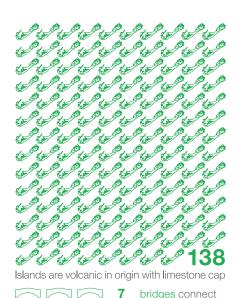




# Bermuda Vital Signs<sup>®</sup> Study **2017**

## **BERMUDA'S VITAL STATISTICS**



1511

Bermuda was sighted by Spanish seaman, Juan de Bermudez

1609

First settlement as a result of shipwreck of the Sea Venture, bound for Virginia



13% of Bermuda's population are seniors (aged 65 and over)



POPULATION 64,237



**OTERS** 46,669

the largest islands

on the mainland





583 LIVE BIRTHS 2015







288



LIVE BIRTHS

54% AS BLACK

46% AS WHITE OR OTHER



\$63,657 Median gross annual

holders in establishments with ten or more employees LIFE EXPECTANCY



49% of seniors live below the Low



3.680 or 13% of households in Bermuda fell below the relative low income threshold of \$41,132 relative low income threshold level or were economically disadvantaged.



36% was the leading cause of death in 2015







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## **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:

- 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.

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.



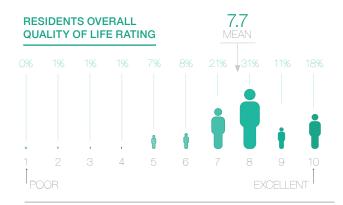
## How would you rate Bermuda as a place to live?

What defines and influences quality of life in Bermuda for residents are the issues of health and personal wellbeing, economy and work, housing, education, safety and security, community wellbeing and diversity and inclusion.

#### **CEO'S INTRODUCTION**



Myra L Virgil, PhD
CEO, Bermuda Community Foundation



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.

What the BCF will do is follow this survey with a series of "Seven Vital Conversations" where we will delve more deeply into the seven primary quality of life elements. By convening nonprofits and key 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<sup>®</sup> 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 THE BERMUDA COMMUNITY FOUNDATION



Established in early 2013 as a company limited by guarantee with charitable and philanthropic objects, the Bermuda Community Foundation (BCF) is a registered Bermuda charity (948), company limited-by-guarantee and segregated accounts company registered under the SAC Act 2000.

Its purpose is to act as a grant-making organisation, facilitating and cultivating gifts from donors to non-profits, causes and public institutions, from arts and education to health and community services that serve the Island's residents.

The combination of the BCF's permanent endowment, the pooling of funds for investment and a shared infrastructure that allows donors to establish customised charitable funds, is designed to increase thoughtful and strategic funding of nonprofits and community projects.

To further fulfill our mission to create an enduring source of funds forever dedicated to the good of Bermuda, we direct our efforts and dollars into long-term solutions focused on priority issues for the community. How do we achieve that?

The BCF utilises data to:

**↑ IDENTIFY THE GREATEST NEED** 

Vital Signs is a method of determining and measuring quality-of-life indicators in the community – from hunger and health to employment and the environment. We have produced Bermuda's first Flagship Vital Signs® Report, a comprehensive study on key quality of life priority areas and their indicators. The resulting data, combined with the BCF's community knowledge will enable us to identify potential investments in effective solutions to social problems, with a view to making a lasting impact on Bermuda.

# PROVIDE INFORMED ADVICE TO WOULD-BE DONORS

With research, knowledge and experience, the BCF assists corporations, foundations and individuals with their giving strategies in a variety of ways.

ENABLE ACCESS TO INFORMATION

Not everyone wants to set up a fund; they may know they want to give to a particular area of nonprofit activity, but are not familiar with the players or their competence. www.GiveBermuda.org is an online resource with all the information a donor needs.

MONITOR THE IMPACT

Accurately measuring the benefit of funds granted has always provided a challenge for donors and their grantees. Between the Vital Signs project and a ground-breaking measurement tool, we believe that by 2018 we will be able to achieve this.

The Vital Signs® programme will provide the BCF, its clients, and other key stakeholders with critical information for planning and implementing funding strategies for Bermuda. Going forward, the BCF will use the Vital Signs® data in its work with funders, service providers and policy makers in order to use resources effectively and to improve outcomes in areas that we, as a community, believe are important to our wellbeing.

# 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 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.

# HOW TO READ THE REPORT

Vital Signs® is a community check-up conducted by community foundations worldwide. It measures the vitality of participating communities and identifies significant trends in a range of areas critical to quality of life.

