



City of Kelowna

Public Safety & Crime Survey

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Background

The City of Kelowna commissioned NRG Research Group to conduct a statistically significant telephone survey with residents of the City of Kelowna. The main purpose of the study is to better understand residents' perception of crime and safety in the City of Kelowna as a whole and within specific regions and neighbourhoods to help develop programs and services that will best serve the community.

The primary objectives of the survey are to:

- ✓ Determine Kelowna residents' perceptions of their own neighbourhoods;
- ✓ Assess Kelowna residents' perceptions of crime and feelings of safety in various regions within the City;
- ✓ Assess changes in perceived levels of property crime within the last 12 months;
- ✓ Determine which crime-related problems cause worry;
- ✓ Assess the role the potential for crime and victimization and crime in general plays in residents' daily lives;
- ✓ Determine the prevalence of criminal victimization of residents and the extent to which crimes are reported to the police; and,
- ✓ Capture resident demographics.

Methodology, Weighting & Analysis

Approach: The survey was conducted by telephone (both landlines and cellular phones), with a pre-test held on February 26, 2019 and the data collection period from February 27 through March 6, 2019. Of the 300 total respondents, 196 completed the survey via landline and 104 completed it via cell phone. The survey instrument, available in Appendix 2, was developed by NRG Research Group in collaboration with the City of Kelowna. The results were weighted to reflect the known age, gender and area parameters of the City of Kelowna according to the 2016 Census.

NRG surveyed City of Kelowna residents 18 years of age or older. The sample was obtained using random digit dialing (RDD) and a next-birthday method of respondent selection. Prior to data collection, quotas were established by age category, gender, and FSA Zones in accordance to their representation in the population.

Response Rate: For the sample of 300 respondents from the City of Kelowna, the margin of error is +/- 5.7%, at the 95% level of confidence.

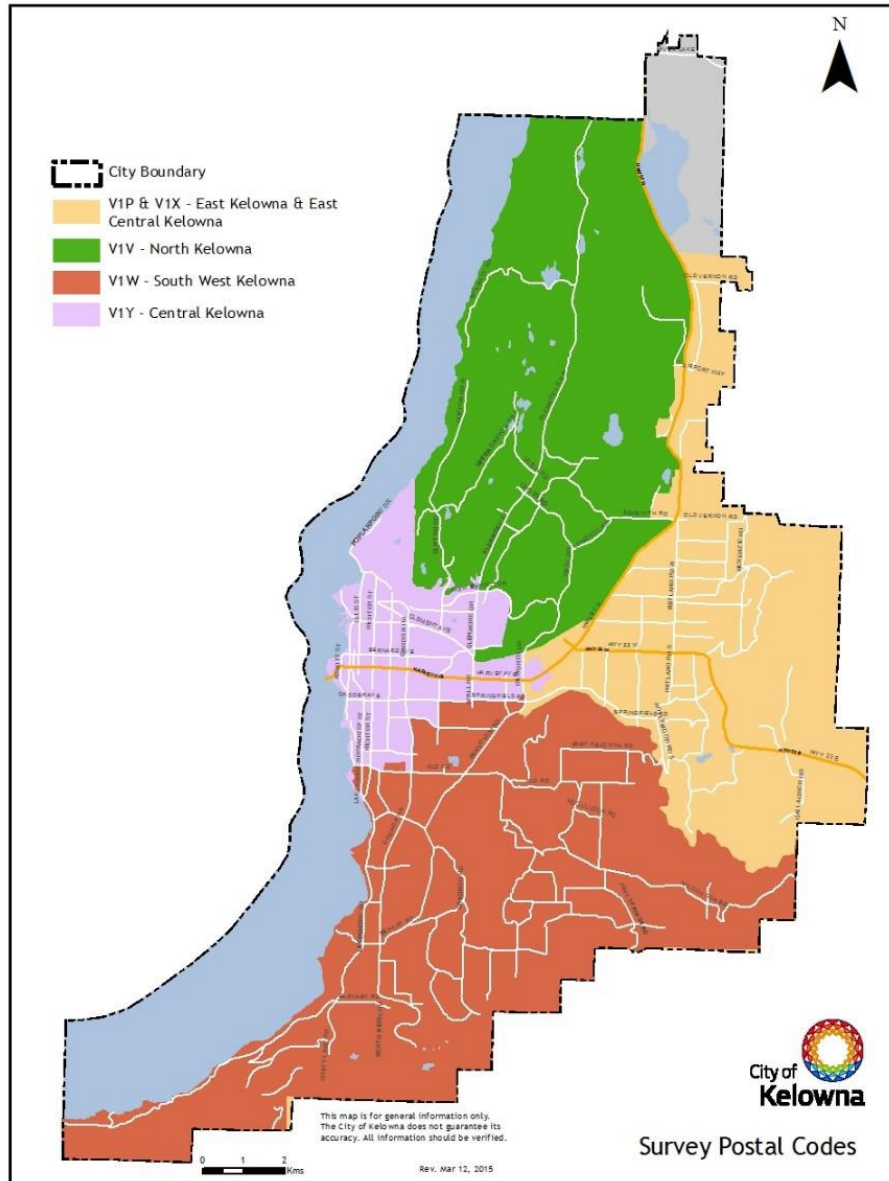
Notes for Interpretation: Where more than one response is allowed for a single question (multiple response), and percentages do not add to 100%, charts are marked. Responses for a single-response question may also not add to 100% due to rounding.

For the purposes of this study, neighbourhoods are defined by FSA (first three postal code digits):

- V1W – South West Kelowna (includes Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North Okanagan Mission, South Okanagan Mission).
- V1Y – Central Kelowna (includes Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, Pandosy north of KLO).
- V1V – North Kelowna (includes Clifton, Glenmore Valley, Dilworth, McKinley, Quail Ridge, Sexsmith).
- V1X/V1P – East Central Kelowna/East Kelowna (includes Hwy 97 North, Rutland, Toovey, Belgo, Black Mountain, Rutland Bench).

See following page for a map of these neighbourhoods.

FSA Zones



Weight parameters were developed for the entire dataset of completed surveys to reflect the demographic profile of Kelowna residents.

Using 2016 Census data for the City of Kelowna, the appropriate proportions of sex (male and female) and age (18-34, 35-54, 55+) groups were determined.

This results in a matrix of proportions that add up to 100%.

By dividing the survey obtained proportions into the Census proportions (parameters), weights for each group were calculated. Each case was up or down-weighted in accordance with its under or over representation in the sample so that the total weighted counts match the Census data.

	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+
City of Kelowna (parameter)	0.138	0.148	0.194	0.134	0.156	0.230
City of Kelowna (obtained)	0.093	0.150	0.210	0.043	0.183	0.320
City of Kelowna (Weights)	1.479	0.987	0.924	3.092	0.851	0.719

The analysis contained in this report use the following guidelines:

- Most questions are reported as an overall total and also by the four neighbourhoods to highlight any notable differences across these subgroups. Note that the Total or “Citywide” is a simple sum of the four regions.
- Statistical testing determines if differences between subgroups are significant or, in contrast, fall within the margin of error. Results in this report were tested using the 95% confidence level. Essentially, this means that differences found to be statistically significant are considered ‘real’ differences (nineteen times out of twenty) and not a result of variability from sampling (margin of error). Results found to be statistically significant are noted; values circled (○) are significantly different from the squared (□) values.
- In some cases, the summary statistics (e.g., the total percent positive) when compared to the sum of the individual percentages across the five point scales may not appear to be added correctly (i.e., off by +/- 1 percentage point). However these differences are due to rounding and the percentages shown are correct. Note that “refused” responses are sometimes grouped with “don’t knows” to simplify the presentation of results.
- Results with small base sizes in the neighbourhood sub-analysis should be interpreted with caution.

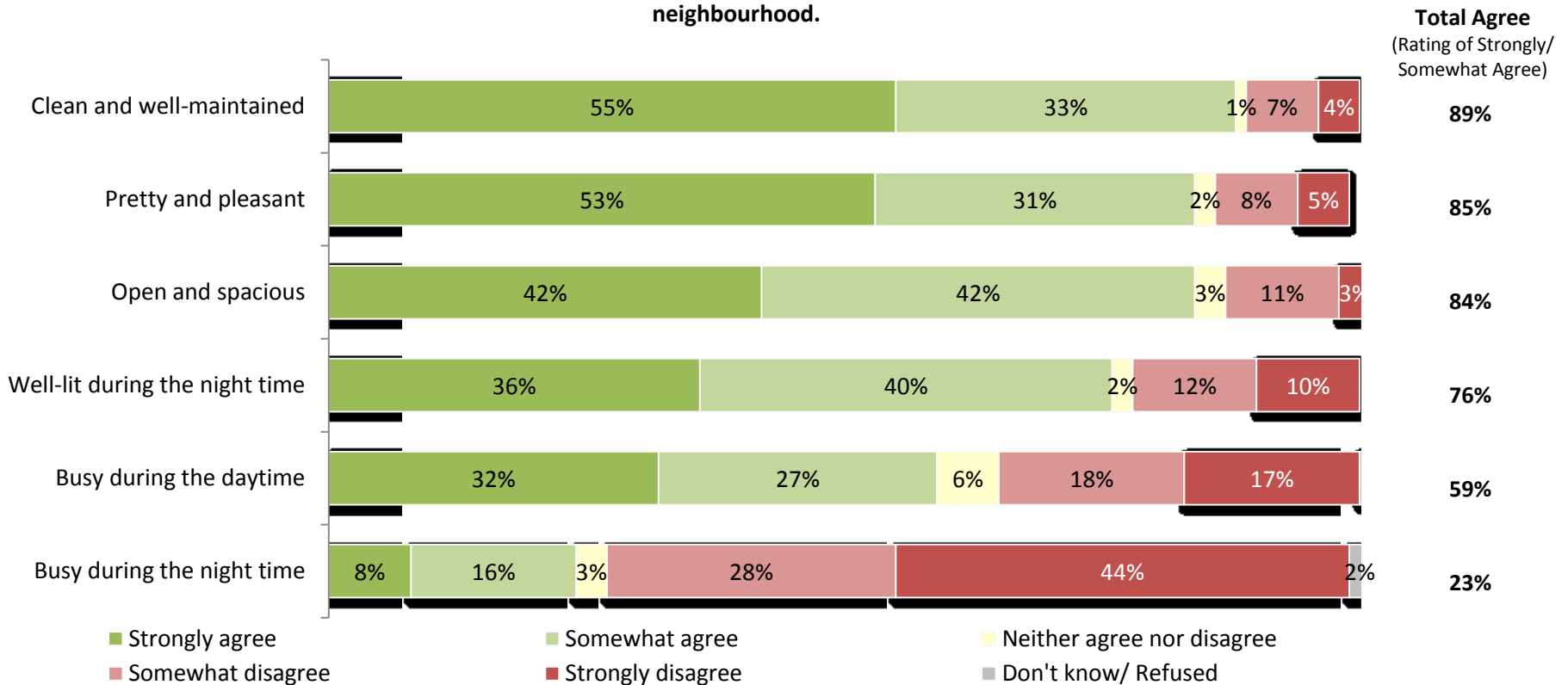
Results:

