

Recreation and Quality of Life in Nova Scotia

Engage Nova Scotia

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she/they



Overview

Engage Nova Scotia

- Review of our work
- Upcoming survey

Nova Scotia QoL Survey

- 2019 Data
- 2025-2026 Survey Activity

Discussion



Quality of Life Movement

Beyond GDP and population growth metrics to assess individual and community health

- Centered on wellbeing, including mental and physical health, social connections, personal development, environment, autonomy, and more
- Include OECD's Better Life Initiative, Quality of Life in Europe Movement, and the United Nation's World Happiness Index
- Measuring what matters to people and communities, including but expanding beyond economic

Franscesconi (2022), Teoli (2023)



8 Domains of Wellbeing

COMMUNITY
VITALITY

DEMOCRATIC
ENGAGEMENT

EDUCATION

OUR
ENVIRONMENT

HEALTHY
POPULATIONS

LEISURE
&
CULTURE

LIVING
STANDARDS

TIME USE



About Engage Nova Scotia

Engage Nova Scotia is a non-profit, independent organization that works with partners to advance the quality of life of all Nova Scotia residents. We believe everyone should be included to share their story, seed our future, and influence change to improve their own wellbeing and the wellbeing of their communities.



OUR VISION:

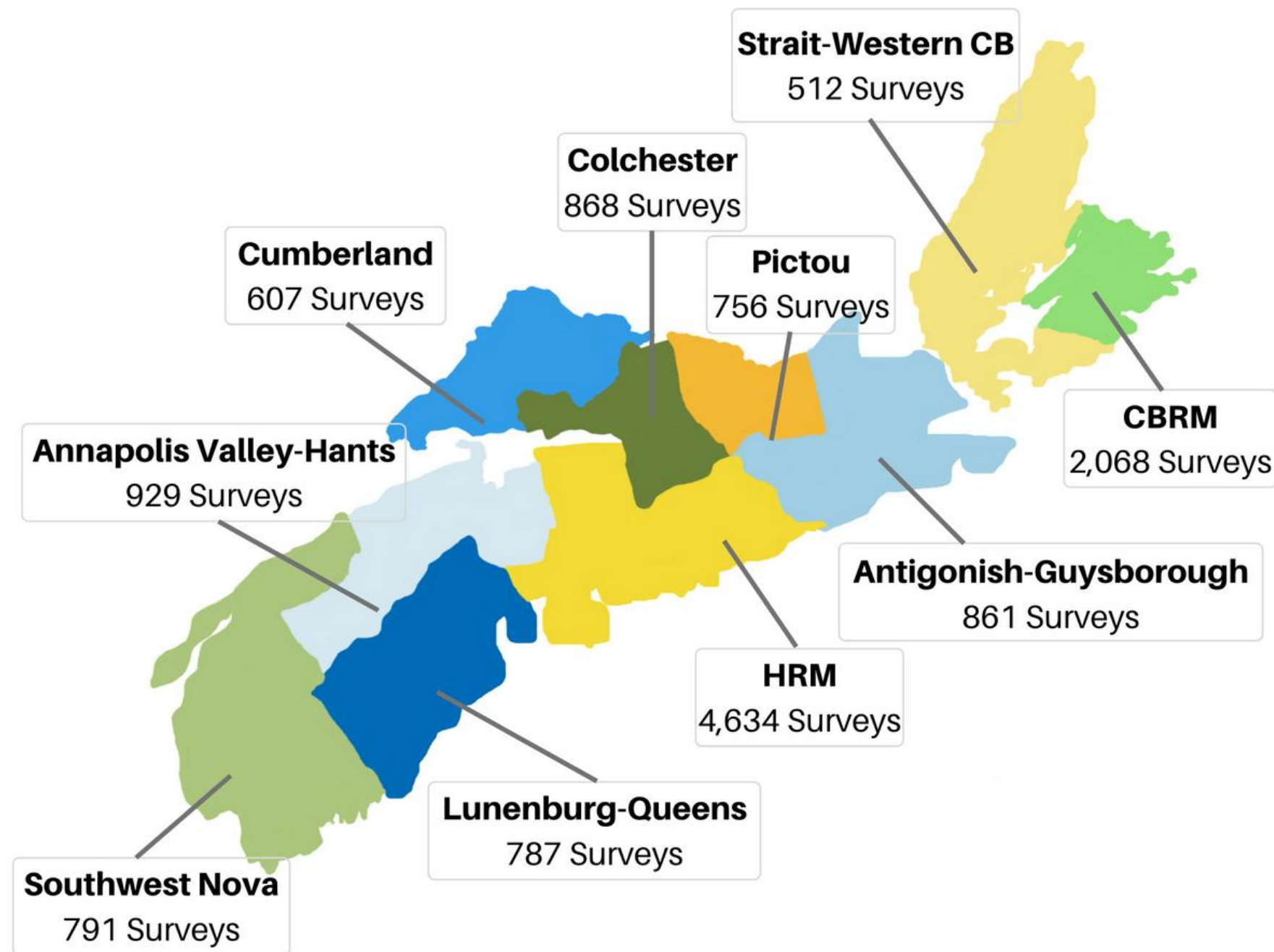
A more vibrant, inclusive, equitable, and resilient Nova Scotia for all.

