



Measuring what matters

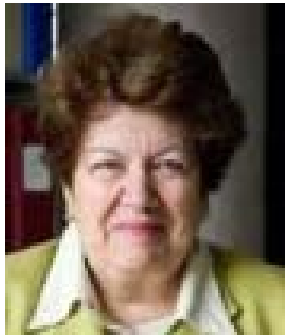

The *Look into Wood Buffalo* Community Wellbeing Survey: Residents' Perceptions of their Wellbeing

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Resilient Communities Conference
Fort McMurray, Alberta
October 1-3, 2014



Wellbeing as a basic human right



“People are much more than the goods and services they produce! Their health and quality of life come from the conditions of their daily living – the circumstances in which they are born, grow, live, work, and age.”

The Honourable Monique Bégin

Former CIW Advisory Board Co-Chair

Former Canadian Commissioner

WHO Commission on Social Determinants of Health

What is **WELLBEING**?

Measuring what matters

The presence of the **highest** possible **quality of life** in its full breadth of expression, focused on but not necessarily exclusive to:

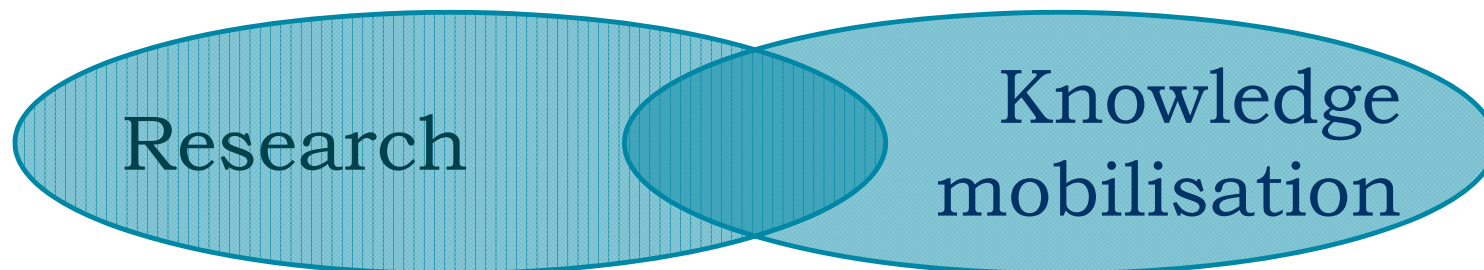
- ✓ good **living standards**
- ✓ robust **health**
- ✓ a sustainable **environment**
- ✓ high levels of **democratic participation**
- ✓ access to and participation in **leisure and culture**
- ✓ **vital communities**
- ✓ an **educated populace**
- ✓ balanced **time use**



CIW Mission

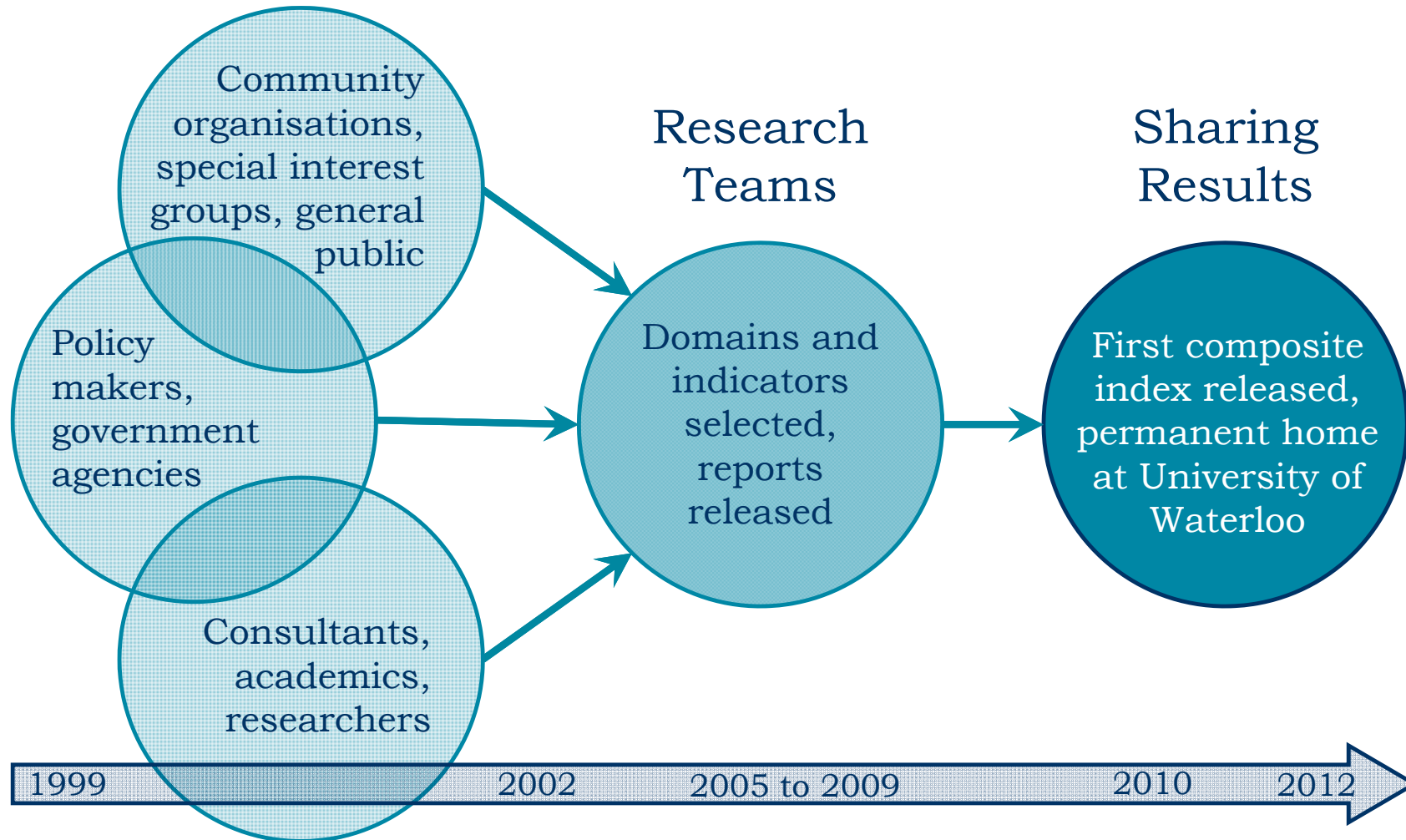
- to conduct **rigorous research** related to, and regularly and publicly report on, the quality of life of Canadians
- to encourage policy shapers and government leaders to make **decisions based on solid evidence**
- to empower Canadians to **advocate for change** that responds to their needs and values

