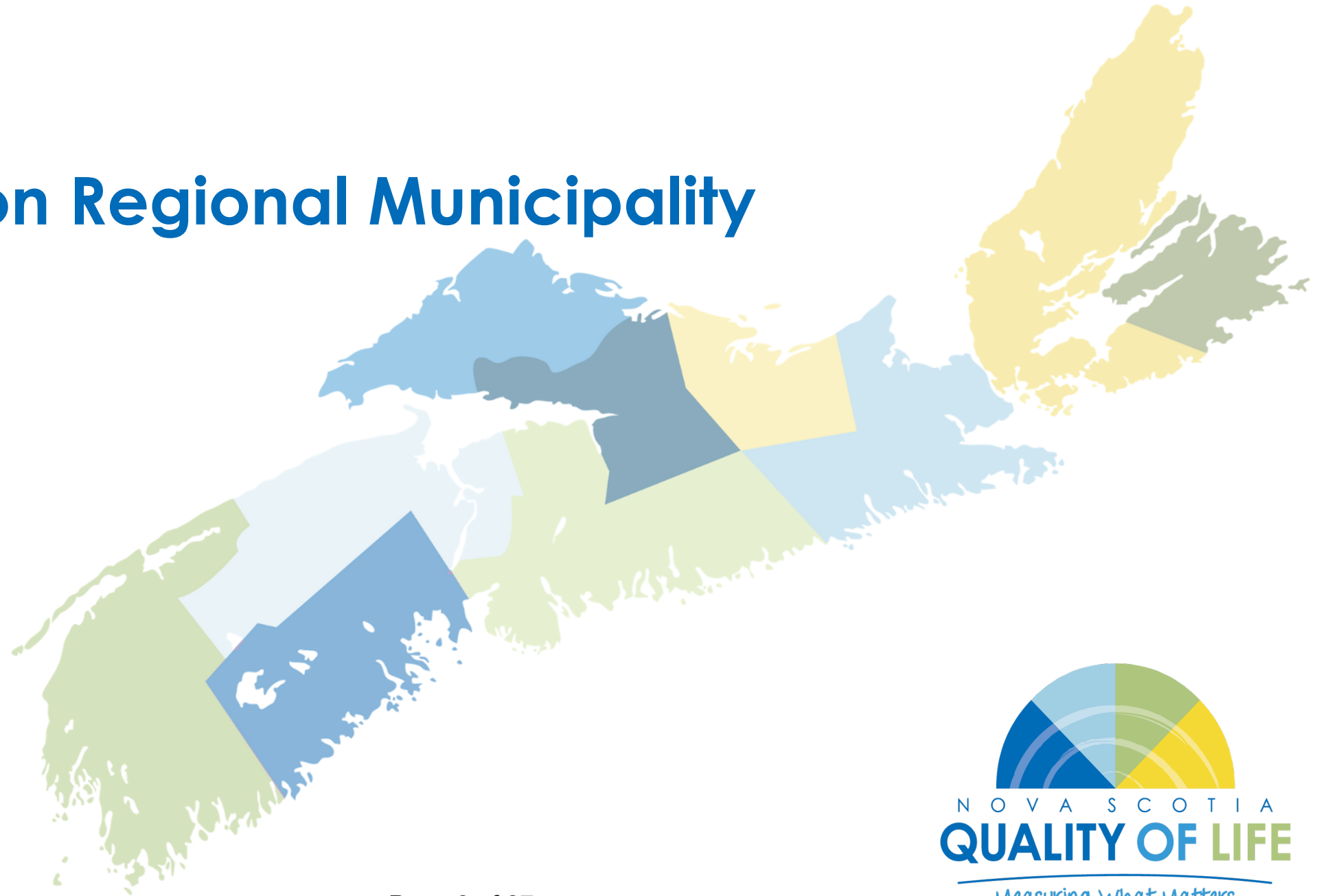


Session  
March 26th, 2021  
1:30-3:30 pm

1. Welcome and Framing
2. What do we mean by quality of life?  
-individual reflection
3. Break
4. The Nova Scotia Quality of Life survey & regional results  
- table discussions & share back
5. Looking Locally  
-full group discussion
6. Closing

