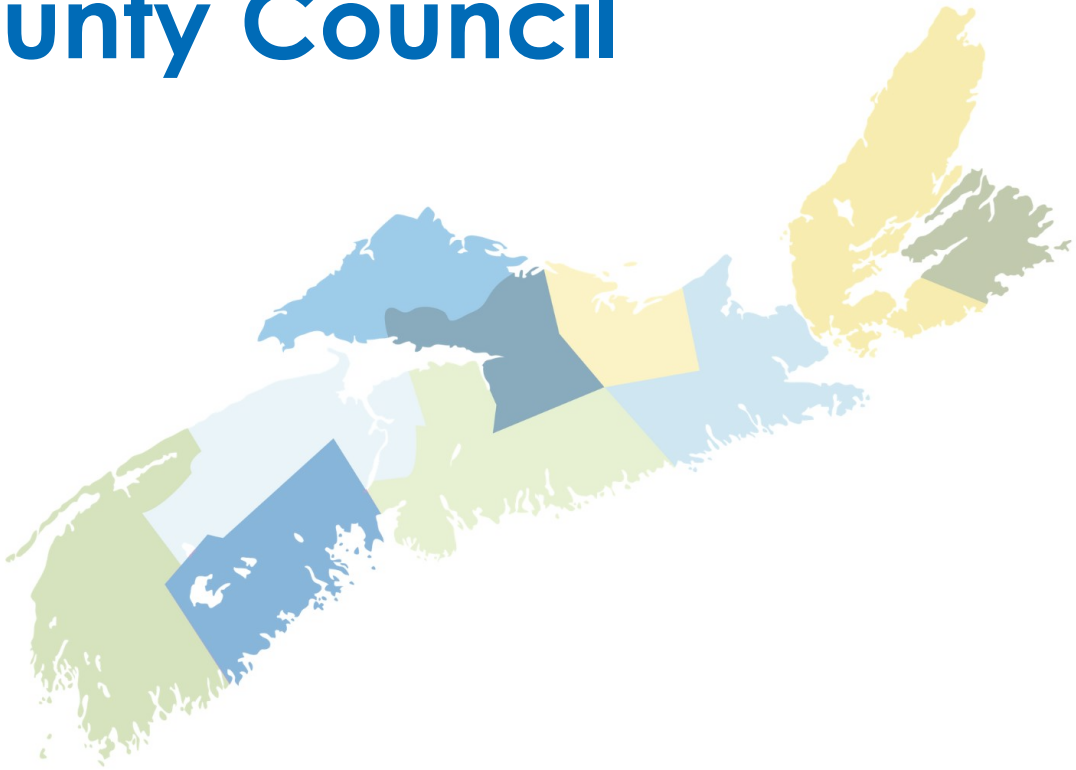
Inverness County Council

June 3rd, 2021

NOVA SCOTIA
QUALITY OF LIFE
Measuring What Matters



Pandemic Context

Conditions are incubating for transformative personal, social, and economic change

Discussions are surfacing about:

- Who is being left behind?
- What matters most?
- Where do I want to live?

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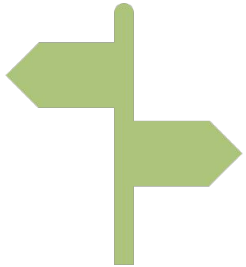
An Advantage for **Strait Area- Western CB**?

- High Life Satisfaction recorded for:

- Canada
- Atlantic Canada
- Rural communities
- **Strait Area - Western Cape Breton**



