



City of  
**Kelowna**

# A Changing Kelowna: Findings from the 2021 Census

2022 Community Trends Report



# Outline

- ▶ Purpose of the Community Trends Report
- ▶ Introduce approach to 2022 report
- ▶ Discuss report themes
  - ▶ Demographic changes
  - ▶ Diversity & immigration
  - ▶ Jobs & economy
  - ▶ Housing



# Purpose

1.

- An annual, forward-looking, research-based report

2.

- Explores major trends and how they affect our community

3.

- Provides insight on how the City could potentially address these trends

*Not a deep dive into policy solutions, does not provide recommendations*

# KELOWNA IN 2001

# V S

# KELOWNA IN 2021

Kelowna's population is under 100,000 and trends older than BC's median age.



**POPULATION: 96,288**

CITY OF KELOWNA  
MEDIAN AGE

**40.6**

BRITISH COLUMBIA  
MEDIAN AGE

**38.4**



**MOST COMMON HOUSEHOLD TYPE: COUPLES WITH CHILDREN**

Kelowna is more homogeneous in terms of places of birth, ethnicity, language, and religion.

**4.6%**

community members identify as part of a visible minority group

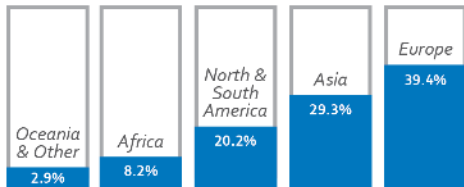
**2.3%**

community members identify as Indigenous - First Nation, Métis, Inuit

69% RELIGIOUS

31% NOT RELIGIOUS

Kelowna's housing is more affordable, has more single detached homes, and less rental units.



RECENT IMMIGRANTS BY PLACE OF BIRTH



AVERAGE MONTHLY SHELTER COST PER HOUSEHOLD



**AVERAGE DWELLING VALUE: \$188,173**

Kelowna's top sectors include sales, service, business, finance, and trades.



**1 SALES AND SERVICE**



**2 BUSINESS, FINANCIAL, ADMINISTRATIVE**



**3 TRADES, TRANSPORT, EQUIPMENT OPERATORS**

TOP SECTORS BY NUMBER OF EMPLOYEES

Kelowna's population is growing fast and it's younger than BC's median age.



**POPULATION: 144,576**

CITY OF KELOWNA  
MEDIAN AGE

**42.4**

BRITISH COLUMBIA  
MEDIAN AGE

**42.8**



**MOST COMMON HOUSEHOLD TYPE: ONE PERSON HOMES**

Kelowna is more diverse in terms of places of birth, ethnicity, language, and religion.

**14%**

community members identify as part of a visible minority group

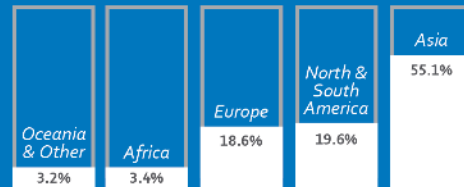
**5.6%**

community members identify as Indigenous - First Nation, Métis, Inuit

47% RELIGIOUS

53% NOT RELIGIOUS

Kelowna's housing is less affordable, has more multiple dwelling housing, and more rental units.



RECENT IMMIGRANTS BY PLACE OF BIRTH



MEDIAN MONTHLY SHELTER COST PER HOUSEHOLD



**AVERAGE DWELLING VALUE: \$796,000**

Kelowna's top sectors include sales, service, business, finance, and trades.



