


# Social Indicators and Trends

Data to Inform Planning and Service Delivery in a Complex City

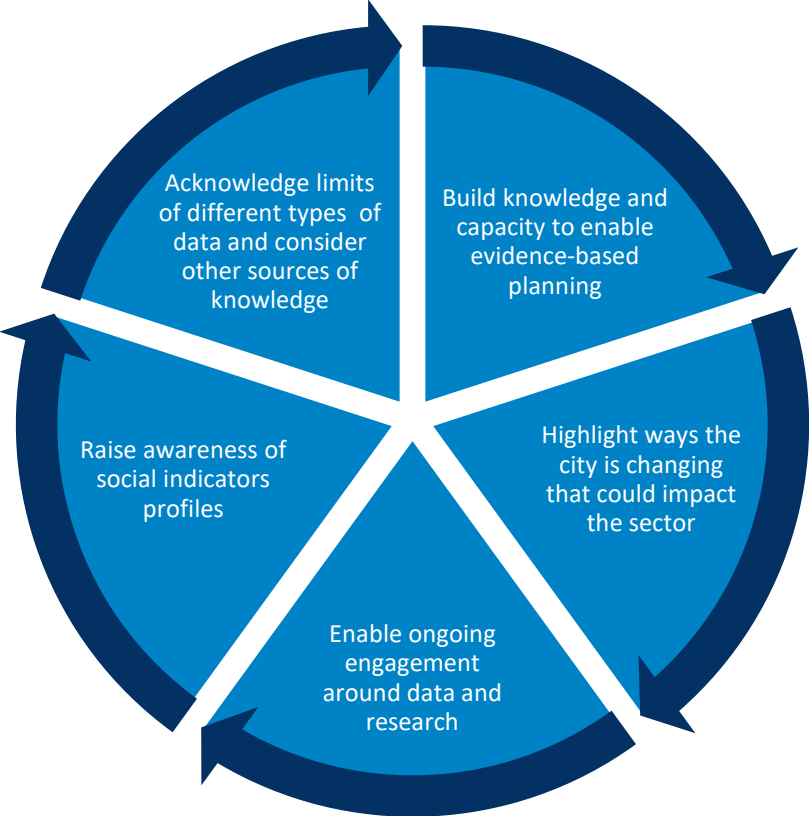


## Non-Profit Capacity Building Workshop

An aerial photograph of a city skyline, likely Vancouver, with a dense forest in the foreground and a body of water. The city is filled with numerous skyscrapers and buildings, and the sky is overcast. The text is centered over the city skyline.

**Data is a tool to begin  
conversations, not to end them.**

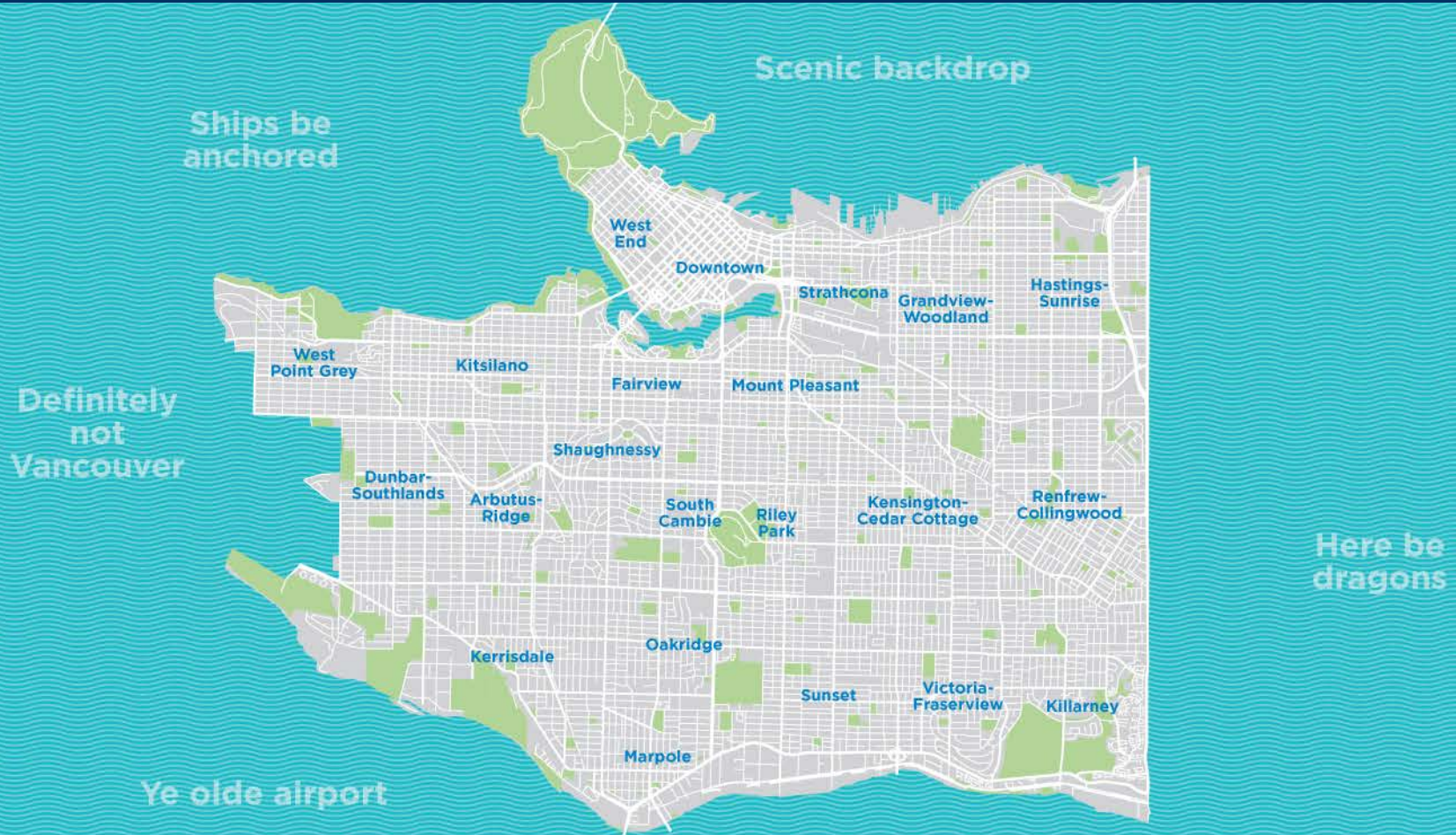
# Our objectives for the morning





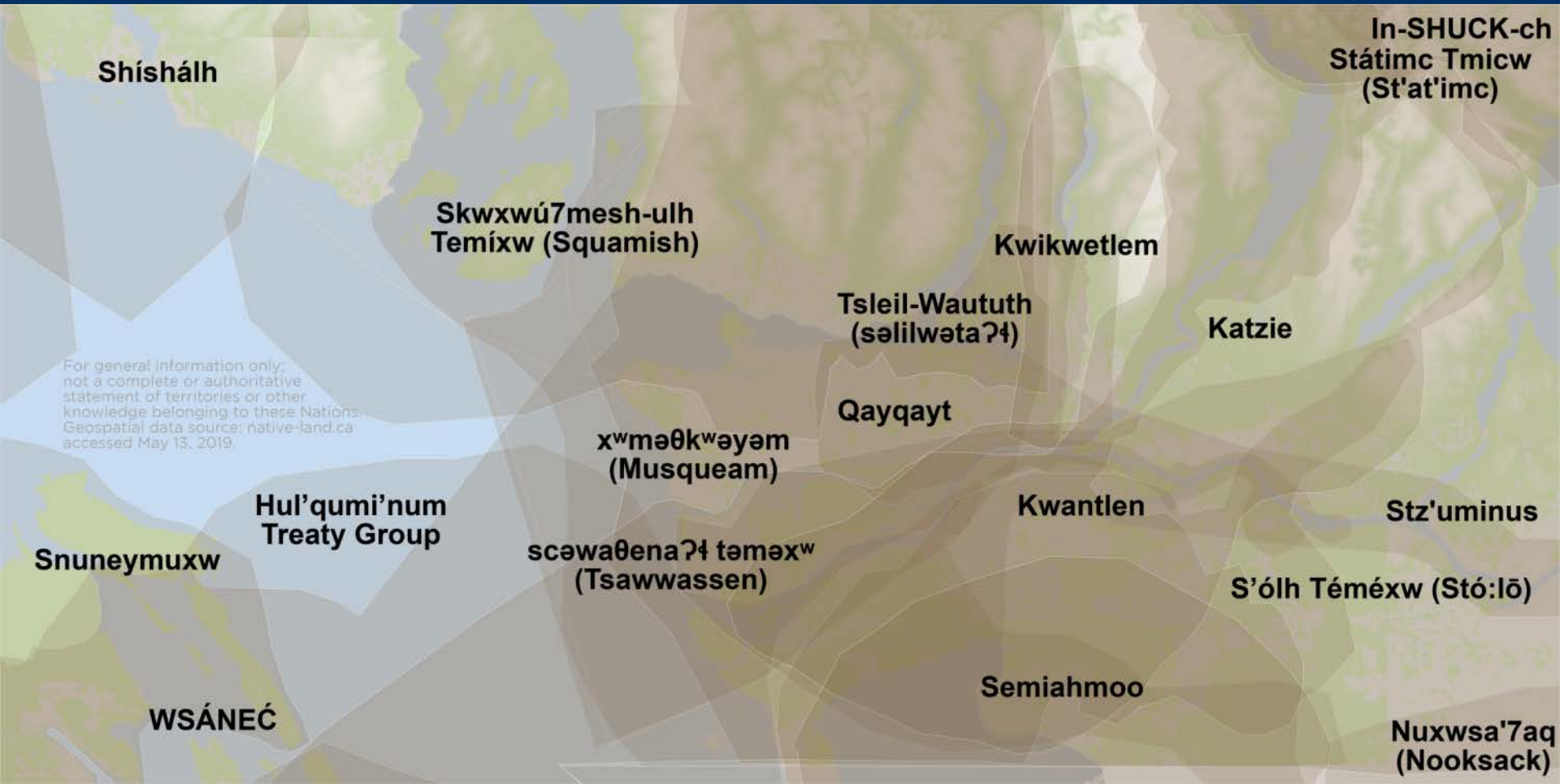
## Place and context

# What do we mean by Vancouver?






# Unceded homelands



# Where the City of Vancouver is situated



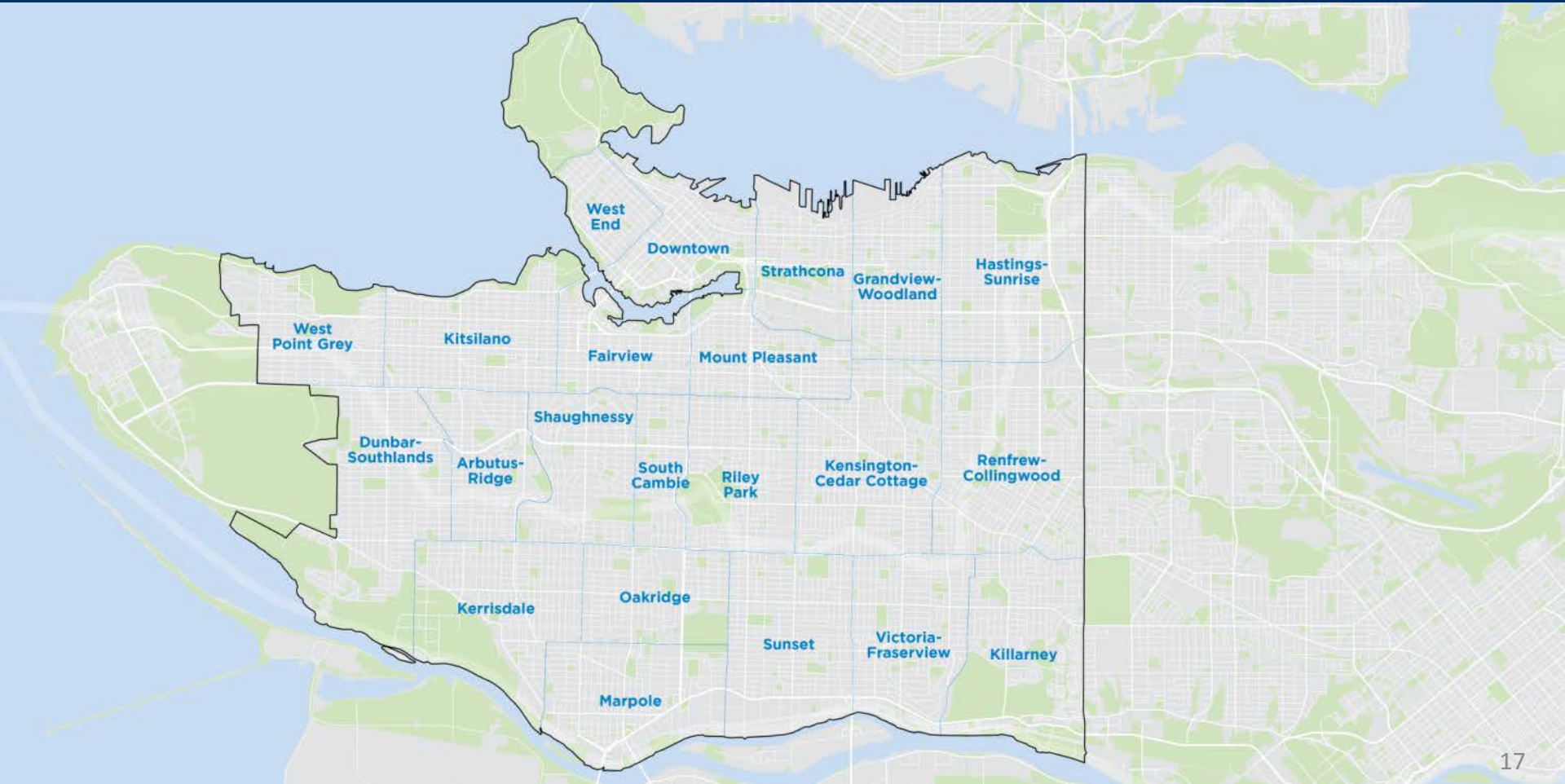
The map displays the geographical area of Vancouver, British Columbia, with a focus on the unceded homelands of the Musqueam, Squamish, and Tsleil-Waututh Nations. The city's urban area is shown in light green, while the surrounding regions are in various shades of green and brown. The unceded homelands are highlighted in a darker brown color, covering a significant portion of the city and its immediate surroundings. The map also shows the Fraser River and the surrounding mountains.

**Unceded homelands of the  
Musqueam, Squamish  
and Tsleil-Waututh Nations**

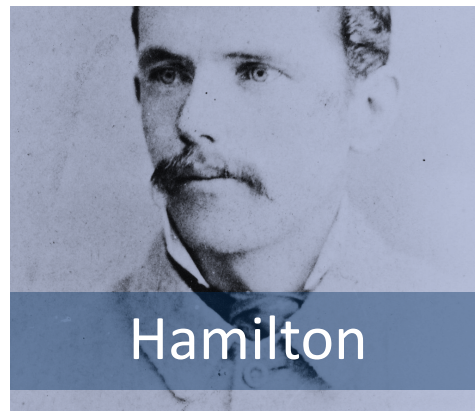
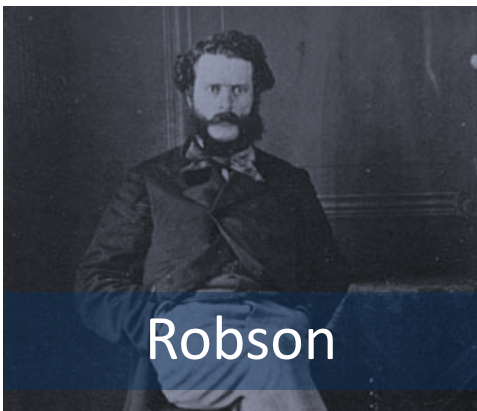
For general information only;  
not a complete or authoritative  
statement of territories or other  
knowledge belonging to these Nations.  
Geospatial data source: native-land.ca  
accessed May 13, 2019.

