



Lake Country Community Research Report

June 13, 2023



Contents

03	Research Approach	36	Communications
08	Key Insights	43	Businesses
13	Overall Sentiments	49	Profiling
21	Areas of Opportunity	53	Appendix

01

Research Approach

Objectives

Lake Country is interested in conducting research to better understand how to support the fast-growing community. Research will help guide strategic decisions and priorities. Key objectives include:



Where possible, we have tracked results to the 2019 and 2015 Lake Country Community Surveys. Comparisons to previous waves should be used with caution as different methodologies were incorporated.

Methodology



Respondents

705n total completes*

- 700n Residents
- 168n Businesses:**
135n Businesses in Lake Country and 33n Businesses outside Lake Country



Survey Specs

Online survey***

7-minutes in length

English only

1 coded open-ended question



Timing

Fieldwork: **April 24th to May 23rd, 2023.**

Survey advertised on project webpage, social media, newspaper ads, news items to subscribers, and a mailer



Incentive

Chance to win one of three **\$200 gift certificates** to any local Lake Country business of winners' choice

* Respondents can be Residents only, Businesses only, or both Residents and Businesses (i.e., not mutually exclusive).

** Businesses are those who currently own and/or operate one or more businesses in or outside of Lake Country.

*** In addition to the online survey, respondents had an option to complete the survey via paper and pen.

Who We Engaged

	Residents		Total Businesses	
	Completes (n)	MOE	Completes (n)	MOE
Total	700n	±3.7%	168n*	±7.6%
Carr's Landing	70n	±11.7%	22n	±20.9%
Okanagan Centre	167n	±7.6%	43n	±14.9%
Oyama	95n	±10.1%	35n	±16.6%
Winfield	368n	±5.1%	73n	±11.5%
Outside of Lake Country	-	-	33n	±17.1%

**n = number of responses | MOE = margin of error at the 95% confidence level, which increases or decreases with # of completes.*

Report Legend

Base Size

- * = sample size 50-99, consider results directional.
- ** = sample size 30-49, consider results directional.
- NA or *** = sample size <30 are too small for analysis.

Significance Testing

- All results are shown at the 95% confidence level.
- ▲ Indicates significantly higher between subgroups.
- ▼ Indicates significantly lower between subgroups.

Audiences

- ■ Residents
- ■ Businesses

Report Notes

- Data may not equal 100% due to rounding.
- Individual percent may not equal net percent due to rounding.

02

Key Insights



While the majority of Lake Country residents are satisfied with their quality of life, satisfaction has declined the last few years.

Newer residents to Lake Country are, in general, happier than longer term residents.

Recommendations:

Action the areas within the report that may be driving lower satisfaction. Residents are looking for improvements in some of the “basics” with roads, health services, and water/sewer upgrades being among top areas cited for improvement. This may help appease longer term residents who are vocalizing negative impacts of infrastructure that struggles to catch up with a fast-growing community.



Dissatisfaction with roads is a central theme.

Concerns of the roads come up in multiple ways, as well as over time (since 2015). Residents tend to be okay with tax increases if their roads will improve.

Aside from the roads, access to healthcare services and water/sewer upgrades are also priorities to address.

Once the above basics of quality of life are addressed, residents want to see improvements with the recreation facilities and, to a lesser extent, recreation programming.

Recommendations:

Explore opportunities to improve the quality and safety of roads, first and foremost, and communicate what the municipality's roadway plan and actions are to residents.



Almost half of residents express dissatisfaction with the outcome of their interactions with the District of Lake Country.

Timeliness and quality of responses are key reasons for dissatisfaction.

Recommendations:

Invest in training, education and service standards on best practices regarding responsiveness, good customer service, and solution-based responses. Leverage Lake Country's Facebook to provide and receive information from residents. Continue to use Let's Talk platform and mail-in surveys to gather opinions, while email and Lake Country website are more suitable for sharing information with residents.



Businesses operating in Lake Country are largely satisfied and likely to stay in the community.

That said, the municipality could still do more to help support local businesses.

Recommendations:

Investigate opportunities to promote shopping local, reduce business taxes, and increase access to resources (e.g., employees, permits, etc.) to support Lake Country owners and operators.

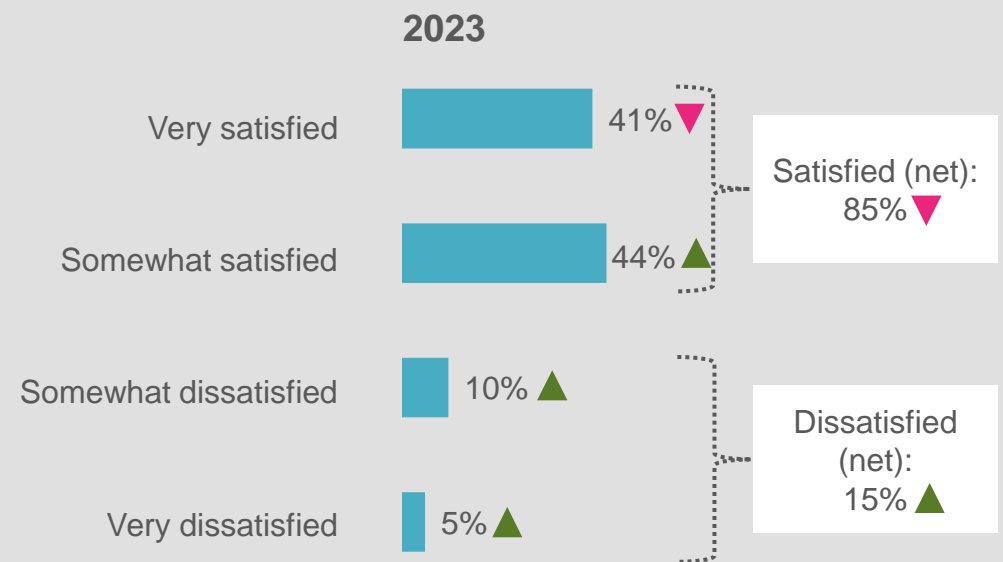
03

Overall Sentiments

Most residents are satisfied with their quality of life in Lake Country

Still, there is opportunity to improve with approximately 1-in 7 dissatisfied.

Showing %s among all



The newest Lake Country residents and those with higher incomes are the most satisfied



Satisfaction with quality of life in Lake Country among those living in Lake Country for...

- Less than 5 years: 91% satisfied
- 5 to 9 years: 86% satisfied
- 10 or more years: 81% satisfied



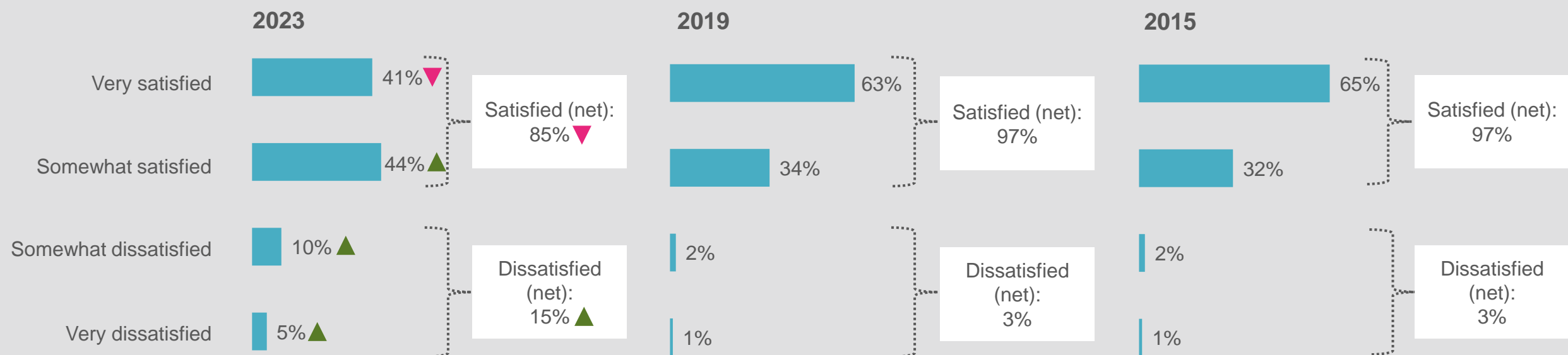
Satisfaction with quality of life in Lake Country among those with household income...

- Less than \$100K: 80% satisfied
- \$100K to \$199K: 89% satisfied
- \$200K or more: 93% satisfied

Satisfaction with quality of life has declined compared to previous years

There are significantly fewer residents *very satisfied*, and more dissatisfied residents compared to previous years.

