

2024 CITIZEN SURVEY

Final Report

January 2025



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01 INTRODUCTION



Background and objectives

This report presents the findings of the Regional District of Central Okanagan's 2024 Citizen Survey.

This is the second Citizen Survey conducted by the Regional District. The baseline survey was conducted in 2022, with the intention of being repeated every two years to understand and monitor residents' perceptions and priorities.

Key topics included in the 2024 Citizen Survey are:

- Quality of life
- Important regional issues
- Regional safety
- Familiarity with the Regional District
- Regional District services
- Financial planning
- Regional transportation
- Customer service
- Housing
- Community resiliency

Insights from the survey will help guide decisions regarding planning, budgeting, and service improvements.



Methodology

Ipsos conducted a total of 700 telephone interviews with a randomly selected representative sample of Central Okanagan residents aged 18 years or older.

Interviewing was conducted on cellphones (75%) and landlines (25%). A screening question was included at the start of the survey to confirm residency in the Central Okanagan.

All interviews were conducted between October 28 and November 14, 2024.

The final data has been weighted to ensure that the gender/age and community distribution reflects that of the actual population in the Central Okanagan according to 2021 Census data. A summary of the unweighted and weighted sample sizes within each community can be found in the table to the right.

Overall results based on a sample size of 700 are accurate to within $\pm 3.7\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.

Community	Unweighted Sample Size	Weighted Sample Size
Kelowna	310	459
West Kelowna	122	115
Lake Country	68	50
Peachland	60	18
Electoral Area East	50	14
Electoral Area West	39	9
Westbank First Nation	51	35



Interpreting and viewing the results

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 results is included where applicable. While a number of significant demographic differences may appear in the cross-tabulation output, not all differences warrant discussion.

Where possible, this year's results have been compared to the 2022 Citizen Survey to understand how attitudes and priorities are changing, identify new or emerging issues, and monitor perceptions of the Regional District's performance. Arrows (▲ ▼) are used to denote any statistically significant differences between the year-over-year results.

Where possible, the Regional District's results have been compared to Ipsos' database of municipal norms for additional insight, context, and benchmarks. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years.



Sample characteristics

	Unweighted	Weighted
GENDER		
Male	52%	48%
Female	48%	52%
AGE		
18 to 34	14%	25%
35 to 54	30%	29%
55+	55%	45%
Refused	<1%	<1%
COMMUNITY		
Kelowna	44%	66%
West Kelowna	17%	16%
Lake Country	10%	7%
Peachland	9%	3%
Electoral Area East	7%	2%
Electoral Area West	6%	1%
Westbank First Nation	7%	5%

	Unweighted	Weighted
HOUSING TENURE		
Own	76%	68%
Rent	23%	30%
Refused	1%	1%
YEARS LIVING IN CENTRAL OKANAGAN		
10 years or less	21%	26%
11 to 20 years	24%	23%
21+ years	55%	51%
Average # of years	24.9	23.0
CHILDREN <18 IN HOUSEHOLD		
Yes	23%	25%
No	76%	75%

Base: All respondents - 2024 (n=700)

02 EXECUTIVE SUMMARY

Executive summary (1/3)



QUALITY OF LIFE

- Perceptions of the overall quality of life in the Central Okanagan today remain overwhelmingly positive, with more than nine-in-ten residents rating this as 'very good' or 'good'.
- Despite overall positive perceptions, more than half feel that the quality of life in the Central Okanagan has worsened over the past two years, citing growing concerns about the rising cost of living.



IMPORTANT REGIONAL ISSUES

- Social issues continue to be seen as the most important issue facing the region, mentioned by nearly half of residents on an unprompted basis.
 - Social issues is predominately comprised of mentions related to “poverty/homelessness” and “housing/affordable housing”.
- Transportation sits in second. Government services rounds out the top three.
- Mentions of government services are up this year as compared to 2022. In contrast, mentions of crime/public safety have declined.



REGIONAL SAFETY

- Overall perceptions of regional safety are stable and strong. In total, just under nine-in-ten residents describe the Central Okanagan as a safe place to live.
- However, feelings of deteriorating safety persist, with a majority of residents saying the Central Okanagan has become less safe over the past two years.



FAMILIARITY WITH THE REGIONAL DISTRICT

- Just over half of residents say they are familiar with the Regional District's role and purpose.
- Most of those who are familiar describe their familiarity as 'somewhat' rather than 'very', indicating that relatively few feel they have a strong understanding of the organization's role and purpose.
- This year's results are consistent with 2022.

Executive summary (2/3)



REGIONAL DISTRICT SERVICES

- Satisfaction with the overall level and quality of services provided by the Regional District remains high, with more than nine-in-ten residents saying they are satisfied overall.
- Residents are also largely satisfied with specific services provided by the Regional District.
 - The overall highest satisfaction ratings (90% or more) go to *Westside residential disposal and recycling centre, collection of household garbage, recycling, and yard waste, regional parks, and regional emergency management program.*
 - The lowest scoring service is *regional planning and growth management*, with just under six-in-ten residents saying they are satisfied.
 - Compared to 2022, residents this year are more satisfied with *9-1-1 call service and Westside residential disposal and recycling centre.*
- All the evaluated services are important to residents. Of the 19 evaluated services, 14 receive an overall importance score of 90% or higher. The remaining five services are important to more than two-thirds of residents.
 - Compared to 2022, residents this year attach a greater importance to *Westside residential disposal and recycling centre, regional air quality program, and community safety programs.*



FINANCIAL PLANNING

- Key financial metrics hold steady.
- More than eight-in-ten residents say they receive good value for the taxes they pay to the Regional District.
- Residents prefer tax increases over service cuts.



REGIONAL TRANSPORTATION

- Nearly all residents continue to say it is important to have a regional transportation function that facilitates transportation planning, program delivery, and grant applications.

Executive summary (3/3)



CUSTOMER SERVICE

- Just under three-in-ten residents say they have personally contacted or dealt with the Regional District or one of its employees in the last 12 months, on par with 2022.
- Satisfaction with the Regional District’s customer service is high.
 - Nearly nine-in-ten of those who contacted or dealt with the Regional District say they are satisfied with *the overall service received*.
 - Strong satisfaction scores are also seen for specific elements of the Regional District’s customer service, with *staff’s courteousness* and *staff’s helpfulness* rated the highest overall.
 - Satisfaction with the Regional District’s customer service is consistent with 2022.
- Just under four-in-ten residents say they have personally visited the Regional District’s website in the last 12 months, on par with 2022.



HOUSING

- There is support for initiatives aimed at increasing the housing supply in neighbourhoods. Specifically, slightly more than seven-in-ten residents say they support:
 - Increasing the amount of housing in their neighbourhood to address housing shortages
 - Additional housing types in their neighbourhood to support a diverse range of income levels and family types



COMMUNITY RESILIENCY

- Residents’ top two open-ended suggestions for increasing resilience in communities are “awareness/education/information” and “wildfire preparedness/mitigation”.
- Other suggestions include “better communication with residents”, “improve infrastructure/resources”, “better/more support from authorities”, and “emergency preparedness/need a plan”.

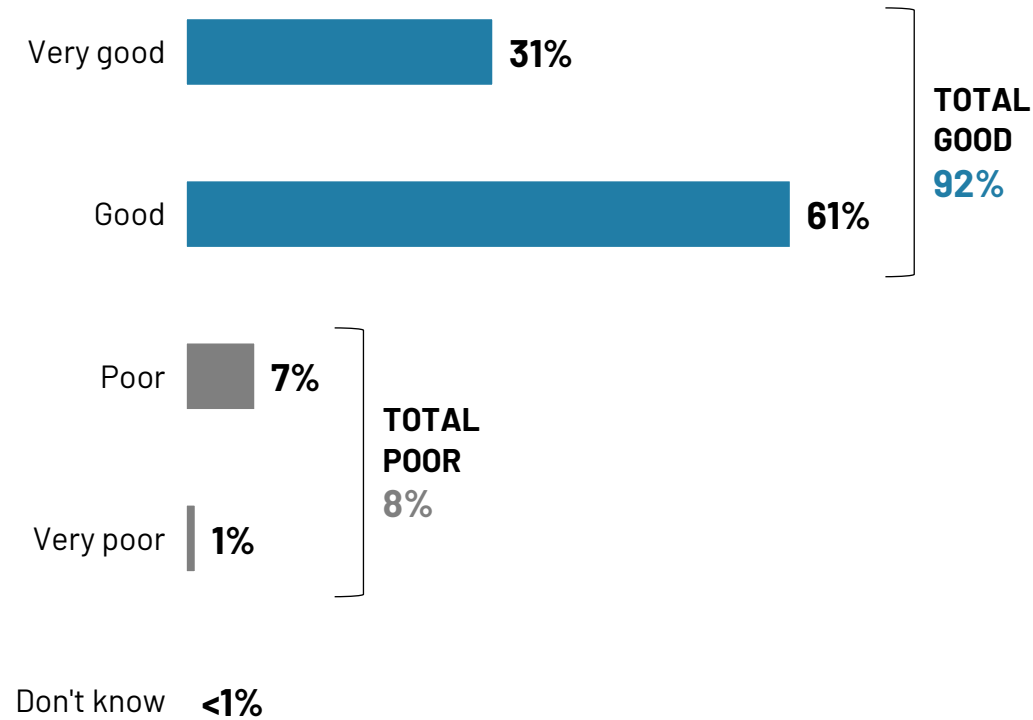
03 DETAILED RESULTS

3.1

QUALITY OF LIFE

Overall quality of life today

- Perceptions of the overall quality of life in the Central Okanagan today are overwhelmingly positive (92% total good).
- This year's results are on par with both 2022 and the norm.
- Total good is higher among:
 - Younger and older residents (includes 95% of 18-34 years and 94% of 55+ years versus 88% of 35-54 years)
 - Those who have lived in the Central Okanagan for 10 years or less (97% versus 89% of 21+ years, 93% of 11-20 years)
 - Homeowners (94% versus 87% of renters)



	2022	NORM
Very good	35%	33%
Good	59%	57%
TOTAL GOOD	94%	90%
Poor	5%	7%
Very poor	1%	2%
TOTAL POOR	6%	9%
Don't know	<1%	1%

Base: All respondents – 2024 (n=700); 2022 (n=700)
 Q2. How would you rate the overall quality of life in the Central Okanagan today? Would you say ...?

▲▼ Statistically higher/lower than 2022.

Overall quality of life today by community

- Total good ranges from a high of 97% in Peachland to a low of 85% in Westbank First Nation.
- Residents of Peachland are also more likely to rate the overall quality of life in the Central Okanagan as 'very good' (46%).

	TOTAL (n=700) [A]	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Very good	31%	30%	36%	31%	46%	29%	21%	28%
Good	61%	62%	59%	63%	51%	67%	67%	57%
Poor	7%	7%	4%	7%	1%	2%	13%	9%
Very poor	1%	1%	0%	0%	1%	2%	0%	4%
Don't know	<1%	0%	0%	0%	0%	0%	0%	2%
TOTAL GOOD	92%	92%	96%	93%	97%	96%	87%	85%
TOTAL POOR	8%	8%	4%	7%	3%	4%	13%	13%

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

Base: All respondents

Q2. How would you rate the overall quality of life in the Central Okanagan today? Would you say ...?

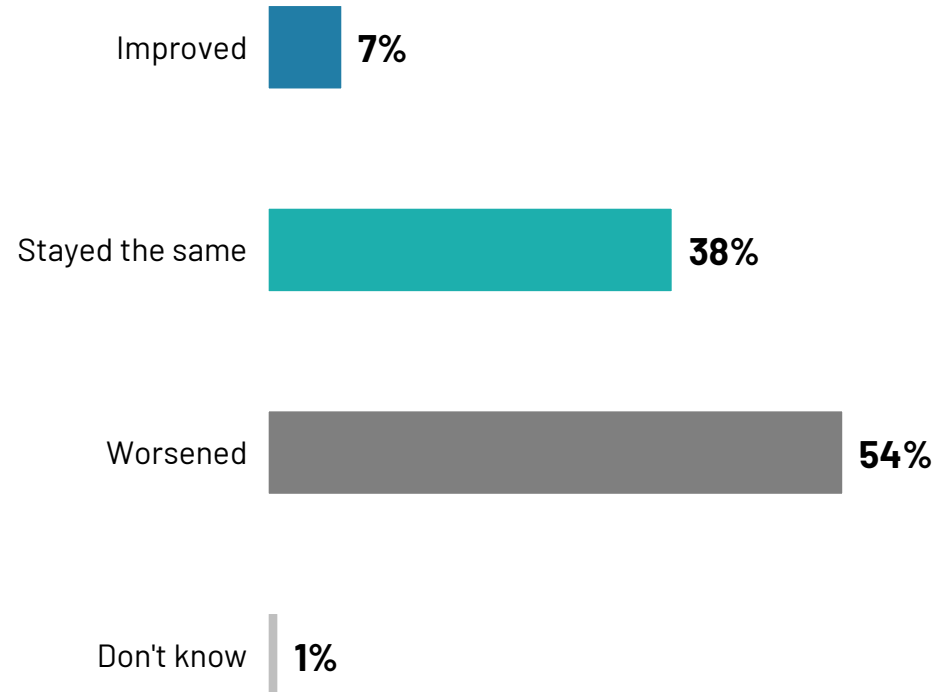
** Very small base size (<50), interpret with extreme caution.

Statistically higher

Statistically lower

Change in quality of life in past two years

- Despite overall positive perceptions of quality of life, more than half (54%) feel that the quality of life in the Central Okanagan has 'worsened' over the past two years.
- This is consistent with 2022 but higher than the norm of 40%.
- Another 38% feel that the quality of life in the Central Okanagan has 'stayed the same' over the past two years. Only 7% say it has 'improved'.
- Perceptions of a 'worsened' quality of life are higher among:
 - Women (60% versus 47% of men)
 - Those who are 35-54 years of age (63% versus 50% of 18-34 years, 50% of 55+ years)



2022	NORM
7%	14%
39%	44%
52%	40%
2%	2%

Base: All respondents – 2024 (n=700); 2022 (n=700)
 Q3. Do you feel that the quality of life in the Central Okanagan in the past two years has ...?

▲▼ Statistically higher/lower than 2022.

Change in quality of life in past two years by community

- The feeling that quality of life is worsening is seen across all communities.

	COMMUNITY							
	TOTAL (n=700) [A]	Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Improved	7%	8%	5%	9%	2%	9%	6%	4%
Stayed the same	38%	36%	45%	39%	49%	32%	47%	41%
Worsened	54%	55%	50%	48%	49%	59%	47%	53%
Don't know	1%	1%	0%	4%	0%	0%	0%	2%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q3. Do you feel that the quality of life in the Central Okanagan in the past two years has ...?

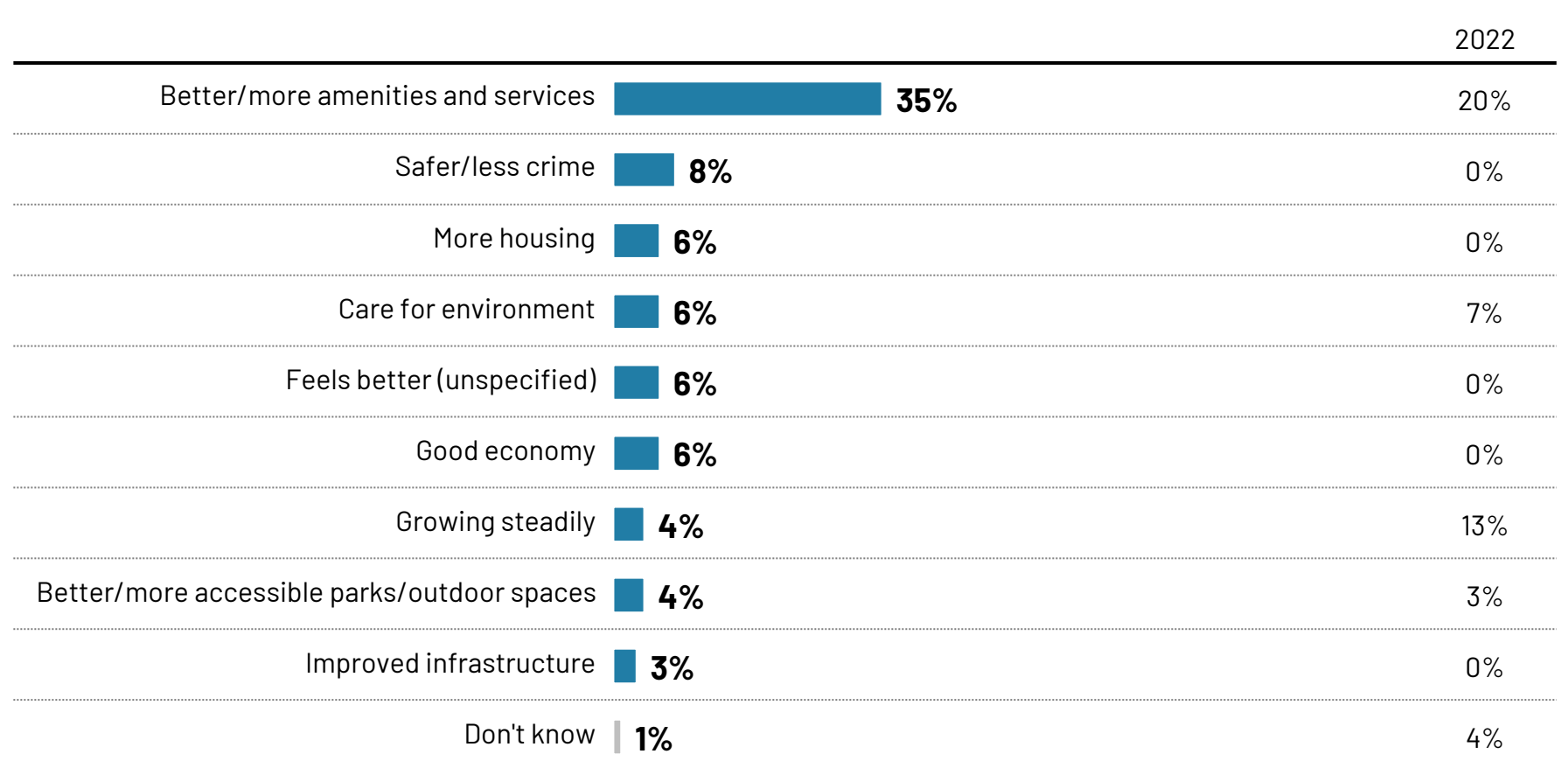
Statistically higher

Statistically lower

Reasons quality of life has improved

(among those saying improved)(coded open-ends)

- Those saying that the quality of life has improved over the past two years mainly attribute this to “better/more amenities and services” (35% coded open-ends).
- Another 8% mention “safer/less crime”.
- However, these results should be interpreted with caution due to the small base size.



Note: Mentions <2% in 2024 not shown.

