THE CITY OF KAMLOOPS

2019 Citizen Satisfaction Survey Final Report

Version: Feb 6, 2020

CONTENTS

EXECUTIVE SUMMARY

The City of Kamloops has an enviable record of consistently excellent results when considering the City's quality of life. Almost everyone in Kamloops, about 19 in 20 (TOP2: 95%), has a positive opinion on quality of life in the City, and that has held fairly steady since the early 2000s.

In regard to governance and accountability, two main areas that stand out from the results are the experiences of residents contacting the City and residents' feelings about the City's fiscal responsibility.

Generally, those residents who contacted the City were satisfied with their experience, with about three-quarters (TOP2: 78%) saying they were satisfied. It is a result which compares favourably to neighbouring communities who saw only two-thirds (TOP2: 64%) satisfaction with their contact.

When it comes to fiscal responsibility, four in five residents (TOP2: 80%) feel that they receive good value for their tax dollars. Once again this compares favourably to neighbouring municipalities, where only two-thirds (TOP2: 67%) of residents say the same. Most residents also support some form of tax increase, though the level of increase varied greatly. Very few residents support cutting taxes.

Kamloops is seen as an environmental leader, with three-quarters (TOP2: 79%) of residents saying they are satisfied with the City in this regard. The amount of those who say they are very satisfied, however, is down slightly from 2016, which may hint at softening support in this area.

Overall, based on the 2019 survey, the City of Kamloops is performing extremely well, and while there are a few areas where satisfaction is lower than previous years, ultimately the results of this survey should be taken as positive, with some areas of opportunity identified.

Kamloops is seen as good place to live, with services people appreciate, and the resident feedback herein may serve as a helpful guide to planning over the next three years.

SAMPLING AND METHODOLOGY

Forum Research was commissioned to undertake the 2019 wave of fieldwork for the City of Kamloops Citizen Satisfaction Survey. The survey was conducted amongst the youngest person in the household, 18 years of age or older and living in the City of Kamloops.

Forum used a random digit dial (RDD) methodology, which means that everyone in Kamloops had an equal chance of being contacted, regardless of whether they use a landline or cell phone.

Additionally, an online companion survey was available through Kamloops.ca for those residents who did not receive a call but still wanted to provide their feedback.

Forum also conducted an interactive voice response (IVR) survey amongst the neighbouring communities of Prince George, Nanaimo, Langley, and Kelowna for comparative purposes. This IVR survey is described throughout this report as a comparator survey, a comparative survey, or has its results identified referencing “other” municipalities. The data from this comparator survey is identified in charts as “Norm,” where applicable.

Fieldwork: November 5th – November 29th, 2019		
Survey mode	**Total number of responses**	**Margin of error (+/− 19 times out of 20)***
Telephone	*n* = 400	4.9%
Online	*n* = 577	–**
IVR	*n* = 415	4.81%
Notes: * Margin of error for sub-sample groups will be higher. ** Because online surveys are not truly random, they cannot project a margin of error.		

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Understanding “Top 2 Box” and “Bottom 2 Box” Score

The Top 2 Box score (also referred to as Top 2 Box %, or TOP2) is a research-wide accepted practice and is the best way to understand a measure when using a four- or five-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, when the scale is very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied, the combined number of respondents who answered either ‘very satisfied’ or ‘somewhat satisfied’ would be reported as the Top 2 Box score, or “satisfied.” Conversely, the Bottom 2 Box score is the net percentage of respondents of the lowest categories on the rating scale. Using the same example scale as above, the combined number of respondents who answer ‘somewhat dissatisfied’ or ‘very dissatisfied’ would be grouped together to represent the bottom 2 box score (or bottom 2 box %, or BTM2), or “dissatisfied.”

Online Results

Computer-assisted web interviewing (CAWI/web) respondents offered noticeably different opinions than their telephone interview (CATI/telephone) counterparts. They are less satisfied with services, think they got poorer value for taxes, and just generally had more negative feedback overall. Web respondents are also more active and engaged with the City government. For example, half (49%) of web respondents contacted the Kamloops government in the past 12 months, compared to a third (35%) of telephone respondents.

Notable differences between telephone and web respondents will be identified throughout the report, however, unless data is specified as relating to web results, all figures displayed should be assumed to be telephone responses.

1. Livability

Overwhelmingly, Kamloops residents express satisfaction with their quality of life. The vast majority of residents (TOP2: 95%) feel that their quality of life is good, a figure that has held steady historically, and more residents would recommend Kamloops as a place to live than would not. In all of these areas, Kamloops performs better than neighbouring municipalities, maintaining its pre-eminent status in the region.

Similar to 2016, slightly more residents feel that quality of life has worsened than improved. Younger residents are the most likely to say that quality of life has improved, and middle-aged residents are the most likely to say that it had worsened. Still, Kamloops outperforms neighbouring municipalities in this area.

Satisfaction with various aspects of City services remained largely unchanged from 2016, with residents still satisfied overall with the various services it provides.

As part of another continued historical trend, more residents feel that their community has become less safe in the past three years than think the opposite. Satisfaction with by-law enforcement, however, has improved since 2016.

Moving forward, residents would like the city to focus its social planning efforts on homelessness and mental health. Residents are more concerned with homelessness in 2019 than in the past, citing it as their top social issue. Homelessness is also the second most-mentioned issue facing the city.

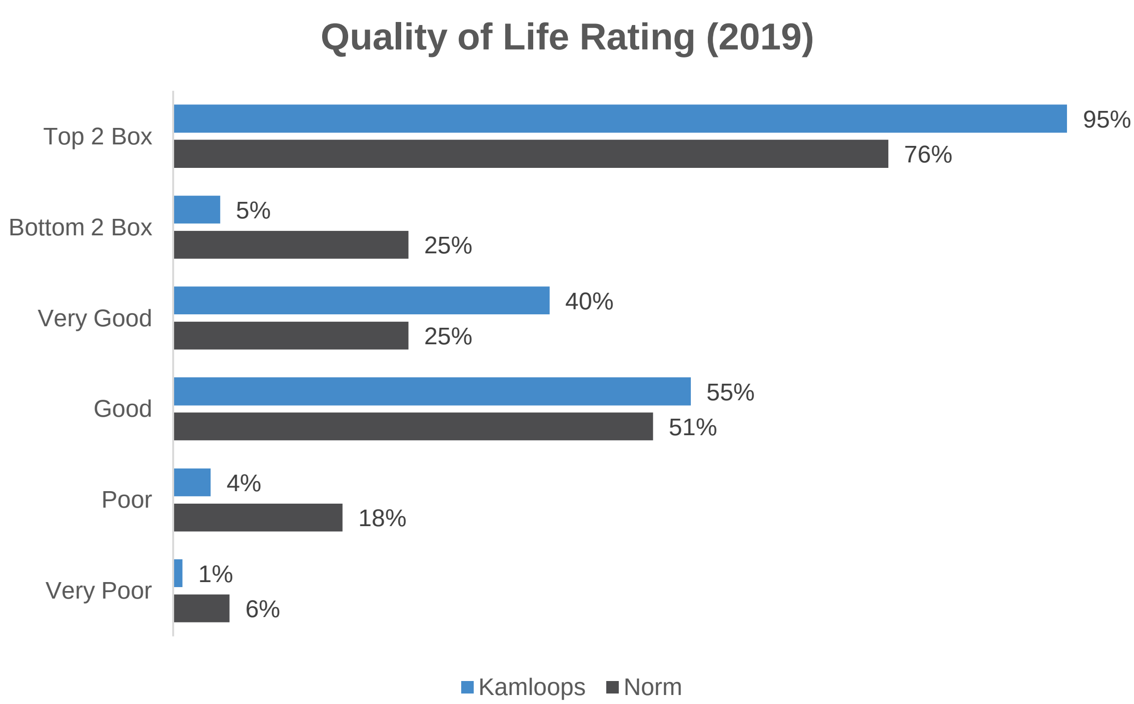
1.1. Quality of Life in Kamloops

1.1.1. Overall Quality of Life

The majority of Kamloops residents (TOP2: 95%) feel their quality of life is good, with 40% of residents saying their quality of life is very good. Kamloops performs better on overall quality of life than other municipalities, where only three-quarters (TOP2: 76%) of residents say that their quality of life is good.

Web respondents were much less enthusiastic about the quality of life in Kamloops, with just over 8 in 10 (TOP2: 86%) saying that quality of life is good. More than 8 in 10 is still an enviable figure, but is considerably lower than the telephone results.

The proportion of residents who say their quality of life is very good is about the same as it was in 2016 (39%), but is down from the high observed in 2012 (55%). There is a clear age gradient in the 2019 results. Older residents tend to feel that their quality of life is higher. More than half (55%) of residents aged 65+ say that their quality of life is very good, while only a quarter (24%) of residents aged 18–24 say the same. Male residents are slightly more positive than their female counterparts. 41% of males think their quality of life is very good, compared to 39% of females. This small but persistent gender gap shows up often throughout the data, with males providing slightly more positive feedback than females.



	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Top 2 Box	96%	99%	96%	98%	94%	95%	**+1%**
Top Box	36%	47%	47%	55%	39%	40%	**+1%**

Question:	*How would you rate the overall quality of life in Kamloops today? Would you say…* [QL_02]
Framework:	All respondents

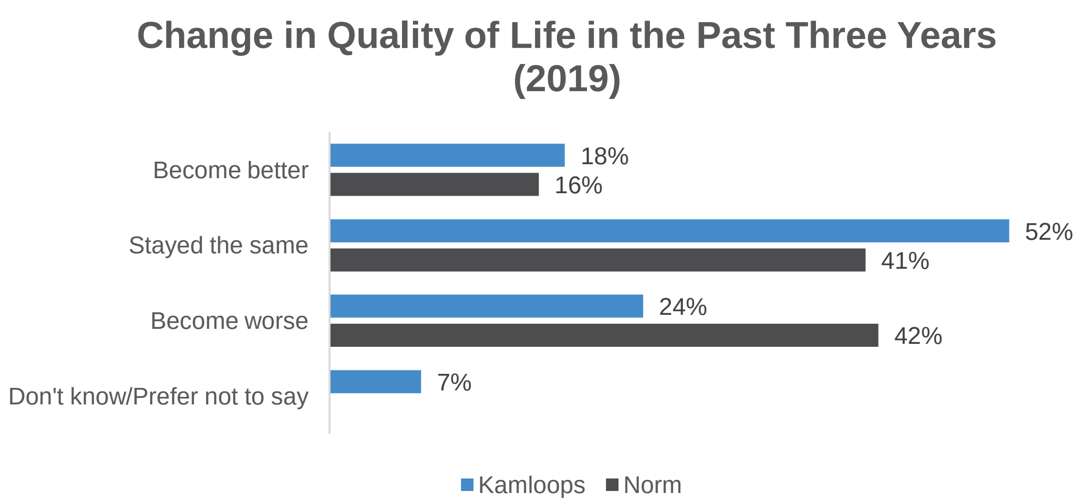
1.1.2. Change in Quality of Life in the Past Three Years

One-fifth (18%) of Kamloops residents think life has improved over the past three years, while a quarter (24%) think that it has worsened.

This results in a net score (improve-worsened) of −6%, the same result as 2016. Web responses were far more negative about the past three years, with those respondents providing a net score of −35%.

