



2018 Campbell River's  
**VitalSigns**<sup>®</sup>



Campbell River  
**COMMUNITY**  
**FOUNDATION**

# Message from the Board Chair

The Campbell River Community Foundation is pleased to present its 2018 Vital Signs® report. This is our second Vital Signs® publication, and the community's response to our 2016 report was so positive that we hope to produce this report every two years.

The tremendous response to our online survey and the local focus group meetings with community organizations provided us with timely and relevant information that helped inform the report.

The Campbell River Community Foundation is excited to share this report with the individuals, community groups, non-profits, and governments whose shared goal is to increase quality of life in Campbell River and area. Vital Signs® identifies opportunities and trends that we can all respond to.

On behalf of the Campbell River Community Foundation, our deepest thanks are extended to all of the partners whose support made this report possible.



Sincerely,  
**Jim Harris**, Board Chair

# Vital Signs® Steering Committee

Many thanks to the Vital Signs® Steering Committee, comprised of:



**Mary Ashley**  
Past Chair



**Taunya Holland**  
Director



**Claire Mogrove**  
Director



**Janice Rickey**  
Office Manager

Project leads: Maggie Hodge Kwan, Laurel Sliskovic

We are grateful to live and work in the territory of the Laichwiltach people.

## About the Campbell River Community Foundation

### Vision:

To improve the quality of life for the citizens of Campbell River.

### Mission:

To enrich life in Campbell River by:

- Developing a permanent endowment for the community.
- Responding to emerging community needs.
- Appealing to donors with varied interest and levels of giving.
- Serving as a catalyst for local charitable activities.

The Campbell River Community Foundation (CRCF) is one of seven community foundations on Vancouver Island, and 191 across the country. Founded in 1990, the CRCF has grown every year: since it began granting in 2000, the funds generated have increased annually. As a result, community grants have also increased annually. In 2018, the CRCF invested \$2 million and granted \$62,000 to a number of diverse community projects. Since granting began in 2000, the CRCF has given out \$415,000 to local non-profits.

# About The VitalSigns® Program

Vital Signs® is a national program led by local community foundations and coordinated by Community Foundations of Canada. Vital Signs® leverages community knowledge to measure the vitality of our communities and support action towards improving the quality of life. For more information, please visit [www.communityfoundations.ca/vitalsigns](http://www.communityfoundations.ca/vitalsigns).

## Why a VitalSigns® report?

The Campbell River Community Foundation is committed to taking the pulse of the community on a biennial basis. Vital Signs® provides a framework that is used across the country, and that supports communities as they seek to deepen their understanding of themselves and track trends and changes over time.

## How is the report organized?

This report examines quality of life through 13 different lenses, or issues. Each issue area page is comprised of 4-5 indicators (see box below), community survey results, and community information.

## How was the community engaged?

The community was engaged in three ways. First, focus groups were convened to better understand the trends and activities taking place in various sectors. Over 8 focus groups, 48 different organizations were represented.

410 residents of greater Campbell River participated in the Vital Signs community survey in 2018. Taking direction from our focus groups and from related surveys from other Vital Signs projects within BC, we crafted our local community survey to dig deeper into how our residents are living here in greater Campbell River. The 40-60 question survey addressed housing, environment, leisure, belonging, work, and economy, and a number of other topics related specifically to our community. With 76% of participants agreeing and strongly agreeing that they are, in general, optimistic about the future here, we have great opportunities to build upon our strengths and tackle our challenges. Survey responses are reported back under the "Your Voice" heading on pages 6-20.

Finally, we held a photo contest and invited community participation. Check out the winners on page 21. Our thanks to the hundreds of community members who helped inform this report.

## What is Campbell River and area?

We utilize Statistics Canada census boundaries. Campbell River (census agglomeration) includes the City of Campbell River, Strathcona Area D (Oyster Bay-Buttle Lake), and the Campbell River 11, Quinsam 12, and Homalco 9 reserves. Where possible, data from Quadra Island, Cortes Island, and Sayward is also included. In these instances, we use the phrase "Greater Campbell River."

# Data and Indicators

## Data

The data within this report was collected from community organizations, Statistics Canada, and the International Institute for Sustainable Development (the national Vital Signs® data partner). All sources are listed on page 21.

## Indicator Selection

Indicators were selected and prioritized based on the following guidelines:

## Indicator Characteristics

- Does the indicator interest the public? This is influenced, in part, by our focus groups and community survey.
- Does the indicator inspire action?
- Does the indicator report on a trend or issue that individuals or communities can do something about?
- Does it reveal a strength or weakness of Campbell River and area?

## Data Selection

- Is it understandable and measurable?
- Is it publicly available or can it be easily collected?
- How current is the information?
- What is the frequency of collection, for future use?

# Report Highlights

## Table of Contents

### Arts & Culture

While there are fewer people educated and employed in the arts and culture sector in Campbell River, the number of visits to the library and museum have increased since 2015.

### Belonging & Leadership

Greater Campbell River's sense of community belonging is still higher than the provincial average.

### Children & Youth

Encouraging news: the vulnerability rate and the child poverty rate have both decreased slightly, though further gains would go far in cultivating a stronger community.

### Environment

Campbell River's good air and water quality reflect the importance of environmental stewardship, while personal choices in regard to household waste and commuting suggest that we could be greener.

### Getting Started in Our Community

Campbell River is growing and becoming more diverse.

### Health & Wellness

Campbell River has not been immune to the opioid epidemic. Diagnosed mood and anxiety disorders and alcohol consumption are higher than average here.

### Housing

The rapid rise in home prices, coupled with the decreasing rental vacancy rate, contributes to precarious housing.

### Income Gap

The poverty rate in Campbell River and area has decreased slightly, while the median income of lone-parent led families has increased. Compared to the province, we have more middle-income earners and less high-income earners.

### Leisure

The abundance of trails and green spaces that surround Campbell River and area are one of the region's greatest assets.

### Learning

Though Campbell River and area lags behind the province in the proportion of the population with post-secondary education, the area has a higher than average number of people educated in the trades.

### Safety

While crime is generally trending down in municipal Campbell River and Quadra Island, it has increased slightly in rural Campbell River.

### Seniors

The senior population is large and continues to grow, necessitating immediate planning.