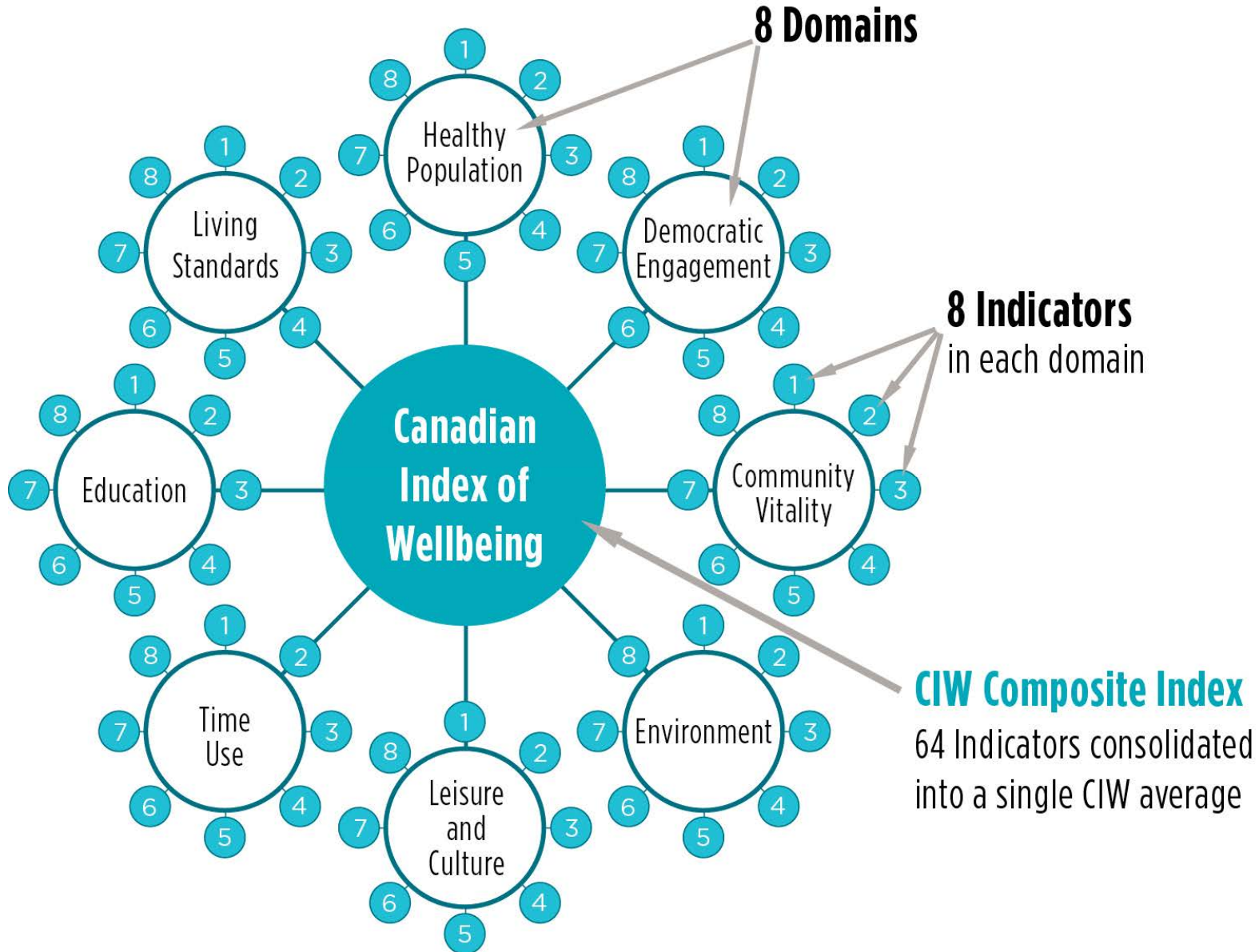
Measuring what matters

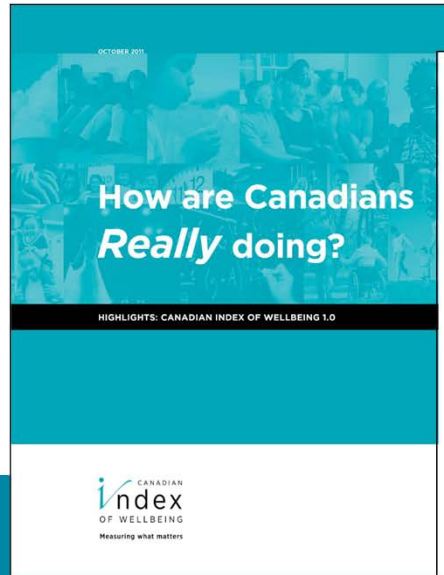



Collaborative development

Public Consultations







index CANADIAN OF WELLBEING HOW ARE CANADIANS REALLY DOING?
Measuring what matters

As a measure of economic consumption, GDP adds up every penny spent including on harmful activities. Tobacco sales, natural and human-made disasters, crime, war and depletion of natural resources all make GDP soar. Not surprisingly it provides a rather overly rosy view of how well Canadians are doing.

PERCENTAGE CHANGE IN INDEX

| Year | GDP (%) | CIW (%) |
|------|---------|---------|
| 1994 | 100 | 100 |
| 2008 | 131 | 111 |

GETTING BETTER

- LIVING STANDARDS
- COMMUNITY VITALITY
- DEMOCRATIC ENGAGEMENT
- EDUCATION
- HEALTHY POPULATIONS

The CIW adopts a much broader view of progress, adding activities that are beneficial and subtracting activities that are harmful to our society.

GETTING WORSE

- ENVIRONMENT
- TIME USE
- LEISURE & CULTURE

It gives a more realistic picture of our wellbeing, balancing gains in some areas against losses in others.