Once again, Kamloops is performing better than surrounding municipalities in areas related to quality of life. Only one-sixth (16%) of neighbouring residents feel their quality of life has improved, while 4 in 10 (42%) feel that it's worsened, a net score of -26%, well below the telephone results of Kamloops. It's clear that residents are more polarized in 2019 compared to previous years, as both the percentage of people who feel that life has improved and worsened has increased since 2016.

Younger people are the most positive about Kamloops' trajectory, with a third (29%) of those aged 18–24 saying quality of life has become better. Only 1 in 10 (10%) residents aged 18–24 say quality of life has worsened, making that the only age bracket with a positive net score (+19%). Middle-aged residents are the most negative. Only one-sixth (15%) of those aged 45–54 say that quality of life has become better. A third (33%) said it has become worse, leading to a net score of −18%. Women have a slightly lower net score than men (−7% compared to −5%). Women are also more polarized than men, with more women feeling that life had become either better or worse.

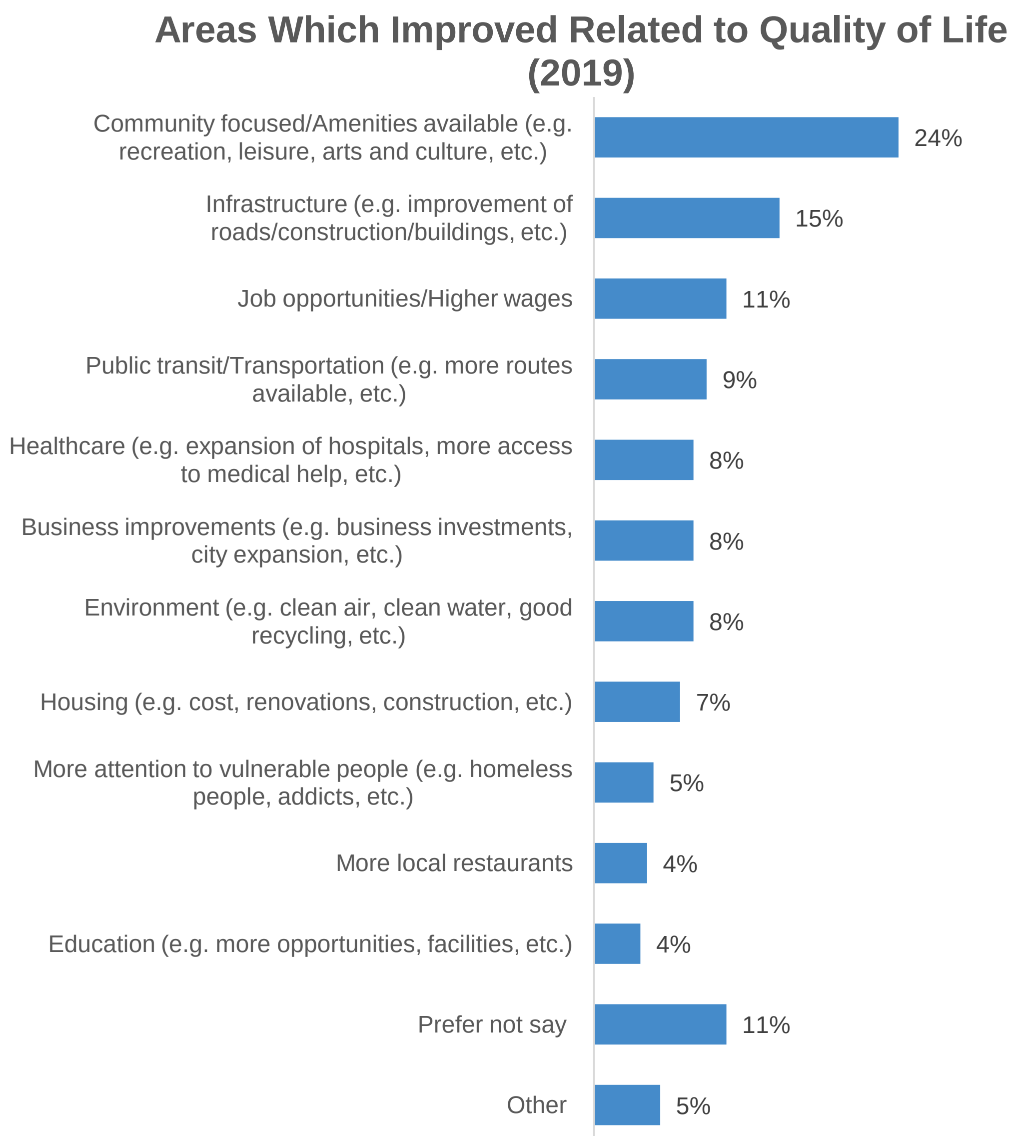


	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)
Improved	30%	55%	37%	28%	10%	18%
Stayed the same	47%	35%	46%	62%	71%	52%
Worsened	19%	7%	15%	8%	16%	24%
Net score	**+11%**	**+48%**	**+22%**	**+20%**	**−6%**	**−6%**

Question: *In your opinion, over the past three years, has the quality of life in Kamloops …* [QL_03]
Framework: All respondents

1.1.3. Improvements to Quality of Life

Some respondents who said that quality of life has gotten better provided a reason for their opinion. These residents generally cited services and areas where they saw immediate and tangible benefits. As a result, amenities, infrastructure, job opportunities, and public transit are the top responses in this category.



Improvements to quality of life year over year	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)
Community focused/amenities available (e.g. recreation, leisure, arts and culture etc.)	10%	11%	24%
Infrastructure (e.g. improvement of roads/construction/buildings, etc.)	10%	18%	15%
Job opportunities/Higher wages	–	–	11%
Public transit/Transportation (e.g. more routes available, etc.)	5%	6%	9%
Healthcare (e.g. expansion of hospitals, more access to medical help, etc.)	–	–	8%
Business improvements (e.g. business investments, city expansion, etc.)	16%	4%	8%
Environment (e.g. clean air, clean water, good recycling, etc.)	4%	5%	8%
Housing (e.g. cost, renovations, construction, etc.)	–	–	7%
More attention to vulnerable people (e.g. homeless people, addicts, etc.)	–	–	5%
More local restaurants	–	–	4%
Education (e.g. more opportunities, facilities, etc.)	–	15%	4%
Prefer not to say	–	–	11%
Other	–	7%	5%

Question: *What related to quality of life has improved?* (multiple mention) [QL_04]

Framework: All respondents, excluding “don’t know” and “none”

[Results are not directly comparable to previous years due to differences in coding]

1.1.4. Worsening Areas Related to Quality of Life

Some respondents who said that quality of life has gotten worse provided a reason for their opinion. These residents generally cited tangible issues that affect their everyday lives such as roads and traffic, or prominent social issues such as crime and homelessness. Somewhat surprisingly, economic concerns are not as highly rated.

Worsening quality of life factors year over year	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)
Traffic/Congestion	6%	7%	20%
Crime increase	17%	8%	19%
Road conditions (e.g. potholes, garbage, snow removal, etc.)	–	–	15%
Homelessness/Poverty	–	–	14%
Drugs (e.g. addiction, needles, etc.)	–	–	10%
Cost of living/Housing affordability	10%	28%	10%
Environment (e.g. climate change, pollution, etc.)	8%	6%	6%
Employment (e.g. lack of jobs/opportunities, etc.)	20%	21%	5%
Overcrowding/Growing population	8%	3%	5%
Taxes (e.g. high, not used well, etc.)	–	–	5%
Healthcare (e.g. access, wait times, cost, etc.)	8%	5%	4%
Businesses (e.g. fewer businesses in the city, businesses are leaving, etc.)	3%	8%	3%
City services (e.g. administration, delivery, planning, etc.)	–	–	2%
Prefer not to say	–	–	2%
Other	15%	19%	3%

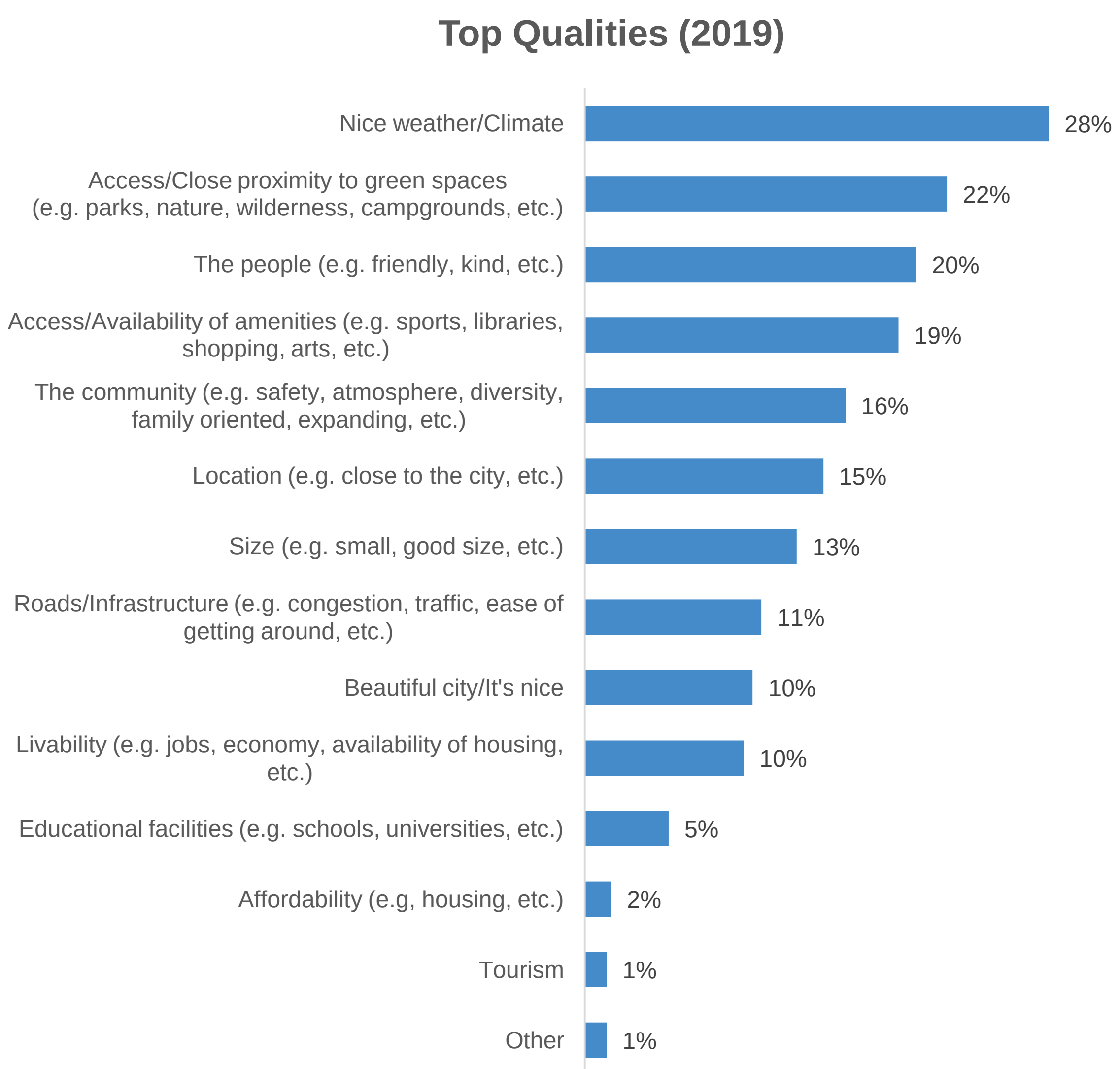
Question: *What has worsened?* (multiple mention) [QL_05]

Framework: All respondents, excluding “don’t know” and “none”

[Results are not directly comparable to previous years due to differences in coding]

1.1.5. Top Qualities Making Kamloops a Good Place to Live

When respondents were asked for the top two qualities or features that makes Kamloops a good place to live, the top mentions were nice weather/climate (28%), access/close proximity to green spaces (22%), the people (20%), and access to, and the availability of, amenities (19%).



