



2022 Campbell River's
VitalSigns[®]



Message From the Board Chair

After a four year hiatus, the Campbell River Community Foundation is pleased to share this updated VitalSigns® report with our community. Our Vital Signs journey began in 2016, when we released our first report. We planned to release an update every two years and did so in 2018. Then 2020 hit, and our plans were quickly derailed as we realized that we could not ask for community survey participation from residents or updated data from local organizations. Our world simply felt too uncertain, and our collective priorities shifted to ensuring that the most vulnerable were taken care of through an unprecedented pandemic.

While we are still feeling the impacts of the pandemic, we have decided to resume our Vital Signs program. We wanted to better understand what has changed in Campbell River in the last four years, and in the last two especially. As we attempt recovery across all aspects of our community, we note that the most vulnerable people have been hit hardest by the pandemic and will need the most resources to recover. We also see from the data that migration, cost of living, and participation in community life have been hugely impacted by the events of the last two years, and these impacts are felt across all segments of the community.

The Campbell River Community Foundation has been granting funds to non-profit organizations since 2000. We supported the community through the pandemic, and we will continue to support our community as we work collectively to build an even stronger Campbell River.



Dan Wickham
President/Chair

Thanks is extended to the Vital Signs steering committee, comprised of:



Craig Gillis
Director



Doug Lang
Past President



George Lambert
Vice President/
Vice Chair



Michaela Arruda
Executive Director



Kelsey Anglin
Director

Thanks also to Gwen Hamling, Laurel Cronk, Jim Harris, and Sandi Hengel for their support and guidance.

The Campbell River Community Foundation is “Helping People Help Others” in the communities of Campbell River, Quadra Island, Cortes Island, and Sayward. We respectfully acknowledge the unceded traditional territories of the Laichwiltach, Klahoose, and K’omoks First Nations. We honour our relationship with these First Nations, the Homalco First Nations, and all other First Nations, Metis, and Inuit peoples who reside in these territories.

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About VitalSigns®

Vital Signs® is a national program led by 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.

What information is in this report?

Campbell River's 2022 Vital Signs provides information about 13 different issue areas that influence community wellbeing. Each issue area, starting at Arts & Culture and ending at Work & Economy, includes 4-5 indicators and relevant community survey responses.

The indicator data was collected from local governments and local non-profit organizations, Statistics Canada, and some information was provided by the Institute for Sustainable Development, the official data partner of Community Foundations of Canada.

Indicator data is included if it meets the following qualifications:

- Does the indicator interest the public? Our interviews and survey results help us determine this.
- Does the indicator report on a trend or issue that is relevant to the community?
- Does the indicator inspire action?

If the answer to all of these questions is yes, the indicator is tentatively selected.

When data is sourced for the indicator, it is used if:

- The data is understandable and measurable
- The data is either publicly available or easily collected
- The data is current
- The data is collected with regularity, for future use

What geography is covered?

We utilize Statistics Canada census boundaries. When we refer to Campbell River, it is the Campbell River Census Agglomeration, which includes the City of Campbell River, Strathcona Area D (Oyster Bay-Buttle Lake), and the Campbell River 11, Quinsam 12, and Homalco 9 reserves. In some instances, we also present data from Quadra Island, Cortes Island, and Sayward. This is referred to as "greater Campbell River."

How are the perspectives of community members included?

Campbell Riverites were engaged in two ways:

- Targeted interviews were conducted with leaders from each of the 13 issue areas. Interviewees provided information about how the pandemic impacted their sector, detailed any major projects or initiatives that had taken place over the last 2-4 years, and shared their priorities for the upcoming year(s).
- Broad community engagement via a community survey. Anyone from greater Campbell River could respond to a digital survey that queried many different aspects of quality of life in the area. More on the survey below.

Where can I see previous reports?

To see our reports from 2016 and 2018, please visit <https://crfoundation.ca/vital-signs>

For reports from other communities across the country, please visit <https://communityfoundations.ca/initiatives/vital-signs/>

Community Survey Summary

Over the course of June and July 2022, 410 residents of greater Campbell River responded to our community survey. At 50 questions, the survey took nearly 19 minutes to complete, on average. Despite the length, we still saw a completion rate of 89%. A heartfelt thank you to everyone who made time to participate.

Survey respondents were broadly reflective of community demographics, especially relating to age, income, and educational attainment. However, while women make up 50.6% of the total population in Campbell River, they made up nearly 70% of survey respondents, which is a significant difference. For this reason and others, the survey responses should be considered supplementary to the data. Survey results are reported under the heading "Your Voice," distinct from the indicators.

Report Highlights

Arts & Culture

Survey respondents generally reported a strong arts, culture, and heritage community with accessible activities. Visits to local cultural institutions were reduced during the pandemic, but community support remained strong.

Belonging & Leadership

In some measures of community leadership, like voter turnout, Campbell River is on par with provincial and/or national counterparts. In others, such as the sense of community belonging, Campbell River reports a higher rate than BC and Canada.

Children & Youth

Two services essential to the growth and development of children and youth are lacking in Campbell River: childcare and mental health services.

Environment

Campbell Riverites can celebrate clean air and citizen participation in conservation efforts. Increasing rates of water usage and household waste are concerning.

Health

The Campbell River community lags behind their regional and/or provincial counterparts in health and wellness measures, including alcohol consumption, rates of mood and anxiety disorders, and life expectancy.

Housing

Housing is relatively affordable for long-time residents, but newcomers and young people face low rental vacancy rates and high housing costs. The homeless population is growing.

Getting Started

Campbell River has significantly less visible minorities compared to the province and the country. Newcomers to Campbell River generally find the community to be welcoming, though incidents of hate and discrimination have been reported.

Income Gap

The number of people experiencing overall poverty in Campbell River has decreased significantly over the last five years. Campbell River has slightly more of the lowest-income earners and fewer of the highest-income earners than its provincial counterparts.

Learning

Campbell River's rates of high school completion and post-secondary transitions are on par with the province. Post-secondary education varies across communities in the region.

Leisure

The pandemic lessened opportunities for participation in formal leisure activities, but facilities remained open under changing Provincial Health Orders, and residents could enjoy the outdoors.

Safety

Of the crime rates included in this report, Campbell River's rates are higher than the British Columbian and Canadian rates. Check wellbeing calls to local RCMP have increased dramatically over the last five years.

Seniors

Seniors comprise a substantial proportion of the area's population, and there is not enough support in place for seniors who can no longer live independently.

