



City of Burlington 2025 Community Survey

Survey Findings Report

Final Report
November 2025



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Background and report overview

Background and report overview | Objectives and methodology

The objectives of the 2025 Community Survey were to...



Understand resident perceptions of Municipal services, engagement, and communication efforts



Measure satisfaction with current Municipal services and priorities for improvement



Benchmark and compare 2025 data against results from previous surveys

Survey Methodology

- Survey data was gathered through Computer Assisted Telephone Interviews (CATI).
- Randomly-selected landline and cell phone numbers from all six municipal wards were dialed to ensure a representative sample and minimize bias that could arise from self-selection.
- Interviews were conducted between 5:00 pm and 8:30 pm from September 8 to September 29, 2025.
- This methodology resulted in 755 completed interviews. The margin of error for the results is $\pm 3.5\%$ at a 95% confidence level.
- To ensure the survey results accurately reflected the community's demographic makeup, all data were weighted to match the exact proportions of age, gender, and ward based on the 2021 Statistics Canada census data for the City of Burlington.

Background and report overview | Study findings



Quality of life & community priorities

While 71% of Burlington residents still rate their quality of life as "Very good" or "Excellent" in 2025, this marks a decline from previous years.

Burlington residents most frequently cited improvements in recreation, transportation, and the environment as key factors enhancing quality of life, while cost of living, traffic, and population growth were the main concerns contributing to declines.

Transportation and infrastructure, along with nature and green spaces, were consistently ranked as top priorities.



Municipal services

Overall satisfaction with City services remains high at 91%, with particularly strong ratings for recreation facilities, parks, and green spaces.

However, satisfaction with some key municipal services – such as roadways, snow removal, and council decision-making – has declined, signaling areas where residents expect improvement.

Services like leaf collection and recreation programs have seen moderate gains in satisfaction, while council transparency and infrastructure are identified as top priorities for future focus.



Communication and engagement

Residents prefer to interact with the City through traditional channels like phone and direct mail, with most contacts related to reporting issues or public works.

Satisfaction with City interactions is generally strong, especially regarding staff professionalism (93%), though there is room to improve speed, timeliness, and issue resolution.

While a majority feel well-informed and able to participate in City engagement activities, overall participation rates remain low, indicating an opportunity to further enhance community involvement.



Community safety, taxation, and future outlook

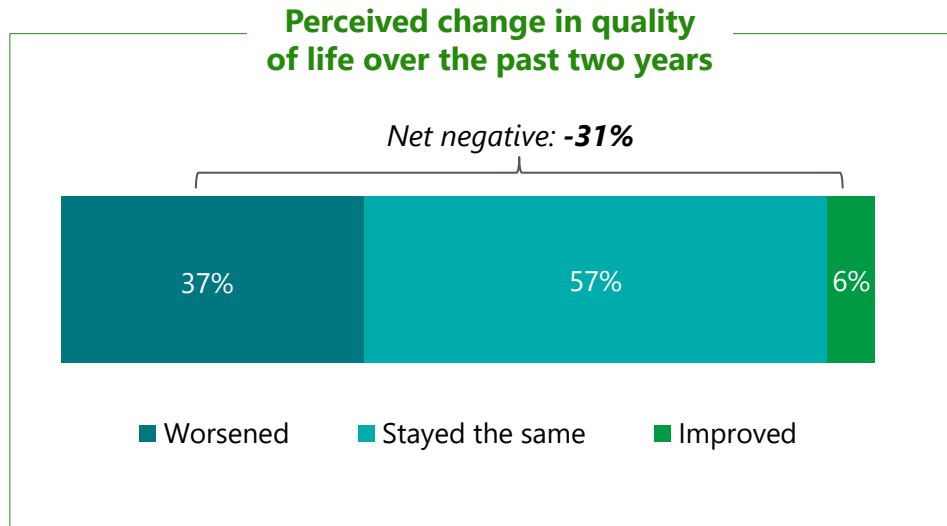
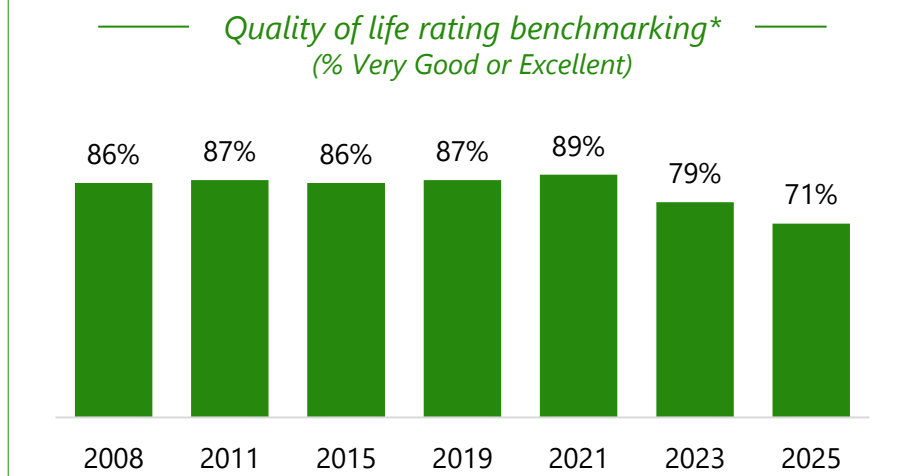
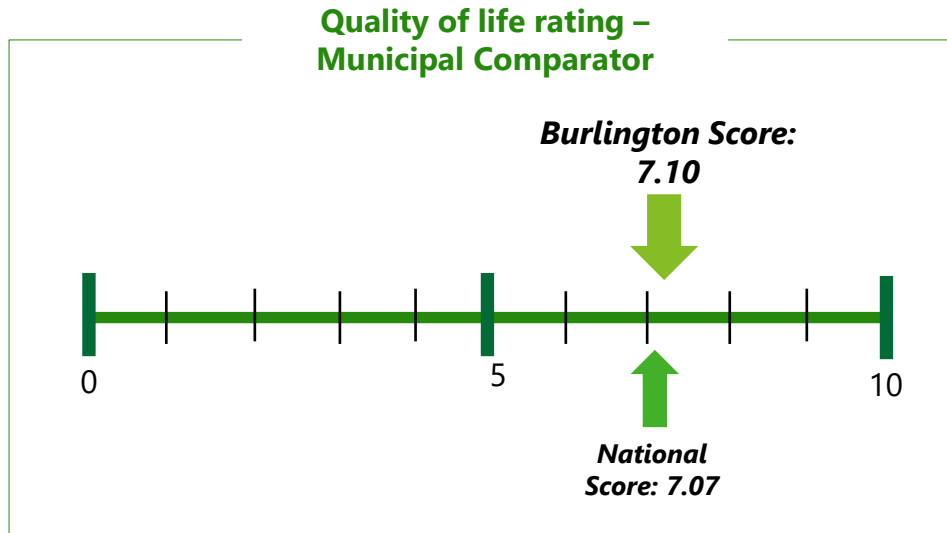
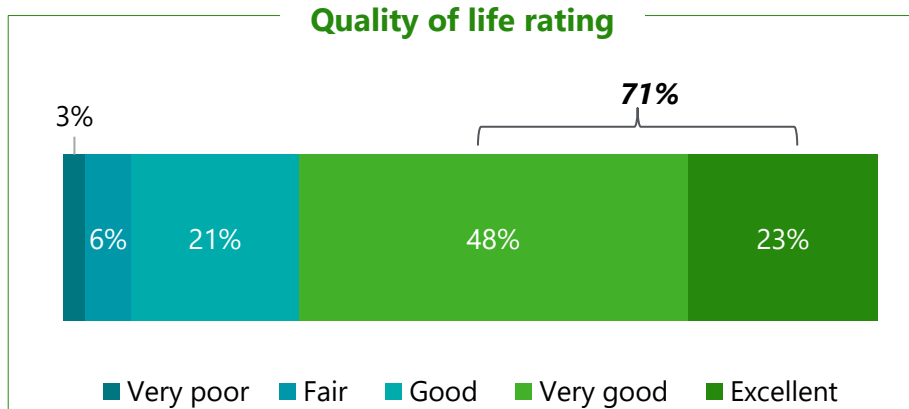
Most residents perceive Burlington as a safe community, yet over a third feel safety has worsened in recent years.

The majority believe they receive good value for their tax dollars and support maintaining current service levels, even if it requires property tax increases to match inflation.

Looking ahead, residents favour a balanced and sustainable approach to growth, with a focus on infrastructure investment, green space protection, and neighbourhood safety.

Quality of life and service satisfaction

Quality of life and service satisfaction (1/6)



*Note: The question on rating quality of life was worded differently in previous years. However, the results remain comparable across survey years.

Q: How would you rate the overall quality of life in the City of Burlington? (n=755)
 Q: In the past 2 years, has the quality of life in Burlington ... (n=755)

Key Insights

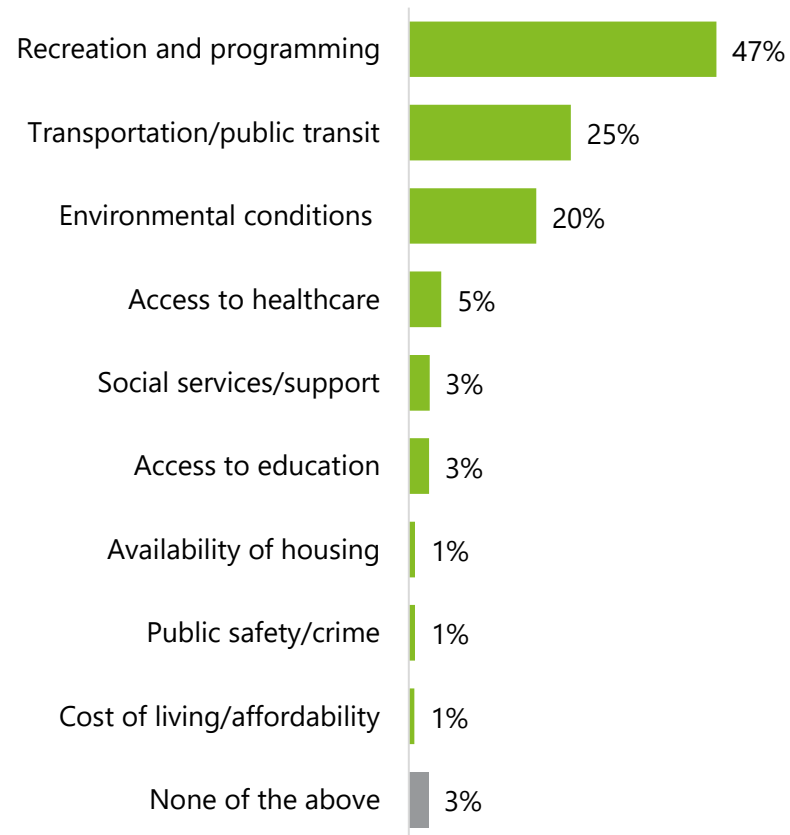
The majority of Burlington residents rate their quality of life as “Very good” or “Excellent” (71% in 2025), but this represents a decline from previous years, where satisfaction levels were consistently above 85%.