- Working "online" accelerates an advantage for our region

- "Quality of Life/Place" is surfacing as a global and local priority

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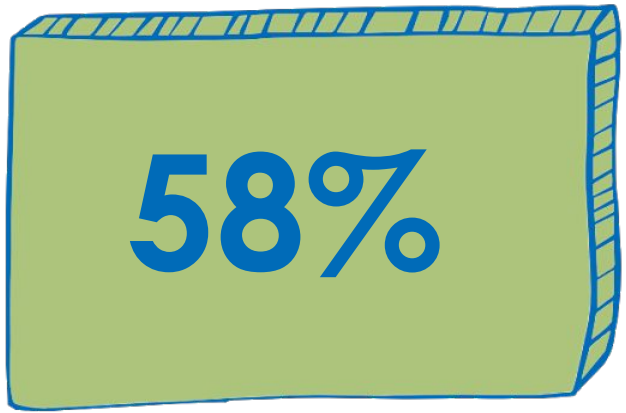
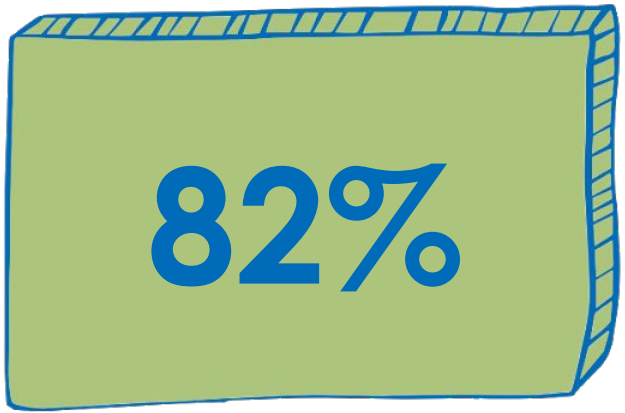
August 2020 Polling:

How should we measure success?



Growth in our **economy**



Improvement in our **quality of life**

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

Our Gratitude

Many sectors

Many regions

Largest Quality of Life Data Set in North America

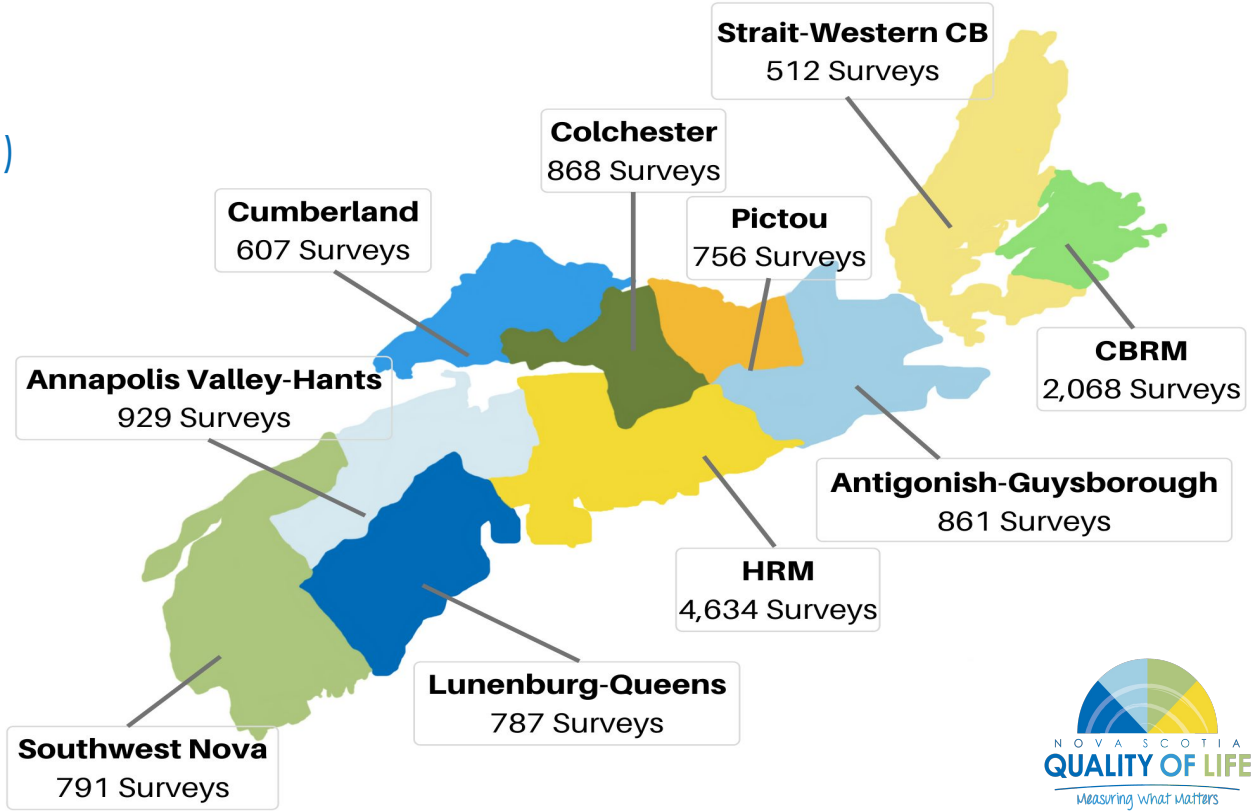
12,827 Responses (Pre-Covid)

