

Introduction

The Municipal Profile Project

This is one of a series of profiles produced in collaboration with the Federation of PEI Municipalities, the member municipalities, and Human Resources Development Canada.

Information for the 30 municipal profiles was gathered from interviews with municipal administrators, from Statistics Canada Census data, from PEI Government publications, and from many other helpful individuals and agencies.

Contact information for this municipality, Human Resources Development Canada, and the Federation of PEI Municipalities may be found at the end of the profile. A list of all 30 municipal profiles is attached in **Appendix I**.

Interpretation of Census Data

The 1996 Census data were collected either from 100 % of the population or on a sample basis (i.e. from a random sample of one in five households) with the data weighted up to provide estimates for the entire population.

For all census products released, procedures are applied to prevent the possibility of associating statistical data with any identifiable individual. The data are randomly rounded and they are suppressed for certain geographic areas. Random rounding is a method whereby all figures in a tabulation, including totals, are randomly rounded (either up or down) to a multiple of “5” and in some cases “10”. This technique provides strong protection against disclosure, without adding significant error to census data.

Census terms referred to in this document can be found in **Appendix II**.

TABLE OF CONTENTS

| | |
|--|--------------------|
| INTRODUCTION | I |
| THE MUNICIPAL PROFILE PROJECT | I |
| INTERPRETATION OF CENSUS DATA | I |
| GENERAL OVERVIEW..... | 1 |
| POPULATION..... | 2 |
| LANGUAGE AND ETHNIC ORIGIN..... | 2 |
| EDUCATION | 3 |
| LABOUR FORCE ACTIVITY | 3 |
| MAJOR INDUSTRIES AND OCCUPATIONS..... | 4 |
| FISHING | 4 |
| AGRICULTURE | 4 |
| BUSINESS AND COMMERCE..... | 5 |
| TRANSPORTATION..... | 5 |
| HOUSING AND REAL ESTATE | 6 |
| EDUCATION..... | 6 |
| HEALTH CARE FACILITIES | 6 |
| POINTS OF SERVICE..... | 6 |
| MUNICIPAL SERVICES..... | 7 |
| RECREATION | 7 |
| COMMUNITY ORGANIZATIONS | 7 |
| CULTURAL FACILITIES AND EVENTS | 7 |
| CHURCHES | 7 |
| CONTACT INFORMATION..... | 8 |
| COMMUNITY OF VICTORIA | 8 |
| SOUTH SHORE CHAMBER OF COMMERCE..... | 8 |
| FEDERATION OF PEI MUNICIPALITIES | 8 |
| HUMAN RESOURCES DEVELOPMENT CANADA..... | 9 |
| LIST OF MUNICIPAL PROFILES..... | APPENDIX I |
| CENSUS DEFINITIONS..... | APPENDIX II |

Municipal Profile: Victoria, Prince Edward Island

General Overview

Prince Edward Island is located just off the eastern shore of Canada, in the Gulf of St. Lawrence. It is separated from the mainland by the Northumberland Strait.

The Community of Victoria is located on the South shore of Prince Edward Island, just off the Trans Canada Highway. Victoria has a population of 158 and covers a land area of 1.28 sq. km. The residential area is concentrated in 4 blocks and is surrounded by farmland to the North and West. Victoria Harbour and the Northumberland Strait is to the South and the Westmoreland River to the East.

Prince Edward Island



Victoria is part of the federal electoral district of Malpeque and is in the provincial riding of Crapaud and Hazel Grove (Electoral District 17.)

Victoria is well known for its summer theatre and shops.

Victoria is located within a 30 to 90 minute drive of all major points of access to and from the Island.

| Distances: | |
|--|-------|
| Confederation Bridge (to New Brunswick) | 18 km |
| Charlottetown | 38 km |
| Summerside | 46 km |
| Wood Islands ferry (to Nova Scotia) | 99 km |

Although it was not officially incorporated until 1951, the community of Victoria has a long history. In 1767, Lot 29 went to Sir Charles Saunders. The land was named Westmoreland Harbour, for the 10th Earl of Westmoreland who married Saunders' daughter. In 1855, Donald W. Palmer founded the village of Victoria, naming it for the reigning monarch. The 1871 Census said that Victoria was a "rapidly growing village"; shipbuilding was the primary industry and there were 3 wharves to accommodate ocean trade.

