

# 2022 TRANSPORTATION CITIZEN SURVEY

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

## COUNCIL PRESENTATION

Presented By: Catherine Knaus, Director

March 6, 2023

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# Objectives and Methodology

## OBJECTIVES

- Understand residents' perceptions of local transportation issues

## METHODOLOGY

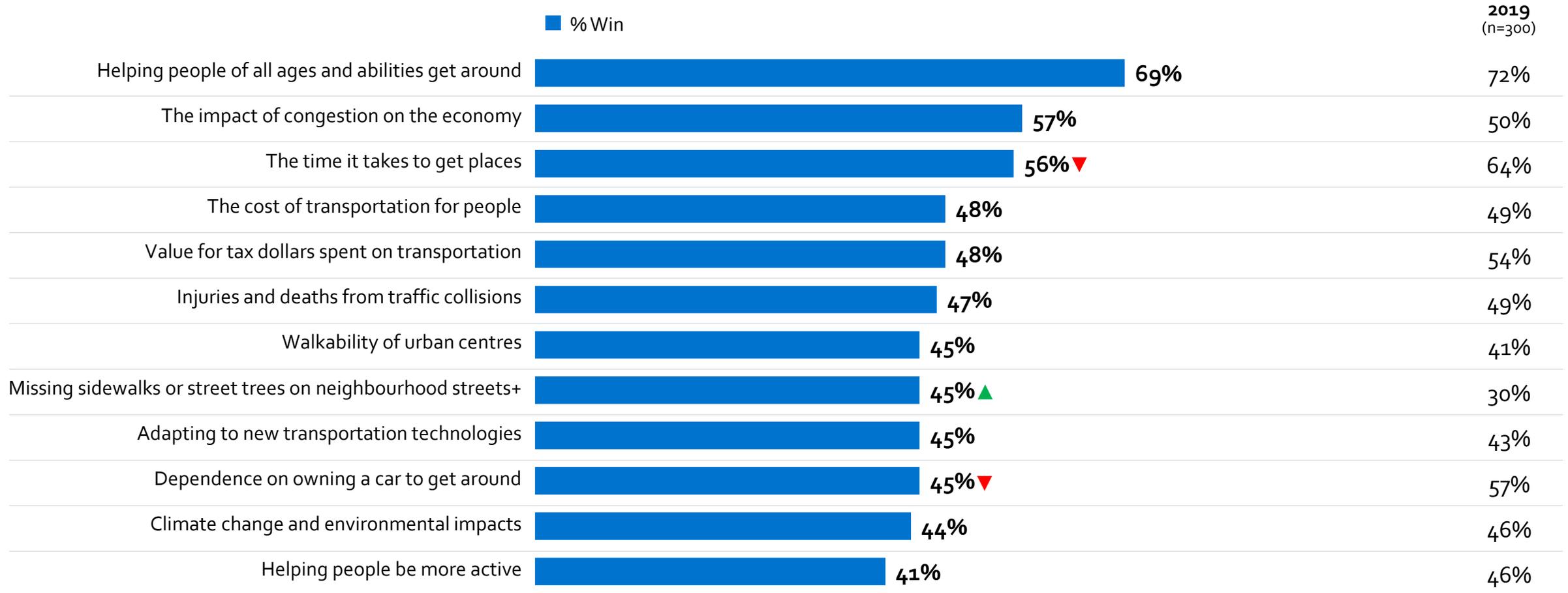
- Telephone survey conducted with a randomly selected representative sample of adult (18+) Kelowna residents
- Sample size of n=300
- Interviewing conducted on cellphones and landlines
- Fielded November 14 to 25, 2022
- Final data weighted by gender/age and neighbourhood
- Overall results accurate to within  $\pm 5.7\%$  (19 times out of 20)

*Survey results 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

(Paired Choice)



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

Base: All respondents (n=300)

