

2023 COMMUNICATIONS SURVEY

PREPARED FOR THE CITY OF KELOWNA BY:

Ipsos

DRAFT REPORT

JANUARY 22, 2024

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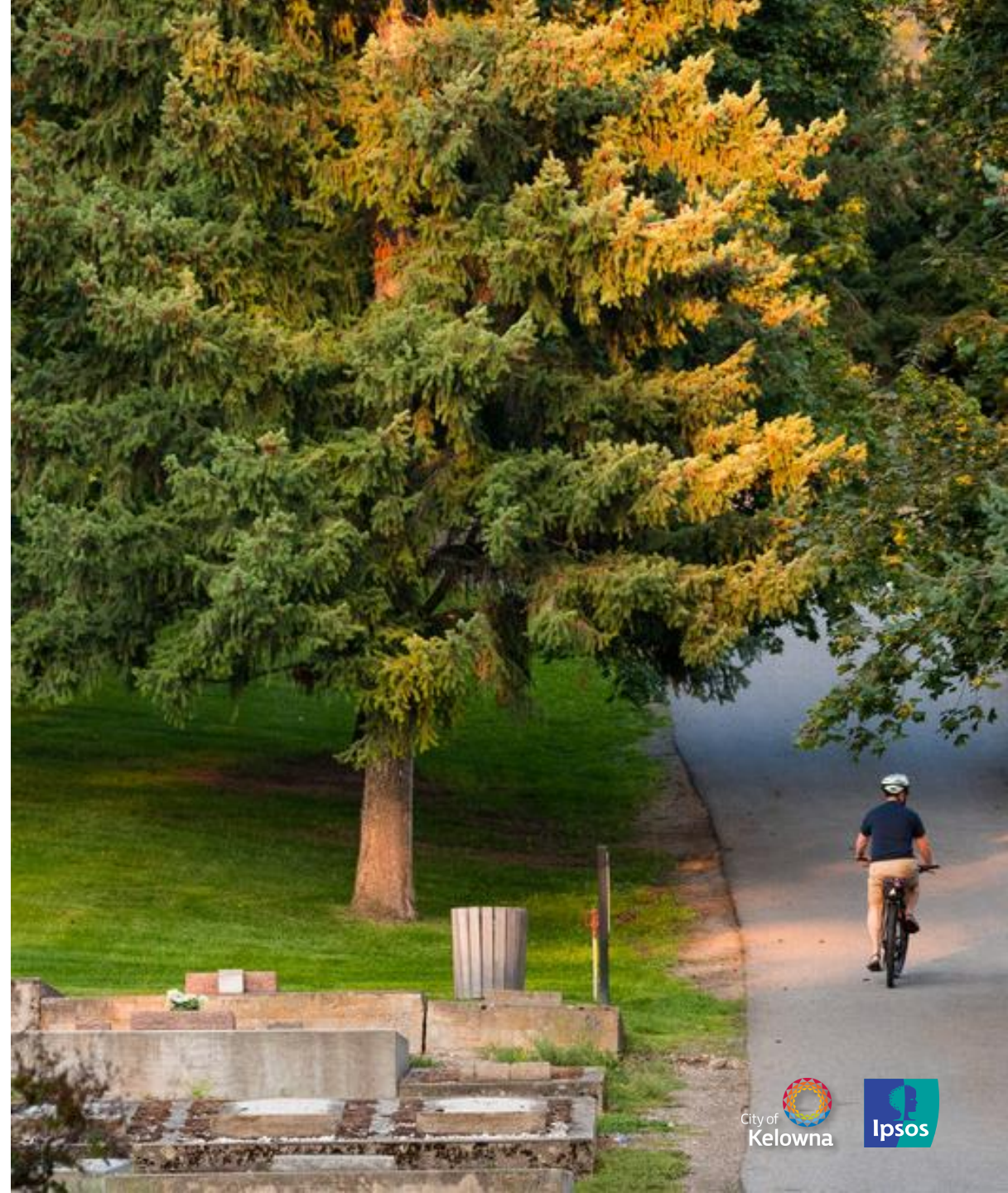
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INTRODUCTION

1

Objectives and Methodology



This report presents the findings of the [City of Kelowna's 2023 Communications Survey](#). The main purpose of this survey is to understand how the City can improve communication with citizens.



Ipsos conducted a total of 300 telephone interviews with a randomly selected representative sample of Kelowna residents aged 18 years or older.

The survey was conducted using numbers from both cellphones (78%) and landlines (22%). A screening question was included at the start of the survey to confirm residency in Kelowna.

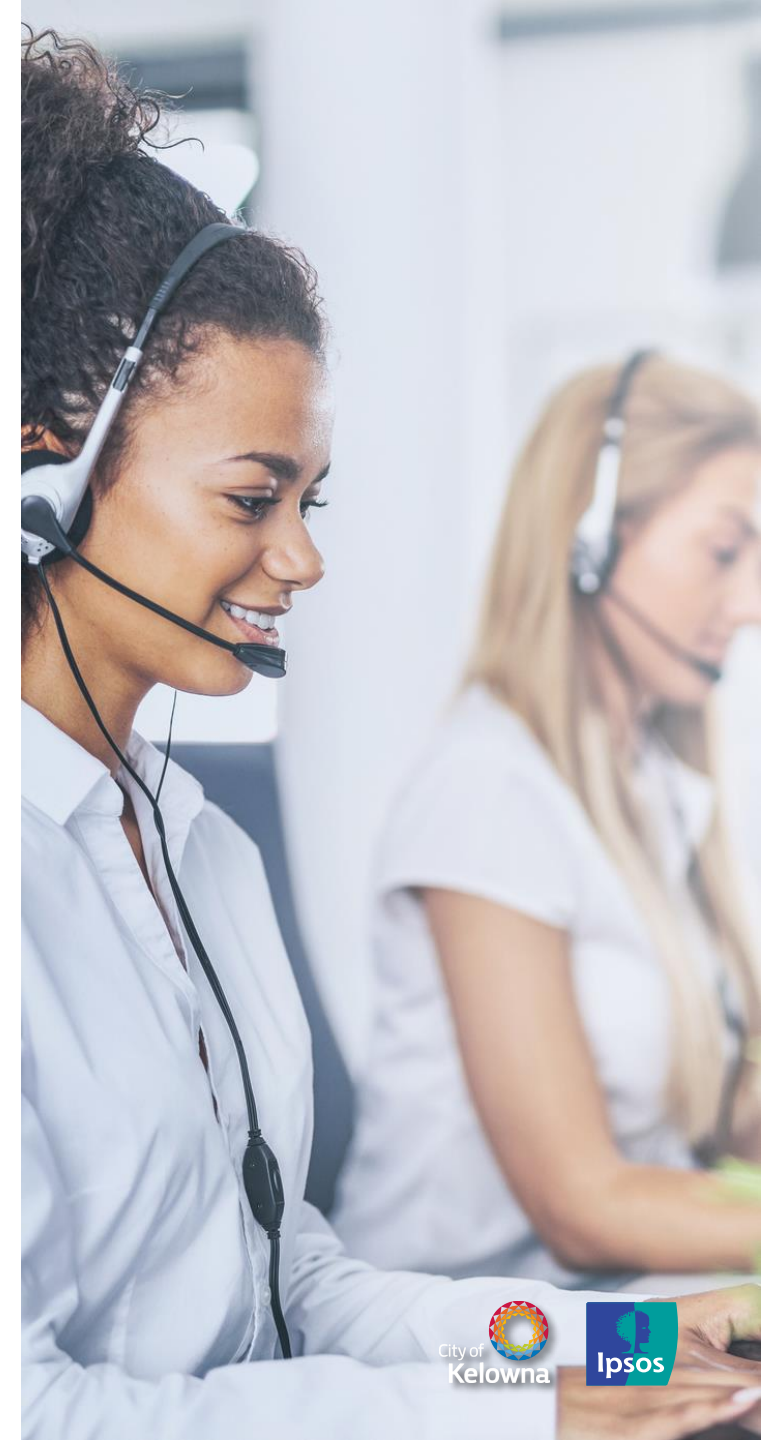
The average time to complete the survey was 15 minutes.

To ensure the data was gathered from a representative group of residents, sample quotas were set by gender, age, and area of the city.

All interviews were conducted between November 27 and December 20, 2023.

The final data has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in Kelowna according to 2021 Census data.

Overall results based on a sample size of 300 are accurate to within $\pm 5.7\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.



