



# Vancouver & Surrey

## Polling

December 2025



# Methodology



## Methodology

Online survey among:

- City of Vancouver residents 18 years of age or older: n= 353
- City of Surrey residents 18 years of age or older: n= 250

Respondents were randomly recruited using LEO's online panel.



## When

Data collection from December 3 – December 10, 2025.



## Margin of Error

For comparison purposes, a probability sample of n=353 yields a margin of error no greater than  $\pm 5.2\%$  (19 times out of 20) for the total Vancouver sample.

For comparison purposes, a probability sample of n=250 yields a margin of error no greater than  $\pm 6.2\%$  (19 times out of 20) for the total Surrey sample.



## Weighting

Results were weighted according to **age and gender** to ensure a representative sample of the population of each cities' population.

# Methodology



## Significant Differences

Data in **green** / **red** indicates a significantly **higher** / **lower** proportion relative to the total excluding the group in question.



## Rounded Data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Steve Mossop, Executive Vice-President, Western Canada at the following e-mail address: [smossop@leger360.com](mailto:smossop@leger360.com)

## Key Highlights Vancouver

Some **key highlights** from the omnibus **include...**

### **Vancouver Mood Slumps as Residents See City on the Wrong Track**

Vancouverites express substantial pessimism about the state of their city: 63% say Vancouver is on the wrong track, more than double the proportion who believe things are heading in the right direction (30%). This sets a backdrop of broader unease about how the city is managing its top issues; housing, affordability, and public safety.

### **Leadership Faces Tough Reviews from the Public**

Vancouver residents express low confidence in their municipal leaders. Only 29% approve of the mayor's performance, and 32% approve of council, with majorities disapproving. These ratings suggest that many residents are looking for stronger progress or clearer results from city leadership.

### **Despite Pessimism, Residents Lean Toward Constructive Housing Solutions**

While sentiment about leadership is low, Vancouverites demonstrate strong support for solutions addressing housing pressures. Two-thirds (66%) back increased density along transit corridors, and about half (53%) support more low-income or supportive housing in their neighbourhood. This indicates a public that remains open to policy action even amid overall dissatisfaction.

### **High Voter Engagement Signals Strong Interest in Future Municipal Decisions**

A striking 81% of Vancouver residents say they are likely to vote if an election were held today. This high level of engagement suggests that residents are paying close attention to municipal performance and may be particularly responsive to issues such as affordability, city services, and fiscal decisions.

### **0% Property Tax Promise Divides Public Opinion**

Vancouverites are split on the mayor's pledge to maintain a 0% property tax increase: 50% support the promise, while 31% oppose it. The mixed reception indicates that financial management will remain a closely watched issue, and that the promise does not generate universal support across the electorate.

## Key Highlights

### Surrey

Some **key highlights** from the omnibus **include...**

#### **Surrey Residents More Optimistic, Though Still Split on Direction**

Surrey residents express a more balanced outlook: 44% believe the city is moving in the right direction, nearly matching the 46% who feel it is on the wrong track. While concerns persist, Surrey's sentiment is considerably more positive than Vancouver's, pointing to comparatively stronger public confidence in local progress.

#### **Higher Confidence in Leadership Sets Surrey Apart**

Surrey's municipal leaders receive meaningfully stronger ratings than Vancouver's. Mayor approval stands at 43%, and council approval at 45%, notably higher than Vancouver's results. This suggests that many residents feel their leadership is effectively addressing the city's top concerns.

#### **Arena Proposal Emerges as a Potentially Defining Civic Issue**

A proposed publicly funded 10,000-seat arena draws 48% support and 38% opposition. This balanced but leaning-positive split indicates a community open to major city-building investments, but not without debate, positioning the arena as an issue that may attract sustained public and media attention.

#### **Strong Voter Intent Underscores Civic Engagement**

Like Vancouver, Surrey residents show high political engagement, with 82% saying they are likely to vote in a hypothetical municipal election. This signals a population that is attentive to local governance and prepared to participate in decisions around development, infrastructure, and city spending.

#### **Consensus on Growth: Residents Align with Regional Support for Density**

Surrey residents mirror Vancouver in their support for increasing housing density along rapid transit corridors (66% support). This alignment suggests shared regional acceptance of density as a practical response to population growth and affordability pressures, an important narrative for regional planning conversations.

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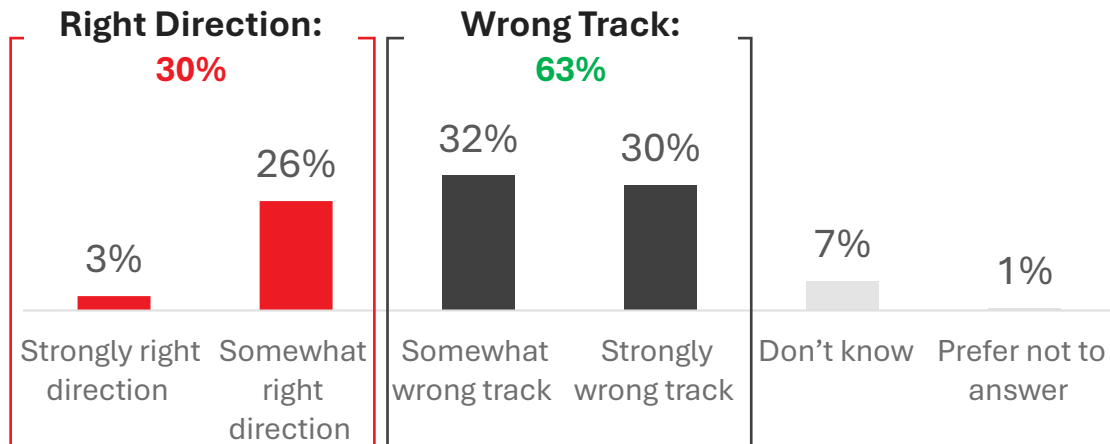
# Detailed Results – Overall Sentiment & Leadership Approval (Both Cities)

# Perceived General Direction of City

**Q.** Taking everything into account how do you feel things are going these days [VANCOUVER / SURREY]? Are things going in the right direction or are they off on the wrong track?

