

# 2024 CITIZEN SURVEY

PRESENTED BY:

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January 30, 2025



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January 2025





## OBJECTIVE

- Understand and monitor residents' perceptions and priorities

## METHODOLOGY

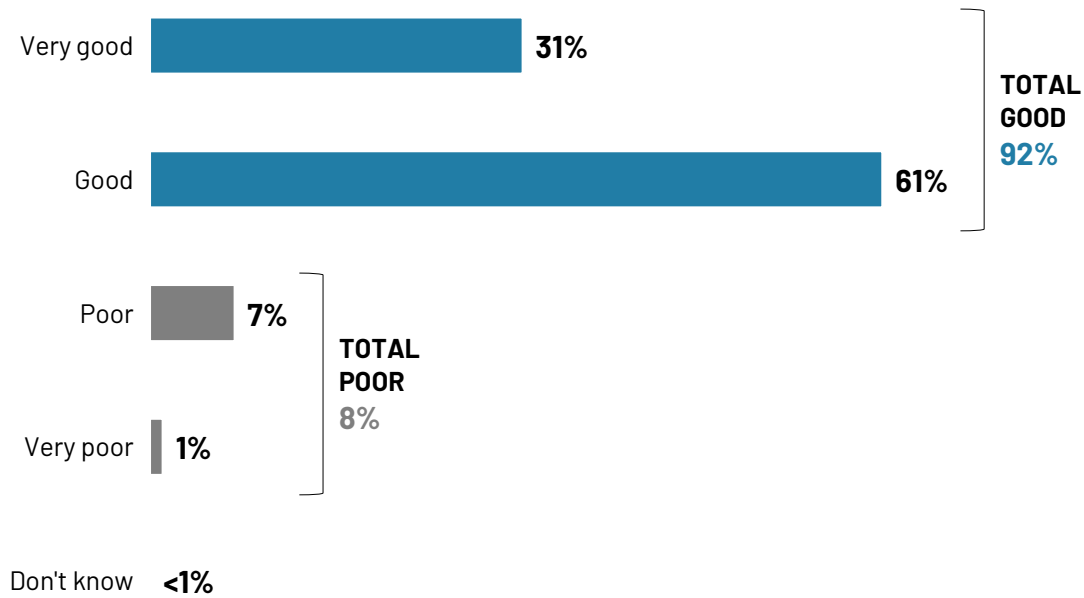
- Random and representative telephone survey of adult (18+) Central Okanagan residents
- n=700
- 75% cellphones, 25% landlines
- Fielded October 28 to November 14, 2024
- Final data weighted by gender/age and community
- Overall margin of error:  $\pm 3.7\%$ , 19 times out of 20
- Tracking and normative comparisons provided where possible



# DETAILED RESULTS

# QUALITY OF LIFE

# Overall quality of life today



2022	NORM
35%	33%
59%	57%
<b>94%</b> vs <b>90%</b>	
5%	7%
1%	2%
<b>6%</b> vs <b>9%</b>	
<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 (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%
<b>TOTAL GOOD</b>	<b>92%</b>	<b>92%</b>	<b>96%</b>	<b>93%</b>	<b>97%</b>	<b>96%</b>	<b>87%</b>	<b>85%</b>
<b>TOTAL POOR</b>	<b>8%</b>	<b>8%</b>	<b>4%</b>	<b>7%</b>	<b>3%</b>	<b>4%</b>	<b>13%</b>	<b>13%</b>

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

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

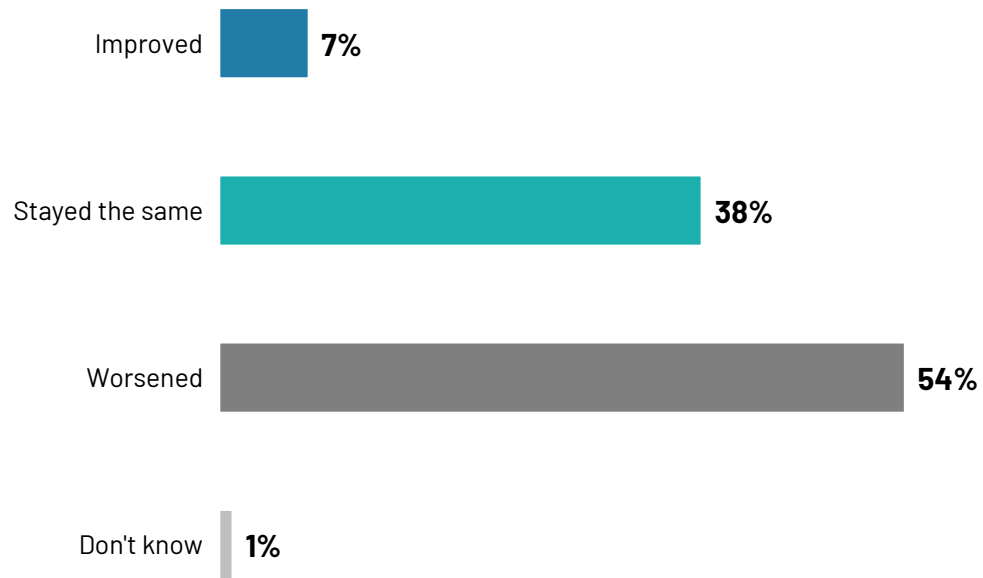
Base: All respondents

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

Statistically higher

Statistically lower

# Change in quality of life in past two 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

	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]
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 ...?

