

# 2022 CITIZEN SURVEY

PREPARED FOR THE CITY OF KELOWNA BY:  
**Ipsos**

PRESENTED BY:  
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June 13, 2022

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## OBJECTIVES

- Gauge public satisfaction with municipal programs and services and gain insight into citizens' service priorities

## METHODOLOGY

- Random and representative telephone survey with 300 adult Kelowna residents
- Conducted on both cellphones (75%) and landlines (25%)
- Fielded April 11 -27, 2022
- Final sample weighted by gender/age and neighbourhood
- MOE:  $\pm 5.7\%$ , 19 times out of 20
- Tracking and normative comparisons provided where possible

# Survey Highlights

1

Key survey measures are positive but lower than previous years.

2

There have also been drops in satisfaction with a number of specific services.

3

While COVID-19 may be contributing to some of this year's lower scores, other factors (affordability, housing, homelessness, traffic, crime/public safety) also play a role.

4

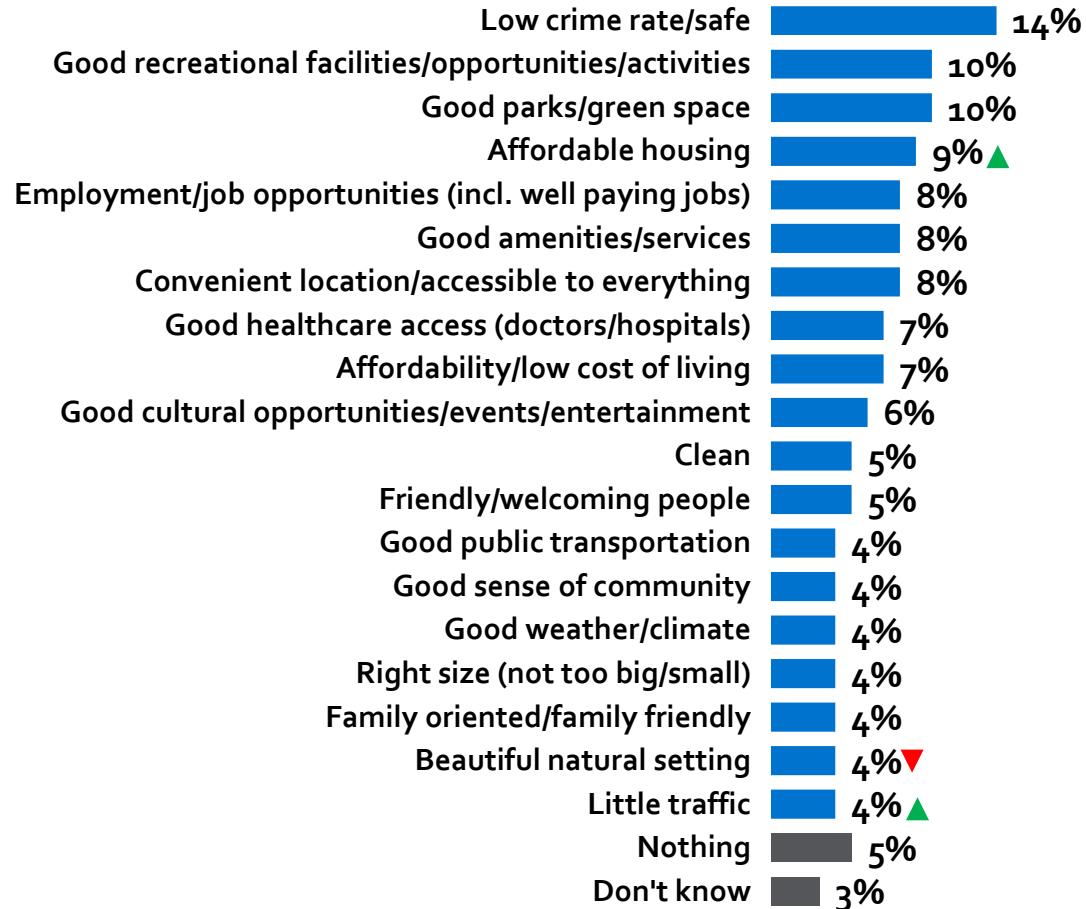
Citizens continue to prefer tax increases over service reductions.

5

Satisfaction with the City's customer service remains high.

# QUALITY OF LIFE

# Citizens identify a number of qualities that make a city a good place to live.



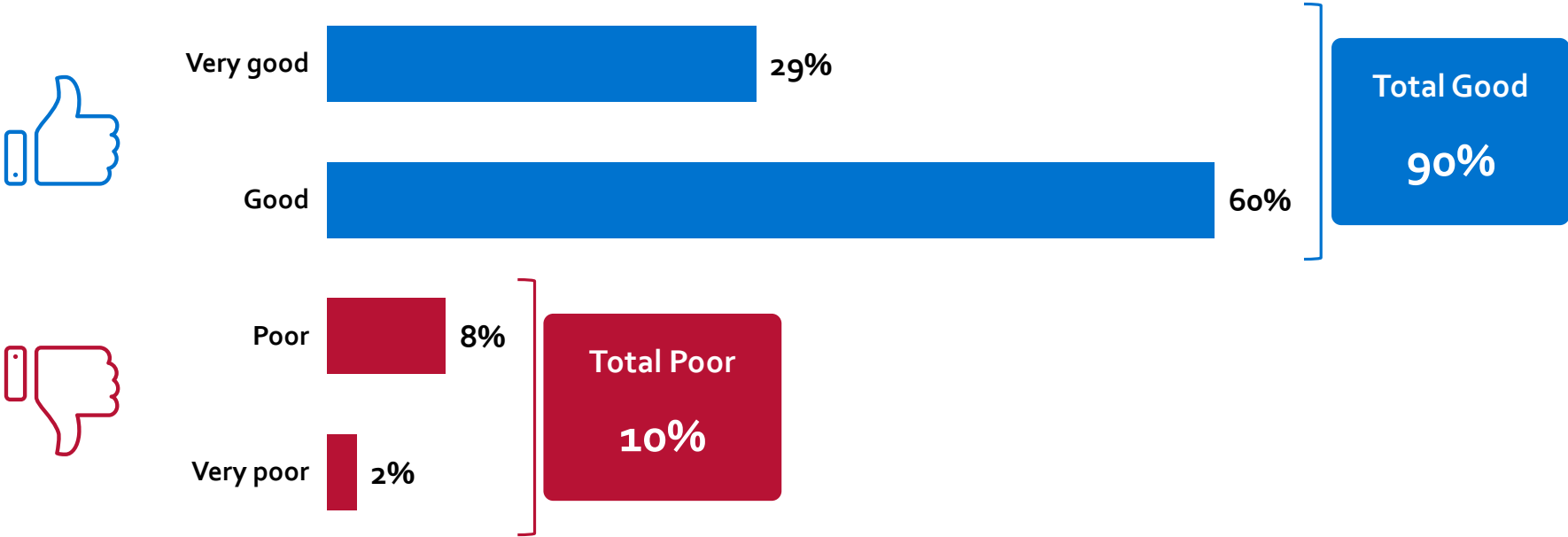
2020 Top Mentions (n=300)	
Low crime rate/safe	16%
Good recreational facilities/opportunities/activities	13%
Good parks/green space	13%
Good amenities/services	11%

Note: Mentions <4% not shown.

Base: All respondents (n=300)

Q2. There are a number of reasons why people choose to live in one city or area over another. Assuming family and weather are not factors, what qualities or characteristics make a city a good place to live? That is, what qualities or characteristics would you use to describe your ideal city? Anything else?

