

# 2020 CITIZEN SURVEY

PREPARED FOR THE CITY OF KELOWNA BY:

**Ipsos**

PRESENTED BY:

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October 26, 2020

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# Objectives and Methodology

## OBJECTIVES

- Gauge public satisfaction with municipal programs and services and gain insight into citizens' service priorities
- Understand the impact COVID-19 has had on residents and how the City can help the community recover

## METHODOLOGY

- Random and representative telephone survey with 300 adult Kelowna residents
- Dual frame cellphone/landline sampling methodology (65% cellphones, 35% landlines)
- Conducted September 1 to 15, 2020
- Weighted by gender/age and neighbourhood
- MOE:  $\pm 5.7\%$ , 19 times out of 20
- Tracking and normative comparisons provided where appropriate



# Highlights

1

Most survey measures are stable and strong.

2

Satisfaction with individual services is largely unchanged and any shifts in overall satisfaction are positive.

3

Social issues and safety concerns are still making more see quality of life worsening versus improving.

4

Social issues continue to dominate the issue agenda and are citizens' number one priority for investment.

5

Perceptions of transportation, particularly traffic congestion, have improved this year.

6

Citizens continue to demonstrate a strong preference for tax increases over service cuts.

7

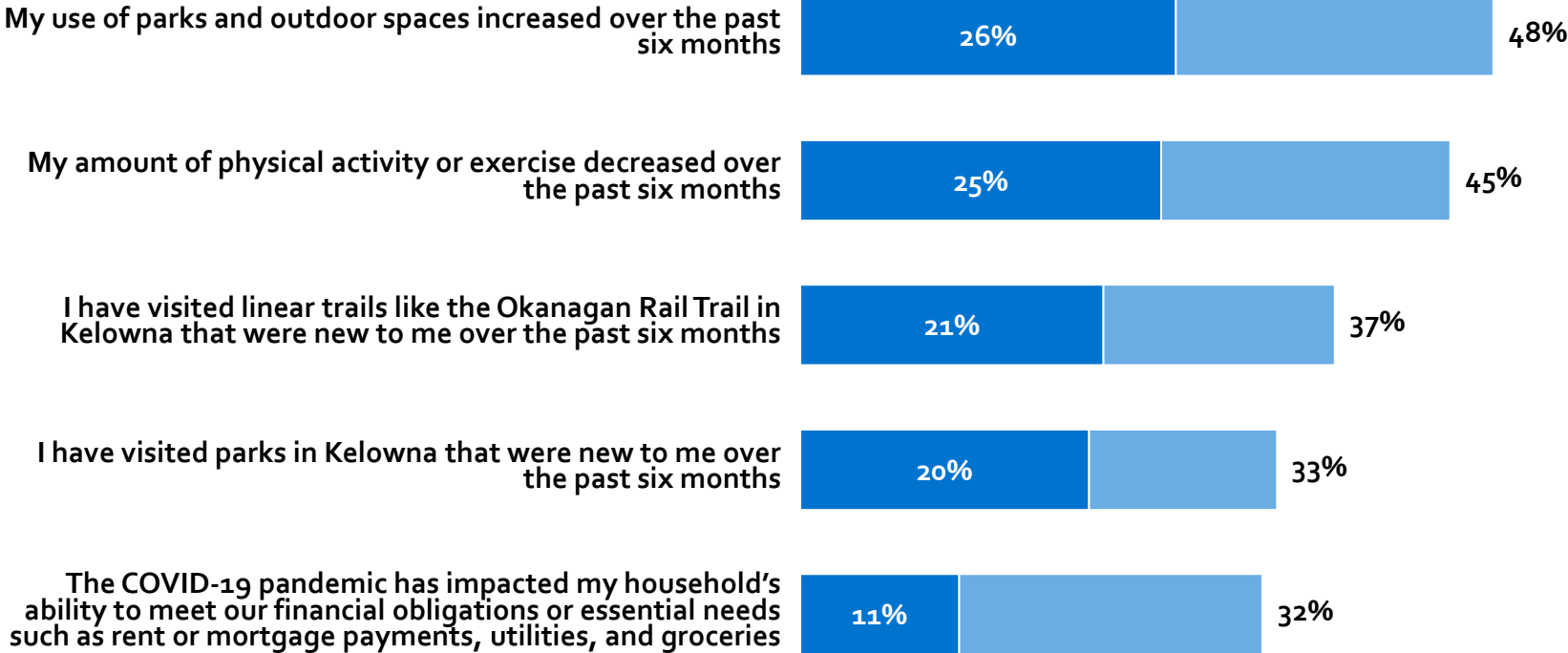
Suggestions for actions the City can take to help Kelowna's recovery from COVID-19 primarily focus on measures to reduce the spread of the virus.

# COVID-19

# One-third of citizens are finding it difficult to make ends meet as a result of the COVID-19 pandemic. The impact on recreation is mixed.

TOTAL AGREE

Strongly agree    Somewhat agree    Total agree



Base: All respondents (n=300)  
 QCOVID1. As you likely know, the world is in the midst of the COVID-19 pandemic. The City of Kelowna is interested in learning more about the impact COVID-19 has had on residents. Please tell me the extent to which you agree or disagree with each of the following statements. (Scale: strongly agree, somewhat agree, somewhat disagree, strongly disagree)

# One-third of citizens are finding it difficult to make ends meet as a result of the COVID-19 pandemic. The impact on recreation is mixed.

TOTAL AGREE

■ Strongly agree ■ Somewhat agree Total agree

My use of parks and outdoor spaces increased over the past six months



My amount of physical activity or exercise decreased over the past six months



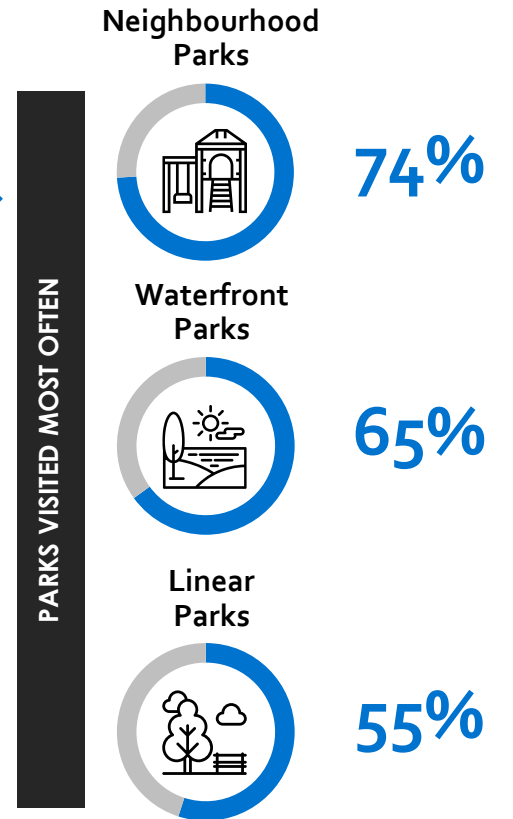
I have visited linear trails like the Okanagan Rail Trail in Kelowna that were new to me over the past six months



I have visited parks in Kelowna that were new to me over the past six months



The COVID-19 pandemic has impacted my household's ability to meet our financial obligations or essential needs such as rent or mortgage payments, utilities, and groceries