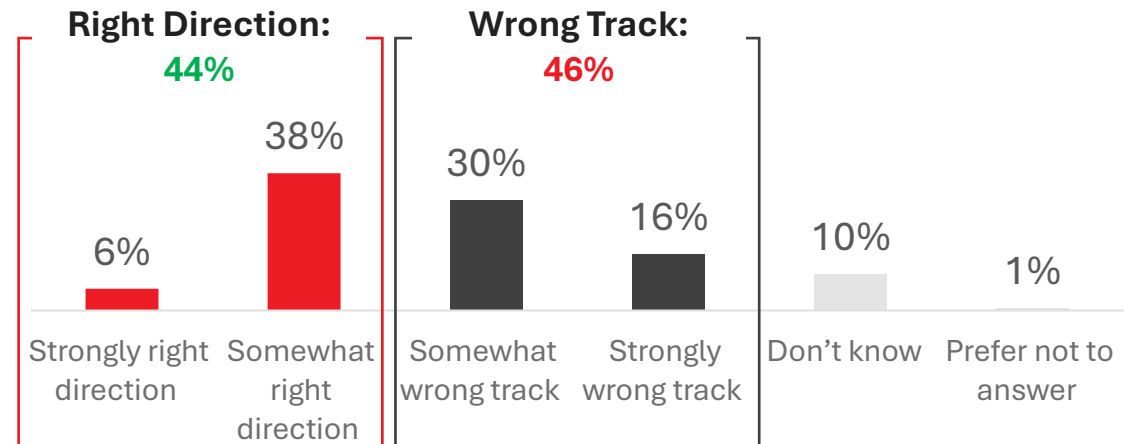
## Vancouver

Base: Vancouver residents (Weighted: n=353) ; Unweighted: n= 353)



## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Right Direction	30%	39%	21%	32%	28%	29%
NET Wrong Track	63%	56%	69%	61%	60%	66%

	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Right Direction	44%	50%	37%	48%	35%	47%
NET Wrong Track	46%	44%	48%	39%	53%	44%

For Surrey/Vancouver totals; green / red indicates a significantly higher / lower proportion relative to other municipality. Otherwise; data in green / red indicates a significantly higher / lower proportion relative to the total excluding the group in question.

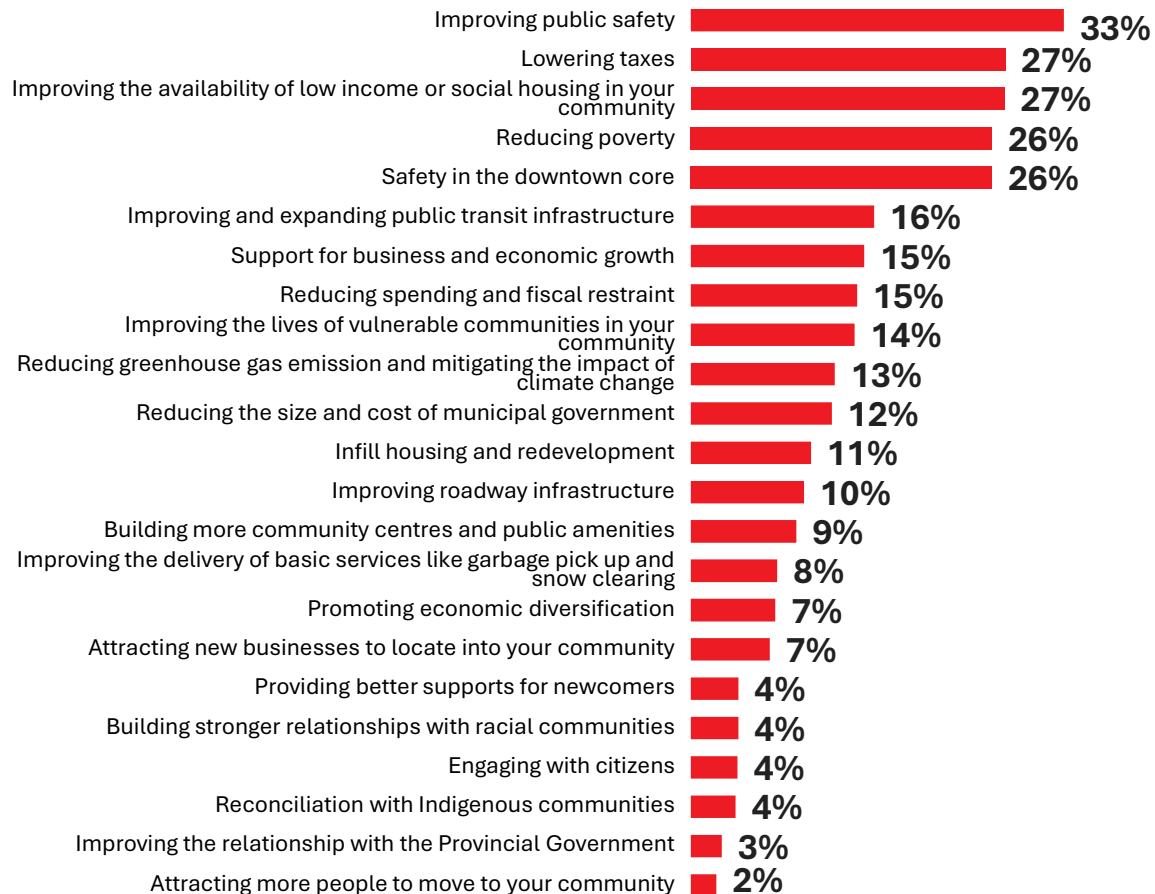
# Perceived Issues Facing City

**Q.** In your view, what are the three most important issues facing [VANCOUVER / SURRVEY] today?

Note: % Total mentions shown.

