

VICTORIA'S YOUTH VITAL SIGNS 2014

Youth Vital Signs provides a snapshot of what youth ages 15-24 think about life in Greater Victoria and gives participants an opportunity to have their voices heard.

Now in its sixth year, the 276 youth who participated in the survey shared their views by assigning grades, choosing their top priorities and identifying things to celebrate in each of 13 issue areas. They also answered questions about quality of life, happiness and connection to community.

This report is used to broaden understanding and awareness of the opinions and experiences of youth in Greater Victoria, and provides information that can potentially make a meaningful difference in public policy and community investment decision-making processes.

There's more to read online:
victoriafoundation.ca



PHOTO CREDIT: DON DENTON

**HOW GREATER VICTORIA YOUTH RATED
THEIR OVERALL QUALITY OF LIFE:**

GRADE:

B+

+ Who Are The Youth That Took The Survey?

AVERAGE AGE

19

FEMALE → **76%**

MALE → **22%**

TRANSGENDER → **2%**



61%

Have lived in the region for more than 10 years

75.2%

CURRENTLY ATTEND SCHOOL

51.6% – High School
33.1% – University
11.3% – College
4% – Other

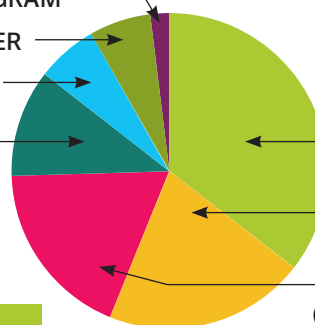
EMPLOYMENT RATES

1.2% TRAINING PROGRAM

8.5% OTHER

8.5% SEASONAL

13.9% UNEMPLOYED (NOT LOOKING)



27.9% WORK PART TIME

21.8% WORK FULL TIME

18.2% UNEMPLOYED (LOOKING)



39.4%

Have moved at least once in the past year



6.1%

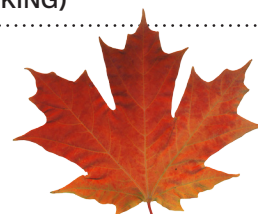
Identify as having a disability

5.5%

Have been a youth in care

14.5%

Have experienced homelessness



90.3%

Born in Canada

+ Grades at a Glance

In 2014, grades remained the same in all categories compared to 2013 with the exception of Employment & Training.

KEY ISSUE AREA	2014	2013	2012	2011	2010
Arts & Culture	B	B	C+	B	B
Employment and Training	B-	C+	C	B-	C
Environmental Sustainability	B	B	B-	B	B
Health and Wellness	B	B	C+	B	B
Learning & Education	B+	B+	C+	B+	B
Our Community	B	B	B-	B+	B
Safety	B	B	C+	B-	B
Sports and Recreation	B+	B+	B	-	-
Transportation	B-	B-	C+	B-	B
Standard of Living	B	B	C-	C-	C
Youth Housing & Homelessness	C+	C+	C	C	C
Youth Spaces	B-	B-	C+	B-	C+
Youth Voice & Leadership	B-	B-	C	C	C

