

DISCOVERY RESEARCH



2012 Penticton Citizen Survey

Detailed Report on Findings

Prepared For: *City of Penticton*

Prepared By: *Discovery Research*

Date: *Sept 2012*

Executive Summary

A telephone survey was conducted with a random sample of 401 Penticton residents in September 2012. Residents were asked to rate their satisfaction with the services provided by the City of Penticton.

Most important issue facing Penticton – Lack of jobs, poor economy

Forty-one percent of residents felt the single most important issue facing the City of Penticton was *lack of jobs, poor economy*. Other top issues were also related to financial concerns, with 8% citing *affordable housing* and 6% indicated their top concern was *taxes*.

Favourite thing about living in Penticton – Climate, weather

Thirty-four percent of residents feel their favourite thing about living in Penticton is the *climate, weather*. Other favourites included the *size of community* (14%); *vegetation, parks and scenery* (10%); and a *relaxed lifestyle* (9%).

Customer service provided by City employees - Excellent

The service provided by City staff received excellent satisfaction rating. The vast majority of residents felt that City staff was *professional, friendly and knowledgeable*.

City services – Focus on economic development

The City is providing excellent service in the important areas of *police services, fire services, water, sewer, parks and beaches* and *tourism*. The City has room for improvement in the important areas of *economic development* and *snow and ice removal*.

Areas to develop – Downtown

The majority (74%) would like the City to develop the *downtown area*. If forced to choose between downtown and waterfront revitalization, 74% would choose downtown and 16% would choose waterfront.

Environmental concerns – Water

Twenty percent of respondents feel that *water quality* is the most important environmental concern facing the City of Penticton, and a further 18% feel *water supply* is the most important concern.

Maintain current level of taxes and service levels

Seventy-nine percent of respondents would recommend the City *maintain current levels of services and taxes*. Fourteen percent want the City to increase services and taxes, and 7% want the City to reduce the level of service and lower taxes.

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Introduction

In September of 2012, the City of Penticton conducted a comprehensive telephone survey with a random sample of Citizens. Residents of Penticton were asked to rate their level of satisfaction with a variety of City services and programs. The survey is an important step in the process to include input from Citizens when the City is making operational, service and budgeting decisions for the upcoming year.

Discovery Research, an independent consulting firm, was retained to conduct the 2012 Citizen Survey. The survey was designed so that Citizens' opinions could be easily summarized and prioritized. This report provides detailed results from this year's telephone survey.

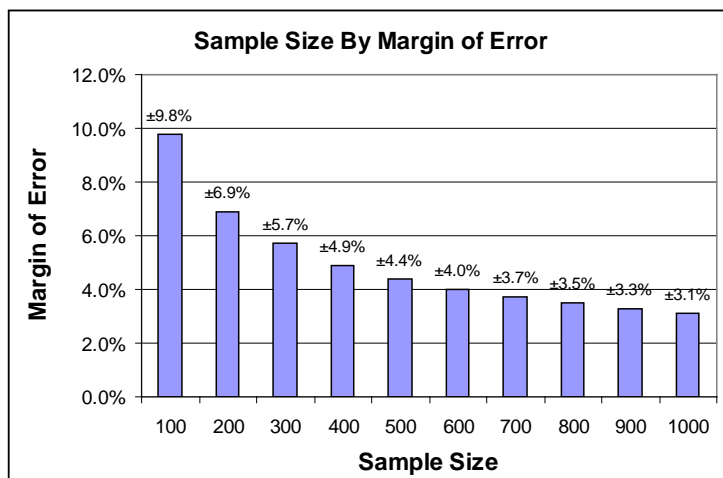
Objectives

The 2012 Citizen Survey has the following objectives:

- **Measure Citizens' satisfaction levels with the various City services.**
- **Determine the public's views as to the types of changes needed in City services.**
- **Identify areas for improvement.**
- **Establish a baseline measurement in the perceived level of service provided by the City.**
- **Summarize the public's views as to the priority of future operational or infrastructure improvements.**

Methodology

A random sample of 400 Penticton residents completed a telephone survey in September 2012. The random sample was generated such that each household in Penticton had an equal opportunity of being selected for the research.



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

Statistics generated from a sample size of 400 will be accurate within ±4.9%, at the 95% confidence interval (19 times out of 20).

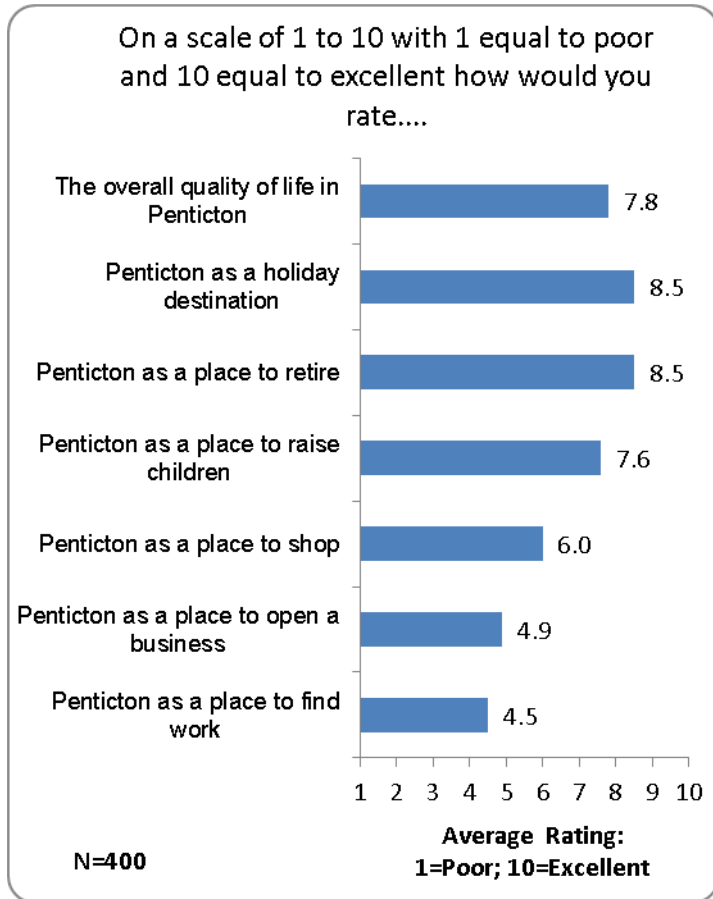
Weighting

Penticton's actual population distribution by age was taken from the 2011 Canadian census results. The sample statistics have been weighted to match the age distribution of the entire population of Penticton.

Age	Population from 2011 Census	Unweighted Sample	Weighted Sample
18 – 39	25%	13%	25%
40 – 64	44%	56%	44%
65+	31%	31%	31%

Section 1 – Living in Penticton

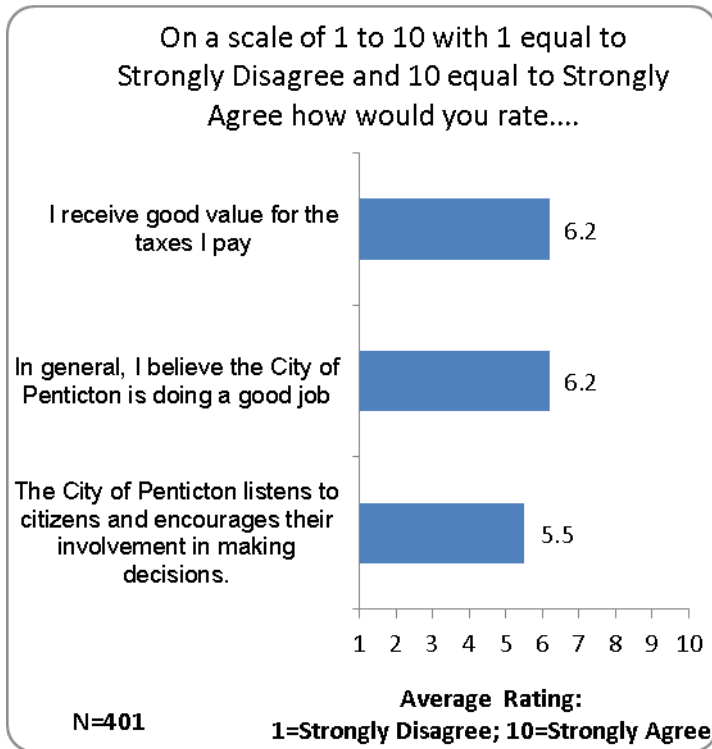
Q2. Quality of life in Penticton



The average rating given by Penticton residents for *the overall quality of life in Penticton* was 7.8 on a 10-point scale, with 1 equal to poor and 10 equal to excellent.

The average rating was 8.5 for *Penticton as a holiday destination* and 8.5 for *Penticton as a place to retire*. Citizens gave an average rating of 4.9 for *Penticton as a place to open a business* and 4.5 for *Penticton as a place to find work*.

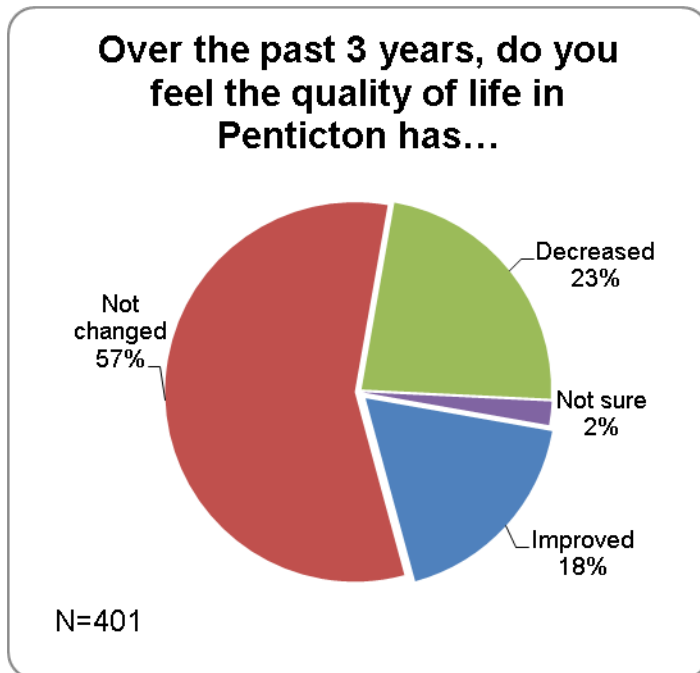
Q3. How is the City of Penticton doing?



The average level of agreement was 6.2 out of 10 for the statements: *I receive good value for the taxes I pay* and *In general, I believe the City of Penticton is doing a good job.*

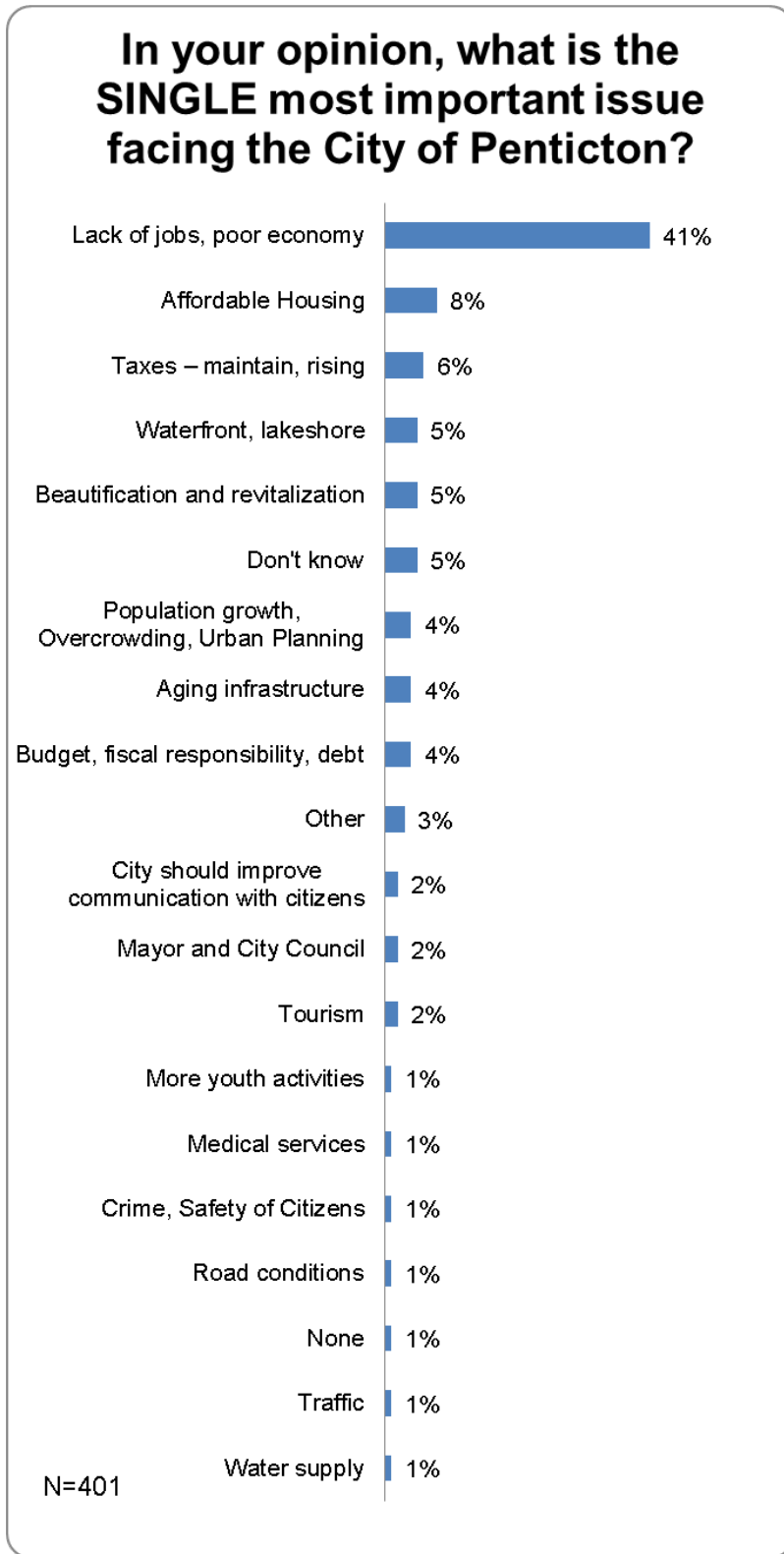
Citizens were less likely to agree with the statement: *The City of Penticton listens to citizens and encourages their involvement in making decisions*, receiving an average rating of 5.5.

Q4. Quality of life in Penticton



The majority of Penticton residents (57%) felt the *quality of life in Penticton has not changed in the past 3 years*. Twenty-three percent felt the *quality of life has decreased*, and 18% felt the *quality of life has improved*.

