2022 CITIZEN SURVEY

PREPARED FOR THE CITY OF KELOWNA BY:

Ipsos

PRESENTED BY:

Catherine Knaus, Director

June 13, 2022

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City of Kelowna

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OBJECTIVES

- Gauge public satisfaction with municipal programs and services and gain insight into citizens' service priorities

METHODOLOGY

- Random and representative telephone survey with 300 adult Kelowna residents
- Conducted on both cellphones (75%) and landlines (25%)
- Fielded April 11 -27, 2022
- Final sample weighted by gender/age and neighbourhood
- MOE: ±5.7%, 19 times out of 20
- Tracking and normative comparisons provided where possible

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Survey Highlights

1. Key survey measures are positive but lower than previous years.
2. There have also been drops in satisfaction with a number of specific services.
3. While COVID-19 may be contributing to some of this year's lower scores, other factors (affordability, housing, homelessness, traffic, crime/public safety) also play a role.
4. Citizens continue to prefer tax increases over service reductions.
5. Satisfaction with the City's customer service remains high.

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QUALITY OF LIFE

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Citizens identify a number of qualities that make a city a good place to live.

2020 Top Mentions (n=300)	
Low crime rate/safe	16%
Good recreational facilities/opportunities/activities	13%
Good parks/green space	13%
Good amenities/services	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?

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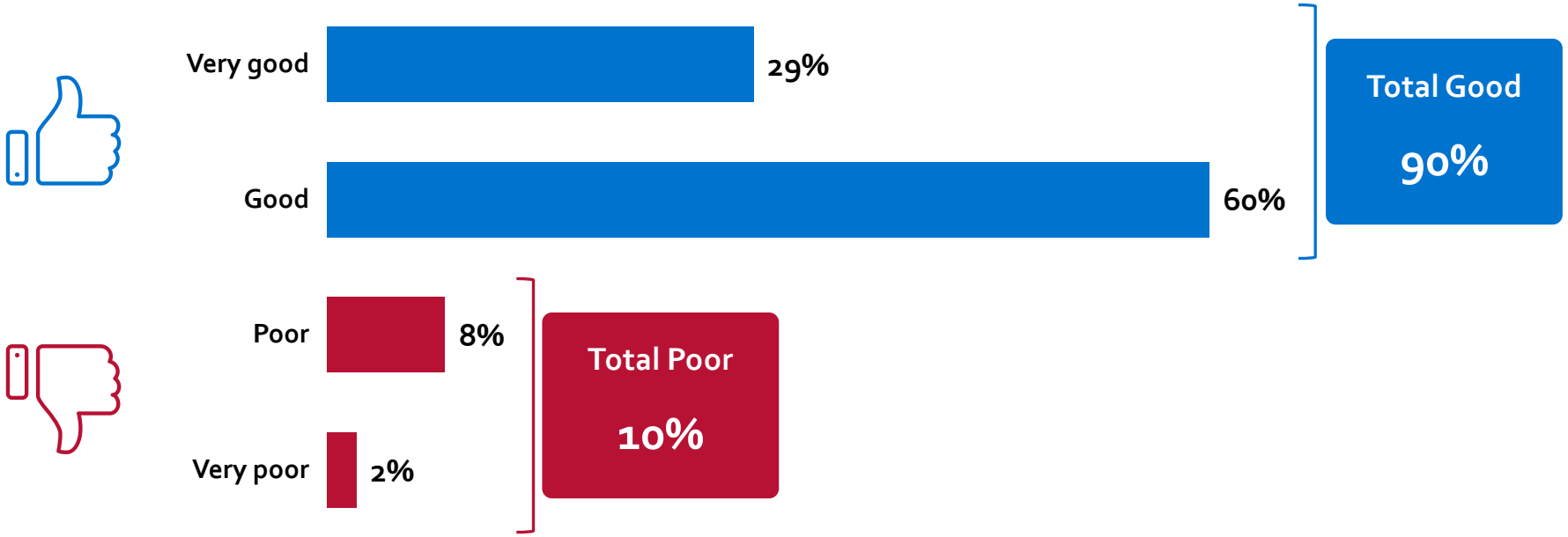
▲▼ Significantly higher/lower than 2020.

Overall perceptions of quality of life are slipping.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
TOTAL GOOD	96%	95%	94%	94%	92%	90%	95%
Very good	36%	40%	40%	36%	40%	29% ▼	43%

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

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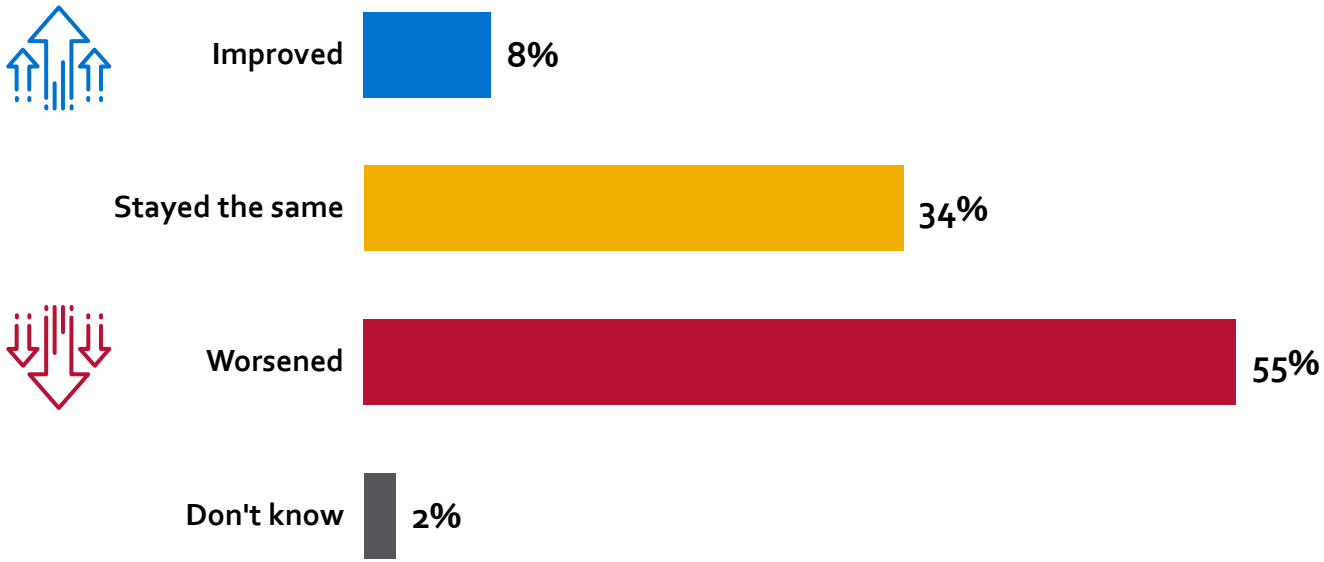
▲▼ Significantly higher/lower than 2020.

Perceptions of a worsening quality of life are exacerbated this year.



NET Score (2022)
Improved – Worsened

-47

	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
NET SCORE	-5	+12	-11	-15	-13	-47 ▼	-4

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?

