



Ipsos Reid Public Affairs

Report for:
THE CITY OF KELOWNA

Amalgamation Survey

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KEY SURVEY FINDINGS

There is a high level of awareness of the possible amalgamation. Nine-in-ten (88%) residents say they have heard about the possible amalgamation over the last 12 months.

A clear majority of residents are in favour of the possible amalgamation. Two-thirds (66%) of residents say they favour the possible amalgamation. Two-in-ten (21%) residents oppose the amalgamation and 12% are undecided.

Residents are initially split on idea of a referendum. Forty-six percent think that Council should make a decision about amalgamation taking into account public opinion from surveys like this. A similar proportion of residents (44%) say that Council should hold a referendum on the issue. A small portion (3%) of Kelowna residents think Council should do both and 6% are undecided.

But, two-thirds say a referendum is not necessary if this survey finds a majority of respondents support amalgamation. Some respondents who initially preferred a referendum said that they would change their preference if this survey shows a majority of the public supports amalgamation. Overall, two-thirds (64%) of residents say a referendum is not required if this survey finds a majority of respondents support amalgamation.

INTRODUCTION

Objectives

The City of Kelowna has been asked if it is prepared to consider expanding its boundaries to include communities on the west side of Okanagan Lake. This amalgamation is anticipated to have both financial and efficiency implications for the City and its residents, potentially impacting numerous City-provided services ranging from planning and development to parks, recreation, and culture to public transportation.

In order to better understand the public's views towards amalgamation, the City of Kelowna engaged Ipsos Reid to conduct a survey of residents.

Specifically, the main objectives of the research were to:

- ◆ Measure overall awareness of the proposed amalgamation;
- ◆ Determine the level of public support and opposition for amalgamation, including the intensity of current attitudes;
- ◆ Determine public opinion on the need for a referendum on amalgamation;
- ◆ Identify the key arguments for and against amalgamation; and,
- ◆ Understand communication and information needs as they relate to the proposed amalgamation.

Methodology

In total, 400 telephone interviews were conducted with a randomly selected sample of adult residents living in the City of Kelowna. Survey respondents were either primarily or jointly responsible for paying their household property taxes or rent. All respondents had to confirm that they live in the City of Kelowna.

The sample was stratified to ensure that roughly 100 interviews were completed in each of four regions - North (V4V/V1V), East (V1X/V1P), South (V1W) and West (V1Y). Efforts were also made to ensure that the sample reflected a broad range of age groups, with special attention made to increasing the representation of younger residents in the sample.

The final data were weighted so that the age, gender, and regional distribution reflects that of the actual population of the City of Kelowna according to the 2001 Census data.

All interviews were conducted between the dates of April 2 and 4, 2007. Overall results are accurate to within ± 4.9 percentage points, 19 times out of 20. The margin of error will be wider for survey sub-samples, such as regions.

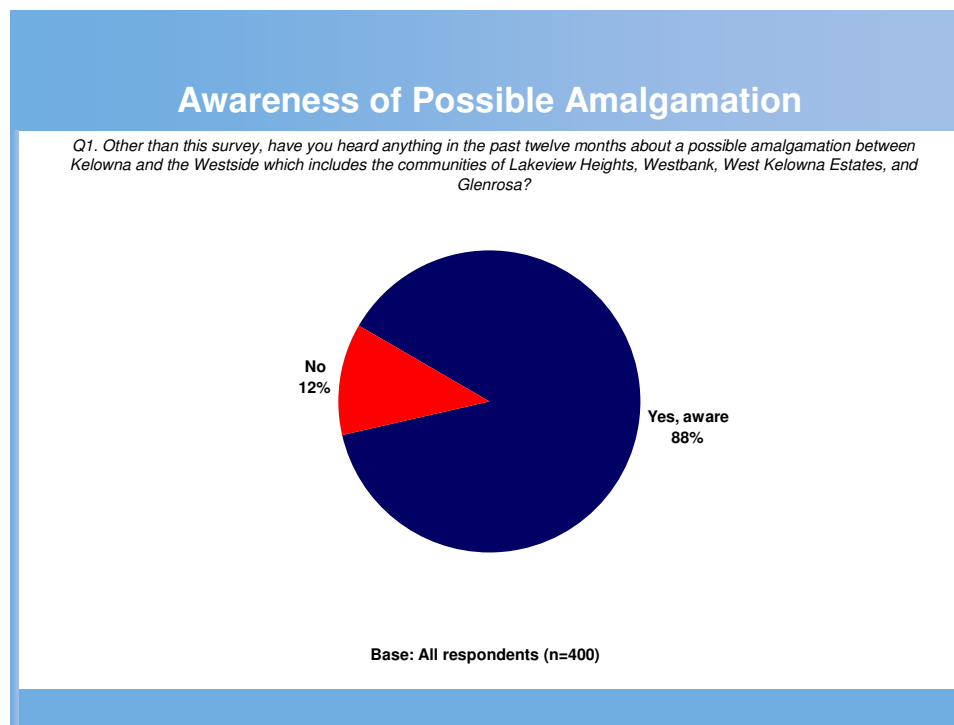
Note on Rounding: *The results for some questions will not add to exactly 100% due to rounding.*

