



Nova Scotia Federation of Municipalities

August 13, 2020, Danny Graham
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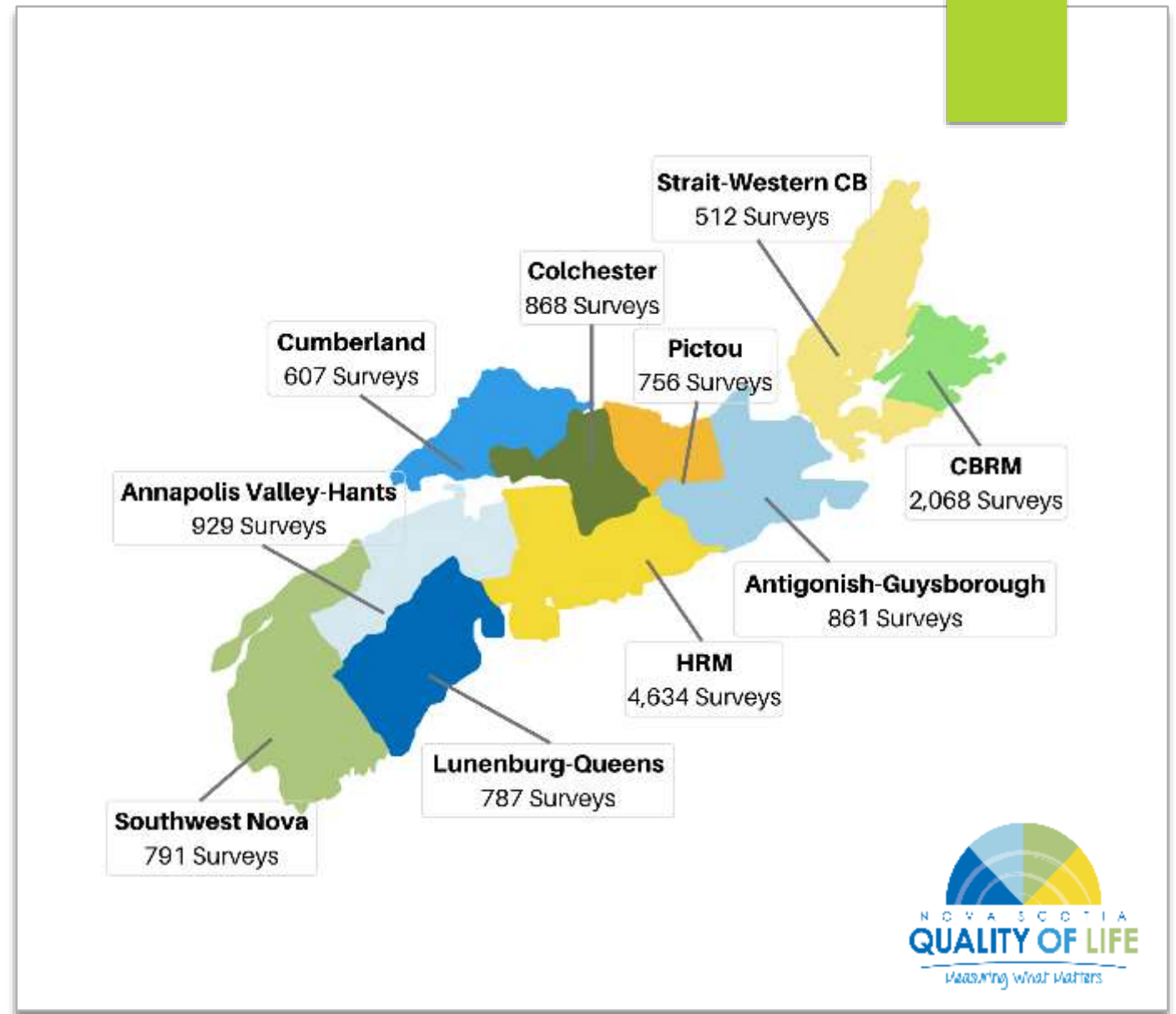
Overview of Themes

- ▶ What We Did
- ▶ What We Learned (so far)
- ▶ Quality of Life and Economy
- ▶ What's Next in your region?
- ▶ Questions and Discussion

What We Did

Largest Quality of Life Data Set in North America

- 9 Local Leadership Teams
- Several dozens Partners
- 12,827 Surveys Completed
- 8 Domains
- 230 Indicators



Examples of 230 Indicators (Available for each of the regions)


- ▶ 1. Overall Life Satisfaction
- ▶ 2. Mental and Physical Health
- ▶ 3. Internet Service
- ▶ 4. Libraries, parks and recreation
- ▶ 5. Health care
- ▶ 6. Community belonging
- ▶ 7. Buy necessities
- ▶ 8. Nearby environment
- ▶ 9. Level of civic engagement
- ▶ 10. Under-employment
- ▶ 11. Discrimination
- ▶ 12. Trust in institutions and others