230 Individual questions

9 Local Leadership Teams

16 years-old and above

Margin of Error - 1%



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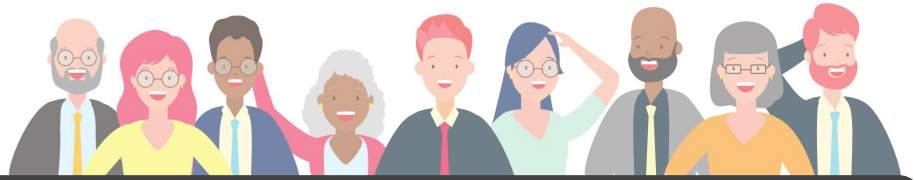
WHAT'S POSSIBLE?

Wellness and Wellbeing intersection



NOVA SCOTIA QUALITY OF LIFE
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Region of province | Age | Own/ rent/lease | Ratings of Life Satisfaction | Gender | Income level | Sexual Orientation | Level of Education | Disability | Marital Status | Race/Ethnicity | Time in Canada

Community Vitality

- Sense of belonging to community
- Number of close friendships
- Social isolation and trust in others
- Inclusiveness of community
- Trust in media, business and NGOs, and neighbours
- 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 energy conservation and solid waste management
- Access to, and quality of, natural environment
- Eco-friendly commuting practices
- Purchase of local foods

Democratic Engagement

- Trust in Federal, Provincial and Local Governments
- 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

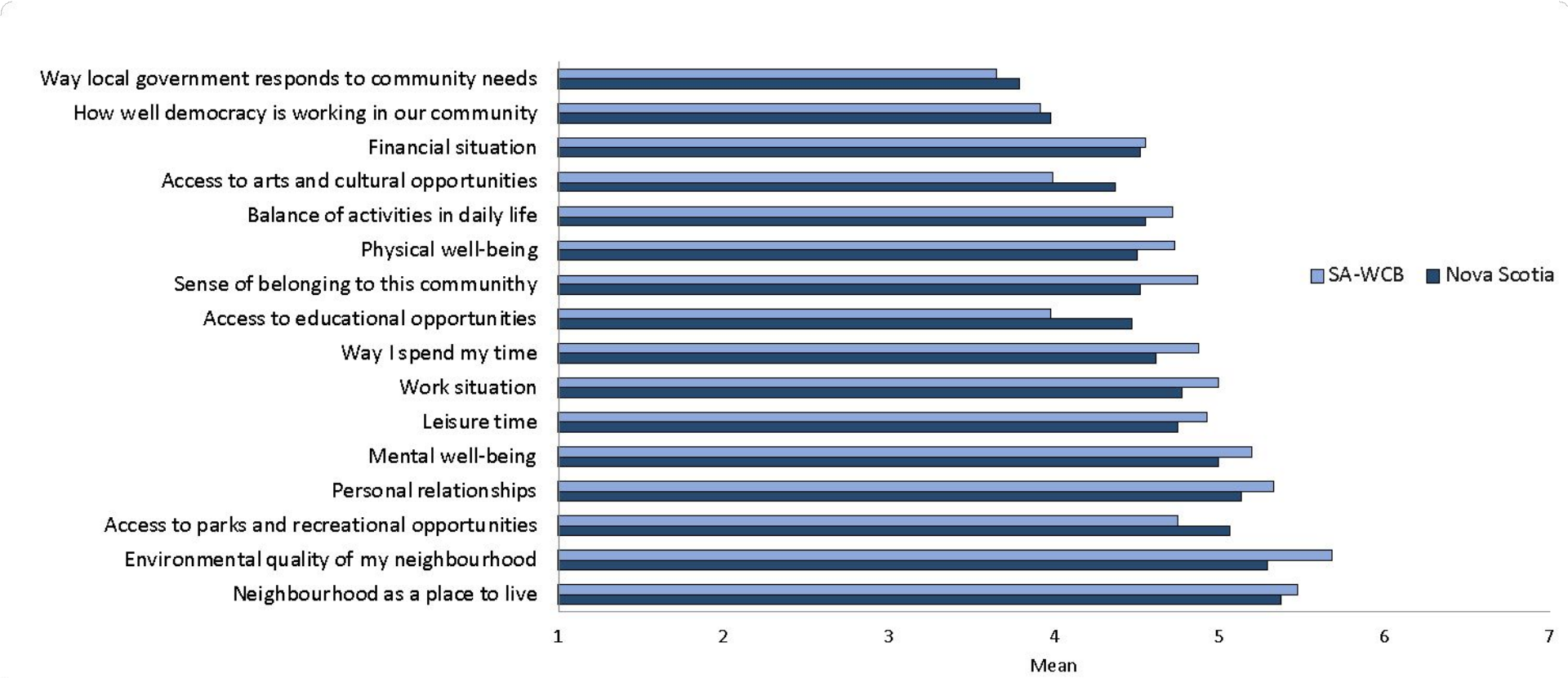
- Time pressure for sleep, socializing, creativity and outdoors
- Time caring for dependent children and adults