Perceptions of Safety & Crime

Neighbourhood Characteristics

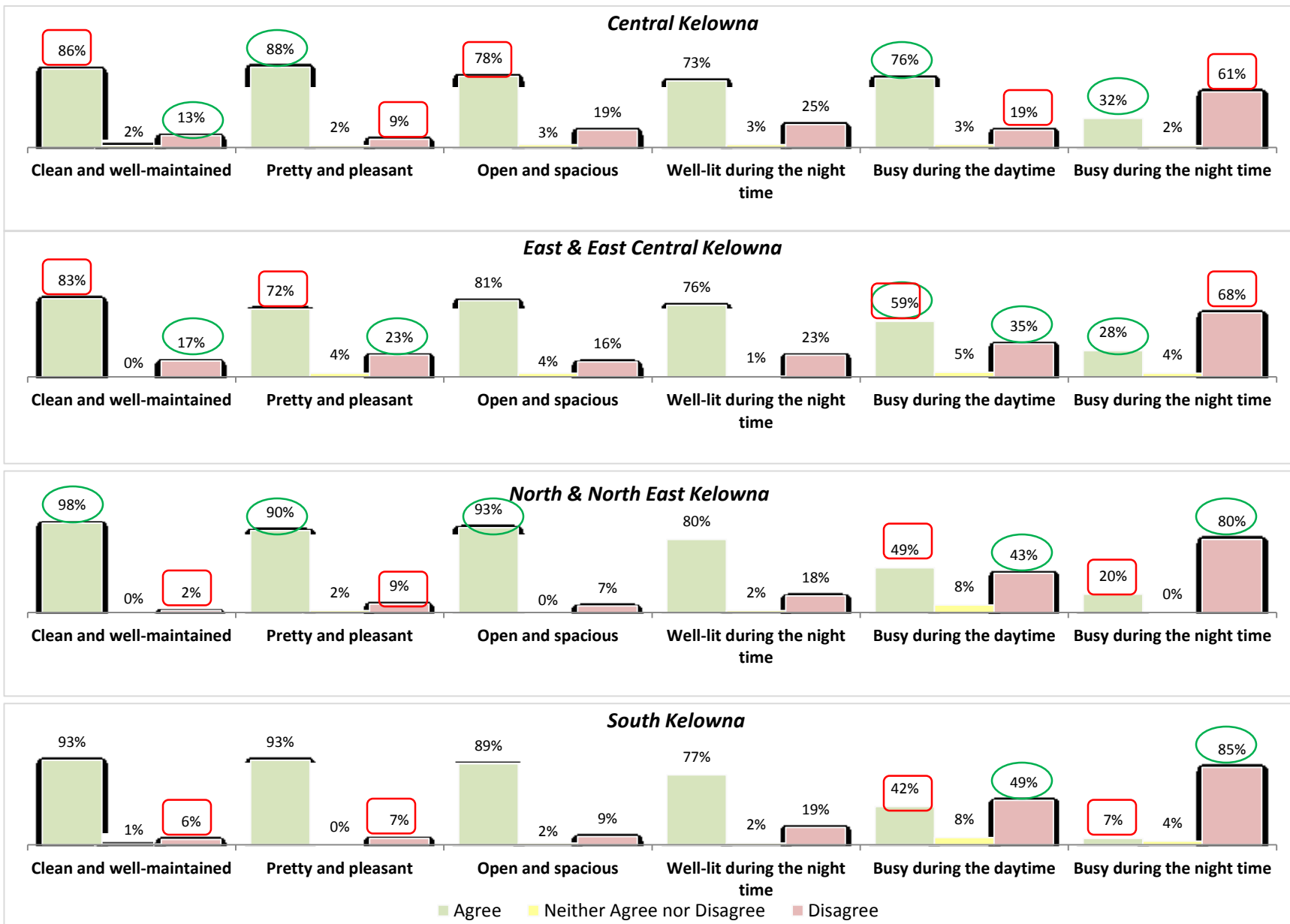
- Overall, nine-in-ten (89%) residents agree (ratings of “strongly agree” and “somewhat agree” combined) their neighbourhood is clean and well-maintained. Residents in North & North East Kelowna are significantly more likely to agree with this neighbourhood characteristic than those in Central Kelowna and East & East Central Kelowna.
- Residents in East & East Central Kelowna are notably less likely than those in other regions to agree that their neighbourhood is pretty and pleasant (72%).
- Those residing in Central Kelowna, which includes Downtown, are significantly more likely to agree (76%) that their region is busy during the daytime than residents in any of the other regions.

P1. Please indicate whether you agree or disagree that each characteristic describes your neighbourhood.



Base: Total sample, n=300

Neighbourhood Characteristics

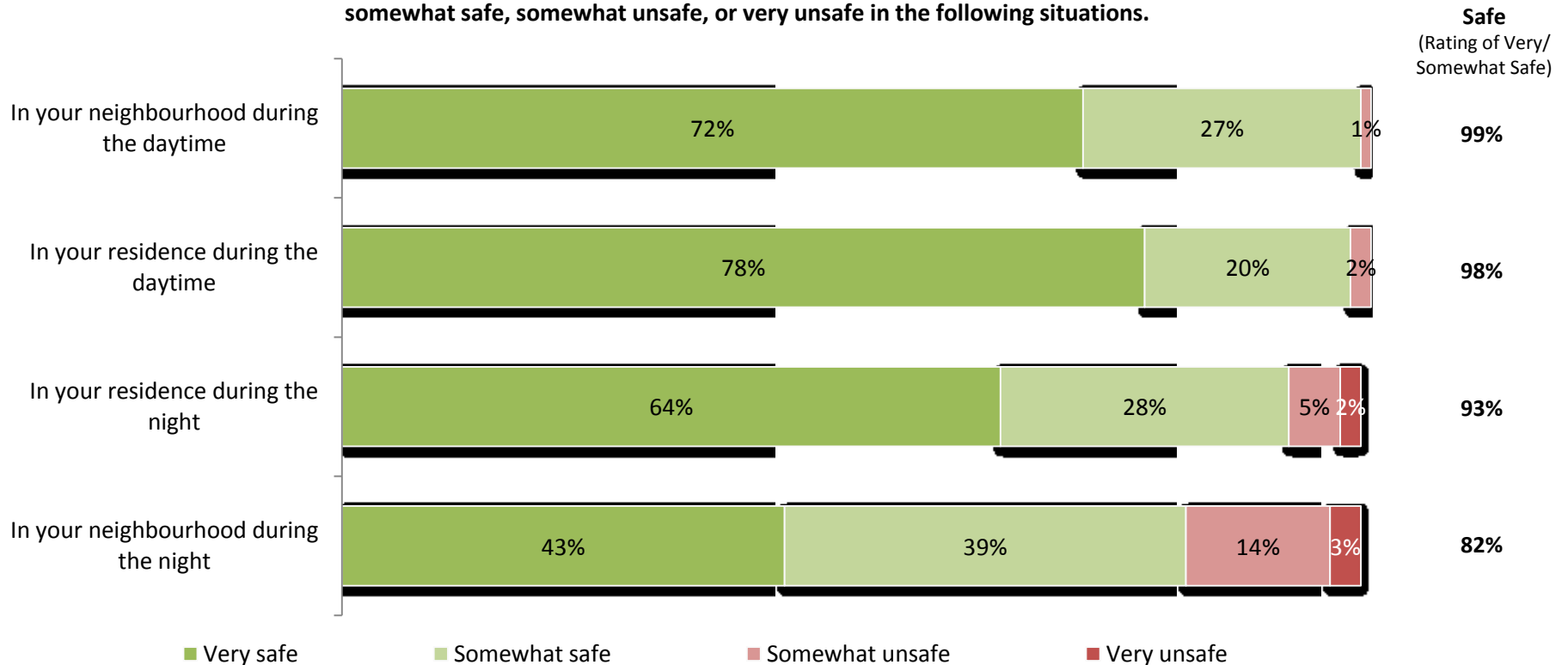


Base: Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Neighbourhood Safety

- Nearly all residents feel very safe or somewhat safe in their neighbourhood during the daytime (99%) and in their residence during the daytime (98%).
- Residents in Central Kelowna (69%) are significantly less likely than those in other regions to feel very or somewhat safe in their neighbourhood during the night.
- Although the majority of those residing in Central Kelowna feel safe in all four of the scenarios presented, this region has lower safety ratings for each of the four scenarios than the other regions.
- North & North East Kelowna residents feel safest in all four of the scenarios presented compared to other regions.

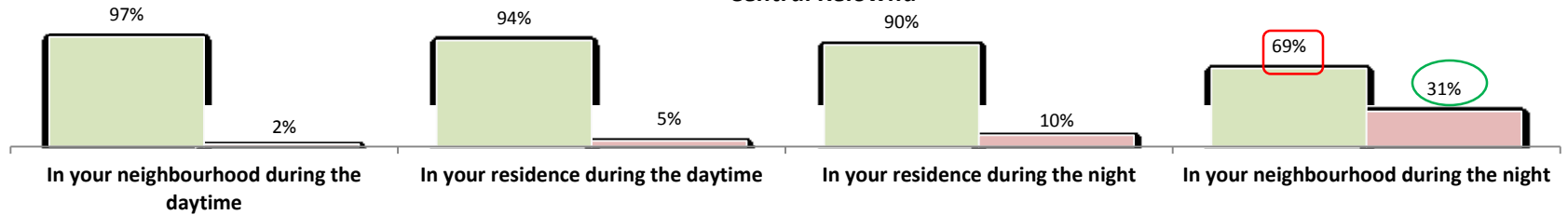
P2. Again, thinking about the neighbourhood you live in, please tell me whether you feel safe, somewhat safe, somewhat unsafe, or very unsafe in the following situations.



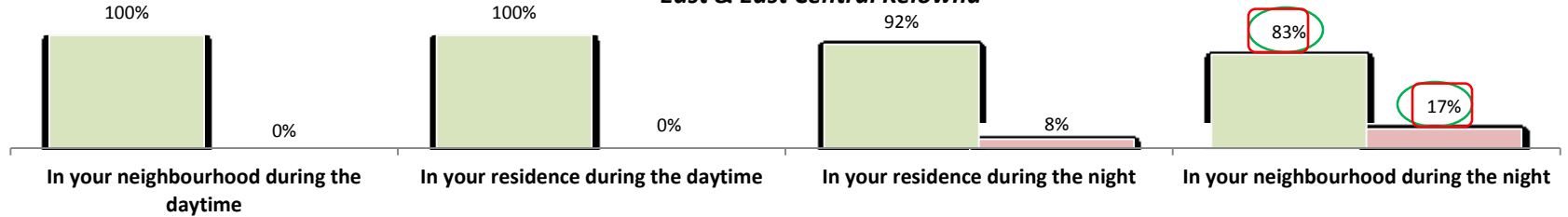
Base: Total sample, n=300

Neighbourhood Safety

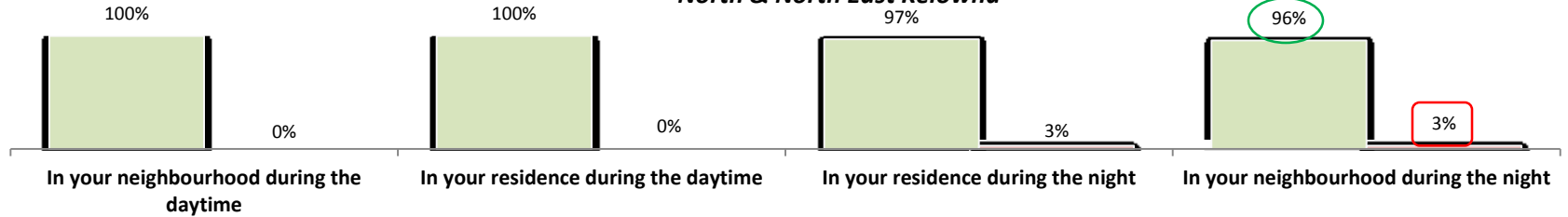
Central Kelowna



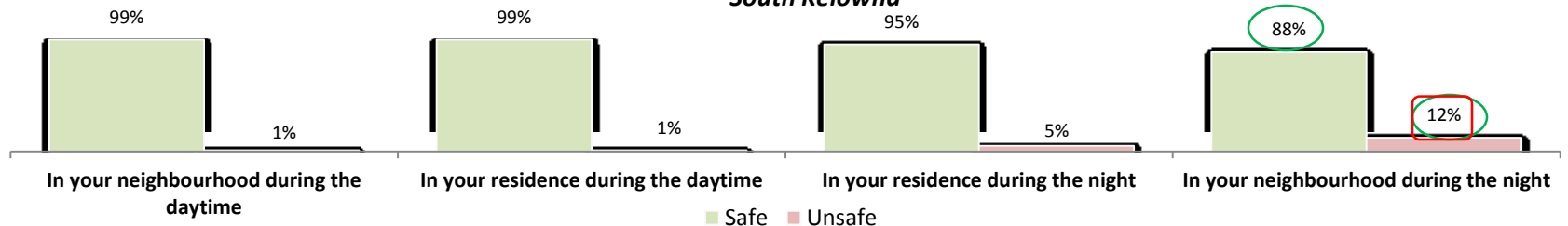
East & East Central Kelowna



North & North East Kelowna



South Kelowna



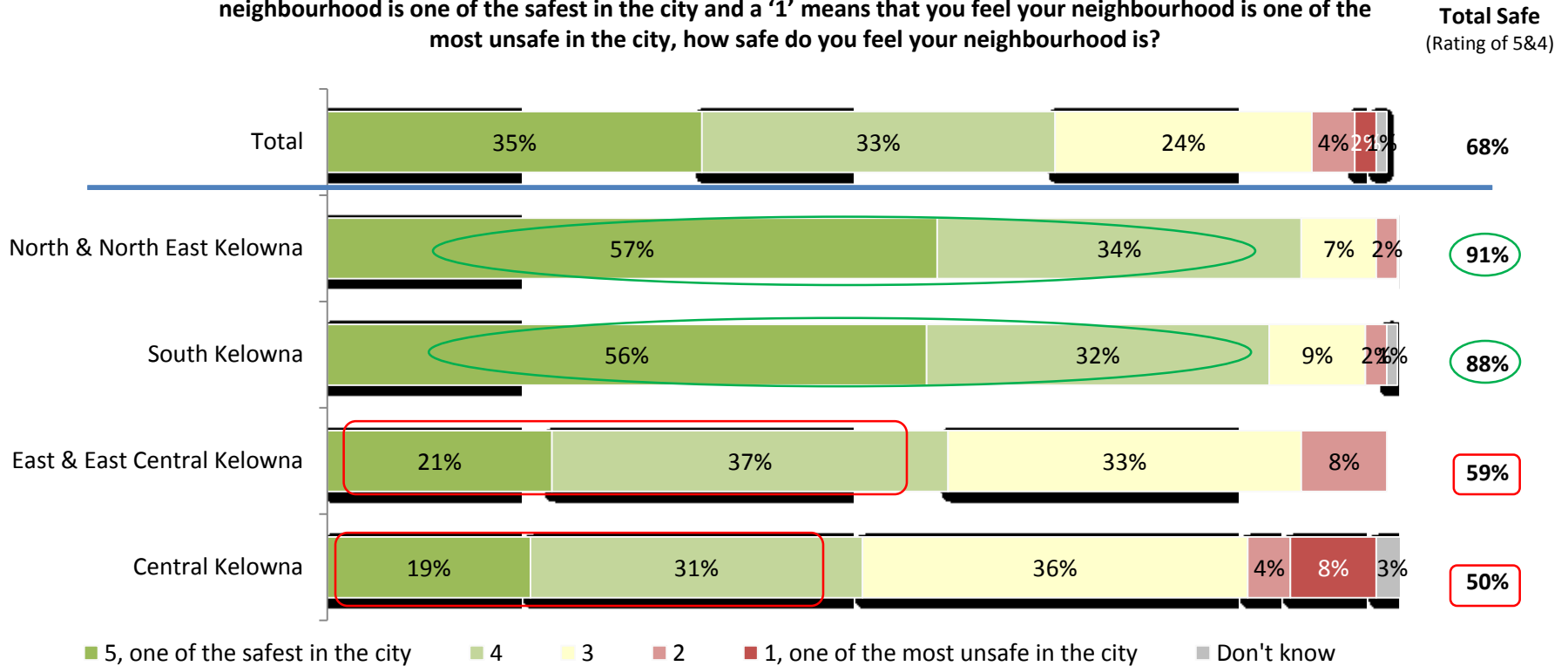
■ Safe ■ Unsafe

Base: Central Kelowna, n=81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Impression of Neighbourhood Safety Compared to Other Neighbourhoods

