

WHO LIVES HERE? HOW OLD ARE WE? WHERE DID WE COME FROM? HOW
OFTEN DO WE VISIT A MUSEUM? WHAT DO WE SPEND ON THE ARTS? ARE
WE USING OUR LIBRARIES? DO WE VOTE? ARE WE GENEROUS? DO WE FEEL
CONNECTED? HOW MUCH GARBAGE DO WE GENERATE? WHAT IS HAPPENING
TO OUR AGRICULTURAL LAND? WHERE HAVE ALL THE TREES GONE? HOW
MANY CHILDREN LIVE IN POVERTY? HOW MANY SENIORS? WHAT DOES IT TAKE
TO MAKE A LIVING? WHERE ARE
ALL THE CHILDCARE SPACES? HOW
HIGH IS YOUTH UNEMPLOYMENT?
ARE IMMIGRANTS PAID ENOUGH?

VICTORIA'S VITAL SIGNS®

GREATER VICTORIA'S 2008 ANNUAL CHECK-UP



VICTORIA FOUNDATION

CONNECTING PEOPLE
WHO CARE WITH CAUSES
THAT MATTER®

CONTENTS

About *Vital Signs*

.....

Message from the Chair and CEO 1

.....

Grading Summary 2

.....

The People in our Region 6

.....

Indicator Areas

.....

Arts & Culture 9

.....

Belonging & Leadership 10

.....

Environment 13

.....

Gap Between Rich & Poor 14

.....

Getting Started 16

.....

Health and Wellness 18

.....

Housing 20

.....

Learning 23

.....

Safety 24

.....

Transportation 27

.....

Work 28

.....

Acknowledgements 31

.....

Trends to Watch 32

THE VICTORIA FOUNDATION

The Victoria Foundation focuses on the quality of life in our community today and for generations to come, and has done so since 1936. We connect people who care with causes that matter by building and managing permanent funds and other gifts, and by providing grants to charitable organizations on southern Vancouver Island and beyond.

As a community foundation, we pool charitable gifts – large and small – from donors to create permanent, income earning funds. We then distribute the earnings while respecting the wishes of our donors. In doing so, we support our community, help charitable organizations succeed, and improve the lives of people in our community.



MESSAGE FROM THE CHAIR & CEO

Helping to identify and address community needs

Victoria's *Vital Signs* was launched in 2006 as a way to help the Victoria Foundation facilitate philanthropy in our community. It's doing that and more!

Since its launch, *Vital Signs* has helped us to identify community needs, support our donors' wishes and fundamentally change the way we do business. It has impacted the Foundation and the community in ways we never anticipated – locally, nationally and internationally.

Internationally, Victoria was host to the Transatlantic Community Foundation Network last year, where 12 community foundations from across North America and Europe came together to explore how to use indicator programs such as *Vital Signs* to provide leadership in their countries and communities.

Nationally, we are one of 15 cities that are publishing *Vital Signs* reports this year. For a complete set of this or previous years' reports, visit Community Foundations of Canada at: www.vitalsignscanada.ca.

Locally, partnerships such as the one that resulted in the wellness insert in this year's report are a direct result of our work with a network of organizations that are collecting and/or reporting indicator data such as what's in *Vital Signs*.

As a result of this same network, we are partnering with eight organizations in Greater Victoria to conduct a well-being survey that will result in a *Happiness Index*.

"What's that", you say? It's a series of measurements that will come together to define our overall well-being and satisfaction with life. We're piloting it with a view to developing it for use by other communities in BC and across Canada.

More and more people look forward to this report card on our community and want more of the information it provides. This year's report is particularly exciting because of the new Census data. We're also really pleased with a new addition – Trends to Watch. We've added this (page 32) because people asked us to show what's changed from year to year.

We hope you find *Victoria's Vital Signs* as useful as we do. As always, our sincere thanks to all who have contributed to it in both small and large ways.



Sandra Richardson
Chief Executive Officer

Chuck Burkett
Chair, Board of Directors

VICTORIA'S VITAL SIGNS®

2008 Findings Key findings of this year's *Vital Signs* indicate that Victorians are concerned with gaps in our social safety net. Hence, we are donating more to groups such as the United Way. Our local economy is strong — we have a high rate of employment and increased tourism and retail sales revenue. Housing is by far our greatest concern. In addition to homelessness — housing affordability and availability, and the ability to earn a living wage are major issues facing Victorians.

2008 GRADING SUMMARY

THINGS WE'RE DOING WELL

Victoria's Vital Signs with the highest grades:

United Way campaign The Victoria United Way campaign raised \$6.3 million in 2007, compared with \$5.6 million in 2006.

Cruise ship traffic In 2007, 182 cruise ships and 16 pocket cruise ships brought 335,570 passengers to Victoria.

Festivals The City of Victoria provided financial support to 28 festivals in 2008 compared to 19 in 2007.

Composite learning index In 2008, the Composite Learning Index (a measure that combines data from a variety of areas to determine the state of lifelong learning in a community) for Greater Victoria continued to climb to 93, compared to 84 in 2007 and 80 in 2006.

Library use Greater Victoria public libraries circulated 16.4 items for every resident in 2006, similar to the 16.5 items per resident in 2005, but higher than the 14.6 in 2000.

THINGS WE NEED TO DO BETTER

Victoria's Vital Signs with the lowest grades:

Rental unit availability Greater Victoria had a net loss of 238 rental units between 2006 and 2007.

Social housing wait list As of March 2008, there were 919 families, 481 seniors, 437 people with disabilities, 42 single people and 13 people needing wheelchair access on the social housing wait list in the Capital Region.

Childcare In January 2008, there were 17,325 children 5 years and under in the Capital Region, over three times more than the 5,161 registered child care spaces.

Living wage In the Capital Region, 27.2% of two-parent families with two children earn less than a living wage.

Illicit drug use In 2006, there were 6.4 deaths for every 100,000 people age 19 – 64 from illicit drug use in the Capital Region, up from 3.1 in 2005.

ABOUT VICTORIA'S VITAL SIGNS

Vital Signs is an annual community check-up conducted by community foundations across Canada. It measures the vitality of our cities, identifies significant trends, and assigns grades in areas critical to our quality of life. *Vital Signs* is coordinated nationally by Community Foundations of Canada.

HOW TO USE THIS REPORT:

Start conversations. Take action. If you or your organization is moved or motivated by what you read, use this report as a starting point for positive action.