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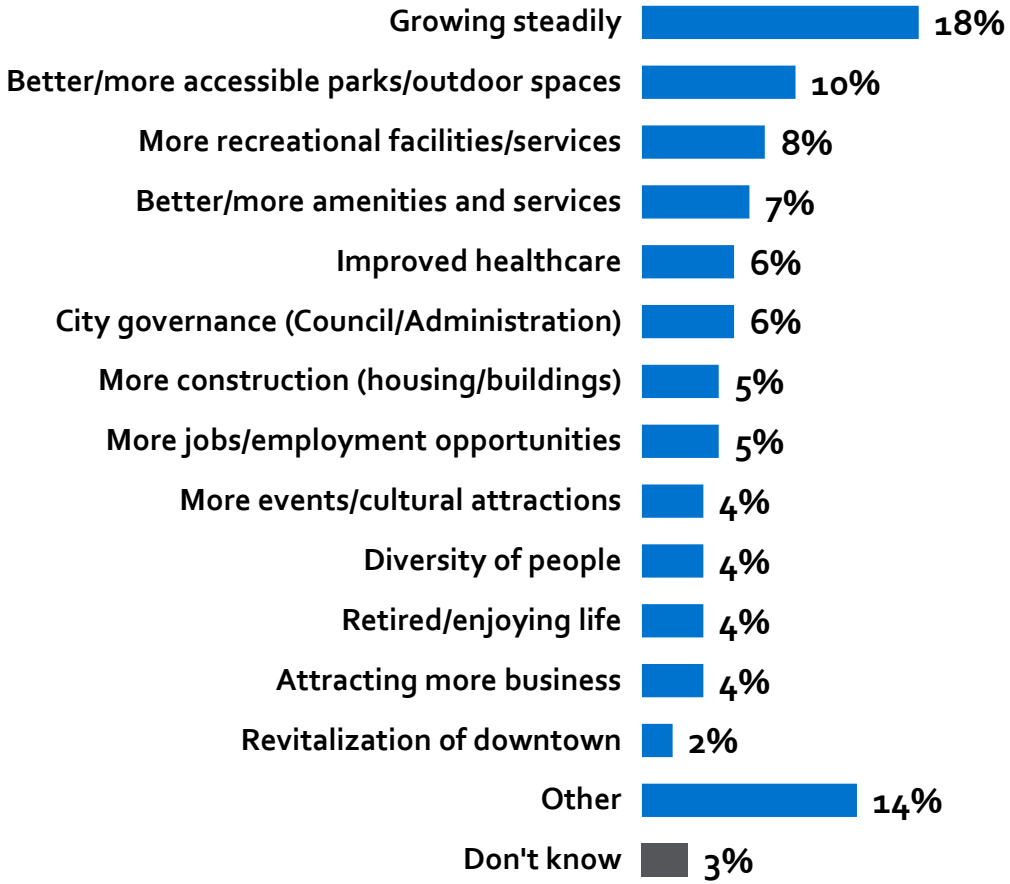
▲▼ Significantly higher/lower than 2020.

Growth is contributing to perceptions of an improved quality of life.



2020 Top Mentions (n=63)*	
More construction (housing/buildings)	10%
Better/more amenities and services	8%
Well planned/developed	7%

* Small base size (<100), interpret with caution.
** Very small base size (n<50), interpret with extreme caution.
Base: Those saying the quality of life has improved (n=23)**
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.

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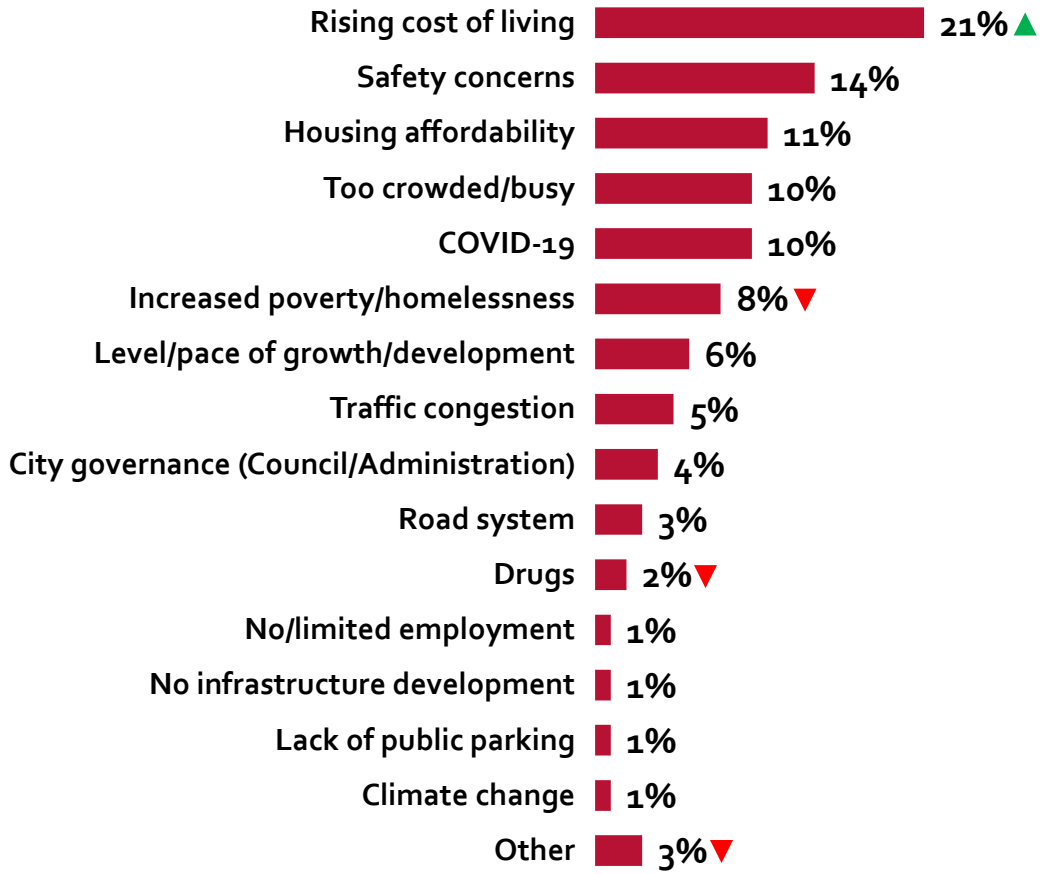
The rising cost of living is the main reason for saying the quality of life has worsened.



2020 Top Mentions (n=108)	
Increased poverty/homelessness	15%
Safety concerns	12%
Rising cost of living	9%
Drugs	9%

Base: Those saying the quality of life has worsened (n=169)
Q6. Why do you think the quality of life has worsened?

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▲▼ Significantly higher/lower than 2020.

ISSUE AGENDA

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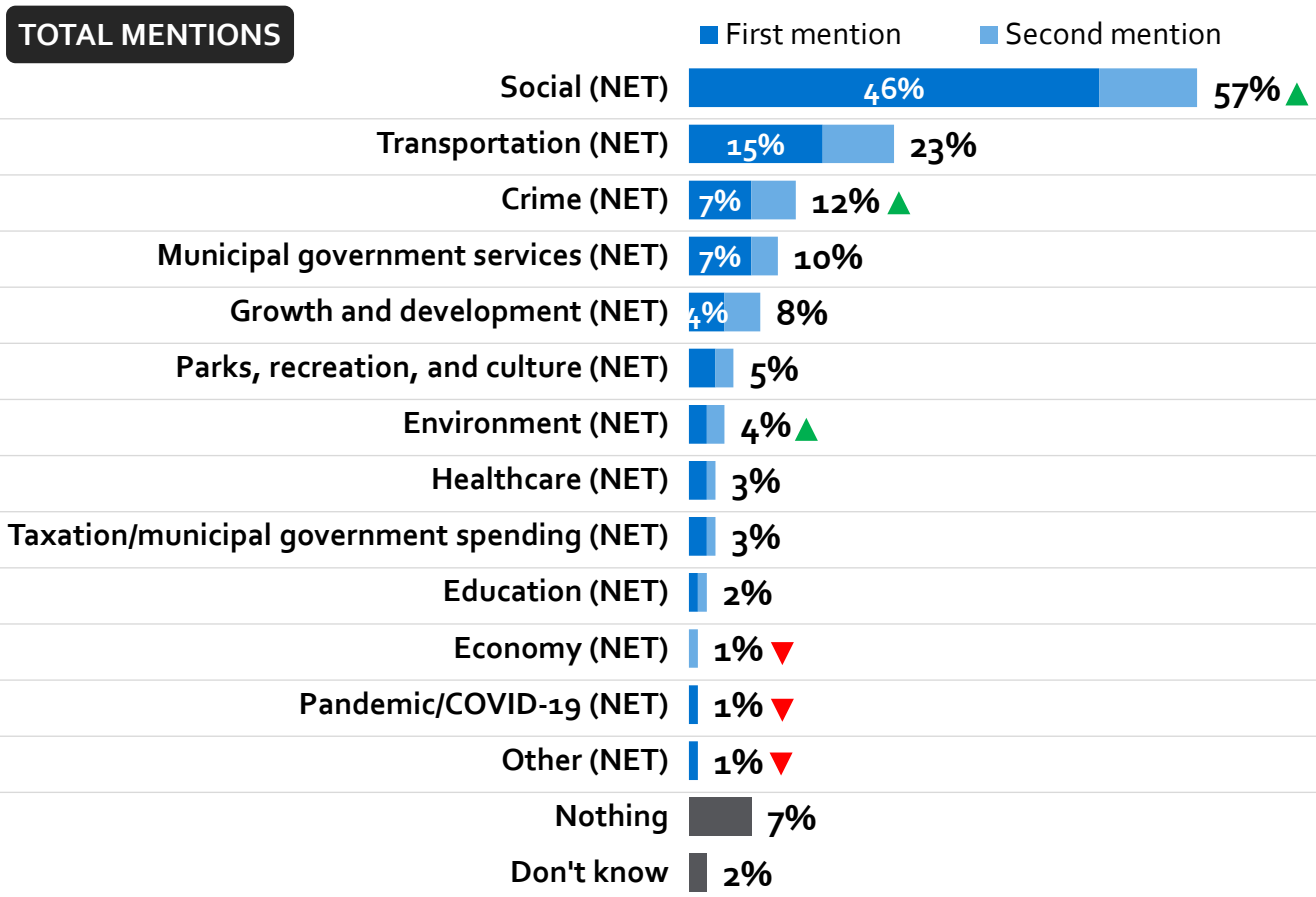
Social issues continue to dominate the public issue agenda.



