

	Norfolk County Overall	Tourism Industry
<b>Connections &amp; Cooperation:</b> Does the community have the ability to draw together to achieve community-wide goals? Is everyone included?	R=432	R=272
Norfolk County cooperates with neighbouring counties.	0.4	0.4
It is easy to find volunteers for projects in my community.	0.2	0.2
In general, groups within Norfolk County work together on shared goals.	-0.1	
There is a vision or plan that addresses the needs of all groups within Norfolk County.	-0.7	-0.7
Diversity (age, culture, interests) within my community is represented in community activities.	-0.3	-0.3
Norfolk County is able to deal constructively with conflict.	-0.7	-0.7
<b>Community Vitality:</b> Does the community have a rich and dynamic cultural and social life; is there pride, and celebration of success?	R=426	R=269
In my community, there are friendly public spaces – parks, squares, fountains, outdoor cafes, benches, playgrounds – where a variety of people feel welcome.	0.4	0.4
Norfolk County celebrates itself – it engages in fun and laughter.	0.5	0.5
My community has at least one public festival that generates a feeling of magic and excitement.	1.1	1.1
My community has an optimistic spirit.	0.3	0.3
A spirit of life-long learning and a hunger for knowledge is present in Norfolk County.	-0.2	-0.3
Newcomers are welcome in my community.	0.4	0.4

<b>Leadership:</b> Do individuals and groups take effective leadership responsibility, and are leaders responsive and democratic?	R=417	R=263
Residents and local government have an active, respectful dialogue.	-0.2	-0.3
Norfolk County residents have opportunities to develop leadership skills.	0.0	0.0
There is a pool of talented people who are available for leading community initiatives.	0.6	0.6
Youth leadership is supported and developed in my community.	-0.2	-0.2
People representing the interests of the non-profit, private and government sectors jointly participate in community decision-making.	-0.2	-0.3
Local elections attract many talented and diverse candidates.	-0.4	-0.5
	-1 0 1	-1 0 1
<b>Strategic Capacity:</b> Are the physical and financial resources available to achieve the community's vision, and is there a plan?	R=415	R=262
There is an up-to-date community vision or plan for Norfolk.	-0.5	-0.4
There is a vibrant centre or community core in my community.	-0.4	-0.4
Norfolk County has the financial resources to meet its basic needs.	0.0	-0.1
Physical infrastructure is reliable, well-maintained and modern in my community.	-0.8	-0.8
A variety of real estate is available to accommodate business expansion, attraction or creation in Norfolk County.	-0.1	-0.1
Capital is readily available for new and expanding businesses.	-0.4	-0.4
	-1 0 1	-1 0 1

<b>Community Sustainability:</b> Is the community economically and environmentally self-sufficient?	R=409	R=258
For leaders or key community members, thought is being given to replacing them if the need arises (for example, retirement).	-0.2	-0.2
For people in Norfolk County, the integrity of the environment is a priority.	0.4	0.4
Middle-income earners can afford to buy a house in Norfolk County.	-0.2	-0.2
Young adults age 25-34 consider Norfolk County a desirable place to live.	-0.8	-0.9
Norfolk County is not dependent on a small number of employers.	-0.4	-0.5
Norfolk County considers environmental sustainability in its community planning.	0.1	0.1
<b>Business Health:</b> Does the community identify and act on business opportunities? Does the community encourage and support entrepreneurs?	R=404	R=255
Norfolk County identifies and acts upon opportunities.	-0.8	-0.8
Local leadership is committed to recruiting or attracting businesses to the area and uses strategies or incentives to do so.	-0.6	-0.6
Norfolk County has a distinctive or unique brand or marketing image.	0.4	0.3
People prefer to purchase local products and services.	1.0	0.9
Successful businesses want to remain in Norfolk County.	0.8	0.7
Local leadership recognizes that businesses are important and valuable for the development of Norfolk County.	0.1	0.0