

2022 TRANSPORTATION CITIZEN SURVEY

PREPARED FOR THE CITY OF KELOWNA BY:
Ipsos

FINAL REPORT

February 24, 2023

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INTRODUCTION

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Background and Objectives

This report presents the findings of the City of Kelowna's 2022 Transportation Citizen Survey. The main purpose of this survey is to understand residents' perceptions of local transportation issues.

Key research objectives include:

- Identify important local transportation issues
- Determine how residents define/understand the factors impacting traffic congestion
- Gauge perceptions of traffic congestion solutions
- Understand how getting around Kelowna today has changed within the last three years
- Determine residents' current and ideal frequency of using different ways of getting around Kelowna
- Assess the importance of investing in or promoting sustainable modes of transportation

Insight gained by this research will help the City develop services that better serve the community.



Methodology

Ipsos conducted a total of 300 telephone interviews with a randomly selected representative sample of Kelowna residents aged 18 years or older, broken out by FSA (first three postal code digits).

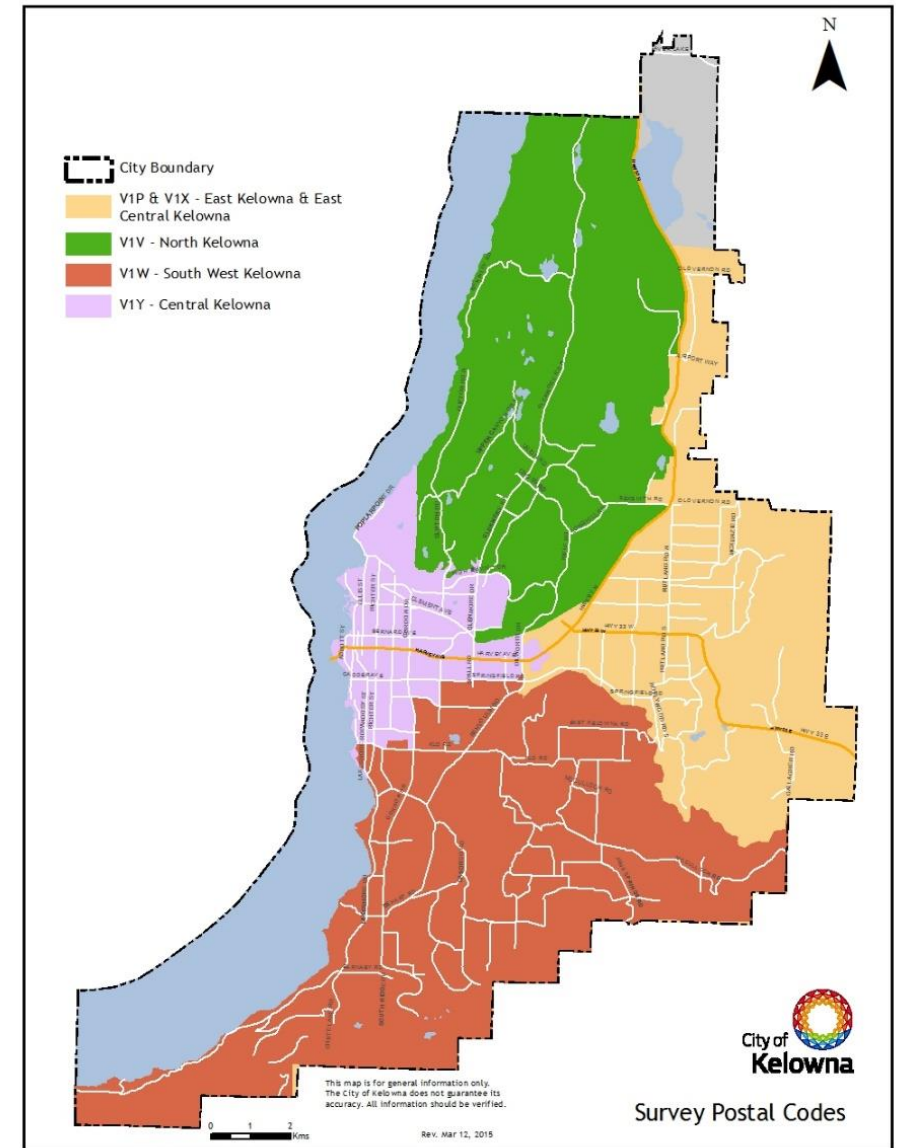
- n=77 V1W – South West Kelowna (includes Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North Okanagan Mission, South Okanagan Mission)
- n=73 V1Y – Central Kelowna (includes Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, Pandosy north of KLO)
- n=75 V1V – North Kelowna (includes Clifton, Glenmore Valley, Dilworth, McKinley, Quail Ridge, Sexsmith)
- n=75 V1X/V1P – East Central Kelowna/East Kelowna (includes Hwy 97 North, Rutland, Toovey, Belgo, Black Mountain, Rutland Bench)

Interviewing was conducted on cellphones (78%) and landlines (22%). A screening question was included at the start of the survey to confirm residency in Kelowna.

All interviews were conducted between November 14 and 25, 2022.

The final data has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in Kelowna according to the most recent Census data.

Overall results based on a sample size of 300 are accurate to within $\pm 5.7\%$ (19 times out of 20). The margin of error will be larger for sample subgroups.



Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total agree) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

Where possible, this year's results have been compared to the City's 2019 Transportation Survey¹ to understand how perceptions have changed. Arrows (▲▼) are used to denote any significant differences between 2022 and 2019.

¹The 2019 survey was conducted by a different research supplier and included 300 interviews (297 telephone, 3 online) with Kelowna residents 19+ years of age.



EXECUTIVE SUMMARY

2

Executive Summary

Note: the findings in this report are based on resident perceptions and may or may not align with findings from travel time data, census, regional household travel survey, or other transportation data sources.

IMPORTANT TRANSPORTATION ISSUES

- *Helping people of all ages and abilities get around* continues to be citizens' top transportation priority, selected 69% of the time when presented alongside other transportation issues.
- *The impact of congestion on the economy* (57%) and *the time it takes to get places* (56%) are also important priorities. The emphasis placed on *the time it takes to get places* is down 8 percentage points this year as compared to 2019.

FACTORS CONTRIBUTING TO TRAFFIC CONGESTION

- Multiple factors are seen as contributing to local traffic congestion. Overall, *cars and trucks just passing through Kelowna* (65%) and *not enough convenient options other than driving* (64%) are believed to have the greatest impact, followed by *traffic lights slow down traffic* (55%) and *there are too many people driving alone during rush hour* (55%). The perceived impact of *there are too many people driving alone during rush hour* is down 12 points as compared to 2019, which may at least partly reflect changes in work habits (e.g., more people working from home) brought about by COVID-19.

TRAFFIC CONGESTION SOLUTIONS

- Attitudes toward long-term solutions for traffic congestion have strengthened, with nearly two-thirds (65%) agreeing that *reducing dependence on cars* is the solution (up 9 points) and 59% agreeing that *building more roads* is the solution (up 8 points).
- Residents are also warming up to the idea of paying for traffic congestion solutions, with 54% agreeing *I would be willing to pay more taxes to improve transportation in Kelowna* (up 10 points) and 24% agreeing *I would be willing to pay a new fee to drive more easily during rush hour* (up 7 points).

GETTING AROUND KELOWNA TODAY VS. THREE YEARS AGO

- Residents think getting around Kelowna has become more difficult over the past few years, with two-thirds (67%) of residents agreeing *I spend more time in traffic than I did three years ago*. At the same time, residents report a drop in the volume of their trips, with 61% agreeing *I make fewer trips around town than I did three years ago – for example, working from home or getting more things delivered*.
- In terms of how people are getting around Kelowna, 28% agree *I drive more often than I did three years ago* balanced by a similar proportion (27%) agreeing *I walk, bike, or take transit more often than I did three years ago*.

Executive Summary (cont.)

Note: the findings in this report are based on resident perceptions and may or may not align with findings from travel time data, census, regional household travel survey, or other transportation data sources.

WAYS OF GETTING AROUND KELOWNA – CURRENT FREQUENCY OF USE

- *Driving my own car, truck, or motorcycle* is by far the most common way of getting around Kelowna, with 94% of residents saying they use this mode of transportation (and 92% saying they use it at least once a week).
- In second is *carpool or getting a ride with someone in a privately owned vehicle* (57% ever), followed by *taxi or ride-hail* (49%), *riding my own bike, scooter, or skateboard* (48%), and *walking or travel with mobility aids* (41%).
- Close to one-quarter (24%) say they have taken *public transit* within the last year, while less than one-in-five say *using a shared bike or scooter* (15%) or *using carshare* (9%).

WAYS OF GETTING AROUND KELOWNA – IDEAL FREQUENCY OF USE

- Nearly all (94%) residents say they would like to get around Kelowna by *driving my own car, truck, or motorcycle* at least some of the time. Three-in-ten (30%) say their ideal frequency of driving is less than their current.
- There is also interest in using alternative modes of travel more often.
 - 67% say they would like to get around by *riding my own bike, scooter, or skateboard* (up 19 points from current usage)
 - 66% say they would like to get around by *carpool or getting a ride with someone in a privately owned vehicle* (up 9 points from current usage)
 - 63% say they would like to get around by *taxi or ride-hail* (up 14 points from current usage)
 - 57% say they would like to get around by *public transit* (up 33 points from current usage)
 - 50% say they would like to get around by *walking or travel with mobility aids* (up 9 points from current usage)
 - 35% say they would like to get around by *using a shared bike or scooter* (up 20 points from current usage)
 - 29% say they would like to get around by *using carshare* (up 20 points from current usage)

Executive Summary (cont.)