DETAILED FINDINGS

Awareness of Possible Amalgamation

Vast majority of residents are aware of possible amalgamation.

Nine-in-ten (88%) Kelowna residents say they have heard something over the past 12 months about a possible amalgamation between Kelowna and the Westside.



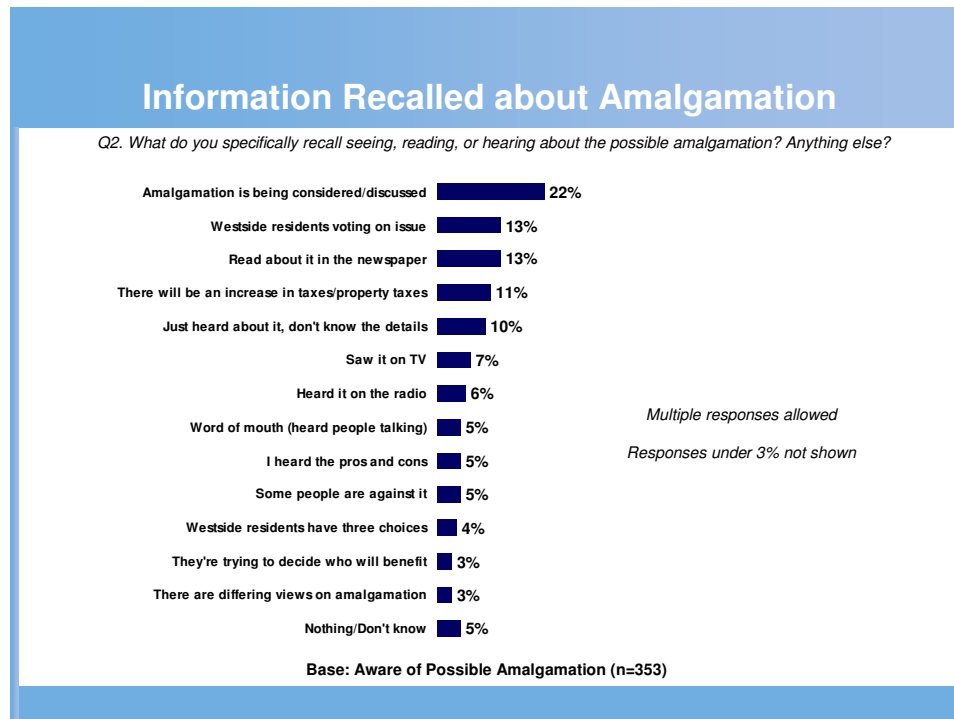
Awareness is higher among older residents (94% among 55+ years vs. 87% among 35 to 54 years, 80% 18 to 34 years) and home owners (91% vs. 80% among renters).

Information Recalled about Amalgamation

Among those aware of amalgamation, information recall lacks specifics.

Residents who are aware of the possible amalgamation lack specific information about the issue. The top open-ended response is that the “amalgamation is being discussed” (22%), with other non-specific responses including “reading about it in the newspaper” (13%), “just hearing about it” (10%), “seeing it on TV” (7%) and “hearing it on the radio” (6%).

In terms of specifics, 13% recall that “Westside residents will be voting on the issue” and 11% recall that “there might be an increase in taxes”.



