



Norfolk County  
Economic Development Strategy Review  
Survey of Community Values  
Analysis

Prepared by:

Clark Hoskin

Director, Tourism and Economic Development  
Norfolk County

September 7, 2018



## Executive Summary

Citizens of Norfolk County ranked various community values in a survey conducted in the summer of 2018 as part of the Norfolk County Economic Development Strategy Review. Respondents were asked to rank “Which community values are most important to you for a positive future?”

The ten choices for community values on the survey were based on the United Nations’ Division for Sustainable Development Goals (DSDG) 17 internationally agreed development goals.

The survey program calculated the overall scores for all respondents to the survey.

Subgroup comparisons were also calculated for the following communities: Delhi, Port Dover, Port Rowan, Simcoe and Waterford; and economic sectors: Agriculture; Arts, Entertainment & Recreation; Education; Health Care & Social Services; Manufacturing; and Tourism.

“**Decent work & economic growth**” was the most important community value for a positive future with an overall score of 7.28 out of 10. This value’s point spread among disparate groups was neither high nor low compared to other values.



**“Safe, well-governed communities”** was the second most important community value with an overall score of 6.33. This community value also had the lowest point spread among disparate groups, meaning most people agreed on the scoring of this value. These scores reflect respondents’ recognition that quality of life is among Norfolk County’s top strengths.

**“Clean air & water”** was the third most important community value with an overall score of 6.18. However, this community value had the highest point spread among all ten choices, meaning the disparate groups were furthest apart on the scoring. Given that Port Rowan community members scored this value as #2, while manufacturing interests scored it as #7, the score indicates some conflict between proponents of conservation and development.

**“Health citizens / No poverty”** was the fourth most important community value, but it had the second lowest point spread on scoring among groups, meaning most were in agreement on its scoring.

**“Sustainable communities”** was the fifth most important community value, and its point spread among disparate groups was neither high nor low compared to other values.

“Quality education opportunities”, “innovation & infrastructure renewal (for global competitiveness)”, “affordable & clean energy”, “plant, animal & habitat diversity” and “reduce inequalities (gender, race, disability, etc.)” – in declining levels of value - respectively comprised the sixth through tenth most important community values.

## Survey Results

Several analytic calculations were generated by the program for respondents self-reporting as associated with specific communities or economic sectors. A detailed report on the scorings of the community values is outlined below.

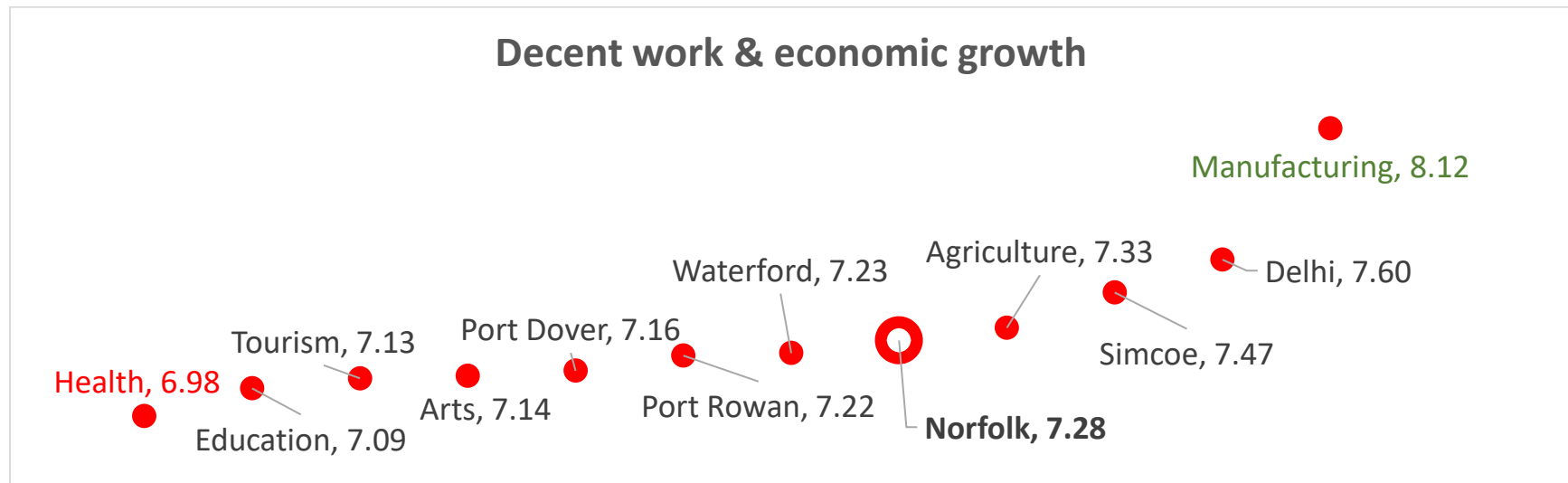
### 1. Decent work & economic growth (6.98 ↔ 8.12)

“Decent work & economic growth” was the most important community value for a positive future with an overall score of 7.28 out of 10.

Respondents who were most interested in the Manufacturing sector (8.12) valued this choice more than any other stakeholder group. The Health Care & Social Services sector (6.98) had the lowest score for this value.

Respondents who identified with the community of Delhi (7.60) valued this choice more than any other community. Port Dover (7.16) had the lowest score among communities.

Across disparate stakeholder groups, this community value rated neither highest nor lowest in terms of agreement on scoring. With a spread of 1.14 points between the lowest and highest stakeholder group rankings, “decent work & economic growth” ranked #5 (out of 10) in terms of agreement among all groups on its scoring.



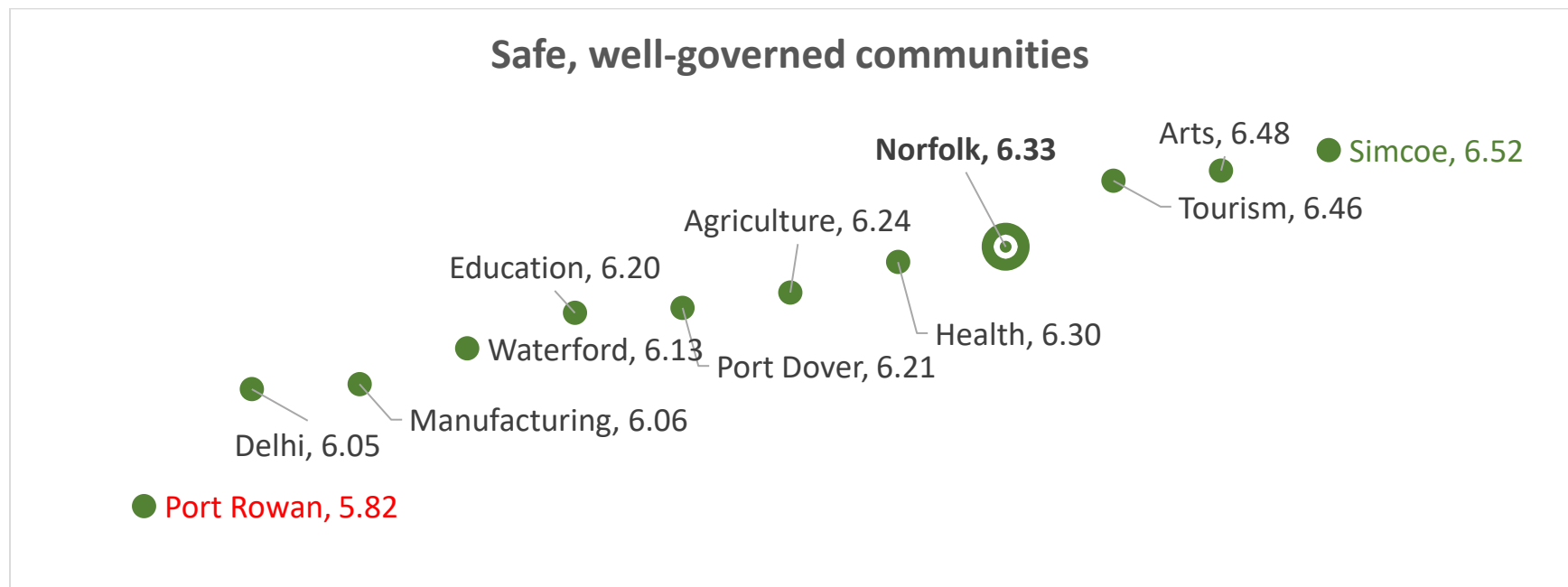
## 2. Safe, well-governed communities (5.82 ↔ 6.52)

“Safe, well-governed communities” was the second most important community value for a positive future with an overall score of 6.33 out of 10.

Respondents who identified with the community of Simcoe (6.52) valued this choice more than any other stakeholder group. Port Rowan (5.82) had the lowest score for this value.

Respondents who were most interested in the Arts, Entertainment & Recreation sector (6.48) valued this choice more than any other sector. The Manufacturing sector (6.06) had the lowest score for this value.

Across disparate stakeholder groups, this community value rated highly on scoring agreement. With a spread of 0.70 points between the lowest and highest stakeholder group rankings, “safe, well-governed communities” ranked #1 (out of 10) in terms of agreement among all groups on its scoring.



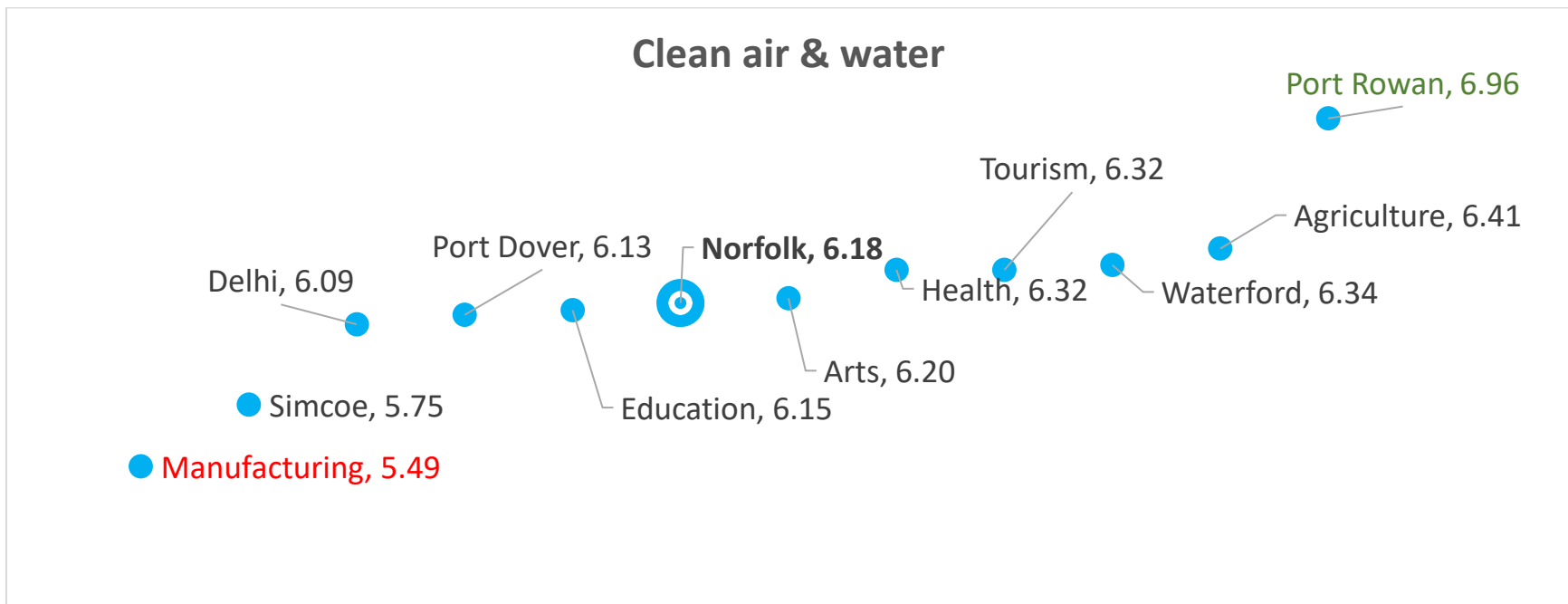
### 3. Clean air & water (5.49 ↔ 6.96)

“Clean air & water” was the third most important community value for a positive future with an overall score of 6.18 out of 10.