Note: the findings in this report are based on resident perceptions and may or may not align with findings from travel time data, census, regional household travel survey, or other transportation data sources.

IMPORTANCE OF INVESTING IN OR PROMOTING SUSTAINABLE MODES OF TRANSPORTATION

- Investing in or promoting walking, biking, transit or other sustainable modes of transportation to reduce dependence on privately owned vehicles is important to most (81%) residents.
- While not directly comparable to 2019 due to differences in question wording, this year's results suggest this has become more important to residents over the past few years.

DETAILED RESULTS

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Important Transportation Issues

(Paired Choice)

Paired Choice analysis was conducted to better understand the priority that residents place on specific transportation issues in Kelowna.

This analysis takes respondents through an exercise where they are presented with a series of paired transportation issues and asked which one they think is more important for Kelowna. The analytic output shows how often each issue is chosen when compared against the others (indicated by % Win).

A total of 12 items were considered, resulting in a total of 66 possible combinations. Each respondent was randomly presented with six different pairs, with controls in place to ensure that all respondents saw all 12 items and that each item was asked an equal number of times.

The 12 items included in this year's survey were:

1. Injuries and deaths from traffic collisions
2. Climate change and environmental impacts
3. The cost of transportation for people
4. The impact of congestion on the economy
5. Walkability of urban centres
6. Helping people be more active
7. The time it takes to get places
8. Missing sidewalks or street trees on neighbourhood streets
9. Adapting to new transportation technologies (for example, Lime bikes or scooters, Uber or Uride, or driverless vehicles)
10. Helping people of all ages and abilities get around
11. Dependence on owning a car to get around
12. Value for tax dollars spent on transportation

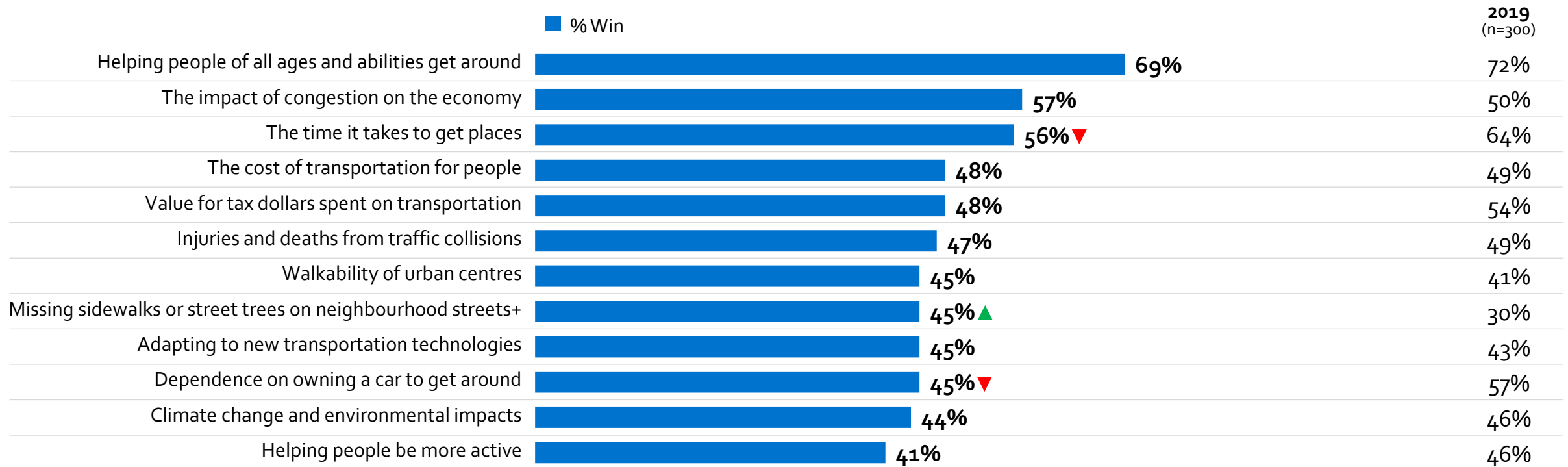


Important Transportation Issues

(Paired Choice)

Helping people of all ages and abilities get around continues to be citizens' top transportation priority, selected 69% of the time when presented alongside other transportation issues. The impact of congestion on the economy (57%) and the time it takes to get places (56%) are also important priorities.

While the time it takes to get places is a top three priority this year, the importance of this issue has dropped 8 percentage points as compared to 2019. A drop in importance is also seen for dependence on owning a car to get around (down 12 points). Conversely, missing sidewalks or street trees on neighbourhood streets has increased in importance (up 15 points) – however, year-over-year comparisons for this item should be interpreted with caution due to differences in question wording.



+ Statement wording in 2019 "Street amenities and attractiveness" – interpret trending with caution.

Base: All respondents (n=300)

Q1. To start, we'd like to get your feedback on some transportation issues in Kelowna. Please tell me which of these two transportation issues is more important for Kelowna. (READ PAIR OF ITEMS – SEPARATE ITEMS WITH 'OR')

Important Transportation Issues

(Paired Choice)

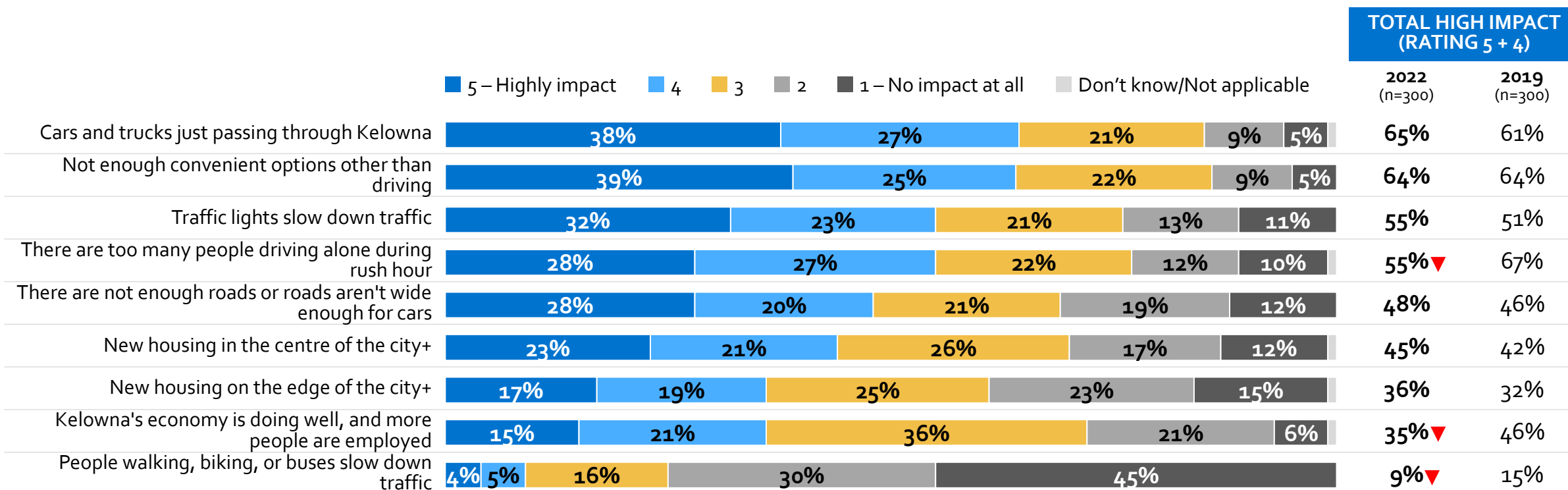
Statistically significant demographic differences include:

- *The impact of congestion on the economy* is selected more often by those who are employed (63% vs. 45% of not currently employed) and those without household disabilities, defined as those saying they or a member of their household identify as having or living with a disability (61% vs. 39% with household disabilities).
- *Value for tax dollars spent on transportation* is selected more often by those who have lived in their neighbourhood for more than 15 years (57% vs. 43% of 15 years or less).
- *Injuries and deaths from traffic collisions* is selected more often by those who have lived in Kelowna for more than 15 years (53% vs. 37% of 15 years or less).
- *Walkability of urban centres* is selected more often by men (52% vs. 39% of women).
- *Missing sidewalks or street trees on neighbourhood streets* is selected more often by those living in Central Kelowna (56% vs. 39% of South West Kelowna, 43% of North Kelowna, 43% of East Central/East Kelowna).
- *Adapting to new transportation technologies* is selected more often by younger residents (54% of 18-34 years vs. 35% of 55+ years, 48% of 35-54 years) and those who have lived in their neighbourhood for 15 years or less (48% vs. 36% of more than 15 years).
- *Climate change and environmental impacts* is selected more often by those with lower household incomes (52% of <\$60K vs. 34% of \$60K-<\$100K, 48% of \$100K+).

Factors Contributing to Traffic Congestion

Multiple factors are seen as contributing to local traffic congestion. Overall, *cars and trucks just passing through Kelowna* (65%) and *not enough convenient options other than driving* (64%) are believed to have the greatest impact, followed by *traffic lights slow down traffic* (55%) and *there are too many people driving alone during rush hour* (55%).