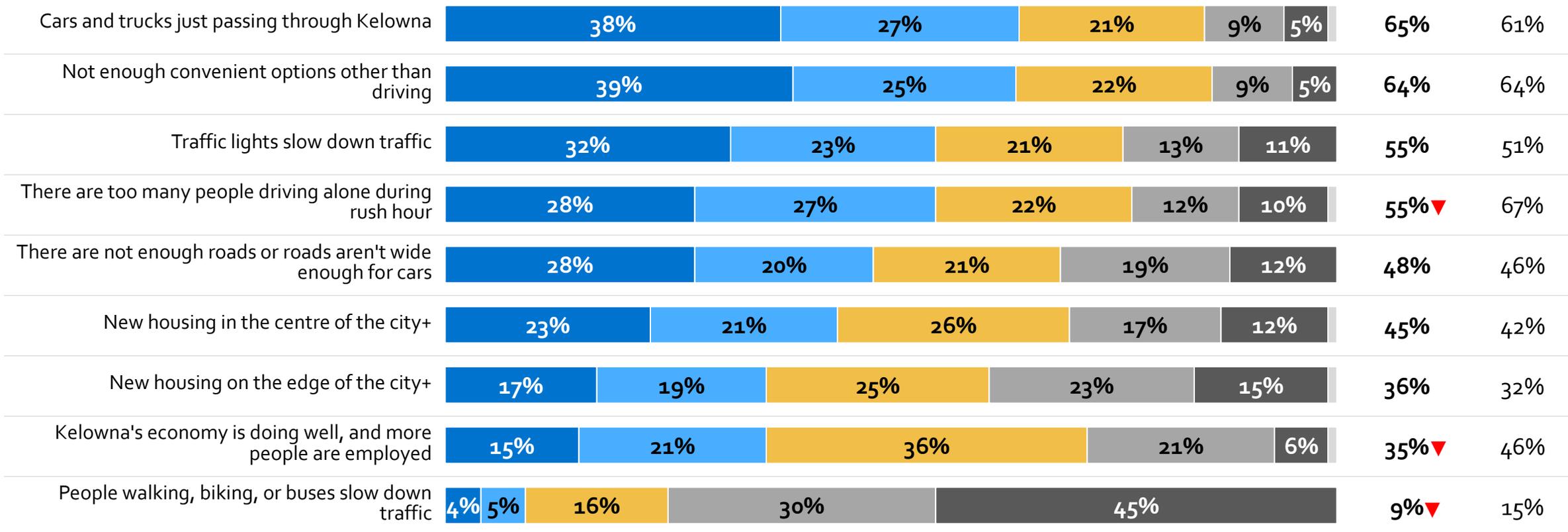
Q1. To start, we'd like to get your feedback on some transportation issues in Kelowna. Please tell me which of these two transportation issues is more important for Kelowna. (READ PAIR OF ITEMS – SEPARATE ITEMS WITH 'OR')

# Factors Contributing to Traffic Congestion

**TOTAL HIGH IMPACT**  
(RATING 5 + 4)

■ 5 – Highly impact ■ 4 ■ 3 ■ 2 ■ 1 – No impact at all ■ Don't know/Not applicable