- ▶ **Ability to break out results by age, gender, ethnicity, living circumstances, income, region etc.**
- ▶ **Reaching Underrepresented Populations is an ever-present priority.**

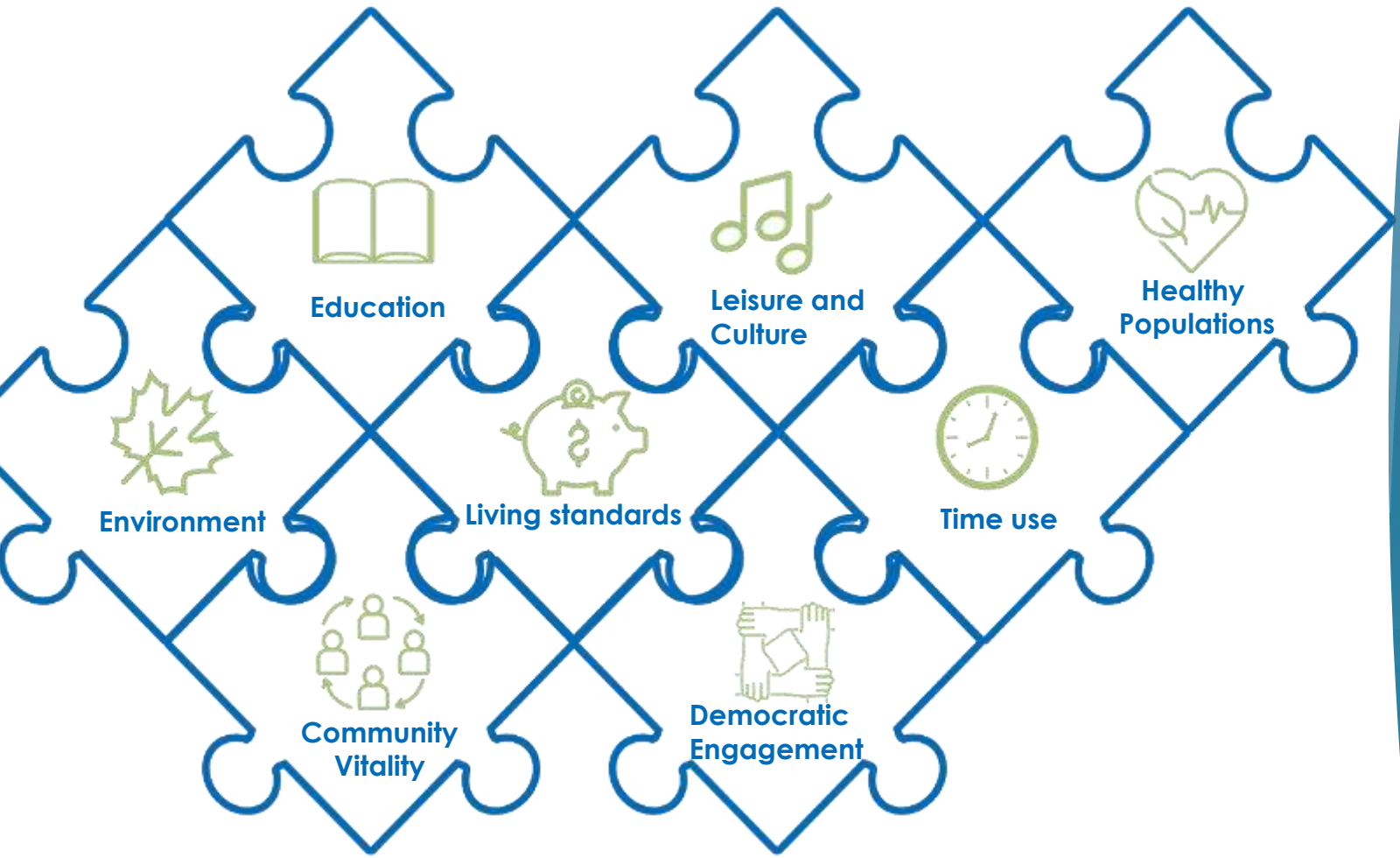
Sample Page From First Report

(Table From Page 256)

Adequate Time to ...	Ranking of Perceptions of Time Adequacy for Selected Activities										
	Rank in NS	HRM	CBRM	AV-H	Ant-Guy	Colc.	Cumb.	Lun.-Q	Pictou	SWN	SA-WCB
Be yourself	1	1	1	1	2	1	1	1	1	1	1
Prepare or eat healthy meals	2	2	4	2	1	3	3	2	3	2	2
Be with your partner or spouse	3	3	2	3	3	2	7	7	2	4	5
Get enough sleep/rest	4	4	5	5	4	4	2	4	10	3	3
Complete chores or errands	5	5	6	7	5	5	4	5	5	7	6
Socialise	6	6	8	6	7	6	5	8	8	6	7
Form and sustain serious relationships	7	9	9	4	11	8	6	3	4	5	9
Exercise	8	8	10	8	6	7	8	6	9	8	4
Be together with your family	9	7	3	11	10	9	9	11	6	9	10
Be with the children you live with	10	10	7	10	9	11	11	10	7	12	11
Nurture your spiritual side	11	11	11	9	8	10	12	9	11	10	8
Participate in or be active in the community	12	13	12	13	12	12	10	12	13	11	12
Nurture your creative side	13	12	13	12	13	13	13	13	12	13	13