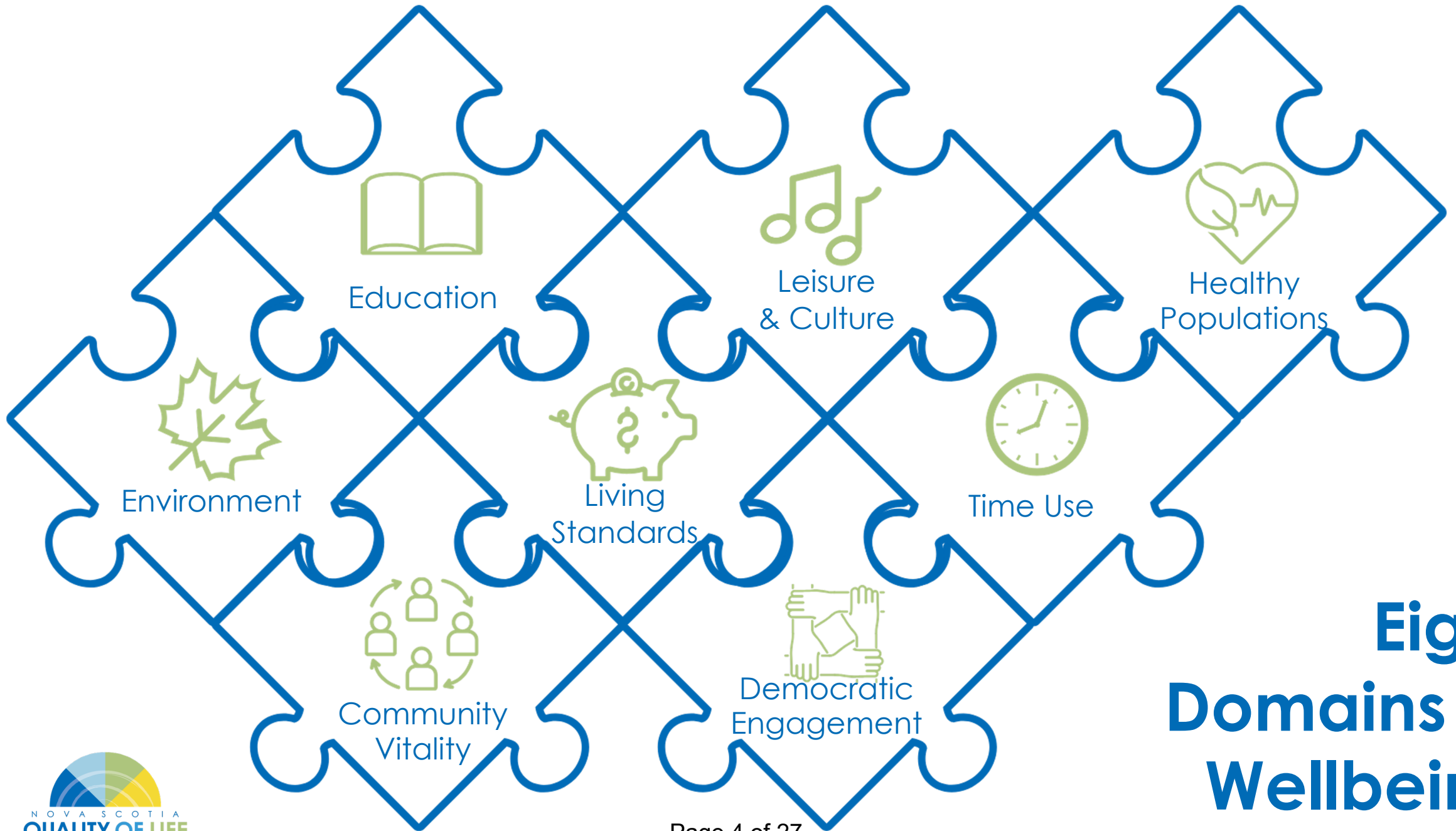
# Cape Breton Regional Municipality

March 26, 2021



# Agenda

- Welcome and Framing
- What do we mean by quality of life?
- Break
- Nova Scotia Quality of Life Survey & Regional Results
- Looking Locally
- Closing



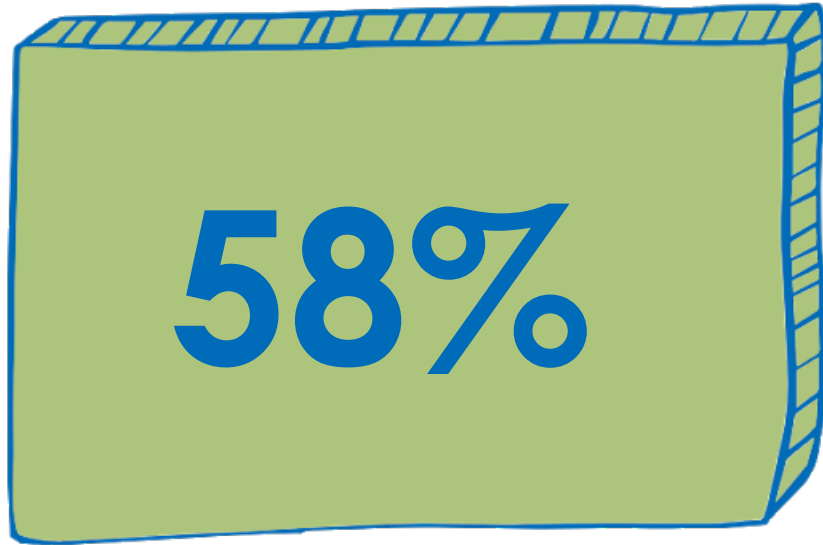
# Eight Domains of Wellbeing

# Examples of what other governments are doing?

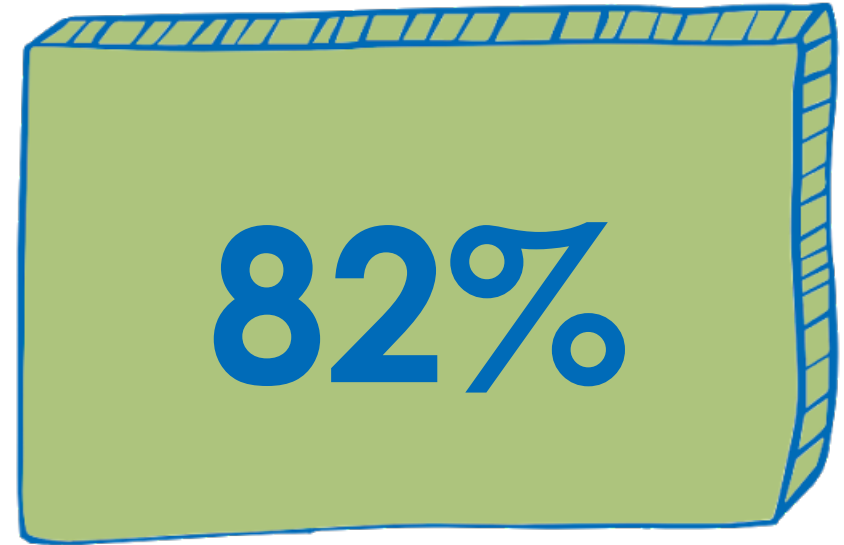
- New Zealand (Wellbeing Budgets)
- Scotland (National Performance Framework)
- OECD - Nov. 25, 2020 - Launch of Centre on Well-being, Sustainability and Equal Opportunity (WISE)
- Government of Canada - Quality of Life Framework (Dec. 3, 2020 Atlantic Canada Consultation)

# August 2020 Polling:

## How should we measure success?



Growth in our **economy**



Improvement in our **quality of life**

# Wider Context

**The pandemic is incubating conditions for potential broad social, economic and personal change**

- Society may be more ready to act on festering racial, social, and economic inequities.
- Discussions are surfacing about “What Matters Most?” - as individuals and societies.
- Improving Quality of Life matters to Nova Scotians

# A New Advantage for Nova Scotia?

- Young talent are choosing a place to live first and then finding a job (Gallup).
- 70 percent of young college graduates decide where to relocate based on quality-of-life factors (AIER).
- The move to “online” creates advantages for jurisdictions that get quality of life right.
- Rural communities generally record higher “life satisfaction”, although HRM has one of the highest Life Satisfaction levels of large municipalities in Canada.
- The relationship between community attachment and talent attraction and retention is surfacing as a global priority.



- Between April and July 2019, **one in five** households received an invitation in their mailbox to participate in a voluntary **230-question survey**

**NOVA SCOTIA,**  
You have mail.

**CHECK YOUR MAILBOX** during the last week of April 2019 for the Nova Scotia Quality of Life Survey.

Have your say in measuring what matters.