The Quality-of-Life Key Performance Indicator (KPI) for the City was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities. Burlington scored 0.03 higher than the national score.

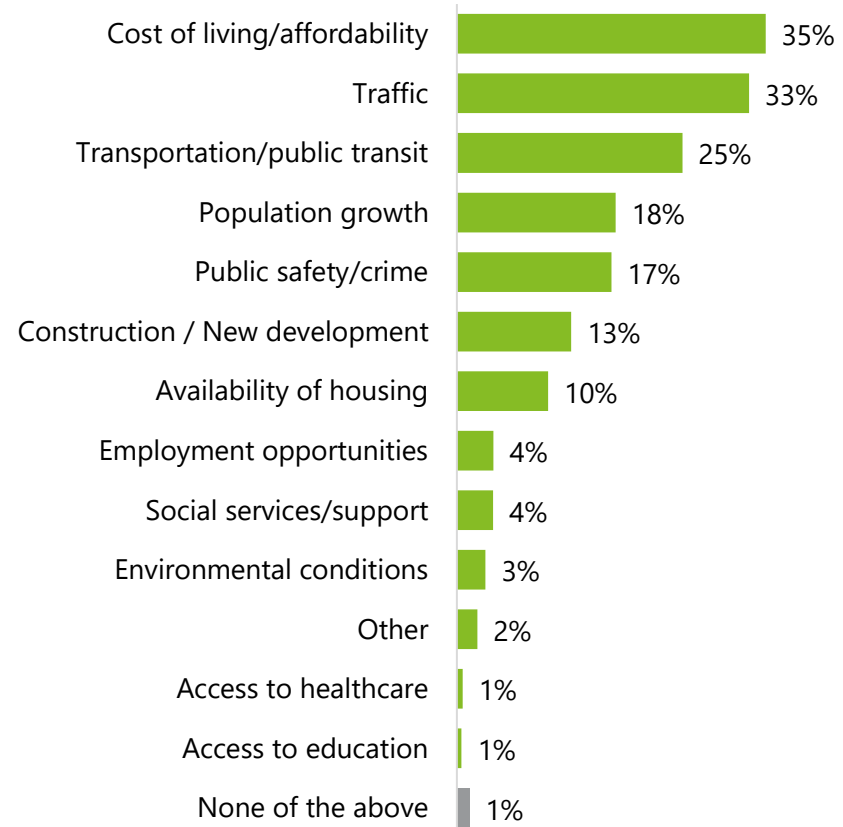
Over the past two years, 37% of respondents feel the quality of life has worsened, while only 6% believe it has improved.

Quality of life and service satisfaction (2/6)

Factors that have improved quality of life over the past two years (n=50)



Factors that have worsened quality of life over the past two years (n=245)



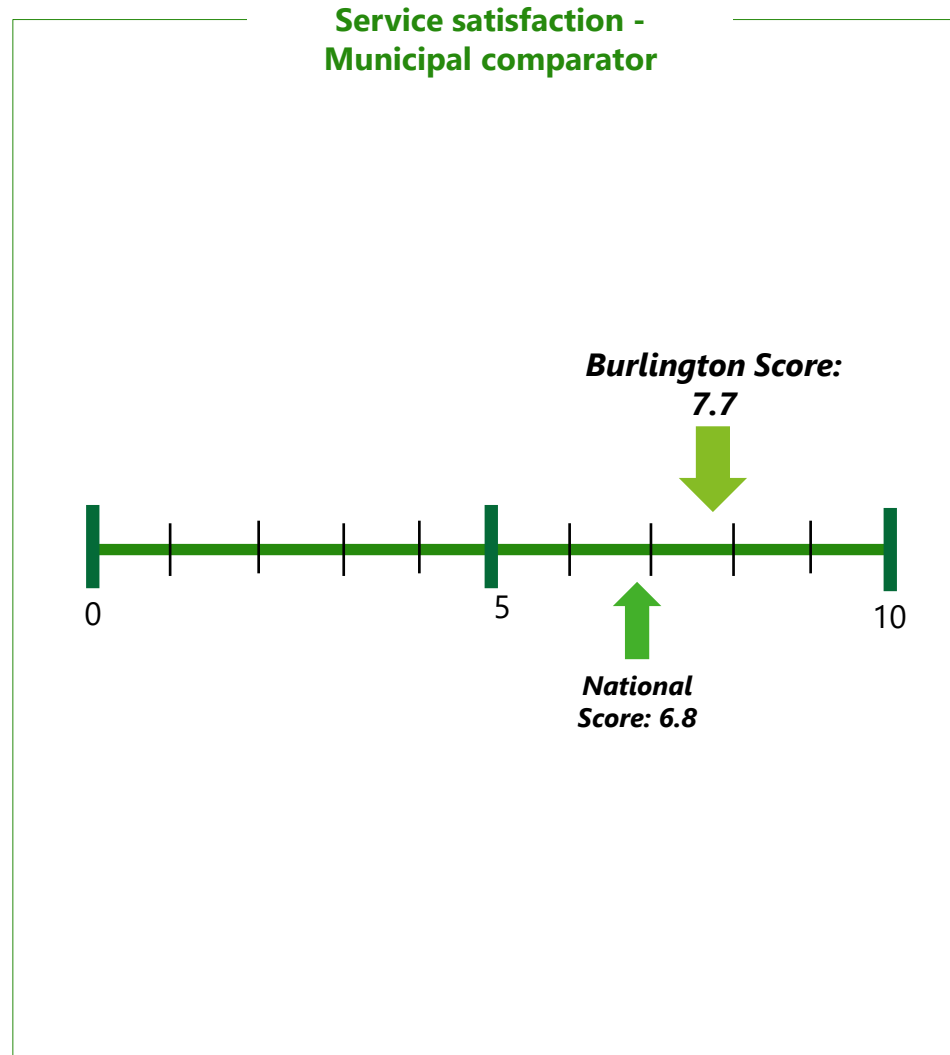
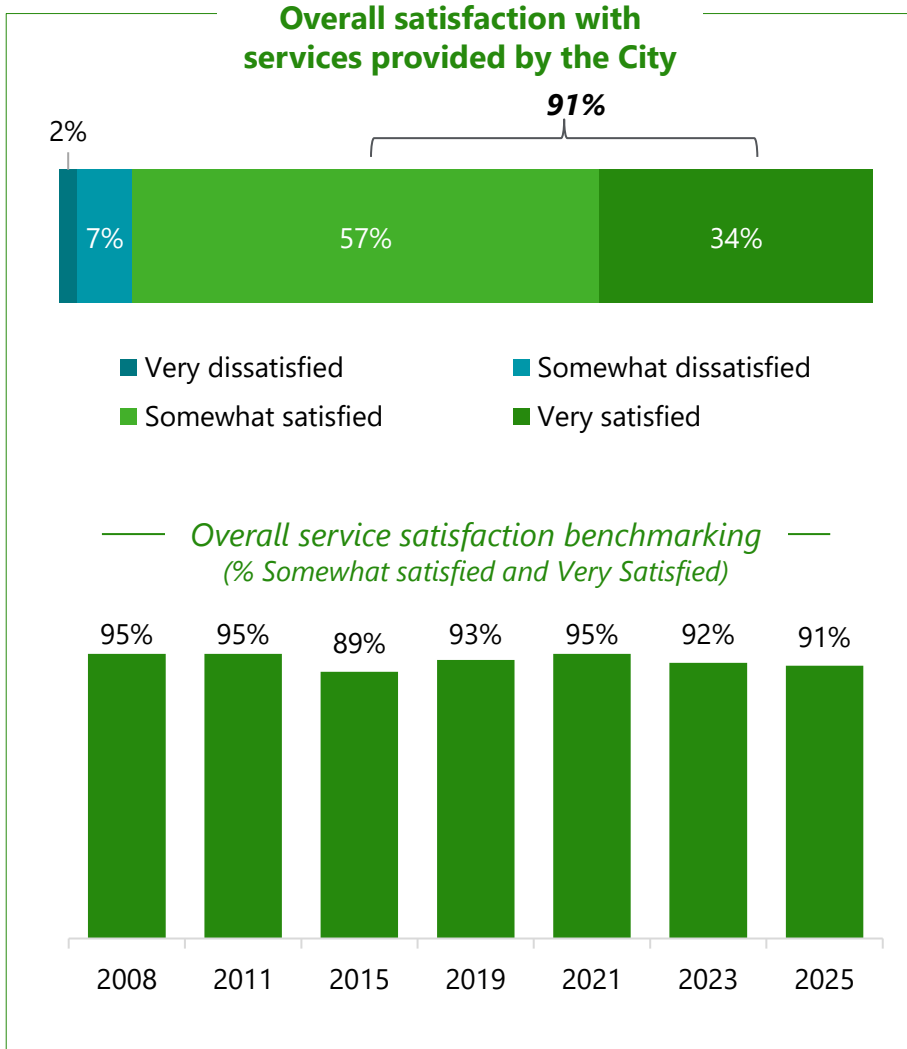
Key Insights

Over the past two years, Burlington residents most frequently cited improvements in recreation and programming (47%), transportation/public transit (25%), and environmental conditions (20%) as factors enhancing quality of life.