## SCORING BERMUDA'S VITAL SIGNS®

A public perception survey was designed to capture and assess a wide variety of people's opinions of quality of life and Bermuda's performance within these areas. Specifically, the survey measured the perceived relative importance of a series of indicators related to the seven broader priority areas in determining quality of life. Residents' perceptions of Bermuda's performance on those same factors were also assessed. A concrete measure of whether or not Bermuda meets to residents' expectations on each factor was obtained by comparing importance ratings against performance ratings. In turn, the indicators that do not meet residents' expectations could be identified. In addition, a regression analysis was conducted to determine the drivers of quality of life, and as a result, which indicators are most relevant to Bermuda.



## VITAL SIGNS® CATEGORY

Resident's Overall Assessment of Bermuda's Performance

50%
50%
50%
50%
50%
Sub-Category
Sub-Category
Sub-Category
Sub-Category

In this position, you will find a description of the priority area and what it means.



What People Think

Title
This section provides a sa responses to survey ques

Title
This section provides a sample of responses to survey questions on factors related to the priority area.

Your overall opinion on how we are performing on this Vital Sign®

Priority Area. One of the most important items influencing your quality of life.

Your views on Bermuda's performance in this area.

Top of mind topics that stand out as strong indicators of the priority area.

Description of priority area. What it means.

Your assessment of related factors as polled in this study or other sources

Date of source publication

## **HOW TO READ THE REPORT**

## 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

## PUBLIC PERCEPTION SCORES

Residents of Bermuda were invited to participate in a survey to rate Bermuda's performance across the seven issue areas.

An analysis of gaps between scores based on residents' expectations and the Island's performance was conducted to see where differences might exist. This analysis specifically looked at the portion of the population who considered a factor critically important (scores of 9 and 10), but do not feel that Bermuda

performs well in that regard (scores of 1 to 6). Ideally, performance gaps should be as small as possible, indicating that residents' expectations are met.

The resulting public perception scores represent the opinions of a statistically valid number of residents.<sup>1</sup>

## SOURCES

The data were collected with the assistance of Total Research Associates and Strategic Evaluation Consulting. In the full report, reliable sources such as the Government of Bermuda's Department of Statistics were used with an emphasis on the most current and geographically specific data possible. Existing data from a variety of local sources were also used.

Where relevant throughout the full report (from which this summary has been extracted), references to the data table are noted, indicating where the information is found, either from secondary sources cited in the bibliography section of the report, TRA's Bermuda Omnibus (referred to as Omni tables) or from the public perception survey (referred to as BCF tables). Percentages shown in the graphs may not always add up to 100 percent due to rounding.

## WHAT YOU CAN DO



## Read, Remember & Reflect.

Take the time to read the report and reflect on the data and what it means to our community. Vital Signs<sup>®</sup> is a long-term initiative. Future reports will add context to these findings and help the community gauge its progress. Combining statistical analysis with community consultation provides a more complete picture of how we are doing.



## Act & Support.

If you're moved by what you read, think of ways that you can participate. Share the findings from the report with your friends, colleagues, employees, employers, board members, students, neighbors and elected officials. Use the report as a starting point for conversations and positive action. There are numerous organisations working to improve our community; they could benefit from your participation and/or financial support.



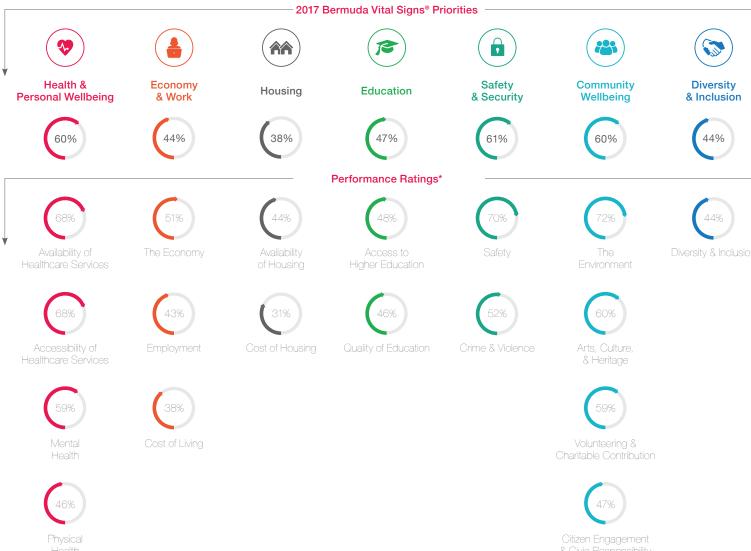
## Contact Us!

We know the issues and organisations in our community. If you are looking for ways to make a difference, we can help.

<sup>1</sup>It must be noted that some potential issue areas did not statistically stand out on their own due to inadequate responses, weighting of data, and/or the lack of robust local data to substantiate. As a consequence, some items could not be included in this report.

## **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.







## **HEALTH & PERSONAL WELLBEING**

## **ECONOMY & WORK**

## Resident's Overall Assessment of Bermuda's Performance



68%

Availability of Healthcare Services



68%

Accessibility of Healthcare Services



59% Menta

Mental Health



46%

Physical Health

This aspect of quality of life refers to the general health status of the population including both physical and mental health, and the availability and accessibility of healthcare services.