- Residents in North & North East Kelowna are most likely to perceive their neighbourhood to be one of the safest in the City (91% giving ratings of 4 or 5 out of 5) followed closely by those in South Kelowna (88% giving ratings of 4 or 5 out of 5).
- Those with an annual household income of \$150,000 or more are significantly more likely than all other income levels to give the highest safety rating of 5 out of 5.
- Males ages 18-34 are most likely to indicate that their neighbourhood is unsafe (ratings of 1 or 2 out of 5); conversely, males ages 55+ are most likely to perceive their neighbourhood as safe compared to younger age groups.

P3. Now we would like to get your impression of how safe you feel your neighbourhood is *compared to other neighbourhoods in the city of Kelowna*. Using a scale of one to five, where '5' means you feel that your neighbourhood is one of the safest in the city and a '1' means that you feel your neighbourhood is one of the most unsafe in the city, how safe do you feel your neighbourhood is?

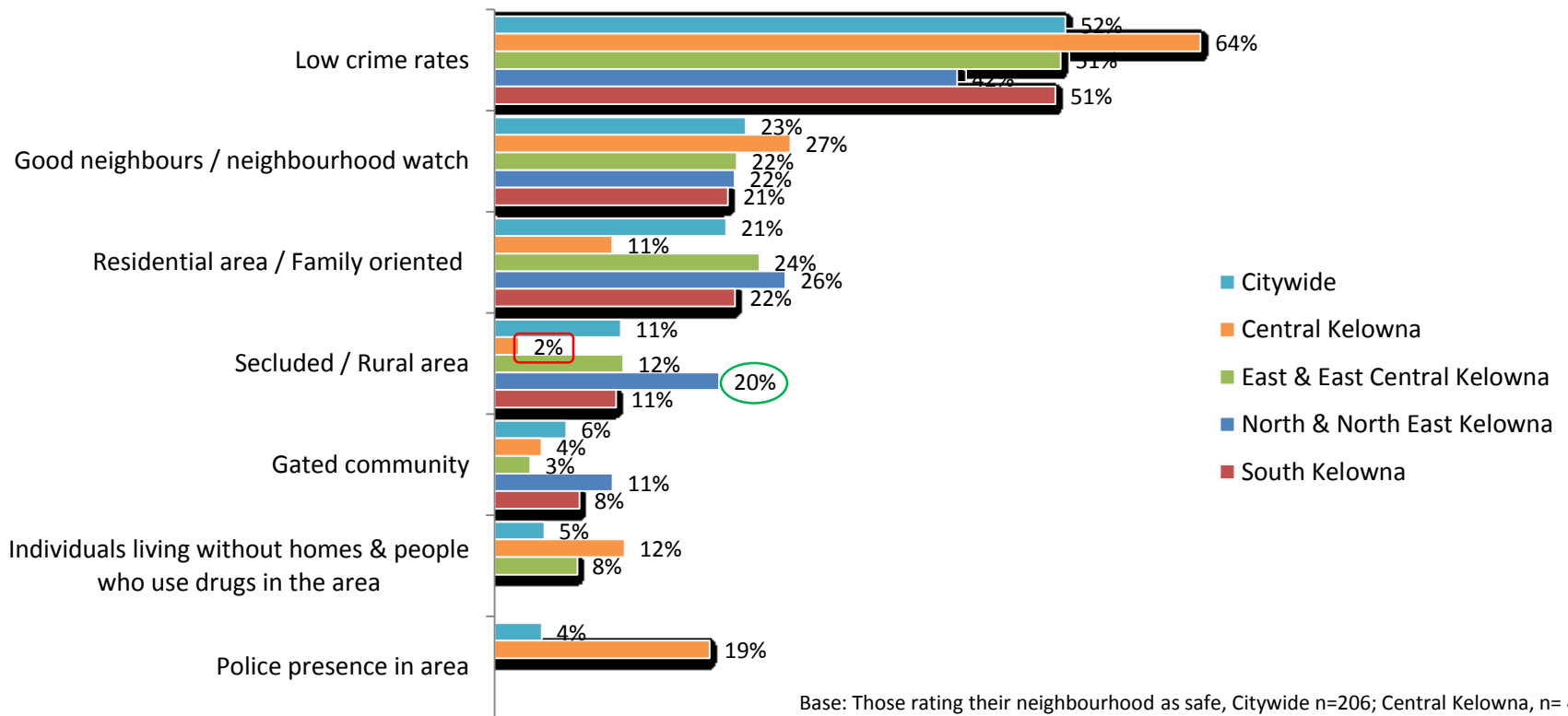


Base: Total sample, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Reasons for Perceived Level of Safety – Total Safe

- Low crime rates (52%) emerge as the top reason for residents feeling their neighbourhood is safe relative to other neighbourhoods in the City. This was followed by comments relating to good neighbours or neighbourhood watch (23%), and that it is a residential or family-oriented area (21%).
- Residents ages 18-24 are most likely to cite low crime rates as a reason for considering their neighbourhood safe relative to other age groups.

P3a. Can you tell me the primary reason you feel this way? (Safe)



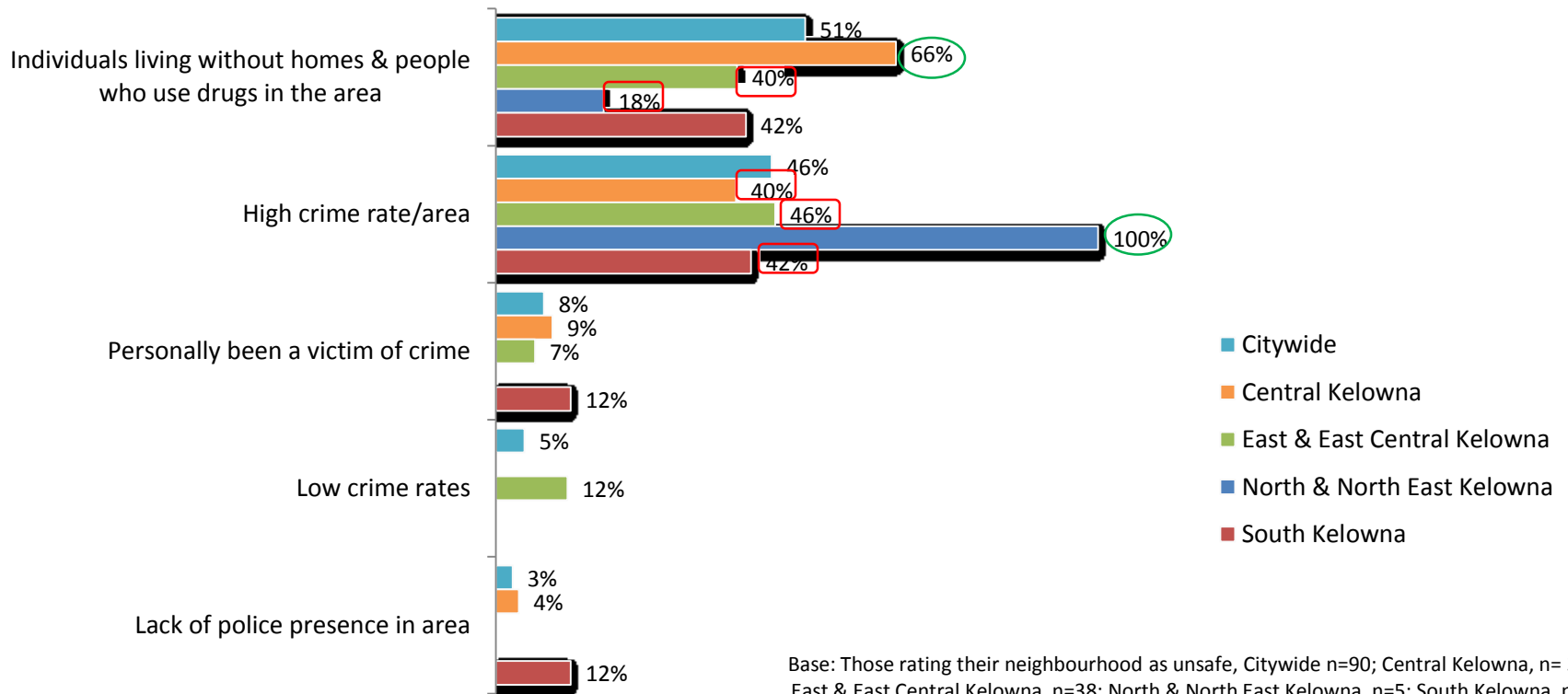
Base: Those rating their neighbourhood as safe, Citywide n=206; Central Kelowna, n= 40; East & East Central Kelowna, n=54; North & North East Kelowna, n=44; South Kelowna, n=68

*Multiple response question. Responses of 3% or less are now shown.

Reasons for Perceived Level of Safety – Total Unsafe

- The primary reason overall for residents rating their neighbourhood as unsafe is “individuals living without homes and people who use drugs in the area” (51%), followed by high crime rate in the area (46%).
- However, “individuals living without homes and people who use drugs in the area” is cited significantly more by Central Kelowna residents (66%) than those in North & North East Kelowna (18%) or East & East Central Kelowna (40%). *Please note that regional results should be interpreted with caution and directional only due to small sample sizes.*
- All residents in North & North East Kelowna mention “high crime rate in the area” as a reason for feeling unsafe.

P3a. Can you tell me the primary reason you feel this way? (Unsafe)



Base: Those rating their neighbourhood as unsafe, Citywide n=90; Central Kelowna, n= 38; East & East Central Kelowna, n=38; North & North East Kelowna, n=5; South Kelowna, n=9

