



Islands Trust



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# The Islands Trust

## Life on the Islands - Area Resident Survey

### Final Results

Prepared for: **The Islands Trust**



**August 2016**



## Background and Objectives

# Background and Objectives

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- In 1974, BC's Islands Trust Act created the Islands Trust to be a federation of local government bodies. The federation represents 25,000 people living within the Islands Trust Area and another 10,000 non-resident property-owners. The area covers the islands and waters between the British Columbia mainland and southern Vancouver Island. It includes 13 major islands and more than 450 smaller islands.
- The Islands Trust is responsible for preserving and protecting the unique environment and amenities of the Islands Trust Area through planning and regulating land use, co-operation with other agencies, and land conservation.
- **The Islands Trust required the services of an experienced market research firm to conduct a statistically significant survey of the Islands Trust Area.**
- On behalf of the Islands Trust, Forum Research conducted a survey of island residents and property owners to learn more about life on the island.
- When respondents asked for the purpose of the survey, interviewers explained the Islands Trust Council approved funding this year for a "State of the Islands" project. Islands Trust staff have been using the funds to research and report on social, economic and environmental trends. This poll is part of that project, and will inform Trust Council about the pros and cons of island life today and what might improve island life in the future. The results of the poll will be public as part of the meeting package going to Trust Council in mid-September.





## Methodology and Limitations

# Methodology

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- A sample of respondents was generated based on area and postal codes, along with a qualifying screener at the beginning of the survey to ensure the correct respondents were contacted.
- Forum Research used a CATI (telephone) methodology to conduct the survey.
  - **Life on the Islands - Area Resident Survey**
    - (N = 426)
      - **Please note that considering the small sample size, significant findings and differences will be limited.**
    - August 9<sup>th</sup> to 15<sup>th</sup>, 2016



# Survey Limitations and Opportunities

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- The survey was based on a random sample of households in and around the Islands Trust Area.
- The targeted population available was 25,670.
  - **Based on this population, the response rate was 2%.**
  - **The findings collected in this survey should be interpreted with caution.**
- The response rate from some islands was very low due to a number of limiting factors,
  - Residents and property owners on the islands can be wary of government and market researchers.
  - Residents of some islands cannot be reached via telephone methodology..

A suggestion for further research would be to consider two different data collection methodologies.

(1) Paper-based survey methodology

This would create a more personalized experience for the respondent. Telephone methodology may feel intrusive and impersonal. Considering the small population sample, Islands Trust would have the capability to send a survey to every home address available.

(2) In-person surveying via Tablet data collection

Islands Trust should travel to, and canvas popular island spots. This way those respondents without telephone numbers, or temporary residents would be more likely to be approached.

**Using a paper-based methodology would result in a higher response rate. The ability to conduct higher level analysis with a larger response rate would provide more conclusive findings.**





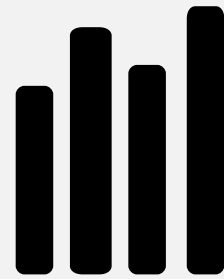
**Summary**

# Summary

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- The majority of respondents live or own property on Salt Spring (40%) followed by just under 1-in-5 respondents living or owning property on Bowen (19%) and Gabriola (18%).
- Over one third of respondents live on the island because they like the rural/independent feel to their island and think it's a good place to raise kids (36%), followed by just over 1-in-4 respondents appreciating the natural landscape (28%). 26% of respondents live on the island because they like it for no reason in particular.
- Roughly 1-in-2 respondents enjoy their islands natural beauty (53%) and the community/people who live there (49%).
- 4-in-10 respondents stated that transportation is the biggest challenge facing their island (40%).
- 38% of respondents want the island to stay the same when asked what they hoped would improve 20 to 30 years from now.
- When asked for reasons they would consider moving off their island, 4-in-10 respondents would consider leaving the island in order to gain better access to healthcare (39%).
- 1-in-10 respondents stated they would never consider moving (10%).
- 93% of respondents stated they knew their neighbours well enough to ask for or offer help.
- The majority of respondents prefer to receive information from their local government through local newspapers (63%) and email (55%).
- 2-in-5 respondents prefer to receive information via Canada Post (39%).
- 82% of the respondents were above the age of 55.

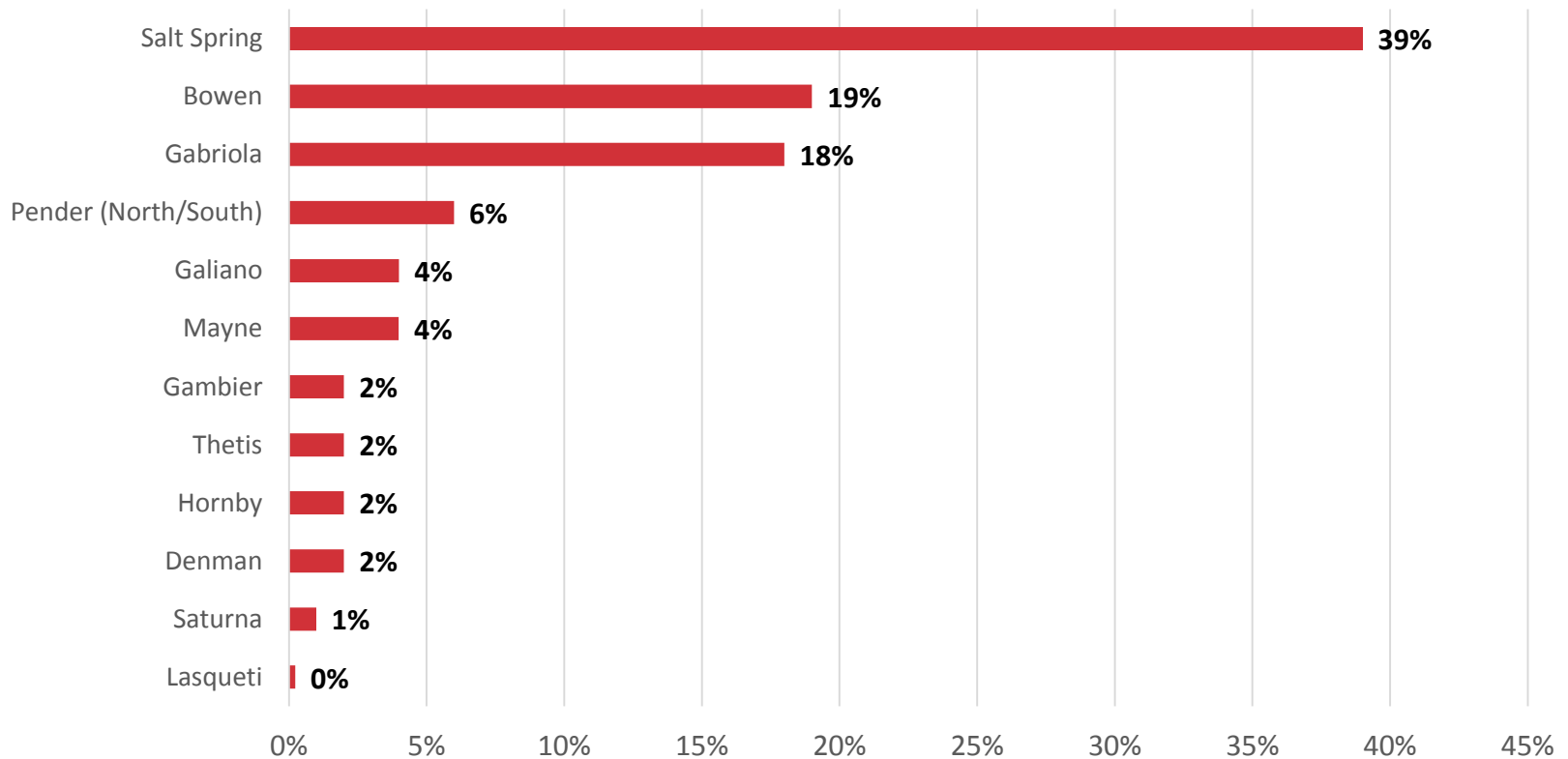




**Final Results**

# Qualifying Screener

- The majority of respondents live on Salt Spring (40%). This is in proportion to the population.
- Just under 1-in-5 respondents live or own property on Bowen (19%) and Gabriola (18%).
- At least one respondent completed the survey from each major island within the Islands Trust area. More specifically, only one respondent completed the survey from Lasqueti Island.



**Source:**

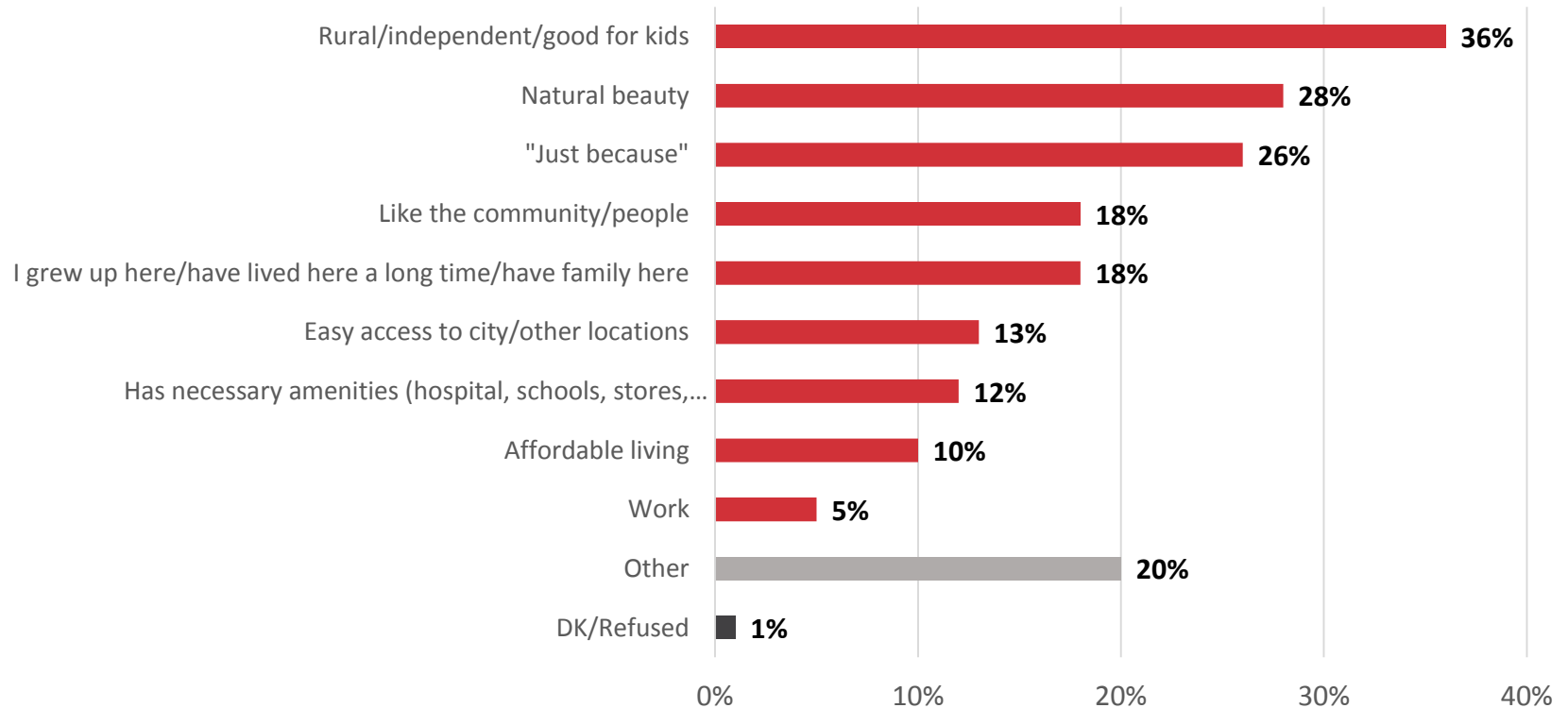
**S1.** Which island do you live on, or own property on? If you own multiple properties, please choose the island you spend most of your time on. **S2.** Which island do you live on, or own property on?



