

---

DISCOVERY RESEARCH

---



LAKE COUNTRY

Life. The Okanagan Way.

## 2019 Lake Country Community Survey

### Detailed Report on Findings

Prepared For: *District of Lake Country*

Prepared By: *Discovery Research*

Date: *June 2019*

---

DISCOVERY RESEARCH – [www.discoveryresearch.ca](http://www.discoveryresearch.ca)

PHONE: 250-503-2181 FAX: 250-503-2189 TOLL FREE: 1-800-296-2237

## Executive Summary

In May 2019, a community survey was mailed to 1500 randomly selected Lake Country Residents. Residents were asked to rate their satisfaction with the services provided by the District of Lake Country. 637 surveys were completed and mailed back, giving a response rate of 42%.

### **Vast majority satisfied with their overall quality of life in Lake Country**

Ninety-seven percent of respondents were very satisfied (63%) or somewhat satisfied (34%) with their quality of life in Lake Country. Sixty-five percent were very satisfied (13%) or somewhat satisfied (52%) with the municipal services they received for the taxes they pay.

### **Best reason to live in Lake Country: Small town atmosphere, casual lifestyle**

Twenty-three percent felt the best reason for living in Lake Country is a small town atmosphere-quiet, peaceful, not crowded. A further 12% gave a similar best reason for living in Lake Country stating a casual, comfortable, rural lifestyle.

### **Biggest opportunity for improvement in Lake Country: Roadways and transportation**

Twenty-five percent of respondents felt the single biggest opportunity for improving Lake Country was transportation related improvements such as improving roads, sidewalks, road maintenance, parking, streetlights and a bypass route. Ten percent of respondents felt that a community pool or recreation center was the biggest opportunity for improvement.

### **Most important concern related to soil deposit and removal**

Sixty-eight percent of respondents rated damage to roads as a very important concern related to soil deposit and removal. Fifty-one percent felt truck routes and dust were each a very important concern as well.

### **Biggest community service gap**

Fifty-five percent of respondents indicated that a pool was the biggest gap for a community service in Lake Country. Nineteen percent felt that a public activity center was the biggest gap.

### **Agricultural is important to Lake Country**

Ninety percent felt that agriculture contributes to the quality of life in Lake Country and 75% felt that agriculture contributes to the economic stability of Lake Country.

### **Funding increases**

Sixty-five percent would like to see increased funding for crime prevention, 59% percent would like increased funding for health services and 58% would like increased funding for recreational services.

## ***Introduction***

In May of 2019, the District of Lake Country conducted a comprehensive mail survey with a random sample of Residents. Residents of Lake Country were asked to rate their level of satisfaction with a variety of District services and programs. The survey is an important step in the process to include input from Residents when the District is making operational, service and budget decisions for the upcoming years.

**Discovery Research**, an independent consulting firm, was retained to conduct the 2019 Community Survey. The survey was designed so that Residents' opinions could be easily summarized and prioritized. This report provides detailed results from this year's mail survey and makes comparisons with an equivalent survey conducted in 2015.

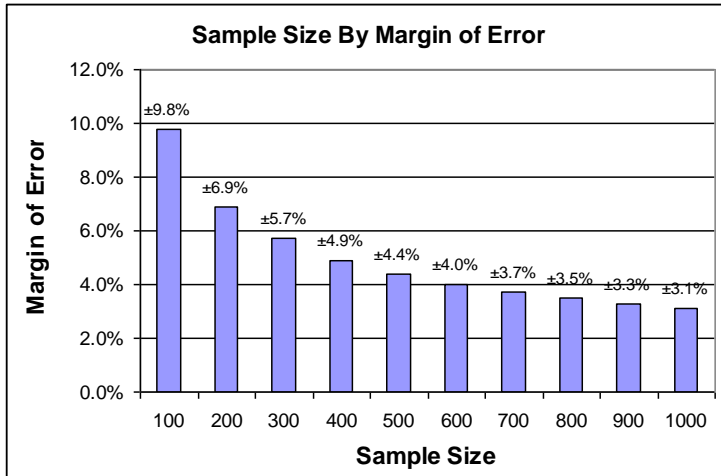
## ***Objectives***

The 2019 Community Survey has the following objectives:

- **Measure Residents' satisfaction levels with the various District services.**
- **Determine the public's views as to the types of changes needed in District services.**
- **Identify areas for improvement.**
- **Summarize the public's views as to the priority of future operational or infrastructure improvements.**

## Methodology

A random sample of 1500 Lake Country Residents were mailed a survey in May 2019. The random sample was generated such that each residence in Lake Country had an equal opportunity of being selected for the research. We received 637 surveys mailed back, giving a response rate of **42%**.



This bar graph displays the margin of error associated with various sample sizes.

Statistics generated from a sample size of 637 will be accurate within  $\pm 3.8\%$ , at the 95% confidence interval (19 times out of 20).