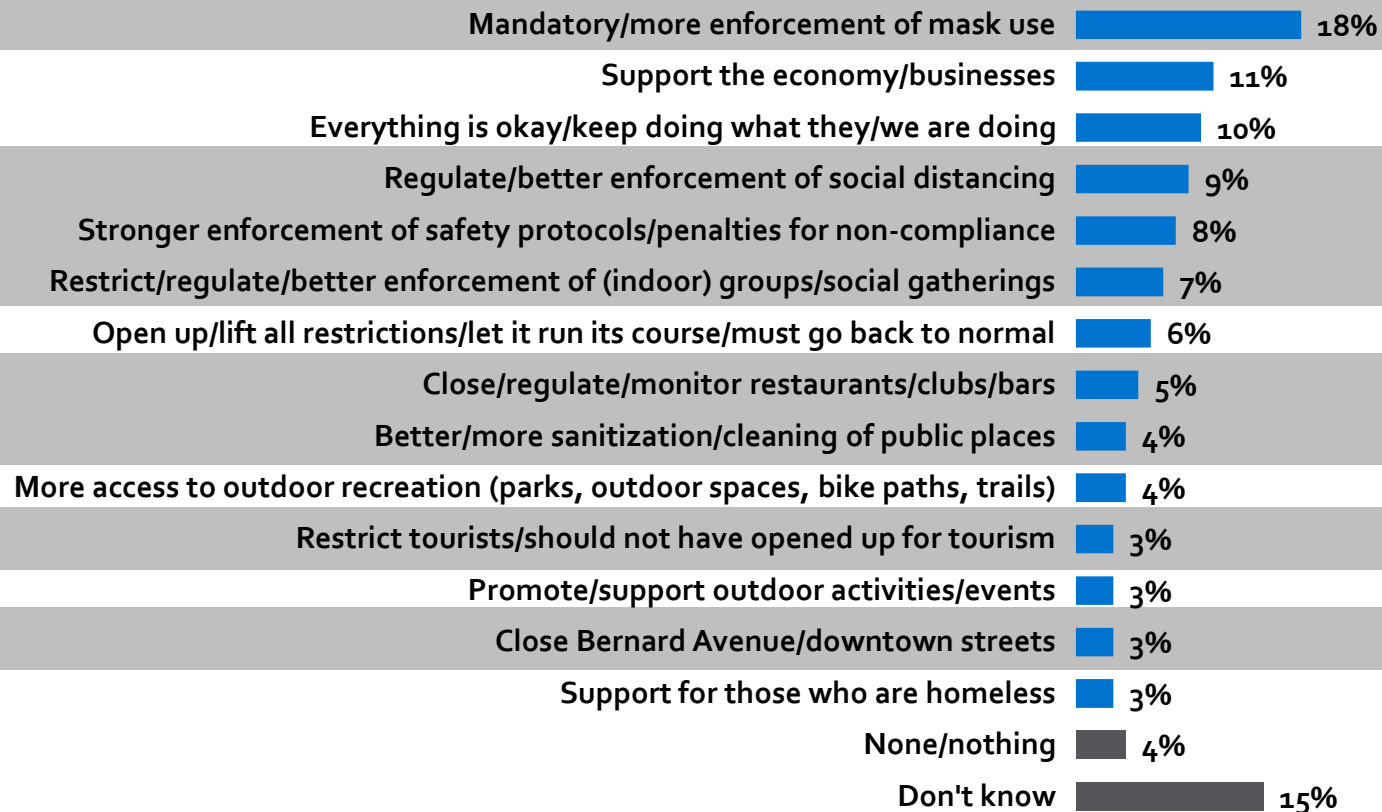


Base: All respondents (n=300)

QCOVID1. As you likely know, the world is in the midst of the COVID-19 pandemic. The City of Kelowna is interested in learning more about the impact COVID-19 has had on residents. Please tell me the extent to which you agree or disagree with each of the following statements. (Scale: strongly agree, somewhat agree, somewhat disagree, strongly disagree)

Base: Those saying their use of parks and outdoor spaces increased over the past 6 months (n=147)  
 QCOVID1A. You mentioned that your use of parks and outdoor spaces increased over the past six months. Which of the following types of parks and outdoor spaces did you visit?

# Citizens mainly suggest focusing on measures to reduce the spread of the virus.



Note: Mentions <3% not shown.

Base: All respondents (n=300)

QCOVID2. What actions could the City take in response to COVID-19 that you think would be most helpful to Kelowna's recovery?

# QUALITY OF LIFE



# Citizens recognize that a number of elements contribute to making a city a good place to live – overall, a low crime rate, good recreational opportunities, and parks top the list.



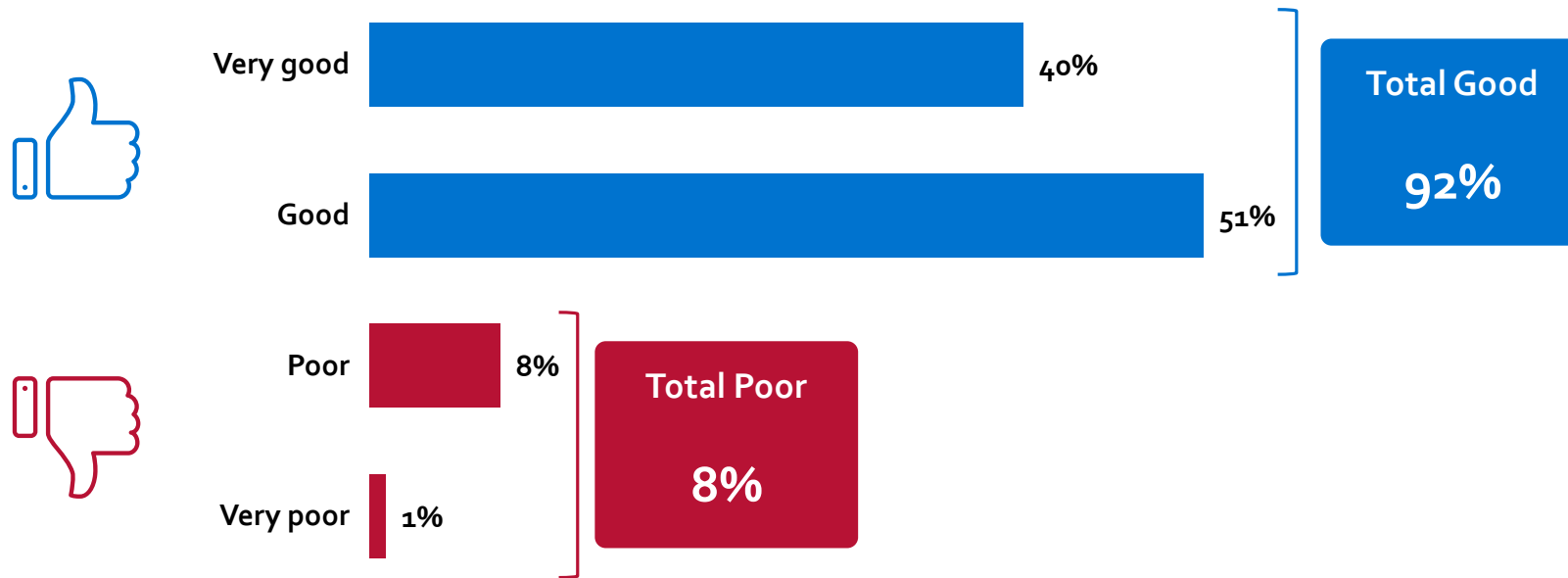
2018 Top Mentions (n=300)	
Low crime rate/safe	16%
Good recreational facilities/opportunities/activities	12%
Good amenities/services	12%
Convenient location/accessible to everything	11%

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?

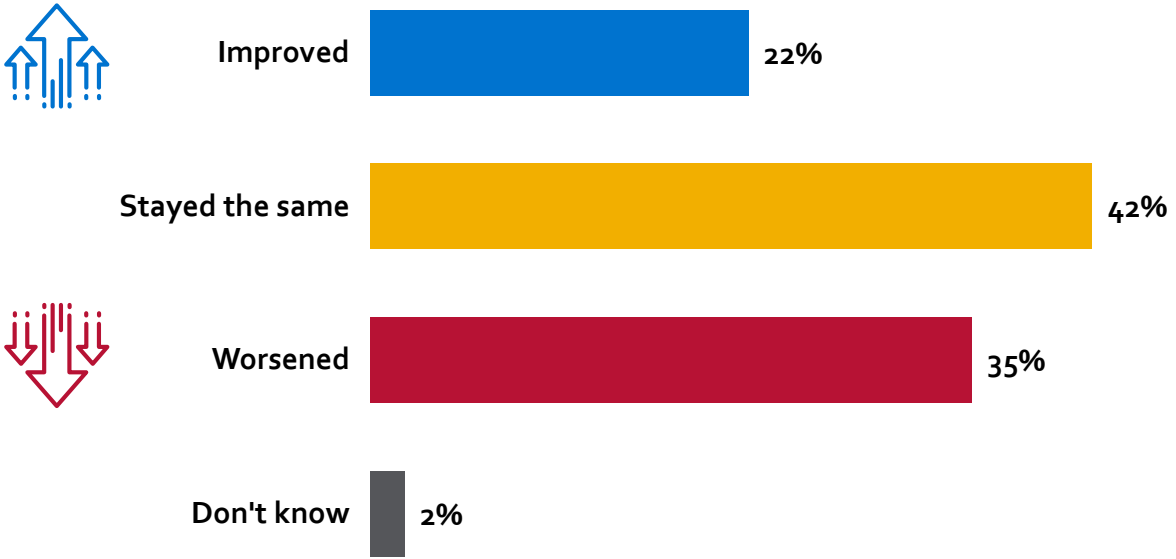
# Overall perceptions of quality of life remain strong.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>TOTAL GOOD</b>	96%	95%	94%	94%	92%	96%
<b>Very Good</b>	36%	40%	40%	36%	40%	45%

