

2025 LISTENING TO TORONTO SURVEY

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Executive Committee Presentation
September 2025



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Listening to Toronto Survey |
September 2025 |



01

INTRODUCTION

Background and Objectives

Background

The City of Toronto sought to understand opinions on different focus areas related to municipal services in the city of Toronto and gather feedback from residents on topics including quality of life and satisfaction with the city, social and community services, public safety, cleanliness, experiences of contacting the city and other resident opinions.

The research would help inform the City of Toronto in making decisions about municipal services.

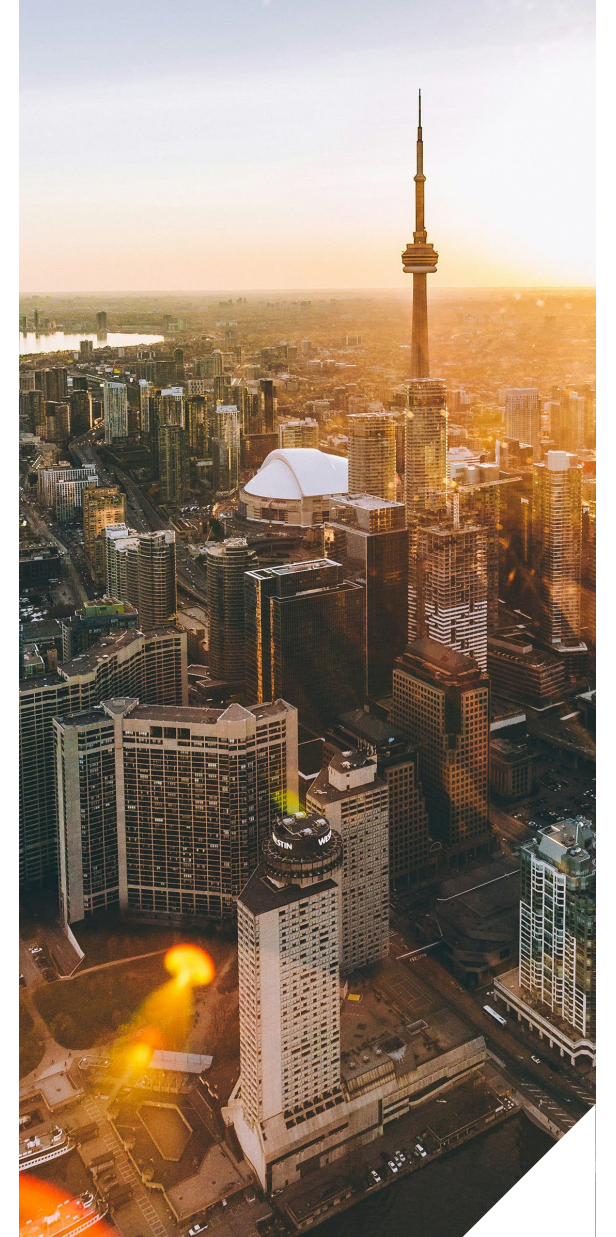
Tracking

This report presents results from 2025, tracking public opinion from the baseline wave conducted in 2024. New questions were added to the 2025 round of research. For these new questions there is no comparable data available for 2024.

Objectives

The objectives of the survey were to engage Torontonians to better understand satisfaction and preferences concerning certain services and priority areas, including:

- Most important issues
- Perceptions of quality of life and other aspects of living in Toronto
- Priorities for the City
- Deep-dive into perceptions and satisfaction with transportation, recreation programs, parks, library, social services, public safety, cleanliness, and service interactions.
- Opinions about communication with residents from the City
- And other topics



Methodology

A representative sample of n=1,138 Toronto residents 18 years of age and older have been surveyed online.

A representative sample ensures that the research findings are reflective of the opinions of adult Toronto residents.

The sample includes:

- n=1,004 respondents recruited from an online panel in English.
- n=134 in-language surveys conducted online n= 31 Cantonese, n= 31 Mandarin, n=32 Portuguese, n=19 Punjabi, n= 21 Tamil from an online panel.
- n=1,138 completed surveys in total.

Fieldwork Period

The survey was fielded between August 1 and 18, 2025.

Sampling Quotas and Weighting

Quotas and weighting were used to ensure the sample was representative of the surveyed population by:

- Age
- Gender
- Region






Sampling quotas and weighting were designed to match the latest Statistics Canada Census figures (2021).





02

KEY FINDINGS

Key Findings – KPIs

Question	2025 Results	2024 Results	Change
Rating Quality of Life	69%	64%	+5 % 
Satisfaction with Streets and Transportation	61%	59%	+2%
Satisfaction with Recreation Programs	95%	90%	+5% 
Satisfaction with Registration for Recreation Programs	86%	-	-
Satisfaction with Library Programs	95%	-	-
Satisfaction with Parks or Outdoor Spaces	81%	80%	+1%
Satisfaction with Social Services	83%	81%	+2%
Perceptions of Public Safety	65%	59%	+6% 
Perceptions of Overall Cleanliness	61%	58%	+3%
Satisfaction with Service Interactions	82%	75%	+7% 
Perceptions of Communications	63%	58%	+5% 
Perceptions of City Services Improvement Over Past Year	+47%	-	-

  Arrows indicate a statistically significant difference between waves.



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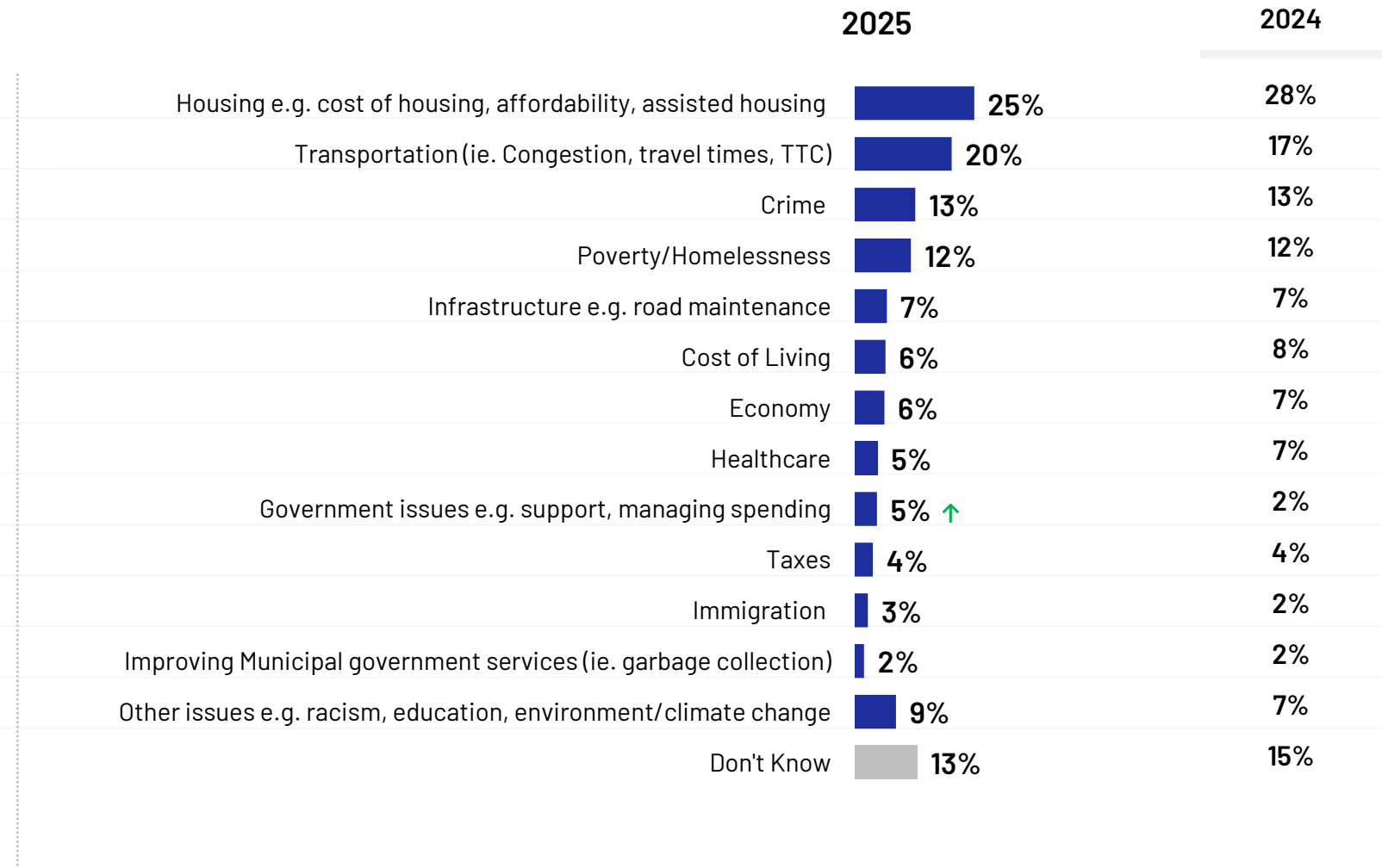
QUALITY OF LIFE AND SATISFACTION

Top Local Issue in Toronto Needing Attention

Torontonians were asked what the most important “local” or “municipal” issue which they feel should receive the greatest attention from their local leaders in the City of Toronto. One in four (25%) Torontonians said “housing”, for example cost of housing, affordability or assisted housing.

The second most important issue which should receive the greatest attention is transportation (20%), for example, traffic, congestion, increased commute times and public transportation. This is followed by crime (13%) and poverty/homelessness (12%).

Housing was significantly more likely to be mentioned by Torontonians in Old Toronto/East York (30%) than Torontonians in other areas: North York (23%), Scarborough (22%) and Etobicoke/York (21%).



Base: All respondents 2025 (n=1138); 2024 (1142).
Q4. In your view, in the City of Toronto, what is the most important “local” or “municipal” issue you feel should receive the greatest attention from your local leaders?



Current Quality of Life in Toronto

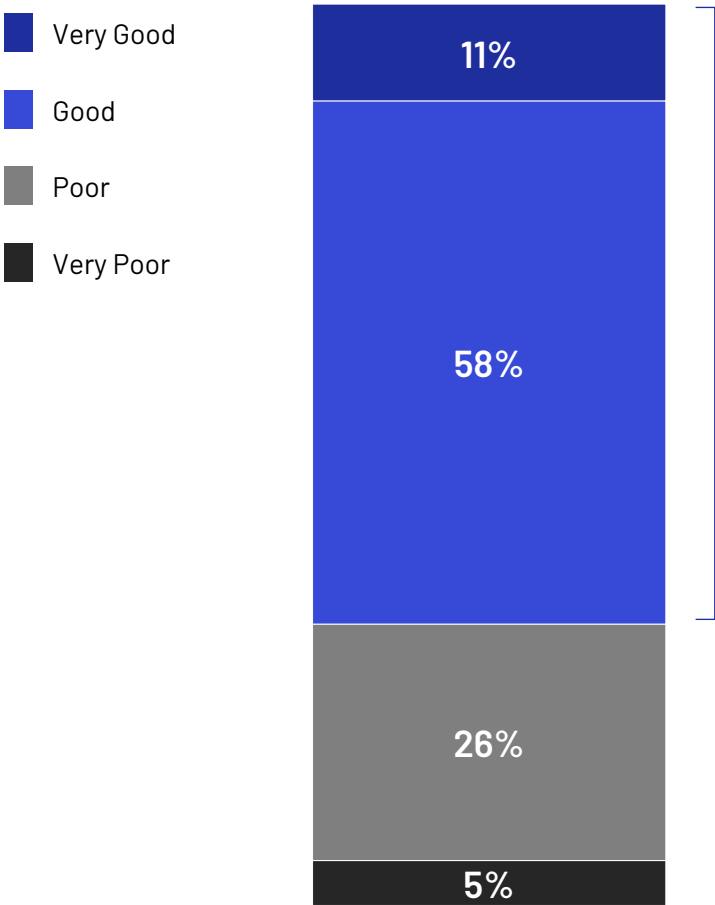
Roughly seven in ten (69%) Torontonians rate the quality of life in Toronto as good or very good, significantly higher compared to last year (64%). About three in ten (31%) Torontonians rate the quality of life as poor or very poor.

Torontonian males (73%) are more likely to rate the quality of life in the city of Toronto today as good or very good, compared to Torontonian females (66%).

Torontonians who are satisfied with the transportation system rate the quality of life as good or very good (81%) compared to Torontonians who are dissatisfied with the transportation system (49%).

Torontonians aged 35-54 are less likely (63%) to be satisfied with the quality of life in Toronto compared to Torontonians aged 18-34 and 55 or older (both 72%).

Disabled Torontonians are more likely to be dissatisfied (39% vs. 29% of non-disabled Torontonians).



69%↑ (64% 2024)
Total Good

GOOD/VERY GOOD

Males 73%

Females 66%

18-34 years 72%

35-54 years 63%

55+ years 72%

Satisfied with transportation system 81%

Not satisfied with system 49%

POOR/VERY POOR

Disabled Torontonians 39%

Non-disabled 29%

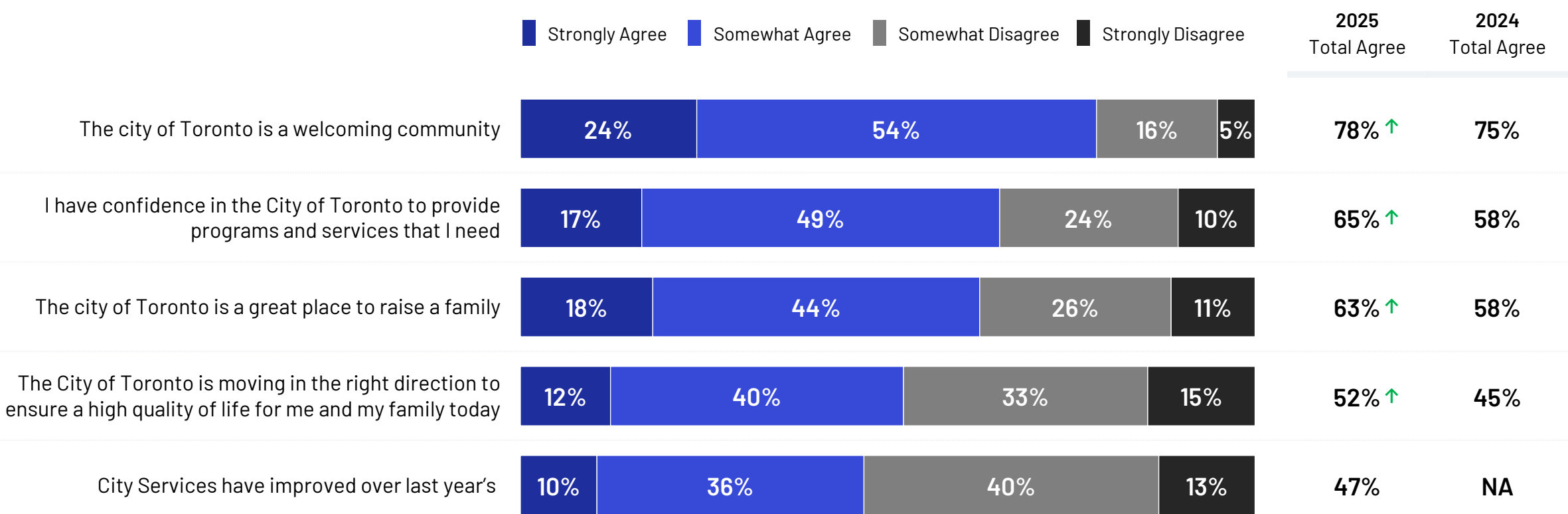
Base: All respondents 2025 (n=1138); 2024 (n=1142).

