

2022 CITIZEN SURVEY

Regional District of Central Okanagan

Final Report

December 14, 2022

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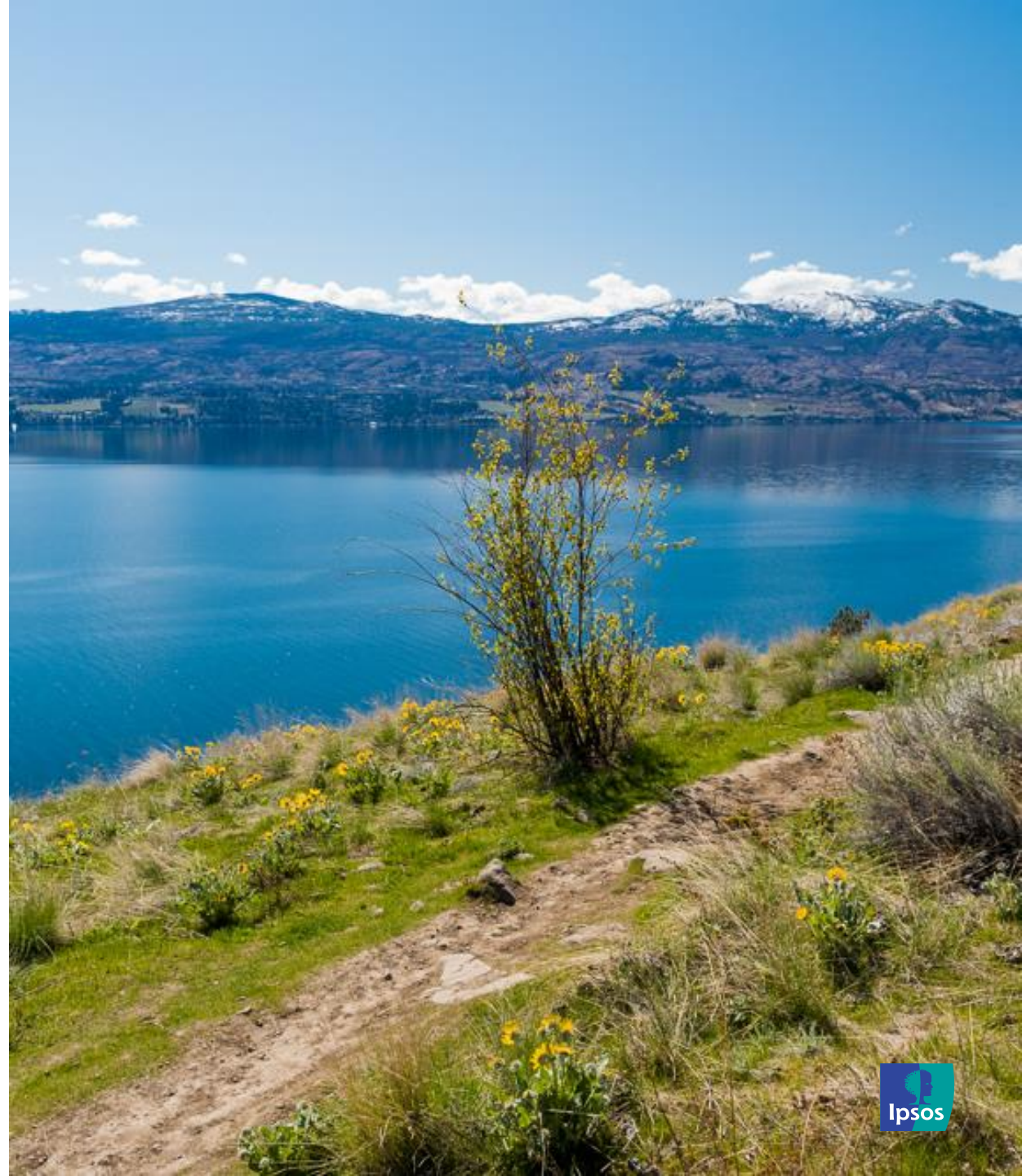
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- Regional Parks
- Regional Transportation
- Communications and Customer Service



INTRODUCTION

Background & Objectives

This report presents the findings of the Regional District of Central Okanagan's 2022 Citizen Survey. This is the first Citizen Survey conducted by the Regional District. It is intended to provide a baseline measure of community sentiment around a variety of topics and will be repeated at regular intervals to monitor how perceptions are changing.

Key survey topics include:

- Quality of Life
- Important Regional Issues
- Regional Safety
- Familiarity with Regional District
- Regional District Services
- Financial Planning
- Regional Parks
- Regional Transportation
- Communications and Customer Service

Insight gained by this research will help the Regional District make important 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 (70%) and landlines (30%). A screening question was included at the start of the survey to confirm residency in the Central Okanagan.

All interviews were conducted between October 27 and November 16, 2022.

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.

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.

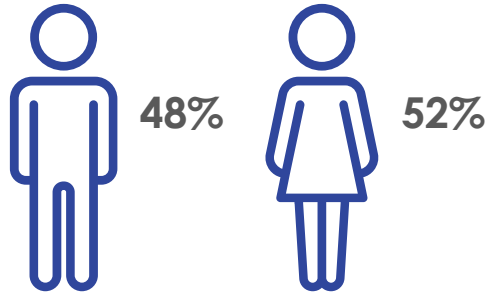
Where possible, the Regional District's results have been compared to Ipsos' database of municipal norms for additional insight, context, and benchmarks. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years.

Community	Unweighted Sample Size	Weighted Sample Size
Kelowna	310	459
West Kelowna	125	115
Lake Country	69	50
Peachland	69	18
Electoral Area East	52	14
Electoral Area West	24	9
Westbank First Nation	51	35

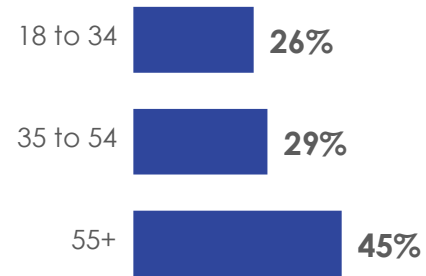
Weighted Sample Characteristics



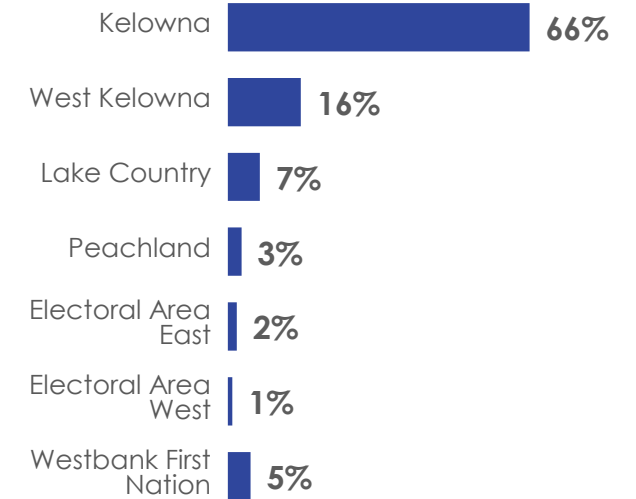
GENDER



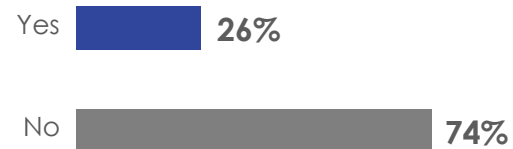
AGE



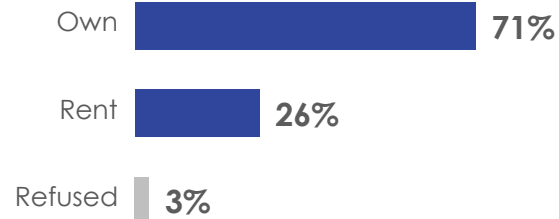
COMMUNITY



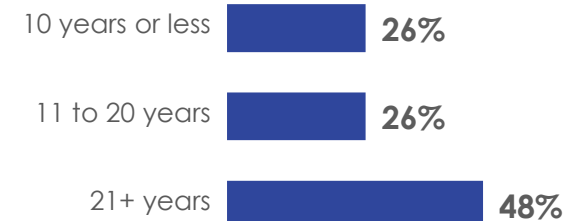
CHILDREN <18 IN HH



HOME OWNERSHIP



YEARS LIVING IN CENTRAL OKANAGAN



Base: All respondents (n=700)

Mean **22.9 years**

EXECUTIVE SUMMARY

Executive Summary

QUALITY OF LIFE

Perceptions of overall quality of life are decidedly positive.

- Nearly all (94%) citizens rate the overall quality of life in the Central Okanagan as 'very good' (35%) or 'good' (59%).

However, many feel the quality of life has worsened over the past two years.

- Overall, 52% of citizens say the quality of life in the Central Okanagan has 'worsened' over the past two years. Another 39% say it has 'stayed the same' and only 7% say 'improved'.
 - "Better/more amenities and services" is the main reason for saying the quality of life has 'improved' (20% coded open-ends).
 - The "rising cost of living" is the main reason for saying the quality of life has 'worsened' (28% coded open-ends). Other leading factors include "safety concerns" (11%), "population growth" (11%), and "COVID-19" (10%).

IMPORTANT REGIONAL ISSUES

Social issues top the public issue agenda.

- Nearly half (48%) of citizens identify social issues as the most important issue facing the region on an open-ended basis.
 - The two main mentions are "poverty/homelessness" (27%) and "housing/affordable housing" (19%).
 - Other mentions include "affordability/ lower cost of living" (4%), "drugs/addiction" (3%), "mental health" (1%), "seniors issues" (1%), "more daycare options/operators" (<1%), and "other social mentions" (2%).

Transportation is also an important issue.

- Overall, 37% of citizens identify transportation as an important regional issue.
- This includes mentions of "traffic congestion" (12%), "condition of roads/streets/highways" (9%), "public transportation" (7%), "transportation infrastructure" (6%), "transportation (general)" (3%), "bridge" (1%), and "other transportation mentions" (2%).

Executive Summary

REGIONAL SAFETY

Overall perceptions of regional safety are positive.

- A strong majority (88%) say the Central Okanagan is a safe place to live overall (23% 'very safe', 65% 'somewhat safe').

Despite overall positive perceptions, most feel the Central Okanagan has become less safe over the past two years.

- Nearly two-thirds (64%) of citizens think the Central Okanagan has become less safe over the past two years. Another one-third (32%) think there has been 'no change' and only 3% think the Central Okanagan has become more safe.

FAMILIARITY WITH REGIONAL DISTRICT

Overall familiarity with the role and purpose of the Regional District is mixed.

- Half (50%) of citizens say they are familiar with the role and purpose of the Regional District. Most of those who are familiar describe their familiarity as 'somewhat' (43%) rather than 'very' (7%).

Executive Summary

REGIONAL DISTRICT SERVICES

Overall satisfaction with Regional District services is high.

- Nearly all (94%) citizens say they are satisfied with the overall level and quality of services provided by the Regional District (25% 'very satisfied', 70% 'somewhat satisfied').

Satisfaction extends to the delivery of specific services.

- Of the 19 evaluated services, 16 receive an overall satisfaction score of 70% or higher. The three highest rated services are *regional parks (95%)*, *collection of household garbage, recycling, and yard waste (91%)*, and *fire protection services (90%)*.
- In comparison, the three lowest rated services are *Regional District water systems (63%)*, *electoral area planning (63%)*, and *regional planning and growth management (62%)*, although these are still deemed satisfactory by a solid majority of residents.

All the evaluated services are important to citizens.

- Of the 19 evaluated services, 16 receive an overall importance score higher than 80%. Moreover, 12 receive an overall importance score higher than 90%, with the overall most important service being *fire protection services (100%*, including 98% 'very important').
- The three lowest rated services are *bylaw services (78%)*, *business licenses (76%)*, and *dog control and licensing (67%)*, although these are still important to a solid majority of residents.

Analyzing satisfaction versus importance shows the Regional District has seven Primary Strengths and three Primary Areas for Improvement.

- Primary Strengths include *regional parks, collection of household garbage, recycling, and yard waste, fire protection, regional emergency management program, other solid waste management, sewer and wastewater disposal, and 9-1-1 call service.*
- Primary Areas for Improvement include *economic development, community safety programs, and regional planning and growth management.*

Executive Summary

FINANCIAL PLANNING

Most say they receive good value for their regional taxes.

- Overall, 79% of citizens say they receive good value for their regional tax dollars (24% 'very good value', 55% 'fairly good value').

Citizens prefer tax increases over service cuts.

- When given the choice between increased taxes or cut services, 54% of citizens opt for tax increases while 35% say they would prefer service cuts.
- Specifically:
 - 22% say increase taxes to enhance or expand services and 32% say increase taxes to maintain services at current levels.
 - 24% say cut services to maintain current tax level and 10% say cut services to reduce taxes.

REGIONAL PARKS

Citizens prefer a balance between purchasing new and improving existing park land.

- Thinking about the region's parks and greenways over the next four years, 57% of residents say the greatest priority for investment should be a *balance between purchasing new land and improving existing park and greenway infrastructure*.
- One-third (32%) emphasize *improving existing regional parks and greenways infrastructure such as parking areas, information signage and trails, washrooms, and playgrounds*.
- One-in-ten (10%) say the priority should be *purchasing land for new regional parks and greenways*.

REGIONAL TRANSPORTATION

There is strong interest in having a regional transportation function.

- More than nine-in-ten (92%) citizens say it is important to have a regional transportation function responsible for coordinating transportation across the region (67% 'very important', 25% 'somewhat important').

Executive Summary

COMMUNICATIONS AND CUSTOMER SERVICE

Most citizens are satisfied with the Regional District's overall communications.

- In total, 75% of citizens say they are satisfied with the overall level and quality of information and communications provided by the Regional District (18% 'very satisfied', 57% 'somewhat satisfied'). One-quarter (25%) say they are dissatisfied.

Email is by far the best way of communicating information to citizens.

- On an unprompted basis, more than four-in-ten (41%) citizens identify "email" as the best way for the Regional District to communicate information to them.
- All other communication channels are mentioned much less frequently, with "mail" (19%) and "social media" (16%) rounding out the top three.

Three-in-ten say they have contacted or dealt with the Regional District in the last 12 months.

- Overall, 30% of citizens say they personally contacted or dealt with the Regional District or one of its employees in the last 12 months. With the COVID-19 pandemic limiting the opportunities for social interactions, this measure may be lower than what would be seen in a typical year.

Satisfaction with the Regional District's customer service is high.

- A strong majority (85%) of those who contacted or dealt with the Regional District in the last 12 months say they are satisfied with *the overall service received*.
- Satisfaction extends to specific elements of the Regional District's customer service, including 89% satisfied with *staff's courteousness*, 88% satisfied with *staff's knowledge*, 86% satisfied with *staff's helpfulness*, 81% satisfied with *the speed and timeliness of service*, 80% satisfied with *the ease of reaching staff*, and 78% satisfied with *staff's ability to resolve your issue*.

Just less than half say they have visited the Regional District's website in the last 12 months.

- Overall, 44% of citizens say they personally visited the Regional District's website in the last 12 months.

Executive Summary

SURVEY HIGHLIGHTS

1. Key survey measures are largely positive.
 - Overall Quality of Life: 94% good
 - Overall Satisfaction with Services: 94% satisfied
 - Overall Value for Taxes: 79% good value
2. Satisfaction with individual services is also strong, with the overall highest ratings going to regional parks, collection of household garbage, recycling, and yard waste, and fire protection services. The three lowest scoring services are Regional District water systems, electoral area planning, and regional planning and growth management – but even these are rated satisfactory by the majority of citizens.
3. While perceptions of overall quality of life are high, many feel this has worsened over the past two years, primarily due to the rising cost of living as well as safety concerns, population growth, and COVID-19.
4. Social issues top the public issue agenda, led by concerns around poverty/homelessness and housing/affordable housing.
5. Transportation is also a key issue. There is strong interest in having a regional transportation function.
6. Overall perceptions of safety are positive. However, most feel the Central Okanagan has become less safe over the past two years.
7. Overall familiarity with the Regional District is mixed. Only a few demonstrate a strong understanding of the organization's role and purpose.
8. Citizens prefer tax increase over service cuts.
9. While overall satisfaction with communications is positive, one-quarter of citizens are dissatisfied with the Regional District's performance in this area.
10. Overall satisfaction with the Regional District's customer service is high. The highest ratings are seen for staff's courteousness, knowledge, and helpfulness. The speed and timeliness of service, ease of reaching staff, and staff's ability to resolve issues score relatively lower but still high overall.

DETAILED RESULTS

QUALITY OF LIFE

Quality of Life

Perceptions of overall quality of life are decidedly positive. Nearly all (94%) citizens rate the overall quality of life in the Central Okanagan as 'very good' (35%) or 'good' (59%). Perceptions of overall quality of life are on par with the municipal norm.

- Overall perceptions (combined 'very good/good' responses) are statistically consistent across all communities. However, there are differences in the intensity of ratings, ranging from a high of 52% 'very good' in Peachland to a low of 33% 'very good' in Kelowna.
- Perceptions of a 'very good' quality of life are also higher among those who have lived in the Central Okanagan for 11-20 years (44% vs. 31% of 21+ years, 34% of 10 years or less), homeowners (38% vs. 27% of renters), and those living in households with children under the age of 18 (44% vs. 32% of those without children at home).

However, many feel the quality of life has worsened over the past two years. Overall, 52% of citizens say the quality of life in the Central Okanagan has 'worsened' over the past two years. Another 39% say it has 'stayed the same' and only 7% say 'improved'. This yields a net momentum score of minus 45 points, indicating there is strong negative momentum to the direction quality of life is taking. In comparison, the municipal norm net score is minus 15.

- Perceptions of the direction quality of life is taking are similar across all communities.
- Those who have lived in the Central Okanagan for 21+ years are more likely to report a 'worsened' quality of life (58% vs. 45% of 11-20 years, 50% of 10 years or less).

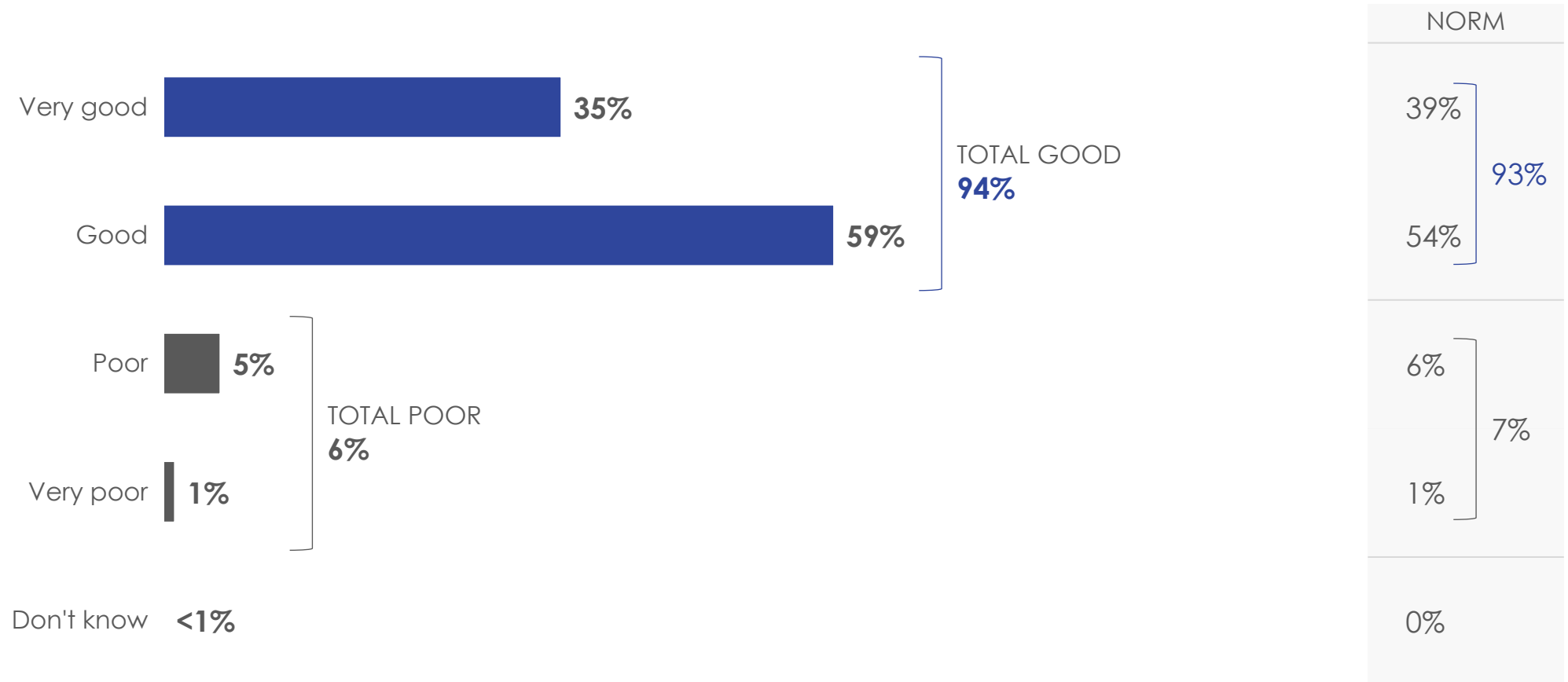
Better amenities is the main reason for saying the quality of life has 'improved'. Those saying the quality of life has 'improved' point to "better/more amenities and services" (20% coded open-ends), followed by "growing steadily" (13%) and "fewer COVID-19 restrictions" (12%).