**1 SALES AND SERVICE**



**2 TRADES, TRANSPORT, EQUIPMENT OPERATORS**



**3 BUSINESS, FINANCIAL, ADMINISTRATIVE**

TOP SECTORS BY NUMBER OF EMPLOYEES

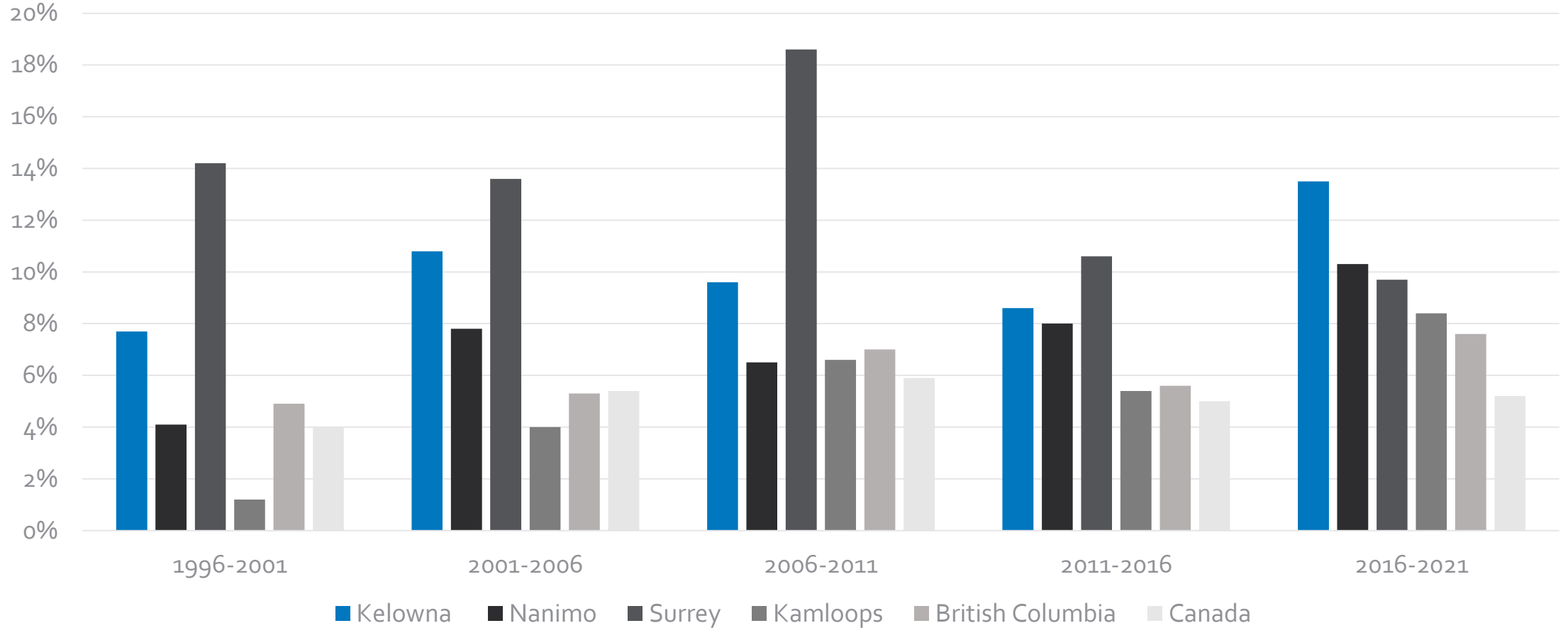




## Theme 1

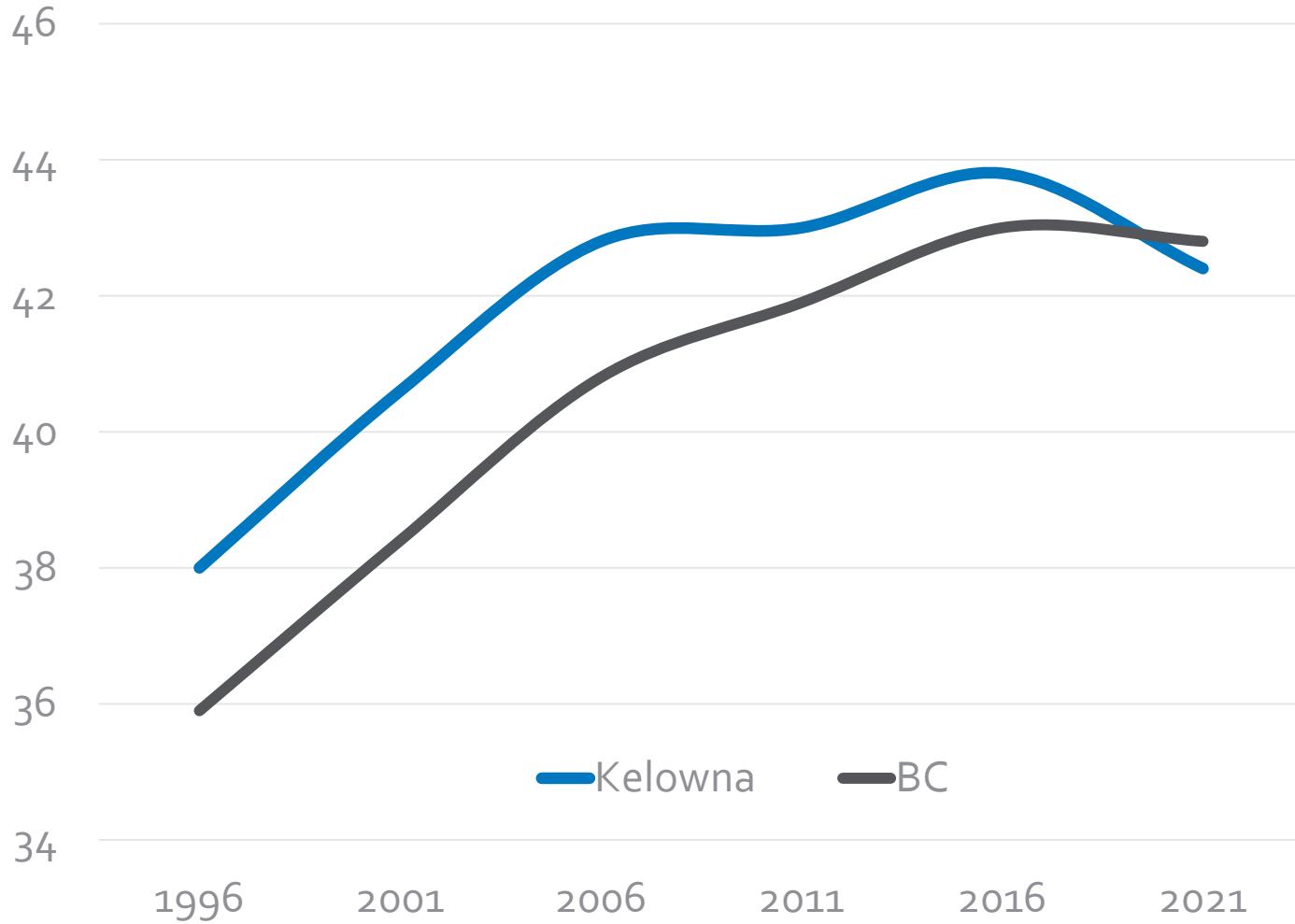
