

Victoria Vital Signs

2025 Survey Results



July 2025



Content

1	Context and Goals	3
2	Methodology	5
3	Key Metrics	8
4	Detailed Results	11
4.1	Quality of Life	12
4.2	Arts & Culture	17
4.3	Belonging & Engagement	20
4.4	Economy	26
4.5	Environmental Sustainability	29
4.6	Getting Started	32
4.7	Health & Wellness	35
4.8	Housing	39
4.9	Learning	42
4.10	Safety	45
4.11	Sports & Recreation	48
4.12	Standard of Living	51
4.13	Transportation	54
4.14	Issues & Best Things	57
6	Respondent Profile	62
7	Appendix	68



1

Context and Goals



Context and Goals

Context

Victoria's Vital Signs is an annual check-up that measures the vitality of the city, identifies significant trends, and assigns grades to areas critical to the quality of life in Greater Victoria.

With the use of both grading scales and comment sections, the survey provides insight into what is (or isn't) working for Greater Victoria residents and why.

There are two types of survey participants:

- Those who volunteered to take part in the survey which was open to all interested individuals in the Greater Victoria area.
- Those who are a part of Leger's proprietary LEO research panel in the Greater Victoria area.

The web-based survey addressed 12 key areas:

- Arts & Culture
- Belonging & Engagement (including DEI)
- Economy
- Environmental Sustainability
- Getting Started
- Health & Wellness
- Housing
- Learning
- Safety
- Sports & Recreation
- Standard of Living
- Transportation

2

Methodology



Notes on the Survey

The 2025 survey instrument was designed in consultation with the Victoria Foundation.

The Victoria Foundation was responsible for all forms of advertising and participant invitations to complete the survey. A link posted on the Victoria Foundation website was the primary entry point into the survey.

We recognize that best practice for addressing different ethnic groups is still being developed. Due to small sample sizes, ethnicities other than White were aggregated to form the BIPOC category to conduct analysis and form meaningful comparisons.

The survey consisted of 4 sections: 12 grading areas, quality of life, aspects of experiences relating to the 12 grading areas, and demographics. The survey used a 5-letter grade scale:

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

Consistent with 2023 and 2024, those who volunteered to take part in the survey were given the opportunity to take the full survey or a shortened version, as a way to increase the response rate. The shortened survey excluded the questions on specific aspects of experiences relating to the 12 grading areas.

The online survey was based on a “self-selected” respondent population. Therefore, the results should be considered as representative of “interested residents in the Capital Region” and may not be representative of the Greater Victoria population overall.

Frequencies, means, and other statistics were calculated using SPSS software (Statistical Package for the Social Sciences) and Q Software.

To keep the results consistent with previous years, the “average grade” for each key area was derived by taking the average (or mean) score and comparing it to the range associated with a 13 grade scale point (A+, A, A-, B+, B, B-, etc.).

Methodology



Methodology

LEO Panel

Online survey of n=400 Greater Victoria residents 18 years of age or older using Leger’s LEO Panel, with quotas in place to generate a sample that aligns with Statistics Canada estimates for Greater Victoria.

Open Link

Online survey of n=5,420 Greater Victoria residents 18 years of age or older using an open link distributed by the Victoria Foundation to residents.

Total sample: n=5,820



When

LEO Panel

April 3 – June 2, 2025

Open Link

April 7 – June 2, 2025



Margin of Error

LEO Panel

Since data collection was conducted with non-probability sampling, a margin of error is not reported. For comparison purposes, a probability sample of n=400 yields a margin of error no greater than $\pm 4.9\%$ (19 times out of 20) for the total panel sample.

Open Link

No margin of error can be reported for this data.



Significant Differences

In each section of the report, the responses have been examined in relation to demographics to determine if there are statistically significant differences. Significantly higher or lower proportions than the total for specific subgroups are called out throughout the report where appropriate.

A statistically significant difference may not always be a meaningful or important difference.

Analysis of Variance was used to determine if the differences are statistically significant at a .05 level.



Weighting and Rounding

Panel and Open-link results were combined and weighted to ensure that the total sample more accurately represents the demographic distribution of the Greater Victoria population.

The numbers presented in this report have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

3

Key Metrics



Grading Summary

The 2025 **overall Quality of Life** grade is B, same as 2024 and 2023.

Key Issue Area	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Quality of Life*	B+	B+	B+	B+	B+	B+	B+	B	B	B+	B	B	B
Arts and Culture	B+	B+	B+	B+	B+	B+	B+	B	B	B	B	B	B
Belonging and Engagement	B-	B-	B	B-	B -	B -	B-	B	B-	B-	B-	B-	B-
Diversity, Equity and Inclusion **	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	B-	B-	B-	B-	B
Economy	C+	C+	C+	C+	B-	B-	B-	B-	B-	C+	C+	C+	C+
Environmental Sustainability	B-	B	B	B-	B	B	B	B-	B-	B-	B	B	B
Getting Started	B-	B-	B-	B-	B-	B-	B-	D+	D+	C	C	C	C+
Health and Wellness	B	B	B	B-	B-	B-	B-	B	B-	C+	B-	C+	C+
Housing	C	C	C	C-	C-	C-	C-	D+	D+	F	D	D-	D
Learning	B+	B	B	B	B	B	B	B	B+	B+	B	B	B
Safety	B	B	B	B	B	B	B	B	B-	B-	C+	C+	C+
Sports and Recreation	B+	B+	B+	B+	B+	B+	B+	B	B+	B+	B	B+	B+
Standard of Living	B	C+	B-	B-	C+	C+	C+	B	B-	B-	B-	C+	C+
Transportation	B-	B-	C+	C+	C+	C+	C+	B-	B	C+	C+	C+	C+

*Quality of Life is an overall general metric collected separate from the individual key areas defined as follows: *The general well-being of individuals and societies; quality of life encompasses the 12 grading areas assessed throughout the survey.*

**While ‘Diversity, Equity and Inclusion’ is technically a sub-aspect of the ‘Belonging’ key area, it is shown as part of this table to aid in year-over-year comparison.

Percent of Key Issue Areas Graded “B” Or Higher

- **Overall Quality of Life is graded as B or higher by 64%**, a significant increase compared to 2024 (60%) and similar to 2023, though still well below the proportions from 2021 and 2020.
- **Sports & Recreation remains the top scoring area**, followed by Arts & Culture. **Housing remains the lowest scoring area.**
- Economy experienced the largest decrease this wave (-3 percentage points [pp]), while DEI experienced the largest increase (+4 pp)
- Standard of Living recovers slightly in 2025 after a significant 17-point drop in 2024.

Key Issue Area	% Grade B or Higher												
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Quality of Life*	83	80	84	78	78	64	64	75	71	69	63	60	64
Arts & Culture	79	82	81	80	78	80	76	62	62	61	60	62	63
Belonging & Engagement	55	57	60	58	55	58	54	55	37	36	35	37	40
Diversity, Equity and Inclusion**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	40	38	45	47	52
Economy	32	33	35	36	40	52	53	38	35	26	33	30	27
Environmental Sustainability	57	63	61	54	61	66	61	53	46	42	59	57	61
Getting Started	45	45	48	45	33	50	49	13	12	20	22	21	23
Health & Wellness	68	66	61	55	43	53	48	62	51	34	43	34	36
Housing	22	19	16	11	8	15	15	11	11	8	10	9	8
Learning	77	73	72	73	62	75	72	69	67	68	58	56	57
Safety	74	74	73	66	65	66	66	67	38	40	35	33	35
Sports & Recreation	84	82	84	80	73	81	80	60	65	64	64	66	64
Standard of Living	59	40	42	42	28	40	40	61	49	40	44	27	30
Transportation	42	45	42	36	30	34	35	48	39	33	31	34	32

*Quality of Life is an overall general metric collected separate from the individual key areas defined as follows: *The general well-being of individuals and societies; quality of life encompasses the 12 grading areas assessed throughout the survey.*

**While ‘Diversity, Equity and Inclusion’ is technically a sub-aspect of the ‘Belonging’ key area, it is shown as part of this table to aid in year-over-year comparison.

4

Detailed Results



4

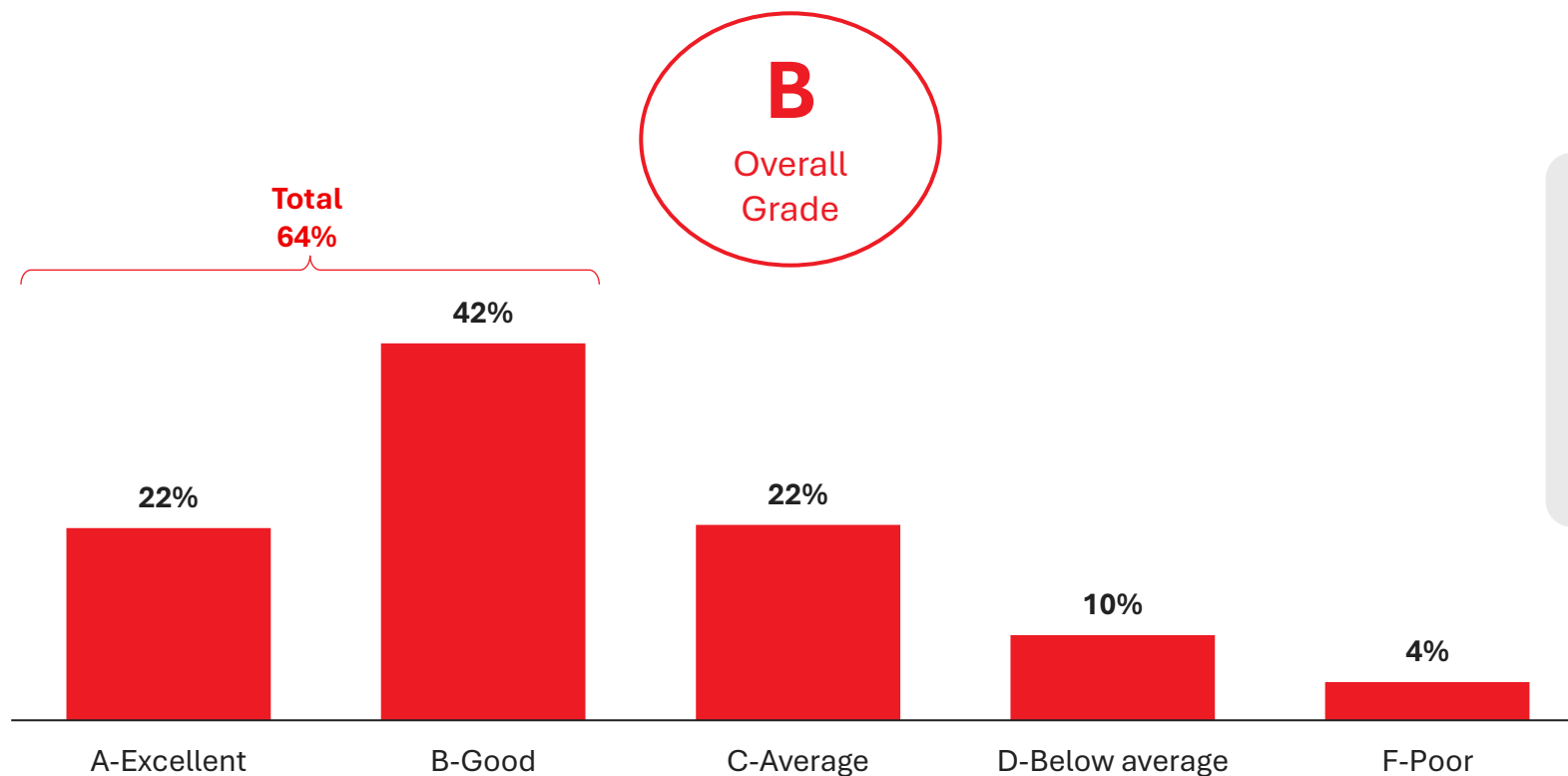
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Quality of Life Grade

The general well-being of individuals and societies; quality of life encompasses the 12 grading areas assessed throughout the survey.

Quality of life again gets an overall grade of B, same as in 2024 and 2023.



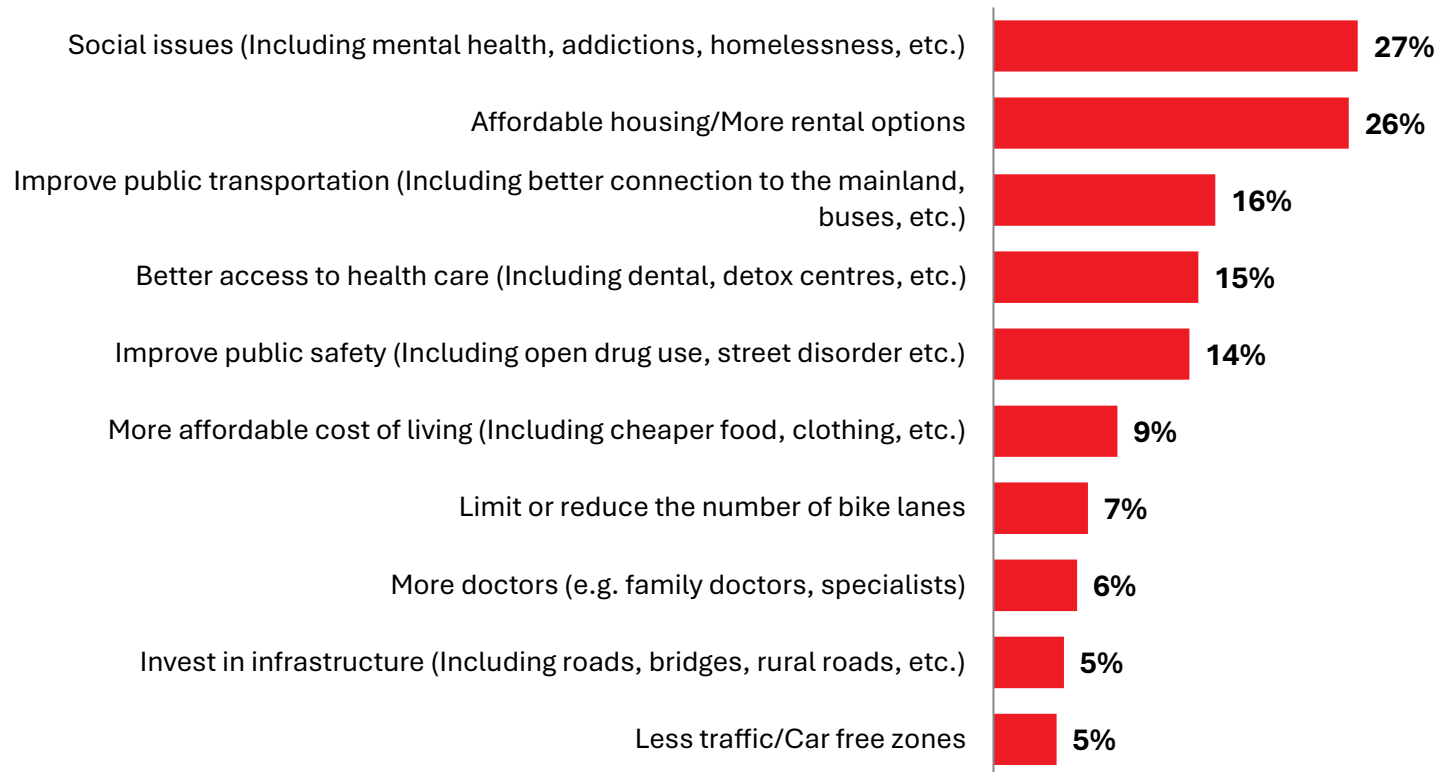
Those more likely to give quality of life a grade of **B** or higher include:

- Higher incomes 80K+ (73%)
- Those aged 55+ (71%)
- No children in household (68%)
- Previously taken the Victoria Vital Signs Survey (68%)
- White (67%)
- Men (66%)

Suggestions for Making Greater Victoria Better

Similar to 2024, addressing social issues and providing affordable housing continue to be the clear top two suggestions for making Greater Victoria an even better place to live. Improving public transportation has jumped into the top 5 in 2025, replacing more affordable cost of living which has dipped to sixth place.

What would make Greater Victoria an even better place to live for you?



The top 5 suggestions in 2024 were:

1. Affordable housing (31%)
 - Significant decrease in 2025 (26%)
2. Social issues (26%)
3. Improve public safety (21%)
 - Significant decrease in 2025 (14%)
4. More affordable cost of living (13%)
 - Significant decrease in 2025 (9%)
5. Better access to health care (12%)
 - Significant increase in 2025 (15%).

Q7 What would make Greater Victoria an even better place to live today? (open-end).

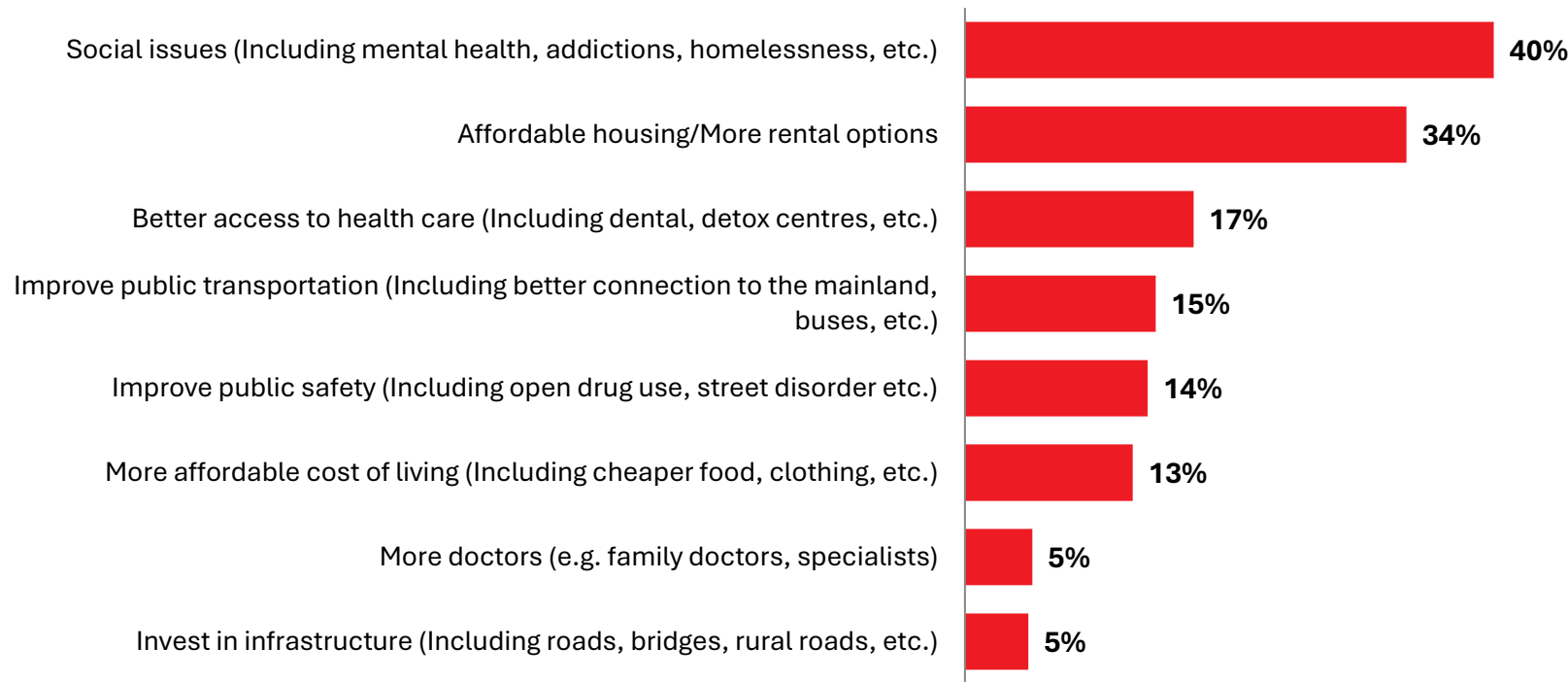
Responses receiving 4% or less of the total, 'Other' (5%), and 'Prefer not to answer' (12%) not shown.

Base: Total respondents excluding don't know (n=4,633)

Suggested Priorities for a Better Future

Similar to suggestions for making Greater Victoria a better place to live, by far the top priorities to address to ensure a better future for the region are addressing social issues and improving the availability of affordable housing/rental options. At least twice more feel these should be prioritized compared to issues such as better access to health care and improving public transportation, among others.

What are the top three priorities should be addressed to ensure a better future for the Greater Victoria region?