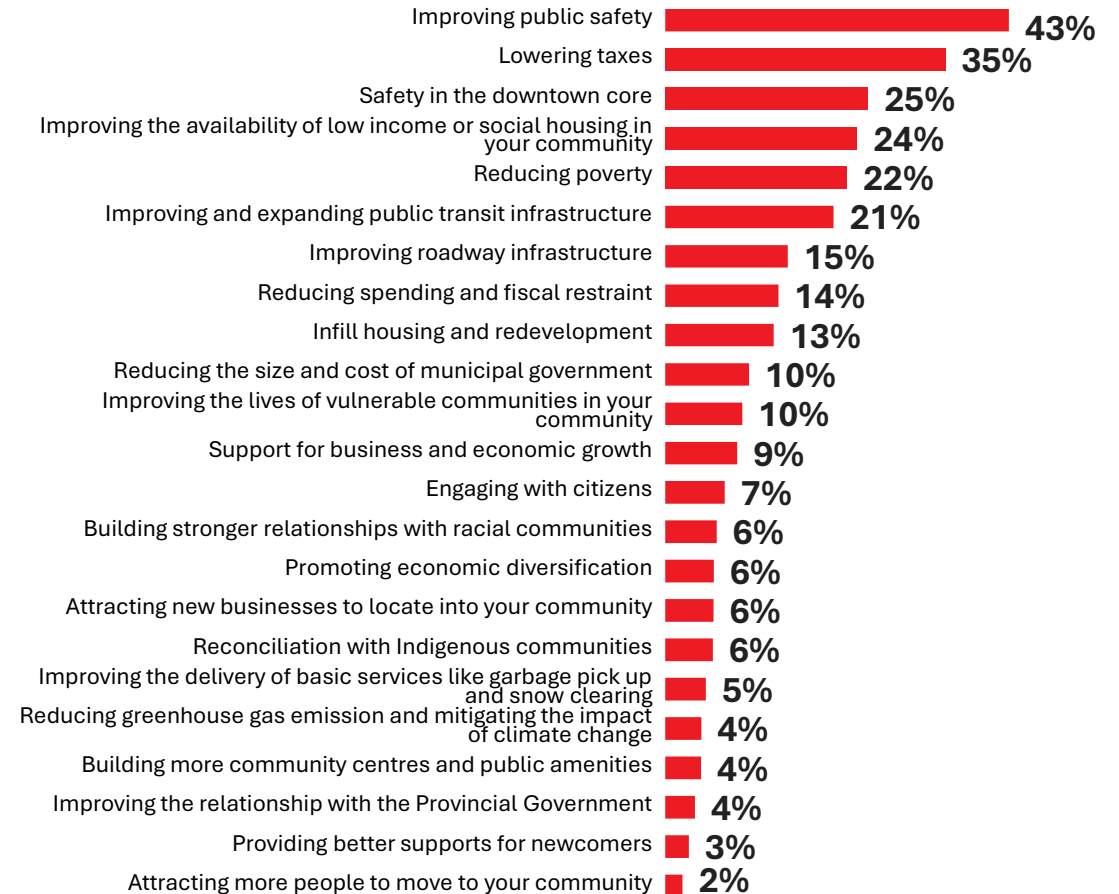
## Vancouver

Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)  
2% prefer not to answer not shown.



## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)  
2% prefer not to answer not shown.



## Perceived Issues Facing City (Continued)

**Q.** In your view, what are the three most important issue facing [VANCOUVER / SURRVEY] today?

Note: Top 15 issues for each city shown.

### Vancouver

Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)

	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Improving public safety	<b>33%</b>	<b>39%</b>	<b>26%</b>	33%	34%	31%
Lowering taxes	<b>27%</b>	26%	30%	33%	27%	22%
Improving the availability of low income or social housing in your community	<b>27%</b>	24%	31%	<b>19%</b>	<b>20%</b>	<b>43%</b>
Reducing poverty	<b>26%</b>	24%	30%	24%	<b>34%</b>	21%
Safety in the downtown core	<b>26%</b>	26%	25%	20%	29%	29%
Improving and expanding public transit infrastructure	<b>16%</b>	15%	17%	19%	16%	14%
Support for business and economic growth	<b>15%</b>	17%	14%	20%	13%	13%
Reducing spending and fiscal restraint	<b>15%</b>	16%	14%	10%	14%	19%
Improving the lives of vulnerable communities in your community	<b>14%</b>	11%	17%	14%	14%	15%
Reducing greenhouse gas emission and mitigating the impact of climate change	<b>13%</b>	<b>8%</b>	<b>16%</b>	10%	11%	17%
Reducing the size and cost of municipal government	<b>12%</b>	16%	10%	8%	16%	12%
Infill housing and redevelopment	<b>11%</b>	9%	12%	13%	13%	<b>6%</b>
Improving roadway infrastructure	<b>10%</b>	11%	8%	14%	8%	8%
Building more community centres and public amenities	<b>9%</b>	<b>4%</b>	<b>15%</b>	5%	9%	13%
Improving the delivery of basic services like garbage pick up and snow clearing	<b>8%</b>	7%	8%	11%	7%	5%

### Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)