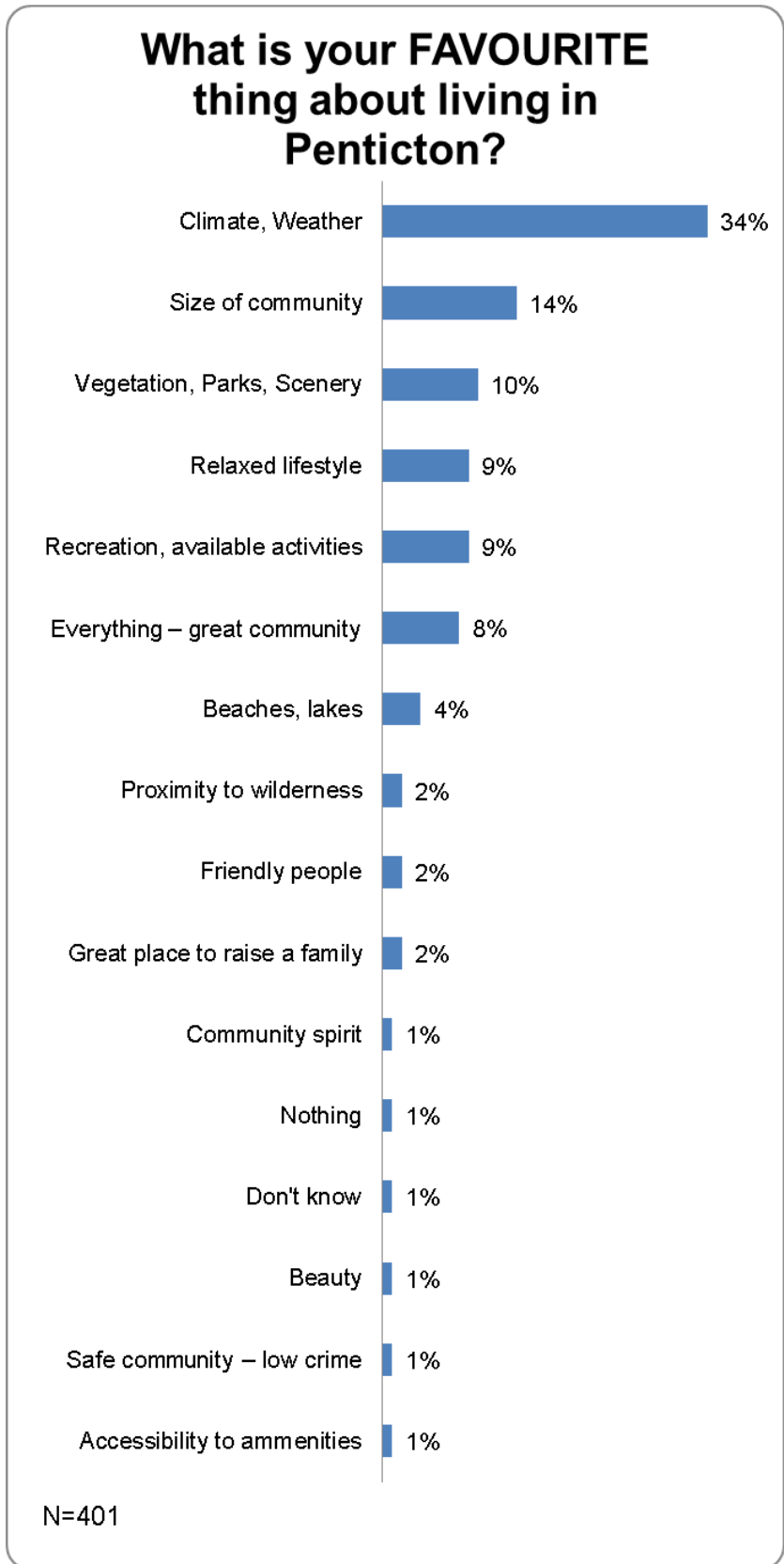
Q5. The single most important issue facing the City of Penticton



Forty-one percent of Citizens feel that *lack of jobs, poor economy* is the single biggest issue facing the City of Penticton. Among Citizens aged 18 to 39, 51% stated *lack of jobs, poor economy* was the biggest issue, compared to only 30% of Citizens aged 60 or older.

Eight percent felt *affordable housing* was the biggest issue facing Penticton.

Q6. Favourite thing about living in Penticton

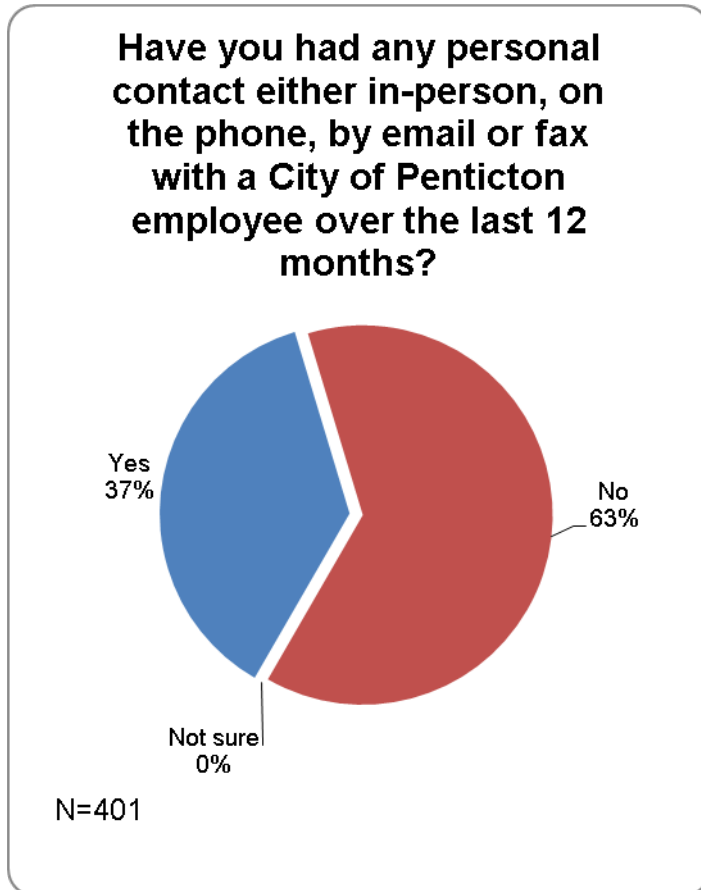


Thirty-four percent of Citizens felt that *climate/weather* was his/her favourite thing about living in Penticton. Among Citizens aged 18 to 39, only 22% stated *climate/weather*, compared to 42% of Citizens aged 60 or older.

Size of the community was the favourite aspect of living in Penticton for 14% of Citizens, and 10% said *vegetation, parks and scenery*.

Section 2 – City employee customer service

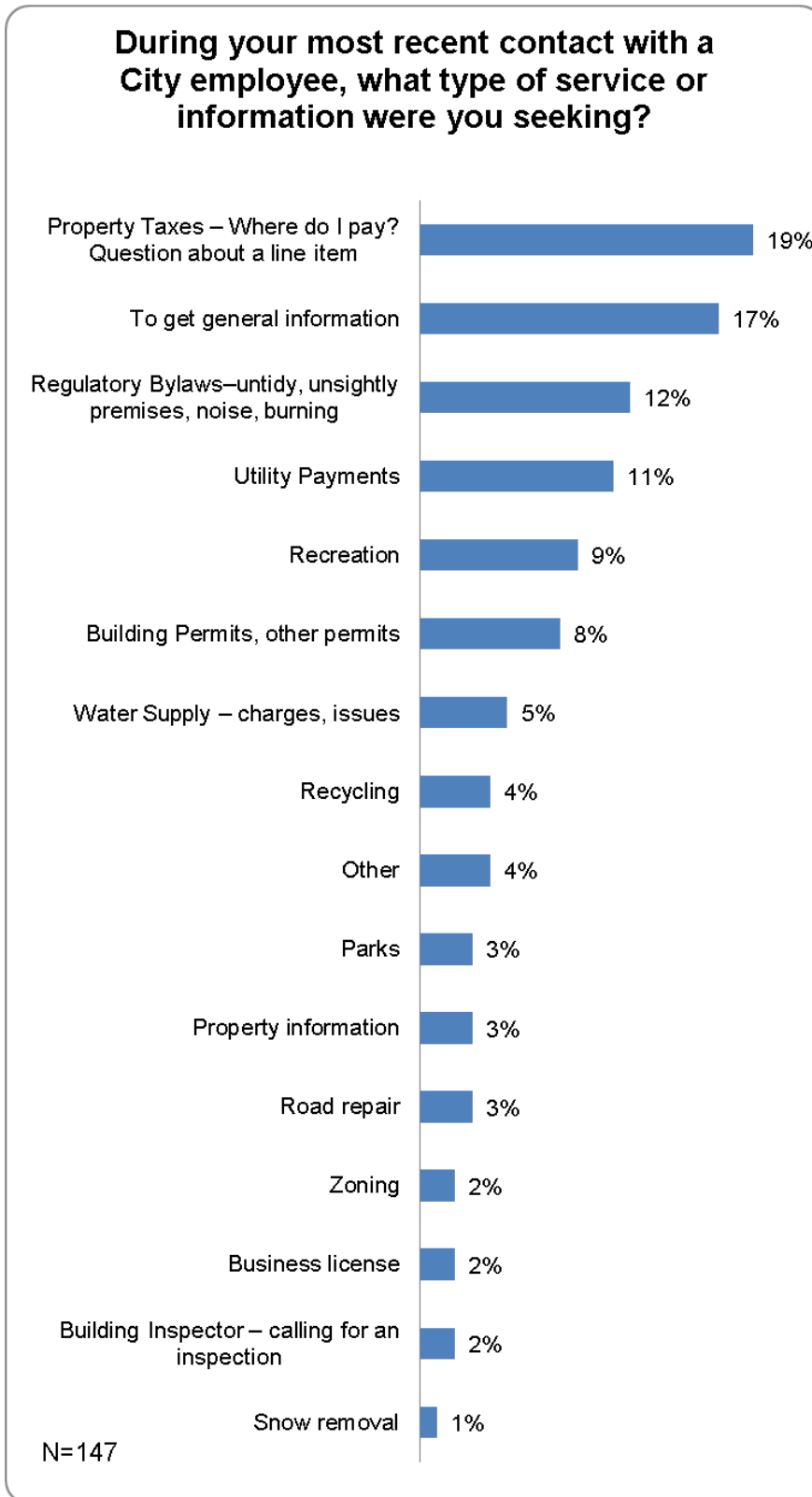
Q7. Contact with City employees



Thirty-seven percent of respondents had *some personal contact with City employees in the past 12 months.*

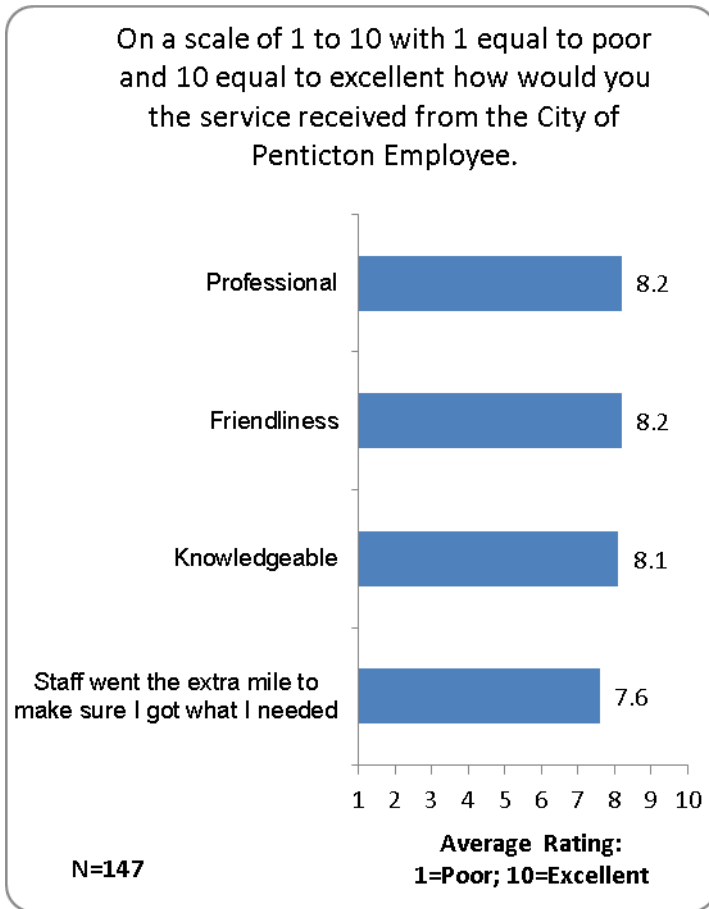
The remainder of the questions in this section were asked to the 147 Citizens who had personal contact with City employees.

Q8. Type of service/information received from City



Among the 147 respondents who had contact with a City employee, 19% made contact related to *property taxes* and 17% made contact *to get general information*.

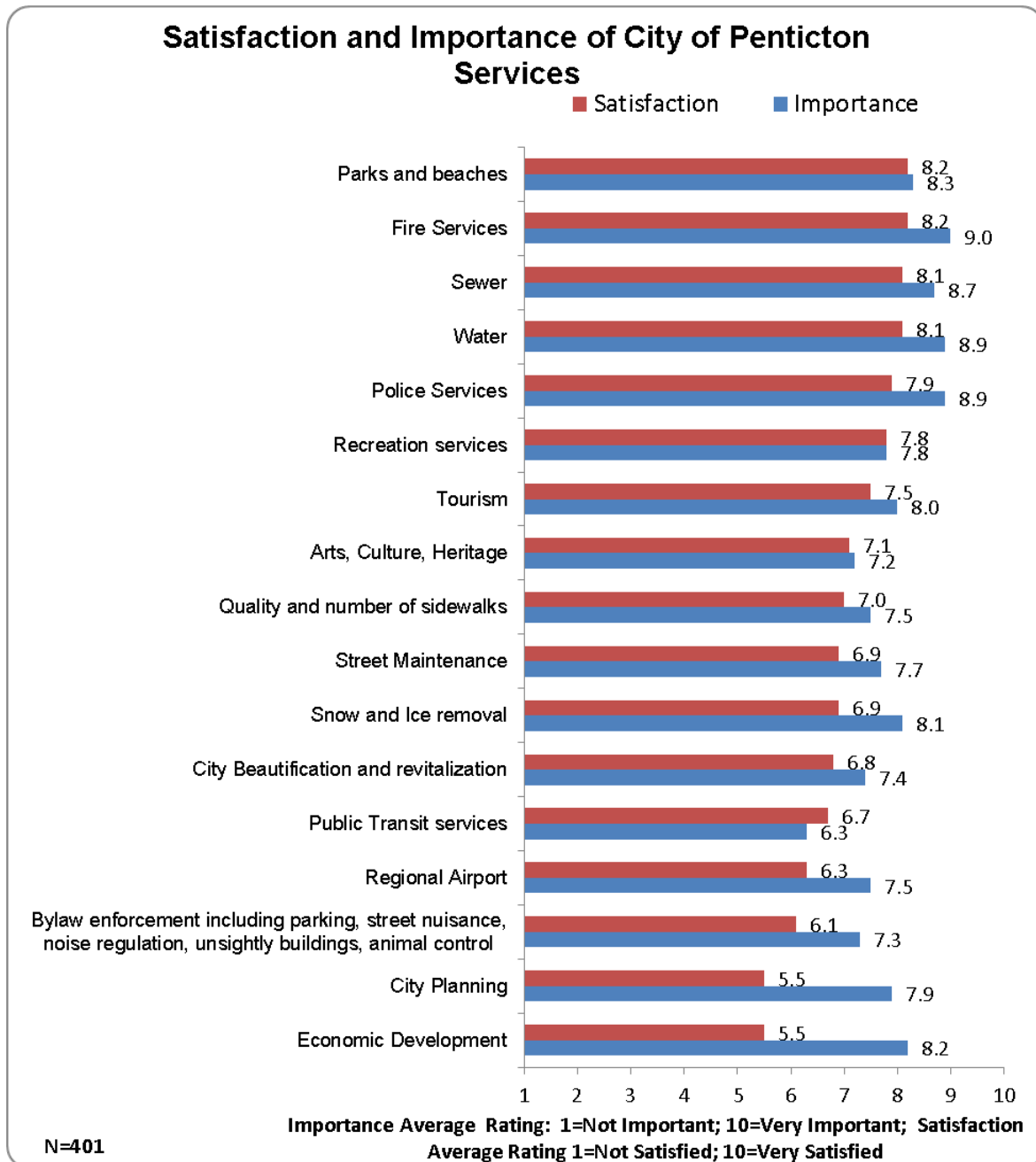
Q9. Quality of service



The service provided City of Penticton staff was excellent. Staff was perceived as being *professional* (8.2), *friendly* (8.2) and *knowledgeable* (8.1).