**2022**  
(n=300)      **2019**  
(n=300)



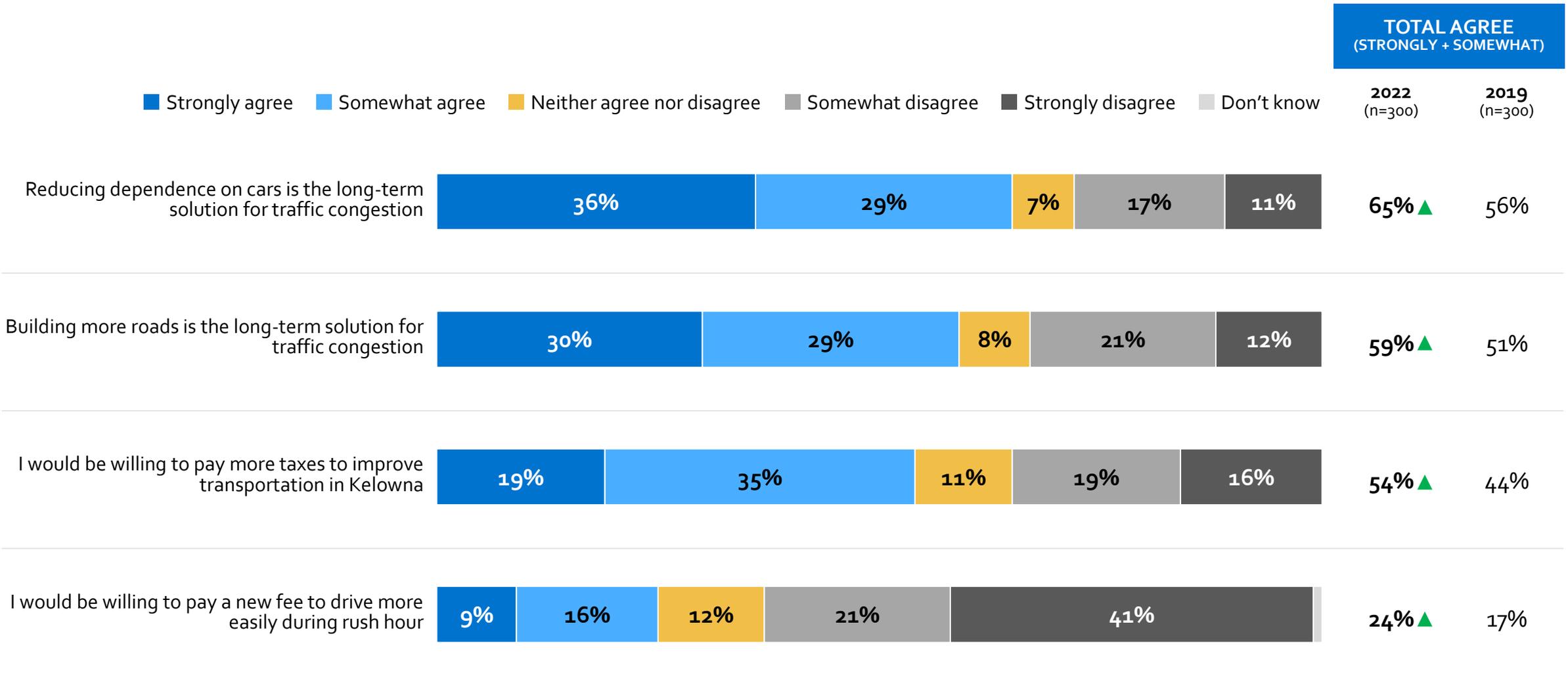
+ Slightly different statement wording in 2019 – interpret trending with caution.

Note: data labels <3% not shown.

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 ...?

# Traffic Congestion Solutions



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.