[FIND OUT HOW CANADIANS ARE REALLY DOING »](#)

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Measuring what matters

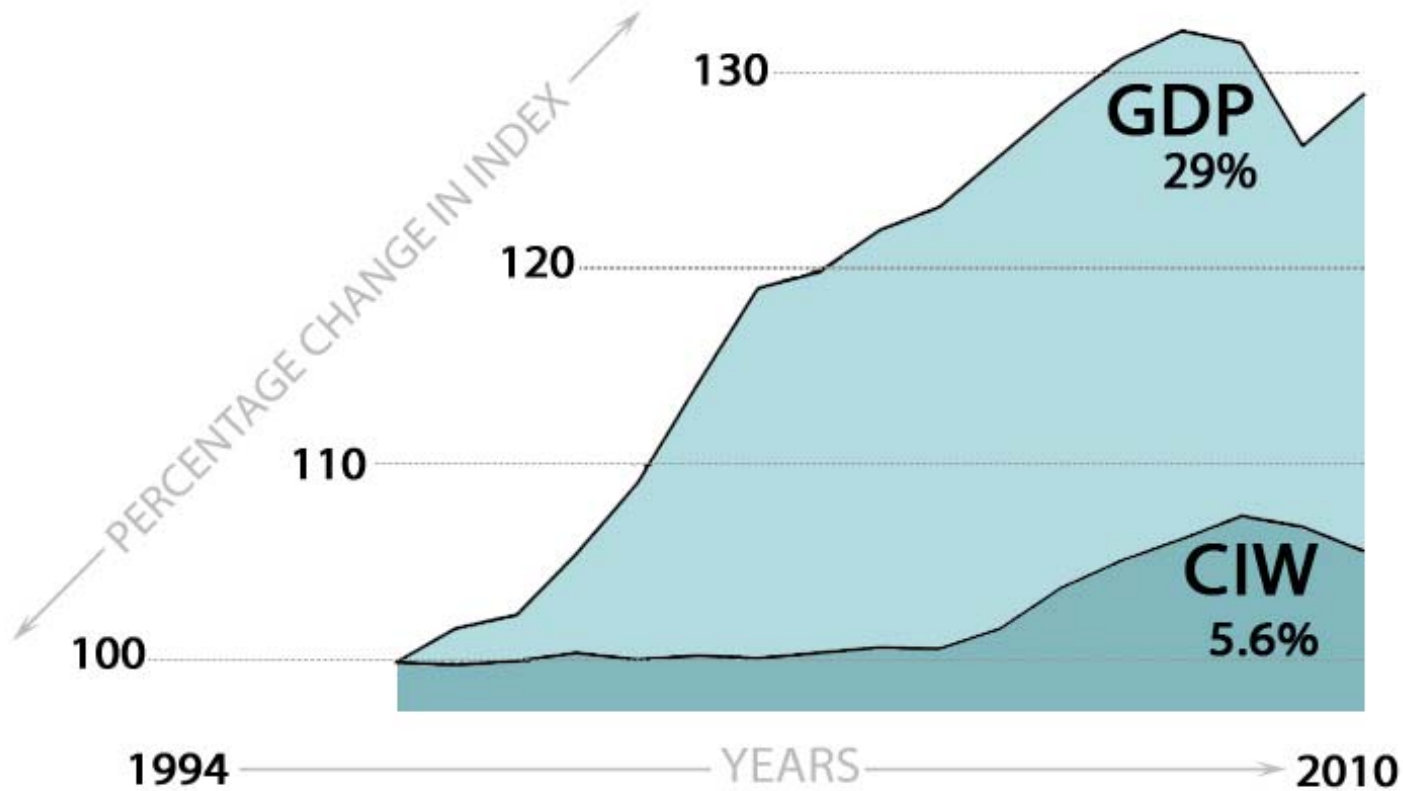
COMMUNITY VITALITY 10.3% ↑

| GOOD CHANGE | BAD CHANGE |
|---|---|
| <p>48.0%</p> <p>Property crime rate per 100,000 population</p> <p>Percentage reporting participation in unpaid activities</p> <p>27.3%</p> <p>Percentage who provide unpaid help to others in their area</p> <p>13.3%</p> <p>Percentage reporting very or somewhat strong sense of belonging to community</p> <p>13.0%</p> <p>Percentage who feel safe walking alone after dark</p> | <p>20.2%</p> <p>Percentage with six (6) or more close friends</p> <p>13.7%</p> <p>Percentage who feel that most or many people can be trusted</p> |
| <p>4.9%</p> <p>Violent crime rate per 100,000 population</p> | <p>10.3%</p> <p>Percentage who feel that most or many people can be trusted</p> |

The CIW Approach

Tracking Indicators of Wellbeing in all Domains

CIW and GDP per capita 1994 to 2010



Measuring what matters
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CIW Community Wellbeing Survey

Community Wellbeing Survey

Section A: Community Vitality

| | No | Yes |
|---|-----------------------|-----------------------|
| In the past 12 months, did you do any unpaid volunteer work for any organization? | <input type="radio"/> | <input type="radio"/> |
| In the past 12 months, were you a member of or a participant in... | | |
| a union or professional association? | <input type="radio"/> | <input type="radio"/> |
| a political party or group? | <input type="radio"/> | <input type="radio"/> |
| a sports or recreational organization (e.g., hockey league, health club, golf club)? | <input type="radio"/> | <input type="radio"/> |
| a cultural, educational or hobby organization (e.g., theatre group, book club, bridge club)? | <input type="radio"/> | <input type="radio"/> |
| a religious-affiliated group (e.g., church youth group, choir)? | <input type="radio"/> | <input type="radio"/> |
| a school group, neighbourhood, civic or community association (e.g., PTA, alumni, block parents, neighbourhood watch)? | <input type="radio"/> | <input type="radio"/> |
| a service club or fraternal organization (e.g., Kiwanis, Knights of Columbus, the Legion)? | <input type="radio"/> | <input type="radio"/> |
| a public interest group (e.g., focused on the environment, animal welfare, food security, homelessness)? | <input type="radio"/> | <input type="radio"/> |
| some other organized group or activity not mentioned above? | <input type="radio"/> | <input type="radio"/> |
| In the past 12 months, did you provide any unpaid help to anyone ... | | |
| with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs? | <input type="radio"/> | <input type="radio"/> |
| by doing any shopping, driving someone to the store, or to any other appointments? | <input type="radio"/> | <input type="radio"/> |
| with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, or finding information? | <input type="radio"/> | <input type="radio"/> |
| with health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting? | <input type="radio"/> | <input type="radio"/> |
| with unpaid teaching, coaching, tutoring, or assisting with reading? | <input type="radio"/> | <input type="radio"/> |