Section 3 – City services

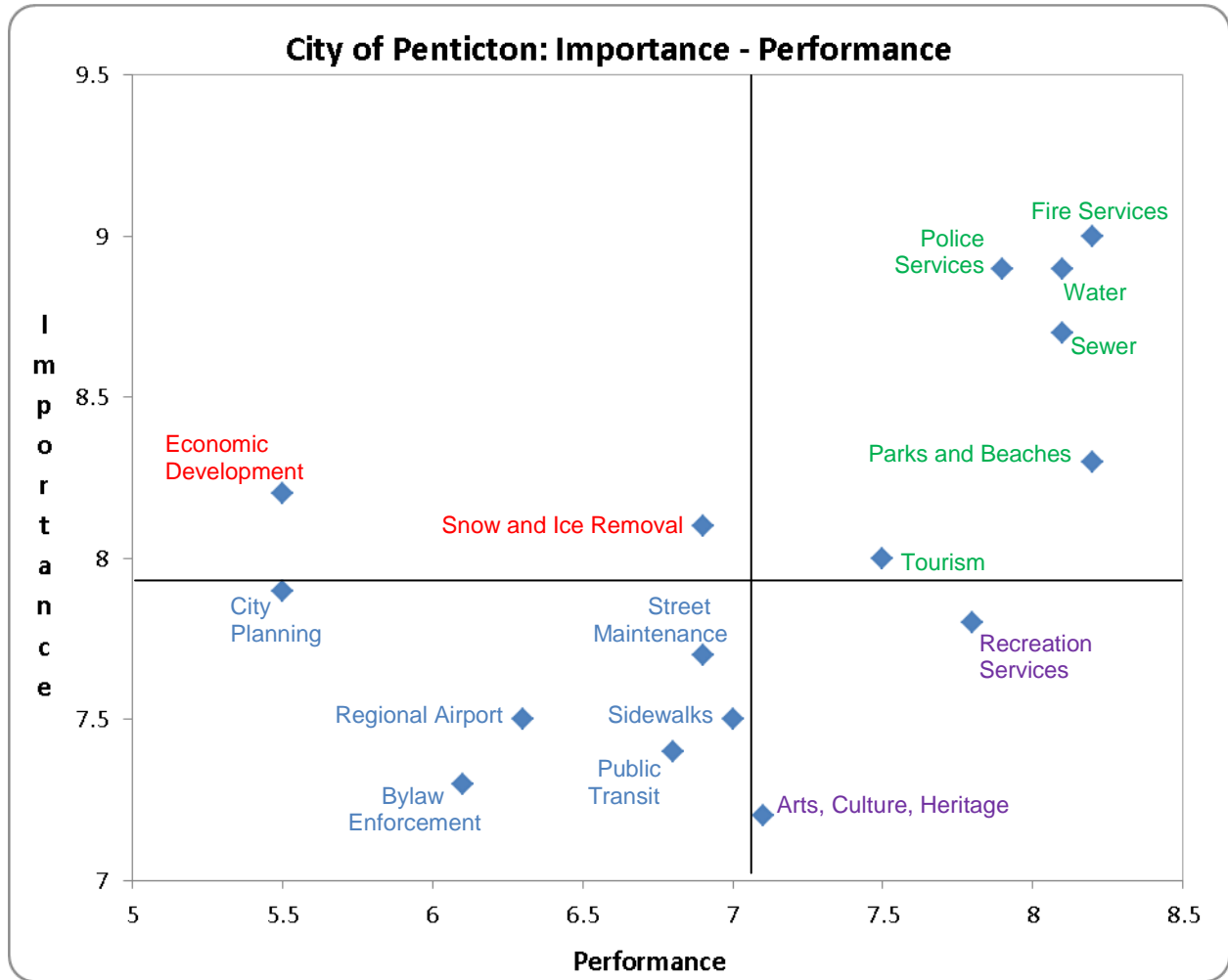
Q10. Q11. Satisfaction and importance of City of Penticton services



The highest satisfaction ratings were received for *parks and beaches* (8.2); *fire services* (8.2); *sewer* (8.1); and *water* (8.1). The lowest satisfaction ratings were received for *city planning* (5.5) and *economic development* (5.5).

Importance-Performance Analysis:

An importance-performance grid was generated which plots the importance of certain elements of service delivery by the satisfaction ratings (performance) given to those elements. Performance ratings for a particular service attribute were measured on a 10-point scale, where 1 is equal to poor and 10 is equal to excellent.

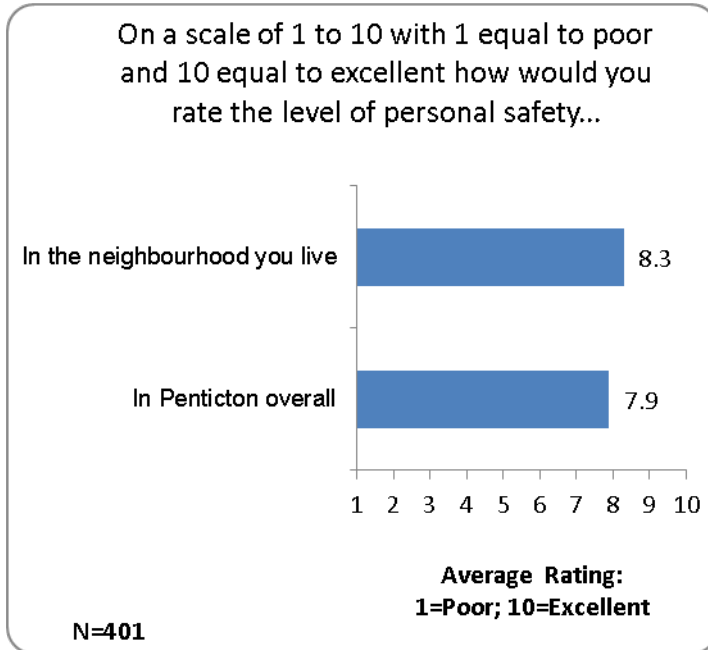


Lower performance in more important areas ⇒ Room for improvement	Higher performance in more important areas ⇒ Excellent service
Lower performance in less important areas ⇒ Meeting expectations	Higher performance in less important areas ⇒ Exceeding expectations

The City of Penticton is delivering **excellent service** on *police services, fire services, water, sewer, tourism and parks and beaches*. There is **room for improvement** on *economic development and snow and ice removal*.

Section 4 – Personal safety

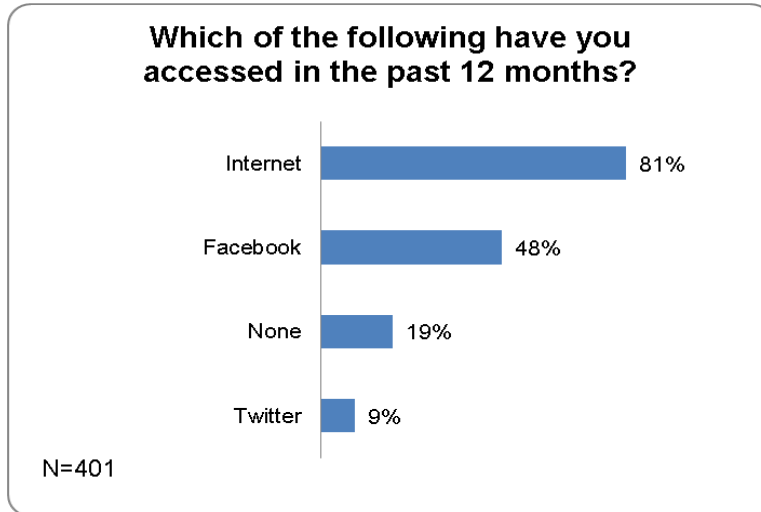
Q12. Personal safety



Citizens gave a mean rating of 8.3 out of 10 for the level of personal safety *in the neighbourhood they live in* and 7.9 out of 10 for *safety in Penticton overall*.

Section 5 – City communications

Q13. Internet and social media access

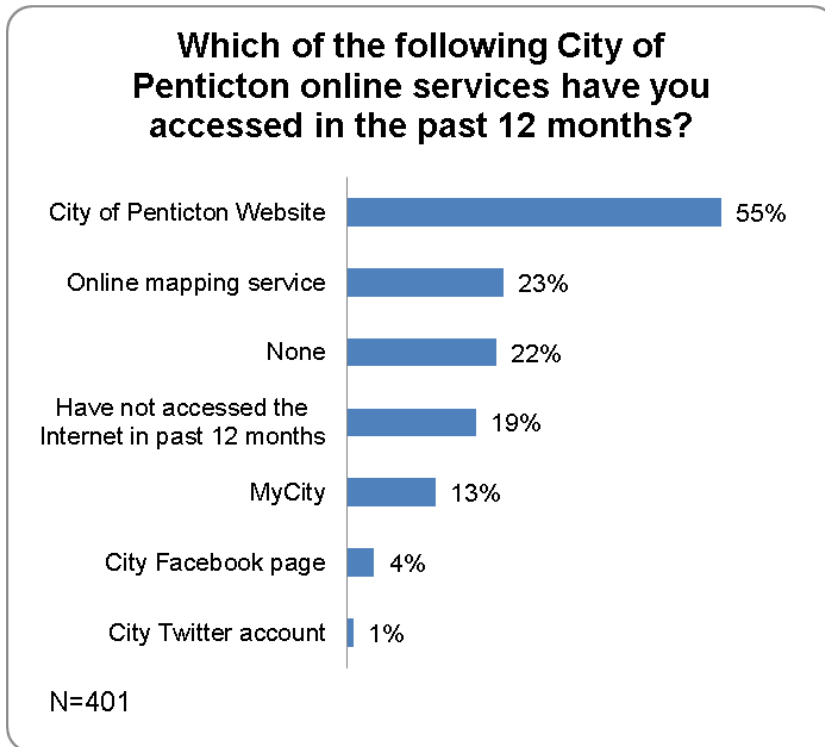


Eighty-one percent of residents have *accessed the Internet in the past 12 months* and 48% have *accessed Facebook*.

	18-39	40-64	65+
Internet	98%	88%	57%
Facebook	67%	50%	29%
Twitter	16%	10%	2%
None	2%	12%	43%
Base	101	177	123

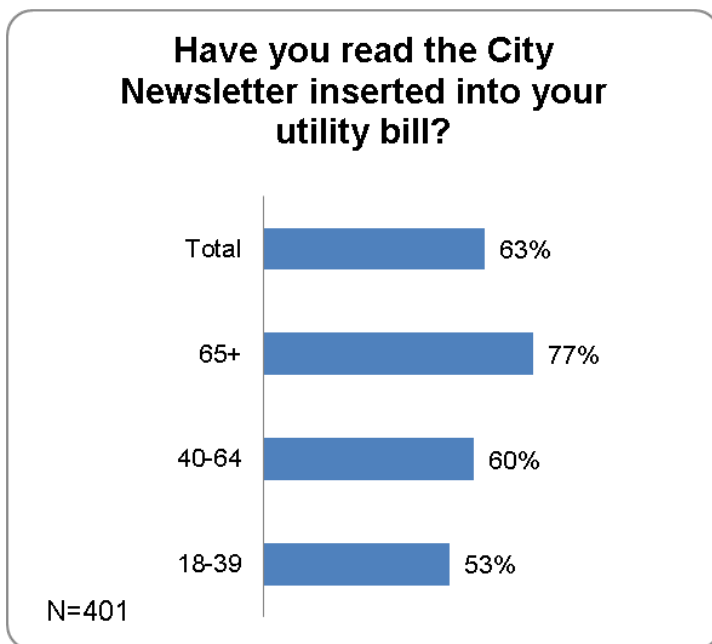
Among younger respondents, 98% had been *on the Internet* in the past year compared to 57% of respondents 65 years or older. Sixty-seven percent of 18- to 39-year-olds had been *on Facebook* compared to 29% of older respondents.

Q14. City of Penticton online services



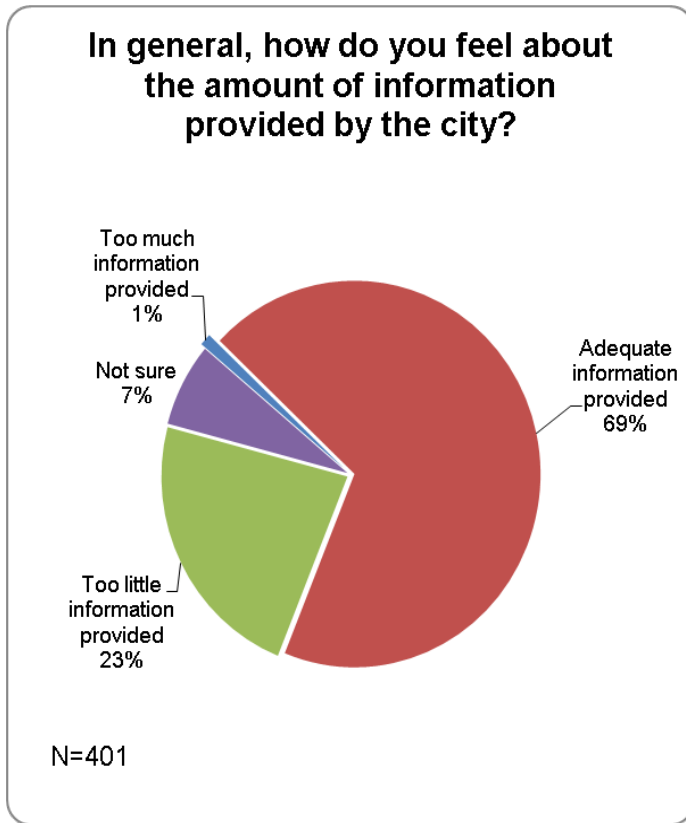
Fifty-five percent of respondents have accessed *the City of Penticton website* in the past 12 months. Twenty-three percent of respondents have accessed *the online mapping service* and 13% had accessed the *MyCity* page of the website.

