



Canada's Tournament Capital

THE CITY OF KAMLOOPS 2022 Citizen Satisfaction Survey Report



Version: Jan 11, 2023



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SAMPLING AND METHODOLOGY

Forum Research was commissioned to undertake the 2022 wave of fieldwork for the City of Kamloops Citizen Satisfaction Survey. The survey was conducted amongst the youngest person in the household, 18 years of age or older and living in the City of Kamloops.

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

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

Fieldwork: October 18 th – November 8 th , 2022		
Survey mode	Total number of responses	Margin of error (+/- 19 times out of 20)*
Telephone	n = 405	4.9%
Online	n = 369	—**

Notes: * Margin of error for sub-sample groups will be higher.
 ** Because online surveys are not truly random, they cannot project a margin of error.

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

Benchmark Results

Throughout the report, results of 2021 City of Kamloops survey is compared to surveys of other Canadian municipalities that asked this same question and were conducted between 2020-2022. The Canadian municipalities having populations ranging from ~50,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

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

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

Online Results

Computer-assisted web interviewing (CAWI/web) respondents offered noticeably different opinions than their telephone interview (CATI/telephone) counterparts. They are less satisfied with services,



think they got poorer value for taxes, and just generally had more negative feedback overall. Web respondents are also more active and engaged with the City government. For example, half (53%) of web respondents contacted the Kamloops government in the past 12 months, compared to a third (35%) of telephone respondents.

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



1. Livability

Overall, Kamloops residents express a positive satisfaction with their quality of life as the majority of residents (TOP2: 83%) feel that their quality of life is good. However, this figure has dropped significantly compared to 2019 (TOP2: 95%). Despite this drop, Kamloops performs just as well as other Canadian municipalities (AVG TOP2: 85%).

In 2022, more residents feel that quality of life has worsened than improved (NET: -57%). Younger residents (18-34) are the most likely to say that quality of life has improved, and middle-aged residents (35-54) are the most likely to say that it had worsened. Homelessness/poverty and crime increase are top reasons identified by residents on why their quality of life has worsened.

Satisfaction with various aspects of City services remained either unchanged or have decreased compared to 2019. Nevertheless, residents are still satisfied overall with the various services it provides.

As part of another continued historical trend, more residents feel that their community has become less safe in the past three years, than think the opposite. When asked about what the most important issue facing their community and should receive the greatest attention from their local leaders, residents most mentioned homelessness (36%) and crime/safety (24%).

Moving forward, residents would like the city to focus its social planning efforts on housing/homelessness and Criminal Justice system changes. Residents are more concerned with homelessness in 2022 than in the past, citing it as their top social issue.

A gap analysis identified priority areas that the City could target to potentially improve resident satisfaction, NPS and quality of life – (1) community services, (2) community and public engagement, (3) alternative forms of transportation (e.g., transit, bike lanes) and (4) environmental leadership.

1.1. Quality of Life in Kamloops

1.1.1. Overall Quality of Life

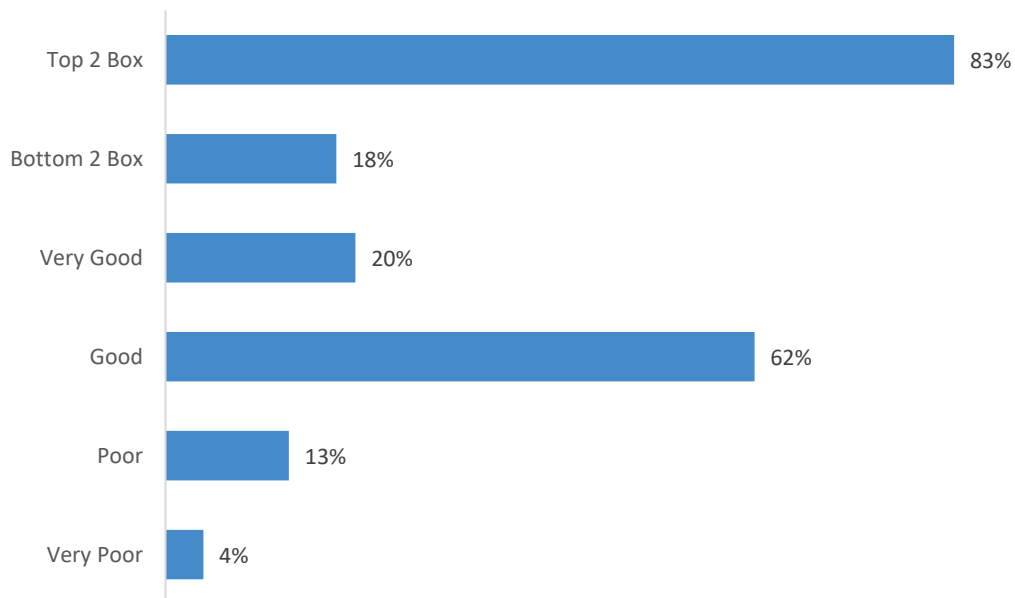
The majority of Kamloops residents (TOP2: 83%) feel their quality of life is good, with 20% of residents saying their quality of life is very good. When compared with other Canadian municipalities, Kamloops is around the average rating of the overall quality of life (AVG TOP2: 85%).

Web respondents were much less enthusiastic about the quality of life in Kamloops, with just 2 in 3 (TOP2: 66%) saying that quality of life is good. The web results are considerably lower than the telephone results but despite this, the majority still feel their quality of life is good.

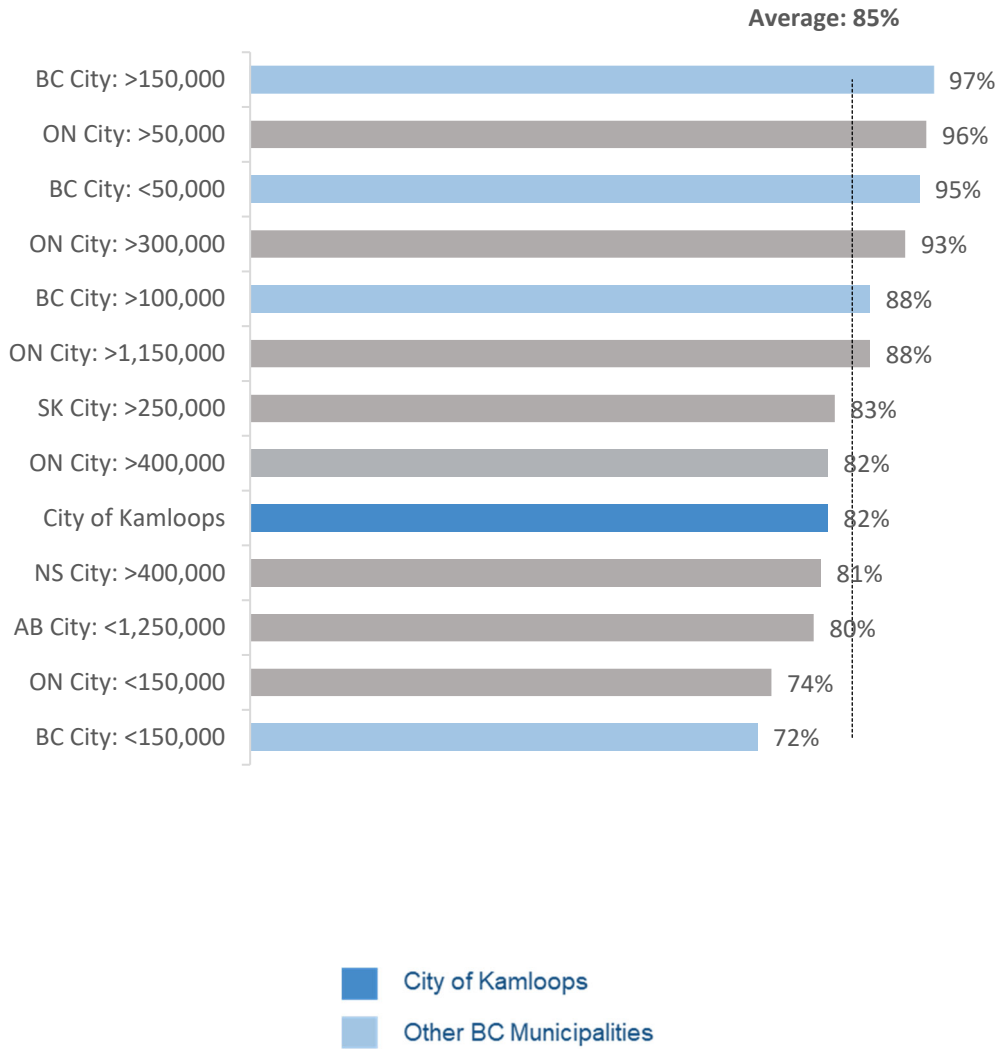
The proportion of residents who say their quality of life is good has dropped significantly since 2019 (TOP2: 83% vs 95%).

Older residents (55+) tend to feel that their quality of life is higher compared to residents aged 35-54. Nearly 9 in 10 (TOP2: 85%) of residents aged 65+ say that their quality of life is good, while less than 8 in 10 (TOP2: 76%) residents aged 35–54 say the same. Young residents aged 18-34 also rate their quality of life high with more than 8 in 10 (TOP2: 84%) saying so.

Quality of Life Rating (2022)



Quality of Life (TOP2) - Benchmarks



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Top 2 Box	96%	99%	96%	98%	94%	95%	83%	-12%
Top Box	36%	47%	47%	55%	39%	40%	20%	-20%
Question:	<i>How would you rate the overall quality of life in Kamloops today? Would you say...</i> [QL_02]							
Framework:	All respondents							



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

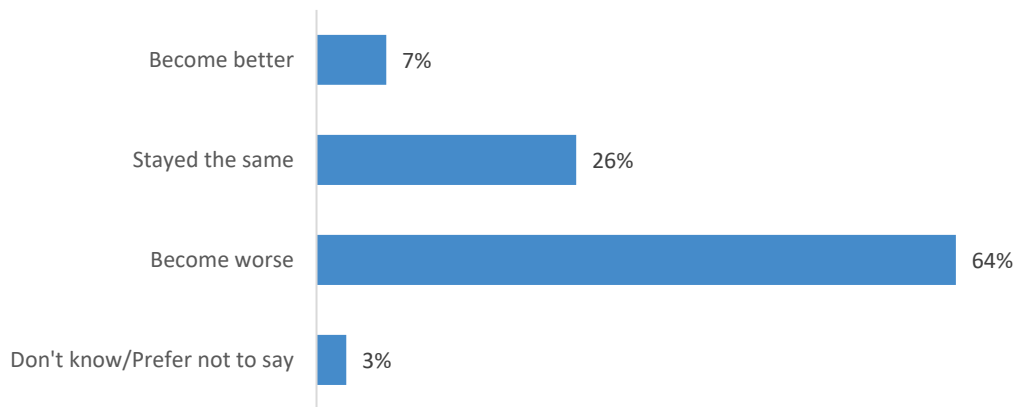
Fewer than 1 in 10 (7%) of Kamloops residents think life has improved over the past three years, while more than 6 in 10 (64%) think that it has worsened. Less than 3 in 10 say the quality of life has stayed the same.