# Getting Around Kelowna Today vs. Three Years Ago

New Question  
Added in 2022

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

**TOTAL AGREE**  
(STRONGLY + SOMEWHAT)

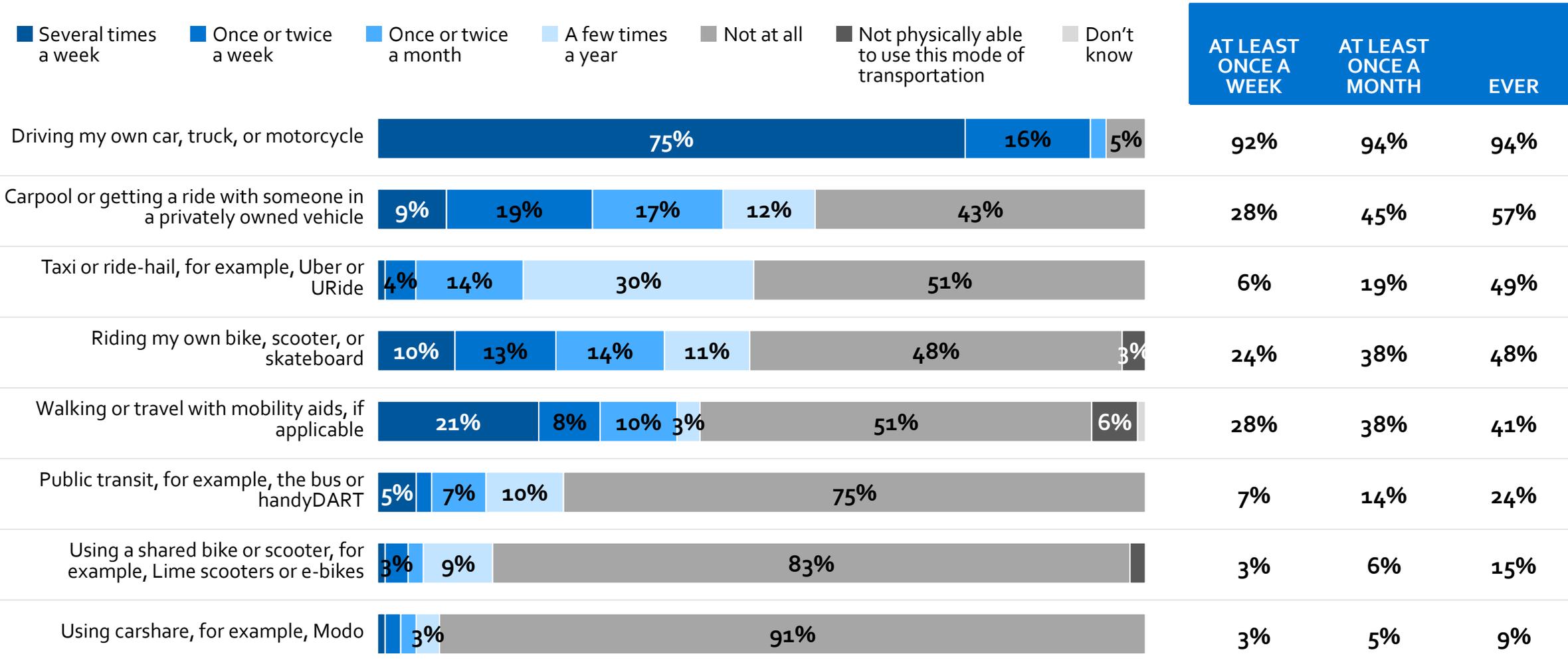


Base: All respondents (n=300)

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.