16 Questions re Overall Wellbeing

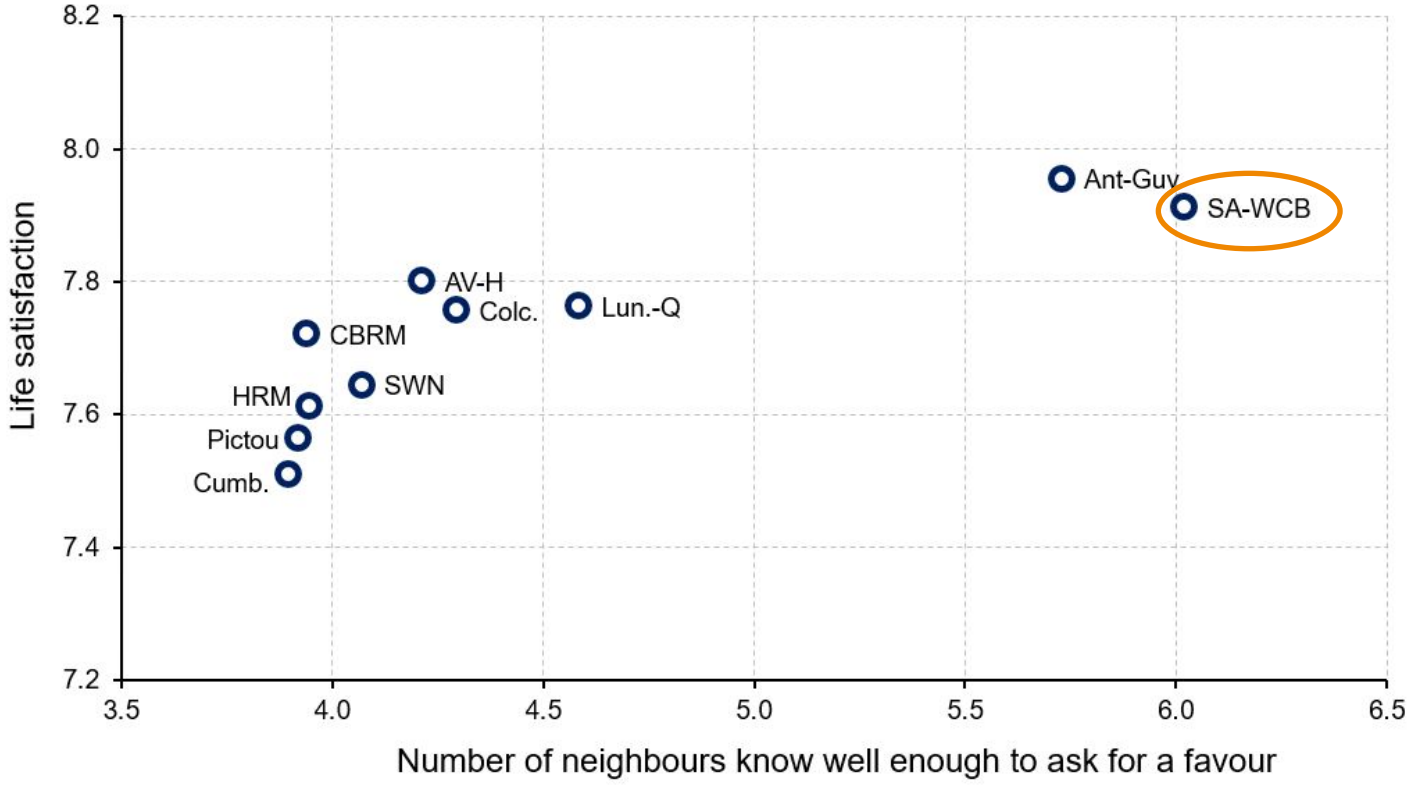
(OECD informed - Satisfaction Scale 1-7)

- 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.