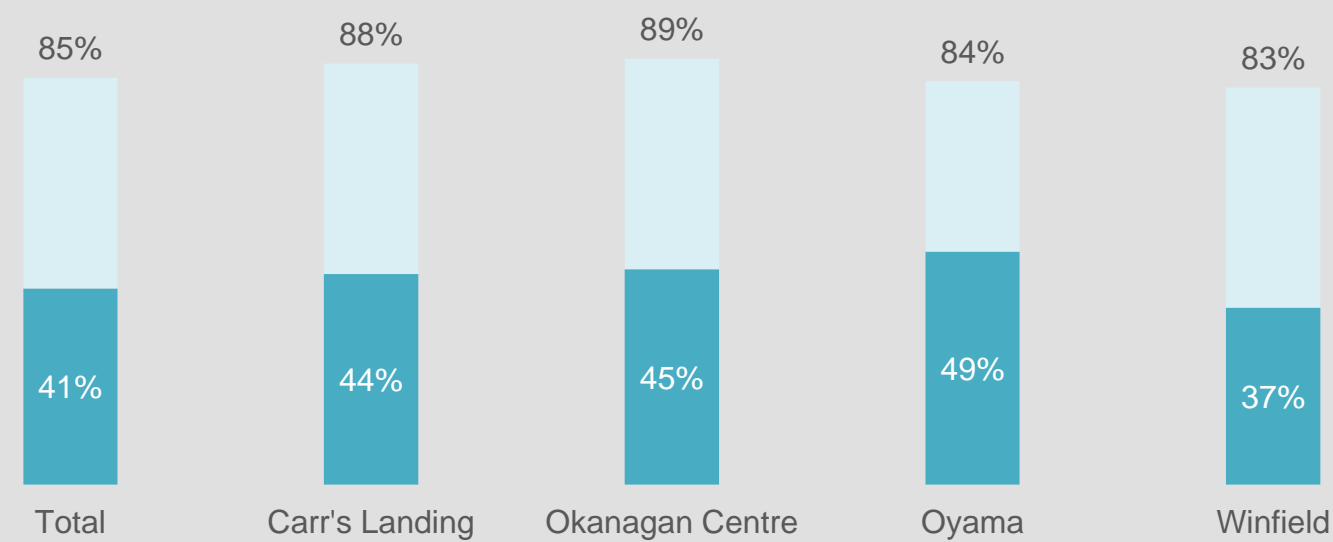
Showing %s among all ▲ ▼ Sig higher/lower vs. prior wave



Satisfaction with quality of life is largely consistent across wards

Satisfaction is slightly softer among Winfield residents versus other wards.

Showing %s among all ▲▼ Sig higher/lower between subgroups
■ Very satisfied ■ Somewhat satisfied

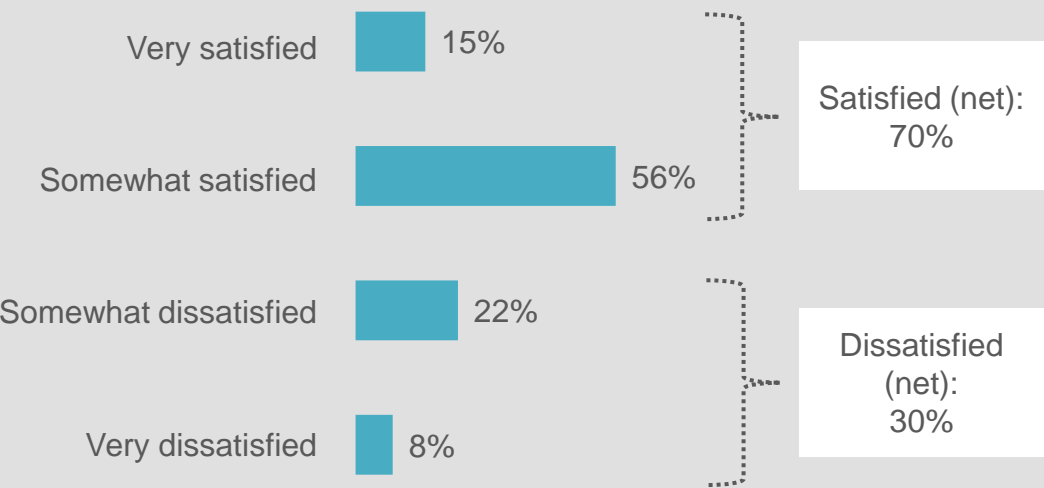


A1. Overall, how **satisfied** are you with your **quality of life** in Lake Country? Among all residents, Total: 700n, Carr's Landing: 70n, Okanagan Centre: 167n, Oyama: 95n, Winfield: 368n.

There's also opportunity to improve satisfaction with services received from Lake Country

While most are satisfied, there's room to bolster ratings of *very satisfied*, as well as lessen ratings of dissatisfaction. Same as overall quality of life, the newest Lake Country residents are the most satisfied about the services (75% satisfied among those living in Lake Country less than 5 years vs. 72% for 5 to 9 years and 67% for 10+ years).

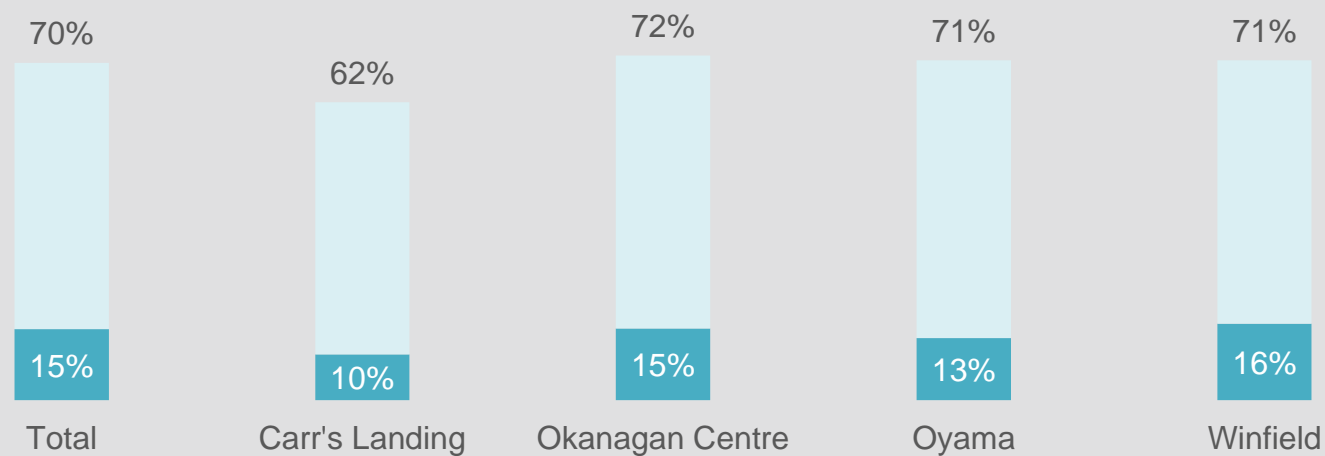
Showing %s among all



Satisfaction with services is similar across wards

Showing %s among all ▲ ▼ Sig higher/lower between subgroups

■ Very satisfied ■ Somewhat satisfied



04

Areas of Opportunity

Roads are a focal point for improvement

Consistent with previous years, roads remain the single most important opportunity for improvement by municipal leaders. The community pool and recreation centre have been growing in importance since 2015, as well as cycling loop and bike/walking lanes since 2019. Programs catering to the youth and seniors are also more important this year than previous years, perhaps signaling the need to cater to the growing and changing demographic. In contrast, urban centre and development is less of a priority over time.

Showing responses 3% or higher ▲ ▼ Sig higher/lower vs. prior wave



A2. In your opinion, what is the **single MOST important opportunity for improvement** that municipal leaders should address in Lake Country? Among all residents, 2023: 705n, 2019: 612n, 2015: 593n.

New codes added this year: Safe sidewalks, More businesses, attract businesses/more business means more tax revenue, Faster/easier to get building permit, youth programs, Sports facilities, ice rink and Climate change, sustainability, electrification of transports

Residents from all wards voice concerns about the roads

"Roads – Carr's Landing Road and Commonage are getting worse and worse and the traffic is increasing. We need dedicated crews to maintain this road. We can't just keep patching up issues. It's becoming a safety issue and needs to be addressed."



Resident,
Carr's Landing

"The condition of all roads in and around Lake Country is unacceptable. We need to be replacing more roads and more frequently. We should not have to be dodging massive potholes on our daily commute every year."



Resident,
Okanagan
Centre

"Road improvements and side walks where available. Until that is improved do not allow any parking on major routes. We created the image of "the go to area for biking" but did not carry through with some safe bike paths."