Notes to Reader

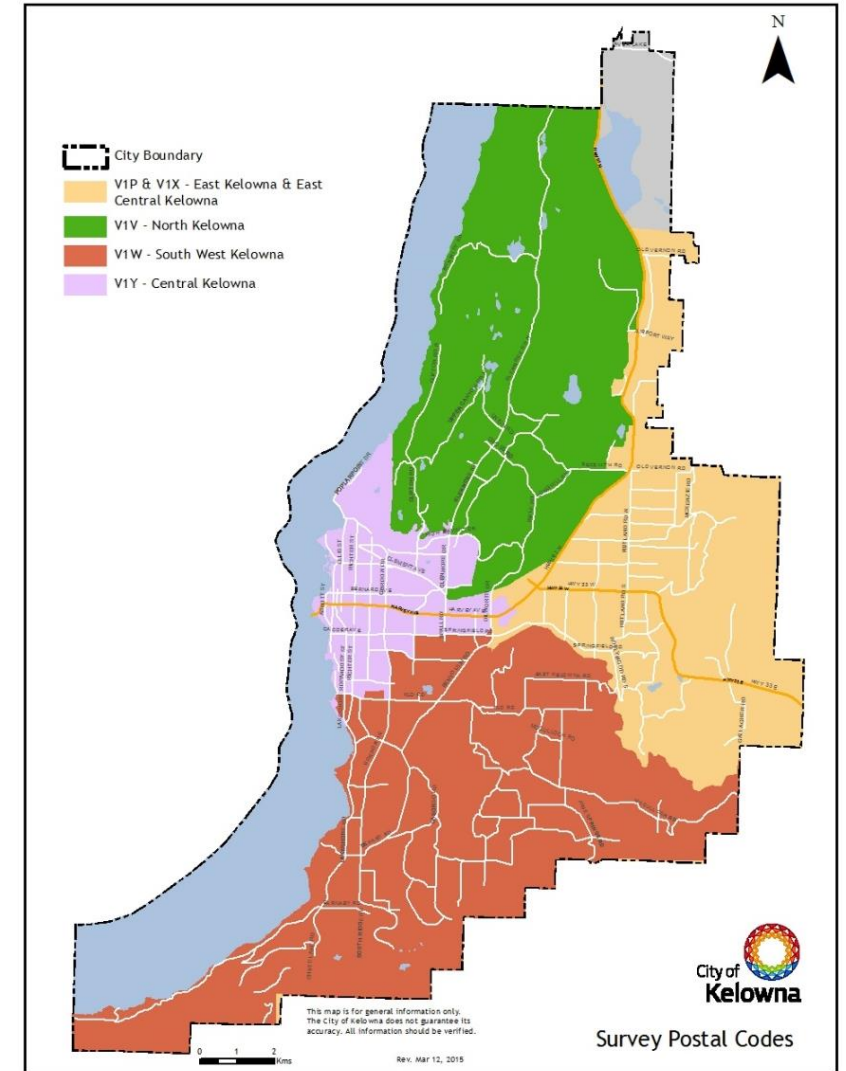


Some totals in the report may not add to 100%. Some summary statistics (e.g., total agree) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

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

For the purposes of this research study, neighbourhoods are defined by FSA (first three postal code digits) as follows:

- **V1W – South West Kelowna** (includes Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North Okanagan Mission, South Okanagan Mission)
- **V1Y – Central Kelowna** (includes Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, Pandosy north of KLO)
- **V1V – North Kelowna** (includes Clifton, Glenmore Valley, Dilworth, McKinley, Quail Ridge, Sexsmith)
- **V1X/V1P – East Central Kelowna/East Kelowna** (includes Hwy 97 North, Rutland, Toovey, Belgo, Black Mountain, Rutland Bench)



EXECUTIVE SUMMARY

2

Executive Summary

GENERAL SOURCES FOR LOCAL INFORMATION



- Citizens most often rely on word of mouth, including family, friends, and co-workers (80%) and online-only news publications (77%) to **obtain reliable and accurate information about local news and events**. The next most frequently mentioned information sources are online version of mainstream news outlets (57%) and radio (51%). City of Kelowna website sits in seventh place overall, garnering 35% of mentions. Fewer (23%) mention City of Kelowna social media accounts.
 - Older citizens are more likely to use traditional media sources (radio, television, print newspapers) and the City’s website while younger citizens rely more heavily on social media (includes both City and non-City social media accounts).
- The **decision to use a specific information source** is primarily motivated by “convenience/easy access” (45% coded open-ends).
 - Those <55 years of age are particularly motivated by convenience.
- Facebook (65%) and YouTube (63%) are the most popular **social media platforms**, with a majority of citizens saying they use each of these at least once a week. Instagram places third (45%).
 - Social media usage is generally higher among younger residents and lower among older residents. Notable exceptions are Facebook and LinkedIn, which are used most heavily by those who are 35-54 years of age.
- Most citizens strive to be responsible consumers of news, **taking steps to verify information online is accurate before sharing** (87%) and **seeking out different perspectives and opinions on divisive issues** (86%). The majority (84%) also claim they **can always tell the difference between a news story and opinion or commentary piece**.
 - Those who are 35-54 years of age are more likely to say they take steps to verify that information they see online is accurate before sharing it with others.
- Citizens largely **trust the traditional news media to report the news fully, accurately, and fairly** (77%). However, this opinion is not shared universally, with nearly one-quarter (23%) disagreeing. Moreover, a sizeable minority (43%) believe they **can get more accurate information by following people in the know online**.
 - Trust in the traditional news media is higher among older citizens.

Executive Summary

ACCESSING CITY INFORMATION



- Most (64%) citizens say they feel well **informed about City services, Council priorities and decisions, and service, program, and policy issues**. However, of these, only one-in-ten (10%) feel 'very well informed'; the majority (53%) are more tempered in their assessment, saying they are 'somewhat well informed'. Moreover, more than one-third (36%) feel poorly informed in this regard.
 - Older citizens are more likely to feel well informed about City services, Council priorities and decisions, and service, program, and policy issues.
- Citizens are most familiar with the work the City is doing in terms of **housing affordability** (71%) and **addressing homelessness** (70%). Just over half (55%) say they are familiar with the City's **transportation initiatives** while only a minority (42%) are familiar with the City's **community safety initiatives**.
 - Generally speaking, older citizens tend to be more familiar with the work the City is doing in these areas.
- Overall perceptions of the **City's communications** are mixed, with one-third (33%) saying these are meeting their expectations, 38% neutral, and 28% saying these are not meeting their expectations. The average rating is 5.45 out of 10.
 - Those who are 35-54 years of age are more likely to say the City's communications meet their expectations.
- The majority (57%) of residents feel they receive 'too little' **information from the City**, up 24 percentage points from the last survey conducted in 2016.
- Most (77%) citizens can **recall reading, seeing, or hearing communications from the City** in the past four months. Nearly one-quarter (23%) are unable to recall any of these communications.
- Email is the **preferred way to receive information** from the City (39%), followed by City social media accounts (18%), mail, such as a letter or a postcard (14%), City website (12%), and television (10%).
 - Email is the preferred way of receiving information across all age groups but there are other age differences. For example, younger residents are more likely to mention City social media accounts while older residents lean towards traditional media channels like television, print newspaper ads, and mail.
- One-third (33%) of citizens say they have **reported an issue or provided feedback** to the City in the past 12 months. If citizens needed to report an issue or provide feedback, they are most likely to do so via email (32%) or telephone (27%).
 - Older citizens are more likely to have reported an issue or provided feedback, and would prefer to do so via the telephone over email.
- Citizens are interested in receiving a variety of information from the City. The two most frequently mentioned **types of information** are "planning and development process" (16% coded open ends) and "affordable housing" (14%), followed by "homelessness" (9%), "alternative forms of transportation" (8%), "City projects" (8%), and "City budget" (8%). Nearly one-in-five (19%) are unable to identify any specific information needs.

Executive Summary

PUBLIC ENGAGEMENT



- Just under three-in-five (58%) citizens feel the City **provides enough opportunities to make their opinions heard**, down 11 percentage points from 2016. Nearly two-in-five (39%) disagree, up 9 percentage points from 2016.

EMERGENCY COMMUNICATIONS



- Citizens rely on a number of sources to get **information during local emergencies** like wildfires and floods. Online news sites are mentioned the most frequently (84%), followed by friends and family (79%) and BCWildfire.com (71%). The City of Kelowna's website places ninth overall, garnering 43% of mentions.
 - The information sources that citizens use during local emergencies varies by age. For example, younger residents are more likely to rely on digital methods like online news sites, BCWildfire.com, social media, and apps, while older citizens are more likely to mention traditional channels like television and radio.
- Most (73%) residents say they would prefer to **receive information about a potential devastating loss** from a disaster like a wildfire or flood as soon as possible, even if it means the information is potentially shared very publicly. One-quarter (25%) say they would prefer a potentially slower but more personalized and private notification with detail about the loss.

Key Takeaways (slide 1 of 2)

1

Citizens mainly rely on word of mouth and online-only news publications to learn about local news and events. While the City of Kelowna sits further down the list overall, it still has a role to play, with the website particularly effective at reaching older residents and social media at reaching younger residents.

2

Most citizens strive to be responsible consumers of news. Citizens (particularly older citizens) generally trust the traditional news media but there are still many who believe they can get more accurate information by following people in the know online.

3

Most citizens feel they are at least somewhat well informed about City services, priorities, decisions, and policies. However, there is room for improvement.

- More than one-third feel poorly informed in this regard.
- The majority are unfamiliar with what the City is doing in terms of community safety. Familiarity with transportation initiatives is also relatively low.
- Only one-third say the City's communications meet their expectations.
- Most think they receive too little information from the City.
- Nearly one-quarter are unable to recall reading, seeing, or hearing any communications from the City in the past four months.

4

Email is the best way to communicate information to residents and is universally preferred across all age groups. Younger residents also show a strong preference for social media while older residents gravitate towards more traditional channels such as television, print, and mail.

Key Takeaways (slide 2 of 2)

5

Citizens are interested in receiving a variety of information from the City. Some examples of the most frequently requested types of information are planning and development, affordable housing, homelessness, alternative forms of transportation, City projects, and City budget.

6

There is appetite for increased public consultation and engagement, with nearly two-in-five citizens saying the City does not provide enough opportunities to make their opinions heard.

7

Citizens get information about local emergencies via a variety of sources, led by online news sites, friends and family, and BCWildfire.com. Significantly fewer check the City's website for this type of information. If there is key information that the City needs to share with residents during local emergencies, partnering with some of the more commonly utilized resources may help ensure that residents receive this information in a timely manner. Communications should also be shared across a variety of channels to ensure they reach citizens of all ages.