Those more likely to say the following areas should be prioritized include:

- Social issues:
- Women (45%)
 - Those aged 45+ (44%)
 - White (42%)

- Affordable housing/more rental options:
- Those aged 18-44 (40%)
 - Women (38%)

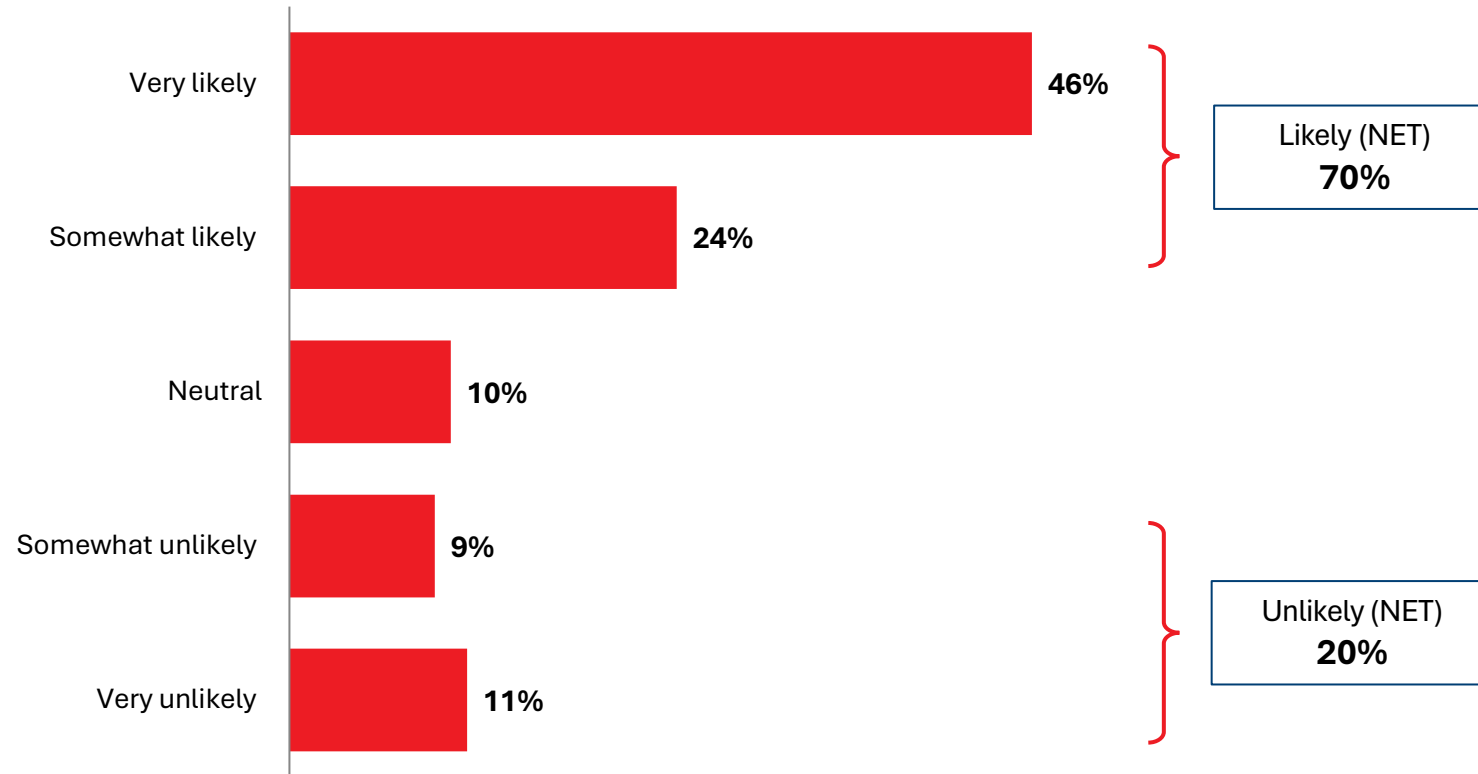
- Better access to health care:
- Women (21%)

Q8 In your opinion, what are the top three priorities that should be addressed to ensure a better future for the Greater Victoria region? (open-end). New question 2025. Responses receiving 3% or less of the total , 'Other' (4%), 'Don't know' (8%), and 'Prefer not to answer' (12%) not shown. Base: Total respondents (n=5,155)

Likelihood of Staying in Greater Victoria

Most Greater Victoria residents indicate they are likely to be living and/or working in Greater Victoria 10 years from now. Those aged 45+, as well as those who identify as white, women, long term residents of over 10 years, and those who have an annual household income of over \$80k are more likely to stay in Greater Victoria.

How likely are you to be living and/or working in Greater Victoria 10 years from now?



Those more likely to say they are **likely to stay in Greater Victoria** include:

- Higher incomes \$80K+ (76%)
- Those aged 45+ (74%)
- Previously taken the Victoria Vital Signs Survey (73%)
- White (72%)
- Women (71%)
- Lived in Victoria more than 10 years (71%)

4

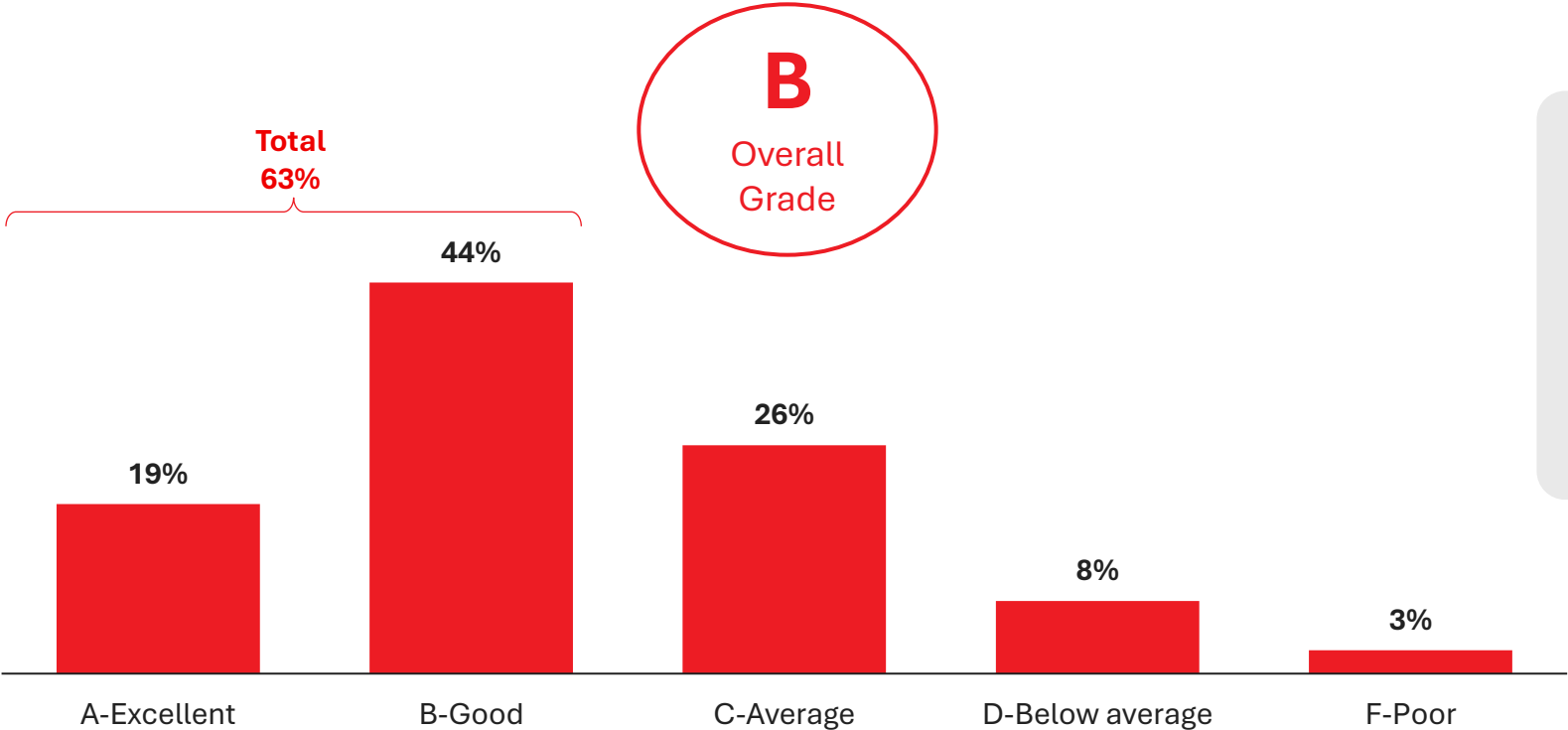
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Arts & Culture Grade

Arts and culture make a community a vibrant and enriching place to live. An active and diverse mix of cultural offerings increases our sense of satisfaction with our environment and community pride.

Arts and Culture remains at an overall grade of B, consistent since 2020.

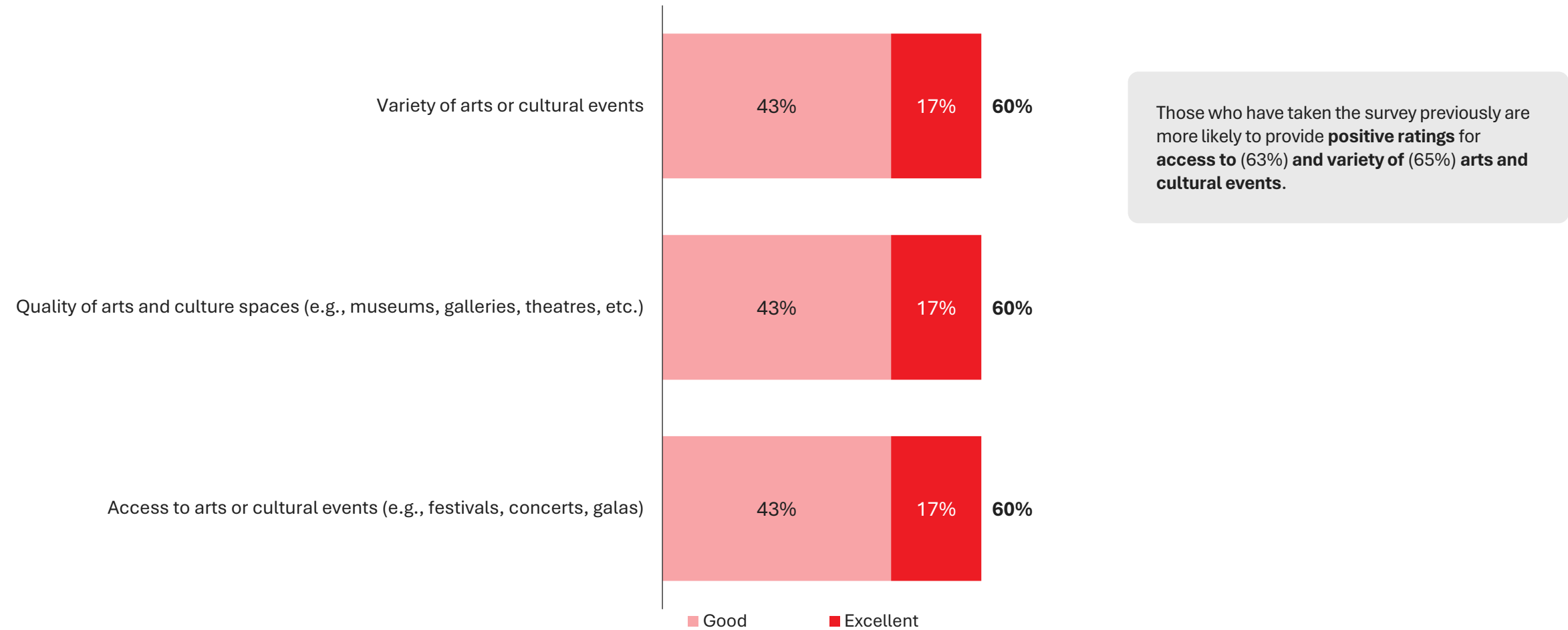


Those more likely to give arts and culture a grade of **B** or higher include:

- Those aged 55+ (70%)
- Lived in Victoria up to 5 years (68%)
- Women (66%)
- Those who identify as White (66%)
- Previously taken the Victoria Vital Signs Survey (66%)
- No children in household (65%)

Arts & Culture

Variety, quality, and access to arts or cultural events are all rated identically by Greater Victorians, with women, those aged 55+, those who identify as White, and those with children in the household more likely to rate them as good/excellent.



AQ1a Please rate the following aspects of arts and culture in Greater Victoria as they apply to you personally.
Base: Total respondents excluding not applicable (n=4,427-4,443)

4

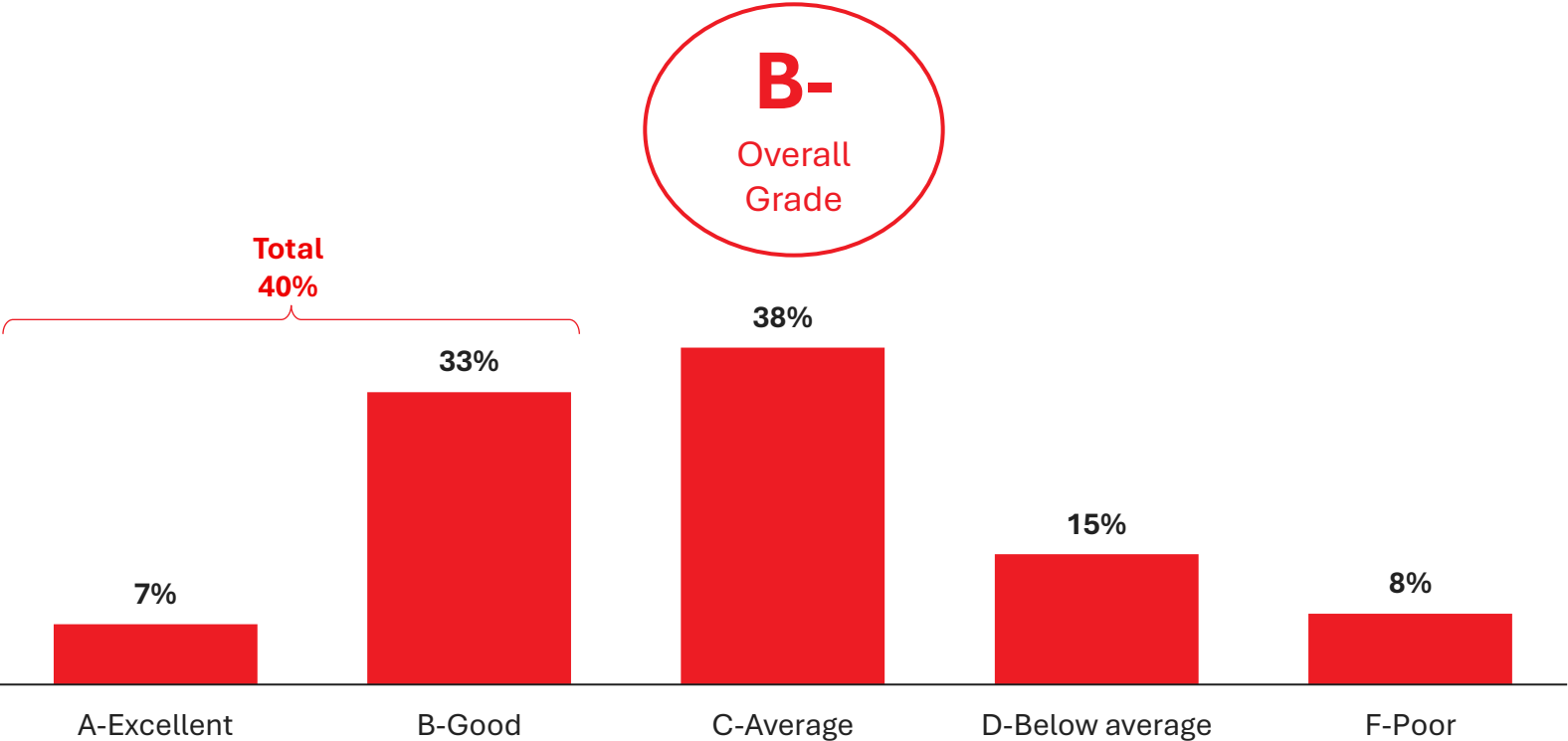
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Belonging & Engagement Grade

Participation in civic life contributes to the wellbeing of our community and to our sense of connection to one another. By engaging, we foster leadership that helps build and maintain a vibrant community.

Belonging and Engagement remains at B-, consistent since 2021.

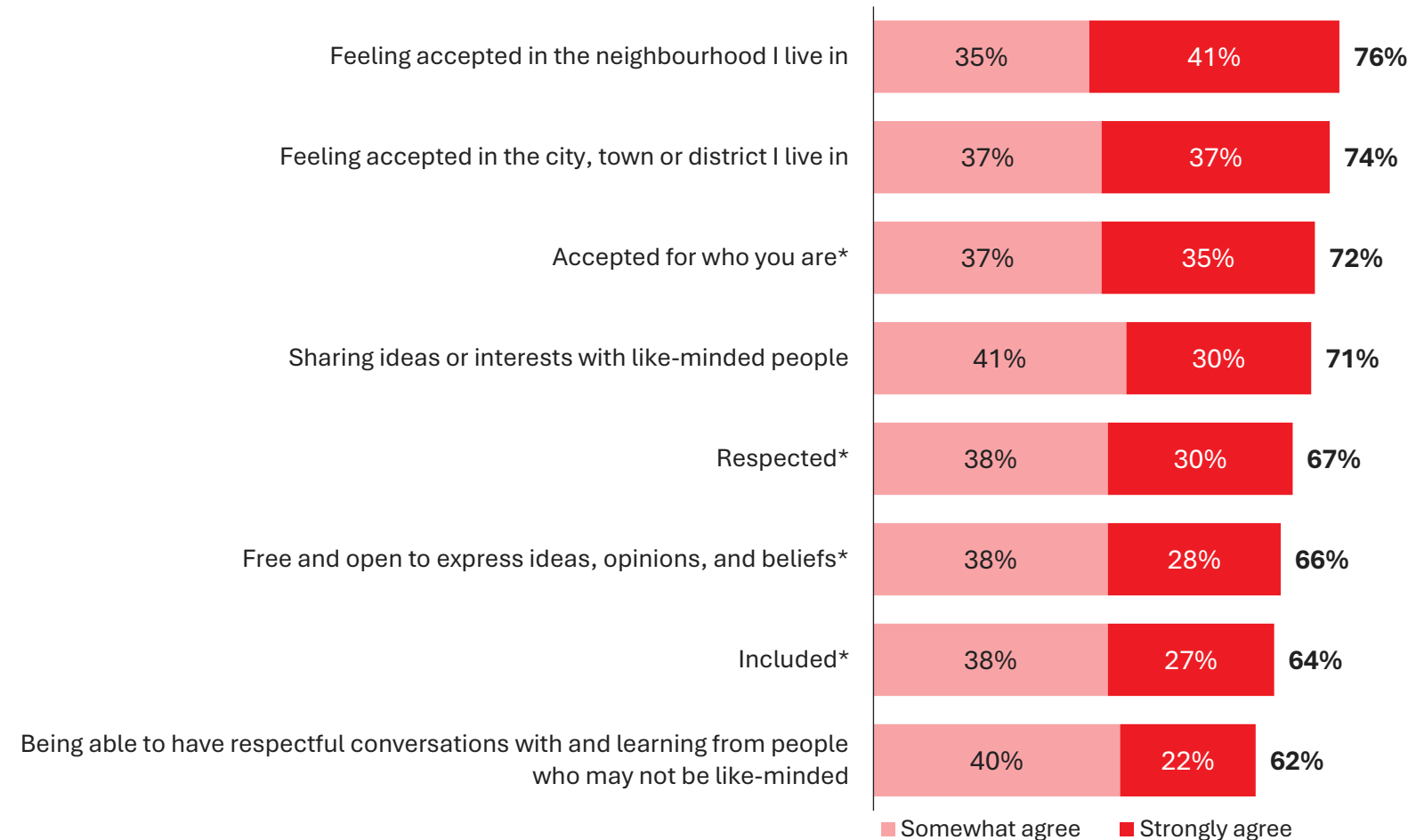


Those more likely to give belonging and engagement a grade of **B** or higher include:

- Those 18-30 (47%)
- Lived in Victoria up to 5 years (47%)
- Higher incomes \$80k+ (43%)
- Previously taken the Victoria Vital Signs Survey (42%)

Feeling accepted

Greater Victorians continue to feel accepted in their neighbourhood, in the city/town/district they live in, and for who they are, all at similar proportions to 2024.