This results in a net score (improve-worsened) of -57%, the lowest score since 2003. Web responses were far more negative about the past three years, with those respondents providing a net score of -85%.

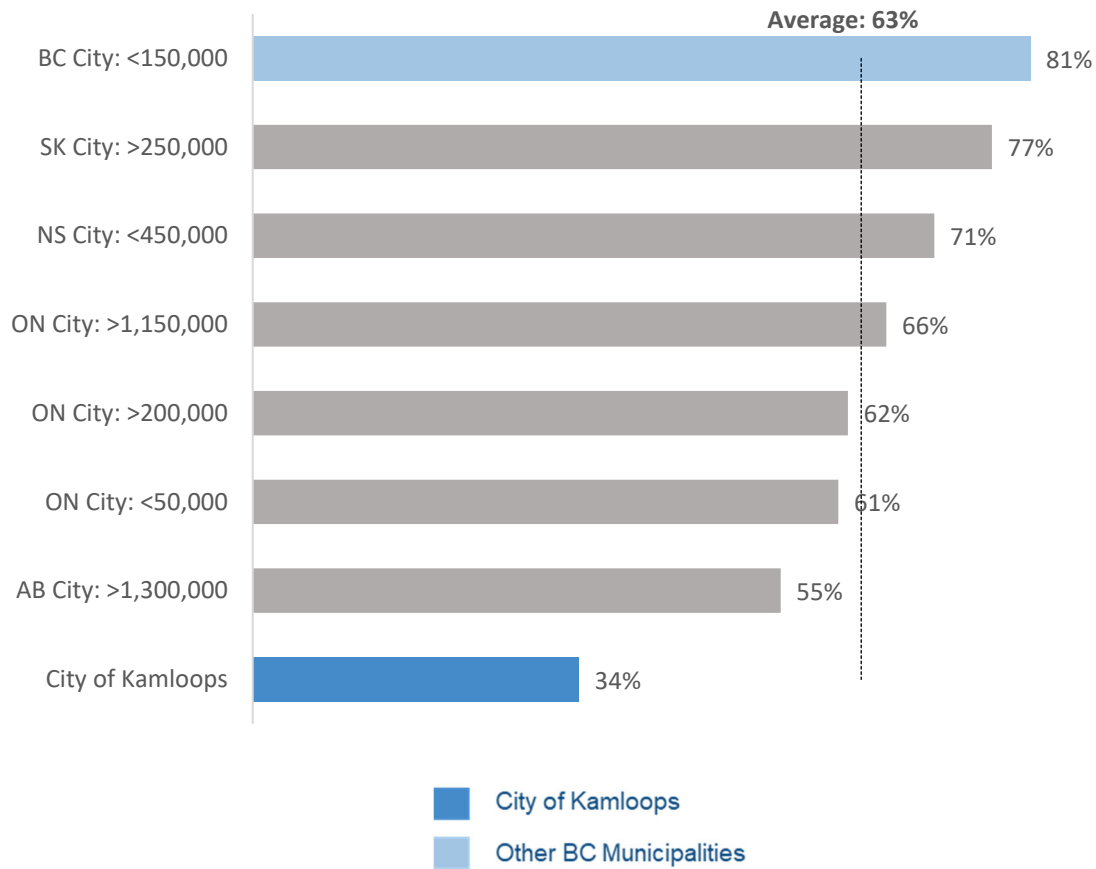
Kamloops is not performing as well as other Canadian municipalities in areas related to quality of life (Average TOP2: 63% vs Kamloops TOP2: 34%).

Those most positive about Kamloops’ trajectory tend to be younger with 2 in 10 (20%) of those aged 18–34 saying quality of life has become better. Middle-aged residents are the most negative. Only 1% of those aged 45–54 say that quality of life has become better and 79% say it has become worse.

Change in Quality of Life in Past Three Years (2022)



Change in the Quality of Life in the Past Three Years (TOP2) - Benchmarks



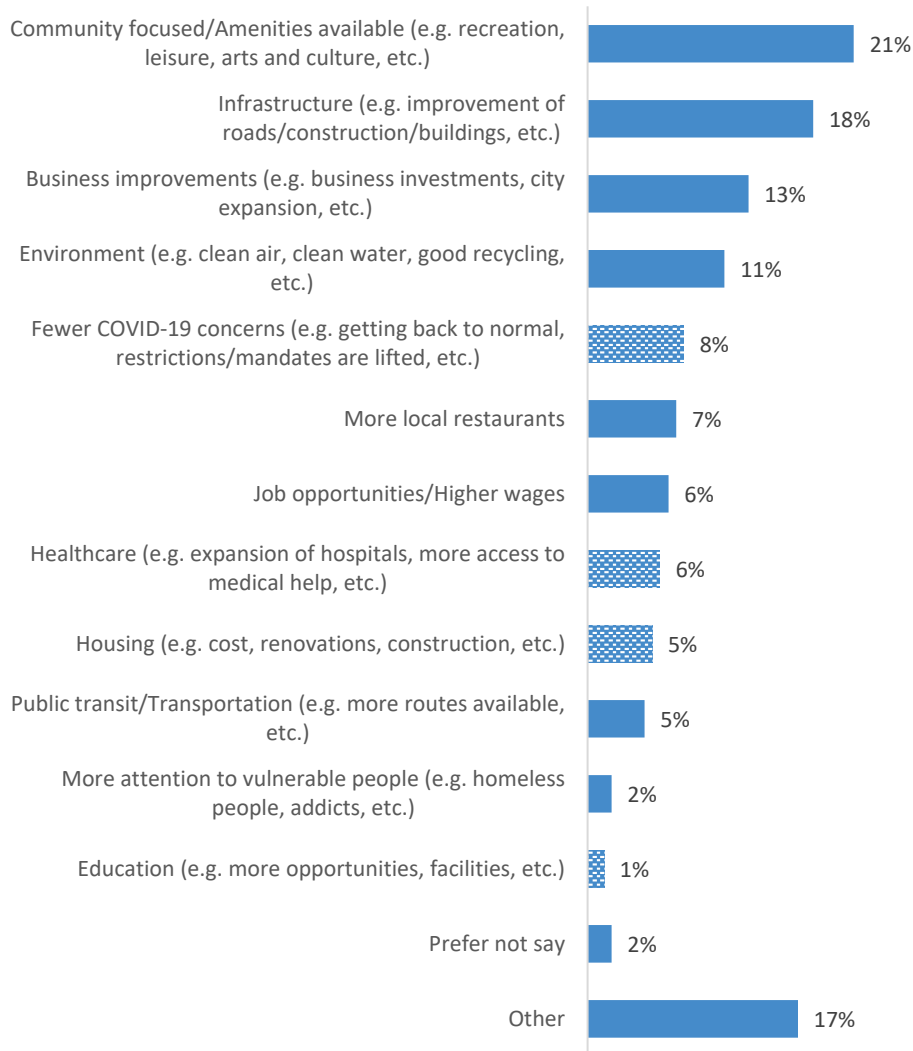
	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)
Improved	30%	55%	37%	28%	10%	18%	7%
Stayed the same	47%	35%	46%	62%	71%	52%	26%
Worsened	19%	7%	15%	8%	16%	24%	64%
Net score	+11%	+48%	+22%	+20%	-6%	-6%	-57%
Question:	<i>In your opinion, over the past three years, has the quality of life in Kamloops ...</i>						
	[QL_03]						
Framework:	All respondents						




1.1.3. Improvements to Quality of Life

Most respondents who said that quality of life has gotten better, provided a reason for their opinion. These residents generally cited services and areas where they saw immediate and tangible benefits. As a result, amenities (21%), infrastructure (18%), business improvements (13%) and the environment (11%) are the top responses in this category.

Areas Which Improved Related to Quality of Life (2022)



 Areas that fall within the provincial or federal jurisdiction



Improvements to quality of life year over year	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)
Community focused/amenities available (e.g. recreation, leisure, arts and culture etc.)	10%	11%	24%	21%
Infrastructure (e.g. improvement of roads/construction/buildings, etc.)	10%	18%	15%	18%
Business improvements (e.g. business investments, city expansion, etc.)	16%	4%	8%	13%
Environment (e.g. clean air, clean water, good recycling, etc.)	4%	5%	8%	11%
Fewer COVID-19 concerns (e.g. getting back to normal, restrictions/mandates are lifted, etc.)	-	-	-	8%
More local restaurants	-	-	4%	7%
Job opportunities/Higher wages	-	-	11%	6%
Healthcare (e.g. expansion of hospitals, more access to medical help, etc.)	-	-	8%	6%
Housing (e.g. cost, renovations, construction, etc.)	-	-	7%	5%
Public transit/Transportation (e.g. more routes available, etc.)	5%	6%	9%	4%
More attention to vulnerable people (e.g. homeless people, addicts, etc.)	-	-	5%	2%
Education (e.g. more opportunities, facilities, etc.)	-	15%	4%	1%
Prefer not to say	-	-	11%	2%
Other	-	7%	5%	17%

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

QL_04. What related to quality of life has improved? (multiple mention)