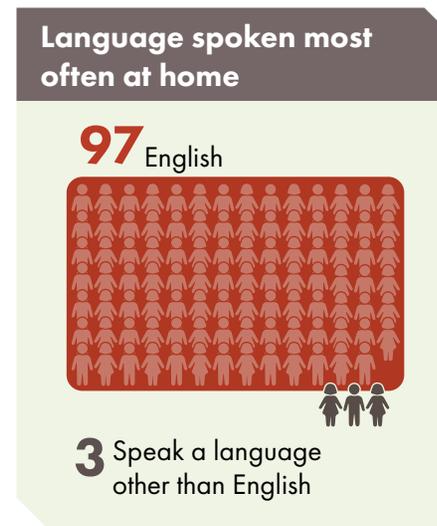
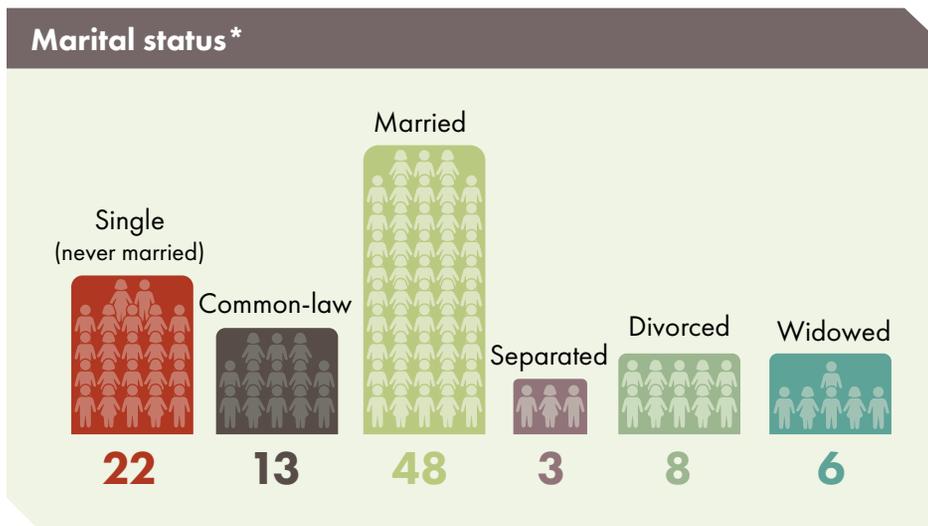
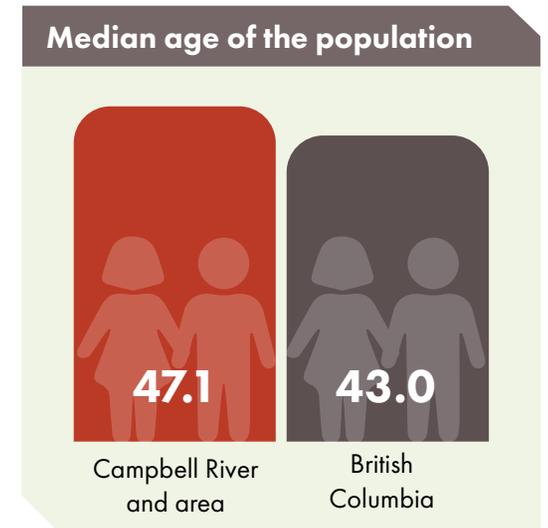
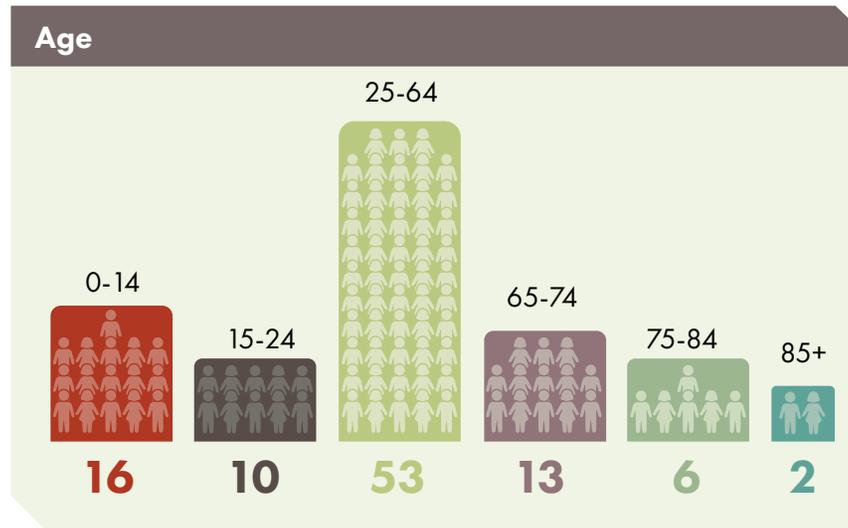
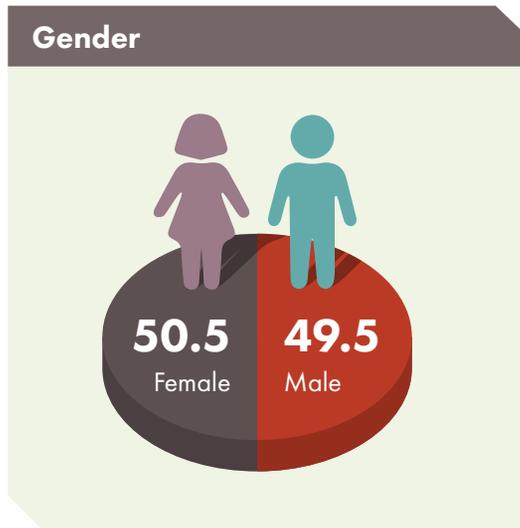
### Work & Economy

The unemployment rate in Campbell River remains high. Self-employment and a healthy local economy may positively impact this over time.

About the Vital Signs® Program.....	3
Report Highlights.....	4
Village of 100.....	5
Arts & Culture.....	6
Belonging & Leadership.....	7
Children & Youth.....	8
Environment.....	9
Getting Started in Our Community.....	10
Income Gap.....	11
Health & Wellness.....	12
Housing.....	14
Leisure.....	16
Learning.....	17
Safety.....	18
Seniors.....	19
Work & Economy.....	20
Sources.....	21
Testimonials.....	22
10 Ways to Take Action.....	23

# Village of 100

If Campbell River and area were a village of 100, the demographics would be:<sup>1</sup>



\*For population age 15 years and older

\*\*For population age 25-64 years old



# Arts & Culture



**1.1%**

## Education in the arts

One in one hundred adults ages 25-64 in Campbell River and area has post-secondary training in the arts (visual or performing). Across the province, **2.6%** of people ages 25-64 have an arts education.<sup>1</sup>



**2.6%**

**1.1%**

Campbell River & Area

B.C.