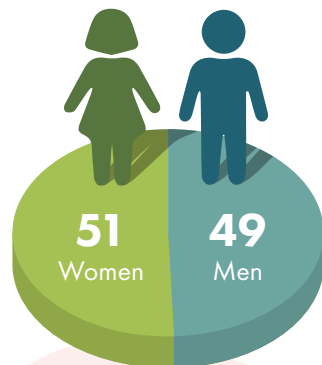
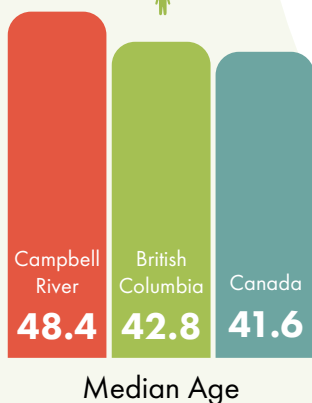
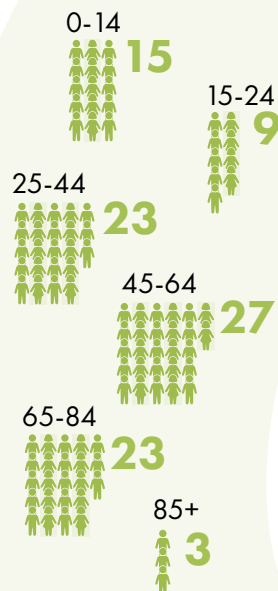
Work & Economy

A relatively low unemployment rate and a deluge of job postings in the last year has created a job seeker's market. New businesses continue to open in Campbell River.

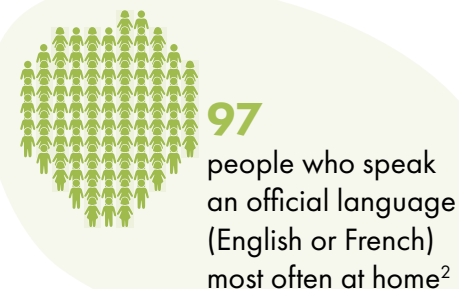
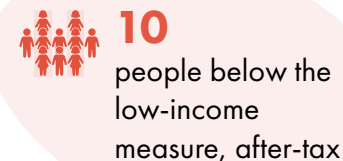
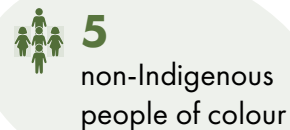
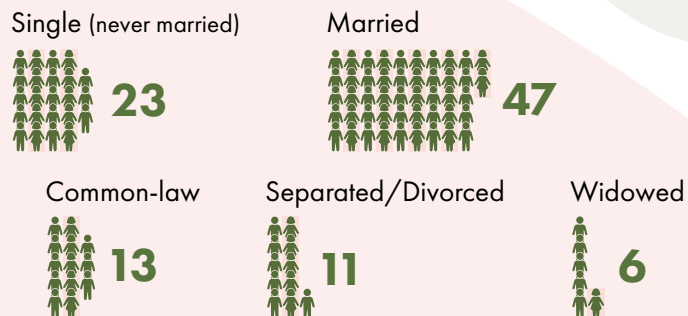
Village of 100

If Campbell River were a village of 100 people, there would be...¹

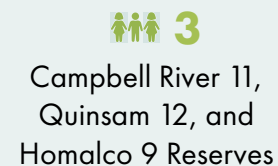
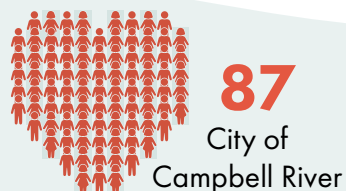
Age



Marital Status*



People living in...



*For population age 15 years and older



Arts & Culture

\$72,000,000

Economic impact of the arts - GDP

A 2021 study from Nordicity Consulting found that arts and culture in the North Island and Coast, which includes Campbell River, have an economic impact of **\$72,000,000** in GDP annually.³

\$216,299

Total amount of Canadian Council for the Arts Funding

In 2020-2021, **6** Campbell River artists or arts organizations received a total of **\$216,299** in funding support from the Canadian Council for the Arts.⁴

144

Campbell River Arts Council membership

In 2021, the Campbell River Arts Council had **144** members. Members can participate in the Annual Members' Exhibition, receive discounted rates at the Sybil Andrews Cottage and Walter Morgan Studio, and network with others interested in arts and culture.⁸

114,494

Library circulation

Library services were significantly impacted by changing COVID-19 health orders and while many libraries were forced to close to the public, library services were in high demand. There were **114,494** physical circulations (physical books and other media) in 2021 at the Campbell River branch of the Vancouver Island Regional Library. The branch has **8,742** registered borrowers, meaning that **23.3%** of Campbell River's population has a library card.⁵



14,994

Annual museum visits

Like all organizations open to the public, the Museum at Campbell River was significantly impacted by Provincial Health Orders in 2021. In total, the Museum hosted **14,994** visitors in 2021, down from **33,905** in 2018.⁶



3,109

Art Gallery visitors

The Campbell River Art Gallery welcomed **3,109** visitors to the main exhibitions, a decrease from **9,802** in 2019 due to COVID Provincial Health Orders. The work of **15** contemporary artists were exhibited in the main gallery, with **11** exhibiting artists from underrepresented positions in contemporary art.⁷

YOUR VOICE⁹

Our community survey asked about the arts and culture activities Campbell Riverites have participated in over the last year. Here's what we learned:



56.9% visited a local library or community/recreation centre

40.4% attended an arts event

35.3% visited a local museum and/or participated in an event about greater Campbell River's heritage

We also wanted to know whether or not it would be easy for residents to participate in arts, culture, and heritage activities, considering residents available resources (time and money):



Learn about Campbell River's heritage



Learn about the Indigenous history of the area



Engage in arts and culture activities

Easy (Very or somewhat)
Neither easy nor hard
Hard (Somewhat or very)



Belonging & Leadership

74.8%

Sense of community belonging

In the North Island Health Service Delivery Area, which includes greater Campbell River, Quadra and Cortes Islands, and Sayward, **74.8%** residents ages 12+ reported a strong or somewhat strong sense of community belonging in 2019-2020. Though this is a slight decrease from 2015-2016 and 2017-2018, it remains an increase over the provincial and national rates (**70.8%** and **70.0%** respectively).¹⁰

105

Number of registered charities

There are **84** registered charities in Campbell River, and **21** in the surrounding communities of Quadra and Cortes Islands and Sayward. Recent additions include the Quadra Island Foundation and the Cortes Island Community Foundation.¹¹

\$360

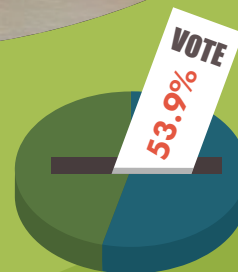
Median donation

In 2021, **15.5%** of Campbell River tax filers made a receipted charitable donation, compared to **17.7%** of BC residents and **18.4%** of Canadians. In Campbell River, the median donation amount was **\$360**, an increase over the **\$260** we reported in our 2018 report, but lower than the provincial median of **\$500** and similar to the national median of **\$340**.¹²

53.9%

Voter turnout - provincial

In the 2020 provincial election, **53.9%** of registered voters in the North Island electoral district cast a ballot. This was on par with the provincial average of **53.9%**.¹³



65.1%

Voter turnout - federal

Canadians went to the polls in 2021. Across Canada, voter turnout for the federal election was **62.6%**. In the North Island-Powell River electoral district, **65.1%** of registered voters turned out.¹³

YOUR VOICE⁹

I am satisfied with my quality of life.