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# Reason for Living on Island

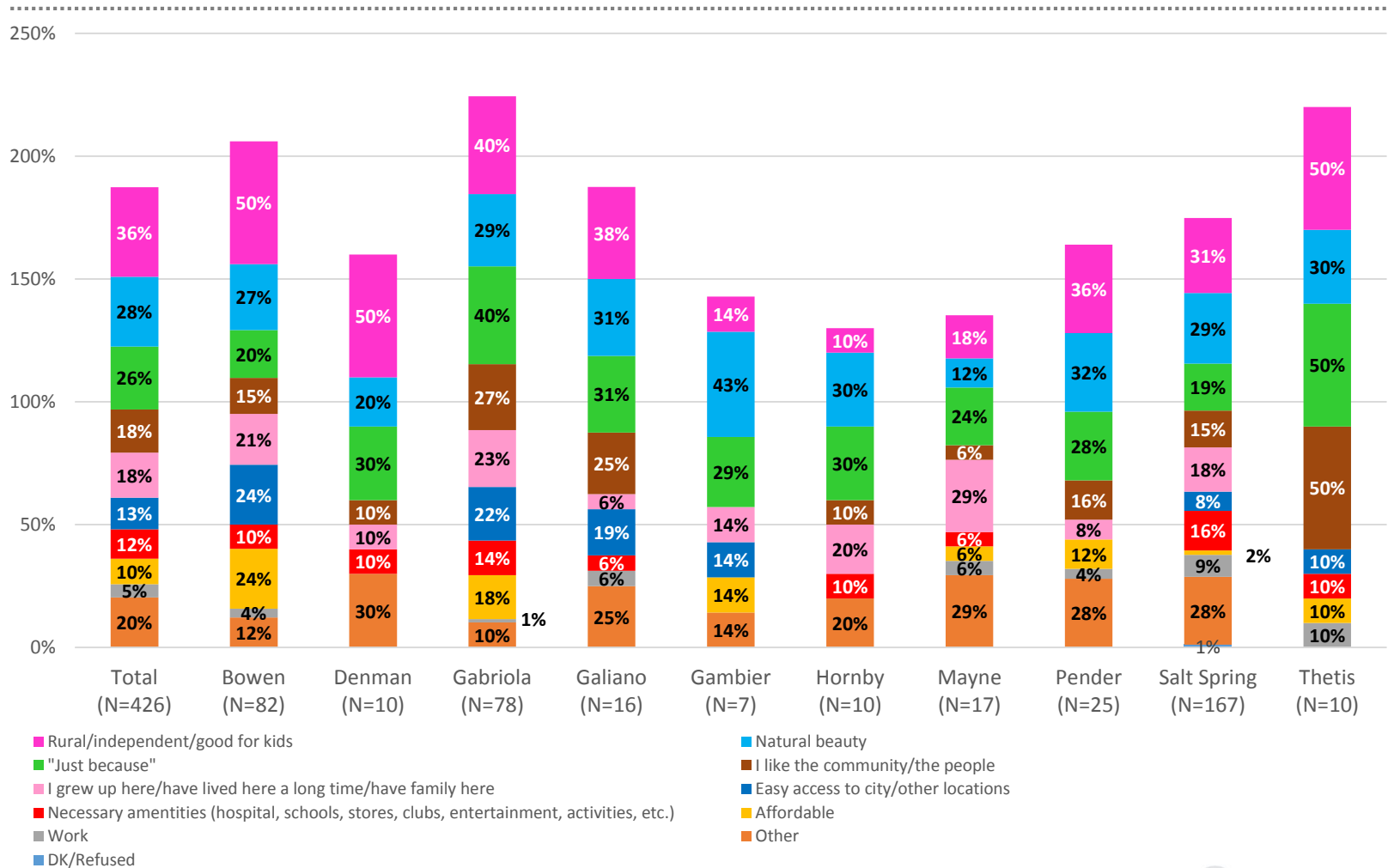
- Over one third of respondents live on the island because they like the rural/independent feel to their island and think it's a good place to raise kids (36%), followed by just over 1-in-4 respondents appreciating the natural landscape (28%). 26% of respondents live on the island because they like it for no reason in particular.
- Respondents over the age of 55 were more likely to mention necessary amenities when compared to the younger population (26%, compared to 12%).



Source:

Q1. Why did you choose to live on your island? (N=426) (multiple mention)

# Reason for Living on Island (Island Breakout\*)



**Source:**

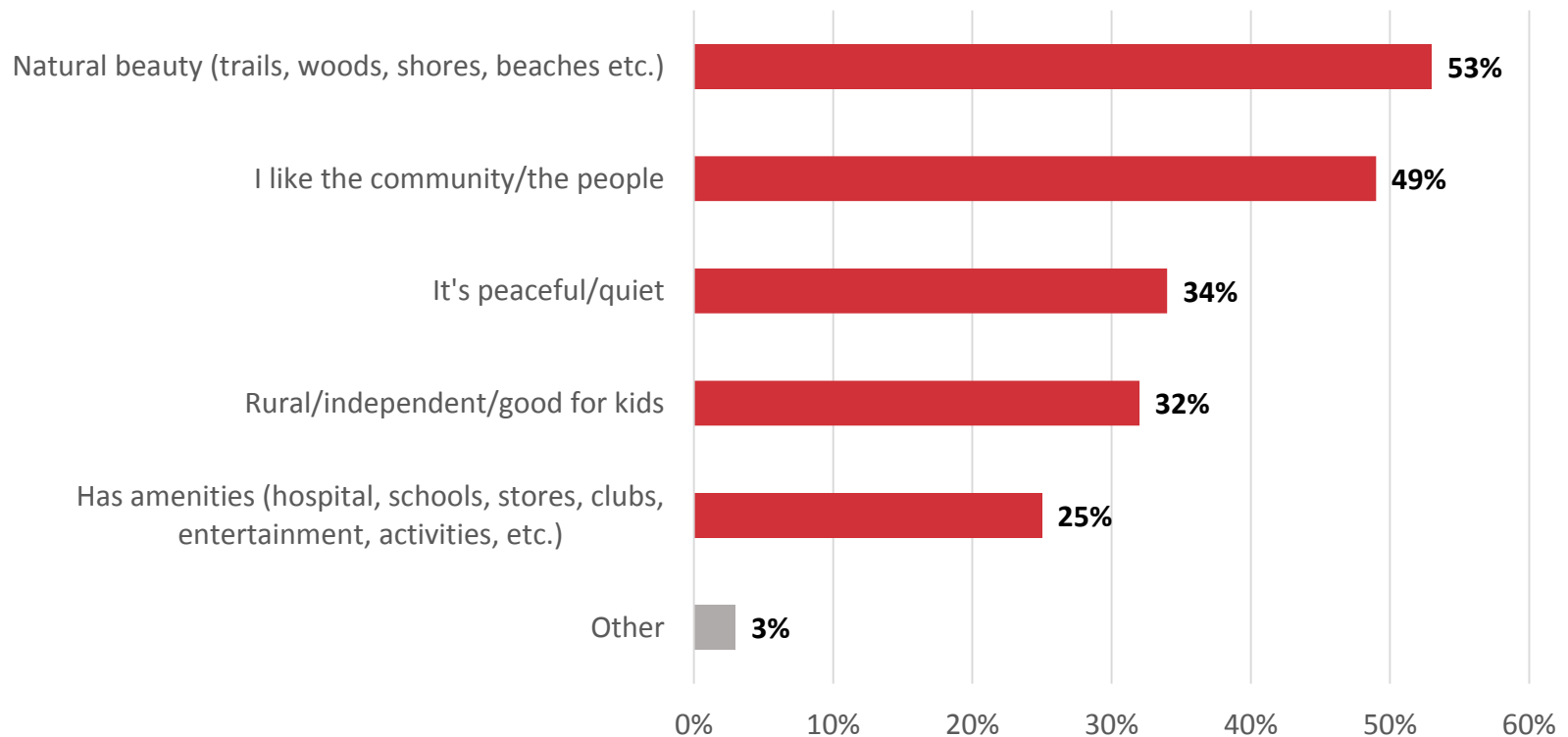
**Q1. Why did you choose to live on your island? (N=426) (multiple mention)**

\*Lasqueti Island and Saturna Island are not reported on due to a small sample size. One completion came from South Pender specifically. This has been grouped with the twenty four North Pender responses as 'Pender'.



# Islands Strengths

- Roughly 1-in-2 respondents enjoy their islands natural beauty (53%) and the community/people who live there (49%).
- 1-in-3 respondents find it peaceful (34%) and like the rural environment for raising kids (32%).
- 1-in-4 respondents stated the island has all the amenities they need (25%).
- There are no significant differences in opinion based on age and island.