	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Improving public safety	<b>43%</b>	37%	48%	38%	48%	41%
Lowering taxes	<b>35%</b>	36%	34%	28%	35%	40%
Safety in the downtown core	<b>25%</b>	23%	27%	23%	29%	23%
Improving the availability of low income or social housing in your community	<b>24%</b>	21%	25%	17%	21%	<b>33%</b>
Reducing poverty	<b>22%</b>	<b>15%</b>	<b>30%</b>	24%	24%	20%
Improving and expanding public transit infrastructure	<b>21%</b>	23%	18%	26%	15%	22%
Improving roadway infrastructure	<b>15%</b>	15%	15%	<b>8%</b>	<b>22%</b>	15%
Reducing spending and fiscal restraint	<b>14%</b>	16%	12%	<b>6%</b>	11%	<b>24%</b>
Infill housing and redevelopment	<b>13%</b>	15%	12%	19%	13%	9%
Reducing the size and cost of municipal government	<b>10%</b>	14%	6%	<b>2%</b>	12%	<b>16%</b>
Improving the lives of vulnerable communities in your community	<b>10%</b>	<b>5%</b>	<b>14%</b>	10%	11%	8%
Support for business and economic growth	<b>9%</b>	11%	7%	8%	10%	8%
Engaging with citizens	<b>7%</b>	10%	5%	9%	8%	5%
Building stronger relationships with racial communities	<b>6%</b>	5%	8%	13%	3%	4%
Promoting economic diversification	<b>6%</b>	4%	8%	7%	4%	7%

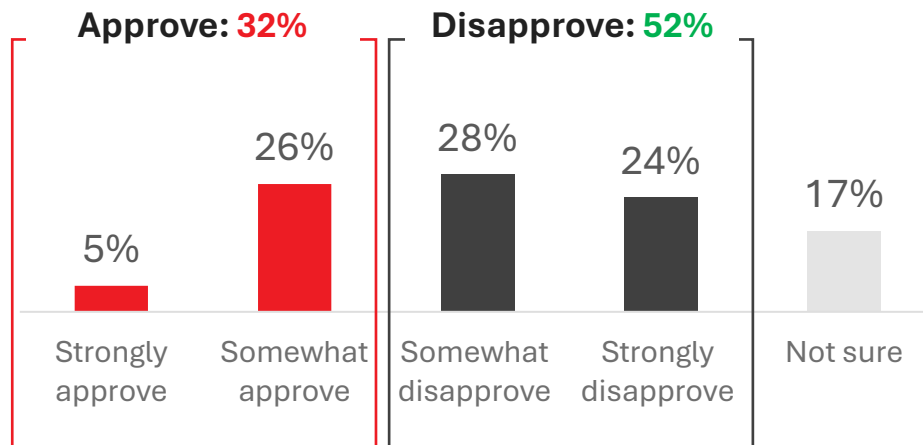
For Surrey/Vancouver totals; **green** / **red** indicates a significantly **higher** / **lower** proportion relative to other municipality. Otherwise; data in **green** / **red** indicates a significantly **higher** / **lower** proportion relative to the total excluding the group in question.

# Combined Approval of Mayor and Council

**Q.** Thinking of each of the following, would you say you generally approve or disapprove of the way each has performed in their job to date? [Mayor and Council]

## Vancouver

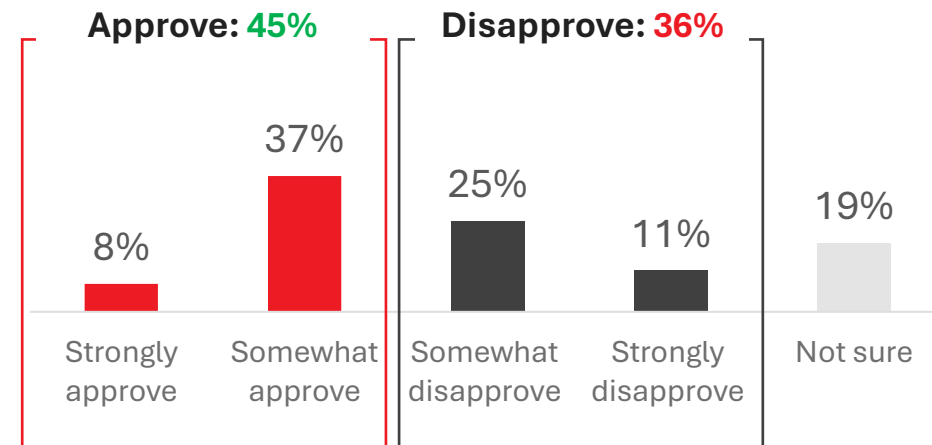
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Approve	32%	38%	25%	34%	35%	36%
NET Disapprove	52%	51%	53%	45%	44%	66%

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Approve	45%	50%	40%	51%	36%	49%
NET Disapprove	36%	38%	34%	23%	43%	42%

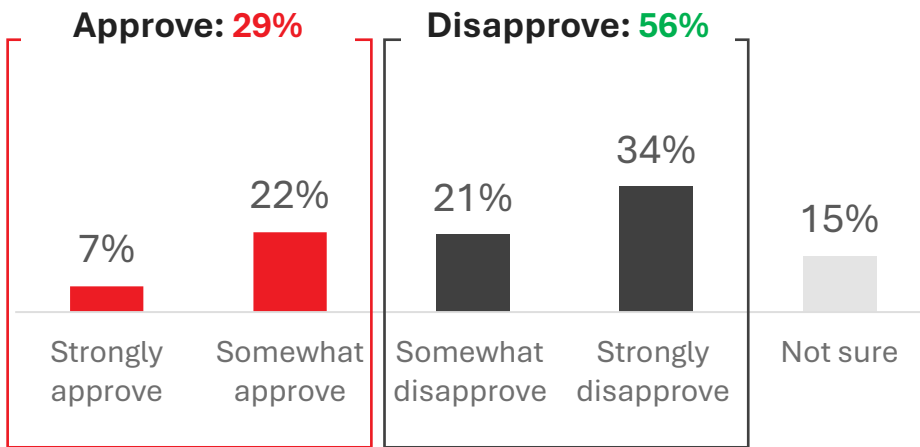
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# Specific Approval of Mayor

Q. Thinking of each of the following, would you say you generally approve or disapprove of the way each has performed in their job to date? [Mayor]

