

November/December 2023

City of Kelowna Community Survey – Top-Line Findings

GSL
GROUP



MUSTEL GROUP
MARKET RESEARCH



➤ Foreword

Introduction

GSL Group commissioned Mustel Group to conduct a statistically valid survey of City of Kelowna residents to determine the community's views of Prospera Place and its priority for revitalization relative to other taxpayer supported community services and facilities.

Methodology

- A hybrid telephone and online survey was completed with a random selection of 300 residents 18 year of age or over.
- The margin of error on the sample of 300 is +/-5.7% at the 95% confidence level.
- The telephone sample was drawn at random from our regularly up-dated database of published residential listings, including both landlines and cell numbers released in the community. Our sample frame is updated continuously and includes the most recently published exchanges and newest listings.
- Specific steps were taken to ensure the sample is representative of the community at large, including:
 - Random selection of the individual within the household; and
 - Multiple attempts to reach the selected household or individual (minimum of 6 attempts) to minimize possible bias due to non-response.
- All telephone interviewing was conducted through Mustel Group's telephone facility, where interviewers are continuously supervised and monitored by senior staff.
- The online sample was provided by our trusted panel partner Asking Canadians, with steps taken to ensure it would be representative demographically of the population.
- The final sample was matched to Statistics Canada Census data by gender within age to ensure that the sample is representative of the City's population.
- Interviewing was conducted November 22nd to December 14th, 2023.



➤ Executive Overview

Issues of Concern/Priority for City

- When asked what they thought are the most important local issues facing the City, the issues that should receive the greatest attention from City council, homelessness, followed by affordable housing are the most frequently mentioned issues that residents are concerned about (mentioned by 49% and 30% respectively).
- A variety of other issues are also cited by 11%-22% including: crime/drugs/safety, traffic/road improvements, overdevelopment/lack of infrastructure and healthcare/addiction/mental health services. Recreation or park facilities are only listed by 3% of residents.
- When further asked to rate a number of issues or services as high, medium, or low priority for city council, keeping in mind city budgets, creating affordable housing is again at the top of the list (rated as a high priority by 79%), followed by improving public safety (67%).
- The next highest priorities for city council are expanding the transportation infrastructure (49%), and environment/climate change resiliency (42%). Between 23% and 32% rate economic development, redevelopment of Parkinson Recreation Centre and expanding recreational facilities as high priorities.
- Lowest in priority is revitalization of Prospera Place (11% high priority, 33% medium and 55% low priority).

Usage and Opinions of Prospera Place

- Nine-in-ten residents have visited Prospera Place at some point in the past, and over half (56%) have visited the facility in the past year, making on average 2.5 visits per resident.
- Visitors are most inclined to have attended a hockey game (57%) followed by a concert (46%) and/or a community event (39%).
- When asked for their overall opinion of or experience at Prospera Place, responses tend to be positive. Overall, 60% offer favourable comments in contrast to 22% providing criticisms. Note some provide both a positive and negative comment.
- Positive comments reference the overall facility (“nice”, “good”), positive past experiences, the variety of events hosted, and the design of the facility (e.g., “spacious”, “good sightlines”).
- The most common negative comment made by 11% is that the facility needs renovation.
- Residents are not particularly confident that projects such as the rebuild of Parkinson Rec Center and Glenmore Activity Centre can be delivered by the city on budget and on schedule. In fact, almost half (46%) are more likely to support such projects if the private sector was responsible and accountable for the budget and schedule.



➤ Executive Overview – cont'd

Summary

- In summary, residents tend to be satisfied with Prospera Place and see it as a low priority for municipal government spending, relative to other issues such as housing, safety, transportation infrastructure and climate change resiliency.
- In addition, if facility upgrades are made or facilities redeveloped such as the Parkinson Recreation Centre, there is greater confidence in the private sector than the city to be able to complete the project on time and budget.

