



**VICTORIA
FOUNDATION**

VICTORIA VITAL SIGNS

SEGMENTATION REPORT 2021



SEGMENTATION ANALYSIS METHODOLOGY

A segmentation analysis was conducted on the sample (n=3264) using Q software. This analysis was performed using a statistical technique known as Latent Class Analysis. This analysis looks for response patterns within the data and uses this to cluster the sample into groups of like-minded individuals based on their responses to key questions. Fit-statistics help to determine the best model for the data (i.e., number of segments that emerge).

The analysis revealed 5 groups with varying quality of life and demographics:

- **Later-Life Contents:** 22% of respondents
- **Still-Working Victorians:** 34% of respondents
- **Young Workers:** 14% Settled Victorians
- **Pandemic-Impacted Victorians:** 21% of respondents
- **Disenfranchised:** 9% of respondents

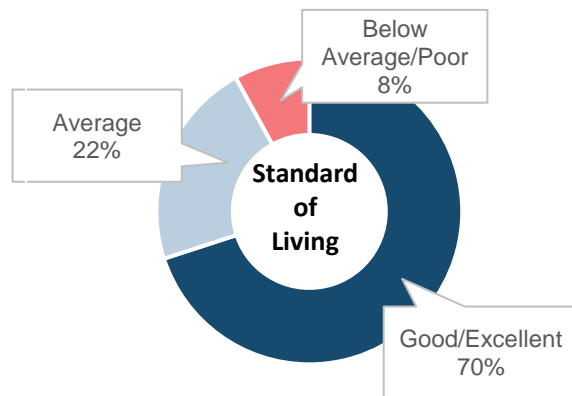
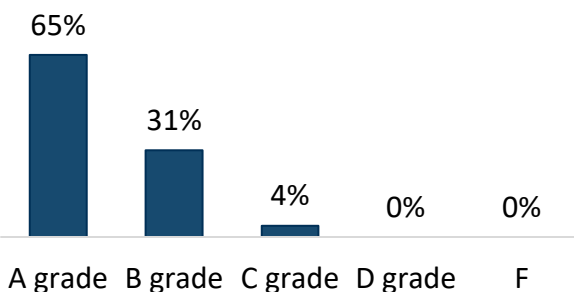
SEGMENT 1 - LATER-LIFE CONTENTS, 22%

Later life Contents are characterized by having the highest scores on virtually every aspect of quality of life. They tend to be happy and healthy overall, financially secure with low stress, highly engaged in community and have a strong connections and feeling of purpose.

Demographic Characteristics:

- Oldest demographic (59% are 55+).
- 45% are not currently employed
- Most likely to be living in Victoria 10 years from now (71% very likely)
- Have the highest income with 42% having \$110k or more.
- 12% identify as BIPOC

Overall Quality of Life in Greater Victoria



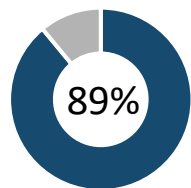
Most important issues facing Greater Victoria:

- Homelessness
- Addictions
- Housing
- Cost of Living
- Mental Illness

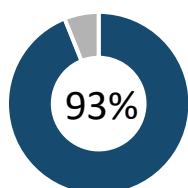
**In order of importance*

What Would Make Greater Victoria an Even Better Place to Live?

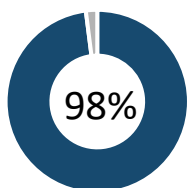
“Municipalities working together and across boundaries to deal with some of the major issues such as housing and homelessness, helping those with mental illness and addictions who require and deserve support, while not draining resources in other areas that add to the well-being for all”.



