



FALL 2026 COMMUNITY OPINION INSIGHTS

September 2026 Public Report

In accordance with [CRIC ISO 20252:2019](#) standards.

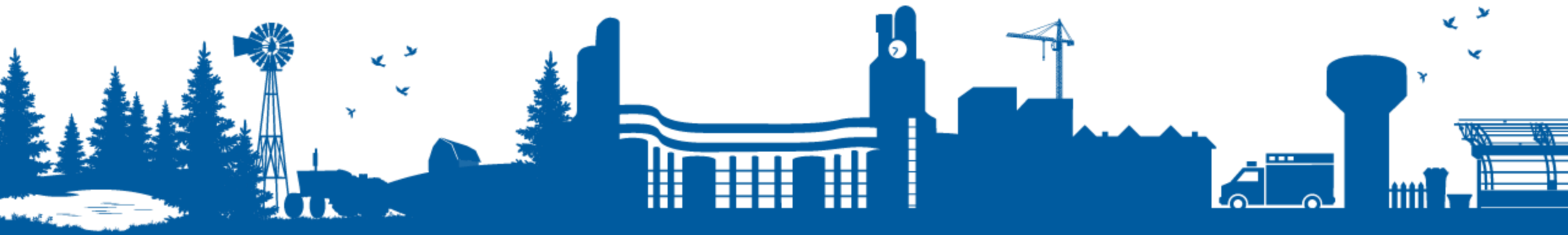
Survey conducted by:



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, government confidence, value for tax dollars, customer experience, 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.

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.

Survey Respondent Key Characteristics

- **Long-term Residents:** Majority (78%) have lived in York Region for more than 10 years
- **Home ownership:** Most (67%) own their home
- **Household Income:** Over half (56%) report an annual household income \$100,000 or more, though a wide range of income levels is represented in the study
- **Education:** Majority (86%) hold a college diploma or higher
- **Employment:** Most are employed full-time, part time or self-employed (68%)

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=400	26%	369,585	28%
Vaughan	n=412	27%	367,114	28%
Richmond Hill	n=286	19%	224,307	17%
Northern Six*	n=422	28%	344,687	27%
Total	n=1,520	100%	1,305,693	100%

*Aurora (n=69), East Gwillimbury (n=57), Georgina (n=72), King (n=45), Newmarket (n=152), Whitchurch-Stouffville (n=27)

**Census data provided by Economic and Development Services, Corporate Services (June 30, 2026)

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



FALL HIGHLIGHTS

2026 Fall Highlights



PERSONAL AND FINANCIAL OUTLOOK

- 56%** find it difficult managing monthly expenses
- 59%** feel better or the same about their personal financial outlook next year



TOP ISSUES

- 16%** Public Safety/Crime/Policing
- 13%** Housing/Cost of Housing
- 10%** Traffic/Congestion
- 8%** Cost of Living
- 8%** Public Transit



FISCAL RESPONSIBILITY

- 70%** feel they receive good value for tax
- 78%** are satisfied with York Region Government
- 61%** would prefer to increase taxes to strengthen or maintain services



CORE SERVICES

- 86%** are satisfied with overall quality or services
- 50%** or more residents express satisfaction with all core services



COMMUNICATIONS AND CUSTOMER EXPERIENCE

- 71%** are satisfied with York Region communications
- 39%** interacted with York Region in past year
- 88%** say staff were “knowledgeable” *
- 74%** contact resolution rate *



ISSUE SEVERITY (NEW): Presenting “very significant” impact on quality of life

- 67%** say Cost of Living
- 58%** say Housing/Cost of Housing
- 50%** say Public Safety/Crime/Policing
- 47%** say Traffic/Traffic Congestion
- 39%** say Population Growth/Sustainable Development



DETAILED FINDINGS

- Personal and Financial Outlook
- Top Issues
- Issue Severity (NEW)
- Resource Access (NEW)
- Core Services
- Fiscal Responsibility
- Communications and Customer Service



PERSONAL AND FINANCIAL OUTLOOK

Despite positive views of Regional services, affordability pressures persist:

56% of residents have difficulty managing monthly expenses

67% of residents say Cost of Living *very significantly* impacts their quality of life