 Rank in region is notably *higher* than province overall

 Rank in region is notably *lower* than province overall

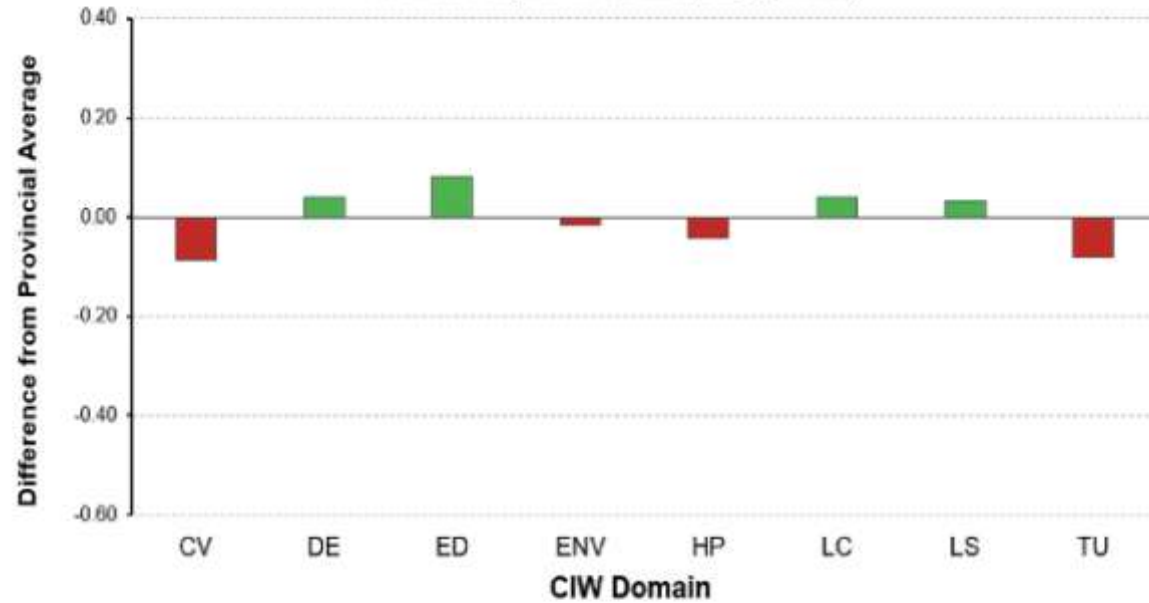


Eight Domains of Quality of Life

What We Learned (so far)

Quality of life by region: *Halifax RM*

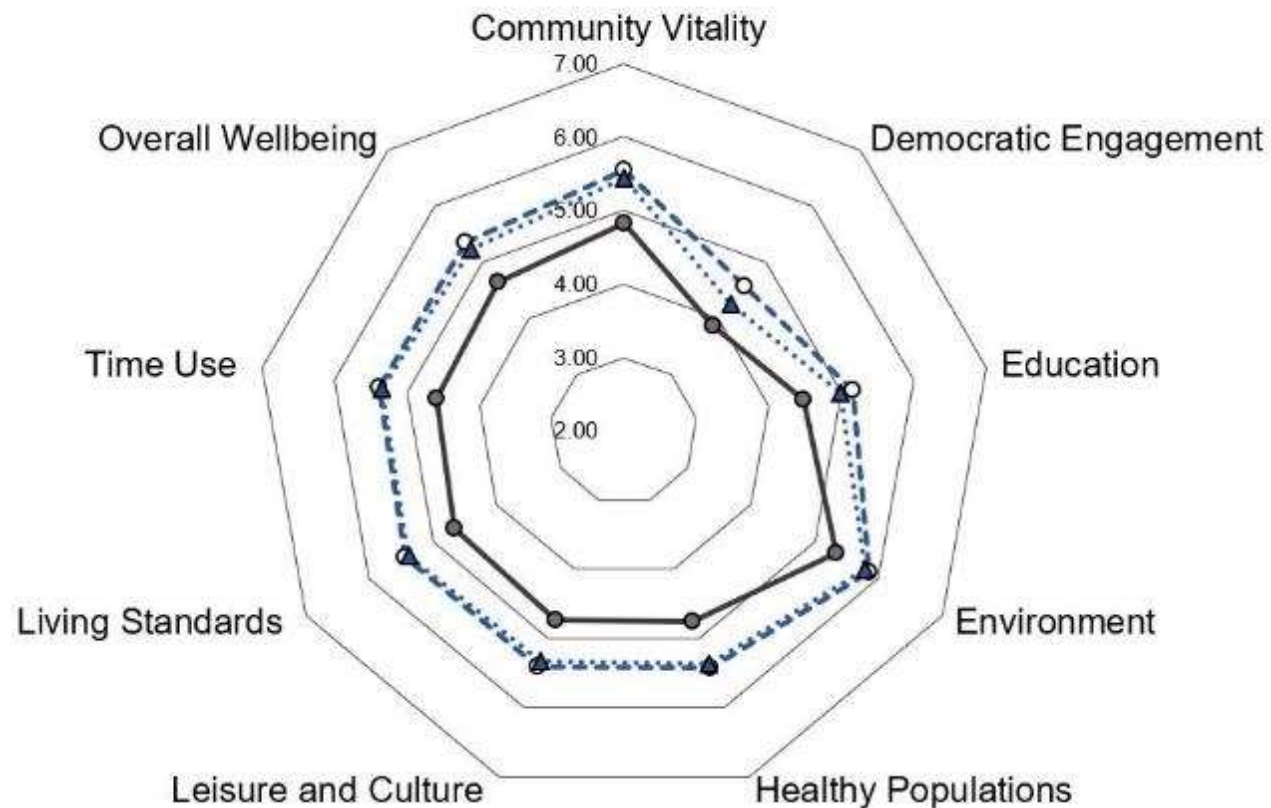
Satisfaction with the CIW domains:
Halifax Regional Municipality (HRM)