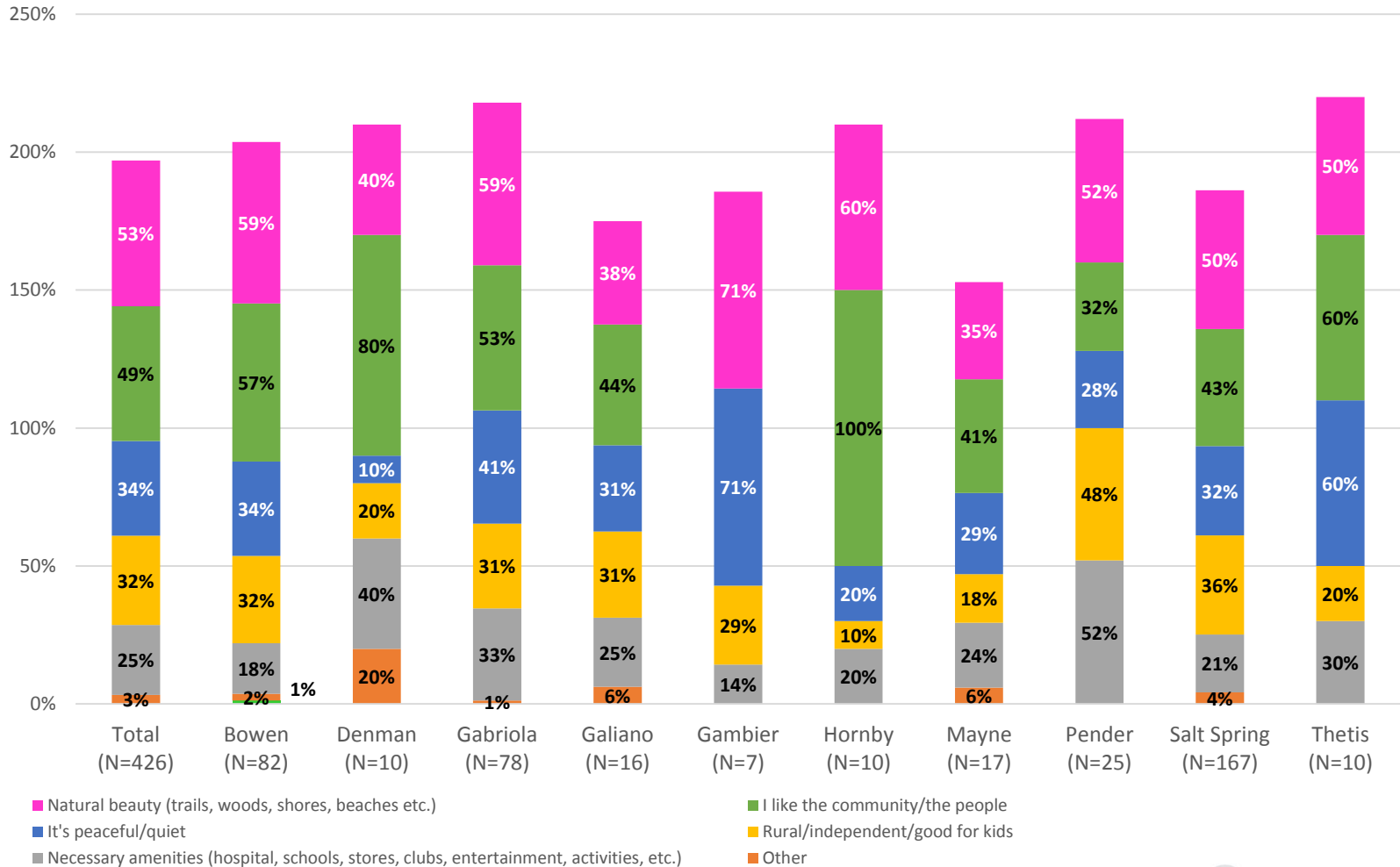


Source:

Q2. What do you enjoy about your island? (N=426) (multiple mention)



# Islands Strengths (Island Breakout\*)



Source:

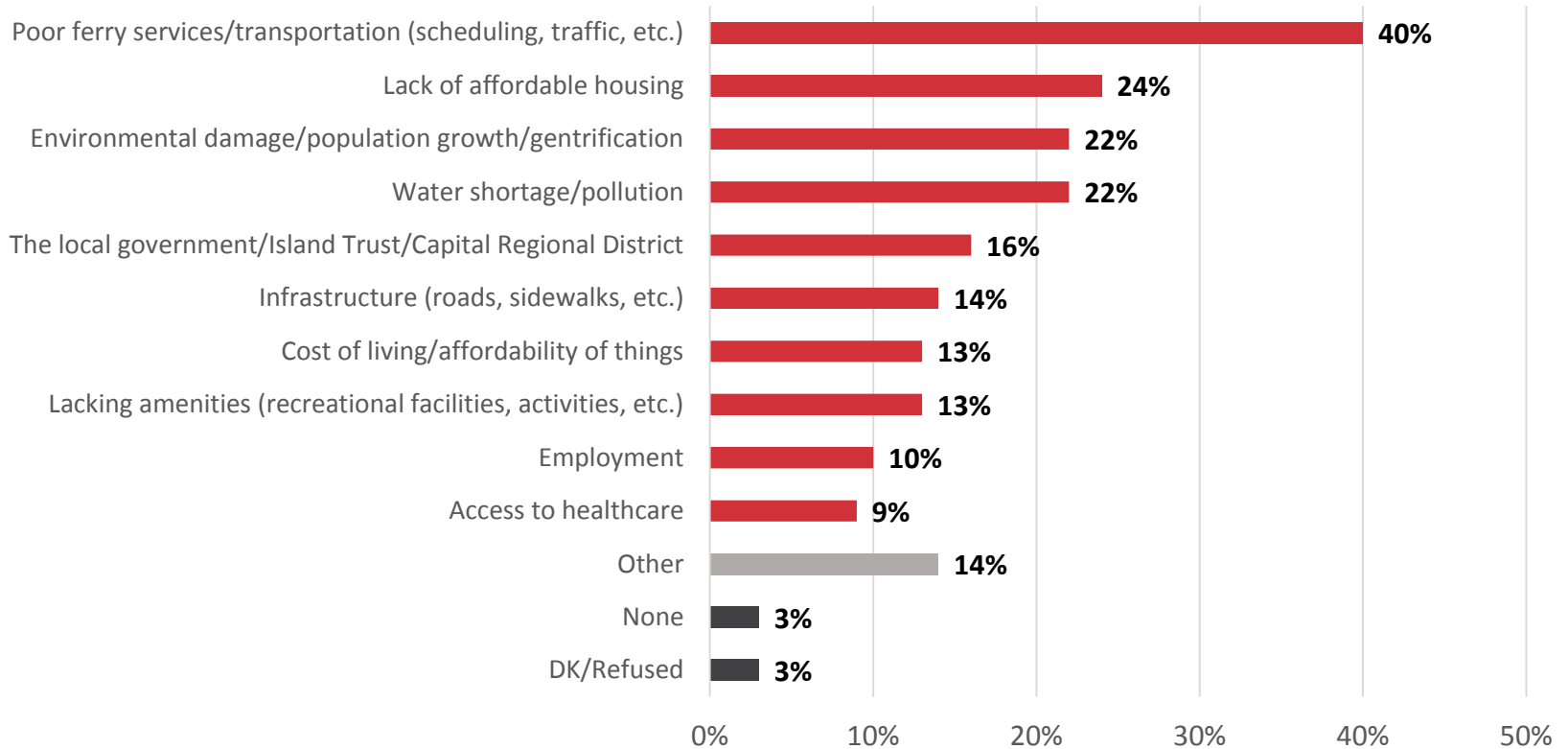
Q2. What do you enjoy about your island? (N=426) (multiple mention)

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# Challenges Facing Island

- The majority of respondents stated that transportation is the biggest challenge facing their island (40%).
- 1-in-4 respondents stated there is a lack in affordable housing (24%) while just over 1-in-5 respondents voiced a concern for gentrification/environmental damage and water shortage/pollution (22% for both).

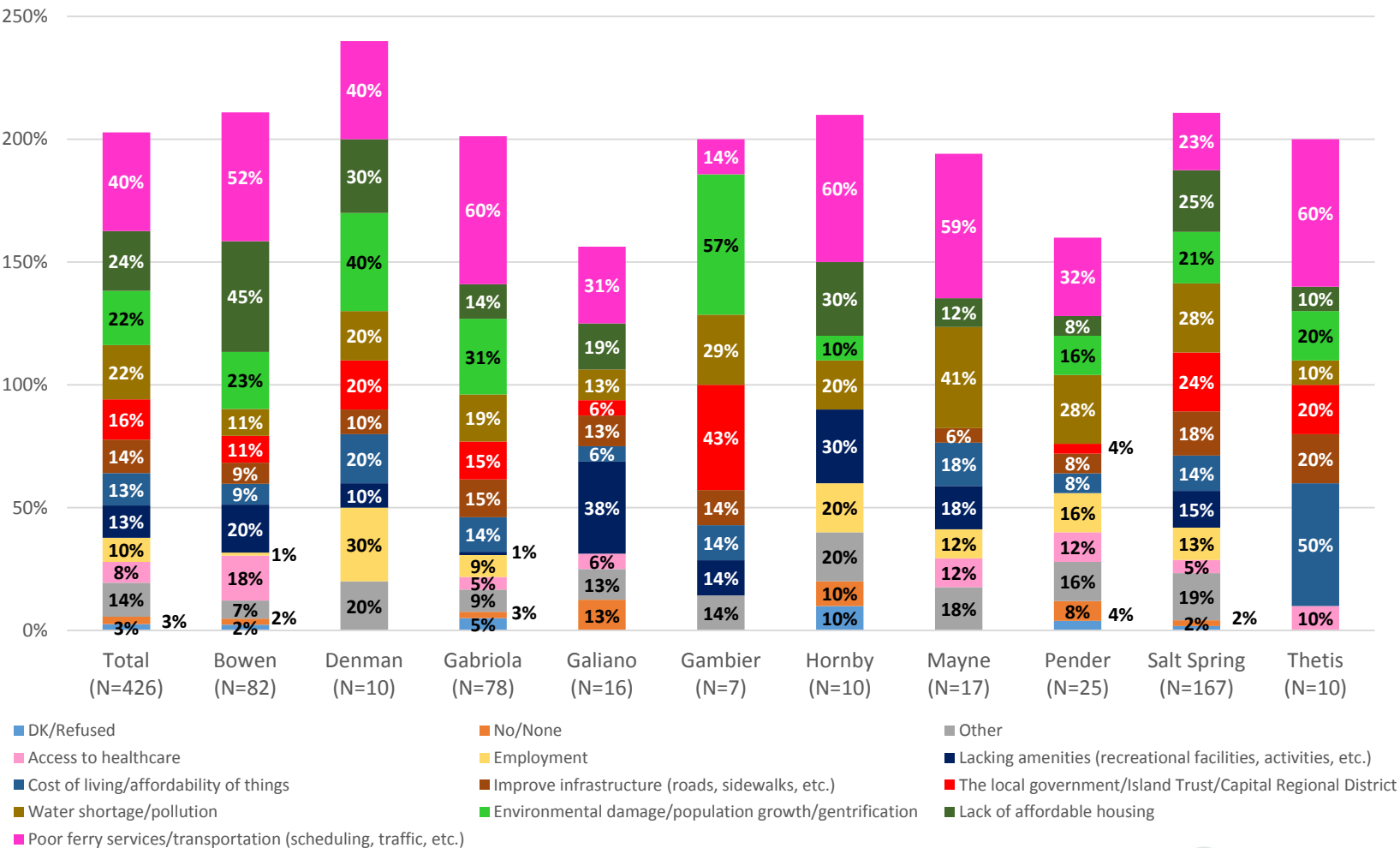


Source:

Q3. What are some challenges facing your island today? (N=426) (multiple mention)



# Challenges Facing Island (Island Breakout\*)



Source:

Q3. What are some challenges facing your island today? (N=426) (multiple mention)

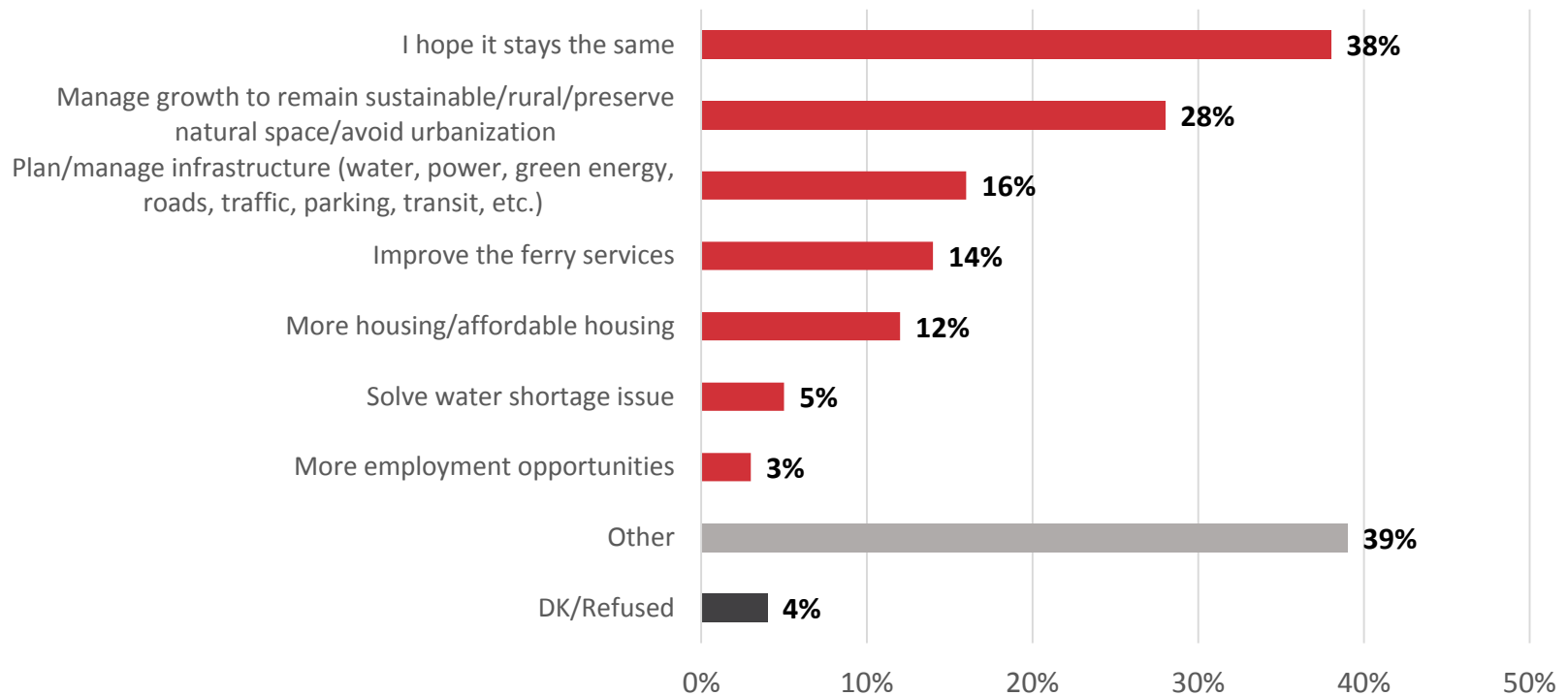
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# Perspective on Future of Island

- 38% of respondents want the island to stay the same when asked what they hoped would improve 20 to 30 years from now.
- Just under 3-in-10 respondents want the islands to properly manage growth and remain sustainable while avoiding urbanization (28%).
- Please note that 40% of respondents had other comments that could not be categorized due to their uniqueness.

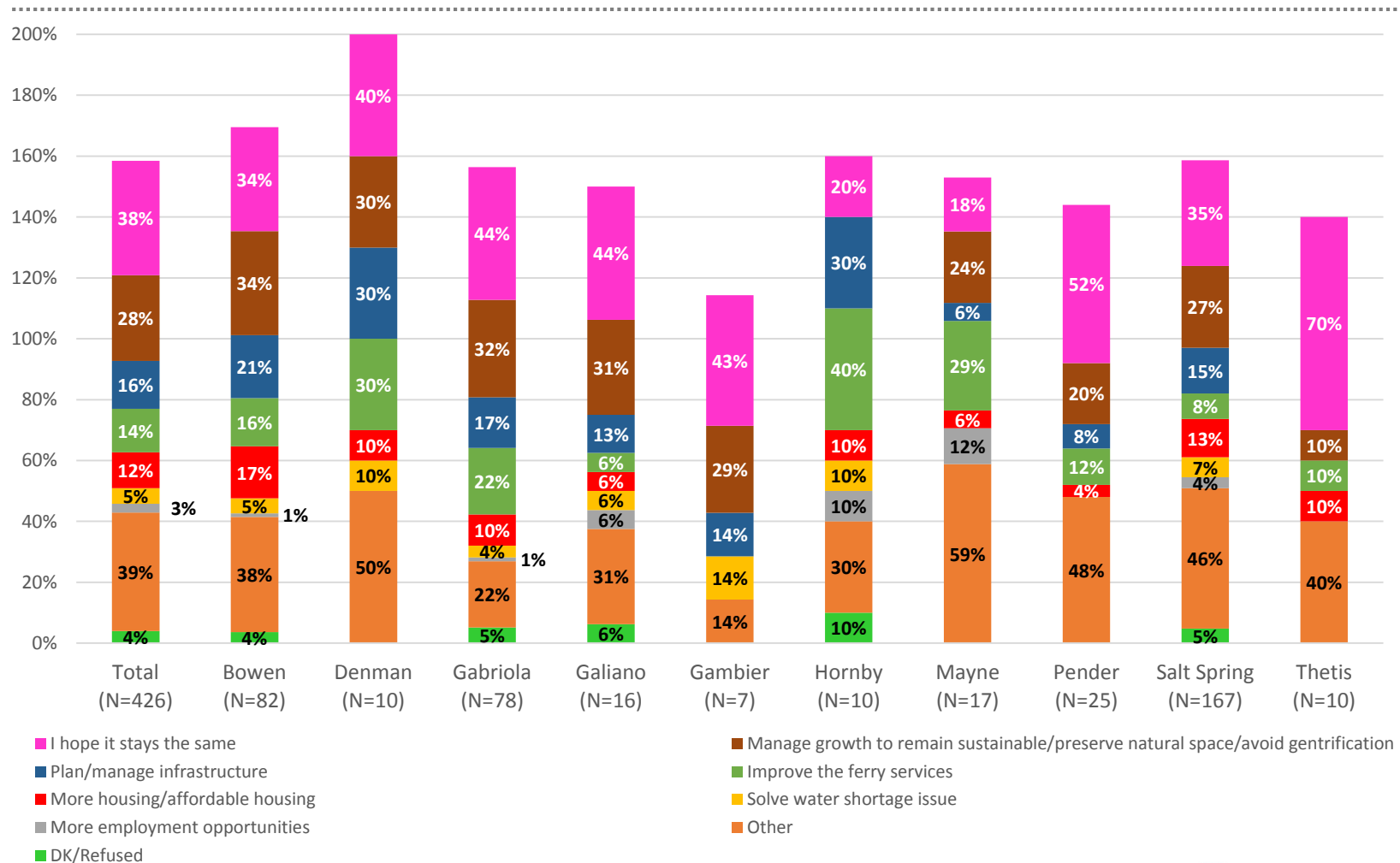


Source:

Q4. In 20 or 30 years, do you hope island life stays the same or what do you hope will improve? (N=426) (multiple mention)



