



SALT SPRING
INSIGHTS

Quality of Life on Salt Spring Island

FIRST QUARTER RESEARCH REPORT #1 2022

Purpose of Salt Spring Insights

What is Salt Spring Insights?

Salt Spring Insights is an online research panel, created by two local companies, **Return on Insight** — a market research consultancy — and **Marketworks** — a digital media company.

Together, we want to enhance the quality of conversations taking place in our community, providing a safe, respectful space to express opinions and to share insights that encourage better decision making.

Methodology



Salt Spring Insights is an online research panel, created to reflect a representative cross section of Salt Spring residents by age, gender and region on the island, based upon known Statistics Canada categories.

Results of the first quarter survey of 238 are accurate at a 95% confidence margin to within plus or minus 7%. In other words, 19 times out of 20, the results expressed here would be within 7% of a complete census of opinion.

Quality of Life is Good.



Nine in Ten Rate Quality of Life Positively

Nine out of 10 residents (87%) rate their quality of life here on Salt Spring as good (46%) or very good (41%).

Affordable Housing Tops the List of Things That Could Improve SSI

One third of Islanders (33%) say that building more affordable housing or improving the affordability of rental housing on Salt Spring would improve the quality of life here.

Other Things that Could Improve Quality of Life on SSI

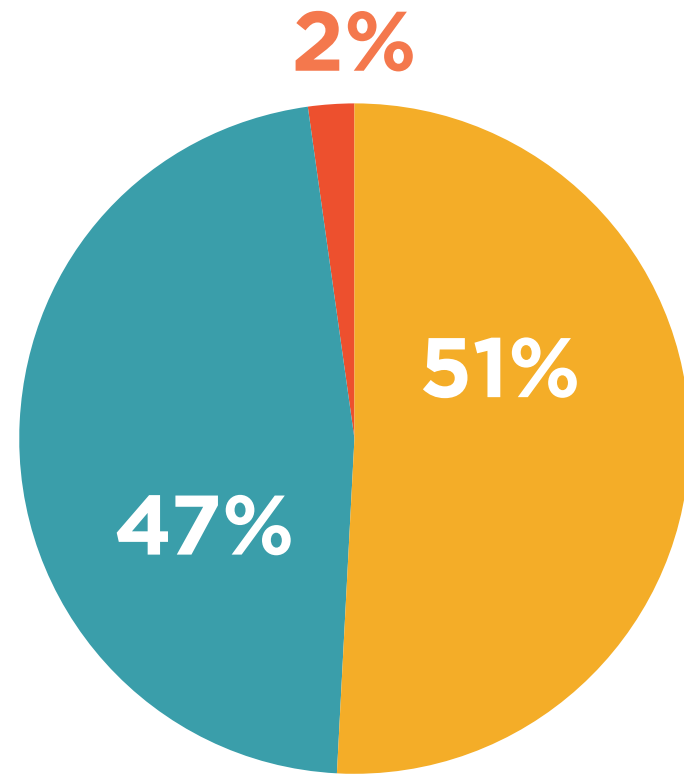
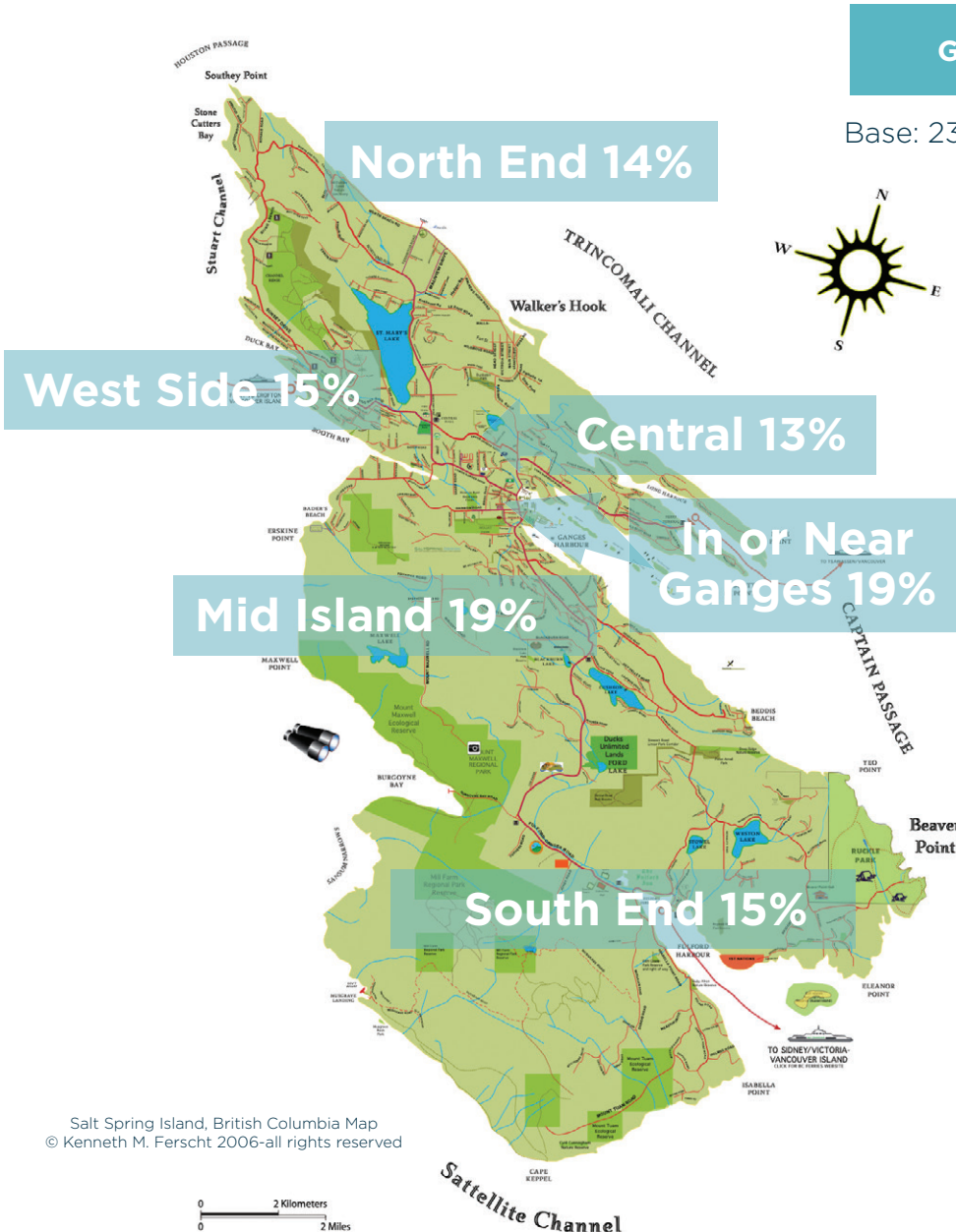
- Providing more facilities and services
- Improving the state of roads and and pathways
 - Changing our system of governance
 - Adding doctors

