



# Bermuda Vital Signs® Study 2017

## PRIORITY AREAS

This report reveals seven priority areas or categories that are made up of 18 indicators that the community thought should be considered when assessing the overall vitality of Bermuda. The priority areas comprise what residents think as important to the quality of life in Bermuda:

- ♥ Health and Personal Wellbeing
- ⚙ Economy and Work
- 🏠 Housing
- 🎓 Education
- 🛡 Safety and Security
- 👥 Community Wellbeing
- 🌐 Diversity and Inclusion

## CEO'S INTRODUCTION

It is with pride and excitement that we present Bermuda's first Vital Signs® Summary Report. This report provides insights on the dynamic quality of life in Bermuda, as determined by members of the community. Given that the Bermuda Community Foundation (BCF) exists "to provide an enduring source of funding to support and strengthen the community" we decided that the views of the community were essential for this project. We are grateful to all who participated.

In addition to obtaining public input by means of an independent survey, we reviewed numerous Bermuda-specific reports on community issues. The resulting full report or "white paper" is retained as the BCF's proprietary information which we will use to assist donors and policy makers to direct efforts and resources where they are most needed.

This summary document, however, is being made publicly available to provide everyone with

a snapshot of the factors defining quality of life in Bermuda 2017. To add value, our plan is to conduct surveys at regular intervals – so we can measure the impact of targeted activity based on the survey results. It will enable us to track effectiveness and ensure we are on the right track to improve life in our community.

Last year, when the BCF's Board of Directors embarked on this project, we were guided by three certainties:

1. The BCF mission is to build funds to support the Bermuda community through the valuable work of the nonprofit sector.
2. In order to contribute to a stronger community, we need to understand the priorities as well as the key indicators within each priority area for Bermudians.
3. We can be most effective in our work if we listen to the community we exist to serve.

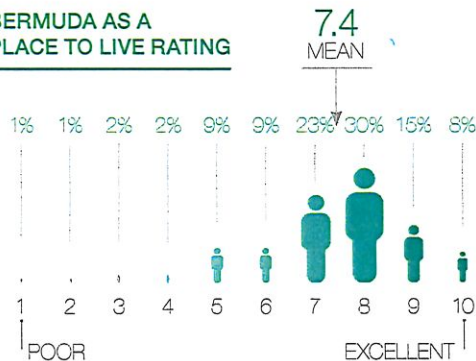
*To view the full report go to [www.bcf.bm](http://www.bcf.bm)*

# BERMUDA VITAL SIGNS® STUDY 2017

Research into how to carry out this work led to our participation in Vital Signs®, an international programme for community foundations, coordinated by Community Foundations of Canada. It is designed to leverage local knowledge to measure the vitality of communities and support action towards improving our collective quality of life.

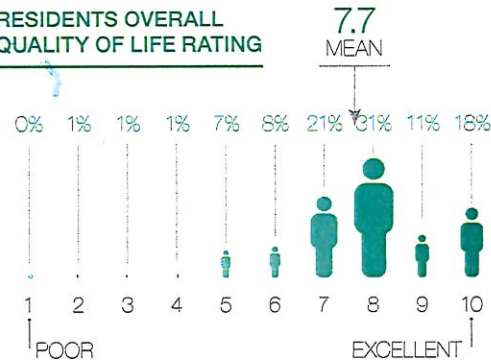
Total Research Associates and Strategic Evaluation Consulting were our partners in this venture. Through their work, we learned that people in Bermuda on average rate their quality of life a 7 out of 10 with a vast majority highly regarding Bermuda as a place to live.

## BERMUDA AS A PLACE TO LIVE RATING



wellbeing, economy and work, housing, education, safety and security, community wellbeing and diversity and inclusion.

## RESIDENTS OVERALL QUALITY OF LIFE RATING



How would you rate your quality of life in bermuda?

## WHAT'S NEXT

Little of the Bermuda Vital Signs® information will come as a surprise and happily, the report provides validation for much of what we already know. But we have not previously had a way to measure whether we are actually gaining traction on improving the key priority areas that affect the quality of life for Bermudians and residents.

stakeholders to discuss the issues and plan how we can improve outcomes, we have a chance to work together towards a common goal.

We plan to update the white paper in 2018, using the 2016 census data when it becomes available. Then, in or around 2021, we will carry out a full Vital Signs® update.

As you read Bermuda's Vital Signs® Summary Report bear in mind that the report reflects the issues that people in Bermuda believe are important and how they think we as a community are managing in these areas.

This report represents a significant step for our community. In the past, grant-makers, funders and policy-makers have typically hired consultants to study an identified local issue, to prepare and deliver a report. The Vital Signs® approach varies in that it is the members of our own community who have been asked to identify the important issues. There is the opportunity for synergy between both approaches – top-down (directed by leadership) and bottom-up (across-the-board input). BCF will continue to utilise evidence-based approaches to inform our work and the broader community as a whole.



# ABOUT OUR VITAL SIGNS® STUDY

The Bermuda Community Foundation has taken an important step in identifying the issues that are important to Bermuda residents. Vital Signs®, first established by the Toronto Community Foundation in 2001, has become the standard of excellence among community foundations around the world. The programme evaluates community vitality and wellbeing and plays an important role in advising funders on quality of life issues as identified by members of the community. Today more than 85 communities in Canada and around the world use Vital Signs® to mobilise the power of community knowledge for local impact.

Vital Signs® provides a wide range of relevant indicators and statistics. This research-based approach enables informed decision-making on initiatives that could have the greatest impact on the Island and its residents. Ultimately, the research will shine a light on key quality of life issues, providing valuable direction in identifying local priorities.

Unique to the Bermuda Vital Signs® study, the research was conducted using a multi-phased approach, including a scan of available resources, an

issue-ranking survey of Bermuda residents, a review of Bermuda-specific data reports, and finally a public perception survey of Bermuda residents.

This summary report will focus only on the perception data to highlight the voice of the voice of Bermuda's residents as the chief source of data informing our efforts. The public opinion findings were derived from two public telephone surveys of a random representative sample of the Bermuda population. The following graphic provides an overview of each stage of the research.

The complete report provides a more comprehensive picture of life in Bermuda by combining two forms of information:

- People's perceptions of quality of life in Bermuda and how well Bermuda is performing in these areas.
- Factual data about life in Bermuda (e.g., Bermuda's infant mortality rate as an indicator of the quality of healthcare) collected from such reliable sources as the Department of Statistics, the Bermuda Business Development Agency (BDA), the Bermuda Health Council, and the Bermuda Police Service.

## About the Research Approach

### REVIEW OF VITAL SIGNS RESOURCES

Identified and defined potential indicators of quality of life and developed an open-ended question to be included in the Bermuda Omnibus Survey®.



### BERMUDA OMNIBUS SURVEY®

Bermudians were asked to volunteer the most important factors contributing to their quality of life. The top responses were used to guide the literature scan for supporting data.



### INITIAL LITERATURE SCAN

Using the most important quality of life factors identified by Bermudians, a detailed list of relevant Bermuda-specific data sources was identified and the seven priority areas (Vital Signs®) were established.



### PUBLIC PERCEPTION SURVEY

Guided by the seven Vital Signs®, existing data sources, and known gaps in the literature, the public perception survey was developed allowing Bermuda's residents to give more in-depth opinions on Bermuda's performance in each of the Vital Signs® areas.

# BERMUDA'S VITAL SIGNS®

Through the study methodology, including public perception data and a review of secondary data regarding Bermuda and its people, seven Vital Signs® were identified as most relevant to the vitality of Bermuda.