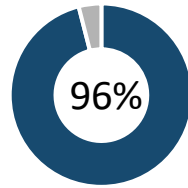
Community Connectedness



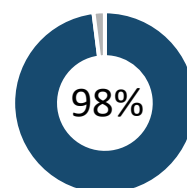
Free to Openly Express Ideas/Opinions/Beliefs



Feel Respected



Feel a Strong Sense of Life Purpose



Mental Well-Being

**Showing Top 2 Box percentages (e.g., Strongly Agree + Agree)*

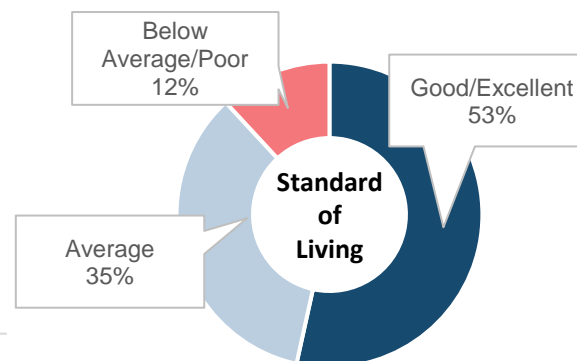
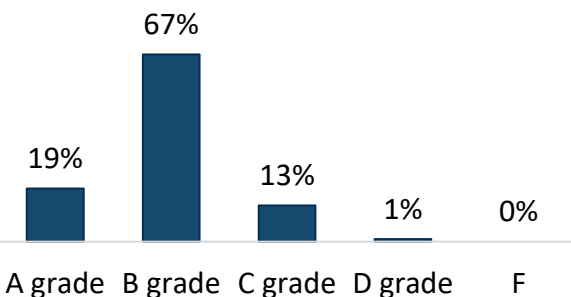
SEGMENT 2 – STILL-WORKING VICTORIANS, 34%

Still working Victorians are relatively financially secure and tend to provide high scores on most questions. However, unlike Later-Life Contents, they were more impacted by COVID-19 particularly when it comes to mental-health and levels of stress. This is likely because the majority are still working and tend to have a bit of a lower income. They also indicate less access to health care.

Demographic Characteristics:

- Second oldest demographic (44% are 55-64 and 41% are 65+)
- Majority are currently employed (65%) with highest percentage of public sector/government workers (27%).
- Tend to be middle income, with the highest percentage making between \$50k to \$80k (49%).
- More likely than Later-Life Contents to be impacted by COVID-19.

My Quality of Life in Greater Victoria



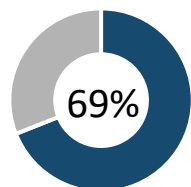
Most important issues facing Greater Victoria:

- Cost of Living
- Housing
- Homelessness
- Addictions
- Mental Illness

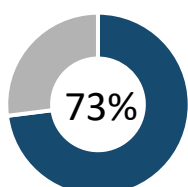
**In order of importance*

What Would Make Greater Victoria an Even Better Place to Live?

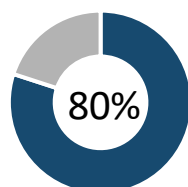
“More equity in community, closing the gap between rich and poor, amplifying indigenous and BIPOC voices, local tourism led by and celebrating and educating about First Nations history and culture rather than current dominant colonial monuments, tours and history”



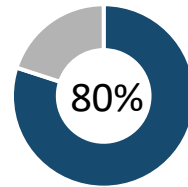
Community Connectedness



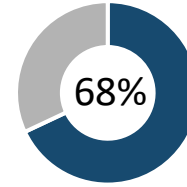
Free to Openly Express Ideas/Opinions/Beliefs



Feel Respected



Feel a Strong Sense of Life Purpose



Mental Well-Being

**Showing Top 2 Box percentages (e.g., Strongly Agree + Agree)*

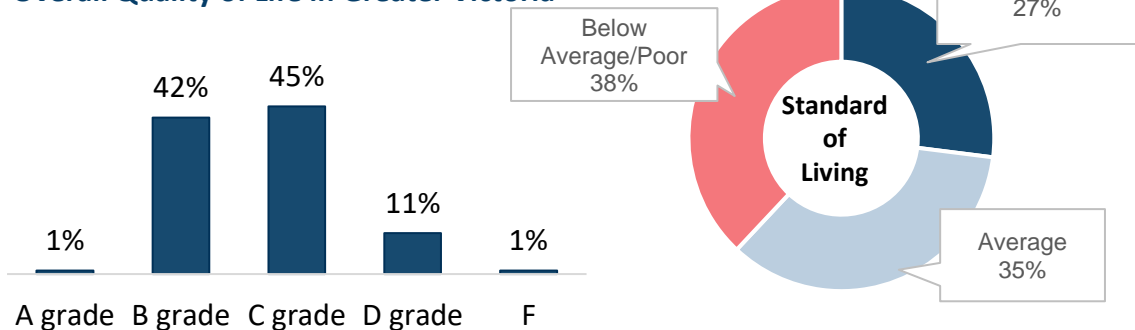
SEGMENT 3 – PANDEMIC-IMPACTED VICTORIANS, 21%