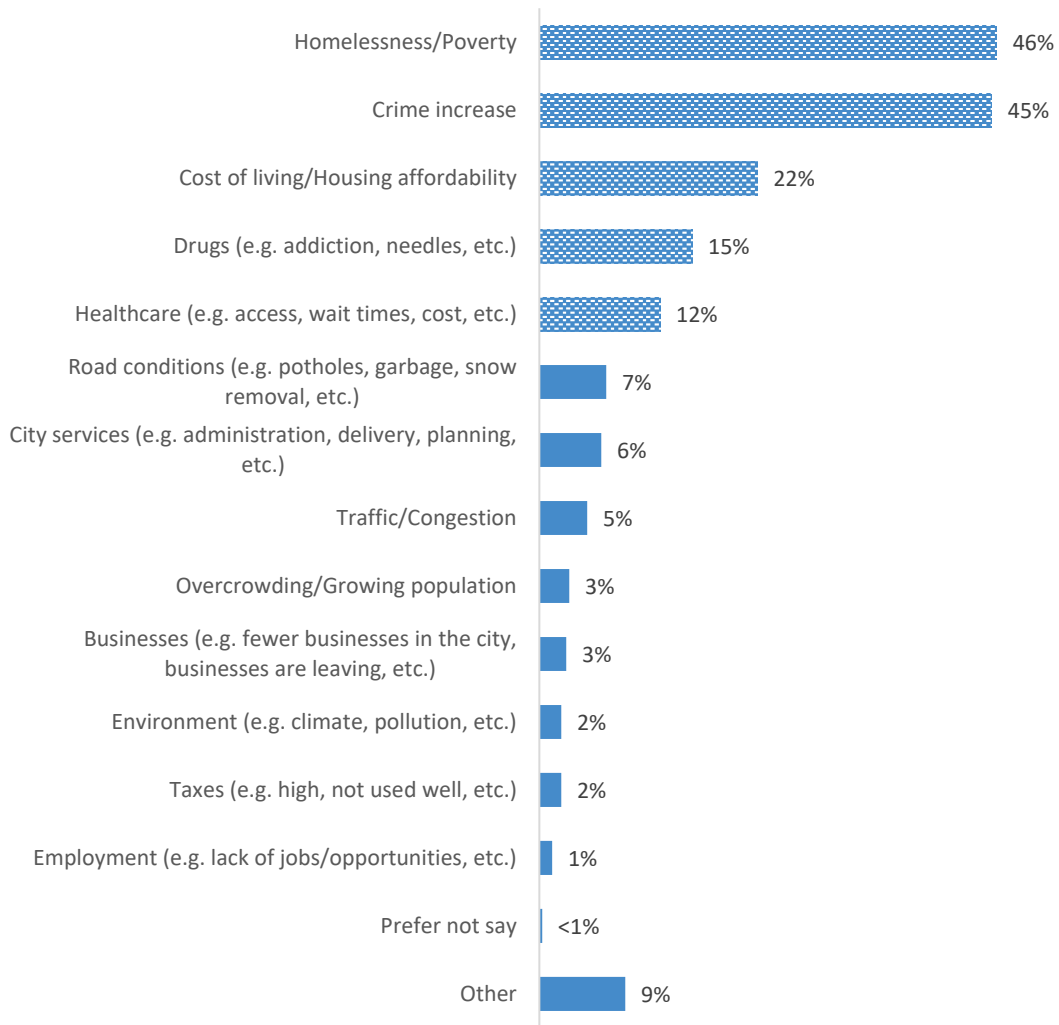
[All respondents, excluding “don’t know” and “none”]




1.1.4. Worsening Areas Related to Quality of Life

Most respondents who said that quality of life has gotten worse, provided a reason for their opinion. These residents generally cited tangible issues that affect their everyday lives and the two greatest concerns that residents have are homelessness/poverty (46%) and crime increase (45%). The cost of living and housing affordability (22%) is also another reason why residents say the quality of life at Kamloops has gone worse.

Areas Which Worsened Related to Quality of Life (2022)



 Areas that fall within the provincial or federal jurisdiction



Worsening quality of life factors year over year	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)
Homelessness/Poverty	–	–	14%	46%
Crime increase	17%	8%	19%	45%
Cost of living/Housing affordability	10%	28%	10%	22%
Drugs (e.g. addiction, needles, etc.)	–	–	10%	15%
Healthcare (e.g. access, wait times, cost, etc.)	8%	5%	4%	12%
Road conditions (e.g. potholes, garbage, snow removal, etc.)	–	–	15%	7%
City services (e.g. administration, delivery, planning, etc.)	-	-	2%	6%
Traffic/Congestion	6%	7%	20%	5%
Overcrowding/Growing population	8%	3%	5%	3%
Businesses (e.g. fewer businesses in the city, businesses are leaving, etc.)	3%	8%	3%	3%
Environment (e.g. climate change, pollution, etc.)	8%	6%	6%	2%
Taxes (e.g. high, not used well, etc.)	–	–	5%	2%
Employment (e.g. lack of jobs/opportunities, etc.)	20%	21%	5%	1%
Prefer not to say	–	–	2%	<1%
Other	15%	19%	3%	9%

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

QL_05. What has worsened? (multiple mention)

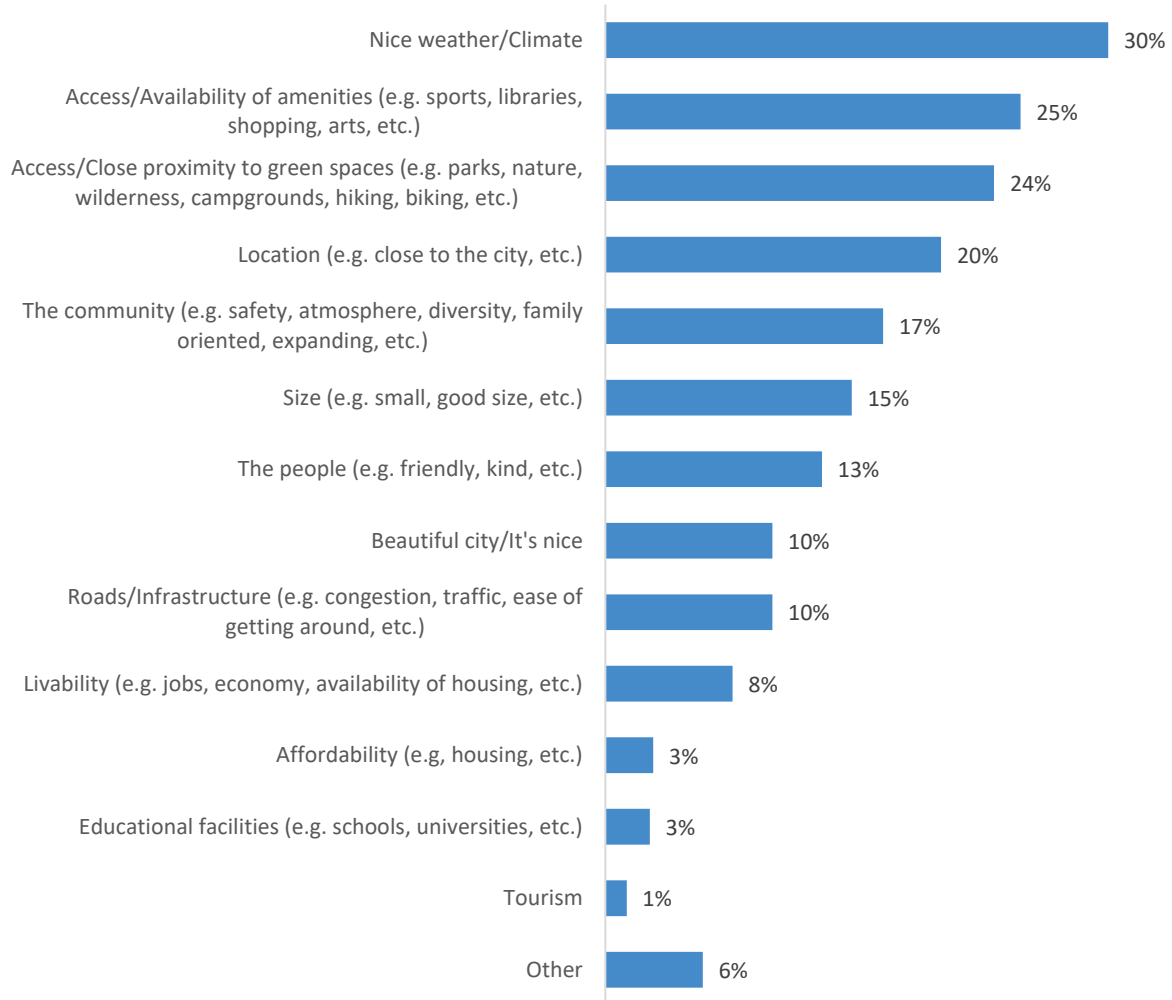
[All respondents, excluding “don’t know” and “none”]



1.1.5. Top Qualities Making Kamloops a Good Place to Live

When respondents were asked for the top two qualities or features that makes Kamloops a good place to live, the top mentions are: the city has nice weather (30%), the access to, and the availability of, amenities (25%), and the access and close proximity to green spaces (24%).

Top Qualities (2022)



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



1.2. Net Promoter Score (NPS)

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

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

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

In 2022, one-fifth (22%) of residents are promoters of Kamloops, while two-fifths (38%) of residents are detractors. Thus, Kamloops had a net promoter score of -16, meaning more people would not recommend Kamloops as a place to live than those that would. Once again, the web and telephone results diverge. Web respondents were much more negative, with only 1 in 10 (12%) being promoters and 6 in 10 (63%) being detractors, resulting in a -51 NPS. We see a 35 point difference in NPS scores between web and telephone respondents.

Kamloops performs below average compared to other Canadian municipalities (AVG NPS: +9).

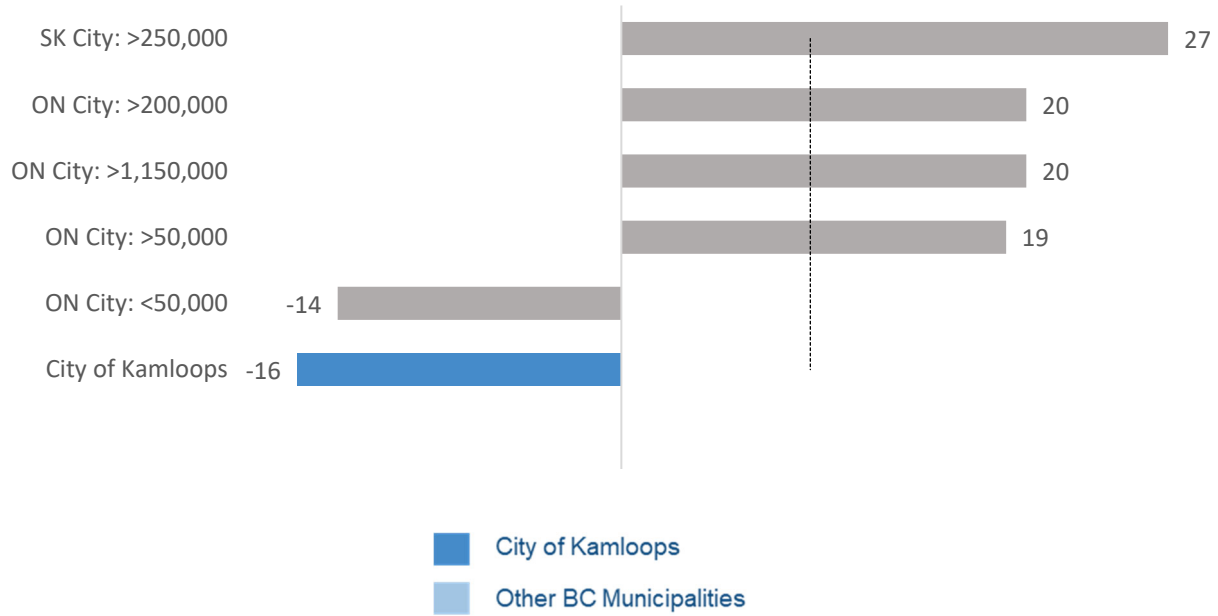


Net Promoter Score (%) = 22% - 38% = -16



Net Promoter Score - Benchmarks

Average: +9



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



1.3 Priority Areas for Improving NPS

The priority items displayed in the table on the following page take into account two important pieces of information. First, derived importance. Derived importance is the correlation of each discrete service/aspect of Kamloops with overall satisfaction; and second, room for improvement in satisfaction scores (i.e. percentage of respondents who did not give a top 2 box score for that particular service.) By focusing on the services that are the most important, and therefore have the most room for improvement, the City can most effectively target the services residents see as in need of support.

