

DISCOVERY RESEARCH



LAKE COUNTRY

Life. The Okanagan Way.

2015 Lake Country Community Survey

Detailed Report on Findings

Prepared For: *District of Lake Country*

Prepared By: *Discovery Research*

Date: *May 2015*

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Executive Summary

In May 2015, 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. 593 surveys were completed and mailed back, giving a response rate of 40%.

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

Ninety-seven percent of respondents were very satisfied (65%) or somewhat satisfied (32%) with their quality of life in Lake Country. Sixty-five percent were very satisfied (17%) or somewhat satisfied (48%) with the municipal services they received for the taxes they pay.

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

Fifteen percent felt the best reason for living in Lake Country is a small town atmosphere-quiet, peaceful, not crowded. A further 14% 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

Nineteen percent of Respondents felt the single biggest opportunity for improving Lake Country were transportation related improvements such as improving roads, sidewalks, road maintenance, parking, streetlights and a bypass route. Fifteen percent felt there was room for improvement with development of the downtown area.

One-quarter support creating Heritage Center

Only 27% feel the District of Lake Country should be actively pursuing the creation of a publically-funded arts, cultural and heritage center.

Three-out-of-four support organizing destination events

Seventy-five percent felt the District of Lake Country should consider organizing destination events in the community. The most popular themes were music and concerts, harvest season and food.

Most support high density development in urbanized areas

Seventy percent would accept medium to high density developments in urbanized areas to preserve the rural character and agriculture lands outside these areas.

Agricultural is important to Lake Country

Eighty-nine percent felt that agriculture contributes to the quality of life in Lake Country and 76% felt that agriculture contributes to the economic stability of Lake Country.

Funding increases

Sixty-seven percent would like to see increased funding for parks and trails, 62% percent would like increased funding for health services and 59% would like increased funding for recreational services.

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Introduction

In May of 2015, 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 budgeting decisions for the upcoming years.

Discovery Research, an independent consulting firm, was retained to conduct the 2015 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.

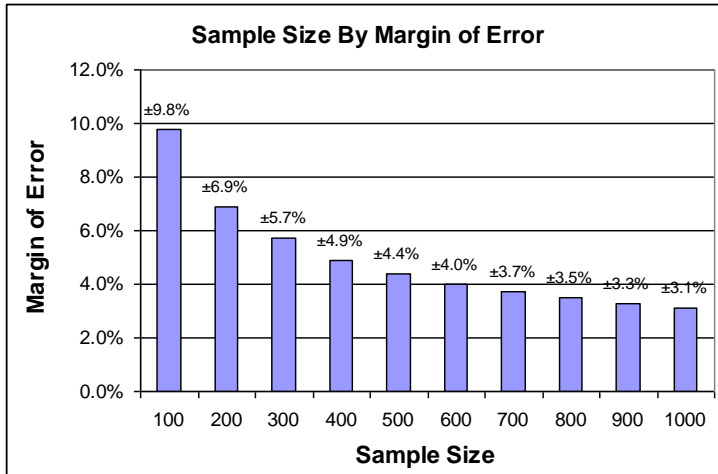
Objectives

The 2015 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 2015. The random sample was generated such that each residence in Lake Country had an equal opportunity of being selected for the research. We received 593 surveys mailed back, giving a response rate of **40%**.



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

Statistics generated from a sample size of 593 will be accurate within $\pm 4.0\%$, 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 63 completed online surveys. Online surveys results can be seen in Appendix 2. Online surveys were not included in the results reported in this report.

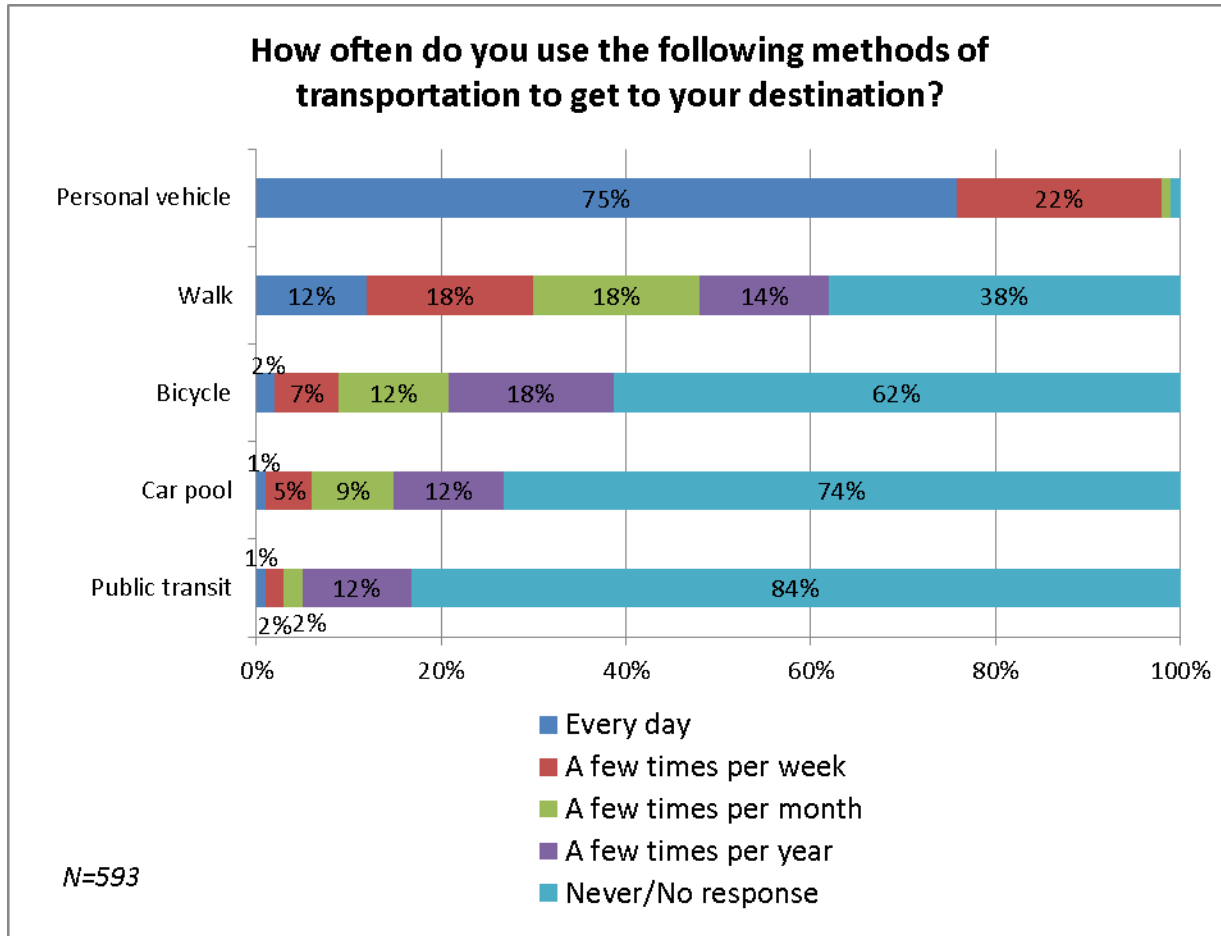
Weighting

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

Age	Population from 2011 Census	Unweighted Sample	Weighted Sample
19-39	31%	12%	31%
40-59	42%	41%	42%
60+	27%	47%	27%

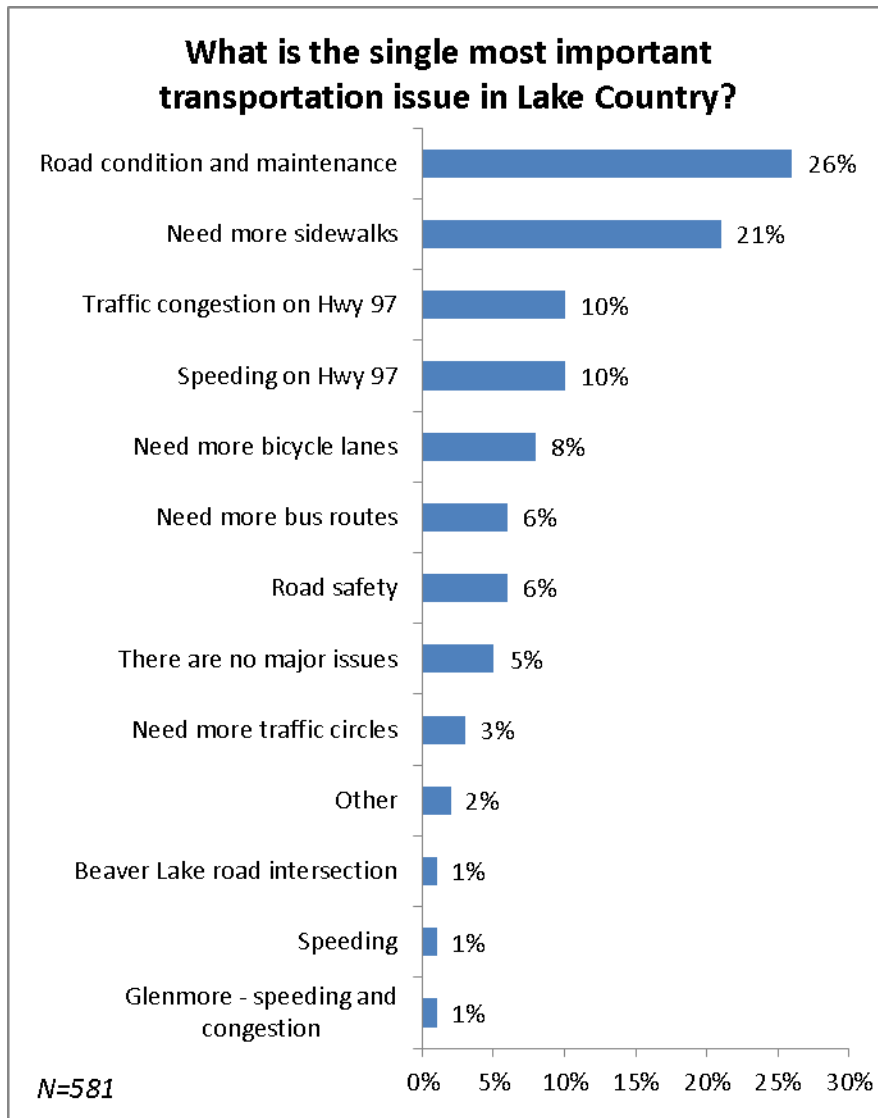
Section 1 – Roadways and Transportation

Q1. Transportation method usage



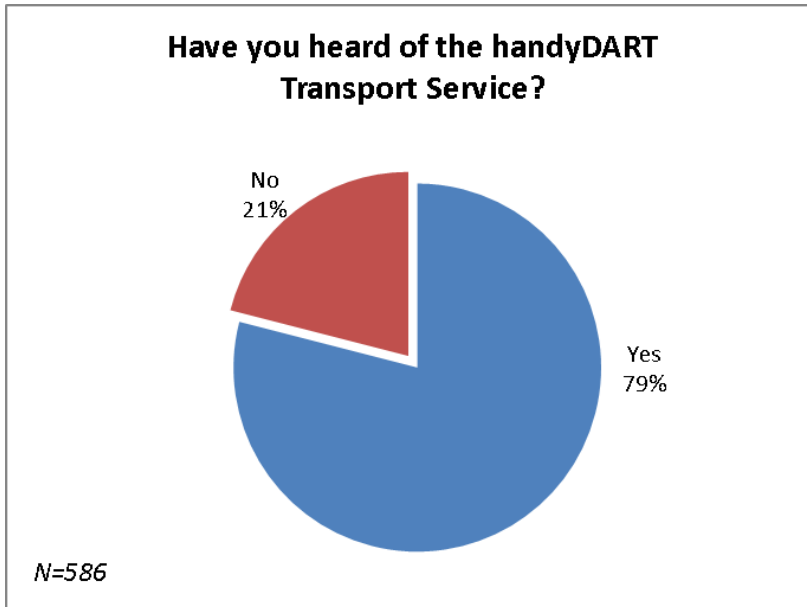
Seventy-five percent of Lake Country Residents use a *personal vehicle every day* and **12%** *walk every day*. Eighty-four percent *never use public transit*, **74%** *never carpool*, and **62%** *never use a bicycle* as a method of transportation.

Q2. Most important transportation issue



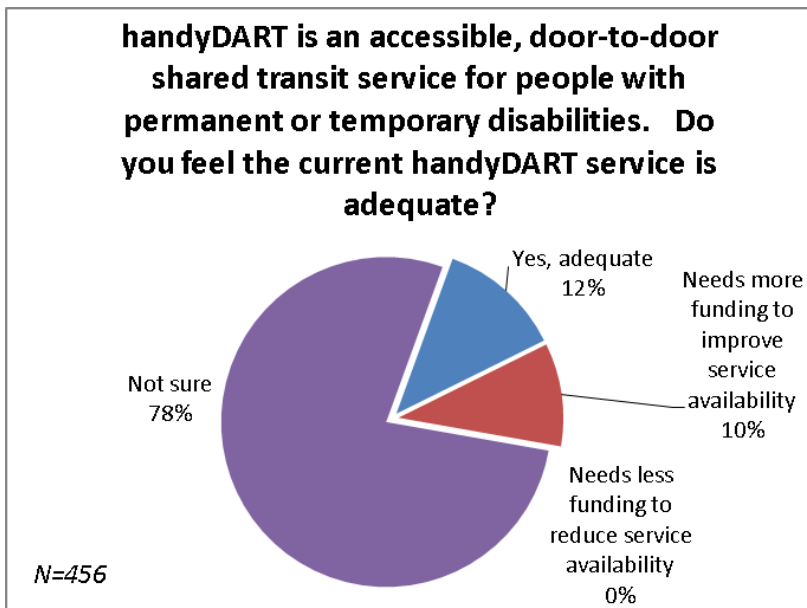
Road condition and maintenance was the most important roadways and transportation issue (**26%**). The second most important issue was *needing more sidewalks* (**21%**). *Highway 97 congestion* and *speeding on Hwy 97* were important issues each cited by **10%** of respondents.

Q3. Aware of handyDART service



Seventy-nine percent of Residents were *aware of the handyDART service*.

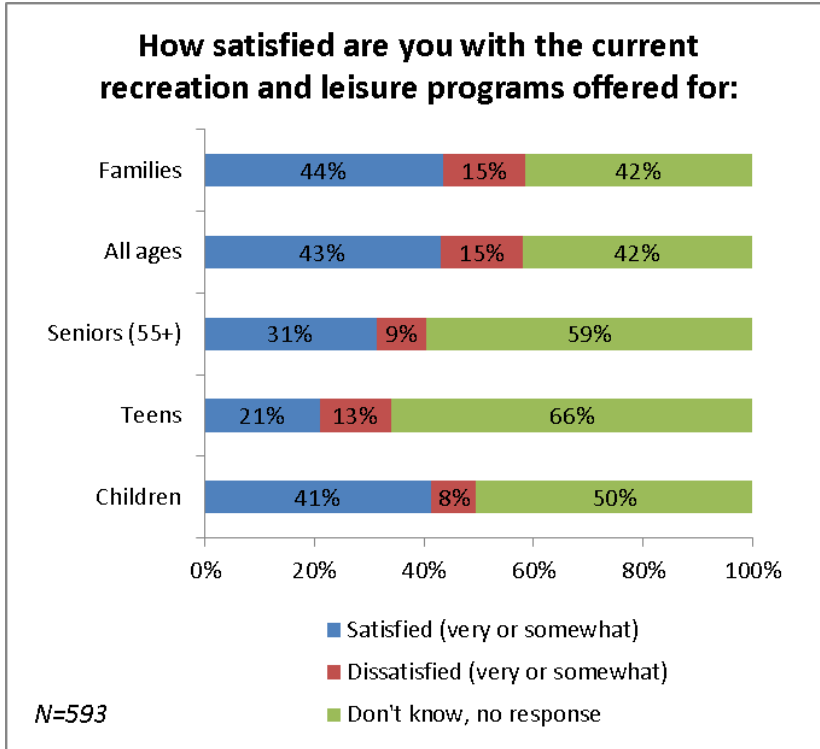
Q4. Is handyDART service adequate?



Among the 456 respondents who had heard of the handyDART service, **12%** felt the service is *adequate* and **10%** felt the service *needs more funding to improve service availability*. The majority (**76%**) were *not sure* if the handyDART service is adequate.