Resident,
Oyama

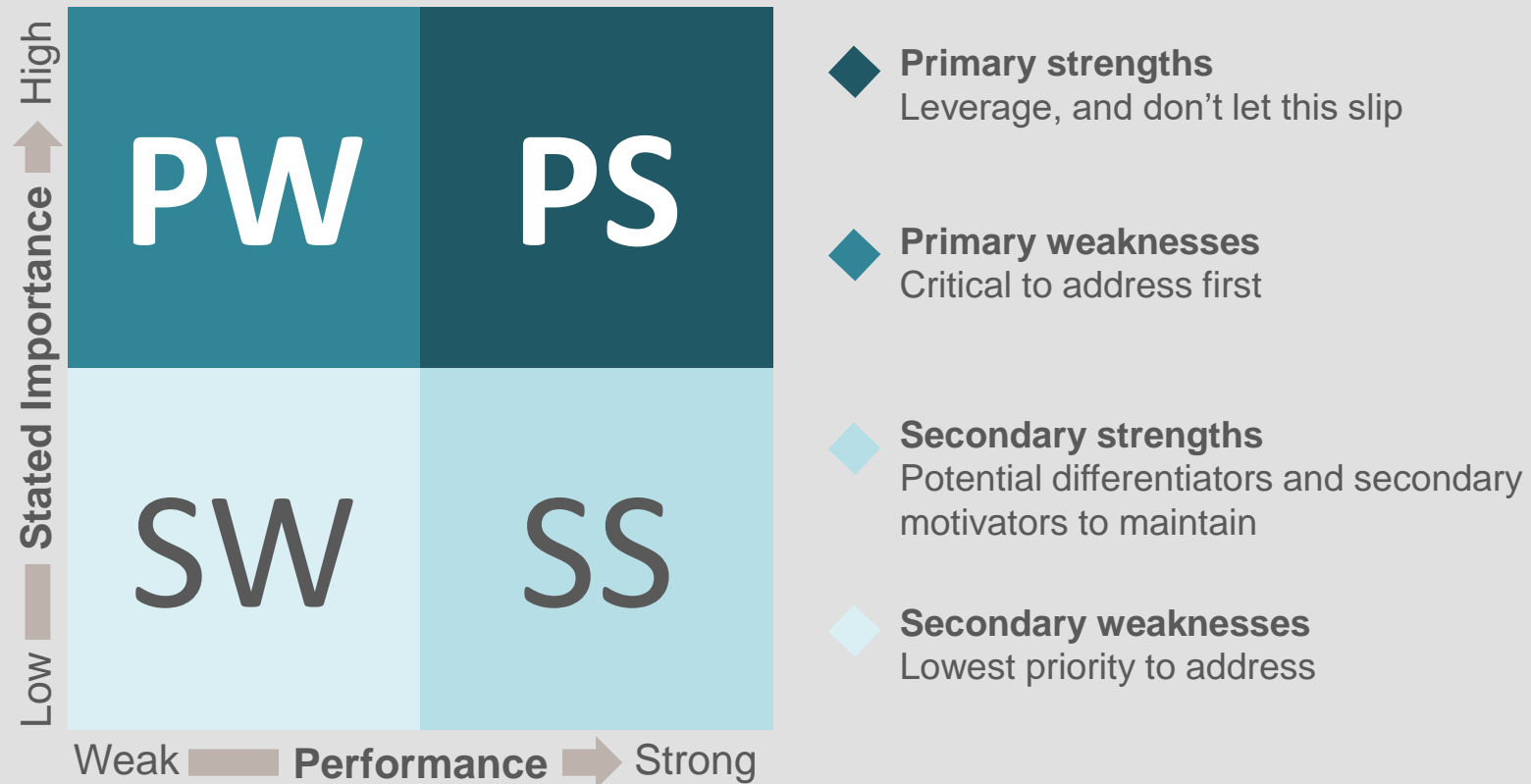
"Making our roads safer for children is the most important opportunity for improvement. The installation of sidewalks, crossing lights and better enforcement for individuals speeding through residential areas are my main concern."



Resident,
Winfield

Action Grid Overview

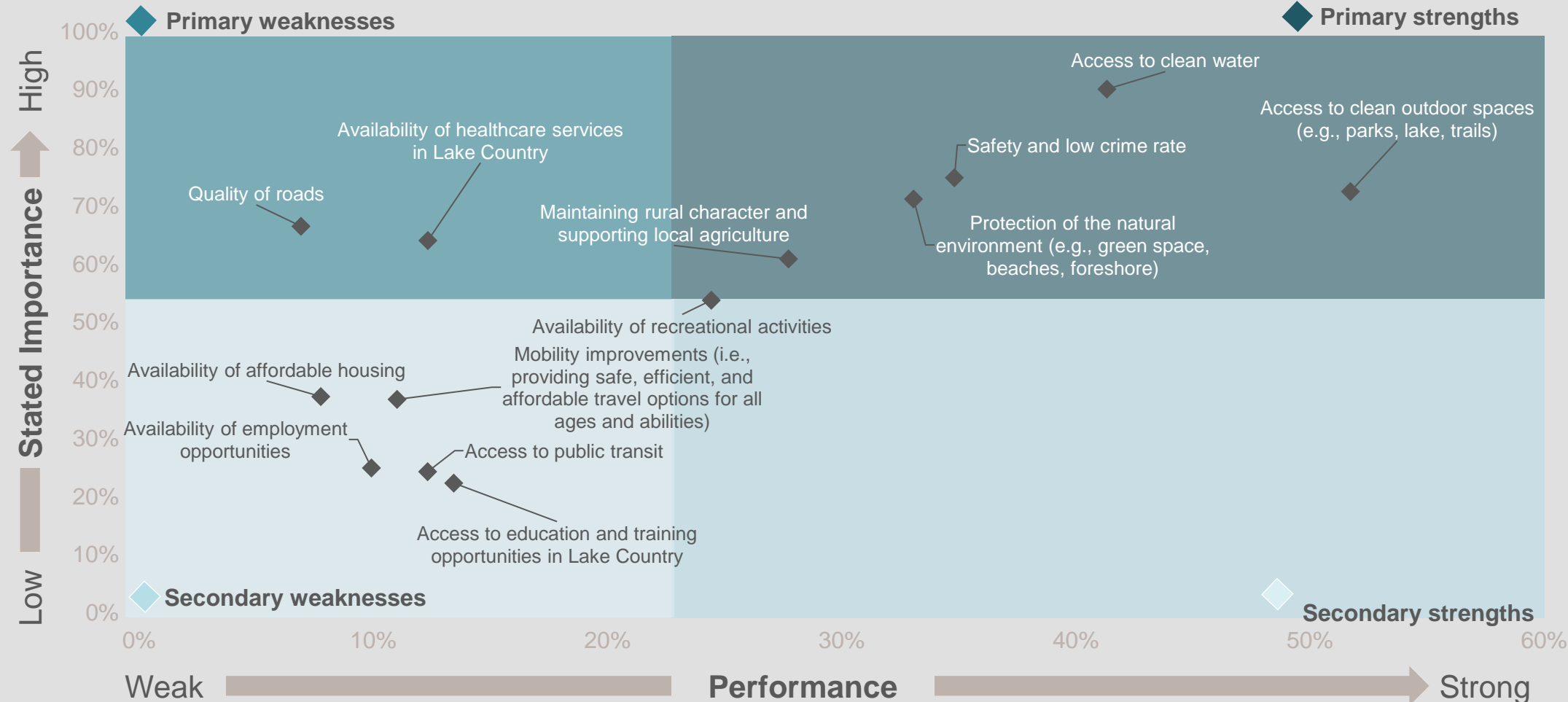
An action grid visually maps **Lake Country's** performance to demonstrate key strengths and weaknesses.



Roads are a primary weakness, scoring the lowest on performance

Along with quality of roads, availability of healthcare is also a priority for Lake Country to address. Positives of the community are access to clean water and outdoor spaces, safety, protection of the natural environment, as well as maintenance of the rural character.