Profile of Participants

GENDER

Base: 238 Participants

- Male
- Female
- Other



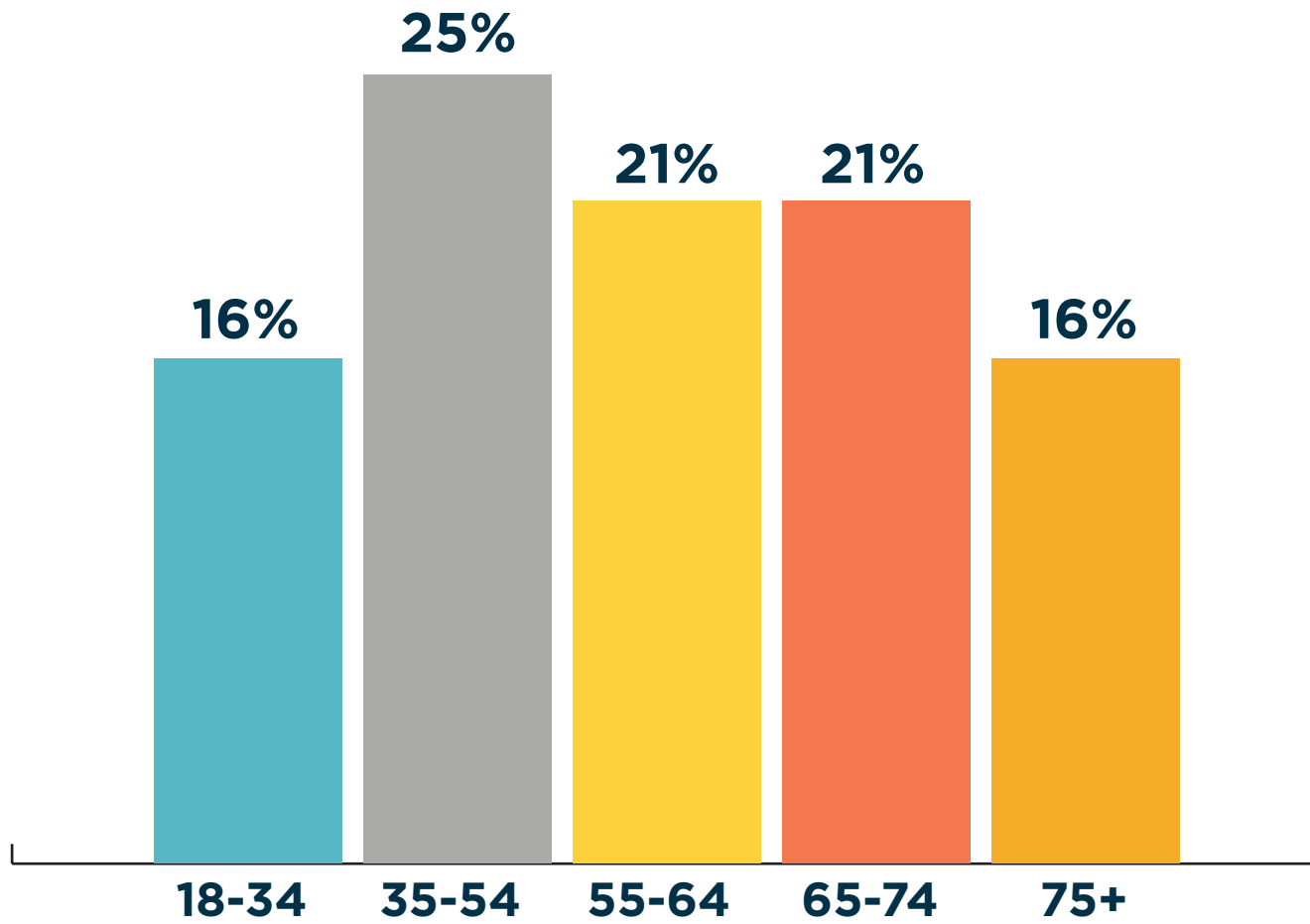
Salt Spring Island, British Columbia Map
© Kenneth M. Ferscht 2006-all rights reserved

