



# 2026 SPRING COMMUNITY OPINION INSIGHTS

May 2026 Public Report

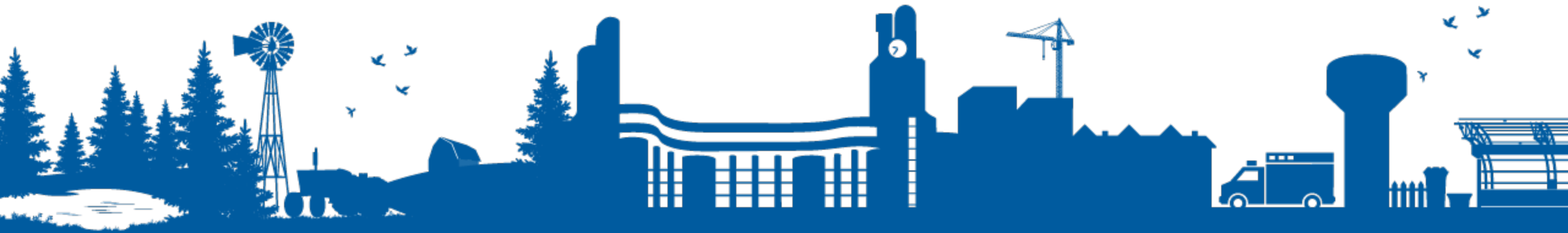
Survey conducted by



York Region

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## LAND ACKNOWLEDGEMENT

"We acknowledge that York Region is located on the traditional territory of many Indigenous peoples including the Anishinaabeg, Haudenosaunee, Huron-Wendat and Métis peoples and the treaty territories of the Haudenosaunee, Mississaugas of the Credit First Nation and Williams Treaties First Nations. Today, this area is home to many diverse Indigenous Peoples, and we recognize their history, spirituality, culture and stewardship of this land. We also acknowledge the Chippewas of Georgina Island First Nation as our closest First Nation community."

# Purpose and Background

York Region conducts semi-annual community opinion surveys to understand resident needs, preferences, opinions and satisfaction levels for York Region's core services.

Surveys are conducted by a Canadian Research Insights Council (CRIC) accredited third-party vendor, on behalf of York Region, using a survey sample that is reflective of York Region's population and demographics according to the latest census data.

Community opinion survey results support York Region with gathering insights from residents on top issues facing the community, quality of life, core services, housing perspectives, value for tax dollars, community engagement, communications and more.

Community opinion survey results inform York Regional Council's Vision, the Strategic Plan and departmental planning and budgeting, and help ensure York Region continues to provide high-quality programs and services to meet the needs of our growing communities.

Understanding resident opinion is one of many approaches York Region uses to strengthen and guide decision-making processes.

## Survey Respondent Key Characteristics

- **Long-term Residents** – Majority (80%) have lived in York Region for more than 10 years.
- **Home ownership** – Most (65%) own their home.
- **Household Income** – Over half (57%) report an annual household income \$100,000 or more, though a wide range of income levels is represented in the study.
- **Education** – Majority (87%) hold a college diploma or higher
- **Employment** – Most employed full-time or self-employed (62%) or part time (8%).

Full survey methodology and response profile is available within the appendix.

## Municipal Breakdown

The table below illustrates how the municipal composition of respondents aligns with York Region’s population according to the latest Census Data.

	York Region Survey Sample		York Region Census**	
Markham	n=407	26%	367,721	28%
Vaughan	n=422	27%	366,176	28%
Richmond Hill	n=297	19%	223,541	17%
Northern Six*	n=423	27%	343,422	26%
<b>Total</b>	<b>n=1,549</b>	<b>100%</b>	<b>1,300,860</b>	<b>100%</b>

\*Aurora (n=58), East Gwillimbury (n=58), Georgina (n=73), King (n=52), Newmarket (n=100), Whitchurch-Stouffville (n=82)

\*\*Census data provided by Economic and Development Services, Corporate Services (December 31, 2025)



# 2026 Spring Highlights



## QUALITY OF LIFE

**92%** Recommend York Region as a place to live

**78%** Have a “good” or “excellent” quality of life



## TOP ISSUES

**32%** Public Safety/Crime/Policing

**10%** Housing/Cost of Housing

**8%** Population Grown/Infrastructure

**8%** Traffic/Congestion

**8%** Cost of Living



## HOUSING

**47%** “Agree” housing is affordable

**10%** Actively considering leaving York Region due to the cost of housing



## COMMUNICATIONS

**93%** Trust the information from York Region

**72%** of customers prefer email when receiving York Region information

**67%** of residents prefer email when receiving York Region information

**39%** of customers prefer telephone (direct line) when contacting York Region

**25%** of residents prefer telephone (direct line) when contacting York Region



## VISION

**80%** Believe York Region is living up to its Vision

**68%** Have a “strong” sense of community belonging

**61%** “Sometimes or regularly” contribute to their community

# Spring 2026 Highlights



**Quality of Life:** A majority of residents feel that quality of life in York Region is good, supported by many residents who view the Region as a safe place to live and would recommend it to others.



