

2025 Resident Satisfaction Survey Report

November 2025

Prepared for The City of Courtenay by PRA Inc.



**City of
Courtenay**



Contact:

Nicholas Borodenko, Partner

borodenko@pra.ca

204-594-2080

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Methodology and Reporting Considerations

Background and Methodology

PRA Inc. conducted a random digit dialing (RDD) telephone survey of residents of the City of Courtenay aged 18 and older. This is the third consecutive year this survey has been conducted and helps the City track community priorities, measure changes over time, and guide future decisions about programs, services, and budgets.

The survey was conducted by CATI (Computer Aided Telephone Interview) from November 3 to 26, 2025, collecting responses from a total of 300 residents. The sample includes both landlines and cellphone numbers. The final results in this survey are weighted by age, gender, and household income of City of Courtenay residents according to 2021 Statistics Canada census data.

The margin of error for this telephone survey of 300 adults is +/- 5.6%, 19 times out of 20. The margin-of-error is higher for sub-populations analyzed in these results.

Reporting Considerations

TOP2. Throughout this report, references to TOP2 scores indicate when the two most positive response options are combined. For example, this may refer to when results of “very satisfied” and “somewhat satisfied” are combined into one result.

Rounding. Percentages shown in this report may not always add up to exactly 100%, due to rounding.

Values. Some smaller values in charts (<4%) may not be shown to improve chart readability.

Key differences. Significant differences across sub-groups are noted where they exist (p-value of less than 0.05). Statistical differences are reported at the 95% confidence level.

Comparisons. Where possible, results show changes from surveys conducted in previous years. Other BC municipalities of similar size and/or characteristics have been included for comparison where possible for some key indicators.

Executive Summary

Executive Summary

Quality of Life, Sense of Belonging, and Value for Tax Dollars

- The majority of respondents (81%), rate the quality of life in the City of Courtenay as good or very good. This proportion has decreased for two consecutive years, however, those rating quality of life as very good (33%) is up 8-percentage points from last year. About half of respondents (49%) believe the quality of life in the City of Courtenay has not changed over the past year, while 43% believe it has gotten worse.
- 7 in 10 respondents (70%) think they receive an overall good value for their tax dollars, which is unchanged from the previous year. A near equal proportion of respondents believe taxes should be increased to maintain, enhance, or expand services (21%) or services should be cut to reduce taxes (20%).
- Residents remain generally positive about their sense of belongingness and the welcomeness of the community:
 - 73% of respondents strongly or somewhat agree that they have a strong sense of belonging in the City – down 2-percentage points from 2024
 - 82% of respondents strongly or somewhat agree that the City is a welcoming community – up 1-percentage point from 2024

Issues, Priorities, and Satisfaction with City Services

- The City's Net Promoter Score (NPS) increased considerably to -4 (-17 in 2024), although this still indicates that residents are more likely to not recommend the City to their friends or colleagues as a place to live.
- The primary reasons for not recommending the City include the high cost of living (19%), over crowdedness (19%), a lack of housing (18%), the homelessness population (16%), and concerns about crime and safety (16%).
- Homelessness (35%), while 7-percentage points lower than in 2024, remains seen as the most important issue facing the City.
- As for the services provided by the City, 62% are satisfied with the overall level and quality of services provided, a slight drop from 66% in 2024.
- Fire services (TOP2: 88%), parks, green spaces, and multi-use trails (88%), and recreation services (80%) are the services residents are most satisfied with. Traffic management (TOP2: 28%) continues to have the lowest satisfaction among residents.

Executive Summary

Staff Interaction and Staff Experience

- In the last 12 months, less than half of respondents (45%) have personally contacted or dealt with the City and/or its staff.
- Of those who have contacted the City, 72% report being satisfied with the overall service they received, which is up 6-percentage points from 2024.
- Most respondents agreed that the staff were courteous (TOP2: 92%), treated them fairly (TOP2: 85%), and were knowledgeable (TOP2: 83%).

Key Drivers

- Regression analyses suggest that the strongest predictor of overall satisfaction with City services is satisfaction with land use and community planning (which ranks 9th out of 11 City services) and the strongest predictor of overall satisfaction with staff is agreement that staff go the extra mile to help (which ranks 6th out of 6 aspects).

City Communication

- A little under half of respondents (46%) reported that their most preferred method of contacting the City with an inquiry or concern is by telephone. This is followed by email (23%) and in-person at an office or service counter (14%).
- Nearly 2 in 3 respondents (63%) are satisfied with the current amount of information they receive from the City, however, information on planning and development (21%) is the topic respondents are most interested in receiving information on from the City. Local newspaper (39%) and social media (34%) are the most common ways residents get information about the City, local newspaper (36%) is the most preferred method for this type of information.
- Nearly half of respondents (TOP2: 48%) are satisfied with the opportunities to provide input to the City on their views and priorities.
 - Respondents satisfied with opportunities to provide input most often say it is because they have no barriers to contacting the City (16%).
 - The top reason for dissatisfaction with opportunities to provide input is the City does not listen or take action (30%).

Detailed Findings

Quality of Life

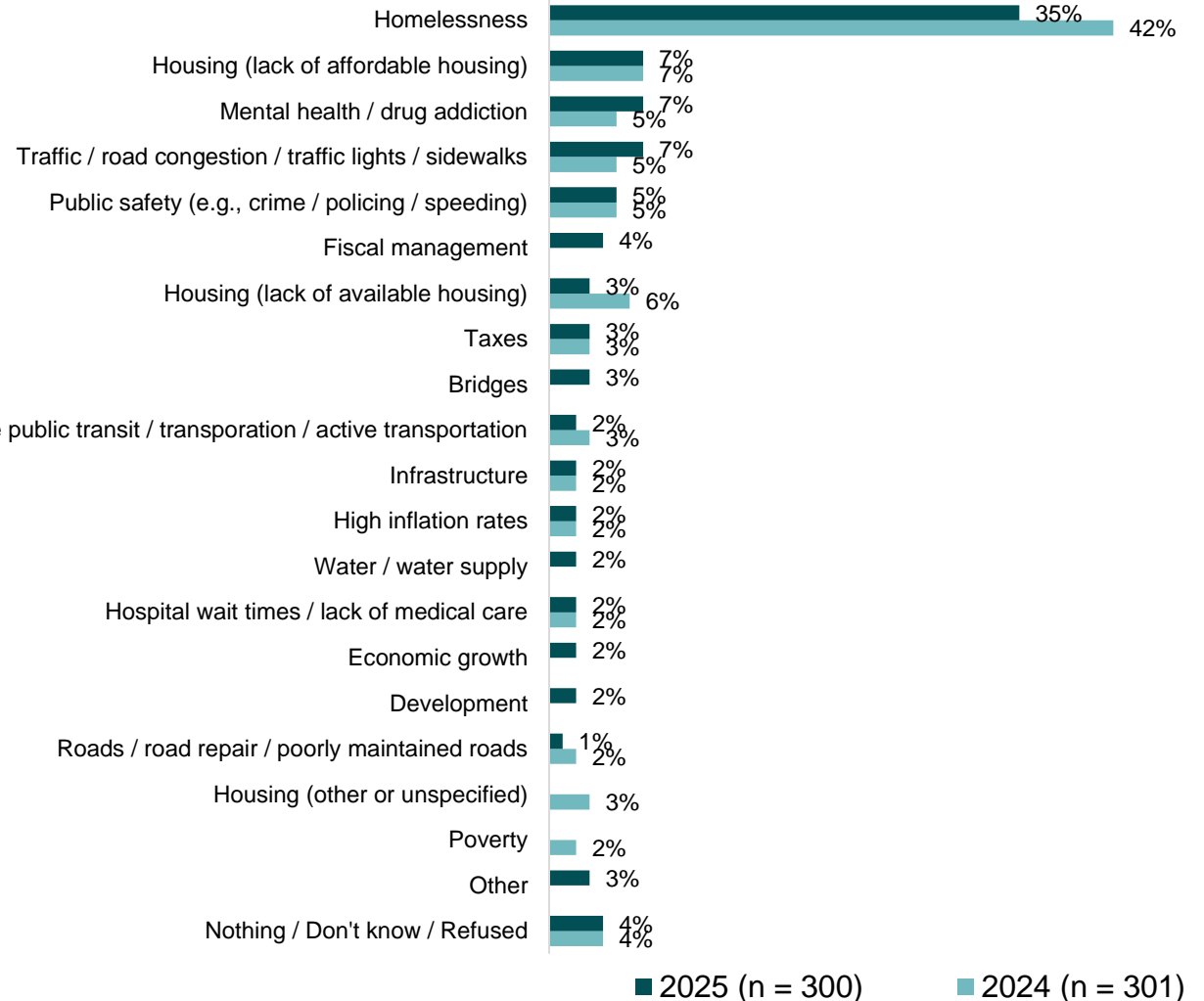
Top of Mind Issues

Q1. To start, in your view, as a resident of The City of Courtenay, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

- Generally, top of mind issues remain similar to that of the previous year. **Homelessness** remains the most important issue by far, although dropped from 42% in 2024 to 35% (on par with 34% in 2023).
- **Homelessness** is not an issue unique to the City of Courtenay, as it is also the most commonly mentioned issue in other B.C. cities including Campbell River (56%), Kelowna (41%), Cranbrook (40%), and Mission (19%).

Key differences

- Concerns about **homelessness** tend to increase with age (from 22% of those 18 to 29 to 39% of those 65 and older) and, although not quite statistically significant, are more prevalent among women than men (40% vs. 30%).



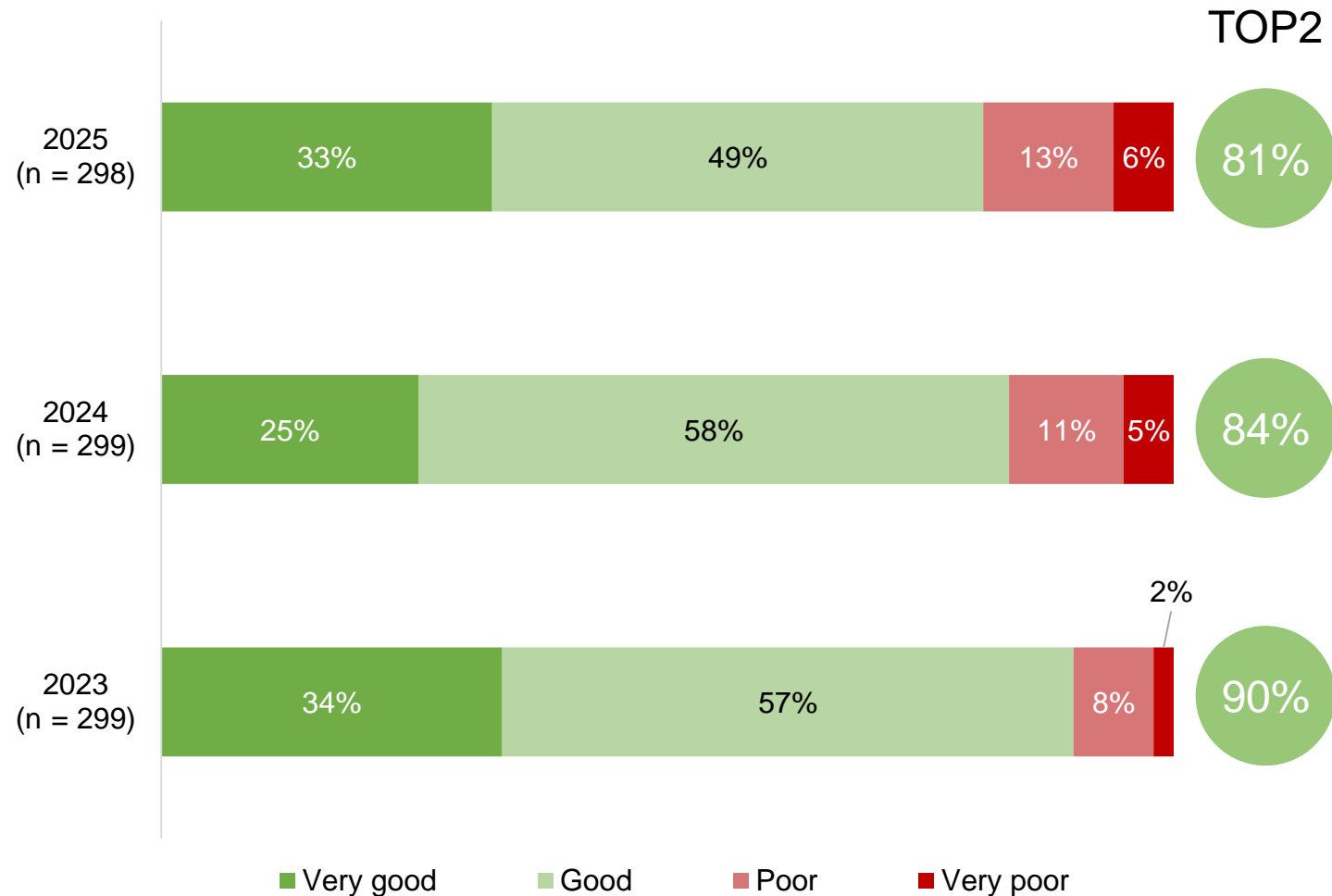
Quality of Life

Q2. How would you rate the overall quality of life in the City of Courtenay today?

- About 4 in 5 residents (81%) have a positive impression of the quality of Life in the City of Courtenay.
- This proportion has declined two consecutive years, although it is interesting to note that the proportion of those who rate the quality of life as very good (33%) is equally as high as in 2023 (34%).

