



Ipsos Reid



Canada's Tournament Capital

City of Kamloops

2012 Citizen Survey

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EXECUTIVE SUMMARY

Overall Context

Overall, citizens demonstrate predominately positive views of the community and City. Citizens say Kamloops offers a good quality of life that has improved over the past three years. Furthermore, the majority are satisfied with municipal services and communications, and believe they receive good value for their municipal tax dollars. While there are issues that citizens feel should receive greater attention (discussed in more detail below), the overall positive tone suggests the survey results should be viewed in a favourable context.

Quality of Life

Kamloops' weather is its top quality or feature; recreational offerings place second. On a top-of-mind basis, four-in-ten citizens identify the "weather/climate" as the top quality or feature that makes Kamloops a good place to live. Coming in second are Kamloops' "recreational/sports activities and facilities". The weather was also the number one mention reported in 2009.

Quality of life is good and improving. Consistent with previous years, virtually all citizens rate Kamloops' overall quality of life as "very good" or "good", speaking to an overall favourable view of the community. Moreover, there is also a sense of optimism regarding the direction quality of life is taking, with more citizens saying the quality of life has "improved" than "worsened" over the past three years.

- Economic growth is driving perceptions of an improved quality of life.
- However, the benefits of economic growth have not been felt by all citizens, with economic factors also being cited as the primary reason why quality of life has declined.

Issue Agenda

The mine dominates this year's public issue agenda. Overall, three-in-ten citizens identify mines/Ajax mine as the number one unprompted priority for attention from local leaders this year. Mining was not even mentioned as a top-of-mind issue in 2009 (in 2009, social issues were the leading unprompted priority).

Transportation is also on citizens' minds this year. Specific transportation-related mentions include "downtown parking", "condition of streets/roads", and "public transit", among others. Other important issues this year are taxation/municipal government spending and social issues. Compared to 2009, transportation-related issues have increased while social mentions have gone down.



City Services

Citizens are satisfied with the overall level and quality of City services. More than nine-in-ten citizens are satisfied with the overall level and quality of services provided by the City of Kamloops, suggesting the City is on the right track with its service delivery. Satisfaction with City services this year is consistent with what has been reported in previous years.

When it comes to specific services, the City of Kamloops has five primary strengths and three primary areas for improvement. Looking at the perceived importance of, and satisfaction with, specific City services shows that the City of Kamloops' primary strengths include "police services", "fire services", "availability of green spaces for recreation and enjoyment", "the overall aesthetic appearance of the city", and "programs and services for recreation and sport". Efforts should be made to maintain citizens' high levels of satisfaction with these key services. Conversely, primary areas for improvement include "infrastructure improvements including sidewalks, street lighting, and road repair", "environmental protection", and "business attraction and retention". Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services. "Community planning" is a service that currently falls on the border of being a primary strength or primary area for improvement. As such, this is also a service that might benefit from increased attention.

City Contact and Communications

Nearly one-half of citizens personally contacted or dealt with the City of Kamloops or one of its employees in the last 12 months. This is consistent with what has been reported in previous years. The main reasons for contacting the City this year are "discuss/pay bill (property taxes, utilities, parking tickets)" and "water/sewage" services.

Citizens are generally satisfied with the service they receive when contacting the City. Among those making contact with the City, nearly three-quarters are satisfied with the "overall service received", consistent with 2009. Satisfaction is highest for "staff's courteousness", followed by "staff's knowledge", "the ease of reaching staff", "staff's helpfulness", and "the speed and timeliness of service". In comparison, slightly fewer (but still the majority) are satisfied with "staff's ability to resolve your issue".

Financial Planning

The majority of citizens believe they receive good value for their municipal tax dollars. More than eight-in-ten citizens say they receive good value for the taxes they pay to the City of Kamloops. No tracking data to previous surveys is available for this question.



Citizens prefer tax increases over service reductions. Despite today's challenging economic times, citizens would rather see the City increase taxes than cut services. These results are consistent with what was reported in 2009.

Citizens would much rather see the City obtain additional revenue from user fees than from increased property taxes. Assuming the City needs to increase the amount of revenue it collects from citizens, more than one-half would prefer this predominately came from user fees compared to one-in-ten opting for an increase in taxes. Another three-in-ten would prefer this came "equally from increases in both taxes and user fees". Due to differences in question wording and scale, this year's results cannot be compared to those obtained in previous surveys.

Of the items tested, citizens are most likely to support paying additional taxes or fees for expanded casual recreation opportunities and infrastructure improvements aimed at increasing usage of alternative modes of transportation. Specifically, at least seven-in-ten residents would support paying additional taxes or fees for "expanded opportunities for casual recreation such as natural areas and walking paths" and "infrastructure improvements to support increased use of alternative modes of transportation". Slightly fewer, but still the majority, would support paying additional taxes or fees for "business attraction and retention", "expanded arts and cultural programs", "services or initiatives that improve the overall aesthetics and appearance of Kamloops", and "curbside collection of yard waste". Opinion is split regarding paying additional taxes or fees for "expanded public engagement and consultation activities". Compared to 2009, citizens this year are more likely to support paying additional taxes or fees for "expanded arts and cultural programs" and "curbside collection of yard waste". Of the remaining items, support has either not significantly changed or no tracking data is available.

Safety and Security

Drugs/drug-related crimes top citizens' list of crime and safety issues in Kamloops. While crime might not be a leading top-of-mind issue compared to the priority that citizens place on other issues facing the city, respondents are nonetheless able to identify what they see as important crime and safety issues in Kamloops. Specifically, when asked to identify the biggest crime and safety issue currently facing the City of Kamloops on an unprompted basis, three-in-ten citizens point to "drugs/drug-related crimes". This is nearly four times as many mentions as what is reported for any other issue. In 2009, "drugs/drug-related crimes" was also citizens' number one crime and safety issue.

Most citizens think community safety has either stayed the same or improved over the past three years. Overall, four-in-ten citizens feel more safe in their community now as compared to three years ago; a similar percentage reports "no change" in feelings of community safety. In comparison, two-in-ten feel less safe in their community now as compared to three years ago. Perceptions of community safety are consistent with what was reported in 2009.



Social Planning

Children and youth at risk is citizens' top social planning priority. In order to determine the social issues that citizens would most like to see the City take steps to actively address over the next few years, survey respondents were presented with a list of seven different social issues and asked which ones should be the greatest priority for the City of Kamloops. Overall, citizens place the greatest priority on "children and youth at risk", which garners almost two times as many mentions as what is reported for any other social issue. This was also the top social planning priority in 2009. Secondary social issues this year include "people living in poverty", "community access for seniors", "homelessness", "alcohol and drug addictions", "mental health", and "subsidized social housing".

INTRODUCTION

Background and Objectives

The City of Kamloops conducts a comprehensive Citizen Survey every three years. This survey touches on a wide range of topical issues facing the community and provides a detailed assessment of citizens' attitudes, needs, priorities, and satisfaction levels. The insight gained from this research ultimately helps guide the City make important decisions regarding planning, budgeting, and issues management.

Ipsos Reid has been conducting the City of Kamloops' Citizen Survey since 2003. The specific objectives of the 2012 research have been outlined below.

- Identify the issues seen as most in need of attention from local leaders;
- Identify the top qualities or features that make Kamloops a good place to live;
- Assess perceptions towards the quality of life in Kamloops;
- Measure the importance of and satisfaction with specific City services;
- Determine the incidence of contacting the City, reasons for contact, and satisfaction with contact experiences;
- Determine the perceived value for taxes and preferred funding options;
- Measure the level of support for additional taxes or fees for potential new or enhanced services;
- Assess perceptions of crime and community safety; and,
- Determine priorities related to social planning.

Where comparable, this year's results have been tracked and reported against similar surveys conducted by the City of Kamloops in previous years. Comparing the results of the surveys allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and assess the progress the City is making in addressing key issues.

Furthermore, the results of this year's survey have also been compared to Ipsos Reid's database of municipal norms for British Columbia (where available) to provide additional insight, context, and benchmarks against which the City of Kamloops can evaluate its performance.



Methodology

Ipsos Reid conducted a total of 400 telephone interviews with a randomly selected representative sample of Kamloops residents aged 18 years or older. All interviews were conducted between the dates of September 12 and 23, 2012. The sample of residents was drawn by postal code and respondents were asked upfront whether or not they lived in the City of Kamloops to further validate residency.

Overall results are accurate to within ± 4.9 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups. The final sample has been weighted to ensure the gender/age distribution reflects that of the actual population in Kamloops according to the most recent Census data.

Interpreting and Viewing the Results

Please note that some "Totals" in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.

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

DETAILED FINDINGS

Quality of Life

Kamloops' Top Qualities and Features

Kamloops' weather is its top quality or feature; recreational offerings place second.

On a top-of-mind basis, four-in-ten (40%) citizens identify the “weather/climate” as the top quality or feature that makes Kamloops a good place to live. Coming in second are Kamloops’ “recreational/sports activities and facilities”, mentioned by 22% of citizens.

Other mentions include “friendly/nice people” (19%), “location/proximity to other places” (16%), “scenery/landscape” (15%), “size of community” (13%), and “outdoor activities (walking, hiking, biking, skiing)” (12%).

The weather was also the number one mention reported in 2009.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Kamloops' Top Qualities and Features



Q2. What would you say are the top two qualities or features that make Kamloops a good place to live?
Base: All respondents (n=400)



Analysis by key demographic subgroups reveals some significant differences in opinion. Highlights of this analysis have been included below.

- **Weather/climate** is more likely to be mentioned by those who are 55 years or older (49%, compared to a low of 27% among 18 to 34 year olds) and those who have lived in Kamloops for more than 20 years (47%, compared to 32% of those who have lived in the city for 20 years or less).
- **Friendly/nice people** is more likely to be mentioned by those who are 55 years or older (25%, compared to a low of 11% among 35 to 54 year olds), those living in adult-only households (24%, compared to 12% of those living in households with children), and those with household incomes of less than \$80,000 (includes 26% of those earning \$40,000 to less than \$80,000 and 25% of those earning less than \$40,000, compared to 9% of those earning \$80,000 or more).
- **Location/proximity to other places** is more likely to be mentioned by men (21%, compared to 13% of women) and those who are 35 years of age or older (includes 23% of 35 to 54 year olds and 18% of those who are 55 years or older, compared to 6% of 18 to 34 year olds).