QL_01. What would you say are the top two qualities or features that make Kamloops a good place to live? [All respondents, excluding “don’t know” and “none”]

1.2. Net Promoter Score (NPS)

A net promoter score (NPS) assesses loyalty. The NPS is measured by asking residents to rate their likelihood of recommending Kamloops as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being extremely likely. Based on the score provided, residents are classified as promoters, passives, or detractors of the City of Kamloops brand.

Residents who provided a score of 9-10 are considered promoters, i.e., those who would be seen as strong ambassadors for Kamloops. Residents who provided a score of 7-8 are considered passives, i.e. they feel Kamloops is doing okay, but wouldn't actively promote it. Residents who rated a 6 or lower are considered detractors, i.e., those who would not speak highly of Kamloops and perhaps even malign it.

To find the NPS score, passives are removed. Then, detractors are subtracted from promoters and the resulting value is considered the net promoter score (promoters-detractors.)

In 2019, a third (34%) of residents are promoters of Kamloops, while one-fifth (20%) of residents are detractors. In 2019, Kamloops had a net promoter score of 14, meaning more people would recommend Kamloops as a place to live than would not. Once again, the web and telephone results diverge. Web respondents were much more negative, with only a quarter (24%) being promoters and 4 in 10 (39%) being detractors, resulting in a −16 NPS resulting in a 30-point difference in NPS scores between web and telephone respondents.

Kamloops performs far better than elsewhere, as neighbouring residents are less enthusiastic about recommending their municipalities, and collectively received a net promoter score of −5.

To improve its NPS, Kamloops can target passives. Passives in Kamloops have similar issue agendas to the general population. Like everyone else, they are least satisfied with alternative forms of transportation and infrastructure improvements, however, two items stand out as more important to passives than to the population at large. Passives were relatively less satisfied with by-law enforcement and communication/public engagement than the general population. Highlighting successes in these areas could potentially improve Kamloops' NPS, thereby driving some passives toward being promoters.

Net Promoter Score (%) = 34% − 20% = 14

QL_06. How likely would you be to recommend Kamloops as a place to live to a friend or colleague? [All respondents]

1.3 Priority Areas for Improving NPS

The priority items displayed in the table on the following page take into account two important pieces of information. First, derived importance. Derived importance is the correlation of each discrete service/aspect of Kamloops with overall satisfaction.

Second, room for improvement in satisfaction scores (i.e., percentage of respondents who did not give a top 2 box score for that particular service.) By focusing on the services that are the most important, and therefore have the most room for improvement, the City can most effectively target the services residents see as in need of support.

Our analysis results in four categories:

Targets are areas that are relatively important to citizens' NPS but receive lower satisfaction.

Secondary areas are also generally lower satisfaction areas, but citizens find these less important than targets.

Successes are important areas where the city has performed well and receives high satisfaction.

Bonuses are areas that are not so important to citizens' NPS scores, but receive positive reviews from citizens, anyway.

Areas where improvements with the services provided by the City of Kamloops that may increase satisfaction are alternative forms of transportation (e.g. transit, bike lanes), communication/public engagement, and by-law enforcement. These are areas that the City could target to potentially improve its NPS and other metrics of satisfaction and quality of life.

Priority areas for improving NPS	Derived Importance	Satisfaction (TOP2)	Category	Priority
Alternative forms of transportation (e.g. transit, bike lanes)	0.234	65%	**Target**	**1**
Communication and public engagement	0.332	83%	**Target**	**2**
By-law enforcement	0.155	81%	**Target**	**3**
Infrastructure improvements such as sidewalks, street lighting, and road repair	0.187	70%	**Secondary**	**4**
Environmental leadership	0.003	79%	**Secondary**	**5**
Opportunities and venues for arts and cultural activities	−0.021	76%	**Secondary**	**6**
Programs and services for recreation and sport	0.744	91%	**Success**	**7**
The overall aesthetic appearance of the city	0.355	93%	**Success**	**8**
Planning for and managing severe weather events (e.g. drought, rain, wind, etc.)	0.264	84%	**Success**	**9**
Availability of green spaces for recreation and enjoyment	−0.093	94%	**Bonus**	**10**

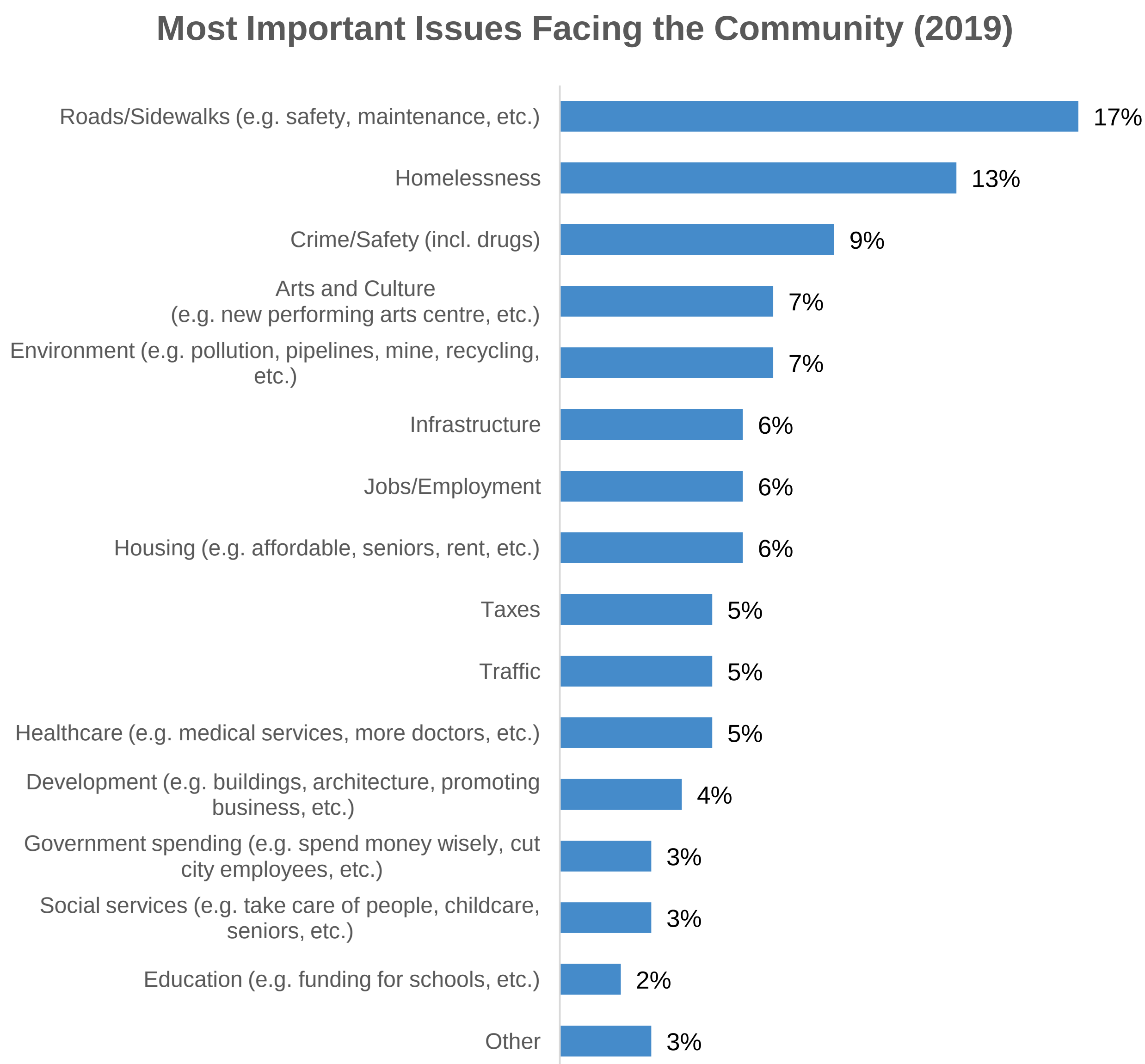
Question: *Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]

Framework: All respondents, excluding "don't know"

1.4. Most Important Issues

There are a few issues citizens identify as ones they would like their community to address, with roads/sidewalks (17%) and homelessness (13%) identified as the top concerns. Addressing these two areas would potentially improve Kamloops' performance in other metrics such as NPS and quality of life.

Behind those top two issues are clustered many others including crime (9%), arts and culture (7%), and the environment (7%), just to name a few.

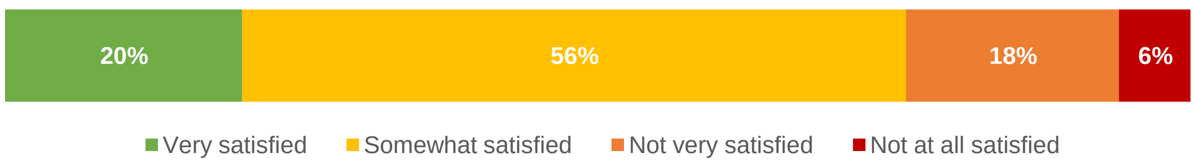


TM_01. In your view, as a resident of Kamloops, what is the most important issue facing your community; that is the one issue you feel should receive the greatest attention from your local leaders? (One mention only)

1.5. Arts, Culture, and Heritage

Three-quarters (TOP2: 76%) of residents are satisfied with opportunities and venues for the arts and cultural activities, down slightly from 2016 (TOP2: 82%). There was a big drop in those who are very satisfied, however, with only one-fifth of (20%) residents saying it, down from a third (31%) in 2016.