8

When it comes to receiving information about a potential devastating loss from a disaster like a wildfire or flood, residents prioritize speed over privacy.

DETAILED RESULTS

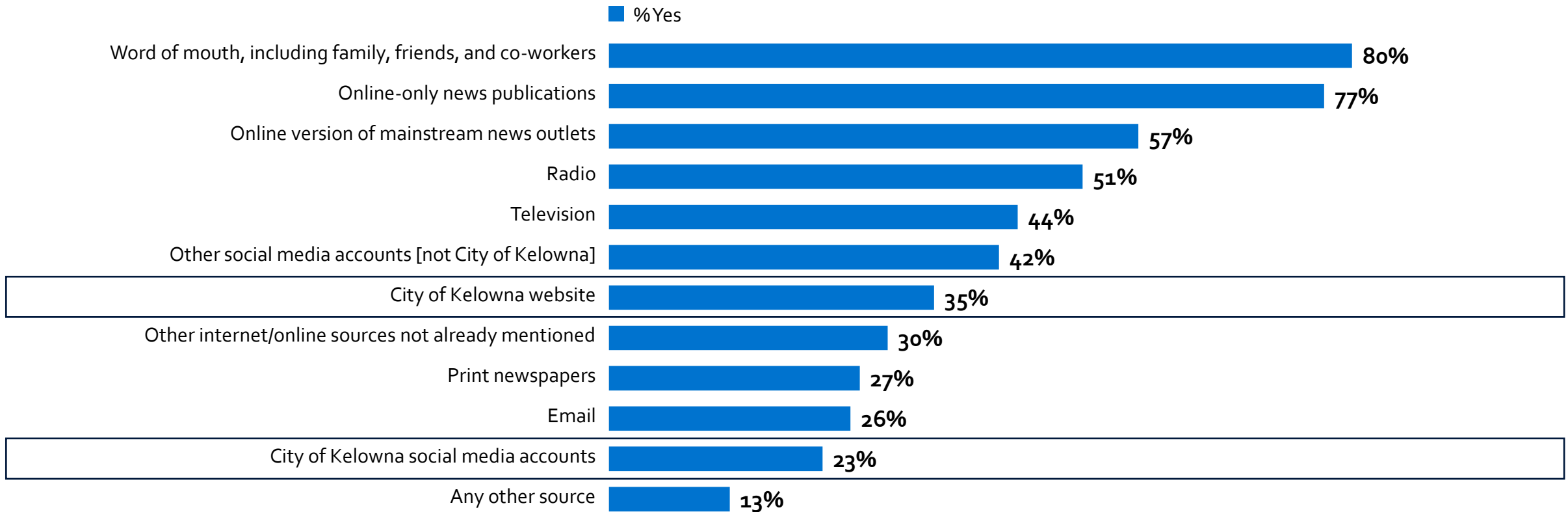
3

GENERAL SOURCES FOR LOCAL INFORMATION

3.1

Information Sources for Local News and Events

- When looking for reliable and accurate information about local news and events, citizens most often rely on word of mouth, including family, friends, and co-workers (80%) and online-only news publications (77%).
- The next most frequently mentioned information sources are online version of mainstream news outlets (57%) and radio (51%).
- City of Kelowna website sits in seventh place overall, garnering 35% of mentions. Fewer (23%) say they use City of Kelowna social media accounts to learn about local news and events.



Base: All respondents (n=300)

Q1. Which of the following sources do you personally use for reliable and accurate information about local news and events?

Information Sources for Local News and Events by Age and Neighbourhood

- The information sources that citizens rely on varies by age. For example, older citizens are more likely to use traditional media sources (radio, television, print newspapers) and the City's website while younger citizens rely more heavily on social media (includes both City and non-City social media accounts).
- Usage of the City's website is also higher among those living in East Central Kelowna/East Kelowna, while those in Central Kelowna are the most likely to use City social media.

%YES	TOTAL	AGE			NEIGHBOURHOOD			
		18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)	South West Kelowna (n=74)*	Central Kelowna (n=76)*	North Kelowna (n=73)*	East Central Kelowna/ East Kelowna (n=77)*
Word of mouth, including family, friends, and co-workers	80%	91%	82%	71%	74%	86%	80%	79%
Online-only news publications	77%	83%	78%	73%	73%	83%	75%	77%
Online version of mainstream news outlets	57%	65%	52%	56%	62%	59%	56%	53%
Radio	51%	30%	56%	61%	41%	54%	55%	53%
Television	44%	26%	28%	66%	36%	43%	49%	48%
Other social media accounts [not City of Kelowna]	42%	55%	49%	28%	31%	58%	31%	46%
City of Kelowna website	35%	25%	36%	41%	34%	27%	36%	43%
Other internet/online sources not already mentioned	30%	41%	29%	23%	23%	34%	27%	35%
Print newspapers	27%	12%	18%	44%	28%	26%	37%	19%
Email	26%	19%	31%	28%	29%	23%	28%	26%
City of Kelowna social media accounts	23%	31%	25%	16%	17%	32%	22%	21%
Any other source	13%	19%	12%	9%	6%	15%	10%	18%

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

Base: All respondents (n=300)

Q1. Which of the following sources do you personally use for reliable and accurate information about local news and events?

 = Higher
 = Lower



Reasons for Using Specific Information Sources

(open-end, multiple mentions allowed)

- Citizens mainly rely on these information sources out of “convenience/easy access” (45% coded open-ends). Other reasons include “informative/keeps me informed” (12%), “up-to-date/keeps me up-to-date” (11%), and “habit/familiarity” (11%).
- Those <55 years of age are particularly motivated by convenience.

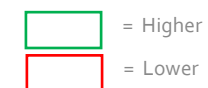
	AGE		
	18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=134)
Convenience/easy access	53%	50%	36%
Informative/keeps me informed	12%	7%	16%
Up-to-date/keeps me up-to-date	8%	7%	16%
Habit/familiarity	9%	13%	10%
Available/accessibile	9%	8%	5%
Local	6%	8%	4%
Accurate	7%	3%	7%
Quick/saves time	6%	9%	3%
Easy to use/read	3%	6%	5%
Reliable	3%	1%	7%
Online	4%	6%	3%
Honest/trustworthy	2%	1%	7%
Covers wide range of topics/information	1%	0%	6%
Not aware of other options	3%	3%	2%
Personal interest	0%	3%	3%
Information comes directly from the source	2%	2%	1%
None/nothing	4%	3%	1%
Don't know	0%	3%	1%

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

Mentions <2% not shown.

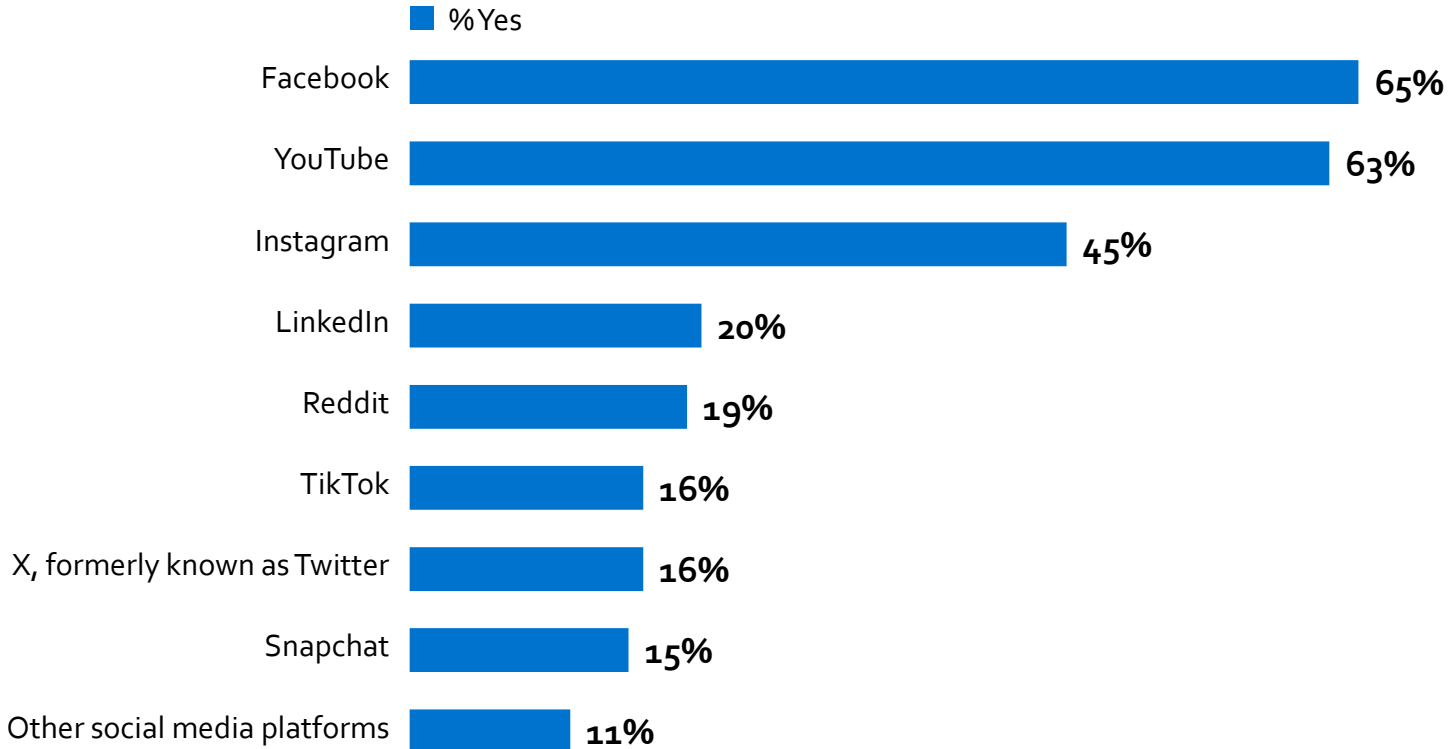
Base: Those saying they use at least one of the preceding sources to obtain reliable and accurate information about local news and events (n=299)

Q2. What is the main reason why you use these specific sources for information about local news and events? Any other reasons?