**Top Issues:** Public safety, housing affordability, and traffic remain the top issues, with population growth and cost of living also tied for third place.



**Vision:** Compared to last year, there are more residents who believe that York Region is living up to it's Vision of Strong, Safe and Caring Communities.



**Housing Perspectives:** Around half of residents believe they can afford housing in York Region, however, the percentage of those actively considering moving due to housing costs is decreasing.



**Preferred Communications (Contacting):** Residents who consider themselves customers favour direct telephone line, reinforcing the Region's call centre amalgamation efforts.

\*During the fieldwork period (February 11 - March 17, 2026), notable events that may have influenced results:

- **February 11** – School shooting in Tumbler Ridge, B.C.
- **February 28** – UN Security Council meets on Middle East conflict
- **March 6** – Vaughan synagogue shooting – one of three across the GTA in early March



# DETAILED FINDINGS

- Quality of Life
- Top Issues
- Vision
- Housing Perspectives
- Communications



**78%**

of residents rate York Region's  
quality of life as *excellent* or *good*

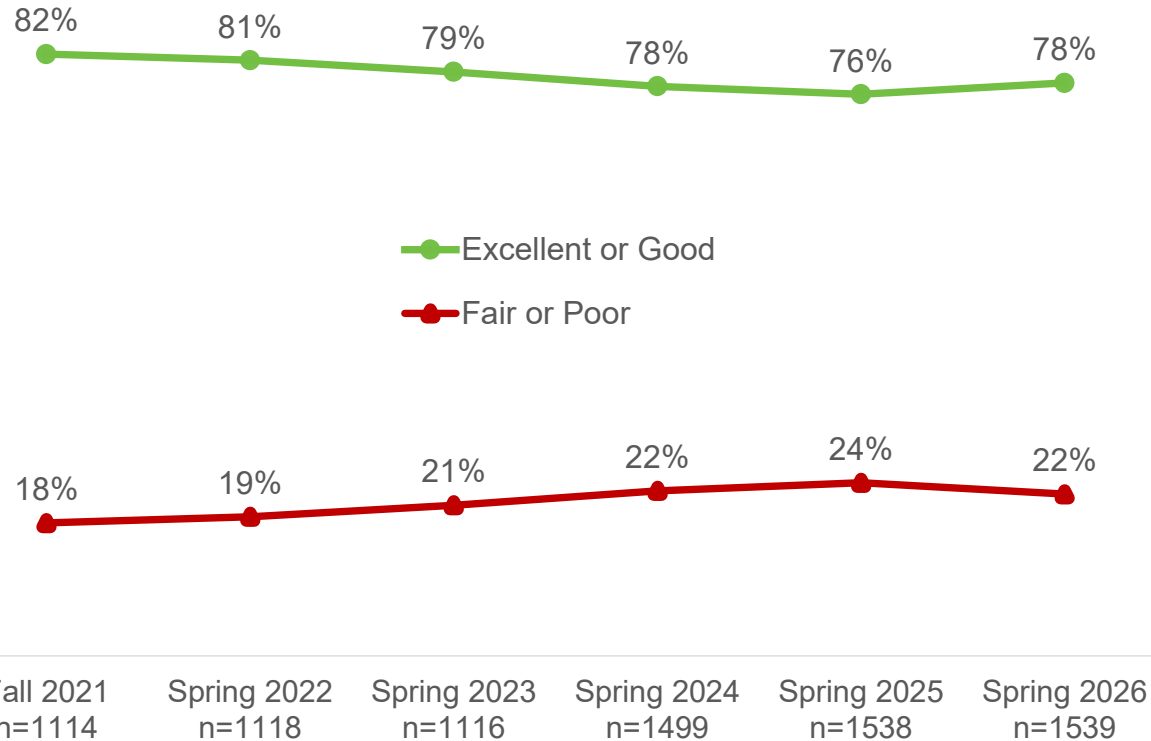
**92%**


of residents recommend York  
Region as a place to live



# Quality of Life: Summary

## Historical Trends: Overall Quality of Life




 \*Benchmark available: York Region performing above National Norm (see page 13).

## Quality of Life Insights

**85%** Think York Region is a safe place to live

**92%** Would recommend York Region as a place to live

**71%** Think York Region is on the “right track”

 \*Benchmark available: York Region performing above National Norm (see page 14).

# QUALITY OF LIFE COMPARISON

Residents who feel positive about the quality of life where they reside.

