



Canada's Tournament Capital

THE CITY OF
KAMLOOPS

2024 Citizen Satisfaction Survey Draft Report



CONTENTS

- Sampling and Methodology 3
- 1. Livability 5
 - 1.1. Quality of Life in Kamloops 6
 - 1.1.1. Overall Quality of Life 6
 - 1.1.2. Change in Quality of Life in the Past Three Years 8
 - 1.1.3. Improved areas related to Quality of Life 10
 - 1.1.4. Worsening Areas Related to Quality of Life 12
 - 1.1.5. Top Qualities Making Kamloops a Good Place to Live 14
 - 1.1.6. Overall Services Satisfaction 15
 - 1.2. Net Promoter Score (NPS) 16
 - 1.3 Priority Areas for Improving Overall Satisfaction/NPS 18
 - 1.4. Most Important Issues 20
 - 1.5. Arts, Culture, and Heritage 21
 - 1.6. Healthy Community, Places, and Spaces 22
 - 1.7. Safety 23
 - 1.7.1. Change in Perception of Safety in the Past Three Years 23
 - 1.7.2. Crime and Safety Issues 24
 - 1.7.3. Social Planning 26
- 2. Governance and Accountability 27
 - 2.1. Asset Management 28
 - 2.2. Community Engagement 29
 - 2.2.1. Satisfaction with Communication and Public Engagement 29
 - 2.2.2. Contacting the City of Kamloops 29
 - 2.3. Fiscal Responsibility 34
 - 2.3.1. Value for Tax Dollars 34
 - 2.3.2. Balancing Taxation and Services 36
 - 2.3.3. Preferred Method for Increasing Revenue 37
 - 2.3.4. Tax Use Support 38
- 3. Environmental Leadership 40
 - 3.1. Environmental Leadership 41
 - 3.2. Transportation 42
- 4. CITY COMMUNICATIONS 43



4.1 Current Used/ Preferred Communication Method..... 44

4.2. Satisfaction with Kamloops.ca 45

Appendix 46

Demographics 47



SAMPLING AND METHODOLOGY

Forum Research was commissioned to undertake the 2024 wave of fieldwork for the City of Kamloops Citizen Satisfaction Survey. The survey was conducted amongst City of Kamloops residents, 18 years of age or older.

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 21 st – November 12 th , 2024		
Survey mode	Total number of responses	Margin of error (+/- 19 times out of 20)*
Telephone	n = 400	4.9%
Online	n = 1,534	–**

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 2024 City of Kamloops survey is compared to surveys of other Canadian municipalities that asked this same question and were conducted between 2023-2024. The Canadian municipalities having populations ranging from ~50,000 to ~1,300,000. 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.”



Terms

- **Young adults** – Residents aged 18-34 were coded as ‘young adults’
- **Middle-aged** – Residents aged 35-54 were coded as ‘middle-aged’
- **Older residents** - Residents aged 55+ were coded as ‘older residents’

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 receive poorer value for taxes, and generally had more negative feedback overall. Web respondents are also more active and engaged with the City government. For example, 2 in 3 web respondents (59%) contacted the Kamloops government in the past 12 months, compared to half (48%) 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 are positive with their quality of life as the majority of residents (TOP2: 75%) feel that their quality of life is good. However, this figure has continued to decline since 2019 (TOP2: 2019: 95%, 2022: 83%, 2024: 75%). In addition, Kamloops falls below the average rating for overall quality of life (AVG TOP2: 83%).

In 2024, more residents feel that their quality of life has worsened rather than improved (NET: -61%), marking a new recorded low. Middle-aged residents (76%) are more likely to report a decline in quality of life over the past three years compared to young adults (53%) and older residents (65%). The top reasons cited for this decline are homelessness/poverty (43%) and an increase in crime (42%).

Satisfaction with various aspects of City services has generally remained constant compared to 2022. Residents are satisfied overall with the various services it provides.

Similar to 2022, more residents feel that their community has become less safe over the past three years than believe it has become safer. When asked about the most important issue facing their community that should receive the greatest attention from local leaders, residents most frequently mentioned homelessness (26%) and crime/safety (18%).

Moving forward, residents would like the city to focus its social planning efforts on family doctor/ health care and mental health (49%) and addictions supports (25%).

A gap analysis identified priority areas that the City could target to potentially improve resident satisfaction, NPS and quality of life – (1) community and public engagement, and (2) Infrastructure improvements such as sidewalks, street lighting, and road repair.

1.1. Quality of Life in Kamloops

1.1.1. Overall Quality of Life

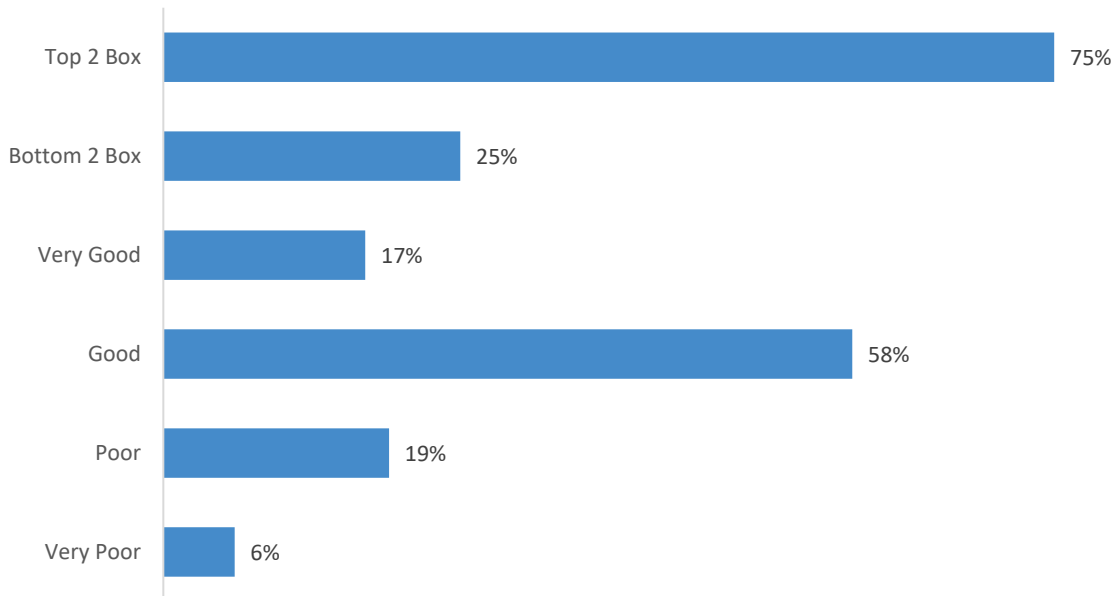
3 in 4 Kamloops residents (TOP2: 75%) indicated that their quality of life is good, with 17% stating their quality of life is very good. However, compared to other Canadian cities/municipalities, Kamloops falls below the average rating for overall quality of life (AVG TOP2: 83%), with a slight decline observed in the average rating as well (TOP2: 85% in 2022). Web respondents were much less enthusiastic about the quality of life in Kamloops, with only 2 in 5 (TOP2: 41%) saying their quality of life is good.

There has been a decline in the proportion of residents who say their quality of life is good since 2019 (TOP2: 2019: 95%, 2022: 83%, 2024: 75%).

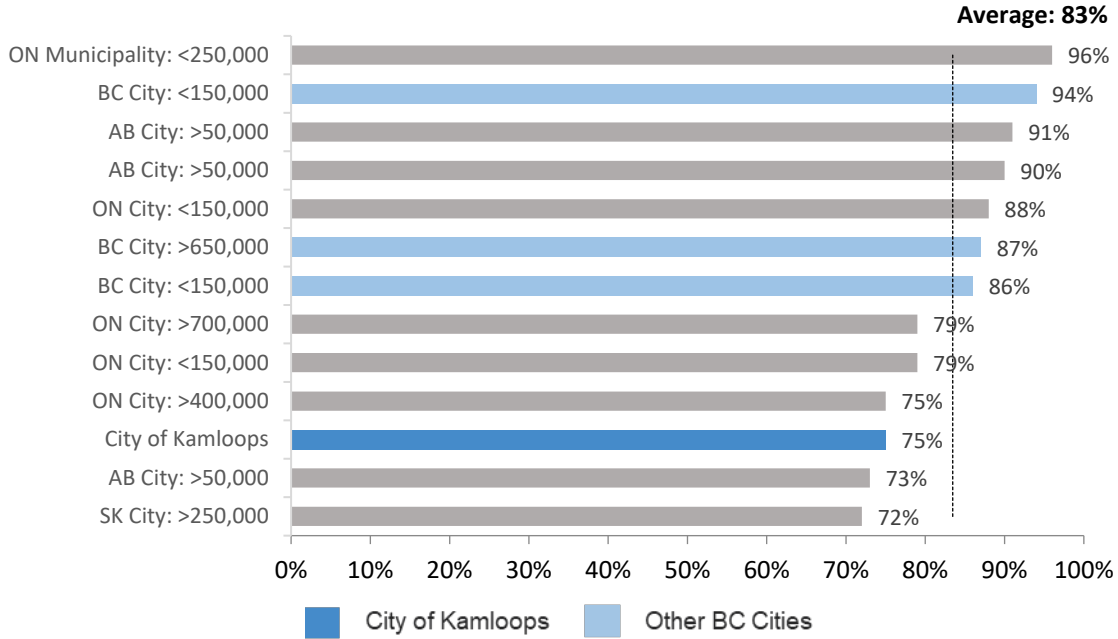
Young adults and older residents are more likely to report that their quality of life is good compared to middle-aged residents. About 4 in 5 older residents (TOP2: 81%) and young adults (TOP2: 78%) say their quality of life is good, while less than two-thirds (TOP2: 62%) of middle-aged residents report the same.

Additionally, residents with graduate degrees or professional certificates (TOP2: 82%) are more likely to report that their quality of life is good compared to residents with high school diploma or lower levels of education (TOP2: 65%).

Quality of Life Rating (2024)



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)	2024 (n = 400)	% Change 2022-2024
Top 2 Box	96%	99%	96%	98%	94%	95%	83%	75%	-8%
Top Box	36%	47%	47%	55%	39%	40%	20%	17%	-3%

Question: How would you rate the overall quality of life in Kamloops today? Would you say... [QL_02]

Framework: All respondents



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

1 in 20 (5%) Kamloops residents think life has improved over the past three years, while 2 in 3 (66%) think that it has worsened. About 3 in 10 (29%) say the quality of life has stayed the same.

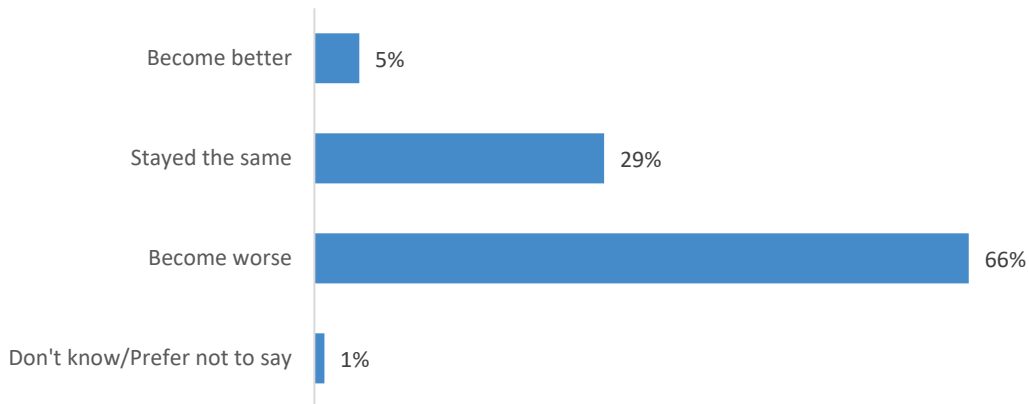
The net score (improve–worsened) has slightly dropped compared to 2022 and reached a new low of –61%. Web responses were far more negative about the past three years, with those respondents providing a net score of –89%.

Kamloops is not performing well when compared to other Canadian municipalities regarding the change in quality of life (Average TOP2: 48% vs Kamloops TOP2: 34%).

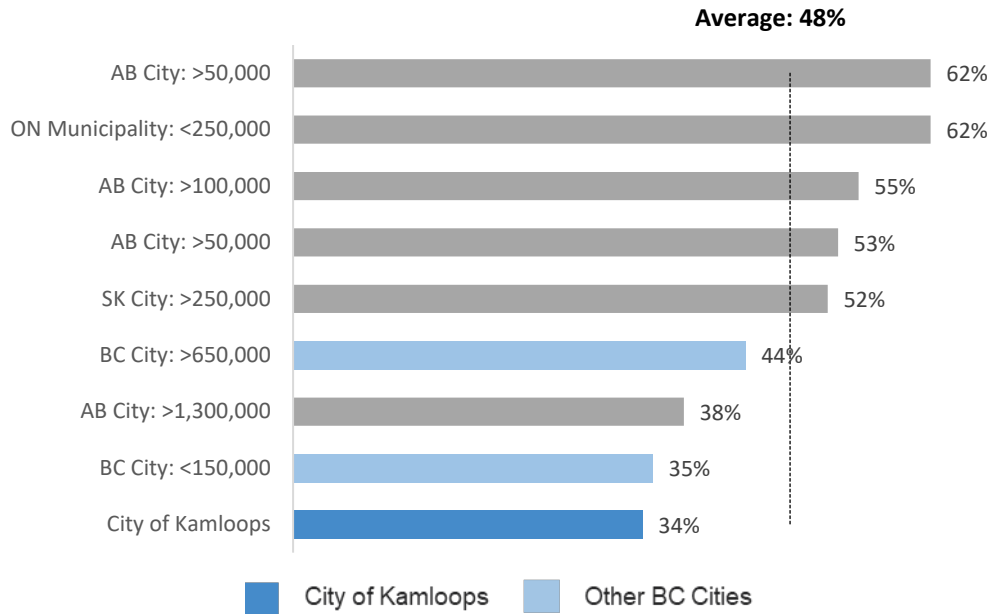
Middle-aged residents (76%) are more likely to say their quality of life worsened in the past 3 years than young adults (53%) and older residents (65%).