# Perspective on Future of Island (Island Breakout\*)



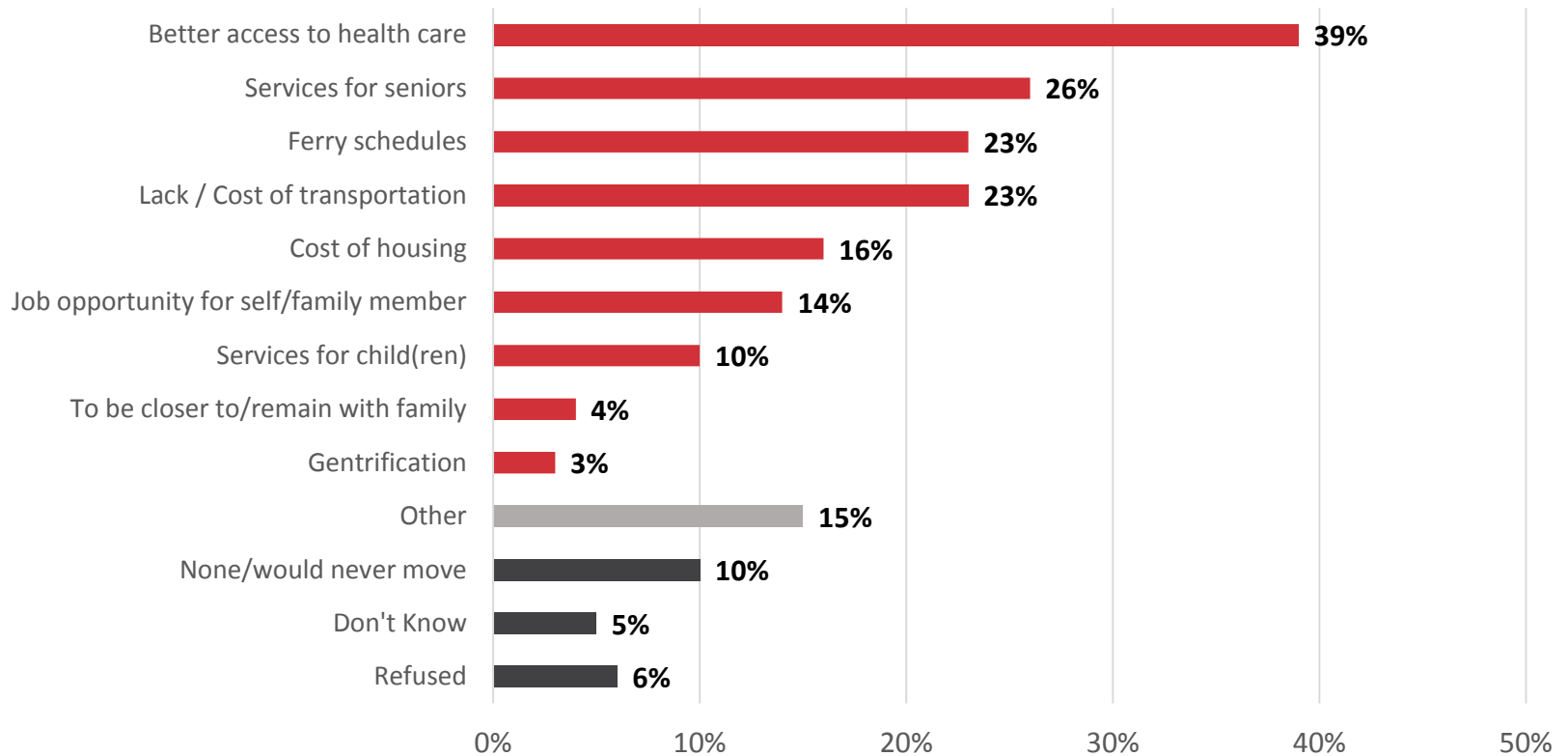
**Source:**

**Q4.** In 20 or 30 years, do you hope island life stays the same or what do you hope will improve? (N=426) (multiple mention) \*Lasqueti Island and Saturna Island are not reported on due to a small sample size. One completion came from South Pender specifically. This has been grouped with the twenty four North Pender responses as 'Pender'.



# Reasons to Leave Island

- When asked what are some reasons a resident would consider moving off an island, 4-in-10 respondents would consider leaving the island in order to gain better access to healthcare (39%).
- 1-in-10 respondents stated they would never consider moving (10%).

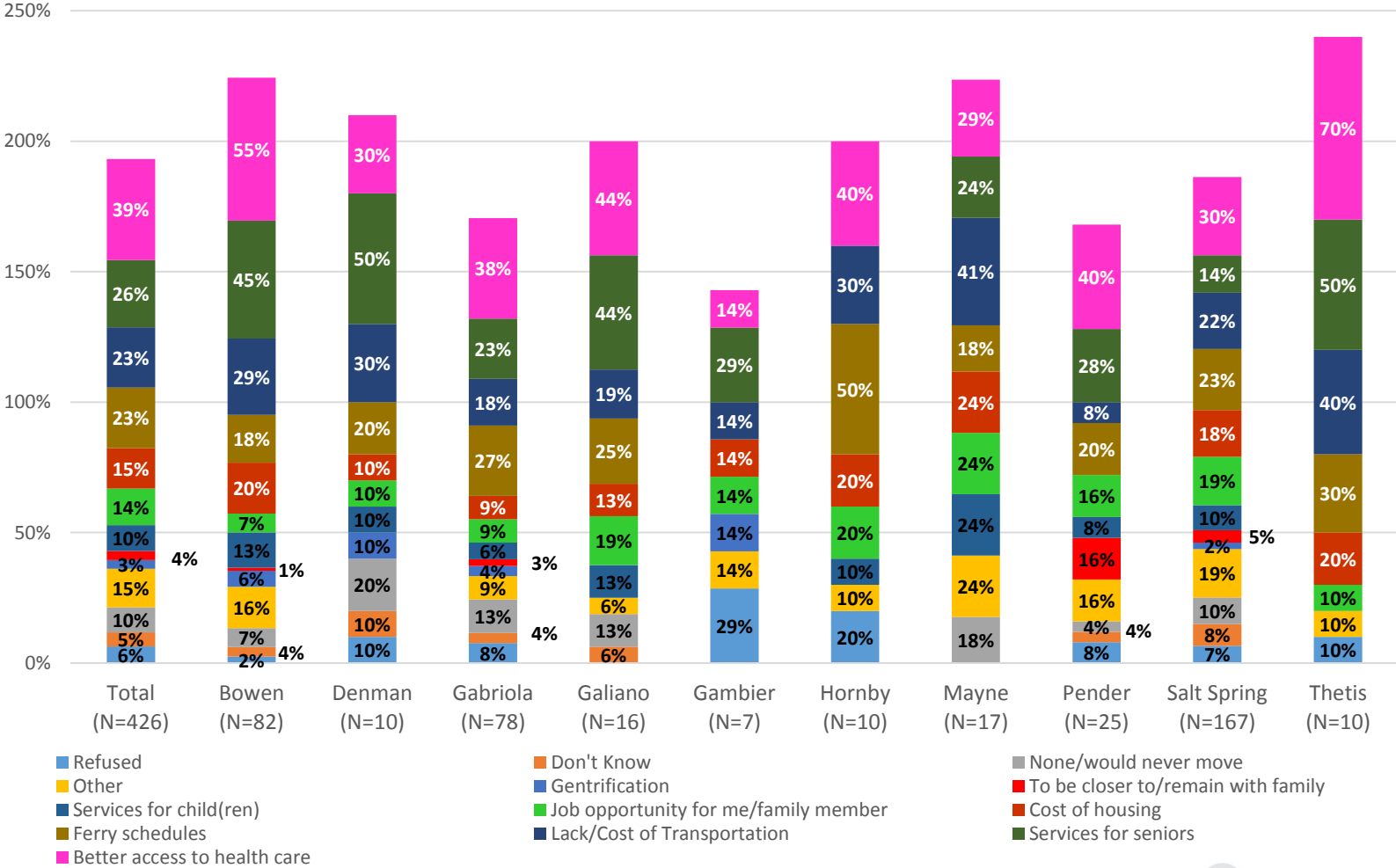


Source:

Q5. What are some reasons you might consider moving off your island? (N=426) (multiple mention)



# Reasons to Leave Island (Island Breakout\*)



Source:

Q5. What are some reasons you might consider moving off your island? (N=426) (multiple mention)

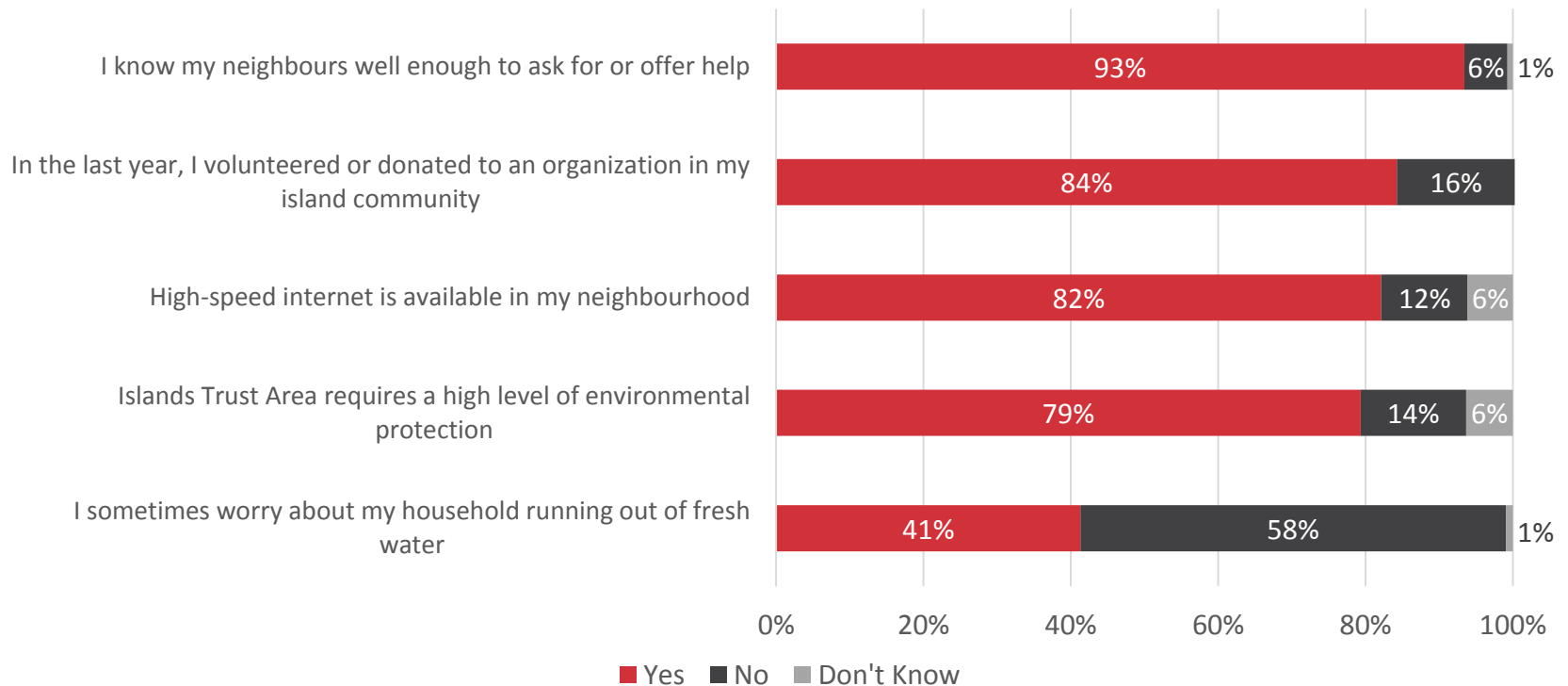
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# Agreement with Statements Regarding Island Life

- When it came to agreeing with statements regarding island life, respondents were most likely to know their neighbours well enough to ask for or offer help (93%).
- A significant number of respondents (41%) say they sometimes worry about their household running out of fresh water.
- 84% of the respondents volunteered or donated to a local organization in the last year and 82% of respondents have access to high-speed internet.
- 79% of respondents agreed that the Islands Trust area requires a high level of environment protection.