Pass it on. Share the report with your friends, colleagues, employees, students, a neighbour, library or community centre, or an elected official at any level.

Contact us. We know the issues and/or organizations in our community. If you are looking for ways to make a difference, we can help.

Find out more. Learn about the many organizations in our community working to make a difference, and see how you too can help.

INDICATOR SELECTION

Three factors determine the indicators that are published in *Vital Signs* each year:

1. As part of a **national initiative** of 15 community foundations publishing *Vital Signs* reports this year, we all agree to publish one common indicator for cross-country comparison. This is generally the first indicator in each section.
2. The results of an **indicator survey** that was publicly promoted and available in March of this year is the second factor that determines the indicators published. This represents what our community generally thinks is important to report on. Over 420 people responded to this on-line survey.
3. The third factor is **data availability** – whether the data exists to report on the suggested indicator. *Vital Signs* uses existing data collected from a variety of national, provincial and local sources. The source of indicators used in the 2008 *Vital Signs* report are available on our web site at: www.victoriafoundation.bc.ca

Principles of a Good Indicator

Once we know what data is available, the following principles are applied to final selection. The indicator:

- Affects the well-being of the population;
- Is of general relevance and interest to the population;
- Is well defined, measurable and quantifiable;
- Uses current data, preferably from one of the previous two years;
- Has been used in previous *Vital Signs* reports, allowing us to show change;
- Ranked in the top 10 in the indicator prioritization survey;
- Provides contrast or a context that makes it easy to grade; and
- Is easy to understand.

Our goal is to have as many of these principles as possible evident in the indicators published in *Victoria's Vital Signs*.

Where *Victoria's Vital Signs* Graders Come From

Victoria	36.0%
Saanich	24.7%
Esquimalt	6.2%
Langford	5.7%
Oak Bay	5.7%
Central Saanich	4.7%
Colwood	4.0%
North Saanich	3.2%
View Royal	2.7%
Sooke	2.2%
Outside Greater Victoria	1.8%
Metchosin	1.3%
Sidney	1.2%
Highlands	0.7%

This report, as well as an expanded version with additional indicators and full source information and links, is available at: www.victoriafoundation.bc.ca

GRADING

The indicators used in *Victoria's Vital Signs* have been graded using a 5-point scale. Grading was done through an on-line survey that was publicly promoted and available in July and August. Over 820 people responded to the survey. A profile of those people follows.

Grading Scale

Through an on-line survey available to the community, the following grades have been assigned to the indicators in this report.

In dire need of corrective action



Of concern, needs attention



Progress is being made



We're doing well and headed in the right direction

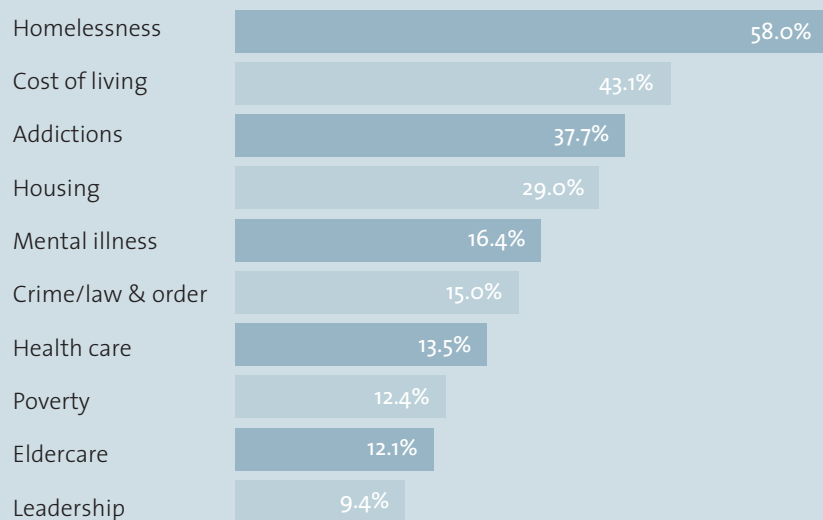


Awesome! Victoria's tops!



Greater Victoria's Most Important Issues

Vital Signs graders were asked to identify what they think are the three most important issues facing Greater Victoria today. Based on responses from over 800 people, these are the top 10.



> MAKING A VITAL IMPACT

It is said, "What you know can help you. What you don't know can hurt you." *Vital Signs* gives us invaluable insights into trends on current and emerging needs. This is one-of-a-kind information about our community that we can apply to our decision-making.

Mel Cooper,
TELUS Victoria Community Board

Grader Profile

Over 820 people participated in the on-line survey to grade *Victoria's Vital Signs*. Of those who completed the grader profile:

- 73% were female;
- 49% were between the age of 35 and 54, 36% were over 55, and 15% were between 18 and 34;
- 39% have lived in Greater Victoria for more than 20 years and 10% have lived here for less than 3 years;
- 82% were new graders of *Victoria's Vital Signs*.



THE PEOPLE IN OUR REGION

Who lives here?

How old are we?

Where did we come from?

Life expectancy For someone born in the Capital Region between 2002 and 2006, their life expectancy is 81.6 years compared to 80.9 for someone born in BC.

Youth population Using the 2006 Census, 14.1% of Greater Victoria's total population were youth age 14 and under, down from 15.2% in 2001. In comparison, 16.5% of BC's population and 17.7% of Canada's was 14 and under in 2006.

Elderly population In 2006, 17.8% of Greater Victoria's population was 65 and older, the same as it was in 2001. In BC, people 65 and older made up 14.6% of the province's population, and in Canada, they represented 13.7%.

Foreign-born population In 2006 there were 61,980 people living in Greater Victoria who were born outside of Canada or 19.1% of the total population, compared with 18.8% (57,590 people) in 2001.

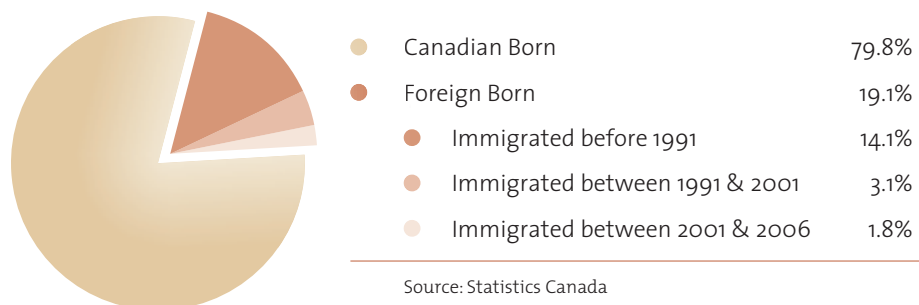
Median family income The median family income in Greater Victoria in 2006 was \$71,500, up from \$66,900 in 2005.