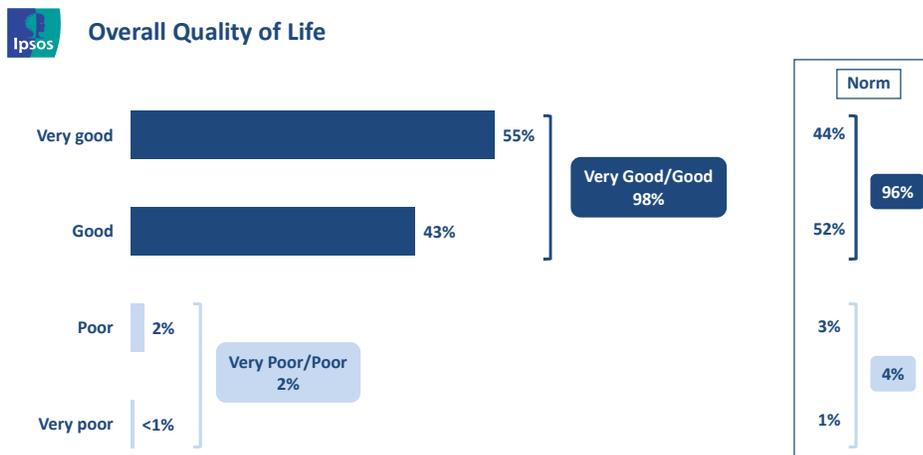
Overall Quality of Life

The City of Kamloops offers citizens a good quality of life.

Virtually all (98%) citizens rate the overall quality of life in Kamloops positively, including more than one-half (55%) describing this as “very good”. These findings point to an overall favourable view of the community.

Overall perceptions of quality of life (combined “very good/good” responses) this year are consistent with what have been reported in previous years. However, the intensity of ratings (those rating quality of life as “very good”) has increased a significant 8 points, making this year’s “very good” rating the highest reported in all years of tracking.

Comparisons to Ipsos Reid’s database of municipal norms show that overall perceptions of quality of life in Kamloops are on par with what is typically seen in other British Columbian municipalities. However, the intensity of ratings is higher in Kamloops.



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Very good/good	96%	99%	96%	98%
Very good	36%	47%	47%	55%

Q3. How would you rate the overall quality of life in Kamloops today? Would you say very good, good, poor, or very poor?
Base: All respondents (n=400)



Citizens who are more likely to rate the quality of life as **very good** fit the following demographic characteristics:

- Aged 55 years or older (67%, compared to 46% of 18 to 34 year olds and 50% of 35 to 54 year olds); and,
- Have household incomes of \$40,000 or more (includes 63% of those earning \$80,000 or more and 58% of those earning \$40,000 to less than \$80,000, compared to 41% of those earning less than \$40,000).

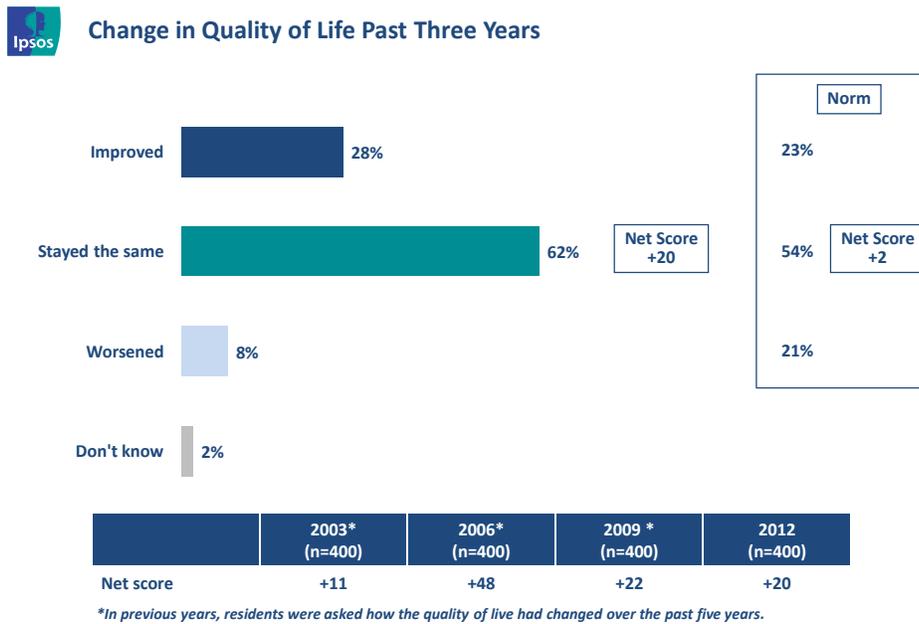
Change in Quality of Life Past Three Years

Quality of life has either stayed the same or improved over the past three years for the majority of residents.

In total, 62% of citizens say the quality of life in Kamloops has “stayed the same” over the past three years. Another 28% think the quality of life has “improved” while 8% think it has “worsened”. This yields a net momentum score (improved – worsened) of +20 points, indicating there is positive momentum to the direction quality of life is taking.

This year’s positive net momentum score is consistent with what was reported in 2009.

In comparison, residents of other British Columbian municipalities generally think their quality of life has stayed the same over the past few years.



Q4. And, do you feel that the quality of life in Kamloops in the past three years has improved, stayed the same, or worsened?
Base: All respondents (n=400)

Citizens who are more likely to report an **improving** quality of life include:

- Those who are between 18 and 34 years of age (38%, compared to a low of 22% among 35 to 54 year olds); and,
- Those who have lived in Kamloops for 20 years or less (34%, compared to 23% of those who have lived in the city for more than 20 years).

Reasons why Quality of Life has Improved

Economic growth is driving perceptions of an improved quality of life.

Overall, 16% of those who think the quality of life in Kamloops has improved attribute this to “economic growth (more businesses/industries)”. Another 8% specifically mention “more employment opportunities/jobs”, which can also be considered a sign of economic growth.

Other reasons behind perceptions of an improved quality of life include “growth/development” (14%), “better shopping/more retailers” (12%), “improved infrastructure” (10%), and “more services/amenities (unspecified)” (10%), among others.

These results are different from what was reported in 2009, when the number one reason for feeling the quality of life had improved was “more/improved recreational facilities”.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Reasons why Quality of Life has Improved



Top Mentions 2009* (n=147)	
More/ improved recreational facilities	24%
Expansion of university/ improved colleges	10%
Nice place to live/ place is getting better	9%
Growth in employment/ more jobs	9%
More things to do/ entertainment	8%
Improved water quality/ water treatment	8%

**In 2009, residents were prompted for two mentions.*

Q5. Why do you think the quality of life has improved?
Base: Quality of life has improved (n=106)

These findings are generally consistent across all key demographic subgroups.



Reasons why Quality of Life has Worsened

However, economic factors have led to a decline in quality of life for some citizens.

Citizens who think the quality of life in Kamloops has worsened were also asked their reasons for feeling this way. While the main comments have been summarized below, please note that these results are based on a small base size and should be interpreted with caution.

Overall, the survey suggests that the benefits of economic growth have not been felt by all citizens, with economic factors being cited as the primary reason why quality of life has declined for some citizens. Specifically, 20% of those who feel the quality of life has worsened attribute this to “high unemployment rate/no job opportunities”, 11% mention the “economic downturn”, and 10% point to a “higher cost of living”.

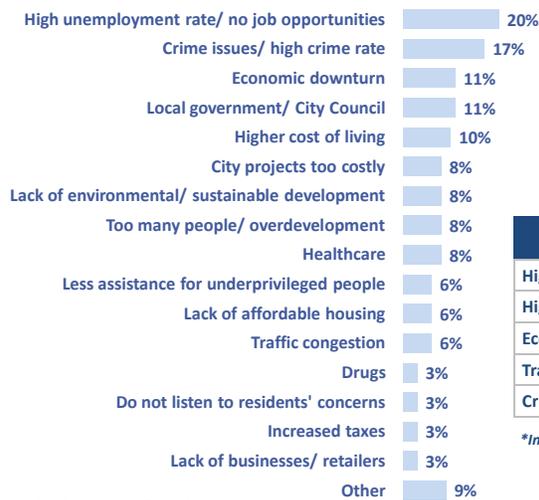
Other reasons for feeling the quality of life has worsened include “crime issues/high crime rate” (17%) and “local government/City Council” (11%).

Economic factors also contributed largely to feelings of a deteriorating quality of life in 2009.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Reasons why Quality of Life has Worsened



Top Mentions 2009* (n=60)**	
High unemployment rate/ no jobs	21%
Higher cost of living	13%
Economic downturn	12%
Traffic congestion	11%
Crime issues/ higher crime rate	10%

*In 2009, residents were prompted for two mentions.

**Small base size, interpret with caution.

Q6. Why do you think the quality of life has worsened?

Base: Quality of life has worsened (n=34)**



Analysis by key demographic segments is not possible due to the small number of respondents asked this question.

Issue Agenda

Top-of-Mind Local Issues

The mine dominates this year's public issue agenda.

At the very beginning of the survey, respondents were asked to identify what they see as the most important issues facing the community¹. When analyzing these results, it is important to recognize that these responses reflect the issues that citizens are aware of and concerned about on a top-of-mind basis without any prompting of the specific services that the City provides.

Overall, 31% of citizens identify **mines/Ajax mine** as the most important issue facing their community this year.

Other important issues that citizens would like to see receive greater attention from local leaders include:

- **Transportation** (20%) – primarily includes mentions of “downtown parking” (7%), “condition of streets/roads” (5%), and “public transit” (4%).
- **Taxation/Municipal Government Spending** (10%) – comprised of general “taxation/municipal government spending” mentions (4%), along with mentions of “financial accountability” (2%) and “property taxes (too high, increases)” (2%), among others.
- **Social** (10%) – notable mentions here include “poverty/homelessness” (4%), “housing/lack of affordable housing” (2%), “youth facilities/services” (2%), and “services/facilities for seniors” (2%).

Comparisons to previous surveys show significant changes have occurred in the public issue agenda over the past few years. Most notably, this year's dominant issue (mining) was not even mentioned in 2009. Transportation-related mentions have also increased a significant 7 points this year. At the same time, social concerns, which were the leading issue in 2009, have dropped a significant 8 points.