Those **more likely** to agree they are **accepted for who they are** include:

- Higher incomes \$80K+ (77%)
- Those aged 55+ (76%)
- Previously taken the Victoria Vital Signs Survey (76%)
- Women (74%)
- White (74%)

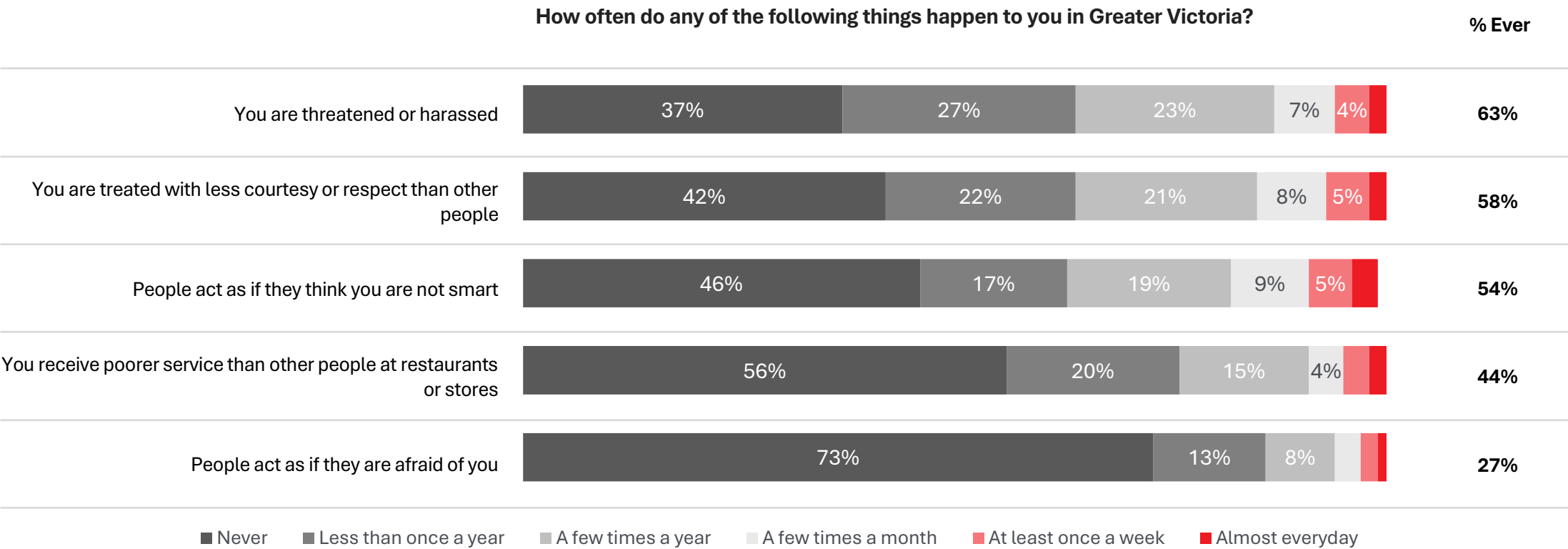
Those **more likely** to agree they are **included** include:

- Higher incomes \$80K+ (70%)
- Those aged 55+ (68%)
- Previously taken the Victoria Vital Signs Survey (68%)
- Women (66%)
- White (66%)

AQ7 + AQ8 Please rate the following aspects of belonging and engagement in Greater Victoria as they apply to you personally.
Base: Total respondents excluding don't know (n=4,381- 4,460)
*Base: Total respondents excluding don't know (n=4,445-4,462)

Treated With Respect

Many in Greater Victoria feel that they are not always treated with respect. Nearly two-thirds report they have been threatened or harassed at some point, while more than half have been treated with less courtesy or respect than other people or as if they are not smart.

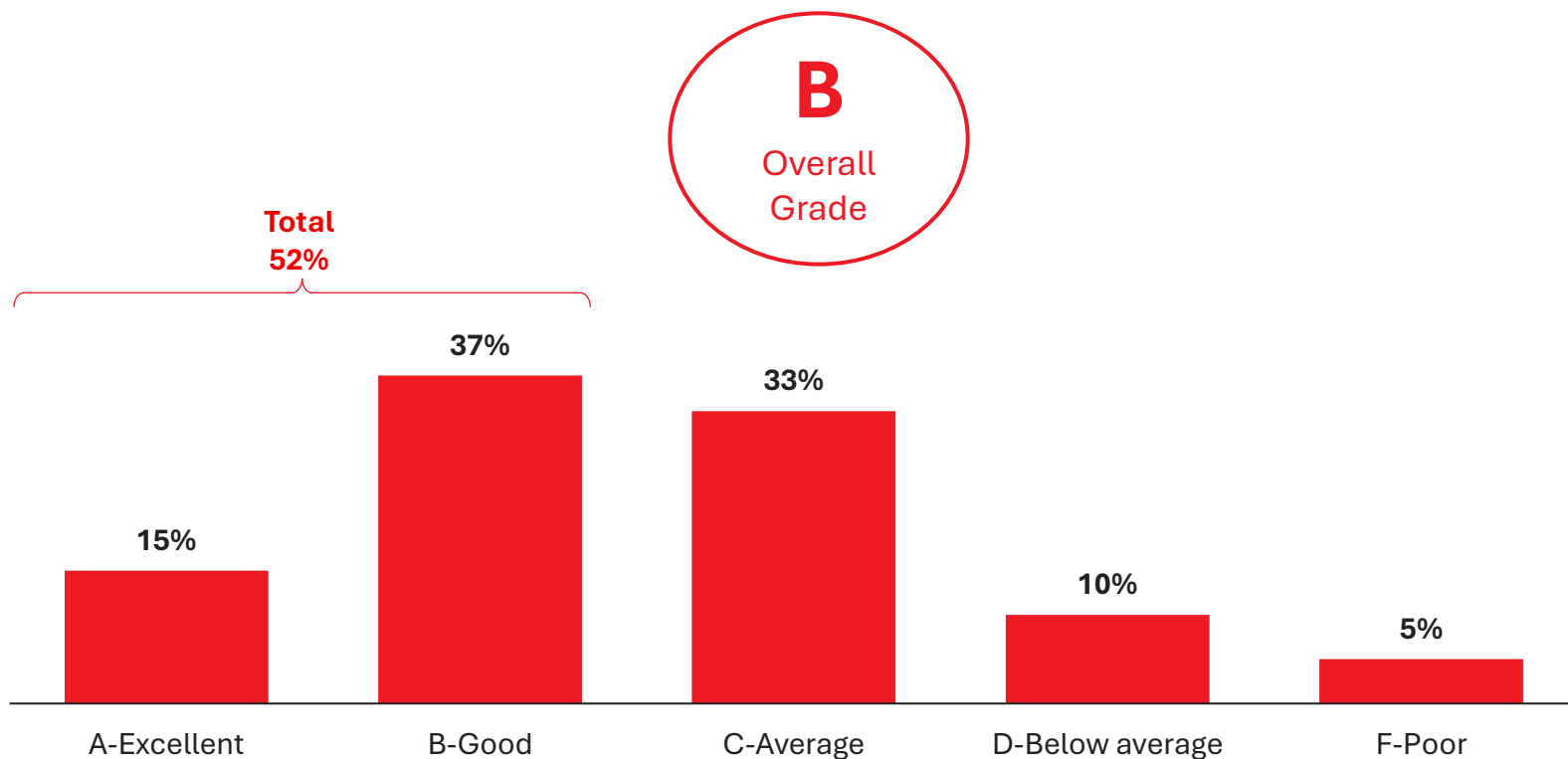


AQ9 In your day-to-day life, how often do any of the following things happen to you in Greater Victoria?
Base: Total respondents (n=4,502). Figures 3% or less not labelled

Overall Diversity, Equity, & Inclusion Grade

The presence of differences, the act of ensuring programs and processes are fair and provide equal outcomes for individuals, and the feeling of belonging based on needs.

Diversity, Equity, and Inclusion recovers to an overall grade of B, up from B- in 2024.



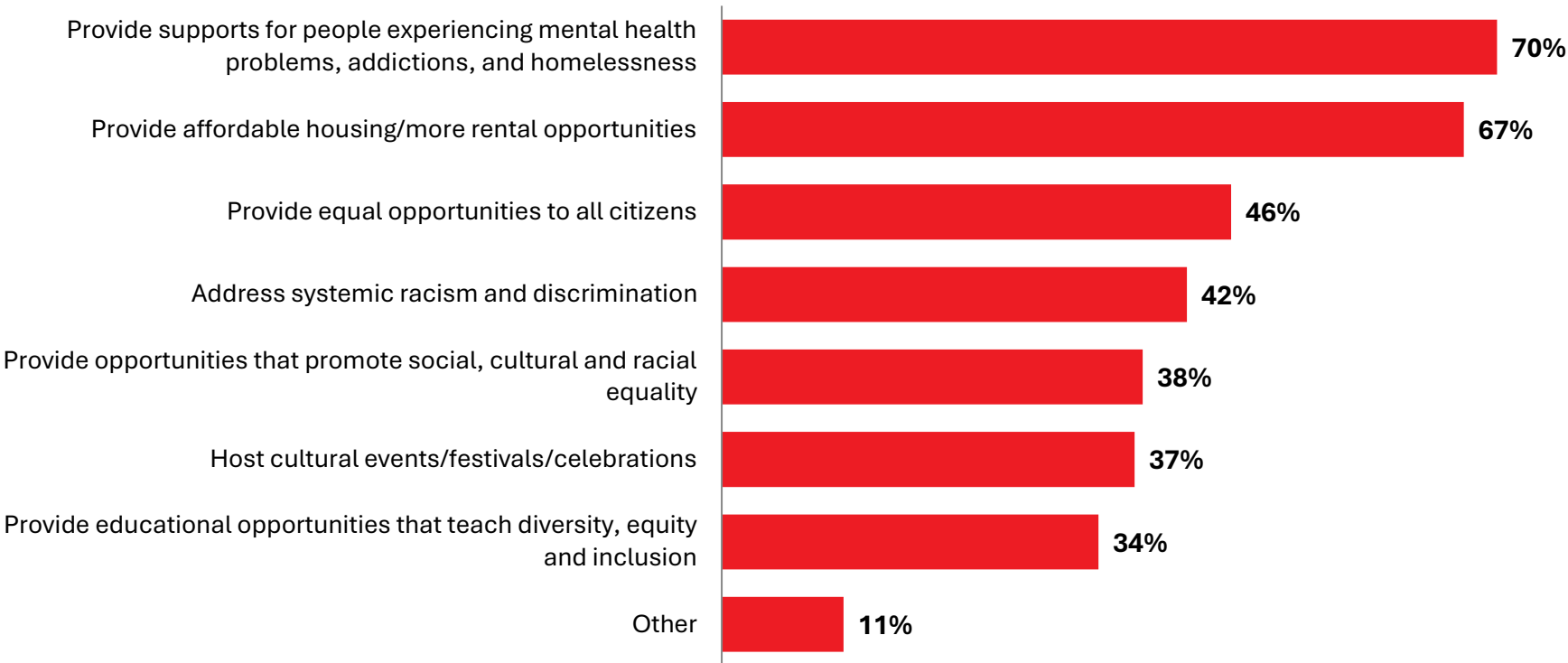
Those more likely to give diversity, equity, and inclusion a grade of **B** or higher include:

- Men (59%)
- Living in Victoria up to 5 years (59%)
- Higher incomes \$80K+ (55%)
- No children in household (54%)
- Those taking the Vital Signs Survey for the first time (54%)

Diversity, Equity, & Inclusion Focus

Same as 2024, most Greater Victoria residents believe DEI efforts should focus on providing support for people experiencing mental health problems, addictions, and homelessness and providing affordable housing/more rental opportunities.

Which of the following should Greater Victoria focus on when it comes to diversity, equity, and inclusion?



Those more likely to say the following areas should be a **focus for DEI inclusion** include:

Provide supports for mental health, addiction and homelessness:

- Women (77%)
- Lower <\$50k (75%) and middle \$50k-\$79,999 (74%) incomes
- Those aged 55+ (72%)
- No children in household (72%)

Provide affordable housing/more rentals:

- Lower <\$50k (77%) and middle \$50k-\$79,999 (75%) incomes
- Those aged 18-30 (76%)
- Women (72%)
- No children in household (68%)

Provide equal opportunities to all:

- Those aged 55+ (55%)
- Lower incomes <\$50k (52%)
- No children in household (48%)

4

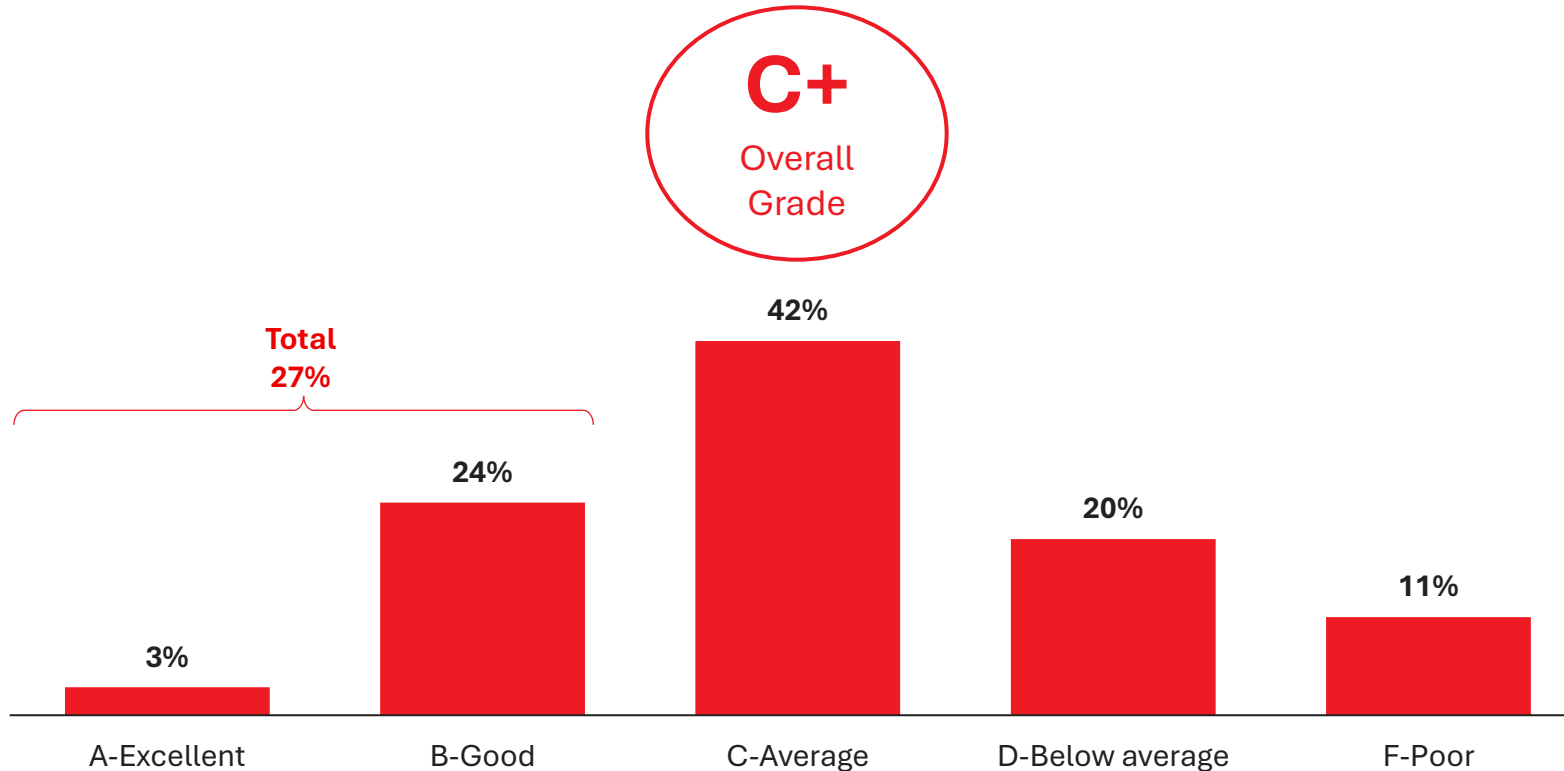
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 **Economy**
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Economy Grade

Strong and vibrant communities have diverse local economies and a wide variety of options for fulfilling, secure, and well-paid work.

Economy continues to be at the C+ level, holding steady at this grade since 2022.

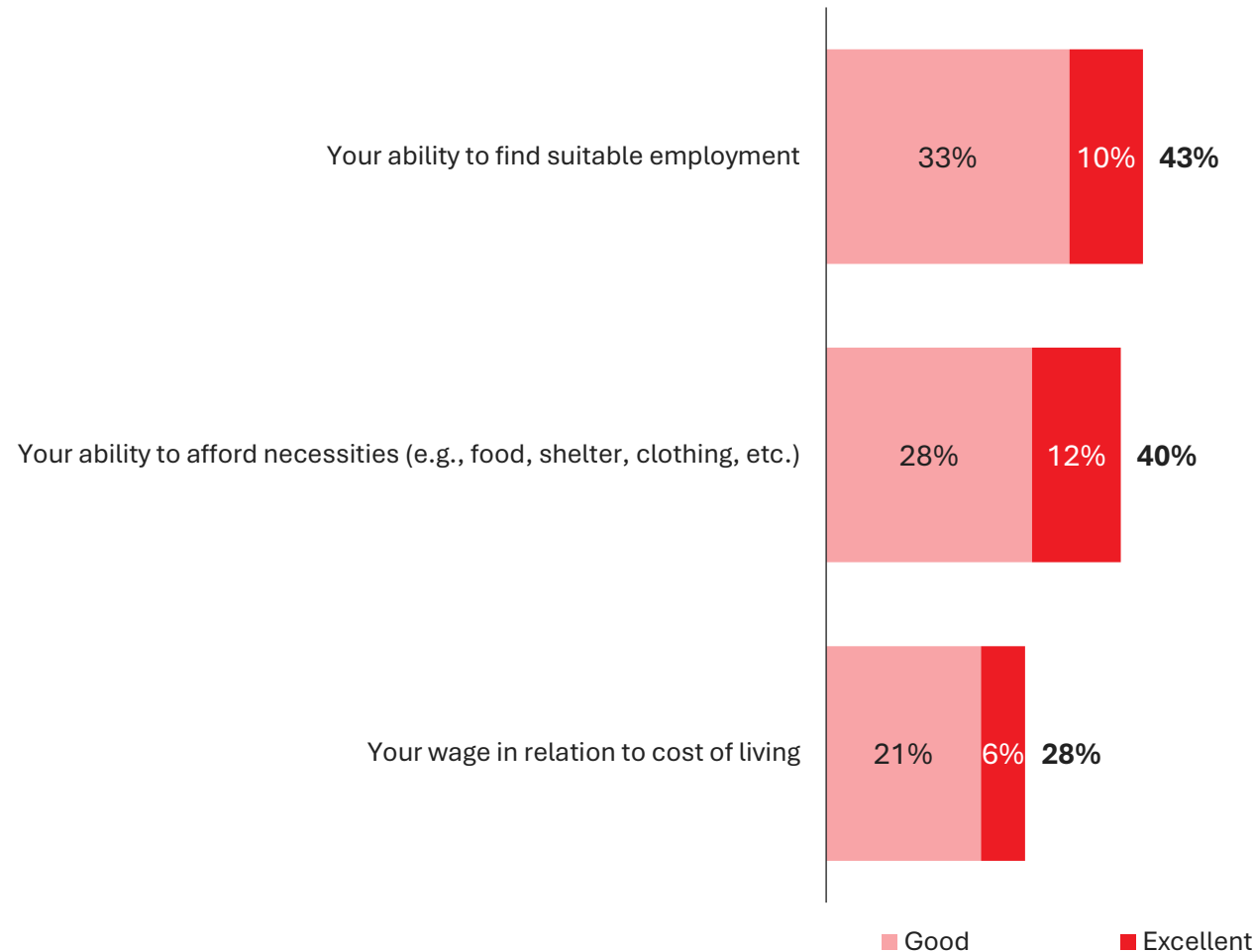


Those more likely to give economy a grade of B or higher include:

- Living in Victoria up to 5 years (32%)
- Men (31%)
- Previously taken the Victoria Vital Signs Survey (31%)
- Those 55+ (30%)
- Higher incomes \$80k+ (30%)

Affordability and Employment

Over four in ten (43%) believe their ability to find suitable employment is good/excellent, down from 50% in 2024 and continuing the downward trend since 2022. Ability to afford necessities and people's wages in relation to cost of living is relatively consistent with previous years.