Visible minority population Of the total population in Greater Victoria, 10.4% were classified as a visible minority in 2006, up from 8.9% in 2001.

Single parent families Of the 91,935 families in Greater Victoria in 2006, 15.9% had a single parent, compared to 16.0% in 2001.

Non-English first language In 2006, 5.4% of the residents of the Capital Region (18,520 people) spoke a language other than English in their home, compared with 16.1% of the residents of BC. The top three non-English languages spoken at home in the Capital Region are Chinese, Punjabi and Cantonese.

Greater Victoria's Population by Origin, 2006



Median Age in Canadian Cities Publishing Vital Signs, 2006

Victoria	43.1
Sudbury	41.0
Saint John	40.5
Canada	39.5
Montreal	39.3
Vancouver	39.1
London	38.6
Fredericton	38.4
Oakville	38.4
Ottawa	38.4
Medicine Hat	38.3
Toronto	37.5
Guelph	36.8
Kitchener	36.4
Calgary	35.7
Red Deer	33.4

Source: Statistics Canada



Capital Region Population

	2005	2006	2007
0 – 14 years	49,347	49,155	48,901
15 – 24 years	48,034	48,396	49,123
25 – 64 years	198,531	201,996	205,261
65+ years	62,041	62,900	62,877
Total	357,953	362,447	366,162

Source: BC Statistics (estimates)



> WHO KNEW?

The oldest student at the Victoria Conservatory of Music is 80 years old and the youngest is under three months.

ARTS & CULTURE

How often do we visit a museum?

What do we spend on the arts?

Are we using our libraries?

Library use Greater Victoria public libraries circulated 16.4 items for every resident in 2006, similar to the 16.5 items per resident in 2005, but higher than the 14.6 in 2000.

Spending on arts & culture Households in Greater Victoria spent an average of \$967 on arts and culture in 2006, slightly above the \$957 in 2005. Average spending per household in Canada in 2006 was \$948.

Museum visits In 2006/07, the Royal BC Museum had 294,722 paid visitors to their galleries. This is down from 318,808 in 2005/06 and 484,909 in 2004/05.

Funding for the arts Combined community and government funding for local arts organizations funded by the Capital Regional District increased by \$7 million dollars from \$12 million in 2001 to \$19 million in 2006.

Festivals The City of Victoria provided financial support to 28 festivals in 2008 compared to 19 in 2007.

BE CREATIVE!

- ✓ Take a child to a summer concert
- ✓ Volunteer for a local arts event or organization
- ✓ Borrow a book from your local library
- ✓ Visit a museum

Population Attendance at Live Performances in Canadian Cities Publishing Vital Signs, 2005

Victoria	50.5%
Ottawa	49.5%
Montreal	46.1%
Toronto	45.0%
Calgary	43.0%
Canada	41.2%
Kitchener	41.1%
Vancouver	38.0%
Saint John	36.7%

Source: Statistics Canada

BELONGING & LEADERSHIP

Do we vote?

Are we generous?

Do we feel connected?

Sense of belonging In 2007, 66.1% of residents on South Vancouver Island 12 years and over reported a very strong or somewhat strong sense of belonging to their local community. While this is higher than the 62.0% of Canadians and 64.8% of British Columbians who reported a strong or somewhat strong sense of belonging in the same year, it is less than the 69.3% of South Vancouver Island residents who reported a strong or somewhat strong sense of belonging in 2005.



Charitable giving Of the people in Greater Victoria who filed tax returns in 2006, 28.4% reported making donations to charitable organizations, down slightly from 28.9% in 2005 and 29.7% in 2004. However, the median amount donated was \$320 in 2006, up from \$300 in 2005 and \$290 in 2004.



United Way campaign The Victoria United Way campaign raised \$6.3 million in 2007, compared with \$5.6 million in 2006. This is \$650,000 more than the previous year and \$300,000 over the campaign goal of \$6 million.



Recreation spending In 2006, 56.7% of households in Greater Victoria reported spending on the use of recreation facilities. This is down from 59.3% in 2003, however significantly higher than the national rate of 41.6% and 48.0% in BC for 2006.



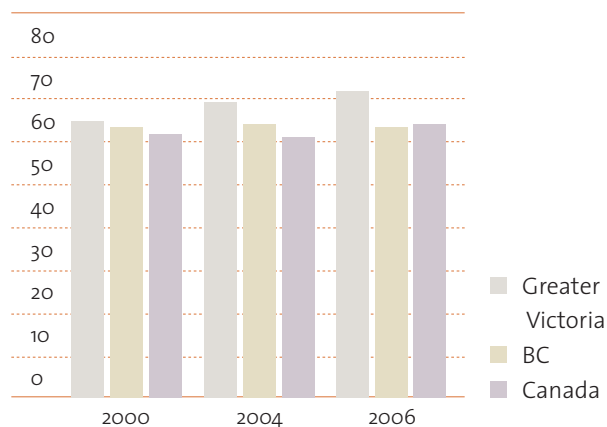
Victorians' Plans to Make Donations

(When asked how much money they plan to donate to charities this year)

Between \$1 and \$100	25%
Between \$100 and \$1,000	31%
Between \$1,000 and \$10,000	10%
More than \$10,000	0%
None. I don't have any money to spare.	15%
None. My tax dollars already go to support social programs. I refuse to give any more.	19%

Source: CFAX 1070 Web Poll, June 7, 2008

Federal Election Voter Turnout (Percentage)



Source: Elections Canada

> MAKING A VITAL IMPACT

Students in our Leadership Program want to know where they can make a significant difference in their community. *Vital Signs* provides valuable information to support their decision-making.

Heather Coey,
Reynolds Secondary School



> WHO KNEW?

Of the 350 members of Team BC participating in the North American Indigenous Games held in Cowichan in August 2008, 35 were from the Capital Region. They competed in soccer, golf, swimming, lacrosse, canoe racing and basketball.

GET CONNECTED

- ✓ Exercise your right to vote
- ✓ Join a service group
- ✓ Attend a municipal council meeting
- ✓ Get together with others for a fun run



BE GREEN!

