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Communication  
CW(WS) – March 5, 2025  
Item No. 1

# CITY OF VAUGHAN 2024 CITIZEN SURVEY

Presentation

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Ipsos Public Affairs



# 01 INTRODUCTION



# Objectives & Methodology



## BACKGROUND & OBJECTIVES

The City of Vaughan commissioned the 2024 Citizen Survey to gather input from residents on service delivery and operations, quality of life, financial sustainability and public information and engagement.

The City conducts citizen surveys to understand the evolving needs and desires of the community to continue improving and delivering services.

Conducting citizen surveys is also an effective way to examine the City's performance in comparison to other municipalities and see how Vaughan's service offerings and delivery measures up to similar cities.



## METHODOLOGY

A random sample of residents who reside in the City of Vaughan were selected through address-based sampling provided by Canada Post. The sample was stratified to be proportionate to the population by postal code. Residents were invited via letter to take part in an online survey. One resident per household could complete the online survey. A total of 1102 residents aged 18+ took part.



## FIELDING DATES

Data was collected from October 16 to November 19, 2024.



## MARGIN OF ERROR

Margin of error is +/-3.6%, nineteen times out of twenty on overall sample.



## WEIGHTING

Weighting was used to ensure the sample was representative of the surveyed population by:

- Age
- Gender
- Area

Sampling weights were designed to match the latest Statistics Canada Census figures (2021).



## REPORTING CONVENTIONS

Percentages may not always add up to 100% due to rounding.

Subgroup comparisons are presented only where relevant and statistically significant.

When comparing findings to municipal norms, caution should be used as mode and coverage bias may exist as most normative data was collected via telephone methodology.


# Invitation Letters

Invitation letters were sent to residents inviting them to take part in an online study. The letter provided more information about the study, briefly outlined the purpose and content of the survey and provided the survey website and a unique access code for residents to complete the survey online.

Responses to frequently asked questions such as “who is conducting this research,” “why should I participate in the survey” and “why was my household selected” were printed at the back of the letter.

Contact information for the Ipsos helpline was printed on the front so residents could ask further questions via email or by telephone.

Residents could also call to complete the survey via telephone.

Wednesday, Oct. 16, 2024 

Dear Resident,

**Participate in Vaughan's 2024 Citizen Survey to help shape and improve the City's programs and services.**

The City of Vaughan is surveying local residents to gather input on the quality of life in Vaughan, delivery of City services, value for tax dollars, public information and engagement and much more.

**Your household has been randomly selected to participate in this survey.**

Any Vaughan resident **aged 18 years or older** living at this address can take part. We want to hear from a wide range of people – whether or not you use the City's services.

**It only takes approximately 15 minutes to complete – in three easy steps:**

1. Go to [vaughansurvey.ca](https://vaughansurvey.ca)
2. Enter your unique access code <XXXXXXXX>
3. Complete the survey by **Tuesday, Nov. 19, 2024**


**This survey is confidential and voluntary.** The results from this survey will help ensure the City continues to offer a range of programs and services to meet the needs of our growing community. Your responses will help the City maintain the quality of life and standard of living in Vaughan, and will inform how the City shares information and updates with you.

The survey is being administered by Ipsos, an independent research organization, on behalf of the City.

If you have any questions or would like to complete the survey over the phone, you can contact [surveyqueries@ipsos.com](mailto:surveyqueries@ipsos.com) or call the toll-free helpline number at **1-833-488-1668** and leave a message requesting assistance.


**Thank you in advance for your time and contribution.**

The City of Vaughan


Please turn over 


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Have questions about this survey?  
Email: [surveyqueries@ipsos.com](mailto:surveyqueries@ipsos.com)  
Phone: 1-833-488-1668





### Additional Information


 **Who is conducting this research?**  
The City of Vaughan commissioned this research. Ipsos, an independent research organization, is administering the survey on behalf of the City. By leveraging a market research company, the City can collect data with a high degree of statistical confidence, meaning the results are an accurate representation of the Vaughan population. You can find further information about Ipsos at [ipsos.com/en-ca](https://ipsos.com/en-ca).

 **Why should I participate in the survey?**  
The Citizen Survey is used to gather input from residents on quality of life, delivery of City services, value for tax dollars, and public information and engagement, among other topics.  
The results from the survey will help ensure the City continues to offer a range of programs and services to meet the needs of the growing community and empower Vaughan Council and the administration to prioritize solutions that improve municipal service delivery.  
Your responses will help the City maintain the quality of life and standard of living in Vaughan, and will inform how the City shares information and updates with you.

 **Why was my household selected?**  
Your household was selected at random from a list of all households in the city of Vaughan.

 **What do I have to do to participate?**  
If you're 18 years of age or older, go to the website at the front of this letter and complete the survey using the unique access code provided to you. Only one member of your household should participate in the survey. You can complete the survey on a desktop computer, tablet or mobile phone. If you have any questions or would like to complete the survey over the phone, call the toll-free helpline number at 1-833-488-1668 and leave a message requesting assistance.

 **How long does the survey take? When will the survey close?**  
The survey should take about 15 minutes to complete. Please complete the survey as soon as possible. **The survey closes on Tuesday, Nov. 19.**

 **Are my answers confidential and private?**  
Any information you provide will be kept confidential as required by law. All collected data will be used for research purposes only and reported at aggregate level.

# 02 KEY FINDINGS

# KEY FINDINGS

1

Overall, **nine in ten (91%) Vaughan residents rate their quality of life as 'good' or 'very good.'** Less than one in ten (9%) rate their life as "poor" or "very poor," in line with other municipalities across the country.

2

Almost **nine in ten (87%) are satisfied with the delivery of services** provided by the City of Vaughan.

3

**Transportation** is the most important issue facing their community. Satisfaction is lowest for traffic management (including traffic calming and improving the flow of traffic), compared to other services, with seven in ten (71%) dissatisfied.

4

Over eight in ten (83%) of residents would describe community safety in the city of Vaughan as **safe**, but over half (54%) said community safety has **worsened** in the past three years.

5

Three-quarters (73%) say overall they get **"very good" or "fairly good" value for their tax dollars.** Over half of residents (55%) think the City should **maintain taxes at current levels, even if it means cut to services.**

# 03 DETAILED FINDINGS



# 3.1 QUALITY OF LIFE



# Quality of Life in Vaughan

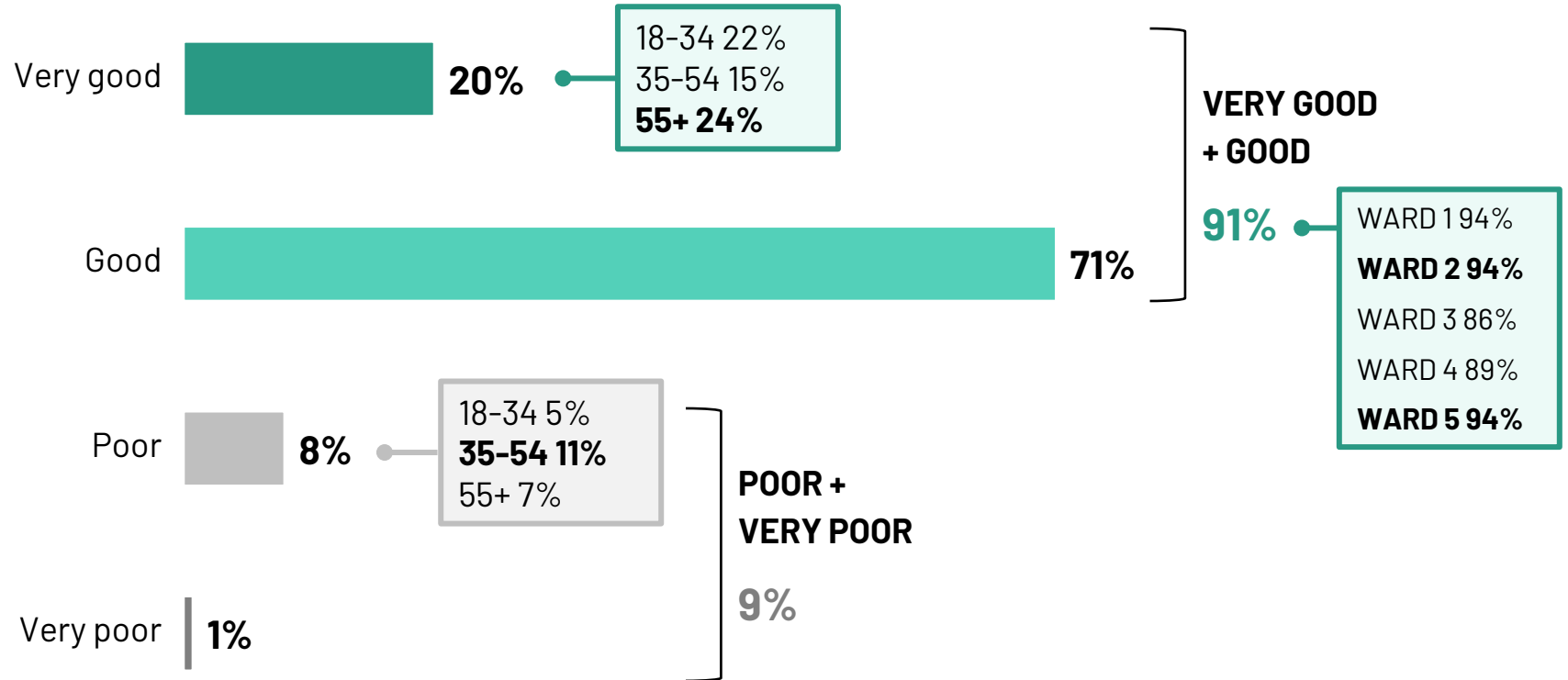
Overall, nine in ten (91%) rate their quality of life in the city of Vaughan as “very good” or “good.” Among them, seven in ten (71%) rate their quality of life as “good.”

Less than one in ten (9%) rate their quality of life as “poor” or “very poor.”

Residents in Vaughan rate their quality of life similarly to residents in other communities across the country (on average, 90% rate this as ‘very good’ or ‘good’ and 9% rate this as ‘poor’ or ‘very poor’).

Residents aged 55+ are more likely to rate their quality of life as “very good” compared to those aged 35-54 who are more likely to rate their quality of life as “poor.”

## OVERALL QUALITY OF LIFE IN THE CITY OF VAUGHAN TODAY



Base: All respondents (n=1102)

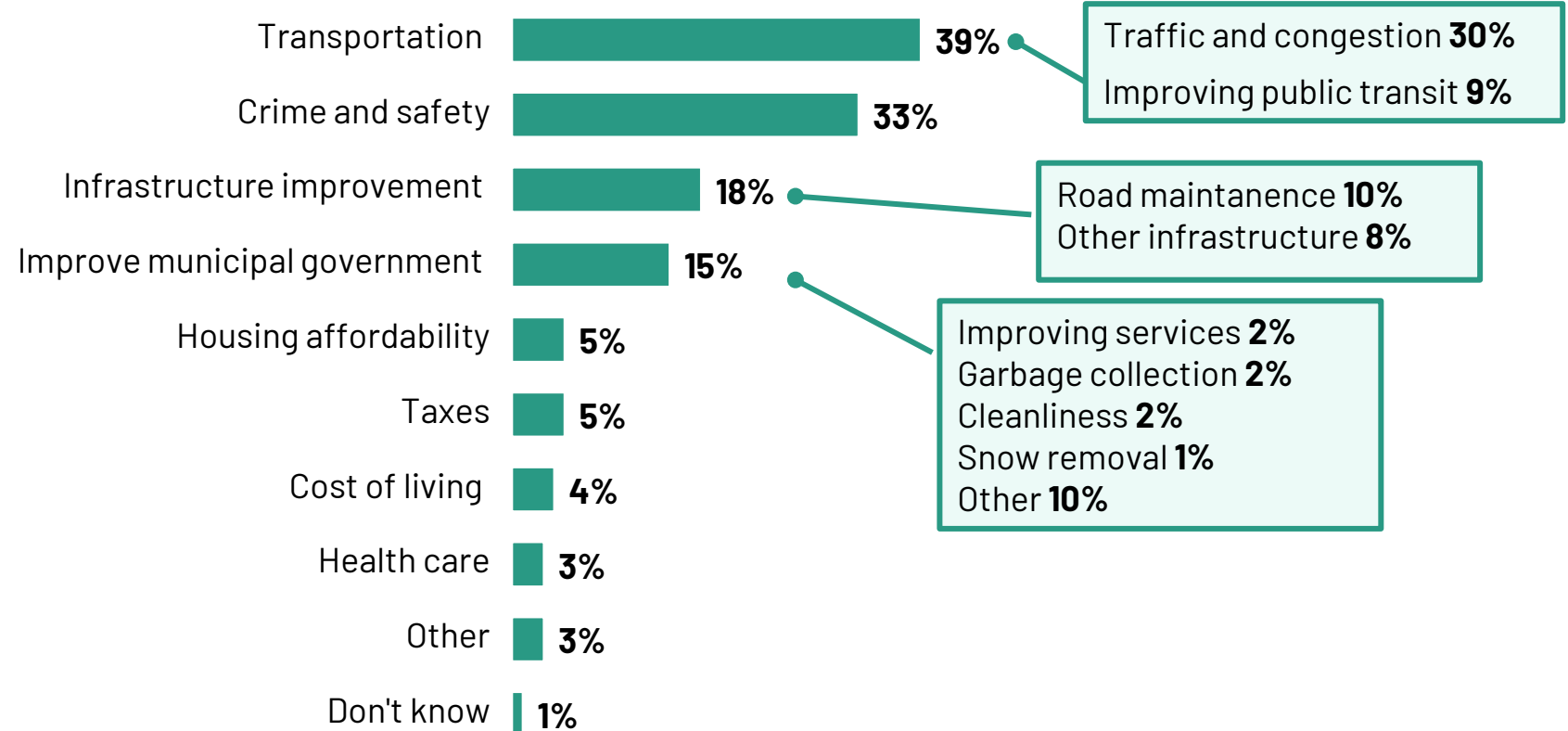
Q2. How would you rate the overall quality of life in the city of Vaughan today?