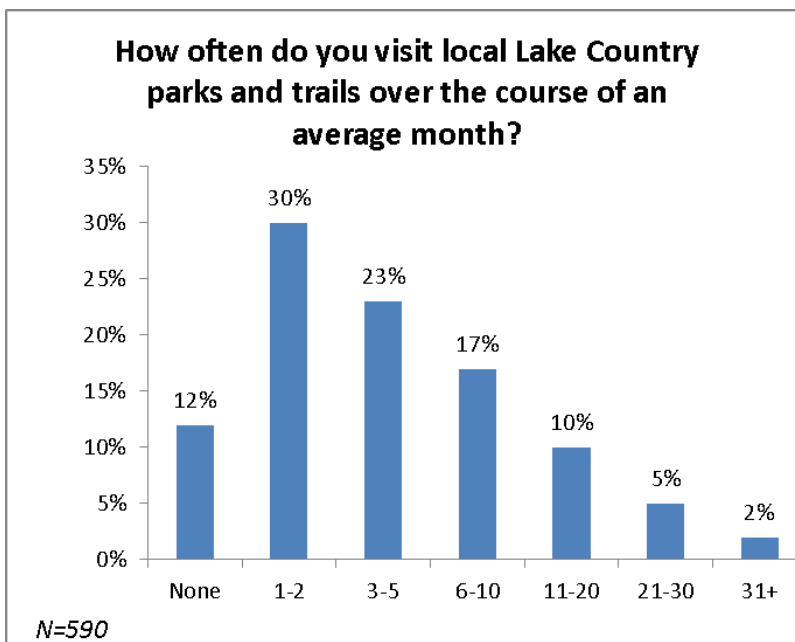
Section 2 – Parks, Recreation and Cultural Services

Q5. Satisfaction with programs



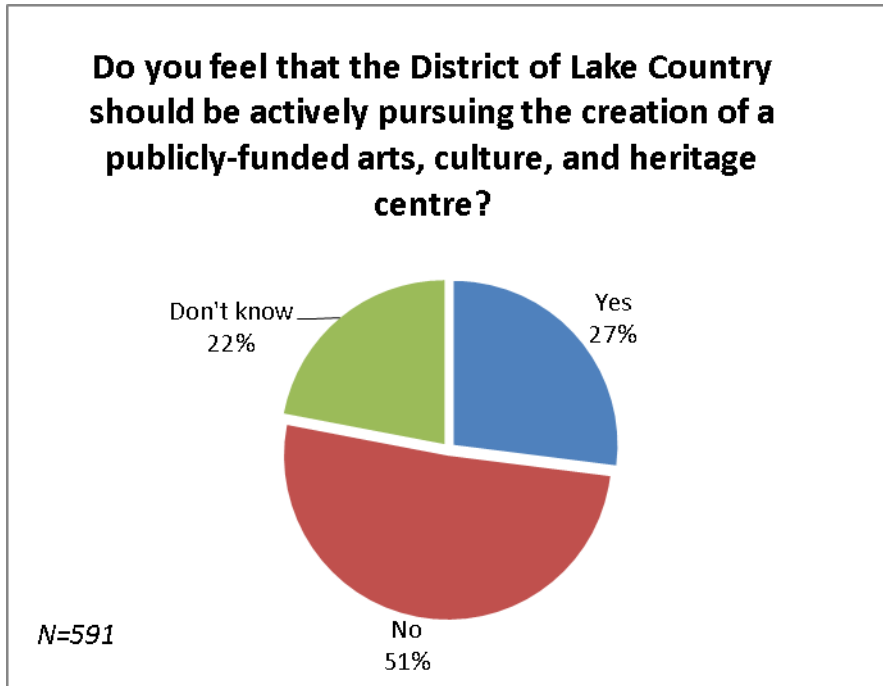
Forty-four percent of respondents are *very* or *somewhat satisfied* with the current recreation and leisure programs offered for *Families*. A large percentage of respondents (over 40%) could not provide a satisfaction rating for the current recreation and leisure programs offered for the various age groups.

Q6. Visiting parks and trails



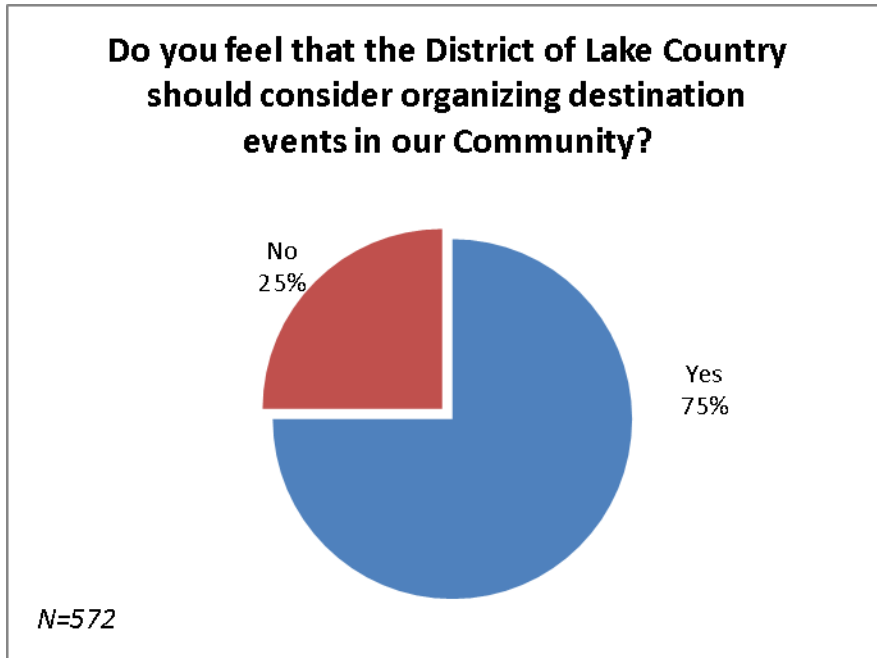
Eighty-eight percent of Residents visit Lake Country parks and trails *at least once per month*. Thirty percent visit parks and trails *1-2 times per month* and **23%** visit *3-5 times per month*.

Q7. Arts, culture and heritage centre



Only **27%** feel the District of Lake Country should be actively pursuing the creation of a publicly-funded arts, culture and heritage centre.

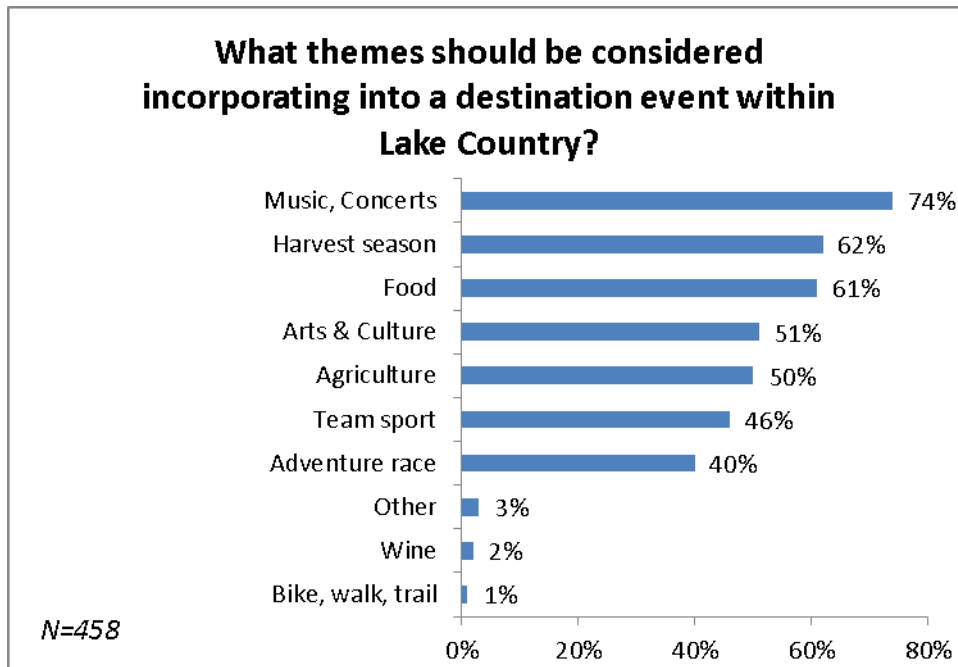
Q8. Destination events



Seventy-five percent felt the District of Lake Country *should consider organizing events in the community.*

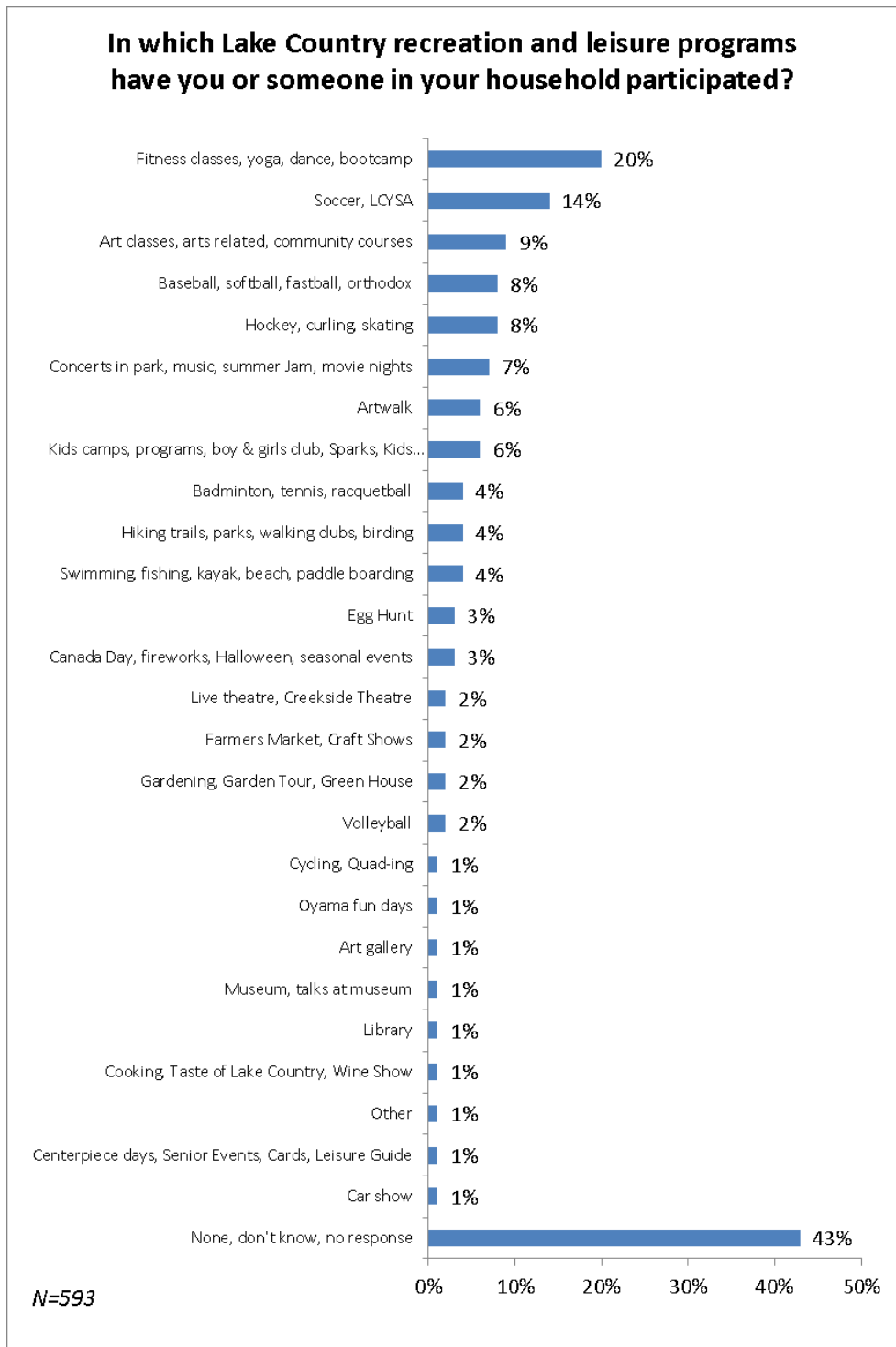
Among respondents aged 19-29, **88%** want organized destination events compared to **61%** of respondents aged 60+.

Q9. Themes for destination events



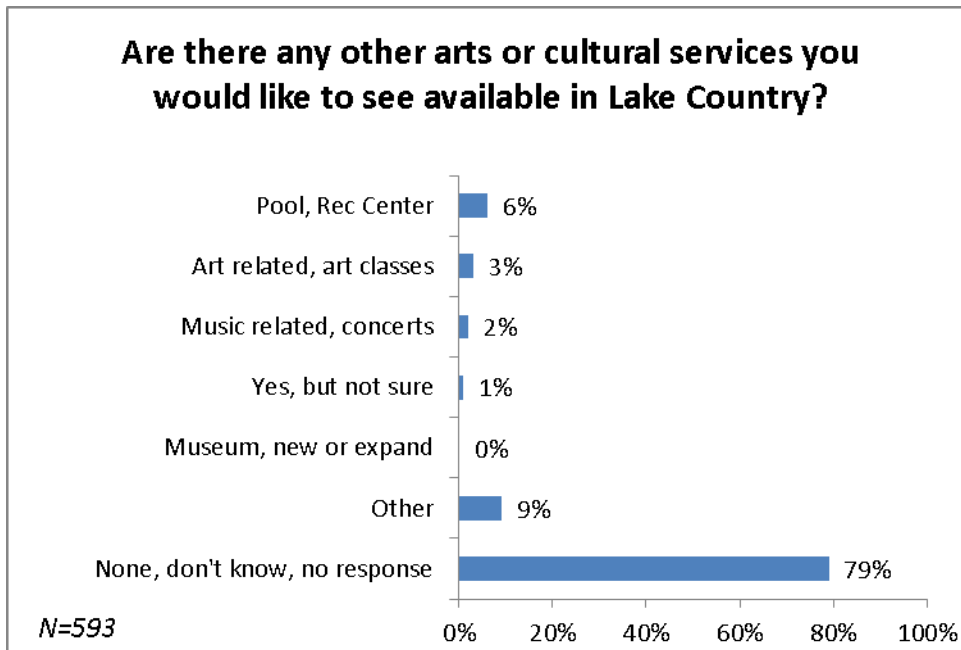
Among the 431 respondents who were interested in destination events, **74%** want *music events or concerts*, **62%** want a *harvest season themed event* and **61%** want a *food themed event*.

Q10. Recreation and leisure program participation



Fifty-seven percent of respondents had someone in their household participate in Lake Country recreation programs. The most common programs provided by respondents were *fitness classes, yoga, dance, and bootcamp (20%), soccer (14%) and art classes, art related, art courses (9%)*.

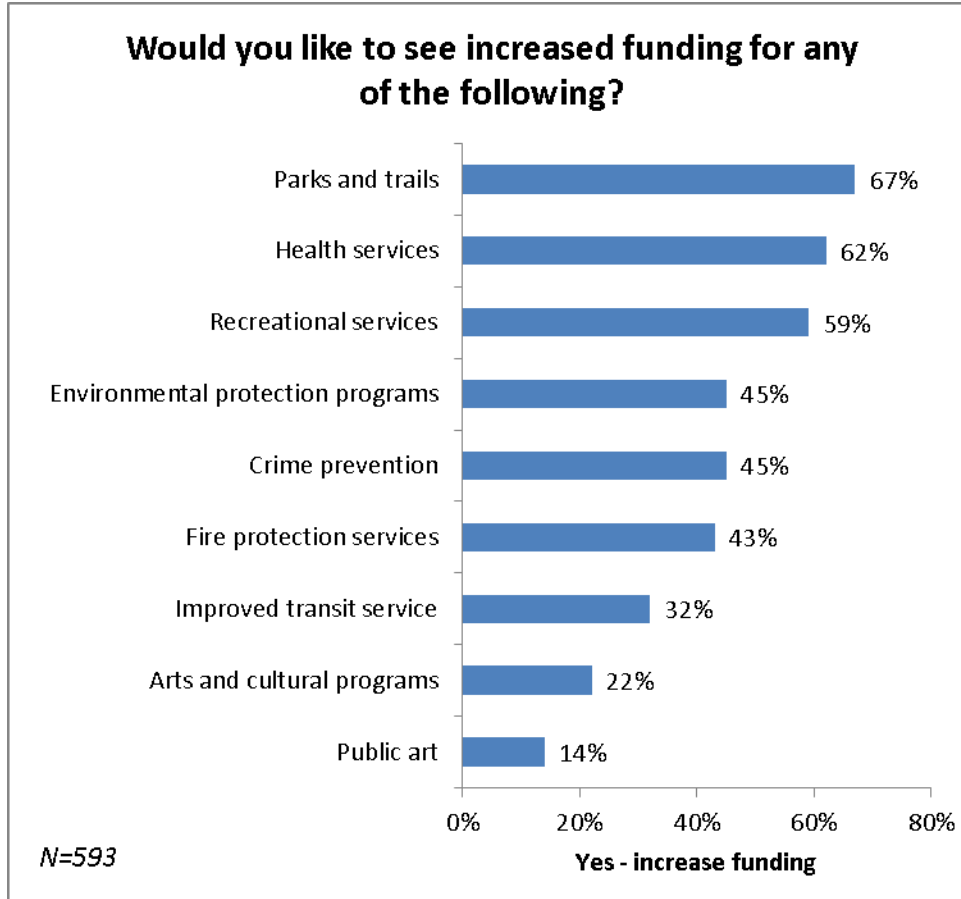
Q11. Possible other recreation and leisure programs



Six percent wanted to see a *new pool or recreation centre* in Lake Country. The majority (**79%**) could not think of any addition programs.