*Kelowna's population is growing fast and it's trending younger.*

## Comparison of population change (%), 1996 to 2021



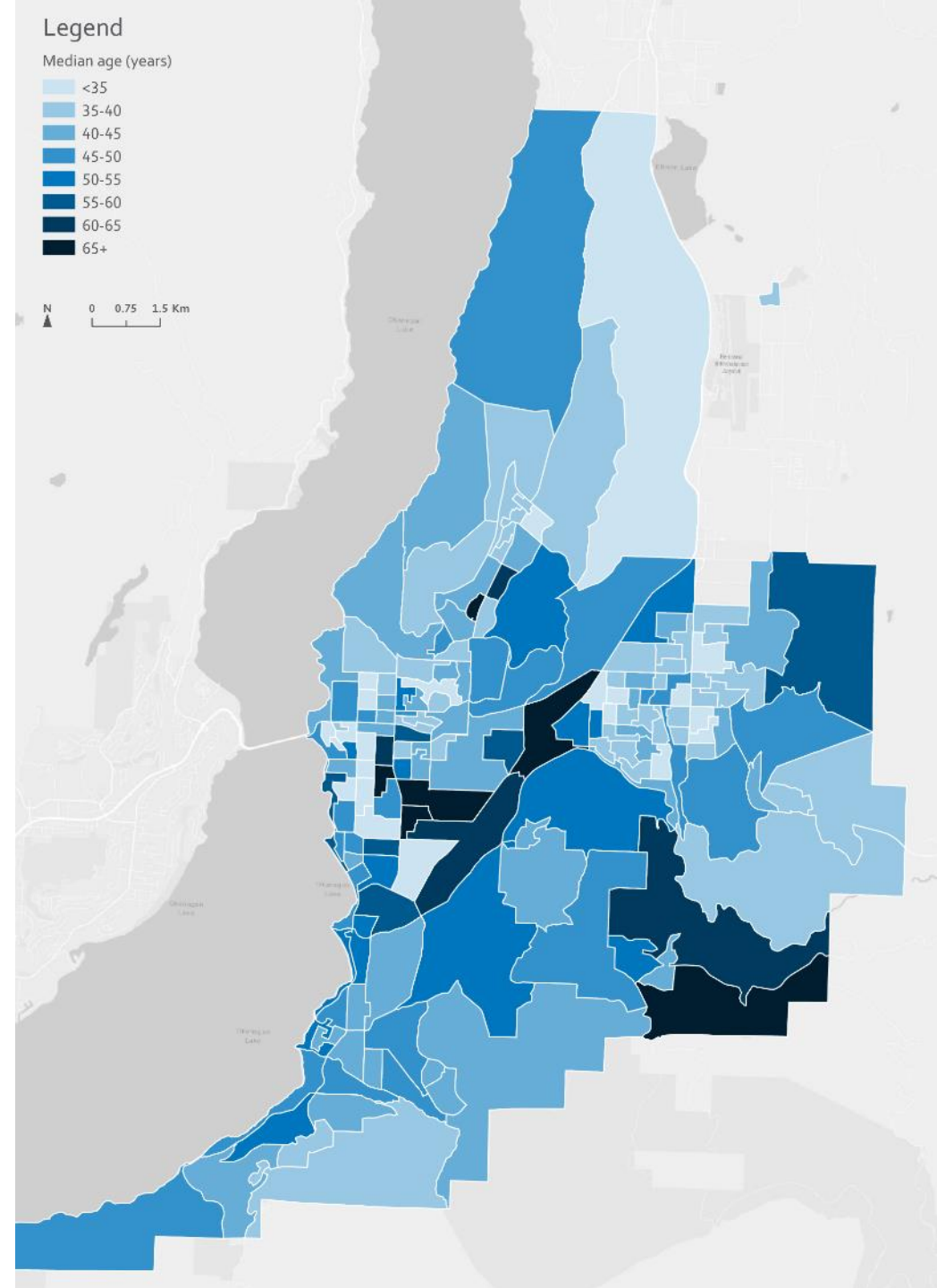
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*Median age (years), 1996 to 2021*