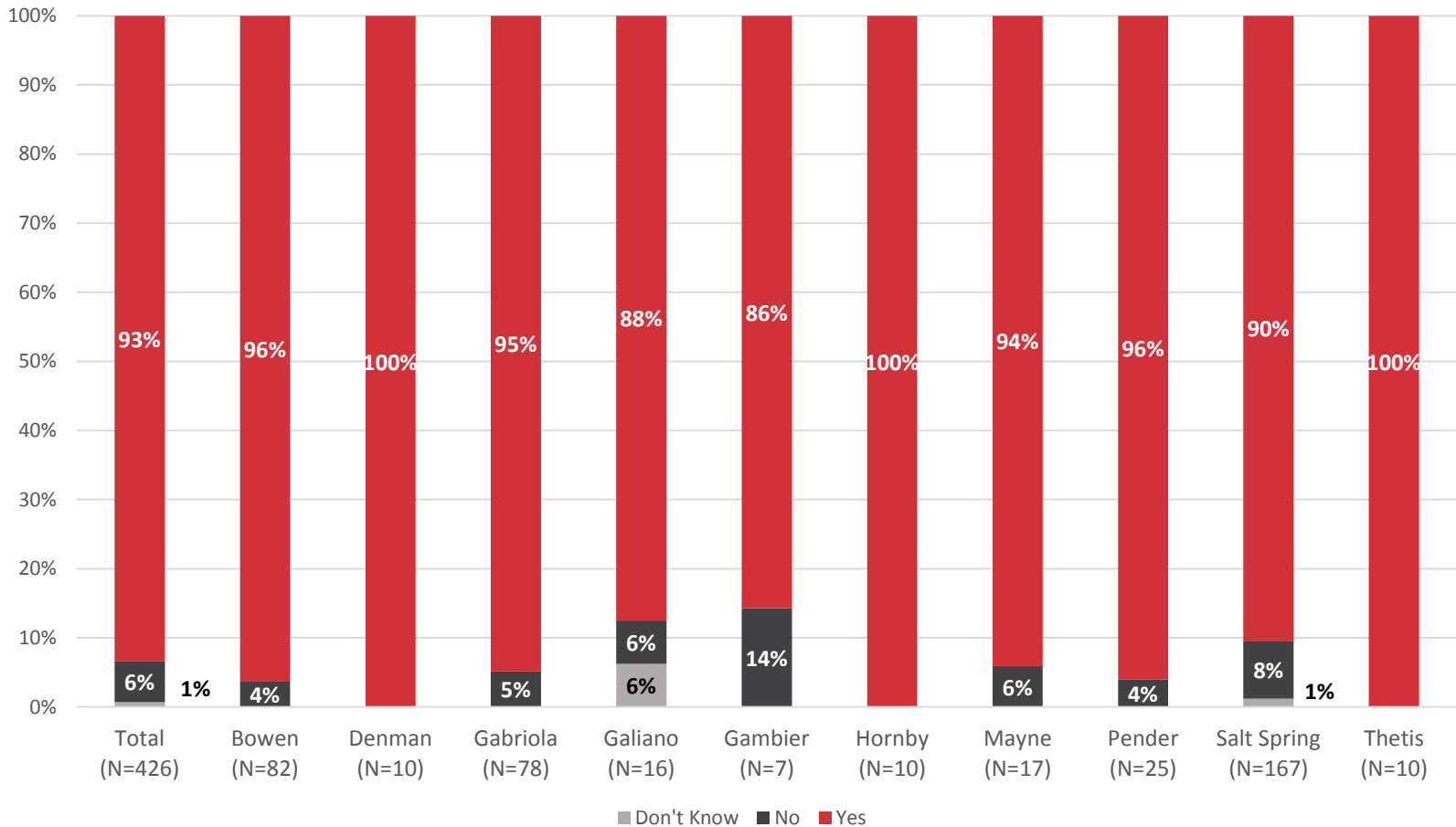
**Source:**

**Q6.** I am going to read a series of statements about living on the island. Please answer whether or not each statement applies to you. (N=426)



# Agreement with Statements Regarding Island Life (Island Breakout\*)

*"I know my neighbours well enough to ask for or offer help"*



**Source:**

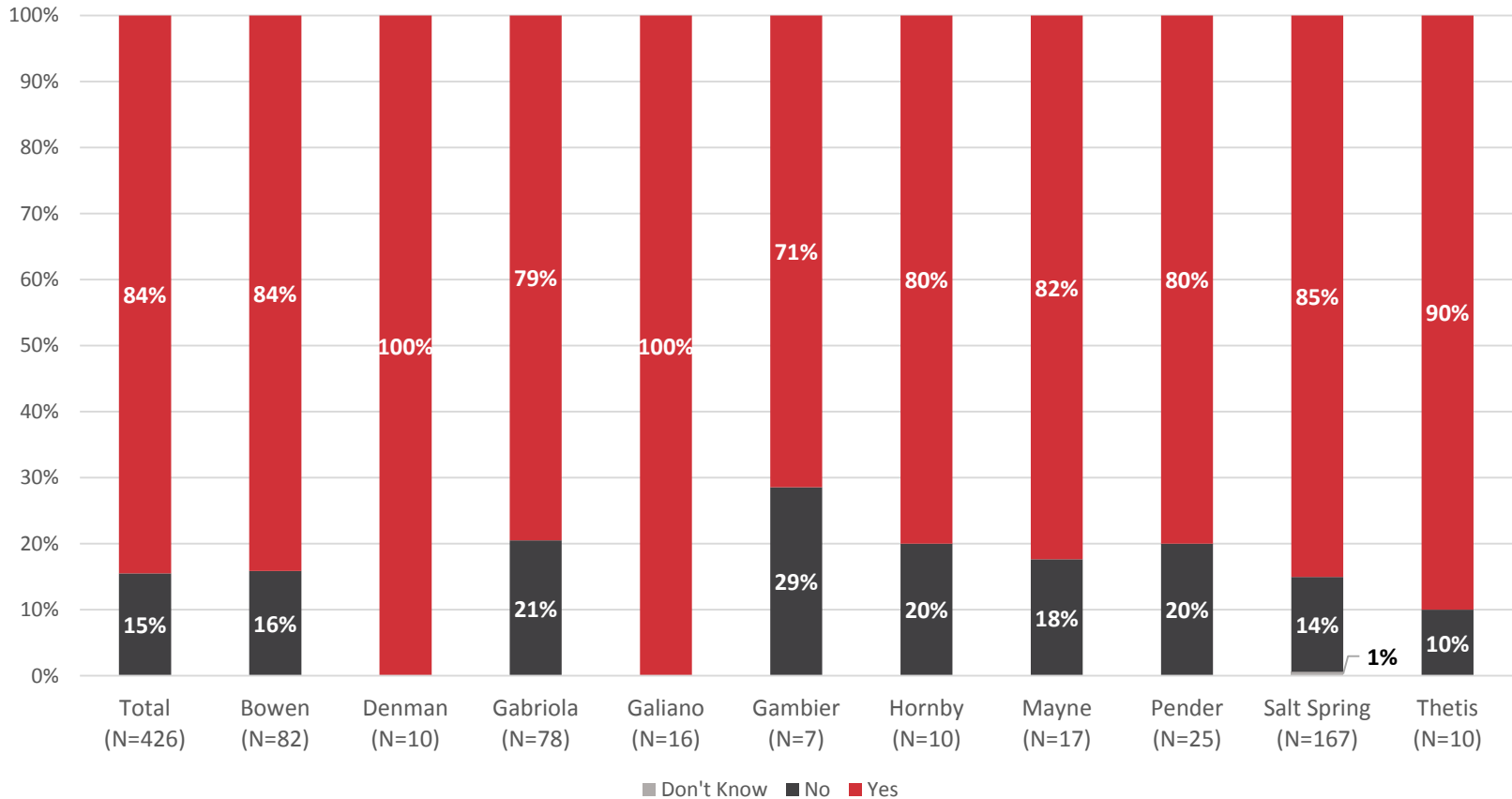
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# Agreement with Statements Regarding Island Life (Island Breakout\*)

*“In the last year, I volunteered or donated to an organization in my island community”*



**Source:**

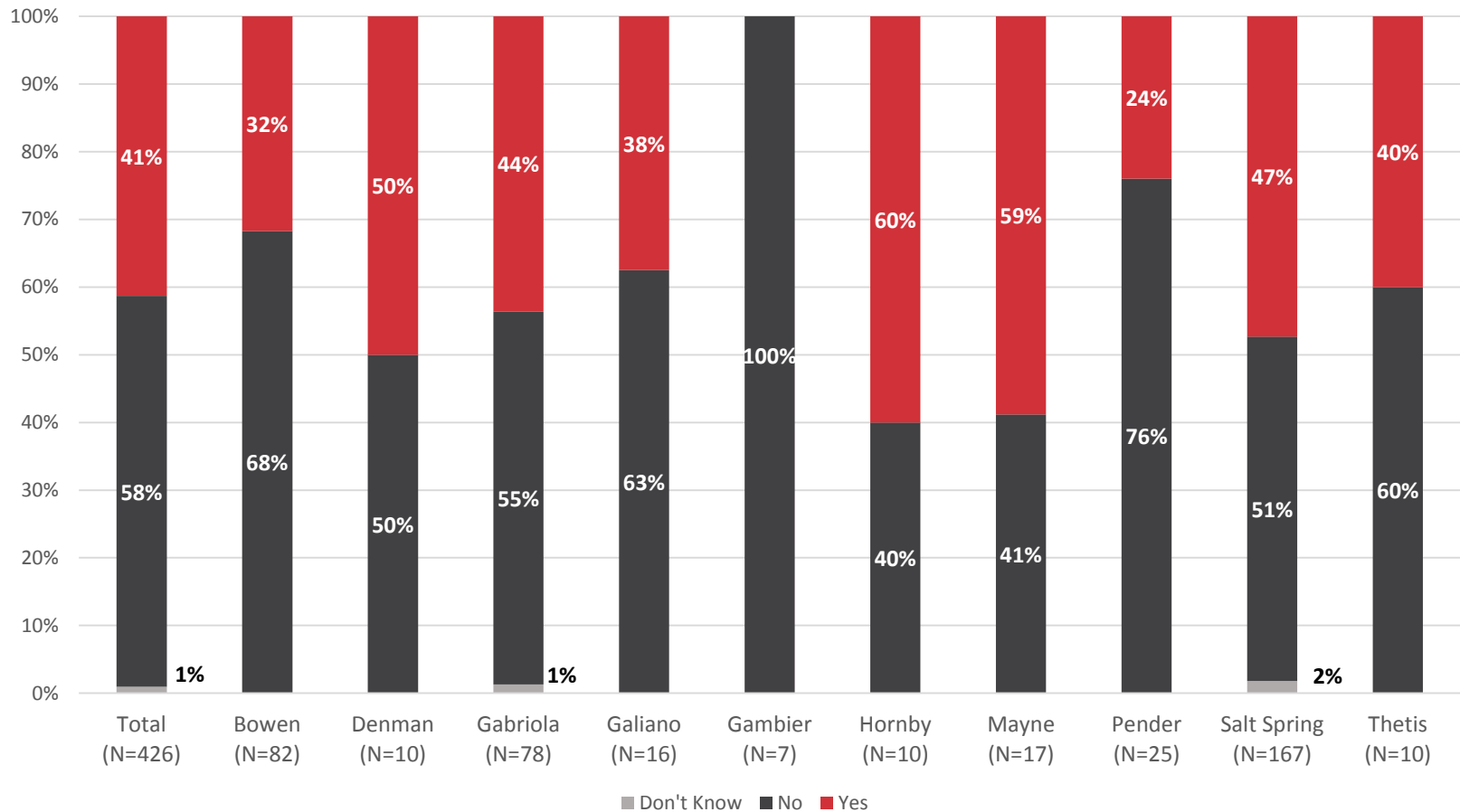
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# Agreement with Statements Regarding Island Life (Island Breakout\*)