** Very small base size (<50), interpret with extreme caution.

Base: Those saying the quality of life has improved - 2024 (n=47)**; 2022 (n=46)**

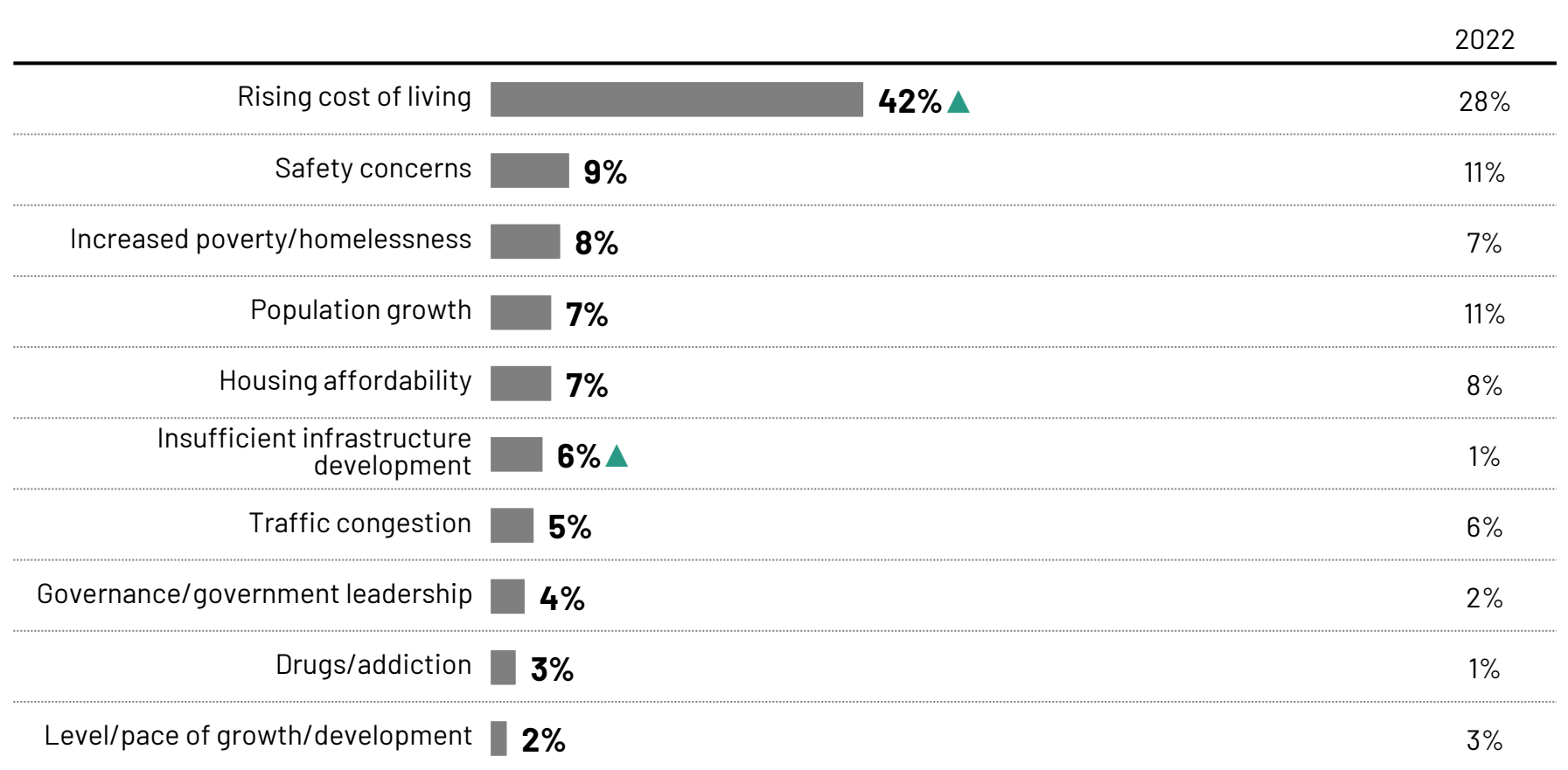
Q4. Why do you think the quality of life has improved?

Year-over-year comparisons are directional in nature only due to the small base sizes. The base size is also too small to break out the results by community.

Reasons quality of life has worsened

(among those saying worsened)(coded open-ends)

- The “rising cost of living” is the number one reason for saying the quality of life has worsened over the past two years (42% coded open-ends, up 14 percentage points from 2022).
- Less frequently mentioned factors include “safety concerns” (9%) and “increased poverty/homelessness” (8%).
- Mentions of the “rising cost of living” are higher among:
 - Those who are <55 years of age (includes 54% of 18-34 years and 48% of 35-54 years versus 28% of 55+ years)
 - Those living in households with children under the age of 18 (57% versus 36% of those without children at home)



Note: Mentions <2% in 2024 not shown.
 Base: Those saying the quality of life has worsened - 2024 (n=364); 2022 (n=366)
 Q5. Why do you think the quality of life has worsened?

▲ ▼ Statistically higher/lower than 2022.

Reasons quality of life has worsened by community

(among those saying worsened)(coded open-ends)

- Residents of all communities identify the “rising cost of living” as the number one reason why quality of life has worsened over the past two years.

	TOTAL (n=364) [A]	COMMUNITY						
		Kelowna (n=171) [B]	West Kelowna (n=61)* [C]	Lake Country (n=31)** [D]	Peachland (n=29)** [E]	Electoral Area East (n=28)** [F]	Electoral Area West (n=19)** [G]	Westbank First Nation (n=25)** [H]
Rising cost of living	42%	41%	42%	57%	18%	43%	55%	41%
Safety concerns	9%	8%	7%	10%	3%	6%	10%	17%
Increased poverty/homelessness	8%	8%	6%	5%	13%	14%	4%	7%
Population growth	7%	8%	6%	11%	13%	0%	0%	3%
Housing affordability	7%	9%	2%	2%	7%	14%	0%	4%
Insufficient infrastructure development	6%	6%	6%	3%	0%	0%	0%	3%
Traffic congestion	5%	4%	10%	0%	12%	3%	0%	7%
Governance/government leadership	4%	4%	4%	0%	3%	0%	0%	0%
Drugs/addiction	3%	2%	5%	6%	0%	0%	8%	0%
Level/pace of growth/development	2%	2%	1%	0%	7%	3%	0%	3%

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

Note: Mentions <2% not shown

Base: Those saying the quality of life has worsened
Q5. Why do you think the quality of life has worsened?

** Very small base size (<50), interpret with extreme caution.

Statistically higher

Statistically lower

3.2 IMPORTANT REGIONAL ISSUES

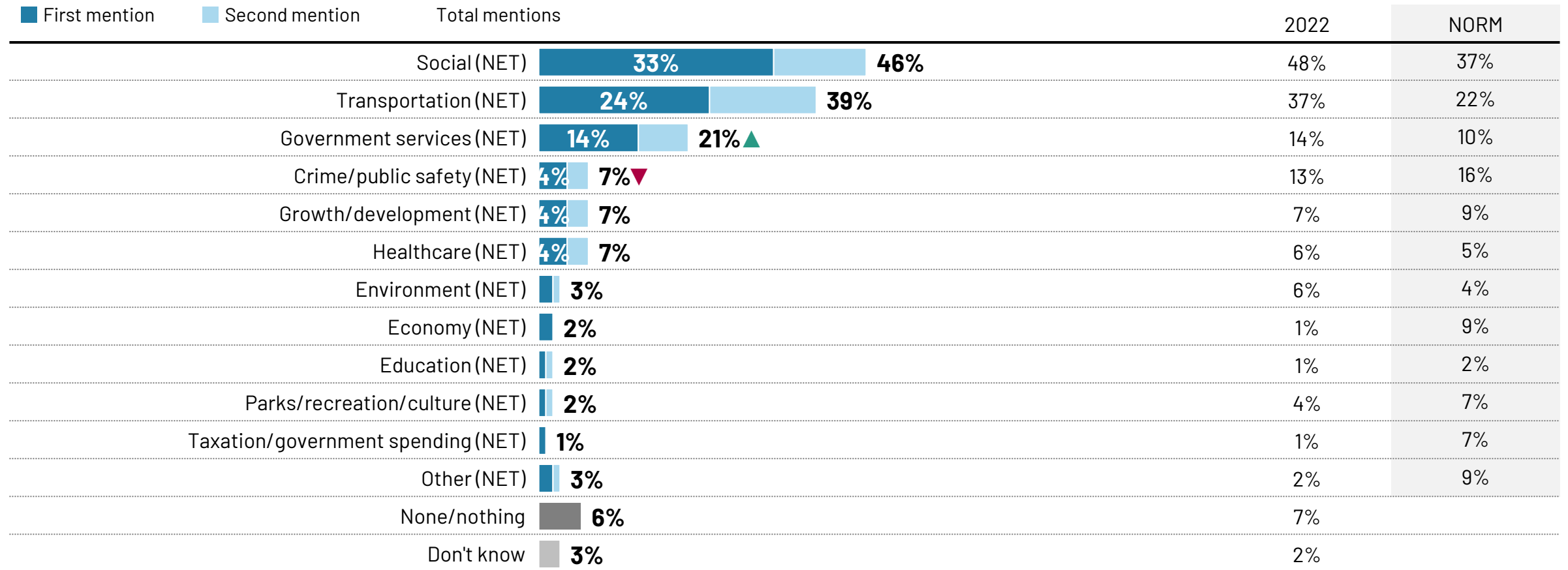
Important regional issues

(coded open-ends, multiple mentions allowed)

- On an unprompted basis, nearly half (46%) of residents identify **social issues** as the most important issue facing the region, on par with 2022.
 - Social issues is predominately comprised of mentions related to “poverty/homelessness” (21%) and “housing/affordable housing” (18%).
 - Other mentions include “affordability/lower cost of living” (7%), “drugs/addiction” (6%), “mental health” (1%), “seniors’ issues” (1%), “support for people with disabilities” (1%), and “other social mentions” (1%).
 - Renters are more likely than homeowners to identify social issues as an important regional issue (54% versus 43%).
- **Transportation** sits in second, garnering 39% of mentions and consistent with 2022.
 - Specific transportation-related issues include “traffic congestion” (13%), “public transportation” (10%), “condition of roads/streets/highways” (7%), “transportation (general)” (5%), “transportation infrastructure” (5%), and “bridge” (1%).
- **Government services** rounds out the top three (21%). Mentions of government services are up 7 percentage points from 2022.
 - Government services includes “water supply/quality” (7%), “infrastructure (unspecified)” (6%), “fire prevention/management” (5%), “garbage collection/recycling/composting” (2%), and “other government services mentions” (2%).
 - Mentions of government services are higher among those who are 35+ years of age (includes 25% of 35-54 years and 23% of 55+ years versus 11% of 18-34 years), those who have lived in the Central Okanagan for 11-20 years (27% versus 14% of 10 years or less, 21% of 21+ years), and homeowners (25% versus 11% of renters).
- All other issues are mentioned by fewer than one-in-ten residents.
- Notably, mentions of **crime/public safety** have declined 6 percentage points this year to currently sit at 7%.
- The top three issues in the municipal norm are social, transportation, and crime/public safety. Government services places fourth.

Important regional issues

(coded open-ends, multiple mentions allowed)



Base: All respondents (n=700)

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

▲▼ Statistically higher/lower than 2022.

Important regional issues by community

(coded open-ends, multiple mentions allowed)

- Mentions of **social issues** are higher in Kelowna (52%).
- Residents' most important regional issue varies by community.
 - For those in Kelowna, Lake Country, and Electoral Area East, the number one issue is **social**.
 - In contrast, **transportation** tops the list among those in West Kelowna, Peachland, Electoral Area West, and Westbank First Nation.

	TOTAL (n=700)	TOTAL MENTIONS						
		COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Social (NET)	46%	52%	34%	40%	28%	51%	33%	31%
Transportation (NET)	39%	38%	38%	36%	48%	30%	45%	52%
Government services (NET)	21%	15%	34%	30%	34%	25%	35%	25%
Crime/public safety (NET)	7%	8%	1%	5%	3%	11%	2%	13%
Growth/development (NET)	7%	7%	10%	4%	8%	7%	4%	2%
Healthcare (NET)	7%	7%	7%	11%	9%	0%	7%	10%
Environment (NET)	3%	4%	2%	5%	3%	10%	2%	0%
Economy (NET)	2%	2%	3%	1%	2%	0%	4%	2%
Education (NET)	2%	2%	1%	3%	1%	3%	3%	3%
Parks/recreation/culture (NET)	2%	2%	3%	0%	0%	4%	5%	0%
Taxation/government spending (NET)	1%	1%	2%	2%	3%	2%	4%	2%
Other (NET)	3%	2%	3%	2%	6%	5%	14%	0%
None/nothing	6%	5%	5%	11%	2%	2%	4%	4%
Don't know	3%	3%	3%	1%	3%	0%	0%	3%

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

Base: All respondents

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

** Very small base size (<50), interpret with extreme caution.

Statistically higher

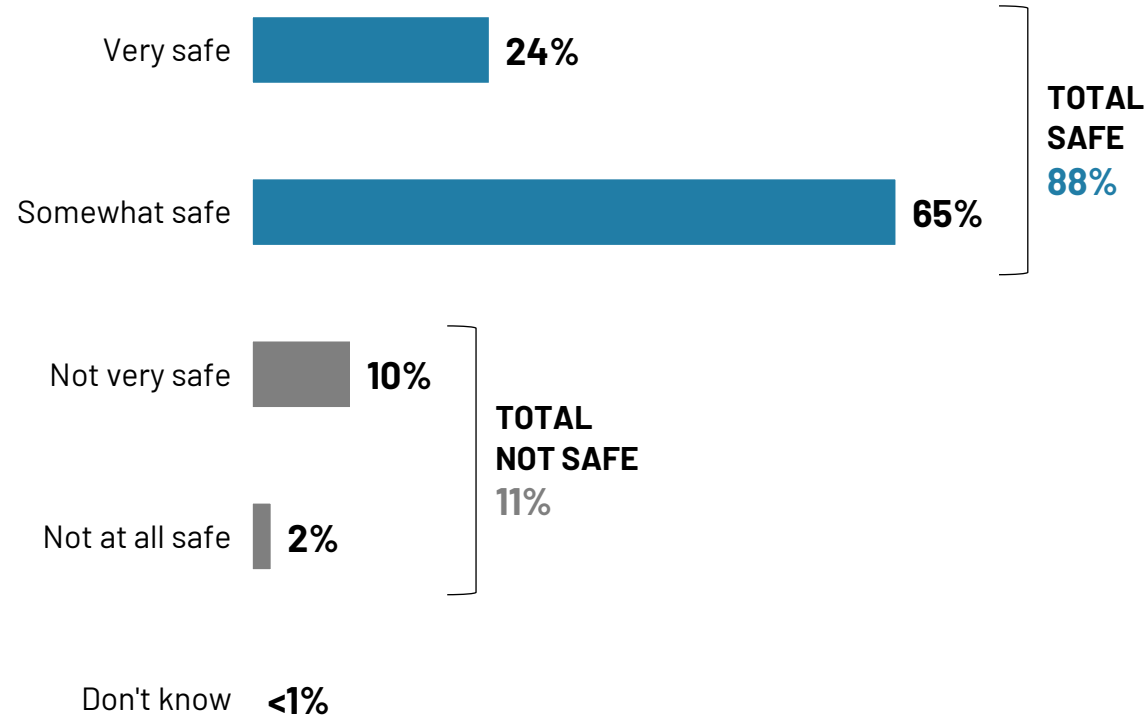
Statistically lower

3.3

REGIONAL SAFETY

Central Okanagan as a safe place to live

- Overall perceptions of regional safety are positive (88% total safe).
- This is consistent with both 2022 and the norm.
- However, those living in the Central Okanagan are less likely than those living elsewhere to describe their area as 'very safe' (24% Central Okanagan versus 38% norm).
- Total safe is higher among those who have lived in the Central Okanagan for 10 years or less (95% versus 85% of 21+ years, 89% of 11-20 years).



	2022	NORM
Very safe	23%	38%
Somewhat safe	65%	52%
TOTAL SAFE	88%	90%
Not very safe	10%	8%
Not at all safe	1%	1%
TOTAL NOT SAFE	11%	9%
Don't know	<1%	1%

Base: All respondents – 2024 (n=700); 2022 (n=700)
 Q6. Overall, would you describe the Central Okanagan as a very safe, somewhat safe, not very safe, or not at all safe place to live?

▲ ▼ Statistically higher/lower than 2022.

Central Okanagan as a safe place to live by community

- Overall perceptions of regional safety are higher in Lake Country (96% total safe)
- In contrast, those living in Electoral Area West are less likely to feel this way (74%).

	TOTAL (n=700) [A]	COMMUNITY						Westbank First Nation (n=51)* [H]
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	
Very safe	24%	22%	24%	39%	27%	19%	29%	21%
Somewhat safe	65%	65%	67%	57%	66%	73%	45%	62%
Not very safe	10%	12%	8%	1%	5%	5%	14%	12%
Not at all safe	2%	1%	0%	2%	0%	2%	7%	6%
Don't know	<1%	0%	1%	0%	1%	0%	6%	0%
TOTAL SAFE	88%	87%	92%	96%	94%	92%	74%	82%
TOTAL NOT SAFE	11%	13%	8%	4%	5%	8%	21%	18%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

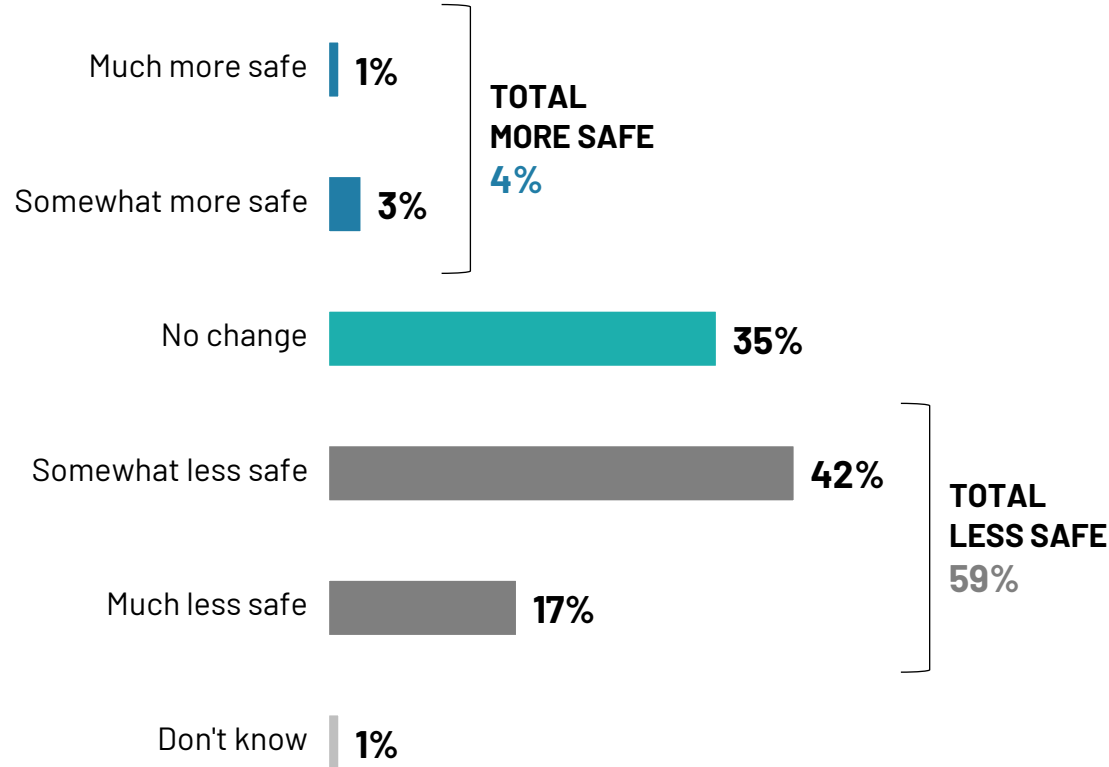
Q6. Overall, would you describe the Central Okanagan as a very safe, somewhat safe, not very safe, or not at all safe place to live?