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

# However, perceptions of how quality of life has changed are more negative than positive.

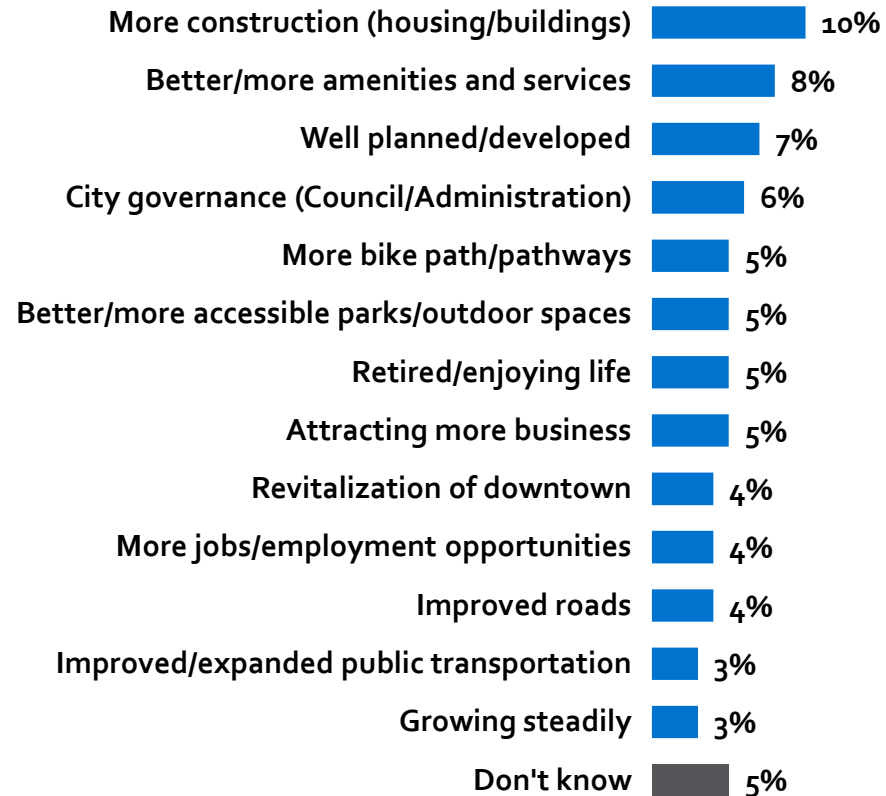


	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>NET SCORE</b>	-5	+12	-11	-15	-13	0

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?

# A variety of factors are behind perceptions of an 'improved' quality of life.

(Among those saying the quality of life has improved)



2018 Top Mentions (n=58)*	
Better/more amenities and services	13%
City governance (Council/Administration)	10%
Improved roads	9%

Note: Mentions <3% not shown.

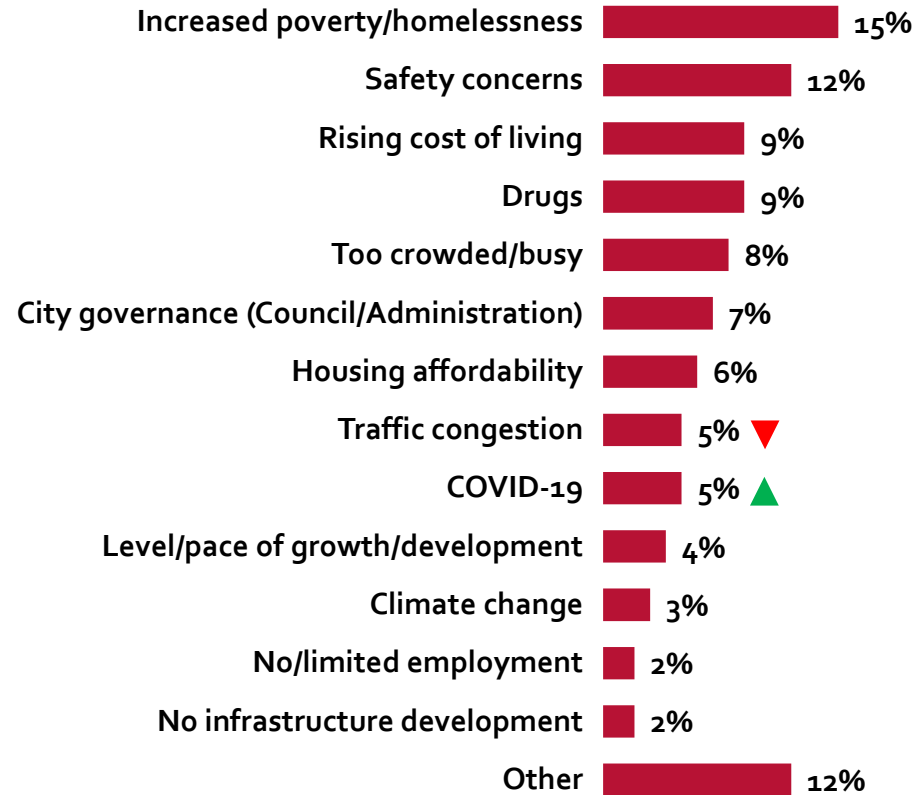
\*Small base size, interpret with caution.

Base: Those saying the quality of life has improved (n=63)\*

Q5. Why do you think the quality of life has improved?

# Social issues and safety concerns are the most frequently mentioned reasons for saying the quality of life has 'worsened'.

(Among those saying the quality of life has worsened)

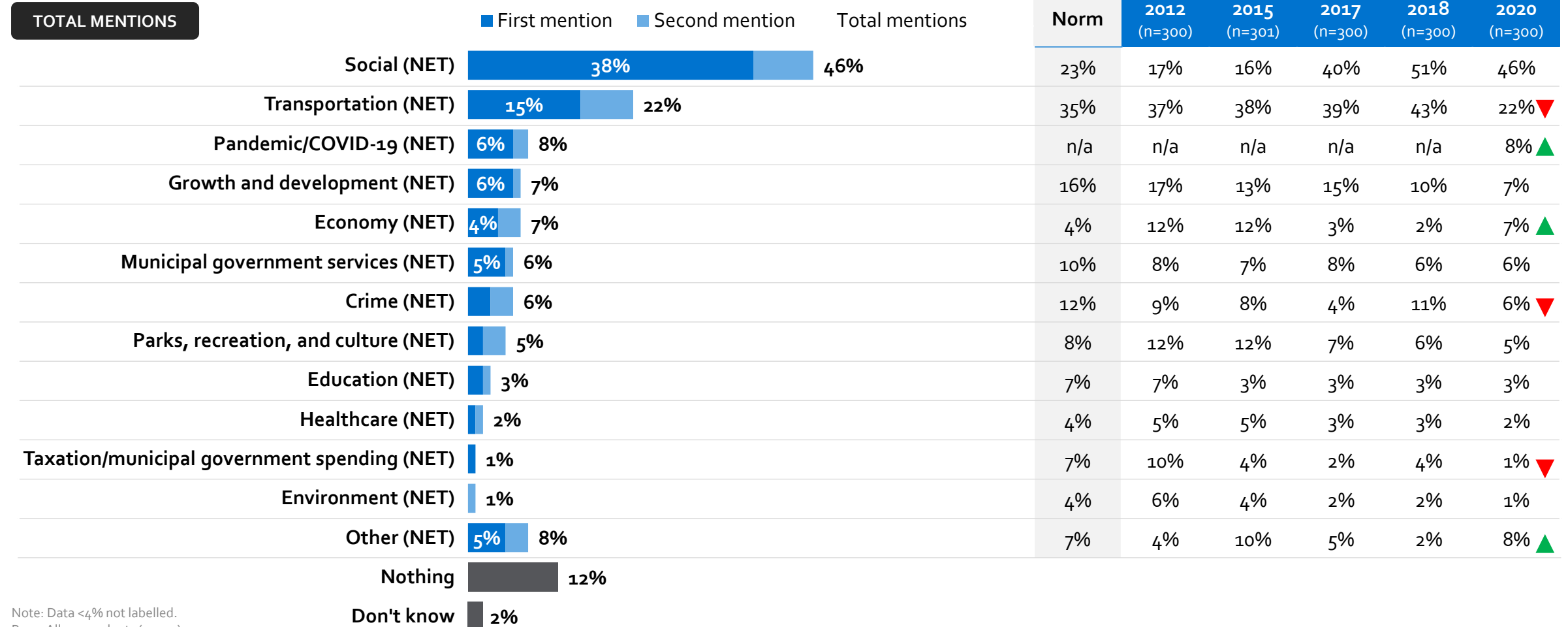


2018 Top Mentions (n=108)	
Traffic congestion	21%
Increased poverty/homelessness	16%
Safety concerns	14%
Rising cost of living	14%

Base: Those saying the quality of life has worsened (n=108)  
Q6. Why do you think the quality of life has worsened?