Showing Importance and Performance based on Top2Box %s

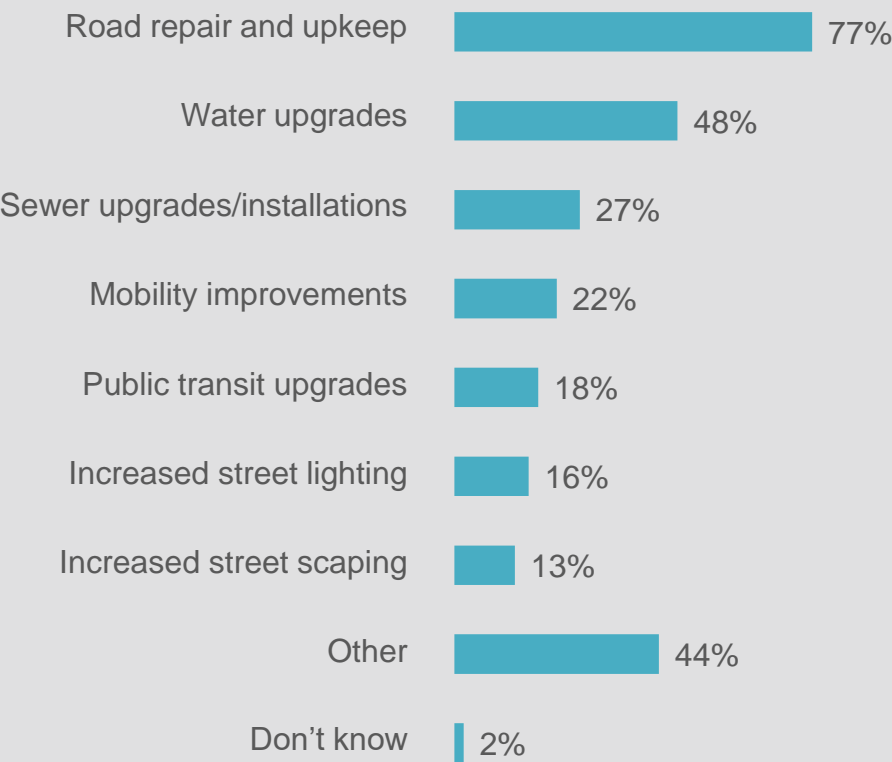


A3. Please rate the following factors in terms of how **important** they are to your **quality of life** in Lake Country. A4. Please now rate the same factors in terms of how **satisfied** you currently are with them – in respect to your **quality of life** in Lake Country. Among all residents, 700n.

Priorities for infrastructure once again echo the importance of road repair and upkeep

Carr’s Landing residents are the most likely to prioritize road repair and upkeep (91% in Carr’s Landing vs. 78% in Winfield, 76% in Okanagan, and 69% in Oyama). Aside from roads, half vote for water upgrades, while “nice-to-have” features like street scaping receive fewer votes.

Showing %s among all



“Carr's Landing Road is a dangerous road that needs attention.”

Resident, Carr's Landing

“Infrastructure. With the influx of residents and tax increases, I would like to see roads improve.”

Resident, Carr's Landing

“Water quality needs to be improved. Turbidity of the water is very pronounced in the spring, but high all year.”

Resident, Oyama

When asked to share comments about infrastructure, the roads are a hot topic

"Road safety i.e. travel paths for pedestrians and cyclists should really be dealt with."



Resident,
Carr's Landing

"Road maintenance/upgrades and future public transit options need to have a higher priority to help facilitate the ability of people to be able to get where they need to."



Resident,
Okanagan
Centre

"Oyama Lake Road has become a VERY busy road, requiring more and more gravel maintenance. Chip hard surfacing would go a long way to reduce the dust and washboards. Many complaints from many of the locals that live on this road."



Resident,
Oyama

"Some reevaluation of dangerous intersections and redesign of these areas to make streets and the highway safer for drivers, bikers and pedestrians."



Resident,
Winfield

Aside from roads, water improvements are also a common theme

"Let's innovate on badly needed water system upgrades. All other water can be non-portable, drastically reducing chemical input and cost of water system upgrades...which are needed for fire suppression and irrigation as well as portable water supply."



Resident,
Carr's Landing

"Clean water for all is important, this should be a major priority as well as educating households and agricultural water users in water reduction strategies, connecting with grants or lobbying government for incentives for folks to save water."



Resident,
Oyama

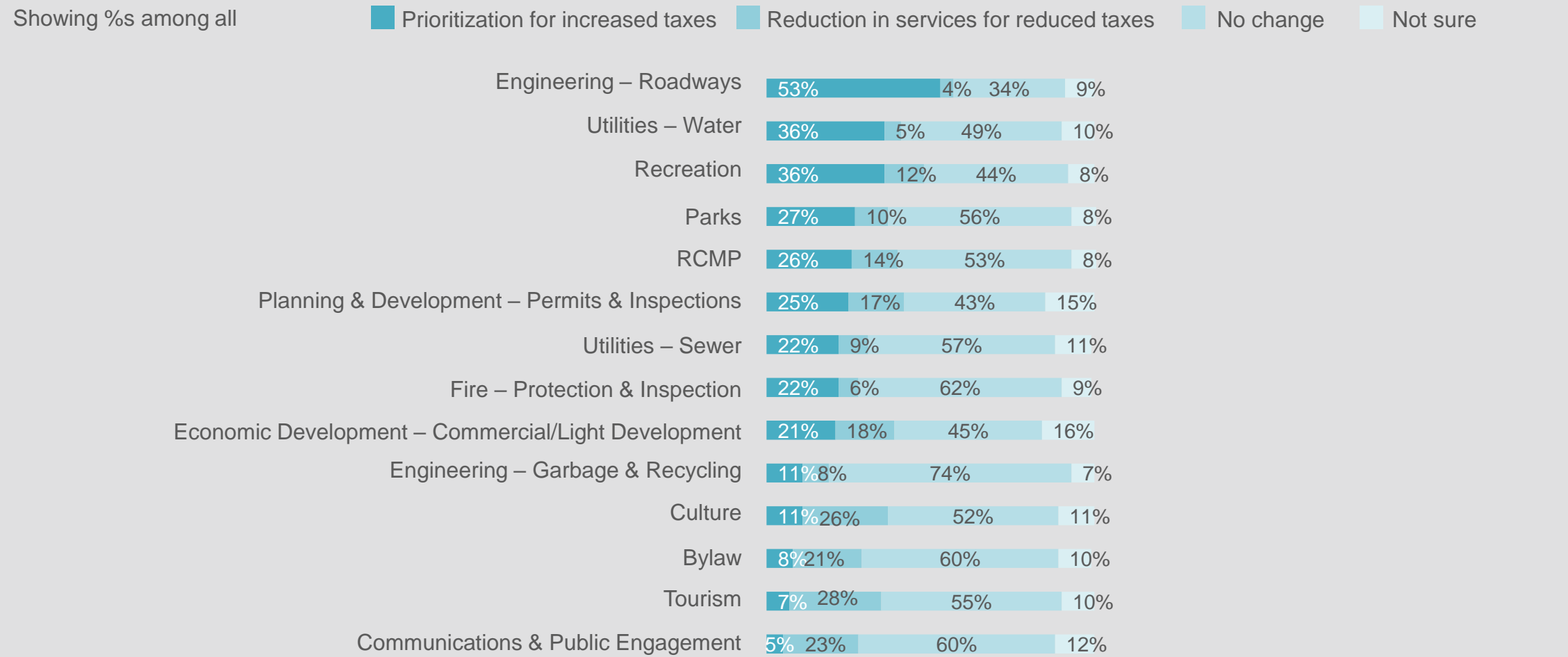
"Basics such as roads, water and sewage need to be regarded as essential. Upgrades to accommodate growth cannot be deferred."



Resident,
Winfield

Half of residents are willing to have increased taxes if their roadway worries are solved