83.3% strongly agree or agree
7.2% Neither agree nor disagree
9.5% Disagree and strongly disagree

Comparing your life before the start of the COVID-19 pandemic to today, would you say your sense of community belonging has:



19.3% Increased
31.4% Stayed the same
48.3% Decreased



Our survey asked about participation in community life. In the last 12 months:

- 17.3%** attended a faith-based service/activity
- 23.5%** participated in neighbourhood or community projects (i.e. neighbourhood clean-up)
- 25.6%** attended a neighbourhood or community meeting
- 46.6%** provided unpaid help to a non-family member (informal service/volunteerism)



Children & Youth

7,940

Number of children and youth

Over the last five years, the absolute number of children and youth in Campbell River has increased from **7,875** while the proportion has decreased slightly from **20.8%** to **19.5%**. This is on par with the proportion of children and youth provincially, at **19.4%**, and slightly lower than the national rate of **21.7%**.¹

98.8%

Youth sense of community belonging

In 2019-2020, **98.8%** of participating North Island youth rated their sense of community belonging as somewhat strong or strong. This is higher than the provincial rate of **88.9%** and the national rate of **86.8%**.¹⁰

35.0%

EDI vulnerability

The province measures childhood vulnerability using the Early Development Index (EDI). Vulnerability in childhood has increased again, after taking a dip in 2013-2016. Across School District 72 in the years 2016-2019, **35.0%** of Kindergarten children were vulnerable in one or more of these domains: physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills. Provincially, **33.4%** of children are vulnerable in one or more domains.¹⁶

1,084

Childcare spaces

Despite increased demand, there are 99 less childcare spaces than reported in 2018. There are **1,004** licensed childcare spaces in Campbell River, only **64** of which are for children younger than 30 months old. There are **60** spaces on Quadra Island, **12** on Cortes Island, and **8** in Sayward, bringing the total to **1,114**. Actual enrolment numbers are likely lower than the number of licensed spaces due to ongoing staff recruitment and retention issues in the field.^{17,18}



23.3%

Child poverty rate

The child poverty rate (for children and youth 17 years and younger) in the Strathcona Regional District was **23.3%** for the 2019 tax year. This rate has remained the same for nearly 10 years. For comparison, the 2019 provincial rate was **18.0%** and the national rate was **17.7%**.¹⁵

677

Children, youth and families receiving mental health support

In 2021, the John Howard Society of North Island provided Child and Youth Mental Health Outreach supports to **677** children, youth and families in the North Island. Services include counselling and psychiatry services.¹⁹

YOUR VOICE⁹



We asked parents/caregivers of children 5 years and under to rate their satisfaction with various services and programs. Here's what they said:

- 65.1%** were dissatisfied or very dissatisfied with **access** to childcare services
- 52.5%** were dissatisfied or very dissatisfied with the **cost** of childcare services
- 55.7%** were very satisfied or satisfied with community play programs (for example, play gyms, StrongStart)

We asked about parent/caregiver satisfaction with mental health services for young children (0-5), school-age children (6-12), and youth (13-18). No respondents reported that they were very satisfied, and less than 20% reported that they were satisfied (for parents of youth, this was less than 10%). Across all age groups, half of parents reported that they were dissatisfied or very dissatisfied with mental health services.



1,275

Kilograms of invasive species removed

In 2021, Greenways Land Trust removed **1,275** kilograms of invasive species from local ecosystems and planted over **1,300** native species in green spaces. Over **1,700** hours were donated by volunteers and school students on these projects.²⁰

0

Air quality – exceedance of daily fine particulate matter limit

Air quality suffers when fine particulate matter in the air exceeds 25 micrograms/m³. In 2021 there were **0** days when fine particulate matter exceeded 25 micrograms/m³, while in 2020 there were **8** days where these levels were exceeded. All were in September and due to wildfire smoke from other areas.²¹

1,370mm

Annual precipitation

In 2021, **1,370mm** of precipitation fell in Campbell River (measured at Campbell River A weather station at the Campbell River Airport). This was a slight increase from 2017, when the same weather station measured **1,348mm** of precipitation.²²

6

Species at risk

Within the Campbell River Forest District, **6** species are currently identified as “at-risk,” including the Great Blue Heron. In 2022, the City of Campbell River updated the bald eagle Nest Tree Permit Area (DPA) to include great heron nesting trees. Two other birds, a bat, and two species of frog are also listed at risk.²³

511

Average daily water consumption, liters per capita

Daily water consumption in Campbell River has seen steady increases over the last 3 years, from **466** liters per capita in 2019, to **492** liters per capita in 2020, and **511** liters per capita in 2021.²¹

8,594

Tonnes of household waste

Within the City of Campbell River, garbage and recycling are collected curbside year-round. In 2021, **8,594** tonnes of waste were collected, comprising **4,519** tonnes of garbage, **1,359** tonnes of recycling, and **2,716** tonnes of yard waste. This is an average of **530.7** kg per household (measured at Campbell River A weather station at the Campbell River Airport), an increase of **45.3** kilograms per household from 2018.²¹

YOUR VOICE⁹

Ensuring environmental sustainability is a major effort that will require participation from various players. We asked survey respondents about the actions being taken today to ensure a more sustainable future in Campbell River.



While **56.5%** of individual respondents strongly agree or agree that the individual actions they are taking will lead to a more sustainable future, only **23.4%** believe that the same is true of actions being taken by the provincial and federal governments. Finally, **21.0%** of respondents believe this to be true of Campbell River and area's local governments.

On the topic of climate-friendly actions that survey respondents are taking, more than half of all respondents indicated that they are:



- 76.1%** Buying locally, as much as possible
- 70.3%** Reducing water and/or energy consumption
- 56.1%** Growing some or all produce themselves
- 52.8%** Traveling less or ceasing travel

Health & Wellness

80.3

Life expectancy

Life expectancy is the number of years a person can expect to live. Someone born in greater Campbell River in 2019 can reasonably expect to live to **80.3** years old, an increase from **79.8** years old in 2016. This is slightly lower than the provincial life expectancy of **82.3** years.²⁴



42

Number of general practitioners

There were **42** general practitioners with a family practice serving the Campbell River area in 2021. Of these, **36** follow patients in hospital and **4** specialize in addictions medicine. The Division of Family Practice report that there are **6,500** people in the Campbell River area without a family physician, which is approximately **16%** of the population.^{25,26}

20.6%

Perceived life stress

In 2019 and 2020, 1 in 5 greater Campbell River residents ages 15 years and older rated their life stress as “most days quite a bit” or “extremely stressful,” an increase of four percentage points over 2015-2016. This is on par with the provincial and national rates of **20.6%** and **20.8%**, respectively.¹⁰