**78%**

**York Region  
(2026)**

n = 1,549 (Advanis)

**67%**

**National  
Norm (2025)**

n = 500/city: Vancouver,  
Calgary, Edmonton,  
Toronto, and Montreal  
(Leger)

# RIGHT VS. WRONG TRACK COMPARISON

Residents who feel where they reside is on the right track.

**71%**

**York Region  
(2026)**

n = 1,549 (Advanis)

**44%**

**National  
Norm (2025)**

n = 500/city: Vancouver,  
Calgary, Edmonton,  
Toronto, and Montreal  
(Leger)



# Public Safety/Crime/Policing

Has been the most frequently mentioned issue in the past set of community opinion reports, yet

**85% of residents believe that York Region is a safe place to live.**



# Top Issues: Summary

## Most Important Issues for York Region Residents



	<b>Top Issues</b>	<b>Change</b> Fall 2025 – Spring 2026
<b>32%</b>	Public Safety/Crime/Policing	<b>+5%</b>
<b>10%</b>	Housing/Cost of Housing	<b>-4%</b>
<b>8%</b>	Population Growth/Sustainable Growth	<b>-1%</b>
<b>8%</b>	Cost of Living	<b>+2%</b>
<b>8%</b>	Traffic/Traffic Congestion	<b>-3%</b>
<b>5%</b>	Public Transit	<b>-1%</b>

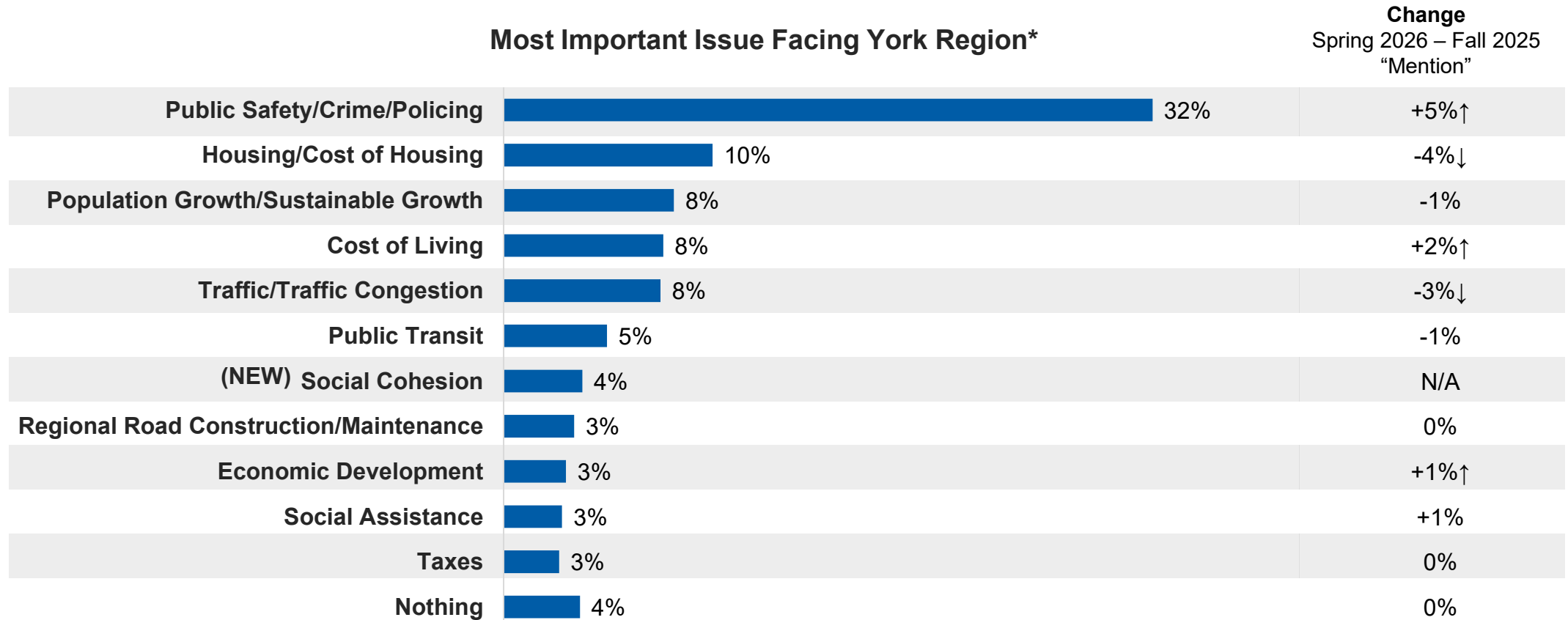
Q1o: What, in your opinion, is the most important issue facing York Region communities today?