TOTAL MENTIONS	2020 (n=300)	2018 (n=300)	2017 (n=300)	2015 (n=301)	2012 (n=300)	NORM
Social (NET)	46%	51%	40%	16%	17%	28%
Transportation (NET)	22%	43%	39%	38%	37%	33%
Crime (NET)	6%	11%	4%	8%	9%	13%
Municipal government services (NET)	6%	6%	8%	7%	8%	9%
Growth and development (NET)	7%	10%	15%	13%	17%	14%
Parks, recreation, and culture (NET)	5%	6%	7%	12%	12%	8%
Environment (NET)	1%	2%	2%	4%	6%	3%
Healthcare (NET)	2%	3%	3%	5%	5%	4%
Taxation/municipal government spending (NET)	1%	4%	2%	4%	10%	6%
Education (NET)	3%	3%	3%	3%	7%	6%
Economy (NET)	7%	2%	3%	12%	12%	4%
Pandemic/COVID-19 (NET)	8%	n/a	n/a	n/a	n/a	n/a
Other (NET)	8%	2%	5%	10%	4%	7%

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?

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▲▼ Significantly higher/lower than 2020.

COMMUNITY SAFETY

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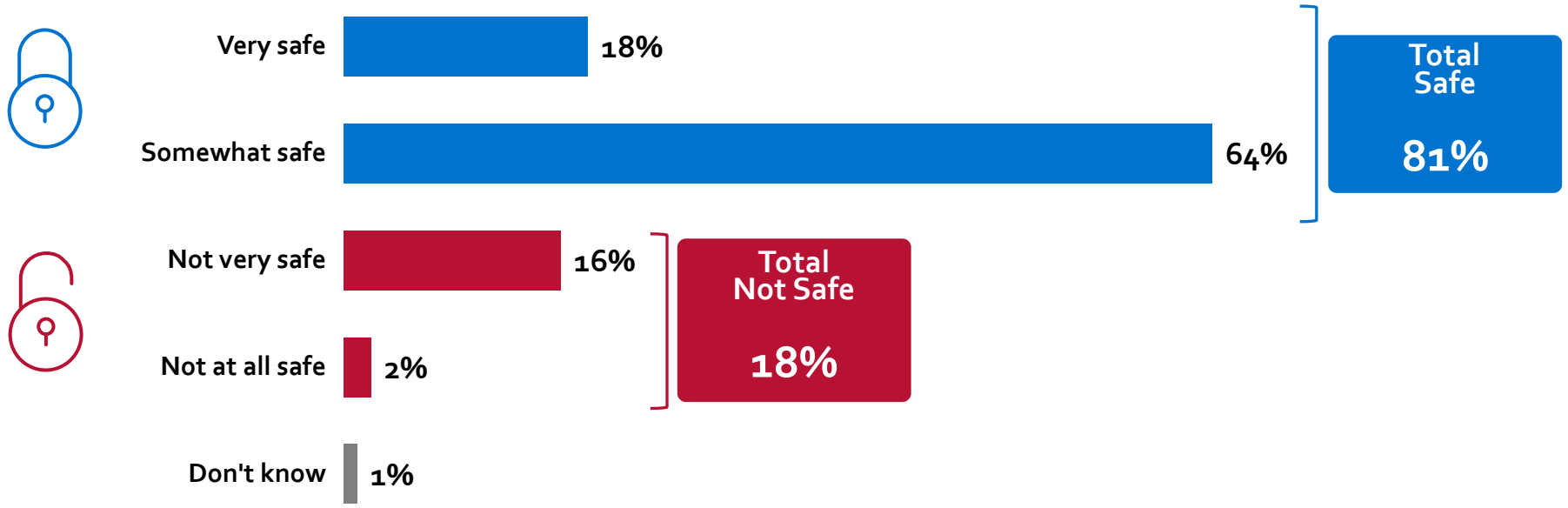
Overall perceptions of community safety have declined.



	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
TOTAL SAFE	94%	90%	87%	87%	81% ▼	90%
Very safe	32%	29%	24%	20%	18%	29%

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?

▲▼ Significantly higher/lower than 2020.

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CITY SERVICES AND INFRASTRUCTURE

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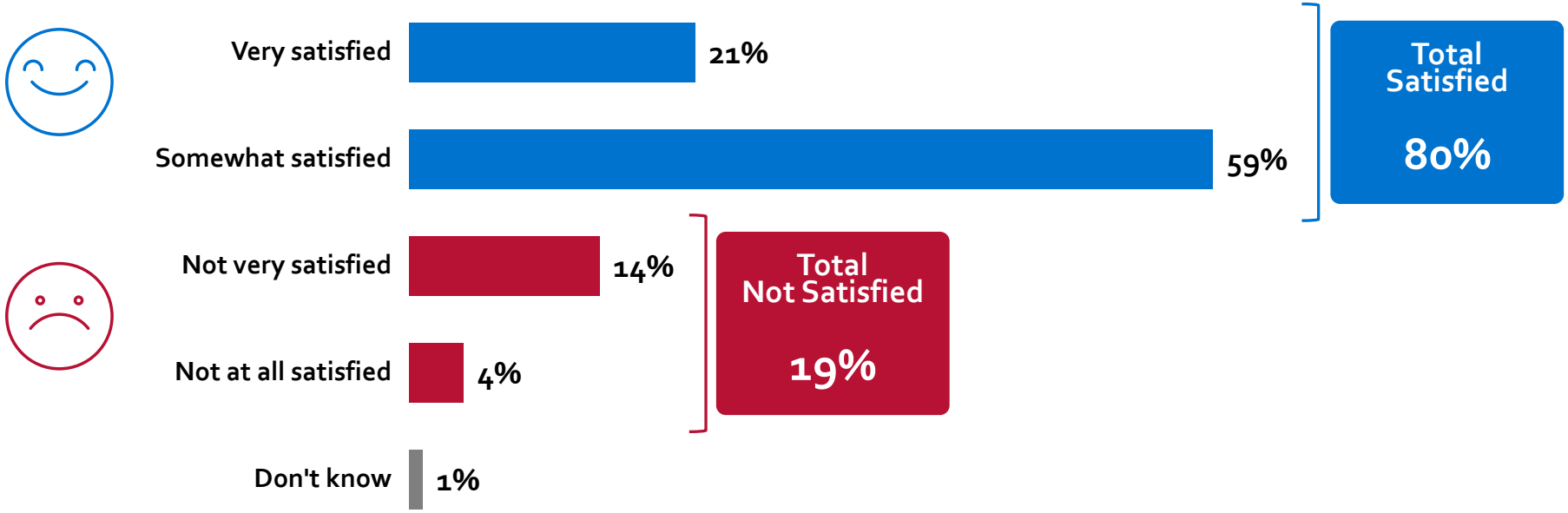
Overall satisfaction with City services has dropped.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
TOTAL SATISFIED	94%	94%	90%	87%	91%	80% ▼	92%
Very satisfied	23%	29%	26%	23%	29%	21% ▼	34%