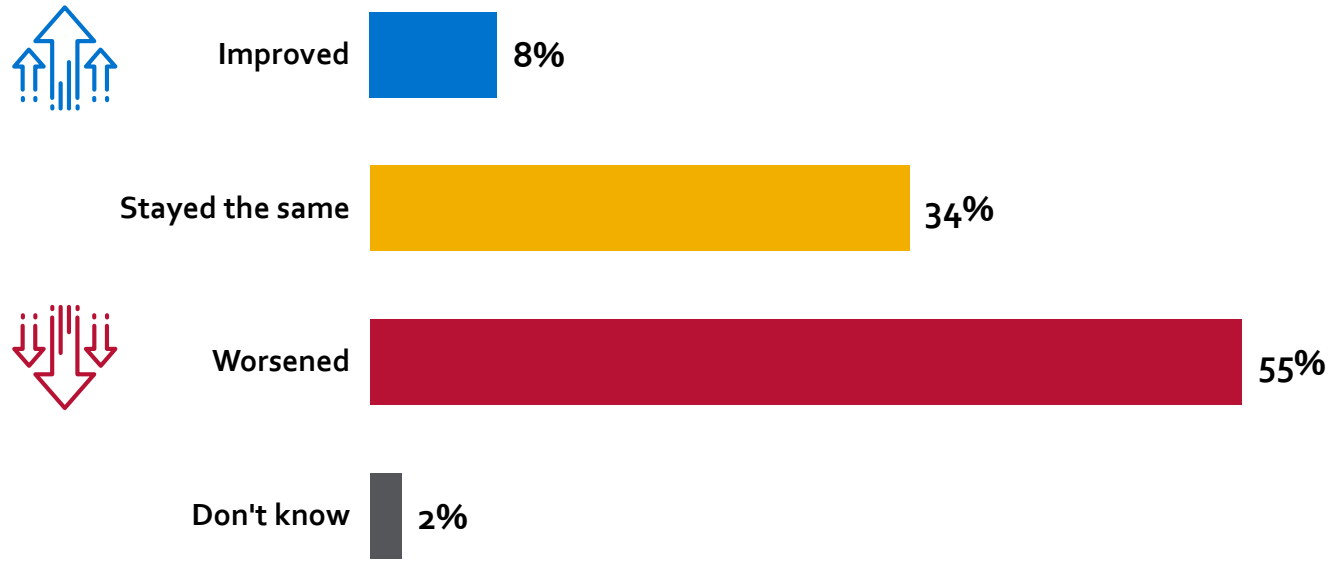
# Overall perceptions of quality of life are slipping.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>TOTAL GOOD</b>	96%	95%	94%	94%	92%	90%	95%
<b>Very good</b>	36%	40%	40%	36%	40%	29% ▼	43%

Base: All respondents (n=300)  
Q3. How would you rate the overall quality of life in the City of Kelowna today?

# Perceptions of a worsening quality of life are exacerbated this year.

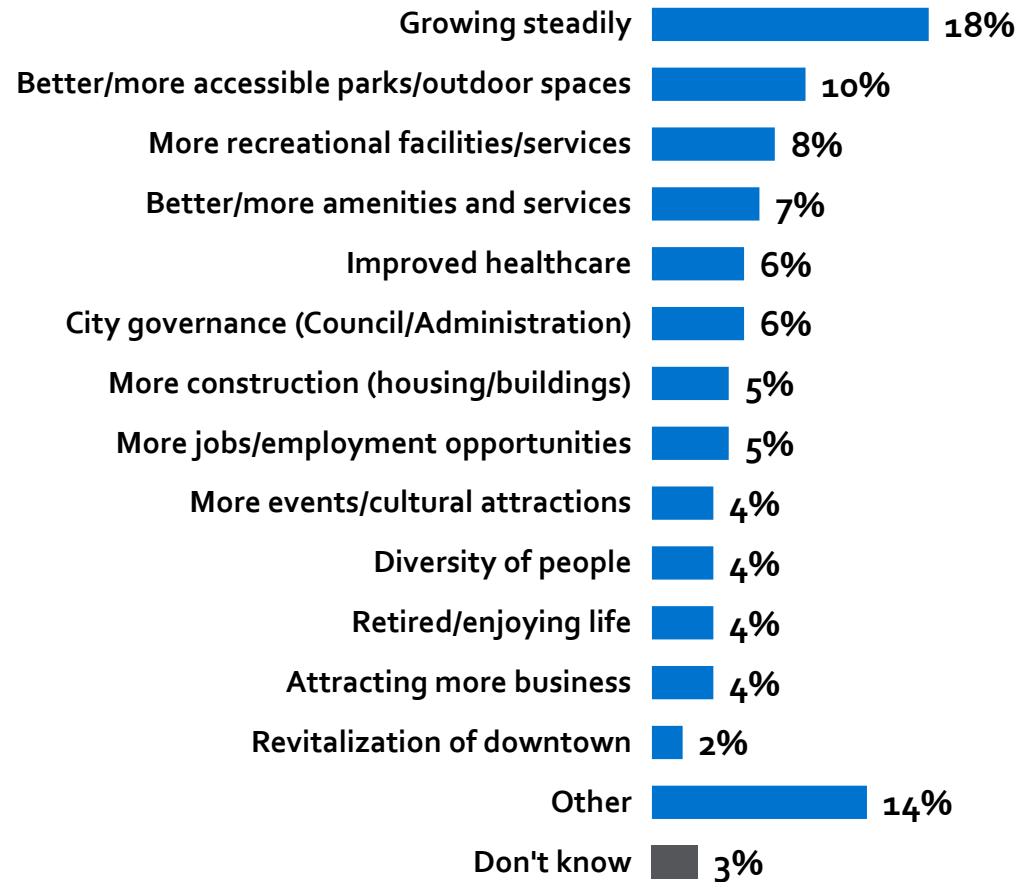


	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>NET SCORE</b>	-5	+12	-11	-15	-13	-47 ▼	-4

Base: All respondents (n=300)

Q4. And, do you feel that the quality of life in the City of Kelowna in the past three years has improved, stayed the same, or worsened?

# Growth is contributing to perceptions of an improved quality of life.



2020 Top Mentions (n=63)*	
More construction (housing/buildings)	10%
Better/more amenities and services	8%
Well planned/developed	7%

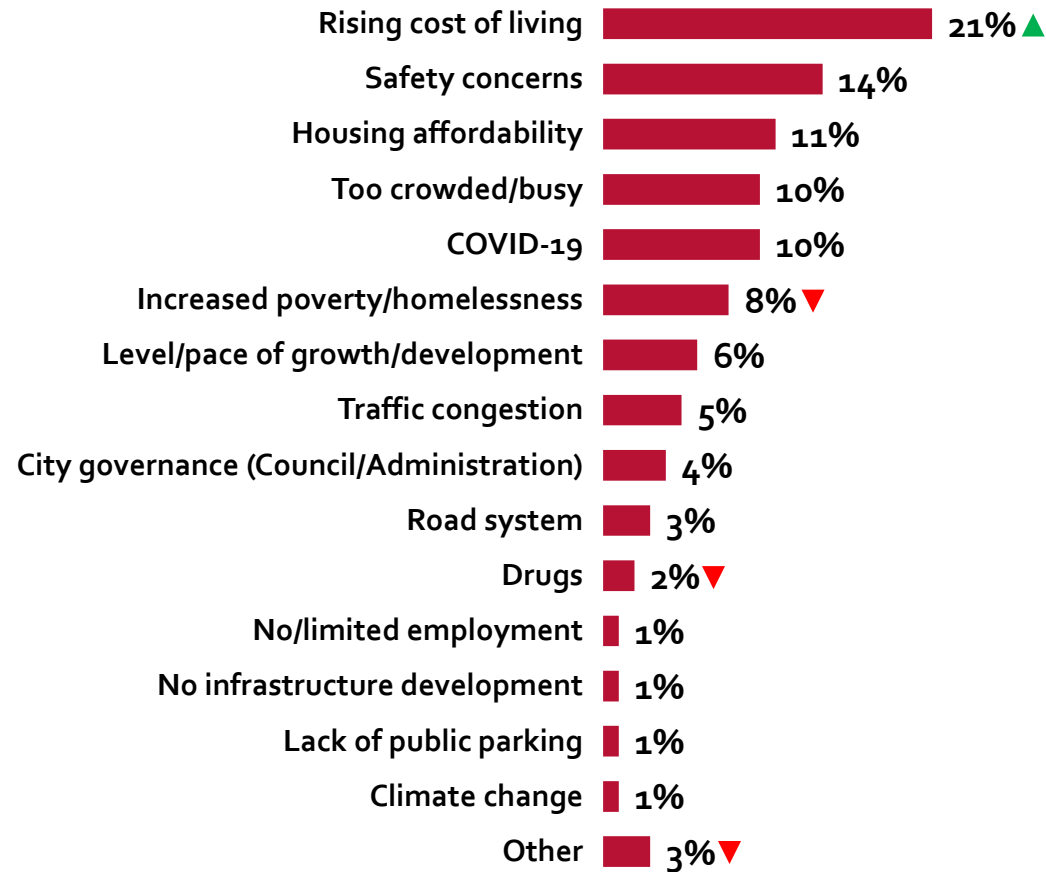
\* Small base size (<100), interpret with caution.