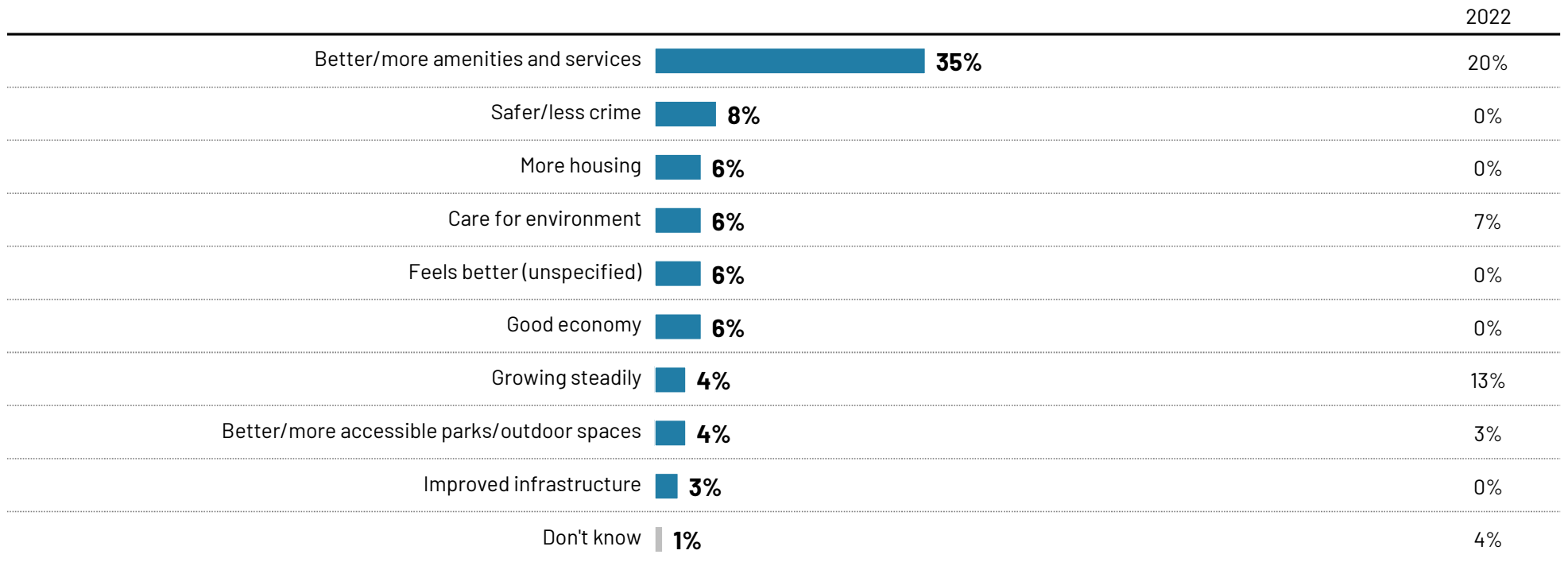
Statistically higher

Statistically lower



# Reasons quality of life has improved

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



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)\*\*

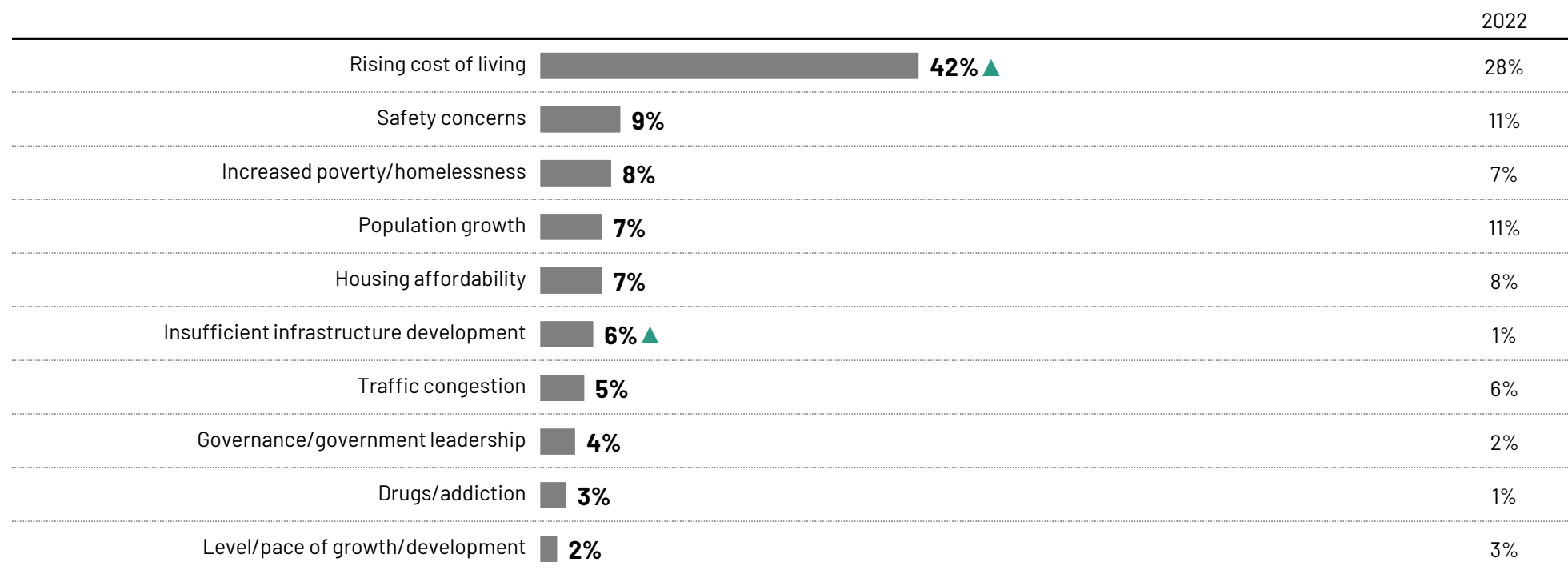
Q4. Why do you think the quality of life has improved?

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)



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)

	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.

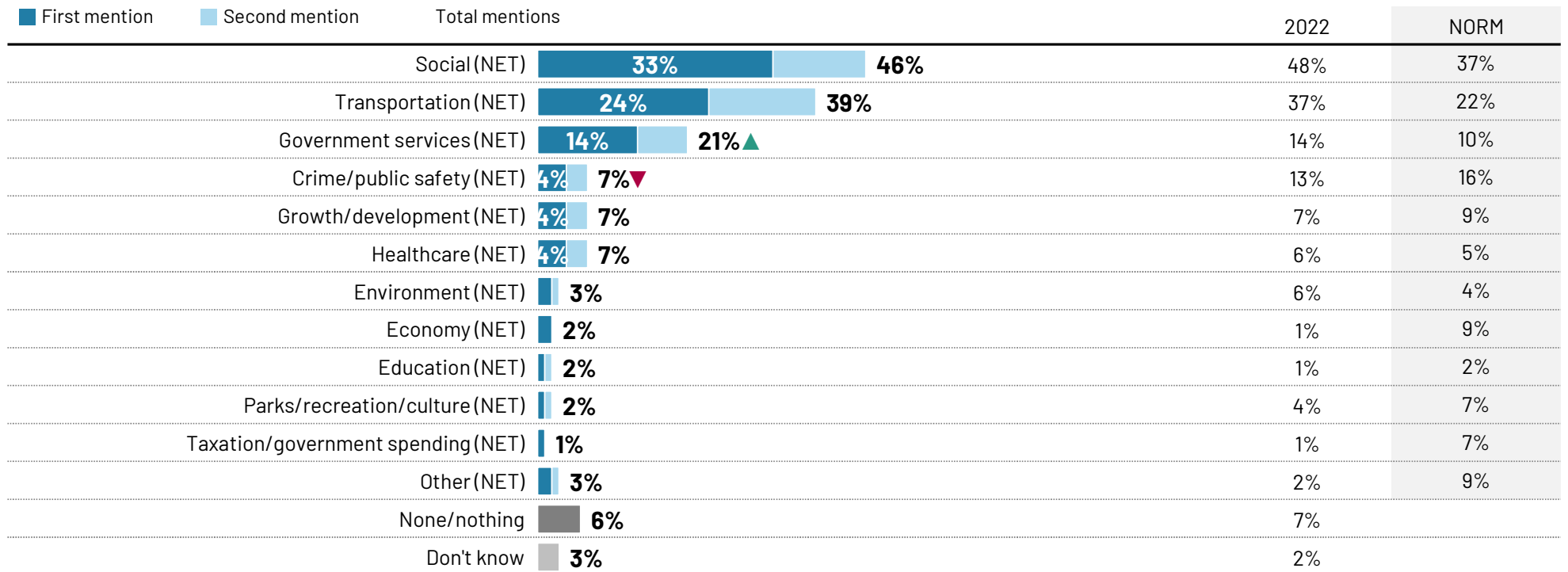
Statistically higher

Statistically lower

# IMPORTANT REGIONAL ISSUES

# 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)

	TOTAL MENTIONS							
	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]
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.