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

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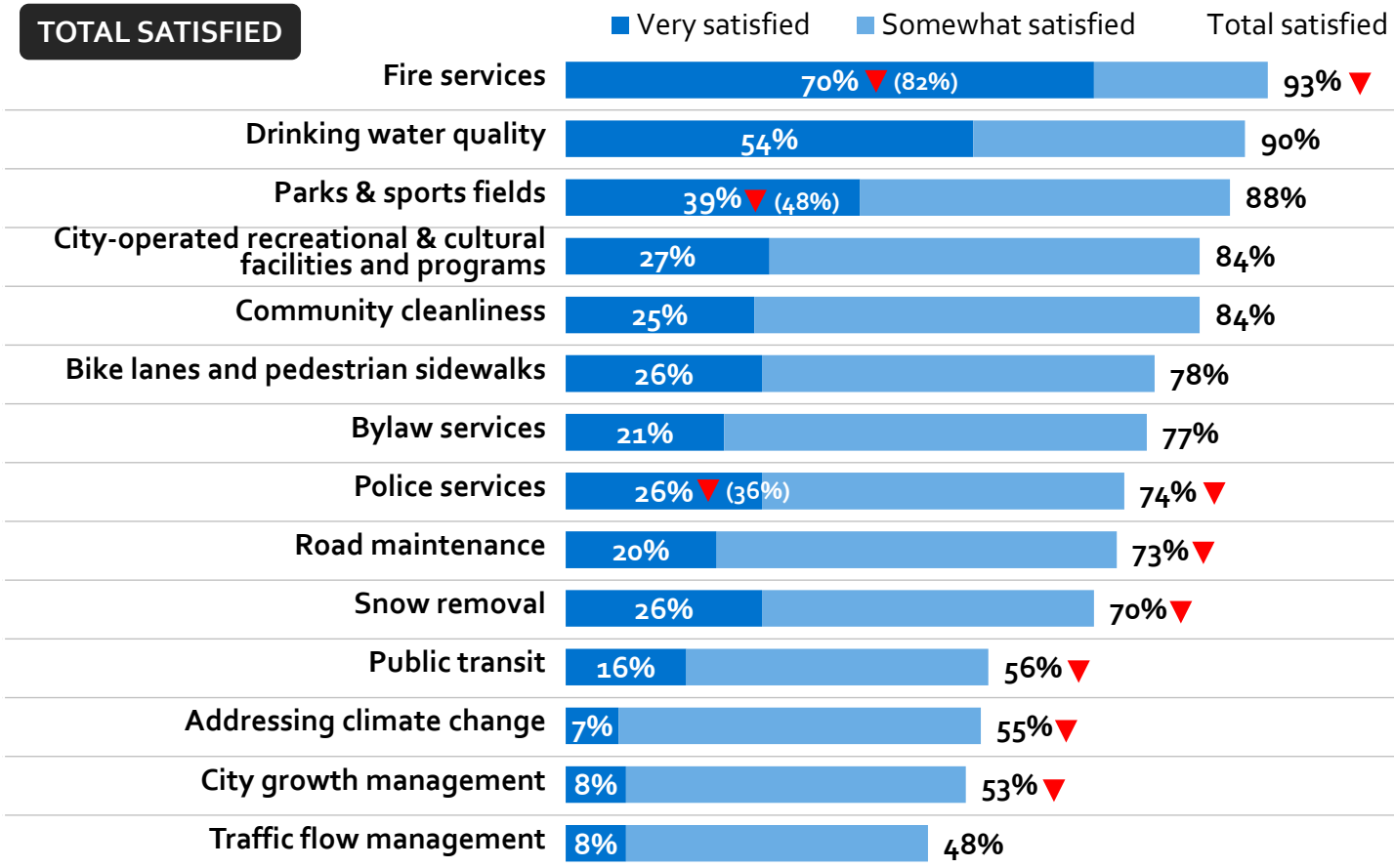
▲▼ Significantly higher/lower than 2020.

There have also been drops in satisfaction with a number of specific services.



	TOTAL SATISFIED					
	2020 (n=300)	2018 (n=300)	2017 (n=300)	2015 (n=301)	2012 (n=300)	NORM
Fire services	98%	97%	95%	96%	97%	96%
Drinking water quality	90%	87%	88%	82%	n/a	89%
Parks & sports fields	91%	91%	93%*	92%*	95%*	91%*
City-operated recreational & cultural facilities and programs	89%	90%	91%*	90%*	91%*	89%*
Community cleanliness	84%	82%	92%	93%	n/a	88%
Bike lanes and pedestrian sidewalks	82%	80%	74%	73%	83%	n/a
Bylaw services	n/a	n/a	n/a	n/a	n/a	77%
Police services	82%	87%	85%	89%	88%	88%
Road maintenance	83%	77%	78%	81%	78%	79%
Snow removal	81%	79%	n/a	n/a	n/a	75%
Public transit	64%	59%	60%	68%	69%	75%
Addressing climate change	65%	n/a	n/a	n/a	n/a	n/a
City growth management	62%	64%	65%	n/a	n/a	74%
Traffic flow management	52%	36%	41%	n/a	n/a	57%

* 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.

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 2020.

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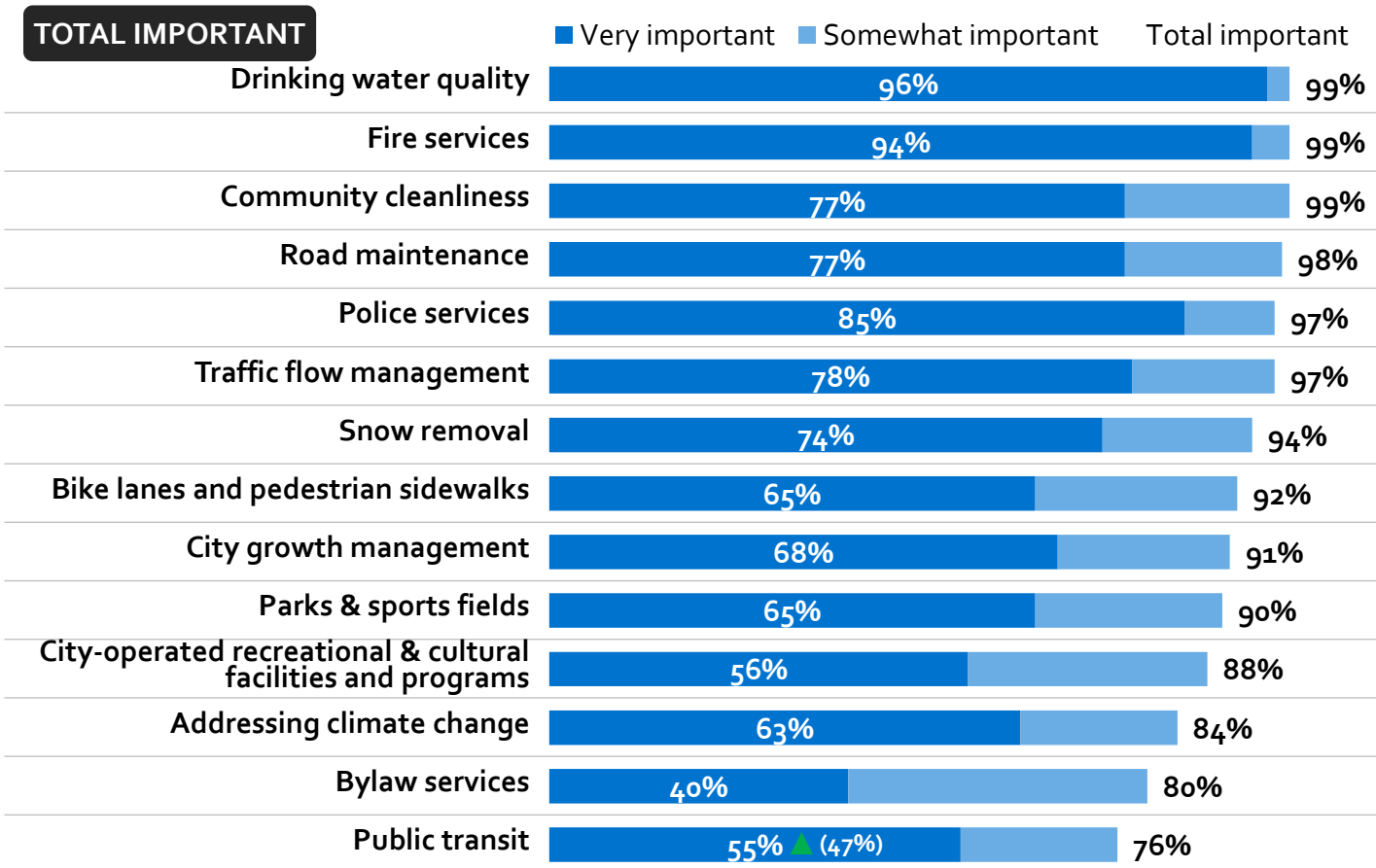
All the evaluated services are important to citizens.