# Important Local Issues in Vaughan

When asked to write what the most important issue facing their community and which issue should receive the greatest attention from the Mayor and Members of Council, almost four in ten (39%) said transportation, consisting mainly of traffic congestion (30%) and the need to improve public transit (9%). Crime and safety is the second most important issue (33%).

Other issues further down the list include infrastructure improvement (18%), improving municipal government (15%), housing affordability (5%), taxes (5%), and the cost of living (4%).

## MOST IMPORTANT LOCAL ISSUES



Responses under 3% not shown.

Base: All respondents (n=1102)

Q1. In your view, as a resident of the city of Vaughan, what is the most important issue facing your community? That is the one issue you feel should receive the greatest attention from your Mayor and Members of Council.

# 3.2 SERVICE DELIVERY & OPERATIONS

# Satisfaction with City Services

Overall, almost nine in ten (87%) are satisfied with the delivery of services provided by the City of Vaughan, with almost a quarter (24%) saying they are “very satisfied.”

Just over one in ten (12%) are dissatisfied with the delivery of the services provided by the City.

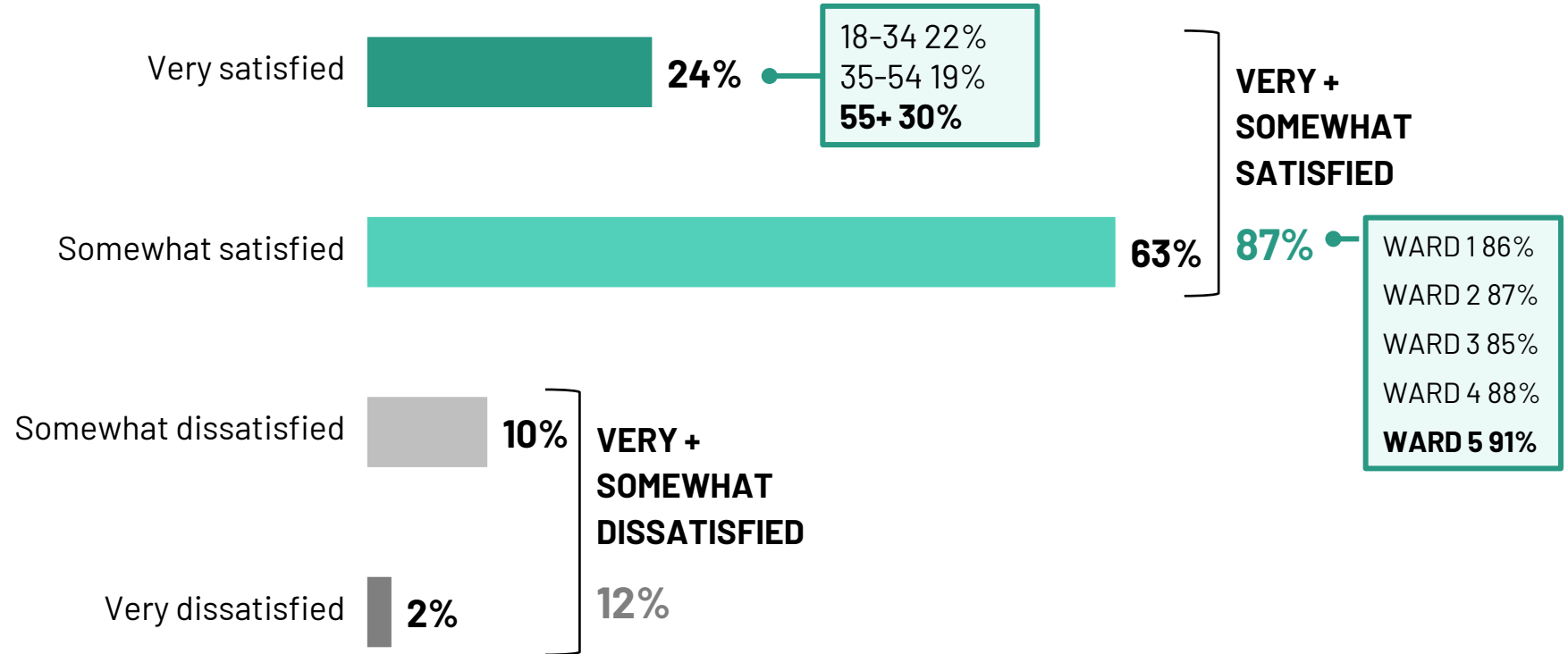
Residents aged 55+ are more likely to say they are “very satisfied” with the delivery of services, compared to those aged 35-54.

Satisfaction with the delivery of services is linked to the quality-of-life rating, as nine in ten (92%) of those who rate their quality of life as “good” or “very good” say they are satisfied with the delivery of services compared to four in ten (44%) of those who rate their quality of life as “poor” or “very poor.”

Figures are in line with other municipalities:

very + somewhat satisfied = 85%  
 very + somewhat dissatisfied = 13%

## OVERALL SATISFACTION WITH DELIVERY OF THE SERVICES PROVIDED BY THE CITY OF VAUGHAN



Base: All respondents (n=1102)

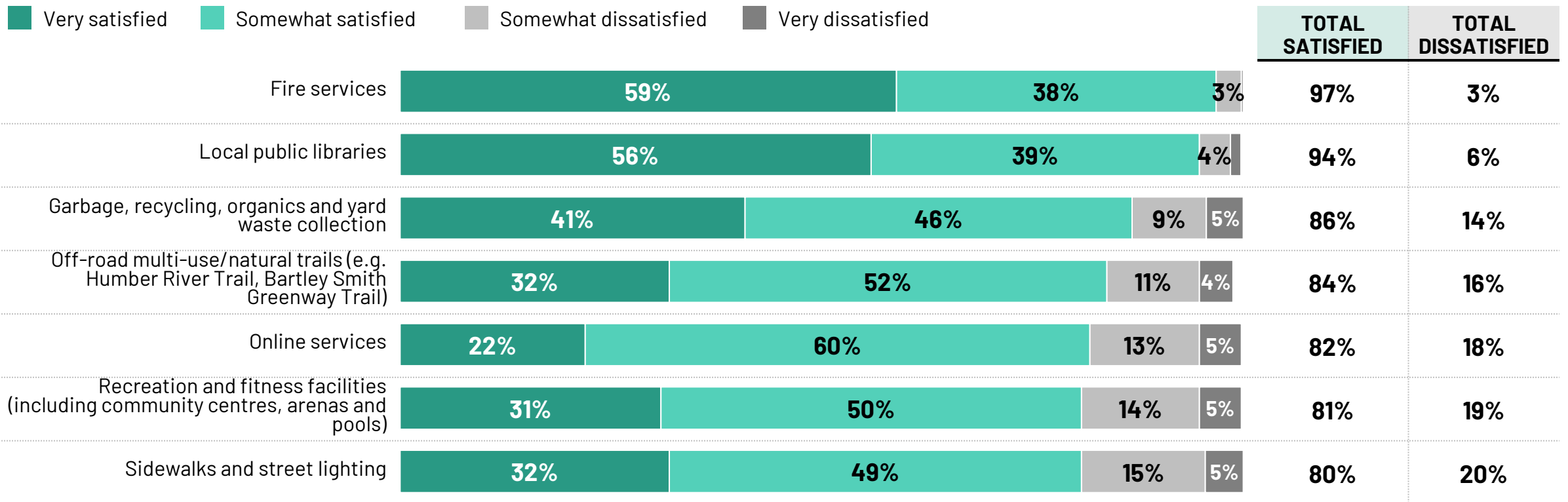
Q3. Overall, how satisfied or dissatisfied are you with the delivery of the services provided by the City of Vaughan?

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# Satisfaction with the City's Performance (1/4)

Overall satisfaction with services varies, with highest satisfaction for fire services (97%), local public libraries (94%), garbage, recycling, organics and yard waste collection (86%) and off-road multi-use/natural trails (84%).

## OVERALL SATISFACTION WITH THE PERFORMANCE OF THE CITY OF VAUGHAN FOR DIFFERENT SERVICES



Note: Data labels 1% or less were removed.

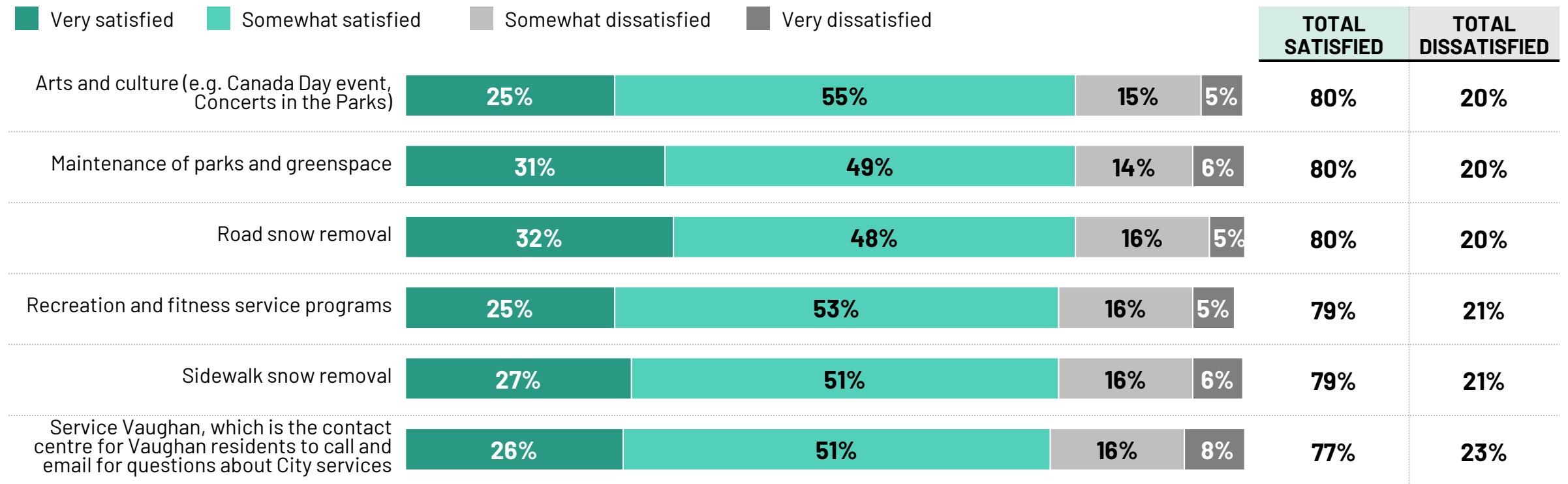
Base: All respondents excluding don't know. n=varies

Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?

# Satisfaction with the City's Performance (2/4)

Eight in ten are satisfied with arts and culture, such as Canada Day and Concerts in the Park (80%). The same proportion are satisfied with maintenance of parks and greenspace (80%), with high satisfaction also for snow removal, both on roads (80%) and sidewalks (79%).

## OVERALL SATISFACTION WITH THE PERFORMANCE OF THE CITY OF VAUGHAN FOR DIFFERENT SERVICES



Note: Data labels 1% or less were removed.