The rising cost of living is the main reason for saying the quality of life has 'worsened'. Nearly three-in-ten (28%) of those saying the quality of life has 'worsened' attribute this to the "rising cost of living" on an open-ended basis. Other leading factors include "safety concerns" (11%), "population growth" (11%), and "COVID-19" (10%).

- Mentions of the "rising cost of living" are highest in Westbank First Nation (38%) and lowest in Electoral Area East (9%). However, these results should be interpreted with caution due to small sample sizes.
- Mentions of the "rising cost of living" are also higher among those <55 years of age (includes 38% of 18-34 years and 37% of 35-54 years vs. 18% of 55+ years) and renters (45% vs. 22% of homeowners).

Overall Quality of Life

QUALITY OF LIFE IN THE CENTRAL OKANAGAN



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

Overall Quality of Life by Community

QUALITY OF LIFE IN THE CENTRAL OKANAGAN

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very good	35%	33%	38%	34%	52% AC	36%	43%	36%
Good	59%	61% D	54%	57%	45%	55%	57%	53%
Poor	5%	5%	5%	6%	3%	9%	0%	10%
Very poor	1%	<1%	3% A	3% A	0%	0%	0%	0%
Don't know	<1%	<1%	0%	0%	0%	0%	0%	2%
TOTAL GOOD	94%	94%	92%	91%	97%	91%	100%	89%
TOTAL POOR	6%	5%	8%	9%	3%	9%	0%	10%

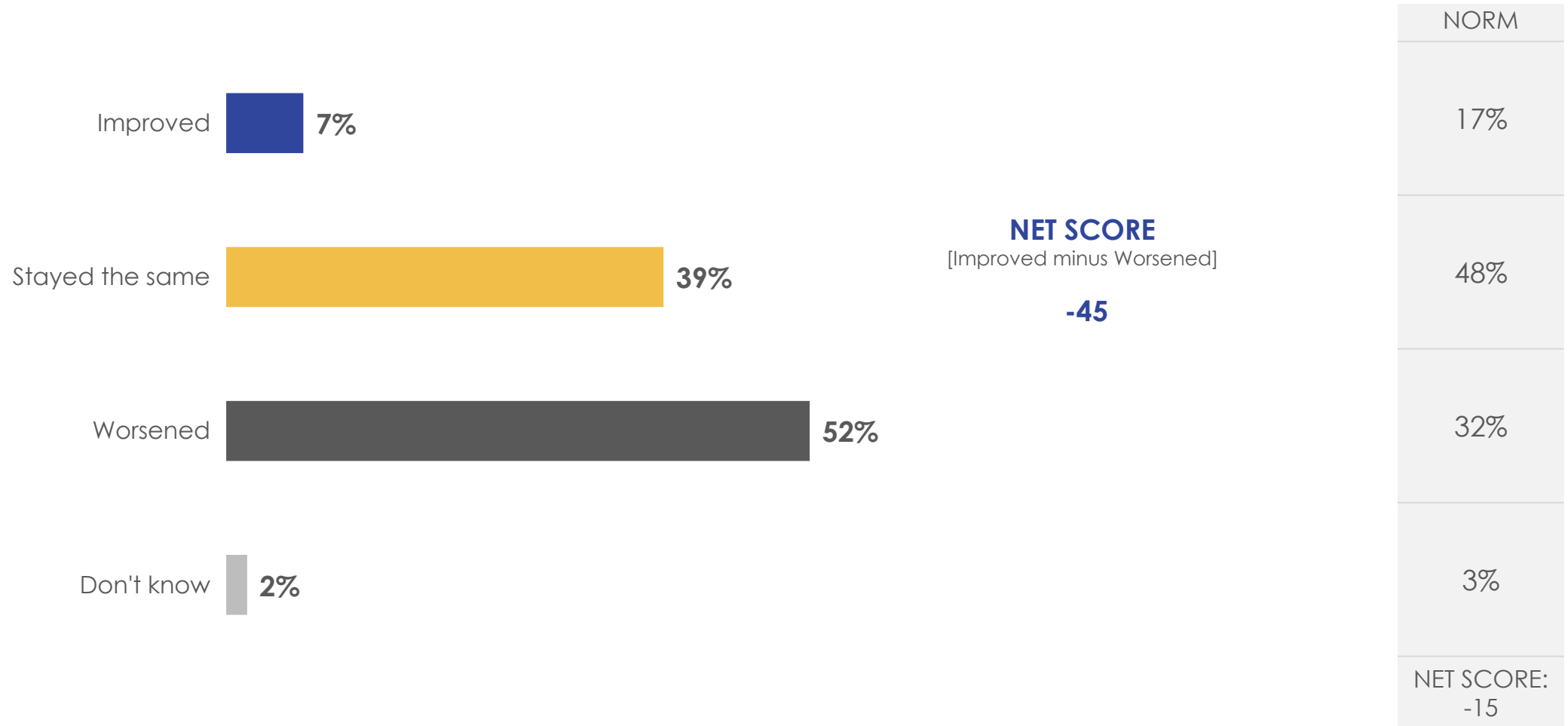
* Small base size (<100), interpret with caution.

Base: All respondents

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

Change in Quality of Life Past Two Years

CHANGE IN QUALITY OF LIFE



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

Change in Quality of Life Past Two Years by Community

CHANGE IN QUALITY OF LIFE

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Improved	7%	8%	5%	4%	7%	4%	8%	6%
Stayed the same	39%	38%	42%	39%	45%	39%	36%	48%
Worsened	52%	53%	50%	56%	47%	57%	56%	44%
Don't know	2%	2%	3%	0%	1%	0%	0%	2%

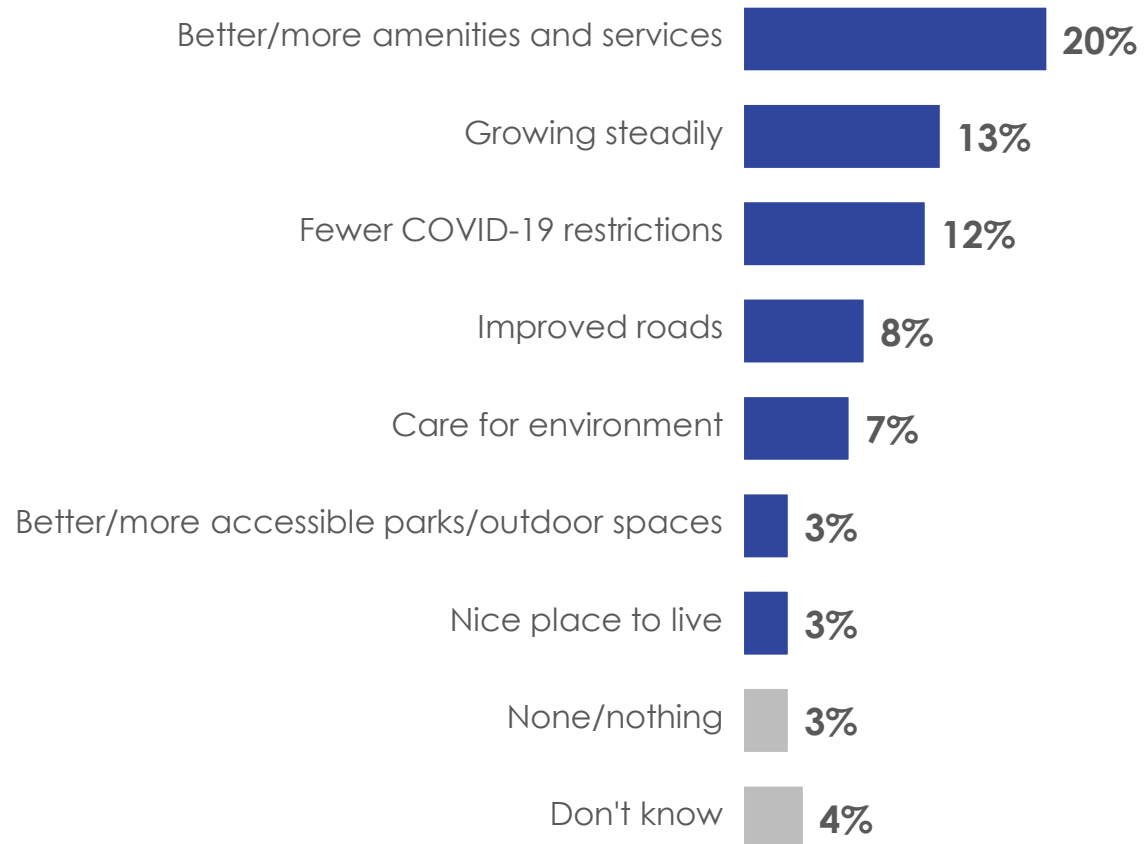
* Small base size (<100), interpret with caution.

Base: All respondents

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

Reasons Quality of Life Has Improved

AMONG THOSE SAYING THE QUALITY OF LIFE HAS IMPROVED (CODED OPEN-ENDS)

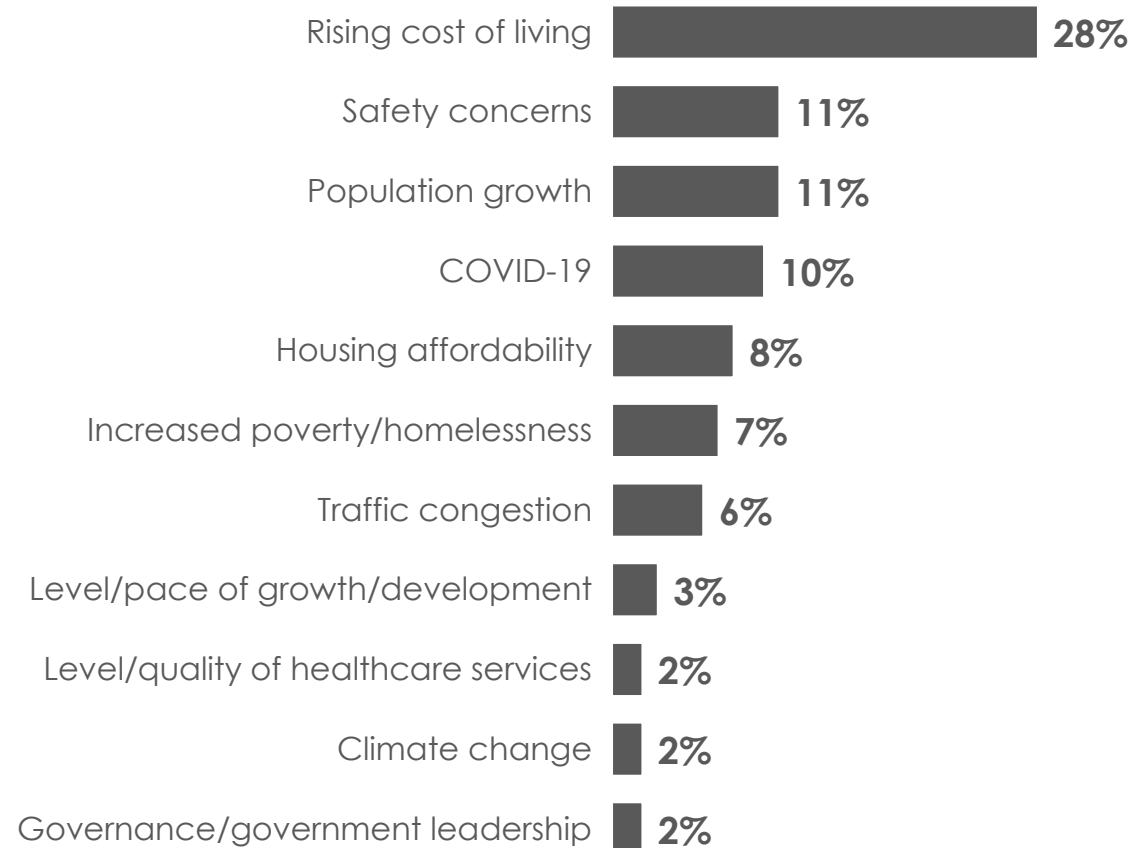


Note: Mentions <2% not shown.
Base: Those saying the quality of life has improved (n=46)*
Q4. Why do you think the quality of life has improved?

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

Reasons Quality of Life Has Worsened

AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENERD (CODED OPEN-ENDS)



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

Reasons Quality of Life Has Worsened by Community

AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENERD (CODED OPEN-ENDS)

	TOTAL (n=366)	COMMUNITY						
		Kelowna (n=166) [A]	West Kelowna (n=62)* [B]	Lake Country (n=39)* [C]	Peachland (n=32)* [D]	Electoral Area East (n=31)* [E]	Electoral Area West (n=13)* [F]	Westbank First Nation (n=23)* [G]
Rising cost of living	28%	28% E	26%	33% E	23%	9%	21%	38%
Safety concerns	11%	14% B	2%	10%	3%	17% B	7%	5%
Population growth	11%	11%	8%	21%	13%	13%	15%	10%
COVID-19	10%	9%	14% C	0%	6% C	13% C	17%	12%
Housing affordability	8%	10%	2%	8%	9%	7%	0%	5%
Increased poverty/homelessness	7%	8%	8%	3%	0%	13% D	0%	4%
Traffic congestion	6%	4%	15% A	5%	9%	0%	0%	17%
Level/pace of growth/development	3%	3%	5%	3%	0%	3%	0%	0%
Level/quality of healthcare services	2%	2%	2%	5%	6%	3%	0%	0%
Climate change	2%	2%	2%	3%	6%	0%	7%	4%
Governance/government leadership	2%	2%	0%	0%	0%	0%	15%	0%

* Small base size (<100), interpret with caution.
 Note: Total mentions <2% not shown.
 Base: Those saying the quality of life has worsened
 Q5. Why do you think the quality of life has worsened?

IMPORTANT REGIONAL ISSUES

Important Regional Issues

Social issues top the public issue agenda. Nearly half (48%) of citizens identify social issues as the most important issue facing the region on an open-ended basis. The two main mentions are “poverty/homelessness” (27%) and “housing/affordable housing” (19%). Other mentions include “affordability/lower cost of living” (4%), “drugs/addiction” (3%), “mental health” (1%), “seniors issues” (1%), “more daycare options/operators” (<1%), and “other social mentions” (2%). While social issues also top the normative public issue agenda, mentions in the Central Okanagan are higher than average (48% Central Okanagan vs. 31% municipal norm).

- Mentions of social issues are particularly high in Kelowna (57%). In comparison, only 17% of Peachland residents mention social issues.
- Mentions are also higher among women (52% vs. 43% of men), those <55 years of age (includes 56% of 18-34 years and 53% of 35-54 years vs. 39% of 55+ years), and renters (56% vs. 45% of homeowners).

Transportation is also an important issue. Overall, 37% of citizens identify transportation as an important regional issue, citing concerns around “traffic congestion” (12%), “condition of roads/streets/highways” (9%), “public transportation” (7%), “transportation infrastructure” (6%), “transportation (general)” (3%), “bridge” (1%), and “other transportation mentions” (2%). Mentions of transportation in the Central Okanagan are higher than the municipal norm (37% Central Okanagan vs. 22% municipal norm).

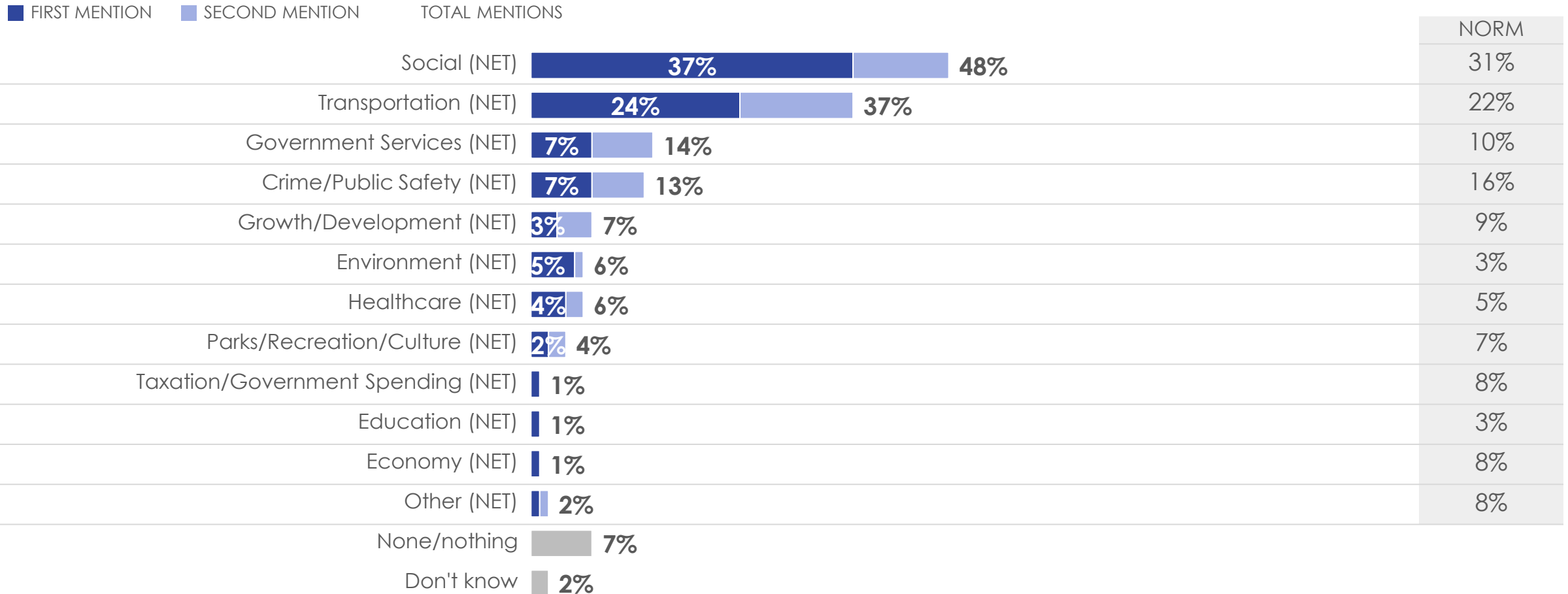
- Transportation mentions are higher in West Kelowna (57%) and Electoral Area West (55%).

All other issues are mentioned much less frequently although this varies by community. Government services sits in third place (14%), followed closely by crime/public safety (13%). These are both on par with the municipal norm.

- Issues related to government services include “water supply/quality” (7%), “infrastructure (unspecified)” (3%), “fire prevention/management” (2%), “garbage collection/recycling/composting” (1%), and “other government services mentions” (3%).
 - Peachland residents are the most likely to mention government services (37%) – in fact, government services is the number one issue in Peachland.
- Issues related to crime/public safety include “crime (general)” (9%), “public safety (general)” (3%), “policing/law enforcement” (1%), and “other crime/public safety mentions” (1%).
 - Mentions of crime/public safety are highest in Kelowna (15%).

Important Regional Issues

TOP-OF-MIND 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?

Important Regional Issues by Community

TOP-OF-MIND ISSUES (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)

TOTAL MENTIONS	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Social (NET)	48%	57% BCDEG	28%	41% DE	17%	23%	20%	34% D
Transportation (NET)	37%	32%	57% ACDEG	31%	33%	35%	55%	34%
Government Services (NET)	14%	9%	29% AC	12%	37% ACEG	20% A	29%	15%
Crime/Public Safety (NET)	13%	15% DEG	10%	9%	3%	3%	4%	4%
Growth/Development (NET)	7%	7%	5%	10%	9%	11%	13%	4%
Environment (NET)	6%	6%	2%	10% B	10% B	8% B	0%	5%
Healthcare (NET)	6%	4%	5%	15% AB	9%	5%	0%	17% AB
Parks/Recreation/Culture (NET)	4%	4%	5%	7%	0%	0%	4%	4%
Taxation/Government Spending (NET)	1%	1%	3%	1%	2%	2%	9%	0%
Education (NET)	1%	1%	1%	0%	0%	0%	0%	0%
Economy (NET)	1%	1%	0%	5% AB	3% AB	4% AB	0%	0%
Other (NET)	2%	2%	1%	3%	2%	4%	0%	2%
None/nothing	7%	6%	7%	5%	13% A	4%	8%	15% A
Don't know	2%	2%	2%	1%	1%	7% A	0%	6%

* 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?