This year's results are different from 2019, when the number one contributor to local traffic congestion was identified as *there are too many people driving alone during rush hour*. The perceived impact of this is down 12 points this year, which may at least partly reflect changes in work habits (e.g., more people working from home) brought about by COVID-19. Drops are also seen for *Kelowna's economy is doing well, and more people are employed* (down 11 points) and *people walking, biking, or buses slow down traffic* (down 6 points).



+ Slightly different statement wording in 2019 – interpret trending with caution.

Base: All respondents (n=300)

Q2. I'm going to read you a number of factors which may cause traffic congestion in Kelowna. On a scale of 1 to 5, where 1 is "no impact at all" and 5 is "highly impact", please rate each in terms of how much impact it has on traffic congestion. The first one is ...? How about ...?

Note: data labels <3% not shown.

Factors Contributing to Traffic Congestion

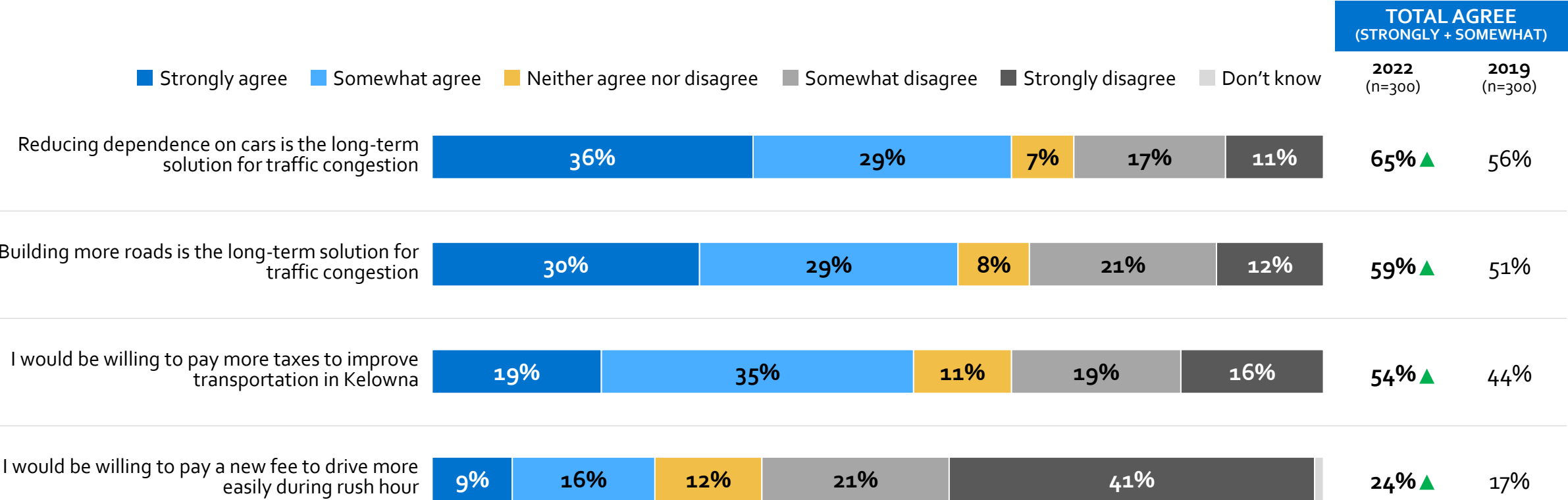
Statistically significant demographic differences (total high impact) include:

- The perceived impact of *cars and trucks just passing through Kelowna* is higher among older residents (74% of 55+ years vs. 55% of 18-34 years, 59% of 35-54 years) and those with higher household incomes (73% of \$100K+ vs. 57% of \$60K-<\$100K, 63% of <\$60K).
- The perceived impact of *not enough convenient options other than driving* is higher among those living in North Kelowna (81% vs. 52% of East Central/East Kelowna, 63% of Central Kelowna, 68% of South West Kelowna) and those who have lived in their neighbourhood for more than 15 years (72% vs. 60% of 15 years or less).
- The perceived impact of *traffic lights slow down traffic* is higher among those with household incomes of \$60K-<\$100K (69% vs. 43% of <\$60K, 53% of \$100K+).
- The perceived impact of *there are too many people driving alone during rush hour* is higher among those with household incomes of \$60K+ (includes 63% of \$60K-<\$100K and 61% of \$100K+ vs. 40% of <\$60K).
- The perceived impact of *new housing on the edge of the city* is higher among those living in South West Kelowna (53% vs. 24% of North Kelowna, 30% of East Central/East Kelowna, 32% of Central Kelowna), those who are 35+ years of age (includes 48% of 55+ years and 37% of 35-54 years vs. 17% of 18-34 years), those who have lived in their neighbourhood for more than 15 years (46% vs. 32% of 15 years or less), and those who are not currently employed (50% vs. 28% of employed).
- The perceived impact of *Kelowna's economy is doing well, and more people are employed* is higher among men (43% vs. 29% of women).
- The perceived impact of *people walking, biking, or buses slow down traffic* is higher among those with household incomes of <\$60K (15% vs. 5% of \$100K+, 6% of \$60K-<\$100K).

Traffic Congestion Solutions

Attitudes toward long-term solutions for traffic congestion have strengthened, with nearly two-thirds (65%) agreeing that *reducing dependence on cars* is the solution (up 9 points) and 59% agreeing that *building more roads* is the solution (up 8 points).

Residents are also warming up to the idea of paying for traffic congestion solutions, with 54% agreeing *I would be willing to pay more taxes to improve transportation in Kelowna* (up 10 points) and 24% agreeing *I would be willing to pay a new fee to drive more easily during rush hour* (up 7 points).



Base: All respondents (n=300)
Q3. Please tell me how much you agree or disagree with each of the following statements. The first one is ... Would you say ...? How about ...?

Note: data labels <3% not shown.

Traffic Congestion Solutions

Statistically significant demographic differences (total agree) include:

- Agreement with *building more roads is the long-term solution for traffic congestion* is higher among younger residents (67% of 18-34 years vs. 51% of 55+ years, 64% of 35-54 years).
- Agreement with *I would be willing to pay more taxes to improve transportation in Kelowna* is higher among older residents (59% of 55+ years vs. 44% of 18-34 years, 57% of 35-54 years) and those who have lived in Kelowna for more than 15 years (60% vs. 46% of 15 years or less).
- Agreement with *I would be willing to pay a new fee to drive more easily during rush hour* is higher among men (33% vs. 17% of women) and those who are employed (29% vs. 16% of not currently employed).

Getting Around Kelowna Today vs. Three Years Ago

Residents think getting around Kelowna has become more difficult over the past few years, with two-thirds (67%) of residents agreeing *I spend more time in traffic than I did three years ago*. At the same time, residents report a drop in the volume of their trips, with 61% agreeing *I make fewer trips around town than I did three years ago – for example, working from home or getting more things delivered*.

In terms of how people are getting around Kelowna, 28% agree *I drive more often than I did three years ago* balanced by a similar proportion (27%) agreeing *I walk, bike, or take transit more often than I did three years ago*.

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

TOTAL AGREE
(STRONGLY + SOMEWHAT)



Base: All respondents (n=300)

Q4. The next few statements are about how you get around Kelowna today compared to three years ago, in 2019. Please tell me how much you agree or disagree with each of the following statements. The first one is ... Would you say ...? How about ...?

Note: data labels <3% not shown.

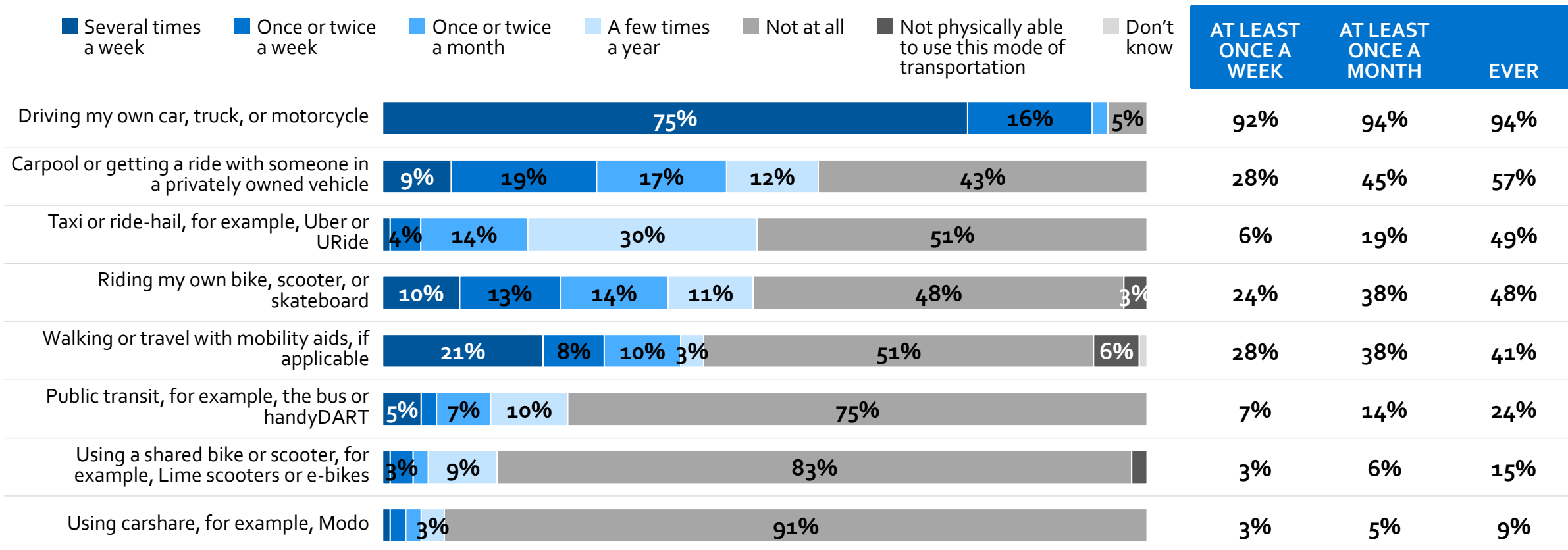
Getting Around Kelowna Today vs. Three Years Ago

