# 2026 BUDGET SURVEY ANALYSIS

Prepared for the City of Vancouver

October 2025

# Background, Objectives and Methodology

## 2026 Budget Background

Each year, the City of Vancouver must deliver a balanced budget while managing services. Public input on the budget helps inform Council when deliberating the draft annual budget. **This report presents the findings of the City's 2026 Budget Survey.** The survey was fielded on the City's Talk Vancouver platform. Ipsos' role was to analyze the data and prepare a summary report.

## Engagement Objectives

- Understand priorities for City spending in 2026
- Understand preferences for delivering a balanced budget in 2026
- Understand tolerance for property tax increases

## Methodology

- Online survey with a self-selected sample of Vancouver residents (15+ years) and business owners/operators
- Survey was promoted across City communication channels, the City's Talk Vancouver engagement panel, posters at community centres and libraries, and at in-person pop-ups
- Fielded Aug. 12 to Sept. 14, 2025
- Final data weighted by age, gender and geographic zone (residents) and business size (businesses)

## Who We Heard From

- n=6346 total responses
  - n=5417 residents
  - n=929 businesses

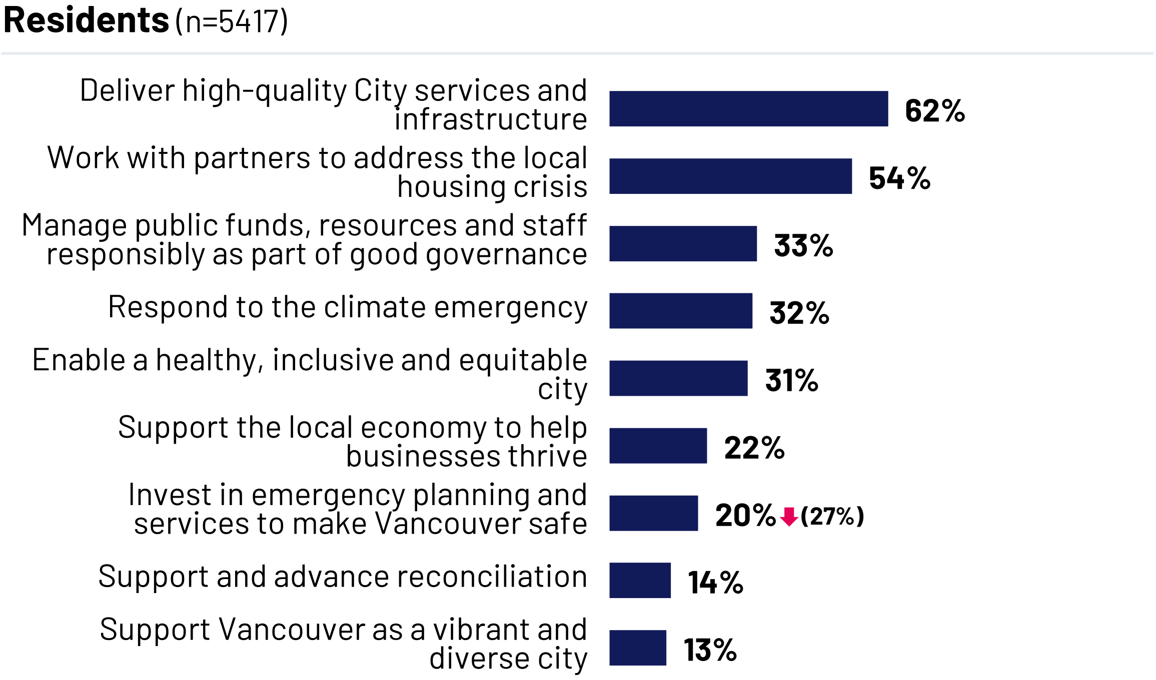
*See Sample Characteristics at the end of this report for more information*

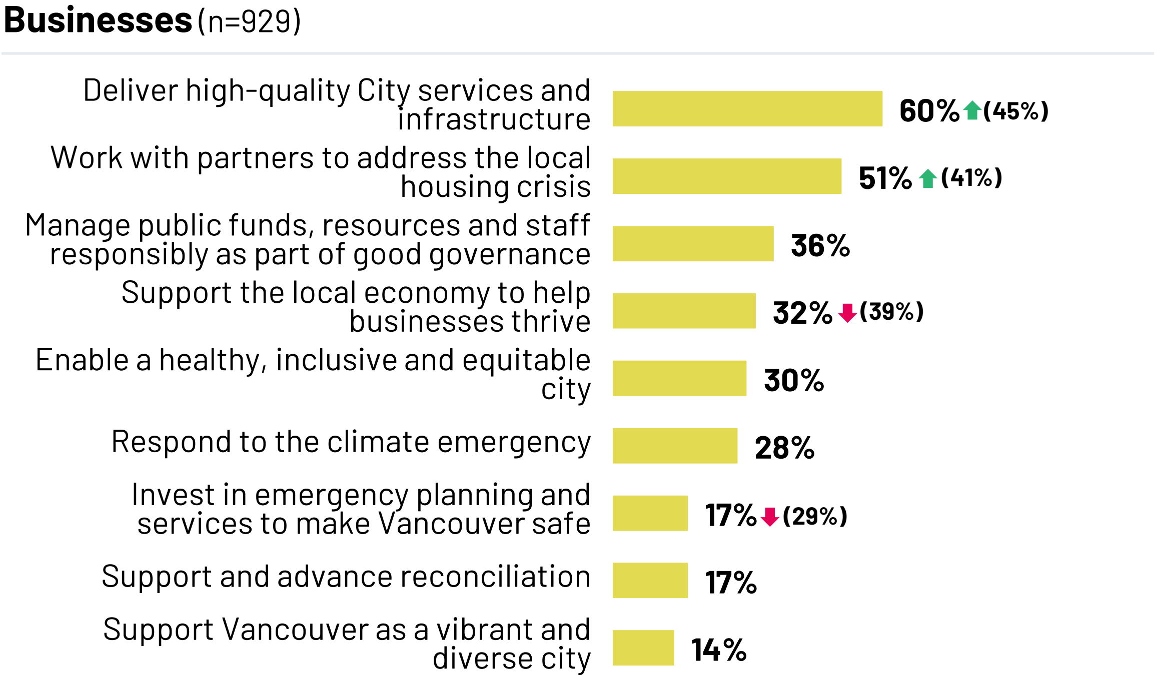
*A self-selected sample provides valuable insights into the perspectives of Vancouver residents and businesses, though it may not fully represent the perspectives of the broader Vancouver population.

# RESULTS

# Top 2026 Budget Priorities

- Residents and businesses agree that the top budget priorities should be to "deliver high-quality City services and infrastructure" (62% residents, 60% businesses) and "work with partners to address the local housing crisis" (54% residents, 51% businesses).
- These were also the top two priorities for the 2025 Budget, although the emphasis placed on these priorities by businesses has increased.





Base: All respondents
Q1. Which of the Council priorities listed above do you think are most important for the 2026 Budget? Select up to three.

↑↓ Changes >5 points vs. 2025 Budget Survey

# Top 2026 Budget Priorities: Demographic Differences (Residents)

- City services and infrastructure is the top priority across all age groups, although residents aged 15-39 years place a nearly equal emphasis on housing.
- Renters prioritize housing as their number one priority, whereas homeowners focus primarily on City services and infrastructure.

| | | AGE | | | GEOGRAPHIC AREA* | | | | | HOUSING TENURE | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | 15-39 | 40-59 | 60+ | Downtown/ West End | Northeast | Northwest | Southeast | Southwest | Rent | Own |
| Base: | 5417 | 2433 | 1660 | 1225 | 1034 | 1298 | 1211 | 1049 | 825 | 2731 | 2561 |
| Deliver high-quality City services and infrastructure | **62%** | **63%** | **62%** | **61%** | **61%** | **62%** | **65%** | **60%** | **65%** | **59%** | **66%** |
| Work with partners to address the local housing crisis | **54%** | **62%** | **50%** | **45%** | **55%** | **59%** | **54%** | **56%** | **45%** | **69%** | **39%** |
| Manage public funds, resources and staff responsibly as part of good governance | **33%** | **20%** | **37%** | **53%** | **33%** | **25%** | **33%** | **32%** | **42%** | **21%** | **46%** |
| Respond to climate emergency | **32%** | **38%** | **27%** | **26%** | **27%** | **36%** | **33%** | **33%** | **29%** | **36%** | **27%** |
| Enable a healthy, inclusive and equitable city | **31%** | **33%** | **32%** | **24%** | **28%** | **35%** | **32%** | **32%** | **27%** | **35%** | **26%** |
| Support the local economy to help businesses thrive | **22%** | **17%** | **23%** | **28%** | **23%** | **18%** | **23%** | **19%** | **25%** | **14%** | **29%** |
| Invest in emergency planning and services to make Vancouver safe | **20%** | **16%** | **21%** | **26%** | **24%** | **15%** | **19%** | **19%** | **23%** | **14%** | **26%** |
| Support and advance reconciliation | **14%** | **20%** | **13%** | **5%** | **13%** | **21%** | **12%** | **16%** | **10%** | **21%** | **7%** |
| Support Vancouver as a vibrant and diverse city | **13%** | **14%** | **13%** | **10%** | **16%** | **12%** | **14%** | **12%** | **10%** | **12%** | **14%** |

**Top Priority** **2nd Priority** **3rd Priority**

Base: All residents
Q1. Which of the Council priorities listed above do you think are most important for the 2026 Budget? Select up to three.

* Geographic areas: Downtown/West End, Northeast - North of 16th Ave. and east of Main Street, Northwest – North of 16th Ave. and west of Main St., Southeast – South of 16th Ave. and east of Main St., Southwest – South of 16th Ave. and west of Main St.)

# Other Priorities for 2026 Budget – Top Three Mentions

- Respondents were asked if they had any suggestions for other priorities that should be considered for the 2026 Budget. The following includes coded open-ended comments (with example verbatims) from residents and businesses that completed this survey question.
- Housing and the enhancement of community/social services are among the top mentions of both residents and businesses.
- Residents also emphasize the importance of recreation/community centres/parks, while businesses highlight support for arts and culture.

**Residents** (n=2624)

| | | |
|---|---|---|
| 1 | **Housing (17%)** | *Housing crisis.* |
| 2 | **Increasing/improving community/social services (13%)** | *The expansion of public services and a stronger social safety net for the most vulnerable.* |
| 3 | **Recreation/community centres/parks (13%)** | *Recreation facilities: pools, community centres, parks.* |

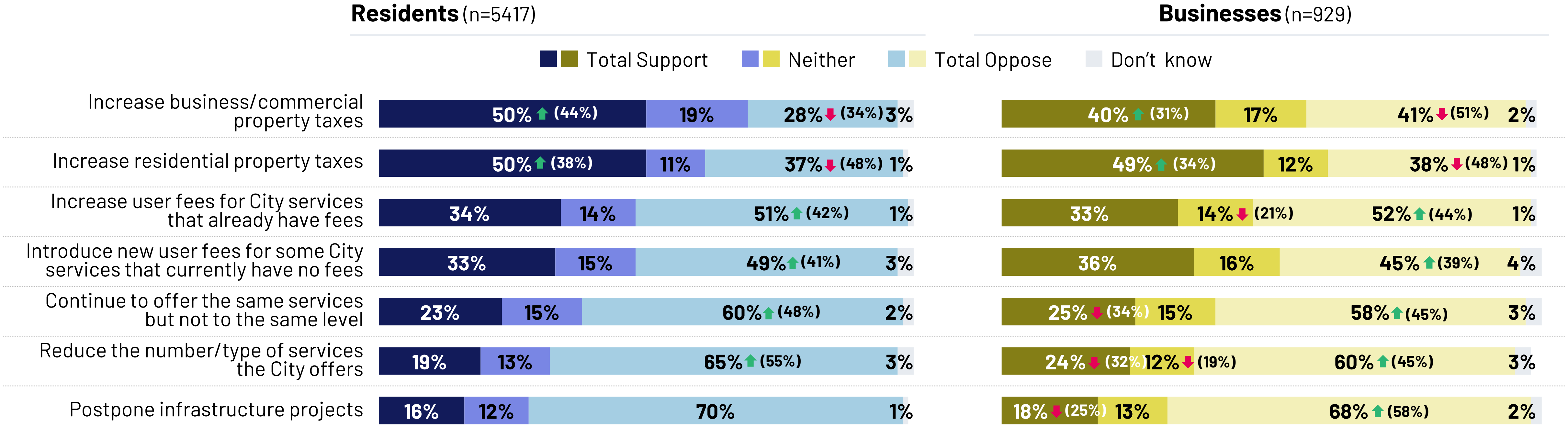
**Businesses** (n=528)

| | | |
|---|---|---|
| 1 | **Arts and culture (17%)** | *Support arts and creative economy to maintain the soul of the city.* |
| 2 | **Housing (15%)** | *Affordable housing for all.* |
| 3 | **Increasing/improving community/social services (14%)** | *Funding social services.* |

Base: Those answering
Q1a. Do you have any other priorities that should be considered for the 2026 Budget?

# Support for Financial Tools to Balance the Budget

- Relative to other options presented for balancing the budget, increasing residential and business/commercial property taxes received the highest support, with 50% of residents surveyed favoring each. Support for both options has risen since last year. However, overall support for those actions is somewhat mixed— 37% of the residents surveyed oppose residential property tax increases and 28% oppose business/commercial increases.
- Business respondents show a similar pattern: they express the greatest support for increasing residential (49%) and business/commercial property taxes (40%) compared to other options. Like residents, support for both options has increased from last year. Again, overall support is mixed, with 38% opposing residential increases and 41% opposing business/commercial increases.
- Residents and businesses alike are least likely to support "postpone infrastructure projects" (16% and 18% respectively).



Base: All respondents

**Note**: Question wording was updated in 2025; year-over-year comparisons should be interpreted with caution.

Q2. As the City works to manage rising costs while limiting property taxes and maintaining services, we want your input on the best ways to do this. The City has several financial tools available to balance the budget. Tell us how much you support or oppose each of the following options.

⬆⬇ Changes of >5 points vs. 2025 Budget Survey

# **Support for Financial Tools to Balance the Budget: Demographic Differences** (Residents)

- Support for an increase in taxes (both business/commercial and residential) is higher among those who are 15-39 years of age, live in the Northeast and rent their home.

| **TOTAL SUPPORT** | TOTAL | AGE | | | GEOGRAPHIC ZONE | | | | | HOUSING TENURE | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 15-39 | 40-59 | 60+ | Downtown/ West End | Northeast | Northwest | Southeast | Southwest | Rent | Own |
| Base: | 5417 | 2433 | 1660 | 1225 | 1034 | 1298 | 1211 | 1049 | 825 | 2731 | 2561 |
| | | [A] | [B] | [C] | [D] | [E] | [F] | [G] | [H] | [I] | [J] |
| Increase business/commercial property taxes | **50%** | **59% BC** | **50% C** | **36%** | **47%** | **58% DFGH** | **49% H** | **53% DH** | **44%** | **58% J** | **43%** |
| Increase residential property taxes | **50%** | **64% BC** | **46% C** | **31%** | **51% H** | **59% DFGH** | **55% GH** | **48% H** | **40%** | **65% J** | **35%** |
| Increase user fees for City services that already have fees | **34%** | **31%** | **37% AC** | **33%** | **37% EGH** | **33%** | **36% G** | **31%** | **32%** | **28%** | **40% I** |
| Introduce new user fees for some City services that currently have no fees | **33%** | **25%** | **38% A** | **40% A** | **38% EFG** | **29%** | **34% EG** | **30%** | **35% EG** | **24%** | **42% I** |
| Continue to offer the same services but not to the same level | **23%** | **17%** | **28% A** | **31% A** | **26% EG** | **19%** | **23% E** | **22%** | **29% EFG** | **16%** | **32% I** |
| Reduce the number/type of services the City offers | **19%** | **11%** | **22% A** | **28% AB** | **21% EG** | **15%** | **18% E** | **16%** | **25% DEFG** | **10%** | **29% I** |
| Postpone infrastructure projects | **16%** | **13%** | **18% A** | **19% A** | **15%** | **15%** | **14%** | **16%** | **21% DEFG** | **14%** | **18% I** |

Base: All residents

Q2. As the City works to manage rising costs while limiting property taxes and maintaining services, we want your input on the best ways to do this. The City has several financial tools available to balance the budget. Tell us how much you support or oppose each of the following options.

**ABC, DEFGH, IJ** Significantly higher than subgroup indicated by letter.

# Top Five Suggestions for City Programs or Services to Reduce or Stop

- Respondents who indicated they would support continuing to offer the same services but not at the same level or stopping some services, were asked a follow up question about which services they would consider this for. The following includes coded open-ended comments from residents and businesses that completed this survey question.
- Feedback indicates a focus on changes to municipal operations that include reductions in City staff and streamlining services and departments.
- Both groups also suggest decreasing the policing budget, improving fiscal management and reducing services and supports related to substance use.

## **Residents** (n=911)

| | | |
|---|---|---|
| 1 | **Police budget (14%)** | *Stop funding the policy so heavily.* |
| 2 | **City staff (14%)** | *Reducing City management staff. Reducing general staff at the City.* |
| 3 | **City spending (13%)** | *Prioritize within the limits of the budget and not extend the budget.* |
| 4 | **Housing supports/ homelessness services (12%)** | *Low-income housing and supports to the homeless population.* |
| 5 | **Services and supports related to substance use (11%)** | *Safe drugs and injection sites should not be funded by taxpayers.* |

## **Businesses** (n=205)

| | | |
|---|---|---|
| 1 | **City efficiencies (15%)** | *Why have you not looked at alternate more cost-effective service delivery rather than charge more?* |
| 2 | **City spending (14%)** | *Cut the City of Vancouver budget instead of keep spending and ask for more property tax.* |
| 3 | **Police budget (14%)** | *Less funding to the Vancouver Police Department.* |
| 4 | **Services and supports related to substance use (13%)** | *Harm reduction services subsidized by the City; these are failing...* |
| 5 | **City staff (12%)** | *Reduction in city workforce to right size the human resources.* |

Base: Those answering

**Note:** Question wording was updated in 2025; year-over-year comparisons should be interpreted with caution.
Q2a. To help balance the budget, which City programs or services would you support reducing or stopping?

New Question

# Preferred Property Tax Scenarios (based on June 2025 direction)

- Residents and businesses were asked about their preferences for property tax increases relative to service levels (reflecting 2026 Budget scenarios staff were directed to explore in June 2025).
- Most respondents are supportive of some increase in property tax. Of the options presented, the most preferred was a “property tax increase of 5% that maintains the current level of City services” (42% residents, 37% businesses).
- On October 8, 2025, Council provided direction for staff to move forward and prepare the 2026 Budget with a 0% property tax increase, while prioritizing core City services and maintaining community grants, library and community centre services. This direction is different than the budget scenarios suggested in 2026 Budget survey.

*Survey question preamble:*

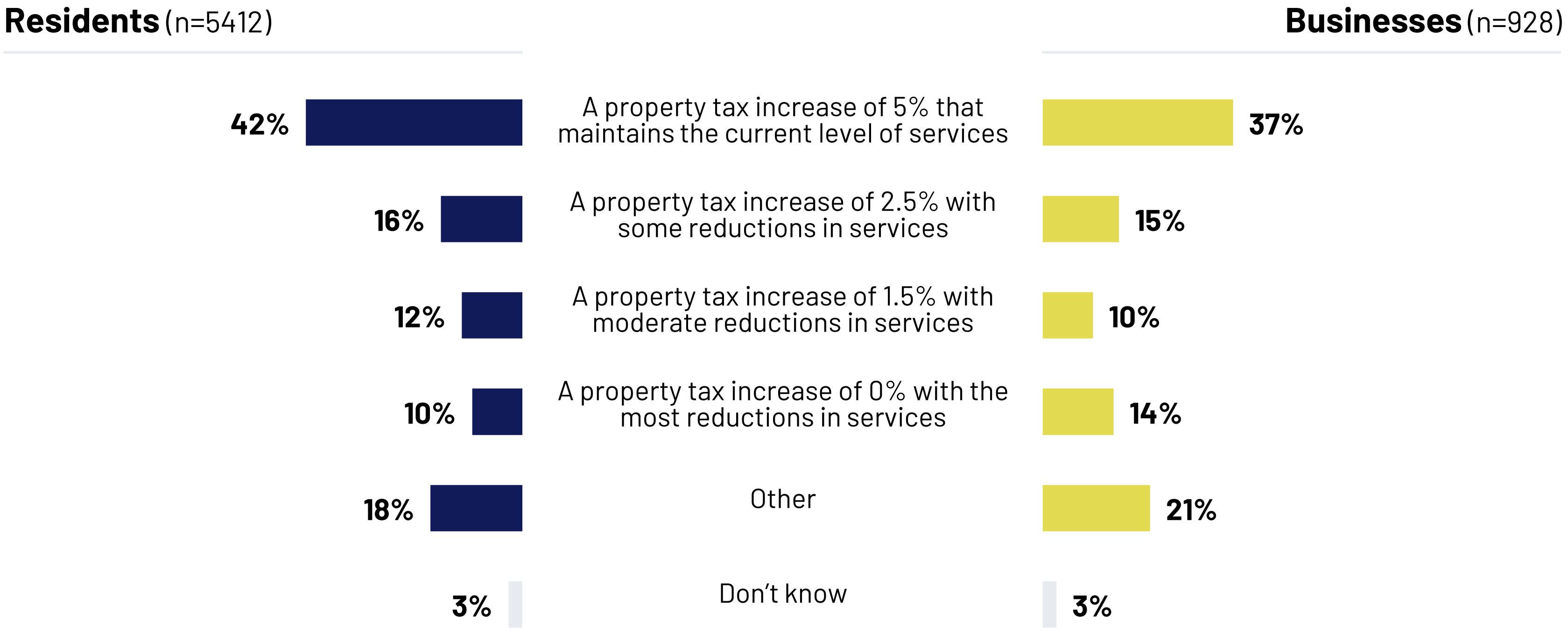
*“The City continues to face significant financial pressures related to overall rising costs, regional levies from Metro Vancouver and E-Comm 9-1-1, among many factors.*

*As mentioned, property tax increases are one financial tool that the City can use to help address rising costs, balance the budget and maintain service levels.*

*For the City to continue providing the same level of services, analysis by staff showed a 5% increase in property taxes would be needed due to cost pressures.*

*In an effort to address affordability for residents and businesses, City Council asked staff to create three budget scenarios based on 0%, 1.5%, and 2.5% property tax increases.*

*Property taxes are the City’s main source of revenue and help fund the services people rely on. For that reason, decisions about property tax rates and service levels are considered together during the budget process.”*



Base: Those answering
Q4. Given this, which of the following do you prefer for managing property taxes and service levels? Select one.