In additional, residents who graduated from community college/CEGEP/ technical/vocational college/apprenticeships (74%) are more likely to report that their quality of life has worsened compared to those with graduate degrees or professional certificates (57%).

Change in Quality of Life in Past Three Years (2024)



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)	2024 (n = 400)
Improved	30%	55%	37%	28%	10%	18%	7%	5%
Stayed the same	47%	35%	46%	62%	71%	52%	26%	29%
Worsened	19%	7%	15%	8%	16%	24%	64%	66%
Net score	+11%	+48%	+22%	+20%	-6%	-6%	-57%	-61%
Question:	<i>In your opinion, over the past three years, has the quality of life in Kamloops ... [QL_03]</i>							
Framework:	All respondents							

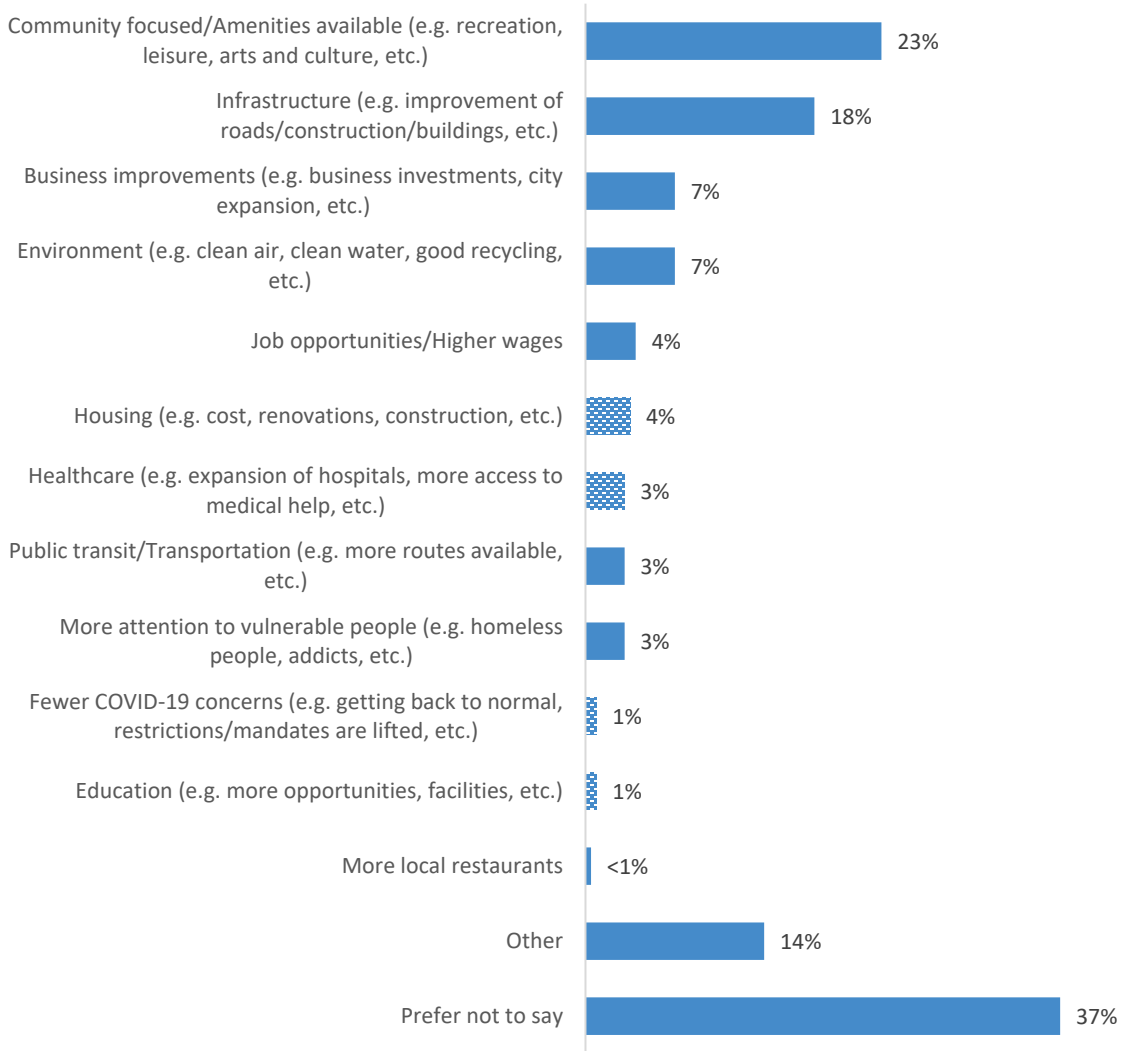



1.1.3. Improved areas related to Quality of Life

When it comes to areas of improvement related to quality of life, residents seem to focus more on the services and areas they can see every day. Amenities (23%), infrastructure (18%), business improvements (7%), and the environment (7%) are the most frequently mentioned.

It is worth noting that more than a third of respondents (37%) preferred not to give an answer.

Areas Which Improved Related to Quality of Life (2024)



 Areas that fall within the provincial or federal jurisdiction



Improvements to quality of life year over year	2012 (n = 400)	2016 (n = 40)	2019 (n = 257)	2022 (n = 252)	2024 (n = 247)
Community focused/amenities available (e.g. recreation, leisure, arts and culture etc.)	10%	11%	24%	21%	23%
Infrastructure (e.g. improvement of roads/construction/buildings, etc.)	10%	18%	15%	18%	18%
Business improvements (e.g. business investments, city expansion, etc.)	16%	4%	8%	13%	7%
Environment (e.g. clean air, clean water, good recycling, etc.)	4%	5%	8%	11%	7%
Job opportunities/Higher wages	–	–	11%	6%	4%
Housing (e.g. cost, renovations, construction, etc.)	–	–	7%	5%	4%
Healthcare (e.g. expansion of hospitals, more access to medical help, etc.)	–	–	8%	6%	3%
Public transit/Transportation (e.g. more routes available, etc.)	5%	6%	9%	4%	3%
More attention to vulnerable people (e.g. homeless people, addicts, etc.)	–	–	5%	2%	3%
Fewer COVID-19 concerns (e.g. getting back to normal, restrictions/mandates are lifted, etc.)	–	–	–	8%	1%
Education (e.g. more opportunities, facilities, etc.)	–	15%	4%	1%	1%
More local restaurants	–	–	4%	7%	<1%
Prefer not to say	–	–	11%	2%	37%
Other	–	7%	5%	17%	14%

[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”]



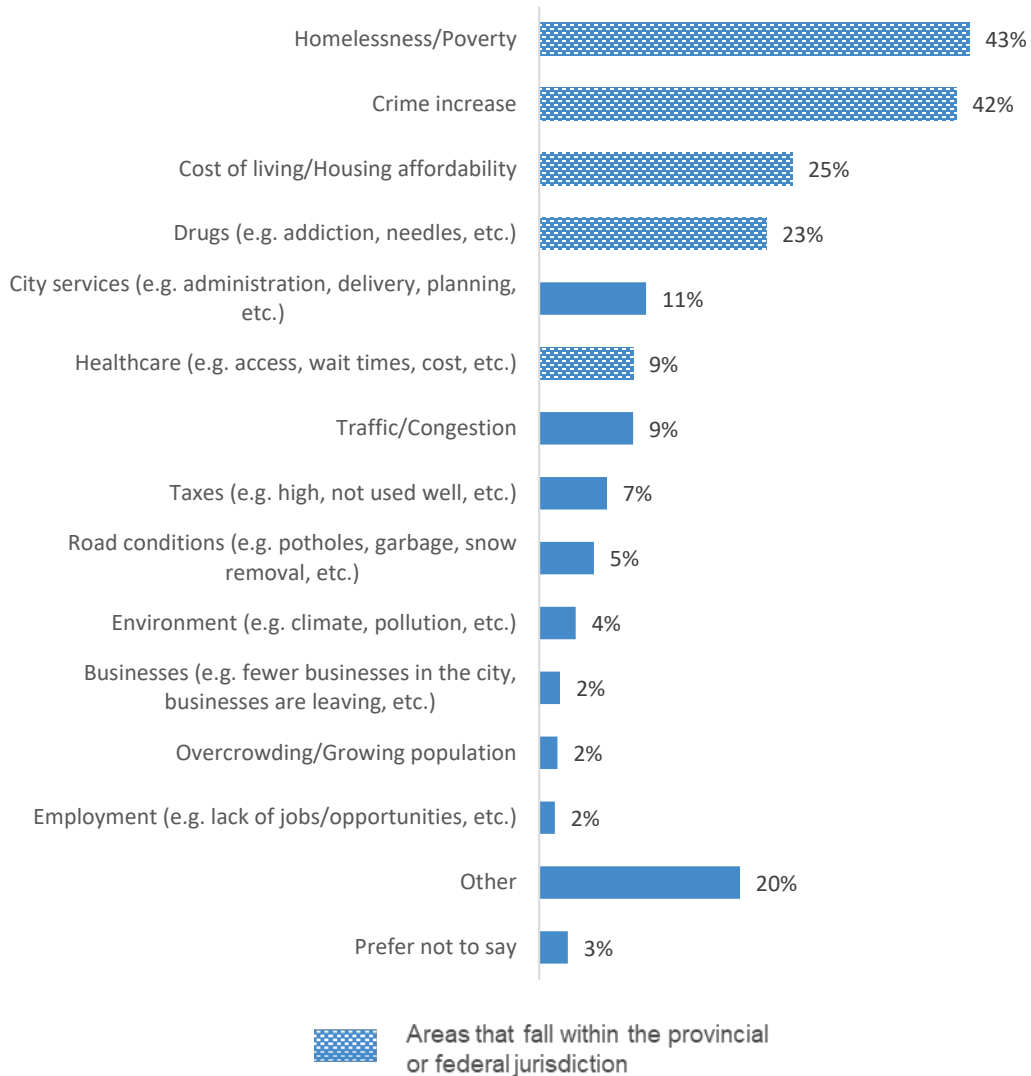
1.1.4. Worsening Areas Related to Quality of Life

When it comes to areas where quality of life has worsened, homelessness/poverty (43%) and the increase in crime (42%) remain the most cited concerns. About 1 in 4 residents mentioned the cost of living and housing affordability (25%), as well as drug-related issues (23%) as worsened areas. It is worth noting that drug-related concerns have become increasingly prominent since 2019.

Those who have lived in Kamloops for more than 20 years (47%) and those who graduated community college/CEGEP/technical/vocational college/apprenticeships (50%) are more concerned about homelessness/poverty than those who have lived in Kamloops for 10-20 years (30%) and those with graduate degrees or professional certificates (34%).

Additionally, young adults (38%) and middle-aged residents (30%) are more likely to mention the cost of living compared to older residents (19%).

Areas Which Worsened Related to Quality of Life (2024)



Worsening quality of life factors year over year	2012 (n = 400)	2016 (n = 65)	2019 (n = 329)	2022 (n = 372)	2024 (n = 384)
Homelessness/Poverty	–	–	14%	46%	43%
Crime increase	17%	8%	19%	45%	42%
Cost of living/Housing affordability	10%	28%	10%	22%	25%
Drugs (e.g. addiction, needles, etc.)	–	–	10%	15%	23%
City services (e.g. administration, delivery, planning, etc.)	-	-	2%	6%	11%
Traffic/Congestion	6%	7%	20%	5%	9%
Healthcare (e.g. access, wait times, cost, etc.)	8%	5%	4%	12%	9%
Taxes (e.g. high, not used well, etc.)	–	–	5%	2%	7%
Road conditions (e.g. potholes, garbage, snow removal, etc.)	–	–	15%	7%	5%
Environment (e.g. climate change, pollution, etc.)	8%	6%	6%	2%	4%
Overcrowding/Growing population	8%	3%	5%	3%	2%
Businesses (e.g. fewer businesses in the city, businesses are leaving, etc.)	3%	8%	3%	3%	2%
Employment (e.g. lack of jobs/opportunities, etc.)	20%	21%	5%	1%	2%
Prefer not to say	–	–	2%	<1%	3%
Other	15%	19%	3%	9%	20%

[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”]



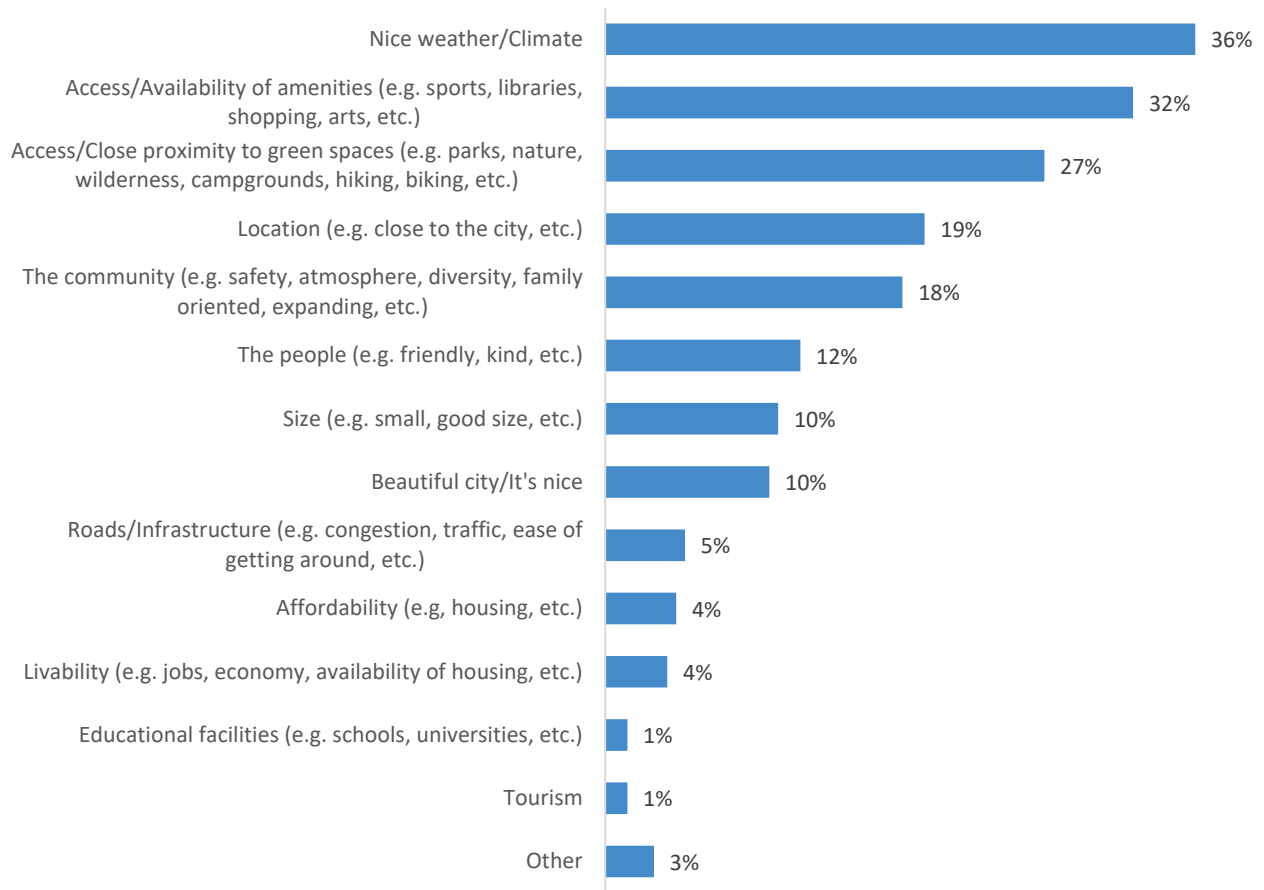
1.1.5. Top Qualities Making Kamloops a Good Place to Live

Having nice weather (36%), the access to, and the availability of, amenities (32%), and the access and close proximity to green spaces (27%) continue to be the top two qualities making Kamloops a good place to live.

