

Social and Economic Indicators

February, 2004

Overview

- ❑ SSP Vision and Goals
- ❑ How do we measure progress
 - Indicators – what, why, who
- ❑ Key indicators for social and economic development

SSP Vision

- Healthy, educated, distinctive, self-reliant and prosperous people living in vibrant, supportive communities within sustainable regions.

SSP Goals

- ❑ Vibrant communities and regions in which people actively participate in their collective well-being.
- ❑ Sustainable regions based on strategic investment in individuals, families and communities.
- ❑ Self-reliant, healthy, educated individuals and families living in safe, nurturing communities.
- ❑ Integrated and evidence-based policy development and monitoring as the foundation for the design, delivery and evaluation of programs and services.

Indicators

- What are they?
- Why have them?
- Who picked them?
- Where does the information come from?

What Are Indicators?

- ❑ Measurements – line on the wall
 - *“A way of seeing the big picture by looking at a smaller piece of it.”*
 - *They tell us which direction we are going:*
 - *Up or down, forward or backward*
 - *Getting better or worse or staying the same.”*

- ❑ Key areas – have social and economic indicators, and are working on environmental and resource indicators.

- ❑ Allow comparisons
 - Urban:rural
 - Region:region
 - Province:Canada
 - internationally

Why Have Indicators?

- Measure our progress – change over time
 - Are we doing the right things?
 - Are we doing them the right way?
 - Are we making any difference?

- Helps us
 - focus on the real problems not just symptoms
 - see the bigger picture
 - recognize common goals
 - develop collaborative solutions

Who Picked The Indicators?

- Key social and economic indicators
 - In use nationally and internationally.
 - Selected by Dr. Doug May, Memorial University.
 - Advice from Premiers Council, Regional Steering Committees, university academics and government departments.

Where did the Information Come From?

- Memorial University
- Government of NL
 - Education
 - Finance
 - Health and Community Services
 - Human Resources and Employment
 - Industry, Trade and Rural Development
 - Justice
 - Tourism, Culture and Recreation
 - Youth Services and Post-Secondary Education
 - Women's Policy Office
- Statistics Canada
- Human Resources Development Canada
- Canada Customs and Revenue Agency

Where is the Information Available Now?

Data Resource for:
health • education • income • demographics
labour market • social • production
resource/wealth • environmental
consumption • well-being

evidence-based decision making

COMMUNITY ACCOUNTS

for Newfoundland & Labrador

CONTINUE

The logo for Community Accounts is a large oval divided into four quadrants. The top-right quadrant shows a group of diverse people looking at a document. The bottom-left quadrant shows a family of three (a woman, a child, and a man). The bottom-right quadrant shows a map of Newfoundland and Labrador with the word 'CONTINUE' in green text. The central text 'COMMUNITY ACCOUNTS' is in a large, bold, blue font with a white outline, and 'for Newfoundland & Labrador' is written in a smaller, green, italicized font below it. The phrase 'evidence-based decision making' is written in a green, italicized font above the central text.

An initiative of the Government of Newfoundland and Labrador

www.communityaccounts.ca

Who can access the data?

- ❑ The Community Accounts are publicly accessible
- ❑ Government and community organizations are encouraged to access the information to help them make informed decisions
- ❑ Community Accounts have a wealth of social and economic information (environment and natural resources in progress) and can be accessed at neighbourhood, community, regional and provincial levels.

Quality of Life

- ❑ Half of people surveyed in the province in 2002 said their lives were better than they were five years ago
- ❑ 63% rated their quality of life as Very Good to Excellent
 - *ranges from 67% in NE Avalon to 57% in Cormack-Grenfell SSP Region*

Healthy People

Disease

- ❑ Mortality rates for heart attacks and strokes, etc down by about half since 1979 but... compared to Canada
 - heart attacks for both men and women are about 20% higher
 - strokes, etc. are about 31% higher for men and 18% higher for women

Healthy People

Length of Life

- Living longer than we used to but...
 - Compared to Canada we don't live as long
 - NL men 75.2 years, NL women 80.2 years
 - Cdn men 76.3 years, Cdn women 81.7 years

 - NL women live disability free longer than Canadians but NL men do not

Healthy People

Lifestyle

Compared to Canada...