Q5. Overall, how would you rate the quality of life in the City of Toronto today?



Agreement with Statements About the City of Toronto

Close to four in five (78%, +3 points versus 2024) Torontonians say the city is a welcoming community. Close to two in three (65%, +7 points) Torontonians have confidence in the City of Toronto to provide programs and services that they need, slightly more than the proportion who believe the City of Toronto is a great place to raise a family (63%, +5 points). Roughly half of Torontonians believe the City of Toronto is moving in the right direction to ensure a high quality of life for me and my family today (52%, +7 points) or that City Services have improved over last year's (47%). All statements that were also asked last year are significantly higher this year.



Base: All respondents 2025 (n=1138); 2024 (n=1142).
Q7. To what extent would you agree or disagree with the following statements about the City of Toronto?





04

GETTING AROUND THE CITY

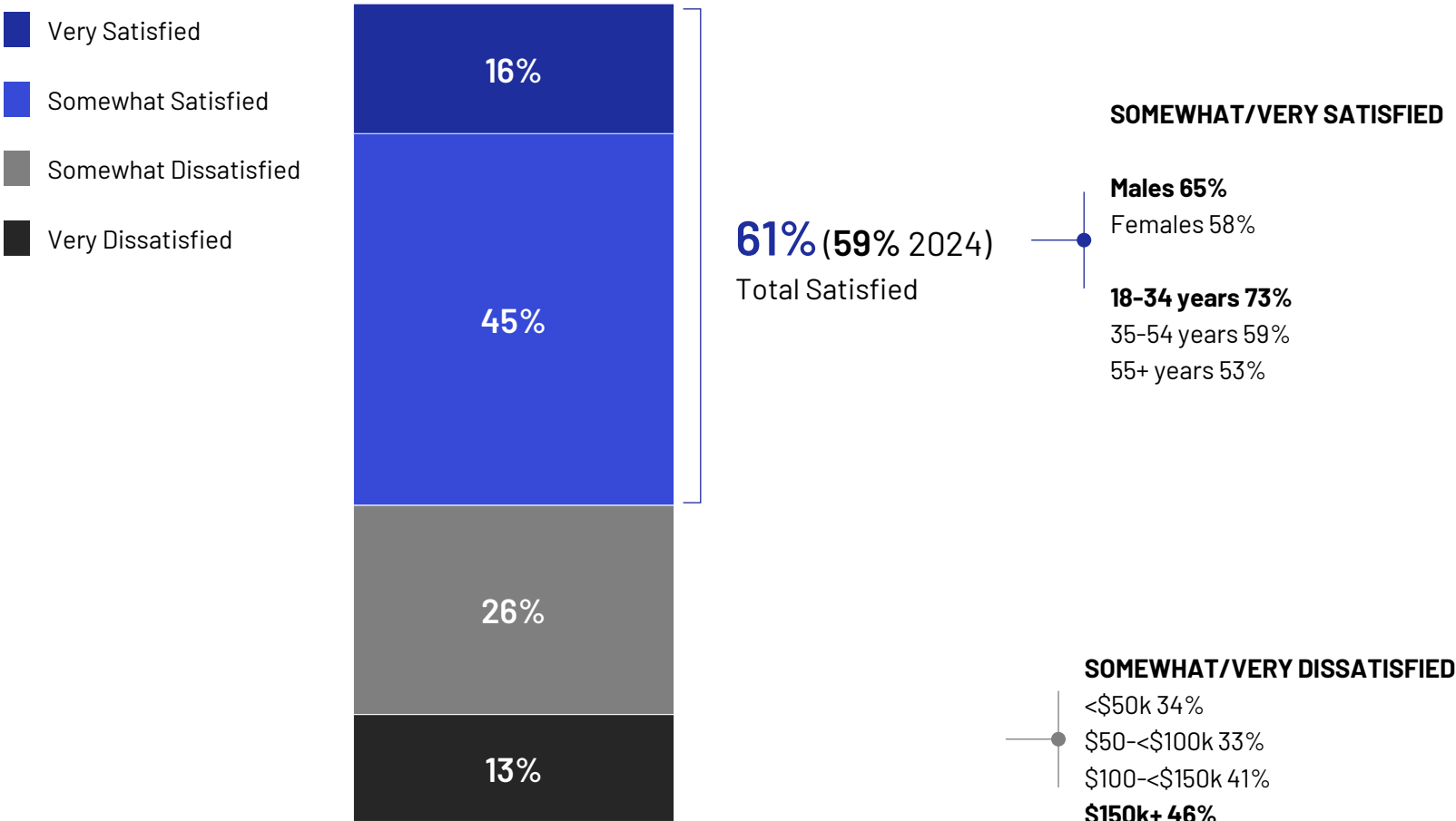
Satisfaction with Toronto's Streets and Transportation System

Roughly three in five (61%) Torontonians are very or somewhat satisfied with Toronto's streets and transportation system overall, statistically unchanged from 2024.

Satisfaction is higher among Torontonian males (65% vs. 58% of Torontonian females) and Torontonians 18-34 years of age (73% vs. 59% of Torontonians 35-54 years of age and 53% of Torontonians 55 or older).

Two in five (39%) Torontonians are very or somewhat dissatisfied with Toronto's streets and transportation system overall.

Dissatisfaction is higher among Torontonians with household incomes \$150k or more (46%).



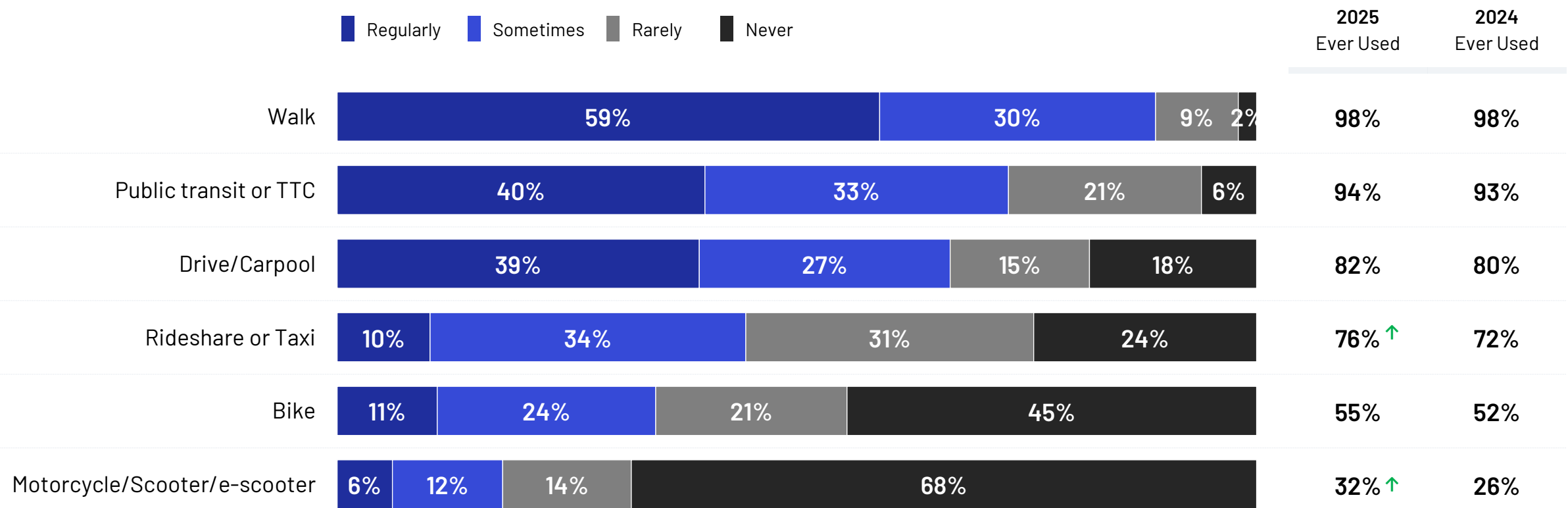
Base: All respondents 2025 (n=1138); 2024 (n=1142).

Q14. How satisfied are you with the City of Toronto's streets and transportation system overall? This includes roads, sidewalks, cycling infrastructure in addition to street signs, traffic lights, etc.

Frequency of Using Transportation Types in Toronto

Walking (98%) is the most frequently mentioned form of transportation in the city, followed by public transit or TTC (94%), driving/carpool (82%), ride-share or taxi (76%). Bike (55%) and motorcycle/scooter/e-scooter (32%) are the least frequently mentioned methods of transportation.

Satisfaction by each type of mode is as follows: motorcycle/scooter (80%), bike (68%), ride share/taxi (65%), public transit/TTC (63%), walk (62%) and drive/carpool (61%)



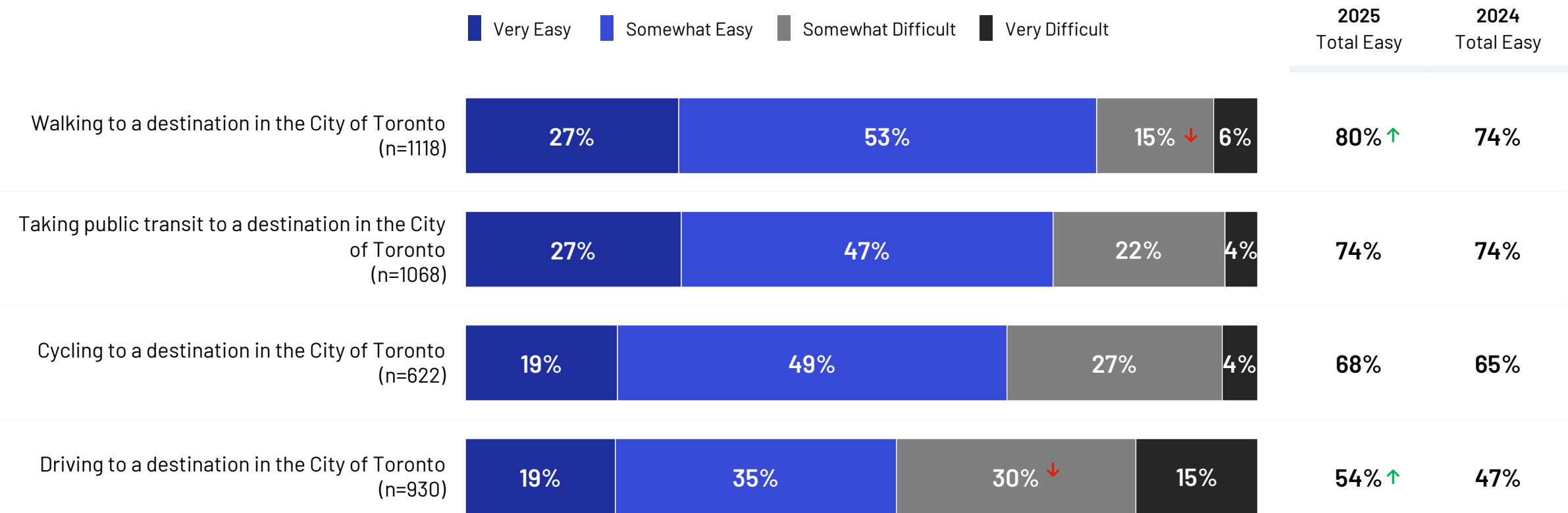
Base: All respondents 2025 (n=1138); 2024 (n=1422)
Q13. How often do you use each of the following types of transportation in the City of Toronto?



Ease of Travelling in Toronto by Mode of Transportation

Walking to a destination in the city of Toronto (80%, significantly higher vs 2024 at +6 points) and taking public transit (74%) are seen as easy ways to get somewhere in Toronto. Among Torontonians who cycle, roughly two-thirds (68%) say they find cycling very or somewhat easy. Driving to a destination in the city of Toronto is the most difficult, although more Torontonians who drive in the city say it is easy compared to in 2024 (54%, significantly higher at +7 points vs 2024).

Torontonians 18-34 are significantly more likely to find each of the four modes of transportation easy, compared to Torontonians aged 35+.



Base: All respondents (n= varies)
Q16. Overall, to what extent is it easy or difficult for you to do the following in the City of Toronto?

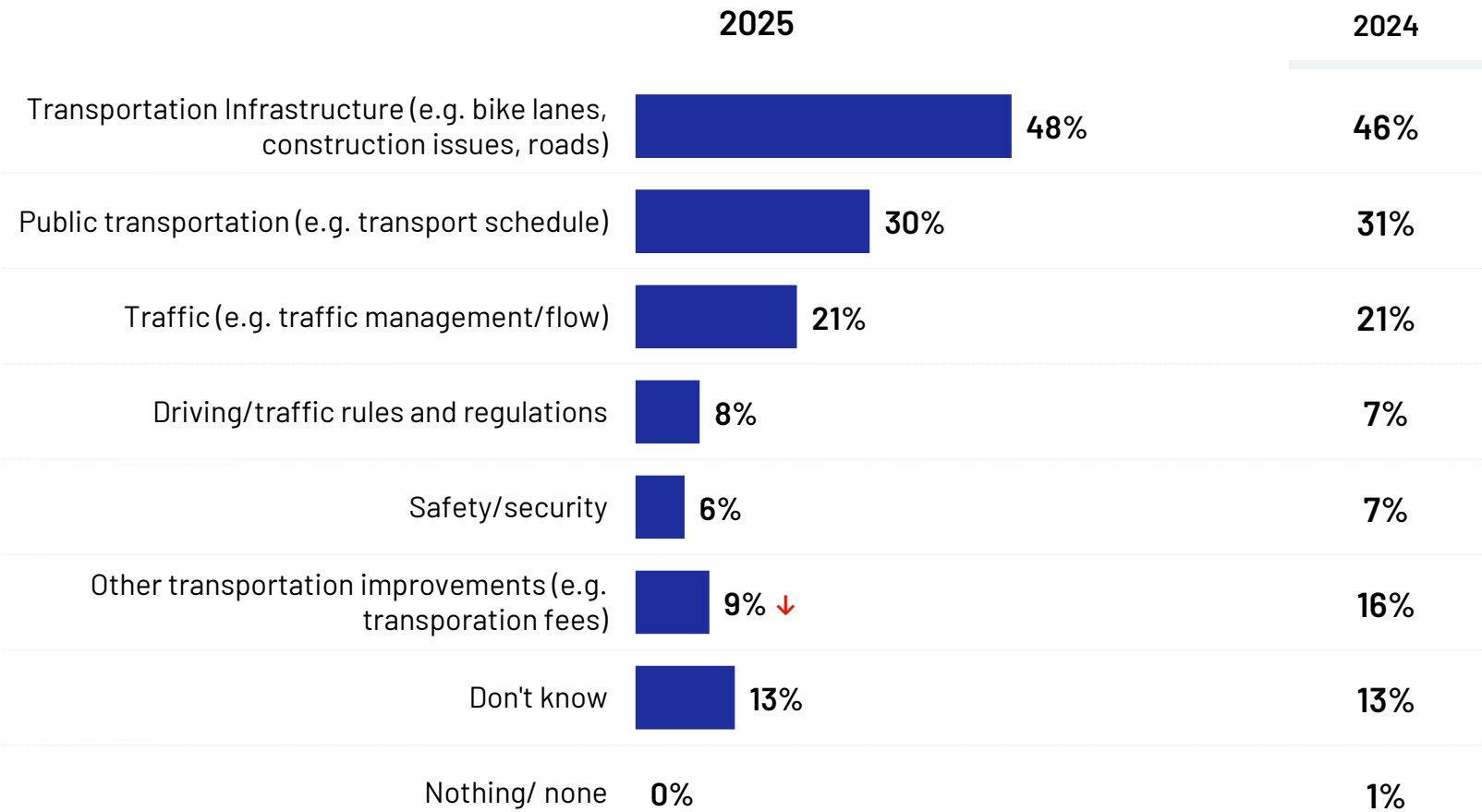


Improving Your Transportation Experience in Toronto

When asked how their transportation experience in the city of Toronto could be improved, almost half of Torontonians dissatisfied with the City’s streets and transportation system cited changes to transportation infrastructure (48%) e.g., bike lanes, construction issues and roads.