Sample size: Fall 2025 – 1420; Spring 2026 – 1402

Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

# All Top Issues

“Public Safety/Crime/Policing” remains the top issue in York Region. While still among the leading concerns, “Housing/Cost of Housing” and “Traffic/Traffic Congestion” are mentioned less often. Mentions of “Public Safety/Crime/Policing” and “Cost of Living” have increased and “Social Cohesion” emerged as a new issue, cited by 4% of residents in Spring 2026.



Issue alignment with York Region 2026 Budget Themes and York Region’s Corporate Strategic Plan 4 Areas of Focus are available in the Appendix

↑↓ Significant change in Spring 2026 from previous wave  
\*Mentions less than 2% have been excluded from the chart

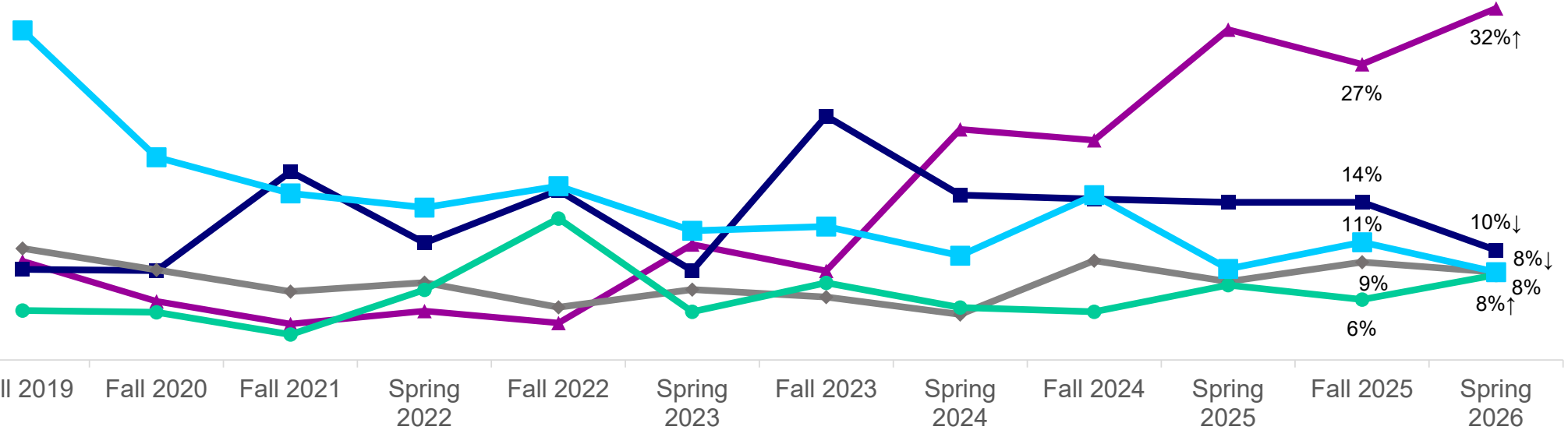
Q1o: What, in your opinion, is the most important issue facing York Region communities today?

Sample size: Fall 2025 – 1420; Spring 2026 – 1402

Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

# Top Issues: Historical Trends

## Historical Trends: Most Important Problem Facing York Region: Top Issues



	Fall 2019	Fall 2020	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025	Spring 2026
Public Safety/ Crime/Policing	9%	5%	3%	4%	3%	11%	8%	21%	20%	30%	27%	32%↑
Housing/ Cost of Housing	8%	8%	17%	11%	15%	8%	22%	15%	15%	14%	14%	10%↓
Population Growth/ Infrastructure	10%	8%	6%	7%	5%	6%	6%	4%	9%	7%	9%	8%
Cost of Living	5%	4%	2%	6%	13%	4%	7%	5%	4%	7%	6%	8%↑
Traffic/Traffic Congestion	30%	18%	15%	14%	16%	12%	12%	9%	15%	8%	11%	8%↓

↑↓ Significant change in Spring 2026 from previous wave

Q1o: What, in your opinion, is the most important issue facing York Region communities today?

Sample size: Fall 2019 – 1049; Fall 2020 – 1024; Fall 2021 – 1068; Spring 2022 – 1008; Fall 2022 – 1065; Spring 2023 – 1020;

Fall 2023 – 1069; Spring 2024 – 1317; Fall 2024 – 1423; Spring 2025 – 1432; Fall 2025 – 1420; Spring 2026 – 1402

Sample framework: All respondents, excluding “don’t know” and “prefer not to say”



# Vision: Background

## YORK REGIONAL COUNCIL'S VISION



### VISION STATEMENT: Strong, Caring, Safe Communities

When we say this, we mean:

- Communities are **strong** – they are resilient and future-ready.
- Communities are **caring** – they are collaborative and inclusive.
- Communities are **safe** – they are accessible and thriving.