REGIONAL SAFETY

Regional Safety

Overall perceptions of regional safety are positive. A strong majority (88%) say the Central Okanagan is a safe place to live overall, including 23% saying 'very safe' and 65% saying 'somewhat safe'. Overall perceptions (combined 'very/somewhat safe' responses) are on par with the municipal norm. However, the intensity of ratings is lower in the Central Okanagan (23% 'very safe' Central Okanagan vs. 42% 'very safe' municipal norm).

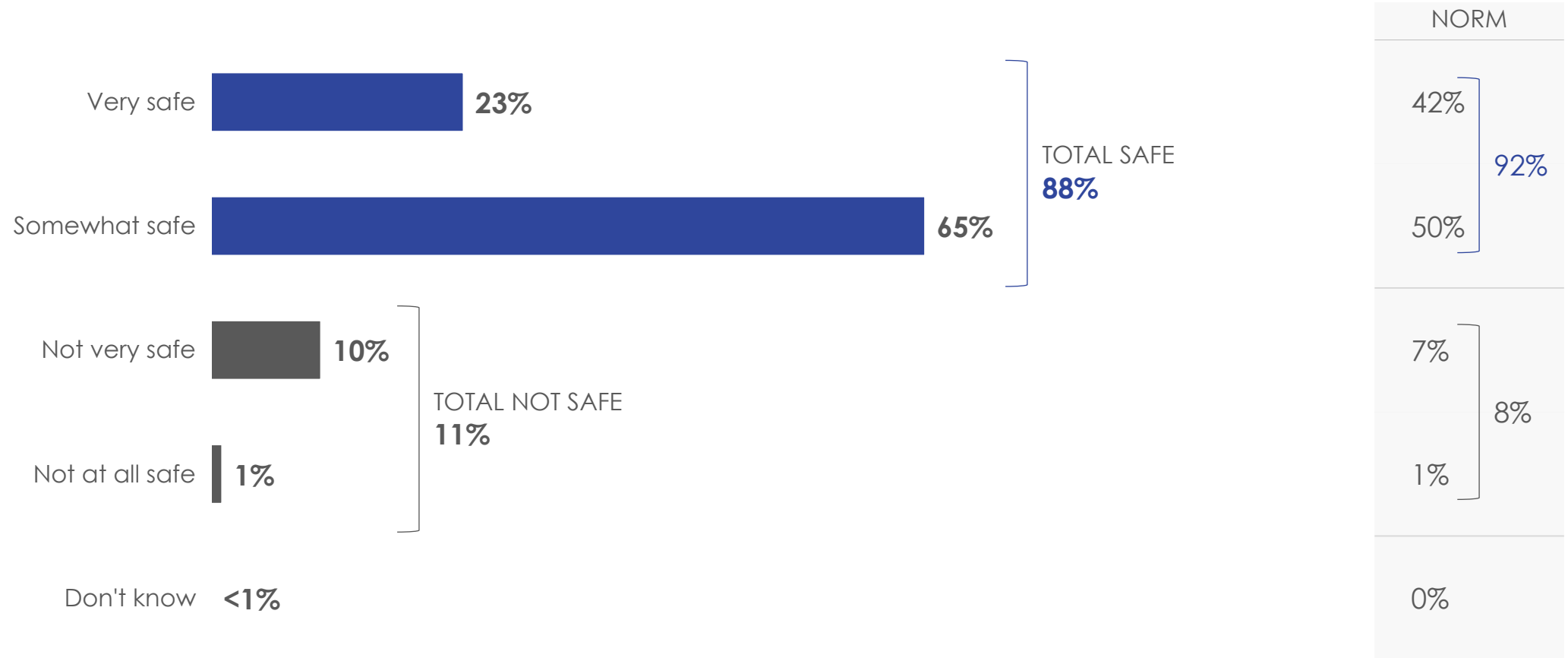
- Overall perceptions of regional safety are highest in Peachland (97%) and lower in West Kelowna (86%), Westbank First Nation (87%), and Kelowna (88%).
- Overall perceptions are also higher among younger residents (95% of 18-34 years vs. 85% of 55+ years, 88% of 35-54 years) and those who have lived in the Central Okanagan for 10 years or less (93% vs. 85% of 21+ years, 91% of 11-20 years).

Despite overall positive perceptions, most feel the Central Okanagan has become less safe over the past two years. Nearly two-thirds (64%) of citizens think the Central Okanagan has become less safe over the past two years, including 17% saying 'much less safe' and 47% saying 'somewhat less safe'. Another one-third (32%) think there has been 'no change' and only 3% think the Central Okanagan has become more safe (1% 'much more safe', 2% 'somewhat more safe').

- Perceptions of deteriorating safety are felt most strongly in Lake Country (68%), Westbank First Nation (68%), West Kelowna (67%), Electoral Area East (65%), and Kelowna (63%). In comparison, 49% of Peachland residents and 54% of those in Electoral Area West say they feel less safe now as compared to two years ago.
- Other demographic segments that are more likely to say the Central Okanagan has become less safe include women (71% vs. 56% of men), those who are 35+ years of age (includes 71% of 55+ years and 65% of 35-54 years vs. 50% of 18-34 years), those who have lived in the Central Okanagan for more than 10 years (includes 71% of 21+ years and 64% of 11-20 years vs. 51% of 10 years or less), and homeowners (67% vs. 55% of renters).

Overall Regional Safety

CENTRAL OKANAGAN SAFE PLACE TO LIVE



Base: All respondents (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?

Overall Regional Safety by Community

CENTRAL OKANAGAN SAFE PLACE TO LIVE

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very safe	23%	21%	21%	31%	45% ABG	29%	39%	23%
Somewhat safe	65%	67% D	64%	63%	52%	60%	53%	64%
Not very safe	10%	10% D	10%	6%	2%	9%	8%	13% D
Not at all safe	1%	1%	3%	0%	2%	0%	0%	0%
Don't know	<1%	<1%	2%	0%	0%	2%	0%	0%
TOTAL SAFE	88%	88%	86%	94%	97% AB	89%	92%	87%
TOTAL NOT SAFE	11%	12% D	13% D	6%	3%	9%	8%	13%

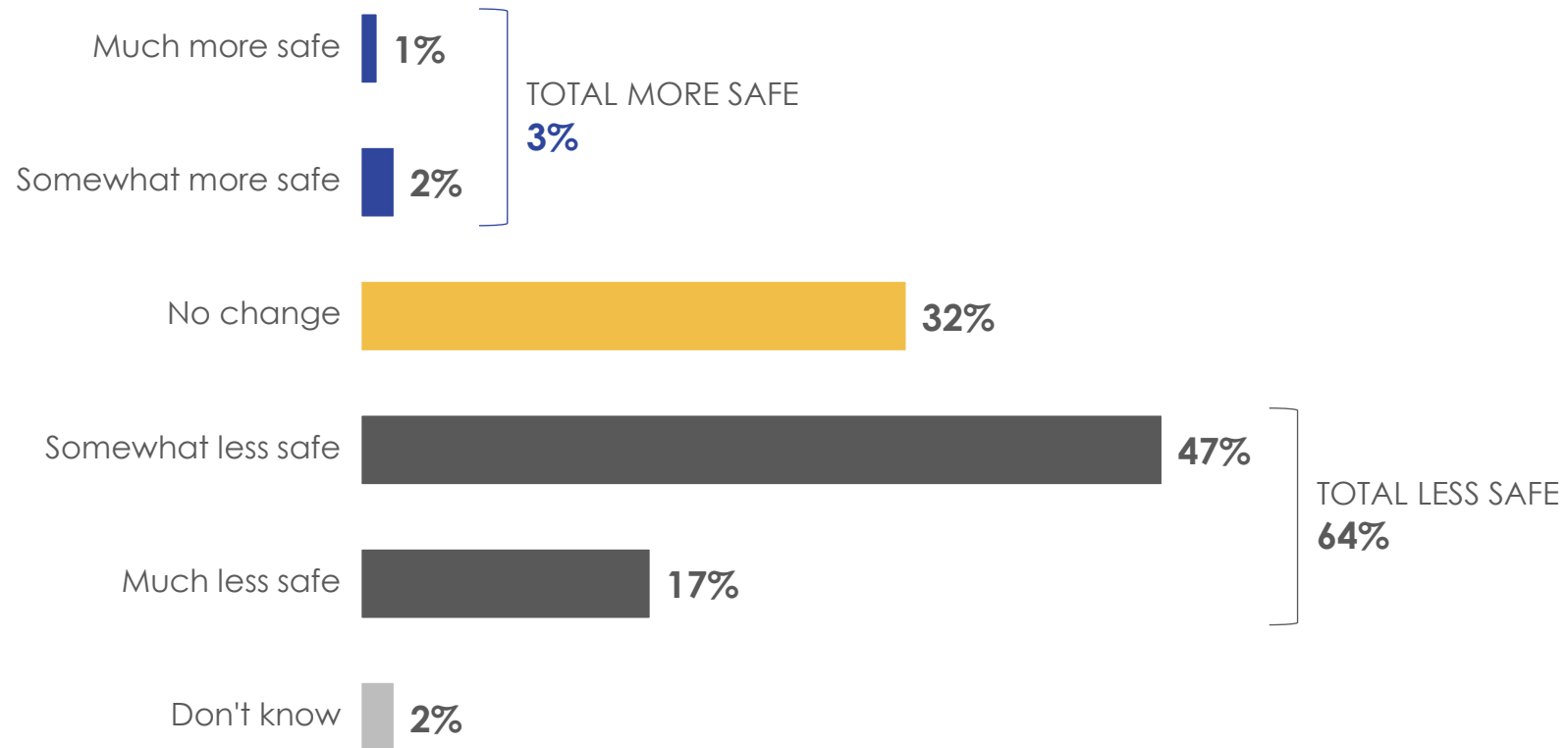
* Small base size (<100), interpret with caution.

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?

Change in Regional Safety Past Two Years

CHANGE IN CENTRAL OKANAGAN SAFETY



Base: All respondents (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?)

Change in Regional Safety Past Two Years by Community

CHANGE IN CENTRAL OKANAGAN SAFETY

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Much more safe	1%	<1%	1%	0%	1%	0%	0%	0%
Somewhat more safe	2%	1%	3%	4%	4% A	0%	4%	2%
No change	32%	33%	26%	28%	45% BC	33%	42%	28%
Somewhat less safe	47%	46%	52% D	50%	36%	36%	42%	49%
Much less safe	17%	17%	15%	17%	13%	29% ABD	12%	19%
Don't know	2%	2%	3%	0%	0%	3%	0%	2%
TOTAL MORE SAFE	3%	2%	5%	4%	6% A	0%	4%	2%
TOTAL LESS SAFE	64%	63% D	67% D	68% D	49%	65%	54%	68% D

* Small base size (<100), interpret with 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?)

ABCDEF G: means the community next to the letter is significantly higher than the community represented by the letter.

FAMILIARITY WITH REGIONAL DISTRICT

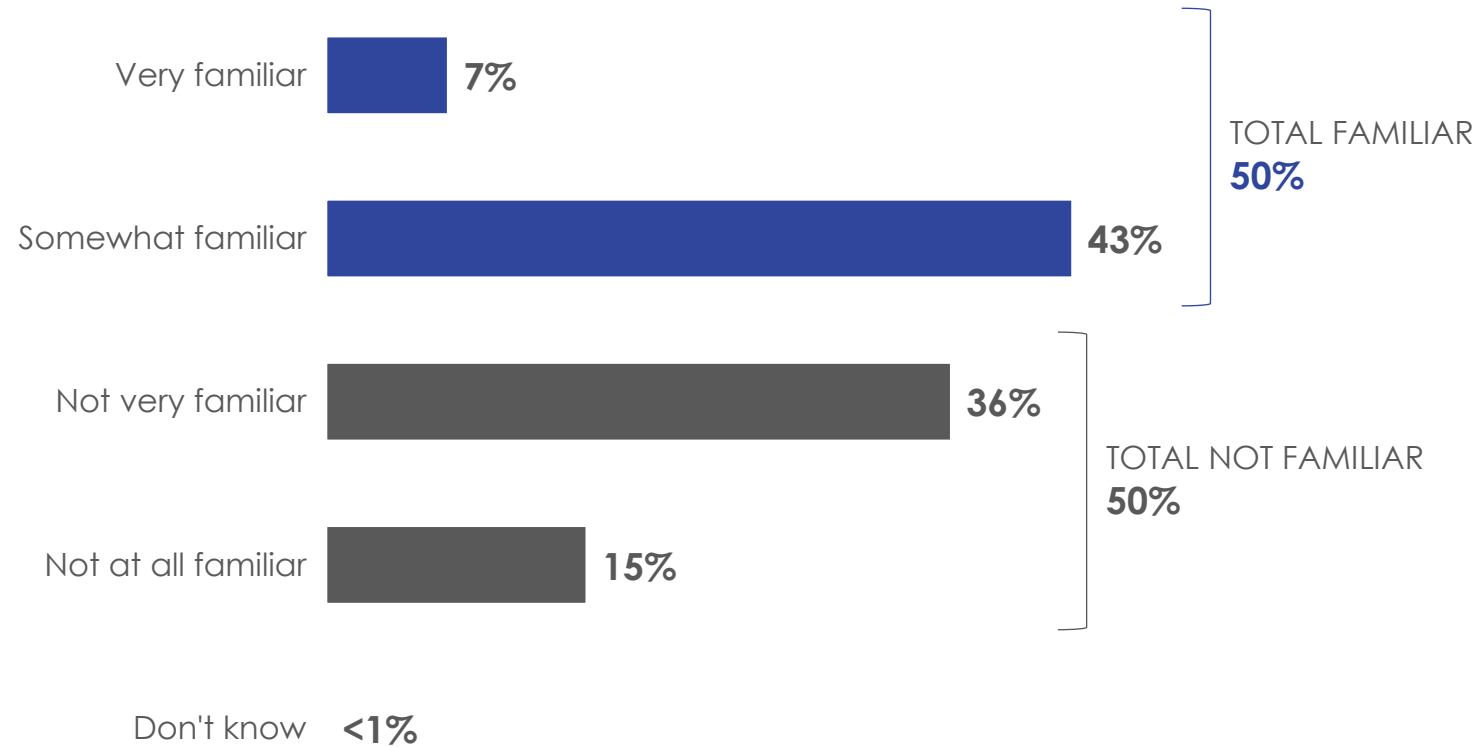
Familiarity with Regional District

Overall familiarity with the role and purpose of the Regional District is mixed. Half (50%) of citizens say they are familiar with the role and purpose of the Regional District. Most of those who are familiar describe their familiarity as 'somewhat' (43%) rather than 'very' (7%).

- Overall familiarity (combined 'very/somewhat familiar' responses) is statistically consistent across all communities. However, those living in Electoral Area West and Lake Country are the most likely to say they are 'very familiar' with the Regional District's role and purpose (17% and 15%, respectively). Conversely, only 4% of those in West Kelowna and Peachland say they are 'very familiar'.
- Those who have lived in the Central Okanagan for 21+ years are more likely to say they are familiar (combined 'very/somewhat familiar' responses) with the Regional District's role and purpose (56% vs. 38% of 10 years or less, 49% of 11-20 years). Overall familiarity is also higher among homeowners (55% vs. 36% of renters).

Familiarity with Regional District

FAMILIARITY WITH ROLE AND PURPOSE OF REGIONAL DISTRICT



Base: All respondents (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 ...?

Familiarity with Regional District by Community

FAMILIARITY WITH ROLE AND PURPOSE OF REGIONAL DISTRICT

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very familiar	7%	7%	4%	15% AB	4%	10%	17%	10%
Somewhat familiar	43%	41%	50%	42%	46%	43%	46%	35%
Not very familiar	36%	37%	32%	35%	32%	32%	37%	35%
Not at all familiar	15%	15%	14%	8%	16%	15%	0%	19%
Don't know	<1%	0%	0%	0%	1%	0%	0%	0%
TOTAL FAMILIAR	50%	48%	54%	57%	50%	53%	63%	45%
TOTAL NOT FAMILIAR	50%	52%	46%	43%	48%	47%	37%	55%

* 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 ...?

REGIONAL DISTRICT SERVICES

Satisfaction with Services

Overall satisfaction with Regional District services is high. Nearly all (94%) citizens say they are satisfied with the overall level and quality of services provided by the Regional District. This includes 25% saying 'very satisfied' and 70% saying 'somewhat satisfied'. Overall satisfaction (combined 'very/somewhat satisfied' responses) with services in the Central Okanagan is higher than the municipal norm (94% Central Okanagan vs. 88% municipal norm).

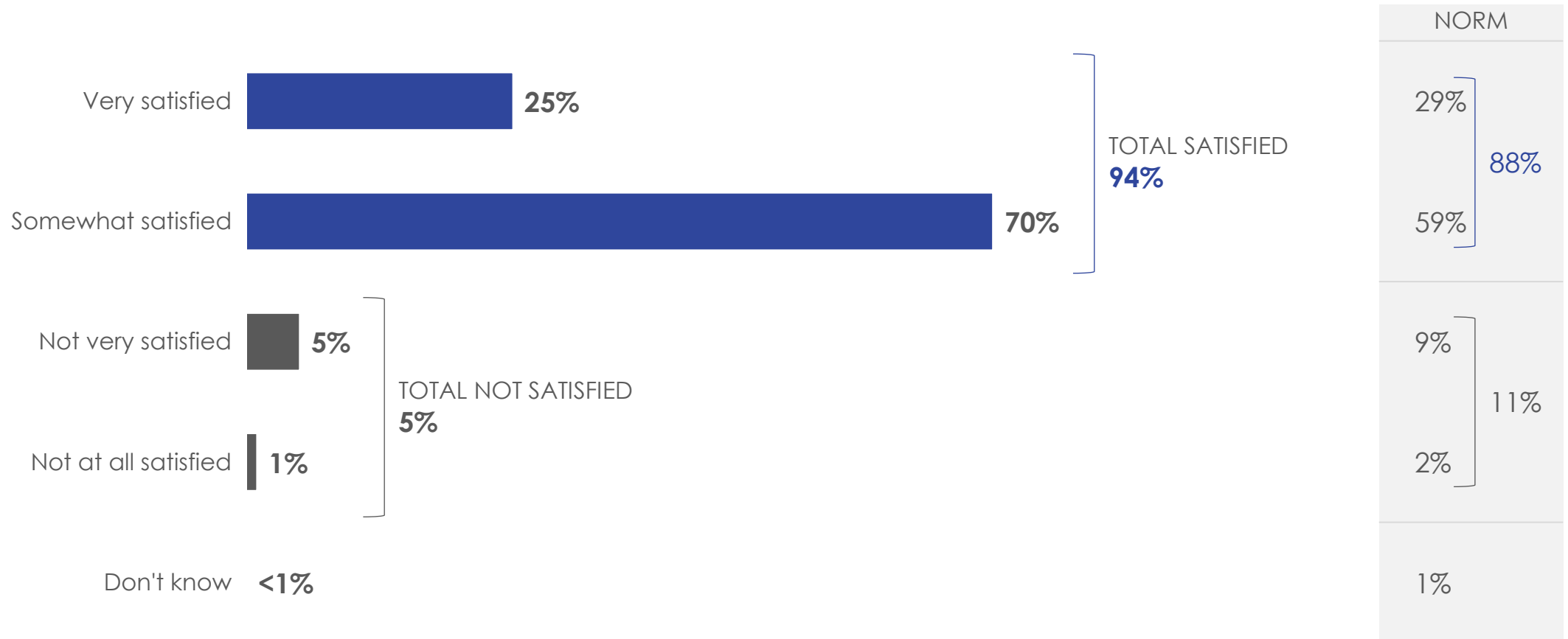
- Overall satisfaction is statistically similar across all communities. However, the proportion saying they are *not satisfied* is higher in Electoral Area East (11%).

Satisfaction extends to the delivery of specific services. Of the 19 evaluated services, 16 receive an overall satisfaction score (combined 'very/somewhat satisfied' responses) of 70% or higher. The three highest rated services are *regional parks (95%)*, *collection of household garbage, recycling, and yard waste (91%)*, and *fire protection services (90%)*. In comparison, the three lowest rated services are *Regional District water systems (63%)*, *electoral area planning (63%)*, and *regional planning and growth management (62%)*, although these are still deemed satisfactory by a solid majority of residents.