Those more likely to rate **most aspects of economy** as **good or excellent** include:

- Men
- Higher incomes \$80k+
- Children in household
- Previously taken the Victoria Vital Signs Survey

4

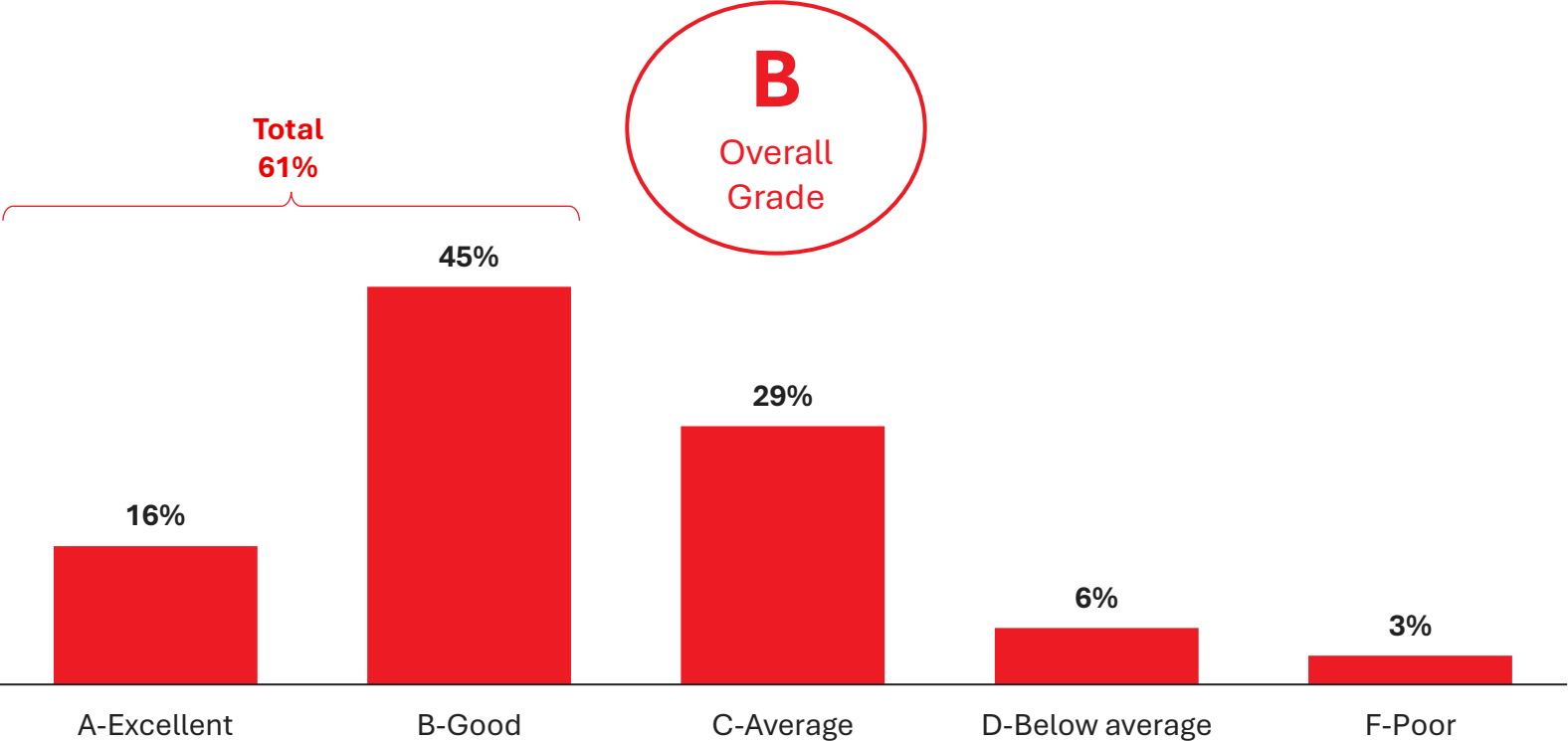
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Environmental Sustainability Grade

From the air we breathe to the ground we walk, a healthy and sustainable environment is an important part of quality of life. A healthy environment is reflective of a healthy community.

Environmental Sustainability remains at a grade of B, same as 2024 and 2023.



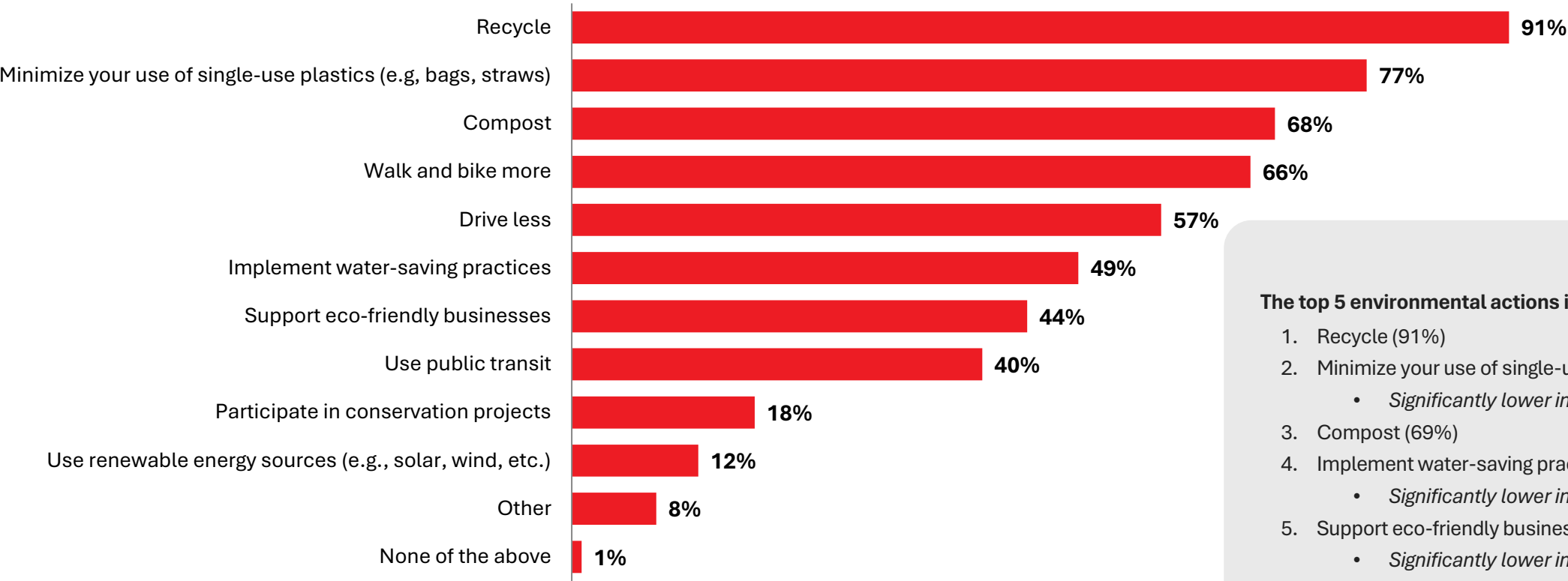
Those more likely to give environmental sustainability a grade of **B** or higher include:

- Living in Victoria up to 10 years (up to 5yrs - 71%) (6-10yrs - 65%)
- Those aged 18-30 (69%)
- Higher incomes \$80k+ (65%)
- Men (64%)

Environmental Activities

Most Greater Victoria residents recycle, minimize their use of single-use plastics, compost, walk and bike more, and drive less. Those who are White and those without children in their household are more likely to perform these five top activities, while those who have previously taken the Victoria Vital Signs Survey are more likely to do all of them except compost. Participating in conservation projects and using renewable energy sources are relatively less popular among residents of Greater Victoria.

Which of the following activities do you do personally?



The top 5 environmental actions in 2024 were:

- 1. Recycle (91%)
- 2. Minimize your use of single-use plastics (82%)
 - Significantly lower in 2025 (77%)
- 3. Compost (69%)
- 4. Implement water-saving practices (59%)
 - Significantly lower in 2025 (49%)
- 5. Support eco-friendly businesses (49%)
 - Significantly lower in 2025 (44%)

AQ11 Which of the following activities do you do personally? Please select all that apply.
Base: Total respondents excluding prefer not to answer (n=4,465)

4

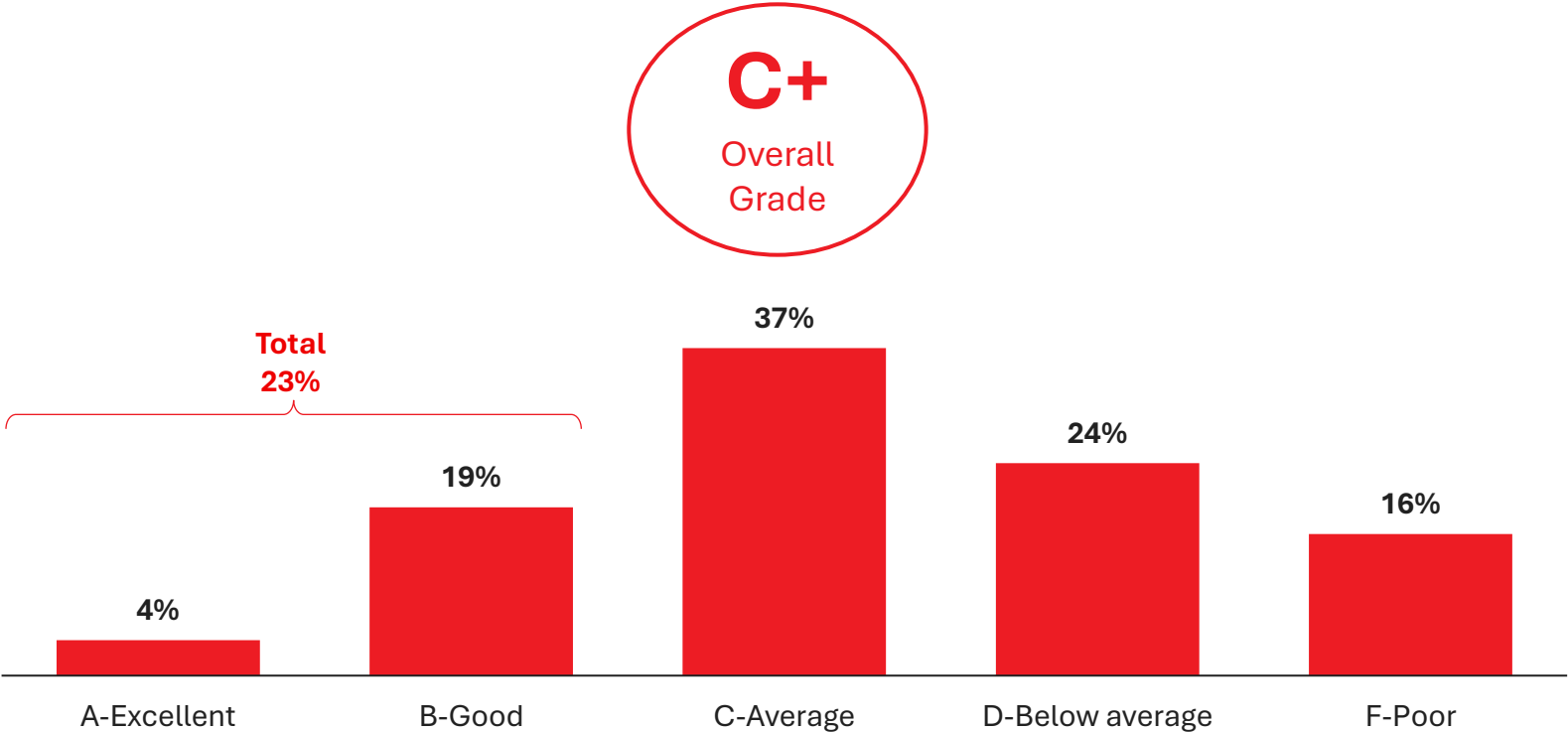
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Getting Started Grade

Helping children, youth, and newcomers/immigrants to get a good start in life, work, adulthood, and our community, makes a lasting difference.

Greater Victorians rate Getting Started at C+ this year after consistent C grades from 2022 to 2024.

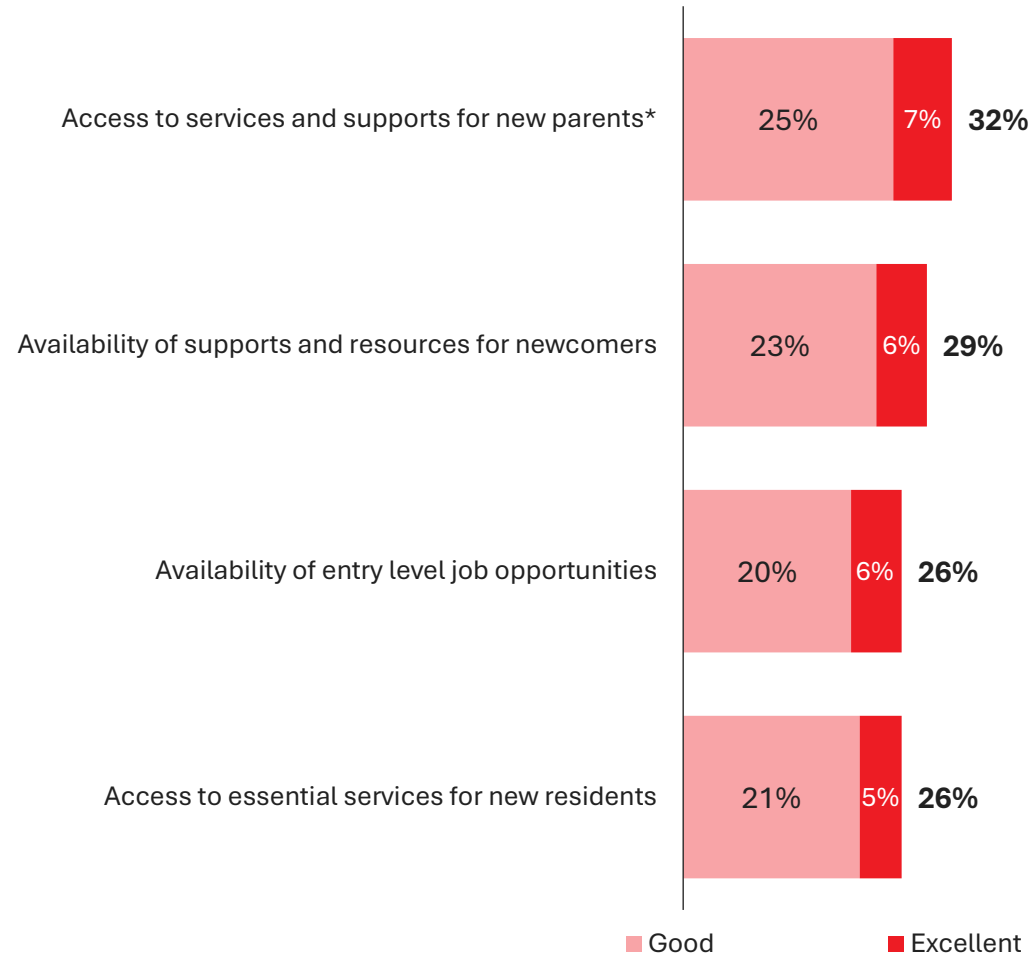


Those more likely to give getting started a grade of **B** or higher include:

- BIPOC (30%)
- Those living in Victoria up to 5 years (28%)
- Children in household (27%)
- Those aged 55+ (25%)
- Previously taken the Victoria Vital Signs Survey (26%)

Aspects of Getting Started

Compared to 2024, much fewer Greater Victorians believe the availability of entry level job opportunities (26%, down from 35% in 2024), supports for newcomers (29%, down from 35%), and access to essential services for new residents (26%, down from 30%) are good/excellent. One third feel access to services and supports for new parents is good/excellent.



Those more likely to rate **all aspects of getting started** as **good or excellent** include:

- BIPOC
- Children in the household

4

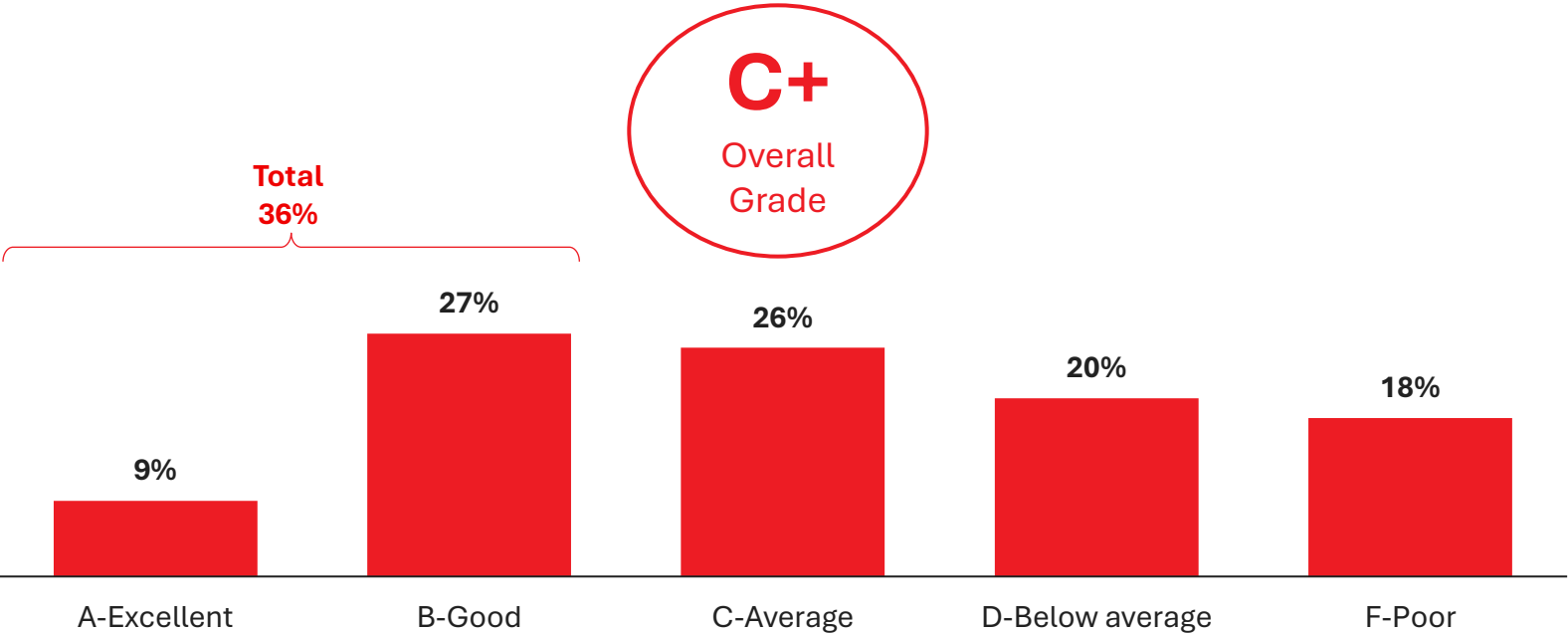
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Health & Wellness Grade

Good physical and mental health and wellness improves the quality of individual lives and reduces health care costs. The health status of people depends on good health practices and behaviours, and access to health care services.

Health and Wellness stays at C+ in 2025, no change from 2024.

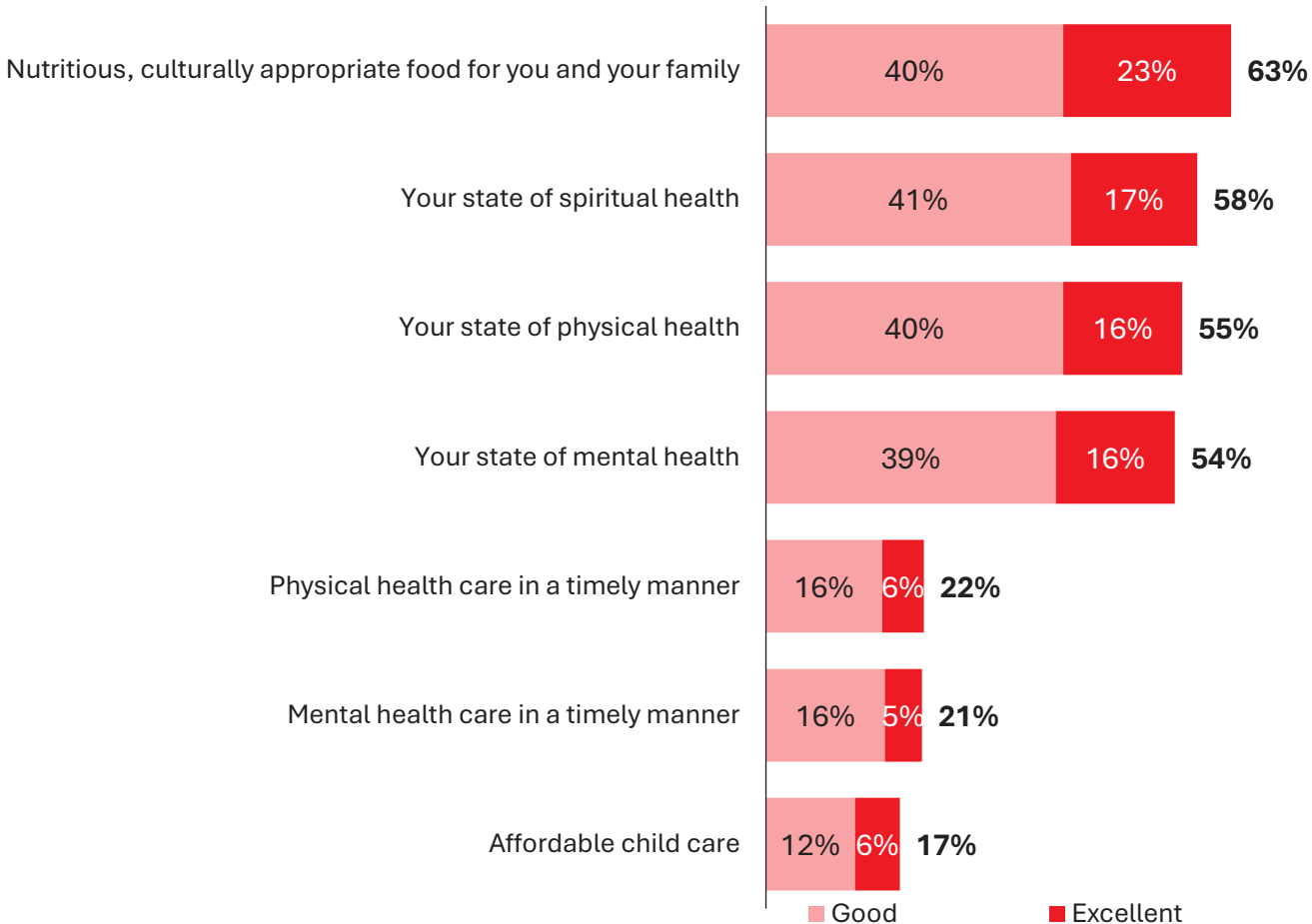


Those more likely to give health and wellness a grade of **B** or higher include:

- Children in household (43%)
- Men (41%)
- Those aged 18-30 (41%)
- Higher incomes (\$80k+) (41%)

Physical, Mental, and Spiritual Health & Wellness

While more than half of Greater Victorians rate their state of spiritual health, physical and mental as good/excellent, only around two in ten rate their access to mental and physical health care in a timely manner as good/excellent. It's notable that only 17% rate affordable child care as good/excellent, dropping significantly from 23% in 2024. However, six in ten are positive about access to nutritious, culturally appropriate food for them and their family (63%, consistent with 2024).