Older residents tend to think the weather/climate is nicer than younger residents: 43% of older residents say the weather is nice, compared to 30% of middle-aged and just 11% of young adults. Additionally, couples with no dependent children (51%) tend to like the weather/climate more than their counterparts (26%-30%).

Households with one or more single adults are more likely to compliment the access to and availability of amenities (41%) compared to couples without dependent children (27%).

Top Qualities (2024)



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"]

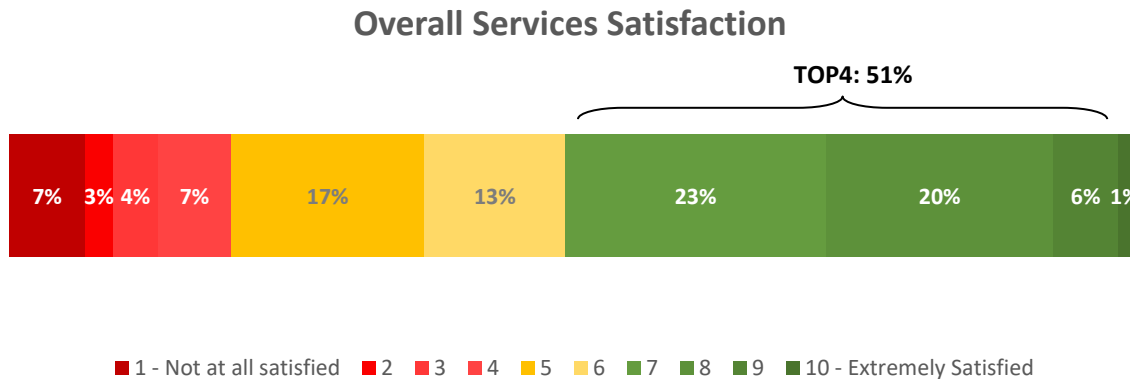


1.1.6. Overall Services Satisfaction

1 in 2 Kamloops residents (TOP4: 51%) indicated that they are satisfied with the overall services. Web respondents were much less enthusiastic about the overall services in Kamloops, with only 1 in 5 (TOP4: 20%) feeling satisfied with the services they received.

There has been a decline in the proportion of residents who are satisfied with the overall services since 2019 (TOP2: 2019: 67%, 2022: 55%, 2024: 51%).

Residents with graduate degrees or professional certificates (TOP4: 60%) were more satisfied with the overall services provided in the city compared to residents who graduated community college/CEGEP/technical/vocational college/apprenticeship (TOP4: 40%).



	2019 (n = 400)	2022 (n=405)	2024 (n = 400)	% Change 2022–2024
Top 4 Box	67%	55%	51%	-4%
Question:	<i>Generally, how satisfied are you with the quality of the services provided by Kamloops? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is extremely satisfied. [CS_01]</i>			
Framework:	All respondents			



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.

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 an okay place to live, 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.

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

In 2024, 1 in 8 residents (13%) are promoters of Kamloops, while about half of residents (46%) are detractors. Thus, Kamloops has a net promoter score of -33, meaning more people would not recommend Kamloops as a place to live than those who would. Middle-aged residents (NPS: -47%) have lower net promoter scores compared to older residents (NPS: -28%).

Once again, the results from web and telephone respondents show a clear divergence. Web respondents were significantly more negative, with only 1 in 20 (6%) being promoters and 8 in 10 (77%) being detractors, leading to a -71 NPS. This represents a 38-point difference in NPS scores between web and telephone respondents.

Kamloops NPS performs below average compared to other Canadian municipalities (AVG NPS: 0).

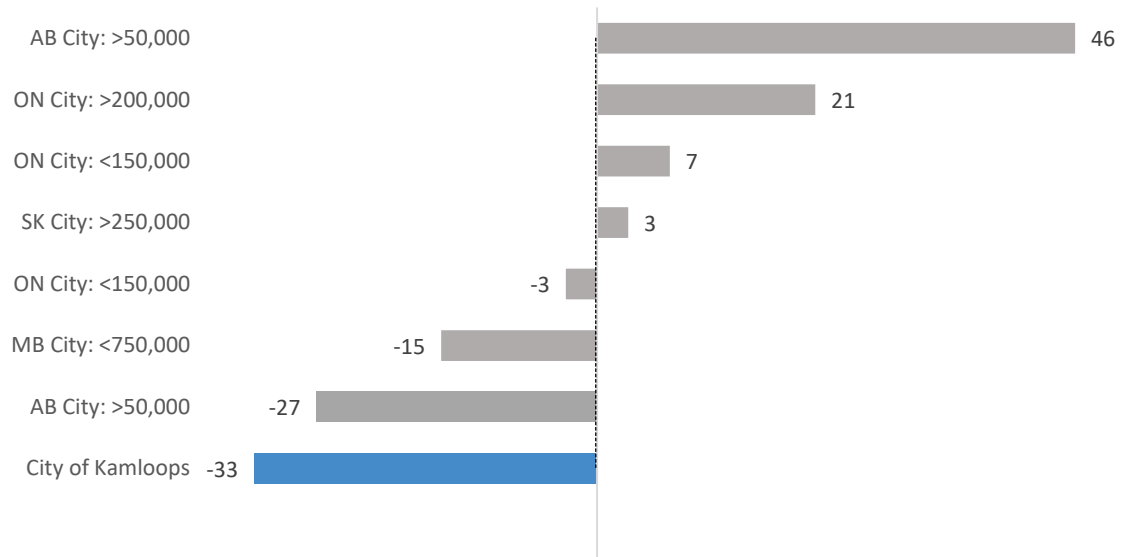


$$\text{Net Promoter Score (\%)} = 13\% - 46\% = -33$$



Net Promoter Score - Benchmarks

Average: 0



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 Overall Satisfaction/NPS

The priority items displayed in the table on the following page considers 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., the 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' overall satisfaction/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' overall satisfaction/NPS, but still receive positive reviews from citizens.

Areas where improvement efforts to services should be focused are: (1) **community and public engagement**, and (2) **Infrastructure improvements such as sidewalks, street lighting, and road repair**. These are areas that the City could target to potentially improve its NPS, other metrics of satisfaction, and quality of life.



Priority areas for improving overall satisfaction/ NPS	Derived Importance	Satisfaction (TOP2)	Category	Priority
Communication and public engagement	0.239	56%	Target	1
Infrastructure improvements such as sidewalks, street lighting, and road repair	0.187	64%	Target	2
Community Services (formerly known as bylaw services)	0.105	69%	Secondary	3
Environmental leadership	0.041	70%	Secondary	4
Alternative forms of transportation	0.019	56%	Secondary	5
The overall aesthetic appearance of the city	0.278	79%	Success	6
Programs and services for recreation and sport	0.117	92%	Success	7
Planning for and managing severe weather events (e.g. drought, rain, wind, etc.)	0.052	77%	Bonus	8
Availability of green spaces for recreation and enjoyment	0.011	90%	Bonus	9
Opportunities and venues for arts and cultural activities	0.006	74%	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

Homelessness (26%), crime/safety (18%), and drugs (8%) continue to be identified as the top issues that residents would like their local leaders to focus on. This suggests that neighborhood safety is a priority for residents.

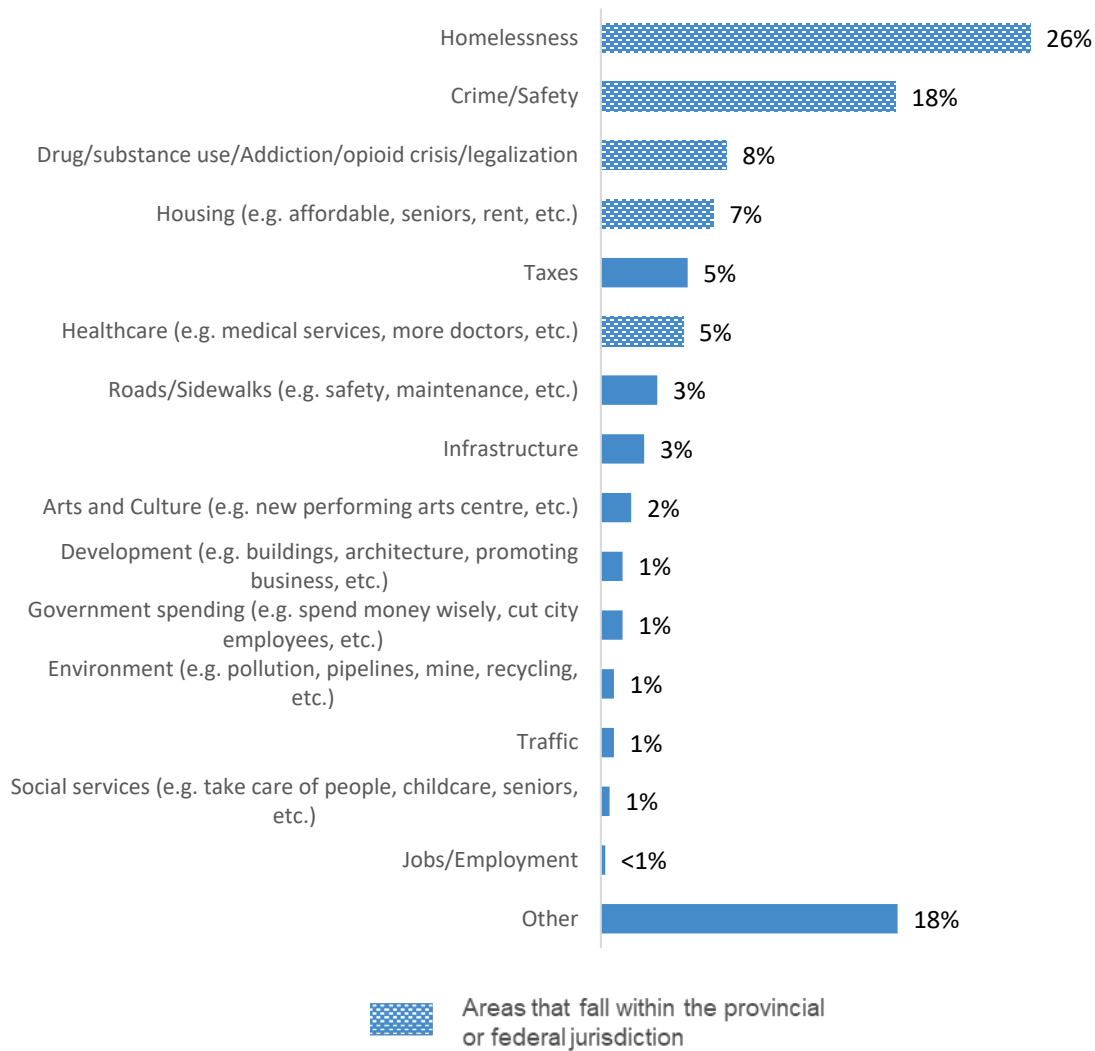
Younger residents (38%) are more concerned about homelessness than middle-aged residents (21%).

Middle-aged residents (13%) and households with single adults (12%) are more concerned about drug issues than older residents (5%) and couples with no dependent children (3%).

Females (22%) are more concerned about crime and safety than males (12%).

Most Important Issues Facing the Community (2024)

(n = 380)



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”]

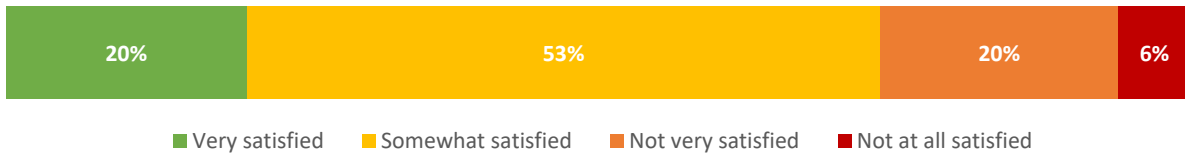


1.5. Arts, Culture, and Heritage

About three-quarters (TOP2: 74%) of residents are satisfied with opportunities and venues for the arts and cultural activities, similar to 2022 (TOP2: 75%).

Households with one or more single adults are more likely to be satisfied with this (TOP2: 81%) than couples with dependent children (TOP2: 68%).