- Satisfaction is largely consistent by community, with some exceptions. Most notably:
 - Satisfaction with *collection of household garbage, recycling, and yard waste* is highest in Peachland (97%) and lowest in Lake Country (86%).
 - Satisfaction with *regional emergency management program* is highest in West Kelowna (92%) and lowest in Electoral Area West (79%) and Lake Country (81%).
 - Satisfaction with *other solid waste management programs* is highest in West Kelowna (91%) and lowest in Lake Country (76%) and Electoral Area West (76%).
 - Satisfaction with *Westside residential disposal and recycling centre* is higher in West Kelowna (89%) than in Peachland (77%) and Westbank First Nation (77%).
 - Satisfaction with *sewer and wastewater disposal* is higher in West Kelowna (84%) and Westbank First Nation (84%) and lower in Peachland (71%).
 - Satisfaction with *economic development* is lower in Lake Country (61%).
 - Satisfaction with *community safety programs* is highest in Peachland (83%) and lowest in Kelowna (68%).

Overall Satisfaction with Services

SATISFACTION WITH SERVICES PROVIDED BY REGIONAL DISTRICT



Base: All respondents (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 ...?

Overall Satisfaction with Services by Community

SATISFACTION WITH SERVICES PROVIDED BY REGIONAL DISTRICT

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very satisfied	25%	25%	28% C	13%	37% AC	29% C	5%	32% C
Somewhat satisfied	70%	70% D	68%	79% DEG	55%	60%	91%	60%
Not very satisfied	5%	5%	3%	6%	6%	11% B	0%	6%
Not at all satisfied	1%	1%	1%	0%	2%	0%	4%	0%
Don't know	<1%	0%	1%	1%	0%	0%	0%	2%
TOTAL SATISFIED	94%	95%	96%	93%	93%	89%	96%	92%
TOTAL NOT SATISFIED	5%	5%	3%	6%	7%	11% B	4%	6%

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

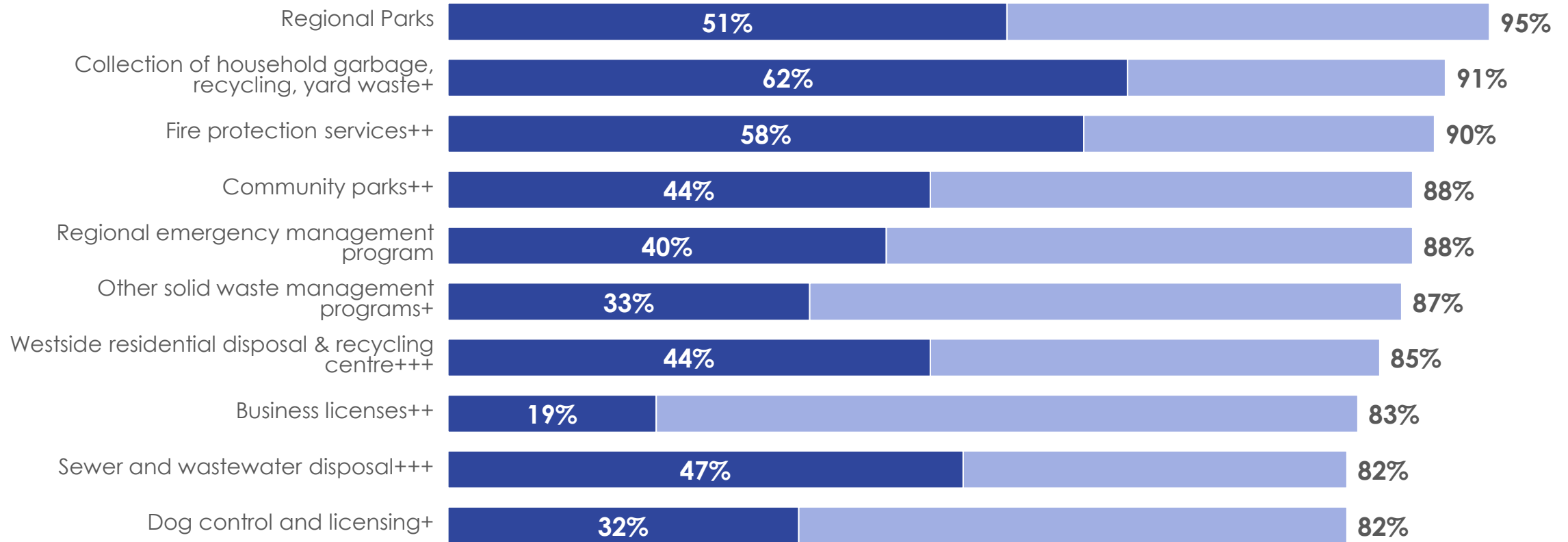
Base: All respondents

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 ...?

Satisfaction with Specific Services (1/2)

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED



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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

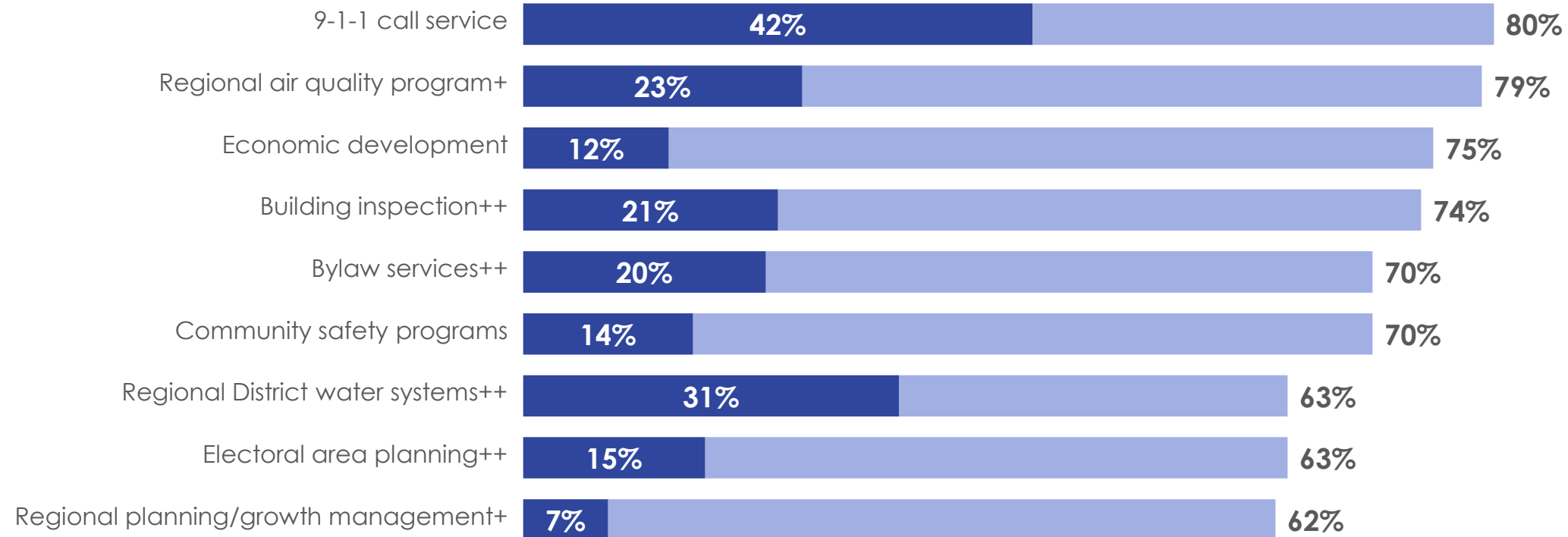
Base: All respondents (n=700)

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

Satisfaction with Specific Services (2/2)

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED



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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

Base: All respondents (n=700)

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

Satisfaction with Specific Services by Community (1/2)

SATISFACTION WITH SERVICES

TOTAL SATISFIED	COMMUNITY							
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Regional Parks	95%	95%	96%	94%	91%	91%	92%	92%
Collection of household garbage, recycling and yard waste+	91%	91%	93%	86%	97% C	89%	88%	n/a
Fire protection services++	90%	n/a	n/a	n/a	n/a	94%	83%	n/a
Community parks++	88%	n/a	n/a	n/a	n/a	91%	84%	n/a
Regional emergency management program	88%	87%	92% C	81%	86%	87%	79%	87%
Other solid waste management programs+	87%	88% CD	91% CDE	76%	80%	79%	76%	n/a
Westside residential disposal & recycling centre+++	85%	n/a	89% DG	n/a	77%	n/a	n/a	77%
Business licenses++	83%	n/a	n/a	n/a	n/a	83%	83%	n/a
Sewer and wastewater disposal+++	82%	n/a	84% D	n/a	71%	n/a	n/a	84%
Dog control and licensing+	82%	83%	81%	76%	83%	84%	80%	n/a

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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

Base: All respondents (n=700)

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

Satisfaction with Specific Services by Community (2/2)

SATISFACTION WITH SERVICES

TOTAL SATISFIED	COMMUNITY							
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
9-1-1 call service	80%	79%	81%	77%	81%	86%	91%	89%
Regional air quality program+	79%	79%	78%	74%	81%	72%	87%	n/a
Economic development	75%	77% C	76% C	61%	72%	76%	79%	75%
Building inspection++	74%	n/a	n/a	n/a	n/a	73%	75%	n/a
Bylaw services++	70%	n/a	n/a	n/a	n/a	67%	75%	n/a
Community safety programs	70%	68%	70%	76%	83% A	77%	71%	79%
Regional District water systems++	63%	n/a	n/a	n/a	n/a	72%	51%	n/a
Electoral area planning++	63%	n/a	n/a	n/a	n/a	61%	66%	n/a
Regional planning/growth management+	62%	64%	57%	56%	65%	63%	58%	n/a

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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

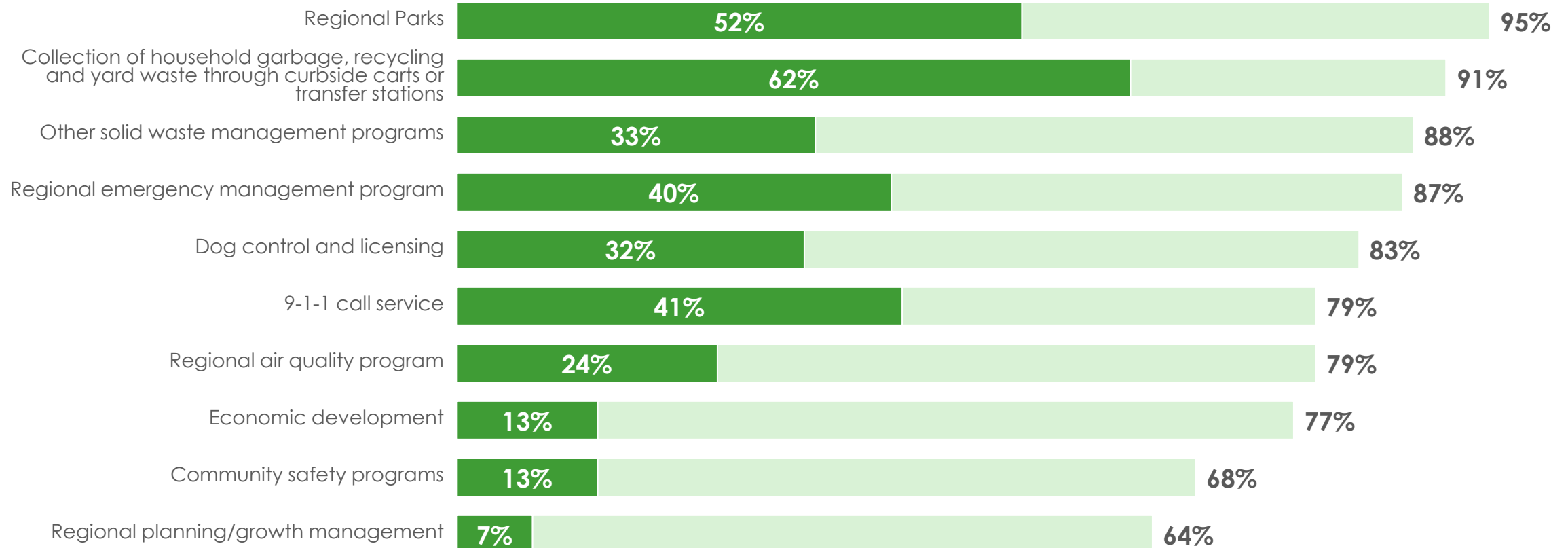
Base: All respondents (n=700)

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

Satisfaction with Specific Services – Kelowna

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED

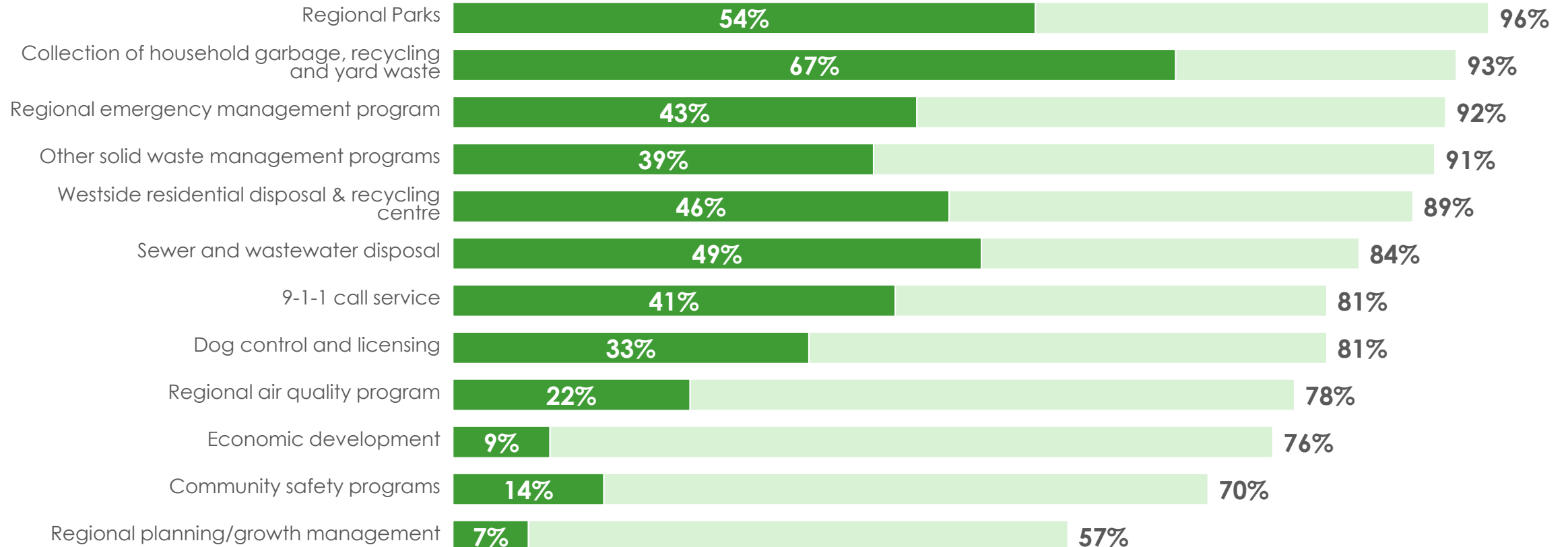


Base: Kelowna respondents (n=310)
Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – West Kelowna

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED

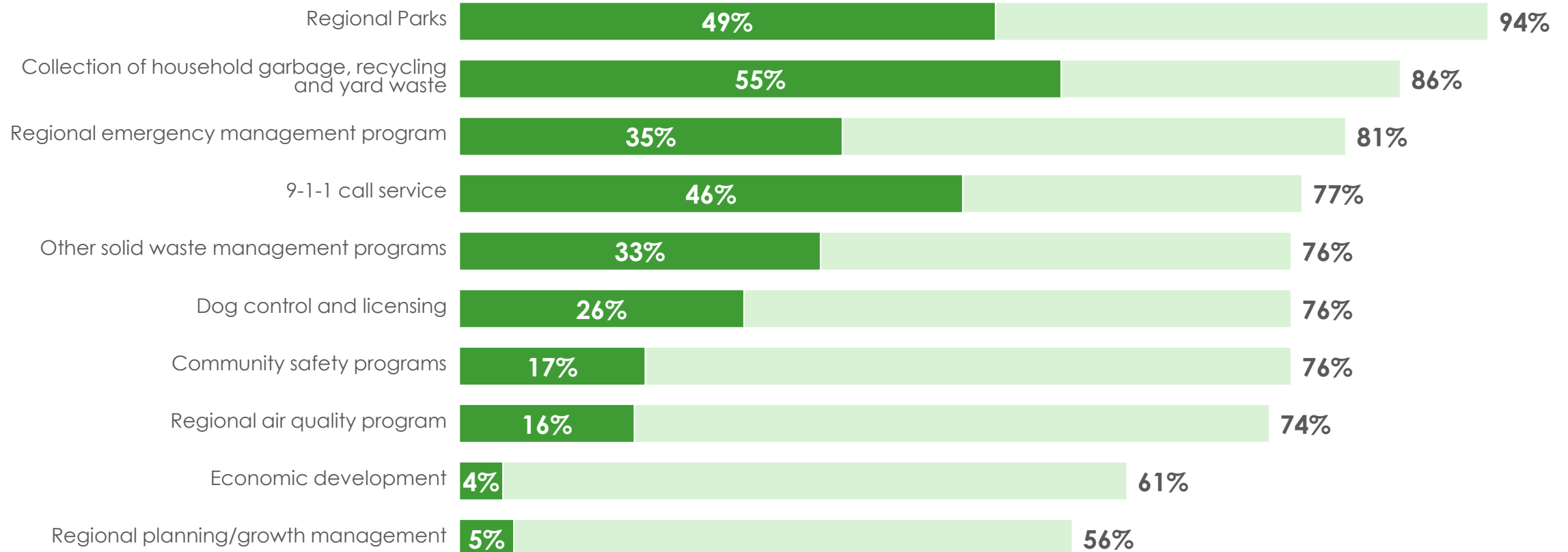


Base: West Kelowna respondents (n=125)
Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – Lake Country

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED

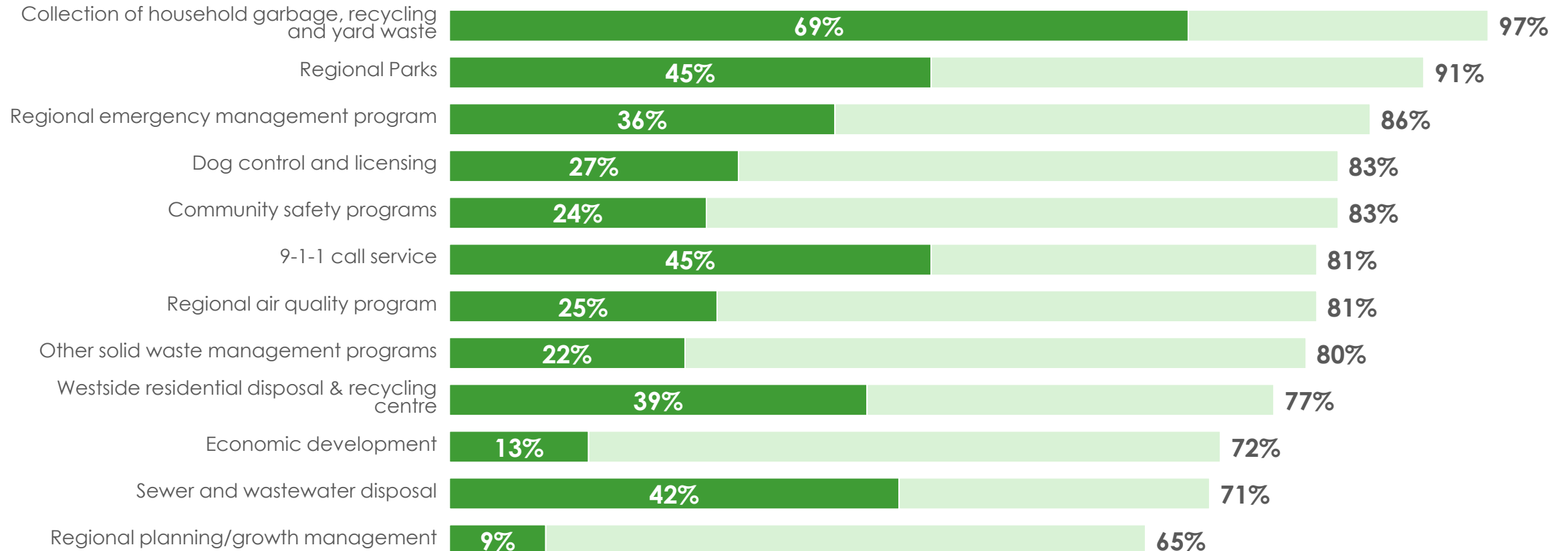


* Small base size (<100), interpret with caution.
Base: Lake Country respondents (n=69)*
Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – Peachland