\*\* Very small base size (n<50), interpret with extreme caution.

Base: Those saying the quality of life has improved (n=23)\*\*  
Q5. Why do you think the quality of life has improved?



# The rising cost of living is the main reason for saying the quality of life has worsened.

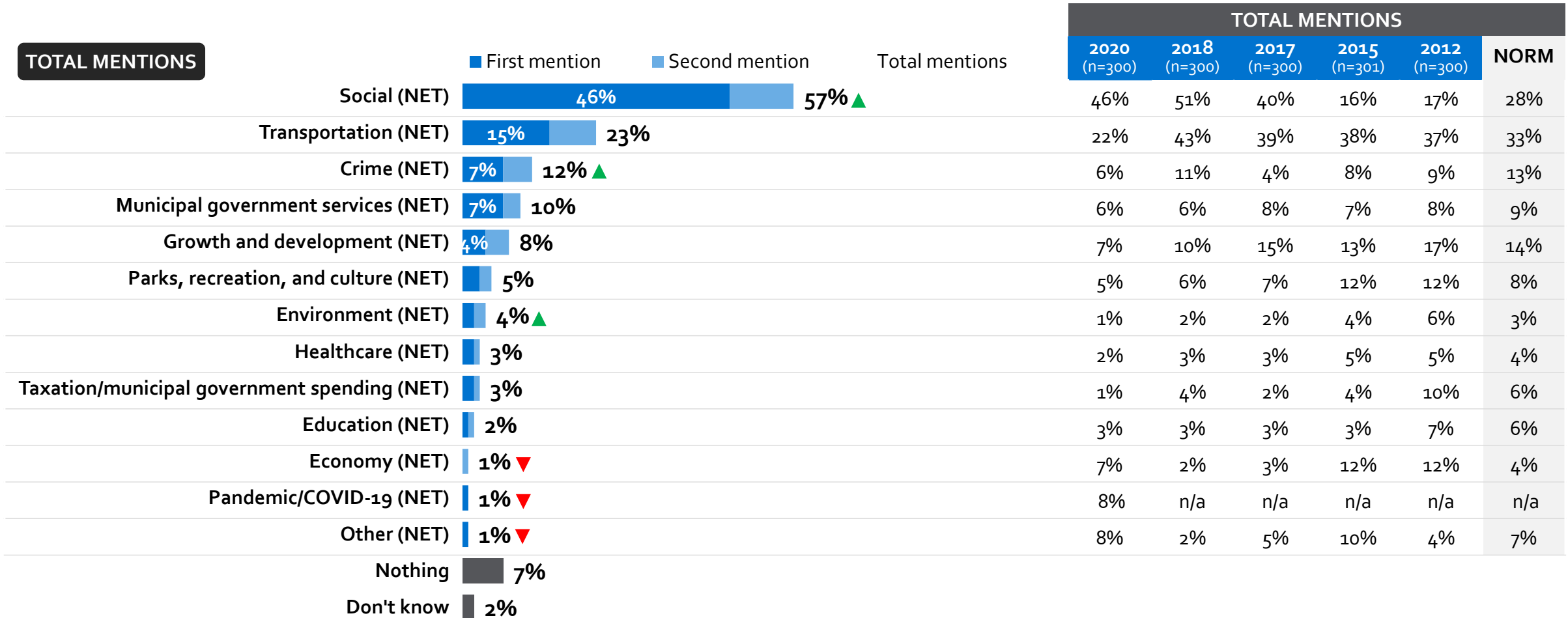


2020 Top Mentions (n=108)	
Increased poverty/homelessness	15%
Safety concerns	12%
Rising cost of living	9%
Drugs	9%

Base: Those saying the quality of life has worsened (n=169)  
Q6. Why do you think the quality of life has worsened?

# ISSUE AGENDA

# Social issues continue to dominate the public issue agenda.

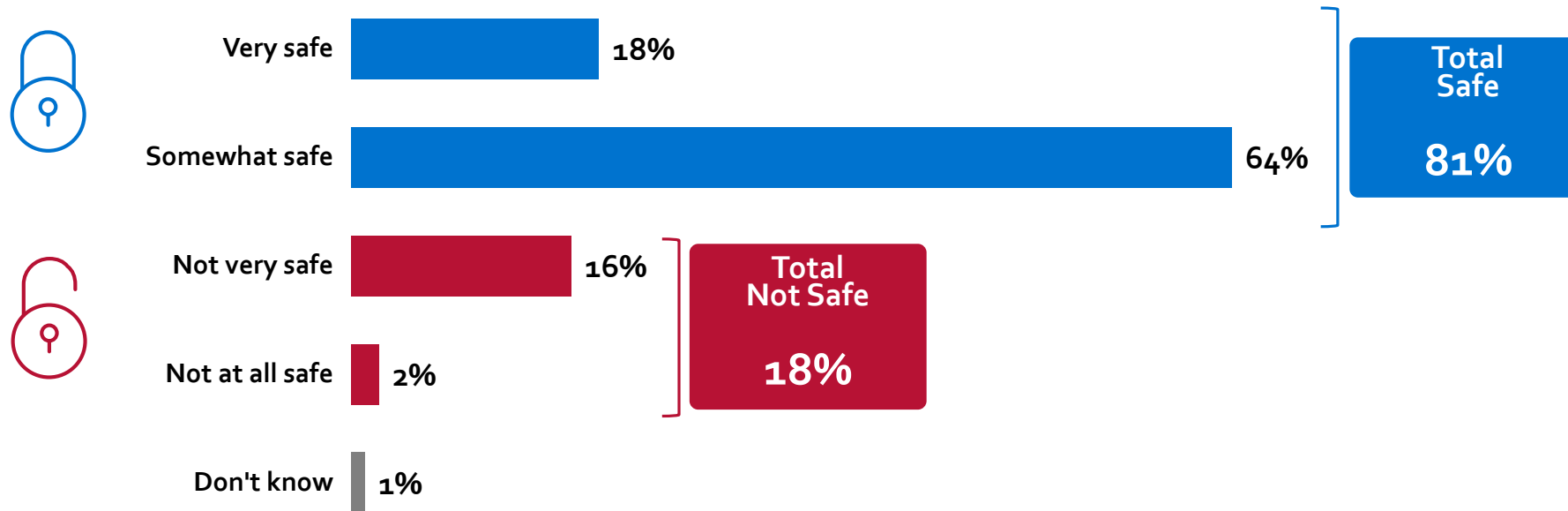


Base: All respondents (n=300)