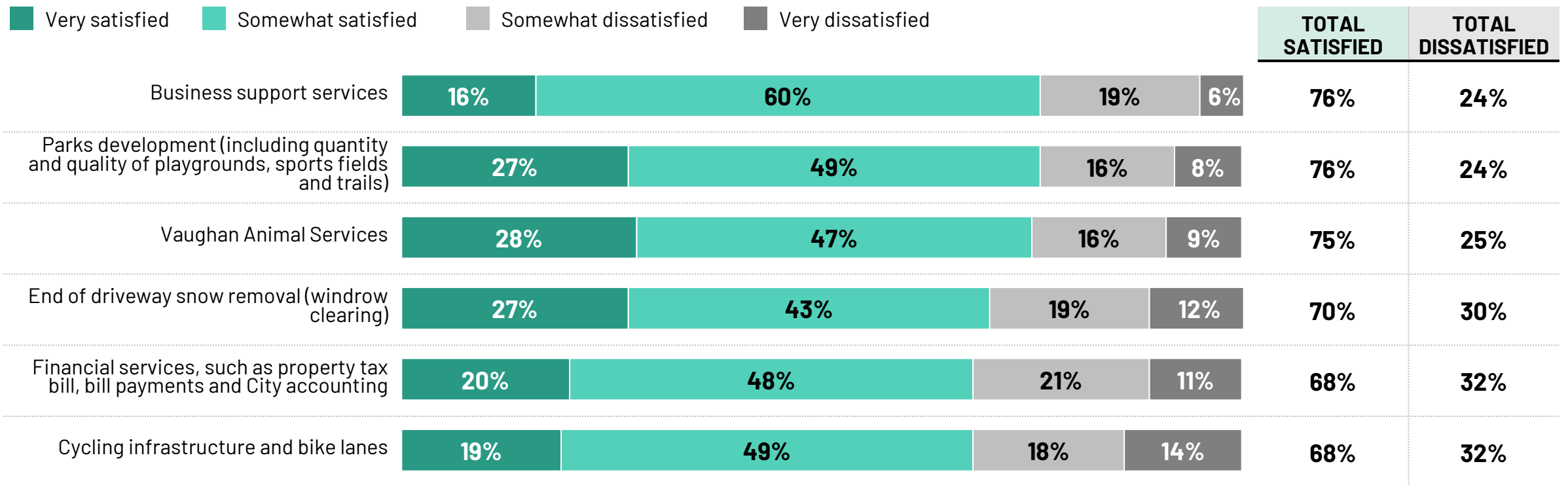
Base: All respondents excluding don't know. n=varies

Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?

# Satisfaction with the City's Performance (3/4)

More than seven in ten are satisfied with business support services (76%), parks development (76%) and Vaughan Animal Services (75%), with fewer satisfied with financial services (68%) and cycling infrastructure (68%).

## OVERALL SATISFACTION WITH THE PERFORMANCE OF THE CITY OF VAUGHAN FOR DIFFERENT SERVICES



Note: Data labels 1% or less were removed.

Base: All respondents excluding don't know. n=varies

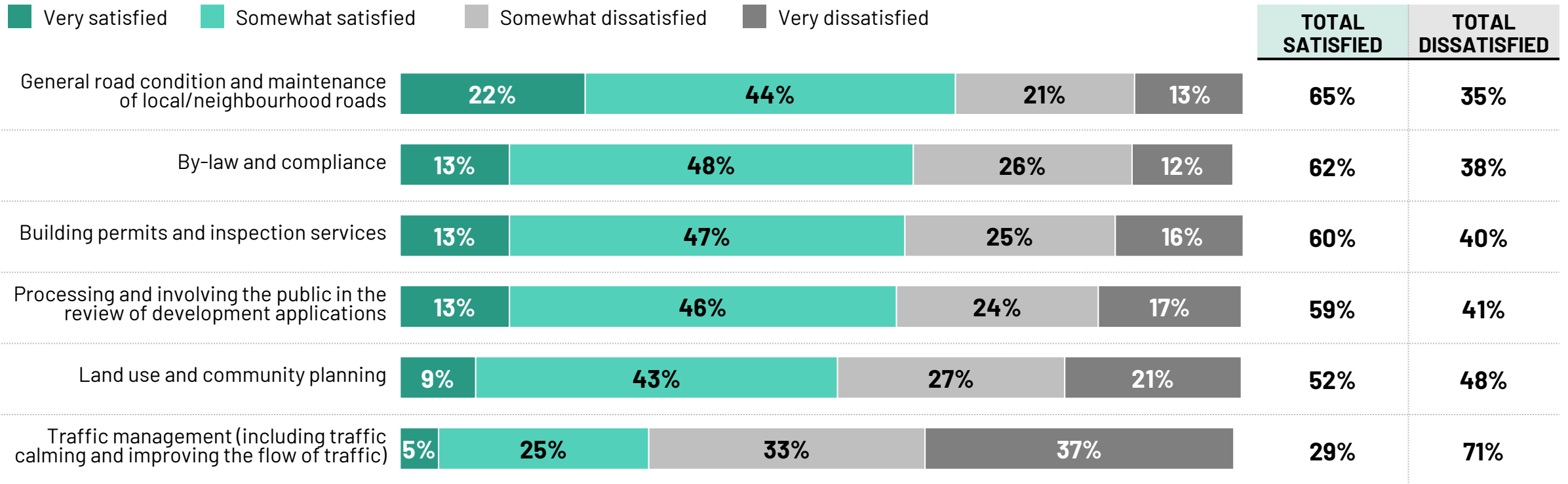
Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?

# Satisfaction with the City's Performance (4/4)

More than half of residents are satisfied with general road condition and maintenance of local/neighborhood roads (65%) and by-law and compliance (62%), with more than half satisfied with processing and involving the public in the review of development applications (59%) and land use and community planning (52%).

Seven in ten (71%) are dissatisfied with traffic management (including traffic calming and improving the flow of traffic), with only 29% satisfied with this service.

## OVERALL SATISFACTION WITH THE PERFORMANCE OF THE CITY OF VAUGHAN FOR DIFFERENT SERVICES



Note: Data labels 1% or less were removed.

Base: All respondents excluding don't know. n=varies

Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?



# Satisfaction with the City's Performance by Ward

	TOTAL SATISFIED (VERY + SOMEWHAT)				
	WARD 1	WARD 2	WARD 3	WARD 4	WARD 5
Arts and culture (e.g. Canada Day event, Concerts in the Parks)	87%	80%	77%	76%	82%
Building permits and inspection services	68%	56%	53%	60%	<b>67%</b>
Business support services	78%	<b>86%</b>	63%	71%	<b>80%</b>
By-law and compliance	<b>72%</b>	56%	55%	63%	<b>71%</b>
Cycling infrastructure and bike lanes	68%	<b>78%</b>	59%	64%	<b>72%</b>
End of driveway snow removal (windrow clearing)	67%	<b>76%</b>	68%	71%	65%
Financial services, such as property tax bill, bill payments and City accounting	71%	71%	61%	67%	<b>71%</b>
Fire services	98%	<b>99%</b>	93%	97%	<b>98%</b>
Garbage, recycling, organics and yard waste collection	89%	82%	87%	85%	88%
General road condition and maintenance of local/neighbourhood roads	63%	69%	60%	65%	68%
Land use and community planning	52%	53%	44%	52%	<b>59%</b>
Local public libraries	92%	94%	92%	96%	95%
Maintenance of parks and greenspace	79%	84%	79%	76%	82%
Off-road multi-use/natural trails (e.g. Humber River Trail, Bartley Smith Greenway Trail)	84%	88%	81%	78%	<b>89%</b>
Online services	88%	86%	80%	79%	81%
Parks development (including quantity and quality of playgrounds, sports fields and trails)	<b>88%</b>	<b>79%</b>	74%	64%	<b>80%</b>
Processing and involving the public in the review of development applications	56%	59%	53%	65%	63%
Recreation and fitness facilities (including community centres, arenas and pools)	<b>90%</b>	<b>86%</b>	77%	73%	<b>86%</b>
Recreation and fitness service programs	<b>87%</b>	81%	75%	75%	80%
Road snow removal	80%	83%	79%	81%	77%
Service Vaughan, which is the contact centre for Vaughan residents to call and email for questions about City services	73%	76%	78%	78%	77%
Sidewalk snow removal	77%	83%	80%	78%	75%
Sidewalks and street lighting	80%	84%	77%	82%	80%
Traffic management (including traffic calming and improving the flow of traffic)	<b>36%</b>	27%	20%	<b>32%</b>	<b>37%</b>
Vaughan Animal Services	81%	76%	76%	<b>81%</b>	67%

Base: All respondents excluding don't know (n=varies)  
 Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?

# Satisfaction with the City's Performance Compared to Norms

Satisfaction with the City of Vaughan's performance is similar to other municipalities for most services. Satisfaction is higher among city of Vaughan residents for fire services (+2 points) road snow removal services (+7 points) and local public libraries (+3 points). City of Vaughan residents however show lower satisfaction for maintenance of parks and greenspace (satisfaction -10 points compared to other municipalities), by-law and compliance (-14 points), land use and community planning (-15 points), traffic management (-24 points).

*\*Note that the majority of municipal norms are conducted via a telephone survey methodology so caution should be used when comparing due to coverage and mode bias that may exist.*

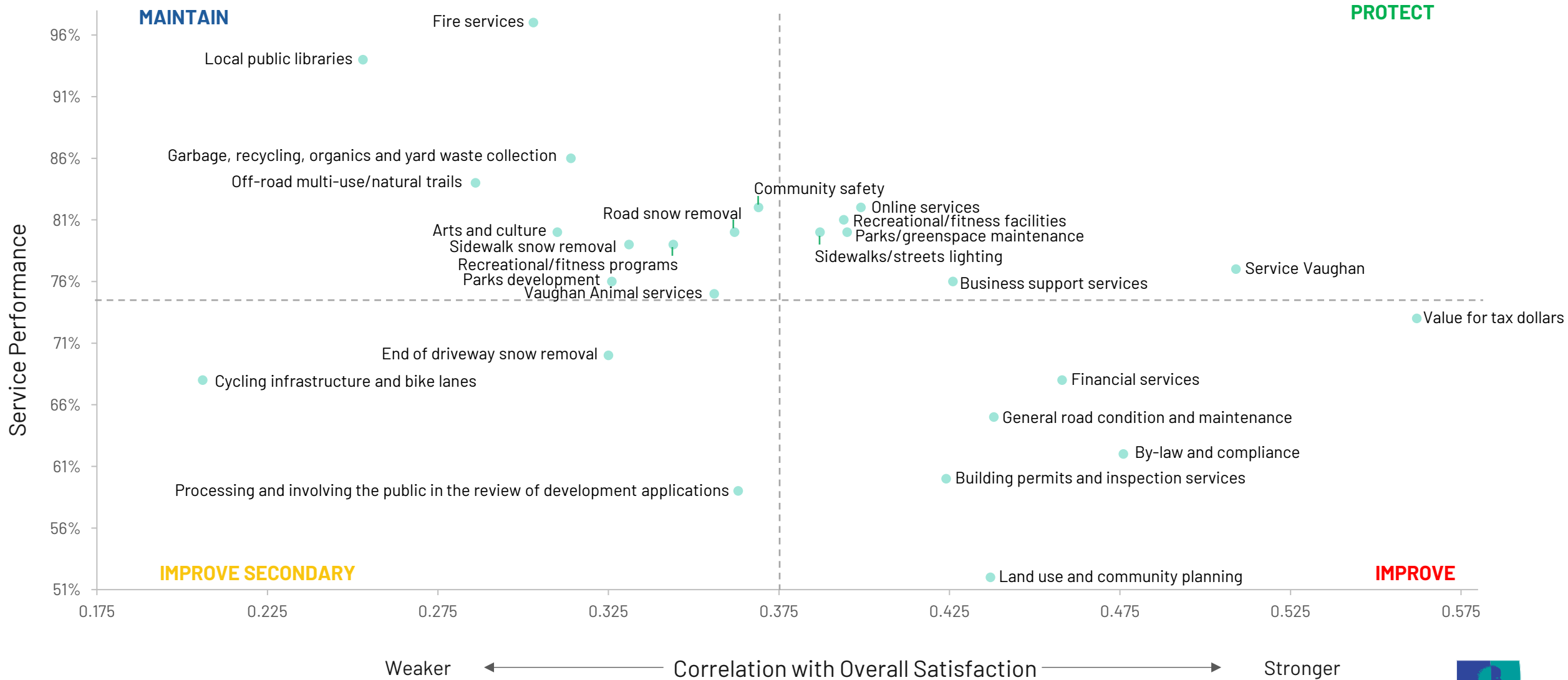
## OVERALL SATISFACTION WITH THE PERFORMANCE OF THE CITY OF VAUGHAN FOR DIFFERENT SERVICES COMPARED TO NORMS

TOTAL SATISFIED (VERY + SOMEWHAT)		
	Normative Results	City of Vaughan Results
Fire services	95%	97%
Local public libraries	91%	94%
Garbage, recycling, organics and yard waste collection	89%	86%
Off-road multi-use/natural trails	89%	84%
Recreation and fitness facilities	88%	81%
Arts and culture	83%	80%
Maintenance of parks and greenspace	90%	80%
Road snow removal	73%	80%
Recreation and fitness service programs	85%	79%
Vaughan Animal Services	84%	75%
Cycling infrastructure and bike lanes	66%	68%
General road condition and maintenance of local roads	72%	65%
By-law and compliance	76%	62%
Building permits and inspection services	69%	60%
Land use and community planning	67%	52%
Traffic management	53%	29%

Base: All respondents (n=1102)

Q4. Overall, how satisfied or dissatisfied are you with the performance of the City of Vaughan on each of the following services?