Three in ten (30%) Torontonians said changes to public transportation would improve their transportation experience, with smaller proportions citing changes to traffic (21%) such as traffic management and flow.

A smaller proportion mentioned driving/traffic rules and regulations (8%) and safety/security (6%), or other improvements such as fees (9%, significantly lower compared to 16% in 2024).



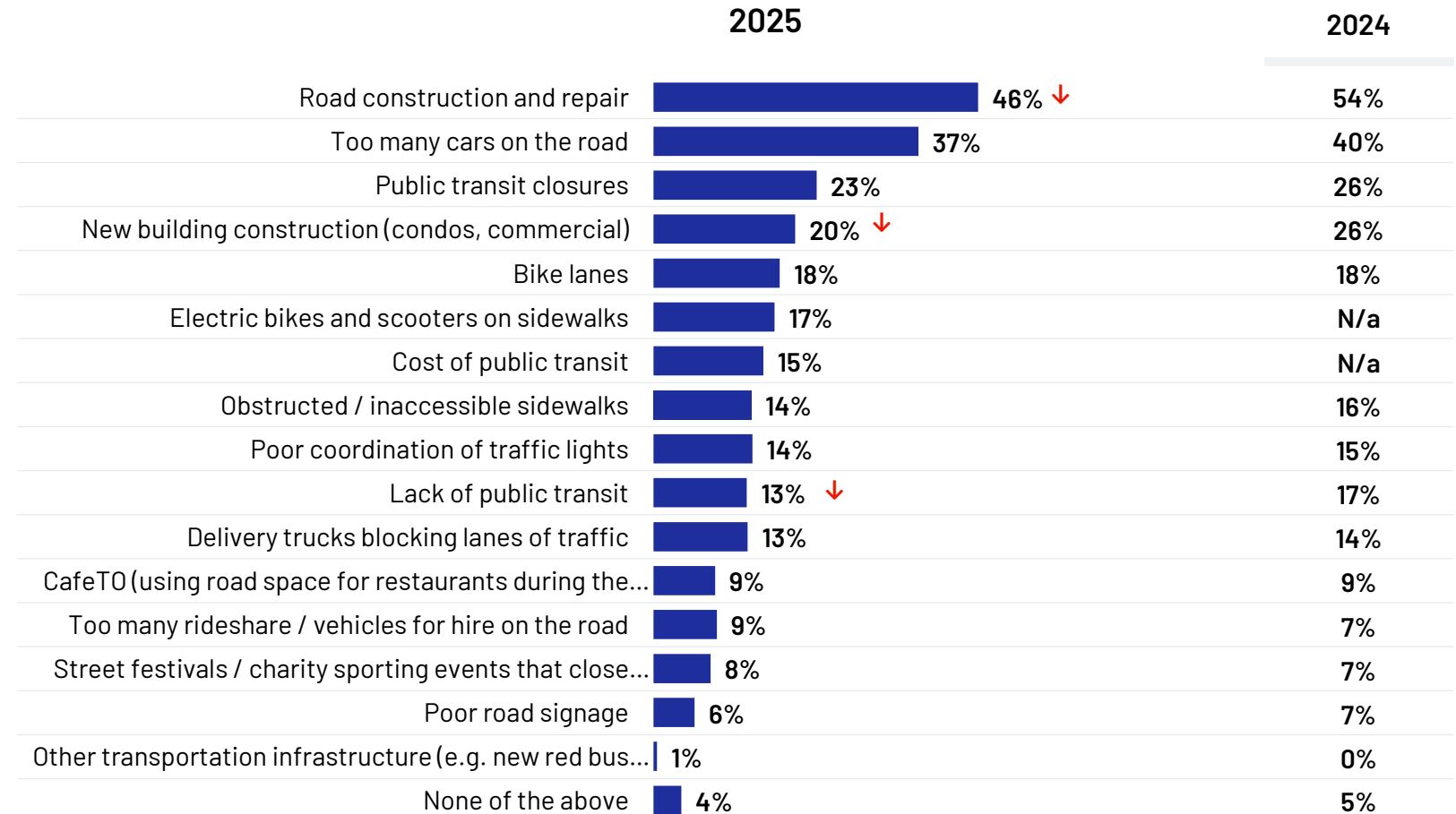
Base: Those who are very or somewhat dissatisfied with the City of Toronto’s streets and transportation system overall 2025 (n=445); 2024 (n=466).
Q15. Overall, how could your transportation experience in the City of Toronto be improved? Please be as specific as possible.



Challenges in Getting Around Toronto

When asked to select up to three aspects which make it more difficult for residents to get around the city, close to one half (46%) of Torontonians said road construction and repair, followed by too many cars on the road (37%), public transit closures (23%), new building construction (20%), bike lanes (18%), electric bikes and scooters on sidewalks (17%), cost of public transit (15%), obstructed/ inaccessible sidewalks (14%), poor coordination of traffic lights (also 14%), lack of public transit and delivery trucks blocking lanes of traffic (both 13%).

Compared to 2024 the following are mentioned significantly less frequently: road construction and repair (46% vs. 54% in 2024), new building construction (20% vs. 26% in 2024) and lack of public transit (13% vs. 17% in 2024).



Base: All respondents 2025 (n=1138); 2024 (n=1142).

Q17. Which, if any, of the following makes it more difficult for you to get around the City of Toronto? Select up to three options.

05

RECREATION PROGRAMS

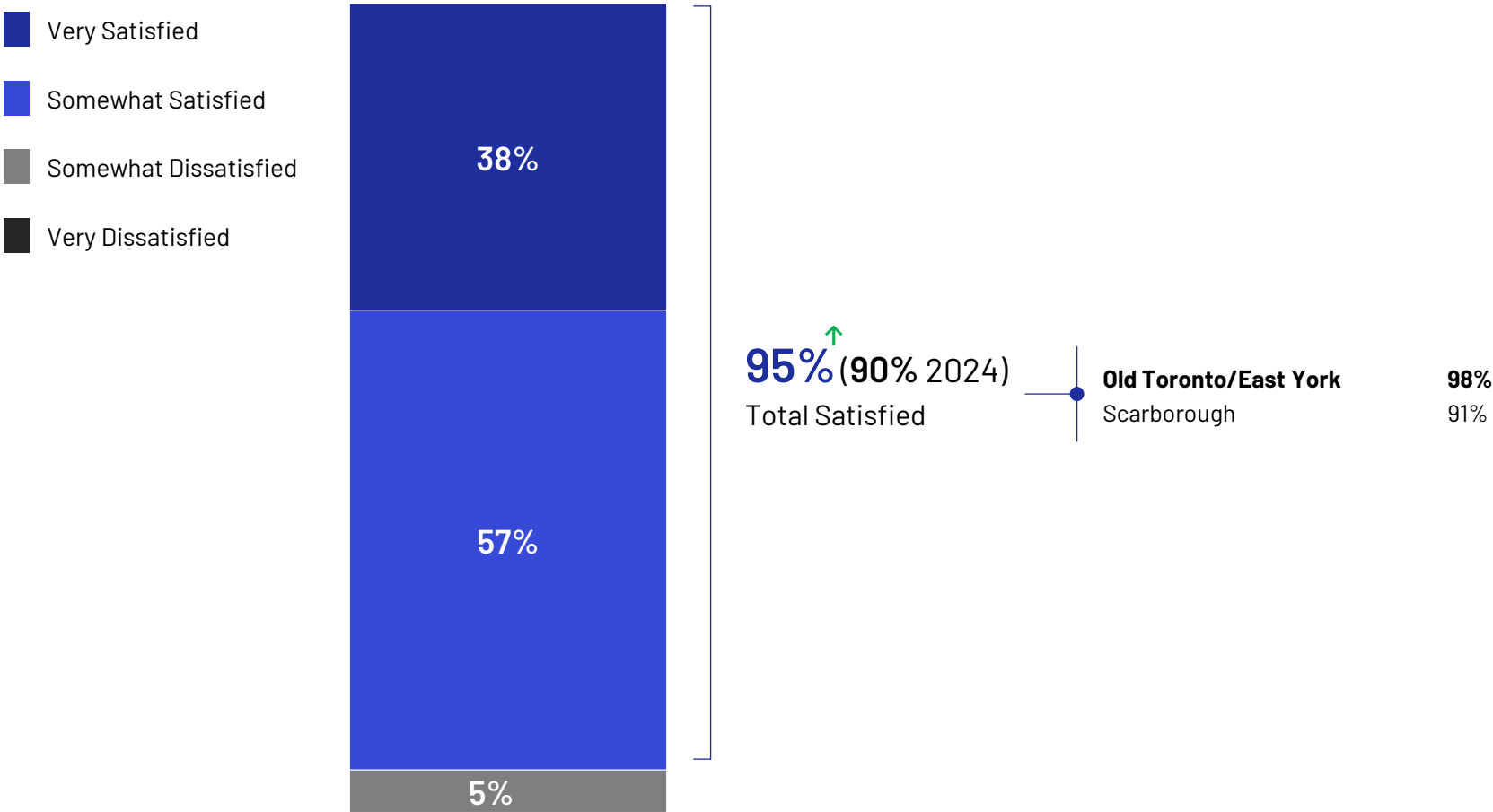
Overall Satisfaction with Recreation Program Experience

Among Torontonians those who used recreation programs or services provided by the City of Toronto in the past 12 months, virtually all (95%, +5 points) say they are satisfied with their experience using recreation programs, with almost four in ten (38%) saying they are “very satisfied”. Overall satisfaction increased significantly by 5 points since 2024.

Dissatisfaction is low with only one in twenty (5%) Torontonians saying they are dissatisfied with their experience using recreation programs.

Torontonians living in Old Toronto/East York (98%) are more likely to be satisfied compared to Torontonians in Scarborough (91%).

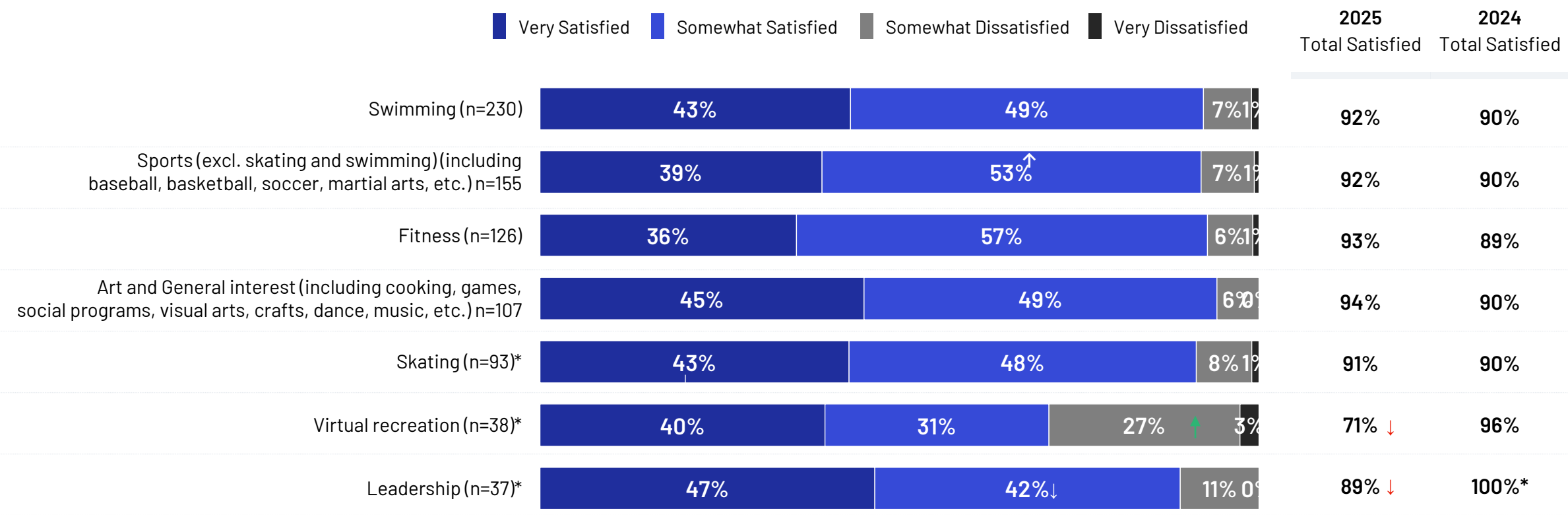
Note that caution should be used when comparing results to 2024 as the question also asked about library programs previously.



Base: Those who used recreation programs or services provided by the City of Toronto in the past 12 months 2024 (n=376), 2025(n=434)
Q23. Overall, how satisfied are you with your experience using recreation programs?

Satisfaction with Recreation Programs and Services Used Past 12 Months

Torontonians are generally satisfied with programs they have used, with around 9 in 10 indicating satisfaction for most programs: art and general interest (94%), fitness (93%), swimming and sports (both 92%), skating (91%) and leadership (89%). The one exception is virtual recreation (71%). Virtual recreation (71% vs. 96% in 2024) and leadership (89% vs. 100% in 2024) have declined significantly in satisfaction compared to 2024, while satisfaction for all others is stable or slightly higher.



*Low base size: interpret with caution
Base: Those who used recreation programs or services provided by the City of Toronto in the past 12 months (n=varies)
Q26. Overall, how satisfied are you with each of the following programs and services used in the past 12 months?

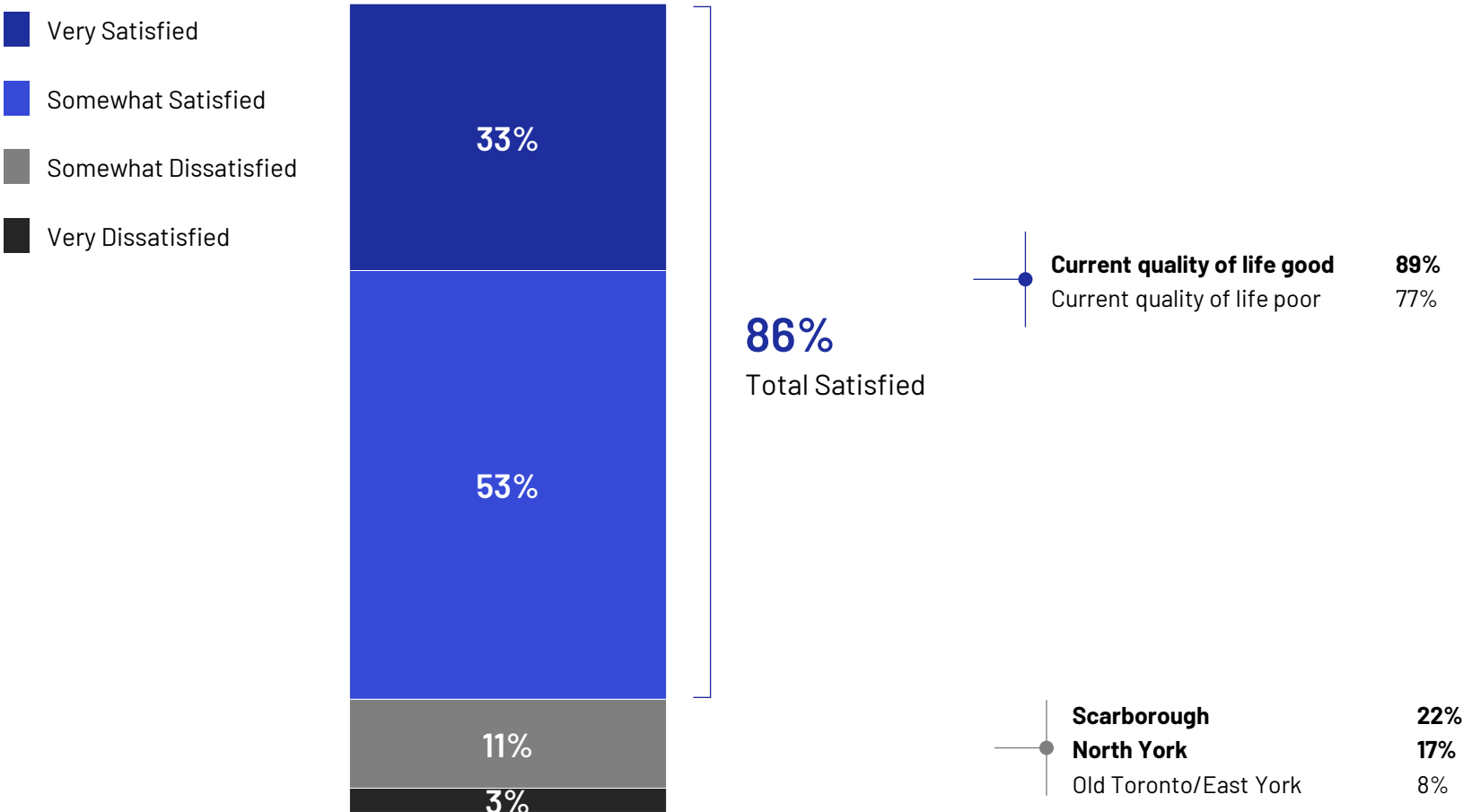


Satisfaction With Method of Registration for Recreation Programs

Most Torontonians who are parents of children under 18 years of age (86%) that have registered their child in a recreation program in the past 12 months were satisfied with the process. Just over one in ten (14%) Torontonians were dissatisfied with the process.