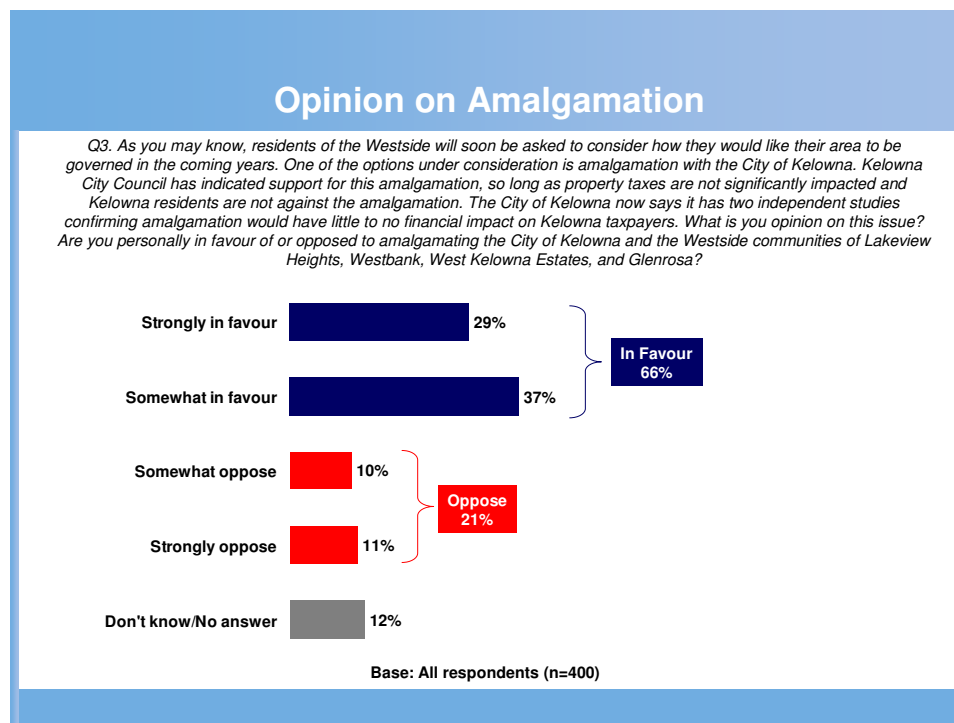
Opinion on Amalgamation

Residents favour proposed amalgamation by three-to-one margin.

Two-thirds (66%) of Kelowna residents say are in favour of amalgamating the City of Kelowna and the Westside communities of Lakeview Heights, Westbank, West Kelowna Estates, and Glenrosa. This includes 29% who are “strongly in favour” and 37% who are “somewhat in favour” of the amalgamation.

Two-in-ten (21%) residents oppose the amalgamation, including 11% who “strongly oppose” and 10% who “somewhat oppose” the amalgamation. A further 12% of residents are undecided on this issue.

It is important to note that all survey respondents were read the following preamble – “Kelowna City Council has indicated support for this amalgamation, so long as property taxes are not significantly impacted and Kelowna residents are not against the amalgamation. The City of Kelowna now says it has two independent studies confirming amalgamation would have little to no financial impact on Kelowna taxpayers.”



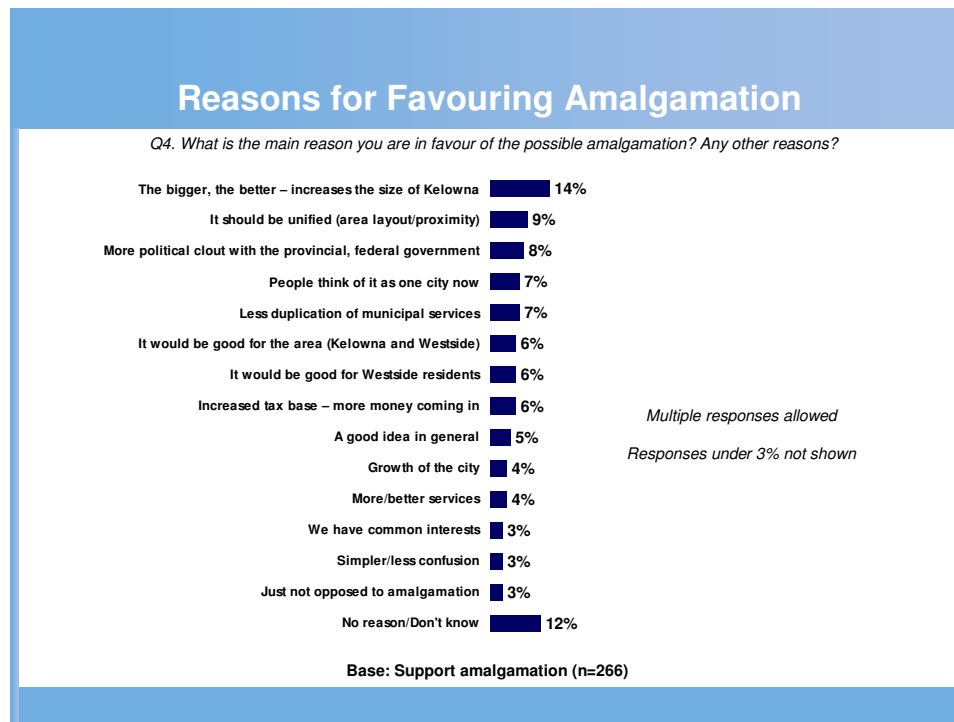
The level of support for the amalgamation is consistent across regions and demographic groups.

