



SALT SPRING
INSIGHTS

Value for Tax Dollars on Salt Spring Island

FIRST QUARTER RESEARCH REPORT #2 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.

Value for Tax Dollars Varies



Fire Services Rated Highest

Over half of Islanders say they get good value for the taxes they pay for fire protection services (55%), while a further 23% say the value is adequate.

Decent Rates for CRD, School Board

Almost half of Islanders think they get good value for CRD-provided services such as transit funding (49% good, 29% adequate) and parks and recreation (44% good, 36% adequate value). Value for school board taxes paid is in the same range (41% good value, 25% adequate).

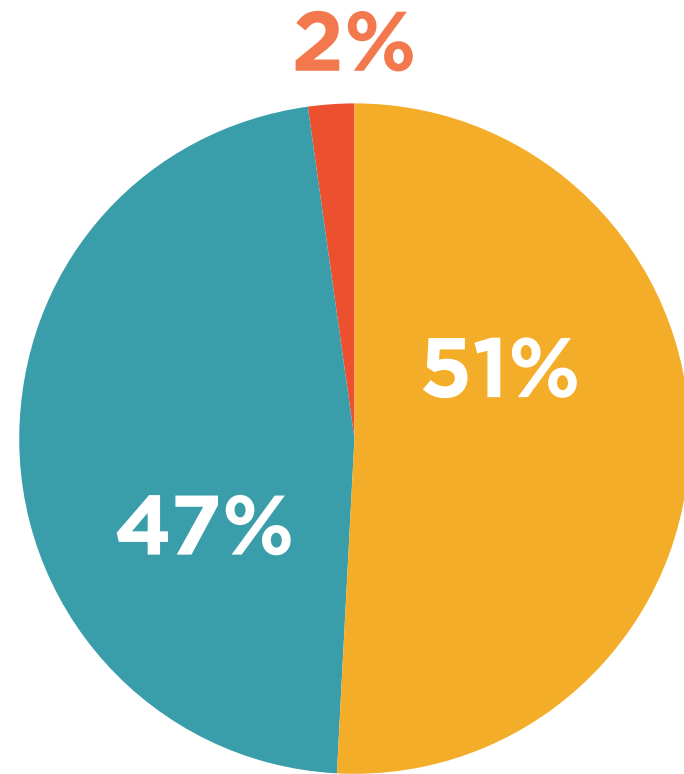
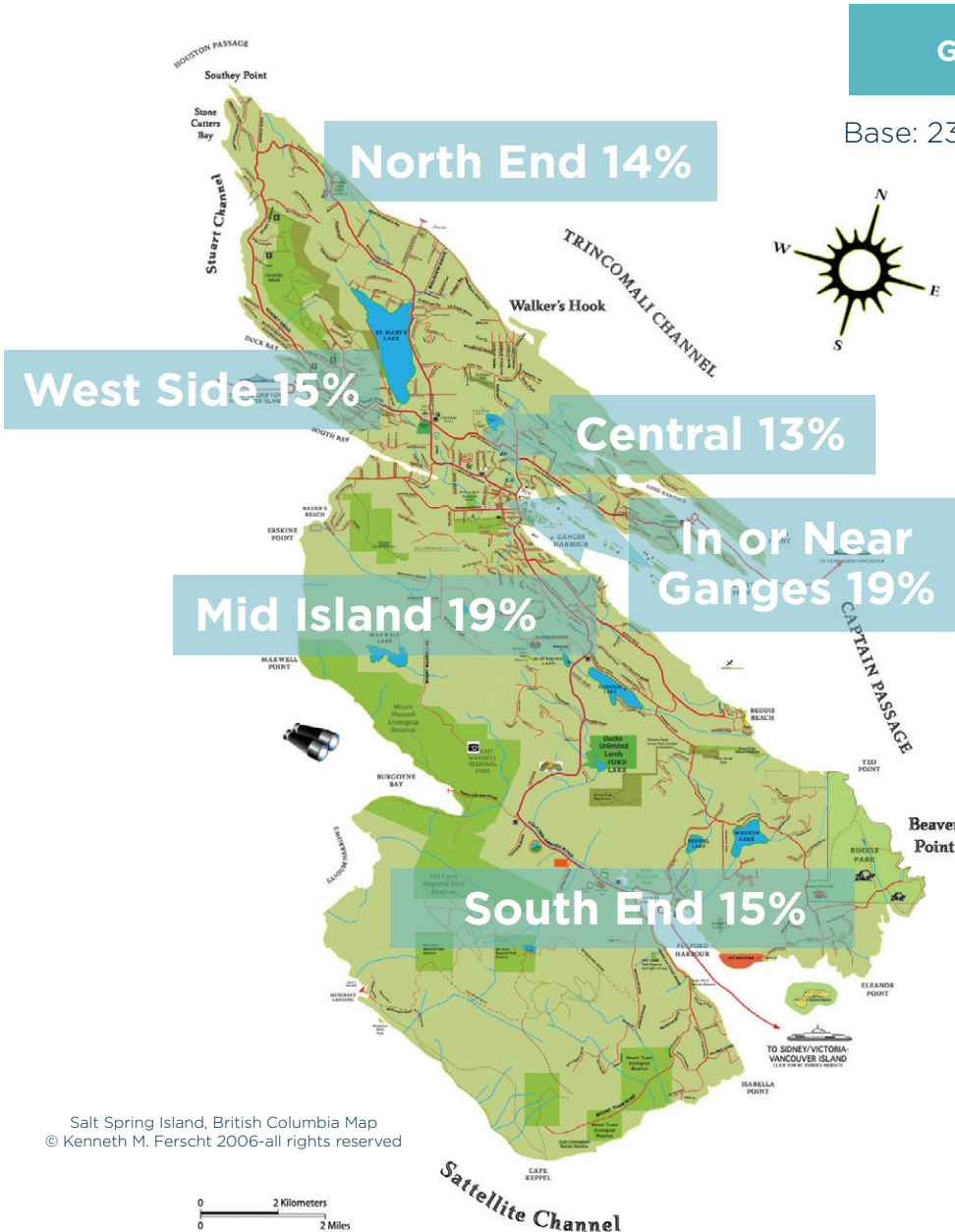
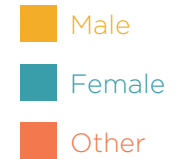
Water Services Rated Poorly