Look into Wood Buffalo Selected Results

A Profile of Residents in Wood Buffalo



Two-thirds of residents are *44 years of age or younger* (65.6%)



Two-thirds of residents are *married couples with children*, either still at home or living elsewhere (66.0%)



About 15% of residents were *born in a country other than Canada* and have lived here for about 19 years on average

Residents have *lived in Wood Buffalo region* for 14 years on average

Living Standards



85% of residents *worked for pay*, and 20.1% worked for 60 or more hours per week



3 of 5 residents felt their personal lives *enhanced their mood at work* (61.2%), but over a third felt their jobs *interfered with their personal lives*



Over 10% of residents *could not pay their bills on time* at least once in the past year

Over 90% of residents *shopped online for household items* at least once in the past year

Community Vitality



Over half of residents *volunteered* in the last 12 months (55.3%)



Over half of residents *provided some unpaid help to others* in the last 12 months



Three-quarters of residents are *proud of their community* (75.1%) and over two-thirds would recommend Wood Buffalo as *a great place to live* (68.1%)

But ... almost 1 in 5 have trouble connecting with others (18.0%)

Healthy Populations



Only 2.6% report their mental health as *poor*, but that's 2.5 times higher than the national rate (1.0%)



Almost half of residents say their health is *very good* or *excellent* (47.4%)

Three-quarters of residents *regularly eat healthy meals* (76.2%) and over half get *good quality exercise* (54.1%)



But ... over 15% of residents felt they "could not get going" during the past week

Demographic Engagement



Over 1 in 3 residents participated in a *local charitable event* (35.8%) or a *community event* (35.5%) in last 12 months



But ... less than 10% were actively engaged in local issues in the community in the last 12 months (e.g., community meetings)



4 in 10 residents felt that the programmes and services offered by the local government had *made them somewhat or much better off* (41.9%)

Environment



Over 80% of residents feel they have a *personal responsibility to help protect the natural environment* (83.6%)



But ... many do not feel the air quality (35.7%) *or the water quality* (26.1%) *in the community is "very good"*



Well over 80% of residents regularly *recycle, reuse, and reduce*, and try to conserve energy

But ... 1 in 4 never walk, bike, or use public transit, or purchase foods locally produced

Time Use



Only about 14% of residents feel families have an *adequate supply of childcare* (although over 40% do not know)



Almost three-quarters of residents say they *feel rushed* at least once every week (73.5%)



Many residents feel there is *not enough time* to be active in the community (18.8%), be with their partners (19.0%), or be together as a family (18.3%)

Residents are getting *a little less sleep* than the recommended 7 to 8 hours per day (6.8 hours)

Education



Over 40% of residents took *formal courses* in the past year to improve their job skills and over 10% of residents took *courses for interest* in the past year (e.g., woodworking, sewing)



While over half of residents agreed there are many opportunities to take courses, almost 1 in 3 felt they were *too expensive* or offered at *inconvenient times*



Over 60% of residents saw taking courses as opportunities to *get to know people from different cultures*

Leisure and Culture



Most residents regularly participate in *light exercise* (88.5%) or *vigorous exercise* (57.9%) each month



Most residents enjoy *reading for pleasure* each week (85.6%) and over two-thirds attended a *music concert or festival* in the past year