Q15. City newsletter



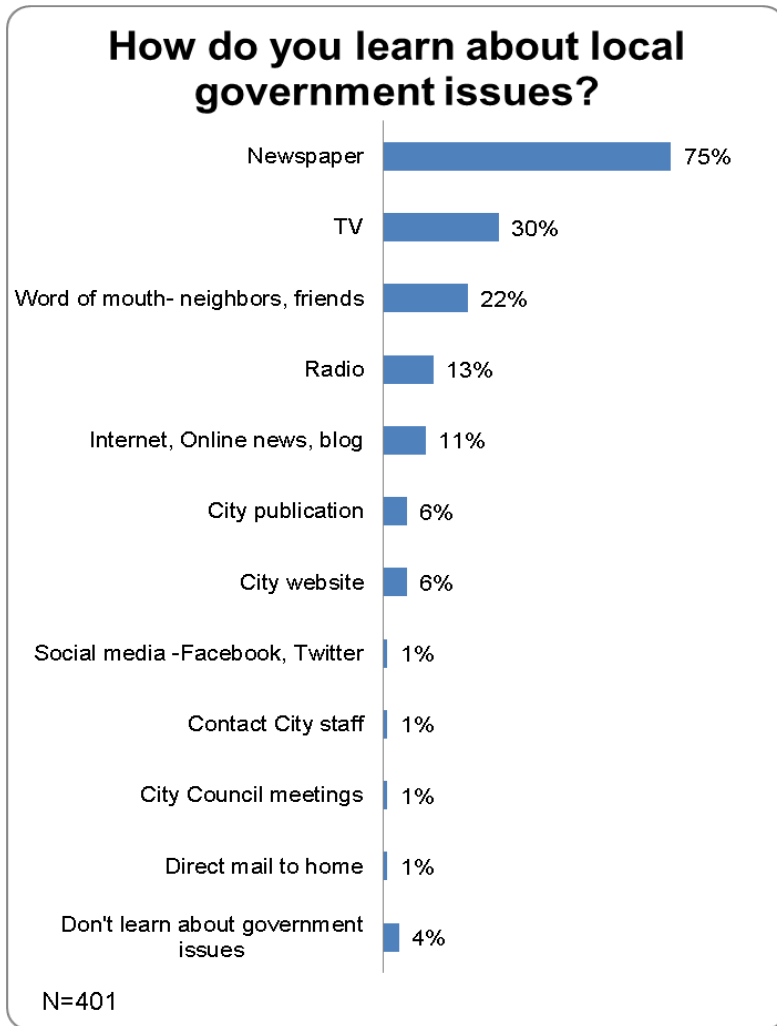
Sixty-three percent of residents have read *the City newsletter inserted in their utility bill*. Among respondents aged 65 or older, 77% had read *the newsletter* compared to 53% of respondents aged 18 to 39.

Q16. Amount of information provided by City



The majority (69%) of respondents feel the City provides *an adequate amount of information to Citizens.*

Q17. Source of information on local government issues

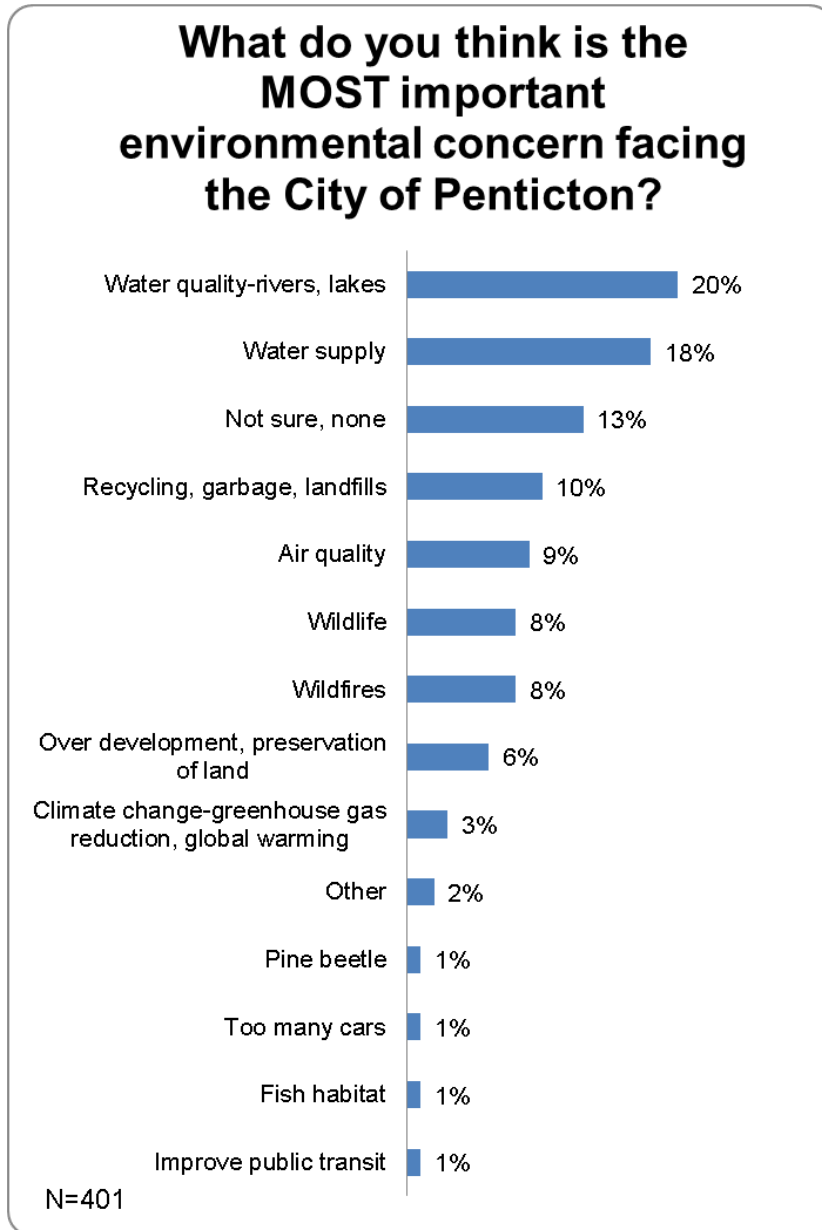


The vast majority of Citizens (75%) learn about local government issues from a *Newspaper*. Thirty percent learn about government issues from the *TV* and 22% learn through *word of mouth*.

Among respondents aged 19 to 39, 30% learn about government issues *online* or on the *City website*, compared to only 6% of respondents aged 65 or older.

Section 6 – Environmental concerns

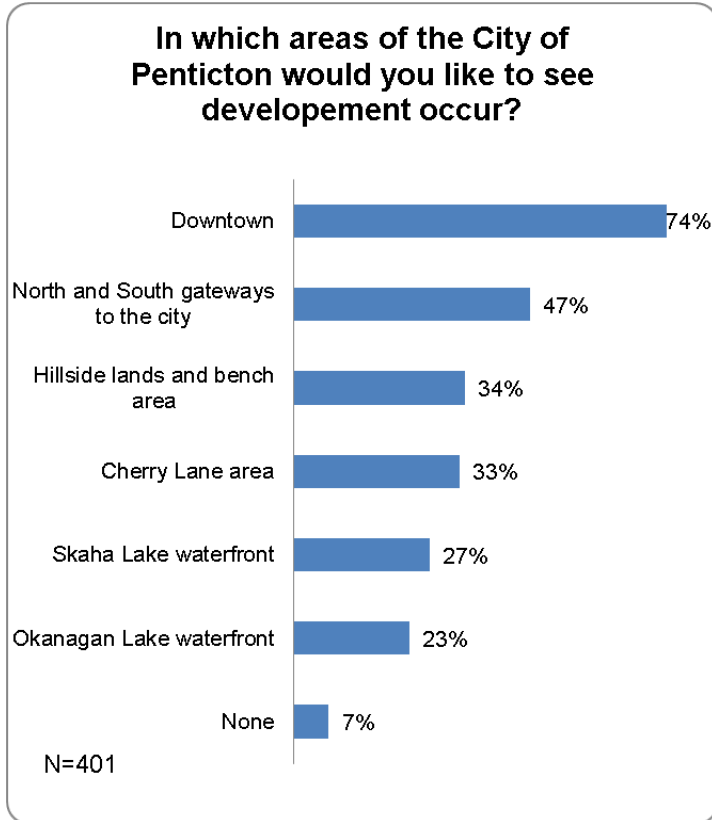
Q18. Most important environmental concern



Water quality (20%) and water supply (18%) were the two top environmental concerns for Penticton residents.

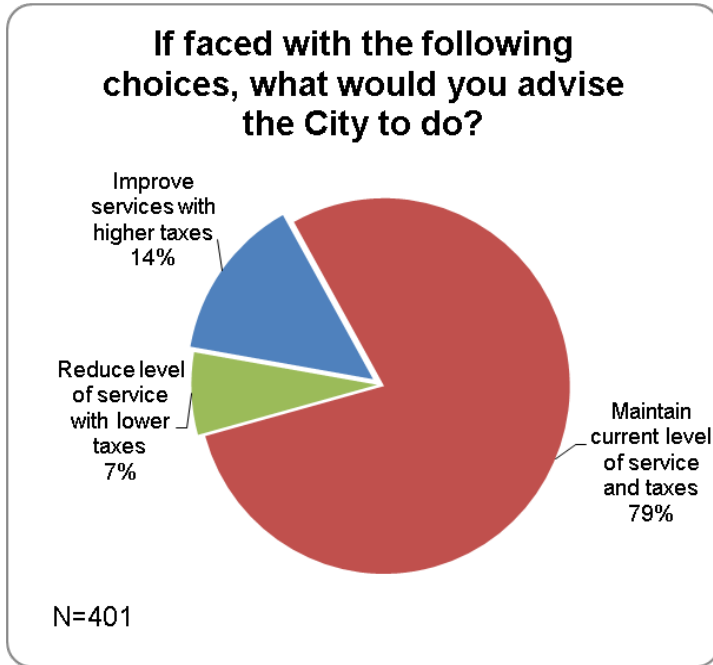
Section 7 – Development and City spending

Q19. Areas for development



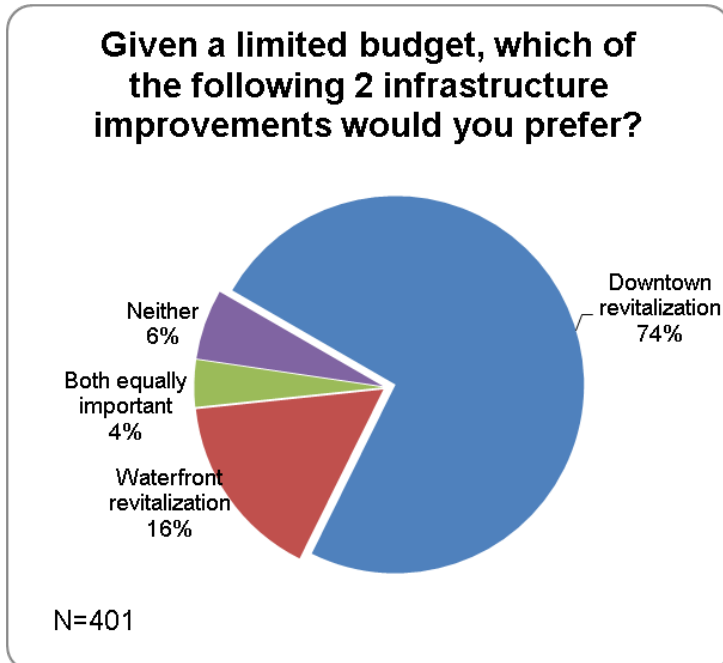
Seventy-four percent of respondents would like to see development in *Downtown Penticton*, and 47% would like to see development near *the North and South Gateways to the City*.

Q20. Taxes



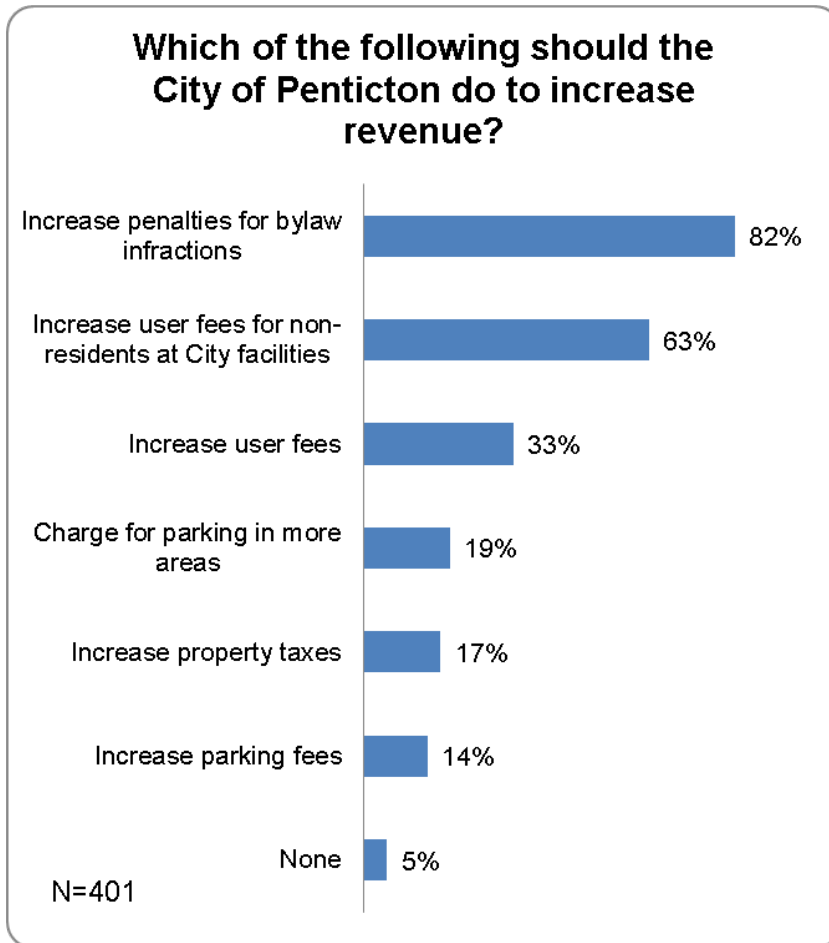
Seventy-nine percent of respondents would advise the City to *maintain current level service and taxes*.