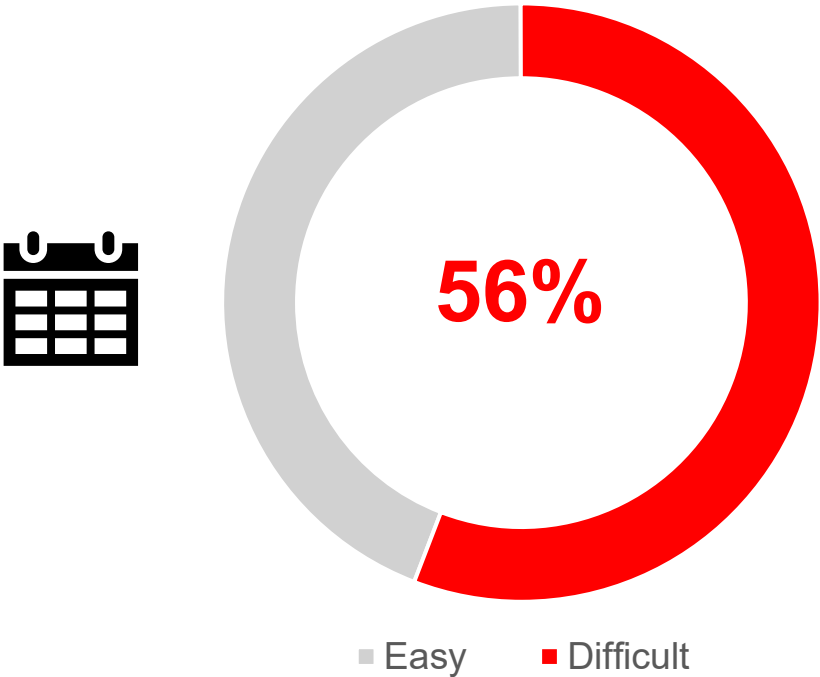
41% of residents think their financial situation will get worse next year



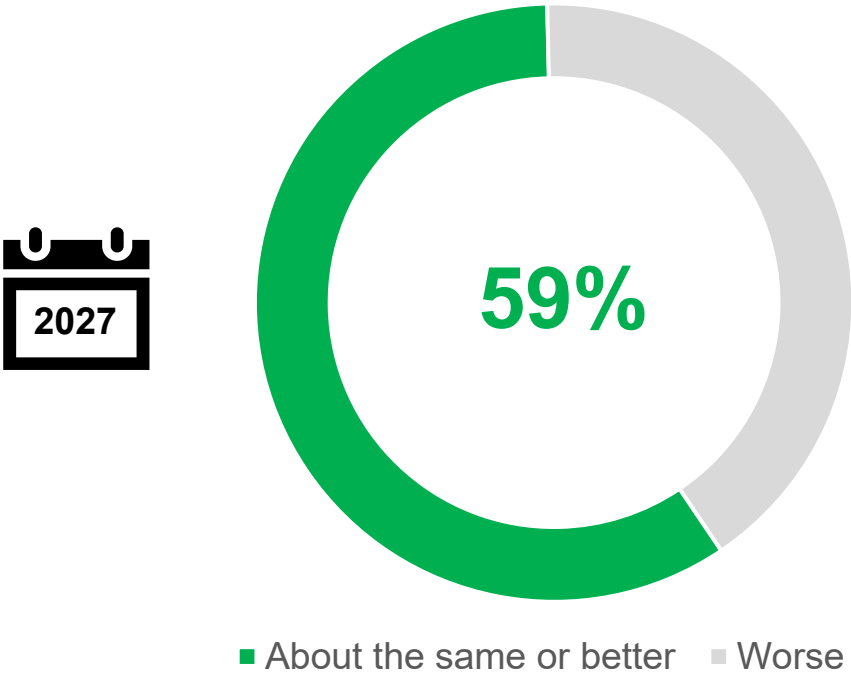
Personal and Financial Situation and Outlook

Though most residents face difficulties managing monthly expenses, outlook for the coming year is positive. Six in 10 expect their personal finances to remain the same or improve in 2027.