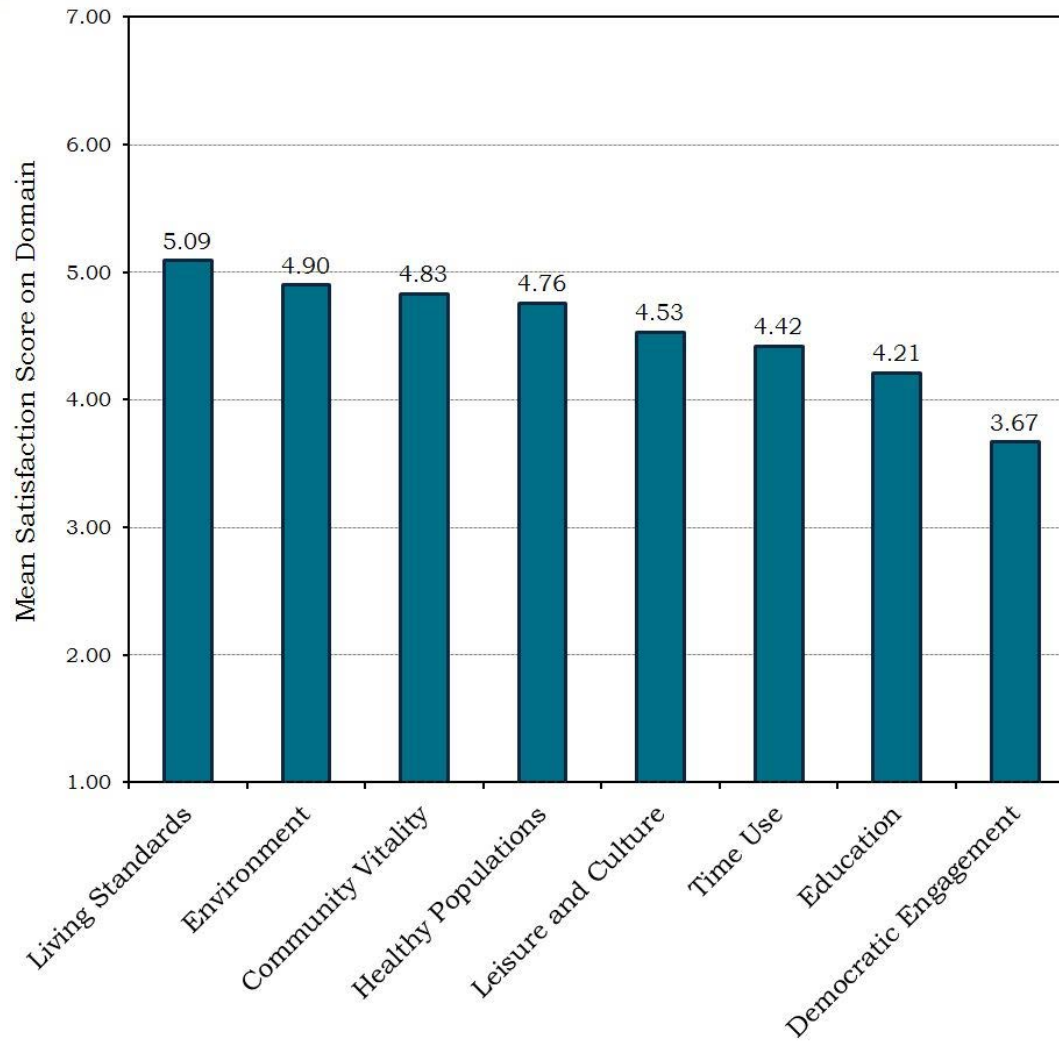


Almost 9 of 10 residents *socialise with others **online*** every day

But ... 25.2% of residents feel the *cost of public recreation programmes* prevents participation

"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!