8.8

Birth rate

Greater Campbell River's birth rate of **8.8** per 1,000 is slightly higher than the Island Health birth rate (**8.3** per 1,000), but slightly lower than the provincial rate (**9.4** per 1,000). It has declined slightly from 2018, when we reported a birth rate of **9.1**.²⁴



88.0%

COVID vaccination rate

In greater Campbell River, **88.0%** of the population ages 18 years and older have received two doses of a COVID vaccine. This is on par with the Island Health average.²⁷

16.1%

Smoking rate

Greater Campbell River's smoking rate has remained stable between 2015-2016 and 2019-2020, with **16.1%** of the population 12 years and older reporting occasional or daily smoking. This compares unfavorably to B.C.'s rate of **10.6%** and Canada's rate of **13.9%**.¹⁰

Campbell River **16.1%**

British Columbia **10.6%**

Canada **13.9%**



14.39

Alcohol consumption, in litres

In 2020, residents of greater Campbell River ages 19 years and older consumed **14.39** litres of alcohol, or **844** standard drinks, per year. This is up from **13.5** litres in 2018 and is higher than both the Island Health consumption (**11.54 litres**, or **677** standard drinks) and provincial consumption (**8.8 litres**, or **512** standard drinks). On a similar note, in 2016 alcohol-related deaths were **112.2** per 100,000 people in Campbell River, compared to **94.6** per 100,000 in Island Health, and **83.0** per 100,000 people in BC.^{24,29}



Standard drinks
per year, 19
years and older

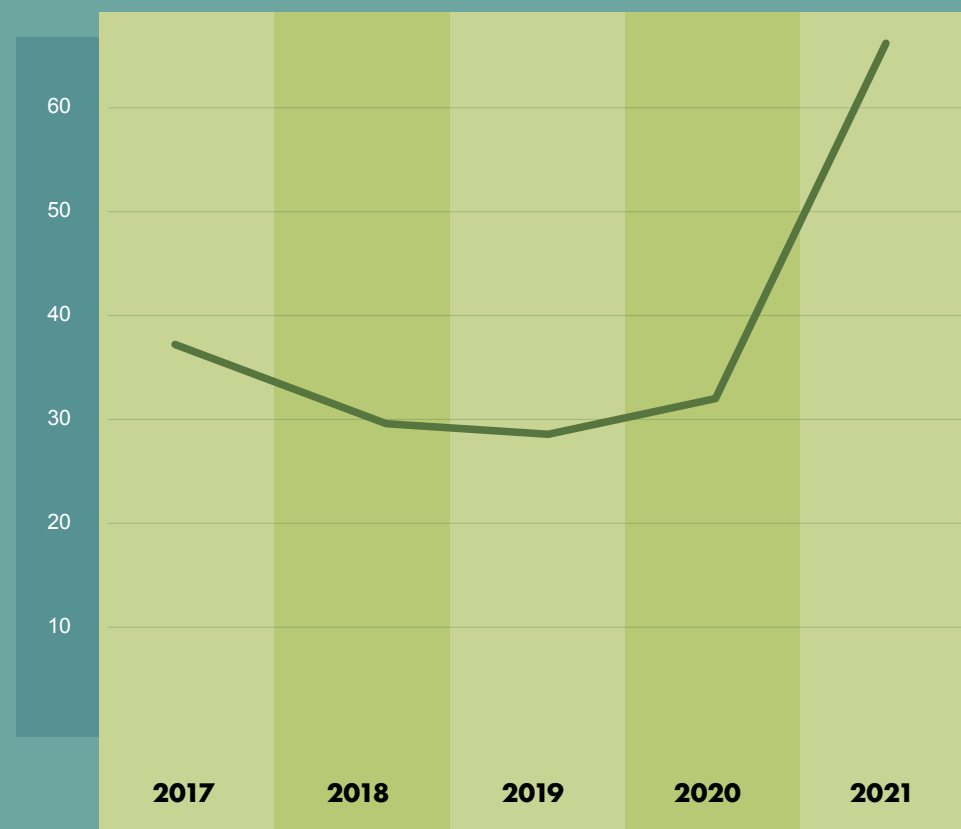


355.8

Mood and anxiety disorders

The rate of greater Campbell Riverites with a diagnosed mood or anxiety disorder has increased from **312.1** per 1,000 population in 2016 to **355.8** per 1,000 population in 2019. This is slightly higher than the Island Health rate of **342.7** per 1,000 residents, and higher than the provincial rate of **301.9** per 1,000 residents. Campbell River's rates of depression and episodic depression are also slightly higher than Island and provincial rates.²⁴

Toxic drug poisoning deaths, North Vancouver Island²⁸



YOUR VOICE⁹



83.2%

"I am mentally healthy,"
strongly agree or agree



83.0%

"I am physically healthy,"
strongly agree or agree

We asked for your feedback on health and wellness in Campbell River:

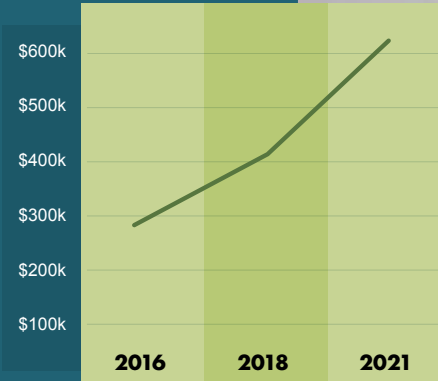
“Access to mental health support is crucial to our region. But we also need to address the underlying issues that drive mental health issues, including access to safe and affordable housing, access to health care, family support, and incomes above minimum wage. Addressing underlying causes can go a long way in easing and mitigating the ongoing mental health crisis.”

Housing

\$625,900

Benchmark home price

The benchmark sale price of a single-family home in Campbell River in July 2021 was **\$625,900**, an increase of **49.9%** from **\$417,500** in 2018 and an increase of **114.4%** from **\$291,900** in 2016. On Vancouver Island, excluding the Victoria area, the average single-family home increased from **\$344,450** in 2016 to **\$703,000** in summer 2021.³⁰



5.8%

Proportion of units requiring major repair

The proportion of Campbell River and area housing units requiring major repair has decreased slightly over the last ten years, from **8.2%** in 2011 to **5.8%** in 2021. Across the province, **6.2%** of housing units require major repairs, a decrease from **7.2%** in 2011.¹



327

Purpose-built rentals

In 2021, 327 purpose-built rentals were approved for construction, being constructed or recently completed in Campbell River, comprising **64.5%** of all housing starts for the year. Housing diversity is a key way of addressing housing need. Historically, housing in Campbell River has been focused on single-family homes and in 2016 only **2.4%** of new housing starts were purpose-built rentals.³¹