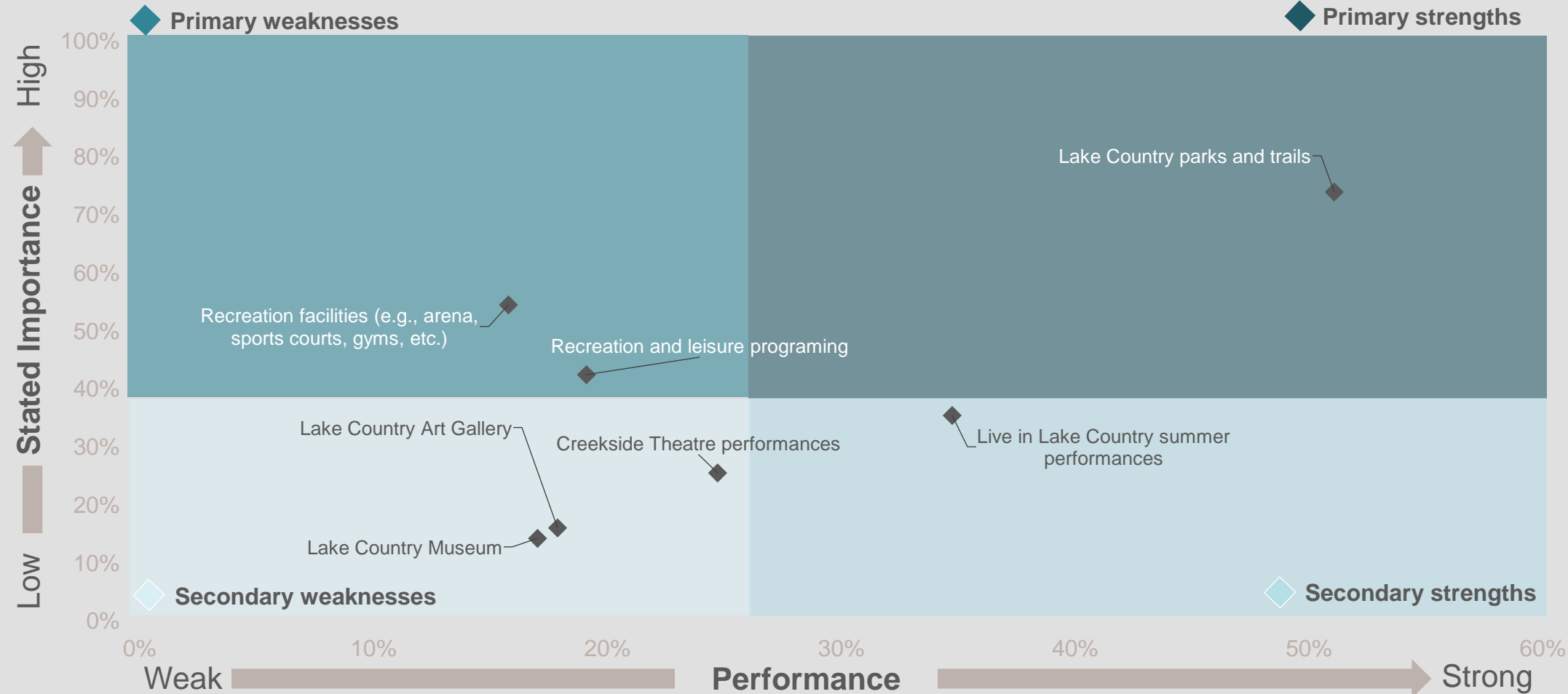
This is in contrast to all other services tested, where most residents want no change. This once again stresses the frustrations felt regarding the roads, and residents wanting Lake Country to put their money where their mouth is.



Residents are satisfied with the parks and trails – an important aspect of their quality of life

In contrast, recreation facilities and programming also contribute to quality of life but have room for improvement in terms of their delivery. They should be a priority for Lake Country when it comes to parks, recreation and culture.

Showing Importance and Performance based on Top2Box %s



C1. Thinking now about parks, recreation, and culture, how important are the following to your quality of life in Lake Country? C2. Thinking about the same parks, recreation, and culture items, how satisfied are you with each of the following in terms of what is offered to you as a resident of Lake Country? Among all residents, 700n.

When asked to share comments about parks, recreation, and culture, residents suggest more services to cater to the young and old

"It would be so nice at some point to see an aquatic center in Lake Country. Such a value to both young families and seniors. Additionally, how amazing would it be to have a couple squash courts!? Love the rail trail, Pelmewash and all the playgrounds."



Resident,
Carr's Landing

"Please invest in culture. Envision a new art gallery, sculpture garden, subsidized community/studio spaces for dancers, artists, and artisans. A culture walk that brings people, energy, creativity and tourism to main street in Lake Country everyday."



Resident,
Okanagan Centre

"A recreation centre with at least a fitness gym should be considered. A pool and gym courts should be on the roadmap but further down the road."



Resident,
Oyama

"More offerings for teens including indoor volleyball/basketball to improve skill offered more than once per session especially during school holidays."



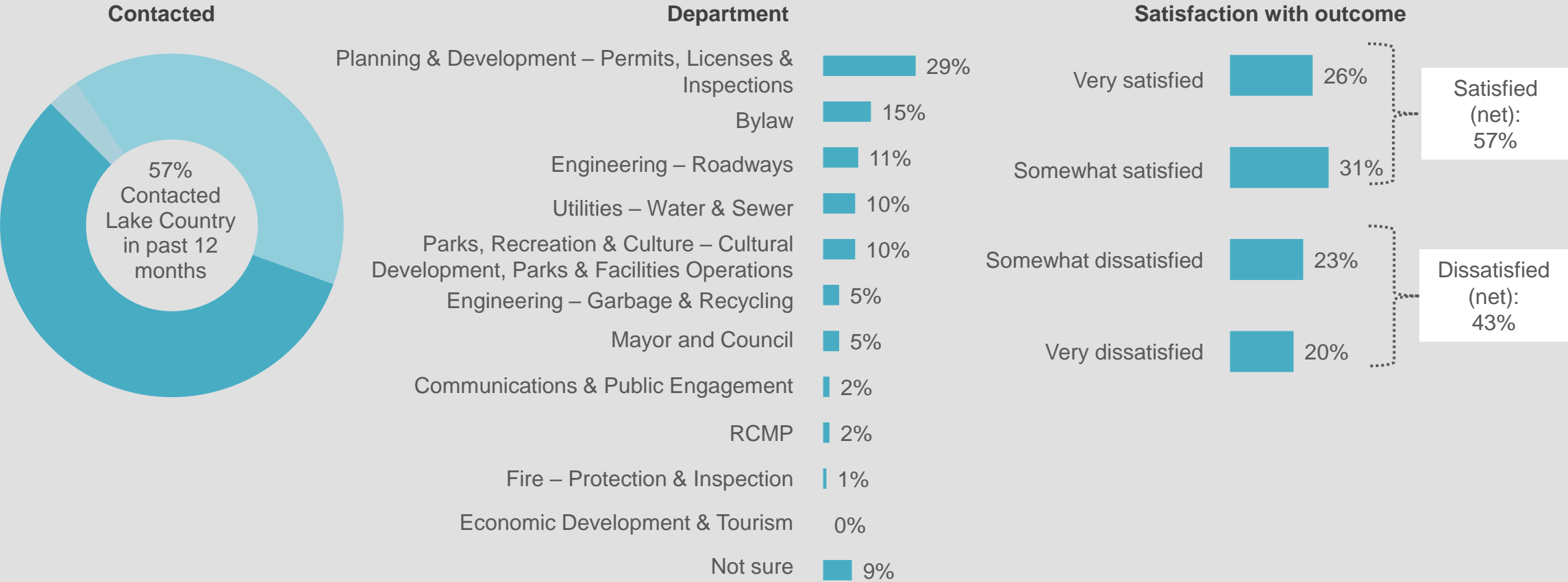
Resident,
Winfield

05

Communications

Satisfaction with outcome of interactions with Lake Country are mixed

Over half of residents have contacted Lake Country within the past 12 months, most commonly seeking the Planning and Development Department. However, 4-in-10 are dissatisfied with the outcome of their contact – an area for improvement.



D5. In the past 12 months have you **contacted** the District of Lake Country? Among all residents, 700n.
D7. Which department was your interaction with? Among all residents who contacted Lake Country, 408n.
D6. You mentioned having contacted the District of Lake Country within the past 12 months. How **satisfied** were you with the outcome? Among all residents who contacted Lake Country, 398n.

Timeliness and quality of responses are causing dissatisfaction

“Training staff to be solution-driven, and customer service oriented.”



Resident,
Carr's Landing

“Timely responses to questions and concerns and more information regarding the particular scenarios in discussion. Community sensitivity and engagement training. Ward based news updates (development applications etc.) would be very useful as well.”



Resident,
Okanagan Centre

“Improved response time would be nice.”



