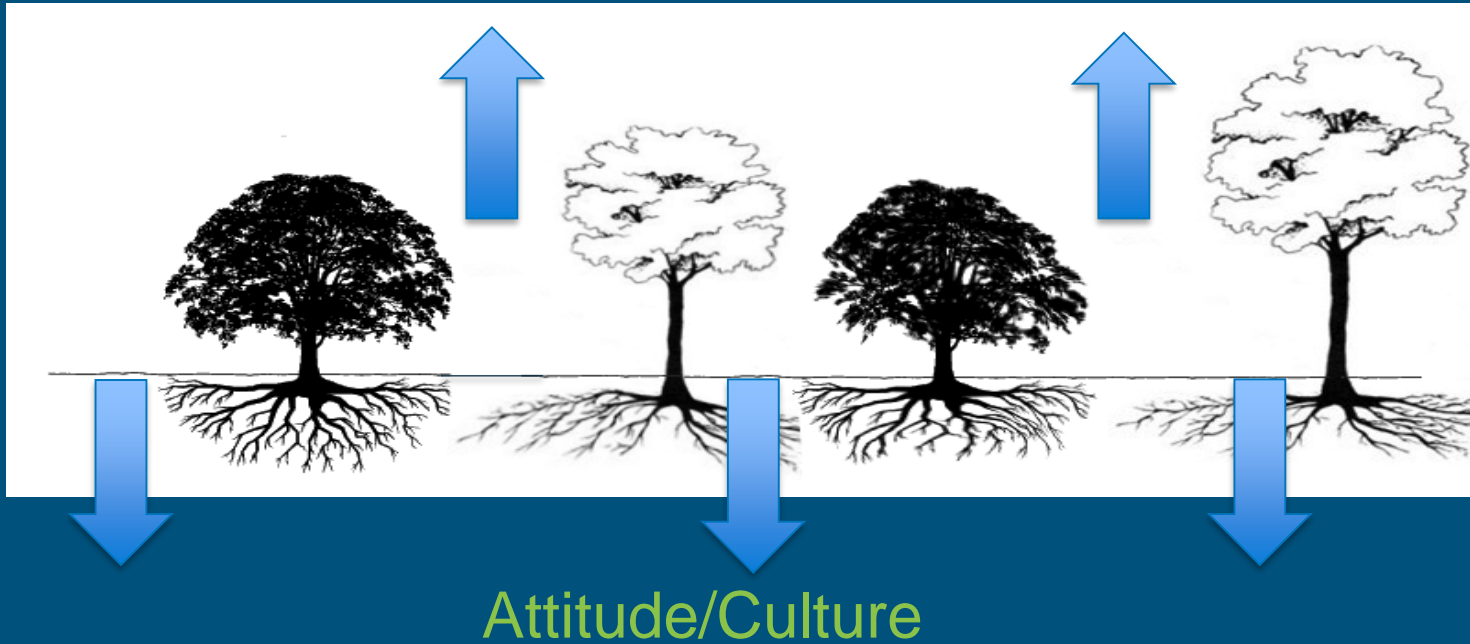




NOVA
SCOTIA

QUALITY
OF LIFE INDEX

Economic & Demographic Challenges



"Overcoming the psychological barriers of division, distrust and discouragement may be just as important as raising capital, producing new products or finding new markets. Indeed, we may need to accomplish the former transformation before we can make much progress in the practical aspects of economic development." Now or Never Final Report

We asked Nova Scotians

1. Are you **willing** to change your thoughts and behaviours for the good of the province?

87%

2. Do you believe you are **well informed** about our economic, social, cultural and environmental challenges?

63%

3. Do you feel **able** to be a part of the solutions to our province's challenges?

44%



What if more Nova Scotians were **Ready, Willing and Able** to step up to build a stronger province?

READY

We are more **aware** of our opportunities and hurdles.

1. Stepping Up Conference
2. Speaking Up CBC Tour
3. **Quality of Life Index and Survey**

WILLING

More people are **taking action** to improve our quality of life and economic conditions.

1. Share Thanksgiving
2. Amherst Visioning Events
3. Municipal Mobilization

ABLE

We are more **collaborative, inclusive and adaptive to change.**

1. Mi'kmaq New Partnership
2. Training Workshops
3. Network Building

We asked 1000 Nova Scotians:

How should we measure success?

81%

improvement in our
quality of life

68%

growth in our **economy**

The Opportunity



Canada's **first combined province-wide** index and community wellbeing survey.

Communities can opt in for **customized local reports** that compare to other parts of NS or Canada.

Repeat on a regular schedule to measure progress over time.

Available to all in **open-data** format.

The Tool

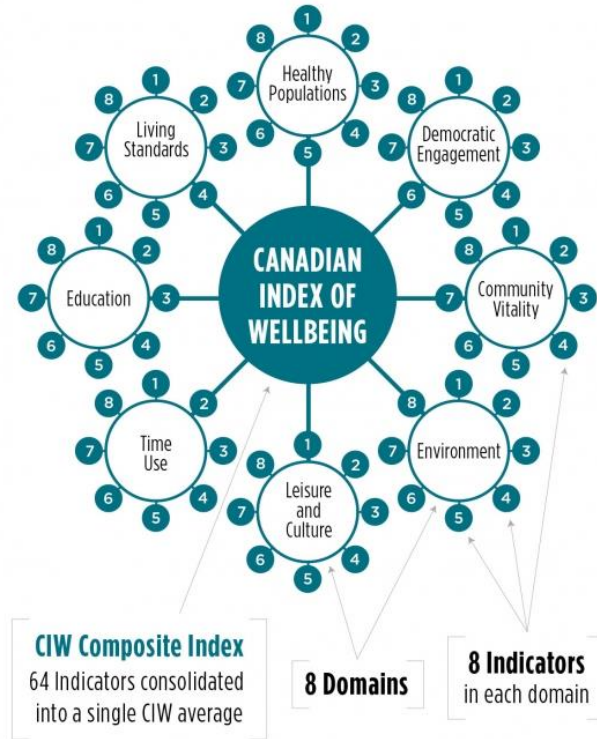
Measuring 64 indicators of wellbeing in 8 topic areas.

Reflecting values identified through a rigorous process of cross-Canada consultation.

(<http://uwaterloo.ca/canadian-index-wellbeing/>)

Provincial Index uses existing StatsCan data and enables comparison of NS (as a whole) to Canada and other provinces.

Community Survey gathers new, local public opinion data, enabling comparison to other communities and regions.



How it Could be Used?



As a complement to the measurement tools of the **One NS process**

As a **recruitment tool** for immigrants, businesses, workers and **youth** (Michelin, What's great about NS?).

Coordinated planning, decisions and research amongst **government departments**, health agencies, **municipalities**, post-secondary institutions, **RENS** and community organizations.

We asked 1000 Nova Scotians:

What group is most credible to lead change?

Private sector 9%

Universities and colleges 5%

Government departments 4%

Non-profit groups 4%

67%

an association of all
sectors working together

A Cross-Sector Collaboration



Business



Government



Academia



Community
Sector

Peak at Early Results

Questions?