# Preferred Approach to Balancing Property Taxes and Service Levels: Demographic Differences (Residents)

- Preference for a "property tax increase of 5% that maintains the current level of services" is higher among those who are 15-39 years of age, live in the Northeast and rent their home.
- Overall, homeowners show a preference for lower tax increases than renters.

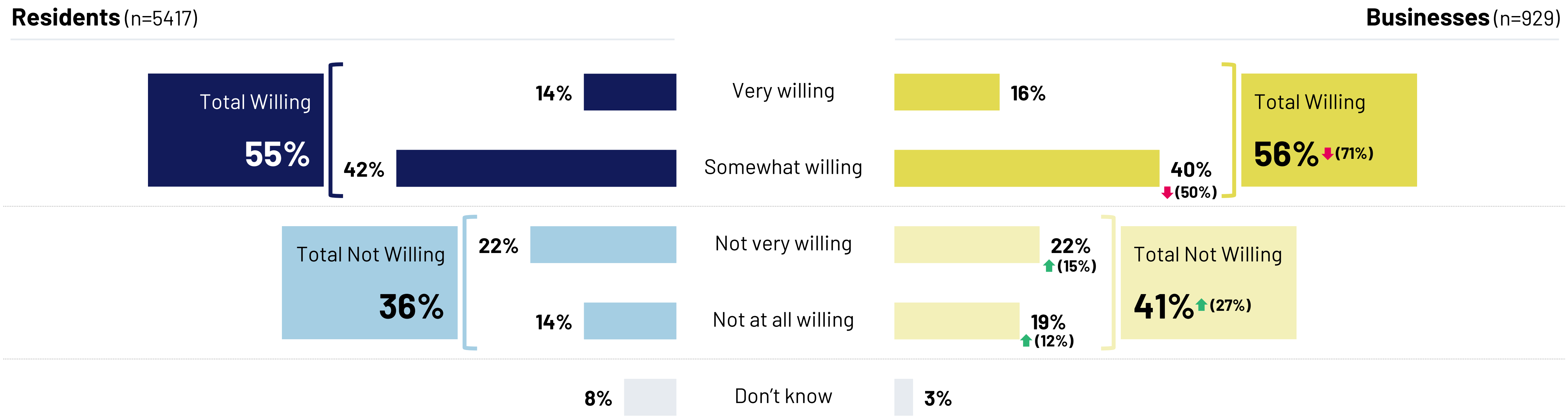
| | | AGE | | | GEOGRAPHIC AREA | | | | | HOUSING TENURE | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | 15-39 | 40-59 | 60+ | Downtown/ West End | Northeast | Northwest | Southeast | Southwest | Rent | Own |
| Base: | 5412 | 2432 | 1657 | 1225 | 1034 | 1296 | 1210 | 1048 | 824 | 2729 | 2558 |
| | | [A] | [B] | [C] | [D] | [E] | [F] | [G] | [H] | [I] | [J] |
| A property tax increase of 5% that maintains the current level of services | **42%** | **51% BC** | **37% C** | **32%** | **43% H** | **50% DFGH** | **46% GH** | **40% H** | **34%** | **54% J** | **30%** |
| A property tax increase of 2.5% with some reductions in services | **16%** | **12%** | **15% A** | **23% AB** | **19% EG** | **12%** | **17% E** | **14%** | **16% E** | **12%** | **19% I** |
| A property tax increase of 1.5% with moderate reductions in services | **12%** | **8%** | **13% A** | **17% AB** | **11% E** | **8%** | **10%** | **13% EF** | **14% EF** | **7%** | **17% I** |
| A property tax increase of 0% with the most reductions in services | **10%** | **7%** | **13% A** | **11% A** | **9%** | **8%** | **8%** | **11% EF** | **14% DEFG** | **4%** | **17% I** |
| Other | **18%** | **18% C** | **19% C** | **15%** | **16%** | **19% F** | **16%** | **19%** | **18%** | **19% J** | **16%** |
| Don't know | **3%** | **4% C** | **4% C** | **2%** | **2%** | **3%** | **3%** | **4% D** | **3%** | **5% J** | **1%** |

Base: Those answering
Q4. Given this, which of the following do you prefer for managing property taxes and service levels? Select one.

**ABC, DEFGH, IJ** Significantly higher than subgroup indicated by letter.

# Willingness to Pay Increased User Fees to Maintain Services

- Just over half of residents (55%) and businesses (56%) say they are willing to pay increased user fees to maintain services.
- Willingness among businesses to pay user fees has decreased from the previous year, although these comparisons should be interpreted with caution due to changes in question wording.



Base: All respondents
**Note:** Question wording was updated in 2025 to focus only on maintaining services (the 2025 Budget survey asked about willingness to pay more in user fees to maintain *or improve* services); year over-year comparisons should be interpreted with caution.

Q3. The public pays user fees to access some City services, facilities and utilities. Some examples include business licences, building and development permits, and use of City-owned facilities such as recreation centres. Would you be willing to pay more in user fees to maintain the services you or your business use? Select one.

↑↓ Changes >5 points vs. 2025 Budget Survey

# Willingness to Pay Increased User Fees to Maintain Services: Demographic Differences (Residents)

- Willingness to pay increased user fees to maintain services is higher among those in the Northwest and homeowners.

| | | AGE | | | GEOGRAPHIC AREA | | | | | HOUSING TENURE | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | 15-39 | 40-59 | 60+ | Downtown/ West End | Northeast | Northwest | Southeast | Southwest | Rent | Own |
| Base: | 5417 | 2433 | 1660 | 1225 | 1034 | 1298 | 1211 | 1049 | 825 | 2731 | 2561 |
| | | [A] | [B] | [C] | [D] | [E] | [F] | [G] | [H] | [I] | [J] |
| Total Willing | **55%** | **56%** | **57%** | **54%** | **56%** | **54%** | **60% EG** | **53%** | **56%** | **51%** | **61% I** |
| Total Not Willing | **36%** | **34%** | **36%** | **39% A** | **36% F** | **37% F** | **32%** | **38% F** | **37% F** | **39% J** | **33%** |

Base: All residents
Q3. The public pays user fees to access some City services, facilities and utilities. Some examples include business licences, building and development permits, and use of City-owned facilities such as recreation centres. Would you be willing to pay more in user fees to maintain the services you or your business use? Select one.

**ABC, DEFGH, IJ** Significantly higher than subgroup indicated by letter.

# Other Comments/Suggestions for 2026 Budget – Top Five Mentions

- The survey concluded with an opportunity for respondents to offer other comments or suggestions regarding the 2026 Budget. The following includes coded open-ended comments (with example verbatims) from residents and businesses that completed this survey question.
- Both residents and businesses focus on the importance of maintaining existing services and suggest progressive taxation, with increasing taxes for the wealthy. They also emphasize the importance of addressing the housing crisis and re-evaluating the policing budget.

**Residents** (n=1468)

| | | |
|---|---|---|
| 1 | **Do not cut services (26%)** | *I strongly oppose any cuts to services and funding for infrastructure.* |
| 2 | **Increase taxes (for the wealthy/corporations) (26%)** | *Tax the wealthy, not people struggling to get by and relying on city services.* |
| 3 | **Address housing issues (22%)** | *Please, please, please prioritize affordable housing.* |
| 4 | **Decrease the police budget (21%)** | *Stop giving the police so much money.* |
| 5 | **Increase property taxes/fees (14%)** | *Please increase property taxes to an appropriate level to maintain and increase services.* |

**Businesses** (n=255)

| | | |
|---|---|---|
| 1 | **Increase taxes (for the wealthy/corporations) (25%)** | *Tax the wealthy.* |
| 2 | **Do not cut services (24%)** | *Don't cut budget allocated for public services. These are the foundations for a healthy and functioning society.* |
| 3 | **Address housing issues (23%)** | *Affordable housing above all.* |
| 4 | **Decrease the police budget (23%)** | *Redistribute some of the police budget into city services.* |
| 5 | **Streamline City services/departments (12%)** | *Continuing to simplify and streamline processes within the City and in how projects are planned and delivered...* |
| 5 | **Reduce cost of living (12%)** | *Vancouver is an extremely unaffordable city to live in.* |

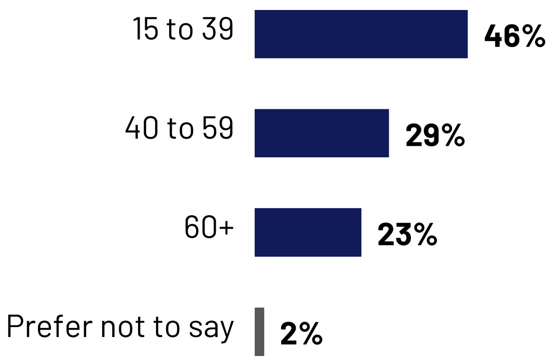
Base: Those answering
Q5. Are there any other comments or suggestions you would like to add about the 2026 Budget? Please type in your comments in the space provided.

# SAMPLE CHARACTERISTICS

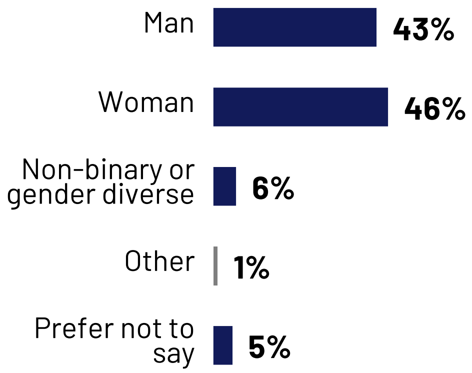
# Sample Characteristics: Residents

(adjusted to match the age, gender and geographic distribution of Vancouver's population as reported in the Census)

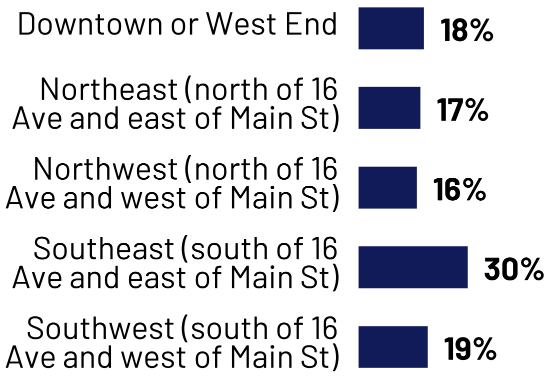
## Age



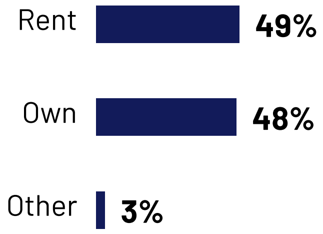
## Gender Identity



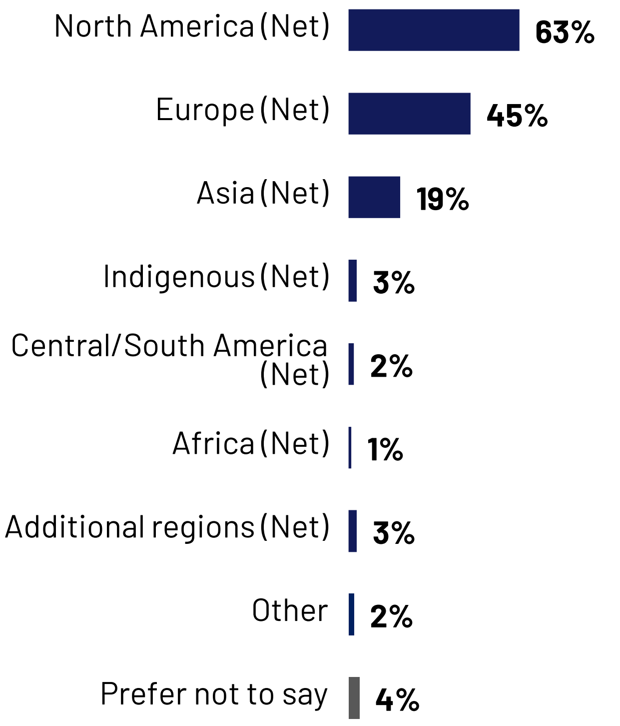
## Area of City Live In



## Housing Situation



## Ethnic Origin

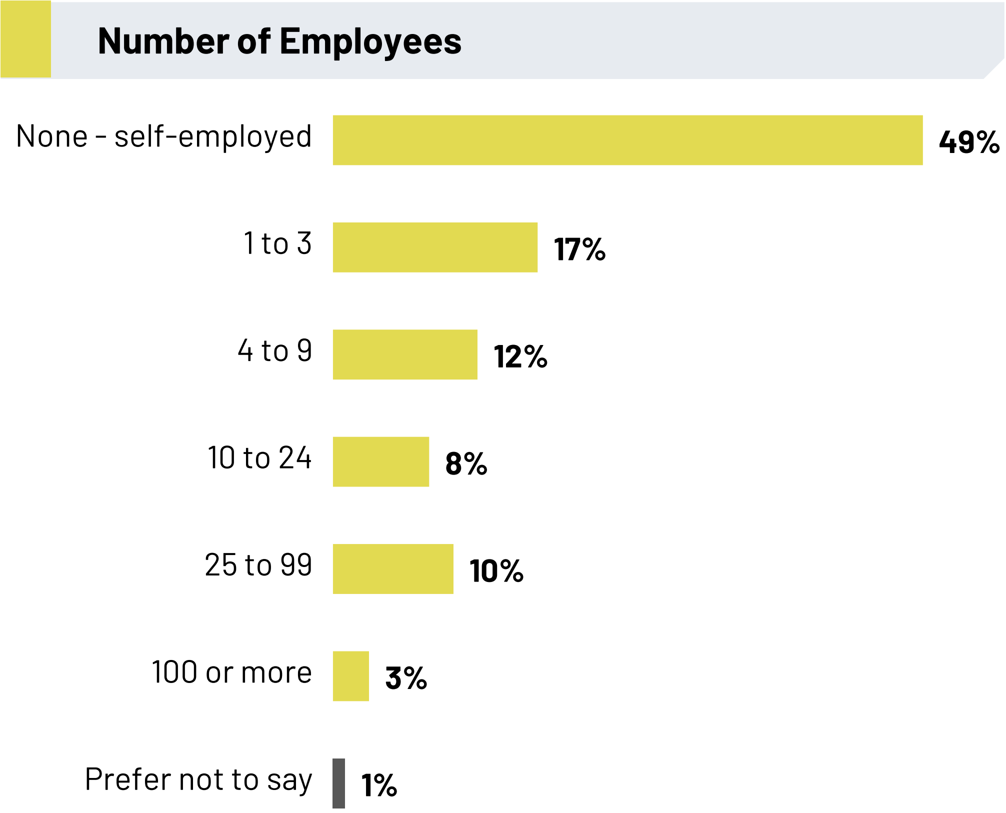


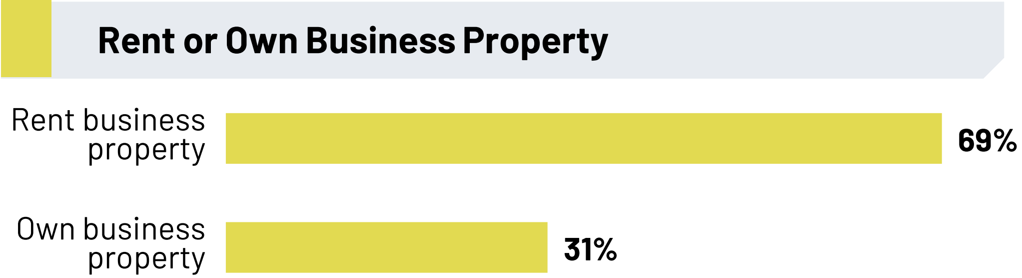
Base: All residents (n=5417)

Note: Ethnic origin has been collapsed into over-arching categories (Nets) for reporting purposes.

# Sample Characteristics: Businesses

(adjusted by business size to align with BC Stats business counts for Vancouver)





Base: All businesses (n=929)

# 2025 CIVIC SATISFACTION SURVEY ANALYSIS

Prepared for the City of Vancouver
October 2025

# Contents

# 01

# INTRODUCTION

# Background, Objectives and Methodology

This report presents the findings of the City of Vancouver's 2025 Civic Satisfaction Survey. The primary objectives of this market research is to measure resident and business satisfaction with municipal services and to identify services priorities. This survey is conducted every other year, most recently in 2019, 2021, and 2023 by a third-party vendor on behalf of the City of Vancouver. Survey questions across years are largely the same to allow for year-over year comparisons.

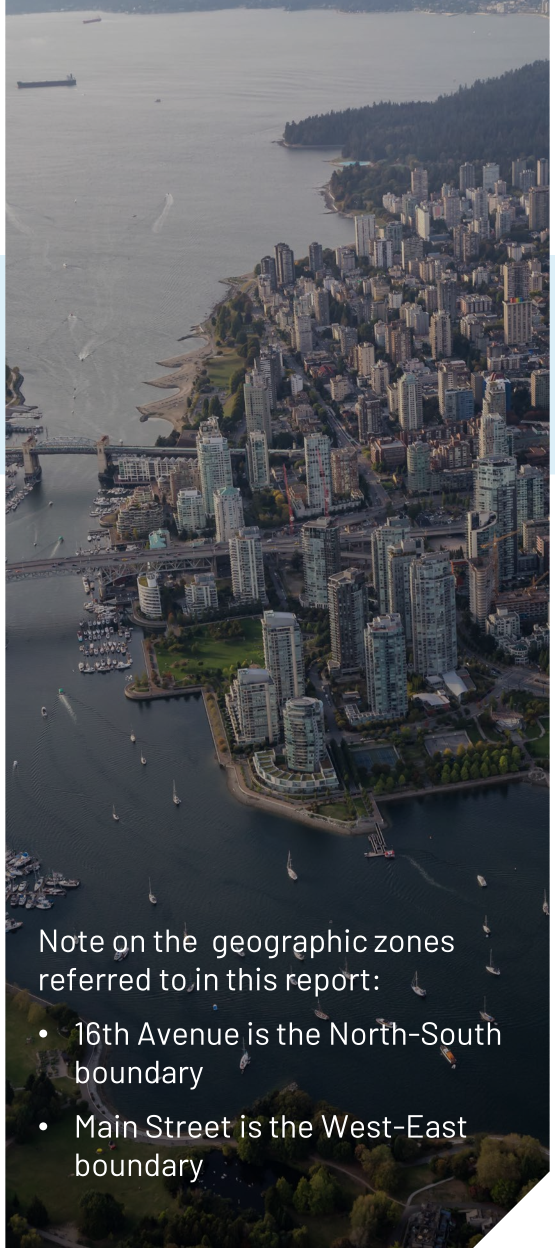
The 2025 survey was conducted via the telephone with a randomly selected representative sample of Vancouver residents and businesses. All interviewing was conducted between September 2 and 24, 2025. Households with members who work for the City, belong to a City advisory committee or are elected officials of the City were excluded from the survey.

## RESIDENTS

- 600 interviews with Vancouver residents aged 18+ years
  - n=101 Downtown/West End
  - n=102 Northwest
  - n=103 Northeast
  - n=102 Southwest
  - n=192 Southeast
- Conducted on cellphones and landlines (55/45 split) in English, Cantonese and Mandarin
- Final data weighted by gender/age and neighbourhood according to 2021 Census data
- Overall results accurate to within ±4.0%, 19 times out of 20 (margin of error will be larger for sample subgroups)

## BUSINESSES

- 200 interviews with Vancouver businesses, conducted with the person responsible for the overall management and direction of their company at that location
  - n=139 small (<25 employees)
  - n=43 medium (25-99 employees)
  - n=18 large (100+ employees)
- Conducted on landlines in English
- Final data weighted by business size according to 2024 BC Stats data
- Overall results accurate to within ±6.9%, 19 times out of 20 (margin of error will be larger for sample subgroups)



Note on the geographic zones referred to in this report:

- 16th Avenue is the North-South boundary
- Main Street is the West-East boundary

# Interpreting and Viewing the Results

## Interpreting and Viewing Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic differences among residents is included where applicable. While several significant differences may appear in the cross-tabulation output, not all differences warrant discussion. Smaller sample sizes limit any meaningful demographic analysis among businesses.

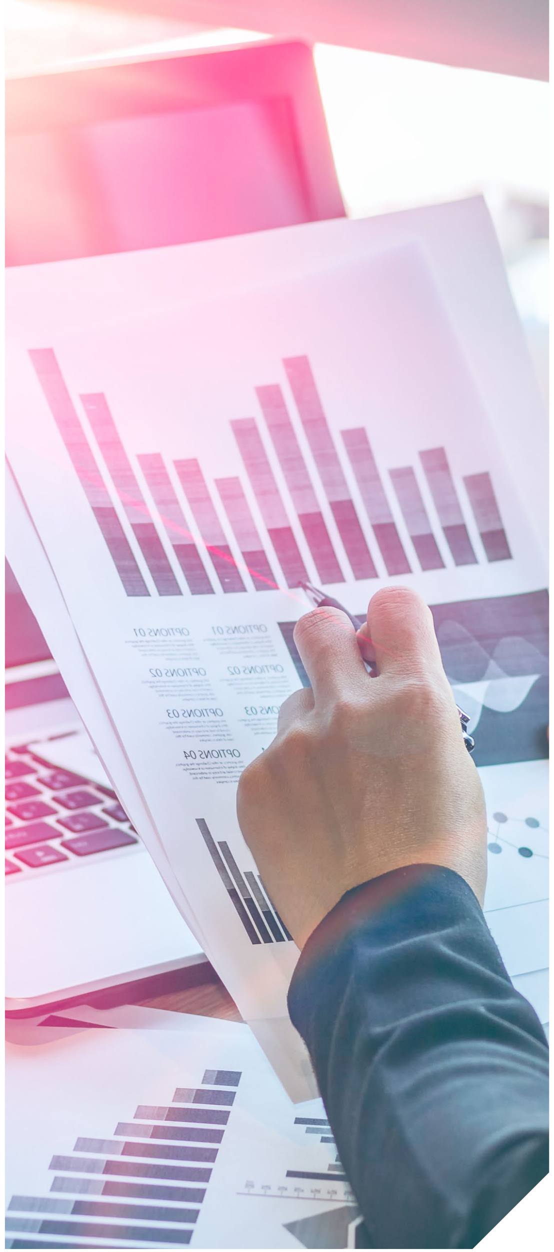
## Tracking to Previous Surveys

Where possible, this year's results have been compared to past Civic Satisfaction Surveys. Comparing the year-over-year results allows the City to track evolving attitudes and priorities, identify emerging issues and monitor perceptions of the City's performance in key areas.

