



Resident Sentiment Survey. June 3, 2020

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Resident Survey. June 3

Objectives

- To understand our residents' level of comfort with welcoming back visitors to Kelowna.
- To understand the level of comfort by geographical area.
- To gauge the comfort level with Tourism Kelowna's advertising.

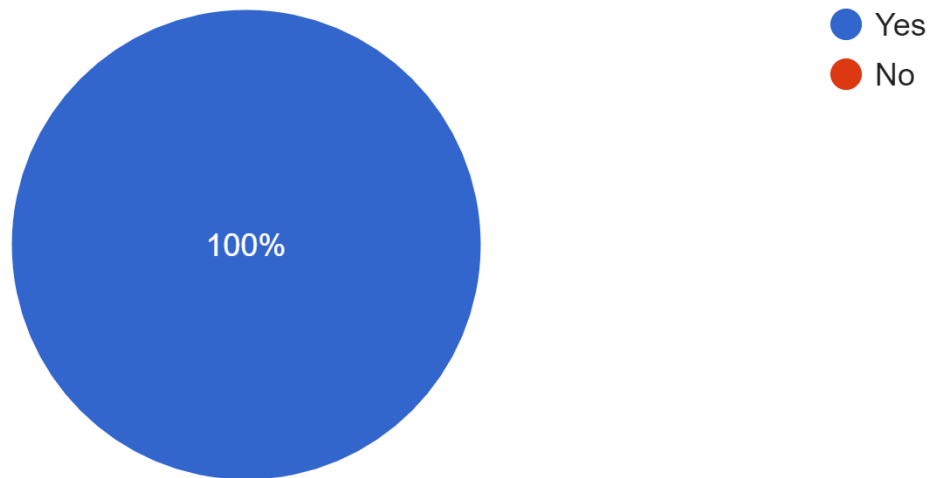
Methodology

- Distributed over Facebook Ads targeting residents of the Kelowna Census Metropolitan Area (CMA).
- The survey ran from June 3 to June 6, 2020.
- 616 responses were received.

Survey Results

1. Are you a resident of Kelowna or the Central Okanagan?

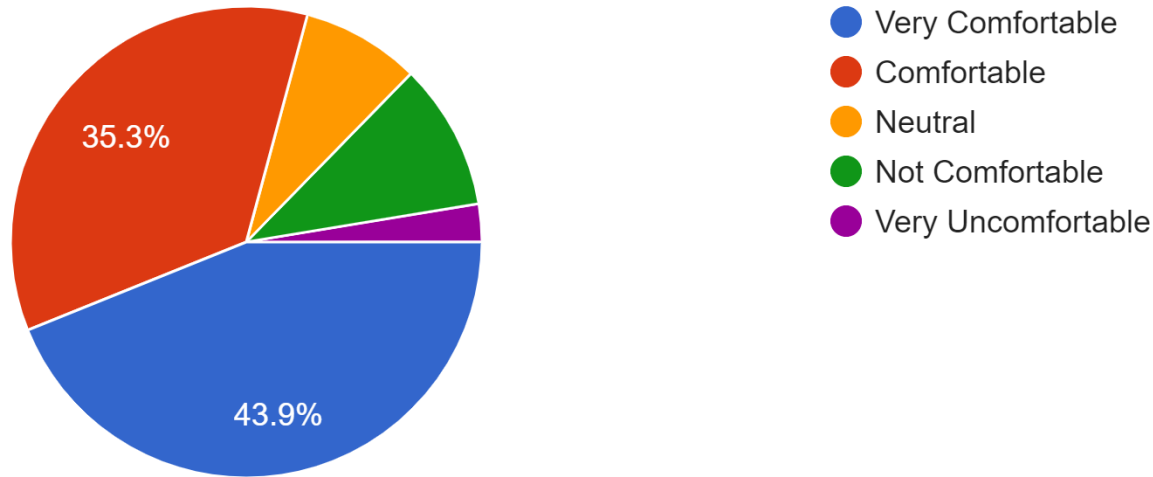
616 responses



Assuming it was safe to travel according to the Provincial Government and health authority, how comfortable would you be with the statements in questions 2 - 10.

2. As travel restrictions begin to ease, how comfortable are you with welcoming **regional visitors** (Thompson Okanagan region) to Kelowna?

