

# 2026 CITIZEN SURVEY

City of Kelowna

April 28, 2026



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## 04 WEIGHTED SAMPLE CHARACTERISTICS

# 01 INTRODUCTION



# Objectives and Methodology

## OBJECTIVES

**This report details the findings from the City of Kelowna's 2026 Citizen Survey.** For over a decade, the City has conducted this biennial survey to gain a deeper understanding of residents' feelings about life in Kelowna, their priorities for the future, and their satisfaction with municipal services, programs, and facilities. The insights from this research help the City make important decisions about planning, budgeting, and service improvements.

## METHODOLOGY

Ipsos conducted a total of 300 telephone interviews with a randomly selected representative sample of Kelowna residents aged 18 years or older.

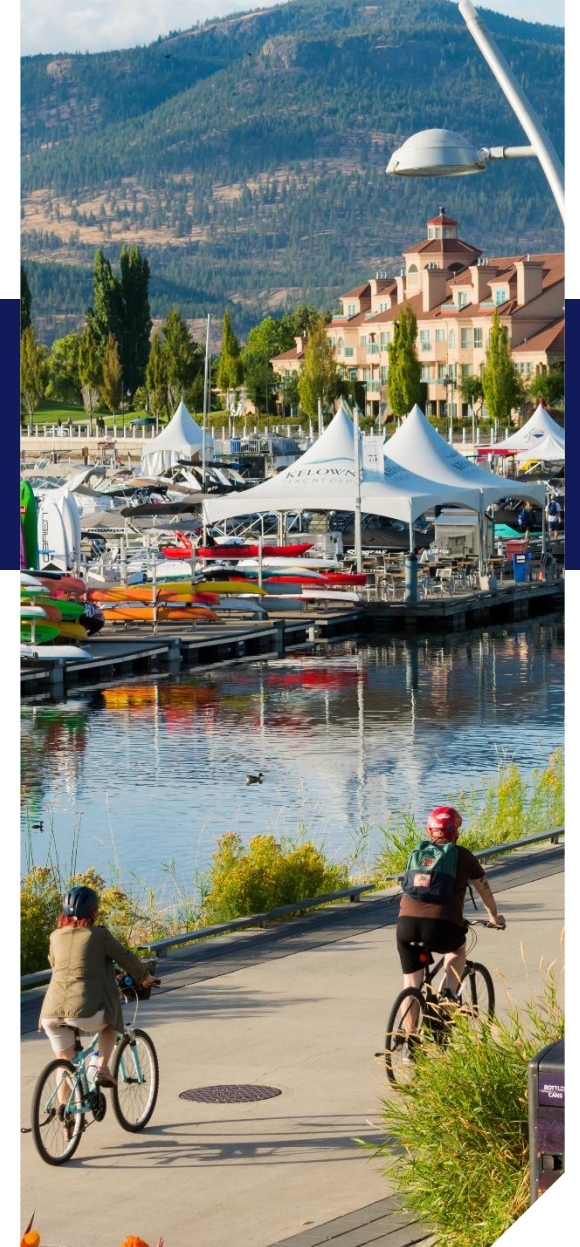
A screening question was included at the start of the survey to confirm residency in Kelowna.

To ensure the data was gathered from a representative group of residents, target quotas were set for gender, age, and area of the city.

All interviews were conducted between March 10 and 30, 2026.

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 2021 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.



# Notes to Reader

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) 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 differences is included where appropriate. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

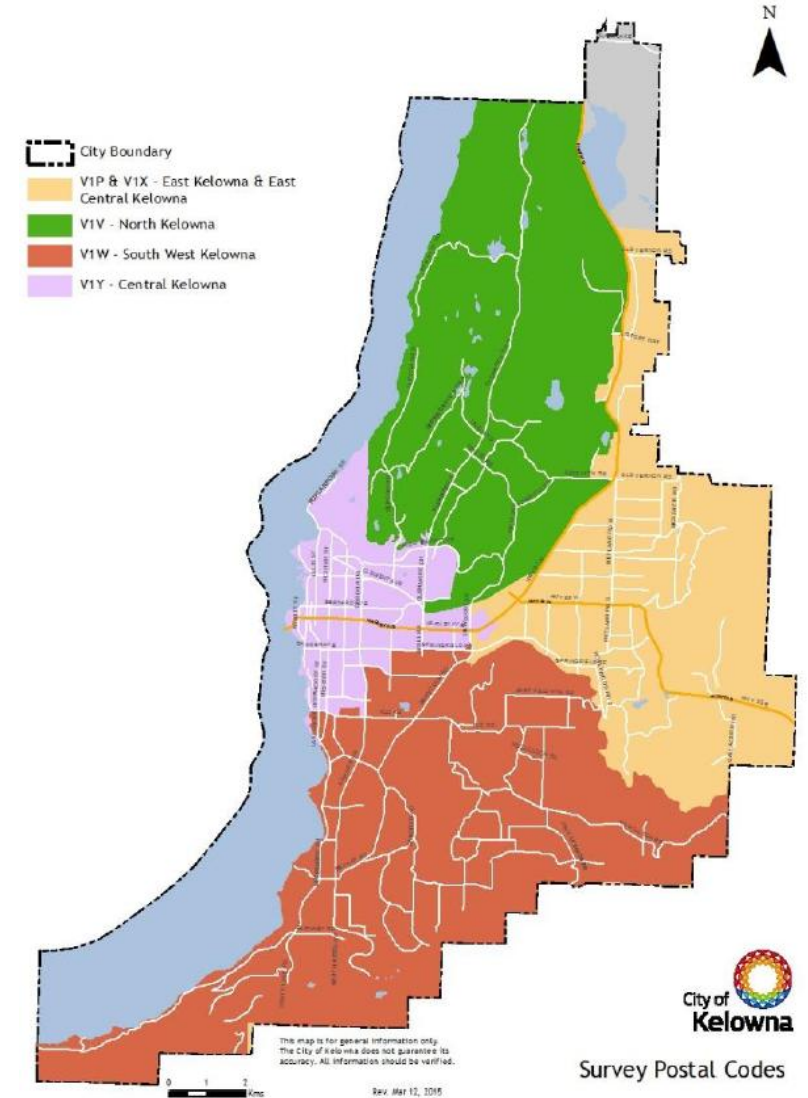
Where possible, this year's results have been compared to past Citizen Surveys to track evolving attitudes and priorities, identify new or emerging issues, and monitor perceptions of the City's performance. Arrows (▲▼) are used to denote any statistically significant differences between 2026 and 2024.

Where possible, this year's results have been compared to Ipsos' municipal norms to provide a benchmark against which the City can evaluate its

performance. These norms are based on research Ipsos has conducted in Canadian municipalities within the past five years.

For the purposes of this survey, neighbourhoods are defined by FSA (first three postal code digits) as follows:

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



# 02 EXECUTIVE SUMMARY



# Executive Summary <sup>(1/3)</sup>



## QUALITY OF LIFE

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- When describing their ideal city, citizens place the greatest emphasis on “low crime rate/safe”, cited by 22% on an unprompted basis. This is up 8 percentage points from 2024, underscoring its growing importance to residents.
- Perceptions of the overall quality of life in Kelowna today are positive (88% total good). This is up slightly from 2024; while this change is not statistically significant, it reverses the declining trend observed since 2020.
- Despite overall positive perceptions, over half (56%) of citizens feel that the quality of life in Kelowna has ‘worsened’ over the past three years. Another 31% say it has ‘stayed the same’, while 10% say it has ‘improved’. This yields a net momentum score of -46 points, statistically on par with 2024.
- Those reporting a worsening quality of life most frequently attribute this to “safety concerns”, mentioned by 29% on an unprompted basis. This is up 16 percentage points from 2024.
  - Other contributing factors include “increased poverty/homelessness” (20%) and the “rising cost of living” (17%, down 12 percentage points).



## IMPORTANT COMMUNITY ISSUES

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- Social issues continue to be seen as the most important issue facing the community, mentioned by 61% of citizens without prompting. Although this is considerably higher than any other reported issue, it has decreased by 8 percentage points from the peak reported in 2024.
  - Social issues is predominately comprised of mentions related to “poverty/homelessness” (45%).
- Transportation is the second most frequently mentioned issue, garnering 33% of mentions (on par with 2024).
- Crime/public safety ranks third at 27%. Mentions of crime/public safety have more than doubled what was reported in 2024 (up 15 percentage points).
- All other issues are mentioned by fewer than 10% of citizens.



## COMMUNITY SAFETY

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- While positive, overall perceptions of community safety have declined since the last survey. This year, a total of 74% of citizens say they would describe Kelowna as a safe community, down 7 percentage points from 2024.

# Executive Summary (2/3)



## CITY SERVICES AND INFRASTRUCTURE

- Overall satisfaction with City services remains positive (82% total satisfied) and statistically on par with 2024.
- Satisfaction with specific City services varies.
  - Fire services receive the highest satisfaction rating (98% total satisfied, including 76% 'very satisfied'). Satisfaction with fire services has increased a small but statistically significant 3 percentage points from 2024.
  - Conversely, services receiving some of the lowest satisfaction ratings are parking (58%), public transit (57%), and City growth management (56%), although these are still deemed satisfactory by a majority of citizens.
  - The overall lowest scoring service is encouraging a diverse supply of housing options at different price points, with only 42% of citizens saying they are satisfied.
- All the evaluated services are important to citizens. Importance ratings range from a high of 100% for fire services to a low of 78% for public transit.
- Analysis of importance versus satisfaction shows that the City has seven primary strengths (rated relatively high in both importance and satisfaction) this year. These include fire services, the Kelowna International Airport, solid waste and landfill, wastewater collection and treatment, parks, drinking water quality, and road maintenance including snow clearing and sweeping.
- In contrast, the City's one primary opportunity for improvement (rated relatively high in importance but lower in satisfaction) is police services.



## CITY INCLUSIVENESS AND ACCEPTANCE

- Perceptions of City inclusiveness and acceptance remain highly positive, with 87% of citizens agreeing that the City of Kelowna municipal government fosters a city that is inclusive and accepting of all through its services and programs. This year's results align with 2024.



## FINANCIAL PLANNING

- The majority (76%) of citizens say they receive good value for their municipal taxes. Though perceptions of value had been gradually declining since 2022, this year's results indicate a slight, albeit not statistically significant, improvement.
- When it comes to balancing taxation and service delivery levels, citizens prefer tax increases (55%) over service reductions (37%), a preference that has been consistently maintained across all years of tracking.

# Executive Summary (3/3)



## PRIORITY SETTING

- A slight majority (56%) of citizens say they would prefer that the City invest in renewing existing infrastructure compared to 43% saying the focus should be on building new infrastructure. This year's results align with those from 2024.
- Addressing social issues such as homelessness ranks as citizens' top investment priority for the City over the next four years, chosen 85% of the time when presented alongside other priorities. This is consistent with 2024.
  - The next most important priorities for investment are police services (68%, up 10 percentage points from 2024), drinking water (66%), fire services (62%), encouraging a diverse supply of housing options at different price points (62%, down 9 percentage points from 2024), and traffic flow management (60%).
  - The overall least emphasis is placed on snow clearing, which is only selected 21% of the time when presented alongside other priorities. This is down 18 percentage points from 2024.
- Hosting major events in Kelowna is overwhelmingly perceived as beneficial to the community, with 94% of citizens saying these have had a positive impact overall.



## CUSTOMER SERVICE

- More than four-in-ten (44%) citizens say they have personally contacted or dealt with the City or one of its employees in the last 12 months, up 9 percentage points from 2024.
- Among those who contacted the City, contact via the telephone is the most common (38%), followed by in-person (31%) and email (20%). The methods of contacting the City have not significantly changed since 2024.
- Satisfaction with the City's customer service remains positive, with 88% of those who contacted the City saying they are satisfied with the overall service received.
  - Satisfaction ranges from a high of 93% for both staff's courteousness and knowledge to a low of 78% for the ease of finding information online.
  - While this year's results are statistically similar to 2024, there are directional improvements in nearly all areas of the City's customer service.
- When it comes to the City's technology and digital services, citizens continue to place the greatest emphasis on anytime, anywhere access to select City services and information online (90% total important) and using technology to create operational efficiencies (87%).
  - There is relatively less emphasis on receiving text or email notifications from the City instead of paper notifications (79%).
  - Online chat-based customer service and support scores lowest overall (59%).
  - This year's results are consistent with 2024.

# Key Takeaways

1. Overall, citizens generally maintain a positive outlook.
2. However, this year's survey results consistently show a notable rise in emphasis and growing concerns regarding crime and community safety. Additionally, overall perceptions of community safety have declined since the last survey.
3. Perceptions of the overall quality of life in Kelowna today are favourable. Despite this, the feeling that quality of life has worsened over the past three years persists.
4. Social issues, particularly poverty/homelessness, continue to be seen as the most important issue facing the community, albeit down from the peak recorded in 2024. Citizens prioritize addressing social issues such as homelessness as the top investment focus for the City over the next four years.
5. Overall satisfaction with City services remains positive. However, the level of satisfaction with specific services varies. Fire services receive the highest satisfaction rating, while encouraging a diverse supply of housing options at different price points scores the lowest. Overall, the City continues to be seen as promoting inclusivity and acceptance through its services and programs.
6. Overall perceptions of value for taxes remain favourable. Citizens' attitudes towards balancing taxation and service delivery levels remain consistent with past surveys, showing a preference for tax increases over service reductions.
7. Citizens continue to prioritize infrastructure renewal over new construction.
8. Hosting major events in Kelowna is overwhelmingly seen as positively impacting the community.
9. Satisfaction with the City's customer service remains consistently positive, with staff's courteousness and knowledge standing out as service highlights. The ease of finding information online could be improved.
10. When it comes to the City's technology and digital services, citizens place the greatest importance on offering anytime, anywhere access as well as operational efficiencies.



# 03 DETAILED RESULTS



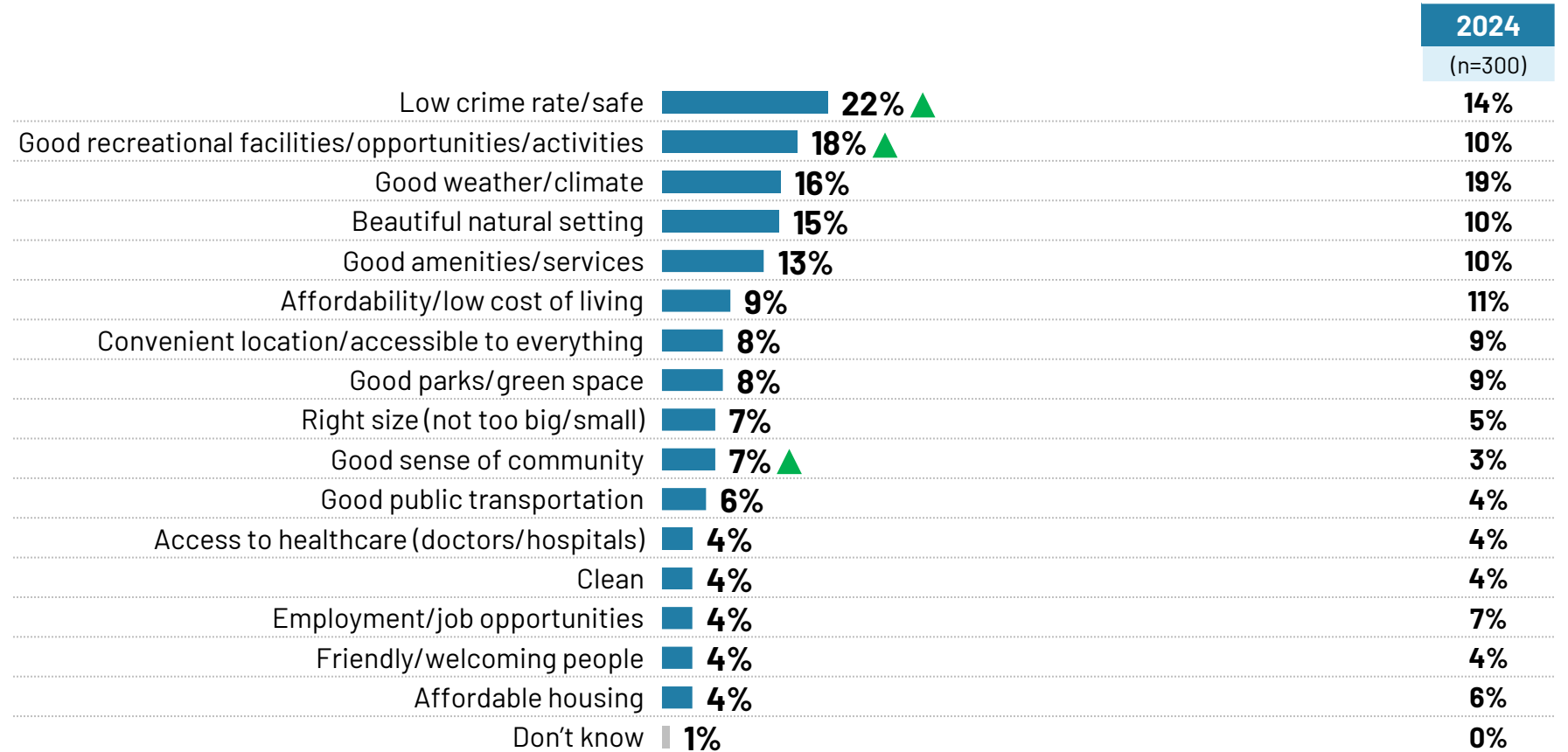
# QUALITY OF LIFE

# 3.1

# Qualities or Characteristics that Make a City a Good Place to Live

(coded open-ends, multiple responses allowed)

- Citizens identify a variety of factors that contribute to making a city an ideal place to live.
- Chief among them is a “low crime rate/safe”, cited by 22% of citizens without prompting. This is an increase of 8 percentage points from 2024, underscoring its growing importance to residents.
- Another 18% of citizens mention “good recreational facilities/opportunities/activities”, also up 8 percentage points from 2024.
- Other contributing factors include “good weather/climate” (16%), “beautiful natural setting” (15%), and “good amenities/services” (13%).