Satisfaction with Opportunities and Venues for the Arts and Cultural Activities
(n = 378)



	2003 (n = 400)	**2006** (n = 400)	**2009** (n = 400)	**2012** (n = 400)	**2016** (n = 409)	**2019** (n = 400)	**% Change 2016–2019**
Top 2 Box	–	88%**	85%	85%	82%	76%	**–6%**

Question: *Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]

Framework: All respondents, excluding "don't know"

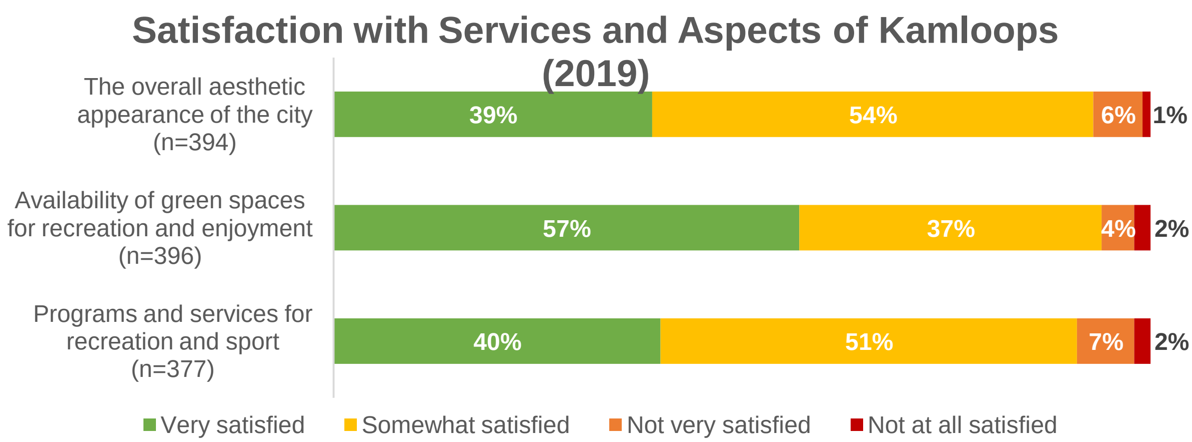
Note: ** Not directly comparable due to changes to the question.

1.6. Healthy Community, Places, and Spaces

While the percentage of residents who are satisfied overall (TOP2) with programs and services for recreation and sport remained about the same compared to 2016, there was a big shift in the level of satisfaction. Only 4 in 10 (40%) residents are very satisfied, compared to more than half (56%) in 2016.

Residents are similarly satisfied with the availability of green spaces in 2019 as 2016. More than half are (57%) very satisfied, compared to a similar proportion (59%) in 2016.

Likewise, residents are pleased with the overall aesthetic appearance of Kamloops, a result unchanged from 2016. In 2019, 4 in 10 (39%) residents say they are very satisfied, similar to (40%) 2016.



Top 2 Box	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Overall aesthetic appearance of the city	–	–	95%	95%	92%	93%	**+1%**
Availability of green spaces for recreation and enjoyment	–	–	92%	93%	92%	94%	**+2%**
Programs and services for recreation and sport	–	93%**	93%	93%	93%	91%	**−1%**

Question:	*Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]
Framework:	All respondents, excluding "don't know"
Note:	** Not directly comparable due to changes to the question.

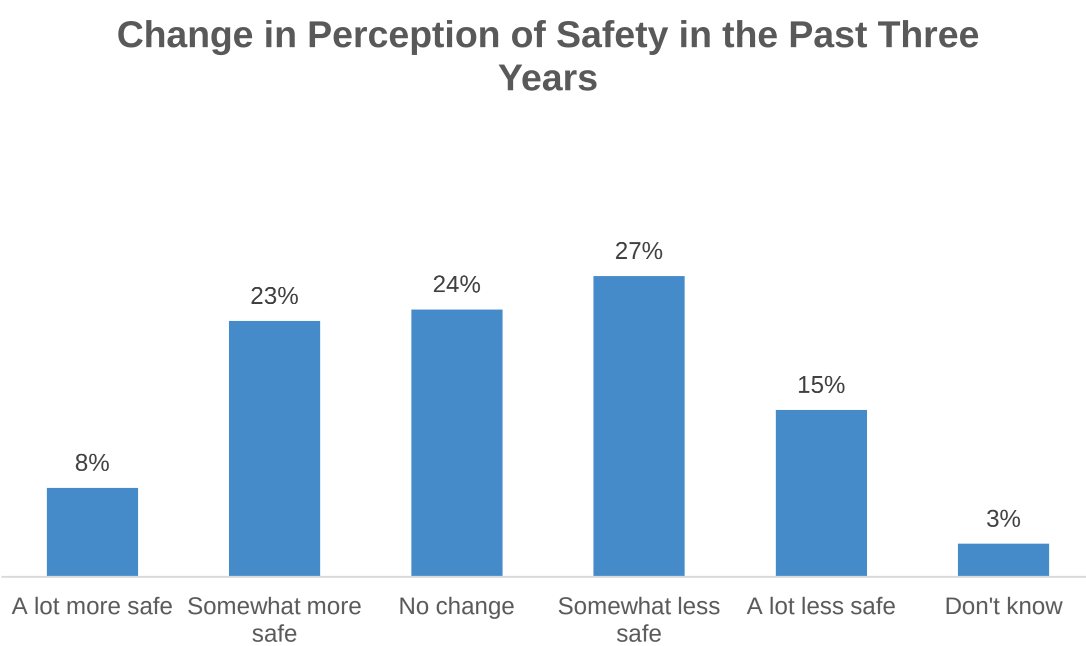
1.7. Safety

1.7.1. Change in Perception of Safety in the Past Three Years

A third (TOP2: 32%) of residents feel that their community has become more safe compared to three years ago. This figure has dropped steadily over the past decade. One positive is that the number of residents who say they feel "a lot more safe" doubled in 2019. It is about 1 in 10 in 2019 (8%), up from about 1 in 20 in 2016 (4%). Once again, we see a divergence between web and telephone respondents, with only 1 in 10 (TOP2: 7%) saying they feel more safe, well below telephone respondents.

Younger residents are the most positive. More than half (59%) of residents aged 18–24 feel that their community is safer. Men are also more likely to say that their community has become safer, with 40% of men saying so, compared to 24% of women.

In contrast, about 4 in 10 (BTM2: 42%) residents feel that their community has become less safe in the past three years, with 1 in 6 (15%) saying it's "a lot less safe." This has increased since 2016, where a third (BTM2: 35%) of residents said they feel their community has become less safe.



	2003** (*n* = 400)	2006** (*n* = 400)	2009** (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Top 2 Box	34%	37%	42%	40%	36%	32%	**–4%**
Top Box	8%	6%	8%	8%	4%	8%	**–4%**

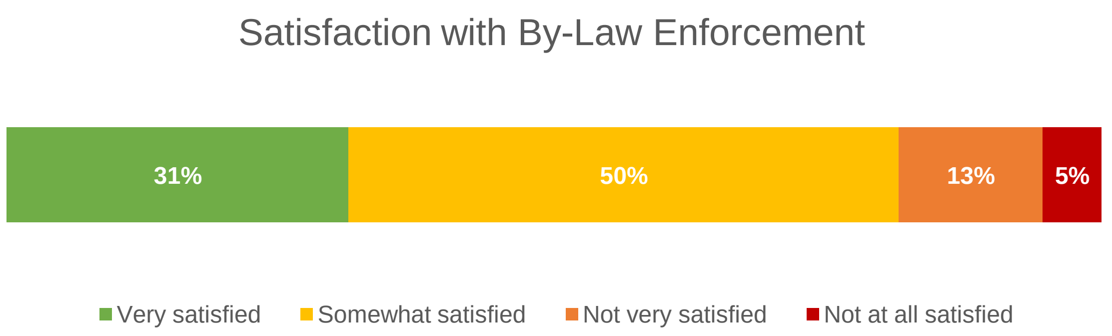
Question: *Would you say you generally feel more safe or less safe in your community now than you did three years ago? Do you feel… [SS_01]*

Framework: All respondents

Note: ** Question asked how safety has changed over past 5 years

1.7.2. Crime and Safety Issues

Residents are slightly more satisfied with by-law enforcement than in 2016. While (TOP2) numbers are generally unchanged, a third (31%) are very satisfied in 2019, up from a quarter (25%) in 2016.



	2016 (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Top 2 Box	79%	81%	**+2%**

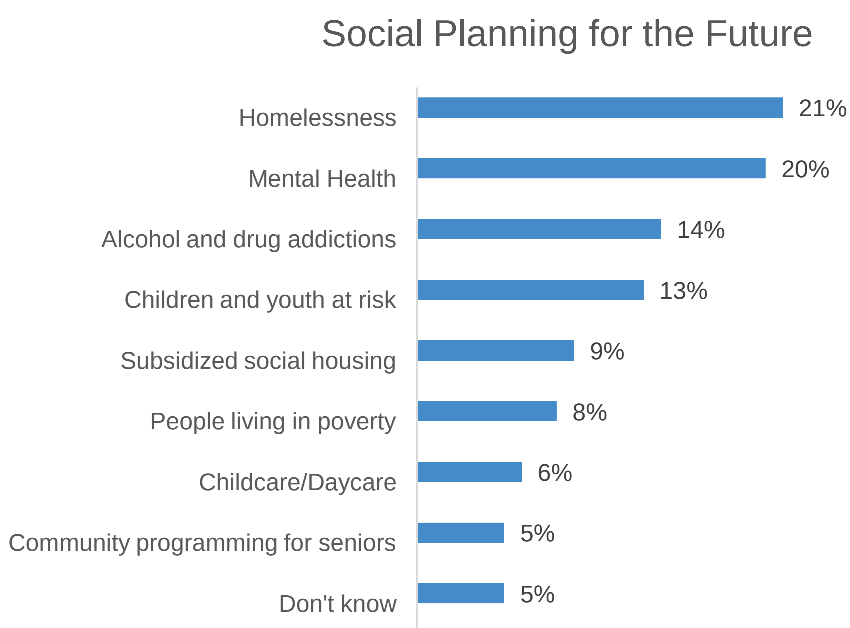
Question: *Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]

Framework: All respondents, excluding "don't know"

Note: Not asked before 2016.

1.7.3. Social Planning

In 2019, homelessness and mental health are the top issues for which citizens want the City to advocate. This is a change from 2016, when homelessness was the third-most mentioned issue, behind children/youth at risk and mental health.



	2016 (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Homelessness	14%	21%	**+7%**
Mental Health	14%	20%	**+6%**
Alcohol and drug addictions	12%	14%	**+2%**
Children and youth at risk	22%	13%	**–9%**
Subsidized social housing	12%	9%	**–3%**
People living in poverty	13%	8%	**–5%**
Childcare/daycare	–	6%	**–**
Community access for seniors**	13%	5%	**–8%**

Question: *In your opinion, which of the following social issues is the one that the City of Kamloops should advocate for the most strongly over the next few years?* [SP_01]

Framework: All respondents

Notes: **Answer option changed slightly in 2019

2. GOVERNANCE AND ACCOUNTABILITY

Related to governance and accountability, two areas stand out from the results: the experiences of residents contacting the City and residents' feelings about the City's fiscal responsibility.