— Kelowna — BC

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# Theme 1

## Key Takeaways

- Growth means more demand for services and housing, but also introduces exciting opportunities
- Accommodating growth by building up rather than out can be a win-win

## Future Considerations

- Plan for all ages and consider needs of growing groups (ages 20-44 and 65+)
- Consider needs of people living in denser, urban neighbourhoods

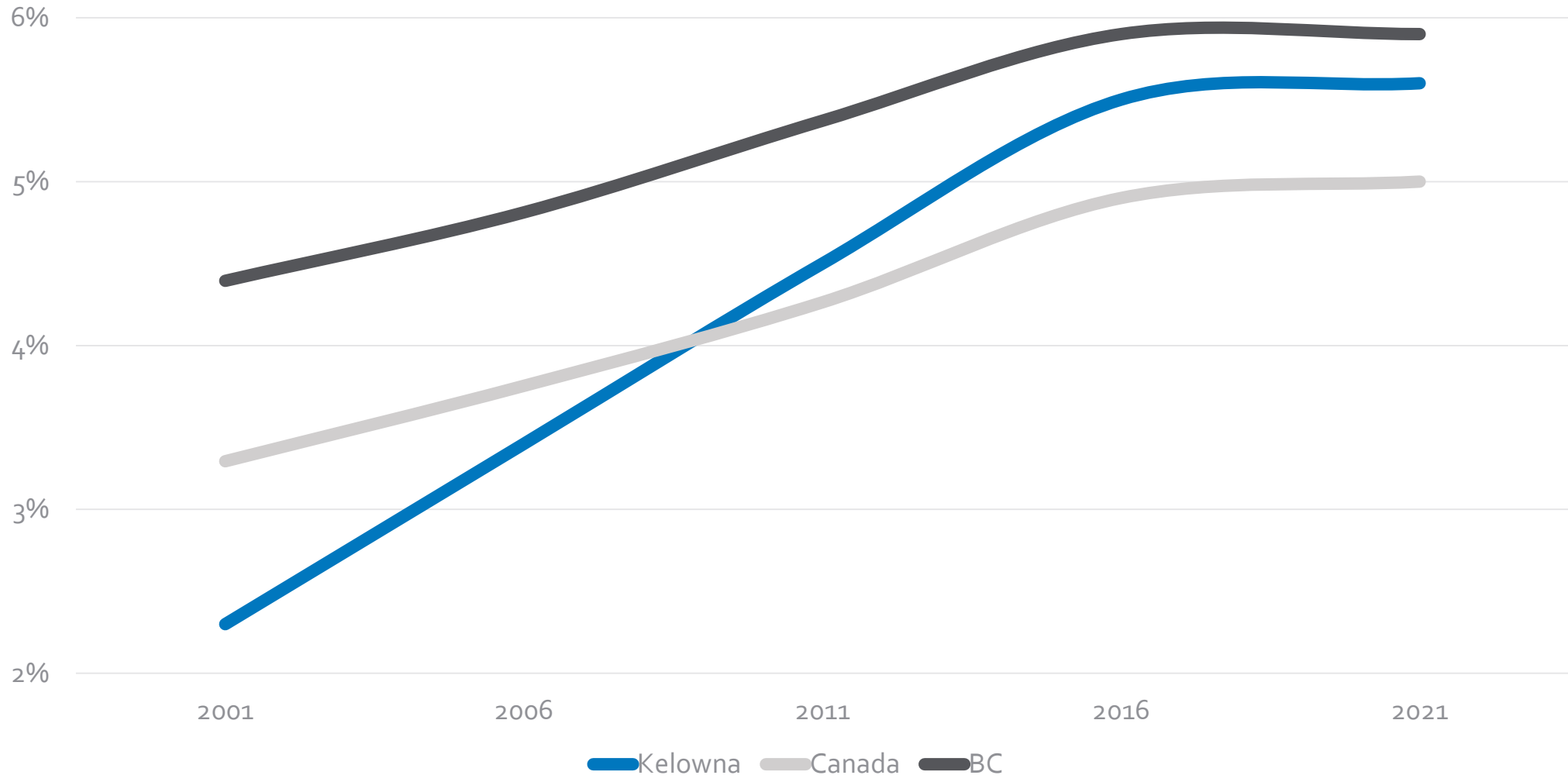




## Theme 2

*The Indigenous population in Kelowna is growing even faster.*

*Population identifying as Indigenous (%), Kelowna, 2001 to 2021*



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# Theme 2

## Key Takeaways

- The local Indigenous population is younger and growing faster than the overall population
- Collaborating with Indigenous organizations can provide understanding on specific needs of the local Indigenous community

## Future Considerations

- Provincial confirmation of UNDRIP as framework for reconciliation in BC
- Municipal role in Truth and Reconciliation
- Ongoing opportunities for partnership and engagement