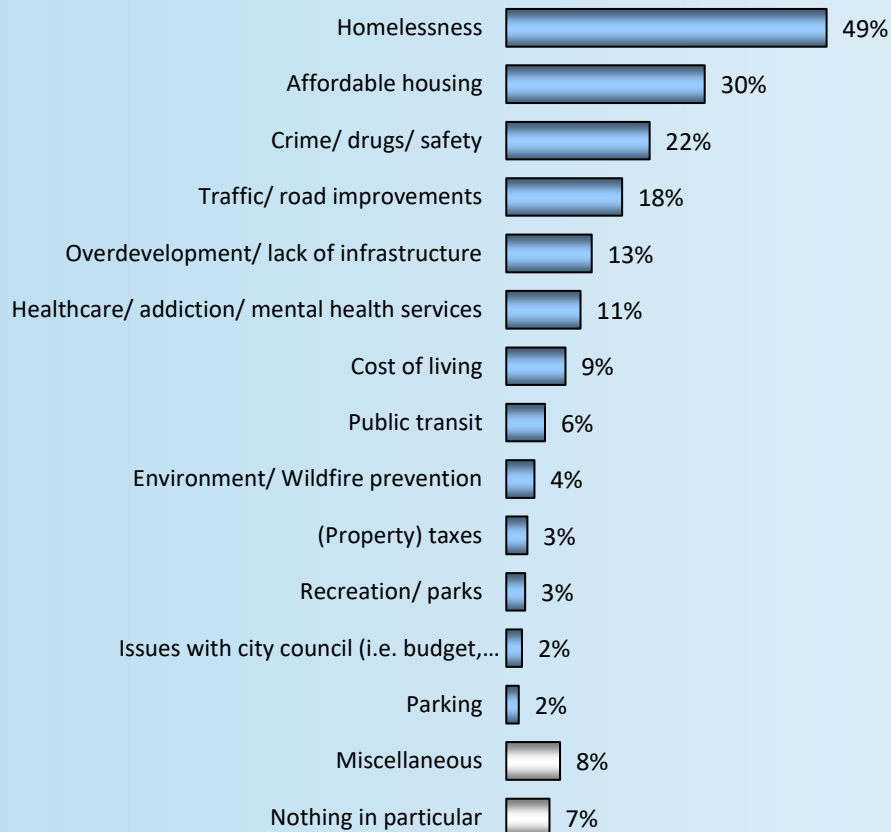


MUSTEL GROUP
MARKET RESEARCH

Detailed Findings



➤ Most Important Local Issues (unaided)



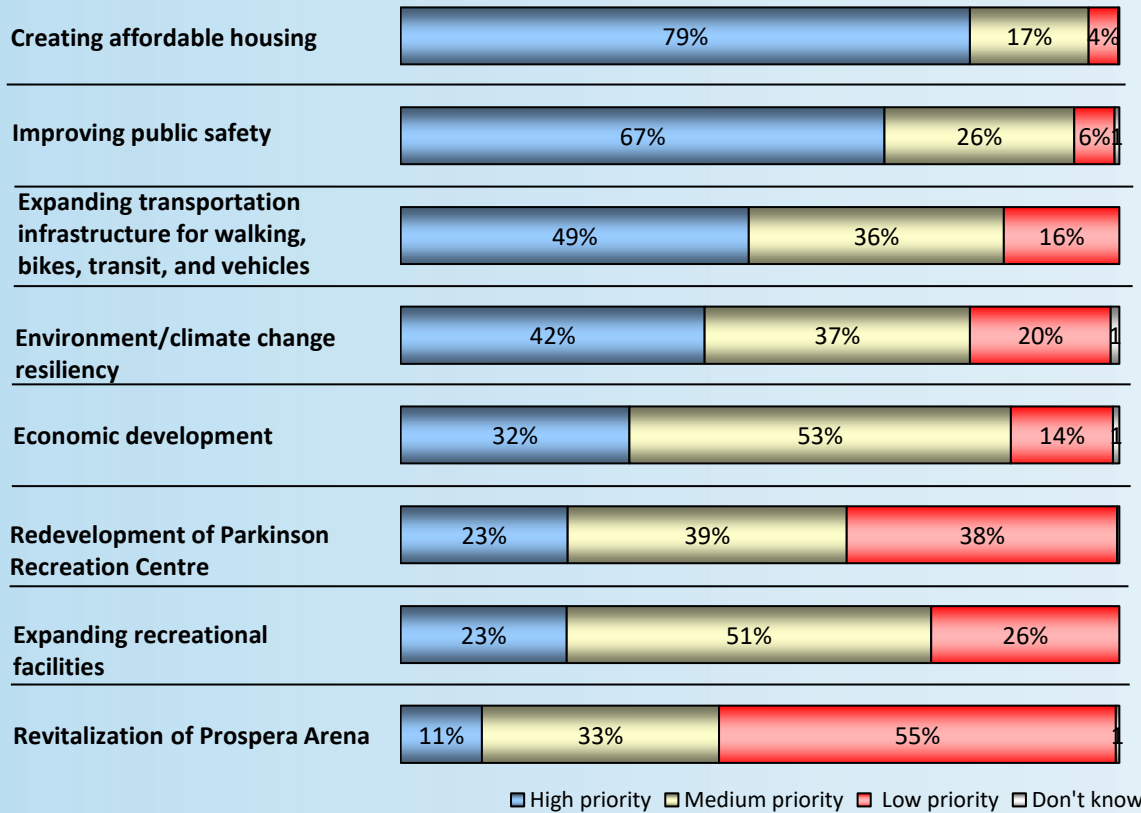
Base: Total (n=300)