Social Media Platforms Use At Least Once a Week

- Facebook (65%) and YouTube (63%) are the most popular social media platforms, with a majority of citizens saying they use each of these at least once a week.
- Instagram places third (45%).



Base: All respondents (n=300)

Q3. Which of the following social media platforms do you typically use at least once a week? This can be use for any reason, which may or may not include learning about local news and events.

Social Media Platforms Use At Least Once a Week by Gender, Age, and Neighbourhood

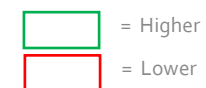
- Women are more likely than men to use both Facebook and Instagram. Men are heavier users of YouTube.
- Social media usage is generally higher among younger residents and lower among older residents. Notable exceptions are Facebook and LinkedIn, which are used most heavily by those who are 35-54 years of age.
- Facebook usage is particularly high among those living in East Central Kelowna/East Kelowna.

% YES	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Male (n=151)	Female (n=146)	18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)	South West Kelowna (n=74)*	Central Kelowna (n=76)*	North Kelowna (n=73)*	East Central Kelowna/ East Kelowna (n=77)*
Facebook	65%	58%	71%	64%	74%	58%	56%	59%	56%	83%
YouTube	63%	71%	54%	72%	66%	54%	53%	71%	59%	67%
Instagram	45%	39%	51%	70%	53%	23%	38%	54%	37%	50%
LinkedIn	20%	23%	17%	20%	31%	12%	21%	19%	17%	22%
Reddit	19%	21%	16%	40%	19%	4%	19%	22%	16%	18%
TikTok	16%	12%	20%	30%	14%	8%	12%	17%	4%	27%
X, formerly known as Twitter	16%	20%	12%	26%	15%	10%	6%	21%	19%	18%
Snapchat	15%	17%	13%	44%	3%	4%	8%	18%	13%	19%
Other social media platforms	11%	13%	9%	13%	10%	10%	9%	13%	6%	14%

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

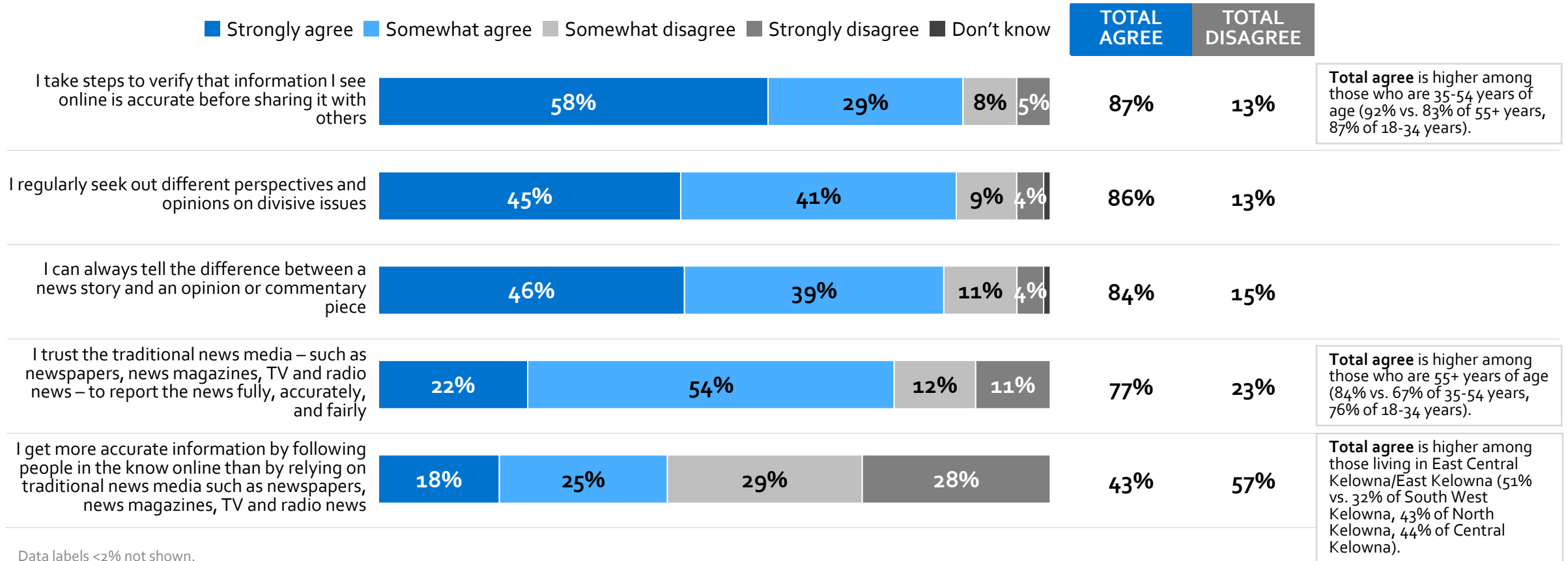
Base: All respondents (n=300)

Q3. Which of the following social media platforms do you typically use at least once a week? This can be use for any reason, which may or may not include learning about local news and events.



Attitudes Towards News Media

- Most citizens strive to be responsible consumers of news, taking steps to verify information online is accurate before sharing (87%) and seeking out different perspectives and opinions on divisive issues (86%). The majority (84%) also claim they can always tell the difference between a news story and opinion or commentary piece.
- Citizens largely trust the traditional news media to report the news fully, accurately, and fairly (77%). However, this opinion is not shared universally, with nearly one-quarter (23%) disagreeing. Moreover, a sizeable minority (43%) believe they can get more accurate information by following people in the know online.



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Base: All respondents (n=300)

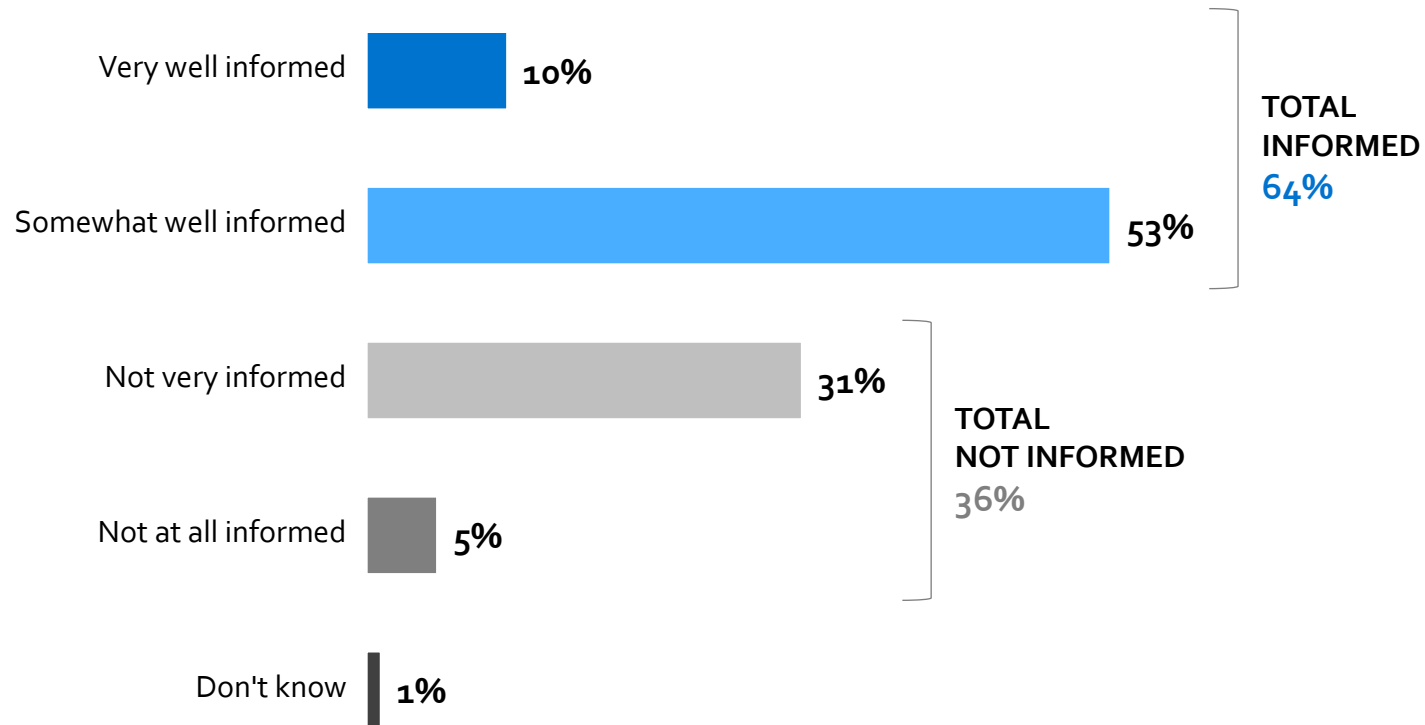
Q4. To what extent do you agree or disagree with each of the following statements?