Statistically higher

Statistically lower

Change in Central Okanagan safety in past two years

- Most (59%) residents say the Central Okanagan has become less safe over the past two years, consistent with 2022.
- Another 35% think there as been 'no change' in regional safety. Very few (4%) say the Central Okanagan has become safer.
- Total less safe is higher among:
 - Women (64% versus 53% of men)
 - Those who have lived in the Central Okanagan for 21+ years (64% versus 53% of 10 years or less, 55% of 11-20 years)



Base: All respondents -2024 (n=700); 2022 (n=700)
 Q7. Over the past two years, do you think the Central Okanagan has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

▲▼ Statistically higher/lower than 2022.

Change in Central Okanagan safety in past two years by community

- Perceptions of deteriorating safety are seen across all communities.
- This opinion is felt particularly strongly among those in Westbank First Nation, with nearly one-third (31%) saying the region has become 'much less safe' over the past two years.

	TOTAL (n=700) [A]	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Much more safe	1%	2%	0%	0%	0%	0%	4%	2%
Somewhat more safe	3%	3%	2%	3%	2%	0%	6%	0%
No change	35%	35%	37%	43%	35%	33%	42%	25%
Somewhat less safe	42%	41%	46%	39%	53%	50%	31%	40%
Much less safe	17%	17%	15%	13%	11%	17%	18%	31%
Don't know	1%	2%	0%	3%	0%	0%	0%	2%
TOTAL MORE SAFE	4%	5%	2%	3%	2%	0%	10%	2%
TOTAL LESS SAFE	59%	58%	61%	52%	64%	67%	49%	71%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q7. Over the past two years, do you think the Central Okanagan has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

Statistically higher

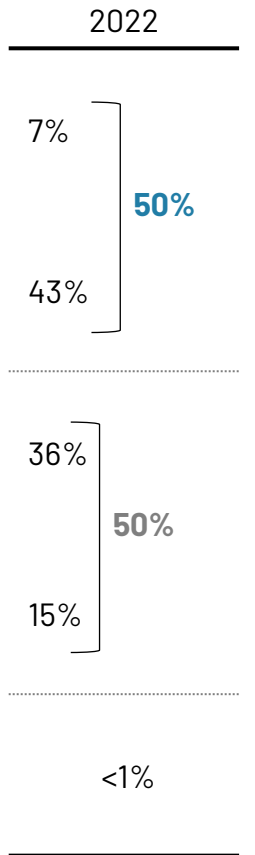
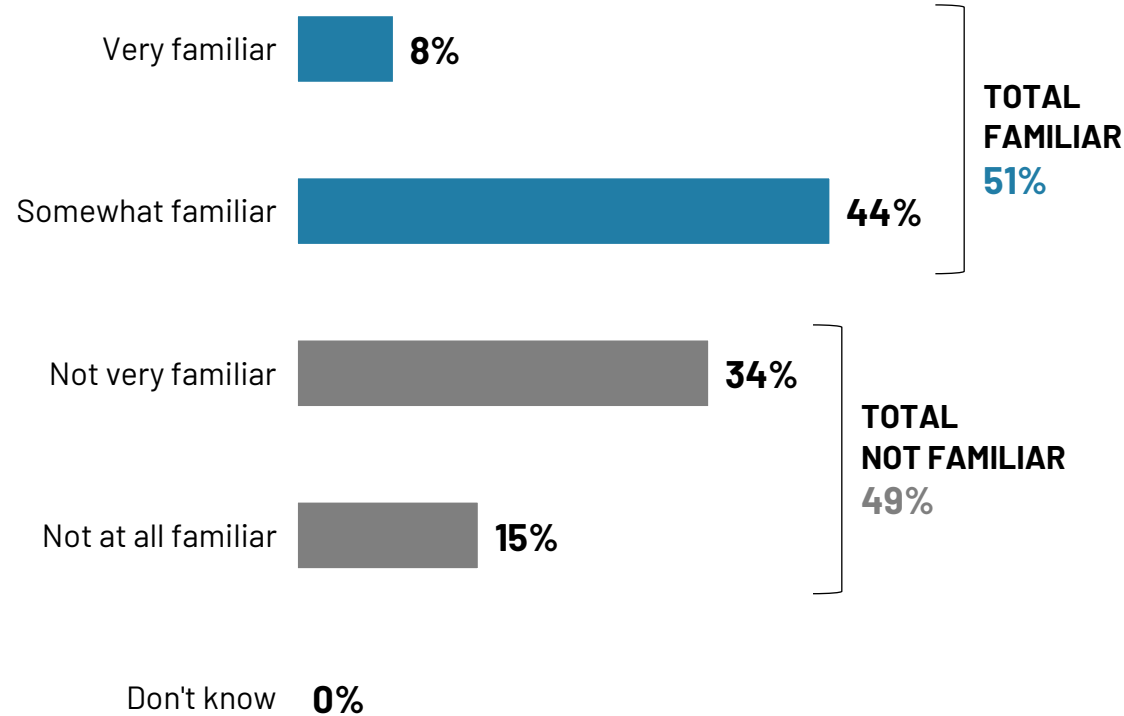
Statistically lower

3.4

FAMILIARITY WITH THE REGIONAL DISTRICT

Familiarity with Regional District's role and purpose

- Just over half (51%) of residents say they are familiar with the Regional District's role and purpose.
- Most of those who are familiar describe their familiarity as 'somewhat' (44%) rather than 'very' (8%).
- Claimed familiarity is on par with 2022.
- Total familiar is higher among:
 - Men (56% versus 47% of women)
 - Those who are 35+ years of age (includes 59% of 55+ years and 58% of 35-54 years versus 29% of 18-34 years)
 - Those who have lived in the Central Okanagan for more than 10 years (includes 60% of 21+ years and 52% of 11-20 years versus 35% of 10 years or less)
 - Homeowners (58% versus 35% of renters)



Base: All respondents - 2024 (n=700); 2022 (n=700)
 Q8. The rest of the survey is about the Regional District of Central Okanagan's government body that is responsible for delivering many services across the region. Overall, how familiar are you with the role and purpose of the Regional District? Would you say ...?

▲ ▼ Statistically higher/lower than 2022.

Familiarity with Regional District's role and purpose by community

- Westbank First Nation residents are more likely to say they are 'not at all familiar' with the Regional District's role and purpose (29%).

	TOTAL (n=700) [A]	COMMUNITY						Westbank First Nation (n=51)* [H]
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	
Very familiar	8%	7%	11%	5%	6%	5%	7%	6%
Somewhat familiar	44%	42%	47%	44%	51%	56%	55%	38%
Not very familiar	34%	34%	35%	35%	38%	21%	28%	27%
Not at all familiar	15%	16%	8%	17%	5%	19%	10%	29%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL FAMILIAR	51%	50%	58%	49%	57%	61%	62%	44%
TOTAL NOT FAMILIAR	49%	50%	42%	51%	43%	39%	38%	56%

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

Base: All respondents

Q8. The rest of the survey is about the Regional District of Central Okanagan's government body that is responsible for delivering many services across the region.

Overall, how familiar are you with the role and purpose of the Regional District? Would you say ...?

** Very small base size (<50), interpret with extreme caution.

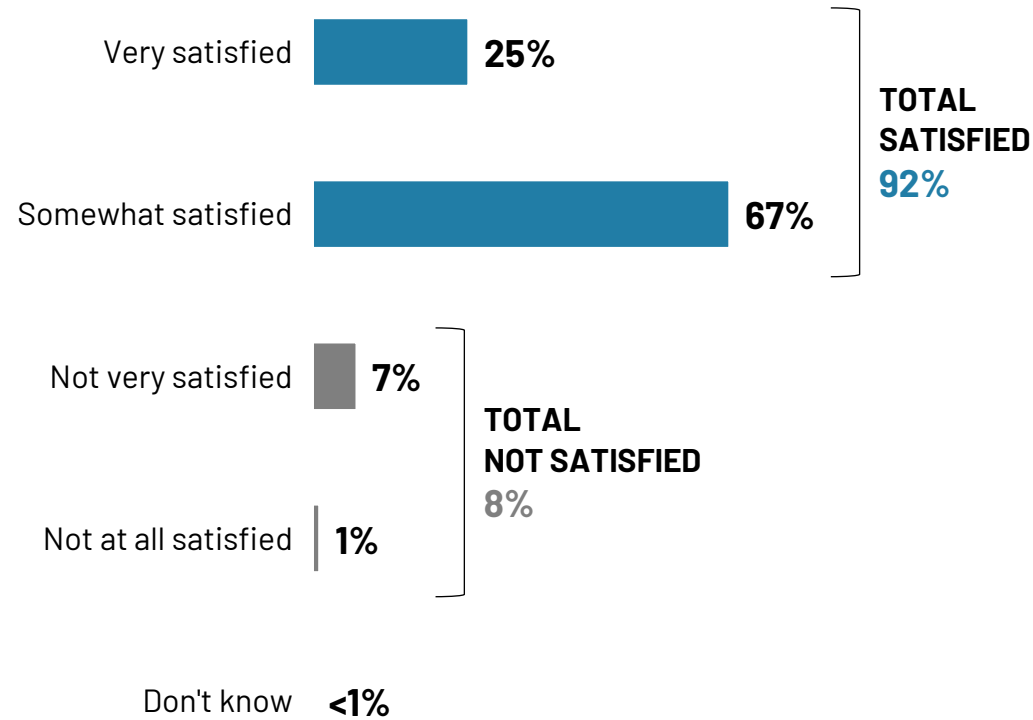
Statistically higher

Statistically lower

3.5 REGIONAL DISTRICT SERVICES

Overall satisfaction with services

- Satisfaction with the overall level and quality of services provided by the Regional District is high (92% total satisfied).
- This year's results are on par with 2022 but higher than the norm of 85%.
- Total satisfied is higher among women than men (95% versus 89%).



	2022	NORM
Very satisfied	25%	27%
Somewhat satisfied	70%	58%
TOTAL SATISFIED	94%	85%
Not very satisfied	5%	10%
Not at all satisfied	1%	3%
TOTAL NOT SATISFIED	5%	13%
Don't know	<1%	2%

Base: All respondents - 2024 (n=700); 2022 (n=700)
 Q11. Taking all these services into account, how satisfied are you with the overall level and quality of services provided by the Regional District?
 Would you say ...?

▲ ▼ Statistically higher/lower than 2022.

Overall satisfaction with services by community

- Overall satisfaction (combined 'very/somewhat satisfied' responses) ranges from a high of 100% in Electoral Area East to a low of 85% in Electoral Area West.

	TOTAL (n=700) [A]	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Very satisfied	25%	24%	29%	25%	33%	16%	17%	27%
Somewhat satisfied	67%	67%	65%	70%	64%	84%	69%	61%
Not very satisfied	7%	7%	6%	5%	3%	0%	12%	12%
Not at all satisfied	1%	1%	0%	0%	0%	0%	2%	0%
Don't know	<1%	1%	0%	0%	0%	0%	0%	0%
TOTAL SATISFIED	92%	91%	94%	95%	97%	100%	85%	88%
TOTAL NOT SATISFIED	8%	8%	6%	5%	3%	0%	15%	12%

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

Base: All respondents

Q11. Taking all these services into account, how satisfied are you with the overall level and quality of services provided by the Regional District? Would you say ...?

** Very small base size (<50), interpret with extreme caution.

Statistically higher

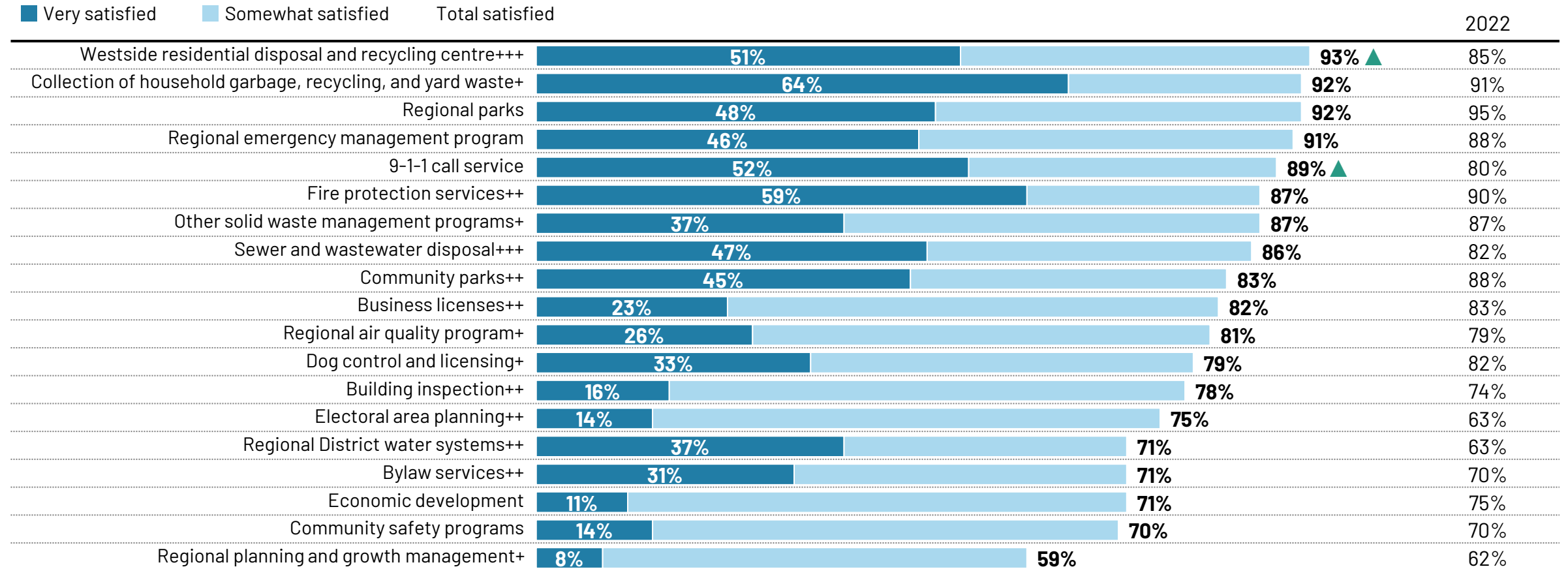
Statistically lower

Satisfaction with specific services

- Residents are largely satisfied (combined 'very/somewhat satisfied' responses) with specific services provided by the Regional District.
- Services receiving the overall highest satisfaction ratings (90% or higher) are:
 - **Westside residential disposal and recycling centre** (93%)
 - **Collection of household garbage, recycling, and yard waste** (92%)
 - **Regional parks** (92%)
 - **Regional emergency management program** (91%)
- Additionally, seven services receive a satisfaction score of 80% or higher and another seven services receive a satisfaction score of 70% or higher.
- The overall lowest scoring service is **regional planning and growth management**, with 59% of residents saying they are satisfied in this regard.
- This year's satisfaction ratings are statistically consistent with 2022, with two exceptions. Specifically, residents this year are more satisfied with:
 - **9-1-1 call service** (up 9 percentage points)
 - **Westside residential disposal and recycling centre** (up 8 percentage points)
- There are no services that have statistically declined in satisfaction this year as compared to 2022.

Note: Not all residents were asked about all services. Rather, residents were only asked about services applicable to their community.

Satisfaction with specific services



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

Base: All respondents (n=700)

Q10. And how satisfied are you with this service? Would you say ...?

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

▲ ▼ Statistically higher/lower than 2022.

Satisfaction with specific services by community (1/2)

	TOTAL SATISFIED							
	TOTAL (n=700) [A]	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Westside residential disposal and recycling centre+++	93%	n/a	94%	n/a	85%	n/a	n/a	91%
Collection of household garbage, recycling, and yard waste+	92%	91%	93%	94%	95%	94%	86%	n/a
Regional parks	92%	92%	94%	91%	95%	89%	85%	89%
Regional emergency management program	91%	90%	95%	92%	95%	88%	87%	94%
9-1-1 call service	89%	88%	94%	84%	100%	85%	98%	86%
Fire protection services++	87%	n/a	n/a	n/a	n/a	90%	82%	n/a
Other solid waste management programs+	87%	88%	87%	85%	83%	86%	72%	n/a
Sewer and wastewater disposal+++	86%	n/a	89%	n/a	78%	n/a	n/a	80%
Community parks++	83%	n/a	n/a	n/a	n/a	79%	89%	n/a
Business licenses++	82%	n/a	n/a	n/a	n/a	86%	76%	n/a

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

** Very small base size (<50), interpret with extreme caution.

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Q10. And how satisfied are you with this service? Would you say ...?

Statistically higher

Statistically lower

Satisfaction with specific services by community (2/2)

	TOTAL SATISFIED							
	TOTAL (n=700) [A]	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Regional air quality program+	81%	81%	80%	84%	81%	81%	74%	n/a
Dog control and licensing+	79%	78%	81%	84%	84%	79%	81%	n/a
Building inspection++	78%	n/a	n/a	n/a	n/a	76%	80%	n/a
Electoral area planning++	75%	n/a	n/a	n/a	n/a	90%	54%	n/a
Regional District water systems++	71%	n/a	n/a	n/a	n/a	72%	70%	n/a
Bylaw services++	71%	n/a	n/a	n/a	n/a	68%	75%	n/a
Economic development	71%	68%	83%	69%	68%	75%	60%	76%
Community safety programs	70%	68%	71%	80%	83%	65%	69%	61%
Regional planning and growth management+	59%	57%	67%	60%	55%	59%	64%	n/a

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q10. And how satisfied are you with this service? Would you say ...?