**2.3%**

## Employment in cultural occupations

The proportion of Campbell River and area residents working in arts, culture, recreation, and sports has declined slightly from **2.5%** since 2011. This is slightly lower than the provincial rate of **3.8%** and the national rate of **3.1%**.<sup>1,2</sup>

**32,966**

## Museum visits

In 2017, the Museum at Campbell River saw **32,966** visitors – an increase of **17.7%** over 2015's 28,000.<sup>4</sup>

**11,288**

## Registered library borrowers

**30.7%** of the population in Campbell River and area has a library card. In 2017, **178,196** visits to the Campbell River branch were recorded, an increase over **175,408** in 2015.<sup>3</sup>

## YOUR VOICE<sup>5</sup>



*In the past 12 months, how often have you attended a paid event at a local arts/theatre/music venue?*

**61%** infrequently (5 or less times per year)  
**17%** occasionally (6 - 11 times per year)  
**14%** never



*In the past 12 months, how often have you attended a course/class/workshop in your leisure time?*

**41%** infrequently  
**14%** occasionally  
**34%** never



# Belonging & Leadership

**77.6%**

## Sense of community belonging

The North Island Health Service Delivery Area, which includes greater Campbell River, has seen a slight increase in the number of residents ages 12 and over whose sense of community belonging is strong or somewhat strong, from **77%** in 2013-2014 to **77.6%** in 2015-2016. Provincially, **71.6%** of residents feel they belong, compared to **68.4%** nationally.<sup>6</sup>

**17.4%**

## Percentage of tax filers making charitable donations

In 2016, tax filer data indicates that **17.4%** of Campbell River and area residents made a charitable donation. This compares to **19.5%** provincially and **20.5%** nationally. In Campbell River and area, the median amount donated was **\$260.00**, an increase of \$10 over 2015.<sup>7</sup>

**91**

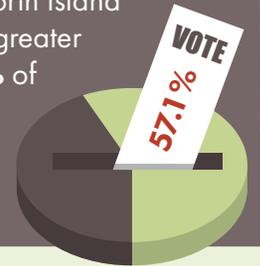
## Number of registered charities

There are **91** registered charities in Campbell River and area, or roughly one charitable organization per 416 residents. Across BC, there is one charitable organization per 376 residents.<sup>8</sup>

**57.1%**

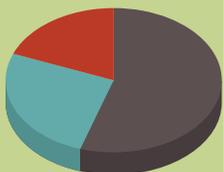
## Voter turnout – provincial

The 2017 provincial election saw increased voter turnout over the 2013 election. Provincially, **61%** of registered voters took to the polls in 2017, compared to **57%** in 2013. In the North Island Riding, which includes greater Campbell River, **57.1%** of registered voters cast a ballot in 2017.<sup>9</sup>



## YOUR VOICE<sup>5</sup>

*I feel socially connected in my community.*



**55%** strongly agree or agree  
**26%** neutral  
**19%** strongly disagree or disagree

*Our community is accepting of people from diverse lifestyles.*



**47%** strongly agree or agree  
**28%** neutral  
**25%** strongly disagree or disagree

*In the past 12 months, how often have you said hello to a neighbour or someone you did not know by name?*

**51%** daily



**35%** weekly

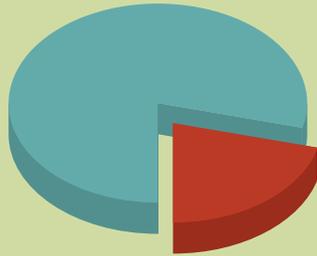


# Children & Youth

**7,875**

## Number of children and youth

There are **7,875** children and youth 19 years and younger in Campbell River and area. Children and youth comprise **20.8%** of the population. Provincially, **20.4%** of residents are under 19 years of age. Across Canada, **22.4%** of the population is under 19 years old.<sup>1</sup>



**28%**

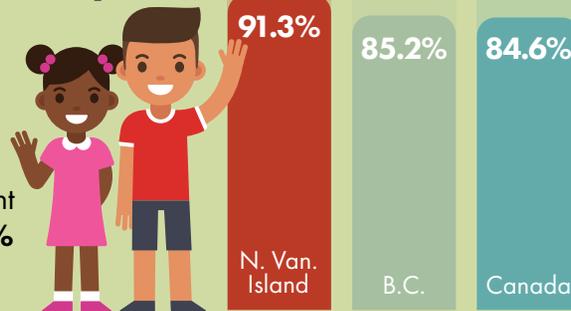
## Vulnerability rate

The latest Early Development Instrument (EDI) data intimates that in School District 72 the vulnerability rate has decreased, from **32%** in 2011-2013 to **28%** in 2013-2016. An examination of a child's first five years across five domains (physical health and well-being, social competence, emotional maturity, language and cognition, and communication), the EDI demonstrates that, without additional support, our youngest children may experience further challenges in both education and society.<sup>11</sup>

**91.3%**

## Youth sense of community belonging

When asked to rate their sense of community belonging, **91.3%** of youth in North Vancouver Island (which includes Greater Campbell River) chose strong or somewhat strong, a slight increase over the provincial average of **85.2%** and the national average of **84.6%**.<sup>6</sup>



**1,218**

## Childcare spaces

Across greater Campbell River, there are **1,218** licensed or registered-license-not-required childcare spaces for children from birth to 12 years old. **1,140** spaces are in Campbell River and area, while there are **59** spaces on Quadra Island, **17** spaces on Cortes Island, and **2** spaces in Sayward.<sup>12</sup>

Anecdotal evidence suggests that the need for childcare is strongest in families with infants and toddlers, followed by families requiring before- and after-school care.

**22%**

## Child poverty rate

Campbell River and area's child poverty rate has decreased slightly from **23%** in 2013 to **22%** in 2015. Campbell River has the fourth highest child poverty rate by urban area in the province. In British Columbia, one in five, or **20%** of children and youth 0-17 years old live in poverty.<sup>10</sup>

Want to know even more about what life is like for Campbell River's youngest residents?

The Campbell River Family Network's *State of the Child Report* is a comprehensive examination of the factors that help or hinder child development. Providing information about income, housing, transportation, and service provision, amongst others, the *State of the Child* report emphasizes the importance of investing in the health and well-being of children, who are the future of our community. The report has been updated for 2018, and can be accessed via [www.crfamilynetwork.ca](http://www.crfamilynetwork.ca).

We're helping:

# Environment

2

## Air quality – exceedance of daily fine particulate matter limit

One measure by which to gauge air quality is fine particulate matter (PM2.5 levels). Air quality suffers when fine particulate matter in the air exceeds 25 micrograms/m<sup>3</sup>. In 2017, there were **2** such instances of this in Campbell River. Both occurred in December, likely as result of high usage of residential wood heating.<sup>13</sup>

0

## Boil water advisories

The City of Campbell River supplies water to residents living with the municipality and in Area D and three First Nations reserves. There were **0** boil water advisories in 2017, an indication of a healthy water system.<sup>14</sup>

1,348mm

## Annual precipitation

In 2017, **1,348mm** of precipitation fell in Campbell River (measured at Campbell River A weather station). This was a decrease from 2016, which saw **1,964.7mm** fall.<sup>15</sup>

5,000

## Tonnes of household waste

Within the City of Campbell River, garbage and recycling are collected curbside year-round. Yard waste is collected curbside March – November, and can be taken to the yard waste drop-off centre year-round. In 2017, **5,000** tonnes of waste were collected: **3,700** tonnes of garbage and **1,300** tonnes of recycling, or an average of **485.4** kilograms per household.<sup>13</sup>