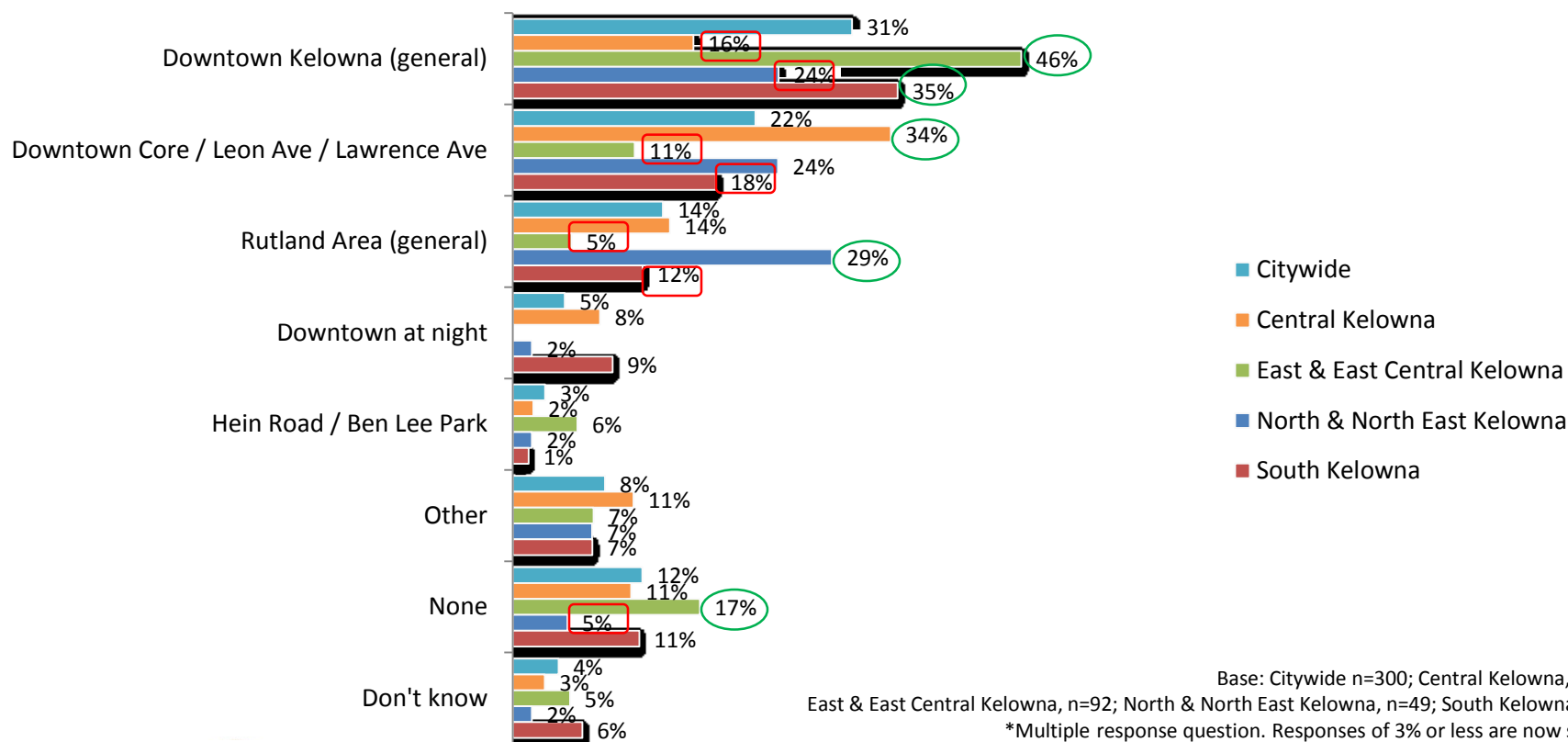
*Caution: Results at the regional level should be interpreted as directional only due to small base sizes

*Multiple response question. Responses of 2% or less are now shown.

Less Safe Neighbourhoods

- Not surprisingly, regional opinions differ in terms of which neighbourhoods they feel less safe in or believe to be less safe relative to other neighbourhoods in Kelowna.
- Those who have been a victim of a crime in the last 12 months in the City of Kelowna are significantly more likely to mention “Rutland Area” as an unsafe neighbourhood than those who have not been a victim of a crime (22% vs 10%).
- Residents in East & East Central Kelowna (46%) are significantly more likely than those in Central Kelowna (16%) or North & North East Kelowna (24%) to mention “Downtown Kelowna” in general as an area they feel less safe or consider less safe.
- Residents ages 45 years and older are most likely to cite “Downtown Kelowna” in general as a less safe neighbourhood compared to their younger counterparts.

P3b. Are there any particular areas or neighbourhoods in Kelowna that you do not feel safe in or that you consider less safe relative to other neighbourhoods?

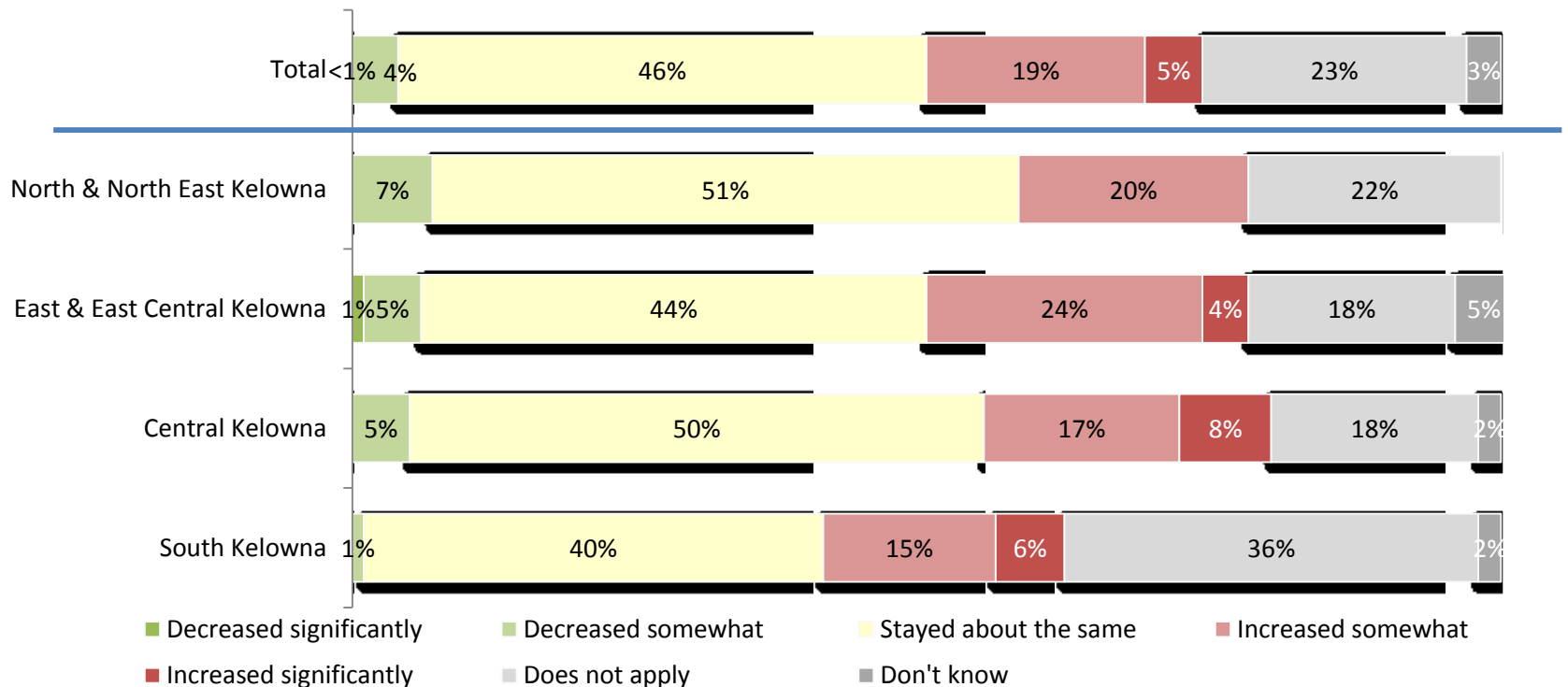


Base: Citywide n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78
 *Multiple response question. Responses of 3% or less are now shown.

Perceived Level of Neighbourhood Property Crime

- Only 4% of residents Citywide feel the level of property crime in their neighbourhood has decreased in the 12 months preceding the survey, whereas nearly one-quarter (24%) believe property crime rates have increased.
- Those who indicate that the potential for crime and victimization affects their life and those who say their lives are affected by crime in general are significantly more likely to believe that property crime rates have increased in their neighbourhood in the past 12 months. Similarly, those who have been a victim of a crime in Kelowna in the past 12 months are also more likely to indicate that property crime levels have risen in their neighbourhood than those who have not been a victim of a crime (44% vs 17%).

P4. In the past 12 months, would you say the level of property crime in your neighbourhood has increased significantly, increased somewhat, stayed about the same, decreased somewhat, or decreased significantly?

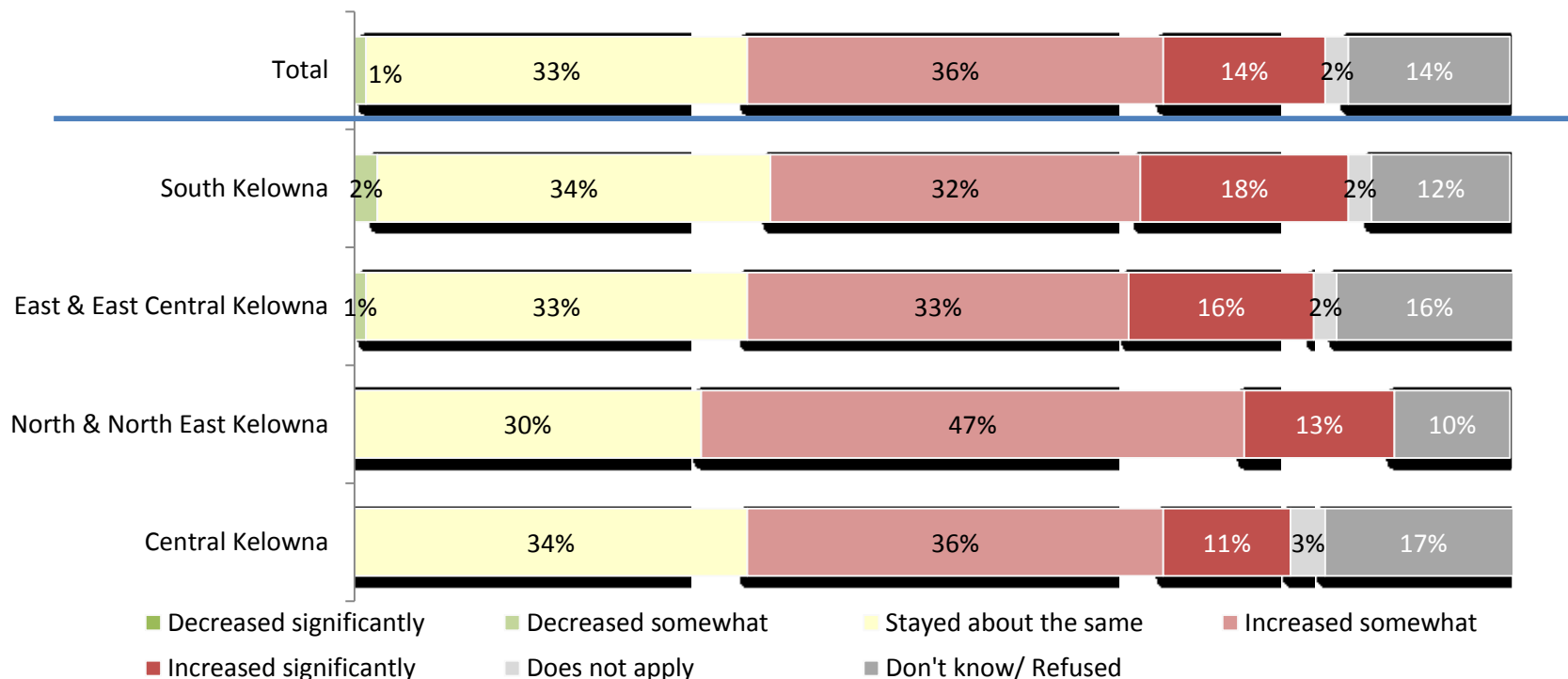


Base: Total sample, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Perceived Level of Property Crime in the City Overall

- Residents Citywide are more likely to believe the level of property crime in the City overall (50%) has increased in the past 12 months compared to the level of property crime in their own neighbourhood (24%) during the same time period.
- Similar to property crime perceptions at the neighbourhood level, those who indicate that the potential for crime and victimization affects their life and those who say their lives are affected by crime in general are significantly more likely to believe that property crime rates have increased in the city in the past 12 months. As well, those who have been a victim of a crime in Kelowna in the past 12 months are also more likely than those who haven't to indicate that property crime levels have risen.
- Residents age 18-24 years tend more to indicate that the level of property crime in the city has remained the same out of all other age groups.

P5. In the past 12 months, would you say the level of property crime in the city has increased significantly, increased somewhat, stayed about the same, decreased somewhat, or decreased significantly?