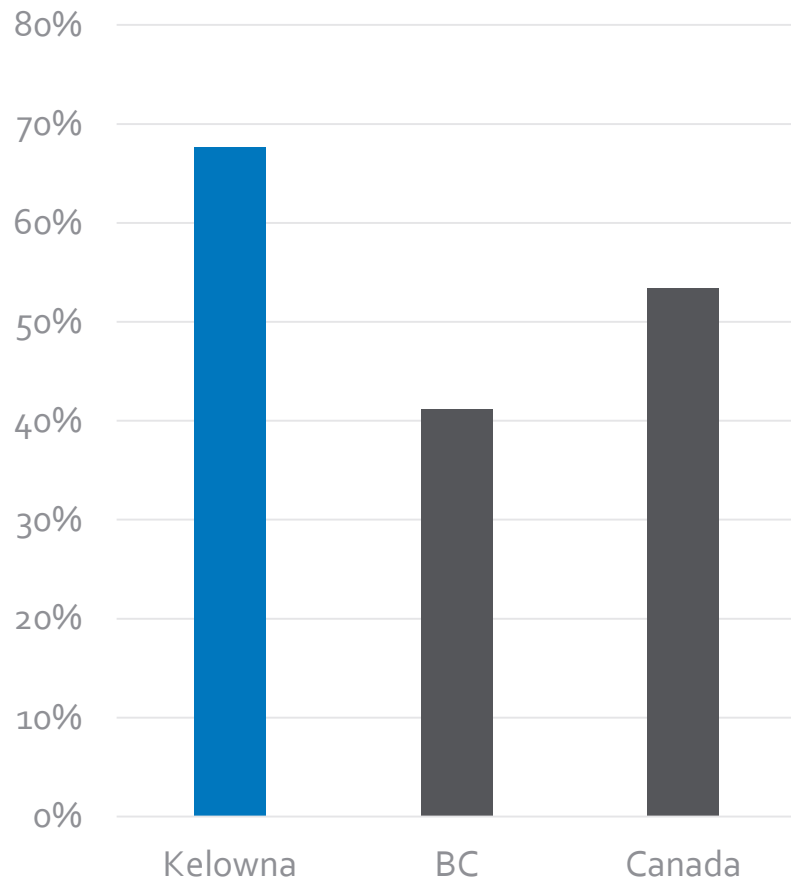




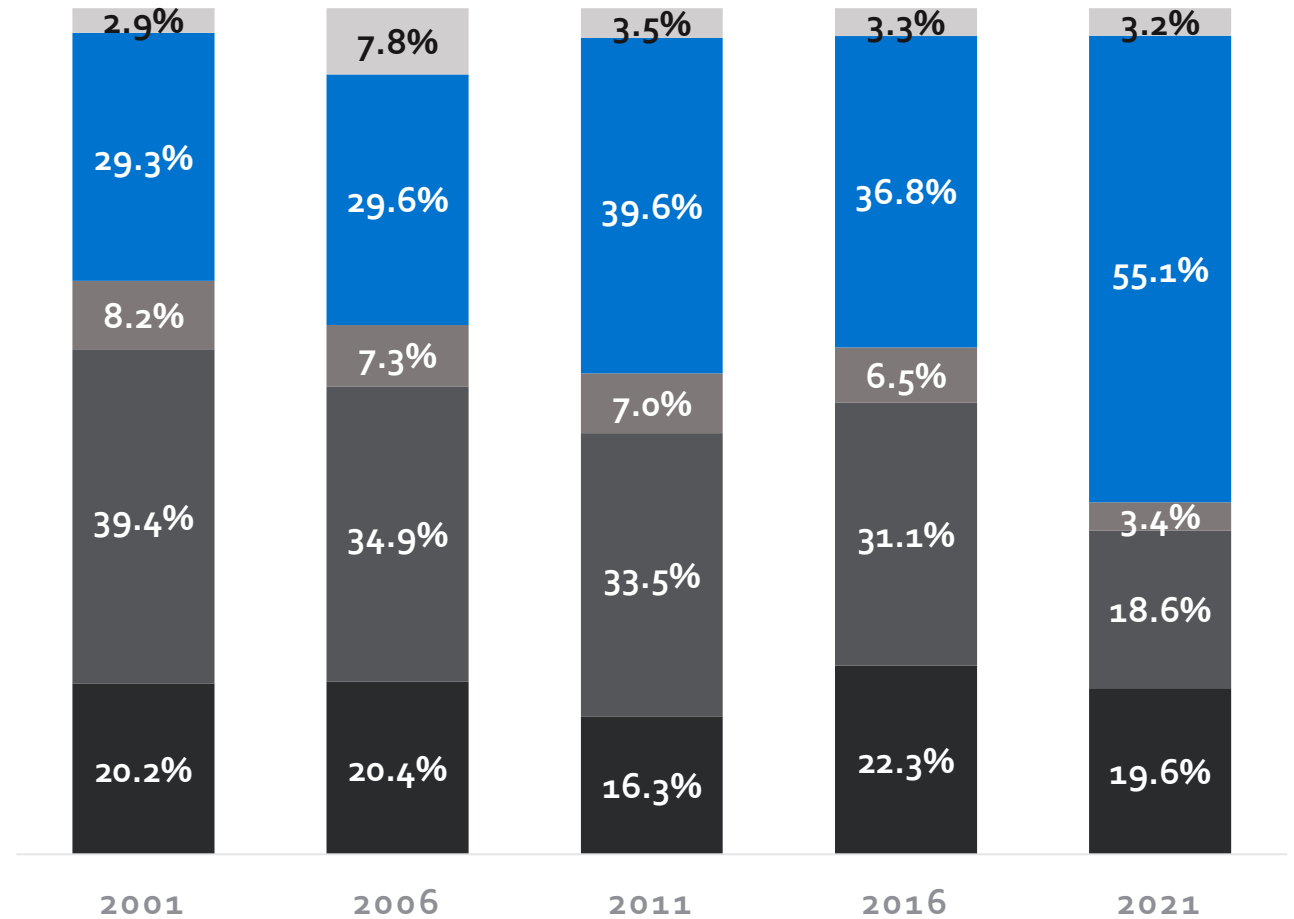
## Theme 3

*Immigration is driving population growth and increasing population diversity.*

Percentage increase in total immigrant population, 2001 - 2021



Recent immigrants by place of birth



■ North & South America ■ Europe ■ Africa ■ Asia ■ Oceania & Other

# Theme 3

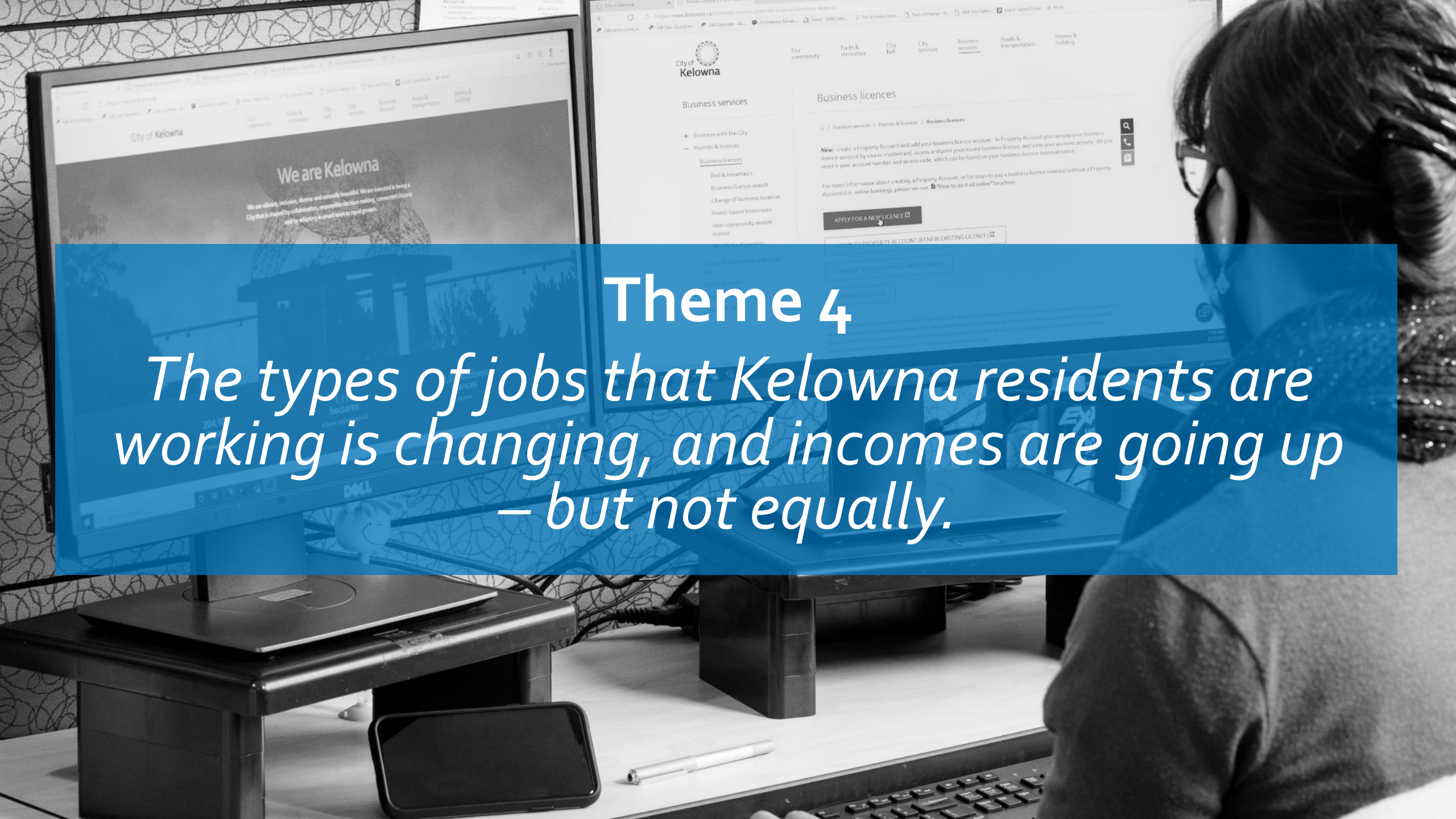
## Key Takeaways

- Kelowna's population is becoming more diverse in terms of places of birth, ethnicity, language, and religion
- More Kelowna residents identify as members of a visible minority community compared to 2001

## Future Considerations

- A more diverse population may seek new or different types of amenities and services
- Ensuring everyone is represented in engagement activities