- ❑ Less physically active; women less active than men
- ❑ Smoking rate declining but still higher
 - Daily smokers (population age 12+)
 - 24% in St. John's - 33% for Health Labrador
 - NL – 25%
 - Canada – 21%
- ❑ Heavy drinking rates are higher
 - 40% of men and 16% of women drinkers

Educated People

Literacy and Numeracy

- Literacy skills of adults (aged 16-69)
 - Evidence not current (1989)
 - Not available below provincial level
 - In 1989
 - 24% could not deal with everyday reading demands (Canada – 16%)
 - 36% could handle more limited range (Canada - 22%)
 - 39% had sufficient skills for everyday requirements (Canada – 62%)
- New data available mid 2005

Educated People

Literacy and Numeracy

- ❑ 15 year olds scored lower than the Canadian average in reading, science and mathematics
 - *Reading*
 - *Urban schools at Canadian average*
 - *only Alberta & BC higher than NL*
 - *Rural schools below Canadian average*
 - *only New Brunswick lower than NL*

Educated People

Education levels of population

- In 2001 compared to 1979
 - Higher proportion has completed high school
 - Higher proportion with university degrees

- Three-quarters of high school graduates now enroll directly in college or university

Educated People

Regional Variations - Ages 25-29

	No HS	Univ Grad
<i>NE Avalon</i>	11%	28%
<i>Labrador</i>	17%	8%
<i>Central</i>	28%	11%
<i>Cormack-Grenfell</i>	28%	12%
<i>Eastern</i>	28%	9%
<i>Avalon</i>	30%	8%
<i>Province</i>	21%	18%
<i>Canada</i>	15%	26%

Prosperous and Self-reliant People

Income and equity

- Personal income per capita is increasing but...
 - 25% lower than Canada over past decade
 - 1999 : NL - \$15,500, Can - \$21,300

 - *NE Avalon - \$18,400*
 - *Labrador - \$18,100*
 - *Cormack-Grenfell – \$14,000*
 - *Eastern –\$13,900*
 - *Central – \$13,900*
 - *Avalon – \$13,200*

Prosperous and Self-reliant People

Assets

- Compared to Canada in 2001...
 - More people own their own homes
 - 78% in NL vs. 66% for Canada
 - Range: 70% in NE Avalon to 89% in Avalon
 - Housing was about 47% cheaper
 - Average value of \$76,283 in NL vs. \$162,709 in Canada
 - Range: Eastern \$52,519 to NE Avalon at \$111,249

Prosperous and Self-reliant People

Poverty

- ❑ Based on after-tax income in 2000
 - 18% of children were living in poverty
 - up from 15% in 1991
 - higher than Canada at 13%

- ❑ Based on Market Basket Measure – 2000
 - 31.6% of children (Canada 16.9%)
 - 61.3% of lone-parent families (Canada 35.6%)
 - 20.9% of two-parent families with children (Canada 10.8%)
 - 43.0% of elderly unattached individuals (Canada 11.7%)

Prosperous and Self-reliant People

Employment

□ In 2001

- 52% in labour market worked all year
 - *Range: Eastern 37% to NE Avalon at 64%*
- 43% worked for an average of 25 weeks
 - *Range: Eastern 61% to NE Avalon at 32%*
- 5% could not find work at any time in 2001
 - *Range: Eastern 2% to Avalon at 7%*

Prosperous and Self-reliant People

Self-reliance

- ❑ Newfoundlanders and Labradorians depend more on government transfers.
- ❑ Most people who get social assistance only receive it for a short time.
- ❑ Less than 20% of people who get social assistance receive it continuously for six or more years.