Pandemic-Impacted Victorians have experienced effects of the COVID-19 pandemic similar to levels of those in the disenfranchised segment. They were more likely than other segments to mention inequality and employment as their top issues. This group is skewed towards the female demographic and have the highest percentage of those who identify as BIPOC.

Demographic Characteristics:

- Majority are in the 35-64 age range (52%)
- Highest percentage of females (59%)
- Highest percentage that have lost their job or pay permanently due to COVID-19 (26%).
- Highest percentage of BIPOC when compared to other segments (20%)

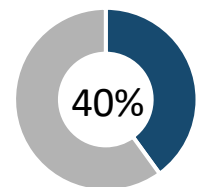
Overall Quality of Life in Greater Victoria



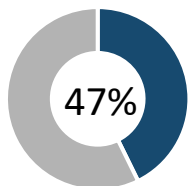
Most important issues facing Greater Victoria:

- Cost of Living
- Housing
- Inequality
- Employment
- Healthcare

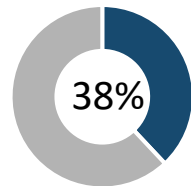
**In order of importance*



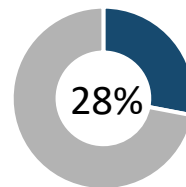
Community Connectedness



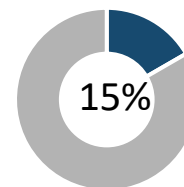
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Mental Well-Being

**Showing Top 2 Box percentages (e.g., Strongly Agree + Agree)*

What Would Make Greater Victoria an Even Better Place to Live?

"It's so expensive that even though there is very decent arts/culture I have no money for it. During the pandemic it's been very difficult for many of us that live alone, a great many without much support so depression is high, if this continues it would be nice to even have on line links to others".

SEGMENT 3 – YOUNG WORKERS, 14%

Young Workers are younger individuals that for the most part have had the ability to find suitable employment but still feel the day to day stress relating to personal finances. They have the strongest views supporting Equity and Inclusion when compared to other segments. However, there seem to be some feelings of disillusionment with lower scores when it comes to sense of purpose and mental health.

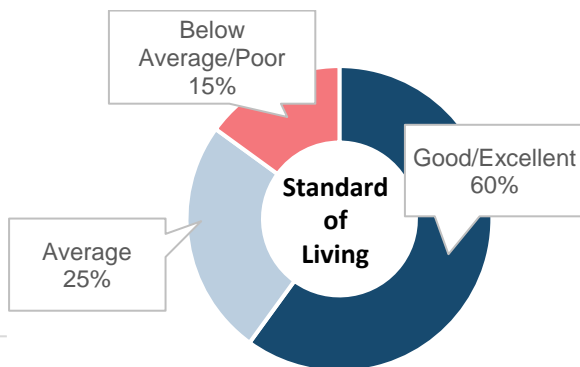
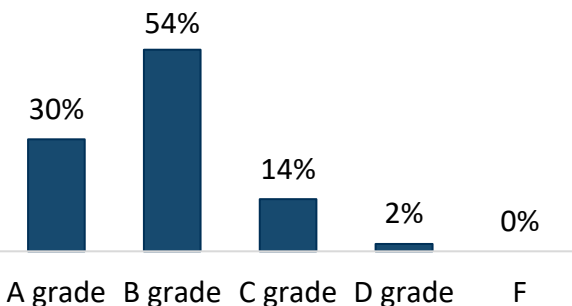
Demographic Characteristics:

- Youngest demographic with 34% between 18-34 and 15% between 35-44.
- Highest percentage of Caucasian Individuals (91%)
- Highest percentage of employed (66%)
- Tend to make varying levels of income with most falling in the middle income range

What Would Make Greater Victoria an Even Better Place to Live?