16 Questions re Overall Wellbeing



Number of neighbours know well enough to ask for a favour



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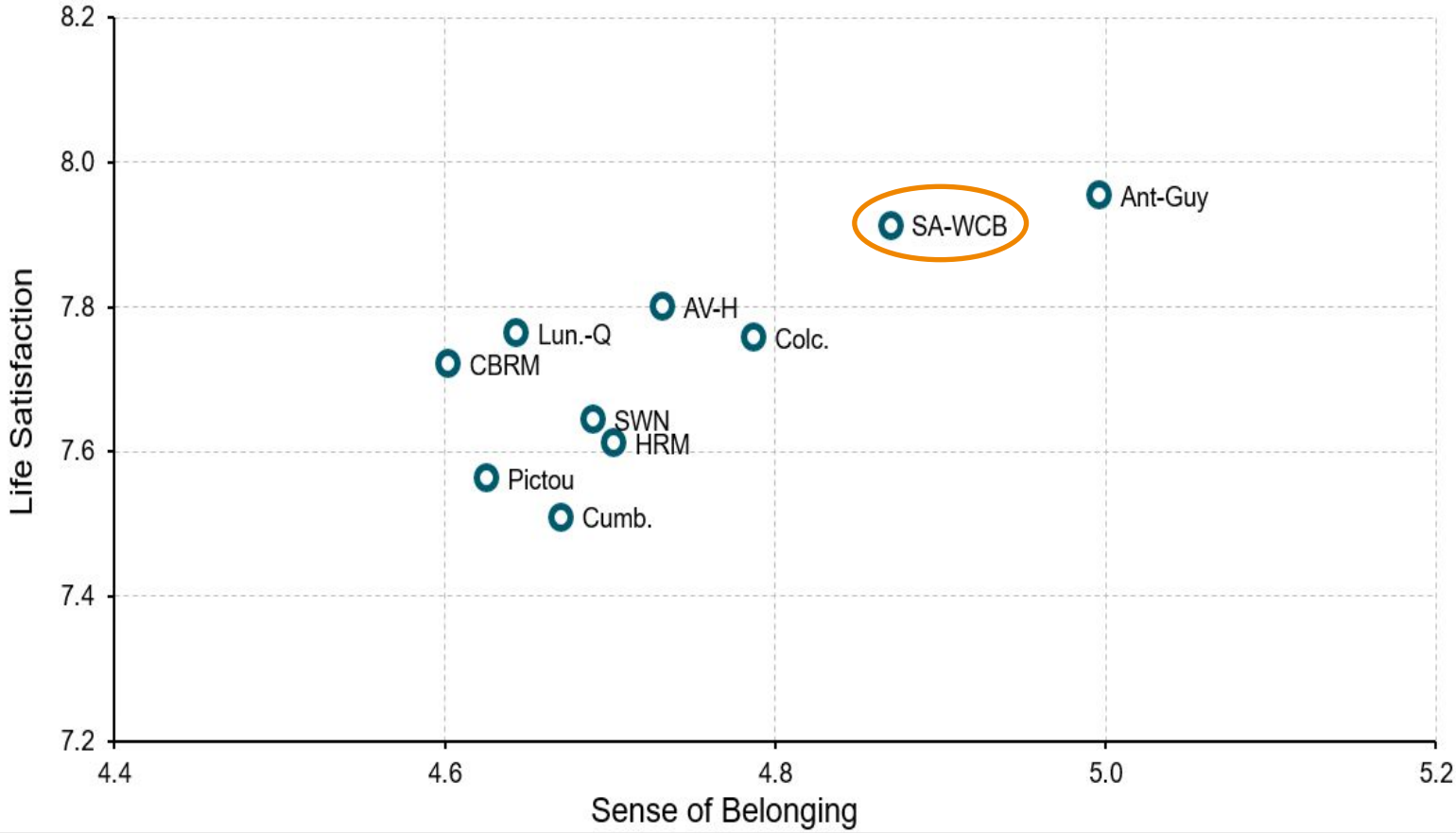
Sense of belonging and quality of life