Respondents who identified with the community of Port Rowan (6.96) valued this choice more than any other stakeholder group. The Manufacturing sector (5.49) had the lowest score for this value.

Respondents who were most interested in the Agriculture sector (6.41) valued this choice more than any other sector. Simcoe (5.75) had the lowest score among communities.

Across disparate stakeholder groups, this community value rated the lowest on scoring agreement. With a spread of 1.47 points between the lowest and highest stakeholder group rankings, “clean air & water” ranked #10 (out of 10) in terms of agreement among all groups on its scoring.



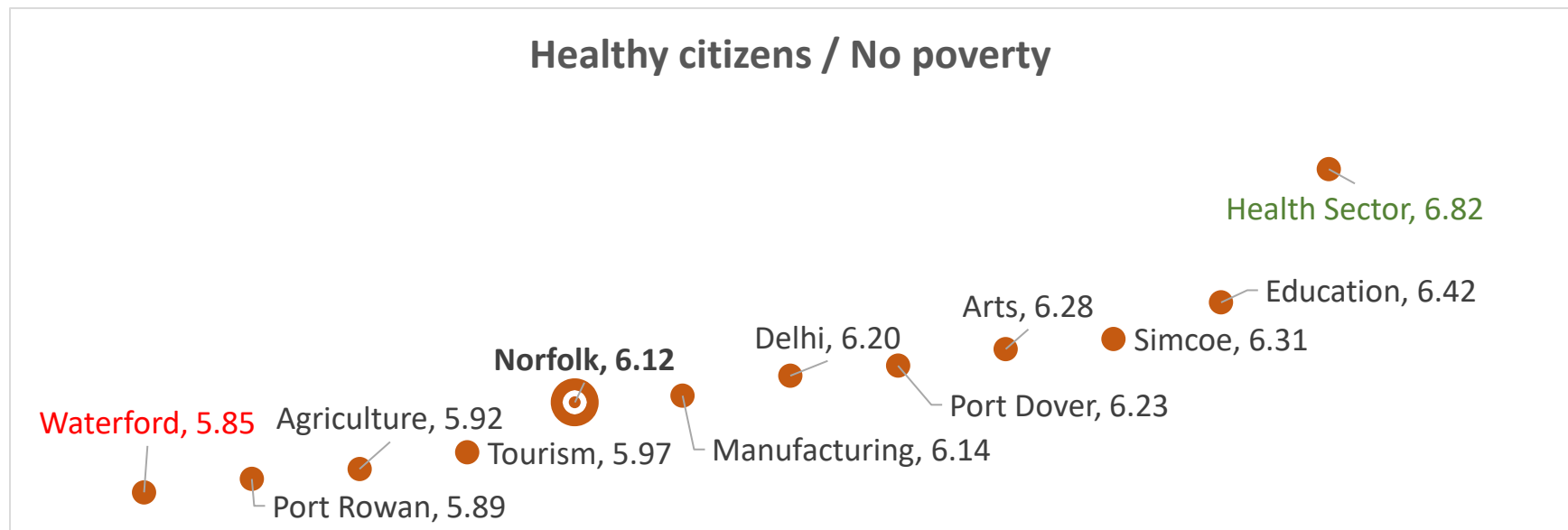
#### 4. Healthy citizens / No poverty (5.85 ↔ 6.82)

“Healthy citizens / no poverty” was the fourth most important community value for a positive future with an overall score of 6.12 out of 10.

Respondents who were most interested in the Health Care & Social Services sector (6.82) valued this choice more than any other stakeholder group. The community of Waterford (5.85) had the lowest score for this value.

Respondents who identified with the community of Simcoe (6.31) valued this choice more than any other community. Agriculture (5.92) had the lowest score among economic sectors.

Across disparate stakeholder groups, this community value rated among the highest agreements on scoring. With a spread of 0.97 points between the lowest and highest stakeholder group rankings, “healthy citizens / no poverty” ranked #3 (out of 10) in terms of agreement among all groups on its scoring.





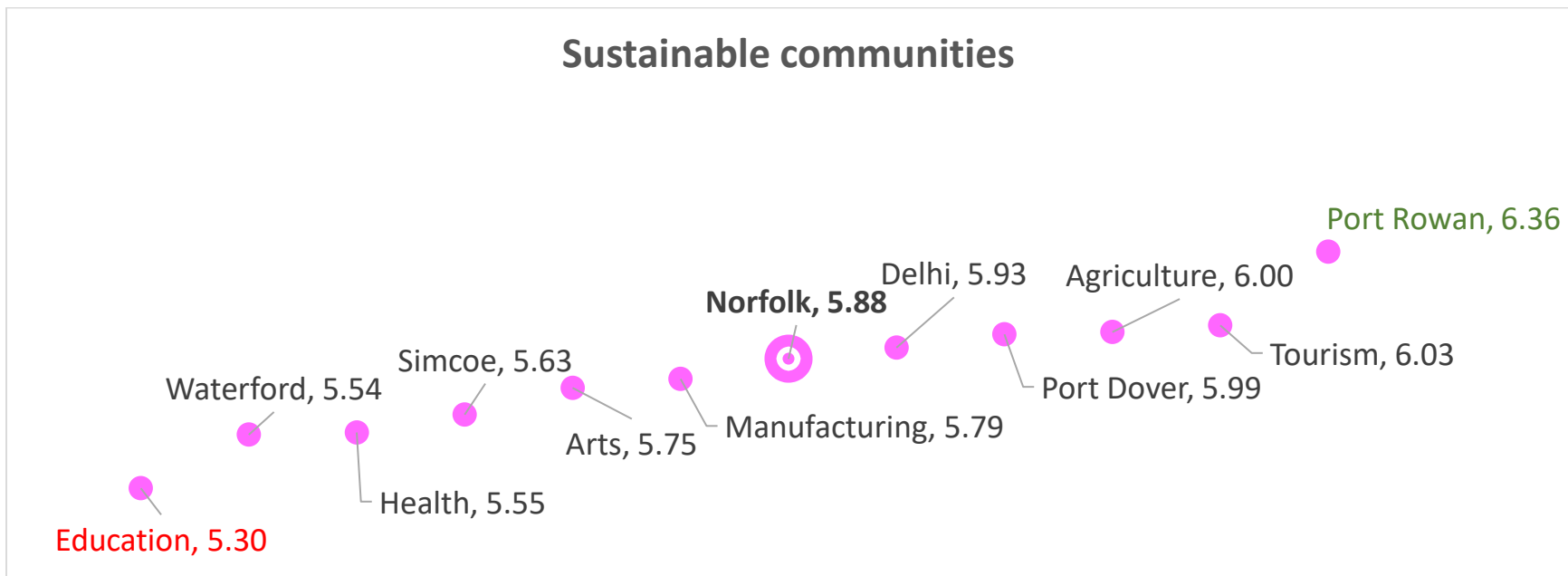
## 5. Sustainable communities (5.30 ↔ 6.36)

“Sustainable communities” was the fifth most important community value for a positive future with an overall score of 5.88 out of 10.

Respondents who identified with the community of Port Rowan (6.36) valued this choice more than any other stakeholder group. The Education sector (5.30) had the lowest score for this value.

Respondents who were most interested in the Tourism sector (6.03) valued this choice more than any other sector. Waterford (5.54) had the lowest score among communities.

Across disparate stakeholder groups, this community value rated neither highest nor lowest in terms of scoring agreement. With a spread of 1.06 points between the lowest and highest stakeholder group rankings, “sustainable communities” ranked #4 (out of 10) in terms of agreement among all groups on its scoring.



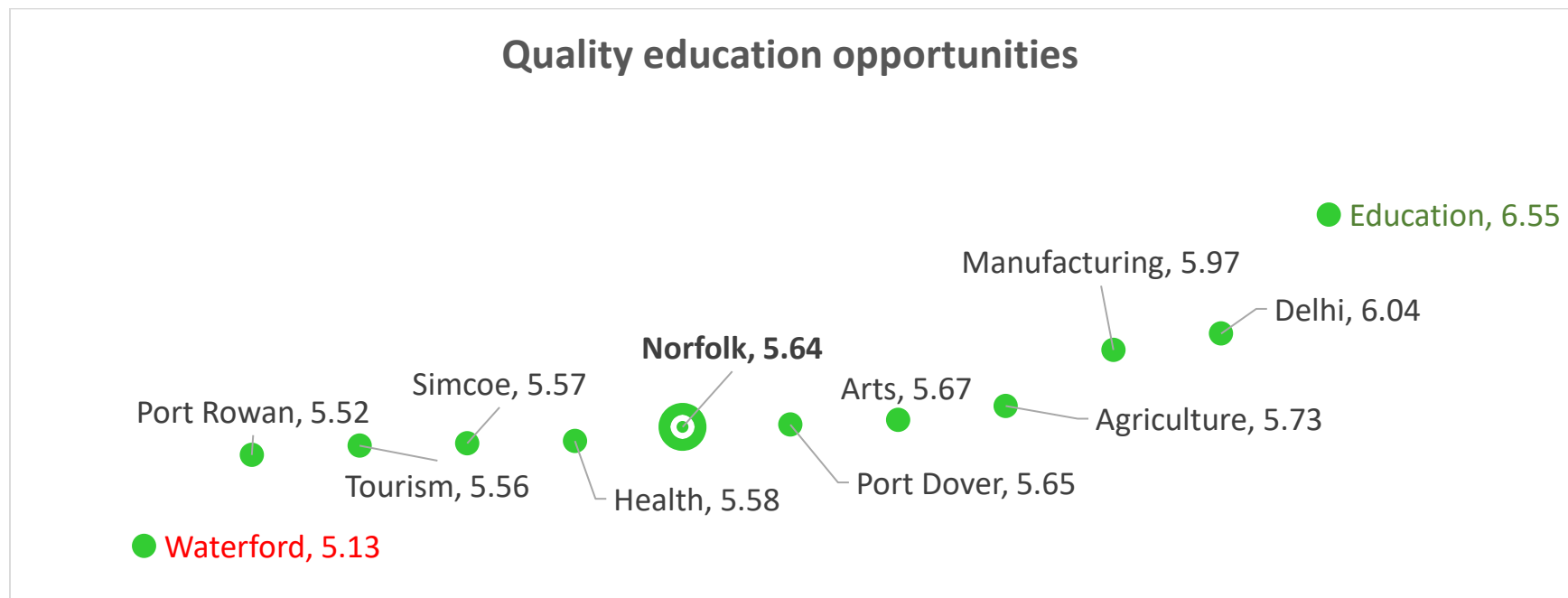
## 6. Quality education opportunities (5.13 ↔ 6.55)

“Quality education opportunities” was the fifth most important community value for a positive future with an overall score of 5.64 out of 10.

Respondents who were most interested in the Education sector (6.55) valued this choice more than any other stakeholder group. Waterford (5.13) had the lowest score for this value.

Respondents who identified with the community of Delhi (6.04) valued this choice more than any other community. Tourism (5.56) had the lowest score among economic sectors.

Across disparate stakeholder groups, this community value rated as having very low scoring agreement. With a spread of 1.42 points between the lowest and highest stakeholder group rankings, “quality education opportunities” ranked #9 (out of 10) in terms of agreement among all groups on its scoring.