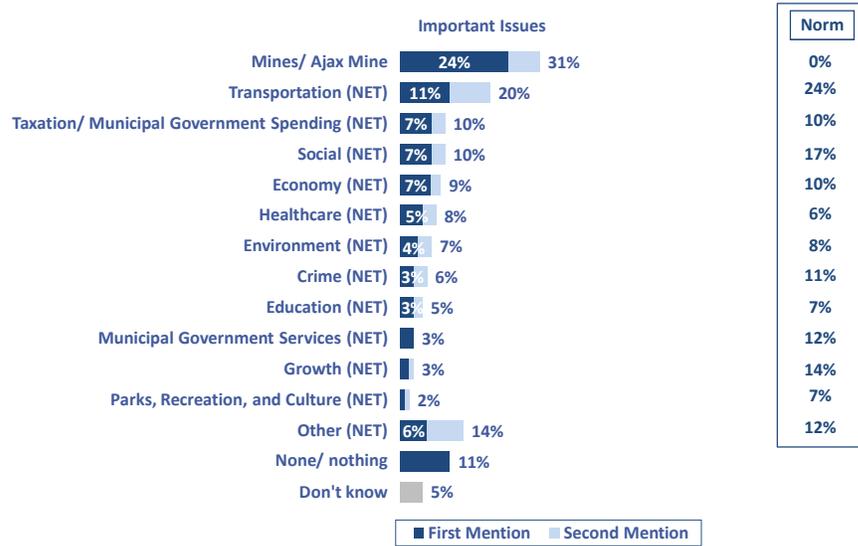
¹ This question was open-ended, meaning that residents were not prompted in their responses. Individual comments were then coded into specific categories and grouped together in broad themes called “Nets”.



This year's results are also different from what is typically seen in other British Columbian municipalities. For example, mines are an issue very topical to Kamloops and do not typically appear as a leading top-of-mind issue in other communities. Rather, transportation tends to top the public issue agenda elsewhere (mentions of transportation-related issues in Kamloops are on par with the municipal norm). Meanwhile, issues that are less likely to be mentioned in Kamloops as compared to other British Columbian municipalities include social concerns, crime, municipal government services, growth, and parks/recreation/culture.



Top-of-Mind Local Issues



Q1. In your view, as a resident of the City 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? Are there any other important local issues?
Base: All respondents (n=400)



Tracking Top-of-Mind Local Issues

	Total Mentions			
	2003* (n=400)	2006* (n=400)	2009* (n=400)	2012 (n=400)
Mines/ Ajax Mine	0%	0%	0%	31%
Transportation (NET)	12%	19%	13%	20%
Taxation/ Municipal Government Spending (NET)	12%	20%	11%	10%
Social (NET)	14%**	12%	18%	10%
Economy (NET)	22%	9%	12%	9%
Healthcare (NET)	n/a**	14%	12%	8%
Environment (NET)	18%	4%	11%	7%
Crime (NET)	19%	15%	13%	6%
Education (NET)	8%	10%	14%	5%
Municipal Government Services (NET)	27%**	12%	6%	3%
Growth (NET)	3%	6%	7%	3%
Parks, Recreation, and Culture (NET)	n/a**	5%	7%	2%
Other (NET)	14%	10%	12%	14%

**In previous years, residents were prompted for three mentions.
**Not directly comparable due to differences in how responses were coded.*

Q1. In your view, as a resident of the City 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? Are there any other important local issues?

Base: All respondents (n=400)



The emphasis placed on mines is consistent across all key demographic subgroups. However, significant differences are seen in other areas. Highlights of this analysis have been included below.

- **Transportation** is more likely to be mentioned by those with household incomes of less than \$40,000 (27%, compared to a low of 15% among those earning \$80,000 or more).
- **Taxation/municipal government spending** is more likely to be mentioned by men (15%, compared to 5% of women), those who are 35 years of age or older (includes 15% of those who are 55 years or older and 12% of 35 to 54 year olds, compared to 2% of 18 to 34 year olds), and those who have lived in Kamloops for more than 20 years (13%, compared to 7% of those who have lived in the city for 20 years or less).
- **The economy** is more likely to be mentioned by 35 to 54 year olds (13%, compared to a low of 3% among 18 to 34 year olds).
- **Healthcare** is more likely to be mentioned by women (11%, compared to 4% of men).
- **The environment** is more likely to be mentioned by 35 to 54 year olds (10%, compared to a low of 2% among 18 to 34 year olds).
- **Crime** is more likely to be mentioned by men (9%, compared to 3% of women).
- **Education** is more likely to be mentioned by households that include both adults and children (9%, compared to 2% of adult-only households).

City Services

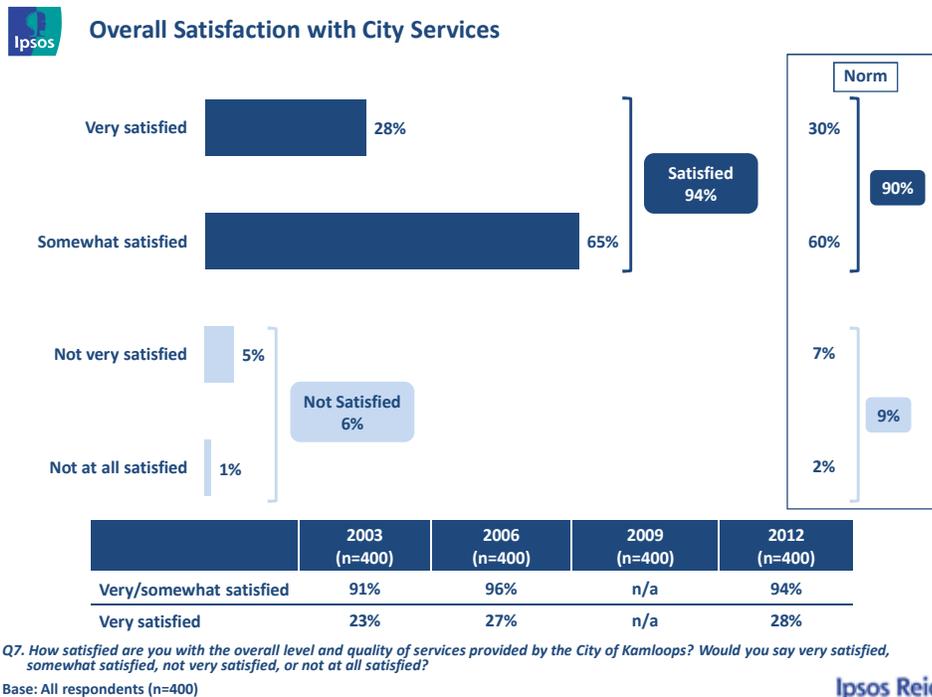
Overall Satisfaction with City Services

Citizens are satisfied with the overall level and quality of City services.

In total, 94% of citizens are satisfied with the overall level and quality of services provided by the City of Kamloops, including 28% saying “very satisfied”. Overall, these results suggest the City is on the right track with its service delivery.

Overall satisfaction with City services was not asked in 2009. However, comparisons to 2006 show that satisfaction (both overall and intensity) has not significantly changed over the past few years.

Satisfaction with the overall level and quality of services in Kamloops is consistent with what is reported in other British Columbian municipalities.



Citizens who are more likely to be **very satisfied** with the overall level and quality of City services fit the following demographic characteristics:

- Aged 55 years or older (35%, compared to 25% of 35 to 54 year olds); and,
- Have lived in Kamloops for 20 years or less (34%, compared to 24% of those who have lived in the city for more than 20 years).

Satisfaction with Specific City Services

Citizens are also satisfied with all of the specific services tested.

Citizens were asked to rate their satisfaction with specific services provided by the City of Kamloops. Review of these results shows that the majority of citizens are satisfied with all of the services tested, although some services are clearly more satisfactory than others.

Overall, citizens are most satisfied with the following five services:

- “Fire services” (99% satisfied, 74% “very satisfied”);
- “The overall aesthetic appearance of the city” (95% satisfied, 53% “very satisfied”);
- “Police services” (94% satisfied, 56% “very satisfied”);
- “Availability of green spaces for recreation and enjoyment” (93% satisfied, 55% “very satisfied”); and,
- “Programs and services for recreation and sport” (93% satisfied, 54% “very satisfied”).

The majority of citizens are also satisfied with the following nine services, although the intensity of satisfaction is lower than what is noted above:

- “Opportunities and venues for the arts and cultural activities” (85% satisfied, 30% “very satisfied”);
- “Community planning” (83% satisfied, 21% “very satisfied”);
- “Business attraction and retention” (82% satisfied, 21% “very satisfied”);
- “Infrastructure improvements such as sidewalks, street lighting, and road repair” (78% satisfied, 23% “very satisfied”);
- “Environmental protection” (78% satisfied, 22% “very satisfied”);
- “Enforcement related to unsightly properties” (75% satisfied, 20% “very satisfied”);
- “Public transit system” (73% satisfied, 20% “very satisfied”);
- “Financial support for neighbourhood associations” (70% satisfied, 17% “very satisfied”); and,
- “Availability of bike lanes” (69% satisfied, 24% “very satisfied”).

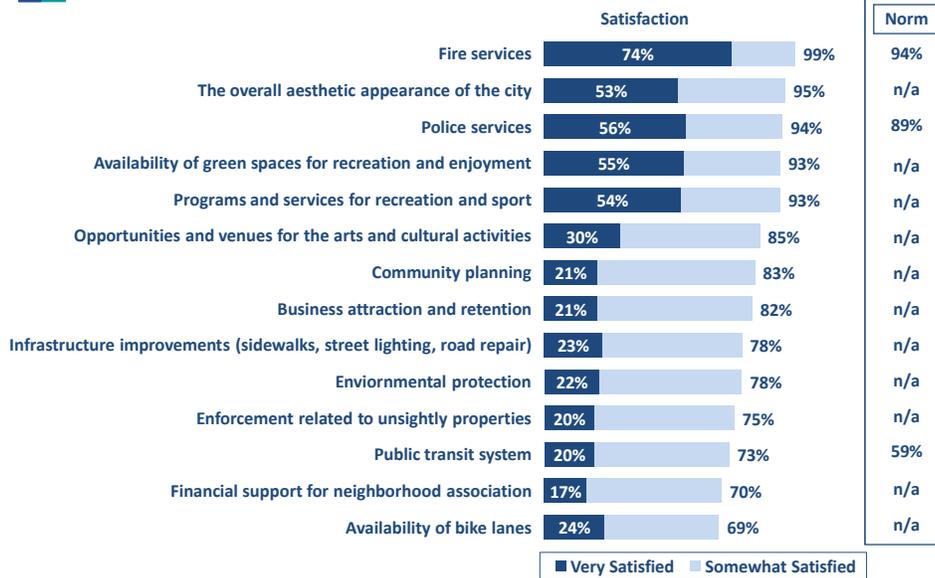
Year-to-year tracking comparisons show that satisfaction with these services has not significantly changed over the past few years (note: tracking comparisons are not available for all services).