38.4%

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

Renters spend a higher proportion of their income on housing on average than homeowners. In Campbell River and area, **38.4%** of renters spend more than 30% of their income on housing, compared to **37.8%** of renters in BC and **33.2%** across Canada.¹

\$1,050, \$1,180

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 **\$1,050**, while renters pay **\$1,180**. This is increase from 2016 when homeowner's median monthly shelter costs were **\$902** and renters **\$922**.¹

14.6%

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

Households that spend more than 30% of their income on housing are at risk of homelessness. In Campbell River and area, **14.6%** of homeowners spend more than 30% of their income on housing, compared to **19.3%** of homeowners in BC and **14.8%** across Canada.¹

54

Emergency shelter beds

There are **54** year-round emergency beds in Campbell River funded through BC Housing. There are **22** beds at Evergreen House, while the North Island Mental Health Society administers **12** beds at the Sobering Assessment Centre and **20** beds at Bridge to Housing. Additionally, the community has **4** crisis beds, as well as **6** extreme weather shelter beds funded from November to March. In 2018, we reported **22** emergency shelter beds.³²

116

Homeless count

In 2021 there were **116** people experiencing homelessness in Campbell River, an increase from **81** people in 2018. Of those experiencing homelessness, **45%** have lived in foster care, a youth group home, or under a youth agreement, **60%** experienced homelessness for the first time as a youth, and **26%** reported an acquired brain injury.³³

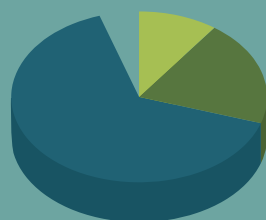
56

Supportive housing

There are **56** new permanent supportive housing beds in Campbell River, provided through a partnership between the Vancouver Island Mental Health Society and BC Housing. This is an increase from **6** in 2018.^{32,34}

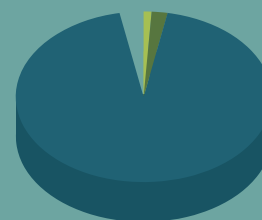
Our community survey asked questions about housing availability, affordability, homelessness, and the impact of housing on Campbell River's culture and economy. You said:

"My community takes appropriate action to decrease homelessness."



- 10.3%** Strongly agree and agree
- 20.3%** Neither agree nor disagree
- 65.2%** Disagree and strongly disagree

"Compared to four years ago, finding affordable housing is..."



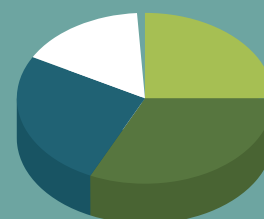
- 0.56%** Easier and somewhat easier
- 2.3%** About the same
- 93.9%** Harder and somewhat harder

"In the last four years, has anyone you cared about had to leave Campbell River and area because of the cost and/or availability of housing?"



- 10.3%** Yes - Cost
- 3.6%** Yes - Availability
- 31.1%** Yes - Both cost and availability
- 42.8%** No
- 12.2%** Don't know

"Whether you rent or own, when you consider your income and financial obligations, is your housing:"



- 25.5%** Very expensive
- 32.1%** Somewhat expensive
- 25.8%** Somewhat affordable
- 15.8%** Very affordable

“It is encouraging to see a flurry of building throughout the community. The challenge, however, is that much of the newer housing is not within the reach of those with minimum income or those with health challenges. It remains to be seen whether there will be vacancies in more affordable housing as people transition to some of the newer rental properties.”

“Young families may not be able to afford a detached house unless they get a windfall of an inheritance. It would be nice if housing communities that are dense and more affordable could be located close to community amenities and/or natural environment spaces that would provide opportunities for children to have a healthy childhood.”



Getting Started in Our Community

2,843

Population growth

Between 2016 and 2021, the population of Campbell River and area grew by **2,843** people. Population growth is due to natural increase (more births than death), and residents gained via international, interprovincial, and intraprovincial moves.¹

4.6%

Visible minority

In 2016, the most recent date for visible minority data, Campbell River and area's visible minority population was **4.6%**. This compares to **30.3%** provincially.¹ *Note: Visible minority data does not include Indigenous people.*

60

Languages spoken

Residents of Campbell River and area speak **60** different languages at home, including Canada's two official languages. Aside from English, the five most frequently spoken languages in households are Vietnamese, Filipino, Punjabi, Spanish, and Korean.¹

How to say "hello" in Campbell River's most frequently spoken languages

ਸਤ ਸ੍ਰੀ ਅਕਾਲ

(Punjabi)
"Sata sri akāla"

Hello

(English)

안녕하세요

(Korean)
"annyeonghaseyo"

kamusta

(Filipino)

hola

(Spanish)

xin chào

(Vietnamese)

77

Countries represented

The Immigrant Welcome Centre in Campbell River provides settlement services to newcomers from the Comox Valley north. In 2020-21, the Immigrant Welcome Centre provided services to **735** clients from **77** countries of origin. The top countries of client origin were:¹⁶



The Philippines

Vietnam



India



South Korea



China

10

Reported incidents of hate crimes

In the twelve months from July 2020 to July 2021, the Campbell River RCMP recognizes **10** incidents that were identified as hate crimes. **1 in 3** newcomers in the North Island reported experiencing some form of discrimination from other community residents, mostly while going about daily activities such as shopping, eating out, or looking for work.³⁶

90%

Newcomers who say the community is welcoming

In 2021, the Immigrant Welcome Centre conducted a survey that indicated **90%** of newcomers found the North Island to be "very welcoming" or "somewhat welcoming." **65%** of newcomers felt a very strong or somewhat strong connection to the community. The top things that make newcomers feel happy and settled are making friends, family support, a good job, and attending school.³⁷

25%

Newcomers whose employment is lower than their skills

Newcomers encounter numerous barriers in their search for employment, including lack of recognition of their skills and experience. A 2021 survey by the Immigrant Welcome Centre showed that **25%** of newcomers say their current level of employment is lower than their skill level. **47%** reported their current employment is relatively comparable, **5%** said they are employed at a higher level than comparable, and **18%** said they are working in jobs unrelated to their skills.³⁷

Did you know?

In 2021, a group of Campbell River community partners joined together to sign the **Campbell River Response Protocol to Address Discrimination, Racism, Hate Activity and Hate Crime**. The Protocol recognises that discrimination, racism, and hate exist everywhere in the world and that Campbell River is no exception. Project partners agree to implement short-term and long-term actions to stop racism and hate. Short-term aims are focused on creating strong collaborative approaches towards reducing racism and hate, as well as clarify the responses of stakeholders to specific incidents of racism and hate. Long-term goals are to mobilize community responses, strategically respond to local emerging trends, and develop community capacity. The Protocol was developed by the Immigrant Welcome Centre and signatories include the City of Campbell River, the RCMP, School District 72, and leading non-profit organizations.