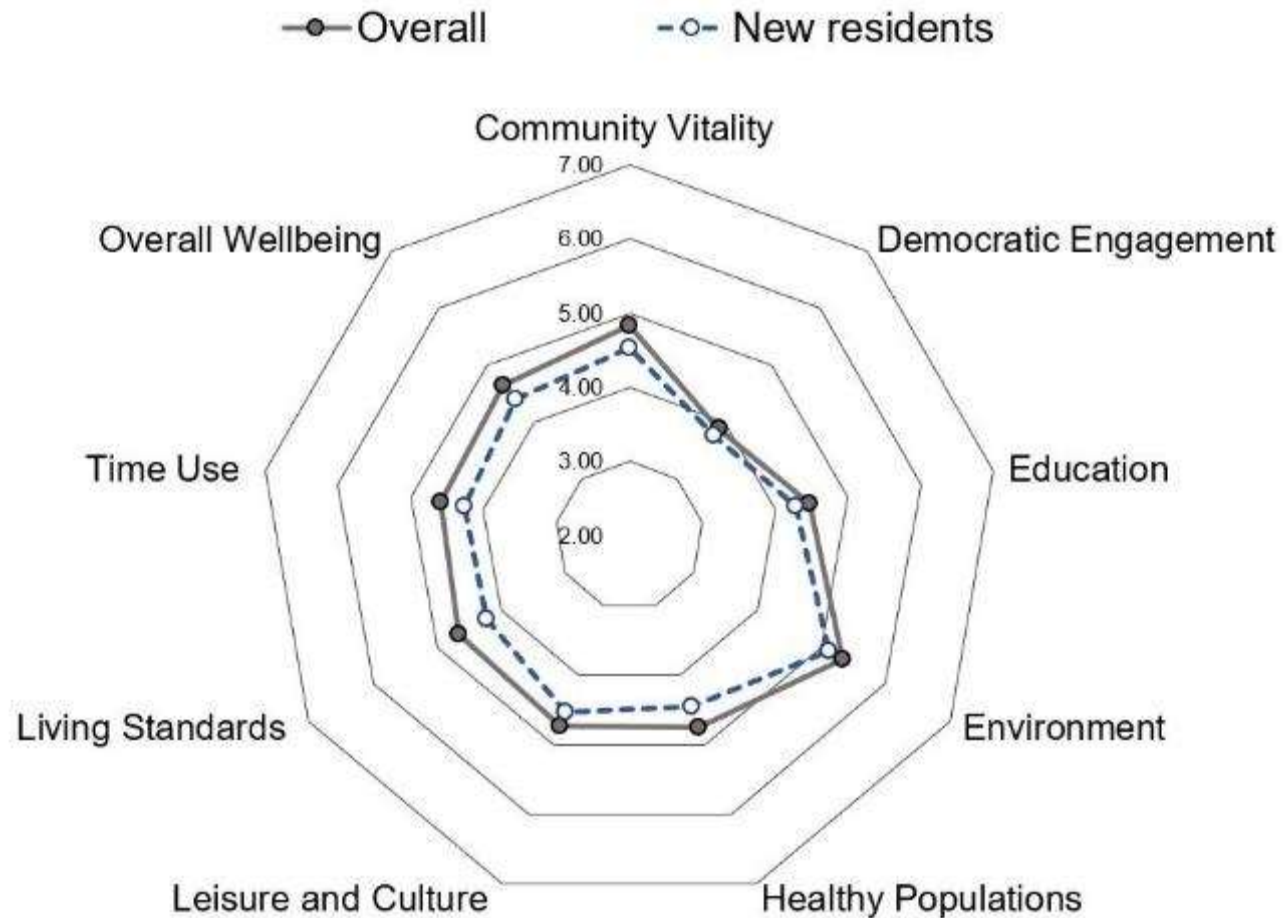
Key: CV = Community Vitality; DE = Democratic Engagement; ED = Education; ENV = Environment;
HP = Healthy Populations; LC = Leisure and Culture; LS = Living Standards; TU = Time Use