2026 mentions <4% not shown.  
Base: All respondents (n=300)

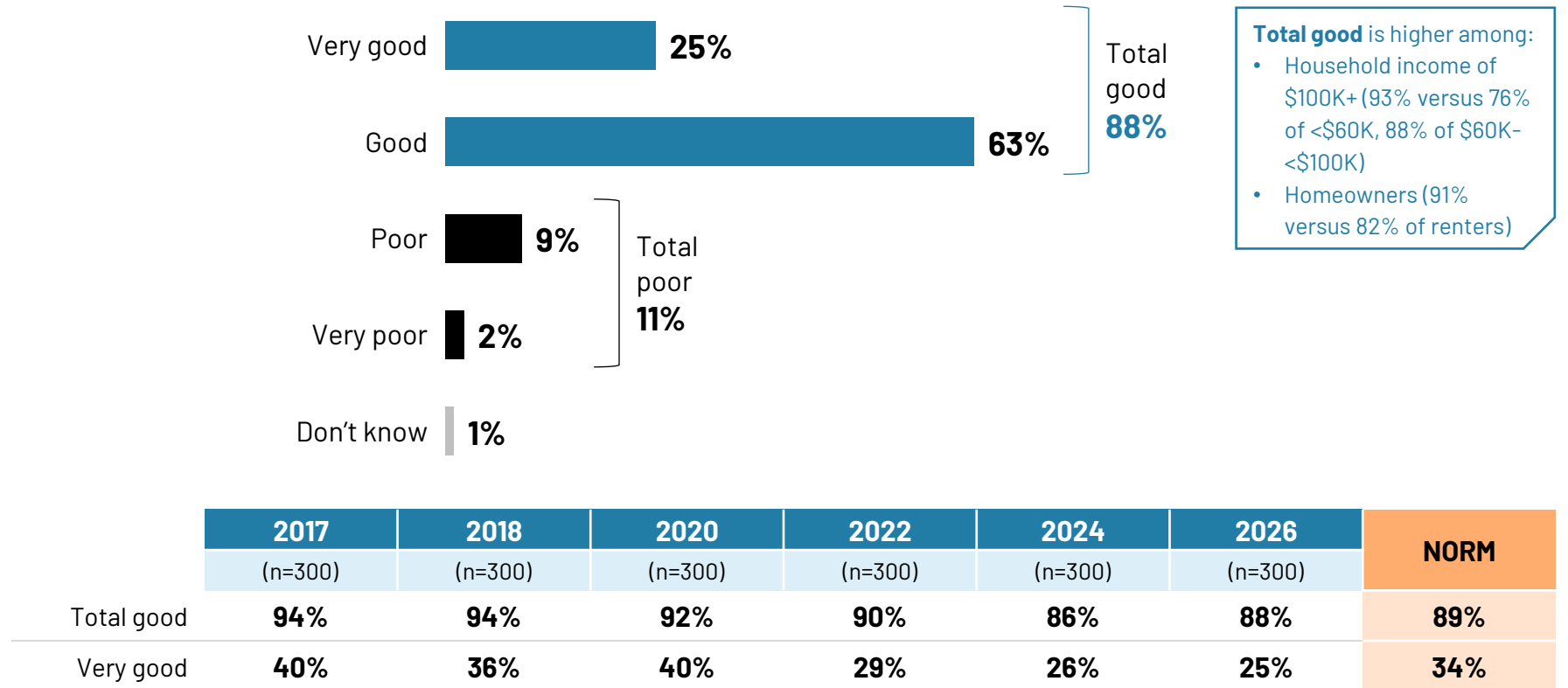
Q2. There are a number of reasons why people choose to live in one city or area over another. Assuming family is not a factor, what qualities or characteristics make a city a good place to live? That is, what qualities or characteristics would you use to describe your ideal city? Anything else?

▲ Significantly higher/  
▼ lower than 2024.



# Overall Quality of Life in Kelowna Today

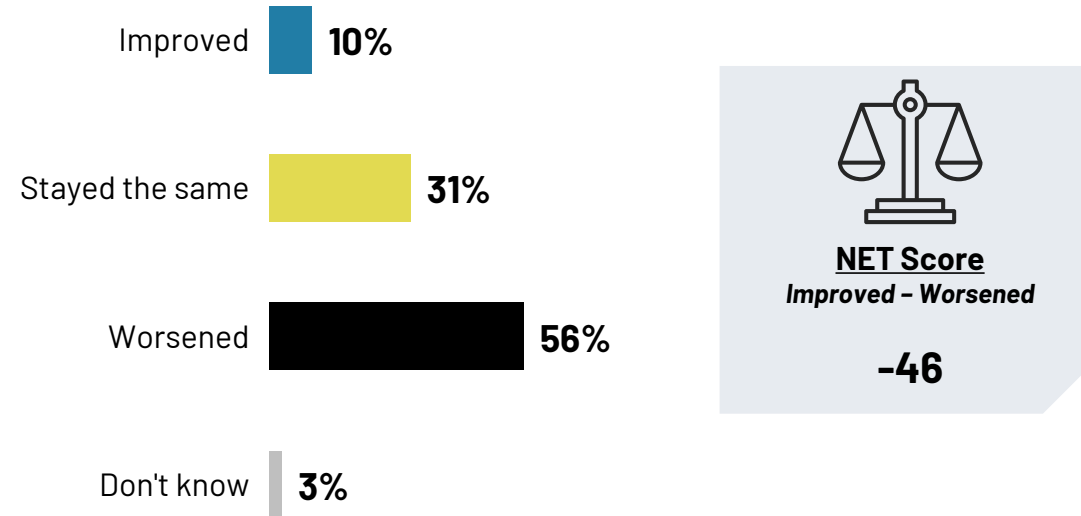
- Perceptions of the overall quality of life in Kelowna today are positive, with 88% of citizens rating it as either 'very good' (25%) or 'good' (63%).
- Overall perceptions (total good) have been trending down since 2020. This year's results indicate a reversal of that trend, albeit only a small directional (not statistically significant) shift.
- Overall perceptions of the quality of life in Kelowna are on par with the municipal norm. However, the percentage rating the quality of life as 'very good' is lower in Kelowna (25% Kelowna versus 34% norm).



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

# Change in Quality of Life in Past Three Years

- Despite overall positive perceptions, over half (56%) of citizens feel that the quality of life in Kelowna has 'worsened' over the past three years.
- Another 31% say it has 'stayed the same', while 10% say it has 'improved'.
- This yields a net momentum score of -46 points, statistically on par with 2024.
- Although perceptions of a declining quality of life are not uncommon (the municipal norm is also net negative), this sentiment is more pronounced in Kelowna (net score of -46 Kelowna versus -37 norm).



**Worsened** is higher among:

- Women (66% versus 46% of men)
- Lived in Kelowna for more than 15 years (65% versus 42% of 15 years or less)

Residents of Central Kelowna are less likely to report a **worsening** quality of life (45% versus 65% of East Central Kelowna/East Kelowna, 62% of North Kelowna, 54% of South West Kelowna).

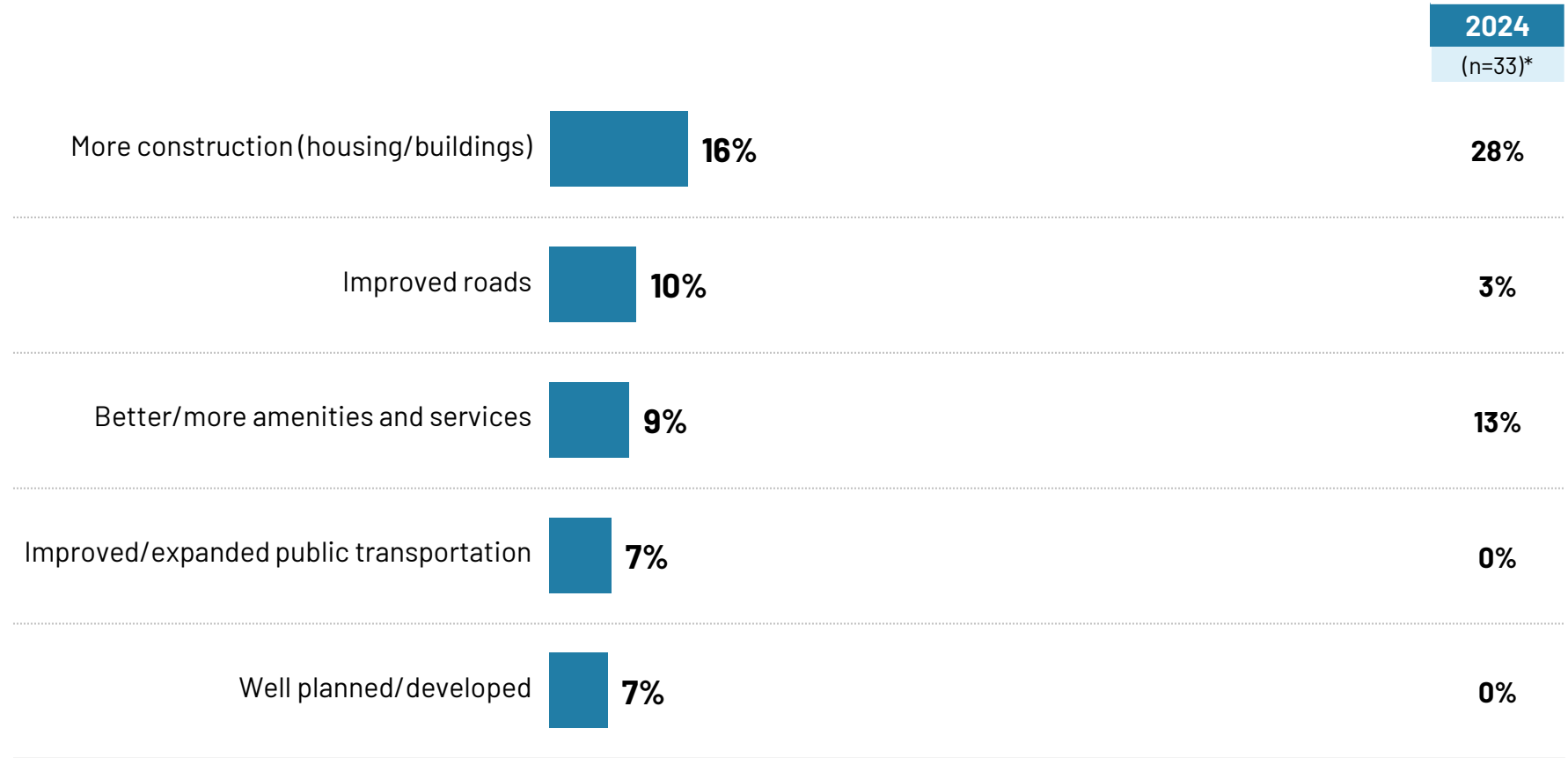
	2017	2018	2020	2022	2024	2026	NORM
NET Score	-11 (n=300)	-15 (n=300)	-13 (n=300)	-47 (n=300)	-50 (n=300)	-46 (n=300)	-37

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 (READ LIST)?

# Reasons Quality of Life has Improved

(among those saying the quality of life has improved)(coded open-ends)

- Among the few citizens who report an improvement in quality of life, the most common reason given is “more construction (housing/buildings)”, cited unprompted by 16%.
- Results for this question should be interpreted with caution due to the small sample size.



Due to the very small base size, only this year’s top five mentions are shown.  
 \* Very small base size (n<50), interpret with extreme caution.  
 Base: Those saying the quality of life has improved (n=28)\*  
 Q5. Why do you think the quality of life has improved?

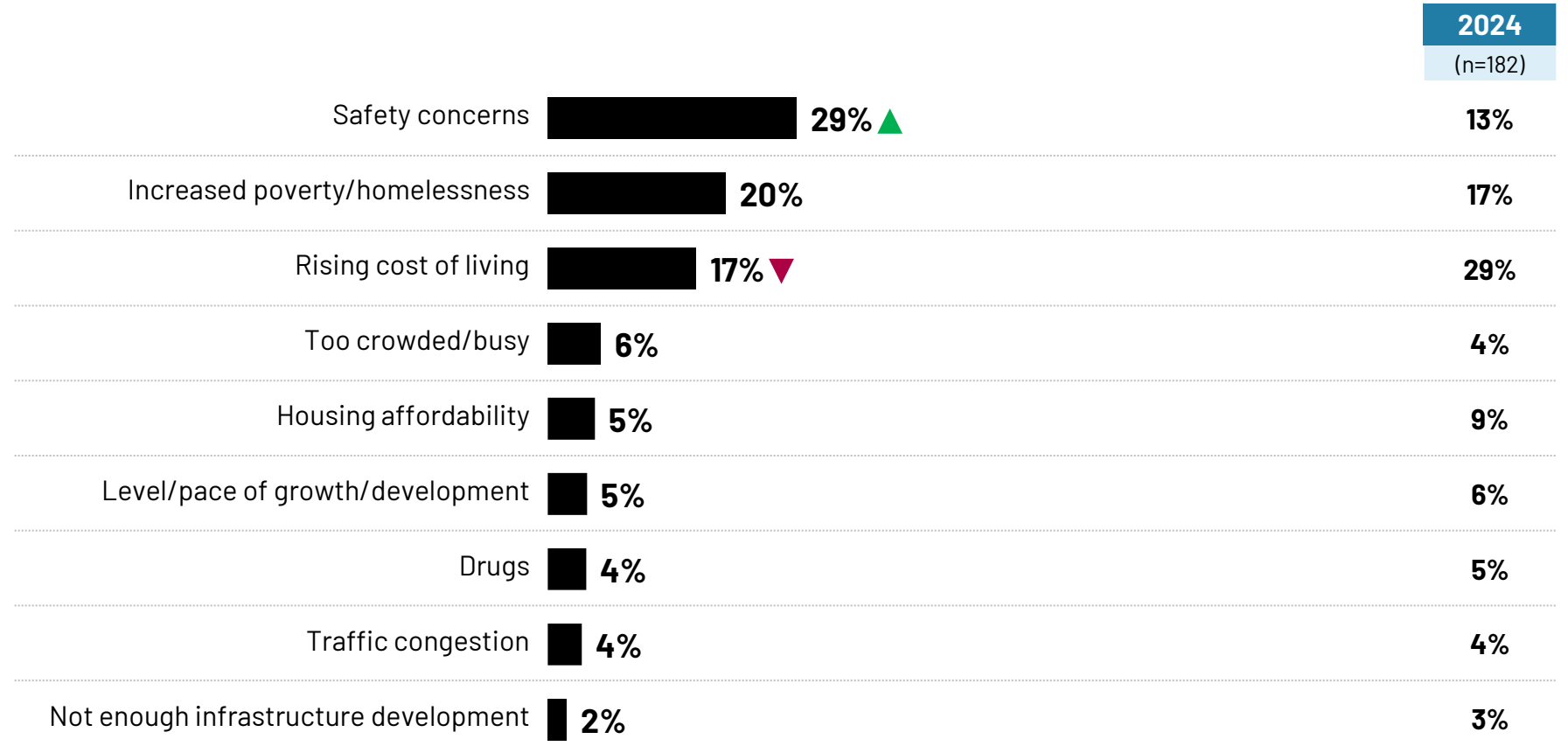
Year-over-year comparisons are directional in nature only due to small sample sizes.



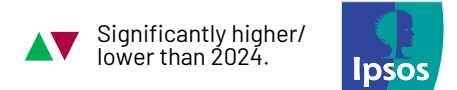
# Reasons Quality of Life has Worsened

(among those saying the quality of life has worsened)(coded open-ends)

- Among citizens reporting a worsening quality of life, “safety concerns” are the most frequently cited factor, garnering 29% of unprompted mentions. This is up 16 percentage points from 2024.
- Other contributing factors include “increased poverty/homelessness” (20%) and the “rising cost of living” (17%, down 12 points from 2024 when it was the primary factor influencing perceptions of a worsening quality of life).