Section 3 – Setting Priorities

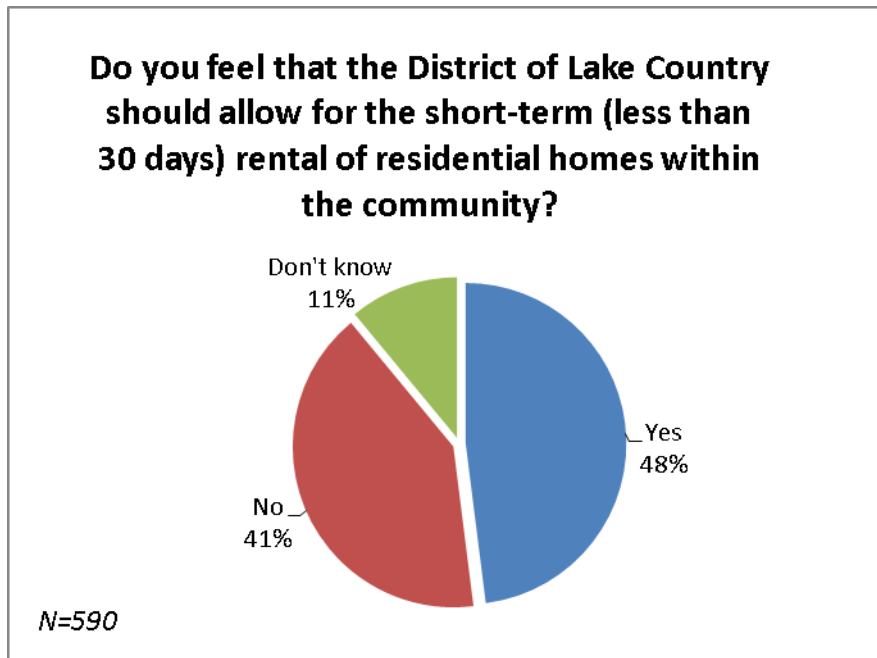
Q12. Increasing funding



Sixty-seven percent would like to see increased funding for *parks and trails*. Younger age groups were more likely to want funding increases for parks and trails (**87%**) compared to those over 60 (**49%**).

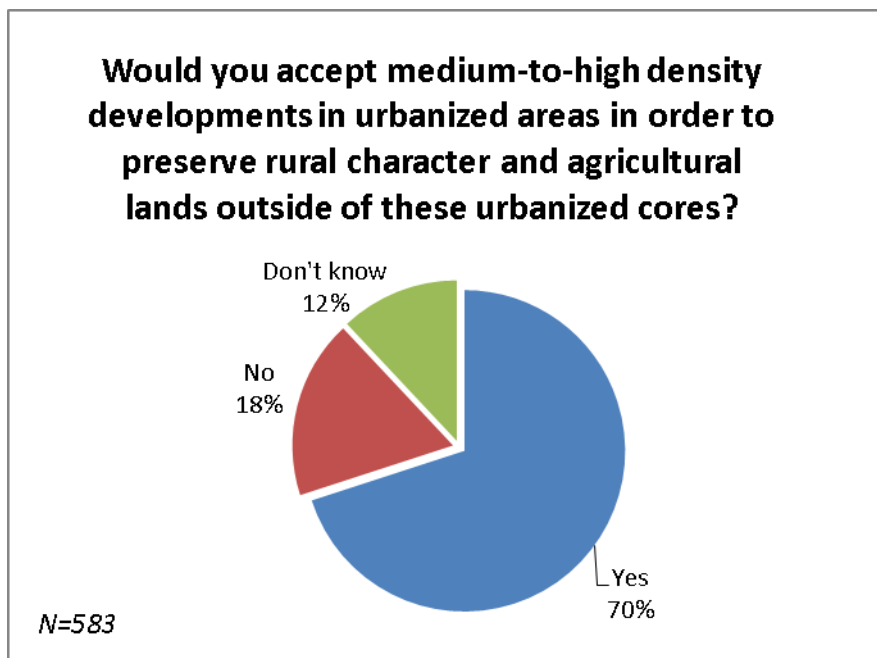
Sixty-two percent want funding increases to *health services* and **59%** recommended increasing funding to *recreational services*.

Q13. Short term home rental



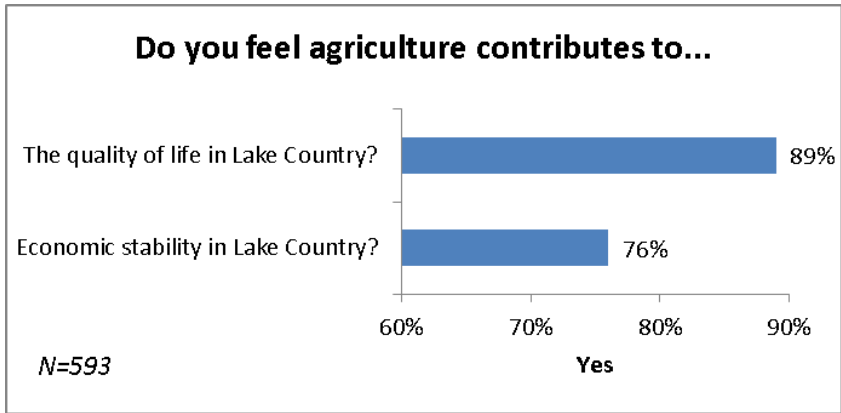
Forty-eight percent felt the District should allow short term rental of residential homes and **41%** felt it should not be allowed.

Q14. Medium to high density developments



Seventy percent would accept medium to high density developments in urbanized areas to preserve the rural character and agriculture lands outside these areas.

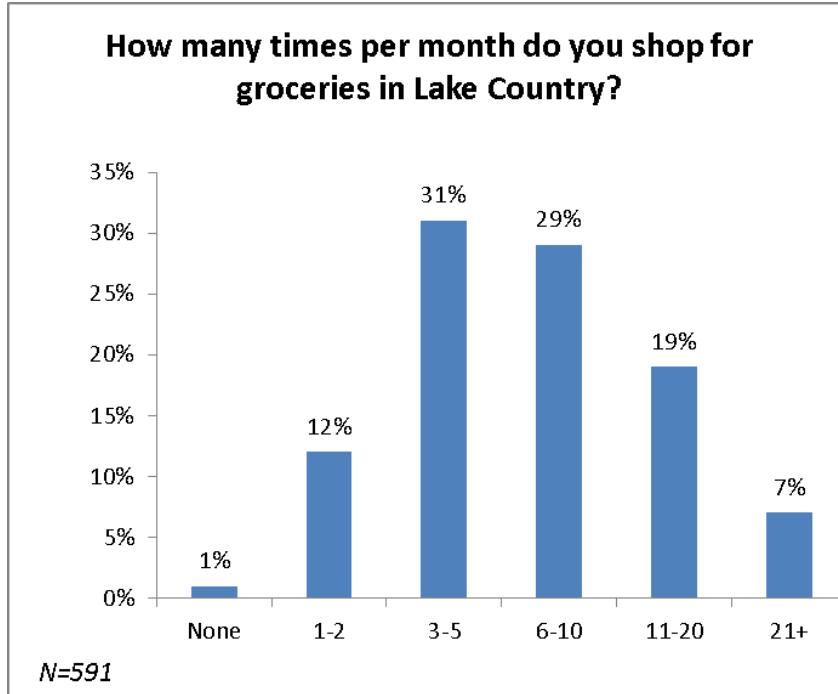
Q15. Contribution of agriculture



The vast majority, **89%** feel that agriculture contributes to the quality of life in Lake Country and **76%** feel that agriculture contributes to economic stability in Lake Country.

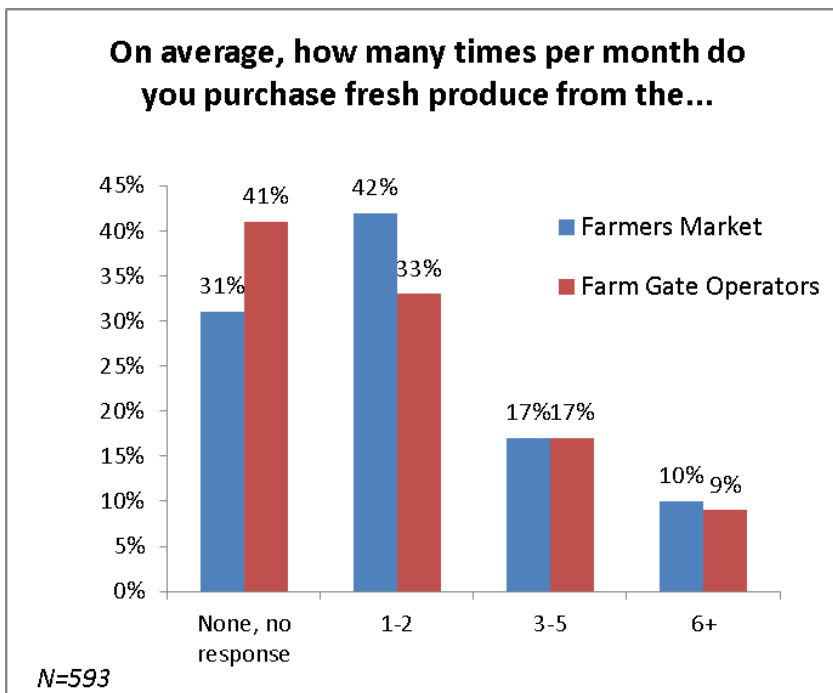
Section 4 – Shopping Local

Q16. Grocery shopping in Lake Country



Thirty-one percent shop for groceries in Lake Country 3-5 times per month and 29% shop for groceries 6-10 times per month.

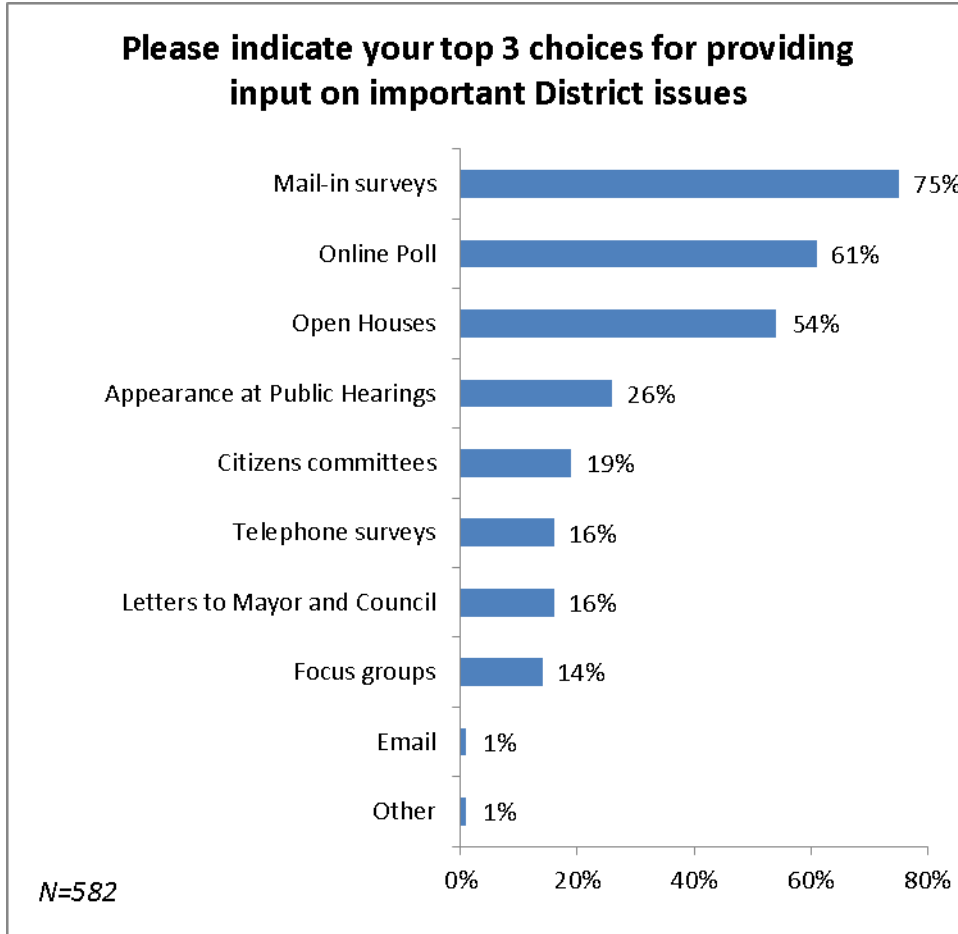
Q17. Fresh produce purchases



Sixty-nine percent shop for fresh produce at the farmers market at least once per month and 59% shop at Farm Gate Operators at least once per month.

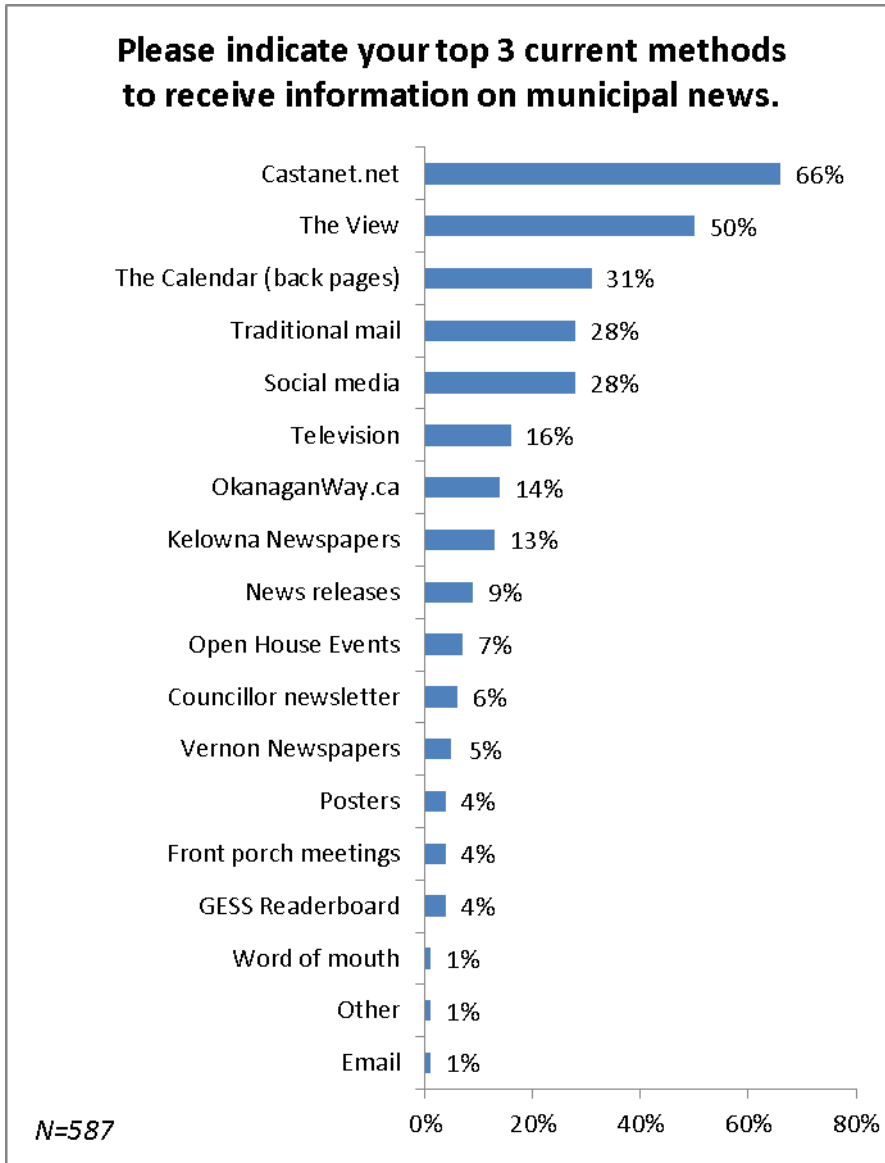
Section 5 – Communication/Public Consultation

Q18. Providing input to the District

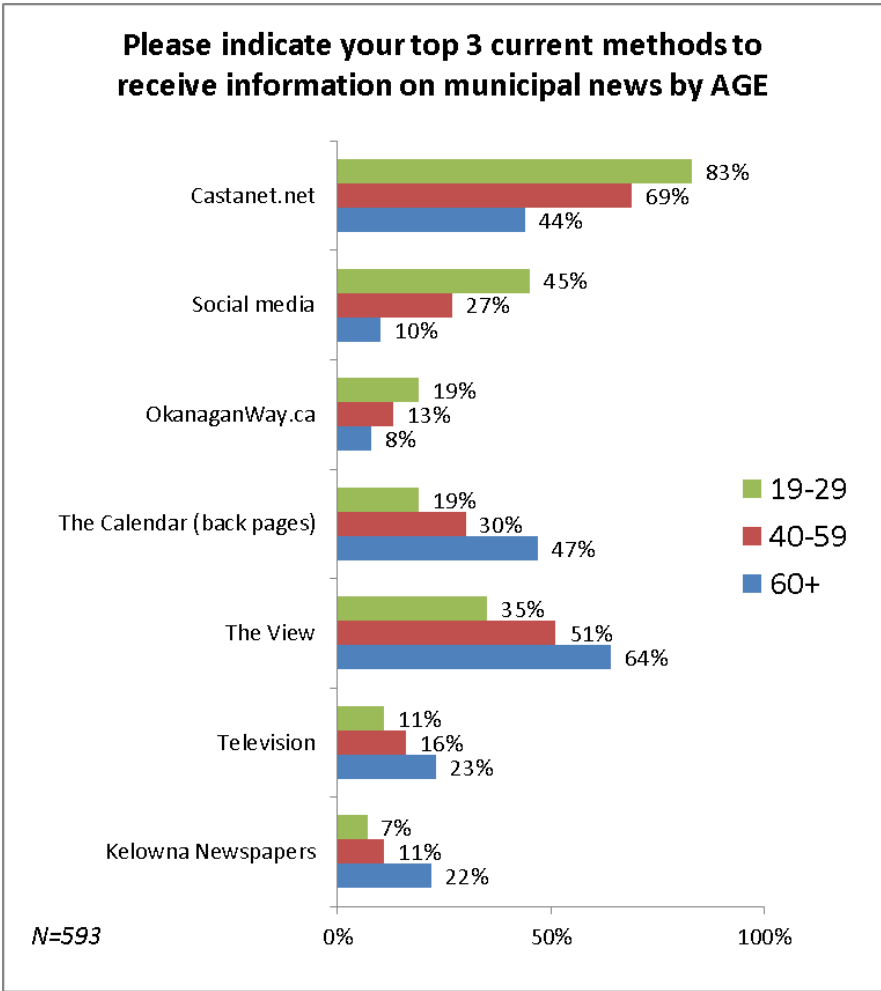


The top three choices for providing feedback to the District were *mail surveys (75%)*, *online poll (61%)*, and *open houses (54%)*.