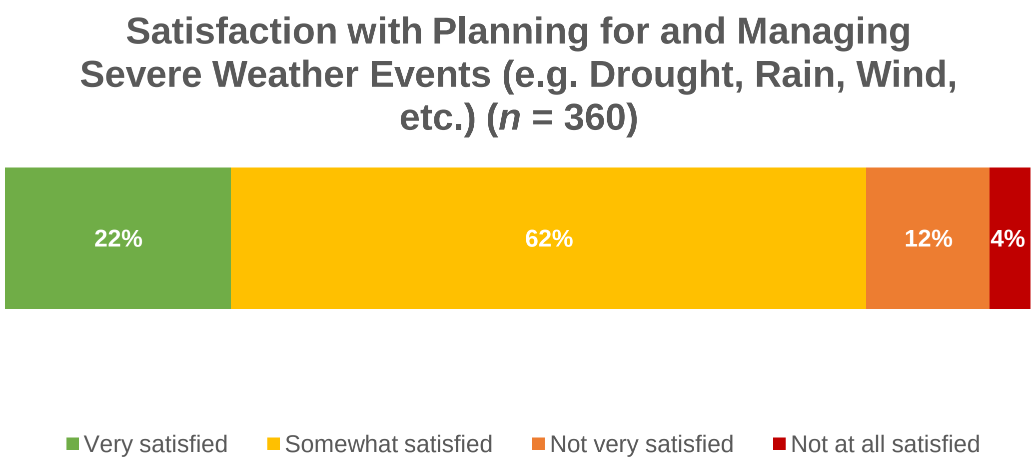
Of those who contacted the City, four in five residents (TOP2: 78%) are satisfied with their experience. This compares very favourably to neighbouring municipalities, where only two-thirds (TOP2: 64%) of residents say the same about contacting their municipality. When it comes to specific aspects of resident experiences contacting the City, most saw historical improvements and some areas reached new highs. Staff knowledge is highly rated by residents and reached a new record of satisfaction in 2019. Where comparable data is available for neighbouring municipalities, Kamloops clearly outperforms its neighbours in terms of satisfaction in contacting the government.

When it comes to fiscal responsibility, four in five residents (TOP2: 80%) feel they receive good value for their tax dollars. This once again compares favourably to neighbouring municipalities, where only two-thirds (TOP2: 67%) of residents say the same. Most residents also supported some form of tax increase, though the level of increase varied greatly. Very few residents supported cutting taxes.

In an interesting contrast to neighbouring communities, Kamloops residents largely preferred increasing user fees (and smaller tax increases) as a method to increase revenues, with fewer residents supporting increasing taxes on the general population. In neighbouring municipalities, however, residents tend to prefer increasing taxes and user fees equally.

2.1. Asset Management

8 in 10 (TOP2: 84%) residents are satisfied with Kamloops' planning for, and management of, severe weather events. This is up slightly from (TOP2: 79%) 2016, though the percentage of very satisfied residents remains about the same at 22% in 2019, compared to 25% in 2016.



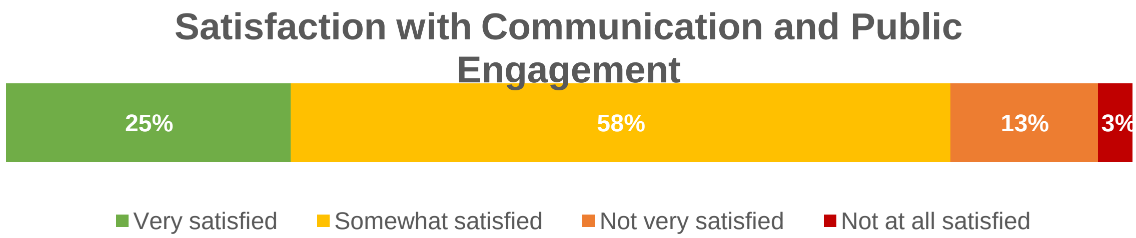
	2016 (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Top 2 Box	79%	84%	**+5%**

Question:	*Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]
Framework:	All respondents, excluding "don't know"
Note:	Not asked before 2016.

2.2. Community Engagement

2.2.1. Satisfaction with Communication and Public Engagement

8 in 10 (TOP2: 83%) residents are satisfied with the City of Kamloops' communication and public engagement efforts. This is not significantly different from (TOP2: 79%) 2016, however, the percentage of very satisfied residents increased, from one-fifth (19%) in 2016 to a quarter (25%) in 2019.



	2016 (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Top 2 Box	79%	83%	**+4%**
Question:	*Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]		
Framework:	All respondents, excluding "don't know"		
Note:	Not asked before 2016.		

2.2.2. Contacting the City of Kamloops

2.2.2.1 Contact with Kamloops in the Past 12 Months

A third (35%) of residents contacted the City of Kamloops within the past 12 months, down from about half (46%) in 2016. This decrease continues a downward trend that has been observed since 2009 and represents the lowest percentage on record going back to 2003.

Web respondents contacted Kamloops at a much higher rate than telephone respondents, with almost half (49%) of online respondents reporting contact with Kamloops in the past 12 months.

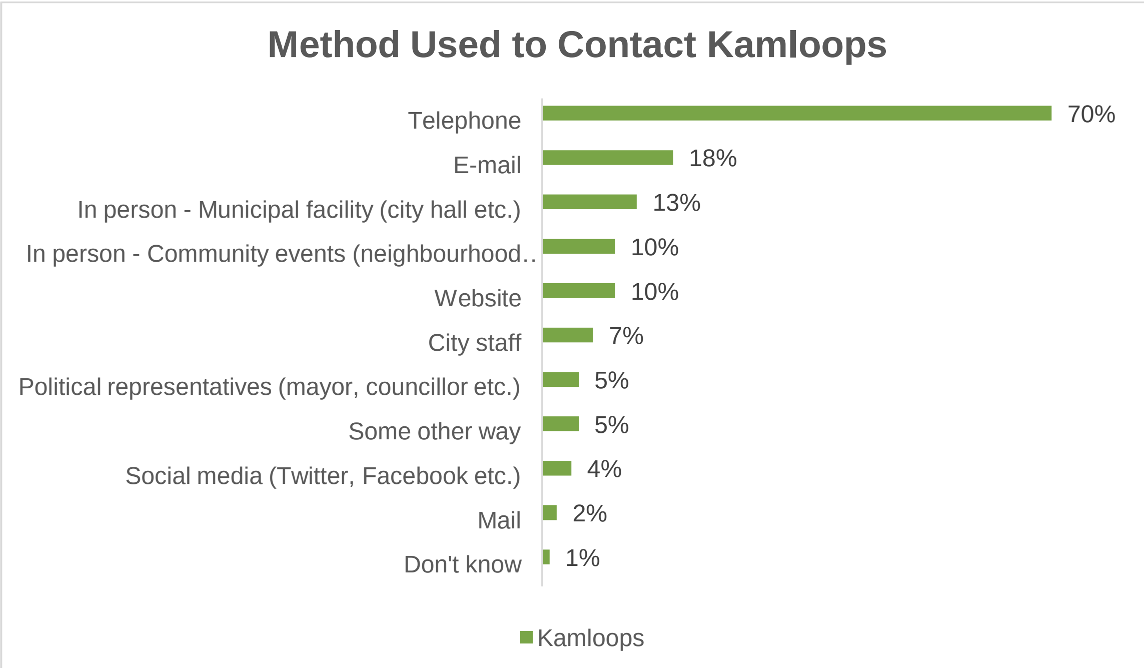
Apart from the most elderly residents, there is a clear age gradient: younger age groups are more likely to contact the City than their middle-aged counterparts.

39% of female residents contacted the City, compared to 31% of male residents.

	2003 (*n* = 400)	**2006** (*n* = 400)	**2009** (*n* = 400)	**2012** (*n* = 400)	**2016** (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Yes	51%	49%	52%	48%	46%	35%	**–11%**
Question:	*Have you contacted the City of Kamloops within the past 12 months?* [CC_01]						
Framework:	All respondents						

2.2.2.2 Method Used When Contacting Kamloops

The vast majority of residents who contacted the City opted to do so by telephone. Almost three-quarters (70%) of residents who contacted the city mentioned telephone as one of their methods. The next top options are email and in-person, but these are well behind telephone as a method of communication. Online respondents were, unsurprisingly, somewhat less likely to contact the City by telephone (56%), opting for in-person at a municipal facility or community event (36%) and email (41%) more often than telephone respondents.

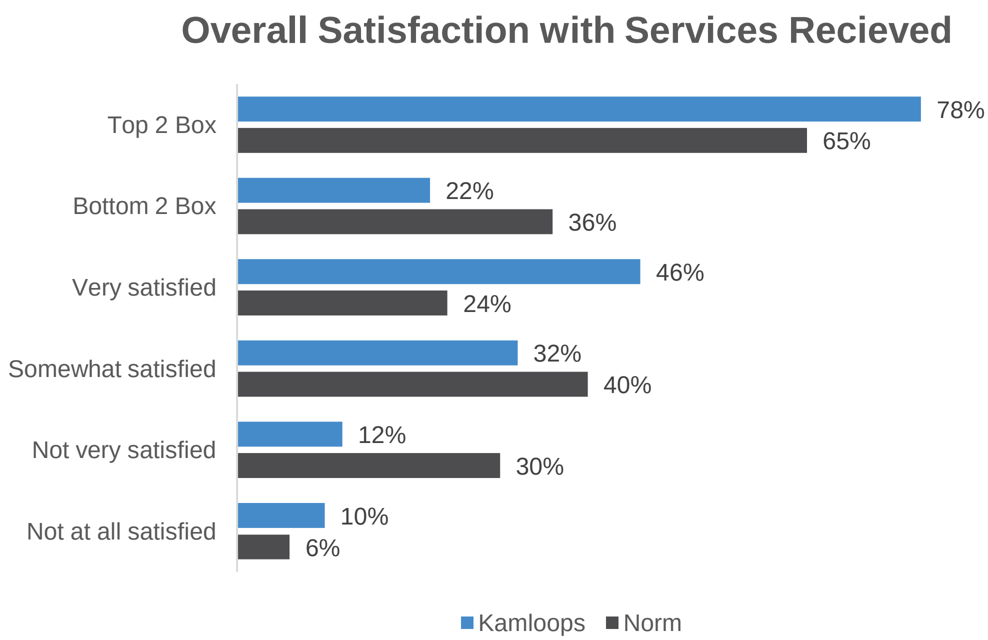


CC_01B. And how did you contact the City of Kamloops? If you used more than one way, please mention each. [Respondents who have contacted the City of Kamloops within the past 12 months]

2.2.2.3 Satisfaction with Overall Service When Contacting Kamloops

Four in five (TOP2: 78%) residents are satisfied with the overall service they received after contacting the City. This is up from (TOP2: 72%) in 2016 and returns to the high levels seen in 2003. The percentage of very satisfied residents (46%) returns to 2012 levels after a slight dip in 2016.

The City's performance in this area compares favourably to neighbouring municipalities as these residents who had also contacted their governments are less satisfied with their experience, overall. Only two-thirds (TOP2: 64%) of residents in those communities are satisfied with the service they received.