Reasons for Favouring Amalgamation

Amalgamation supporters have many diverse reasons for favouring the idea.

Those in favour of amalgamation have a wide range of reasons for their preference, with no single reason standing out. The top reason, mentioned by 14% of amalgamation supporters, is that amalgamation “increases the size of Kelowna, and the bigger - the better”.

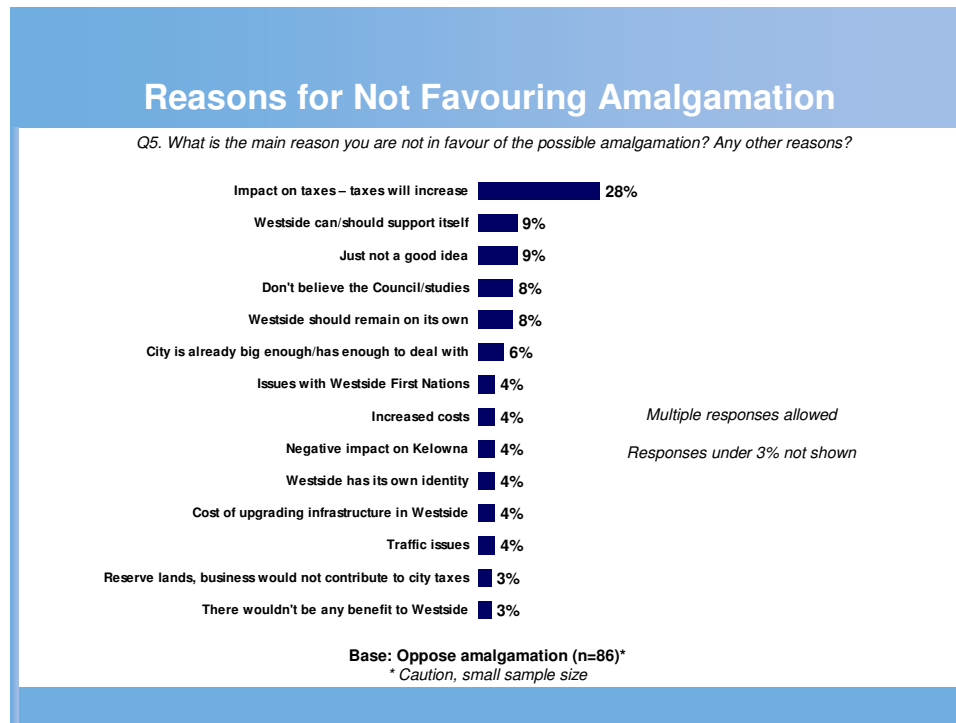
Other reasons for favouring the amalgamation include “a belief the areas should be unified for reasons of layout and proximity” (9%), “the new municipality will have more political clout” (9%), “people think of it as one city now” (7%), “reduced duplication of municipal services” (7%), “it would be good for both Kelowna and Westside” (6%), “it would be good specifically for Westside residents” (6%) and “it would result in an increased tax base” (6%).



Reasons for Not Favouring Amalgamation

Impact on taxes stands out as number one reason for not favouring amalgamation.