Q19. Receiving information from District

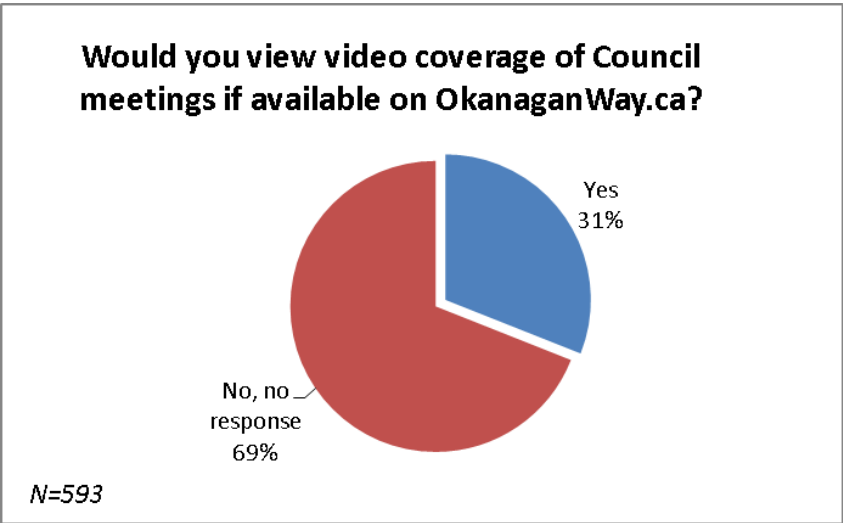


The most popular source of information for receiving information on municipal news is *Castanet.net* (66%), followed by the *View* (50%) and the *Calendar (back pages)* (31%).



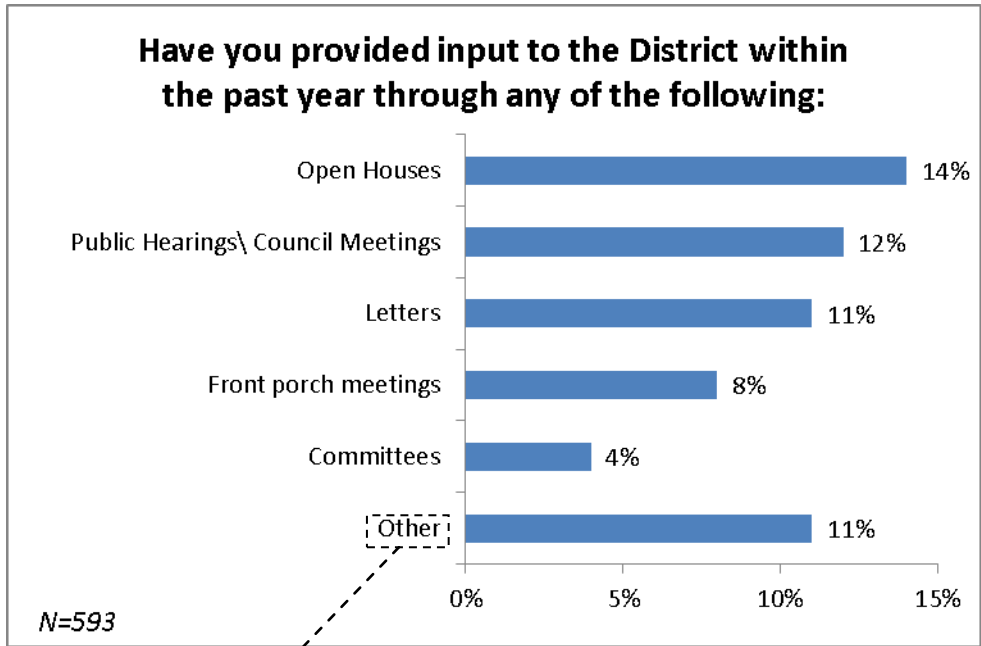
Respondents aged 19-29 were more likely to prefer online sources such as Castanet.net, social media and OkanaganWay.ca compared to older age groups who preferred traditional sources such as the Calendar, the View, television and newspapers.

Q20. Video coverage of Council meetings

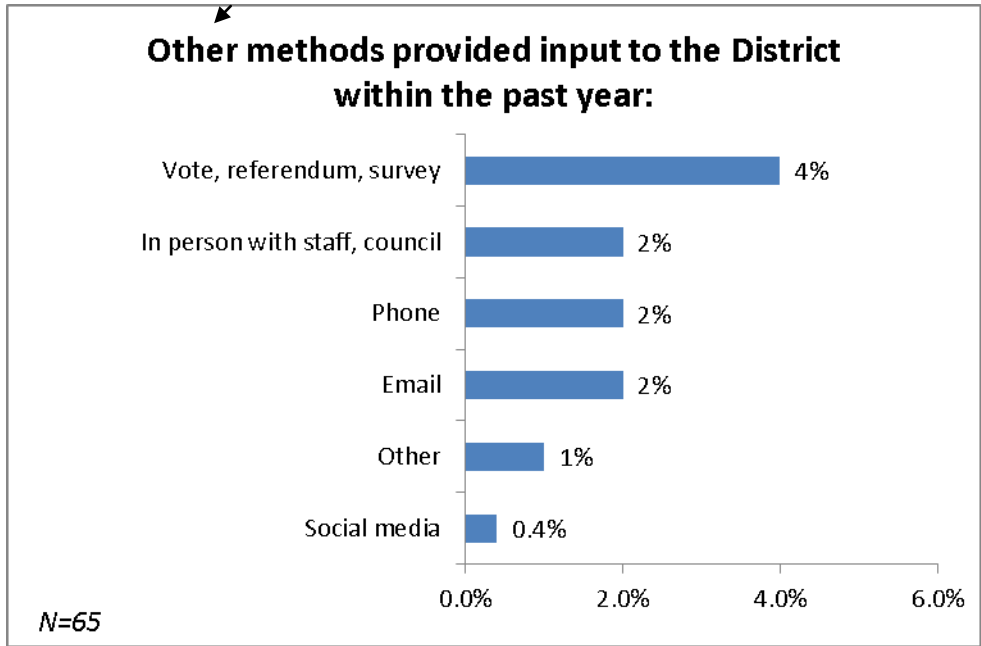


Thirty-one percent of respondents would view video coverage of council meetings if available on OkanaganWay.ca.

Q21. Provided input to the District



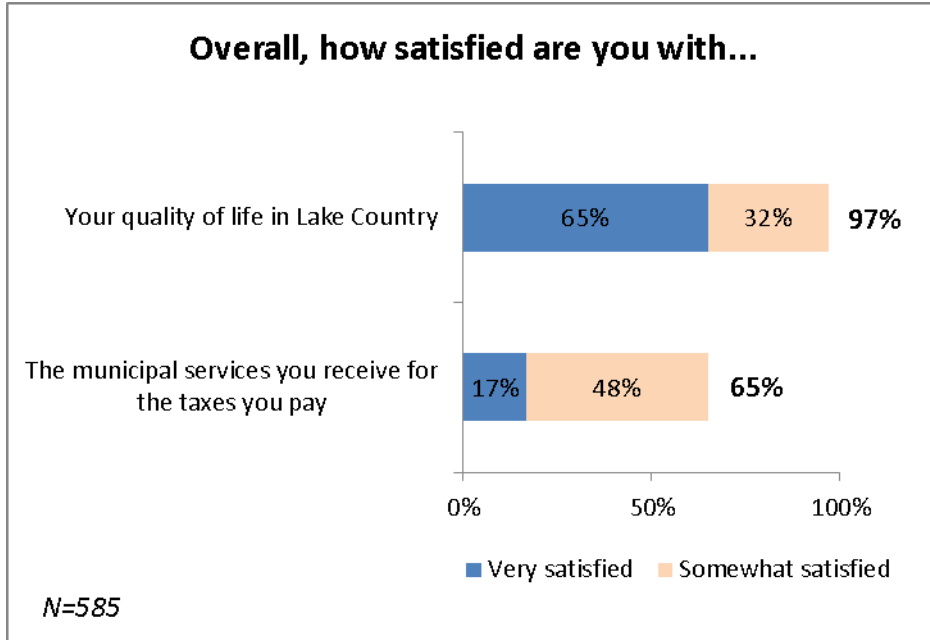
Fourteen percent had provided input to the District at *open houses* in the past year and **12%** indicated they had been at *public hearings/council meetings* in the last year.



Four percent provided input to the District by *voting* and **2%** provided input *in-person* with staff or Council.

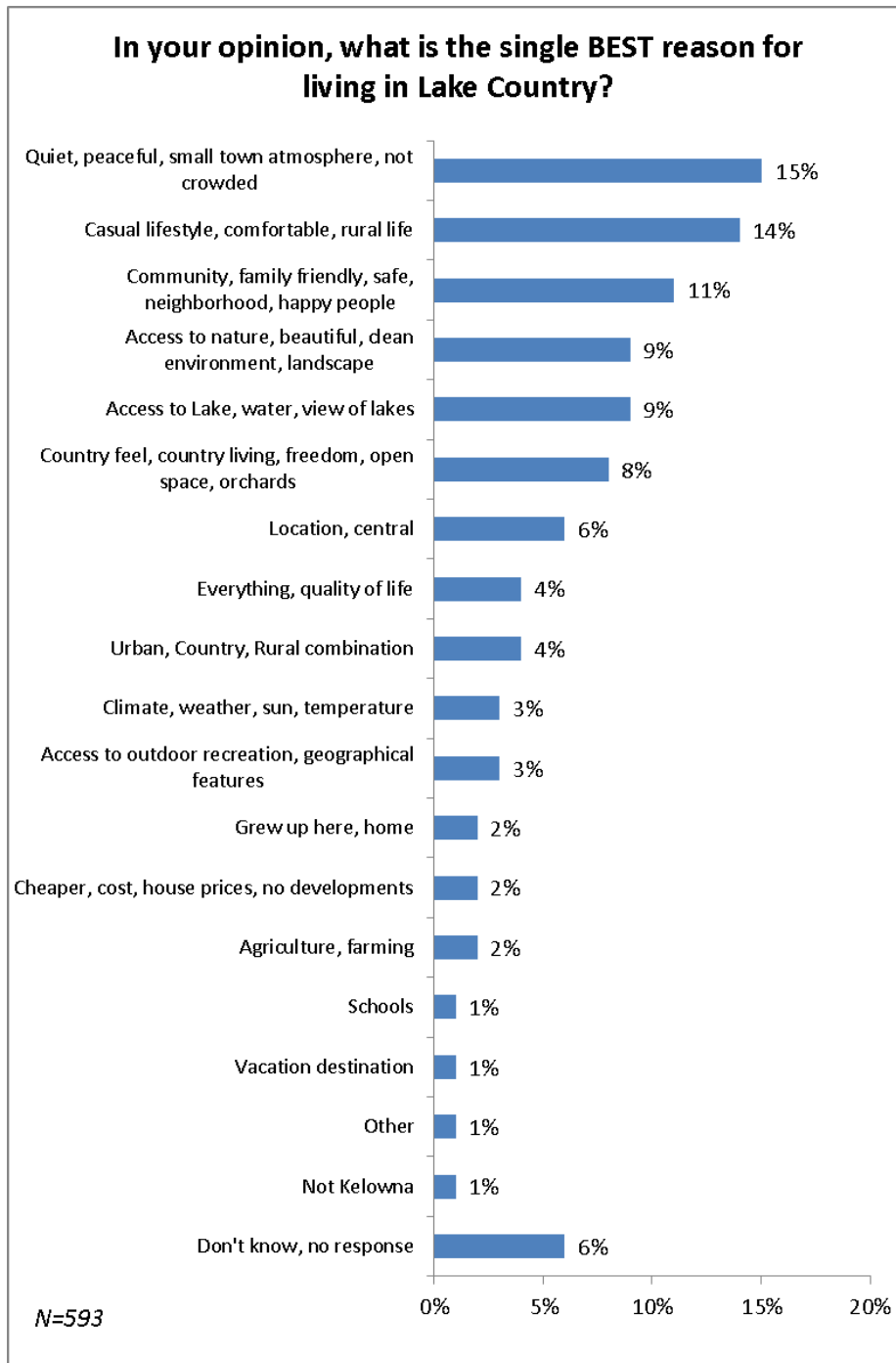
Section 6 – Overall

Q22. Overall Satisfaction



Ninety-seven percent of respondents were *very or somewhat satisfied* with the quality of life in Lake Country. Sixty-five percent were *very or somewhat satisfied* with the municipal services received for the taxes they pay.

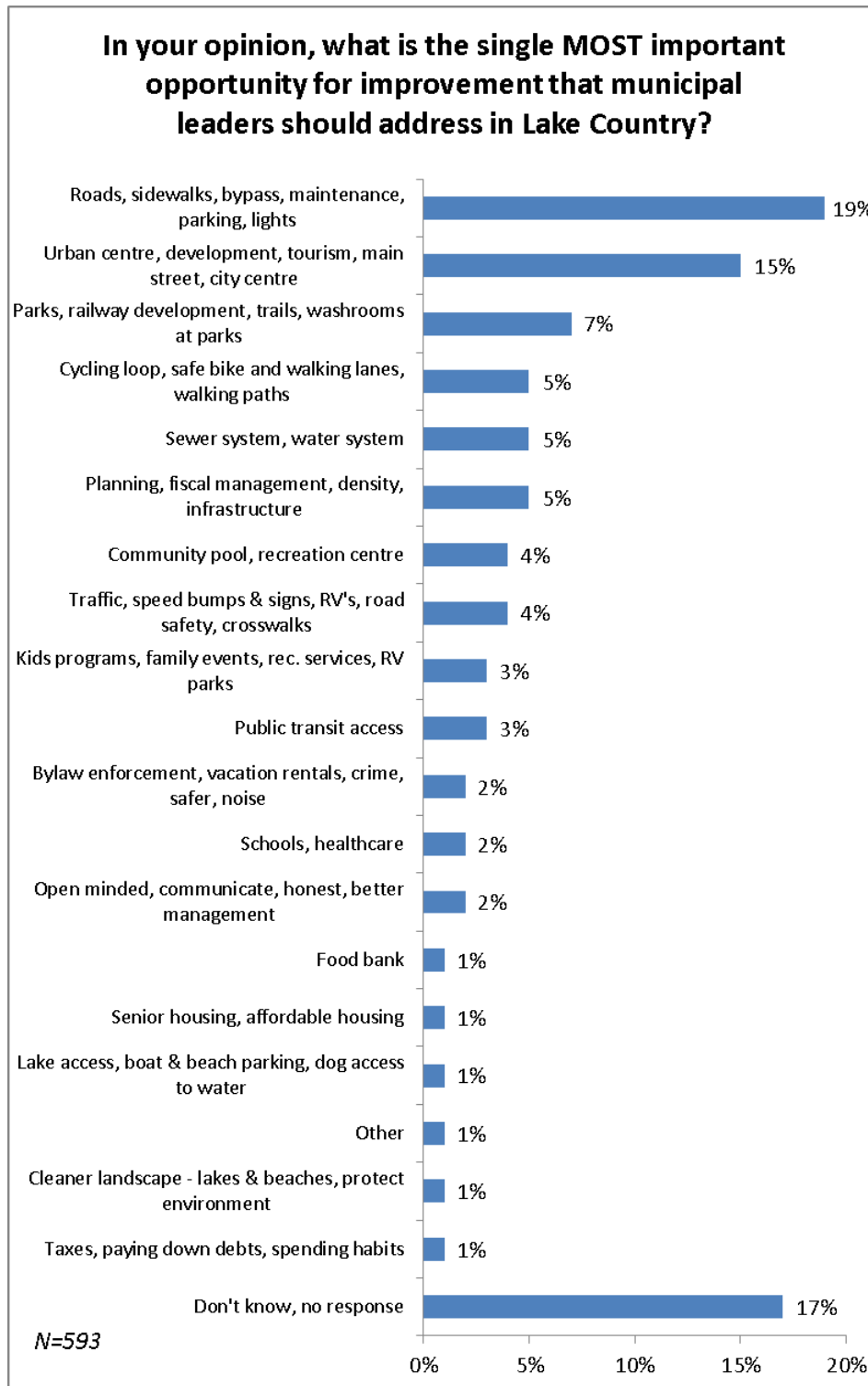
Q23. Best Reason for living in Lake Country



Fifteen percent of respondents felt the single best reason for living in Lake Country was that it is *quiet, peaceful, small town atmosphere and not crowded*. Fourteen percent listed a *casual lifestyle, comfortable, rural life* and **11%** stated *community, family friendly, safe, neighbourhood, and happy people*.