## Vancouver

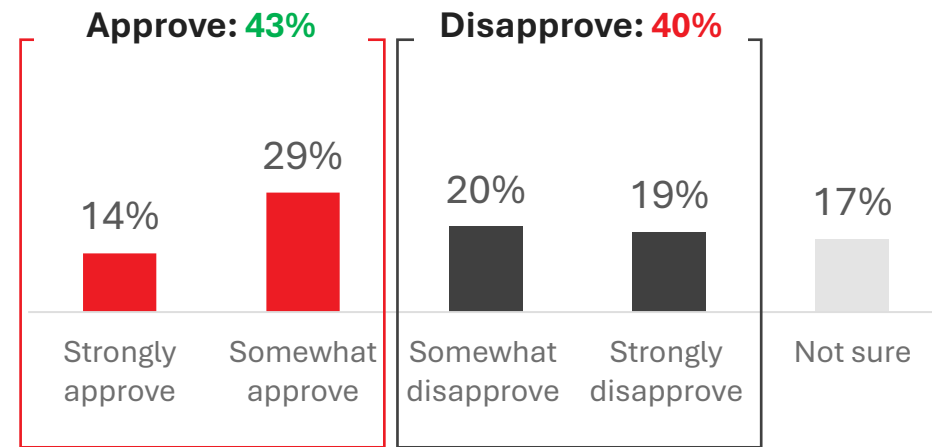
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Approve	29%	37%	21%	27%	34%	26%
NET Disapprove	56%	53%	59%	55%	43%	68%

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Approve	43%	49%	37%	55%	30%	45%
NET Disapprove	40%	41%	39%	23%	47%	48%

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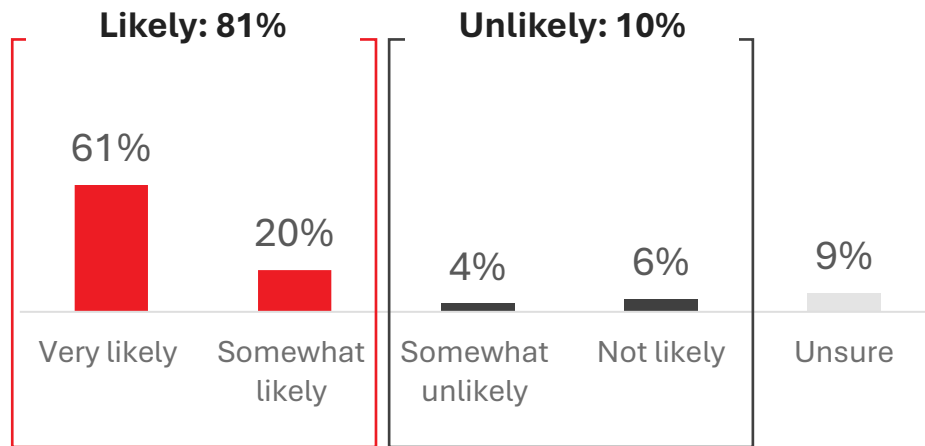
# Detailed Results – Voting Likelihood and Mayoral Vote Preference (Both Cities)

# Municipal Election Voting Likelihood

**Q.** If a municipal election were held today, how likely are you to vote?

## Vancouver

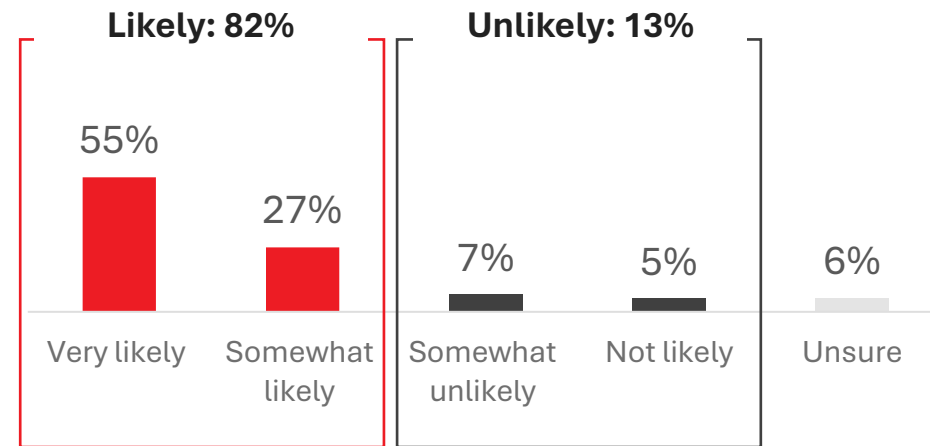
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Likely	<b>81%</b>	83%	79%	76%	77%	<b>90%</b>
NET Unlikely	<b>10%</b>	10%	10%	14%	11%	<b>5%</b>

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Likely	<b>82%</b>	82%	82%	77%	75%	<b>93%</b>
NET Unlikely	<b>13%</b>	15%	10%	15%	19%	<b>4%</b>

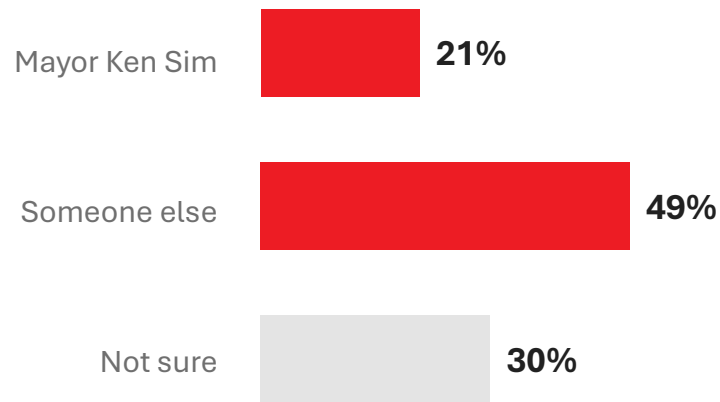
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## Mayoral Vote Preference