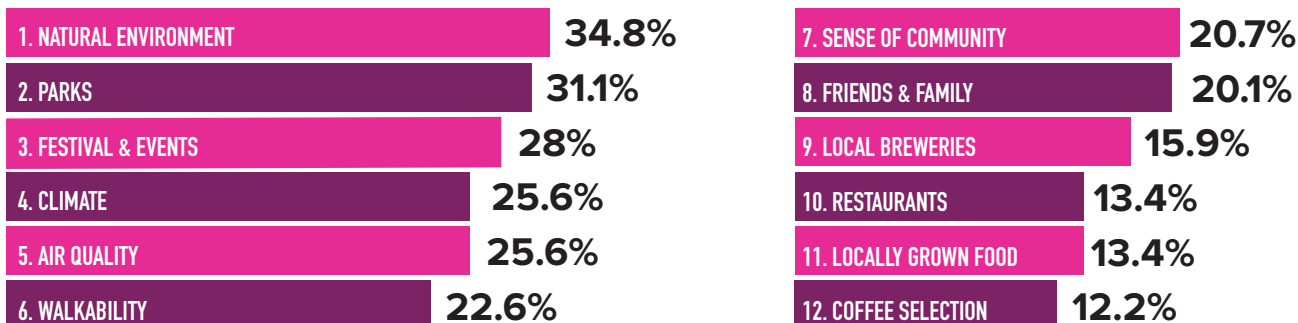


UNDERSTANDING THE GRADES

- A** Excellent, stay the course
- B** Good, but improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Below average performance, additional work is required
- F** Failure, immediate action is required

+ The Best of Greater Victoria

What are the **best things** about Greater Victoria? According to Youth Vital Signs graders, **these are their top 12** and the percentage of graders that selected them.



+ Youth Quality of Life

+ YOUTH PHYSICAL ACTIVITY

91%

In 2013, 91% of youth ages 12-19 reported spending their leisure time being physically active or moderately active in the South Vancouver Island Health Service Delivery Area, up from 77% in 2012 and higher than BC (79%) and Canada (71%) in 2013.

TIME SPENT BEING ACTIVE



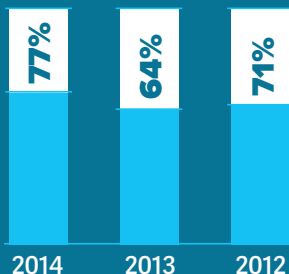
91% SVI **79%** BC **71%** CANADA

89%

Feel supported by family, companions and/or friends.

77%

Would describe themselves as happy



77% feel connected to the community, rising sharply from 2013 (64%), reversing a declining trend.

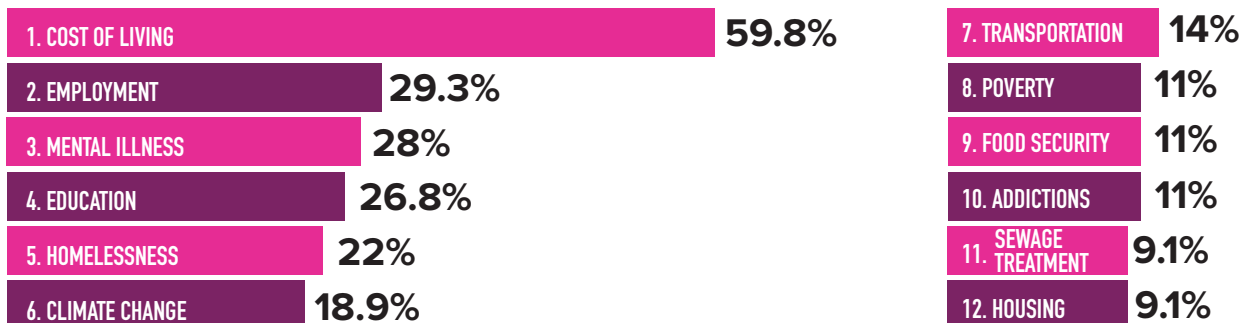


Agree that it's every citizen's duty to vote

73%

+ Greater Victoria's Issues

What are the most important **issues** facing Greater Victoria today? According to Youth Vital Signs graders, **these are the top 12** and the percentage of graders that selected them.