Torontonians who believe the current quality of life in Toronto is good or very good were more likely to be satisfied with the registration process (89% vs. 77% of Torontonians who believe the current quality of life in Toronto is poor).

Torontonians residing in Scarborough (22%) and North York (17%) were more likely to indicate dissatisfaction with the registration process compared to Torontonians in Old Toronto/East York (8%).



Base: Respondents using any recreation programs provided by City of Toronto in past 12 months 2025 (n=434)
Q58. How satisfied were you with your method of registration?

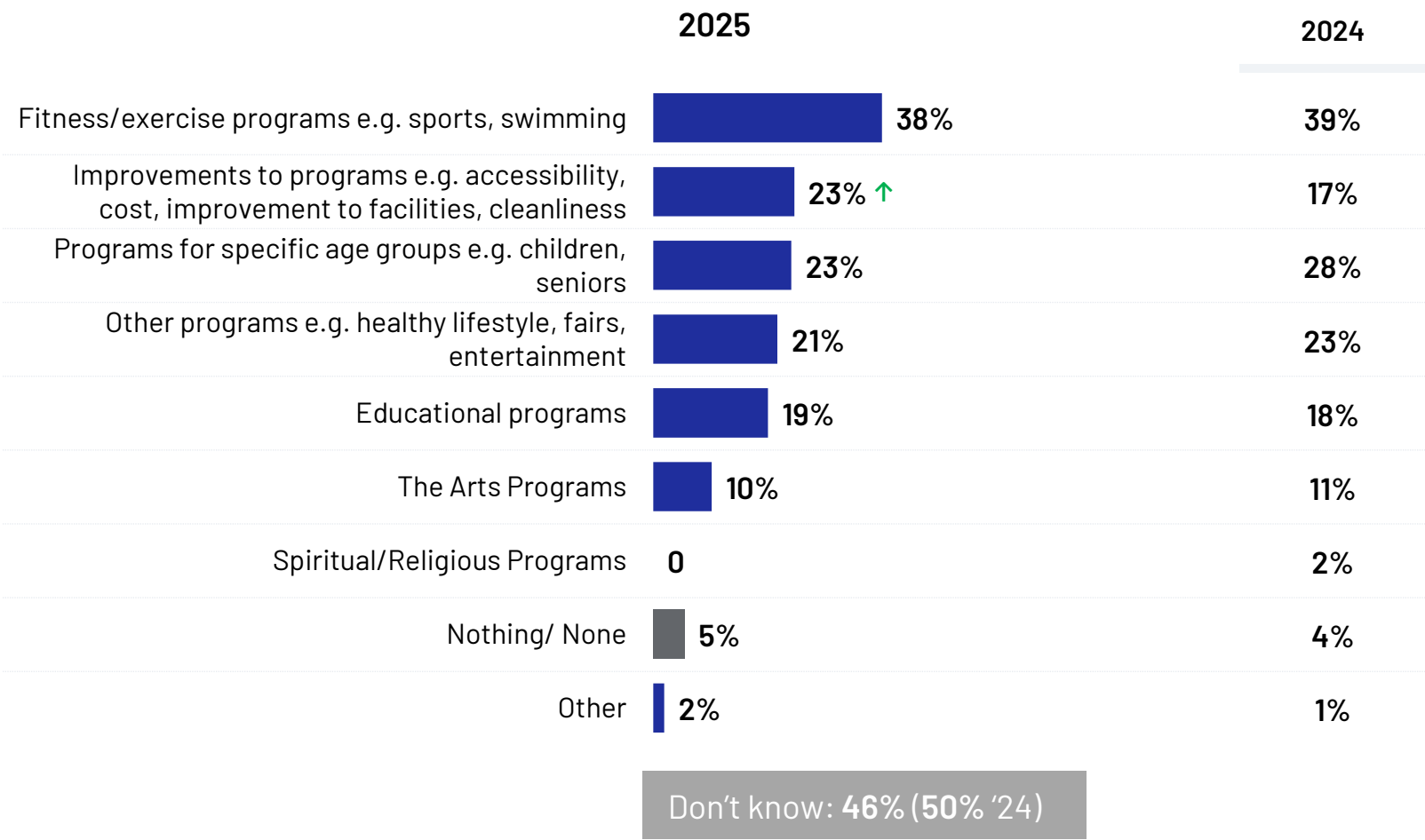


Desired Programs and Services for their Local Community Centre

When asked what programs or services Torontonians would like to see in their local community centre, close to half (46%) said they do not know what programs or services they would like to see.

However, among those who provided a response, almost four in ten Torontonians (38%) said fitness/exercise programs such as sports or swimming, followed by just under one in four improvements to programs such as accessibility, cost, improvement to facilities or improved cleanliness (23%, significantly higher compared to 17% in 2024) or programs for specific age groups such as children or seniors (also 23%).

Younger Torontonians are least likely to suggest improvements to programs (18–34 14%, compared to 27% of Torontonians 35–54 and 31% of Torontonians 55 or older).



Base: All respondents excluding don't know 2024 (n=577), 2025 (n=615)
Q28. What, if any, programs or services would you like to see in your local community centre?



06

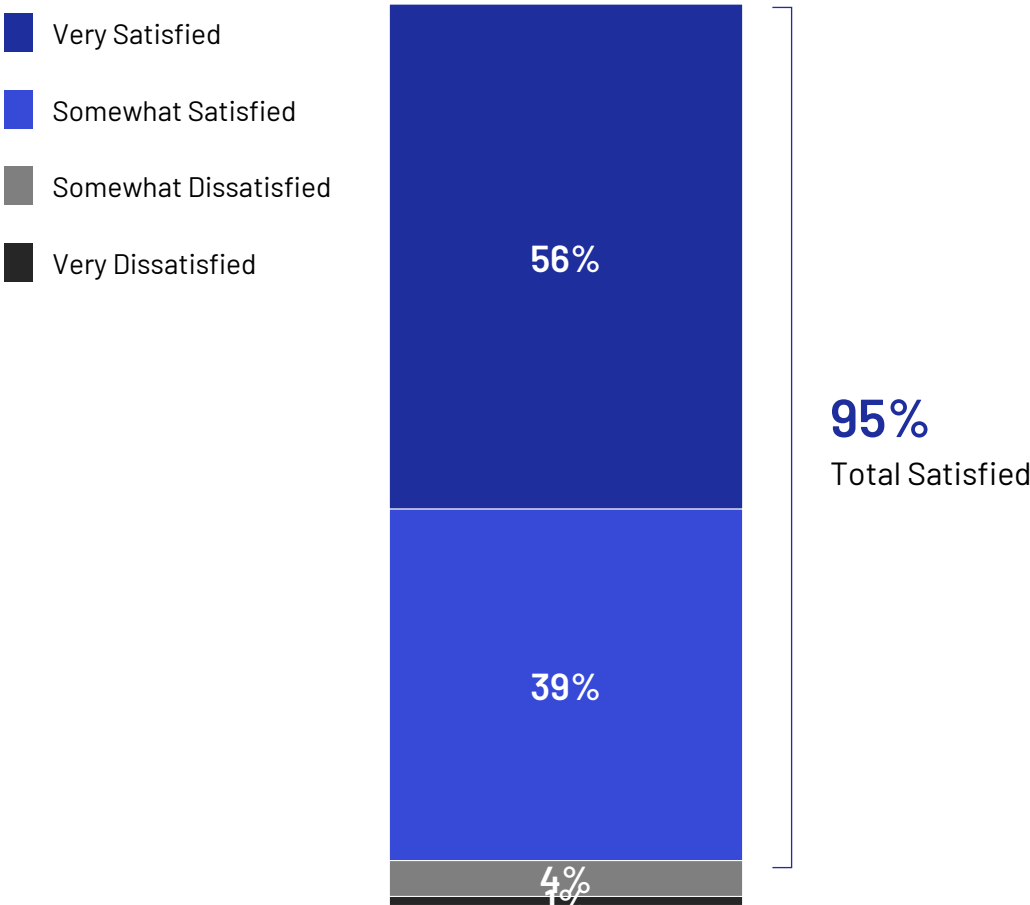
LIBRARY PROGRAMS



Satisfaction Using Library Programs or Services

Virtually all Torontonians using library programs or services express satisfaction with them (95%).

Satisfaction levels are higher among Torontonians who believe the current quality of life in Toronto is good or very good (97% vs. 91% for Torontonians who believe quality of life in Toronto is poor), and among Torontonians satisfied with the transportation system (97% vs. 92% of Torontonians dissatisfied with the transportation system).



Current quality of life good	97%
Current quality of life poor	91%
Satisfied with transport	97%
Not satisfied w/ transport	92%

Base: Respondents using any library services provided by City of Toronto in past 12 months 2025 (n=633)
Q60. Overall, how satisfied are you with your experience using library programs or services?

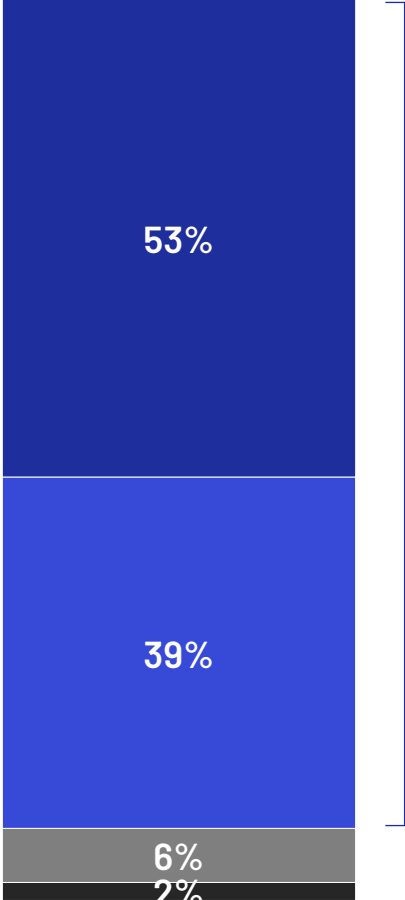


Satisfaction With Local Library Hours

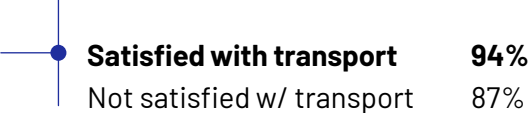
Almost all Torontonians library users are satisfied with the hours of the branch(es) they patronize (92%).

Torontonians satisfied with the transportation system are more likely to be satisfied (94% vs. 87% of Torontonians dissatisfied with the transportation system).

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied



92%
Total Satisfied



Base: Respondents using any library services provided by City of Toronto in past 12 months 2025 (n=633)
Q61. Overall, how satisfied are you with library hours at the branch(es) you use?



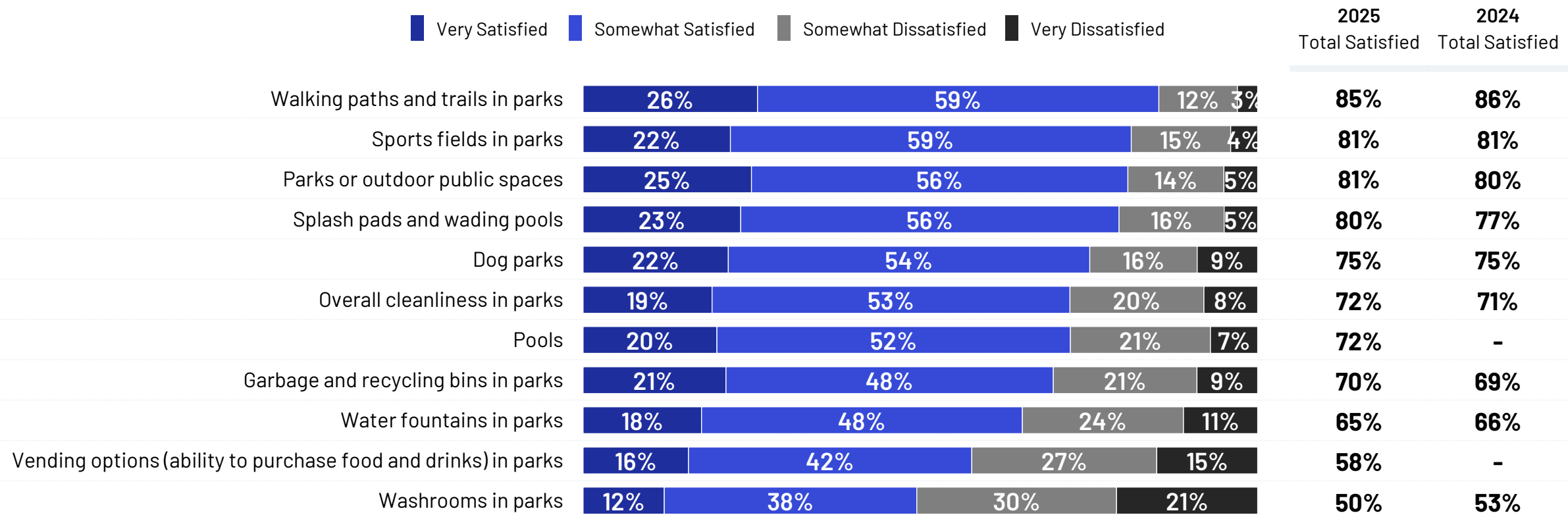
07

PARKS

Overall Satisfaction with Parks and Outdoor Amenities in Toronto

Overall satisfaction with various aspects of parks and outdoor amenities are unchanged compared to 2024. Satisfaction is highest for walking paths and trails in parks (85%), sports fields in parks and parks or outdoor public spaces (both 81%) and splash pads and wading pools (80%). Seven in ten or more Torontonians are satisfied with garbage and recycling bins in parks (70%), pools and overall cleanliness in parks (both 72%) and dog parks (75%). Satisfaction is lower for water fountains in parks (65%), vending options in parks (58%) and washrooms in parks (50%).