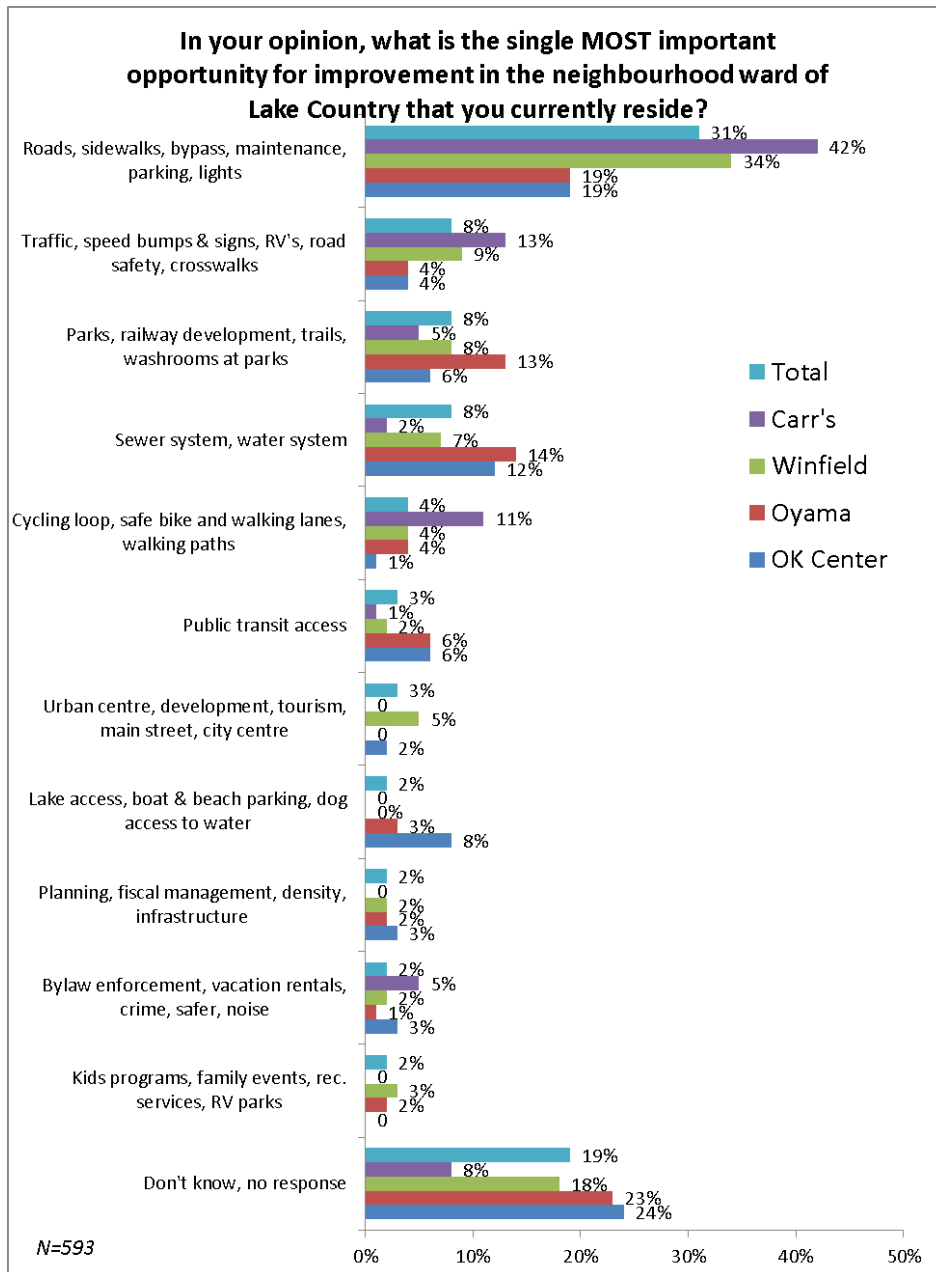
Furthermore, *access to nature* (9%) and *access to lakes* (9%) were also given as the best reason to live in Lake Country.

Q24. Most important opportunity for improvement in Lake Country



Nineteen percent felt the single most important opportunity for improvement was related to roadways and transportation (*roads, sidewalks, bypass, road maintenance, parking, street lights*). The second most important (**15%**) was related to *urbanization and development of the downtown area*. Seven percent felt the most important opportunity for improvement was related to *Parks*.

Q25. Most important opportunity for improvement in your Ward

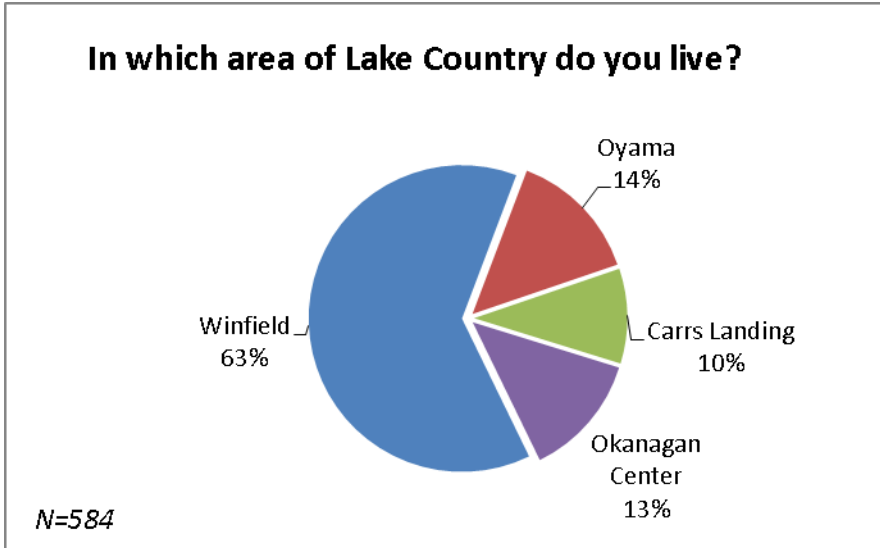


Among Carr’s Landing Residents, 42% felt roadways and transportation related issues were the most important area for improvement for their neighbourhood ward, compared to only 19% of Oyama and Okanagan Center Residents.

Compared to the other neighbourhoods, Oyama Residents were more likely to state *parks related issues (13%)* and *water related issues (14%)*.

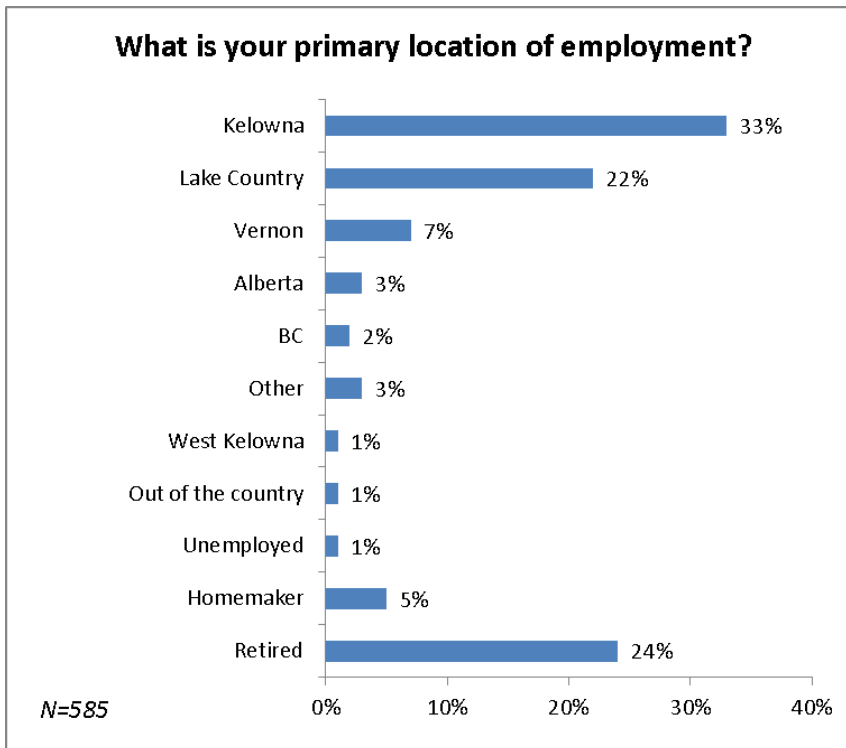
Section 7 – About you

Q26. Area of Lake Country



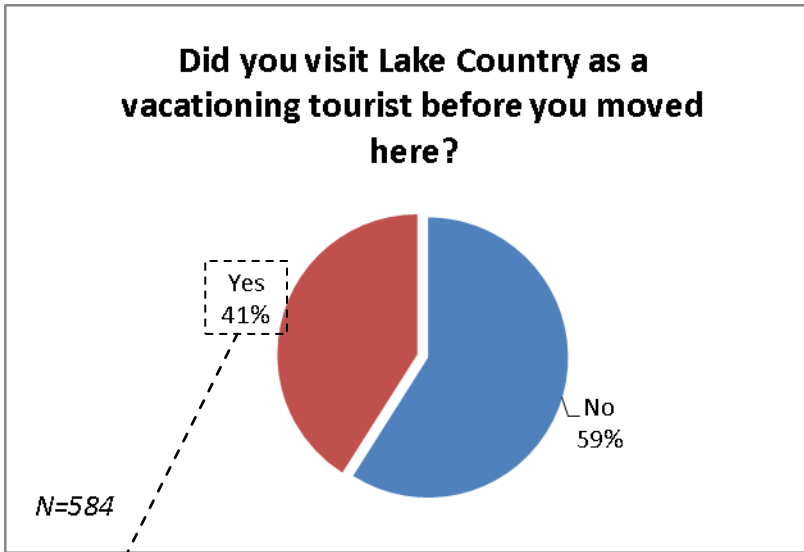
Sixty-three percent of the sample was from *Winfield*, **14%** from *Oyama*, **13%** from *Okanagan Center* and **10%** from *Carrs Landing*.

Q27. Employment location



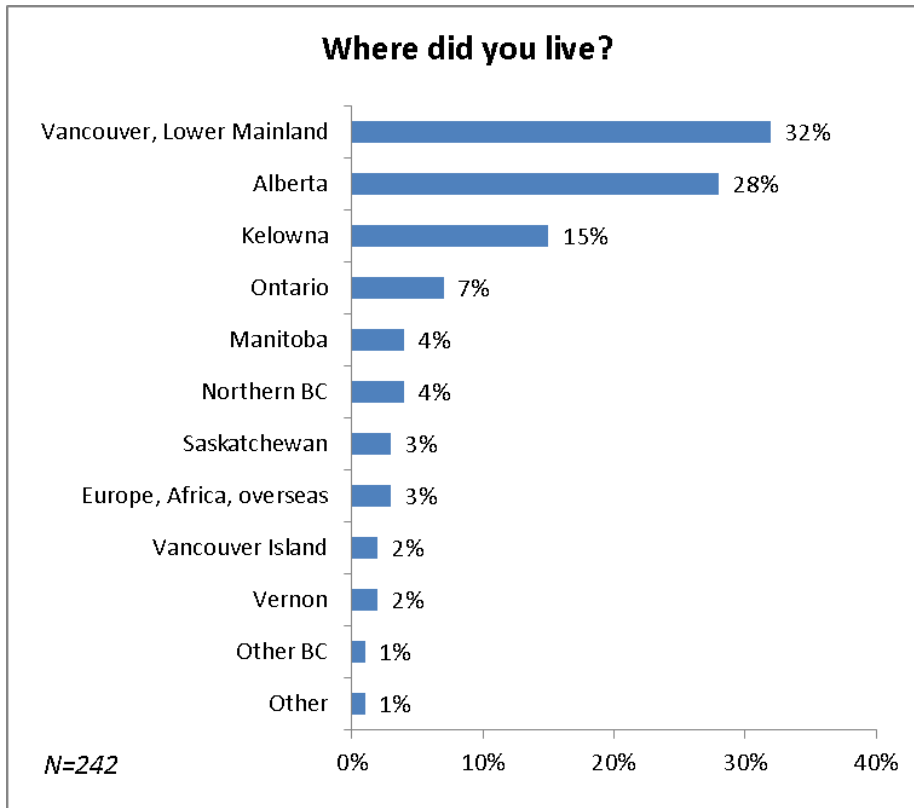
Thirty-three percent of respondents worked in *Kelowna* and **22%** worked in *Lake Country*.

Q28. Visit Lake Country before moving



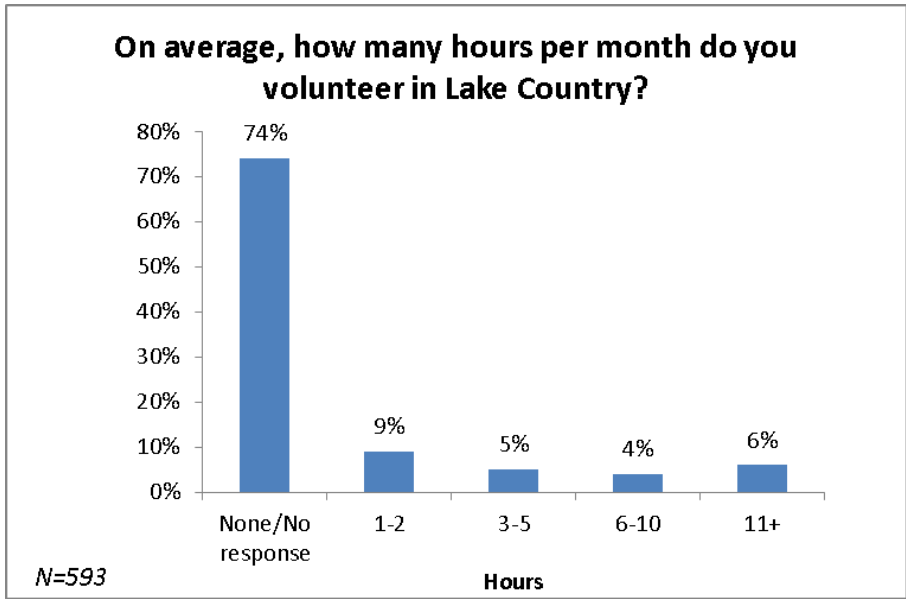
Forty-one percent visited Lake Country on vacation before they moved to Lake Country.

Location lived before Lake Country



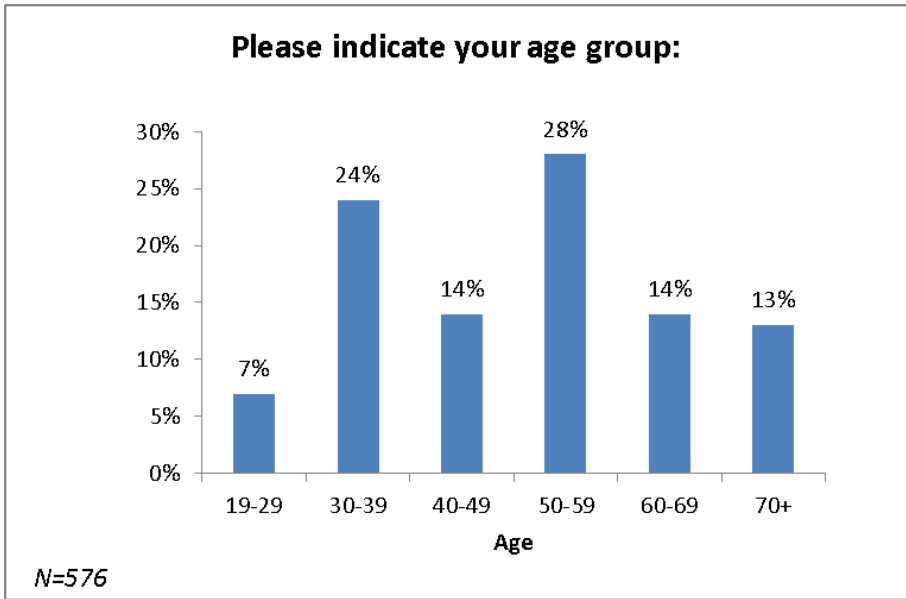
Among the 242 respondents who visited Lake Country on vacation before moving to Lake Country, 32% were living in Vancouver/Lower Mainland, 28% lived in Alberta and 15% lived in Kelowna.

Q29. Volunteering



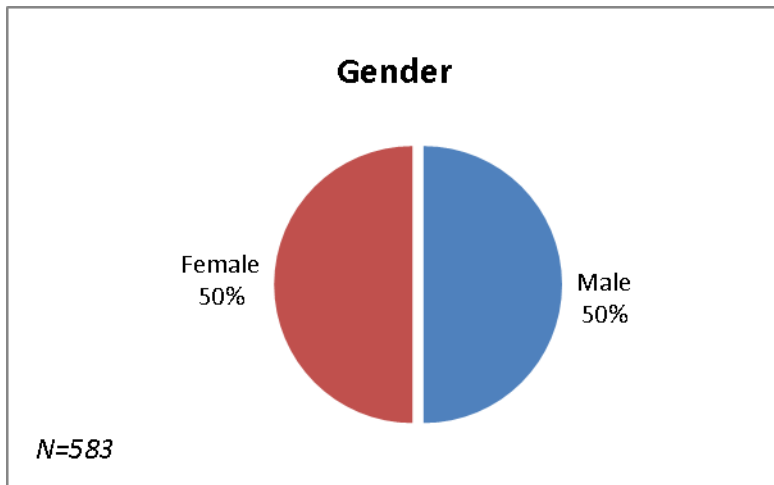
Twenty-six percent volunteer in Lake Country for at least 1 hour per month.

Q30. Age



Forty-two percent were aged 40-59 and 31% were aged 39 or less.

Q31. Gender



There was an equal split between males and females in the sample.