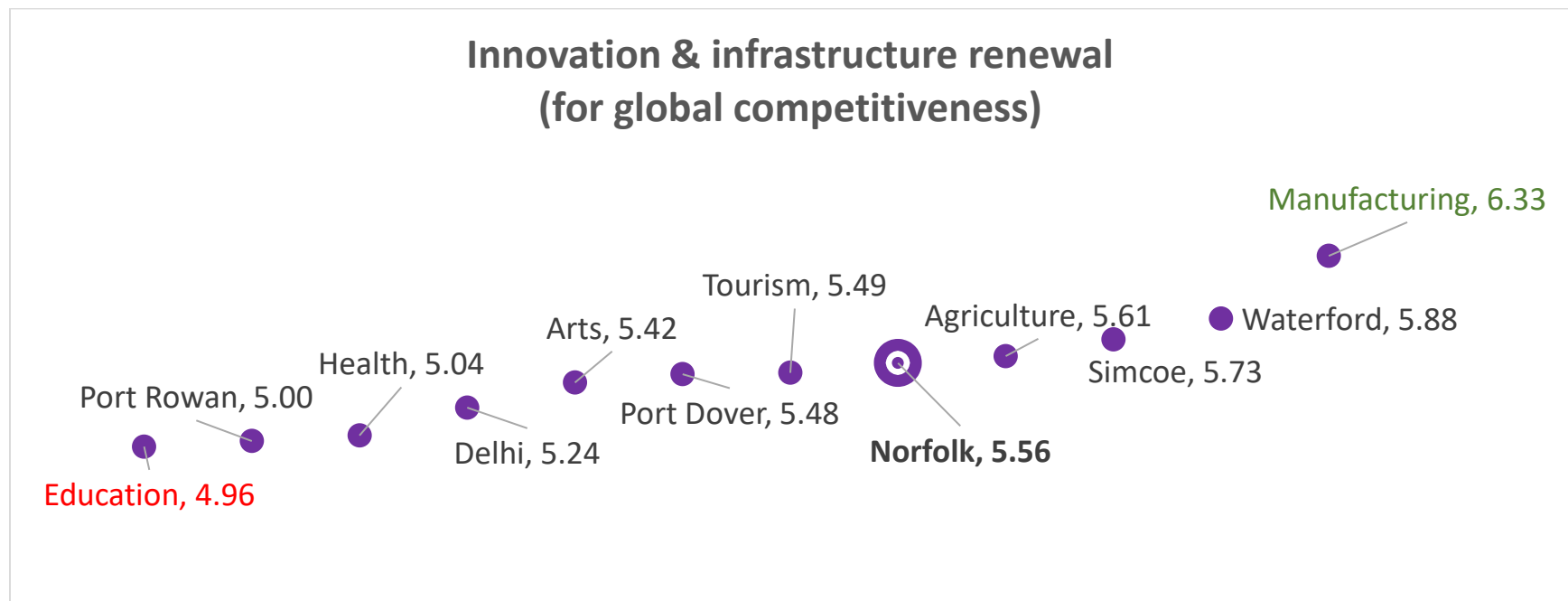
## 7. Innovation & infrastructure renewal for global competitiveness (4.96 ↔ 6.33)

“Innovation & infrastructure renewal for global competitiveness” was the fourth least important community value for a positive future with an overall score of 5.56 out of 10.

Respondents who were most interested in the Manufacturing sector (6.33) valued this choice more than any other stakeholder group. The Education sector (4.96) had the lowest score for this value.

Respondents who identified with the community of Waterford (5.88) valued this choice more than any other community. Port Rowan (5.00) had the lowest score among communities.

Across disparate stakeholder groups, this community value rated as having very low scoring agreement. With a spread of 1.37 points between the lowest and highest stakeholder group rankings, “innovation & infrastructure renewal for global competitiveness” ranked #8 (out of 10) in terms of agreement among all groups on its scoring.



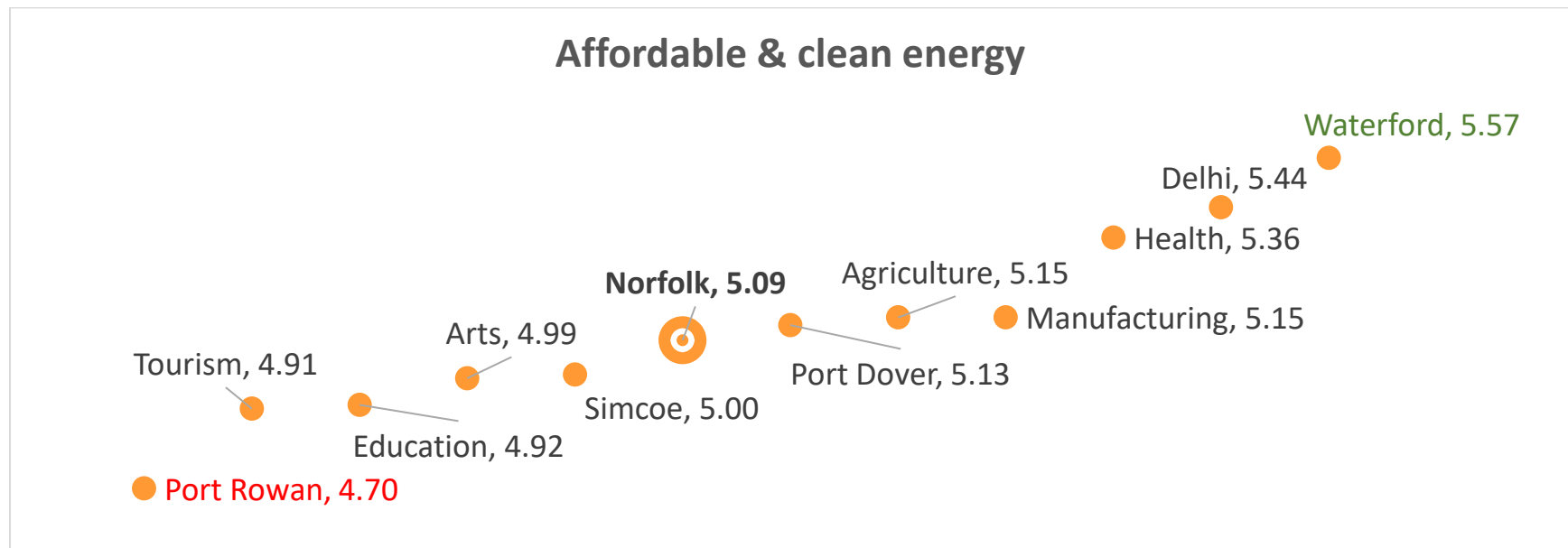
## 8. Affordable & clean energy (4.70 ↔ 5.57)

“Affordable & clean energy” was the third least important community value for a positive future with an overall score of 5.09 out of 10.

Respondents who identified with the community of Waterford (5.57) valued this choice more than any other stakeholder group. Port Rowan (4.70) had the lowest score for this value.

Respondents who were most interested in the Health Care & Social Services sector (5.36) valued this choice more than any other sector. Tourism (4.91) had the lowest score among economic sectors.

Across disparate stakeholder groups, this community value rated among the highest agreements on scoring. With a spread of 0.87 points between the lowest and highest stakeholder group rankings, “affordable & clean energy” ranked #2 (out of 10) in terms of agreement among all groups on its scoring.



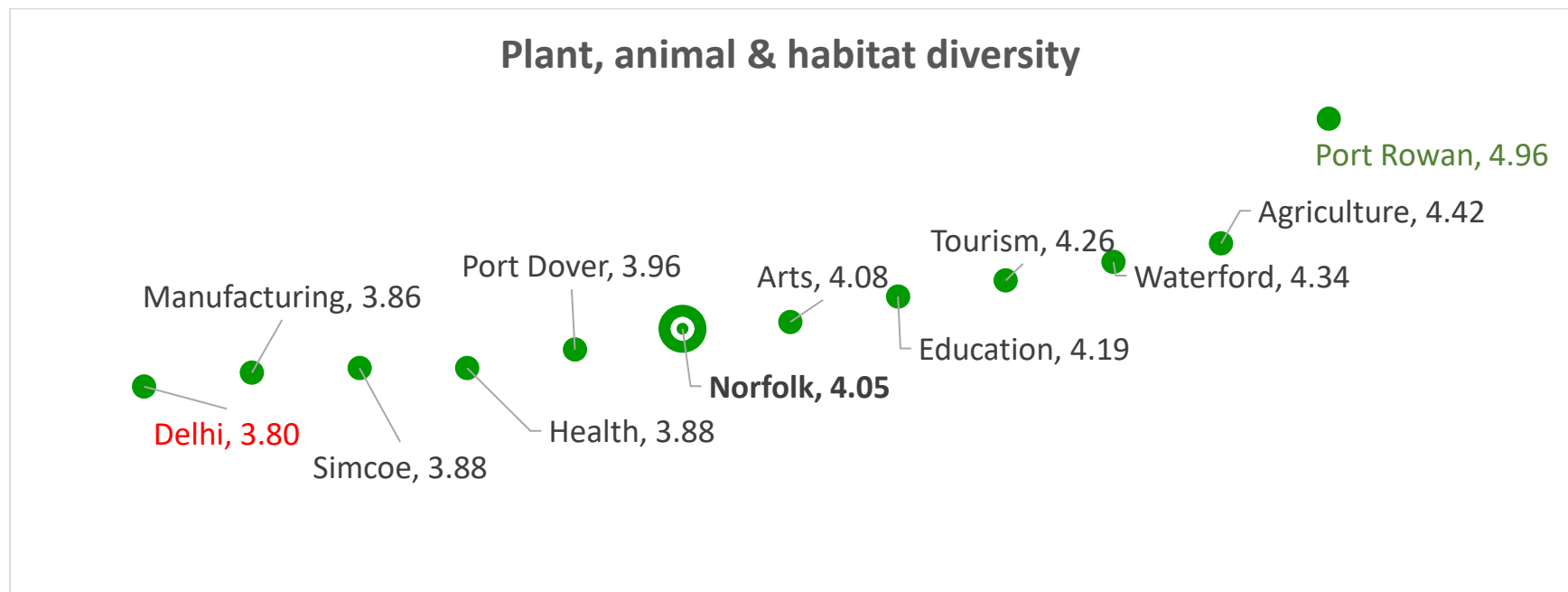
## 9. Plant, animal & habitat diversity (3.80 ↔ 4.96)

“Plant, animal & habitat diversity” was the second least important community value for a positive future with an overall score of 4.05 out of 10.

Respondents who identified with the community of Port Rowan (4.96) valued this choice more than any other stakeholder group. Delhi (3.80) had the lowest score for this value.

Respondents who were most interested in the Agriculture sector (4.42) valued this choice more than any other sector. Manufacturing (3.86) had the lowest score among economic sectors.

Across disparate stakeholder groups, this community value rated as having mid to low scoring agreement. With a spread of 1.16 points between the lowest and highest stakeholder group rankings, “plant, animal & habitat diversity” ranked #6 (out of 10) in terms of agreement among all groups on its scoring.