² It is of note that only 14% of citizens are dissatisfied with this item; the remainder (16%) say they “don’t know” how to rate their satisfaction with this service, perhaps due to a lack of familiarity.

Ipsos Reid does not have municipal norms for many of these services. Comparisons to the three services where norms are available (“fire services”, “police services”, and “public transit system”) show that Kamloops is performing better than average in all three categories.



Satisfaction with Specific City Services



Q9. Now, please rate how satisfied you are with the various services and aspects of the City of Kamloops. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=400)



Tracking Satisfaction with Specific City Services

Satisfied	Satisfied			
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Fire services	98%	n/a	n/a	99%
The overall aesthetic appearance of the city	n/a	n/a	95%	95%
Police services	83%	92%	n/a	94%
Availability of green spaces for recreation and enjoyment	n/a	n/a	92%	93%
Programs and services for recreation and sport	n/a	93%*	93%	93%
Opportunities and venues for the arts and cultural activities	n/a	88%*	85%	85%
Community planning	n/a	n/a	n/a	83%
Business attraction and retention	n/a	n/a	79%	82%
Infrastructure improvements (sidewalks, street lighting, road repair)	n/a	77%	78%	78%
Environmental protection	n/a	n/a	n/a	78%
Enforcement related to unsightly properties	n/a	n/a	n/a	75%
Public transit system	76%	78%	72%	73%
Financial support for neighborhood association	n/a	n/a	n/a	70%
Availability of bike lanes	n/a	n/a	65%	69%

*Not directly comparable due to differences in question wording.

Q9. Now, please rate how satisfied you are with the various services and aspects of the City of Kamloops. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=400)



Satisfaction with specific City services is generally consistent across all key demographic subgroups, although some exceptions are noted. Highlights of this analysis have been included below.

- Satisfaction with the **availability of green spaces for recreation and enjoyment** is higher among those with household incomes of at least \$40,000 (includes 97% of those earning \$40,000 to less than \$80,000 and 94% of those earning \$80,000 or more, compared to 86% of those earning less than \$40,000).
- Satisfaction with **opportunities and venues for the arts and cultural activities** is higher among women (89%, compared to 80% of men).
- Satisfaction with **community planning** is higher among those with household incomes of at least \$40,000 (includes 91% of those earning \$40,000 to less than \$80,000 and 84% of those earning \$80,000 or more, compared to 70% of those earning less than \$40,000).
- Satisfaction with **business attraction and retention** is higher among those who are 55 years or older (89%, compared to 76% of 18 to 34 year olds and 79% of 35 to 54 year olds).
- Satisfaction with **infrastructure improvements** is higher among those with household incomes of \$80,000 or more (83%, compared to a low of 69% among those earning less than \$40,000).
- Satisfaction with **enforcement related to unsightly properties** is higher among those with household incomes of \$40,000 to less than \$80,000 (81%, compared to a low of 68% among those earning less than \$40,000).

Importance of Specific City Services

All of the tested service areas are important to citizens.

All of the tested services are important to the majority of residents, although some are clearly more important than others. The intensity of ratings also varies considerably, with services dealing with public health and safety receiving the highest “very important” ratings.

Services that are deemed important by more than nine-in-ten citizens include:

- “Police services” (99% important, 80% “very important”);
- “Fire services” (98% important, 88% “very important”);
- “Infrastructure improvements such as sidewalks, street lighting, and road repair” (98% important, 67% “very important”);
- “Availability of green spaces for recreation and enjoyment” (96% important, 72% “very important”);
- “Environmental protection” (95% important, 71% “very important”);
- “The overall aesthetic appearance of the city” (95% important, 46% “very important”);
- “Programs and services for recreation and sport” (94% important, 57% “very important”);
- “Business attraction and retention” (92% important, 58% “very important”); and,
- “Community planning” (92% important, 58% “very important”).

Other important services include:

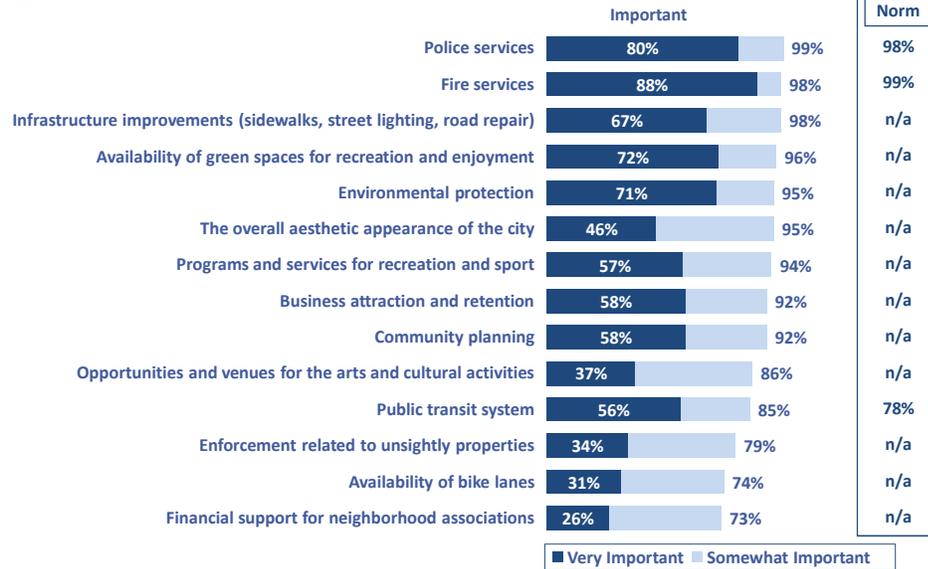
- “Opportunities and venues for the arts and cultural activities” (86% important, 37% “very important”);
- “Public transit system” (85% important, 56% “very important”);
- “Enforcement related to unsightly properties” (79% important, 34% “very important”);
- “Availability of bike lanes” (74% important, 31% “very important”); and,
- “Financial support for neighbourhood associations” (73% important, 26% “very important”).

Year-to-year tracking comparisons show that the importance attached to these services has not significantly changed over the past few years (note: tracking comparisons are not available for all services). The one exception to this is for “infrastructure improvements”, which has increased a small but significant 3 points this year.

Comparisons to other British Columbian municipalities show that the importance attached to “public transit system” is higher in Kamloops than elsewhere. The importance attached to the only other two services for which municipal norms are available (“police services” and “fire services”) is on par with what is typically seen in other communities.



Importance of Specific City Services



Q8. I am going to read a list of available services and various aspects of the City of Kamloops. Please rate how important each one is to you, using a scale of very important, somewhat important, not very important, or not at all important.

Base: All respondents (n=400)



Tracking Importance of Specific City Services

Service	Important			
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Police services	99%	100%	n/a	99%
Fire services	100%	n/a	n/a	98%
Infrastructure improvements (sidewalks, street lighting, road repair)	n/a	96%	95%	98%
Availability of green spaces for recreation and enjoyment	n/a	n/a	97%	96%
Environmental protection	n/a	n/a	n/a	95%
The overall aesthetic appearance of the city	n/a	n/a	92%	95%
Programs and services for recreation and sport	n/a	95%*	92%	94%
Business attraction and retention	n/a	n/a	92%	92%
Community planning	n/a	n/a	n/a	92%
Opportunities and venues for the arts and cultural activities	n/a	82%*	81%	86%
Public transit system	83%	85%	83%	85%
Enforcement related to unsightly properties	n/a	n/a	n/a	79%
Availability of bike lanes	n/a	n/a	74%	74%
Financial support for neighborhood associations	n/a	n/a	n/a	73%

*Not directly comparable due to differences in question wording.

Q8. I am going to read a list of available services and various aspects of the City of Kamloops. Please rate how important each one is to you, using a scale of very important, somewhat important, not very important, or not at all important.

Base: All respondents (n=400)

Analysis by key demographic subgroups reveals some significant differences in the importance attached to these services. Highlights of this analysis have been included below.

- **Availability of green spaces for recreation and enjoyment** is more important to those with household incomes of at least \$40,000 (includes 98% of those earning \$40,000 to less than \$80,000 and 97% of those earning \$80,000 or more, compared to 89% of those earning less than \$40,000).
- **Environmental protection** is more important to women (97%, compared to 92% of men), 18 to 34 year olds (100%, compared to 90% of those who are 55 years or older and 95% of 35 to 54 year olds), and those who have lived in Kamloops for 20 years or less (97%, compared to 92% of those who have lived in the city for more than 20 years).
- **Programs and services for recreation and sport** are more important to those with household incomes of \$80,000 or more (98%, compared to a low of 89% among those earning less than \$40,000).
- **Community planning** is more important to those who are 35 years or older (includes 96% of 35 to 54 year olds and 94% of those who are 55 years or older, compared to 85% of 18 to 34 year olds) and those who have lived in Kamloops for more than 20 years (96%, compared to 88% of those who have lived in the city for 20 years or less).
- **Opportunities and venues for the arts and cultural activities** are more important to women (90%, compared to 82% of men).
- **Public transit system** is more important to 35 to 54 year olds (90%, compared to a low of 82% among those who are 55 years or older) and those with household incomes of \$40,000 to less than \$80,000 (92%, compared to a low of 82% among those earning \$80,000 or more).
- **Enforcement related to unsightly properties** is more important to women (84%, compared to 73% of men), those who are 55 years or older (87%, compared to 68% of 18 to 34 year olds and 79% of 35 to 54 year olds), those living in adult-only households (84%, compared to 74% of those living in households with children), and those with household incomes of less than \$40,000 (90%, compared to 76% of those earning \$40,000 to less than \$80,000 and 77% of those earning \$80,000 or more).

Action Grid for Specific City Services

The City of Kamloops has five primary strengths and three primary areas for improvement.

An Importance versus Satisfaction Action Grid was plotted to better understand the City of Kamloops' perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area. When reviewing the results of this analysis, it is important to remember that 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** (high performance and high value) represent services where the City is performing well and that are of value to citizens. Efforts should be made to maintain citizens' high levels of satisfaction with these key services.
- **Primary Areas for Improvement** (low performance and high value) represent services where the City 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 City services.
- **Secondary Strengths** (high performance and low value) represent services where the City 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 primary areas for improvement.
- **Secondary Areas for Improvement** (low performance and low value) represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources, the City may or may not wish to make a concerted effort to improve its performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.