Satisfaction with Opportunities and Venues for the Arts and Cultural Activities



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 379)	2019 (n = 378)	2022 (n = 383)	2024 (n = 374)	% Change 2022–2024
Top 2 Box	–	88%**	85%	85%	82%	76%	75%	74%	-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

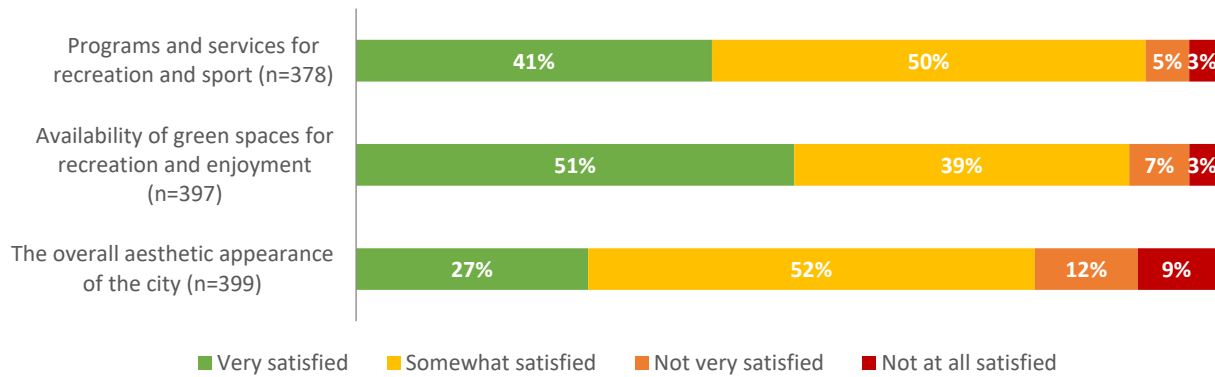
The majority of residents (TOP2: 92%) are satisfied with programs and services for recreation and sport. The satisfaction score has remained steady over the years since 2006, ranging from TOP2: 90% to 93%. Older residents (TOP2: 95%) are more satisfied than middle-aged residents (TOP2: 85%).

9 in 10 residents are satisfied with the availability of green spaces (TOP2: 90%) with more than half residents (51%) are very satisfied. Households with one or more single adults are the most satisfied (TOP2: 97%).

About 4 in 5 residents (TOP2: 79%) are satisfied with the overall aesthetic appearance of the city, a level similar to 2022 (TOP2: 81%). Middle-aged residents (BTM2: 33%) are more dissatisfied than older residents (BTM2: 14%).

Web respondents report lower satisfaction with these aspects: programs and services for recreation and sport (TOP2: 76%), availability of green spaces (TOP2: 83%), and overall aesthetic appearance (TOP2: 55%).

Satisfaction with Service and Aspects of Kamloops (2024)



Top 2 Box	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 396)	2019 (n = 377)	2022 (n = 382)	2024 (n = 378)	% Change 2022–2024
Programs and services for recreation and sport	–	93%**	93%	93%	93%	91%	90%	92%	+2%
Availability of green spaces for recreation and enjoyment	–	–	92%	93%	92%	94%	87%	90%	+3%
Overall aesthetic appearance of the city	–	–	95%	95%	92%	93%	81%	79%	-2%

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

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

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



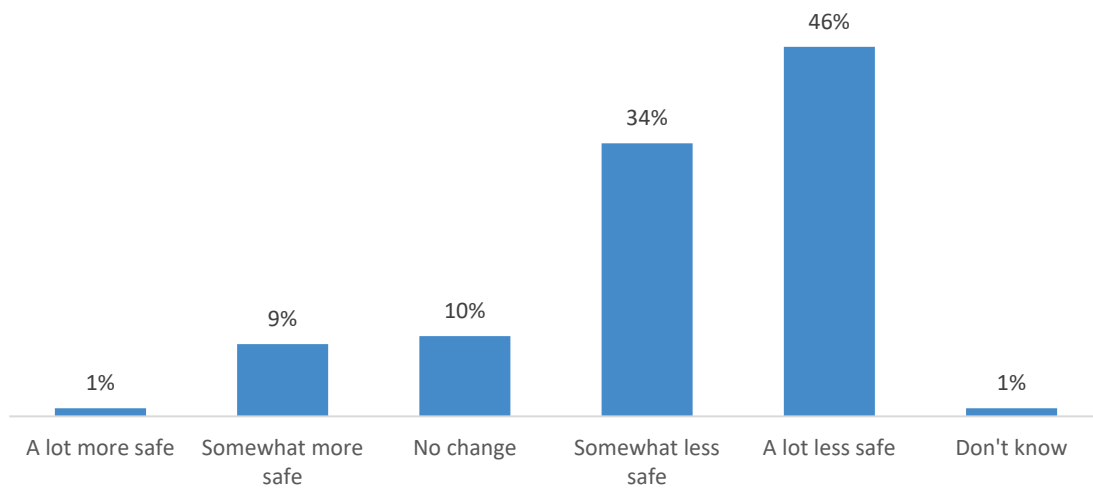
1.7. Safety

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

Residents’ perception of safety in the community is consistent with 2022, with 1 in 10 (TOP2: 10%) residents feel that their community has become more safe compared to three years ago. And 8 in 10 (BTM2: 80%) residents feel that their community has become less safe in the past three years.

Only 1% of web respondents say they feel safer (TOP2), which is much lower than the percentage of telephone respondents.

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)	2024 (n = 400)	% Change 2022–2024
Top 2 Box	34%	37%	42%	40%	36%	32%	11%	10%	-1%
Top Box	8%	6%	8%	8%	4%	8%	2%	1%	-1%

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

Framework: All respondents

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

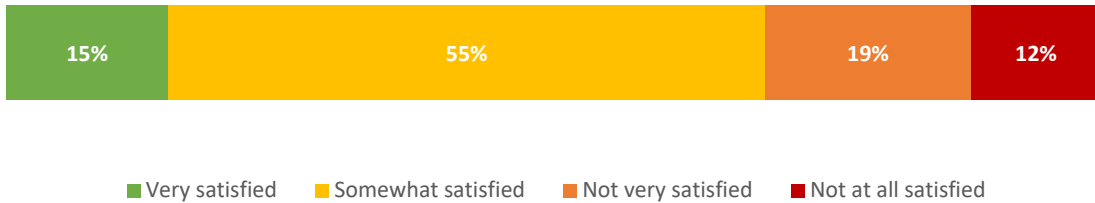


1.7.2. Crime and Safety Issues

Satisfaction with community services remains consistent with 2022 levels (TOP2: 2022: 71%, 2024: 69%), following a significant decline from 2019 (TOP2: 81%). Web respondents are also less satisfied, with fewer than half of them (TOP2: 41%) expressing satisfaction.

Young adults (TOP2: 72%) and older residents (TOP2: 75%) are more satisfied than middle-aged residents (TOP2: 56%). Additionally, those who have lived in Kamloops for 20 years or more (TOP2: 72%) are more satisfied than those who have lived there for 10–20 years (TOP2: 59%). Households with one or more single adults are more likely to be satisfied (TOP2: 78%) than couples with dependent children (TOP2: 61%).

Satisfaction with Community Services (Previously By-Law Enforcement)

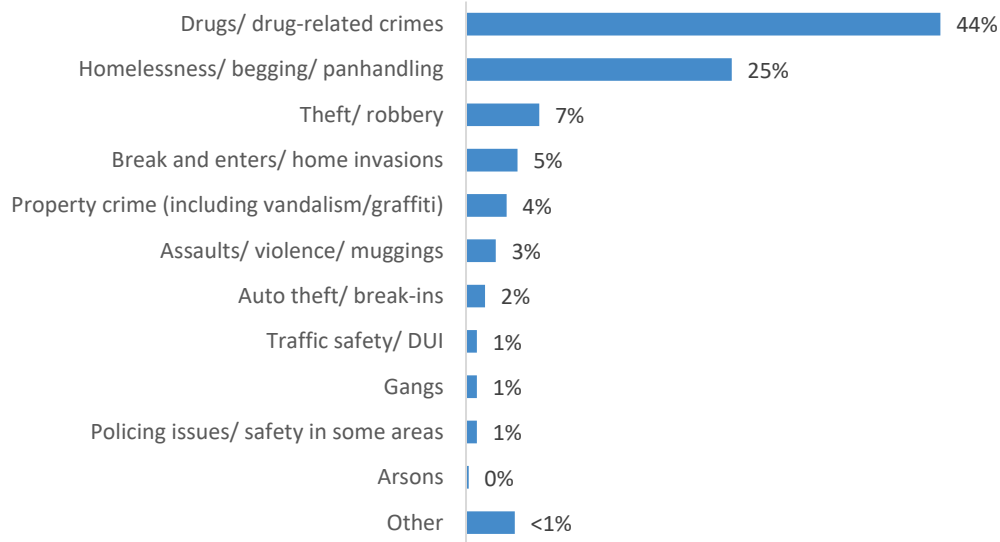


	*2016 (n = 388)	*2019 (n = 379)	2022 (n = 377)	2024 (n = 355)	% Change 2022–2024
Top 2 Box	79%	81%	71%	69%	-2%
Question:	<i>Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>. [CS_02] *(Previously "By-law enforcement")</i>				
Framework:	All respondents, excluding "don't know"				
Note:	Not asked before 2016.				



Kamloops residents think drugs/drug-related crimes (44%) and homelessness/begging/panhandling (25%) are the biggest crime or safety issue currently facing the City of Kamloops.

Biggest Crime / Safety Issue



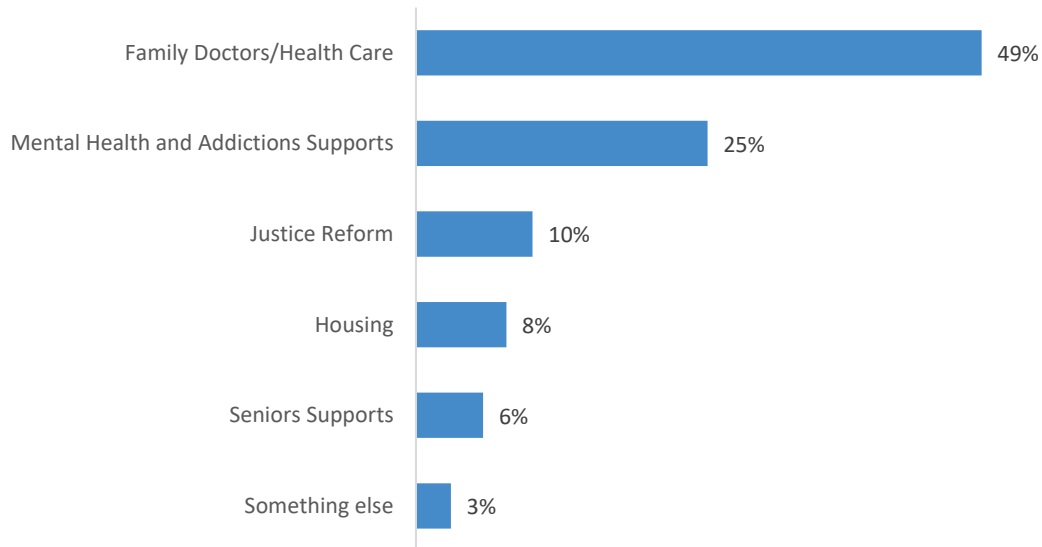
Biggest Crime / Safety Issue	2019	2022	2024
	(n = 400)	(n = 405)	(n = 400)
Drugs/ drug-related crimes	26%	19%	44%
Homelessness/ begging/ panhandling	8%	30%	25%
Theft/ robbery	33%	22%	7%
Break and enters/ home invasions			5%
Property crime (including vandalism/graffiti)	3%	7%	4%
Assaults/ violence/ muggings	-	-	3%
Auto theft/ break-ins	-	-	2%
Traffic safety/ DUI	4%	1%	1%
Gangs	7%	3%	1%
Policing issues/ safety in some areas	-	-	1%
Arsons	-	-	<1%
Other	-	-	5%



1.7.3. Social Planning

Half of residents (49%) identified family doctors/health care as the top issue the City should advocate for, followed by mental health and addiction support (25%).

Social Planning for the Future



[2022 data not directly comparable due to change in answer options.]

SP_01. In your opinion, which of the following issues is one that the City of Kamloops should advocate for the most strongly over the next few years? (One mention only) [All respondents]

Note: Answer options changed, trending not available.

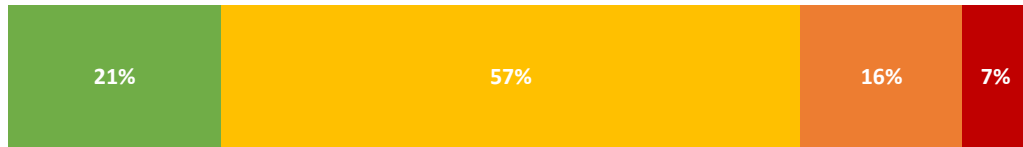


2.1. Asset Management

Three-quarters of residents (TOP2: 77%) are satisfied with Kamloops' planning for and management of severe weather events, a decrease from 2022 (TOP2: 83%).

Web respondents, again, are less satisfied (TOP2: 64%).

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



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

	2016 (n = 379)	2019 (n = 360)	2022 (n = 378)	2024 (n = 375)	% Change 2022–2024
Top 2 Box	79%	84%	83%	77%	-6%
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. Community Engagement

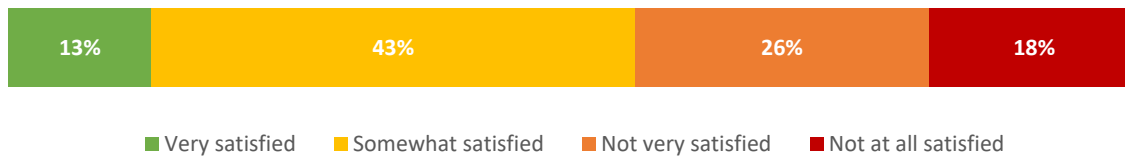
2.2.1. Satisfaction with Communication and Public Engagement

The proportion of residents satisfied with Kamloops' communication and public engagement efforts has continued to decline: only 56% of residents are satisfied in 2024, compared to 71% in 2022 and 83% in 2019.