Key differences

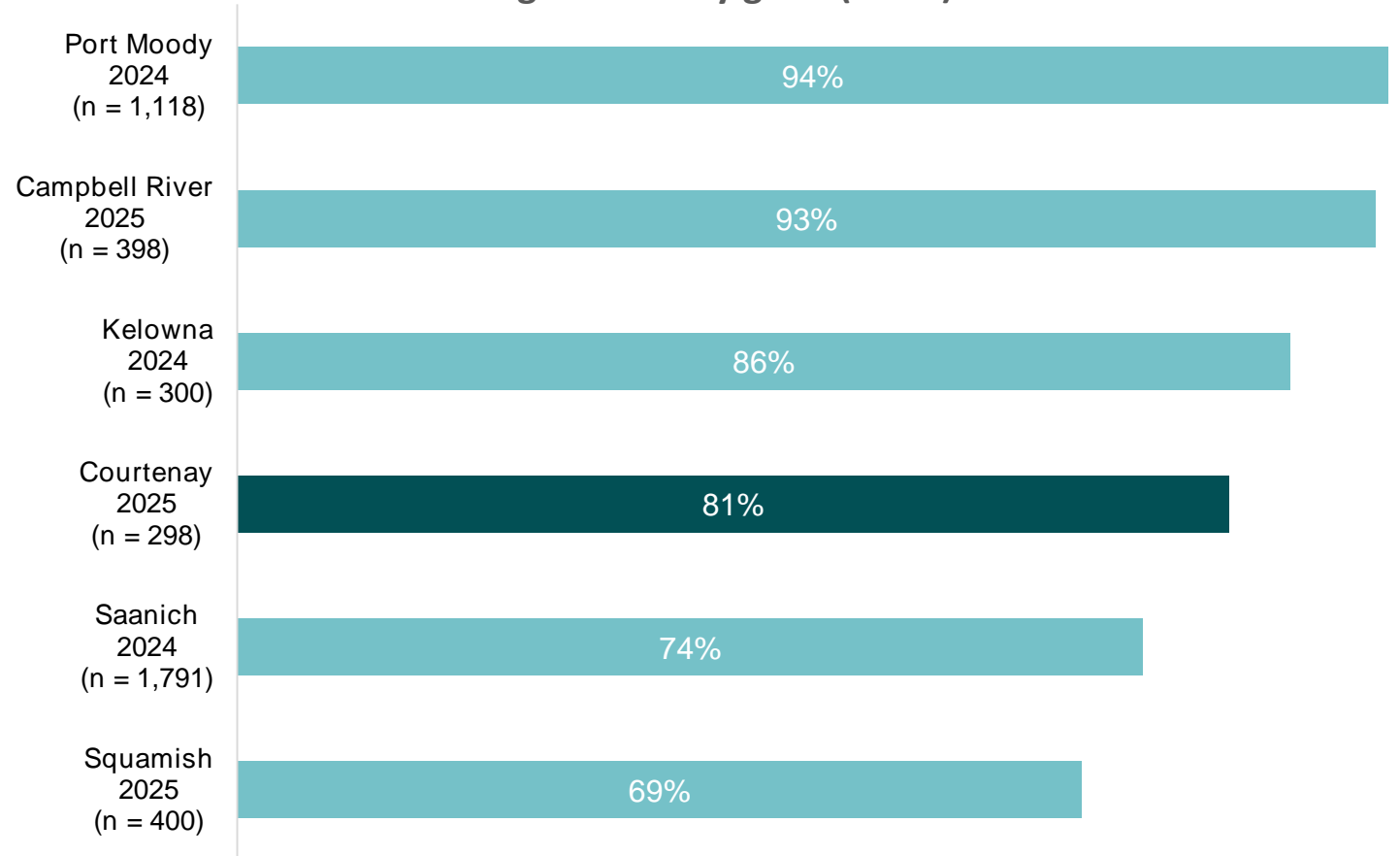
- Those 65 and older (92%) are most likely to rate quality of life in the City of Courtenay as good or very good, while those 30 to 44 years of age (68%) are least likely.



Quality of Life – Benchmark

- When compared with five other municipalities in BC*, the City of Courtenay ranks right around the average of 83% positive perceptions (TOP2 ratings) of overall quality of life.

% good or very good (TOP2)



*Benchmark analysis is based on data collected through publicly available resident satisfaction survey reports, using results from questions with the same or similar wording. All surveys were conducted in 2024 or 2025.

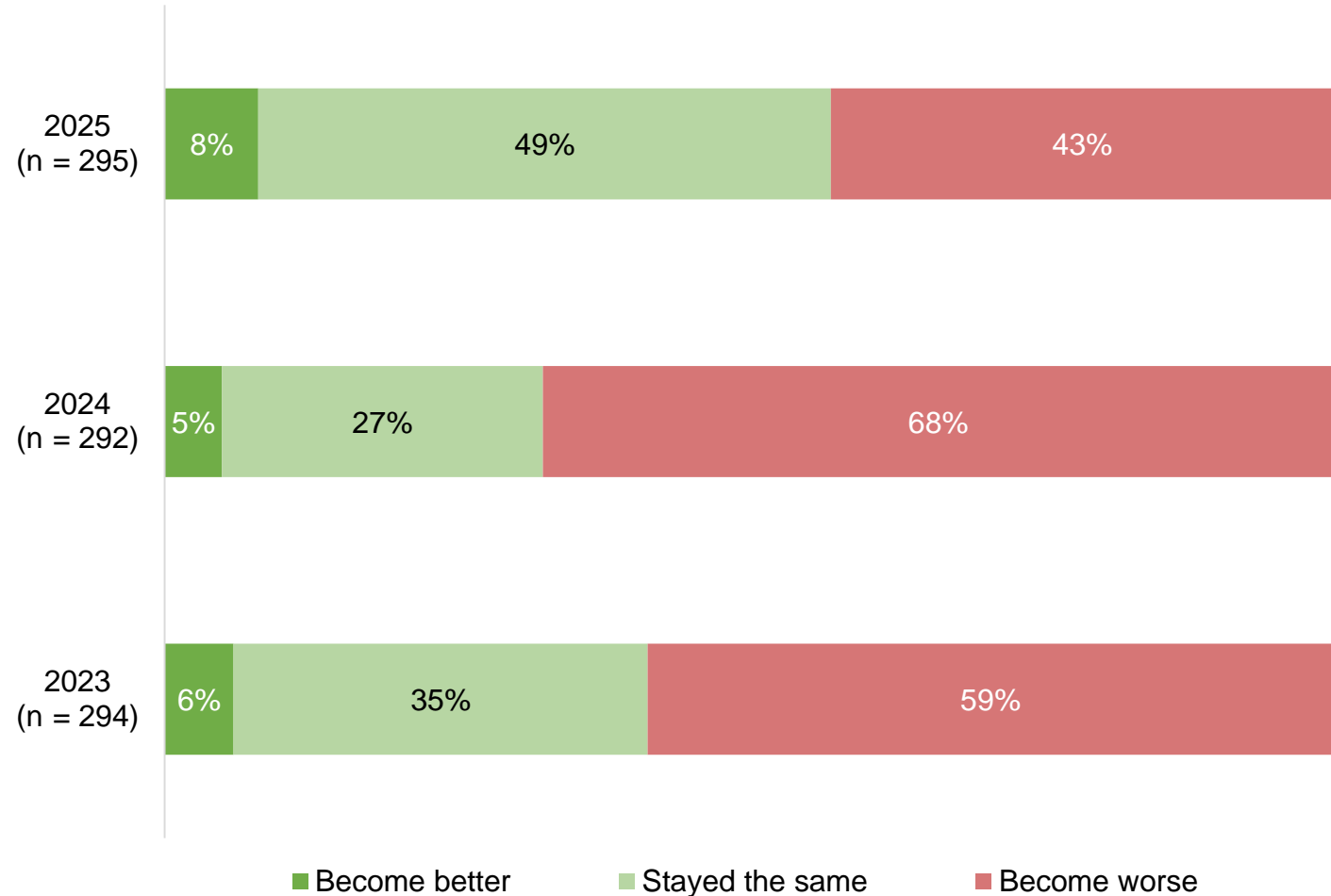
Changes in Quality of Life

Q3. In your opinion, compared to last year, has the quality of life in the City of Courtenay...?

- About half of residents (49%) believe life in the City of Courtenay has stayed the same compared to last year.
- Slightly more than 2 in 5 residents (43%) believe it has gotten worse, while 8% believe it has gotten better.
- Comparisons to previous years are provided for context, however, it should be noted that this question previously asked about changes in quality of life over the past three years, which would help explain the increase in those believing quality of life has stayed the same.

Key differences

- Although not quite of statistical significance, as respondents increase in age, so does likelihood of believing quality of life has stayed the same (from 37% to 60%). Believing quality of life has become better or worse both tend to decrease with age.



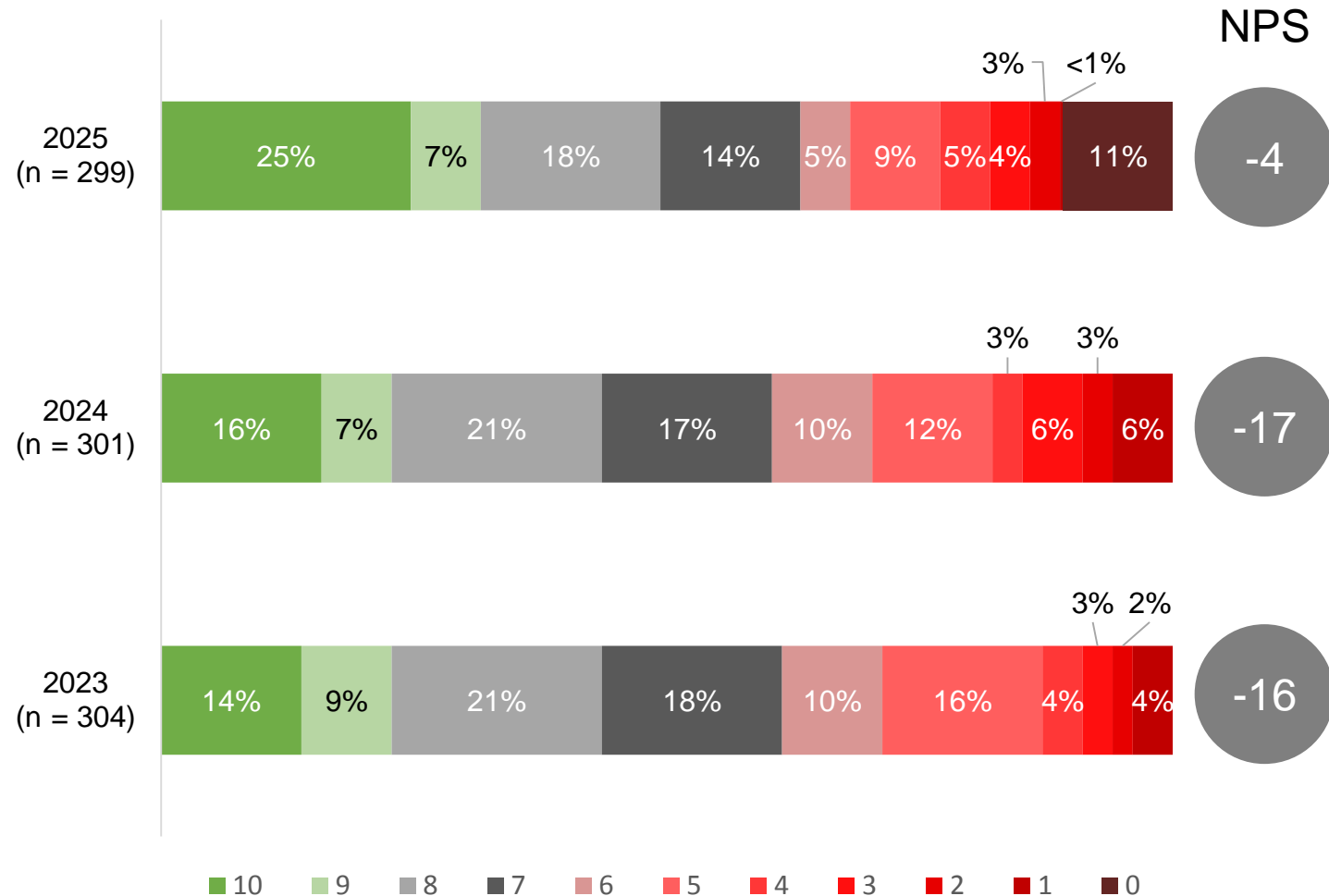
Net Promoter Score

NPS1. How likely would you be to recommend the City of Courtenay as a place to live to a friend or colleague? Please use a number from 0 to 10, where 0 is not likely at all, and 10 is extremely likely.

- The Net Promoter Score (NPS) for the City of Courtenay is -4 in 2025, which is calculated by subtracting the proportion of detractors (36%, those providing a rating of 0 to 6) from the proportion of promoters (32%, those providing a rating of 9 or 10).
- While still a negative score, this shows considerable improvements from -17 in 2024 and -16 in 2023 and is primarily driven by an increase in those providing a score of 10 out of 10 (25%).

Key differences

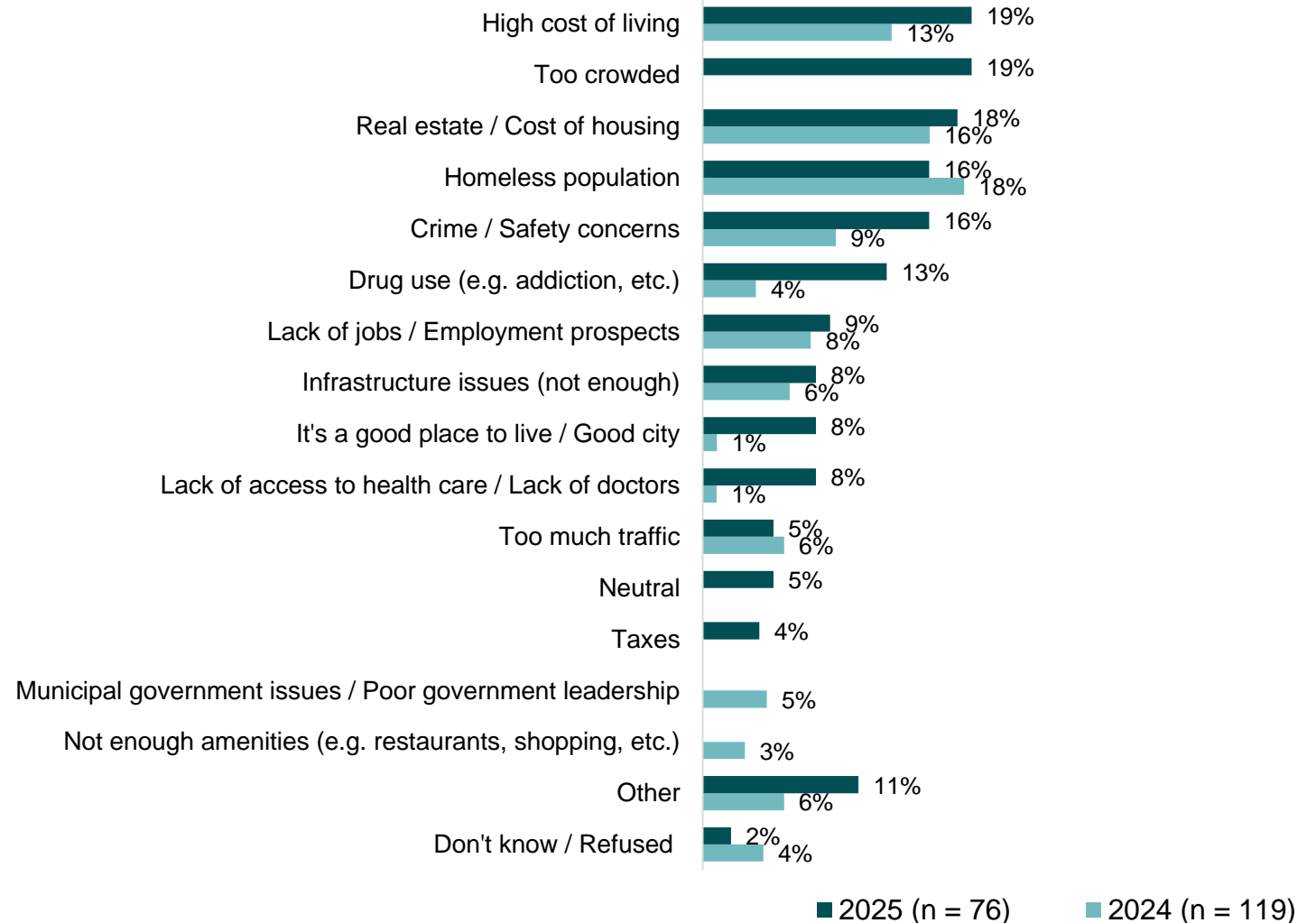
- Homeowners (35%) were more likely to be promoters than renters (23%).
- Additionally, the likelihood of being a promoter increases with age (from 17% up to 40%).