# Key Drivers for Satisfaction with City Services



# 3.3 CONTACT WITH CITY OF VAUGHAN AND ITS EMPLOYEES

# Contact with the City of Vaughan

Almost half (48%) of residents say they have communicated with the City of Vaughan or one of its employees in the past 12 months, similar to other municipalities (44%).

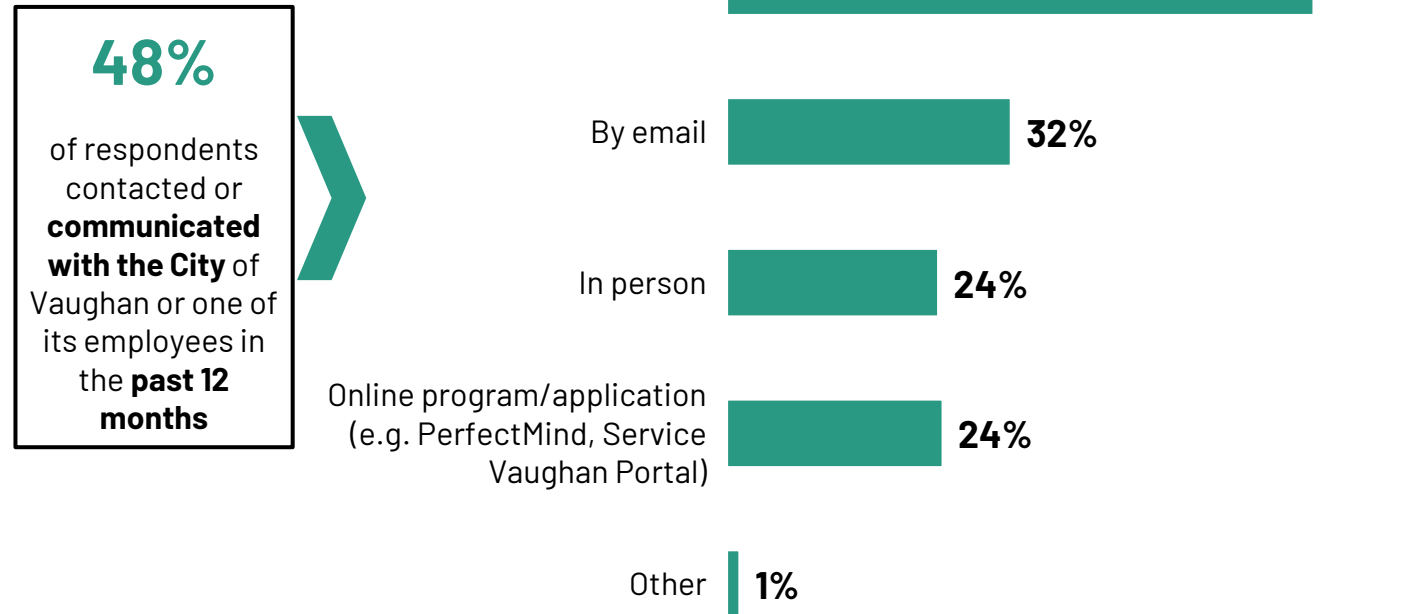
Just under two-thirds (65%) of those who have contacted the City in the past 12 months have done so by phone, followed by under one-third (32%) who chose email.

Just under a quarter (24%) contacted the City in person, or via an online program/application.

Those with children under 18 in their household (59%) are more likely to have contacted the City in the past 12 months than those without children under 18 (44%).

Residents aged 35-54 (57%), are more likely to have contacted the City than those aged 18-34 (41%) or 55+ (45%).

## CONTACTED CITY OF VAUGHAN IN PAST 12 MONTHS AND METHOD OF CONTACT



Base: All respondents (n=1102)

Q5. In the last 12 months, have you contacted or communicated with the City of Vaughan or one of its employees?

Base: Had contact in past 12 months (n=533)

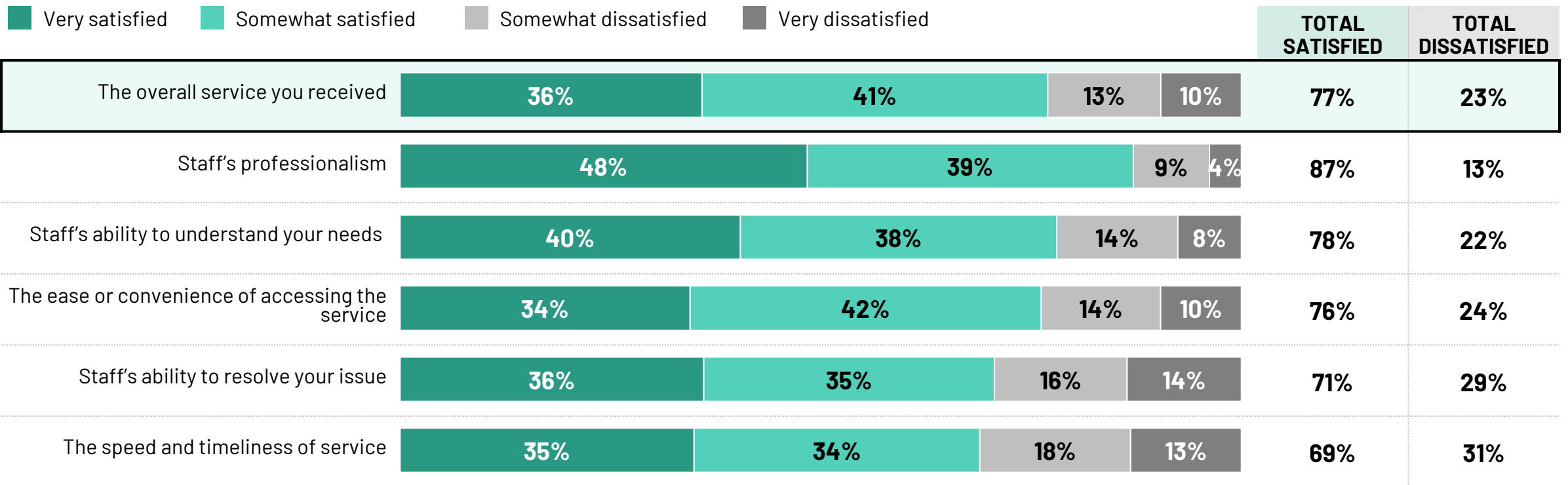
Q6. How did you contact or communicate with the City of Vaughan or one of its employees?

# Satisfaction with Contact Experience

Over three-quarters (77%) of those who contacted the City in the past 12 months say they are satisfied with the overall service they received. This is slightly lower than other municipalities, which report eight in ten (82%) overall satisfaction with the service received (17% dissatisfied).

Satisfaction is high for all measures; particularly staff’s professionalism (87%), staff’s ability to understand their needs (78%) and the ease or convenience of accessing the service (76%). Fewer were satisfied with staff’s ability to resolve their issue (71%) and the timeliness of service (69%).

## OVERALL SATISFACTION WITH THE PERFORMANCE THE CITY OF VAUGHAN DOES FOR EACH SERVICE



Base: Respondents answering (n=varies 497-515)  
 Q8. When thinking about your experience contacting the City, how satisfied or dissatisfied were you with each of the following?

# 3.4 FINANCIAL SUSTAINABILITY

# Value For Tax Dollars

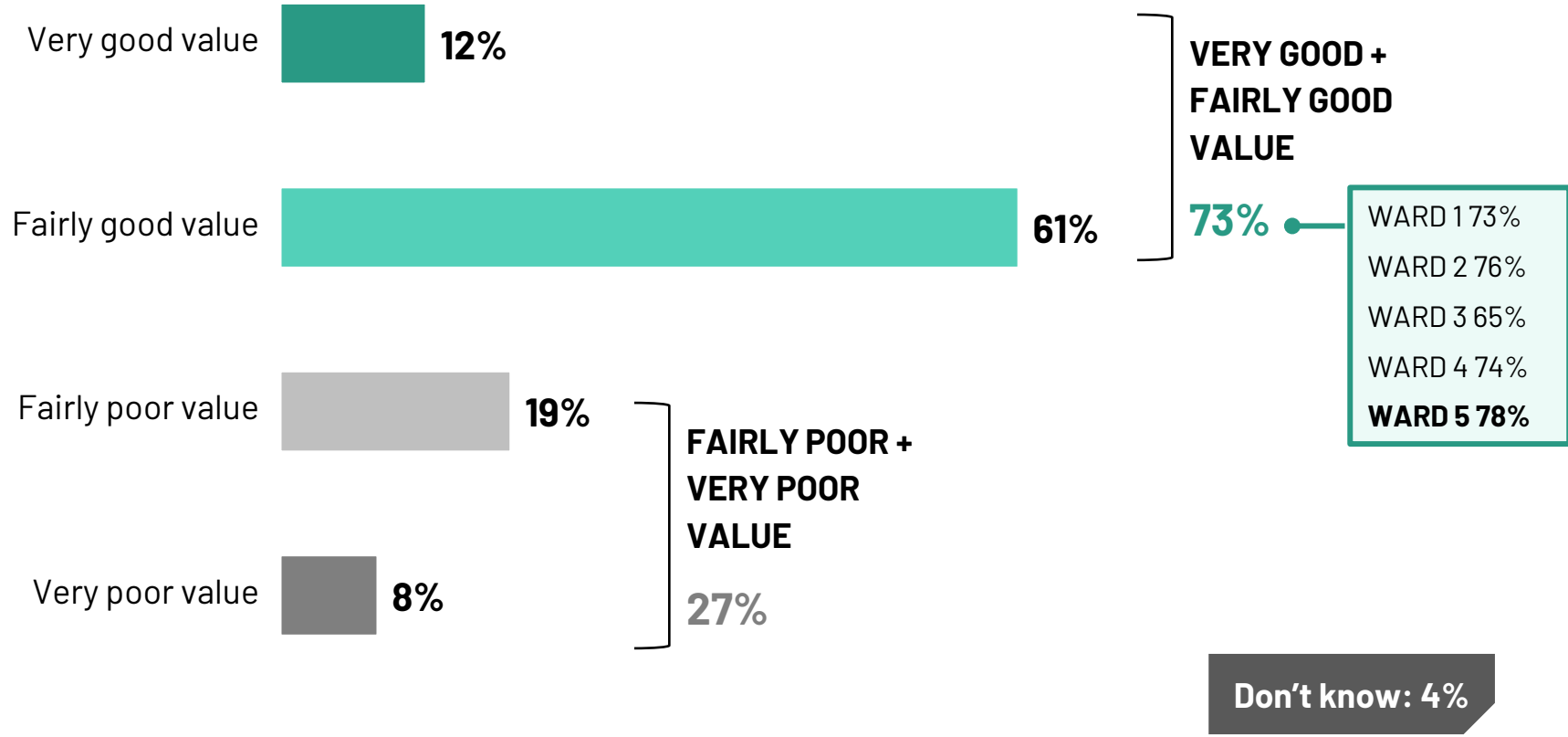
Thinking about all the programs and services they receive from the City of Vaughan, almost three-quarters (73%) say overall they get “very good” or “fairly good” value for their tax dollars, with 12% saying “very good value.”

Over a quarter (27%) say they get “poor” value for their tax dollars, with 8% saying “very poor” value.

This is slightly lower than other municipalities, where 76% say they get “good” or “very good” value for their tax dollars (“very good” value 17%, “fairly good” value 59%) and 22% say they get “poor” or “very poor” value (“fairly poor” value 16%, “very poor” value 6%).