CIW

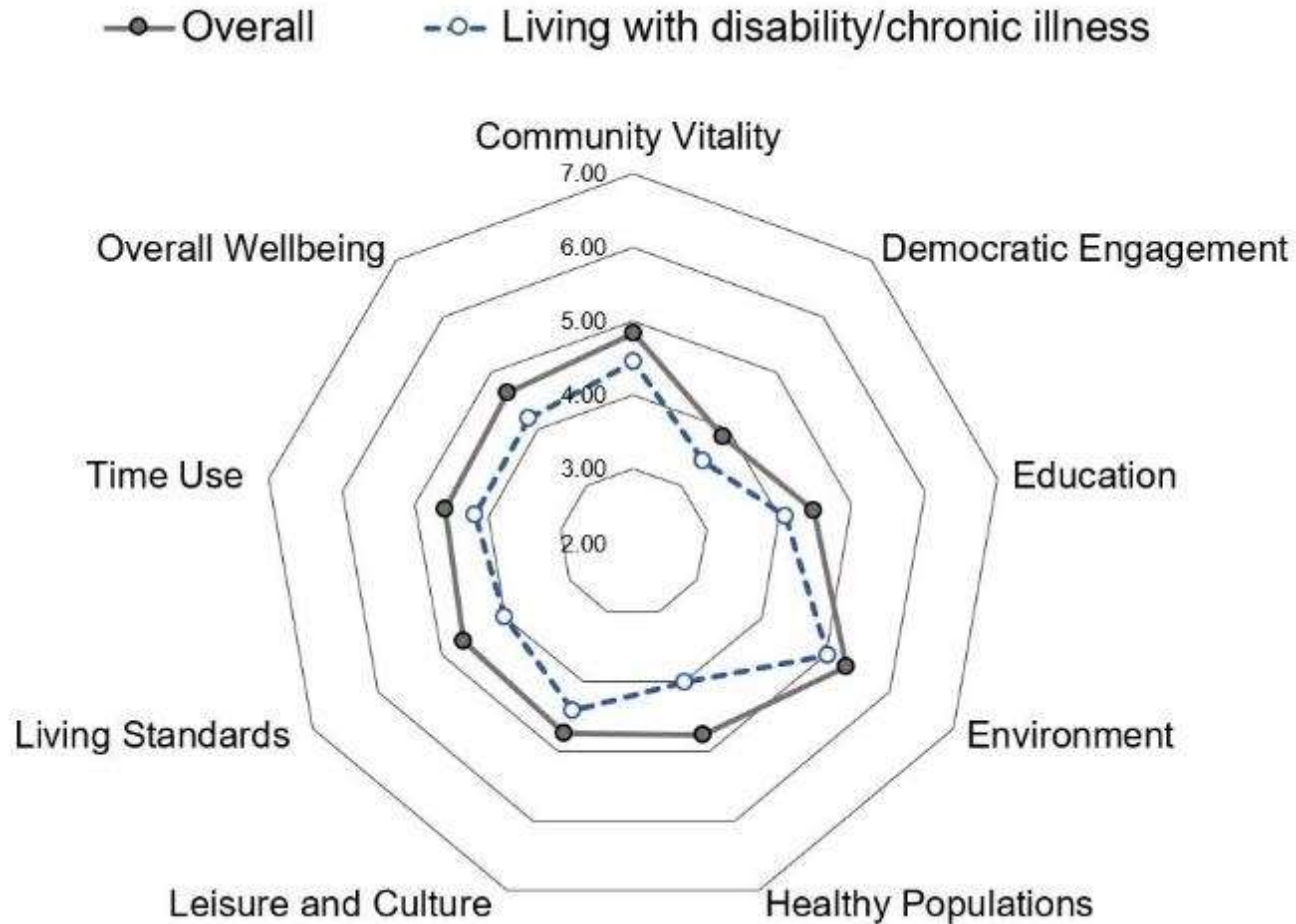
—●— Overall -○- 75 years and older ···▲··· 65-74 years