# ISSUE AGENDA

# Social issues continue to dominate the public issue agenda. Transportation mentions are down significantly.



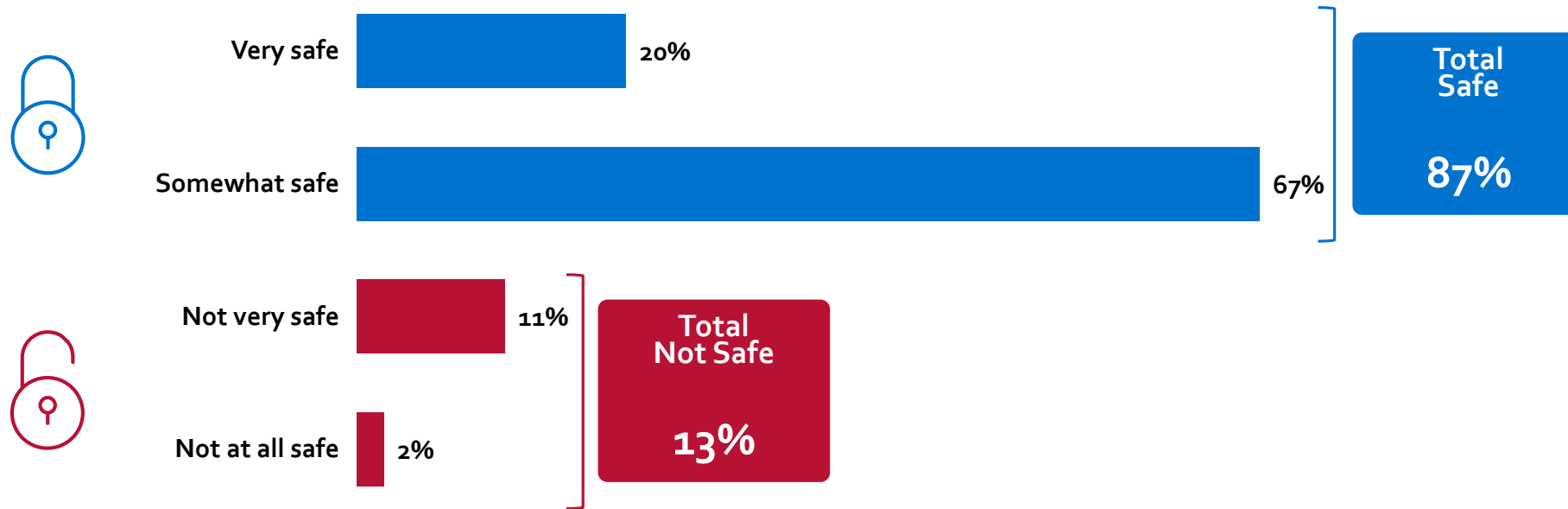
Note: Data <4% not labelled.  
Base: All respondents (n=300)

Q1. In answering the remainder of the survey, please think of the City of Kelowna during more normal times, that is, before COVID-19. 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 continue to be positive.



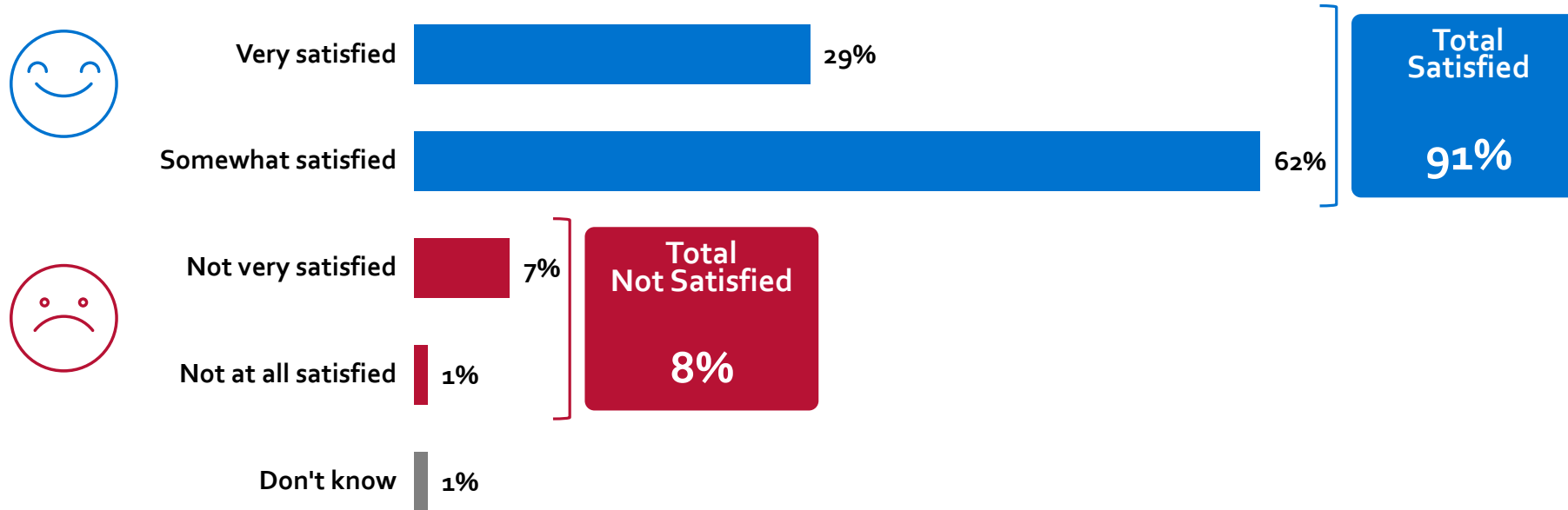
	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>TOTAL SAFE</b>	94%	90%	87%	87%	91%
<b>Very Safe</b>	32%	29%	24%	20%	31%

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 remains high.