#### AREAS OF FOCUS



##### ECONOMIC VITALITY

is achieved through strong employment, thriving businesses, innovation, and affordability.



##### HEALTHY COMMUNITIES

is achieved through the physical and mental well-being of our population, equitable access to community services, and community safety.



##### SUSTAINABLE ENVIRONMENT

is achieved through integrated mobility options, access to green spaces, and environmental and water stewardship.



##### GOOD GOVERNMENT

is achieved through responsible and financially sustainable government, engaged communities, a strong sense of belonging, and community pride.

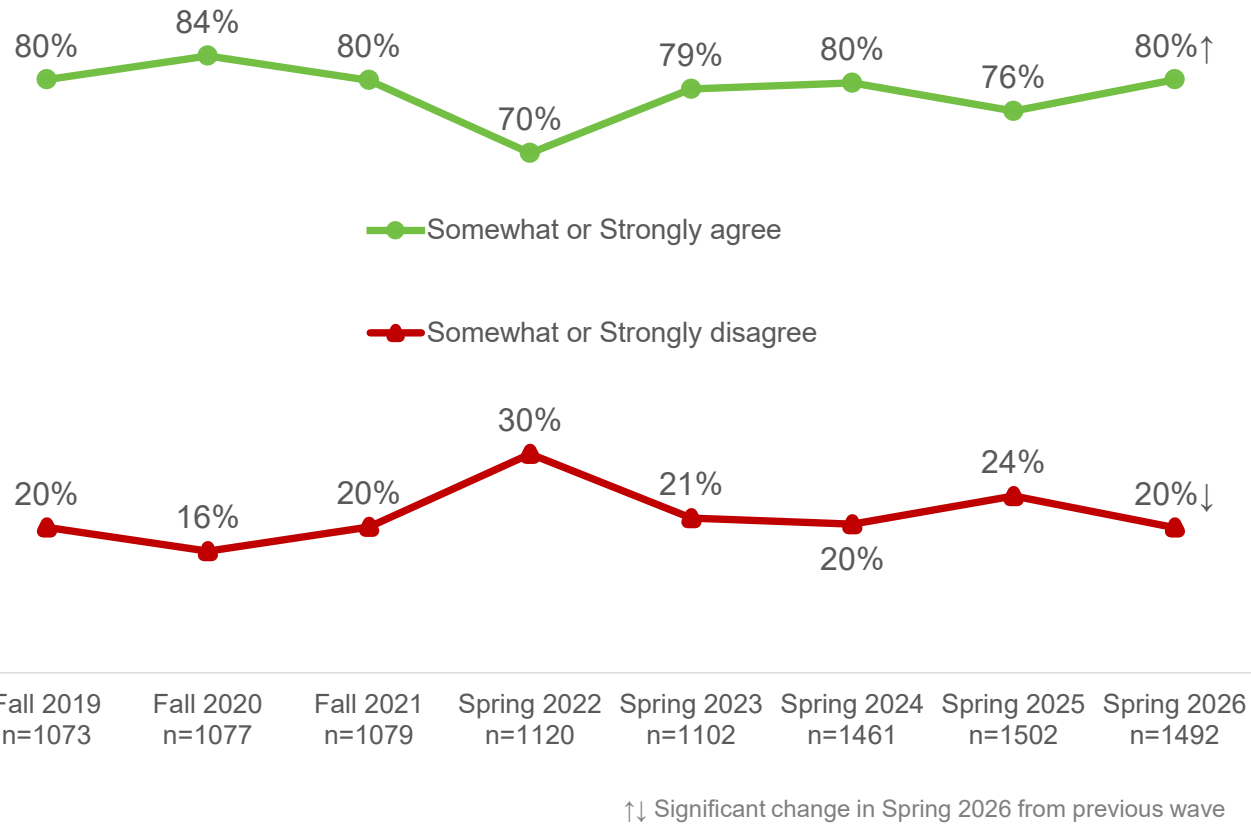
York Region adheres to an accountability framework to turn plans into action in supports of Council's Vision - the guiding star for the Region's activities. To maintain organizational focus on Vision, the Region sets priorities over each Council term through the Strategic Plan, aligned with Vision's four Areas of Focus.

For more information on Council's Vision, visit [york.ca/vision](http://york.ca/vision)

For more information on the Region's Strategic Plan, visit [york.ca/stratplan](http://york.ca/stratplan)

# Vision: Summary

## Is York Region Living up to its Vision?



## Vision Insights

**80%** Agree York Region is living up to its Vision

**68%** Feel a strong sense of belonging in their community

**61%** Participate, contribute, or invest in their community

Q12: Overall, taking everything into consideration, to what extent do you agree or disagree that York Region is living up to this vision?