Resident,
Oyama

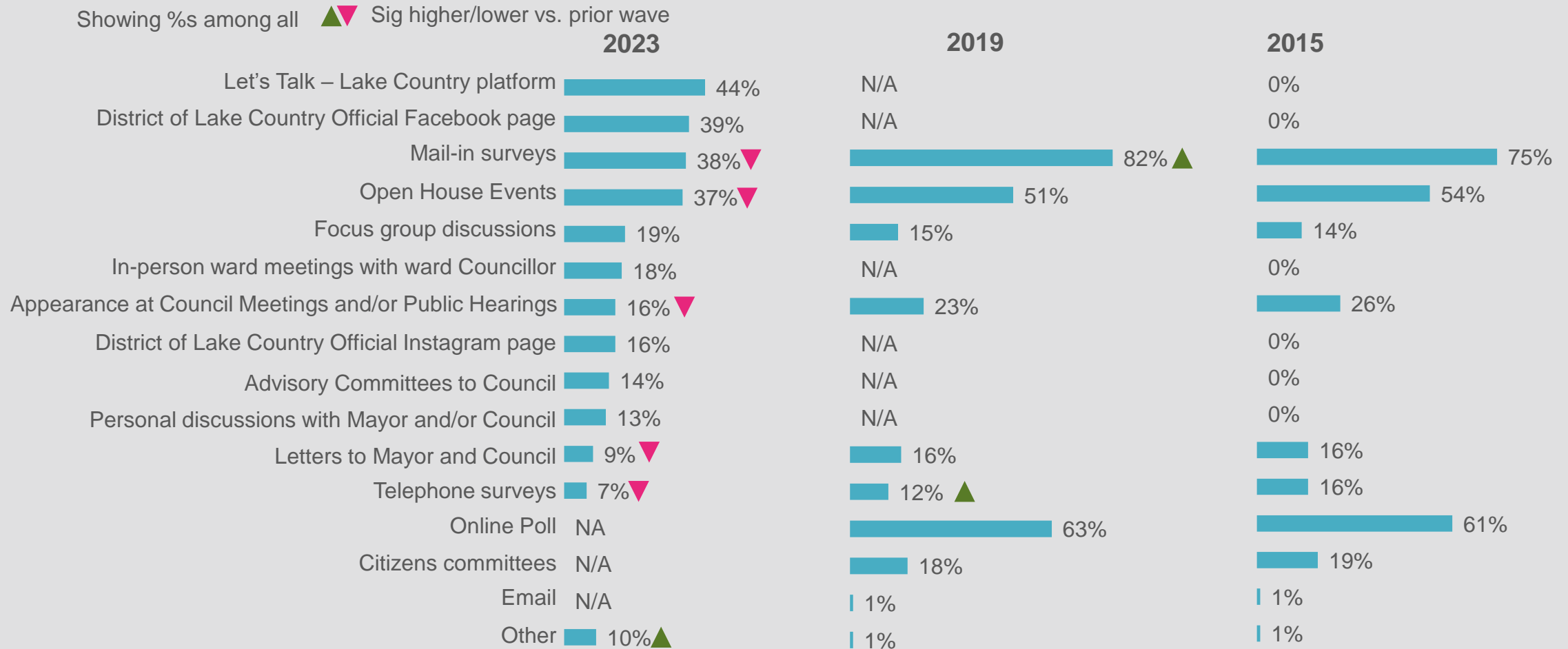
“Make things easier to understand, don't rush through things and have someone from the actual department do the explaining.”



Resident,
Winfield

Online platforms such as Let's Talk and Facebook, are the top sources for providing input

Mail-in surveys rounds out the top 3, but is not as popular as in past years.



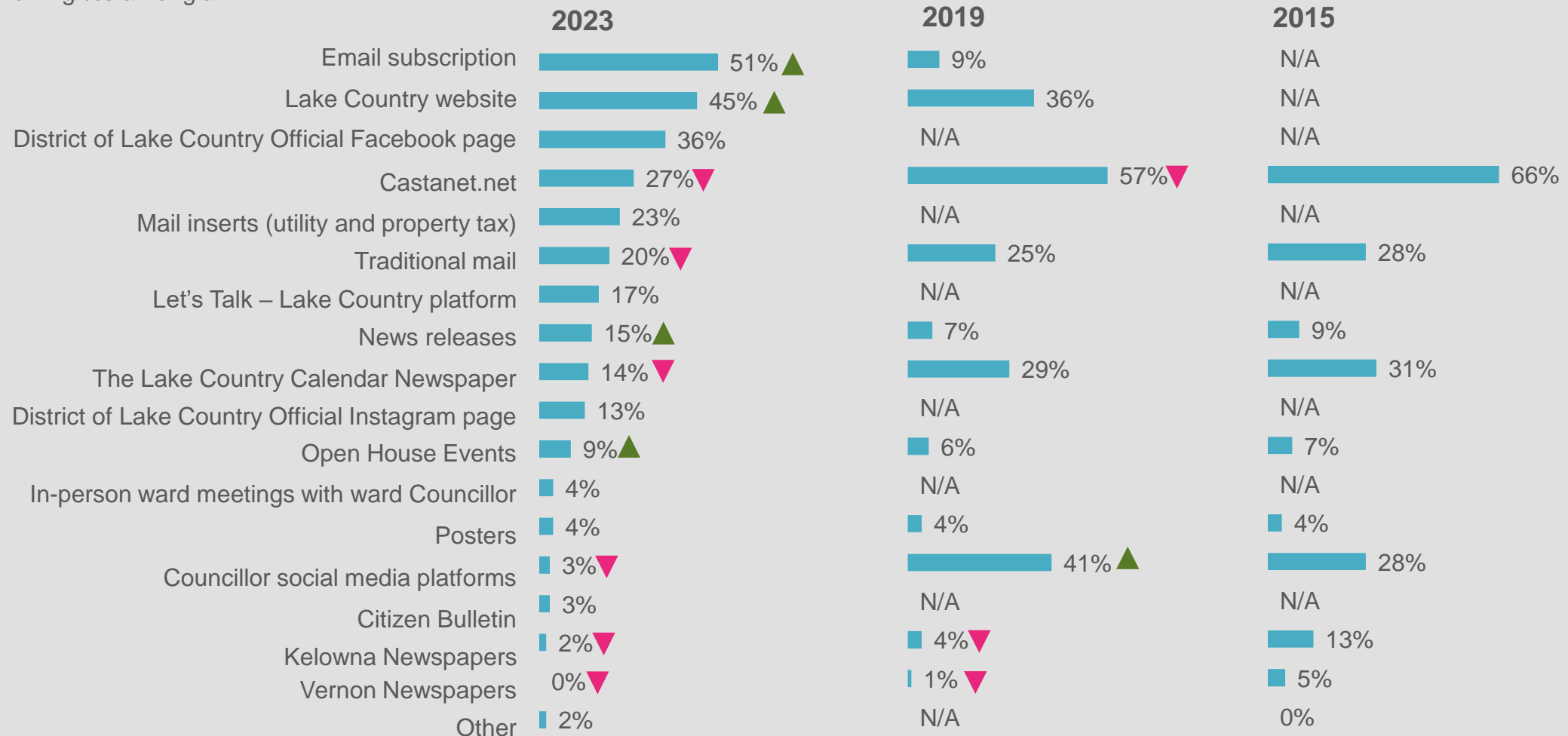
Please note: The list surveyed has changed in 2023, impacting trackability.

D3. Please indicate your **top 3** choices for **providing input** on future important Lake Country issues. Among all residents, 2023: 700n, 2019: 628n, 2015: 582n.

Facebook is a key information source

Facebook ranks top 3 for both providing and receiving information. For receiving information, Facebook trails behind only email and Lake Country website. Castanet has fallen in popularity this wave.

Showing %s among all ▲▼ Sig higher/lower vs. prior wave



Please note: The list surveyed has changed in 2023, impacting trackability.

D4. Please indicate your **top 3** choices for **receiving information** on District of Lake Country news and engagement opportunities. Among all residents, 2023: 700n, 2019: 637n, 2015: 587n.