	TOTAL IMPORTANT					
	2020 (n=300)	2018 (n=300)	2017 (n=300)	2015 (n=301)	2012 (n=300)	NORM
Drinking water quality	99%	99%	99%	99%	n/a	98%
Fire services	100%	100%	99%	100%	98%	99%
Community cleanliness	100%	99%	99%	99%	n/a	99%
Road maintenance	98%	98%	98%	98%	98%	98%
Police services	96%	99%	99%	96%	98%	98%
Traffic flow management	97%	99%	98%	n/a	n/a	96%
Snow removal	95%	97%	n/a	n/a	n/a	97%
Bike lanes and pedestrian sidewalks	88%	90%	90%	93%	90%	n/a
City growth management	92%	87%	93%	n/a	n/a	91%
Parks & sports fields	88%	92%	88%*	90%*	93%*	90%*
City-operated recreational & cultural facilities and programs	88%	90%	84%*	90%*	89%*	89%*
Addressing climate change	84%	n/a	n/a	n/a	n/a	n/a
Bylaw services	n/a	n/a	n/a	n/a	n/a	85%
Public transit	70%	65%	71%	74%	79%	85%

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.

▲▼ Significantly higher/lower than 2020.

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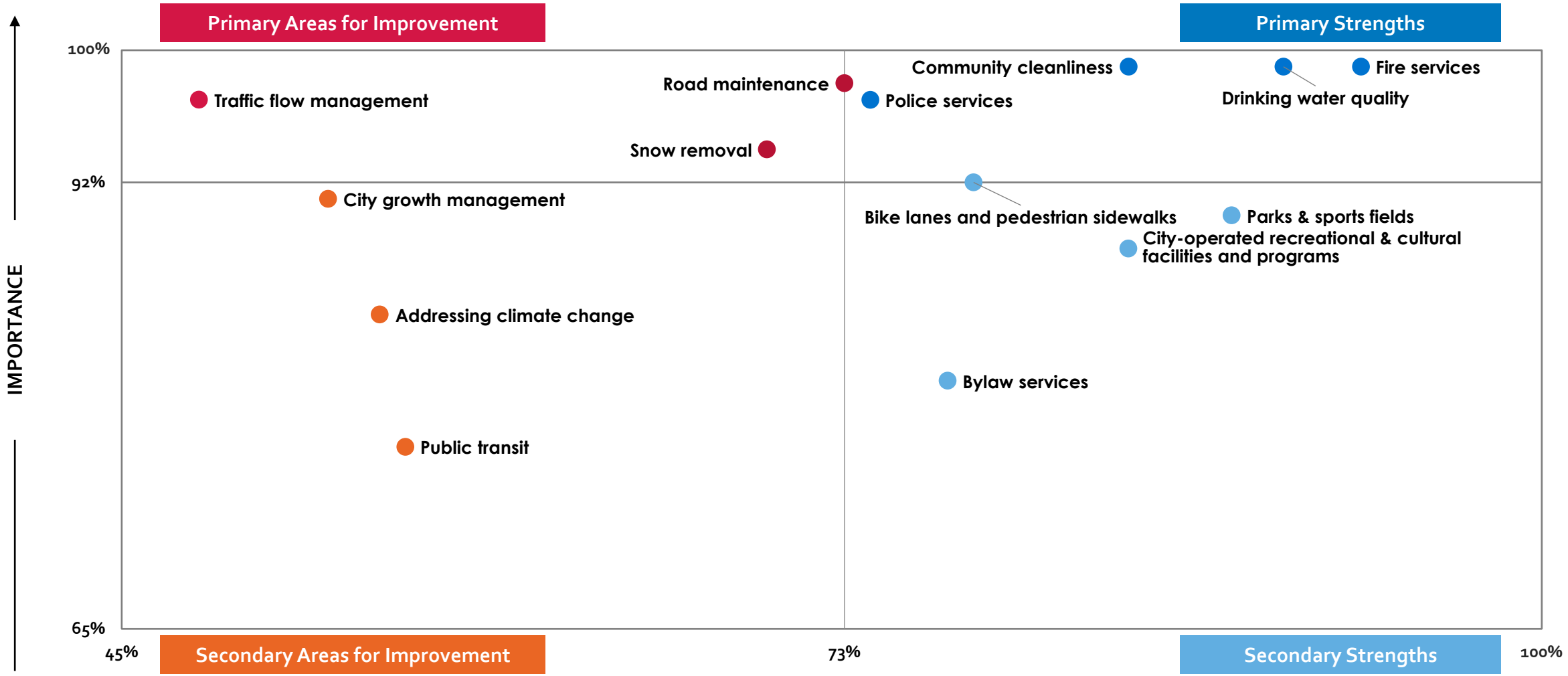
The City has four Primary Strengths and two Primary Areas for Improvement.



Sources

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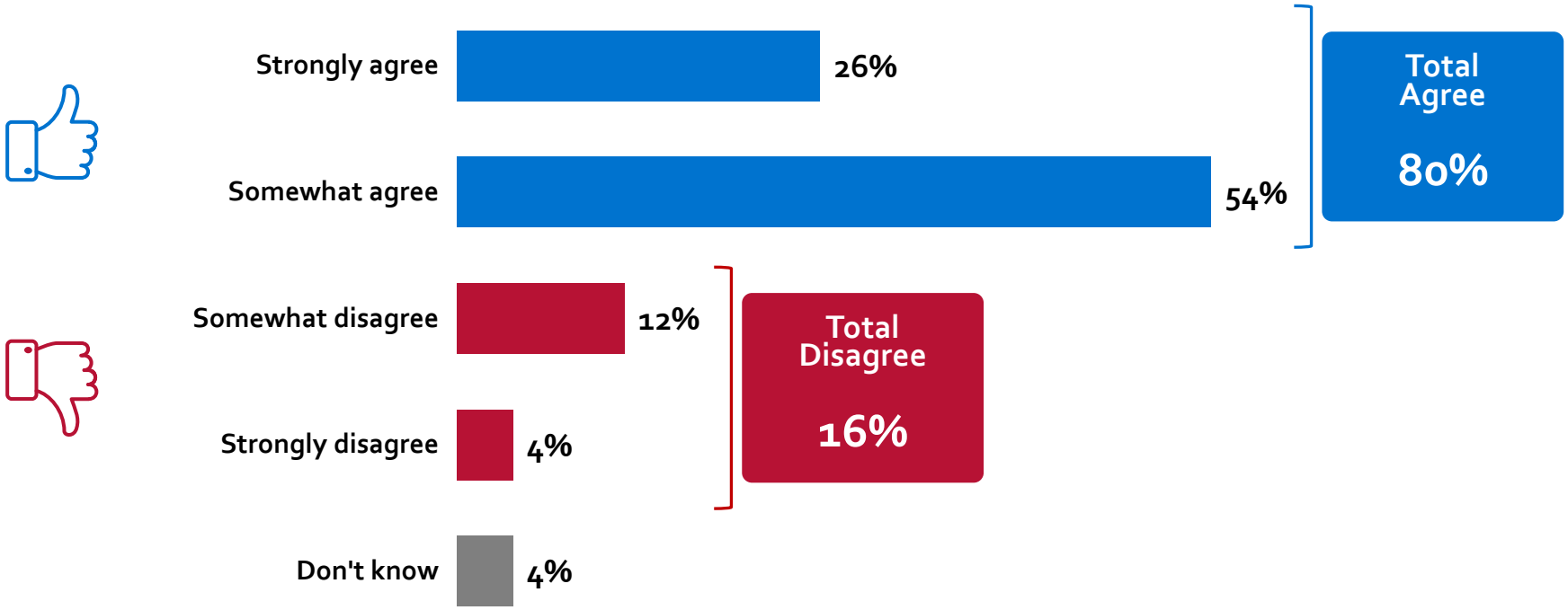
Perceptions of City inclusiveness and acceptance have declined.



	2018 (n=300)	2020 (n=300)	2022 (n=300)
TOTAL AGREE	90%	89%	80%▼
Strongly agree	37%	32%	26%

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.