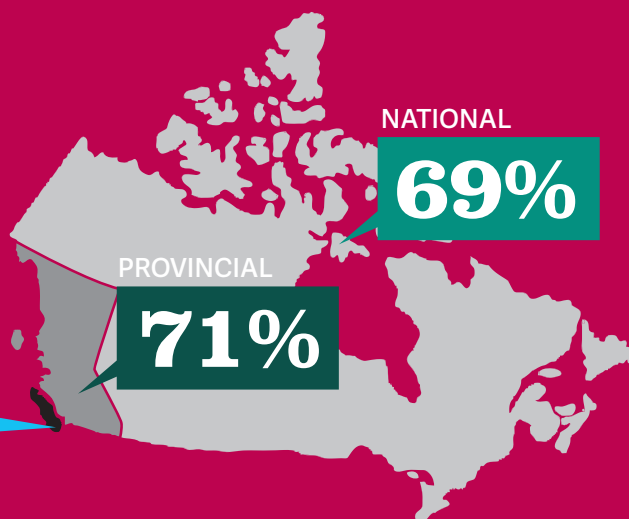
+ YOUTH PHYSICAL HEALTH

74%

In 2013, 74% of youth ages 12-19 perceived their physical health as very good or excellent in the South Vancouver Island Health Service Delivery Area, up from 73% in 2012 and similar to BC (71%) and Canada (69%) in 2013.

SVI

74%



71%



Rarely (41.8%) or never (29.1%) feel uncomfortable or out of place because of religion, skin colour, culture, race, language, accent, disability, gender or sexual orientation.

67%

Feel that Greater Victoria is welcoming to new Canadians



57%

Participate actively in their community of interest

+ YOUTH MENTAL HEALTH

In 2013, 75% of youth ages 12-19 in the South Vancouver Island Health Service Delivery Area perceived their mental health as very good or excellent, down from 79% in 2012 and similar to BC (69%) and Canada (75%) in 2013.

74%

SVI



69%

BC



75%

CANADA



56%

See themselves living and working in Greater Victoria 10 years from now, as compared to 64% in 2013



55%

Are satisfied with work and home life balance



42%

Know their neighbours well enough to ask for help or offer assistance when needed



31%

OF WAGES SPENT ON RENT

+ COST OF RENTING FOR YOUTH

In 2013, a young person, aged 15-24, working full-time for an average BC wage of \$16 per hour spent 31% of their wages to rent a one-bedroom apartment in Greater Victoria. This proportion has remained stable over the past five years.

Share of wages spent on rent of a one-bedroom apartment

2013	2012	2011	2010	2009
31%	31.8%	31.3%	31.6%	31.1%



+ YOUTH UNEMPLOYMENT RATE

In 2013, the unemployment rate for youth, 15-24 years, in Greater Victoria was 10.4%, below the rates for BC (12.9%) and Canada (13.7%). Youth unemployment in the region has decreased slightly over the last four years.

10.4%	← GREATER VICTORIA
12.9%	← BC
13.7%	← CANADA

42%

Feel that they have the opportunity to make a difference in their community



37%

Feel high or overwhelming stress associated with personal finances. This is up from 33% in 2013. Youth aged 21 to 24 feel the most stress.



21%

Often felt lonely over the past week

+ HOURLY WAGES IN BC

In 2013, the average hourly wage in BC for a young person, 15-24 years, working full-time was almost \$16.

AVERAGE HOURLY WAGE IN BC				
2013	2012	2011	2010	2009
\$15.99	\$15.32	\$15.26	\$15.35	\$14.92
GENERAL MINIMUM WAGE IN BC				
2013	2012	2011	2010	2009
\$10.25	\$10.25	\$8.75	\$8.00	\$8.00



+ Indicators



Things to Celebrate



Things to Improve

+ ARTS & CULTURE **B**



→ Accessibility, variety and quantity of arts and culture events and festivals in the area.



→ Offering more affordable arts and cultural activities
→ Creating more festivals and community celebrations
→ More all-ages events



+ EMPLOYMENT & TRAINING **B-**



→ Availability and variety of entry level jobs
→ School counselling services
→ Availability of training and co-op programs



→ Job opportunities for new graduates
→ Higher wages
→ More teen-friendly employers

+ ENVIRONMENTAL SUSTAINABILITY **B**



→ Environmentally conscious region
→ Excellent recycling and composting programs
→ Community gardens, green space and parks



→ Availability/affordability of locally grown food
→ Reducing amount of waste generated
→ Options for alternative energy

+ LEARNING & EDUCATION **B+**



→ Availability, quality and diversity of education options and choices
→ Supportive and dedicated teachers



→ Decreasing class size
→ Affordability of post-secondary education
→ Ensuring better life skills education in high school

