

## 2025 Listening to Toronto Survey

**Date:** September 15, 2025

**To:** Executive Committee

**From:** City Manager

**Wards:** All

### **SUMMARY**

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In 2024, the City Manager's Office launched the Listening to Toronto public opinion survey to gather insights on a range of topics, including satisfaction with select City services, perceptions of quality of life in Toronto, and residents' experiences interacting with the City. Now in its second year, the survey builds on the initial baseline findings and introduces new areas of focus based on emerging priorities.

The 2025 Listening to Toronto survey was conducted by Ipsos LP between August 1 and August 18, 2025. This year's results offer a valuable comparison to the 2024 baseline, enabling the City to track progress over time. In addition to benchmarking performance, the findings complement data collected through 311 and other City-led initiatives, contributing to a more comprehensive understanding of service delivery and resident needs.

### **RECOMMENDATIONS**

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The City Manager recommends that:

1. The Executive Committee receive this report for information.

### **FINANCIAL IMPACT**

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There are no current or known future year financial implications resulting from the adoption of the recommendation contained in this report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact statement.

## DECISION HISTORY

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On December 10, 2024, Executive Committee adopted EX19.28 – Listening to Toronto Survey. [Agenda Item History - 2024.EX19.28](#)

## COMMENTS

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Survey overview:

The City Manager initiated the Listening to Toronto public opinion survey to support service excellence and continuous improvement. The goal of the survey is to measure Torontonians' satisfaction with select City services and to track perceptions of quality of life related to key factors over time.

Ipsos LP was selected as the polling vendor for the 2025 survey, which was conducted between August 1 and August 18, 2025. A representative sample of 1,138 Toronto residents aged 18 and older participated in the online survey. Quotas and weighting were applied to ensure the sample accurately reflected Toronto's population by age, gender, and region, based on the latest data from the 2021 Statistics Canada Census.

Based on their significant impact on residents' daily lives, the following service areas and aspects of quality of life were selected for this year's Listening to Toronto survey:

- Quality of Life and Satisfaction
- Getting Around the City
- Recreation Programs
- Library Programs
- Parks
- Social Services
- Public Safety
- Cleanliness
- Housing Policy
- Service Interactions
- Communications

Comparative analysis of 2025 and 2024 survey results:

- **Quality of Life:** Seven in ten Torontonians (69%) rated the quality of life in Toronto as good or very good in 2025, a 5% increase compared to 2024.
- **Streets and Transportation:** Satisfaction with Toronto's streets and transportation system remained stable, with 61% of residents expressing satisfaction, consistent (+2 points) with 2024 results.
- **Recreation Programs:** Among the 38% of residents who used City-provided recreation programs or services, satisfaction was extremely high. Over nine in ten (95%) reported being satisfied, a 5% increase from 2024.

- **Parks and Outdoor Spaces:** A strong majority (81%) expressed satisfaction with parks and outdoor spaces (+1% over 2024). However, satisfaction with park washrooms remained low at 50%, statistically unchanged (-3%) from 2024.
- **Social Services:** Satisfaction among users of City social services remained high, with 83% (+2% over 2024) satisfied with their experience. Additionally, 88% were satisfied with the quality of service, a 4% increase over 2024.
- **Public Safety:** Overall, 65% of Torontonians reported feeling safe in the city, a 6% increase compared to 2024.
- **Cleanliness:** Satisfaction with overall cleanliness rose to 61%, a 3% increase from 2024. Satisfaction with cleanliness is highest for local neighbourhoods where residents live (74%, +6% over 2024). However, satisfaction with graffiti removal (46%) and dead wildlife removal (53%) remained a concern.
- **Service Interactions:** Among residents who contacted the City, 82% were satisfied with their most recent interaction, a 7% improvement over 2024.
- **Communications:** Satisfaction with the City's overall quality of general information and communication reached 63%, marking a 5% increase from the previous year.

New questions introduced in 2025:

- **Perception of City Services:** Nearly half of Torontonians (47%) believe that City services have improved compared to the previous year.
- **Library Services:** Among the 55% of residents who used library programs or services, 95% reported being satisfied with their experience. Additionally, 92% expressed satisfaction with the hours of operation at the library branches they use.
- **Recreation Program Registration:** Among users of recreation programs, nearly nine in ten (86%) were satisfied with their method of registration.

This year's polling results build on the baseline benchmark data collected in 2024, establishing a foundation for tracking progress in service improvements and shifts in public sentiment over time. The findings will be used to compare future survey results and assess changes in resident satisfaction and perceptions.

In addition, the survey data complements information gathered through 311 and other data collection initiatives led by City divisions. Together, these datasets provide a comprehensive view of service performance and will inform strategic decision-making, support resource prioritization, and guide improvements to better meet the needs of residents of Toronto.

## **CONTACT**

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## **SIGNATURE**

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Paul Johnson  
City Manager

## **ATTACHMENTS**

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Attachment 1: Presentation - Summary: 2025 Listening to Toronto Survey (Ipsos LP)