- ✓ Car pool whenever possible
- ✓ Use our trails – take a hike
- ✓ Compost organic waste
- ✓ Get your garbage down to one bag/week

> WHO KNEW

Nineteen restaurants in Greater Victoria participate in the Restaurant Green Zone program, recycling their heart healthy cooking oil waste into bio fuels.

ENVIRONMENT

How much garbage do we generate?

What's happening to our agricultural land?

Where have all the trees gone?

Agricultural land reserve In 2007, 82.1 hectares of land were taken out of the Capital Region's Agricultural Land Reserve (land protected for agricultural use) and 83.2 hectares were put into it, for a net increase of 1.1 hectares. This compares with a net loss of 21 hectares in 2004/05 and 345 hectares in 2003/04.



Food producing farm land Of the 13,563 hectares of farmland in the Capital Region, 64% of it is used to produce food for human and livestock consumption. Of this, 28% is used to grow fruits and vegetables.



Solid waste disposal Solid waste disposal at the Hartland Landfill was 446 kilograms per person in 2006. For a family of four this is equal to 64 large cans of garbage. Disposal in 2006 is down slightly from 448 Kg in 2005, but up from 431 Kg in 2004.



Urban forest Greater Victoria's urban forest (the treed landscapes found within our community that include old-growth trees, backyard fruit trees, urban parks, Garry oak meadows, and street trees) has decreased by 8.3% from 31,013 hectares in 1986 to 28,425 hectares in 2005.



Food producing ocean In 2007, over 940 thousand lbs. of fish were off-loaded at Fisherman's Wharf.



Air Quality in Canadian Cities Publishing Vital Signs, 2006

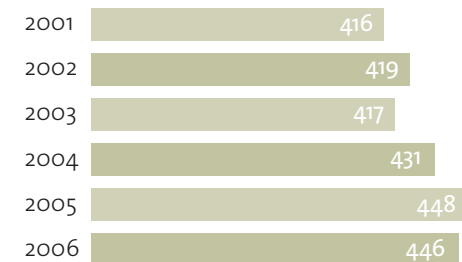
(Number of days above Environmental Standards)

Oakville	17
Toronto	15
Guelph	14
Sudbury	12
Kitchener	11
London	11
Ottawa	6
Montreal	4
Vancouver	3
Fredericton	3
Red Deer	1
Saint John	0
Calgary	0
Medicine Hat	0
Victoria	0

Source: Environment Canada

Solid Waste Disposal at Hartland Landfill

(Kilograms per capita)



Source: Capital Regional District

GAP BETWEEN RICH & POOR

How many children live in poverty? How many seniors?
What does it take to make a living?

> MAKING A VITAL IMPACT

Vital Signs gives us critical year-over-year intelligence on social issues, assisting us in identifying the core challenges facing the community and clarifying our priorities for the coming year.

Maureen Duncan,
United Way of Greater Victoria

Child poverty In 2006, 19.2% of the children 17 years and under in Greater Victoria were considered to be living in poverty compared to 24.0% in 2000. In Canada, 23.1% of children were living in poverty in 2006 and 24.9% in BC.



Living wage The living wage for a two-parent, two-child family working 70 hours per week in 2008 is \$16.39 per hour, for a combined annual income of approximately \$60,000. In the Capital Region, 27.2% of two-parent families with two children earn less than a living wage.



Social safety net dependence In December 2007, 2.8% of the people in the Capital Region were dependent on the social safety net – employment insurance or basic income assistance – compared with 3.9% in the province. The social safety net supported 2.9% of the population in the Capital Region in 2006.



Consumer price index Consumers in Greater Victoria paid 1.4% more in March 2008 for the goods and services in the Consumer Price Index (CPI) basket than they did in April 2007. This rate of inflation compares with annual increases of 1.3% in 2007 and 1.6% in 2005. Other capital cities such as Edmonton had one of the highest increases at 3.6%, and Ottawa the lowest at 0.9%.



Elderly poverty In 2006, 12.5% of people age 65 and older in Greater Victoria were considered to be living in poverty compared to 13.4% in 2005. In Canada, 12.9% of seniors were living in poverty in 2006 and 11.0% in BC.



Economic hardship Of 26 regions in the province ranked from best to worst on economic hardship indicators in 2007, the Capital region ranked fourth best in the province and the best on Vancouver Island. The Economic Hardship Index combines data from a variety of areas to determine the level of socioeconomic stress in a community.



Top 5 Household Expenditures in Greater Victoria

Commodity	Average Expenditure/Household		
	2004	2005	2006
Shelter	\$ 13,472	\$ 13,463	\$ 14,013
Personal Taxes	\$ 11,333	\$ 10,002	\$ 13,684
Transportation	\$ 6,442	\$ 8,230	\$ 8,483
Food	\$ 6,498	\$ 6,746	\$ 7,758
Recreation	\$ 4,104	\$ 4,111	\$ 4,320

Source: Statistics Canada

Median Family Income in Canadian Cities Publishing Vital Signs, 2006

Oakville	\$102,100
Ottawa	\$84,000
Calgary	\$83,500
Red Deer	\$79,300
Guelph	\$77,800
Kitchener	\$72,800
Medicine Hat	\$72,700
Victoria	\$71,500
Sudbury	\$69,700
London	\$68,400
Fredericton	\$64,600
Toronto	\$63,800
Canada	\$63,600
Vancouver	\$62,900
Montreal	\$60,800
Saint John	\$59,600

Source: Statistics Canada

YOU CAN HELP

- ✓ Donate monthly to an anti-poverty group
- ✓ Grow a row in your garden for a food bank
- ✓ Volunteer on the front line



> WHO KNEW

Mustard Seed Food Bank distributes 5,000 jars of peanut butter per month on average, or 60,000 jars per year.

GETTING STARTED

Where are all the childcare spaces?
How high is youth unemployment?
Are immigrants paid enough?

Immigrant income In 2005, the median family income for immigrants that arrived in Greater Victoria between 2001 and 2004 was \$47,544. This is significantly less than the median income of non-immigrant families at \$70,878, but is up from \$40,039 in 2000.



Children in care In the Capital Region in 2007, there were 11.1 children in government care for every 1,000 children under the age of 19, down from 11.7 in 2006. This compares to 10.0 children in care per thousand in BC overall.



Child care In January 2008, there were 17,325 children 5 years and under in the Capital Region, over three times more than the 5,161 registered child care spaces.