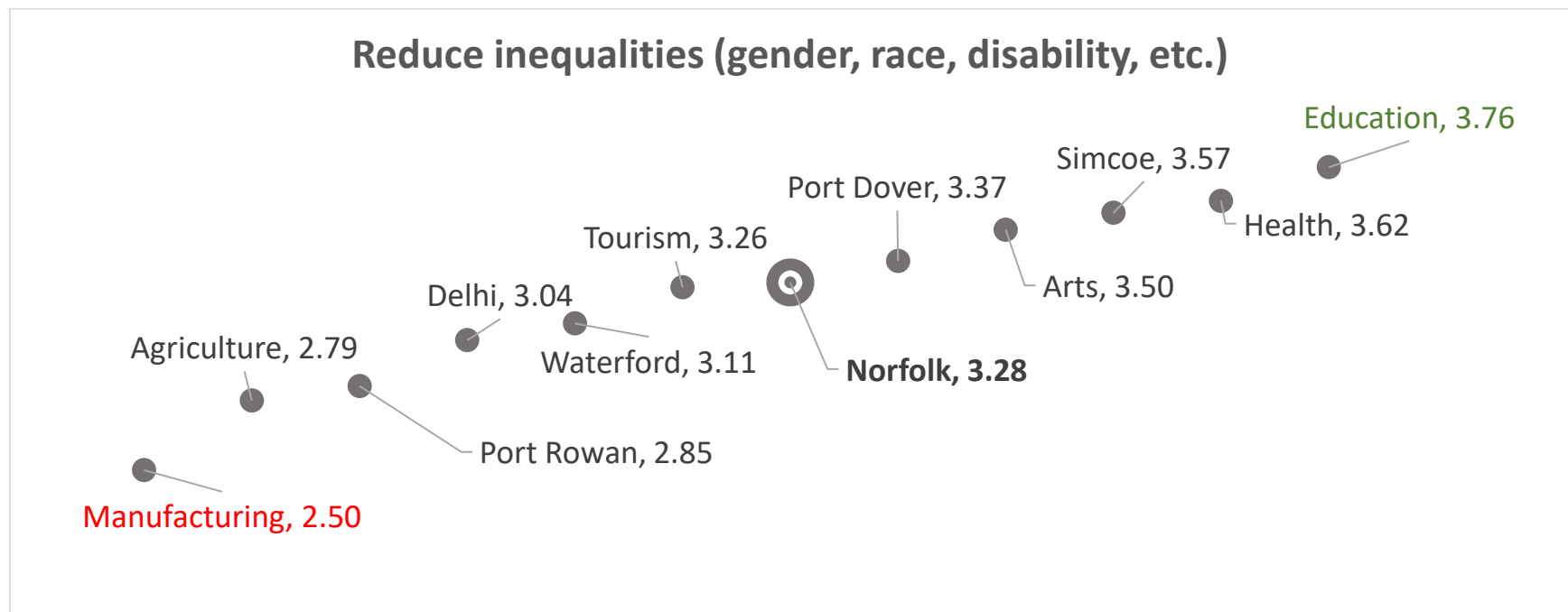
## 10. Reduce inequalities – gender, race, disability, etc. (2.50 ↔ 3.76)

“Reduce inequalities (gender, race, disability, etc.)” was the least important community value for a positive future with an overall score of 3.28 out of 10.

Respondents who were most interested in the Education sector (3.76) valued this choice more than any other stakeholder group. The Manufacturing sector (2.50) had the lowest score for this value.

Respondents who identified with the community of Simcoe (3.57) valued this choice more than any other economic sector. Port Rowan (2.85) had the lowest score among communities.

Across disparate stakeholder groups, this community value rated as having mid to low scoring agreement. With a spread of 1.26 points between the lowest and highest stakeholder group rankings, “reduce inequalities (gender, race, disability, etc.)” ranked #7 (out of 10) in terms of agreement among all groups on its scoring.

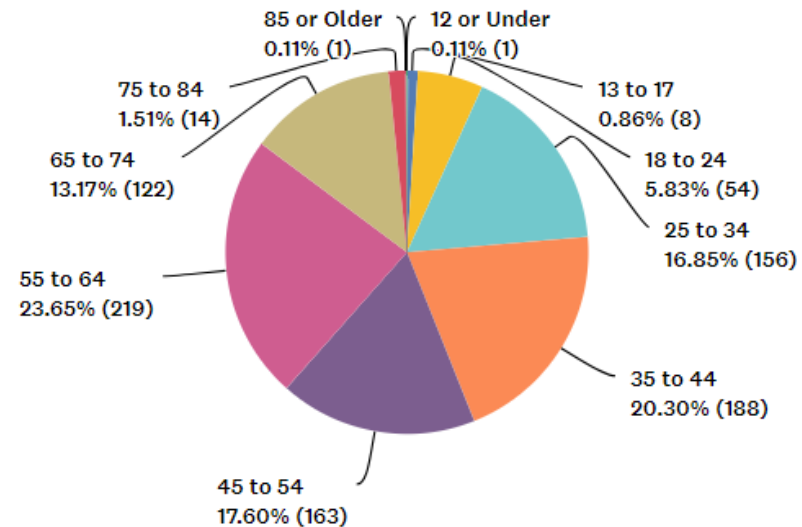
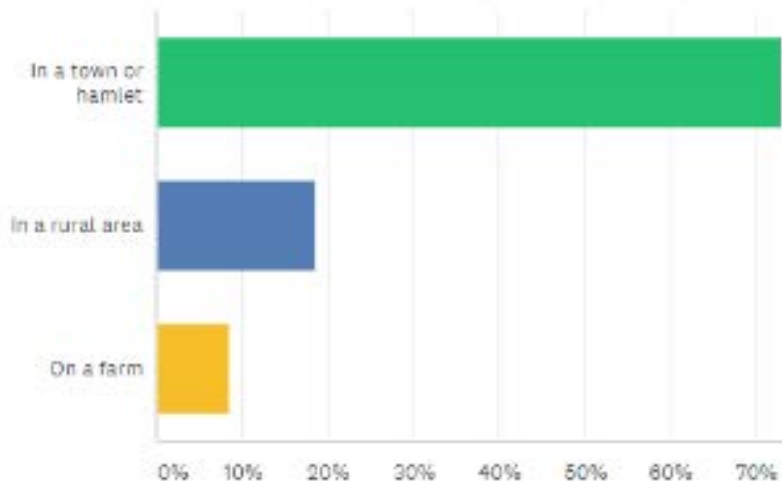


## Analysis

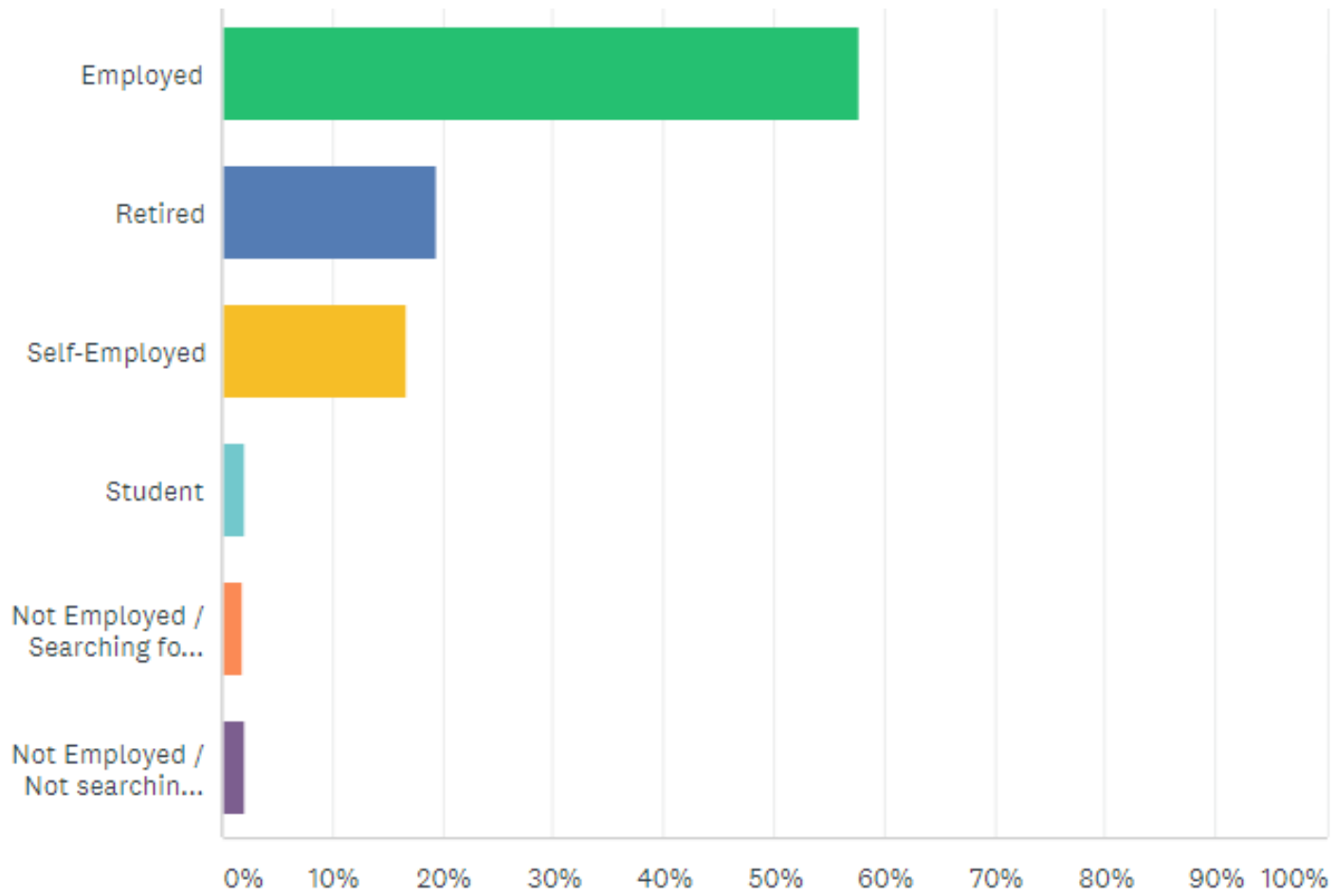
The analysis was generated by a survey of 1,000 respondents of which 601 participated in community values scoring. Respondents identified themselves as part of a community: Delhi (78), Port Dover (112), Port Rowan (28), Simcoe (242), and Waterford (48). Respondents also self-reported association with economic sectors: Agriculture (215); Arts, Entertainment & Recreation (241); Education (151); Health Care & Social Services (235); Manufacturing (114); and Tourism (257). Scores and ranks reflect weighted averages in calculations as a result of the number of respondents in each category.

## Survey Sample

All respondents live or work in Norfolk County.