Q.1) What do think are the most important local issues facing the City of Kelowna, the issues that should receive the greatest attention from City council?

- The survey began with asking City of Kelowna residents what they thought are the most important local issues facing the City, the issues that should receive the greatest attention from City council. Note that the question was unprompted, and responses were coded into like themes.
- Homelessness, followed by affordable housing are the most frequently mentioned issues (by 49% and 30% respectively) among all demographic segments.
- A variety of other issues are also cited by 11%-22% including: crime/drugs/safety, traffic/road improvements, overdevelopment/lack of infrastructure and healthcare/addiction/mental health services.
- Recreation or park facilities are only listed by 3% of residents.



➤ Priorities for City Council



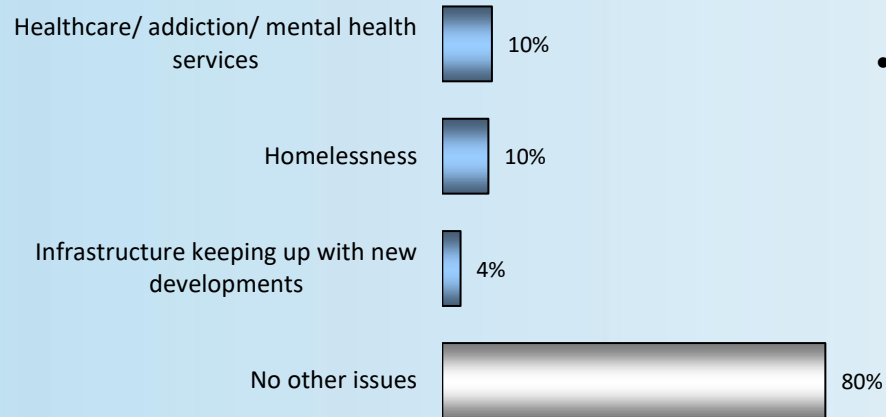
Base: Total (n=300)

Q.2a-h) With city budgets in mind and desire to maintain reasonable increases each year, in coming years should city council place a high, medium, or low priority on:

- Residents were also asked to rate a number of issues or services as high, medium or low priority for city council, keeping in mind city budgets.
- Consistent with earlier responses, creating affordable housing is at the top of the list (rated as a high priority by 79%), followed by improving public safety (67%).
- The next highest priorities for city council are expanding the transportation infrastructure (49%), and environment/climate change resiliency (42%).
- Between 23% and 32% rate economic development, redevelopment of Parkinson Recreation Centre and expanding recreational facilities as high priorities.
- Lowest in priority is revitalization of Prospera Place (11% high priority, 33% medium and 55% low priority).
- This view is consistent among both males and females and by age group. Even among past year users of Prospera Place, 48% rate revitalization as a low priority and only 16% a high priority.