Conversely, the most commonly reported factors contributing to a decline in quality of life were cost of living/affordability (35%), traffic (33%), transportation/public transit (25%), and population growth (18%).

Q: In your opinion, what aspects or factors have [improved / worsened] the quality of life in Burlington over the past two years? (n=295)

Quality of life and service satisfaction (3/6)



Key Insights

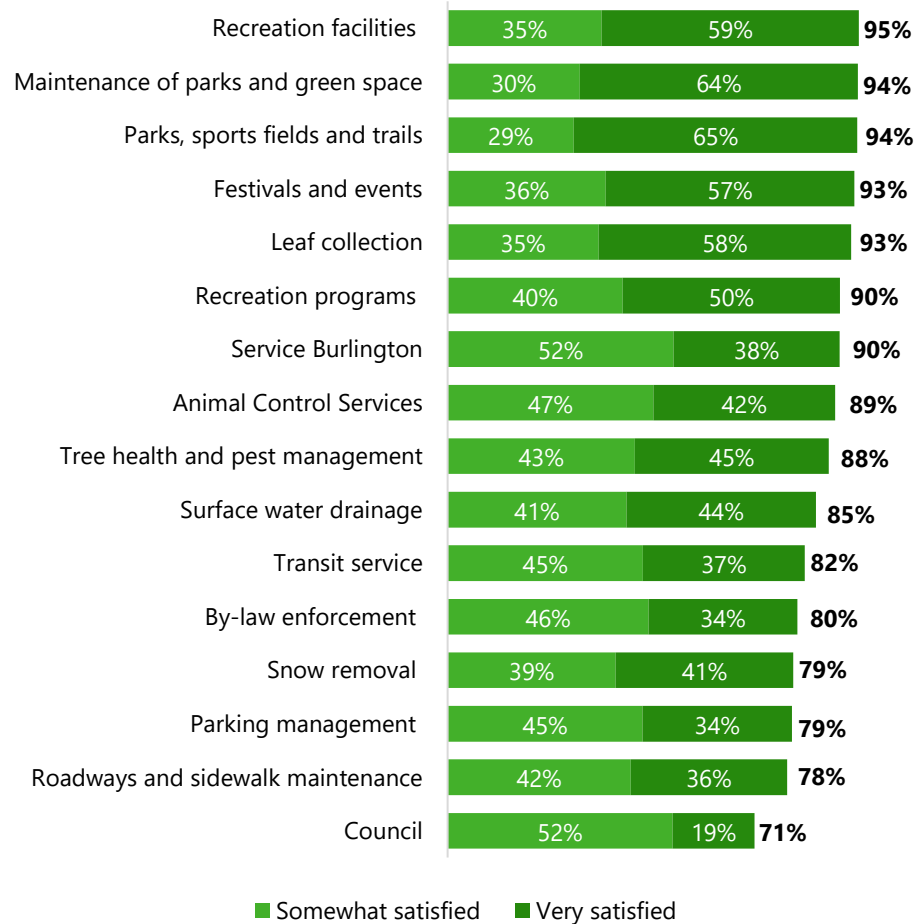
Overall satisfaction with City of Burlington services remains high, with 91% of residents in 2025 reporting they are somewhat or very satisfied. This represents a slight decline from previous years.

The service satisfaction KPI in the City was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities. Burlington scored 0.9 points higher than the national score.

Q: Generally speaking, how satisfied are you with the overall quality of services provided by the City of Burlington? Would you say you are ...? (n=755)

Quality of life and service satisfaction (4/6)

Satisfaction with services provided by the City



Service satisfaction benchmarking

Factor	2025 Top 2 Box	Change from 2023	Change from 2021	Change from 2019
Animal Control Services	89%	+2 PP	+3 PP	+1 PP
By-law enforcement	80%	+2 PP	-1 PP	-3 PP
Roadways and sidewalk maintenance	78%	-6 PP	-9 PP	-1 PP
Maintenance of parks and green space	94%	-	-	-3 PP
Snow removal – roads, sidewalks, and walkways	79%	-5 PP	-6 PP	-1 PP
Tree health and pest management	88%	+2 PP	+3 PP	+4 PP
Leaf collection	93%	+4 PP	+6 PP	+12 PP
Surface water drainage	85%	-7 PP	-5 PP	-4 PP
Transit service	82%	+4 PP	-1 PP	+9 PP
Parking management	79%	-3 PP	-	+4 PP
Recreation programs	90%	+3 PP	-1 PP	-4 PP
Festivals and events	93%	-	-1 PP	-4 PP
Parks, sports fields and trails	94%	-3 PP	-3 PP	-4 PP
Recreation facilities	95%	-	+2 PP	-
Council	71%	-5 PP	-13 PP	N/A
Service Burlington	90%	-2 PP	-4 PP	-6 PP

Key Insights

Individual service ratings show particularly high satisfaction with recreation facilities (95%), maintenance of parks and green space (94%), and parks, sports fields, and trails (94%).

Satisfaction with council (71%) is lower relative to other services.

The data shows that satisfaction with several municipal services (such as roadways and sidewalk maintenance, snow removal, surface water drainage, and council decision-making) has declined since 2023 and previous years.

In contrast, services like leaf collection, tree health and pest management, transit, and recreation programs have seen moderate gains in satisfaction over time.

Q: To the best of your ability, please rate your level of satisfaction with the following services by indicating whether you are Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied. (n=755)

Quality of life and service satisfaction (5/6)

Derived Importance Methodology

Priority Matrix: Using respondents' satisfaction levels with Municipal services a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between their satisfaction with individual services and their overall satisfaction. Attributes with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given service.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction with Municipal services.

Priority Matrix

Factor	Performance	Importance	Priority Rank
Council (council decision making, open, accountable, transparent local government)	71%	9.4	1
Roadways and sidewalk maintenance	78%	8.5	2
Snow removal – roads, sidewalks, and walkways	79%	8.3	3
Parking management	79%	7.4	4
By-law enforcement	80%	7.8	5
Transit service	82%	8.3	6
Surface water drainage	85%	8.1	7
Service Burlington	90%	8.5	8
Tree health and pest management	88%	6.7	9
Animal Control Services	89%	7.2	10
Recreation programs	90%	7.8	11
Leaf collection	93%	7.2	12
Festivals and events	93%	6.3	13
Maintenance of parks and green space	94%	6.7	14
Parks, sports fields and trails	94%	5.4	15
Recreation facilities	95%	5.6	16

Key Insights

Using Deloitte's proprietary derived importance methodology, it was found that the top priorities related to Municipal services were Council, roadways and sidewalk maintenance, snow removal, parking management, and by-law enforcement.

The City of Burlington should focus on the higher priority areas when making improvements, to best meet the needs of community members.

Quality of life and service satisfaction (6/6)

Derived Importance Methodology

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- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction with Municipal services.

Priority Comparison

Factor	2025 Ranking	2023 Ranking	2021 Ranking
Council (council decision making, open, accountable, transparent local government)	1	1	5
Roadways and sidewalk maintenance	2	4	9
Snow removal – roads, sidewalks, and walkways	3	6	4
Parking management	4	5	1
By-law enforcement	5	3	2
Transit service	6	2	3
Surface water drainage	7	14	12
Service Burlington	8	12	16
Tree health and pest management	9	7	6
Animal Control Services	10	10	7
Recreation programs	11	8	13
Leaf collection	12	11	8
Festivals and events	13	15	18
Maintenance of parks and green space	14	16	17
Parks, sports fields and trails	15	18	19
Recreation facilities	16	17	15

*Please note there were 19 factors in the 2023 survey and 20 factors in the 2021 survey.

Key Insights

Council decision-making and transparency remains the top priority in 2025, suggesting growing concern about governance and accountability.

Roadway and sidewalk maintenance has also moved up significantly, from ninth in 2021 to second in 2025, reflecting increased resident focus on core infrastructure.

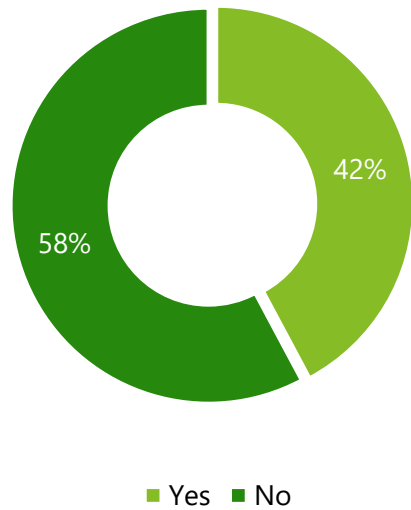
Some services, such as transit, have dropped in priority (from second in 2023 to sixth in 2025), possibly indicating either improved satisfaction or shifting resident needs.

Other areas like surface water drainage and Service Burlington have climbed in priority.