## Mode of commute to work<sup>1</sup>

	Canada	British Columbia	Campbell River and area
Vehicle - driver	73.9%	70.5%	79.0%
Vehicle - passenger	5.5%	5.5%	7.3%
Public transit	12.4%	13.1%	2.5%
Walk	5.5%	6.8%	5.0%
Bike	1.4%	2.5%	1.4%

## YOUR VOICE<sup>5</sup>

	YES	NO
"I have a backyard composter that I use."	41%	59%
"I grow plants, trees, and/or flowers that encourage bees."	81%	19%
"I grow food in my own (or community) garden."	53%	47%



# Getting Started in Our Community

**815**

## Net migration

In 2016, the population of Campbell River and area grew by **815** people. This means that **2.2%** of the current population is comprised of newcomers.<sup>1</sup>

**96**

## Countries represented

The Immigrant Welcome Centre in Campbell River provides many services to newcomers. In 2016-2017, Immigrant Welcome Centre clients represented **96** unique countries of origin, up from **64** in 2014-2015.<sup>16</sup>

**4.6%**

## Visible minority

Campbell River and area's visible minority population has increased by one percentage point, from **3.6%** in 2011 to **4.6%** in 2016. The largest visible minority groups in Campbell River and area are Filipino and South Asian. Provincially, **30.3%** of residents belong to a visible minority, up from **27.3%** in 2014.<sup>1</sup>

Note: Visible minority data does not include Aboriginal people.

## Where do newcomers to the community come from?<sup>1</sup>

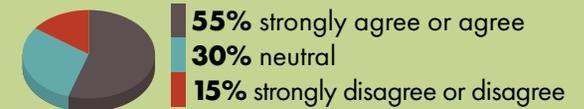
**66.6%** From within BC

**30%** From another province

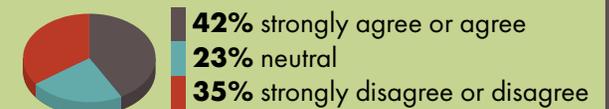
**3.4%** From outside of Canada

## YOUR VOICE<sup>5</sup>

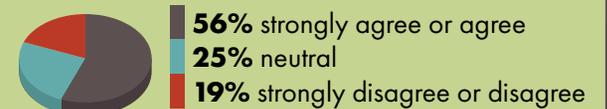
*New people to our community are welcomed by current residents.*



*I know what community resources are available to new residents.*



*Our community is accepting of people from diverse cultures.*



*Socially, I interact with people from various cultural and ethnic backgrounds.*



**35**

## Languages spoken

Residents of Campbell River and area speak **35** different languages at home, including Canada's two official languages. The five most frequently spoken languages are English, Vietnamese, Chinese (Mandarin and Cantonese) Italian, and Punjabi.<sup>1</sup>



# Income Gap

**14.9%**

## Overall poverty rate

Using the low-income measure, after-tax, **14.9%** of Campbell River and area residents live in poverty. This is a decrease of nearly three percentage points since 2011. In British Columbia, the overall poverty rate is **15.5%**, and in Canada, **14.2%**.<sup>1</sup>

**\$41,984**

## Median income of lone parent families, after tax

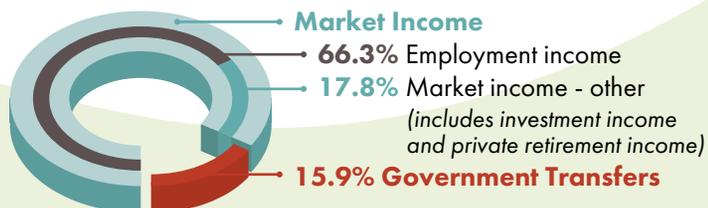
The median income of lone parent families in Campbell River and area has increased since 2013, when it was **\$32,440**. The province's median income of lone parent families (after tax) is **\$46,668** and the country's is **\$48,856**. In Campbell River, **23.1%** of lone-parent families are led by men, slightly higher than the provincial rate of **21%**.<sup>1</sup>

**12,857**

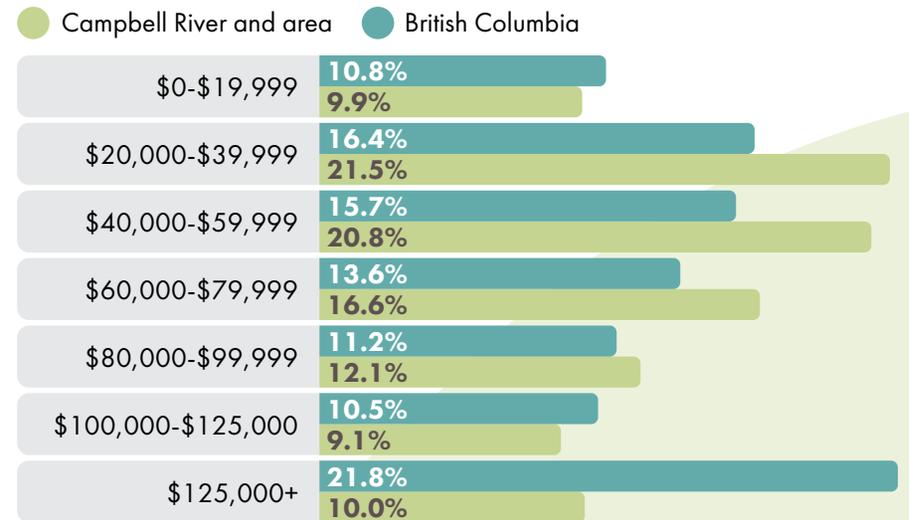
## Food bank usage

The Campbell River Food Bank serves Campbell River, Gold River, Tahsis, and Sayward. In total, the Food Bank served **5,431** households and **12,857** individuals between April 2017 and March 2018. Of those, **5,235** were households in Campbell River, representing **12,417** individuals.<sup>17</sup>

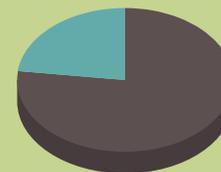
## Income Sources for Population Aged 15 Years and Older<sup>1</sup>



## After-tax income of households, by decile<sup>1</sup>



## YOUR VOICE<sup>5</sup>



Socially, I interact with people from various socioeconomic situations.