(Source - "An Historical Compilation of Victoria by the Sea Our Legacy and Trust" 1973 compiled by Ruth Boswell et. al.)

Population

At the time of the 1996 Census, Victoria had a population of 158 people, a decrease of 8.1 % from the 1991 Census. Because of the seasonal nature of the Victoria economy, the population is higher in the summer than the rest of the year.

The Census reported a population of 75 males and 85 females. The largest age group is the 45 to 59 category, representing 28 % of Victoria's population. The 25 to 44 age group is the second largest at 25 %.

| Population by Age and Sex | | |
|----------------------------------|-------------|---------------|
| Age group | Male | Female |
| 0-14 Years | 20 | 10 |
| 15-24 Years | 10 | 10 |
| 25-44 Years | 15 | 25 |
| 45-59 Years | 25 | 20 |
| 60-64 Years | 5 | 0 |
| 65+ Years | 0 | 10 |

Source: 1996 Census

Language and Ethnic Origin

In Victoria, most people reported their origin as British - Scotland, England, Ireland and Wales. There were also some French and Dutch responses.

Everyone reported English as their mother tongue. Knowledge of official languages showed 145 people knowing English only, and 10 people with a knowledge of both English and French.

Education

The following table shows the various education levels reported in the 1996 Census for persons 15 years of age and over in Victoria. It should be noted that all persons who have obtained a high school diploma have gone on to post-secondary study.

| Population by Highest Level of Schooling | | | |
|---|-----------------------------|-----------------|------------|
| | Number of People | Victoria | PEI |
| Less than Grade 9 | 15 | 13% | 13% |
| Grade 9 to 12 | 25 | 22% | 28% |
| High School Diploma | 0 | 0% | 10% |
| Some Post-Secondary | 60 | 52% | 37% |
| University Degree | 15 | 13% | 11% |

Source: 1996 Census

There were 25 males and 45 females with post-secondary qualifications. The two main fields of study were social sciences and related fields and mathematics and physical sciences

Labour Force Activity

The census reference week was the week of May 5, 1996. The labour force activity reported refers to the conditions during that week. In P.E.I., May is the month in which seasonal activity is beginning to increase as farmers prepare the land, fishers gear up, construction activity picks up and tourism operators begin to prepare for the coming season. Employment reaches its peak in August and remains high through to and including October.

The 1996 Census reported that Victoria has a working age population (15 years and over) of 130 people. At the time of the Census, 65 people were active participants in the labour force. Of the 65 persons that comprised the labour force, 65 were employed.

Major Industries and Occupations

Major industries in the Victoria area are tourism, agriculture, retail trade and fishing. At the time of the Census reference week, approximately 25 % of those who were active participants in the labour force were in the agriculture and related service industry. Labour force activity begins to show signs of growth beginning in June.

Fishing

Fishers from Victoria and the surrounding areas use the Victoria Wharf. In 1996, the landings at the wharf were valued at \$611,070. This comprises for 0.6% of the total value of all landings in PEI. Lobster accounted for 81.9% of the total value of all landings in Victoria, while rock crab accounted for 12.6% of the total value.

| Landings at Victoria Wharf, 1996 | | |
|---|--------------------|--------------------|
| | Thousand kg | Thousand \$ |
| Pelagic and estuarial | | |
| • Herring | 13.97 | 3.08 |
| Shellfish | | |
| • Bar clams | 2.24 | 1.98 |
| • Soft shell clams | 1.27 | 2.91 |
| • Quahaugs | 0.16 | 0.46 |
| • Oysters | 0.06 | 0.14 |
| • Sea scallop | 11.29 | 25.50 |
| • Lobster | 50.93 | 500.23 |
| • Rock crab | 139.09 | 76.77 |
| Total | 219.01 | 611.07 |

Source: Department of Fisheries and Oceans, DFO Statistics.