Water services stand out as an area where residents receive mixed or poor value for taxes paid (only 27% say good value and 31% say they get poor value). Perceptions of value for water services are lowest in the south end and central Salt Spring areas.

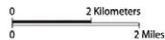
Profile of Participants

GENDER

Base: 238 Participants



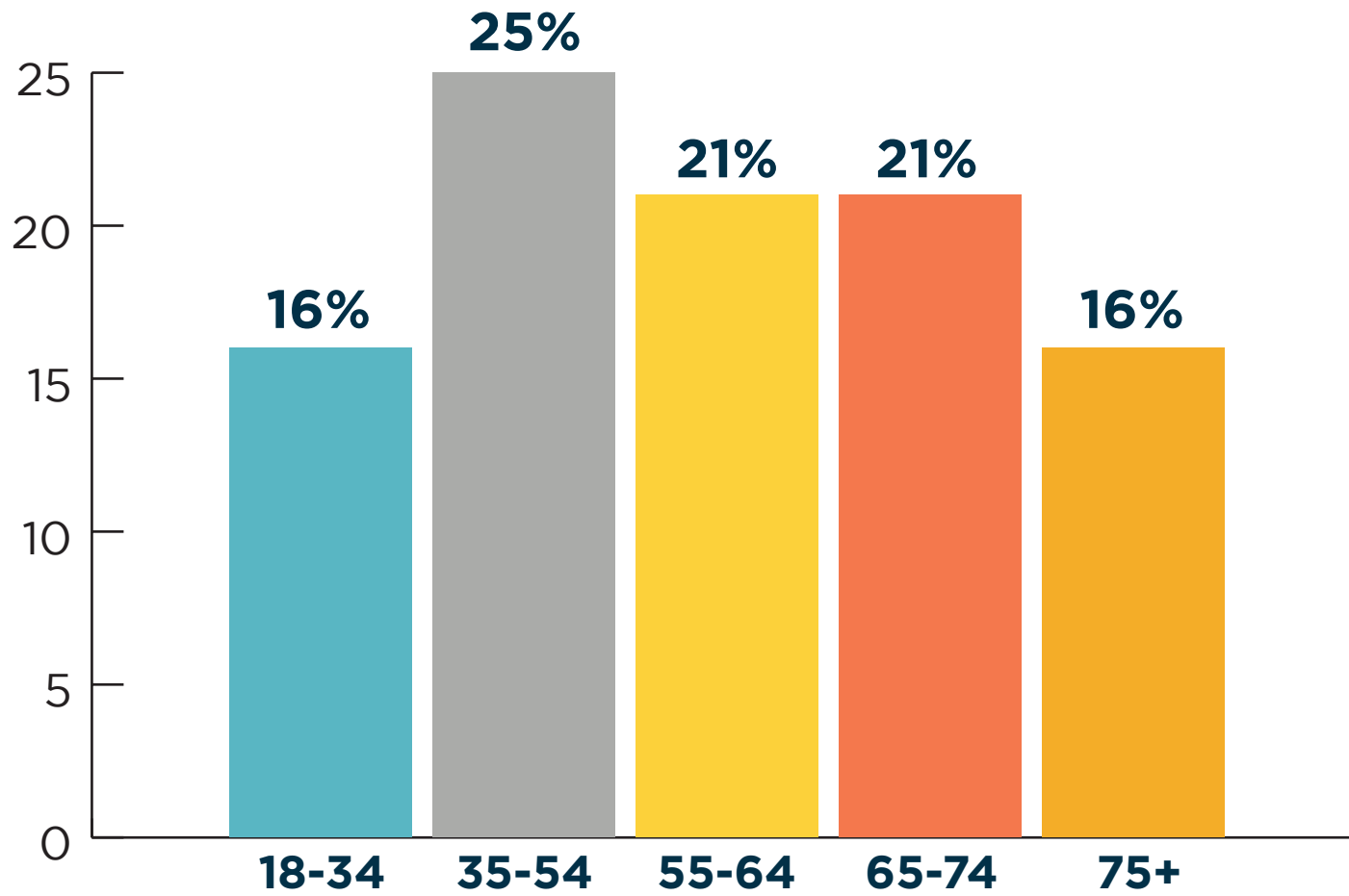
Salt Spring Island, British Columbia Map
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Profile of Participants