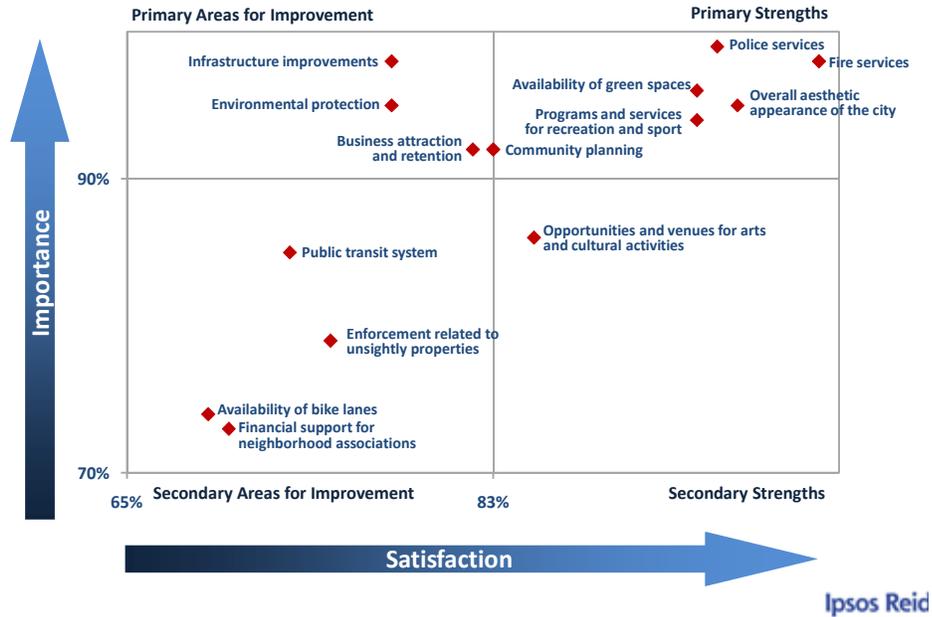
This analysis shows that the City of Kamloops has five **primary strengths**: "police services", "fire services", "availability of green spaces for recreation and enjoyment", "the overall aesthetic appearance of the city", and "programs and services for recreation and sport". The City's one **secondary strength** is "opportunities and venues for the arts and cultural activities".

Conversely, **primary areas for improvement** include: "infrastructure improvements including sidewalks, street lighting, and road repair", "environmental protection", and "business attraction and retention". **Secondary areas for improvement** include the "public transit system", "enforcement related to unsightly properties", "availability of bike lanes", and "financial support for neighbourhood associations".

“Community planning” is a service that currently falls on the border of being a primary strength or primary area for improvement.



Action Grid for Specific City Services



City Contact and Communications

Contact with City Last 12 Months

Nearly one-half have contacted or dealt with the City of Kamloops in the last 12 months.

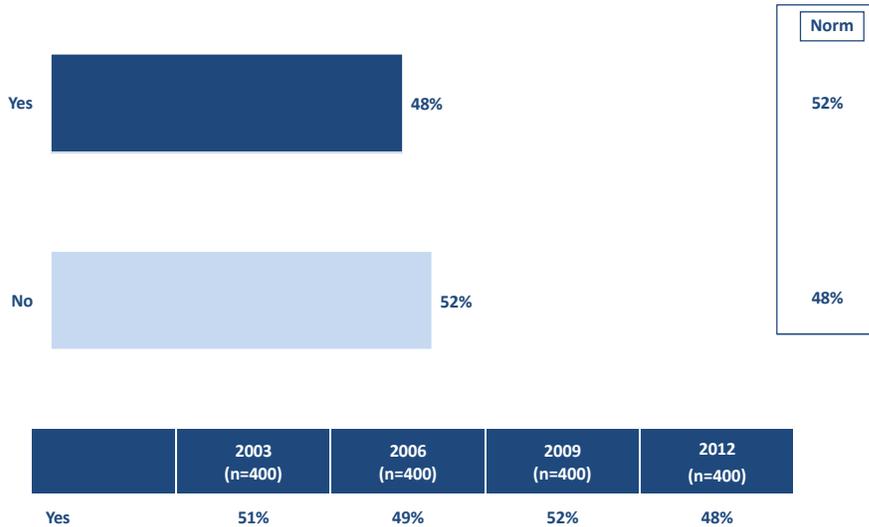
In total, 48% of citizens personally contacted or dealt with the City of Kamloops or one of its employees in the last 12 months.

This is consistent with what has been reported in previous years.

It is also on par with Ipsos Reid’s municipal norm.



Contact with City Last 12 Months



Q11. Have you contacted or dealt with the City of Kamloops or one of its employees in the last 12 months?
Base: All respondents (n=400)

Ipsos Reid

- Citizens between 35 and 54 years of age are more likely to have **contacted or dealt** with the City of Kamloops in the last 12 months (60%, compared to 32% of 18 to 34 year olds and 49% of those who are 55 years or older).

Reasons for Contacting City

Citizens contact the City for a variety of reasons.

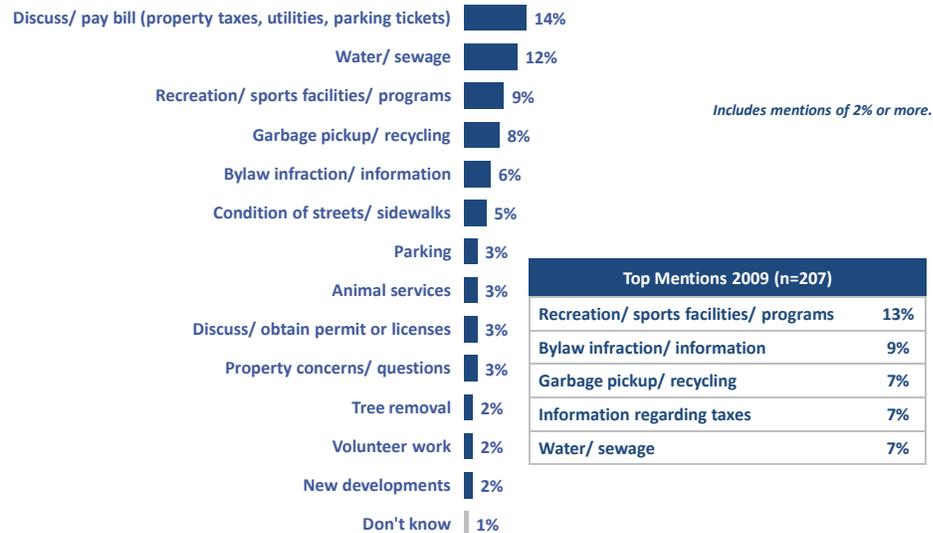
Among those who contacted or dealt with the City of Kamloops in the last 12 months, 14% wanted to “discuss/pay bill (property taxes, utilities, parking tickets)”. Another 12% mention wanting information on “water/sewage” services. Other reasons for contacting the City include “recreation/sports facilities/programs” (9%), “garbage pickup/recycling” (8%), “bylaw infraction/information” (6%), and “condition of streets/sidewalks” (5%), among others.

In 2009, the number one reason for contacting the City was “recreation/sports facilities/programs”.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Reasons for Contacting City



Q12. What was the main reason why you contacted the City?
 Base: Contacted or dealt with City in the last 12 months (n=204)

The reasons for contacting the City are generally consistent across all key demographic subgroups. One significant difference is noted below.

- Mentions of **recreation/sports facilities/programs** are more common among 35 to 54 year olds (13%, compared to 3% of those who are 55 years or older) and those living in households with children (16%, compared to 5% of adult-only households).

Satisfaction with Contact Experiences

Citizens are generally satisfied with the service they receive when contacting the City.

Among those who contacted or dealt with the City in the last 12 months, 73% are satisfied with “the overall service you received” (46% “very satisfied”). Directional comparisons to previous surveys suggest satisfaction has not significantly changed over the past few years.

Further questioning reveals that citizens are most satisfied with “staff’s courteousness” (90% satisfied, 67% “very satisfied”). The majority of citizens are also satisfied with:

- “Staff’s knowledge” (82% satisfied, 56% “very satisfied”);
- “The ease of reaching staff” (82% satisfied, 51% “very satisfied”);
- “Staff’s helpfulness” (79% satisfied, 55% “very satisfied”); and,
- “The speed and timeliness of service” (78% satisfied, 52% “very satisfied”).

In comparison, slightly fewer (but still the majority) are satisfied with “staff’s ability to resolve your issue” (69% satisfied, 49% “very satisfied”).

Overall satisfaction with service received in Kamloops is lower than what is typically seen in other British Columbian municipalities. Kamloops residents are also less satisfied with “the ease of reaching staff”, “staff’s helpfulness”, and “staff’s ability to resolve your issue”. Satisfaction in the remaining areas is on par with the municipal norm.



Overall Service Received	2003* (n=203)	2006* (n=196)	2009* (n=207)	2012 (n=204)
Very/somewhat satisfied	76%	72%	71%	73%
Very satisfied	48%	45%	48%	46%

*Not directly comparable due to differences in question wording.

Q13. How satisfied are you with...? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: Contacted or dealt with City in the last 12 months (n=204)

No significant differences in satisfaction with **overall service received** are seen across the key demographic subgroups.

Financial Planning

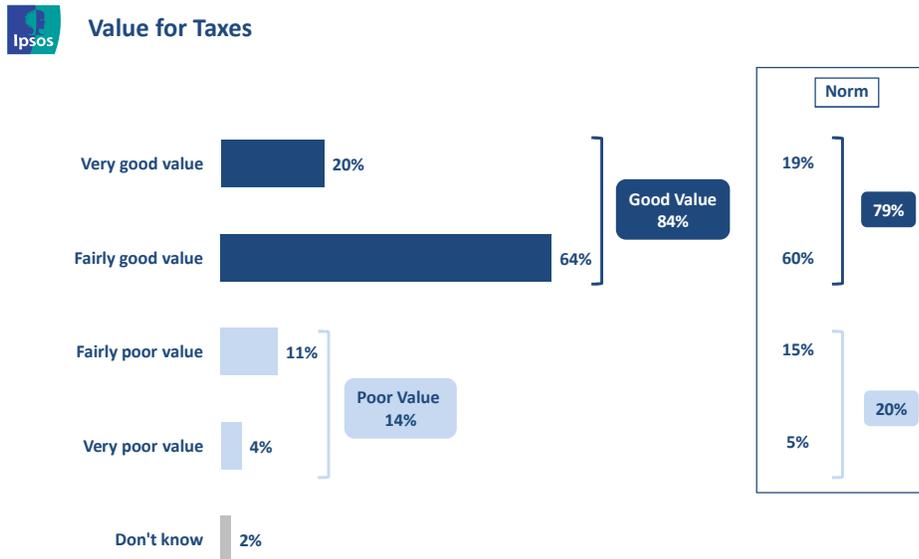
Value for Taxes

The majority of citizens believe they receive good value for their municipal tax dollars.