Agriculture

Agriculture is an important economic activity in and around Victoria. The community is located within Lot 29 and adjacent to Lot 28. Due to confidentiality constraints, agriculture data is not available for the community alone. However, the following table provides information on the farm activity for the wider area, Lots 28 and 29, which includes the community of Victoria.

| | Lot 28 | Lot 29 | Provincial Total |
|---------------------------|----------------|----------------|-------------------------|
| Total number of farms | 39 | 50 | 2,217 |
| Total area of farms | | | |
| Acres | 5,950 | 11,015 | 655,365 |
| Hectares | 2,408 | 4,458 | 265,217 |
| Total farm capital | \$13.1 million | \$21.2 million | \$1,417 billion |
| Total gross farm receipts | \$1.8 million | \$4.8 million | \$349.2 million |
| Total farm expenses | \$1.7 million | \$4.1 million | \$288.6 million |

Source: Agricultural Profile of the Atlantic Provinces, Statistics Canada Agricultural Division, Census 1996.

This area has approximately 4.0% of the total number of farms in PEI and represents approximately 2.6% of the total provincial acreage. Total gross farm receipts in the area were about 1.9% of the provincial total.

Business and Commerce

Tourism is an important element of Victoria's economy. Most small businesses are open only during the summer months, since the majority of their clientele is visitors to the area.

Most businesses are part of the South Shore Chamber of Commerce.

At the time this report was written (April, 1998), the businesses operating in Victoria included:

Shops and Businesses

- Abigales of PEI
- Candle Factory
- Dennison Firewood & Forestry
- Enchanted Candles
- Island Chocolates Company
- Island Flower
- Morning Star Lobster Pound
- Pottery by the Sea
- The Studio Gallery
- Weather Sense (open year-round)
- Westmoreland's Emporium

Accommodations

- Dunrovin Lodge Cottages and Farm
- Orient Hotel (open year-round)
- Victoria House
- Victoria Village Inn (open year-round)

Restaurants

- Actor's Retreat Café
- Landmark Café
- Mrs. Profitt's Tea Shop
- Sea Winds Restaurant

Transportation

Victoria is located one kilometer south of the Trans Canada Highway. Basic shopping is available five km away in neighbouring Crapaud. The major shopping centre which is closest to Victoria is in Charlottetown, which is 38 km from Victoria.

The Victoria Harbour and wharf can accommodate fishing and pleasure boats.

Services include fresh and salt water, lights, navigation beacon, 110v and 220v power, ramp, and garbage disposal.

Housing and Real Estate

The residential area is concentrated in four blocks, surrounded by farmlands, and bordered by the Westmoreland River and the Northumberland Strait. There are occasionally homes for rent.

As of March 1998, the average Multiple Listing Service list prices for homes in Queen's County, excluding Charlottetown, Stratford and Cornwall are:

- \$43,781 for a 1 or 2 bedroom home;
- \$124,500 for a 5 (or more) bedroom home;
- \$82,515 overall average.

Education

Area children can attend a private kindergarten located in the old Victoria School. Children from Victoria attend grades 1 through 9 at Englewood school, which has a population of 257 students. Englewood has a web site at www3.pei.sympatico.ca/dr.baker1/.

High school students are transported by bus to Bluefield High School in Hampshire, approximately 35 km away. Bluefield school incorporates grades 10 through 12 and has a population of 881 students.

Health Care Facilities

Crapaud, located just north of Victoria, has a doctor and dentist as well as a pharmacy. The nearest hospital is Queen Elizabeth Hospital in Charlottetown. Ambulance service is through Neil's Ambulance in Charlottetown.

Points of Service

The nearest Provincial Government Services Offices are in Charlottetown, and there is an Access PEI Centre in Summerside.

Victoria is served by the Crapaud Post Office.

The Victoria Wharf is owned and managed by the Central Development Corporation. Commercial space on the wharf is leased to tourism-related small businesses by the CDC.

This area is served by the Charlottetown Human Resource Centre.

Municipal Services

The village provides garbage pickup, and is exploring the possibility of a municipal sewage system. Fire protection is provided by the volunteer Victoria Fire Department, which acts in close cooperation with the Crapaud Fire Department. Police services are through the RCMP.