Older residents (TOP2: 59%) are more satisfied with it than the middle-aged residents (TOP2: 45%).

Only a third of web respondents (TOP2: 30%) express satisfaction.

Satisfaction with Communication and Public Engagement



	2016 (n = 395)	2019 (n = 377)	2022 (n=375)	2024 (n = 379)	% Change 2022–2024
Top 2 Box	79%	83%	71%	56%	-15%
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

About half of residents (48%) have contacted the City of Kamloops within the past 12 months – an increase of 13% from 2022 (35%).

Web respondents contacted Kamloops at a higher rate than telephone respondents, with more than half (59%) of online respondents reporting contact with Kamloops in the past 12 months.

Middle-aged residents (57%) are more likely to contact the City than young adults (36%). Additionally, residents with some community college/CEGEP/technical/vocational college/apprenticeship education (58%), residents who graduated community college/CEGEP/technical/vocational college/apprenticeships (52%), and residents with graduate degrees or professional certificates (49%) are more likely to contact the City than residents with high school diplomas or lower levels of education (31%).

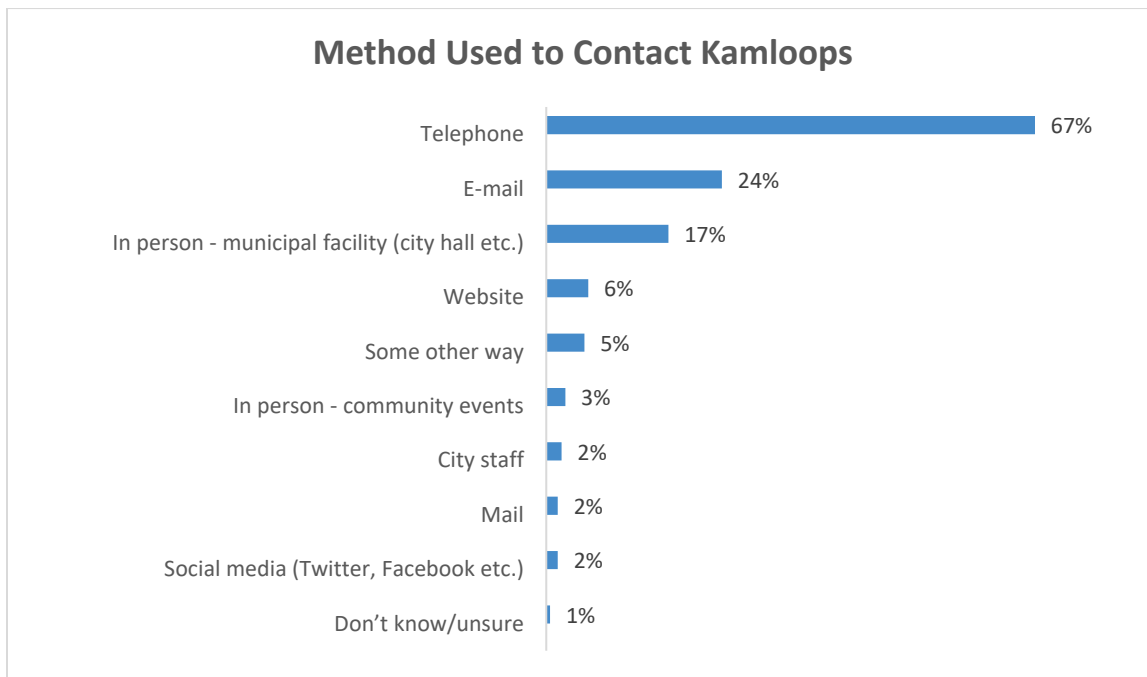
	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)	2024 (n = 400)	% Change 2019–2022
Yes	51%	49%	52%	48%	46%	35%	35%	48%	+13%
Question:	<i>Have you contacted the City of Kamloops within the past 12 months? [CC_01]</i>								
Framework:	All respondents								



2.2.2.2 Method Used When Contacting Kamloops

Telephone is the most popular way for residents to contact the City—67% of residents who reached out used it. Females (76%), households with one or more single adults (79%), and couples without dependent children (71%) are more likely to contact the City by phone than their counterparts (males: 57%, couples with dependent children: 46%).

Although the proportion is lower, telephone is still a popular method for web respondents to contact the City (56%). Unsurprisingly, web respondents are more likely to use email (34%) than telephone respondents. Notably, about 1 in 5 web respondents (19%) contacted the City through City staff, which is significantly more often than telephone respondents.



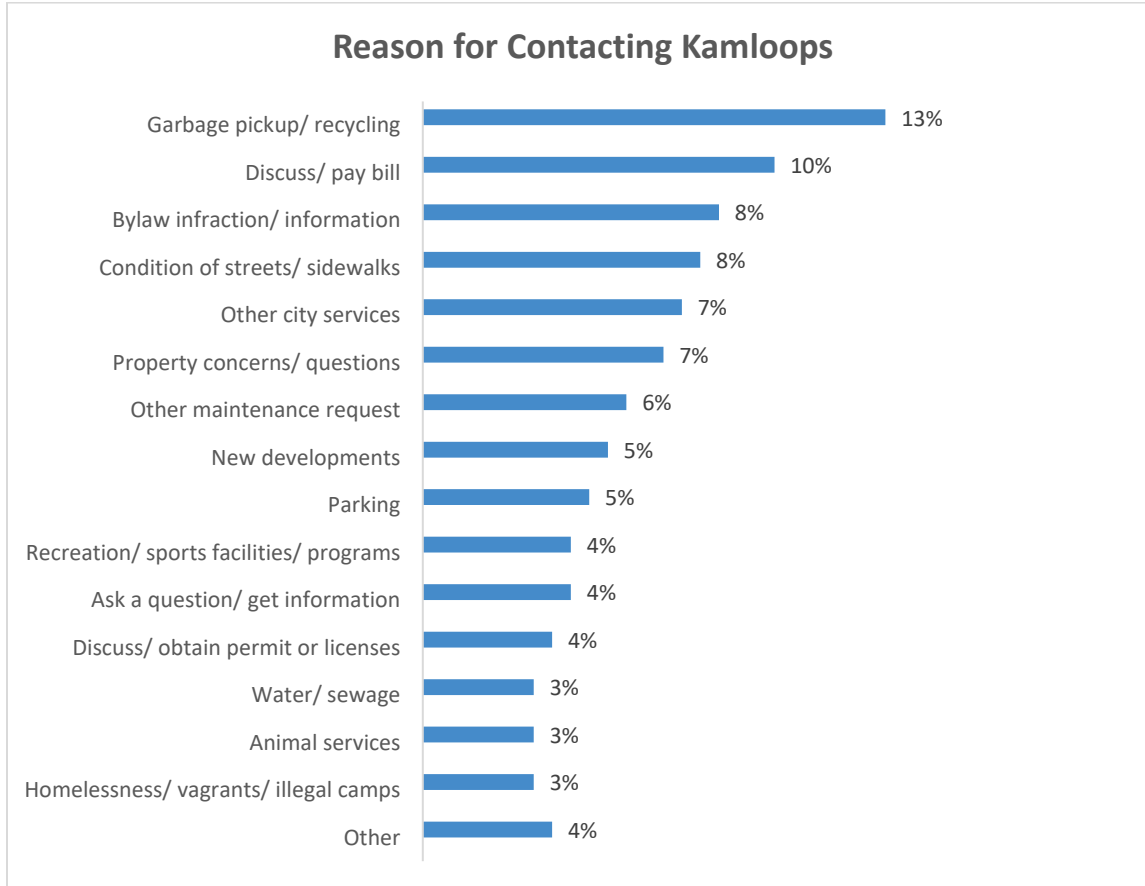
CC_01B. How did you contact the City of Kamloops? If you used more than one way, please mention each. (Do not read list. Accept all mentions) [Respondents who have contacted the city of Kamloops within the past 12 months]



2.2.2.3 Reason for Contacting Kamloops

Garbage pickup/recycling (13%) and to discuss or pay a bill (10%) are the top reasons residents contact the City.

For online respondents, bylaw infractions/information (33%) and garbage pickup/recycling (30%) are the most common reasons for contacting the City.



<3% not show in visual

CC_01d. What was the main reason why you contacted the City? Do not read list, accept all mentions (Do not read list. Accept all mentions) [Respondents who have contacted the city of Kamloops within the past 12 months]



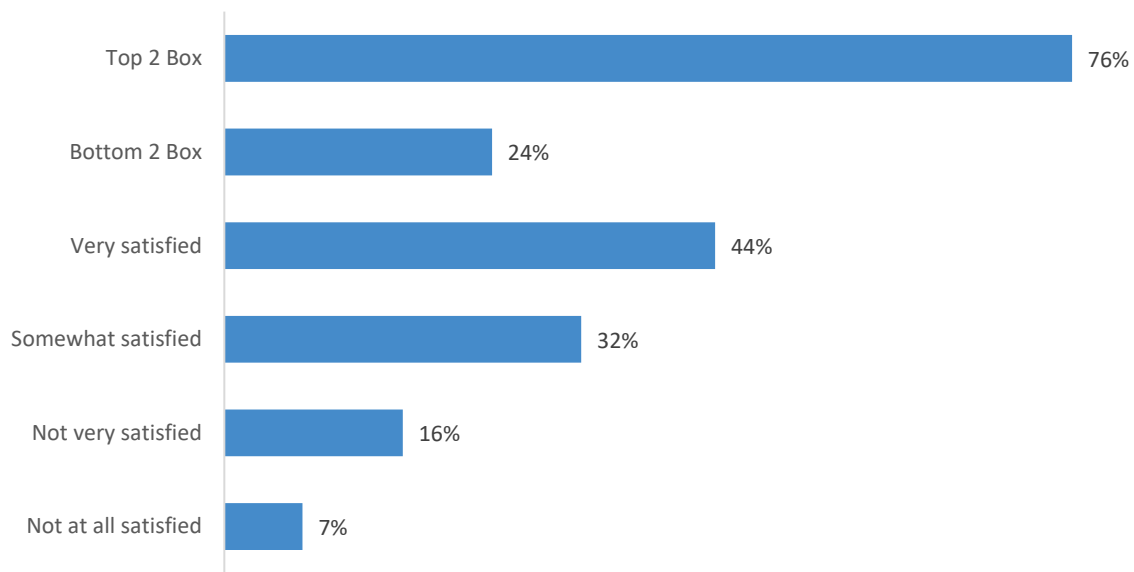
2.2.2.4 Satisfaction with Overall Service When Contacting Kamloops

Three-quarters of respondents (TOP2: 76%) are satisfied with the overall service they received when contacting the City. This marks a significant increase from 2022 (TOP2: 62%) and returns to the 2019 level (TOP2: 78%).

Older residents (TOP2: 84%) are more satisfied than middle-aged residents (TOP2: 65%).

Web respondents, once again, are less satisfied with the overall service (TOP2: 55%) than telephone respondents.

Overall Satisfaction with Services Received



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 186)	2019 (n = 135)	2022 (n=142)	2024 (n = 187)	% Change 2016–2019
Top 2 Box	76%	72%	71%	73%	72%	78%	62%	76%	+14%
Top Box	48%	45%	48%	46%	44%	46%	35%	44%	+9%

Question: *We’d like you to think about your most recent experience contacting the City. For each of the following options, we’d like to know how satisfied you are. How about... The overall service you received [CC_02]*

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



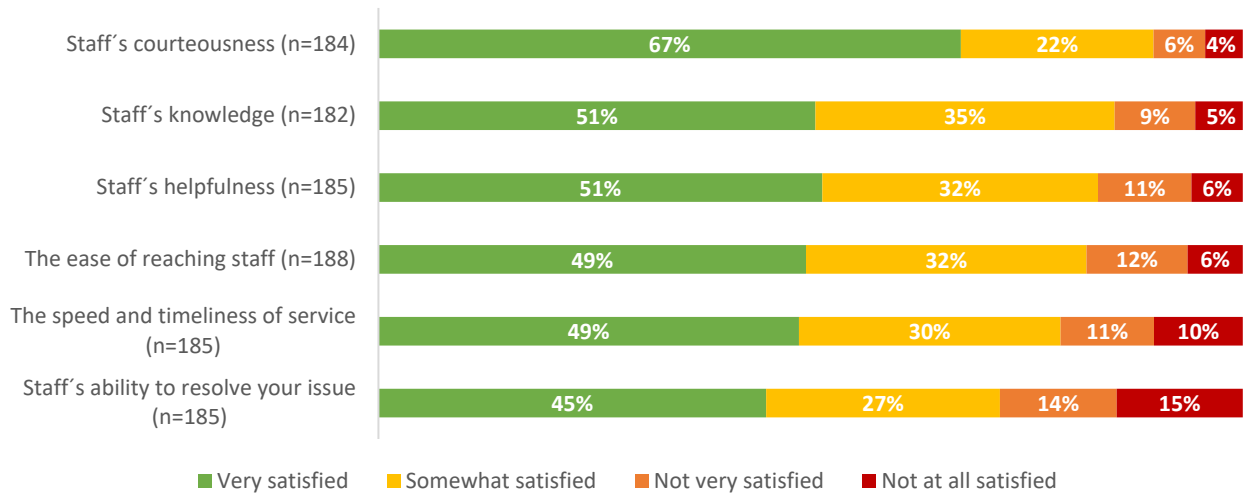
2.2.2.5 Satisfaction with Aspects of Experience When Contacting Kamloops

Among those who contacted the City, residents generally had a positive experience, with satisfaction levels similar to those in 2019. The highly rated aspects of the City’s service included staff’s courteousness (TOP2: 90%), staff’s knowledge (TOP2: 85%), and staff’s helpfulness (TOP2: 83%).

Notably, the speed and timeliness of service (TOP2: 79%) have improved since 2019 (TOP2: 75%).

Web respondents, in general, has a lower satisfaction with all aspects than telephone respondents (TOP2: 52%-75%).