Our analysis results in four categories:

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

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

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

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

Areas where improvements with the services provided by the City of Kamloops that may increase satisfaction are: (1) **community services**, (2) **community and public engagement**, (3) **alternative forms of transportation (e.g., transit, bike lanes)** and (4) **environmental leadership**. These are areas that the City could target to potentially improve its NPS and other metrics of satisfaction and quality of life.



Priority areas for improving NPS	Derived Importance	Satisfaction (TOP2)	Category	Priority
Community Services (formerly By-law enforcement)	0.249	71%	Target	1
Communication and public engagement	0.197	71%	Target	2
Alternative forms of transportation (e.g. transit, bike lanes)	0.098	63%	Target	3
Environmental leadership	0.096	73%	Target	4
Infrastructure improvements such as sidewalks, street lighting, and road repair	0.042	65%	Secondary	5
Opportunities and venues for arts and cultural activities	-0.113	75%	Secondary	6
Planning for and managing severe weather events (e.g. drought, rain, wind, etc.)	0.110	83%	Success	7
The overall aesthetic appearance of the city	0.098	81%	Success	8
Availability of green spaces for recreation and enjoyment	0.095	87%	Bonus	9
Programs and services for recreation and sport	0.085	90%	Bonus	10

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

Framework: All respondents, excluding “don’t know”

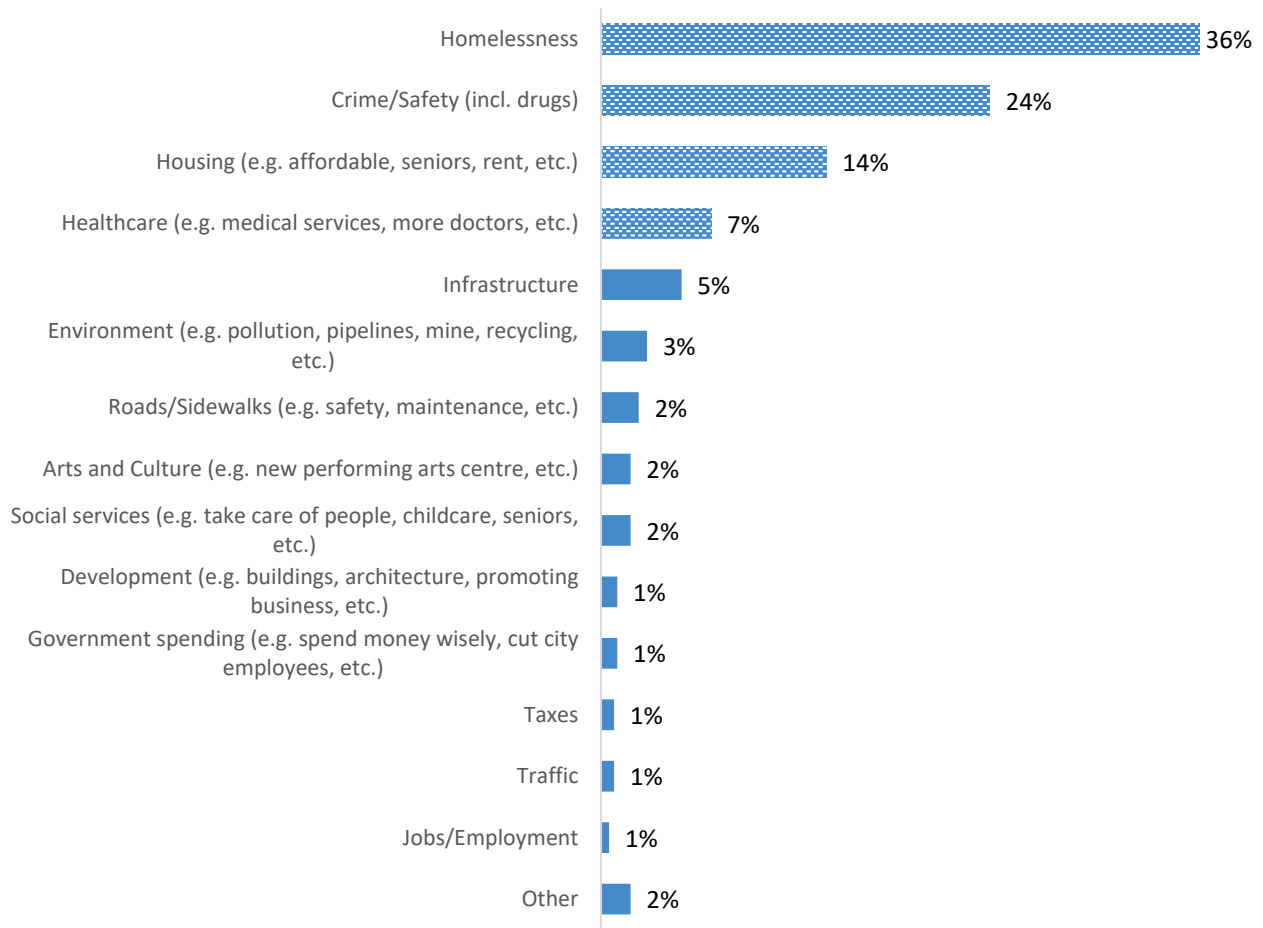



1.4. Most Important Issues

There are a several issues citizens identify as ones they would like their community to address, with homelessness (36%), crime/safety/drugs (24%) and housing (14%) identified as the top concerns. Addressing these three areas would potentially improve Kamloops’ performance in other metrics such as NPS and quality of life.

Other common issues behind the top three include healthcare (7%), infrastructure (5%) and the environment (3%), just to name a few.

Most Important Issues Facing the Community (2022)



 Areas that fall within the provincial or federal jurisdiction

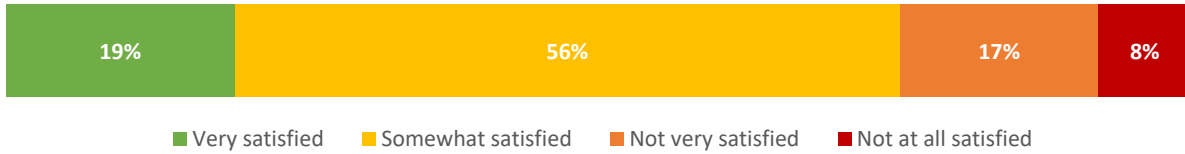
TM_01. In your view, as a resident of Kamloops, what is the most important issue facing your community; that is the one issue you feel should receive the greatest attention from your local leaders? (One mention only) [All respondents, excluding “don’t know” and “none”]



1.5. Arts, Culture, and Heritage

Three-quarters (TOP2: 75%) of residents are satisfied with opportunities and venues for the arts and cultural activities, similar from 2019 (TOP2: 76%). Younger residents aged 18-34 are more likely to be satisfied with this (TOP2: 81%) than residents aged 35-54 (69%).

Satisfaction with Opportunities and Venues for the Arts and Cultural Activities (n = 383)



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)	% Change 2019-2022
Top 2 Box	–	88%**	85%	85%	82%	76%	75%	-1%
Question:	<i>Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>. [CS_02]</i>							
Framework:	All respondents, excluding “don’t know”							
Note:	** Not directly comparable due to changes to the question.							



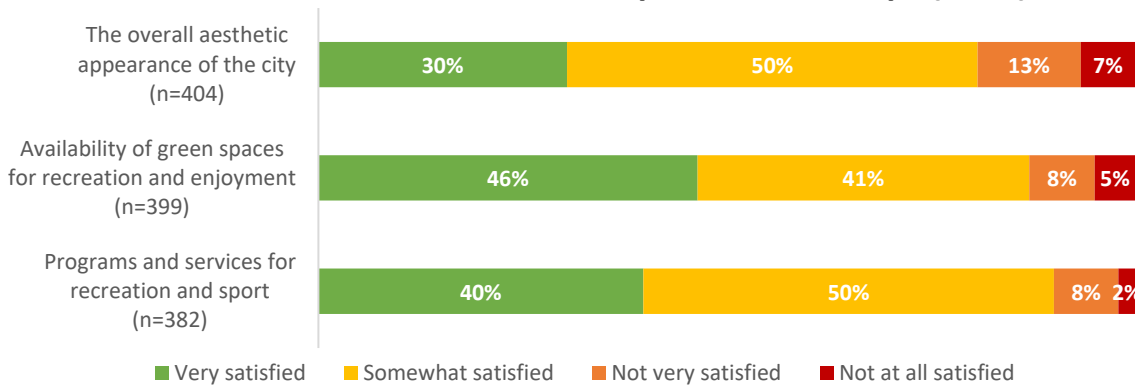
1.6. Healthy Community, Places, and Spaces

The percentage of residents who are satisfied overall (TOP2) with programs and services for recreation and sport has remained steady since 2019 (TOP2: 90% vs TOP2: 91%). Young residents aged 18-34 (TOP2: 94%) and older residents aged 55+ (TOP2: 93%) are most satisfied with this.

Residents are less satisfied with the availability of green spaces in 2022 (TOP2: 87%) than in 2019 (94%). Less than half are (46%) very satisfied, compared to more than half (57%) in 2019.

Fewer residents are pleased with the overall aesthetic appearance of Kamloops in 2022 (TOP2: 81%) compared to 2019 (TOP2: 93%). Older residents aged 55+ (TOP2: 85%) are most satisfied with the appearance of the city.

