



Measuring what matters  
Making measures matter

**THE *CANADIAN INDEX OF WELLBEING* CONDUCTS RIGOROUS RESEARCH RELATED TO, AND REGULARLY AND PUBLICLY REPORTS ON, THE QUALITY OF LIFE OF CANADIANS; ENCOURAGES POLICY SHAPERS AND GOVERNMENT LEADERS TO MAKE DECISIONS BASED ON SOLID EVIDENCE; AND EMPOWERS CANADIANS TO ADVOCATE FOR CHANGE THAT RESPONDS TO THEIR NEEDS AND VALUES.**

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