2026 mentions <2% not shown.  
 Base: Those saying the quality of life has worsened (n=167)  
 Q6. Why do you think the quality of life has worsened?



# IMPORTANT COMMUNITY ISSUES

# 3.2

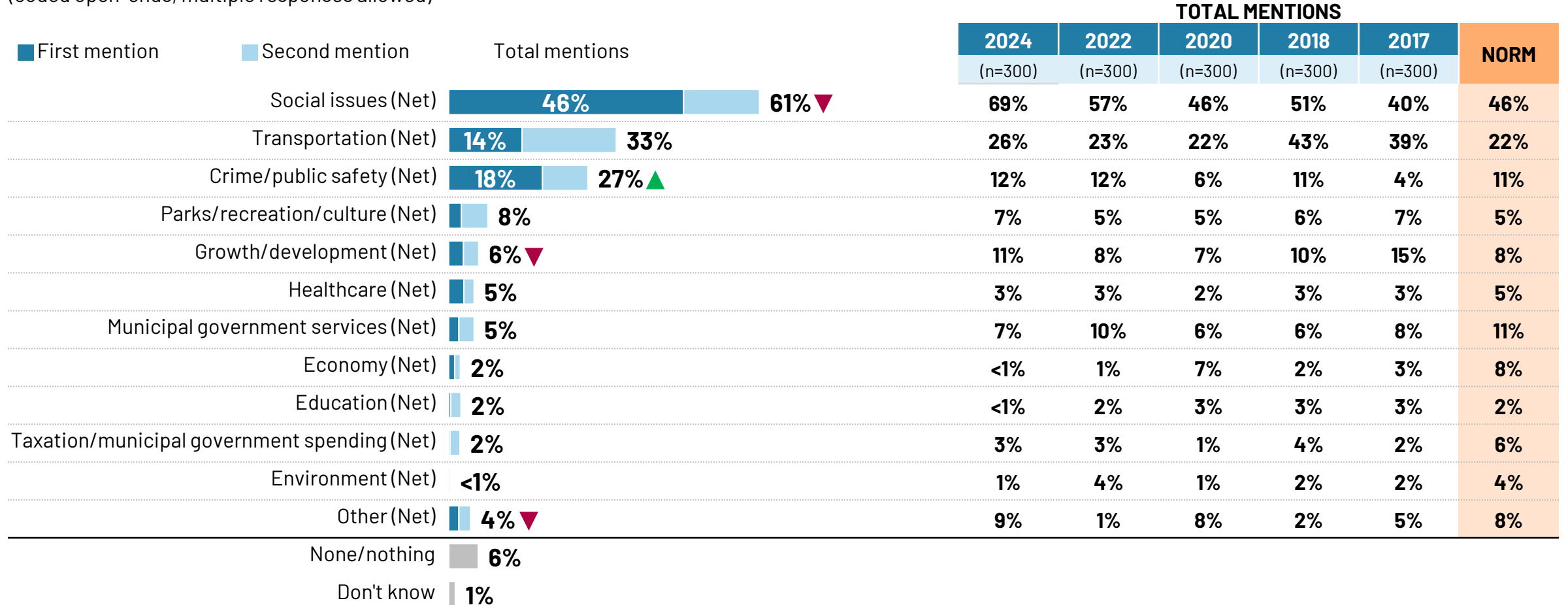
# Important Community Issues

(coded open-ends, multiple mentions allowed)

- **Social issues** continue to be seen as the most important issue facing the community, mentioned by 61% of citizens without prompting (NET mentions). Although this is considerably higher than any other reported issue, it has decreased by 8 percentage points from the peak reported in 2024.
  - Social issues is predominately comprised of mentions related to “poverty/homelessness” (45%).
  - Other mentions include “housing/affordable housing” (15%), “drug use/addiction” (5%), “affordability/cost of living” (2%), “seniors’ issues” (1%), “mental health” (1%), and “other social issues” (1%).
- **Transportation** is the second most frequently mentioned issue, with 33% NET mentions. This is statistically consistent with 2024.
  - Specific transportation-related mentions are “traffic congestion” (12%), “public transportation” (8%), “condition of roads/streets/highways” (3%), “transportation (general)” (3%), “bicycle paths/lanes” (2%), “parking” (2%), “street safety (including speeding)” (1%), and “other transportation issues” (3%).
- **Crime/public safety** ranks as the third most important local issue, garnering 27% NET mentions. This is more than double what was reported in 2024 (up 15 percentage points).
  - “Crime (general)” is mentioned the most frequently (20%), followed by “public safety” (6%) and “policing/law enforcement” (1%).
- All other issues are mentioned by fewer than 10% of citizens.
- While **social issues** also top the normative public issue agenda, mentions are still not as high as what is seen in Kelowna (61% Kelowna versus 46% norm).
- Similarly, mentions of **transportation** and **crime/public safety** are also higher in Kelowna than the norm.
  - Transportation: 33% Kelowna versus 22% norm
  - Crime/public safety: 27% Kelowna versus 11% norm
- Conversely, Kelowna residents are less likely to mention issues related to **municipal government services** (5% Kelowna versus 11% norm) and the **economy** (2% Kelowna versus 8% norm).

# Important Community Issues

(coded open-ends, multiple responses allowed)



A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents (n=300)

Q1. 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?

▲▼ Significantly higher/  
lower than 2024.



# Important Community Issues by Gender, Age, Neighbourhood

(coded open-ends, multiple responses allowed)

- Mentions of social issues are higher among women and those living in Central Kelowna.
- Older residents (55+ years) are more likely to identify crime/public safety as an important local issue.

TOTAL MENTIONS										
NET MENTIONS 5% OR HIGHER	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Social issues	<b>61%</b>	<b>55%</b>	<b>66%</b>	<b>64%</b>	<b>60%</b>	<b>60%</b>	<b>62%</b>	<b>72%</b>	<b>48%</b>	<b>59%</b>
Transportation	<b>33%</b>	<b>34%</b>	<b>32%</b>	<b>35%</b>	<b>29%</b>	<b>35%</b>	<b>28%</b>	<b>37%</b>	<b>43%</b>	<b>28%</b>
Crime/public safety	<b>27%</b>	<b>27%</b>	<b>28%</b>	<b>16%</b>	<b>21%</b>	<b>40%</b>	<b>28%</b>	<b>22%</b>	<b>32%</b>	<b>28%</b>
Parks/recreation/culture	<b>8%</b>	<b>4%</b>	<b>11%</b>	<b>5%</b>	<b>13%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>14%</b>	<b>8%</b>
Growth/development	<b>6%</b>	<b>5%</b>	<b>7%</b>	<b>3%</b>	<b>4%</b>	<b>9%</b>	<b>6%</b>	<b>10%</b>	<b>6%</b>	<b>2%</b>
Healthcare	<b>5%</b>	<b>3%</b>	<b>7%</b>	<b>6%</b>	<b>5%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>9%</b>
Municipal government services	<b>5%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>7%</b>	<b>5%</b>	<b>10%</b>	<b>1%</b>	<b>7%</b>	<b>4%</b>

A "NET" is a combination of two or more mentions that cover a specific theme.

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q1. 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?

# Important Community Issues by Length of Residency, Household Composition, Household Income, Housing Tenure

(coded open-ends, multiple responses allowed)

- Mentions of crime/public safety are also higher among those with household incomes of \$100K+ and homeowners.

TOTAL MENTIONS										
NET MENTIONS 5% OR HIGHER	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Social issues	61%	59%	62%	60%	61%	58%	68%	60%	58%	64%
Transportation	33%	36%	31%	25%	36%	40%	31%	31%	32%	37%
Crime/public safety	27%	23%	30%	25%	28%	14%	25%	35%	35%	16%
Parks/recreation/culture	8%	9%	7%	10%	7%	13%	5%	5%	6%	11%
Growth/development	6%	0%	10%	5%	6%	3%	6%	6%	9%	0%
Healthcare	5%	5%	4%	6%	4%	5%	3%	5%	6%	3%
Municipal government services	5%	8%	4%	9%	4%	5%	3%	8%	7%	4%

A "NET" is a combination of two or more mentions that cover a specific theme.

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

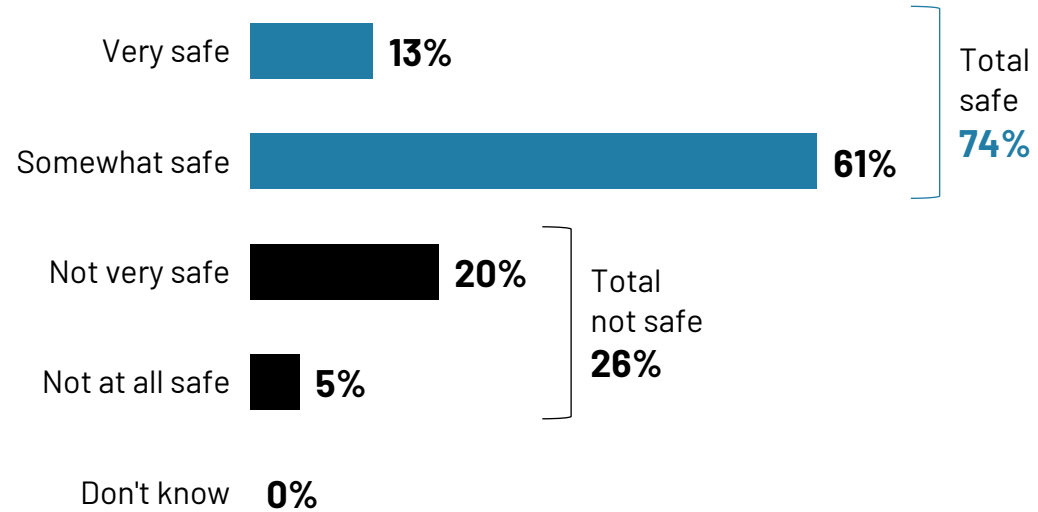
Q1. In your view, as a resident of the City of Kelowna, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

# COMMUNITY SAFETY

# 3.3

# Overall Community Safety

- While positive, overall perceptions of community safety have declined since the last survey.
- This year, a total of 74% of citizens say they would describe Kelowna as a safe community (13% 'very safe', 61% 'somewhat safe'), down 7 percentage points from 2024.
- Additionally, perceptions of community safety in Kelowna are lower than the municipal norm, both overall (74% total safe Kelowna versus 82% norm) and in intensity (13% 'very safe' Kelowna versus 26% norm).



**Total safe** is higher among:

- South West Kelowna (83% versus 69% of East Central Kelowna/East Kelowna, 70% of North Kelowna, 75% of Central Kelowna)
- Household income of \$100K+ (80% versus 61% of <\$60K, 76% of \$60K-<\$100K)

	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)	NORM
Total safe	90%	87%	87%	81%	81%	74% ▼	82%
Very safe	29%	24%	20%	18%	22%	13% ▼	26%

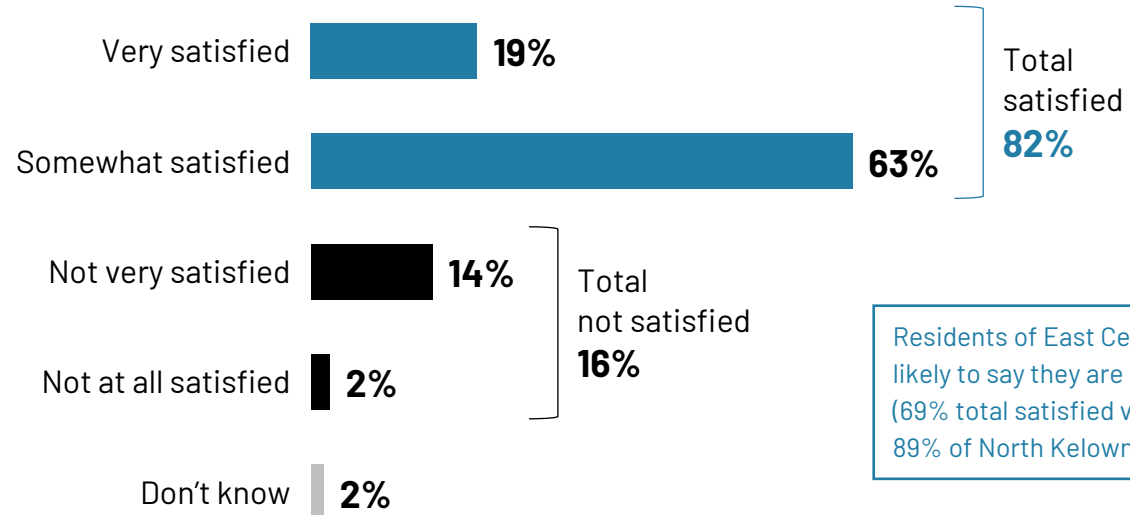
Base: All respondents (n=300)  
Q17. Overall, would you describe the City of Kelowna as a (READ LIST) community?

# CITY SERVICES AND INFRASTRUCTURE

# 3.4

# Overall Satisfaction with City Services

- Overall satisfaction with City services remains positive, with more than eight-in-ten (82%) citizens saying they are satisfied with the overall level and quality of services provided (19% 'very satisfied', 63% 'somewhat satisfied').
- This year's results are statistically on par with 2024.
- Overall satisfaction (total satisfied) with City services is comparable to the municipal norm. However, the percentage saying 'very satisfied' is lower in Kelowna (19% Kelowna versus 26% norm).



**Total satisfied** is higher among:

- Lived in Kelowna for 15 years or less (88% versus 79% of more than 15 years)
- Household income of \$100K+ (89% versus 75% of <\$60K, 77% of \$60K-<\$100K)

Residents of East Central Kelowna/East Kelowna are *less likely* to say they are **satisfied** with City services overall (69% total satisfied versus 89% of South West Kelowna, 89% of North Kelowna, 86% of Central Kelowna).

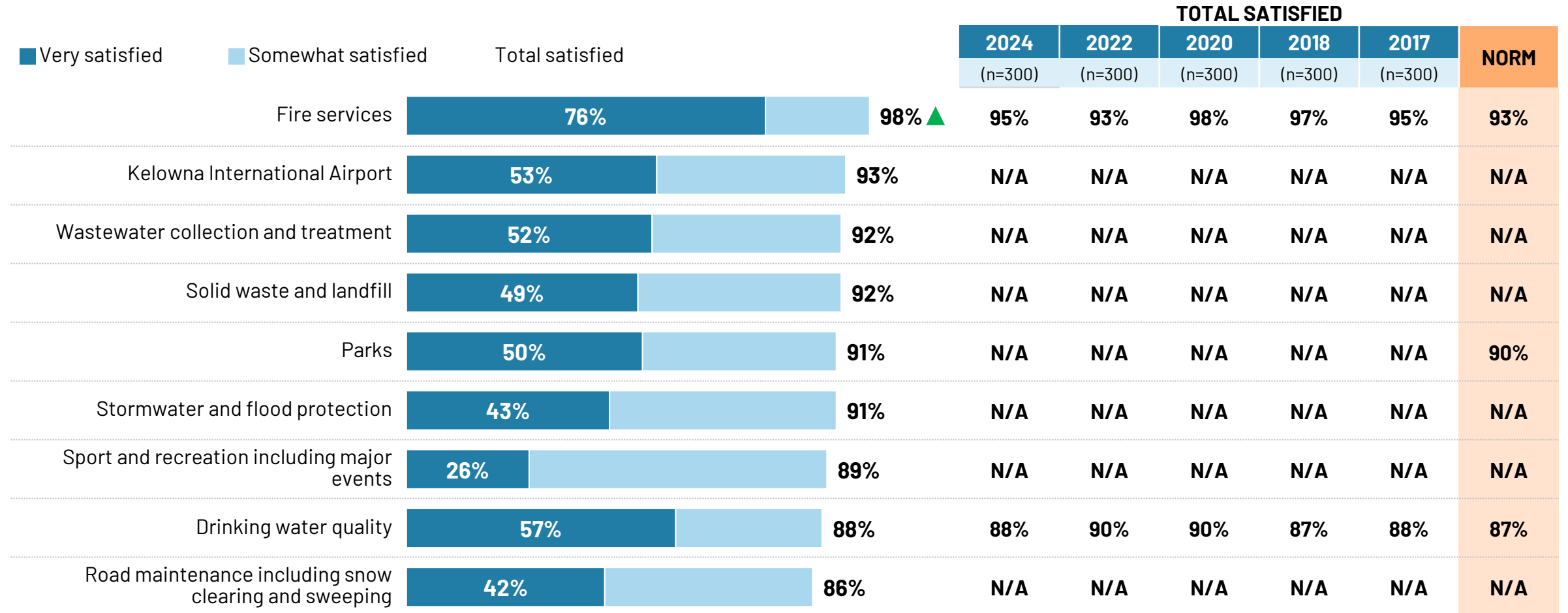
	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)	NORM
Total satisfied	90%	87%	91%	80%	86%	82%	84%
Very satisfied	26%	23%	29%	21%	22%	19%	26%

Base: All respondents (n=300)  
Q7a. How satisfied are you with the overall level and quality of services provided by the City of Kelowna? Would you say (READ LIST)?