4% say they do not know whether the overall value for their tax dollars is good or poor.

## OVERALL VALUE FOR CITY OF VAUGHAN TAX DOLLARS



Base: All respondents (n=1102)

Q9. Thinking about all the programs and services you receive from the City of Vaughan, would you say that overall you get good value or poor value for your tax dollars?



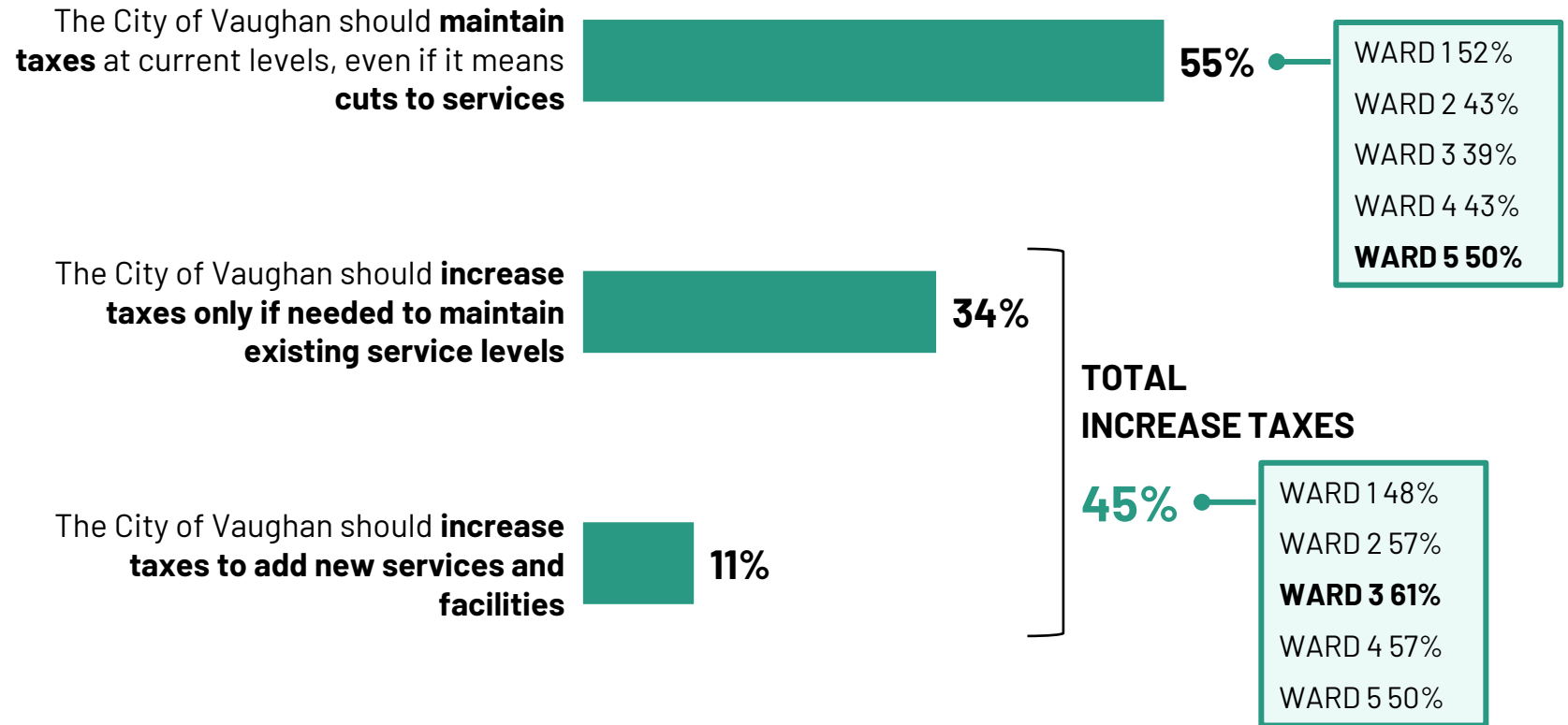
# Perspective on Increasing or Decreasing Municipal Taxes

Over half of residents (55)% think the City of Vaughan should maintain taxes at current levels even if it means cut to services.

Overall, over four in ten (45%) think taxes should be increased:

- Over a third (34%) think the City of Vaughan should increase taxes only if needed to maintain existing service levels.
- Just over one in ten (11%) – the least popular opinion among residents – think the City of Vaughan should increase taxes to add new services and facilities.

## MUNICIPAL PROGRAMS AND SERVICES FUNDED THROUGH PROPERTY TAXES. WHICH OF THE FOLLOWING PERSPECTIVES IS CLOSEST TO YOUR VIEW?



Base: All respondents (n=1102)  
 Q10. Municipal programs and services are primarily funded through municipal property taxes. Which of the following perspectives is closest to your view?

# Funding City Services

To ensure the City has enough revenue to pay for expected service levels and programs, almost half (48%) would prefer to increase user fees, while only 2% would prefer to increase property taxes.

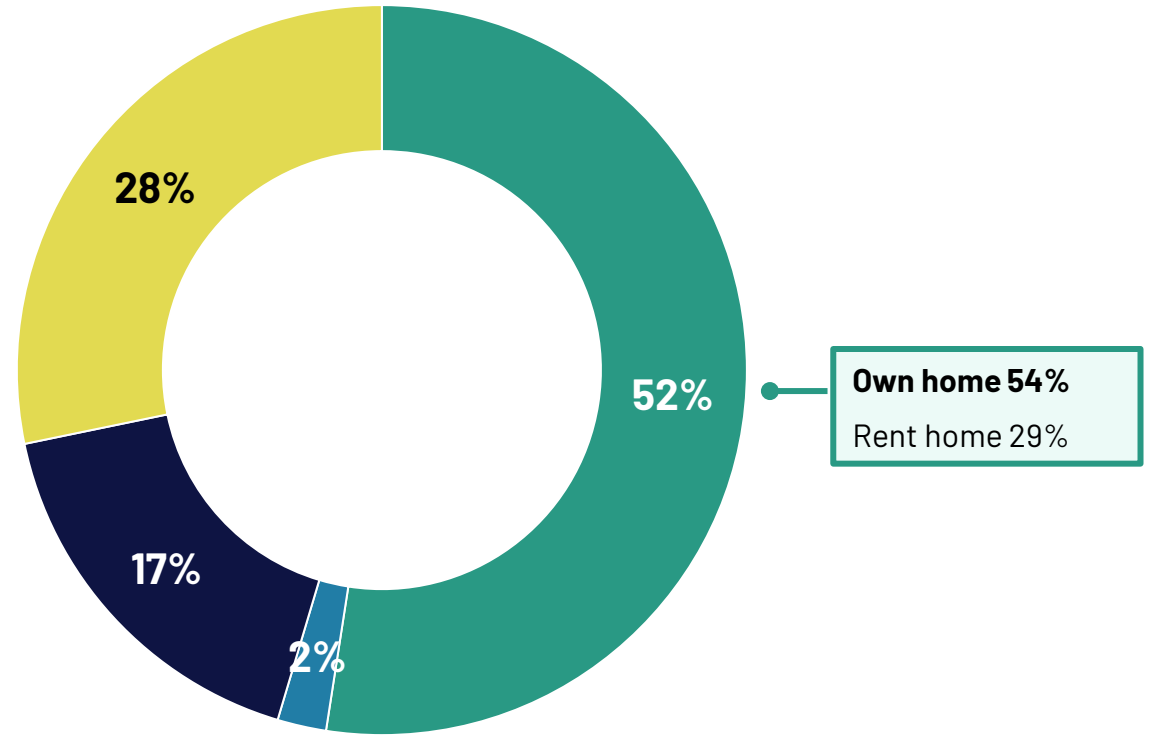
Over a quarter (26%) would prefer no increase to user fees nor property taxes but would rather maintain user fees and property taxes at their current levels even if it means cuts to services.

16% prefer a combination of both increased user fees and property taxes, while 8% don't know.

Residents who own their home (54%) prefer to increase user fees compared to those who rent (29%).

## INCREASE USER FEES OR INCREASE PROPERTY TAXES ...

- Increased user fees
- Increased property taxes
- A combination of both
- Neither – maintain user fees and property taxes at current levels, even if it means cuts to services



Base: All respondents (n=1014) Excluding don't know.

Q11. To ensure the City has enough revenue to pay for expected service levels and programs, would your preference be to increase property taxes or increase user fees?

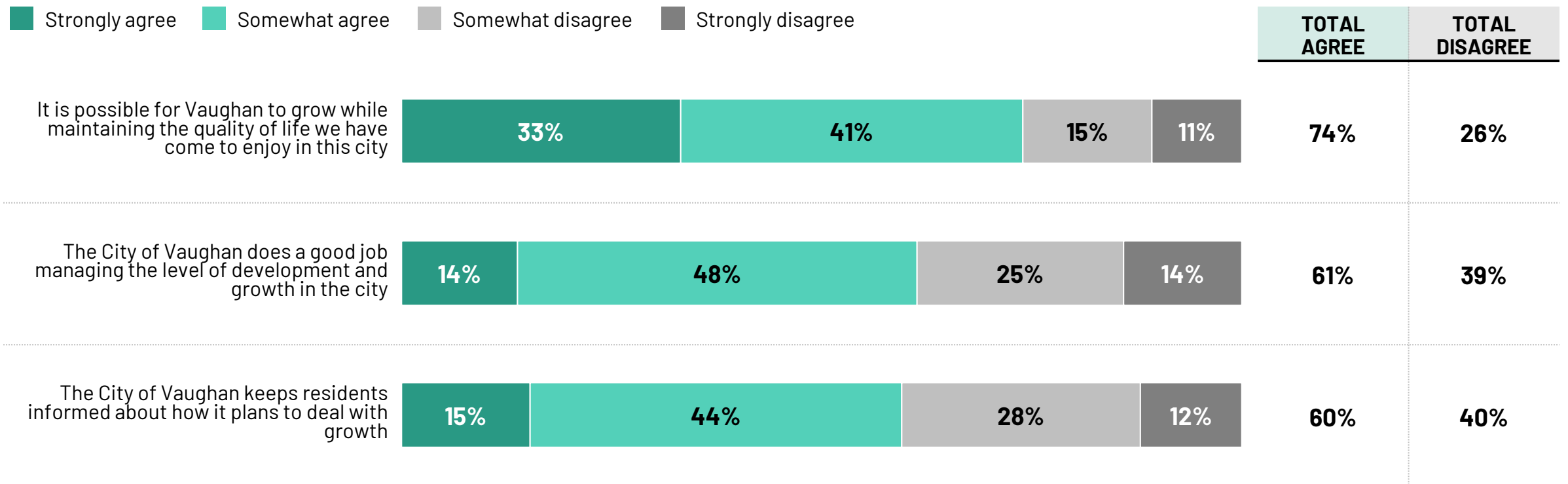
# 3.5

## PLANNING GROWTH AND DEVELOPMENT

# Perceptions of Growth and Development Management

Almost three-quarters (74%) think it is possible for Vaughan to grow while maintaining the quality of life they have come to enjoy in the city, with a third (33%) strongly agreeing with this. Six ten (61%) think the City does a good job of managing the level of development and growth in Vaughan, and a similar proportion think the City keeps residents informed about how it plans to deal with growth, although four in ten (40%) disagree with this.

## LEVEL OF AGREEMENT WITH GROWTH AND DEVELOPMENT STATEMENTS FOR THE CITY OF VAUGHAN



Base: All respondents (n=1102)  
 Q12. The statements below are about growth and development in the city of Vaughan. To what extent do you agree or disagree with each statement?