Satisfaction with Aspects of Experience



Satisfaction with customer service over time					
Top 2 Box	2012 (n = 400)	2016	2019	2024	% Change 2019 - 2024
Staff's courteousness	90%	87% (n = 181)	90% (n = 132)	90% (n = 184)	0%
Staff's knowledge	82%	81% (n = 177)	86% (n = 131)	85% (n = 182)	-1%
Staff's helpfulness	79%	79% (n = 186)	82% (n = 134)	83% (n = 185)	+1%
The ease of reaching staff	82%	83% (n = 181)	83% (n = 133)	82% (n = 188)	-1%
The speed and timeliness of service	78%	79% (n = 184)	75% (n = 135)	79% (n = 185)	+4%
Staff's ability to resolve your issue	69%	70% (n = 180)	69% (n = 130)	72% (n = 185)	+2%
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... <read item>. [CC_03]</i>				
Framework:	Respondents who have contacted the City of Kamloops within the past 12 months, excluding "don't know"				
Note:	Question is not comparable to 2003, 2006 or 2009. Question is not asked in 2022.				



2.3. Fiscal Responsibility

2.3.1. Value for Tax Dollars

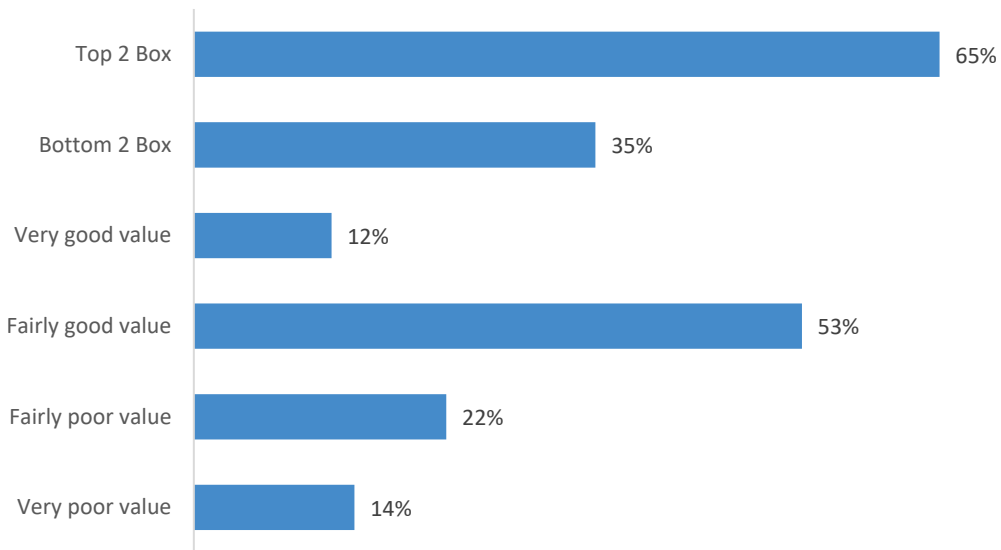
Two-thirds of residents (TOP2: 65%) feel they receive good value for their tax dollars, which is comparable to the average for other Canadian municipalities (TOP2: 64%).

Only a third of online respondents (TOP2: 32%) feel this opinion.

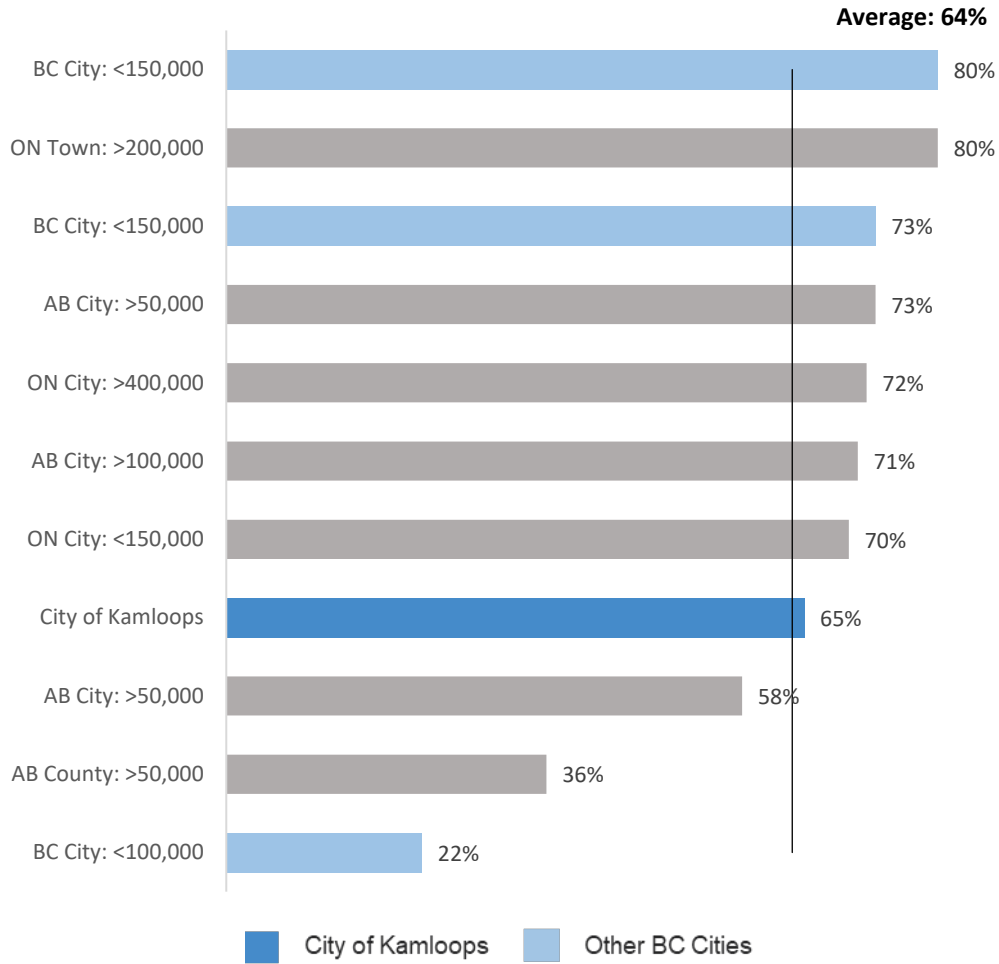
Older residents (TOP2: 73%) and women (TOP2: 71%) are more likely to feel they receive good value compared to middle-aged residents (TOP2: 50%) and men (TOP2: 59%). Households with one or more single adults, and couples without dependent children (TOP2: 72% each) report higher perceptions of value than couples with dependent children (TOP2: 56%). Single adults are also more likely to say they receive very good value (20%) compared to couples with children (6%) or without children (10%).

Additionally, residents with a bachelor’s degree (TOP2: 75%) are more likely to feel they receive good value compared to residents who graduated community college/CEGEP/technical/vocational college/apprenticeship (TOP2: 60%).

Value for Tax Dollars



Value for Tax Dollars (TOP2) - Benchmarks



	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)	2024 (n = 400)	% Change 2022–2024
Top 2 Box	84%	78%	80%	71%	65%	-6%
Top Box	20%	14%	19%	13%	12%	-1%

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

Framework: All respondents

Note: Not asked in 2003, 2006 or 2009.



2.3.2. Balancing Taxation and Services

While there has been a decrease in the number of residents supporting a tax increase (NET: 44% in 2024 vs. 57% in 2022), support for cutting services has increased (NET: 42% in 2024 vs. 32% in 2022), resulting in a similar proportion of residents supporting tax increases and service cuts this year.

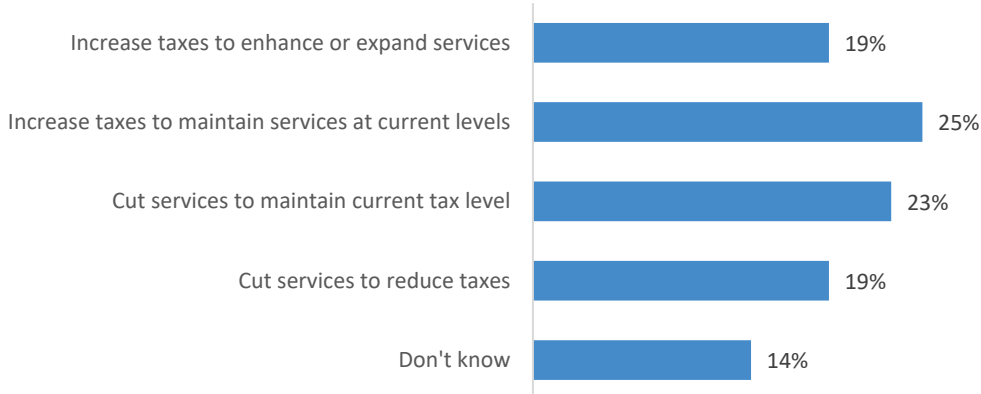
1 in 5 residents (19%) support a tax increase to enhance or expand services, with couples with children (30%) more likely to support this than couples without children (14%). Those with some community college/some university education (25%) and with bachelor’s degrees (30%) are more likely to support the a tax increase to enhance or expand services than those with high school diploma or lower levels of education (10%).

A quarter of residents (25%) support tax increases to maintain services at current levels, particularly among older residents (29%) and those with graduate degrees or professional certificates (34%) compared to young adults (14%), those with a high school diploma or lower levels of education (15%), and residents with graduate degrees or professional certificates (21%).

While less than a quarter of residents (23%) support cutting services to maintain current tax levels, fewer than a fifth (19%) want to cut services to reduce current tax levels. Men (24%) and those with high a school diploma or lower levels of education (32%) are more likely to support cutting services to reduce taxes than women (13%) and those who completed community college/technical school or higher education levels (14%-17%).

A significantly lower proportion of online respondents want to increase taxes (TOP2: 26%).

Balancing Taxation and Services



	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016 (n = 409)	2019 (n = 400)	2022 (n = 405)	2024 (n = 400)	% Change 2022–2024
Increase taxes	68%	64%	56%	53%	63%	56%	57%	44%	-13%
Cut/reduce services	22%	24%	33%	34%	28%	30%	32%	42%	+10%

Question: *Municipal property taxes are the primary way to pay for services provided by the City of Kamloops. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City to pursue? [F1_02]*

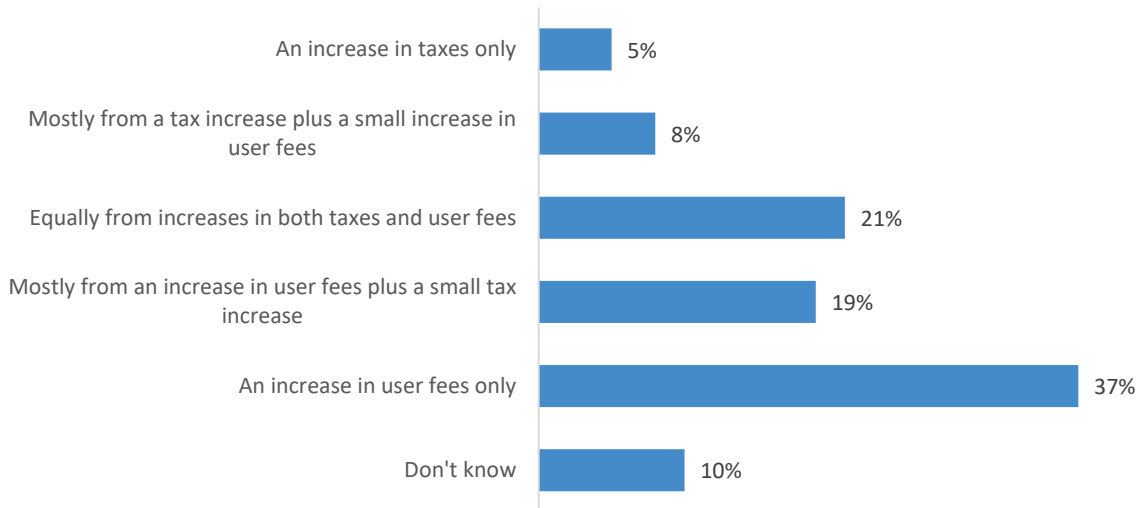
Framework: All respondents



2.3.3. Preferred Method for Increasing Revenue

When considering how residents want to increase City revenue, the majority prefer collecting user fees (NET: 56%) over tax increases (NET: 14%), similar to 2022. More than a third (37%) support an increase in only user fees, compared to the only 1 in 20 (5%) who support an increase in taxes only.

Preferred Method for Increasing Revenue



	2022 (n = 405)	2024 (n = 400)	% Change 2022–2024
Increase in taxes	17%	14%	-3%
Increase in user fee	53%	56%	+3%
Question:	<i>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? [FI_03]</i>		
Framework:	All respondents		
Note:	2019 data not directly comparable due to change in answer options.		

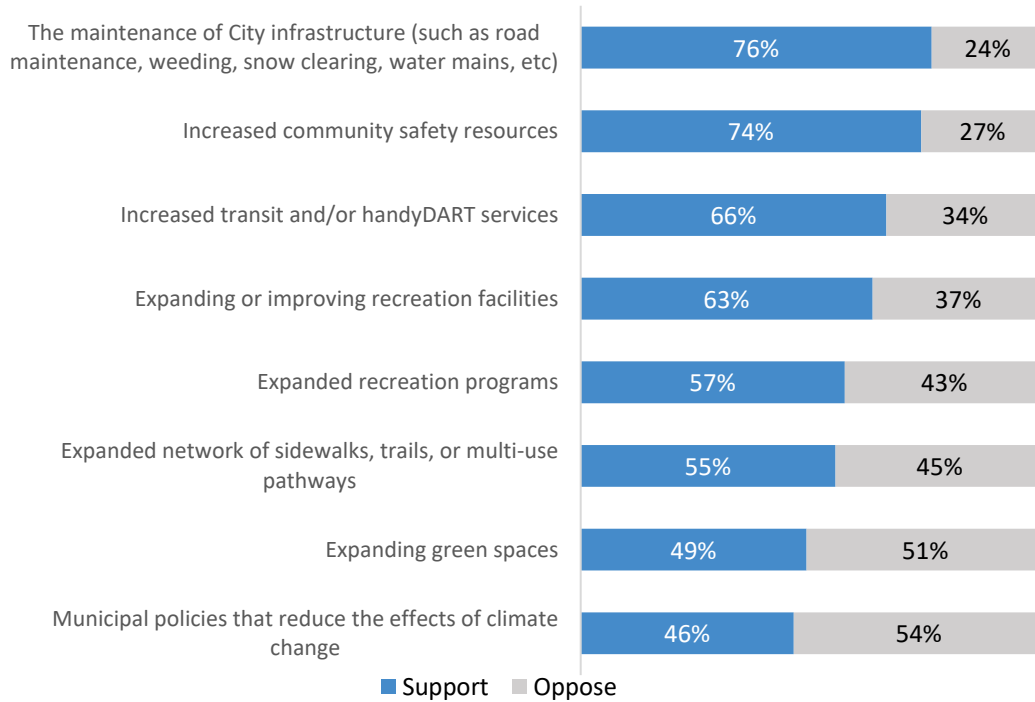


2.3.4. Tax Use Support

When asked whether residents support or oppose increased taxes or user fees for a variety of City services, the three-quarters support the maintenance of City infrastructure (76%) and increasing community safety resources (74%). Fewer than half support expanding green spaces (49%) or implementing municipal policies to reduce the effects of climate change (46%).