	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Top 2 Box	76%	72%	71%	73%	72%	78%	**+6%**
Top Box	48%	45%	48%	46%	44%	46%	**+2%**

Question: *We'd like you to think about your most recent experience contacting the City. For each of the following options, we'd like to know how satisfied you are. How about… The overall service you received* [CC_02A]

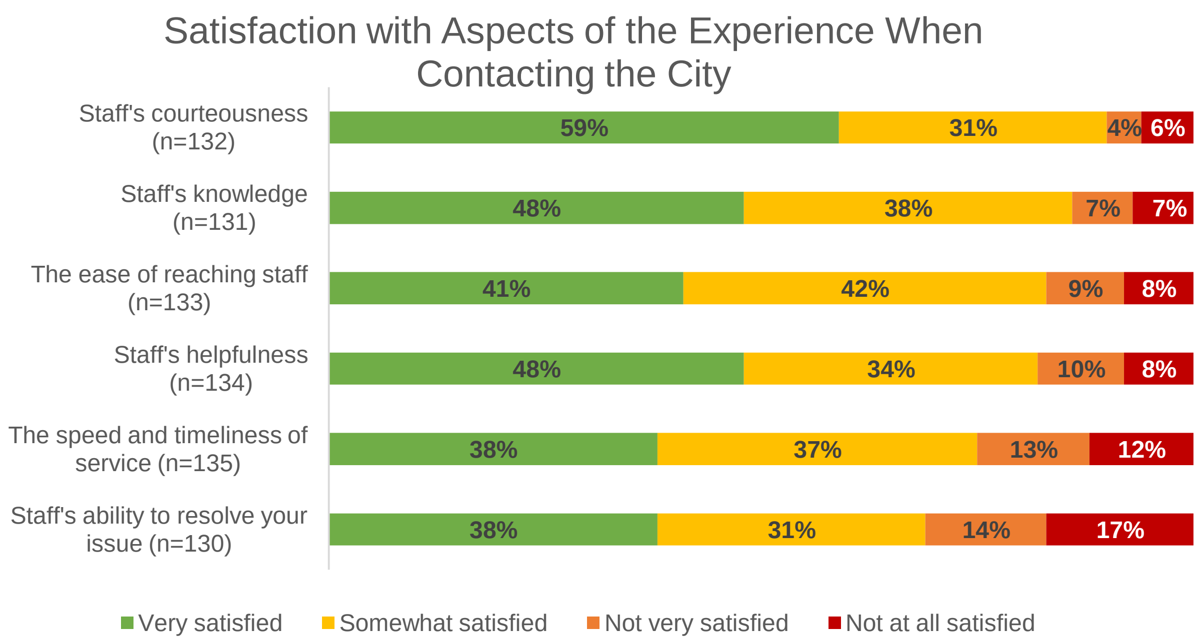
Framework: Respondents who have contacted the City of Kamloops within the past 12 months, excluding "don't know"

2.2.2.4 Satisfaction with Aspects of Experience When Contacting Kamloops

For those who contacted the City, impressions of the City's service were generally positive and improved from 2016 levels in almost all areas. One highlight is respondents' rating of City staff's knowledge. More than 8 in 10 (TOP2: 86%) respondents who contacted the City were satisfied with this aspect of the City's service—this is the highest figure for this metric on record. Kamloops also outperforms neighbouring municipalities in this area. Only 7 in 10 (TOP2: 70%) residents in neighbouring communities were satisfied with staff knowledge.

Other aspects of the City's service that were rated highly were: staff's courteousness (TOP2: 90%), the ease of reaching staff (TOP2: 83%), and staff's helpfulness (TOP2: 82%).

The speed and timeliness of service (TOP2: 79%) and staff's ability to resolve resident issues (TOP2: 69%) were the only aspects that did not improve/worsened. Still, Kamloops performs better than surrounding municipalities. When asked about the timeliness of the service provided to them when they contacted their government, only two-thirds (TOP2: 63%) of neighbouring residents were satisfied.



Satisfaction with customer service over time				
Top 2 Box	**2012** (*n* = 400)	**2016** (*n* = 409)	**2019** (*n* = 400)	**% Change 2016–2019**
Staff´s courteousness	90%	87%	90%	**+3%**
Staff´s knowledge	82%	81%	86%	**+5%**
The ease of reaching staff	82%	83%	83%	**0%**
Staff´s helpfulness	79%	79%	82%	**+3%**
The speed and timeliness of service	78%	79%	75%	**-4%**
Staff´s ability to resolve your issue	69%	70%	69%	**-1%**

Question: *We´d like you to think about your most recent experience contacting the City. For each of the following options, we´d like to know how satisfied you are. How about… <read item>.* [CC_02B–G]

Framework: Respondents who have contacted the City of Kamloops within the past 12 months, excluding “don’t know”

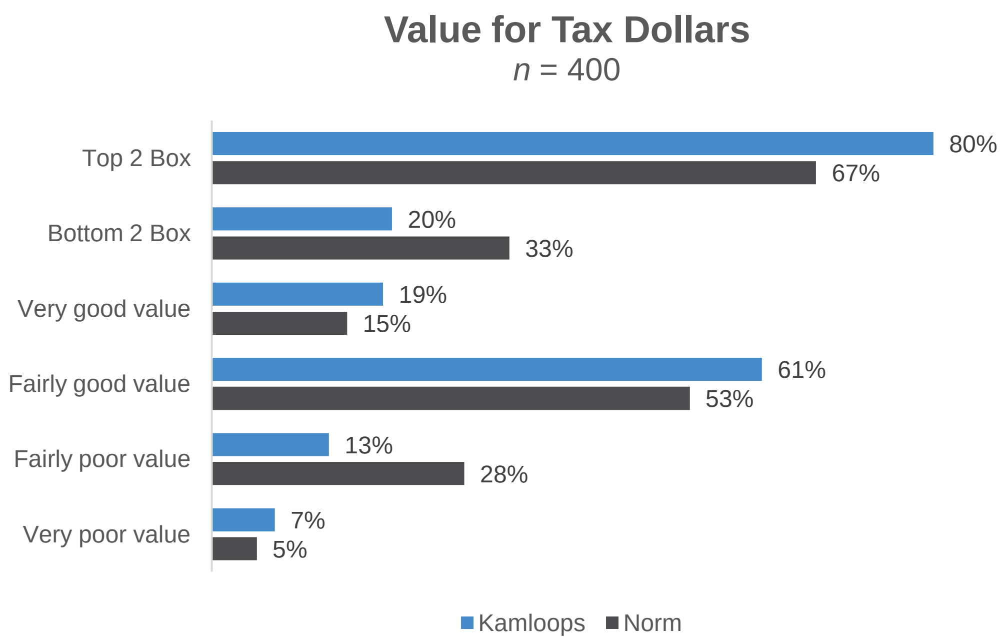
Note: Question is not comparable to 2003, 2006 or 2009.

2.3. Fiscal Responsibility

2.3.1. Value for Tax Dollars

Four in five (TOP2: 80%) residents feel that they receive good value for their tax dollars. This compares favourably to residents in neighbouring municipalities, where only two-thirds (TOP2: 67%) say the same. Far fewer online respondents (TOP2: 57%) felt they receive good value for their tax dollars.

The youngest (25% of residents 18-24) and oldest (29% of residents over 65) residents feel they receive very good value for their tax dollars. Contrary to 2016 findings, residents who had lived in Kamloops the longest are not the most satisfied with the value for their tax dollars. In fact, more residents (29%) who had lived in Kamloops for less than a year feel they receive very good value compared to 18% of residents who had lived in Kamloops for 20 years or more.



	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Top 2 Box	84%	78%	80%	**+2%**
Top Box	20%	14%	19%	**+5%**

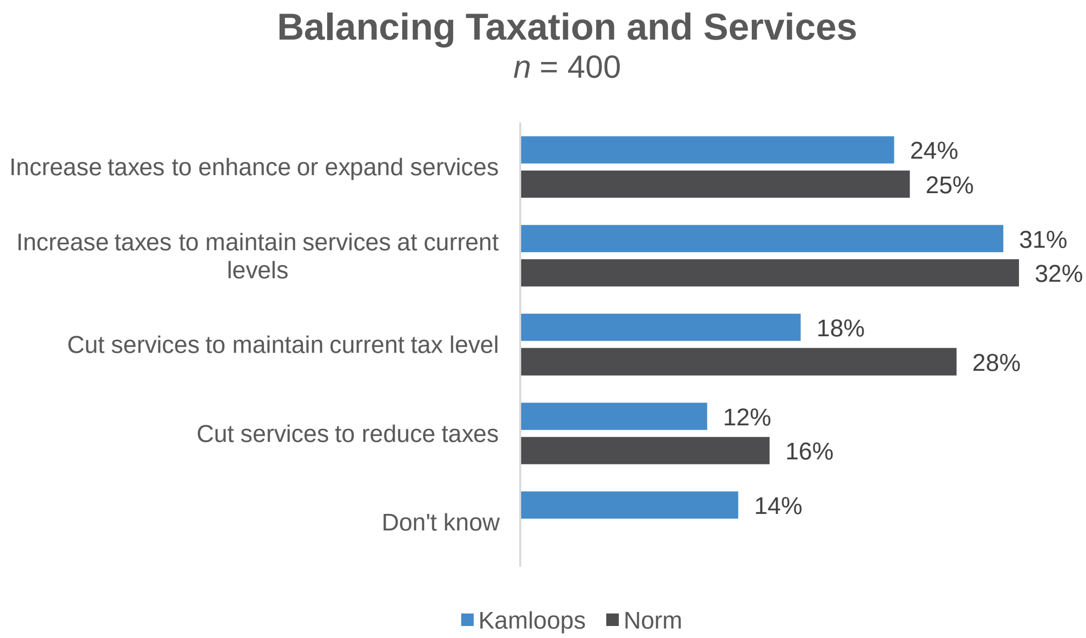
Question: *Thinking about all the programs and services you receive from the City of Kamloops, would you say that overall you get good value or poor value for your tax dollars? Would you say… <read scale>.* [FI_01]

Framework: All respondents

Note: Not asked in 2003, 2006 or 2009.

2.3.2. Balancing Taxation and Services

A majority (TOP2: 56%) of Kamloops residents support some level of tax increase, though this support can be examined with more nuance. A third (31%) support tax increases for the purpose of maintaining services at current levels, while a quarter (24%) support increasing taxes to enhance or expand services. One-fifth (18%) of residents support cutting services to maintain current tax levels, and only 1 in 10 (12%) residents want to cut taxes to reduce current levels of taxation. Slightly lower levels of online respondents want to increase taxes (TOP2: 46%).



	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Increase taxes	68%	64%	56%	53%	63%	56%	**–7%**
Cut/reduce services	22%	24%	33%	34%	28%	30%	**+2%**

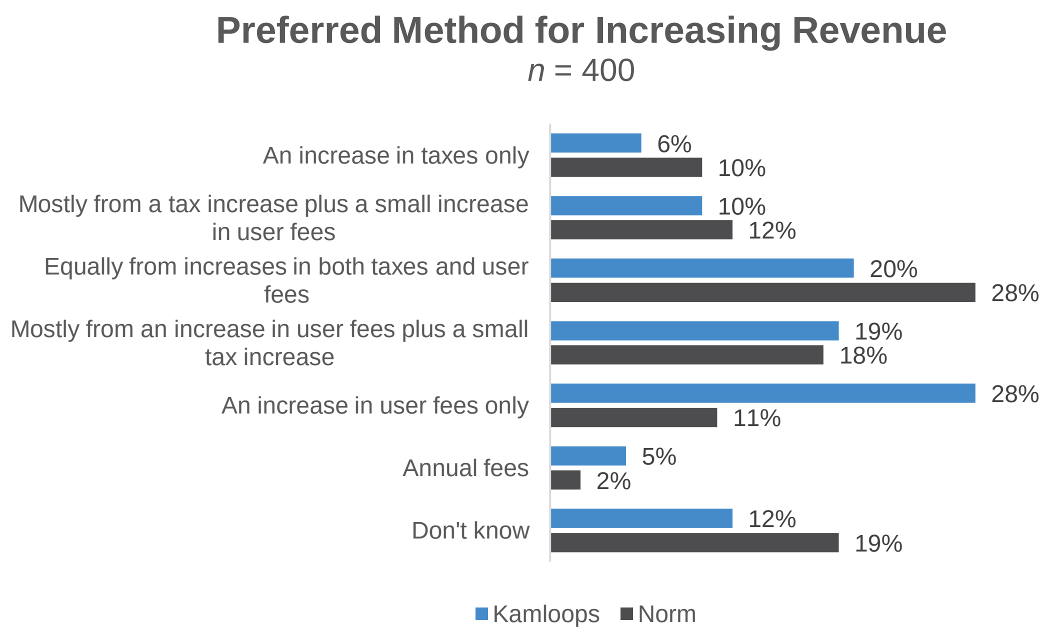
Question: *Municipal property taxes are the primary way to pay for services provided by the City of Kamloops. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City to pursue?* [CC_02A]

Framework: All respondents, excluding "don't know"

2.3.3. Preferred Method for Increasing Revenue

When it came to how residents want to increase City revenue, they generally favour user fees over tax increases. A quarter (28%) support an increase in only user fees, compared to the only 1 in 20 (6%) who support an increase in taxes. Options that increased user fees are generally more popular.