Appendices

Appendix 1 – Mailed Questionnaire and Cover Letter

Appendix 2 – Detailed Tables

Appendix 1 – Mailed Questionnaire and Cover Letter



**Municipal Hall
Mayor's Office**
10150 Bottom Wood Lake Road
Lake Country, BC V4V 2M1
Tel: 250-766-6670
Fax: 250-766-2903
mayorandcouncil@lakecountry.bc.ca

Dear Resident of Lake Country:

Re: Community Survey

You have been randomly selected to participate in the 2015 District of Lake Country Community Survey. This is your opportunity to provide feedback on community services, initiatives, and to help us plan for the future.

A total of 1,500 surveys have been mailed to residents throughout Lake Country; addresses were selected on a random sample basis. We sincerely hope that you participate. It's important that we receive responses from a wide range of residents. After all, the decisions Council makes will determine the facilities, services, and programs available to you and your family for many years to come.

Please take 15 minutes to complete the survey and return it in the postage-paid, pre-addressed envelope by May 29th, 2015. Respondents are guaranteed complete anonymity. Responses will be compiled by an independent firm and presented to the District in June. Results will also be available on the District of Lake Country website: www.lakecountry.bc.ca.

To show our appreciation, we are also offering a prize draw for respondents. If you wish to simply provide your name and telephone number at the bottom of the completed survey, you will be entered to win one of three prizes:

- \$300 gift certificate for SECA Marine (may be used for any product or service SECA offers).
- \$100 gift certificate to Route's Grill.
- \$100 gift certificate to L'Isola Bella Italian Restaurant.

If you have any questions regarding this survey please contact Jamie McEwan, Community Development Manager, at 250-766-5650, ext. 227.

Regards,

James Baker
Mayor

Encl.

LAKE COUNTRY

2015 Lake Country Community Survey



Please take a few minutes to share your thoughts on the programs and services offered by the District of Lake Country. Your input will help us make important decisions on future community investment, while improving our understanding of the values and priorities of Lake Country Residents. This survey is for all residents, and respondents are guaranteed complete anonymity.

Please return your survey in the enclosed postage-paid envelope by **May 29, 2015**. Thank you for your help!

Roadways & Transportation

1. How often do you use the following methods of transportation to get to destinations?

	Every day	A few times per week	A few times per month	A few times per year	Never
Personal vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What is the single most important transportation issue in Lake Country? [CHECK ONE ONLY]

Traffic congestion on Hwy 97	<input type="checkbox"/>	Need more bus routes	<input type="checkbox"/>
Speeding on Hwy 97	<input type="checkbox"/>	Need more bicycle lanes	<input type="checkbox"/>
Road condition and maintenance	<input type="checkbox"/>	Need more parking	<input type="checkbox"/>
Road safety	<input type="checkbox"/>	Need more sidewalks	<input type="checkbox"/>
Need more traffic circles	<input type="checkbox"/>	There are no major issues	<input type="checkbox"/>
Other:	<input type="checkbox"/>		

3. Have you heard of the *handyDART Transport Service*?

Yes
 No → IF 'NO', SKIP TO Q5

4. *handyDART* is an accessible, door-to-door shared transit service for people with permanent or temporary disabilities. Do you feel the current *handyDART* service is adequate?

Yes, adequate
 Needs more funding to improve service availability
 Needs less funding to reduce service availability
 Not sure

Parks, Recreation & Cultural Services

The District of Lake Country will be working towards the creation of a Parks and Recreation Master Plan. Please watch for municipal news and public engagement opportunities for you and your family to participate.

5. How satisfied are you with the current recreation and leisure programs offered for:

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors (55+)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All ages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How often do you visit local Lake Country parks and trails over the course of an average month?

None 11-20
 1-2 21-30
 3-5 31+
 6-10

7. Do you feel that the District of Lake Country should be actively pursuing the creation of a publicly-funded arts, culture, and heritage centre?

Yes No Don't know

Parks, Recreation & Cultural Services

8. Do you feel that the District of Lake Country should consider organizing destination events in our Community?

Yes
 No → IF 'NO', SKIP TO Q10

9. What themes should be considered incorporating into a destination event within Lake Country? [CHECK ALL THAT APPLY]

Team sport	<input type="checkbox"/>	Arts & Culture	<input type="checkbox"/>
Harvest season	<input type="checkbox"/>	Music, Concerts	<input type="checkbox"/>
Agriculture	<input type="checkbox"/>	Food	<input type="checkbox"/>
Adventure race	<input type="checkbox"/>	Other: _____	<input type="checkbox"/>
Not interested in destination events in Lake Country <input type="checkbox"/>			

10. In which Lake Country recreation and leisure programs have you or someone in your household participated?

None

11. Are there any other arts or cultural services you would like to see available in Lake Country?

None

Setting Priorities

Council will be looking to review and update the Official Community Plan in the next two years. Please watch for opportunities to be engaged with your entire family in this process, as it will shape the future development of Lake Country.

12. Would you like to see increased funding for any of the following?

	Yes	No	Uncertain
Arts and cultural programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental protection programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved transit service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire protection services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you feel that the District of Lake Country should allow for the short-term (less than 30 days) rental of residential homes within the community?

Yes No Don't know

14. Would you accept medium-to-high density developments in urbanized areas in order to preserve rural character and agricultural lands outside of these urbanized cores?

Yes No Don't know

15. Do you feel agriculture contributes to...

	Yes	No	Uncertain
The quality of life in Lake Country?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic stability in Lake Country?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE TURN OVER →

Shopping Local

16. How many times per month do you shop for groceries in Lake Country?
- None 6-10
 1-2 11-20
 3-5 21+
17. On average, how many times per month do you purchase fresh produce from the...
- None 1-2 3-5 6-10 11+
- Farmers Market
 Farm Gate Operators

Communications/Public Consultation

18. Please indicate your **top 3** choices for providing input on important District issues. [CHECK TOP 3 ONLY]
- Telephone surveys Mail-in surveys
 Citizens committees Focus groups
 Letters to Mayor and Council Open Houses
 Appearance at Public Hearings Online Poll
 Other: _____
19. Please indicate your **top 3** current methods to receive information on municipal news. [CHECK TOP 3 ONLY]
- OkanaganWay.ca Social media The Calendar (back pages)
 Open House Events Posters Youth Street Team
 The View Traditional mail Front porch meetings
 GESS Readerboard News releases Vernon Newspapers
 Castanet.net Television Kelowna Newspapers
 Councillor newsletter Other: _____
20. Would you view video coverage of Council meetings if available on OkanaganWay.ca?
- Yes No
21. Have you provided input to the District within the past year through any of the following:
- | | | |
|----------------------------------|--------------------------|--------------------------|
| | Yes | No |
| Committees | <input type="checkbox"/> | <input type="checkbox"/> |
| Letters | <input type="checkbox"/> | <input type="checkbox"/> |
| Open Houses | <input type="checkbox"/> | <input type="checkbox"/> |
| Front porch meetings | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Hearings/Council Meetings | <input type="checkbox"/> | <input type="checkbox"/> |
- Other (please specify): _____

Overall

22. Overall, how satisfied are you with...
- | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| | Very Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Very Dissatisfied |
| Your quality of life in Lake Country | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The municipal services you receive for the taxes you pay | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
23. In your opinion, what is the single BEST reason for living in Lake Country? [PROVIDE ONE REASON ONLY] Don't know
- _____
24. In your opinion, what is the single MOST important opportunity for improvement that municipal leaders should address in Lake Country? [PROVIDE ONE REASON ONLY] Don't know
- _____
25. In your opinion, what is the single MOST important opportunity for improvement in the neighbourhood ward of Lake Country that you currently reside? [PROVIDE ONE REASON ONLY] Don't know
- _____

About You

26. In which area of Lake Country do you live?
- Winfield
 Oyame
 Carrs Landing
 Okanagan Centre
27. What is your primary location of employment?
- Lake Country Homemaker
 Kelowna Unemployed
 West Kelowna Retired
 Vernon Other: _____
28. Did you visit Lake Country as a vacationing tourist before you moved here?
- No
 Yes → IF 'YES': Where did you live?
- Kelowna
 Vancouver/Lower Mainland
 Vancouver Island
 Northern BC
 Alberta
 Other: _____
29. On average, how many hours per month do you volunteer in Lake Country?
- None → IF 'NONE', SKIP TO Q30
 1-2
 3-5
 6-10
 11+
- If you volunteer, in what ways do you volunteer?

30. Please indicate your age group:
- | | | | |
|-------------|--------------------------|-------|--------------------------|
| 18 or under | <input type="checkbox"/> | 50-59 | <input type="checkbox"/> |
| 19-29 | <input type="checkbox"/> | 60-69 | <input type="checkbox"/> |
| 30-39 | <input type="checkbox"/> | 70+ | <input type="checkbox"/> |
| 40-49 | <input type="checkbox"/> | | |
31. Please indicate the gender with which you identify:
- Male
 Female

****Additional Suggestions or Comments****

THANK YOU FOR YOUR HELP!

Contest Entry

Completed surveys will be eligible for 1 of 3 prizes:

- \$300 Gift Certificate to SECA Marine (may be used for any SECA product or service)
- \$100 Gift Certificate to Route's Grill
- \$100 Gift Certificate to L'Isola Bella Restaurant

Name: _____ Phone: _____

Good Luck!

Appendix 2 – Detailed Tables

Banner Legend:

Question

Banner

Grand Total: Response percentages for all people answering Question

		Gender		Marital Status				Grand Total
		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.

ROADWAYS & TRANSPORTATION

How often do you use the following methods of transportation to get to your destination?

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Car's	OK Center
Personal vehicle	Every day	75%	78%	75%	76%	86%	79%	57%	81%	62%	59%	76%
	A few times per week	22%	21%	22%	22%	12%	20%	37%	17%	33%	39%	23%
	A few times per month	1%	1%	2%	0%	2%		3%	1%	2%		1%
	A few times per year	0%		0%				0%	0%			
	Never	0%		0%	0%			1%	0%	1%		
	No response	1%		1%	1%		1%	1%	0%	2%	2%	
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Public transit	Every day	1%	5%	0%	1%		2%	0%	1%	1%	2%	
	A few times per week	2%	3%	2%	1%	2%	2%	1%	2%		4%	
	A few times per month	2%	4%	2%	2%	2%	3%	2%	2%	1%	4%	2%
	A few times per year	12%	21%	12%	11%	19%	7%	10%	15%	6%	2%	9%
	Never	58%	66%	62%	54%	64%	62%	47%	59%	58%	54%	60%
	No response	26%		21%	31%	14%	24%	40%	22%	34%	33%	29%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Car pool	Every day	1%	4%	1%	1%		2%		1%		2%	3%
	A few times per week	5%	7%	7%	3%	11%	2%	1%	7%	2%		1%
	A few times per month	9%	18%	9%	9%	17%	6%	5%	12%	5%	2%	7%
	A few times per year	12%	16%	10%	15%	19%	11%	6%	14%	10%	11%	5%
	Never	46%	56%	51%	40%	39%	51%	45%	45%	47%	44%	52%
	No response	28%		23%	33%	14%	28%	42%	23%	35%	40%	33%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Bicycle	Every day	2%		3%	1%	2%	2%	1%	1%	5%	1%	2%
	A few times per week	7%	4%	8%	5%	10%	6%	4%	8%	8%	3%	2%
	A few times per month	12%	15%	10%	13%	22%	7%	6%	13%	8%	9%	11%
	A few times per year	18%	35%	21%	15%	28%	18%	9%	19%	22%	11%	14%
	Never	38%	47%	38%	37%	29%	43%	40%	37%	30%	40%	46%
	No response	24%		20%	29%	9%	24%	41%	22%	27%	36%	27%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Walk	Every day	12%	19%	11%	13%	14%	8%	16%	13%	12%	10%	14%
	A few times per week	18%	22%	18%	19%	24%	15%	17%	19%	16%	17%	19%
	A few times per month	18%	22%	20%	16%	22%	20%	10%	20%	10%	8%	22%
	A few times per year	14%	13%	14%	13%	17%	13%	10%	15%	17%	4%	10%
	Never	18%	26%	20%	16%	14%	22%	16%	17%	19%	31%	19%
	No response	20%		17%	23%	8%	21%	30%	18%	27%	30%	16%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
What is the single most important transportation issue in Lake Country?	Road condition and maintenance	26%	21%	27%	25%	19%	26%	35%	23%	32%	43%	23%
	Need more sidewalks	21%	30%	20%	22%	38%	18%	6%	27%	6%	13%	17%
	Speeding on Hwy 97	10%	9%	10%	10%	4%	10%	17%	11%	8%	9%	12%
	Traffic congestion on Hwy 97	10%	4%	11%	10%	6%	12%	10%	12%	10%	4%	9%
	Need more bicycle lanes	8%	4%	7%	10%	11%	7%	5%	6%	13%	12%	10%
	Road safety	6%	10%	6%	6%	5%	8%	4%	6%	7%	11%	1%
	Need more bus routes	6%	14%	4%	8%	3%	7%	8%	3%	9%	4%	12%
	There are no major issues	5%	2%	7%	3%	5%	4%	5%	4%	9%	1%	5%
	Need more traffic circles	3%		3%	3%	4%	2%	4%	4%		1%	5%
	Other	2%		3%	1%	3%	2%	2%	3%	1%		2%
	Glenmore - speeding and congestion	1%	5%	2%	0%	2%	1%	1%	1%			1%
	Speeding	1%		1%	1%		1%	1%		4%		1%
	Beaver Lake road intersection	1%		0%	1%		1%		0%			1%
	Need more parking	0%	1%	0%	0%		1%		0%			2%
	Noise	0%		0%	0%		1%	0%	0%		2%	
Total	Base	581	63	286	285	172	241	151	361	80	57	77

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Have you heard of the handyDART Transport Service?	Yes	79%	95%	79%	78%	76%	79%	82%	78%	82%	74%	78%
	No	21%	5%	21%	22%	24%	21%	18%	22%	18%	26%	22%
Total	Base	586	63	291	287	178	243	149	364	78	57	78

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
handyDART is an accessible, door-to-door shared transit service for people with permanent or temporary disabilities. Do you feel the current handyDART service is adequate?	Yes, adequate	12%	18%	14%	11%	10%	11%	17%	9%	23%	20%	11%
	Needs more funding to improve service availability	10%	23%	13%	8%	11%	9%	12%	11%	6%	9%	11%
	Needs less funding to reduce service availability	0%		1%			1%					2%
	Not sure	77%	59%	73%	81%	79%	80%	70%	80%	71%	71%	75%
Total	Base	456	60	230	220	135	188	123	283	65	42	58

Base: Respondents who are aware of handvDart

PARKS, RECREATION & CULTURAL SERVICES

How satisfied are you with the current recreation and leisure programs offered for:

		Total	Gender		Age			Region				
			Online	Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Children	Very satisfied	11%	11%	10%	13%	8%	11%	17%	9%	11%	14%	22%
	Somewhat satisfied	30%	38%	34%	26%	46%	27%	18%	34%	29%	21%	18%
	Somewhat dissatisfied	7%	7%	7%	8%	12%	7%	3%	9%	4%	4%	4%
	Very dissatisfied	1%		1%	2%	3%	1%	1%	2%	1%	1%	1%
	Don't know	36%	44%	33%	38%	26%	41%	37%	33%	33%	47%	42%
	No response	14%		15%	14%	5%	13%	24%	12%	21%	13%	14%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Teens	Very satisfied	5%	5%	4%	5%	2%	6%	6%	3%	6%	4%	12%
	Somewhat satisfied	16%	25%	19%	14%	14%	19%	15%	17%	17%	15%	14%
	Somewhat dissatisfied	9%	17%	11%	6%	11%	9%	6%	10%	5%	7%	6%
	Very dissatisfied	4%	4%	2%	5%	2%	6%	2%	4%	6%	3%	1%
	Don't know	50%	50%	47%	53%	62%	47%	43%	51%	43%	56%	53%
	No response	16%		16%	16%	7%	14%	28%	15%	23%	15%	13%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Seniors (55+)	Very satisfied	10%	10%	8%	12%	1%	10%	20%	7%	11%	14%	18%
	Somewhat satisfied	21%	43%	25%	17%	10%	19%	37%	19%	26%	27%	22%
	Somewhat dissatisfied	7%	4%	10%	4%	6%	7%	9%	7%	7%	9%	9%
	Very dissatisfied	2%	2%	1%	3%	1%	2%	4%	2%	4%	2%	4%
	Don't know	50%	41%	46%	54%	76%	50%	21%	56%	37%	41%	44%
	No response	9%		9%	10%	6%	12%	9%	10%	16%	7%	3%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
All ages	Very satisfied	10%	5%	8%	12%	7%	11%	11%	10%	8%	7%	15%
	Somewhat satisfied	33%	50%	36%	30%	37%	35%	27%	37%	29%	30%	24%
	Somewhat dissatisfied	14%	12%	15%	13%	21%	13%	7%	12%	21%	15%	12%
	Very dissatisfied	1%	2%	0%	3%	1%	2%	1%	1%	1%	1%	2%
	Don't know	30%	30%	30%	30%	30%	31%	29%	29%	28%	36%	36%
	No response	12%		11%	12%	3%	8%	25%	11%	13%	12%	12%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Families	Very satisfied	11%	10%	10%	12%	13%	9%	12%	9%	13%	11%	21%
	Somewhat satisfied	33%	37%	37%	29%	41%	35%	24%	38%	25%	35%	18%
	Somewhat dissatisfied	13%	17%	13%	12%	19%	12%	6%	14%	10%	10%	10%
	Very dissatisfied	2%		0%	3%	2%	2%	1%	2%	1%	1%	
	Don't know	28%	36%	24%	30%	21%	30%	30%	25%	31%	31%	34%
	No response	14%		15%	14%	5%	12%	26%	12%	21%	12%	17%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
How often do you visit local Lake Country parks and trails over the course of an average month?	None	12%	8%	12%	11%	1%	12%	22%	11%	18%	6%	10%
	1-2	30%	23%	33%	28%	21%	37%	33%	26%	38%	46%	28%
	3-5	23%	25%	24%	23%	26%	23%	22%	26%	14%	23%	22%
	6-10	17%	19%	16%	19%	28%	14%	11%	19%	14%	10%	17%
	11-20	10%	20%	12%	8%	17%	6%	7%	11%	4%	10%	14%
	21-30	5%	5%	3%	7%	4%	5%	5%	4%	11%	4%	7%
	31+	2%		0%	4%	2%	3%	1%	3%		2%	2%
Total	Base	590	63	292	288	178	244	152	365	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Do you feel that the District of Lake Country should be actively pursuing the creation of a publicly-funded arts, culture, and heritage centre?	Yes	27%	43%	29%	25%	27%	27%	26%	29%	32%	20%	19%
	No	51%	45%	54%	49%	49%	51%	55%	46%	56%	52%	66%
	Don't know	22%	12%	17%	26%	24%	22%	19%	24%	12%	28%	14%
Total	Base	591	63	292	290	178	245	152	366	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Do you feel that the District of Lake Country should consider organizing destination events in our Community?	Yes	75%	70%	71%	79%	88%	74%	61%	79%	71%	75%	64%
	No	25%	30%	29%	21%	12%	26%	39%	21%	29%	25%	36%
Total	Base	572	63	288	277	178	238	140	357	76	56	74

