

CALGARY'S VitalSigns

EXECUTIVE SUMMARY

HAPPINESS & QUALITY OF LIFE 2011

To look beyond economic prosperity, this year, Calgary's Vital Signs asked Calgarians about their happiness and connection to community in recognition that a holistic approach to economic growth includes attention in the areas of compassion and community.

What did Calgarians say?

- 91% describe themselves as happy
- 87% enjoy their quality of life in Calgary
- 90% report they are surrounded by loving family, companions and friends
- 86% rated their mental well-being as high
- 83% rated their physical well-being as high
- 78% are satisfied with their work
- 75% participate actively in their community of interest
- And 77% rated Calgary as a vibrant, lively and appealing place to live

Not surprisingly, Calgarians rated their overall quality of life a **B+**, a grade which has been steadily increasing from the **C** grade given in 2007.

Most encouragingly for a city of over a million people, Calgarians say they feel very connected to community:

- 94% feel comfortable helping out a neighbour
- 73% feel comfortable asking a neighbour for help
- And 61% actively participate in their neighbourhood