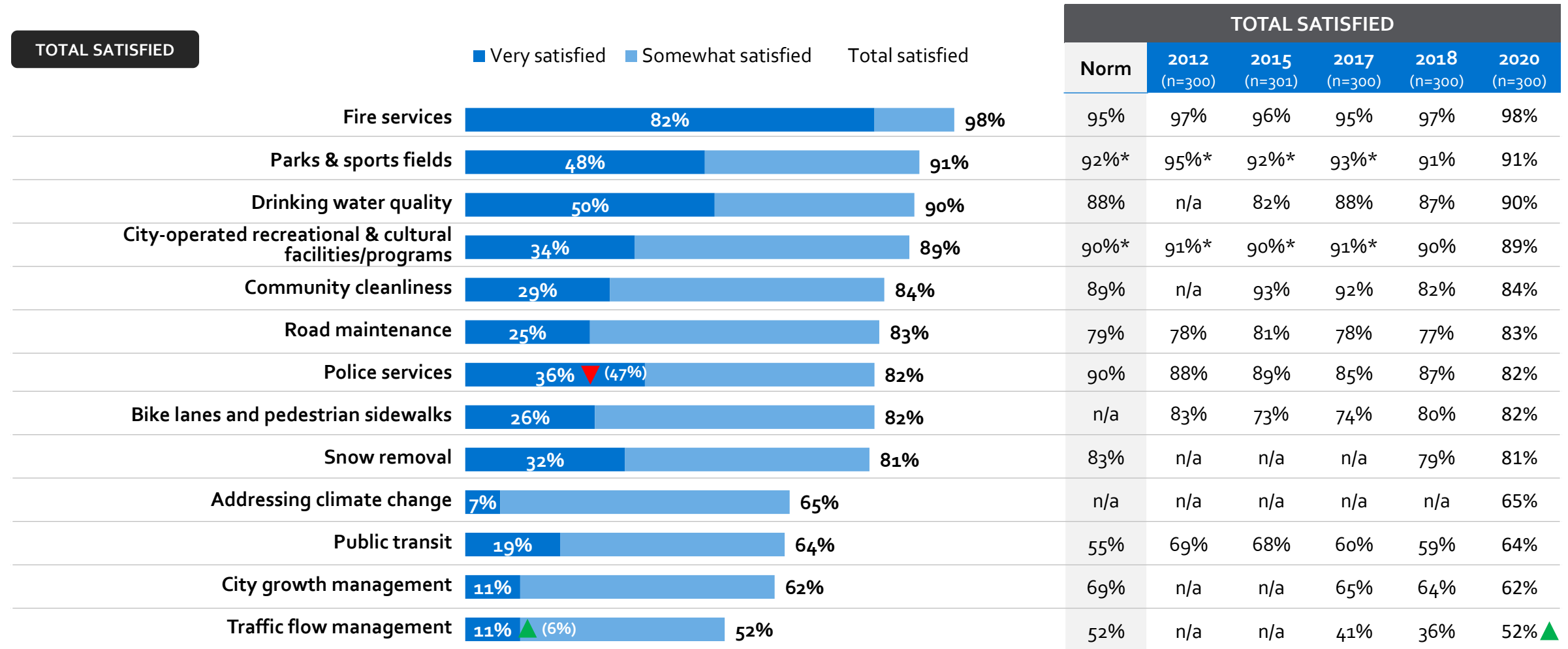


	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>TOTAL SATISFIED</b>	94%	94%	90%	87%	91%	93%
<b>Very Satisfied</b>	23%	29%	26%	23%	29%	35%

Base: All respondents (n=300)

Q7a. Just a reminder, in answering the following questions, please think of the City of Kelowna's service delivery during more normal times, that is, before COVID-19. How satisfied are you with the overall level and quality of services provided by the City of Kelowna?

# Satisfaction extends to the delivery of specific services.



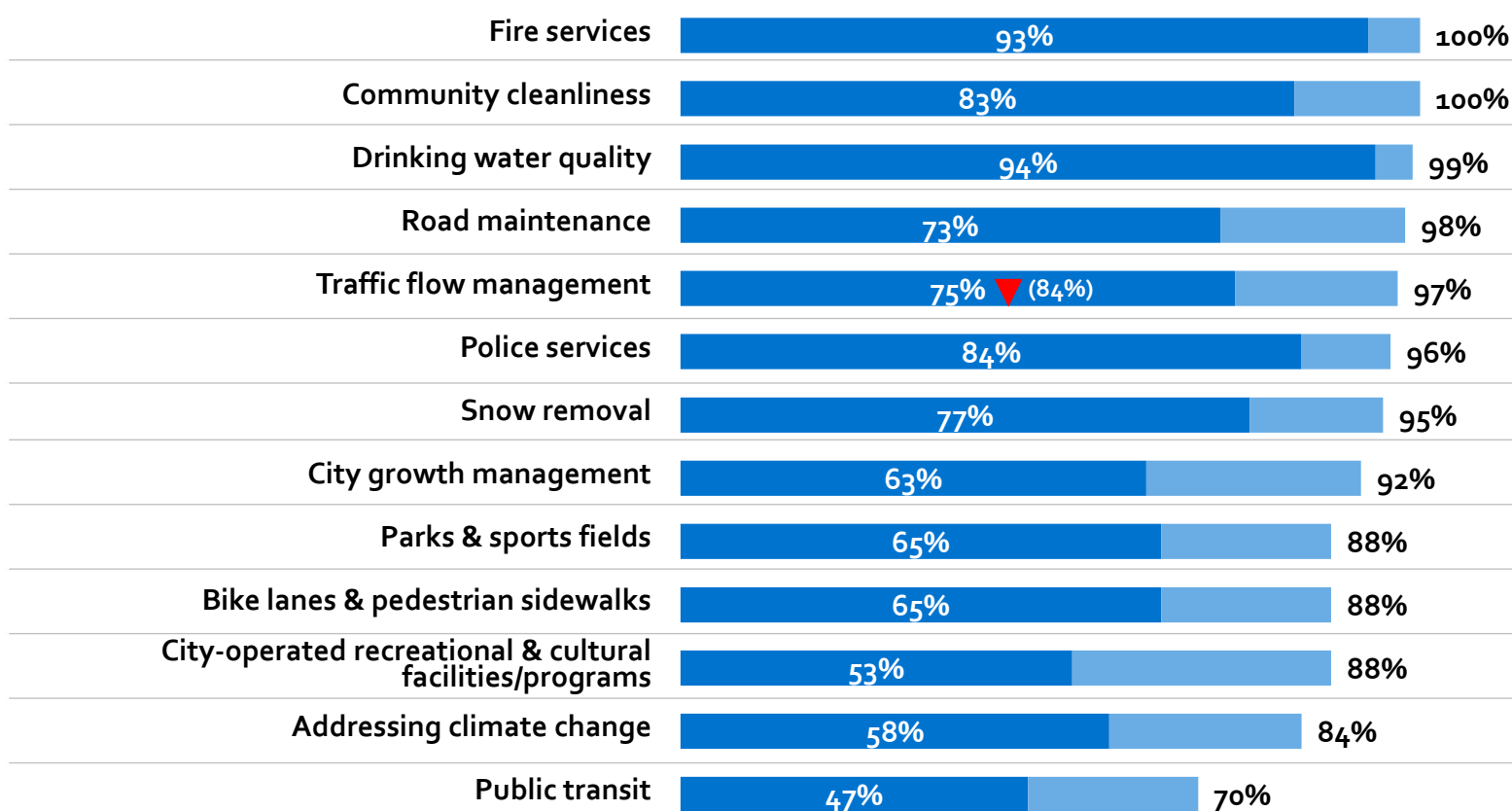
Base: Total-300  
Q8. And now how satisfied are you with...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

\* 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.