615 responses

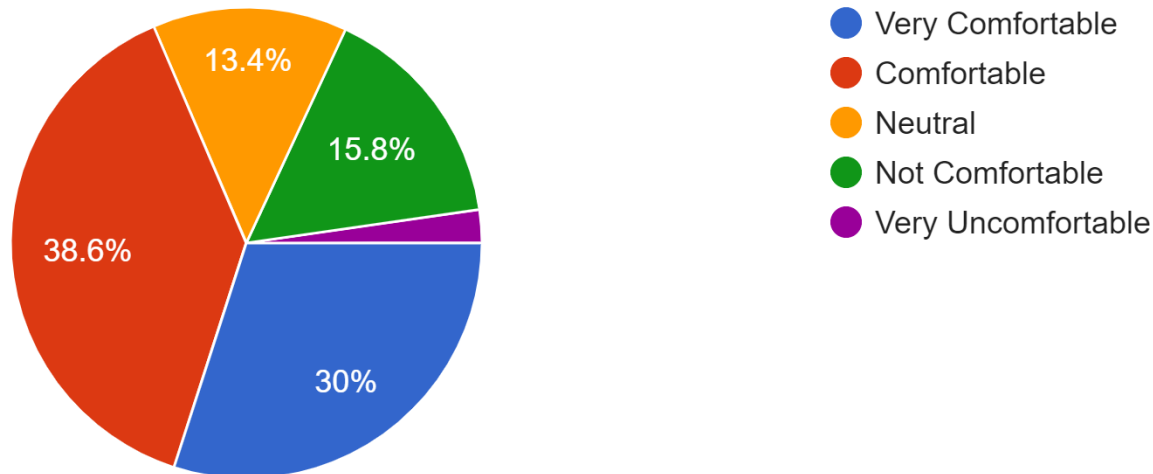


General Comfort Score

Comfortable: 79.2% of residents
Neutral: 8.1% of residents
Not Comfortable: 12.7% of residents

3. As travel restrictions continue to ease, how comfortable will you be with welcoming visitors from other BC communities to Kelowna?

614 responses

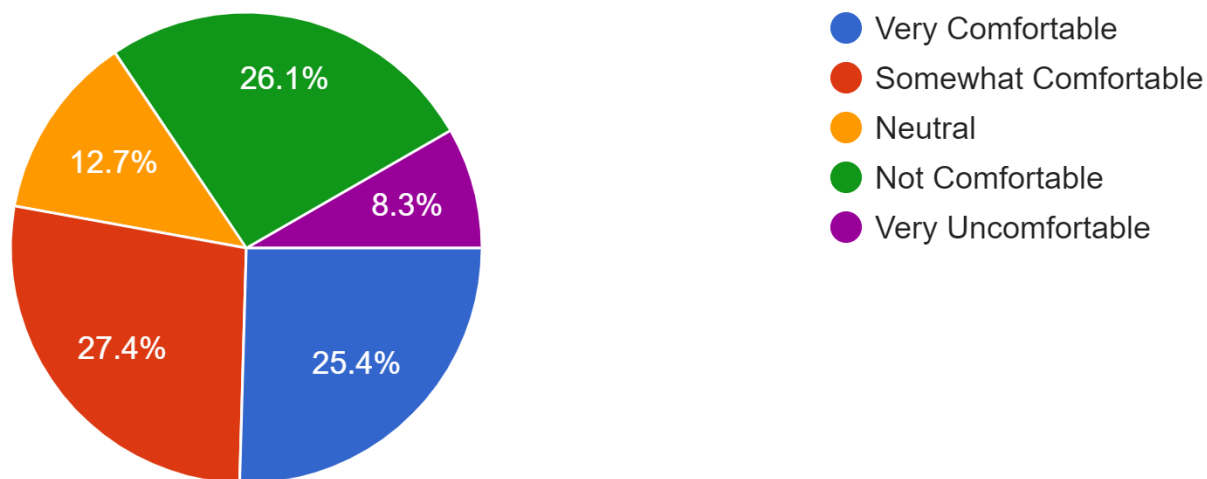


General Comfort Score

Comfortable: 68.6% of residents
Neutral: 13.4% of residents
Not Comfortable: 18.0% of residents

4. As travel restrictions continue to ease, how comfortable will you be welcoming visitors from **Western Canada** to Kelowna?