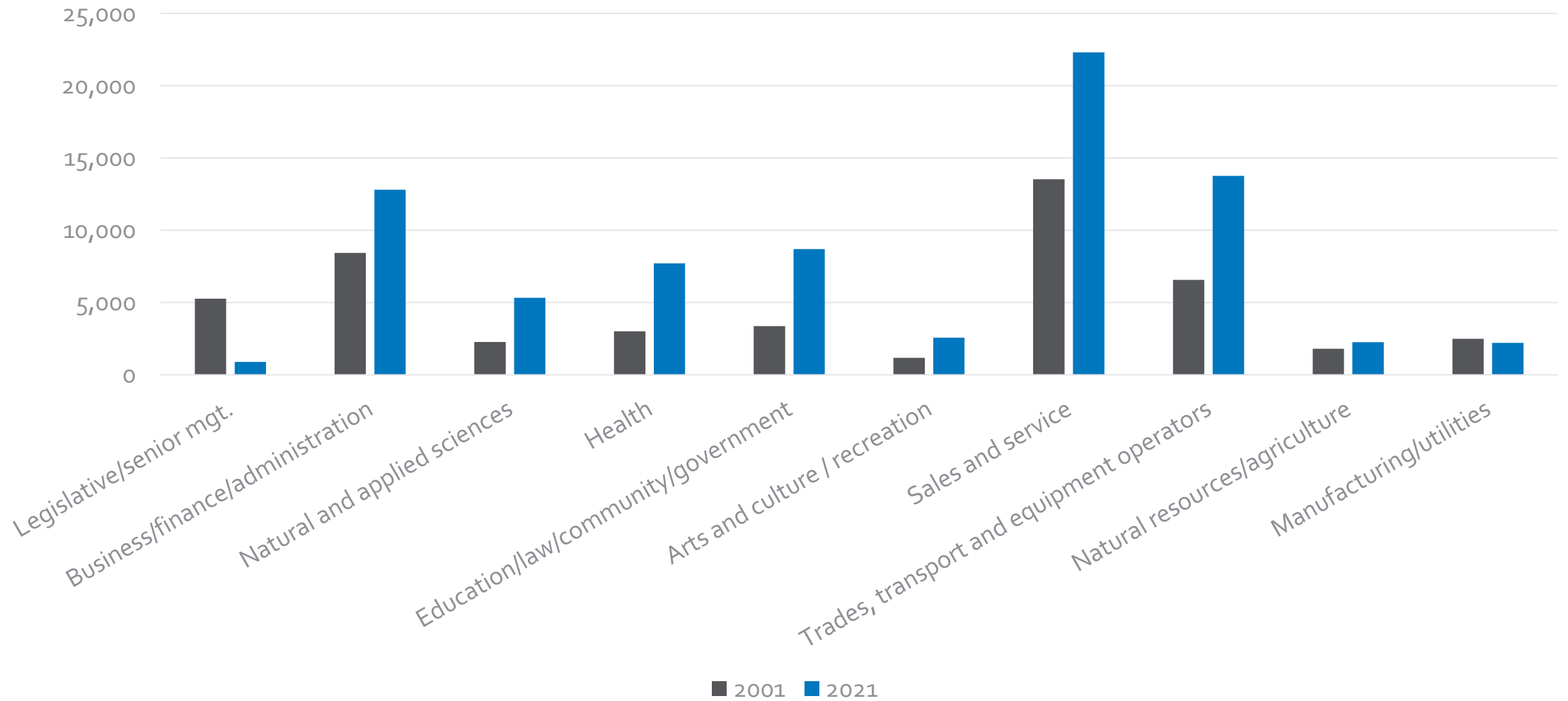
## Theme 4

*The types of jobs that Kelowna residents are working is changing, and incomes are going up – but not equally.*