➤ Other High Priority Issues (unaided)



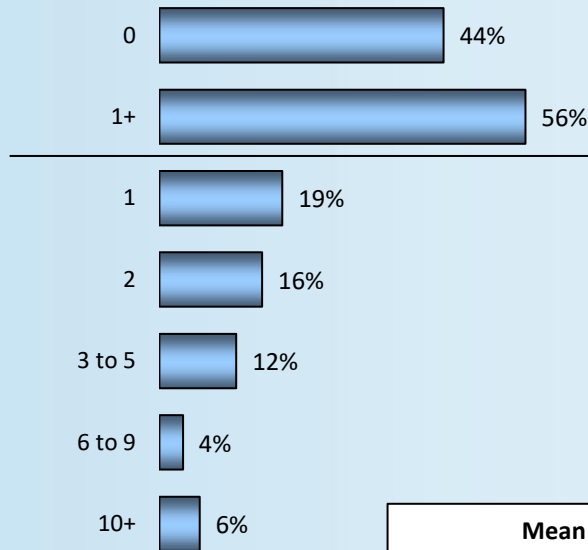
- When asked if there are any other issues that are considered a high priority, healthcare, homelessness and infrastructure keeping pace with development is again mentioned.

Base: Total (n=300)

Q.3) Are there any other issues that you consider a high priority?



➤ Number of Times in Past Year Visited Prospera Place



Mean
2.5 per capita
4.5 per past year visitor

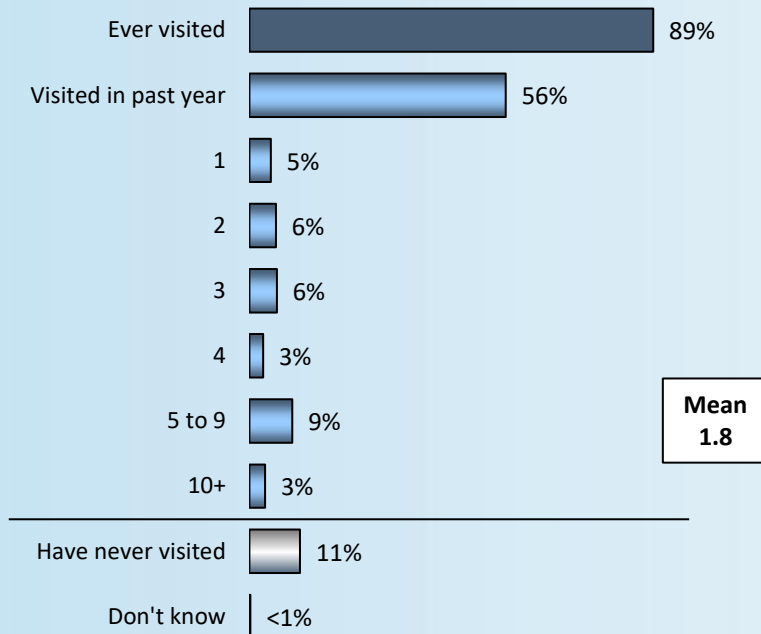
- Just over half (56%) of City of Kelowna residents have visited Prospera Place in the past year, making on average 2.5 visits per resident or 4.5 per past year visitor.
- The frequency of visits is similar among males/females and by age groups.

Base: Total (n=300)

Q.4) Approximately how many times in the past year did you:
a. Attend events or activities at Prospera Place?