613 responses

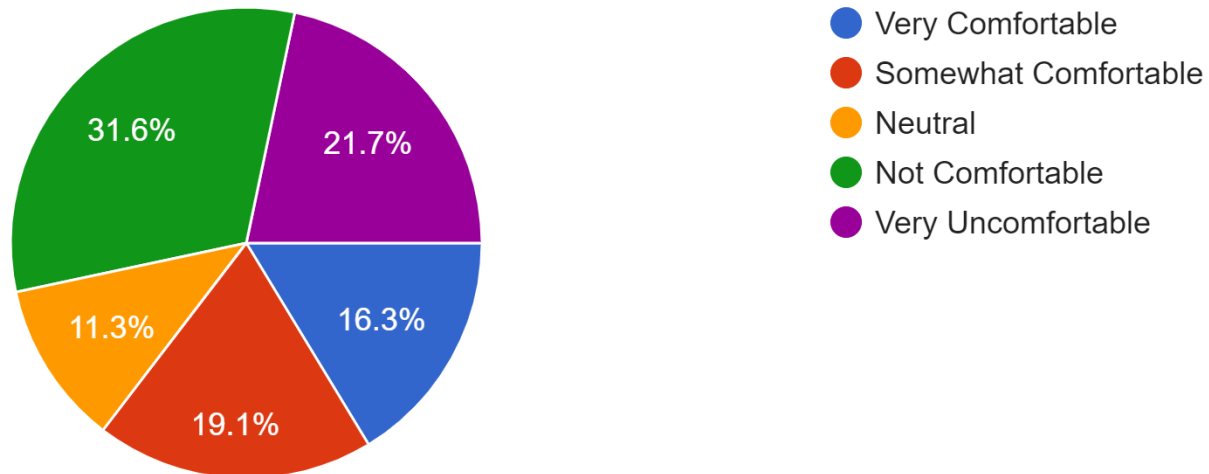


General Comfort Score

Comfortable: 52.8% of residents
Neutral: 12.7% of residents
Not Comfortable: 34.4% of residents

5. As travel restrictions continue to ease, how comfortable will you be welcoming visitors from across Canada to Kelowna?

613 responses

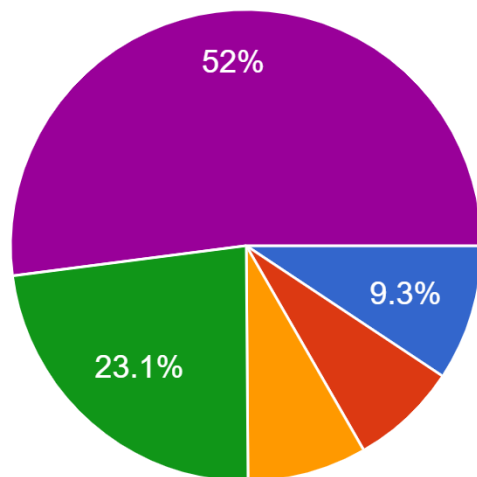


General Comfort Score

Comfortable: 35.4% of residents
Neutral: 11.3% of residents
Not Comfortable: 53.3% of residents

6. As travel restrictions continue to ease into the future, how comfortable will you be welcoming visitors **from nearby US States** to Kelowna?

611 responses



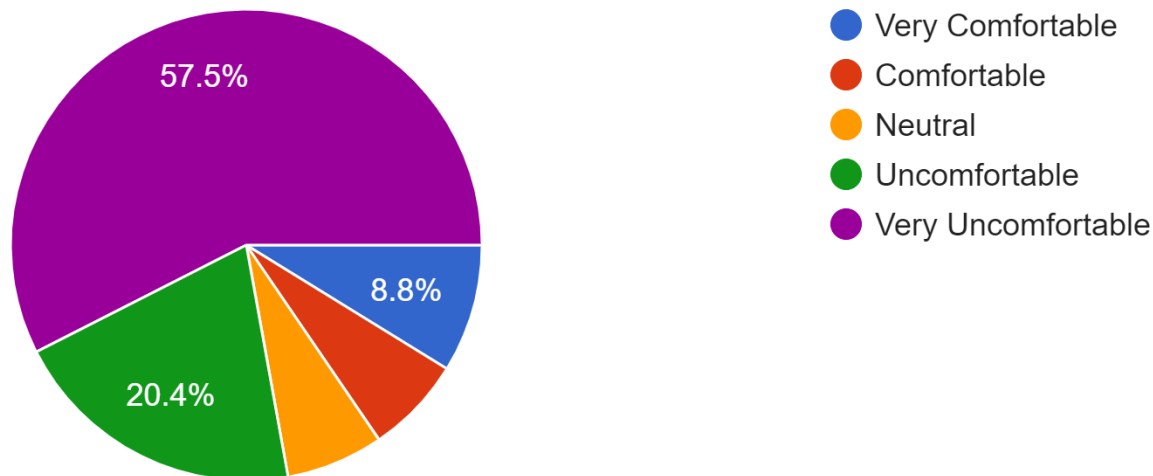
- Very Comfortable
- Comfortable
- Neutral
- Uncomfortable
- Very Uncomfortable