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▲▼ Significantly higher/lower than 2020.

FINANCIAL PLANNING

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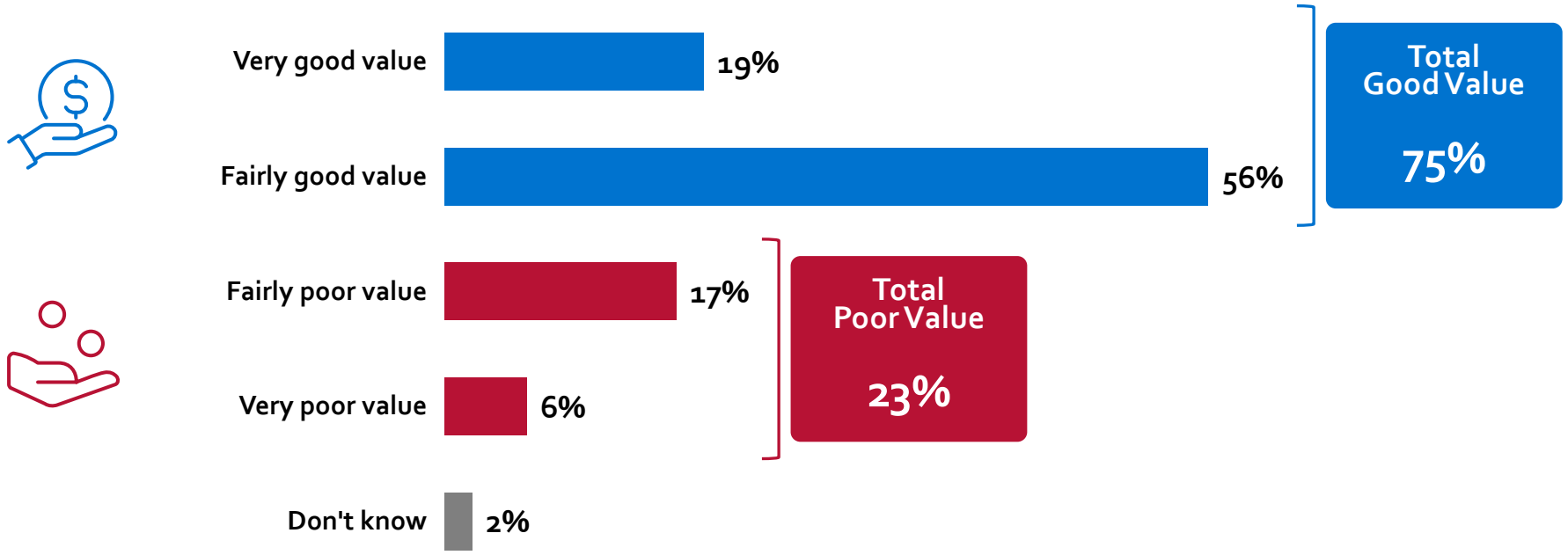
Perceptions of the City's value for taxes are down slightly.



	2012* (n=300)	2015* (n=301)	2017* (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
TOTAL GOOD VALUE	81%	84%	84%	79%	79%	75%	85%
Very good value	16%	23%	18%	16%	17%	19%	22%

* Slightly different question wording.
Base: All respondents (n=300)
Q9. Your property tax dollars are divided between the City and the Province, with approximately 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?

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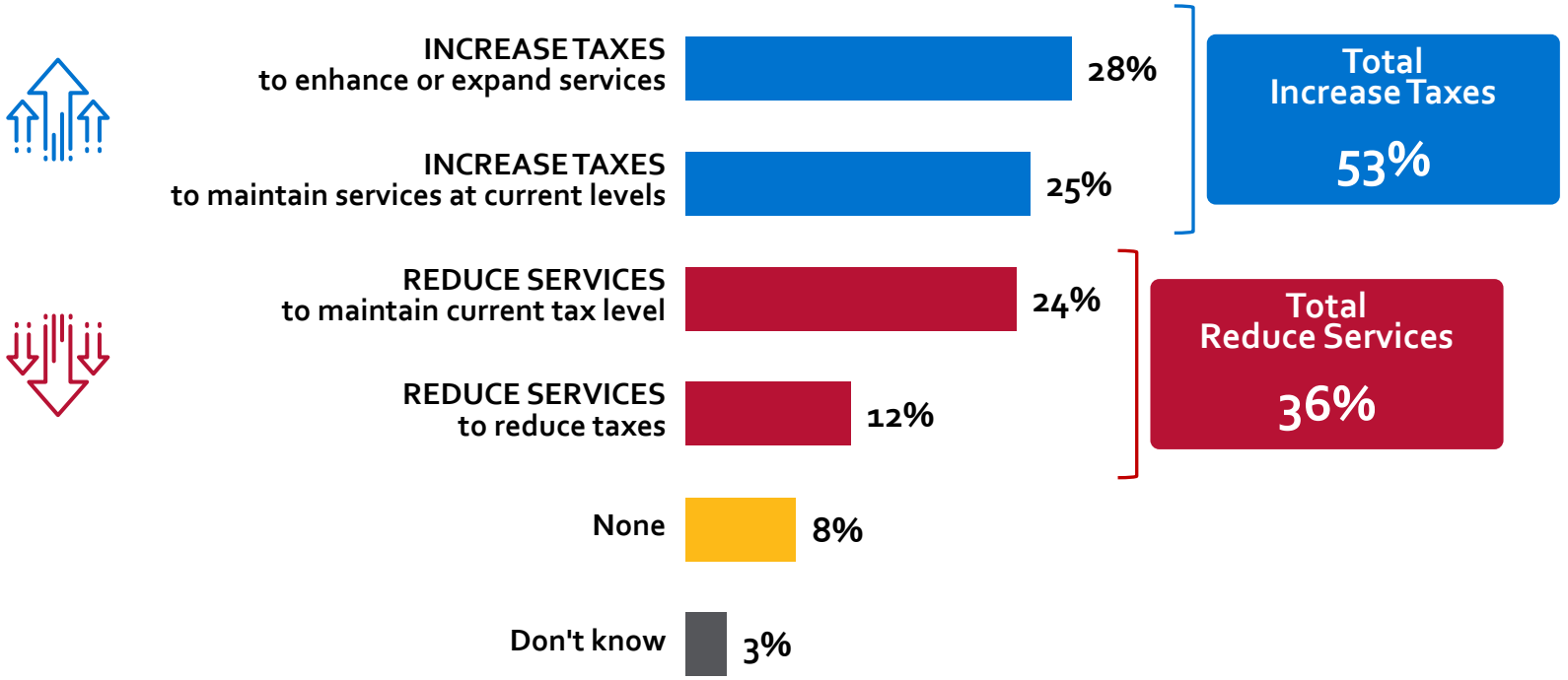
Significantly higher/lower than 2020.

Citizens continue to prefer tax increases over service reductions.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
TOTAL INCREASE TAXES	57%	56%	62%	55%	53%	53%	57%
TOTAL REDUCE SERVICES	34%	31%	30%	33%	37%	36%	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?

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Significantly higher/lower than 2020.

PRIORITY SETTING

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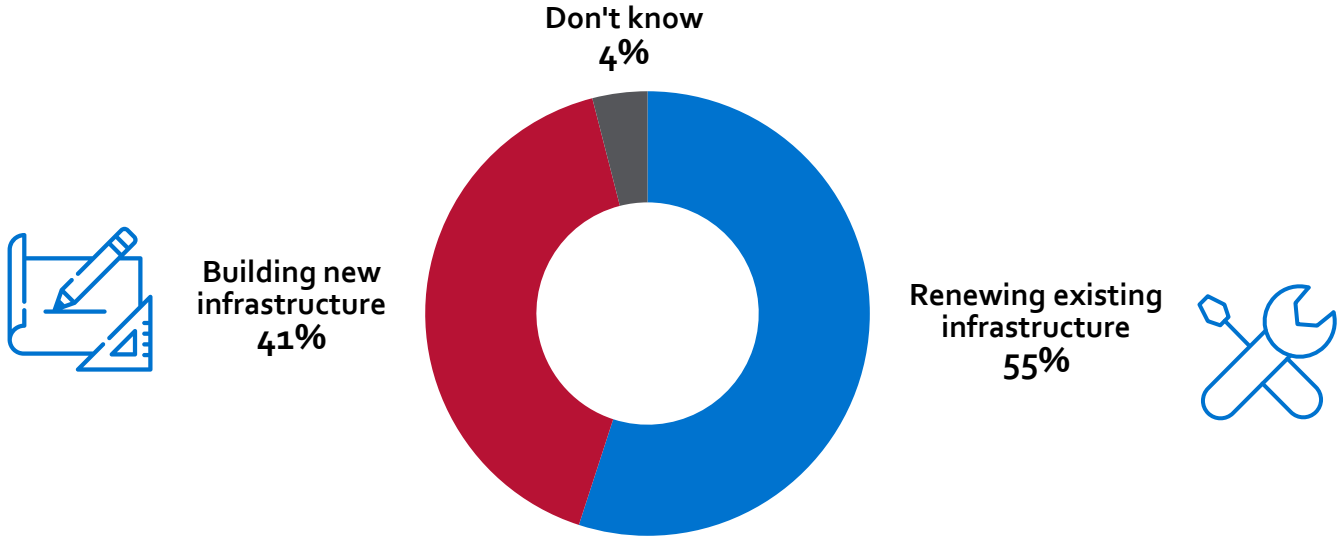
Citizens continue to prioritize infrastructure renewal over building new, although less so than previous years.