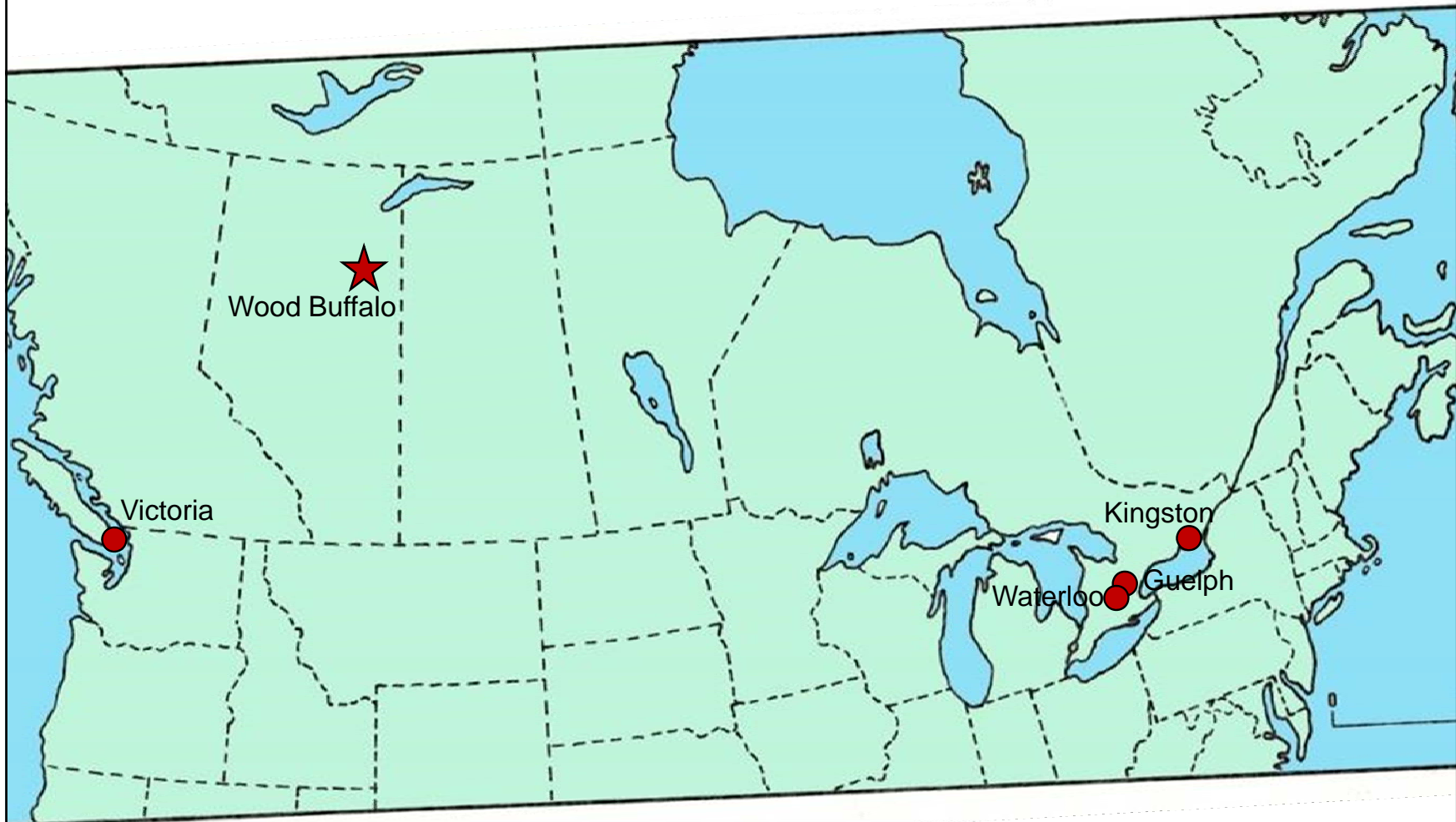
Overall Wellbeing



82.6% of Wood Buffalo residents are **satisfied** with their lives in general

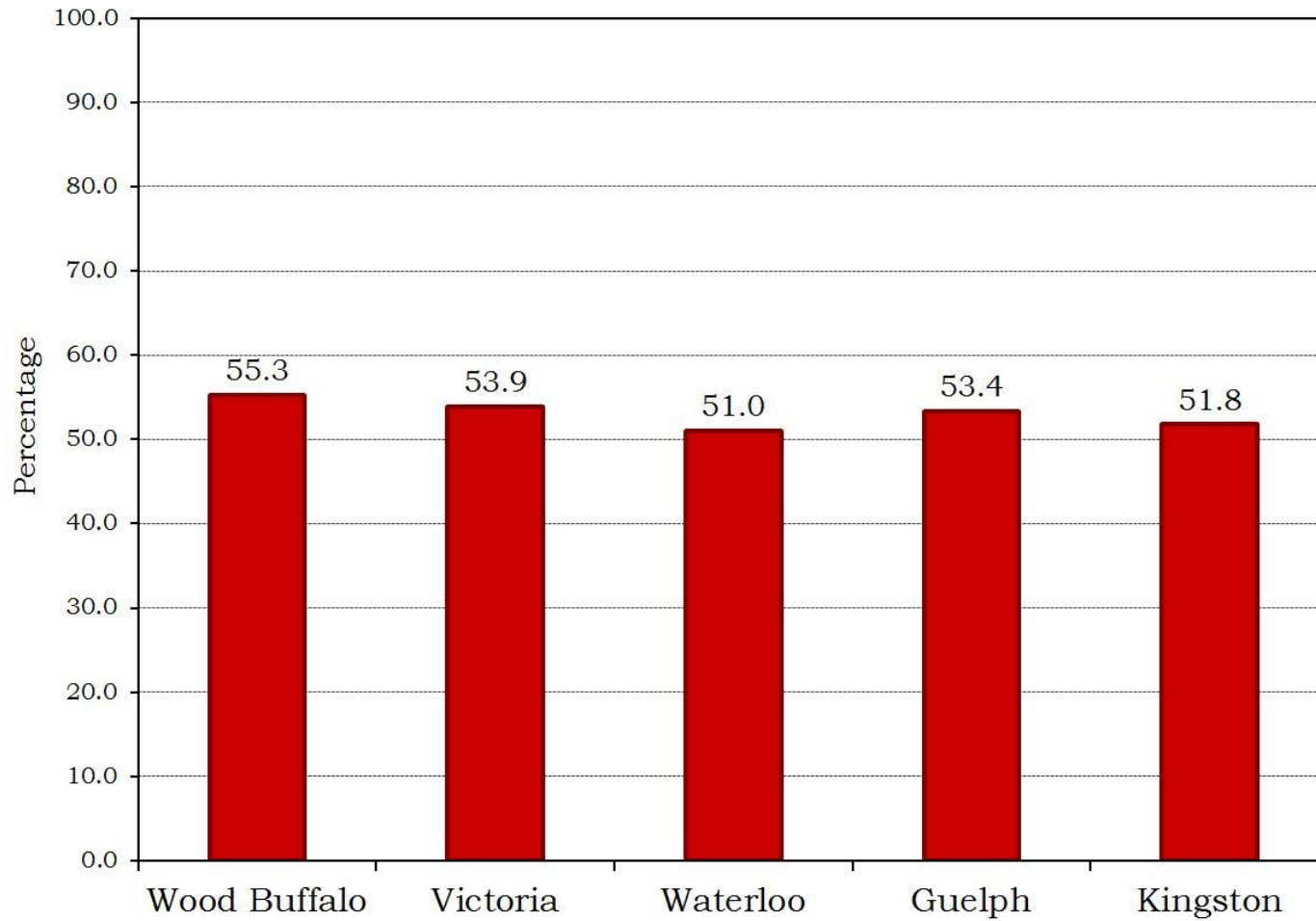
80.0% feel that the things they do in life are **worthwhile**

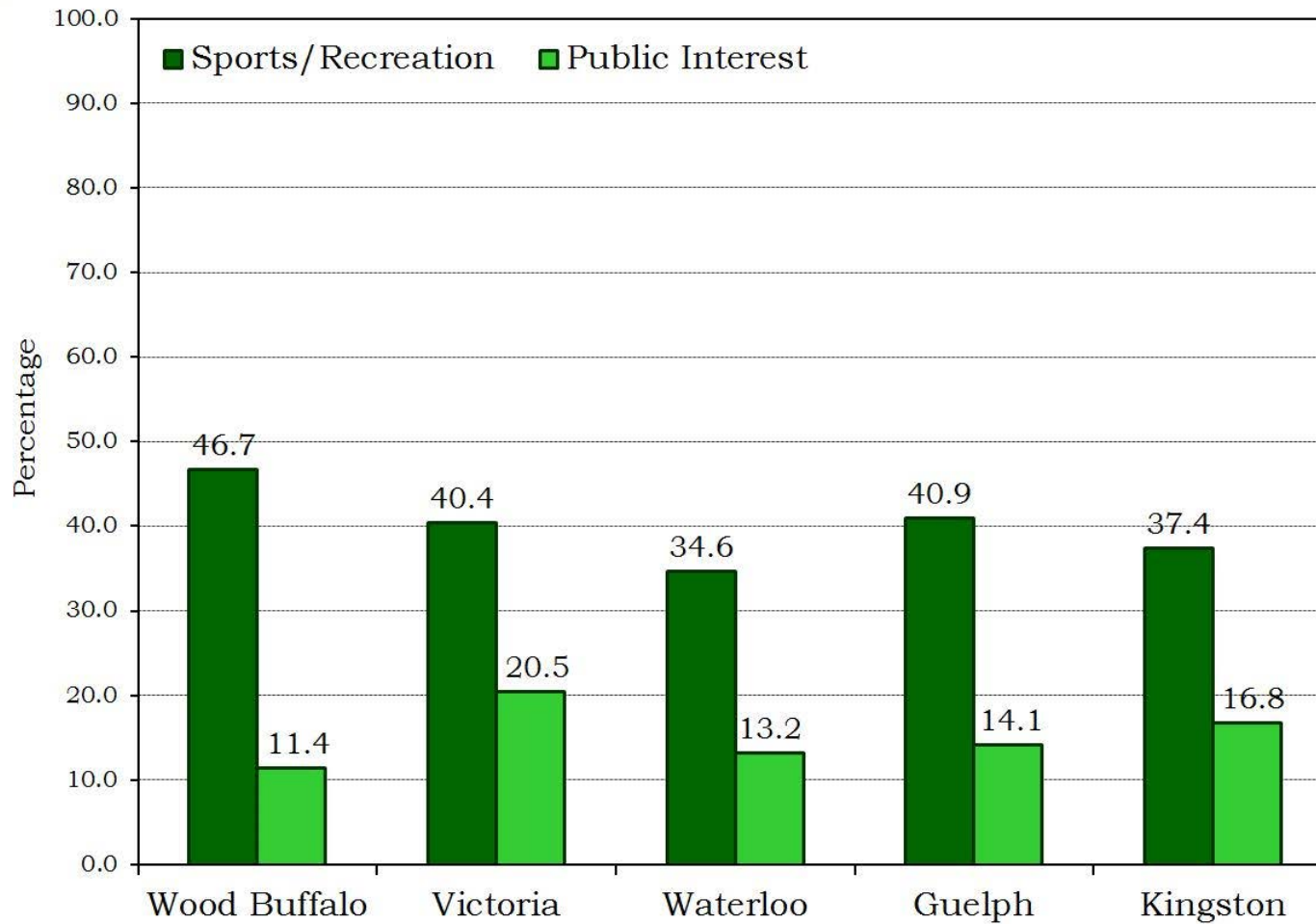
So how do residents of Wood Buffalo compare to those from other Canadian communities?