General Comfort Score

Comfortable: 16.7% of residents
Neutral: 8.2% of residents
Not Comfortable: 75.1% of residents

7. As travel restrictions continue to ease into the future, how comfortable will you be welcoming visitors from **across USA** to Kelowna?

614 responses

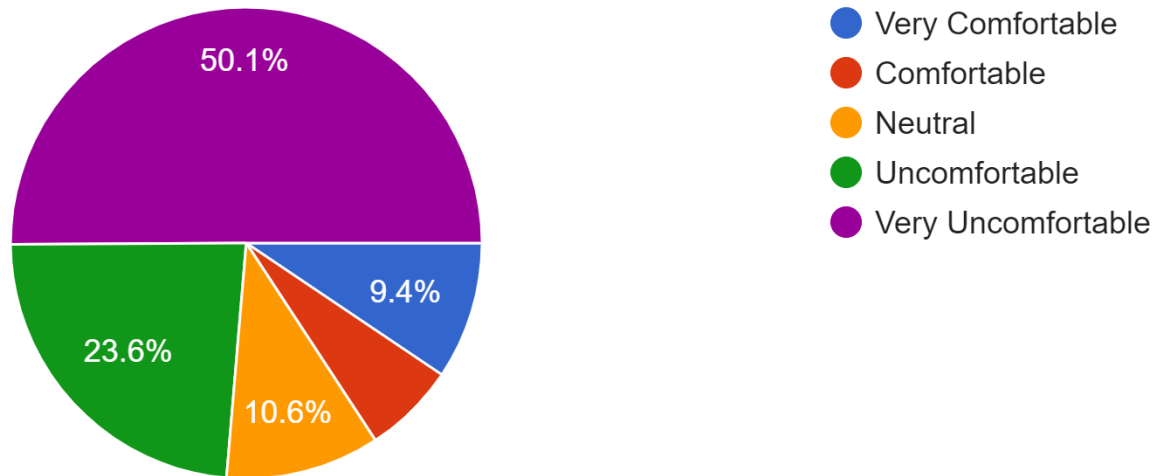


General Comfort Score

Comfortable: 15.5% of residents
Neutral: 6.7% of residents
Not Comfortable: 77.9% of residents

8. As travel restrictions continue to ease into the future, how comfortable will you be welcoming **international visitors** to Kelowna?