0 2 Kilometers
0 2 Miles

Profile of Participants

AGE RANGE

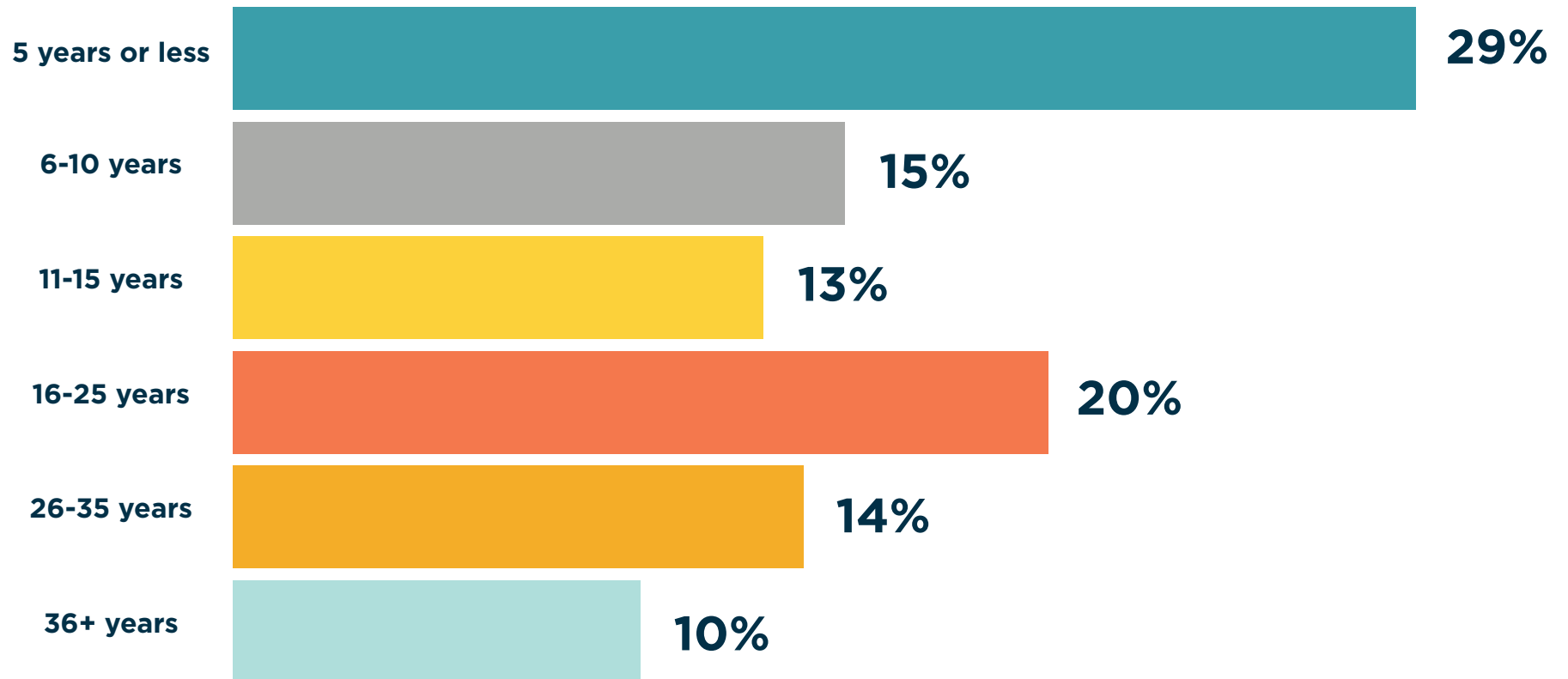
Base: 238 Participants



Profile of Participants