Satisfaction with Services and Aspects of Kamloops (2022)



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2016– 2019
Top 2 Box								
Overall aesthetic appearance of the city	–	–	95%	95%	92%	93%	81%	-12%
Availability of green spaces for recreation and enjoyment	–	–	92%	93%	92%	94%	87%	-7%
Programs and services for recreation and sport	–	93%**	93%	93%	93%	91%	90%	-1%

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

Framework: All respondents, excluding “don’t know”

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



1.7. Safety

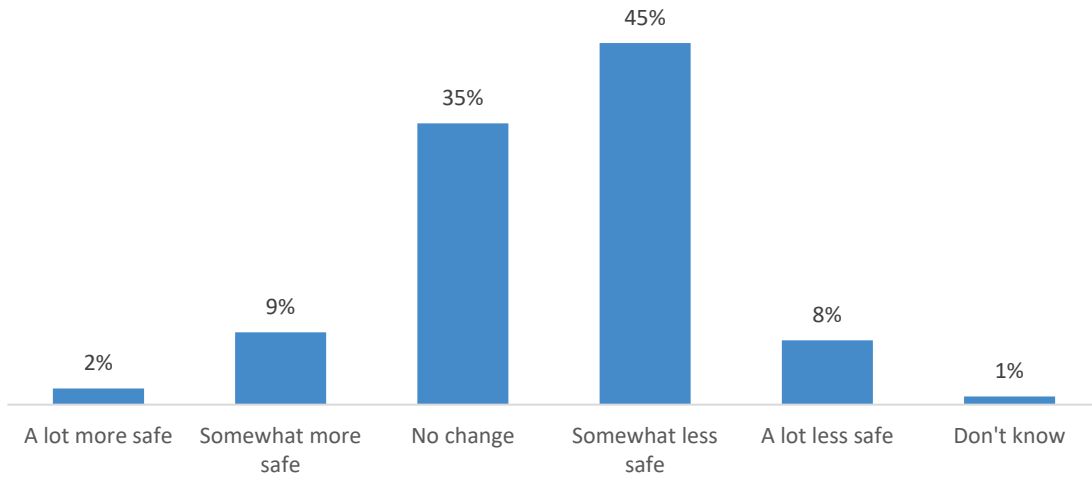
1.7.1. Change in Perception of Safety in the Past Three Years

Only 1 in 10 (TOP2: 11%) residents feel that their community has become more safe compared to three years ago. This figure has dropped steadily over the past decade and significantly over the past three years.

In contrast, 8 in 10 (BTM2: 80%) residents feel that their community has become less safe in the past three years, with 5 in 10 (45%) saying it's "a lot less safe". This has increased since 2019, where a 4 in 10 (BTM2: 42%) of residents said they feel their community has become less safe. Once again, we see a divergence between web and telephone respondents, with only TOP2: 2% saying they feel more safe, well below telephone respondents.

Residents aged 35-54 tend to feel less safe in their community with 8 in 10 (BTM2: 80%) feeling less safe. Women are also more likely to say that their community has become less safe, with BTM2: 85% of women saying so, compared to BTM2: 74% of men.

Change in Perception of Safety in the Past Three Years



	2003** (n = 400)	2006** (n = 400)	2009** (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Top 2 Box	34%	37%	42%	40%	36%	32%	11%	-21%
Top Box	8%	6%	8%	8%	4%	8%	2%	-6%
Question:	<i>Would you say you generally feel more safe or less safe in your community now than you did three years ago? Do you feel... [SS_01]</i>							
Framework:	All respondents							
Note:	** Question asked how safety has changed over past 5 years							



1.7.2. Crime and Safety Issues

Residents are less satisfied with community services than in 2019 (TOP2: 71% vs TOP2: 81%).

Satisfaction with Community Services (Previously By-Law Enforcement)



■ Very satisfied
 ■ Somewhat satisfied
 ■ Not very satisfied
 ■ Not at all satisfied

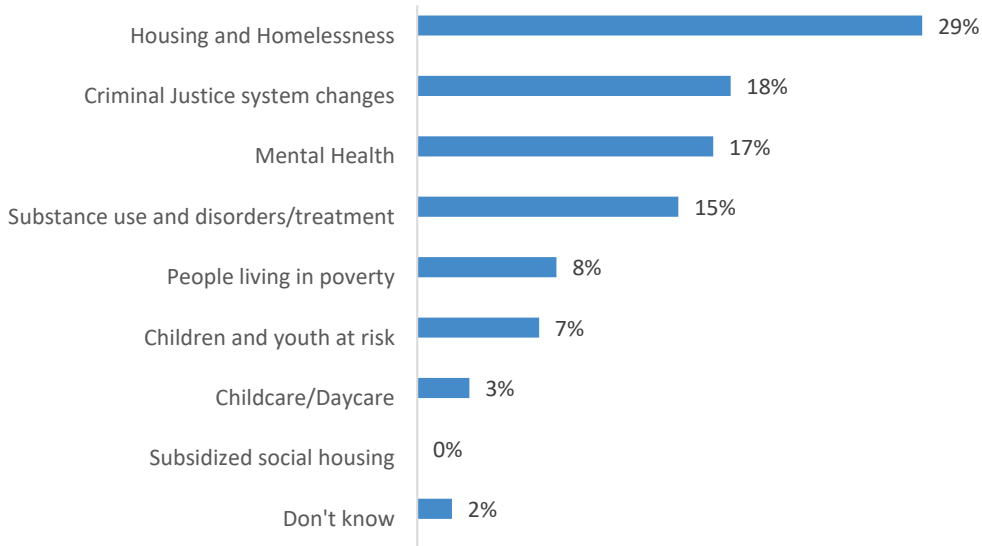
	*2016 (n = 409)	*2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Top 2 Box	79%	81%	71%	-10%
Question:	<i>Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>.</i>			
Framework:	[CS_02] *(Previously “By-law enforcement”)			
Note:	All respondents, excluding “don’t know” Not asked before 2016.			



1.7.3. Social Planning

In 2022, housing and homelessness continue to be the top issues citizens want the City to advocate for (29%), similar to 2019. Criminal Justice system changes (18%), mental health (17%) and substance use (15%) are also common issues that citizens identified.

Social Planning for the Future



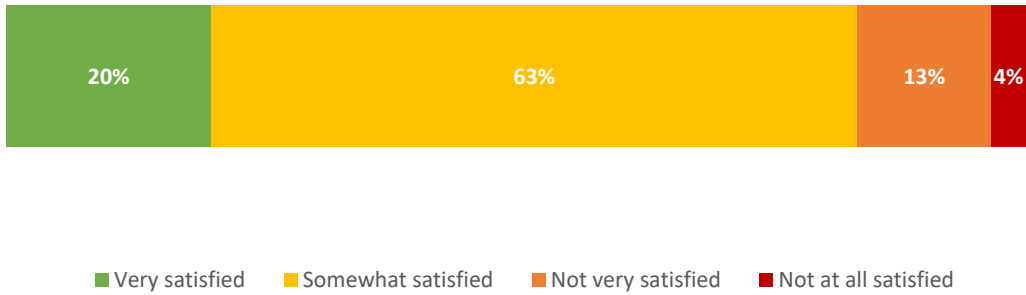
	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Housing and Homelessness**	14%	21%	29%	+8%
Criminal Justice system changes	-	-	18%	-
Mental Health	14%	20%	17%	-3%
Substance use and disorders/treatment**	12%	14%	15%	+1%
People living in poverty	13%	8%	8%	0%
Children and youth at risk	22%	13%	7%	-6%
Childcare/daycare	–	6%	3%	--3%
Subsidized social housing	12%	9%	0%	-9%
Question:	<i>In your opinion, which of the following social issues is the one that the City of Kamloops should advocate for the most strongly over the next few years? [SP_01]</i>			
Framework:	All respondents			
Notes:	** Answer option changed slightly in 2022			



2.1. Asset Management

Around 8 in 10 (TOP2: 83%) residents are satisfied with Kamloops’ planning for, and management of, severe weather events. This is has remained steady from 2019 (TOP2: 84%).

Satisfaction with Planning for and Managing Severe Weather Events (e.g. Drought, Rain, Wind, etc.) (n = 378)



	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)	% Change 2019–2022
Top 2 Box	79%	84%	83%	-1%
Question:	<i>Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>.</i> [CS_02]			
Framework:	All respondents, excluding “don’t know”			
Note:	Not asked before 2016.			

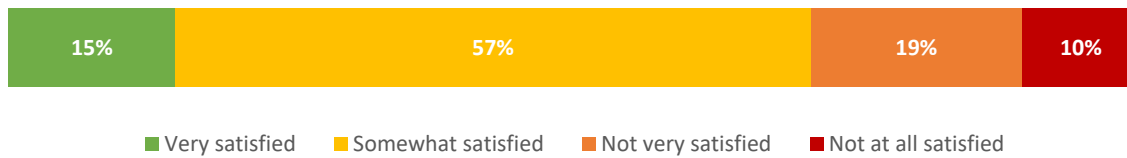


2.2. Community Engagement

2.2.1. Satisfaction with Communication and Public Engagement

7 in 10 (TOP2: 71%) residents are satisfied with the City of Kamloops' communication and public engagement efforts. This is a significant drop from (TOP2: 83%) 2019.

Satisfaction with Communication and Public Engagement



	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Top 2 Box	79%	83%	71%	-12%
Question:	<i>Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>. [CS_02]</i>			
Framework:	All respondents, excluding “don’t know”			
Note:	Not asked before 2016.			

2.2.2. Contacting the City of Kamloops

2.2.2.1 Contact with Kamloops in the Past 12 Months

A third (35%) of residents contacted the City of Kamloops within the past 12 months – the same (35%) as in 2016.

Web respondents contacted Kamloops at a much higher rate than telephone respondents, with more than half (53%) of online respondents reporting contact with Kamloops in the past 12 months.

Middle aged (35-54: 47%) and older residents (55+: 35%) are more likely to contact the City than their younger residents (18-34: 16%).

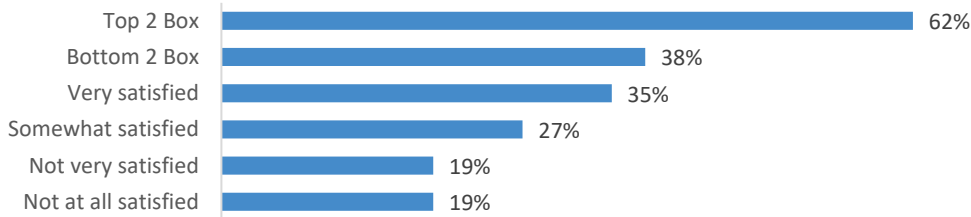
	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019–2022
Yes	51%	49%	52%	48%	46%	35%	35%	0%
Question:	<i>Have you contacted the City of Kamloops within the past 12 months? [CC_01]</i>							
Framework:	All respondents							



2.2.2.3 Satisfaction with Overall Service When Contacting Kamloops

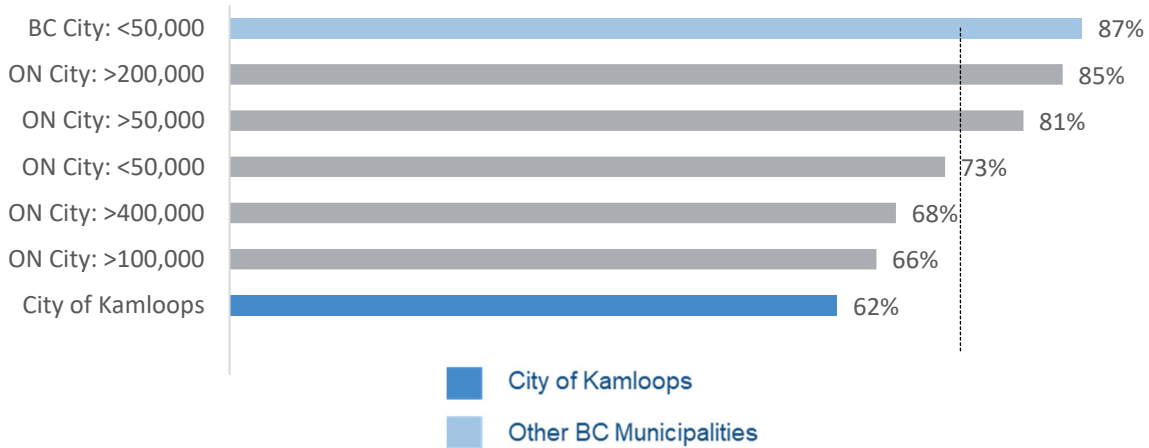
Three in five (TOP2: 62%) residents are satisfied with the overall service they received after contacting the City. This is significantly down from 2019 (TOP2: 78%). The percentage of “very satisfied” residents (35%) is at its lowest in the past 20 years. Kamloops is not performing as well as other Canadian municipalities when it comes to satisfaction with contacting the City (Average TOP2: 75%).