Q1. In your view, as a resident of the City of Kelowna, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

# COMMUNITY SAFETY

# Overall perceptions of community safety have declined.



	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>TOTAL SAFE</b>	94%	90%	87%	87%	81% ▼	90%
<b>Very safe</b>	32%	29%	24%	20%	18%	29%

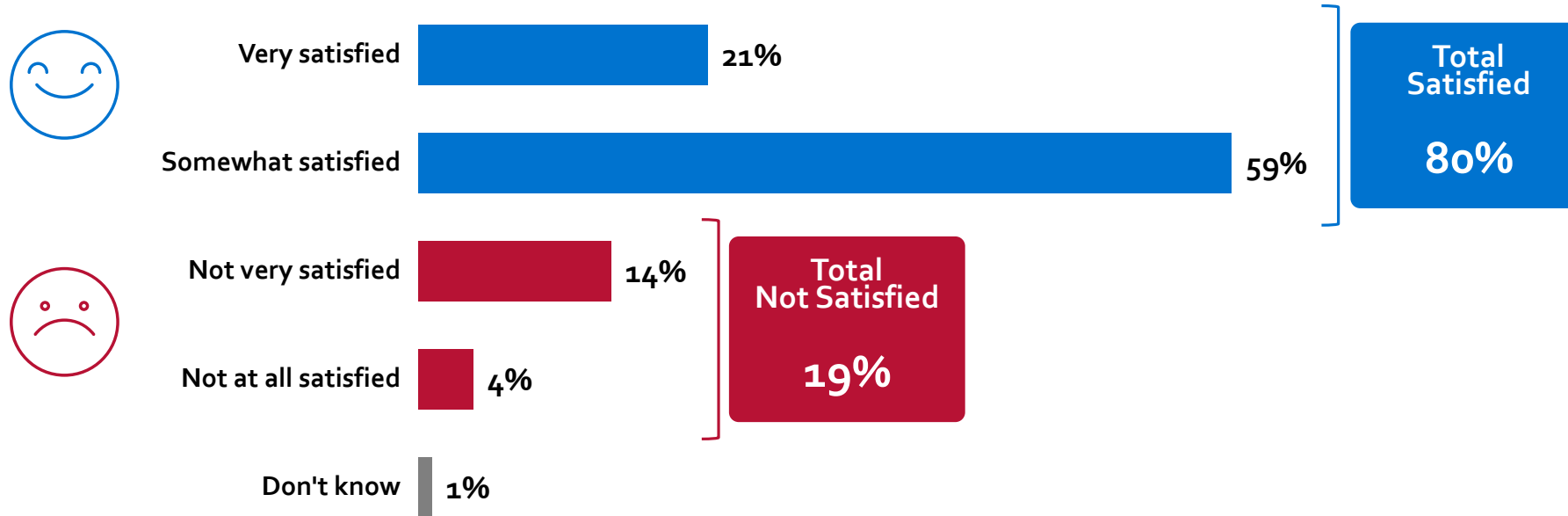
Base: All respondents (n=300)

Q17. Overall, would you describe the City of Kelowna as a very safe, somewhat safe, not very safe, or not at all safe community?



# CITY SERVICES AND INFRASTRUCTURE

# Overall satisfaction with City services has dropped.

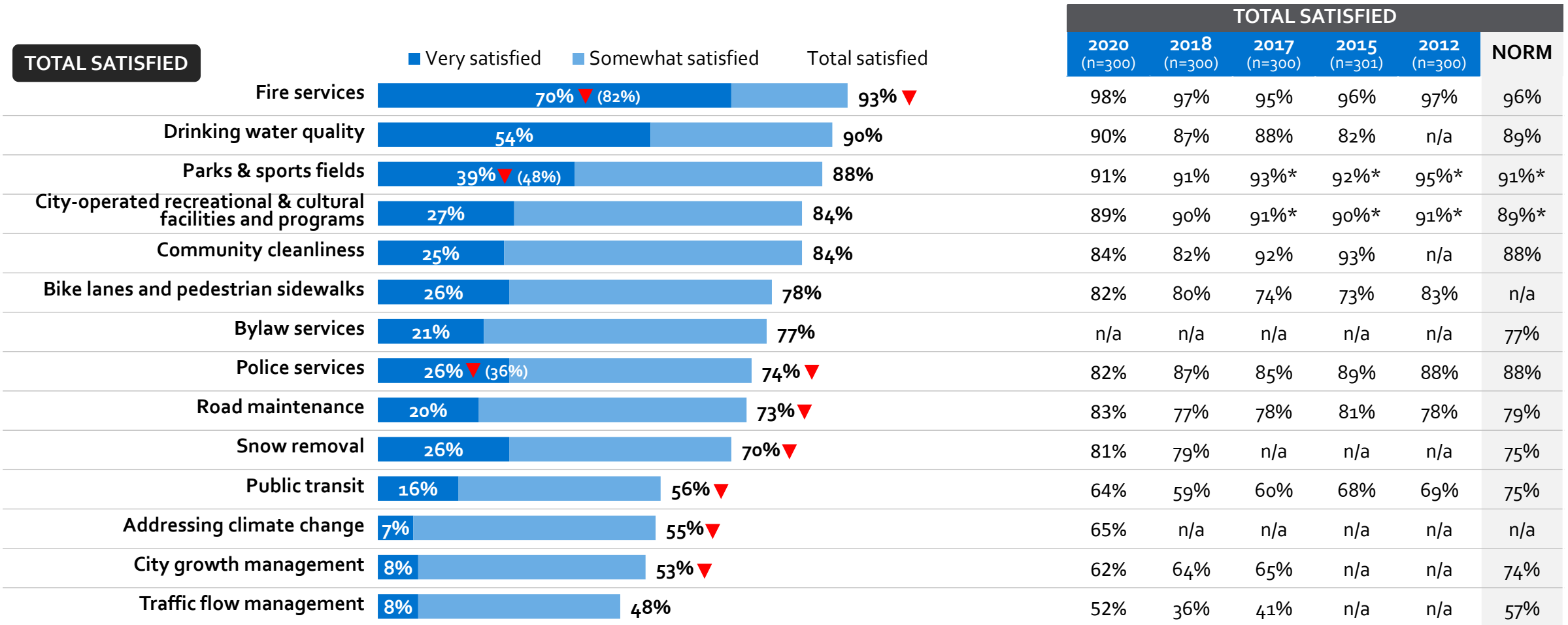


	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>TOTAL SATISFIED</b>	94%	94%	90%	87%	91%	80% ▼	92%
<b>Very satisfied</b>	23%	29%	26%	23%	29%	21% ▼	34%

Base: All respondents (n=300)

Q7a. How satisfied are you with the overall level and quality of services provided by the City of Kelowna?