Preference of Taxes/ User Fees Usage

(n=400)



FL_04: Would you support or oppose increased taxes or user fees for...

[All respondents]



Tax Use Support	2022 (n = 405)	2024 (n = 400)
The maintenance of City infrastructure	71%	76%
Increased community safety resources	79%	74%
Increased transit and/or handyDART services	68%	66%
Expanding or improving recreation facilities	64%	63%
Expanded recreation programs		57%
Expanded network of sidewalks, trails, or multi-use pathways	63%	55%
Expanding green spaces	-	49%
Municipal policies that reduce the effects of climate change	59%	46%



3. ENVIRONMENTAL LEADERSHIP

The majority (TOP2: 70%) are satisfied with the City's environmental leadership.

Overall, residents' satisfaction with infrastructure improvements (TOP2: 64%) remained steady compared with 2022. More than half of residents (TOP2: 56%) are satisfied with alternative forms of transportation, although this satisfaction has continued to decline since 2006, reaching a new low.

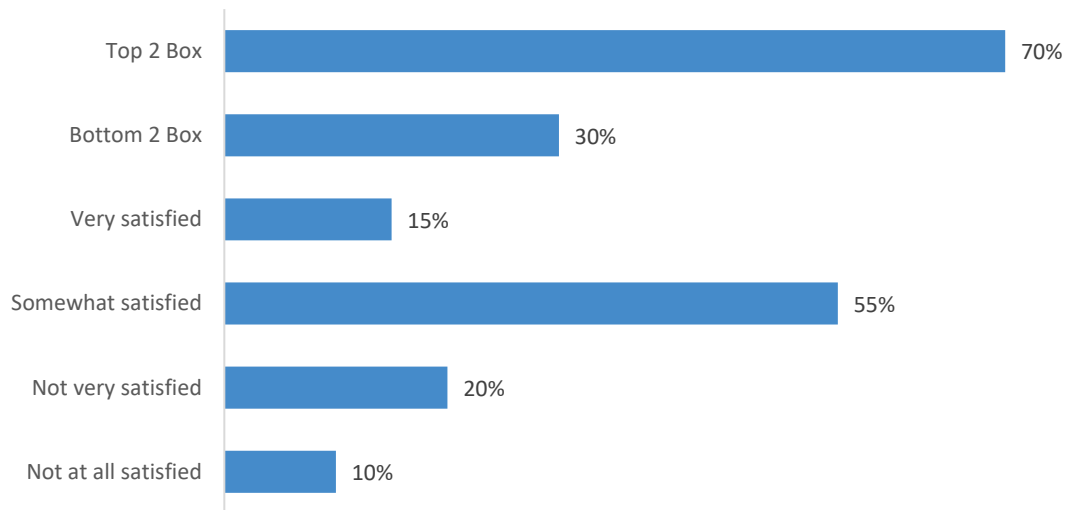
3.1. Environmental Leadership

7 in 10 residents (TOP2: 70%) are satisfied with the City’s performance in environmental leadership. Satisfaction is lower among web respondents (TOP2: 55%).

Young adults (TOP2: 82%) and older residents (TOP2: 72%) are more satisfied than middle-aged residents (TOP2: 60%). Additionally, residents with a high school diploma or lower levels of education (TOP2: 83%) are more satisfied than residents who graduated community college/CEGEP/technical/vocational college/apprenticeships (TOP2: 64%) and residents with a bachelor's degree (TOP2: 64%).

Overall Satisfaction with Environmental Leadership

n = 349



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]



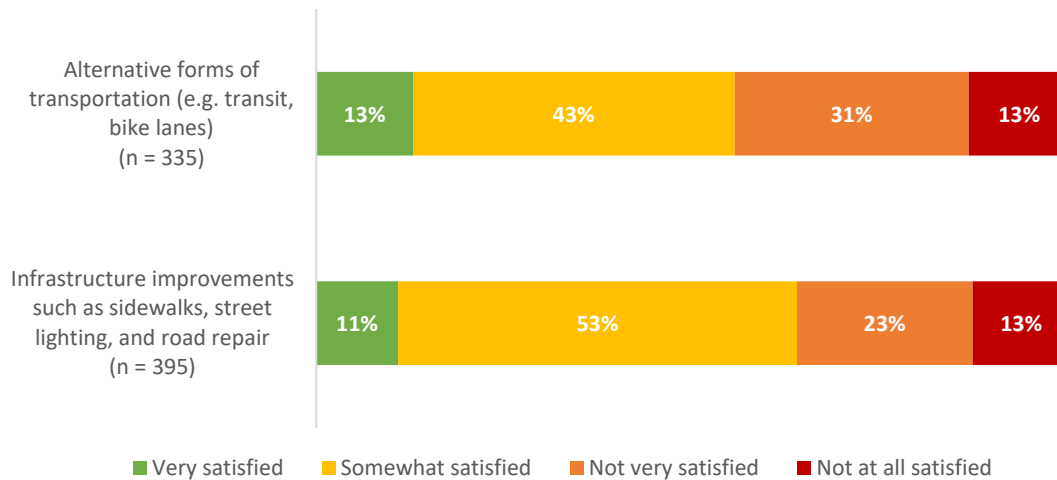
3.2. Transportation

Regarding alternative forms of transportation, more than half of residents (TOP2: 56%) are satisfied. However, this satisfaction has continued to decline since 2006, reaching a new low. Couples with children (BTM2: 57%) are less satisfied than couples without children (BTM2: 42%). Additionally, young adults (BTM2: 62%) and middle-aged residents (BTM2: 52%) are less satisfied than older adults (BTM2: 37%).

When it comes to infrastructure improvements, such as sidewalks, street lighting, and road repairs, two-thirds of residents (TOP2: 64%) are satisfied with the City’s performance, a figure that has remained steady compared to 2022 (TOP2: 65%). Residents with a high school diploma or lower levels of education (TOP2: 72%) and residents with a bachelor's degree (TOP2: 72%) are more satisfied with the City’s performance compared to residents with graduated community college/CEGEP/technical/vocational college/apprenticeship (TOP2: 57%).

Once again, online respondents are less satisfied with both alternative form of transportation (TOP2: 45%) and infrastructure improvements (TOP2: 51%).

Satisfaction with services and aspects of Kamloops



Top 2 Box	2003 (n = 400)	2006 (n = 400)	2009 (n = 400)	2012 (n = 400)	2016	2019	2022	2024	% Change 2022–2024
Alternative forms of transportation (e.g. transit, bike lanes)	76%**	78%**	72%**	73%	73% (n = 377)	65% (n = 375)	63% (n = 365)	56% (n = 335)	-7%
Infrastructure improvements such as sidewalks, street lighting, and road repair	–	77%	78%	78%	66% (n = 408)	70% (n = 396)	65% (n = 403)	64% (n = 395)	-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.



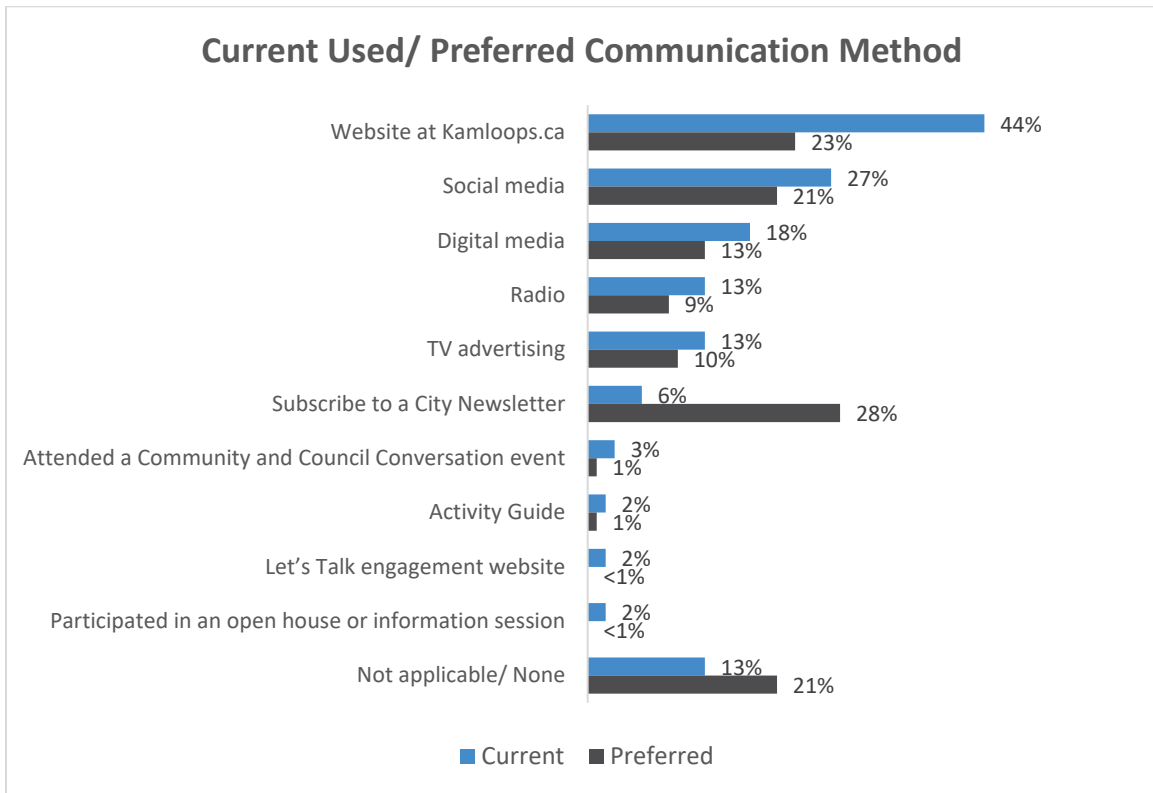
4.1 Current Used/ Preferred Communication Method

The City’s website (Kamloops.ca) is the most popular way for residents to obtain information about the city (44%), followed by social media (27%) and digital media (18%).

Residents who graduated community college/CEGEP/ technical/vocational college/apprenticeships (49%), and residents with a bachelor's degree (54%) are more likely to use the City’s website than residents with a high school diploma or lower levels of education (32%).

Younger residents are more likely to use social media, with half of young adults (50%) using it— significantly more than other age groups. Middle-aged residents (31%) also use social media more frequently than older residents (20%). Additionally, couples with dependent children (36%) are more likely to use social media compared to their counterparts (21%-22%). In contrast, digital media is more popular among middle-aged (19%) and older residents (20%) than young adults (8%).

When it comes to preferred communication methods, subscribing to a city newsletter (28%) is the most popular choice, with women (33%) more likely to prefer this option than men (23%). This is followed by social media (21%) and digital media (13%).



CC_00a. What type of communication methods have you used to gain information about city projects or services?/ CC_001. How would you prefer to receive information about City projects or services? (Do not read list. Accept all mentions) [All respondents]

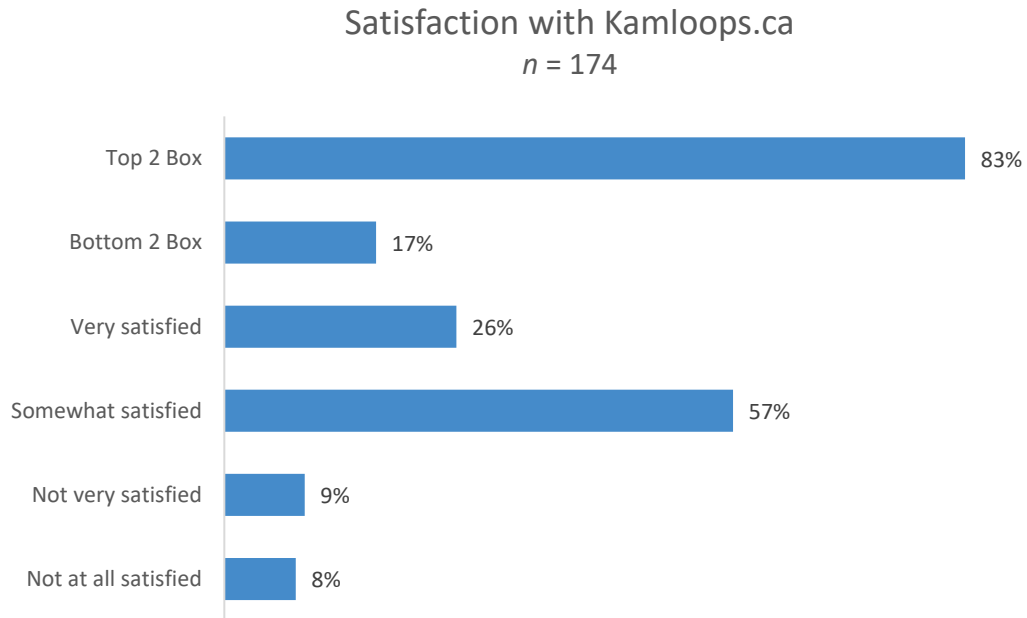


4.2. Satisfaction with Kamloops.ca

Majority of those who used the Kamloops.ca website to find information are satisfied (TOP2: 83%).

Three-quarters of online respondents (TOP2: 73%) are satisfied with the website.