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED

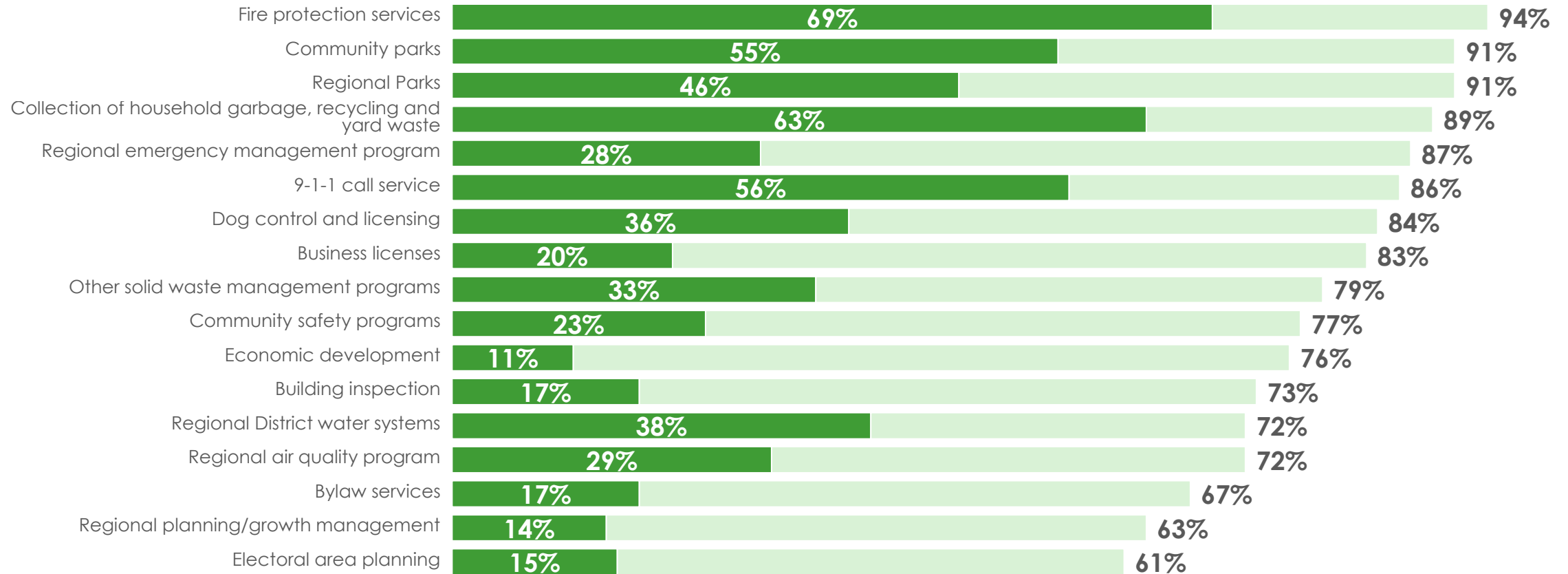


* Small base size (<100), interpret with caution.
Base: Peachland respondents (n=69)*
Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – Electoral Area East

SATISFACTION WITH SERVICES

■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 TOTAL SATISFIED

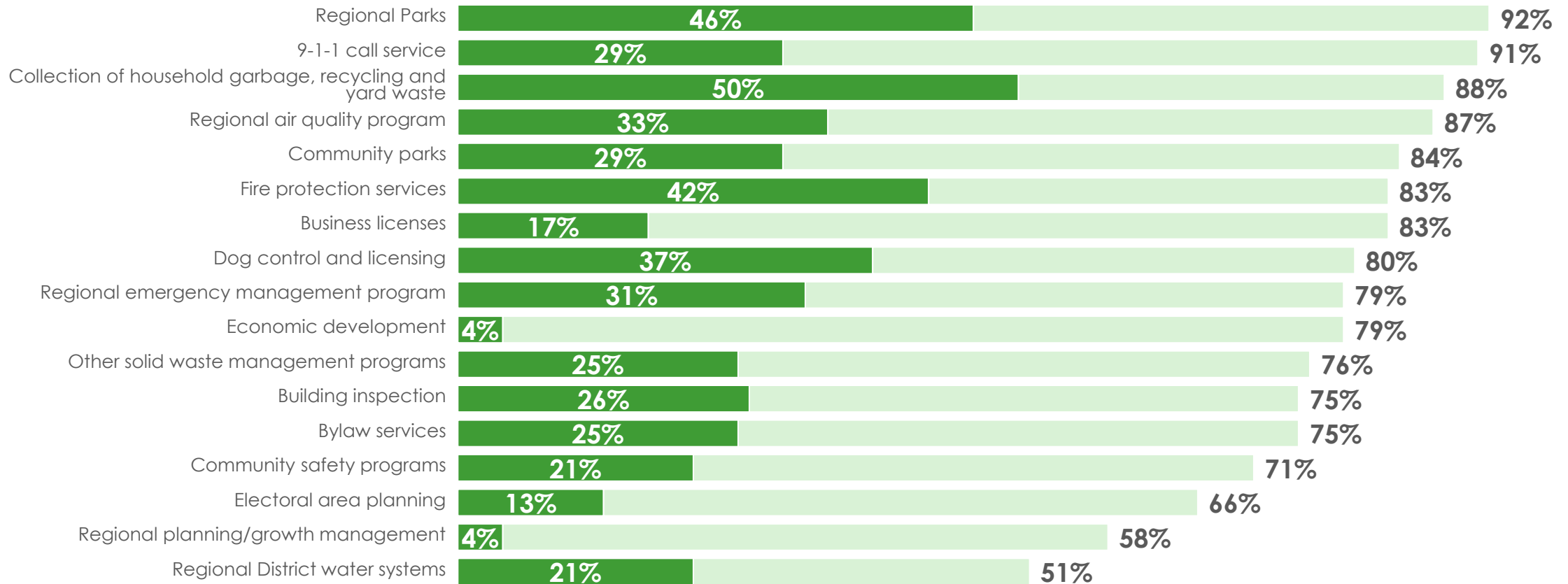


* Small base size (<100), interpret with caution.
 Base: Electoral Area East respondents (n=52)*
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – Electoral Area West

SATISFACTION WITH SERVICES

■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 TOTAL SATISFIED

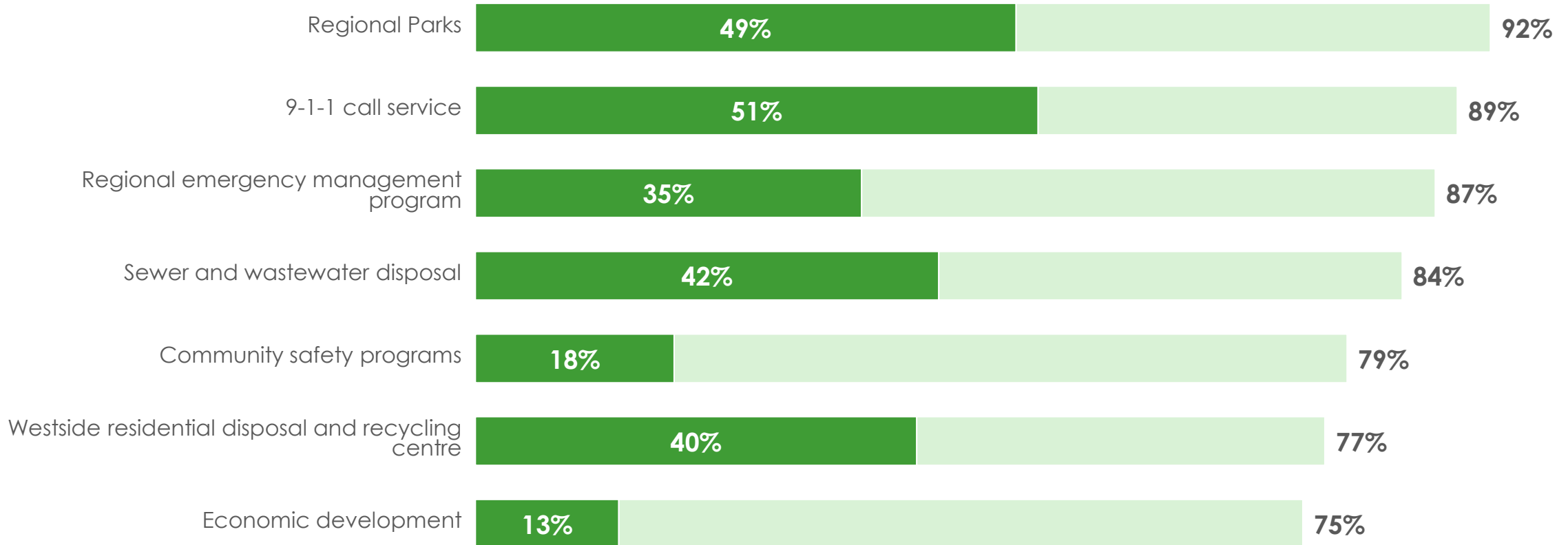


* Small base size (<100), interpret with caution.
 Base: Electoral Area West respondents (n=24)*
 Q10. And how satisfied are you with this service? Would you say ...?

Satisfaction with Specific Services – Westbank First Nation

SATISFACTION WITH SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED ■ TOTAL SATISFIED



* 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 Services

All the evaluated services are important to citizens. Of the 19 evaluated services, 16 receive an overall importance score (combined 'very/somewhat important' responses) higher than 80%. Moreover, 12 receive an overall importance score higher than 90%, with the overall most important service being *fire protection services* (100%, including 98% 'very important'). The three lowest rated services are *bylaw services* (78%), *business licenses* (76%), and *dog control and licensing* (67%), although these are still important to a solid majority of residents.

- Noteworthy differences by community include:
 - *Regional emergency management program* and *regional planning and growth management* are less important to those living in Peachland (both 87%).
 - *Economic development* is more important to those living in Kelowna (96%) and West Kelowna (94%) and less important to Peachland residents (75%).
 - *Dog control and licensing* is most important to those in Electoral Area East (82%) and least important to those in Electoral Area West (58%).

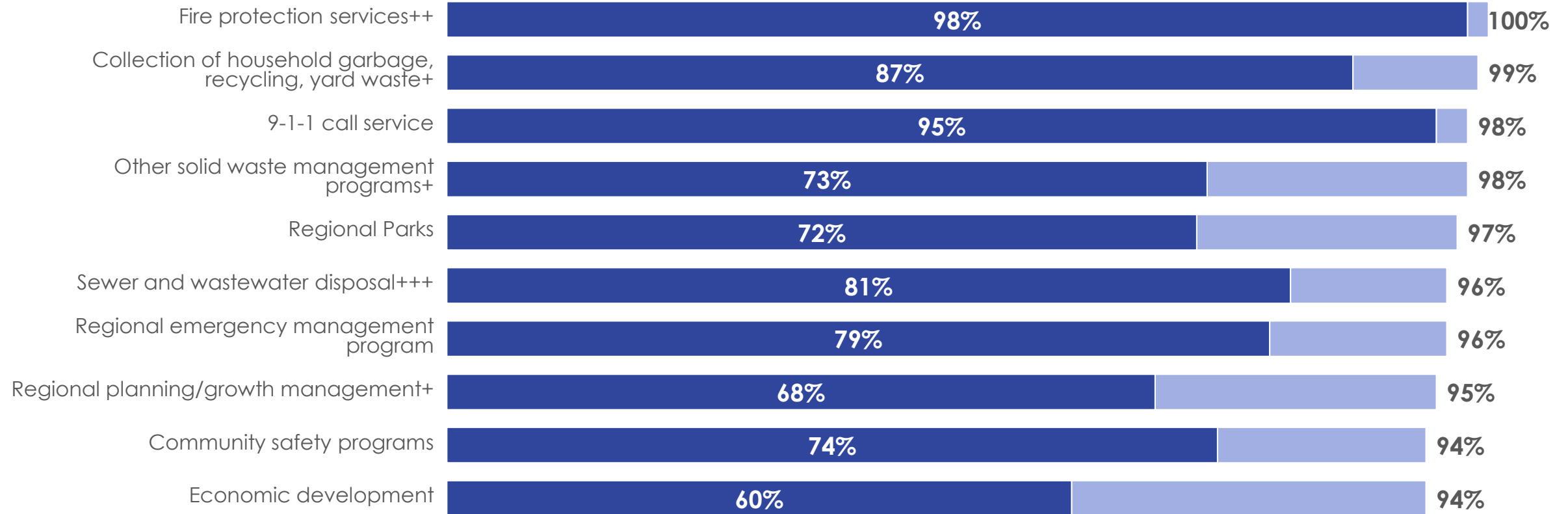
Importance of Specific Services (1/2)

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

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 ...?

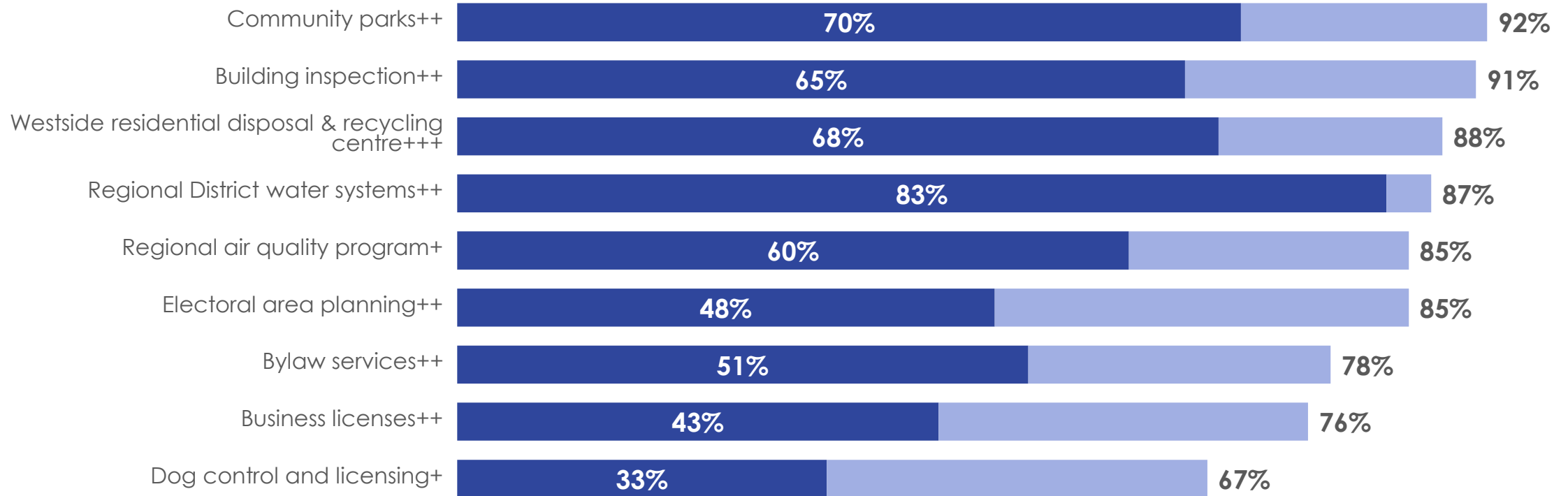
Importance of Specific Services (2/2)

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

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 ...?

Importance of Specific Services by Community (1/2)

IMPORTANCE OF SERVICES

TOTAL IMPORTANT		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Fire protection services++	100%	n/a	n/a	n/a	n/a	100%	100%	n/a
Collection of household garbage, recycling, yard waste+	99%	99% E	99% E	97%	100%	94%	100%	n/a
9-1-1 call service	98%	98% G	99% G	99%	100%	100%	96%	94%
Other solid waste management programs+	98%	99%	97%	97%	99%	98%	91%	n/a
Regional Parks	97%	97% E	96%	97%	96%	91%	96%	96%
Sewer and wastewater disposal+++	96%	n/a	95%	n/a	96%	n/a	n/a	98%
Regional emergency management program	96%	96% D	99% CDE	91%	87%	91%	100%	98% D
Regional planning/growth management+	95%	95% D	95% D	94%	87%	98% D	91%	n/a
Community safety programs	94%	94%	95%	94%	94%	95%	91%	98%
Economic development	94%	96% CDEG	94% D	86%	75%	88%	87%	84%

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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

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 ...?

ABCDEFGG: means the community next to the letter is significantly higher than the community represented by the letter.

Importance of Specific Services by Community (2/2)

IMPORTANCE OF SERVICES

TOTAL IMPORTANT		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Community parks++	92%	n/a	n/a	n/a	n/a	95%	87%	n/a
Building inspection++	91%	n/a	n/a	n/a	n/a	90%	91%	n/a
Westside residential disposal & recycling centre+++	88%	n/a	89%	n/a	83%	n/a	n/a	84%
Regional District water systems++	87%	n/a	n/a	n/a	n/a	83%	92%	n/a
Regional air quality program+	85%	85%	84%	81%	91%	87%	78%	n/a
Electoral area planning++	85%	n/a	n/a	n/a	n/a	81%	92%	n/a
Bylaw services++	78%	n/a	n/a	n/a	n/a	73%	86%	n/a
Business licenses++	76%	n/a	n/a	n/a	n/a	74%	79%	n/a
Dog control and licensing+	67%	65%	72%	69%	65%	82% AD	58%	n/a

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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

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 ...?

ABCDEFGG: means the community next to the letter is significantly higher than the community represented by the letter.

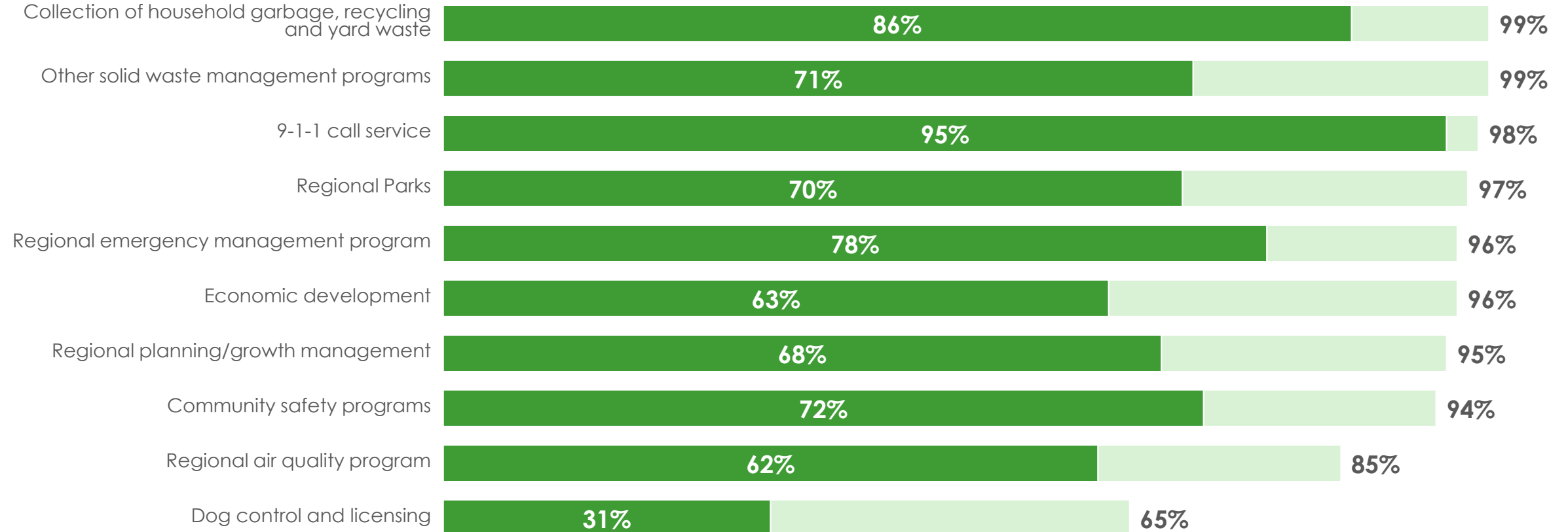
Importance of Specific Services – Kelowna

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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 ...?