# 3.6 TRANSPORTATION & ROAD SAFETY

# Transportation and Road Safety Issues

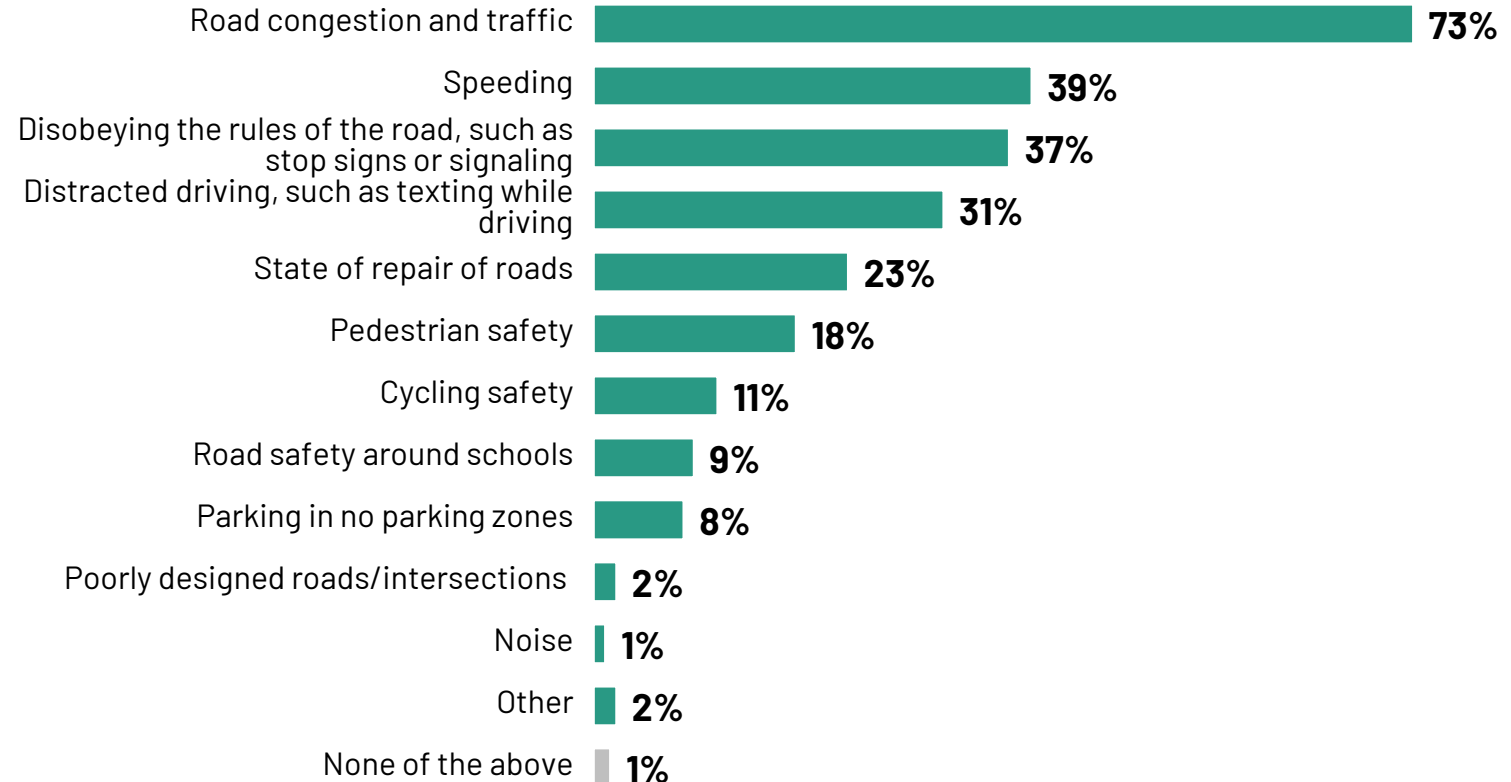
When asked which of the following are the top transportation and road safety issues in their community, seven in ten (72%) say road congestion and traffic.

This is followed by speeding (38%), disobeying the rules of the road (36%) and distracted driving (31%). The state of the roads is a top issue for almost a quarter of residents (23%).

Safety is further down the list, with a smaller proportion saying the top issues are pedestrian safety (17%), cycling safety (10%) and road safety around schools (9%).

Those in Ward 3 are more likely to cite road congestion and traffic as the top transportation and road safety issue (82%), compared to those in Ward 5 (65%).

## TOP TRANSPORTATION AND ROAD SAFETY ISSUES IN VAUGHAN



Base: All respondents (n=1102)

Q13. Which of the following would you say are the top transportation and road safety issues in your community? Please select up to three options.

# 3.7 COMMUNITY SAFETY

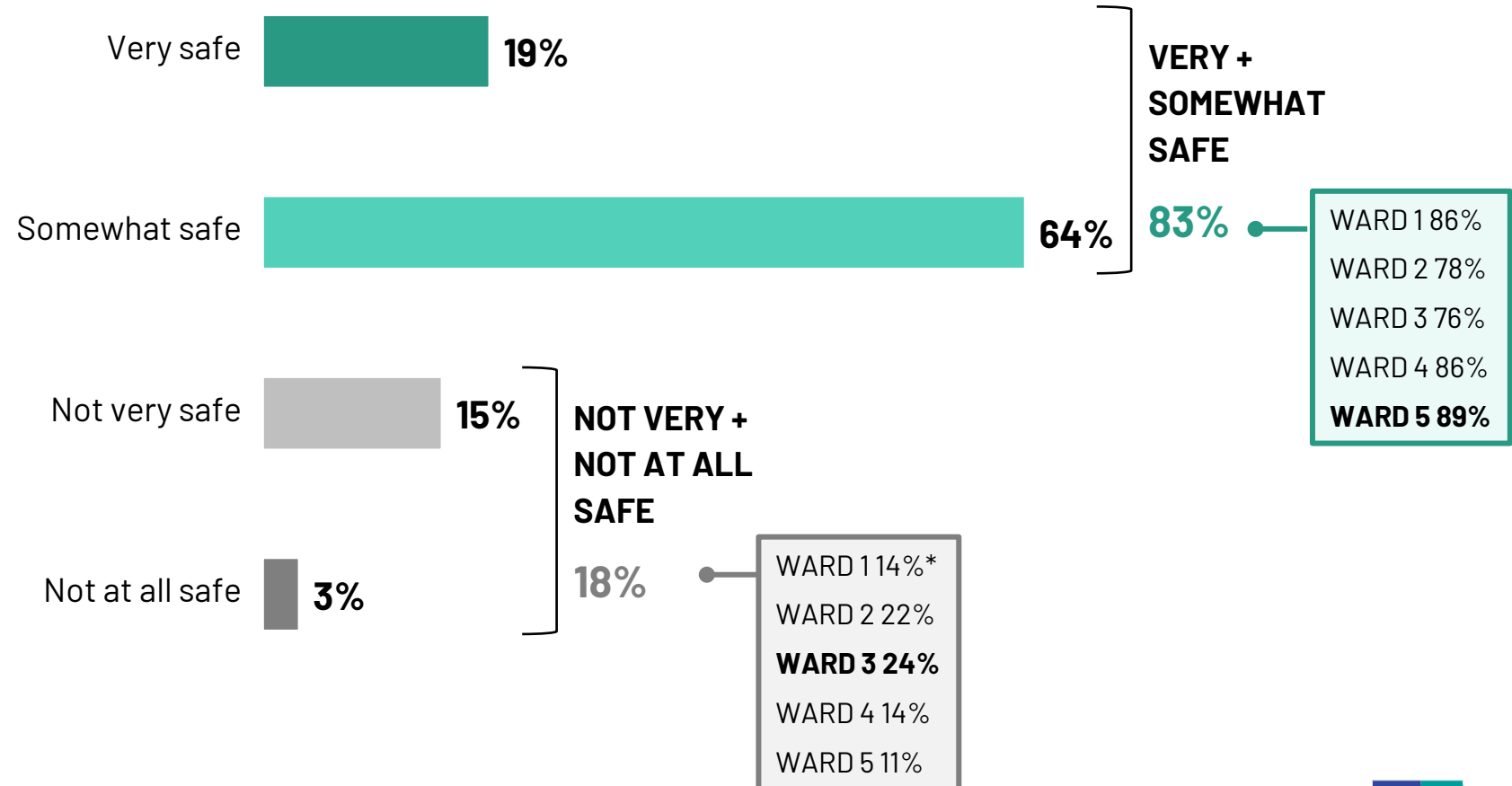
# Community Safety

Overall, over eight in ten (83%) of residents would describe the city of Vaughan as safe, with almost two in ten (19%) saying it is “very safe” and almost two-thirds saying it is “somewhat safe.”

Almost two in ten (18%) would describe Vaughan as unsafe, with 15% saying “not very safe” and 3% saying it is “not at all safe.”

This is slightly lower than other municipalities, where 38% say they feel “very safe,” 52% say they feel “somewhat safe,” 8% say they feel “not very safe” and 1% “not at all safe.”

## COMMUNITY SAFETY IN THE CITY OF VAUGHAN



Base: All respondents (n=1102)  
 Q14. Overall, how would you describe community safety in the city of Vaughan?  
 \*Low base size – interpret with caution



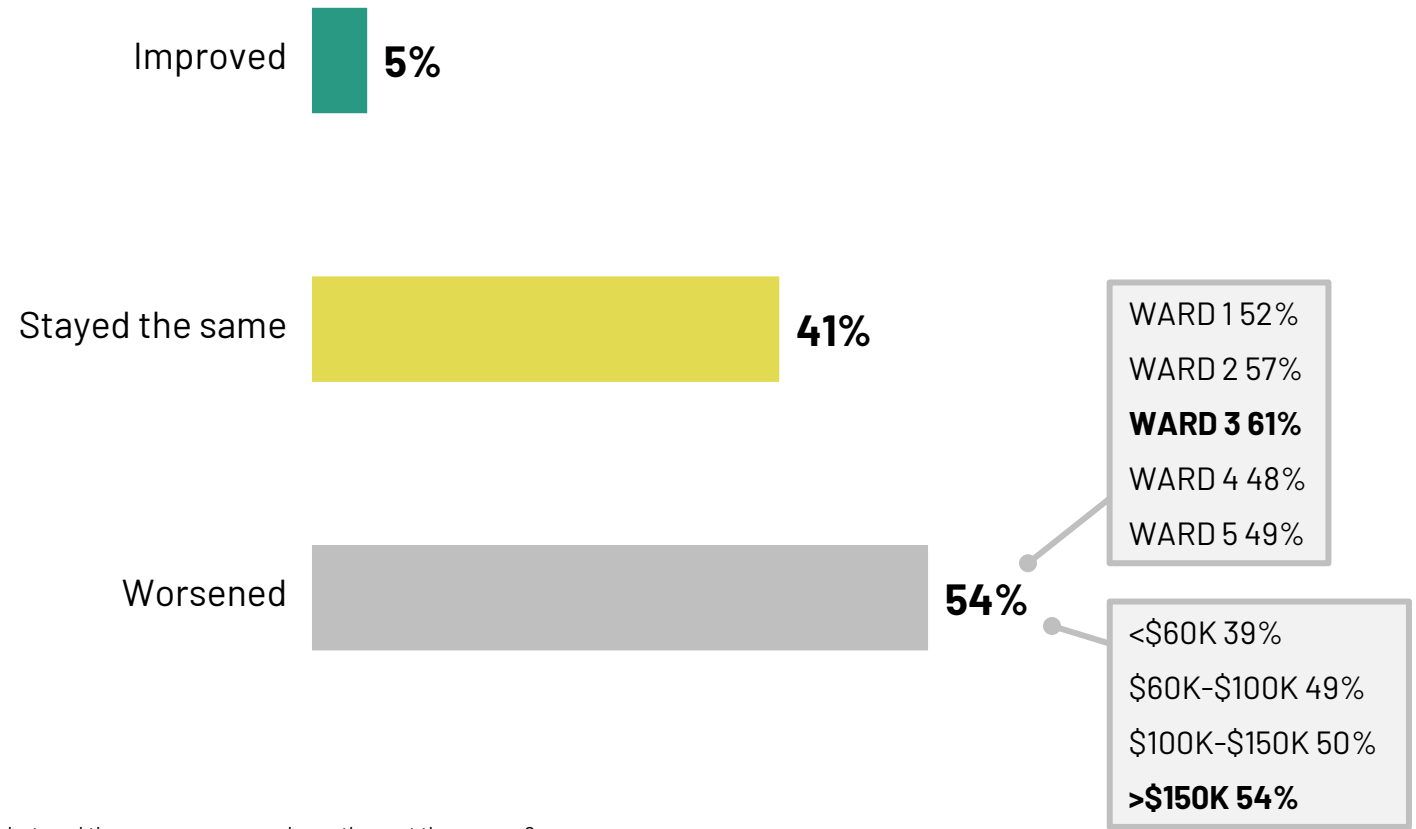
# Community Safety Trends

When asked if they feel community safety in city of Vaughan has changed over the past three years, over half of residents (54%) said community safety has worsened, while four in ten (41%) say it has stayed the same and only 5% think it has improved.

Residents who are more likely to say community safety has worsened over the past three years:

- have a higher household income (over \$150,000) compared to those with less than \$60,000.
- own (55%) rather than rent (33%) their home.
- live in Ward 3 compared to Wards 4 or 5.

## COMMUNITY SAFETY TRENDS IN VAUGHAN OVER THE PAST THREE YEARS



Base: All respondents (n=1102)  
 Q15. Do you feel community safety in city of Vaughan has improved, stayed the same or worsened over the past three years?