Reasons to not Recommend the City

NPS2. Why did you give a rating of [NPS1 rating] for recommending the City of Courtenay as a place to live?

- There were a variety of reasons given for why residents gave a low recommendation rating for City of Courtenay as a place to live with little consensus.
- Most often, respondents identified the **high cost of living** (19%), **over crowdedness** (19%), and **cost of housing** (18%) as the reasons for their unlikelihood to recommend the City.
- There were many similarities to responses from the previous year, although **over crowdedness** was not a key theme identified in 2024. Additionally, concerns with **cost of living**, **crime**, and **drug use** were more slightly more prevalent in the current survey than in the previous year.



City Service Assessment

Overall Satisfaction with City Services

Q5. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of Courtenay, on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied.

- Ratings of overall satisfaction with the services provided by the City of Courtenay show that over 1 in 5 residents (22%) are very satisfied, which is an improvement from 13% in 2024.
- Those satisfied overall (TOP2) dropped slightly from 66% to 62%, primarily due to residents being more likely to fall in the middle of the scale than say they were somewhat satisfied.

Key differences

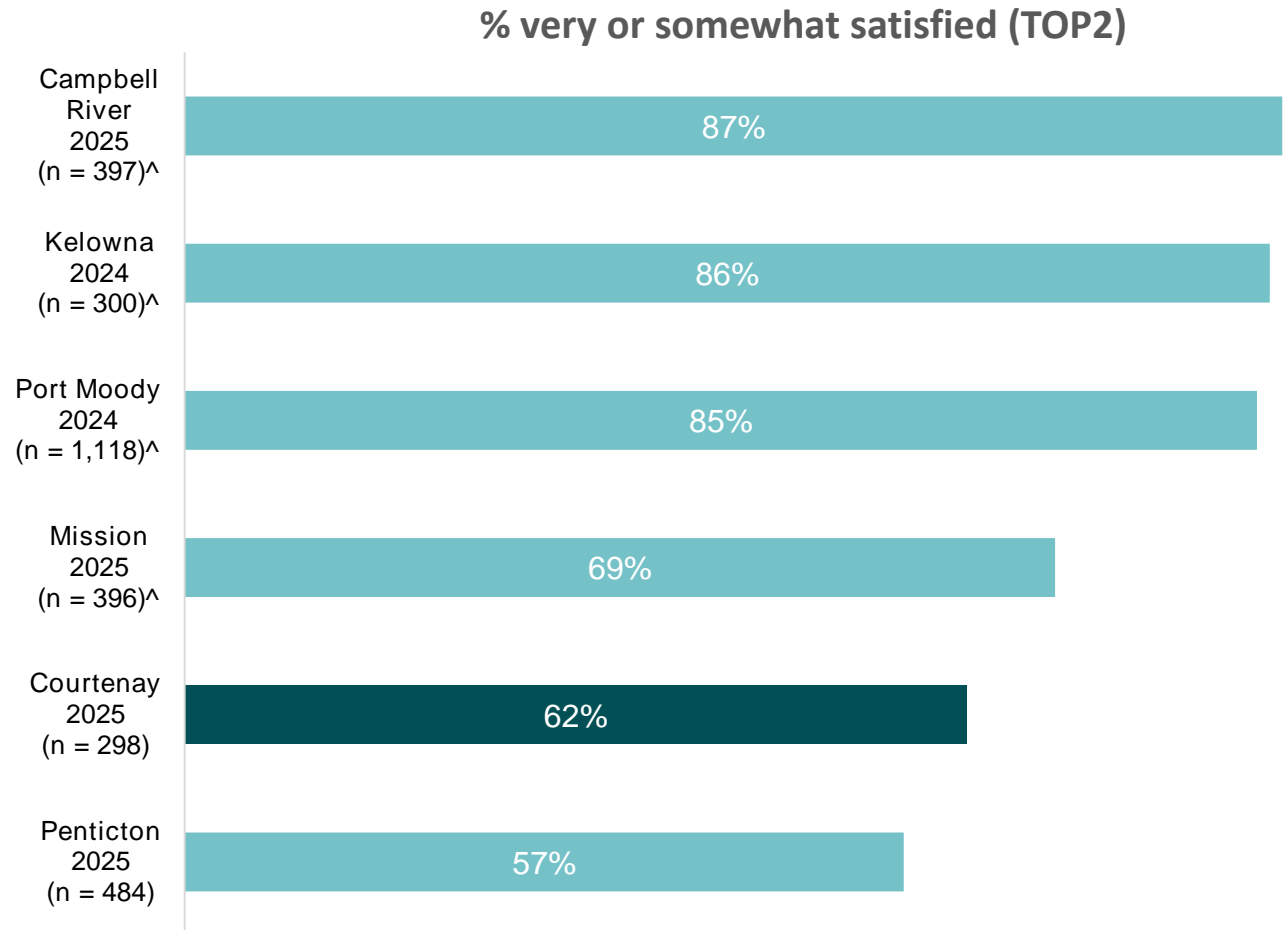
- Those who are employed (55%) are less likely than those who are not currently employed (70%) to be satisfied overall with City services.



Overall Satisfaction with City Services – Benchmark

- When compared with five other municipalities in BC*, the City of Courtenay ranks below the average of 77% overall satisfaction (TOP2 ratings) with City services.
- However, it should be noted that most municipalities shown used 4-point rather than 5-point scales to assess satisfaction, therefore, results should be interpreted with caution.
- Compared to the other municipality using a 5-point scale (Penticton, 2025), the City of Courtenay ranks slightly higher.

*Benchmark analysis is based on data collected through publicly available resident satisfaction survey reports, using results from questions with the same or similar wording. All surveys were conducted in 2024 or 2025.



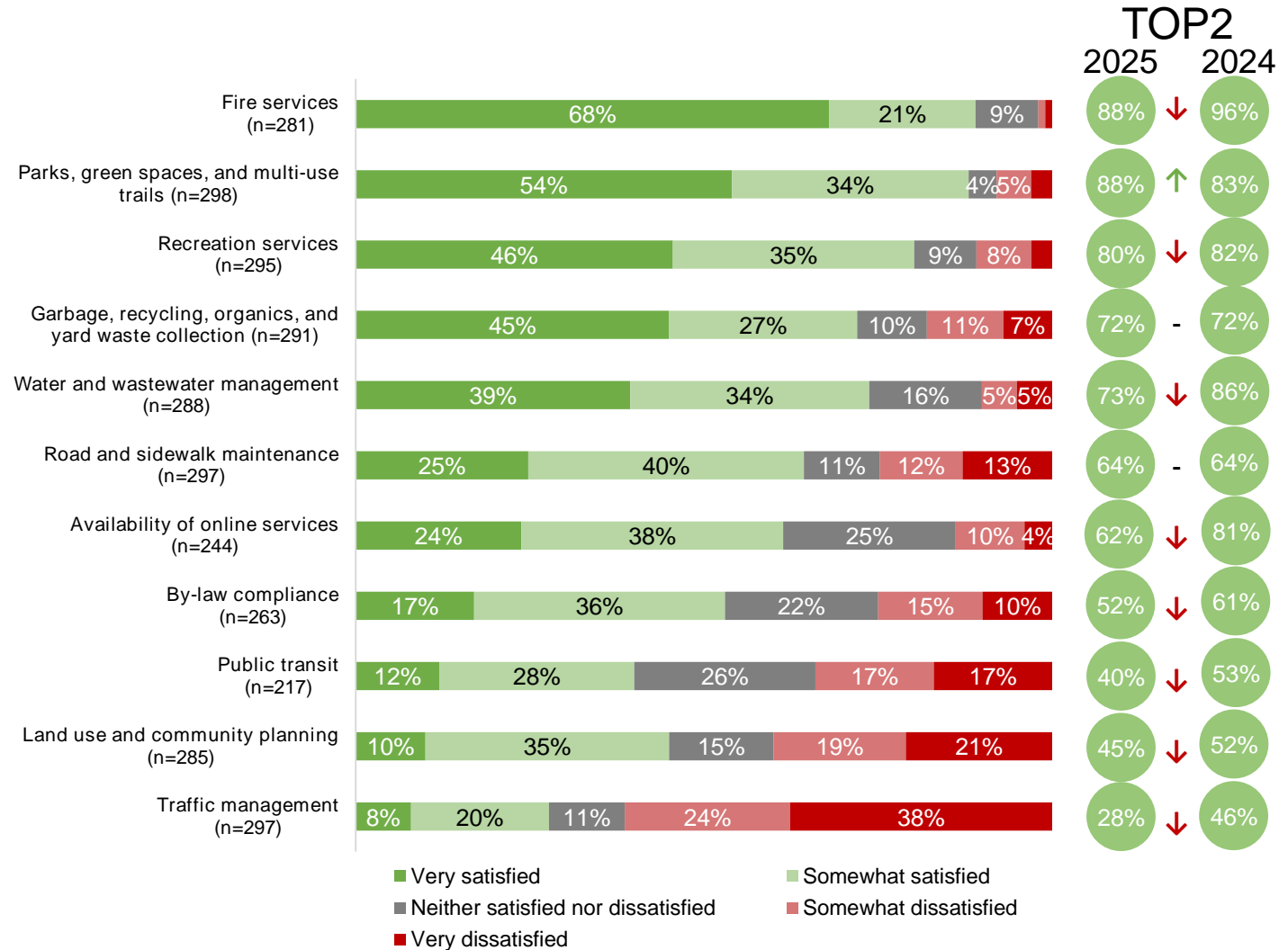
Satisfaction with City Services

Q5A-Q5K. I am going to read a list of services provided by the City of Courtenay. For each one using the same scale as before, please tell me how satisfied or dissatisfied you are with the performance of the City of Courtenay.

- **Fire services** remains the service residents are most satisfied with in 2025, with 68% saying they are very satisfied. This is followed by **parks, green spaces, and multi-use trails** (54%), **recreation services** (46%), and **garbage, recycling, organics and yard waste collection** (45%).
- Similar to overall satisfaction, proportions of those very satisfied tends to be similar or more positive for most services compared to 2024, but TOP2 ratings tend to be down.

Key differences

- Women and those 45 and older are more likely to be satisfied with **traffic management**.
- Those with children, those ages 18 to 44, and those who are employed are less likely to be satisfied with **public transit**.
- Homeowners are more likely to be satisfied with **parks, green spaces, and multi-use trails**.
- Those with disabilities are less likely to be satisfied with **parks, green spaces, and multi-use trails** and **by-law compliance**.
- Satisfaction with **availability of online services** increases with age and with homeownership.
- Those ages 30 to 44 are less likely than those in other age groups to be satisfied with **recreation services**.



Key Driver Analysis: Satisfaction with Services

Key Drivers of Overall Satisfaction with City Services

- Regression models are used in survey research to determine attitudes that may be statistically related to other questions. A stepwise regression uses a method that starts with a set of predictors (questions) and then adds or removes predictors one by one to find the best model. The goal is to provide a simplified model that keeps predictive power strong and removing extraneous predictors.
- The stepwise regression models shown below was used to determine which service areas were key drivers of **overall satisfaction with city services**. The higher the proportion of variance predicted, the stronger the influence that question has on the desired **overall satisfaction**. Any statement areas not shown in the table below indicate it has no significant relationship with residents' overall satisfaction with city services.
- The model shows that the strongest predictor of overall satisfaction is satisfaction with **land use and community planning**; however, this area ranks 9th out of the 11 service areas in terms of overall satisfaction – indicating a need to for the City of Courtenay to potentially focus resources in this area.
- A secondary predictor is satisfaction with **parks, green spaces, and multi-use trails**, which is positive given that it has the 2nd highest satisfaction among all 11 areas.

Variance explained by question	Service area	% satisfied	Top 2 box rank: Satisfaction
21%	Land use and community planning	45%	9 th
8%	Parks, green spaces, and multi-use trails	88%	2 nd
3%	Water and wastewater management	73%	4 th
2%	By-law compliance	52%	8 th
2%	Garbage, recycling, organics and yard waste collection	72%	5 th
1%	Availability of online services	62%	7 th
1%	Road and sidewalk maintenance	64%	6 th

Experience and Satisfaction with City Staff

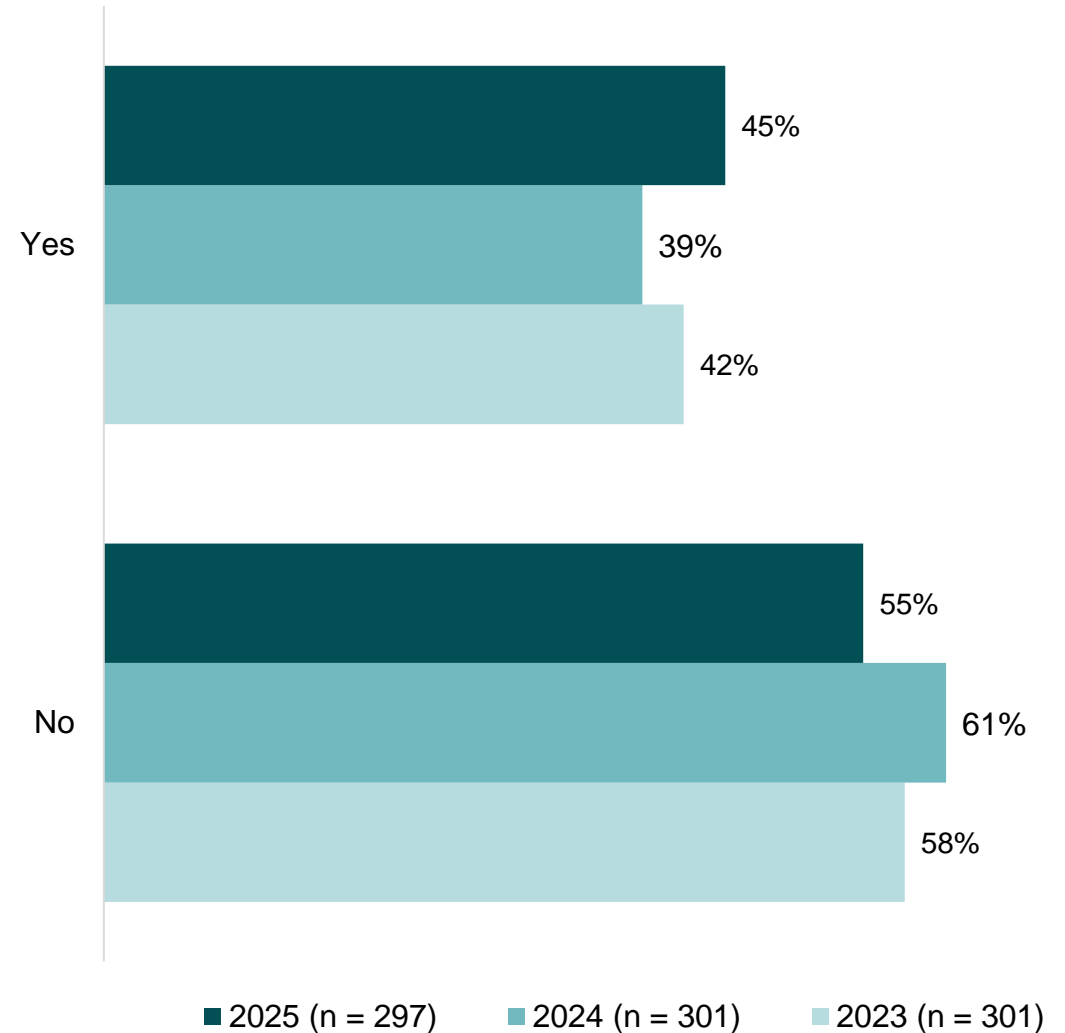
Interaction with the City – Last 12 months

Q9. In the last 12 months, have you personally contacted or dealt with the City of Courtenay or one of its employees?