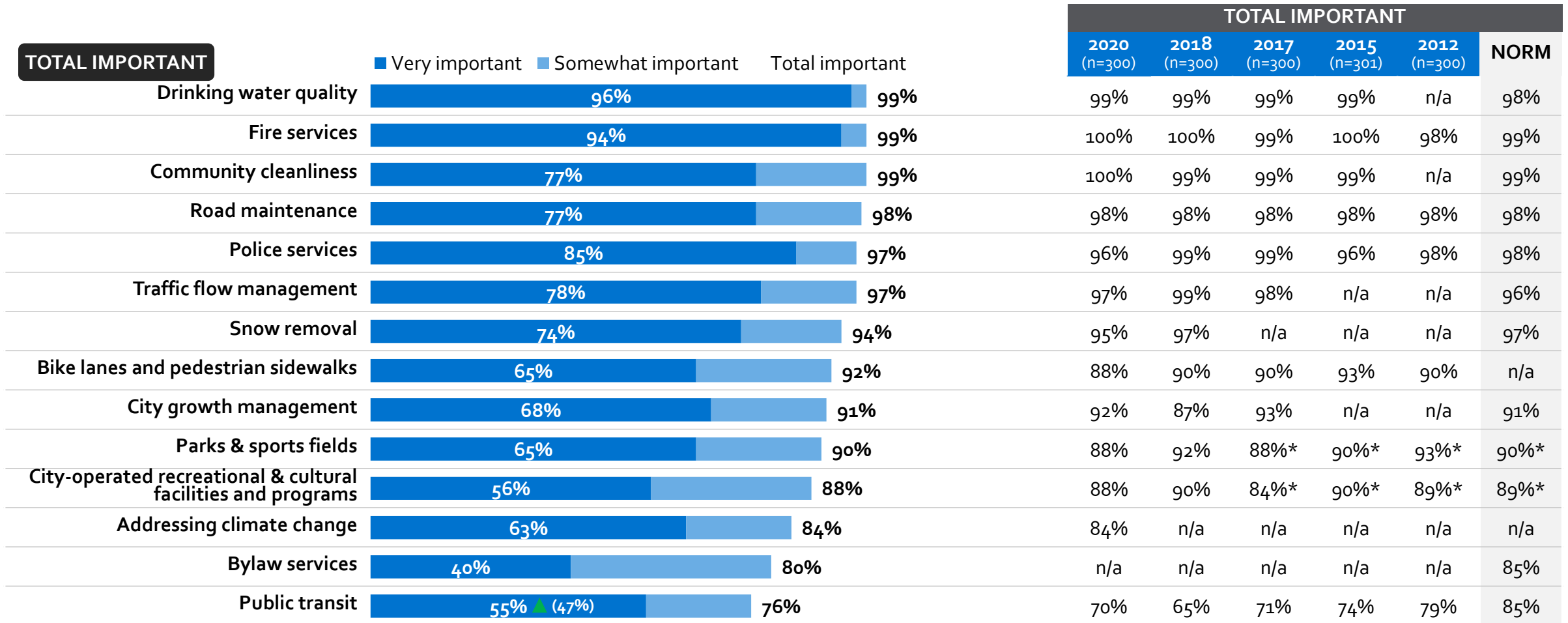
# There have also been drops in satisfaction with a number of specific services.



\* Prior to 2018, respondents were asked about parks, sports fields, recreational facilities and programs, and cultural facilities and programs separately. The yearly and normative ratings reported here are the average of these services.

Base: All respondents (n=300)  
Q8. And now how satisfied are you with ...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

# All the evaluated services are important to citizens.



Base: All respondents (n=300)  
 Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

\* Prior to 2018, respondents were asked about parks, sports fields, recreational facilities and programs, and cultural facilities and programs separately. The yearly and normative ratings reported here are the average of these services.

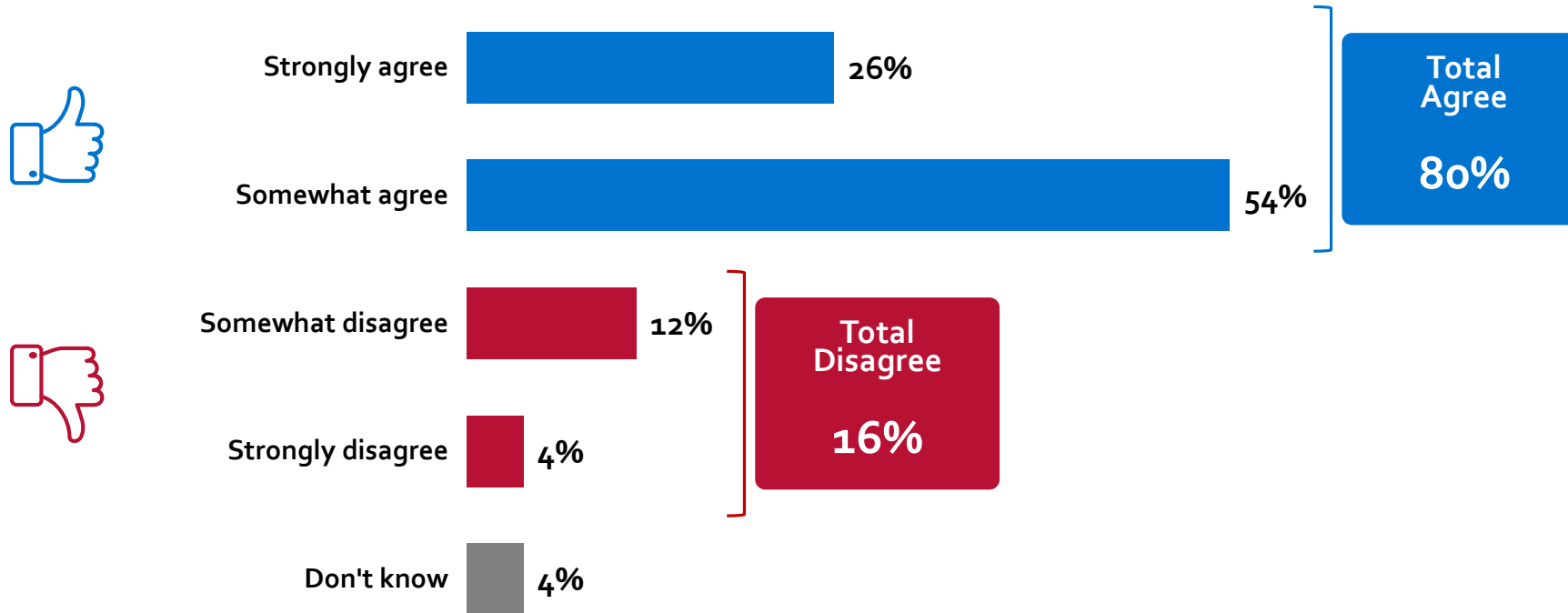
# The City has four Primary Strengths and two Primary Areas for Improvement.



Sources



# Perceptions of City inclusiveness and acceptance have declined.



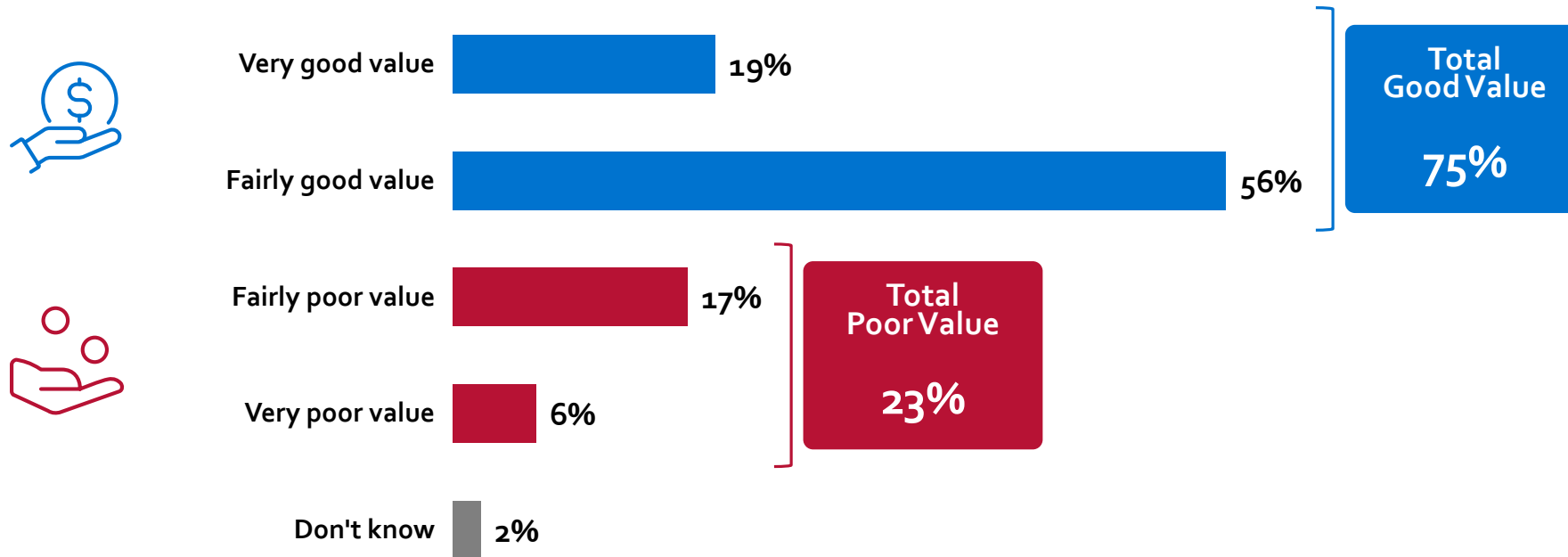
	2018 (n=300)	2020 (n=300)	2022 (n=300)
<b>TOTAL AGREE</b>	90%	89%	80% ▼
<b>Strongly agree</b>	37%	32%	26%