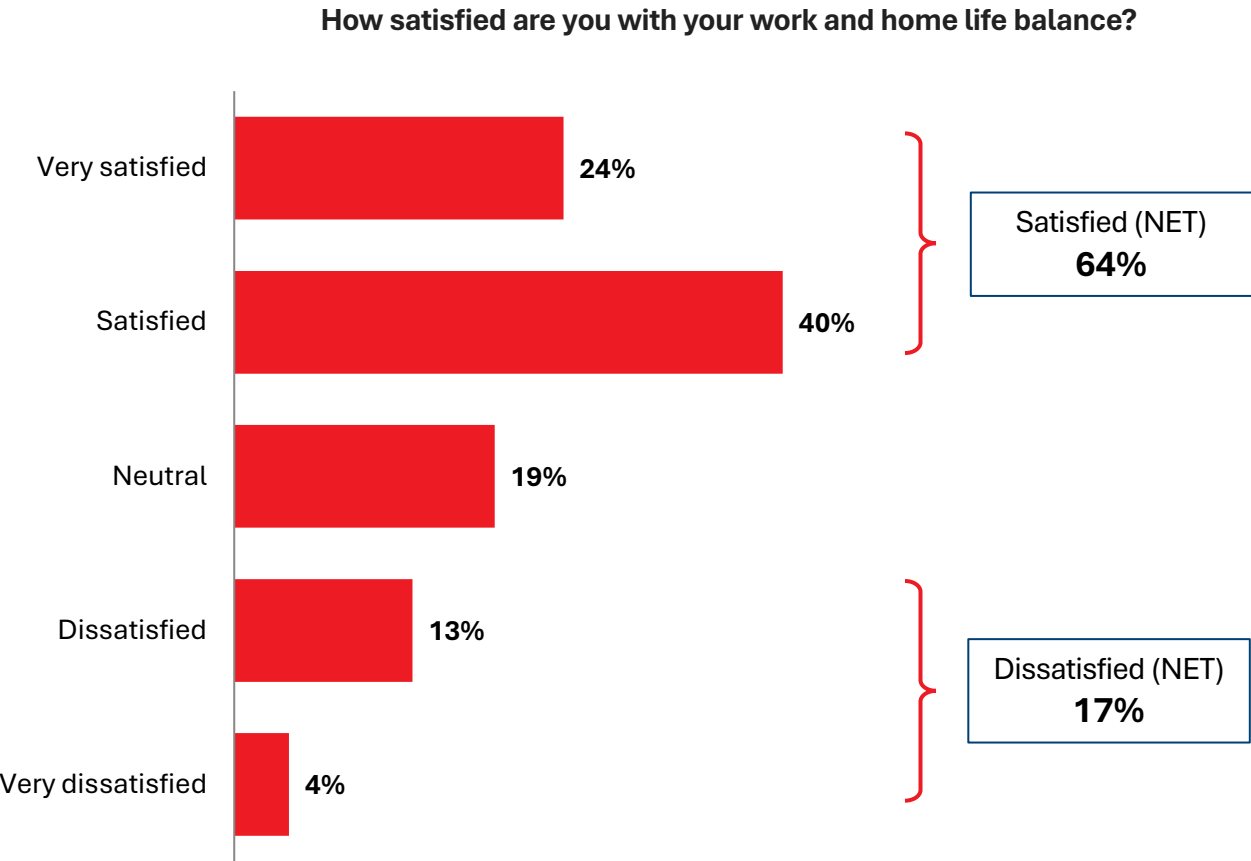


Those more likely to rate **most aspects of health and wellness** as **good or excellent** include:

- Men
- Higher incomes 80k+
- Previously taken the Victoria Vital Signs Survey

Work And Home Life Balance

Nearly two-thirds (64%) are satisfied with their work and home life balance. Men, those with an annual household income of over \$80k, and previous Victoria Vital Signs survey respondents are more likely to be satisfied.



- Those more likely to say they are **satisfied with their work/home life balance** include:
- Previously taken the Victoria Vital Signs Survey (68%)
 - Higher incomes \$80k+ (66%)
 - Men (61%)

4

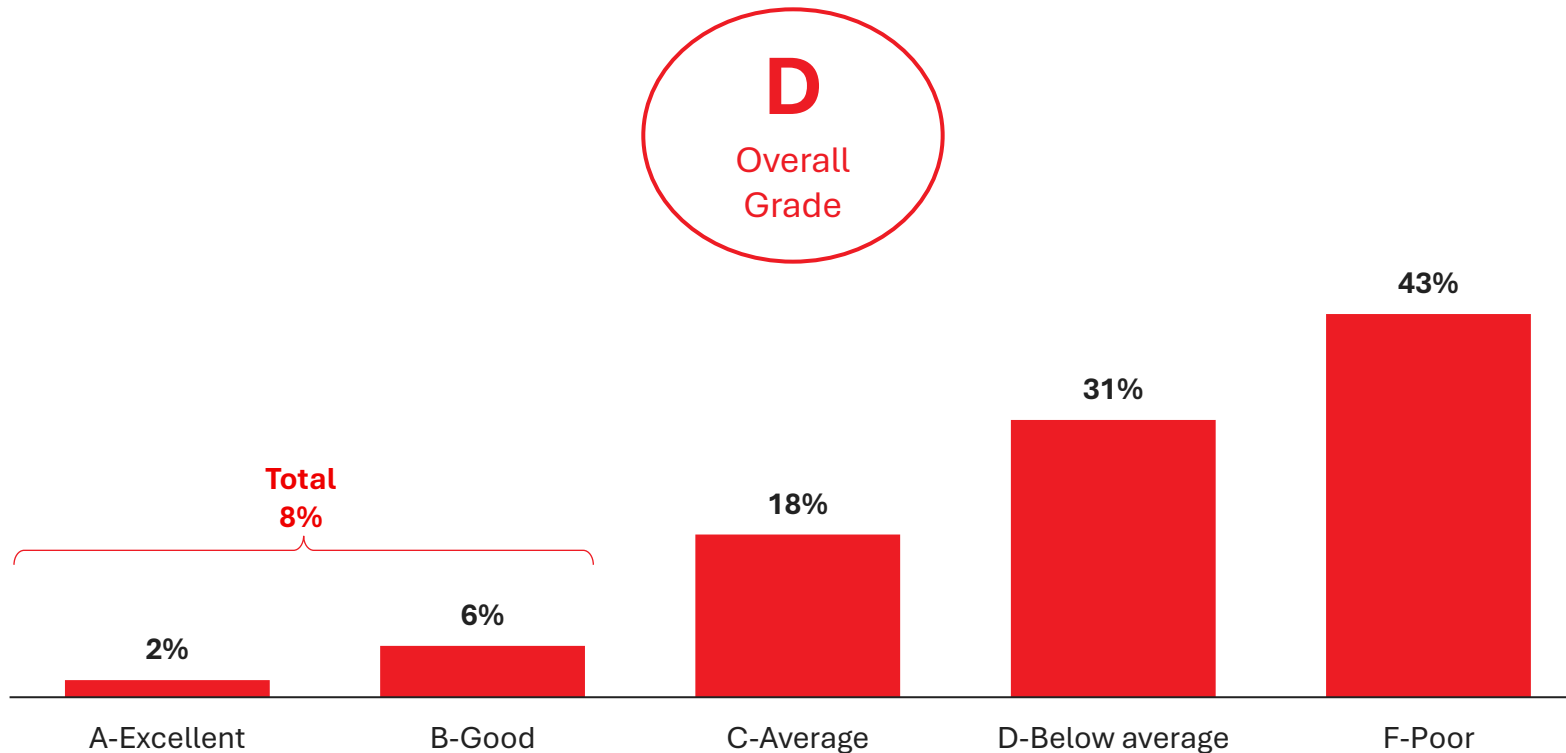
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Housing Grade

Having safe and accessible housing people can afford is a basic need that contributes significantly to quality of life.

Housing continues to be the lowest rated area for Greater Victoria, though a D grade is a very slight improvement on D- in 2024.

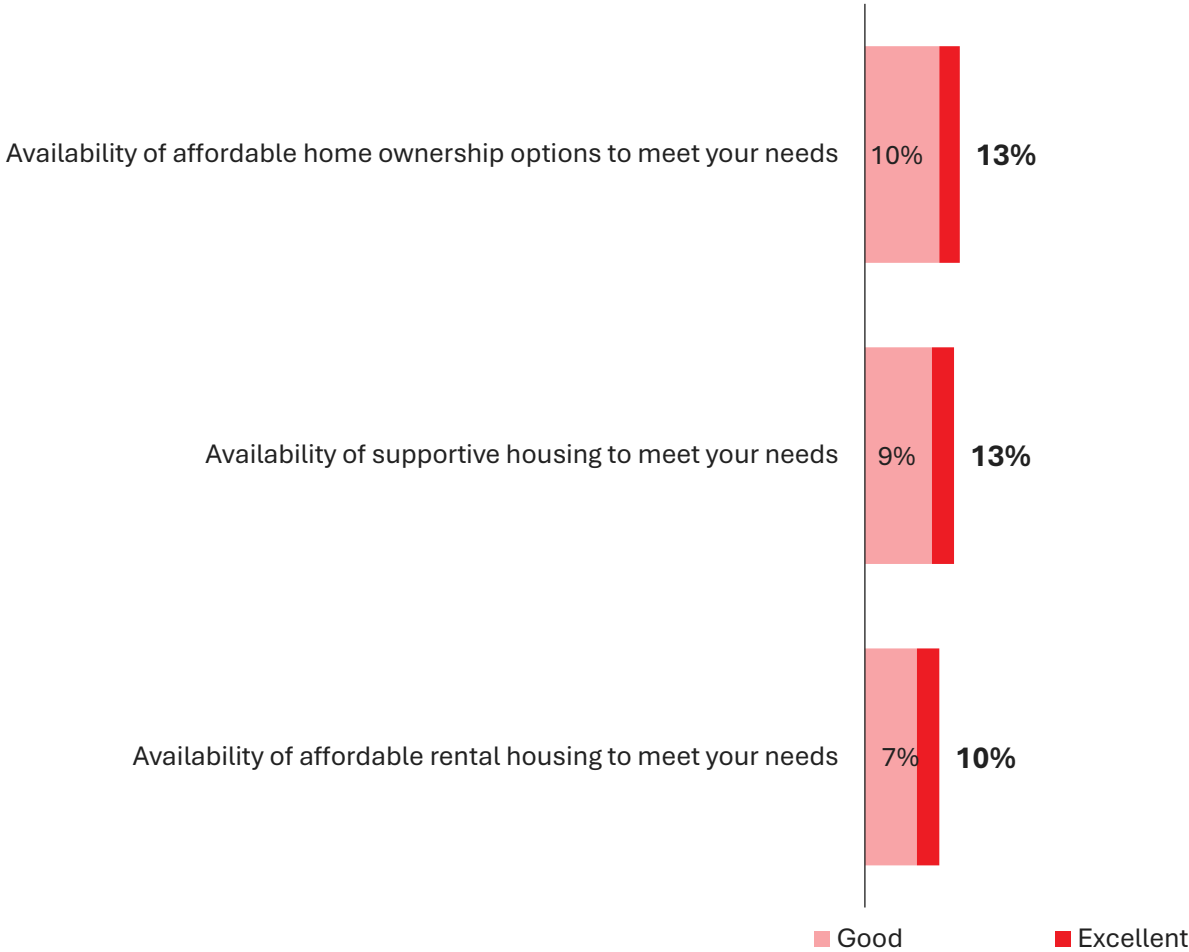


Those more likely to give housing a grade of **B** or higher include:

- BIPOC (16%)
- Children in household (14%)
- Those aged 18-30 (11%)
- Living in Victoria up to 5 years (11%)
- Men (10%)
- Previously taken the Victoria Vital Signs Survey (10%)

Housing Availability

The proportion of those who feel positive about the three aspects of housing in Greater Victoria – availability of affordable homeownership, rental, and supportive housing – all dropped significantly in 2025.



Those more likely to rate **most aspects of housing** as **good or excellent** include:

- Men
- Those aged 18-30
- BIPOC
- Children in household
- Previously taken the Victoria Vital Signs Survey

Those more likely to rate **most aspects of housing** as **below average or poor** include:

- Women and those who don't identify as a man or woman
- Those 31-44
- White
- Living in Victoria for more than 10 years
- Lower incomes <\$50k
- First time taking the Victoria Vital Signs Survey

AQ3 Please rate the following aspects of housing in Greater Victoria as they apply to you personally.
Figures 3% or less not labeled.

Base: Total respondents excluding not applicable (n=1,820-3,606)

4

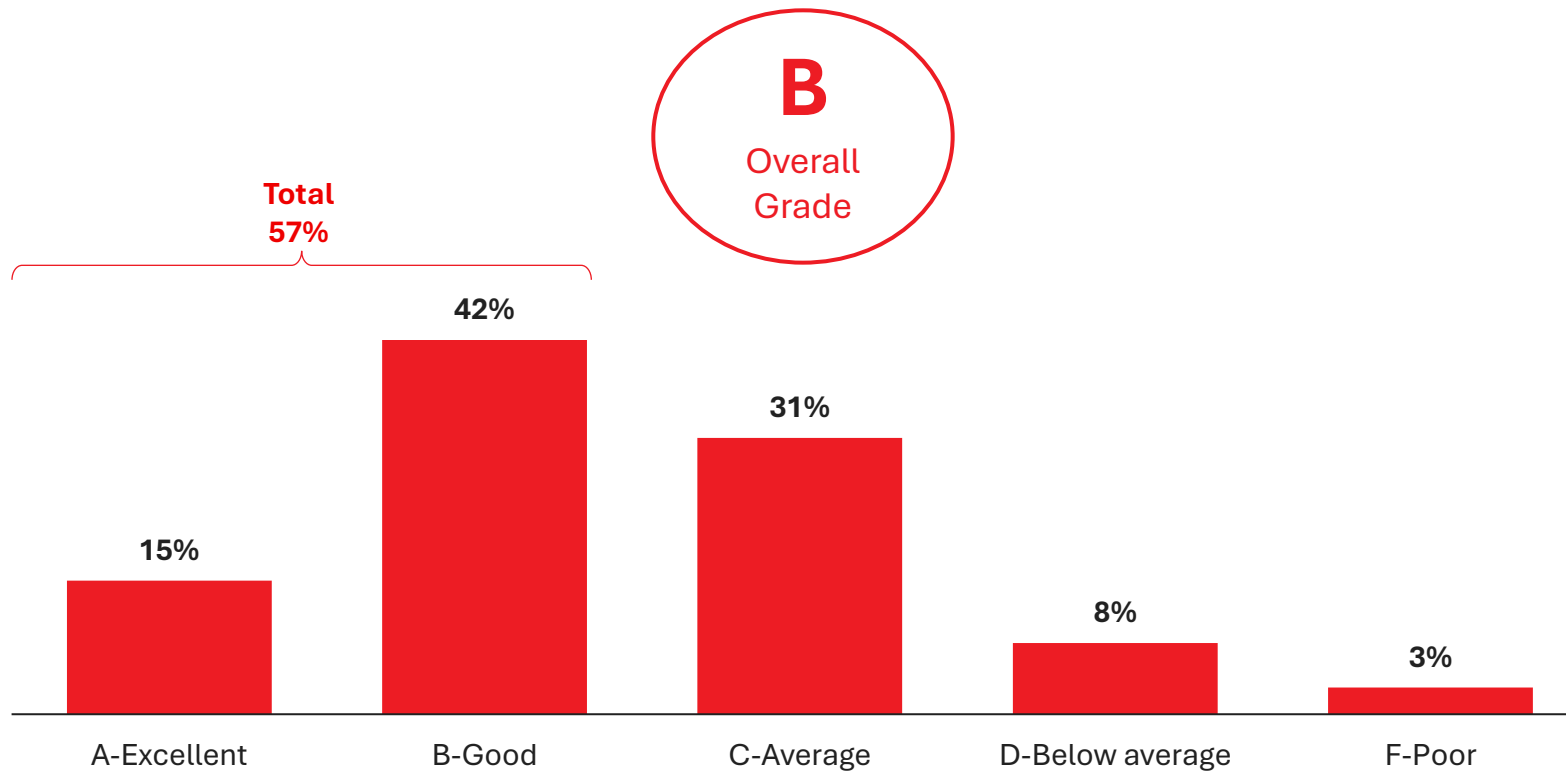
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Learning Grade

Lifelong learning and educational achievement affect our ability to participate in a competitive workforce, achieve higher incomes, and escape the cycle of poverty.

Learning remains at a B rating, same as 2024 and 2023.

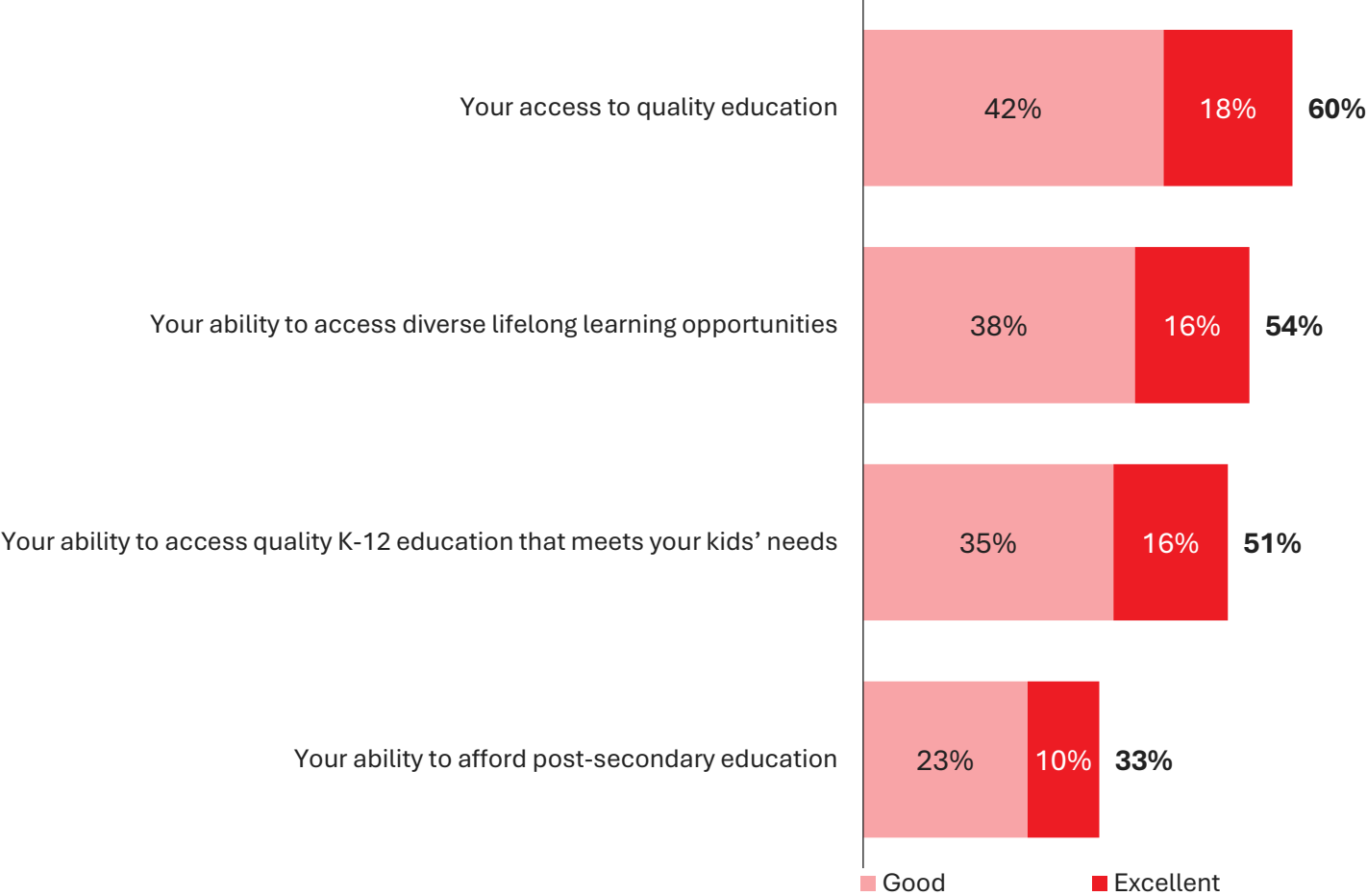


Those more likely to give learning a grade of **B** or higher include:

- Those aged 55+ (62%)
- Higher incomes \$80k+ (61%)
- Previously taken the Victoria Vital Signs Survey (62%)
- White (59%)
- No children in household (59%)

Learning accessibility

While six in ten rate their access to quality education as good/excellent (similar to 2024), only one-third (33%) rate their ability to afford post-secondary education as good/excellent, down from 37% last year.