Income Gap

10.1%

Overall poverty rate

Using the low-income measure, after-tax, **10.1%** of Campbell River and area residents live in poverty. This is a decrease from **14.9%** since 2016. In British Columbia, the overall poverty rate is **10.8%**, and in Canada, **11.1%**.¹



2,403+

Food bank usage

While food banks have started operating around the region, the Campbell River Food Bank still serves households throughout the greater Campbell River area. In 2021, the Campbell River Food Bank served **2,403** individuals across **1,228** households.³⁸

\$62,400

Median income of lone parent families, after tax

The median income of lone parent families (after tax) in Campbell River and area is **\$62,400**, a steady increase from **\$41,984** in 2016 and **\$32,440** in 2011. Despite the increase, it is still below both the BC and Canadian figures, which are **\$70,500** and **\$70,000** respectively.¹

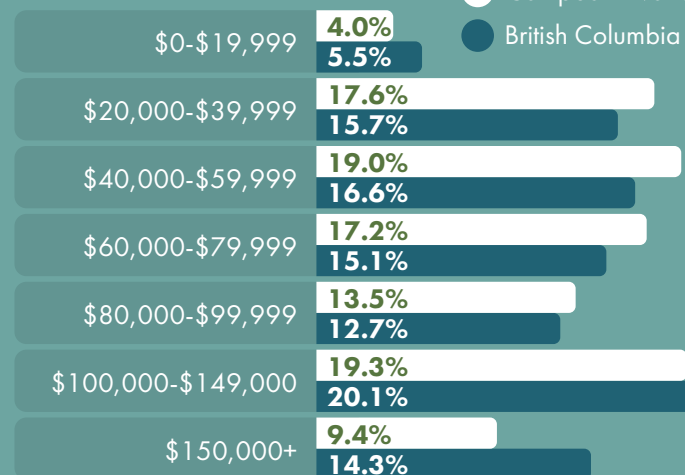
24.4%

COVID-19 Emergency and Recovery Benefits (CERB)

In 2020 and 2021, emergency recovery benefits were distributed by the Federal government to help offset the economic impacts of the COVID-19 pandemic. In Campbell River **24.4%** of people aged over 15 received CERB benefits, compared to **26.4%** in BC and **27.6%** in Canada.¹

After-tax income of households by decile, 2020¹

● Campbell River and area
● British Columbia

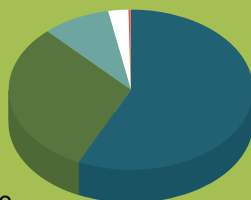


Income Sources for Percentage of the Population Aged 15 Years and Older¹

Market Income	2016	2020
- Employment income	66.3%	59.9%
- Market income - other	17.8%	17.9%
Government transfers	15.9%	22.2%

YOUR VOICE⁹

"Can your household afford an adequate amount of healthy food?"



57.4% Yes, all of the time
30.5% Yes, most of the time
9.3% Yes, some of the time
2.5% Rarely
0.3% Never

Our survey asked if there are adequate supports and services in place for the following priority populations:

- The lowest income earners in our community
- Families with young children living in poverty
- Working families struggling to make ends meet
- Renters facing increasingly high rents
- People experiencing domestic violence
- People requiring mental health supports
- Seniors living in poverty

While none of these populations were deemed to have adequate supports and services, survey respondents agreed that the populations who are receiving the least adequate services and supports are seniors living in poverty, renters facing increasingly high rents, and people requiring mental health supports.

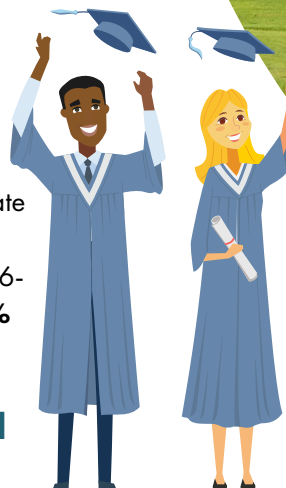


Learning

85.0%

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) has continued to increase from **82.1%** in 2013-2014 and **79.8%** in 2016-2017 to **85.0%** in 2020-2021. This compares to **90.0%** provincially in the 2020-2021 school year.³⁹



69.0%

Indigenous high school completion rate

The six-year high school completion rate for Indigenous students in School District 72 (Campbell River) was **69.0%** in 2020-2021, an increase from **65.9%** in 2015-2016.³⁹

64.4%

Transition to post-secondary

Of the students who commenced grade 8 in 2011-2012, **70.1%** went on to graduate from high school by 2016-2017. Of these students, **64.4%** went on to study at a B.C. public post-secondary institution within 4 years of high school graduation. Provincially, **68.0%** of students who graduated by 2016-2017 went on to a B.C. public post-secondary in the same timeframe.³⁹

Percentage of population with post-secondary²

Rates of post-secondary completion differ across Campbell River and area. The following are the rates of the population ages 25 years and older who have some post-secondary education (this includes trades certifications, diplomas, and degrees):



British Columbia:	63.9%
Greater Campbell River:	56.4%
Quadra Island:	64.0%
Cortes Island:	70.3%
Sayward (Village):	33.3%

University tuition fees for full-time Canadian students in an arts and humanities program⁴¹

Royal Roads University: **\$8,911**

University of Victoria: **\$5,926**

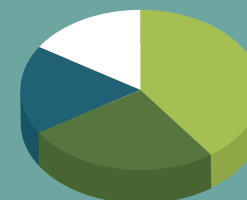
Vancouver Island University: **\$4,704**

1,470

NIC students

There were **1,470** students studying on campus in Campbell River. The college offers courses in Indigenous languages, resource trades, culinary arts, fine arts, and other programs relevant to North Island communities.⁴⁰

YOUR VOICE⁹



"In Campbell River and area, there are sufficient local training and educational opportunities to support residents in reaching their career goals"

40.1%	Strongly agree and agree
26.0%	Neither agree nor disagree
17.5%	Disagree and strongly disagree
16.4%	Don't know

Leisure

68,662 Admission to recreation facilities

In 2021, there were **68,662** admissions to City of Campbell River recreation facilities, a Covid-related drop from the **164,993** admissions recorded in 2019.