ACCESSING CITY INFORMATION

3.2

Informed About City of Kelowna

- Most (64%) citizens say they feel well informed about City services, Council priorities and decisions, and service, program, and policy issues. However, of these, only one-in-ten (10%) feel 'very well informed'; the majority (53%) are more tempered in their assessment, saying they are 'somewhat well informed'.
- Moreover, more than one-third (36%) feel poorly informed in this regard.



Total informed is higher among:

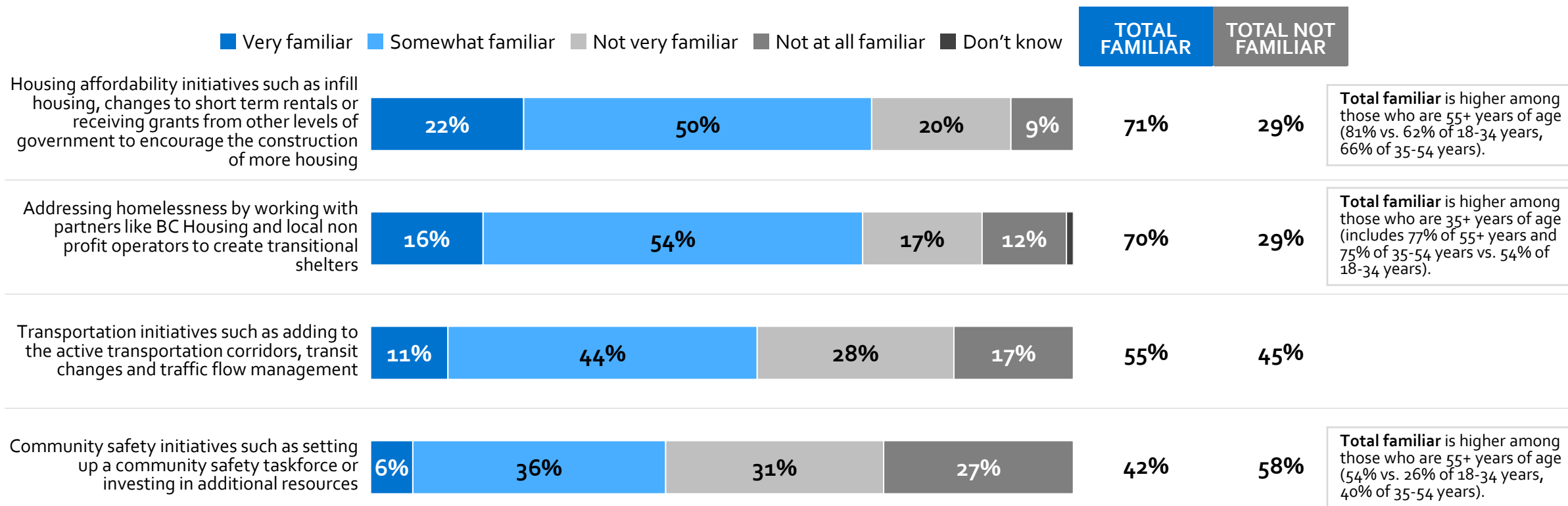
- Those who are 55+ years of age (79% vs. 44% of 18-34 years, 61% of 35-54 years)
- Those living in South West Kelowna and North Kelowna (73% and 69% vs. 50% of East Central Kelowna/East Kelowna, 65% of Central Kelowna)

Base: All respondents (n=300)

Q5. Thinking about your knowledge of the City of Kelowna's services, City Council priorities and decisions, and City service, program and policy issues that affect you as a citizen, how well informed would you say that you are overall?

Familiarity with City Initiatives

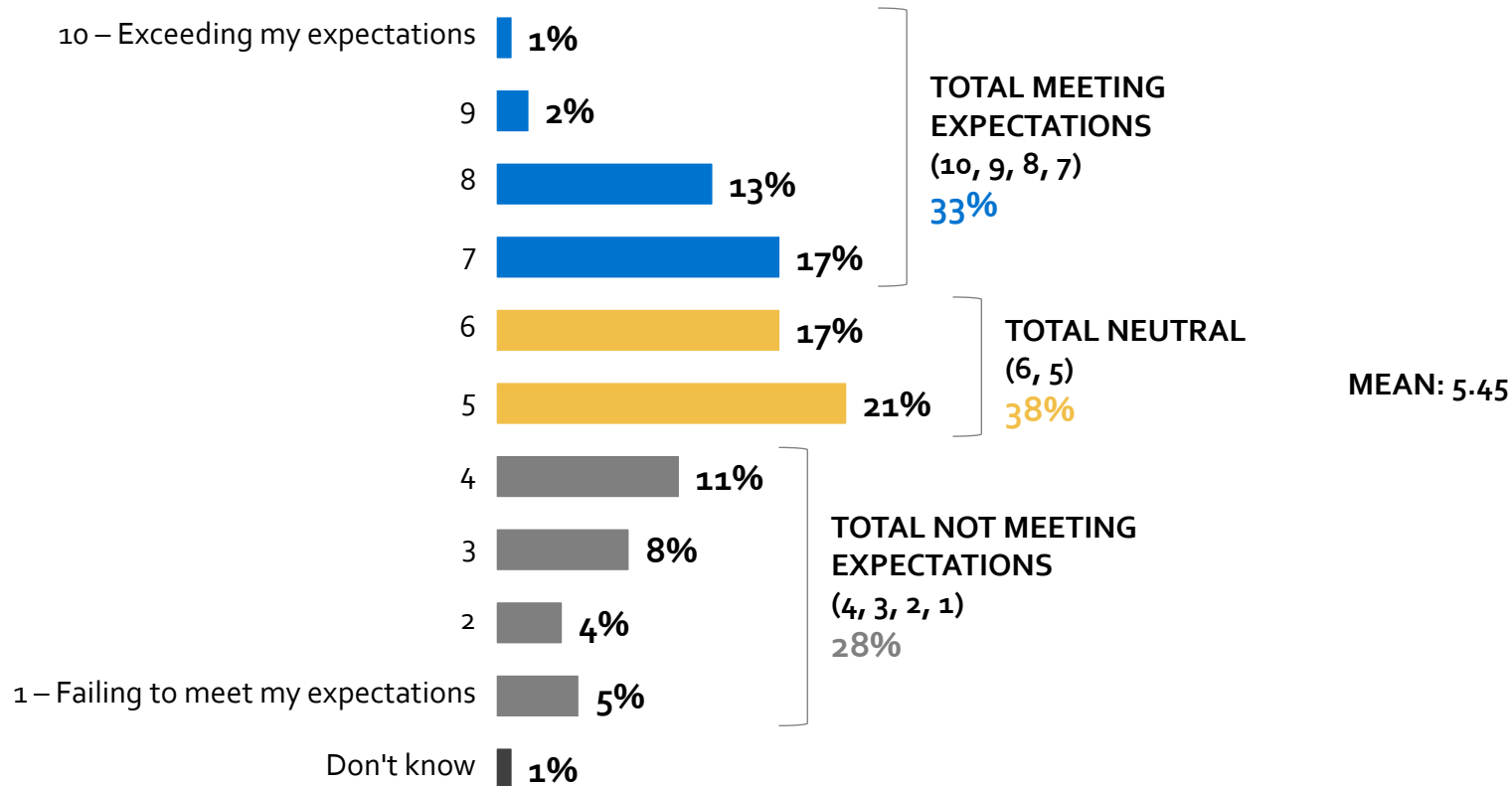
- Citizens are most familiar with the work the City is doing in terms of housing affordability (71%) and addressing homelessness (70%).
- Just over half (55%) say they are familiar with the City's transportation initiatives.
- Only a minority (42%) say they are familiar with the City's community safety initiatives. Most (58%) say they are unfamiliar with the City's efforts in this area.



Data labels <2% not shown.
 Base: All respondents (n=300)
 Q6. How familiar are you with the work the City is doing in each of the following areas?

City Communications Meeting Expectations

- Overall perceptions of the City's communications are mixed, with one-third (33%) saying these are meeting their expectations (rating of 10, 9, 8, or 7 on a 10-point scale where 10 is 'exceeding my expectations' and 1 is 'failing to meet my expectations'), 38% neutral (rating of 6 or 5), and 28% saying these are not meeting their expectations (rating of 4, 3, 2, or 1).
- The average rating is 5.45 out of 10.