Safe Communities

Feeling Safe

- ❑ Most women and most men feel safe walking alone in their neighbourhoods at night
 - Considerably higher than Canada
 - Fewer women than men

Crime

- ❑ Crime rate is lower than Canada
- ❑ Rate of sexual assault higher than for Canada; almost all victims were women

Safe Communities

Children needing protection

- In July 2002 there were 5407 children in need of protection
 - *St. John's Health Region – 1824*
 - *Eastern – 782*
 - *Central – 650*
 - *Western – 1048*
 - *Grenfell – 55*
 - *Labrador - 1048*

Vibrant, Distinctive and Supportive Communities

Business Environment

- ❑ 46% of all jobs in the Province were clustered within four industry sectors in 2002:
 - Public Administration 13%
 - Health Care and Social Assistance 13%
 - Retail Trade 10%
 - Education 10%
- ❑ Fish harvesting and fish processing in top four in Eastern Region; fish harvesting in Avalon.
- ❑ Health Care and Social Assistance - at least 11% of jobs in all Regions except Labrador.

Top four industry sectors

❑ *NE Avalon – 51%*

- *Public Administration – 17%*
- *Educational Services – 12%*
- *Health Care & Social Assistance – 11%*
- *Prof., Scientific & Technical Service – 11%*

❑ *Avalon – 44%*

- *Fish Processing – 13%*
- *Health Care & Social Assistance – 11%*
- *Construction – 11%*
- *Fish Harvesting – 9%*

Top four industry sectors

- ❑ *Eastern – 48%*
 - *Fish Processing – 13%*
 - *Health Care & Social Assistance – 13%*
 - *Retail Trade – 9%*
 - *Fish Harvesters – 8%*

- ❑ *Central – 42%*
 - *Health Care & Social Assistance – 12%*
 - *Public Administration – 12%*
 - *Retail Trade – 10%*
 - *Educational Services – 8%*

Top four industry sectors

- ❑ *Cormack-Grenfell – 45%*
 - *Health Care & Social Assistance – 18%*
 - *Retail Trade – 10%*
 - *Educational Services – 9%*
 - *Public Administration – 8%*

- ❑ *Labrador – 51%*
 - *Public Administration – 20%*
 - *Retail Trade – 14%*
 - *Mining and Oil and Gas Extraction – 10%*
 - *Educational Services – 7%*

Sustainable Regions

Demographic changes

- ❑ Population dropped 10% from 1991-2001:
 - Eastern, Central and Cormack-Grenfell dropped about 15%
 - NE Avalon dropped less than 1%
- ❑ Highest decline in country 1996 - 2001
 - *-1.2% in NE Avalon to -11.5% in Eastern*
- ❑ Births dropped 62% since 1972
- ❑ Fertility rate: 1.3 in NL vs. 1.5 for Canada
- ❑ Number of births and deaths almost equal

Sustainable Regions

□ *Migration*

- More people left the province than entered between 1977 and 2002
- Half of those who left the province in 1991 to 1996 had completed post-secondary
- About three-quarters of postsecondary graduates remain in the province for at least one year after graduation
- Half who left in 2001-02 were aged 15 to 29 but only 39% of those who entered