[nsqualityoflife.ca/survey](https://nsqualityoflife.ca/survey)

**NOVA SCOTIA**  
**QUALITY OF LIFE**  
Measuring what matters

Our  
Gratitude

Many  
sectors

Many  
regions



# Largest Quality of Life Data Set in North America

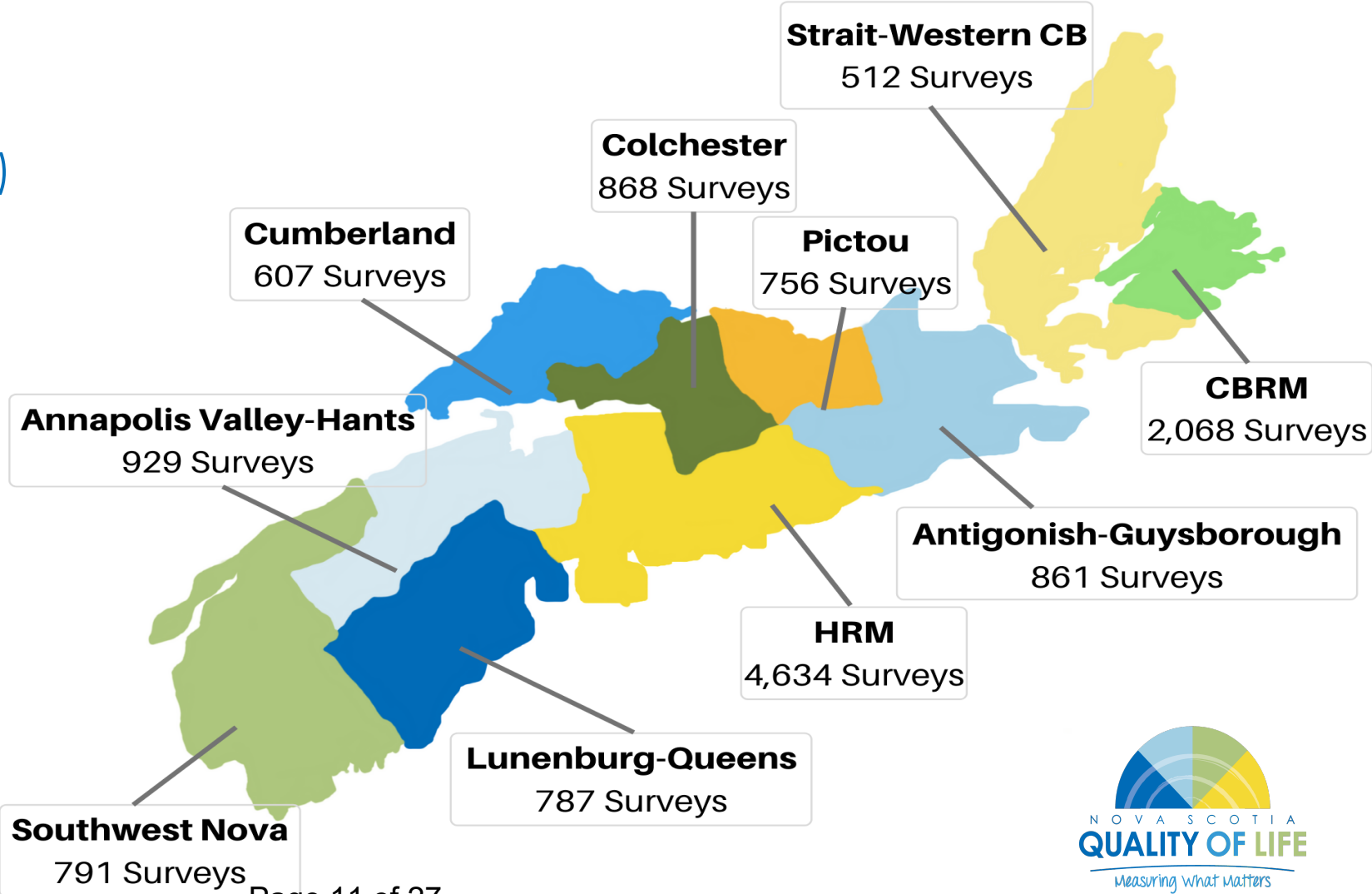
12,827 Responses (Pre-Covid)

230 Individual questions

9 Local Leadership Teams

16 years-old and above

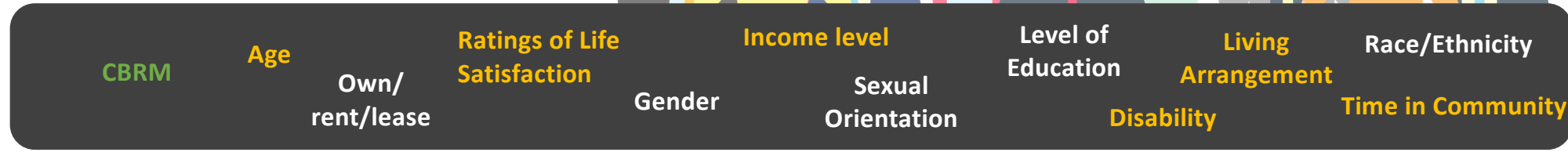
Margin of Error - 1%



**It's not just a measurement  
exercise, it is a change  
initiative**

# WHAT'S POSSIBLE?

## NS Quality of Life Survey



### Community Vitality

- Sense of belonging to community
- Number of close friendships
- Social isolation and trust in others
- Inclusiveness of community
- Trust in neighbours, media, business and NGOs, and
- Feeling of safety in neighbourhoods
- Experiences of discrimination

### Healthy Populations

- Mental and physical health
- Access to, and quality of health care
- Level of exercise
- Ate less and ate unhealthy
- Substance abuse and gambling activity

### Living Standards

- Could not pay bills on time
- Could not buy necessities
- Access to, and quality of Internet
- Overall work satisfaction
- Satisfaction with job, salary, security, promotion opportunities
- Flexible work hours and schedule
- Under employment relative to training
- Effects of job on personal health and wellbeing

### Environment

- Perceptions of water quality in community
- Personal commitment to solid waste management and energy conservation
- Access to, and quality of, natural environment
- Eco-friendly commuting practices
- Purchase of local foods

### Democratic Engagement

- Trust in Local Government, Federal, Provincial
- Confidence in Police, Justice, Schools and Health Care
- Participation in public meetings
- Participation in advocacy

### Leisure and Culture

- Access to libraries and learning institutions
- Participation in recreation, leisure, sports, and hobbies

### Education

- Availability of adult education
- Affordable education
- Use of retraining opportunities

### Time Use

- Time pressure for sleep, socializing, creativity and outdoors
- Time caring for dependent children and adults