*"I sometimes worry about my household running out of fresh water"*



**Source:**

**Q6.** I am going to read a series of statements about living on the island. Please answer whether or not each statement applies to you. (N=426)

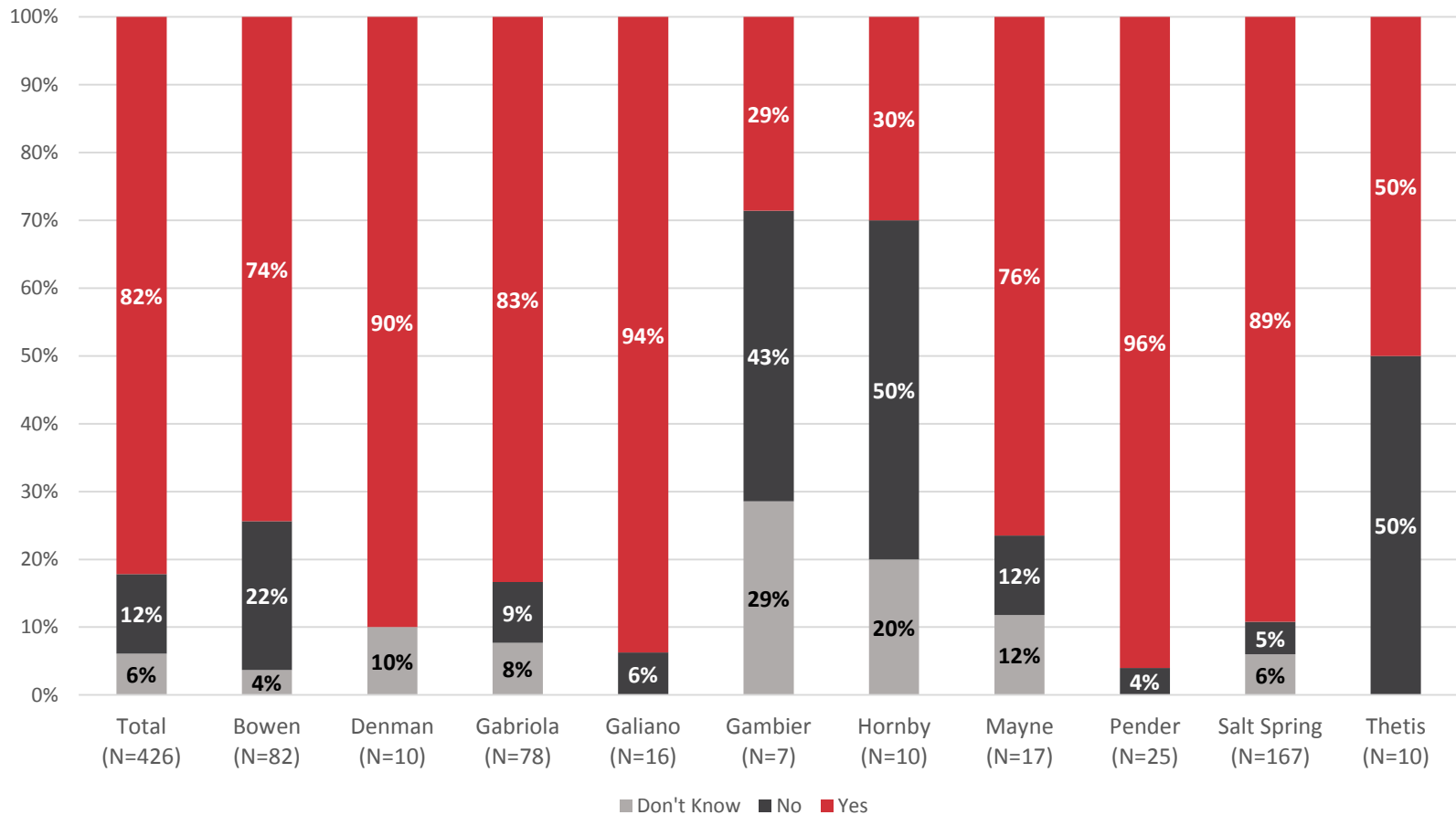
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# Agreement with Statements Regarding Island Life (Island Breakout\*)

## High-speed internet is available in my neighbourhood



**Source:**

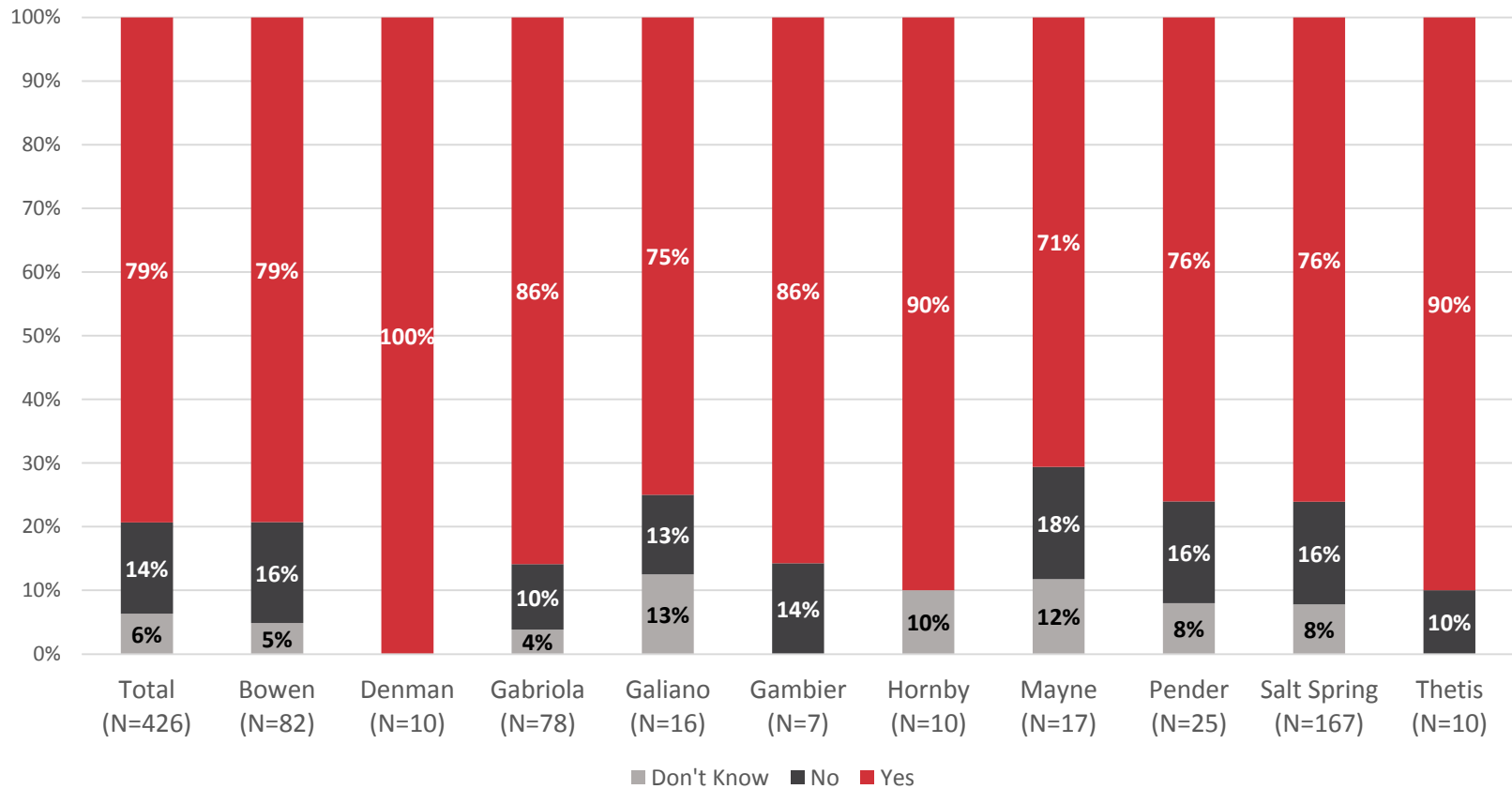
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# Agreement with Statements Regarding Island Life (Island Breakout\*)