*Labour force as share of total population, 2021*

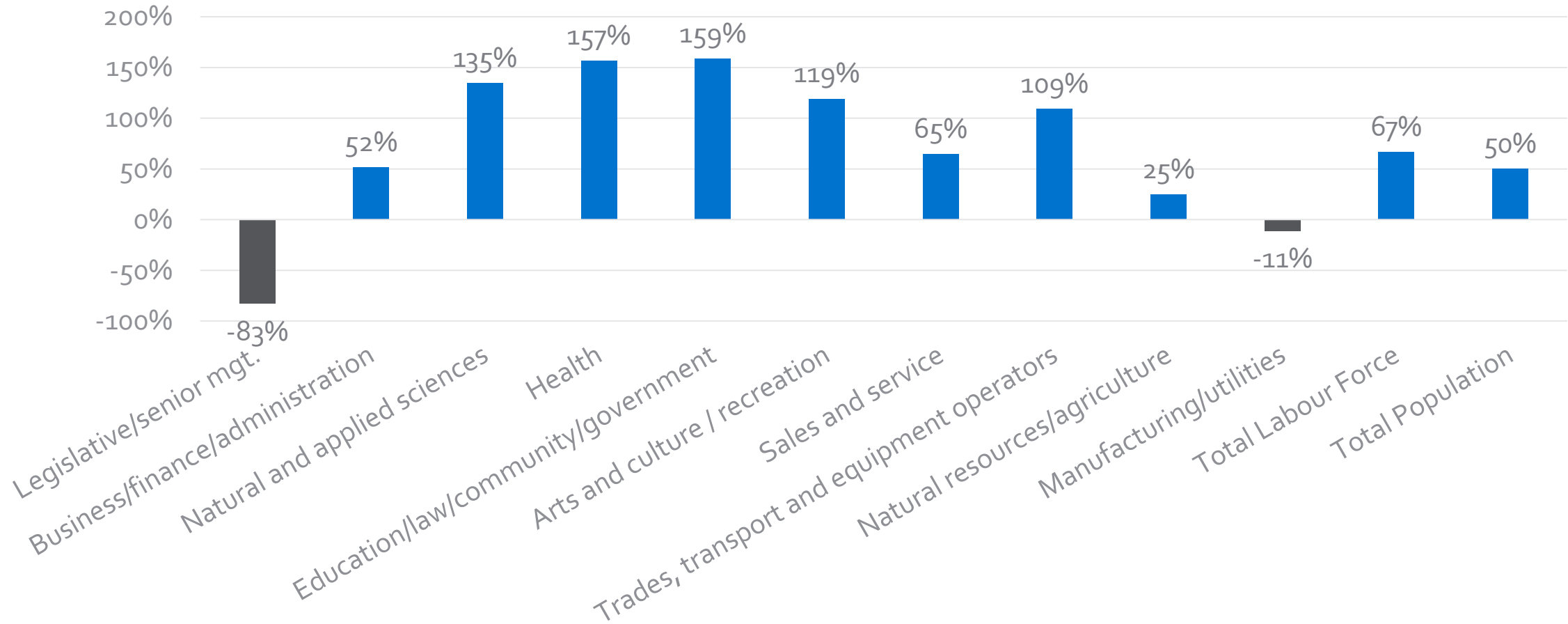


## Employees by occupation, Kelowna, 2001 and 2021

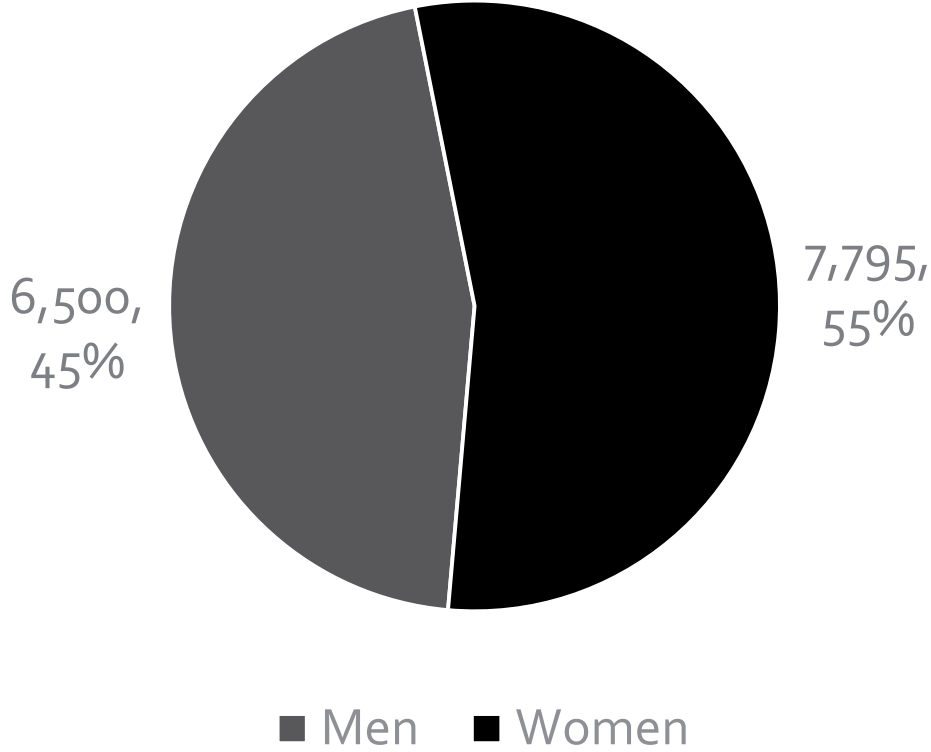




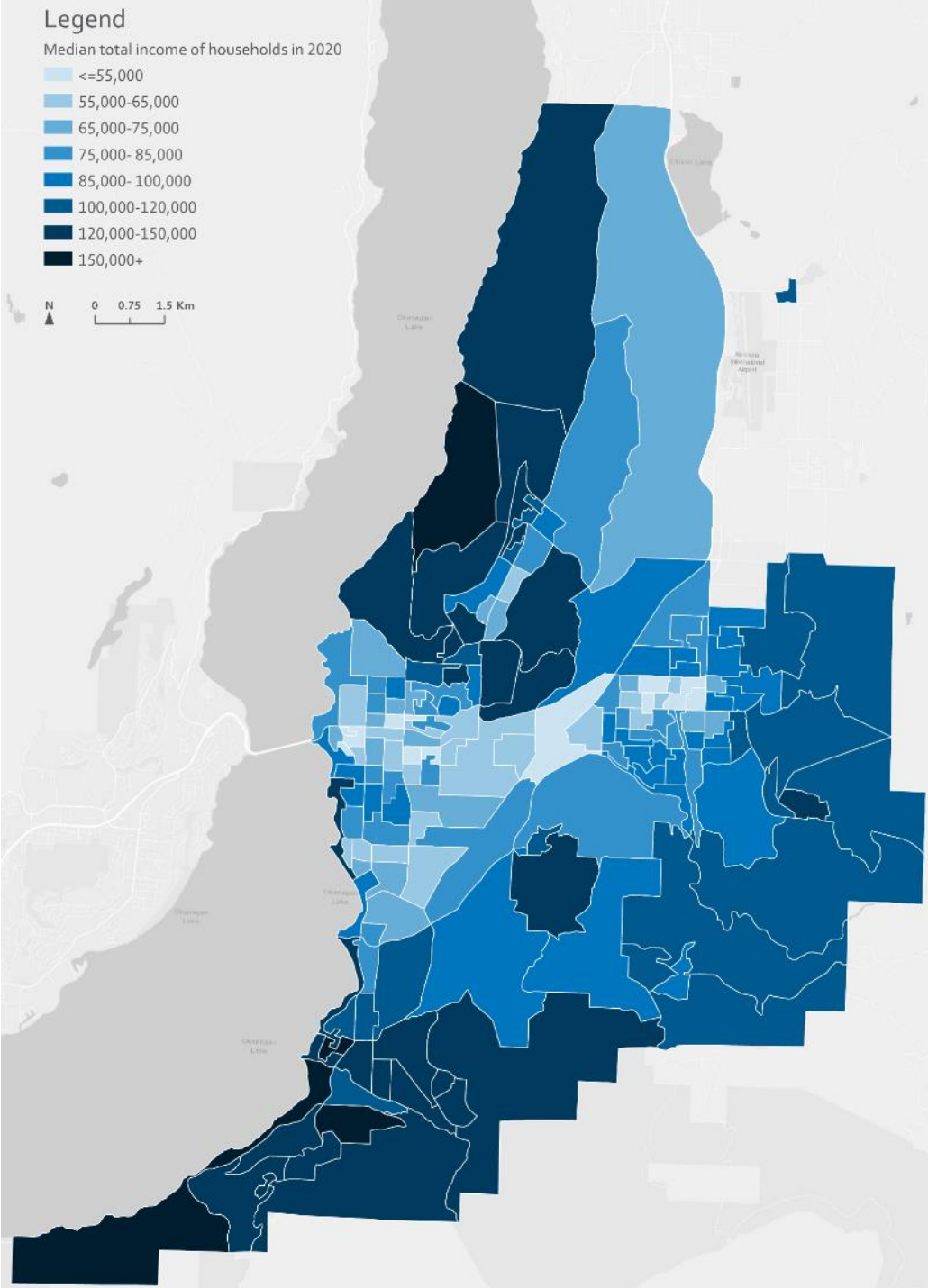
## Employees by occupation, Kelowna, 2001 and 2021



*Individuals considered low income, 2020.*



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# Theme 4

## Key Takeaways

- Shifting employment landscape impacts land use and residents
- Top sector is sales and service-oriented jobs
- Median income in Kelowna is lower than BC overall

## Future Considerations

- Incomes are not the same across the City – neighbourhoods may have different needs
- Ongoing monitoring, engagement, and partnership to ensure policy decisions support employment