- In the 2025 survey, less than half of residents (45%) said they personally contacted the City within the past year.
- This proportion is six percentage points higher than the previous year (39%), but only three percentage points higher than in 2023 (42%).

Key differences

- Those 30 to 64 years of age (53%) and those with children (56%) are more likely than those ages 18 to 29 (32%) or 65 and older (37%) or those without children (41%) to have contacted the City within the past year.



Overall Satisfaction with City Staff Experience

Q10. And thinking of the last time you contacted the City of Courtenay, how satisfied were you with the overall service you received? Would you say you were...?

- Among those who contacted or dealt with the City in the past year, nearly 3 in 4 residents (72%) said they were satisfied with their most recent experience, including 45% who were very satisfied.
- Both proportions show improvement from the previous year (66% satisfied, including 34% very satisfied).

Key differences

- Although not quite of statistical significance, women (79%) tend to be more likely than men (65%) to say they were satisfied with the service received when contacting the City.



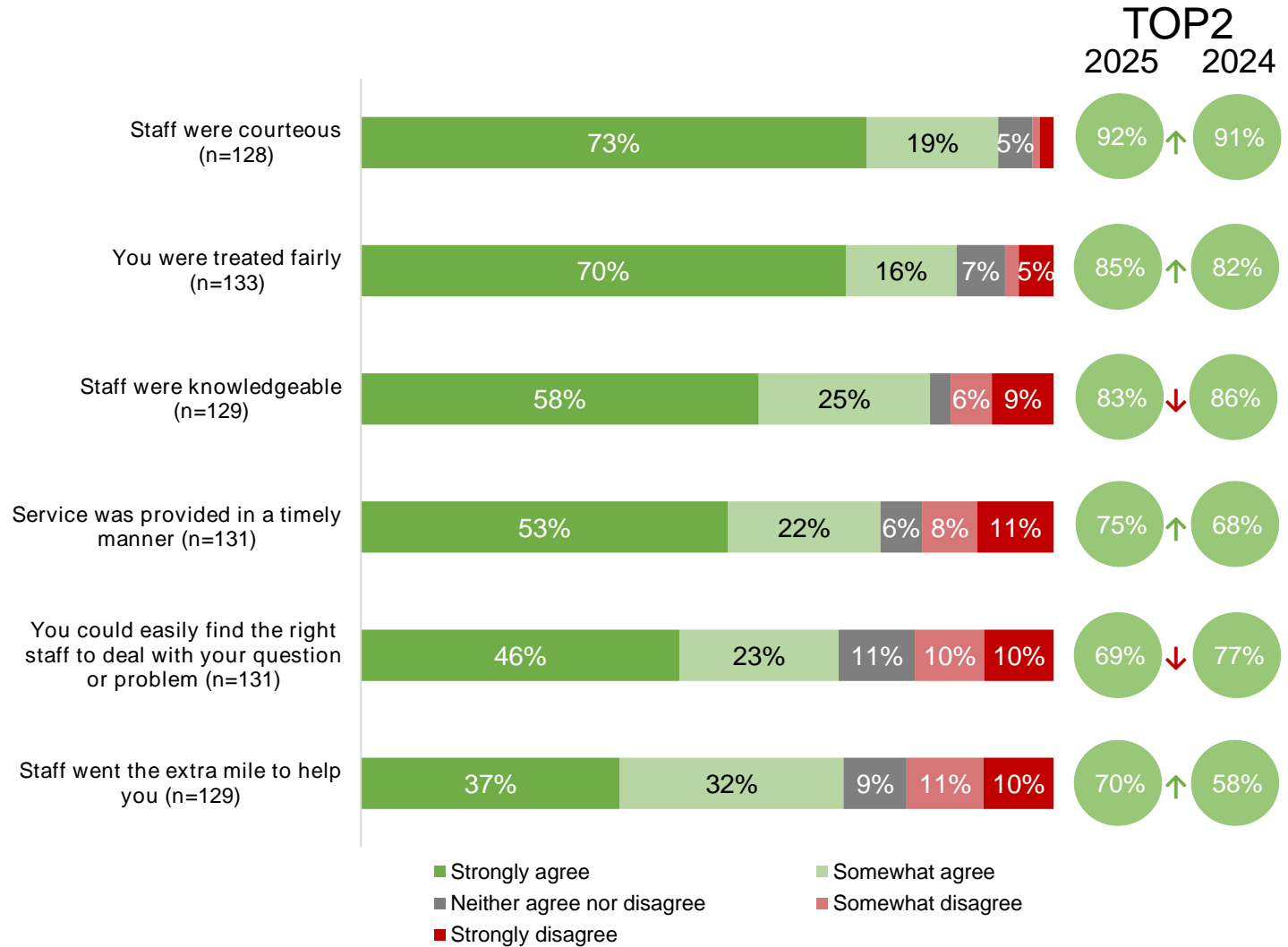
Satisfaction with City Staff

Q12A-Q12F. Continuing to think about your most recent interaction with the City of Courtenay, would you say that you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that...?

- Satisfaction with interactions with City staff was generally positive, as over half of residents strongly agreed with four of the six statements, and over two-thirds agreed overall (TOP2) with all six.
- Respondents were most likely to strongly agree that **staff were courteous** (73%) and that they were **treated fairly** (70%).
- TOP2 ratings were similar or higher for most aspects compared to the previous year, although agreement that they **easily found the right staff** dropped from 77% to 69%.

Key differences

- Those with a disability (59%) were less likely to say they agreed that **staff went the extra mile to help** when compared to those without a disability (73%).



Key Driver Analysis: Satisfaction with Staff

Key Drivers of Overall Satisfaction with City Staff

- Regression models are used in survey research to determine attitudes that may be statistically related to other questions. A stepwise regression uses a method that starts with a set of predictors (questions) and then adds or removes predictors one by one to find the best model. The goal is to provide a simplified model that keeps predictive power strong and removing extraneous predictors.
- The stepwise regression models shown below was used to determine which service areas were key drivers of **overall satisfaction with city staff**. The higher the proportion of variance predicted, the stronger the influence that question has on the desired **overall satisfaction**. Any statement areas not shown in the table below indicate it has no significant relationship with residents' overall satisfaction with city staff.
- The model shows that the strongest predictor of overall satisfaction with City staff is satisfaction with **staff going the extra mile to help them**; however, this area ranks 6th (last) out of the 6 statements. In addition, the second strongest predictor is satisfaction with **easily find the right staff to deal with their question or problem**, which ranked 5th out of the six statements.

Variance explained by question	Statement	% satisfied	Top 2 box rank: Satisfaction
45%	Staff went extra mile to help you	70%	6 th
8%	Easily find the right staff to deal with your question or problem	69%	5 th
4%	Treated fairly	85%	2 nd
1%	Service was provided in a timely manner	75%	4 th

Taxation and Priorities

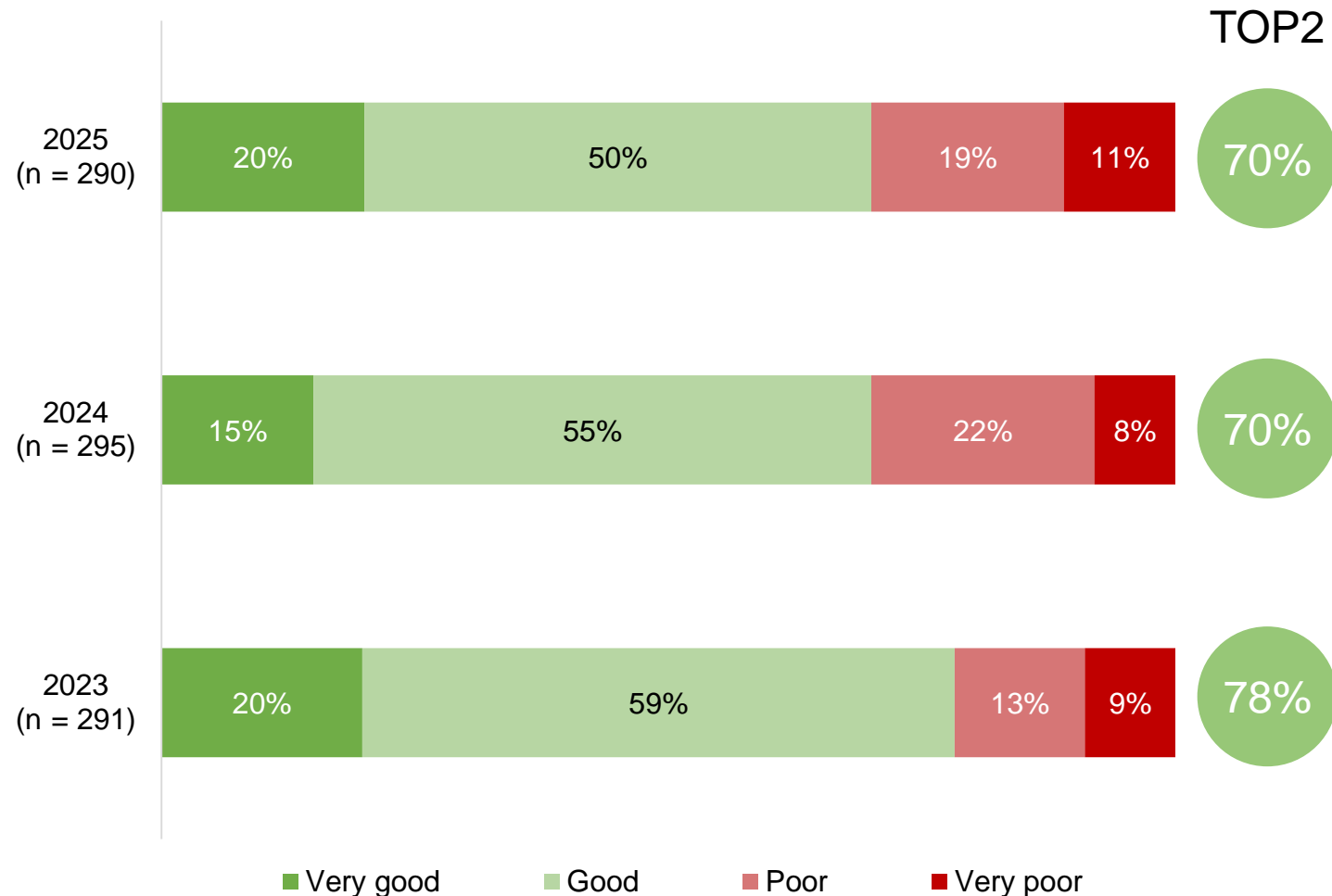
Value for Tax Dollars

Q13. Thinking about all the programs and services you receive from the City of Courtenay, would you say that overall, you receive a very good, good, poor, or very poor value for your tax dollars?

- About 7 in 10 residents (70%) believe they receive good value for their tax dollars, including 20% saying they receive very good value.
- Perceptions remain very similar to the previous year, with the primary change being that respondents were slightly more likely in 2025 to rate their value received to the ends of the scale (very good/poor vs. good/poor).

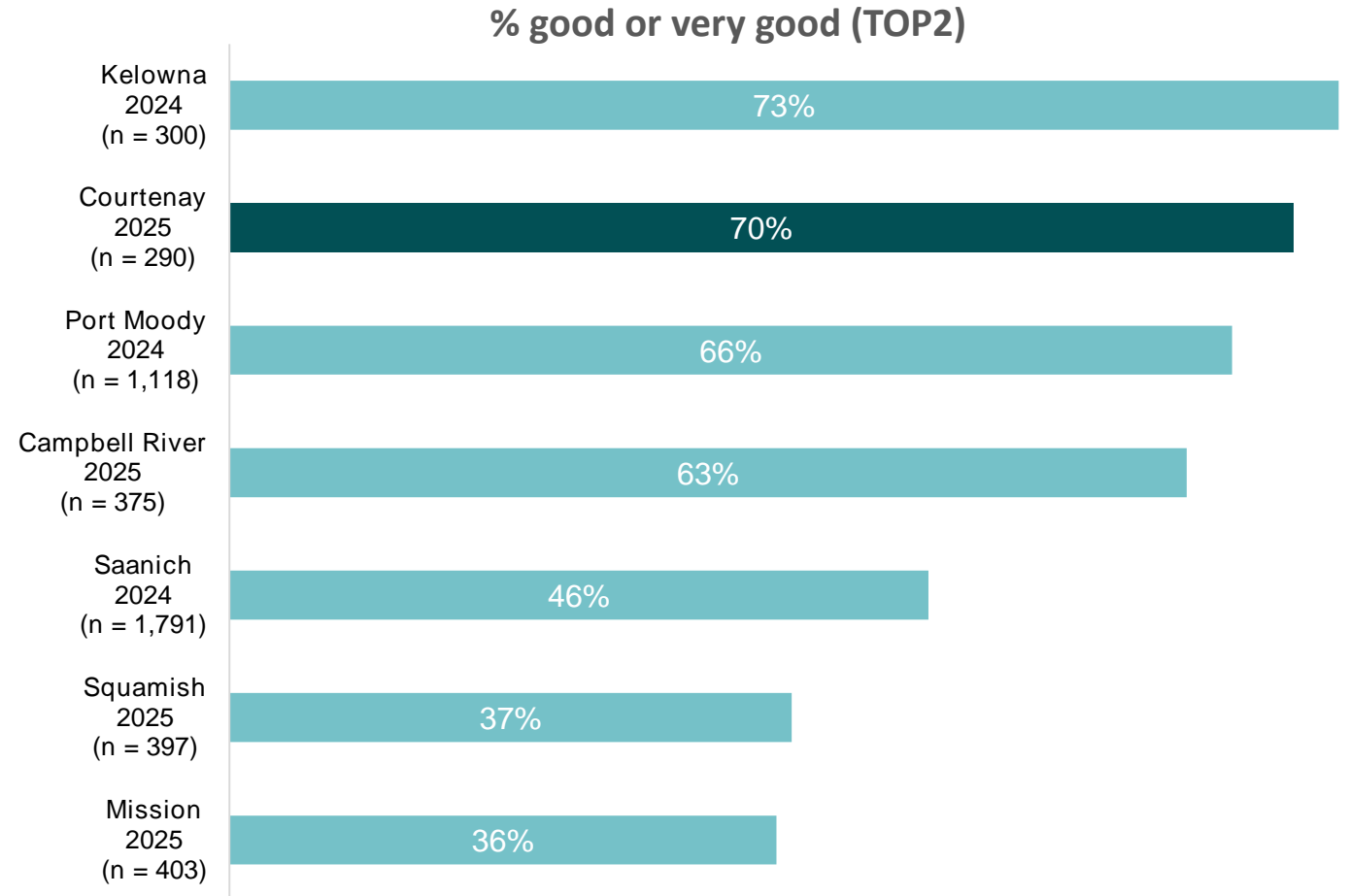
Key differences

- There is a very strong correlation between age and perceptions of tax dollar value, as perceptions of receiving good value increase from 45% of 18-to-29-year-olds up to 81% of those 65 and older.
- Additionally, homeowners (75%) are much more likely to believe they receive good value of tax dollars compared to renters (56%).