+ SAFETY **B**



→ Safe place to live
→ Strong police visibility
→ Anti-bullying awareness and education



→ Reducing use of illegal drugs
→ Reducing all forms of bullying with more education
→ Better relationship between police and youth

+ HEALTH & WELLNESS **B**



→ Community focus on fitness
→ Access to health programs and clinics for youth, especially sex education
→ Schools offering healthy food choices



→ Education on healthy living options (food, exercise and lifestyle)
→ Extending free youth services past the age of 18
→ Access to youth mental health services



SPORTS & RECREATION **B+**

-  → Abundant recreation opportunities
- Strong focus on fitness and health
- Opportunities to participate in wide range of team sports
-  → Encouraging interest and participation in fitness at a young age
- More affordable recreational and sports opportunities for youth
- More free, non-competitive drop-in programs

STANDARD OF LIVING **B**

-  → Greater Victoria is a beautiful place to live with access to everything youth need
-  → More education on basic financial literacy skills
- Increasing affordable housing options
- Implementing a living wage

TRANSPORTATION **B-**

-  → Greater Victoria's bus system
- Availability of cycling and walking paths
-  → Additional late-night bus runs
- More frequent buses
- Making public transit more affordable



YOUTH SPACES **B-**

-  → Diversity and availability of public spaces, facilities and programs for youth
-  → Incentives for youth to be active/use recreation centres
- More affordable activities at community centres
- More free hang out places for under 19 year olds

OUR COMMUNITY **B**

-  → Community is very accepting and tolerant of diversity
- School programs advocate individuality and equality
- Many opportunities for youth to 'hang out' and be themselves
-  → More youth mentorship programs
- More playgrounds, sports and theatres, etc. that youth can afford
- Increasing awareness education on diversity, racism and sexual identity

YOUTH VOICE & LEADERSHIP **B-**

-  → Opportunities and programs for youth to become involved and active in their community
-  → All levels of government to consult and include youth
- Increasing awareness of youth volunteer and leadership opportunities
- More education about the political system

YOUTH HOUSING & HOMELESSNESS **C+**

-  → Availability of apartments and suites
-  → Better support for teens living on their own
- Access to affordable rental housing
- More affordable student housing

+ Methodology

CITIZEN OPINION SURVEY

This year **1,725** citizens added their voices to *Victoria's Vital Signs*® (1,449 plus 276 youth) by assigning grades, choosing their top three things to improve and adding their comments on three things to celebrate in each of the 12 key issue areas. They were also asked questions about quality of life, happiness and connection to community. They also took the time to provide almost 10,000 comments on the issue areas.

The online survey, conducted by The Praxis Group, is based on a 'self-selected' respondent population. Data is accurate plus or minus 3% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error plus or minus 5% 19 times out of 20. A recent comparison conducted by another community foundation found that the responses from a random sample telephone survey and the online survey revealed no significant differences between the two methodologies.

An invitation to participate in the survey was advertised on two local radio stations throughout the survey period, and promoted through many websites, online newsletters (Volunteer Victoria, Downtown Victoria Business Assoc., Coalition to End Homelessness, etc.), libraries and in local media coverage.

GRADING

Grading of the issue areas is based on the following report card scale.

- A** Excellent, stay the course
- B** Good, but improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Below average performance, additional work is required
- F** Failure, immediate action is required

INDICATOR DATA SOURCES

Community Foundations of Canada retains the Centre for the Study of Living Standards to develop common indicators for *Vital Signs* communities and obtain data from Statistics Canada and other institutional sources.

Greater Victoria is an umbrella term that applies to different geographical areas, depending on the indicator. It can refer to the Capital Regional District, Victoria Census Metropolitan Area or South Vancouver Island Health Service Delivery Area.