# Satisfaction with Specific City Services

- Satisfaction with specific City services varies.
- Services receiving the overall highest satisfaction ratings (90% or more combined 'very/somewhat satisfied' responses) are:
  - **Fire services** (98%)
  - **Kelowna International Airport** (93%)
  - **Wastewater collection and treatment** (92%)
  - **Solid waste and landfill** (92%)
  - **Parks** (91%)
  - **Stormwater and flood protection** (91%)
- Additionally, more than three-quarters of citizens say they are satisfied with:
  - **Sport and recreation including major events** (89%)
  - **Drinking water quality** (88%)
  - **Road maintenance including snow clearing and sweeping** (86%)
  - **Cultural facilities and programs** (83%)
  - **Bylaw** (79%)
  - **Police services** (78%)
  - **Bike lanes and pedestrian sidewalks** (78%)
- Satisfaction with the following three services is lower, although these are still deemed satisfactory by a majority of citizens.
  - **Parking** (58%)
  - **Public transit** (57%)
  - **City growth management** (56%)
- The overall lowest scoring service is **encouraging a diverse supply of housing options at different price points**, with only 42% of citizens saying they are satisfied.
- Comparisons to past surveys are limited due to updates in this year's service list. However, for services where tracking exists, results have remained relatively stable except for **fire services**, which has seen a small but statistically significant improvement of 3 percentage points.
- Normative comparisons are also limited but show that satisfaction with services in Kelowna generally aligns with the municipal norm. Three notable exceptions are **parking, public transit** and **City growth management**, which are rated lower in Kelowna.
  - **Parking** (58% Kelowna versus 64% norm)
  - **Public transit** (57% Kelowna versus 73% norm)
  - **City growth management** (56% Kelowna versus 63% norm)

# Satisfaction with Specific City Services (1/2)

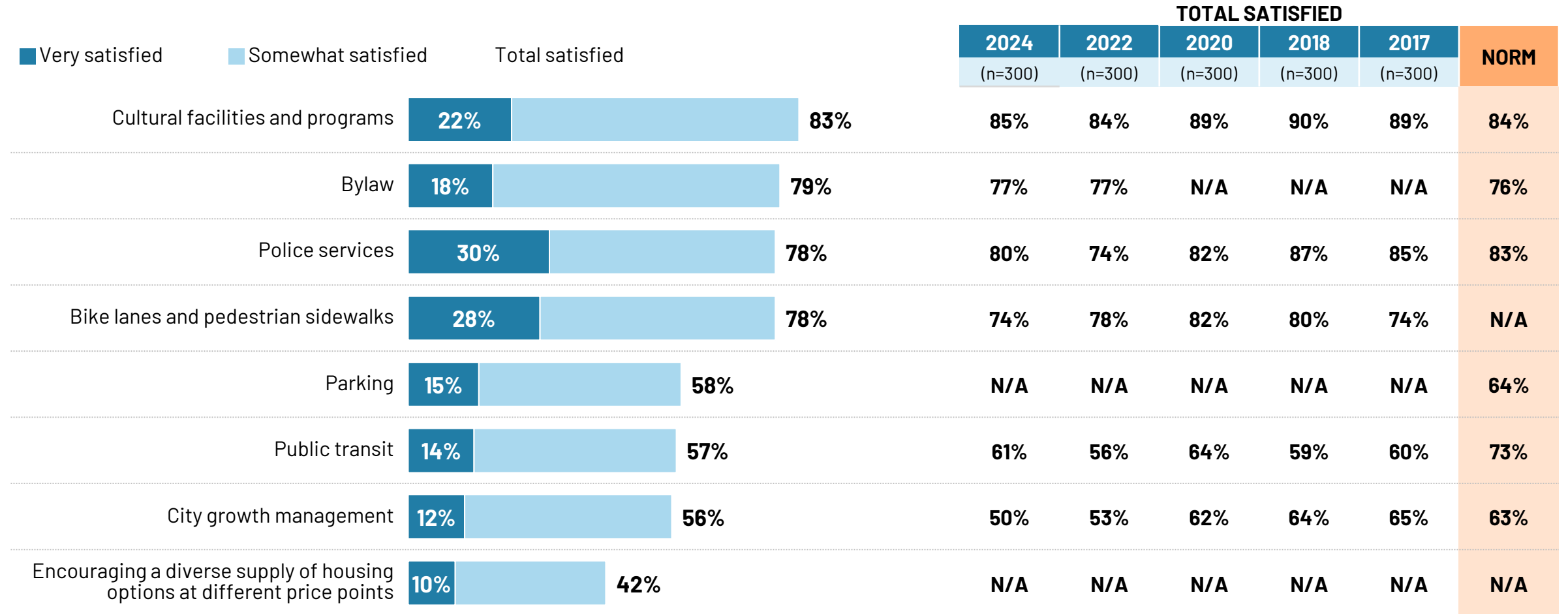


The list of services was updated in 2026; tracking and norms have been included where possible.  
 Base: All respondents (n=300)  
 Q8. And now how satisfied are you with ...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

▲ Significantly higher/  
▼ lower than 2024.



# Satisfaction with Specific City Services (2/2)



The list of services was updated in 2026; tracking and norms have been included where possible.  
 Base: All respondents (n=300)  
 Q8. And now how satisfied are you with ...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

▲ ▼ Significantly higher/  
lower than 2024.



# Satisfaction with Specific City Services by Gender, Age, Neighbourhood

(1/2)

- Satisfaction with specific services is largely consistent across demographic group, with exceptions highlighted in the following tables. For example, residents who are 55+ years of age are more likely to be satisfied with solid waste and landfill, drinking water quality, and road maintenance, as well as public transit (see next page).

TOTAL SATISFIED										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Fire services	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>	<b>99%</b>	<b>98%</b>	<b>99%</b>	<b>97%</b>	<b>97%</b>
Kelowna International Airport	<b>93%</b>	<b>94%</b>	<b>94%</b>	<b>93%</b>	<b>94%</b>	<b>93%</b>	<b>95%</b>	<b>94%</b>	<b>95%</b>	<b>90%</b>
Wastewater collection and treatment	<b>92%</b>	<b>95%</b>	<b>89%</b>	<b>96%</b>	<b>89%</b>	<b>91%</b>	<b>93%</b>	<b>96%</b>	<b>88%</b>	<b>90%</b>
Solid waste and landfill	<b>92%</b>	<b>95%</b>	<b>89%</b>	<b>86%</b>	<b>91%</b>	<b>96%</b>	<b>95%</b>	<b>88%</b>	<b>89%</b>	<b>93%</b>
Parks	<b>91%</b>	<b>95%</b>	<b>88%</b>	<b>90%</b>	<b>89%</b>	<b>92%</b>	<b>95%</b>	<b>91%</b>	<b>93%</b>	<b>85%</b>
Stormwater and flood protection	<b>91%</b>	<b>91%</b>	<b>90%</b>	<b>95%</b>	<b>88%</b>	<b>90%</b>	<b>89%</b>	<b>90%</b>	<b>88%</b>	<b>93%</b>
Sport and recreation including major events	<b>89%</b>	<b>87%</b>	<b>90%</b>	<b>89%</b>	<b>84%</b>	<b>92%</b>	<b>90%</b>	<b>90%</b>	<b>88%</b>	<b>86%</b>
Drinking water quality	<b>88%</b>	<b>92%</b>	<b>86%</b>	<b>81%</b>	<b>86%</b>	<b>95%</b>	<b>92%</b>	<b>86%</b>	<b>94%</b>	<b>83%</b>
Road maintenance including snow clearing and sweeping	<b>86%</b>	<b>89%</b>	<b>83%</b>	<b>75%</b>	<b>86%</b>	<b>93%</b>	<b>86%</b>	<b>86%</b>	<b>92%</b>	<b>82%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

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

# Satisfaction with Specific City Services by Gender, Age, Neighbourhood

## (2/2)

- Residents of South West Kelowna show higher satisfaction with cultural facilities and programs compared to other areas. However, they are *less* satisfied with parking.
- Satisfaction with bike lanes and pedestrian sidewalks is higher in Central Kelowna.

TOTAL SATISFIED										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Cultural facilities and programs	<b>83%</b>	<b>86%</b>	<b>81%</b>	<b>78%</b>	<b>85%</b>	<b>85%</b>	<b>90%</b>	<b>80%</b>	<b>84%</b>	<b>79%</b>
Bylaw	<b>79%</b>	<b>77%</b>	<b>80%</b>	<b>75%</b>	<b>79%</b>	<b>81%</b>	<b>79%</b>	<b>79%</b>	<b>71%</b>	<b>83%</b>
Police services	<b>78%</b>	<b>81%</b>	<b>76%</b>	<b>74%</b>	<b>76%</b>	<b>82%</b>	<b>79%</b>	<b>80%</b>	<b>76%</b>	<b>76%</b>
Bike lanes and pedestrian sidewalks	<b>78%</b>	<b>78%</b>	<b>78%</b>	<b>71%</b>	<b>79%</b>	<b>82%</b>	<b>79%</b>	<b>87%</b>	<b>77%</b>	<b>70%</b>
Parking	<b>58%</b>	<b>60%</b>	<b>56%</b>	<b>50%</b>	<b>65%</b>	<b>57%</b>	<b>48%</b>	<b>62%</b>	<b>60%</b>	<b>61%</b>
Public transit	<b>57%</b>	<b>59%</b>	<b>54%</b>	<b>50%</b>	<b>52%</b>	<b>65%</b>	<b>55%</b>	<b>52%</b>	<b>55%</b>	<b>63%</b>
City growth management	<b>56%</b>	<b>56%</b>	<b>56%</b>	<b>66%</b>	<b>54%</b>	<b>51%</b>	<b>52%</b>	<b>63%</b>	<b>57%</b>	<b>53%</b>
Encouraging a diverse supply of housing options at different price points	<b>42%</b>	<b>41%</b>	<b>43%</b>	<b>34%</b>	<b>44%</b>	<b>45%</b>	<b>49%</b>	<b>41%</b>	<b>43%</b>	<b>36%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

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

# Satisfaction with Specific City Services by Length of Residency, Household Composition, Household Income, Housing Tenure (1/2)

- Those with household incomes of <\$60K are *less* satisfied with several services, including the Kelowna International Airport, wastewater collection and treatment, drinking water quality, and police services. However, they are more satisfied with public transit (see next page).

TOTAL SATISFIED										
	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Fire services	<b>98%</b>	<b>97%</b>	<b>98%</b>	<b>99%</b>	<b>97%</b>	<b>98%</b>	<b>100%</b>	<b>96%</b>	<b>97%</b>	<b>99%</b>
Kelowna International Airport	<b>93%</b>	<b>94%</b>	<b>93%</b>	<b>93%</b>	<b>93%</b>	<b>86%</b>	<b>98%</b>	<b>94%</b>	<b>94%</b>	<b>92%</b>
Wastewater collection and treatment	<b>92%</b>	<b>93%</b>	<b>91%</b>	<b>91%</b>	<b>92%</b>	<b>85%</b>	<b>94%</b>	<b>95%</b>	<b>90%</b>	<b>95%</b>
Solid waste and landfill	<b>92%</b>	<b>90%</b>	<b>92%</b>	<b>92%</b>	<b>91%</b>	<b>90%</b>	<b>91%</b>	<b>93%</b>	<b>93%</b>	<b>90%</b>
Parks	<b>91%</b>	<b>93%</b>	<b>89%</b>	<b>91%</b>	<b>91%</b>	<b>91%</b>	<b>90%</b>	<b>92%</b>	<b>90%</b>	<b>93%</b>
Stormwater and flood protection	<b>91%</b>	<b>92%</b>	<b>90%</b>	<b>89%</b>	<b>91%</b>	<b>92%</b>	<b>92%</b>	<b>91%</b>	<b>89%</b>	<b>94%</b>
Sport and recreation including major events	<b>89%</b>	<b>89%</b>	<b>88%</b>	<b>82%</b>	<b>91%</b>	<b>88%</b>	<b>94%</b>	<b>87%</b>	<b>89%</b>	<b>88%</b>
Drinking water quality	<b>88%</b>	<b>85%</b>	<b>90%</b>	<b>86%</b>	<b>89%</b>	<b>77%</b>	<b>92%</b>	<b>92%</b>	<b>91%</b>	<b>83%</b>
Road maintenance including snow clearing and sweeping	<b>86%</b>	<b>82%</b>	<b>89%</b>	<b>79%</b>	<b>88%</b>	<b>93%</b>	<b>83%</b>	<b>84%</b>	<b>89%</b>	<b>79%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

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

# Satisfaction with Specific City Services by Length of Residency, Household Composition, Household Income, Housing Tenure (2/2)

- Satisfaction with parking and City growth management is higher among those who have lived in Kelowna for 15 years or less.
- Those living in households without children under the age of 18 are more satisfied with police services.

TOTAL SATISFIED										
	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Cultural facilities and programs	<b>83%</b>	<b>85%</b>	<b>81%</b>	<b>88%</b>	<b>81%</b>	<b>79%</b>	<b>92%</b>	<b>81%</b>	<b>82%</b>	<b>85%</b>
Bylaw	<b>79%</b>	<b>84%</b>	<b>76%</b>	<b>74%</b>	<b>81%</b>	<b>74%</b>	<b>80%</b>	<b>81%</b>	<b>81%</b>	<b>78%</b>
Police services	<b>78%</b>	<b>78%</b>	<b>78%</b>	<b>67%</b>	<b>82%</b>	<b>68%</b>	<b>82%</b>	<b>82%</b>	<b>78%</b>	<b>78%</b>
Bike lanes and pedestrian sidewalks	<b>78%</b>	<b>80%</b>	<b>77%</b>	<b>86%</b>	<b>76%</b>	<b>77%</b>	<b>74%</b>	<b>81%</b>	<b>79%</b>	<b>75%</b>
Parking	<b>58%</b>	<b>66%</b>	<b>53%</b>	<b>53%</b>	<b>59%</b>	<b>56%</b>	<b>58%</b>	<b>59%</b>	<b>60%</b>	<b>53%</b>
Public transit	<b>57%</b>	<b>58%</b>	<b>56%</b>	<b>48%</b>	<b>60%</b>	<b>68%</b>	<b>63%</b>	<b>49%</b>	<b>55%</b>	<b>59%</b>
City growth management	<b>56%</b>	<b>64%</b>	<b>51%</b>	<b>52%</b>	<b>58%</b>	<b>64%</b>	<b>57%</b>	<b>54%</b>	<b>53%</b>	<b>60%</b>
Encouraging a diverse supply of housing options at different price points	<b>42%</b>	<b>43%</b>	<b>41%</b>	<b>41%</b>	<b>42%</b>	<b>45%</b>	<b>38%</b>	<b>43%</b>	<b>43%</b>	<b>41%</b>

\* Small base size (<100), interpret with caution.