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Car's	OK Center
What themes should be considered incorporating into a destination event within Lake Country?	Music, Concerts	74%	65%	71%	76%	80%	76%	58%	77%	68%	68%	66%
	Harvest season	62%	66%	60%	66%	68%	61%	57%	62%	62%	58%	68%
	Food	61%	74%	54%	69%	80%	57%	40%	66%	51%	58%	53%
	Agriculture	50%	56%	52%	50%	60%	49%	42%	48%	66%	39%	51%
	Arts & Culture	51%	64%	47%	53%	54%	49%	45%	52%	51%	38%	53%
	Team sport	46%	45%	49%	43%	55%	42%	40%	49%	30%	47%	45%
	Adventure race	40%	43%	41%	40%	62%	35%	18%	46%	27%	28%	32%
	Not interested in destination events in Lake Country	5%	4%	3%	7%	1%	6%	8%	4%	9%	4%	6%
	Other	3%		2%	3%	2%	3%	3%	4%	2%		
	Wine	2%		2%	2%	2%	2%	2%	1%	3%	8%	
	Bike, walk, trail	1%	3%	1%	1%		1%	1%	1%	2%		
	Fishing	0%		1%	0%		1%	1%	1%			
	Water, lake	0%	2%		1%		1%		1%			
	Boat, air, car show	0%		1%			1%	1%				3%
	Antiques	0%			1%		0%	0%	0%			
Total	Responses	1815	188	826	966	728	730	320	1213	222	156	211
	Base	458	44	216	235	157	189	101	295	60	45	56

Base: Respondents who who feel the District should organize destination events
Column percentages may exceed 100% because multiple answers given

	Total	Online	Gender		Age			Region				
			Male	Female	19-39	40-59	60+	Winfield	Oyama	Carri's	OK Center	
In which Lake Country recreation and leisure programs have you or someone in your household participated?	None, don't know, no response	43%	41%	51%	34%	36%	42%	49%	42%	43%	48%	40%
	Fitness classes, yoga, dance, bootcamp	20%	26%	18%	24%	26%	23%	11%	22%	24%	10%	19%
	Soccer, LCYSA	14%	8%	10%	18%	24%	12%	5%	16%	9%	12%	12%
	Art classes, arts related, community courses	9%	18%	8%	10%	9%	9%	8%	8%	13%	7%	9%
	Hockey, curling, skating	8%	7%	7%	9%	4%	10%	8%	9%	4%	15%	3%
	Baseball, softball, fastball, orthodox	8%	1%	6%	10%	12%	7%	5%	8%	3%	6%	11%
	Concerts in park, music, summer Jam, movie nights	7%	7%	6%	8%	3%	7%	10%	6%	6%	12%	8%
	Kids camps, programs, boy & girls club, Sparks, Kids Sports	6%	8%	4%	8%	9%	6%	1%	6%	7%	4%	6%
	Artwalk	6%	9%	5%	6%	1%	8%	8%	5%	4%	8%	7%
	Swimming, fishing, kayak, beach, paddle boarding	4%	5%	4%	5%	7%	3%	4%	5%	5%	1%	4%
	Hiking trails, parks, walking clubs, birding	4%	4%	4%	4%	1%	4%	7%	3%	3%	6%	5%
	Badminton, tennis, racquetball	4%	2%	4%	4%	3%	4%	5%	4%	4%	3%	4%
	Canada Day, fireworks, Halloween, seasonal events	3%	1%	3%	4%	5%	3%	1%	4%	1%	4%	2%
	Egg Hunt	3%	3%	3%	3%	7%	2%	0%	4%		2%	2%
	Volleyball	2%		1%	4%	5%	2%	0%	3%	2%		5%
	Gardening, Garden Tour, Green House	2%	2%	1%	4%	1%	3%	2%	2%	2%	1%	6%
	Farmers Market, Craft Shows	2%	1%	2%	2%	1%	3%	2%	3%	1%	2%	2%
	Live theatre, Creekside Theatre	2%		2%	2%		2%	5%	1%	5%	4%	3%
	Car show	1%	1%	1%	2%		2%	3%	2%	1%	3%	1%
	Centerpiece days, Senior Events, Cards, Leisure Guide	1%	2%	1%	2%		1%	3%	1%	1%		3%
	Other	1%	5%	1%	1%		2%		1%	1%	2%	1%
	Cooking, Taste of Lake Country, Wine Show	1%			2%	1%	2%		2%			1%
	Library	1%	1%	0%	1%	2%		0%	1%		5%	
	Museum, talks at museum	1%	2%	1%	1%		0%	2%	0%		4%	
	Art gallery	1%	3%	0%	1%		1%	1%	0%	2%		1%
	Oyama fun days	1%	2%	0%	1%		1%	1%		4%		
	Cycling, Quad-ing	1%			1%		0%	2%	0%	1%		1%
	Golf	0%		0%	0%		0%	1%	0%		1%	1%
Boating, Sailing, Watersports	0%	2%		1%			1%	0%		1%		
Christmas light up	0%		0%				0%	0%				
Kangaroo Park	0%			0%			0%	0%				
Total	Responses	919	101	416	492	284	391	224	575	116	92	123
	Base	593	63	293	290	178	245	153	367	80	58	79

Column percentages may exceed 100% because multiple answers given

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Car's	OK Center
Are there any other arts or cultural services you would like to see available in Lake Country?	None, don't know, no response	79%	63%	80%	78%	75%	79%	84%	78%	81%	81%	81%
	Other	9%	18%	9%	9%	10%	9%	7%	8%	13%	6%	10%
	Pool, Rec Center	6%	4%	5%	7%	10%	5%	3%	7%	2%	8%	4%
	Art related, art classes	3%	6%	4%	3%	3%	4%	1%	3%	1%	5%	2%
	Music related, concerts	2%	5%	2%	2%	2%	2%	2%	2%	3%	1%	1%
	Yes, but not sure	1%	1%	0%	1%		1%	2%	1%			2%
	Museum, new or expand	0%	3%		0%			1%	0%			
	Live theatre		1%									
Total	Responses	593	63	293	290	178	245	153	367	80	58	79
	Base	593	63	293	290	178	245	153	367	80	58	79

Column percentages may exceed 100% because multiple answers given

SETTING PRIORITIES

Would you like to see increased funding for any of the following?

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Arts and cultural programs	Yes	22%	38%	25%	19%	29%	22%	16%	24%	22%	21%	17%
	No	35%	40%	40%	31%	27%	39%	40%	32%	35%	37%	50%
	Uncertain	24%	17%	20%	28%	28%	23%	20%	26%	19%	30%	12%
	No response	19%	5%	15%	22%	16%	16%	24%	18%	25%	12%	21%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Crime prevention	Yes	45%	40%	46%	44%	41%	46%	48%	46%	39%	43%	46%
	No	16%	30%	20%	13%	19%	16%	15%	14%	16%	24%	24%
	Uncertain	23%	24%	21%	26%	28%	23%	19%	25%	26%	21%	14%
	No response	15%	5%	14%	17%	12%	15%	19%	15%	20%	12%	17%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Environmental protection programs	Yes	45%	50%	49%	42%	49%	45%	44%	45%	52%	53%	39%
	No	18%	16%	20%	17%	16%	20%	18%	16%	11%	22%	30%
	Uncertain	20%	29%	17%	24%	23%	19%	19%	24%	17%	16%	10%
	No response	16%	5%	15%	17%	12%	16%	18%	15%	20%	10%	21%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Improved transit service	Yes	32%	42%	28%	36%	27%	39%	27%	31%	28%	34%	34%
	No	26%	24%	35%	16%	30%	24%	24%	24%	31%	28%	33%
	Uncertain	25%	29%	21%	28%	28%	22%	27%	28%	18%	28%	13%
	No response	17%	5%	15%	19%	15%	15%	22%	16%	23%	11%	20%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Parks and trails	Yes	67%	65%	67%	66%	87%	63%	49%	69%	62%	65%	63%
	No	15%	18%	17%	12%	5%	18%	23%	14%	17%	12%	19%
	Uncertain	8%	12%	6%	10%	3%	10%	10%	7%	9%	13%	6%
	No response	11%	5%	10%	12%	5%	9%	18%	10%	12%	10%	12%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

Would you like to see increased funding for any of the following?

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Recreational services	Yes	59%	52%	59%	60%	82%	59%	35%	66%	53%	49%	46%
	No	15%	21%	17%	13%	10%	16%	20%	12%	21%	16%	24%
	Uncertain	13%	22%	12%	15%	4%	16%	21%	11%	16%	22%	14%
	No response	12%	5%	12%	11%	4%	9%	23%	11%	10%	12%	17%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Fire protection services	Yes	43%	56%	40%	46%	43%	47%	39%	44%	33%	44%	47%
	No	20%	20%	26%	14%	25%	18%	17%	19%	20%	26%	21%
	Uncertain	21%	19%	18%	24%	19%	22%	21%	22%	24%	18%	15%
	No response	16%	5%	16%	16%	13%	13%	23%	15%	23%	13%	17%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Public art	Yes	14%	33%	18%	11%	20%	12%	11%	16%	12%	16%	11%
	No	46%	36%	52%	39%	44%	50%	42%	44%	44%	46%	55%
	Uncertain	20%	26%	14%	27%	21%	20%	21%	22%	20%	24%	10%
	No response	20%	5%	16%	23%	15%	18%	25%	18%	24%	13%	24%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Health services	Yes	62%	53%	59%	65%	65%	62%	58%	68%	45%	49%	64%
	No	11%	20%	13%	9%	10%	13%	11%	8%	20%	20%	13%
	Uncertain	15%	22%	16%	13%	11%	17%	17%	14%	16%	21%	13%
	No response	12%	5%	11%	12%	14%	9%	15%	10%	19%	11%	10%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Do you feel that the District of Lake Country should allow for the short-term (less than 30 days) rental of residential homes within the community?	Yes	48%	42%	49%	47%	50%	53%	38%	46%	56%	45%	54%
	No	41%	40%	43%	39%	43%	34%	47%	42%	32%	41%	37%
	Don't know	11%	18%	9%	15%	7%	12%	15%	11%	12%	14%	9%
Total	Base	590	60	293	289	178	244	153	365	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Would you accept medium-to-high density developments in urbanized areas in order to preserve rural character and agricultural lands outside of these urbanized cores?	Yes	70%	75%	76%	63%	74%	66%	71%	67%	73%	83%	70%
	No	18%	10%	18%	18%	16%	20%	17%	18%	16%	5%	26%
	Don't know	12%	15%	5%	19%	10%	14%	12%	14%	11%	12%	5%
Total	Base	583	60	291	285	178	241	149	362	78	56	78

Do you feel agriculture contributes to..

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
The quality of life in Lake Country?	Yes	89%	82%	89%	89%	90%	88%	91%	88%	93%	88%	94%
	No	4%	9%	7%	1%	2%	6%	3%	4%	3%	7%	3%
	Uncertain	6%	4%	4%	8%	7%	5%	4%	7%	3%	5%	3%
	No response	1%	5%	0%	1%	1%	0%	1%	2%	1%		
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Economic stability in Lake Country?	Yes	76%	74%	73%	80%	80%	72%	81%	75%	79%	76%	85%
	No	10%	15%	14%	5%	9%	12%	7%	9%	10%	14%	6%
	Uncertain	10%	7%	9%	11%	9%	13%	7%	12%	8%	10%	5%
	No response	4%	5%	4%	3%	2%	3%	6%	3%	3%		4%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

SHOPPING LOCAL

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
How many times per month do you shop for groceries in Lake Country?	None	1%		0%	1%		1%	1%	1%	2%		
	1-2	12%	18%	11%	13%	16%	12%	9%	11%	15%	21%	13%
	3-5	31%	13%	31%	33%	33%	29%	34%	30%	44%	30%	26%
	6-10	29%	49%	31%	27%	29%	28%	31%	31%	18%	24%	32%
	11-20	19%	14%	21%	18%	20%	22%	14%	21%	18%	16%	19%
	21+	7%	7%	6%	8%	3%	8%	10%	7%	4%	8%	10%
Total	Base	591	60	292	290	178	245	152	366	80	58	79

On average, how many times per month do you purchase fresh produce from the...

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Farmers Market	None	28%	28%	30%	27%	31%	31%	22%	28%	35%	28%	20%
	1-2	42%	37%	45%	39%	48%	39%	40%	43%	43%	38%	39%
	3-5	17%	23%	13%	21%	11%	18%	21%	15%	12%	17%	28%
	6-10	8%	3%	7%	8%	9%	7%	7%	8%	5%	8%	7%
	11+	3%	4%	2%	3%	2%	2%	4%	3%		2%	4%
	No response	3%	5%	3%	3%		3%	6%	2%	5%	7%	2%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Farm Gate Operators	None	31%	34%	29%	32%	30%	33%	28%	36%	17%	17%	31%
	1-2	33%	37%	37%	29%	43%	29%	27%	33%	40%	29%	27%
	3-5	17%	16%	14%	22%	14%	18%	21%	15%	20%	32%	16%
	6-10	6%	8%	7%	6%	7%	6%	5%	5%	9%	3%	9%
	11+	2%		4%	1%	3%	3%	1%	2%	1%	5%	6%
	No response	10%	5%	10%	10%	2%	10%	17%	9%	12%	14%	11%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

COMMUNICATIONS & PUBLIC CONSULTATION

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Please indicate your top 3 choices for providing input on important District issues	Mail-in surveys	75%	44%	75%	76%	77%	76%	71%	78%	70%	74%	67%
	Online Poll	61%	76%	60%	63%	81%	63%	34%	66%	45%	52%	56%
	Open Houses	54%	57%	59%	49%	51%	56%	53%	53%	63%	59%	52%
	Appearance at Public Hearings	26%	23%	26%	25%	21%	20%	39%	23%	37%	22%	31%
	Citizens committees	19%	27%	16%	21%	12%	21%	24%	19%	15%	19%	25%
	Letters to Mayor and Council	16%	21%	17%	15%	11%	14%	26%	15%	20%	18%	18%
	Telephone surveys	16%	8%	16%	16%	14%	17%	16%	15%	10%	20%	19%
	Focus groups	14%	31%	11%	16%	16%	14%	11%	14%	6%	17%	15%
	Other	1%		1%	1%	1%	0%	2%	1%	1%		1%
	Email	1%		0%	1%	1%	1%		1%			2%
	None	0%		0%	0%		1%	0%	0%	2%	1%	
	Newspaper	0%		0%				1%	0%	1%		
	Visit with Mayor, Council	0%		0%				0%		1%		
Total	Responses	1646	174	810	811	509	679	413	1033	211	160	218
	Base	582	60	287	287	178	239	148	362	78	57	76

Column percentages may exceed 100% because multiple answers given

COMMUNICATIONS & PUBLIC CONSULTATION

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Please indicate your top 3 current methods to receive information on municipal news.	Castanet.net	66%	61%	66%	67%	83%	69%	44%	69%	57%	66%	61%
	The View	50%	35%	50%	49%	35%	51%	64%	46%	57%	51%	58%
	The Calendar (back pages)	31%	31%	32%	30%	19%	30%	47%	31%	30%	28%	37%
	Social media	28%	47%	24%	33%	45%	27%	10%	33%	16%	31%	19%
	Traditional mail	28%	20%	27%	29%	31%	25%	28%	28%	16%	31%	30%
	Television	16%	10%	14%	18%	11%	16%	23%	17%	20%	9%	16%
	OkanaganWay.ca	14%	36%	15%	12%	19%	13%	8%	14%	4%	17%	19%
	Kelowna Newspapers	13%	7%	15%	11%	7%	11%	22%	13%	9%	12%	10%
	News releases	9%	10%	11%	7%	5%	10%	11%	10%	5%	6%	12%
	Open House Events	7%	14%	7%	7%	2%	9%	9%	5%	14%	7%	9%
	Councillor newsletter	6%	5%	7%	5%	5%	5%	10%	6%	11%	4%	5%
	Vernon Newspapers	5%	4%	6%	4%	6%	4%	7%	3%	20%	7%	
	GESS Readerboard	4%		2%	7%	8%	4%	2%	5%	6%	2%	1%
	Front porch meetings	4%	13%	4%	4%	2%	5%	5%	1%	14%	7%	7%
	Posters	4%	2%	3%	5%	3%	5%	4%	6%		2%	2%
	Email	1%		2%		2%	1%		0%	4%		2%
	Other	1%		1%	1%		2%	0%	1%			3%
	Word of mouth	1%		2%		2%	1%	0%	1%		1%	2%
Youth Street Team		2%										
Total	Responses	1688	179	832	831	503	700	445	1052	225	160	230
	Base	587	60	289	288	178	244	150	363	80	57	79