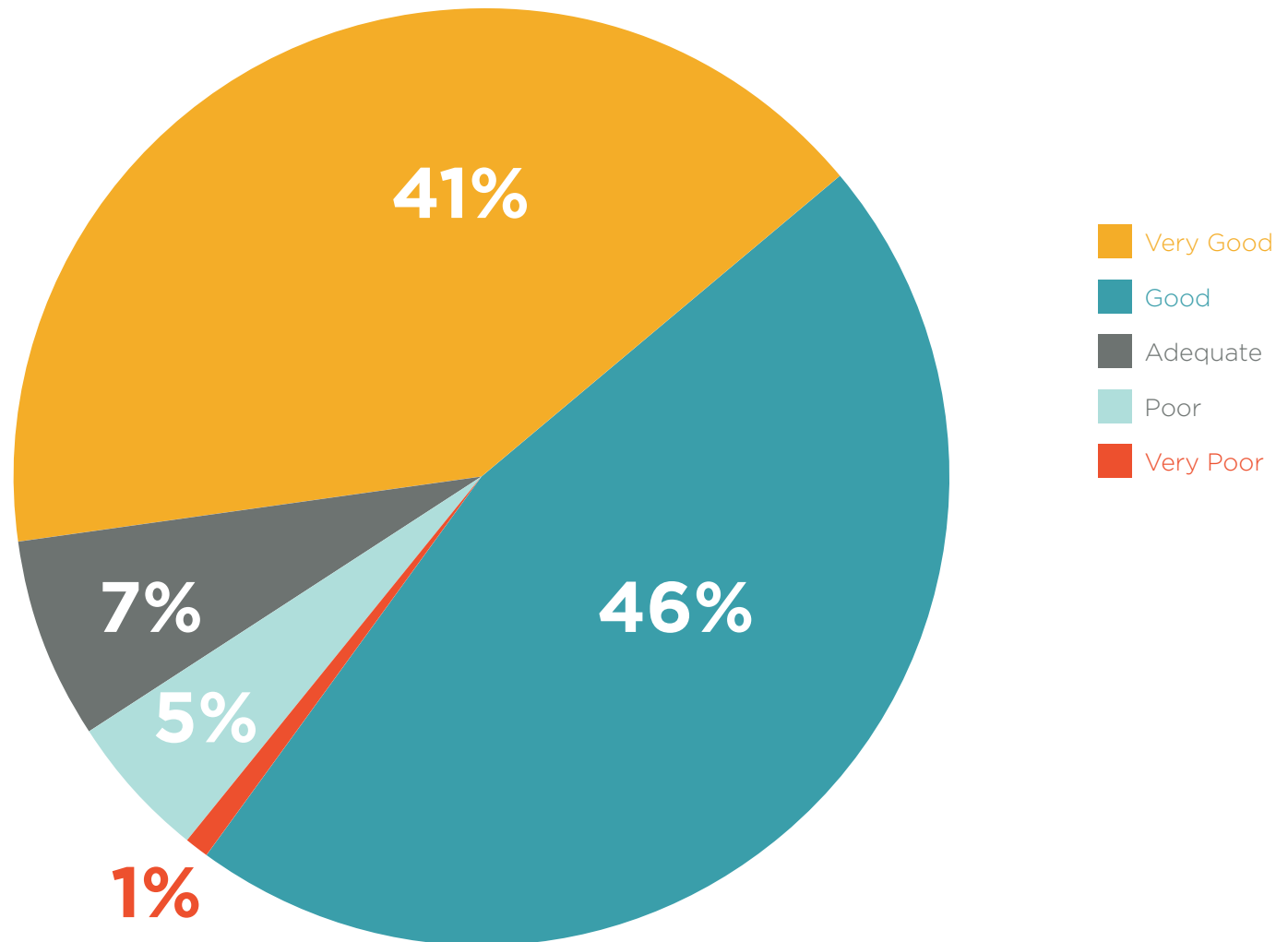
YEARS LIVED ON SSI

Base: 238 Participants



Rating Quality of Life

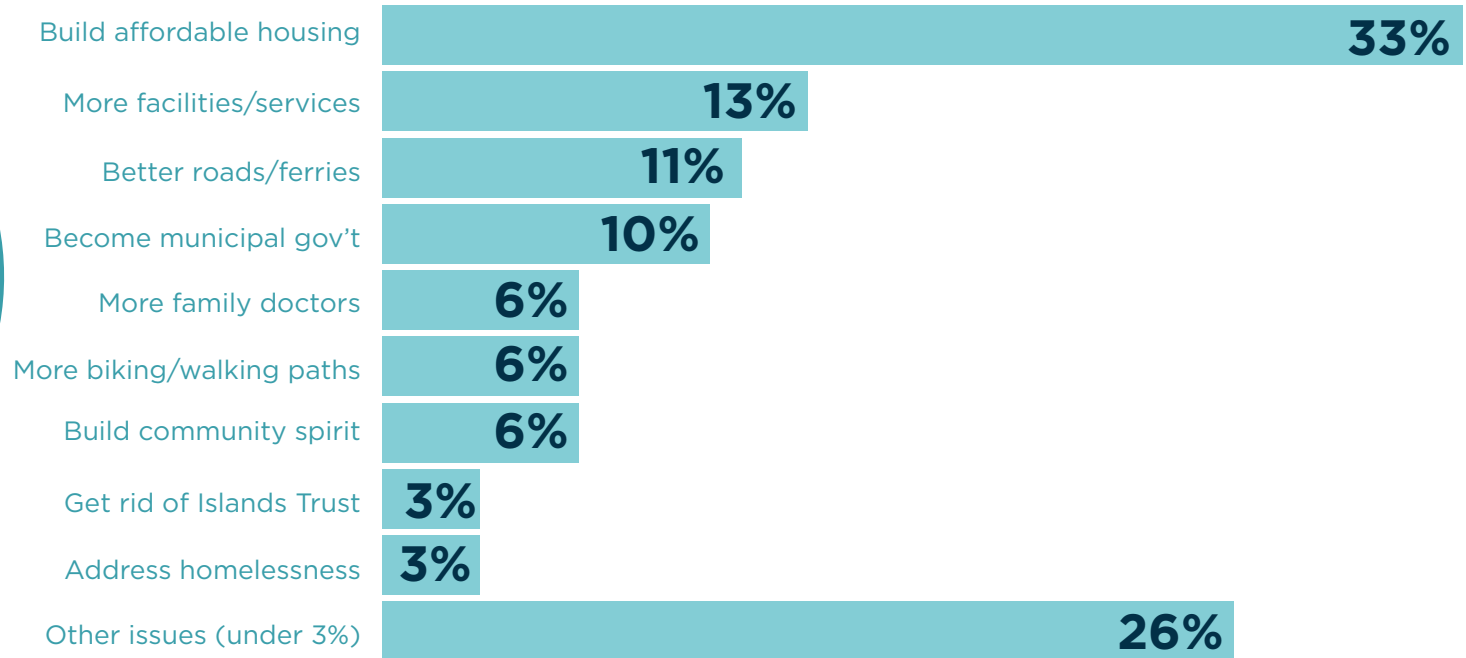
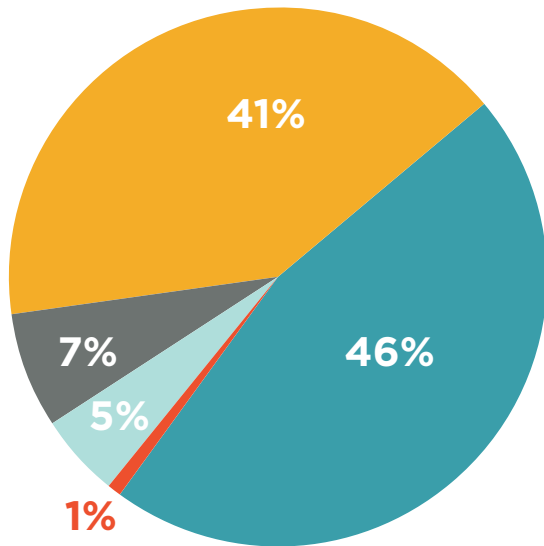
*“Overall, how would you rate your quality of life here on Salt Spring Island?
Would you say it is **very good, good, adequate, poor** or **very poor**?”*