# All the evaluated services are important to citizens.

**TOTAL IMPORTANT**

■ Very important ■ Somewhat important Total important

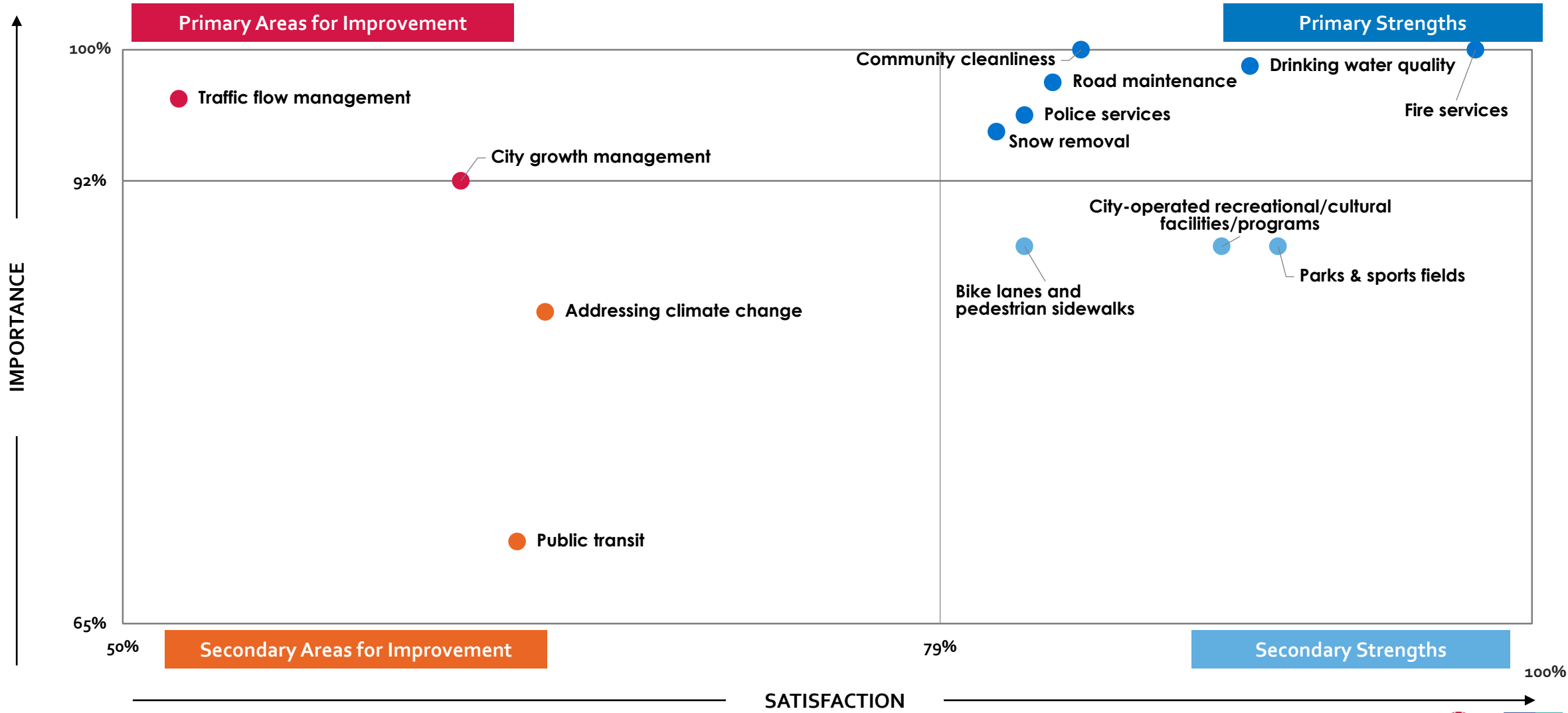


TOTAL IMPORTANT					
Norm	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)
99%	98%	100%	99%	100%	100%
99%	n/a	99%	99%	99%	100%
99%	n/a	99%	99%	99%	99%
99%	98%	98%	98%	98%	98%
97%	n/a	n/a	98%	99%	97%
98%	98%	96%	99%	99%	96%
97%	n/a	n/a	n/a	97%	95%
88%	n/a	n/a	93%	87%	92%
90%*	93%*	90%*	88%*	92%	88%
n/a	90%	93%	90%	90%	88%
92%*	89%*	90%*	84%*	90%	88%
n/a	n/a	n/a	n/a	n/a	84%
71%	79%	74%	71%	65%	70%

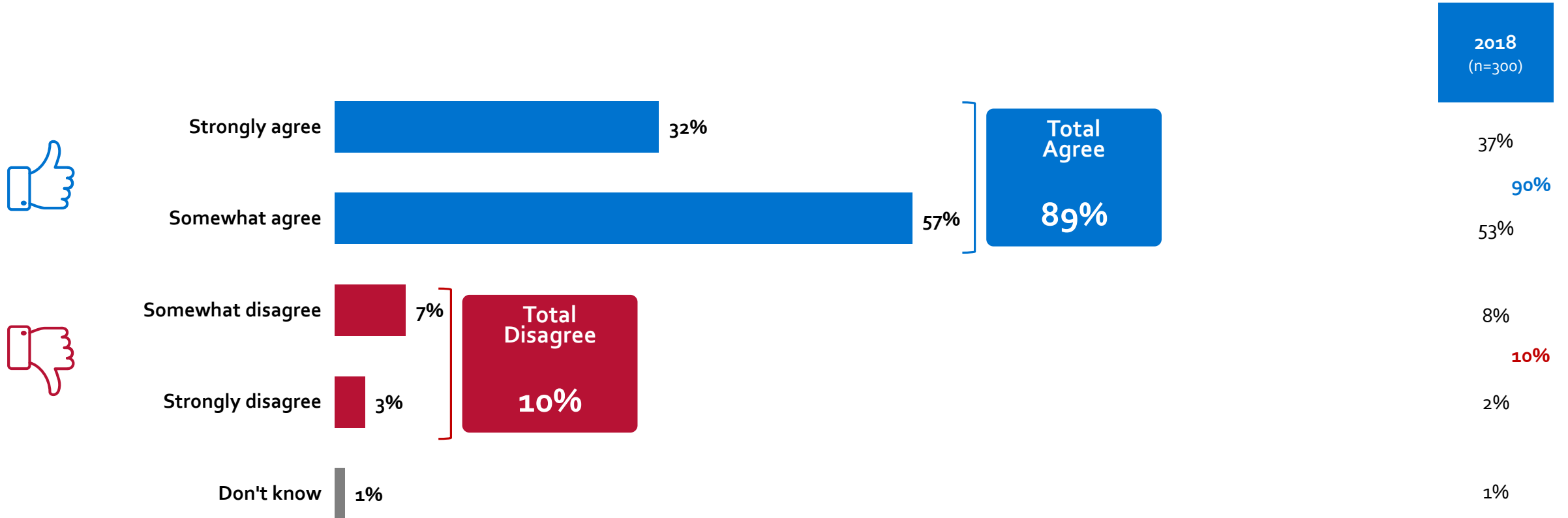
Base: All respondents (n=300)  
Q7. How important is...to you personally? (Scale: very important, somewhat important, not very important, not at all important)

\* 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 six Primary Strengths and one Primary Area for Improvement.



# Perceptions of City inclusiveness and acceptance remain favourable.



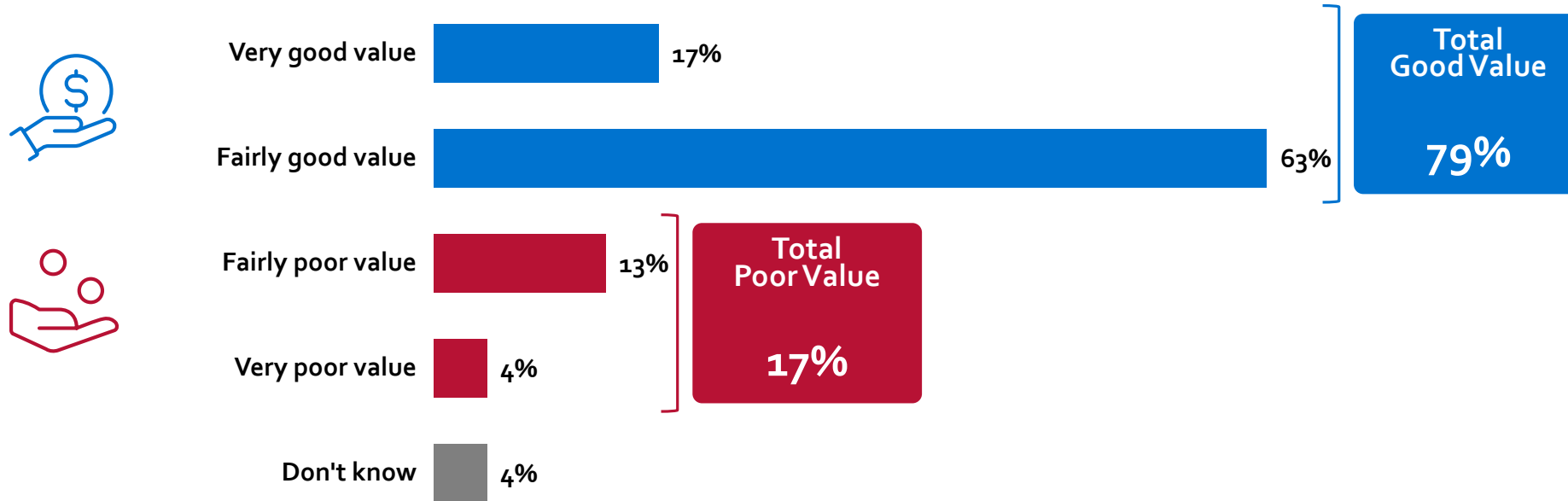
Base: All respondents (n=300)

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 remain high.



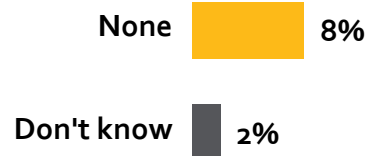
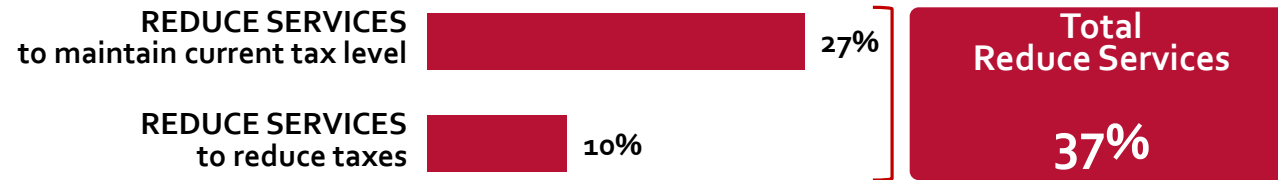
	2012* (n=300)	2015* (n=301)	2017* (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>TOTAL GOOD VALUE</b>	81%	84%	84%	79%	79%	84%
<b>Very Good Value</b>	16%	23%	18%	16%	17%	22%

\* Slightly different question wording

Base: All respondents (n=300)

Q9. Your property tax dollars are divided between the City and the Province, with 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.



