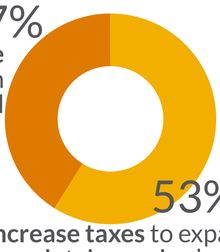
2020

City of Kelowna

Citizen Survey Results

The City of Kelowna conducts a Citizen Survey to gauge public satisfaction with municipal programs and services and to gain insight into citizens' service priorities.

79% say they receive **good value** for their taxes



37% prefer to **reduce services** to maintain current tax level

53% prefer to **increase taxes** to expand or maintain service levels

QUALITY OF LIFE

92%

SERVICES

91% **satisfied** with overall level & quality of services

SAFETY

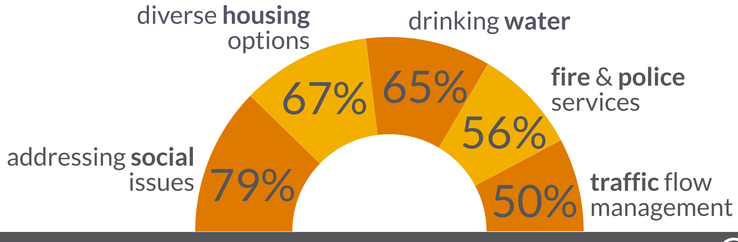
87% describe community as being **safe**

CUSTOMER SERVICE

43% contacted or dealt with the City in last **12 months**

of these, 85% **were satisfied** with the overall service received

TOP 5 PRIORITIES FOR INVESTMENT



89% agree that the City is inclusive and accepting of all

PRIMARY STRENGTHS

- fire services
- drinking water quality
- community cleanliness
- road maintenance
- police services
- snow removal

AREAS FOR IMPROVEMENT

- traffic flow management
- addressing climate change
- public transit

IMPACT OF COVID-19

48% **increased use** of parks and outdoor spaces

32% find it challenging to meet **financial obligations**

18% would like mandatory/more enforcement of **mask use**

SURVEY METHODOLOGY

300 randomly selected Kelowna residents

65% cellphones and 35% landlines

±5.7 percentage points, 19 times out of 20

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

The Citizen Survey is conducted by telephone every two years by Ipsos Public Affairs to benchmark Kelowna against other BC municipalities. A statistically significant survey methodology is used to ensure the entire community is accurately represented geographically and demographically. It is an important tool to receive citizen feedback on how effective the City's service delivery is in meeting the needs of Kelowna residents.

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