Improving Quality of Life

“Overall, how would you rate your quality of life here on Salt Spring Island? Would you say it is **very good, good, adequate, poor or very poor?**”

“What one thing would improve quality of life here on Salt Spring Island for you and others?”



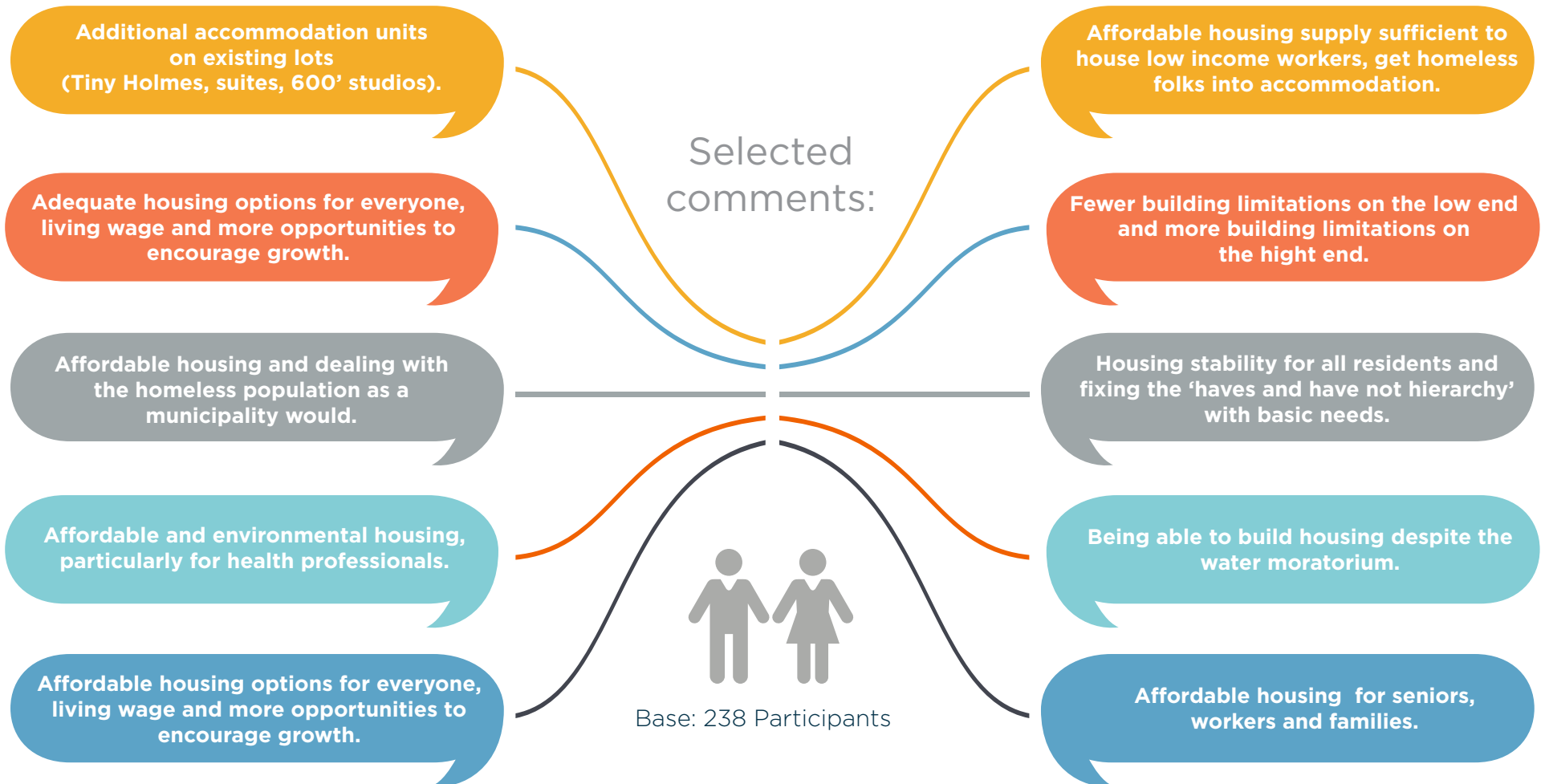
Base: 238 Participants

Affordable Housing Suggestions

“What one thing would improve quality of life here on Salt Spring Island for you and others?”