Arrows (▲▼) are used to denote any statistically significant differences between 2025 and 2023.

## Normative Comparisons

Where possible, the City of Vancouver's results have been compared to Ipsos' municipal norms to provide a benchmark against which the City can evaluate its performance. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years. Normative comparisons are available for residents only.



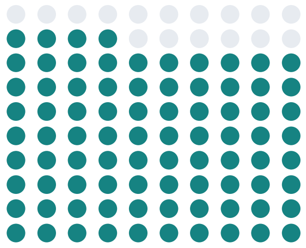
# EXECUTIVE SUMMARY

## 02

# Summary – Residents (1/2)

## QUALITY OF LIFE

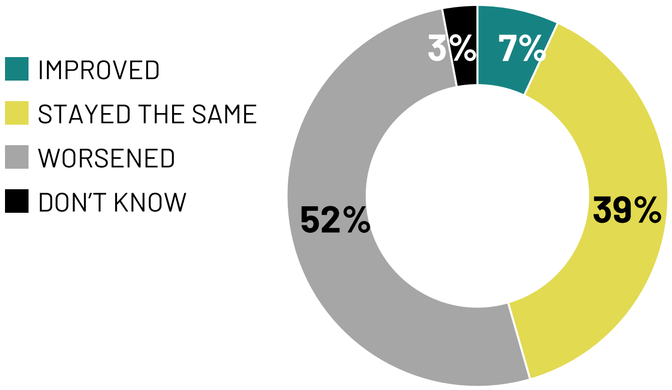
Overall Quality of Life



**84%**

Of residents rate the overall quality of life as Very Good (**24%**) or Good (**60%**)

Change in Quality of Life in Past Three Years



Base: All residents (n=600)

## IMPORTANT LOCAL ISSUES

Top 3 Issues

**36%**
Housing/accommodations (including housing affordability)

**30%**
Infrastructure/ transportation

**26%**
Social issues (e.g., homelessness, poverty, childcare)

## FINANCIAL PLANNING

Value for Taxes

**72%**

Of residents say they get good value for their tax dollars – Very Good Value (**15%**) and Fairly Good Value (**57%**)

Willingness to Pay More User Fees to Maintain Services

**60%**

Of residents are willing to pay more in user fees to maintain services – Very Willing (**11%**) and Somewhat Willing (**49%**)

+Question wording change in 2025 – prior years asked about maintaining *or improving* service – year over year comparisons should be interpreted with caution.

Top 3 Preferred Options to Balance Budget

**39%**
Continue to offer the same services but not to the same level, for example reduced hours

**32%**
Increase business property taxes

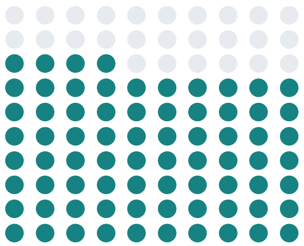
**29%**
Introduce new user fees for some City services that currently have no fees

▲▼ Significantly higher/lower than 2023.
2023 value is indicated in black text beside each arrow.

# Summary – Residents (2/2)

**CITY SERVICES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)

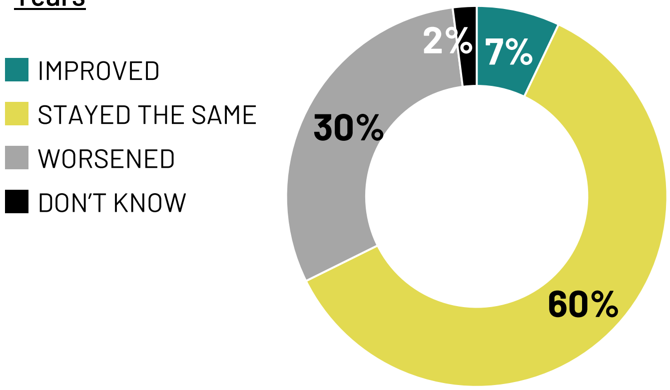
## Overall Satisfaction with City Services



**74%**

Of residents are satisfied with City services – Very Satisfied (**13%**) and Somewhat Satisfied (**61%**)

## Change in Level and Quality of Services in Past Three Years



Base: All residents (n=600)

## Top 3 Services with Highest Satisfaction Ratings – Total Satisfied

| | | | | |
|---|---|---|---|---|
| **93%** | **86%** ▲ (70%) | **85%** ▲ (76%) | **85%** | **85%** |
| Library services | Garbage & green bin collection | Fire rescue & medical response | Online payment services | Parks/ greenspaces |

## Bottom 3 Services with Lowest Satisfaction Ratings – Total Satisfied

| | | |
|---|---|---|
| **39%** ▼ (46%) | **32%** | **27%** |
| Social policies & projects | Homelessness services | Enabling affordable housing |

## Top 3 Services with Highest Importance to Maintain at Current Service Levels – Total Important

| | | | |
|---|---|---|---|
| **95%** | **91%** | **90%** | **90%** |
| Fire rescue & medical response | Garbage & green bin collection | Keeping public spaces clean | Parks/ greenspaces |

## Bottom 3 Services with Lowest Importance to Maintain at Current Service Levels – Total Important

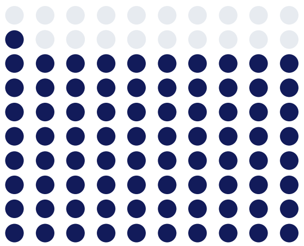
| | | |
|---|---|---|
| **65%** | **62%** | **61%** |
| Multi-channel service access | Services to enhance parks | Parking |

▲▼ Significantly higher/lower than 2023.
2023 value is indicated in black text beside each arrow.
+New question, year-over-year comparisons unavailable.

# Summary – Businesses (1/2)

## QUALITY OF LIFE

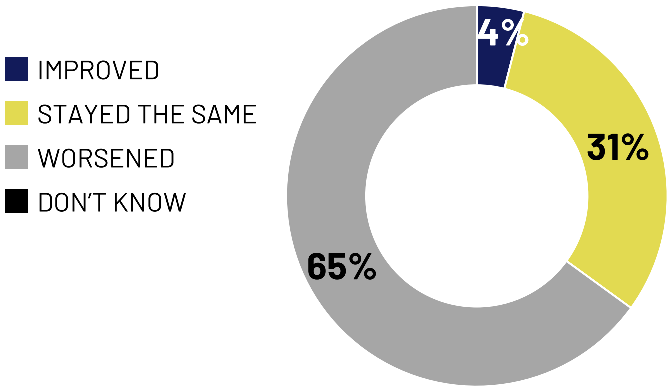
Overall Quality of Life



**81%**

Of businesses rate the overall quality of life as Very Good (**18%**) or Good (**63%**)

Change in Quality of Life in Past Three Years



Base: All businesses (n=200)

## IMPORTANT LOCAL ISSUES

Top 3 Issues

**28%**
Infrastructure/ transportation

**22%**
Social issues (e.g., homelessness, poverty, childcare)

**22%**
Housing/accommodations (including housing affordability)

## FINANCIAL PLANNING

Value for Taxes

**64%**

Of businesses say they get good value for their tax dollars – Very Good Value (**9%**) and Fairly Good Value (**54%**)

Willingness to Pay More User Fees to Maintain Services +

**49%**

Of businesses are willing to pay more in user fees to maintain services – Very Willing (**12%**) and Somewhat Willing (**38%**)▼ (51%)

+Question wording change in 2025 – prior years asked about maintaining *or improving* service – year over year comparisons should be interpreted with caution.

Top 3 Preferred Options to Balance Budget

**43%**
Continue to offer the same services but not to the same level, for example reduced hours

**32%**
Increase user fees for City services that currently have fees

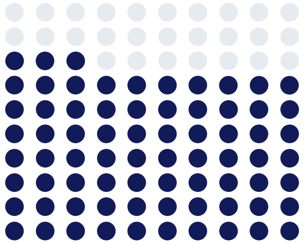
**29%**▼ (43%)
Introduce new user fees for some City services that currently have no fees

▲▼ Significantly higher/lower than 2023.
2023 value is indicated in black text beside each arrow.

# Summary – Business (2/2)

**CITY SERVICES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)

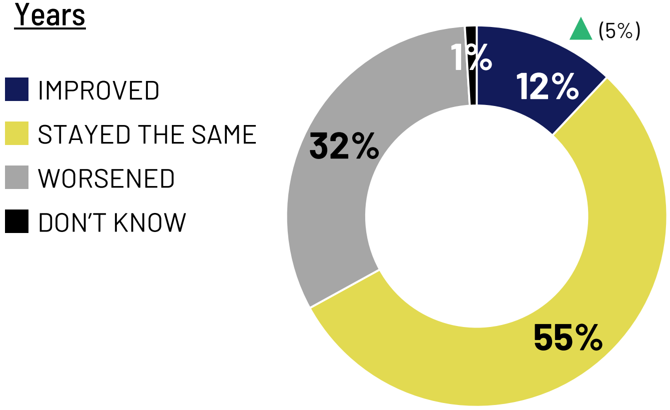
## Overall Satisfaction with City Services



**73%**

Of businesses are satisfied with City services – Very Satisfied (**12%**) and Somewhat Satisfied (**61%**)

## Change in Level and Quality of Services in Past Three Years



Base: All businesses (n=200)

## Top 3 Services with Highest Satisfaction Ratings – Total Satisfied

| | | |
|---|---|---|
| **90%** | **89%** ▲ (70%) | **86%** |
| Online payment services | Fire rescue & medical response | Library services |

## Bottom 3 Services with Lowest Satisfaction Ratings – Total Satisfied

| | | |
|---|---|---|
| **58%** | **46%** | **29%** |
| Parking | Development & building permits | Social policies & projects |

## Top 3 Services with Highest Importance Ratings to Maintain Current Service Levels – Total Important

| | | |
|---|---|---|
| **94%** | **92%** | **88%** |
| Fire rescue & medical response | Keeping public spaces clean | Police services |

## Bottom 3 Services with Lowest Importance Ratings to Maintain Current Service Levels – Total Important

| | | |
|---|---|---|
| **69%** | **69%** | **65%** |
| Multi-channel service access | Parking | Making streets vibrant |

▲▼ Significantly higher/lower than 2023.
2023 value is indicated in black text beside each arrow.
+New question, year-over-year comparisons unavailable

# Key Takeaways (1/2)

## Quality of Life

- Vancouver's overall quality of life continues to be perceived positively, with more than eight-in-ten residents and businesses rating this as 'very good' or 'good'.
- Despite this, the feeling that quality of life has worsened in the past three years persists. This sentiment is particularly pronounced among businesses.

## Important Local Issues

- The top five issues are similar among residents and businesses, albeit in a different order of priority emphasizing distinct needs.
- For residents, housing/accommodations is the top issue overall, followed by infrastructure/transportation, social issues, affordability/cost of living and public safety/crime/criminal activity.
- Businesses prioritize infrastructure/transportation most of all, followed by social issues, housing/accommodations, public safety/crime/criminal activity and affordability/cost of living.
- Important local issues have not significantly changed since the last survey.

# Key Takeaways (2/2)

## City Services

- Overall satisfaction with City services is stable, with nearly three-quarters of residents and businesses saying they are satisfied.
- Most perceive no change in service level and quality in the past three years. However, among those noticing a change, more say services have worsened than improved.
- Compared to 2023, satisfaction with fire rescue and medical response has increased among both residents and businesses. Residents are also more satisfied with garbage and green bin collection. However, satisfaction with economic development, parking and social policies and projects has declined. Businesses are more satisfied with police services but satisfaction with by-law enforcement has declined.
- When it comes to maintaining current service levels, residents and businesses prioritize fire rescue and medical response most of all. Keeping public spaces clean is also a top priority for both groups. Additionally, residents prioritize garbage and green bin collection and parks/green spaces (businesses were not asked about these two services).

## Financial Planning

- Most residents and businesses continue to say they receive good value for their tax dollars.
- To balance the budget, residents and businesses would prefer the City continue to offer the same services but not to the same level, for example reduced hours.
- For residents, an increase in residential property taxes is the single least preferred option overall. Businesses also show low support for property tax increases and are equally against an increase in residential and business property taxes.
- While most residents say they would be willing to pay more in user fees to maintain services, less than half of businesses are willing to do so.

# DETAILED RESULTS

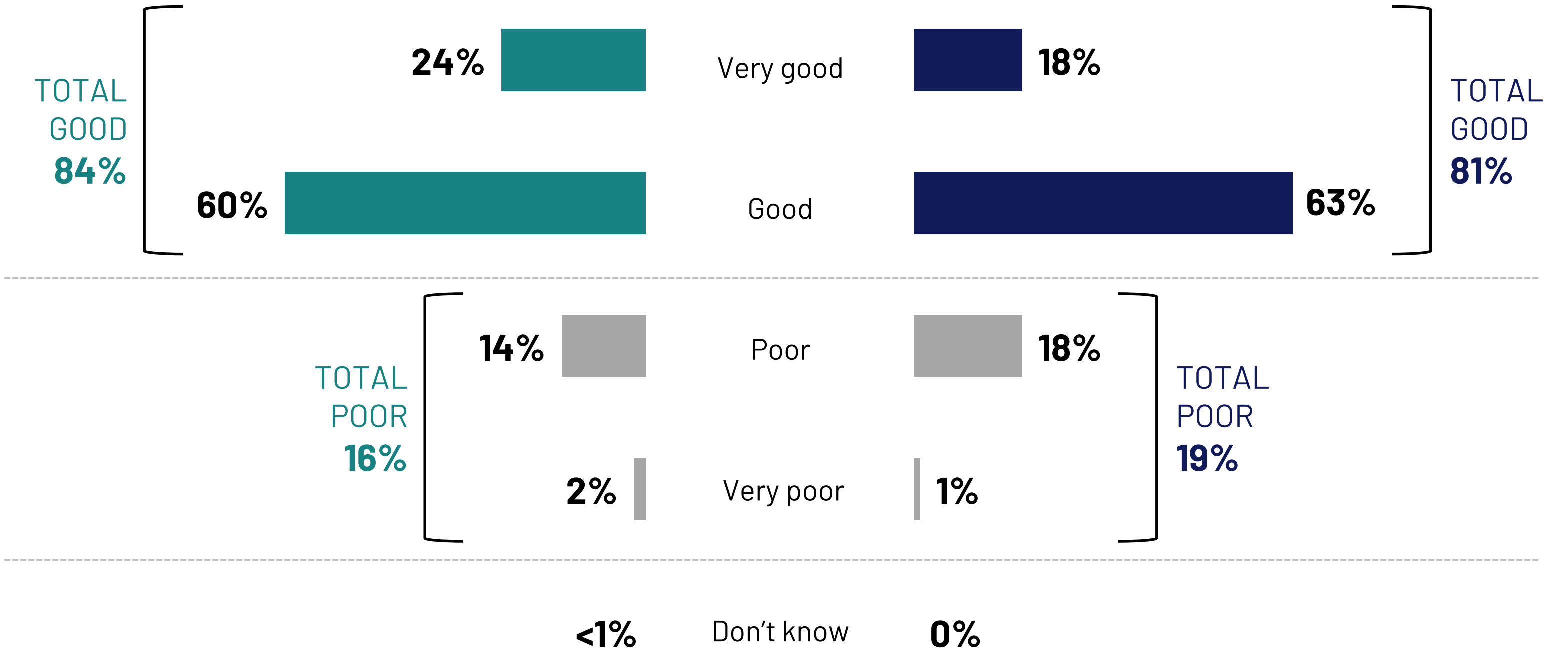
## 03

# QUALITY OF LIFE

# 3.1

# Overall Quality of Life

The overall quality of life in Vancouver continues to be perceived positively, with 84% of residents and 81% of businesses rating it as either 'very good' or 'good'.
This year's results are statistically consistent with 2023 although remain below pre-pandemic levels, particularly among those rating the quality of life as 'very good'.



| NORM+ | 2019 (n=602) | 2021 (n=600) | 2023 (n=600) | RESIDENTS | | BUSINESSES | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|---|---|---|---|---|
| 35% | 34% | 22% | 25% | 24% | Very good | 18% | 17% | 15% | 38% |
| 90% | 89% | 81% | 87% | TOTAL GOOD 84% | | TOTAL GOOD 81% | 85% | 80% | 92% |
| 55% | 55% | 59% | 61% | 60% | Good | 63% | 68% | 65% | 54% |
| 8% | 9% | 14% | 11% | 14% | Poor | 18% | 13% | 17% | 7% |
| 10% | 10% | 18% | 13% | TOTAL POOR 16% | | TOTAL POOR 19% | 15% | 20% | 8% |
| 2% | 1% | 4% | 1% | 2% | Very poor | 1% | 2% | 2% | 1% |
| 0% | <1% | 1% | 1% | <1% | Don't know | 0% | 0% | 1% | 0% |

+ The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.
Base: All residents (n=600); All businesses (n=200)
Q2. How would you rate the overall quality of life in the City of Vancouver today? Would you say ...?

▲▼ Significantly higher/lower than 2023.

# Overall Quality of Life – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Overall perceptions of quality of life among residents are similar across all key demographic groups.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| TOTAL GOOD | **84%** | **84%** | **85%** | **87%** | **84%** | **82%** | **86%** | **86%** | **85%** | **79%** | **84%** |
| TOTAL POOR | **16%** | **16%** | **15%** | **13%** | **16%** | **18%** | **14%** | **14%** | **14%** | **21%** | **16%** |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| TOTAL GOOD | **84%** | **81%** | **87%** | **85%** | **86%** | **85%** |
| TOTAL POOR | **16%** | **19%** | **13%** | **14%** | **14%** | **15%** |

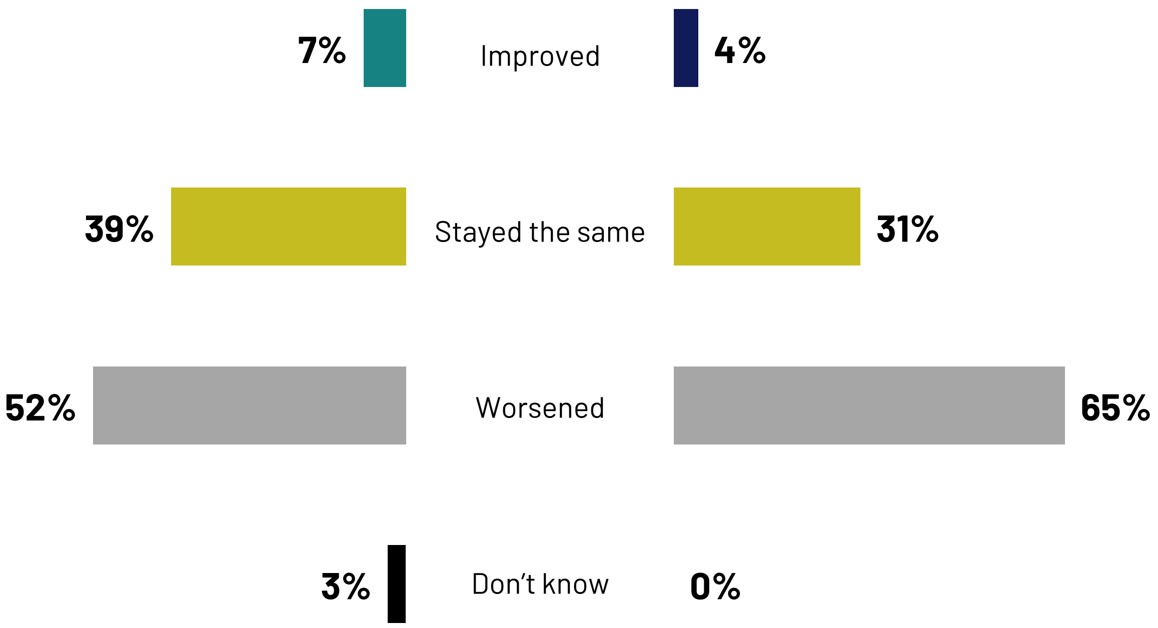
Base: All residents (n=600)
Q2. How would you rate the overall quality of life in the City of Vancouver today? Would you say …?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Change in Quality of Life in Past Three Years

Despite overall positive perceptions, just over half (52%) of residents feel that the quality of life in Vancouver has 'worsened' in the past three years. This sentiment is even more pronounced among businesses, with 65% saying the quality of life has 'worsened'.

Perceptions of deteriorating quality of life have persisted since the pandemic, and this year's results are on par with 2023.



| NORM+ | 2019 (n=602) | 2021 (n=600) | 2023 (n=600) | RESIDENTS | | BUSINESSES | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|---|---|---|---|---|
| 11% | 13% | 8% | 9% | 7% | Improved | 4% | 3% | 6% | 14% |
| 41% | 48% | 44% | 35% | 39% | Stayed the same | 31% | 27% | 32% | 50% |
| 46% | 36% | 45% | 52% | 52% | Worsened | 65% | 70% | 62% | 36% |
| 2% | 2% | 3% | 3% | 3% | Don't know | 0% | <1% | 0% | 1% |

+ The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.
Base: All residents (n=600); All businesses (n=200)
Q3. And, do you feel that the quality of life in the City of Vancouver in the past three years has improved, stayed the same, or worsened?

▲▼ Significantly higher/lower than 2023.