**77%** yes **23%** no

# Health & Wellness

**79.8**

## Life expectancy

Life expectancy, or the number of years a person can expect to live, is a key measure of wellness. Someone born in greater Campbell River in 2016 can reasonably expect to live to **79.8** years old. This is slightly lower than the provincial life expectancy of **82.6** years.<sup>18</sup>

**9.1**

## Birth rate

Greater Campbell River's birth rate of **9.1** per 100,000 is slightly higher than the Island Health birth rate (**8.4** per 100,000), but slightly lower than the provincial rate (**9.6** per 100,000).<sup>19</sup>

**58**

## Number of general practitioners

There are **58** general practitioners serving greater Campbell River, spread across 15 clinics (medical, community, and walk-in clinics). Additionally, there are **39** specialist practitioners serving Campbell River and area.<sup>20</sup>



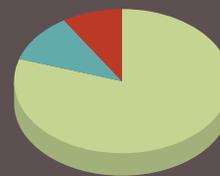
**16.4%**

## Perceived life stress, quite a lot

Residents ages 15 years and older were asked to rate their perceived life stress via the Canadian Community Health Survey. In the North Vancouver Island Health Service Delivery Area, which includes greater Campbell River, **16.4%** reported "quite a lot" of life stress. Both the province (**19.7%**) and country (**21.5%**) report higher levels of life stress.<sup>6</sup>

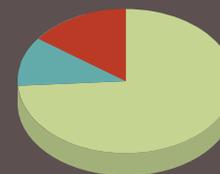


## YOUR VOICE<sup>5</sup>



*I consider myself to be a physically healthy person overall.*

- 80%** strongly agree or agree
- 11%** neutral
- 9%** strongly disagree or disagree



*I have access to a variety of healthcare professionals in my community.*

- 74%** strongly agree or agree
- 11%** neutral
- 15%** strongly disagree or disagree

13.5

### Alcohol consumption, in litres

Residents of greater Campbell River consume **13.5** litres of alcohol, or **783** standard drinks, per year. This is higher than both the Island Health consumption (**10.9** litres, or **632** standard drinks) and provincial consumption (**9.0** litres, or **522** standard drinks).<sup>19</sup>

37

### Overdose deaths

Vancouver Island North saw **37** overdose deaths in 2017, half of which were in Campbell River. During the same year, British Columbia saw **1,450** overdose deaths. Illicit fentanyl was detected (alone or in combination with other drugs) in **84%** of overdose deaths.<sup>21</sup>

16.1%

### Smoking rate

The smoking rate for the population 12 years and over in the North Vancouver Island Health Service Delivery Area has decreased every year since 2007-2008. The most recent rate, from 2015-2016, is **16.1%**. Provincially, the rate is **14.1%** and nationally it is **17.4%**.<sup>6</sup>

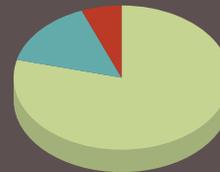
312.1

### Mood and anxiety disorders

In greater Campbell River, **312.1** per 1,000 residents has a diagnosed mood or anxiety disorder. This is slightly higher than the Island Health rate of **302.4** per 1,000 residents, and higher than the provincial rate of **267.0** per 1,000 residents.<sup>19</sup>

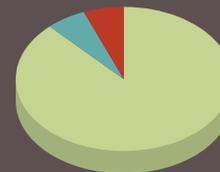


## YOUR VOICE<sup>5</sup>



*It is easy to live a healthy lifestyle in my community.*

- 79% strongly agree or agree
- 15% neutral
- 6% strongly disagree or disagree



*I consider myself to be a mentally healthy person overall.*

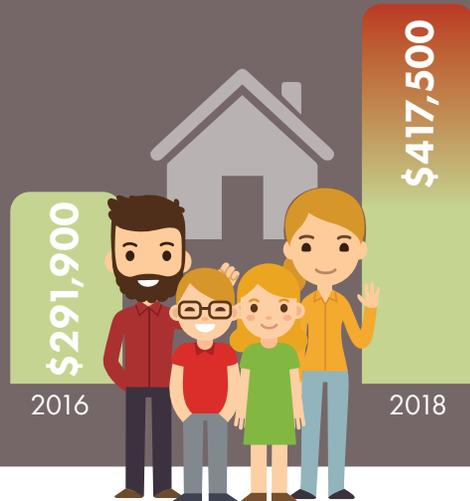
- 88% strongly agree or agree
- 6% neutral
- 6% strongly disagree or disagree

# Housing

**\$417,500**

## Benchmark home price

The benchmark sale price of a single-family home in Campbell River in summer 2018 was **\$417,500** – a sizable increase over summer 2016's benchmark price of **\$291,900**. On Vancouver Island, the average single-family home increased from **\$344,450** in 2016 to **\$507,700** in summer 2018.<sup>22</sup>



**13.9%**

## Proportion of homeowners spending more than 30% of their income on housing

In Campbell River and area, **13.9%** of homeowners spend more than 30% of their income on housing, compared to **20.7%** of homeowners in BC and **16.6%** across Canada. Households that spend more than 30% of their income on housing are at risk of homelessness.<sup>1</sup>

**42.5%**

## Proportion of renters spending more than 30% of their income on housing

In Campbell River and area, **42.5%** of renters spend more than **30%** of their income on housing, compared to **43.4%** of renters in BC and **40%** across Canada.<sup>1</sup>

**6.9%**

## Proportion of units requiring major repair

Between 2011 and 2016, the proportion of Campbell River and area housing units requiring major repair decreased slightly from **8.2%** to **6.9%**. Across the province, there has also been a decrease, from **7.2%** in 2011 to **6.3%** in 2016.<sup>1</sup>

**\$902, \$922**

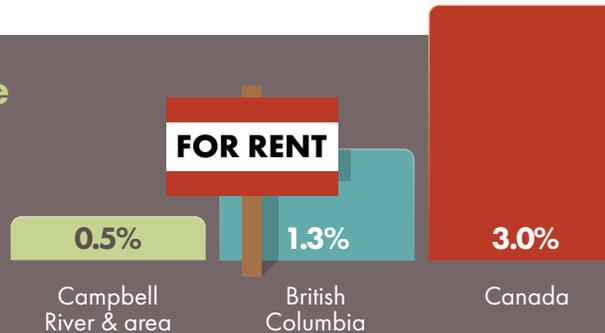
### Median monthly shelter costs

Median monthly shelter costs include mortgage or rent payments, electricity, heat, water, and other municipal services. In Campbell River and area, homeowners pay a median monthly shelter cost of **\$902**, while renters pay **\$922**. In British Columbia, the median monthly cost of home ownership is **\$1,149** and the median monthly cost of renting is **\$1,036**.<sup>1</sup>

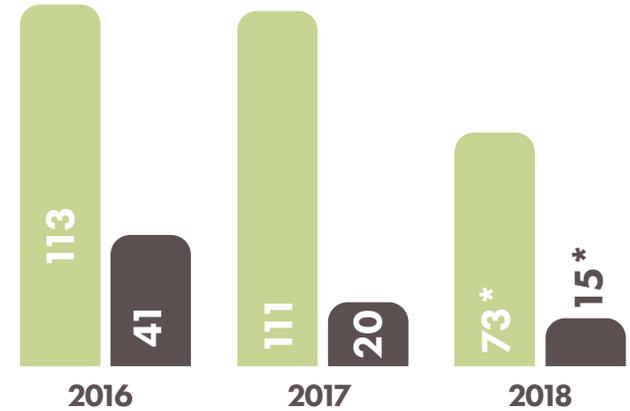
**0.5%**

### Rental vacancy rate

The rental vacancy rate in Campbell River and area has decreased steadily since 2013. It is currently **0.5%**. British Columbia's rental vacancy rate is **1.3%**, while Canada's is **3.0%**.<sup>24</sup>



### Housing permits by dwelling type<sup>23</sup>



\*2018 data is from January 1-July 31 only.