OUR MISSION:

Change the approach to improving quality of life – for everyone.



2019 Nova Scotia Quality of Life Survey



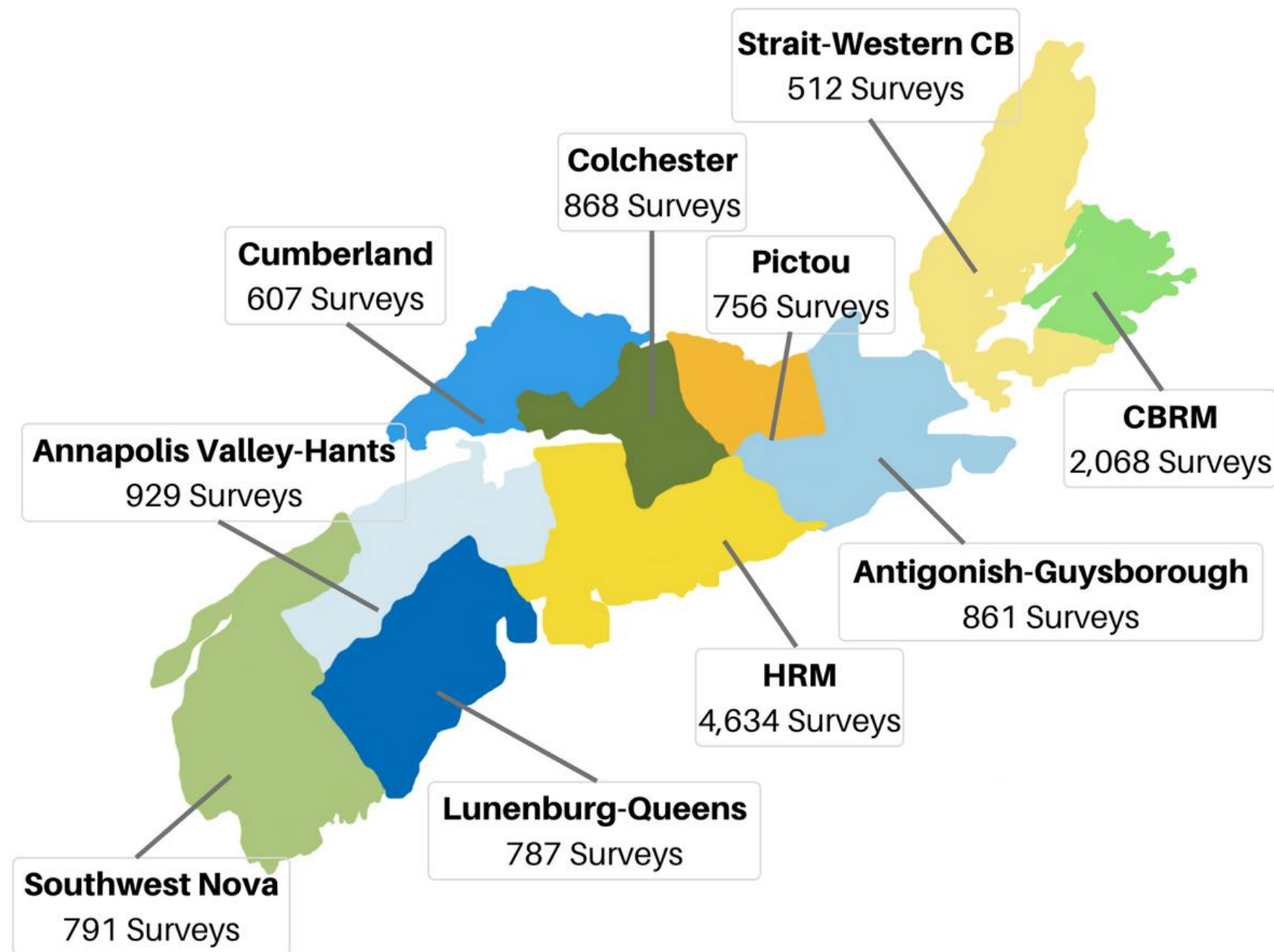
METHODS

Invitations and reminder cards sent to 80,000 random addresses provincially

12,827 Responses (16% response)

Broad community consultation following survey to review process and inform current survey questionnaire

2019 Nova Scotia Quality of Life Survey



OUTCOMES

Province-wide white papers and reports

Specific “spotlight” reports for municipalities and economic regions

Data sharing agreements with government and academic partners

[Wellbeing Mapping Tool](#)

Specific 'NEW' Survey Questions will cover the following topics:

Housing
Insecurity

Affordability
(In General)

Intimate
Partner
Violence

Access to a
Family Physician

Perception of
skills upgrading
opportunities

Digital
Inclusion

Sources of
opinions and
information

Confidence in
results of
elections

Buying local
behaviours

Climate change
perceptions &
experiences

Mental Health
and
Addictions

Greater depth
to identify work
sector and work
type

Hybrid Work
experiences

Greater depth in Personal characteristics
Qs (E.g. Disabilities, Historic African
Nova Scotians, 2SLGBTQIA+)