Base: All respondents (n=300)

Q9a. Please tell me whether you agree or disagree with the following statement – The City of Kelowna municipal government fosters a city that is inclusive and accepting of all through its services and programs.

# FINANCIAL PLANNING

# Perceptions of the City's value for taxes are down slightly.



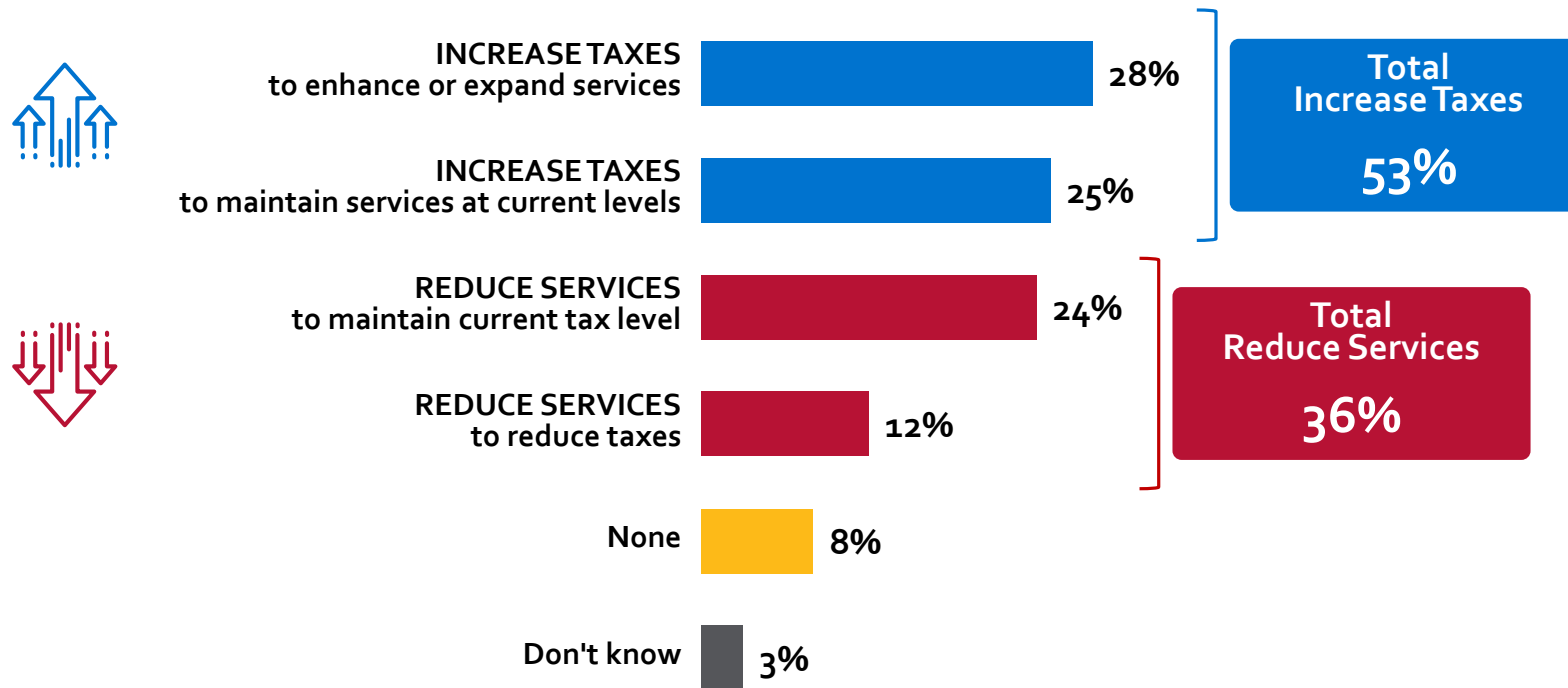
	2012* (n=300)	2015* (n=301)	2017* (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>TOTAL GOOD VALUE</b>	81%	84%	84%	79%	79%	75%	85%
<b>Very good value</b>	16%	23%	18%	16%	17%	19%	22%

\* Slightly different question wording.

Base: All respondents (n=300)

Q9. Your property tax dollars are divided between the City and the Province, with approximately 58% of your total tax bill going towards municipal programs and services. Thinking about all the programs and services you receive from the City of Kelowna; how would you rate the overall value for the taxes you pay?

# Citizens continue to prefer tax increases over service reductions.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
<b>TOTAL INCREASE TAXES</b>	57%	56%	62%	55%	53%	53%	57%
<b>TOTAL REDUCE SERVICES</b>	34%	31%	30%	33%	37%	36%	32%

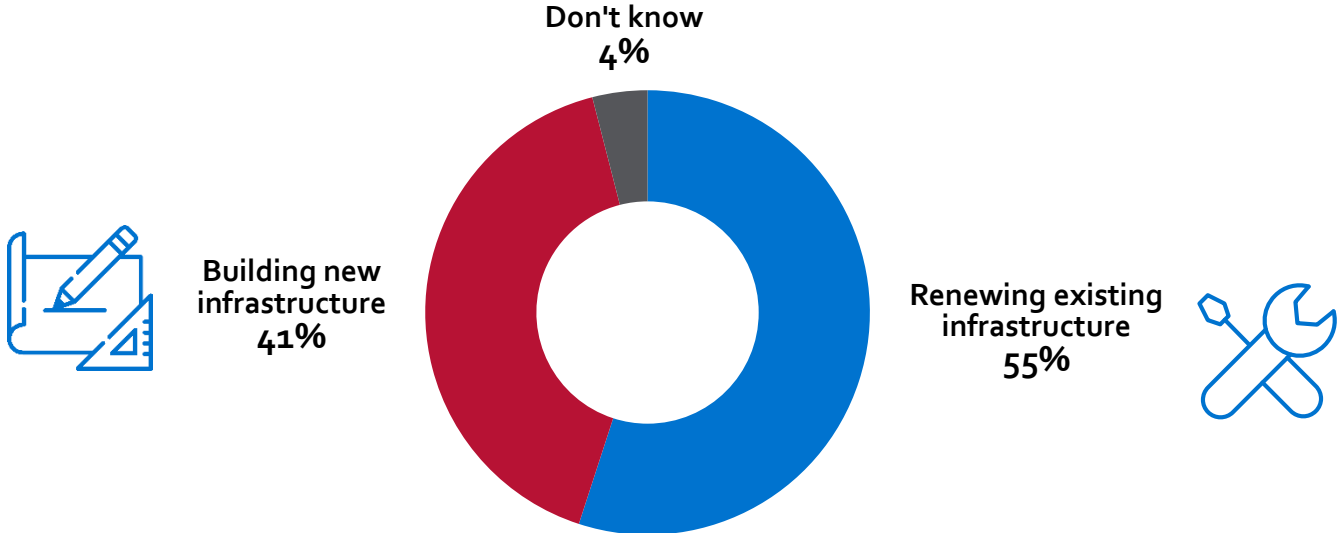
Base: All respondents (n=300)

Q10. Municipal property taxes are one source of revenue used to pay for services provided by the City of Kelowna. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Kelowna to pursue?