Number of permits issued to build new, single family homes

Number of permits issued to build duplexes

**22**

### Number of beds in emergency shelter

There are **22** beds in Evergreen House, a partnership between BC Housing and the Salvation Army that offers emergency shelter. An additional **16** beds are available during extreme weather (November 1 – March 31).<sup>25</sup>

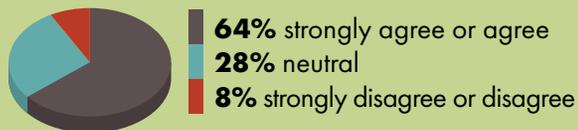
**81**

### Homeless count

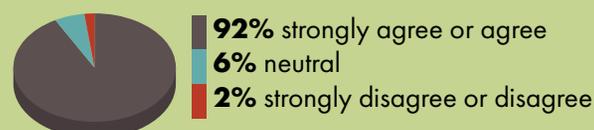
Campbell River and area's homeless population was counted in April 2018. Preliminary results demonstrate that there are at least **81** homeless people here.<sup>26</sup>

## YOUR VOICE<sup>5</sup>

*Our community needs more densified housing policies.*



*Our community needs more affordable rental options.*



*There are sufficient housing options for all residents in my community.*





# Leisure

75

## Dance and sports organizations

At present, there are at least **75** different dance and sports organizations in Campbell River and area. These organizations provide leisure opportunities to children, families, adults, and seniors.<sup>27</sup>



141+

## Trail, in kilometres

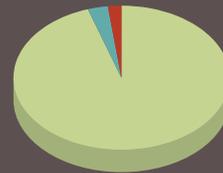
In Campbell River and area, there are at least **141** kilometres of trail. These trails are both sanctioned and unsanctioned, and for various uses, including motorized and non-motorized activities.<sup>29,30</sup>

1,021

## LIFE program usage

The City of Campbell River's "Leisure Involvement for Everyone," or LIFE program, provides healthy lifestyle opportunities to Campbell River residents who face financial challenges. In 2017, there were **1,021** program participants, who receive free or discounted admission to the City's pool, weight room, and some recreation programs.<sup>28</sup>

## YOUR VOICE<sup>5</sup>



I have access to healthy, outdoor spaces in my community.

- 95% strongly agree or agree
- 3% neutral
- 2% strongly disagree or disagree



22% daily



38% weekly

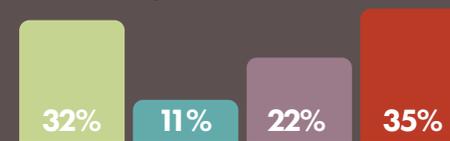
In the past 12 months, how often have you walked, hiked, wheeled and/or biked on a local trail (dirt or paved)?

In the past 12 months, how often have you participated in a leisure program through the City of Campbell River, a private organization, or a not-for profit organization respectively?

### City of Campbell River and/or SRD



### Private organization



### Not-for-profit organization



■ Regularly  
 ■ Occasionally  
 ■ Infrequently  
 ■ Never

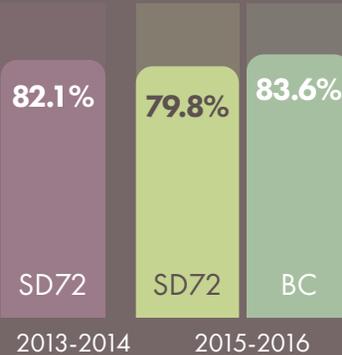


# Learning

## 79.8%

### High school completion rate

Data from the British Columbia Ministry of Education demonstrates that the six-year high school completion rate for School District 72 (Campbell River) decreased slightly, from **82.1%** in 2013-2014 to **79.8%** in 2015-2016. This compares to **83.6%** provincially.<sup>31</sup>



## 65.9%

### Aboriginal high school completion rate

The six-year high school completion rate for Aboriginal students in School District 72 (Campbell River) was **65.9%** in 2015-2016, slightly higher than the provincial rate of **63.8%**.<sup>31</sup>

## 13.0%

### Education in the trades

In greater Campbell River, **13.0%** of the population 15 years and older held an apprenticeship or trades certificate or diploma. This is higher than both the provincial (**8.8%**) and national (**9.8%**) proportions.<sup>1</sup>

## 56.4%

### Percentage of population with post-secondary

In Campbell River and area, **56.4%** of the population ages 25 to 64 years old has some post-secondary education (this includes trades certifications, diplomas, and degrees). In British Columbia, **63.9%** of the population ages 25 to 64 years old has some post-secondary.<sup>1</sup>

### Annual cost of university undergraduate tuition, 2017<sup>32</sup>

\*represents a calculated average given the range of tuition costs provided

Royal Roads University\*

\$8,240

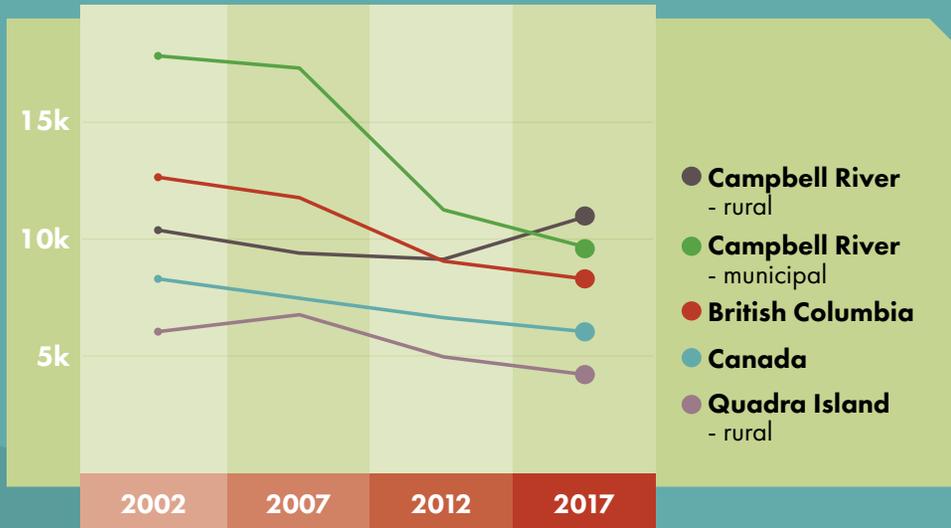
University of Victoria

\$5,368

Vancouver Island University

\$4,261

## Overall crime rate, per 100,000 population<sup>33</sup>



## 4,517.3 Property crime violations, per 100,000 population

The property crime rate for municipal Campbell River has not changed significantly from 2015, when it was **4,843**. Rural Campbell River's rate is **6,093.5**, a decrease of nearly **20%** since 2015. Quadra Island's rate of **1,505.4** is not a significant change from 2015. Similarly, BCs 2017 rate of **4,814.5** is not a significant change from the 2015 provincial rate of **4979**.<sup>33</sup>

