



Purpose of 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

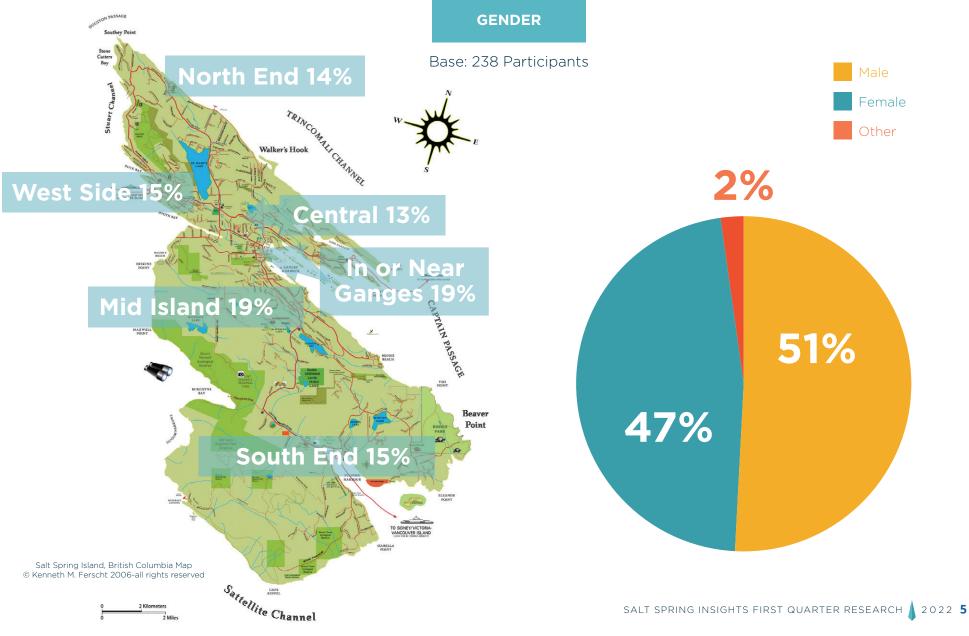
One third of Islanders (33%) say that building more affordable housing or improving the affordability of rental housing on Salt Spring would improve the quality of life here.