# 3.8

## PUBLIC INFORMATION & COMMUNICATION

# Communication Effectiveness

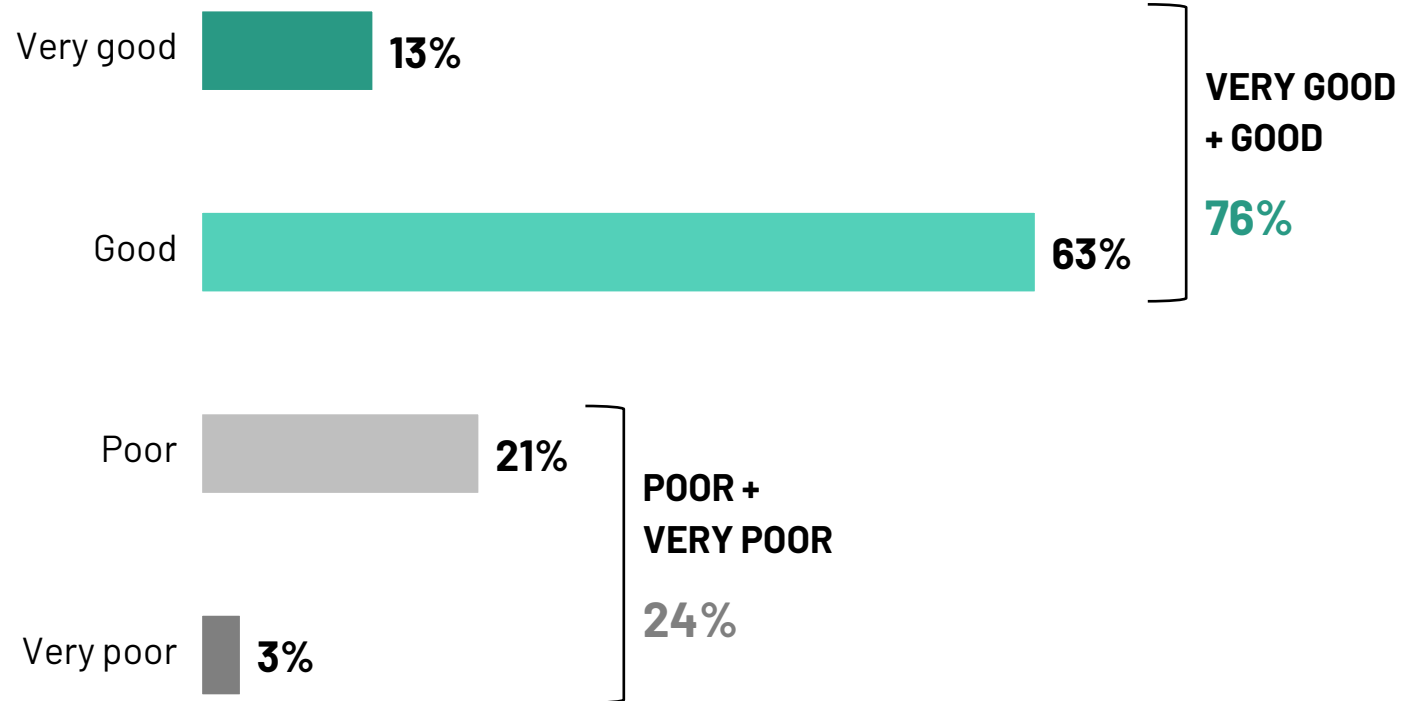
When asked how well the City of Vaughan communicates with residents about its services, programs, policies and plans, over three-quarters (76%) rate this as “good” or “very good.” With over six in ten saying “good” (63%).

Almost a quarter (24%) said communication from the City is “poor” or “very poor.”

Residents in Vaughan are slightly more likely to provide a higher rating for communications, compared to residents in other communities across the country:

- Very good + Good 70%
- Very poor + Poor 30%

## RESIDENT PERCEPTIONS OF CITY OF Vaughan COMMUNICATION EFFECTIVENESS



Base: All respondents (n=1102)

Q18. Overall, how would you rate the City of Vaughan in terms of how well it communicates with residents about its services, programs, policies and plans?

# Receiving City Information

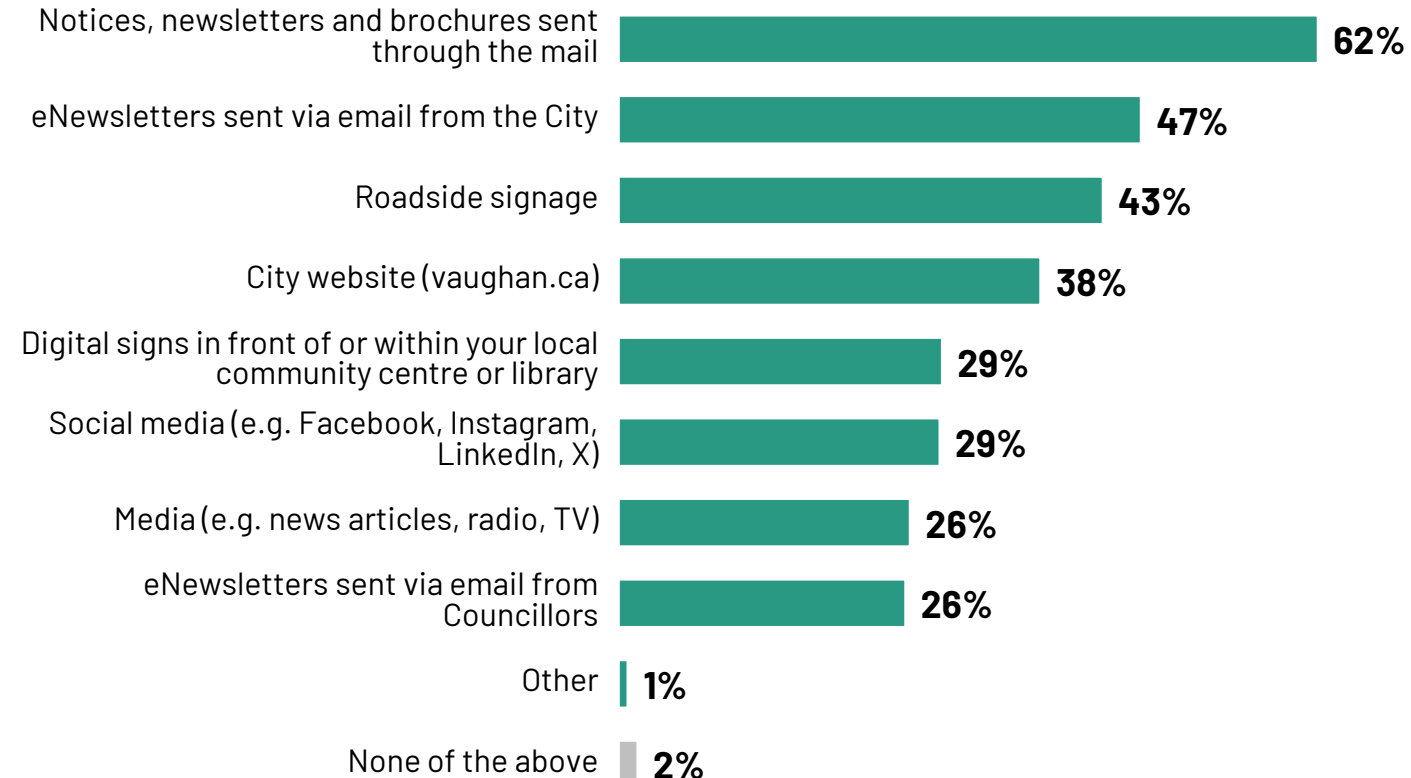
Over six in ten (62%) residents say they prefer to receive communication in from the City of Vaughan via notices, newsletters and brochures sent through mail.

Almost half (47%) prefer eNewsletters sent via email from the City, while over four in ten (43%) prefer roadside signage. Just under four in ten (38%) prefer to receive information from the City's website (vaughan.ca).

Less popular methods are via digital signs in front or within their local community centre or library (29%) and social media (29%).

Residents in Ward 1 are most likely to prefer the road signage (54%), while Ward 5 residents are most likely to prefer eNewsletters. Residents in all wards are mostly likely to prefer information sent via mail.

## PREFERRED METHODS FOR RECEIVING INFORMATION FROM THE CITY OF VAUGHAN

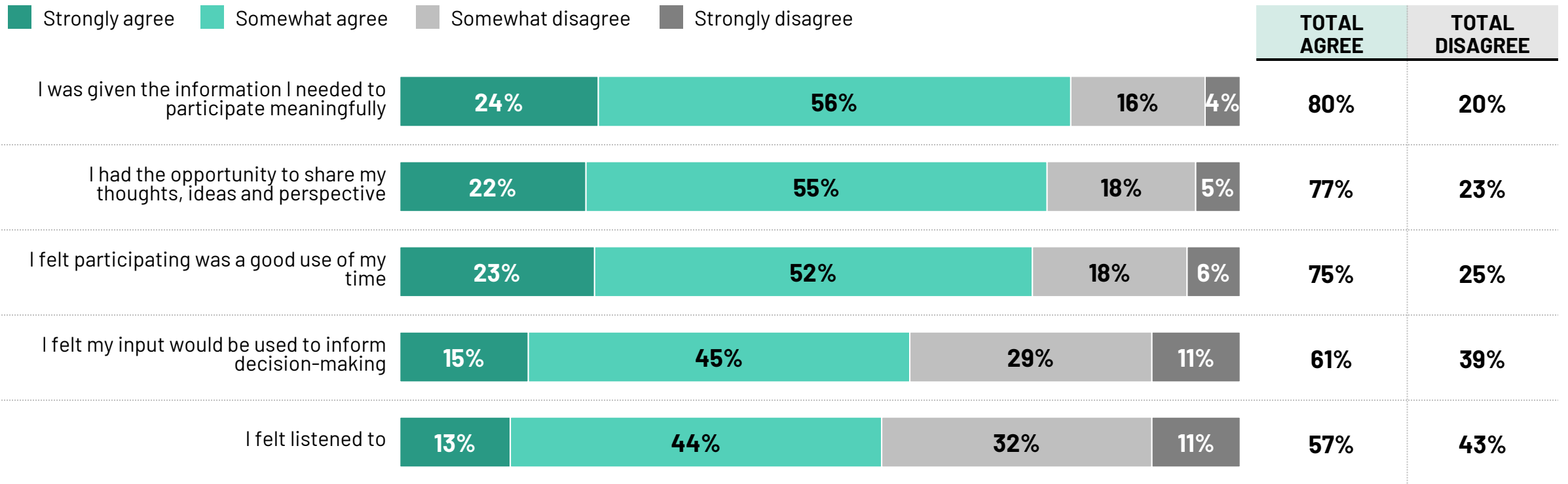


# 3.9 CITIZEN ENGAGEMENT ACTIVITIES

# Perceptions of Citizen Engagement Activities Among Participants

Among those who took part in an engagement activity in the past 12 months, the majority say they were given the information they needed to participate meaningfully (80%), had the opportunity to share their thoughts, ideas and perspectives (77%) and felt participating was a good use of their time (75%). Slightly lower proportions feel their input would be used to inform decision-making (61%) and say they felt listened to (57%), although this is still felt among the majority of residents.

## LEVEL OF AGREEMENT WITH CITIZEN ENGAGEMENT ACTIVITIES



Base: If participated in engagement activity in past 12 months (n=391)  
Q20. Please indicate whether you agree or disagree with the following statements.

# CITY OF VAUGHAN 2024 BUSINESS SURVEY



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Survey Invitation Only | February  
2025



# Objectives & Methodology



## BACKGROUND

The City of Vaughan commissioned the 2024 Business survey among business owners or decision-makers in local businesses. The purpose was to gather input from local businesses on their perception and use of municipal business services, and factors influencing business operations and growth, among other topics



## OBJECTIVES

The Business Survey gathers input to help the City better understand the values and perceptions of local businesses on the economic climate, challenges and opportunities, as well as their overall satisfaction with the delivery of programs and services to support Vaughan's economic growth and development. The data collected will help determine how the City can improve its services for businesses.



## METHODOLOGY

Local businesses took part in the study in different ways:

1. 1,000 letters were sent to randomly selected local businesses asking them to take part in the survey. The letter provided additional information on the back page and included a unique access code.
2. Telephone interviews were also conducted among local businesses.
3. Emails were sent to local business email addresses with an open link to take part in the survey.
4. The City of Vaughan website included an open link for businesses to use to take part in the survey.

352 respondents took part in the study (n=276 via telephone and n=77 online).



## FIELDING DATES

October 18 to December 10, 2024.