In total, 84% of citizens say they receive good value for the taxes they pay to the City of Kamloops. This includes 20% saying “very good value”.

No tracking data to previous surveys is available for this question.

Perceived value for taxes (combined “very/fairly good value” responses) in Kamloops is higher than what is typically seen in other British Columbian municipalities. The intensity of ratings, however, is similar.



Q14. 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? (Is that very or fairly good/poor value?)

Base: All respondents (n=400)

Citizens who are more likely to say they receive **good value** (combined “very/fairly good value” responses) fit the following demographic characteristics:

- Aged 55 years or older (91%, compared to a low of 78% among 35 to 54 year olds); and,
- Have household incomes of \$40,000 to less than \$80,000 (89%, compared to a low of 75% among those earning less than \$40,000).

Balancing Taxation and Service Delivery Levels

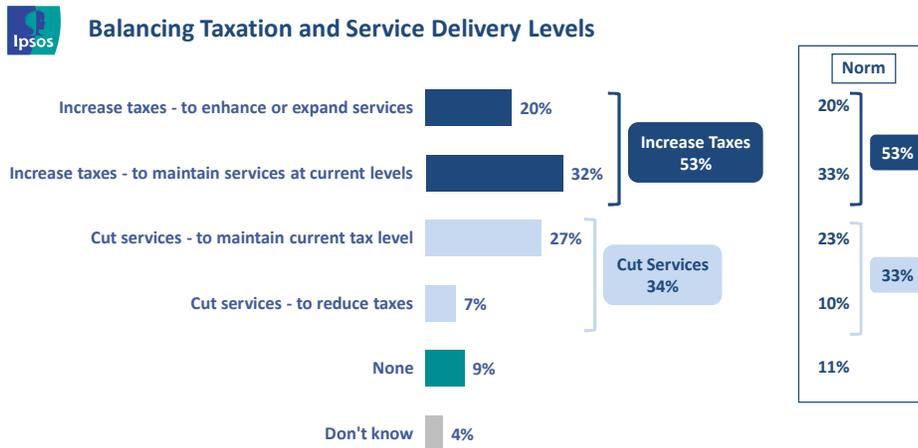
Citizens prefer tax increases over service reductions.

Despite today’s challenging economic times, when given a choice between increased taxes or service cuts, 53% of citizens choose increased taxes while 34% opt for cuts in services.

Looking at tax increases specifically shows that 32% of citizens would prefer the City “increase taxes to maintain services at current levels”; there is less appetite for “increase taxes to enhance or expand services” (20%). When it comes to service reductions, 27% of citizens would prefer the City “cut services to maintain current tax level” while 7% opt for “cut services to reduce taxes”.

These results are consistent with what was reported in 2009.

Furthermore, a preference for tax increases over service cuts is also typically seen in other British Columbian municipalities.



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Increase taxes	68%	64%	56%	53%
Cut services	22%	24%	33%	34%

Q15. Municipal property taxes are the primary way to pay for services provided by the City. 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?

Base: All respondents (n=400)

Citizens’ preference for tax increases over service cuts is consistent across all key demographic subgroups.

Preferred Method of Increasing Revenue

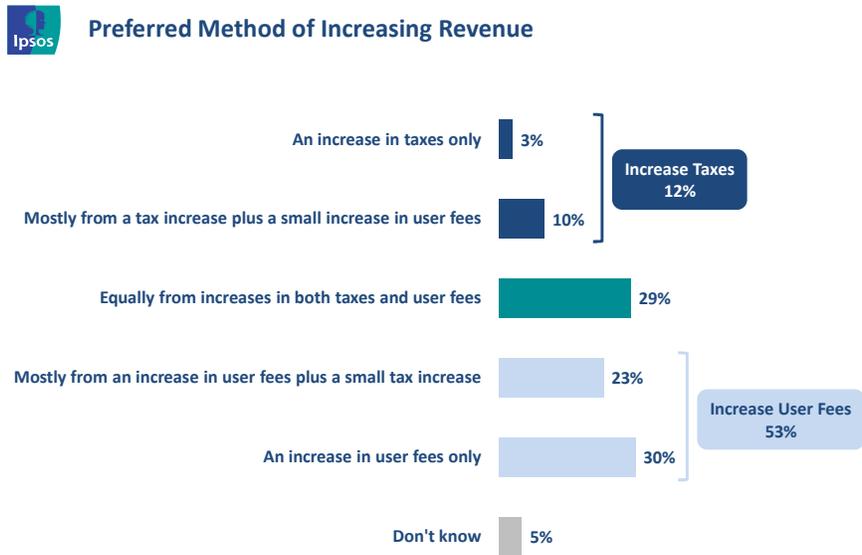
Citizens would much rather see the City obtain additional revenue from user fees than from increased property taxes.

Assuming the City needs to increase the amount of revenue it collects from citizens, just over one-half (53%) would prefer this predominately came from user fees compared to 12% opting for an increase in taxes. Another three-in-ten (29%) would prefer this came “equally from increases in both taxes and user fees”.

Among the 53% opting for an increase in user fees, 30% would prefer this additional revenue came from “an increase in user fees only”, while 23% would prefer it came “mostly from an increase in user fees plus a small tax increase”. The 12% opting for a tax increase is comprised of 3% saying “an increase in taxes only” and 10% saying “mostly from a tax increase plus a small increase in user fees”.

Due to differences in question wording and scale, this year’s results cannot be compared to those obtained in previous surveys.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Q16. In addition to taxes, user fees are another source of revenue for the City. User fees are the fees you pay to participate in some municipal programs or services. Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer that this came from...?

Base: All respondents (n=400)

These results are consistent across all key demographic subgroups.

Support for Paying for New or Enhanced Services

Of the items tested, citizens are most likely to support paying additional taxes or fees for expanded casual recreation opportunities and infrastructure improvements aimed at increasing usage of alternative modes of transportation.

The majority of citizens would support paying additional taxes or fees for a number of new or enhanced services, although clearly some initiatives garner more support than others.

Overall, citizens are most likely to support paying additional taxes or fees for the following two items:

- “Expanded opportunities for casual recreation such as natural areas and walking paths” (77% support, 31% “support strongly”); and,
- “Infrastructure improvements to support increased use of alternative modes of transportation” (70% support, 28% “support strongly”).

The majority of residents would also support paying additional taxes or fees for:

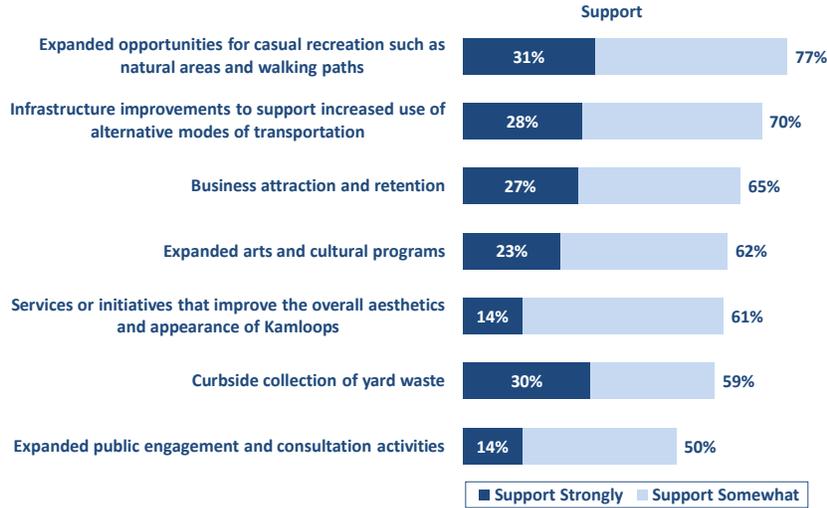
- “Business attraction and retention” (65% support, 27% “support strongly”);
- “Expanded arts and cultural programs” (62% support, 23% “support strongly”);
- “Services or initiatives that improve the overall aesthetics and appearance of Kamloops” (61% support, 14% “support strongly”); and,
- “Curbside collection of yard waste” (59% support, 30% “support strongly”).

Opinion is split regarding paying additional taxes or fees for “expanded public engagement and consultation activities”. While 50% would support this initiative (14% “support strongly”), 46% are opposed (12% “oppose strongly”).

Compared to 2009, citizens this year are more likely to support paying additional taxes or fees for “expanded arts and cultural programs” and “curbside collection of yard waste”. Of the remaining items, support has either not significantly changed or no tracking data is available.



Support for Paying for New or Enhanced Services



Q17. I am going to read a list of potential new or enhanced services the City of Kamloops is considering offering and would like you to tell me whether you would support or oppose paying additional taxes or fees for each. Would you support or oppose paying additional taxes or fees for ...? (Would that be strongly or somewhat support/oppose?)

Base: All respondents (n=400)



Tracking Support for Paying for New or Enhanced Services

	Support			
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Expanded opportunities for casual recreation such as natural areas and walking paths	n/a	n/a	n/a	77%
Infrastructure improvements to support increased use of alternative modes of transportation	n/a	n/a	n/a	70%
Business attraction and retention	n/a	n/a	68%	65%
Expanded arts and cultural programs	n/a	n/a	51%*	62%
Services or initiatives that improve the overall aesthetics and appearance of Kamloops	n/a	n/a	n/a	61%
Curbside collection of yard waste	n/a	n/a	47%	59%
Expanded public engagement and consultation activities	n/a	n/a	n/a	50%

*Not directly comparable due to differences in question wording.

Q17. I am going to read a list of potential new or enhanced services the City of Kamloops is considering offering and would like you to tell me whether you would support or oppose paying additional taxes or fees for each. Would you support or oppose paying additional taxes or fees for ...? (Would that be strongly or somewhat support/oppose?)