For a full list of indicators, data sources and geographies used in the 2014 *Victoria's Vital Signs*® report, go to www.victoriafoundation.ca

INDICATOR SELECTION

Four factors influence the indicators that are published in *Vital Signs* each year:

- As part of a national initiative of community foundations publishing *Vital Signs* reports, we agree to publish indicators related to a common set of issue areas.
- We use citizen responses to our survey to gauge what our community generally thinks are priorities to report on.
- Local experts from a range of Greater Victoria organizations help us ensure the indicators are relevant, accurate and comprehensive.
- The availability and accessibility of reliable data is critical. *Vital Signs* uses secondary data from established national, provincial and local sources.

GRADER PROFILE

EMPLOYMENT BY SECTOR

BUSINESS →	30%
GOVERNMENT →	23%
NON-PROFIT/CHARITY →	21%
RETIRED →	18%
UNEMPLOYED →	5%

WHERE THEY LIVE

VICTORIA →	35.3%
SAANICH →	24.6%
ESQUIMALT →	6.6%
OAK BAY →	6%
LANGFORD →	5.7%
CENTRAL SAANICH →	4.9%
VIEW ROYAL →	2.9%
COLWOOD →	2.8%
SOOKE →	2.5%
NORTH SAANICH →	2.5%
METCHOSIN →	1.1%
OTHER →	5.2%



GENDER:

TRANSGENDER → 0.5%

MALE → 30.4%

FEMALE → 69.1%

AGE:

25-44 → 38%

45-64 → 46%

65+ → 16%

76%

LIVED IN GREATER VICTORIA
FOR MORE THAN 10 YEARS

85%

BORN IN
CANADA

HAVE A
UNIVERSITY
DEGREE

54%

+ Acknowledgements

Our thanks to all of the individuals and organizations that helped to create this report, including the board and staff of the Victoria Foundation for their guidance and continuing support, and to our sponsors and donors whose generosity makes production and promotion of this report possible. We are grateful to all those who provided data and to the many individuals who participated in our surveys.

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SUBJECT AREA SPONSORS



RESEARCH SOURCES

- Association of Universities and Colleges of Canada
- BC Centre for Disease Control
- BC Housing
- BC Ministry of Advanced Education
- BC Ministry of Environment
- BC Statistics
- BC Transit
- Berwick Retirement Communities
- Canada Mortgage and Housing Corporation
- Canadian Index of Wellbeing, University of Waterloo
- Canadian Public Library Statistics
- CBC News
- Centre for the Study of Living Standards
- CivicInfoBC
- CRD Arts Development Services
- CRD Parks and Environmental Services
- CRD Regional Planning Services
- CREST
- Colliers International
- Downtown Victoria Business Association
- Government of Canada, Royal Canadian Navy
- Greater Victoria Coalition to End Homelessness
- Insurance Corporation of British Columbia
- Island Health Authority
- Pacific Institute for Sport Excellence
- PROOF: Research to identify policy options to reduce food insecurity, University of Toronto
- Statistics Canada
- University of British Columbia Human Early Learning Partnership
- Vancity Credit Union

- Vancouver Island South Film and Media Commission
- Victoria Conference Centre
- Victoria Real Estate Board
- WorkSafeBC

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PRODUCTION TEAM

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 - Design: Pip Knott & Lily Chan

- Centre for the Study of Living Standards
- Community Foundations of Canada
- Balfour Consulting Group Inc.
- Victoria Foundation

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SMART & CARING
COMMUNITIES



Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. Special thanks to the Toronto Foundation for developing and sharing the *Vital Signs* concept and Community Foundations of Canada for supporting a coordinated national *Vital Signs* initiative. For more information visit vitalsignscanada.ca.

Reach new heights.

VICTORIA FOUNDATION VITAL LOANS—POWERED BY ISLAND SAVINGS



605 Collective; photo: David Cooper

VITAL LOANS RECIPIENT

“Qualifying for a bank loan is simply not possible for many non-profits. Victoria Foundation *Vital Loans*—powered by Island Savings was an ideal option. As a small non-profit, we could access financing without having board members or other supporters put up personal guarantees.”

Stephen White, Executive Producer

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VICTORIA

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To apply for a Vital Loan, visit iscu.com/VitalLoans

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