Total meeting expectations is higher among:

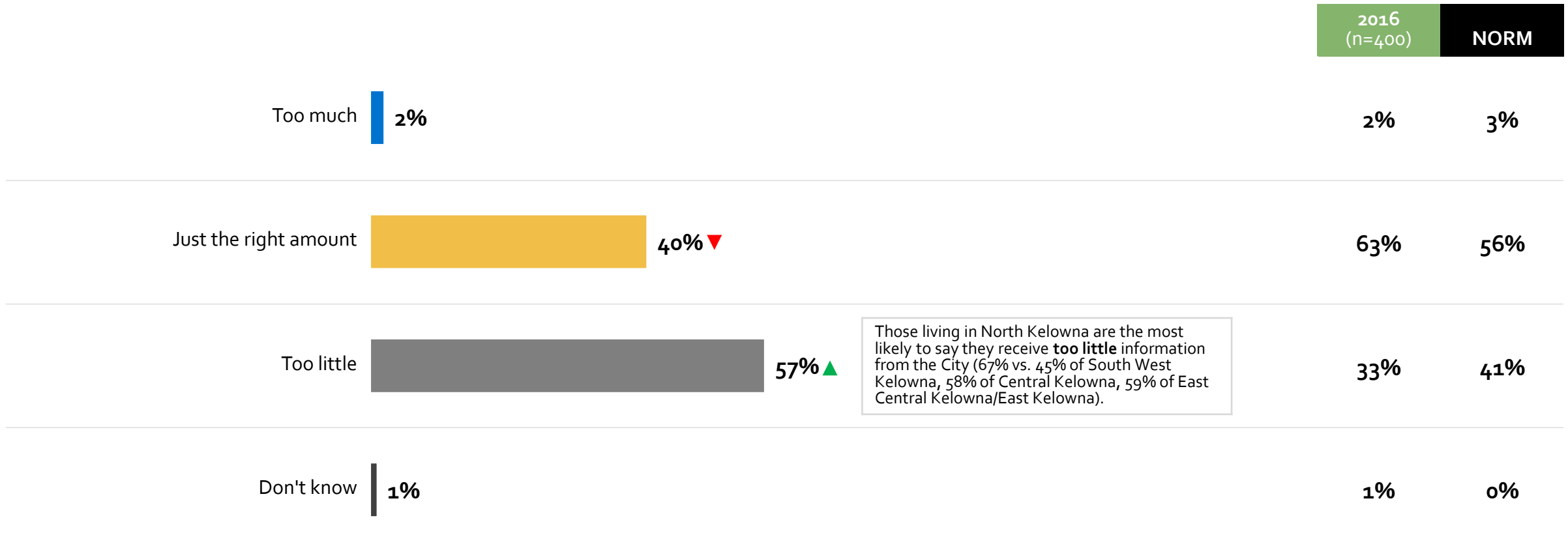
- Men (40% vs. 26% of women)
- Those who are 35-54 years of age (44% vs. 25% of 55+ years, 33% of 18-34 years)

Base: All respondents (n=300)

Q7. On a scale of 1 to 10 where 1 represents "failing to meet my expectations" and 10 represents "exceeding my expectations", how would you rate the City of Kelowna in terms of its communications with citizens?

Level of City Information

- The majority (57%) of residents feel they receive 'too little' information from the City, up 24 percentage points from the last survey conducted in 2016.
- Four-in-ten (40%) say they receive 'just the right amount' of information.
- Only 2% feel the level of information is 'too much'.



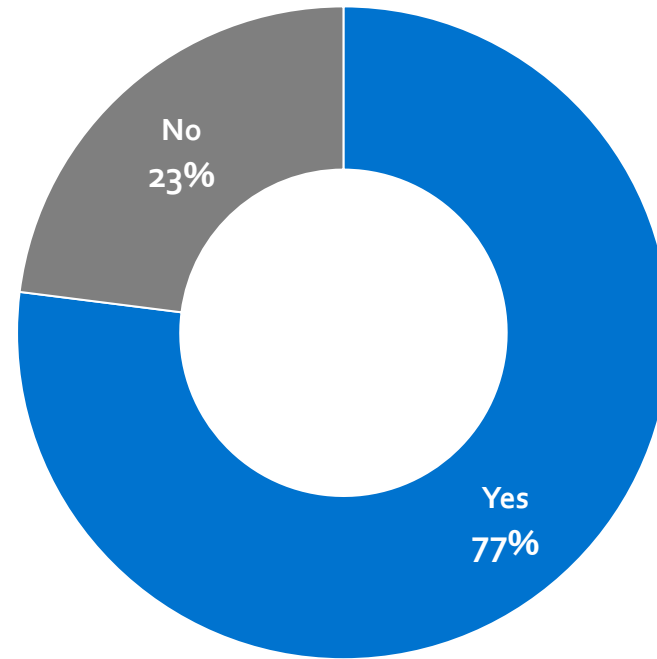
Norm is based on research Ipsos has conducted with Canadian municipalities in the past five years.

Base: All respondents (n=300)

Q8. In your opinion, do you currently receive too much, just the right amount, or too little information from the City of Kelowna?

Recall of City Communications in Past 4 Months

- Most (77%) citizens can recall reading, seeing, or hearing communications from the City in the past four months.
- However, nearly one-quarter (23%) are unable to recall any of these communications.







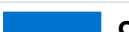








Base: All respondents (n=300)
Q10. In the past 4 months, have you read, seen, or heard any communications from the City of Kelowna?

Preferred Methods of Receiving Information

(open-end, multiple mentions allowed)

- Email is the preferred way to receive information from the City (39%). This is followed by City social media accounts (18%), mail, such as a letter or a postcard (14%), City website (12%), and television (10%).
- While email is the preferred way of receiving information across all age groups, there are some other significant differences by age. For example, younger residents are much more likely to mention City social media accounts while older residents lean towards traditional media channels like television, print newspaper ads, and mail.

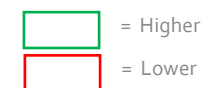
	AGE		
	18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)
Email  39%	41%	42%	36%
City social media accounts  18%	34%	20%	6%
Mail, such as a letter or a postcard  14%	10%	13%	18%
City website  12%	15%	14%	9%
Television  10%	1%	6%	19%
Print newspaper ad  9%	1%	3%	18%
Ad in an online-only news publication  9%	9%	9%	9%
Radio ad  8%	5%	11%	9%
City newsletter  4%	3%	4%	5%
City or Council meeting, either in-person or online  3%	6%	2%	3%
Any other method  23%	27%	25%	19%
None/not interested in receiving any information from the City  2%	3%	0%	2%
Don't know  3%	5%	4%	2%

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

Mentions <2% not shown.

Base: All respondents (n=300)

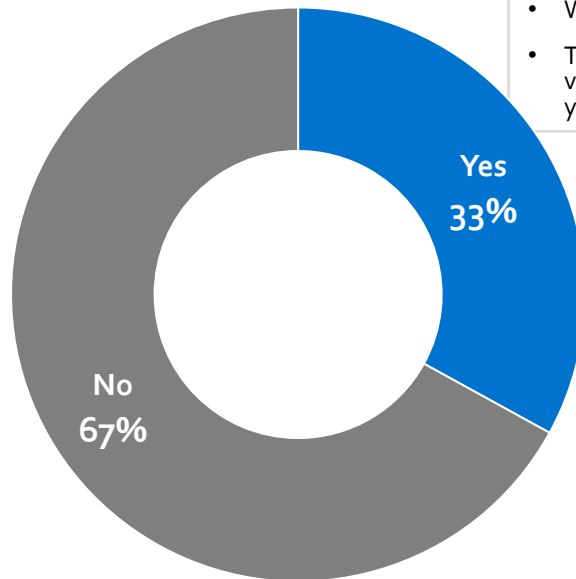
Q11. How would you most prefer to receive information from the City of Kelowna? Any others?



Reporting Issues or Providing Feedback

- One-third (33%) of citizens say they have reported an issue or provided feedback to the City in the past 12 months.
- If citizens needed to report an issue or provide feedback, they are most likely to use email (32%) or telephone (27%). Just under one-in-five (18%) would use the City website.
- The methods of reporting issues or providing feedback vary by age. For example, older citizens are more likely to use the telephone than email.

REPORTED AN ISSUE OR PROVIDED FEEDBACK TO THE CITY IN PAST 12 MONTHS



Reported issue or provided feedback is higher among:

- Women (39% vs. 27% of men)
- Those who are 55+ years of age (41% vs. 23% of 18-34 years, 31% of 35-54 years)

Base: All respondents (n=300)
Q12. In the past 12 months, have you personally reported an issue or provided feedback to the City?

METHOD MOST LIKELY TO USE TO REPORT AN ISSUE OR PROVIDE FEEDBACK TO THE CITY

	AGE		
	18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)
Email 32%	30%	43%	27%
Telephone 27%	27%	16%	35%
City website 18%	17%	19%	18%
In-person 10%	5%	13%	12%
Social media 4%	10%	4%	1%
Text message 4%	6%	4%	2%
Letter mail 2%	0%	1%	3%
Chatbot 1%	4%	0%	0%
Other 2%	3%	1%	3%

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

Base: All respondents (n=300)
Q13. If you needed to report an issue or provide feedback to the City, which of the following methods would you most like to use?