## Online Survey

An online version of the mail survey was available on the District website for all Residents to complete. We received 66 completed online surveys. Online surveys results can be seen in Appendix 2. Online surveys were *not* included in the results reported in this report.

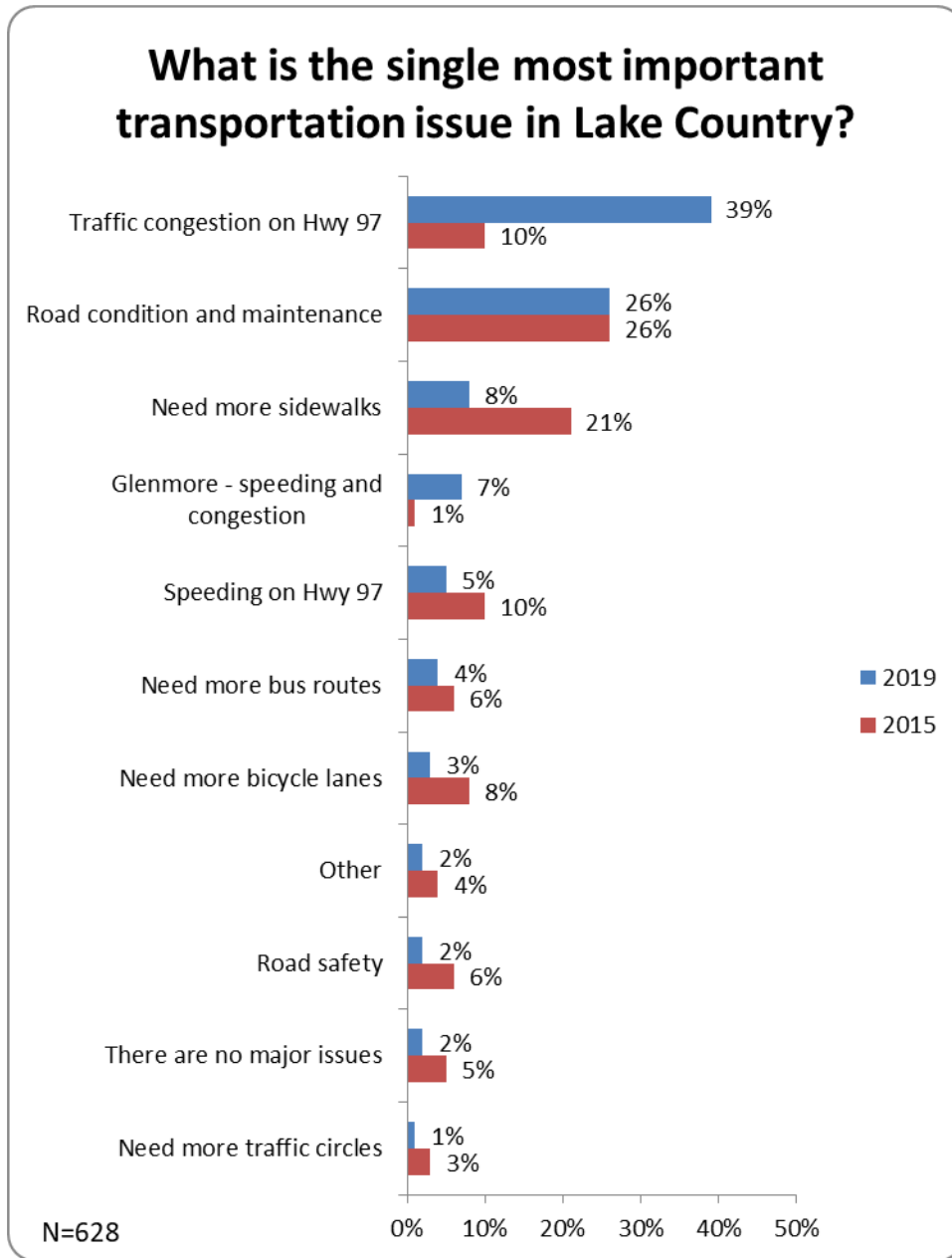
## Weighting

Lake Country's actual population distribution by age was taken from the 2016 Canadian census results. The sample statistics have been weighted to match the age distribution of the entire population of Lake Country.