“More affordable housing. Knowing that one day I will be able to be a first time home buyer in this town that I love so much. Getting paid a livable wage so I have a better work/life balance and can enjoy this city on days off”

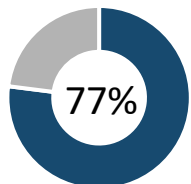
Overall Quality of Life in Greater Victoria



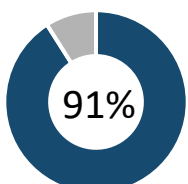
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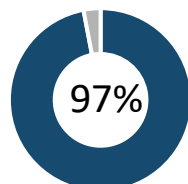
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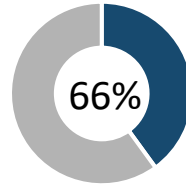
Community Connectedness



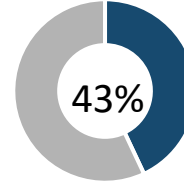
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Mental Well-Being

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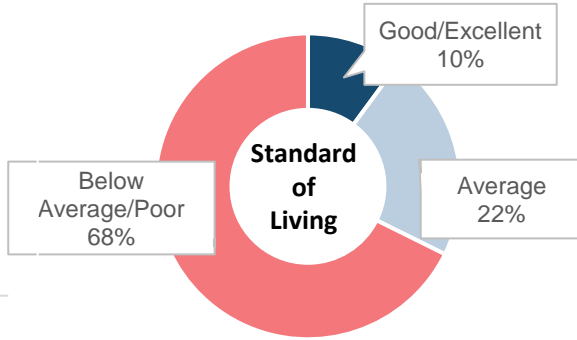
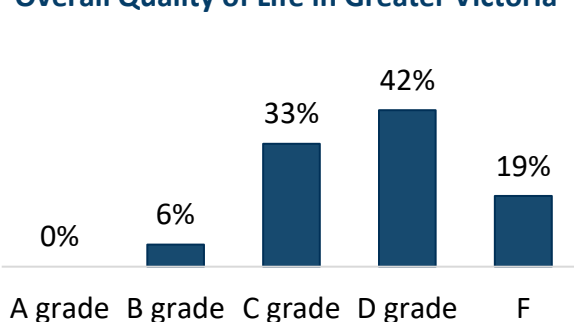
SEGMENT 5 - DISENFRANCHISED, 9%

The Disenfranchised segment displays the lowest scores on every dimension pertaining to quality of life. They have a low sense of belonging, high financial stress, poor mental health and less access to mental health care in a timely manner. A majority of these individuals also experienced job or income loss due to COVID-19 and have less access to quality education than other segments.

Demographic Characteristics:

- Younger demographic with 29% under 34 and 40% between 35-54
- Skew towards female (54%) and largest group of those that identify as neither female or male (5%).
- 46% have a household income of lower than \$50k, with 18% less than 20k.
- Higher percentage of BIPOC when compared to other segments(19%)

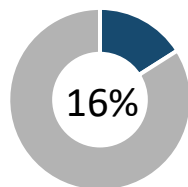
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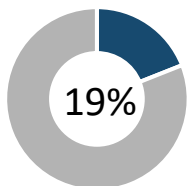
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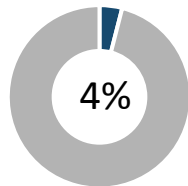
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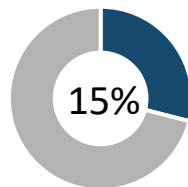
Community Connectedness



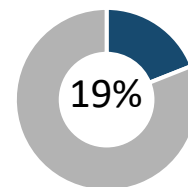
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Mental Well-Being

**Showing Top 2 Box percentages (e.g., Strongly Agree + Agree)*

What Would Make Greater Victoria an Even Better Place to Live?

“Prioritizing the needs of the working poor, unemployed, mentally ill, or educationally disadvantaged”.

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