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

Base: All respondents

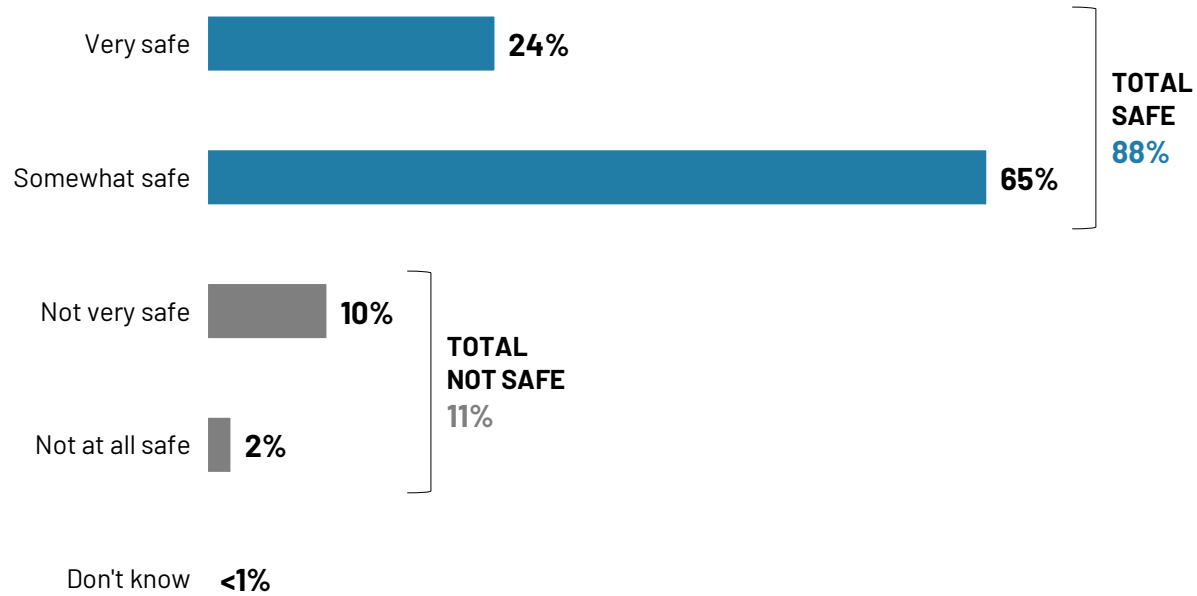
Q1. In your view, as a resident of the Central Okanagan, what is the most important issue facing the region, that is the one issue you feel should receive the greatest attention from regional leaders? Are there any other important regional issues?

Statistically higher

Statistically lower

# REGIONAL SAFETY

# Central Okanagan as a safe place to live



	2022	NORM
Very safe	23%	38%
Somewhat safe	65%	52%
<b>TOTAL SAFE</b>	<b>88%</b>	<b>90%</b>
Not very safe	10%	8%
Not at all safe	1%	1%
<b>TOTAL NOT SAFE</b>	<b>11%</b>	<b>9%</b>
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

	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 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%
<b>TOTAL SAFE</b>	<b>88%</b>	<b>87%</b>	<b>92%</b>	<b>96%</b>	<b>94%</b>	<b>92%</b>	<b>74%</b>	<b>82%</b>
<b>TOTAL NOT SAFE</b>	<b>11%</b>	<b>13%</b>	<b>8%</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>21%</b>	<b>18%</b>

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

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

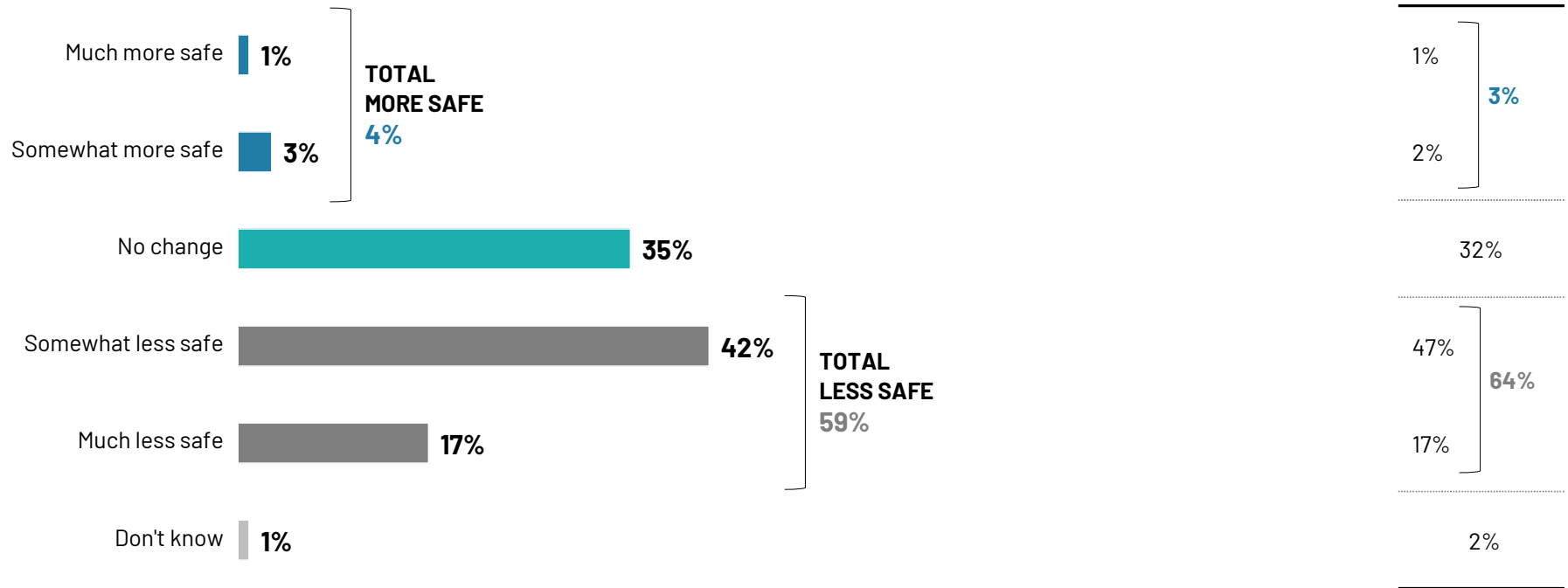
Base: All respondents

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



Base: All respondents -2024 (n=700); 2022 (n=700)  
 07. 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