# Change in Quality of Life in Past Three Years – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Perceptions of a worsening quality of life are higher among those who are 55+ years of age, homeowners and those with household incomes of $100K+.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Improved | **7%** | **8%** | **5%** | **6%** | **10% F** | **3%** | **5%** | **6%** | **8%** | **4%** | **9%** |
| Stayed the same | **39%** | **42%** | **36%** | **44%** | **34%** | **37%** | **43%** | **33%** | **42%** | **35%** | **39%** |
| Worsened | **52%** | **48%** | **55%** | **44%** | **54%** | **58% D** | **48%** | **60%** | **49%** | **56%** | **49%** |
| Don't know | **3%** | **2%** | **4%** | **6% E** | **1%** | **2%** | **4%** | **1%** | **0%** | **5%** | **3%** |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Improved | **7%** | **5%** | **9%** | **9%** | **6%** | **5%** |
| Stayed the same | **39%** | **36%** | **42%** | **40%** | **39%** | **39%** |
| Worsened | **52%** | **58% C** | **44%** | **44%** | **53%** | **55% D** |
| Don't know | **3%** | **1%** | **5% B** | **7% EF** | **2%** | **<1%** |

Base: All residents (n=600)
Q3. And, do you feel that the quality of life in the City of Vancouver in the past three years has improved, stayed the same, or worsened?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# IMPORTANT LOCAL ISSUES

## 3.2

# Important Local Issues – Residents

**(coded open-ends, multiple responses allowed)**

Housing/accommodations remains the top issue for residents (36%). Housing has consistently been residents' most important local issue, except during the pandemic when COVID-19 concerns overshadowed all other issues.

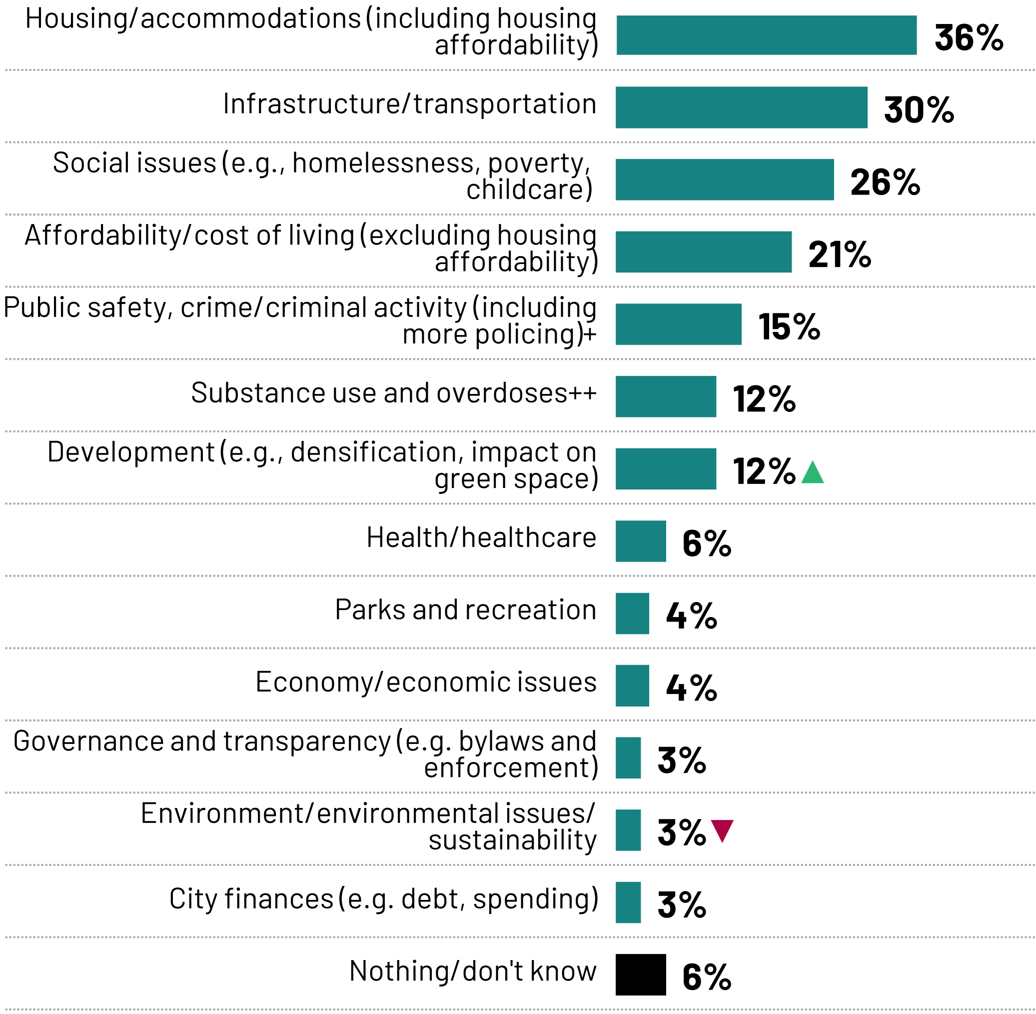
Infrastructure/transportation ranks second (30%), followed by social issues (26%) and affordability/cost of living (21%).

Public safety, crime/criminal activity rounds out the top five (15%).

These priorities are consistent with the top five priorities in 2023.

Notably, mentions of development have increased by 9 percentage points this year, now sitting at 12%.

**RESIDENTS** (Only mentions of 3% or more in current year shown.)



| | | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|
| Housing/accommodations (including housing affordability) | 36% | 40% | 19% | 48% |
| Infrastructure/transportation | 30% | 29% | 12% | 40% |
| Social issues (e.g., homelessness, poverty, childcare) | 26% | 23% | 20% | 11% |
| Affordability/cost of living (excluding housing affordability) | 21% | 18% | 13% | 15% |
| Public safety, crime/criminal activity (including more policing)+ | 15% | 15% | 7% | 9% |
| Substance use and overdoses++ | 12% | 11% | 11% | 9% |
| Development (e.g., densification, impact on green space) | 12% ▲ | 3% | 5% | 8% |
| Health/healthcare | 6% | 6% | 6% | 3% |
| Parks and recreation | 4% | 3% | 2% | 0% |
| Economy/economic issues | 4% | 4% | 8% | 3% |
| Governance and transparency (e.g. bylaws and enforcement) | 3% | 2% | 4% | 3% |
| Environment/environmental issues/ sustainability | 3% ▼ | 6% | 5% | 8% |
| City finances (e.g. debt, spending) | 3% | 2% | 3% | 3% |
| Nothing/don't know | 6% | 6% | 10% | 10% |

+ Wording in prior years: "crime/criminal activity". ++ Wording in prior years: "addiction and overdoes".

Base: All residents (n=600)

Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

▲▼ Significantly higher/lower than 2023.

# Top Ten Important Local Issues – Residents

## (by gender, age and neighbourhood)

Housing is the top priority across all gender and age groups.

Housing also ranks highest for residents residing in the Northwest, Northeast, Southwest and Southeast. However, those residing Downtown prioritize social issues more.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Housing/accommodations | **36%** | **35%** | **37%** | **32%** | **39%** | **37%** | **29%** | **36%** | **37%** | **42%** | **35%** |
| Infrastructure/transportation | **30%** | **28%** | **32%** | **30%** | **25%** | **34%** | **24%** | **30%** | **30%** | **33%** | **32%** |
| Social issues | **26%** | **25%** | **27%** | **28%** | **26%** | **24%** | **38% K** | **27%** | **28%** | **24%** | **18%** |
| Affordability/cost of living | **21%** | **22%** | **19%** | **26% F** | **22%** | **16%** | **23%** | **17%** | **21%** | **21%** | **22%** |
| Public safety, crime/criminal activity | **15%** | **16%** | **14%** | **11%** | **17%** | **18%** | **20%** | **15%** | **19%** | **11%** | **14%** |
| Substance use and overdoses | **12%** | **12%** | **12%** | **13%** | **14% F** | **8%** | **14%** | **18% K** | **12%** | **11%** | **8%** |
| Development | **12%** | **10%** | **13%** | **10%** | **9%** | **16% E** | **7%** | **21% GIK** | **8%** | **17% K** | **8%** |
| Health/healthcare | **6%** | **4%** | **8%** | **6%** | **7%** | **5%** | **4%** | **10%** | **6%** | **7%** | **4%** |
| Parks and recreation | **4%** | **4%** | **4%** | **1%** | **5%** | **6% D** | **6%** | **3%** | **4%** | **4%** | **3%** |
| Economy/economic issues | **4%** | **5%** | **3%** | **5%** | **4%** | **2%** | **3%** | **5%** | **6%** | **1%** | **4%** |

| **Top Priority** | **2nd Priority** | **3rd Priority** |
|---|---|---|

Base: All residents (n=600)
Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Top Ten Important Local Issues – Residents

## (by housing tenure and household income)

Top issues are similar among homeowners and renters.

However, differences are seen by household income. Housing is the most important issue to those with household incomes of <$60K and $100K+. In contrast, those with household incomes of $60K-<$100K attach a greater priority to infrastructure/transportation.

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Housing/accommodations | **36%** | **33%** | **38%** | **33%** | **31%** | **43% E** |
| Infrastructure/transportation | **30%** | **30%** | **30%** | **26%** | **39% DF** | **26%** |
| Social issues | **26%** | **26%** | **26%** | **32% E** | **19%** | **25%** |
| Affordability/cost of living | **21%** | **18%** | **24%** | **24%** | **19%** | **21%** |
| Public safety, crime/criminal activity | **15%** | **18%** | **12%** | **8%** | **14%** | **22% D** |
| Substance use and overdoses | **12%** | **14%** | **10%** | **7%** | **9%** | **17% D** |
| Development | **12%** | **15% C** | **9%** | **7%** | **13%** | **14%** |
| Health/healthcare | **6%** | **5%** | **7%** | **4%** | **4%** | **8%** |
| Parks and recreation | **4%** | **5%** | **3%** | **3%** | **3%** | **6%** |
| Economy/economic issues | **4%** | **3%** | **5%** | **4%** | **5%** | **3%** |

**Top Priority** **2nd Priority** **3rd Priority**

Base: All residents (n=600)
Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Important Local Issues – Businesses

**(coded open-ends, multiple responses allowed)**

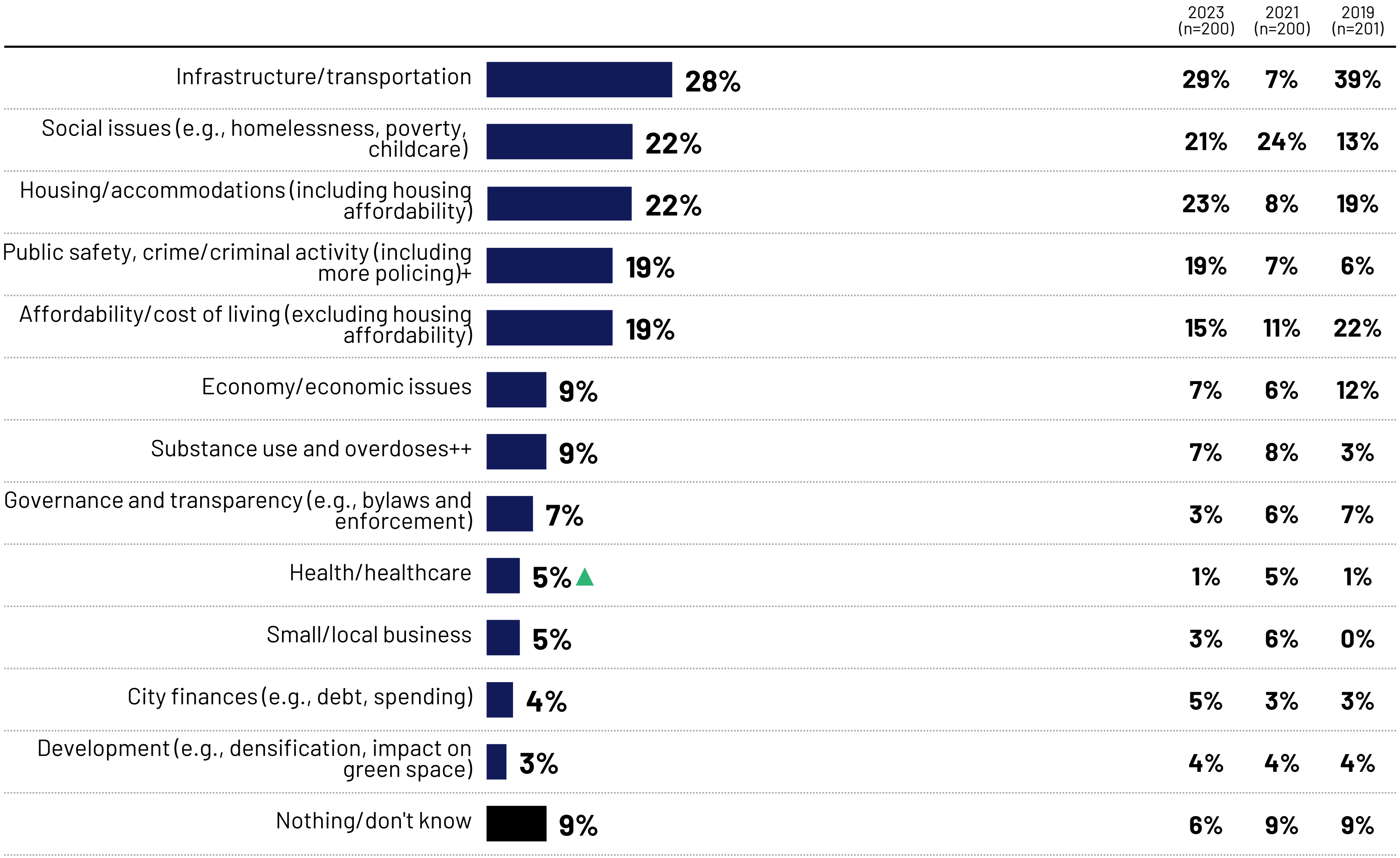
For businesses, the number one local issue is infrastructure/transportation (28%).

This is followed by social issues (22%) and housing/accommodations (22%).

Other important issues include public safety, crime/criminal activity (19%) and affordability/cost of living (19%).

These were also the top five priorities in 2023.

**BUSINESSES** (Only mentions of 3% or more in current year shown.)



| | | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|
| Infrastructure/transportation | 28% | 29% | 7% | 39% |
| Social issues (e.g., homelessness, poverty, childcare) | 22% | 21% | 24% | 13% |
| Housing/accommodations (including housing affordability) | 22% | 23% | 8% | 19% |
| Public safety, crime/criminal activity (including more policing)+ | 19% | 19% | 7% | 6% |
| Affordability/cost of living (excluding housing affordability) | 19% | 15% | 11% | 22% |
| Economy/economic issues | 9% | 7% | 6% | 12% |
| Substance use and overdoses++ | 9% | 7% | 8% | 3% |
| Governance and transparency (e.g., bylaws and enforcement) | 7% | 3% | 6% | 7% |
| Health/healthcare | 5% ▲ | 1% | 5% | 1% |
| Small/local business | 5% | 3% | 6% | 0% |
| City finances (e.g., debt, spending) | 4% | 5% | 3% | 3% |
| Development (e.g., densification, impact on green space) | 3% | 4% | 4% | 4% |
| Nothing/don't know | 9% | 6% | 9% | 9% |

+ Wording in prior years: "crime/criminal activity".

++ Wording in prior years: "addiction and overdoes".

Base: All businesses (n=200)

Q1. From your perspective as a business owner, manager, or operator in the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

▲▼ Significantly higher/lower than 2023.

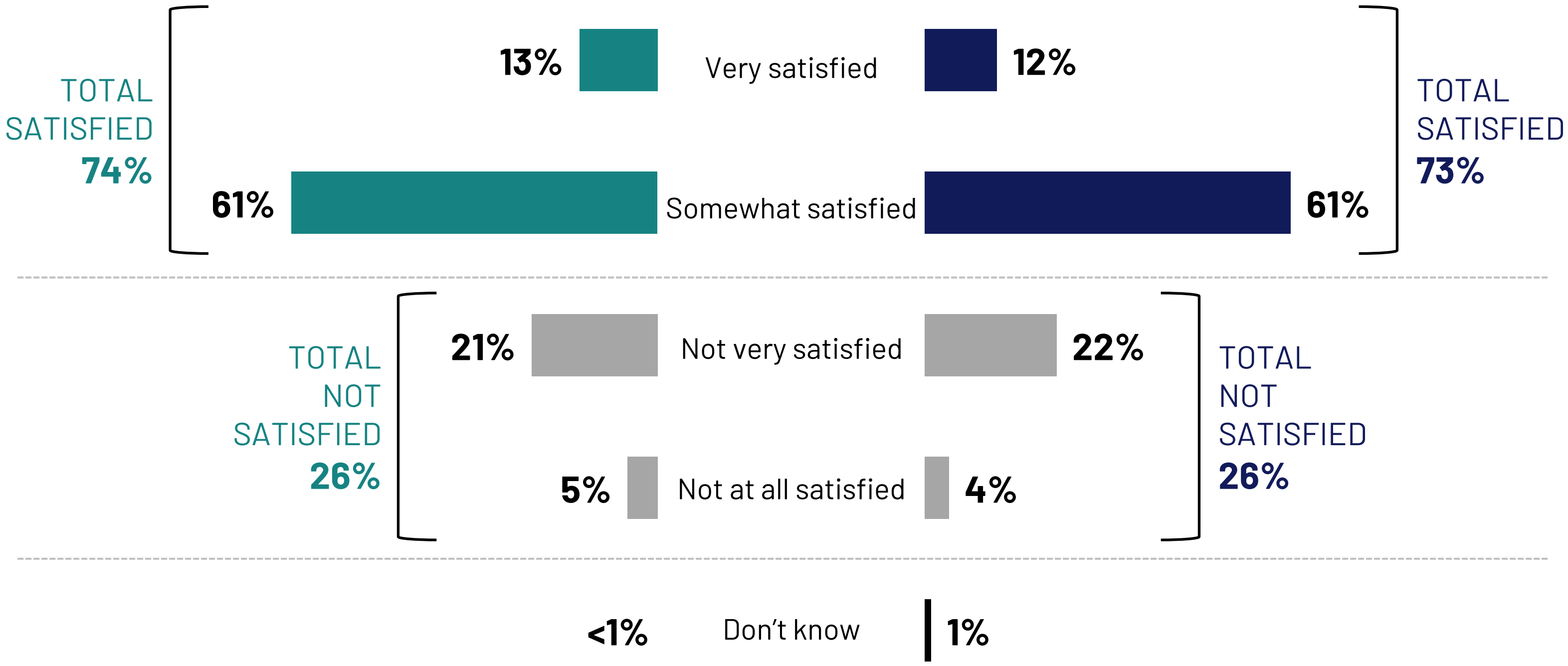
# CITY SERVICES

# 3.3

# Overall Satisfaction with City Services

In total, nearly three-quarters of residents (74%) and businesses (73%) say they are satisfied with the overall level and quality of services provided by the City.
This year's results are on par with 2023 but remain lower than pre-pandemic years.

**RESIDENTS** | **BUSINESSES**



| | NORM+ | Residents 2019 (n=602) | Residents 2021 (n=600) | Residents 2023 (n=600) | Businesses 2023 (n=200) | Businesses 2021 (n=200) | Businesses 2019 (n=201) |
|---|---|---|---|---|---|---|---|
| Very satisfied | 27% | 24% | 17% | 13% | 8% | 14% | 17% |
| TOTAL SATISFIED | 85% | 86% | 78% | 75% | 67% | 72% | 80% |
| Somewhat satisfied | 58% | 61% | 62% | 62% | 58% | 58% | 62% |
| Not very satisfied | 11% | 10% | 15% | 19% | 25% | 20% | 18% |
| TOTAL NOT SATISFIED | 14% | 14% | 20% | 24% | 30% | 28% | 19% |
| Not at all satisfied | 3% | 4% | 6% | 5% | 6% | 8% | 1% |
| Don't know | 1% | <1% | 1% | 1% | 3% | 0% | 2% |

+ The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.
Base: All residents (n=600); All businesses (n=200)
Q6. How satisfied are you with the overall level and quality of services provided by the City of Vancouver? Would you say ...?

▲▼ Significantly higher/lower than 2023.

# Overall Satisfaction with City Services – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Overall satisfaction (combined 'very/somewhat satisfied' responses) with City services is higher among younger residents, renters and those with household incomes of <$100K.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| TOTAL SATISFIED | **74%** | **73%** | **75%** | **82% EF** | **70%** | **69%** | **71%** | **79%** | **73%** | **69%** | **76%** |
| TOTAL NOT SATISFIED | **26%** | **27%** | **25%** | **18%** | **29% D** | **31% D** | **28%** | **21%** | **27%** | **31%** | **24%** |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| TOTAL SATISFIED | **74%** | **68%** | **79% B** | **81% F** | **80% F** | **65%** |
| TOTAL NOT SATISFIED | **26%** | **32% C** | **21%** | **19%** | **20%** | **35% DE** |

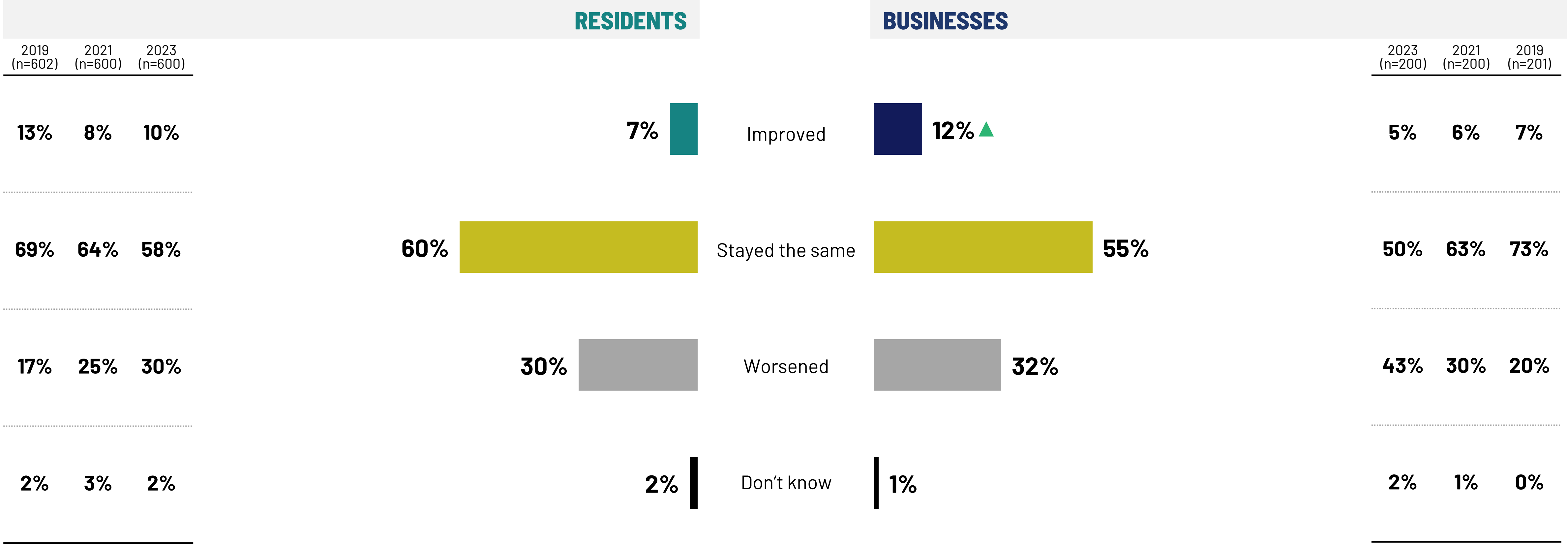
Base: All residents (n=600)
Q6. How satisfied are you with the overall level and quality of services provided by the City of Vancouver? Would you say …?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Change in City Services in Past Three Years

A majority of both residents (60%) and businesses (55%) say the level and quality of services provided by the City has 'stayed the same' in the past three years. Among those noticing a change, more say services have 'worsened' (30% residents, 32% businesses) than 'improved' (7% residents, 12% businesses), consistent with 2023.