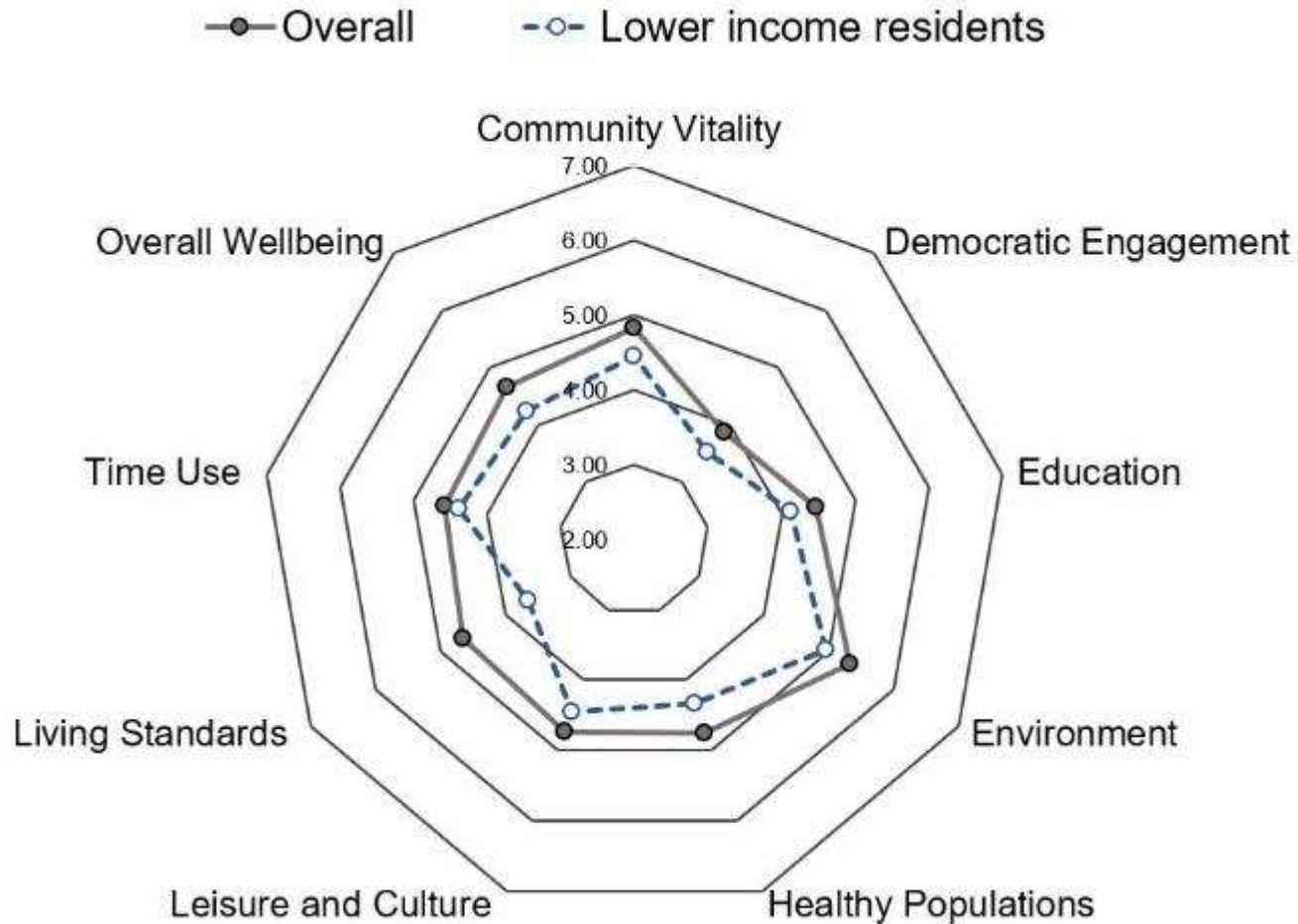
Older adults
report doing well
in all 8 domains