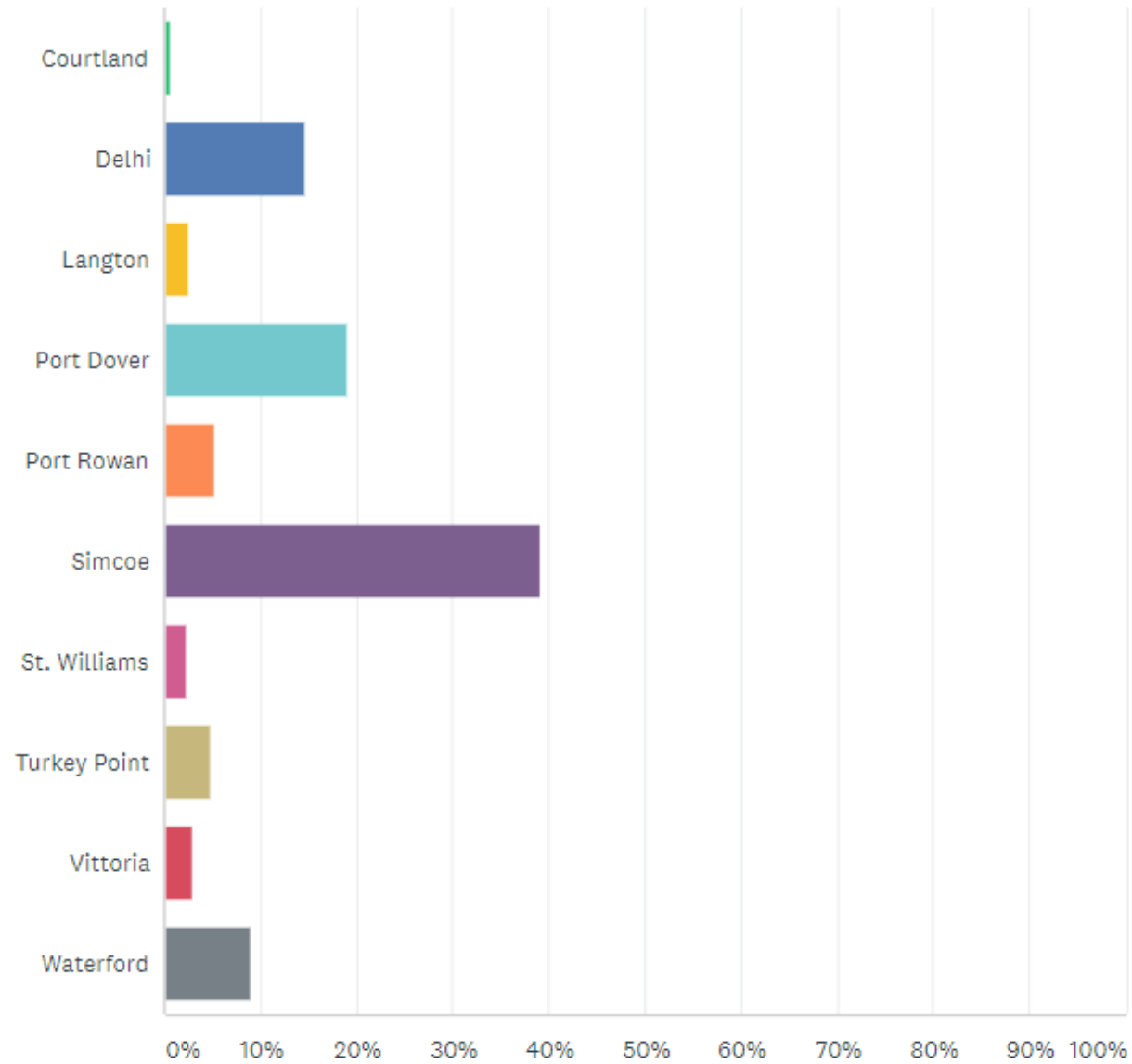


**Employment Status:**

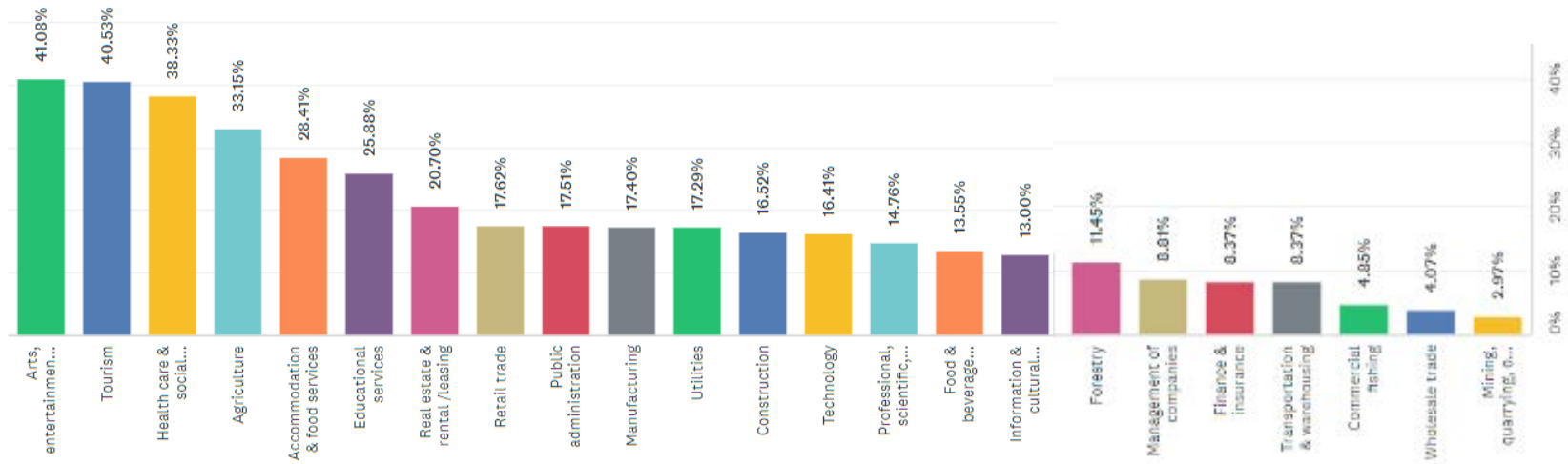




**Community:**



What Economic Sectors are you most interested in?



## **Value choices – United Nations Sustainable Development Goals**

The ten choices for community values on the survey were based on the United Nations' Division for Sustainable Development Goals (DSDG) 17 internationally agreed development goals. Source: [sustainabledevelopment.un.org](https://sustainabledevelopment.un.org).

1. No poverty: End poverty in all its forms everywhere
2. Zero Hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. Good Health and Well-Being: Ensure healthy lives and promote well-being for all at all ages
4. Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Gender Equality: Achieve gender equality and empower all women and girls
6. Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all
7. Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable and modern energy for all
8. Decent Work and Economic Growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Industry, Innovation and Infrastructure: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce Inequalities: Reduce inequality within and among countries
11. Sustainable Cities and Communities: Make cities and human settlements inclusive, safe, resilient and sustainable
12. Responsible Consumption and Production: Ensure sustainable consumption and production patterns
13. Climate Action: Take urgent action to combat climate change and its impacts

14. Life Below Water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Life on Land: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. Peace, Justice and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Partnership for the Goals: Strengthen the means of implementation and revitalize the global partnership for sustainable development

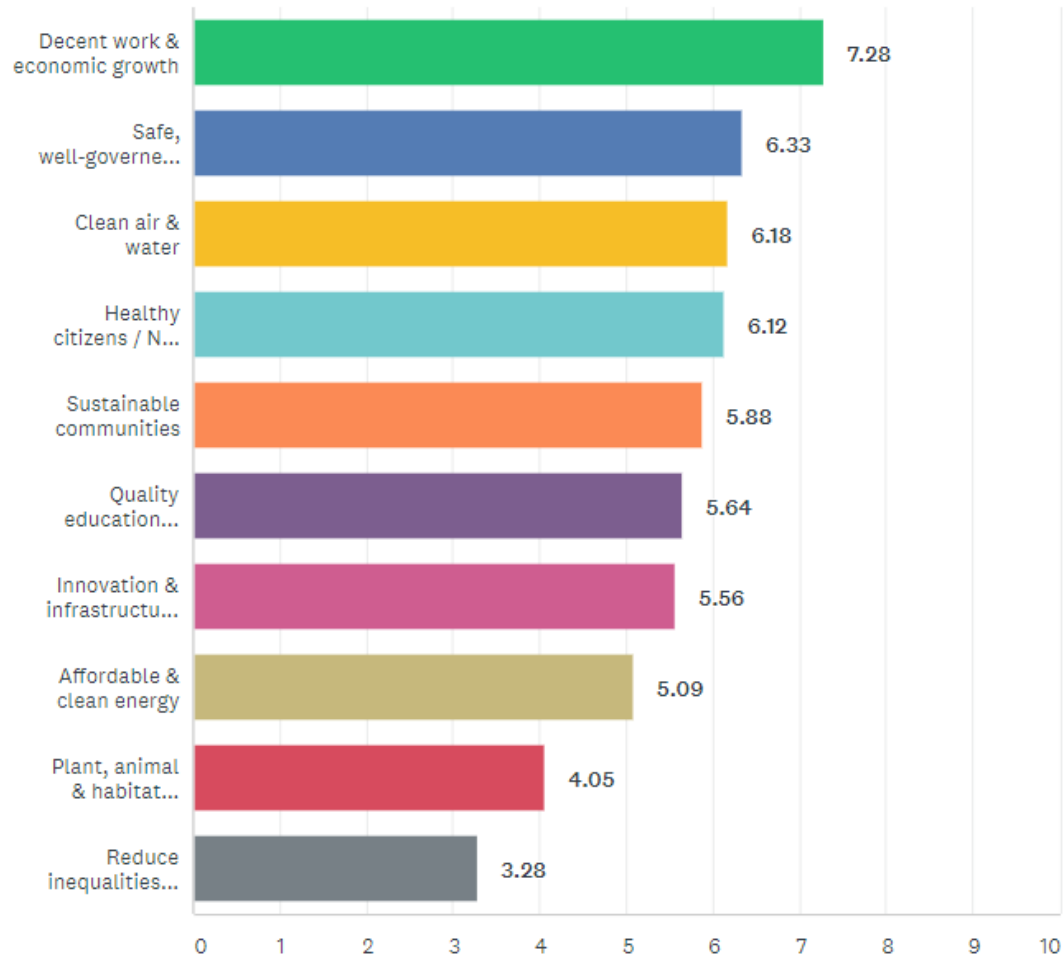


## Data

Which community values are most important to you for a positive future?																						
Drag or renumber the rows: #1 is your top priority (Based on United Nations Sustainable Development objectives)																						
	1		2		3		4		5		6		7		8		9		10		Total	Score
Decent work & economic growth	23.54%	137	15.98%	93	15.81%	92	9.79%	57	11.00%	64	8.42%	49	5.84%	34	4.64%	27	3.09%	18	1.89%	11	582	7.28
Safe, well-governed communities	14.66%	85	14.48%	84	11.38%	66	12.41%	72	8.28%	48	9.66%	56	10.17%	59	6.72%	39	6.90%	40	5.34%	31	580	6.33
Clean air & water	16.75%	97	11.23%	65	7.43%	43	10.36%	60	10.54%	61	12.09%	70	12.09%	70	10.54%	61	5.35%	31	3.63%	21	579	6.18
Healthy citizens / No poverty	11.71%	67	11.01%	63	14.69%	84	11.54%	66	10.49%	60	9.44%	54	9.27%	53	10.49%	60	6.99%	40	4.37%	25	572	6.12
Sustainable communities	10.26%	59	9.91%	57	11.83%	68	12.35%	71	11.65%	67	10.09%	58	11.48%	66	8.87%	51	8.70%	50	4.87%	28	575	5.88
Quality education opportunities	4.67%	27	10.90%	63	11.94%	69	14.01%	81	12.46%	72	10.73%	62	10.90%	63	10.38%	60	8.13%	47	5.88%	34	578	5.64
Innovation & infrastructure renewal (for global competitiveness)	10.90%	63	12.63%	73	10.21%	59	8.65%	50	9.00%	52	9.00%	52	7.79%	45	10.03%	58	9.17%	53	12.63%	73	578	5.56
Affordable & clean energy	3.85%	22	7.69%	44	9.09%	52	9.44%	54	13.29%	76	14.34%	82	10.84%	62	11.36%	65	13.29%	76	6.82%	39	572	5.09
Plant, animal & habitat diversity	3.13%	18	4.17%	24	5.21%	30	7.64%	44	9.03%	52	9.03%	52	10.24%	59	15.28%	88	18.40%	106	17.88%	103	576	4.05
Reduce inequalities (gender, race, disability, etc.)	2.83%	16	3.89%	22	3.71%	21	3.71%	21	5.12%	29	6.71%	38	10.78%	61	10.07%	57	18.37%	104	34.81%	197	566	3.28
																					Answered	601
																					Skipped	399