Q21. Downtown versus waterfront revitalization



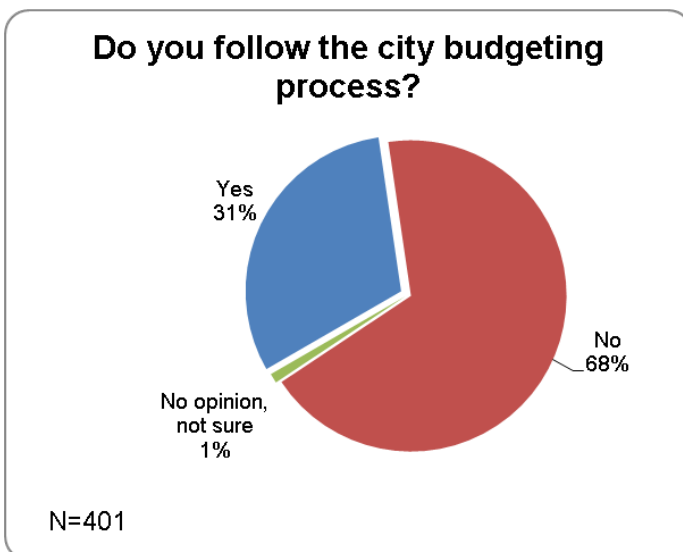
Given a limited budget, 74% of respondents would prefer the City concentrate on *Downtown revitalization* over *Waterfront revitalization* (16%).

Q22. Increasing revenue



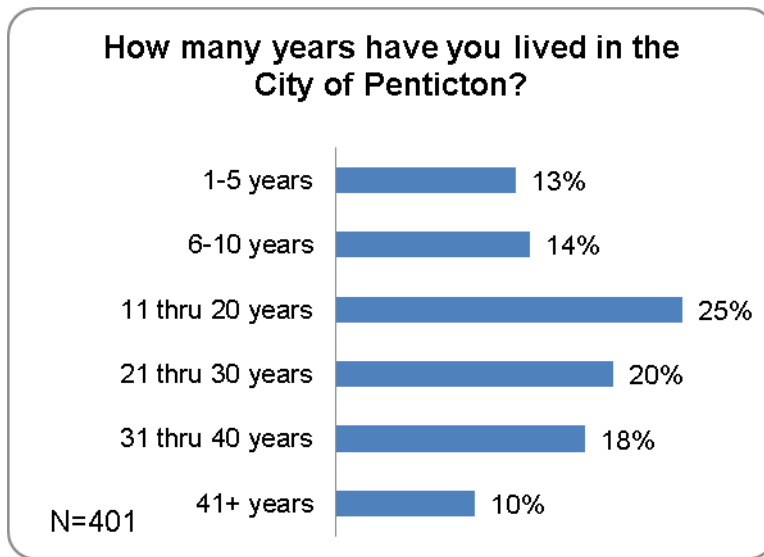
Eighty-two percent felt the City of Penticton should *increase penalties for bylaw infractions* to increase revenue. Sixty-three percent felt the City should *increase user fees for non-residents at City facilities*.

Q23. City budgeting process

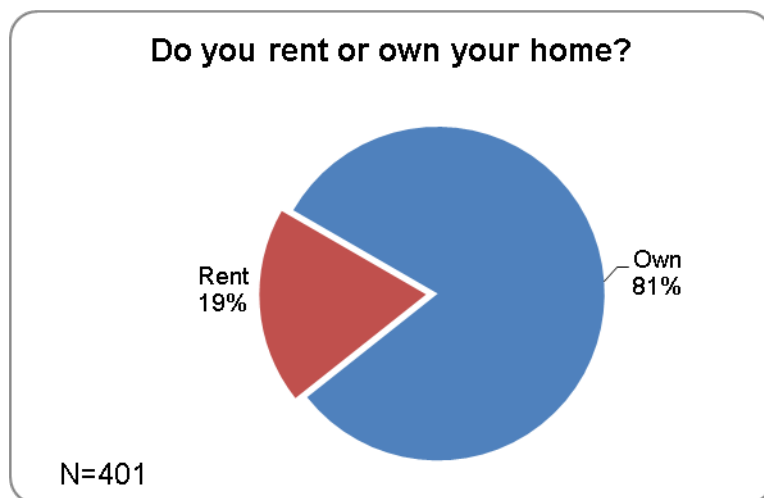


Thirty-one percent of respondents *follow the City budgeting process*.

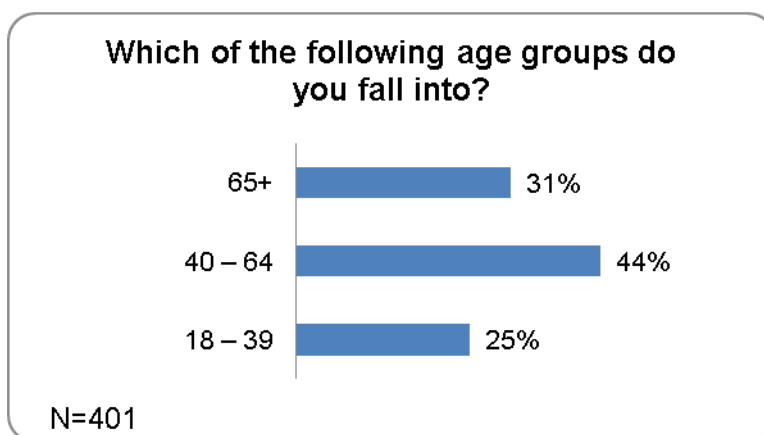
Section 9 – Respondent information



The average number of years that respondents have lived in the City of Penticton was 22 years.



Eighty-one percent of respondents *owned* their home and 19% *rent* their home.



The distribution of age was weighted to match the population distribution determined from 2011 Census.

Forty-seven percent of respondents were males and 53% were females.

Appendices

Appendix 1 – Telephone Questionnaire

Appendix 2 – Detailed Tables

Appendix 1 – Telephone Questionnaire

Hello, my name is _____ calling on behalf of the City of Penticton. We are talking to Penticton residents to help the City set budget priorities and improve services. Your responses will remain completely confidential.

1. Just to confirm, are you over 19 years age and live in Penticton?

- Yes
No [THANK AND TERMINATE]

2. On a scale of 1 to 10 with 1 equal to *poor* and 10 equal to *excellent* how would you rate...

		Poor			Excellent		
		1	10
1	the overall quality of life in Penticton						
2	Penticton as a place to raise children						
3	Penticton as a place to find work						
4	Penticton as a place to shop						
5	Penticton as a place to open a business						
6	Penticton as a place to retire						
7	Penticton as a holiday destination						

3. On a scale of 1 to 10 with 1 equal to *strongly disagree* and 10 equal to *strongly agree* please rate your level of agreement with the following statements...

		Strongly Disagree			Strongly Agree		
		1					10
1	I receive good value for the taxes I pay						
2	The City of Penticton listens to citizens and encourages their involvement in making decisions.						
3	In general, I believe the City of Penticton is doing a good job						

4. Over the past 3 years, do you feel the quality of life in Penticton has... [READ]

- Improved
Not changed
Decreased
Not sure [DON'T READ]

5. In your opinion, what is the **single** most important issue facing the City of Penticton? [DO NOT READ, MARK ONE ONLY]

- Affordable Housing
Traffic
Population growth / Overcrowding / Urban Planning
Population decline
Beautification and revitalization
Road conditions
Aging infrastructure
Lack of jobs/ poor economy
Taxes – maintain, rising

Climate / weather
Air quality
Water supply
Crime / Safety of Citizens
None
Don't know
Other: Please specify _____

6. What is your favourite thing about living in Penticton? [DO NOT READ, MARK ONE ONLY]

Relaxed lifestyle
Friendly people
Great place to raise a family
Climate/Weather
Vegetation, Parks, Scenery
Recreation, available activities
Community spirit
Proximity to wilderness
Economy / Jobs
Safe community – low crime
Clean air
Clean water
Size of community
Everything – great community
Nothing
Don't know
Other please specify: _____

7. Have you had any personal contact either in-person, on the phone, by email or fax with a City of Penticton employee over the last 12 months?

Yes
No → skip to Q10
Not sure → skip to Q10

8. During your most recent contact with a City employee, what type of service or information were you seeking? [DO NOT READ, MARK ALL]

Building Inspector – calling for an inspection
Zoning
Utility Payments
Property Taxes – where do I pay?, question on a line item
Regulatory Bylaws – untidy/unsightly premises, noise, burning
Water Supply – charges, issues
Building Permits, permits
Recreation
Parks
Garbage pickup
Recycling
Road repair

Snow removal
 Business licence
 Property information
 Utility service disconnection
 To get general information
 Other: Please specify _____

9. On a scale from 1 to 10 with 1 equal to *poor* and 10 is equal to *excellent* please rate the service provided by the City of Penticton employee during your most recent contact...

		Poor			Excellent		
		1	10
1	Friendliness						
2	Professional						
3	Knowledgeable						
4	Staff went the extra mile to make sure I got what I needed						

10. On a scale from 1 to 10 with 1 equal to *Not satisfied* and 10 equal to *Very satisfied*, how satisfied are you with the following aspects of living in Penticton?

		Not satisfied			Very Satisfied		
		1	10
1	Street Maintenance						
2	Quality and number of sidewalks						
3	Bylaw enforcement including parking, street nuisance, noise regulation, unsightly buildings, animal control						
4	Snow and Ice removal						
5	Recreation services						
6	Parks and beaches						
7	Fire Services						
8	Police Services						
9	Public Transit services						
10	City Beautification and revitalization						
11	Water						
12	Sewer						
13	Economic Development						
14	City Planning						
15	Regional Airport						
16	Arts, Culture, Heritage						
17	Tourism						

11. On a scale from 1 to 10 with 1 equal to *Not at all important* and 10 equal to *Very Important*, how important are the following aspects of living in Penticton?

		Not important		Very Important			
		1	10
1	Street Maintenance						
2	Quality and number of sidewalks						
3	Bylaw enforcement including parking, street nuisance, noise regulation, unsightly buildings, animal control						
4	Snow and Ice removal						
5	Recreation services						
6	Parks and beaches						
7	Fire Services						
8	Police Services						
9	Public Transit services						
10	City Beautification and revitalization						
11	Water						
12	Sewer						
13	Economic Development						
14	City Planning						
15	Regional Airport						
16	Arts, Culture, Heritage						
17	Tourism						

12. On a scale of 1 to 10 with 1 equal to *poor* and 10 equal to *excellent* how would you rate the level of personal safety...

		Poor		Excellent			
		1	10
1	In Penticton overall						
2	In the neighbourhood you live						

13. Which of the following have you accessed in the past 12 months? [READ]

	<u>Y/N</u>	
Internet	Y/N	[IF NO, GO TO Q15]
Facebook	Y/N	
Twitter	Y/N	

14. Which of the following City of Penticton online services have you accessed in the past 12 months? [READ]

	<u>Y/N</u>
City of Penticton Website	Y/N
MyCity	Y/N
Online mapping service	Y/N
City Facebook page	Y/N
City Twitter account	Y/N

15. Have you read the City Newsletter inserted into your utility bill? [READ]

Yes
No

16. In general, how do you feel about the amount of information provided by the city? [READ]

- Too much information provided
- Adequate information provided
- Too little information
- Not sure [DON'T READ]

17. How do you learn about local government issues? [DON'T READ, MARK ALL]

- Contact City staff
- Community Association
- City website
- City publication
- TV
- Radio
- Word of mouth: neighbours, friends
- Newspaper
- Direct mail to home
- Social media (Facebook, Twitter)
- Internet, Online news/blog
- Other – Please specify: _____
- Don't learn about government issues
- Don't know

18. What do you think is the most important environmental concern facing the City of Penticton?

[DON'T READ, MARK ONE]

- Air quality
- Water supply
- Water quality- rivers, lakes
- Penticton Creek
- Fish habitat
- Endangered species
- Climate change-greenhouse gas reduction/ global warming
- Wildlife
- Wildfires
- Too many cars
- Improve public transit
- Pine beetle
- Over development/ preservation of land
- Recycling, garbage, landfills
- Invasive plants
- Not sure/none
- Other – Please specify: _____

19. In which areas of the City of Penticton would you like to see development occur?

[READ, MARK ALL]

- Downtown
- North and South gateways to the city
- Okanagan Lake waterfront
- Skaha Lake waterfront
- Hillside lands and bench area
- Cherry Lane area
- None

20. If faced with the following choices, what would you advise the City to do?

[READ, CHOOSE ONLY ONE:]

- Improve services with higher taxes
- Maintain current level of service and taxes
- Reduce level of service with lower taxes
- No opinion/not sure [DON'T READ]

21. Given a limited budget, which of the following 2 infrastructure improvements would you prefer?

[READ]

- Downtown revitalization
- Waterfront revitalization
- Both equally important [DON'T READ]
- Neither [DON'T READ]
- Not sure [DON'T READ]

22. Which of the following should the City of Penticton do to increase revenue? [READ]

- | | | | |
|--|-----|----|----------|
| Increase parking fees | Yes | No | Not sure |
| Charge for parking in more areas | Yes | No | Not sure |
| Increase user fees | Yes | No | Not sure |
| Increase user fees for non-residents for City owned facilities | Yes | No | Not sure |
| Increase property taxes | Yes | No | Not sure |
| Increase penalties for bylaw infractions | Yes | No | Not sure |

23. Do you follow the city budgeting process?

- Yes
- No
- No opinion/not sure [DON'T READ]

And just a few more questions for classification purposes....

24. How many years have you lived in the City of Penticton? _____ years

25. Which of the following age groups do you fall into?

- 19
- 20 – 39
- 40 – 64
- 65+
- Refused

26. Do you rent or own your home?

- Own
- Rent

27. [Interviewer] Indicate respondent Gender:

- Male
- Female

28. In case my supervisor wants to check my work, could I please have your first name?

Thank you very much for your participation.

Appendix 2 – Detailed Tables

Banner Legend:

<i>Question</i>		<i>Banner</i>						<i>Grand Total:</i> Response percentages for all people answering Question
		Gender		Marital Status				
		Male	Female	Single/ never married	Married	Living with a partner	Divorced/ separated/ widowed	
Which newspapers have you read or looked into in the past week?	Neither Province or Sun	27%	34%	33%	28%	25%	34%	30%
	Province Only	22%	21%	22%	23%	17%	18%	21%
	Sun Only	22%	24%	17%	25%	17%	26%	23%
	Both Province and Sun	30%	21%	29%	24%	42%	22%	26%
Total	Base	250	250	119	264	24	82	500

Column Percentage:
Columns add up to 100%
Example: Out of all Females:
34% read neither Province or Sun
21% read Province only
24% read Sun only
21% read both Province and Sun
100% of Females

Base:
Number of people answering both Question & Banner

Note:
If Base <100, interpret column percentages with caution.
If Base <50, interpret column percentages with extreme caution.

Please rate the following...