60%



Survey results show that Bermuda performs well at meeting residents' expectations of availability and accessibility of healthcare services. Further, opinions are generally favourable on the quality of healthcare available in Bermuda with some room for improvement. With respect to residents' health status, mental health is generally considered good, while opinions of physical health is less positive. Despite the positive outlook on the availability and accessibility of healthcare services, there is a great deal of concern regarding its affordability. While healthcare

## What People Think



## Quality of Healthcare

Rate the quality of healtcare available in Bermuda as good or excellent.<sup>2016</sup>



## Affordability of Healthcare

Agree that healthcare in Bermuda is affordable. 2016



## Adequate Coverage

Of residents with health coverage feel the healthcare insurance they have is adequate. <sup>2016</sup>



## Perception of Health

Rate their own health as either good, very good, or excellent.<sup>2013</sup>



## Feeling Stressed

Feel some level of personal stress (ratings of 7 to 10 on a 10-point scale where 1 means not at all stressed and 10 means extremely stressed).<sup>2016</sup>

spending per household is higher than the international average, the Island's spending per capita is generally aligned with other jurisdictions. This aspect of quality of life refers to the overall economic viability and sustainability of a community, including the role and contribution that the local economy plays in the broader regional and global context.

44%

While survey respondents generally view the Island's economic performance as fair, the cost of living was identified as the most problematic area related to the economy and work environment. This is linked to increased inflation, perceptions of household wellbeing and conditions for making a large purchase being unchanged over the previous year. Increasing unemployment on the Island, or the perception thereof, also caused concerns.

## Resident's Overall Assessment of Bermuda's Performance







51% The Economy

Employment

Cost of Living

## What People Think



## Bermuda Economy

Of residents believe the economy of Bermuda is now better than it was in the year previous.<sup>2016</sup>



## Household Economy

Of residents report unchanged conditions in their own household economic wellbeing over the pas year.<sup>2016</sup>



## Purchase Condition

Of residents believe that conditions for making a major purchase have not changed compared with last year 2016



#### **Employer Commitment**

Of residents who are employed feel their employer has a high leve of commitment to them as an employee. <sup>2016</sup>



## HOUSING

## **EDUCATION**

Stable and affordable housing plays an important role in contributing to vibrant communities, as well as in providing families and individuals with a sense of security and stability.

Survey findings suggest that home ownership emerges as a strong driver of quality of life. Of the two factors considered in rating the housing situation, residents are least satisfied with the cost of housing over the availability of housing. Nonetheless, the majority of residents currently own their home, and only one in ten residents report someone in their household currently looking for housing, but not being able to find an affordable option.

Resident's Overall Assessment of Bermuda's Performance



31%

44% Availability of Housing

Cost of Housing

What People Think



## Housing Search

their houshold is looking for housing they can afford. 2016



#### Home Ownership



#### Household Size

Human capital that influences quality of life encompasses the knowledge, skills, competencies and other attributes embodied in individuals and communities. These attributes contribute to overall creativity, vitality and wellbeing of communities.



Residents surveyed appear to be only moderately satisfied with the quality of education and access to higher education. The majority of students attend public schools, rated fair or poor, rather than the private schools which are rated good or excellent. While the student/teacher ratio in public schools is considered appropriate, opinions are more divided on whether the public school system adequately prepares students for post-secondary education, whether teachers are held accountable for their class performance, and whether they handle discipline matters appropriately.

## Resident's Overall Assessment of Bermuda's Performance





Access to Higher Education

Quality of

Education

## What People Think

## Student/Teacher Ratio



#### Teacher Accountability



## School Performance



#### School Discipline



## Public Education



## Private Education





## **SAFETY & SECURITY**

## **COMMUNITY WELLBEING**

Feelings of safety in one's community can affect overall quality of life.

Perceptions of safety and security rated the highest – and took into account the level of crime and satisfaction with the police. The level of crime on the Island is one indication of Bermuda's performance in this regard. However, there is room for improvement, particularly with respect to perceptions of crime and violence.





70%

Safety

52%

Crime

& Violence

# Resident's Overall Assessment of Bermuda's Performance



The Environment Arts. Culture. & Heritage



Volunteering &



Citizen Engagement

Charitable Contribution & Civic Responsibility

Community wellbeing is an indication of the degree to which residents are actively engaged in the local culture and community, and are taking action to improve their community in terms of being a good place to live.