# PRIORITY SETTING



# Citizens continue to prioritize infrastructure renewal over building new, although less so than previous years.



	2017* (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)
Renewing existing infrastructure	56%	58%	64%	55% ▼
Building new infrastructure	41%	40%	34%	41%

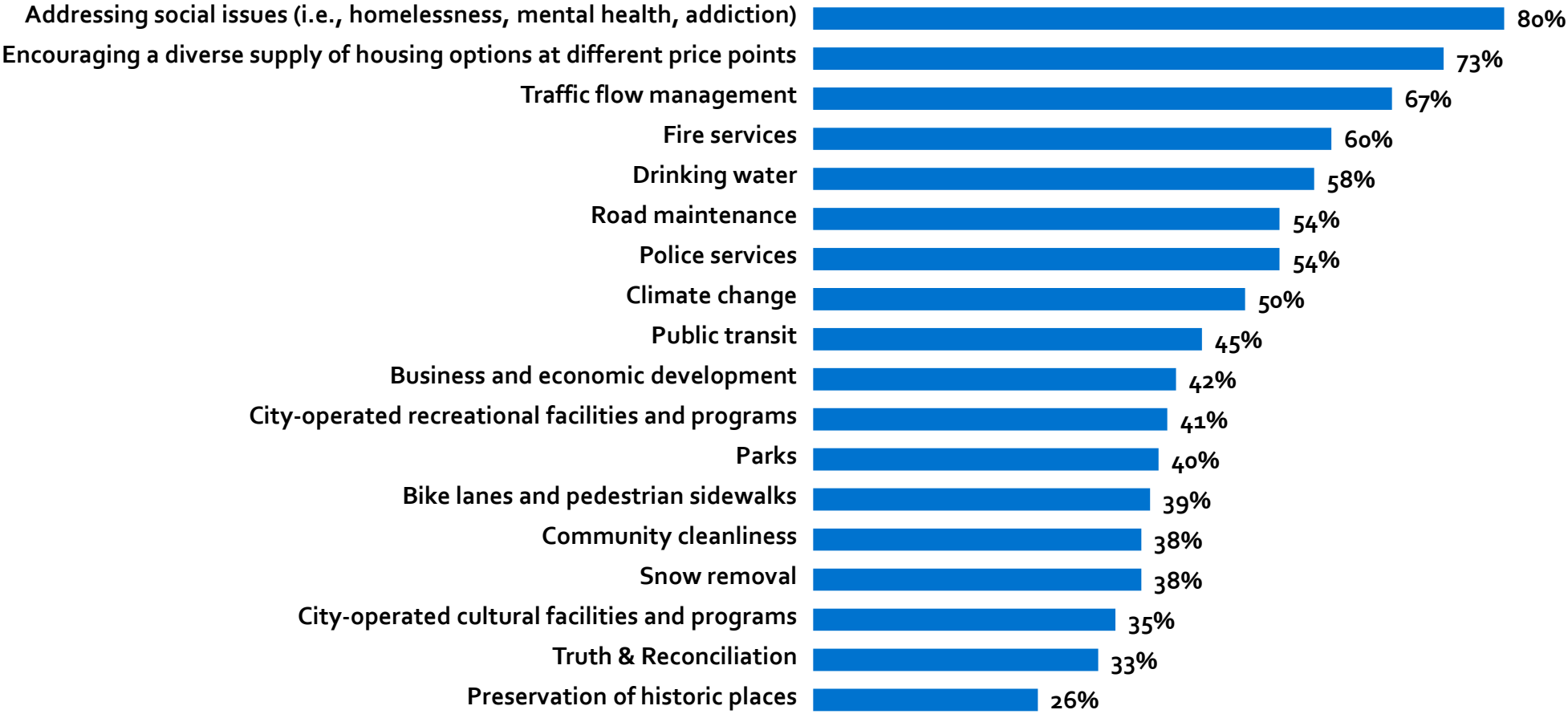
\* Slightly different question wording.

Base: All respondents (n=300)

Q11. Each year, the City is challenged with allocating limited capital dollars for roads, parks, utilities, buildings and IT infrastructure. In your opinion, which of the following should be the greater priority for investment for the City in 2023?

# Citizens' top three priorities for investment are addressing social issues, encouraging a diverse supply of housing, and traffic flow management.

WIN

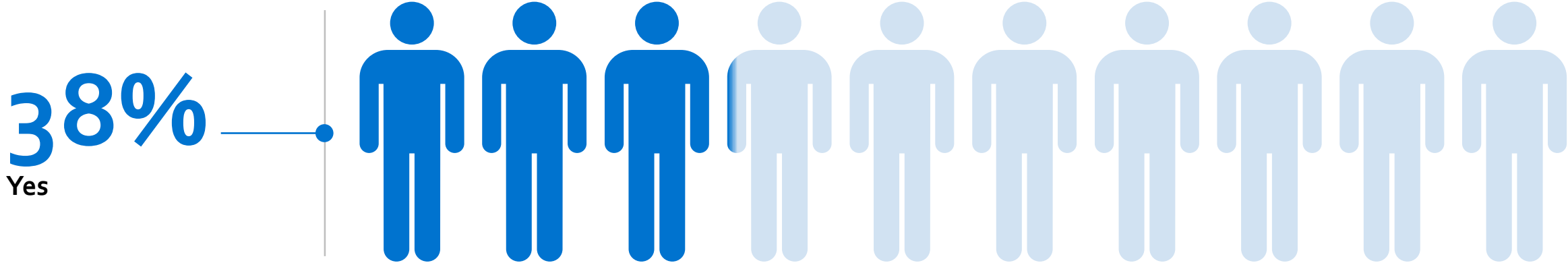


Base: All respondents (n=300)

Q12. The City of Kelowna has many different options for things it can invest in over the next four years. I'm now going to read you different pairs of priorities. For each pair, please tell me which item you think should be the greater priority for investment over the next four years.