Those more likely to rate **most aspects of learning** as **good or excellent** include:

- Higher incomes \$80k+
- Those aged 55+
- Previously taken the Victoria Vital Signs Survey

AQ2 Please rate the following aspects of learning in Greater Victoria as they apply to you personally.
Base: Total respondents excluding not applicable (n=1,277-3,829)

4

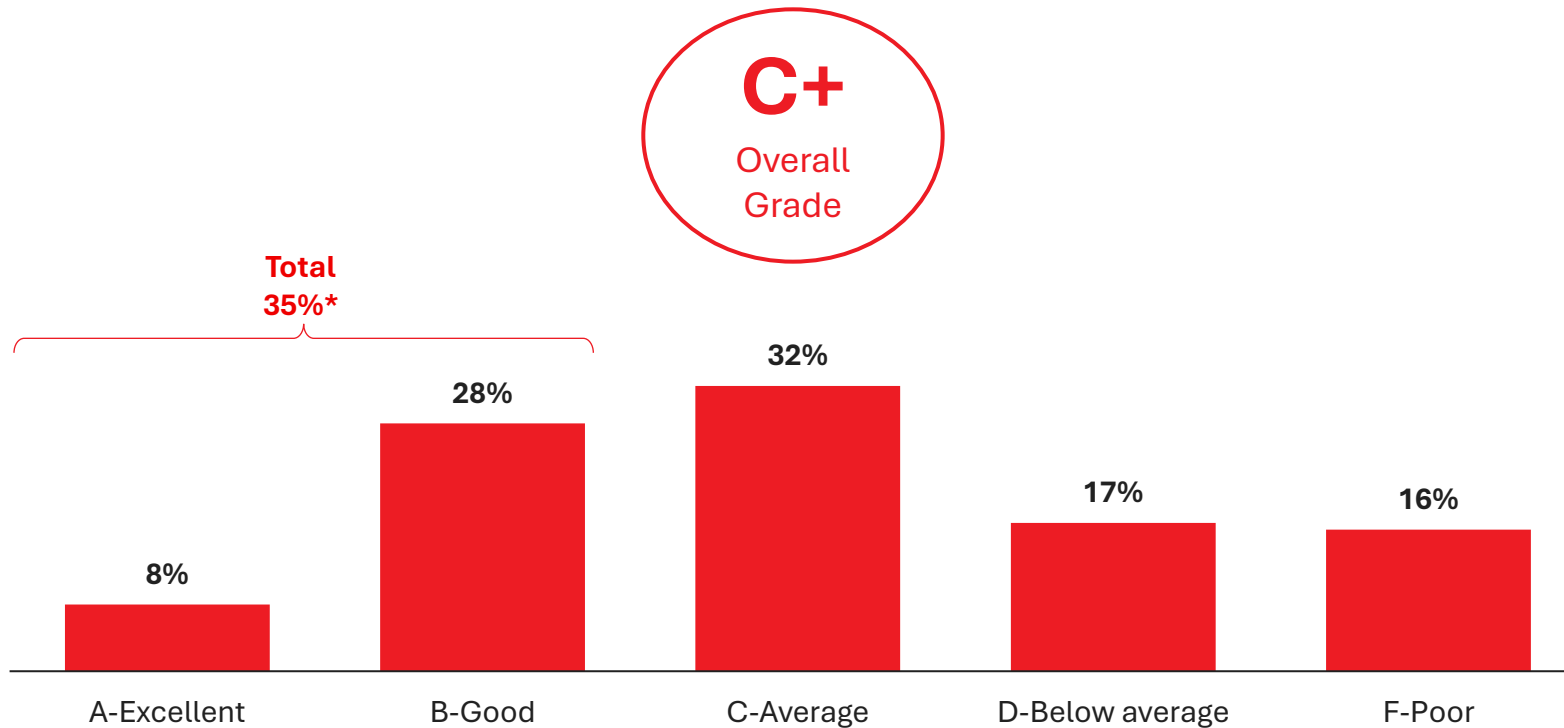
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Safety Grade

Public and personal safety affects the way we socialize and participate in community life.

Safety continues to be at C+ overall, no change from 2024 and 2023.

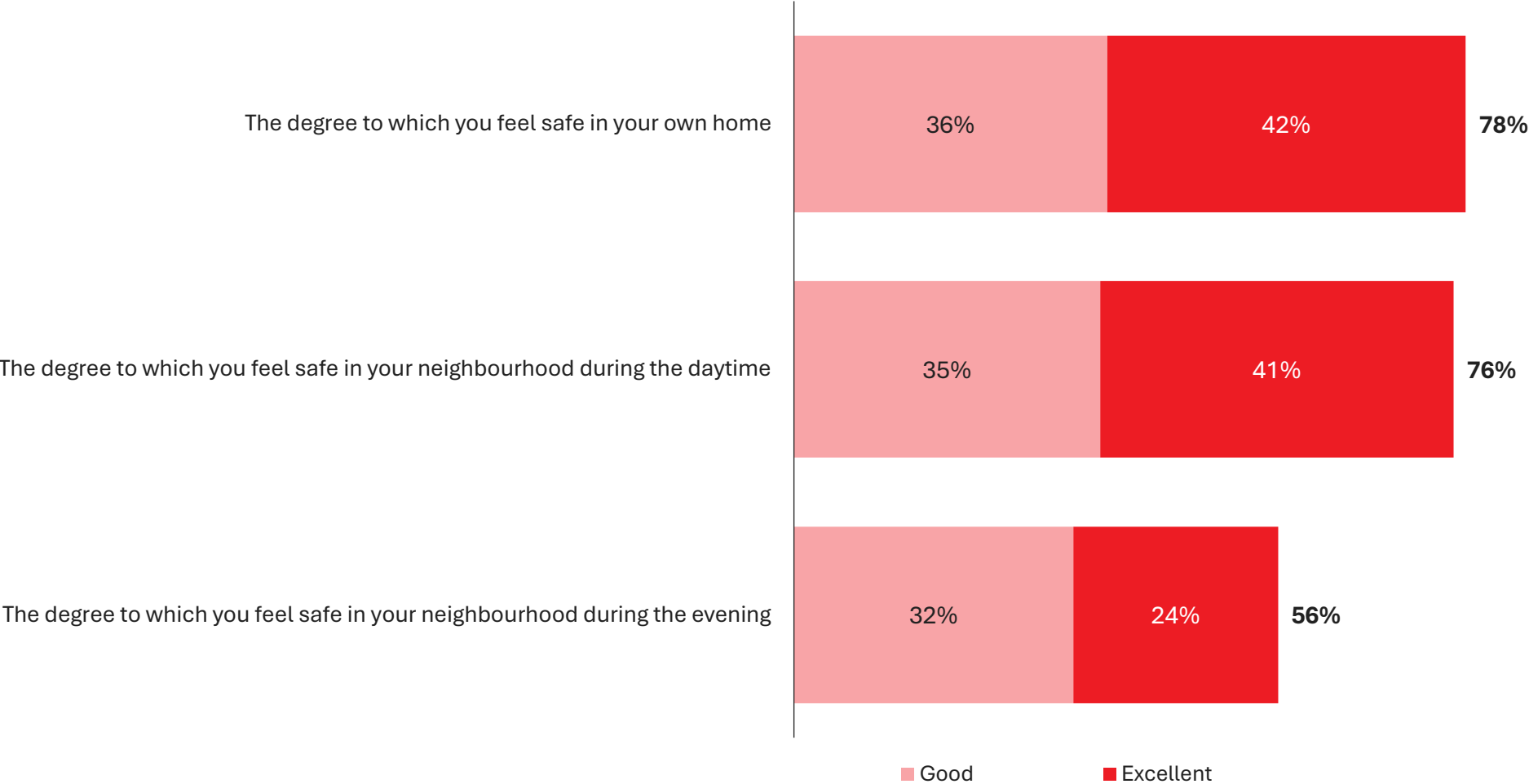


Those more likely to give safety a grade of **B** or higher include:

- Living in Victoria up to 10 years (up to 5yrs - 44%) (6-10yrs - 43%)
- Those under 45 (18-30 - 42%) (31-44 - 38%)
- BIPOC (41%)
- Previously taken the Victoria Vital Signs Survey (39%)
- Men (38%)

Feeling Safe

In this year’s survey, Greater Victorians evaluated specific elements of safety – over three-quarters each rate feeling safe in their own home and in their neighbourhood during the daytime as good or excellent. A lower proportion (56%) say they feel safe in their neighbourhood during the evening.



Those more likely to rate **most aspects of safety** as **good or excellent** include:

- White
- Living in Victoria up to 5 years
- Higher incomes \$80k+
- Those without children in the household

AQ6 Please rate the following aspects of safety in Greater Victoria as they apply to you personally.
Base: Total respondents excluding not applicable (n=4,514 – 4,528)

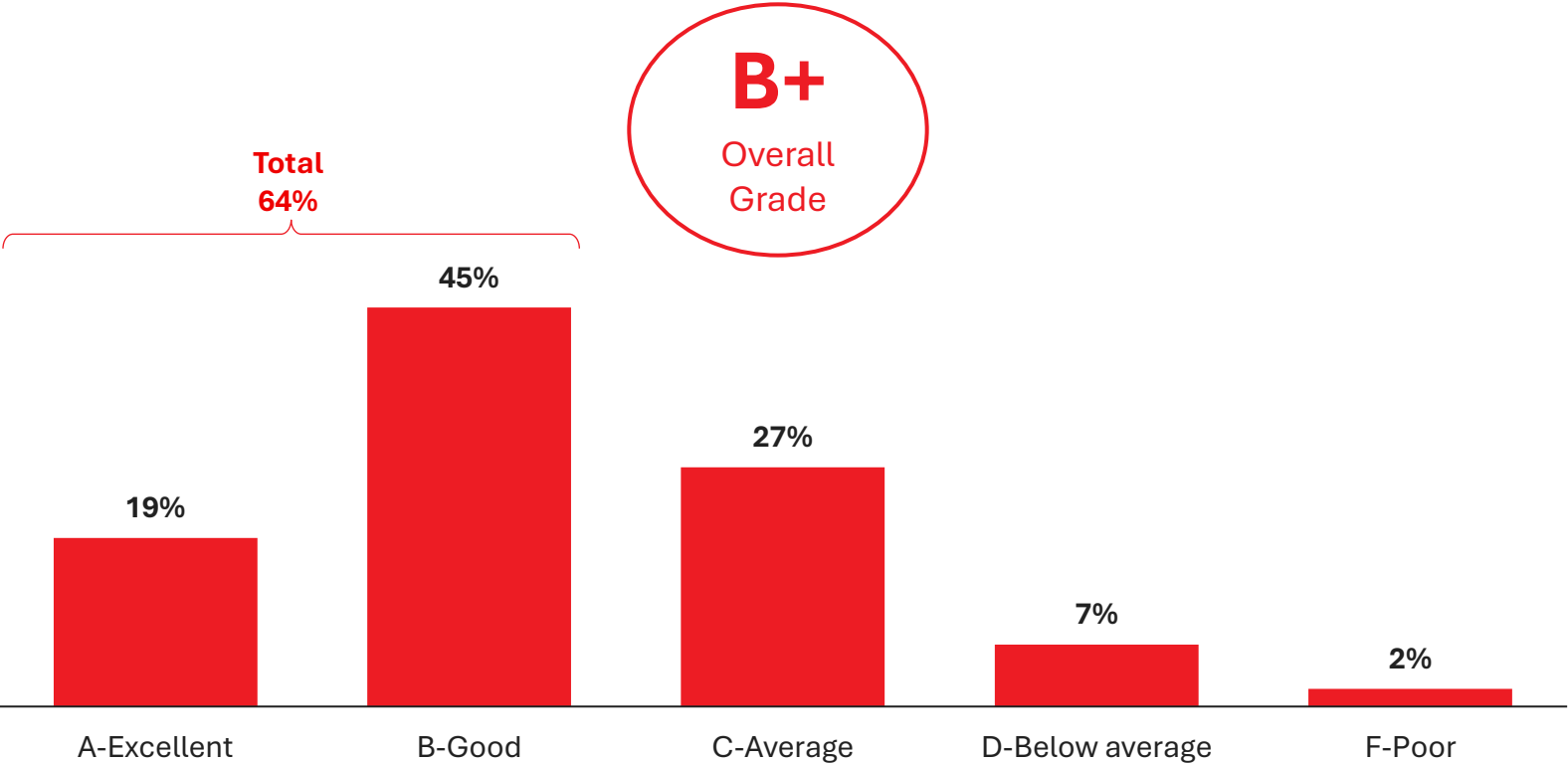
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Sports & Recreation Grade

Sports and recreation play a foundational role in developing and sustaining healthy citizens and communities.

Sports and recreation remains at B+, consistent with 2024 and most of the previous years.



Those more likely to give sports and recreation a grade of **B** or higher include:

- Those aged 55+ (67%)
- Previously taken the Victoria Vital Signs Survey (67%)
- Women (66%)
- White (66%)
- Higher incomes \$80k+ (66%)
- No children in household (65%)

Sports & Recreation

Good/excellent ratings for access and ability to participate in recreational sports and activities remain consistent from 2024. However, positive ratings of the quality of community facilities (71% in 2024) and ability to participate in recreational/competitive sports (62% in 2024) are both down from last year.



AQ5a Please rate the following aspects of sports and recreation in Greater Victoria as they apply to you personally.
Base: Total respondents excluding not applicable (n=3,350 - 4,466)

4

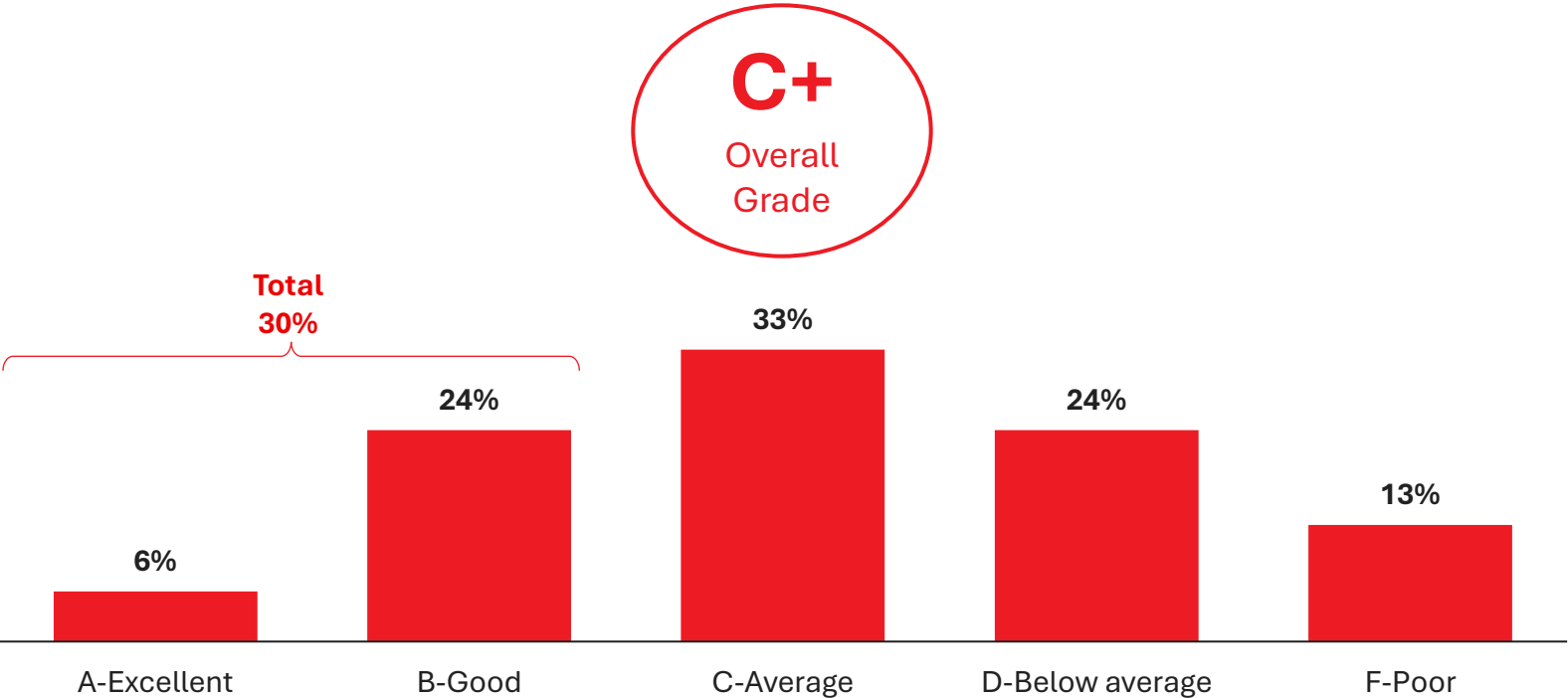
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Overall Standard of Living Grade

Individuals, families, and children living below the poverty line may face many obstacles, which can limit their ability to enjoy quality of life.

Standard of living continues to be at C+, same as last year.

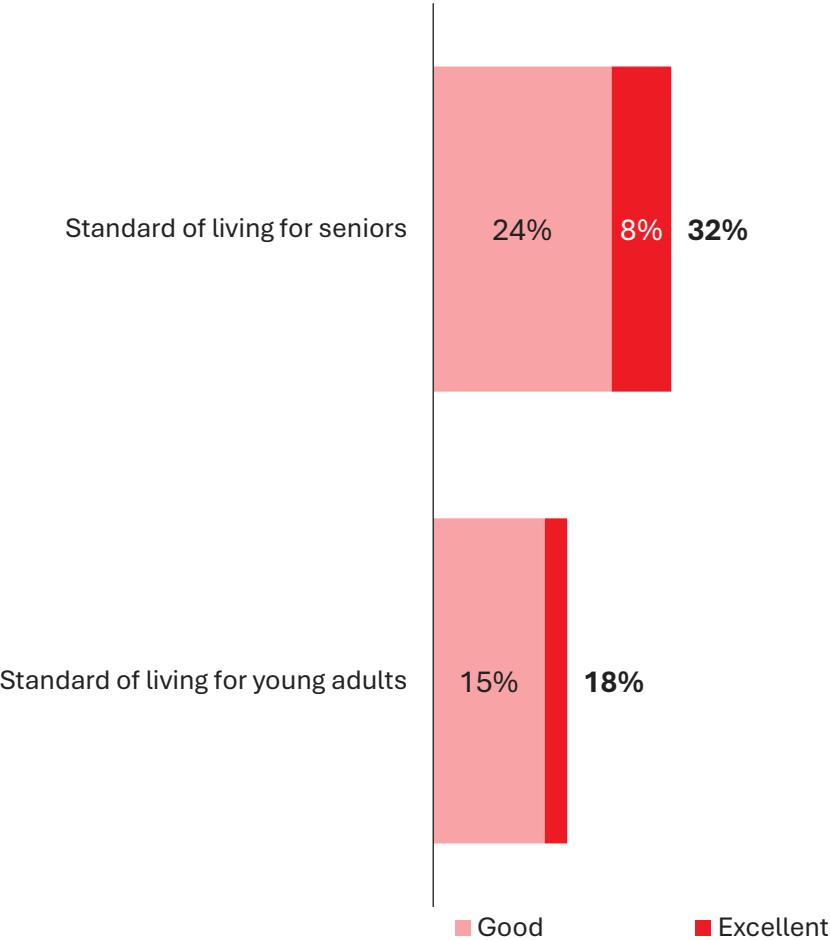


Those more likely to give standard of living a grade of **B** or higher include:

- Living in Victoria up to 5 years (38%)
- Men (37%)
- Children in household (35%)
- Higher incomes \$80k+ (33%)
- Previously taken the Victoria Vital Signs Survey (32%)

Standard of Living

Good/excellent ratings for standard of living of seniors and young adults is virtually unchanged from 2024. Only less than two in feel the standard of living for young adults is good/excellent.