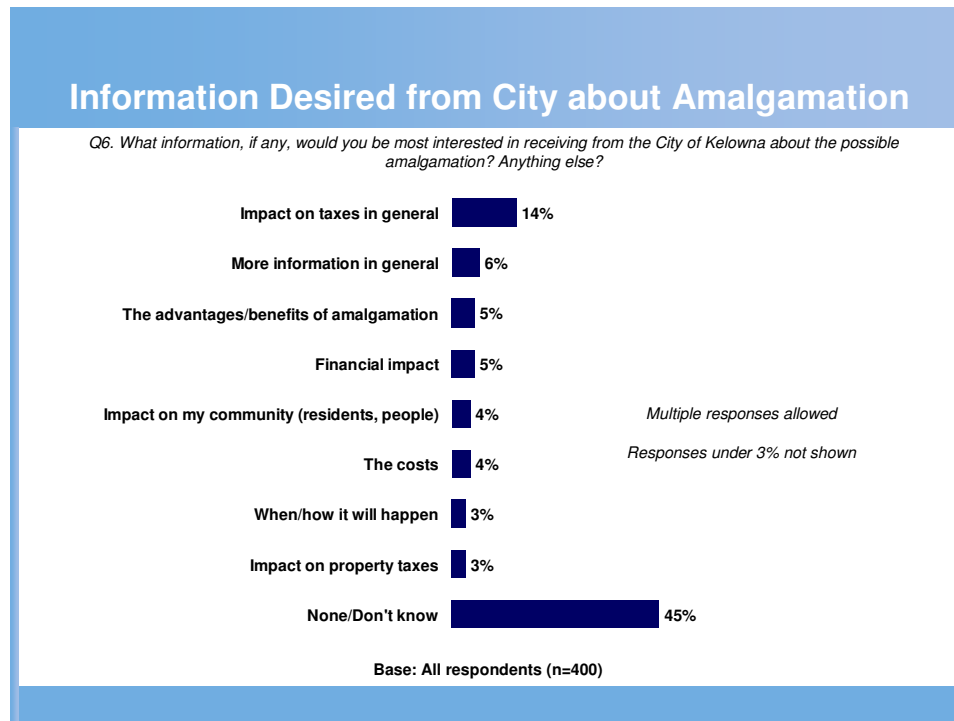
The perceived “impact on taxes” is the number one reason given for not favouring amalgamation. Three-in-ten (28%) opponents cited this reason, as compared to much fewer mentions for reasons such as “the Westside can/should support itself” (9%), “it’s just not a good idea” (9%), “not believing Council and its studies” (8%) and “the Westside should remain on its own” (8%).



Information Desired from City about Amalgamation

Nearly half of residents say they don't need information on amalgamation.

Nearly half (45%) of Kelowna residents say are not interested in receiving any specific information from the City of Kelowna about the possible amalgamation. The most requested information topic is the "impact on taxes in general", as mentioned by 14% of residents.

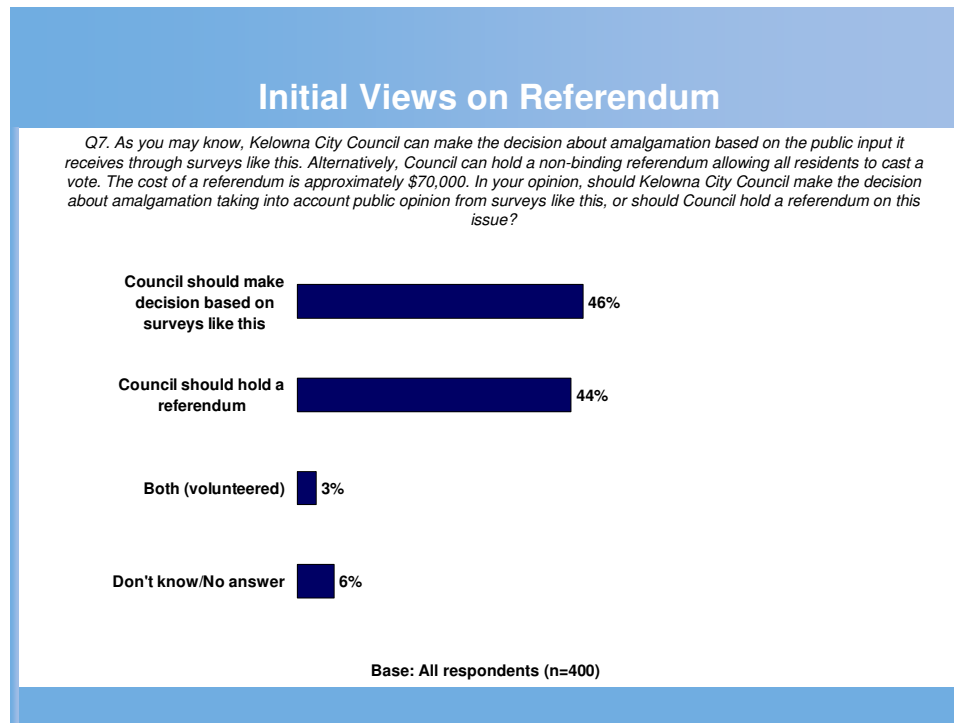


Initial Views on Referendum

Residents are split on whether Council should base decision on public input from surveys, or whether Council should hold a referendum.

Kelowna residents are split evenly on whether Council should make the decision about amalgamation taking into account public opinion from surveys like this, or whether Council should hold a referendum on the issue. Forty-six percent prefer that Council should make a decision based on surveys and 44% say that Council should hold a referendum on the issue. A small portion (3%) of Kelowna residents think Council should do both and 6% are undecided.

It is important to note that all survey respondents were told the cost of a non-binding referendum would be approximately \$70,000.