**Q.** Does Mayor Ken Sim deserve another term or would it be better if some other mayor won the election?

### Vancouver

Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)

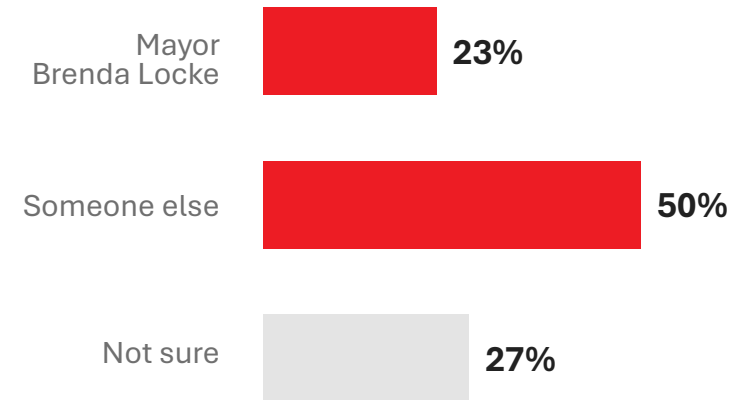


	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Mayor Ken Sim	21%	29%	13%	21%	24%	18%
Someone else	49%	45%	53%	47%	35%	64%
Not sure	30%	27%	34%	32%	41%	18%

**Q.** Does Mayor Brenda Locke deserve another term or would it be better if some other mayor won the election?

### Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Mayor Brenda Locke	23%	25%	21%	23%	16%	30%
Someone else	50%	55%	46%	49%	54%	47%
Not sure	27%	20%	34%	28%	31%	23%

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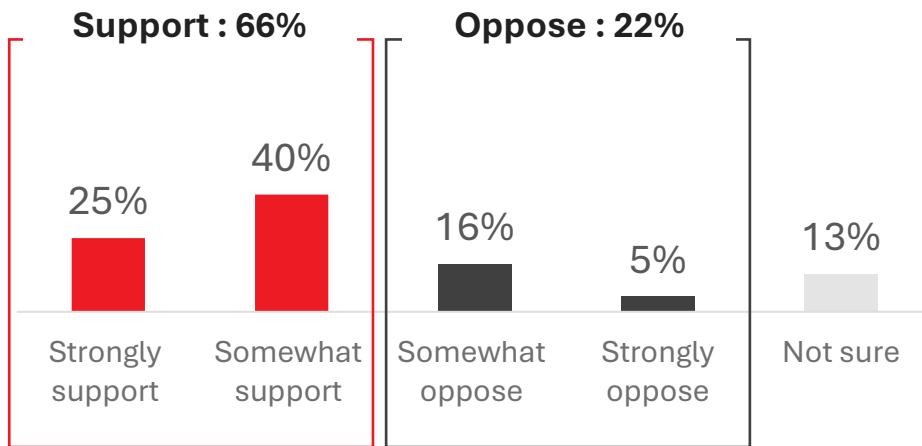
# Detailed Results – Housing and City- Building (Both Cities)

# Support for Increasing Density Along Rapid Transit Corridors

**Q.** How supportive are you of increasing density along rapid transit corridors (e.g., Broadway, SkyTrain lines)?

## Vancouver

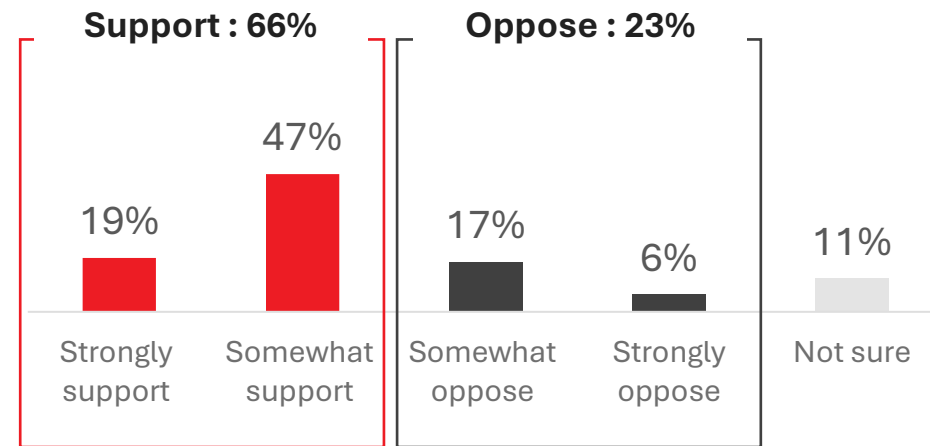
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Support	<b>66%</b>	70%	<b>60%</b>	65%	67%	64%
NET Oppose	<b>22%</b>	22%	22%	15%	21%	<b>28%</b>

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Support	<b>66%</b>	69%	63%	62%	62%	73%
NET Oppose	<b>22%</b>	21%	25%	18%	29%	21%

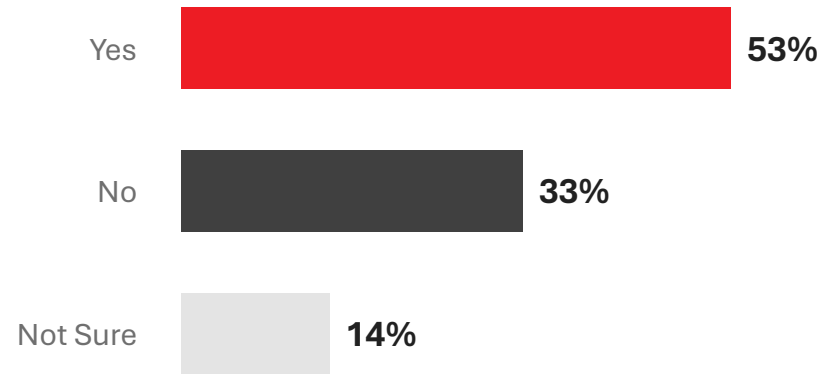
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# Support For Low-Income or Supportive Housing in One's Own Neighbourhood