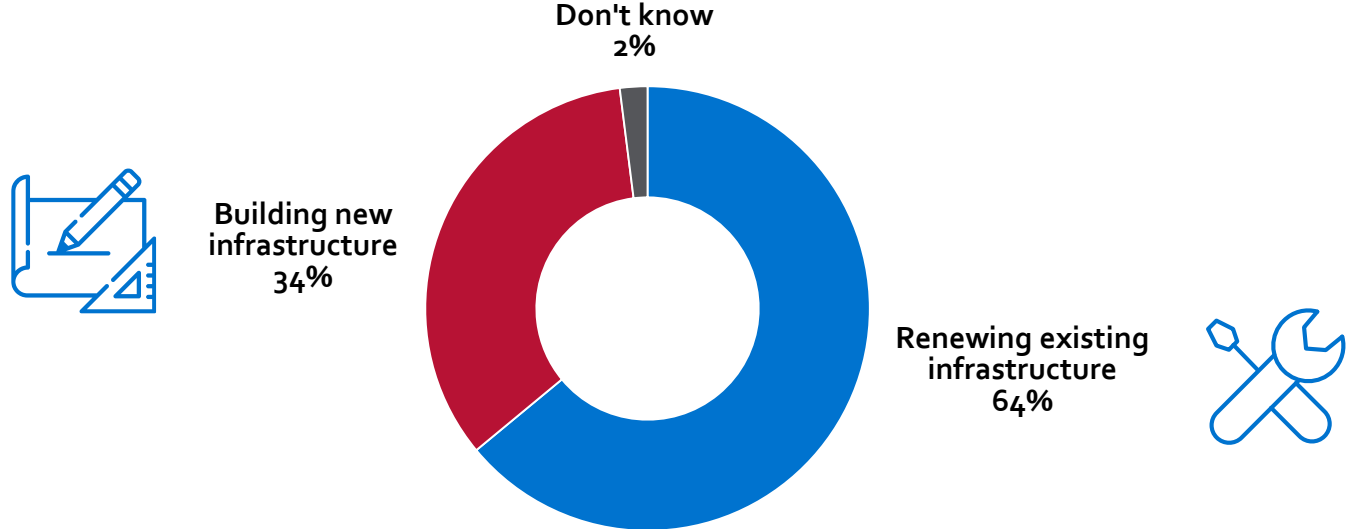
	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
<b>TOTAL INCREASE TAXES</b>	57%	56%	62%	55%	53%	56%
<b>TOTAL REDUCE SERVICES</b>	34%	31%	30%	33%	37%	32%

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 prioritize infrastructure renewal over building new by a margin of nearly 2:1.

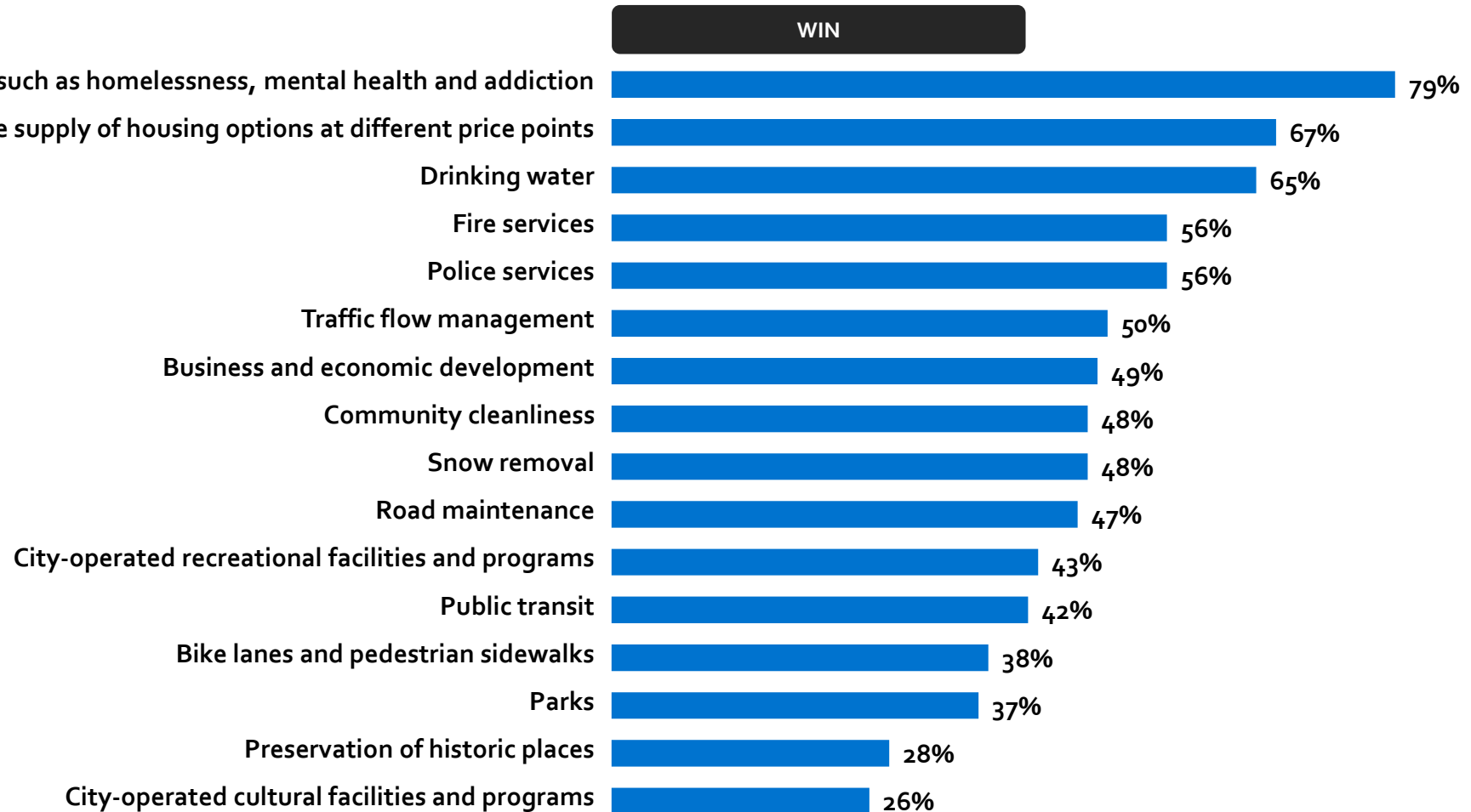


	2017* (n=300)	2018 (n=300)	2020 (n=300)
Renewing existing infrastructure	56%	58%	64%
Building new infrastructure	41%	40%	34%

\* 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 2021?