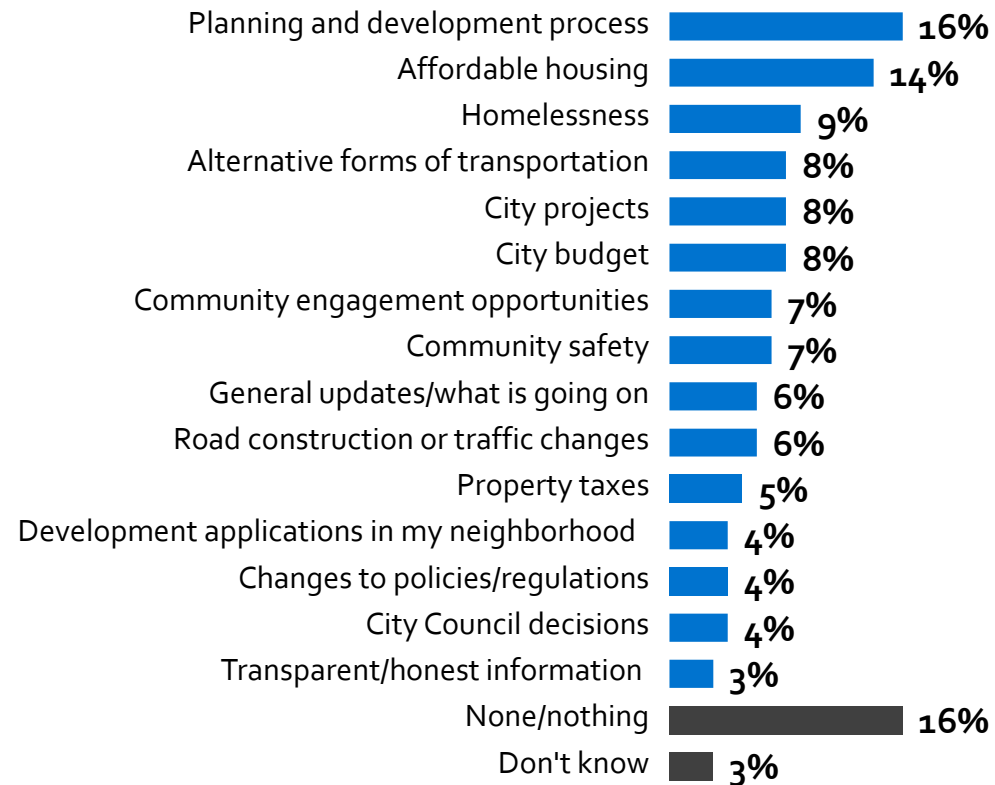
 = Higher
 = Lower



Information Needs

(open-end, multiple mentions allowed)

- Citizens are interested in receiving a variety of information from the City. The two most frequently mentioned types of information are “planning and development process” (16% coded open ends) and “affordable housing” (14%). Other top mentions include “homelessness” (9%), “alternative forms of transportation” (8%), “City projects” (8%), and “City budget” (8%).
- Nearly one-in-five (19%) are unable to identify any specific information needs (16% “none/nothing” and 3% “don’t know”).



Mentions <3% not shown.

Base: All respondents (n=300)

Q14. Thinking about your information needs, what kinds of information do you want the City of Kelowna to provide you with? Any others?

Information Needs by Age and Neighbourhood

(open-end, multiple mentions allowed)

- Information needs are largely consistent by age with one notable exception. Specifically, information related to community safety is of most interest to older citizens.
- There are some neighbourhood differences in information needs. For example, those living in Central Kelowna are particularly interested in information related to planning and development and alternative forms of transportation.

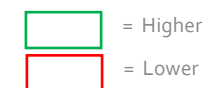
	TOTAL	AGE			NEIGHBOURHOOD			
		18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)	South West Kelowna (n=74)*	Central Kelowna (n=76)*	North Kelowna (n=73)*	East Central Kelowna/ East Kelowna (n=77)*
Planning and development process	16%	21%	13%	14%	18%	24%	13%	10%
Affordable housing	14%	16%	16%	10%	14%	16%	18%	8%
Homelessness	9%	11%	10%	7%	11%	9%	12%	6%
Alternative forms of transportation	8%	7%	8%	9%	7%	15%	7%	4%
City projects	8%	8%	11%	6%	10%	8%	6%	8%
City budget	8%	5%	7%	10%	11%	5%	8%	7%
Community engagement opportunities	7%	11%	8%	4%	5%	8%	5%	9%
Community safety	7%	1%	7%	10%	8%	5%	8%	7%
General updates/what is going on	6%	10%	5%	5%	7%	6%	1%	10%
Road construction or traffic changes	6%	4%	7%	7%	5%	3%	6%	9%
Property taxes	5%	6%	2%	7%	8%	5%	5%	4%
Development applications in my neighbourhood	4%	4%	4%	4%	4%	0%	9%	4%
Changes to policies/regulations	4%	3%	2%	5%	0%	7%	6%	2%
City Council decisions	4%	4%	4%	3%	3%	4%	4%	4%
Transparent/honest information	3%	4%	2%	3%	1%	5%	0%	6%
None/nothing	16%	15%	17%	17%	15%	19%	13%	18%
Don't know	3%	1%	7%	2%	4%	1%	3%	6%

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

Mentions <3% not shown.

Base: All respondents (n=300)

Q14. Thinking about your information needs, what kinds of information do you want the City of Kelowna to provide you with? Any others?

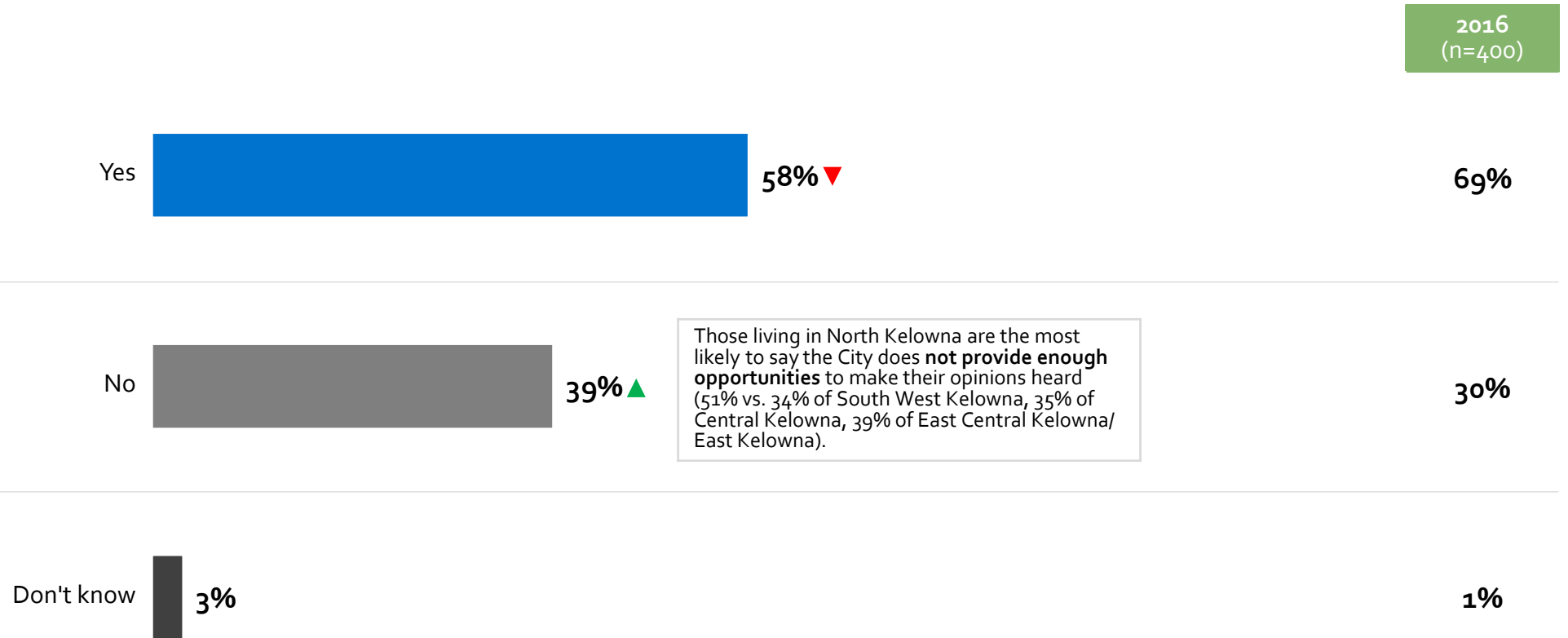


PUBLIC ENGAGEMENT

3-3

Opportunities to Make Opinions Heard

- Just under three-in-five (58%) citizens feel the City provides enough opportunities to make their opinions heard, down 11 percentage points from 2016.
- Nearly two-in-five (39%) disagree, up 9 percentage points from 2016.



Base: All respondents (n=300)

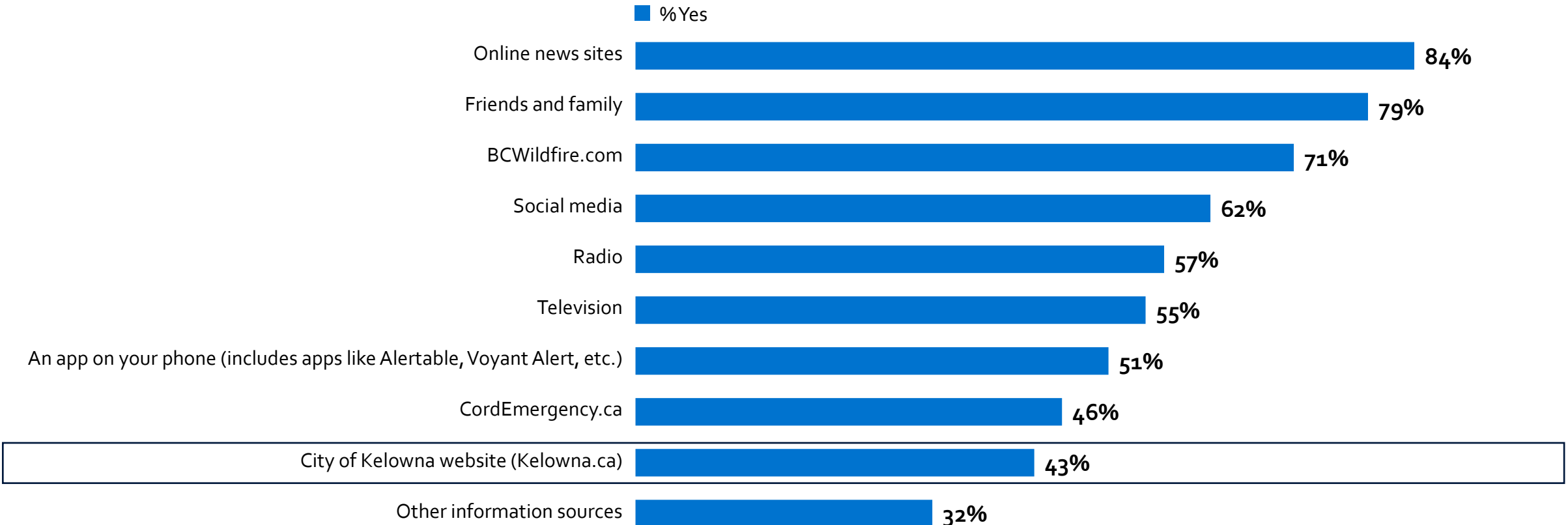
Q15. Overall, do you feel the City of Kelowna provides you with enough opportunities to make your opinions heard?