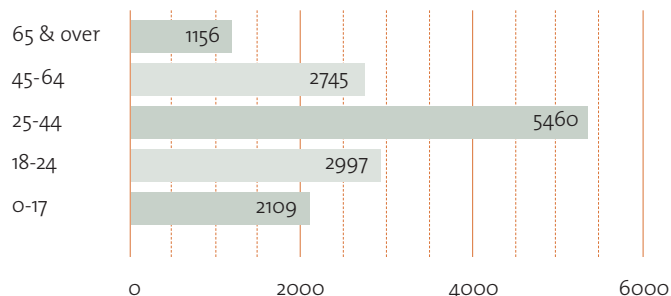
Youth unemployment Unemployment for youth aged 15 to 24 in Greater Victoria in 2007 was 5.3%, down significantly from 7.4% in 2006 and 9.2% in 2005. This also compares favourably with youth unemployment in the province at 7.6% and in Canada at 11.2%.



Net migration Greater Victoria's population grew by 2,393 people in 2005. On a net basis, 968 came from outside Canada, 1,292 came from outside of the province, and 133 came from within the province. This compares with population growth of 2,900 in 2004. Of which on a net basis, 1,028 came from outside Canada, 1,913 came from outside of the province, and 41 left for elsewhere in the province.



Age of All Migrants to Greater Victoria, 2005



Source: Statistics Canada

Low Birth Weight Babies

(% weighing less than 2,500 grams at birth)

	South Vancouver Island	British Columbia	Canada
2003/04	5.2%	5.5%	5.9%
2004/05	5.6%	5.7%	6.0%
2005/06	5.7%	5.8%	6.1%

Source: Canadian Institute for Health Information

> MAKING A VITAL IMPACT

We use *Victoria's Vital Signs* as research for our strategic planning. It helps us assess and address the most critical needs of the 20,000 children, youth and families we support each year.

Joy Spencer-Barry

Queen Alexandra Foundation for Children

A black and white photograph of a man with dark hair, wearing a patterned button-down shirt and a metal watch, sitting in the driver's seat of a vehicle. He is looking down at a clipboard he is holding. In the foreground, a hand with a large tattoo and a ring holds a white sign with green text. The background shows the interior of the vehicle and a view through the windshield of a building with arches.

GOOD BEGINNINGS

- ✓ Welcome a newcomer
- ✓ Baby-sit for a new mom
- ✓ Be a foster parent
- ✓ Support diversity in your community

HEALTH & WELLNESS

Are we physically active?

Do we have enough doctors?

How many of us still smoke?

EAT YOUR VEGGIES

- ✓ Walk your dog – even if you don't have one
- ✓ Use the BC NurseLine for medical questions
- ✓ Check your blood pressure regularly
- ✓ Never give up on quitting smoking

Obesity In 2007, 11.1% of residents on South Vancouver Island 18 years and over reported being obese (having a body mass index greater than 30), compared with 16.0% of Canadians and 11.5% of British Columbians. Looking back, 12.5% of South Vancouver Island residents reported being obese in 2005 and 11.1% in 2003.



Physical activity In 2007, 63.5% of residents on South Vancouver Island 12 years and over reported that they were physically active or moderately active compared with 66.1% in 2005 and 59.3% in 2003. Comparatively, South Island residents are significantly more active with 49.0% of Canadians and 53.7% of British Columbians reported being physically active in 2007.



Youth hospitalization For every 1,000 children and youth under the age of 14 in the Capital Region, 12.5 were hospitalized for respiratory diseases and 6.8 for injuries and poisoning in 2005/06. These are greater than in BC where 10.4 for every 1,000 were hospitalized for respiratory diseases and 5.7 for injury and poisoning.



Smoking In 2007, 13.9% of the population on South Vancouver Island 12 and over reported smoking daily or occasionally, compared to 15.9% in 2005 and 18.4% in 2003. Also significantly less than the 17.8% of British Columbians and 21.9% of Canadians that reported smoking in 2007.



Fruit and vegetable consumption In 2007, 46.7% of residents on South Vancouver Island reported eating fruits and vegetables five times or more each day, compared with 40.9% of residents of BC and 41.3% of Canadians.



> MAKING A VITAL IMPACT

Vital Signs opens the door for us to consider how sport contributes to the vitality of our community and how we will measure this impact.

John MacMillan

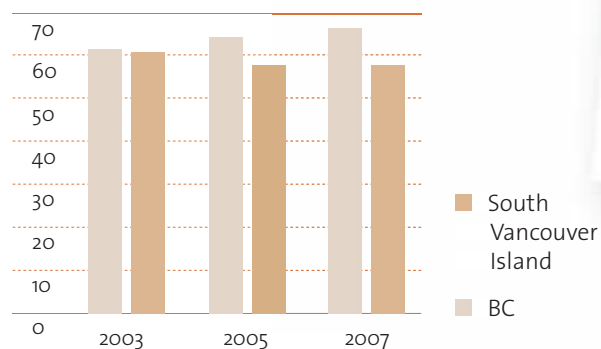
PacificSport Victoria

Percent of Population without a Regular Doctor in Canadian Cities Publishing Vital Signs, 2007 (12 years and over)

Guelph	4.4%
Oakville	6.0%
Kitchener	6.2%
Fredericton	8.3%
Toronto	9.0%
Saint John	9.1%
Victoria	10.4%
Vancouver	12.2%
Medicine Hat	12.7%
London	12.8%
Sudbury	13.4%
Ottawa	13.5%
Canada	15.2%
Calgary	18.5%
Red Deer	21.0%
Montreal	31.0%

Source: Statistics Canada

Perceived Health (% of population age 12 & over reporting excellent or very good health)



Source: Statistics Canada



HOUSING

Can people find rental housing?

Is there shelter for people who are homeless?

What does it cost to buy a starter home?

> MAKING A VITAL IMPACT

We used information from *Vital Signs* in eight grant applications. It helped to validate our case and raise over \$3 million for Clover Place, a supportive housing project for individuals facing homelessness.

Karyn French,
Pacifica Housing

Rental vacancy In 2007, the rental vacancy rate in Greater Victoria was 0.4%, the same as it was in 2006.



Social housing wait list As of March 2008, there were 919 families, 481 seniors, 437 people with disabilities, 42 single people and 13 people needing wheelchair access on the social housing wait list in the Capital Region.



Rental unit availability Greater Victoria had a net loss of 238 rental units between 2006 and 2007. Eleven bachelor apartments, 94 one-bedroom, 93 two-bedroom and 39 three-bedroom units were taken out of the market.