Residents in neighbouring municipalities had different opinions about how to increase revenue. These residents are more evenly split, with the most popular option being an equal increase in both taxes and user fees (28%). Fewer residents in neighbouring communities supported raising user fees only, with 1 in 10 (11%) compared to a quarter (28%) in Kamloops.



*****2019 data not directly comparable due to change in answer options.***

FI_03. In addition to taxes, user fees are another source of funding for programs and services. User fees are the fees you pay to participate in some municipal programs or services. Assuming the City needs to increase the amount of funding it collects from citizens, would you prefer that this came from? [All respondents]

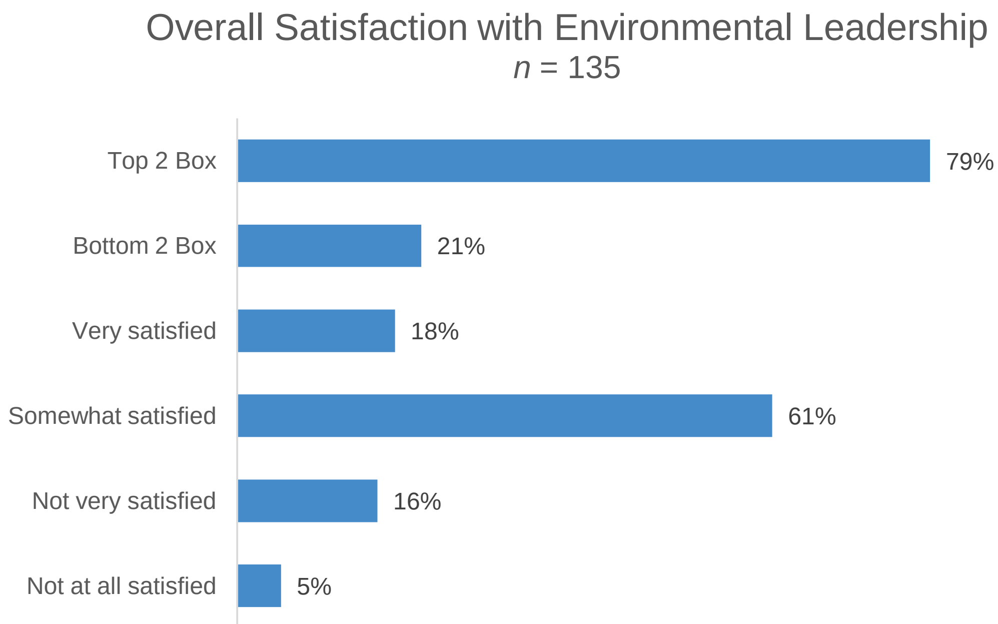
3. ENVIRONMENTAL LEADERSHIP

The majority (TOP2: 79%) are satisfied with the City's environmental leadership, similar to previous years, but the number of residents who are very satisfied is down slightly.

Overall, the number of residents who are satisfied with the City's alternate methods of transportation is declining, down almost ten percent since 2016, and continuing a downward trend on this measure that began in 2006. Residents' feelings about infrastructure improvements like sidewalks, street lighting, and road repairs, however, have improved from 2016.

3.1. Environmental Leadership

A majority of residents (TOP2: 79%) are satisfied with the City's performance in the area of environmental leadership. Environmental leadership ratings are about the same as 2016 (TOP2: 77%), however, only one-fifth (18%) of residents say they are very satisfied, and while this split is similar to 2016, it indicates only moderate satisfaction in this area.

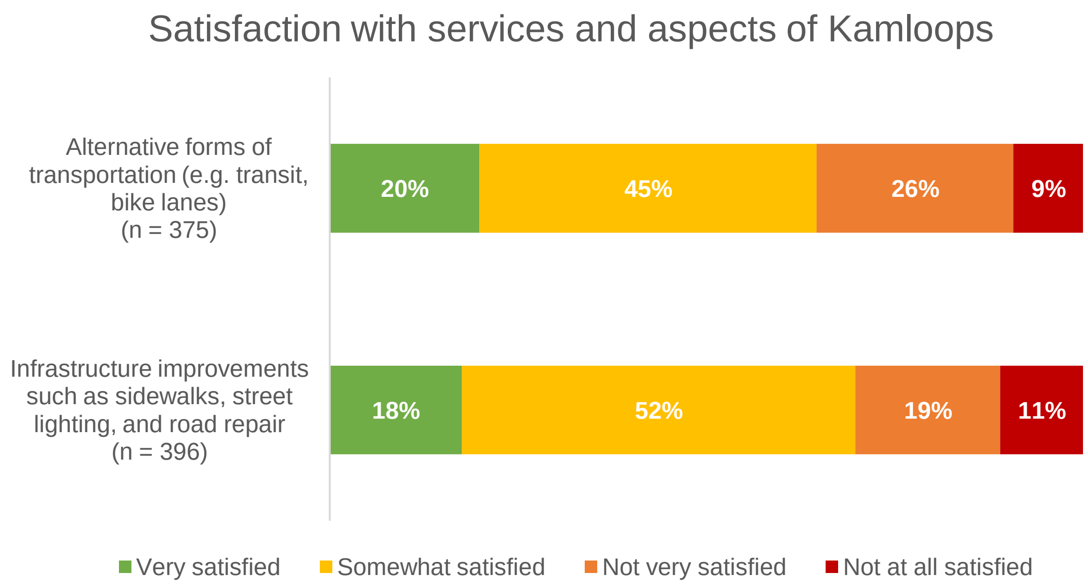


CS_02. Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>. [Excludes don't know]

3.2. Transportation

Residents are satisfied with the City in the area of alternative forms of transportation, but their level of satisfaction is on the decline. Two-thirds (TOP2: 65%) of residents say they are satisfied with this area of the City's services, down from three-quarters (TOP2: 73%) in 2016. This is by far the lowest figure on record and continues a slide in satisfaction in this area which started in 2006. In 2019, only one-fifth (20%) of residents say they are very satisfied.

When it comes to infrastructure improvements, such as sidewalks, street lighting, and road repair, 7 in 10 (TOP2: 70%) residents are satisfied with the City's performance, up slightly from two-thirds (TOP2: 66%) in 2016, but still well below 2012 levels.



Top 2 Box	2003 (*n* = 400)	2006 (*n* = 400)	2009 (*n* = 400)	2012 (*n* = 400)	2016 (*n* = 409)	2019 (*n* = 400)	% Change 2016–2019
Alternative forms of transportation (e.g. transit, bike lanes)	76%**	78%**	72%**	73%	73%	65%	**–8%**
Infrastructure improvements such as sidewalks, street lighting, and road repair	–	77%	78%	78%	66%	70%	**+4%**

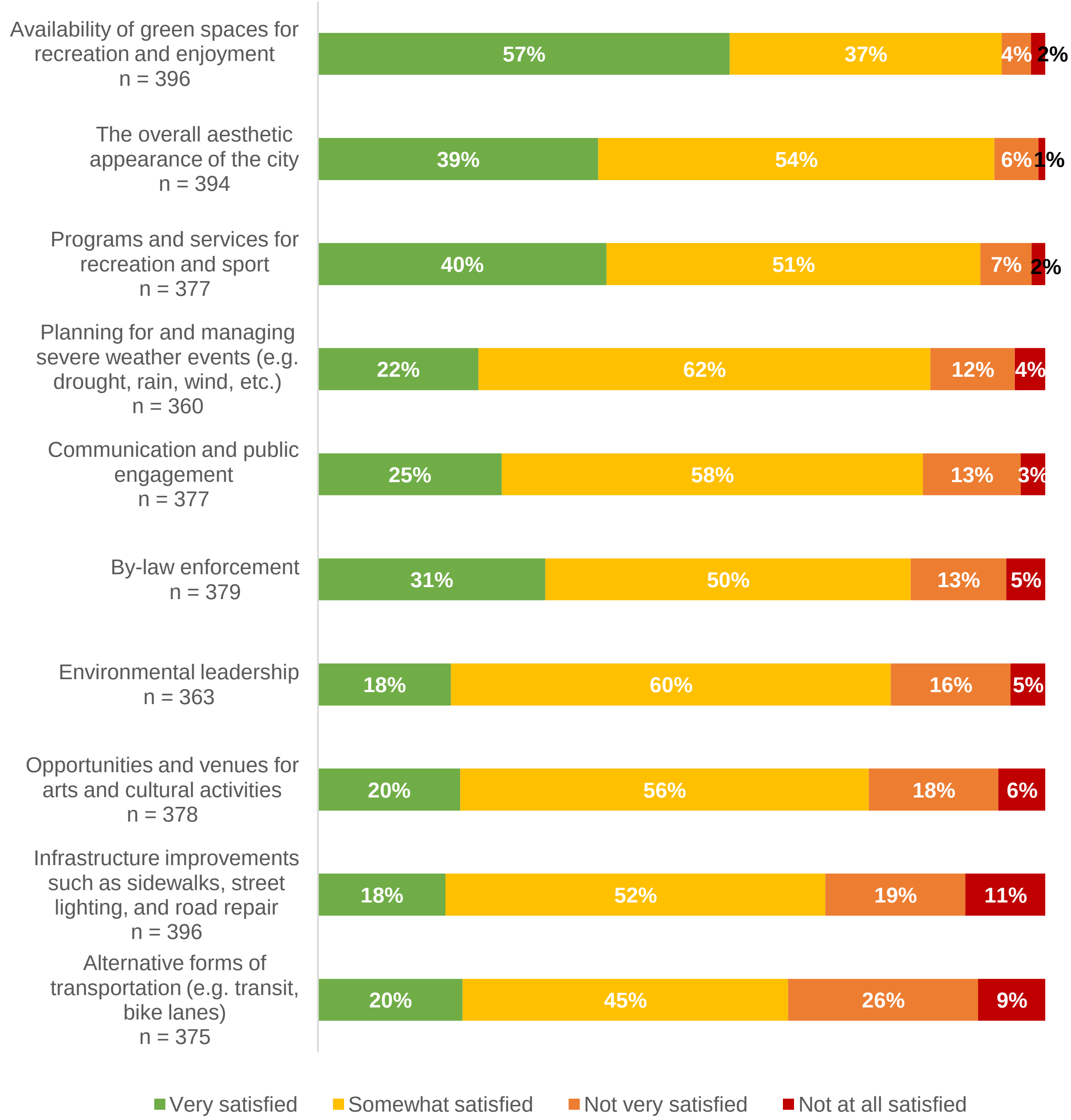
Question: *Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>.* [CS_02]

Framework: All respondents, excluding "don't know"

Note: ** Not directly comparable due to changes to the question.