Statistically significant demographic differences (total agree) include:

- Agreement with *I spend more time in traffic than I did three years ago* is higher among those living in South West Kelowna (77% vs. 57% of Central Kelowna, 62% of North Kelowna, 68% of East Central/East Kelowna) and younger residents (81% of 18-34 years vs. 61% of 55+ years, 62% of 35-54 years).
- Agreement with *I make fewer trips around town than I did three years ago* is higher among those with household disabilities (75% vs. 58% of without household disabilities).
- Agreement with *I drive more often than I did three years ago* is higher among those living in East Central/East Kelowna (40% vs. 18% of South West Kelowna, 21% of Central Kelowna, 31% of North Kelowna), those who are <55 years of age (includes 47% of 18-34 years and 32% of 35-54 years vs. 12% of 55+ years), those who have lived in their neighbourhood for 15 years or less (32% vs. 19% of more than 15 years), and those living in households with children under the age of 18 (40% vs. 24% of without children at home).
- Agreement with *I walk, bike, or take transit more often than I did three years ago* is higher among those living in Central Kelowna (42% vs. 17% of North Kelowna, 22% of East Central/East Kelowna, 25% of South West Kelowna), those who have lived in Kelowna for 15 years or less (35% vs. 22% of more than 15 years), and those who have lived in their neighbourhood for 15 years or less (31% vs. 18% of more than 15 years).

Ways of Getting Around Kelowna – Current Frequency of Use

Driving my own car, truck, or motorcycle is by far the most common way of getting around Kelowna, with 94% of residents saying they use this mode of transportation (and 92% saying they use it at least once a week). In second is carpool or getting a ride with someone in a privately owned vehicle (57% ever), followed by taxi or ride-hail (49%), riding my own bike, scooter, or skateboard (48%), and walking or travel with mobility aids (41%). Close to one-quarter (24%) say they have taken public transit within the last year, while less than one-in-five say using a shared bike or scooter (15%) or using carshare (9%).



Base: All respondents (n=300)

Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Note: data labels <3% not shown.

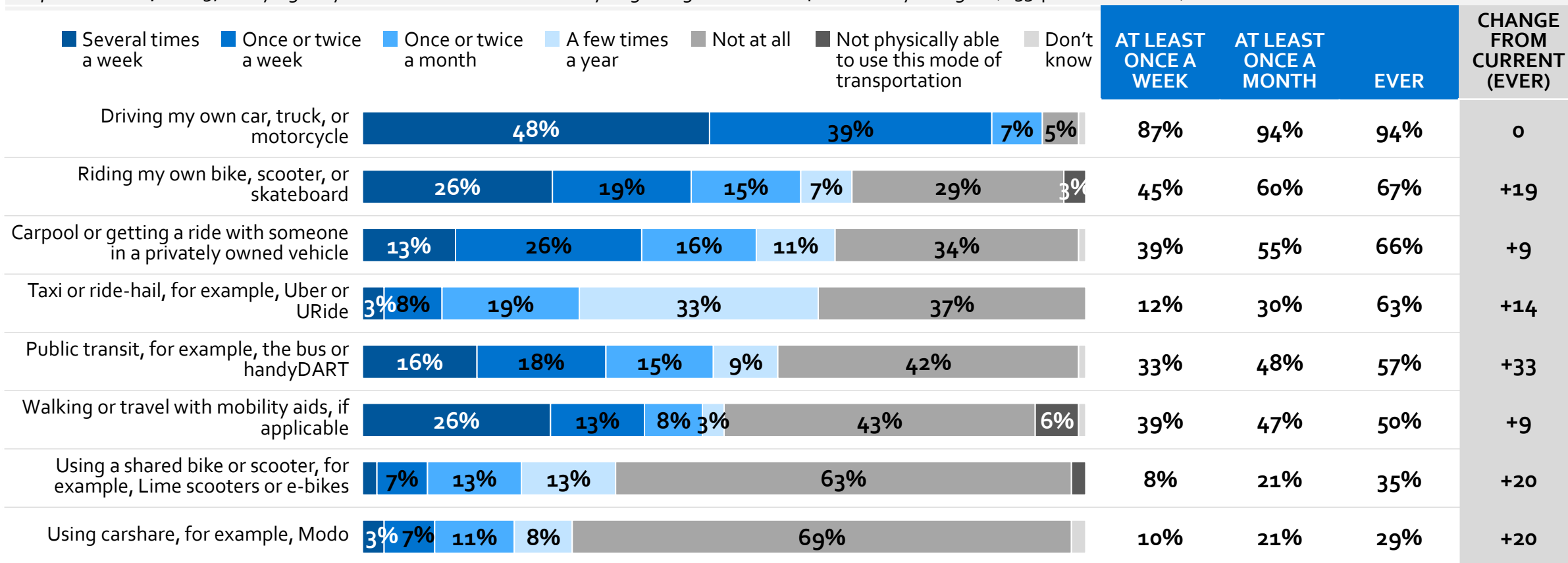
Ways of Getting Around Kelowna – Current Frequency of Use

Statistically significant demographic differences (% ever) include:

- Those saying they get around by *driving my own car, truck, or motorcycle* are more likely to be employed (97% vs. 88% of not currently employed) and have household incomes of \$60K+ (includes 100% of \$100K+ and 99% of \$60K-<\$100K vs. 83% of <\$60K+).
- Those saying they get around by *carpool or get a ride with someone in a privately owned vehicle* are more likely to be younger (76% of 18-34 years vs. 47% of 55+ years, 54% of 35-54 years), have household disabilities (73% vs. 54% without household disabilities), and have lower household incomes (67% of <\$60K vs. 50% of \$60K-<\$100K, 53% of \$100K+).
- Those saying they get around by *taxi or ride-hail* are more likely to live outside of East Central/East Kelowna (includes 59% of North Kelowna, 56% of Central Kelowna, and 51% of South West Kelowna vs. 38% vs. East Central/East Kelowna), be <55 years of age (includes 67% of 18-34 years and 54% of 35-54 years vs. 35% of 55+ years), have lived in Kelowna for 15 years or less (63% vs. 41% of more than 15 years), have lived in their neighbourhood for 15 years or less (54% vs. 39% of more than 15 years), be employed (56% vs. 36% of not currently employed), and have higher household incomes (60% of \$100K+ vs. 43% of <\$60K, 45% of \$60K-<\$100K).
- Those saying they get around by *riding my own bike, scooter, or skateboard* are more likely to be <55 years of age (includes 58% of 18-34 years and 57% of 35-54 years vs. 36% of 55+ years), men (57% vs. 40% of women), employed (53% vs. 40% of not currently employed), and without household disabilities (51% vs. 35% with household disabilities).
- Those saying they get around by *walking or travel with mobility aids* are more likely to live in Central Kelowna or North Kelowna (54% and 48% vs. 32% of South West Kelowna, 34% of East Central/East Kelowna), be <55 years of age (includes 51% of 18-34 years and 47% of 35-54 years vs. 30% of 55+ years), have lived in Kelowna for 15 years or less (48% vs. 36% of more than 15 years), and be employed (45% vs. 32% of not currently employed).
- Those saying they get around by *public transit* are more likely to have lived in Kelowna for 15 years or less (32% vs. 19% of more than 15 years) and have lower household incomes (36% of <\$60K vs. 19% of \$100K+, 22% of \$60K-<\$100K).
- Those saying they get around by *using a shared bike or scooter* are more likely to be <55 years of age (includes 25% of 18-34 years and 17% of 35-54 years vs. 6% of 55+ years), have lived in their neighbourhood for 15 years or less (18% vs. 7% of more than 15 years), live in households with children under the age of 18 (23% vs. 12% of without children at home), and without household disabilities (17% vs. 4% with household disabilities).
- Those saying they get around by *using carshare* are more likely to have lived in Kelowna for 15 years or less (14% vs. 5% of more than 15 years), have lived in their neighbourhood for 15 years or less (11% vs. 4% of more than 15 years), and have lower household incomes (20% of <\$60K vs. 5% of \$60K+).

Ways of Getting Around Kelowna – Ideal Frequency of Use

Nearly all (94%) residents say they would like to get around Kelowna by *driving my own car, truck, or motorcycle* at least some of the time. Three-in-ten (30%) say their ideal frequency of driving is less than their current. There is also interest in using alternative modes of travel more often. For example, two-thirds (67%) say they would like to *ride my own bike, scooter, or skateboard*, compared to only 48% saying they currently use this as way of getting around (a difference of 19 percentage points). The biggest gap, however, is seen for *public transit*, with 57% saying they would like to use this as a way of getting around vs. 24% currently doing so (a 33-point difference).



Base: All respondents (n=300)
Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Note: data labels <3% not shown.