Difficulty Managing Household Monthly Expenses
(Housing, Food, Transportation, Utilities)



Personal Financial Outlook for
Next Year



Q31 - Overall, how easy or difficult is it for your household to manage its monthly expenses (such as housing, food, transportation, and utilities)? Sample size: Fall 2026 – 1463
Q30: Looking ahead, how do you feel about your financial situation for next year? Sample size: Fall 2026 – 1449
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.



Top Five York Region Issues

Public safety remains residents' top concern, though mentions have decreased substantially.



		Change Spring 2026 – Fall 2026
16%	Public Safety/Crime/Policing	-16%
13%	Housing/Cost of Housing	+3%
10%	Traffic/Traffic Congestion	+2%
8%	Cost of Living	0%
8%	Public Transit	+3%

Public Safety/Crime/Policing mentions as a top issue fell by 50%, from 32% in Spring 2026 to 16% in Fall 2026.

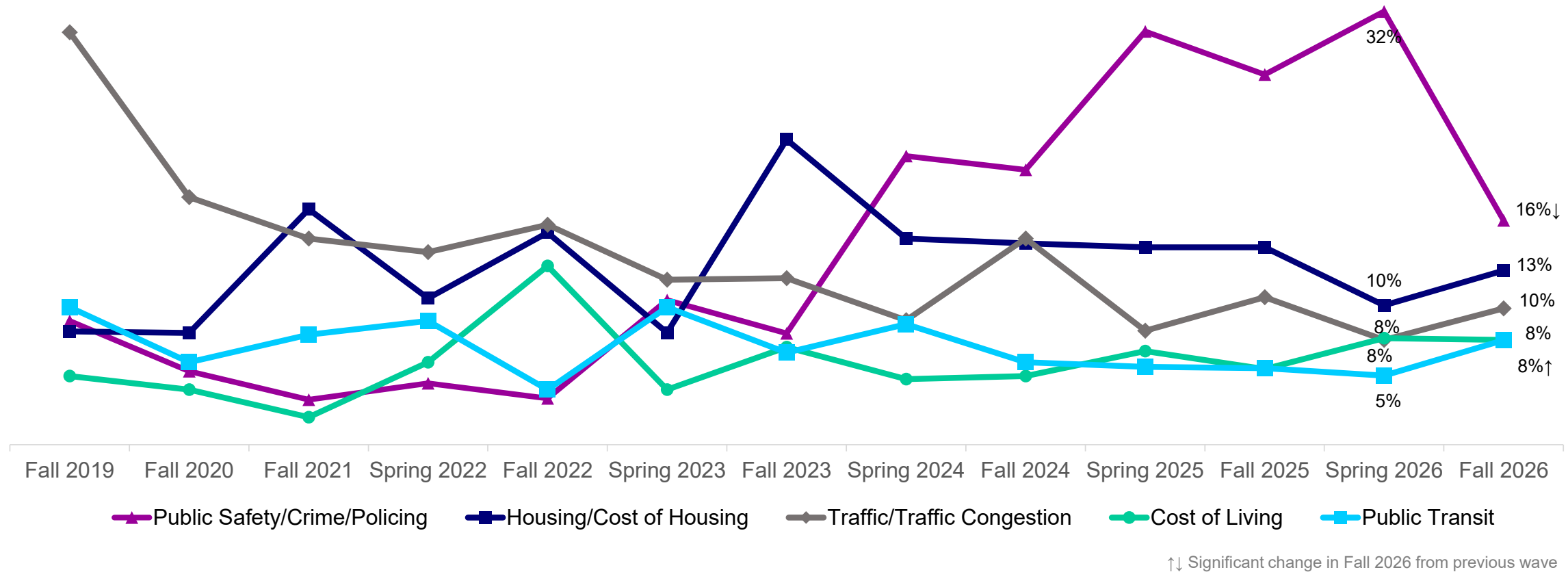
This decline aligns with lower crime rates reported in January-June 2026 relative to the same period in 2025*:

Residential break and enters	- 25%
Commercial break and enters	- 34%
Vehicle thefts	- 37%
Robberies	- 20%