Column percentages may exceed 100% because multiple answers given

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Would you view video coverage of Council meetings if available on OkanaganWay.ca?	Yes	31%	59%	31%	32%	31%	31%	34%	33%	23%	28%	37%
	No	65%	37%	64%	65%	66%	67%	59%	64%	73%	67%	61%
	No response	4%	5%	4%	3%	3%	2%	7%	3%	4%	5%	2%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

Have you provided input to the District within the past year through any of the following:

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Committees	Yes	4%	27%	5%	3%	2%	5%	5%	4%	1%	9%	5%
	No	77%	58%	73%	80%	89%	74%	65%	81%	70%	71%	69%
	No response	20%	15%	22%	17%	9%	21%	30%	15%	29%	20%	26%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Letters	Yes	11%	28%	12%	10%	4%	13%	16%	10%	9%	14%	18%
	No	72%	56%	69%	75%	85%	69%	60%	76%	64%	68%	64%
	No response	17%	16%	19%	15%	11%	18%	24%	14%	27%	18%	18%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Open Houses	Yes	14%	37%	15%	14%	12%	16%	14%	10%	28%	22%	14%
	No	69%	51%	65%	73%	82%	66%	55%	76%	55%	58%	60%
	No response	17%	12%	20%	14%	6%	17%	30%	14%	17%	19%	26%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Front porch meetings	Yes	8%	21%	9%	7%	6%	9%	11%	5%	17%	15%	13%
	No	73%	61%	68%	78%	85%	72%	59%	79%	63%	63%	64%
	No response	19%	18%	23%	15%	9%	19%	31%	16%	20%	21%	23%
Total	Base	593	63	293	290	178	245	153	367	80	58	79
Public Hearings\ Council Meetings	Yes	12%	22%	17%	8%	14%	11%	14%	12%	12%	8%	19%
	No	71%	59%	66%	77%	82%	70%	58%	75%	66%	70%	62%
	No response	16%	19%	18%	15%	3%	19%	28%	13%	22%	22%	19%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Other methods provided input to the District	None	89%	84%	88%	91%	97%	88%	82%	90%	91%	90%	83%
	Email	2%	1%	2%	2%	1%	2%	2%	2%	1%		2%
	Phone	2%		2%	2%		2%	4%	2%	2%	3%	5%
	Vote, referendum, survey	4%	5%	4%	4%	2%	5%	6%	4%	3%	4%	7%
	In person with staff, council	2%	6%	3%	2%		2%	6%	2%	2%	3%	2%
	Social media	0%	2%	0%			1%		0%			
	Other	1%	2%	1%	0%		1%	1%	0%	2%		1%
Total	Base	590	63	293	287	178	243	152	365	80	57	79

OVERALL

Overall, how satisfied are you with...

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Your quality of life in Lake Country	Very satisfied	65%	55%	63%	67%	66%	61%	70%	63%	70%	60%	73%
	Somewhat satisfied	32%	37%	35%	30%	32%	36%	26%	35%	24%	39%	23%
	Somewhat dissatisfied	2%	8%	2%	3%	1%	2%	3%	1%	6%	1%	2%
	Very dissatisfied	1%		1%	0%		1%	1%	1%			2%
Total	Base	585	60	289	286	175	244	149	366	77	57	79
The municipal services you receive for the taxes you pay	Very satisfied	17%	25%	15%	19%	16%	16%	20%	18%	19%	13%	16%
	Somewhat satisfied	48%	38%	44%	53%	49%	48%	47%	51%	40%	44%	49%
	Somewhat dissatisfied	27%	27%	33%	22%	31%	29%	21%	25%	32%	27%	29%
	Very dissatisfied	7%	10%	8%	6%	4%	7%	13%	6%	9%	16%	6%
Total	Base	573	60	287	279	172	241	145	353	76	56	79

		Total	Gender		Age			Region				
			Online	Male	Female	19-39	40-59	60+	Winfield	Oyama	Car's	OK Center
In your opinion, what is the single BEST reason for living in Lake Country?	Quiet, peaceful, small town atmosphere, not crowded	15%	6%	13%	17%	18%	14%	13%	15%	14%	12%	15%
	Casual lifestyle, comfortable, rural life	14%	21%	15%	13%	4%	18%	20%	12%	14%	18%	23%
	Community, family friendly, safe, neighborhood, happy people	11%	10%	6%	15%	10%	10%	11%	12%	8%	9%	3%
	Access to Lake, water, view of lakes	9%	11%	10%	9%	14%	8%	6%	6%	17%	12%	17%
	Access to nature, beautiful, clean environment, landscape	9%	19%	9%	8%	12%	7%	7%	9%	5%	16%	7%
	Country feel, country living, freedom, open space, orchards	8%	8%	8%	8%	7%	9%	5%	8%	4%	8%	9%
	Location, central	6%		7%	5%	9%	6%	4%	9%	2%	3%	1%
	Don't know, no response	6%	9%	7%	5%	2%	5%	11%	5%	9%	4%	7%
	Urban, Country, Rural combination	4%	3%	4%	4%	1%	6%	4%	4%	6%	4%	1%
	Everything, quality of life	4%	2%	4%	3%	3%	4%	3%	3%	6%	6%	
	Access to outdoor recreation, geographical features	3%	1%	3%	4%	7%	2%	1%	4%	3%		4%
	Climate, weather, sun, temperature	3%	1%	4%	2%		2%	7%	2%	4%	4%	4%
	Agriculture, farming	2%	7%	3%	1%	5%	1%	2%	2%	4%	1%	3%
	Cheaper, cost, house prices, no developments	2%		2%	2%	3%	2%	0%	3%		1%	2%
	Grew up here, home	2%		2%	2%	1%	2%	3%	2%	1%		3%
	Not Kelowna	1%		2%	1%	1%	2%	1%	2%			2%
	Other	1%		1%	1%		1%	1%	1%	2%	1%	
	Vacation destination	1%		1%		2%			1%			
	Schools	1%		1%		2%			1%			
	Four Seasons	0%			0%		0%	0%	0%			
Not happy here	0%		0%	0%			1%	0%				
Diversity		2%										
Total	Base	593	63	293	290	178	245	153	367	80	58	79

	Total	Online	Gender		Age			Region				
			Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center	
In your opinion, what is the single MOST important opportunity for improvement that municipal leaders should address in Lake Country?	Roads, sidewalks, bypass, maintenance, parking, lights	19%	20%	20%	18%	17%	18%	23%	18%	23%	25%	12%
	Dont know, no response	17%	12%	13%	20%	14%	15%	21%	16%	26%	14%	14%
	Urban centre, development, tourism, main street, city centre	15%	18%	12%	17%	14%	19%	9%	15%	8%	20%	14%
	Parks, railway development, trails, washrooms at parks	7%	7%	6%	8%	10%	5%	5%	7%	6%	5%	8%
	Planning, fiscal management, density, infrastructure	5%	7%	7%	4%	5%	4%	9%	5%	6%	3%	11%
	Sewer system, water system	5%	4%	7%	3%	2%	7%	7%	4%	6%	4%	11%
	Cycling loop, safe bike and walking lanes, walking paths	5%	5%	5%	5%	10%	3%	1%	5%	8%	3%	3%
	Traffic, speed bumps & signs, RV's, road safety, crosswalks	4%	3%	4%	5%	4%	5%	4%	4%	1%	9%	4%
	Community pool, recreation centre	4%	2%	4%	4%	5%	5%	3%	5%	1%	2%	6%
	Public transit access	3%	4%	4%	2%	5%	2%	3%	4%	2%		1%
	Kids programs, family events, rec. services, RV parks	3%		4%	1%	3%	3%	1%	4%	2%		2%
	Open minded, communicate, honest, better management	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%	2%
	Schools, healthcare	2%		1%	2%	2%	2%	1%	2%		5%	2%
	Bylaw enforcement, vacation rentals, crime, safer, noise	2%	2%	3%	0%	2%	1%	3%	2%	4%	1%	1%
	Taxes, paying down debts, spending habits	1%	7%	1%	1%		2%	0%	1%			2%
	Cleaner landscape - lakes & beaches, protect environment	1%		1%	2%	1%	1%	1%	1%	2%		3%
	Other	1%	2%	2%	0%	2%	1%	1%	1%	1%	1%	
	Lake access, boat & beach parking, dog access to water	1%		1%	1%		1%	2%	1%			3%
	Senior housing, affordable housing	1%	1%	0%	1%		1%	1%	1%	1%		1%
	Food bank	1%		1%		2%			1%			
	Leave it alone, less development	0%		1%			1%	1%			3%	1%
	Fire department, hydrants	0%		0%	0%		1%		1%			
	Art murals, cultural	0%	1%		1%		1%		1%			
	Yard waste, waste removal	0%			1%	1%						
	No gravel pits, ward system	0%		0%	0%		0%	0%	0%	1%		
	Agriculture development, orchards, preserve greenspace	0%	4%		0%		0%				2%	
Air quality, ban fires	0%		0%	0%			1%	0%		1%		
Golf course	0%		0%				0%	0%				
Total	Base	593	63	293	290	178	245	153	367	80	58	79

	Total	Online	Gender		Age			Region				
			Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center	
In your opinion, what is the single MOST important opportunity for improvement in the neighbourhood ward of Lake Country that you currently reside?	Roads, sidewalks, bypass, maintenance, parking, lights	31%	22%	34%	28%	34%	30%	31%	34%	19%	42%	19%
	Don't know, no response	19%	12%	16%	20%	10%	20%	23%	18%	23%	8%	24%
	Sewer system, water system	8%	3%	8%	8%	12%	8%	5%	7%	14%	2%	12%
	Parks, railway development, trails, washrooms at parks	8%	7%	8%	7%	11%	7%	6%	8%	13%	5%	6%
	Traffic, speed bumps & signs, RV's, road safety, crosswalks	8%	7%	6%	10%	11%	8%	4%	9%	4%	13%	4%
	Cycling loop, safe bike and walking lanes, walking paths	4%	10%	4%	4%	3%	5%	4%	4%	4%	11%	1%
	Urban centre, development, tourism, main street, city centre	3%	13%	3%	3%	5%	2%	2%	5%			2%
	Public transit access	3%	2%	3%	3%	3%	2%	4%	2%	6%	1%	6%
	Kids programs, family events, rec. services, RV parks	2%		2%	2%	4%	2%	1%	3%	2%		
	Bylaw enforcement, vacation rentals, crime, safer, noise	2%		2%	3%		3%	4%	2%	1%	5%	3%
	Planning, fiscal management, density, infrastructure	2%	5%	2%	1%	2%	2%	1%	2%	2%		3%
	Lake access, boat & beach parking, dog access to water	2%	3%	2%	1%		2%	2%	0%	3%		8%
	Schools, healthcare	1%	1%	1%	1%	3%	1%	0%	1%		4%	
	Leave it alone, less development	1%	2%	1%	1%		1%	3%	0%	1%	3%	3%
	Cleaner landscape - lakes & beaches, protect environment	1%	1%	1%	1%		1%	2%	1%	2%		2%
	Other	1%	2%	1%	1%	1%	1%	1%	1%		1%	2%
	Snow removal	1%		1%	1%	2%	1%		1%			1%
	Community pool, recreation centre	1%		1%	1%		1%	2%	1%	1%		1%
	No gravel pits, ward system	1%	3%	0%	1%		1%	1%	0%	3%		
	Yard waste, waste removal	1%		0%	1%	1%	1%	0%		2%		1%
	Agriculture development, orchards, preserve greenspace	0%	3%	0%	0%		1%	0%				3%
	Golf course	0%		0%	0%		1%		1%			
	Senior housing, affordable housing	0%	3%	0%	0%			0%	0%	1%		
	Open minded, communicate, honest, better management	0%		0%	0%			1%			1%	2%
Fire department, hydrants	0%		0%	0%			1%	0%	1%			
Taxes, paying down debts, spending habits	0%			0%		0%					1%	
Art murals, cultural	0%			0%			0%	0%				
Total	Base	593	63	293	290	178	245	153	367	80	58	79

ABOUT YOU

	Total	Online	Gender		Age			Region				
			Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center	
In which area of Lake Country do you live?	Winfield	63%	54%	61%	65%	81%	62%	45%	100%			
	Oyama	14%	14%	14%	13%	10%	12%	20%		100%		
	Carrs Landing	10%	20%	11%	9%	4%	11%	14%			100%	
	Okanagan Center	13%	13%	14%	13%	5%	15%	21%				100%
Total	Base	584	60	288	287	173	244	152	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
What is your primary location of employment?	Kelowna	33%	29%	32%	34%	47%	40%	6%	40%	13%	19%	31%
	Retired	24%	28%	27%	21%		12%	71%	20%	26%	42%	32%
	Lake Country	22%	28%	21%	23%	24%	25%	14%	20%	38%	19%	19%
	Vernon	7%	9%	6%	7%	8%	8%	3%	6%	10%	6%	3%
	Homemaker	5%	4%	0%	9%	10%	3%	2%	6%	4%		5%
	Alberta	3%	2%	5%	0%	5%	2%		3%	1%	4%	3%
	Other	2%		3%	1%	2%	3%	1%	2%	5%	2%	1%
	BC	2%		3%	1%	2%	3%	1%	2%	2%		2%
	Unemployed	1%		1%	1%		1%	2%	1%	1%	1%	
	Out of the country	1%		1%		2%	1%				7%	
	West Kelowna	1%			1%	1%	1%		1%			
	Out of town	0%		0%	0%		1%					3%
	Other provinces	0%		0%				0%	0%			
Total	Base	586	60	289	289	175	244	153	366	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Did you visit Lake Country as a vacationing tourist before you moved here?	No	59%	74%	57%	62%	72%	58%	49%	63%	54%	48%	55%
	Yes	41%	26%	43%	38%	28%	42%	51%	37%	46%	52%	45%
Total	Base	584	60	287	289	172	244	153	366	77	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Where did you live?	Vancouver, Lower Mainland	32%	15%	36%	26%	27%	28%	38%	32%	35%	31%	24%
	Alberta	28%	45%	30%	26%	18%	28%	32%	31%	20%	24%	29%
	Kelowna	15%	9%	13%	19%	38%	12%	6%	15%	19%	5%	22%
	Ontario	7%	6%	4%	10%	10%	7%	5%	3%	15%	7%	11%
	Northem BC	4%	9%	3%	5%		5%	5%	4%		11%	2%
	Manitoba	4%		5%	2%		5%	3%	4%	4%	4%	
	Europe, Africa, overseas	3%	15%	3%	2%		5%	1%	1%		12%	5%
	Saskatchewan	3%		2%	4%		4%	3%	4%	2%		
	Vernon	2%		3%	1%	6%	1%	1%	3%	2%		
	Vancouver Island	2%			3%		2%	2%	2%		2%	3%
	Other	1%		2%	1%		2%	1%	1%		4%	
	Other BC	1%		1%	1%		1%	2%		3%		5%
Total	Base	242	16	127	111	52	103	78	137	38	30	35

Base: Respondents that visited Lake Counrv vacationina as a tourist before movina to Lake Country

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
On average, how many hours per month do you volunteer in Lake Country?	None	68%	43%	67%	70%	77%	68%	57%	73%	64%	61%	61%
	1-2	9%	11%	10%	7%	6%	10%	11%	8%	6%	15%	13%
	3-5	7%	18%	6%	8%	6%	7%	8%	7%	5%	12%	7%
	6-10	4%	9%	4%	3%	5%	3%	4%	4%	5%	2%	4%
	11+	6%	15%	7%	5%	2%	7%	9%	5%	6%	5%	10%
	No res ponse	6%	5%	6%	6%	5%	5%	11%	4%	14%	4%	5%
Total	Base	593	63	293	290	178	245	153	367	80	58	79

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Please indicate your age group:	19-29	7%	8%	6%	7%	21%			9%	4%		3%
	30-39	24%	21%	27%	22%	79%			30%	18%	13%	8%
	40-49	14%	10%	12%	16%		34%		16%	11%	9%	15%
	50-59	28%	34%	25%	32%		66%		26%	27%	40%	32%
	60-69	14%	17%	15%	12%			53%	10%	21%	20%	22%
	70+	13%	10%	14%	11%			47%	9%	18%	18%	20%
Total	Base	576	58	286	287	178	245	153	358	77	57	78

		Total	Online	Gender		Age			Region			
				Male	Female	19-39	40-59	60+	Winfield	Oyama	Carr's	OK Center
Please indicate the gender with which you identify:	Male	50%	47%	100%		54%	44%	56%	49%	53%	54%	51%
	Female	50%	53%		100%	46%	56%	44%	51%	47%	46%	49%
Total	Base	583	58	293	290	178	245	150	362	78	58	77