Age	Population from 2016 Census	Unweighted Sample	Weighted Sample
19-39	<b>30%</b>	16%	<b>30%</b>
40-59	<b>39%</b>	34%	<b>39%</b>
60+	<b>31%</b>	50%	<b>31%</b>

## Section 1 – Roadways and Transportation

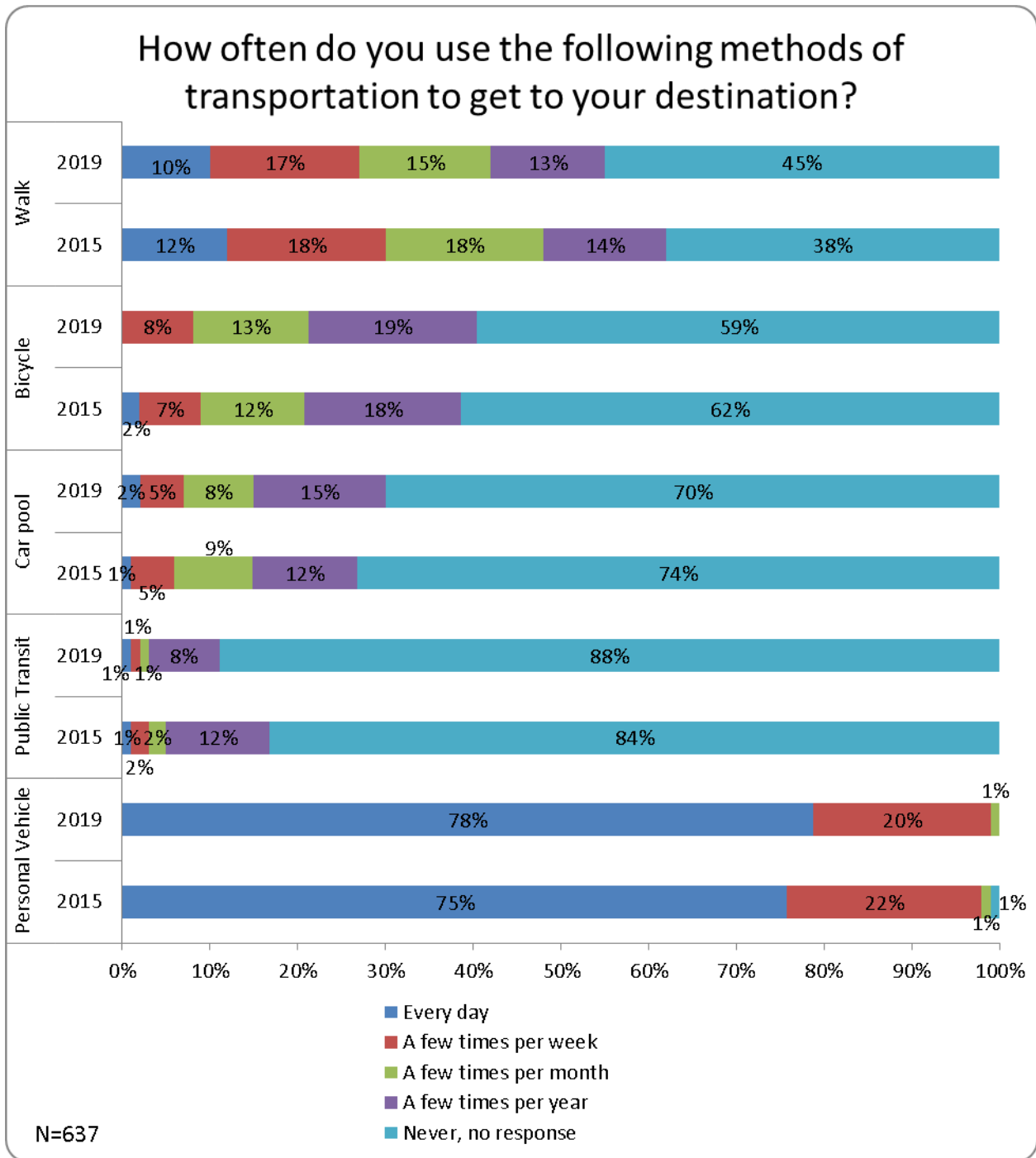
### Q1. Most important transportation issue



Traffic congestion on Highway 97 was the most important transportation issue in 2019 (**39%**), compared to only 10% in 2015.

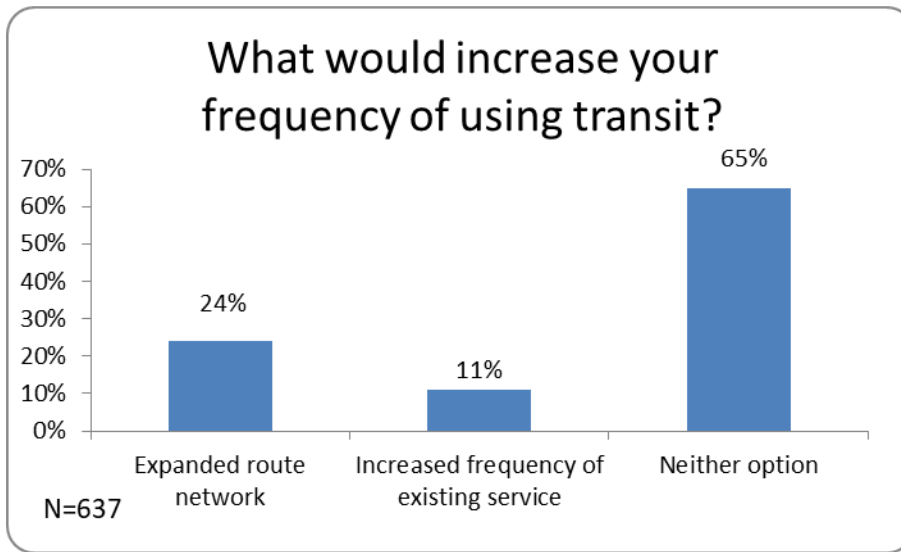
The second most important issue was road condition and maintenance (**26%**).