**Q.** Would you support building more low-income or supportive housing in your own neighbourhood?

## Vancouver

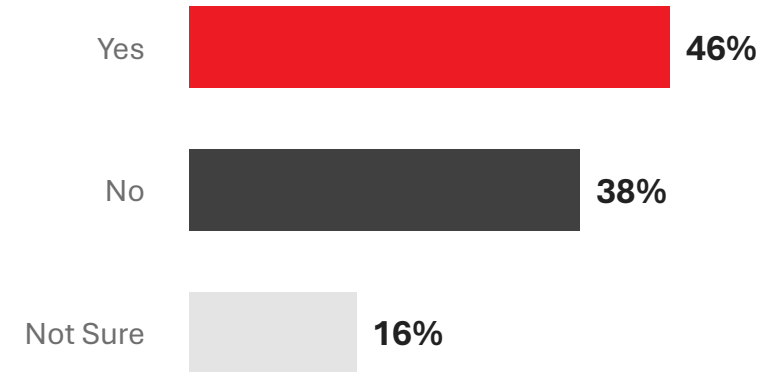
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Yes	53%	47%	57%	59%	45%	55%
No	33%	39%	28%	33%	36%	30%

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Yes	46%	46%	46%	56%	44%	40%
No	38%	42%	34%	28%	44%	40%

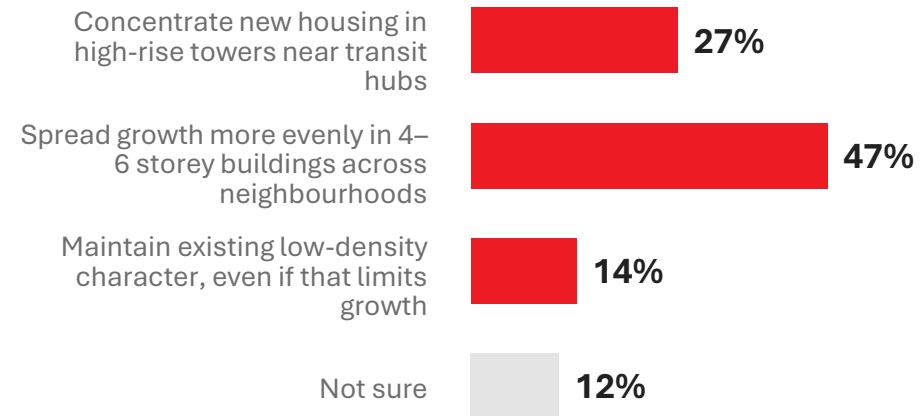
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# Preferred Development Approach to Prepare for Population Growth

**Q.** Considering that Metro Vancouver’s population will grow by about one million people over the next 20 years, which approach do you think makes the most sense?

## Vancouver

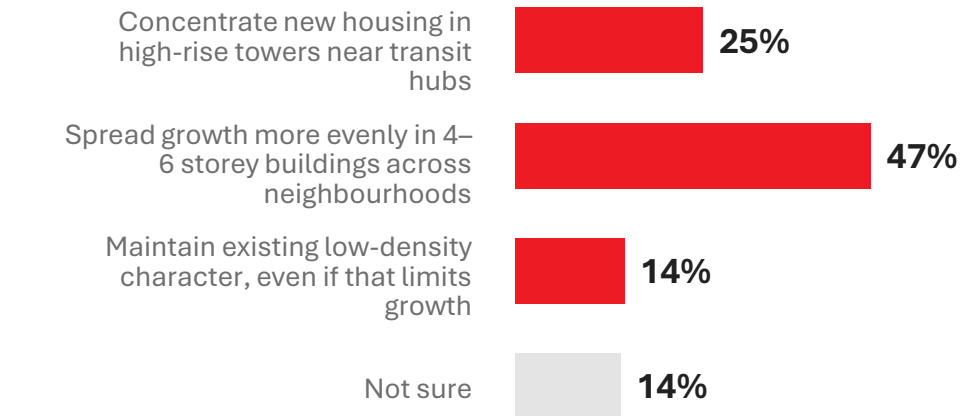
Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Concentrate new housing in high-rises near transit	27%	32%	21%	31%	21%	30%
Spread growth more evenly in 4–6 storey buildings	47%	46%	49%	43%	50%	48%
Maintain existing low-density character	14%	15%	14%	11%	19%	12%

## Surrey

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Concentrate new housing in high-rises near transit	25%	29%	20%	26%	22%	26%
Spread growth more evenly in 4–6 storey buildings	47%	47%	47%	50%	46%	45%
Maintain existing low-density character	14%	10%	18%	8%	16%	18%

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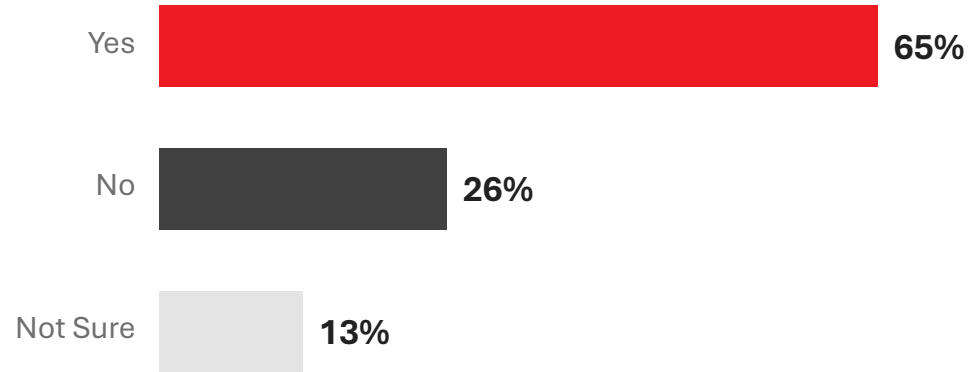
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# Detailed Results – Election Promise & Fiscal Issues (VANCOUVER ONLY)