For all statements, ratings are higher for Torontonian parents of children under 18, and for the majority of statements, ratings are lower for Torontonians 55 or older.



Base: All respondents 2025 (n=1138); 2024 (n=1142) Excluding 'Don't know' responses.
Q29. Overall, how satisfied are you with the following in the City of Toronto?



Change in City of Toronto's Park Quality over the Past Year

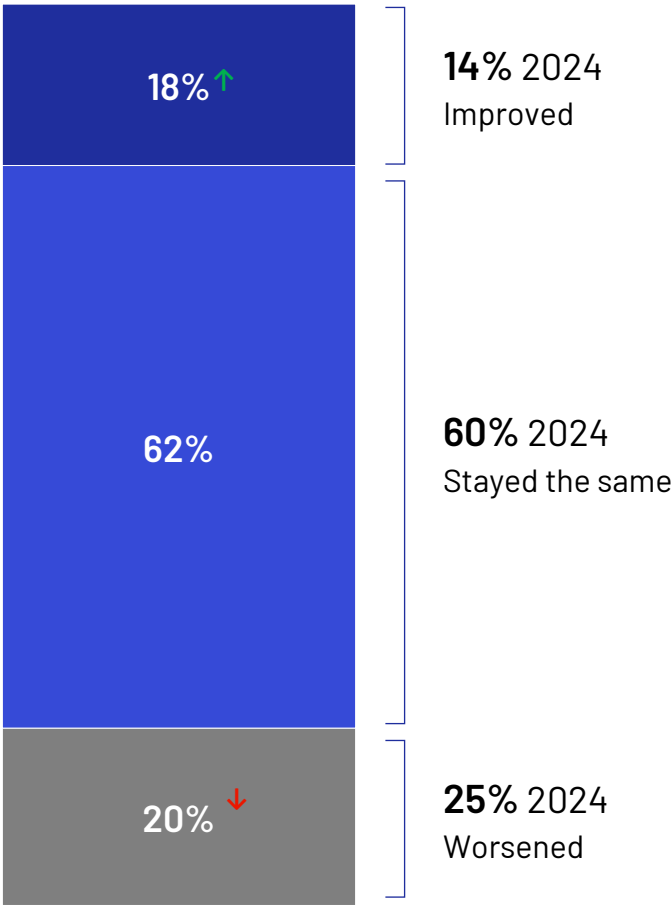
Just over six in ten (62%) Torontonians feel the quality of Toronto parks has stayed the same over the past 12 months, while one in five Torontonians (20%) say the quality has worsened. Almost one in five (18%) Torontonians feel the quality of Toronto parks has improved, significantly higher compared to 2024 (14%).

Torontonian males are more likely to think the quality of parks has improved (20%, vs. 16% of Torontonian females). Torontonians over 55 are least likely to feel they have improved (10%, vs. 23% and 21% among Torontonians 18-34 and 35-54 respectively).

Close to three in ten (28%) Torontonian parents of children under 18 believe park quality has improved, more than double Torontonians without children under 18 (13%).

Disabled Torontonians are more likely to believe park quality has worsened compared to last year (26% vs. 18% of non-disabled Torontonians).

- Improved
- Stayed the Same
- Worsened



Males	20%
Females	16%
18-34	23%
35-54	21%
55+	10%

Children <18	28%
No children <18	13%

Disabled	26%
Non-disabled	18%

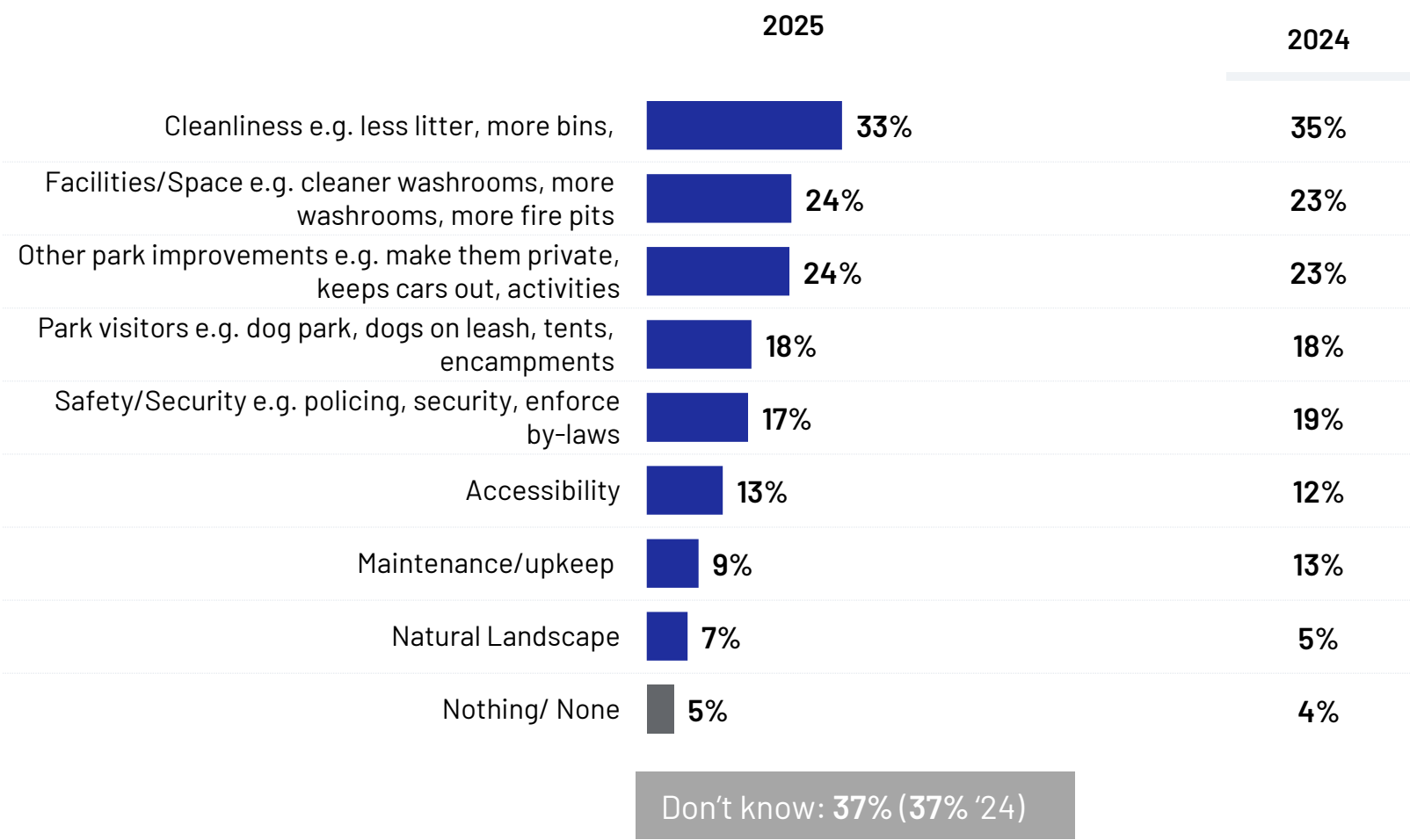
Base: All respondents 2025 (n=1142); 2024 (n=1138)
Q30. Do you feel the quality of City of Toronto parks has improved, stayed the same, or worsened over the past 12 months?

Suggestions for Improving Parks

Suggestions for improving parks have remained unchanged. Almost four in ten (37%) Torontonians say they do not know how parks can be improved. Excluding these responses, a third (33%) of Torontonians say the main way parks can be improved is by having cleaner parks, including less litter and more bins.

Roughly a quarter of Torontonians suggest park improvements like better facilities, particularly cleaner washrooms, more washrooms and more fire pits (24%) and keeping cars out or having family activities (also 24%). Just under one in five Torontonians cite park visitor improvements such as dog parks, dogs on leash, tents or encampments (18%) or focusing on safety or security, such as policing, security or enforcing by-laws (17%).

Female Torontonians were more likely to mention cleanliness (37% vs. 29% of male Torontonians).



Base: All respondents excluding don't know 2025 (n=725); 2024 (n=729)
Q31. Overall, how can parks be improved? Please be as specific as possible.





08

SOCIAL SERVICES

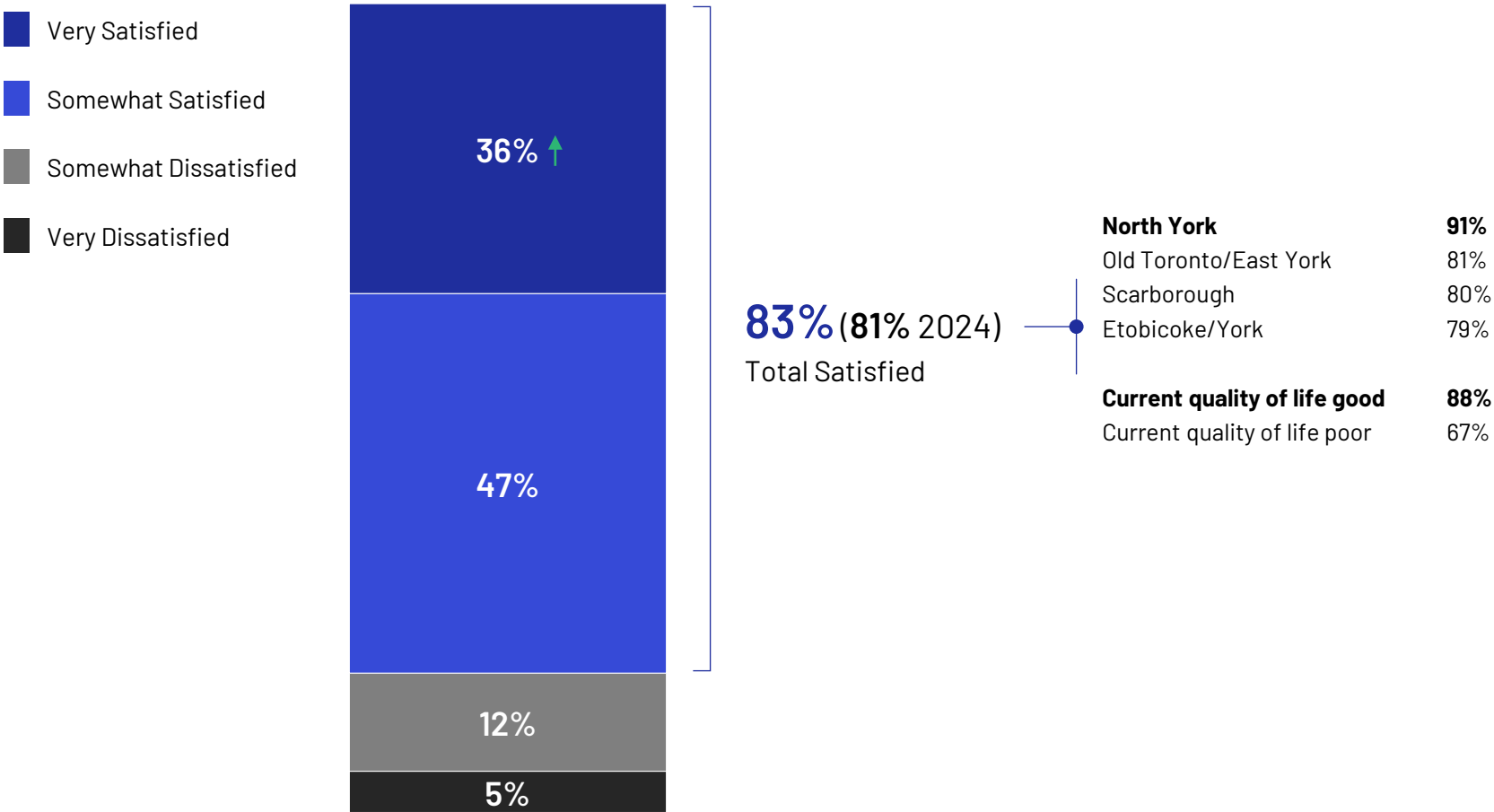
Overall Satisfaction with the City’s Social Services

Among Torontonians who used social services provided by the City of Toronto in the past 12 months, over eight in ten (83%) are satisfied with their experience of using the City’s social services with over one third (36%) saying they are ‘very satisfied’, higher compared to 2024. Total satisfaction is statistically unchanged from 2024.

Less than one in five (17%) Torontonians say they are dissatisfied with their experience of using the City’s social services.

Torontonians who say they are satisfied are more likely to be:

- Residents of North York (91%), compared to those in Old Toronto/East York (81%), Scarborough (80%) and Etobicoke/York (79%).
- Torontonians who think the quality of life in Toronto today is good or very good (88%) compared to Torontonians who think it is poor or very poor (67%).

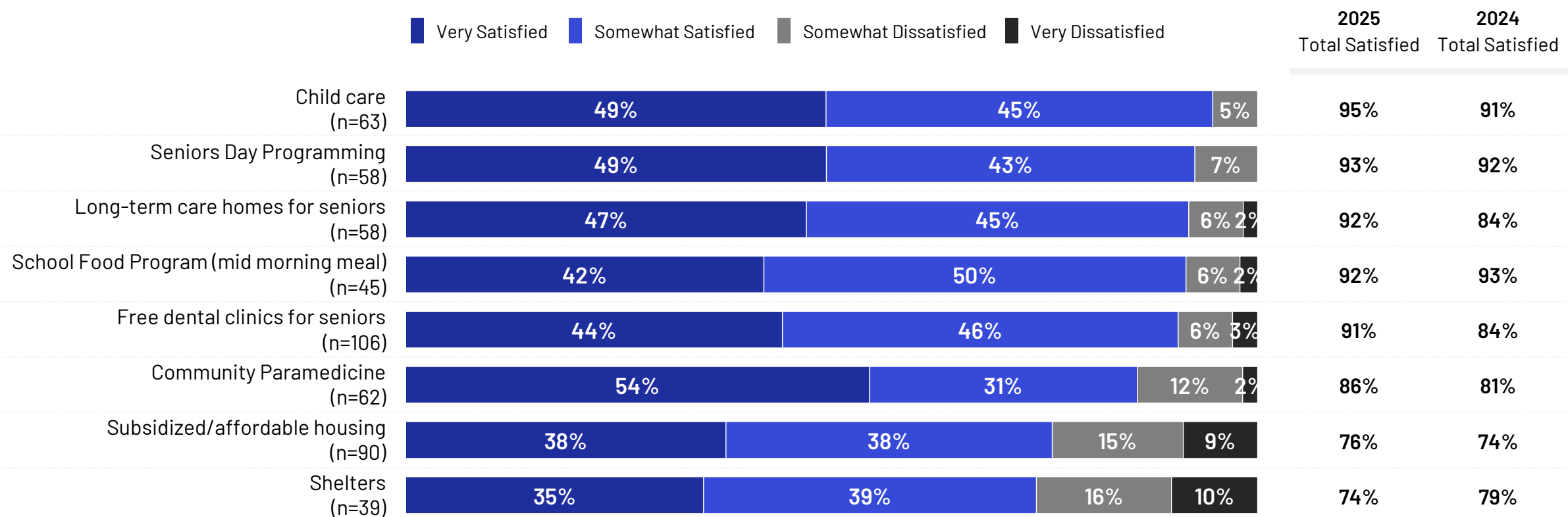


Base: Those who used social services provided by the City of Toronto in the past 12 months 2024 (n=351) , 2025 (n=323)
Q34. Overall, how satisfied are you with your experience using the City’s social services?