However, the percentage of businesses noticing an improvement in services has increased 7 percentage points this year.



| 2019 (n=602) | 2021 (n=600) | 2023 (n=600) | RESIDENTS | | BUSINESSES | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|---|---|---|---|
| 13% | 8% | 10% | 7% | Improved | 12% ▲ | 5% | 6% | 7% |
| 69% | 64% | 58% | 60% | Stayed the same | 55% | 50% | 63% | 73% |
| 17% | 25% | 30% | 30% | Worsened | 32% | 43% | 30% | 20% |
| 2% | 3% | 2% | 2% | Don't know | 1% | 2% | 1% | 0% |

Base: All residents (n=600); All businesses (n=200)
Q7. And, do you feel that the overall level and quality of services provided by the City of Vancouver in the past three years has improved, stayed the same, or worsened?

▲▼ Significantly higher/lower than 2023.

# Change in City Services in Past Three Years – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Perceptions of worsening services are higher among women, those who are 35+ years of age, homeowners and those with household incomes of $100K+.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Improved | 7% | 8% | 7% | 9% | 6% | 7% | 7% | 10% J | 9% J | 1% | 9% J |
| Stayed the same | 60% | 64% | 55% | 69% F | 60% | 52% | 64% | 53% | 54% | 62% | 62% |
| Worsened | 30% | 26% | 35% B | 17% | 34% D | 39% D | 25% | 35% | 36% | 33% | 27% |
| Don't know | 2% | 2% | 3% | 5% E | 0% | 2% E | 4% | 2% | 1% | 3% | 2% |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Improved | 7% | 4% | 11% B | 13% F | 6% | 3% |
| Stayed the same | 60% | 59% | 61% | 60% | 69% | 59% |
| Worsened | 30% | 37% C | 23% | 20% | 23% | 38% DE |
| Don't know | 2% | <1% | 5% B | 7% F | 2% | 0% |

Base: All residents (n=600)
Q7. And, do you feel that the overall level and quality of services provided by the City of Vancouver in the past three years has improved, stayed the same, or worsened?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Satisfaction with Specific Services – Residents (1/2)

Many services continue to receive strong satisfaction scores, with more than two-thirds of residents saying they are satisfied (combined 'very/somewhat satisfied' responses) with 17 of the 24 evaluated services.

The overall highest score goes to **library services** (93% satisfied). Library services has consistently been the number one rated service among residents.

Lower scoring services include **economic development** (59%), **long-range planning** (58%) and **parking** (56%).

Additionally, there are four services where only a minority of residents are satisfied. These are:

- **Development and building permits** (43%)
- **Social policies and projects** (39%)
- **Homelessness services** (32%)
- **Enabling affordable housing** (27%)

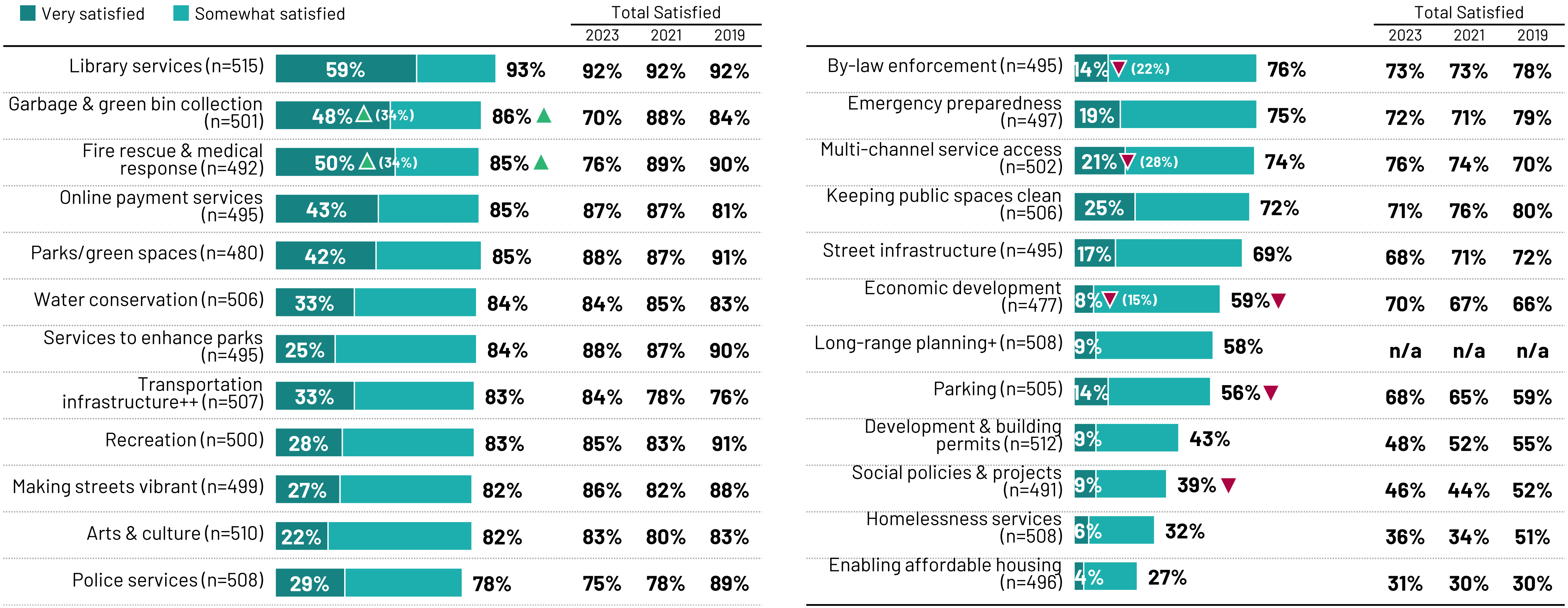
Compared to 2023, residents this year are more satisfied with **garbage and green bin collection** (86%, up 16 percentage points) and **fire rescue and medical response** (85%, up 9 percentage points). Satisfaction with both services dipped in 2023 but has rebounded this year and ranks among the highest rated services overall.

Conversely, declines in satisfaction are seen for **economic development** (59%, down 11 percentage points), **parking** (56%, down 12 percentage points) and **social policies and projects** (39%, down 7 percentage points).

NOTE ON THE SERVICES EVALUATED BY RESIDENTS:
A total of 24 services were asked to residents. Due to the number of services requiring feedback, each resident was randomly asked about 20 different services, resulting in an average base size of 500 respondents per service (actual base sizes range from 477 to 515). Service wording has been abbreviated for reporting purposes. Please see the Appendix for the full service wording.

# Satisfaction with Specific Services – Residents (2/2)

**RESIDENTS** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



| | Very satisfied | Total | Total Satisfied 2023 | Total Satisfied 2021 | Total Satisfied 2019 |
|---|---|---|---|---|---|
| Library services (n=515) | 59% | 93% | 92% | 92% | 92% |
| Garbage & green bin collection (n=501) | 48% △ (34%) | 86% ▲ | 70% | 88% | 84% |
| Fire rescue & medical response (n=492) | 50% △ (34%) | 85% ▲ | 76% | 89% | 90% |
| Online payment services (n=495) | 43% | 85% | 87% | 87% | 81% |
| Parks/green spaces (n=480) | 42% | 85% | 88% | 87% | 91% |
| Water conservation (n=506) | 33% | 84% | 84% | 85% | 83% |
| Services to enhance parks (n=495) | 25% | 84% | 88% | 87% | 90% |
| Transportation infrastructure++ (n=507) | 33% | 83% | 84% | 78% | 76% |
| Recreation (n=500) | 28% | 83% | 85% | 83% | 91% |
| Making streets vibrant (n=499) | 27% | 82% | 86% | 82% | 88% |
| Arts & culture (n=510) | 22% | 82% | 83% | 80% | 83% |
| Police services (n=508) | 29% | 78% | 75% | 78% | 89% |
| By-law enforcement (n=495) | 14% ▽ (22%) | 76% | 73% | 73% | 78% |
| Emergency preparedness (n=497) | 19% | 75% | 72% | 71% | 79% |
| Multi-channel service access (n=502) | 21% ▽ (28%) | 74% | 76% | 74% | 70% |
| Keeping public spaces clean (n=506) | 25% | 72% | 71% | 76% | 80% |
| Street infrastructure (n=495) | 17% | 69% | 68% | 71% | 72% |
| Economic development (n=477) | 8% ▽ (15%) | 59% ▼ | 70% | 67% | 66% |
| Long-range planning+ (n=508) | 9% | 58% | n/a | n/a | n/a |
| Parking (n=505) | 14% | 56% ▼ | 68% | 65% | 59% |
| Development & building permits (n=512) | 9% | 43% | 48% | 52% | 55% |
| Social policies & projects (n=491) | 9% | 39% ▼ | 46% | 44% | 52% |
| Homelessness services (n=508) | 6% | 32% | 36% | 34% | 51% |
| Enabling affordable housing (n=496) | 4% | 27% | 31% | 30% | 30% |

+ Added this year.
Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

++ Transportation infrastructure wording was updated in 2023, interpret year-over-year changes with caution.
2025, 2023: Providing transportation infrastructure for walking, cycling, and rolling
2021, 2019: Providing transportation infrastructure for walking, bikes, transit and vehicles

▲▼ Significantly higher/lower than 2023.

# Satisfaction with Specific Services – Residents

## (by gender, age and neighbourhood) (1/2)

Overall, satisfaction with specific services is largely similar across demographics although some differences are noted. For example, younger residents are more satisfied with arts and culture, bylaw enforcement, long-range planning, development and building permits and social policies and projects. Conversely, satisfaction with police services is higher among older residents.

**Total Satisfied** (service wording has been abbreviated to fit within the space provided)

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Library services | 93% | 93% | 93% | 93% | 92% | 92% | 91% | 90% | 92% | 90% | 97% H |
| Garbage & green bin collection | 86% | 87% | 85% | 88% | 83% | 87% | 90% | 83% | 82% | 80% | 90% J |
| Fire rescue & medical response | 85% | 88% | 83% | 81% | 86% | 89% | 81% | 90% | 86% | 79% | 89% |
| Online payment services | 85% | 84% | 87% | 89% | 85% | 81% | 84% | 84% | 89% | 79% | 88% |
| Parks/green spaces | 85% | 89% C | 81% | 87% | 86% | 83% | 87% | 84% | 88% | 83% | 85% |
| Water conservation | 84% | 85% | 86% | 88% | 83% | 82% | 84% | 78% | 82% | 81% | 91% H |
| Services to enhance parks | 84% | 82% | 86% | 87% | 87% F | 78% | 88% J | 86% | 82% | 73% | 88% J |
| Transportation infrastructure | 83% | 84% | 82% | 87% | 83% | 79% | 82% | 86% | 80% | 77% | 86% |
| Recreation | 83% | 83% | 83% | 83% | 86% | 80% | 81% | 90% | 79% | 83% | 82% |
| Making streets vibrant | 82% | 82% | 85% | 82% | 86% | 80% | 85% | 80% | 79% | 80% | 85% |
| Arts & culture | 82% | 81% | 81% | 89% EF | 78% | 78% | 79% | 86% | 77% | 79% | 84% |
| Police services | 78% | 81% | 76% | 74% | 74% | 86% DE | 78% | 76% | 72% | 80% | 81% |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Satisfaction with Specific Services – Residents

## (by gender, age and neighbourhood) (2/2)

Overall, satisfaction with specific services is largely similar across demographics although some differences are noted. For example, younger residents are more satisfied with arts and culture, bylaw enforcement, long-range planning, development and building permits and social policies and projects. Conversely, satisfaction with police services is higher among older residents.

**Total Satisfied** (service wording has been abbreviated to fit within the space provided)

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| By-law enforcement | **76%** | **74%** | **79%** | **84% EF** | **72%** | **71%** | **77%** | **75%** | **73%** | **65%** | **83% J** |
| Emergency preparedness | **75%** | **76%** | **76%** | **81%** | **71%** | **72%** | **89% HIJK** | **66%** | **75%** | **71%** | **75%** |
| Multi-channel service access | **74%** | **72%** | **76%** | **77%** | **74%** | **71%** | **75%** | **66%** | **77%** | **70%** | **78%** |
| Keeping public spaces clean | **72%** | **73%** | **71%** | **69%** | **71%** | **76%** | **67%** | **74%** | **67%** | **76%** | **74%** |
| Street infrastructure | **69%** | **68%** | **70%** | **74%** | **69%** | **65%** | **66%** | **66%** | **76%** | **65%** | **72%** |
| Economic development | **59%** | **58%** | **63%** | **65%** | **55%** | **59%** | **61%** | **55%** | **55%** | **54%** | **66%** |
| Long-range planning | **58%** | **58%** | **59%** | **71% EF** | **56%** | **47%** | **71% HJ** | **45%** | **60%** | **46%** | **64% HJ** |
| Parking | **56%** | **60%** | **54%** | **55%** | **58%** | **55%** | **68% JK** | **51%** | **70% HJK** | **50%** | **48%** |
| Development & building permits | **43%** | **41%** | **46%** | **57% EF** | **38%** | **34%** | **50% H** | **28%** | **39%** | **44%** | **49% H** |
| Social policies & projects | **39%** | **40%** | **38%** | **51% EF** | **29%** | **37%** | **42%** | **33%** | **40%** | **27%** | **46% J** |
| Homelessness services | **32%** | **34%** | **30%** | **29%** | **34%** | **34%** | **21%** | **31%** | **34%** | **33%** | **38% G** |
| Enabling affordable housing | **27%** | **31% C** | **22%** | **20%** | **29%** | **31% D** | **30%** | **21%** | **23%** | **21%** | **32%** |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Satisfaction with Specific Services – Residents

## (by housing tenure and household income) (1/2)

While satisfaction (combined 'very/somewhat satisfied' responses) is similar among homeowners and renters for most services, there are several services where renters are notably more satisfied. These include parks/green spaces, keeping public spaces clean, street infrastructure, long-range planning, development and building permits and social policies and projects.

**Total Satisfied** (service wording has been abbreviated to fit within the space provided)

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Library services | **93%** | **93%** | **91%** | **91%** | **93%** | **94%** |
| Garbage & green bin collection | **86%** | **83%** | **89%** | **88%** | **91% F** | **81%** |
| Fire rescue & medical response | **85%** | **87%** | **83%** | **83%** | **83%** | **86%** |
| Online payment services | **85%** | **85%** | **86%** | **82%** | **83%** | **90%** |
| Parks/green spaces | **85%** | **82%** | **89% B** | **87%** | **85%** | **84%** |
| Water conservation | **84%** | **82%** | **88%** | **89%** | **90%** | **81%** |
| Services to enhance parks | **84%** | **85%** | **84%** | **83%** | **87%** | **84%** |
| Transportation infrastructure | **83%** | **81%** | **85%** | **82%** | **83%** | **87%** |
| Recreation | **83%** | **82%** | **85%** | **84%** | **84%** | **82%** |
| Making streets vibrant | **82%** | **79%** | **86%** | **86%** | **82%** | **84%** |
| Arts & culture | **82%** | **82%** | **82%** | **81%** | **86%** | **80%** |
| Police services | **78%** | **80%** | **77%** | **80% F** | **85% F** | **70%** |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Satisfaction with Specific Services – Residents

## (by housing tenure and household income) (2/2)

While satisfaction (combined 'very/somewhat satisfied' responses) is similar among homeowners and renters for most services, there are several services where renters are notably more satisfied. These include parks/green spaces, keeping public spaces clean, street infrastructure, long-range planning, development and building permits and social policies and projects.

**Total Satisfied** (service wording has been abbreviated to fit within the space provided)

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| By-law enforcement | 76% | 76% | 77% | 76% | 78% | 76% |
| Emergency preparedness | 75% | 72% | 80% | 77% | 82% F | 70% |
| Multi-channel service access | 74% | 75% | 73% | 75% | 73% | 77% |
| Keeping public spaces clean | 72% | 67% | 76% B | 79% F | 74% | 67% |
| Street infrastructure | 69% | 65% | 74% B | 75% | 65% | 70% |
| Economic development | 59% | 59% | 60% | 63% | 66% | 55% |
| Long-range planning | 58% | 51% | 66% B | 68% F | 61% | 49% |
| Parking | 56% | 54% | 60% | 58% | 52% | 59% |
| Development & building permits | 43% | 31% | 56% B | 57% F | 45% | 35% |
| Social policies & projects | 39% | 33% | 45% B | 49% F | 47% F | 28% |
| Homelessness services | 32% | 35% | 30% | 32% | 36% | 28% |
| Enabling affordable housing | 27% | 29% | 24% | 29% | 25% | 25% |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Satisfaction with Specific Services – Businesses (1/2)

At least two-thirds of businesses say they are satisfied (combined 'very/somewhat satisfied' responses) with 13 of the 18 evaluated services.

The overall highest score goes to **online payment services** (9o% satisfied). This has been the most satisfactory service among businesses for the past three surveys.

Lower scoring services include **long-range planning** (59%), **economic development** (59%) and **parking** (58%).

Additionally, there are two services where only a minority of businesses are satisfied. These are **development and building permits** (46%) and **social policies and projects** (29%).

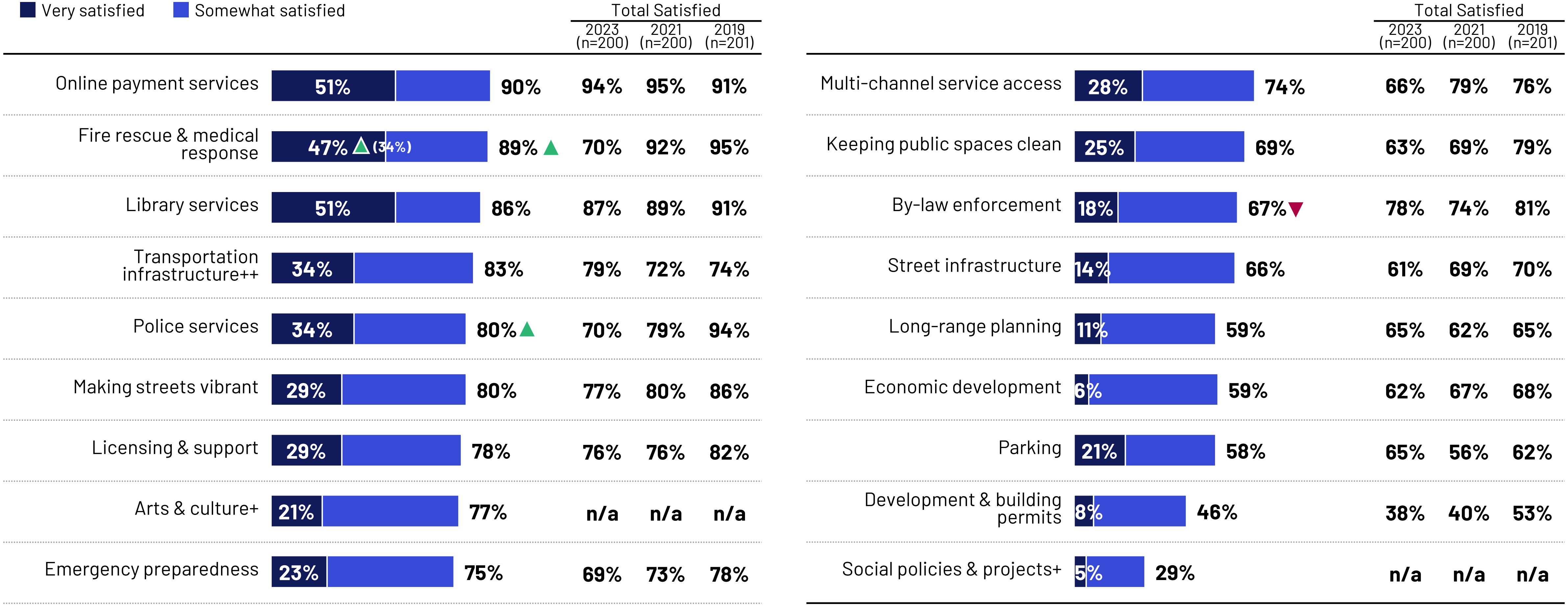
Compared to 2023, businesses this year are more satisfied with **fire rescue and medical response** (89%, up 19 percentage points) and **police services** (80%, up 10 percentage points). Satisfaction with fire rescue and medical response dipped in 2023 (police services was also down directionally) but has rebounded this year.

Conversely, satisfaction with **by-law enforcement** has declined (67%, down 11 percentage points).

NOTE ON THE SERVICES EVALUATED BY BUSINESSES:
Businesses were asked to provide their feedback on 18 different services. As businesses evaluated fewer services than residents, all services were asked to all businesses. Service wording has been abbreviated for reporting purposes. Please see the Appendix for the full service wording.