Residents with a bachelor’s degree (TOP2: 94%) are more satisfied with the website, compared to residents with graduate degrees or professional certificates (TOP2: 78%).

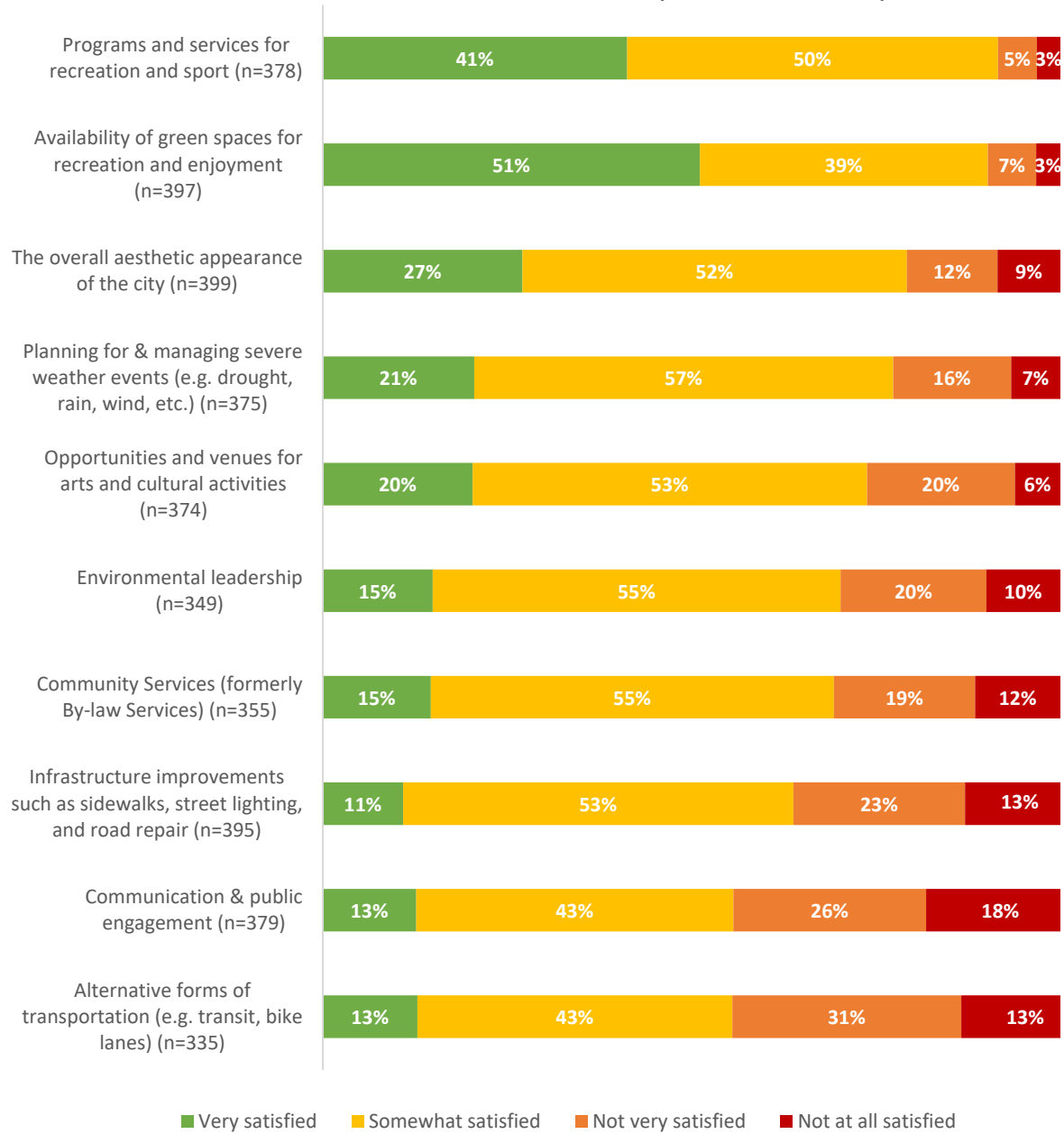


CC_00b. How satisfied were you with your ability to find what you were looking for on the website at Kamloops.ca? [Respondents who have used the Kamloops.ca website to gain information]



APPENDIX

Satisfaction with services and aspects of Kamloops

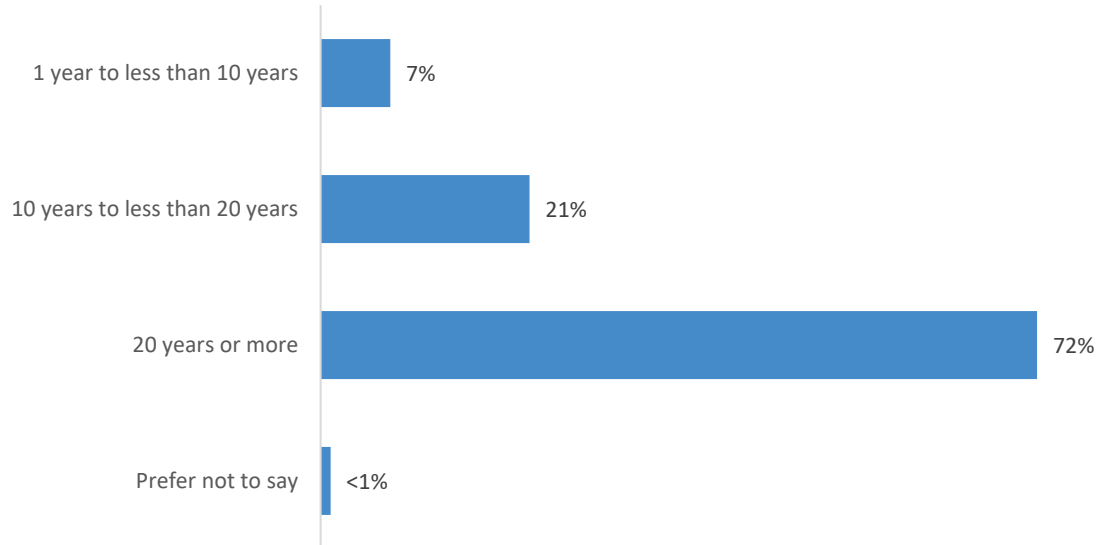


CS_02. Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with... <read item>. [Excludes don't know]



DEMOGRAPHICS

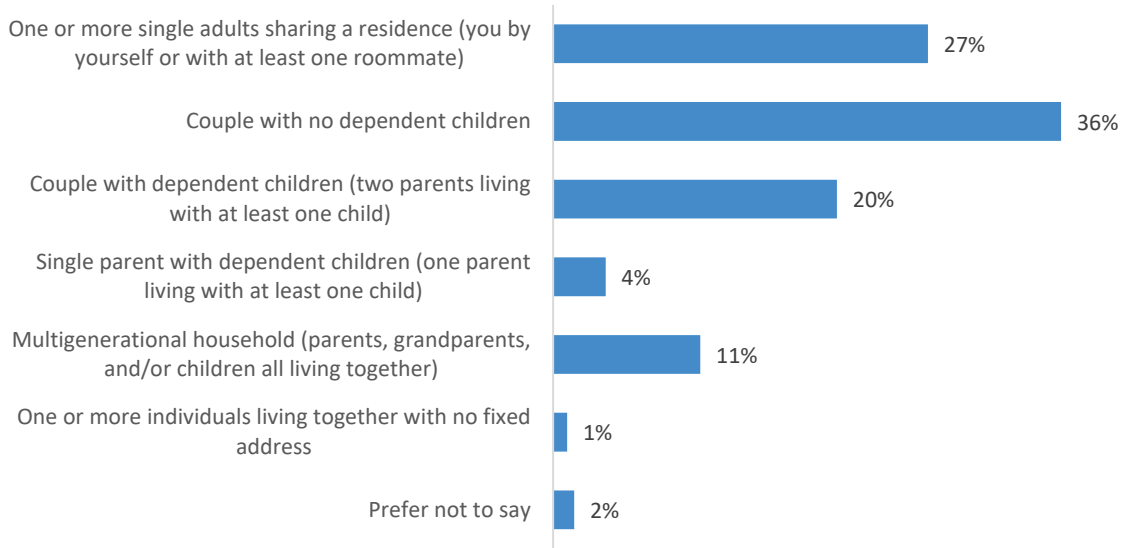
Years Lived in Kamloops



D_01. How many years have you lived in Kamloops?



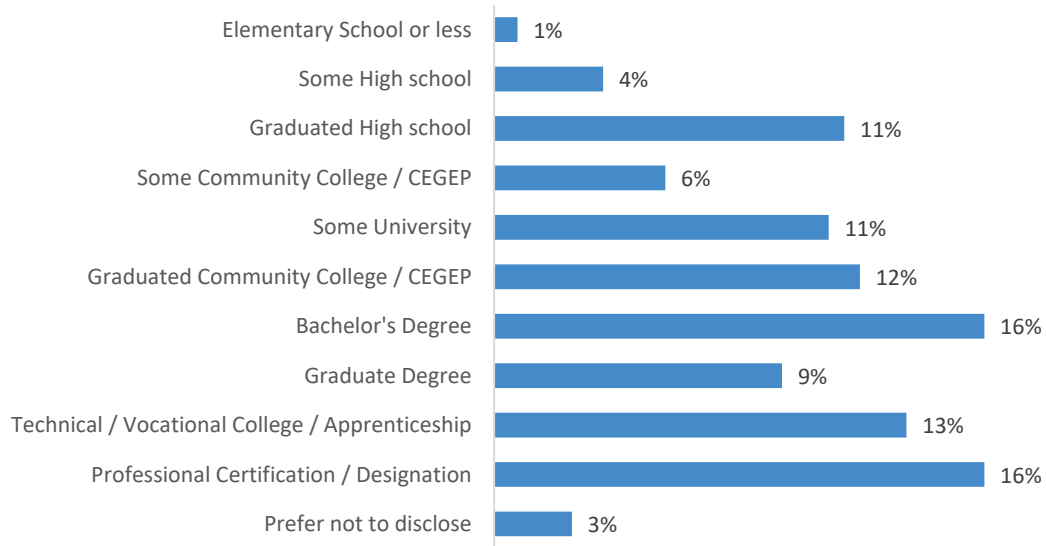
Household Type



D_02. Which of the following best describes your household?



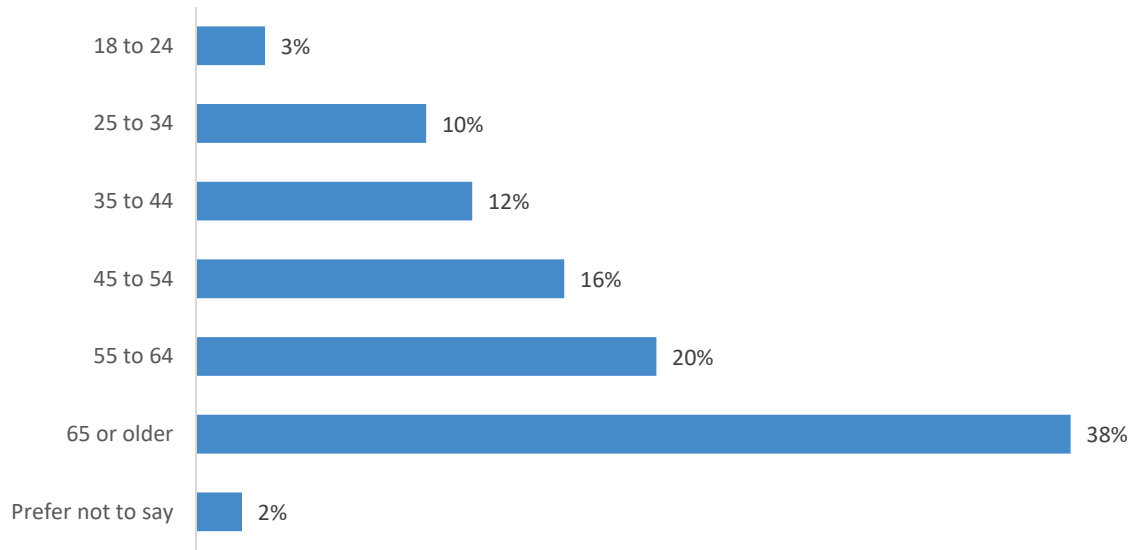
Highest Level of Education



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



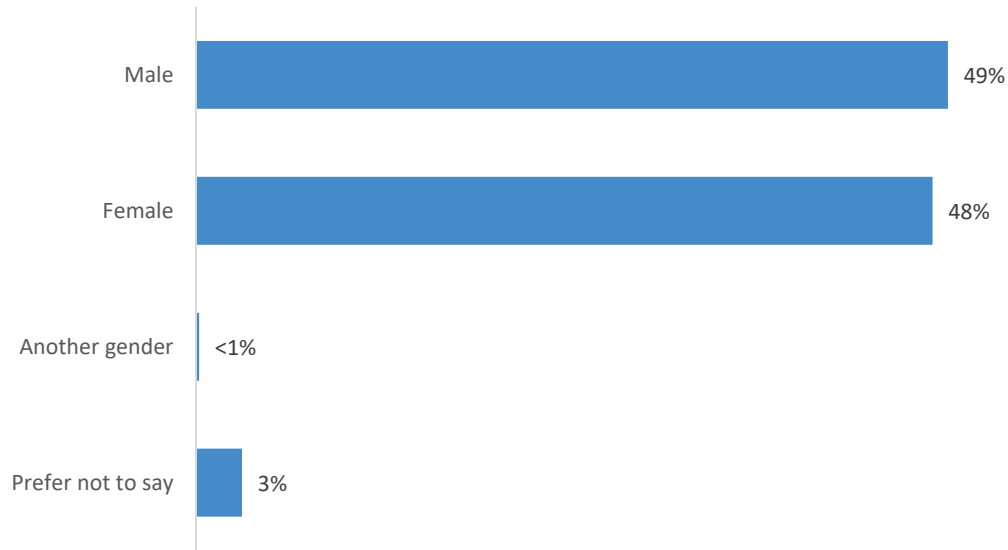
Age



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



Gender



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