Base: All respondents (n=400)



Analysis by key demographic subgroups reveals the following significant differences:

- Support for paying additional taxes or fees for **expanded opportunities for casual recreation** is higher among 18 to 34 year olds (86%, compared to a low of 71% among those who are 55 years or older) and those who have lived in Kamloops for 20 years or less (82%, compared to 72% of those who have lived in the city for more than 20 years).
- Support for paying additional taxes or fees for **infrastructure improvements to support increased use of alternative modes of transportation** is higher among 18 to 34 year olds (80%, compared to a low of 64% among those who are 55 years or older) and those with household incomes of \$40,000 to less than \$80,000 (81%, compared to 66% of those earning \$80,000 or more and 68% of those earning less than \$40,000).
- Support for paying additional taxes or fees for **expanded arts and cultural programs** is higher among those with household incomes of \$40,000 to less than \$80,000 (71%, compared to 56% of those earning less than \$40,000 and 58% of those earning \$80,000 or more).
- Support for paying additional taxes or fees for **services or initiatives that improve the overall aesthetics and appearance of Kamloops** is higher among those who are 55 years or older (70%, compared to a low of 51% among 18 to 34 year olds).
- Support for paying additional taxes or fees for **curbside collection of yard waste** is higher among those with household incomes of \$40,000 to less than \$80,000 (70%, compared to a low of 55% among those earning \$80,000 or more).

Safety and Security

Top-of-Mind Crime and Safety Issues

Drugs/drug-related crimes top citizens' list of crime and safety issues in Kamloops.

While crime might not be a leading top-of-mind issue compared to the priority that citizens place on other issues facing the city, respondents are nonetheless able to identify what they see as important crime and safety issues in Kamloops.

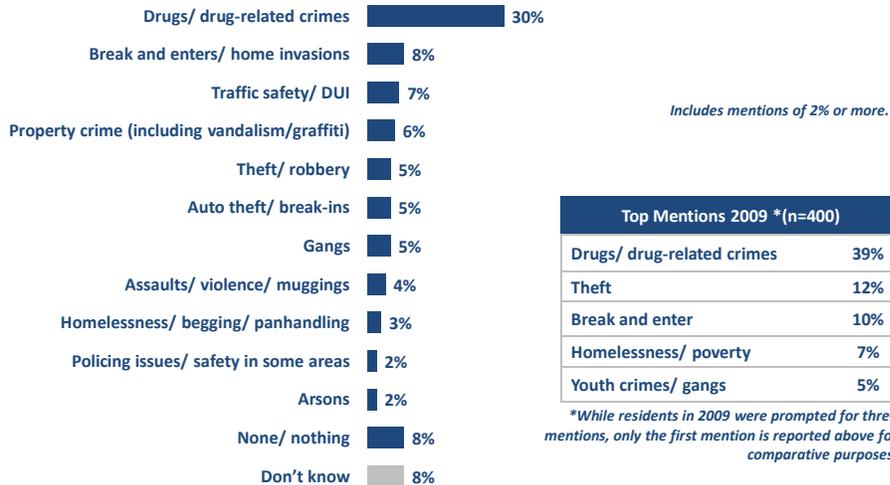
Specifically, when asked to identify the biggest crime and safety issue currently facing the City of Kamloops on an unprompted basis, three-in-ten (30%) citizens point to “drugs/drug-related crimes”. This is nearly four times as many mentions as the number two issue of “break and enters/home invasions” (8%). Other mentions include “traffic safety/DUI” (7%), “property crime (including vandalism/graffiti)” (6%), “theft/robbery” (5%), “auto theft/break-ins” (5%), and “gangs” (5%).

In 2009, “drugs/drug-related crimes” was also citizens’ number one crime and safety issue.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Top-of-Mind Crime and Safety Issues



Q19. In your opinion what is the biggest crime and safety issue currently facing the City of Kamloops?
Base: All respondents (n=400)



Analysis by key demographic subgroups reveals the following significant differences:

- **Drugs/drug-related crimes** are more likely to be mentioned by those who are 35 years or older (includes 39% of those who are 55 years or older and 31% of 35 to 54 year olds, compared to 16% of 18 to 34 year olds).
- **Break and enters/home invasions** are more likely to be mentioned by those who are 55 years or older (12%, compared to a low of 5% among 18 to 34 year olds).
- **Traffic safety/DUI** is more likely to be mentioned by 18 to 34 year olds (13%, compared to a low of 4% among 35 to 54 year olds).
- **Property crime** is more likely to be mentioned by those who have lived in Kamloops for more than 20 years (9%, compared to 4% of those who have lived in the city for 20 years or less).

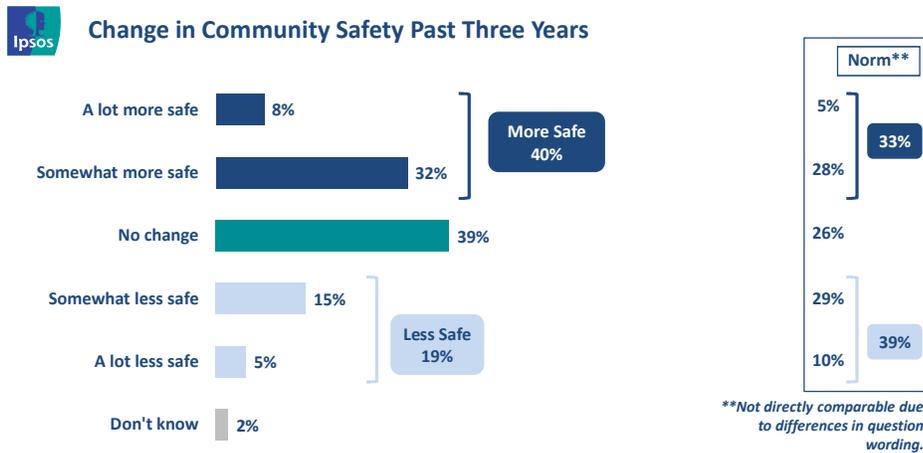
Change in Community Safety Past Three Years

Most citizens think community safety has either stayed the same or improved over the past three years.

Overall, 40% of citizens feel more safe in their community now as compared to three years ago (8% “a lot more safe”). A similar percentage (39%) reports “no change” in feelings of community safety. In comparison, 19% feel less safe in their community now as compared to three years ago (5% “a lot less safe”).

Perceptions of community safety are consistent with what was reported in 2009.

Directional comparisons to Ipsos Reid’s database of municipal norms suggest that perceptions of community safety in Kamloops are better than what is typically seen in other British Columbian municipalities. This is consistent with other survey results showing that crime tends to be less of a concern in Kamloops than elsewhere.



	2003* (n=400)	2006* (n=400)	2009* (n=400)	2012 (n=400)
A lot/somewhat more safe	34%	37%	42%	40%
A lot more safe	8%	6%	8%	8%

*In previous years, residents were asked how perceptions of safety had changed over the past five years.

Q18. Would you say you generally feel more safe or less safe in your community now than you did three years ago? (Would that be a lot or somewhat more/less safe?)

Base: All respondents (n=400)

- Citizens who have lived in Kamloops for 20 years or less are more likely to say they feel **more safe** in their community now as compared to three years ago (49%, compared to 32% of those who have lived in the city for more than 20 years).

Social Planning

Social Planning Priorities

Children and youth at risk is citizens' top social planning priority.

In order to determine the social issues that citizens would most like to see the City take steps to actively address over the next few years, survey respondents were presented with a list of seven different social issues and asked which ones should be the greatest priority for the City of Kamloops.

Overall, citizens place the greatest priority on “children and youth at risk” (52% total mentions). This is almost double what is reported for any other social issue.

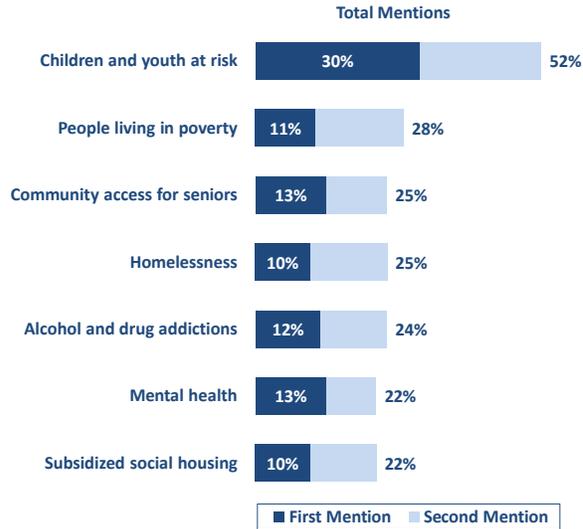
Secondary social issues include “people living in poverty” (28% total mentions), “community access for seniors” (25% total mentions), “homelessness” (25% total mentions), “alcohol and drug addictions” (24% total mentions), “mental health” (22% total mentions), and “subsidized social housing” (22% total mentions).

“Children and youth at risk” was also citizens' top social planning priority in 2009. However, there was slightly more differentiation between the remaining issues in 2009 as compared to this year. For example, in 2009, issues such as “homelessness” and “alcohol and drug addictions” rose above “subsidized social housing”, “people living in poverty”, “community access for seniors”, and “mental health”.

Normative comparisons to other British Columbian municipalities are unavailable for this question.



Social Planning Priorities



Q20. Please tell me which one of the following social issues you'd most like to see the City of Kamloops take steps to actively address over the next few years. And which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years?

Base: All respondents (n=400)



Tracking Social Planning Priorities

	Total Mentions			
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)
Children and youth at risk	n/a	n/a	46%	52%
People living in poverty	n/a	n/a	23%	28%
Community access for seniors	n/a	n/a	22%	25%
Homelessness	n/a	n/a	31%	25%
Alcohol and drug addictions	n/a	n/a	30%	24%
Mental health	n/a	n/a	19%	22%
Subsidized social housing	n/a	n/a	24%	22%

Q20. Please tell me which one of the following social issues you'd most like to see the City of Kamloops take steps to actively address over the next few years. And which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years?

Base: All respondents (n=400)

Analysis by key demographic subgroups reveals the following significant differences:

- **Children and youth at risk** is more likely to be mentioned by 35 to 54 year olds (60% total mentions, compared to a low of 42% among those who are 55 years or older).
- **Community access for seniors** is more likely to be mentioned by those who are 55 years or older (32% total mentions, compared to 19% of 18 to 34 year olds and 21% of 35 to 54 year olds), those who have lived in Kamloops for more than 20 years (30% total mentions, compared to 18% of those who have lived in the city for 20 years or less), and those with household incomes of less than \$40,000 (33% total mentions, compared to a low of 20% among those earning \$80,000 or more).
- **Alcohol and drug addictions** are more likely to be mentioned by men (30% total mentions, compared to 18% of women).
- **Mental health** is more likely to be mentioned by women (27% total mentions, compared to 16% of men).