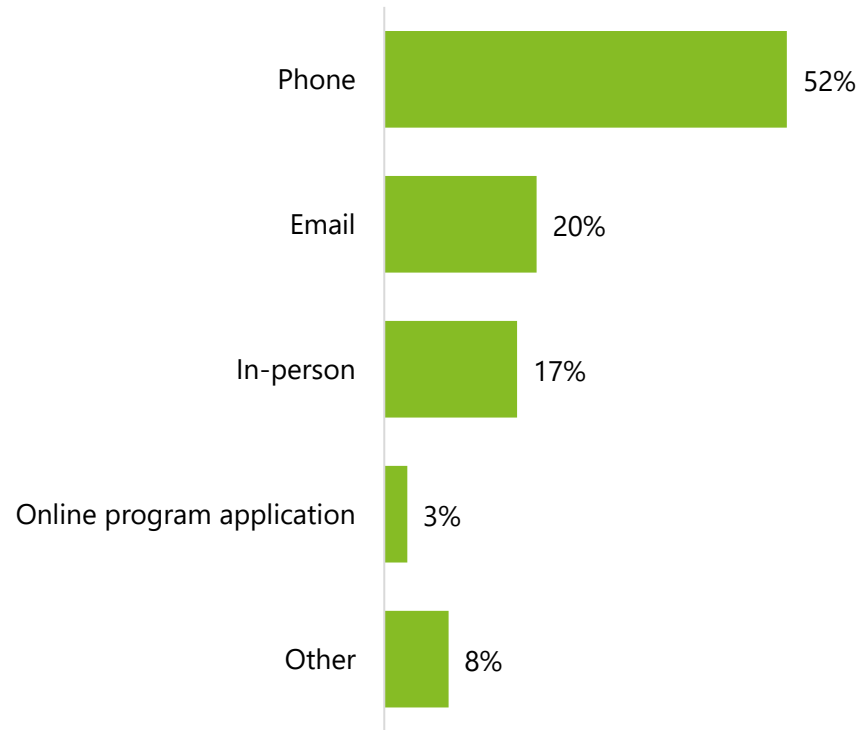
Customer service

Customer service (1/2)

Interaction with the City over the past year



Channel for communicating with the City



Key Insights

In the past 12 months, 42% of Burlington residents reported contacting or communicating with the City or its employees, while 58% did not.

Among those who reached out, the most common method was by phone (52%), followed by email (20%) and in-person visits (17%).

A smaller proportion used online program applications (3%) or other methods (8%), indicating a continued preference for traditional communication channels when engaging with the City.

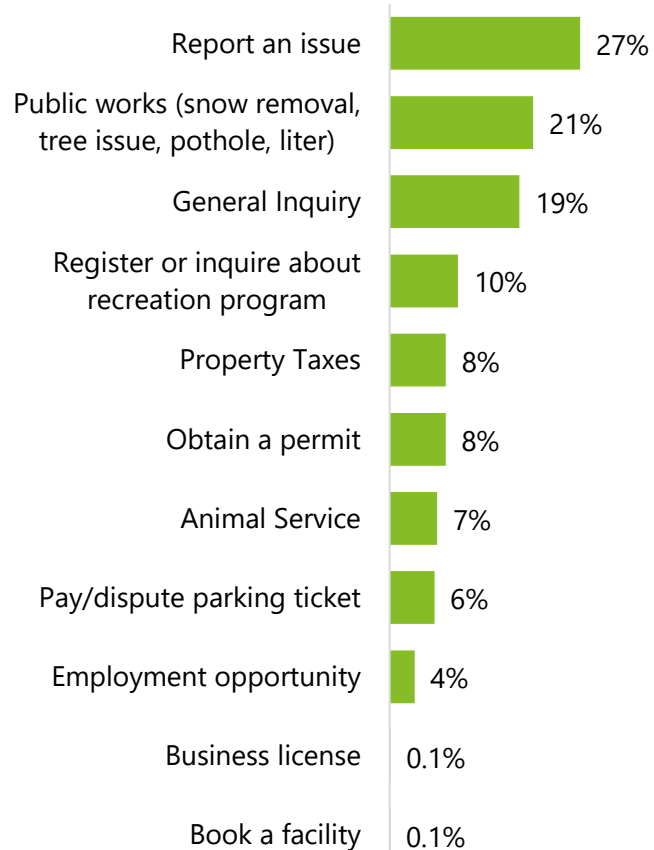
Q: In the past 12 months, have you contacted or communicated with the City of Burlington or one of its employees? (n=755)

Q: How did you contact or communicate with the City or one of its employees? (n=316)

Customer service (2/2)

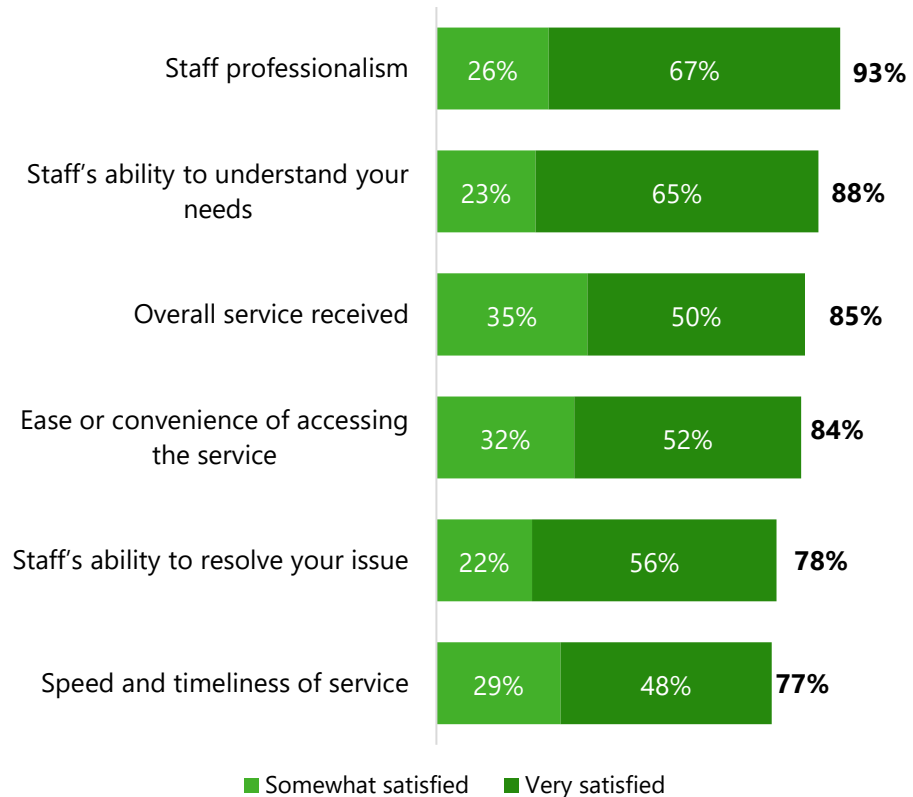
Reason for contacting the City

(Filter: Residents who had a recent interaction with the City)



Satisfaction with aspects of interaction with the City

(Filter: Residents who had a recent interaction with the City)



Key Insights

The most common reasons for contacting the City are to report an issue (27%), address public works concerns (21%), and make general inquiries (19%).

Satisfaction with City interactions is high overall, with 85% satisfied with the service received and 93% rating staff professionalism positively.

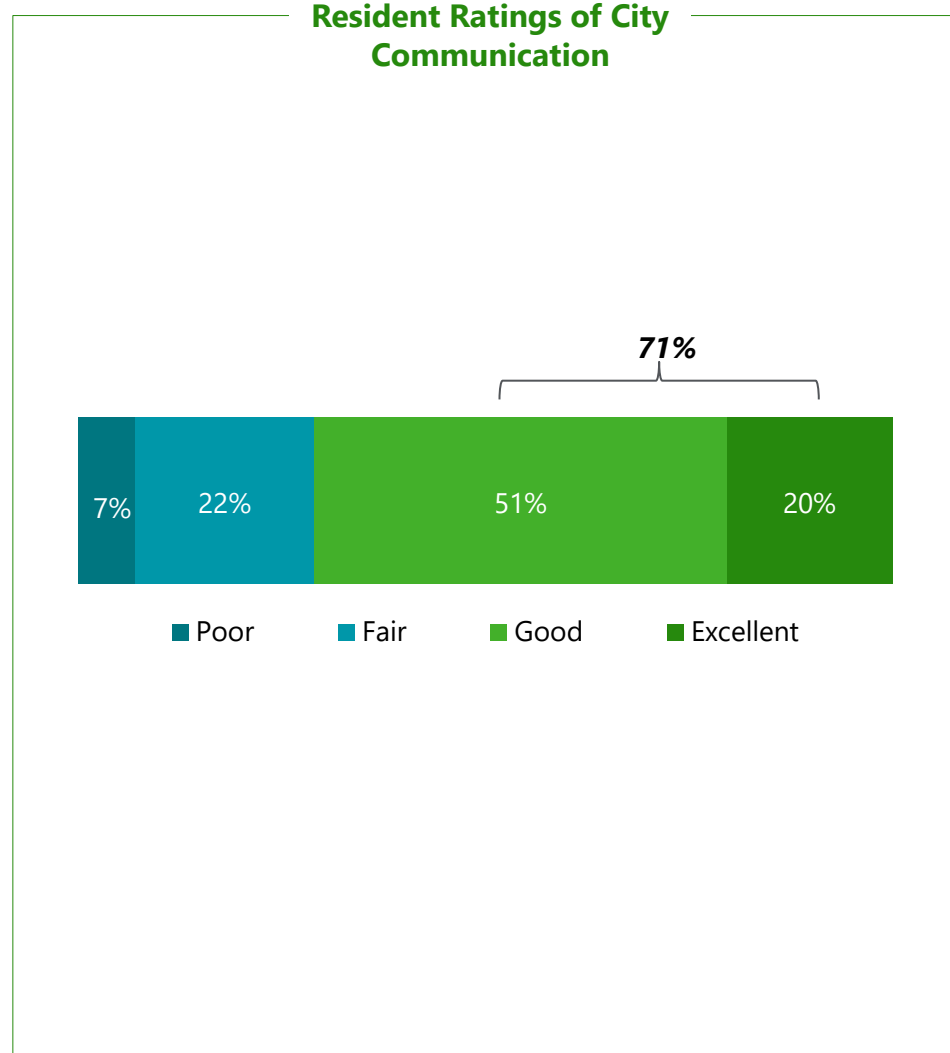
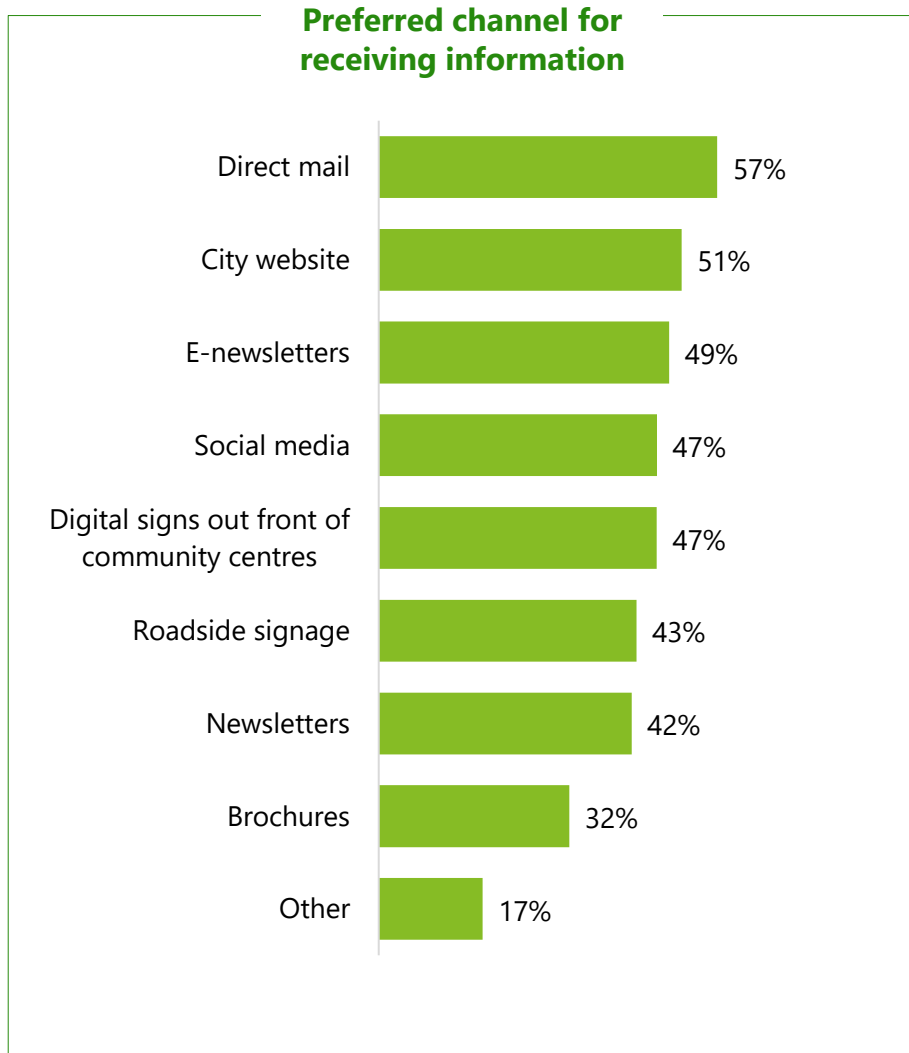
However, satisfaction is slightly lower for speed and timeliness (77%) and issue resolution (78%), indicating some room for improvement in these areas.