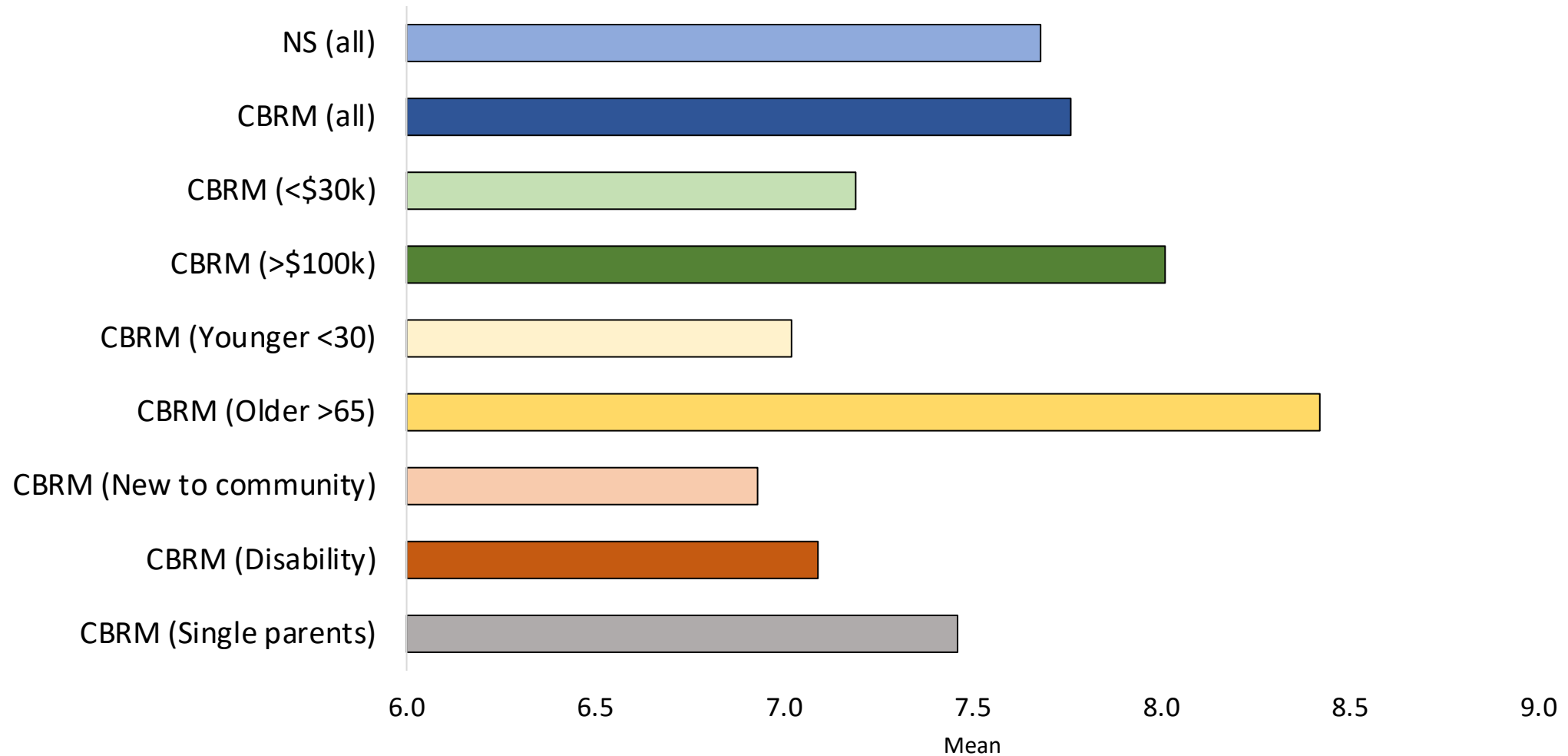
# CBRM Findings (So Far)

## 7 Demographic Profiles in CBRM and NS

- High Income
- Low Income
- Older Adults
- Younger Adults
- Disabilities and Chronic Illness
- Single Parents
- Newcomers to a community



# Satisfaction with life – Nova Scotia and CBRM



# 16 Questions re Overall Wellbeing

(OECD informed - Satisfaction Scale 1-7)

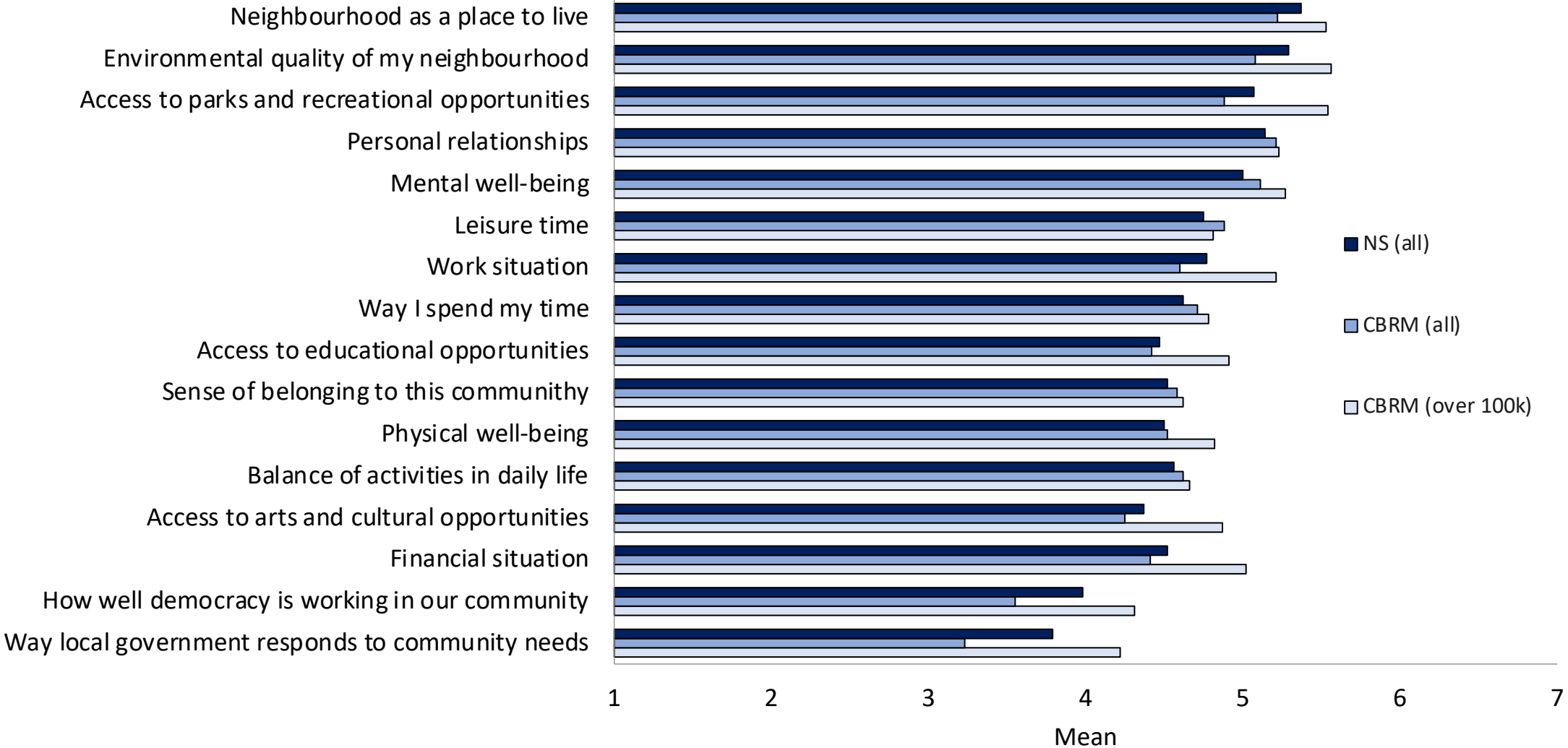


- Neighbourhood as a place to live
- Environmental quality of my neighbourhood
- Access to parks and recreational opportunities
- Personal relationships
- Mental wellbeing
- Leisure time
- Work situation
- Way I spend my time
- Access to educational opportunities
- Sense of belonging to this community
- Physical wellbeing
- Balance of activities in your daily life
- Access to arts and cultural opportunities
- Financial Situation
- How well democracy is working
- Local government responds to community needs.