Overall Satisfaction with Services Received



Satisfaction When Contacting the City (TOP2) - Benchmarks

Average: 75%



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2016– 2019
Top 2 Box	76%	72%	71%	73%	72%	78%	62%	-16%
Top Box	48%	45%	48%	46%	44%	46%	35%	-11%
Question:	<i>We’d like you to think about your most recent experience contacting the City. For each of the following options, we’d like to know how satisfied you are. How about... The overall service you received [CC_02A]</i>							
Framework:	Respondents who have contacted the City of Kamloops within the past 12 months, excluding “don’t know”							



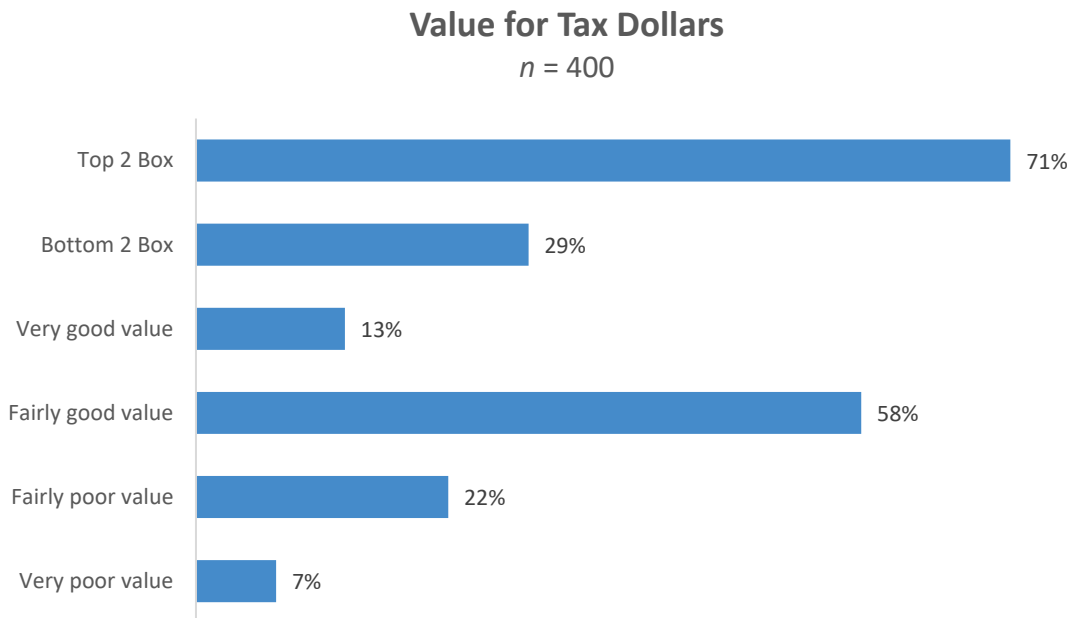
2.3. Fiscal Responsibility

2.3.1. Value for Tax Dollars

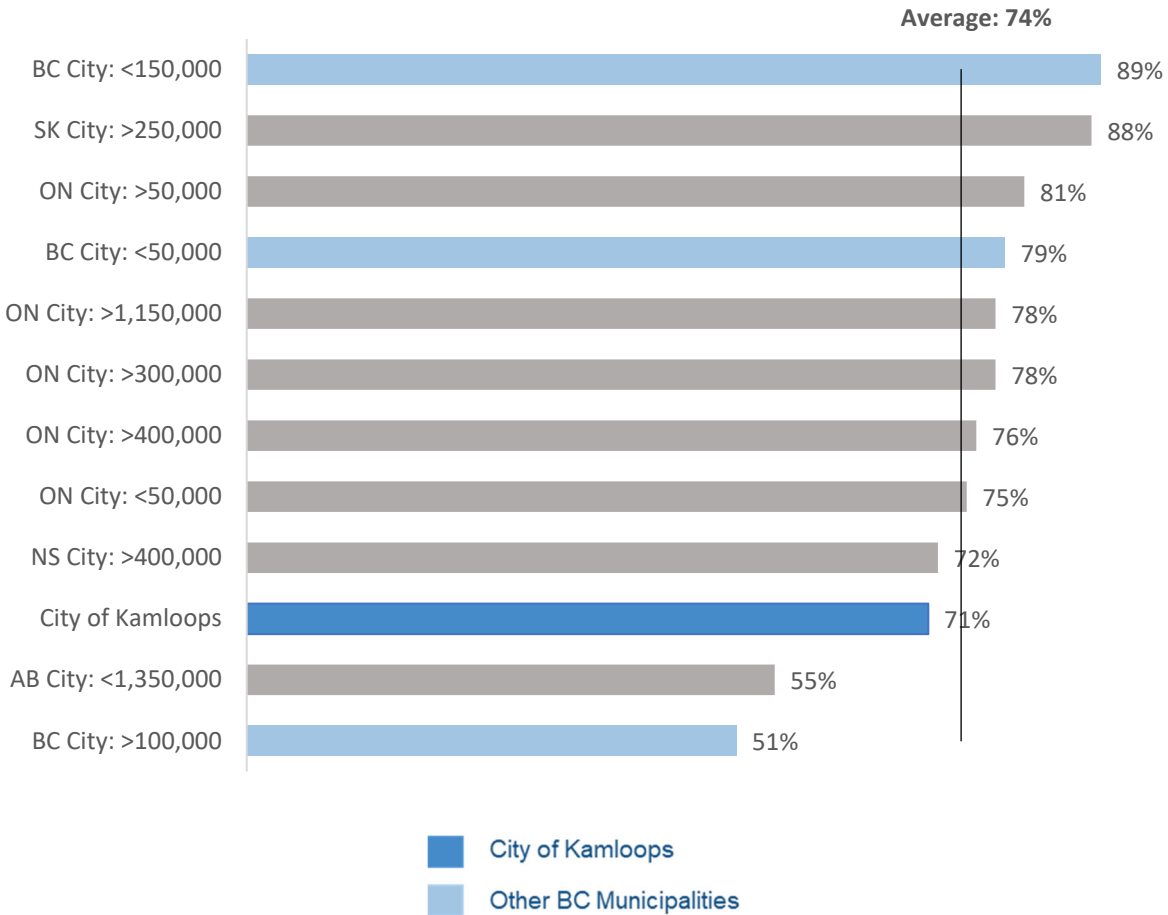
Around 3 in 4 (TOP2: 71%) residents feel that they receive good value for their tax dollars. This is comparable to the average of other Canadian municipalities (TOP2: 74%). Online respondents (TOP2: 46%) are less likely to feel this opinion.

Older residents aged 55+ (TOP2: 80%) residents feel they receive good value for their tax dollars. In 2022, there was no difference in perceptions of value for money depending on how long they've been living in Kamloops.

Single adults (TOP2: 79%) and couples with no dependent children (75%) are more likely to be satisfied with the value for their tax dollars compared to couples with dependent children (TOP2: 59%).



Value for Tax Dollars (TOP2) - Benchmarks



	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2016–2019
Top 2 Box	84%	78%	80%	71%	-9%
Top Box	20%	14%	19%	13%	-6%
Question:	<i>Thinking about all the programs and services you receive from the City of Kamloops, would you say that overall you get good value or poor value for your tax dollars? Would you say... <read scale>. [FI_01]</i>				
Framework:	All respondents				
Note:	Not asked in 2003, 2006 or 2009.				

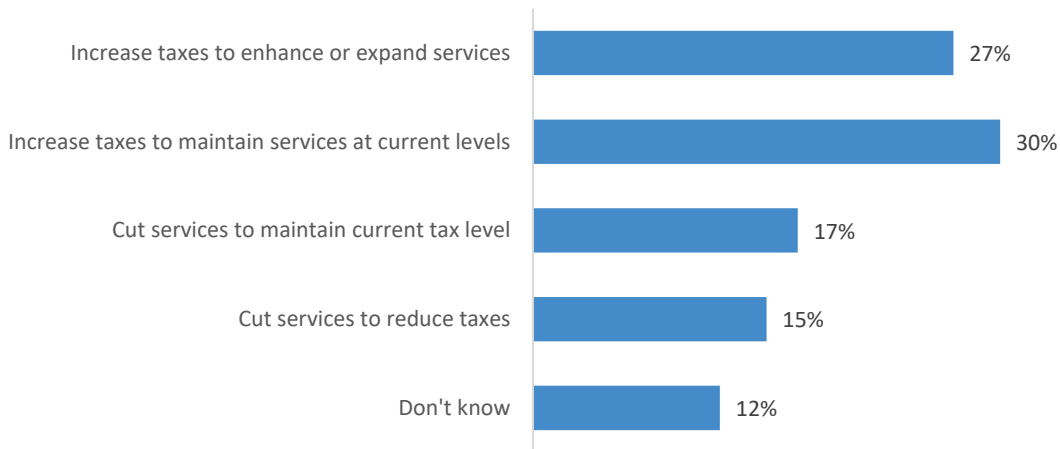


2.3.2. Balancing Taxation and Services

A majority (TOP2: 57%) of Kamloops residents support some level of tax increase, though this support can be examined with more nuance. 3 in 10 (30%) support tax increases for the purpose of maintaining services at current levels, and a similar proportion (27%) support increasing taxes to enhance or expand services. Less than one-fifth (17%) of residents support cutting services to maintain current tax levels, and a similar proportion (15%) of residents want to cut taxes to reduce current levels of taxation. Slightly lower levels of online respondents want to increase taxes (TOP2: 44%).