Household spending on shelter In 2005, 43.9% of people renting shelter in Greater Victoria spent 30% or more of their income on it, compared with 43.7% in British Columbia and 40.3% in Canada. For homeowners in Greater Victoria, 20.9% spent 30% or more on their homes, compared with 22.8% in British Columbia and 17.8% in Canada.



Homeless shelter beds On June 1, 2008, Greater Victoria had 334 beds in homeless shelters. Of these, 212 were temporary or short-term emergency beds and 122 were transitional in that they provide a longer length of stay and help build housing stability. On the same date in 2007, there were 207 beds in homeless shelters in Greater Victoria.

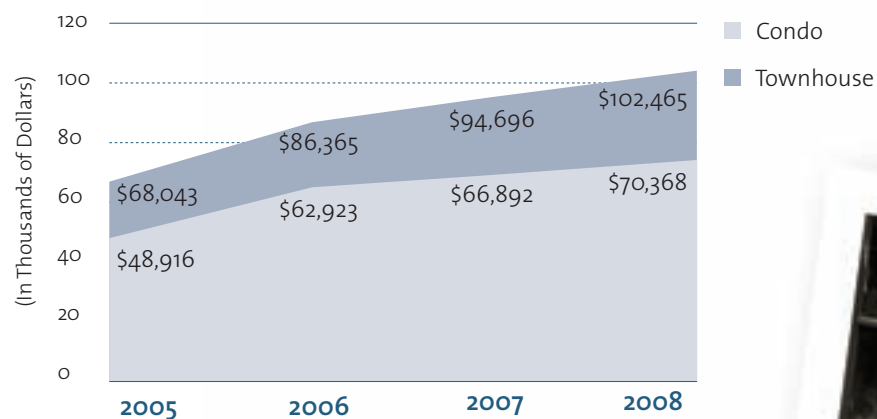


Homes on the water Victoria Harbour was home to 33 float homes and 29 live-aboards (vessels that are also home to their owner) in 2007.



Annual Income Needed for a Starter Home in Greater Victoria

(in July of each year)



Source: Victoria Real Estate Board and Canada Mortgage and Housing Corporation

Rental Vacancy Rates in Canadian Cities Publishing Vital Signs, 2007

(2-bedroom units)

Fredericton	7.1%
Saint John	5.2%
London	4.3%
Toronto	3.2%
Kitchener	2.9%
Oakville	2.6%
Red Deer	2.6%
Montreal	2.3%
Ottawa	2.3%
Guelph	2.1%
Medicine Hat	1.6%
Calgary	1.5%
Vancouver	1.0%
Victoria	0.4%
Sudbury	0.3%

Source: Canada Mortgage and Housing Corporation

MAKE A HOUSE A HOME

- ✓ Donate surplus furniture
- ✓ Help build a home for someone in need
- ✓ Give blankets to a homeless shelter
- ✓ Form a group to sponsor a housing unit



> WHO KNEW

On average, 63 homeless people use the shower facilities at Our Place each day.

► MAKING A VITAL IMPACT

Victoria's Vital Signs is one of the most important resources that Leadership Victoria participants, alumni and volunteers use to determine where their leadership skills and energy can best be used to improve the quality of life in our community.

Frank Hudson
Leadership Victoria

LEARNING

Are our kids completing high school?

How much R&D gets done here?

Do we keep learning?

High school non-completion In 2007, 13.7% of Greater Victoria residents 15 years and over had not completed high school. This is significantly less than the 18.8% of British Columbians and 22.2% of Canadians who have not completed high school. In 2006, 15.6% of residents of Greater Victoria 15 and over had not completed high school.



Composite learning index In 2008, the Composite Learning Index (a measure that combines data from a variety of areas to determine the state of lifelong learning in a community) for Greater Victoria continued to climb to 93, compared to 84 in 2007 and 80 in 2006. The provincial score in 2008 was 80, compared with a national index of 77.



Post-secondary education In 2007, 50.9% of the residents of Greater Victoria 15 and over had completed some level of post-secondary education, compared with 49.2% in 2006. Provincially in 2007, 48.4% of residents have some post-secondary education, as do 49.9% nationally.



Aboriginal education Of the Aboriginal population in Greater Victoria, 68.1% of those 15 years and over held a certificate, diploma or degree in 2006, considerably more than the 61.0% provincially and 56.3% nationally.



Research and development Of 27 communities in Canada ranked for research and development, Victoria ranked 8th for corporate research and development and 13th for university research in 2002.



> WHO KNEW

86% of Camosun students remain in the Region
after leaving college and 97% remain in the Province.

BRAIN FOOD!

- ✓ Tell your children the benefits of a grade 12 diploma
- ✓ Encourage someone you know to learn a trade
- ✓ Give to a scholarship fund
- ✓ Volunteer at a literacy program

High School Non-Completion Rate in Canadian Cities Publishing Vital Signs, 2006

Oakville	14.2%
Victoria	15.4%
Ottawa	15.6%
Vancouver	17.3%
Calgary	18.1%
Fredericton	18.4%
Toronto	19.7%
Guelph	20.3%
London	21.4%
Montreal	22.0%
Saint John	23.3%
Red Deer	23.7%
Canada	23.8%
Kitchener	23.8%
Sudbury	25.7%

Source: Statistics Canada

SAFETY

Are our children safe?

How much crime is really out there?

How's our workplace safety record?

Traffic crime In 2007, there were 358 criminal code traffic crimes (impaired and dangerous driving, driving while prohibited or failure to remain at the scene of an accident) for every 100,000 people in Greater Victoria. This is down 32.5% since 1991. For 2007, the traffic crime rate in BC was significantly higher at 437 per 100,000 and 400 per 100,000 in Canada.



Child abuse The child abuse rate in the Capital Region in 2007 was 8.3 for every 1,000 children under the age of 19, down from 8.6 in 2006. This compares to a child abuse rate of 7.8 in BC overall.



Illicit drug use In 2006, there were 6.4 deaths for every 100,000 people age 19 – 64 from illicit drug use in the Capital Region, up from 3.1 in 2005. The rate for the province in 2006 was 7.4.



Police officers per capita Greater Victoria had 151 police officers for every 100,000 people in 2007 similar to the 150 in 2006, however considerably less than the 186 per 100,000 in the province and 195 nationally.