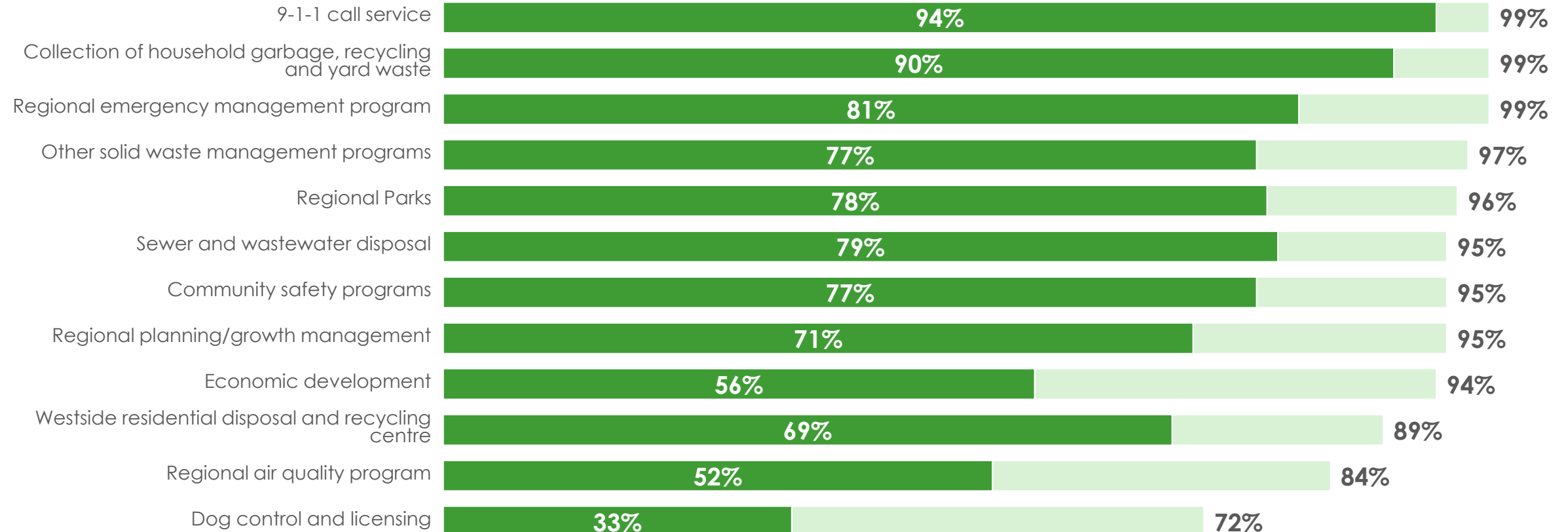
Importance of Specific Services – West Kelowna

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



Base: West Kelowna respondents (n=125)

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 ...?

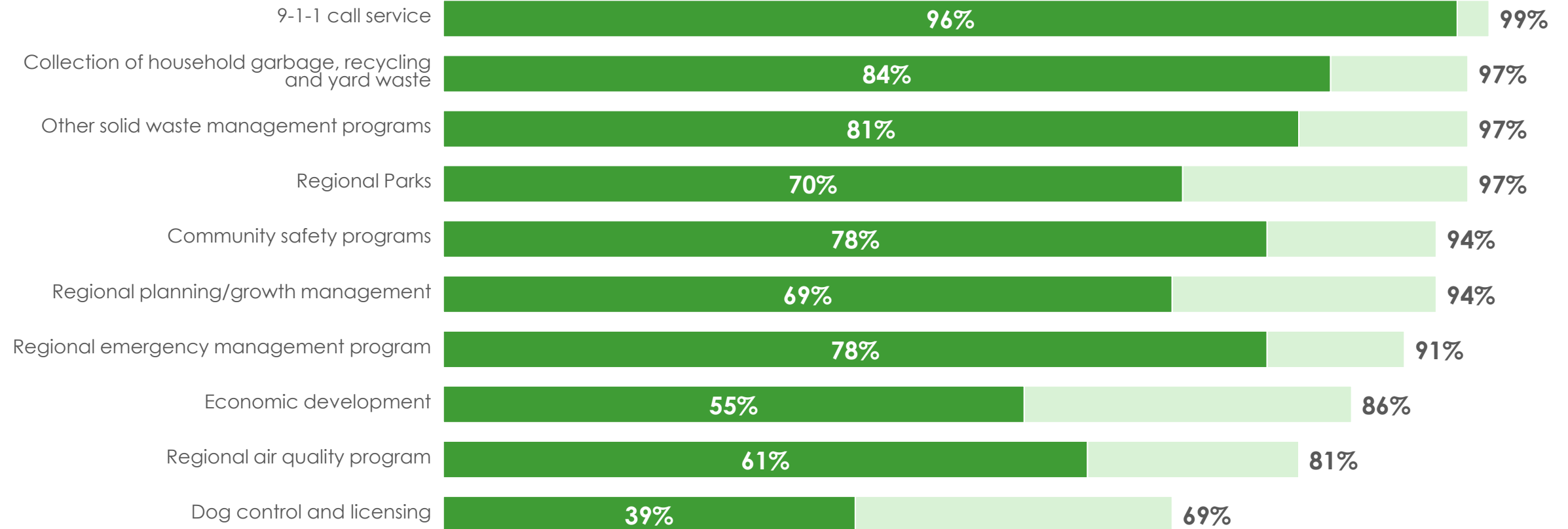
Importance of Specific Services – Lake Country

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

Base: Lake Country respondents (n=69)*

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 ...?

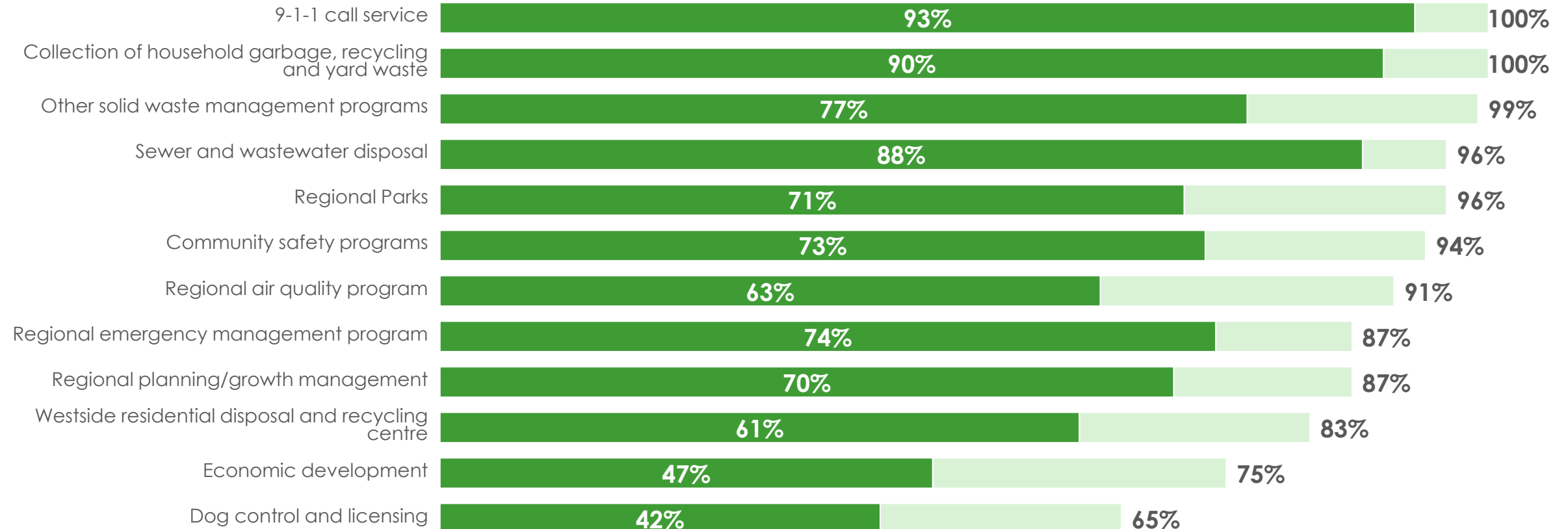
Importance of Specific Services – Peachland

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

Base: Peachland respondents (n=69)*

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 ...?

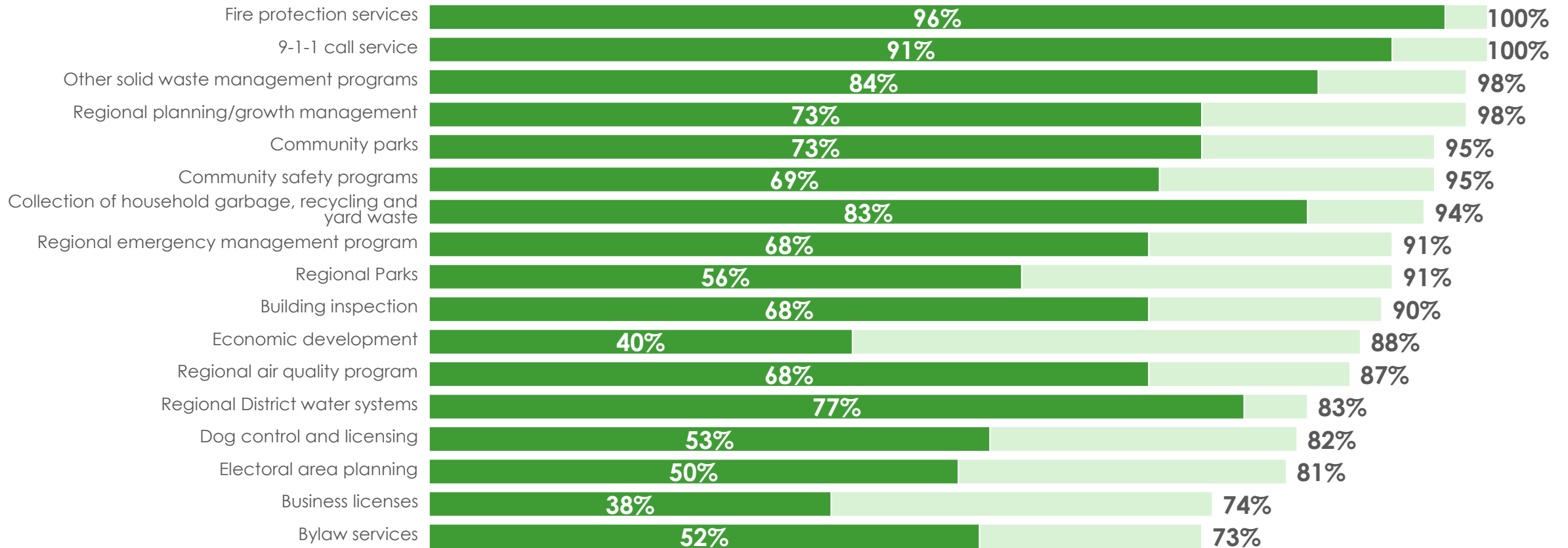
Importance of Specific Services – Electoral Area East

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

Base: Electoral Area East respondents (n=52)*

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 ...?

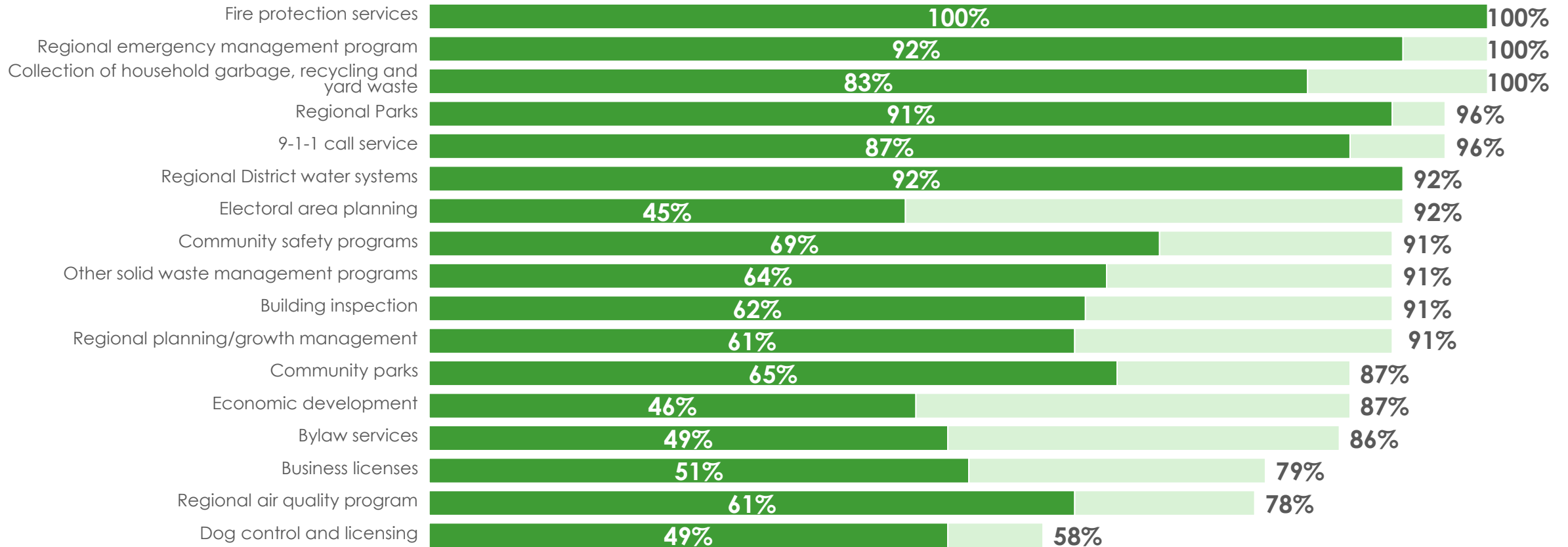
Importance of Specific Services – Electoral Area West

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



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

Base: Electoral Area West respondents (n=24)*

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 ...?

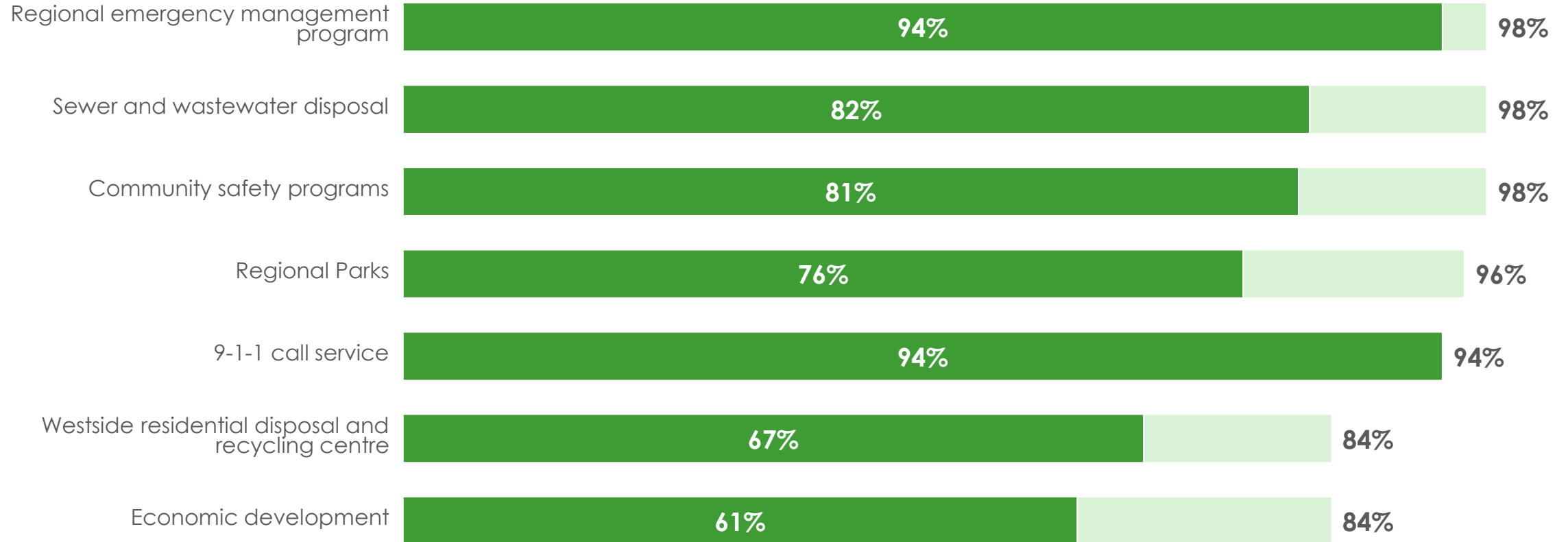
Importance of Specific Services – Westbank First Nation

IMPORTANCE OF SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT



* 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 vs. Satisfaction Action Grid

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

Individual services would fall into one of four categories:

- **Primary Strengths** represent services where the Regional District is performing well and are of value to citizens. Efforts should be made to maintain high levels of satisfaction with these key services.
- **Primary Areas for Improvement** represent services where the Regional District is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with Regional District services.
- **Secondary Strengths** represent services where the Regional District is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than other areas.
- **Secondary Areas for Improvement** represent services where the Regional District is performing relatively less well and are also of lesser value to citizens. Depending on available resources and priorities, the Regional District may or may not decide to make a targeted effort to improve performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.



Importance vs. Satisfaction Action Grid

STRENGTHS

The Regional District's **Primary Strengths** are *regional parks, collection of household garbage, recycling, and yard waste, fire protection, regional emergency management program, other solid waste management, sewer and wastewater disposal, and 9-1-1 call service.*

Secondary Strengths include *community parks, Westside disposal and recycling centre, business licenses, and dog control and licensing.*

AREAS FOR IMPROVEMENT

The Regional District's three **Primary Areas for Improvement** are *economic development, community safety programs, and regional planning and growth management.*

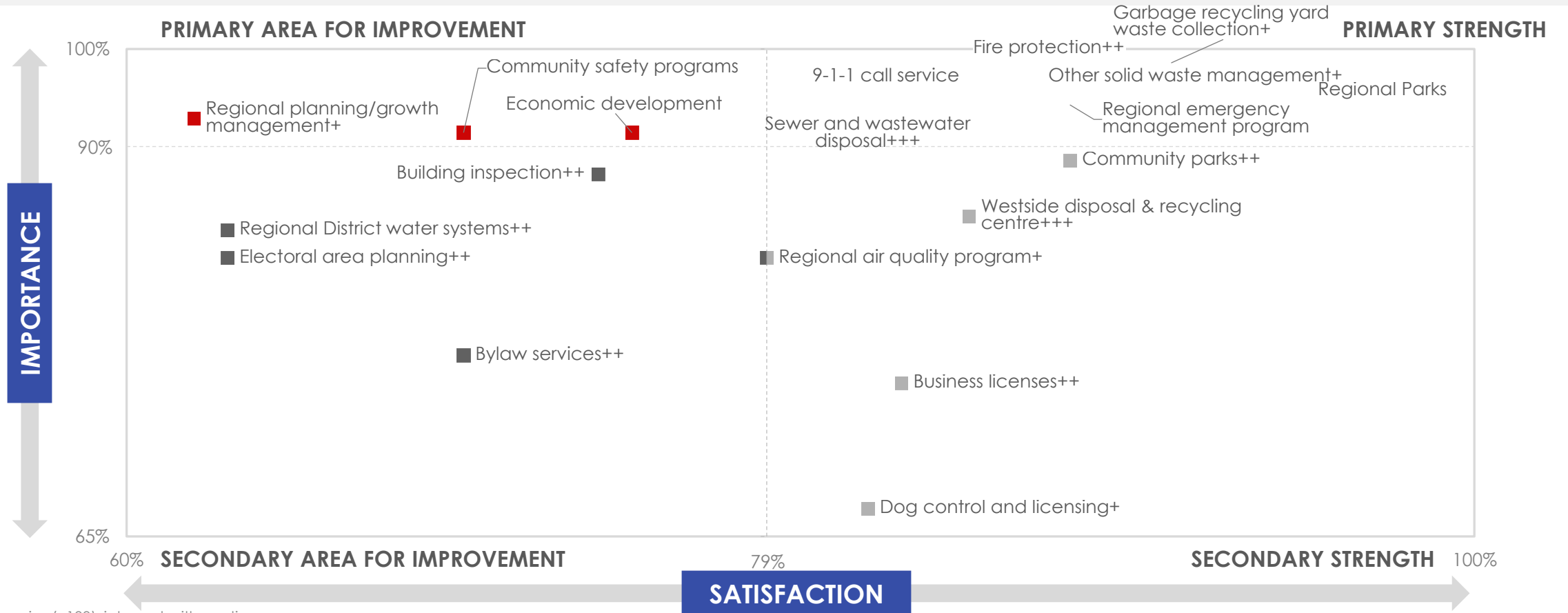
Secondary Areas for Improvement include *building inspections, bylaw services, Regional District water systems, and electoral area planning.*

BORDERLINE STRENGTH/AREA FOR IMPROVEMENT

Regional air quality program sits on the border of being a secondary strength/area for improvement.

Importance vs. Satisfaction Action Grid

PROGRAMS AND SERVICES



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

+ Excluding Westbank First Nation (n=649)

++ Electoral Areas East and West only (n=76)*

+++ West Kelowna, Peachland, Westbank First Nation only (n=245)

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 ...?

FINANCIAL PLANNING

Value for Taxes and Balancing Taxation and Service Delivery Levels

Most say they receive good value for their regional taxes. Overall, 79% of citizens say they receive good value for their regional tax dollars. This includes 24% saying 'very good value' and 55% saying 'fairly good value'. Overall perceptions (combined 'very/fairly good value' responses) are on par with the municipal norm. However, the percentage saying 'very good value' is higher in the Central Okanagan (24% Central Okanagan vs. 19% municipal norm).