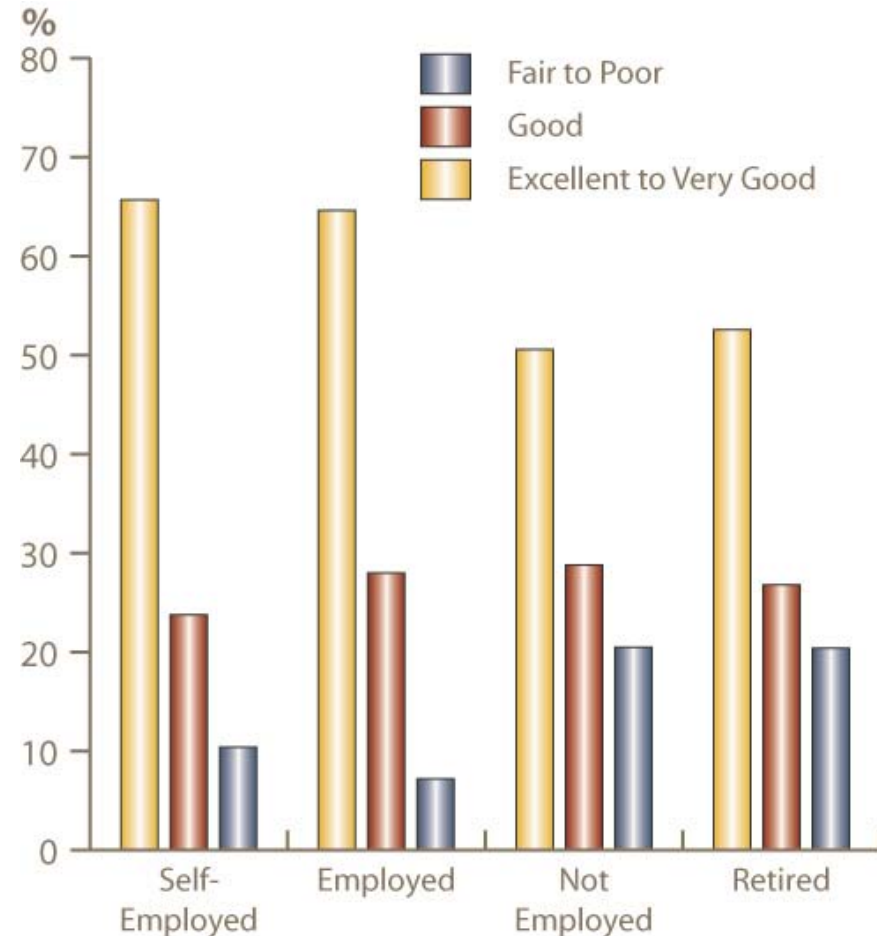
Linking social and economic development

□ Better health is linked to:

- Being employed
- True in all regions

□ Worse health is linked to:

- Being unemployed
- True in all regions



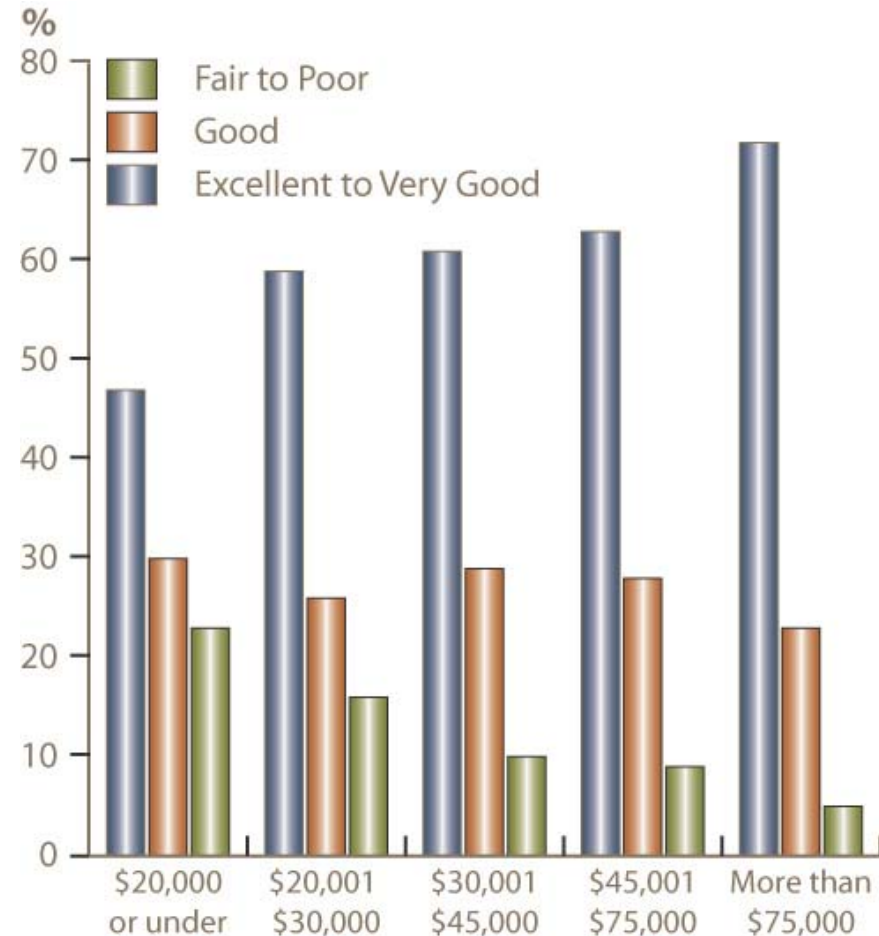
Linking social and economic development

□ Better health is linked to:

- Higher income
- True in all regions

□ Worse health is linked to:

- Lower income
- True in all regions



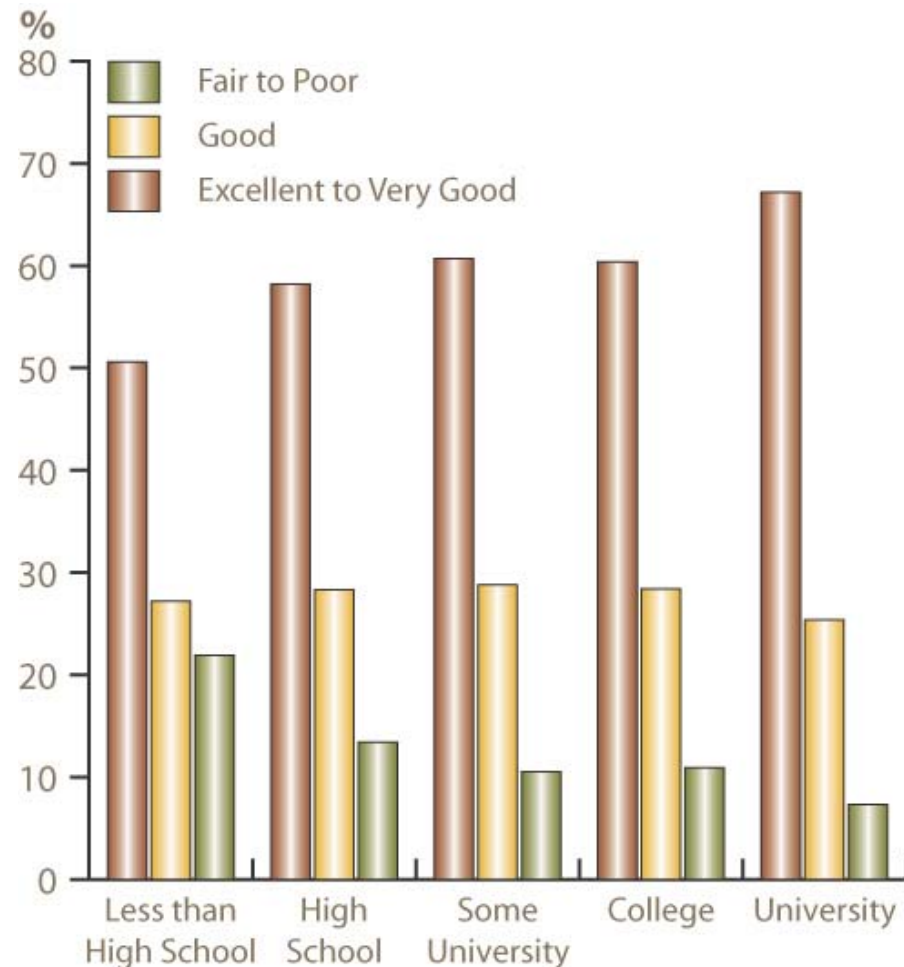
Linking social and economic development

□ Better health is linked to:

- Higher education
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- Lower education
- True in all regions



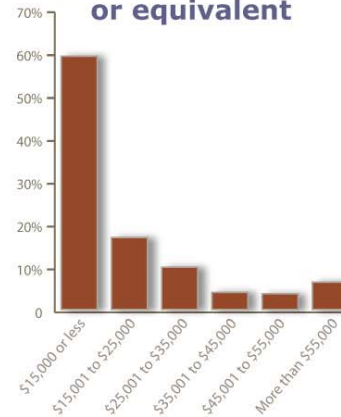
Education levels make a difference to income

In a 2001 survey, more than three-quarters of those with high school or lower earned less than \$25,000 — about 60% of them earned less than \$15,000.

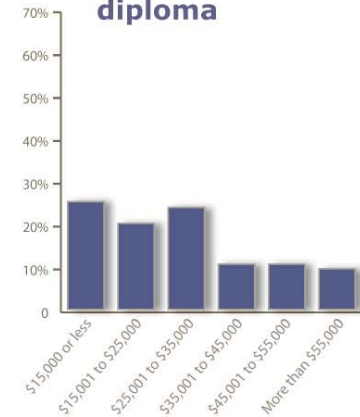
Only about 20% of university graduates reported earning less than \$25,000 in 2001.

Source: Community Accounts, Labour Activity Survey, 2001 (all charts)

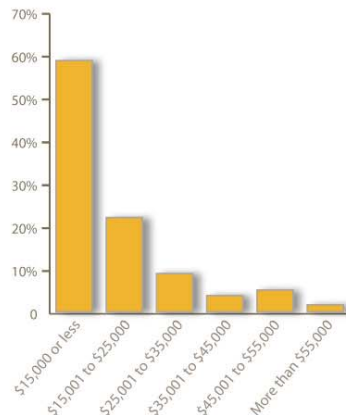
high school diploma or equivalent



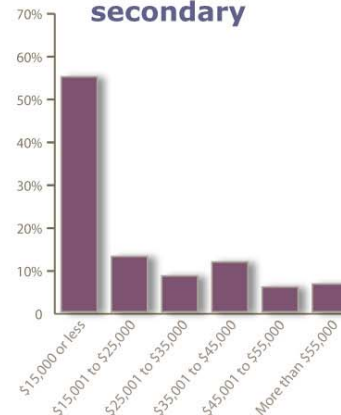
trades certificate or diploma



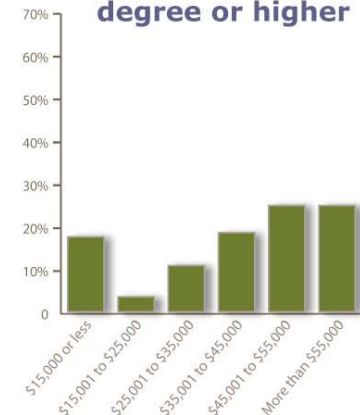
less than high school



incomplete post-secondary



university undergraduate degree or higher



Workshop Results

- ❑ To the question
 - *"In 5 years time, which Indicators would need to change positively to know we are impacting social and economic development in the province?"*
- ❑ Participants consistently replied
 - "Lifestyle"
 - Education levels and literacy
 - Poverty levels
 - Employment
 - Diversification of business
 - Number of children needing protection
 - Population decline and net migration

Conclusions

- ❑ Using evidence for planning and decision making requires a shift in thinking from using anecdotes to critical analysis of solid and reliable information
- ❑ Need to reflect on evidence and ask question
 - Does the evidence support the directions and priorities my organization is taking?
- ❑ This will allow us to:
 - Understand the root causes
 - Know our communities better
 - Develop sound approaches to what works
 - Target our programming and services better
 - Focus on outcomes
 - Be proactive in being accountable