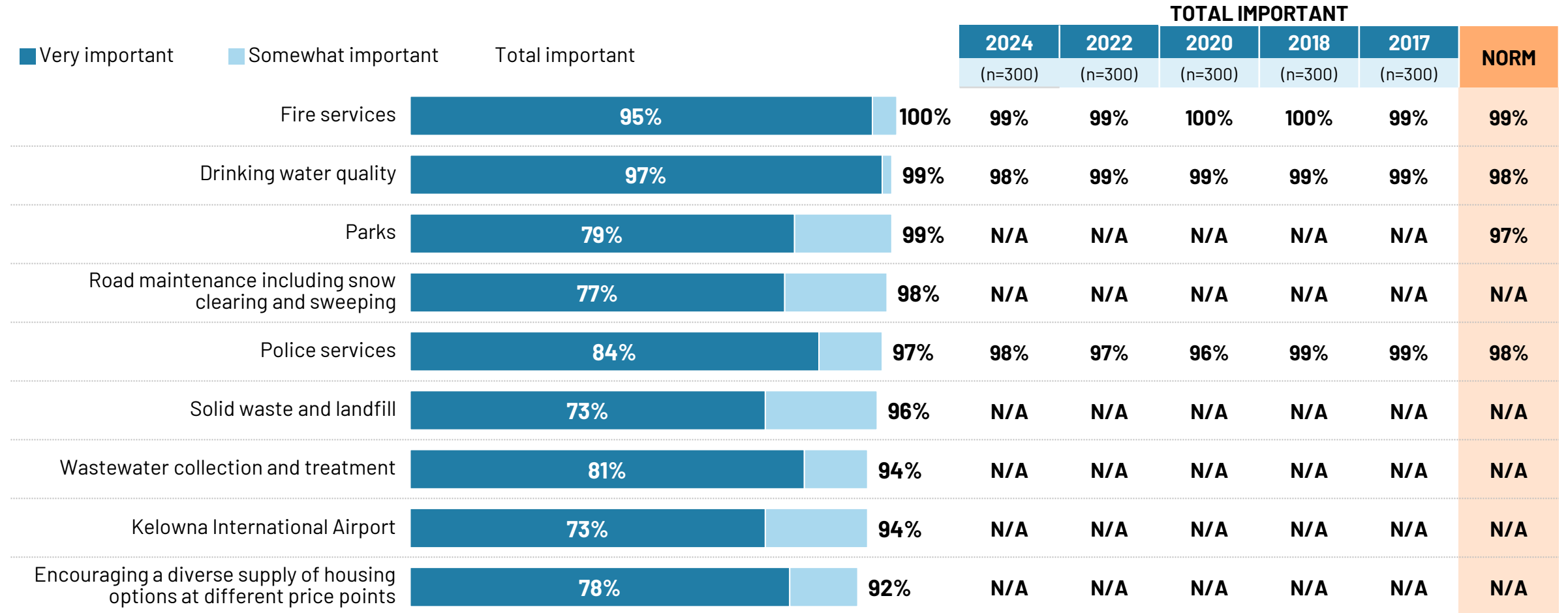
Base: All respondents (n=300)

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

# Importance of Specific City Services

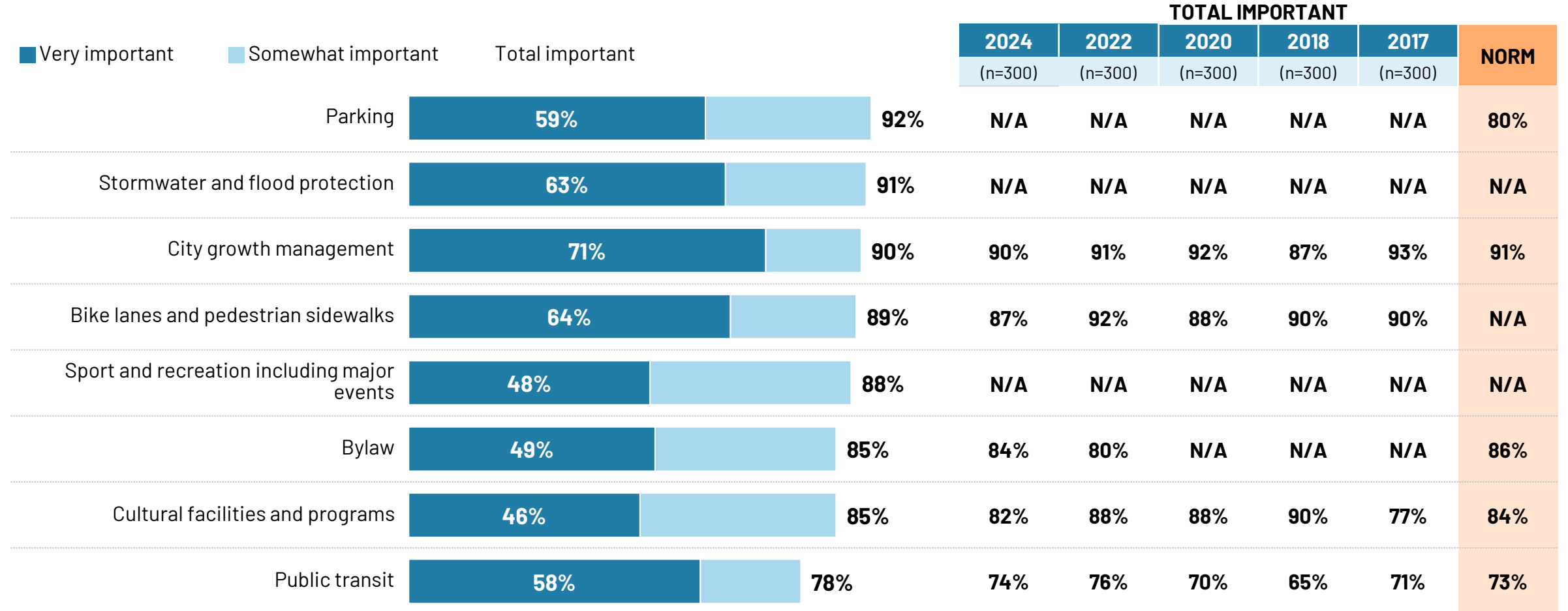
- All the evaluated services are important to citizens.
- The overall most important service is **fire services**, with 100% of citizens saying this is important, including 95% saying 'very important'.
- Other highly important (90% or more combined 'very/somewhat important' responses) services are listed below, many of which also receive strong 'very important' ratings:
  - **Drinking water quality** (99%)
  - **Parks** (99%)
  - **Road maintenance including snow clearing and sweeping** (98%)
  - **Police services** (97%)
  - **Solid waste and landfill** (96%)
  - **Wastewater collection and treatment** (94%)
  - **Kelowna International Airport** (94%)
  - **Encouraging a diverse supply of housing options at different price points** (92%)
  - **Parking** (92%)
  - **Stormwater and flood protection** (91%)
  - **City growth management** (90%)
- Services that are important to more than 80% of citizens include:
  - **Bike lanes and pedestrian sidewalks** (89%)
  - **Sport and recreation including major events** (88%)
  - **Bylaw** (85%)
  - **Cultural facilities and programs** (85%)
- The overall lowest scoring service is **public transit**, with 78% of citizens saying this is important.
- As with satisfaction, comparisons of importance to past surveys are limited due to updates in this year's service list. However, for services where tracking exists, there have been no significant shifts in their importance since 2024.
- Compared to the municipal norm, Kelowna residents attach more importance to **parking** (92% Kelowna versus 80% norm).

# Importance of Specific City Services (1/2)



The list of services was updated in 2026; tracking and norms have been included where possible.  
 Base: All respondents (n=300)  
 Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

# Importance of Specific City Services (2/2)



The list of services was updated in 2026; tracking and norms have been included where possible.  
 Base: All respondents (n=300)  
 Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

▲ Significantly higher/  
▼ lower than 2024.



# Importance of Specific City Services by Gender, Age, Neighbourhood (1/2)

- The importance of specific services is largely consistent across demographic group, with exceptions highlighted in the following tables. For example, younger residents (18-34 years) attach greater significance to encouraging a diverse supply of housing options at different price points and public transit (see next page).

TOTAL IMPORTANT										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Fire services	<b>100%</b>	<b>99%</b>	<b>100%</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Drinking water quality	<b>99%</b>	<b>98%</b>	<b>100%</b>	<b>99%</b>	<b>99%</b>	<b>99%</b>	<b>99%</b>	<b>99%</b>	<b>100%</b>	<b>99%</b>
Parks	<b>99%</b>	<b>99%</b>	<b>99%</b>	<b>100%</b>	<b>98%</b>	<b>100%</b>	<b>100%</b>	<b>98%</b>	<b>100%</b>	<b>100%</b>
Road maintenance including snow clearing and sweeping	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>96%</b>	<b>99%</b>	<b>98%</b>	<b>98%</b>	<b>96%</b>	<b>98%</b>	<b>98%</b>
Police services	<b>97%</b>	<b>96%</b>	<b>98%</b>	<b>93%</b>	<b>98%</b>	<b>100%</b>	<b>99%</b>	<b>99%</b>	<b>97%</b>	<b>96%</b>
Solid waste and landfill	<b>96%</b>	<b>96%</b>	<b>96%</b>	<b>96%</b>	<b>92%</b>	<b>98%</b>	<b>98%</b>	<b>93%</b>	<b>95%</b>	<b>96%</b>
Wastewater collection and treatment	<b>94%</b>	<b>96%</b>	<b>93%</b>	<b>95%</b>	<b>87%</b>	<b>99%</b>	<b>97%</b>	<b>92%</b>	<b>90%</b>	<b>96%</b>
Kelowna International Airport	<b>94%</b>	<b>92%</b>	<b>95%</b>	<b>91%</b>	<b>96%</b>	<b>94%</b>	<b>95%</b>	<b>94%</b>	<b>97%</b>	<b>90%</b>
Encouraging a diverse supply of housing options at different price points	<b>92%</b>	<b>89%</b>	<b>95%</b>	<b>98%</b>	<b>90%</b>	<b>89%</b>	<b>90%</b>	<b>91%</b>	<b>94%</b>	<b>93%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

# Importance of Specific City Services by Gender, Age, Neighbourhood (2/2)

- Residents of North Kelowna are *less* likely to prioritize stormwater and flood protection.
- City growth management is more important to residents of South West Kelowna.
- Bike lanes and pedestrian sidewalks are more important to residents of Central Kelowna.

TOTAL IMPORTANTANT										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Parking	<b>92%</b>	<b>92%</b>	<b>92%</b>	<b>89%</b>	<b>93%</b>	<b>94%</b>	<b>93%</b>	<b>90%</b>	<b>93%</b>	<b>93%</b>
Stormwater and flood protection	<b>91%</b>	<b>90%</b>	<b>92%</b>	<b>87%</b>	<b>92%</b>	<b>93%</b>	<b>94%</b>	<b>93%</b>	<b>83%</b>	<b>91%</b>
City growth management	<b>90%</b>	<b>93%</b>	<b>87%</b>	<b>89%</b>	<b>87%</b>	<b>93%</b>	<b>97%</b>	<b>89%</b>	<b>87%</b>	<b>87%</b>
Bike lanes and pedestrian sidewalks	<b>89%</b>	<b>85%</b>	<b>93%</b>	<b>90%</b>	<b>92%</b>	<b>86%</b>	<b>88%</b>	<b>95%</b>	<b>83%</b>	<b>87%</b>
Sport and recreation including major events	<b>88%</b>	<b>89%</b>	<b>89%</b>	<b>87%</b>	<b>89%</b>	<b>89%</b>	<b>90%</b>	<b>89%</b>	<b>93%</b>	<b>83%</b>
Bylaw	<b>85%</b>	<b>82%</b>	<b>87%</b>	<b>85%</b>	<b>79%</b>	<b>89%</b>	<b>87%</b>	<b>83%</b>	<b>81%</b>	<b>86%</b>
Cultural facilities and programs	<b>85%</b>	<b>81%</b>	<b>89%</b>	<b>90%</b>	<b>83%</b>	<b>82%</b>	<b>85%</b>	<b>88%</b>	<b>86%</b>	<b>81%</b>
Public transit	<b>78%</b>	<b>77%</b>	<b>78%</b>	<b>90%</b>	<b>79%</b>	<b>68%</b>	<b>77%</b>	<b>79%</b>	<b>78%</b>	<b>77%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

# Importance of Specific City Services by Length of Residency, Household Composition, Household Income, Housing Tenure <sup>(1/2)</sup>

- Encouraging a diverse supply of housing options at different price points is more important to those who have lived in Kelowna for 15 years or less and renters.

TOTAL IMPORTANT										
Base:	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
	300	115	185	77*	222	61*	80*	139*	197	95*
Fire services	100%	99%	100%	100%	100%	100%	99%	100%	100%	99%
Drinking water quality	99%	99%	99%	100%	99%	100%	100%	98%	100%	98%
Parks	99%	100%	99%	100%	99%	99%	99%	100%	100%	98%
Road maintenance including snow clearing and sweeping	98%	97%	98%	97%	98%	94%	100%	98%	99%	96%
Police services	97%	99%	96%	95%	98%	96%	99%	97%	98%	98%
Solid waste and landfill	96%	96%	96%	91%	97%	95%	95%	96%	96%	96%
Wastewater collection and treatment	94%	95%	94%	88%	97%	97%	98%	91%	95%	93%
Kelowna International Airport	94%	96%	92%	97%	93%	91%	91%	97%	94%	94%
Encouraging a diverse supply of housing options at different price points	92%	96%	89%	93%	92%	95%	95%	89%	89%	98%

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

# Importance of Specific City Services by Length of Residency, Household Composition, Household Income, Housing Tenure (2/2)

- Sport and recreation including major events is more important to those living in households with children under the age of 18.
- Those who have lived in Kelowna for 15 years or less are more likely to emphasize cultural facilities and programs as well as public transit. Public transit is also more important to those with household incomes of <\$60K and renters.

TOTAL IMPORTANT										
Base:	TOTAL 300	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less 115	More than 15 years 185	With Children 77*	Without Children 222	<\$60K 61*	\$60K-<\$100K 80*	\$100K+ 139	Own 197	Rent 95*
Parking	<b>92%</b>	<b>92%</b>	<b>92%</b>	<b>95%</b>	<b>91%</b>	<b>91%</b>	<b>93%</b>	<b>92%</b>	<b>91%</b>	<b>94%</b>
Stormwater and flood protection	<b>91%</b>	<b>89%</b>	<b>92%</b>	<b>91%</b>	<b>91%</b>	<b>93%</b>	<b>92%</b>	<b>91%</b>	<b>93%</b>	<b>88%</b>
City growth management	<b>90%</b>	<b>86%</b>	<b>93%</b>	<b>84%</b>	<b>92%</b>	<b>90%</b>	<b>92%</b>	<b>88%</b>	<b>92%</b>	<b>87%</b>
Bike lanes and pedestrian sidewalks	<b>89%</b>	<b>93%</b>	<b>87%</b>	<b>90%</b>	<b>88%</b>	<b>94%</b>	<b>88%</b>	<b>87%</b>	<b>88%</b>	<b>91%</b>
Sport and recreation including major events	<b>88%</b>	<b>91%</b>	<b>86%</b>	<b>96%</b>	<b>86%</b>	<b>92%</b>	<b>85%</b>	<b>89%</b>	<b>90%</b>	<b>87%</b>
Bylaw	<b>85%</b>	<b>82%</b>	<b>86%</b>	<b>79%</b>	<b>87%</b>	<b>82%</b>	<b>84%</b>	<b>89%</b>	<b>88%</b>	<b>82%</b>
Cultural facilities and programs	<b>85%</b>	<b>91%</b>	<b>80%</b>	<b>82%</b>	<b>86%</b>	<b>90%</b>	<b>83%</b>	<b>84%</b>	<b>84%</b>	<b>87%</b>
Public transit	<b>78%</b>	<b>85%</b>	<b>73%</b>	<b>75%</b>	<b>79%</b>	<b>89%</b>	<b>82%</b>	<b>70%</b>	<b>71%</b>	<b>88%</b>

\* Small base size (<100), interpret with caution.  
Base: All respondents (n=300)

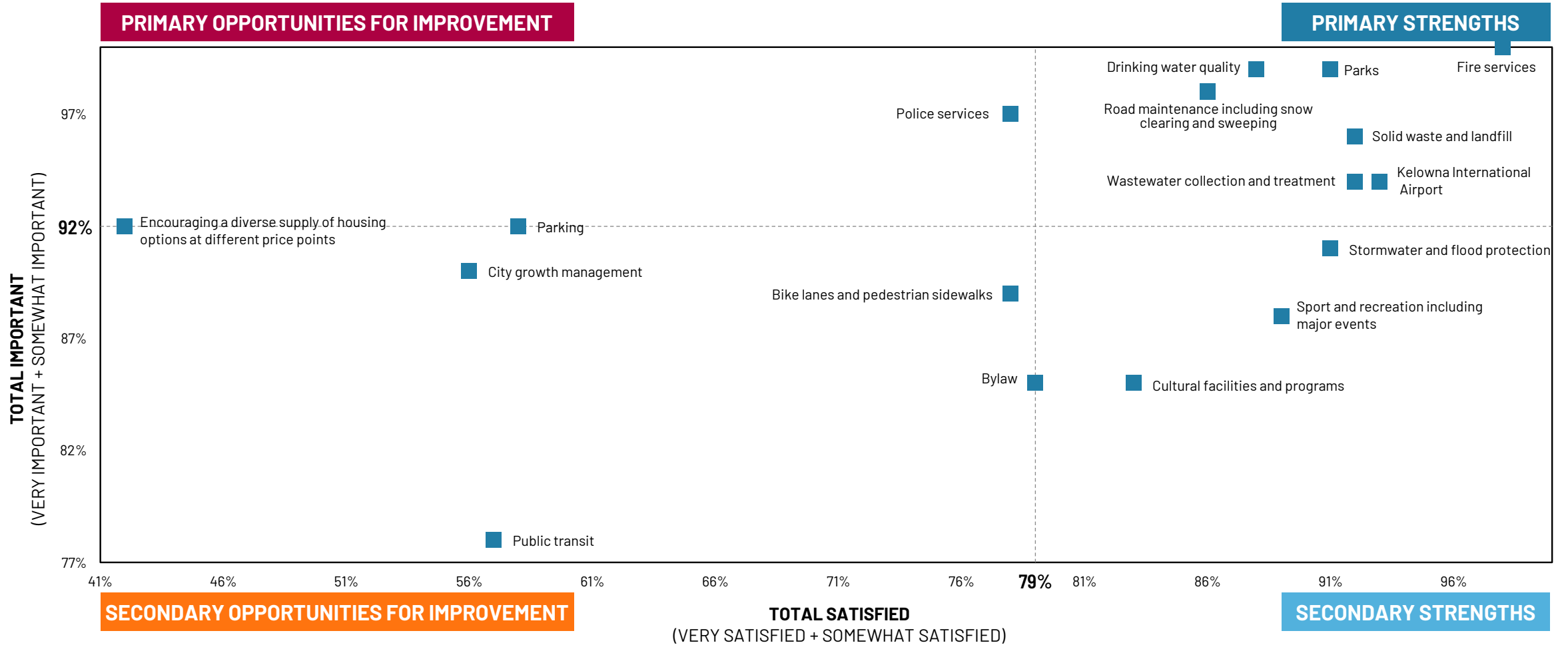
Q7. How important is ... to you personally? (Scale: very important, somewhat important, not very important, not at all important)

# Action Grid

An Importance versus Satisfaction **Action Grid** was plotted to better understand the City's perceived strengths and opportunities for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area. Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and opportunity.