	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%
<b>TOTAL MORE SAFE</b>	<b>4%</b>	<b>5%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>0%</b>	<b>10%</b>	<b>2%</b>
<b>TOTAL LESS SAFE</b>	<b>59%</b>	<b>58%</b>	<b>61%</b>	<b>52%</b>	<b>64%</b>	<b>67%</b>	<b>49%</b>	<b>71%</b>

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

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

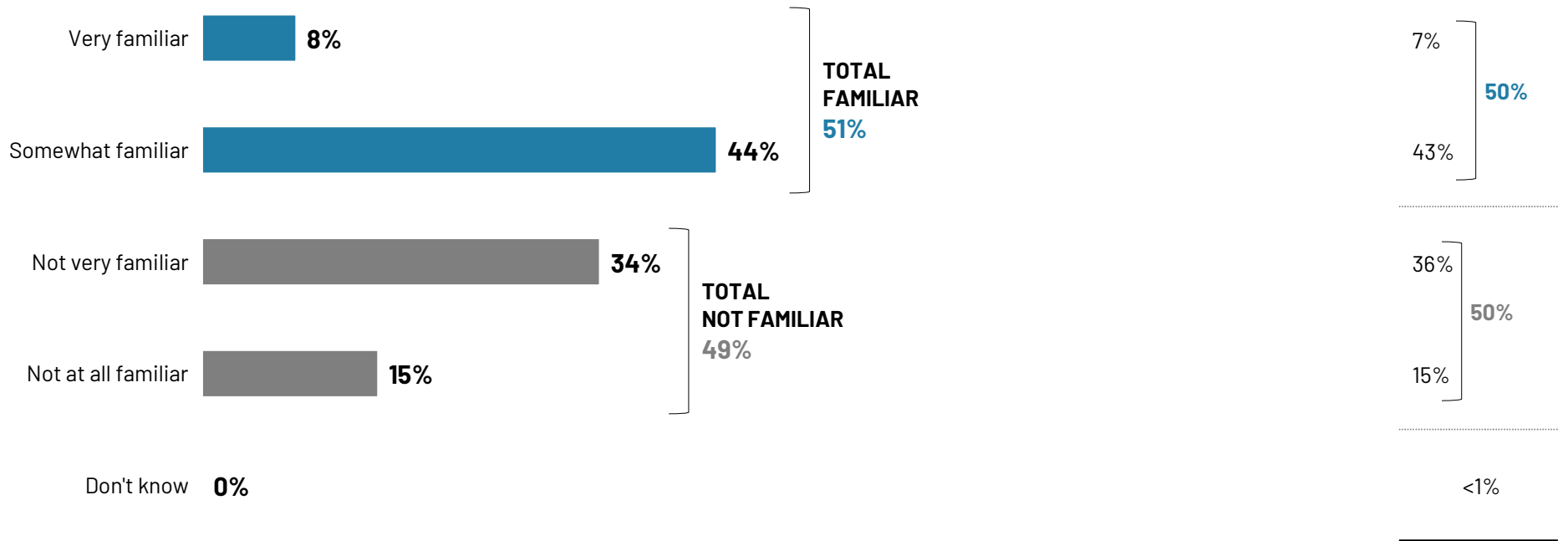
Q7. Over the past two years, do you think the Central Okanagan has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

Statistically higher

Statistically lower

# FAMILIARITY WITH THE REGIONAL DISTRICT

# Familiarity with Regional District's role and purpose



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

	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 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%
<b>TOTAL FAMILIAR</b>	<b>51%</b>	<b>50%</b>	<b>58%</b>	<b>49%</b>	<b>57%</b>	<b>61%</b>	<b>62%</b>	<b>44%</b>
<b>TOTAL NOT FAMILIAR</b>	<b>49%</b>	<b>50%</b>	<b>42%</b>	<b>51%</b>	<b>43%</b>	<b>39%</b>	<b>38%</b>	<b>56%</b>

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

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

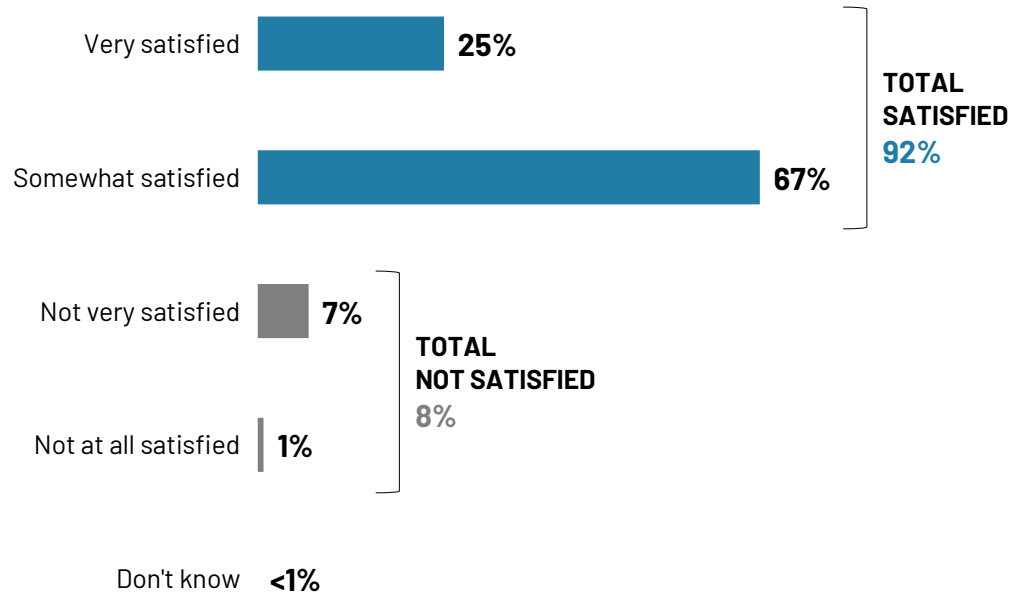
Statistically higher

Statistically lower

# REGIONAL DISTRICT SERVICES



# Overall satisfaction with services



2022	NORM
25%	27%
70%	58%
<b>94%</b>	<b>85%</b>
5%	10%
1%	3%
<b>5%</b>	<b>13%</b>
<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

	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%
<b>TOTAL SATISFIED</b>	<b>92%</b>	<b>91%</b>	<b>94%</b>	<b>95%</b>	<b>97%</b>	<b>100%</b>	<b>85%</b>	<b>88%</b>
<b>TOTAL NOT SATISFIED</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>	<b>3%</b>	<b>0%</b>	<b>15%</b>	<b>12%</b>