Overall Satisfaction with Social Services Used Past 12 Months

Among Torontonians who have used specific social services provided by the City of Toronto in the past 12 months, the vast majority are satisfied with services for children namely, Childcare (95%) and School Food Program (92%). Satisfaction with services for seniors is also high with the vast majority saying they are satisfied with the Seniors Day Programming (93%), long-term care homes for seniors (92%), and free dental clinics for seniors (91%). Satisfaction levels are lower for community paramedicine (86%), subsidized/affordable housing (76%) and shelters (74%). Compared to 2024 satisfaction levels for all programs are unchanged.



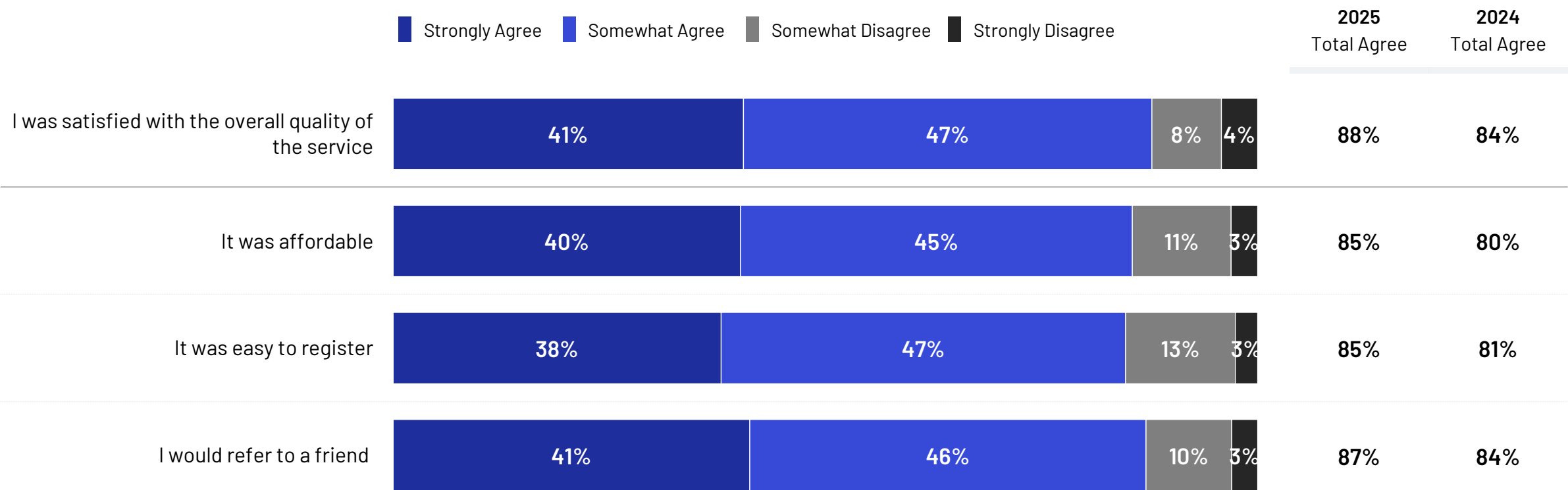
Base: Those who have used this social and employment service provided by the City of Toronto in the past 12 months (n=varies)
Q37. Overall, how satisfied are you with each of the following services you used in the past 12 months?



Agreement with Social Services Accessed in Past 12 Months

Among those Torontonians who have used any social service provided by the City of Toronto, close to nine in ten (88%) Torontonians are satisfied with the overall quality of service. Roughly the same proportion of Torontonians would refer a friend (87%), a similar proportion indicate the services are affordable and easy to register (85% for both).

Those Torontonians who are satisfied with the Toronto transportation system are more likely to agree with all four statements.



Base: Those who have used any social and employment service provided by the City of Toronto 2024 (n=243), 2025 (n=234)
Q38. To what extent do you agree or disagree with each statement about the services you accessed in the past 12 months?

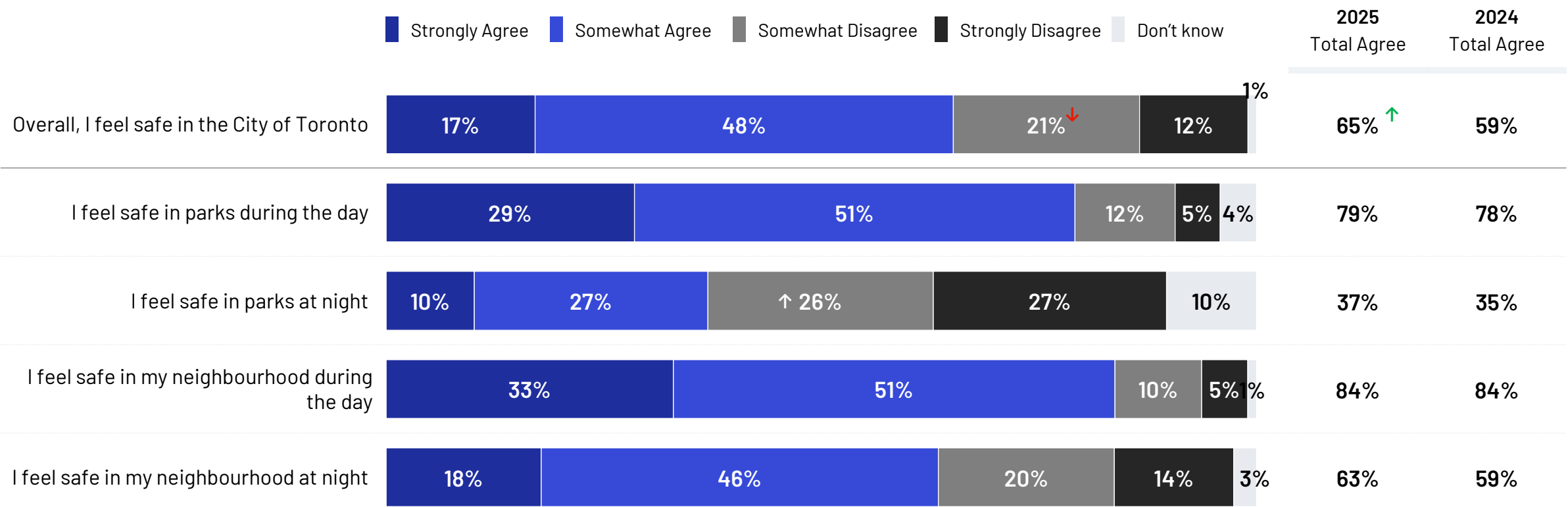


09

PUBLIC SAFETY

Perceptions of Safety During the Day and Night

Overall, almost two in three Torontonians feel safe in the city of Toronto, significantly higher compared to 2024 (65% vs 59% in 2024). Safety does vary considerably depending on time of day as while over eight in ten (84%) Torontonians feel safe in their neighbourhood during the day, about six in ten (63%) feel safe at night. Likewise, while close to eight in ten (79%) Torontonians feel safe in parks during the day, less than four in ten (37%) Torontonians feel safe at night.



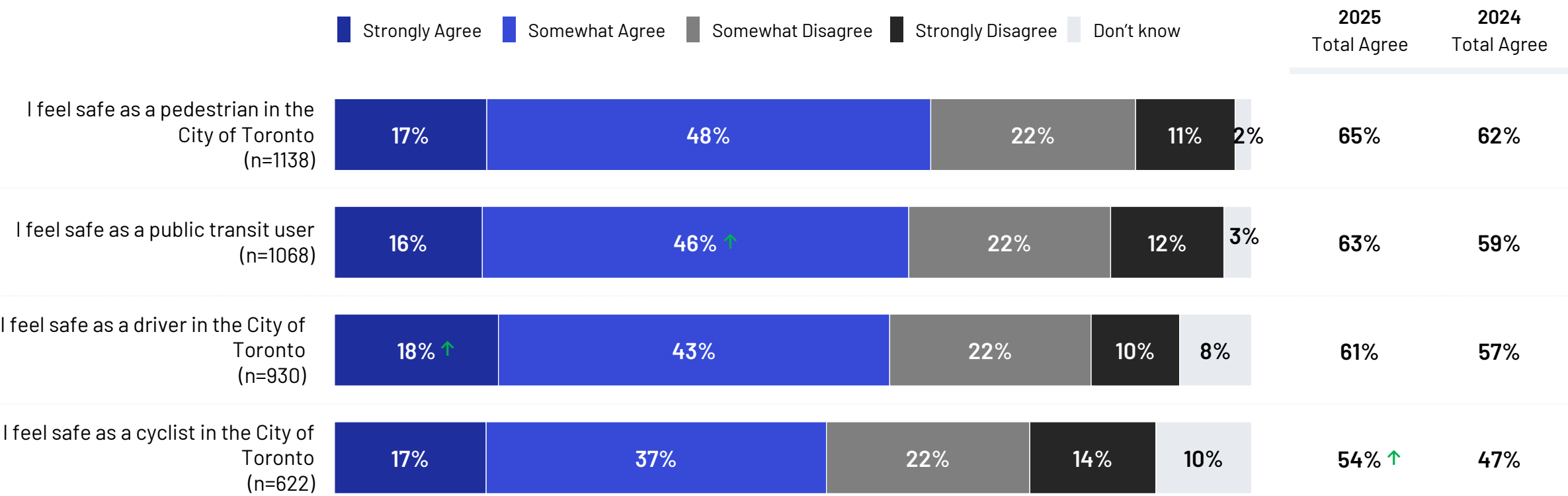
Base: All respondents 2025 (n=1138); 2024 (n=1142)
Q39. To what extent do you agree or disagree with the following statements?



Perceptions of Safety while Travelling in the City

Close to two in three (65%) of Torontonians who walk in the city feel safe as Torontonian pedestrians, similar to Torontonian public transit users (63%). Roughly six in ten (61%) Torontonians say they feel safe as a driver in the city of Toronto. While Torontonian cyclists feel the least safe, the proportion feeling safe has increased significantly compared to last year (54% vs. 47% in 2024).

Excluding cycling, Torontonian males are more likely to indicate to agree they feel safe compared to Torontonian females in the modes of transit listed below, while those Torontonians aged 18-34 are more likely to feel safe as a cyclist compared to those in younger age groups (67% vs. 53% of Torontonians 35-54 and 30% of Torontonians 55 or older).



Base: Users of each particular method of transportation n=varies
Q39. To what extent do you agree or disagree with the following statements?



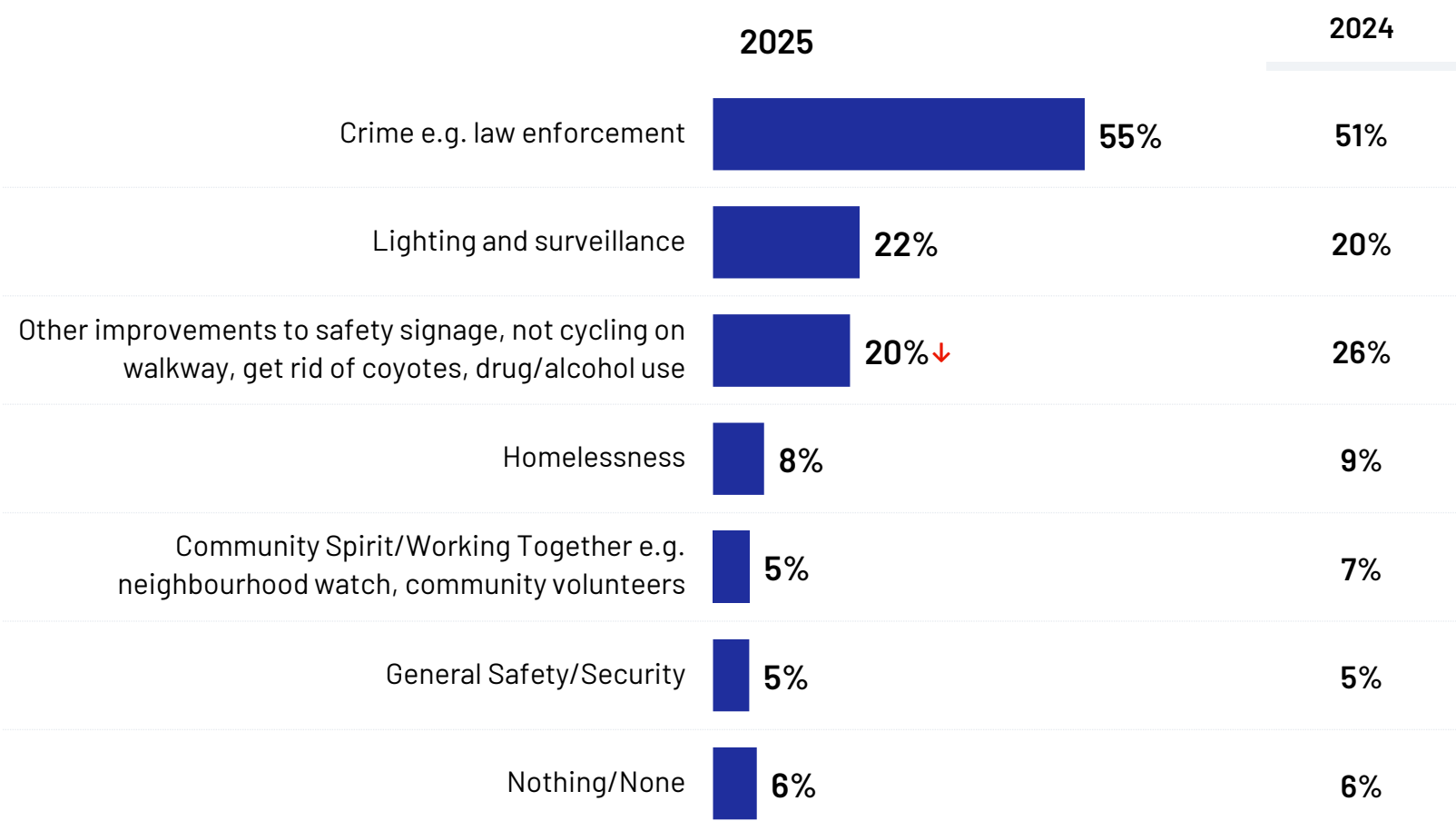
Suggestions for Improving Neighbourhood Safety

When asked how safety in their neighbourhood could be improved, almost two in five (37%) Torontonians said they did not know.

Among those who provided a response, over half (55%) of Torontonians said improvements to crime e.g. with law enforcement, increased patrolling etc.

Roughly one in five Torontonians mentioned lighting and surveillance (22%) or other improvements such as tackling drug/alcohol use (20%, significantly lower compared to 26% in 2024).

Torontonians over 55, Torontonians who believe the current quality of life is poor, and Torontonians without children under 18 years of age are more likely to suggest that methods to reduce crime should be employed to improve neighbourhood safety.



Base: Respondents who didn't answer "don't know" 2025 (n=715); 2024 (694)
Q40. Overall, how can safety in your neighbourhood be improved? Please be as specific as possible.