Q: Which of the following best describes the reason you contact the City or one of its employees? (n=316)

Q: To the best of your ability, please rate your level of satisfaction with each of the following aspects of your interaction with the City? (n=316)

Community engagement

Community engagement (1/2)



Key Insights

Residents of Burlington prefer to receive information from the City through a variety of channels, with the most popular being direct mail (57%), the City website (51%), e-newsletters (49%), social media (47%), and digital signs at community centres (47%).

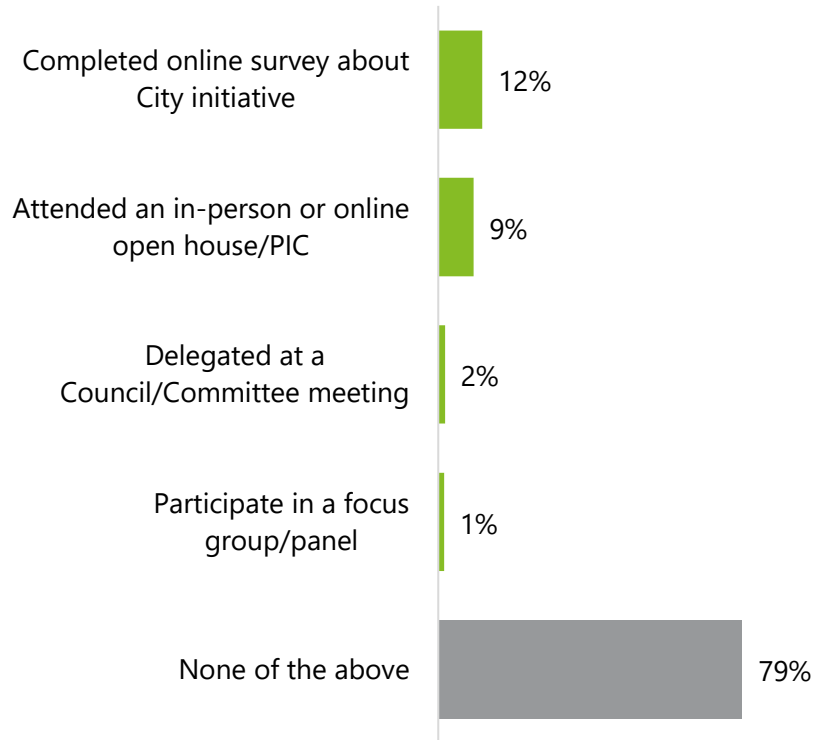
When asked to rate the City's communication effectiveness, 71% of residents responded with "Good" or "Excellent," while 29% rated it as "Fair" or "Poor," indicating overall positive perceptions but also some room for improvement.

Q: How do you prefer to receive information from the City? Please select all that apply (n=755)

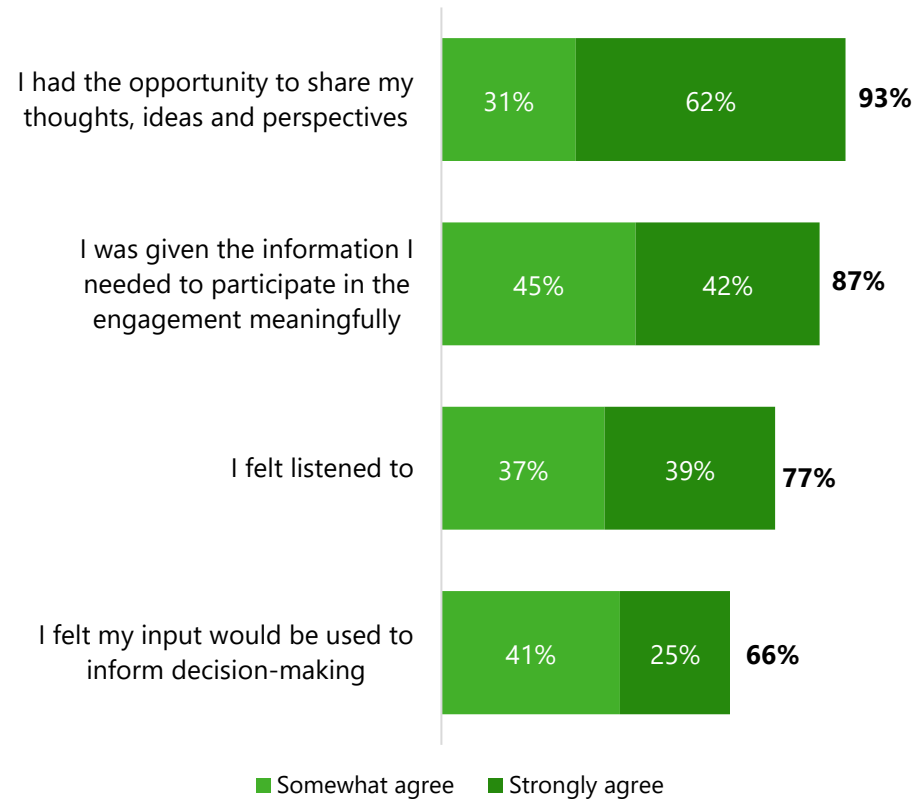
Q: How would you rate the City of Burlington in terms of how well it communicates with residents about services, programs, policies and plans? (n=755)

Community engagement (2/2)

Participation in engagement activities



Agreement with statements related to engagement



Key Insights

In the past year, 79% of Burlington residents did not participate in any City engagement activities, while 12% completed an online survey, 9% attended an open house, and smaller percentages took part in focus groups or delegated at council meetings.

Among those who engaged, 93% agreed they had the opportunity to share their thoughts, and 87% felt they received the information needed to participate meaningfully.

Additionally, 77% felt listened to, and 66% believed their input would inform decision-making.

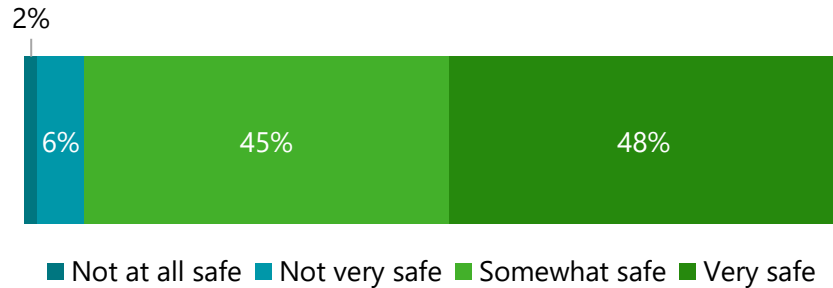
Q: In the past 12 months, have you participated in any of the following engagement activities? (n=755)

Q: Thinking about your most recent engagement with the City, please indicate whether you agree or disagree with the following statements: (n=166)

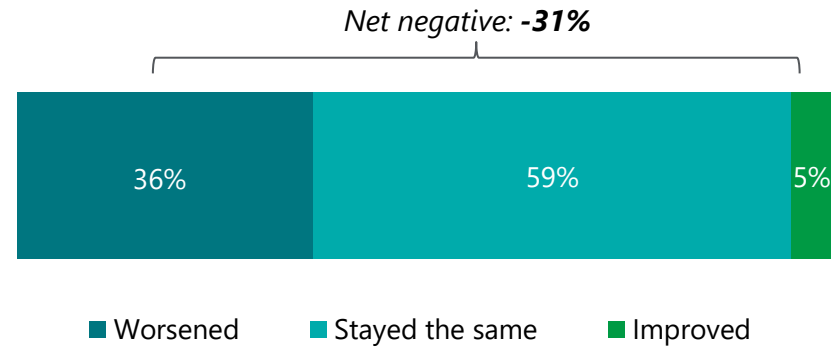
Community safety

Community safety

Resident perception of safety



Changes in community safety over the past 2 years



Key Insights

Most Burlington residents perceive their community as safe, with 93% describing it as either "very safe" (48%) or "somewhat safe" (45%).