Build affordable housing

33%

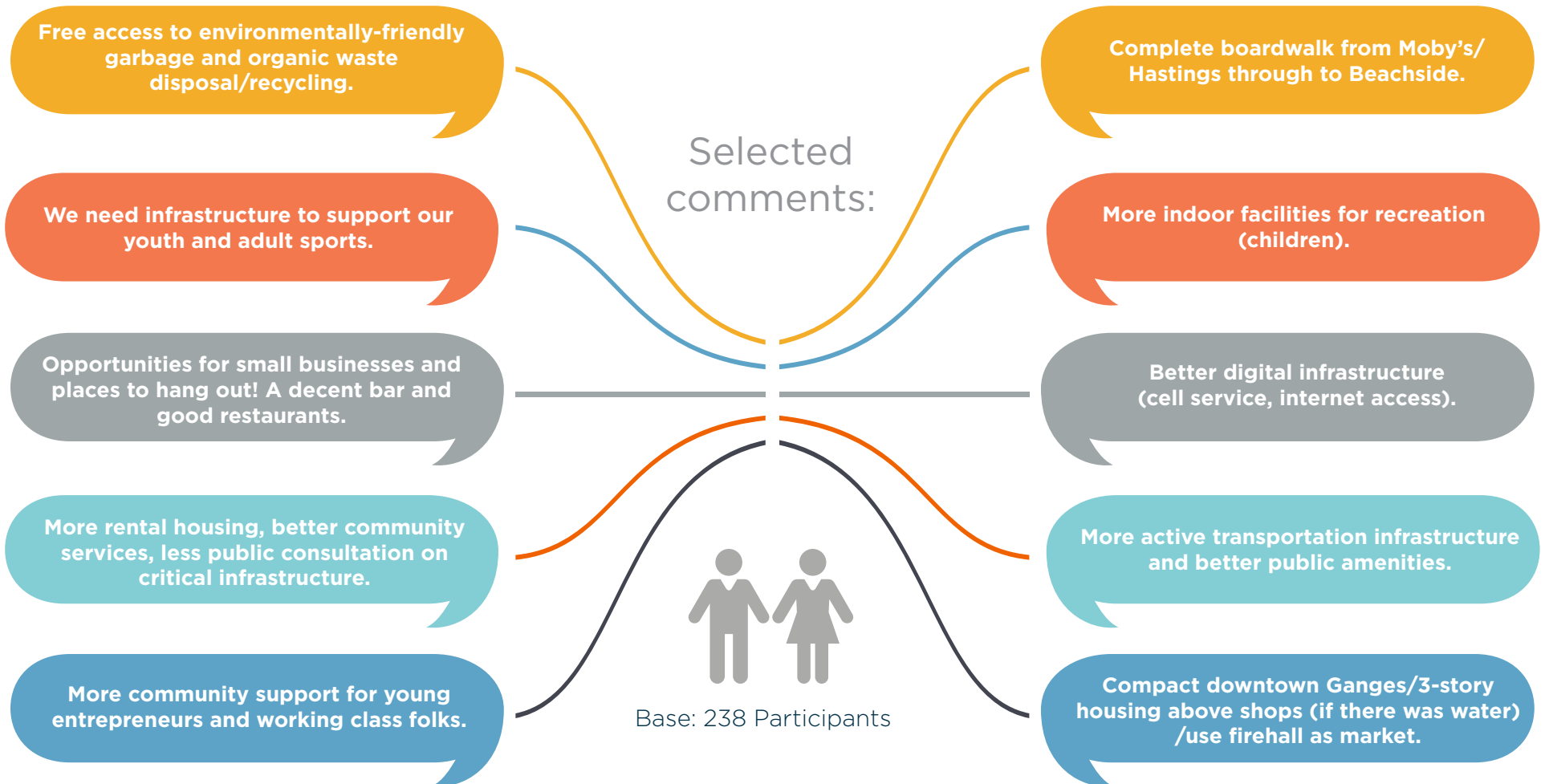


Comments on Services and Facilities

“What one thing would improve quality of life here on Salt Spring Island for you and others?”