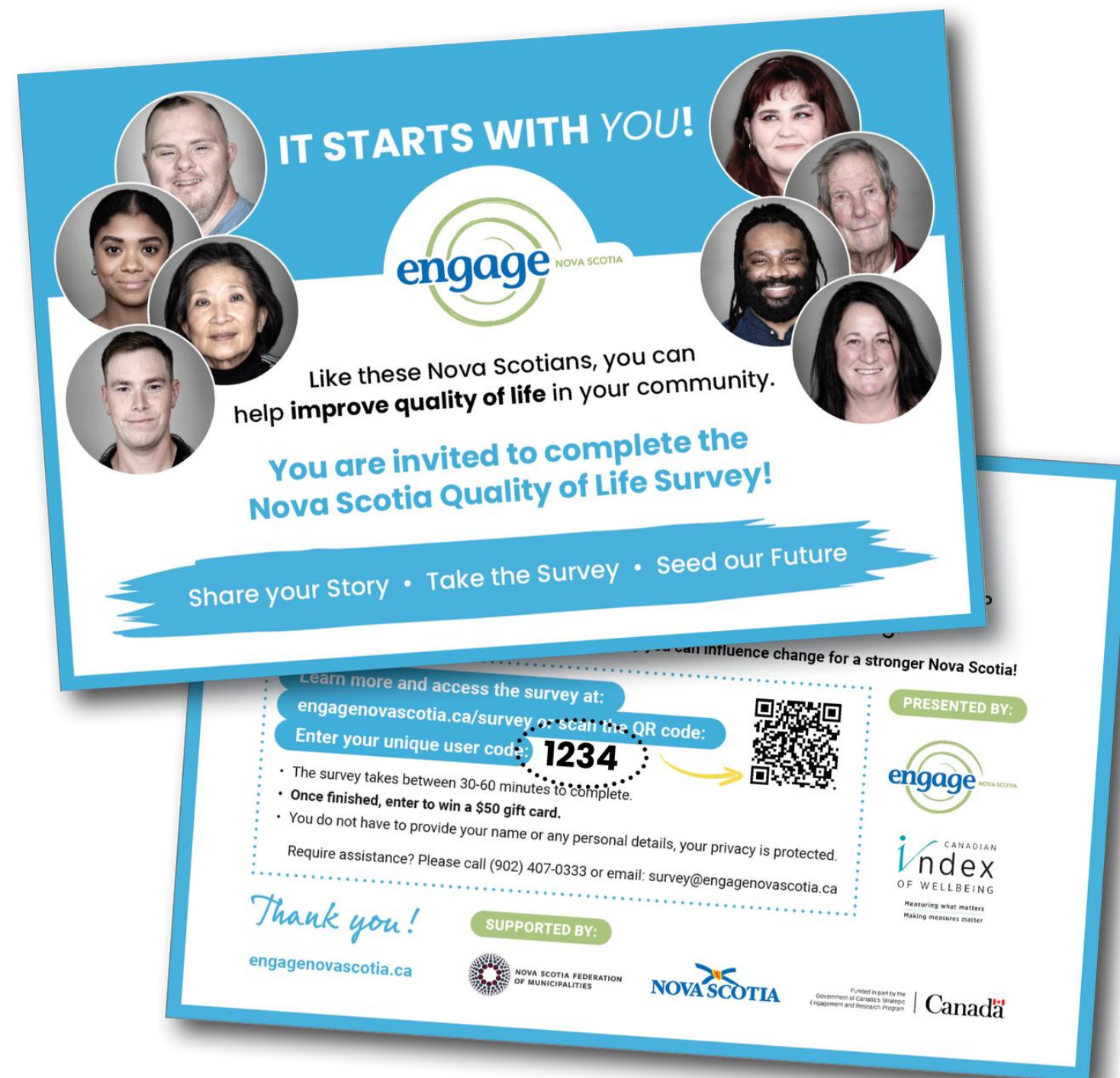
Upcoming Nova Scotia Quality of Life Survey

METHODS

All residential addresses (433,000, approx) in Nova Scotia will receive two mail invitations to participate.

Community outreach team and partners host sessions across the province to improve access for underrepresented communities and those who require support