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

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

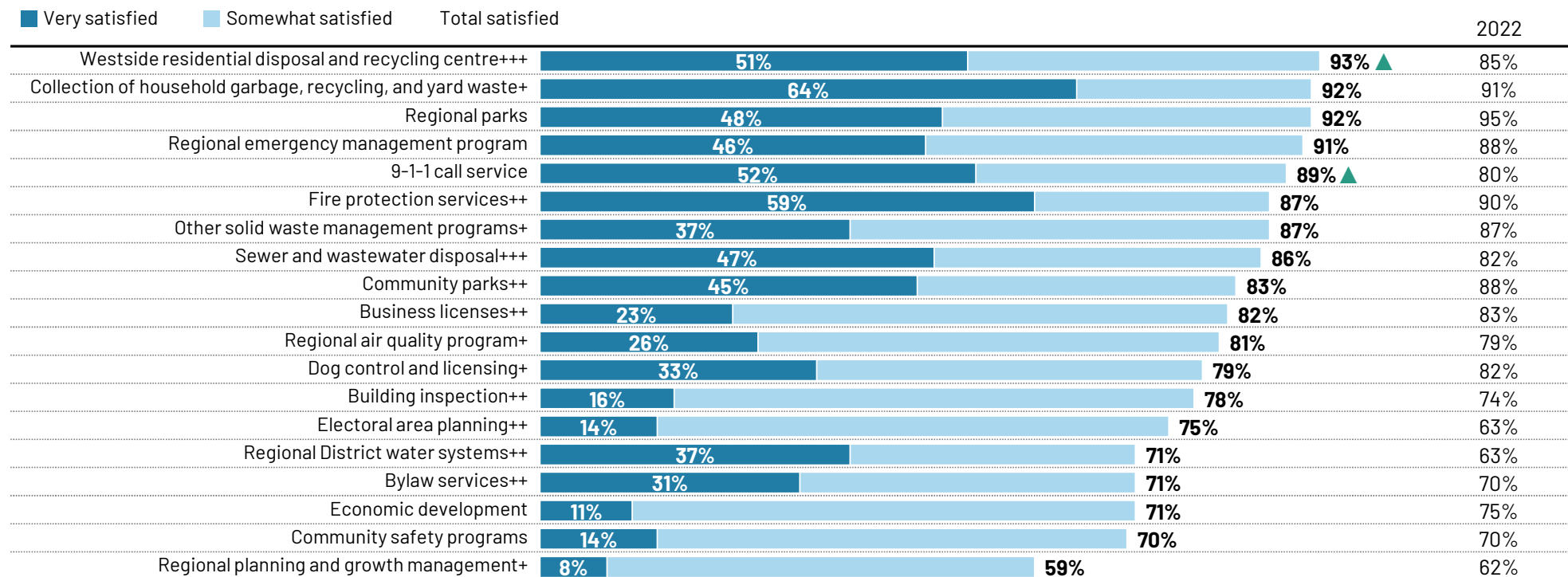
Base: All respondents

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 ...?

Statistically higher

Statistically lower

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

\*\* 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)

Statistically higher

Statistically lower

# Satisfaction with specific services by community (2/2)

## TOTAL SATISFIED

	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]	
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.  
Base: All respondents  
Q10. And how satisfied are you with this service? Would you say ...?

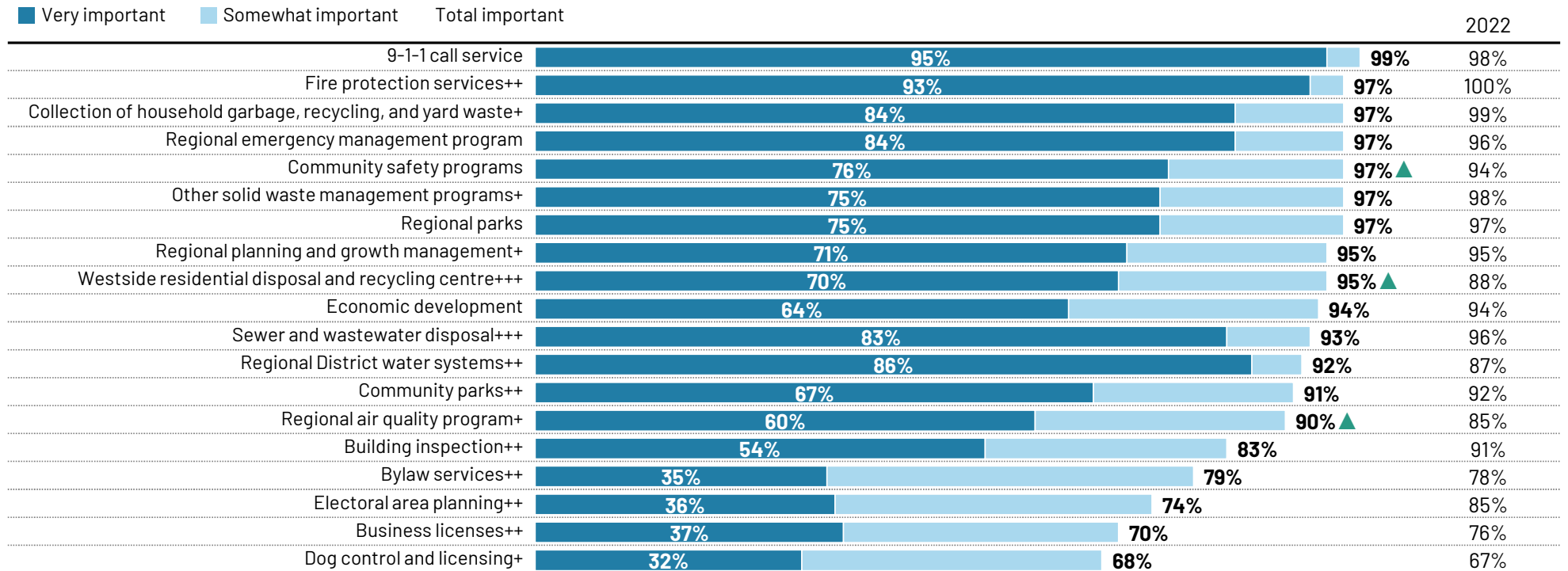
\*\* Very small base size (<50), interpret with extreme caution.

+ Excluding Westbank First Nation (n=649)  
++ Electoral Areas East and West only (n=89)\*  
+++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Statistically higher

Statistically lower

# 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.  
 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 ...?

\*\* 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)

Statistically higher

Statistically lower



# Importance of specific services by community (2/2)

		TOTAL IMPORTANT						
		COMMUNITY						
	TOTAL (n=700)	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.  
 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 ...?