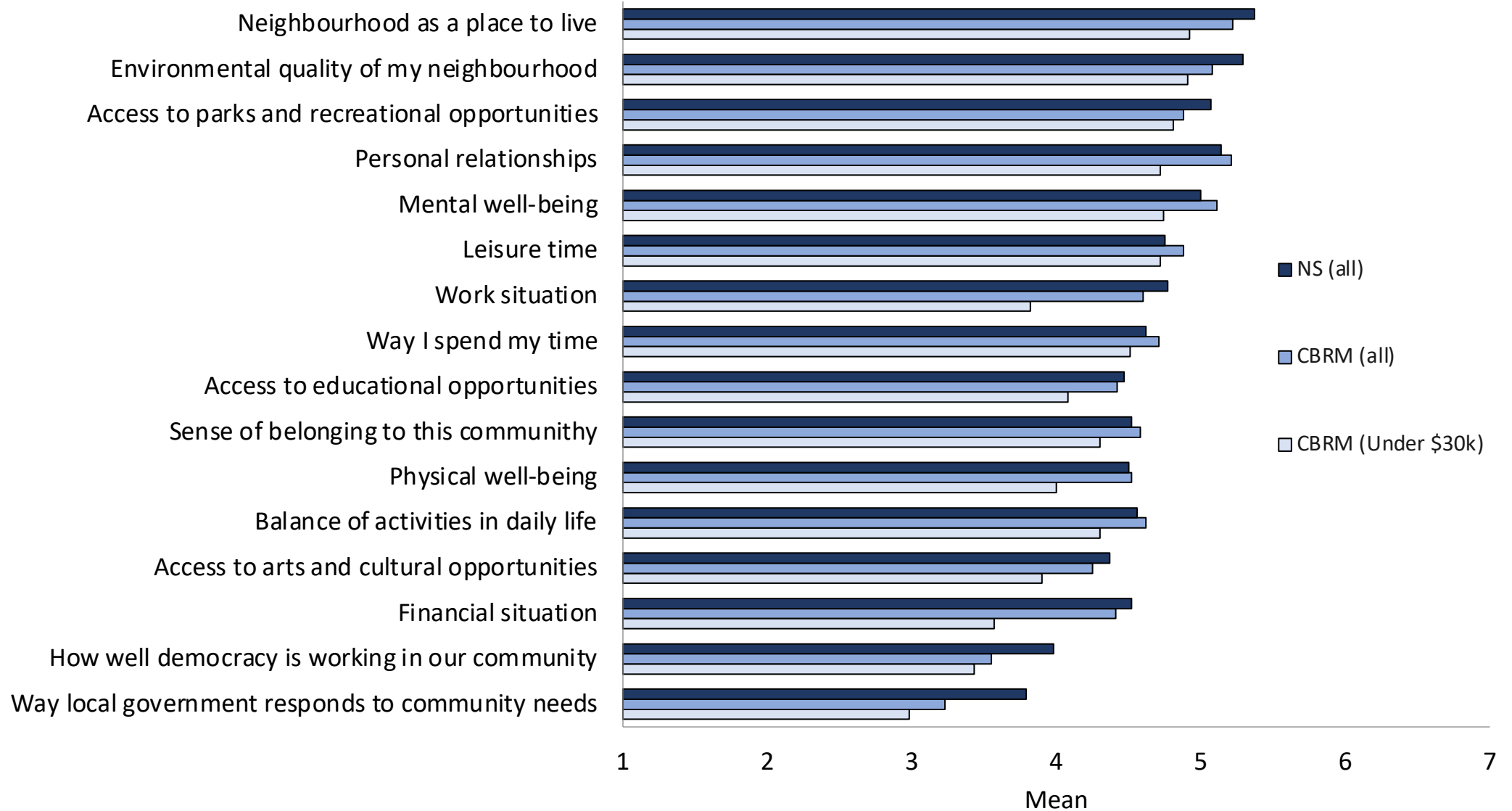
# Overall wellbeing indicators – Nova Scotia and CBRM



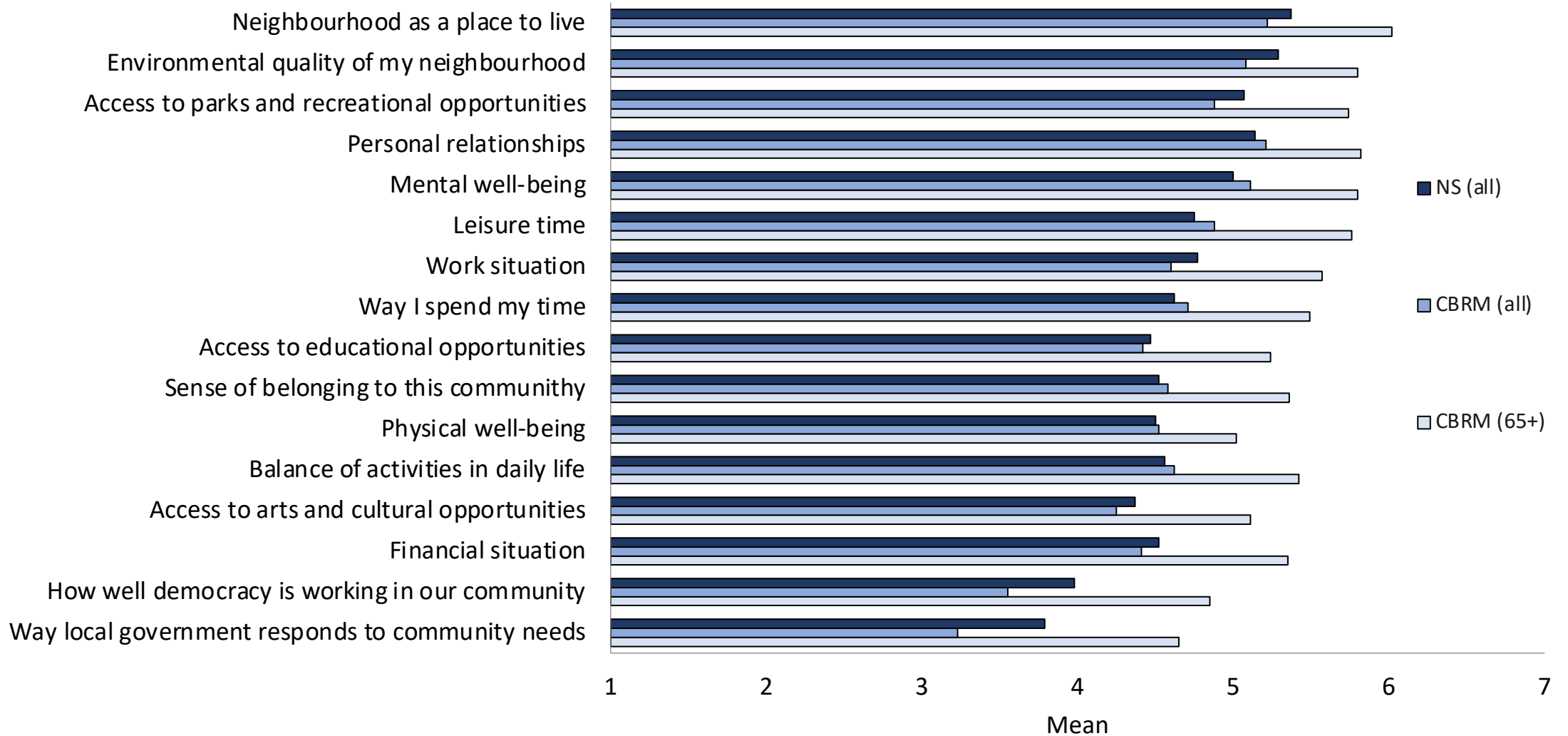
# Overall wellbeing indicators – High income (>\$100,000)