Those more likely to rate **both aspects of standard of living** as **good or excellent** include:

- Men
- Aged 18-44
- BIPOC
- Higher incomes \$80k+
- Living in Victoria up to 5 years
- Children in household

AQ4 Please rate the following aspects of standard of living in Greater Victoria as they apply to you personally.
Figures 3% or less not labeled
Base: Total respondents excluding not applicable (n=3,871 - 4,087)

4

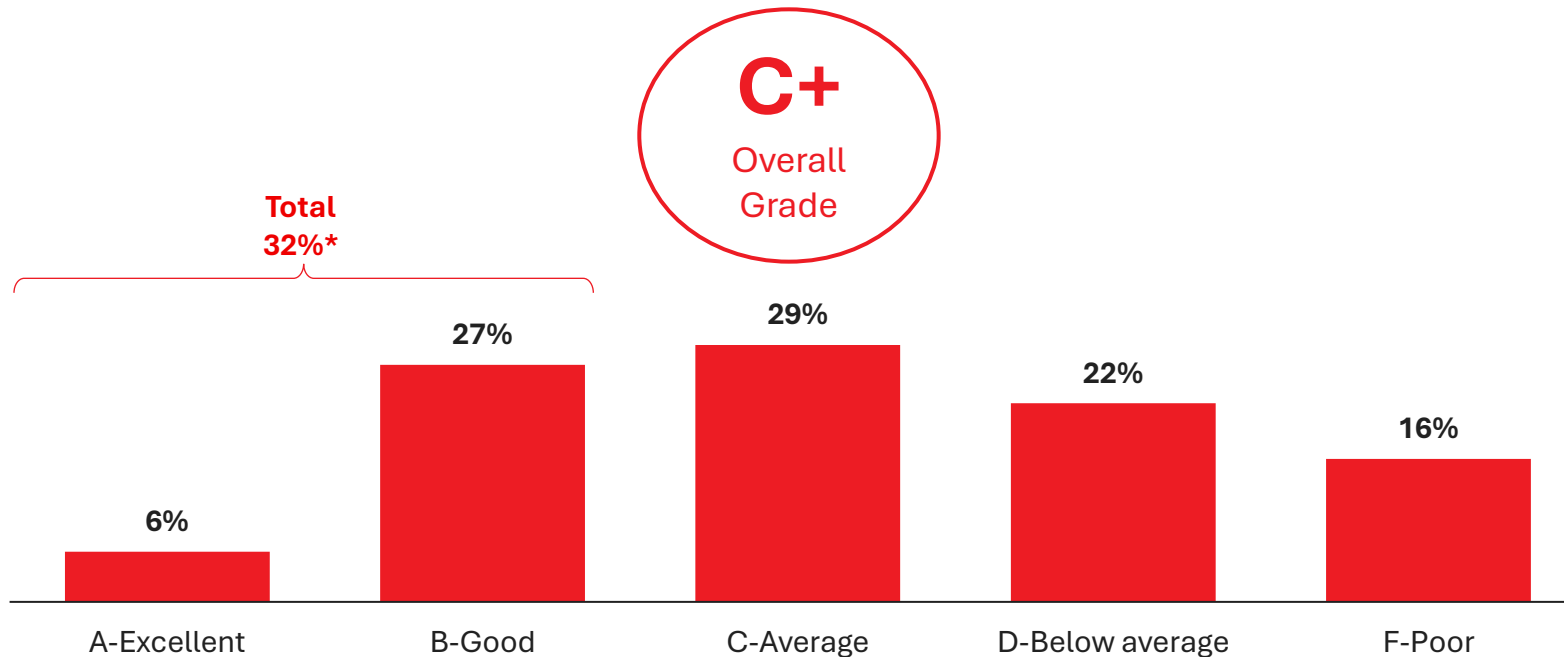
Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 **Transportation**
- 4.14 Issues & Best Things

Overall Transportation Grade

Transportation includes the ability to get around and transport people and goods. The capacity and convenience of transportation, such as our transit and road systems, have a big impact on quality of life.

The overall transportation rating has remained at C+ since 2022.

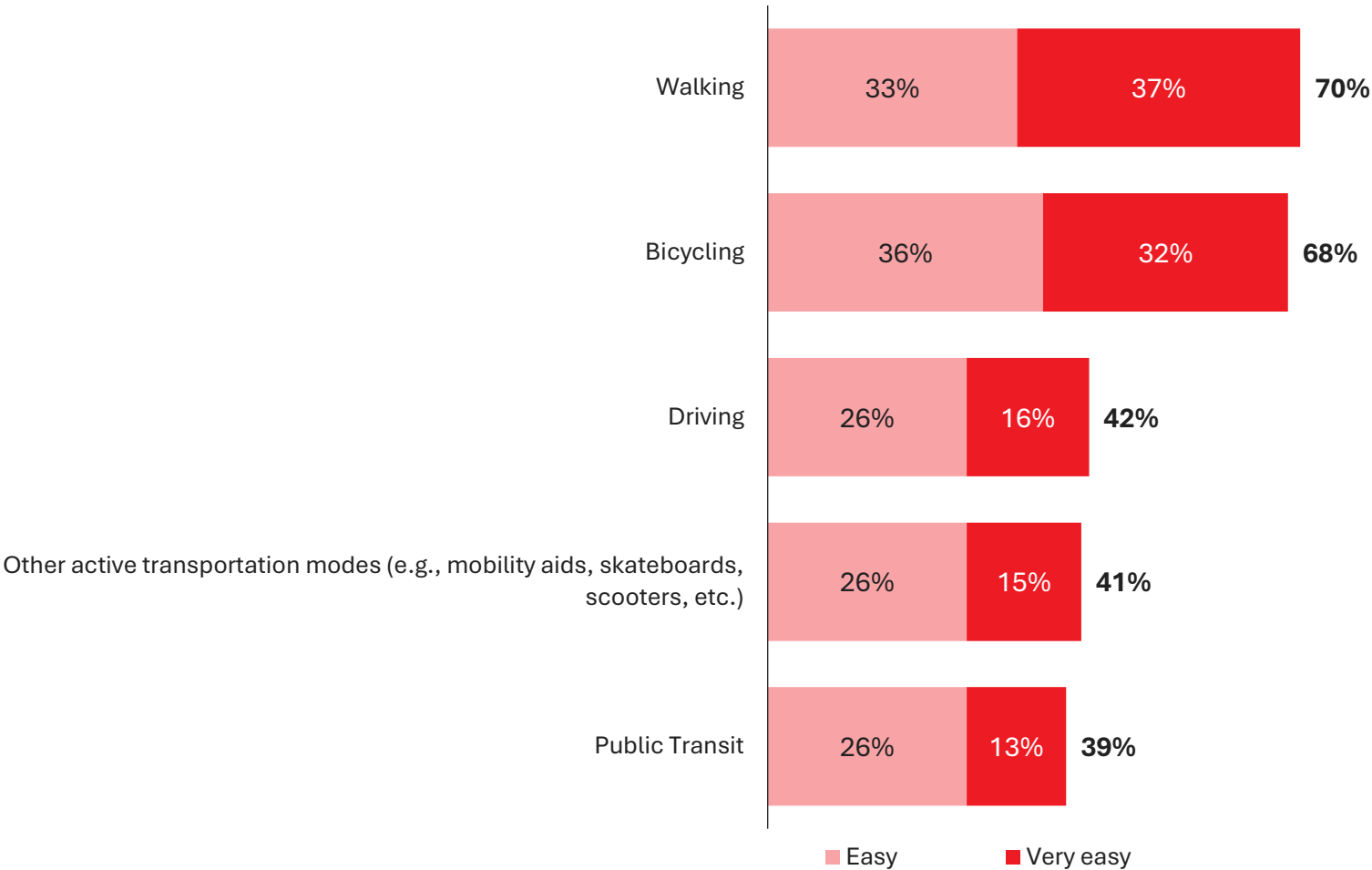


Those more likely to give transportation a grade of **B** or higher include:

- Living in Victoria up to 10 years (up to 5yrs - 43%) (6-10yrs - 37%)
- Lower incomes <\$50k (42%)
- Those aged 18-30 (38%) and 55+ (35%)
- BIPOC (37%)
- No children in household (33%)
- First time taking the Victoria Vital Signs Survey (35%)

Transportation

While seven in ten Greater Victorians continue to find it easy to get around by walking, fewer in 2025 feel it is easy to get around using public transit (39% down from 43% in 2024), bicycling (68% down from 71%), and other active transportation modes (mobility aids, skateboards, scooters, etc., 41%, down from 48%). Over four in ten (42%) rate it is easy to get around the region by driving, down significantly from 56% last year. However, it is noteworthy that this mode was called “car” in previous surveys, so caution should be taken in making a direct comparison.



Those more likely to rate **walking** as **easy or very easy** include:

- Those aged 55+ (77%)
- Previously taken the Victoria Vital Signs Survey (73%)
- White (72%)
- Higher incomes \$80k+ (72%)
- No children in household (71%)

Those more likely to rate **bicycling** as **easy or very easy** include:

- Those aged 31-44 (73%)
- Higher incomes \$80k+ (73%)
- Men (71%)

Those more likely to rate **public transit** as **easy or very easy** include:

- Lower incomes <\$50k (51%)
- Those 55+ (45%)
- BIPOC (46%)

AQ12 Please indicate how easy or difficult you feel it is to get around Greater Victoria using the following transportation methods.
Base: Total respondents excluding no opinion/don't know (n=1,935-4,410)

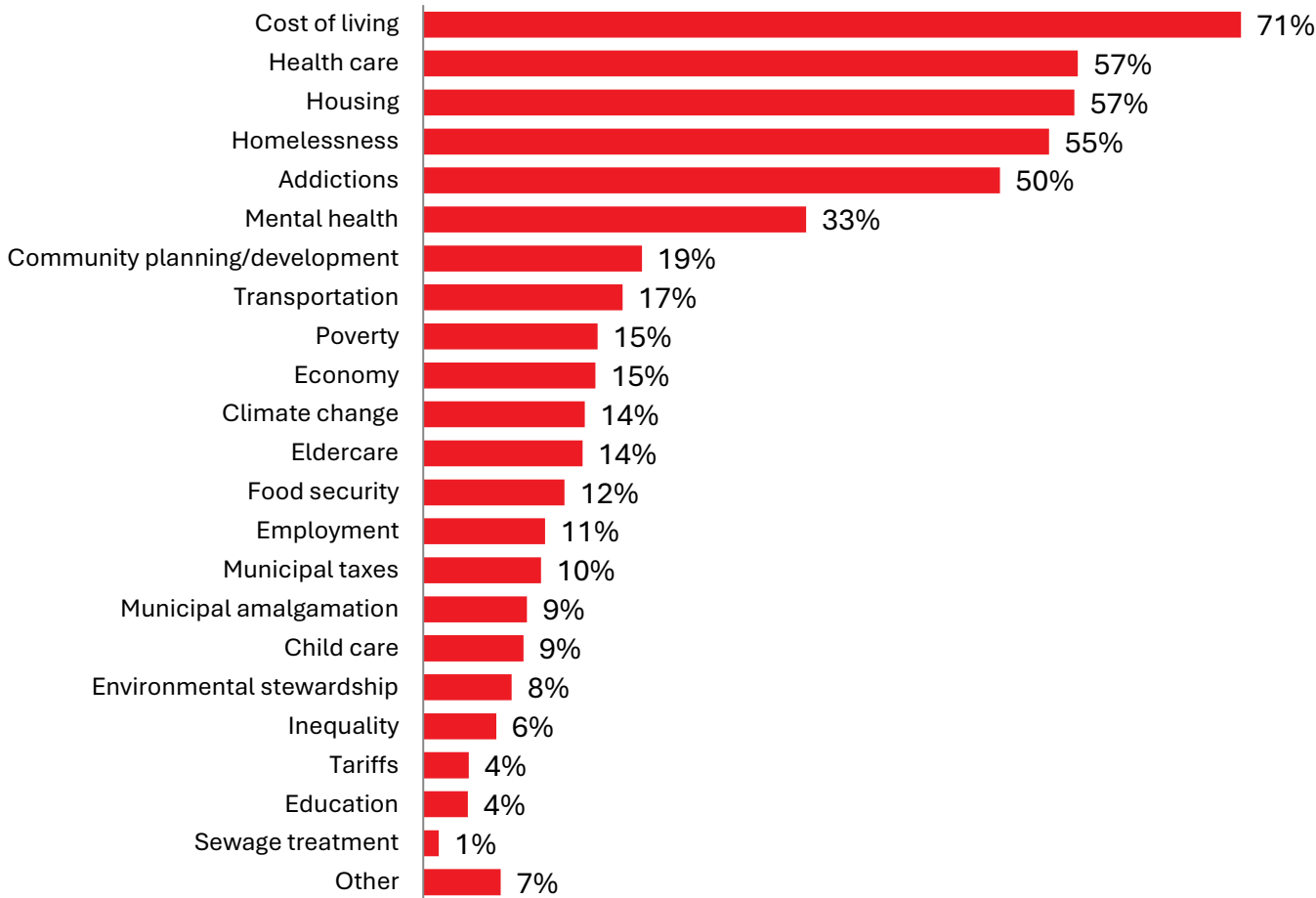
4

Detailed Results

- 4.1 Quality of Life
- 4.2 Arts & Culture
- 4.3 Belonging & Engagement
- 4.4 Economy
- 4.5 Environmental Sustainability
- 4.6 Getting Started
- 4.7 Health & Wellness
- 4.8 Housing
- 4.9 Learning
- 4.10 Safety
- 4.11 Sports & Recreation
- 4.12 Standard of Living
- 4.13 Transportation
- 4.14 Issues & Best Things

Most Important Issues

As in 2023 and 2024, cost of living remains the most important issue to Greater Victorians. In fact, the top five (cost of living, health care, housing, homelessness, and addictions) continues to have much higher importance proportions than all other issues. New issues added this year are municipal taxes (10% select this in their top five) and tariffs (only 4% choose this in their top five).



Those more likely to cite **cost of living** as one of the top five issues facing Greater Victoria include:

- Those under age 55 (77%-80%)
- First time taking the Victoria Vital Signs Survey (74%)
- Women (73%)

Those more likely to put **health care** in their top five issues facing Greater Victoria include:

- Those aged 55+ (64%)
- Women (63%)
- No children in household (60%)
- White (58%)

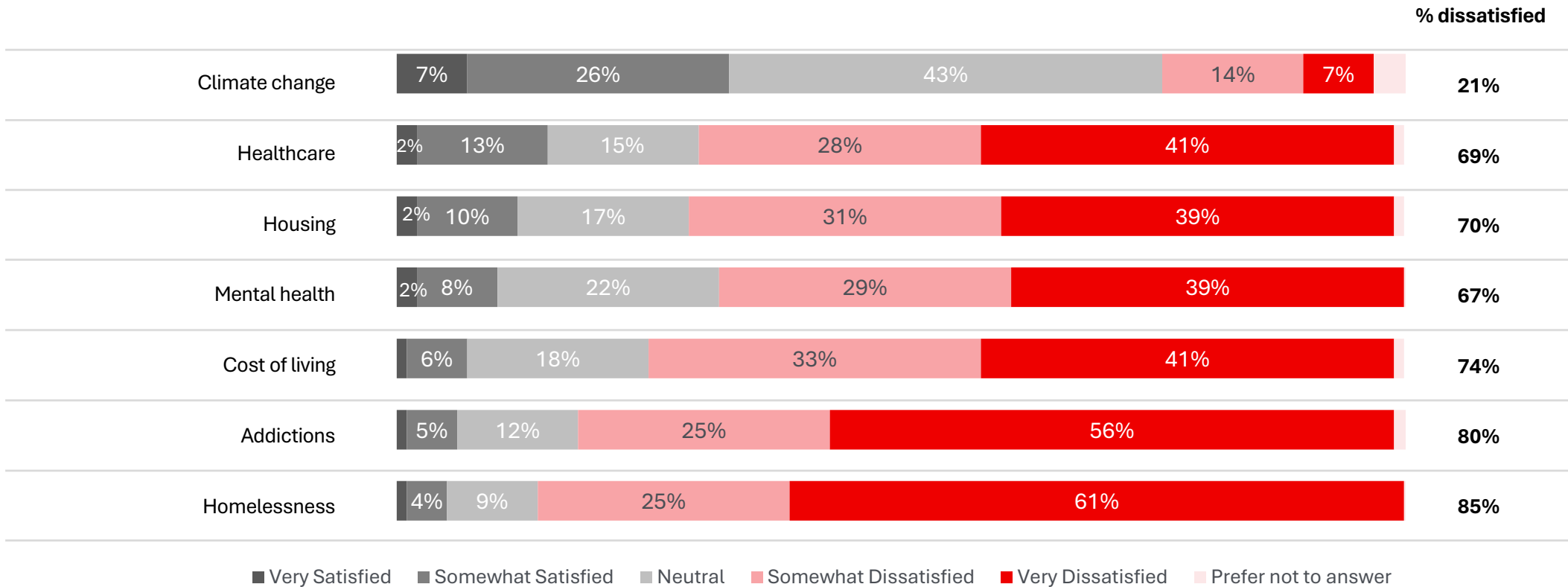
Those more likely to choose **housing** as one of the top five issues facing Greater Victoria include:

- Those under age 45 (64%-65%)
- Living in Victoria up to 5 years (61%)
- Women (59%)
- White (58%)
- No children in household (57%)

Q3 Please select what you think are the five most important issues facing Greater Victoria today.
Base: Total respondents (n=5,806)

Satisfaction with Progress Made on Issues

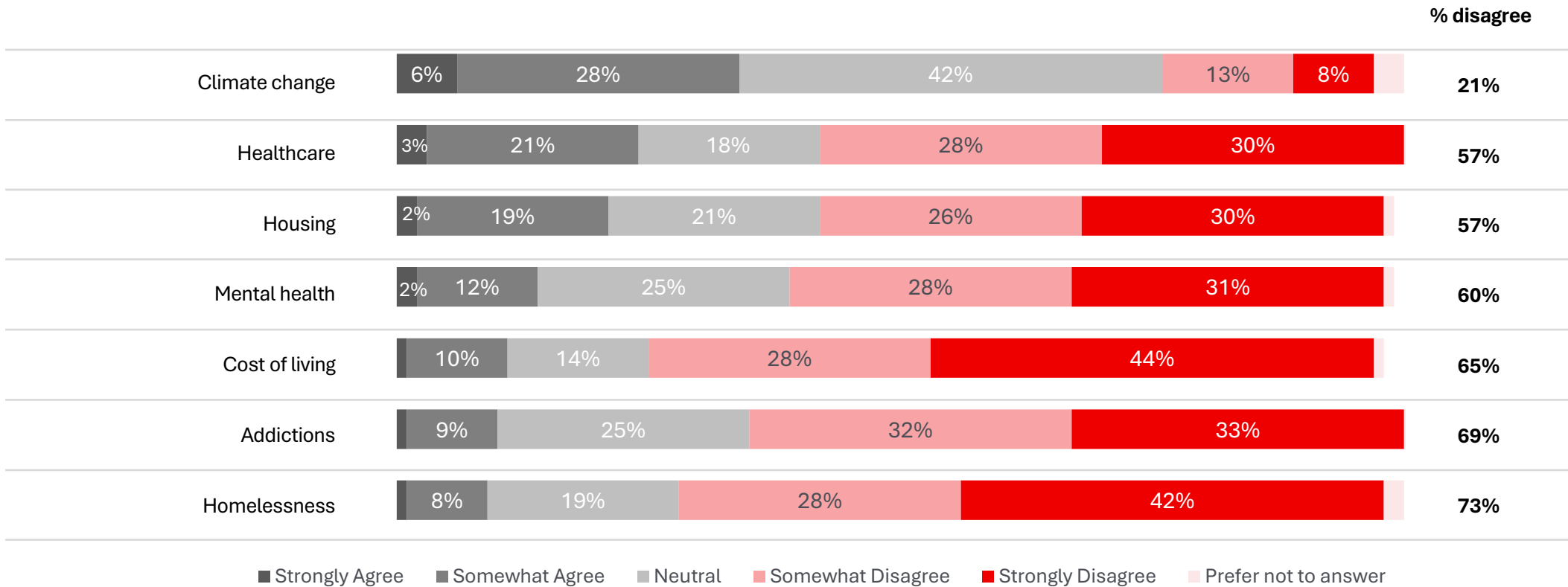
A new question added this year asked Greater Victoria residents how satisfied they are with the progress made on specific issues. With the exception of climate change (21% dissatisfied and 33% satisfied), at least 7 in 10 are dissatisfied with the progress on all other issues presented,. Residents are particularly dissatisfied with progress on homelessness (61% very dissatisfied) and addictions (56% very dissatisfied).