Workplace safety Workers' compensation claims in the Capital Region increased from 5,880 claims in 2006 to 6,390 in 2007.



Greater Victoria Crime Rates by Type

(per 100,000 population)

	2003	2004	2005	2006	2007
Violent (murder, assault, sex crimes, robbery & abduction)	1,090	945	929	912	911
Property (break & enter, theft & fraud)	5,405	5,693	5,585	5,694	4,941
Traffic (impaired or dangerous driving, driving while prohibited, leaving the scene)	343	348	361	403	358

Source: Statistics Canada



YOUR PART

- ✓ Get to know your neighbours
- ✓ Drive within the speed limit
- ✓ Go to a presentation about drinking and driving



GET GOING

- ✓ Pick up a bus schedule
- ✓ If you don't need to drive, don't
- ✓ Share the Galloping Goose

> WHO KNEW

Steel Pacific Recycling (formerly Budget Steel) recycles enough aluminium from Greater Victoria each year to build over 225 twin otter airplanes.

TRANSPORTATION

How are we getting around?
Do we cycle to work?
How far is the commute?

Alternative transportation use In 2006, 26.3% of workers in Greater Victoria used sustainable transportation (public transit, walking or cycling) up from 24.9% in 2001, and 22.2% of Canadians. Greater Victoria ranked fourth overall in Canada, following Montreal at 28.8%, Ottawa-Gatineau at 28.4% and Toronto at 28.0%.



Work commute distance The median commute to work for residents of Greater Victoria in 2006 was 4.6 km. down slightly from 4.7 km. in 2001, but significantly less than 6.5 km. for British Columbians and 7.6 for Canadians.



Transportation infrastructure As of spring 2008, there were 532 km. of bicycle trails and dedicated bike lanes in the Capital Region, and 3,213 km. of roads for vehicles, including public transit.



Public transit use In 2006, 10.2% of workers used public transportation to get to work, up from 9.7% in 2001, but less than 10.3% provincially and 11.0% nationally.



Cruise ship traffic In 2007, 182 cruise ships and 16 pocket cruise ships brought 335,570 passengers to Victoria.



Methods of Getting to Work or School in Greater Victoria

	2005/06	2006/07	2007/08
Drive Alone	44%	49%	49%
Transit	18%	18%	19%
Car/Vanpool	15%	11%	12%
Walk	10%	10%	9%
Cycle	6%	7%	8%
Other	7%	3%	3%

Source: BC Transit

Traffic at Victoria's International Airport

(# of passengers)

2007	1,481,606
2006	1,390,128
2005	1,318,395
2004	1,250,226
2003	1,182,821

Source: Capital Regional District

WORK

Do people have jobs?

Are employers able to fill jobs?

Where are the jobs?

PUT THIS TO WORK

- ✓ Welcome a co-op student
- ✓ When recruiting, think about all ages
- ✓ Keep up your skills
– be a lifelong learner
- ✓ Hire a senior

Employment growth Greater Victoria had employment growth of 4.4% in 2007 up from 3.5% in 2006, and 3.2% provincially and 2.3% nationally.



Unemployment In 2007, the unemployment rate in the Capital Region was 3.3%, down from 3.7% in 2006, but significantly less than the 2007 national rate of 6.0% and 4.2% provincially.



Labour force entrants and exits In Greater Victoria in 2006, there was less than one person age 15 to 24 entering the working age group (44,015) for every person age 55 to 64 leaving it (46,720).



Hourly wage The average hourly wage in Greater Victoria in 2007 was \$20.59 up slightly from \$20.00 in 2006. In BC, the average hourly wage in 2007 was \$20.49 and \$20.41 in Canada.



Retail sales Greater Victoria had retail sales of almost \$4.4 billion in 2007, a 47% increase over the almost \$3.0 billion in 2000. However, comparable to a national increase of 43% and 47% in BC for the same period.



Employment sectors The top three industries by labour force size in Greater Victoria in 2007 were: retail and wholesale trade (16.2% of the total labour force), health care & social assistance (14.6%), and public administration (10.3%). In 2003, the top three were: retail & wholesale trade (15.0% of the total labour force), health care & social assistance (13.3%) and accommodation & food services (10.0%).





**Employment Growth in Canadian Cities
Publishing Vital Signs**
(Compound average annual growth 1987-2007)

Red Deer	3.14%
Calgary	3.13%
Vancouver	2.64%
Victoria	2.21%
Guelph	2.15%
Kitchener	1.85%
Medicine Hat	1.82%
Toronto	1.68%
Ottawa	1.68%
Fredericton	1.66%
Canada	1.58%
London	1.32%
Saint John	1.31%
Sudbury	1.16%
Montreal	1.16%

Source: Statistics Canada



THANK YOU
to all those who contributed
to this year's *Vital Signs*

Acknowledgements

We would like to thank all the individuals and organizations that provided information and statistics or in any way helped in creating this report. We are grateful to all those who participated in our on-line surveys to prioritize and then grade the indicators. All in all, over 1,200 people have contributed to the contents of this report.

The use of indicators and report cards to assess community needs and opportunities is a growing trend in Canada among policy makers, community organizations and citizens wanting to make a difference. Throughout this process, the Victoria Foundation has worked with a group of 16 organizations doing indicator work in the Capital Region.

As part of a national initiative, we have worked with other community foundations from across Canada to coordinate our efforts and report on a common set of core indicators. Our thanks to the board and staff of the Victoria Foundation for their guidance and continuing support, and lastly to our sponsors whose support allows for the production and promotion of this report card.