# Ways of Getting Around Kelowna – CURRENT Frequency of Use

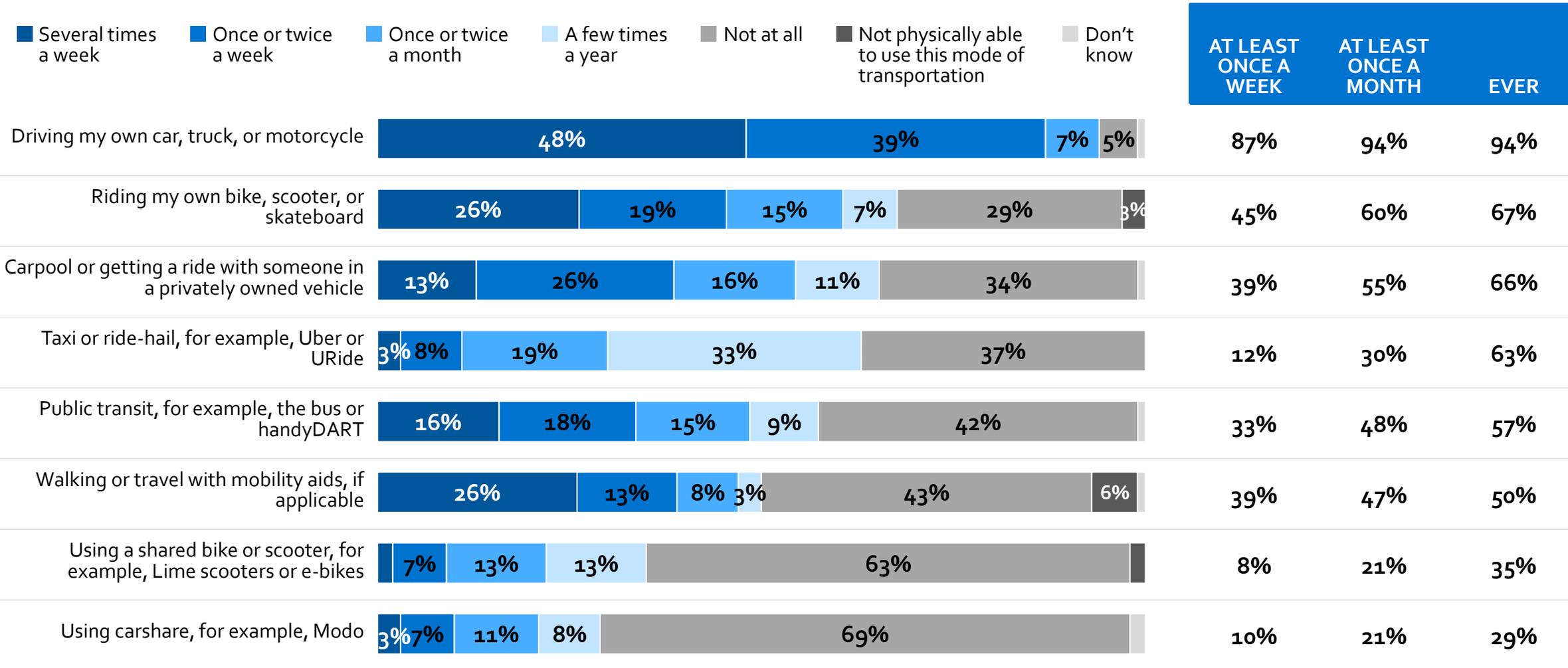


Base: All respondents (n=300)

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 – IDEAL Frequency of Use

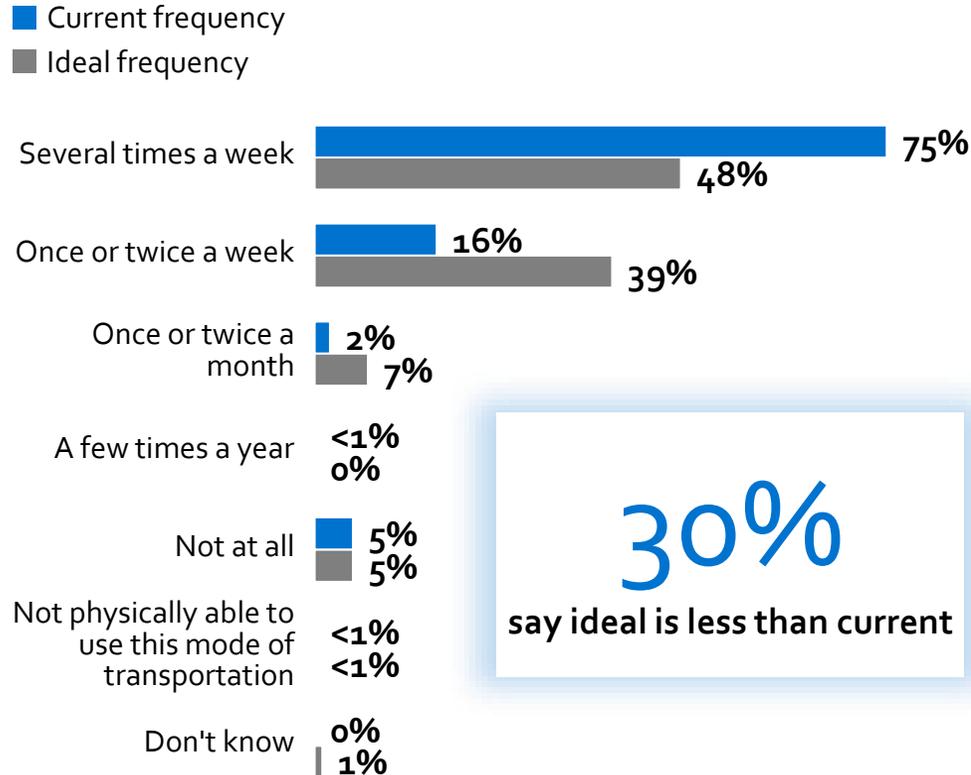


Base: All respondents (n=300)  
Q6. In your ideal world, how often would you like to use this as a way of getting around Kelowna? Would you say ...?