Q3b Overall, how satisfied are you with the progress made on the following issues during the time you've lived in Greater Victoria? Figures 2% or less not labeled.
Base: Total respondents (n=5,773)

Greater Victoria heading in the Right Direction

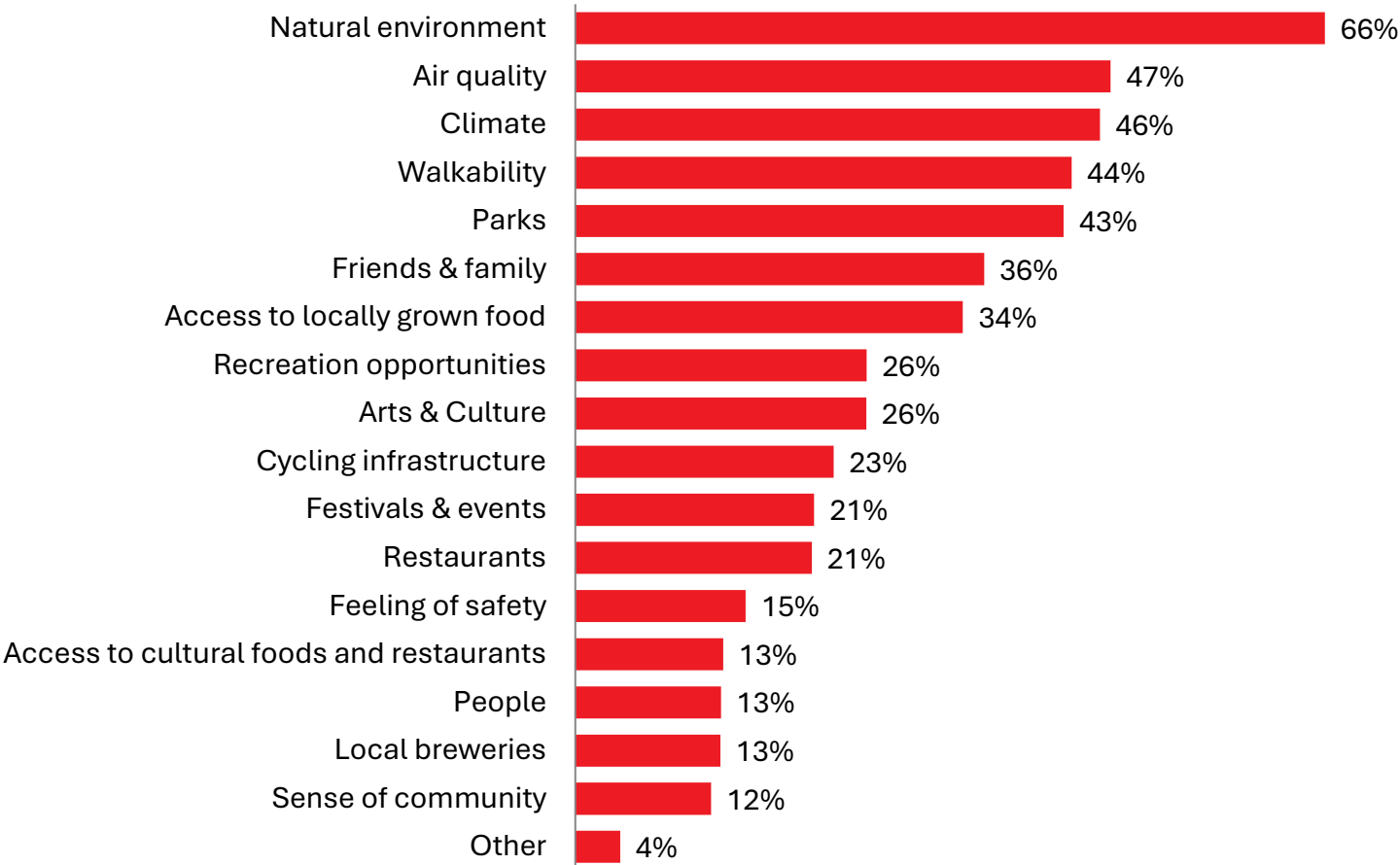
Another new question added in 2025 this year asked Greater Victorians whether they agree or disagree the region is heading in the right direction to improve on specific issues. Similar to the previous question on progress, most disagree (at least 57%) with the direction on almost all issues presented, again with the exception of climate change. Again, residents particularly disagree with the direction on homelessness (73% disagree) and addictions (69% disagree). Over four in ten (44%) strongly disagree that Greater Victoria is heading in the right direction on cost of living.



Q3c How much do you agree or disagree that Greater Victoria is heading in the right direction to improve the following issues over the next few years? Figures 3% or less not labeled.
Base: Total respondents (n=5,692)

Best Things About Greater Victoria

The natural environment (66%) continues to be most commonly chosen as one of the top five things about Greater Victoria, well above characteristics including air quality, climate, walkability, and parks. Men and those aged 55+ are particularly positive regarding Greater Victoria’s air quality and climate.



Those more likely to select **natural environment** as one of the top five best things about Greater Victoria include:

- Those 31-54 years old (70%-72%)
- Living in Victoria in 5 years or less (70%)
- Higher incomes \$80k+ (68%)
- White (67%)

Those more likely to choose **walkability** as one the top five best things about Greater Victoria include:

- Lower incomes <\$50K (47%)
- Those aged 55+ (47%)
- Women (45%)
- White (45%)
- No children in household (45%)

Those aged 45-54 (47%) and those who took the Victoria Vital Signs Survey for the first time this year (46%) tend more to cite **parks** as a top five best thing about Greater Victoria.

Q4 Please select what you think are the five best things about Greater Victoria today.
Base: Total respondents (n=5,651)

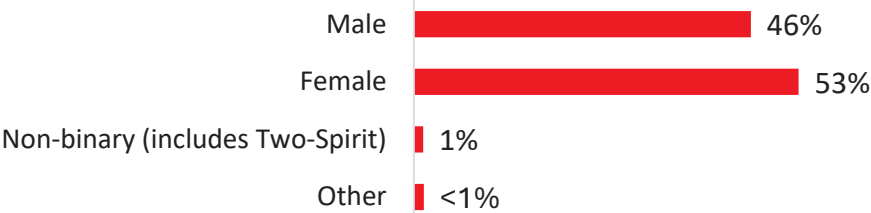
6

Respondent Profile



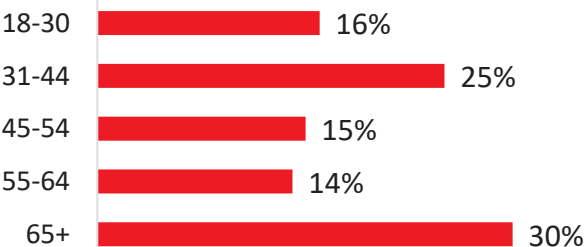
Respondent Profile – Standard Demographic

Gender



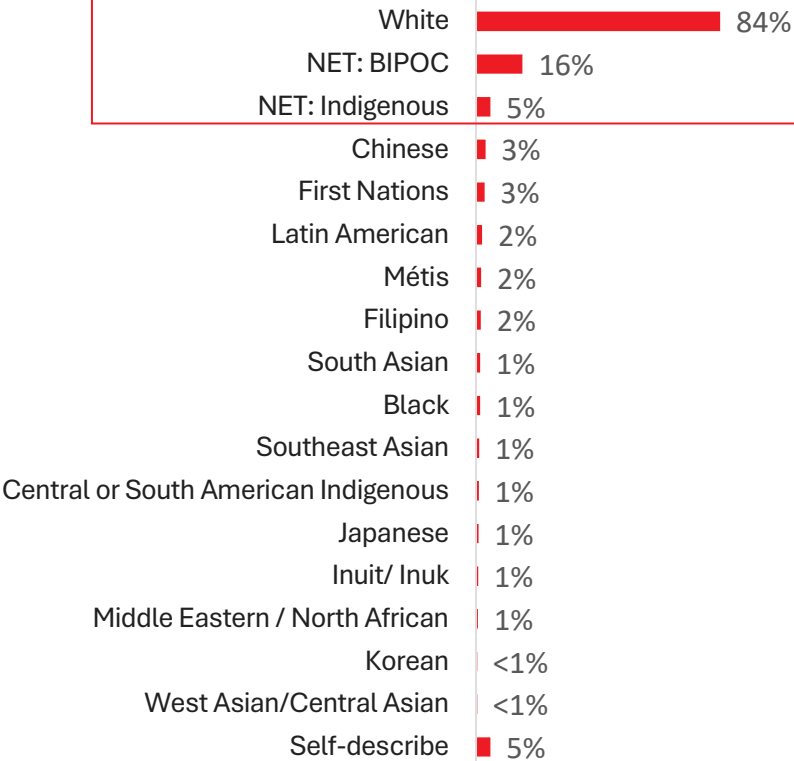
Base n =5,684

Age



Base n = 5,426

Ethnicity

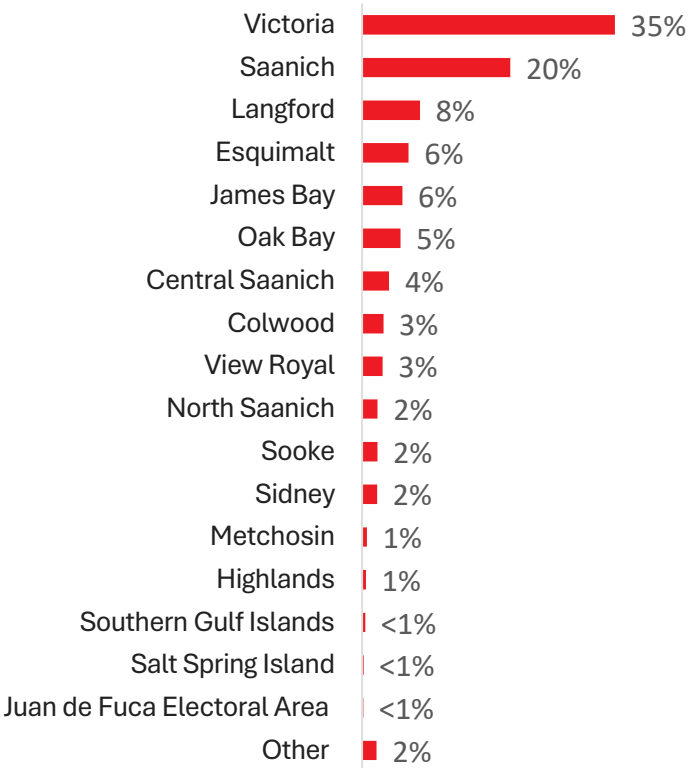


Base n = 5,605

Note that ‘Prefer not to answer’ responses are not shown.

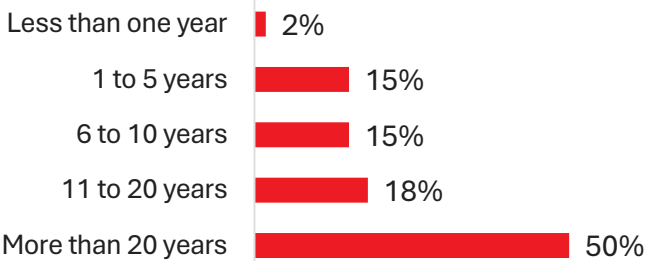
Respondent Profile – Location and Tenure

Where do you live in what is known as the Greater Victoria Area (Capital Region)?



Base n = 5,820

Tenure in Greater Victoria

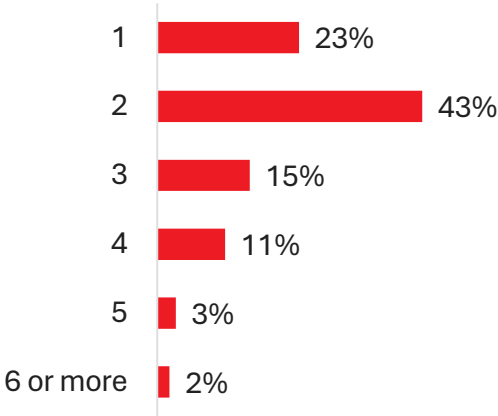


Base n = 5,387

Note that 'Prefer not to answer' responses are not shown.

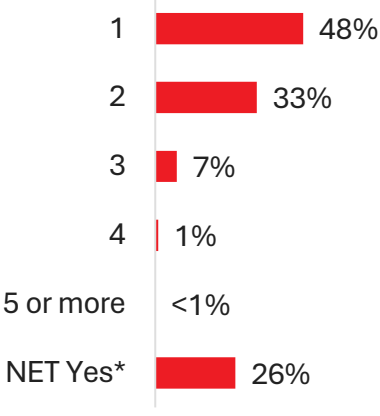
Respondent Profile – Household

People in the Household



Base n =5,404

Children in the Household



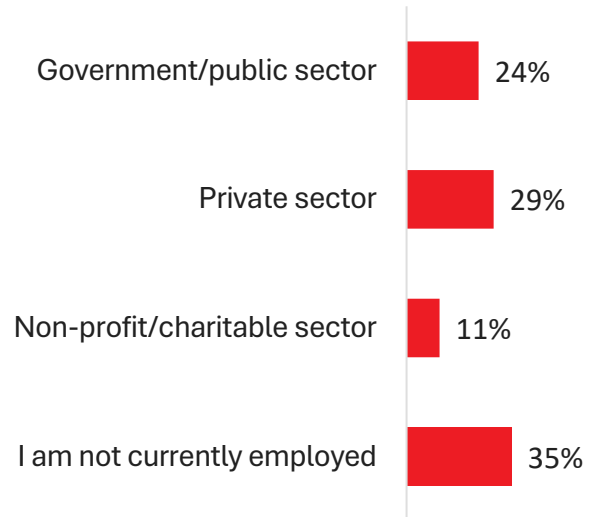
Base n =1,041

*Base n=3,997

Note that ‘Prefer not to answer’ responses are not shown.

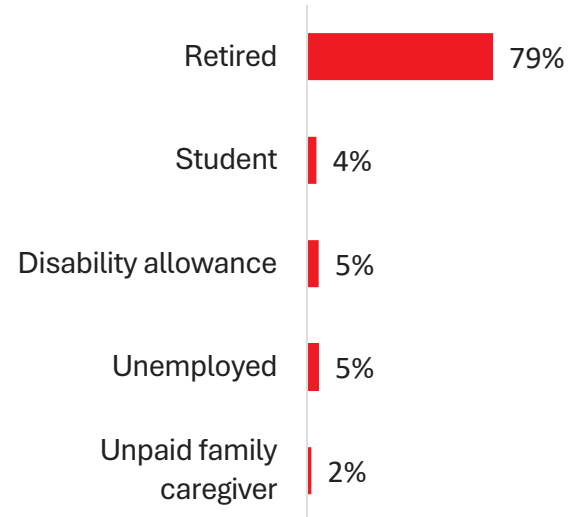
Respondent Profile – Employment Demographics

Employment Sector



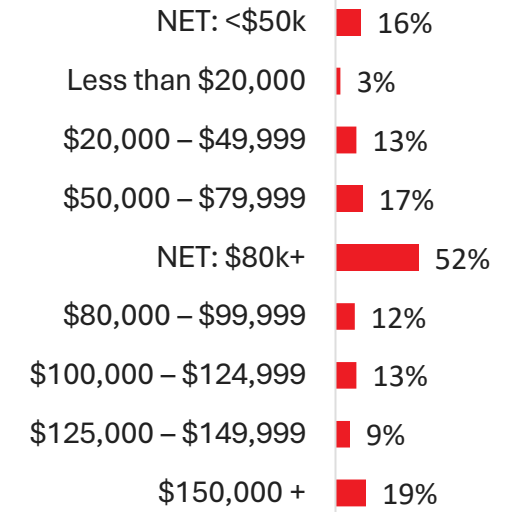
Base n = 5,387

Those Not Employed



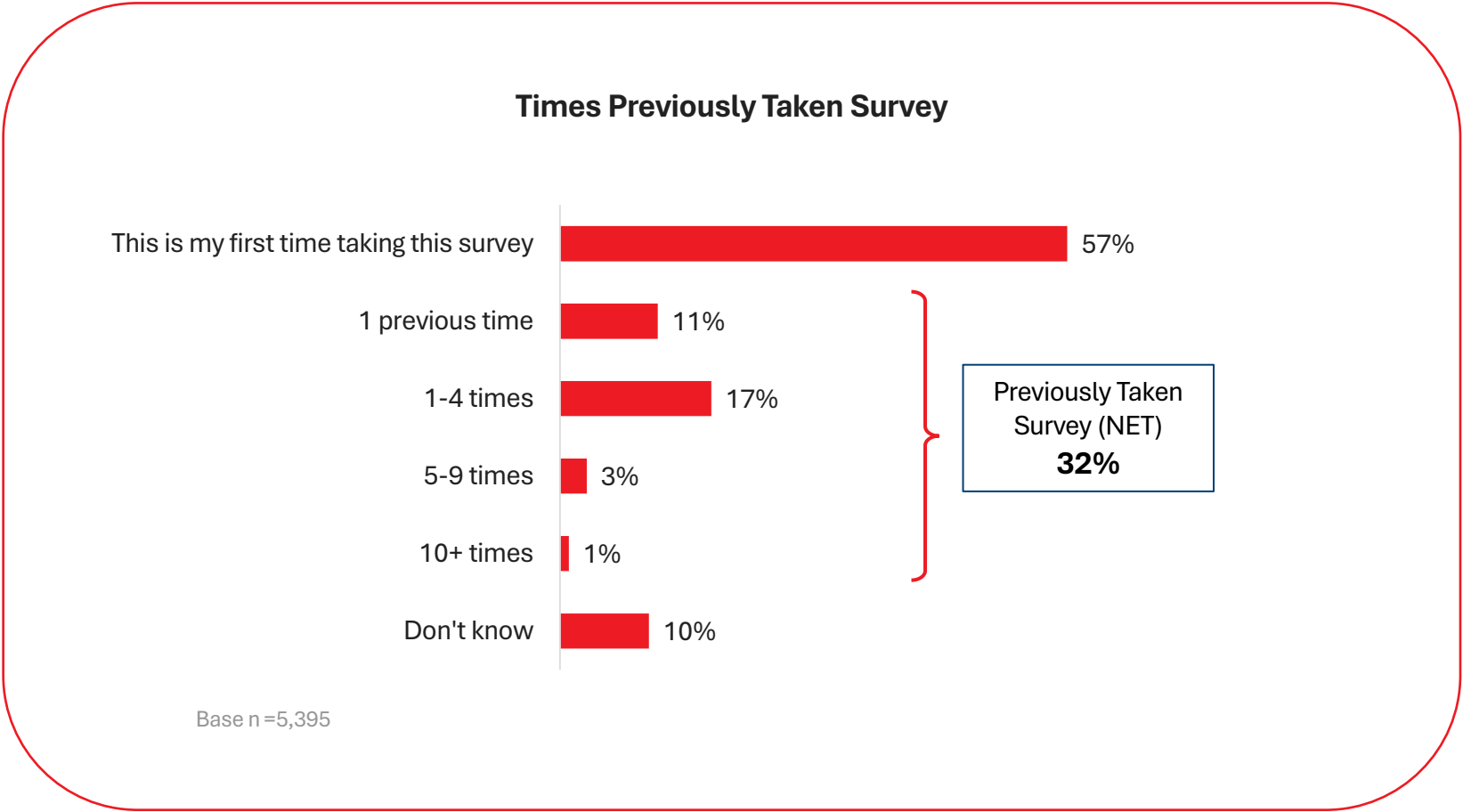
Base n = 2,394

HH Income



Base n = 5,400

Respondent Profile – Previously Taken Survey



Note that ‘Prefer not to answer’ responses are not shown.

7

Appendix



Grading By Subgroups

Key Issue Area	Letter Grade															
	Gender		Age				Ethnicity		Tenure in Victoria			HH Income			Survey Taken Previously	
	Male	Female	18-30	31-44	45-54	55+	White	BIPOC	Up to 5 years	6-10 years	10+ years	<\$50k	\$50k-<\$80k	\$80k+	Yes	No
n=	1649	3943	407	1001	767	3209	4828	769	755	703	3924	931	929	2630	1782	2985
Sports and recreation	B+	B+	B+	B	B	B+	B+	B	B+	B+	B	B	B+	B+	B+	B+
Arts and culture	B	B+	B	B	B	B+	B+	B	B+	B	B	B+	B+	B	B	B+
Your quality of life	B+	B	B	B	B	B+	B+	B	B+	B+	B	B-	B	B+	B	B+
Environmental sustainability	B+	B	B+	B	B	B	B	B	B+	B+	B	B	B	B+	B	B
Learning	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
Diversity, equity and inclusion	B	B-	B	B	B	B	B	B-	B	B	B	B-	B	B	B	B
Belonging and engagement	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-	B-
Safety	C+	C+	B-	C+	C+	C+	C+	B-	B-	B-	C+	C+	C+	B-	C+	B-
Health and wellness	B-	C+	B-	C+	C+	C+	C+	C+	C+	C+	C+	C+	C+	B-	C+	C+
Economy	C+	C+	C+	C+	C+	B-	C+	C+	B-	C+	C+	C+	C+	C+	C+	C+
Standard of living	B-	C+	C+	C+	C+	C+	C+	C+	B-	C+	C+	C+	C+	C+	C+	C+
Transportation	C+	C+	C+	C+	C+	C+	C+	C+	B-	C+	C+	B-	C+	C+	C+	C+
Those getting started	C	C+	C+	C	C	C+	C	C+	C+	C	C	C+	C+	C	C+	C+
Housing	D	D-	D	F	D-	D	D-	D+	D	D	D-	D-	D	D	D-	D

% significantly higher than total grade
% significantly lower than total grade