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

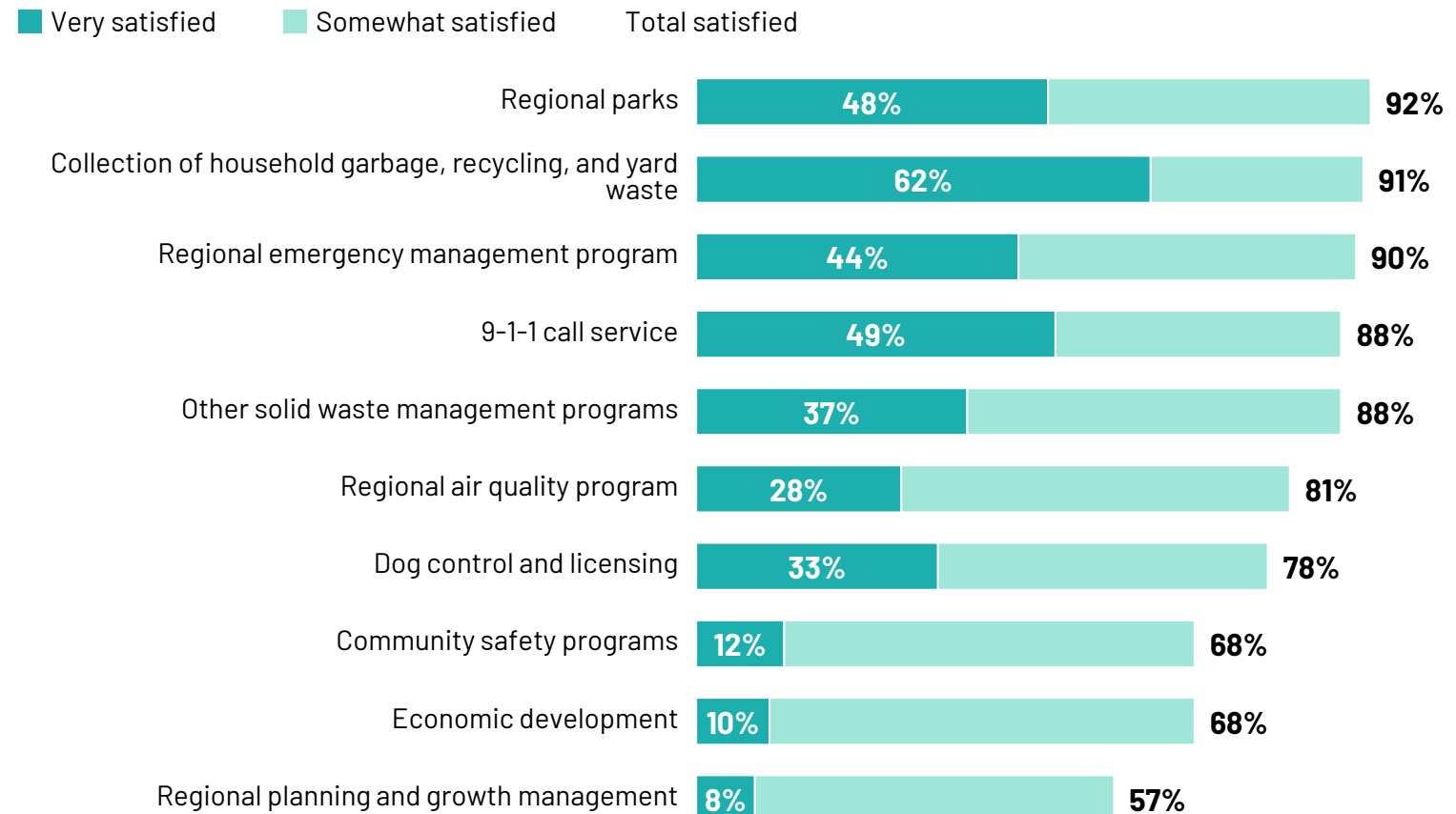
+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Statistically higher

Statistically lower

Satisfaction with specific services – Kelowna

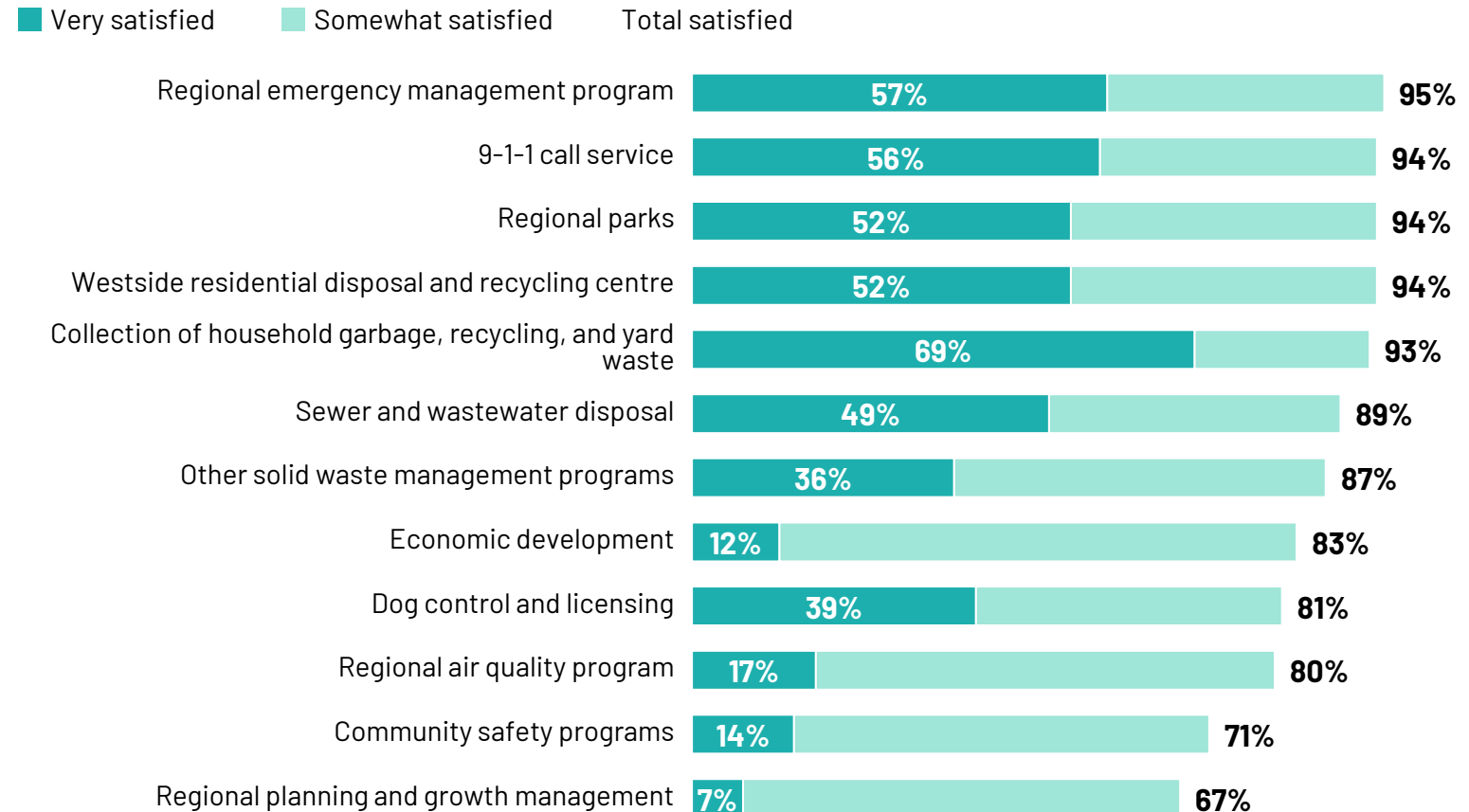
- Kelowna residents were asked about a total of 10 services.
- Satisfaction ranges from a high of 92% for **regional parks** to a low of 57% for **regional planning and growth management**.



Base: Kelowna respondents (n=310)
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – West Kelowna

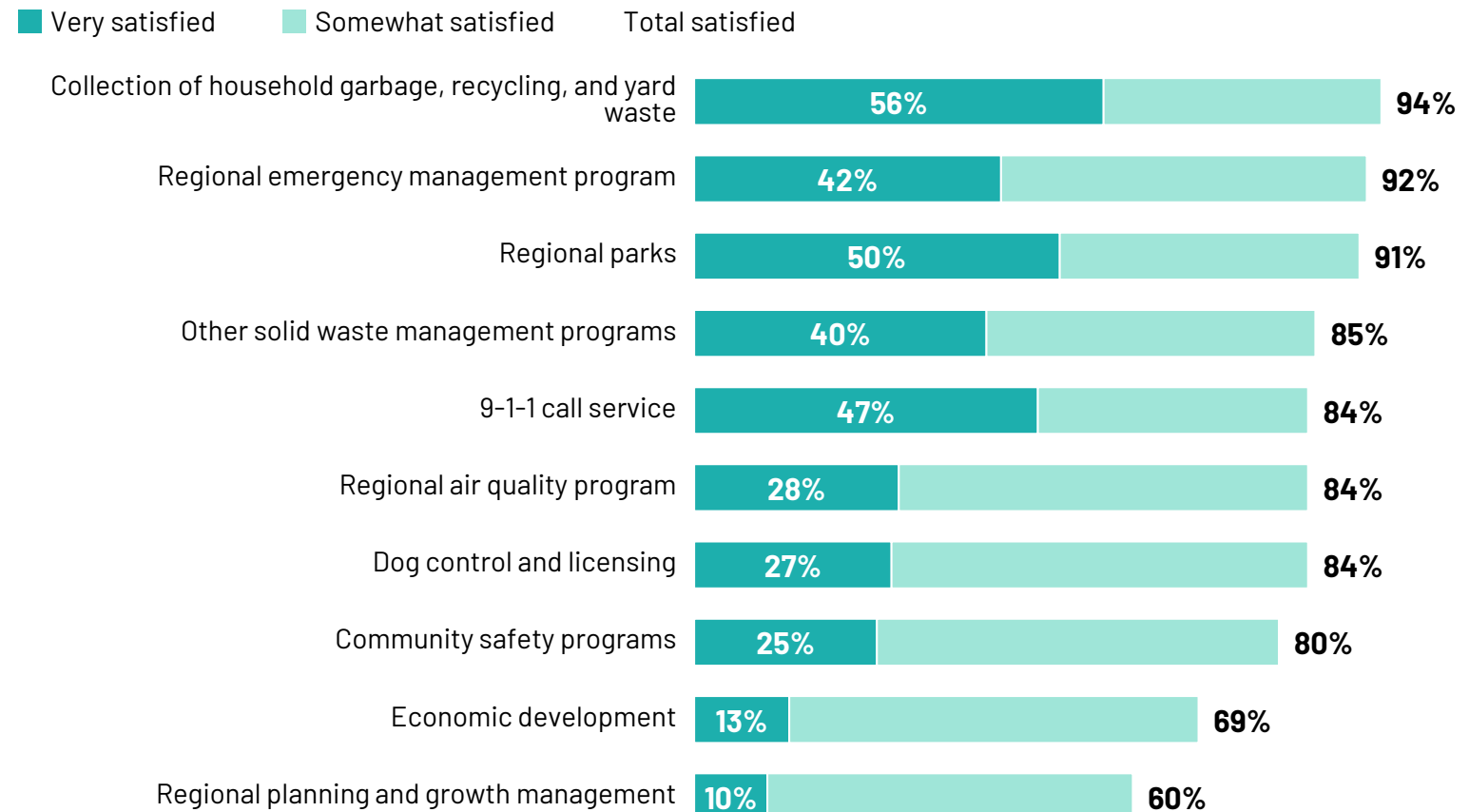
- West Kelowna residents were asked about a total of 12 services.
- Satisfaction ranges from a high of 95% for **regional emergency management program** to a low of 67% for **regional planning and growth management**.



Base: West Kelowna respondents (n=122)
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – Lake Country

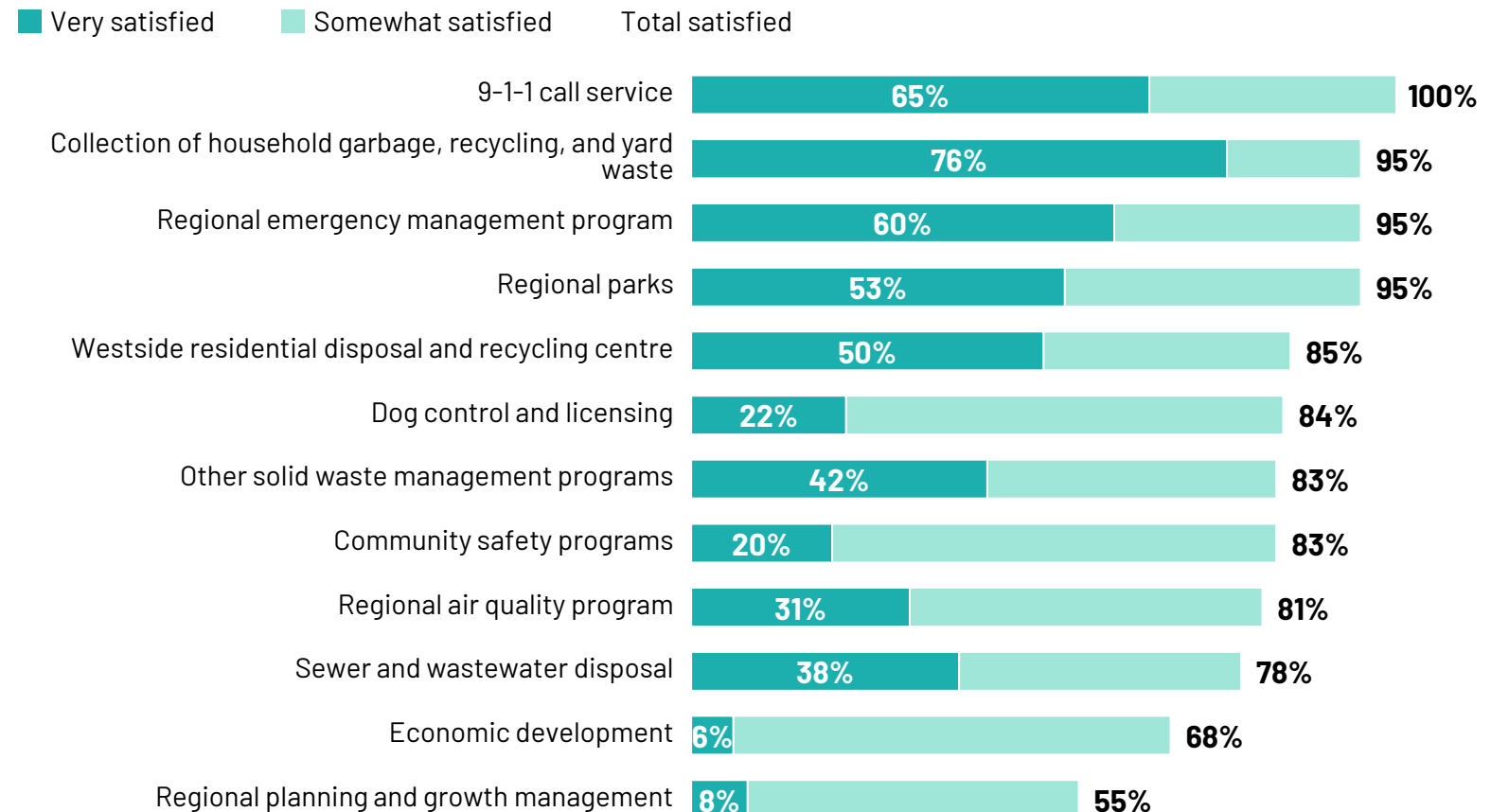
- Lake County residents were asked about a total of 10 services.
- Satisfaction ranges from a high of 94% for **collection of household garbage, recycling, and yard waste** to a low of 60% for **regional planning and growth management**.



* Small base size (<100), interpret with caution.
 Base: Lake Country respondents (n=68)*
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – Peachland

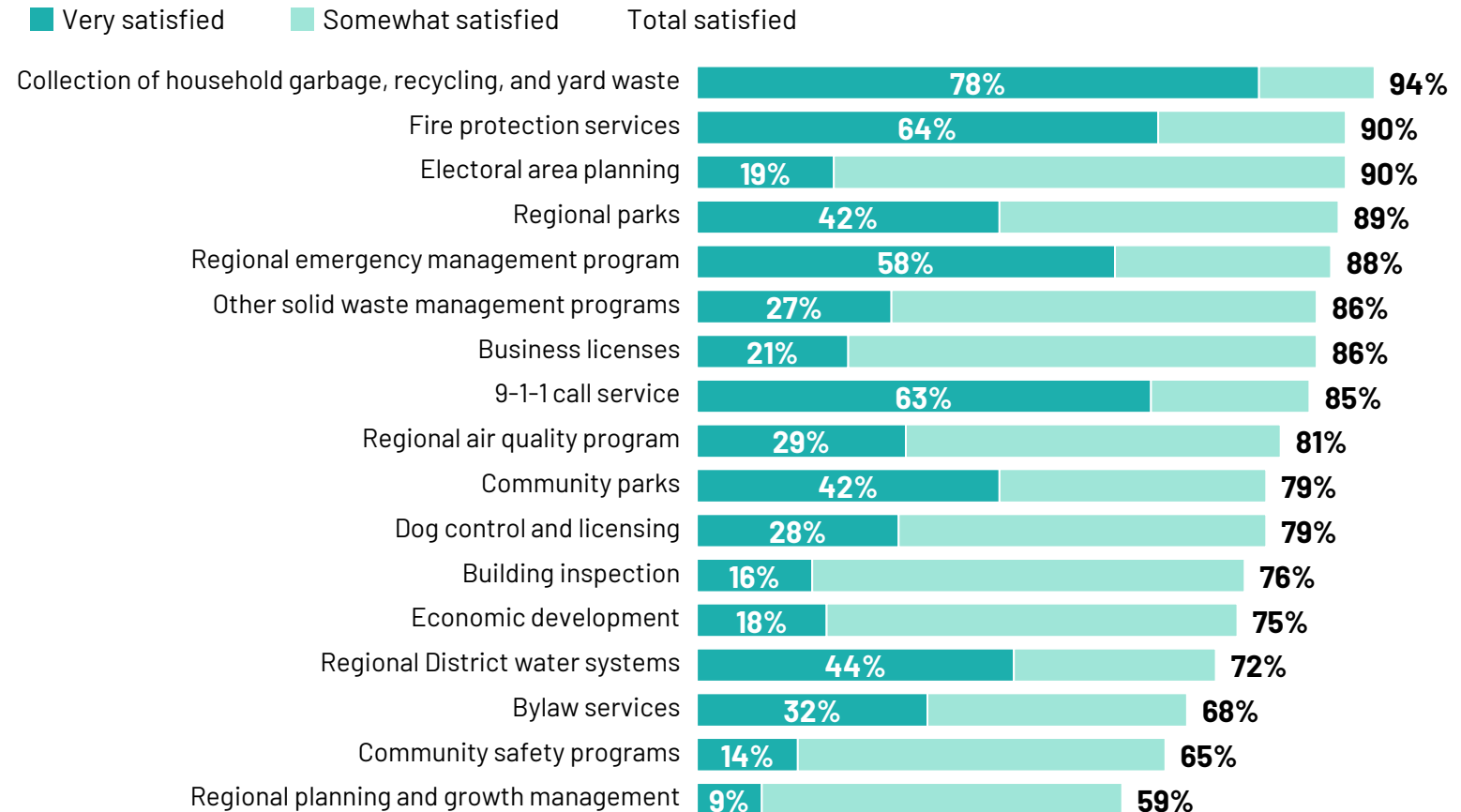
- Peachland residents were asked about a total of 12 services.
- Satisfaction ranges from a high of 100% for **9-1-1 call service** to a low of 55% for **regional planning and growth management**.