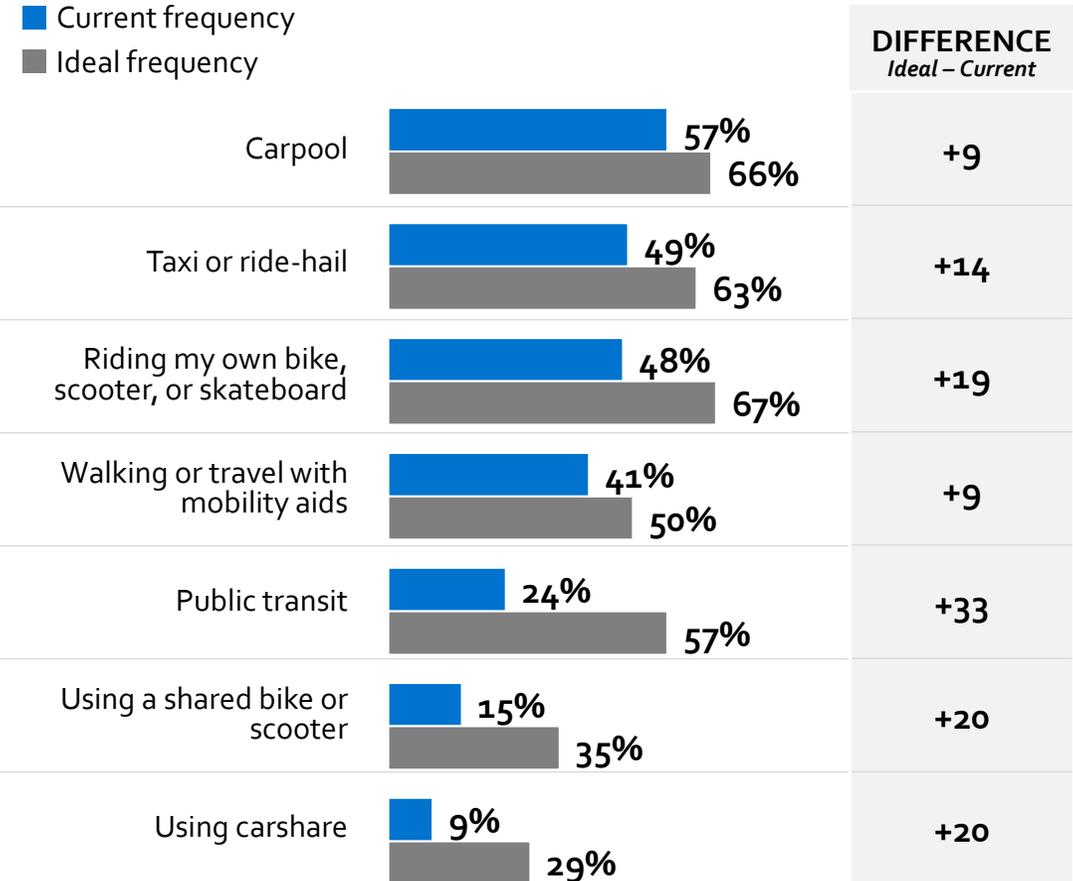
Note: data labels <3% not shown.