WEIGHTED SAMPLE CHARACTERISTICS



Weighted Sample Characteristics

Gender

Male	48%
Female	52%

Age

18 to 24	10%
25 to 34	19%
35 to 44	15%
45 to 54	20%
55 to 64	15%
65 or older	21%

Length of Residency in Kamloops

Less than 1 year	<1%
1 to 10 years	26%
11 to 20 years	21%
21 to 30 years	22%
31 to 40 years	15%
More than 40 years	16%
<i>Mean</i>	<i>23.5 years</i>

Household Income

Under \$20,000	8%
\$20,000 to less than \$40,000	14%
\$40,000 to less than \$60,000	14%
\$60,000 to less than \$80,000	18%
\$80,000 to less than \$100,000	14%
\$100,000 or more	22%
Refused	10%

Household Composition

One or more single adults sharing a residence	27%
Couple with no dependent children	28%
Couple with dependent children	36%
Single parent with dependent children	3%
Extended family	5%



APPENDIX: QUESTIONNAIRE

Hello, this is _____ calling from Ipsos Reid. We're a professional public opinion research company calling on behalf of the City of Kamloops. We are not selling anything. The City is looking for your input about the programs and services it provides and the issues you think the City should prioritize.

May I please speak with the youngest person in the household who is 18 years of age or older?
Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK & TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

(IF NECESSARY: Please be assured that this survey is completely confidential.)

(IF NECESSARY: This survey will take around 15 minutes to complete. Your input is very important to the City of Kamloops.)

(IF NECESSARY: The City of Kamloops is interested in hearing from a broad cross section of the public, including all age groups. However, we are making a special effort to encourage the participation of younger residents, because we know from past experience that younger residents are harder to reach and less likely to take part in surveys.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

SCREENING

A. First of all, do you or does anyone in your household work for **(READ LIST)?**

[RANDOMIZE]

The City of Kamloops

An advertising agency

The media, that is a radio or TV station or a newspaper or magazine

A market research firm

[ALWAYS LAST] (DO NOT READ) None

[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK & TERMINATE.]

B. To confirm, do you live in the City of Kamloops?

Yes

No

[IF 'YES' IN QB, CONTINUE. OTHERWISE, THANK & TERMINATE.]



- C. In order to know how to classify your responses, can you please provide me with the first three digits of your postal code? **(DO NOT READ LIST) [RECORD POSTAL CODE]**

(IF NECESSARY: We would like to further confirm we are talking only to those who reside in the City of Kamloops. I assure you that this information will remain completely confidential.)

V2C

V2E

V1S

V2B

V2H

Other [specify]

[IF 'OTHER/DK/REF' IN QC, THANK & TERMINATE. OTHERWISE, CONTINUE.]

- D. The City of Kamloops is interested in hearing from a broad cross-section of the public, including representation from all age groups. Please tell me into which of the following age categories you fall. **(READ LIST UNTIL ANSWERED)**

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 or older

[IF 'DK/REF' IN QD, THANK & TERMINATE. OTHERWISE, CONTINUE.]

- E. **[RECORD GENDER] (DO NOT ASK)**

Male

Female

TOP OF MIND ISSUES

1. In your view, as a resident of the City 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? **[ACCEPT 1 MENTION]** Are there any other important local issues? **[ACCEPT 1 MENTION] [IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q2.]**

None/nothing

Other [specify]



[RECORD 1ST MENTION]
[RECORD 2ND MENTION]

QUALITY OF LIFE

2. What would you say are the top two qualities or features that make Kamloops a good place to live? **[ACCEPT UP TO 2 MENTIONS]**

None/nothing
Other [specify]

3. How would you rate the overall quality of life in Kamloops today? Would you say **(READ LIST)**?

Very good
Good
Poor
Very poor

4. And, do you feel that the quality of life in Kamloops in the past three years has **(READ LIST)**?

Improved
Stayed the same
Worsened

[IF 'IMPROVED' IN Q4, ASK Q5. OTHERWISE, SKIP TO Q6.]

5. Why do you think the quality of life has improved? **[ACCEPT 1 MENTION]**

[IF 'WORSENERD' IN Q4, ASK Q6. OTHERWISE, SKIP TO Q7.]

6. Why do you think the quality of life has worsened? **[ACCEPT 1 MENTION]**

CITY SERVICES

[ASK ALL]

Next, a few questions about the services provided by the City of Kamloops...

7. How satisfied are you with the overall level and quality of services provided by the City of Kamloops? Would you say **(READ LIST)**?

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied



8. I am going to read a list of available services and various aspects of the City of Kamloops. Please rate how **important** each one is to you, using a scale of **(READ LIST)**. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Business attraction and retention
- Programs and services for recreation and sport
- The overall aesthetic appearance of the city
- Opportunities and venues for the arts and cultural activities
- Public transit system
- Availability of bike lanes
- Availability of green spaces for recreation and enjoyment
- Infrastructure improvements such as sidewalks, street lighting, and road repair
- Community planning
- Environmental protection
- Police services
- Fire services
- Financial support for neighbourhood associations
- Enforcement related to unsightly properties

- Very important
- Somewhat important
- Not very important
- Not at all important

9. Now, please rate how **satisfied** you are with the various services and aspects of the City of Kamloops. Our scale is **(READ LIST)**. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Business attraction and retention
- Programs and services for recreation and sport
- The overall aesthetic appearance of the city
- Opportunities and venues for the arts and cultural activities
- Public transit system
- Availability of bike lanes
- Availability of green spaces for recreation and enjoyment
- Infrastructure improvements such as sidewalks, street lighting, and road repair
- Community planning
- Environmental protection
- Police services
- Fire services
- Financial support for neighbourhood associations



Enforcement related to unsightly properties

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

CITY CONTACT AND COMMUNICATIONS

Changing topics slightly...

10. DELETED

11. Have you contacted or dealt with the City of Kamloops or one of its employees in the last 12 months?

Yes

No

[IF 'YES' IN Q11, ASK Q12-Q13. OTHERWISE, SKIP TO Q14.]

When answering the next few questions, please focus on your experience the last time you contacted the City or one of its employees.

12. What was the main reason why you contacted the City? **[ACCEPT 1 MENTION]**

(INTERVIEWER NOTE: If respondent provides generic answer such as “to get information from the City” or “to get information about a City program” – probe for the specific type of information or City program.)

13. How satisfied are you with **[INSERT ITEM]**? Would you say **(READ LIST)**? How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

[ALWAYS 1ST] The overall service you received

Staff's knowledge

Staff's helpfulness

Staff's ability to resolve your issue

Staff's courteousness

The speed and timeliness of service

The ease of reaching staff



- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

FINANCING

[ASK ALL]

Changing topics slightly...

14. 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? (Is that very or fairly good/poor value?)

- Very good value
- Fairly good value
- Fairly poor value
- Very poor value

15. Municipal property taxes are the primary way to pay for services provided by the City. 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? **(READ LIST)**

[ROTATE 1-4, 4-1]

- Increase taxes - to enhance or expand services
- Increase taxes - to maintain services at current levels
- Cut services - to maintain current tax level
- Cut services - to reduce taxes

[ALWAYS LAST] (DO NOT READ) None

16. In addition to taxes, user fees are another source of revenue for the City. User fees are the fees you pay to participate in some municipal programs or services.

Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer that this came from **(READ LIST)**? **[ACCEPT 1 MENTION ONLY]**

(INTERVIEWER NOTE: IF RESPONDENT SAYS NONE SAY: I know you would prefer none of these options, but if you had to choose, what would you say?)



- An increase in taxes only
- Mostly from a tax increase plus a small increase in user fees
- Equally from increases in both taxes and user fees
- Mostly from an increase in user fees plus a small tax increase
- An increase in user fees only

17. I am going to read a list of potential new or enhanced services the City of Kamloops is considering offering and would like you to tell me whether you would support or oppose paying additional taxes or fees for each. Would you support or oppose paying additional taxes or fees for **[INSERT ITEM]**? (Would that be strongly or somewhat support/oppose?)
How about **[INSERT]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Curbside collection of yard waste
- Business attraction and retention
- Expanded arts and cultural programs
- Infrastructure improvements to support increased use of alternative modes of transportation
(IF NECESSARY: By this we mean alternatives to car travel)
- Services or initiatives that improve the overall aesthetics and appearance of Kamloops
- Expanded opportunities for casual recreation such as natural areas and walking paths
- Expanded public engagement and consultation activities

- Support strongly
- Support somewhat
- Oppose somewhat
- Oppose strongly

SAFETY AND SECURITY

Changing topics slightly...

18. Would you say you generally feel more safe or less safe in your community now than you did three years ago? (Would that be a lot or somewhat more/less safe?)

- A lot more safe
- Somewhat more safe
- Somewhat less safe
- A lot less safe
- (DO NOT READ)** No change

19. In your opinion what is the biggest crime and safety issue currently facing the City of Kamloops? **[ACCEPT 1 MENTION]**



None/nothing
Other [specify]

[RECORD 1ST MENTION]

SOCIAL PLANNING

20. Please tell me which one of the following social issues you'd most like to see the City of Kamloops take steps to actively address over the next few years. **(READ LIST) [ACCEPT 1 MENTION]** And which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years? **(READ REMAINING ITEMS IF NECESSARY) [ACCEPT 1 MENTION] [IF 'DK/REF' AT ANY TIME, SKIP TO Q21.]**

[RANDOMIZE]

- Homelessness
- People living in poverty
- Subsidized social housing
- Alcohol and drug addictions
- Mental health
- Children and youth at risk
- Community access for seniors

[RECORD 1ST MENTION]

[RECORD 2ND MENTION]

DEMOGRAPHICS

Finally, just a few last questions for statistical purposes...

21. How many years have you lived in the City of Kamloops? **(RECORD NUMBER OF YEARS) (IF LESS THAN 1 YEAR ENTER 0)**

[RANGE 0 TO 100]

22. Which of the following best describes your household? Please stop me when I've reached your category. **(READ LIST) [ACCEPT 1 MENTION]**

[DO NOT RANDOMIZE]

- One or more single adults sharing a residence (you by yourself or with at least one roommate)
- Couple with no dependent children
- Couple with dependent children (two parents living with at least one child)
- Single parent with dependent children (one parent living with at least one child)
- Extended family (parents, grandparents and children all living together)



23. DELETED

24. DELETED

25. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined. Please stop me when I've reached your category. **(READ LIST)**

Under \$20,000

\$20,000 to less than \$40,000

\$40,000 to less than \$60,000

\$60,000 to less than \$80,000

\$80,000 to less than \$100,000

\$100,000 or more

Thank you for helping us to complete this survey!