However, when reflecting on changes over the past two years, 36% feel that community safety has worsened, while 59% believe it has stayed the same and only 5% think it has improved.

This suggests that despite high overall feelings of safety, there are growing concerns about recent trends in community safety.

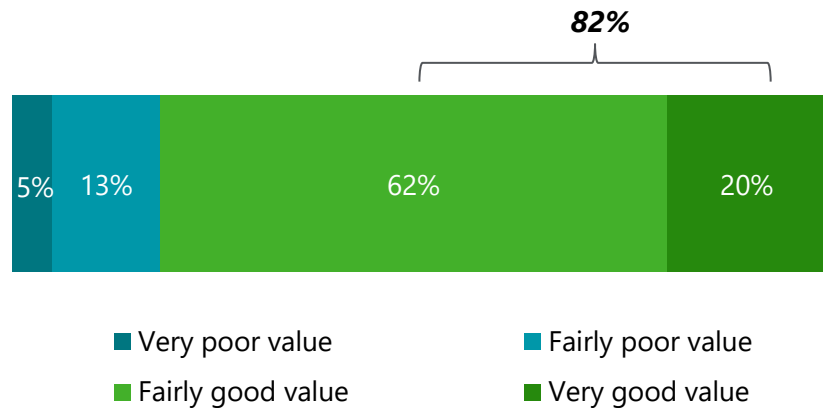
Q: Overall, how would you describe community safety in the City of Burlington? (n=755)

Q: Over the past 2 years, do you feel community safety in the City of Burlington has... (n=755)

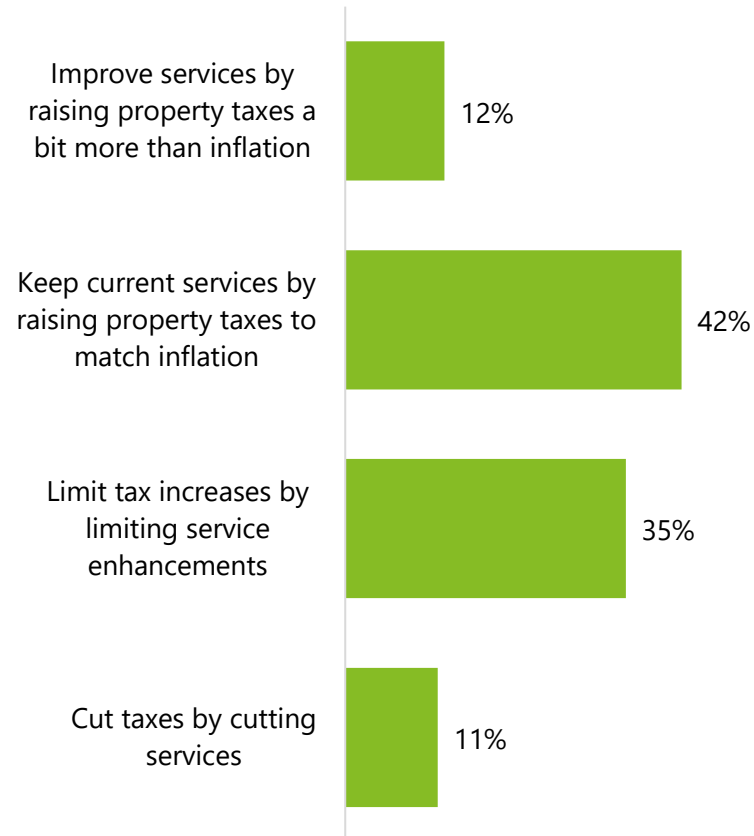
Taxation

Taxation

Perceived value for taxes



Preferred options for managing the City budget



Key Insights

A strong majority of Burlington residents (82%) feel they receive good value for their tax dollars, with 62% rating it as "fairly good" and 20% as "very good." Only 18% perceive the value as poor.

When it comes to managing the City's yearly budget, the most supported option is keeping current services by raising property taxes to match inflation (42%).

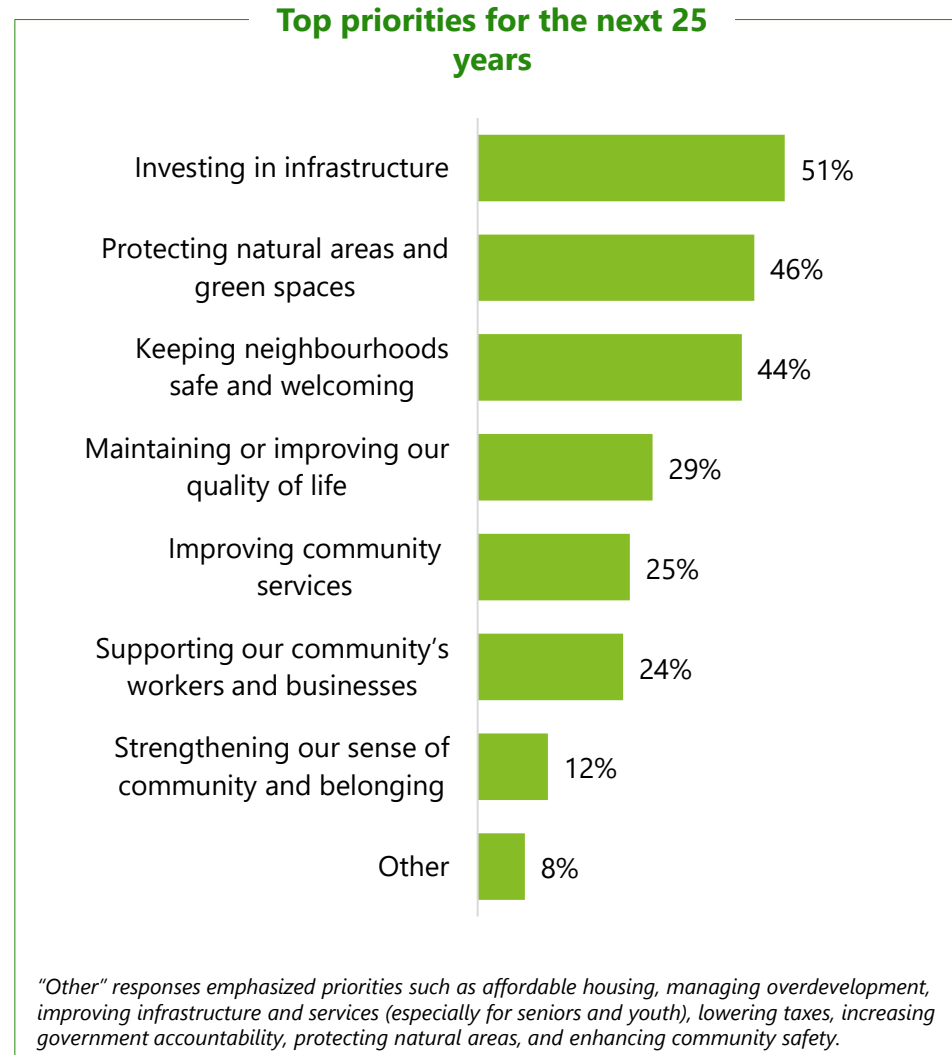
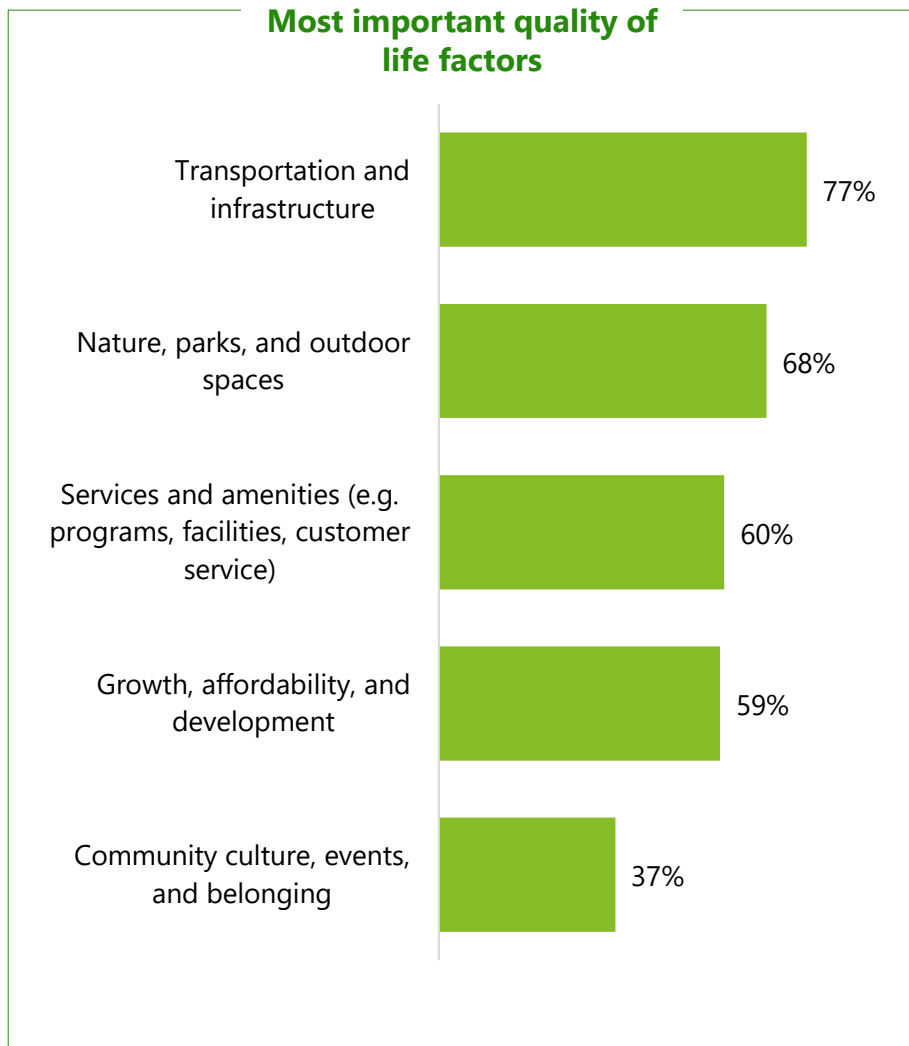
This is followed by limiting tax increases by limiting service enhancements (35%), improving services with slightly higher tax increases (12%), and cutting taxes by cutting services (11%).