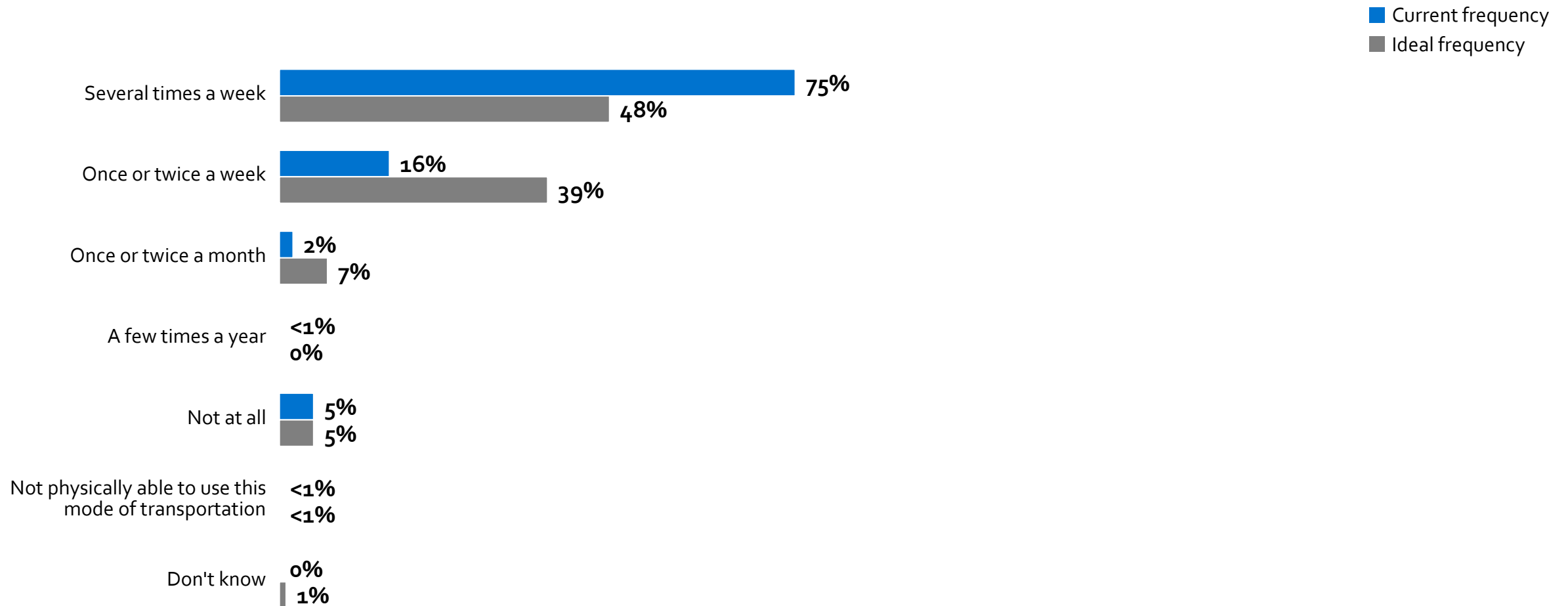
Ways of Getting Around Kelowna – Ideal Frequency of Use

Statistically significant demographic differences (% ever) include:

- Those saying they would like to get around by *driving my own car, truck, or motorcycle* are more likely to live outside of Central Kelowna (includes 100% of North Kelowna, 98% of South West Kelowna, and 95% of East Central/East Kelowna vs. 85% of Central Kelowna) and without household disabilities (96% vs. 85% with household disabilities).
- Those saying they would like to get around by *riding my own bike, scooter, or skateboard* are more likely to be younger (87% of 18-34 years vs. 49% of 55+ years, 72% of 35-54 years), men (75% vs. 59% of women), have lived in their neighbourhood for 15 years or less (72% vs. 56% of more than 15 years), and employed (73% vs. 56% of not currently employed).
- Those saying they would like to get around by *carpool or getting a ride with someone in a privately owned vehicle* are more likely to be younger (79% of 18-34 years vs. 57% of 55+ years, 66% of 35-54 years).
- Those saying they would like to get around by *taxi or ride-hail* are more likely to be younger (82% of 18-34 years vs. 48% of 55+ years, 67% of 35-54 years), employed (69% vs. 52% of not currently employed), without household disabilities (66% vs. 50% with household disabilities), and have higher household incomes (76% of \$100K+ vs. 51% of <\$60K, 64% of \$60K-<\$100K).
- Those saying they would like to get around by *public transit* are more likely to have lived in Kelowna for 15 years or less (66% vs. 51% of more than 15 years) and have household incomes of \$60K-<\$100K (68% vs. 50% of <\$60K, 53% of \$100K+).
- Those saying they would like to get around by *walking or travel with mobility aids* are more likely to live in Central Kelowna or North Kelowna (63% and 62% vs. 37% of South West Kelowna, 44% of East Central/East Kelowna) and be younger (72% of 18-34 years vs. 35% of 55+ years, 50% of 35-54 years).
- Those saying they would like to get around by *using a shared bike or scooter* are more likely to be younger (60% of 18-34 years vs. 15% of 55+ years, 38% of 35-54 years), have lived in Kelowna for 15 years or less (46% vs. 27% of more than 15 years), have lived in their neighbourhood for 15 years or less (41% vs. 21% of more than 15 years), and employed (41% vs. 23% of not currently employed).
- Those saying they would like to get around by *using carshare* are more likely to have lived in Kelowna for 15 years or less (38% vs. 23% of more than 15 years) and have lived in their neighbourhood for 15 years or less (33% vs. 19% of more than 15 years).

Current vs. Ideal Frequency of Use

Driving my own car, truck, or motorcycle



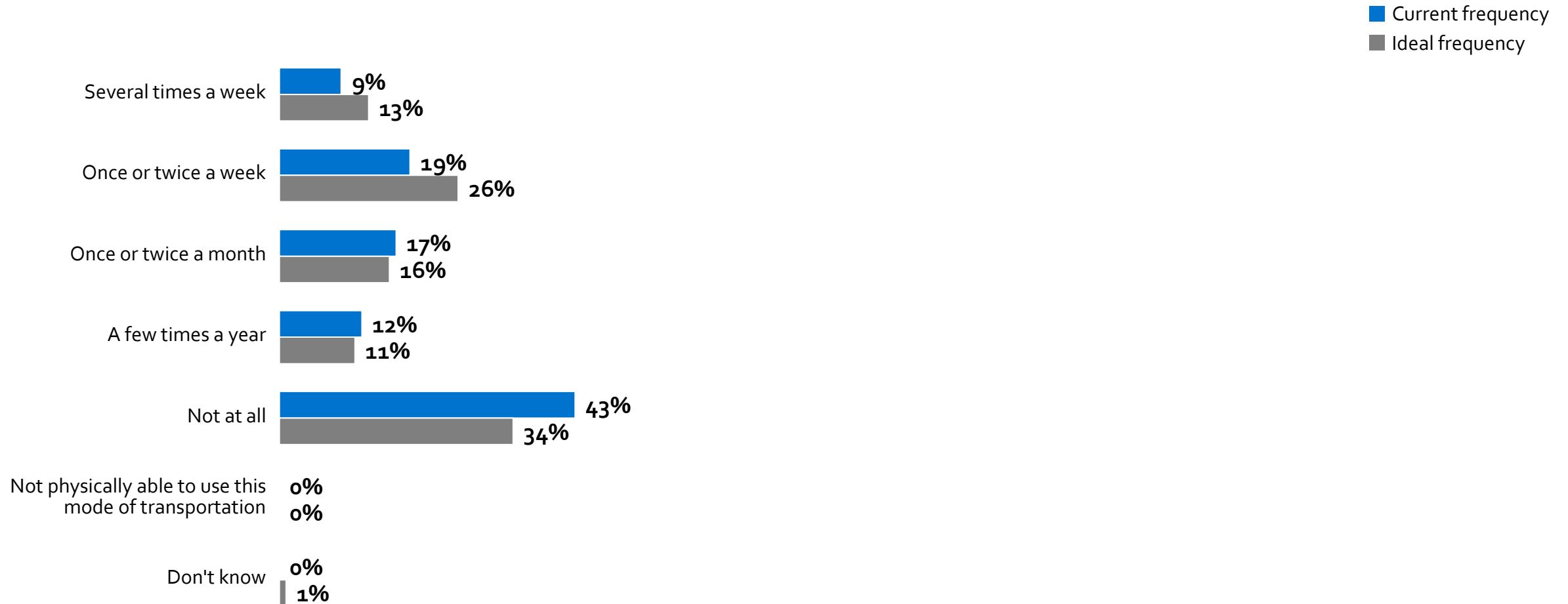
Base: All respondents (n=300)

Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Carpool or getting a ride with someone in a privately owned vehicle



Base: All respondents (n=300)