Balancing Taxation and Services

n = 400

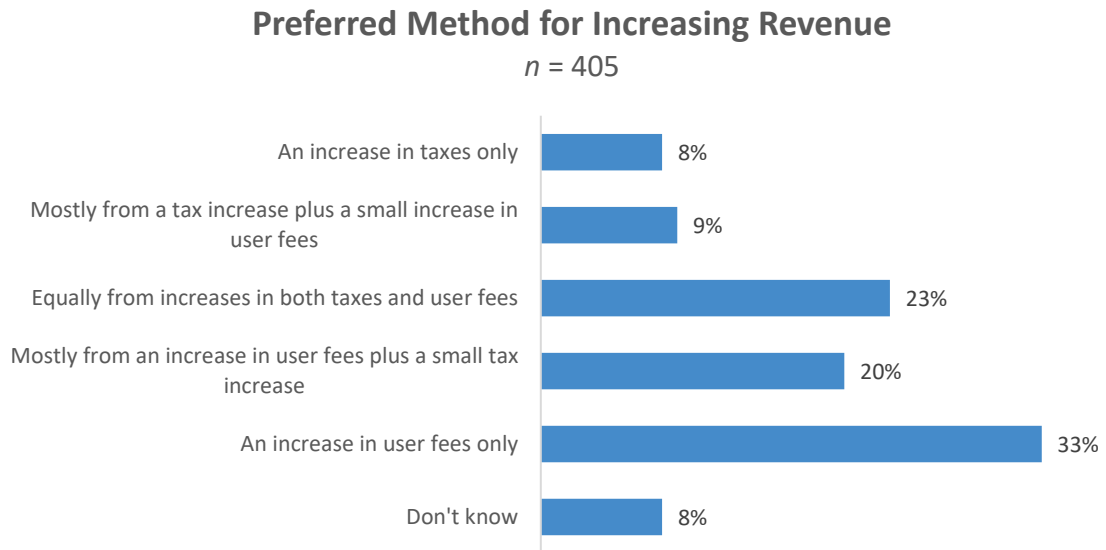


	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2016–2019
Increase taxes	68%	64%	56%	53%	63%	56%	57%	+1%
Cut/reduce services	22%	24%	33%	34%	28%	30%	32%	+2%
Question:	<i>Municipal property taxes are the primary way to pay for services provided by the City of Kamloops. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City to pursue? [FI_02]</i>							
Framework:	All respondents, excluding “don’t know”							



2.3.3. Preferred Method for Increasing Revenue

When it came to how residents want to increase City revenue, they generally favour user fees (NET: 53%) over tax increases (NET: 17%). 3 in 10 (33%) support an increase in only user fees, compared to the only 1 in 10 (8%) who support an increase in taxes. Options that increased user fees are generally more popular.



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

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



3. ENVIRONMENTAL LEADERSHIP

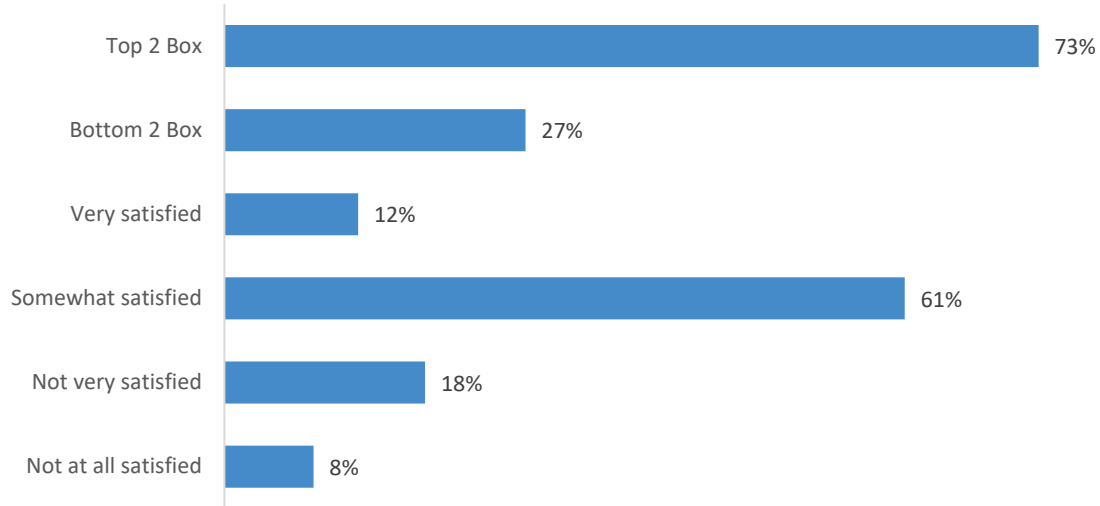
The majority (TOP2: 73%) are satisfied with the City's environmental leadership, slightly down from 2019 (TOP2: 79%).

Overall, the number of residents who are satisfied with the City's alternate methods of transportation has remained steady since 2019, however this has been a decline compared to 2006. Residents' feelings about infrastructure improvements like sidewalks, street lighting, and road repairs, has also remained steady since 2019.

3.1. Environmental Leadership

A majority of residents (TOP2: 73%) are satisfied with the City’s performance in the area of environmental leadership. However only 1 in 10 (12%) say they are very satisfied, indicating only moderate satisfaction in this area. This satisfaction in environmental leadership is a slight decrease from 2019 (TOP2: 79%).

Overall Satisfaction with Environmental Leadership
n = 375



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

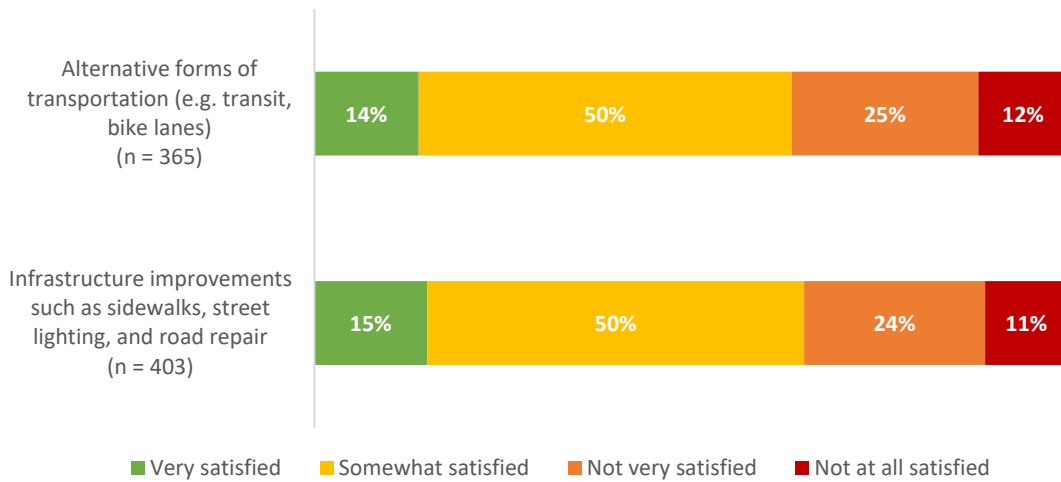


3.2. Transportation

Residents are satisfied with the City in the area of alternative forms of transportation. Three-fifths (TOP2: 63%) of residents say they are satisfied with this area of the City’s services, remaining steady from 2016 (TOP2: 65%). However there has been a continuous decline in satisfaction in this area which started in 2006.

When it comes to infrastructure improvements, such as sidewalks, street lighting, and road repair, two-thirds (TOP2: 65%) of residents are satisfied with the City’s performance, remaining steady from 2019 (TOP2: 70%), but still well below 2012 levels.

Satisfaction with services and aspects of Kamloops



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n=405)	% Change 2019– 2022
Top 2 Box								
Alternative forms of transportation (e.g. transit, bike lanes)	76%**	78%**	72%**	73%	73%	65%	63%	-2%
Infrastructure improvements such as sidewalks, street lighting, and road repair	–	77%	78%	78%	66%	70%	65%	-5%

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

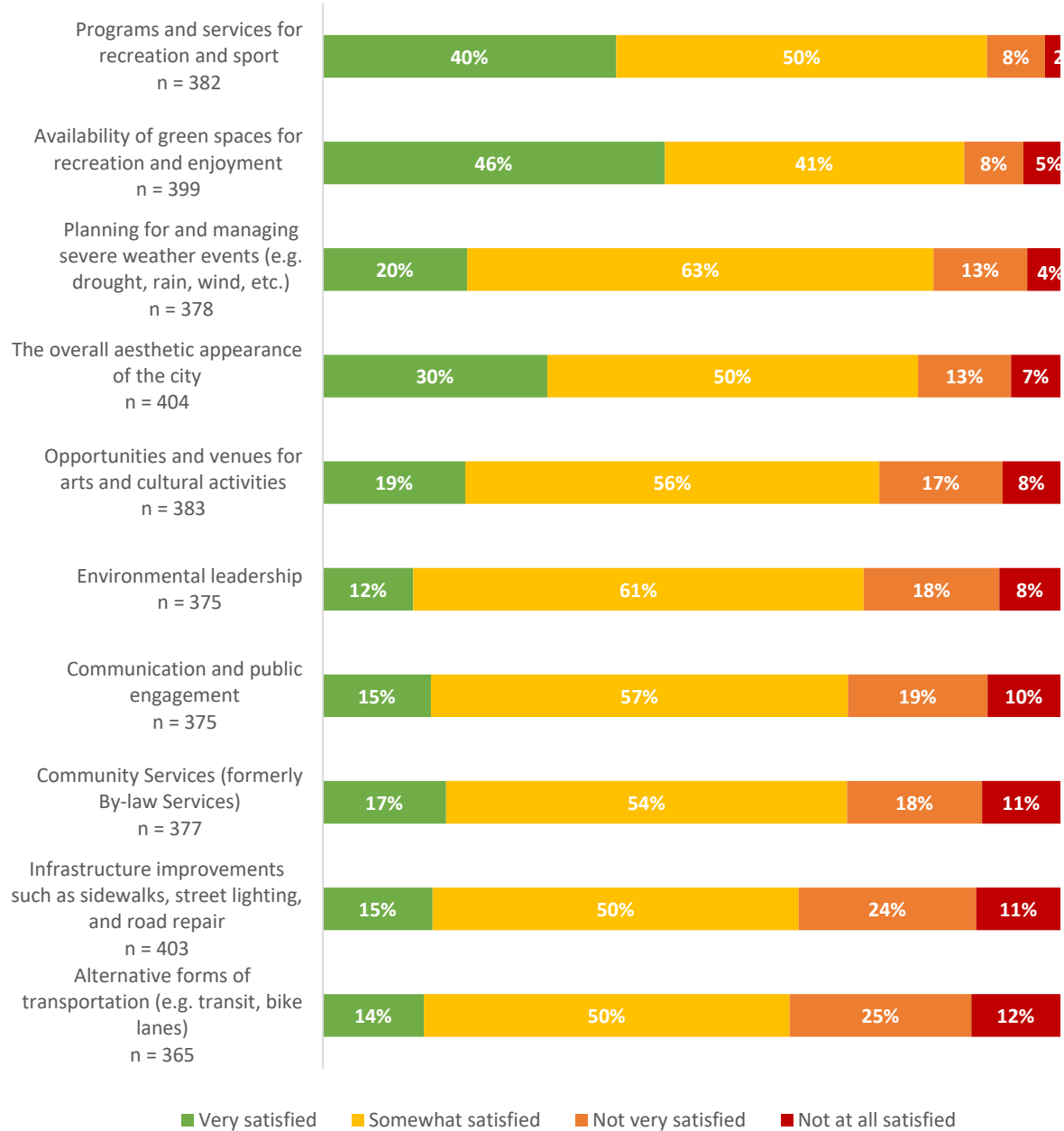
Framework: All respondents, excluding “don’t know”