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

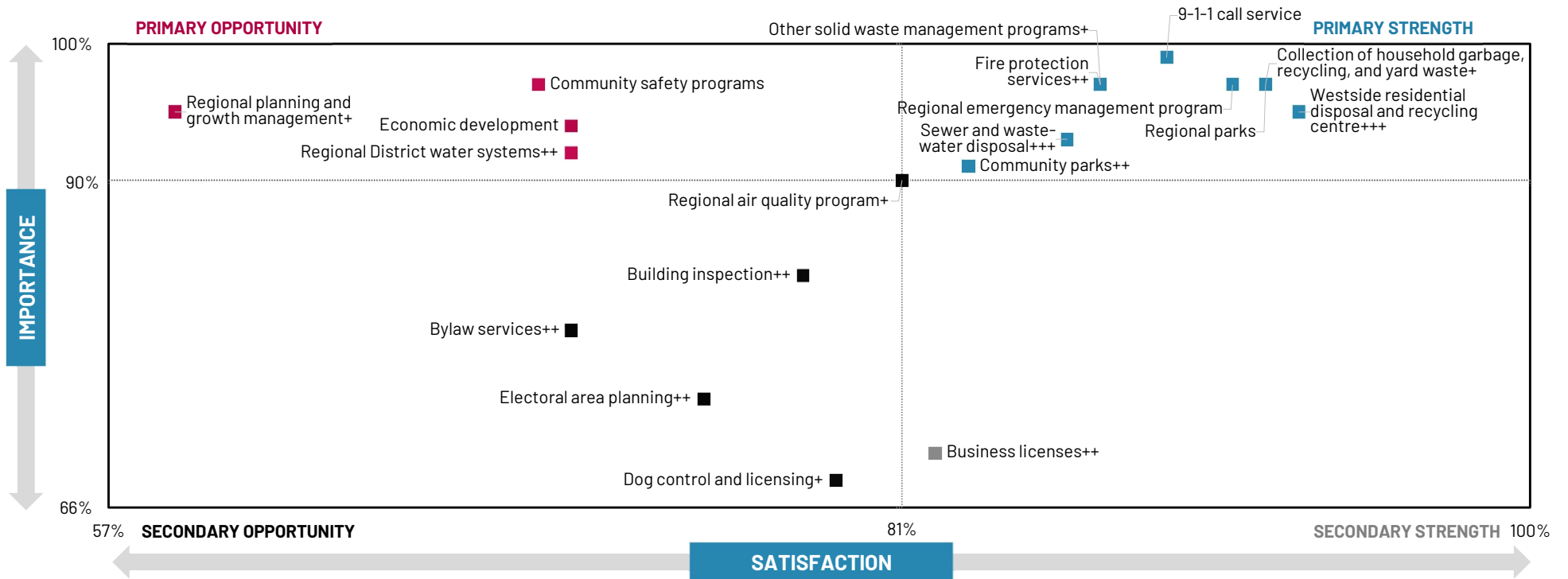
+ Excluding Westbank First Nation (n=649)  
 ++ Electoral Areas East and West only (n=89)\*  
 +++ West Kelowna, Peachland, Westbank First Nation only (n=233)

Statistically higher

Statistically lower



# Importance versus satisfaction action grid

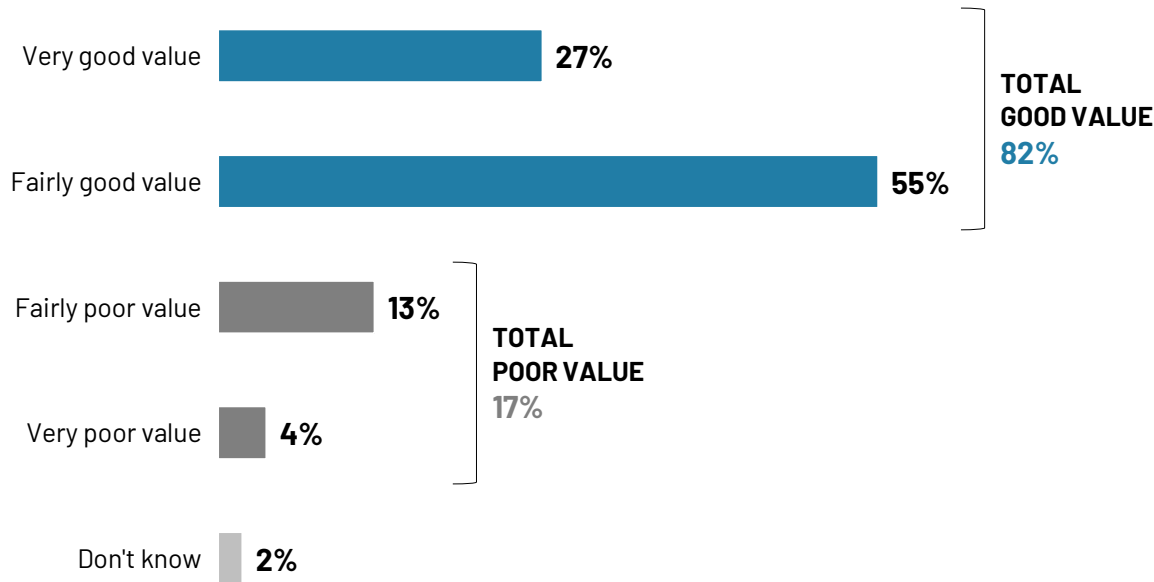


Base: All respondents (n=700)  
 09. I'm now going to read a list of services provided to you by the Regional District. Please tell me how important each service is to you personally. How important is ...?  
 010. And how satisfied are you with this service? Would you say ...?

\* 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)

# FINANCIAL PLANNING

# Value for tax dollars



2022*		NORM	
24%	79%	17%	76%
55%		59%	
13%	18%	16%	22%
5%		6%	
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

	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
<b>TOTAL GOOD VALUE</b>	<b>82%</b>	<b>83%</b>	<b>85%</b>	<b>73%</b>	<b>77%</b>	<b>70%</b>	<b>58%</b>	<b>n/a</b>
<b>TOTAL POOR VALUE</b>	<b>17%</b>	<b>15%</b>	<b>15%</b>	<b>24%</b>	<b>22%</b>	<b>30%</b>	<b>39%</b>	<b>n/a</b>