## YOUR VOICE<sup>5</sup>



*I feel safe walking alone in my neighbourhood after dark.*

- 56% Strongly agree or agree
- 17% Neutral
- 27% Disagree or strongly disagree

# 52

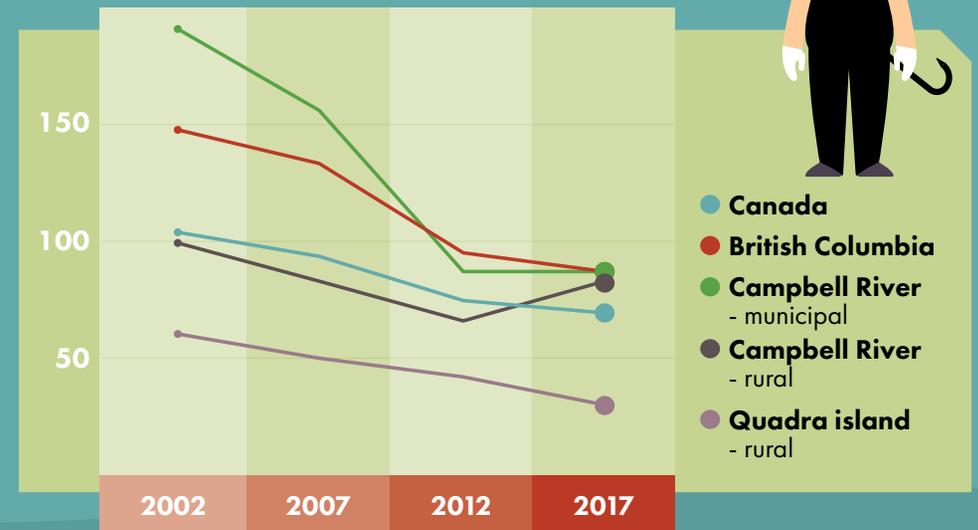
## Search and Rescue calls

Campbell River Search and Rescue responded to **52** operational calls for service in 2017, an increase of **18%** over the **44** callouts logged in 2016.<sup>34</sup>



## Crime severity rate<sup>33</sup>

Note: Crime Severity Index refers to a measure of police-reported crime that reflects the relative seriousness of individual offenses.



- Canada
- British Columbia
- Campbell River - municipal
- Campbell River - rural
- Quadra island - rural



*Do you have an emergency preparedness plan for your household?*

- 46% Yes
- 54% No

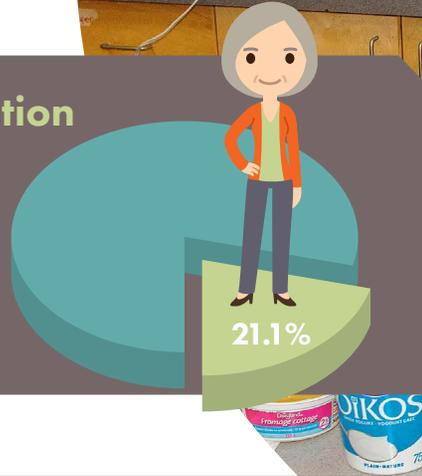


# Seniors

**7,995**

## Senior population

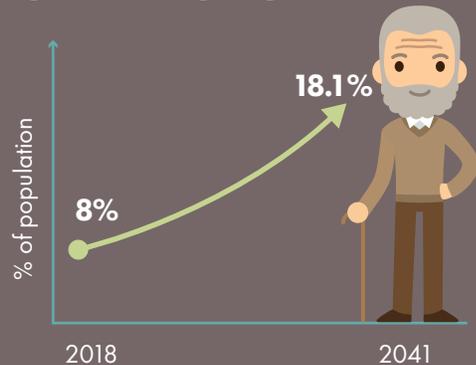
There are **7,995** residents ages 65 years and greater in Campbell River and area. Seniors comprise **21.1%** of the population. In British Columbia, seniors are **18.3%** of the population.<sup>1</sup>



**100%**

## Senior population projection

Over the next 20 years, Campbell River and area's population 75 years old and greater is predicted to double, from **8.0%** of the population currently to **18.1%** by 2041.<sup>19</sup>



**12.5%**

## Senior poverty rate

The senior poverty rate in Campbell River and area has decreased slightly, from **13.9%** in 2011 to **12.5%** in 2016. There is a gendered difference in the experience of senior poverty, with **9.7%** of senior men and **15.4%** of senior women living in poverty, respectively. Provincially, the senior poverty rate is **14.9%**.<sup>1</sup>

**25.6%**

## Percentage of senior population living alone

The proportion of seniors who live alone in Campbell River and area has not changed since 2011. Seniors who live alone may experience social isolation, which can be detrimental to both physical and mental health.<sup>19</sup>



**283**

## Residential care beds

There are **283** residential care beds in Campbell River and area, or approximately one bed per **28** residents 65 years and greater. In neighbouring Comox Valley there are **421** residential care beds, or approximately one bed per **40** Comox Valley residents 65 years and greater.<sup>35</sup>



# Work & Economy

**54.2%**  
**9.7%**

## Employment and unemployment rates

There has been little change in employment or unemployment rates in Campbell River since 2011. Data from the 2016 census notes that the employment rate has decreased slightly from **55.6%** to **54.2%**, and unemployment has increased slightly from **9.5%** to **9.7%**. Provincially, the employment rate is **59.6%** and the unemployment rate is **6.7%**.<sup>1</sup>

♂ **\$63,021**  
♀ **\$40,641**

## Median employment income, by gender

The median employment income for full-time full-year workers in Campbell River and area is **\$49,948**, with men earning significantly more, at **\$63,021**, and women earning **\$10,000** less than the median, at **\$40,641**. In British Columbia, the median employment income is **\$53,940**, or **\$61,004** for men and **\$47,039** for women.<sup>1</sup>

**2,470**

## Number of self-employed individuals

There are **2,470** self-employed individuals in Campbell River and area, comprising **13.1%** of the labour force. Provincially **13.9%** of the labour force is self-employed, and **11.8%** of the national labour force is self-employed.<sup>1</sup>

## YOUR VOICE<sup>5</sup>

*I feel stable about my employment situation for at least the next 12 months.*



**68%** strongly agree or agree  
**21%** neutral  
**11%** strongly disagree or disagree

*There are a number of options for me to work in my chosen career/vocation in my community.*



**42%** strongly agree or agree  
**25%** neutral  
**33%** strongly disagree or disagree

**17**

## Business bankruptcies

In the Vancouver Island economic region, which includes greater Campbell River, 17 businesses filed for bankruptcy in 2017 - a significant decrease from the 27 Vancouver Island business bankruptcies observed in 2015.<sup>36</sup>

**683**

## Annual average EI beneficiaries

In Campbell River and area, an average of **683** people received Employment Insurance (EI) benefits per month in 2017, a decrease from the annual average of **782** in 2015.<sup>37</sup>

## Number of new business licenses<sup>38</sup>

2015 - **242** 2016 - **242** 2017 - **201\***

\*Data for June 2017 is missing from this total.