- **Primary Strengths** represent services where both importance and satisfaction are relatively high. Seven services fall into this category this year:
  - **Fire services**
  - **Kelowna International Airport**
  - **Solid waste and landfill**
  - **Wastewater collection and treatment**
  - **Parks**
  - **Drinking water quality**
  - **Road maintenance including snow clearing and sweeping**
- **Secondary Strengths** represent services that have relatively high satisfaction scores but lower importance ratings. The City has three Secondary Strengths this year, including:
  - **Stormwater and flood protection**
  - **Sport and recreation including major events**
  - **Cultural facilities and programs**
- **Primary Opportunities for Improvement** represent key areas for improvement. These areas are regarded as relatively high in importance but lower in satisfaction. This year only one service falls into this category, and that is **police services**.
- **Secondary Opportunities for Improvement** are services that are rated relatively lower in both importance and satisfaction. These include:
  - **Bike lanes and pedestrian sidewalks**
  - **Public transit**
  - **City growth management**
- Additionally, **parking** and **encouraging a diverse supply of housing at different price points** are also identified as opportunities for improvement but sit on the border of being a primary versus secondary opportunity.
- The remaining service, **bylaw**, neither stands out as a particular strength nor opportunity for improvement but treads the line between being a secondary strength and secondary opportunity for improvement.

# Action Grid



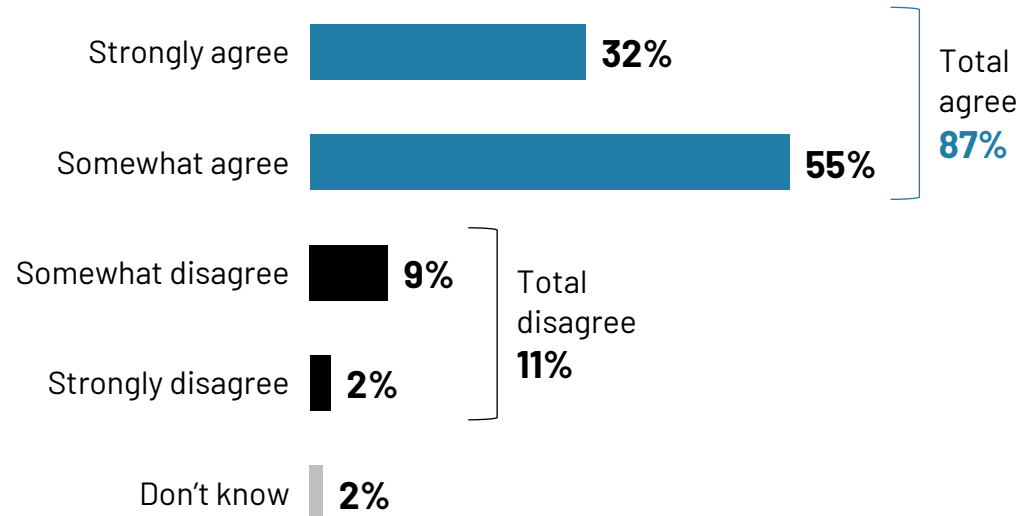
Base: All respondents (n=300)  
 Q7. How important is ... to you personally?  
 Q8. And now how satisfied are you with ...?

# CITY INCLUSIVENESS AND ACCEPTANCE

3.5

# City Inclusiveness and Acceptance

- Perceptions of City inclusiveness and acceptance remain highly positive.
- In total, 87% of citizens agree (32% 'strongly', 55% 'somewhat') that the City of Kelowna municipal government fosters a city that is inclusive and accepting of all through its services and programs.
- This year's results are on par with 2024.



Residents who are 18-34 years of age are less likely to 'strongly agree' that the City is inclusive and accepting of all (20% versus 37% of 35+ years).

	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)
Total agree	90%	89%	80%	89%	87%
Strongly agree	37%	32%	26%	33%	32%

Question was added to the survey in 2018; cannot be tracked to 2017.  
 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. Do you (READ LIST)?

▲ ▼ Significantly higher/  
lower than 2024.

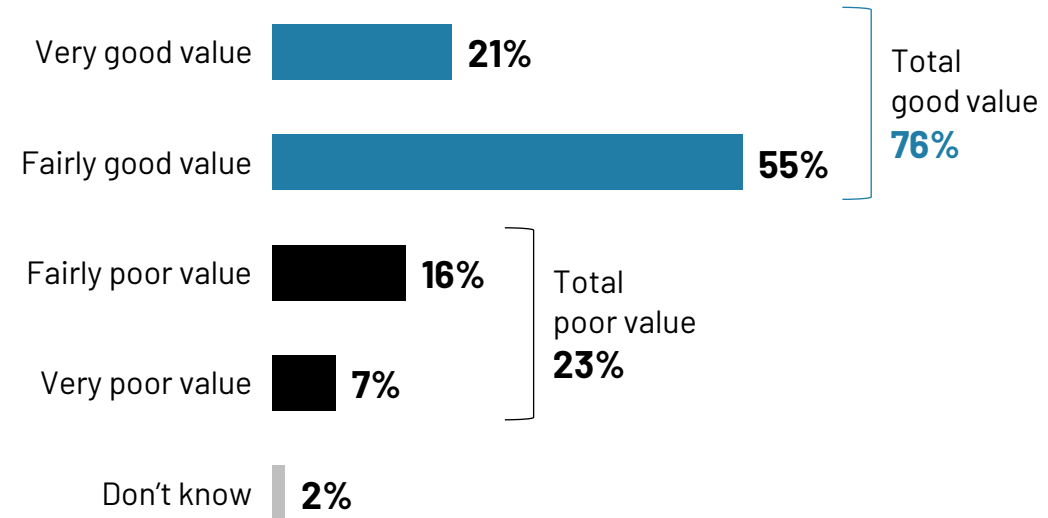


# FINANCIAL PLANNING

# 3.6

# Value for Taxes

- The majority (76%) of citizens say they receive good value for their municipal taxes, including 21% saying 'very good value' and 55% saying 'fairly good value'.
- Although the overall perception of tax value (total good) had been on a downward trend since 2022, this year's results show a reversal. Note this is a directional (not statistically significant) improvement only.
- Perceptions of value for taxes in Kelowna are similar to the municipal norm.



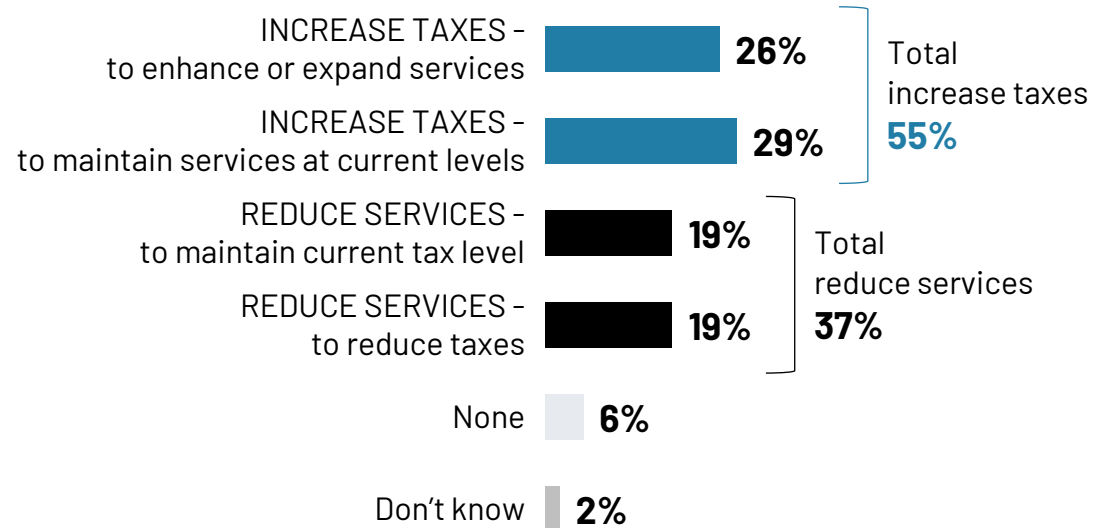
**Total good value** is higher among those living in households without children under the age of 18 (79% versus 68% of those with children at home).

	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)	NORM
Total good value	84%	79%	79%	75%	73%	76%	76%
Very good value	18%	16%	17%	19%	19%	21%	18%

Base: All respondents (n=300)  
 Q9. Your property tax dollars are divided between the City and the Province, with approximately 60% 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? Would you say (READ LIST)?

# Balancing Taxation and Service Delivery Levels

- Overall, citizens say they would prefer the City to increase taxes (55%) rather than reduce services (37%).
- This preference for tax increases over service reductions has been consistently maintained throughout all years of tracking. Although there was a slight dip in 2024, the preference has now returned to a majority stance.
- Attitudes towards balancing taxation and service delivery levels in Kelowna are similar to the municipal norm.



Total increase taxes is higher among residents of Central Kelowna (64% versus 43% of East Central Kelowna/ East Kelowna, 51% of North Kelowna, 61% of South West Kelowna).

Men are more likely than women to opt for a **reduction in services** (46% versus 30%).

	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)	NORM
Total increase taxes	62%	55%	53%	53%	49%	55%	48%
Total reduce services	30%	33%	37%	36%	37%	37%	39%

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?

▲ Significantly higher/  
▼ lower than 2024.

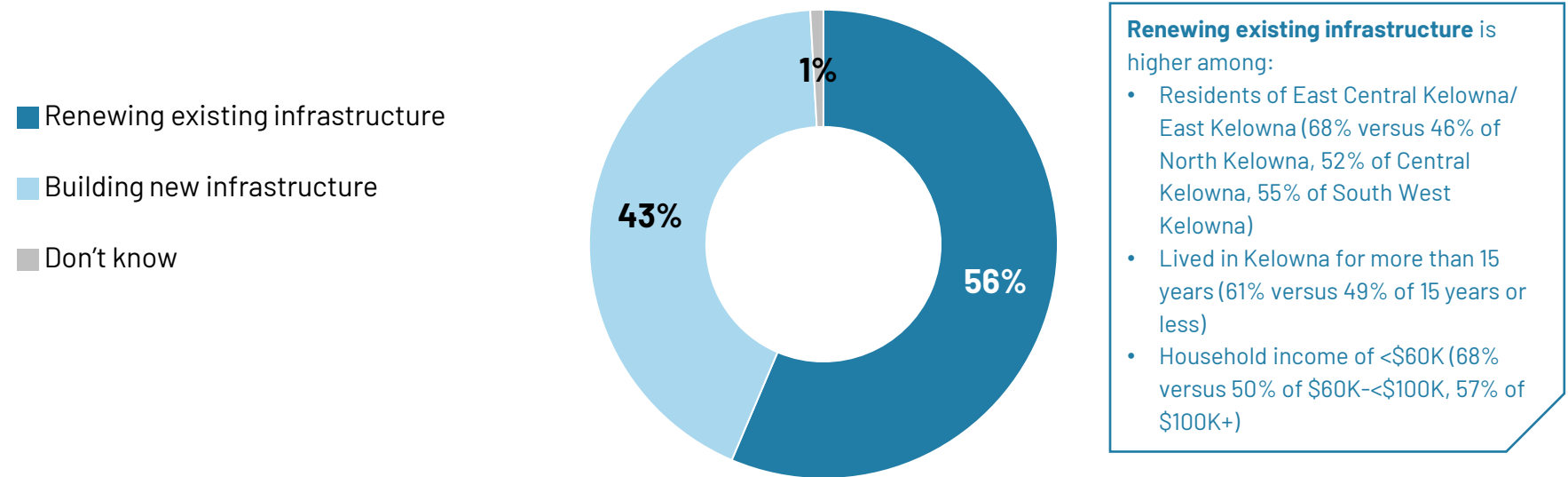


# PRIORITY SETTING

# 3.7

# Renewing versus Building Infrastructure

- A slight majority (56%) of citizens say they would prefer that the City invest in renewing existing infrastructure compared to 43% saying the focus should be on building new infrastructure.
- This year's results align with those of 2024.



	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	2024 (n=300)	2026 (n=300)
Renewing existing infrastructure	56%	58%	64%	55%	53%	56%
Building new infrastructure	41%	40%	34%	41%	43%	43%

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 2027?

# Priorities for Investment Over the Next Four Years

(Paired Choice Analysis)

- While questions around local issues and municipal services provide some insight into citizens' priorities, Paired Choice Analysis provides a more refined appreciation for the priority that citizens place on a given set of items.
- This analysis takes residents through an exercise where they are presented with a series of paired items and asked to choose which one they think should be the greater priority for City investment over the next four years. The analytic output then shows how often each item is chosen when compared against the others (indicated by % Win).
- For the City's 2026 Citizen Survey, a total of 18 items were considered, resulting in a total of 153 possible combinations. Each respondent was randomly presented with 9 different pairs, with controls in place to ensure that all respondents saw all 18 items and that each item was asked an equal number of times.



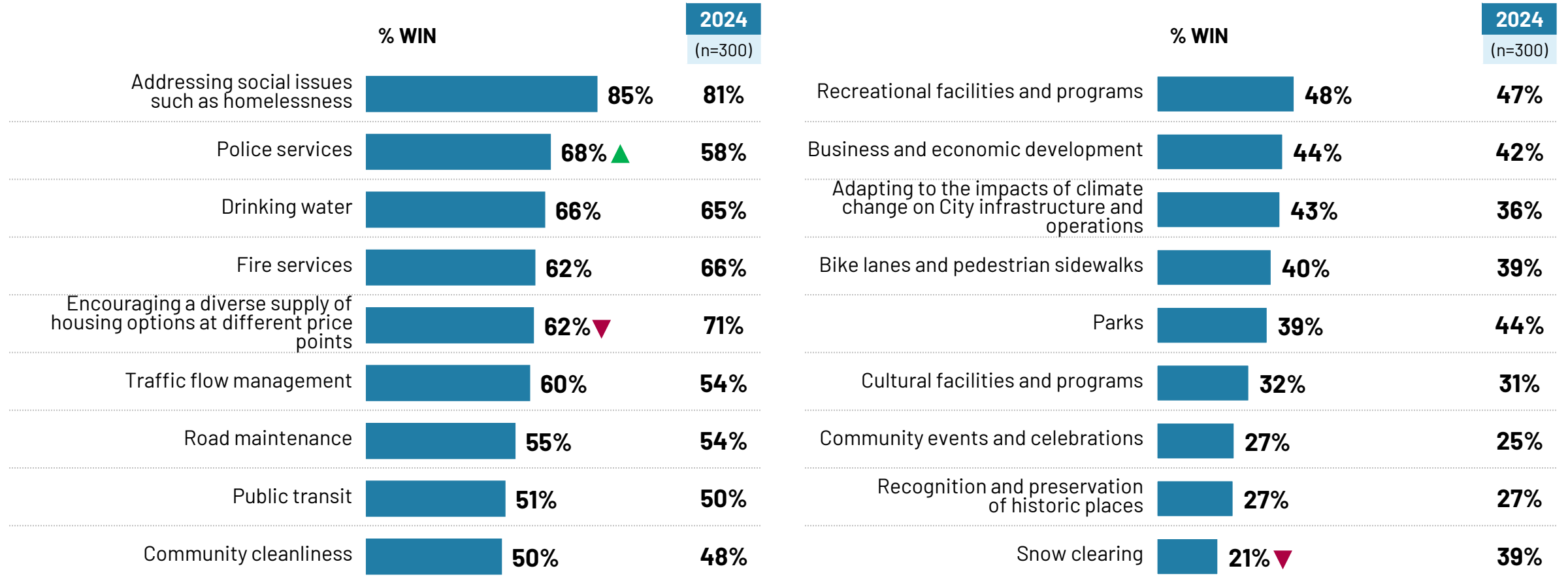
# Priorities for Investment Over the Next Four Years

(Paired Choice Analysis)

- Citizens prioritize **addressing social issues such as homelessness** as the top investment focus for the City over the next four years, selected 85% of the time when presented alongside other priorities. This preference aligns with the broader context in which social issues, particularly poverty and homelessness, are perceived as the most important issue facing the community.
- The next most important priorities for investment (selected at least 60% of the time) are:
  - **Police services** (68%, up 10 percentage points from 2024 when it ranked fifth overall)
  - **Drinking water** (66%)
  - **Fire services** (62%)
  - **Encouraging a diverse supply of housing options at different price points** (62%, down 9 percentage points from 2024 when it ranked second overall)
  - **Traffic flow management** (60%)
- Relatively less emphasis is placed on **road maintenance** (55%), **public transit** (51%), and **community cleanliness** (50%), although these are still selected at least half of the time when presented alongside other priorities.
- Priorities that are selected only a minority of the time are:
  - **Recreational facilities and programs** (48%)
  - **Business and economic development** (44%)
  - **Adapting to the impacts of climate change on City infrastructure and operations** (43%)
  - **Bike lanes and pedestrian sidewalks** (40%)
  - **Parks** (39%)
  - **Cultural facilities and programs** (32%)
  - **Community events and celebrations** (27%)
  - **Recognition and preservation of historic places** (27%)
  - **Snow clearing** (21%, down 18 percentage points from 2024)

# Priorities for Investment Over the Next Four Years

(Paired Choice Analysis)



Tracking to years prior to 2024 is unavailable due to differences in question/item wording.