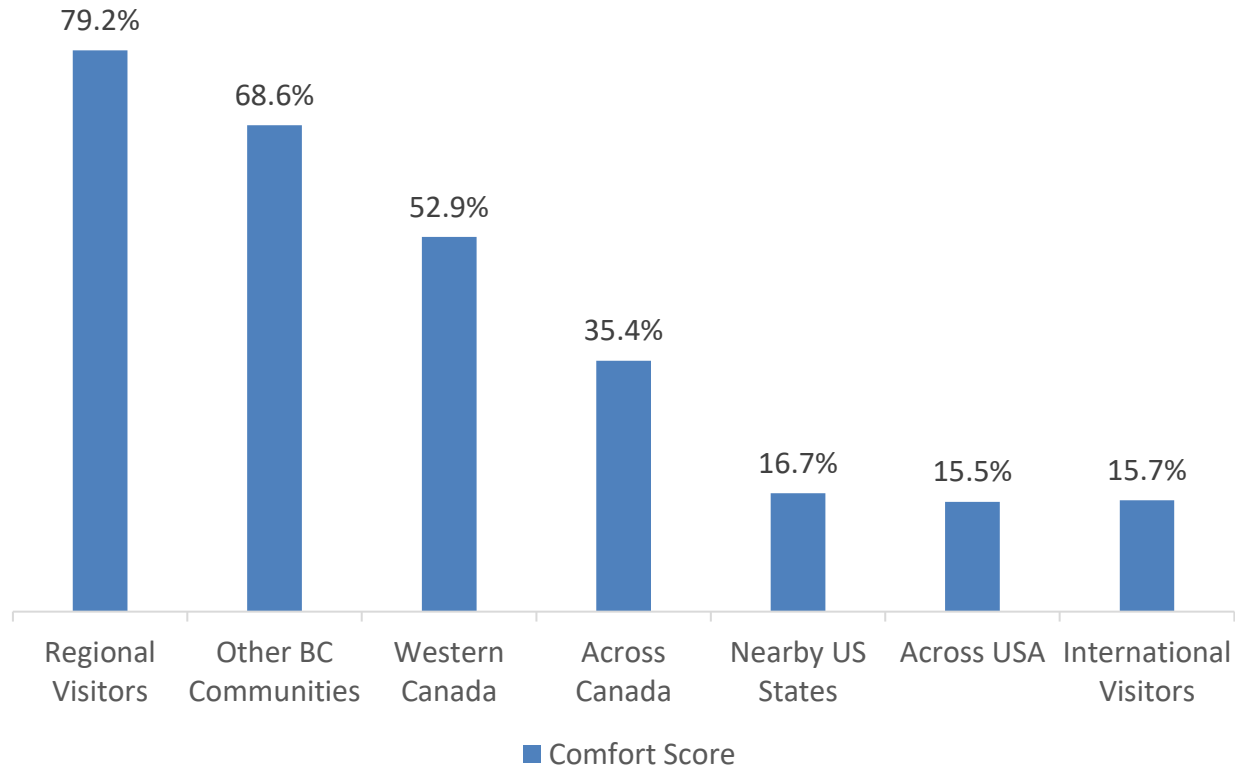
615 responses



General Comfort Score

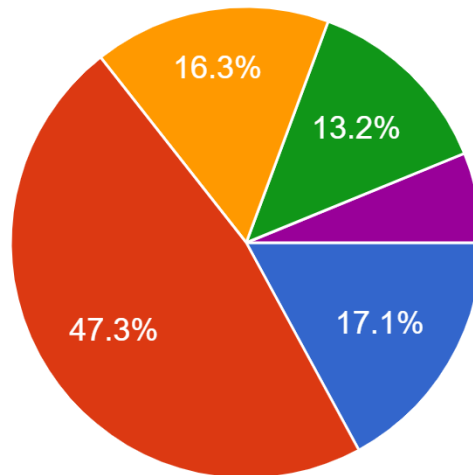
Comfortable: 15.7% of residents
Neutral: 10.6% of residents
Not Comfortable: 73.7% of residents

Summary of resident comfort levels for welcoming visitors back to Kelowna



9. How likely are you take a trip in BC this spring/summer?

615 responses



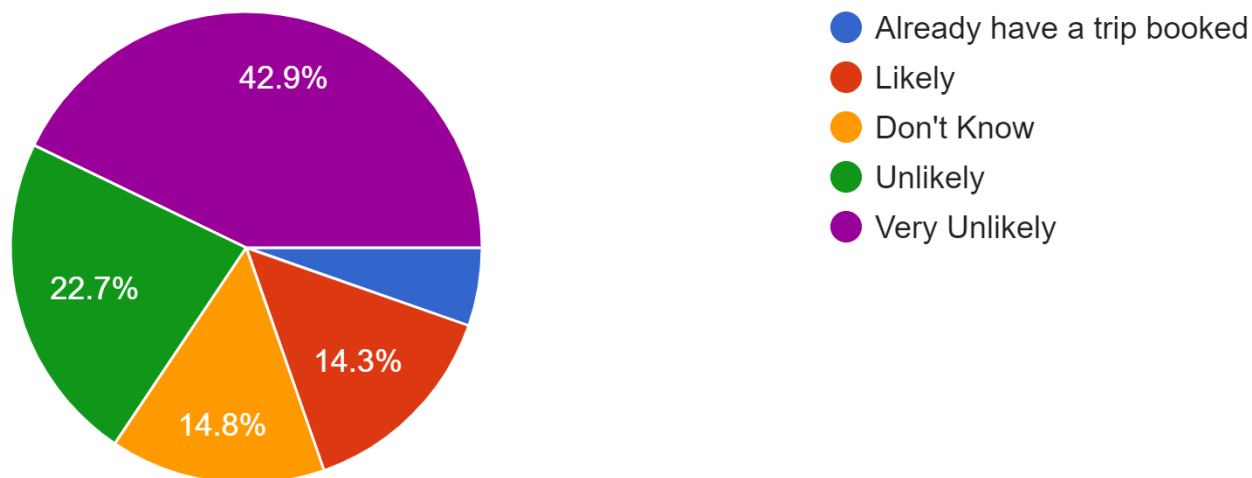
- Already have a trip booked
- Likely
- Don't Know
- Unlikely
- Very Unlikely