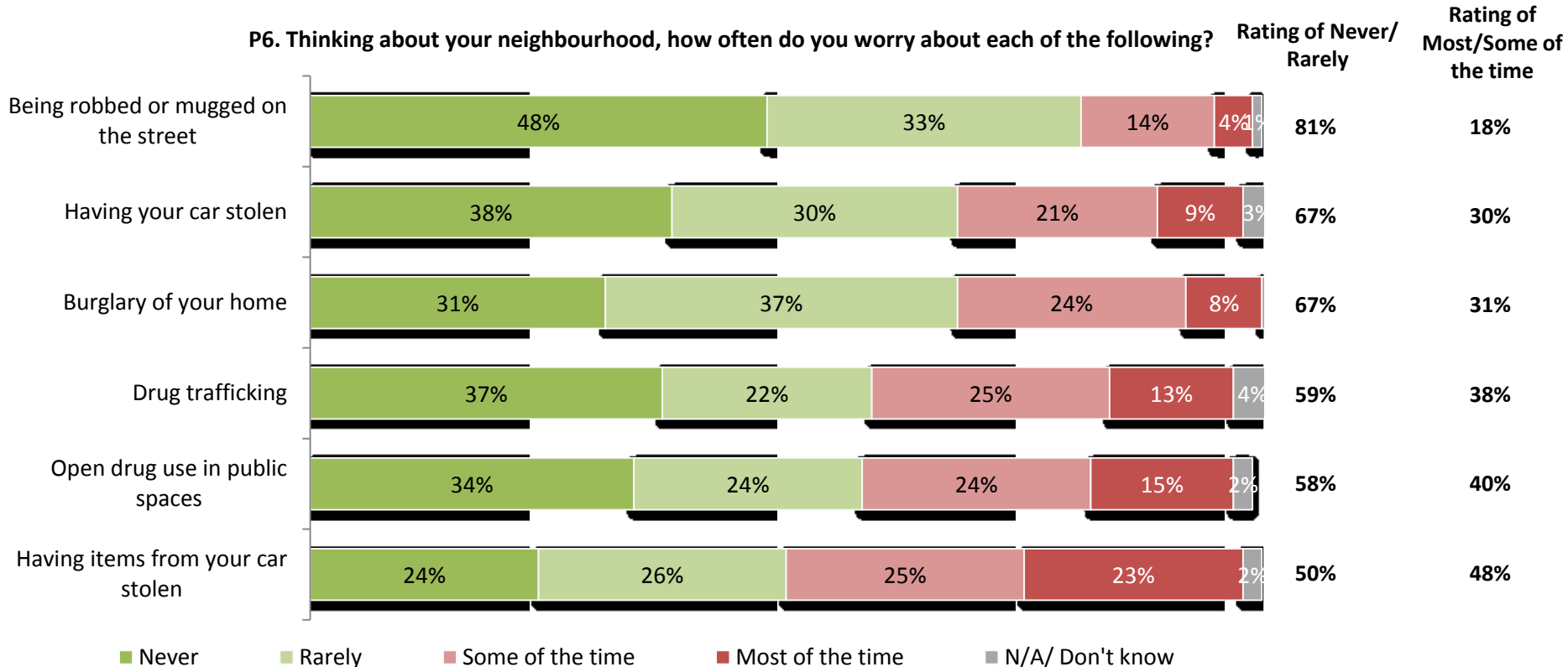


Base: Total sample, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Neighbourhood Areas of Worry

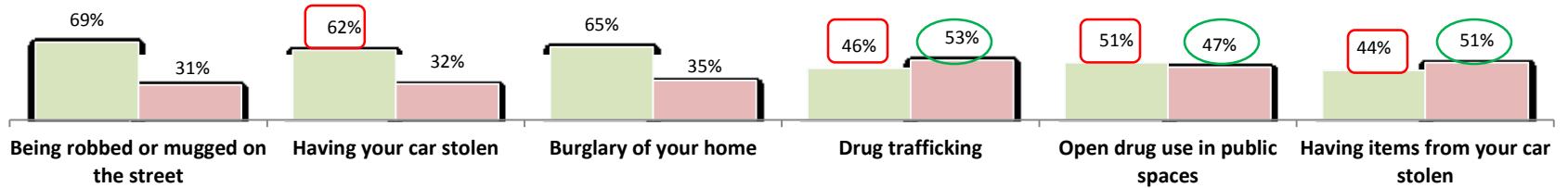
- Overall, eight-in-ten (81%) residents never or rarely worry about being robbed or mugged on the street, while two-thirds (67%) each say they never or rarely worry about having their car stolen or their home burglarized.
- Residents in Central Kelowna and East & East Central Kelowna tend to worry more often than those in North & North East Kelowna and South Kelowna about all of the neighbourhood crime-related activities listed.
- Not surprisingly, males (86%) are significantly more likely to indicate that they never or rarely worry about being robbed or mugged on the street than females (76%).
- Residents with household incomes above \$100,000 are significantly more likely than those with household incomes of less than \$100,000 to indicate that they never or rarely worry about being robbed or mugged on the street.
- Residents ages 45-54 are the most likely to worry about drug trafficking (52%) and burglary of their homes (47%) than all other age groups.

P6. Thinking about your neighbourhood, how often do you worry about each of the following?

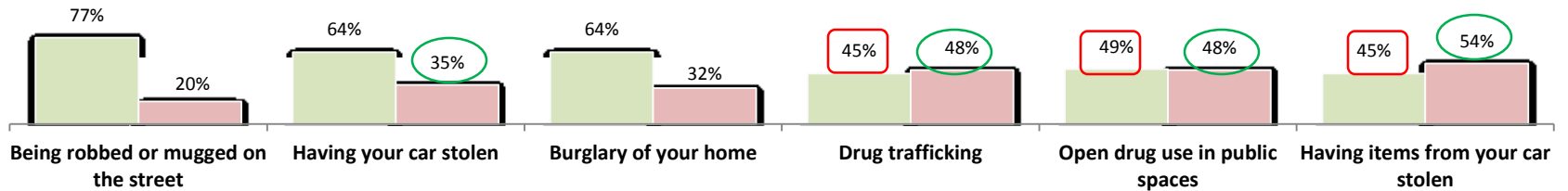


Neighbourhood Areas of Worry – By Region

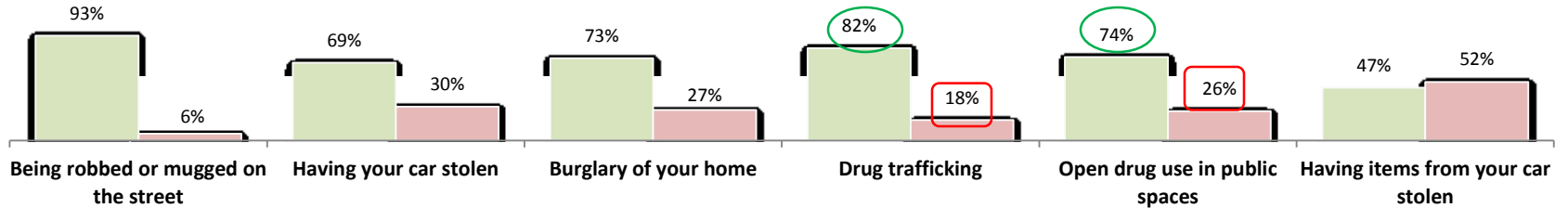
Central Kelowna



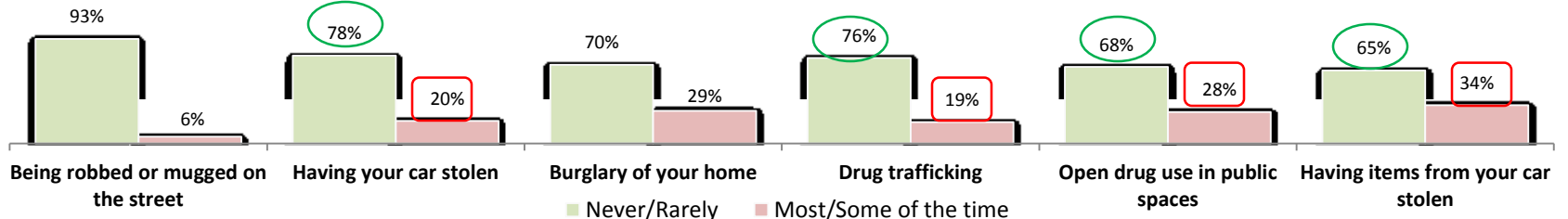
East & East Central Kelowna



North & North East Kelowna



South Kelowna



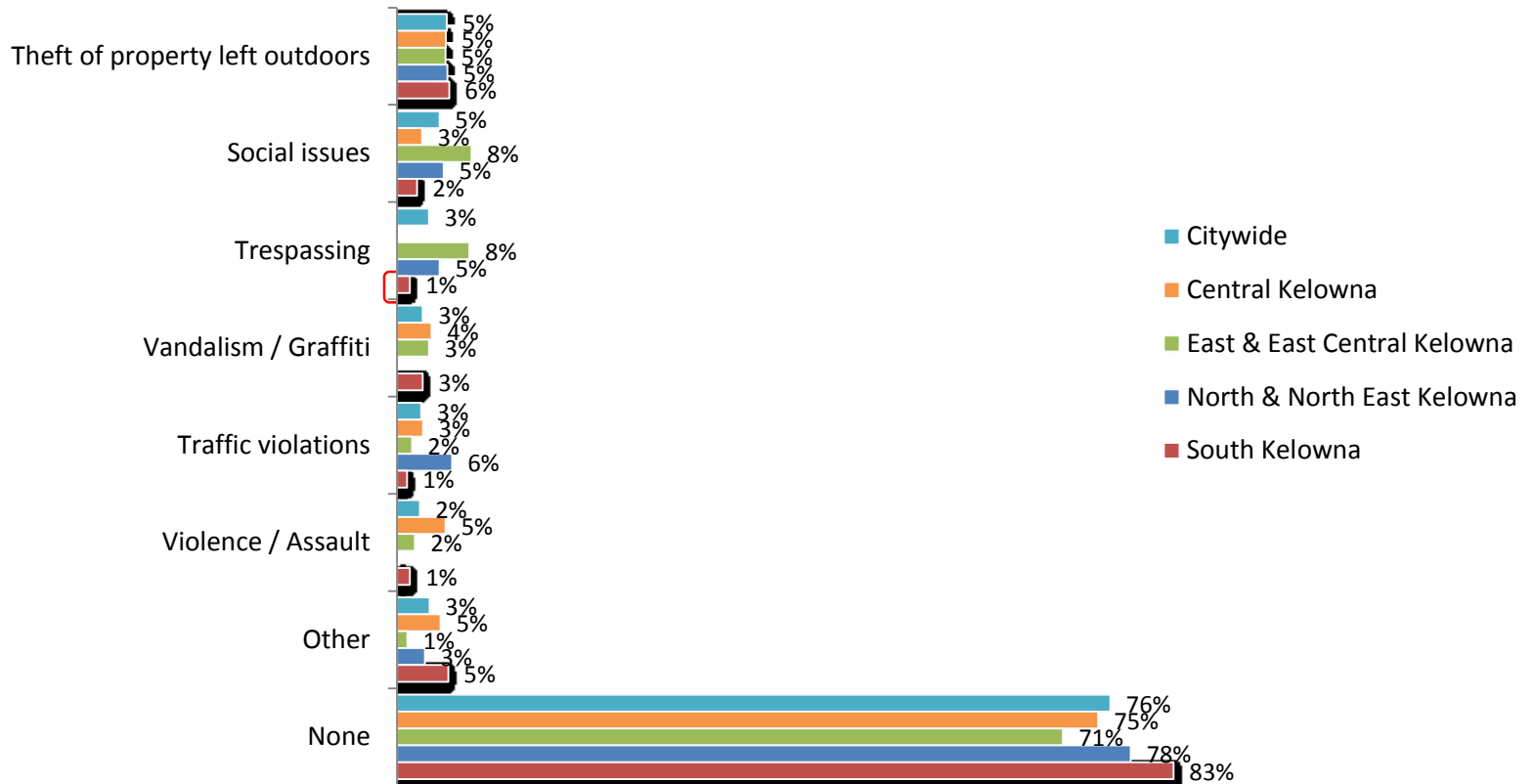
■ Never/Rarely ■ Most/Some of the time

Base: Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

Other Neighbourhood Crime-Related Areas of Worry

- When asked if they have any other crime-related problems that they worry about in their neighbourhood, the majority (76%) of residents do not mention any others.
- Of those who do, Citywide, 5% of residents each worry about theft of property left outdoors and various social issues.
- Residents in East & East Central Kelowna tend more to worry about social issues (8%) and trespassing (8%) than residents in other regions.

P6other. Other than what we've already mentioned, are there any other crime-related problems that you worry about in your neighbourhood?