➤ No. of Years Ago Last Visited Prospera Place



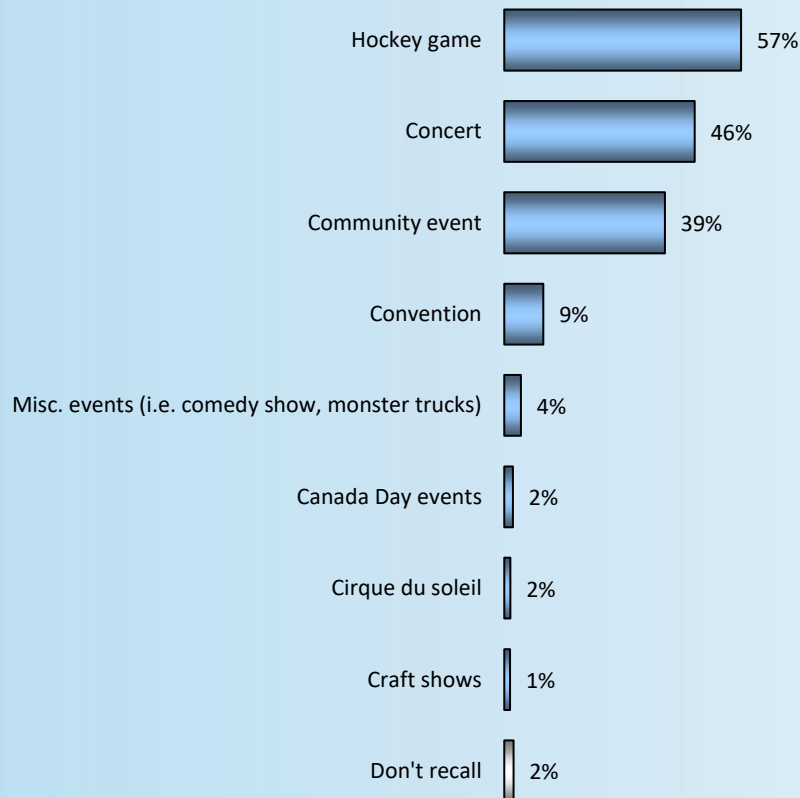
- Those who had not visited Prospera Place in the last year were asked how many years ago they had visited the facility.
- Only 11% of residents have never visited the facility.

Base: Total (n=300)

Q.5a) How many years ago did you last visit Prospera Place?



➤ Events or Occasions Visited Prospera Place



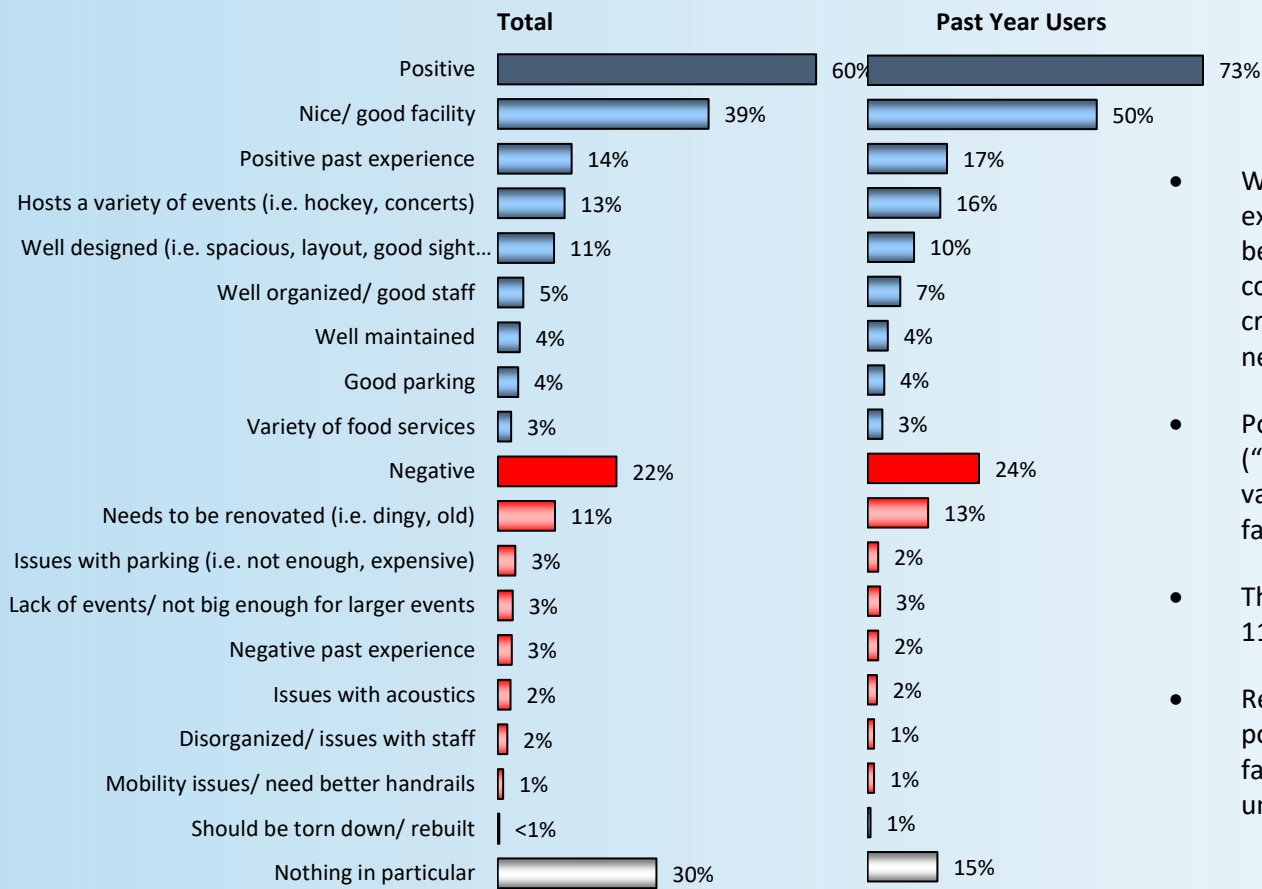
- Those who have visited Prospera Place were most inclined to have attended a hockey game (57%) followed by a concert (46%) and/or a community event (39%).