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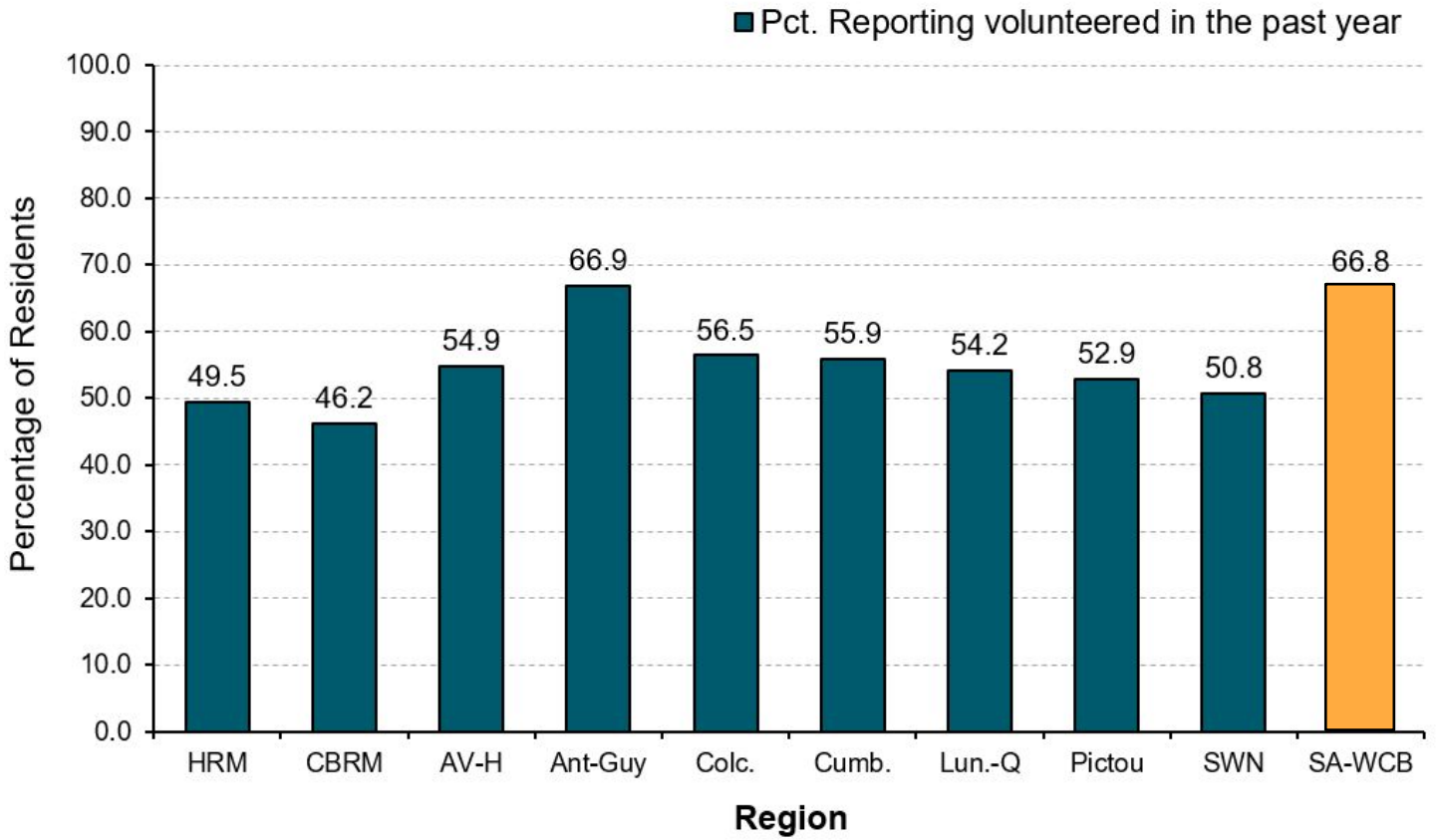
Volunteering in Nova Scotia



NOVA SCOTIA QUALITY OF LIFE Measuring What Matters

- The highest percentage of residents reporting ‘poor’ internet service (15.8%)

- Highest percentage of residents working multiple jobs (24.4%)

- Higher rate of feeling childcare isn’t adequate in the community (38.6%)

- Lower percentage purchase local food more regularly (56.4%)

- Library use are lowest (41.0%)