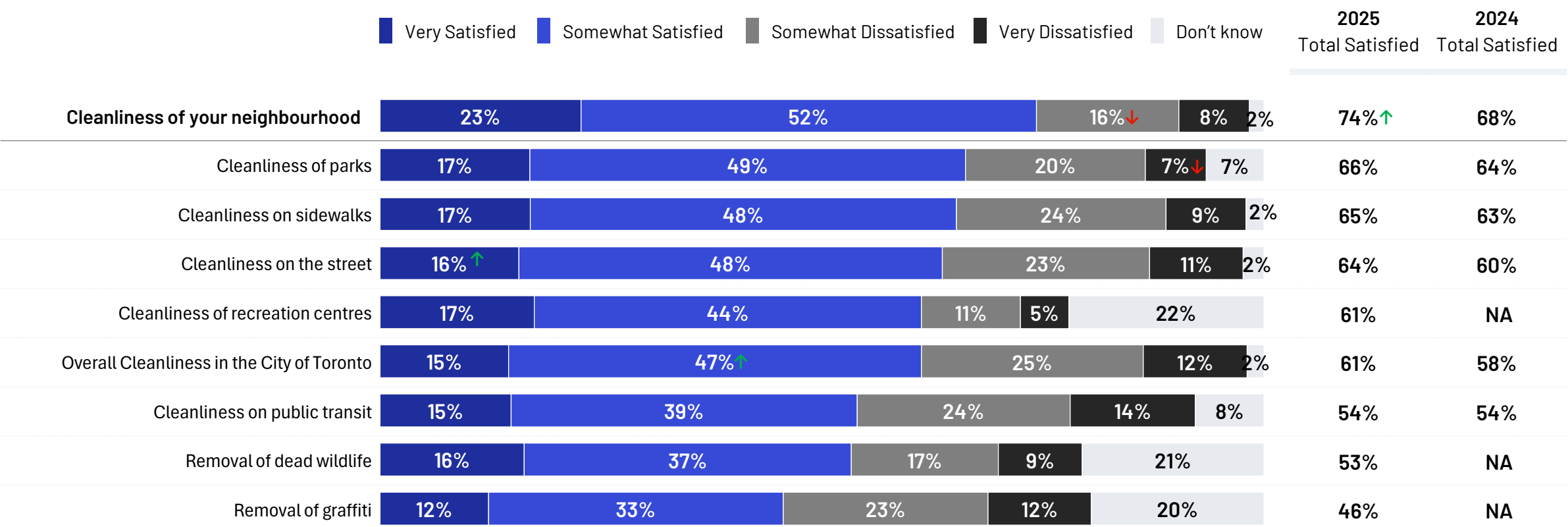
10

CLEANLINESS



Overall Satisfaction with Cleanliness in Toronto

Just over six in ten (61%) Torontonians are satisfied with the overall cleanliness of Toronto, with 15% saying they are “very satisfied”. Close to three in four (74%) Torontonians are satisfied in the cleanliness of their neighbourhood, a significant increase compared to 2024 (68%). About two-thirds of Torontonians are satisfied with the cleanliness of parks (66%), cleanliness of sidewalks (65%) and cleanliness on the street (64%). Roughly half of Torontonians are satisfied with the cleanliness of public transit (54%), removal of dead wildlife (53%) or removal of graffiti (46%).



Base: All respondents 2025 (n=1138); 2024 (n=1142)
Q43. Overall, how satisfied are you with each of the following?

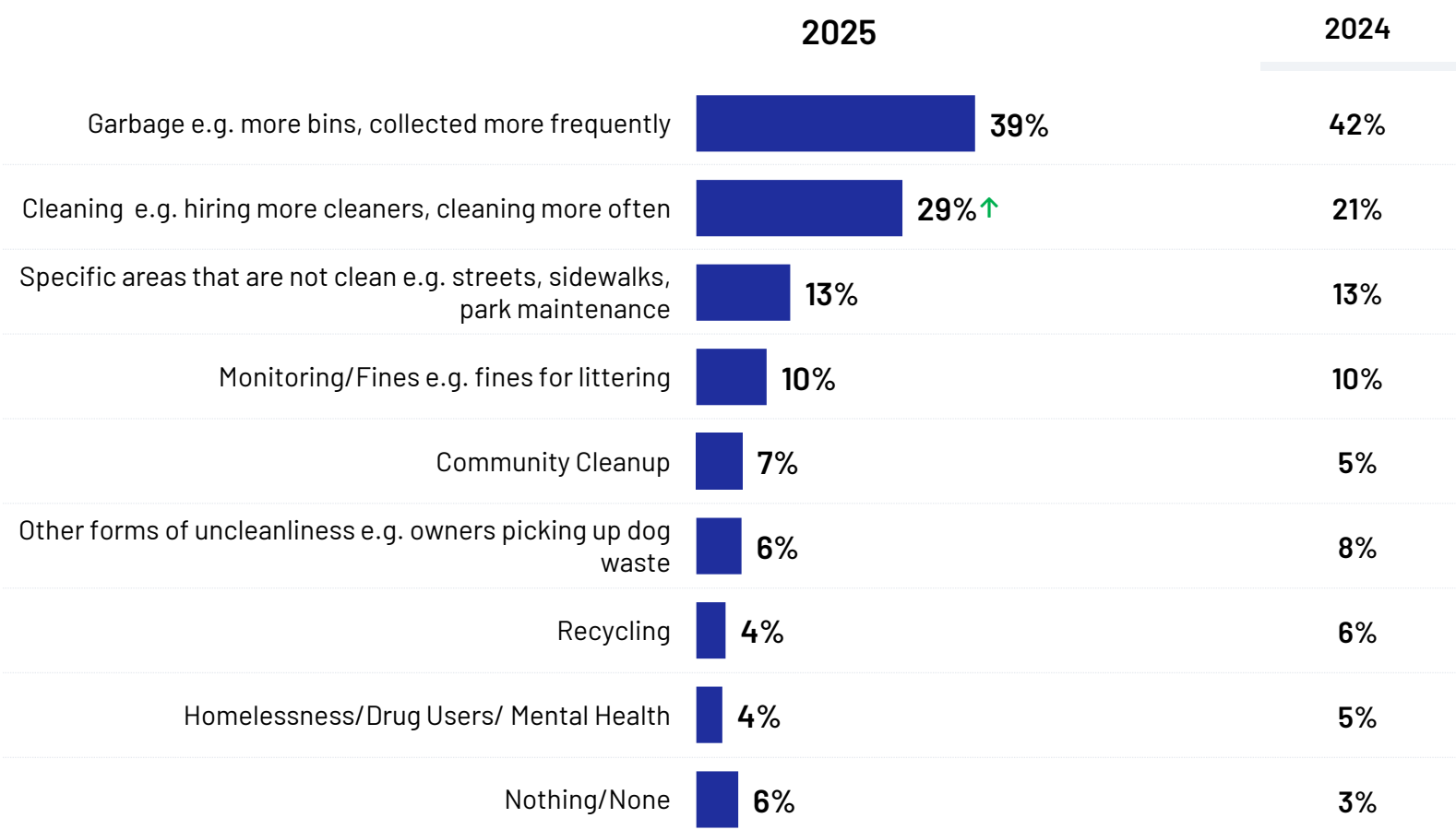


Suggestions for Improving Neighbourhood Cleanliness

Among Torontonians who are not satisfied with the cleanliness in Toronto, about two in five (39%) think neighbourhood cleanliness can be improved with better management of garbage such as having more bins or more frequent garbage collections.

Three in ten (29%) Torontonians think hiring more cleaners or cleaning more often will help improve their neighbourhood, a significantly higher proportion compared to last year. Roughly one in ten Torontonians think improving specific areas that are not clean (13%) or enacting monitor/fines (10%) would be positive actions to take.

Torontonian females are more likely to suggest the City look at better management of garbage (44% vs. 33% of Torontonian males).



Base: Those who not satisfied with the cleanliness in Toronto, who did not give “don’t know” as a response2025 (n=425):2024 (n=422)
Q44. Overall, how could cleanliness in your neighbourhood be improved? Please be as specific as possible.



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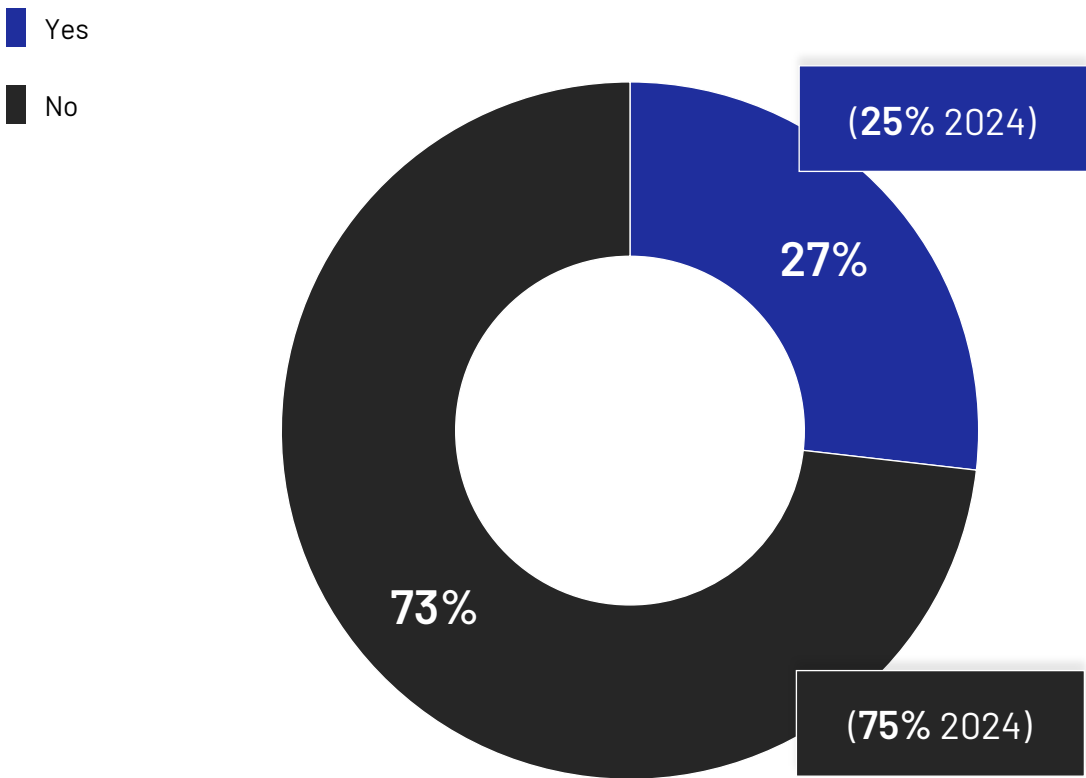
SERVICE INTERACTIONS

Contact with the City of Toronto in the Last 12 Months

Just over a quarter (27%) of Torontonians say they have contacted or dealt with the City of Toronto or one of its employees in the last 12 months.

Those Torontonians who are more likely to have contacted the City of Toronto or one of its employees in the last 12 months include:

- Torontonians who have used social services in the past 12 months (49% vs 18% of Torontonians who did not)
- Torontonians with a disability (39% vs 24% of non-disabled Torontonians)
- Torontonians with children under 18 years (36% vs 22% of Torontonians without children under 18)



Social service past 12 months	49%
No social service past 12 months	18%
Disabled	39%
Not disabled	24%
Has children under 18 years	36%
Does not have children under 18	22%

Base: All respondents 2025 (n=1138); 2024 (n=1422)
Q45. In the last 12 months, have you contacted or dealt with the City of Toronto or one of its employees?

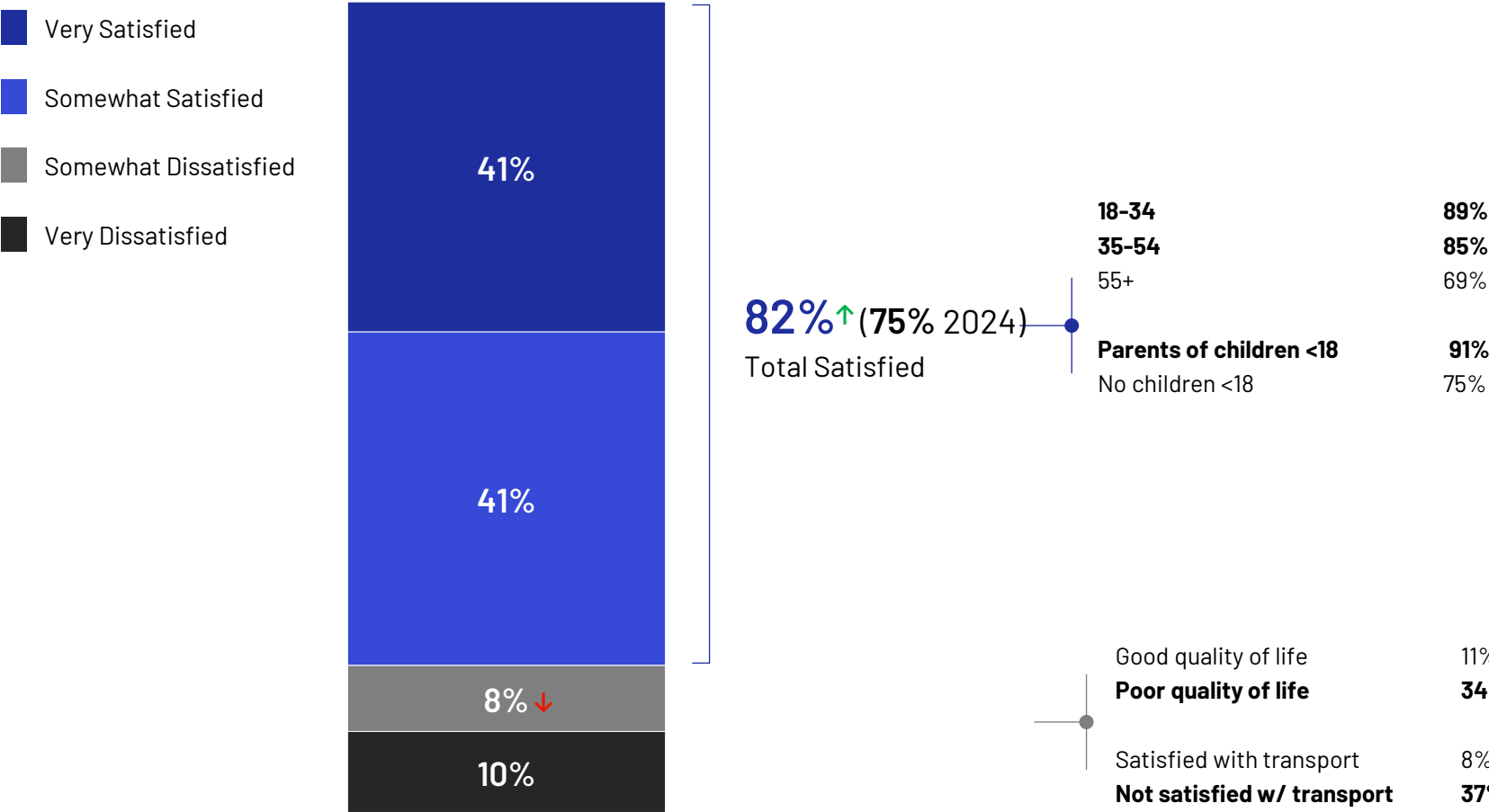
Satisfaction with Most Recent Contact with the City of Toronto

Among those Torontonians who contacted or dealt with the City of Toronto, four in five (82%) say they are satisfied with their most recent contact with the City of Toronto, significantly higher compared to last year (75%). About four in ten (41%) Torontonians say they are “very satisfied”.

Torontonians more likely to be satisfied are 18–34 (89%) or 35 – 54 (85%) compared to Torontonians aged 55 or older (69%), Torontonian parents of children under 18 (91%, vs. Torontonians without children under 18, 75%).

Dissatisfaction is low with less than one in five (18%) Torontonians saying they are dissatisfied.

Torontonians believing the current quality of life in Toronto is poor (34% vs. 11% among Torontonians who believe it is good), and Torontonians dissatisfied with the transportation system (37% vs. 8% of Torontonians satisfied with the transportation system) are more likely to be dissatisfied with their recent contact with the City of Toronto.