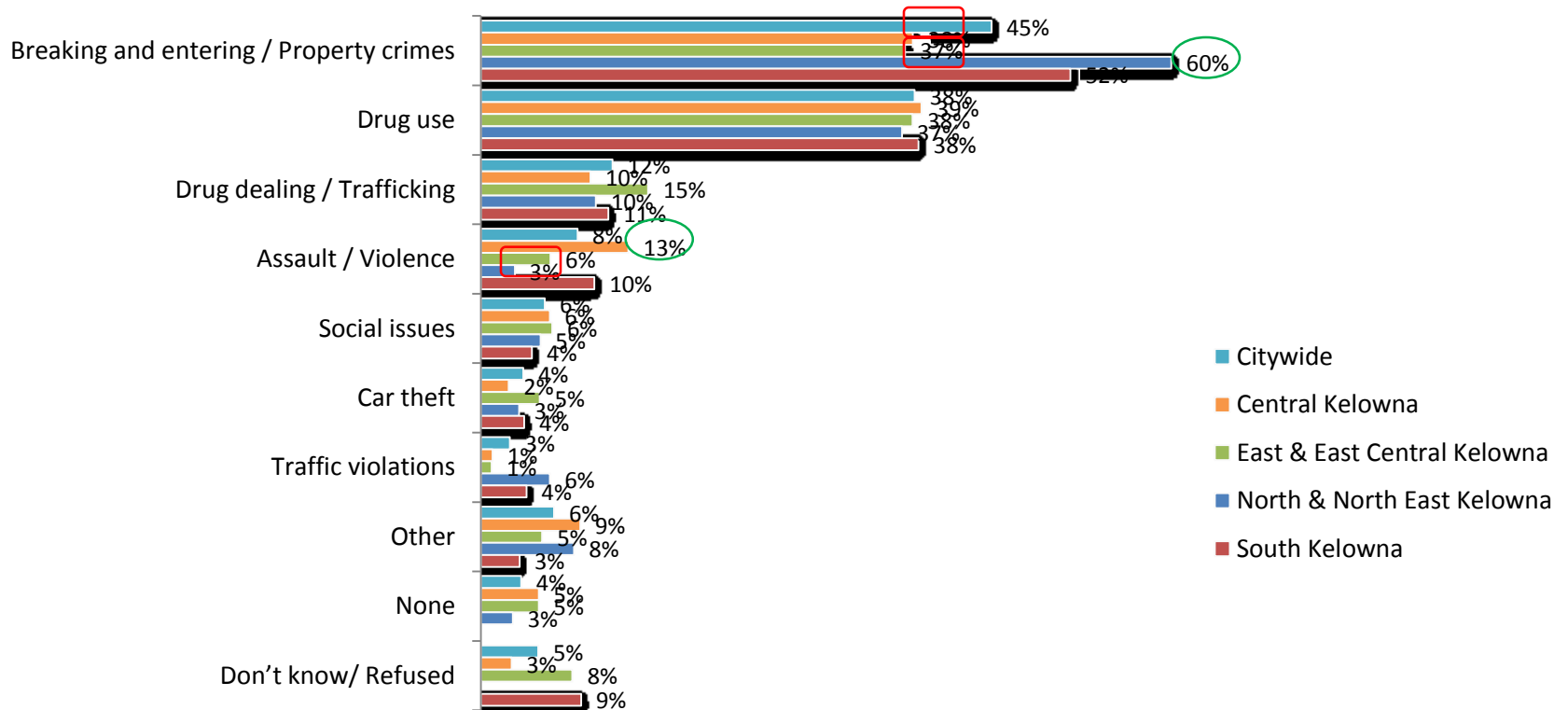
Base: Citywide, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

*Multiple response question. Responses of 1% or less are not shown.

Most Important Crime-Related Problem in the City

- Citywide, residents think the most important crime-related problems are breaking and entering/property crimes and drug use (45% and 38% respectively of total residents).
- Those in Central Kelowna are more apt to mention assault/violence than those in North & North East Kelowna as the most important crime-related problem in the city.
- Residents in North & North East Kelowna (60%) are significantly more likely than those in Central Kelowna (38%) and East & East Central Kelowna (37%) to believe that breaking and entering/property crimes is the most important crime-related problem in the city.
- Residents age 65+ (50%) are more likely to mention drug use as the top crime-related issue in the city than their younger counter-parts.

P7. What do you think is the most important crime-related problem in the city of Kelowna?



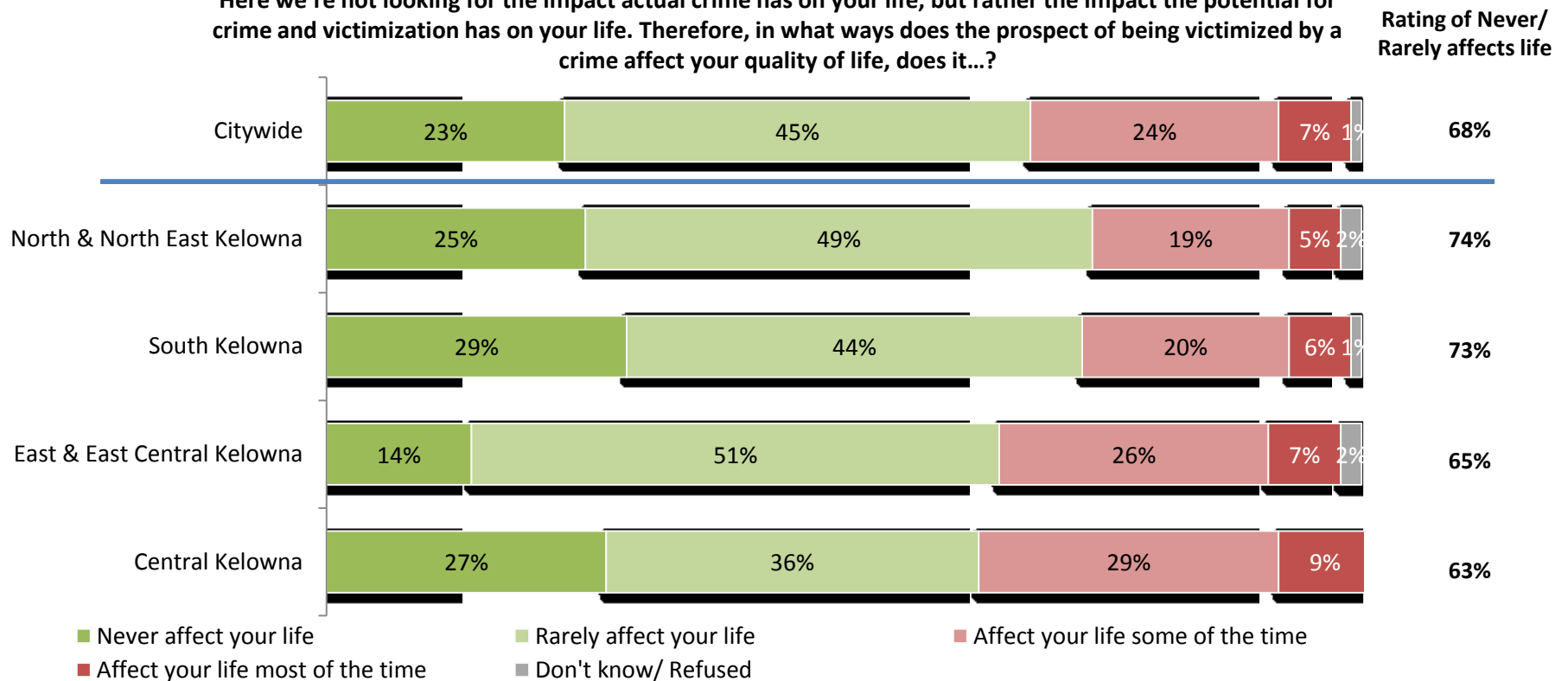
Base: Citywide, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78

*Multiple response question.

Affect of Prospect of Being Victimized by a Crime

- The prospect of being victimized by a crime never or rarely affects nearly seven-in-ten (68%) residents Citywide.
- Residents in South Kelowna (29%) are significantly more likely than those in East & East Central Kelowna (14%) to indicate that the prospect of being victimized by a crime never affects their life.
- Males ages 55+ (83%) tend more than any other age/gender groupings to say that the prospect of crime never or rarely affects their lives.
- Those who have been a victim of a crime in the last 12 months in Kelowna (42%) are significantly more likely than those who have not (27%) to indicate that the prospect of being victimized by a crime affects their life most or some of the time.

P8. My next question is about how the prospect of being victimized by a crime affects your quality of life. Here we're not looking for the impact actual crime has on your life, but rather the impact the potential for crime and victimization has on your life. Therefore, in what ways does the prospect of being victimized by a crime affect your quality of life, does it...?



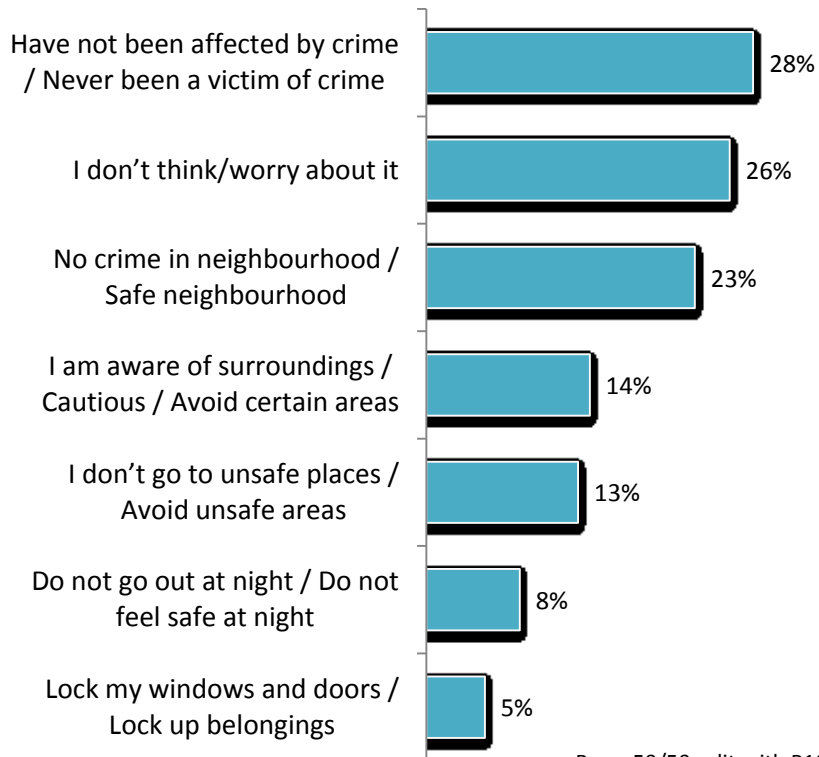
Base: Citywide, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

Prospect of being Victimized

- For those indicating that the prospect of being victimized by a crime never or rarely affects their life, the top reason given is that they have not been affected by a crime or have never been a victim of a crime (28%), followed closed by mentions of “don’t think/worry about it” (26%).
- For those indicating that the prospect of being victimized by a crime affects their life most or some of the time, the top reason given is “causes me stress and worry/ I feel unsafe” (29%) followed by “have been affected by a crime (22%).

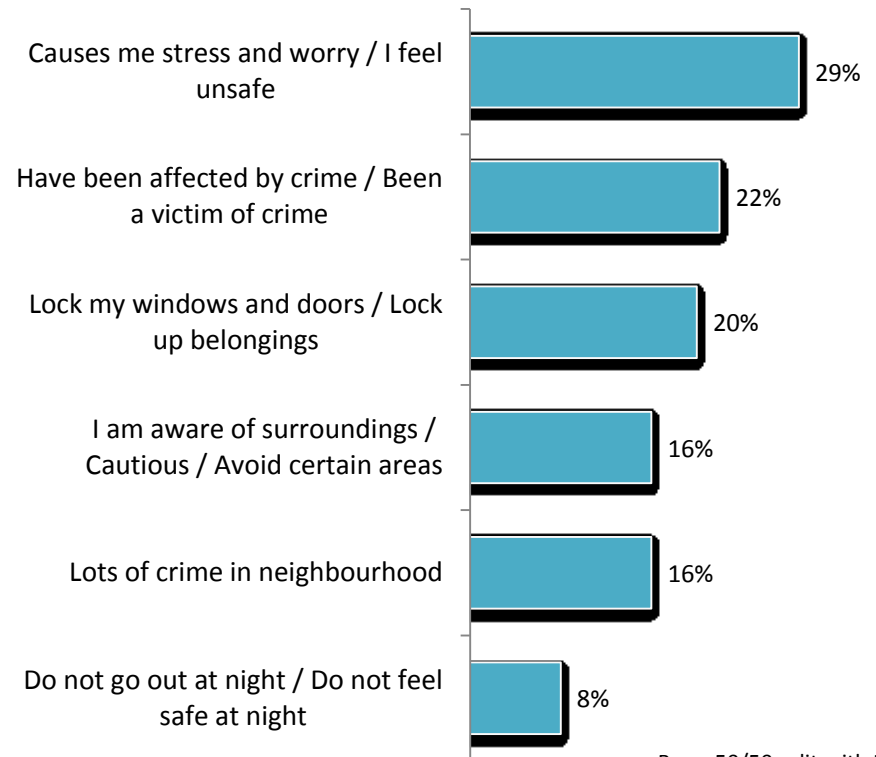
P10a. Why does the prospect of being victimized by a crime [Insert response from P8]?

P10a. <Never affect your life/Rarely affect your life>? (Total mentions)



Base: 50/50 split with P10b.
Prospect of being victimized rarely/never affects life; Citywide, n=115.

P10a. <Affect your life most/Some of the time>? (Total mentions)



Base: 50/50 split with P10b.
Prospect of being victimized affects life most/some of time; Citywide, n=44.