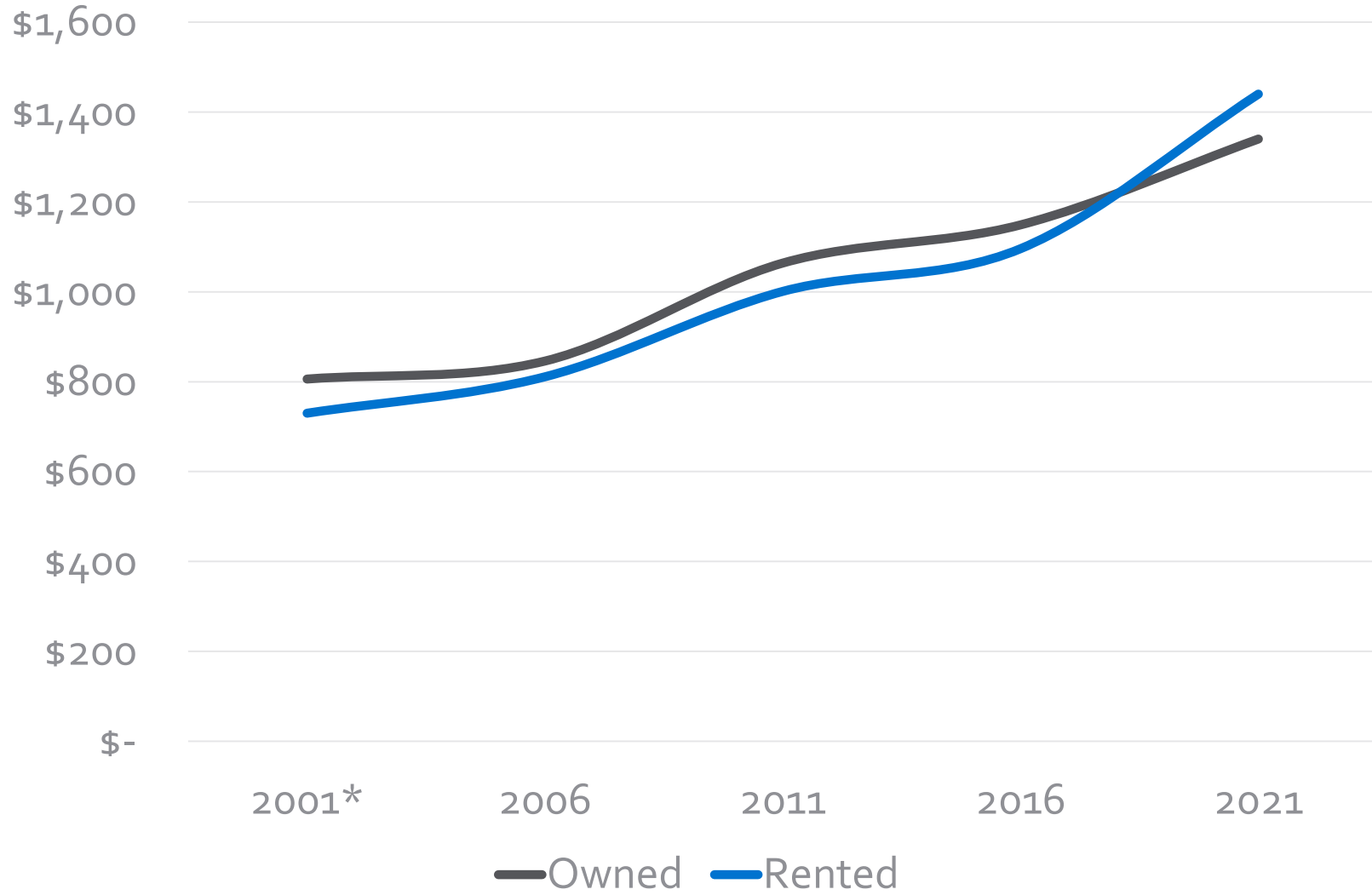




## Theme 5

*Kelowna's housing system is shifting towards smaller households, more renters, and more multiple dwelling units.*

*Median monthly shelter costs, Kelowna, 2001 to 2021*



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# Theme 5

## Key Takeaways

- Shifts towards infill and multi-family housing, especially in the City's Core Area and Urban Centres
- Renters making up a larger proportion of Kelowna's population

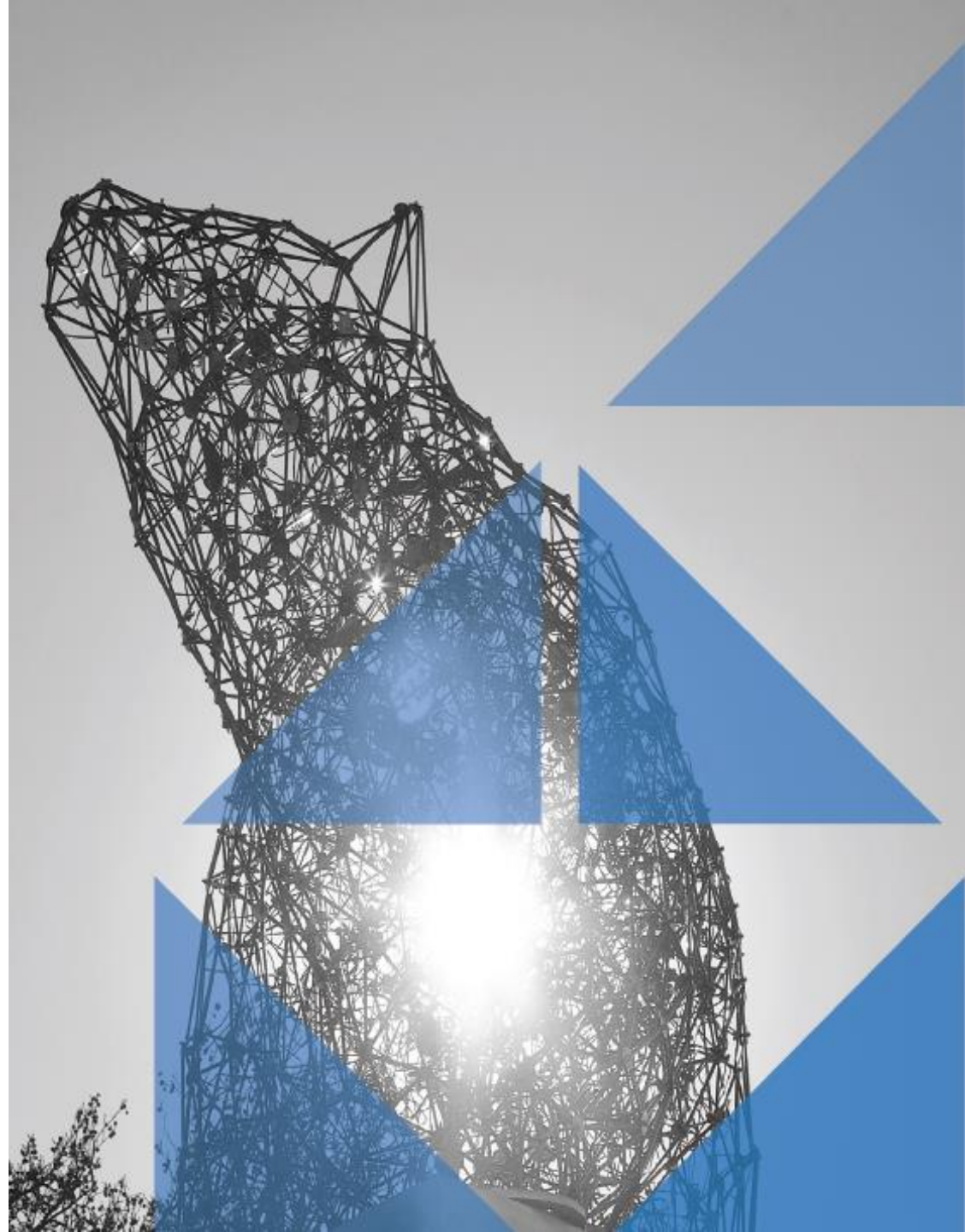
## Future Considerations

- Demand for housing expected to continue – if supply doesn't keep up, affordability challenges will persist
- Demand for amenities for those living in smaller, denser housing
- Ongoing monitoring needed



# Conclusion

- ▶ Change is accelerating, particularly over the last 5 years
- ▶ We can't look to the past to predict our future
- ▶ City-building needs to adapt to ensure an equitable future





*Questions?*

For more information, visit [kelowna.ca](http://kelowna.ca).