		Total		Methodology									
		Phone	Web	Telephone					Web-survey				
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
The overall quality of life in Penticton	Poor: 1-3	2%	5%	2%	2%	4%	1%	1%	5%	6%	6%	6%	4%
	4-7	34%	49%	39%	29%	36%	41%	23%	48%	49%	51%	48%	48%
	Excellent: 8-10	64%	46%	59%	69%	60%	58%	76%	47%	45%	44%	46%	48%
Total	Mean	7.8	7.2	7.6	7.9	7.4	7.7	8.1	7.3	7.0	7.0	7.1	7.3
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a place to raise children	Poor: 1-3	2%	8%	3%	1%	4%	1%		7%	8%	6%	9%	8%
	4-7	37%	42%	35%	39%	33%	41%	34%	43%	41%	42%	42%	42%
	Excellent: 8-10	61%	50%	62%	61%	63%	57%	66%	50%	51%	53%	49%	50%
Total	Mean	7.6	7.2	7.7	7.6	7.5	7.6	7.8	7.2	7.1	7.2	7.2	7.2
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a place to find work	Poor: 1-3	28%	54%	31%	25%	30%	27%	27%	57%	51%	51%	61%	48%
	4-7	67%	43%	61%	72%	63%	70%	67%	41%	46%	48%	36%	48%
	Excellent: 8-10	5%	3%	7%	3%	8%	3%	6%	2%	3%	1%	3%	4%
Total	Mean	4.5	3.5	4.4	4.5	4.6	4.3	4.6	3.3	3.7	3.6	3.2	3.8
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a place to shop	Poor: 1-3	9%	29%	10%	9%	10%	11%	7%	29%	30%	40%	32%	17%
	4-7	71%	63%	70%	72%	74%	78%	59%	63%	64%	55%	61%	73%
	Excellent: 8-10	20%	7%	21%	19%	16%	12%	34%	8%	6%	5%	7%	10%
Total	Mean	6.0	4.6	6.0	5.9	5.8	5.7	6.5	4.7	4.5	4.2	4.5	5.1
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a place to open a business	Poor: 1-3	21%	42%	23%	20%	22%	21%	21%	46%	38%	41%	50%	33%
	4-7	72%	54%	69%	74%	73%	73%	71%	50%	58%	54%	47%	63%
	Excellent: 8-10	7%	4%	7%	6%	6%	6%	9%	4%	4%	5%	3%	4%
Total	Mean	4.9	4.1	4.8	4.9	4.8	4.8	5.0	3.9	4.2	4.1	3.7	4.5
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a place to retire	Poor: 1-3	1%	4%	0%	1%		0%	2%	5%	3%	4%	5%	4%
	4-7	15%	32%	15%	14%	24%	15%	7%	31%	33%	23%	31%	40%
	Excellent: 8-10	84%	64%	84%	85%	76%	84%	91%	63%	64%	73%	64%	56%
Total	Mean	8.5	7.8	8.6	8.4	8.1	8.5	8.8	7.7	7.9	8.1	7.7	7.6
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Penticton as a holiday destination	Poor: 1-3	1%	6%	2%	1%		2%	1%	9%	3%	5%	6%	8%
	4-7	17%	35%	20%	15%	18%	23%	10%	36%	33%	25%	36%	40%
	Excellent: 8-10	81%	59%	78%	84%	82%	75%	90%	55%	64%	70%	58%	52%
Total	Mean	8.5	7.5	8.3	8.6	8.4	8.3	8.8	7.2	7.8	7.9	7.5	7.1
	Base	401	477	187	214	101	177	123	252	225	120	211	146

Mean ratings based on a scale from 1 to 10 with 1=Poor and 10=Excellent

Please rate the following...

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
I receive good value for the taxes I pay	Strongly Disagree: 1-3	8%	27%	9%	7%	8%	8%	8%	33%	21%	24%	32%	23%		
	4-7	67%	56%	66%	68%	80%	68%	55%	53%	59%	64%	52%	54%		
	Strongly Agree: 8-10	25%	17%	25%	25%	12%	24%	37%	14%	20%	12%	16%	23%		
Total	Mean	6.2	5.1	6.1	6.4	6.1	6.1	6.5	4.9	5.4	5.1	4.9	5.5		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
The City of Penticton listens to citizens and encourages their involvement in making decisions.	Strongly Disagree: 1-3	15%	44%	15%	14%	4%	17%	20%	43%	45%	35%	45%	50%		
	4-7	71%	46%	72%	70%	86%	67%	64%	45%	47%	54%	44%	40%		
	Strongly Agree: 8-10	15%	10%	13%	16%	10%	16%	16%	12%	8%	11%	10%	10%		
Total	Mean	5.5	4.2	5.4	5.6	5.9	5.5	5.3	4.2	4.1	4.6	4.1	3.9		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
In general, I believe the City of Penticton is doing a good job	Strongly Disagree: 1-3	12%	37%	15%	10%	4%	14%	17%	39%	35%	37%	41%	33%		
	4-7	61%	49%	64%	57%	67%	63%	52%	48%	50%	49%	47%	52%		
	Strongly Agree: 8-10	27%	14%	20%	33%	29%	23%	31%	12%	15%	15%	12%	15%		
Total	Mean	6.2	4.5	5.9	6.4	6.6	6.0	6.1	4.4	4.7	4.7	4.4	4.7		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Mean ratings based on a scale from 1 to 10 with 1=Strongly Disagree and 10=Strongly Agree

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Over the past 3 years, do you feel the quality of life in Penticton has...	"Improved"	18%	9%	15%	20%	21%	17%	15%	9%	9%	12%	9%	8%		
	"Not changed"	57%	44%	55%	59%	55%	54%	63%	43%	44%	44%	42%	46%		
	"Decreased"	23%	43%	28%	19%	22%	26%	21%	45%	40%	37%	46%	42%		
	"Not sure"	2%	5%	1%	2%	2%	2%	1%	3%	7%	8%	4%	4%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
In your opinion, what is the SINGLE most important issue facing the City of Penticton?	"Lack of jobs, poor economy"	41%	46%	46%	37%	51%	43%	30%	41%	51%	53%	55%	27%	
	"Affordable Housing"	8%	10%	6%	10%	14%	4%	9%	6%	13%	15%	4%	13%	
	"Taxes – maintain, rising"	6%	8%	6%	5%	4%	5%	7%	11%	5%	2%	7%	15%	
	"Aging infrastructure"	4%	7%	4%	5%	4%	4%	5%	8%	6%	5%	6%	10%	
	"Beautification and revitalization"	5%	4%	6%	5%	4%	7%	4%	4%	4%	6%	5%	2%	
	"Population growth, Overcrowding, Urban Planning"	4%	2%	4%	5%	2%	7%	3%	3%	1%	1%	3%	2%	
	"Other"	3%	3%	4%	2%	2%	4%	2%	4%	2%	3%	3%	4%	
	"Don't know"	5%	1%	4%	7%	6%	3%	9%	1%	1%	1%	2%		
	"Road conditions"	1%	5%	1%	1%	2%		2%	7%	2%		2%	12%	
	"Crime, Safety of Citizens"	1%	4%	1%	1%		0%	2%	4%	5%	5%	3%	6%	
	Budget, fiscal responsibility, debt	4%	1%	5%	4%	2%	6%	4%	2%			2%		
	Waterfront, lakeshore	5%	0%	5%	4%		5%	8%		1%		1%		
	"Water supply"	1%	2%	1%	2%	2%	0%	2%	0%	4%	1%	1%	4%	
	Mayor and City Council	2%	1%	2%	2%		2%	3%	2%	1%	2%	2%		
	Tourism	2%	1%	1%	3%	4%	2%	1%	2%	0%	1%	1%	2%	
	"Traffic:"	1%	1%	0%	2%	2%	0%	2%	2%	1%	1%	1%	2%	
	"Population decline"	0%	2%		1%		1%		2%	1%	3%	2%		
	City should improve communication with citizens	2%		1%	2%		1%	4%						
	"None"	1%	0%	0%	2%		2%	1%	0%			0%		
	More youth activities	1%	0%	0%	1%		1%		0%	0%	1%			
	"Air quality"	0%	1%		0%			1%		1%			2%	
	Medical services	1%		1%	1%	2%	0%	1%						
	Parks, environment		0%						0%	1%	1%	0%		
Deers, wildlife	0%		0%	0%		1%								
"Climate, weather"		0%						0%			0%			
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146	

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
What is your FAVOURITE thing about living in Penticton?	"Climate, Weather"	34%	28%	41%	27%	22%	34%	42%	32%	24%	22%	33%	25%		
	"Relaxed lifestyle"	9%	16%	11%	7%	6%	11%	9%	16%	17%	17%	13%	21%		
	"Everything – great community"	8%	13%	6%	11%	10%	5%	12%	10%	16%	11%	9%	21%		
	"Size of community"	14%	6%	13%	14%	14%	15%	13%	6%	7%	4%	8%	6%		
	"Recreation, available activities"	9%	6%	6%	11%	16%	8%	6%	9%	4%	12%	7%	2%		
	"Vegetation, Parks, Scenery"	10%	5%	9%	12%	10%	12%	8%	4%	6%	8%	6%	2%		
	"Great place to raise a family"	2%	8%	2%	2%	2%	3%	2%	7%	9%	15%	9%			
	"Safe community – low crime"	1%	3%	1%	1%	4%	0%		5%	2%	1%	3%	6%		
	"Friendly people"	2%	2%	1%	3%		3%	3%	1%	4%	2%	2%	4%		
	"Proximity to wilderness"	2%	3%	2%	2%	4%	1%		2%	4%	5%	3%			
	Beaches, lakes	4%	1%	4%	4%	8%	4%	1%	1%	0%		2%			
	"Community spirit"	1%	3%		1%	2%	0%		3%	2%	1%	1%	6%		
	"Don't know"	1%	2%	2%			1%	1%		4%	1%	1%	4%		
	Accessibility to amenities	1%	0%	1%	2%		1%	3%		1%	1%	0%			
	"Nothing"	1%	0%	1%	0%	2%		1%	1%		1%	1%			
	"Other"	0%	1%	0%			0%		1%	1%		1%	2%		
	Beauty	1%	0%		2%	2%	0%	1%	0%			0%			
	"Economy, Jobs"		1%						1%			0%	2%		
	"Clean water"		0%						1%			1%			
	"Clean air"	0%			0%		0%								
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Have you had any personal contact either in-person, on the phone, by email or fax with a City of Penticton employee over the last 12 months?	"Yes"	37%	64%	35%	38%	39%	44%	25%	64%	63%	62%	70%	56%		
	"No"	63%	35%	65%	62%	61%	56%	75%	35%	35%	35%	28%	44%		
	"Not sure"	0%	1%	0%			0%		1%	2%	3%	2%			
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
During your most recent contact with a City employee, what type of service or information were you seeking?	"Property Taxes – where do I pay?, question on a line item"	19%	17%	11%	26%	15%	20%	22%	17%	16%	17%	14%	21%
	"Utility Payments"	11%	20%	11%	12%	5%	11%	19%	20%	20%	35%	17%	12%
	"To get general information"	17%	14%	18%	16%	15%	19%	13%	12%	16%	11%	19%	8%
	"Regulatory Bylaws–untidy, unsightly premises, noise, burning"	12%	16%	13%	11%	10%	13%	10%	19%	12%	8%	14%	25%
	"Recreation"	9%	15%	6%	10%	15%	6%	6%	14%	16%	12%	17%	12%
	"Building Permits, permits"	8%	6%	8%	8%	15%	6%	3%	8%	4%	8%	8%	
	"Parks"	3%	6%	1%	4%		5%		5%	8%	4%	6%	8%
	"Zoning"	2%	6%	2%	2%		1%	6%	1%	11%	5%	5%	8%
	"Property information"	3%	5%	4%	2%		3%	7%	6%	4%	6%	7%	
	"Road repair"	3%	5%	3%	3%	5%	2%	3%	8%	1%	4%	3%	8%
	"Building Inspector – calling for an inspection"	2%	4%	4%	1%		4%		4%	4%	5%	6%	
	"Water Supply – charges, issues"	5%	2%	9%	2%		8%	3%	4%			2%	4%
	"Recycling"	4%	2%	2%	6%	10%		6%	2%	3%	1%	5%	
	"Business license"	2%	2%	4%		5%	1%		3%	2%	6%	2%	
	"Utility service disconnection"		3%						3%	4%	7%	3%	
	"Garbage pickup"		3%						2%	4%	1%	3%	4%
	Other	4%		4%	5%	10%	3%						
"Snow removal"	1%	0%	1%			1%		1%			1%		
Total	Responses	153	320	65	88	41	81	30	168	152	83	160	76
	Base	147	254	65	82	39	78	30	131	123	65	121	67

Base: Respondents who have had personal contact with City Employee in past 12 months

Column percentages may exceed 100% because multiple responses given

Please rate the services provided by the City of Penticton employee during your most recent contact

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
Friendliness	Poor: 1-3	5%	7%	4%	5%	5%	5%	3%	6%	9%	10%	10%	
	4-7	14%	35%	22%	9%	10%	18%	10%	31%	38%	37%	31%	38%
	Excellent: 8-10	81%	58%	75%	86%	85%	77%	87%	63%	53%	53%	59%	62%
Total	Mean	8.2	7.5	8.0	8.3	8.2	8.1	8.3	7.6	7.3	7.2	7.4	7.8
	Base	147	303	65	82	39	78	30	161	142	75	147	82
Professional	Poor: 1-3	3%	7%	4%	3%		4%	6%	6%	8%	10%	10%	
	4-7	16%	33%	19%	13%	15%	18%	10%	30%	38%	33%	31%	38%
	Excellent: 8-10	81%	60%	77%	84%	85%	78%	84%	64%	54%	57%	60%	62%
Total	Mean	8.2	7.5	8.0	8.3	8.4	8.1	8.2	7.6	7.3	7.2	7.4	7.7
	Base	147	303	65	82	39	78	30	161	142	75	147	82
Knowledgeable	Poor: 1-3	3%	11%	4%	3%		4%	6%	11%	11%	10%	13%	7%
	4-7	20%	31%	21%	20%	15%	22%	23%	29%	34%	32%	31%	31%
	Excellent: 8-10	76%	58%	75%	77%	85%	74%	71%	60%	55%	58%	56%	62%
Total	Mean	8.1	7.3	8.0	8.3	8.2	8.1	7.9	7.4	7.3	7.3	7.2	7.7
	Base	147	303	65	82	39	78	30	161	142	75	147	82
Staff went the extra mile to make sure I got what I needed	Poor: 1-3	10%	19%	12%	9%	10%	10%	10%	21%	16%	18%	21%	17%
	4-7	24%	38%	21%	26%	20%	27%	19%	30%	47%	44%	35%	38%
	Excellent: 8-10	66%	43%	67%	66%	70%	62%	71%	48%	37%	38%	44%	45%
Total	Mean	7.6	6.4	7.4	7.7	7.7	7.4	7.8	6.5	6.3	6.2	6.3	6.8
	Base	147	303	65	82	39	78	30	161	142	75	147	82

Base: Respondents who have had personal contact with City Employee in past 12 months

Mean ratings based on a scale from 1 to 10 with 1=Poor and 10=Excellent

How satisfied are you with the following aspects of living in Penticton...