* Small base size (<100), interpret with caution.
 Base: Peachland respondents (n=60)*
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – Electoral Area East

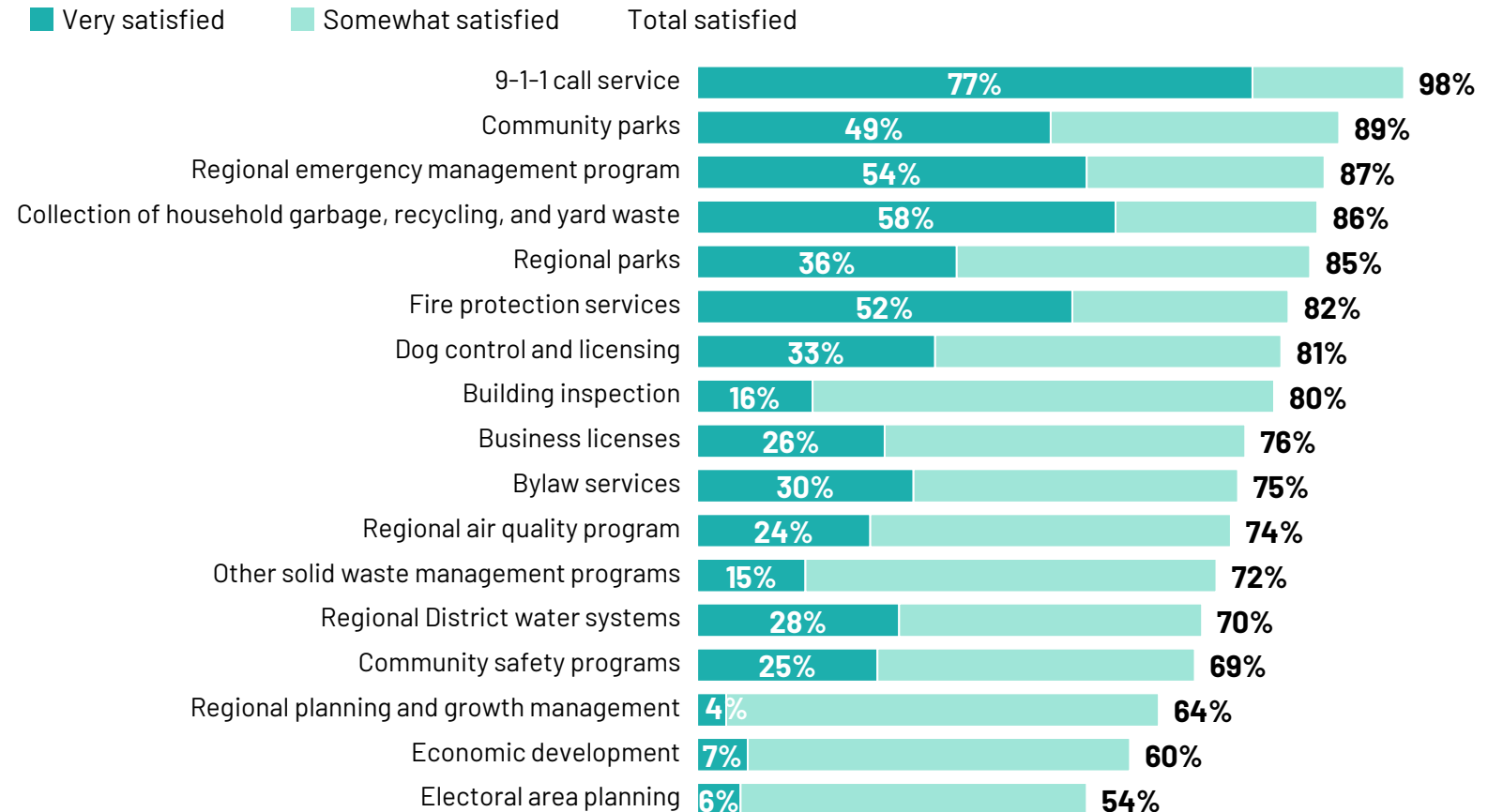
- Electoral Area East residents were asked about a total of 17 services.
- Satisfaction ranges from a high of 94% for **collection of household garbage, recycling, and yard waste** to a low of 59% for **regional planning and growth management**.



* Small base size (<100), interpret with caution.
 Base: Electoral Area East respondents (n=50)*
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – Electoral Area West

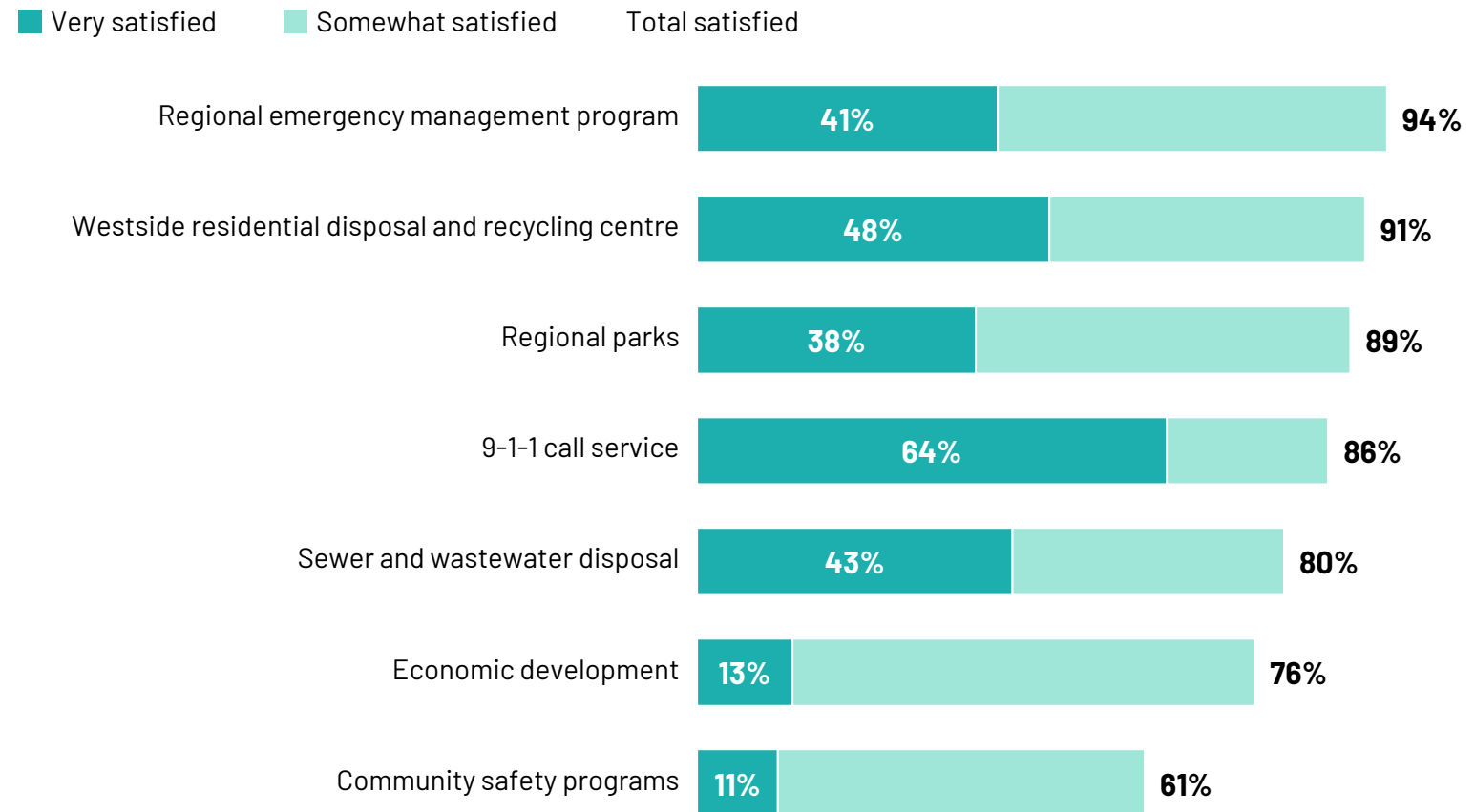
- Electoral Area West residents were asked about a total of 17 services.
- Satisfaction ranges from a high of 98% for **9-1-1 call service** to a low of 54% for **electoral area planning**.



** Very small base size (<50), interpret with extreme caution.
 Base: Electoral Area West respondents (n=39)**
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with specific services – Westbank First Nation

- Westbank First Nation residents were asked about a total of 7 services.
- Satisfaction ranges from a high of 94% for **regional emergency management program** to a low of 61% for **community safety programs**.



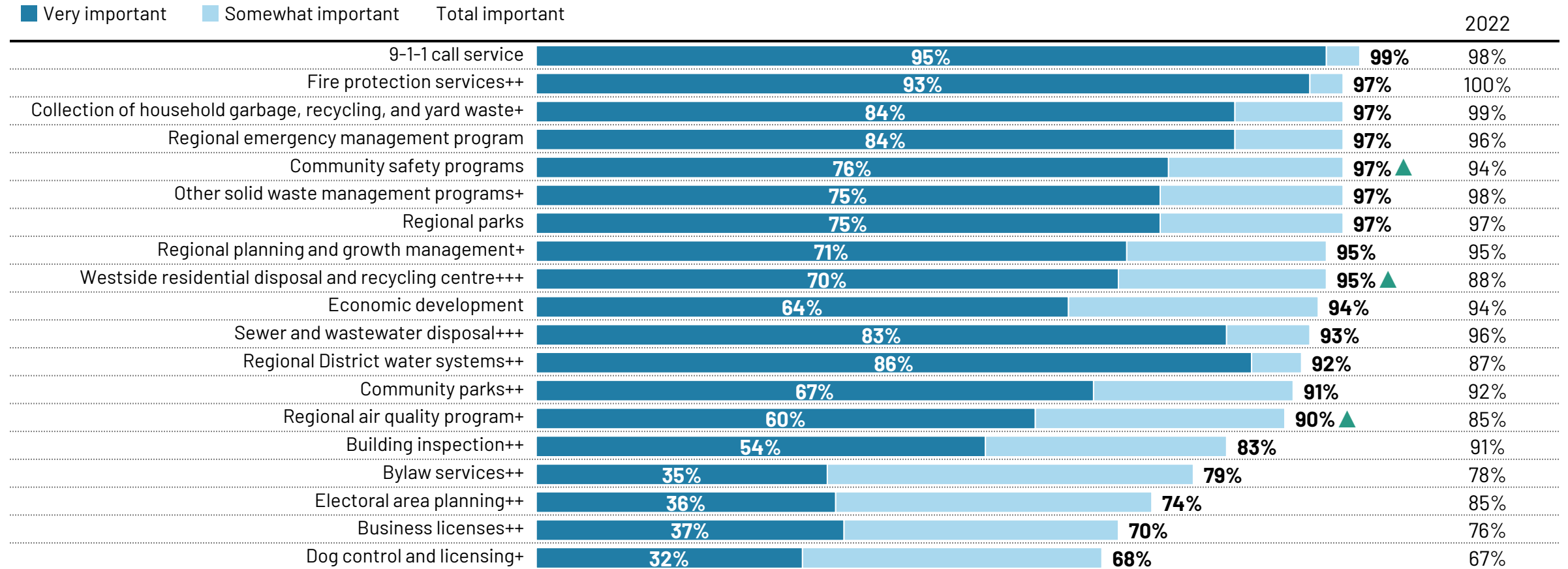
* Small base size (<100), interpret with caution.
 Base: Westbank First Nation respondents (n=51)*
 Q10. And how satisfied are you with this service? Would you say ...?

Importance of specific services

- All the evaluated services are important to residents.
- Of the 19 evaluated services, 14 receive an overall importance score (combined 'very/somewhat important' responses) of 90% or higher.
- The overall highest score goes to **9-1-1 call service**, with 99% of residents saying this is important, including 95% saying 'very important'.
- The five lowest scoring services are listed below. While these are rated lower relative to the other evaluated services, they are still deemed important by more than two-thirds of residents.
 - **Building inspection** (83%)
 - **Bylaw services** (79%)
 - **Electoral area planning** (74%)
 - **Business licenses** (70%)
 - **Dog control and licensing** (68%)
- This year's results are statistically consistent with 2022, with three exceptions. Specifically, residents this year attach a greater importance to:
 - **Westside residential disposal and recycling centre** (up 7 percentage points)
 - **Regional air quality program** (up 5 percentage points)
 - **Community safety programs** (up 3 percentage points)
- There are no services that have statistically declined in importance this year as compared to 2022.

Note: Not all residents were asked about all services. Rather, residents were only asked about services applicable to their community.

Importance of specific services



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

Base: All respondents (n=700)

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

▲ ▼ Statistically higher/lower than 2022.

Importance of specific services by community (1/2)

	TOTAL (n=700)	TOTAL IMPORTANT						
		COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
9-1-1 call service	99%	99%	100%	99%	99%	100%	100%	100%
Fire protection services++	97%	n/a	n/a	n/a	n/a	96%	98%	n/a
Collection of household garbage, recycling, and yard waste+	97%	97%	98%	96%	100%	96%	98%	n/a
Regional emergency management program	97%	97%	100%	95%	100%	97%	98%	92%
Community safety programs	97%	98%	94%	95%	99%	98%	98%	94%
Other solid waste management programs+	97%	97%	95%	94%	100%	95%	91%	n/a
Regional parks	97%	97%	97%	98%	97%	89%	85%	95%
Regional planning and growth management+	95%	94%	94%	96%	96%	92%	91%	n/a
Westside residential disposal and recycling centre+++	95%	n/a	95%	n/a	95%	n/a	n/a	95%
Economic development	94%	95%	94%	94%	85%	88%	89%	91%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Statistically higher

Statistically lower

Importance of specific services by community (2/2)

	TOTAL (n=700)	TOTAL IMPORTANT						
		COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Sewer and wastewater disposal+++	93%	n/a	93%	n/a	92%	n/a	n/a	95%
Regional District water systems++	92%	n/a	n/a	n/a	n/a	90%	94%	n/a
Community parks++	91%	n/a	n/a	n/a	n/a	94%	87%	n/a
Regional air quality program+	90%	91%	84%	96%	85%	84%	85%	n/a
Building inspection++	83%	n/a	n/a	n/a	n/a	86%	79%	n/a
Bylaw services++	79%	n/a	n/a	n/a	n/a	75%	85%	n/a
Electoral area planning++	74%	n/a	n/a	n/a	n/a	86%	58%	n/a
Business licenses++	70%	n/a	n/a	n/a	n/a	74%	66%	n/a
Dog control and licensing+	68%	66%	75%	66%	71%	58%	70%	n/a

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=89)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Statistically higher

Statistically lower

Importance of specific services – Kelowna

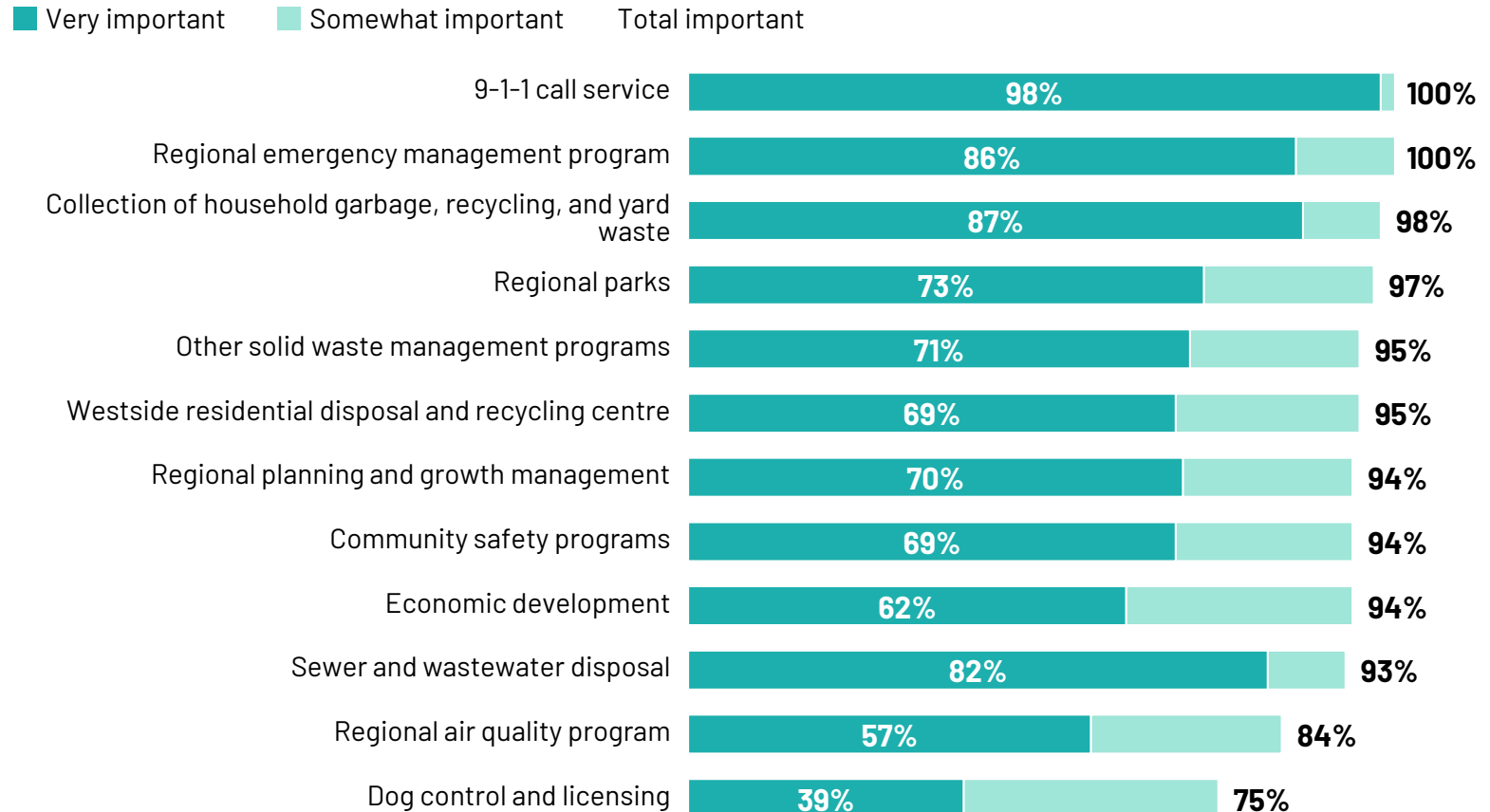
- Among Kelowna residents, importance ranges from a high of 99% for **9-1-1 call service** to a low of 66% for **dog control and licensing**.



Base: Kelowna respondents (n=310)
 Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – West Kelowna

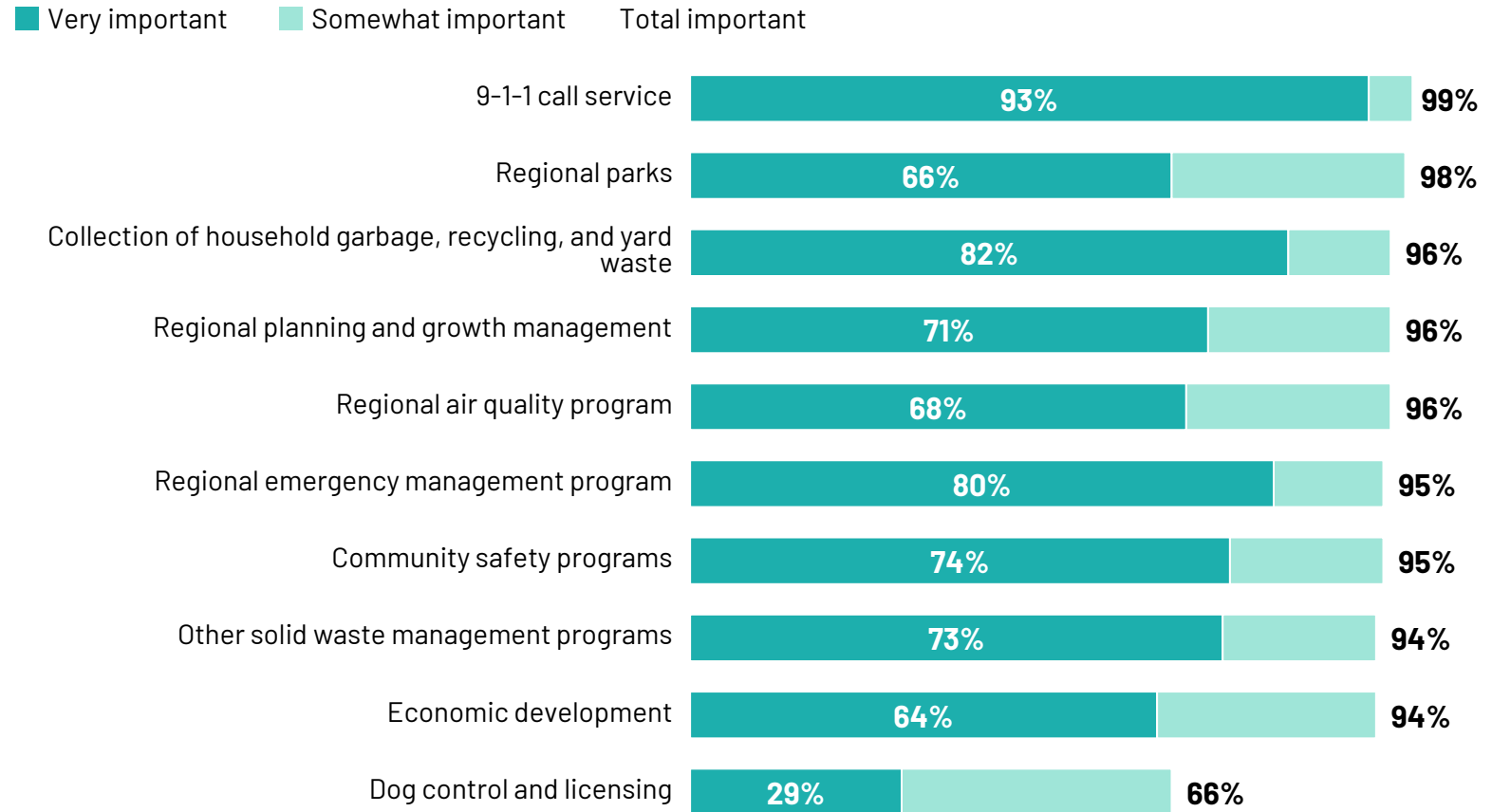
- Among West Kelowna residents, importance ranges from a high of 100% for both **9-1-1 call service** and **regional emergency management program** to a low of 75% for **dog control and licensing**.