Residents generally perceive Bermuda's performance in terms of community wellbeing favourably, are engaged in their community and particularly value arts, culture, and heritage. Most survey respondents report having at least occasionally attended events, festivals, or other types of cultural activities in Bermuda in the past year. There are widespread financial contributions to charitable or non-profit organisations by residents and most have volunteered

## What People Think



## Culture Participation

cultural activities in Bermuda in the



## Charitable Donations



#### Volunteering

for a charitable cause. Opinions of Bermuda's civic engagement and civic responsibilities are less pronounced, suggesting that either residents are not as engaged in this area, or that they are not as informed. Finally, residents believe that Bermuda's performance in the environment sector has been key to community wellbeing, with the majority offering positive ratings.



## **DIVERSITY & INCLUSION**

Diversity and inclusion in a community is based on how well a community treats its vulnerable populations and where diversity is welcomed and celebrated. It is an indicator of a community's awareness and ability to address disparities.

44% PUBLIC PERCEPTION SCORE

Less than half of survey respondents view Bermuda as an inclusive community. According to the data, feelings of exclusion are determined by skin colour or race, while feelings of alienation were also experienced according to citizenship, religion, gender or sexual orientation.

## What People Think



## Race

Of residents feel uncomfortable or out of place some or all of the time because of their skin colour or race.<sup>2016</sup>



#### Citizenship

Of residents feel uncomfortable or out of place some or all of the time because of their citizenship status.<sup>2016</sup>



## Religion

Of residents feel uncomfortable or out of place some or all of the time because of their religion.<sup>2016</sup>



## Gender

Of residents feel uncomfortable or out of place some or all of the time because of their gender.<sup>2016</sup>



#### Sexual Orientation

Of residents feel uncomfortable or out of place some or all of the time because of their sexual orientation. <sup>2016</sup>

# SUMMARY OF FINDINGS

Overall, Bermuda's performance in relation to the various factors which determine quality of life for residents is perceived as moderate, with a number of areas warranting particular attention. Areas that are considered to be performing moderately include Health and Personal Wellbeing, Education, Safety and Security, and Community Wellbeing. Areas deemed to be performing fairly, but requiring some attention, include the Economy and Work, Education, and Diversity and Inclusion. The last area, Housing, received the lowest rating with a poor performance that requires close attention.

Public perceptions and awareness of community needs generally align with the literature, though increased communications and education in some areas are warranted. As mentioned, residents most strongly point to a need to address Bermuda's housing situation, particularly in terms of affordability. Further, concerns are heightened around employment

and the cost of living on the Island. These results are mirrored by a sharp growth in extended family households observed over the past decade. This largely stems from a significant rise in housing costs, a shrinking job market, and inflation outpacing wages.

Meanwhile, perceptions of healthcare in Bermuda are relatively positive, including with respect to the availability and accessibility of healthcare services, as well as the population's physical health. That said, the findings suggests that we take a more critical look at this aspect of health. Specifically, a notable minority of residents have had to travel overseas in the past year for medical treatment otherwise unavailable in Bermuda. The majority cite limitations in the affordability of healthcare, despite the fact that most have healthcare insurance. As well. greater communication around health issues facing Bermuda's population is needed, particularly with respect to body weight and the critical rate of diabetes facing the Island.

#### **SUMMARY OF FINDINGS**

Residents' mental health is generally good based on the limited data available. Residents' self-assessed level of stress is moderate overall, and the reported rate of suicide is lower than in comparable countries. Further, residents appear to have been able to access emotional support when needed.

It is also worth noting that residents' perceptions of crime and violence on the Island are relatively moderate, despite significant progress made in recent years. In addition, perceptions of diversity and inclusion are moderate, when in reality, disparities in quality of life are observed across the population.

Bermuda's community wellbeing emerges as a key strength in the research, particularly with respect to the Island's performance on the environment and the arts, culture, and heritage. That said, when identifying the most important factors in determining quality of life, the factors related to community wellbeing were the lowest priorities. This finding is particularly important given that arts, culture, and heritage emerge statistically as a key driver of overall quality of life. With this in mind, there may be an opportunity to improve perceptions of quality of life by heightening awareness of the Island's strengths and the importance of community engagement and participation in Bermuda's arts, culture, and heritage. There is a need to address disparities in access to community programming and local events, as participation is correlated with household income.

## Special thanks to the Vital Signs Bermuda project team:

Dr. Tamara Gathright Fritz (Research Coordinator) Amanda Outerbridge (Editor) Michelle Grant (BCF Programme Associate)

## Bermuda Community Foundation's Board of Directors:

Peter Durhager (Chair)

Amanda Outerbridge

Brian O'Hara

Nikkita Scott

Michael Brace

Michael Schrum

Myra Virgil (Managing Director)

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BCF's work is made possible by the following organisations and individuals:



Banner credit goes to Brimstone Media Ltd.

## VITAL RESOURCES

## Sources and reference materials that informed the Bermuda Vital Signs®

#### **COVER INSET**

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