	2017* (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)
Renewing existing infrastructure	56%	58%	64%	55% ▼
Building new infrastructure	41%	40%	34%	41%

* 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 2023?

▲▼ Significantly higher/lower than 2020.

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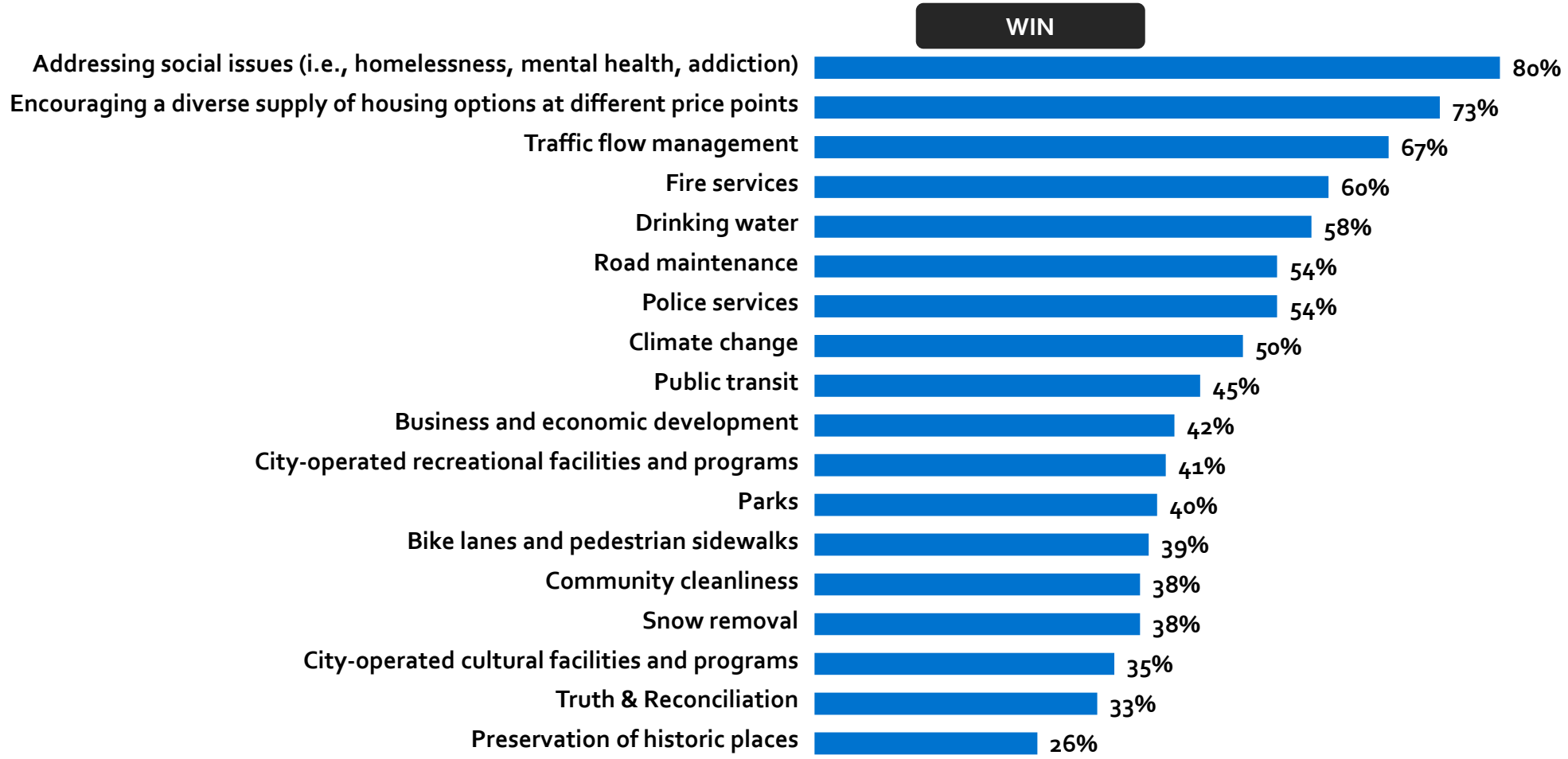
Citizens' top three priorities for investment are addressing social issues, encouraging a diverse supply of housing, and traffic flow management.



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.

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CUSTOMER SERVICE

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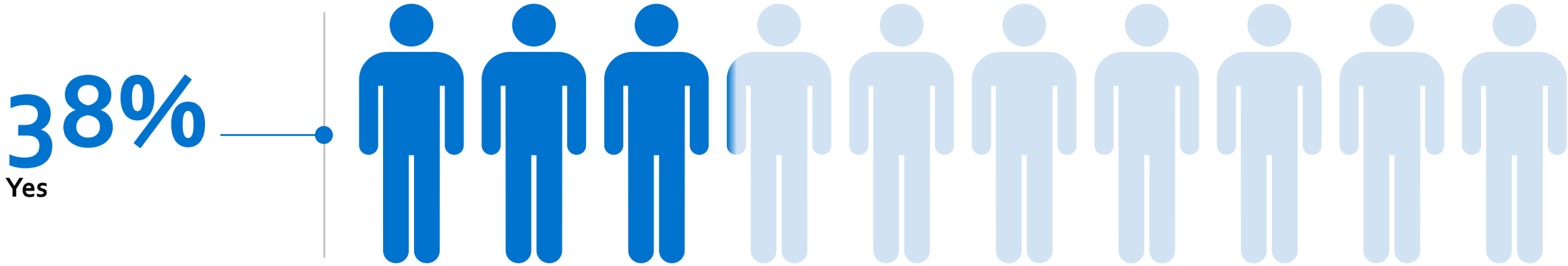
Claimed contact with the City is down slightly this year.



	2012 (n=300)	2015 (n=301)	2017 (n=300)	2018 (n=300)	2020 (n=300)	2022 (n=300)	NORM
Yes	38%	43%	50%	49%	43%	38%	47%

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?

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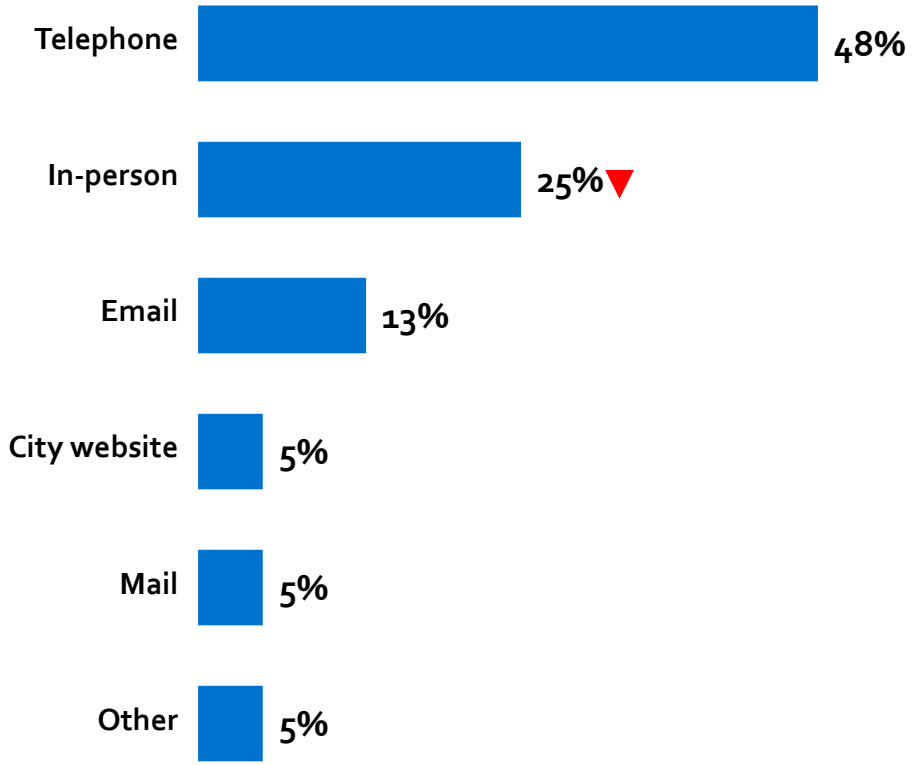
Significantly higher/lower than 2020.