Base: West Kelowna respondents (n=122)
 Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – Lake Country

- Among Lake Country residents, importance ranges from a high of 99% for **9-1-1 call service** to a low of 66% for **dog control and licensing**.



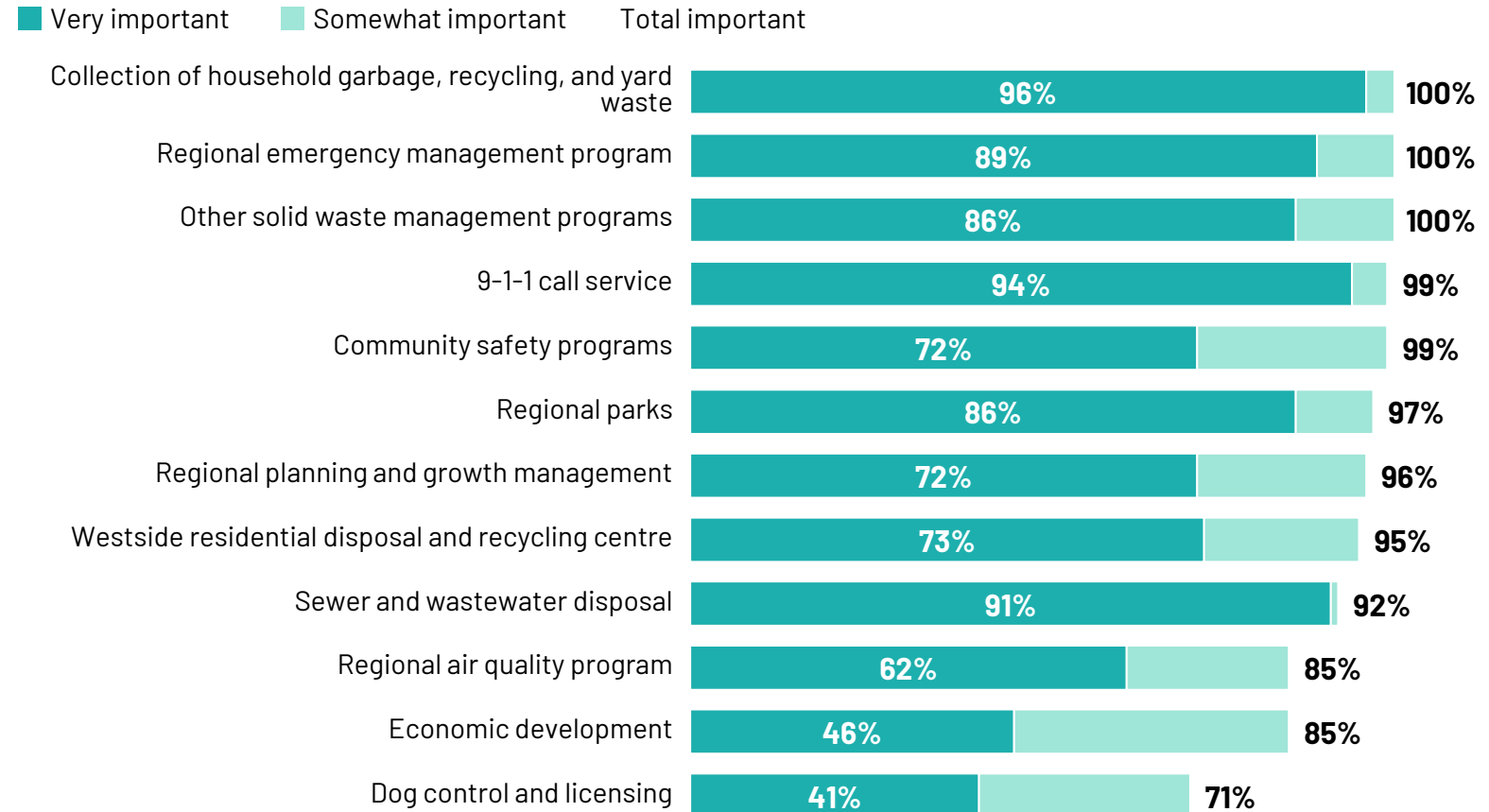
* Small base size (<100), interpret with caution.

Base: Lake Country respondents (n=68)*

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – Peachland

- Among Peachland residents, importance ranges from a high of 100% for **collection of household garbage, recycling, and yard waste, regional emergency management program, and other solid waste management programs** to a low of 71% for **dog control and licensing**.



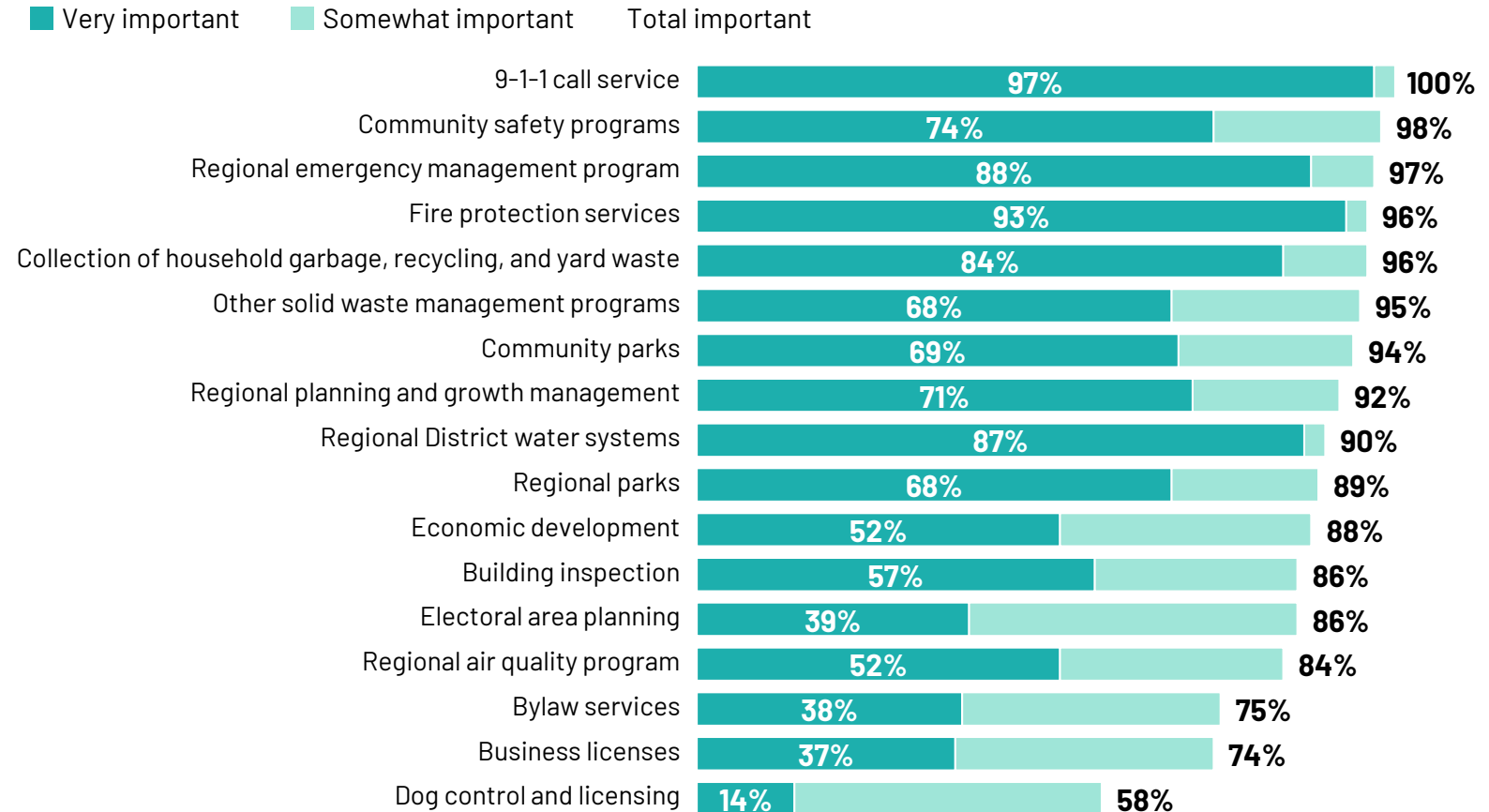
* Small base size (<100), interpret with caution.

Base: Peachland respondents (n=60)*

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – Electoral Area East

- Among Electoral Area East residents, importance ranges from a high of 100% for **9-1-1 call service** to a low of 58% for **dog control and licensing**.



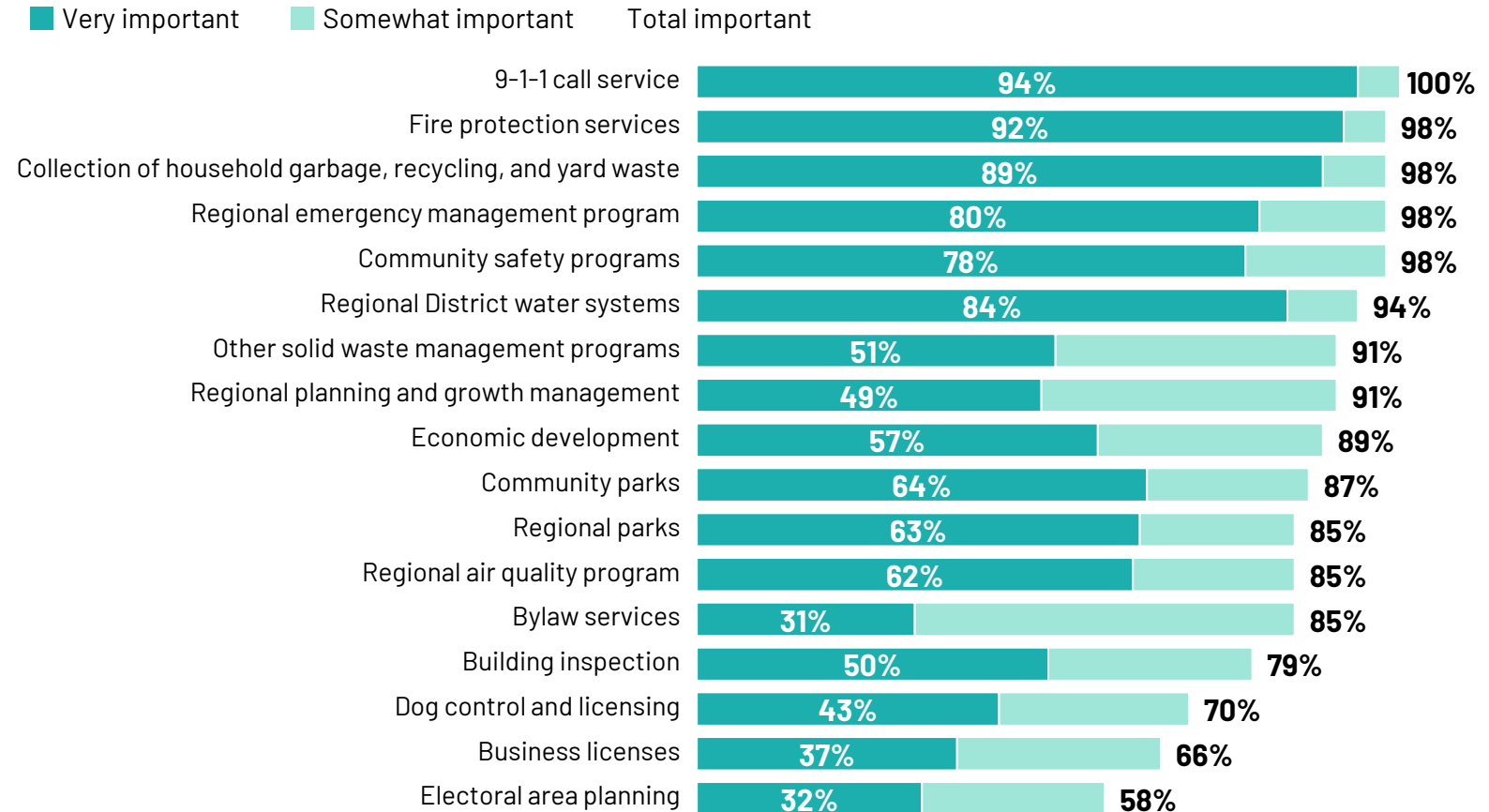
* Small base size (<100), interpret with caution.

Base: Electoral Area East respondents (n=50)*

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – Electoral Area West

- Among Electoral Area West residents, importance ranges from a high of 100% for **9-1-1 call service** to a low of 58% for **electoral area planning**.



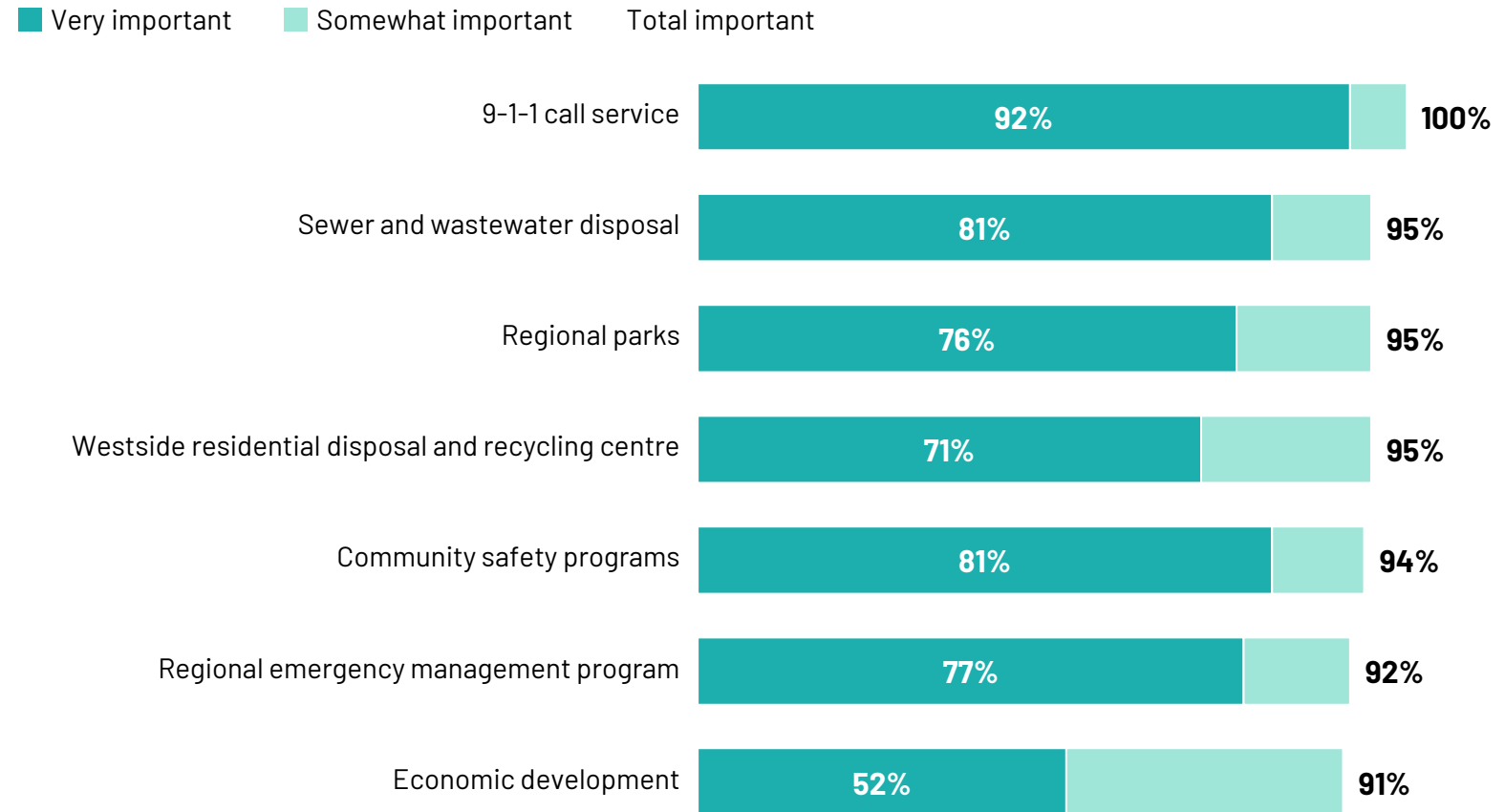
** Very small base size (<50), interpret with extreme caution.

Base: Electoral Area West respondents (n=39)**

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance of specific services – Westbank First Nation

- Among Westbank First Nation residents, importance ranges from a high of 100% for **9-1-1 call service** to a low of 91% for **economic development**.



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

Base: Westbank First Nation respondents (n=51)*

Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?

Importance versus satisfaction action grid explained

An Importance versus Satisfaction **Action Grid** was plotted to better understand the Regional District's perceived strengths and opportunities.

This analysis simultaneously displays the perceived value (e.g., importance) of the Regional District's services and how well the Regional District 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.