*Individual region basis too small to show broken out

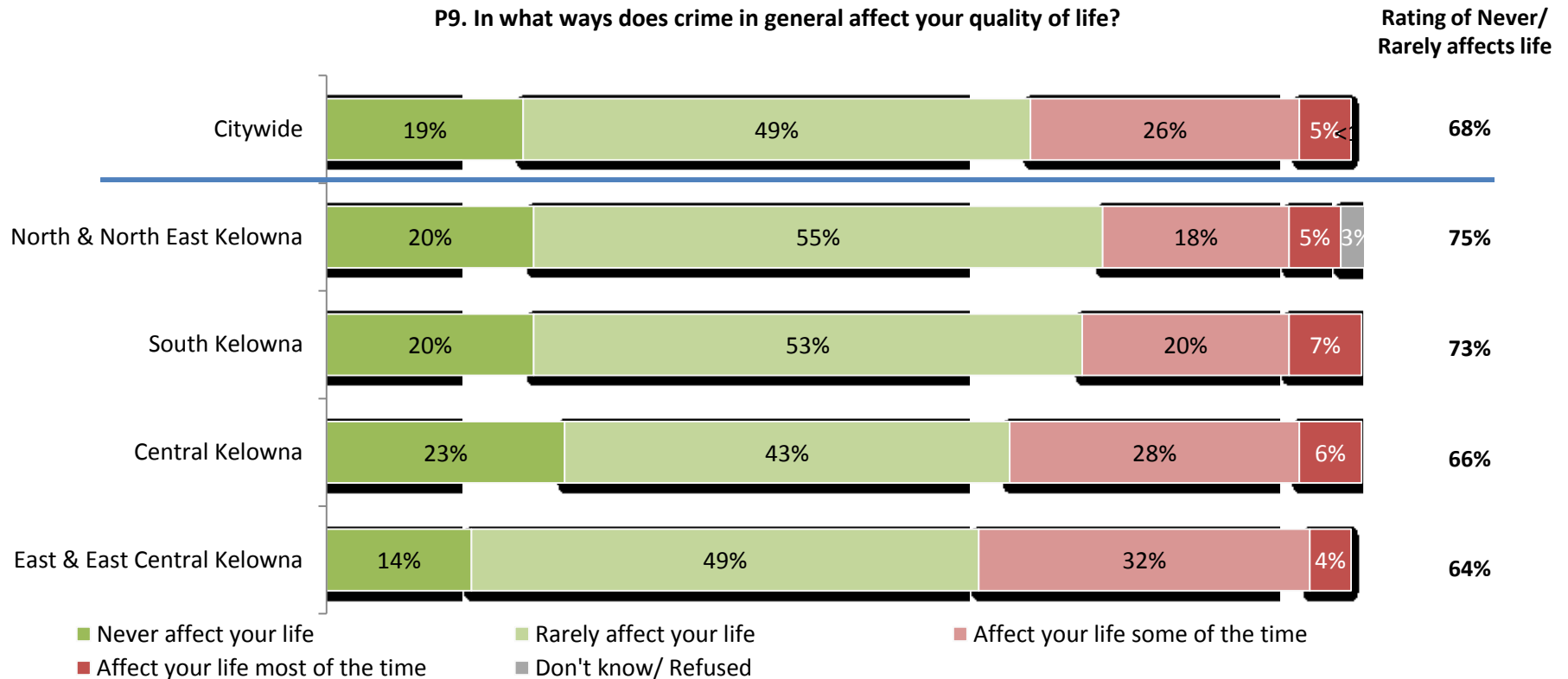
*Multiple response question. Responses of 4% or less are now shown.

City of Kelowna – Public Safety & Crime Survey

Effect of Crime in General

- Consistent with resident ratings on the prospect of being victimized by a crime, crime in general never or rarely affects nearly seven-in-ten (68%) residents Citywide.
- Also consistent with the prospect of being victimized by a crime, those who have been a victim of a crime in the last 12 months in Kelowna (46%) are significantly more likely than those who have not (25%) to indicate that crime in general affects their life most or some of the time.
- Residents ages 65+ (29%) are the most likely to say that crime in general never affects their life.

P9. In what ways does crime in general affect your quality of life?



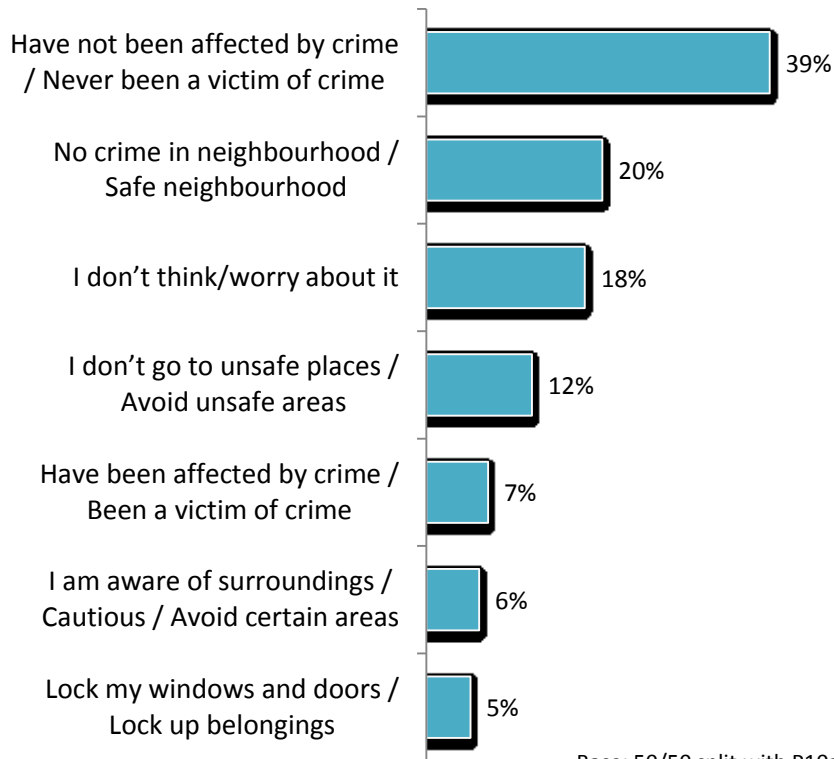
Base: Citywide, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

Effect of Crime in General

- Similar to the prospect of being victimized by a crime, for those indicating that crime in general never or rarely affects their life the top reason given is “have not been affected by crime or have never been a victim of crime” (39%).
- For those indicating that crime in general affects their life most or some of the time, the top reason given is “causes me stress and worry/ I feel unsafe” (38%).

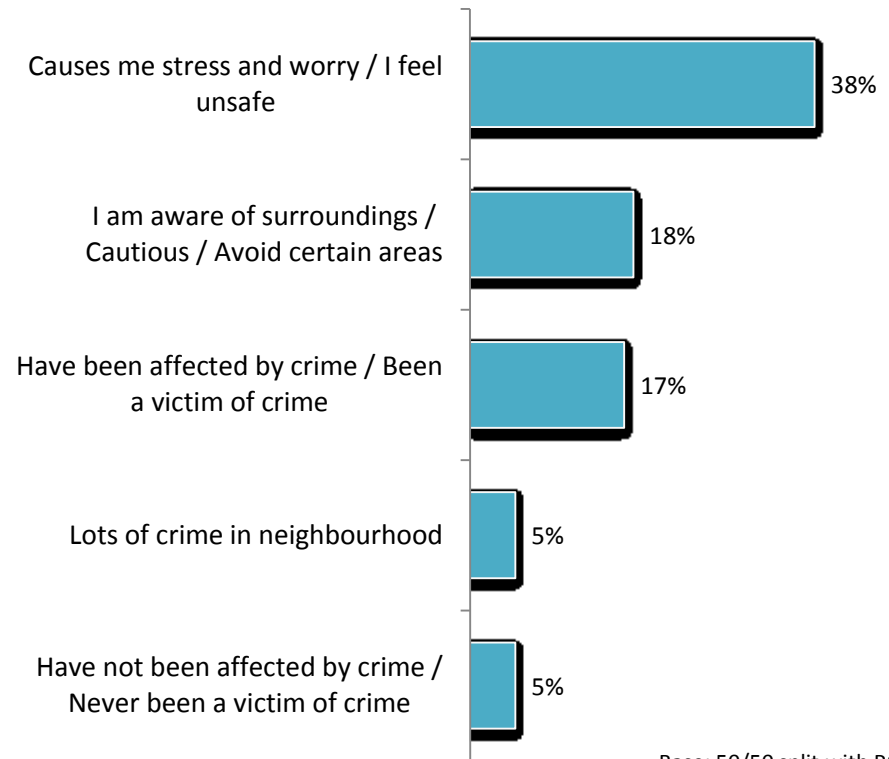
P10b. Why does crime in general [Insert response from P9]?

P10b. <Never affect your life/Rarely affect your life>? (Total mentions)



Base: 50/50 split with P10a.
Crime in general rarely/never affects life; Citywide, n=98.

P10b. <Affect your life most/Some of the time>? (Total mentions)



Base: 50/50 split with P10a.
Prospect of being victimized affects life most/some of time; Citywide, n=43.

*Individual region basis too small to show broken out
Multiple response question. Responses of 4% or less are now shown.

City of Kelowna – Public Safety & Crime Survey

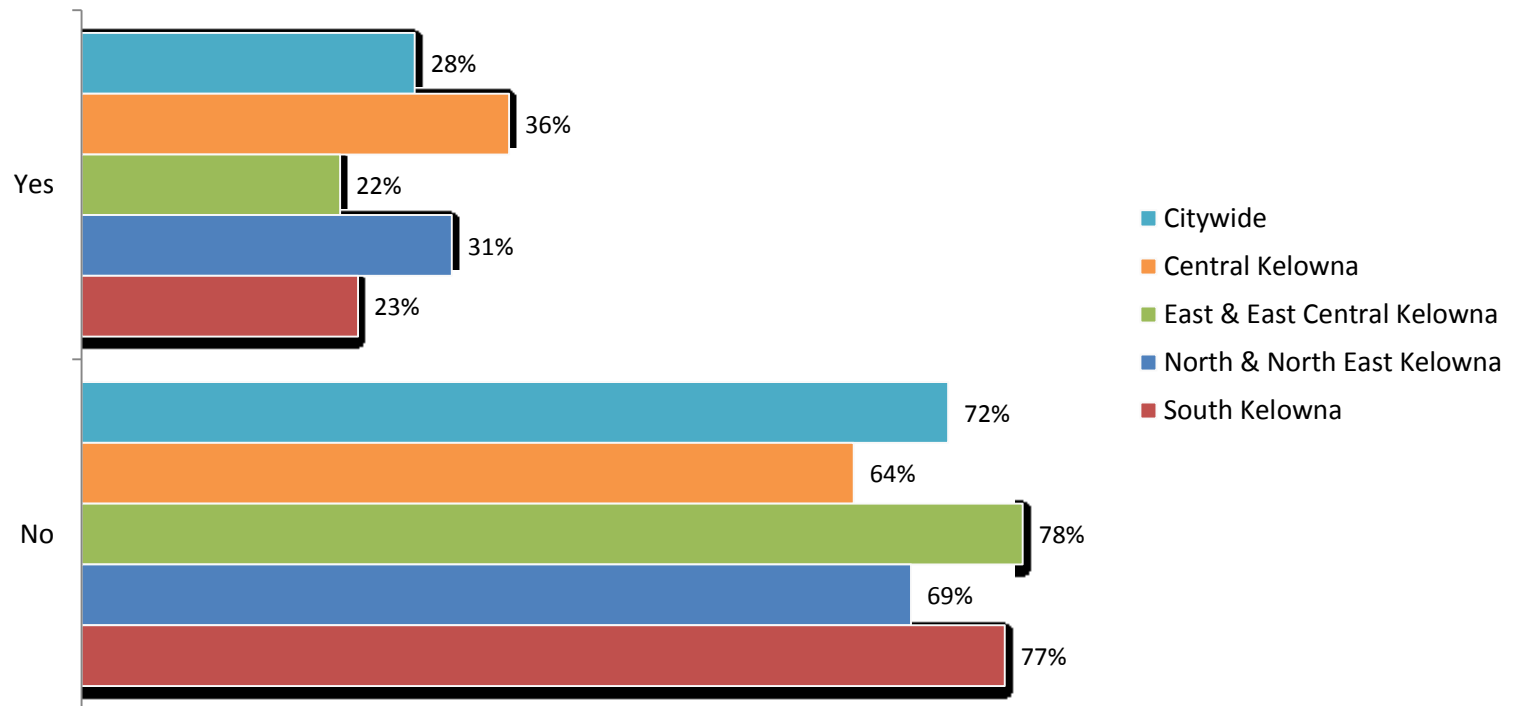
Results:

Unreported Crime

Victim of a Crime in Kelowna

- Overall, nearly three-in-ten residents (28%) have been a victim of a crime in the City of Kelowna in the past year.
- There are no significant statistical differences between regions.

U1. In the past 12 months, have you been a victim of a crime in Kelowna?