Q2. Transportation method usage



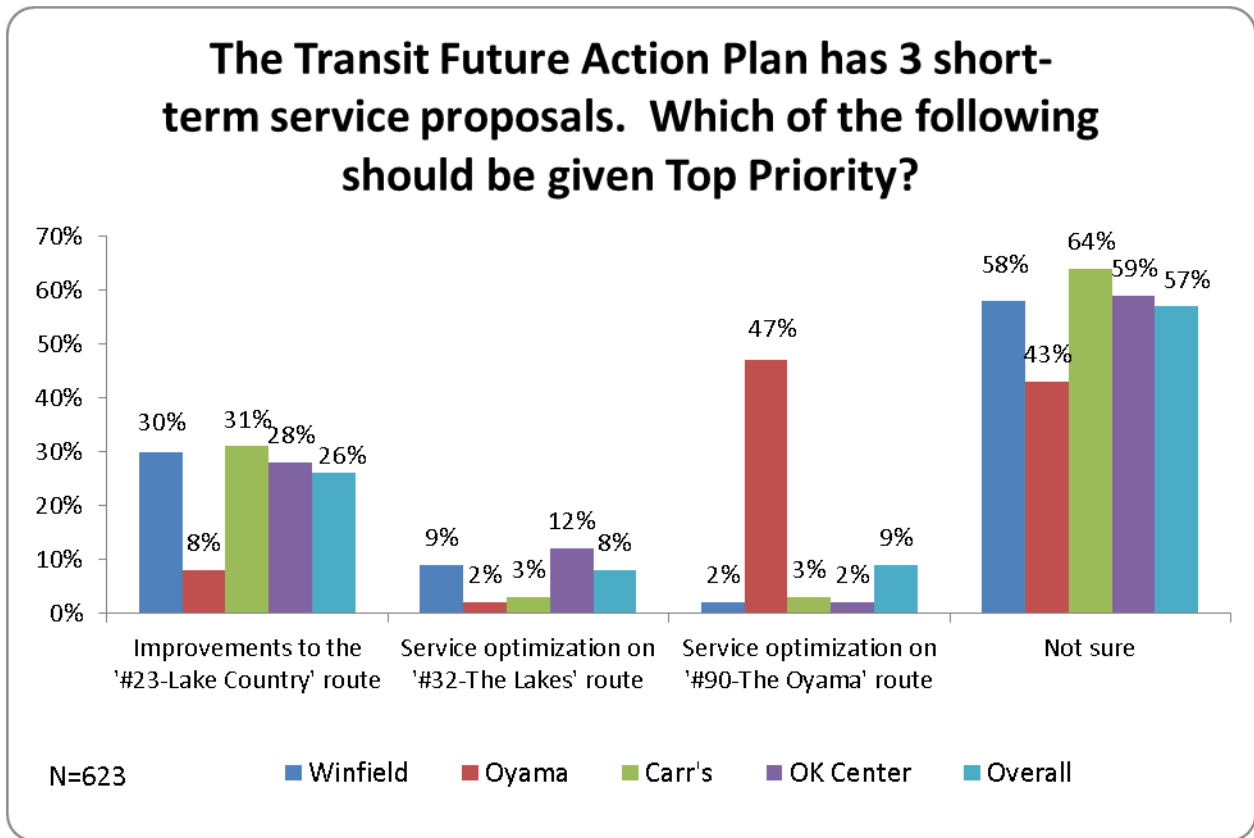
Seventy-eight percent of Lake Country Residents use a *personal vehicle every day* and **10%** *walk every day*. Eighty-eight percent *never use public transit*, **70%** *never carpool*, and **59%** *never use a bicycle as a method of transportation*.

Q3. How to increase transit use



Twenty-four percent of Lake Country Residents indicated that an *expanded route network* would increase their use of transit.

Q4. Transit Future Action Plan priority



Overall, **26%** of Lake Country residents selected *improvements to the '#23-Lake Country' route* as the proposal that should be given top priority. Forty-seven percent of respondents from Oyama indicated that *service optimization on '#90-The Oyama' route* should be the top priority.