Q: Thinking about all the programs and services you receive from the City of Burlington; how would you rate the overall value of what you receive for your tax dollars? (n=755)

Q: Which of the following four options would you most support for managing the City's yearly budget? (n=755)

Resident visions and growth priorities

Resident visions and growth priorities (1/2)



Key Insights

The data indicates that transportation and infrastructure (77%) and nature, parks, and outdoor spaces (68%) are the most frequently ranked among the top three factors influencing residents' quality of life.

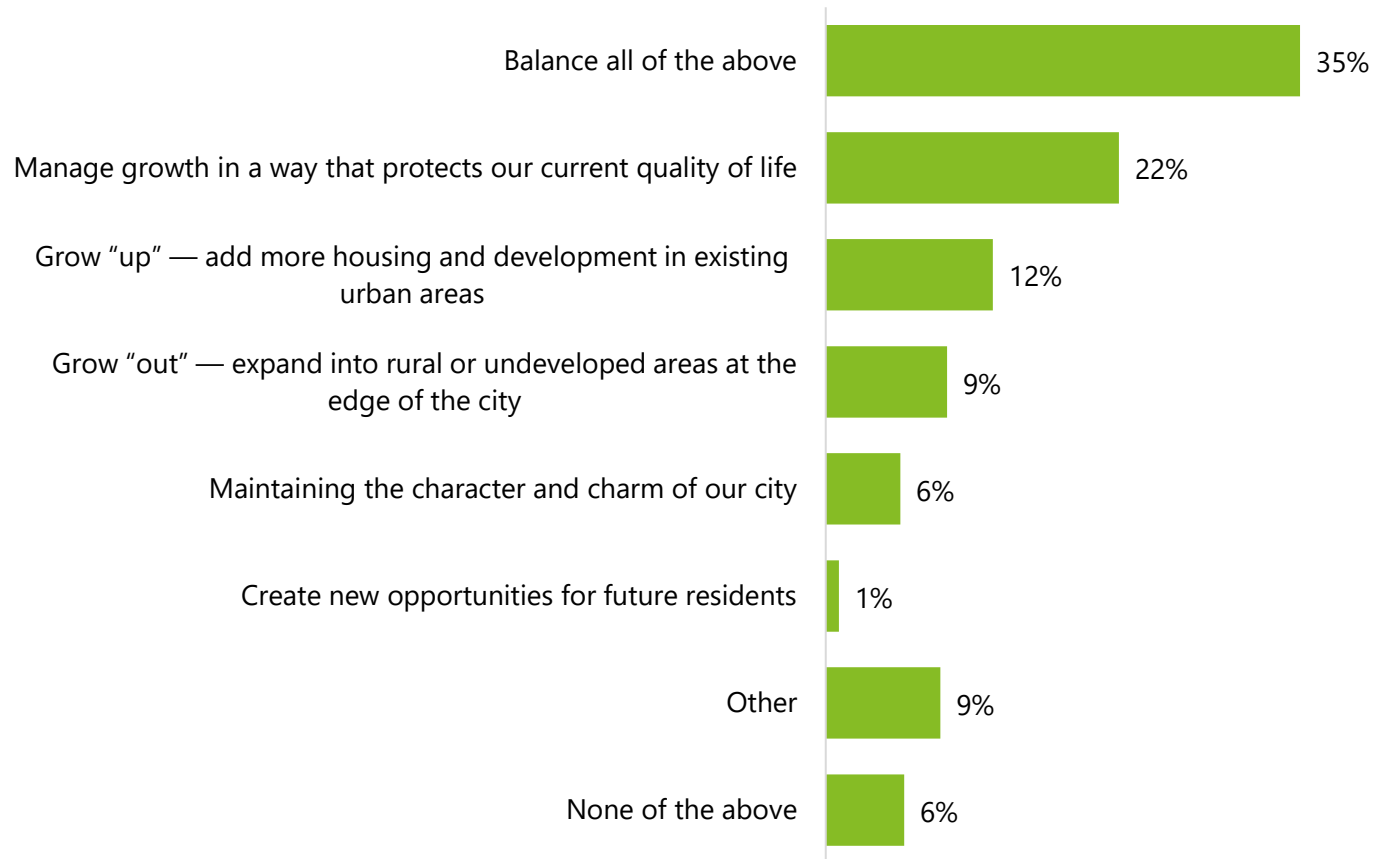
As Burlington grows, residents' top priorities are investing in infrastructure (51%), protecting green spaces (46%), and keeping neighborhoods safe and welcoming (44%).

Q: When you think about your quality of life today, which area matters most to you? (n=755)

Q: As our city grows over the next 25 years, which of the following should be our top priorities? (n=755)

Resident visions and growth priorities (2/2)

Priorities for quality of life



"Other" responses emphasized the need to improve road and transit infrastructure, manage or limit population growth and intensification, provide more affordable and diverse housing, maintain quality of life, and ensure that services and amenities keep pace with a growing population.

Q: By 2051, the City of Burlington is projected to have a population of 265,000 (an increase of 40% compared to today). What do you think the City should focus on to make life better now and for future generations? (n=755)

Key Insights

When asked how the City should approach future growth, the most popular choice was to "balance all of the above" (35%), followed by managing growth to protect quality of life (22%) and focusing on urban development ("grow up" at 12%).

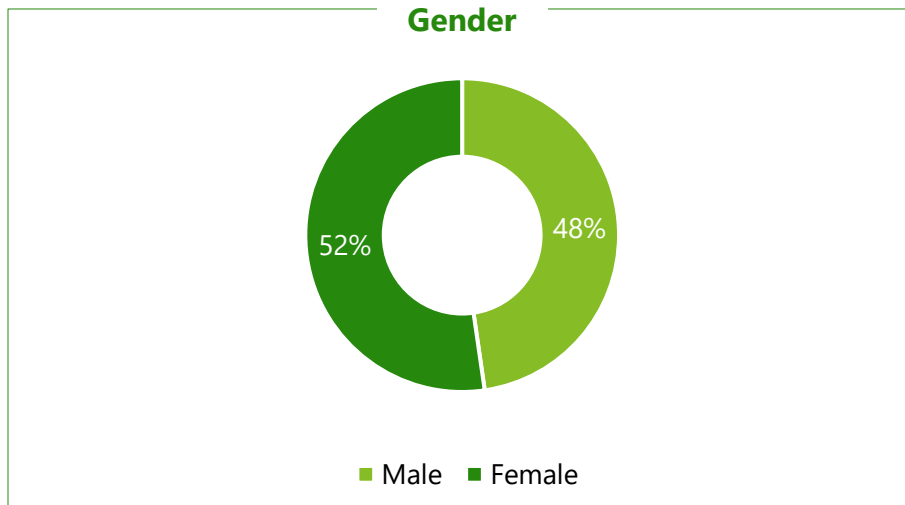
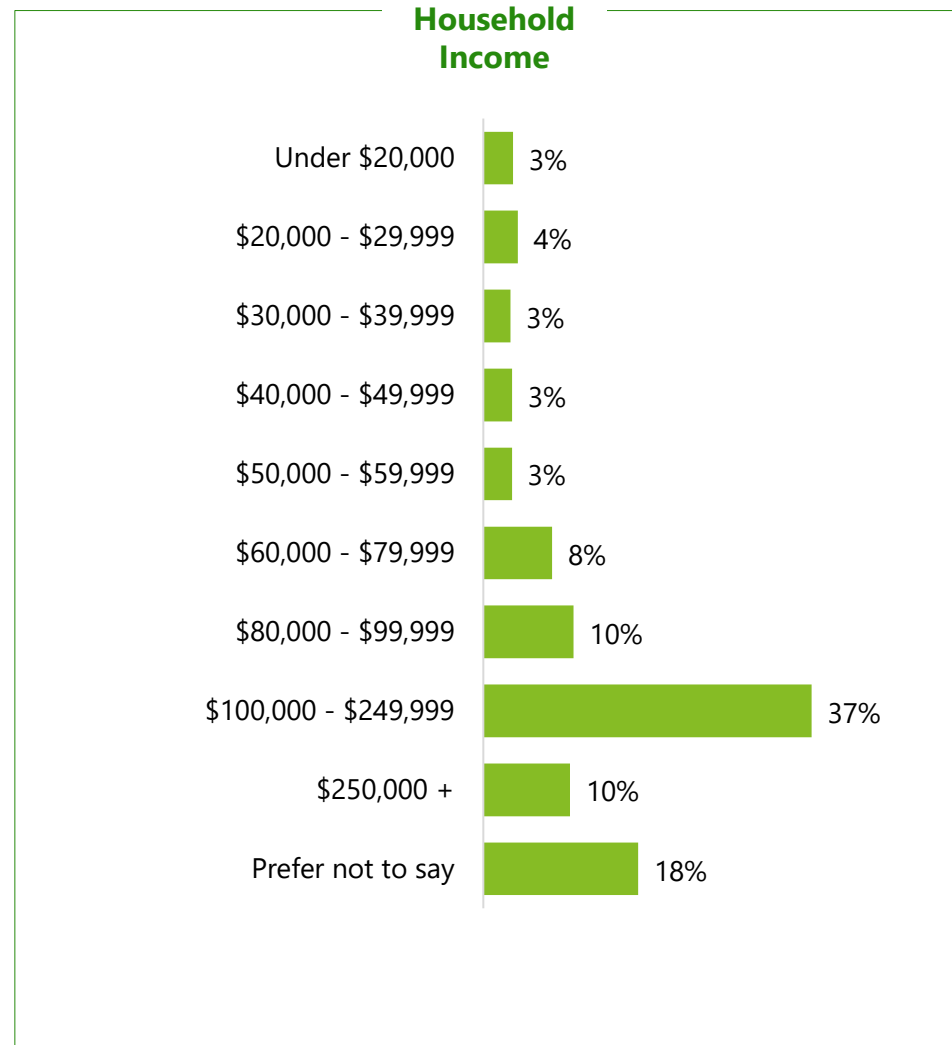
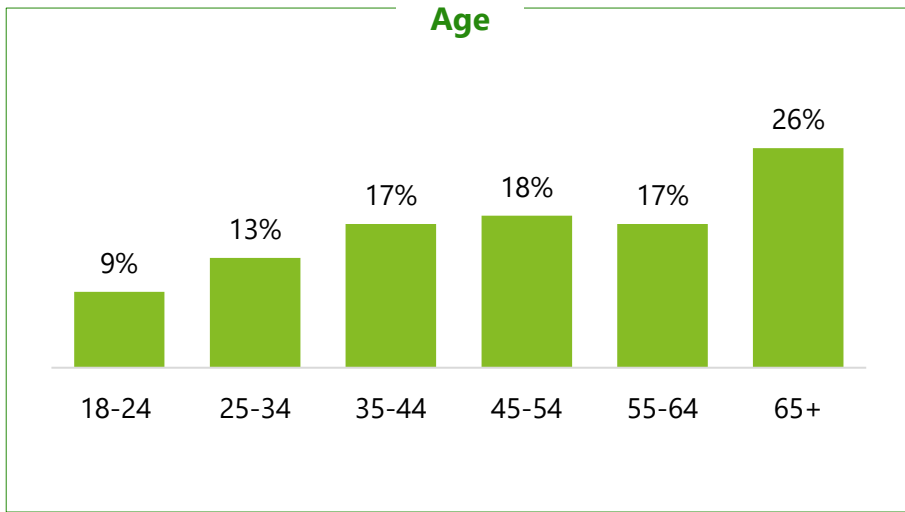
This shows strong support for a balanced and sustainable approach to growth.