# Satisfaction with Specific Services – Businesses (2/2)

**BUSINESSES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



| | | | Total Satisfied 2023 (n=200) | Total Satisfied 2021 (n=200) | Total Satisfied 2019 (n=201) |
|---|---|---|---|---|---|
| Online payment services | 51% | 90% | 94% | 95% | 91% |
| Fire rescue & medical response | 47% ▲ (34%) | 89% ▲ | 70% | 92% | 95% |
| Library services | 51% | 86% | 87% | 89% | 91% |
| Transportation infrastructure++ | 34% | 83% | 79% | 72% | 74% |
| Police services | 34% | 80% ▲ | 70% | 79% | 94% |
| Making streets vibrant | 29% | 80% | 77% | 80% | 86% |
| Licensing & support | 29% | 78% | 76% | 76% | 82% |
| Arts & culture+ | 21% | 77% | n/a | n/a | n/a |
| Emergency preparedness | 23% | 75% | 69% | 73% | 78% |

| | | | Total Satisfied 2023 (n=200) | Total Satisfied 2021 (n=200) | Total Satisfied 2019 (n=201) |
|---|---|---|---|---|---|
| Multi-channel service access | 28% | 74% | 66% | 79% | 76% |
| Keeping public spaces clean | 25% | 69% | 63% | 69% | 79% |
| By-law enforcement | 18% | 67% ▼ | 78% | 74% | 81% |
| Street infrastructure | 14% | 66% | 61% | 69% | 70% |
| Long-range planning | 11% | 59% | 65% | 62% | 65% |
| Economic development | 6% | 59% | 62% | 67% | 68% |
| Parking | 21% | 58% | 65% | 56% | 62% |
| Development & building permits | 8% | 46% | 38% | 40% | 53% |
| Social policies & projects+ | 5% | 29% | n/a | n/a | n/a |

+ Added this year.
Base: All businesses (n=200)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.

++ Transportation infrastructure wording was updated in 2023, interpret year-over-year changes with caution. .
2025, 2023: Providing transportation infrastructure for walking, cycling, and rolling
2021, 2019: Providing transportation infrastructure for walking, bikes, transit and vehicles

▲▼ Significantly higher/lower than 2023.

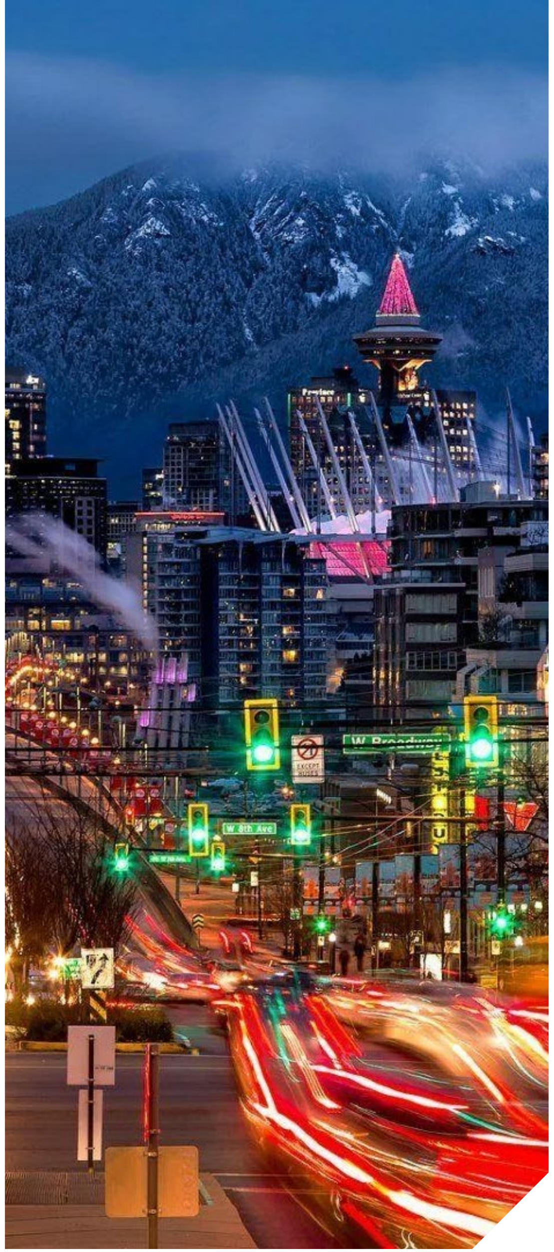
# Satisfaction with Specific Services

## Summary of services asked of both residents and businesses (1/2)

Comparing satisfaction between residents and businesses shows generally similar scores for most services.

However, there are three services where satisfaction is higher among residents than businesses. These are **library services** (93% versus 86%), **by-law enforcement** (76% versus 67%) and **social policies and projects** (39% versus 29%).

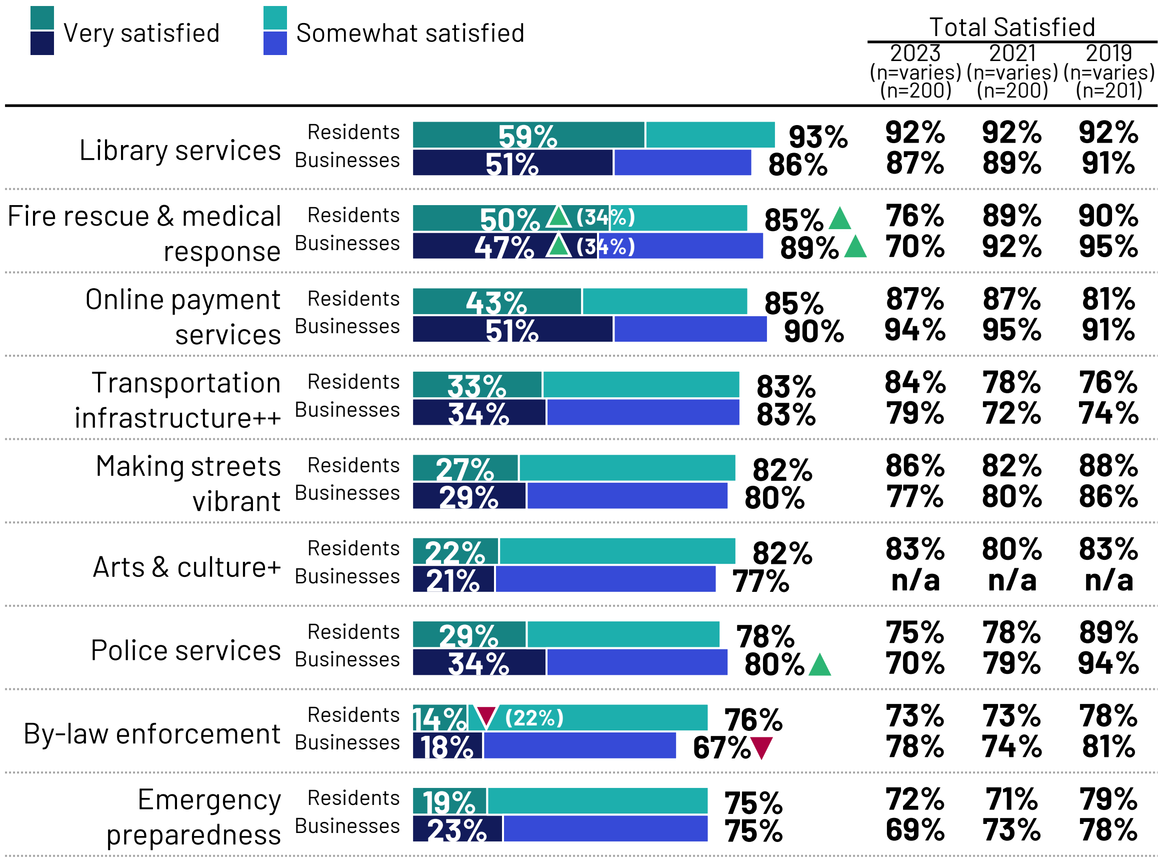
There are no services that are more satisfactory to businesses than residents.



# Satisfaction with Specific Services

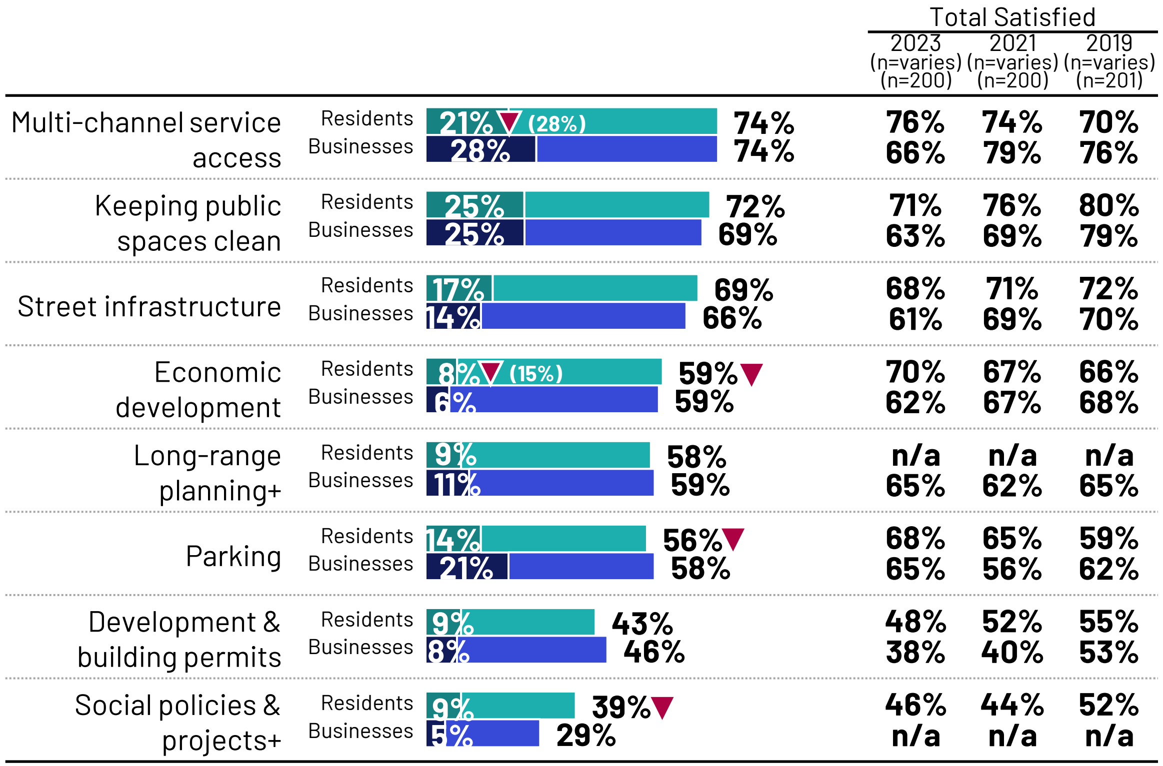
## Summary of services asked of both residents and businesses (2/2)

**RESIDENTS** / **BUSINESSES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



| | | | | Total Satisfied | | |
|---|---|---|---|---|---|---|
| | | | | 2023 (n=varies) (n=200) | 2021 (n=varies) (n=200) | 2019 (n=varies) (n=201) |
| Library services | Residents | 59% | 93% | 92% | 92% | 92% |
| | Businesses | 51% | 86% | 87% | 89% | 91% |
| Fire rescue & medical response | Residents | 50% ▲ (34%) | 85%▲ | 76% | 89% | 90% |
| | Businesses | 47% ▲ (34%) | 89%▲ | 70% | 92% | 95% |
| Online payment services | Residents | 43% | 85% | 87% | 87% | 81% |
| | Businesses | 51% | 90% | 94% | 95% | 91% |
| Transportation infrastructure++ | Residents | 33% | 83% | 84% | 78% | 76% |
| | Businesses | 34% | 83% | 79% | 72% | 74% |
| Making streets vibrant | Residents | 27% | 82% | 86% | 82% | 88% |
| | Businesses | 29% | 80% | 77% | 80% | 86% |
| Arts & culture+ | Residents | 22% | 82% | 83% | 80% | 83% |
| | Businesses | 21% | 77% | n/a | n/a | n/a |
| Police services | Residents | 29% | 78% | 75% | 78% | 89% |
| | Businesses | 34% | 80%▲ | 70% | 79% | 94% |
| By-law enforcement | Residents | 14% ▼ (22%) | 76% | 73% | 73% | 78% |
| | Businesses | 18% | 67%▼ | 78% | 74% | 81% |
| Emergency preparedness | Residents | 19% | 75% | 72% | 71% | 79% |
| | Businesses | 23% | 75% | 69% | 73% | 78% |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services); All businesses (n=200)
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please tell me how satisfied you are with the job the City is doing overall in providing each service, and how important you think it is for the City to maintain current service levels.



| | | | | Total Satisfied | | |
|---|---|---|---|---|---|---|
| | | | | 2023 (n=varies) (n=200) | 2021 (n=varies) (n=200) | 2019 (n=varies) (n=201) |
| Multi-channel service access | Residents | 21% ▼ (28%) | 74% | 76% | 74% | 70% |
| | Businesses | 28% | 74% | 66% | 79% | 76% |
| Keeping public spaces clean | Residents | 25% | 72% | 71% | 76% | 80% |
| | Businesses | 25% | 69% | 63% | 69% | 79% |
| Street infrastructure | Residents | 17% | 69% | 68% | 71% | 72% |
| | Businesses | 14% | 66% | 61% | 69% | 70% |
| Economic development | Residents | 8% ▼ (15%) | 59%▼ | 70% | 67% | 66% |
| | Businesses | 6% | 59% | 62% | 67% | 68% |
| Long-range planning+ | Residents | 9% | 58% | n/a | n/a | n/a |
| | Businesses | 11% | 59% | 65% | 62% | 65% |
| Parking | Residents | 14% | 56%▼ | 68% | 65% | 59% |
| | Businesses | 21% | 58% | 65% | 56% | 62% |
| Development & building permits | Residents | 9% | 43% | 48% | 52% | 55% |
| | Businesses | 8% | 46% | 38% | 40% | 53% |
| Social policies & projects+ | Residents | 9% | 39%▼ | 46% | 44% | 52% |
| | Businesses | 5% | 29% | n/a | n/a | n/a |

\+ Added this year.
\+ +Transportation infrastructure wording was updated in 2023, interpret year-over-year changes with caution.
2025, 2023: Providing transportation infrastructure for walking, cycling, and rolling
2021, 2019: Providing transportation infrastructure for walking, bikes, transit and vehicles

▲▼ Significantly higher/lower than 2023.

New Question

# Importance of Maintaining Current Service Levels – Residents (1/2)

REPORTING NOTE:

In past surveys, respondents were asked to provide their thoughts on the level of investment the City should make in its services – whether this should be more, the same, or less. This year's survey shifted focus to assess how important respondents believe it is to maintain the current levels of service. Respondents evaluated the importance of maintaining each service on a scale from 1 to 10, with 1 indicating 'not at all important' and 10 indicating 'very important'. As a result of these differences, it is not possible to compare this year's results to prior years.

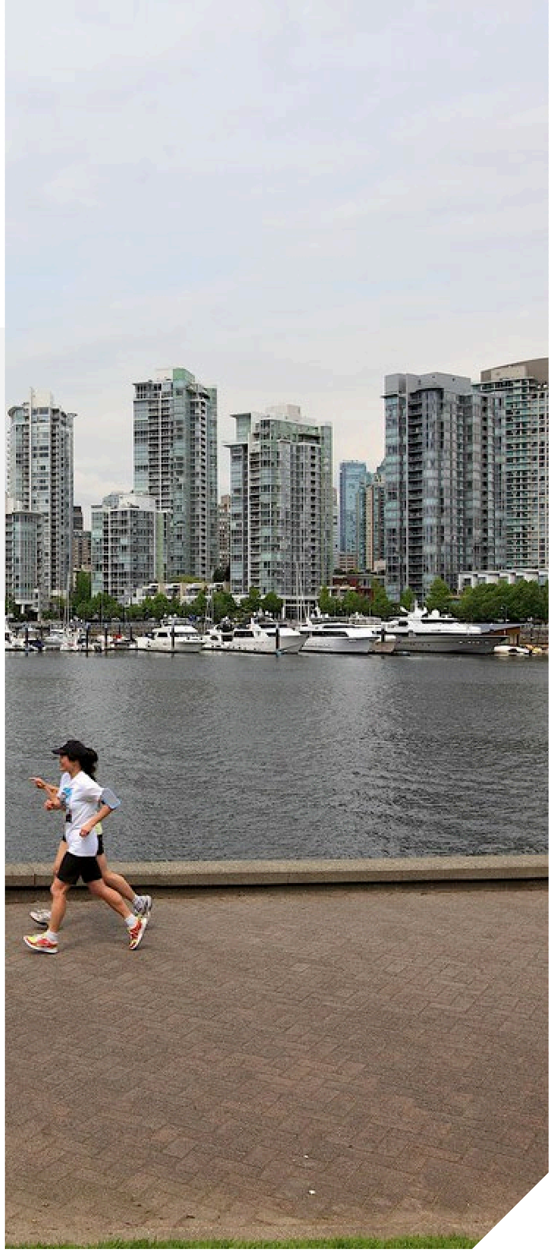
A majority of residents say it is important (rating as a 10, 9, 8 or 7) to maintain current service levels for all evaluated services. However, some services are clearly more important to maintain than others.

The most important service overall is **fire rescue and medical response**, with 95% of residents saying it is important to maintain current service levels. This includes 69% saying 'very important' (e.g., 10 out of 10).

Other highly important services to maintain are **garbage and green bin collection** (91% total important), **keeping public spaces clean** (90%) and **parks/green spaces** (90%).

Services receiving the lowest importance ratings (under 70%) include:

- **By-law enforcement** (69%)
- **Arts and culture** (68%)
- **Making streets vibrant** (67%)
- **Multi-channel service access** (65%)
- **Services to enhance parks** (62%)
- **Parking** (61%)

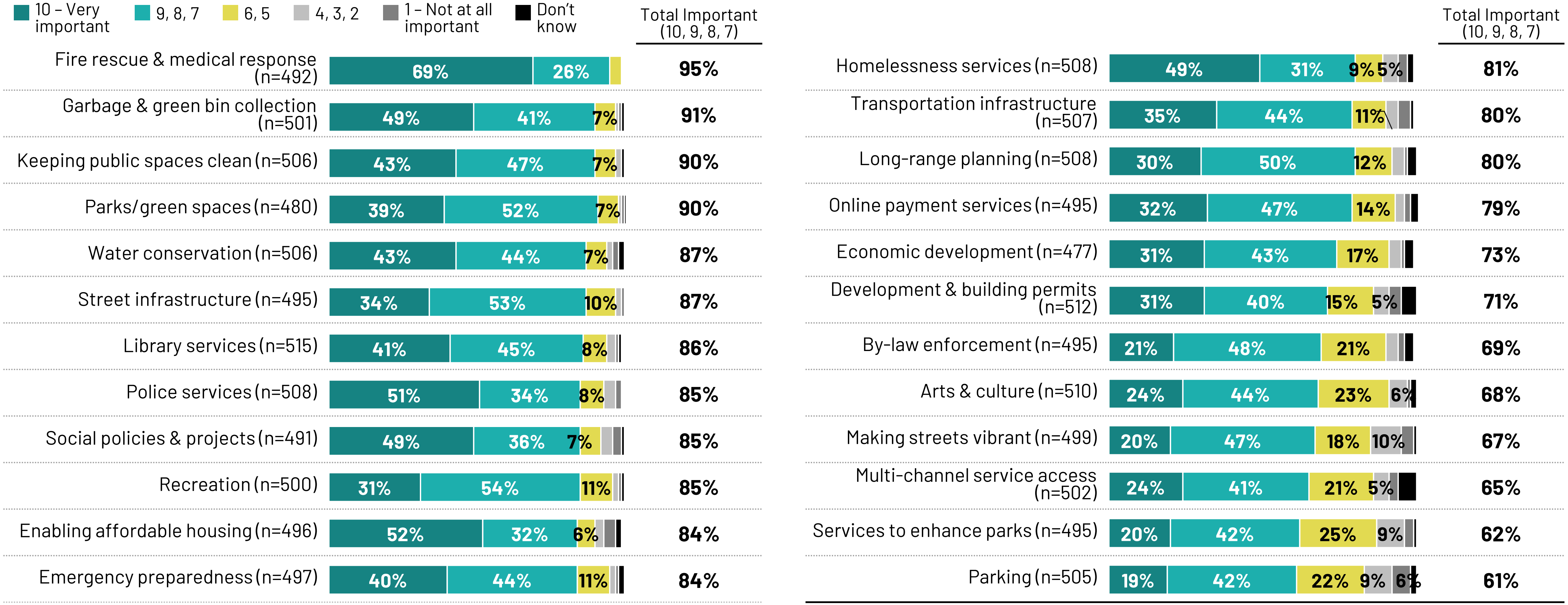


NOTE ON THE SERVICES EVALUATED BY RESIDENTS:
A total of 24 services were asked to residents. Due to the number of services requiring feedback, each resident was randomly asked about 20 different services, resulting in an average base size of 500 respondents per service (actual base sizes range from 477 to 515). Service wording has been abbreviated for reporting purposes. Please see the Appendix for the full service wording.

New Question

# Importance of Maintaining Current Service Levels – Residents (2/2)

**RESIDENTS** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



Data labels for <5% not shown and Don't Know not shown
Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

# Importance of Maintaining Current Service Levels – Residents

## (by gender, age and neighbourhood) (1/2)

Overall, importance is largely similar across demographics although some differences are noted. For example, younger residents are more likely to prioritize maintaining service levels for keeping public spaces clean, parks/green spaces, social policies and projects and emergency preparedness.

**Total Important (10, 9, 8, 7)** (service wording has been abbreviated to fit within the space provided)

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Fire rescue & medical response | **95%** | **92%** | **98% B** | **96%** | **95%** | **95%** | **96%** | **96%** | **94%** | **93%** | **97%** |
| Garbage & green bin collection | **91%** | **89%** | **93%** | **91%** | **89%** | **92%** | **90%** | **94%** | **90%** | **91%** | **90%** |
| Keeping public spaces clean | **90%** | **91%** | **90%** | **96% EF** | **85%** | **89%** | **90%** | **85%** | **91%** | **90%** | **91%** |
| Parks/green spaces | **90%** | **91%** | **91%** | **96% EF** | **86%** | **89%** | **95%** | **94%** | **92%** | **88%** | **86%** |
| Water conservation | **87%** | **85%** | **90%** | **92%** | **84%** | **85%** | **90%** | **89%** | **84%** | **88%** | **85%** |
| Street infrastructure | **87%** | **85%** | **88%** | **89%** | **86%** | **85%** | **89%** | **96% IJK** | **85%** | **82%** | **84%** |
| Library services | **86%** | **85%** | **88%** | **83%** | **86%** | **89%** | **88%** | **90%** | **87%** | **82%** | **85%** |
| Police services | **85%** | **85%** | **87%** | **80%** | **84%** | **90% D** | **86%** | **86%** | **79%** | **85%** | **87%** |
| Social policies & projects | **85%** | **82%** | **89%** | **93% EF** | **83%** | **79%** | **88%** | **87%** | **82%** | **78%** | **88%** |
| Recreation | **85%** | **83%** | **89%** | **88%** | **82%** | **87%** | **89%** | **87%** | **86%** | **86%** | **82%** |
| Enabling affordable housing | **84%** | **79%** | **90% B** | **90% F** | **84%** | **78%** | **85%** | **82%** | **81%** | **85%** | **86%** |
| Emergency preparedness | **84%** | **81%** | **87%** | **93% EF** | **78%** | **81%** | **84%** | **79%** | **83%** | **84%** | **87%** |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Importance of Maintaining Current Service Levels – Residents

## (by gender, age and neighbourhood) (2/2)

Overall, importance is largely similar across demographics although some differences are noted. For example, younger residents are more likely to prioritize maintaining service levels for keeping public spaces clean, parks/green spaces, social policies and projects and emergency preparedness.