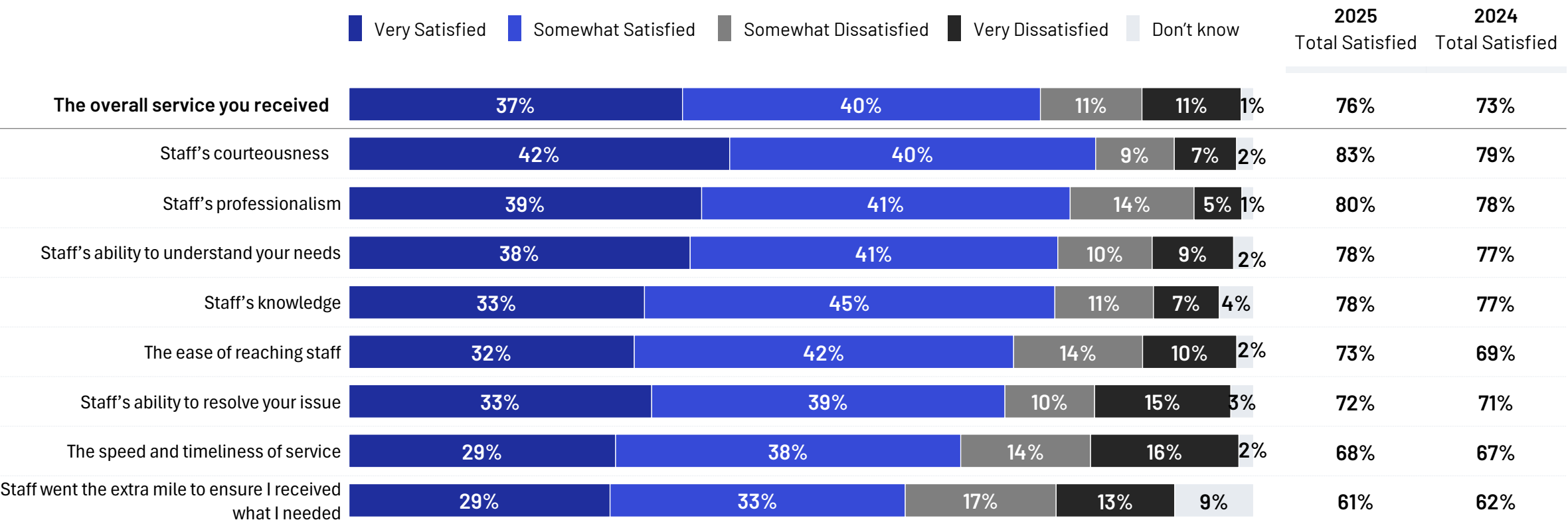


Base: Those who contacted or dealt with the City of Toronto or one of its employees in the last 12 months 2025 (n=304); 2024 (n=283)
Q47. How satisfied were you with your most recent contact with the City of Toronto?



Satisfaction with Aspects of Service Received from the City of Toronto

Satisfaction with service received from the City of Toronto continues to be high, with three in four (76%) Torontonians satisfied with the overall service they received. Torontonians are most frequently satisfied with staff courteousness (83%), staff professionalism (80%), staff ability to understand needs (78%), and staff knowledge (78%). A large proportion of Torontonians are also satisfied with the ease of reaching staff (73%) and staff’s ability to resolve your issue (72%). On all but three statements, Torontonians under 55 years are more likely to give satisfied ratings.



Base: All respondents 2025 (n=304); 2024 (n=283).
Q48. Overall, how satisfied are you with each of the following?



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COMMUNICATIONS



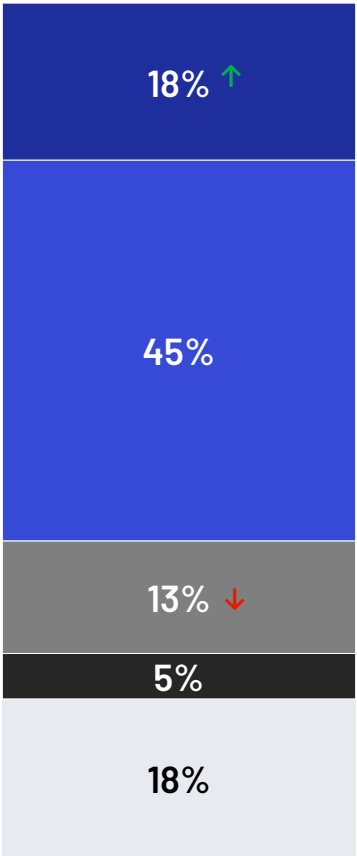
Satisfaction with Overall Quality of General Information and Communication from the City of Toronto

Over six in ten Torontonians are very or somewhat satisfied with the overall quality of general information and communication from the City of Toronto, representing a significant increase compared to last year (63%, vs. 58% in 2024).

About one in five (19%) Torontonians are dissatisfied, similar to those who don't know if they are satisfied or dissatisfied (18%) with the overall quality of general information and communication from the City of Toronto.

Torontonians who are satisfied are more likely under 55 (71% of Torontonians 18-34, 63% of Torontonians 35-54 vs. 56% of Torontonians 55 or older), male (68% vs. 59% of Torontonian females) or parents of a child under 18 (76% vs. 57% of Torontonians with no children under 18).

Torontonians who believe the current quality of life in Toronto is poor are more likely to be dissatisfied (38% vs. 10% of Torontonians who believe it to be good).



63% ↑ (58% 2024)
Total Satisfied

18-34 years	71%
35-54 years	63%
55+ years	56%
Males	68%
Females	59%
Parents of <18	76%
Not parents of <18	57%

Current quality of life good	10%
Current quality of life poor	38%

Base: Those who contacted or dealt with the City of Toronto 2024 (n=1142) :2025 (n=1138).
Q49. How satisfied are you with the overall quality of general information and communication from the City of Toronto?



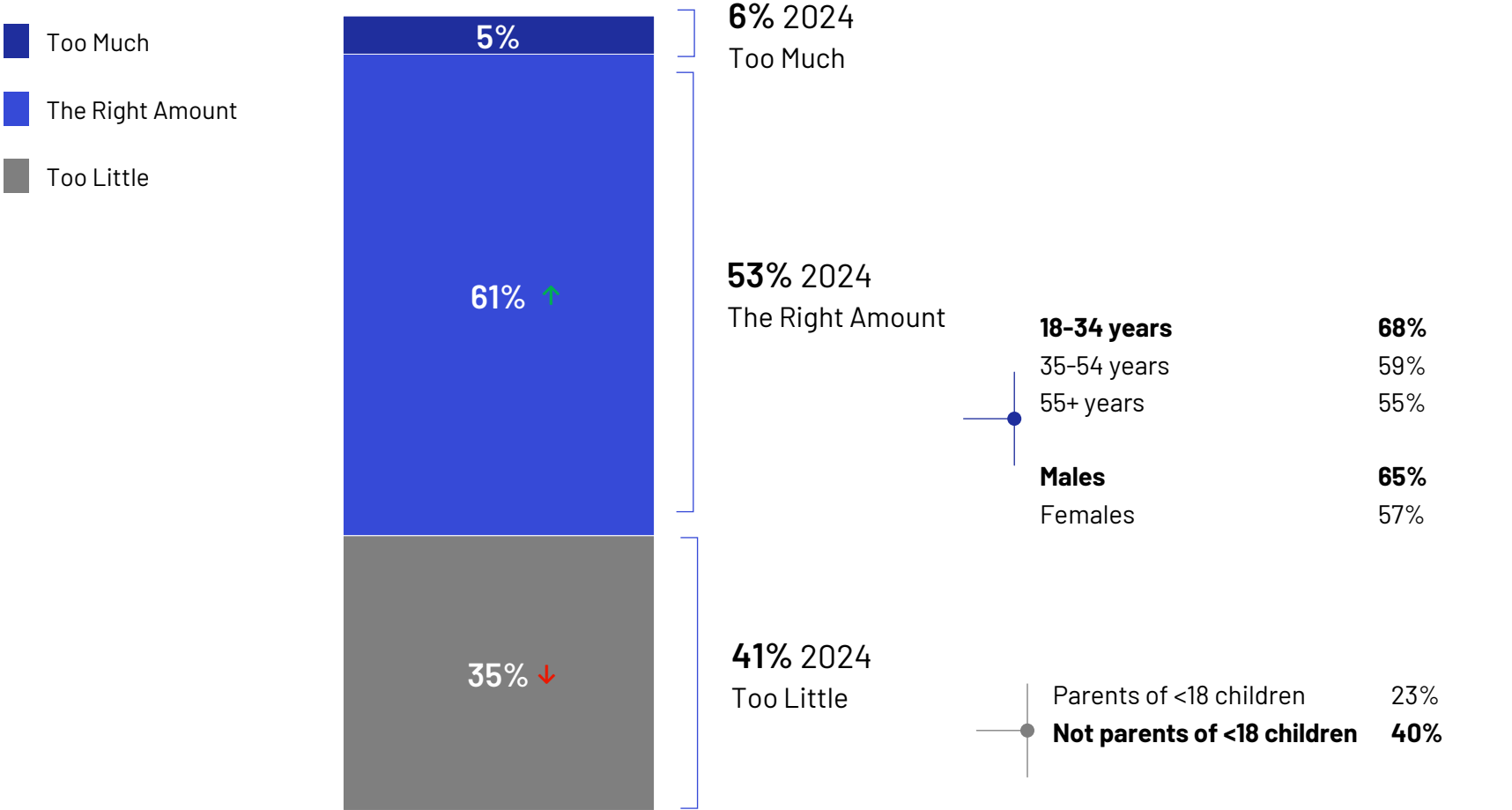
Information Frequency from the City of Toronto

Over six in ten (61%) Torontonians say they currently receive just the right amount of information from the City of Toronto, a significant increase compared to 2024 (53%).

However, many Torontonians would like to receive more information as just over one-third (35%) say the information is too little with only 5% saying it is too much.

Young Torontonians (68% of Torontonians 18-34 vs. 59% of Torontonians 35-54 and 55% of Torontonians 55 or older) and male Torontonians (65% vs. 57% Torontonian females) are more likely to say they receive just the right amount of information.

Torontonians without children under 18 years of age are more likely to indicate they receive too little information (40% vs. 23% of Torontonian parents of children under 18-years-of-age).



Base: All respondents 2024 (n=1142); 2025 (n=1138).
Q50. In your opinion, do you currently receive too much, just the right amount, or too little information from the City of Toronto?

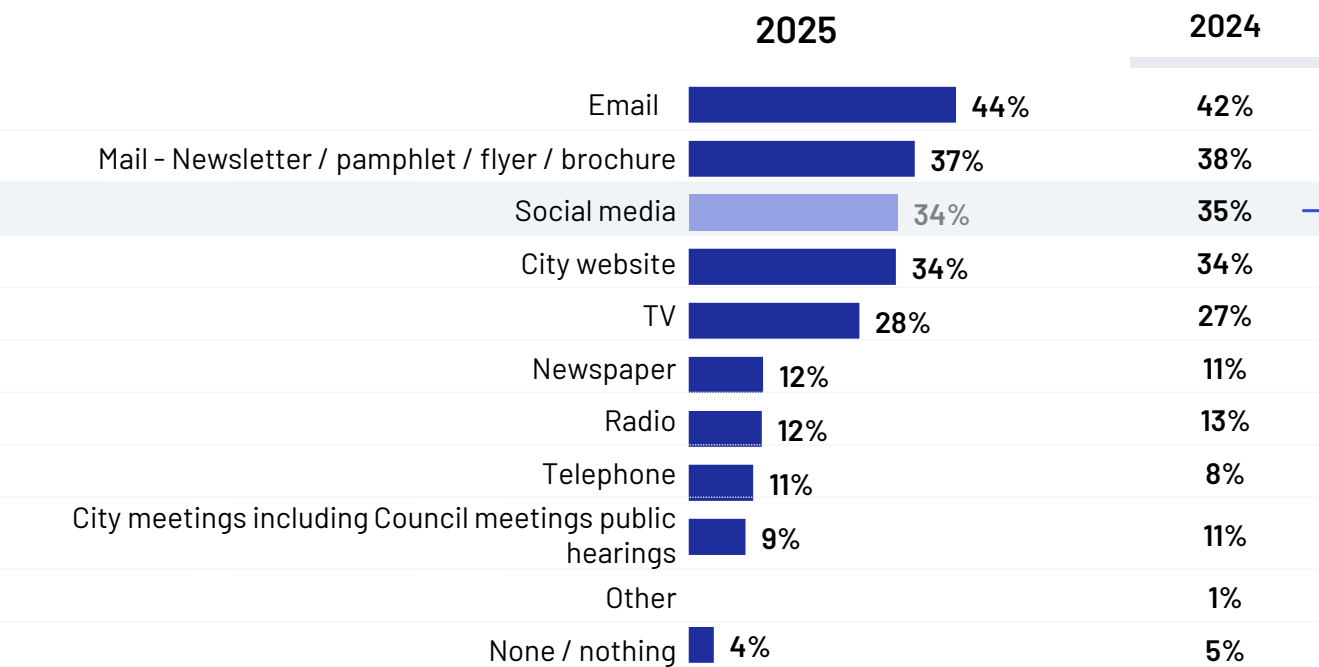
Methods for the City of Toronto to Communicate Information

When asked to select up to three preferred methods for the City to contact them, over two in five (44%) Torontonians said via email, followed by mail e.g. newsletter/pamphlet/flyer/brochure (37%), social media and the City website (both 34%).

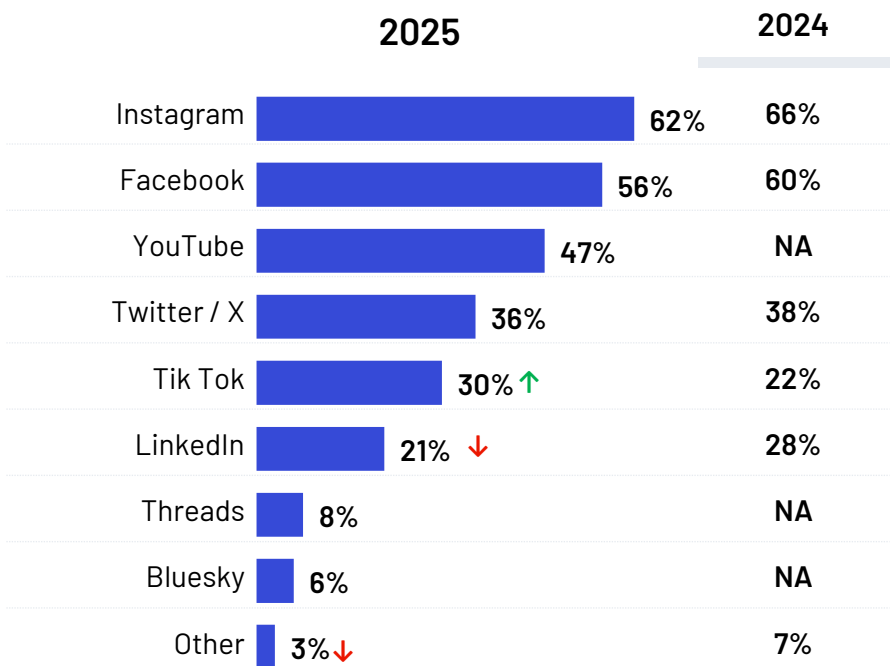
The most frequently mentioned social media platforms are Instagram (62%), Facebook (56%), YouTube (47%) and Twitter/X (36%).

Compared to 2024, the proportion of Torontonians using Tik Tok has increased significantly (30% vs. 22% in 2024), and the use of LinkedIn has decreased significantly (21% vs. 28% in 2024).

Preferred Methods to Communicate Information



Preferred Social Media Platform



Base: All respondents 2024 (n=1142); 2025 (n=1138).

Q51. What methods would be best for the City of Toronto to communicate information to you? Select up to three options.

Base: Those who prefer the City of Toronto to use social media to communicate with them 2025 (n=386) 2024 (n=403)

Q52. Which social media platform would you like the City of Toronto to use to communicate with you?

THANK YOU

N A M E

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