Top Issues: Historical Trends

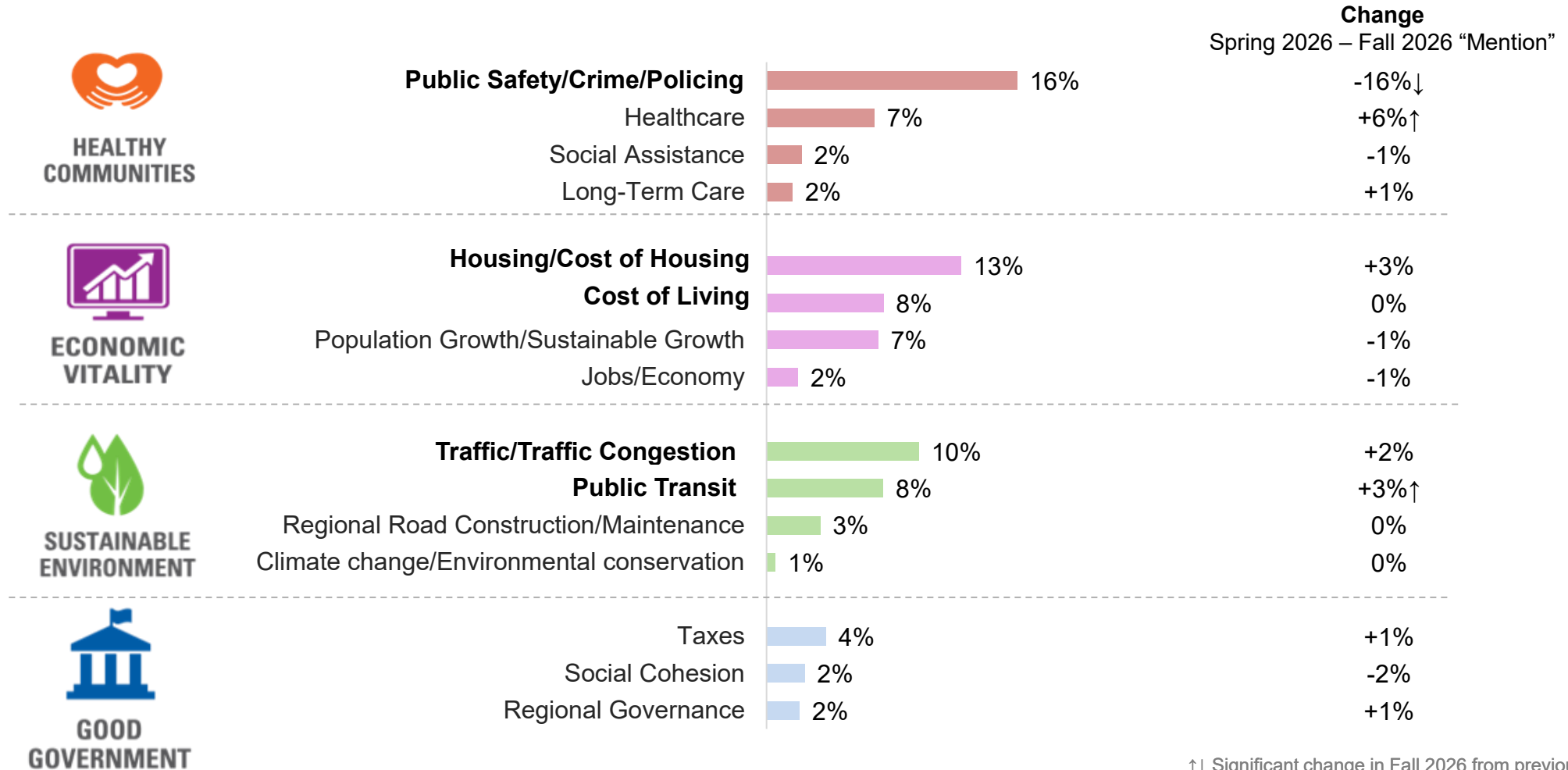
With mentions of Public Safety/Crime/Policing declining, current set of results mirror the years of 2022-2023 where each issue was equally important to residents overall.