06

Businesses



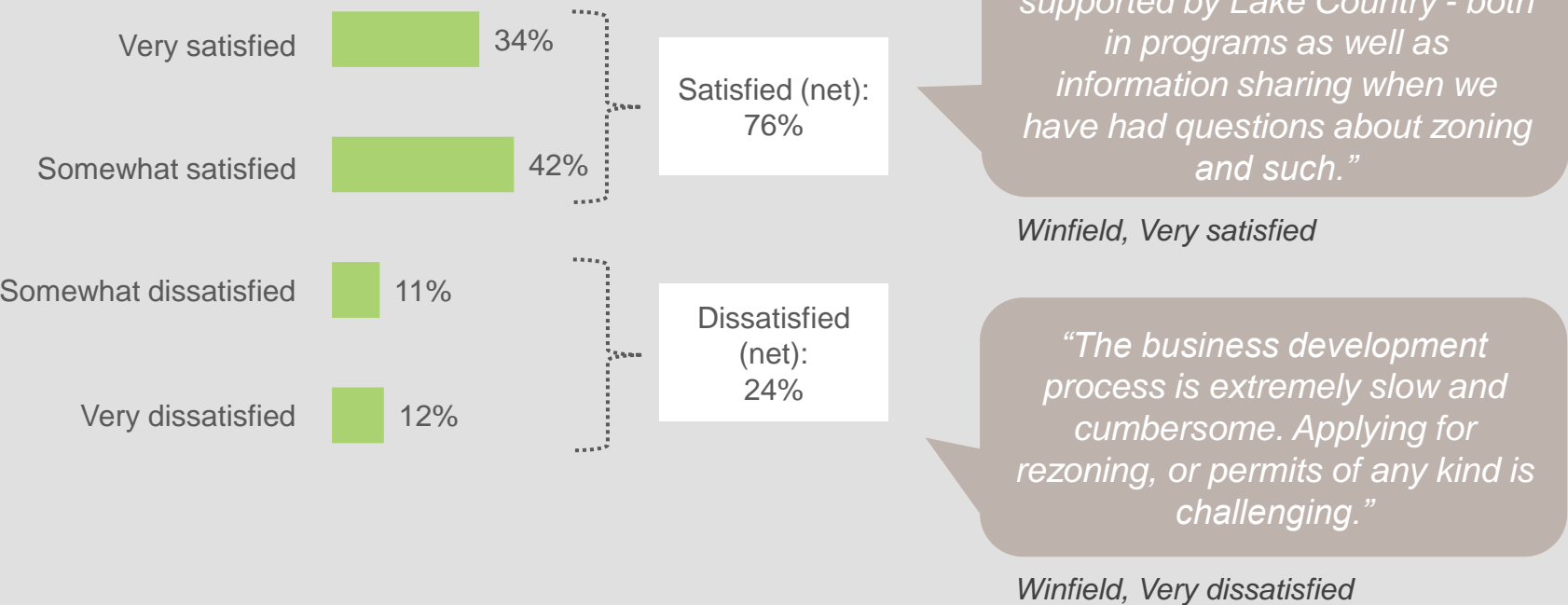
Businesses are largely satisfied in Lake Country and are likely to continue operating in the community within the next 2 years.

To further strengthen their experiences, they would like Lake Country to promote shopping local and reduce business taxes.

Most business owners operating in Lake Country are satisfied

Still, there's room to improve with one-quarter dissatisfied.

Showing %s among all businesses

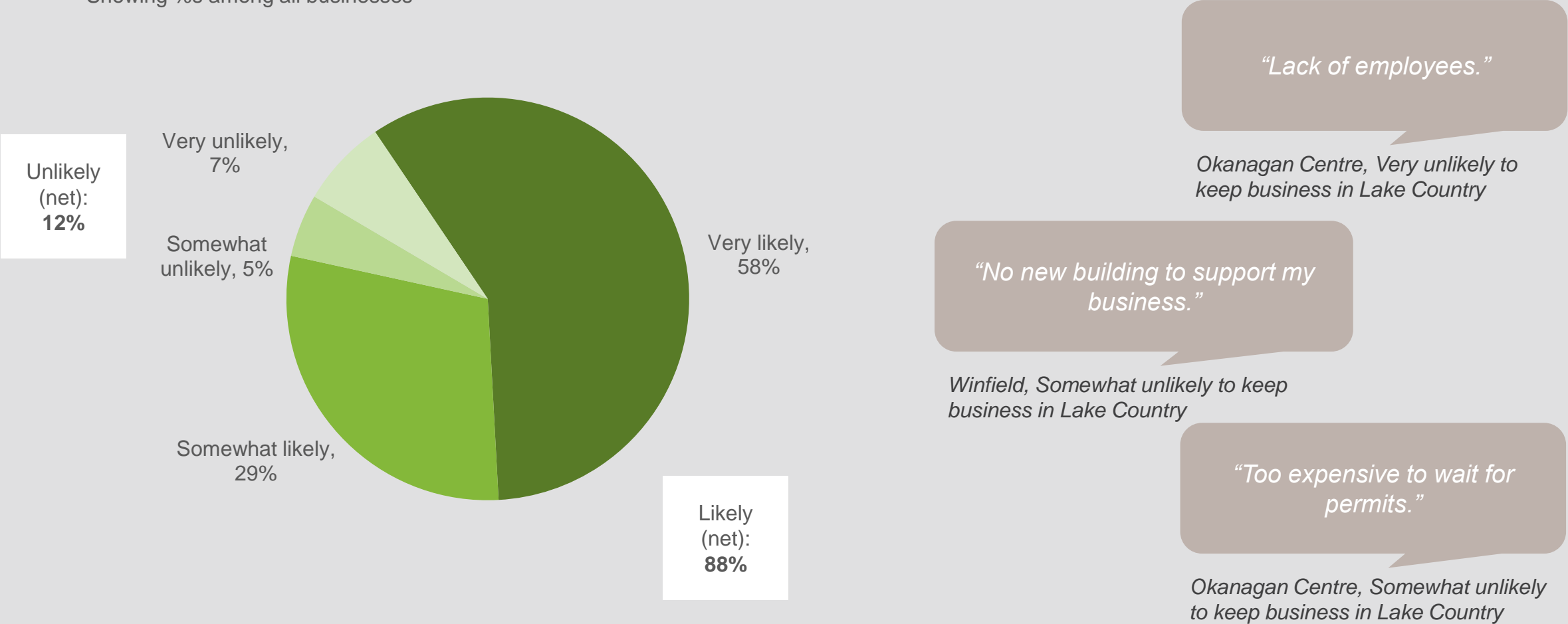


E2. You mentioned that you currently own and/or operate a business in Lake Country. How **satisfied** are you with operating a business in the District? E2b. **Why** did you rate your satisfaction with owning and/or operating a business in Lake Country that way? Among all businesses in Lake Country, 135n.

Coupling a high satisfaction score, the majority are likely to keep operations in Lake Country

Lake Country is in jeopardy of losing approximately 1-in-10 businesses though. They are unlikely to continue operations in Lake Country due to lack of resources (employees, building, permits, etc.).

Showing %s among all businesses



E4. Thinking about the **next 2 years**, how likely is your business to **keep** its operations in Lake Country? E4b. You mentioned that you are **unlikely** to keep your business operations in Lake Country within the next 2 years? Among all businesses in Lake Country, 135n.

To better support businesses, focus on promoting local shopping and reducing taxes

Similar to residents, public transit and mobility are not key concerns for businesses as they rank lower on the list of priorities.

Showing %s among all businesses



“Improve infrastructure to support local business such as ease of access and parking spaces.”

Oyama, Very Likely to keep business in Lake Country

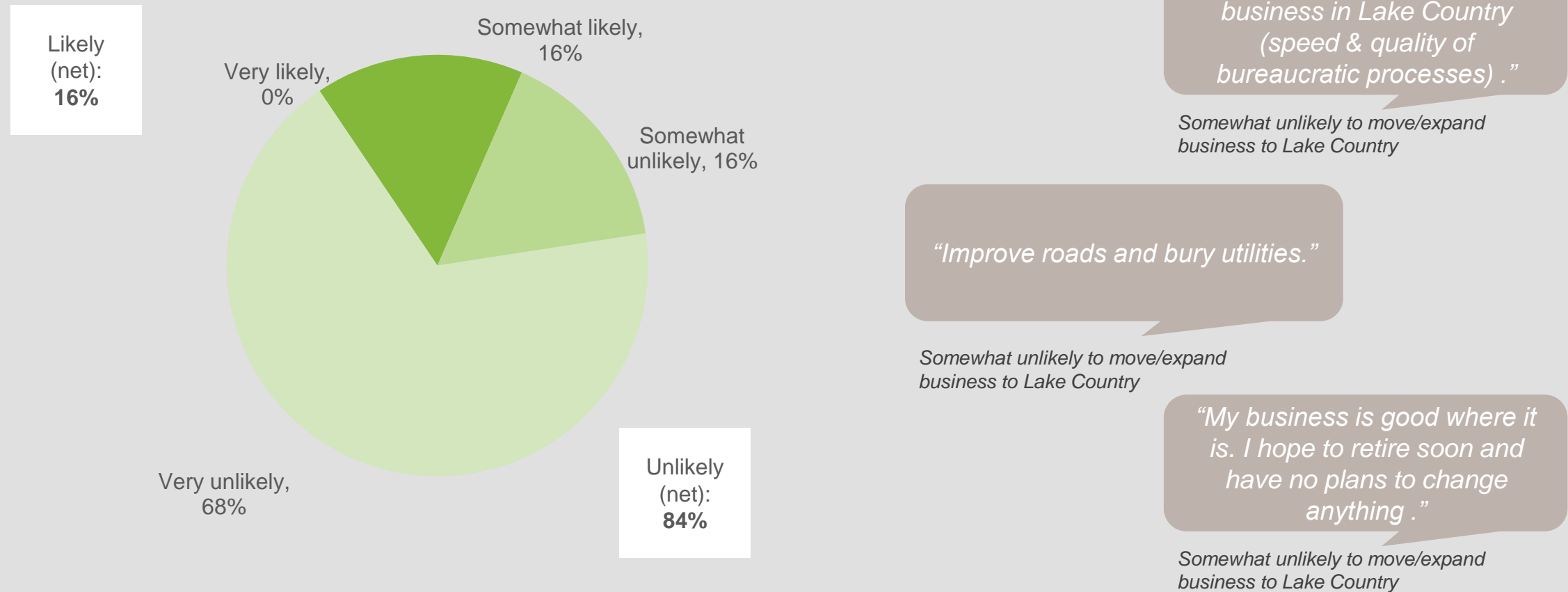
“Speed up response times for applications.”