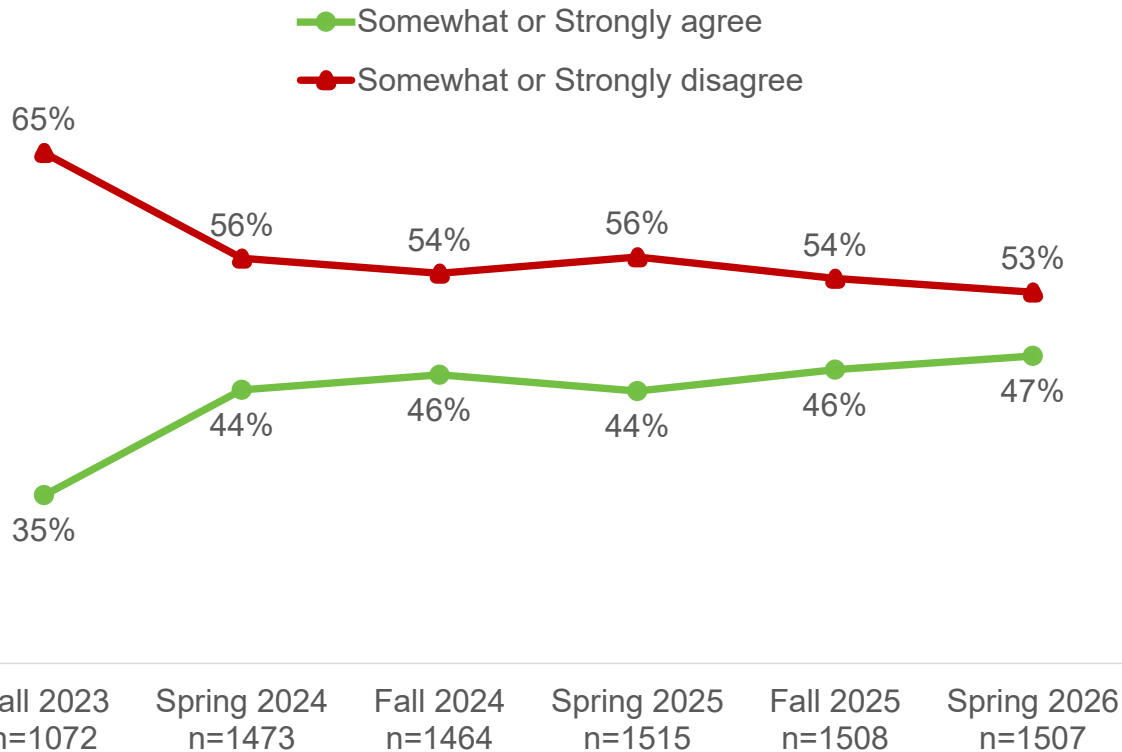
Sample framework: All respondents, excluding "don't know/unsure" and "prefer not to say"



# HOUSING PERSPECTIVES

# Housing Perspectives: Summary

## Historical Trends: “I can afford housing in York Region”



↑↓ Significant change in Spring 2026 from previous wave

## Housing Insights

**47%** Feel they can afford housing in York Region

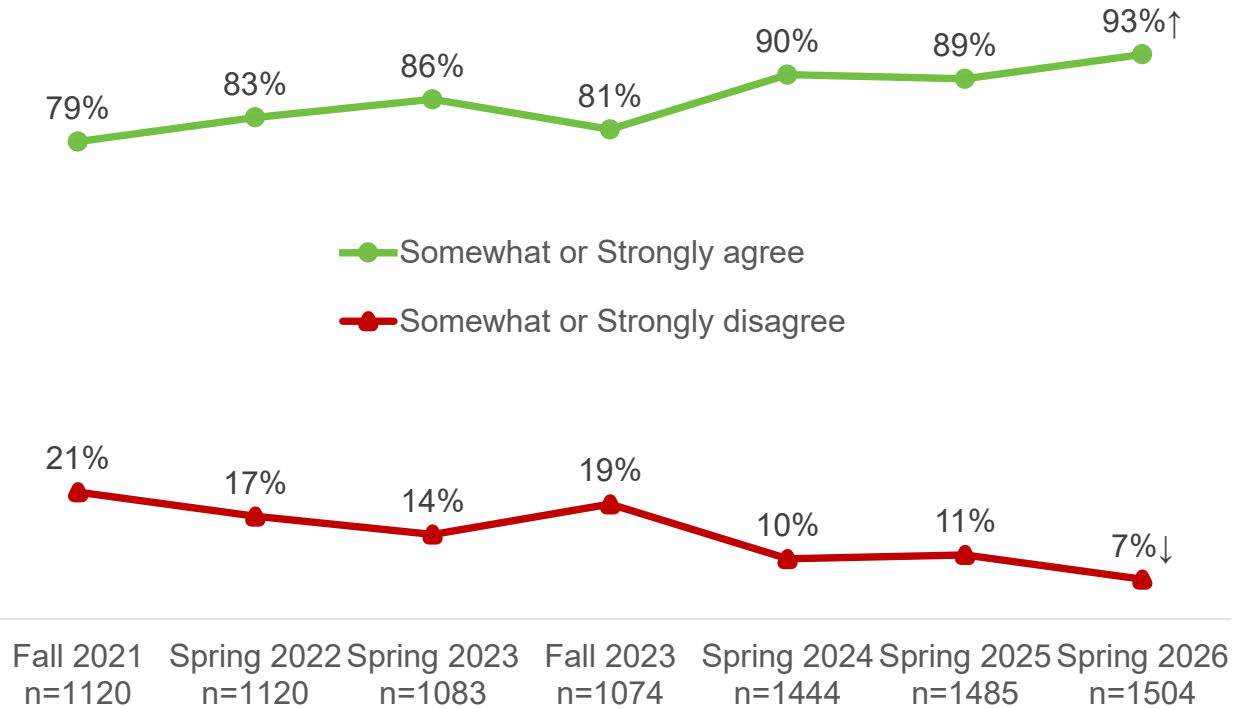
**10%** Actively considering moving due to housing costs