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; Fall 2026 – 1371
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

Top Issues: Alignment With Council's Vision

Most Important Issues Facing York Region: Aligned to Council's Vision and Four Areas of Focus*



↑↓ Significant change in Fall 2026 from previous wave
*Issues can transcend more than area of focus

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

Sample size: Spring 2026 – 1402; Fall 2026 – 1371

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

The image is a horizontal collage of three photographs. The leftmost photo shows a modern glass-walled building with a brick structure behind it, surrounded by green trees and a parking lot. The middle photo is a close-up of a clock tower with a large clock face, set against a blue background with a semi-transparent blue overlay. The rightmost photo shows a large, light-colored industrial building with a flat roof and a gravel-covered area in the foreground.

ISSUE SEVERITY (NEW)

Issue Severity: York Region Summary

Significance of Community Issues Affecting Quality of Life

% of residents indicating the top issue has a “very significant” impact on their quality of life

York Region (all)

67%



Cost of Living

58%



**Housing/Cost
of Housing**

50%



**Public
Safety/Crime/
Policing**

47%



**Traffic/Traffic
Congestion**

39%



**Population
Growth/
Sustainable
Growth**

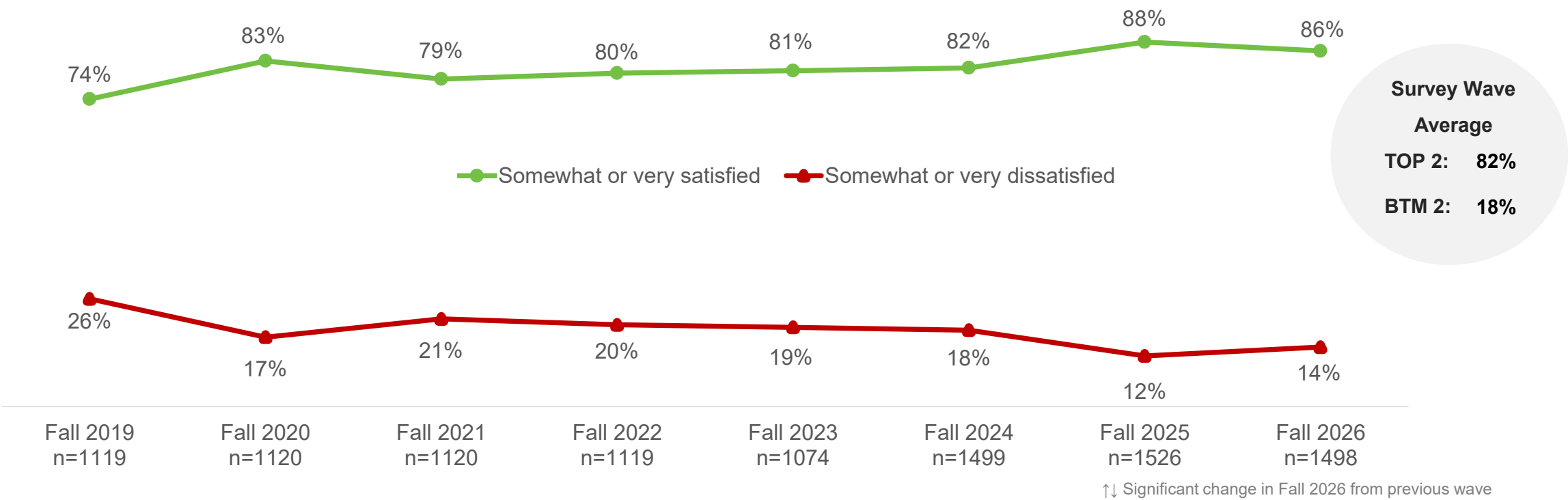


CORE SERVICES

Overall Quality of Services

Satisfaction with service quality overall remains strong, with ratings slightly above the survey wave average, and is nearly identical to the record high achieved in 2025.*

Satisfaction with the Overall Quality of Services



*Benchmark available: York Region performing above the National Norm (see page 21).