1,772 LIFE program usage

The City of Campbell River and Strathcona Regional District's "Leisure Involvement for Everyone," or LIFE program, provides healthy lifestyle opportunities to City of Campbell River and Area D residents who face financial challenges. In 2021, there were **1,772** program participants, who receive free or discounted admission to the pool, weight room, and some recreation programs.⁴³

\$23,549 LIFE program income threshold, single person

The Leisure Involvement for Everyone (LIFE) program's income threshold is based on Statistics Canada's Low-Income Cut Off rates for 2021. A single person would need to make less than **\$23,549** annually to qualify for the LIFE program. A family of four would need to report an income of **\$43,759** or less annually to qualify.⁴⁴

125+ Participants in Campbell River Special Olympics



Campbell River has a local Special Olympics chapter. Over **125** participants play any of the **14** sports offered, including basketball, curling, and swimming.⁴⁶



1,777km

Trails within City boundaries

There are approximately **1,777km** of trails within Campbell River including **5.5km** along the seawalk, over **216km** of authorized trails in the Beaver Lodge Forest Lands, **198km** of trails around Elk Falls Park and the Quinsam river, and **123km** in the Pumphouse bike trails. There are also trails in Snowden and Willow Creek, as well as **243km** of pedestrian trails, connectors and walkways throughout the City.⁴⁵

YOUR VOICE⁹

As in Arts & Culture, we wanted to know whether or not it would be easy for residents to participate in leisure activities, considering residents' available resources (time and money). The answer? **A resounding yes.**



Engage in informal leisure activities (i.e. walking, hiking, biking)



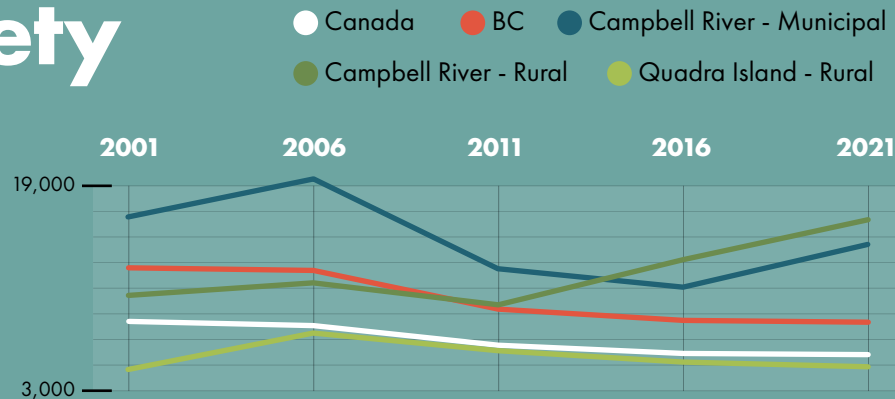
Engage in formal leisure activities (i.e. a team or league, or lessons)

■ Easy (Very or somewhat)
 ■ Neither easy nor hard
 ■ Hard (Somewhat or very)

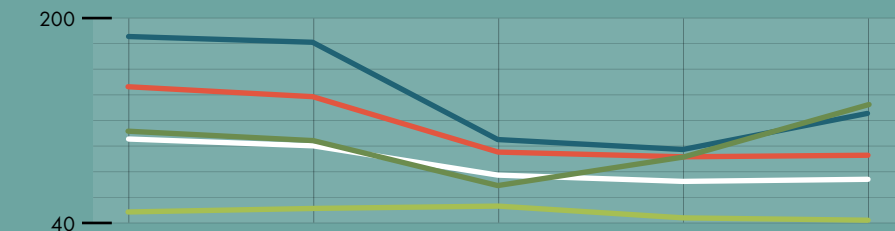


Safety

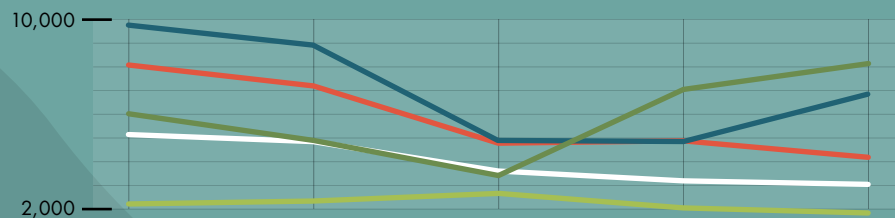
Overall crime rate, per 100,000 population⁴⁷



Crime severity rate, per 100,000 population⁴⁷



Property crime rate, per 100,000 population⁴⁷



Sexual assault rate, per 100,000 population

Mirroring national and provincial data, the sexual assault rate in Campbell River (municipal and rural) has climbed to the highest recorded rates in recent years. In Campbell River (municipal), the rate was **130.1** in 2019 and **109.1** in 2021. Similar rates were recorded in Campbell River (rural): **87.9** in 2019 and **104.6** in 2020. For comparison, British Columbia's rates were **81.6** in 2019 and **74.5** in 2020.⁴⁷

1,377

Check Wellbeing calls for service

In 2021, the Campbell River RCMP responded to **1,377** Check Wellbeing calls. These calls request police assistance to check the residences or well-known locations of people who may be emotionally disturbed or distressed, terminally ill, or otherwise in need of a check. These calls have increased by **29.3%** since 2020 and by **235.9%** since 2016.⁴⁸

88

Calls to Search and Rescue

There were **88** calls to Search and Rescue in 2021, a reduction from 2020 when there were **117** calls. The high number of calls in 2020 is attributed to the pandemic, when islanders stayed home and explored their local environment.⁵⁰

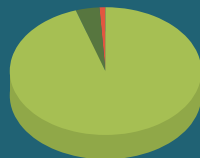
YOUR VOICE⁹



"I feel safe in my neighbourhood."



"I feel safe in downtown Campbell River."



"If I witnessed a crime being committed in my neighbourhood, I would report it."

Strongly agree and agree

Neither agree nor disagree

Disagree and strongly disagree

You said:

66 My sense of safety comes from feeling that my neighbours are committed to my safety, just as I am committed to theirs. We look out for others who frequent our street to access the Willow Creek Conservation trail system. When I am downtown I feel that there are many good natured people around me that are sharing the public space, businesses, and services.

14

Safety beds for women women and children fleeing violence

Ann Elmore House is operated by the Campbell River and North Island Transition Society and provides **14 safety beds** for women and children fleeing violence. The Transition Society also operates Rose Harbour, which provides second stage housing.⁴⁹

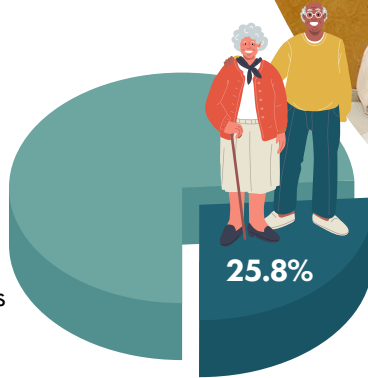


Seniors

25.8%

Senior population

There are **10,490** residents aged 65 years and older in greater Campbell River, making up **25.8%** of the population. Put another way, 1 in 4 people in Campbell River are seniors. In British Columbia, seniors are **20.3%** - or 1 in 5 - of the population.²



Senior population projection

By 2039, the population of people ages 65-74 in Campbell River is forecasted to decrease to just over 5,000 people (compared to 6,430 in 2022). In the same time period, the population ages 75 years and greater is projected to increase nearly 150% to almost 10,000 people.²⁴



Residential care beds

There are **312** residential care beds in Campbell River and area, **29** more than we reported in 2018. Residential care provides 24-hour professional supervision and care. Still, this is only one residential care bed per 34 people aged 65 and greater.⁵¹