# Regional boundaries and municipal governments





# The visible origin stories of these places...





### “The Belonging Action”

- Over 80 artists, led by Melanie Schambach
- Mural installed 2012 on Harbour Centre parkade

*“what are your peoples' stories?...”*

*do you hear them spoken?...*

*have you seen them written?...*

*do you feel them walking?”*



## Social policy, research and data in Vancouver



## Long-term vision

- “For all”: equitable, inclusive, intersectional

## 13 Goals

- Upstream social determinants of health and well-being

## Focus areas

- Interconnected scales of people, place and planet

## Other City strategies

- Integrated efforts to achieve systemic change



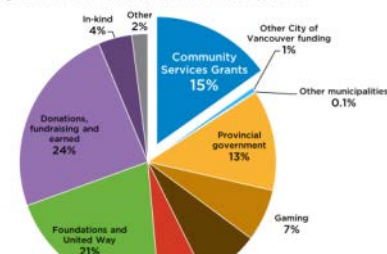
Population data analysis and trends



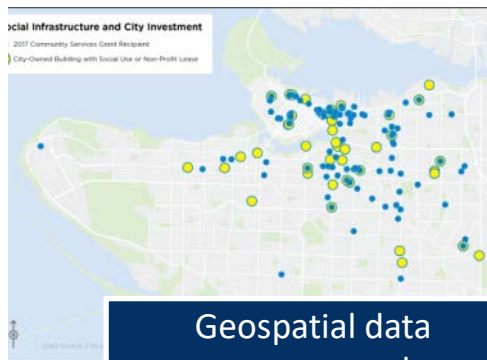
Healthy City Strategy targets and indicators

CS Grants Recommended for Funding (DSS and OCB)

Program Revenue Sources, as Proposed in 2018 CS Grants Applications

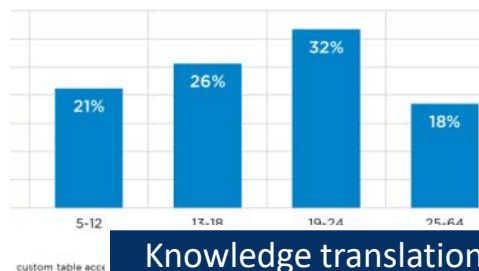


Internal processes and metrics



Geospatial data management

of Vancouver Low Income Rate by Age Group, Based on Before-Tax Low Income Measure



Knowledge translation and capacity building



Partnership and collaboration

- **Intentions:**
  - Foundation for work toward equity, social sustainability, health and well-being
  - Engage community partners, other organizations, public
  - Test and lay foundation for more interactive tools in future
- **Topics:**
  - Growth and change
  - Cultures and languages
  - Economy and equity
  - Community health
- **Methods:**
  - Quantitative data sources (mostly census)
  - Emphasize trends over time
  - Local comparisons to city and region