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. The first pair of priorities is ....

# Priorities for Investment Over the Next Four Years by Gender, Age, Neighbourhood (1/2)

- Residents of South West Kelowna are more likely to prioritize investment in addressing social issues such as homelessness and police services.
- Police services are also more likely to be selected by those who are 55+ years of age.

% WIN										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Addressing social issues such as homelessness	<b>85%</b>	<b>84%</b>	<b>86%</b>	<b>88%</b>	<b>79%</b>	<b>87%</b>	<b>91%</b>	<b>87%</b>	<b>79%</b>	<b>82%</b>
Police services	<b>68%</b>	<b>70%</b>	<b>66%</b>	<b>47%</b>	<b>68%</b>	<b>82%</b>	<b>78%</b>	<b>62%</b>	<b>64%</b>	<b>67%</b>
Drinking water	<b>66%</b>	<b>66%</b>	<b>65%</b>	<b>63%</b>	<b>66%</b>	<b>68%</b>	<b>61%</b>	<b>62%</b>	<b>72%</b>	<b>70%</b>
Fire services	<b>62%</b>	<b>55%</b>	<b>69%</b>	<b>55%</b>	<b>70%</b>	<b>62%</b>	<b>60%</b>	<b>61%</b>	<b>68%</b>	<b>62%</b>
Encouraging a diverse supply of housing options at different price points	<b>62%</b>	<b>60%</b>	<b>63%</b>	<b>71%</b>	<b>63%</b>	<b>55%</b>	<b>66%</b>	<b>61%</b>	<b>65%</b>	<b>57%</b>
Traffic flow management	<b>60%</b>	<b>56%</b>	<b>65%</b>	<b>55%</b>	<b>68%</b>	<b>59%</b>	<b>56%</b>	<b>62%</b>	<b>63%</b>	<b>62%</b>
Road maintenance	<b>55%</b>	<b>58%</b>	<b>53%</b>	<b>56%</b>	<b>51%</b>	<b>57%</b>	<b>55%</b>	<b>49%</b>	<b>53%</b>	<b>61%</b>
Public transit	<b>51%</b>	<b>45%</b>	<b>57%</b>	<b>63%</b>	<b>51%</b>	<b>44%</b>	<b>50%</b>	<b>56%</b>	<b>43%</b>	<b>53%</b>
Community cleanliness	<b>50%</b>	<b>55%</b>	<b>45%</b>	<b>60%</b>	<b>43%</b>	<b>48%</b>	<b>44%</b>	<b>44%</b>	<b>59%</b>	<b>55%</b>

\* Small base size (<100), interpret with caution.

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. The first pair of priorities is ....

# Priorities for Investment Over the Next Four Years by Gender, Age, Neighbourhood (2/2)

- Residents of North Kelowna are more likely to prioritize recreational facilities and programs. Conversely, those in Central Kelowna place greater emphasis on bike lanes and pedestrian sidewalk, while those in East Central Kelowna/East Kelowna have a stronger preference for recognition and preservation of historic places.

% WIN										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Recreational facilities and programs	<b>48%</b>	<b>47%</b>	<b>48%</b>	<b>44%</b>	<b>50%</b>	<b>50%</b>	<b>49%</b>	<b>48%</b>	<b>63%</b>	<b>39%</b>
Business and economic development	<b>44%</b>	<b>52%</b>	<b>38%</b>	<b>46%</b>	<b>45%</b>	<b>42%</b>	<b>41%</b>	<b>50%</b>	<b>54%</b>	<b>36%</b>
Adapting to the impacts of climate change on City infrastructure and operations	<b>43%</b>	<b>41%</b>	<b>45%</b>	<b>40%</b>	<b>40%</b>	<b>48%</b>	<b>48%</b>	<b>38%</b>	<b>38%</b>	<b>47%</b>
Bike lanes and pedestrian sidewalks	<b>40%</b>	<b>42%</b>	<b>38%</b>	<b>44%</b>	<b>47%</b>	<b>32%</b>	<b>42%</b>	<b>52%</b>	<b>34%</b>	<b>32%</b>
Parks	<b>39%</b>	<b>39%</b>	<b>39%</b>	<b>31%</b>	<b>31%</b>	<b>49%</b>	<b>39%</b>	<b>40%</b>	<b>33%</b>	<b>41%</b>
Cultural facilities and programs	<b>32%</b>	<b>32%</b>	<b>32%</b>	<b>36%</b>	<b>38%</b>	<b>26%</b>	<b>30%</b>	<b>36%</b>	<b>35%</b>	<b>30%</b>
Community events and celebrations	<b>27%</b>	<b>28%</b>	<b>27%</b>	<b>31%</b>	<b>27%</b>	<b>24%</b>	<b>34%</b>	<b>23%</b>	<b>23%</b>	<b>28%</b>
Recognition and preservation of historic places	<b>27%</b>	<b>28%</b>	<b>26%</b>	<b>34%</b>	<b>27%</b>	<b>22%</b>	<b>21%</b>	<b>25%</b>	<b>19%</b>	<b>39%</b>
Snow clearing	<b>21%</b>	<b>21%</b>	<b>22%</b>	<b>18%</b>	<b>21%</b>	<b>24%</b>	<b>21%</b>	<b>21%</b>	<b>17%</b>	<b>25%</b>

\* Small base size (<100), interpret with caution.

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. The first pair of priorities is ....

# Priorities for Investment Over the Next Four Years by Length of Residency, Household Composition, Household Income, Housing Tenure

(1/2)

- Addressing social issues such as homelessness is more likely to be selected by those without children under the age of 18 living at home.
- Police services are more likely to be prioritized by those who have lived in Kelowna for more than 15 years and homeowners.

% WIN										
	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Addressing social issues such as homelessness	<b>85%</b>	<b>84%</b>	<b>85%</b>	<b>77%</b>	<b>88%</b>	<b>86%</b>	<b>85%</b>	<b>86%</b>	<b>84%</b>	<b>87%</b>
Police services	<b>68%</b>	<b>60%</b>	<b>73%</b>	<b>63%</b>	<b>70%</b>	<b>68%</b>	<b>60%</b>	<b>72%</b>	<b>75%</b>	<b>56%</b>
Drinking water	<b>66%</b>	<b>66%</b>	<b>66%</b>	<b>64%</b>	<b>67%</b>	<b>74%</b>	<b>64%</b>	<b>63%</b>	<b>68%</b>	<b>63%</b>
Fire services	<b>62%</b>	<b>59%</b>	<b>65%</b>	<b>64%</b>	<b>62%</b>	<b>66%</b>	<b>60%</b>	<b>64%</b>	<b>62%</b>	<b>63%</b>
Encouraging a diverse supply of housing options at different price points	<b>62%</b>	<b>66%</b>	<b>59%</b>	<b>68%</b>	<b>60%</b>	<b>54%</b>	<b>63%</b>	<b>67%</b>	<b>63%</b>	<b>59%</b>
Traffic flow management	<b>60%</b>	<b>55%</b>	<b>64%</b>	<b>74%</b>	<b>56%</b>	<b>52%</b>	<b>60%</b>	<b>63%</b>	<b>62%</b>	<b>58%</b>
Road maintenance	<b>55%</b>	<b>50%</b>	<b>58%</b>	<b>60%</b>	<b>54%</b>	<b>57%</b>	<b>59%</b>	<b>52%</b>	<b>53%</b>	<b>61%</b>
Public transit	<b>51%</b>	<b>54%</b>	<b>49%</b>	<b>49%</b>	<b>52%</b>	<b>60%</b>	<b>48%</b>	<b>51%</b>	<b>48%</b>	<b>58%</b>
Community cleanliness	<b>50%</b>	<b>49%</b>	<b>51%</b>	<b>46%</b>	<b>51%</b>	<b>51%</b>	<b>58%</b>	<b>46%</b>	<b>49%</b>	<b>51%</b>

\* Small base size (<100), interpret with caution.

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. The first pair of priorities is ....

# Priorities for Investment Over the Next Four Years by Length of Residency, Household Composition, Household Income, Housing Tenure (2/2)

- Business and economic development is more of a priority for those who have lived in Kelowna for 15 years or less.

% WIN										
	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Recreational facilities and programs	<b>48%</b>	<b>50%</b>	<b>47%</b>	<b>52%</b>	<b>46%</b>	<b>41%</b>	<b>41%</b>	<b>53%</b>	<b>50%</b>	<b>44%</b>
Business and economic development	<b>44%</b>	<b>54%</b>	<b>38%</b>	<b>40%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>	<b>43%</b>	<b>47%</b>
Adapting to the impacts of climate change on City infrastructure and operations	<b>43%</b>	<b>46%</b>	<b>41%</b>	<b>37%</b>	<b>45%</b>	<b>44%</b>	<b>50%</b>	<b>40%</b>	<b>43%</b>	<b>44%</b>
Bike lanes and pedestrian sidewalks	<b>40%</b>	<b>43%</b>	<b>38%</b>	<b>41%</b>	<b>40%</b>	<b>28%</b>	<b>41%</b>	<b>45%</b>	<b>38%</b>	<b>44%</b>
Parks	<b>39%</b>	<b>35%</b>	<b>41%</b>	<b>33%</b>	<b>41%</b>	<b>33%</b>	<b>38%</b>	<b>40%</b>	<b>41%</b>	<b>36%</b>
Cultural facilities and programs	<b>32%</b>	<b>38%</b>	<b>29%</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>	<b>33%</b>	<b>32%</b>	<b>31%</b>
Community events and celebrations	<b>27%</b>	<b>24%</b>	<b>29%</b>	<b>34%</b>	<b>25%</b>	<b>27%</b>	<b>22%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>
Recognition and preservation of historic places	<b>27%</b>	<b>30%</b>	<b>25%</b>	<b>30%</b>	<b>25%</b>	<b>30%</b>	<b>31%</b>	<b>23%</b>	<b>23%</b>	<b>33%</b>
Snow clearing	<b>21%</b>	<b>19%</b>	<b>23%</b>	<b>16%</b>	<b>23%</b>	<b>23%</b>	<b>23%</b>	<b>21%</b>	<b>23%</b>	<b>20%</b>

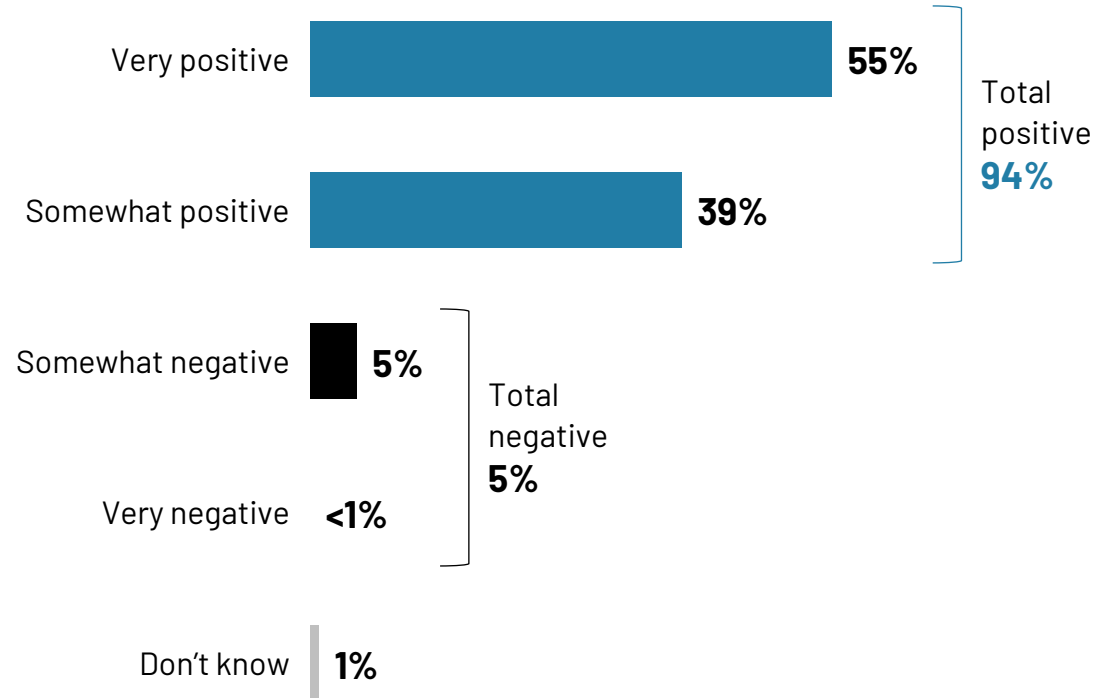
\* Small base size (<100), interpret with caution.

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. The first pair of priorities is ....

# Impact of Hosting Major Events on the Community

- Hosting major events in Kelowna is overwhelmingly perceived as beneficial to the community, with 94% of citizens saying these have had a positive impact overall.
- Notably, this includes over half (55%) describing the impact as 'very positive'. Another 39% say it has been 'somewhat positive'.



**Total positive** is lower among residents of East Central Kelowna/East Kelowna (88% versus 98% of Central Kelowna, 97% of North Kelowna, 94% of South West Kelowna).

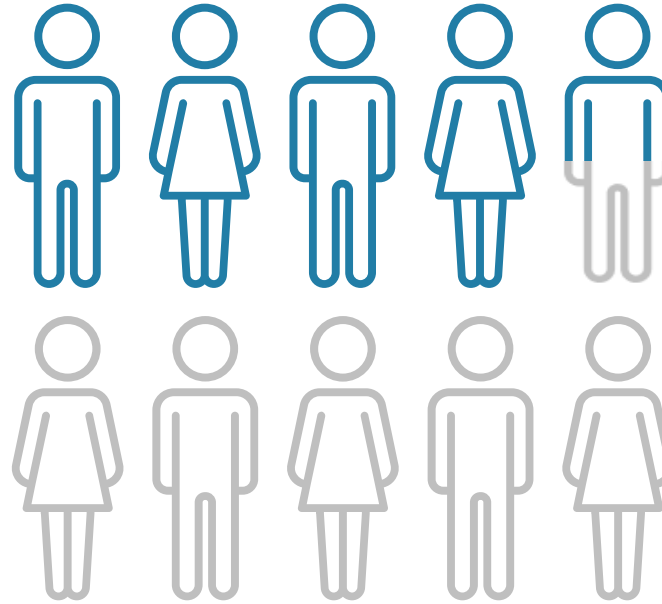
Base: All respondents (n=300)  
 Q13b. The City has worked to bring several major events to Kelowna like the Brier, Canadian Country Music Awards, the upcoming Memorial Cup, BC Lions games and the Canadian Special Olympics. Overall, how would you describe the impact of hosting these types of events on the community? Would you say (READ LIST)?

# CUSTOMER SERVICE

# 3.8

# Claimed Contact with City in Last 12 Months

- More than four-in-ten (44%) citizens say they have personally contacted or dealt with the City or one of its employees in the last 12 months.
- This is an increase of 9 percentage points from 2024.
- The incidence of citizen contact in Kelowna is on par with the municipal norm.



44%  
% Yes

Homeowners are more likely than renters to say they have **contacted or dealt** with the City in the last 12 months (53% versus 30%).