# CUSTOMER SERVICE

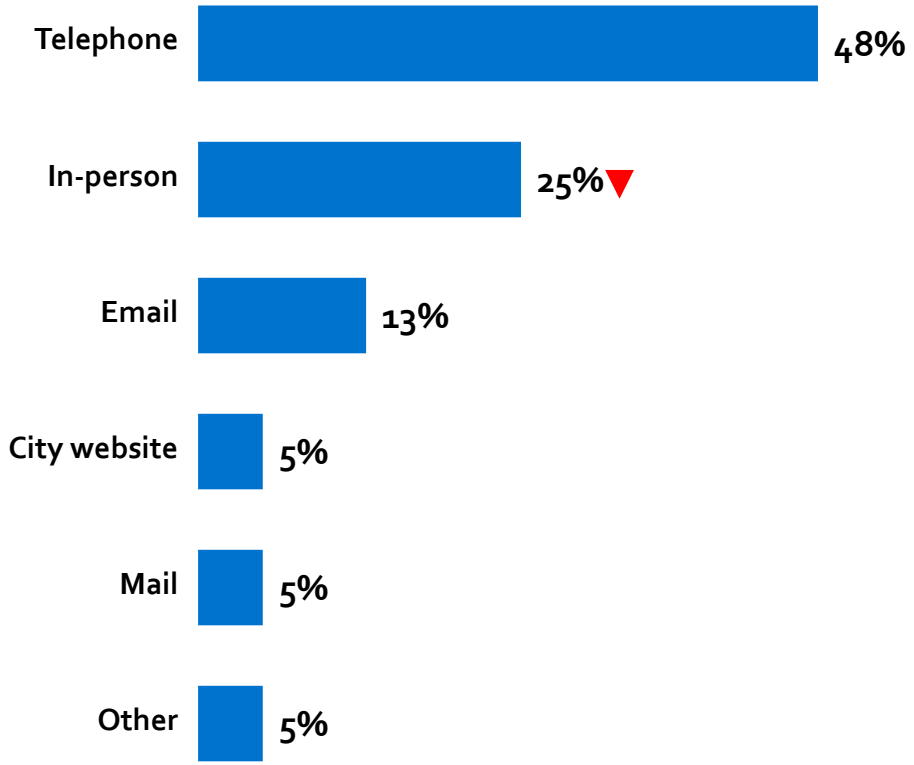
# Claimed contact with the City is down slightly this year.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
Yes	38%	43%	50%	49%	43%	38%	47%

Base: All respondents (n=300)  
Q14. In the last 12 months, have you personally contacted or dealt with the City of Kelowna or one of its employees?

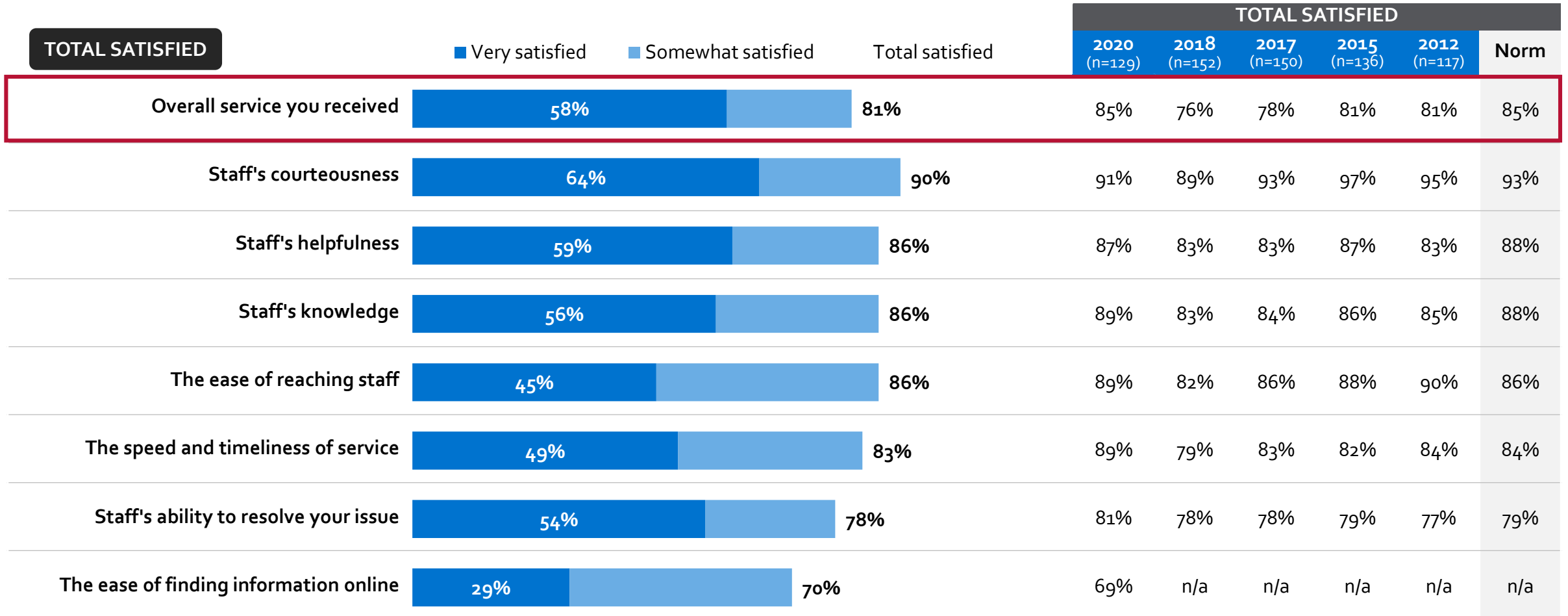
# Most contacts occurred via the telephone. In-person interactions are down significantly.



2020 Top Mentions (n=129)	
Telephone	46%
In-person	38%
Email	10%

Base: Those saying they contacted or dealt with the City in the last 12 months (n=116)  
 Q15. For the next few questions, please think about the last time you contacted or dealt with the City of Kelowna or one of its employees. How did this contact occur?

# Satisfaction with the City's customer service remains high.



Base: Those saying they contacted or dealt with the City in the last 12 months (n=116)  
 Q16. How satisfied are you with the ...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

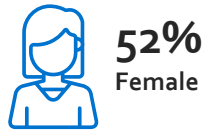
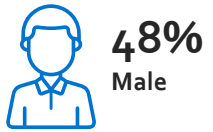
# Q&A

# APPENDIX

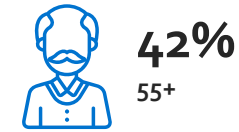


# Weighted Sample Characteristics

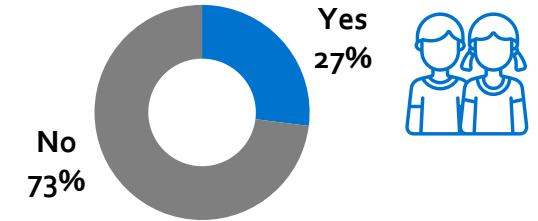
## GENDER



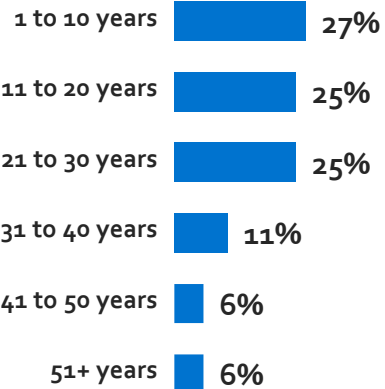
## AGE



## CHILDREN UNDER 18 IN HH

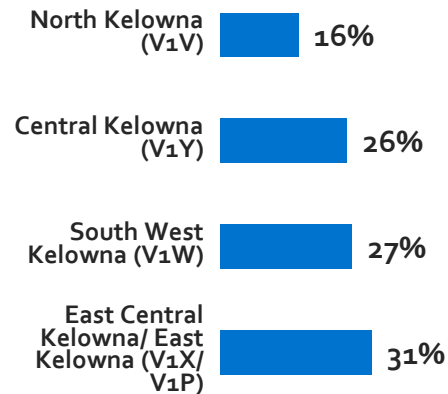


## YEARS LIVING IN KELOWNA

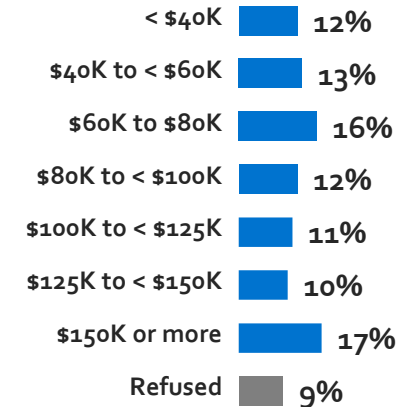


MEAN: 23 years

## AREA OF CITY



## INCOME



Base: All respondents (n=300)