Tax rates for 1998 are \$0.40 per \$100 of assessment for both commercial and non-commercial properties.

Recreation

Victoria Provincial Park, with beach access, picnic tables and washrooms, is adjacent to the Village. Brookvale Provincial Ski Park is nearby. There are attractions on the wharf for residents and visitors, and a number of small shops along the village streets.

Victoria area anglers can fish for brook trout in, among others, Matter's Pond, Sherren's Pond, Holm's Pond, Crosby's Pond, the Westmoreland River, and the West River.

Community Organizations

Among the groups in Victoria are the South Shore Arts Council, the Crapaud And Victoria Chamber Of Commerce, the Recreation Committee, and the Victoria Women's Institute.

Cultural Facilities and Events

Victoria Playhouse Summer Festival is well known throughout Prince Edward Island and is part of the "theatre circuit." The playhouse company rents the community centre during the summer months for their festival.

The Community Centre also hosts year round events such as weekly card parties, theatre productions and concerts.

The Victoria Recreation Committee organizes many community events throughout the year:

- Victoria Day community supper
- Canada Day celebration
- End-of-summer bonfire
- Terry Fox run
- Fire Department annual children's Christmas party
- Christmas carolling

In addition to the Victoria Community Centre, Englewood School and the Fire Hall are available for rent for meetings or special events.

Churches

Victoria has two churches, St. John's Anglican, and Victoria United.

Contact Information

To find out more about Victoria, contact one of the groups below:

Community of Victoria

PO Box 39
Victoria PE
C0A 2G0
Telephone: (902) 658-2085
Office hours: No scheduled hours
Council meeting: First Monday of month, 7:30 pm

Chairperson: Erskine Smith
Administrator: Kaye MacVittie
Councillors: John Connor, Paul Sheidow
Incorporated: 1951
Population: 158

South Shore Chamber Of Commerce

For information, contact:
Scott Dawson
South Shore Chamber of Commerce
Crapaud, PEI
C0A 1J0
Phone (902) 658-2649 (evenings)

Federation of PEI Municipalities

The Federation of Prince Edward Island Municipalities is a body formed for the purpose of representing in one organization the various cities, towns, resort municipalities, and incorporated communities within the Province of Prince Edward Island.

Lisa Doyle-MacBain, Executive Director
1 Kirkdale Road,
Charlottetown, PEI
C1E 1R3
Telephone: (902) 566-1493
Fax: (902) 368-1239
E-mail: macbain@auracom.com
Web site: <http://www.munisource.org/fpeim/>

Human Resources Development Canada

Victoria is served by the Charlottetown Human Resource Centre. For information on programs and services offered by HRDC, you may visit our website at:

<http://www.pe.hrdc-drhc.gc.ca/common>

This site also contains links to other sites of interest.

Charlottetown Human Resource Centre
161 St. Peters Road
PO Box 20105, Sherwood Postal Outlet
Sherwood, Prince Edward Island
Canada CIA 9E3

Located in the Ellis Brothers Shopping Centre, the office serves Charlottetown, the Capital City of Prince Edward Island. It also serves an area from New London in the Western portion of Queens County continuing East to Vernon River in the Western portion of Kings County.

The office is a full service centre with Employment Insurance, Income Security Programs, Employment Programs, Investigation & Control and Women's Programs. The population of the area served by HRC Charlottetown is 64,000 with a Labour force estimated at 35,000. There is an employer base estimated at 4000.

Hours of Operation:

8:30 A.M. to 4:00 PM. Monday to Friday

Telephone Numbers.

Employment Insurance Inquiries: 902-566-7781

Toll Free: (English): 1-800-206-7218, (French): 1-800-808-6352

Job line: 902-566-7799 Toll Free. 1-800363-2342

Employment Services:

General enquiries: 902-566-7723 or 902-566-7766

Employer Job Orders: 902-566-7754

Records of Employment: Toll Free: 1-800-578-6821

Income Security Programs:

(Canada Pension/Old Age Security)

English: 1-800-277-9914

French: 1-800-277-9915

Appendix I

The following municipalities are members of the Federation of Prince Edward Island Municipalities. A profile of each municipality was created during the Municipal Profile Project between February and June, 1998.