39,000

Home support hours, rate per 1,000 population 75 years and greater

Home support hours in greater Campbell River have increased from **32,300** per 1,000 people 75 years and greater in 2014 to **39,000** in 2018. In the same time period and for the same age group, home support hours increased from **31,500** to **38,600** across Vancouver Island.²⁴

12.5%

Senior poverty rate

The senior poverty rate in Campbell River and area has remained static between 2016 and 2021, at **12.5%**. Provincially, **13.7%** of seniors live in poverty, as do **15.0%** of Canadian seniors. In Campbell River and area, younger adults (ages 18-64) have a poverty rate of **8.3%**.²

31.1%

Percentage of senior population living alone

Nearly one-third of the senior population in Campbell River lives alone, compared to **37.5%** of the province's senior population.⁵²

YOUR VOICE⁹

Senior respondents to our survey were asked to rate their satisfaction with a variety of programs and services that support their thriving. In order to most satisfied to least satisfied, the responses were:



- 64.2%** Organized recreation/leisure activities
- 40.5%** Physical health services
- 29.8%** Services to support seniors to stay in their homes (i.e. meal delivery)
- 19.3%** Mental health services
- 11.2%** Long-term care: Availability of units



Work & Economy

5.6%

Unemployment rate

The unemployment rate of Vancouver Island and Coast, which includes Campbell River and area, averaged **5.6%** in 2021, and dipped to a low of **3.7%** in July 2022. Over 2021, British Columbia's average unemployment rate was **6.7%**.⁵³

6,354

Number of NIEFS job postings, June 2021-June 2022

Between June 2021-June 2022, NIEFS posted **6,354** jobs on its job board. This is nearly double the **3,394** posted between June 2020-June 2021 and the **2,394** posted between June 2019-June 2020. The NIEFS job board is not an exhaustive list of all open positions in the region, but it does represent a large proportion of job postings. The increasing number of job postings speak to a market that caters to the job seeker more than the employer.⁵⁴

♂ \$44,800

♀ \$28,400

Median employment income, by gender

The median employment income for residents of Campbell River and area was **\$34,400** in 2020, with men reporting significantly higher median incomes, at **\$44,800**, and women reporting median employment earnings more than \$16,000 less, at **\$28,400**. In British Columbia, the median employment income is **\$38,000**, or **\$46,000** for men and **\$31,200** for women.¹

3,665

Total EI benefits beneficiaries

In Campbell River and area, **3,665** people received Employment Insurance (EI) benefits in 2020. Among recipients, the median amount of Employment Insurance benefits was **\$5,480**.¹

0.1

Business bankruptcy rate

On Vancouver Island and Coast, which includes Campbell River and area, the rate of business bankruptcies was **0.1** per 1,000 businesses in 2020. Across British Columbia, the rate was **0.2** per 1,000 businesses in 2020.⁵⁶

13.1%

Proportion of self-employed individual

The most recent self-employment data is from 2016. At that time, **13.1%** of Campbell River's workforce was self-employed individuals. Provincially **13.9%** of the labour force is self-employed, and **11.8%** of the national labour force is self-employed.¹

Number of new business licenses⁵⁵

2019

249

2020

208

2021

276

YOUR VOICE⁹



"If I wanted to, I could advance my career without leaving Campbell River and area."

40.2% Strongly agree and agree
18.2% Neither agree nor disagree
36.3% Disagree and strongly disagree
5.4% Don't know



"Please rate your level of optimism about Campbell River and area's economic growth over the next 5 years."

50.6% Very and somewhat optimistic
17.5% Neither optimistic nor pessimistic
29.7% Somewhat and very pessimistic

Says one survey respondent: "I work remotely with companies in the city so my career growth is not dependent on the local economy. I don't know how hopeful I'd feel if it was... there are no growth opportunities for me locally in the media/entertainment sector, which I work in now."

And another: "It seems the majority that have moved here recently are coming with virtual work and careers that don't necessarily bring money into town. Technically with online shopping and everything being online a person could live somewhere and support the local economy very little."

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What's Next?

Thank you for reading this report. We hope that you saw yourself and your experience in Campbell River and area reflected within. We also hope that you learned something new about our community.

If you have, do you feel inspired to take action based on what you learned? Here are some ideas:

➔ Share this report with your friends, family, colleagues, or neighbours. While physical copies are limited, the digital copy is available at www.crfoundation.ca/vital-signs.

- If you are an organization and would like physical copies of the report for a group discussion, planning session, or other activity, please contact us.

➔ Think about your own reaction to the report. Did a specific issue area stand out to you? As you read the report, did you identify assets and/or concerns for Campbell River and area? Based on what you read in the report, what do you think Campbell River's most pressing priorities will be in the next 5, 10, and 20 years?



There are so many ways to positively impact our community. Here are some ideas:

- Volunteer for one of the area's many non-profits
- If you are an individual, apply for a Neighbourhood Small Grant and host an event that brings your neighbourhood together for learning or celebration. More information is available at: www.crfoundation.ca/grant-types/neighbourhood-small-grants/
- If you are a non-profit, apply for a Community Grant to support a project or infrastructure need you've identified. More information is available at: www.crfoundation.ca/grant-types/community-grants/
- Advocate for the changes needed in Campbell River. Connect with your elected officials and discuss how they might use local knowledge and information to inform the policy and decisions that impact Campbell River and area.



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. Call our office at 250-201-3757 or email info@crfoundation.ca

About the CRCF

Community Foundations work with donors to create their charitable legacy. No matter the gift size, our donors know they are helping to create a permanent endowment for the community, with the investment earnings distributed to the broadest range of charitable initiatives in the community.

The Campbell River Community Foundation brings people together who care about their communities. We are local, independent, volunteer-driven, charitable organizations that aim to strengthen our communities by facilitating philanthropy, partnering with donors to build permanent endowments and other funds from which they support community organizations and projects, and providing leadership on issues of broad community concern.

The Foundation supports Campbell River in the areas of education, health and welfare, culture, environment, parks and recreation, youth and seniors. We are governed by a Board of respected volunteer citizens, who appoint a grants committee to research applications for funding, and make recommendations to the Board each year for grants which are used to further the well-being of Campbell River citizens overall.

The Campbell River Community Foundation has distributed over \$900,000 in grants to nonprofit and charitable organizations supporting art, culture, education, youth, health, and the environment. All of these community projects help to make our city a healthier, more vibrant, and livable community.



A Lasting Gift

Great communities are made when people contribute.
A donation in your will creates lasting support.

We work with donors from all corners of our community -
connecting their generosity and passion with local causes.

How can you create a personal legacy?

Identity your charitable goals.

What is most meaningful to you?

Work with estate planning experts

to ensure the proper use of language in your will.

Explore tax savings

using the Giftabulator on our website.

Formalize your gift in your will.

Be proud of your investment in your community!

Thank you to the partners that made this report possible:



Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island



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