



WHY IS HAPPINESS IMPORTANT?

Happy people are healthy people. Studies have shown that happy people live longer and enjoy a greater quality of life thanks to their ability to cultivate strong relationships and utilize personal strengths to improve well-being for self and others.¹ Because they are more likely to be compassionate, happy people are also more likely to give back to their communities. As a result, supporting greater levels of individual happiness not only benefits the individual but also leads to the healthy and happy functioning of society as a whole. Of equal importance to happiness is meaning; there is a direct link between feeling good and doing good. When we find meaning we become responsible to something greater than the self. Research has also shown that having purpose and meaning in one's life will: increase overall well-being and life satisfaction, improve mental and physical health, enhance resiliency and self-esteem, and decrease the chances of depression. ^{2,3,4,5}

HAPPINESS

HAPPINESS



CANTRIL LADDER

A measurement technique that asks people to rate their present, past, and anticipated future satisfaction with life on a scale anchored by personally identified values.⁶



Cowichan Valley

66.2%

Globally

68.2%⁷

CVRD SATISFACTION SURVEY

- 95% of residents rate the overall quality of life as either 'good' or 'very good'⁸



(2016)

"I value how friendly everyone is and their willingness to work together"
-Cowichan Valley resident



WHAT DO WE VALUE MOST IN OUR COMMUNITY?

27% Sense of Community

23% People & Family

18% Natural Environment

9% Cultural Diversity

WHAT CONCERNS US THE MOST IN OUR COMMUNITY?

30% Natural Environment

17% Health & Safety

10% Affordable Housing

9%⁹ Economy & Poverty



What we love gives us meaning; we care a lot about the well-being of our community members and our natural environment.



"I value the fact that I am part of the community and therefore able to enrich and help to shape it"

-Cowichan Valley resident



HOW DO WE COMPARE GLOBALLY?

How happy are we with our:	Cowichan Valley	Globally
Environment	72.7%	66.5%
Community	65.3%	51.5%
Standard of Living	53.4%	65.4%
Government	68.2%	50.2% ¹⁰