Q2A: To what extent do you agree or disagree with the following statement? “I can afford housing in York Region”  
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”  
\*Due to rounding, numbers may not add up to the totals provided.



# Communications: Summary

## Historical Trends: Trust in Information Received from York Region



↑↓ Significant change in Spring 2026 from previous wave



\*Benchmark available: York Region performing above National Norm (see page 27).

## Communication Insights

**40%** of residents have contacted York Region in the past year

**39%** of York Region customers prefer telephone (direct-line) when contacting the Region

**72%** of York Region customers prefer email when receiving information from the Region

Q5: To what extent do you agree or disagree with the following statement: I trust the information I receive from The Regional Municipality of York.

Sample framework: All respondents, excluding “don’t know/unsure” and “prefer not to say”

# TRUST IN COMMUNICATIONS COMPARISON

Residents who trust the information they receive from their regional/municipal government.

**93%**

**York Region  
(2026)**

n = 1,549 (Advanis)

**65%**

**National  
Norm (2025)**

n = 500/city: Vancouver,  
Calgary, Edmonton,  
Toronto, and Montreal  
(Leger)

# PREFERRED METHODS OF CONTACTING YORK REGION\*

- 39%** Telephone – Direct Line
- 36%** Email
- 33%** Telephone – Switchboard
- 25%** Website (York.ca) / Online Digital Services
- 13%** In Person (Municipal Building or Region Facility)

**Those who have contacted York Region in past 12 months (n=607)**

- 41%** Email
- 28%** Website (York.ca) / Online Digital Services
- 25%** Telephone – Direct Line
- 24%** Telephone – Switchboard
- 9%** In Person (Municipal Building or Region Facility)

**Those who have not contacted York Region in past 12 months (n=858)**

\*Multi-mention question; the sum may exceed 100% because each respondent can provide multiple responses.

# PREFERRED METHODS OF RECEIVING INFORMATION FROM YORK REGION\*

**72%** Email  
**29%** By Mail / York Region  
Newsletter  
**15%** Website / Online Digital  
Services  
**15%** Social Media  
**11%** Telephone

**Those who have contacted  
York Region in past 12  
months (n=605)**

**67%** Email  
**29%** By Mail / York Region  
Newsletter  
**18%** Website / Online Digital  
Services  
**14%** Telephone  
**13%** Social Media

**Those who have not  
contacted York Region in past  
12 months (n=875)**

\*Multi-mention question; the sum may exceed 100% because each respondent can provide multiple responses.

# Efforts to Improve Resident Opinion

York Region Community Opinion data is integrated into decision-making across the organization, alongside other evidence sources, to ensure decisions are informed, evidence-based, and aligned with community needs.



## Guiding long-term planning

- Quality of life feedback will inform [Vision](#) and [Strategic Plan](#) reporting to Council, helping track progress and support better decision-making with community partners.



## Reflecting resident priorities in budgets

- [The 2025 and 2026 budgets](#) align with residents' top concerns and support positive views that York Region is moving in the right direction. York Region is continuing to align resident concerns with future budget themes.



## Strengthening community safety and belonging

- Findings related to community involvement and belonging can inform updates to [York Region's Community Safety and Well-Being Plan](#).



## Supporting housing and homelessness planning

- Insights will support [York Region's Housing and Homelessness Committee](#) and the development of the 10-Year Housing and Homelessness Plan Update.