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

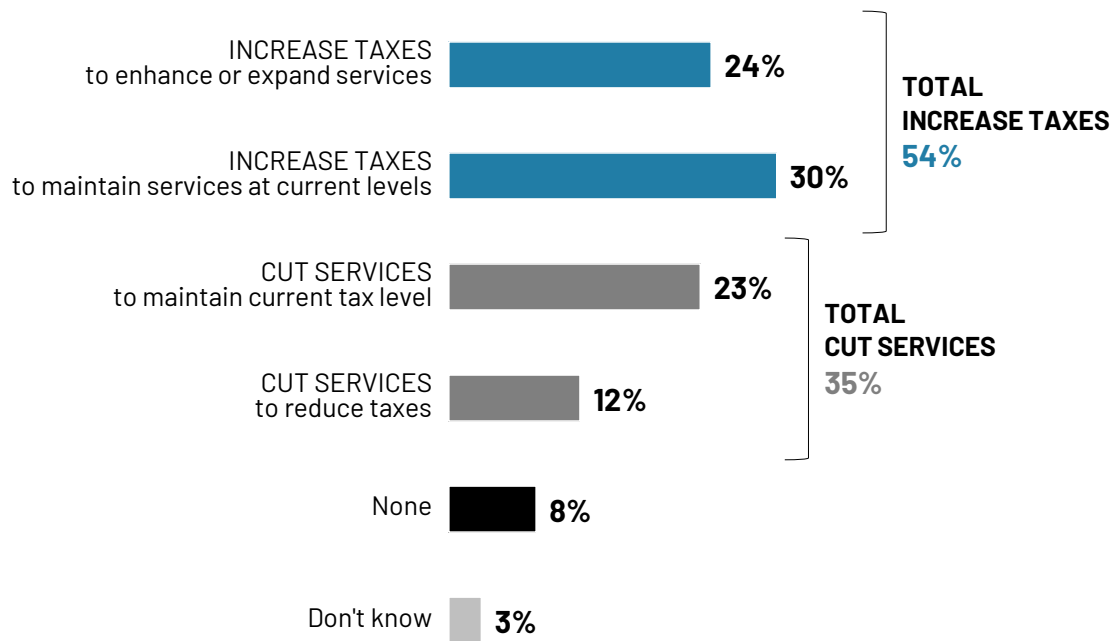
\*\* Very small base size (<50), interpret with extreme caution.

Base: All respondents – excluding Westbank First Nation 012. [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



2022	NORM
22%	19%
32%	31%
<b>54%</b>	
24%	24%
10%	15%
<b>35%</b>	
10%	10%
2%	1%
<b>50%</b>	

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

	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
<b>TOTAL INCREASE TAXES</b>	<b>54%</b>	<b>55%</b>	<b>57%</b>	<b>54%</b>	<b>55%</b>	<b>45%</b>	<b>34%</b>	<b>n/a</b>
<b>TOTAL CUT SERVICES</b>	<b>35%</b>	<b>34%</b>	<b>38%</b>	<b>31%</b>	<b>35%</b>	<b>47%</b>	<b>44%</b>	<b>n/a</b>

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

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

Base: All respondents – excluding Westbank First Nation

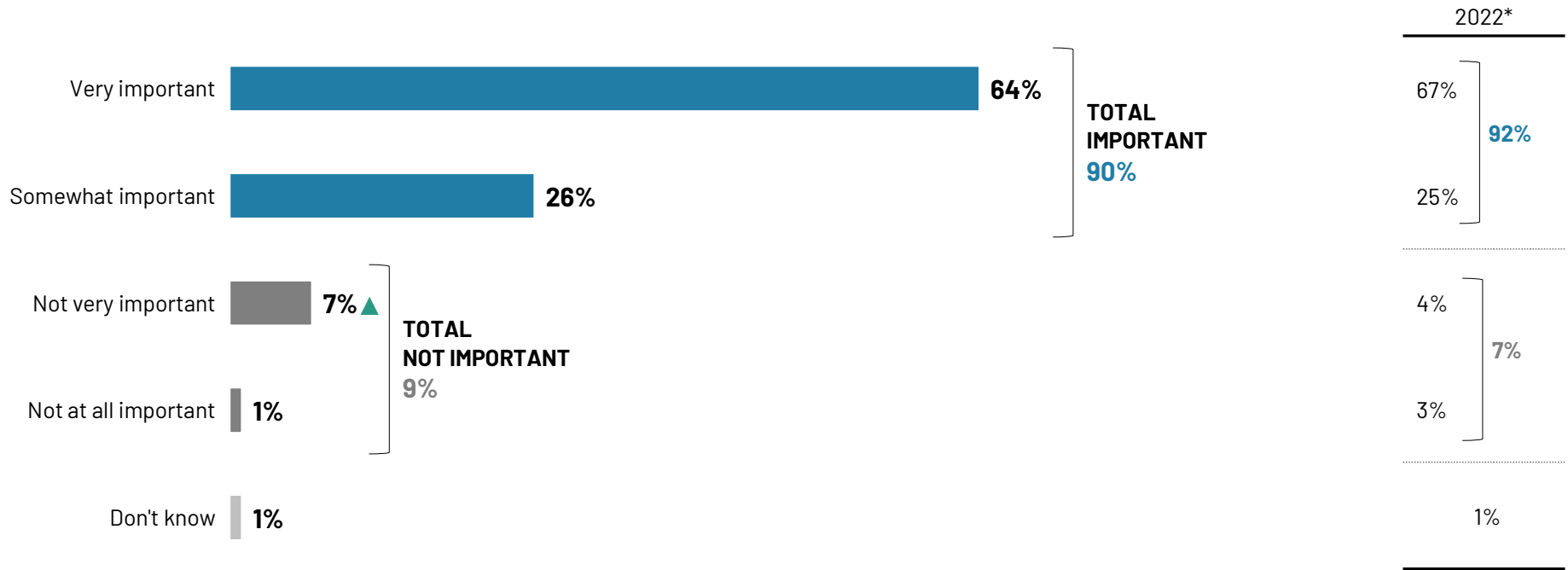
Q13. Property taxes are the primary way to pay for services provided by the Regional District. Due to increased costs, the Regional District must balance taxation and service delivery levels. Which one of the following four options would you most like the Regional District to pursue?

Statistically higher

Statistically lower

# REGIONAL TRANSPORTATION

# Importance of regional transportation function



\* 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

	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%
<b>TOTAL IMPORTANT</b>	<b>90%</b>	<b>90%</b>	<b>93%</b>	<b>86%</b>	<b>91%</b>	<b>76%</b>	<b>82%</b>	<b>97%</b>
<b>TOTAL NOT IMPORTANT</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>	<b>14%</b>	<b>9%</b>	<b>19%</b>	<b>15%</b>	<b>2%</b>

\* 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 ...?

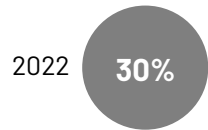
Statistically higher

Statistically lower

# CUSTOMER SERVICE

# Contact with Regional District and satisfaction with customer service

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%	33%	89%	85%	82%
Staff's courteousness	68%	25%	93%	89%	90%
Staff's helpfulness	59%	31%	90%	86%	86%
Staff's knowledge	55%	34%	89%	88%	86%
Staff's ability to resolve your issue	47%	38%	85%	78%	76%
The speed and timeliness of service	53%	31%	84%	81%	81%
The ease of reaching staff	48%	35%	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) ...?

▲▼ Statistically higher/lower than 2022.