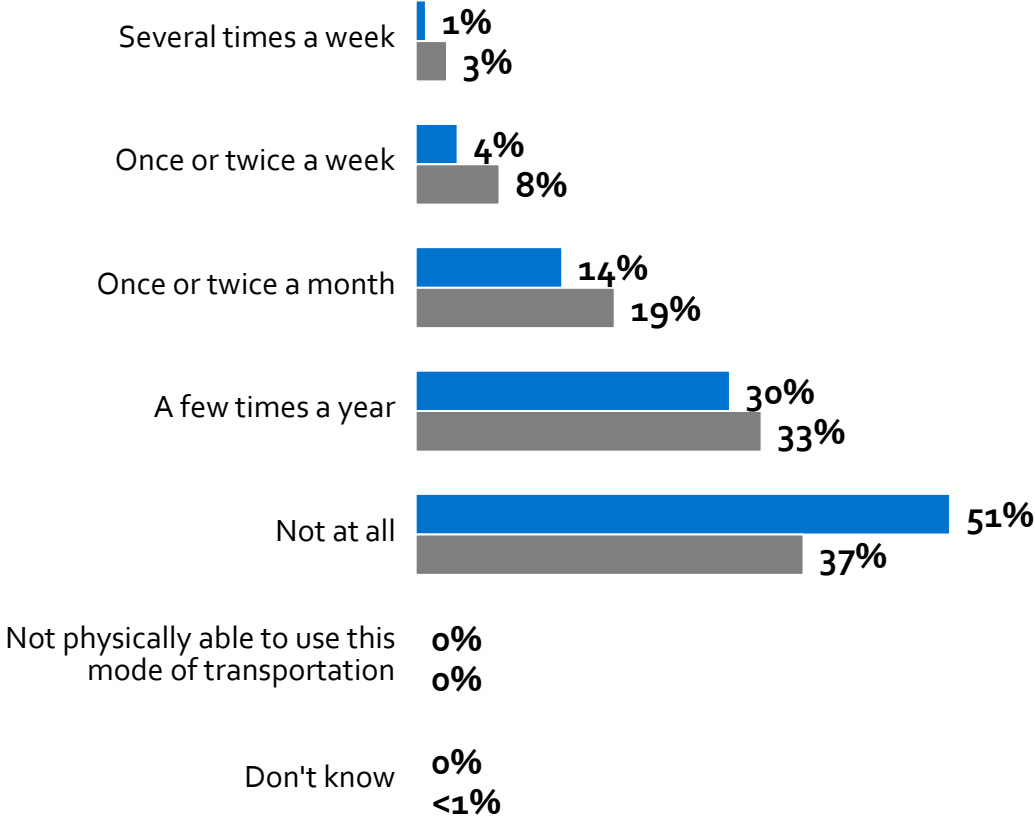
Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Taxi or ride-hail, for example, Uber or URide

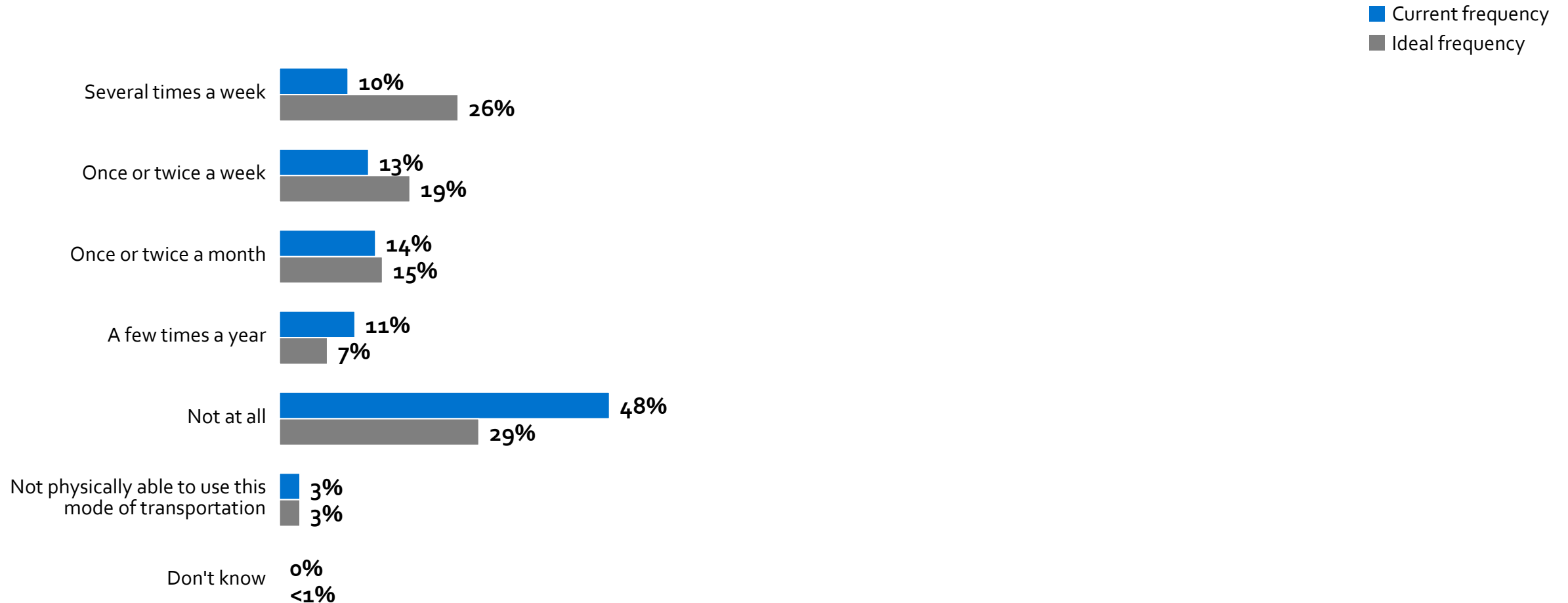
■ Current frequency
■ Ideal frequency



Base: All respondents (n=300)
 Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?
 Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Riding own bike, scooter, or skateboard



Base: All respondents (n=300)

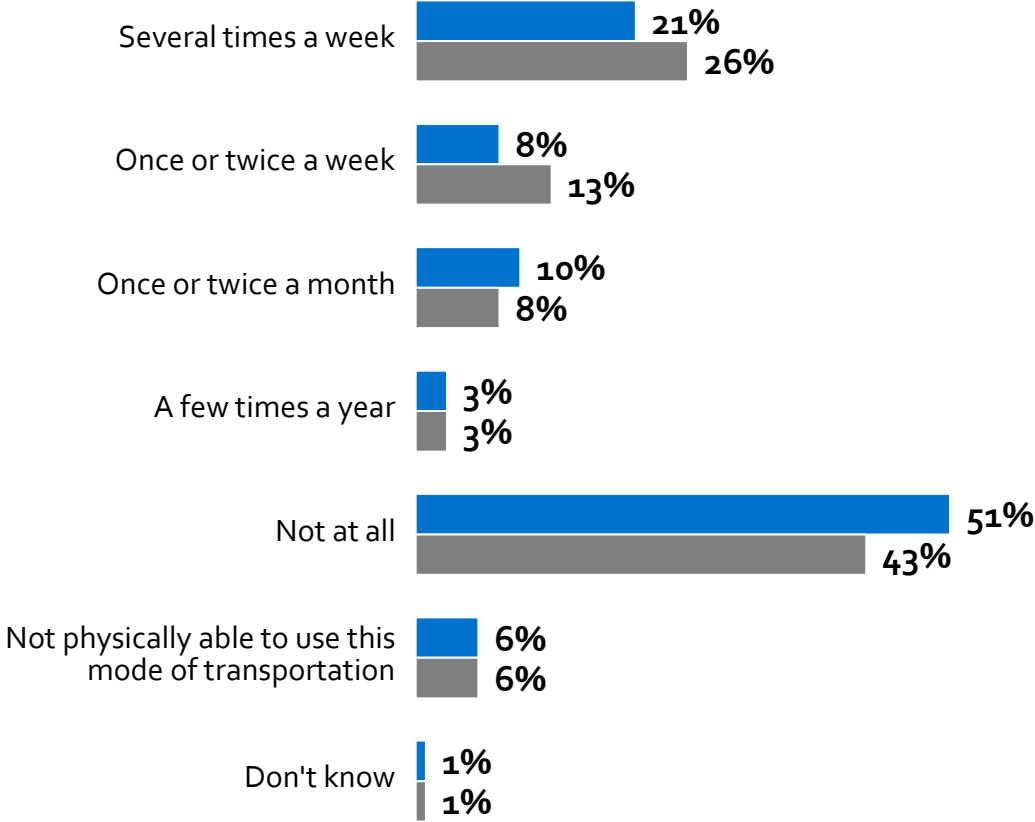
Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Walking or travel with mobility aids, if applicable