## Improving service experience

- Findings will help improve [digital and customer services](#), including simpler access through consolidated service channels.

# Conclusion

Understanding resident opinion is one of many approaches York Region uses to support informed, research-based decision-making. Community opinion survey results support and inform York Region's Vision, Strategic Plan, departmental planning and budgeting, service prioritization and communication efforts.

The Spring 2026 Community Opinion Report places a strong emphasis on understanding residents' quality of life in York Region. The results and trends contained within this report will help inform future planning by identifying residents' priorities, perceptions, and areas where continued focus is needed. York Region is committed to incorporating residents' quality of life perceptions into the development of the 2027 to 2031 Strategic Plan, alongside Council's Vision.

The results and trends in this report will also support ongoing monitoring and reporting to Council, strengthening the Region's accountability framework through evidence-based decision-making and progress tracking over time. This approach reinforces organizational accountability by clarifying the Region's direct role in improving quality of life, while also supporting shared responsibility for outcomes across partners throughout York Region.

For more information, readers can visit [York.ca/communityopinion](https://york.ca/communityopinion)



# Methodology

<b>Research Vendor</b>	Advanis
<b>Fieldwork Dates</b>	February 11 to March 17, 2026
<b>Method</b>	<ul style="list-style-type: none"> <li>• Telephone survey with RDD (random digit dial) of wireless (83%) and landline (17%) phone numbers (probability sample), using live agents</li> <li>• Telephone recruit using live agents to an online survey with RDD (random digit dial) of wireless and landline phone numbers (probability sample)</li> </ul>
<b>Questionnaire design</b>	Throughout the questionnaire, all York Region core service definitions are reflected. Respondents who answered “don’t know/unsure” or “prefer not to say” to specific questions are removed from those response calculations.
<b>Criteria for Participation</b>	Residents within York Region who are 18 years of age or older
<b>Sample Size</b>	<p><i>n</i> = 1,549 (telephone survey: 772; online survey: 777)</p> <ul style="list-style-type: none"> <li>• Markham: 407</li> <li>• Vaughan: 422</li> <li>• Richmond Hill: 297</li> <li>• Northern Six: 423 (Aurora: 58, East Gwillimbury: 58, Georgina: 73, King: 52, Newmarket: 100, Whitchurch-Stouffville: 82)</li> </ul>
<b>Average Length</b>	Telephone survey: 13.8 minutes; Online survey: 11.2 minutes
<b>Margin of Error</b>	± 2.5%, 19 times out of 20
<b>Response Rate</b>	Telephone survey: 7.4% Online survey: 23.8%
<b>Translation</b>	None
<b>Rounding</b>	Due to rounding, numbers may not add up to the totals provided

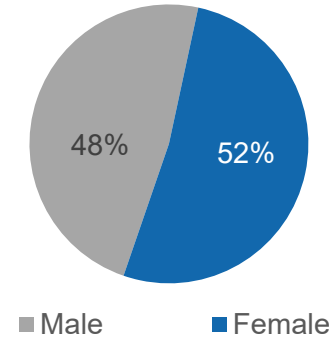
# Respondent Profiles

Results throughout this report have been statistically weighted to ensure that the research sample is reflective of York Region's population according to the latest Census data.

## Municipality

Markham	26%
Vaughan	27%
Richmond Hill	19%
Northern Six (Aurora, East Gwillimbury, Georgina, King, Newmarket, Whitchurch-Stouffville)	27%

## Gender



## Age

18-24	6%
25-34	20%
35-44	12%
45-54	23%
55-64	19%
65+	20%

## Household Income

Under \$50,000	15%
\$50,000 to under \$100,000	27%
\$100,000 to under \$150,000	22%
\$150,000 or more	35%

## Education

Elementary school	0%
High School	13%
College	18%
University certificate or diploma	6%
University Bachelor's degree	39%
University Master's degree	20%
University Doctorate	3%

Sample framework: All respondents, excluding "prefer not to say"

Note: 17% of respondents answered "prefer not to say" to the household income question.

\*Due to rounding, numbers may not add up to the totals provided.

# Respondent Profiles Continued

*Results throughout this report have been statistically weighted to ensure that the research sample is reflective of York Region's population according to the latest Census data.*

## Years Lived in York Region

Less than one year	0%
One to two years	2%
Three to five years	7%
Six to ten years	11%
Eleven to twenty years	25%
More than twenty years	55%

## Ethnicity

Indigenous	1%
Visible minority	38%
Non-visible minority (e.g., Caucasian)	62%

## Employment

Employed full-time	46%
Retired	20%
Self-employed	16%
Employed part-time	8%
Not currently employed	5%
Student	3%
Homemaker	2%

## Home Ownership

Own	65%
Rent	20%
Live with friend/family member	12%
Lease	1%
Other	2%