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Street Maintenance	Not Satisfied: 1-3	5%	16%	4%	5%		5%	7%	18%	12%	12%	16%	17%		
	4-7	51%	58%	51%	52%	55%	55%	44%	53%	65%	52%	55%	69%		
	Very Satisfied: 8-10	44%	26%	45%	43%	45%	40%	49%	29%	23%	36%	29%	13%		
Total	Mean	6.9	6.0	7.0	6.9	7.2	6.7	6.9	5.9	6.0	6.3	6.0	5.6		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Quality and number of sidewalks	Not Satisfied: 1-3	6%	13%	6%	5%	2%	5%	9%	15%	11%	10%	16%	12%		
	4-7	51%	58%	49%	52%	59%	51%	44%	54%	63%	54%	53%	69%		
	Very Satisfied: 8-10	44%	29%	44%	43%	39%	44%	47%	32%	26%	36%	31%	19%		
Total	Mean	7.0	6.1	6.9	7.0	7.3	6.8	6.9	6.2	6.1	6.4	6.1	5.9		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Bylaw enforcement including parking, street nuisance, noise regulation, unsightly buildings, animal control	Not Satisfied: 1-3	11%	35%	14%	8%	4%	14%	12%	36%	33%	24%	34%	44%		
	4-7	60%	43%	59%	61%	65%	57%	60%	41%	44%	42%	43%	42%		
	Very Satisfied: 8-10	29%	23%	26%	31%	31%	29%	28%	23%	23%	35%	22%	13%		
Total	Mean	6.1	5.0	5.9	6.3	6.7	6.0	5.8	4.9	5.0	5.7	5.0	4.3		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Snow and Ice removal	Not Satisfied: 1-3	8%	16%	8%	9%	8%	7%	11%	19%	14%	17%	17%	15%		
	4-7	46%	53%	46%	46%	49%	50%	38%	49%	56%	47%	47%	65%		
	Very Satisfied: 8-10	46%	31%	46%	45%	43%	43%	51%	32%	30%	36%	36%	19%		
Total	Mean	6.9	6.1	6.8	7.0	6.9	6.9	6.9	6.1	6.1	6.1	6.2	5.9		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Recreation services	Not Satisfied: 1-3	2%	8%	2%	1%		2%	2%	10%	7%	13%	8%	6%		
	4-7	31%	48%	36%	26%	30%	37%	22%	49%	46%	44%	45%	54%		
	Very Satisfied: 8-10	68%	44%	63%	72%	70%	61%	75%	41%	48%	43%	47%	40%		
Total	Mean	7.8	6.8	7.7	7.9	7.9	7.5	8.0	6.7	7.0	6.6	7.0	6.8		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Parks and beaches	Not Satisfied: 1-3	1%	5%	1%	1%		1%	2%	5%	4%	6%	6%	2%		
	4-7	21%	36%	23%	20%	24%	25%	15%	36%	36%	31%	35%	42%		
	Very Satisfied: 8-10	78%	60%	76%	79%	76%	75%	83%	59%	60%	63%	60%	56%		
Total	Mean	8.2	7.6	8.1	8.2	8.1	8.1	8.3	7.6	7.6	7.6	7.6	7.5		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Mean ratings based on a scale from 1 to 10 with 1=Not Satisfied and 10=Very Satisfied

How satisfied are you with the following aspects of living in Penticton...

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
Fire Services	Not Satisfied: 1-3	2%	4%	1%	2%	2%	1%	2%	7%	2%	4%	6%	2%
	4-7	21%	29%	27%	16%	24%	23%	16%	28%	30%	25%	28%	35%
	Very Satisfied: 8-10	78%	67%	72%	82%	74%	76%	83%	65%	68%	71%	66%	63%
Total	Mean	8.2	7.8	8.1	8.3	8.0	8.2	8.4	7.6	7.9	7.8	7.8	7.8
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Police Services	Not Satisfied: 1-3	2%	10%	3%	2%		2%	5%	14%	6%	8%	15%	6%
	4-7	29%	36%	38%	21%	34%	28%	25%	35%	38%	33%	33%	44%
	Very Satisfied: 8-10	69%	53%	59%	77%	66%	69%	70%	51%	56%	59%	52%	50%
Total	Mean	7.9	7.1	7.6	8.2	7.9	7.9	7.9	6.9	7.3	7.2	7.0	7.1
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Public Transit services	Not Satisfied: 1-3	4%	12%	2%	5%		6%	4%	13%	10%	20%	14%	2%
	4-7	58%	53%	60%	55%	59%	59%	56%	53%	54%	46%	48%	67%
	Very Satisfied: 8-10	39%	35%	38%	39%	41%	36%	40%	34%	36%	35%	38%	31%
Total	Mean	6.7	6.3	6.7	6.6	6.7	6.6	6.7	6.3	6.3	6.0	6.4	6.3
	Base	401	477	187	214	101	177	123	252	225	120	211	146
City Beautification and revitalization	Not Satisfied: 1-3	5%	19%	6%	3%		8%	4%	21%	16%	13%	23%	17%
	4-7	57%	53%	62%	53%	65%	57%	52%	51%	55%	47%	58%	50%
	Very Satisfied: 8-10	38%	29%	31%	43%	35%	35%	44%	29%	28%	39%	20%	33%
Total	Mean	6.8	5.9	6.5	7.0	7.0	6.6	6.9	5.9	6.0	6.4	5.5	6.2
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Water	Not Satisfied: 1-3	2%	5%	2%	1%	2%	1%	2%	6%	5%	6%	4%	6%
	4-7	22%	34%	25%	19%	18%	30%	15%	33%	36%	32%	34%	37%
	Very Satisfied: 8-10	76%	60%	73%	79%	80%	70%	82%	61%	60%	62%	61%	58%
Total	Mean	8.1	7.5	7.9	8.2	8.0	8.0	8.3	7.6	7.4	7.5	7.6	7.4
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Sewer	Not Satisfied: 1-3	1%	5%	2%	1%	2%	1%	1%	5%	5%	6%	5%	4%
	4-7	22%	35%	23%	20%	14%	28%	19%	33%	37%	32%	34%	38%
	Very Satisfied: 8-10	77%	60%	76%	78%	84%	71%	80%	63%	57%	62%	61%	58%
Total	Mean	8.1	7.5	8.0	8.1	8.1	8.0	8.2	7.6	7.4	7.5	7.6	7.4
	Base	401	477	187	214	101	177	123	252	225	120	211	146

Mean ratings based on a scale from 1 to 10 with 1=Not Satisfied and 10=Very Satisfied

How satisfied are you with the following aspects of living in Penticton...

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Economic Development	Not Satisfied: 1-3	15%	36%	16%	14%	14%	19%	11%	43%	29%	37%	46%	21%		
	4-7	70%	54%	68%	72%	75%	67%	70%	48%	61%	51%	43%	73%		
	Very Satisfied: 8-10	15%	10%	16%	14%	12%	13%	19%	9%	10%	12%	11%	6%		
Total	Mean	5.5	4.4	5.4	5.6	5.5	5.3	5.7	4.2	4.7	4.5	4.2	4.7		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
City Planning	Not Satisfied: 1-3	15%	39%	18%	13%	10%	18%	16%	43%	35%	39%	44%	33%		
	4-7	68%	50%	67%	69%	71%	67%	69%	48%	52%	47%	45%	60%		
	Very Satisfied: 8-10	16%	11%	15%	18%	20%	16%	15%	9%	13%	13%	11%	8%		
Total	Mean	5.5	4.4	5.3	5.7	5.9	5.3	5.5	4.2	4.6	4.6	4.1	4.7		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Regional Airport	Not Satisfied: 1-3	8%	20%	11%	5%	4%	11%	7%	20%	19%	22%	22%	13%		
	4-7	64%	54%	65%	64%	71%	64%	60%	55%	52%	53%	52%	58%		
	Very Satisfied: 8-10	28%	26%	24%	30%	25%	25%	32%	24%	29%	25%	26%	29%		
Total	Mean	6.3	5.7	6.1	6.5	6.5	6.1	6.3	5.5	5.8	5.5	5.6	5.9		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Arts, Culture, Heritage	Not Satisfied: 1-3	2%	12%	1%	3%		4%	2%	14%	9%	12%	12%	12%		
	4-7	52%	60%	64%	42%	57%	56%	44%	62%	58%	60%	58%	63%		
	Very Satisfied: 8-10	45%	28%	35%	54%	43%	40%	55%	24%	33%	28%	31%	25%		
Total	Mean	7.1	6.1	6.9	7.3	7.1	6.9	7.3	5.8	6.4	6.2	6.2	6.0		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Tourism	Not Satisfied: 1-3	3%	12%	4%	2%	2%	4%	3%	16%	7%	10%	13%	12%		
	4-7	38%	47%	42%	34%	35%	44%	32%	46%	48%	38%	48%	52%		
	Very Satisfied: 8-10	59%	41%	53%	64%	63%	53%	65%	39%	44%	53%	38%	37%		
Total	Mean	7.5	6.6	7.2	7.7	7.6	7.3	7.6	6.3	6.9	6.9	6.4	6.5		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Mean ratings based on a scale from 1 to 10 with 1=Not Satisfied and 10=Very Satisfied

How important are the following aspects of living in Penticton...

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Street Maintenance	Not Important: 1-3	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	4%		
	4-7	36%	37%	39%	33%	35%	38%	32%	36%	38%	44%	42%	25%		
	Very Important: 8-10	63%	61%	59%	66%	63%	60%	66%	60%	61%	54%	57%	71%		
Total	Mean	7.7	7.7	7.5	7.9	7.6	7.7	7.8	7.7	7.7	7.5	7.6	8.0		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Quality and number of sidewalks	Not Important: 1-3	2%	4%	2%	1%		3%	2%	5%	3%	5%	4%	2%		
	4-7	42%	45%	44%	40%	43%	44%	37%	48%	40%	48%	49%	35%		
	Very Important: 8-10	57%	52%	54%	59%	57%	54%	61%	47%	57%	47%	46%	63%		
Total	Mean	7.5	7.3	7.4	7.6	7.7	7.3	7.7	7.1	7.5	7.1	7.1	7.7		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Bylaw enforcement including parking, street nuisance, noise regulation, unsightly buildings, animal control	Not Important: 1-3	5%	6%	7%	2%	4%	6%	2%	9%	3%	7%	8%	4%		
	4-7	45%	37%	48%	41%	57%	40%	41%	37%	38%	48%	40%	25%		
	Very Important: 8-10	51%	56%	45%	56%	39%	54%	56%	54%	59%	45%	52%	71%		
Total	Mean	7.3	7.4	6.9	7.5	7.0	7.3	7.4	7.2	7.6	6.9	7.3	7.9		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Snow and Ice removal	Not Important: 1-3	2%	2%	2%	2%	2%	2%	2%	3%		1%	2%	2%		
	4-7	26%	28%	30%	22%	28%	28%	22%	31%	25%	30%	33%	19%		
	Very Important: 8-10	72%	70%	68%	75%	70%	71%	75%	66%	75%	69%	65%	79%		
Total	Mean	8.1	8.1	7.9	8.3	8.2	8.0	8.1	7.9	8.4	8.1	8.0	8.3		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Recreation services	Not Important: 1-3	4%	2%	4%	4%	2%	3%	7%	3%	2%	3%	4%			
	4-7	30%	33%	34%	27%	26%	33%	29%	37%	28%	19%	37%	38%		
	Very Important: 8-10	66%	65%	61%	70%	72%	63%	63%	60%	70%	79%	59%	62%		
Total	Mean	7.8	7.9	7.5	7.9	8.1	7.7	7.6	7.7	8.0	8.4	7.7	7.7		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		
Parks and beaches	Not Important: 1-3	3%	1%	3%	2%	2%	2%	4%	1%	1%	1%	1%			
	4-7	20%	21%	22%	18%	16%	19%	25%	27%	14%	16%	24%	21%		
	Very Important: 8-10	77%	78%	74%	80%	82%	79%	71%	72%	85%	83%	75%	79%		
Total	Mean	8.3	8.5	8.1	8.5	8.4	8.4	8.0	8.4	8.7	8.8	8.4	8.6		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Mean ratings based on a scale from 1 to 10 with 1=Not Important and 10=Very Important

How important are the following aspects of living in Penticton...

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
Fire Services	Not Important: 1-3		1%							2%	1%	2%	2%	
	4-7	11%	14%	16%	8%	12%	12%	10%	17%	11%	11%	16%	15%	
	Very Important: 8-10	89%	84%	84%	92%	88%	88%	90%	81%	88%	87%	82%	85%	
Total	Mean	9.0	8.9	8.8	9.2	9.1	9.0	9.0	8.7	9.1	9.0	8.7	9.0	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	
Police Services	Not Important: 1-3	0%	2%	1%				2%	3%	0%	3%	1%	2%	
	4-7	12%	14%	15%	10%	12%	13%	12%	16%	11%	11%	13%	17%	
	Very Important: 8-10	87%	85%	84%	90%	88%	87%	86%	81%	88%	87%	86%	81%	
Total	Mean	8.9	8.8	8.7	9.1	9.1	8.9	8.8	8.6	9.1	8.8	8.9	8.8	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	
Public Transit services	Not Important: 1-3	19%	9%	18%	20%	18%	20%	19%	9%	8%	10%	12%	4%	
	4-7	41%	41%	42%	40%	37%	40%	45%	45%	36%	33%	42%	46%	
	Very Important: 8-10	40%	50%	40%	40%	45%	40%	36%	46%	56%	58%	46%	50%	
Total	Mean	6.3	7.1	6.3	6.3	6.7	6.2	6.1	6.9	7.3	7.3	6.9	7.2	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	
City Beautification and revitalization	Not Important: 1-3	5%	9%	6%	4%	4%	4%	6%	9%	9%	4%	9%	13%	
	4-7	38%	40%	43%	34%	41%	43%	29%	44%	35%	38%	41%	40%	
	Very Important: 8-10	57%	51%	51%	62%	55%	53%	64%	47%	55%	58%	50%	46%	
Total	Mean	7.4	7.2	7.2	7.7	7.4	7.4	7.6	7.1	7.3	7.6	7.1	7.0	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	
Water	Not Important: 1-3	0%	0%		0%			1%	0%			0%		
	4-7	12%	16%	16%	9%	10%	13%	13%	18%	14%	18%	17%	12%	
	Very Important: 8-10	88%	84%	84%	91%	90%	87%	86%	82%	86%	82%	82%	88%	
Total	Mean	8.9	8.8	8.6	9.1	9.0	8.8	8.8	8.7	8.9	8.7	8.7	9.1	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	
Sewer	Not Important: 1-3	0%	0%	1%	0%			2%	1%	0%		1%		
	4-7	14%	20%	16%	12%	10%	16%	14%	24%	16%	22%	22%	15%	
	Very Important: 8-10	86%	79%	84%	88%	90%	84%	84%	75%	84%	78%	77%	85%	
Total	Mean	8.7	8.6	8.6	8.9	9.0	8.7	8.6	8.4	8.8	8.5	8.5	8.9	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	

Mean ratings based on a scale from 1 to 10 with 1=Not Important and 10=Very Important

How important are the following aspects of living in Penticton...