Those residents who favour amalgamation slightly prefer that Council should make the decision based on surveys (53%) rather than hold a referendum (39%). Those residents who oppose amalgamation generally prefer the referendum option (62%) to the survey option (28%). The results were consistent across other regional and demographic groups.

View of Referendum Supporters

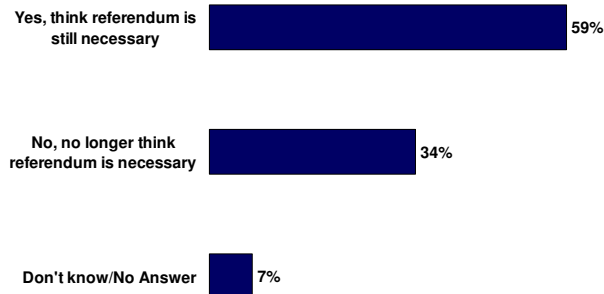
About one-third of referendum supporters say a referendum is not necessary if this survey finds a majority supports amalgamation.

Residents who initially favoured a referendum (as well as those undecided on the issue) were asked whether it would be necessary for Kelowna City Council to hold a referendum even if this survey finds that a majority of respondents support amalgamation. Under these circumstances, roughly one-third (34%) of those initially supporting a referendum (or undecided on issue) changed their position and said that a referendum would no longer be necessary.

Six-in-ten (59%) residents who initially favoured a referendum (as well as those undecided on the issue) say they would still want a referendum even if this survey finds that a majority of respondents support amalgamation.

Do Referendum Supporters Think a Referendum is Necessary Even if Survey Finds Majority Support for Amalgamation?

Q8. Do you think it is necessary for Kelowna City Council to hold a referendum even if this survey finds that a majority of respondents support amalgamation?



Base: Think Council should hold referendum or undecided (n=213)

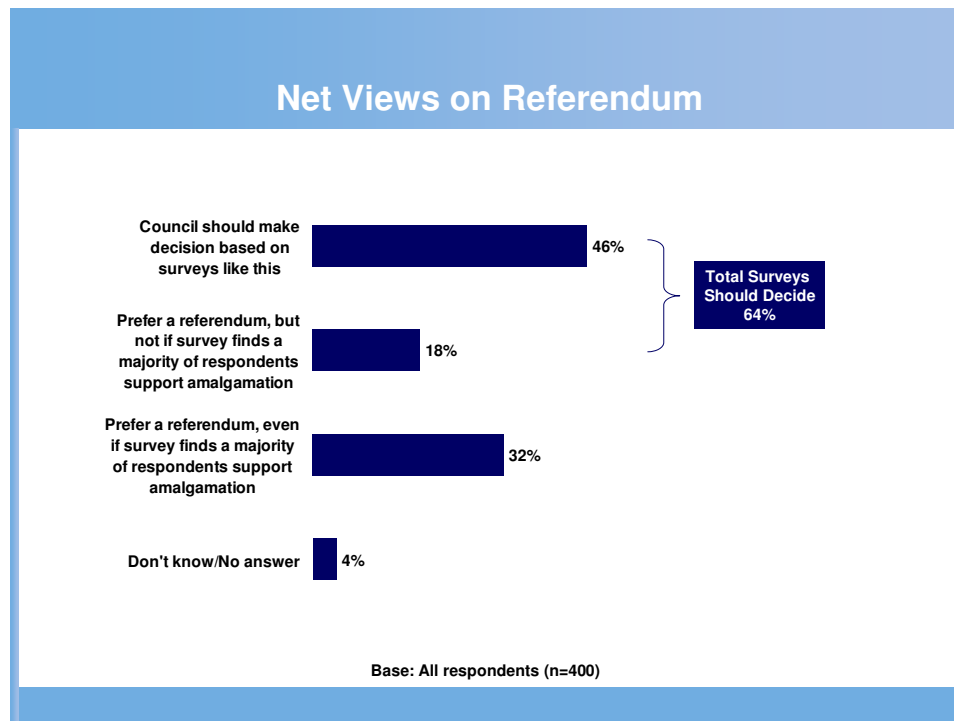
Net Views on Referendum

Overall, two-thirds of residents say a referendum is not necessary if the majority of survey respondents support amalgamation.

The results shown in the chart below are a combination of the two previous questions and show that public viewpoints on the referendum break out as follows:

- ◆ 46% think that Council should make the decision based on public opinion from surveys like this.
- ◆ 18% say they would prefer a referendum, but do not think a referendum is necessary if this survey finds a majority of respondents support amalgamation.
- ◆ 32% say they would prefer a referendum even if this survey finds a majority of respondents support amalgamation.
- ◆ 4% are undecided on this issue.