**Total Important (10, 9, 8, 7)** (service wording has been abbreviated to fit within the space provided)

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Homelessness services | **81%** | **79%** | **84%** | **86% F** | **80%** | **75%** | **80%** | **82%** | **81%** | **79%** | **82%** |
| Transportation infrastructure | **80%** | **77%** | **83%** | **85%** | **78%** | **76%** | **85%** | **88% JK** | **80%** | **72%** | **76%** |
| Long-range planning | **80%** | **80%** | **81%** | **78%** | **82%** | **80%** | **82%** | **74%** | **79%** | **82%** | **80%** |
| Online payment services | **79%** | **78%** | **79%** | **85% F** | **76%** | **74%** | **92% HIJK** | **71%** | **74%** | **76%** | **79%** |
| Economic development | **73%** | **73%** | **75%** | **76%** | **77%** | **67%** | **83% I** | **71%** | **64%** | **76%** | **73%** |
| Development & building permits | **71%** | **73%** | **70%** | **75%** | **66%** | **73%** | **81% I** | **67%** | **64%** | **76%** | **68%** |
| By-law enforcement | **69%** | **65%** | **75% B** | **73%** | **68%** | **68%** | **77%** | **65%** | **67%** | **65%** | **71%** |
| Arts & culture | **68%** | **64%** | **72%** | **62%** | **71%** | **70%** | **75%** | **64%** | **70%** | **72%** | **63%** |
| Making streets vibrant | **67%** | **62%** | **72% B** | **70%** | **63%** | **67%** | **75%** | **61%** | **64%** | **62%** | **69%** |
| Multi-channel service access | **65%** | **61%** | **69%** | **64%** | **63%** | **68%** | **60%** | **52%** | **68%** | **67%** | **72% H** |
| Services to enhance parks | **62%** | **60%** | **65%** | **61%** | **58%** | **67%** | **73% I** | **65%** | **52%** | **62%** | **60%** |
| Parking | **61%** | **54%** | **69% B** | **62%** | **56%** | **64%** | **70% I** | **57%** | **53%** | **60%** | **63%** |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Importance of Maintaining Current Service Levels – Residents

## (by housing tenure and household income) (1/2)

Maintaining current service levels tends to be particularly important to renters, who are more likely than homeowners to say it is important for the City to maintain current service levels for a variety of different services.

**Total Important (10, 9, 8, 7)** (service wording has been abbreviated to fit within the space provided)

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Fire rescue & medical response | **95%** | **94%** | **97%** | **95%** | **96%** | **96%** |
| Garbage & green bin collection | **91%** | **92%** | **89%** | **89%** | **92%** | **92%** |
| Keeping public spaces clean | **90%** | **87%** | **94% B** | **92%** | **89%** | **90%** |
| Parks/green spaces | **90%** | **89%** | **92%** | **89%** | **94%** | **90%** |
| Water conservation | **87%** | **85%** | **91%** | **91%** | **90%** | **84%** |
| Street infrastructure | **87%** | **85%** | **90%** | **86%** | **86%** | **88%** |
| Library services | **86%** | **84%** | **91% B** | **88%** | **89%** | **83%** |
| Police services | **85%** | **87%** | **83%** | **80%** | **87%** | **86%** |
| Social policies & projects | **85%** | **82%** | **88%** | **88%** | **88%** | **83%** |
| Recreation | **85%** | **83%** | **89%** | **84%** | **84%** | **89%** |
| Enabling affordable housing | **84%** | **79%** | **90% B** | **87%** | **86%** | **84%** |
| Emergency preparedness | **84%** | **80%** | **90% B** | **91% F** | **89% F** | **77%** |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Importance of Maintaining Current Service Levels – Residents

## (by housing tenure and household income) (2/2)

Maintaining current service levels tends to be particularly important among renters, who are more likely than homeowners to say it is important for the City to maintain current service levels for a variety of different services.

**Total Important (10, 9, 8, 7)** (service wording has been abbreviated to fit within the space provided)

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Homelessness services | 81% | 77% | 85% B | 83% | 77% | 85% |
| Transportation infrastructure | 80% | 72% | 90% B | 86% F | 84% | 75% |
| Long-range planning | 80% | 80% | 81% | 84% | 81% | 78% |
| Online payment services | 79% | 75% | 83% | 81% | 83% | 76% |
| Economic development | 73% | 69% | 80% B | 77% | 77% | 72% |
| Development & building permits | 71% | 68% | 76% | 72% | 79% | 71% |
| By-law enforcement | 69% | 68% | 70% | 73% | 65% | 69% |
| Arts & culture | 68% | 64% | 75% B | 77% F | 68% | 63% |
| Making streets vibrant | 67% | 59% | 73% B | 73% F | 73% F | 58% |
| Multi-channel service access | 65% | 60% | 72% B | 69% | 66% | 64% |
| Services to enhance parks | 62% | 58% | 66% | 59% | 68% | 62% |
| Parking | 61% | 57% | 67% | 67% F | 64% | 55% |

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

New Question

# Importance of Maintaining Current Service Levels – Businesses (1/2)

As with residents, a majority of businesses say it is important (rating as a 10, 9, 8 or 7) to maintain current service levels for all evaluated services.

The most important service overall is **fire rescue and medical response**, with 94% of businesses saying it is important to maintain current service levels, including 76% saying 'very important' (e.g., 10 out of 10).

**Keeping public spaces clean** ranks second (92% important).

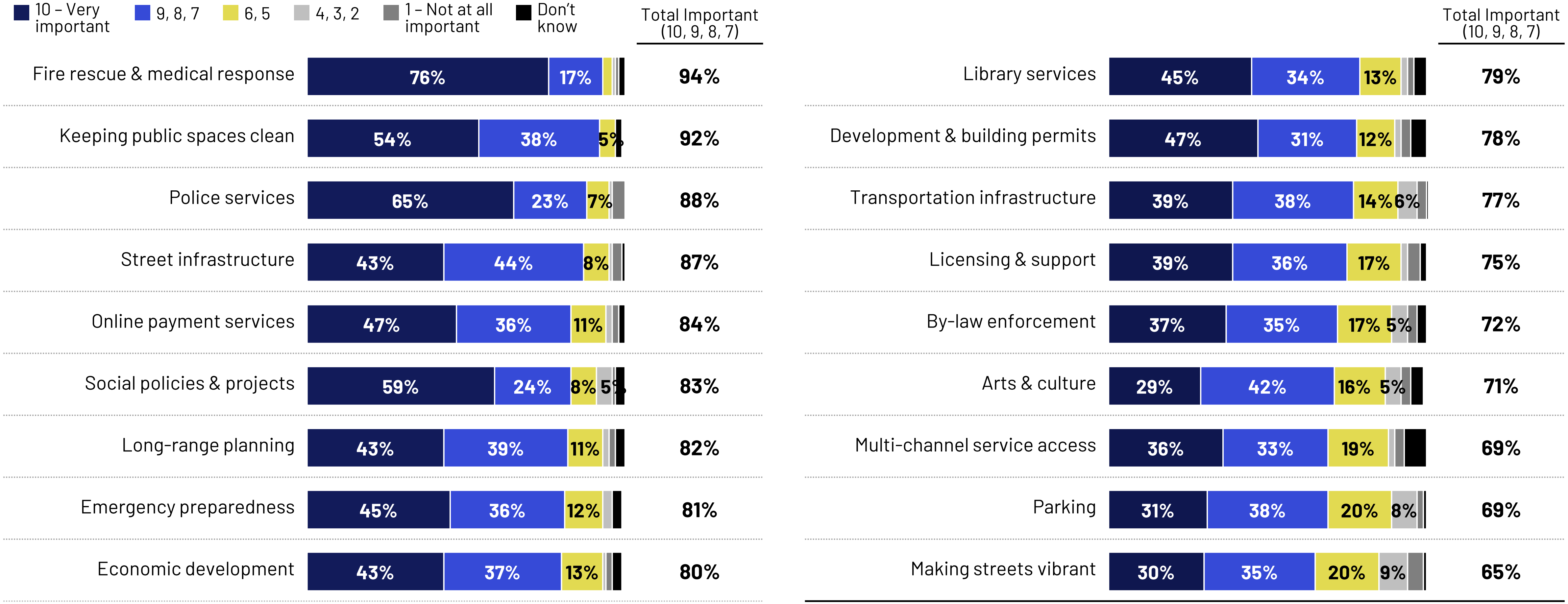
Services receiving the lowest importance ratings (under 70%) include **multi-channel service access** (69%), **parking** (69%) and **making streets vibrant** (65%).

NOTE ON THE SERVICES EVALUATED BY BUSINESSES:
Businesses were asked to provide their feedback on 18 different services. As businesses evaluated fewer services than residents, all services were asked to all businesses. Service wording has been abbreviated for reporting purposes. Please see the Appendix for the full service wording.

New Question

# Importance of Maintaining Current Service Levels – Businesses (2/2)

**BUSINESSES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



Data labels <5% not shown and Don't Know not shown.
Base: All businesses (n=200)
Q11. And, how important do you think it is for the City to maintain current service levels for each? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

# Importance of Maintaining Current Service Levels

## Summary of services asked of both residents and businesses (1/2)

Comparing importance between residents and businesses shows generally similar scores for most services, with some exceptions.

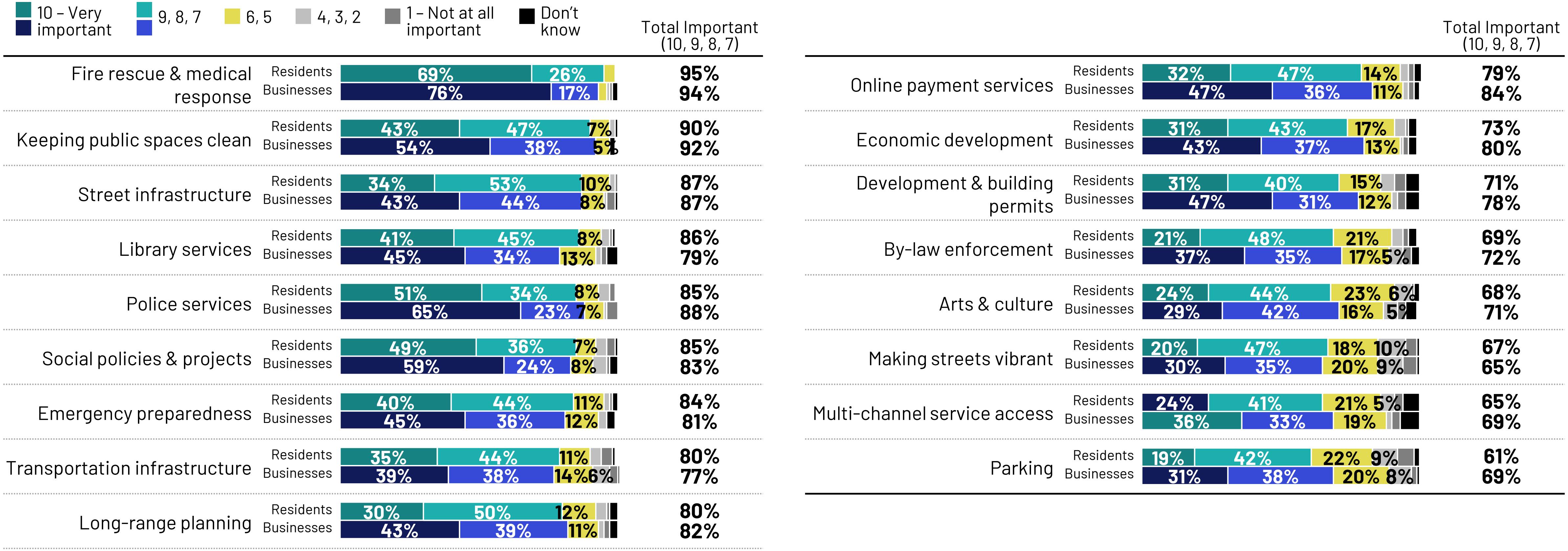
Maintaining the current level of **library services** is more important to residents than businesses (86% versus 79%).

Conversely, businesses are more likely than residents to prioritize maintaining service levels for **economic development** (80% versus 73%), **development and building permits** (78% versus 71%) and **parking** (69% versus 61%).

# Importance of Maintaining Current Service Levels

## Summary of services asked of both residents and businesses (2/2)

**RESIDENTS / BUSINESSES** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)



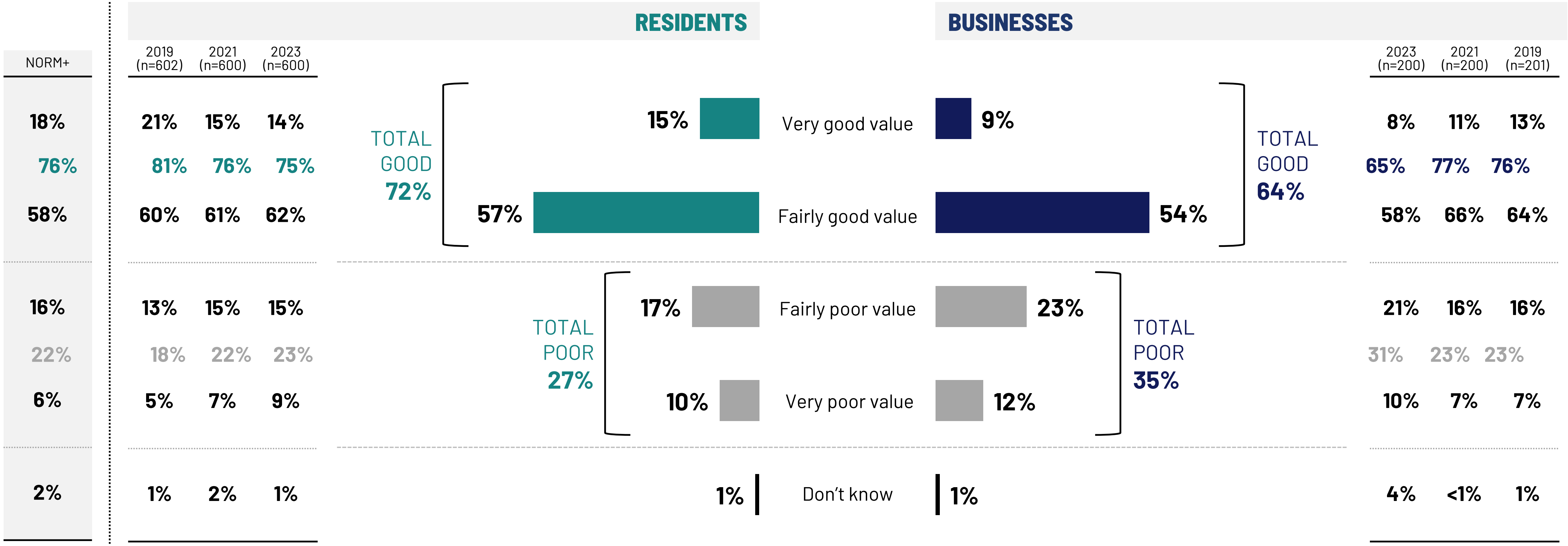
Data labels <5% not shown and Don't Know not shown.
Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services); All businesses (n=200)
Q11. And, how important do you think it is for the City to maintain current service levels? Please use a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'very important'.

# FINANCIAL PLANNING

## 3.4

# Value for Taxes

Perceptions of value for taxes are stable, with a majority of residents (72%) and businesses (64%) saying they receive good value for their tax dollars.
While this year's results are statistically consistent with 2023, they remain below pre-pandemic levels.



| | NORM+ | 2019 (n=602) | 2021 (n=600) | 2023 (n=600) | RESIDENTS | BUSINESSES | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|---|---|---|---|---|
| Very good value | 18% | 21% | 15% | 14% | 15% | 9% | 8% | 11% | 13% |
| TOTAL GOOD | 76% | 81% | 76% | 75% | 72% | 64% | 65% | 77% | 76% |
| Fairly good value | 58% | 60% | 61% | 62% | 57% | 54% | 58% | 66% | 64% |
| Fairly poor value | 16% | 13% | 15% | 15% | 17% | 23% | 21% | 16% | 16% |
| TOTAL POOR | 22% | 18% | 22% | 23% | 27% | 35% | 31% | 23% | 23% |
| Very poor value | 6% | 5% | 7% | 9% | 10% | 12% | 10% | 7% | 7% |
| Don't know | 2% | 1% | 2% | 1% | 1% | 1% | 4% | <1% | 1% |

+ The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.
Base: All residents (n=600); All businesses (n=200)
Q13. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

▲▼ Significantly higher/lower than 2023.

# Value for Taxes – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Overall perceptions of value for taxes (combined 'very/fairly good value' responses) are higher among younger residents, renters and those with household incomes of <$60K.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| TOTAL GOOD | **72%** | **71%** | **76%** | **81% EF** | **64%** | **72%** | **75%** | **72%** | **67%** | **67%** | **77%** |
| TOTAL POOR | **27%** | **29%** | **23%** | **19%** | **34% D** | **28%** | **24%** | **27%** | **32%** | **32%** | **22%** |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| TOTAL GOOD | **72%** | **65%** | **79% B** | **84% EF** | **73%** | **64%** |
| TOTAL POOR | **27%** | **35% C** | **20%** | **15%** | **26% D** | **36% D** |

Base: All residents (n=600)
Q13. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Preferred Options to Balance Budget

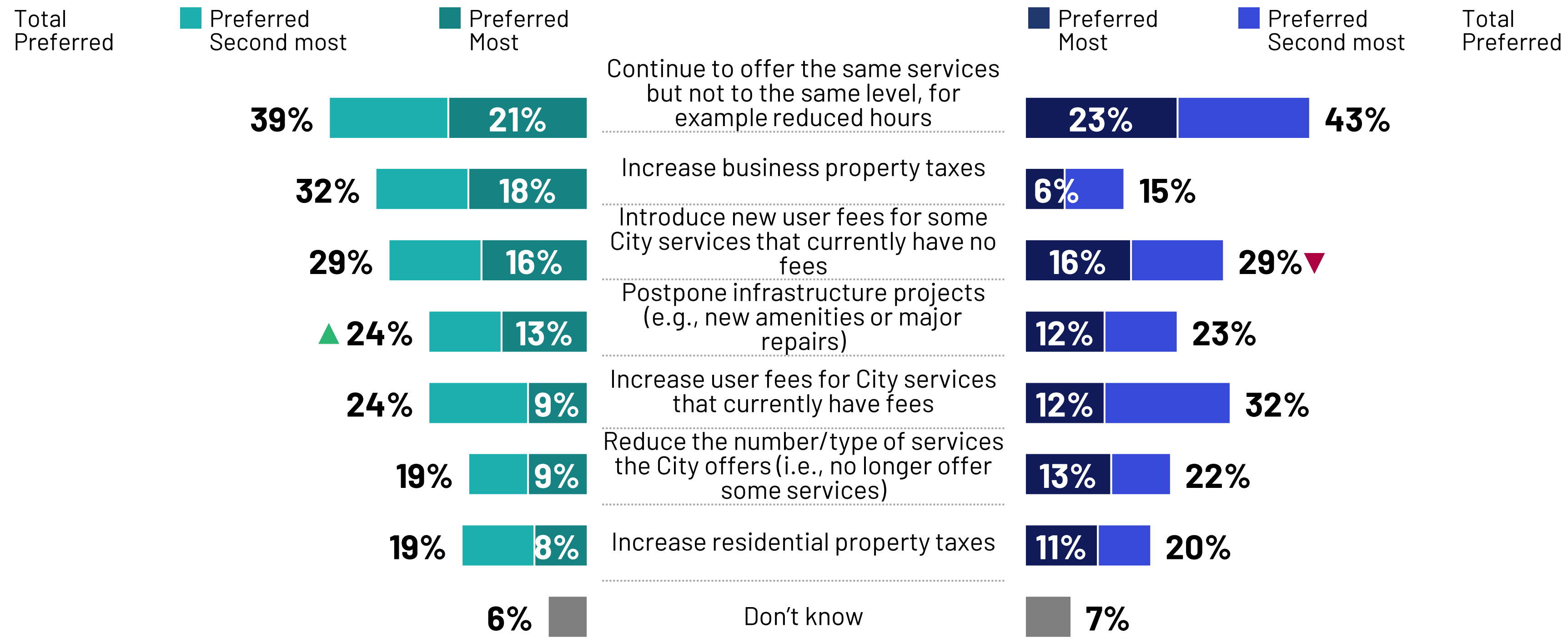
To balance the budget, residents would prefer the City continue to offer the same services but not to the same level, for example reduced hours (39%), followed by an increase in business property taxes (32%).

Businesses also prioritize continuing to offer the same services but not to the same level, for example reduced hours (43%). However, they disagree with residents on the next best option, with 32% selecting an increase in user fees for City services that currently have fees.

**RESIDENTS**

**BUSINESSES**

| Total Preferred 2021 (n=600) | Total Preferred 2023 (n=600) |
|---|---|
| 54% | 44% |
| n/a | 34% |
| 31% | 25% |
| 33% | 17% |
| 26% | 26% |
| 21% | 16% |
| n/a | 21% |
| 5% | 6% |



| Total Preferred 2023 (n=200) | Total Preferred 2021 (n=200) |
|---|---|
| 35% | 51% |
| 17% | n/a |
| 43% | 45% |
| 20% | 27% |
| 22% | 30% |
| 22% | 19% |
| 20% | n/a |
| 9% | 5% |

Note: Question wording updated in 2025 – use caution when comparing to previous years.
Base: All residents (n=600); All businesses (n=200)
Q13a. The City is working to manage rising costs while limiting property taxes and maintaining services, along with balancing the budget. To balance the 2026 budget as required by law, the City of Vancouver has a number of financial options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)
Q13b. Which one would you second most prefer?

