



Wellbeing for All: Results from a Greensboro Survey on Wellbeing

CoMetta and Deftable collaborated on a wellbeing survey. As organizations focused on community and leadership development, we recognize the importance of wellbeing. The survey was intended to get a sense of the need in the community.

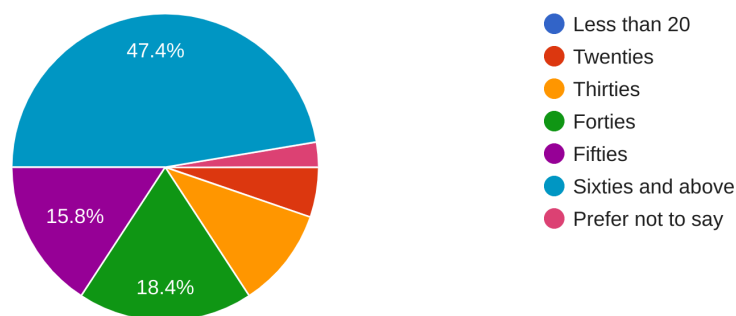
The findings indicate a positive sense of wellbeing in Greensboro and point to the importance of social interaction and support as foundational in creating overall wellbeing.

Respondents

We had 45 responses to the Wellbeing Survey. The survey went out to people who have attended our events and thus represent a subset of the community. The majority of respondents were female, older, educated, social and community-oriented, and likely place a greater premium on wellbeing.

What is your age range?

38 responses



The response sample was 64% female and skewed older, with 63% of respondents stating that they are above 50 in age. Forty-seven percent indicated they were over 60 years of age. The respondents represented a mix of sectors but more than 1/3 were self-employed and 11% said they were retired.

Wellbeing Factors

We asked about four areas of wellbeing: *professional, physical, social, and spiritual*.

Respondents noted that social wellbeing contributed the most to their overall wellness (31%) followed by physical and spiritual wellbeing (at 24% and 22%). Professional wellbeing was identified as the greatest contributor to overall wellbeing by only 13% of respondents. This led us to conclude that because our respondent pool was older, professional pursuits may no longer be a leading focus.

Which of the following areas has the greatest impact on your wellbeing?

45 responses



Seventy-three percent of respondents put themselves as being positively satisfied with their **professional wellbeing**. Only six percent stated that they were dissatisfied with their work and career.

Among the means used for development were advanced education, workshops, webinars, networking groups and meetups, reading and mindfulness practice.

In identifying areas of potential professional growth, the chief factors named were connecting with others and taking more classes.

"I spend time almost every day, several times a week learning new skills, getting feedback from respected colleagues on my current work, and hustling to get myself better known."

Money was named as a limiting factor by some people for learning.

Half of all respondents said they felt positive about their **physical wellbeing**, while 15% rated their physical wellbeing as low. One-third of people were reasonably satisfied with their

physical wellbeing. While the results are still positive overall, physical wellbeing was the lowest-rated area.

Sources of physical wellbeing named include walking, biking, yoga, as well as going to the gym. Eating a plant-based diet was also named as a factor.

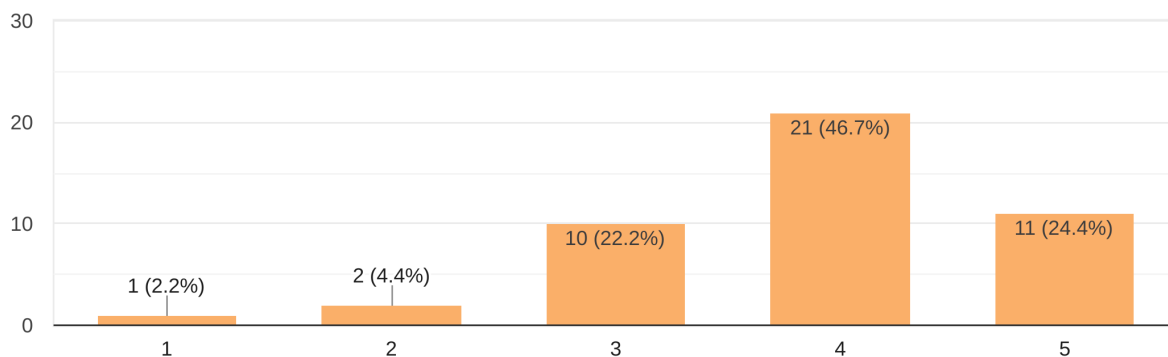
To increase their physical wellbeing, respondents called out making more time for exercise, getting more sleep, getting off the couch or out of the house, and having company to walk or exercise.

"More movement, better food choices and overall awareness. I struggle to get to a gym after I'm there. I know it's a good choice. Prefer being outside riding a bike, hiking or sailing or at the beach!"

