



For Immediate Release

NOVA SCOTIANS HEAD TO THEIR MAILBOXES *Province-Wide Quality of Life Survey Launched*

April 30, 2019 – Starting this week, Nova Scotians can check their mailboxes for an invitation to participate in a first-of-its-kind survey measuring quality of life across the province.

Approximately one-in-five households (80,000) will receive an invitation containing a unique code that enables them to complete an online survey.

The survey asks how people feel they are doing in eight key areas related to their quality of life, such as living standards, time-use and community vitality.

“Traditionally, much of the information we have used to make decisions about our daily lives has been based on economic data,” says Danny Graham, chief engagement officer with Engage Nova Scotia. “Those data aren’t wrong, they’re just incomplete. We think that if we have a more complete picture of how Nova Scotians are doing in all areas that matter to them, we’ll be better equipped to make decisions that help everyone live a good life.”

The survey is being led by Engage Nova Scotia with support from Nova Scotia Community College, and administered by the Canadian Index of Wellbeing at the University of Waterloo.

“We are excited to be part of this project, which is the first and most comprehensive province-wide survey on quality of life ever done in Canada,” says Bryan Smale, director of the Canadian Index of Wellbeing. “The information will provide Nova Scotians with an extraordinary opportunity to think creatively and generate innovative approaches that will help address the complex quality of life issues that residents from all regions of the province tell us are important to them.”

“We’re proud to support this unique, first-of-its-kind survey says NSCC president Don Bureaux. “It offers tremendous potential to shape the work we do everyday in pursuit of our mission: improving Nova Scotia’s economy and quality of life through education and innovation.”

“We’re working with a huge range of partners on this project,” says Graham. “NSCC campus principals, businesses, community groups and others have come together in ten Local Leadership Teams across the province to get the word out about this survey because they see how important it could be to our future.”

Once collected, the information from the survey will be compiled and prepared into up to ten regional reports. Those reports will then serve as the foundation for innovative approaches to priority-setting and planning at a local level for years to come.

“We’re imagining that the ten Local Leadership Teams will form the starting point for cross-sector working groups that focus on turning the results into action,” says Graham. “For us, this is more than a research project; it’s a ‘shaping our future’ project.”

Anyone over the age of 16 in a household that receives an invitation can complete the survey, which is open until July 5. Participation is voluntary and all personal information is completely confidential. People who would prefer a paper copy of the survey (in English or French) can call 902-407-2582 or email survey@engagenovascotia.ca.

High-speed Internet access and assistance going online is available at all [@NS sites](#). To find the site closest to you, or with general questions about the survey, call 211.

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