▲▼ Significantly higher/lower than 2023.

# Preferred Options to Balance Budget – Residents

## (by gender, age and neighbourhood)

Preferred options to balance the budget are largely consistent across gender, age and neighbourhood, with some exceptions highlighted below. For example, residents under the age of 55 are more likely to opt for an increase in business property taxes and postponing infrastructure projects.

**TOTAL PREFERRED (PREFERRED MOST + SECOND MOST)**

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Continue to offer the same services but not to the same level, for example reduced hours | **39%** | **36%** | **43%** | **42%** | **35%** | **41%** | **39%** | **33%** | **27%** | **41%** | **49% HI** |
| Increase business property taxes | **32%** | **33%** | **32%** | **39% F** | **37% F** | **22%** | **30%** | **31%** | **40% J** | **26%** | **34%** |
| Introduce new user fees for some City services that currently have no fees | **29%** | **27%** | **32%** | **26%** | **28%** | **34%** | **26%** | **31%** | **28%** | **31%** | **30%** |
| Postpone infrastructure projects (e.g., new amenities or major repairs) | **24%** | **22%** | **24%** | **29% F** | **25% F** | **17%** | **30%** | **20%** | **19%** | **19%** | **27%** |
| Increase user fees for City services that currently have fees | **24%** | **23%** | **27%** | **19%** | **28%** | **26%** | **23%** | **32% K** | **22%** | **28%** | **20%** |
| Reduce the number/type of services the City offers (i.e., no longer offer some services) | **19%** | **24% C** | **12%** | **19%** | **18%** | **19%** | **23%** | **19%** | **18%** | **17%** | **17%** |
| Increase residential property taxes | **19%** | **22%** | **15%** | **17%** | **20%** | **19%** | **19%** | **24%** | **17%** | **21%** | **15%** |
| Don't know | **6%** | **5%** | **7%** | **4%** | **4%** | **10% DE** | **4%** | **3%** | **14% GHK** | **7%** | **3%** |

Base: All residents (n=600)
Q13a. The City is working to manage rising costs while limiting property taxes and maintaining services, along with balancing the budget. To balance the 2026 budget as required by law, the City of Vancouver has a number of financial options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)
Q13b. Which one would you second most prefer?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Preferred Options to Balance Budget – Residents

## (by housing tenure and household income)

The preference for increasing residential property taxes is equally low among renters and homeowners.

The top choice among those with household incomes of <$100K is continuing to offer the same services but not to the same level, for example reduced hours. In contrast, those with household incomes of $100K+ most prefer an increase in user fees for City services that currently have fees.

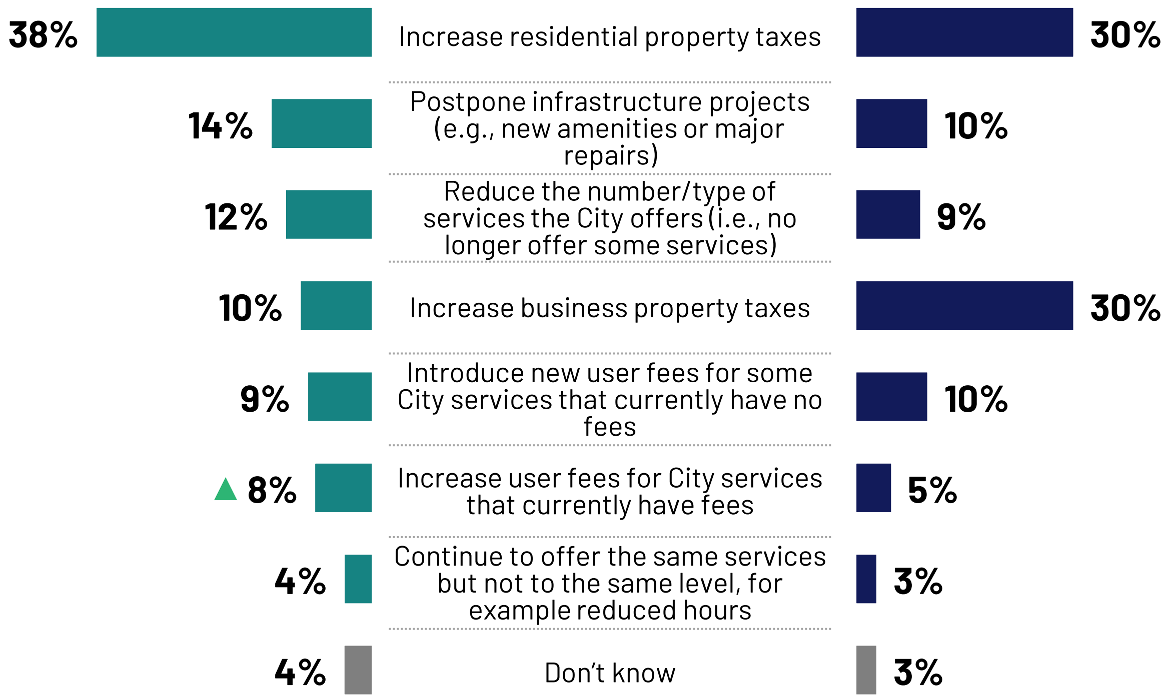
| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Continue to offer the same services but not to the same level, for example reduced hours | **39%** | **38%** | **41%** | **45% F** | **47% F** | **29%** |
| Increase business property taxes | **32%** | **28%** | **37% B** | **39%** | **30%** | **30%** |
| Introduce new user fees for some City services that currently have no fees | **29%** | **31%** | **29%** | **30%** | **23%** | **35% E** |
| Postpone infrastructure projects (e.g., new amenities or major repairs) | **24%** | **22%** | **23%** | **29%** | **27%** | **19%** |
| Increase user fees for City services that currently have fees | **24%** | **31% C** | **18%** | **16%** | **17%** | **37% DE** |
| Reduce the number/type of services the City offers (i.e., no longer offer some services) | **19%** | **20%** | **18%** | **13%** | **29% DF** | **16%** |
| Increase residential property taxes | **19%** | **19%** | **19%** | **15%** | **18%** | **25% D** |
| Don't know | **6%** | **5%** | **6%** | **6%** | **5%** | **3%** |

Base: All residents (n=600)
Q13a. The City is working to manage rising costs while limiting property taxes and maintaining services, along with balancing the budget. To balance the 2026 budget as required by law, the City of Vancouver has a number of financial options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)
Q13b. Which one would you second most prefer?

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Least Preferred Option to Balance Budget

For residents, an increase in residential property taxes is the single least preferred option overall (38%).
Businesses show low support for property tax increases, both residential (30%) and business (30%).



| 2021 (n=600) | 2023 (n=600) | RESIDENTS | | BUSINESSES | 2023 (n=200) | 2021 (n=200) |
|---|---|---|---|---|---|---|
| n/a | 43% | 38% | Increase residential property taxes | 30% | 32% | n/a |
| 15% | 13% | 14% | Postpone infrastructure projects (e.g., new amenities or major repairs) | 10% | 10% | 11% |
| 14% | 9% | 12% | Reduce the number/type of services the City offers (i.e., no longer offer some services) | 9% | 11% | 12% |
| n/a | 10% | 10% | Increase business property taxes | 30% | 25% | n/a |
| 12% | 10% | 9% | Introduce new user fees for some City services that currently have no fees | 10% | 8% | 8% |
| 9% | 5% | ▲ 8% | Increase user fees for City services that currently have fees | 5% | 5% | 9% |
| 5% | 5% | 4% | Continue to offer the same services but not to the same level, for example reduced hours | 3% | 5% | 4% |
| 5% | 5% | 4% | Don't know | 3% | 4% | 2% |

Base: All residents (n=600); All businesses (n=200)
Q13c. And which one would you least prefer?

▲▼ Significantly higher/lower than 2023.

# Least Preferred Option to Balance Budget – Residents

## (by gender, age and neighbourhood)

Those residing in the Southeast and Northwest are more opposed to an increase in residential property taxes.

**LEAST PREFERRED**

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| Increase residential property taxes | **38%** | **38%** | **40%** | **34%** | **41%** | **40%** | **25%** | **43% G** | **38%** | **32%** | **48% GJ** |
| Postpone infrastructure projects (e.g., new amenities or major repairs) | **14%** | **15%** | **13%** | **16%** | **14%** | **11%** | **20% I** | **10%** | **8%** | **18%** | **13%** |
| Reduce the number/type of services the City offers (i.e., no longer offer some services) | **12%** | **14%** | **9%** | **12%** | **13%** | **11%** | **9%** | **17%** | **9%** | **10%** | **14%** |
| Increase business property taxes | **10%** | **11%** | **9%** | **9%** | **9%** | **11%** | **9%** | **11%** | **11%** | **13%** | **6%** |
| Introduce new user fees for some City services that currently have no fees | **9%** | **7%** | **11%** | **10%** | **10%** | **7%** | **13%** | **6%** | **9%** | **11%** | **7%** |
| Increase user fees for City services that currently have fees | **8%** | **8%** | **8%** | **11%** | **6%** | **8%** | **14% H** | **3%** | **9%** | **9%** | **7%** |
| Continue to offer the same services but not to the same level, for example reduced hours | **4%** | **5%** | **4%** | **5%** | **3%** | **5%** | **6%** | **5%** | **7%** | **3%** | **2%** |
| Don't know | **4%** | **3%** | **6%** | **2%** | **3%** | **7%** | **4%** | **4%** | **8%** | **5%** | **2%** |

Base: All residents (n=600)
Q13c. And which one would you least prefer?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Least Preferred Option to Balance Budget – Residents

## (by housing tenure and household income)

Homeowners are more likely than renters to least prefer an increase in residential property taxes.

Those with household incomes of $100K+ are also more likely to mention an increase in residential property taxes.

**LEAST PREFERRED**

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| Increase residential property taxes | **38%** | **53%** **C** | **22%** | **31%** | **32%** | **45%** **DE** |
| Postpone infrastructure projects (e.g., new amenities or major repairs) | **14%** | **12%** | **16%** | **13%** | **16%** | **15%** |
| Reduce the number/type of services the City offers (i.e., no longer offer some services) | **12%** | **11%** | **13%** | **17%** **E** | **7%** | **13%** |
| Increase business property taxes | **10%** | **7%** | **12%** **B** | **9%** | **12%** | **10%** |
| Introduce new user fees for some City services that currently have no fees | **9%** | **6%** | **13%** **B** | **11%** | **12%** | **7%** |
| Increase user fees for City services that currently have fees | **8%** | **4%** | **13%** **B** | **10%** **F** | **15%** **F** | **4%** |
| Continue to offer the same services but not to the same level, for example reduced hours | **4%** | **4%** | **4%** | **4%** | **3%** | **5%** |
| Don't know | **4%** | **2%** | **6%** **B** | **5%** **F** | **4%** | **1%** |

Base: All residents (n=600)
Q13c. And which one would you least prefer?

**BC / DEF** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# Willingness to Pay More User Fees to Maintain Services

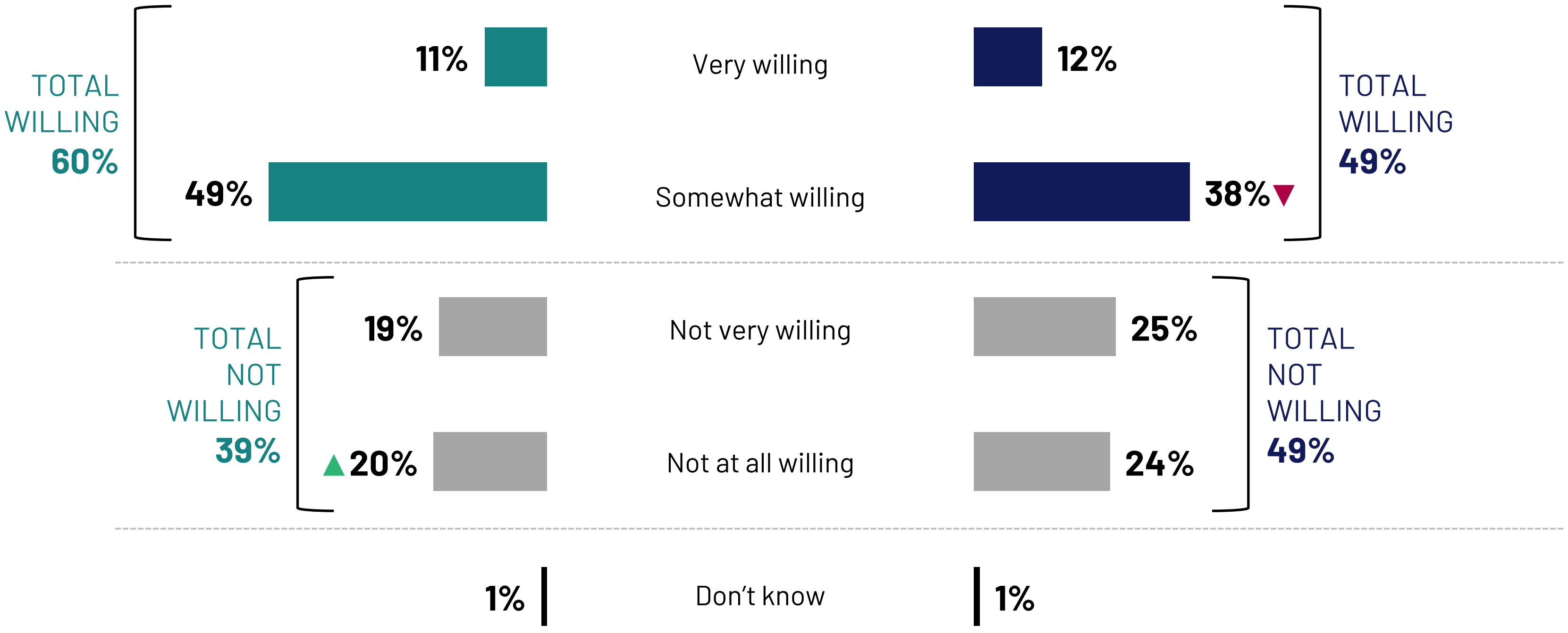
In total, 60% of residents say they would be willing to pay more in user fees for the services they use in order to maintain them. While this is on par with 2023, the percentage saying 'not at all willing' is up 6 percentage points. However, comparisons to past years should be interpreted with caution due to changes in question wording (previously, respondents were asked about their willingness to pay more in user fees to maintain *or improve* services).

Willingness to pay is lower among businesses, with less than half (49%) saying they would be willing to pay more in user fees to maintain services.

**RESIDENTS**

| 2019 (n=602) | 2021 (n=600) | 2023 (n=600) |
|---|---|---|
| 18% | 14% | 11% |
| 72% | 67% | 64% |
| 53% | 53% | 53% |
| 15% | 19% | 21% |
| 27% | 32% | 35% |
| 12% | 14% | 14% |
| 1% | 1% | 1% |

**BUSINESSES**



| 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|
| 6% | 10% | 16% |
| 57% | 68% | 67% |
| 51% | 58% | 50% |
| 20% | 13% | 23% |
| 41% | 32% | 33% |
| 20% | 19% | 10% |
| 2% | 0% | 0% |

Note: Question wording change in 2025 – prior years asked about maintaining *or improving* service – year over year comparisons should be interpreted with caution.
Base: All residents (n=600); All businesses (n=200)
Q13d. Now think about the City services that [RESIDENTS: you use] [BUSINESSES: your business uses]. How willing would you be to pay more in user fees for the services [RESIDENTS: you use] [BUSINESSES: your business uses] in order to maintain them?

▲▼ Significantly higher/lower than 2023.

# Willingness to Pay More User Fees to Maintain Services – Residents

## (by gender, age, neighbourhood, housing tenure and household income)

Overall willingness (combined 'very/somewhat willing' responses) to pay more user fees to maintain services is higher among those with household incomes of $100K+.

| | | GENDER | | AGE | | | NEIGHBOURHOOD | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | Male [B] | Female [C] | 18-34 [D] | 35-54 [E] | 55+ [F] | DT [G] | NW [H] | NE [I] | SW [J] | SE [K] |
| TOTAL WILLING | **60%** | **62%** | **60%** | **64%** | **58%** | **60%** | **56%** | **64%** | **60%** | **56%** | **64%** |
| TOTAL NOT WILLING | **39%** | **38%** | **40%** | **36%** | **42%** | **38%** | **44%** | **35%** | **40%** | **41%** | **36%** |

| | | HOUSING TENURE | | HOUSEHOLD INCOME | | |
|---|---|---|---|---|---|---|
| | TOTAL | Own [B] | Rent [C] | <$60K [D] | $60K-<$100K [E] | $100K+ [F] |
| TOTAL WILLING | **60%** | **62%** | **59%** | **51%** | **62%** | **70% D** |
| TOTAL NOT WILLING | **39%** | **37%** | **41%** | **48% F** | **38%** | **29%** |

Base: All residents (n=600)
Q13d. Now think about the City services that you use. How willing would you be to pay more in user fees for the services you use in order to maintain them?

**BC / DEF / GHIJK** A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

# WEIGHTED SAMPLE CHARACTERISTICS

04

# Weighted Sample Characteristics – Residents

## (weighted by gender, age and neighbourhood)

| | 2025 (n=600) | 2023 (n=600) | 2021 (n=600) | 2019 (n=602) |
|---|---|---|---|---|
| Neighbourhood | | | | |
| Downtown/West End | 18% | 18% | 17% | 17% |
| Northwest | 16% | 16% | 16% | 16% |
| Northeast | 16% | 17% | 17% | 17% |
| Southwest | 19% | 19% | 19% | 19% |
| Southeast | 30% | 30% | 31% | 31% |
| Gender+ | | | | |
| Man | 47% | 48% | 47% | 46% |
| Woman | 50% | 50% | 51% | 51% |
| Non-binary or gender diverse | 1% | n/a | n/a | n/a |
| Other | <1% | 1% | <1% | 1% |
| Prefer not to say | 1% | 1% | 2% | 1% |
| Age | | | | |
| 18 to 34 years | 33% | 33% | 33% | 33% |
| 35 to 54 years | 33% | 33% | 34% | 34% |
| 55+ years | 34% | 34% | 32% | 32% |

| | 2025 (n=600) | 2023 (n=600) | 2021 (n=600) | 2019 (n=602) |
|---|---|---|---|---|
| Own/Rent | | | | |
| Own | 51% | 52% | 53% | 53% |
| Rent | 46% | 43% | 39% | 42% |
| Other | 3% | 4% | 7% | 5% |
| Income | | | | |
| <$60K | 29% | 32% | 32% | 37% |
| $60K to <$100K | 24% | 24% | 28% | 26% |
| $100K+ | 38% | 34% | 32% | 27% |
| Refused | 9% | 10% | 9% | 10% |
| Ethnicity+ | | | | |
| European | 43% | 40% | 42% | 42% |
| Asian | 31% | 36% | 38% | 31% |
| North American | 15% | 22% | 19% | 23% |
| Other regions | 4% | 5% | 2% | 3% |
| Latin/South American | 3% | 5% | 4% | 6% |
| African | 2% | 2% | 1% | 1% |
| Indigenous | 2% | n/a | n/a | n/a |
| Other | 3% | n/a | n/a | n/a |
| Refused | 0% | 3% | 3% | 5% |

+Categories updated in 2025.

# Weighted Sample Characteristics – Businesses

## (weighted by business size)

| | 2025 (n=200) | 2023 (n=200) | 2021 (n=200) | 2019 (n=201) |
|---|---|---|---|---|
| Neighbourhood | | | | |
| Downtown/West End | **39%** | **36%** | **37%** | **34%** |
| Northwest | **18%** | **16%** | **13%** | **23%** |
| Northeast | **13%** | **18%** | **14%** | **14%** |
| Southwest | **17%** | **14%** | **16%** | **19%** |
| Southeast | **12%** | **14%** | **14%** | **6%** |
| Business Size | | | | |
| <25 employees | **87%** | **89%** | **88%** | **88%** |
| 25 to 99 employees | **10%** | **9%** | **10%** | **9%** |
| 100+ employees | **3%** | **2%** | **2%** | **2%** |
| Own/Rent | | | | |
| Own | **25%** | **30%** | **24%** | **23%** |
| Rent | **73%** | **68%** | **74%** | **76%** |

## 05

# APPENDIX

## GLOSSARY OF SERVICE DESCRIPTIONS

# Full Wording of City Services

| CHART WORDING | FULL SERVICE WORDING |
|---|---|
| Parks/green spaces | Provision and maintenance of parks and green spaces |
| Recreation | Provision and support of recreation facilities and programs |
| Services to enhance parks | Provision of services to enhance parks and recreational experiences, such as golf courses, marinas and concessions |
| Arts & culture | Support for arts and cultural services, programs, and organizations |
| Social policies & projects | Social policies and projects that address issues such as poverty, mental health and addictions, and childcare |
| Homelessness services | Homelessness services, such as shelters, warming centres, and housing support |
| Licensing & support | Business licensing and support |
| Development & building permits | Development and building permits |
| By-law enforcement | By-law enforcement for buildings, property use and animal services |
| Transportation infrastructure | Providing transportation infrastructure for walking, cycling, and rolling |
| Parking | Parking and enforcement |
| Street infrastructure | Street infrastructure and maintenance |
| Making streets vibrant | Making streets vibrant through landscaping, art, furniture, patios and temporary installations |
| Keeping public spaces clean | Keeping public spaces clean - i.e., litter pick up, roads and sidewalks sweeping, receptacles etc. |
| Water conservation | Water conservation and management |
| Garbage & green bin collection | Providing garbage and green bin collection |
| Online payment services | Online services for paying taxes, tickets, utility bills, etc. |

# Full Wording of City Services

| CHART WORDING | FULL SERVICE WORDING |
|---|---|
| Multi-channel service access | Providing multi-channel access to City services through the VanConnect mobile app and the 3-1-1 contact centre |
| Enabling affordable housing | Enabling affordable housing |
| Economic development | Promoting economic development |
| Long-range planning | City-wide and community long-range planning |
| Fire rescue & medical response | Fire rescue and medical response |
| Emergency preparedness | Providing emergency preparedness information and support |
| Police services | Police services |
| Library services | Library services |