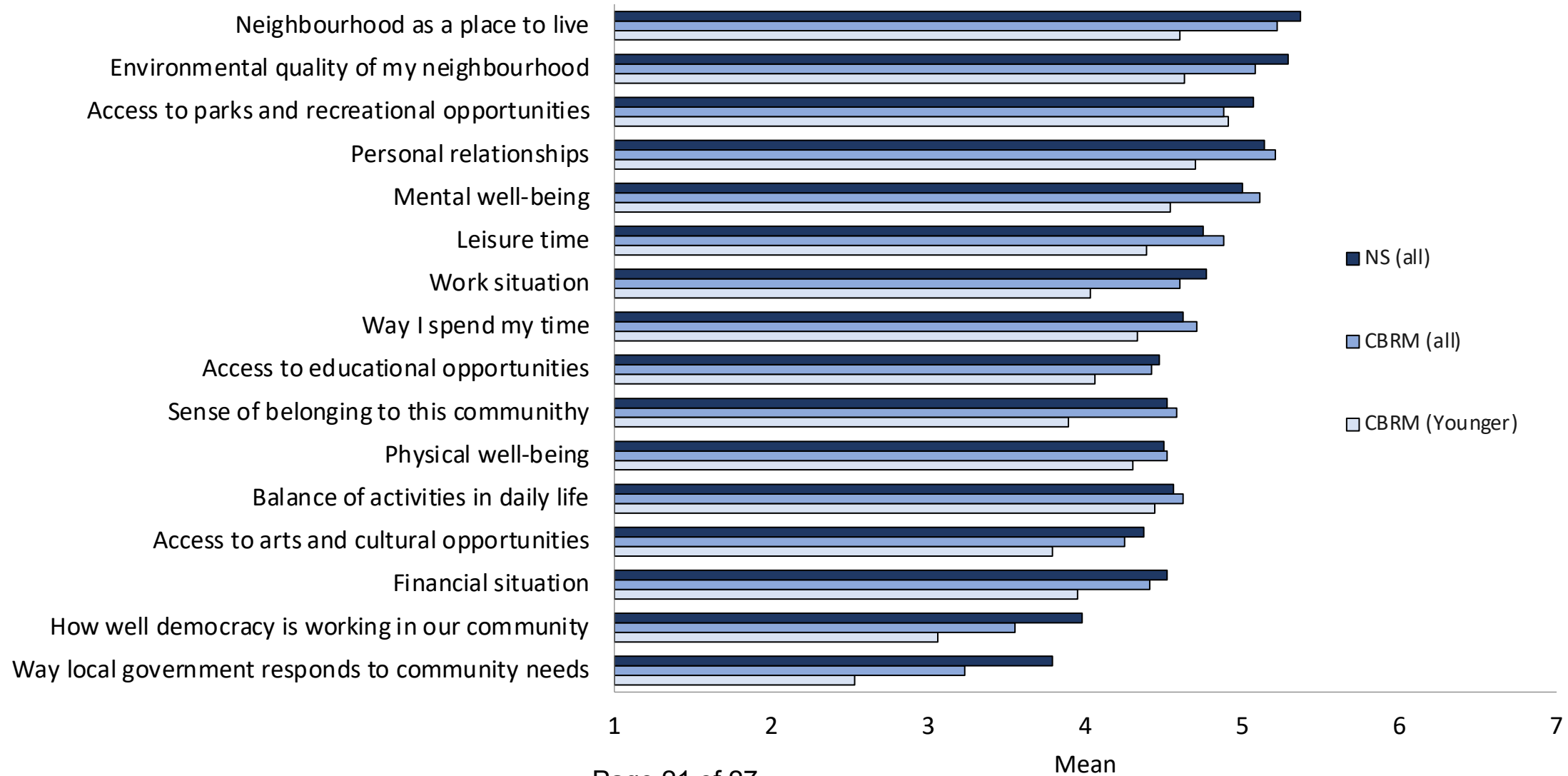
# Overall wellbeing indicators – low income (<\$30,000)