OVERALL QUALITY OF SERVICES

Residents who are satisfied with the overall quality of services

86%

York Region
(2026)

n = 1,520 (Advanis)

63%

National Norm
(2026)

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



GOVERNMENT CONFIDENCE AND FISCAL RESPONSIBILITY

Resident assessments of York Region remain strong:

86%

of residents are satisfied with York
Region's overall service quality

78%

of residents are satisfied with Regional
Government

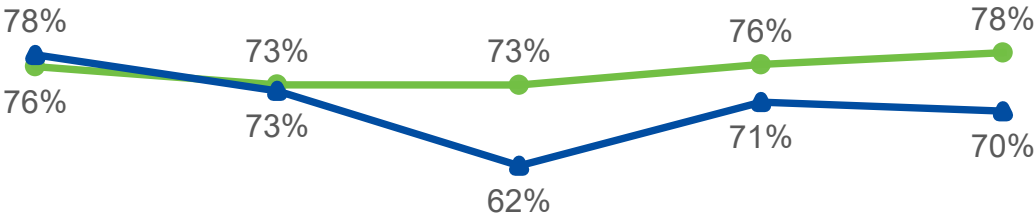
70%

of residents report good value for tax



Fiscal Responsibility: Summary

Satisfaction and Value for Tax Dollars: Historical Trends



—●— York Region Government satisfaction (% Satisfied)

—●— Value for tax dollars (% Good value)

Fall 2022 Fall 2023 Fall 2024 Fall 2025 Fall 2026

Increasing Taxes Versus Cutting Services Preference

45% Increase taxes at the rate of inflation to maintain services

16% Increase taxes to expand or improve services

39% Maintain taxes and possibly cut services



*Benchmarks available: York Region performing above the National Norm (see pages 25-27).

Q1: How satisfied are you with the government of York Region?
Q27: Thinking about the programs and services you receive from York Region, how would you describe the overall value for tax dollars you receive?
Q28: Which of the following options would you most prefer in your municipality?
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

GOVERNMENT SATISFACTION

Residents who are satisfied with their municipal/regional government.

78%

**York Region
(2026)**

n = 1,520 (Advanis)

39%

**National Norm
(2026)**

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

VALUE FOR TAX

Residents who describe the overall value for tax dollars they receive as fairly or very good.

70%

**York Region
(2026)**

n = 1,520 (Advanis)

35%

**National Norm
(2026)**

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

TAX AND SERVICE DELIVERY PREFERENCES

Resident preferences on taxation and service delivery.