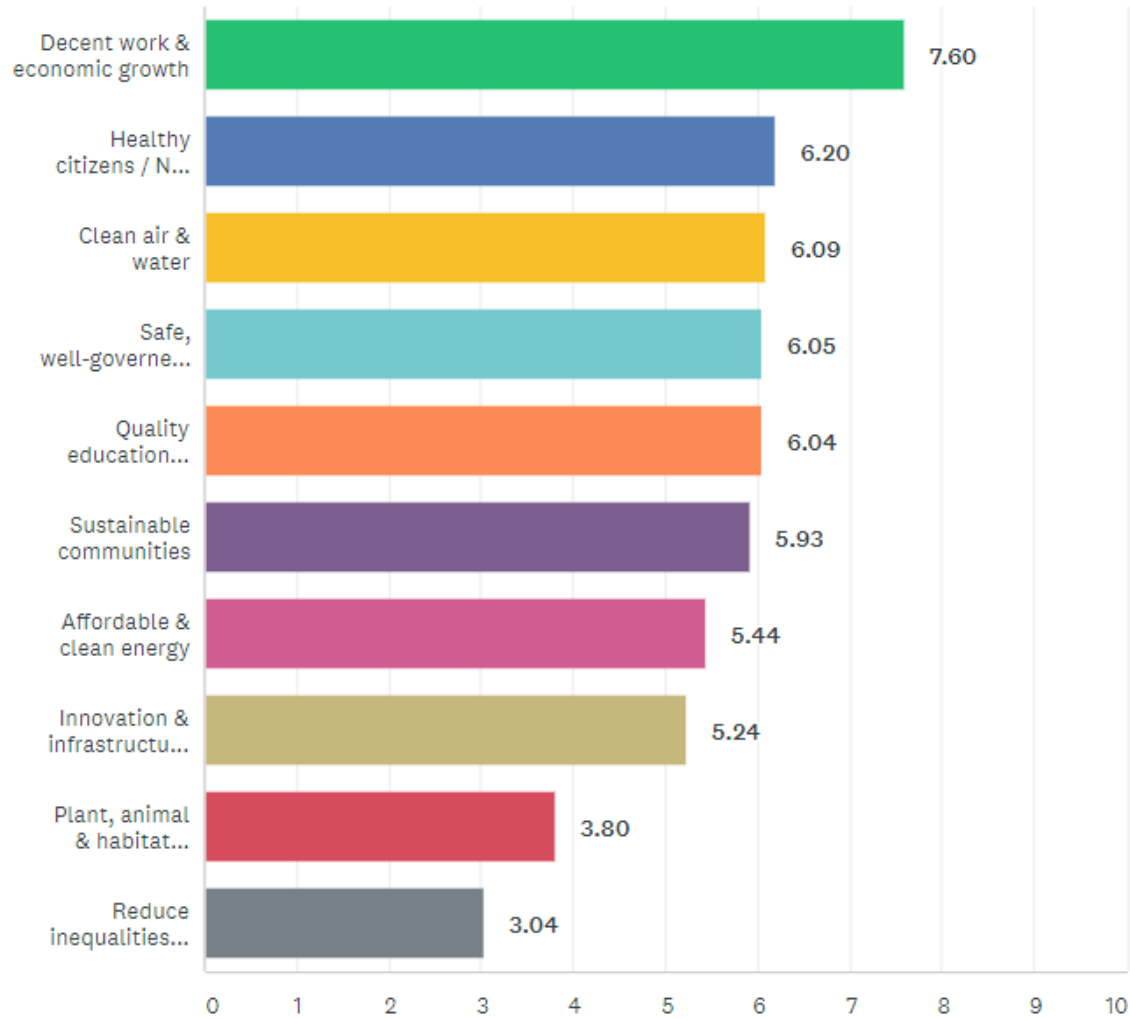
## Community Values – Norfolk County overall