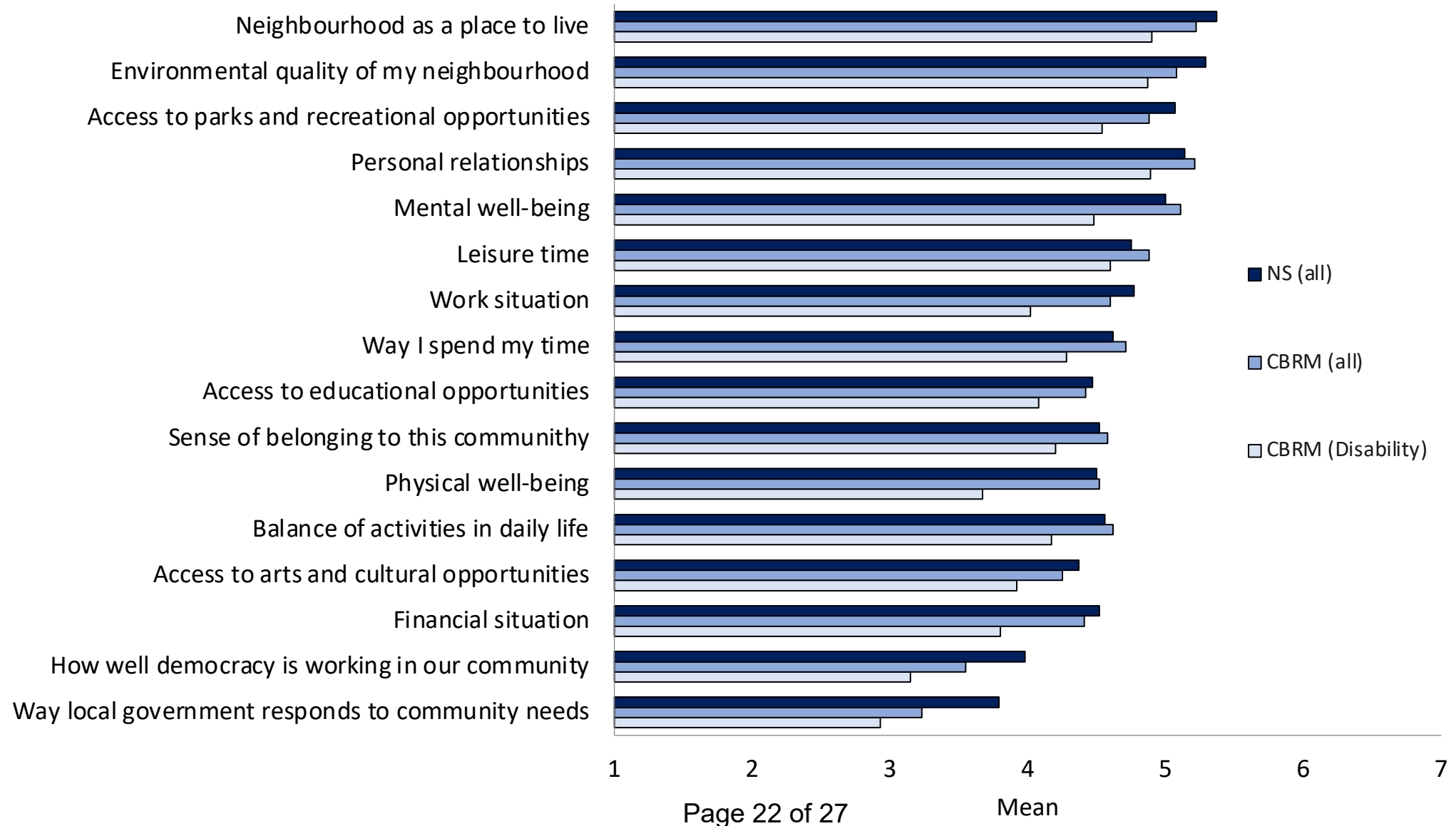
# Overall wellbeing indicators – Older age (>65)



# Overall wellbeing indicators – Younger age (<30)



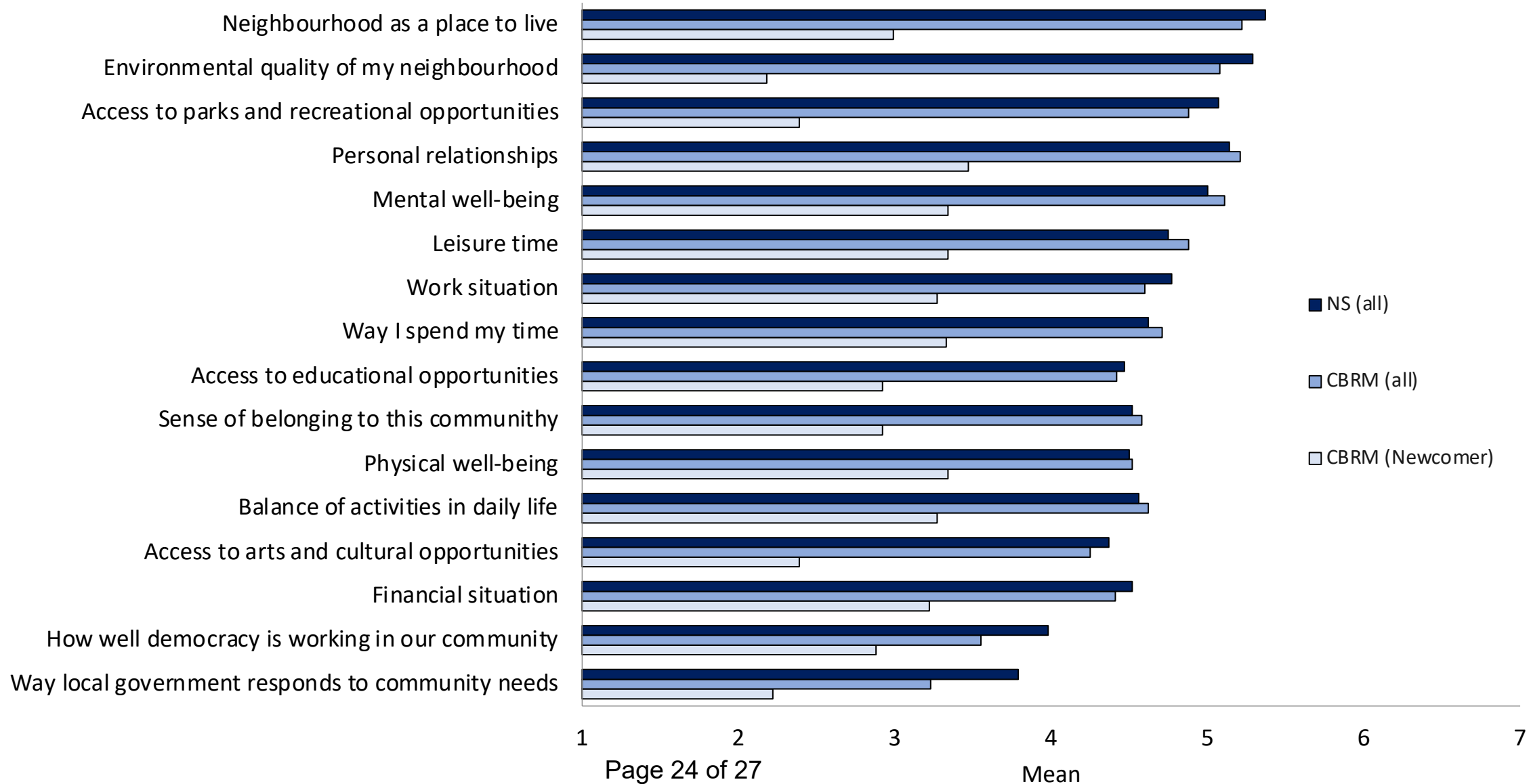
# Overall wellbeing indicators – Persons with disabilities