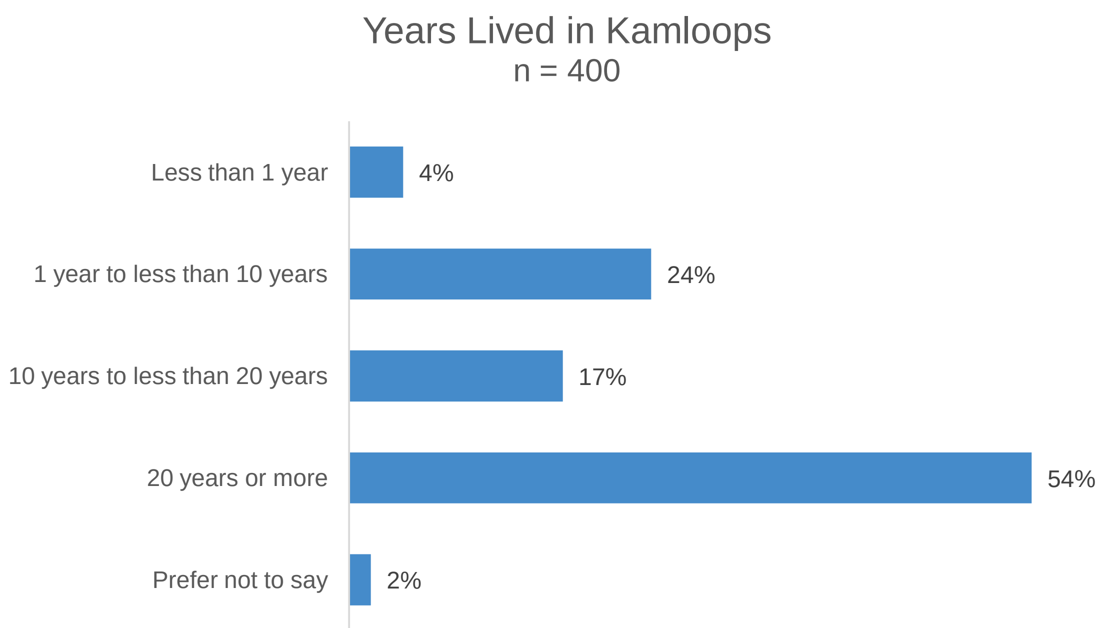
APPENDIX

Satisfaction with services and aspects of Kamloops

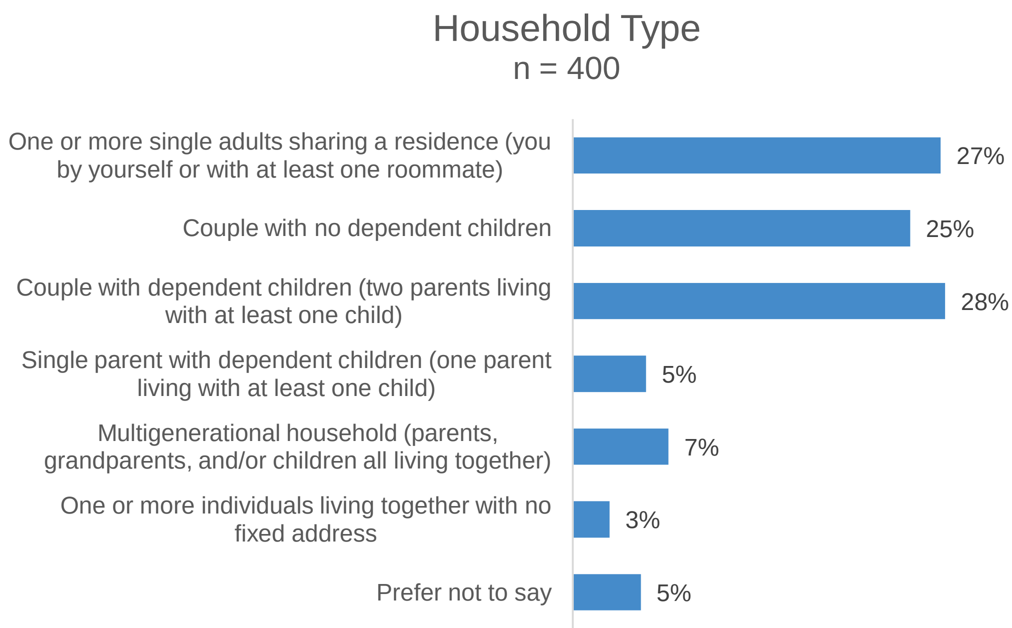


CS_02. Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with… <read item>. [Excludes don't know]

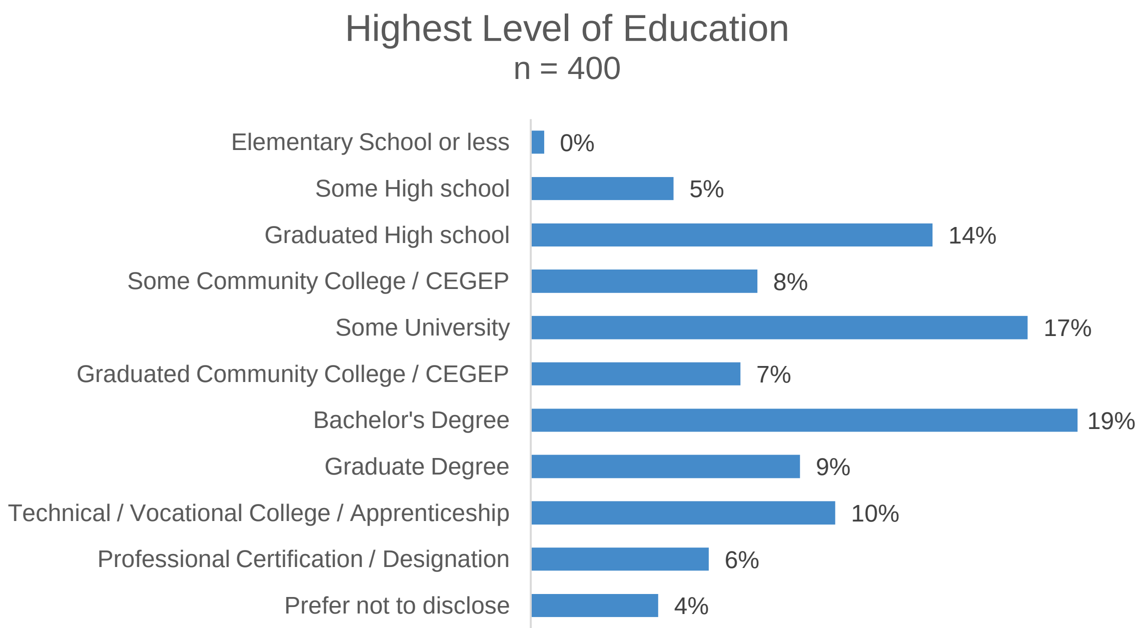
DEMOGRAPHICS



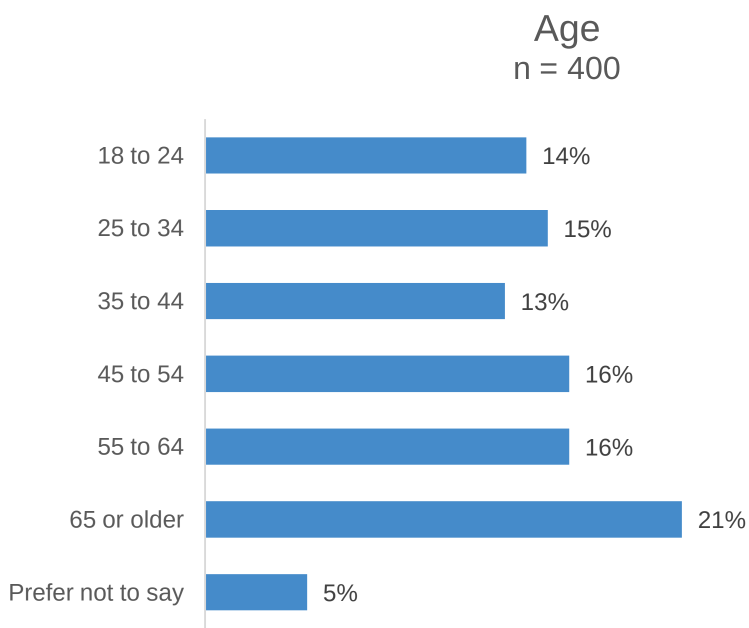
D_01. How many years have you lived in Kamloops?



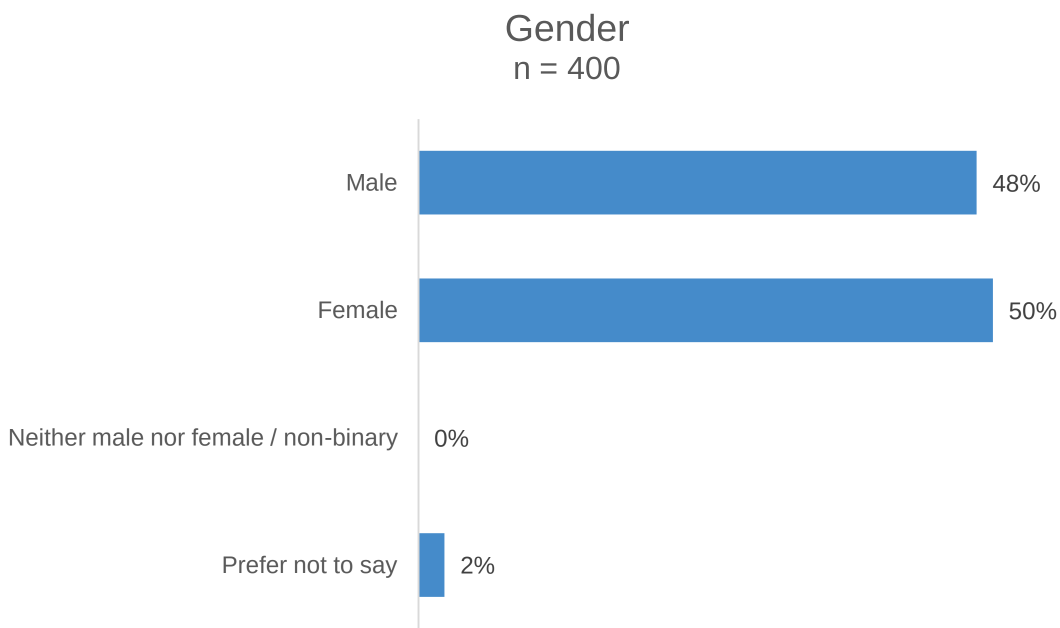
D_02. Which of the following best describes your household?



D_03. Which of the following best represents your highest level of education completed to date?



D_04. Please tell me which of the following age categories you fall into.



D_05. And finally, how would you describe your gender?