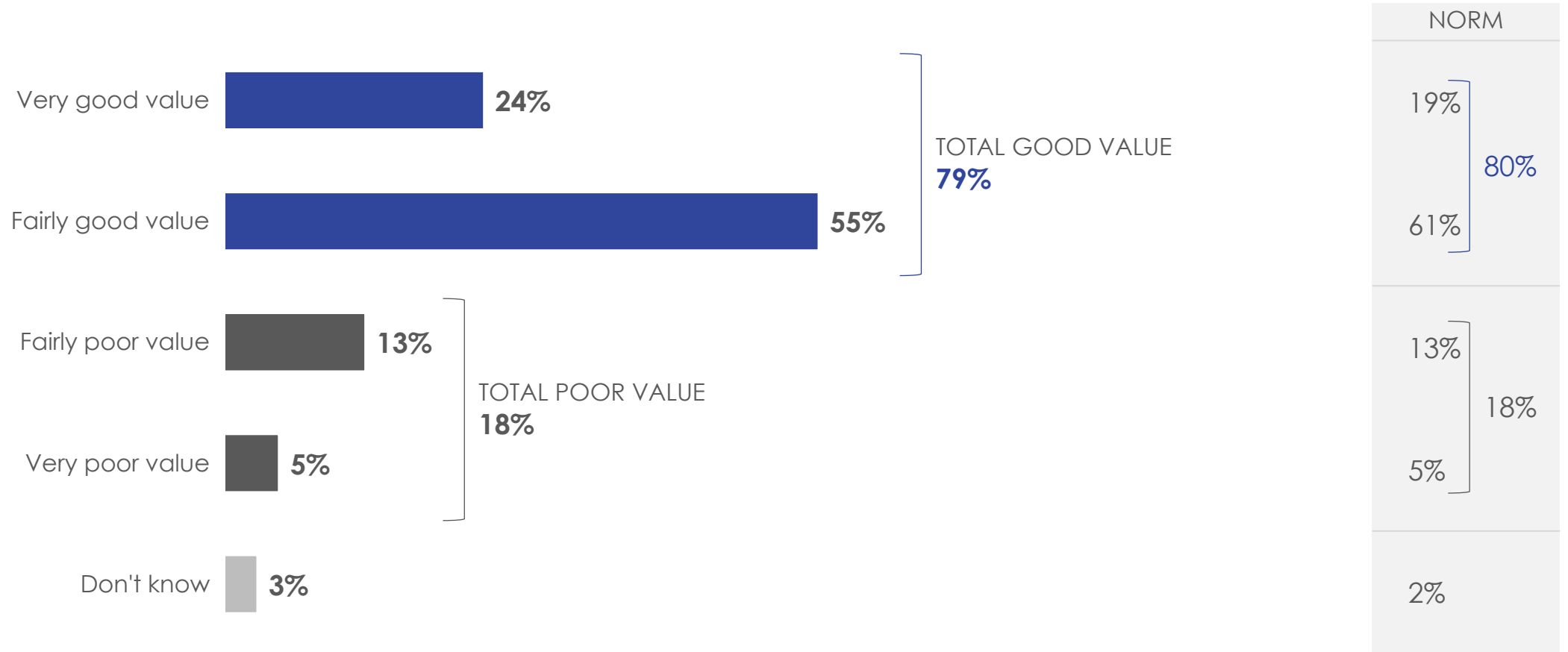
- Perceptions of the value for taxes are statistically consistent across all communities and demographic subgroups.

Citizens prefer tax increases over service cuts. When given the choice between increased taxes or cut services, 54% of citizens opt for tax increases while 35% say they would prefer service cuts. Specifically, 22% say *increase taxes to enhance or expand services* and 32% say *increase taxes to maintain services at current levels* compared to 24% saying *cut services to maintain current tax level* and 10% saying *cut services to reduce taxes*. Central Okanagan residents' preference for tax increases over service cuts is consistent with the municipal norm.

- All communities except Lake Country demonstrate a clear preference for tax increases over service cuts. Opinion in Lake Country is mixed, with 39% opting for tax increases, 39% opting for service cuts, and 20% saying they prefer neither of these options.
- Younger residents are more open to service cuts than those who are 35+ years of age (43% of 18-34 years say they would prefer service cuts vs. 31% of 55+ years, 32% of 35-54 years).

Value for Taxes

VALUE OF TAX DOLLARS FOR REGIONAL DISTRICT PROGRAMS AND SERVICES RECEIVED



Base: All respondents – excluding Westbank First Nation (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 \$220 to \$240 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 \$300; ELECTORAL AREA EAST, INSERT \$475] 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?)

Value for Taxes by Community

VALUE OF TAX DOLLARS FOR REGIONAL DISTRICT PROGRAMS AND SERVICES RECEIVED

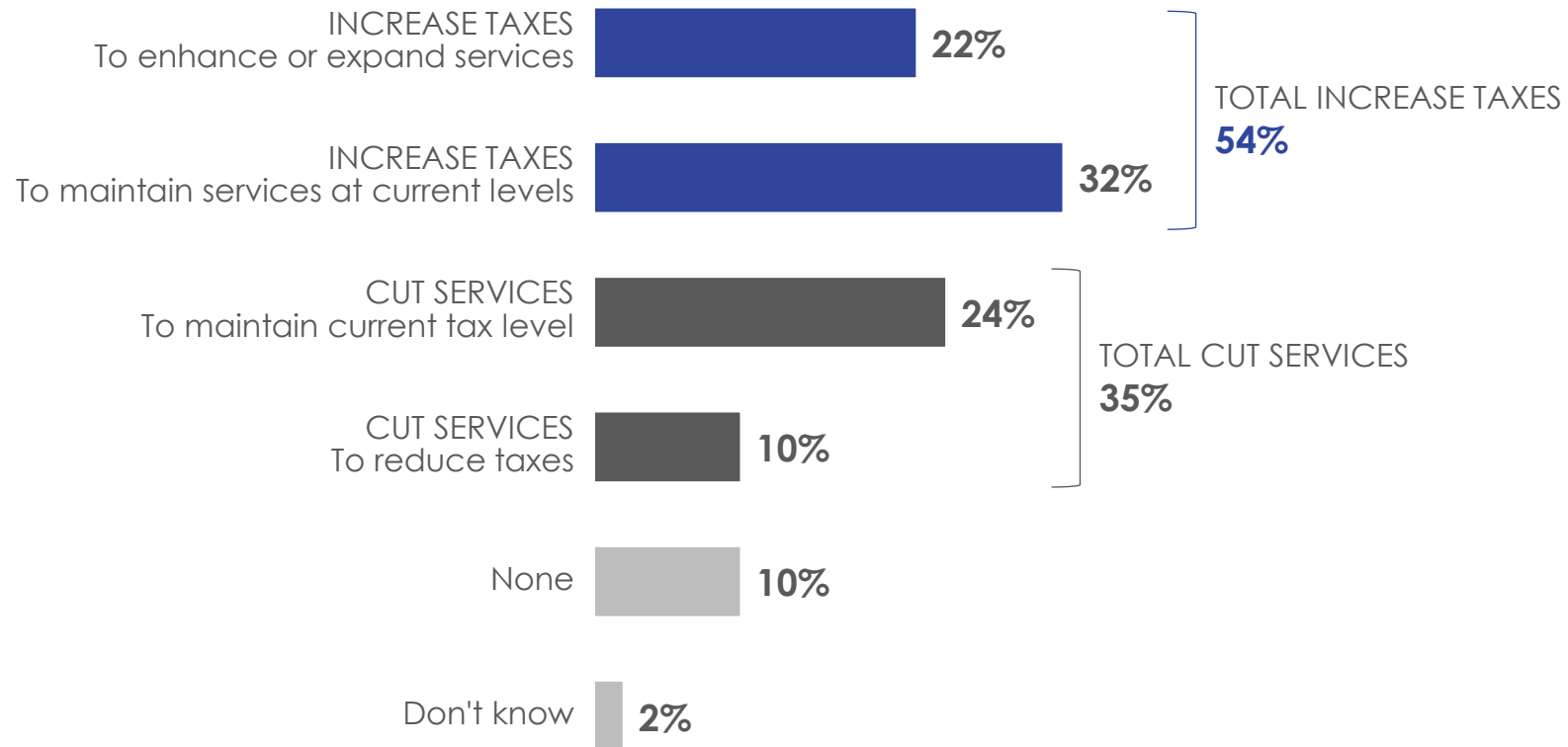
	TOTAL (n=649)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very good value	24%	25%	19%	24%	25%	22%	4%	n/a
Fairly good value	55%	53%	61%	55%	59%	53%	75%	n/a
Fairly poor value	13%	13%	12%	11%	12%	15%	12%	n/a
Very poor value	5%	5%	5%	7%	0%	7%	9%	n/a
Don't know	3%	4%	3%	3%	5%	4%	0%	n/a
TOTAL GOOD VALUE	79%	78%	80%	79%	84%	74%	79%	n/a
TOTAL POOR VALUE	18%	18%	17%	18%	12%	22%	21%	n/a

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

Base: All respondents – excluding Westbank First Nation (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 \$220 to \$240 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 \$300; ELECTORAL AREA EAST, INSERT \$475] 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?)

Balancing Taxation and Service Delivery Levels

INCREASE TAXES VS. CUT SERVICES



NORM	
20%	50%
30%	
25%	39%
14%	
9%	
2%	

Base: All respondents – excluding Westbank First Nation (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?

Balancing Taxation and Service Delivery Levels by Community

INCREASE TAXES VS. CUT SERVICES

	TOTAL (n=649)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
INCREASE TAXES – To enhance or expand services	22%	24% C	23%	12%	16%	15%	20%	n/a
INCREASE TAXES – To maintain services at current levels	32%	33%	30%	27%	38%	42%	37%	n/a
CUT SERVICES – To maintain current tax level	24%	22%	29%	27%	28%	24%	18%	n/a
CUT SERVICES – To reduce taxes	10%	11%	10%	12%	10%	6%	14%	n/a
None	10%	9%	8%	20% AB	9%	11%	12%	n/a
Don't know	2%	2%	2%	2%	0%	2%	0%	n/a
TOTAL INCREASE TAXES	54%	56% C	52%	39%	53%	57%	57%	n/a
TOTAL CUT SERVICES	35%	33%	39%	39%	38%	30%	31%	n/a

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

Base: All respondents – excluding Westbank First Nation (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?

REGIONAL PARKS

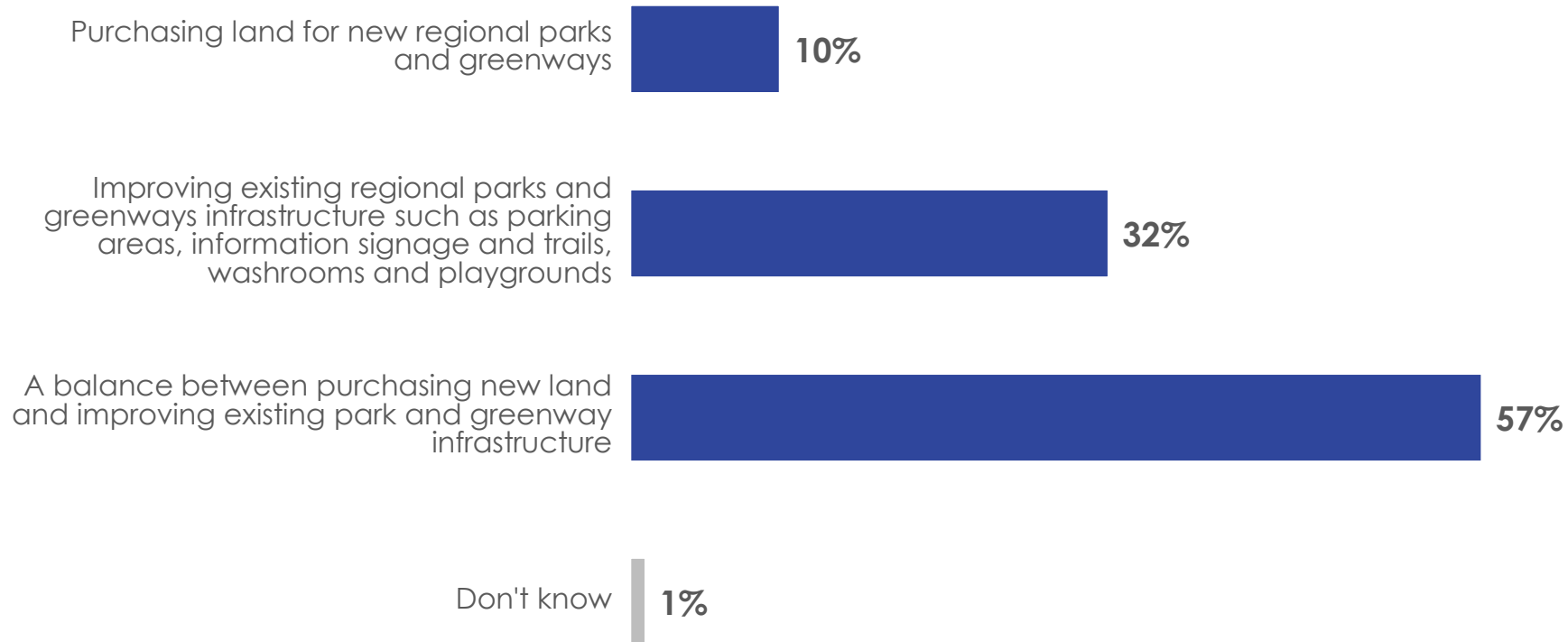
Priority for Parks Investment

Citizens prefer a balance between purchasing new and improving existing park land. Thinking about the region's parks and greenways over the next four years, 57% of residents say the greatest priority for investment should be *a balance between purchasing new land and improving existing park and greenway infrastructure*. One-third (32%) emphasize *improving existing regional parks and greenways infrastructure such as parking areas, information signage and trails, washrooms, and playgrounds*, while one-in-ten (10%) say the priority should be *purchasing land for new regional parks and greenways*.

- Residents of Electoral Area West are the most likely to prioritize *a balance between purchasing new land and improving existing park and greenway infrastructure* (75% vs. a low of 49% in Lake Country). Residents of Lake Country are the most likely to opt for *improving existing regional parks and greenways* (41%).
- Residents who are more likely to prioritize *purchasing land for new regional parks and greenways* are those who have lived in the Central Okanagan for more than 10 years (12% vs. 3% of 10 years or less) and homeowners (12% vs. 5% of renters).

Priority for Parks Investment

PRIORITY INVESTMENT FOR REGION'S PARKS AND GREENWAYS



Base: All respondents (n=700)

Q14. Thinking specifically about the region's parks and greenways, which of the following do you think should be the greatest priority for investment over the next four years?

Priority for Parks Investment by Community

PRIORITY INVESTMENT FOR REGION'S PARKS AND GREENWAYS

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Purchasing land for new regional parks and greenways	10%	10%	9%	8%	10%	14%	12%	9%
Improving existing regional parks and greenways infrastructure such as parking areas, information signage and trails, washrooms and playgrounds	32%	34% BDE	22%	41% BDE	22%	19%	13%	34%
A balance between purchasing new land and improving existing park and greenway infrastructure	57%	54%	68% AC	49%	64%	60%	75%	58%
Don't know	1%	1%	1%	2%	4% AB	7% ABG	0%	0%

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

Base: All respondents (n=700)

Q14. Thinking specifically about the region's parks and greenways, which of the following do you think should be the greatest priority for investment over the next four years?

ABCDEFGG: means the community next to the letter is significantly higher than the community represented by the letter.

REGIONAL TRANSPORTATION

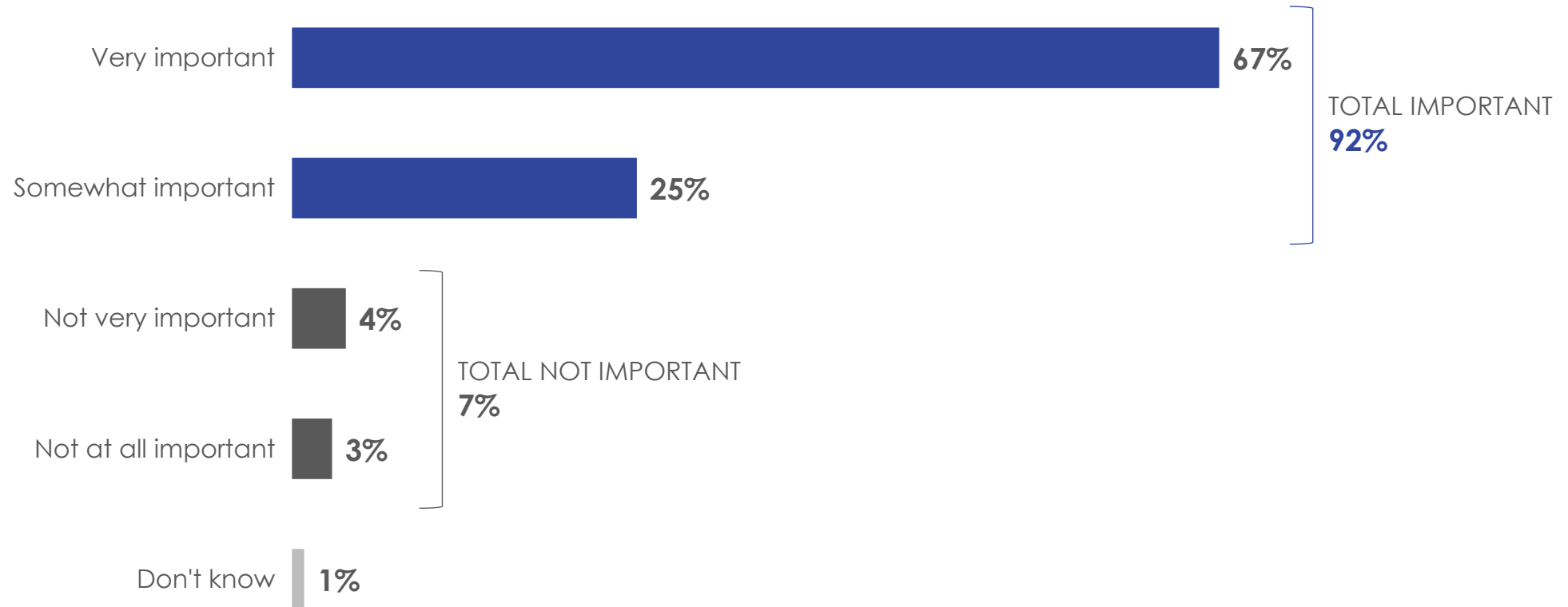
Importance of Regional Transportation Function

There is strong interest in having a regional transportation function. More than nine-in-ten (92%) citizens say it is important to have a regional transportation function responsible for coordinating transportation across the region. More than two-thirds (67%) say this is 'very important' and another 25% say 'somewhat important'.

- Overall importance (combined 'very/somewhat important' responses) is higher among those in Westbank First Nation (98%), Kelowna (94%), Peachland (94%), and West Kelowna (92%) and lower among those in Electoral Area West (74%), Lake Country (81%), and Electoral Area East (82%).
- Overall importance is also higher among women (95% vs. 89% of men), younger residents (97% of 18-34 years vs. 90% of 35-54 years, 91% of 55+ years), and renters (97% vs. 91% of homeowners).

Importance of Regional Transportation Function

IMPORTANCE OF A TRANSPORTATION FUNCTION ACROSS THE REGION



Base: All respondents (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 responsible for coordinating transportation across the region, including routes, options for alternative transportation, funding projects, BC Transit, etc.? Would you say ...?

Importance of Regional Transportation Function by Community

IMPORTANCE OF A TRANSPORTATION FUNCTION ACROSS THE REGION

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very important	67%	68%	63%	61%	65%	67%	50%	76%
Somewhat important	25%	25%	30% E	20%	29%	15%	24%	22%
Not very important	4%	3%	8% A	10% AG	3%	5% G	0%	0%
Not at all important	3%	3%	0%	7% B	3% B	13% ABDG	17%	0%
Don't know	1%	<1%	0%	1%	0%	0%	9%	2%
TOTAL IMPORTANT	92%	94% CE	92% CE	81%	94% CE	82%	74%	98% CE
TOTAL NOT IMPORTANT	7%	6%	8%	17% ABG	6% G	18% ABDG	17%	0%

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

Base: All respondents (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 responsible for coordinating transportation across the region, including routes, options for alternative transportation, funding projects, BC Transit, etc.? Would you say ...?

COMMUNICATIONS AND CUSTOMER SERVICE

Communications

Most citizens are satisfied with the Regional District's overall communications. In total, 75% of citizens say they are satisfied with the overall level and quality of information and communications provided by the Regional District (18% 'very satisfied', 57% 'somewhat satisfied'). One-quarter (25%) say they are dissatisfied. Satisfaction is on par with the municipal norm.