General Comfort Score

Likely: 64.4% of residents
Don't Know: 16.3% of residents
Unlikely: 19.4% of residents

10. How likely are you to take a trip outside of BC this spring/summer?

616 responses



General Comfort Score

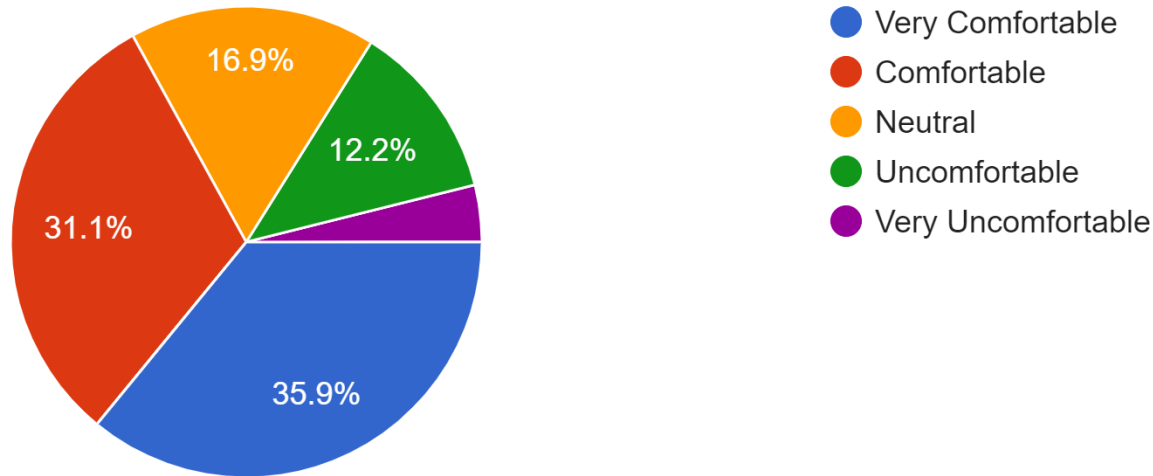
Likely: 19.7% of residents

Don't Know: 14.8% of residents

Unlikely: 65.6% of residents

11. How would you feel if you saw advertising promoting Kelowna as a place for residents of BC to visit when it is safe to do so (according to the provincial government and health authority)?

615 responses

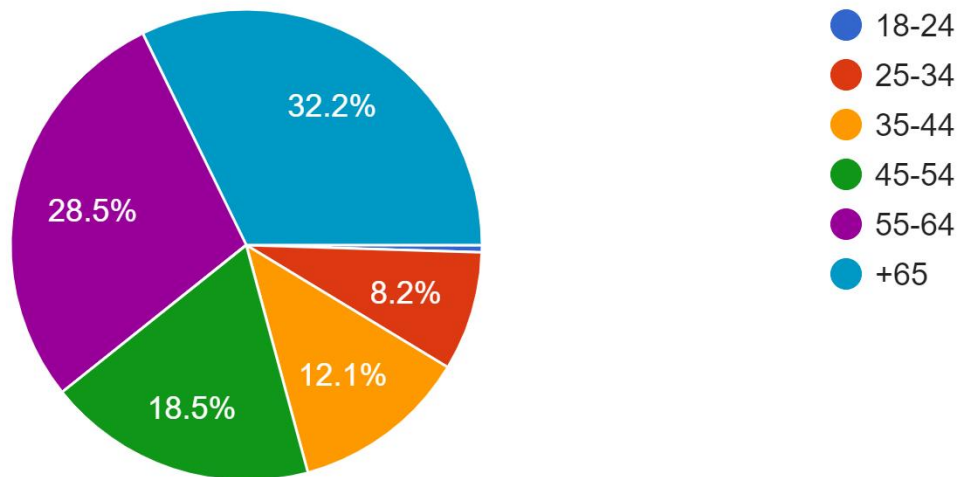


General Comfort Score

Comfortable: 67.0% of residents
Neutral: 16.9% of residents
Not Comfortable: 16.1% of residents

13. What is your age?

611 responses





THANK YOU

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