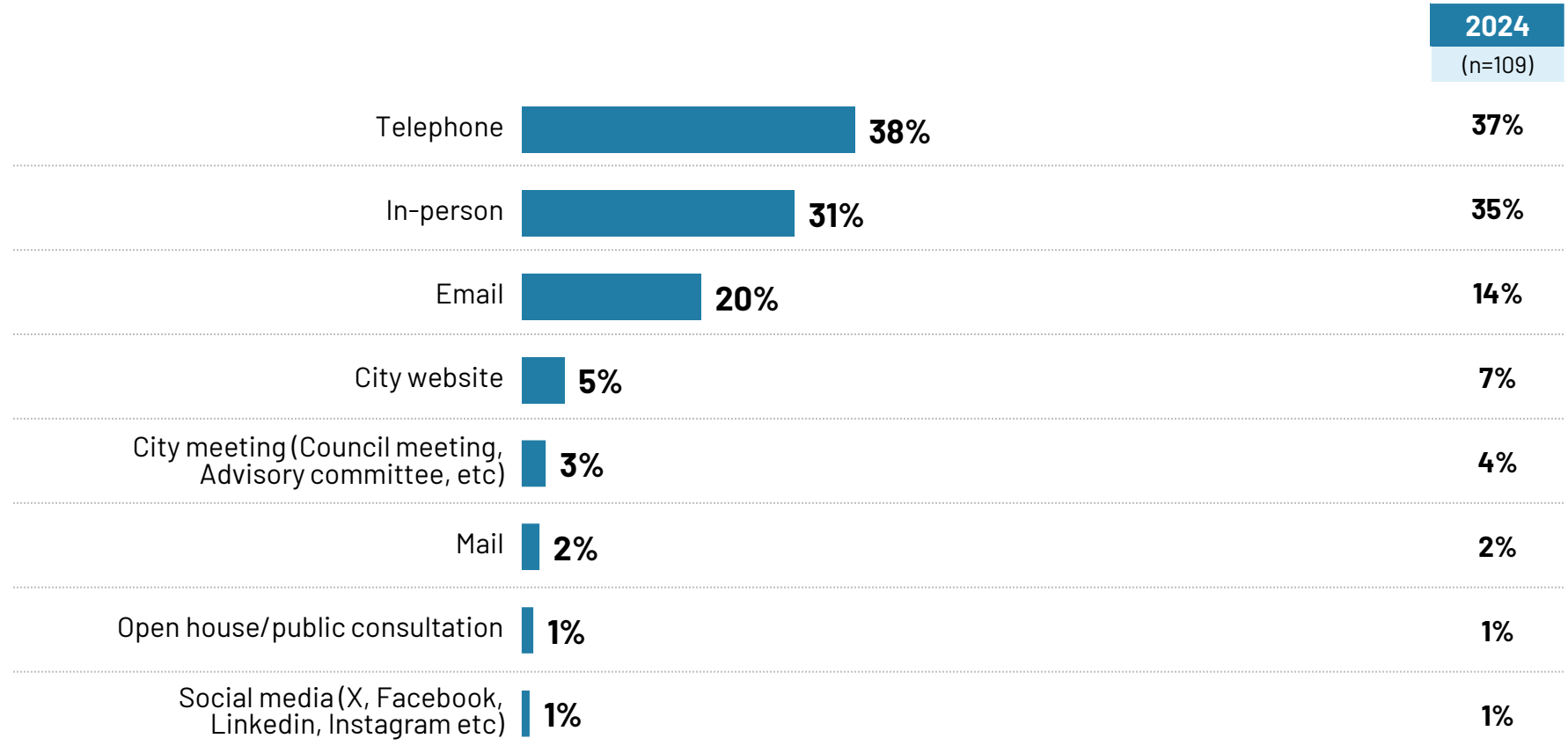
	2017	2018	2020	2022	2024	2026	NORM
	(n=300)	(n=300)	(n=300)	(n=300)	(n=300)	(n=300)	
% Yes	50%	49%	43%	38%	35%	44%▲	41%

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?

# Contact Method

(among those saying they contacted or dealt with the City in the last 12 months)(coded open-ends)

- Those who contacted the City in the last 12 months are most likely to have done so via the “telephone” (38%), followed by “in-person” (31%).
- Two-in-ten (20%) say their contact occurred via “email”.
- The methods of contacting the City have not significantly changed since 2024.



Base: Those saying they contacted or dealt with the City in the last 12 months (n=135)  
Q15. How did this contact occur?

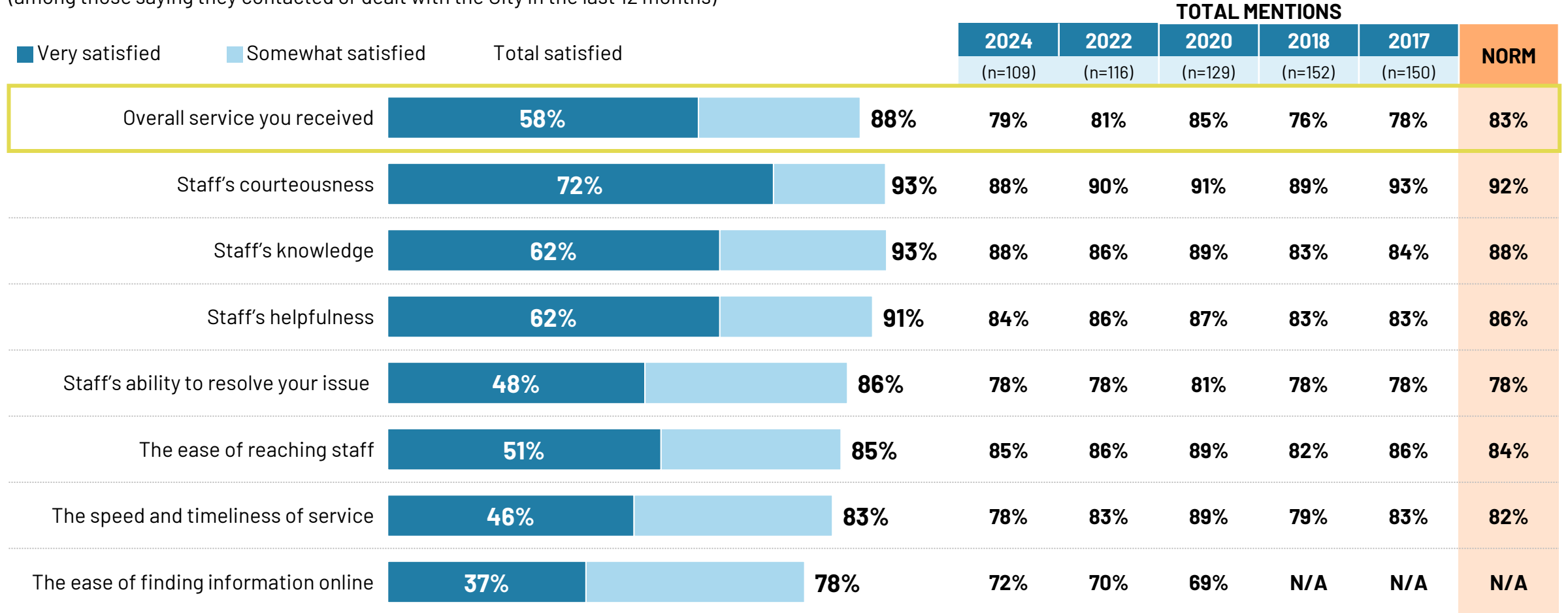
# Satisfaction with Customer Service

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

- Satisfaction with the City's customer service remains positive.
- Overall, 88% of those who contacted the City in the last 12 months say they are satisfied with **the overall service received**, including 58% saying 'very satisfied' and 30% saying 'somewhat satisfied'.
- Looking at specific service elements shows that citizens are the most satisfied (combined 'very/somewhat satisfied' responses) with:
  - **Staff's courteousness** (93%)
  - **Staff's knowledge** (93%)
  - **Staff's helpfulness** (91%)
- Additionally, more than eight-in-ten say they are satisfied with:
  - **Staff's ability to resolve your issue** (86%)
  - **The ease of reaching staff** (85%)
  - **The speed and timeliness of service** (83%)
- The one attribute scoring relatively lower is **the ease of finding information online**, with 78% saying they are satisfied.
- While this year's results are statistically similar to those of 2024, there are directional improvements in nearly all areas of the City's customer service.
- Satisfaction with customer service in Kelowna is on par with or slightly exceeds the municipal norm.

# Satisfaction with Customer Service

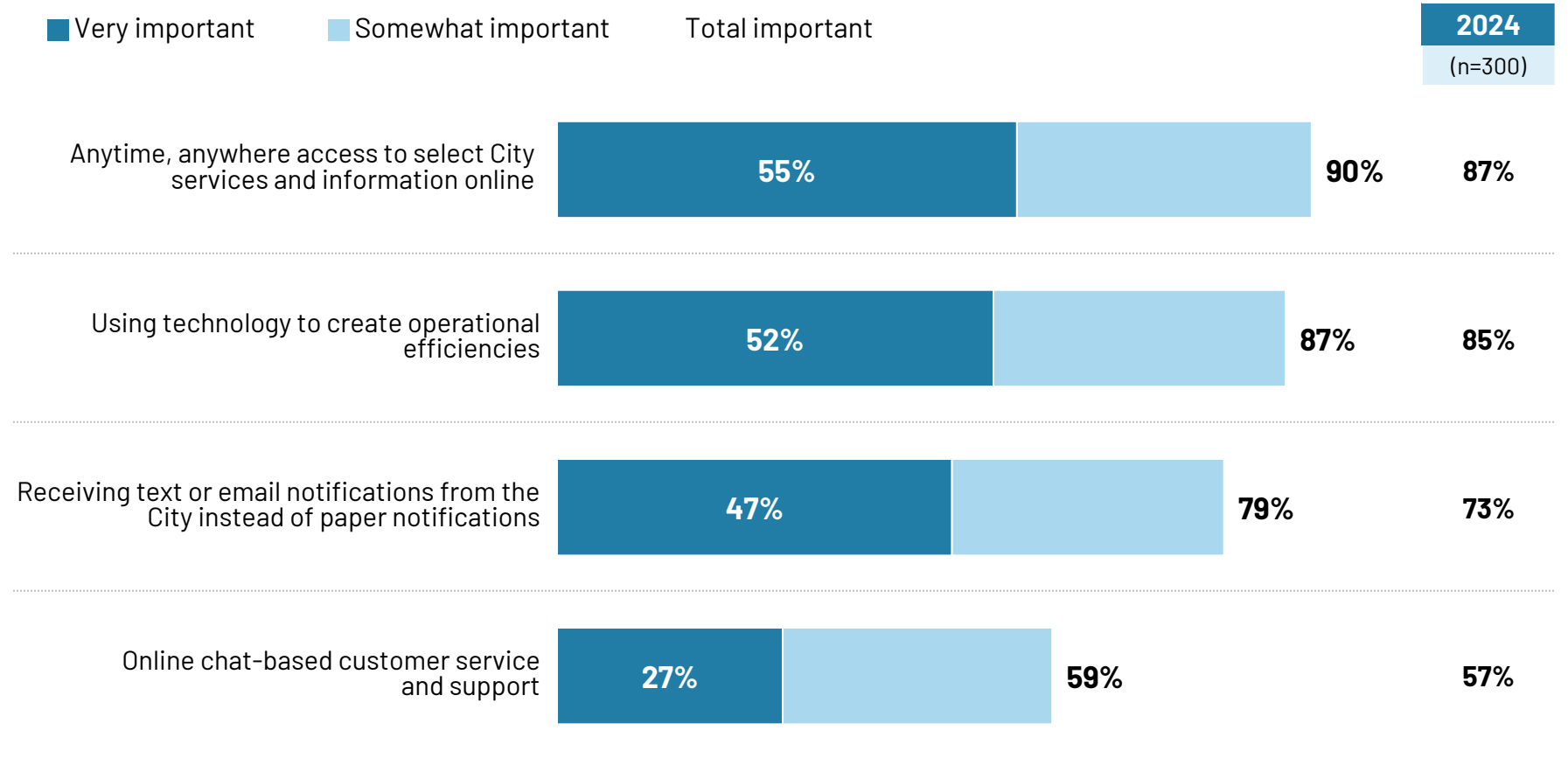
(among those saying they contacted or dealt with the City in the last 12 months)



Base: Those saying they contacted or dealt with the City in the last 12 months (n=135)  
 Q16. How satisfied are you with the ...? Would you say (READ LIST)? And how satisfied are you with ...?

# Importance of Technology and Digital Services

- When it comes to the City's technology and digital services, citizens continue to place the greatest emphasis on **anytime, anywhere access to select City services and information online** (90% total important) and **using technology to create operational efficiencies** (87%).
- There is relatively less emphasis on **receiving text or email notifications from the City instead of paper notifications** (79%).
- **Online chat-based customer service and support** scores lowest overall, with 59% saying this is important.
- This year's results are consistent with 2024.



Question was added to the survey in 2024; cannot be tracked to prior years.  
 Base: All respondents (n=300)  
 Q16a. Technology continues to change at a rapid pace and the City is working to maximize how technology can make municipal services and quality of life better. How important is it to you personally that the City makes each of the following items a priority when it comes to technology and digital services? The first one is .... Would you say (READ LIST)? (How about) ...?

# Importance of Technology and Digital Services by Gender, Age, Neighbourhood

- Younger residents (18-34 years) are more likely to say it is important for the City to prioritize online chat-based customer service and support.
- Residents of Central Kelowna attach greater importance to using technology to create operational efficiencies.

TOTAL IMPORTANT										
	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18-34	35-54	55+	South West Kelowna	Central Kelowna	North Kelowna	East Central Kelowna/East Kelowna
Base:	300	151	146	73*	93*	134	82*	81*	66*	71*
Anytime, anywhere access to select City services and information online	<b>90%</b>	<b>90%</b>	<b>91%</b>	<b>92%</b>	<b>85%</b>	<b>93%</b>	<b>92%</b>	<b>94%</b>	<b>91%</b>	<b>86%</b>
Using technology to create operational efficiencies	<b>87%</b>	<b>86%</b>	<b>87%</b>	<b>90%</b>	<b>83%</b>	<b>87%</b>	<b>86%</b>	<b>94%</b>	<b>82%</b>	<b>83%</b>
Receiving text or email notifications from the City instead of paper notifications	<b>79%</b>	<b>76%</b>	<b>83%</b>	<b>83%</b>	<b>75%</b>	<b>80%</b>	<b>83%</b>	<b>77%</b>	<b>79%</b>	<b>78%</b>
Online chat-based customer service and support	<b>59%</b>	<b>61%</b>	<b>58%</b>	<b>69%</b>	<b>54%</b>	<b>57%</b>	<b>60%</b>	<b>57%</b>	<b>56%</b>	<b>63%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q16a. Technology continues to change at a rapid pace and the City is working to maximize how technology can make municipal services and quality of life better. How important is it to you personally that the City makes each of the following items a priority when it comes to technology and digital services? The first one is .... Would you say (READ LIST)? (How about) ...?

# Importance of Technology and Digital Services by Length of Residency, Household Composition, Household Income, Housing Tenure

- Those who have lived in Kelowna for 15 years or less are more likely to prioritize using technology to create operational efficiencies and online chat-based customer service and support.
- Online chat-based customer service and support is also more important to renters than homeowners.

TOTAL IMPORTANT										
	TOTAL	LENGTH OF RESIDENCY		HOUSEHOLD COMPOSITION		HOUSEHOLD INCOME			HOUSING TENURE	
		15 years or less	More than 15 years	With Children	Without Children	<\$60K	\$60K-<\$100K	\$100K+	Own	Rent
Base:	300	115	185	77*	222	61*	80*	139	197	95*
Anytime, anywhere access to select City services and information online	<b>90%</b>	<b>93%</b>	<b>89%</b>	<b>89%</b>	<b>91%</b>	<b>91%</b>	<b>89%</b>	<b>91%</b>	<b>89%</b>	<b>94%</b>
Using technology to create operational efficiencies	<b>87%</b>	<b>92%</b>	<b>83%</b>	<b>91%</b>	<b>85%</b>	<b>90%</b>	<b>87%</b>	<b>86%</b>	<b>84%</b>	<b>92%</b>
Receiving text or email notifications from the City instead of paper notifications	<b>79%</b>	<b>81%</b>	<b>78%</b>	<b>82%</b>	<b>79%</b>	<b>78%</b>	<b>75%</b>	<b>83%</b>	<b>79%</b>	<b>81%</b>
Online chat-based customer service and support	<b>59%</b>	<b>73%</b>	<b>51%</b>	<b>61%</b>	<b>59%</b>	<b>65%</b>	<b>60%</b>	<b>57%</b>	<b>55%</b>	<b>69%</b>

\* Small base size (<100), interpret with caution.

Base: All respondents (n=300)

Q16a. Technology continues to change at a rapid pace and the City is working to maximize how technology can make municipal services and quality of life better. How important is it to you personally that the City makes each of the following items a priority when it comes to technology and digital services? The first one is .... Would you say (READ LIST)? (How about) ...?

# 04 WEIGHTED SAMPLE CHARACTERISTICS



# Weighted Sample Characteristics

	ALL RESPONDENTS (n=300)
<b>Gender Identity</b>	
Woman	51%
Man	48%
Non-binary	<1%
Prefer not to say	1%
<b>Age</b>	
18-34	29%
35-54	30%
55+	42%
<b>Household Income</b>	
<\$60K	21%
\$60K to <\$100K	27%
\$100K+	45%
Prefer not to say	6%

	ALL RESPONDENTS (n=300)
<b>Household Composition</b>	
With Children	26%
Without Children	74%
Prefer not to say	<1%
<b>Housing Tenure</b>	
Own	63%
Rent	34%
Prefer not to say	3%
<b>Neighbourhood</b>	
East Central Kelowna/East Kelowna (V1X/ V1P)	30%
South West Kelowna (V1W)	26%
Central Kelowna (V1Y)	26%
North Kelowna (V1V)	18%
<b>Years Living in Kelowna</b>	
15 years or less	38%
More than 15 years	62%
<b>MEAN</b>	<b>22.6</b>