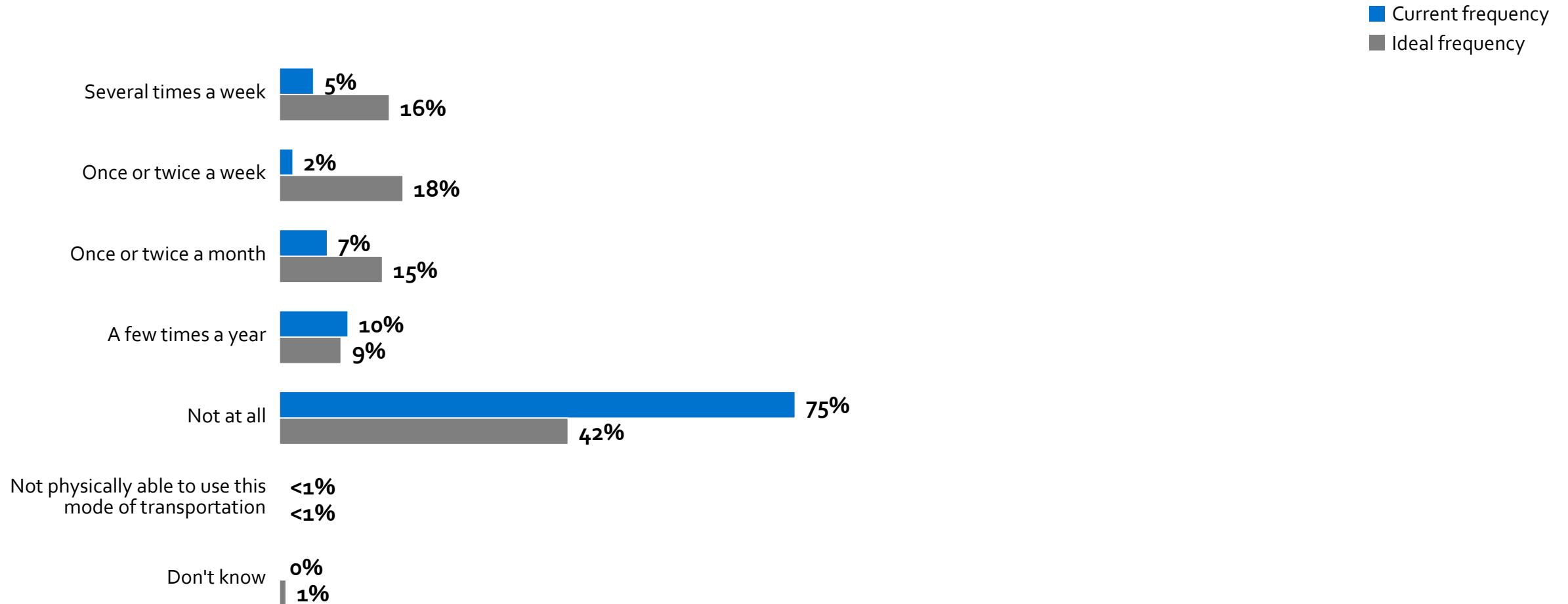
■ Current frequency
■ Ideal frequency



Base: All respondents (n=300)
 Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?
 Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Public transit, for example, the bus or handyDART



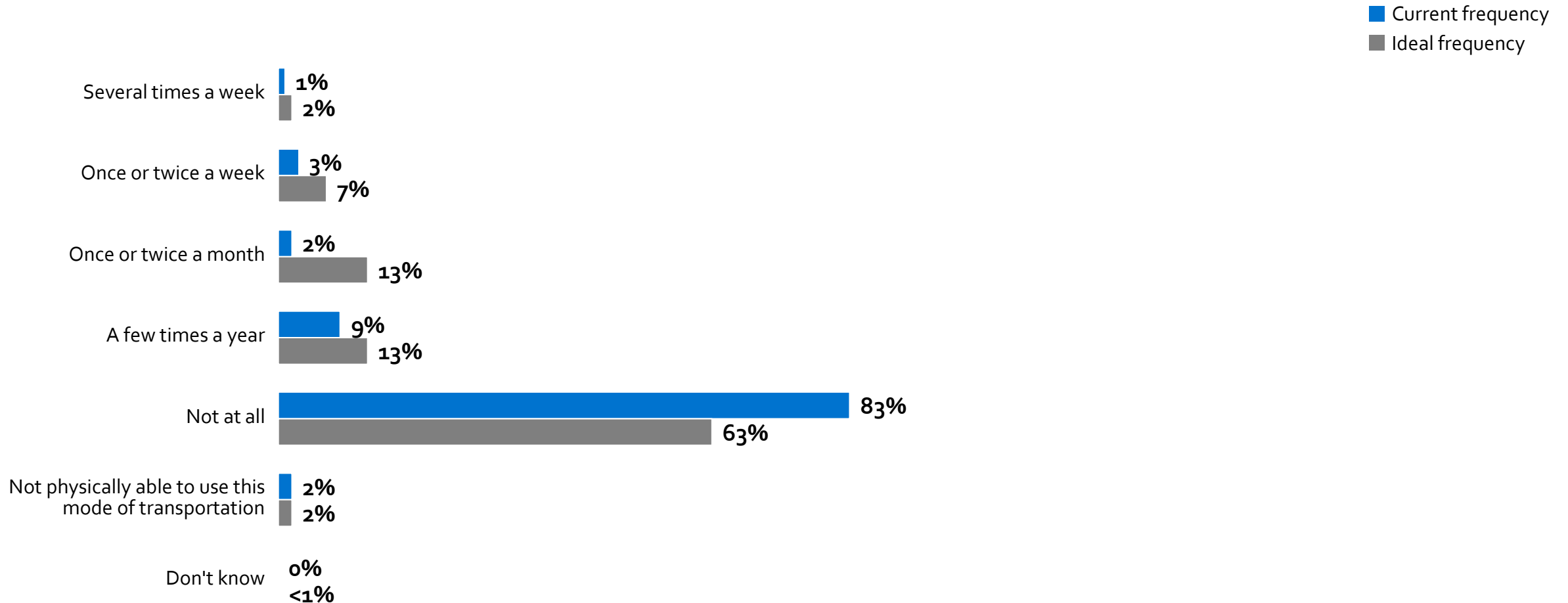
Base: All respondents (n=300)

Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Using a shared bike or scooter, for example, Lime scooters or e-bikes



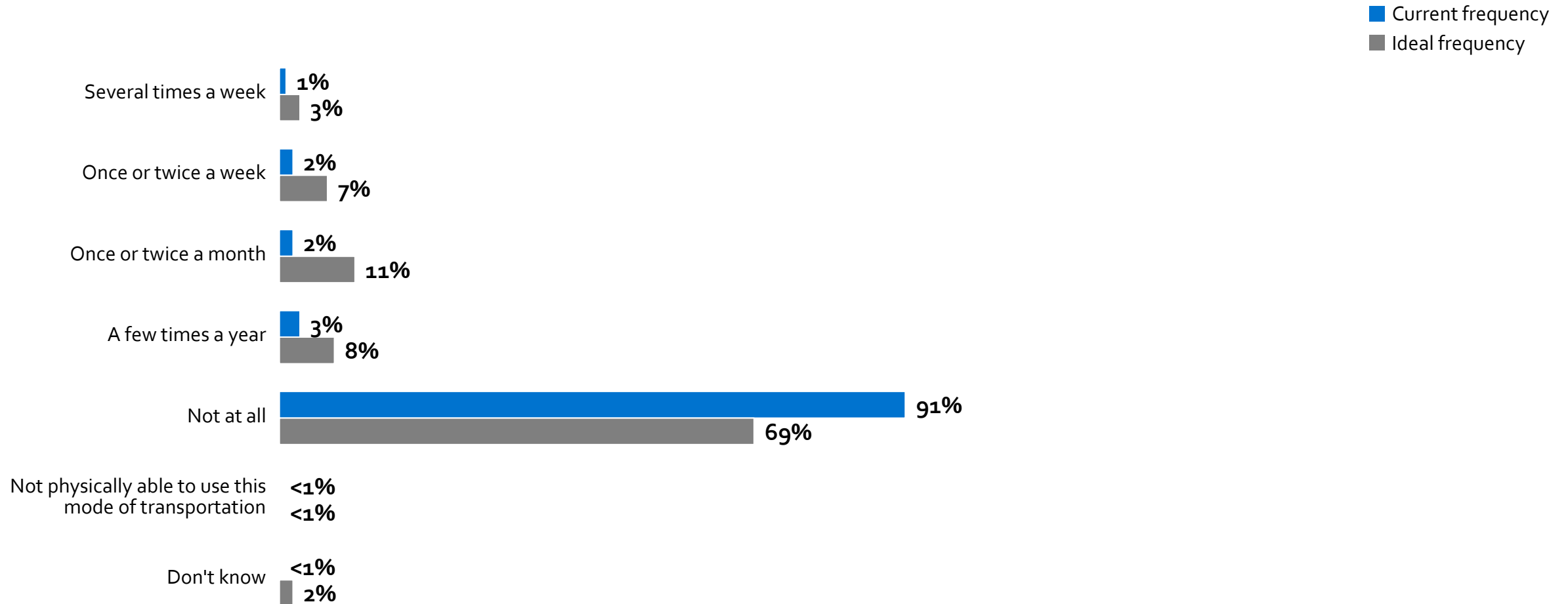
Base: All respondents (n=300)

Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Current vs. Ideal Frequency of Use

Using carshare, for example, Modo



Base: All respondents (n=300)