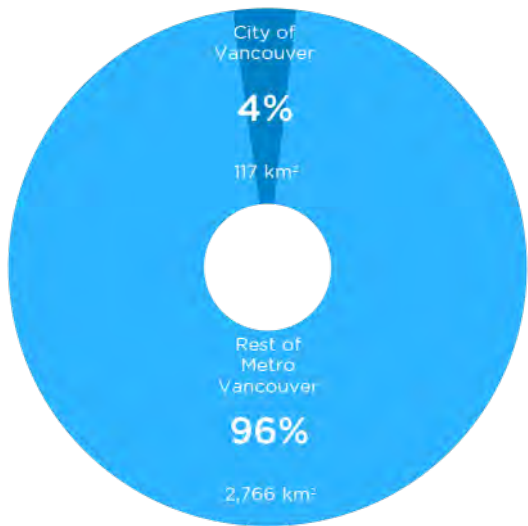


## Growth and change

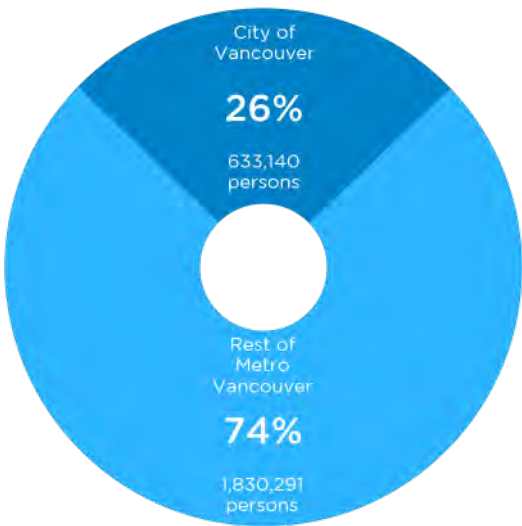


# What is Vancouver's role in the region?

Land Area

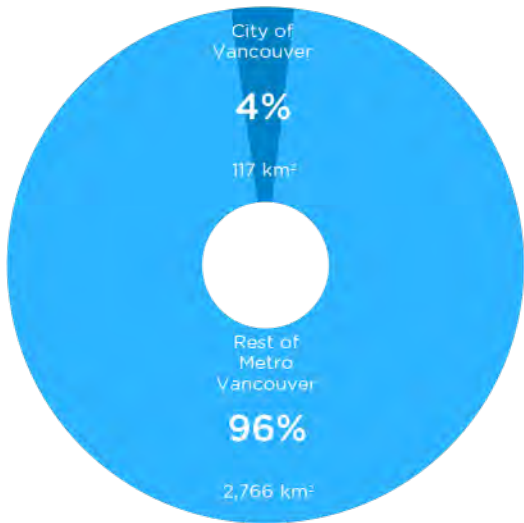


Population

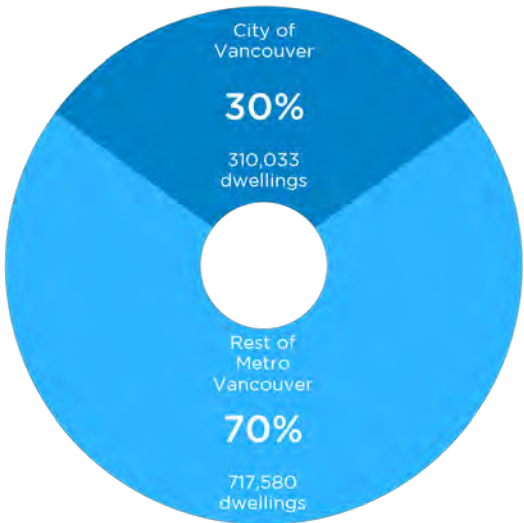


# What is Vancouver's role in the region?

Land Area

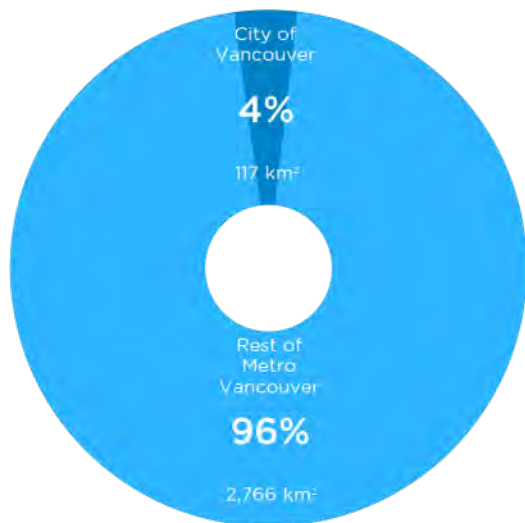


Housing Units

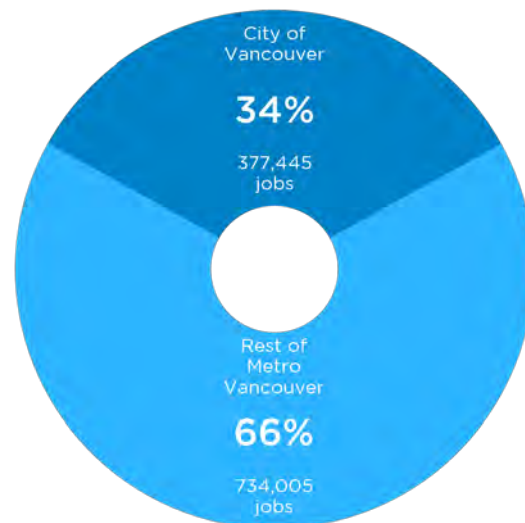


# What is Vancouver's role in the region?

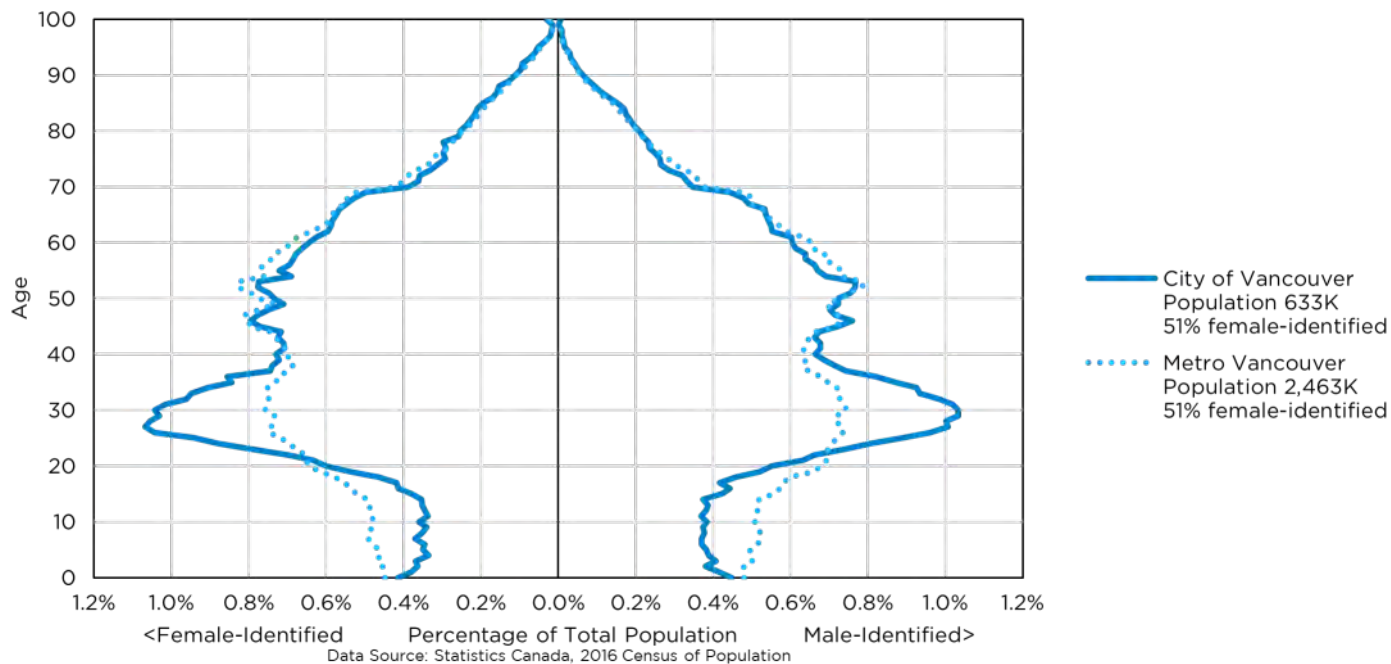
## Land Area



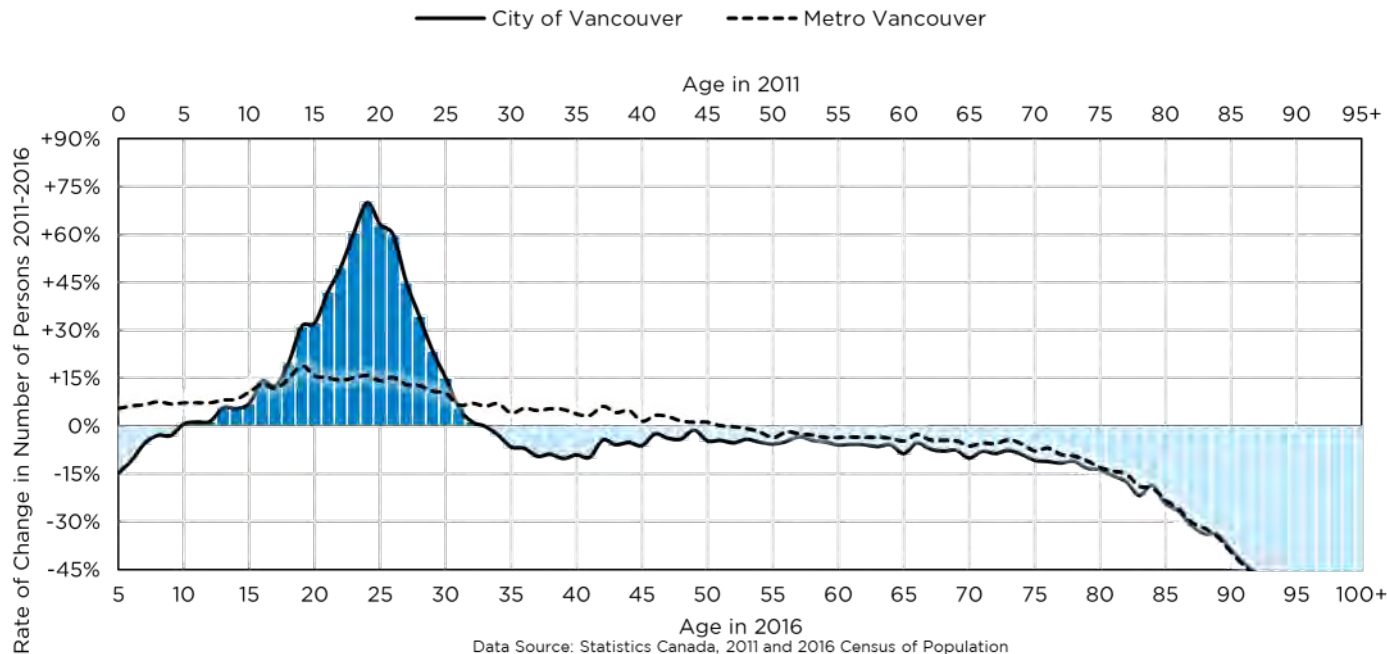
## Jobs in Area



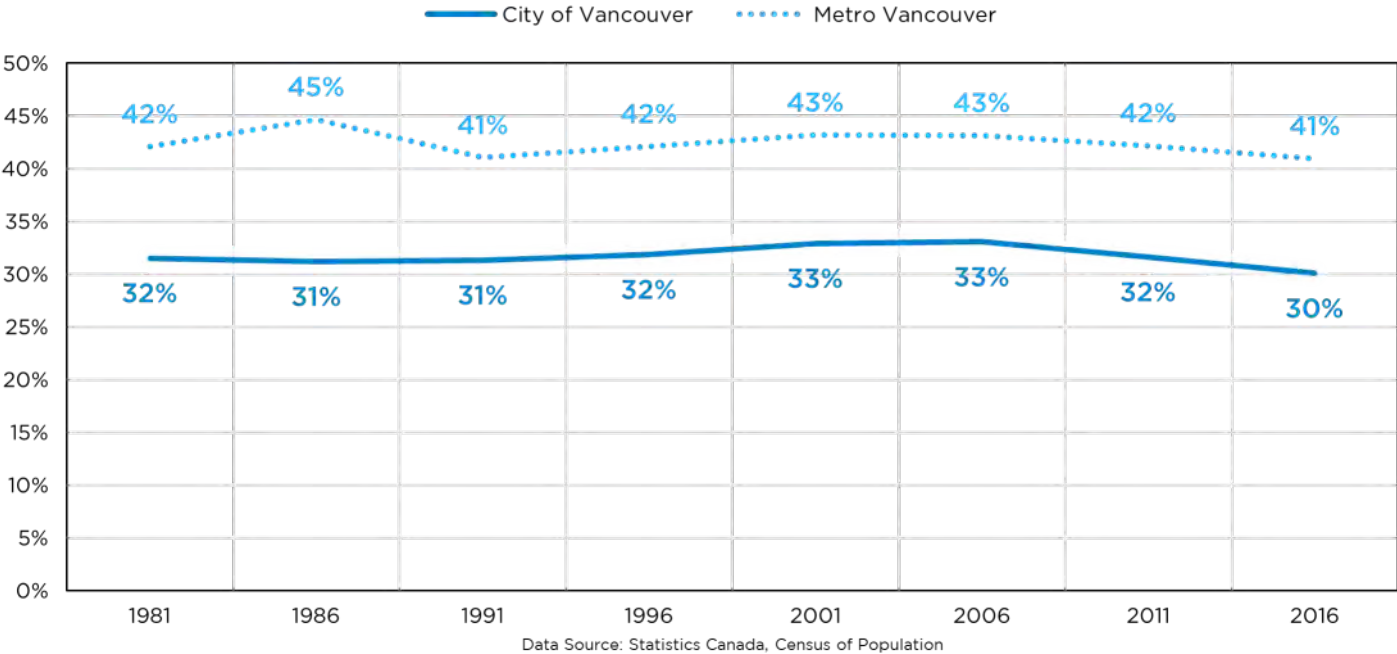
## Population Distribution by Age and Gender, 2016



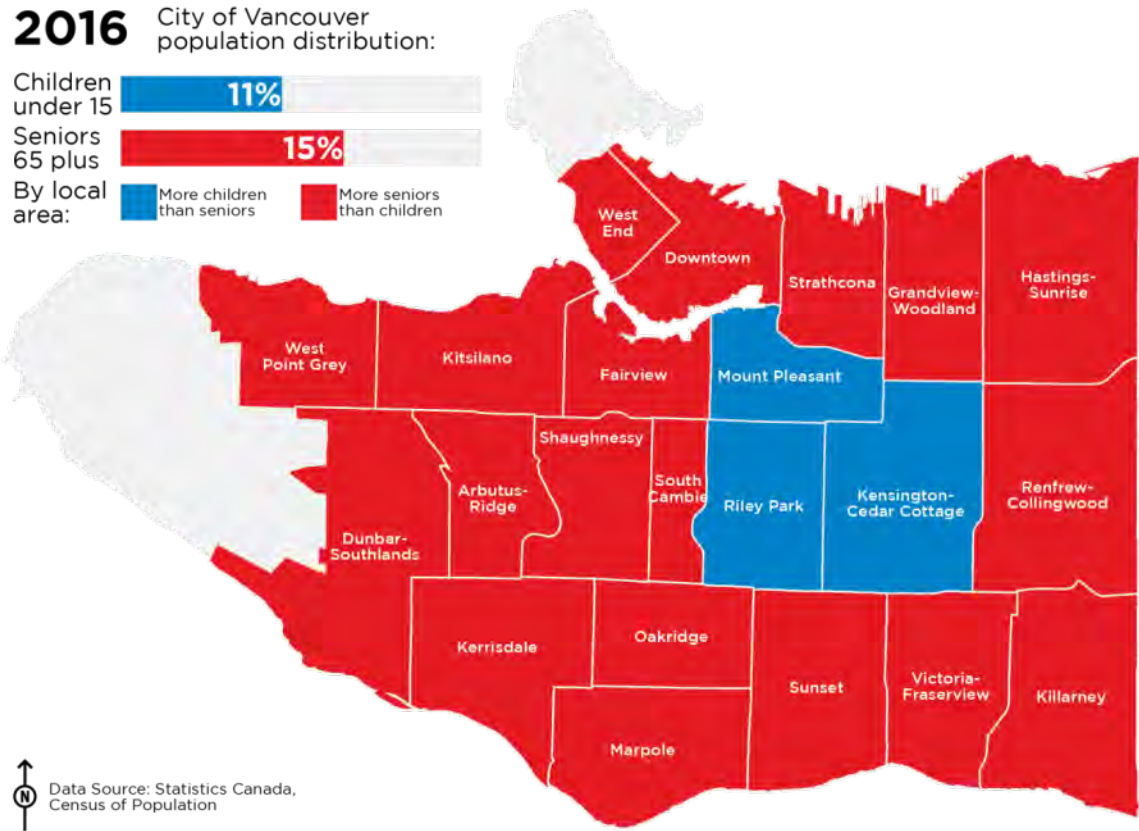
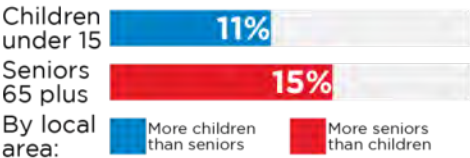
## Rate of Change in Population Cohorts, 2011-2016



Est. Percentage of Households with Children at Home, 1981-2016



## 2016 City of Vancouver population distribution:



 Data Source: Statistics Canada, Census of Population

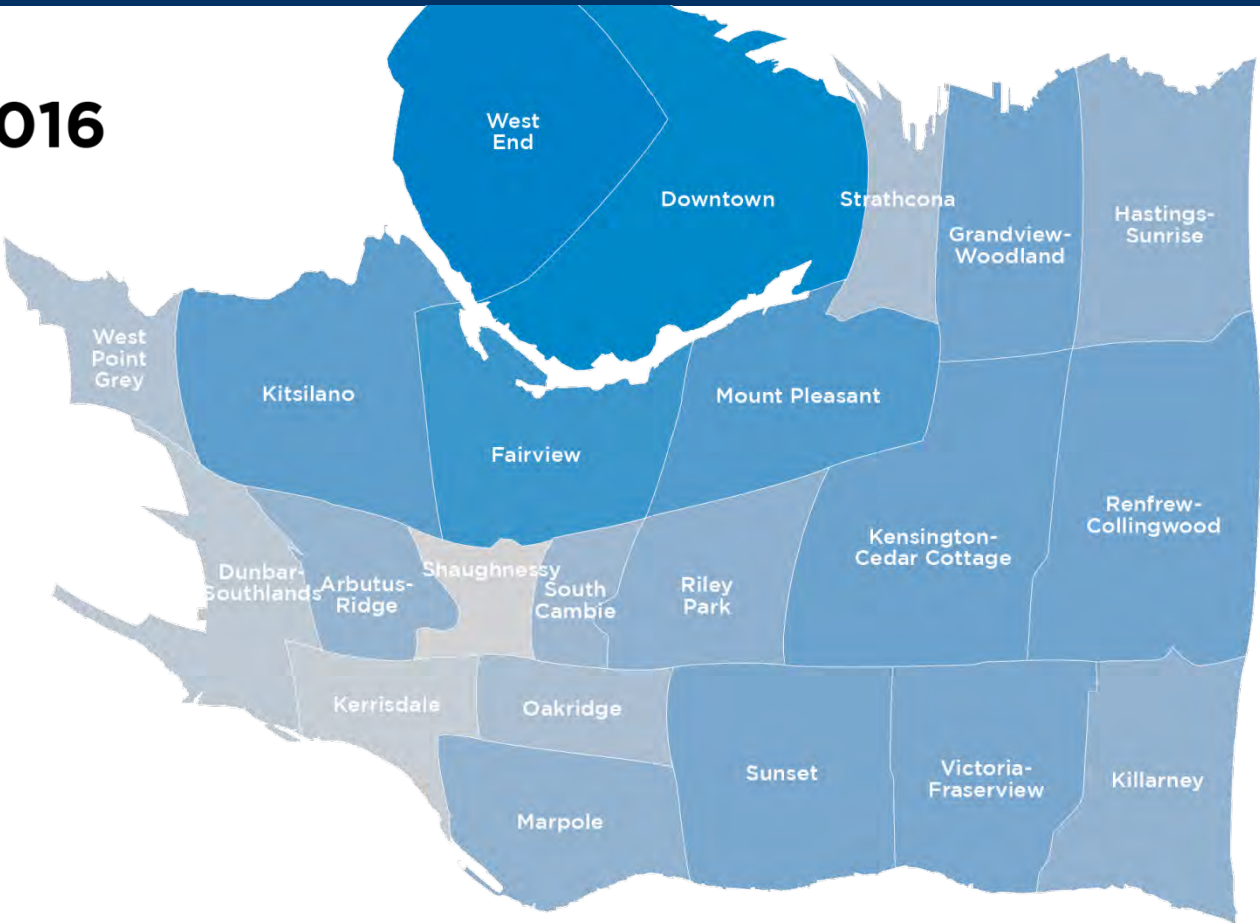
# What is each neighbourhood's role in the city?

## Total population, 2016

Shading indicates density (pop/ha, logarithmic scale):



Distortion indicates total number of persons in each local area.



Data Source: Statistics Canada, 2016 Census of Population

# Growth in the City of Vancouver has been concentrated

## Net Population Change, 2011 to 2016

Relative number of net new residents

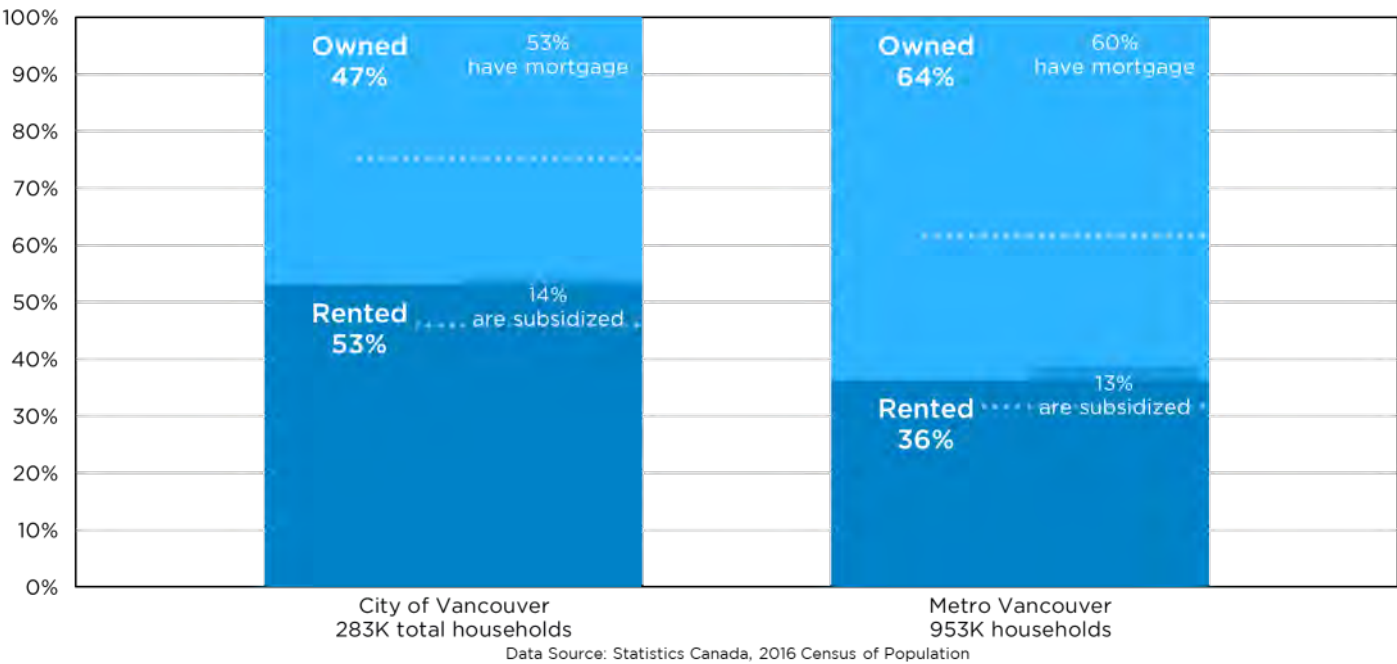
Least Most

City Overall  
**+28,100**

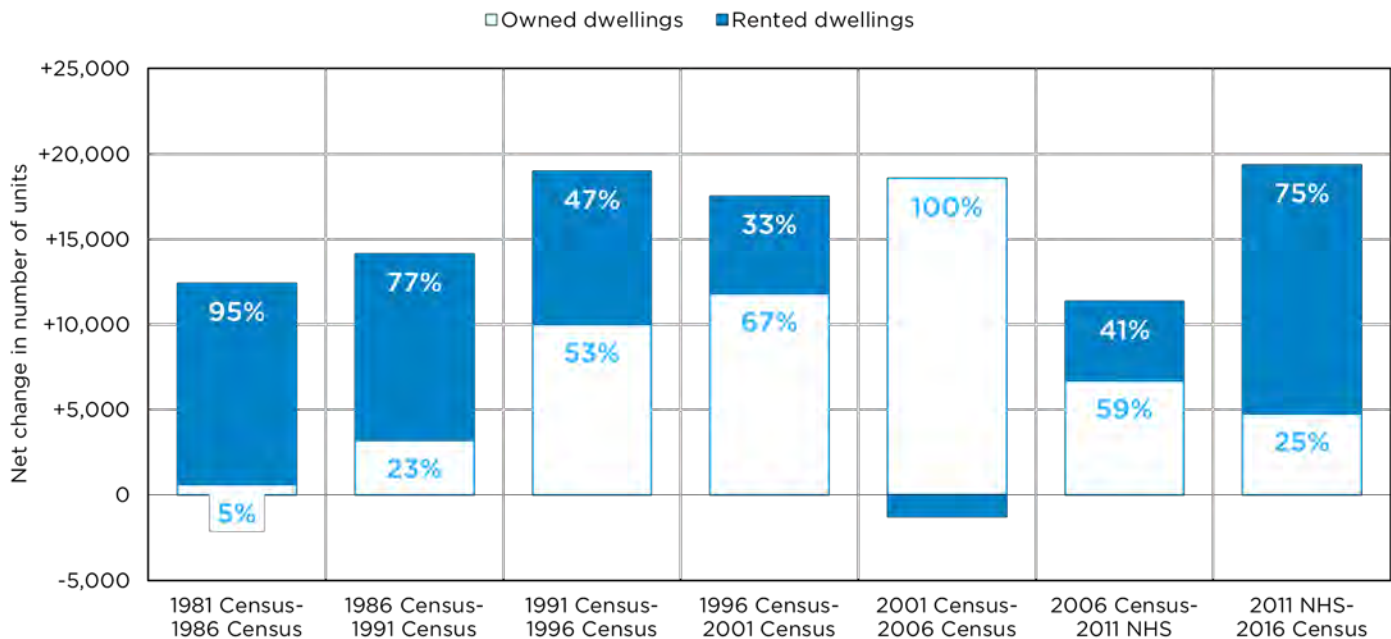
Data Source: Statistics Canada,  
2011 and 2016 Census of Population.