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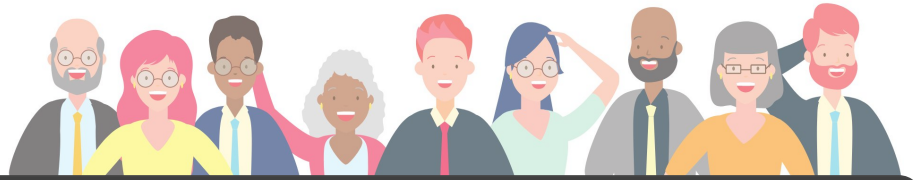

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Accessing Results
engagenovascotia.ca

- **Survey Tables** (Geographic comparisons)
- **Regional Executive Summaries** (Qualitative and Quantitative)
- **Deeper Analysis** (Eight Domains plus Social Isolation, Poverty, Discrimination, Trust, Health, Sense of Community.)
- **Targeted Requests** (Engage building in-house capacity to analyze.)
- **Data Sharing Agreements (Governments, Large Inst, Orgs, and Municipalities)**
- **Public Online Tool** (In Development)
- **Research projects (So Far)** (*Trust* - Science Politique; *Social Isolation* – U of W; *Feminist Recovery* – ACIC)

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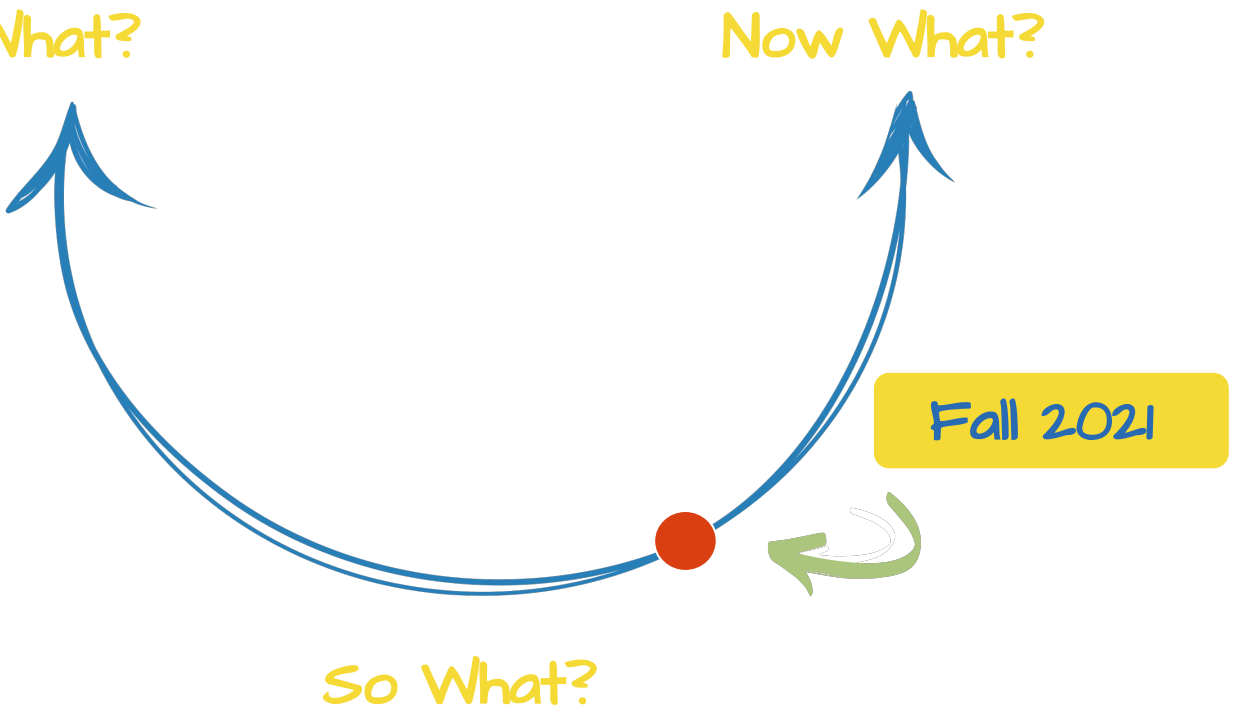
Looking Forward



Regional Gatherings

SA-WCB tonight: 6-730pm

- Diversity across geography
- Demographics
- Underrepresented voices

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Questions to consider and discuss:

- What ideas does this spark for you?
- What is the opportunity for your council?

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