# CURRENT vs. IDEAL Frequency of Use

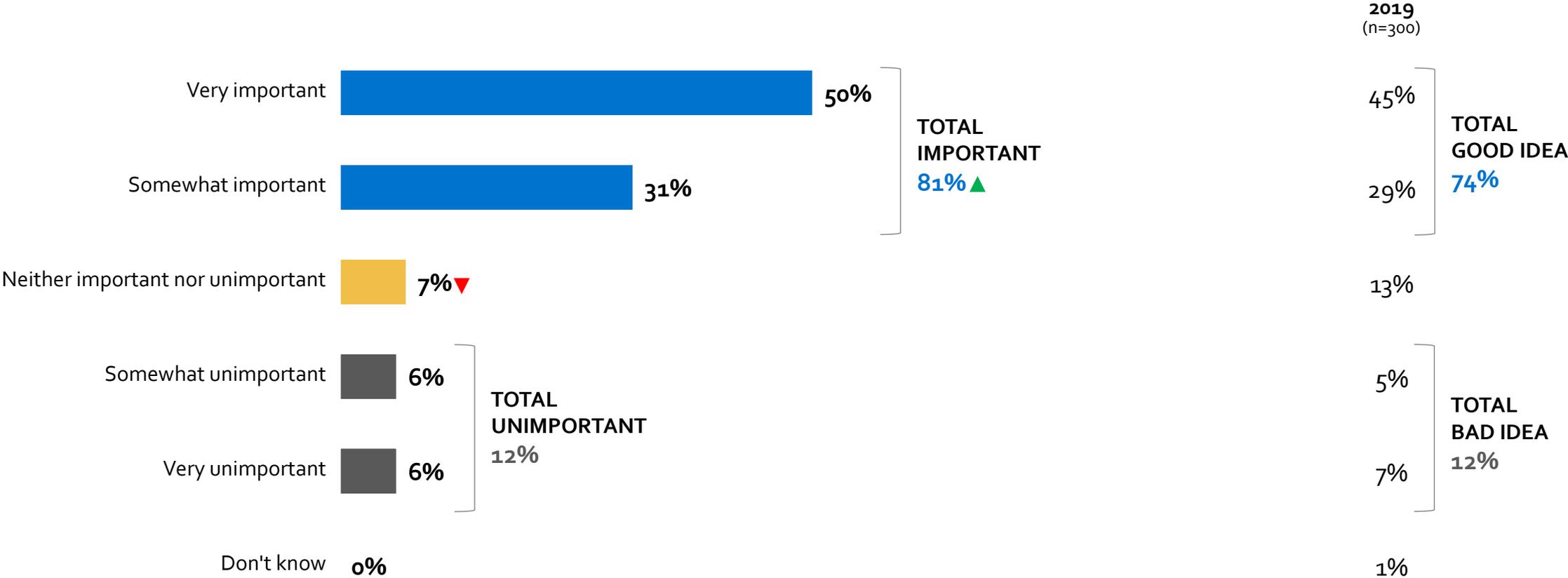
## DRIVING MY OWN CAR, TRUCK, OR MOTORCYCLE



## OTHER MODES OF TRANSPORTATION (% EVER)



# Importance of Investing in or Promoting Sustainable Modes of Transportation



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 ...?

# QUESTIONS?

# WEIGHTED SAMPLE CHARACTERISTICS

# 4

# Weighted Sample Characteristics

## GENDER



1% Transgender or non-binary

## AGE



## CHILDREN UNDER 18 IN HH



## OWN OR RENT



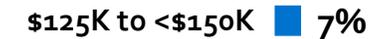
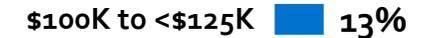
## PERSON WITH DISABILITY