# Vancouver has more diverse housing types than its neighbours

Occupied Private Households by Housing Tenure, 2016



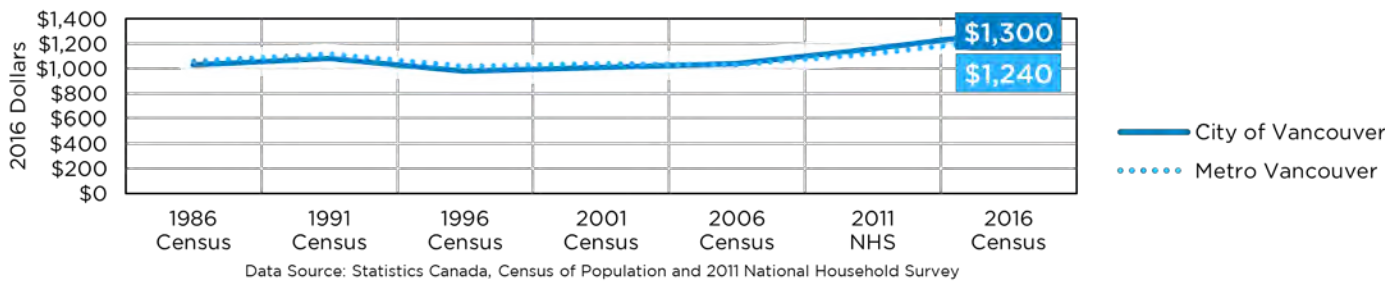
City of Vancouver: Net New Households by Tenure, 1981-2016



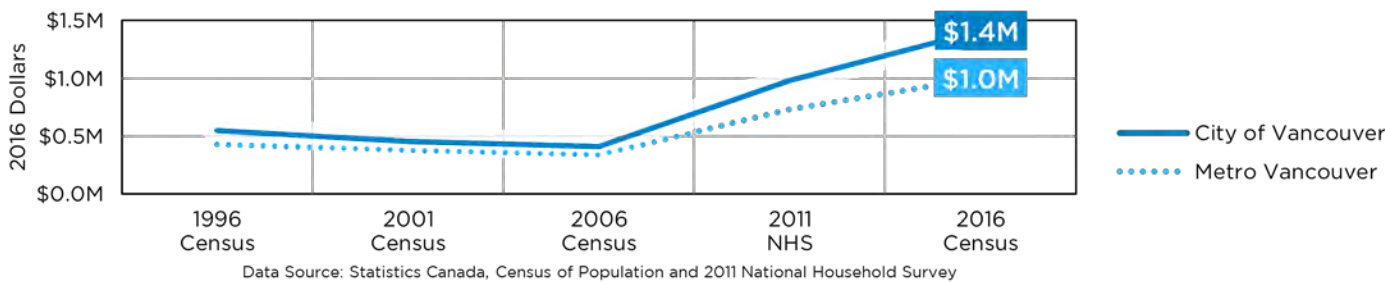
Data Source: Statistics Canada, Census of Population and 2011 National Household Survey

# But housing costs are high and increasing faster than inflation

Average Reported Monthly Rent, 1986-2016 (Inflation-Adjusted)



Average Reported Dwelling Value, 1996-2016 (Inflation-Adjusted)



A dark, textured dragon sculpture, possibly made of metal or stone, is shown from the chest up. Its mouth is wide open, revealing sharp teeth and a dark interior. The dragon's head is tilted upwards and to the left. The background is a solid, light grey. A dark blue horizontal bar is positioned across the lower third of the image, containing the text "Cultures and languages" in white.

## Cultures and languages

## Long-Form Census

- Estimates for population of private households
  - Excludes shelters, care facilities, many SROs
- Mandatory completion
- Administered to sample of 25% of households

## Indigenous Identity

- Persons who are First Nations, Métis or Inuit
- Includes people who answer any of three census questions:
  - self-identification
  - Status
  - membership in First Nation

## “Visible Minority”

- Persons who are neither Indigenous nor white
- Question asked directly on the long-form census, with categories:
  - White, South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean, Japanese, Other

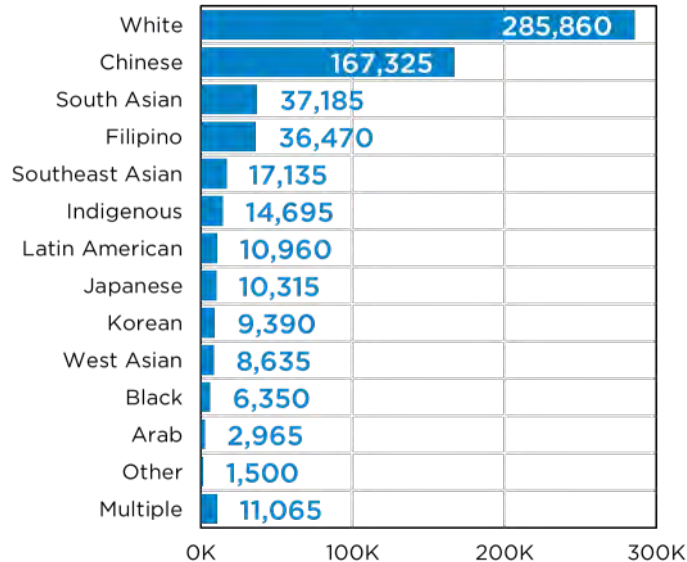
## Usefulness and Purposes

- Access to disaggregated data
- Measure and foreground racialized socioeconomic inequities
- Acknowledge systems of oppression based on Indigenous identity, race and colour

## Limitations and Risks

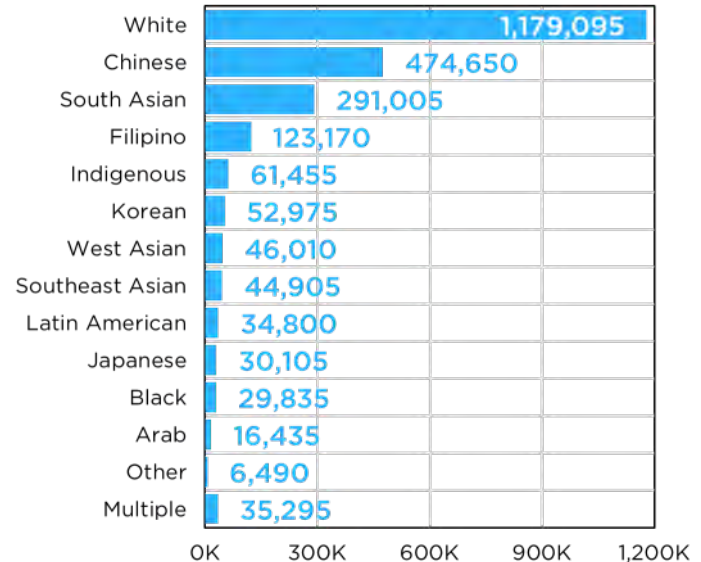
- Colonial system and concepts
- Reductive categories and terminology imposed by statistical purposes
- Danger of perpetuating stereotypes and essentializing groups
- Tendency toward deficit-based indicators

**City of Vancouver:  
Population Groups, 2016**



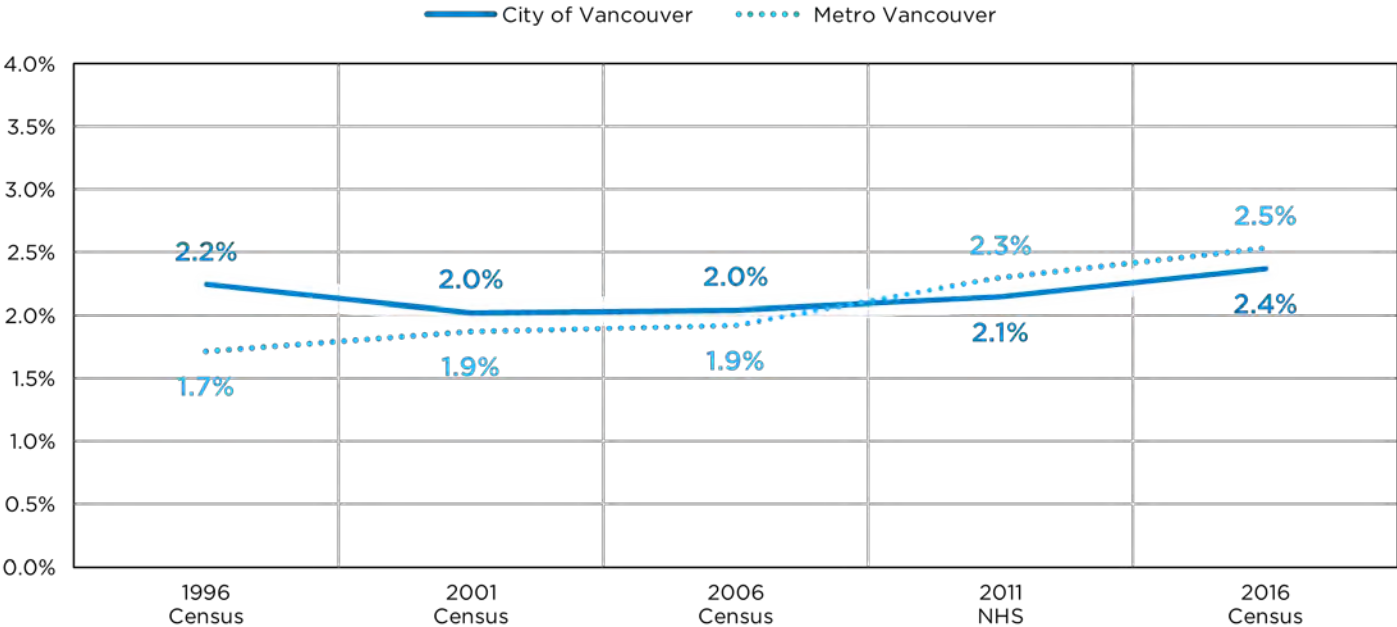
Data Source: Statistics Canada,  
2016 Census of Population

**Metro Vancouver:  
Population Groups, 2016**



Data Source: Statistics Canada,  
2016 Census of Population

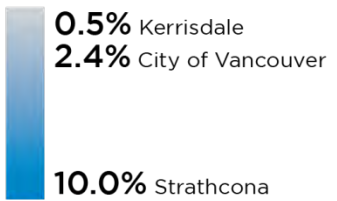
Population with Indigenous Identity, 1996-2016



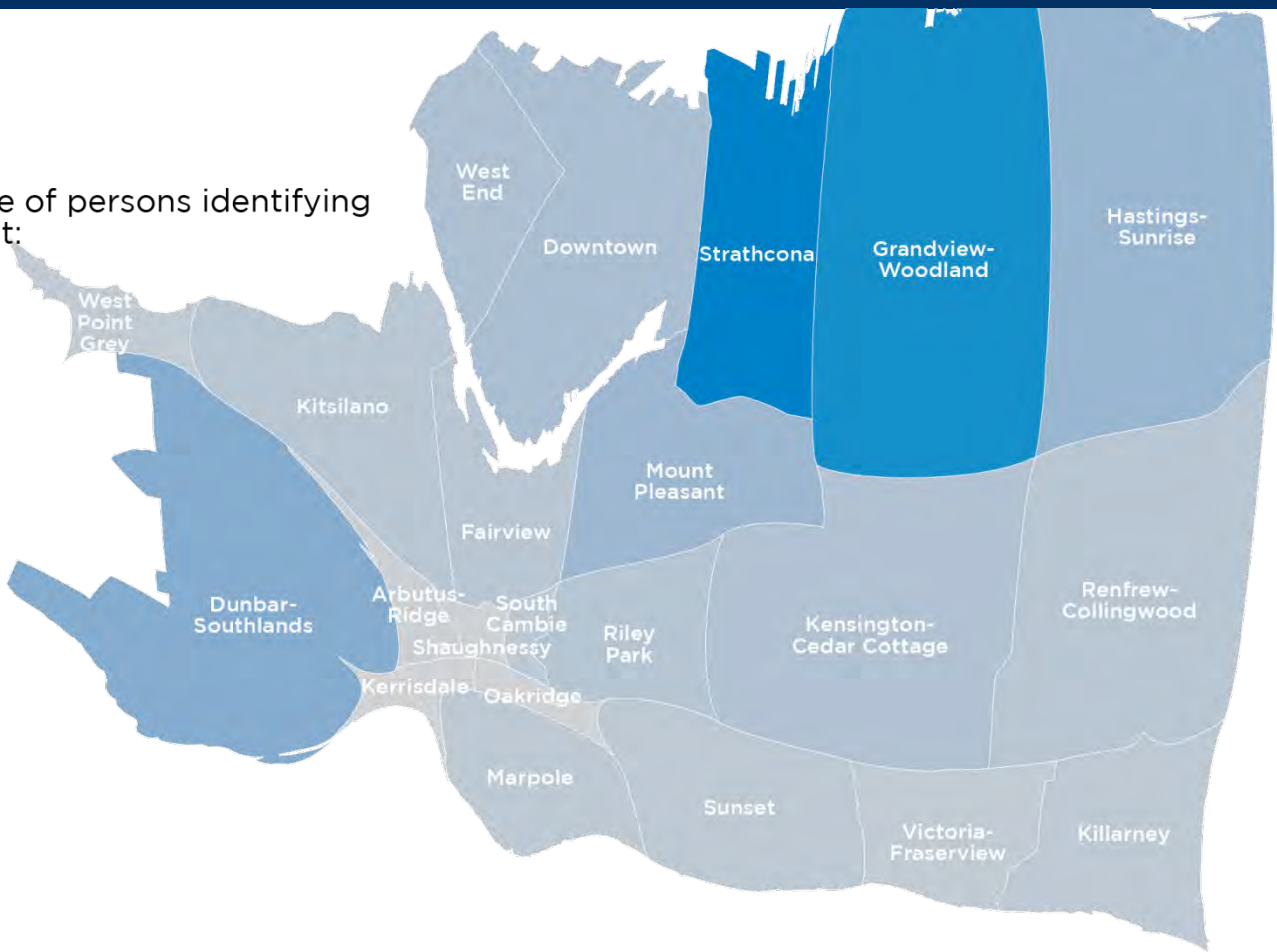
Data Source: Statistics Canada, Census of Population and 2011 National Household Survey

## Indigenous identity, 2016

Shading indicates percentage of persons identifying as First Nations, Metis or Inuit:

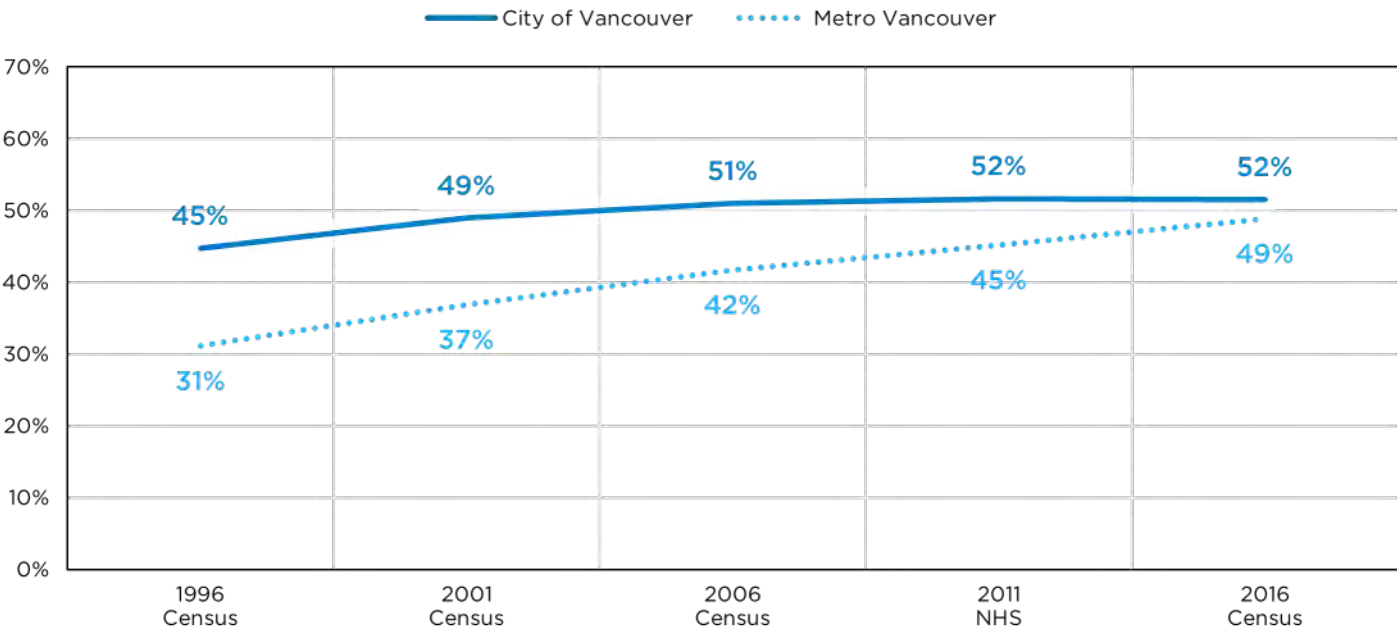


Distortion indicates relative density of persons with Indigenous identity.