Answered: 601 Skipped: 399



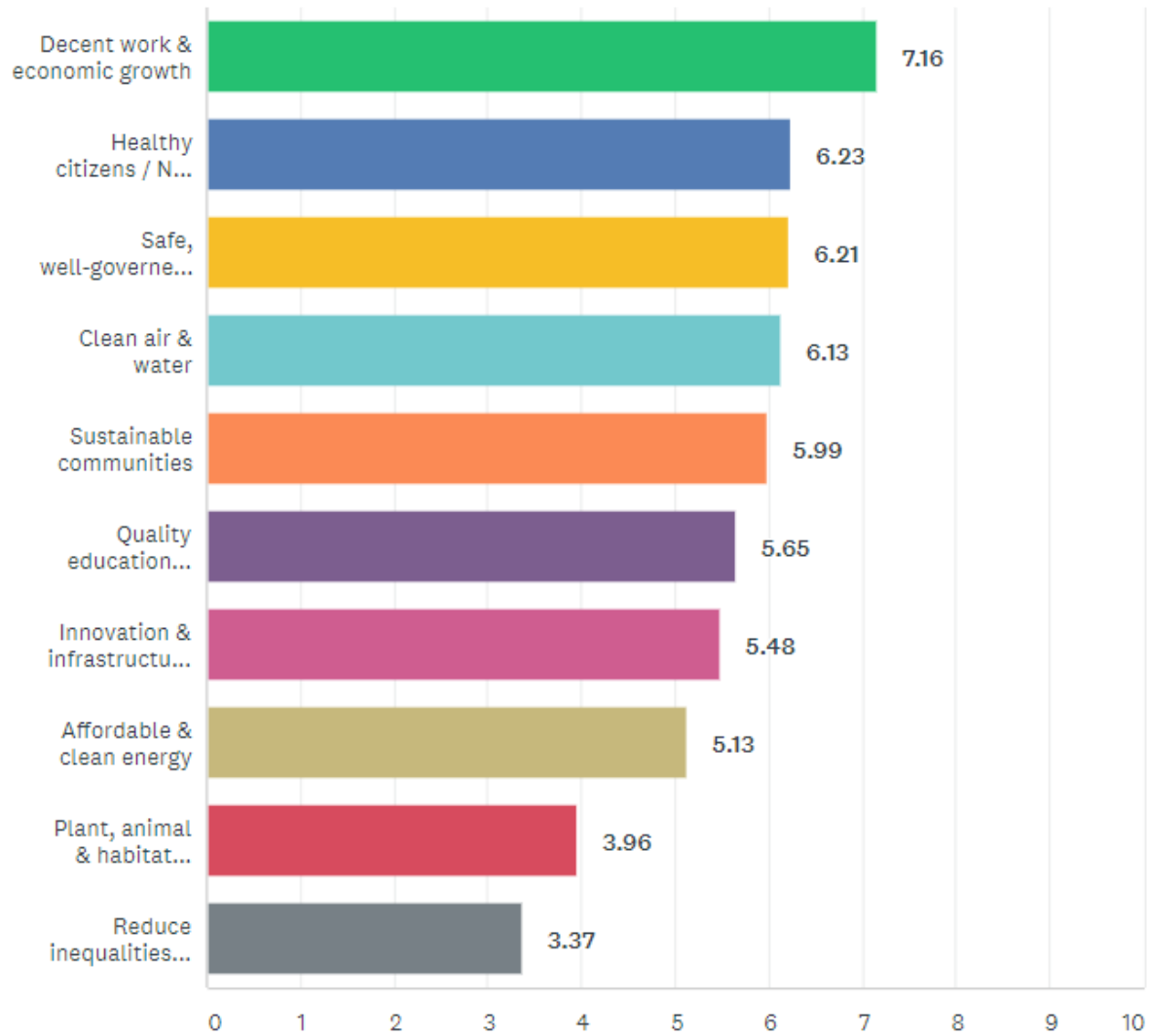
## Community Values – Delhi

Answered: 78 Skipped: 55



## Community Values – Port Dover

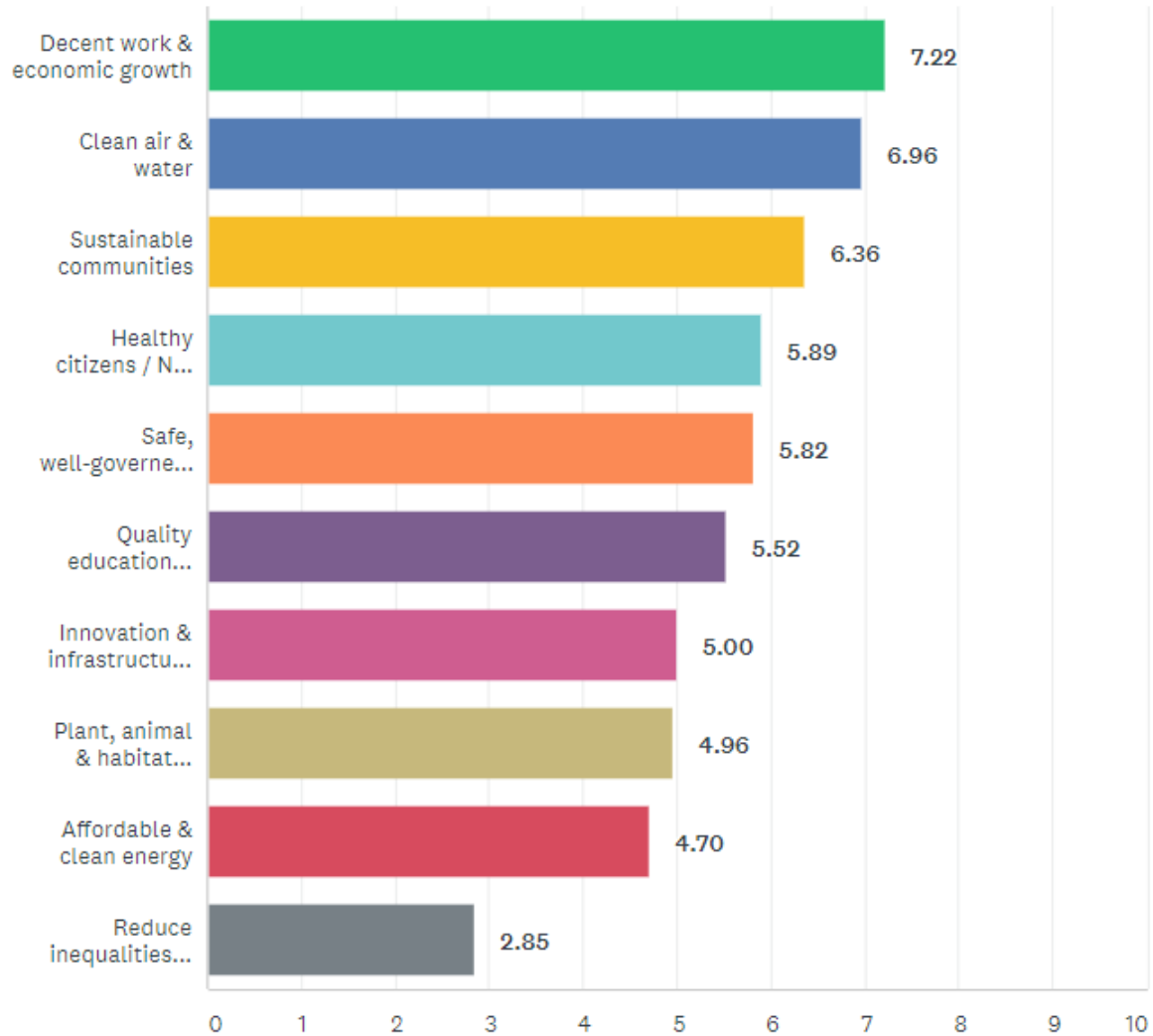
Answered: 112 Skipped: 61





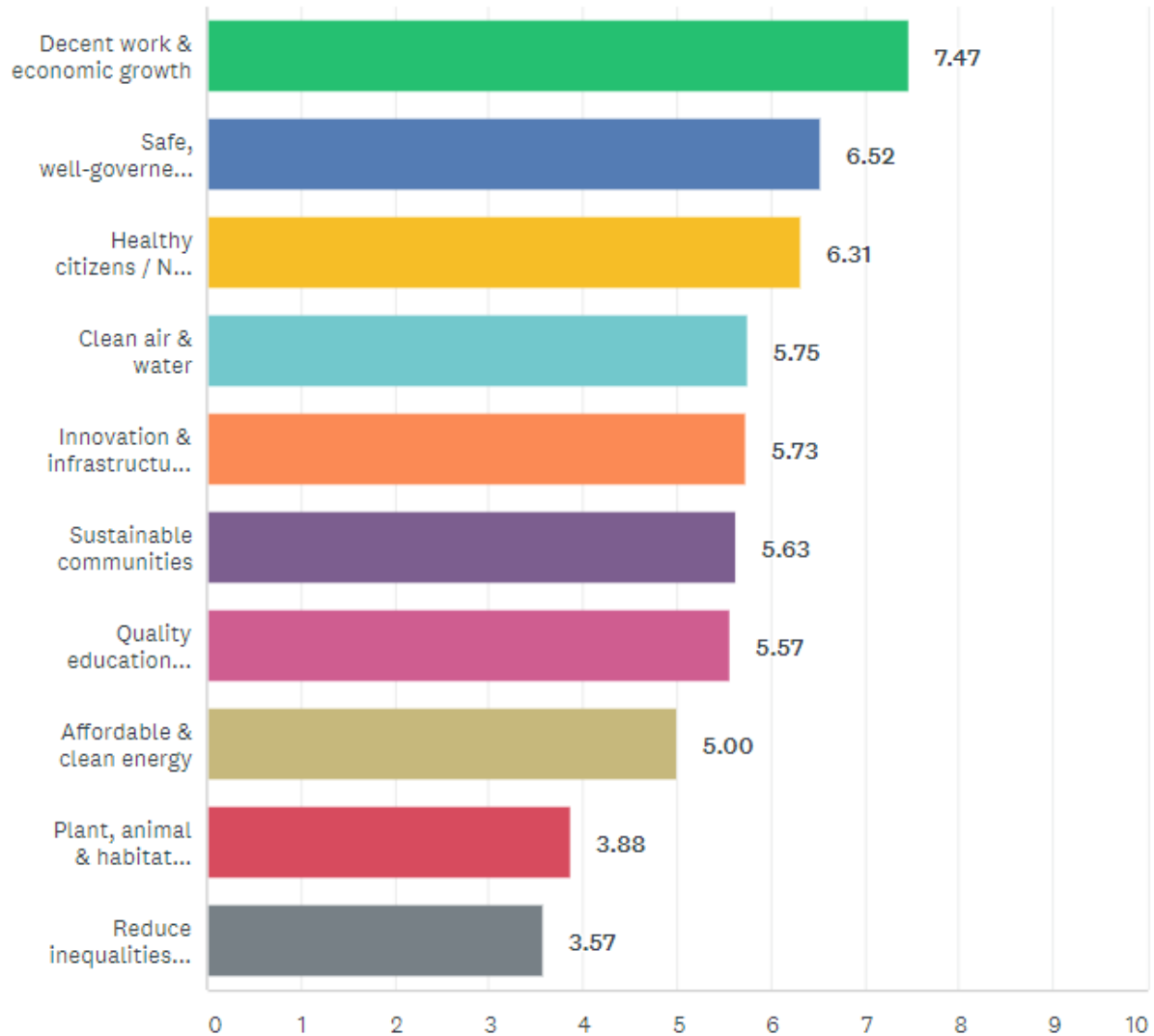
## Community Values – Port Rowan

Answered: 28 Skipped: 19



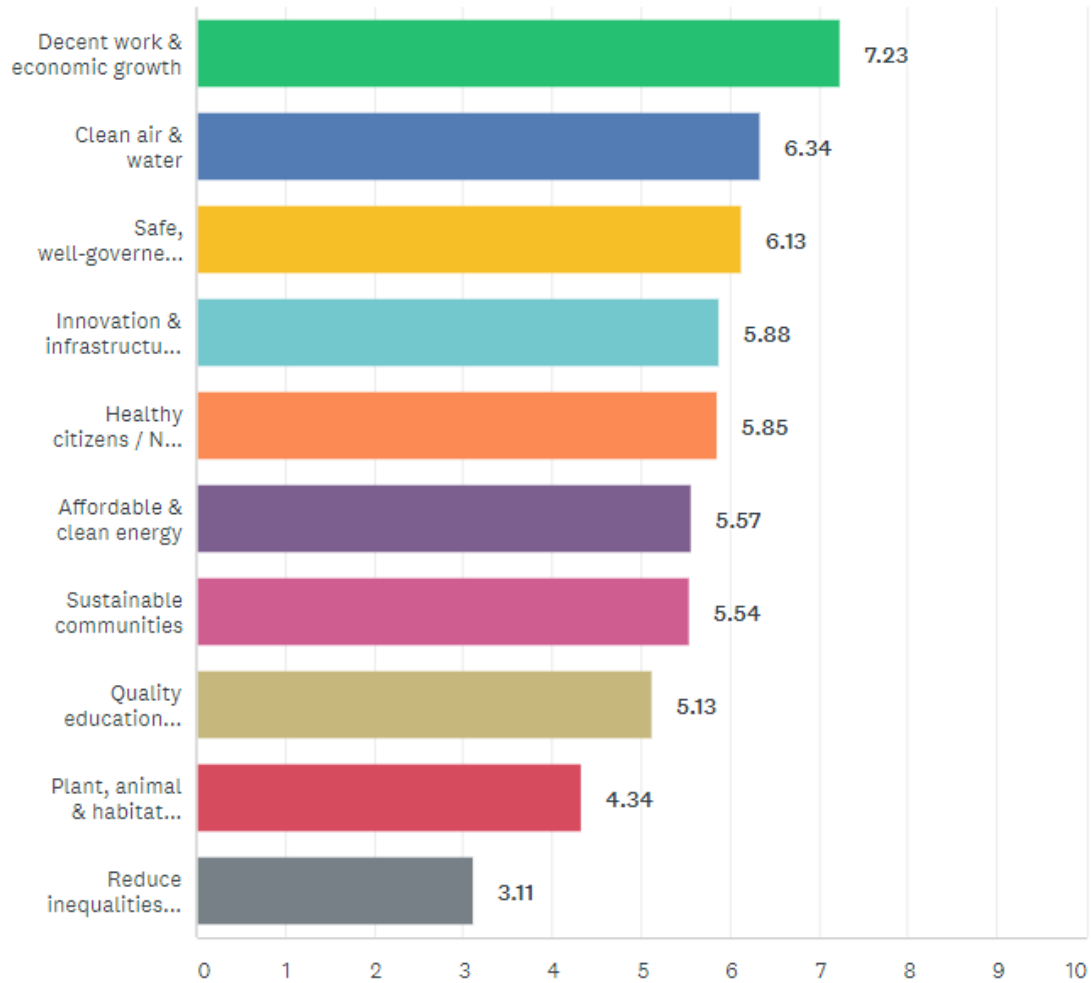
## Community Values – Simcoe

Answered: 242 Skipped: 115



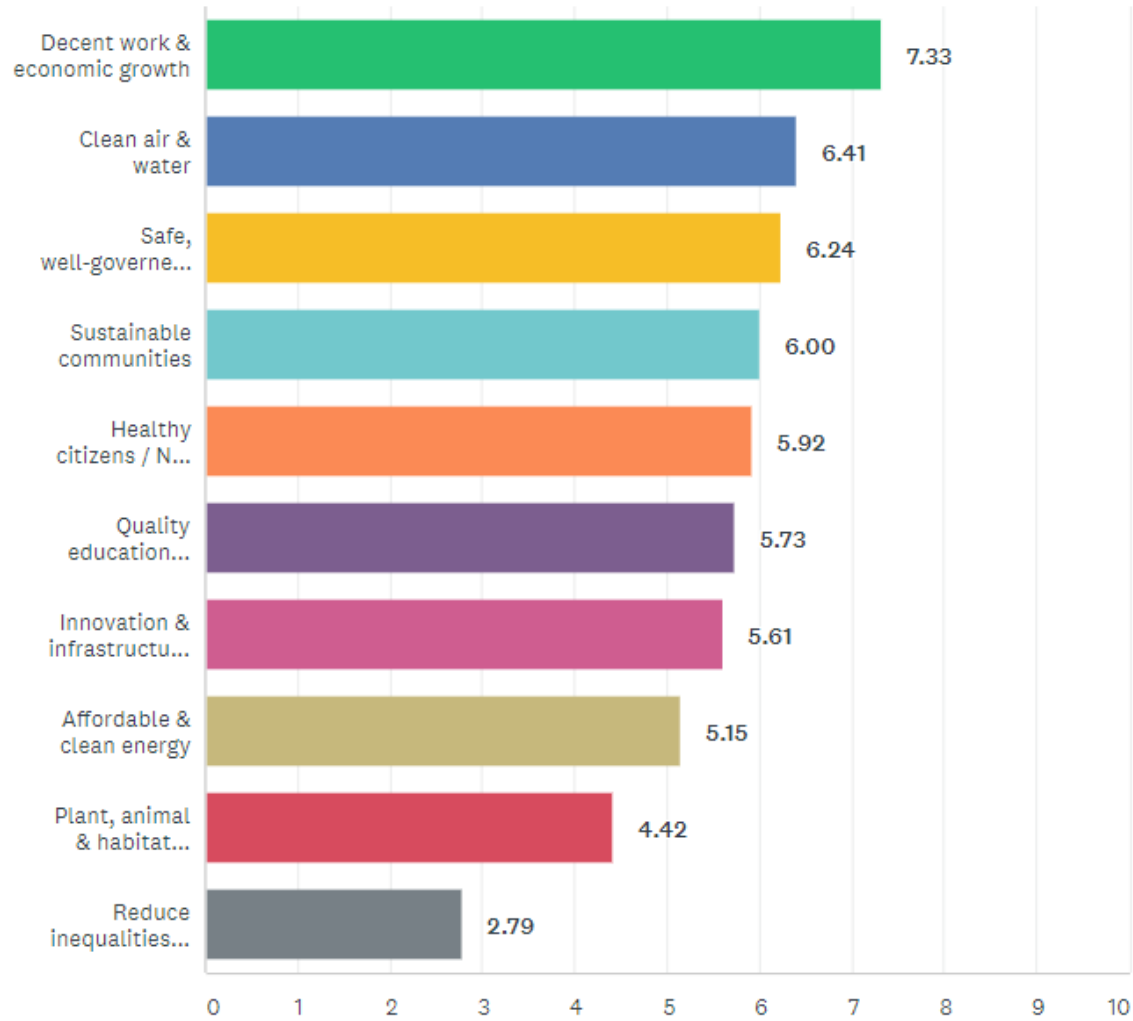
## Community Values – Waterford

Answered: 48 Skipped: 34



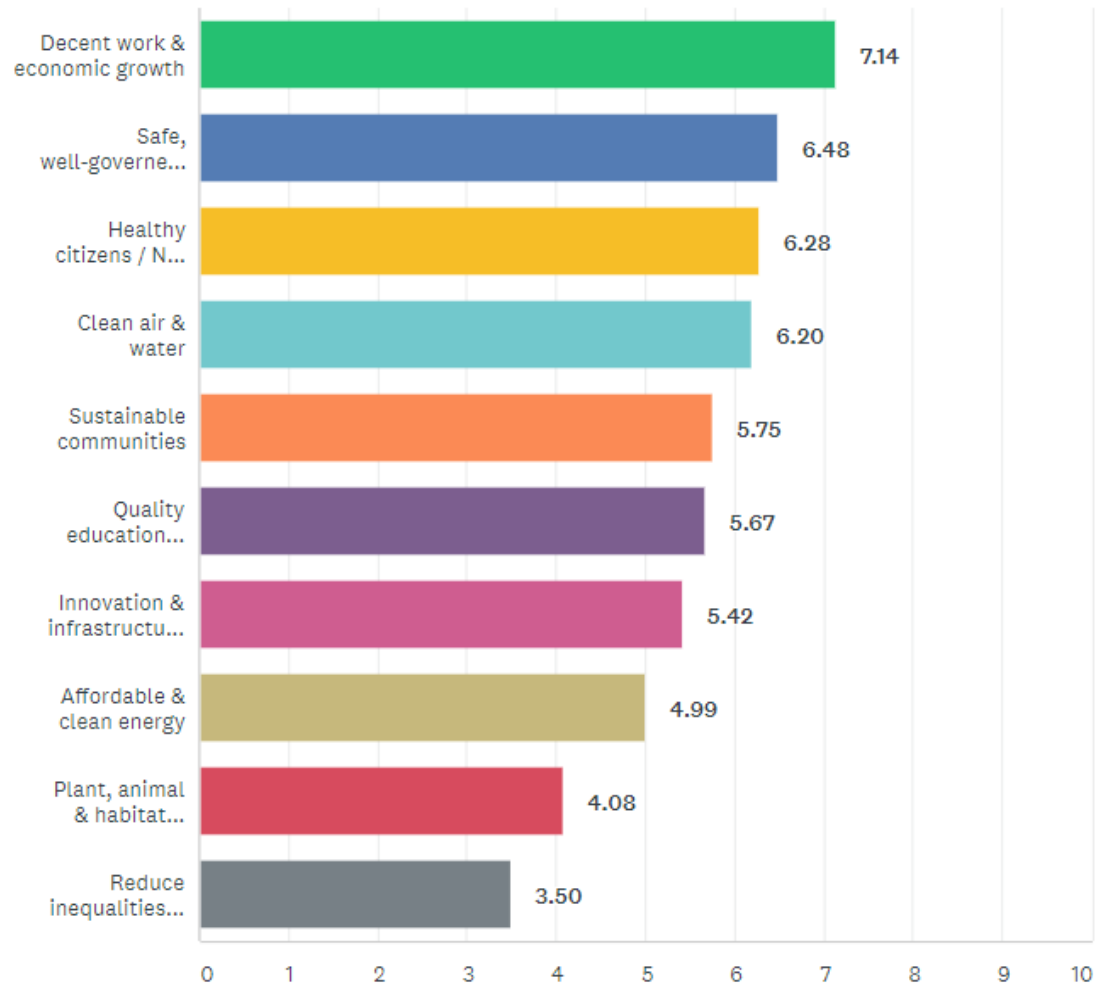