Winfield, Very unlikely to keep business in Lake Country

It will be a challenge to convince outside businesses to consider operating in Lake Country

A strong majority are unlikely to consider moving or expanding operations to Lake Country in the next 2 years.

Showing %s among all businesses *not* in Lake Country



E1. You mentioned that the business you own and/or operate currently does **not** operate in Lake Country. How likely are you to **move or expand** your business to Lake Country in the **next 2 years**? Among all businesses not in Lake Country, 33n. E1b. What, if anything, could Lake Country do to motivate you to **move or expand** your business to Lake Country within the **next 2 years**? Among all businesses not in Lake Country and unlikely to move/expand to Lake Country, 33n.

07

Profiling

Profile - Residents

Showing %s among all residents **ABCD**: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)		Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Base	705n	70n	167n	95n	368n	Base	705n	70n	167n	95n	368n
Age						Years Living in Lake Country					
18-34	16%	3%	13% A	16% A	20% A	Less than 5 years	31%	23%	34%	24%	34%
35-54	39%	33%	35%	33%	42%	5 to 9 years	22%	12%	18%	22%	25% A
55+	40%	58% D	47% D	46% D	33%	10 years or more	45%	64% BD	46%	50%	41%
Prefer not to say	5%	6%	5%	6%	4%	Prefer not to say	2%	1%	2%	5% D	1%
Median	50 years	60 years	56 years	55 years	47 years						
Gender						Household Type					
Male	33%	43%	32%	34%	31%	Kids living at home	49%	35%	40%	55% AB	54% AB
Female	63%	52%	62%	62%	65% A	Without kids living at home	47%	61% CD	56% D	44%	42%
Other	2%	1%	2%	1%	2%	Prefer not to say	4%	4%	4%	1%	4%
Prefer not to say	3%	4%	4%	4%	2%						
Ethnicity						Employment Status					
Caucasian	85%	84%	85%	82%	86%	Employed	65%	57%	64%	67%	65%
Non-Caucasian	15%	16%	15%	18%	14%	Not employed	31%	38%	32%	30%	31%
						Prefer not to say	4%	6%	3%	4%	4%

Profile - Residents

Showing %s among all residents **ABCD**: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)		Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Ownership of Residence						Household Income					
I own my home	86%	92%	85%	87%	86%	Less than \$100K	29%	23%	27%	27%	32%
I rent my home	10%	5%	8%	13%	11%	\$100K to less than \$200K	35%	27%	34%	26%	39% C
Other	2%	1%	4%	0%	1%	\$200K or more	17%	29% D	18%	24% D	14%
Prefer not to say	2%	2%	3%	0%	2%	Prefer not to say	18%	20%	22%	23%	16%
Dwelling Type											
Single-detached house	83%	98% BCD	86%	90% D	79%	A shared living facility	0%	0%	0%	0%	0%
Semi-detached house (e.g., duplex)	3%	0%	4%	3%	3%	Other	2%	0%	4%	3%	2%
Townhouse	7%	0%	4%	4%	11% ABC	Prefer not to say	1%	2%	1%	0%	1%
Apartment/condominium	3%	0%	1%	0%	4% B						

Profile - Businesses

Showing %s among all businesses **AB**: Sig higher than region indicated by that letter

	Total Business	Business in Lake Country (A)	Business outside Lake Country (B)		Total Business	Business in Lake Country (A)	Business outside Lake Country (B)
Base	168n	135n	33n	Base	168n	135n	33n
Number of Employees				Top Industries			
1 – I am the only employee	39%	44% B	21%	Construction	13%	11%	24% A
2 or more	58%	55%	71%	Agriculture	13%	16% B	0%
Don't know/ Prefer not to say	3%	1%	8%	Healthcare & Social Assistance	9%	9%	8%
Annual Revenue				Professional, Scientific & Technical Services	8%	6%	13%
Less than \$100K	35%	39% B	19%	Retail Trade	6%	7%	3%
\$100K or more	42%	40%	50%	Accommodation & Food Services	6%	7%	2%
Don't know/ Prefer not to say	23%	21%	31%	Other Services	4%	5%	0%
Operating Location				Real Estate & Rental & Leasing	4%	3%	8%
Home based	49%	57% B	18%	Arts, Entertainment, & Recreation	3%	4%	8%
Not home based	51%	43%	82% A	Administration & Business Support Services	3%	3%	0%

S2/S3. Do you **currently own and/or operate one or more businesses** (this includes home based businesses) in **Lake Country**? Which **ward(s)** does your **business** routinely conduct operations in? E6. Including yourself, **how many employees** work for your business? If your business operates in multiple locations, please only consider those who work in Lake Country on a regular basis. E7. What is your best estimate of your **business' annual revenue**? E8. Which of the following best describes the **operating location** of your business? E5. Which industry does your business operate in? Among all businesses, base varies.

08

Appendix

Importance of factors to quality of life

Showing Top2box %s among all **ABCD**: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Access to clean water	90%	88%	89%	91%	90%
Safety and low crime rate	75%	77%	72%	69%	77%
Access to clean outdoor spaces	73%	74%	71%	71%	73%
Protection of the natural environment	71%	70%	75%	75%	69%
Quality of roads	67%	69%	66%	65%	67%
Availability of healthcare services in Lake Country	64%	72%	63%	66%	62%
Maintaining rural character and supporting local agriculture	61%	52%	61%	76%	59%
Availability of recreational activities	54%	49%	50%	58%	55%
Availability of affordable housing	37%	41%	30%	38%	39%
Availability of employment opportunities	25%	16%	25%	25%	26%
Access to public transit	24%	19%	23%	27%	25%
Access to education and training opportunities in Lake Country	22%	20%	17%	24%	24%
Mobility improvements	11%	5%	8%	12%	13%

Satisfaction with factors in respect to quality of life

Showing Top2box %s among all ABCD: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Access to clean outdoor spaces	52%	45%	49%	52%	54%
Access to clean water	41%	28%	36%	35%	47% ABC
Safety and low crime rate	35%	41%	34%	35%	34%
Protection of the natural environment	33%	36%	26%	29%	36% B
Maintaining rural character and supporting local agriculture	28%	38%	27%	26%	27%
Availability of recreational activities	24%	24%	23%	26%	25%
Access to education and training opportunities in Lake Country	13%	12%	13%	11%	14%
Access to public transit	12%	9%	9%	10%	15%
Availability of healthcare services in Lake Country	12%	13%	9%	14%	13%
Mobility improvements	11%	5%	8%	12%	13%
Availability of employment opportunities	10%	9%	11%	11%	9%
Availability of affordable housing	8%	5%	8%	4%	9%
Quality of roads	7%	8%	5%	8%	7%

Importance of factors related to parks, recreation, and culture

Showing Top2box %s among all **ABCD**: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Lake Country parks and trails	74%	80%	74%	75%	73%
Recreation facilities (e.g., arena, sports courts, gyms, etc.)	55%	48%	50%	51%	58%
Recreation and leisure programing	43%	34%	34%	45%	47% B
Live in Lake Country summer performances	36%	33%	28%	36%	39% B
Creekside Theatre performances	26%	24%	26%	26%	26%
Lake Country Art Gallery	16%	8%	18% A	14%	17% A
Lake Country Museum	14%	14%	15%	13%	14%

Satisfaction with factors related to parks, recreation, and culture

Showing Top2box %s among all **ABCD**: Sig higher than region indicated by that letter

	Total	Carr's Landing (A)	Okanagan Centre (B)	Oyama (C)	Winfield (D)
Lake Country parks and trails	51%	39%	49%	52%	54% A
Live in Lake Country summer performances	35%	33%	29%	33%	38%
Creekside Theatre performances	25%	24%	27%	28%	23%
Recreation and leisure programing	19%	20%	17%	24%	18%
Lake Country Art Gallery	18%	14%	22% C	12%	18%
Lake Country Museum	17%	16%	16%	20%	17%
Recreation facilities (e.g., arena, sports courts, gyms, etc.)	16%	25% C	15%	11%	16%

Thank you.

For more information, please contact
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