Data Source: Statistics Canada,  
2016 Census of Population

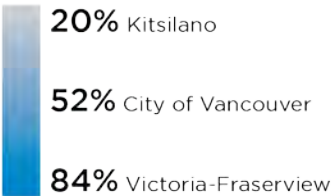
Population in a Visible Minority Group, 1996-2016



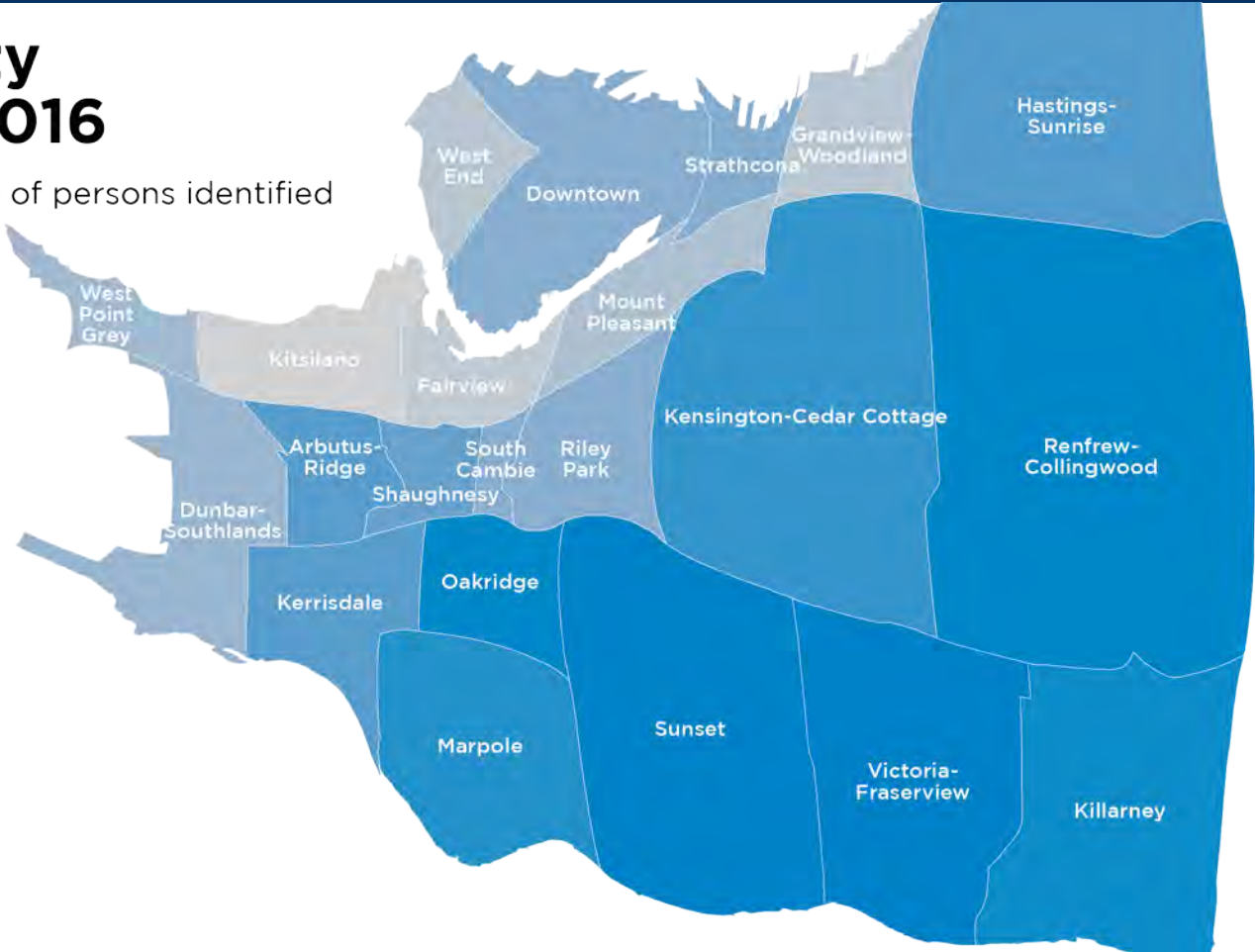
Data Source: Statistics Canada, Census of Population and 2011 National Household Survey

## Visible minority populations, 2016

Shading indicates percentage of persons identified in a visible minority group:

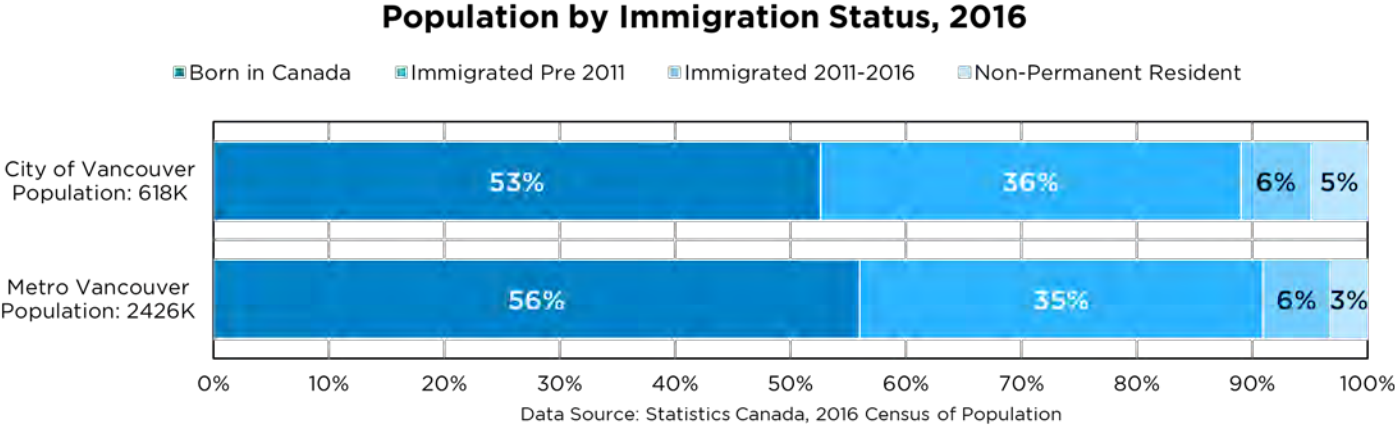


Distortion indicates relative density of persons in a visible minority group.

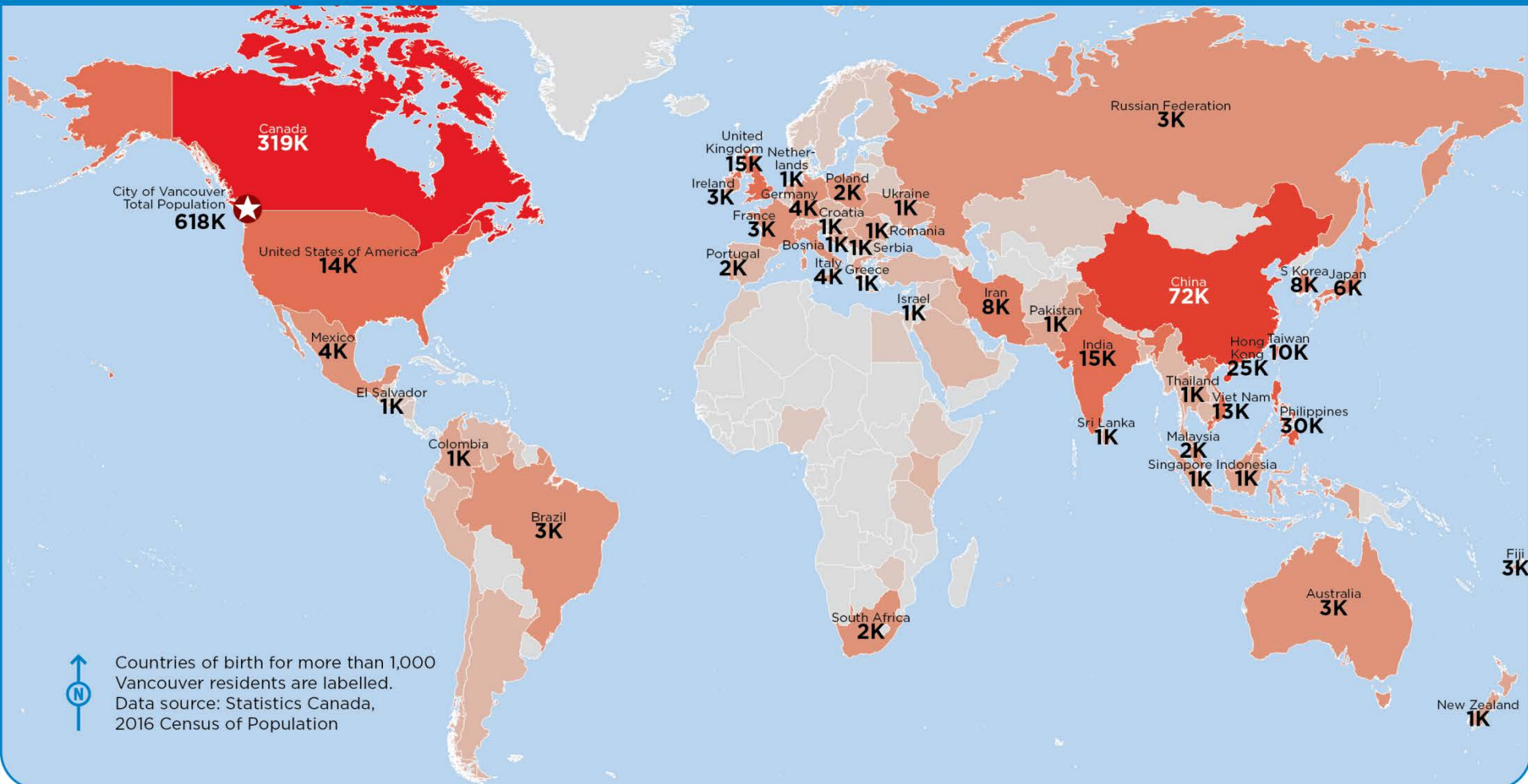


Data Source: Statistics Canada,  
2016 Census of Population

# Almost half of Vancouverites were born outside of Canada

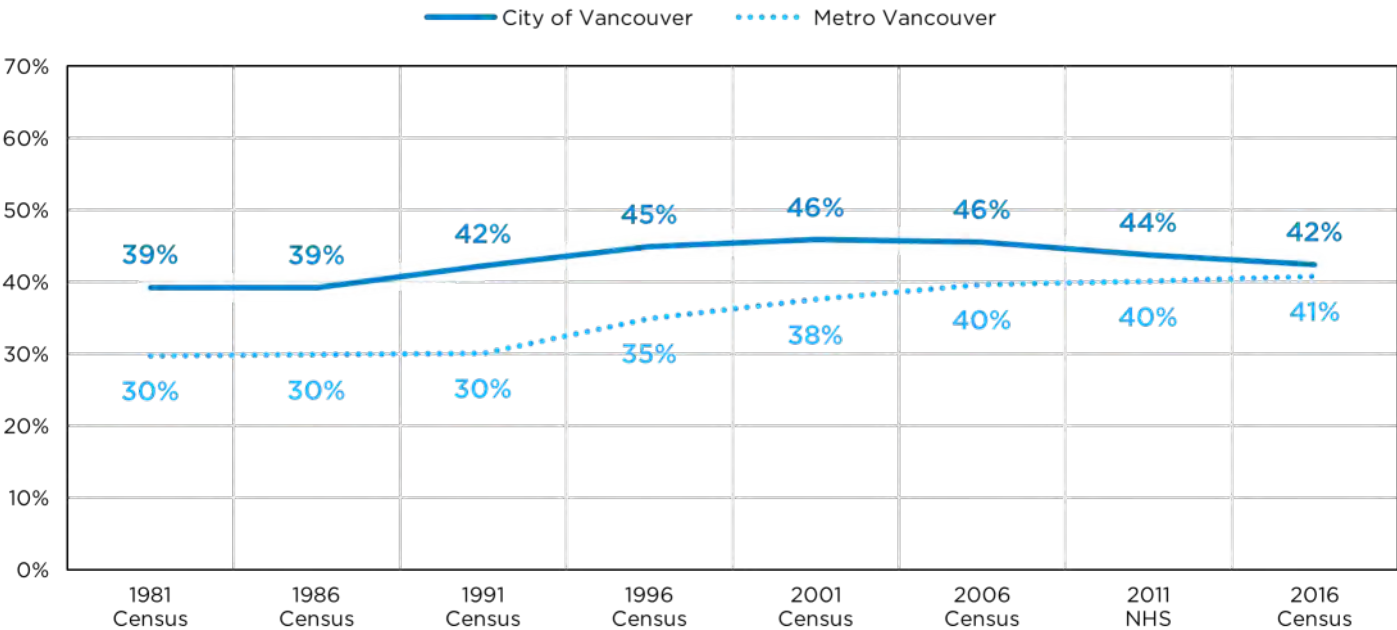


# City of Vancouver Residents' Places of Birth, 2016



# Vancouver has a large immigrant population, but fewer newcomers

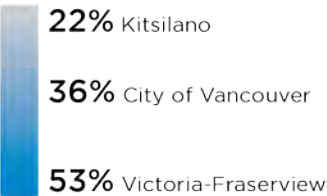
Immigrants as Percentage of Population, 1981-2016