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
Economic Development	Not Important: 1-3	2%	6%	2%	2%		3%	2%	8%	4%	3%	4%	12%
	4-7	25%	19%	28%	23%	22%	20%	36%	22%	15%	12%	19%	25%
	Very Important: 8-10	73%	75%	69%	76%	78%	77%	62%	70%	81%	86%	77%	63%
Total	Mean	8.2	8.2	8.1	8.3	8.7	8.3	7.6	8.0	8.5	8.8	8.4	7.3
	Base	401	477	187	214	101	177	123	252	225	120	211	146
City Planning	Not Important: 1-3	3%	7%	3%	3%		4%	3%	8%	5%	2%	4%	15%
	4-7	29%	21%	30%	28%	31%	23%	34%	24%	17%	22%	21%	19%
	Very Important: 8-10	69%	72%	68%	70%	69%	73%	63%	67%	78%	76%	75%	65%
Total	Mean	7.9	8.0	7.9	8.0	8.2	8.0	7.6	7.8	8.3	8.4	8.2	7.5
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Regional Airport	Not Important: 1-3	5%	7%	6%	4%	8%	4%	3%	8%	5%	6%	6%	8%
	4-7	39%	32%	42%	37%	47%	37%	37%	40%	23%	33%	29%	35%
	Very Important: 8-10	56%	62%	52%	59%	45%	59%	59%	52%	72%	60%	65%	58%
Total	Mean	7.5	7.7	7.4	7.6	6.9	7.7	7.8	7.3	8.0	7.5	7.9	7.5
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Arts, Culture, Heritage	Not Important: 1-3	4%	12%	4%	4%	2%	4%	6%	17%	7%	8%	15%	12%
	4-7	47%	43%	51%	43%	43%	51%	43%	52%	33%	29%	45%	52%
	Very Important: 8-10	49%	45%	45%	53%	55%	45%	51%	31%	60%	63%	40%	37%
Total	Mean	7.2	6.7	7.0	7.4	7.5	7.1	7.2	6.1	7.4	7.5	6.4	6.4
	Base	401	477	187	214	101	177	123	252	225	120	211	146
Tourism	Not Important: 1-3	2%	5%	2%	1%	2%	2%	1%	7%	3%	4%	7%	4%
	4-7	31%	24%	34%	28%	33%	25%	37%	24%	23%	16%	26%	27%
	Very Important: 8-10	68%	71%	64%	71%	65%	73%	63%	69%	73%	79%	67%	69%
Total	Mean	8.0	8.0	7.8	8.2	8.0	8.2	7.7	7.9	8.2	8.4	7.8	8.0
	Base	401	477	187	214	101	177	123	252	225	120	211	146

Mean ratings based on a scale from 1 to 10 with 1=Not Important and 10=Very Important

How would you rate your level of personal safety...

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
In Pentiction overall	Poor: 1-3	2%	4%	2%	1%	2%	2%	1%	3%	4%	5%	5%	
	4-7	28%	43%	28%	29%	35%	25%	26%	41%	45%	46%	44%	38%
	Excellent: 8-10	70%	54%	71%	70%	63%	73%	73%	56%	51%	49%	51%	62%
Total	Mean	7.9	7.3	7.9	7.9	7.6	8.0	8.1	7.3	7.3	7.2	7.2	7.5
	Base	401	477	187	214	101	177	123	252	225	120	211	146
In the neighbourhood you live	Poor: 1-3	2%	5%	5%	0%	4%	2%	2%	5%	6%	6%	8%	
	4-7	18%	30%	16%	21%	27%	15%	15%	29%	31%	33%	31%	25%
	Excellent: 8-10	80%	65%	80%	79%	69%	83%	83%	67%	63%	60%	61%	75%
Total	Mean	8.3	7.7	8.2	8.4	8.0	8.4	8.5	7.7	7.6	7.6	7.4	8.0
	Base	401	477	187	214	101	177	123	252	225	120	211	146

Mean ratings based on a scale from 1 to 10 with 1=Poor and 10=Excellent

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
Which of the following have you accessed in the past 12 months?	Internet	81%	99%	81%	82%	98%	88%	57%	99%	100%	100%	99%	100%
	Facebook	48%	71%	43%	52%	67%	50%	29%	63%	80%	94%	69%	56%
	Twitter	9%	22%	8%	10%	16%	10%	2%	20%	26%	44%	20%	8%
	None	19%	1%	19%	18%	2%	12%	43%	1%	0%		1%	
Total	Responses	628	923	281	347	184	283	161	460	464	285	399	239
	Base	401	477	187	214	101	177	123	252	225	120	211	146

Column percentages may exceed 100% because multiple responses given

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Which of the following City of Penticon online services have you accessed in the past 12 months?	"City of Penticon Website"	55%	85%	50%	59%	80%	59%	27%	86%	84%	82%	88%	83%		
	"Online mapping service"	23%	22%	20%	26%	27%	27%	14%	26%	18%	24%	27%	13%		
	None	22%	12%	23%	21%	16%	24%	24%	12%	13%	12%	9%	17%		
	"MyCity"	13%	17%	11%	15%	16%	15%	8%	13%	21%	17%	16%	19%		
	Have not accessed the Internet in past 12 months	19%	1%	19%	18%	2%	12%	43%	1%	0%		1%			
	"City Facebook page"	4%	12%	3%	4%	4%	5%	1%	8%	16%	22%	11%	6%		
	"City Twitter account"	1%	2%	1%	0%	2%	0%		3%	1%	5%	2%			
Total	Responses	544	724	240	305	148	253	144	379	345	196	326	202		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Column percentages may exceed 100% because multiple responses given

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Have you read the City Newsletter inserted into your utility bill?	"Yes"	63%	66%	65%	62%	53%	60%	77%	65%	67%	53%	67%	75%		
	"No"	37%	34%	35%	38%	47%	40%	23%	35%	33%	47%	33%	25%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
In general, how do you feel about the amount of information provided by the city?	"Too much information provided"	1%	2%	2%	0%		2%	1%	1%	2%		3%	2%		
	"Adequate information provided"	69%	43%	68%	70%	74%	67%	68%	49%	36%	38%	47%	40%		
	"Too little information provided"	23%	38%	24%	22%	16%	25%	25%	33%	44%	41%	35%	40%		
	"Not Sure"	7%	17%	6%	8%	10%	6%	6%	16%	18%	21%	15%	17%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
How do you learn about local government issues?	"Newspaper"	75%	73%	74%	75%	65%	77%	79%	72%	74%	57%	74%	84%		
	"TV"	30%	44%	34%	27%	22%	33%	32%	43%	45%	34%	39%	58%		
	"Word of mouth-neighbors, friends"	22%	48%	22%	22%	26%	19%	23%	46%	51%	56%	53%	36%		
	"Internet, Online news, blog"	11%	40%	12%	11%	18%	12%	5%	44%	35%	52%	41%	28%		
	"Radio"	13%	35%	15%	12%	10%	15%	13%	33%	36%	42%	33%	32%		
	"City website"	6%	27%	4%	7%	12%	5%	1%	27%	29%	22%	27%	32%		
	"City publication"	6%	12%	6%	5%	6%	6%	5%	13%	10%	11%	14%	10%		
	"Social media -Facebook, Twitter"	1%	12%	0%	1%	2%	0%		8%	17%	26%	11%	4%		
	"Direct mail to home"	1%	7%	1%	2%	2%	1%	2%	7%	8%	5%	7%	10%		
	"Contact City staff"	1%	7%	2%			1%	2%	8%	6%	3%	10%	6%		
	"Don't learn about government issues"	4%	2%	2%	5%	4%	4%	3%	2%	3%	6%	1%	2%		
	"Community Association"	0%	3%	0%	0%		1%		3%	3%	4%	5%			
	City Council meetings	1%	1%	1%	1%		2%			2%		0%	2%		
	"Don't know"	0%	0%		0%			1%	1%			1%			
Total	Responses	681	1369	324	356	166	312	203	724	645	345	596	427		
	Base	401	439	187	214	101	177	123	236	203	109	189	141		

Column percentages may exceed 100% because multiple responses given

		Total		Methodology									
		Phone	Web	Telephone						Web-survey			
				Gender		Age			Gender		Age		
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+
What do you think is the MOST important environmental concern facing the City of Penticton?	"Water quality-rivers, lakes"	20%	28%	24%	16%	16%	22%	20%	25%	31%	22%	26%	35%
	"Water supply"	18%	17%	19%	17%	20%	17%	17%	17%	18%	21%	18%	14%
	"Wildlife"	8%	17%	6%	9%	6%	5%	13%	17%	18%	17%	13%	24%
	"Wildfires"	8%	16%	6%	9%	12%	8%	6%	20%	12%	20%	14%	16%
	"Not sure, none"	13%	11%	11%	14%	10%	12%	16%	13%	9%	12%	8%	14%
	"Recycling, garbage, landfills"	10%	13%	10%	10%	14%	11%	5%	16%	10%	17%	15%	8%
	"Over development, preservation of land"	6%	15%	4%	7%	4%	7%	5%	12%	18%	14%	11%	20%
	"Air quality"	9%	9%	8%	9%	10%	7%	10%	8%	10%	5%	8%	14%
	"Climate change-greenhouse gas reduction, global warming"	3%	7%	4%	2%	4%	4%	1%	8%	7%	9%	7%	6%
	"Improve public transit"	1%	7%	0%	2%		1%	2%	8%	5%	8%	6%	6%
	"Invasive plants"		5%						6%	5%	4%	5%	6%
	"Fish habitat"	1%	4%	1%	1%	4%	0%		3%	5%	9%	4%	
	"Pine beetle"	1%	3%	2%		2%	0%	1%	4%	3%	6%	3%	2%
	"Penticton Creek"	0%	4%		1%		1%		4%	3%	1%	5%	4%
	"Too many cars"	1%	3%	2%	0%		1%	2%	4%	2%	5%	3%	
	"Endangered species"	0%	2%		0%			1%	2%	3%	7%	2%	
	Other	2%		2%	2%		3%	2%					
Total	Base	401	461	187	214	101	177	123	240	221	116	201	143

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
In which areas of the City of Penticton would you like to see development occur?	"Downtown"	74%	57%	76%	73%	84%	72%	70%	52%	63%	58%	58%	54%		
	"North and South gateways to the city"	47%	31%	49%	45%	53%	45%	44%	30%	33%	33%	29%	33%		
	"Hillside lands and bench area"	34%	19%	34%	34%	43%	36%	23%	24%	14%	14%	21%	21%		
	"Cherry Lane area"	33%	17%	36%	31%	41%	31%	29%	14%	20%	29%	17%	6%		
	"Skaha Lake waterfront"	27%	12%	29%	25%	45%	22%	18%	11%	13%	16%	12%	8%		
	"Okanagan Lake waterfront"	23%	14%	29%	19%	31%	22%	18%	14%	14%	18%	14%	10%		
	"None"	7%	11%	6%	8%		10%	8%	9%	13%	10%	9%	13%		
Total	Responses	982	766	481	501	301	423	258	385	380	214	340	211		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

Column percentages may exceed 100% because multiple responses given

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
If faced with the following choices, what would you advise the City to do?	"Improve services with higher taxes"	14%	22%	13%	14%	16%	14%	12%	22%	23%	28%	24%	15%		
	"Maintain current level of service and taxes"	78%	56%	77%	79%	76%	77%	82%	55%	58%	47%	53%	69%		
	"Reduce level of service with lower taxes"	7%	7%	8%	6%	8%	8%	6%	9%	5%	7%	10%	4%		
	"No opinion, not sure"	1%	14%	1%	1%		2%		14%	14%	18%	13%	12%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
Given a limited budget, which of the following 2 infrastructure improvements would you prefer?	"Downtown revitalization"	74%	44%	72%	77%	80%	73%	72%	40%	47%	49%	43%	40%	
	"Waterfront revitalization"	16%	10%	17%	14%	16%	17%	14%	14%	7%	10%	10%	12%	
	"Both equally important"	4%	18%	4%	4%	4%	4%	5%	17%	19%	22%	20%	12%	
	"Neither"	4%	26%	5%	3%		4%	6%	29%	24%	19%	25%	35%	
	"Not sure"	2%	2%	2%	2%		2%	3%	1%	3%	1%	2%	2%	
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146	

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
Which of the following should the City of Penticton do to increase revenue?	Increase penalties for bylaw infractions	82%	72%	77%	86%	88%	79%	80%	68%	77%	69%	70%	79%	
	Increase user fees for non-residents at City facilities	63%	66%	64%	63%	71%	59%	64%	69%	63%	65%	68%	63%	
	Increase user fees	33%	31%	37%	29%	33%	31%	34%	38%	23%	24%	33%	35%	
	Charge for parking in more areas	19%	23%	19%	19%	18%	21%	17%	27%	18%	26%	25%	17%	
	Increase parking fees	14%	23%	15%	13%	16%	15%	11%	29%	15%	23%	23%	21%	
	Increase property taxes	17%	17%	16%	17%	18%	18%	14%	19%	15%	20%	18%	13%	
	None	5%	10%	6%	4%		6%	8%	12%	7%	11%	11%	8%	
Total	Responses	935	1152	437	498	245	408	282	662	491	284	522	346	
	Base	401	477	187	214	101	177	123	252	225	120	211	146	

Column percentages may exceed 100% because multiple responses given

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Do you follow the city budgeting process?	"Yes"	31%	46%	38%	26%	26%	34%	33%	51%	40%	29%	55%	46%		
	"No"	68%	36%	61%	73%	74%	65%	66%	31%	41%	58%	31%	25%		
	"No opinion, not sure"	1%	18%	1%	1%		1%	2%	18%	19%	13%	14%	29%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
How many years have you lived in the City of Pentiction?	1-5 years	13%	14%	10%	16%	16%	12%	12%	13%	15%	20%	12%	12%		
	6-10 years	14%	17%	11%	17%	20%	15%	9%	18%	16%	25%	15%	13%		
	11 thru 20 years	25%	22%	26%	25%	31%	25%	20%	22%	22%	17%	24%	23%		
	21 thru 30 years	20%	22%	21%	19%	18%	20%	21%	26%	18%	32%	20%	17%		
	31 thru 40 years	18%	12%	23%	13%	16%	15%	23%	9%	17%	6%	14%	15%		
	41+ years	10%	12%	10%	10%		13%	15%	12%	13%		15%	19%		
Total	Mean years	22.3	22.0	23.6	21.2	17.1	22.6	26.2	21.3	22.7	15.7	22.7	26.0		
	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology											
		Phone	Web	Telephone						Web-survey					
				Gender		Age			Gender		Age				
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+		
Do you rent or own your home?	"Own"	81%	81%	79%	83%	68%	86%	85%	84%	77%	66%	85%	87%		
	"Rent"	19%	19%	21%	17%	32%	14%	15%	16%	23%	34%	15%	13%		
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146		

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
Which of the following age groups do you fall into?	"18-19"	0%	0%		1%	2%				0%	1%			
	"20 – 39"	25%	25%	22%	27%	98%			19%	31%	99%			
	"40 – 64"	44%	44%	44%	44%		100%		49%	38%		100%		
	"65+"	31%	31%	35%	27%			100%	31%	30%			100%	
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146	

		Total		Methodology										
		Phone	Web	Telephone						Web-survey				
				Gender		Age			Gender		Age			
				Male	Female	18-39	40-64	65+	Male	Female	18-39	40-64	65+	
Gender	"Male"	47%	53%	100%		40%	46%	52%	100%		40%	59%	54%	
	"Female"	53%	47%		100%	60%	54%	48%		100%	60%	41%	46%	
Total	Base	401	477	187	214	101	177	123	252	225	120	211	146	