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

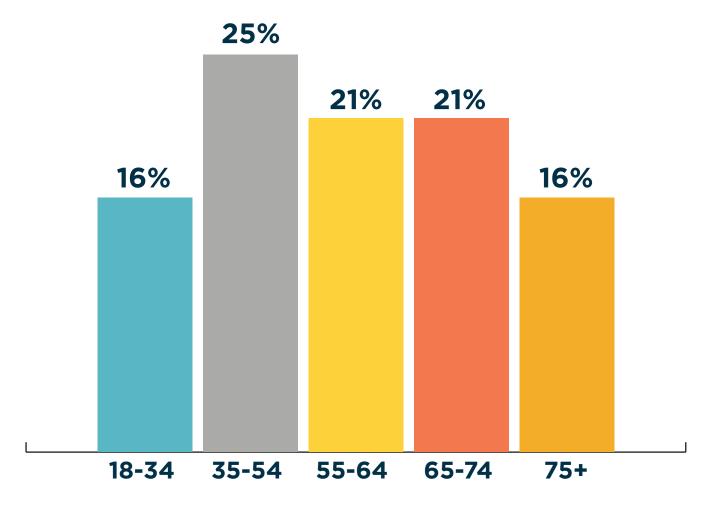




Profile of Participants

AGE RANGE

Base: 238 Participants

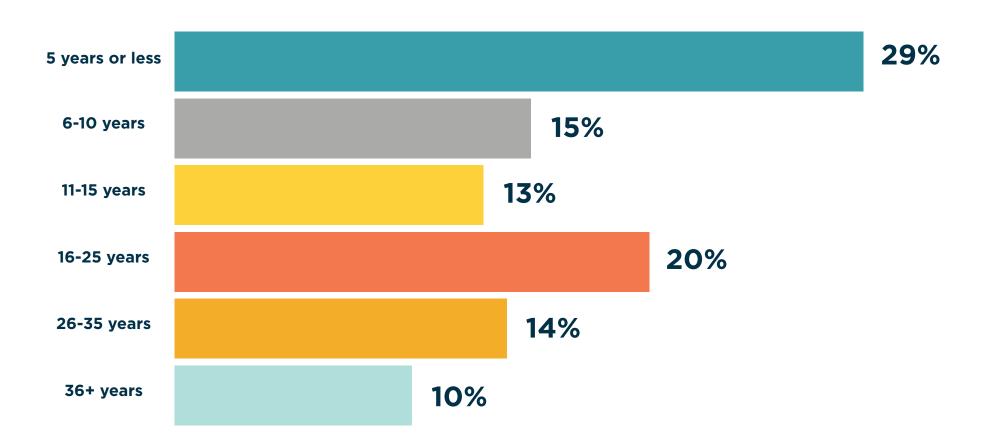




Profile of Participants

YEARS LIVED ON SSI

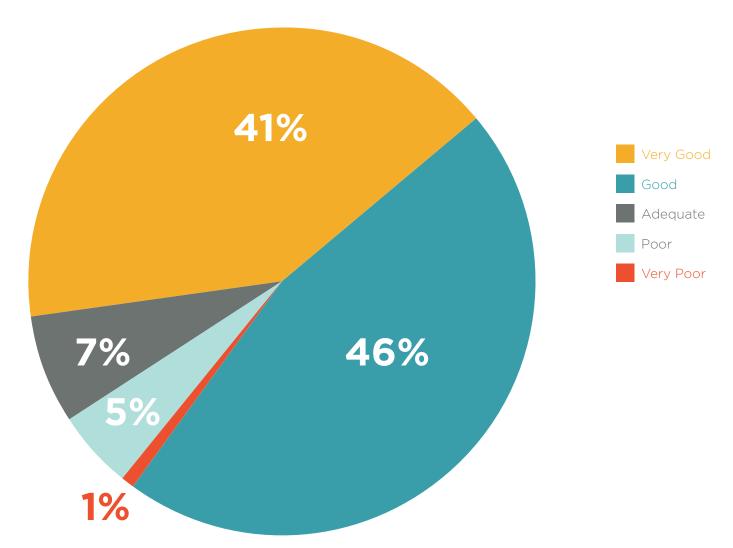
Base: 238 Participants





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?"

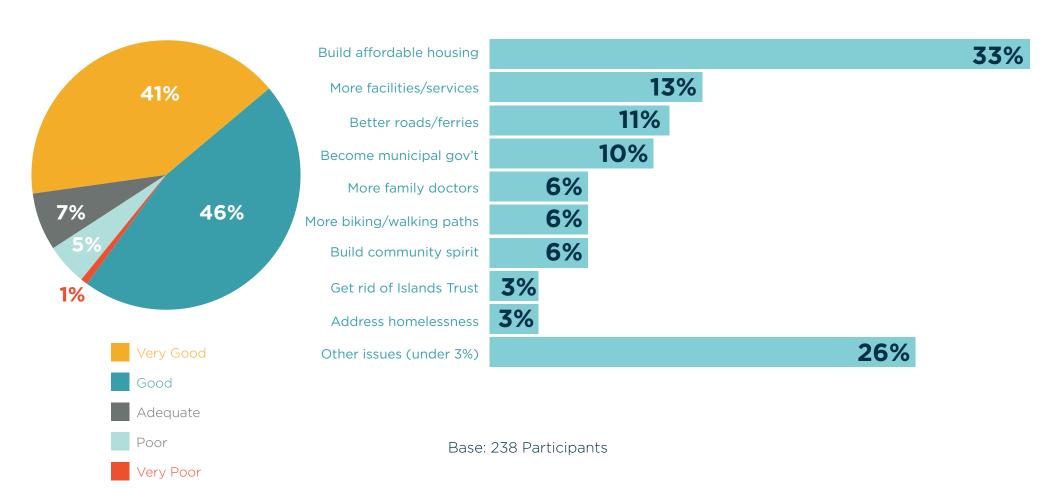




Improving Quality of Life

"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?"





Affordable Housing Suggestions

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

Build affordable housing

33%

Additional accommodation units on existing lots (Tiny Holmes, suites, 600' studios).

Adequate housing options for everyone, living wage and more opportunities to encourage growth.

Affordable housing and dealing with the homeless population as a municipality would.

Affordable and environmental housing, particularly for health professionals.

Affordable housing options for everyone, living wage and more opportunities to encourage growth.

Selected

comments:

Affordable housing supply sufficient to house low income workers, get homeless folks into accommodation.

Fewer building limitations on the low end and more building limitations on the hight end.

Housing stability for all residents and fixing the 'haves and have not hierarchy' with basic needs.

Being able to build housing despite the water moratorium.

> Affordable housing for seniors, workers and families.



Base: 238 Participants



Comments on Services and Facilities

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

13% More facilities/services Free access to environmentally-friendly Complete boardwalk from Moby's/ garbage and organic waste Hastings through to Beachside. disposal/recycling. Selected comments: We need infrastructure to support our More indoor facilities for recreation youth and adult sports. (children). Opportunities for small businesses and **Better digital infrastructure** places to hang out! A decent bar and (cell service, internet access). good restaurants. More rental housing, better community More active transportation infrastructure services, less public consultation on and better public amenities. critical infrastructure. Compact downtown Ganges/3-story More community support for young housing above shops (if there was water) Base: 238 Participants entrepreneurs and working class folks. /use firehall as market.



Road & Ferry Suggestions

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

11% Better roads/ferries Better roads and bike lanes. Complete boardwalk from Moby's/ Better road maintenance. Hastings through to Beachside. Selected comments: I would seriously appreciate NOT having **Daily direct Long Harbour** to depend on BC Ferries to get to - Tsawwassen ferries. Vancouver Island. I would like to see more of my tax Ferry terminal improvement, control of dollars used to improve and maintain traffic and parking access; housing. infrastructure, ROADS. Improving the roads and cracking down More accessible village for both elderly, on drunk, stoned, textin, maniac users mobility-challenged and parents with of the roads. little kids/strollers. Better roads, another gas station, Improved cycling/walking infrastructure. Base: 238 Participants more restaurants and services.



Governance Suggestions

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

10% Become municipal government Municipality; we still are too disjointed Incorporate. in the services we offer and the funding we receive. Selected comments: A better say in how we manage this island, A single governance structure. the CRD and Islands Trust system is not A municipal type of government selected A local government responsive to from Salt Springers and staffed and and supportive of residents. housed on Salt Spring. A true local government to replace Change the local governing to something our current dysfunctional layers of beneficial for the island and residents. overlapping structures. Remove the Island Trust current Reform political structure so it becomes management style of complaint-driven Base: 238 Participants more democratic. to one that WORKS WITH people.