Value for Tax Dollars – Benchmark

- When compared with six other municipalities in BC*, the City of Courtenay ranks higher than the average of 54% positive perceptions (TOP2 ratings) of the value received for tax dollars paid.



*Benchmark analysis is based on data collected through publicly available resident satisfaction survey reports, using results from questions with the same or similar wording. All surveys were conducted in 2024 or 2025.

Balancing Taxation and Service Delivery Levels

Q14. Municipal property taxes are the primary way to pay for services provided by the City of Courtenay. To help the City of Courtenay balance taxation and service delivery levels, which of the following options comes closest to your view?

- When asked about balancing taxation and service delivery, the most common suggestion is to maintain taxes (43%).
- A virtually equal proportion of residents suggest to either increase taxes (21%) or reduce taxes (20%).
- These results are similar to the 2024 survey, although over time there appears to be a trend of lower favourability of increasing taxes and higher favourability of reducing taxes.

Key differences

- Younger residents (18 to 44) tend to be more likely than older respondents to be in favour of reducing taxes, while those 45 and older are more likely than those younger to prefer maintaining taxes.
- This is likely related to homeownership, as homeowners (49%) are more likely than renters (26%) to be in favour of maintaining taxes.



City Communication

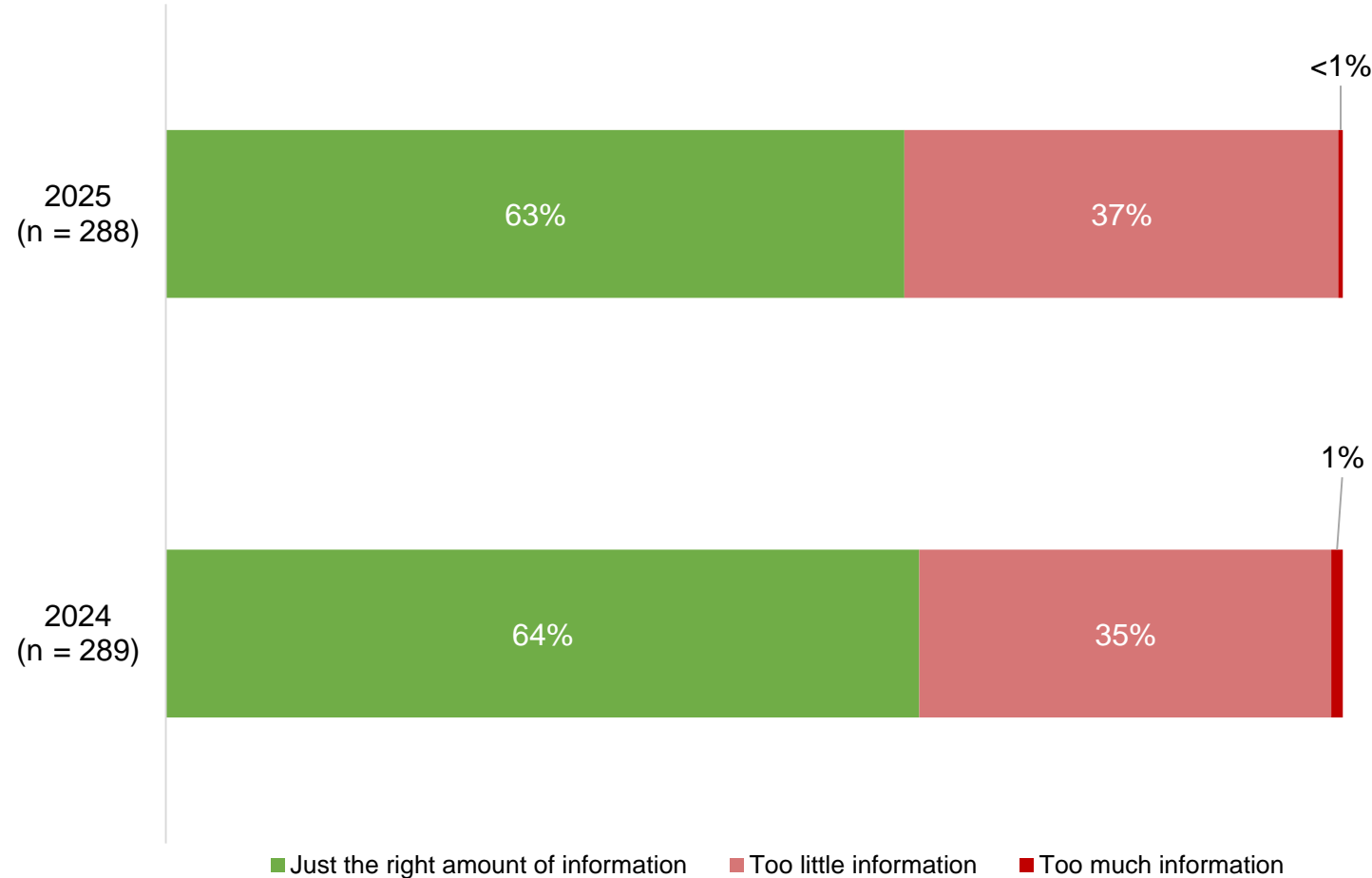
Amount of Information from the City

Q15A. In your opinion, do you currently receive too much, too little, or just the right amount of information from Courtenay?

- Nearly two-thirds of residents (63%) believe they receive the right amount of information from the City.
- About 37% believe they do not receive enough information and almost no one (<1%) believes they receive too much information.
- These results are very much in line with the previous year.

Key differences

- Employed residents were more likely than those not employed to say they receive too little information (44% vs. 31%) and less likely to say they receive the right amount of information (55% vs. 69%).



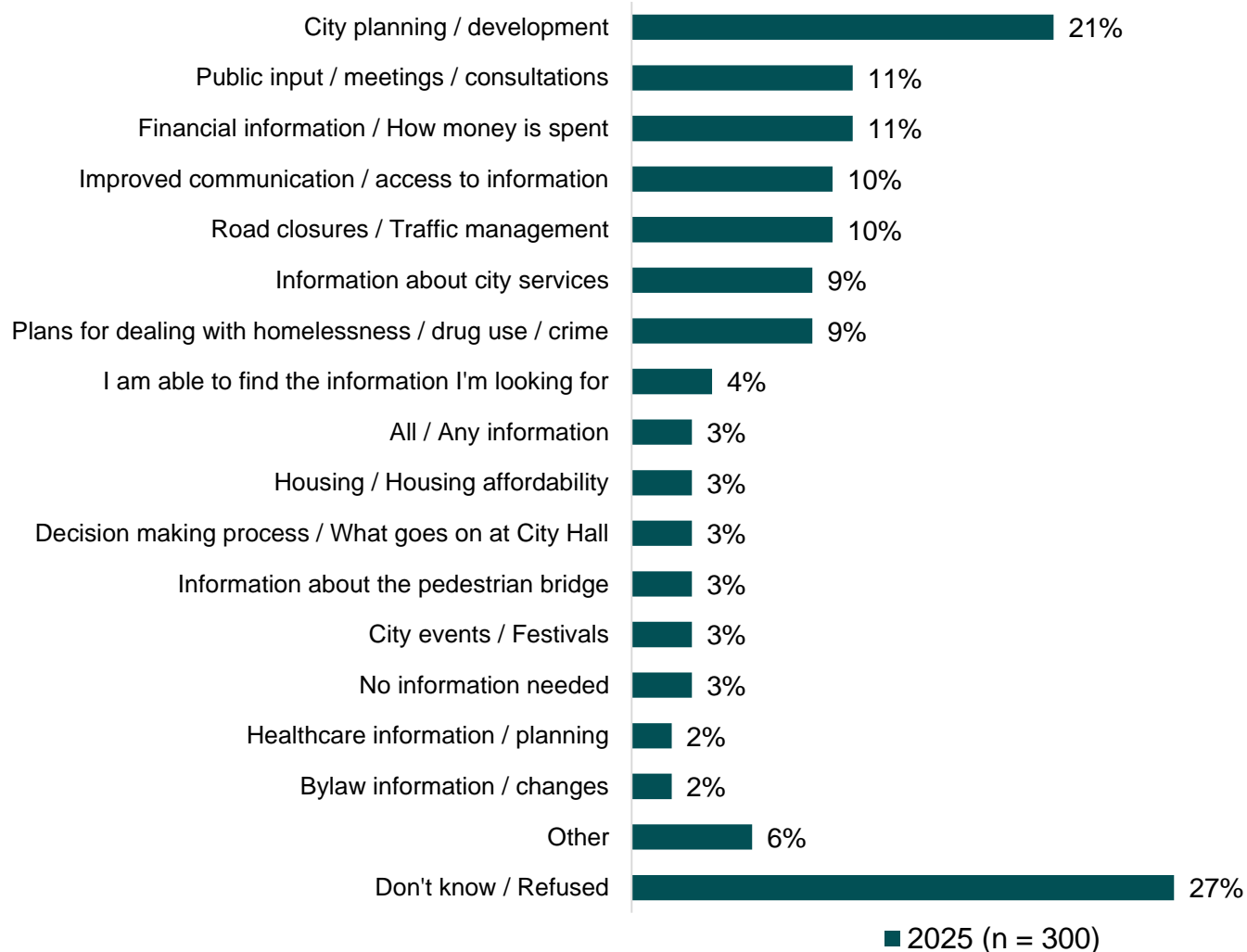
Types of Information Needed from the City

Q15B. Thinking about your information needs, what kinds of information do you want Courtenay to provide you with?

- The most common information need from residents is information on **city planning and development** (21%).
- Several suggestions were mentioned by around 10% of residents, such as information on **public meetings** (11%) or **financial information** (11%).

Key differences

- Those with a household income of at least \$100,000 (31%) were more likely than those in households with a lower income (19%) to want information from the City on **planning and development**.



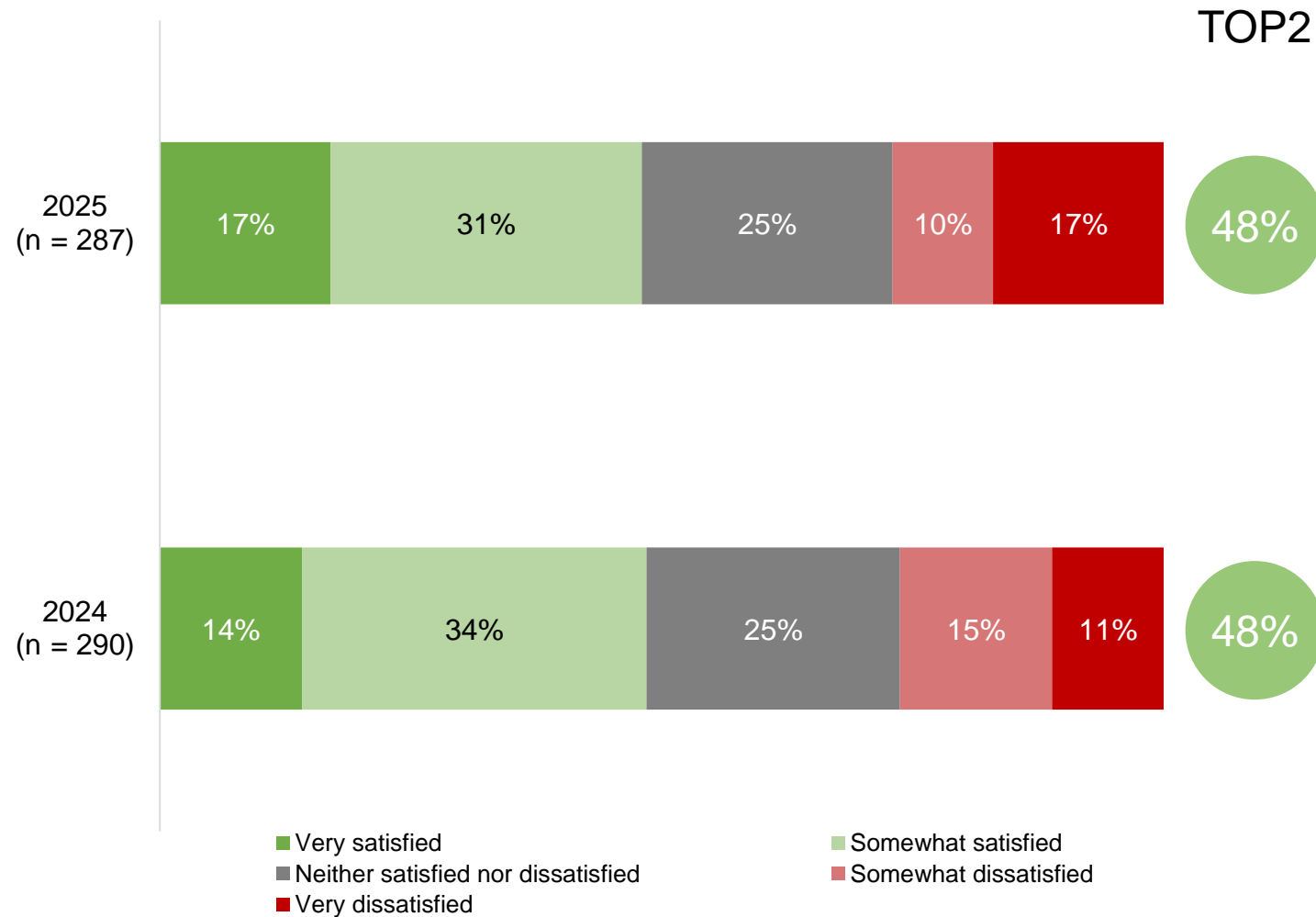
Satisfaction with Opportunities to Provide Input

Q15C. How satisfied are you with your opportunities to provide input to the City of Courtenay on your views and priorities on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied?