## Agreement that Islands Trust Area requires a high level of environmental protection



**Source:**

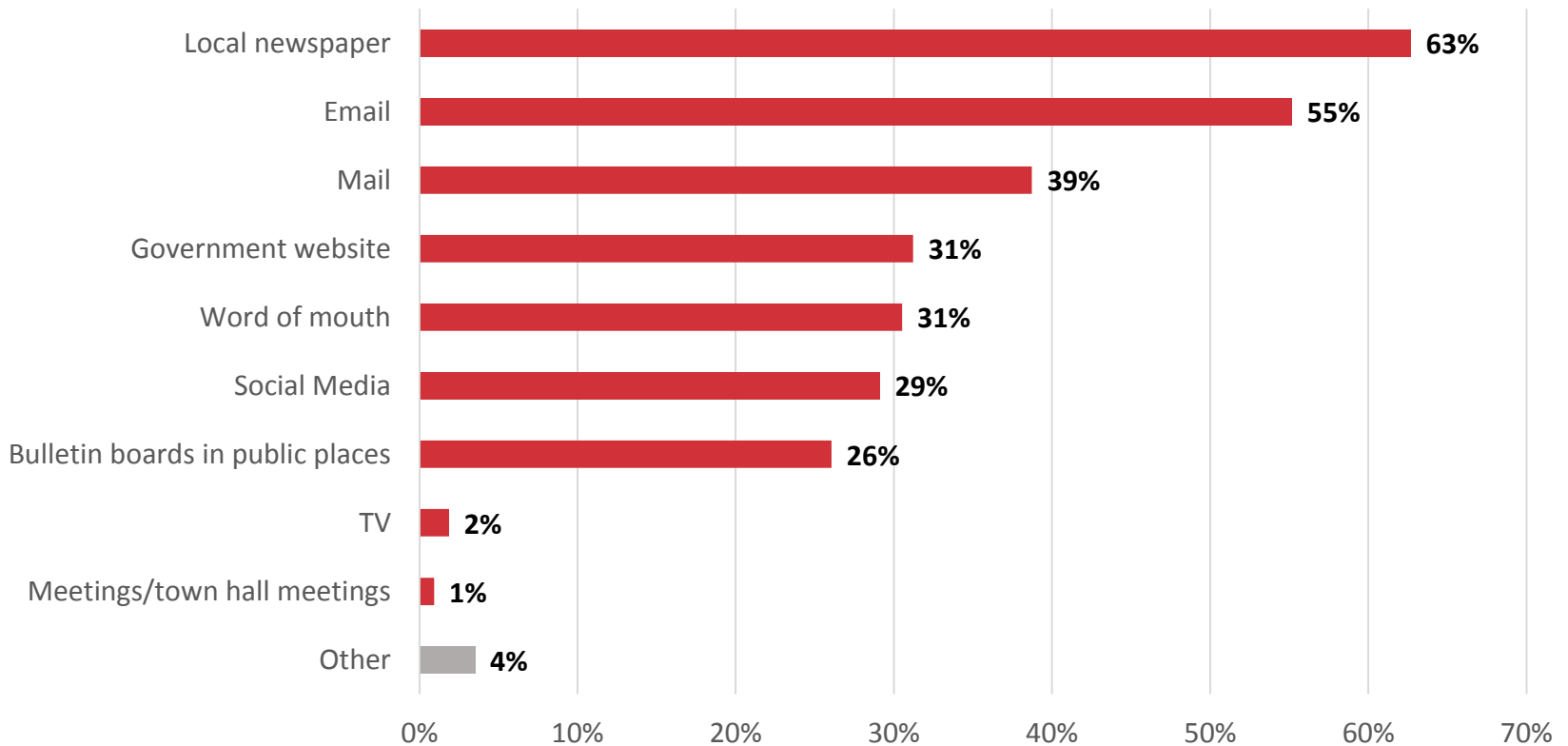
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# Information Preference

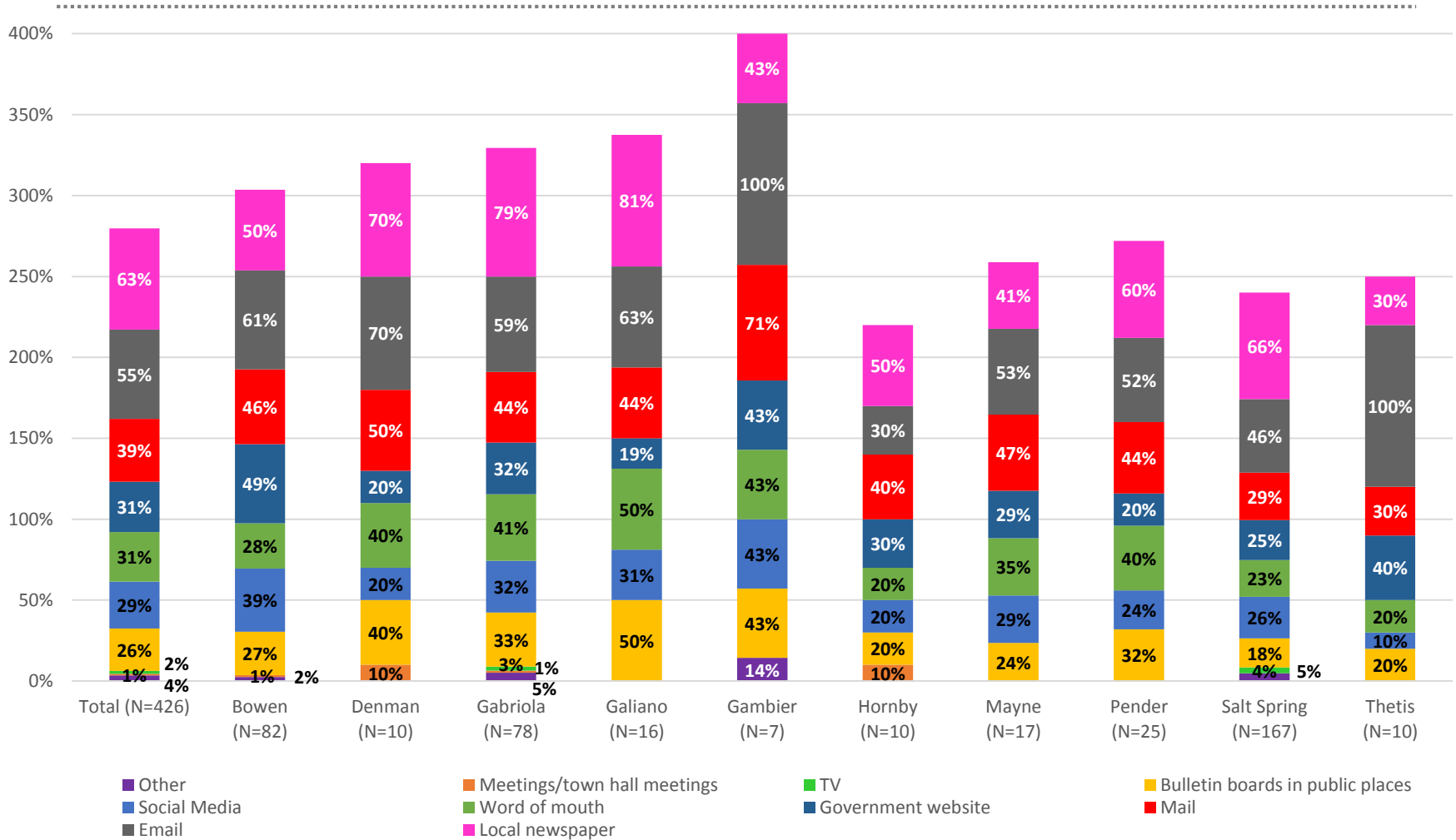
- The majority of respondents prefer to receive information from their local government through local newspapers (63%) and email (55%).
- 2-in-5 respondents prefer to receive information via Canada Post (39%).



Source:

Q7. How do you prefer to receive information from your local government? [Select all that apply] (N=426)

# Information Preference (Island Breakout\*)

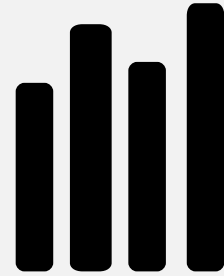


**Source:**

Q7. How do you prefer to receive information from your local government? [Select all that apply] (N=426)

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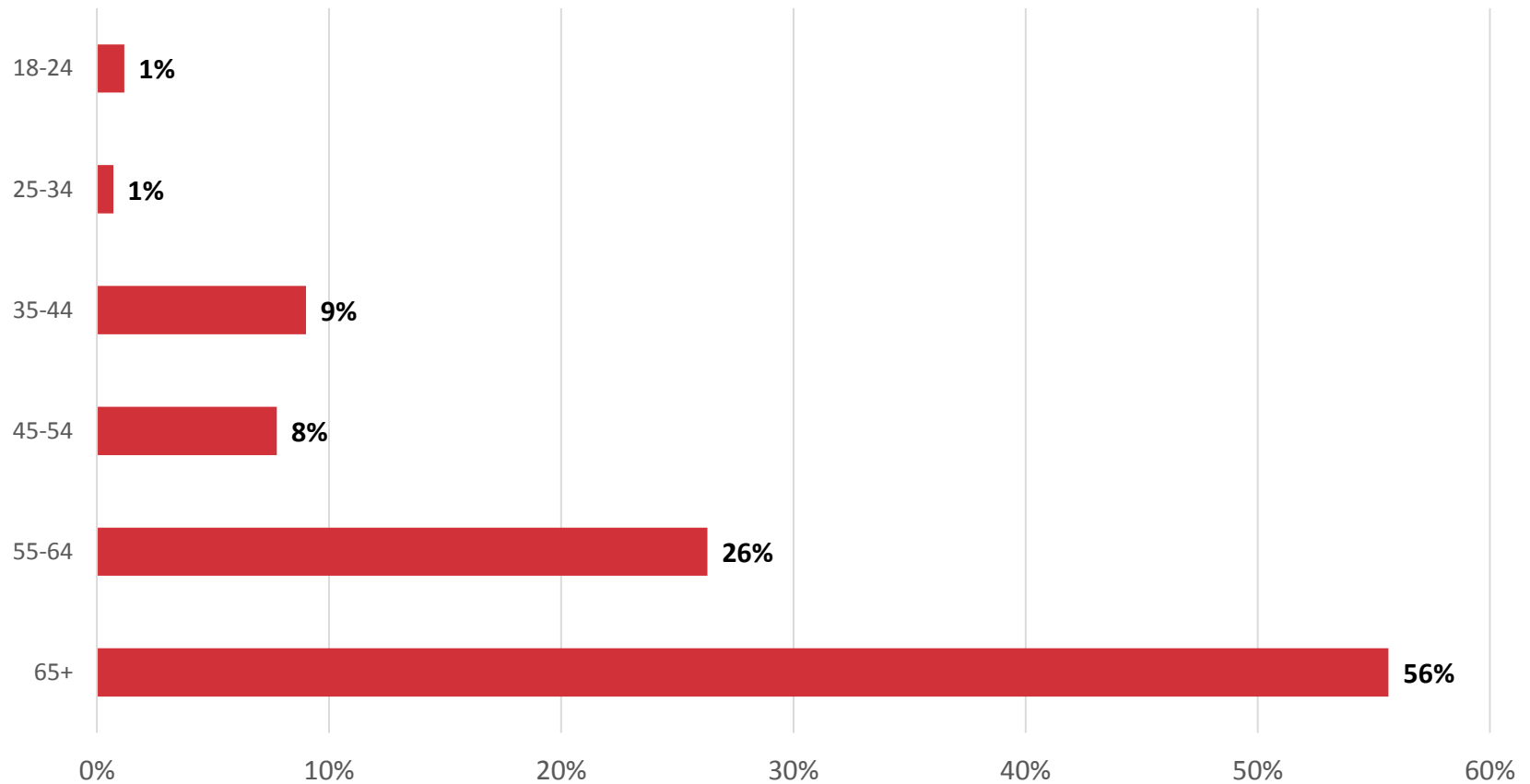




*Demographics*

# Age

- 82% of the respondents were above the age of 55.



Source:

Q8. Which age category do you fall into? (N=426)