Contributors of Information

Agricultural Land Commission
Bank of Canada
BC Housing
BC Statistics
BC Transit
Canada Mortgage and Housing Corporation
Canadian Council on Learning
Canadian Institute of Health Information
Capital Regional District
City of Victoria
Environment Canada
Judith Cullington & Associates
PLAY Victoria
Quality of Life CHALLENGE
Royal BC Museum
Statistics Canada
United Way of Greater Victoria
Victoria Real Estate Board
WorkSafe BC

Community Indicator Network

CRD Arts, James Lam
CRD Planning, Ian Faris
CRD Round Table on the Environment, Jon O'Riordan
City of Victoria, Kimberley Stratford
Community Council, Jodi Sturge
District of Saanich, Debby Harris
Greater Victoria Economic Development Agency, Sasha Angus
Ministry of Community Services, Nadine Kainz
PacificSport Victoria, John MacMillan
Saanich Police, Sherry Dwyer
Tourism Victoria, Helen Welch
United Way of Greater Victoria, Chris Poirier-Skelton
Vancouver Island Health Authority, Michael Pennock & Sandra Bjola
Victoria Foundation, Sandra Richardson & Marg Rose
Victoria Police, John Ducker
Victoria Real Estate Board, Jim Bennett
CommPlan Canada, Sharlene Smith (facilitator)

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The Foundation of Greater Montreal
The Community Foundation of Ottawa
Toronto Community Foundation
The Kitchener and Waterloo Community Foundation
Cambridge & North Dumfries Community Foundation
The Guelph Community Foundation
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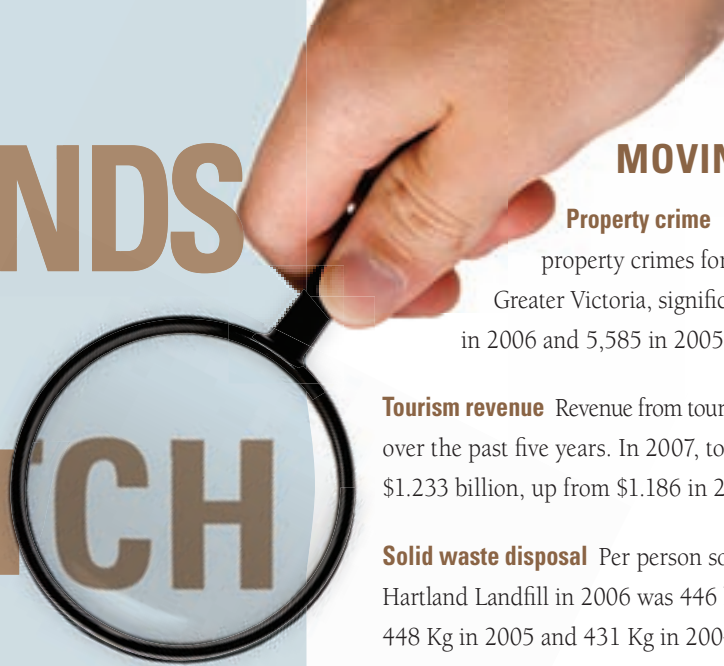
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With thanks from the *Vital Signs* Project Team

Shannon Drew-Burrows
Louise MacDonald
Steve McKerrell
Sandra Richardson
Marg Rose
Sharlene Smith

TRENDS TO WATCH



As a new feature in this year's *Vital Signs* – we bring you a list of trends to watch. These indicators are updated annually, allowing us to measure progress and monitor change from year-to-year. We hope to add more in future.

MOVING AHEAD

Property crime In 2007, there were 4,941 property crimes for every 100,000 people in Greater Victoria, significantly less than the 5,694 in 2006 and 5,585 in 2005.

Tourism revenue Revenue from tourism has grown consistently over the past five years. In 2007, tourism revenue reached \$1.233 billion, up from \$1.186 in 2006, and \$1.163 in 2005.

Solid waste disposal Per person solid waste disposal at the Hartland Landfill in 2006 was 446 kilograms, compared with 448 Kg in 2005 and 431 Kg in 2004.

Children in care In the Capital Region in 2007, there were 11.1 children in government care for every 1,000 children under the age of 19, compared to 11.7 in 2006 and 14.8 in 2005.

Perceived health Of the people in the Capital Region 12 years and over, 66.0% reported having excellent or very good health in 2007 compared to 65.1% in 2005 and 61.1% in 2003.

Composite learning index In 2008, the Composite Learning Index for Greater Victoria was 93, compared to the 84 achieved in 2007 and 80 in 2006.

Family poverty Of the 156,230 families living in Greater Victoria in 2006, 17.6% or 27,530 families were considered to be living in poverty, down somewhat from 18.2% in 2005 and 18.8% in 2004.

Unemployment In 2007, the unemployment rate in the Capital Region was 3.3%, down from 3.7% in 2006 and 4.5% in 2005.

Median donation The median amount donated by residents of Greater Victoria filing tax returns in 2006 was \$320, compared to \$300 in 2005 and \$290 in 2004.

STAYING THE SAME

Rental vacancy In 2007, the rental vacancy rate in Greater Victoria was 0.4%; the same as it was in 2006, and slightly lower than the rental vacancy rate of 0.5% in 2005.

Transportation methods Greater Victoria commuters most commonly drive alone in a vehicle to get to and from work or school at 49% in 2007/08, while 19% used public transit and 8% cycled. In 2006/07, 49% commuted via single occupant vehicle, 18% took the bus and 7% cycled. In 2005/06, 44% drove alone, 18% took the bus and 6% cycled.

FALLING BEHIND

Physical activity In 2007, 63.5% of residents on South Vancouver Island 12 years and over reported that they were physically active or moderately active compared with 66.1% in 2005 and 59.3% in 2003.

Income needed for shelter In July 2008, a household income of \$70,368 was needed to purchase a median cost condo in Greater Victoria. This is up from \$66,892 in July 2007 and \$62,923 in July 2006.

Charitable giving Of the people in Greater Victoria who filed tax returns in 2006, 28.4% reported making donations to charitable organizations, down from 28.9% in 2005 and 29.7% in 2004.



> HOW ARE YOUR VITAL SIGNS?

This helpful booklet is filled with useful reminders on what it takes to be healthy and happy. Have a read and make sure your vital signs are the best they can be!

VICTORIA'S

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COMMUNITY
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This report as well as an expanded version with additional indicators and source information and links, is available at: www.victoriafoundation.bc.ca

ANNUAL ENVIRONMENTAL IMPACTS REPORT

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WHO LIVES HERE? HOW OLD ARE WE? WHERE
DID WE COME FROM? HOW OFTEN DO WE VISIT
A MUSEUM? WHAT DO WE SPEND ON THE ARTS?
ARE WE USING OUR LIBRARIES? DO WE VOTE?
ARE WE GENEROUS? DO WE FEEL CONNECTED? HOW
MUCH GARBAGE DO WE GENERATE? DO WE CYCLE TO
WORK? HOW'S OUR WORKPLACE SAFETY RECORD?
WHERE HAVE ALL THE TREES GONE? HOW MANY
CHILDREN LIVE IN POVERTY? HOW MANY SENIORS?
DO WE KEEP LEARNING? ARE OUR CHILDREN SAFE?



VICTORIA FOUNDATION

CONNECTING PEOPLE
WHO CARE WITH CAUSES
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