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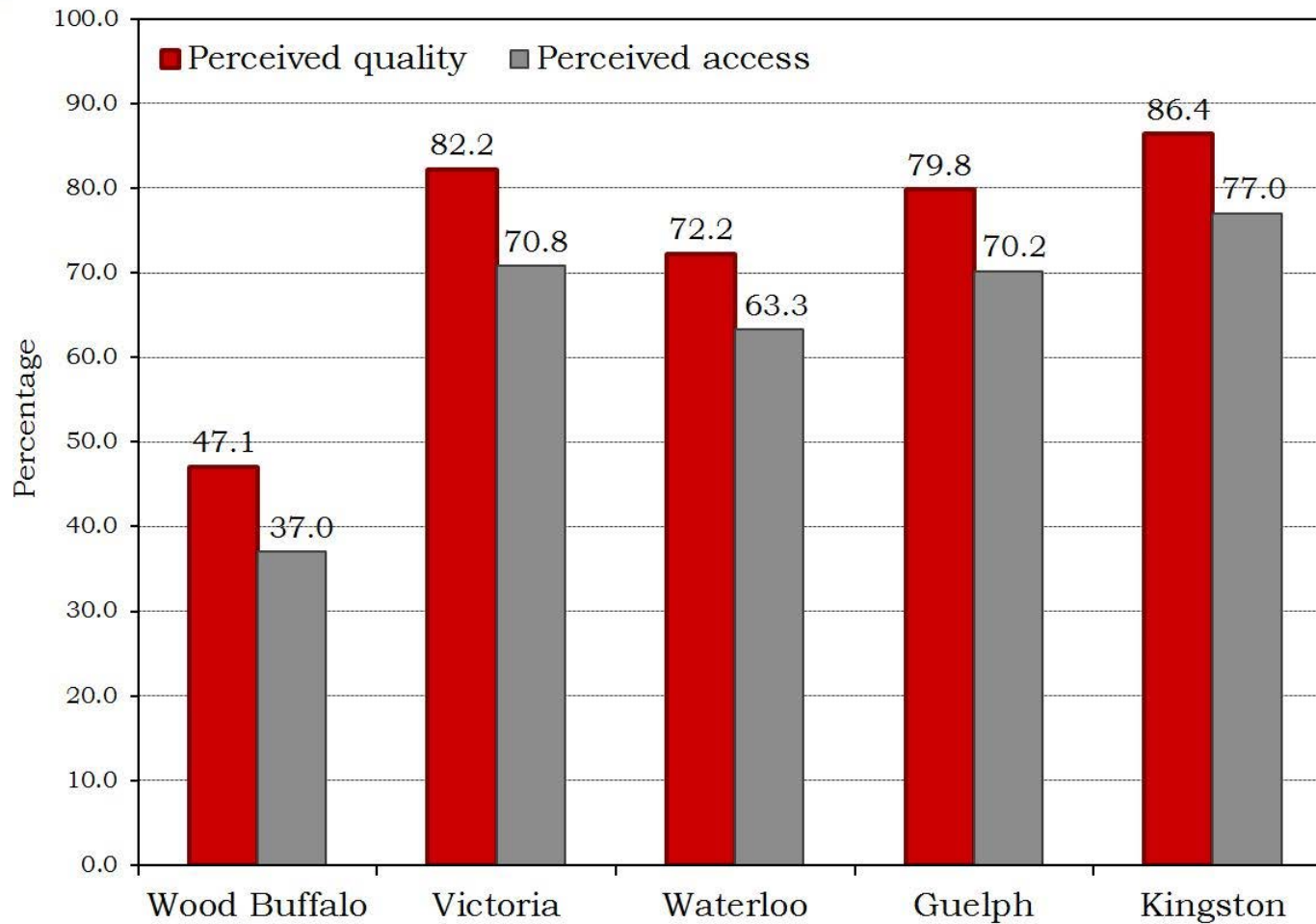
Residents who volunteered in the past 12 months



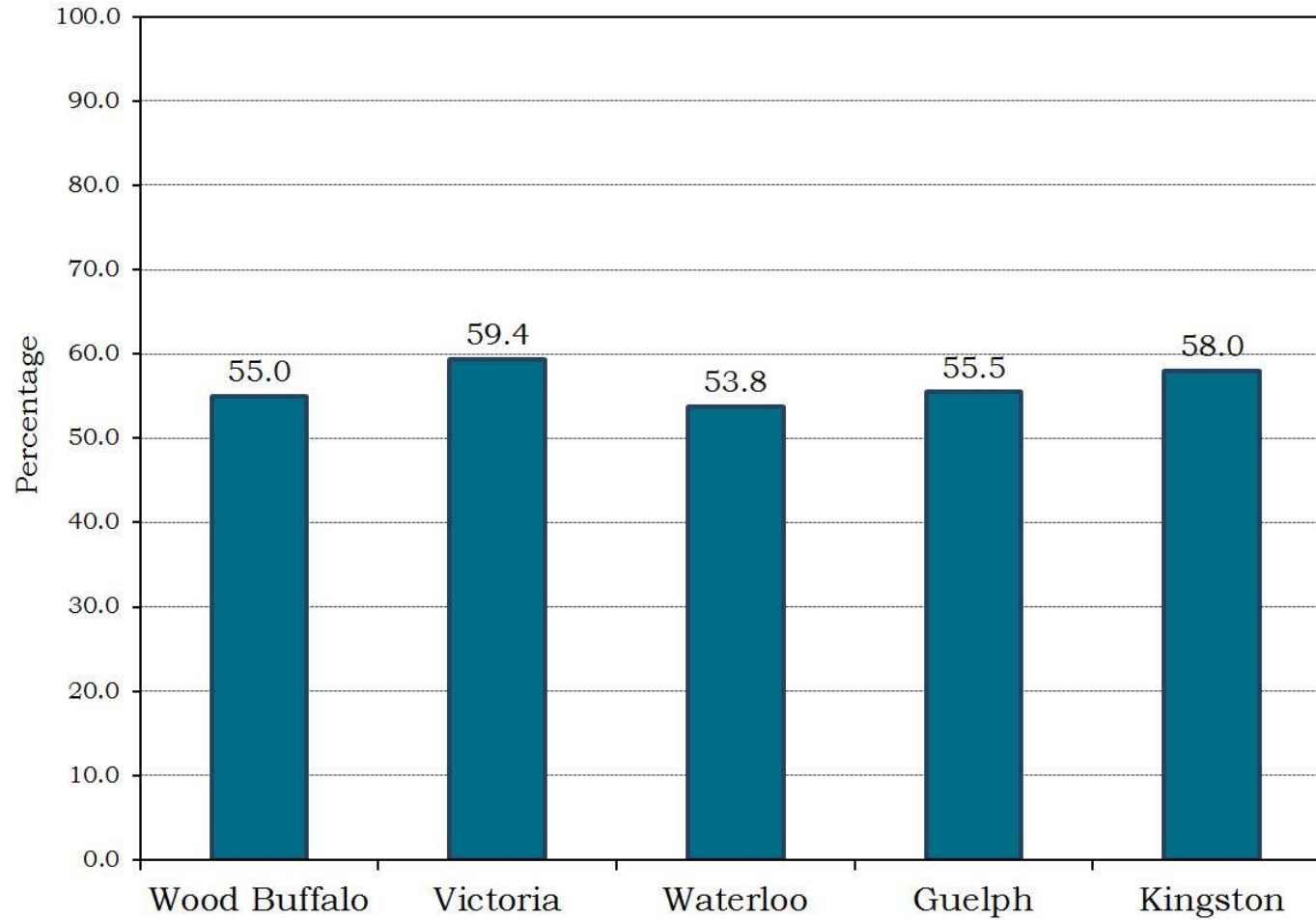
"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!**Types of Organisations in which Residents Participate**