- Just under half of City of Courtenay residents (48%) are satisfied with the opportunities to provide input, including 17% who are very satisfied.
- Generally, results in the current survey are similar to the previous year's results, with virtually no change in overall satisfaction or dissatisfaction but slightly higher proportions providing ratings at the scale ends.

Key differences

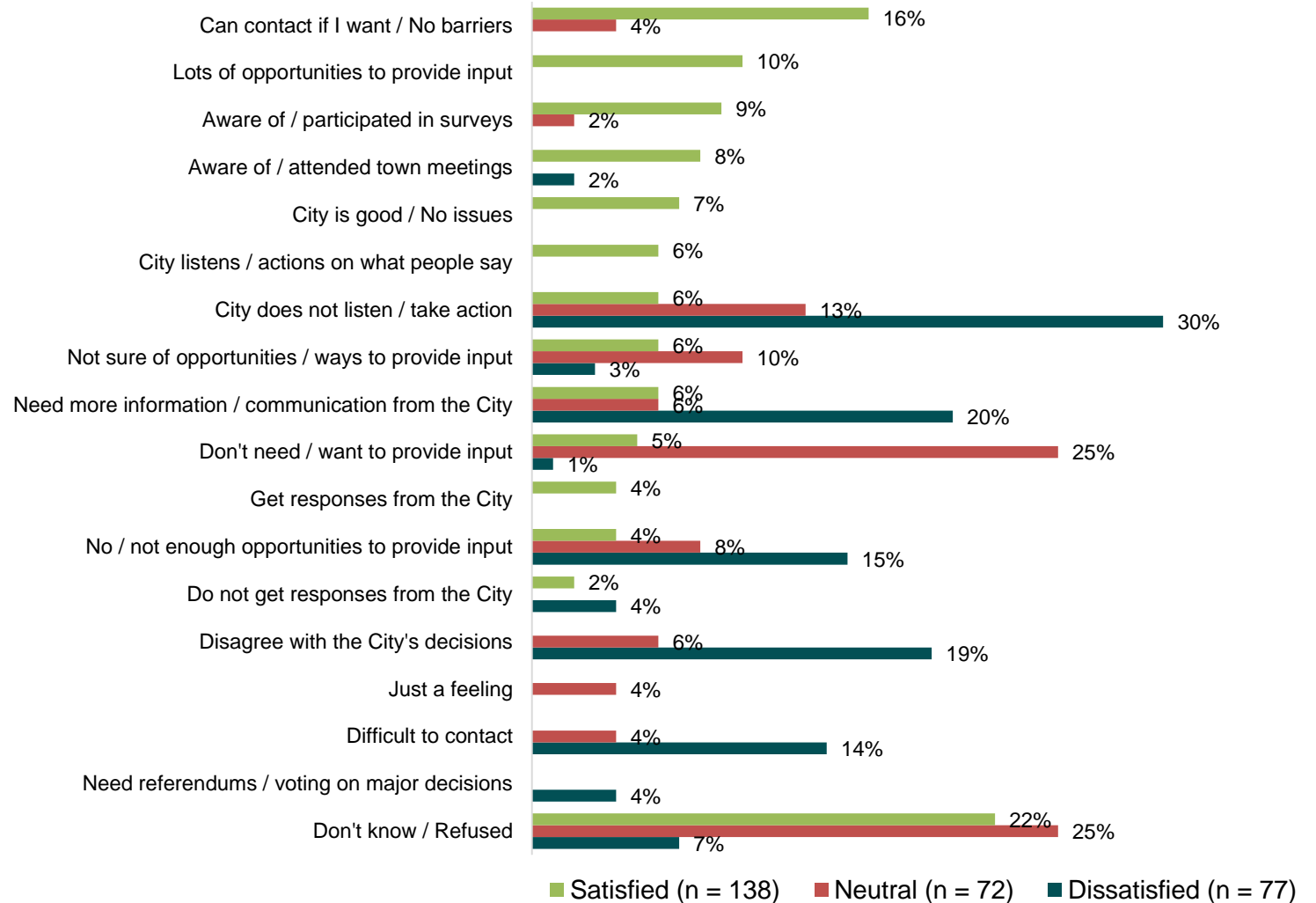
- Women (57%) were more likely than men (38%) to be satisfied with the opportunities to provide input.



Reasons for Level of Satisfaction with Input Opportunities

Q15D. Why are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with your opportunities to provide input to the City of Courtenay?

- Those satisfied with opportunities to provide input to the City gave several reasons why, most often that there are **no barriers to contacting the City** (16%).
- Those who were neither satisfied nor dissatisfied with opportunities most often said it was because they **don't want or need to provide input** (25%). Another 13% mentioned that they **don't believe the City listens or takes action**.
- Those dissatisfied with opportunities to provide input most often suggested that **the City does not listen or take action** (30%), that they **need more information or communication from the City** (20%), and that they **disagree with the City's decisions** (19%).



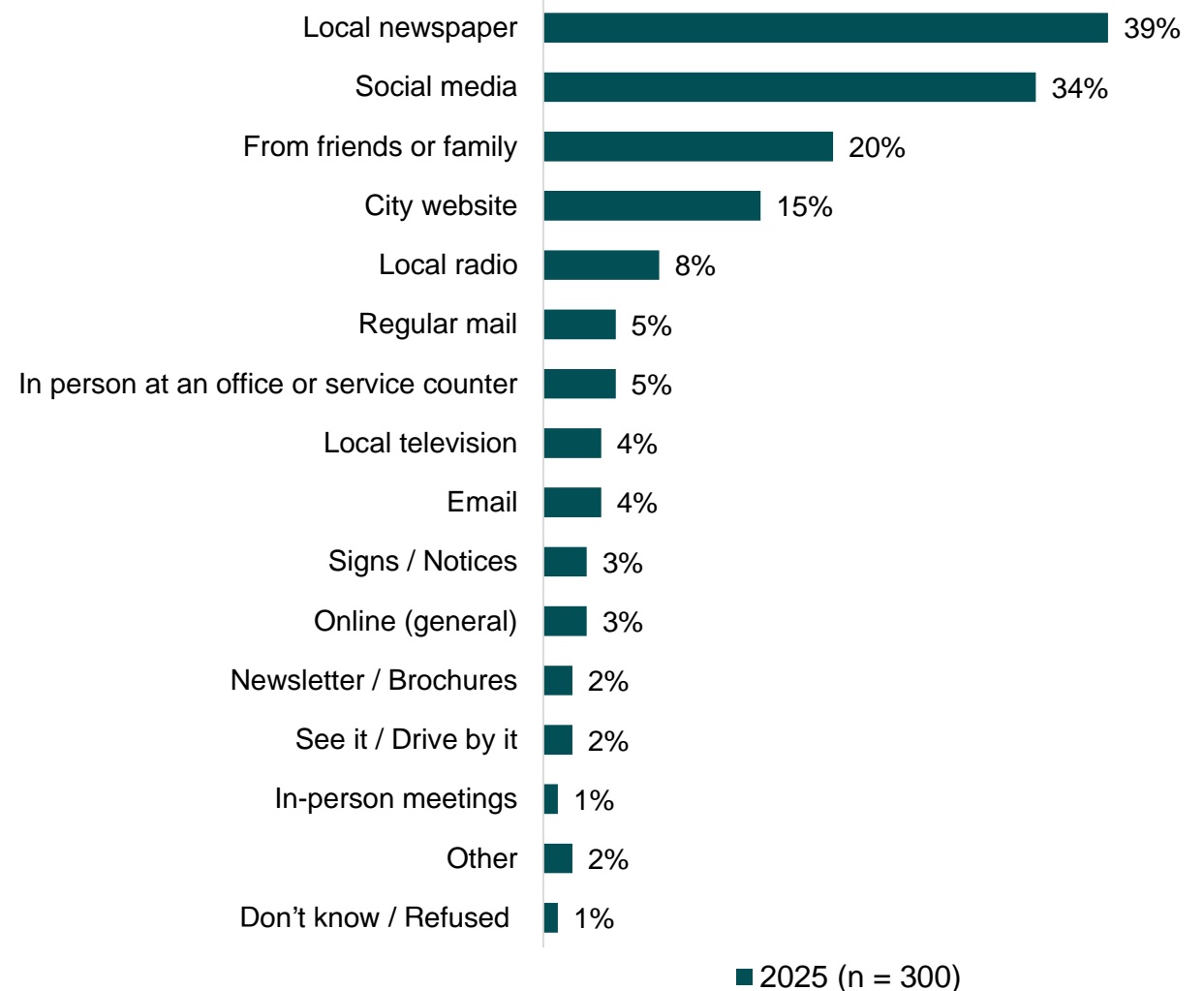
Usual Ways to Receive Information about the City

Q15. How do you usually learn about the City of Courtenay's projects, initiatives, decisions, or services?

- **Local newspaper** (39%) and **social media** (34%) tend to be the most common sources of information for residents to learn about what is happening in the City.
- These are followed by from **friends and family** (20%), or from the **City website** (15%).

Key differences

- Not surprisingly, receiving information about the City through **social media** decreases with age, while getting information from the **local newspaper** drastically increases.



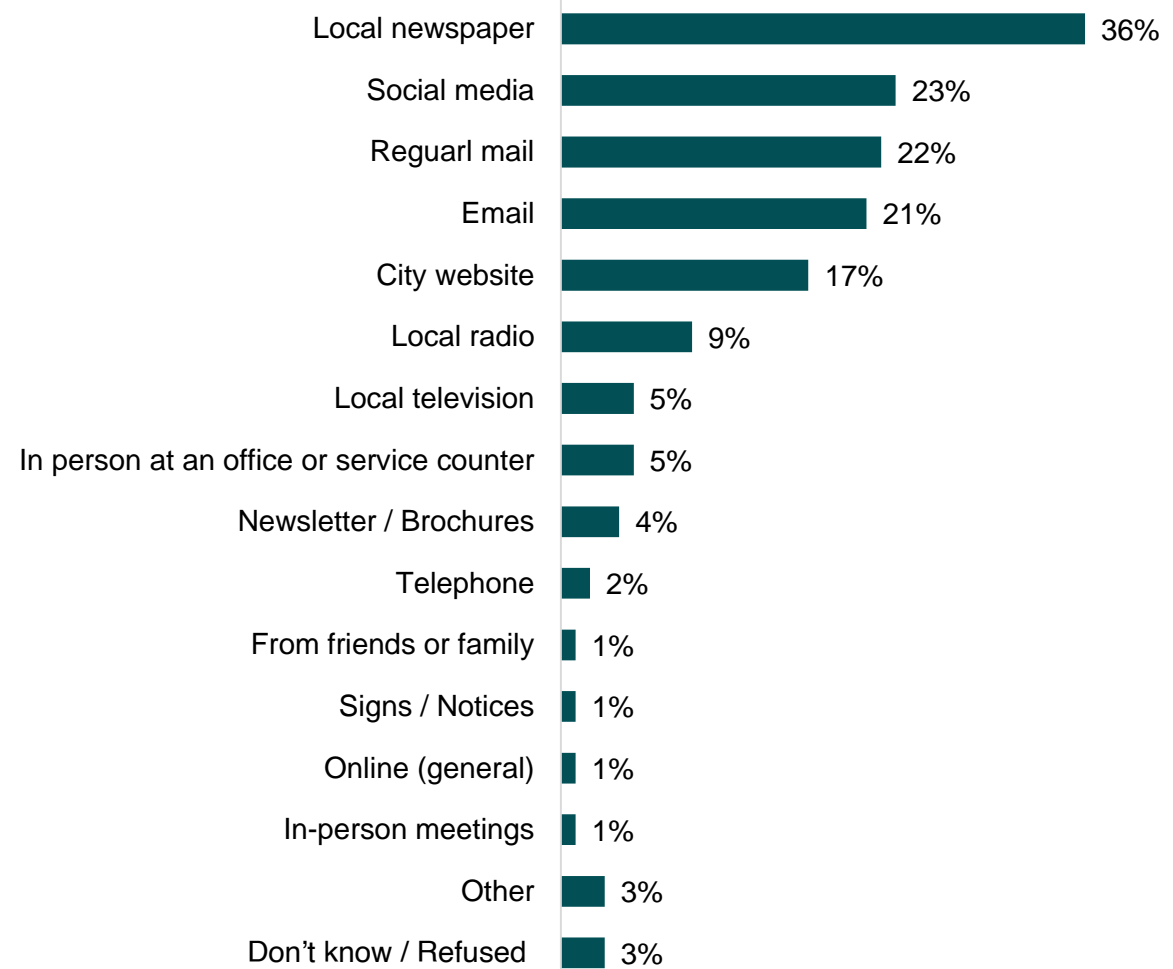
Preferred Method of Receiving Information from the City

Q16. How would you prefer to be informed about City of Courtenay projects, initiatives, and services?

- Looking at which sources residents would prefer to get their information about the City, the most preferred option is **local newspaper** (36%).
- This is followed by **social media** (23%), **regular mail** (22%), **email** (21%), and the **City website** (17%).
- These results combined with those on the previous slide suggest that an increase in the information the City provides by mail, or by email would likely result in higher satisfaction among residents in how they are informed about City projects, initiatives, and services.

Key differences

- Similarly to where respondents receive information, younger residents are more likely to prefer to be informed through **social media** and older residents are more likely to prefer **local newspaper**.