AGE RANGE

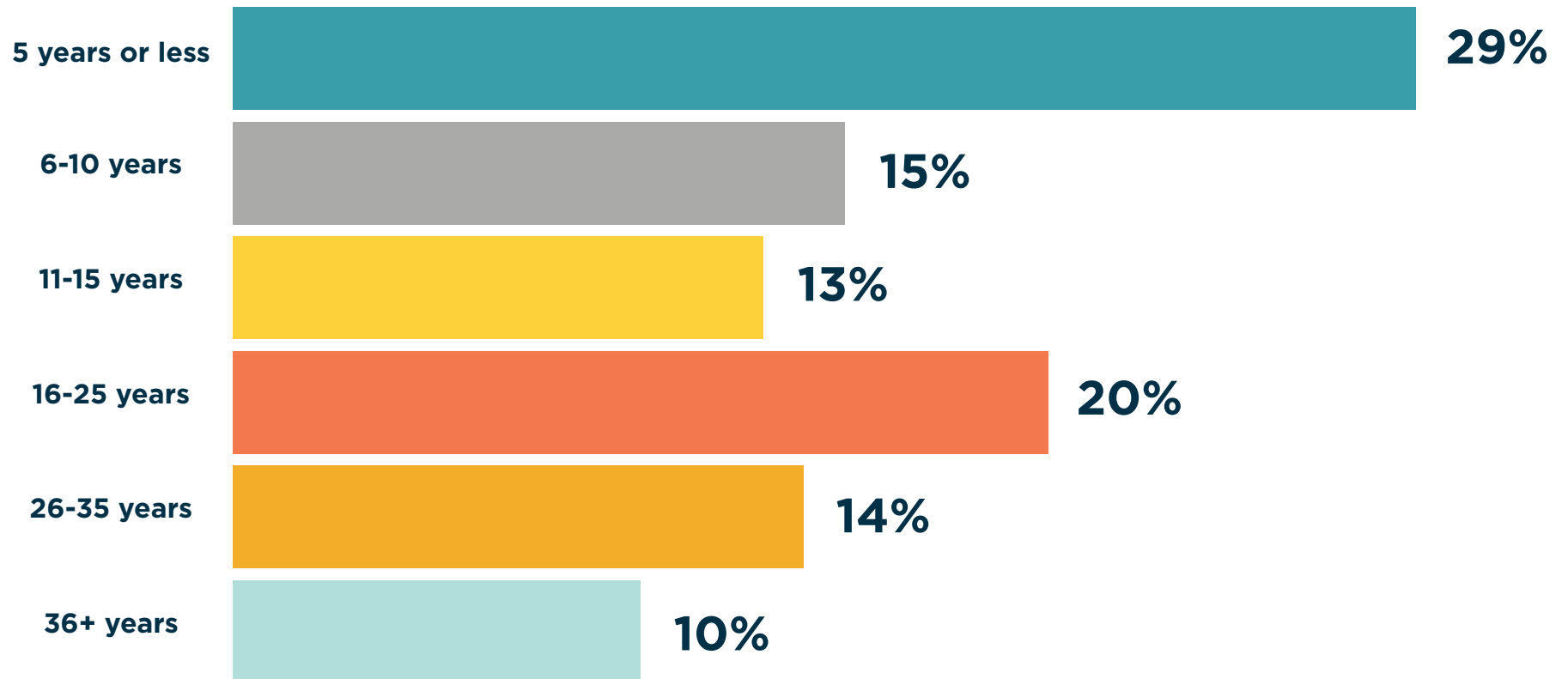
Base: 238 Participants



Profile of Participants

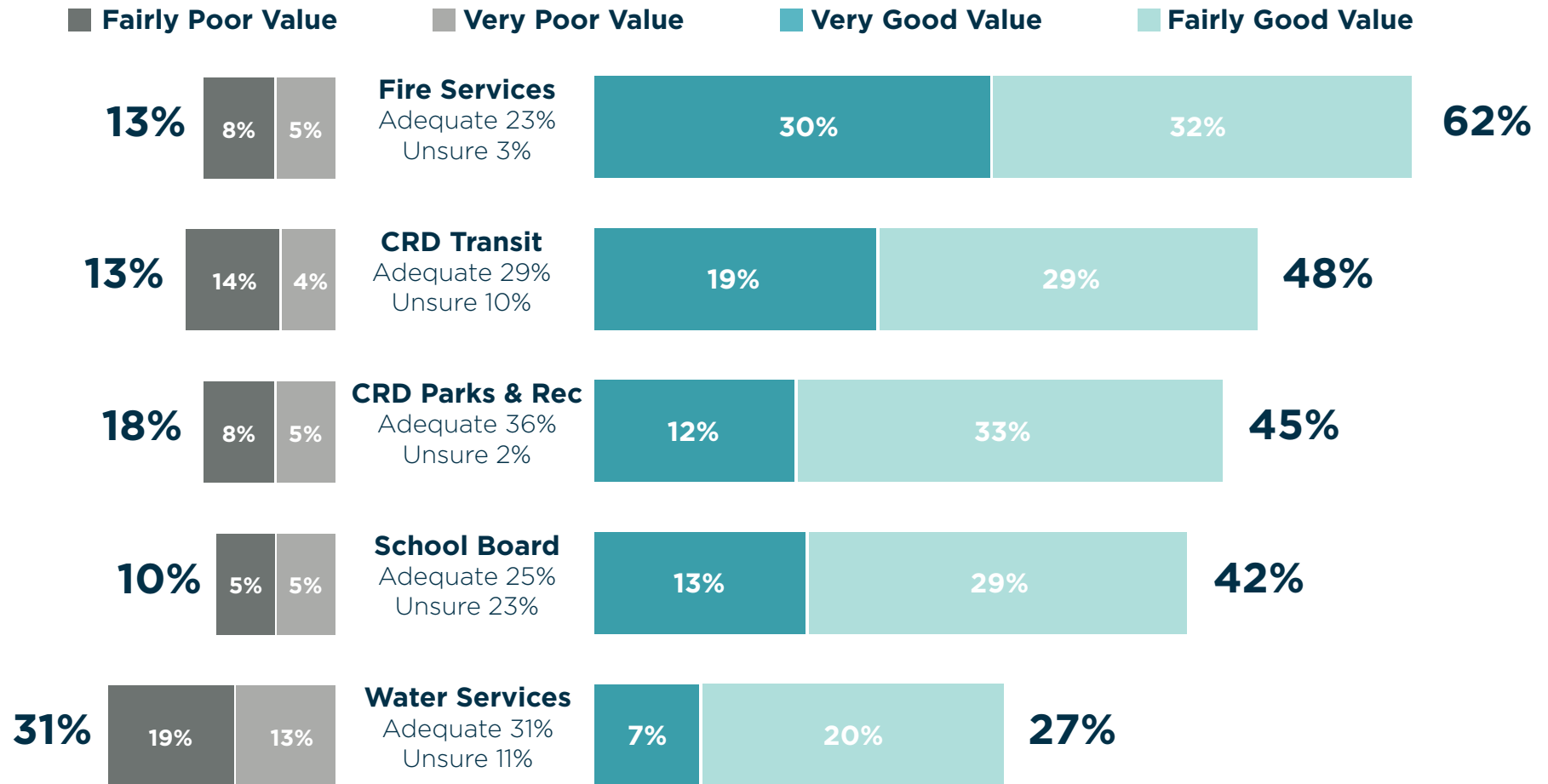
YEARS LIVED ON SSI

Base: 238 Participants



Assessing Value for Tax Dollars Paid

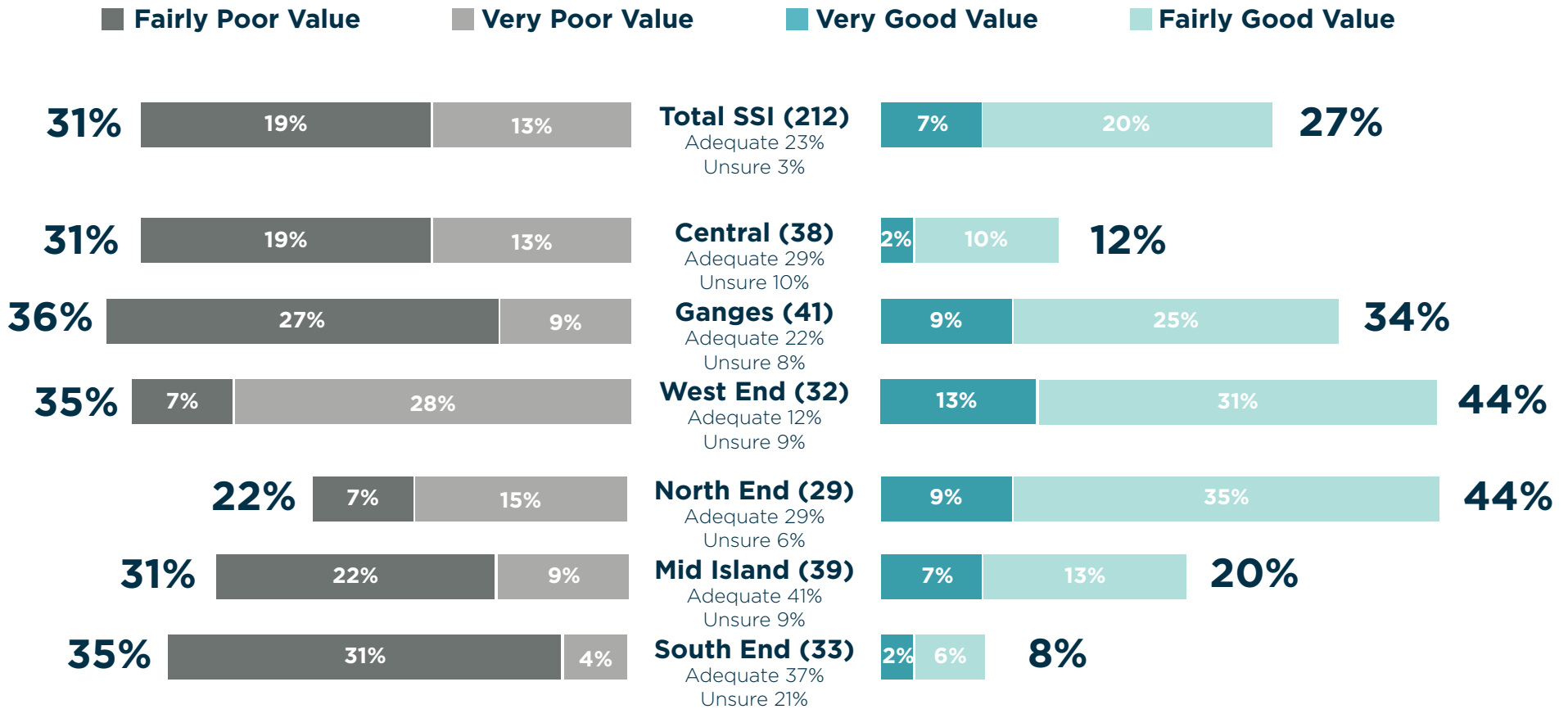
*“Thinking about each of the following services that Salt Spring ratepayers contribute money towards, do you think taxpayers get **very good value**, **fairly good value**, **adequate value**, **fairly poor value** or **very poor value** for the money they pay for each one?”*



Base: 212 Participants

Assessing Value for Tax Dollars Paid by Area

“Thinking about each of the following services that Salt Spring ratepayers contribute money towards, do you think taxpayers get **very good value**, **fairly good value**, **adequate value**, **fairly poor value** or **very poor value** for the money they pay for each one?”



Base: 212 Participants