## Community Values – Agriculture

Answered: 215 Skipped: 86



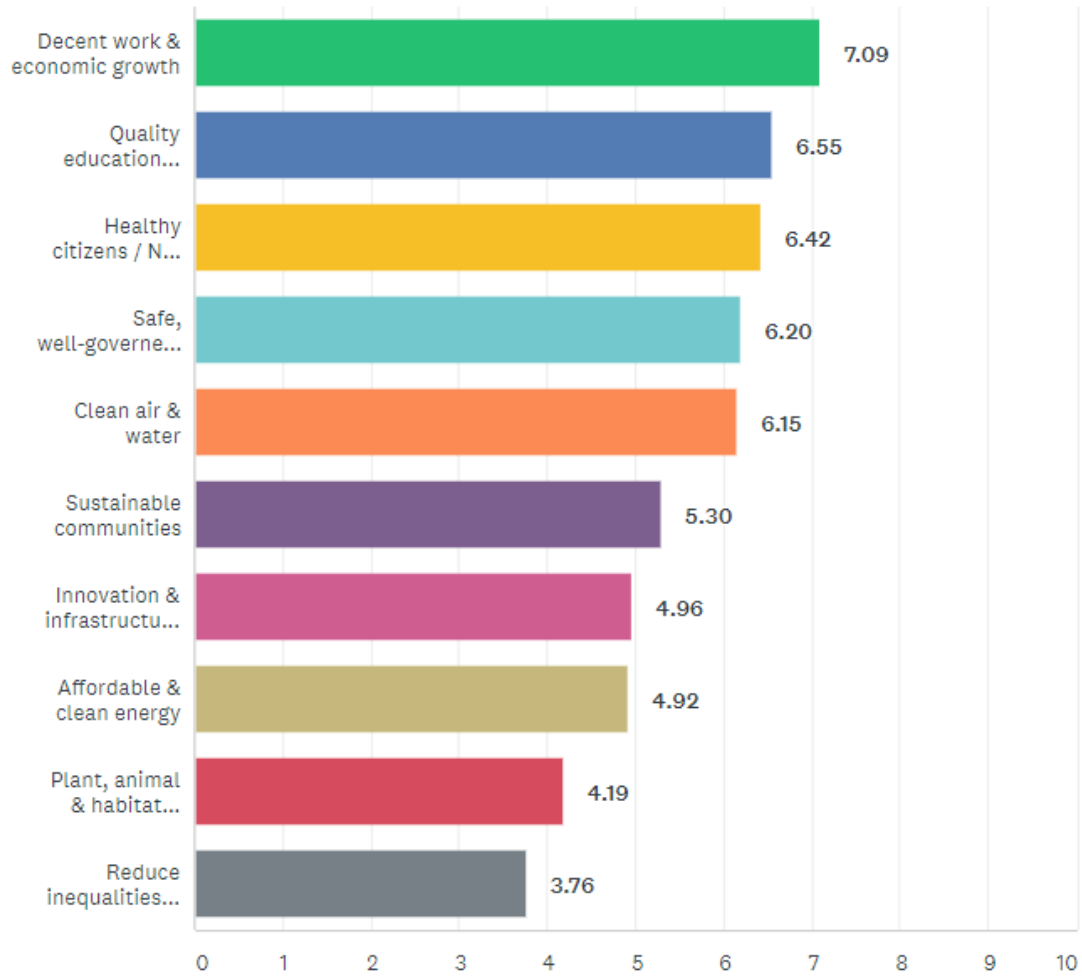
## Community Values – Arts, Entertainment & Recreation

Answered: 241 Skipped: 132



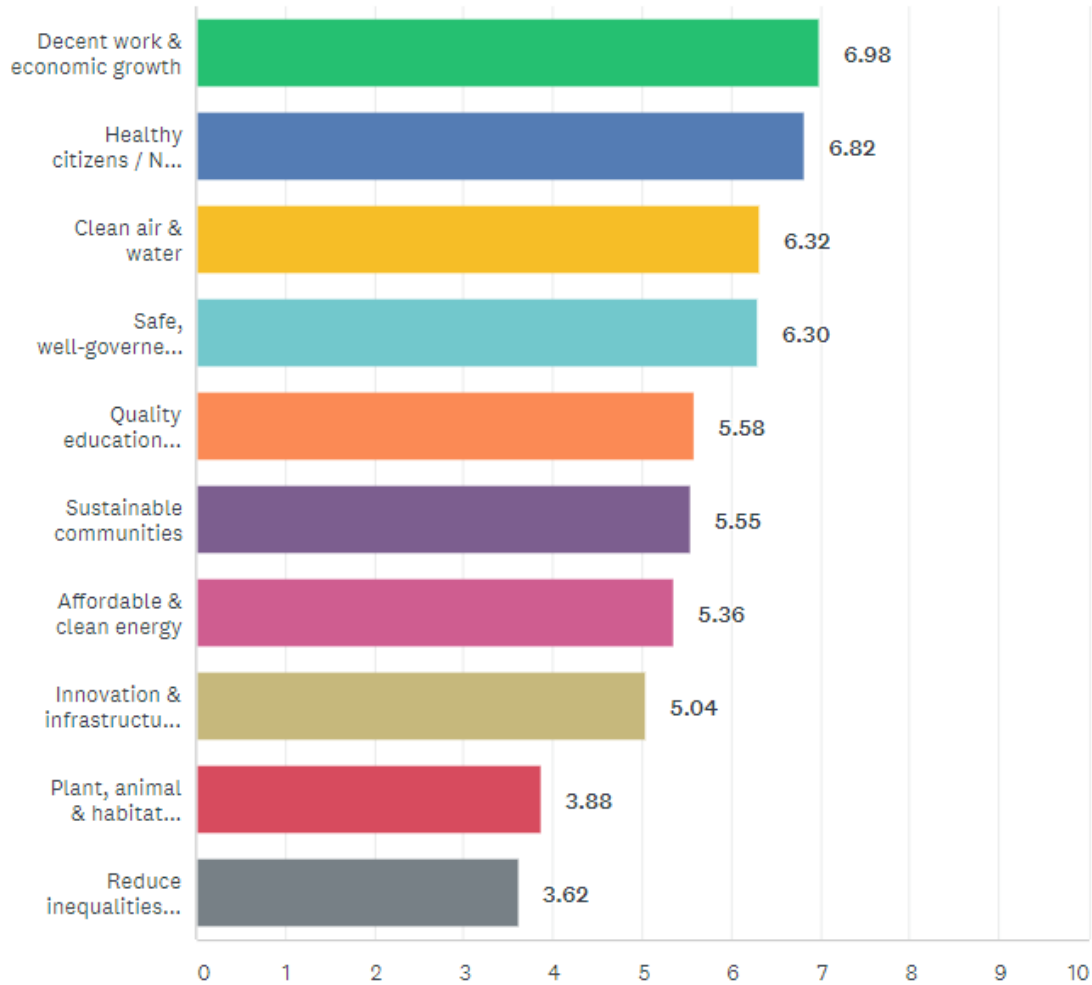
## Community Values – Education

Answered: 151 Skipped: 84



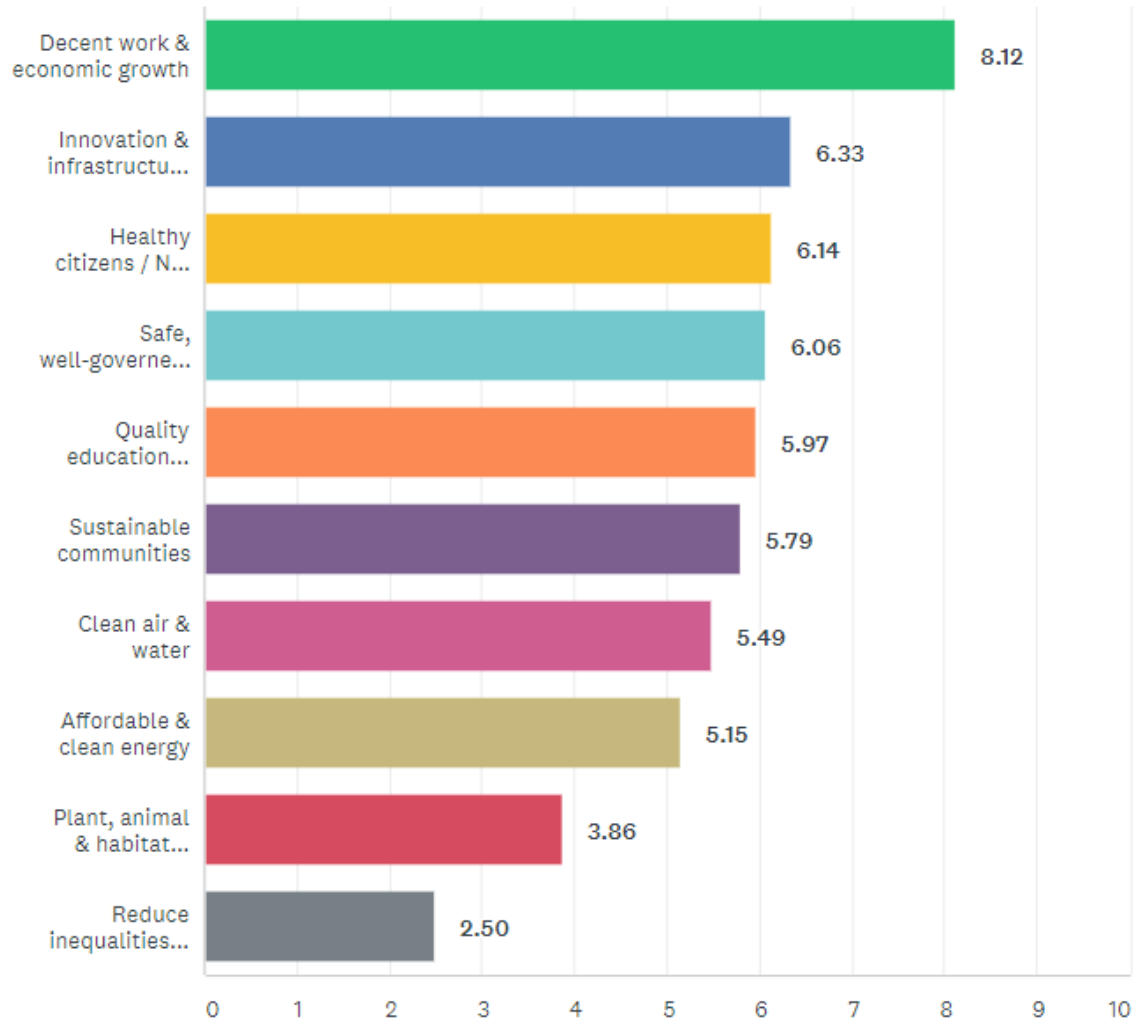
## Community Values – Health Care & Social Services

Answered: 235 Skipped: 113



## Community Values – Manufacturing

Answered: 114 Skipped: 44





## Community Values – Tourism

Answered: 257 Skipped: 111