■ 2025 (n = 300)

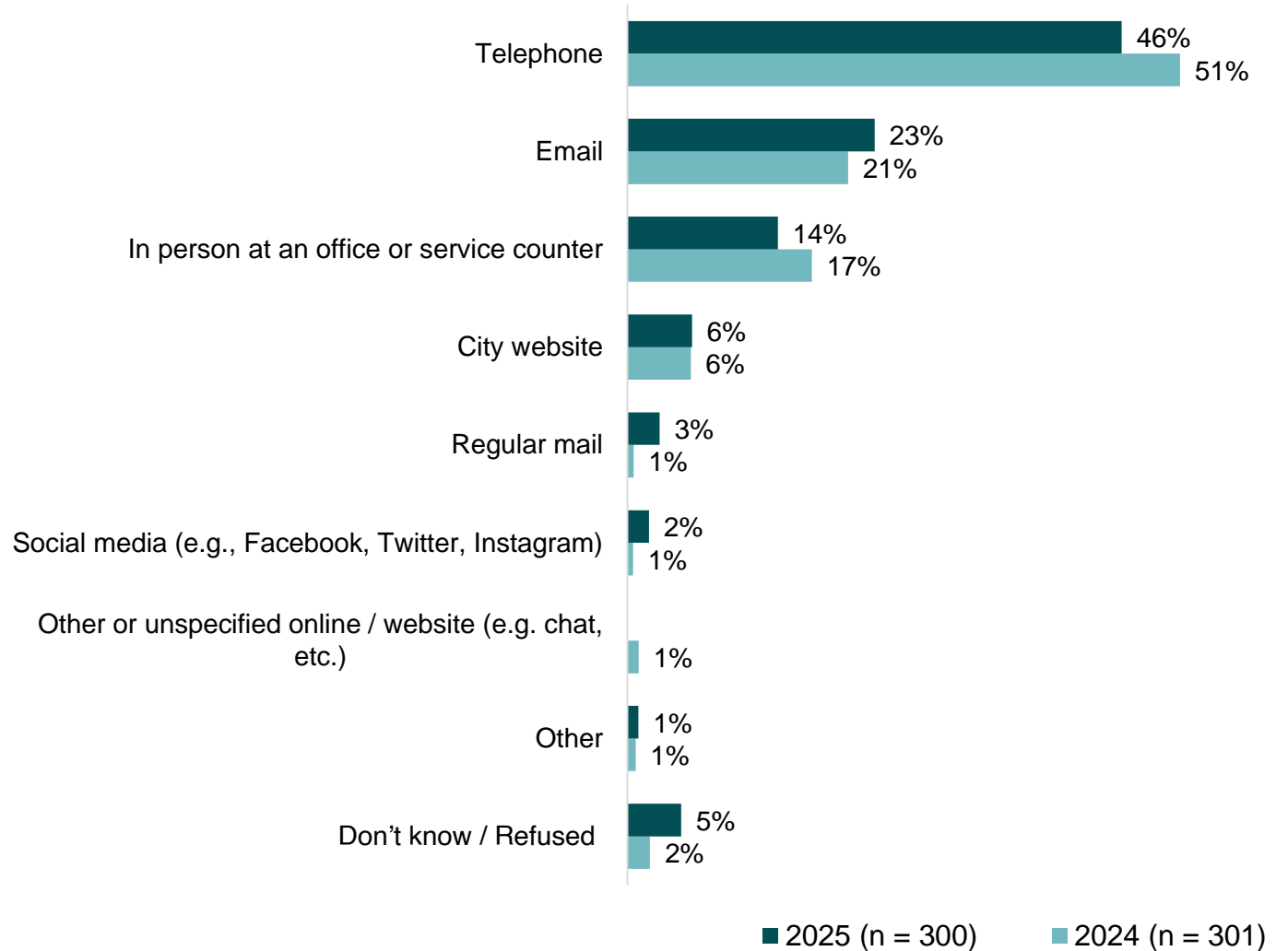
Preferred Method of Contacting the City about Concerns

Q17. What is your most preferred method of contacting the City with an inquiry or concern?

- Contacting the City by **telephone** (46%) continues to be the most preferred way for residents to make an inquiry or voice concerns, followed by **email** (23%) and **in person** (14%).
- Results are very similar to the previous year's survey, with only slight decreases in preference for telephone and in person contact, and a slight increase for email.

Key differences

- Those with children (32%) are more likely than those without children (20%) to prefer contacting the City by **email**.



Sense of Belongingness

Sense of Belonging

W1A. Please rate the extent to which you agree or disagree with the following statement: I have a strong sense of belonging in the City of Courtenay.

- Nearly 3 in 4 residents (73%) agree that they have a strong sense of belonging in the City of Courtenay, including 43% who strongly agree.
- Although TOP2 agreement is down two percentage points from the previous survey, there appears to be an upward trend over time for those who strongly agree with this statement.

Key differences

- Several groups are more likely than their counterparts to agree that they have a strong sense of belonging in the City of Courtenay:
 - Women (78%) compared to men (66%);
 - Those without a disability (76%) compared to those with a disability (54%);
 - Homeowners (76%) compared to renters (64%);
 - Those who are not employed (79%) compared to those currently employed (67%), most likely driven by the proportion of those who are retired.



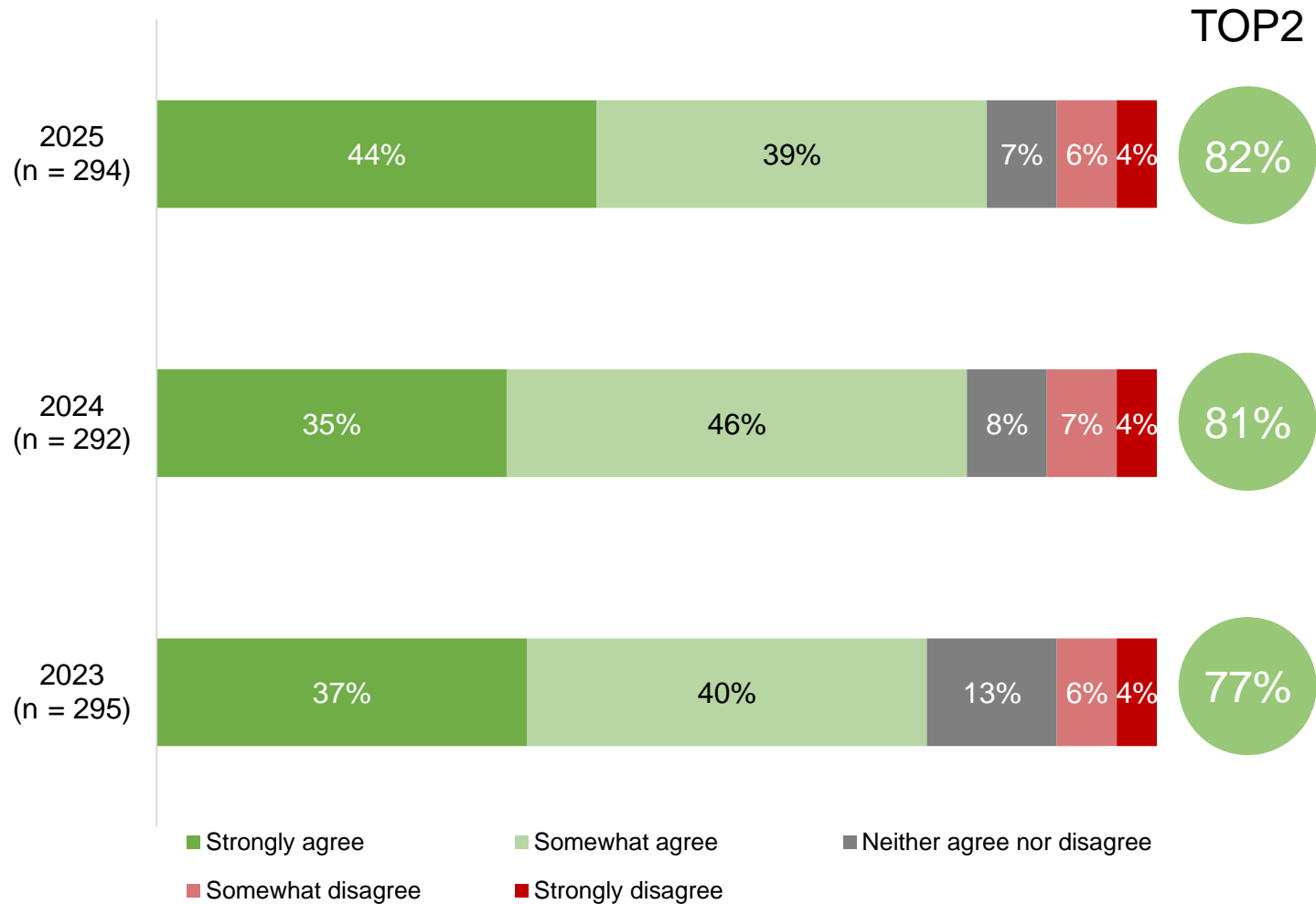
The City Being a Welcoming Community

W1B. Please rate the extent to which you agree or disagree with the following statement: The City of Courtenay is a welcoming community.

- Over 4 in 5 residents (82%) agree that the City of Courtenay is a welcoming community, including 44% who strongly agree.
- Results are almost identical to the previous year's survey, however, a proportion of those who strongly agreed increased this year at the expense of those who only somewhat agreed.

Key differences

- There are no significant differences looking at overall agreement, however, those ages 30 to 44 (26%) are least likely to strongly agree that the City of Courtenay is a welcoming community, while those 65 and older (53%) are most likely.

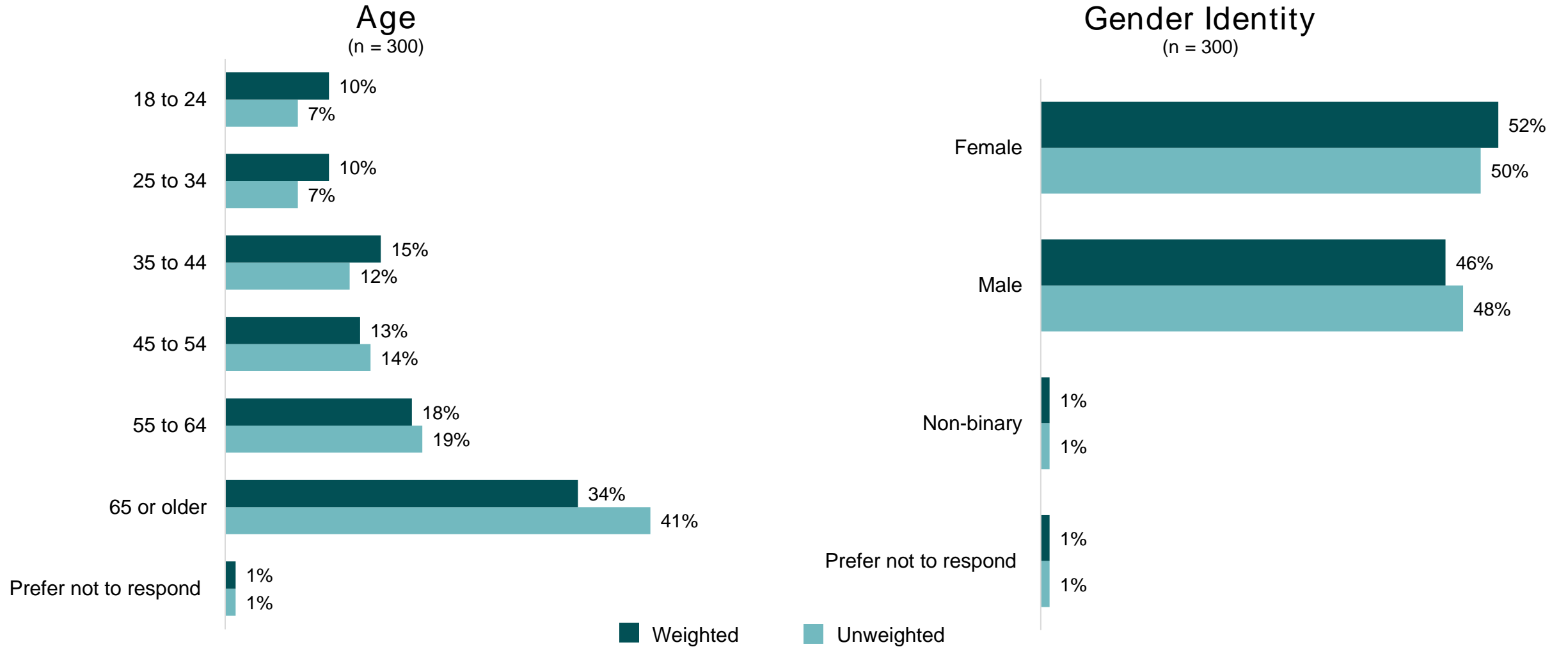


Demographics

Demographics

D1. Which of the following age categories do you belong to?

D2. What is your gender identity?



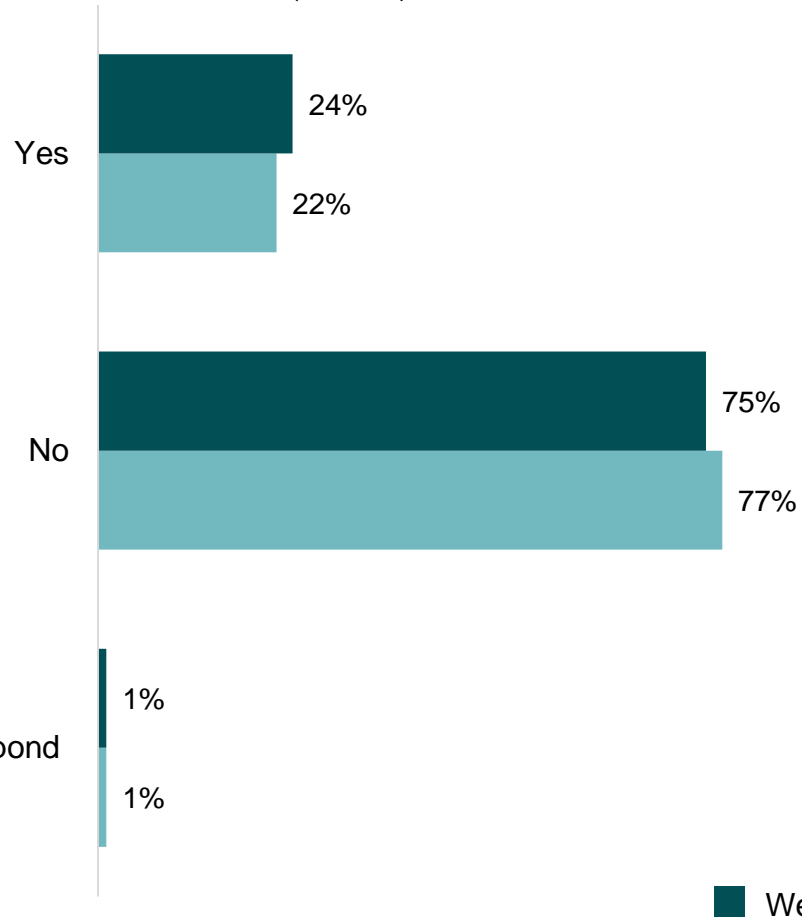
Demographics

D7. Do you have any children under the age of 18 living in your household?

D8. Do you identify as a person with a disability?