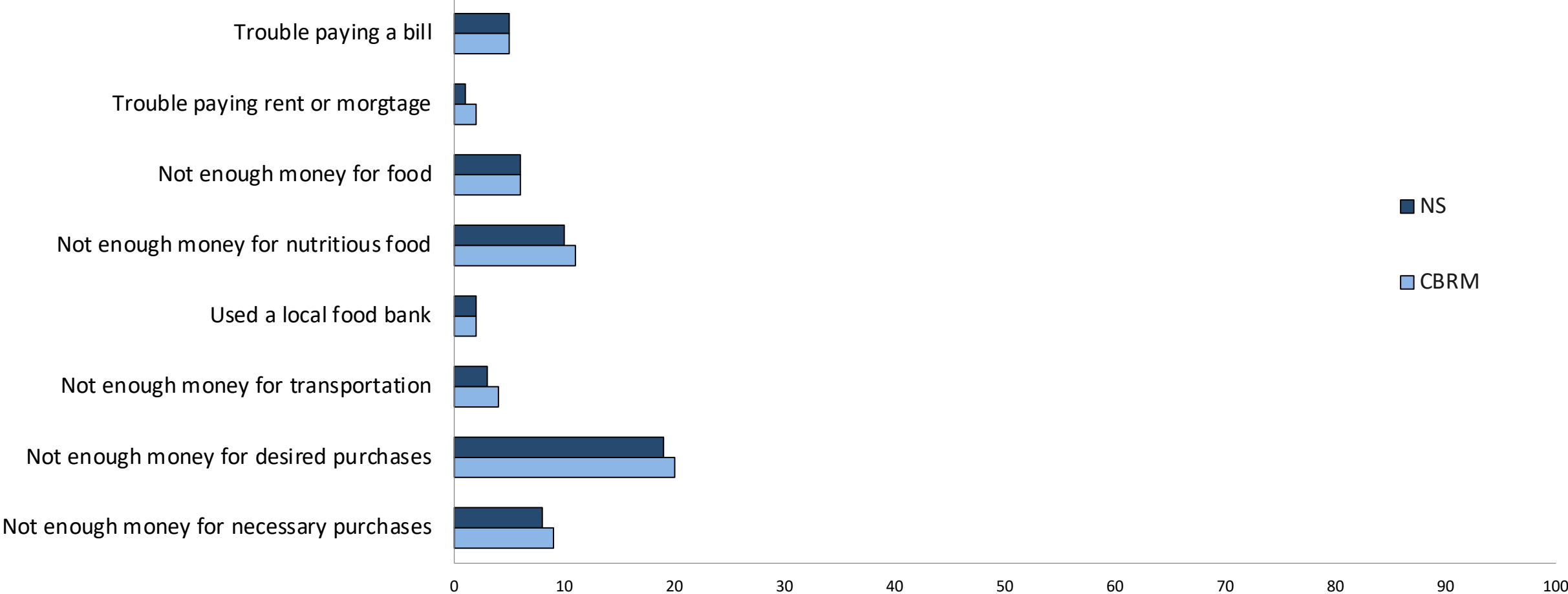
# Overall wellbeing indicators – Single parents



# Overall wellbeing indicators – New to community (5 years)

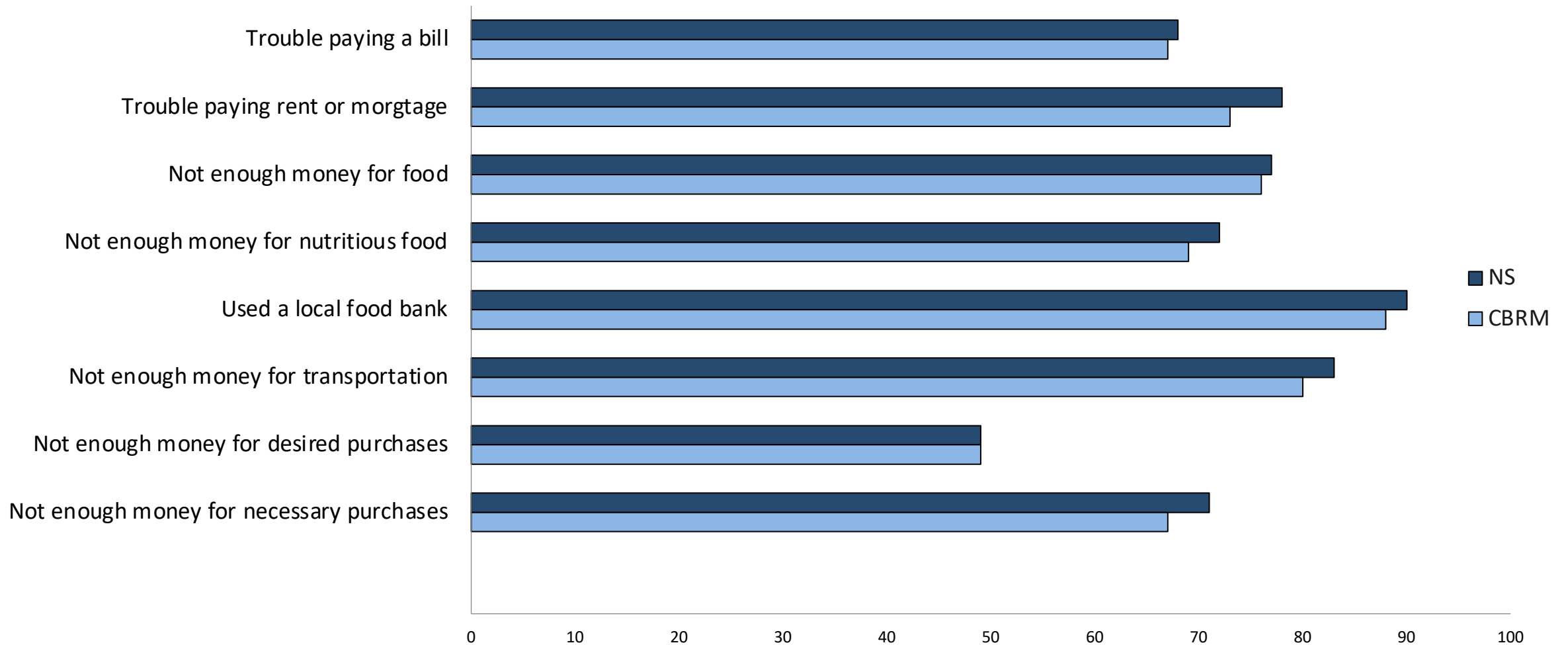


# Personal needs are not being met at least once per month



% of population who have experienced these difficulties at least once a month in past year

# Personal needs are always being met



Page 26 of 27  
% of population who have not experienced these difficulties in the past year