Broad media engagement and amplification



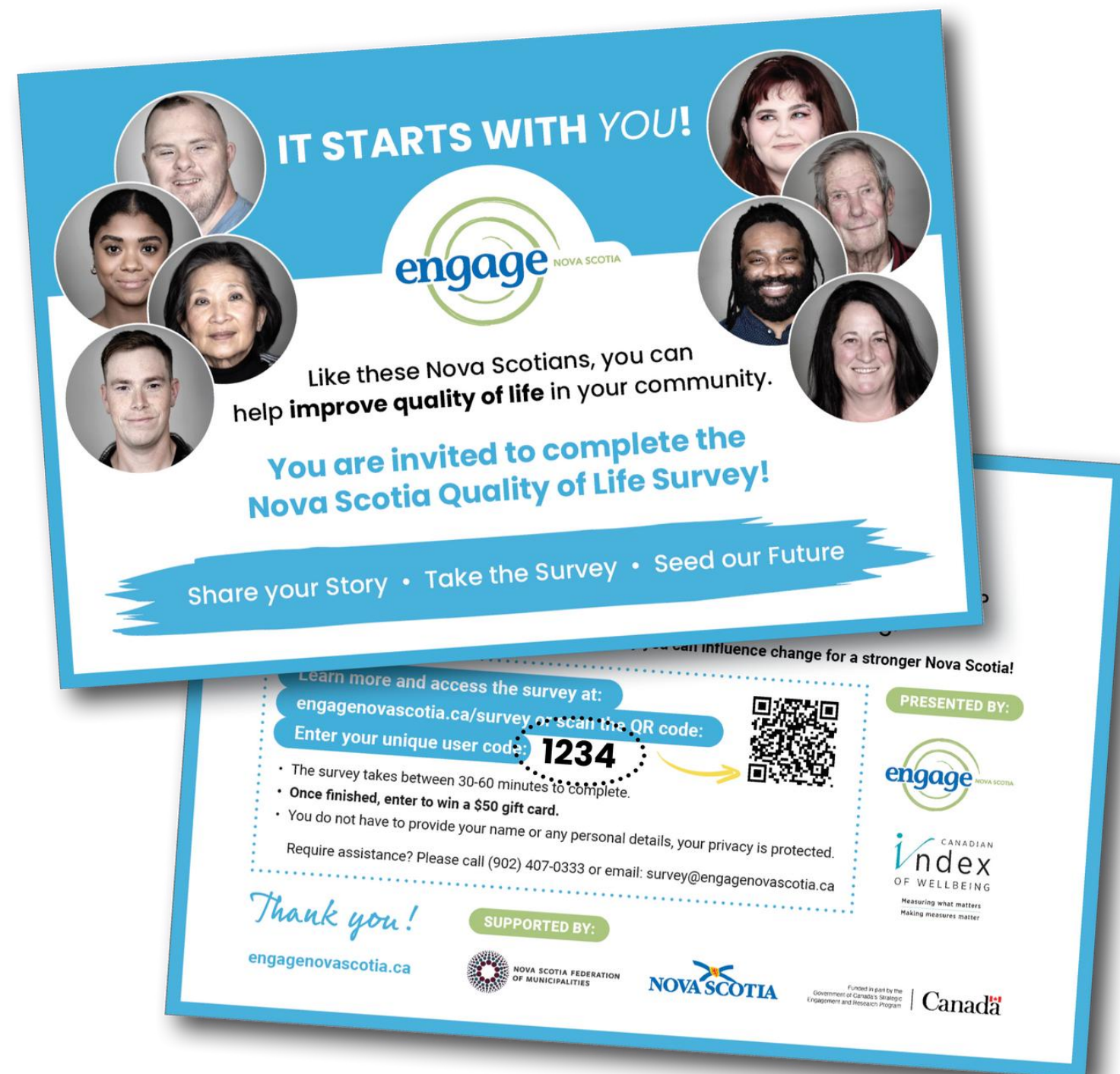
Upcoming Nova Scotia Quality of Life Survey

OUTCOMES

Demographic and geographic information about neighbourhoods, villages, and municipalities across Nova Scotia

Specialized detail reports on regional economic areas, municipalities, demographic communities, and strengths and challenges across the province

Updated community-accessible tools and data analysis



Quality of Life and Recreation



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Quality of Life and Recreation

- Prevention, management, and treatment of mental and physical illness
- Access and awareness of community assets
- Individual, group/community, and societal levels
- “The principal driving force underpinning the human desire to render life meaningful [...] to give it a sense of passion, pleasure, and purpose.”