Most contacts occurred via the telephone. In-person interactions are down significantly.



2020 Top Mentions (n=129)	
Telephone	46%
In-person	38%
Email	10%

Base: Those saying they contacted or dealt with the City in the last 12 months (n=116)
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?

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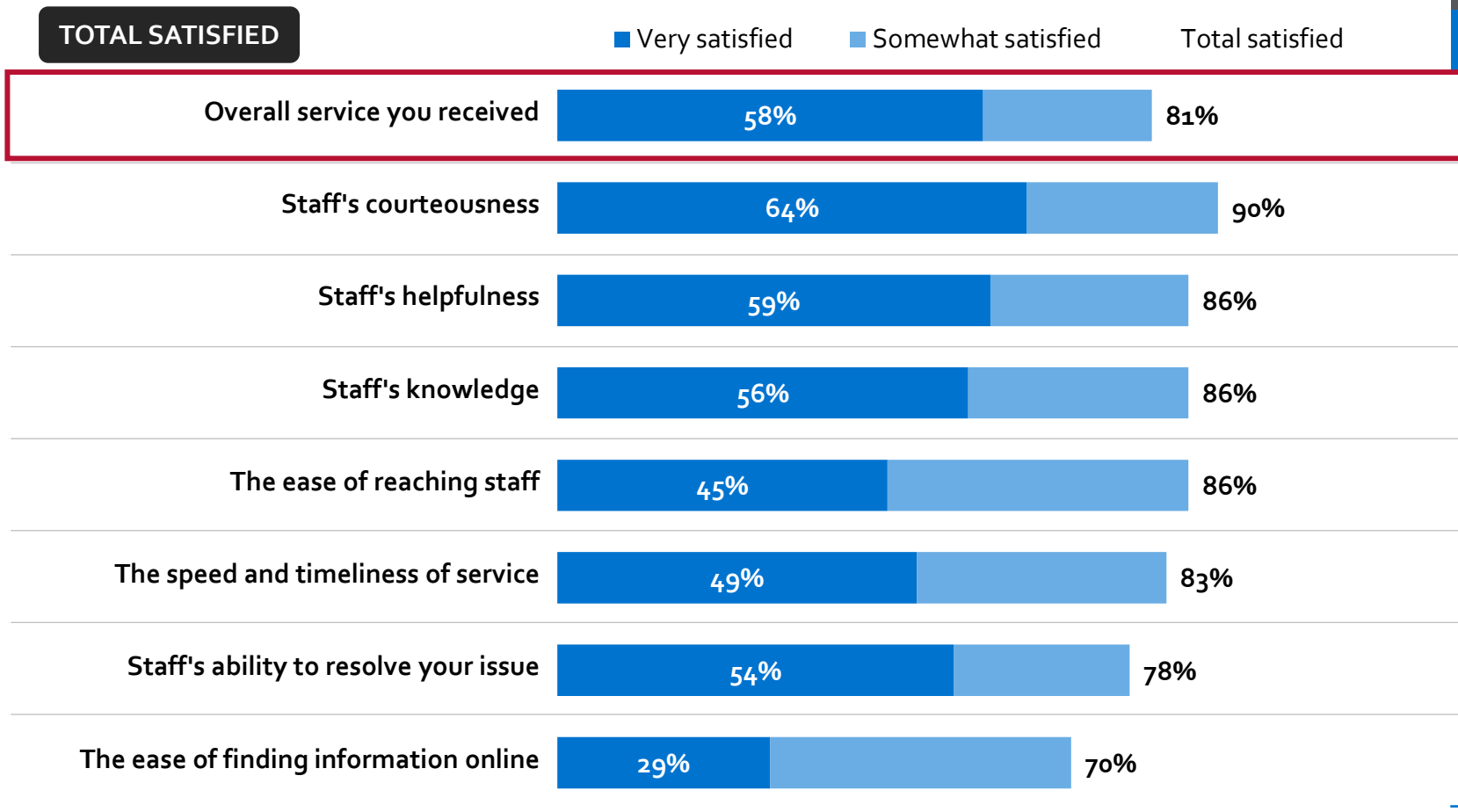
Significantly higher/lower than 2020.

Satisfaction with the City's customer service remains high.



	TOTAL SATISFIED					
	2020 (n=129)	2018 (n=152)	2017 (n=150)	2015 (n=136)	2012 (n=117)	Norm
Overall service you received	85%	76%	78%	81%	81%	85%
Staff's courteousness	91%	89%	93%	97%	95%	93%
Staff's helpfulness	87%	83%	83%	87%	83%	88%
Staff's knowledge	89%	83%	84%	86%	85%	88%
The ease of reaching staff	89%	82%	86%	88%	90%	86%
The speed and timeliness of service	89%	79%	83%	82%	84%	84%
Staff's ability to resolve your issue	81%	78%	78%	79%	77%	79%
The ease of finding information online	69%	n/a	n/a	n/a	n/a	n/a

Base: Those saying they contacted or dealt with the City in the last 12 months (n=116)
Q16. How satisfied are you with the ...? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

Significantly higher/lower than 2020.

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Q&A

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APPENDIX

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Weighted Sample Characteristics

GENDER

48%
Male

52%
Female

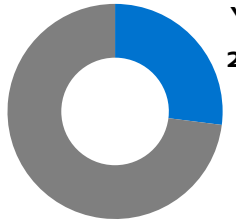
AGE

28%
18 - 34

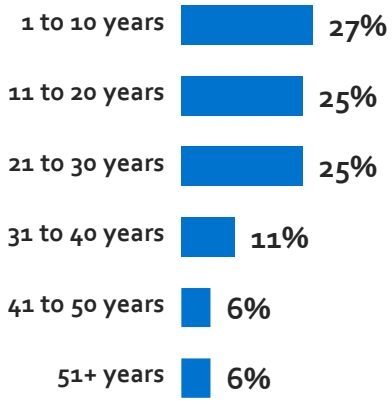
30%
35 - 54

42%
55+

CHILDREN UNDER 18 IN HH

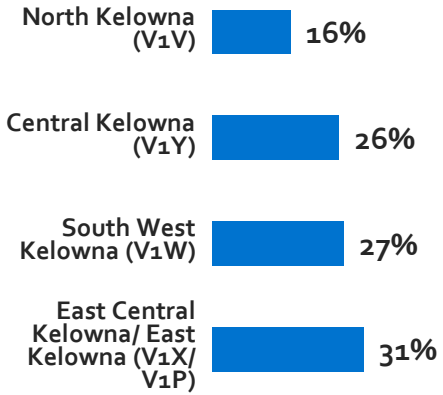


YEARS LIVING IN KELOWNA

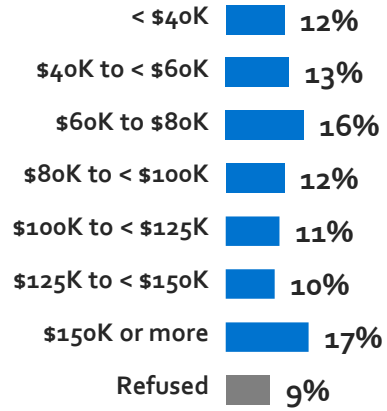


MEAN: 23 years

AREA OF CITY



INCOME



Base: All respondents (n=300)

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