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



APPENDIX

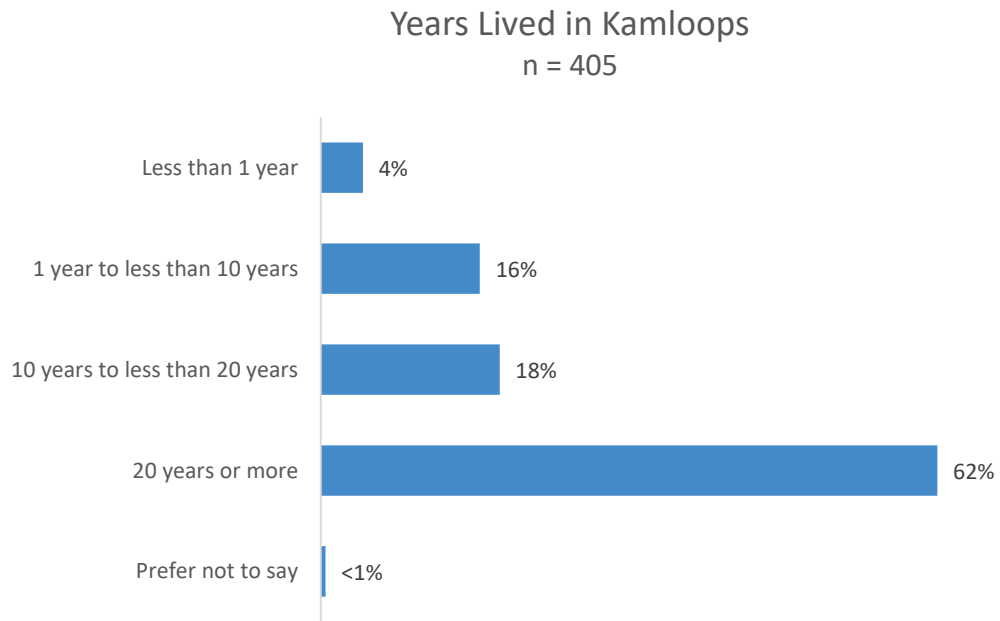
Satisfaction with services and aspects of Kamloops



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



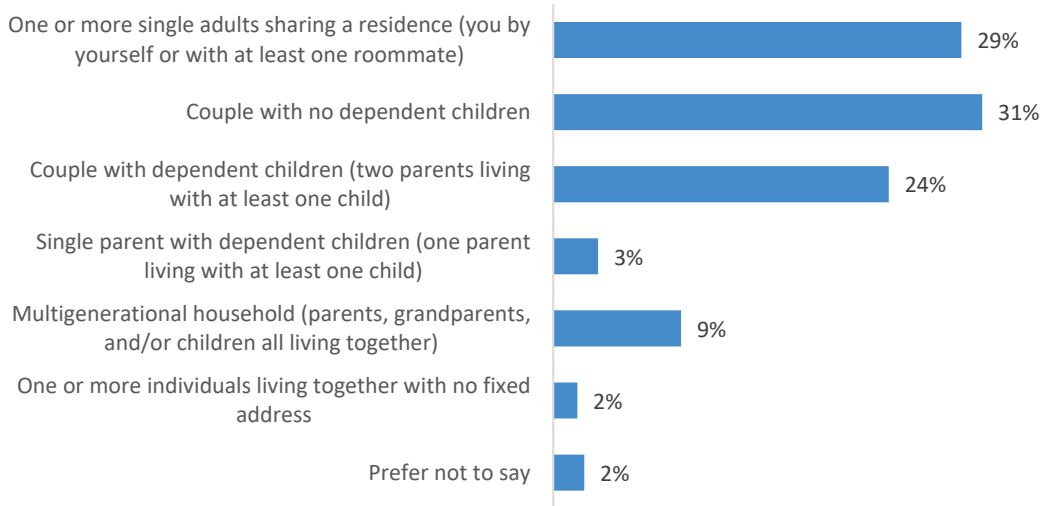
DEMOGRAPHICS



D_01. How many years have you lived in Kamloops?



Household Type n = 405

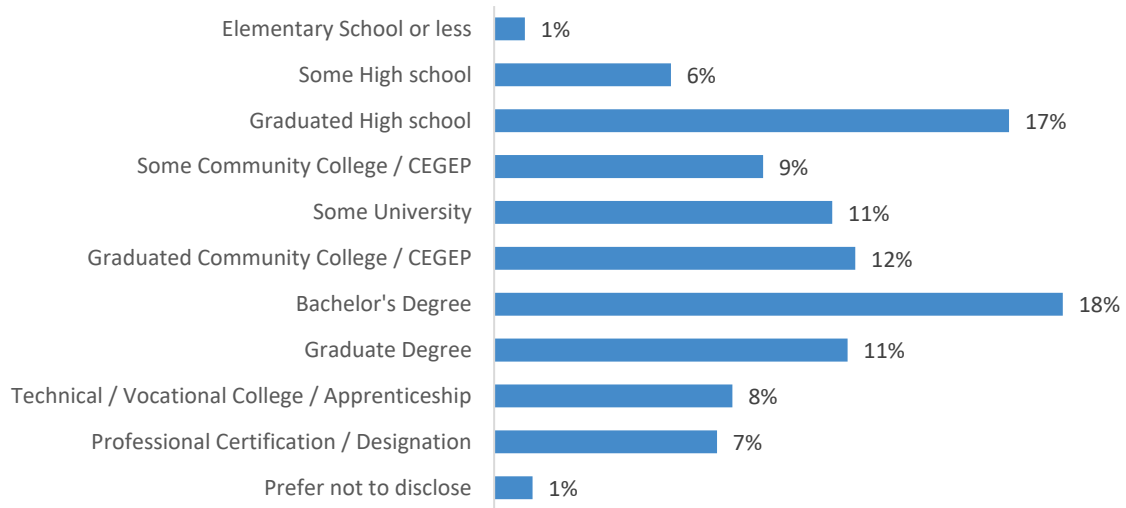


D_02. Which of the following best describes your household?



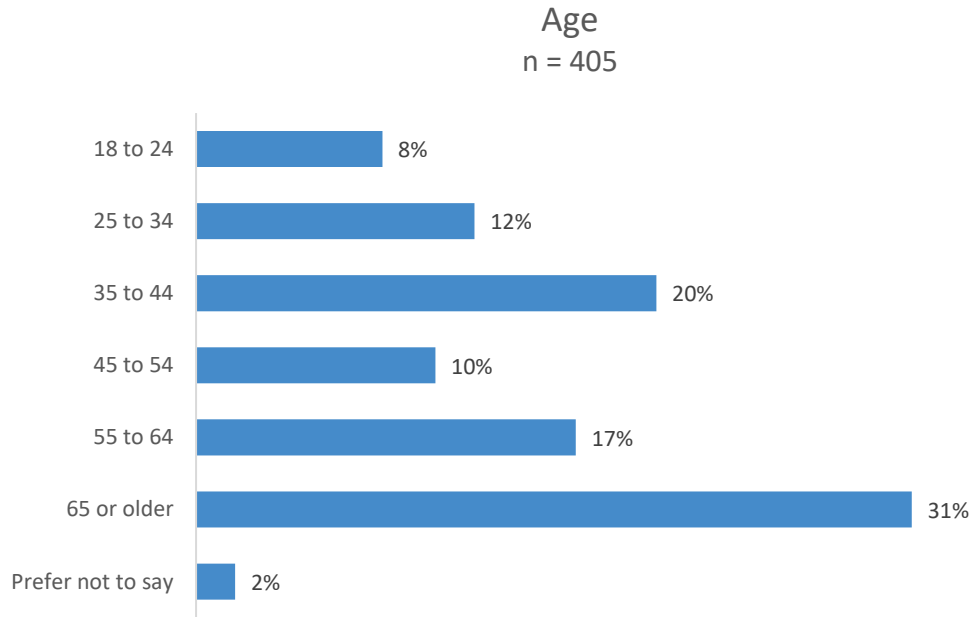
Highest Level of Education

n = 405



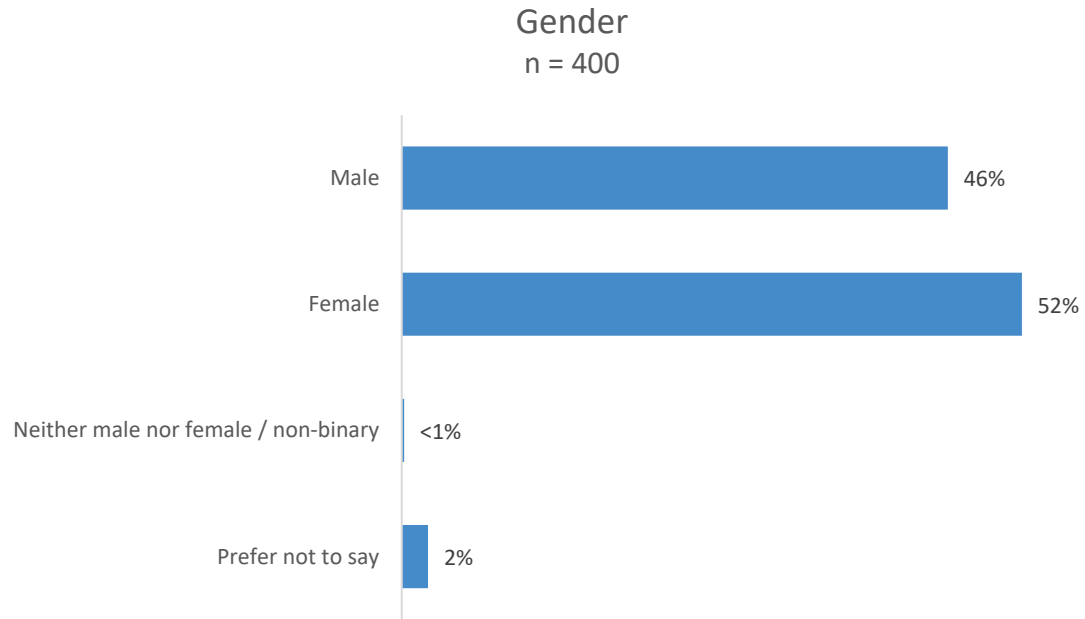
D_03. Which of the following best represents your highest level of education completed to date?





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





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