In total, two-thirds (64%, 46% + 18%) of Kelowna residents say they want Council to make the decision without a referendum, as long as public opinion surveys show majority support for amalgamation. As noted, this survey shows a clear majority (66%) in favour of amalgamation.



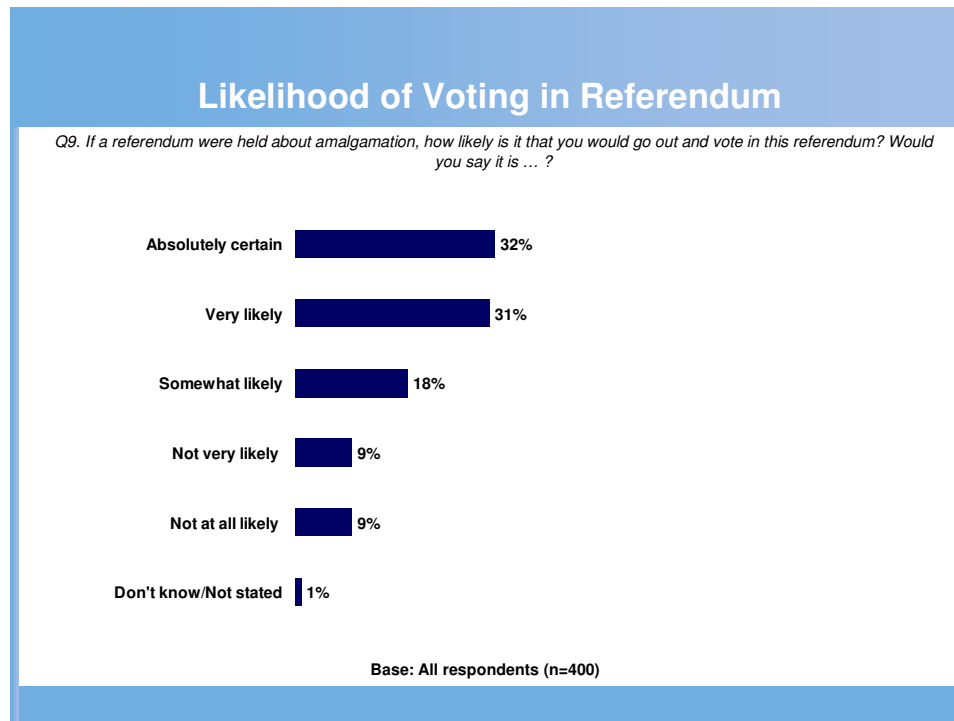
Men (37% vs. 27% of women) and amalgamation opponents (60% vs. 24% of supporters) are more likely to think a referendum should be held regardless of the result of this survey.

Likelihood of Voting in Referendum

Only one-third of residents absolutely certain to vote in a referendum.

Only one-in-three (32%) Kelowna residents say they would be “absolutely certain” to go out and vote in a referendum about amalgamation. This “absolutely certain” statistic is usually the best predictor of actual turnout.

A further three-in-ten (31%) residents say they would be “very likely” to vote in a referendum.



Those residents more likely to be “absolutely certain” to vote include older residents (48% of 55+ years vs. 26% of 35 to 54 years, 16% of 18 to 34 years), longer term residents (38% of those 16+ years vs. 25% of those 0 to 15 years), and home owners (37% vs. 16% of renters).

Opponents of amalgamation are also more likely to say they are “absolutely certain” to vote (52% vs. 29% of those in favour).

APPENDICES

Sample Characteristics

The table below illustrates the breakdown of the sample into demographic and household categories, including age, gender, region, length of residency, and household type. Please note that these overall results have been weighted to ensure that the regions, age and gender reflect that of the actual population according to 2001 Census data.

Sample Characteristics	
	All Respondents (n=400) %
Age:	
18 to 34	26
35 to 54	37
55+	37
Gender:	
Male	47
Female	53
Postal Code:	
North (V4V/V1V)	14
East (V1X/V1P)	31
South (V1W)	25
West (V1Y)	29
	All Respondents (n=400) %
Years Living in City of Kelowna:	
5 or less	23
6 to 15	28
16 to 30	27
31 or more	22
Ownership of Residence:	
Own	75
Rent	25



Questionnaire

City of Kelowna Amalgamation Survey Questionnaire – FINAL

Hello, this is _____ from Ipsos Reid, a professional public opinion research firm calling on behalf of the City of Kelowna. We are not selling anything. The City has asked us to conduct a brief survey of residents in order to learn their views on a possible amalgamation with the Westside. Please be assured that this survey is completely confidential and will only take about 5 minutes to complete.