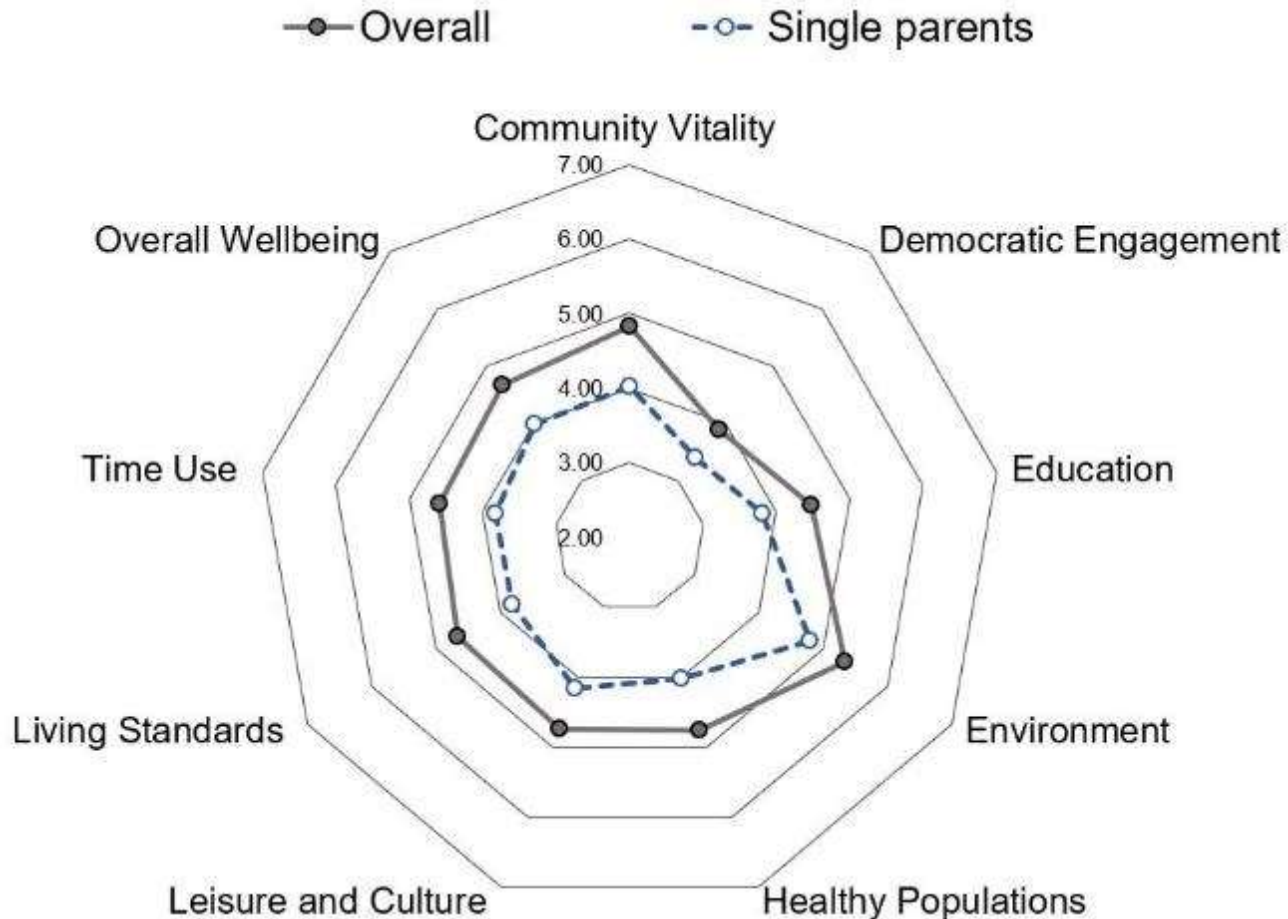
Newcomers are trailing in all 8 domains



Residents with disabilities and chronic disease are trailing in all 8 domains



Residents with low incomes are trailing in all 8 domains



Single parents are trailing badly in all 8 domains

(Consider implications for school re-openings, childcare coverage and precarious work)

Next waves of analysis

- ▶ Poverty
- ▶ Discrimination
- ▶ Health – (Mental and Physical)
- ▶ Social Isolation
- ▶ Community Vitality
- ▶ Trust

Quality of Life and Economy

68%

growth in our
economy

81%

improvement in our
quality of life

How should we
(Nova Scotians)
measure
success? (7-10,
on a 10-point
scale)

At a Global Level National Wealth Correlates Highly with Quality of Life

(UN Global Happiness Report)

Rank	Top 10 Happiest Countries 2019
1	Finland
2	Denmark
3	Norway
4	Iceland
5	Netherlands
6	Switzerland
7	Sweden
8	New Zealand
9	Canada
10	Austria

Rank	Least Happiest Countries 2019
147	Haiti
148	Botswana
149	Syria
150	Malawi
151	Yemen
152	Rwanda
153	Tanzania
154	Afghanistan
155	Central African Republic
156	South Sudan

“Inclusive” Economies Correlate with High Life Satisfaction

(UN and World Economic Forum)

	Life Satisfaction
1	Finland
2	Denmark
3	Norway
4	Iceland
5	Netherlands
6	Switzerland
7	Sweden
8	New Zealand
9	Canada
10	Austria

	Inclusive Economies
1	Norway
2	Iceland
3	Luxembourg
4	Switzerland
5	Denmark
6	Sweden
7	Netherlands
8	Ireland
9	Australia
10	Austria
17	Canada