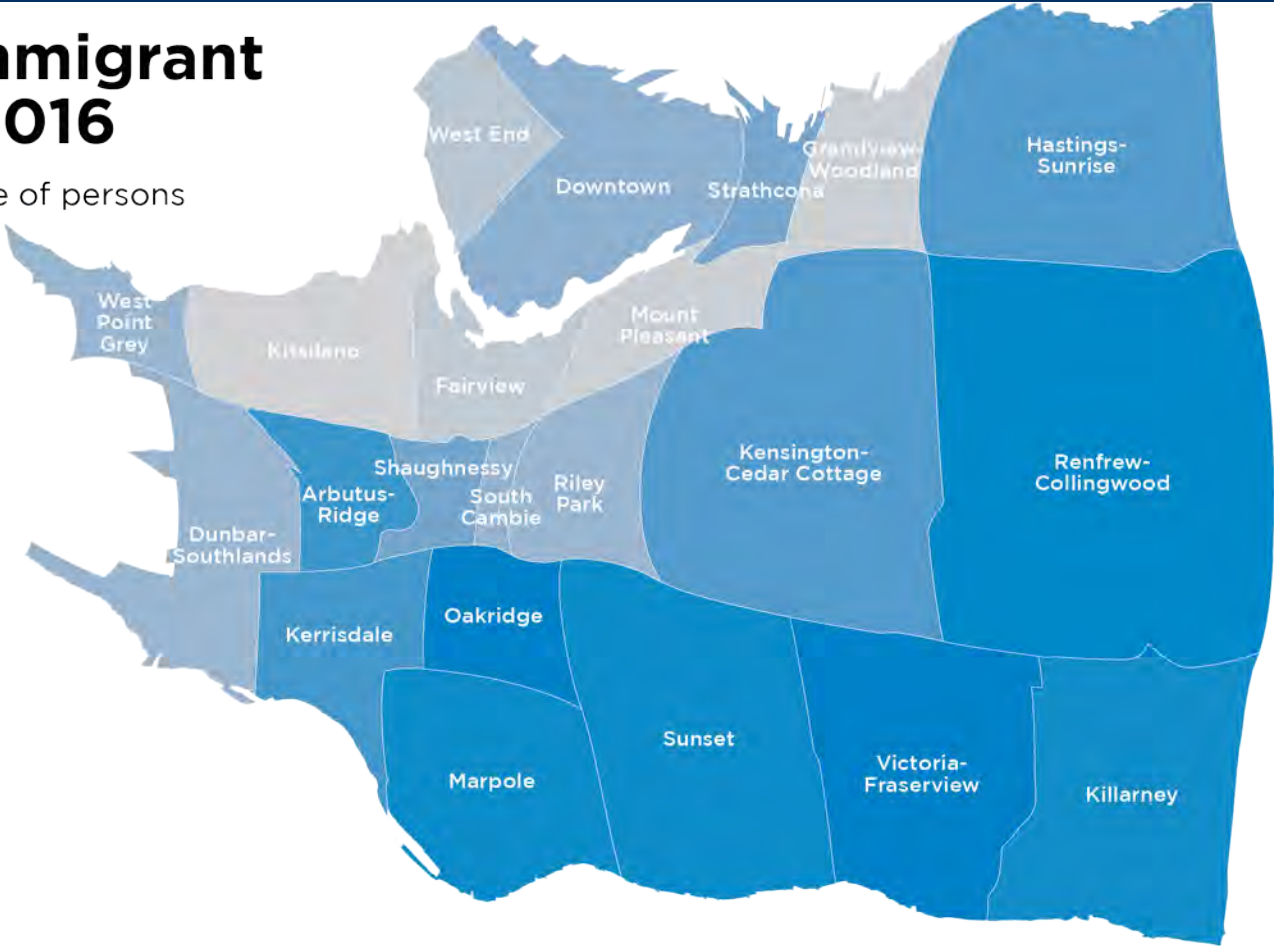
Data Source: Statistics Canada, Census of Population and 2011 National Household Survey

## Established immigrant populations, 2016

Shading indicates percentage of persons who immigrated before 2011:



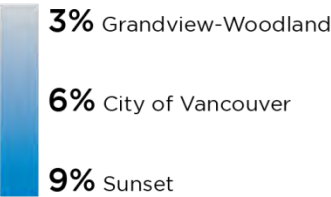
Distortion indicates relative density of persons who immigrated before 2011.



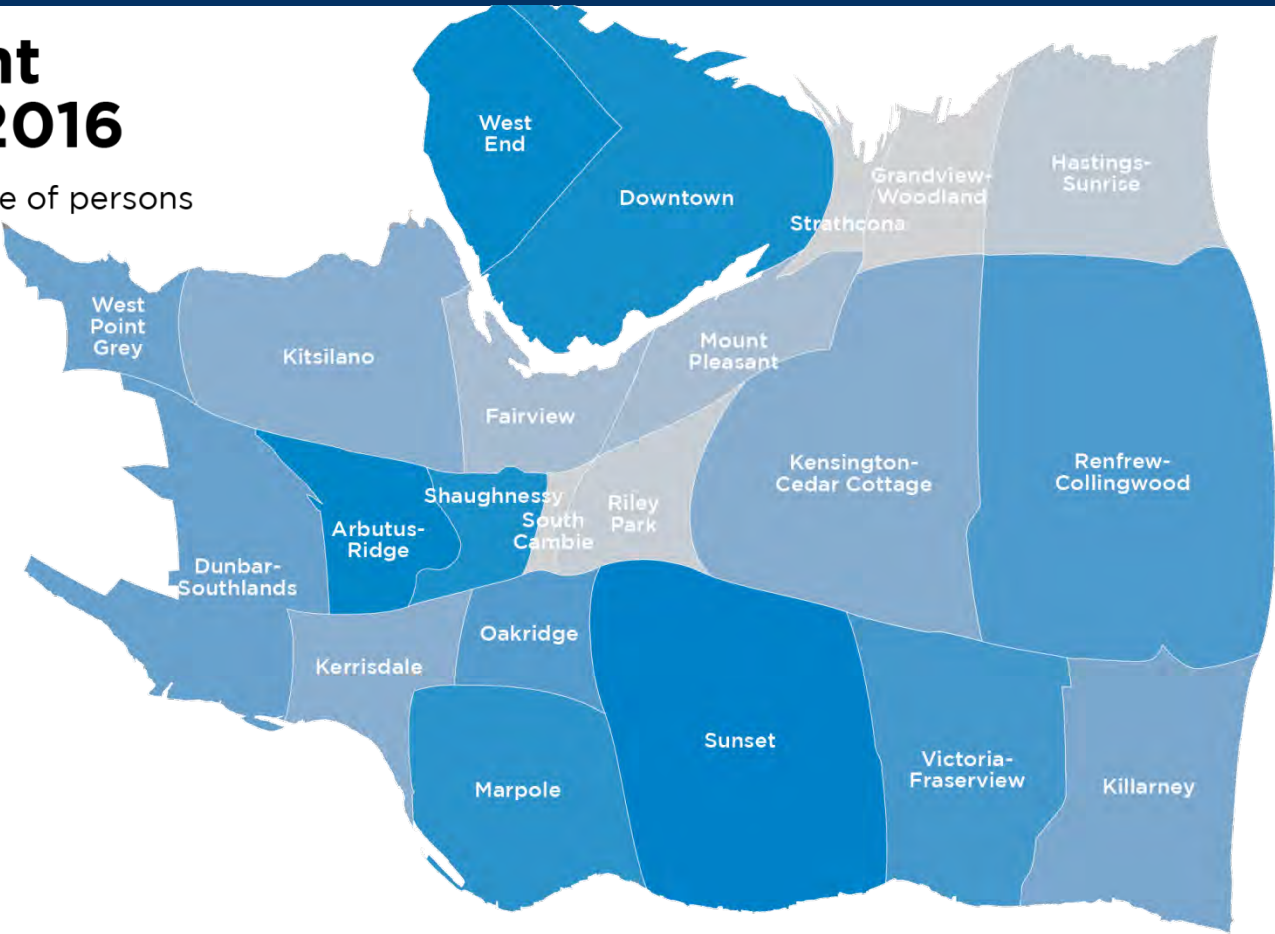
Data Source: Statistics Canada, 2016 Census of Population

## New immigrant populations, 2016

Shading indicates percentage of persons who immigrated 2011-2016:

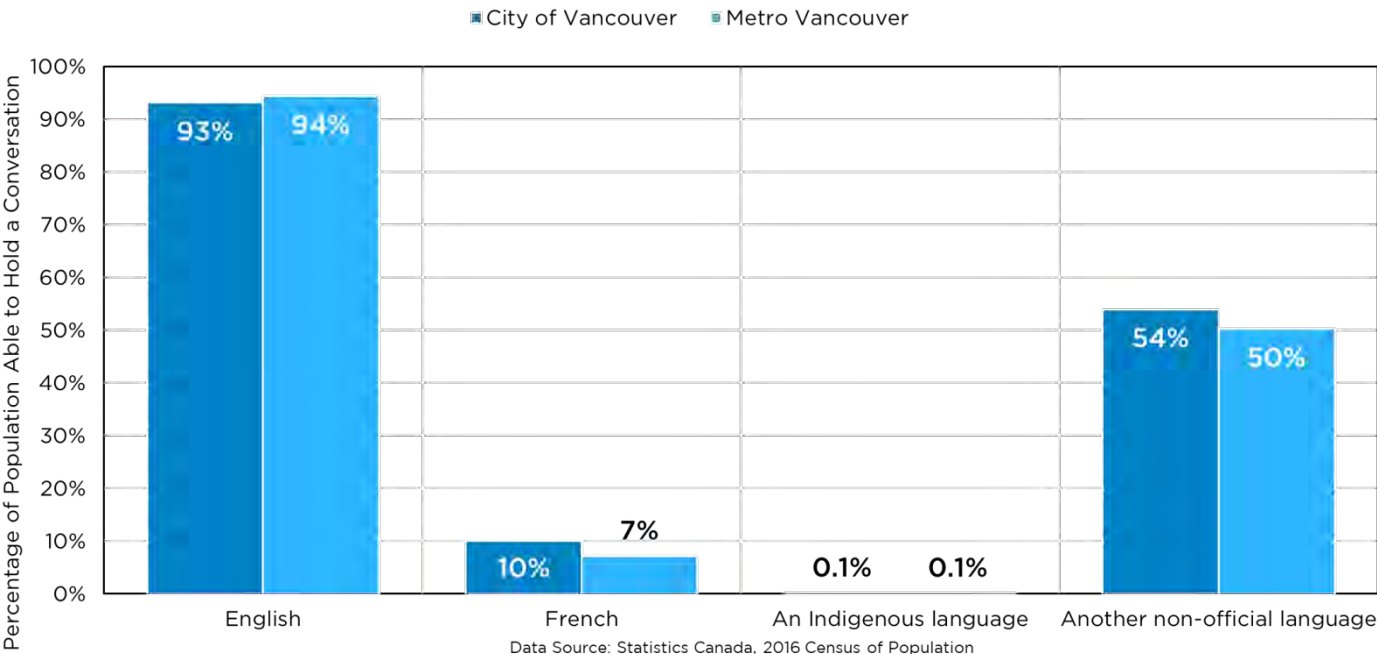


Distortion indicates relative density of new immigrants.



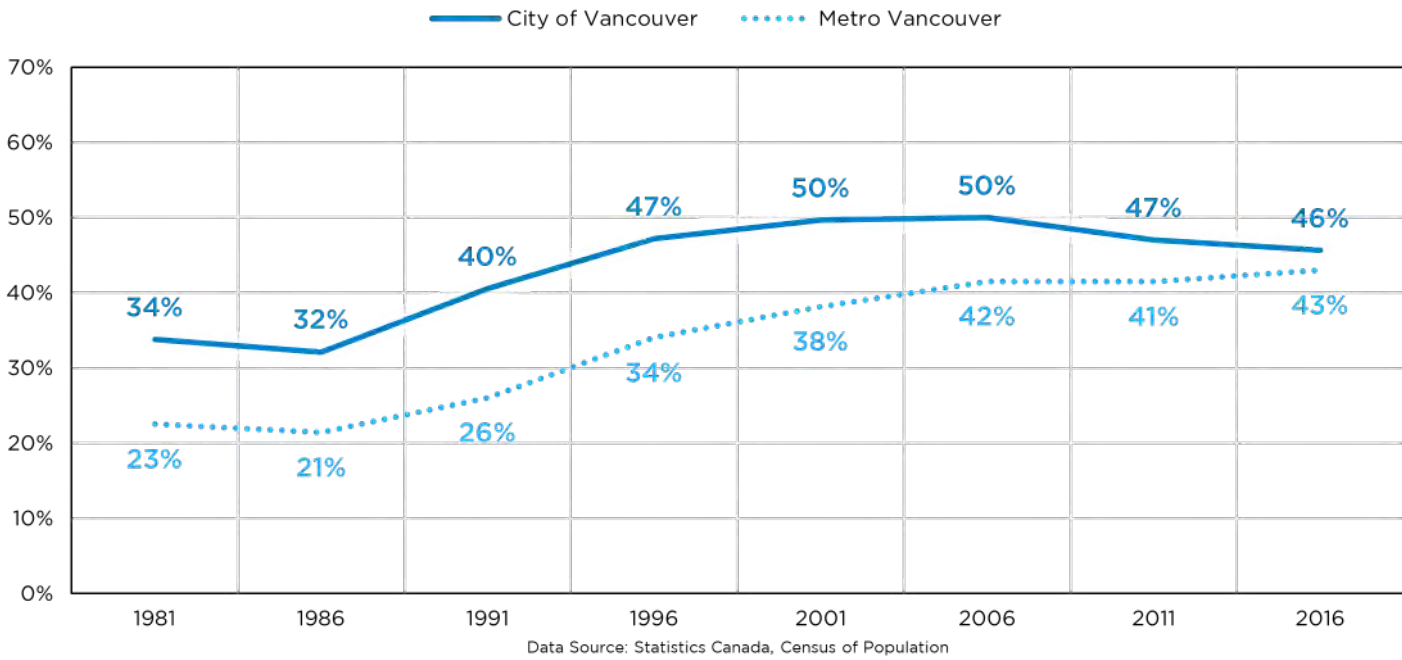
Data Source: Statistics Canada,  
2016 Census of Population

