

Penticton Today

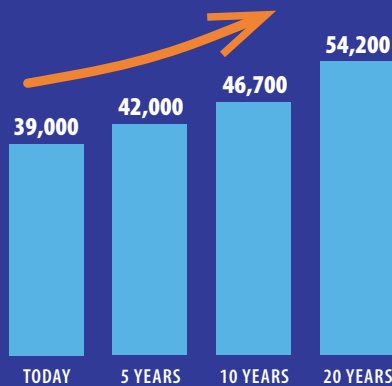
POPULATION



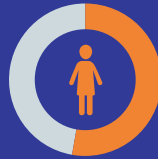
~39,000

growing at

1.79%
annually



GENDER

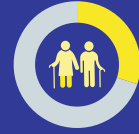


53% women

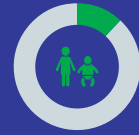


47% men

AGE BREAKDOWN



30%
seniors
(65+)



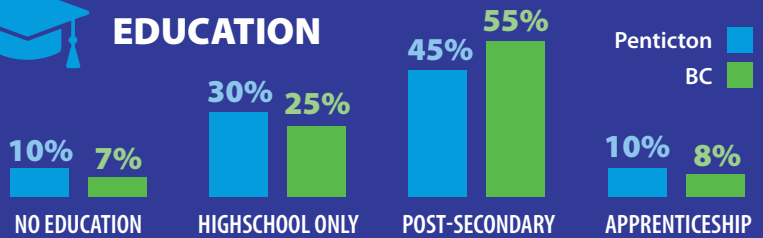
12%
youth
(0-14)



58%
working age
(15-64)



EDUCATION



LANGUAGES SPOKEN AT HOME

English, Punjabi, French, Spanish, Portuguese

MEDIAN EARNINGS



Penticton: In 2020, full-year, full-time workers earned a **median income of \$56,000**, up **21.4%** since 2016 — still **below** the provincial median (**\$66,000**).

POVERTY



12% below low-income threshold, with **senior women** most affected

Data Sources: This infographic draws on multiple sources including the 2021 Census, Community Foundation of the South Okanagan Similkameen 2023 Vital Signs Report, 2024 & 2025 RCMP Crime Statistics, 2024 Penticton Bylaw Enforcement Data, 2024 Penticton Fire Department Stats, the 2024 Public Safety Questionnaire, and the 2025 Coroner Reports.



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PERCEPTION OF SAFETY

Over 1,800 Penticton residents shared their views in a November 2024 Public Safety Survey, which highlighted their top concerns:



TOP INVESTMENT PRIORITIES

Survey respondents ranked **increased police presence (65%)**, **treatment and recovery services (48%)**, and **enhanced bylaw enforcement (46%)** as leading priorities. **Affordable housing (42%)** and **shelter options (41.8%)** also emerged as strong areas of concern. Results show strong support for a balanced approach that combines social supports with enforcement.

CRIME TRENDS IN PENTICTON

RCMP CRIME STATS – 2025 Q2 VS. 2024 Q2



RCMP CRIME INCREASES – 2025 Q2 VS. 2024 Q2



OVERALL CRIME SEVERITY INDEX (CSI)

In 2024, **down 6.9%** from 2023

REPEAT OFFENDERS – 2024

In 2024, **15 individuals** were linked to **420 police files**, highlighting a concentration of repeat criminal activity and need for criminal justice reform.

5-YEAR CRIME TRENDS

In 2025, several offences reached their lowest levels in five years, including:



- ↓ AUTO THEFT
- ↓ BICYCLE THEFT
- ↓ RESIDENTIAL BREAK AND ENTERS
- ↓ MISCHIEF TO PROPERTY
- ↓ THEFT FROM VEHICLES
- ↓ THEFT (OTHER)

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FOOD SECURITY



Shoplifting Trends

47 offenders identified in Q2 2025; **13%** were repeat offenders. **51%** of incidents involved stolen food or groceries — a sign of growing food insecurity.



Food Bank Usage

Regional food banks saw a **20–100% increase** in clients (2021–2022), driven by rising food prices, interest rates, and rental costs.



Cost of Healthy Food

In 2022, a healthy monthly food basket for a family of four in the Okanagan cost **\$1,264, up from \$1,020 in 2017**.

MENTAL HEALTH



In 2024, the **Integrated Crisis Response Team** — a partnership between a police officer and a nurse — supported individuals in **1,311 mental health-related client interactions**.

SUBSTANCE USE & ADDICTION

Medical Response Calls (2024): In 2024, the **Penticton Fire Department** responded to **4,328 emergency incidents**, with **2,547** of those being **medical response calls**.



Unregulated Drug Deaths (2024): In **2024**, the BC Coroners Service reported **26 deaths** due to unregulated drug overdoses in Penticton. As of **April 2025**, there have been **7 deaths**, suggesting a possible decline — though the year is still ongoing.

SENSE OF COMMUNITY BELONGING



68% of residents aged 12+ in the **Okanagan Health Services Delivery Area** reported a somewhat or very strong sense of belonging to their local community (2019–2020). This is **on par** with the provincial average of **69.5%**.



SOICS Community Survey

385 Participants

ADDRESSING RACISM IN SOUTH OKANAGAN

KEY FINDINGS

- 27%** experienced discrimination (based on race, ethnicity, religion, etc.)
- 74%** did not report incidents
- Only **15%** felt comfortable contacting RCMP
- 22%** believe racism is increasing

HOMELESSNESS

The **2025 Point-in-Time Count** identified **194 individuals** experiencing homelessness in Penticton.



78 unsheltered

116 sheltered

This is **up 17%** from 166 in 2023.

As of November 2024, there were:

73 permanent shelter beds

40 new temporary beds

added to support seasonal and emergency needs.

SAFE PUBLIC SPACES

In 2024, Bylaw Services responded to

5,785 calls for service

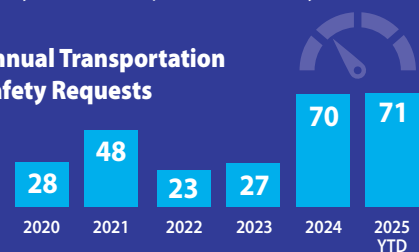


with **63%** related to **social disorder issues**, such as public disturbances, loitering, and substance use.

TRAFFIC SAFETY

There is an increase trend in the # of traffic safety related complaints to the City.

Annual Transportation Safety Requests



Active Public Requests & Areas of Concern 2025



#	CONCERN
70	Crosswalks
20	Intersections
2	Visibility
125	Speeding

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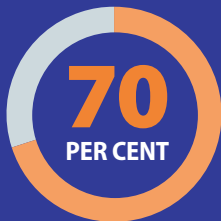
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EMERGENCY PREPAREDNESS

According to the 2024 Public Safety Questionnaire:



of residents feel **very prepared** for emergencies (e.g., fire, natural disasters)



feel **somewhat prepared**



feel **very unprepared**

WHY RESIDENTS FEEL UNPREPARED FOR EMERGENCIES



No emergency kit or go-bag



Unclear where to start or what to do



Lack of information about local hazards



Challenges preparing with pets



Financial barriers to preparing supplies



Difficulty planning for all types of emergencies



General lack of resources and guidance



Limited communication from the City about emergency plans



Unaware of the City's emergency response strategy



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