More facilities/services

13%

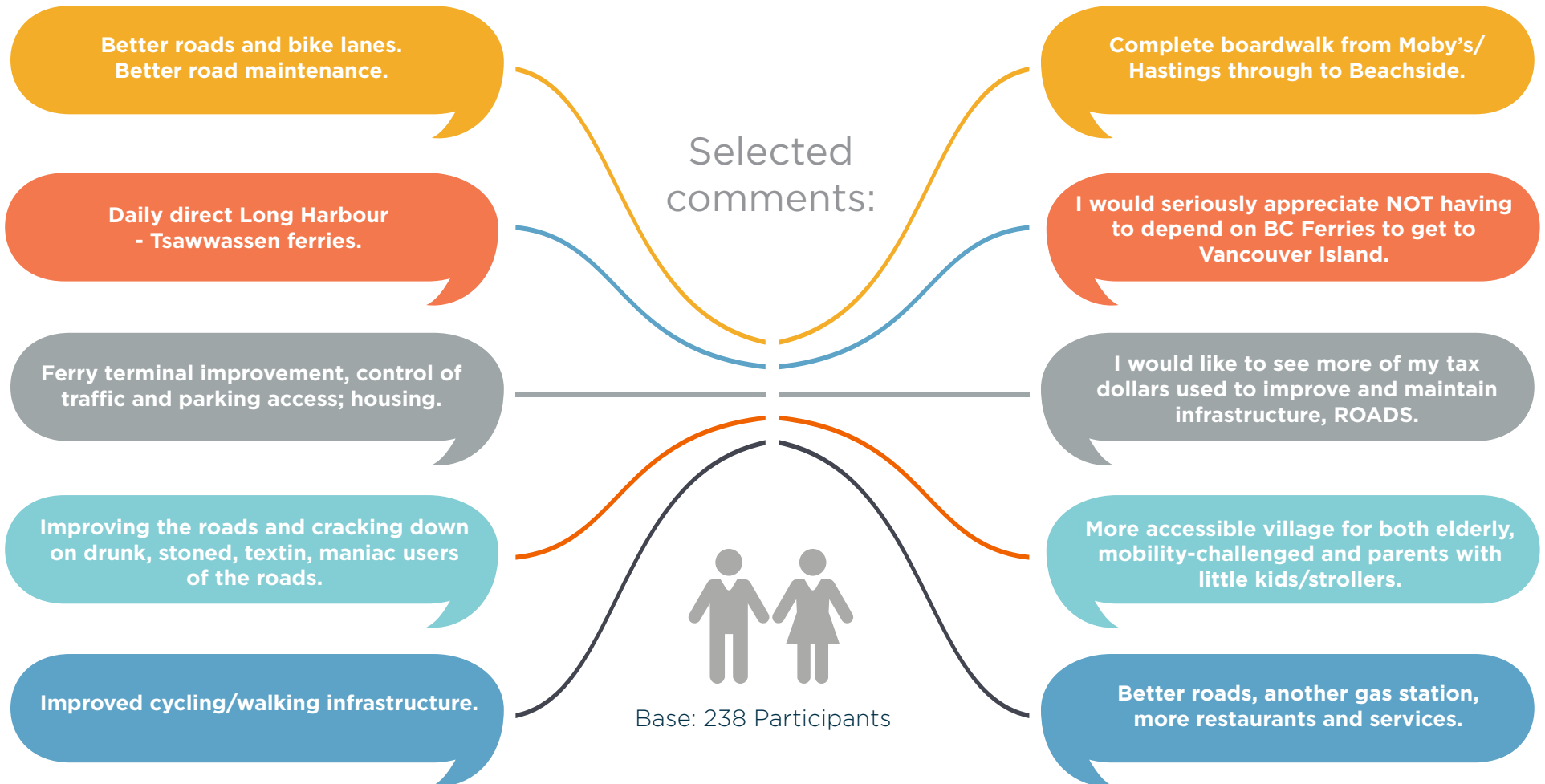


Road & Ferry Suggestions

“What one thing would improve quality of life here on Salt Spring Island for you and others?”

Better roads/ferries

11%



Governance Suggestions

“What one thing would improve quality of life here on Salt Spring Island for you and others?”

Become municipal government

10%