## EMPLOYMENT STATUS



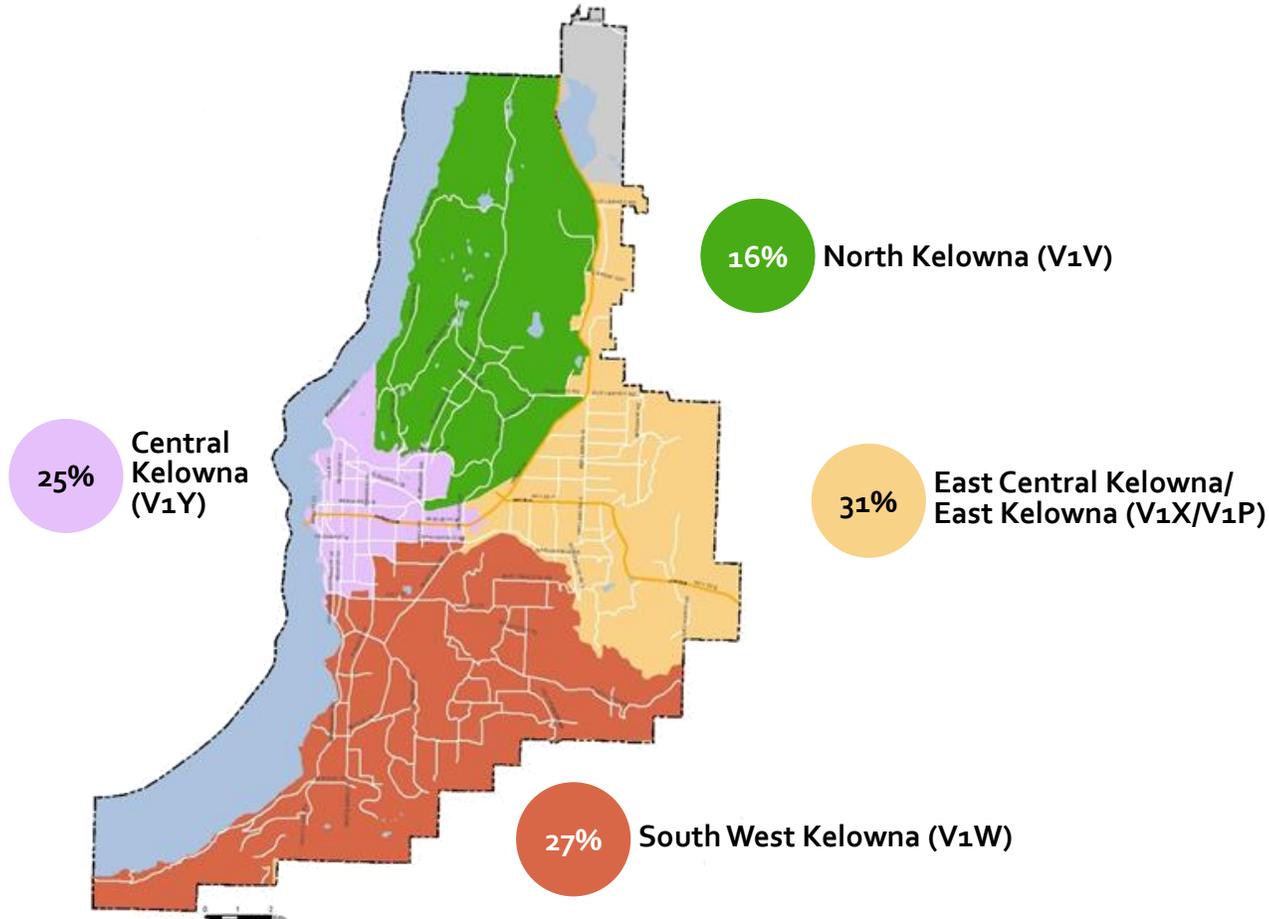
## HOUSEHOLD INCOME



Base: All respondents (n=300)

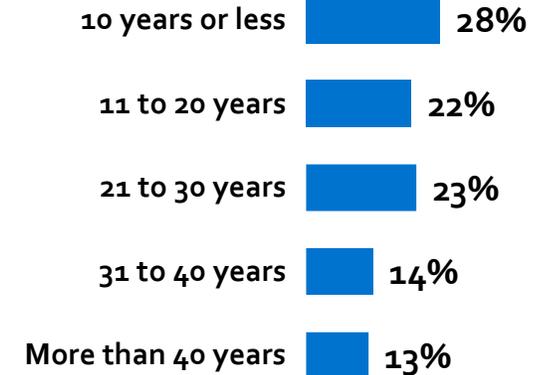
# Weighted Sample Characteristics

## POSTAL CODE



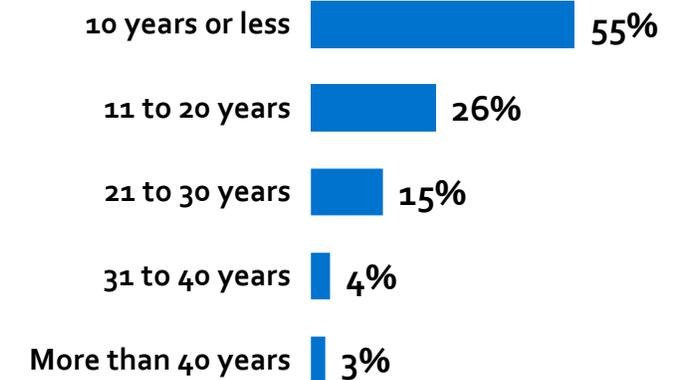
Base: All respondents (n=300)

## YEARS LIVING IN KELOWNA



MEAN: 22.8 years

## YEARS IN CURRENT NEIGHBOURHOOD



MEAN: 12.3 years

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