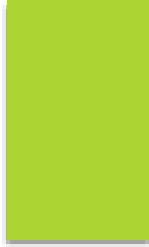
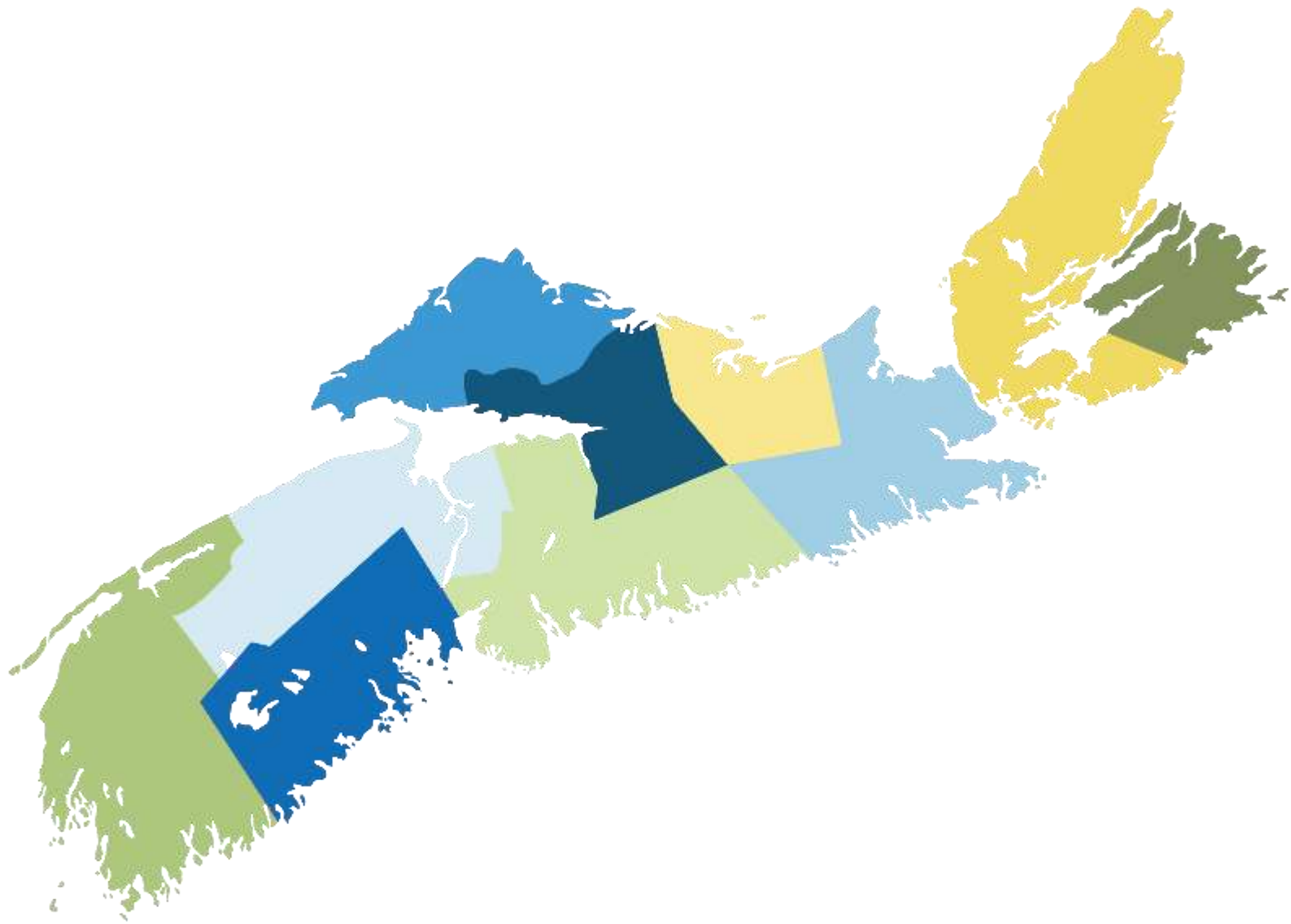
Tomorrow's economic advantage?

- ▶ The relationship between community attachment and talent attraction and retention is surfacing as a global priority.
- ▶ Rural Communities have higher life satisfaction (Int'l, Canada and NS)
- ▶ 70 percent of young college graduates decide where to relocate based on quality-of-life factors (AIER).
- ▶ Young talent are choosing a place to live first and then finding a job (Gallup).

Did COVID open new opportunities?

- ▶ Discussions are surfacing about “What Matters Most?” - as individuals and societies.
- ▶ Society may be more ready to act on festering racial, social, and economic inequities.
- ▶ Working from wherever you want to live has been normalized.
- ▶ Where to live is becoming a personal choice, not a corporate choice
- ▶ Could this region become the “last best place?”

What's next in your region?





A growing list of organizations who support the initiative



Local Organizing

- Diversity across geography
- Demographics
- Underrepresented voices

Possible next steps for municipal leaders

- ▶ LLT and Engage present to local councils
- ▶ Assign someone to LLT
- ▶ Use existing reports and online tool (in development) to conduct local analysis
- ▶ Contact LLT leadership to learn more
- ▶ Contact me dgraham@engagenovascotia.ca

Questions and Discussion