Individual services would fall into one of four categories:

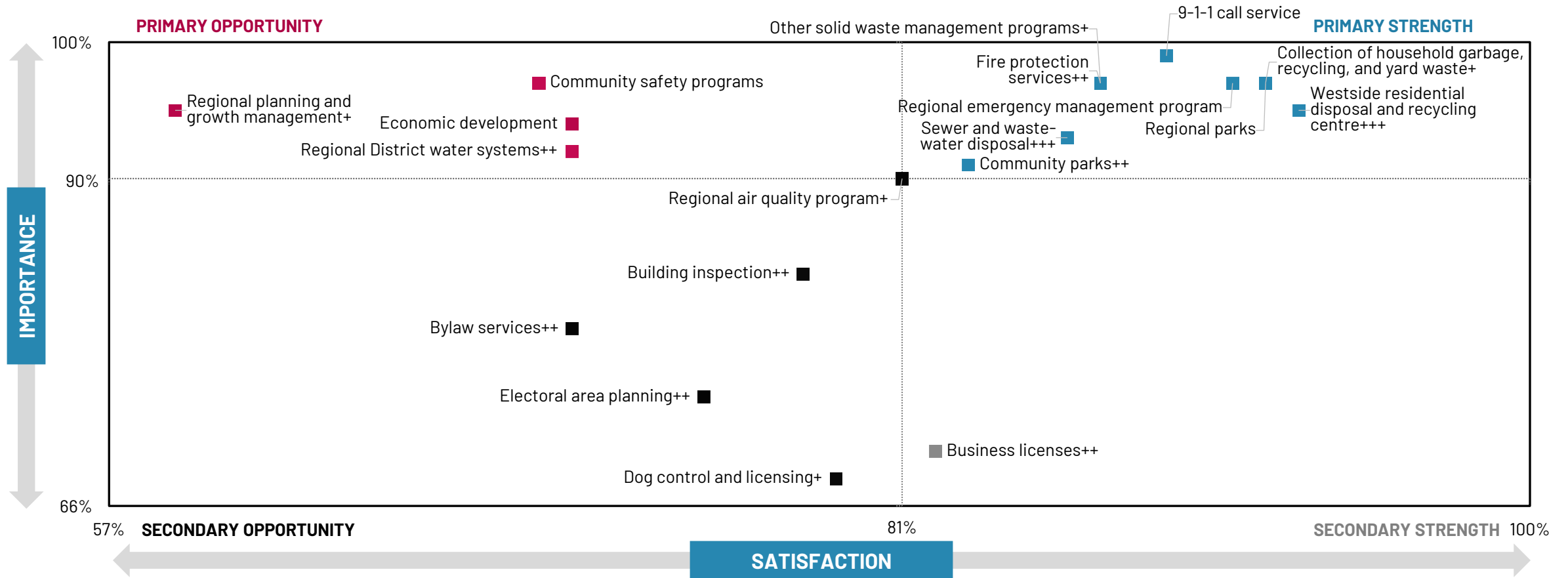
- **Primary Strengths** represent services where both importance and satisfaction are relatively high.
- **Secondary Strengths** represent services that have relatively high satisfaction scores but lower importance ratings.
- **Primary Opportunities** represent key areas for improvement. These areas are regarded as relatively high in importance but relatively low in satisfaction.
- **Secondary Opportunities** are areas relatively low in satisfaction but are also generally less important.



Importance versus satisfaction action grid

- Nine **Primary Strengths** have been identified. These are:
 - *Westside residential disposal and recycling centre*
 - *Collection of household garbage, recycling, and yard waste*
 - *Regional parks*
 - *Regional emergency management program*
 - *9-1-1 call service*
 - *Fire protection services*
 - *Other solid waste management programs*
 - *Sewer and wastewater disposal*
 - *Community parks*
- There is also one **Secondary Strength**:
 - *Business licenses*
- Four **Primary Opportunities** have been identified. These are:
 - *Economic development*
 - *Regional District water systems*
 - *Community safety programs*
 - *Regional planning and growth management*
- There are also four **Secondary Opportunities**, including:
 - *Dog control and licensing*
 - *Building inspection*
 - *Electoral area planning*
 - *Bylaw services*
- *Regional air quality program* sits on the border of being a strength versus an opportunity.

Importance versus satisfaction action grid



Base: All respondents (n=700)
 Q9. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?
 Q10. And how satisfied are you with this service? Would you say ...?

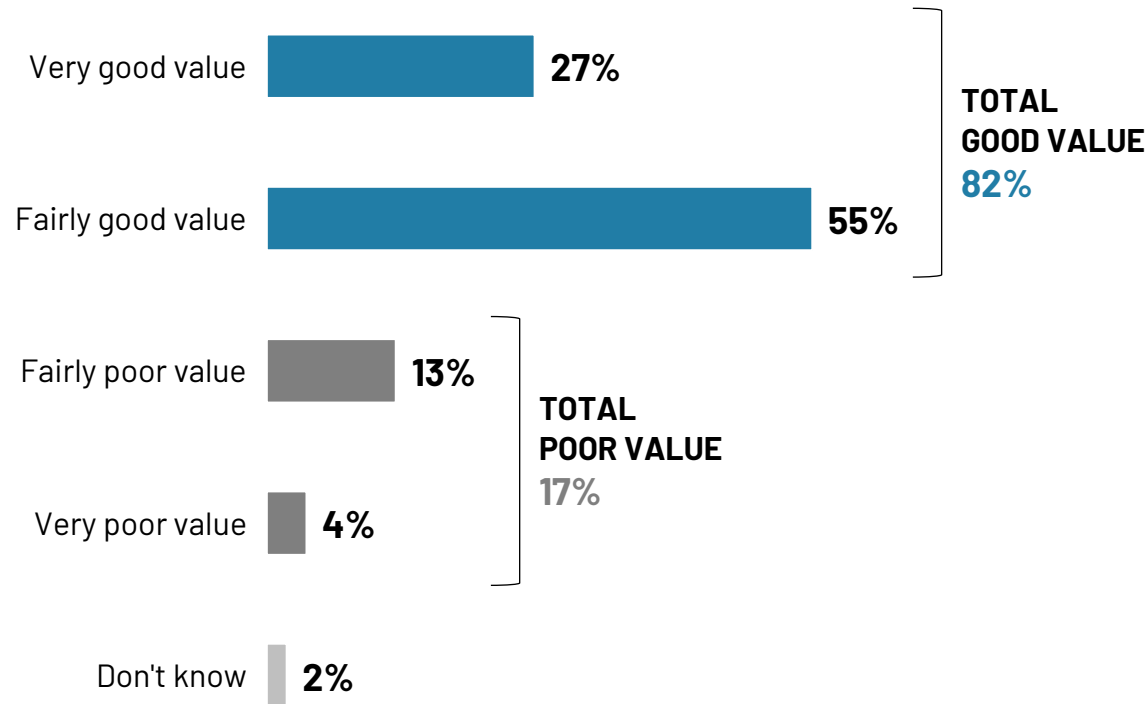
* Small base size (<100), interpret with caution.
 + Excluding Westbank First Nation (n=649)
 ++ Electoral Areas East and West only (n=89)*
 +++ West Kelowna, Peachland, Westbank First Nation only (n=233)

3.6

FINANCIAL PLANNING

Value for tax dollars

- Perceptions of overall value for taxes are positive, with more than eight-in-ten (82%) residents saying they receive good value for the taxes they pay to the Regional District.
- This year's results are consistent with 2022 but higher than the norm of 76%.
- The percentage saying 'very good value' is also higher in the Central Okanagan than elsewhere (27% Central Okanagan versus 17% norm).
- Total good value is higher among older residents (87% of 55+ years versus 74% of 18-34 years, 81% of 35-54 years).



	2022*	NORM
Very good value	24%	17%
Fairly good value	55%	59%
TOTAL GOOD VALUE	79%	76%
Fairly poor value	13%	16%
Very poor value	5%	6%
TOTAL POOR VALUE	18%	22%
Don't know	3%	2%

* Dollar amounts updated in 2024 survey.

Base: All respondents - excluding Westbank First Nation - 2024 (n=649); 2022 (n=649)

Q12. [KELOWNA, WEST KELOWNA, LAKE COUNTRY, PEACHLAND] Your property tax dollars are divided between your local government, the Regional District and the Province. On an average home, approximately \$255 to \$295 of your total tax bill goes towards Regional District programs and services. / [ELECTORAL AREAS EAST AND WEST] Your property tax dollars are divided between the Regional District and the Province. On an average home, approximately [ELECTORAL AREA WEST, INSERT \$1205; ELECTORAL AREA EAST, INSERT \$1055] of your total tax bill goes towards Regional District programs and services. / [ALL] Thinking about all the programs and services you receive from the Regional District, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

▲ ▼ Statistically higher/lower than 2022.

Value for tax dollars by community

- Those living in the Electoral Areas are more likely to say they receive poor value for their tax dollars (39% of Electoral Area West and 30% of Electoral Area East).
- This sentiment is felt particularly strongly among those in Electoral Area West, with two-in-ten (20%) saying they receive 'very poor value'.

	TOTAL (n=649)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=0) [H]
Very good value	27%	29%	23%	21%	23%	26%	5%	n/a
Fairly good value	55%	54%	61%	52%	54%	43%	53%	n/a
Fairly poor value	13%	12%	13%	17%	16%	29%	20%	n/a
Very poor value	4%	4%	2%	7%	6%	2%	20%	n/a
Don't know	2%	2%	0%	4%	1%	0%	2%	n/a
TOTAL GOOD VALUE	82%	83%	85%	73%	77%	70%	58%	n/a
TOTAL POOR VALUE	17%	15%	15%	24%	22%	30%	39%	n/a

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

** Very small base size (<50), interpret with extreme caution.

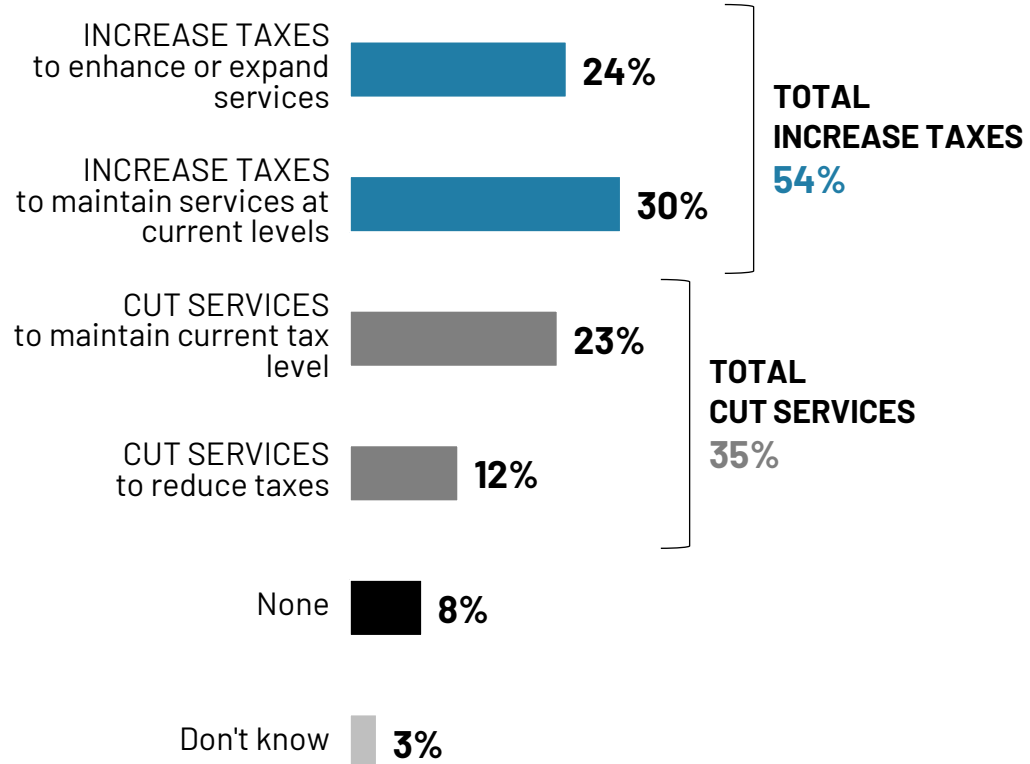
Base: All respondents – excluding Westbank First Nation Q12. [KELOWNA, WEST KELOWNA, LAKE COUNTRY, PEACHLAND] Your property tax dollars are divided between your local government, the Regional District and the Province. On an average home, approximately \$255 to \$295 of your total tax bill goes towards Regional District programs and services. / [ELECTORAL AREAS EAST AND WEST] Your property tax dollars are divided between the Regional District and the Province. On an average home, approximately [ELECTORAL AREA WEST, INSERT \$1205; ELECTORAL AREA EAST, INSERT \$1055] of your total tax bill goes towards Regional District programs and services. / [ALL] Thinking about all the programs and services you receive from the Regional District, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Statistically higher

Statistically lower

Balancing taxation and service delivery levels

- Residents prefer tax increases (54%) over service cuts (35%).
- This year's results are consistent with both 2022 and the norm.
- Residents <55 years of age are more likely than those 55+ to opt for a reduction in services (includes 42% of 18-34 years and 38% of 35-54 years versus 28% of 55+ years).



	2022	NORM
INCREASE TAXES	54%	50%
CUT SERVICES	35%	39%
None	10%	10%
Don't know	2%	1%

Base: All respondents – excluding Westbank First Nation – 2024 (n=649); 2022 (n=649)

Q13. Property taxes are the primary way to pay for services provided by the Regional District. Due to increased costs, the Regional District must balance taxation and service delivery levels. Which one of the following four options would you most like the Regional District to pursue?

▲▼ Statistically higher/lower than 2022.

Balancing taxation and service delivery levels by community

- All residents except those in the Electoral Areas prefer tax increases over service cuts.
- Perceptions in the Electoral Areas are more mixed. Overall, more residents in these areas say the Regional District should cut services than increase taxes, although neither option is chosen by a majority.
- Overall, those in Electoral Area West are the least likely to opt for an increase in taxes (34%).

	TOTAL (n=649)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=0) [H]
INCREASE TAXES to enhance or expand services	24%	27%	21%	20%	13%	14%	13%	n/a
INCREASE TAXES to maintain services at current levels	30%	28%	35%	34%	41%	30%	21%	n/a
CUT SERVICES to maintain current tax level	23%	23%	21%	18%	30%	35%	24%	n/a
CUT SERVICES to reduce taxes	12%	11%	18%	13%	5%	12%	21%	n/a
None	8%	9%	1%	11%	9%	7%	11%	n/a
Don't know	3%	3%	4%	5%	1%	2%	11%	n/a
TOTAL INCREASE TAXES	54%	55%	57%	54%	55%	45%	34%	n/a
TOTAL CUT SERVICES	35%	34%	38%	31%	35%	47%	44%	n/a

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

Base: All respondents - excluding Westbank First Nation

Q13. Property taxes are the primary way to pay for services provided by the Regional District. Due to increased costs, the Regional District must balance taxation and service delivery levels. Which one of the following four options would you most like the Regional District to pursue?

** Very small base size (<50), interpret with extreme caution.

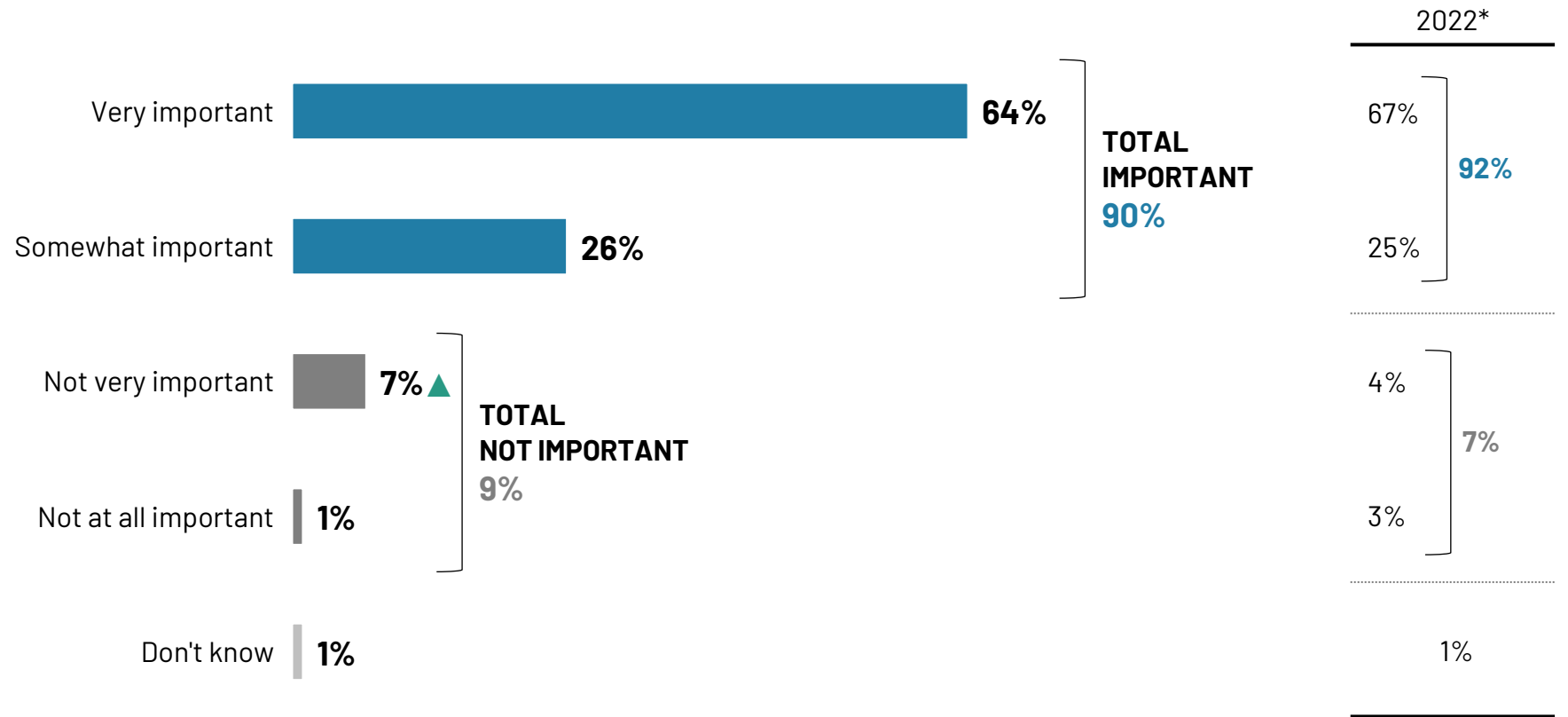
Statistically higher

Statistically lower

3.7 REGIONAL TRANSPORTATION

Importance of regional transportation function

- Nearly all (90%) residents say it is important to have a regional transportation function that facilitates transportation planning, program delivery, and grant applications, including 64% saying this is 'very important'.
- The perceived importance of a regional transportation function is consistent with 2022.



* Slightly different question wording in 2022.

Base: All respondents - 2024 (n=700); 2022 (n=700)

Q15. Currently, transportation matters in the region are managed by the individual local municipalities and the Province. In your view, how important is it to have a regional transportation function that facilitates transportation planning, program delivery, and grant applications? Would you say ...?

▲ ▼ Statistically higher/lower than 2022.

Importance of regional transportation function by community

- Electoral Area East residents are less likely to say it is important to have a regional transportation function (76% total important).
- In contrast, 97% of Westbank First Nation residents believe a regional transportation function is important, including 85% saying 'very important'.

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Very important	64%	64%	61%	67%	62%	52%	48%	85%
Somewhat important	26%	27%	32%	19%	29%	25%	34%	12%
Not very important	7%	8%	4%	11%	8%	17%	11%	2%
Not at all important	1%	1%	2%	3%	2%	2%	5%	0%
Don't know	1%	1%	1%	0%	0%	5%	3%	2%
TOTAL IMPORTANT	90%	90%	93%	86%	91%	76%	82%	97%
TOTAL NOT IMPORTANT	9%	9%	6%	14%	9%	19%	15%	2%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q15. Currently, transportation matters in the region are managed by the individual local municipalities and the Province. In your view, how important is it to have a regional transportation function that facilitates transportation planning, program delivery, and grant applications? Would you say ...?