Population by Language Knowledge, 2016



# But over time, more English speakers in Vancouver

Population With a Non-English Mother Tongue, 1981-2016

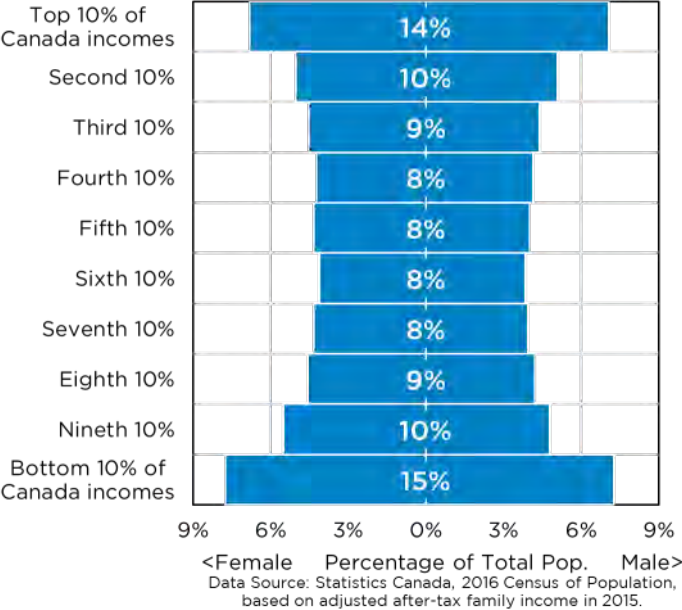




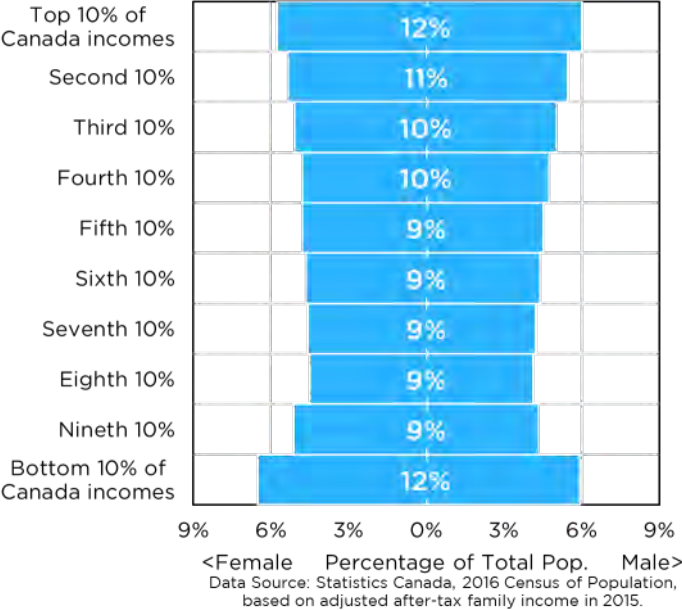
## Economy and equity



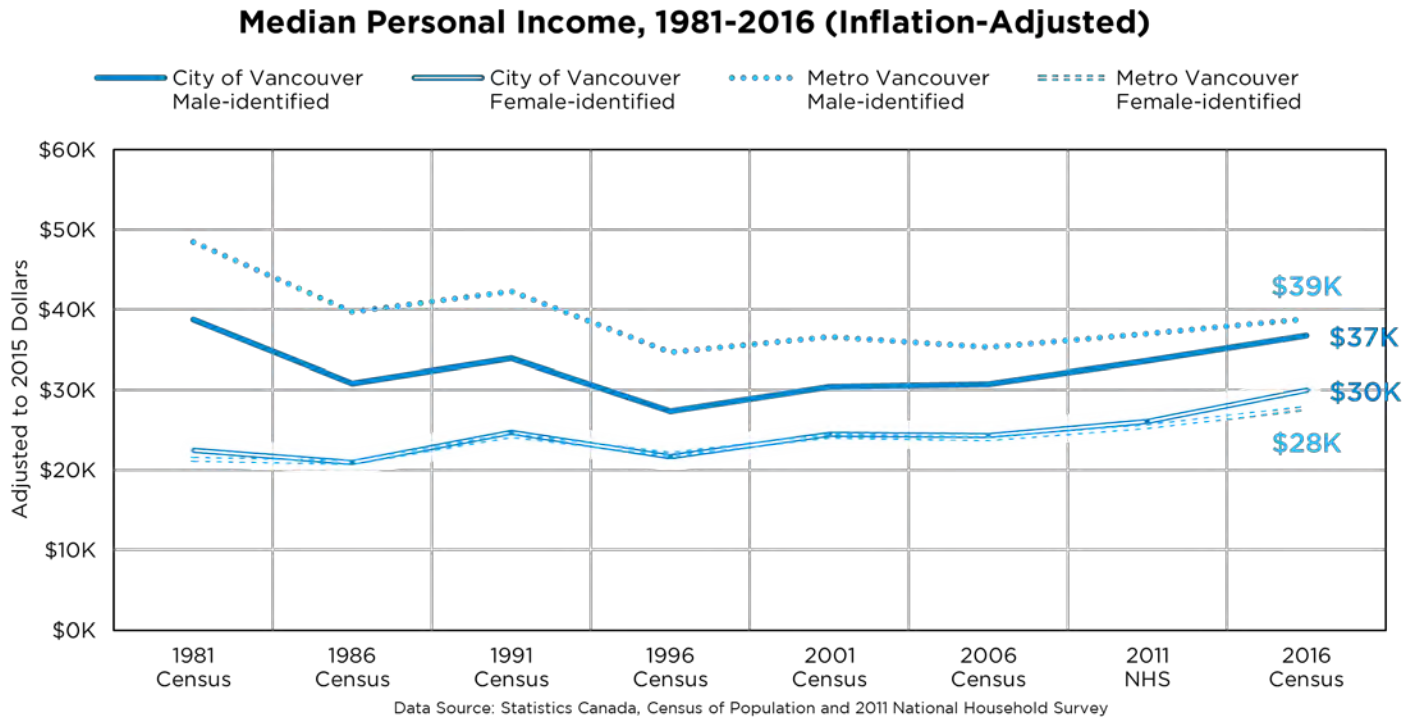
**City of Vancouver: Population by National Income Deciles, 2016**



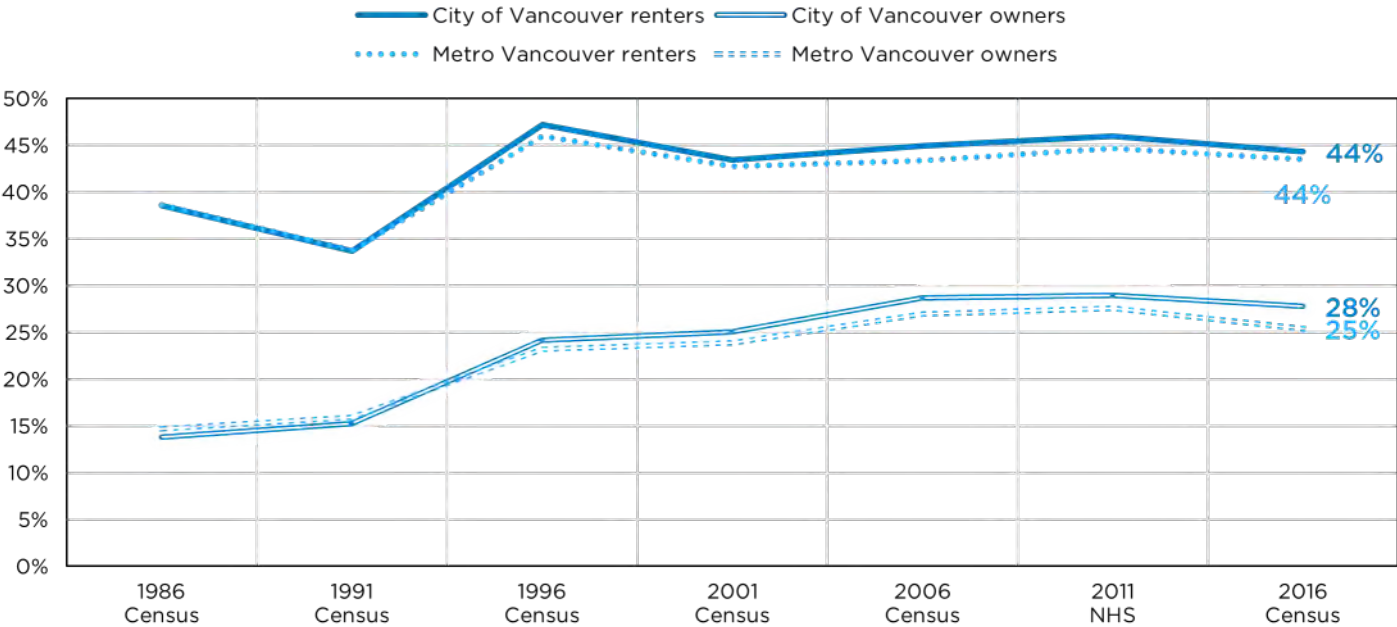
**Metro Vancouver: Population by National Income Deciles, 2016**



# Median incomes is increasing faster than inflation



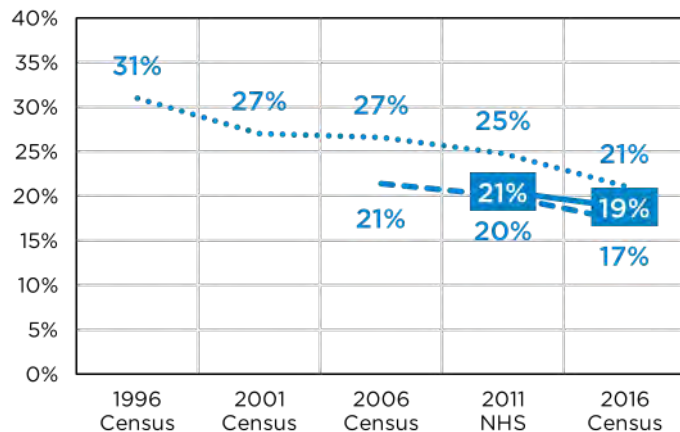
Households Spending 30% or More of Income on Shelter, 1986-2016



Data Source: Statistics Canada, Census of Population and 2011 National Household Survey

## City of Vancouver: Selected Low Income Rates, 1996-2016

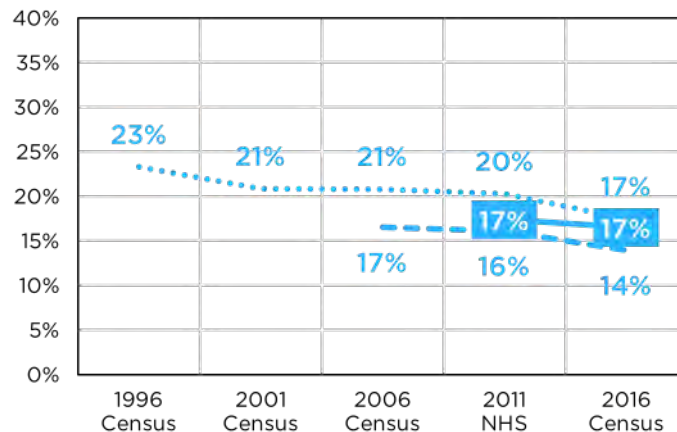
- After-tax low income measure (LIM-AT)
- - - After-tax low income cut-off (LICO-AT)
- ..... Before-tax low income cut-off (LICO-BT)



Data Source: Statistics Canada, Census of Population and 2011 National Household Survey. Some data accessed through Community Data Program, Canadian Council on Social Development

## Metro Vancouver: Selected Low Income Rates, 1996-2016

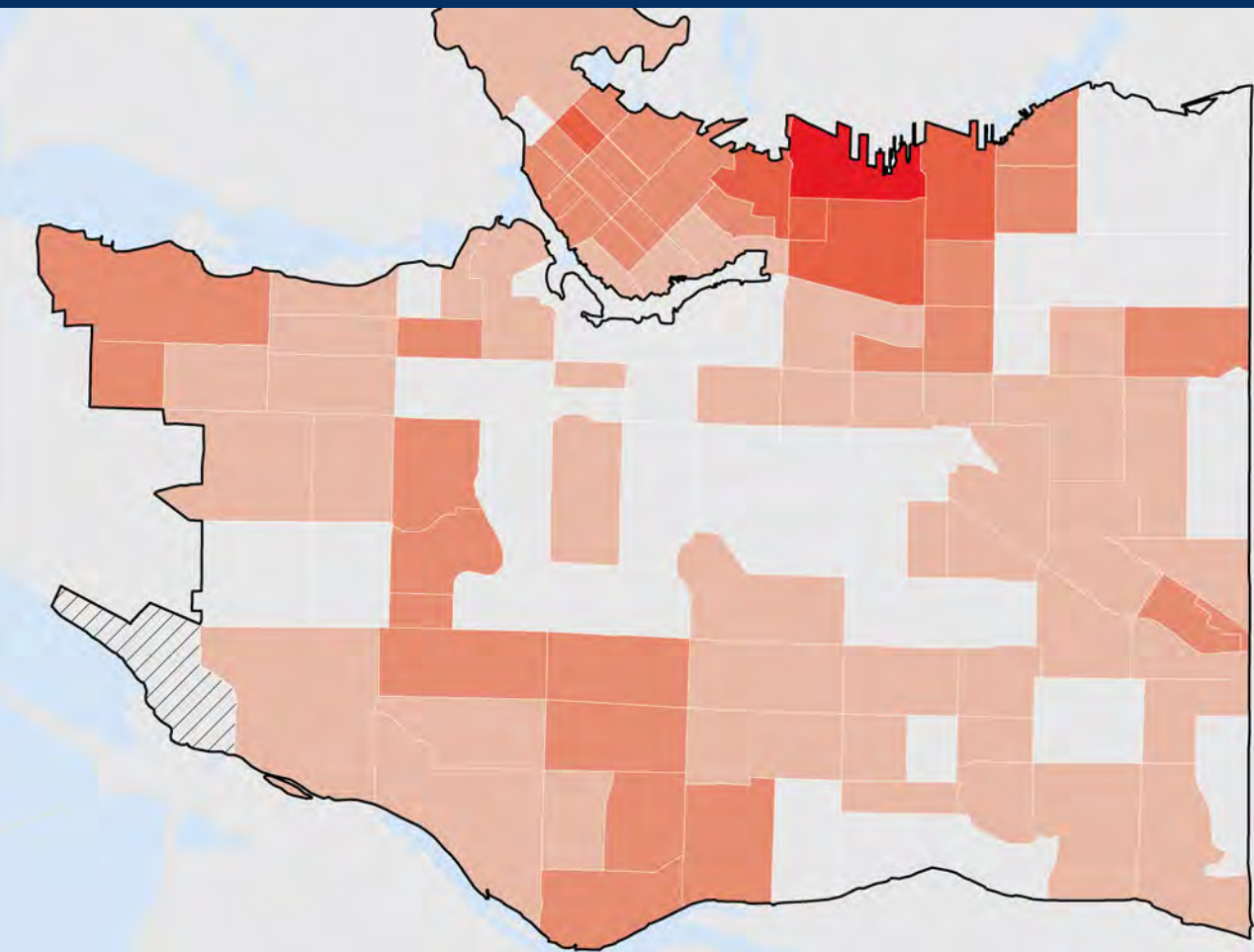
- After-tax low income measure (LIM-AT)
- - - After-tax low income cut-off (LICO-AT)
- ..... Before-tax low income cut-off (LICO-BT)



Data Source: Statistics Canada, Census of Population and 2011 National Household Survey. Some data accessed through Community Data Program, Canadian Council on Social Development

## Poverty Rate by Census Tract, 2016

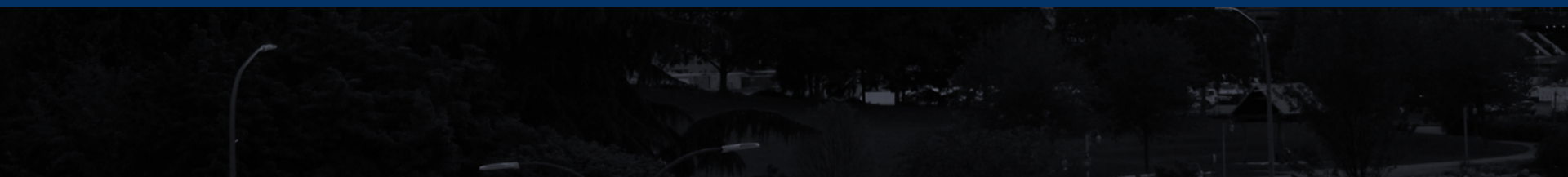
Rate of population with 2015 income below market basket measure:

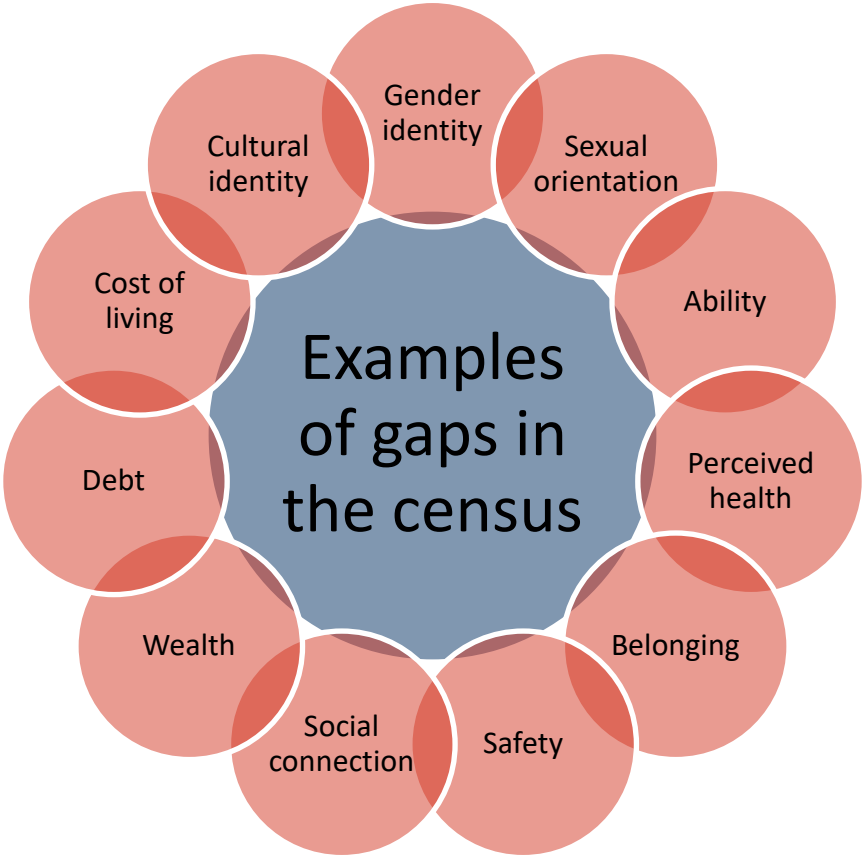
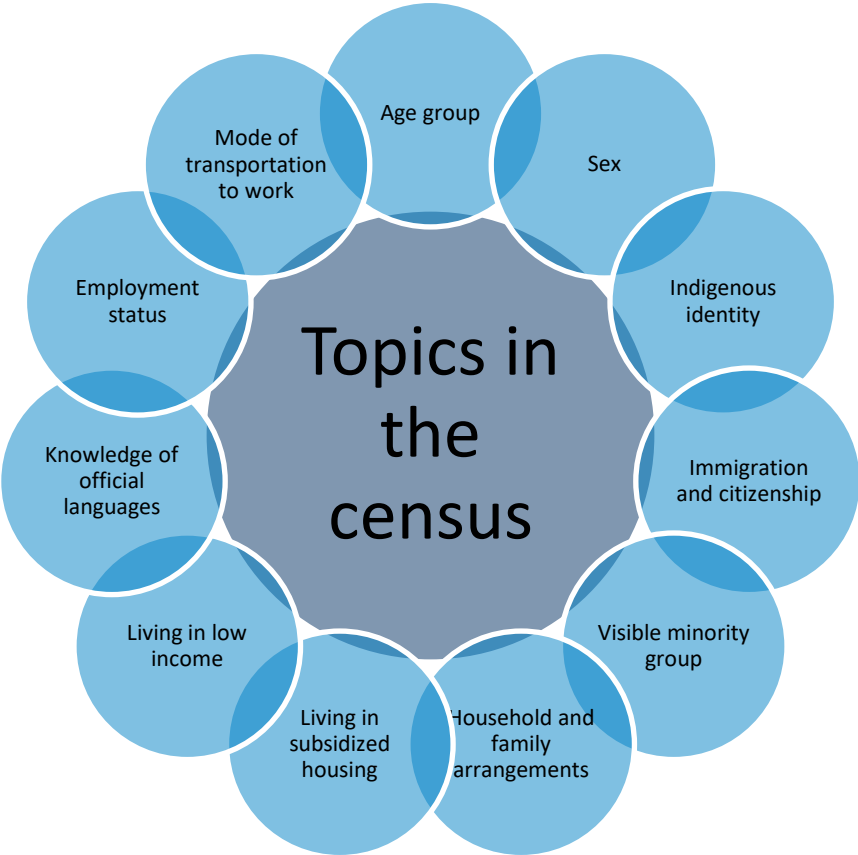


Data source:  
Statistics Canada,  
2016 Census of Population

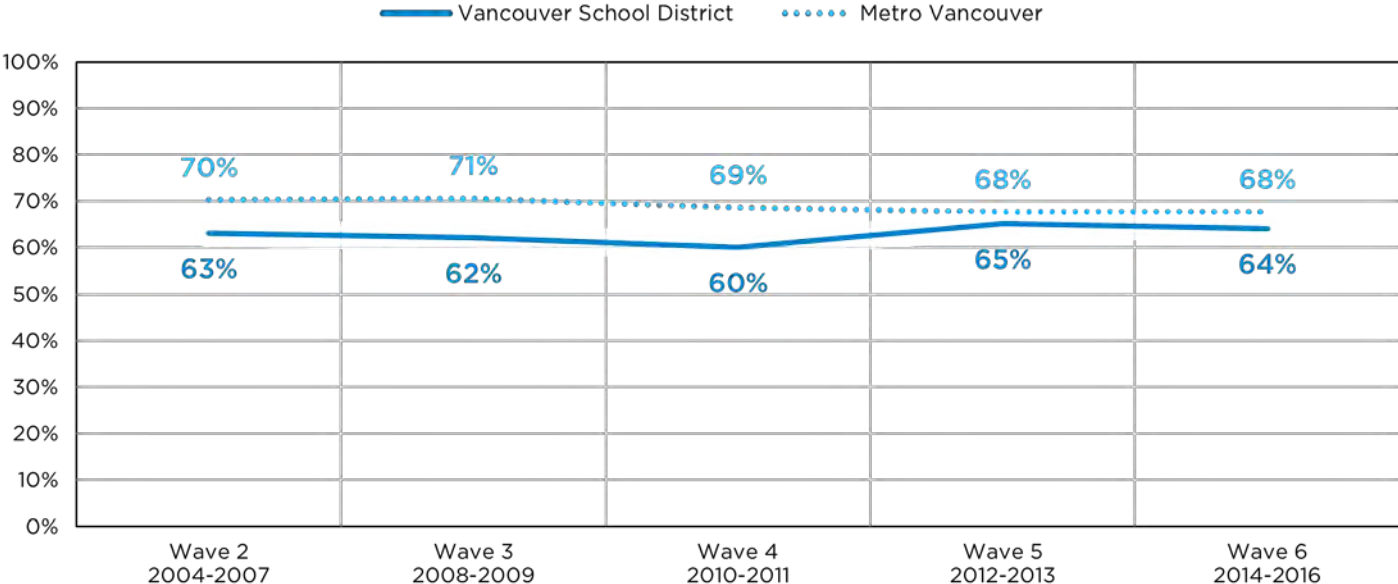


# Community health



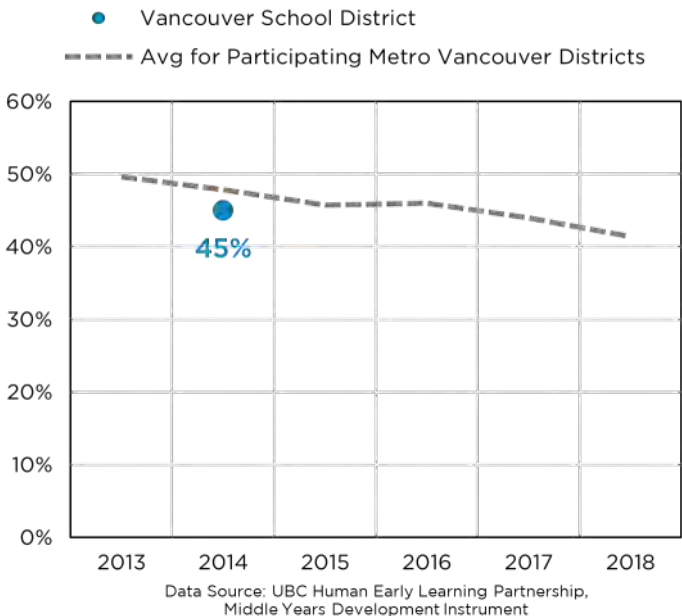


## Kindergarten Children Ready for School (Not Vulnerable on Any EDI Scales), 2004-2016

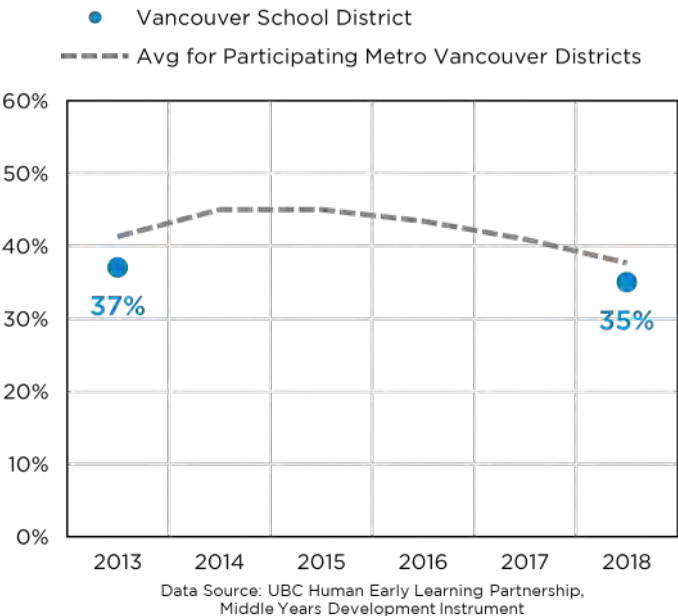


Data Source: UBC Human Early Learning Partnership, Early Development Instrument

## Grade 4 Children "Thriving" on MDI Well-Being Index, 2013-2018



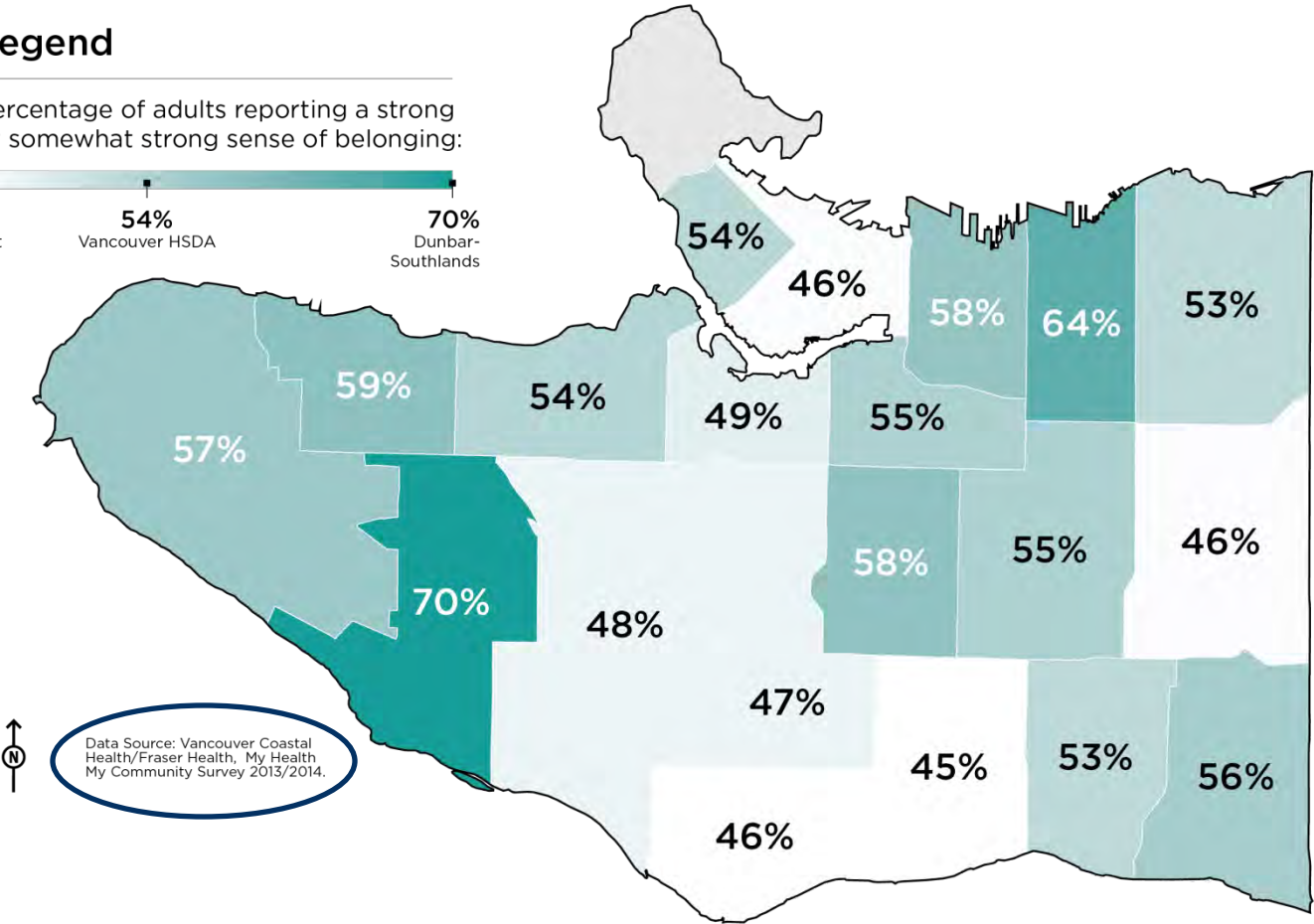
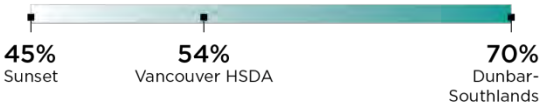
## Grade 7 Children "Thriving" on MDI Well-Being Index, 2013-2018



# More direct and asset-based indicators of well-being

## Legend

Percentage of adults reporting a strong or somewhat strong sense of belonging:



## Some high level trends:

- A growing city at the core of a complex urban region
- A city with an aging population and fewer children and families
- A city of diverse and resilient communities facing affordability and sustainability challenges
- Income polarization, economic inequity and high cost of living
- Inequities in health and well-being

*To what extent are these trends present in the neighbourhoods you serve?*

*How does the community services sector stay engaged with these trends?*