## MARGIN OF ERROR

Margin of error is +/-5.2%, nineteen times out of twenty on overall sample.



# KEY FINDINGS

1

Vaughan businesses are **largely positive about the current environment**, with 85% rating it as good or very good. While current business performance is **strong**, future expectations are **more tempered**, with most businesses anticipating stability over the next three years.

2

Top business challenges include **rising costs, staffing shortages, and real estate**. Other roadblocks include limited retail space and traffic congestion.

3

A majority (60%) of businesses plan to **invest in new technologies over the next five years**. Purpose-driven initiatives (such as DEI or ESG) are also gaining traction, with 56% of businesses having already or in the process of implementing such programs.

4

Nearly a **quarter of businesses contacted the City of Vaughan** for business-related reasons in the past year, and of those, a strong majority (74%) had their issues resolved.

5

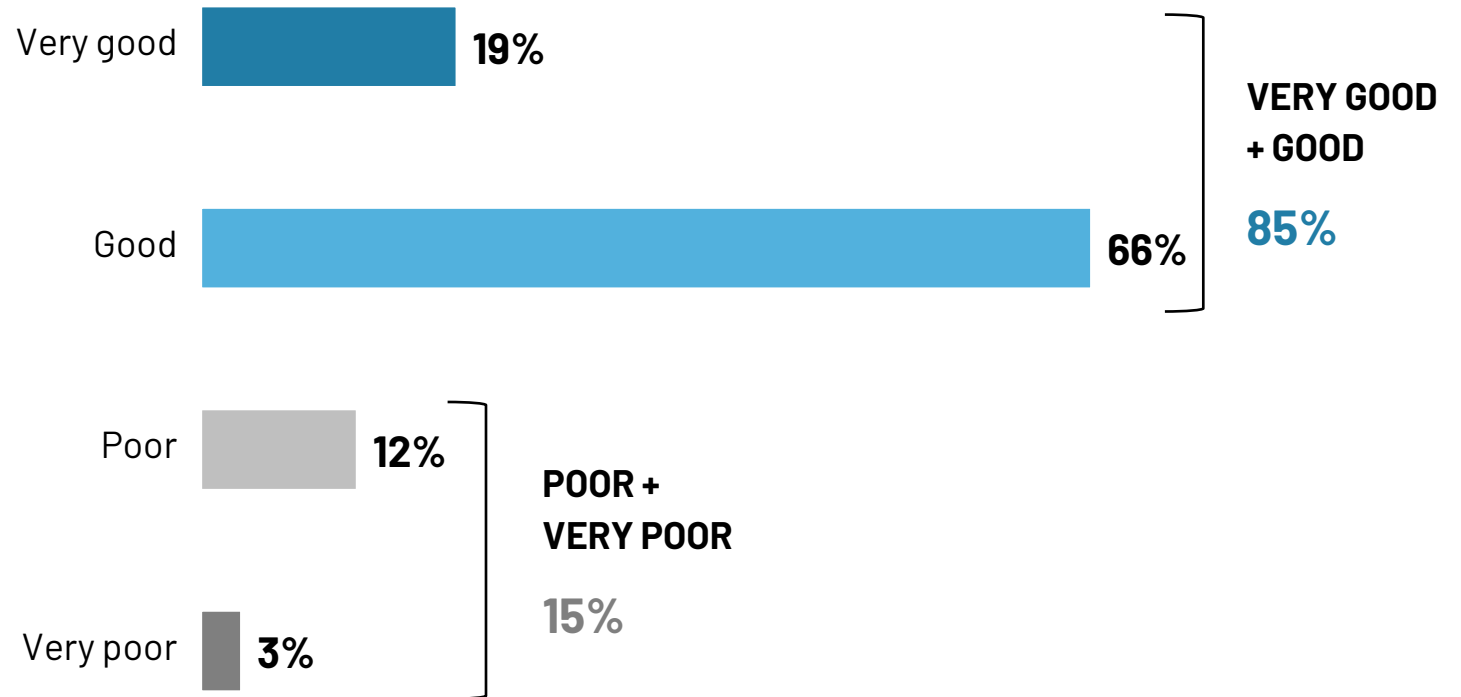
While **only 11% of businesses visited the Vaughan Economic Development website** in the past year, the vast majority (88%) of those who did find it useful and were able to find the information they needed.

# City of Vaughan Business Environment

When asked how they would rate the overall business environment for their business in the city of Vaughan today, a strong majority of businesses said they view Vaughan's current business environment positively.

Over eight in ten (85%) respondents rated the environment as either "Very Good" (19%) or "Good" (66%), while only 15% offered a negative assessment: 12% "poor" and 3% "very poor".

## RATING FOR TODAY'S OVERALL BUSINESS ENVIRONMENT FOR YOUR BUSINESS IN THE CITY OF VAUGHAN



Base: All respondents (n=336)

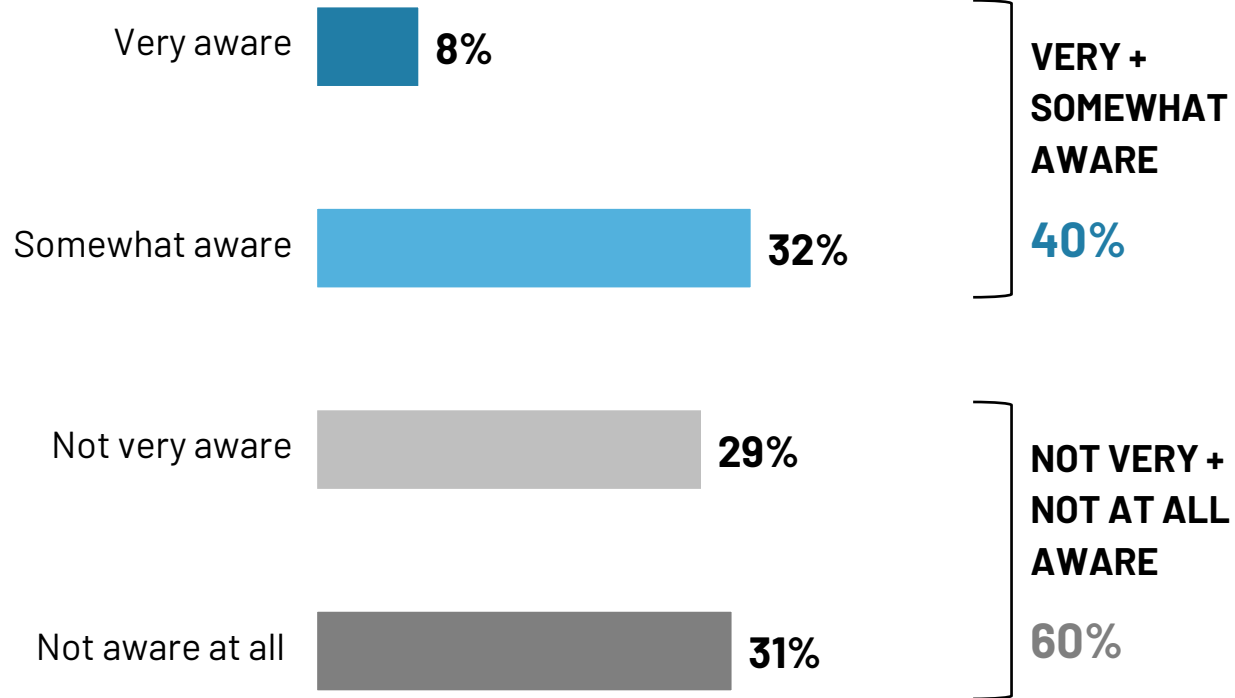
Q1a. How would you rate the overall business environment for your business in the city of Vaughan today? For example, setting up the business, growing the business or finding suitable staff.

# Awareness of Services for Local Businesses

Four in ten (40%) businesses in Vaughan are “very aware” or “somewhat aware” of the services the City of Vaughan provides to local businesses, while 60% are “not very aware or not aware at all”.

This suggests an opportunity for the City of Vaughan to increase awareness and utilization of its business support services.

## AWARENESS OF THE SERVICES CITY OF VAUGHAN PROVIDES SPECIFICALLY TO LOCAL BUSINESSES



Base: All respondents (n=351)

Q3. Generally, how aware are you of the services that the City of Vaughan provides specifically to local businesses?

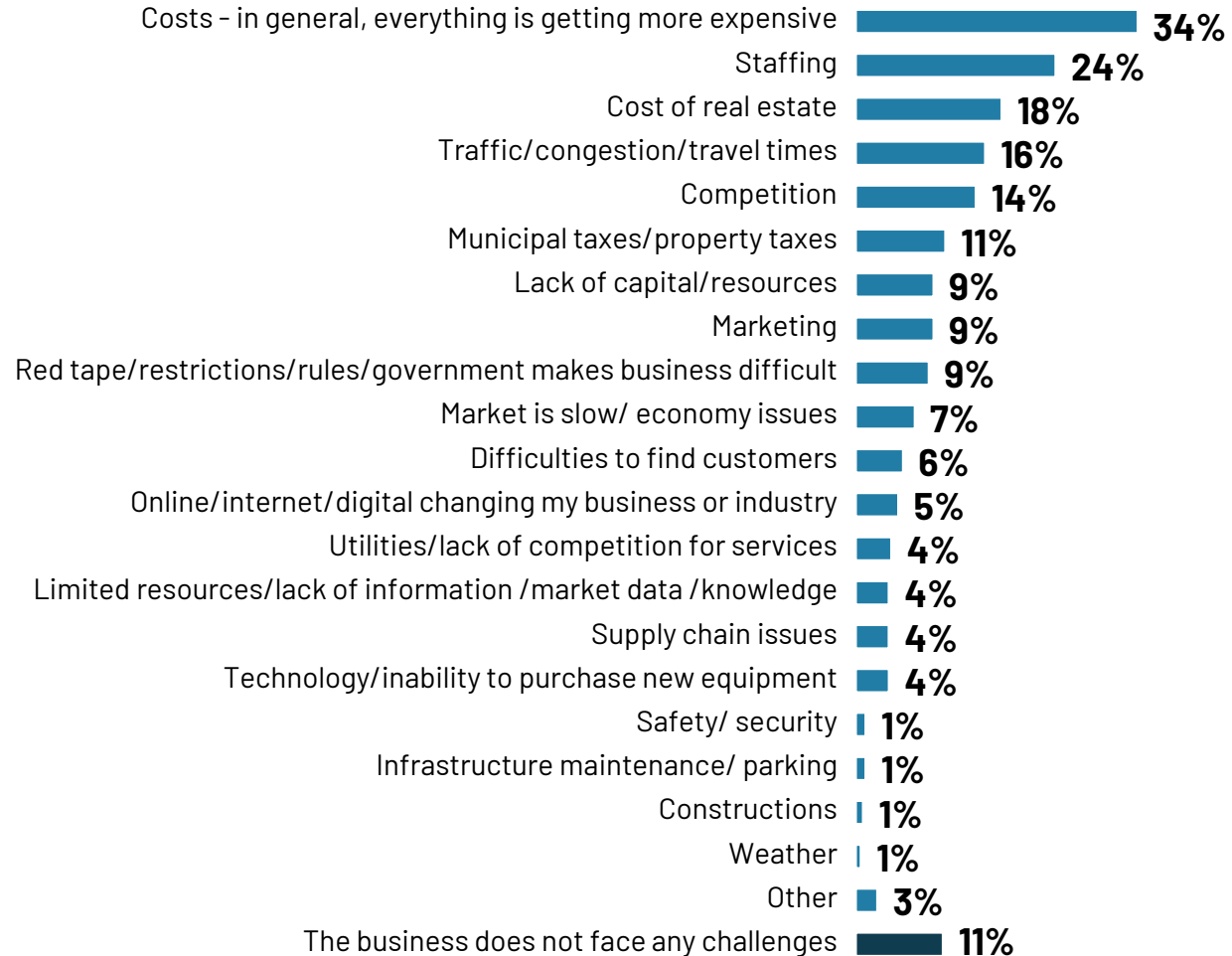
# Business Challenges

General costs (34%), are the biggest challenge facing businesses in Vaughan, followed by staffing issues (24%) and the cost of real estate (18%).

Other significant challenges include traffic congestion (16%), competition (14%), municipal/property taxes (11%), lack of capital/resources (9%), marketing (9%), government red tape/restrictions (9%), and slow market conditions/economic issues (9%),

While the overall business environment rating is positive, the wide range of challenges underscores the complexity of the current business environment in Vaughan.

## BIGGEST CHALLENGES FACED BY YOUR BUSINESS



Base: All respondents (n=352)  
 Q8. What would you say are the biggest challenges your business faces, if any?

# THANK YOU

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