Statistically higher

Statistically lower

3.8

CUSTOMER SERVICE

Contact with Regional District in last 12 months

Contacted Regional District Last 12 Months

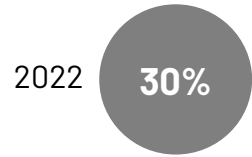
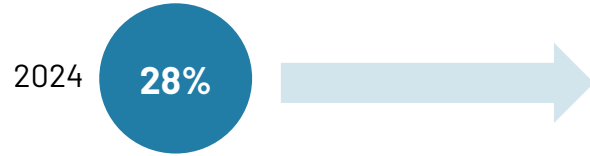
- Just under three-in-ten (28%) residents say they have personally contacted or dealt with the Regional District or one of its employees in the last 12 months.
- Claimed contact is on par with 2022 but lower than the norm of 44%.
- Claimed contact is higher among:
 - Those who are 35+ years of age (includes 32% of 35-54 years and 30% of 55+ years versus 19% of 18-34 years)
 - Homeowners (33% versus 16% of renters)

Satisfaction with Customer Service

- Satisfaction with the Regional District's customer service is high.
- Overall, 89% of those who contacted or dealt with the Regional District in the last 12 months say they are satisfied (combined 'very/somewhat satisfied' responses) with **the overall service received**.
- Satisfaction extends to specific aspects of the Regional District's customer service, including:
 - 93% satisfied with **staff's courteousness**
 - 90% satisfied with **staff's helpfulness**
 - 89% satisfied with **staff's knowledge**
 - 85% satisfied with **staff's ability to resolve issue**
 - 84% satisfied with **the speed and timeliness of service**
 - 83% satisfied with **the ease of reaching staff**
- This year's results are statistically consistent with 2022.
- Notably, Central Okanagan residents are more satisfied than the norm with **the overall service received** (89% Central Okanagan versus 82% norm) as well as with **staff's ability to resolve issue** (85% Central Okanagan versus 76% norm).

Contact with Regional District in last 12 months

YES, personally contacted/dealt with the Regional District or one of its employees



YES	NORM
44%	

	Very satisfied	Somewhat satisfied	Total satisfied	2022	NORM
The overall service you received	56%		89%	85%	82%
Staff's courteousness	68%		93%	89%	90%
Staff's helpfulness	59%		90%	86%	86%
Staff's knowledge	55%		89%	88%	86%
Staff's ability to resolve your issue	47%		85%	78%	76%
The speed and timeliness of service	53%		84%	81%	81%
The ease of reaching staff	48%		83%	80%	83%

Base: All respondents – 2024 (n=700); 2022 (n=700)

Q18. In the last 12 months, have you personally contacted or dealt with the Regional District or one of its employees?

Base: Contacted Regional District in past 12 months – 2024 (n=204); 2022 (n=209)

Q19. Thinking of your most recent contact experience, how satisfied are you with ...? Would you say ...? (How about) ...?c

▲ ▼ Statistically higher/lower than 2022.

Contact with Regional District in last 12 months by community

- Claimed contact ranges from 40% in Electoral Area East to 18% in Westbank First Nation.
- Analysis of satisfaction by community should be interpreted with caution due to the small base sizes.

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
YES, personally contacted/dealt with the Regional District or one of its employees	28%	27%	29%	29%	33%	40%	23%	18%
TOTAL SATISFIED								
	(n=204)	(n=91)*	(n=36)**	(n=20)**	(n=20)**	(n=20)**	(n=8)**	(n=9)**
The overall service you received	89%	90%	89%	92%	75%	69%	67%	78%
Staff's courteousness	93%	94%	100%	86%	90%	84%	65%	69%
Staff's helpfulness	90%	90%	95%	92%	85%	80%	56%	87%
Staff's knowledge	89%	87%	100%	82%	90%	87%	100%	91%
Staff's ability to resolve your issue	85%	85%	83%	88%	70%	75%	56%	100%
The speed and timeline of service	84%	83%	90%	92%	65%	58%	70%	91%
The ease of reaching staff	83%	81%	83%	92%	90%	75%	76%	91%

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

** Very small base size (<50), interpret with extreme caution.

Base: All respondents

Q18. In the last 12 months, have you personally contacted or dealt with the Regional District or one of its employees?

Base: Contacted Regional District in past 12 months

Q19. Thinking of your most recent contact experience, how satisfied are you with ...? Would you say ...? (How about) ...?

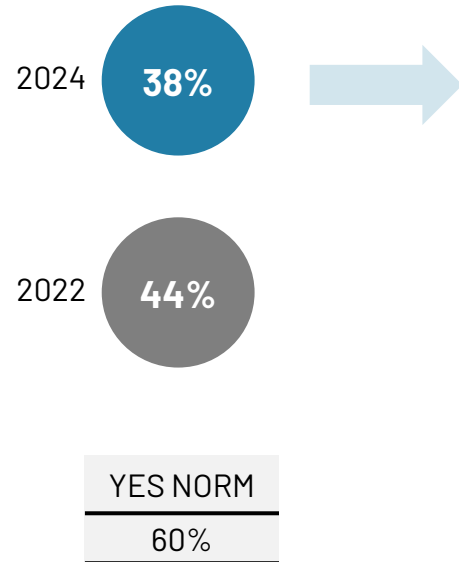
Statistically higher

Statistically lower

Visited Regional District's website in last 12 months

- Nearly four-in-ten (38%) residents say they have personally visited the Regional District's website in the last 12 months.
- This is statistically consistent with 2022 but lower than the norm of 60%.
- Claimed website visitation is higher among:
 - Those who are 35-54 years of age (58% versus 22% of 18-34 years, 35% of 55+ years)
 - Those who have lived in the Regional District for 21+ years (42% versus 29% of 10 years or less, 41% of 11-20 years)
 - Homeowners (46% versus 22% of renters)
 - Those living in households with children under the age of 18 (51% versus 34% of those without children at home)

YES, have visited the Regional District's website - rdco.com - in the last 12 months



- Claimed website visitation ranges from a high of 49% in Lake Country to a low of 34% in Westbank First Nation.

COMMUNITY						
Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
37%	41%	49%	36%	44%	40%	34%

Statistically higher

Statistically lower

Base: All respondents - 2024 (n=700); 2022 (n=700)

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

** Very small base size (<50), interpret with extreme caution

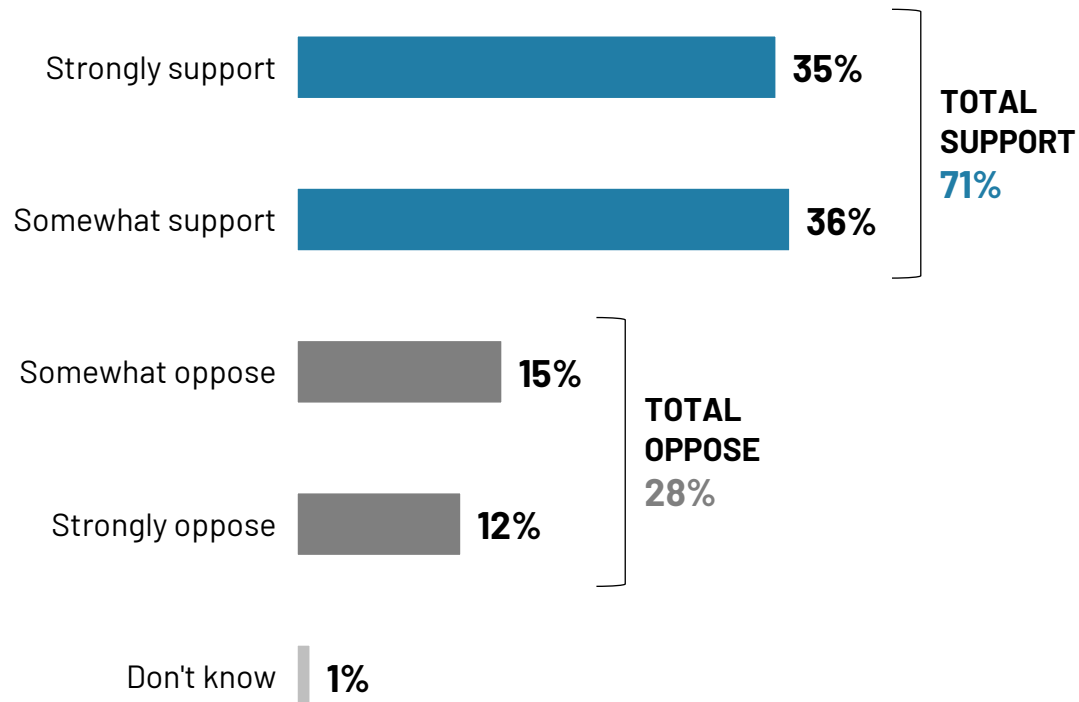
Q20. Have you personally visited the Regional District's website, rdco.com, in the last 12 months?

▲ ▼ Statistically higher/lower than 2022.

3.9 HOUSING

Support for increasing amount of housing

- In total, slightly more than seven-in-ten (71%) residents say they support increasing the amount of housing in their neighbourhood to address housing shortages.
- Total support is higher among:
 - Younger residents (82% of 18-34 years versus 65% of 55+ years, 69% of 35-54 years)
 - Renters (83% versus 65% of homeowners)



Base: All respondents - 2024 (n=700)

H1. To what extent do you support or oppose increasing the amount of housing in your neighbourhood to address housing shortages? Would you say ...?

Support for increasing amount of housing by community

- Kelowna residents are more likely to support increasing the amount of housing in their neighbourhood (74%).
- In contrast, support is lower among those in West Kelowna (60%).

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Strongly support	35%	39%	21%	44%	24%	24%	42%	28%
Somewhat support	36%	35%	40%	30%	39%	40%	31%	39%
Somewhat oppose	15%	12%	25%	16%	21%	22%	17%	19%
Strongly oppose	12%	13%	13%	9%	16%	12%	10%	12%
Don't know	1%	2%	1%	1%	0%	2%	0%	2%
TOTAL SUPPORT	71%	74%	60%	74%	63%	64%	73%	67%
TOTAL OPPOSE	28%	25%	38%	24%	37%	34%	27%	31%

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

** Very small base size (<50), interpret with extreme caution.

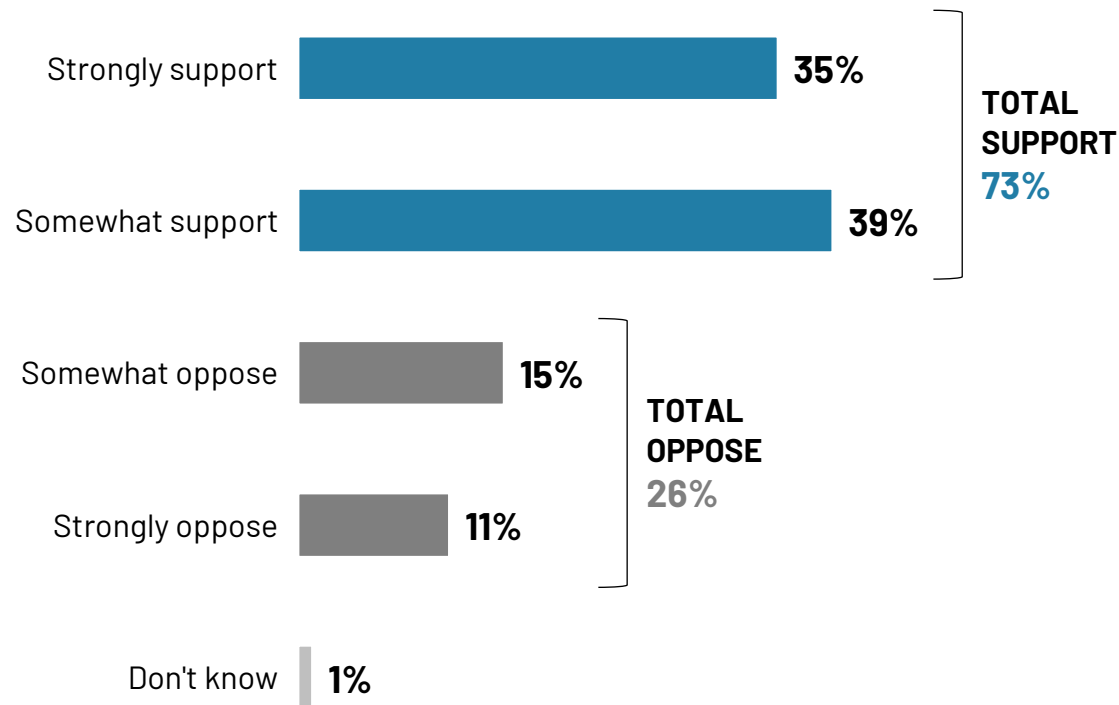
H1. To what extent do you support or oppose increasing the amount of housing in your neighbourhood to address housing shortages? Would you say ...?

Statistically higher

Statistically lower

Support for additional housing types

- There is also support for additional housing types in neighbourhoods to support a diverse range of income levels and family types (73% total support).
- Total support is higher among:
 - Younger residents (89% of 18-34 years versus 65% of 55+ years, 72% of 35-54 years)
 - Those who have lived in the Central Okanagan for 10 years or less (80% versus 69% of 21+ years, 76% of 11-20 years)
 - Renters (91% versus 65% of homeowners)



Base: All respondents - 2024 (n=700)

H2. To what extent do you support or oppose additional housing types in your neighbourhood to support a diverse range of income levels and family types? Would you say ...?

Support for additional housing types by community

- Again, support is higher in Kelowna (76%) and lower in West Kelowna (64%).

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Strongly support	35%	38%	15%	48%	27%	34%	49%	33%
Somewhat support	39%	38%	49%	29%	45%	31%	24%	34%
Somewhat oppose	15%	14%	21%	10%	15%	13%	17%	20%
Strongly oppose	11%	10%	14%	12%	13%	19%	7%	10%
Don't know	1%	1%	1%	1%	0%	3%	2%	4%
TOTAL SUPPORT	73%	76%	64%	76%	72%	65%	74%	67%
TOTAL OPPOSE	26%	23%	36%	22%	28%	32%	24%	29%

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

** Very small base size (<50), interpret with extreme caution.

H2. To what extent do you support or oppose additional housing types in your neighbourhood to support a diverse range of income levels and family types? Would you say ...?

Statistically higher

Statistically lower

3.10

COMMUNITY RESILIENCY

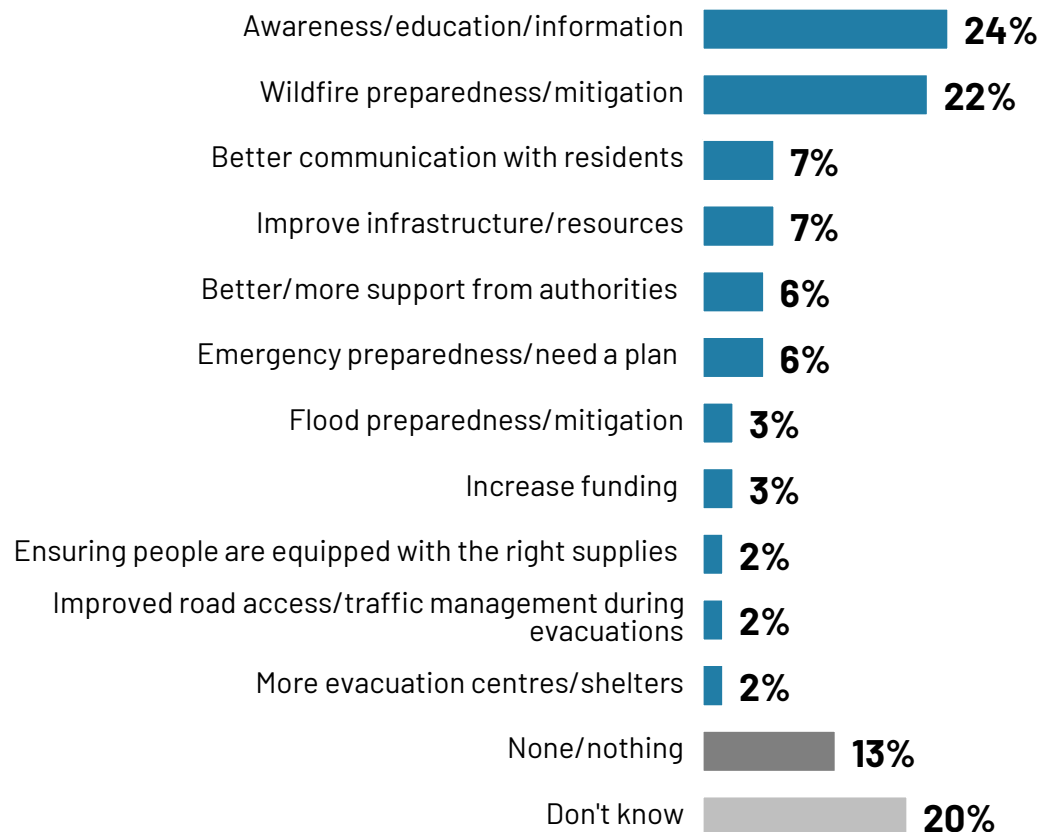
Introduction read to respondents:

Community resilience is the ability to prepare for anticipated hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions. Activities, such as disaster preparedness – which includes prevention, protection, mitigation, as well as disaster response and recovery – are key steps to resilience.

Suggestions to increase resilience in communities

(coded open-ends, multiple mentions allowed)

- To increase resilience in communities, residents most frequently suggest “awareness/education/information” (24% coded open-ends) and “wildfire preparedness/mitigation” (22%).
- One-third (33%) are unable to offer any specific suggestions (includes 13% “none/nothing”, 20% “don’t know”).



Mentions <2% not shown.

Base: All respondents - 2024 (n=700)

CR1. What suggestions do you have to increase resilience in our communities? This can include things to help people be more prepared before an event as well as things to help people recover more quickly after an event.

Suggestions to increase resilience in communities by community

(coded open-ends, multiple mentions allowed)

- Kelowna residents are more likely to mention “awareness/education/information” (27%).
- Conversely, mentions of “wildfire preparedness/mitigation” are higher in Westbank First Nation (48%), Peachland (43%), and Electoral Area East (41%).

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [B]	West Kelowna (n=122) [C]	Lake Country (n=68)* [D]	Peachland (n=60)* [E]	Electoral Area East (n=50)* [F]	Electoral Area West (n=39)** [G]	Westbank First Nation (n=51)* [H]
Awareness/education/information	24%	27%	19%	14%	25%	23%	19%	16%
Wildfire preparedness/mitigation	22%	18%	20%	32%	43%	41%	30%	48%
Better communication with residents	7%	8%	8%	5%	10%	8%	11%	3%
Improve infrastructure/resources	7%	8%	5%	6%	1%	7%	8%	8%
Better/more support from authorities	6%	7%	5%	4%	6%	10%	8%	6%
Emergency preparedness/need a plan	6%	6%	7%	4%	7%	4%	4%	4%
Flood preparedness/mitigation	3%	3%	1%	2%	3%	3%	0%	2%
Increase funding	3%	3%	3%	1%	3%	0%	3%	0%
Ensuring people are equipped with the right supplies	2%	2%	1%	8%	2%	0%	0%	0%
Improved road access/ traffic management during evacuations	2%	1%	1%	3%	6%	3%	2%	6%
More evacuation centres/shelters	2%	1%	4%	0%	3%	4%	3%	2%
None/nothing	13%	13%	10%	18%	10%	13%	7%	16%
Don't know	20%	20%	25%	18%	5%	8%	24%	15%

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

Mentions <2% not shown.

Base: All respondents

CR1. What suggestions do you have to increase resilience in our communities? This can include things to help people be more prepared before an event as well as things to help people recover more quickly after an event.

** Very small base size (<50), interpret with extreme caution.

Statistically higher

Statistically lower

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