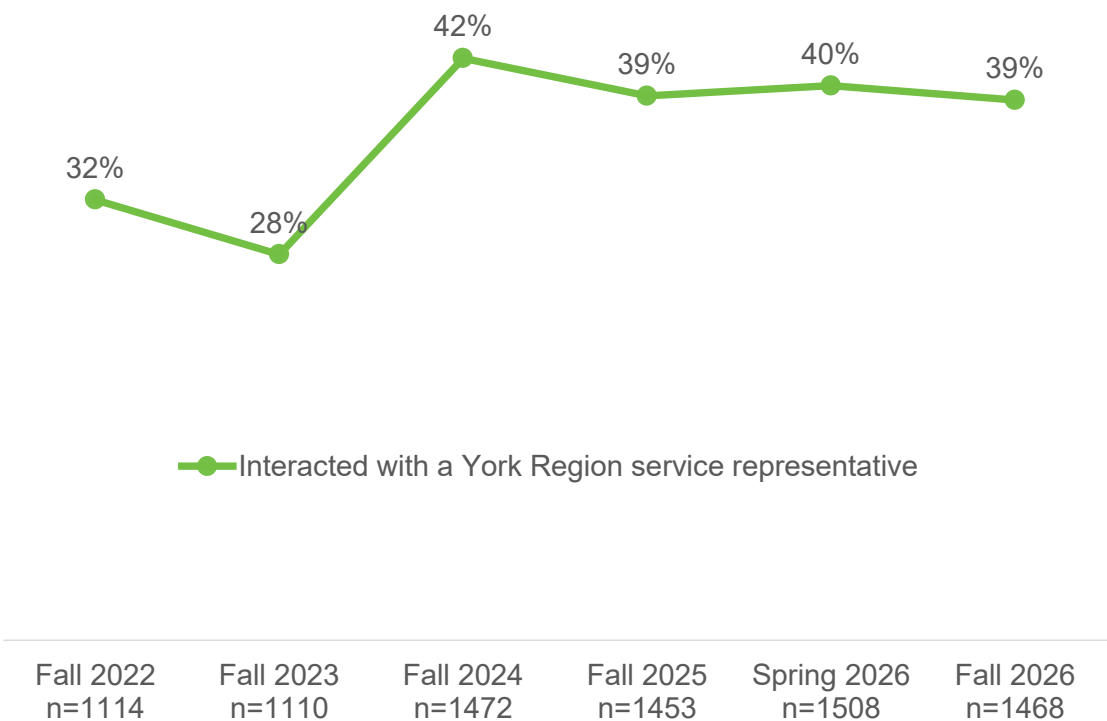


The image is a horizontal collage of three photographs. The leftmost photo shows a modern glass-walled building with a brick structure behind it, surrounded by green trees and a parking lot. The middle photo is a close-up of a large, ornate clock tower with a circular clock face. The rightmost photo shows a large, curved building with a stone facade and a flat roof covered in gravel. A semi-transparent blue vertical band runs down the center of the collage, containing the title text.

CUSTOMER SERVICE AND COMMUNICATIONS

Communications: Summary

Interacting with York Region: Historical Trends



Customer Service Insights

71%	Are satisfied with York Region communications
88%	Agree that York Region staff are knowledgeable*
89%	Agree that interacting with staff was easy*
85%	Say it was easy to find the information needed to contact the Region*
74%	Say their reason for contacting the Region was resolved*

*Among residents that have contacted York Region in the past 12 months (39%)

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 Council's Vision and Strategic Plan reporting to Council, helping track progress and support better decision-making with community partners.



Reflecting resident priorities in budgets

- Each year the [Community Report](#) highlights demonstrated progress and releases detailed financial statements related to the [Region's budget](#). York Region works to align resident concerns with budget priorities.



Strengthening community safety and well-being

- Findings related to residents' top issues, their impacts on quality of life, and personal financial outlooks can help inform updates to [York Region's Health and Well-Being Review](#) and [Community Safety and Well-Being Plan](#).



Supporting customer experience and communications

- Findings will help improve digital and customer services, including simpler access through consolidated service channels.



Increasing advocacy for resident priorities

- Community Opinion Findings provide evidence to support York Region's advocacy efforts and help ensure resident perspectives are reflected in discussions with government and community partners.

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 Regional Council's Vision, Strategic Plan, departmental planning and budgeting, service prioritization, and communication efforts.

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, including past reports and other relevant research studies, readers can visit [York.ca/communityopinion](https://york.ca/communityopinion).



Methodology

Research Vendor	Advanis
Fieldwork Dates	June 22 to July 21, 2026
Research Ethics/Governance/Compliance	Survey is conducted by a Canadian Research Insights Council (CRIC) accredited third-party vendor (Advanis) and adheres to ISO 20252:2019 standards
Method	• Telephone survey with RDD (random digit dial) of wireless (93%) and landline (7%) phone numbers (probability sample), using live agents • Telephone recruit using live agents to an online survey with RDD (random digit dial) of wireless and landline phone numbers (probability sample)
Questionnaire design	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 unless otherwise specified.
Criteria for Participation	Residents within York Region who are 18 years of age or older
Sample Size	$n = 1,520$ (telephone survey: 752; online survey: 768) • Markham: 400 • Vaughan: 412 • Richmond Hill: 286 • Northern Six: 422 (Aurora: 69, East Gwillimbury: 57, Georgina: 72, King: 45, Newmarket: 152, Whitchurch-Stouffville: 27)
Average Length	Telephone survey: 16.1 minutes; Online survey: 11.7 minutes
Margin of Error	$\pm 2.5\%$, 19 times out of 20
Response Rate	Telephone survey: 23.6% Online survey: 31.6%
Translation	None
Rounding	Due to rounding, numbers may not add up to the totals provided

Notable Events During Fall 2026 Fieldwork

During the Fall 2026 fieldwork period (June 22 to July 21, 2026), several notable events may have influenced the issues raised by residents. These included, but are not limited to:

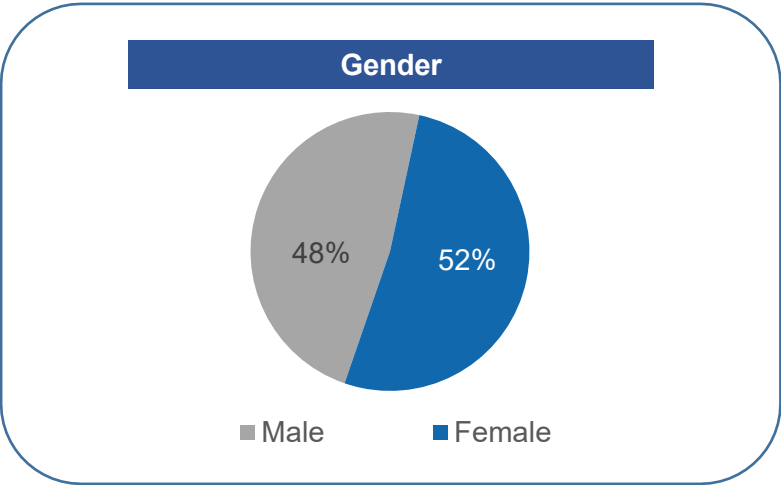
- **June 14 to July 13:** FIFA World Cup tournament, with Toronto serving as a host city
- **July 1:** York Region Transit fare increase
- **July 11:** Shooting at Toronto's Salsa on St. Clair festival
- **July 15:** Bank of Canada holds its policy interest rate at 2.25%
- **July 15:** Toronto ranked as having the worst air quality in the world due to wildfire smoke from northwestern Ontario
- Multiple York Region Public Health advisories throughout the fieldwork period, including:
 - Public beach closures and swimming advisories
 - Heat warnings

Media coverage of crime-related incidents was less prominent during the Fall 2026 fieldwork period than during Spring 2026. Notably, the Spring 2026 fieldwork period coincided with three synagogue shootings in the Greater Toronto Area, including one in Vaughan, which may have influenced residents' perceptions of safety and crime.

Respondent Profiles: Part 1

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				
	York Region Survey Sample		York Region Census**	
Markham	n=400	26%	369,585	28%
Vaughan	n=412	27%	367,114	28%
Richmond Hill	n=286	19%	224,307	17%
Northern Six*	n=422	28%	344,687	27%
Total	n=1,520	100%	1,305,693	100%



Age	
18-24	6%
25-34	20%
35-44	14%
45-54	21%
55-64	19%
65+	20%

Household Income	
Under \$50,000	18%
\$50,000 to under \$100,000	26%
\$100,000 to under \$150,000	22%
\$150,000 to under \$200,000	14%
\$200,000 or more	20%

Education	
Elementary school	1%
High School	13%
College	18%
University certificate or diploma	6%
University Bachelor’s degree	37%
University Master’s degree	22%
University Doctorate	3%

Sample framework: All respondents, excluding “prefer not to say”
Note: 12% of respondents answered “prefer not to say” to the household income question
*Due to rounding, numbers may not add up to 100%

Respondent Profiles: Part 2

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	1%
Three to five years	7%
Six to 10 years	14%
11 to 20 years	28%
More than 20 years	50%

Ethnicity

Indigenous	1%
Visible minority	41%
Non-visible minority (e.g., Caucasian)	58%

Employment

Employed full-time	44%
Retired	19%
Self-employed	16%
Employed part-time	8%
Not currently employed	7%
Student	4%
Homemaker	2%

Home Ownership

Own	67%
Rent	19%
Live with friend/family member	10%
Lease	1%
Other	2%

About the Vendor

Advanis is a Canadian Research Insights Council (CRIC)-accredited research firm that provides research-based insights to help organizations make sound, evidence-informed decisions. For public sector clients, Advanis supports the design, evaluation and optimization of government services and public programs across Canada.

In 2026, Advanis received national recognition through the CRIC Public Sector Impact Award. The award recognizes excellence in research and analytics projects that demonstrate meaningful public sector impact. The winning work informed municipal policy discussions, budget trade-offs, investment priorities and strategic decision-making, highlighting the value of high-quality research in supporting public sector governance. This recognition also reflects the strength of the National Municipal Benchmarking Research, referenced throughout this report, which provides valuable comparative insights and benchmarking data for York Region and municipalities across Canada.

The Regional Municipality of York is pleased to partner with an award-winning and nationally recognized research firm to deliver community opinion research that supports evidence-based decision-making and service excellence for York Region residents.