# Contact with Regional District and satisfaction with customer service by community

	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%
<b>TOTAL SATISFIED</b>								
	(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

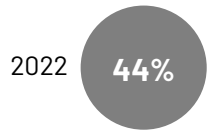
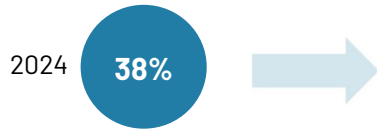
Q19. Thinking of your most recent contact experience, how satisfied are you with ...? Would you say ...? (How about) ...?

Statistically higher

Statistically lower

# Visited Regional District's website in last 12 months

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



YES NORM  
60%

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 (green box)      Statistically lower (orange box)

Base: All respondents - 2024 (n=700); 2022 (n=700)  
\*Small base size (<100), interpret with caution.

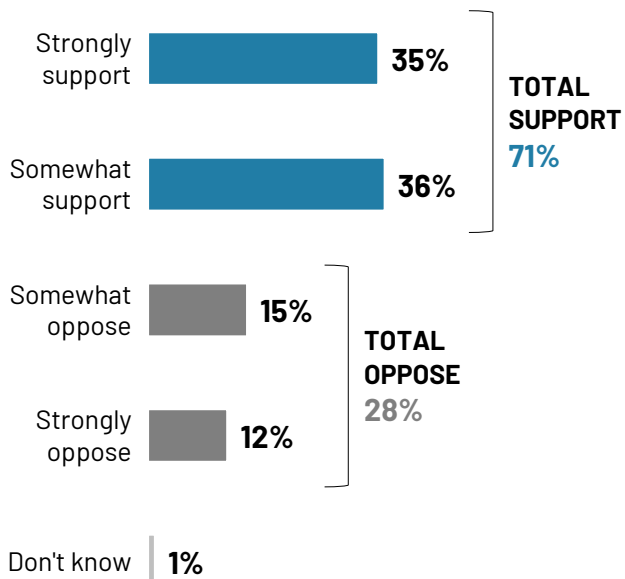
\*\* Very small base size (<50), interpret with extreme caution

▲▼ Statistically higher/lower than 2022.

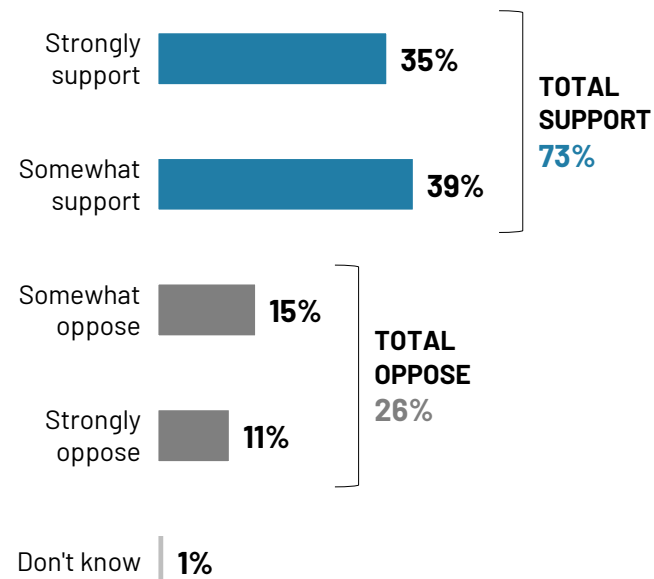
# HOUSING

# Support for housing initiatives

## INCREASING THE AMOUNT OF HOUSING IN YOUR NEIGHBOURHOOD TO ADDRESS HOUSING SHORTAGES



## ADDITIONAL HOUSING TYPES IN YOUR NEIGHBOURHOOD TO SUPPORT A DIVERSE RANGE OF INCOME LEVELS AND FAMILY TYPES



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 ...?

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 ...?

New Question  
Added in 2024

# Support for increasing amount of housing by community

	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%
<b>TOTAL SUPPORT</b>	<b>71%</b>	<b>74%</b>	<b>60%</b>	<b>74%</b>	<b>63%</b>	<b>64%</b>	<b>73%</b>	<b>67%</b>
<b>TOTAL OPPOSE</b>	<b>28%</b>	<b>25%</b>	<b>38%</b>	<b>24%</b>	<b>37%</b>	<b>34%</b>	<b>27%</b>	<b>31%</b>

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

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

Base: All respondents

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



New Question  
Added in 2024

# Support for additional housing types by community

	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%
<b>TOTAL SUPPORT</b>	<b>73%</b>	<b>76%</b>	<b>64%</b>	<b>76%</b>	<b>72%</b>	<b>65%</b>	<b>74%</b>	<b>67%</b>
<b>TOTAL OPPOSE</b>	<b>26%</b>	<b>23%</b>	<b>36%</b>	<b>22%</b>	<b>28%</b>	<b>32%</b>	<b>24%</b>	<b>29%</b>

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

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

Base: All respondents

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

# 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.

New Question  
Added in 2024

# Suggestions to increase resilience in communities

(coded open-ends, multiple mentions allowed)



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.

New Question  
Added in 2024

# Suggestions to increase resilience in communities by community

(coded open-ends, multiple mentions allowed)

	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.

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

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.

Statistically higher

Statistically lower

# SURVEY HIGHLIGHTS





## SURVEY HIGHLIGHTS

1

Perceptions of **overall quality of life** are positive but many feel this has worsened over the past two years, citing growing concerns about the rising cost of living.

2

Social issues continue to be seen as the **most important issue** facing the region.

3

While residents continue to say the Central Okanagan is a **safe place to live** overall, many feel it has become less safe over the past two years.

4

**Familiarity** with the Regional District has not changed, with just over half saying they are familiar with the organization's role and purpose.

5

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



## SURVEY HIGHLIGHTS

6

Key **financial metrics** hold steady. The perceived value for taxes remains high and residents continue to prefer tax increases over service cuts.

7

Residents continue to emphasize the importance of having a **regional transportation function**.

8

Satisfaction with the Regional District's **customer service** remains high.

9

There is support for initiatives aimed at increasing the **housing** supply in neighbourhoods.

10

Suggestions for increasing **community resiliency** focus on public education and wildfire mitigation.

# QUESTIONS?



# SAMPLE CHARACTERISTICS

# Sample characteristics

	Unweighted	Weighted
<b>GENDER</b>		
Male	52%	48%
Female	48%	52%
<b>AGE</b>		
18 to 34	14%	25%
35 to 54	30%	29%
55+	55%	45%
Refused	<1%	<1%
<b>COMMUNITY</b>		
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
<b>HOUSING TENURE</b>		
Own	76%	68%
Rent	23%	30%
Refused	1%	1%
<b>YEARS LIVING IN CENTRAL OKANAGAN</b>		
10 years or less	21%	26%
11 to 20 years	24%	23%
21+ years	55%	51%
Average # of years	24.9	23.0
<b>CHILDREN &lt;18 IN HOUSEHOLD</b>		
Yes	23%	25%
No	76%	75%

Base: All respondents - 2024 (n=700)