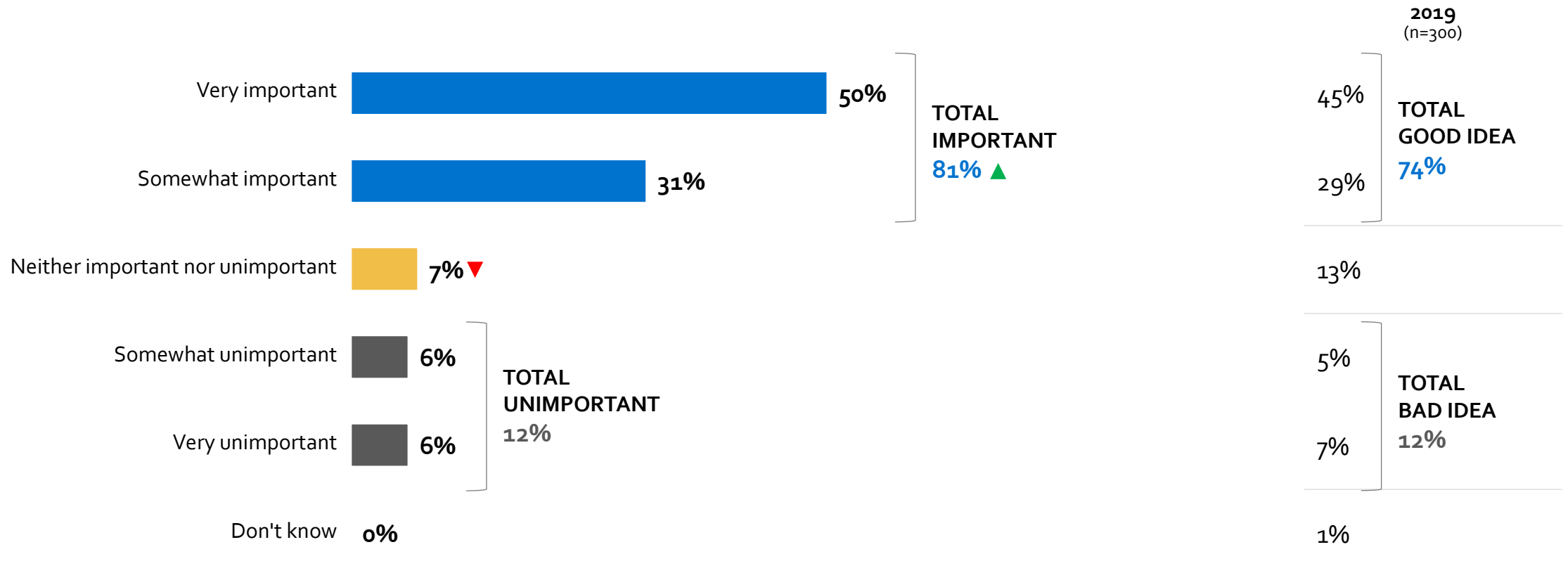
Q5. How often do you use each of the following ways of getting around Kelowna? The first one is ... Do you use it ...? And how often do you use ...?

Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

Importance of Investing in or Promoting Sustainable Modes of Transportation

Investing in or promoting walking, biking, transit or other sustainable modes of transportation to reduce dependence on privately owned vehicles is important to most (81%) residents. This includes 50% saying 'very important' and 31% saying 'somewhat important'.

While not directly comparable to 2019 due to differences in question wording, this year's results suggest this has become more important to residents over the past few years.



Note: Question/answer list in 2019 "Do you think it would be a good or bad idea if the City of Kelowna invests in or promotes walking, biking, transit or other sustainable modes to reduce future dependence on privately owned vehicles? [Very good idea, Fairly good idea, Neither a good nor bad idea, Fairly bad idea, Very bad idea]" – interpret trending with caution.

Base: All respondents (n=300)

Q7. How important is it to you that Kelowna invests in or promotes walking, biking, transit or other sustainable modes of transportation to reduce dependence on privately owned vehicles? Would you say ...?

Importance of Investing in or Promoting Sustainable Modes of Transportation

Investing in or promoting sustainable modes of transportation is more important (combined 'very/somewhat important' responses) to:

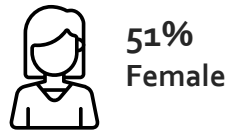
- Those living in Central Kelowna or South West Kelowna (89% and 86% vs. 71% of East Central/East Kelowna, 82% of North Kelowna).

WEIGHTED SAMPLE CHARACTERISTICS

4

Weighted Sample Characteristics

GENDER

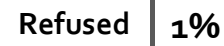


1% Transgender or non-binary

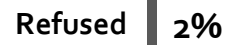
AGE



CHILDREN UNDER 18 IN HH



OWN OR RENT



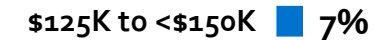
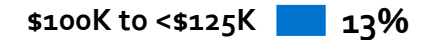
PERSON WITH DISABILITY



EMPLOYMENT STATUS



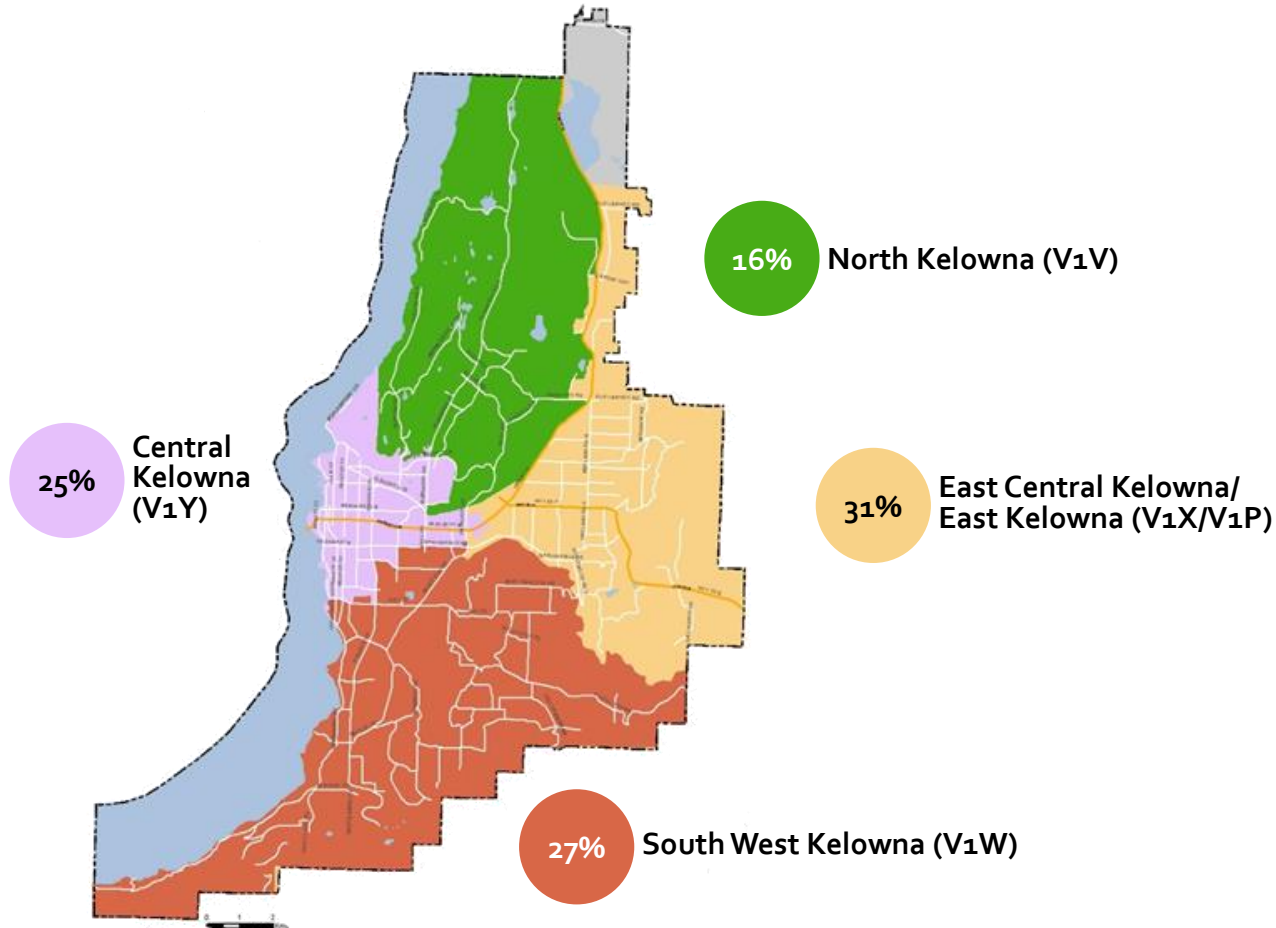
HOUSEHOLD INCOME



Base: All respondents (n=300)

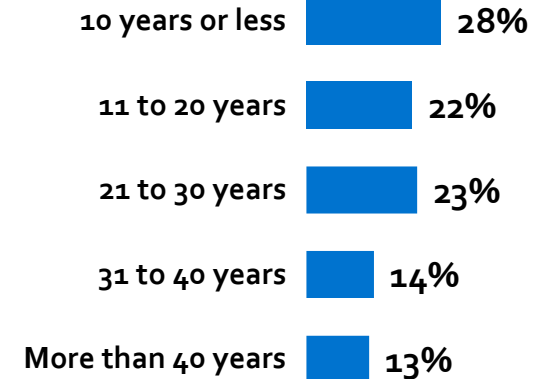
Weighted Sample Characteristics

POSTAL CODE



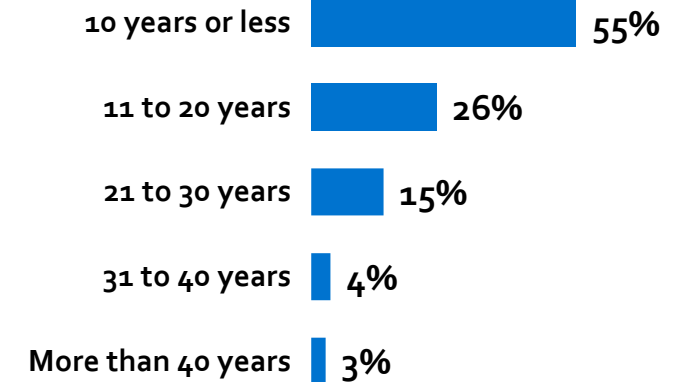
Base: All respondents (n=300)

YEARS LIVING IN KELOWNA



MEAN: 22.8 years

YEARS IN CURRENT NEIGHBOURHOOD



MEAN: 12.3 years

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.