City of Charlottetown
City of Summerside
Town of Alberton
Town of Cornwall
Town of Georgetown
Town of Kensington
Town of Montague
Town of Souris
Town of Stratford
Community of Abrams Village
Community of Borden-Carleton
Community of Brudenell
Community of Cardigan
Community of Central Bedeque
Community of Crapaud
Community of Kinkora
Community of Miscouche
Community of Morell
Community of Murray Harbour
Community of New Haven-Riverdale
Community of North Rustico
Community of O’Leary
Community of Resort Municipality
Community of St. Louis
Community of St. Peter’s Bay
Community of Tignish
Community of Tyne Valley
Community of Victoria
Community of Wellington
Community of Winsloe South

Appendix II

Census Definitions

The following definitions are provided to assist readers in understanding the terminology used in the census data in this report. For further explanation or details please contact the Labour Market Information unit of Human Resource Development Canada.

Average Employment Income of Individuals - is calculated from unrounded data by dividing the aggregate employment income of a specified group of individuals by the number of individuals with employment income in that group. It refers to individuals 15 years and over who reported employment income for the calendar year 1995.

Census Family - refers to:

- 1) a now married couple (with or without never -married sons and /or daughters of either or both spouses), or
- 2) a couple living common-law (with or without never-married sons and/or daughters of either or both spouses), or
- 3) a lone parent of any marital status, with at least one never-married son or daughter living in the same dwelling.

Census reference date - May 14, 1996

Census reference week - The census reference week was the week prior to enumeration.

Employed - includes all persons who worked for pay or in self-employment in the paid labour force in the week prior to enumeration. This includes all persons working for wages or salaries, all self-employed persons (with or with out paid help) working in their own business, farm or professional practice, and all persons working without pay in a family farm or business during the reference week. (The “employed “ also includes persons who were absent from their job or business for a variety of reasons.)

Employment income by work activity - refers to total income received by persons 15 years of age and over during the calendar year 1995 as wages and salaries; net income from non-farm unincorporated business and /or professional practice and net farm self-employment income for all jobs held. Included in this is both full time work (i.e. 30 hours or more per week) and part time (less than 30 hours per week) as well as those who worked full year (49- 52 weeks of the year) or part of the year (less than 49 weeks per year) .

Ethnic origin - refers to the ethnic or cultural group(s) to which the respondents ancestors belonged. (An ancestor was defined as someone from whom a person is descended and is usually more distant than grandparent). Respondents were asked to specify as many groups as applicable.

Knowledge of Official Languages - refers to the ability to conduct a conversation in English only, in French only, in both English and French or in neither of the official languages of Canada.

Knowledge of Non-official Languages - Refers to languages, other than English or French, in which the respondent can conduct a conversation.

Labour Force - refers to those persons 15 years of age and older, excluding institutional residents who were employed or unemployed during the week (Sunday to Saturday) prior to census day

Mother tongue - refers to the first language learned at home in childhood and still understood by the individual at the time of the census.

Participation rate - refers to the total labour force in the week (Sunday to Saturday) prior to Census day, expressed as a percentage of the population 15 years of age and over, excluding institutional residents.

Unemployed - refers to persons 15 years of age and over, excluding institutional residents, who, during the week (Saturday to Sunday) prior to Census Day, were without paid work and were available for work and either; 1) had actively looked for work in the past four weeks; or 2) were on temporary lay-off and expected to return to their job ; or 3) had definite arrangements to start a new job in four weeks or less.

Unemployment rate - refers to the unemployed labour force expressed as a percentage of the total labour force in the week (Sunday to Saturday) prior to Census Day. Data are available for persons 15 years of age and over, excluding institutional residents.

Visible minority - the employment equity act definition was used. It defines Visible minorities as persons (other than Aboriginal Persons) who are non-Caucasian in race or non-white in color.

Working age population - refers to the number of persons in the total population who are 15 years of age and over, excluding institutional residents.