# Social issues are citizens' number one priority for investment.

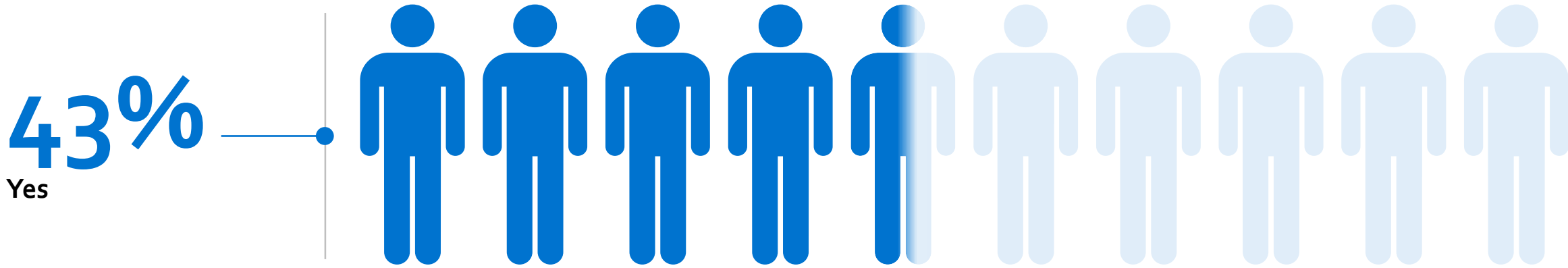


Base: All respondents (n=300)

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

# More than two-in-five say they contacted or dealt with the City in the last 12 months.

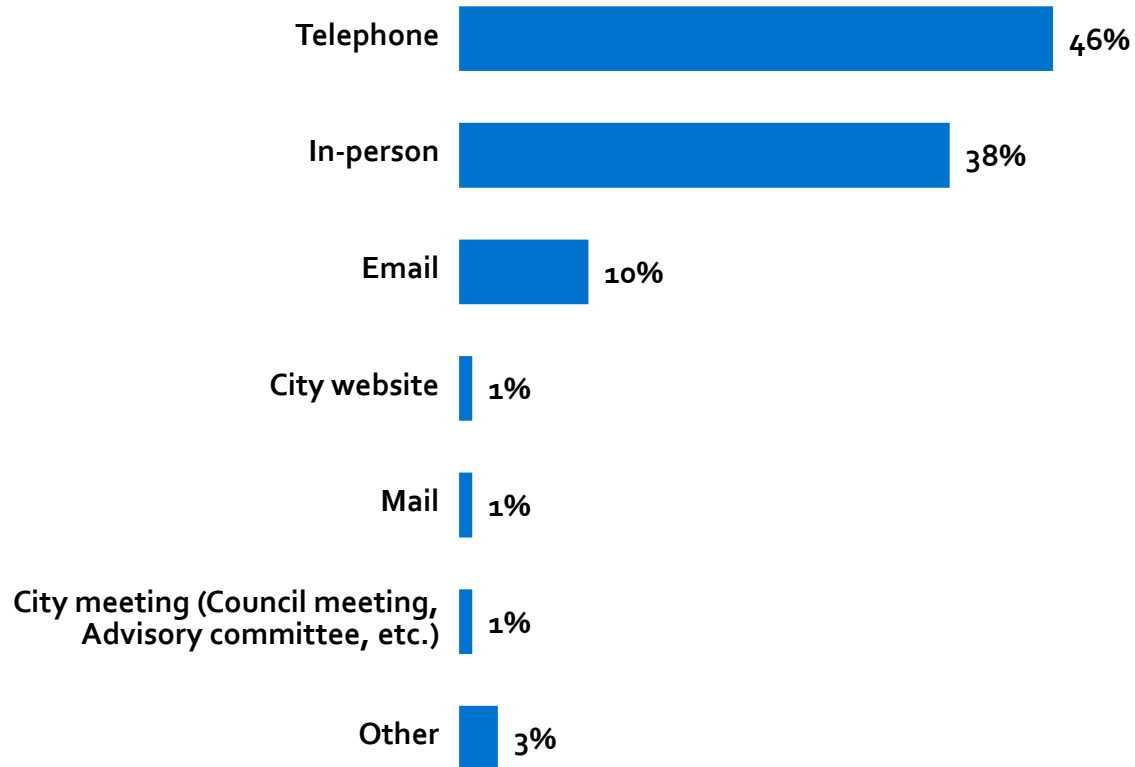


	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	NORM
Yes	38%	43%	50%	49%	43%	48%

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 or in-person.

(Among those saying they contacted or dealt with the City in the last 12 months)



2018 Top Mentions (n=152)	
In-person	40%
Telephone	38%
Email	7%

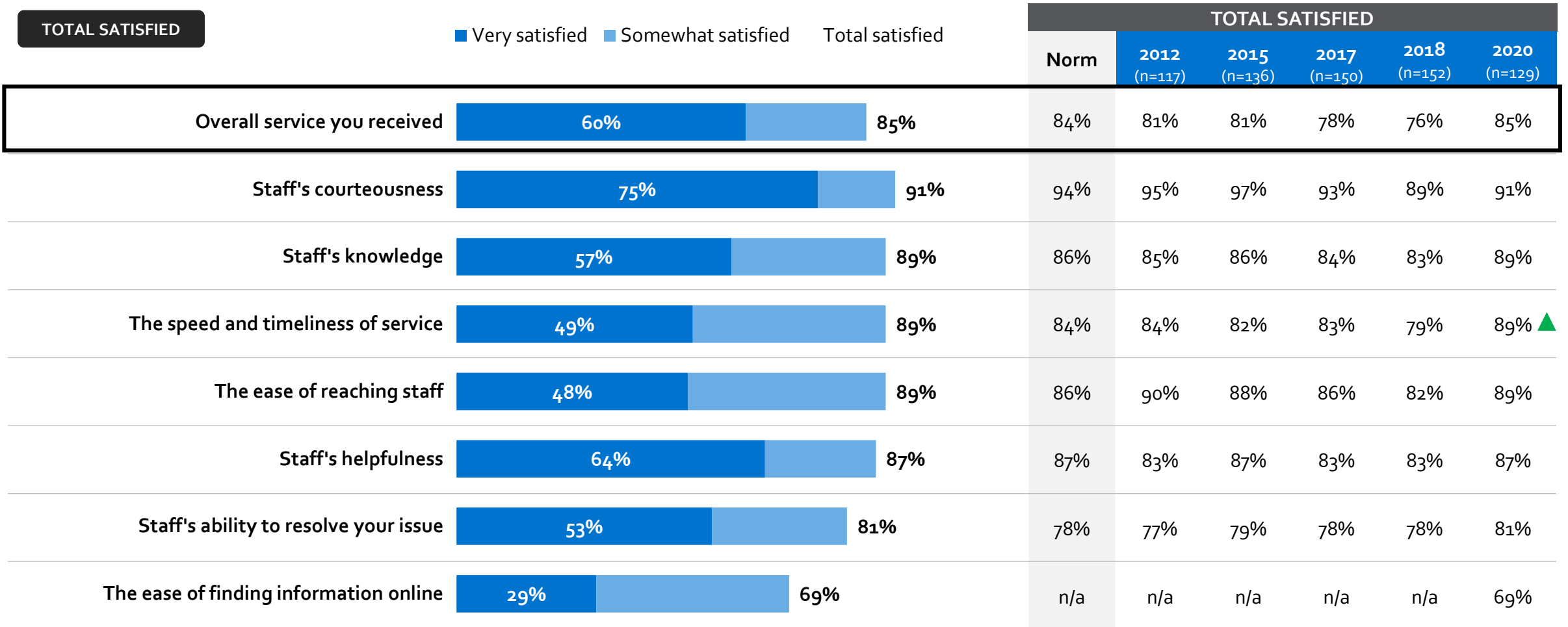
Base: Among those saying they contacted or dealt with the City in the last 12 months (n=129)

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.

(Among those saying they contacted or dealt with the City in the last 12 months)

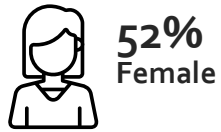
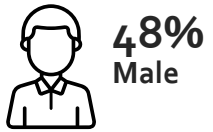


Base: Among those saying they contacted or dealt with the City in the last 12 months (n=129)  
Q16. How satisfied are you with the...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

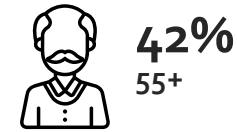
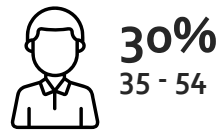
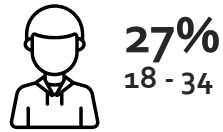
# WEIGHTED SAMPLE CHARACTERISTICS

# Weighted Sample Characteristics

## GENDER



## AGE



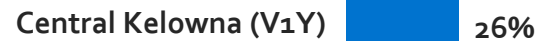
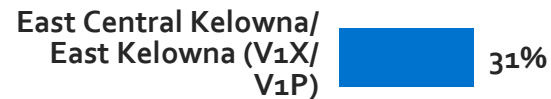
## CHILDREN UNDER 18 IN HH



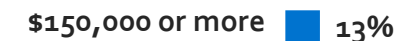
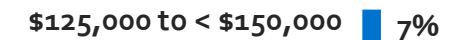
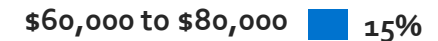
## YEARS LIVING IN KELOWNA



## AREA OF CITY



## INCOME



MEAN: 20.9 years

Base: All respondents (n=300)