Respondents rated **social wellbeing** as high, with 71% rating it a 4 or 5 on our 5-point scale. Seven percent rated it negatively (at 1 or 2) and 22% expressed moderate satisfaction (assigning it a 3 on our scale). This is a particularly positive result as social wellbeing was named the top cause of wellbeing.

How satisfied are you with your social wellbeing?

45 responses



People say they advance their social wellbeing by making time to meet friends and family and networking to meet new people. Volunteerism is a factor. People noted that time is a factor and one needs to initiate invitations to connect with others.

"I have great friends who are real and supportive; and I am to them. I believe in community and getting involved in community events."

Seventy-one percent of respondents said they were satisfied with their spiritual wellbeing and only 4% expressed dissatisfaction with their spiritual wellbeing. About 16% said they were moderately satisfied.

"I spent many years on a healing / transformation path after a major life event. I also look for the resonance of what I'm drawn to, I don't just align with anything I see or hear. I'm very mindful of where and how I spend my time and energy, it must be aligned with my values and heart-knowing."

The most common factors named to increase spiritual wellbeing were meditation and prayer, spiritual reading, worship and church community, and spending time in nature.

"The closest spiritual experiences I ever had," said one person "is in the woods."

"Daily practices, it's who I am. I have learned what it feels like to be disconnected and not in the flow! I can say this is the quadrant of my life that everything else follows. I start my day with spiritual alignment and see each day as a "clean slate" from which to create, otherwise, I get tossed around by the outside world."

Increasing Wellbeing

In identifying areas they would like to address, 70% of people said they needed to do more to **maintain focus and energy towards priorities**. Forty-nine percent said they could benefit from a **group that provides support**. Nearly 51% said they needed to **develop clearer priorities**.

"It is for me to make the personal choice to not give up and to be honest and realistic about my goals. I believe in self-love and self-care so that my faith keeps me centered."

Asked what they want help with, people named getting help from support networks and helping others in turn.

"We often do not see those around us. I would like more opportunities to understand others in our community and learn how in my every day I can help make a difference. Even in the most simplistic ways to be more aware and caring. Build social capital!"

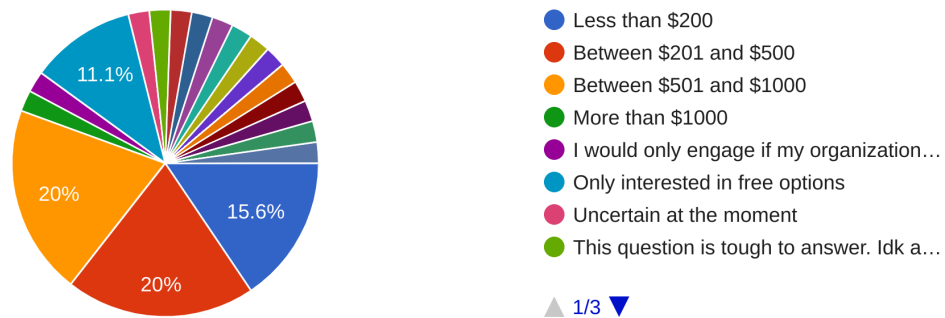
This kind of comment reflects the view that social wellbeing is foundational.

Responding to the form of development they desired, 58% of people wanted more meetups, 51% wanted readings, videos, and podcasts, and 31% wanted short workshops. For workshops, 40% of people preferred weekdays and evenings. Thirty-six percent of people wanted resources on-demand.

Asked how much they would be willing to spend on wellbeing annually, 20% said between \$500 - \$1,000; 20% said between \$200 and \$500; and only 2% said they would spend more than \$1,000. Eleven percent of people said they only want free options.

What would you be willing to invest in personal development annually?

45 responses



Implications

We are pleased to see the positive ratings our respondents assigned to their wellbeing. The focus on social wellbeing and the desire to use this approach to enhance other areas of wellbeing suggests the importance that community plays in overall wellbeing.

Physical wellbeing is clearly the area where people wish to place more focus. The indication here suggests that the need is not related to the lack of knowledge or resources but for focus and support.

If we had a larger sample of younger respondents we might expect to see a greater emphasis on professional wellbeing. Even so, the indication is that this is not the primary area from which people draw the greatest life satisfaction.

Although people indicated a relatively low interest in investing a more than a modest amount of money in wellbeing, there are low-cost and no-cost opportunities for people to meet with friends to walk and exercise together, to learn from each other, to gather for meditation or worship, and to provide accountability and support.

CoMetta and Deftable will be exploring ways to address the needs we heard expressed in this survey. The desire for and short programs and meetups as well as for tools that can be accessed on-demand is clear. The desire to invest little financially in wellbeing suggests that solutions may need to be supported with peer-to-peer interactions and social engagement. *This once again, highlights the primacy of a strong community in advancing wellbeing for all.*

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