[INTERVIEWER NOTE: If inconvenient timing, schedule a call back.]

May I please speak with the person in your household 18 years of age or older who is either primarily or jointly responsible for paying the property taxes or rent? Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN - IF STILL DK/REF, THANK AND TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

A. First of all, does anyone in your household work for **[READ AND RANDOMIZE LIST]**?

The City of Kelowna

The Regional District of Central Okanagan

An advertising agency

The media, that is a radio or TV station, newspaper, or magazine

A market research firm

[DO NOT READ] None

[IF 'NONE' AT QA, CONTINUE. OTHERWISE, THANK AND TERMINATE.]

C. In order to know how to classify your responses, can you please provide me with your postal code? **[READ LIST IF NECESSARY]**

[IF NECESSARY ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.]

V4V

V1V

V1X

V1P

V1W

V1Y

Other [do not specify]

THANK AND TERMINATE





[RESPONDENT MUST PROVIDE AT LEAST THE FIRST THREE DIGITS OF THEIR POSTAL CODE TO CONTINUE. IF DK/REF, THANK AND TERMINATE.]
[IF THE FIRST THREE DIGITS OF THEIR POSTAL CODE DO NOT MATCH ABOVE, THANK AND TERMINATE.]

NEIGHBOURHOOD QUOTAS:
V4V/VIV: 100 INTERVIEWS
VIX, VIP: 100 INTERVIEWS
VIW: 100 INTERVIEWS
V1Y: 100 INTERVIEWS

B. Do you live in the City of Kelowna? **[IF FSA V4V, READ: This does not include the District of Lake Country.]**

Yes
No

[IF 'YES' AT QB, CONTINUE. OTHERWISE, THANK AND TERMINATE.]

D. The City of Kelowna is interested in hearing from a broad cross-section of the public, including representation from all age groups. Into which of the following age categories do you fall? **[READ LIST]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

[IF DK/REF, THANK AND TERMINATE]

AGE QUOTAS:
18-34: 133 INTERVIEWS
35-54: 134 INTERVIEWS
55+: 133 INTERVIEWS

E. RECORD GENDER: **[DO NOT ASK]**

Male
Female

GENDER QUOTAS:
MEN: 200 INTERVIEWS
WOMEN: 200 INTERVIEWS



AMALGAMATION

1. Other than this survey, have you heard anything in the past twelve months about a possible amalgamation between Kelowna and the Westside which includes the communities of Lakeview Heights, Westbank, West Kelowna Estates, and Glenrosa?

[INTERVIEWER NOTE: If respondent is uncertain as to the definition of amalgamation, say: Amalgamation means these Westside communities would merge with the City of Kelowna to become one city.]

Yes
No

[IF 'YES' IN Q1, ASK Q2. OTHERWISE, SKIP TO INTRODUCTION TO Q3.]

2. What do you specifically recall seeing, reading, or hearing about the possible amalgamation? **[ACCEPT 1 MENTION]** Anything else? **[ACCEPT 1 MORE MENTION]**

[READ TO ALL]

As you may know, residents of the Westside will soon be asked to consider how they would like their area to be governed in the coming years. One of the options under consideration is amalgamation with the City of Kelowna. Kelowna City Council has indicated support for this amalgamation, so long as property taxes are not significantly impacted and Kelowna residents are not against the amalgamation. The City of Kelowna now says it has two independent studies confirming amalgamation would have little to no financial impact on Kelowna taxpayers.

3. What is your opinion on this issue? Are you personally in favour of or opposed to amalgamating the City of Kelowna and the Westside communities of Lakeview Heights, Westbank, West Kelowna Estates, and Glenrosa? (Is that strongly or somewhat in favour/oppose?)

Strongly in favour
Somewhat in favour
Somewhat oppose
Strongly oppose

[IF 'IN FAVOUR' IN Q3, ASK Q4. OTHERWISE, SKIP TO Q5.]

4. What is the main reason you are in favour of the possible amalgamation? **[ACCEPT 1 MENTION]** Any other reasons? **[ACCEPT 1 MORE MENTION]**

[IF 'OPPOSE' IN Q3, ASK Q5. OTHERWISE, SKIP TO Q6.]

5. What is the main reason you are not in favour of the possible amalgamation? **[ACCEPT 1 MENTION]** Any other reasons? **[ACCEPT 1 MORE MENTION]**

[ASK ALL]

6. What information, if any, would you be most interested in receiving from the City of Kelowna about the possible amalgamation? Anything else? **[ACCEPT 2 MENTIONS]**

None/nothing
Other [specify]