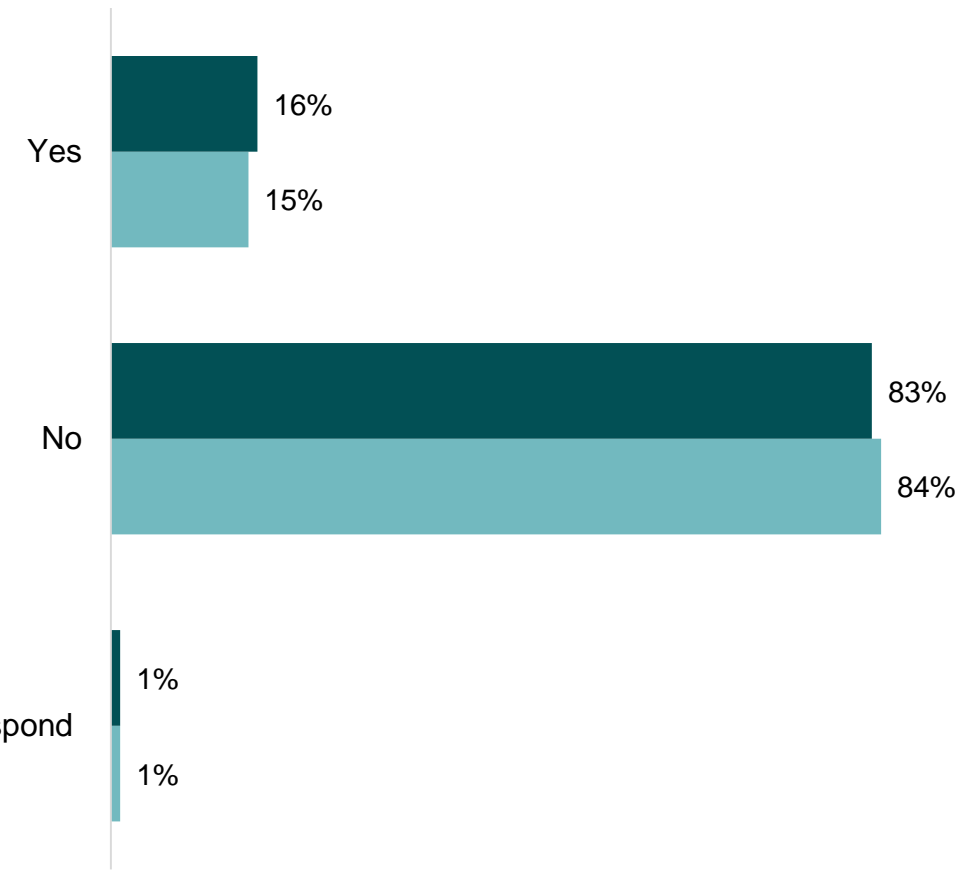
Children Under 18 in Household

(n = 300)



Identify as a Person with a Disability

(n = 300)



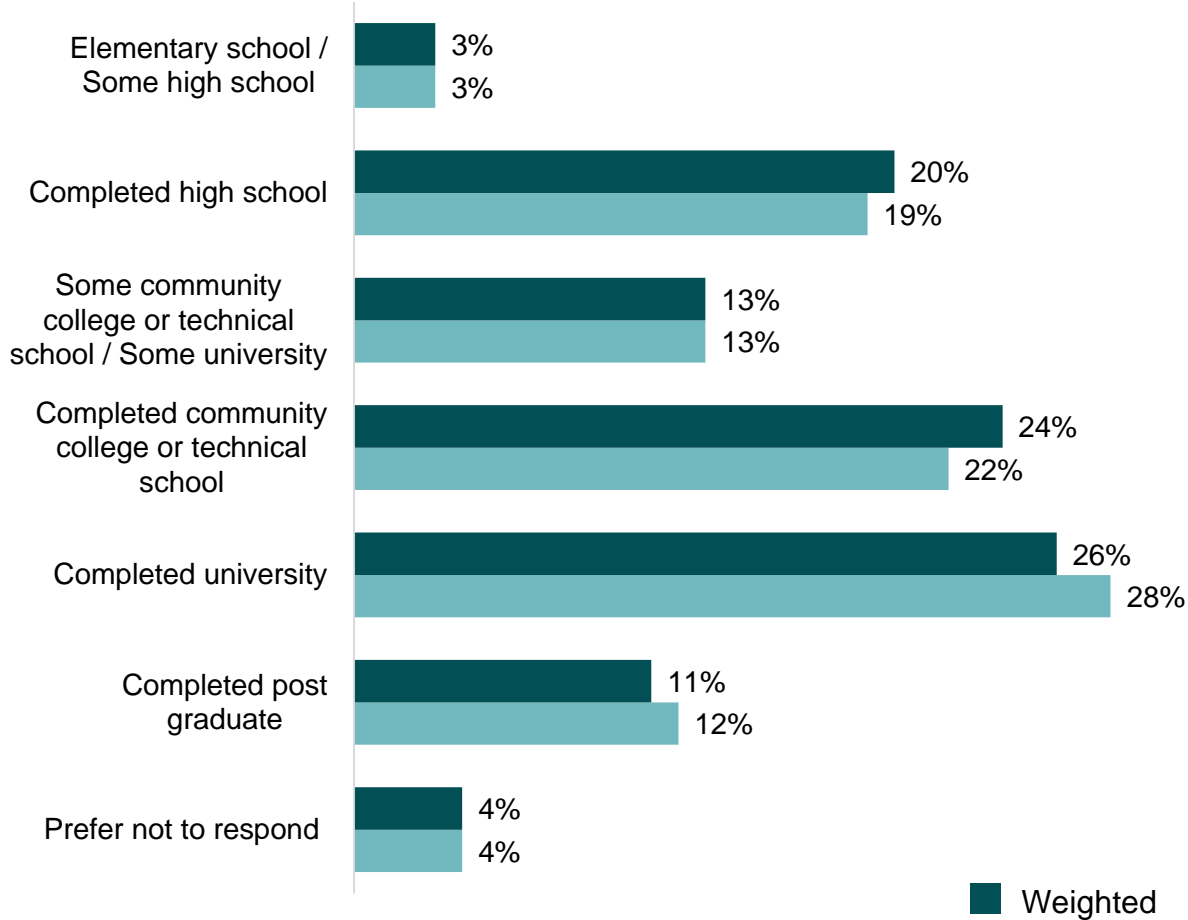
Demographics

D3. What is the highest level of formal education that you have completed?

D9. And lastly, which of the following categories is your total household income before taxes in 2025?

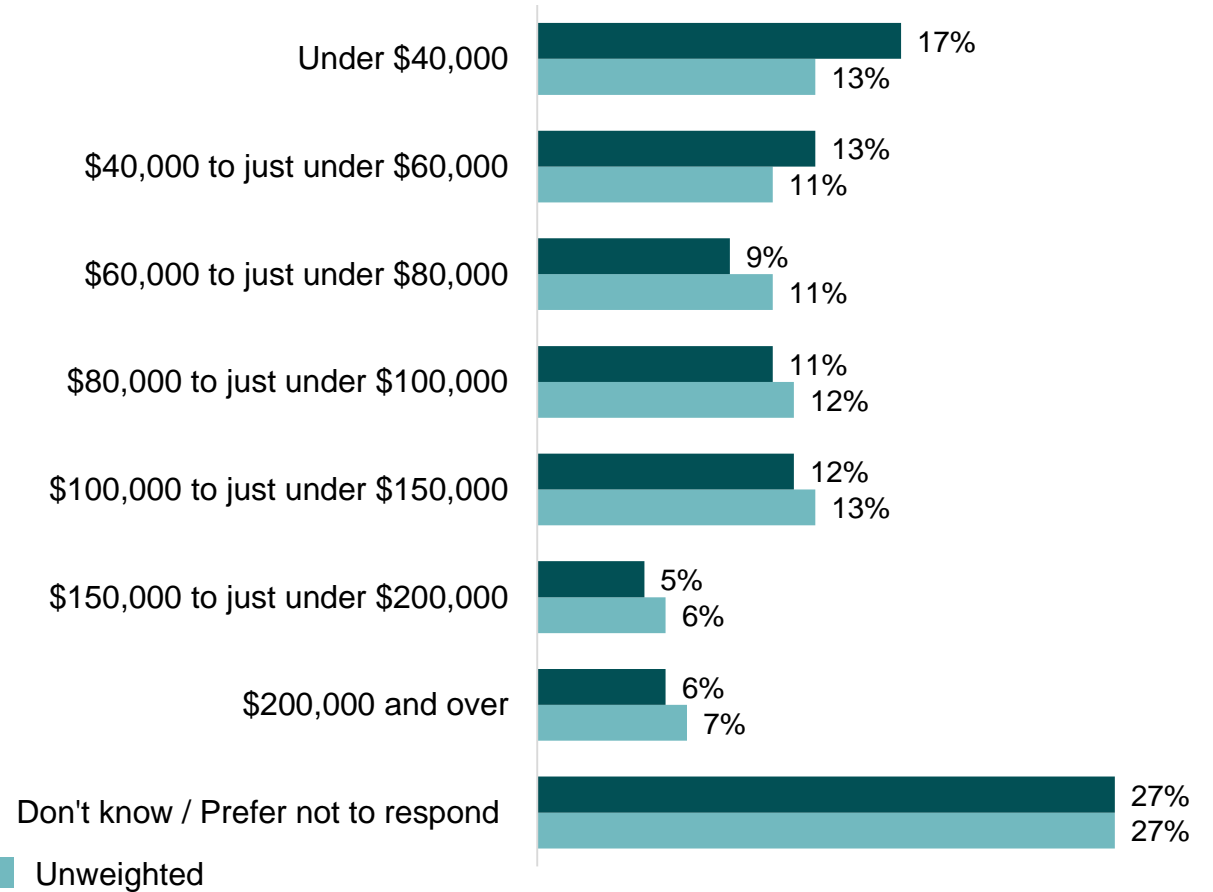
Level of Education

(n = 300)



Household Income

(n = 300)



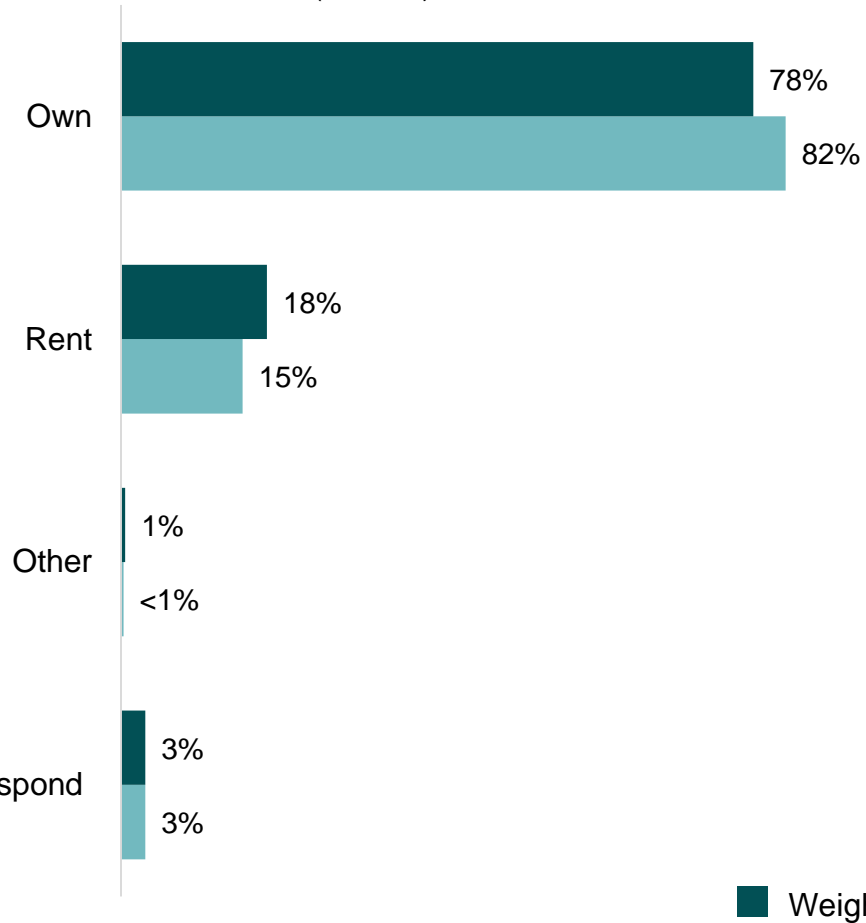
Demographics

D5. Do you live in a home that you or other members of your household own or rent?

D6. What is your current primary employment status?

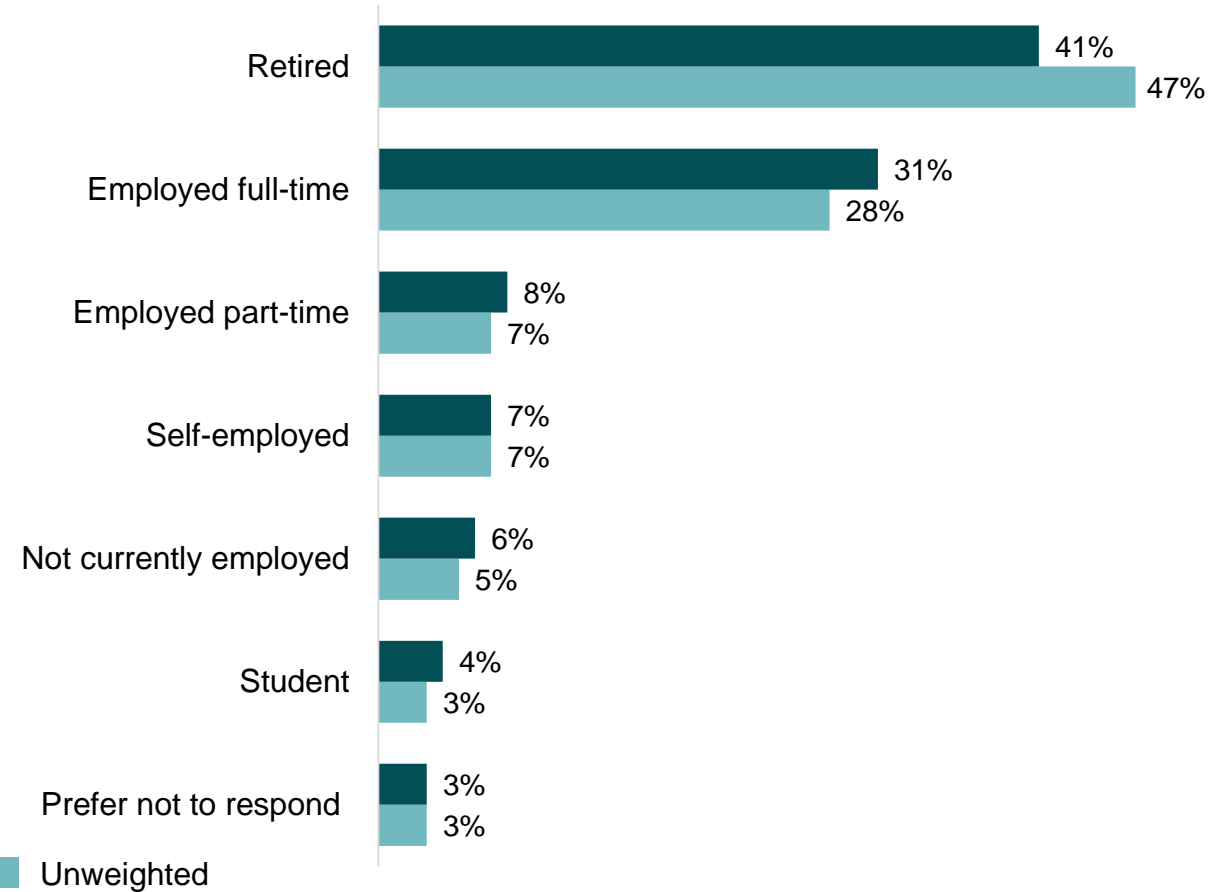
Living Arrangement / Home Ownership

(n = 300)



Employment Status

(n = 300)



Demographics

D4. In our society, people are often described by their race or racial background. For example, some people are considered “White” or “Black” or “East/Southeast Asian,” etc. Which race category would you say best describes you?