“LOOK INTO WOOD BUFFALO” - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!

Resident perceptions of health care services



Note: Represents the percentage of residents who rated services/access as “good” or better

"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!**Residents with a strong sense of belonging to the community**

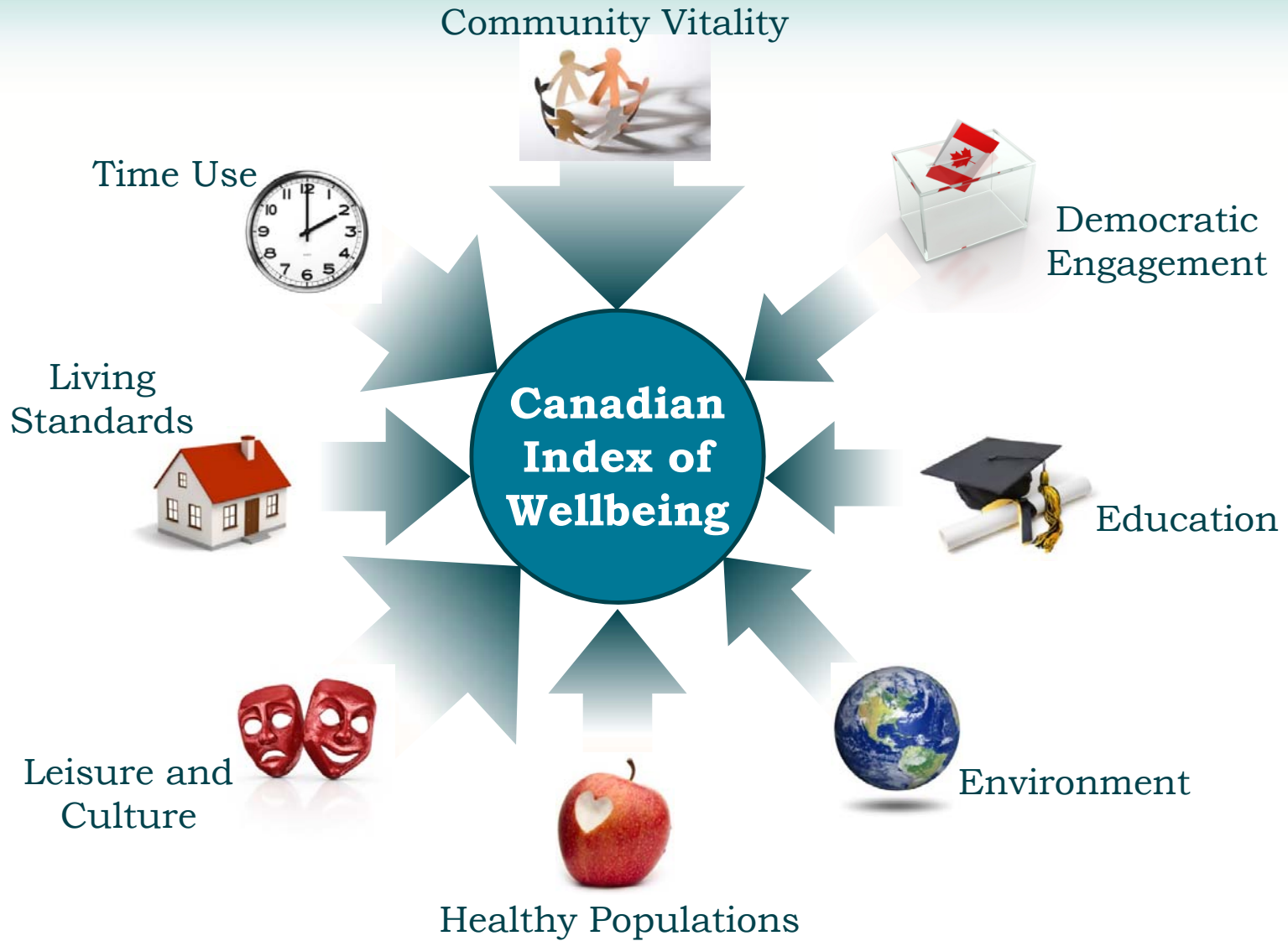
Note: Represents the percentage of residents who with a strong/very strong sense of belonging

"LOOK INTO WOOD BUFFALO" - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!

Which domains make the most important contributions to overall wellbeing?



“LOOK INTO WOOD BUFFALO” - COMMUNITY WELLBEING SURVEY | HAVE YOUR SAY!



We have tried to
measure what matters...

Now we must
make the measures matter



For more information: www.ciw.ca