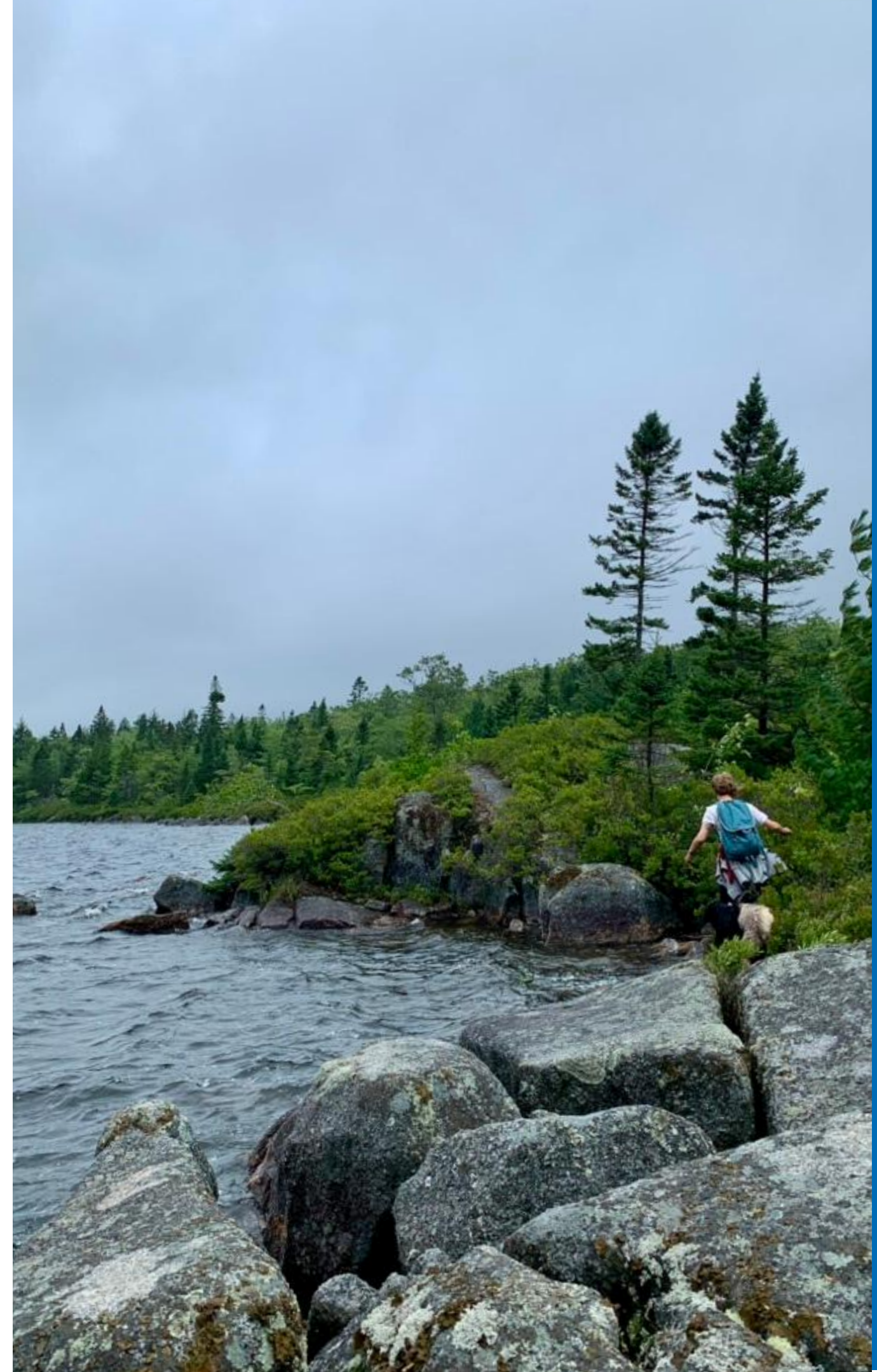
Blackshaw (2016), Teoli (2023)



Upcoming Nova Scotia Quality of Life Survey

20 minutes – Small groups: Review and Discussion of Leisure & Culture Section with prompts

10–15 minutes: Harvest of themes from full room



Demographic Questions

- Age
- Gender
- Race/Ethnicity
- Income
- Work and Education
- Length of time in community
- Disability status



Discussion

Join our
email list!



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