The work I do is beneficial to...

Economic prosperity in my community **64%\***

Social health in my community **61%\***

**33%\*** Environmental health in my community

\* Percentage of respondents who strongly agree or agree with the statement

# Sources

1. Statistics Canada, Census 2016 – Campbell River [Census Agglomeration], British Columbia, and Canada
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23. City of Campbell River (Personal correspondence with Administration staff from Development Services department)
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30. Strathcona Regional District (Correspondence with GIS Analyst)
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35. Island Health, Home and Community Care, Residential Care
36. Government of Canada, Office of the Superintendent of Bankruptcy Canada, Annual Business Insolvency Rates by Province and Economic Region
37. Central 1, BC Employment Insurance Trends, May 2018
38. City of Campbell River, Business Licenses, Reports, <http://www.campbellriver.ca/business-economy/your-business/reports>

## Photo Sources

Pages 1,9: Vince Kehn\*

Pages 6, 7, 13: Ross Fisher\*

Page 8: Leanne Wilson

Page 10: Immigrant Welcome Centre

Page 12: Island Health

Page 16: Murray Callaghan

Page 17: North Island College

Page 19: Wendy Samaroden

Page 22: Photos provided by testimonial authors

Page 24: Kathy Paynter\*

\*indicates a photo contest winner. Thanks to all who submitted, and congratulations to our winners!

# Testimonials



“Community-based research and reports, including Campbell River’s Vital Signs, are essential for communities such as Campbell River. Community-based data is an important component needed to identify opportunities and track trends over time to ensure that local organizations (such as North Island Employment), municipal government, business and industry and educational institutions are responding to and building on the assets of the community as we work towards improving the quality of life for residents in the region. When it comes to applying for funding opportunities regionally, provincially, and federally, local data – such as that collected through Vital Signs – is absolutely key in effectively communicating the strengths and areas of opportunity that align with external funding sources further supporting us to build a healthy, resilient community.”

– **Shannon Baikie**, Regional Manager,  
*North Island Employment Foundations Society*



“Accurate data can often be the difference between getting a project off the ground and it remaining just a good idea. When the community has good knowledge about what is happening we can make the case to governments and funders that our projects will make a difference. Not only that - we can prove they are making a difference. Vital Signs is a way to celebrate our strengths, identify our needs, as well as track our progress so we know our efforts are making the impacts we want. The Strathcona Community Health Network is one of many health networks up and down the island where people with wide-ranging backgrounds, roles and perspectives come together to take action on issues that impact health and well-being in their communities. Health Networks are established on the basis that interventions and progress are measurable – and that working together has a bigger impact than working in silos. The work of Vital Signs in compiling local information and tracking it over time helps us work together and understand how our actions impact one another.”

– **Libby King**, Coordinator,  
*Strathcona Community Health Network*



“Public service is our reason for being in local government – and having the best possible information about our community is essential for our work.

The City of Campbell River – like many organizations in our rapidly changing world – relies on the best available data to make informed decisions. Our annual reports showcase the results of those decisions and our efforts to deliver services and programs efficiently, make the best use of our resources, and meet Council’s strategic priorities.

The demographic information, health data, and other community-based details compiled in Vital Signs also help us paint a fuller picture as we tell the story of our community in reports to Council, briefing notes for senior governments, grant applications, and brochures and other materials promoting Campbell River.”

– **Deborah Sargent**, City Manager,  
*City of Campbell River*

# 10

## Ways to Take Action

### 1. Reflect.

Thank you for reading this report. Take some time to think about what the information within means for you, your neighbours, and all residents of Campbell River and area.

### 2. Share.

Do you know someone who would benefit from reading Campbell River's Vital Signs®? Share your printed report with family, friends, neighbours, and colleagues, or direct them to [www.crfoundation.ca/vital-signs](http://www.crfoundation.ca/vital-signs). If you are a service provider and would like to have copies available for your clients, please contact us. We'd be happy to arrange this.

### 3. Discuss.

Vital Signs® reports raise just as many questions as they answer! Some questions for you to ponder:

- When you read this report, what surprised you? What confirmed what you already thought about the community?
- Where will Campbell River be in 5, 10, or even 50 years from now?
- Belonging & Leadership: What actions can we take individually to promote neighbourhood and community belonging?
- Income Gap: What has caused the slight decline in our overall and seniors poverty rates? What assets can we build on to continue to decrease poverty?
- Housing: How can municipal, provincial, and federal governments collaboratively support affordable and appropriate housing for all?

### 4. Research.

If you want to know more about an indicator, please visit the cited source. Sources are listed on page 21.

### 5. Act.

If you are motivated by something you have read, use this report as a catalyst for positive action...

### 6. Report back.

... And let us know about it! If you took action because of Vital Signs®, please let us know what you did and what the results were. Contact us at [info@crfoundation.ca](mailto:info@crfoundation.ca).

### 7. Support.

Campbell River needs leadership from all of its residents. There are many worthy organizations that would benefit from your volunteerism and support. Volunteer Campbell River can connect you to local non-profits in need of volunteers.

### 8. Get political.

Share this report with local politicians and other decision makers. Talk with them about their use of local information and knowledge to inform policy and direction.

### 9. Contact us.

The Campbell River Community Foundation knows the issues and organizations in need in our community. If you are looking for ways to make a difference, we can help.

You can reach us by phone, at 250-923-5575, or by email, at [info@crfoundation.ca](mailto:info@crfoundation.ca).

### 10. Give.

If you are interested in keeping your charitable donations local and want to see increased grant funding available to local non-profits, consider making a donation to the Campbell River Community Foundation. Donations are gratefully accepted on our website, and we also welcome the opportunity to discuss how best to utilize your gifts.



Thank you to the partners that made this report possible:



**Campbell River Community Foundation.** P.O. Box 734, Campbell River, BC, V9W 6J3  
Phone: **250-923-5575** Email: **info@crfoundation.ca** Website: **www.crfoundation.ca**