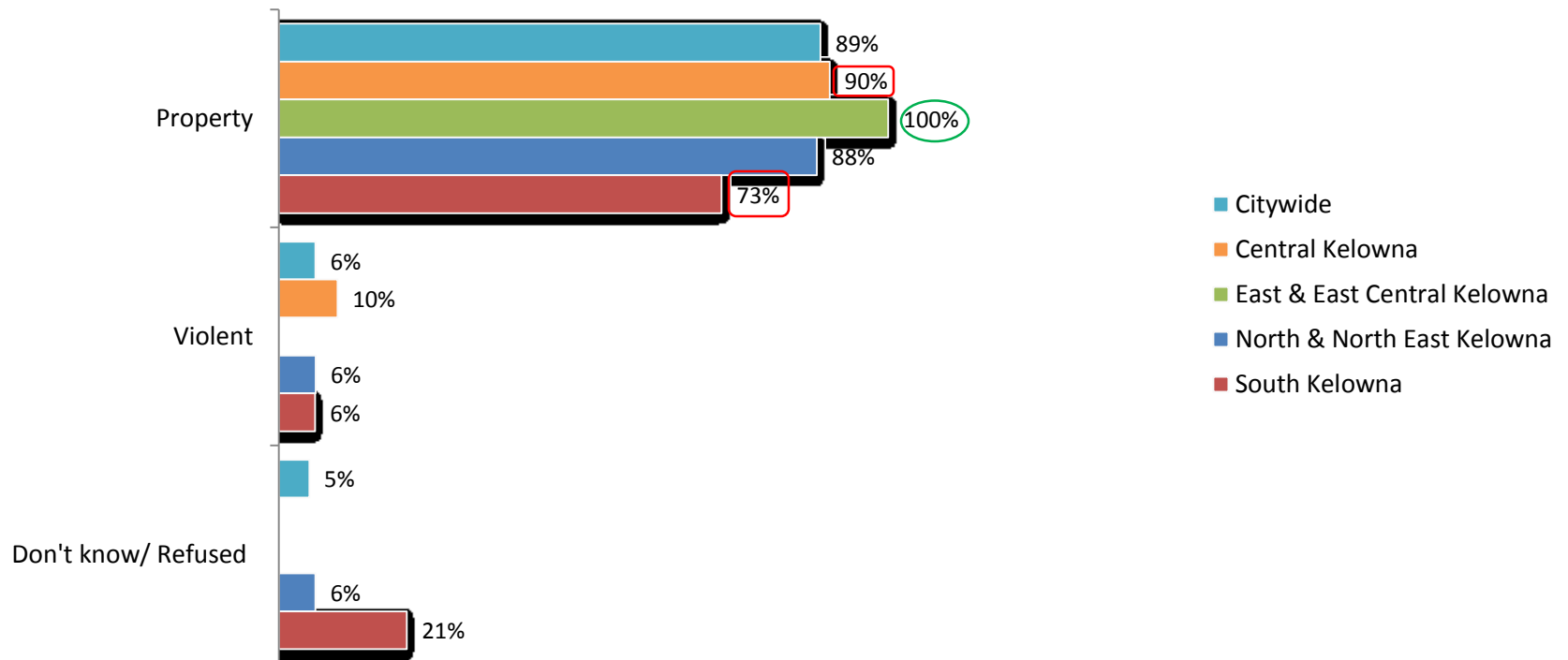


Base: Citywide, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

Victim of a Crime in Kelowna

- Of all crime victims, nine-in-ten (89%) had experienced a property crime and 6% had experienced a violent crime.
- All residents who have been victimized in East & East Central Kelowna report property crime, significantly higher than in Central Kelowna (90%) and South Kelowna (73%). *Please note, regional results must be used with caution and should be interpreted directionally due to small sample sizes.*

U2. Was it a property crime or violent crime?



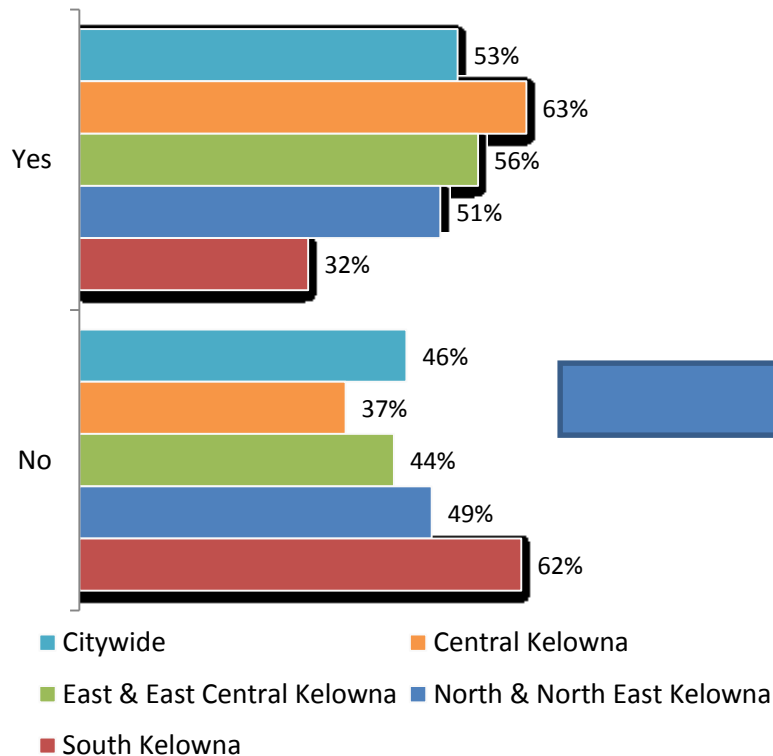
Base: Citywide, n=75; Central Kelowna, n= 26; East & East Central Kelowna, n=20; North & North East Kelowna, n=12; South Kelowna, n=17.

*Caution: Results at the regional level should be interpreted as directional only due to small base sizes.

Reporting Crimes

- Just over one-half (53%) of residents who have been a victim of a crime in the past year say they reported the crime to the police.
- The primary reason for not reporting the crime to the police was a feeling that police could not do anything about it (61%) followed by mentions that the crime was too small (50%).

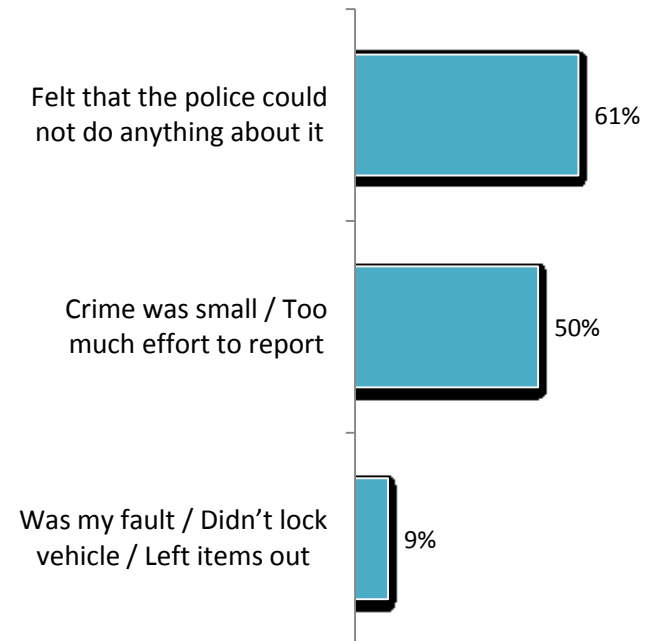
U3. Thinking of the last contact you had with the police, was this crime reported to the police?



Base: Citywide, n=75; Central Kelowna, n= 26; East & East Central Kelowna, n=20; North & North East Kelowna, n=12; South Kelowna, n=17.

*Caution: Results at the regional level should be interpreted as directional only due to small base sizes.

U3a. Why did you decide not to report this crime to the police? (Total Mentions)



Base: Residents who did not report crime; n=35.

*Individual region basis too small to show broken out
Multiple response question. Responses of 4% or less are not shown.

Summary & Conclusions

- **Over eight-in-ten residents Citywide agree that their neighbourhood is clean and well-maintained, pretty and pleasant, and open and spacious.** As well, less than one-quarter of residents agree that their neighbourhood is busy during the night time.
- **Nearly all residents feel very safe or somewhat safe in their neighbourhood during the daytime (99%) and in their residence during the daytime (98%).** Although the majority of Central Kelowna residents feel safe in all four of the scenarios presented, this neighbourhood had lower safety ratings for each of the four scenarios than the other regions.
- **Low crime rates emerge as the top reason for residents feeling their neighbourhood is safe relative to others in the city.**
- **The primary reason for residents in all regions rating their neighbourhood as unsafe is the presence of individuals living without homes and people who use drugs in the area (51%).** However, this reason was cited significantly more by those in Central Kelowna (66%) than those in North & North East Kelowna (18%) or East & East Central Kelowna (40%). Females aged 18-34 (100%) were significantly more likely than all other age and gender groups to mention “individuals living without homes and people who use drugs in the area” as a reason for feeling unsafe in their neighbourhood.
- **Regional opinions differed in terms of which neighbourhoods residents feel less safe in or believe to be less safe relative to other neighbourhoods in Kelowna.** Residents ages 45 years and older are more likely to cite Downtown Kelowna in general as a less safe neighbourhood compared to their younger counterparts. However, residents ages 45 years and older are also less likely to reside in Downtown Kelowna than their younger counterparts and those living in Downtown Kelowna are the least likely to mention that Downtown is an unsafe neighbourhood. Those who had been a victim of a crime in the past year in Kelowna are significantly more likely than those who have not to cite the Rutland Area as an unsafe neighbourhood.

- **Both the prospect of being victimized by a crime and crime in general never or rarely affects nearly seven-in-ten (68%) residents Citywide.** For those who indicate that either the prospect of being victimized by a crime or crime in general affects their life most or some of the time, the top reason given was that it causes them stress and worry or that they feel unsafe. Women are slightly more likely than men to indicate that both the prospect of crime and crime in general affects their life, though not significantly more.
- **Overall, Central Kelowna tends to receive lower ratings on neighbourhood characteristics, lower safety ratings, and is the region with the highest proportion of residents having experienced a crime in the past 12 months.** The City of Kelowna may consider focusing crime prevention efforts in the Central Kelowna region, as well as potentially reassure residents that they are keeping this region safe.
- **North & North East Kelowna residents are most likely to think their neighbourhood is one of the safest in the City.** However, interestingly, North & North Kelowna residents are also the most likely to think that property crime in the City overall has increased and nearly one-third (31%) of residents in this region say they have been a victim of a crime in the past 12 months. The City may consider some outreach activities for this region in terms of potentially allaying these concerns.
- **Overall, nearly three-in-ten residents (28%) have been a victim of a crime in the City of Kelowna in the past year.** Of those, just over one-half (53%) said that they reported the crime to the police. The primary reason for not reporting the crime to the police was a feeling that police could not do anything about it (61%) followed by mentions that the crime was too small (50%). Based on this, the City may look at a communications strategy to residents to report all crime to the police as way of understanding and tracking potential crime trends.
- **Going forward, the City of Kelowna may consider focusing crime prevention plans on property crime.** The survey results bear this out: one-quarter (24%) of residents Citywide believe the property crime rate has risen in their neighbourhood over the past 12 months and one-half (50%) believe property crime has increased in the City overall. As well, residents think the most important crime-related problem Citywide is breaking and entering property crimes. Finally, of all crime victims in the City in the past 12 months, nine-in-ten (89%) had experienced a property crime.

Appendix 1

Demographics

Demographics - Length of Time in Kelowna & Neighbourhood

D1. How long have you lived in the City of Kelowna?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
0-5 years	14%	18%	8%	12%	17%
6-10 years	14%	22%	7%	17%	11%
11-20 years	28%	22%	32%	36%	23%
21-30 years	21%	19%	22%	25%	20%
31+ years	23%	19%	30%	10%	29%
Mean years in Kelowna	22.3	20.1	25.7	17.9	24.0

D2. And how long have you lived in your current neighbourhood?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
0-2 years	15%	19%	10%	20%	13%
3-5 years	23%	35%	17%	13%	22%
6-10 years	16%	16%	14%	23%	13%
11-20 years	26%	15%	35%	27%	26%
21-30 years	13%	8%	13%	16%	16%
31+ years	7%	5%	11%	2%	9%
Mean years in neighbourhood	12.3	9.2	15.2	11.2	13.5

Base: Total, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

*Based on weighted data

D3. Do you own or rent your current home?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
Own	74%	56%	74%	91%	86%
Rent	25%	44%	25%	9%	13%

D4. Do you have children under the age of 18 living in your household?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
Yes	30%	25%	28%	46%	27%
No	69%	75%	71%	54%	71%

D5. Which of the following categories best described your household's approximate income for 2018?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
Less than \$50,000	19%	24%	24%	3%	17%
\$50,000 to less than \$80,000	22%	25%	27%	15%	18%
\$80,000 to less than \$100,000	11%	12%	14%	8%	9%
\$100,000 to less than \$125,000	15%	20%	11%	20%	10%
\$125,000 to less than \$150,000	8%	6%	4%	17%	7%
\$150,000 or more	8%	3%	2%	17%	17%

Base: Total, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

*Based on weighted data

Gender (Not asked; recorded based on voice)

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
Male	48%	41%	49%	53%	52%
Female	52%	59%	51%	47%	48%

S4. Which of the following categories does your age fall into?

	Total	Region			
		Central Kelowna	East & East Central Kelowna	North & North East Kelowna	South Kelowna
18 to 24	8%	10%	8%	11%	-
25 to 34	20%	32%	15%	23%	7%
35 to 44	12%	11%	8%	22%	10%
45 to 54	18%	15%	22%	9%	25%
55 to 64	16%	13%	21%	8%	21%
65 or older	26%	19%	25%	27%	37%

Base: Total, n=300; Central Kelowna, n= 81; East & East Central Kelowna, n=92; North & North East Kelowna, n=49; South Kelowna, n=78.

*Based on weighted data