Demographics

Demographics (1/2)

Key Insights

The survey responses have been weighted by age and gender according to the 2021 Canadian Census profile for the City of Burlington to ensure the findings are representative of the population.

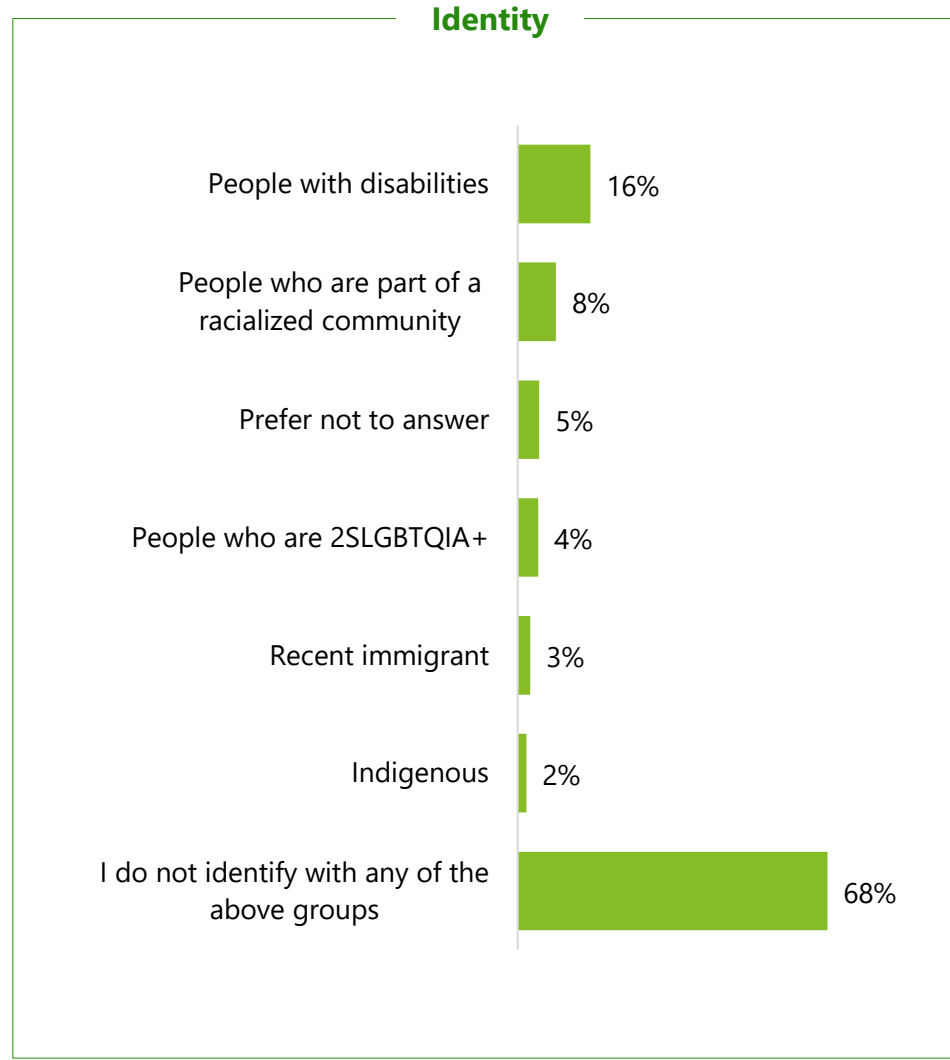
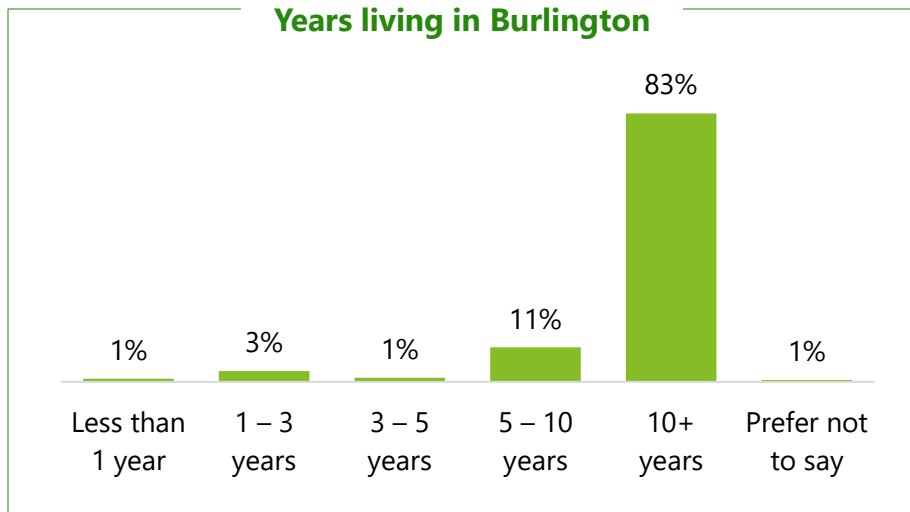
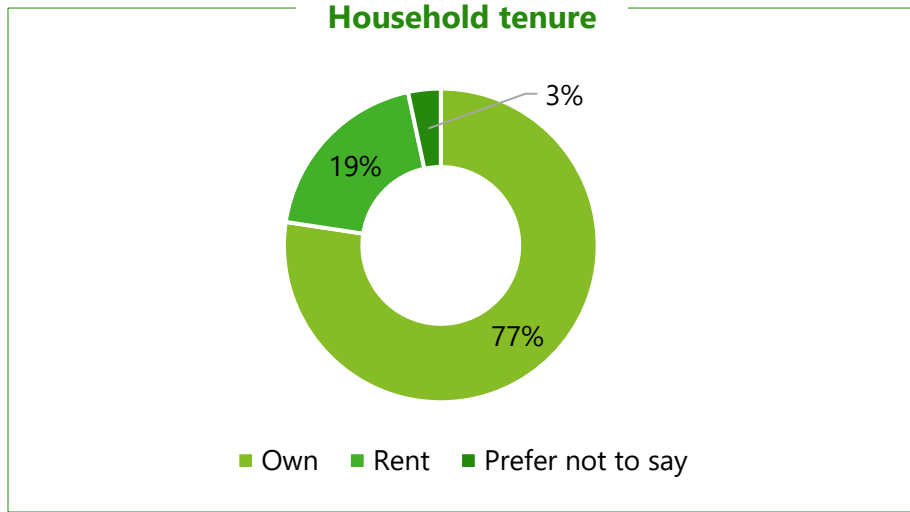


Q: Can you please tell me which of the following age groups you are in? (n=755)

Q: With which gender do you identify? (n=755)

Q: What is your household income before taxes? (n=755)

Demographics (1/2)



Key Insights

The majority of respondents are long-term Burlington residents, with 83% having lived in the city for over 10 years and 77% owning their homes.

Most do not identify with equity-deserving groups (68%), although 16% identify as people with disabilities, and smaller proportions identify as recent immigrants (3%), Indigenous (2%), or part of a racialized community (8%).

Q: What is your household tenure? (n=755)
 Q: How long have you lived in Burlington? (n=755)
 Q: Do you identify as a member of the following groups? (n=755)



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