Base: Total ever visited Prospera Place (n=269)

Q.6) For what events or occasions have you visited Prospera



Opinion Of Prospera Place (unaided)



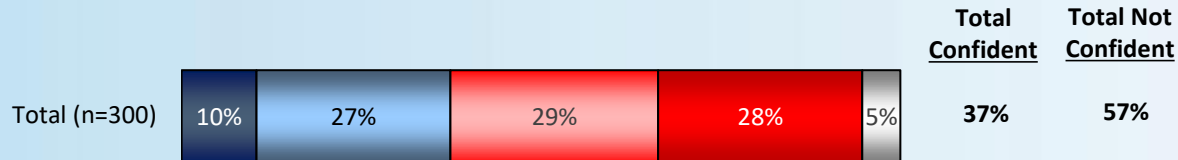
- When asked for their overall opinion of or experience at Prospera Place, responses tend to be positive. Overall, 60% offer favourable comments in contrast to 22% providing a criticism. Note some provide both a positive and negative comment.
- Positive comments reference the overall facility (“nice”, “good”), positive past experiences, the variety of events hosted and the design of the facility (e.g., “spacious”, “good sightlines”).
- The most common negative comment made by 11% is that the facility needs renovation.
- Recent (past year) visitors tend to be more positive about the facility with 73% providing a favourable comment in contrast to 24% an unfavourable view.

Base: Total (n=300)

Q.7) What is your overall opinion of or experience at Prospera Place?



Confidence That City Projects Will be on Budget and Schedule



- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Don't know/ no opinion

- Residents are not particularly confident that City projects such as Parkinson Rec Center and Glenmore Activity Centre can be built by the city on budget and on schedule.

Base: Total

Q.10) How confident are you that the city can build projects like the Parkinson Rec Center and Glenmore Activity Centre on budget and on schedule?



Support For Future Projects/ Upgrades If Private Sector Were Involved



- More likely
- Less likely
- Makes no difference
- Don't know/ no opinion

- Almost half (46%) of residents are *more likely* to support projects like Parkinson Rec Centre, Glenmore Activity Centre and future upgrades to Prospera Place if the private sector was responsible and accountable for the budget and schedule.

Base: Total

Q.11) 11. Are you more likely or less likely to support projects like Parkinson Rec Centre, Glenmore Activity Centre and future upgrades to Prospera Place if the private sector was responsible and accountable for the budget and schedule?



MUSTEL GROUP
MARKET RESEARCH

Demographics



Demographic Profile

	<u>Total</u> (300) %
Gender	
Male	48
Female	52
Age	
18 to 34	28
35 to 44	15
45 to 54	14
55 to 64	16
65 years and over	26
Refused	<1%
Household Composition	
Person living alone	21
Person living with parents	9
Person living with friends	6
Spouse or partner, no children at home	35
Spouse or partner with children at home	24
Single parent with children at home	4
Refused	1

	<u>Total</u> (300) %
Household Income	
Less than \$75,000	44
Under \$40,000	16
\$40,000 to under \$75,000	28
Refused further	1
\$75,000 or more	50
Under \$100,000	15
\$100,000 to under \$125,000	13
\$125,000 or more	19
Refused further	4
Don't know	5
Postal Code	
V1P	17
V1V	22
V1W	13
V1X	13
V1Y	35