EMERGENCY COMMUNICATIONS

3.4

Information Sources Used During Local Emergencies

- Citizens rely on a number of sources to get information during local emergencies like wildfires and floods. Online news sites are mentioned the most frequently (84%), followed by friends and family (79%) and BCWildfire.com (71%).
- The City of Kelowna's website places ninth overall, garnering 43% of mentions.



Base: All respondents (n=300)

Q16. Which of the following sources do you use to get information during local emergencies like wildfires and floods?

Information Sources Used During Local Emergencies by Age and Neighbourhood

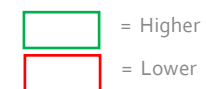
- There are significant differences by age in the information sources that citizens use during local emergencies. For example, younger residents are more likely to rely on digital methods like online news sites, BCWildfire.com, social media, and apps, while older citizens are more likely to mention traditional channels like television and radio.
- While information sources are largely consistent across neighbourhoods, there are some noteworthy differences as well. For example, usage of BCWildfire.com is highest among those living in North Kelowna and lowest among those living in South West Kelowna.

%YES	TOTAL	AGE			NEIGHBOURHOOD			
		18 to 34 (n=65)*	35 to 54 (n=100)	55+ (n=135)	South West Kelowna (n=74)*	Central Kelowna (n=76)*	North Kelowna (n=73)*	East Central Kelowna/ East Kelowna (n=77)*
Online news sites	84%	96%	80%	78%	84%	79%	82%	89%
Friends and family	79%	83%	82%	74%	82%	77%	77%	80%
BCWildfire.com	71%	78%	77%	62%	63%	71%	78%	73%
Social media	62%	79%	72%	43%	49%	68%	56%	74%
Radio	57%	33%	65%	67%	48%	56%	62%	62%
Television	55%	34%	47%	75%	53%	52%	61%	54%
An app on your phone (includes apps like Alertable, Voyant Alert, etc.)	51%	59%	56%	43%	56%	48%	46%	54%
CordEmergency.ca	46%	44%	52%	42%	37%	49%	58%	42%
City of Kelowna website (Kelowna.ca)	43%	42%	42%	45%	41%	45%	44%	43%
Other information sources	32%	31%	34%	32%	31%	31%	31%	36%

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

Base: All respondents (n=300)

Q16. Which of the following sources do you use to get information during local emergencies like wildfires and floods?



Preference for Receiving Information About Loss From a Disaster

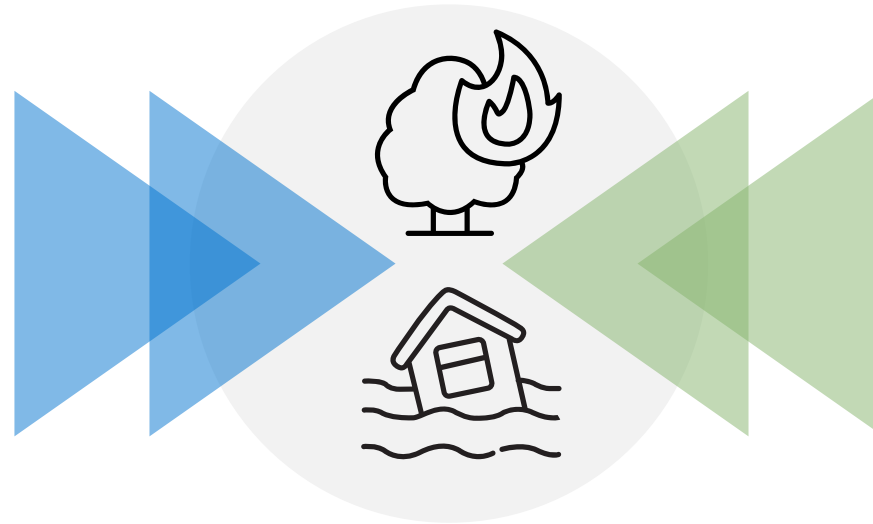
- Most (73%) residents say they would prefer to receive information about a potential devastating loss from a disaster like a wildfire or flood as soon as possible, even if it means the information is potentially shared very publicly.
- One-quarter (25%) say they would prefer a potentially slower but more personalized and private notification with detail about the loss.

As soon as possible even if it means the information is potentially shared very publicly



73%

Higher among those living in South West Kelowna (80% vs. 61% of North Kelowna, 73% of Central Kelowna, 75% of East Central Kelowna/East Kelowna).



A potentially slower but more personalized and private notification with detail about the loss



25%

Higher among those living in North Kelowna (36% vs. 19% of South West Kelowna, 23% of Central Kelowna, 25% of East Central Kelowna/East Kelowna).

Don't know **2%**

Base: All respondents (n=300)

Q17. If you were to receive information about a potential devastating loss from a disaster like a wildfire or flood, which of the following best describes how you would prefer to receive this type of information?

WEIGHTED SAMPLE CHARACTERISTICS

4

Weighted Sample Characteristics

GENDER IDENTITY



49%
Man



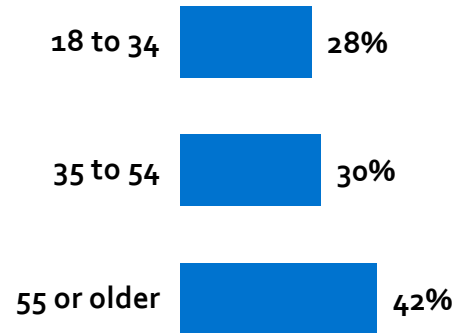
50%
Woman

0% Non-binary

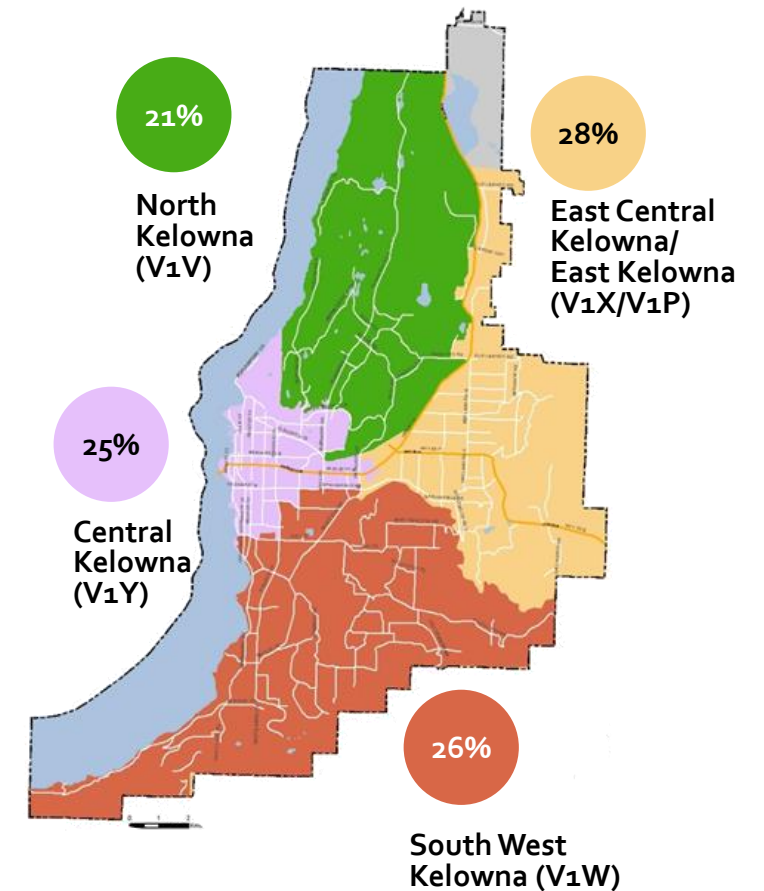
<1% Prefer to self-describe

1% Don't know

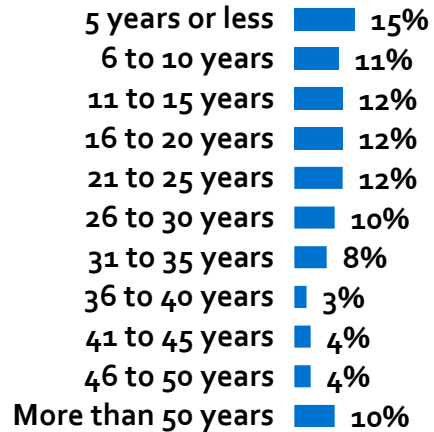
AGE



POSTAL CODE (FIRST THREE DIGITS)



YEARS LIVING IN KELOWNA



MEAN: 23.6 years

Base: All respondents (n=300)

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