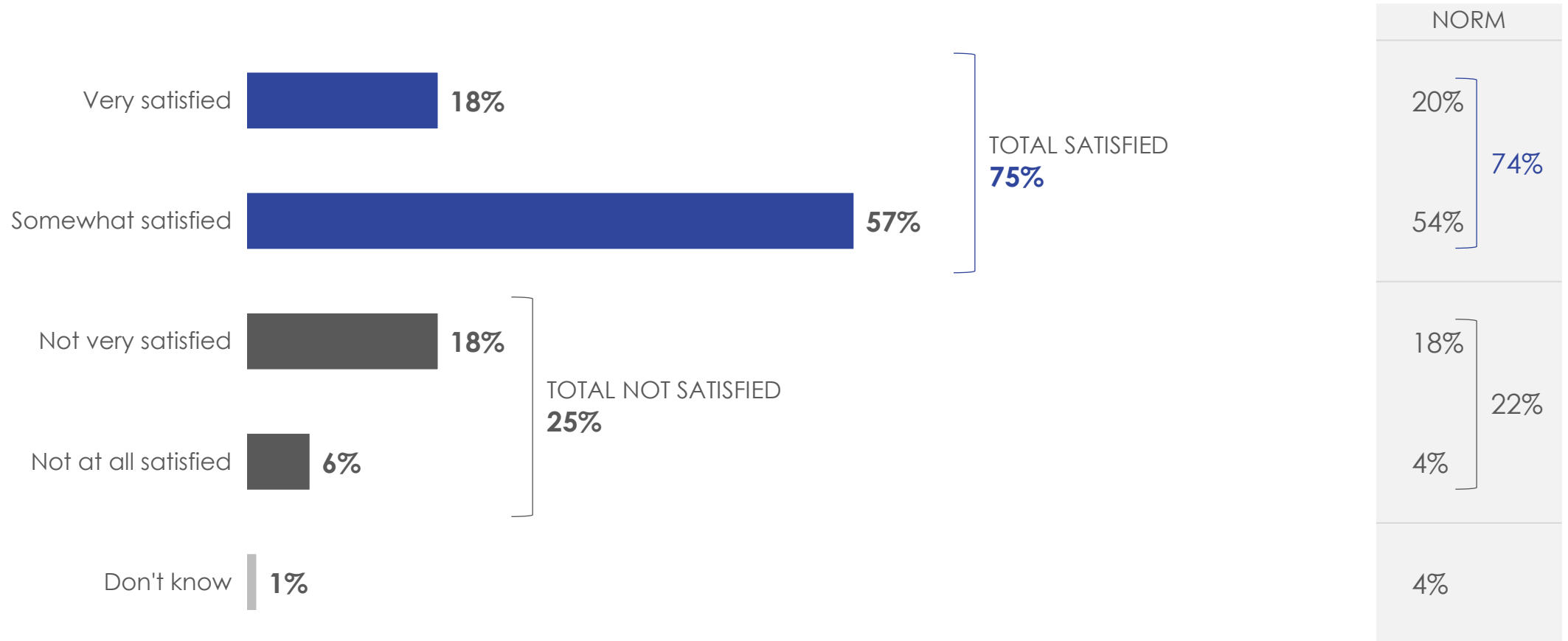
- Satisfaction with the Regional District's communications is statistically similar across all communities and demographic subgroups.

Email is by far the best way of communicating information to citizens. On an unprompted basis, more than four-in-ten (41%) citizens identify "email" as the best way for the Regional District to communicate information to them. All other communication channels are mentioned much less frequently, with "mail" (19%) and "social media" (16%) rounding out the top three. The overall preference for "email" communications is consistent with the municipal norm.

- "Email" mentions are highest among those living in Electoral Area West (57%), West Kelowna (49%), and Kelowna (42%). In contrast, only 22% of Westbank First Nation residents mention "email".
- "Mail" mentions are highest in Lake Country (41%) – in fact, this is Lake Country residents' most preferred way of receiving Regional District information.
- "Social media" mentions are highest in Kelowna (17%) and West Kelowna (17%) and lowest in Peachland (5%) and Westbank First Nation (6%).
- While the "newspaper" only garners 9% of mentions overall, this rises to 29% in Peachland.
- Preferred communication channels also vary by age – notable highlights include:
 - Those <55 years are more likely to mention "email" (45% of 18-34 years and 51% of 35-54 years vs. 33% of 55+ years) and "social media" (27% of 18-34 years and 17% of 35-54 years vs. 9% of 55+ years).
 - Conversely, older residents are more likely to mention "TV" (16% of 55+ years vs. 5% of 18-34 years, 6% of 35-54 years), "printed newsletter/pamphlet/flyer/brochure" (13% of 55+ years vs. 6% of 18-34 years, 7% of 35-54 years), and "newspaper" (16% of 55+ years vs. 2% of 18-34 years, 4% of 35-54 years).

Overall Satisfaction with Communications

SATISFACTION WITH COMMUNICATIONS PROVIDED BY REGIONAL DISTRICT



Base: All respondents (n=700)
 Q16. How satisfied are you with the overall level and quality of information and communications provided by the Regional District?

Overall Satisfaction with Communications by Community

SATISFACTION WITH COMMUNICATIONS PROVIDED BY REGIONAL DISTRICT

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Very satisfied	18%	19%	18%	12%	20%	15%	9%	12%
Somewhat satisfied	57%	57%	58%	53%	58%	58%	62%	58%
Not very satisfied	18%	17%	19%	24%	19%	16%	17%	22%
Not at all satisfied	6%	7%	4%	8%	3%	9%	9%	2%
Don't know	1%	1%	0%	1%	0%	2%	4%	6% AB
TOTAL SATISFIED	75%	75%	76%	66%	78%	73%	71%	70%
TOTAL NOT SATISFIED	25%	24%	24%	33%	22%	25%	25%	24%

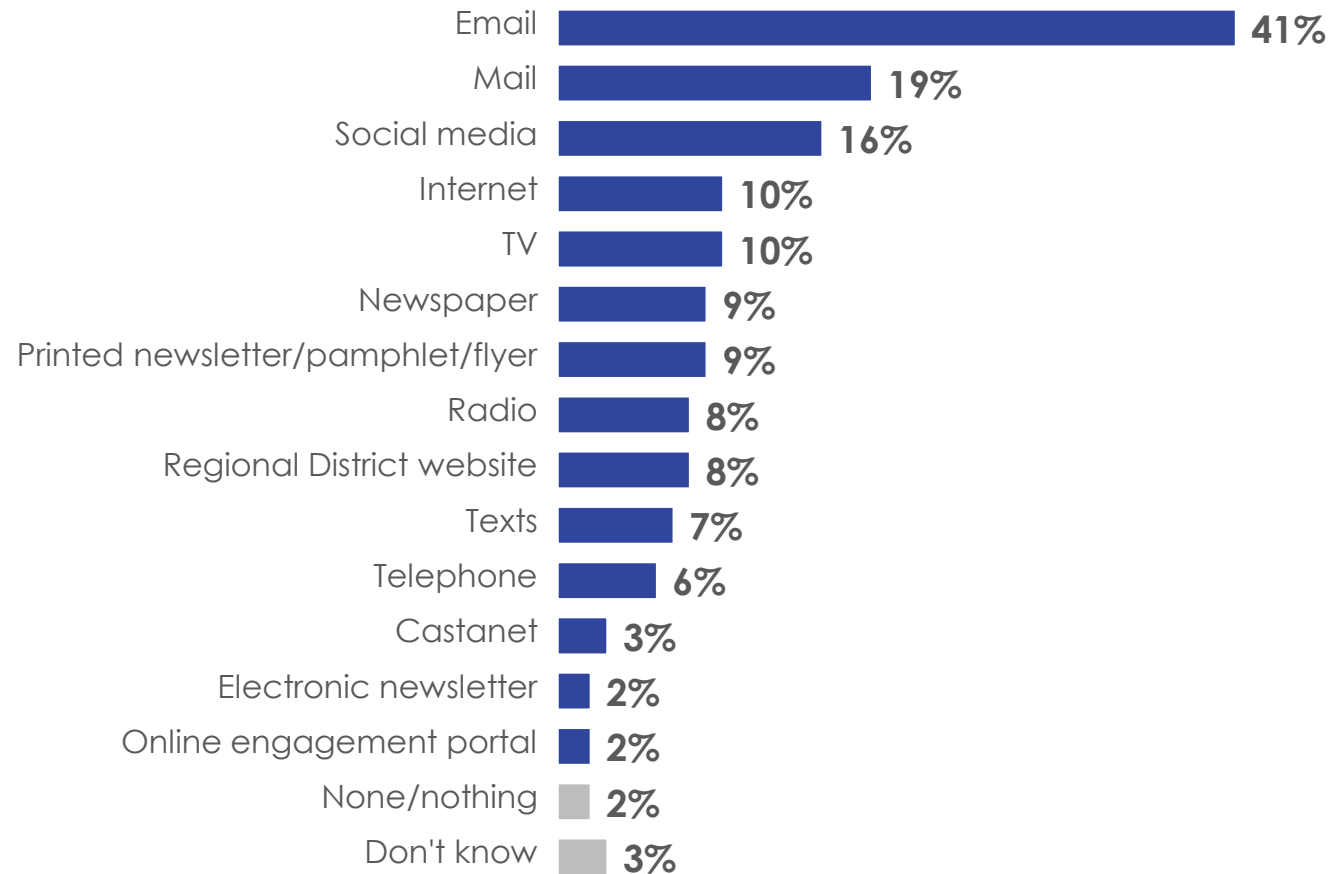
* Small base size (<100), interpret with caution.

Base: All respondents (n=700)

Q16. How satisfied are you with the overall level and quality of information and communications provided by the Regional District?

Preferred Methods of Communication

PREFERRED METHOD TO COMMUNICATE INFORMATION (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)



NORM TOP MENTIONS	
Email	36%
Mail	25%
Newspaper	20%
Social media	15%
City website	14%

Note: Mentions <2% not shown.
 Base: All respondents (n=700)
 Q17. What methods would be best for the Regional District to communicate information to you? Any others?

Preferred Methods of Communication by Community

PREFERRED METHOD TO COMMUNICATE INFORMATION (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)

	TOTAL (n=700)	COMMUNITY						
		Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Email	41%	42% G	49% CDG	33%	31%	38%	57%	22%
Mail	19%	15%	23%	41% ABDEG	21%	17%	31%	21%
Social media	16%	17% DG	17% D	16%	5%	10%	12%	6%
Internet	10%	11%	10%	4%	11%	9%	9%	8%
TV	10%	11%	6%	9%	15% B	7%	12%	21% AB
Newspaper	9%	7%	9%	10%	29% ABCE	10%	4%	20% AB
Printed newsletter/pamphlet/flyer	9%	9%	10%	12%	12%	12%	4%	14%
Radio	8%	8%	7%	3%	3%	6%	8%	12%
Regional District website	8%	10%	6%	4%	7%	7%	0%	4%
Texts	7%	7%	7%	4%	4%	5%	8%	4%
Telephone	6%	7%	3%	4%	4%	6%	13%	3%
Castanet	3%	3%	0%	3%	2%	2%	0%	4% B
Electronic newsletter	2%	2%	2%	6%	3%	0%	0%	6%
Online engagement portal	2%	2%	2%	1%	0%	0%	0%	0%
None/nothing	2%	2%	2%	0%	3%	6% C	5%	4%
Don't know	3%	3%	2%	3%	3%	4%	0%	2%

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

Note: Total mentions <2% not shown.

Base: All respondents (n=700)

Q17. What methods would be best for the Regional District to communicate information to you? Any others?

ABCDEF G: means the community next to the letter is significantly higher than the community represented by the letter.

Customer Service

Three-in-ten say they have contacted or dealt with the Regional District in the last 12 months. Overall, 30% of citizens say they personally contacted or dealt with the Regional District or one of its employees in the last 12 months. This is lower than the municipal norm of 49%. While this difference may be partly attributable to the types of interactions residents have with municipal versus regional governments, the COVID-19 pandemic may also play a role given the more limited opportunities people had for social interactions over the past couple of years.

- Residents of Westbank First Nation are the *least* likely to say they contacted or dealt with the Regional District (14%). In comparison, more than half (54%) of those in Electoral Area West claim to have been in contact with the Regional District over the past two years.

Satisfaction with the Regional District's customer service is high. A strong majority (85%) 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*.

- Overall satisfaction is consistent across all communities and other demographic subgroups.

Satisfaction extends to specific elements of the Regional District's customer service, including:

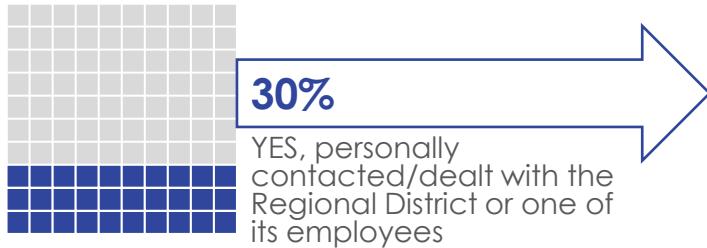
- 89% are satisfied with *staff's courteousness*
- 88% are satisfied with *staff's knowledge*
- 86% are satisfied with *staff's helpfulness*
- 81% are satisfied with *the speed and timeliness of service*
- 80% are satisfied with *the ease of reaching staff*
- 78% are satisfied with *staff's ability to resolve your issue*

Satisfaction with the Regional District's customer service is consistent with the municipal norm.

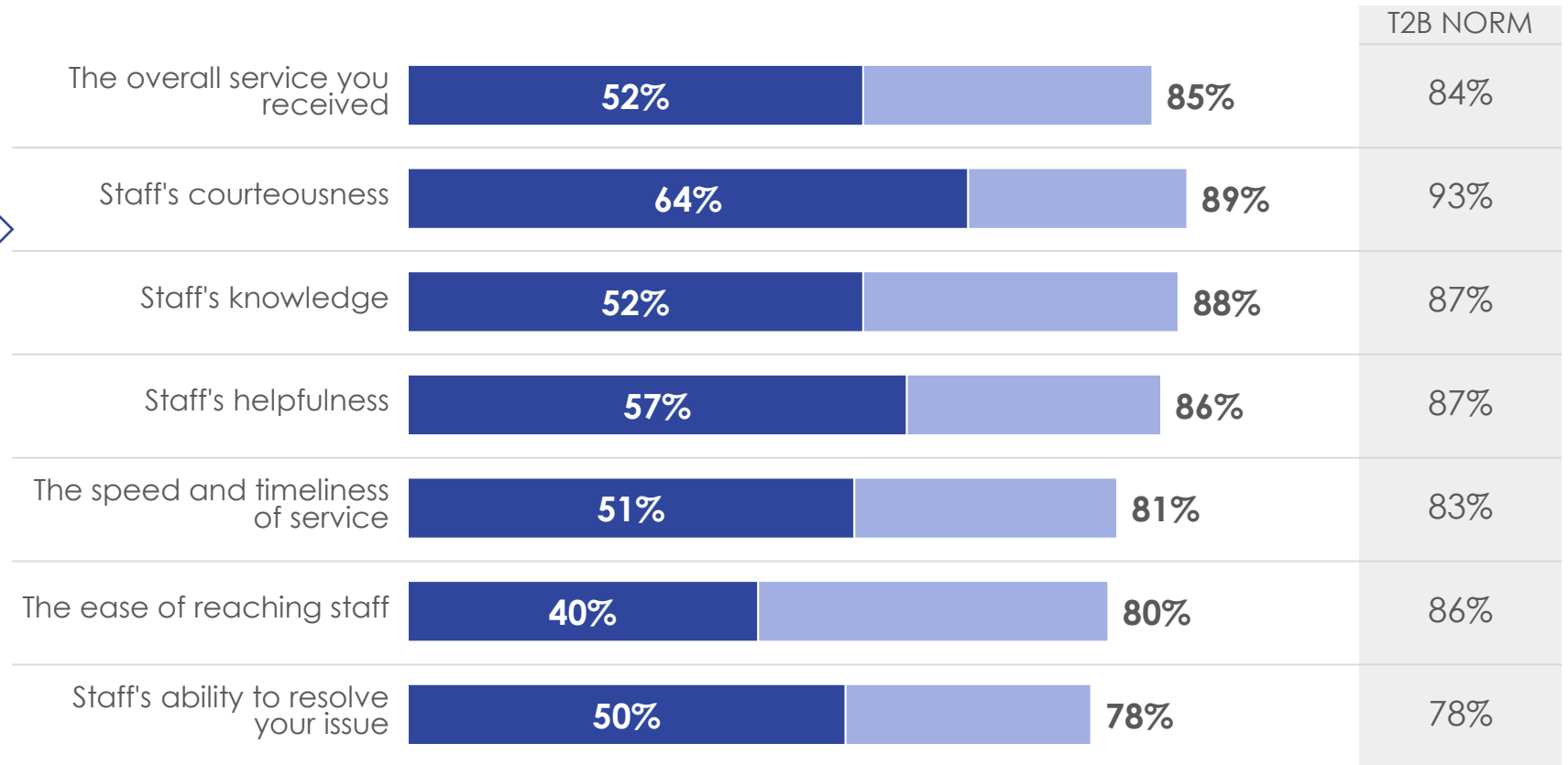
Contact with Regional District in Past 12 Months

CONTACTED PAST 12 MONTHS AND SATISFACTION WITH CUSTOMER SERVICE

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED



NORM	
YES	49%



Base: All respondents (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 (n=209)

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

Contact with Regional District in Past 12 Months by Community

CONTACTED PAST 12 MONTHS AND SATISFACTION WITH CUSTOMER SERVICE

		COMMUNITY						
	TOTAL (n=700)	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
YES, personally contacted/dealt with the Regional District or one of its employees	30%	31% G	28%	29% G	26%	33% G	54%	14%
TOTAL SATISFIED (VERY + SOMEWHAT)								
	(n=209)	(n=98)*	(n=35)*	(n=21)*	(n=18)*	(n=17)*	(n=13)*	(n=7)*
The overall service you received	85%	85%	92%	81%	84%	94%	70%	58%
Staff's courteousness	89%	87%	100% A	95%	78%	88%	92%	86%
Staff's knowledge	88%	88%	100% A	77%	89%	88%	69%	72%
Staff's helpfulness	86%	85%	97%	86%	78%	82%	63%	72%
The speed and timeline of service	81%	81%	92%	72%	89%	72%	85%	58%
The ease of reaching staff	80%	78%	89%	81%	78%	77%	70%	72%
Staff's ability to resolve your issue	78%	77%	95% A	77%	67%	77%	63%	43%

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

Website Visitation

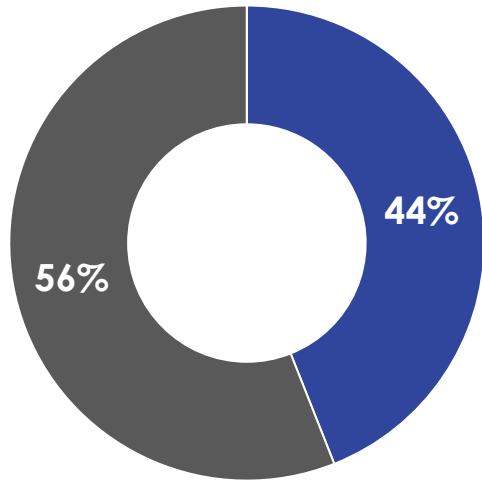
Just less than half say they have visited the Regional District's website in the last 12 months. Overall, 44% of citizens say they personally visited the Regional District's website in the last 12 months. This is lower than the municipal norm of 65%.

- Claimed website visitation is highest among those living in Electoral Area West (79%) and lowest among residents of Westbank First Nation (25%).
- Claimed website visitation is also higher among women (50% vs. 37% of men) and those who are 35-54 years of age (52% vs. 33% of 18-34 years, 44% of 55+ years).

Website Visitation

VISITED REGIONAL DISTRICT'S WEBSITE IN LAST 12 MONTHS

■ YES ■ NO ■ DON'T KNOW



NORM

YES 65%

	COMMUNITY						
	Kelowna (n=310) [A]	West Kelowna (n=125) [B]	Lake Country (n=69)* [C]	Peachland (n=69)* [D]	Electoral Area East (n=52)* [E]	Electoral Area West (n=24)* [F]	Westbank First Nation (n=51)* [G]
Yes	42% G	53% ADG	45% G	30%	47% G	79%	25%
No	58%	47%	55%	70% B	53%	21%	75% ABCE

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

Base: All respondents (n=700)

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

ABCDEF G: means the community next to the letter is significantly higher than the community represented by the letter.

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Game Changers

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You act better when you are sure.