# Awareness of Mayoral Promise to Maintain 0% Property Tax Increase Next Year

**Q.** Have you heard about Mayor Sim’s promise to maintain a 0% property tax increase next year?

Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



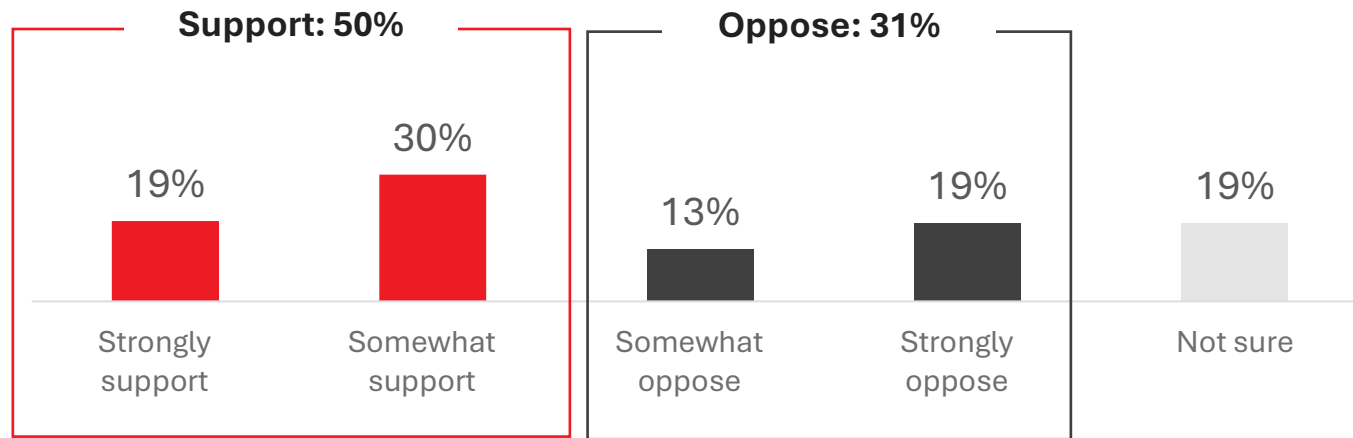
	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
Yes	65%	71%	58%	49%	60%	84%
No	26%	23%	30%	43%	24%	13%

Data in green / red indicates a significantly higher / lower proportion relative to the total excluding the group in question.

# Support for Mayoral Promise to Maintain 0% Property Tax Increase Next Year

**Q.** Based on what you know, do you support or oppose this promise?

Base: Vancouver residents (Weighted: n=353 ; Unweighted: n= 353)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Support	<b>50%</b>	56%	43%	55%	54%	41%
NET Oppose	<b>31%</b>	32%	31%	22%	26%	46%

Data in green / red indicates a significantly higher / lower proportion relative to the total excluding the group in question.

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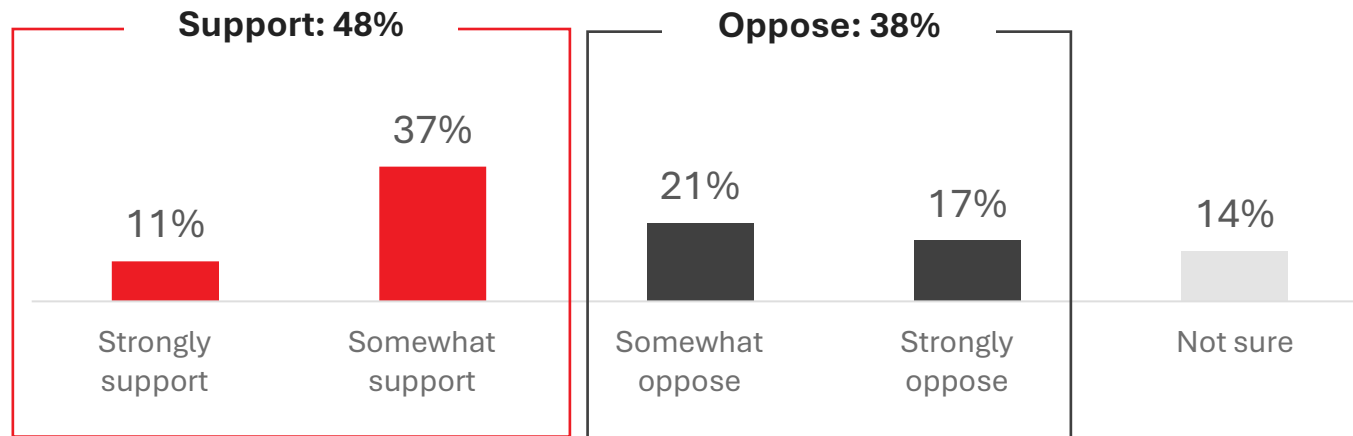
# Detailed Results – Support for Potential Publicly Funded Arena

(SURREY ONLY)

## Support for Potential Publicly Funded Arena

**Q.** The City of Surrey is considering spending public funds on a 10,000-seat arena project. Do you support or oppose this idea?

Base: Surrey residents (Weighted: n=250 ; Unweighted: n= 250)



	Total	GENDER		AGE		
		Men	Women	18-34	35-54	55+
NET Support	<b>48%</b>	50%	46%	59%	45%	41%
NET Oppose	<b>38%</b>	36%	40%	28%	38%	48%

Data in green / red indicates a significantly higher / lower proportion relative to the total excluding the group in question

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Sample Profile

## Sample Profile - Vancouver

Vancouver Residents (Unweighted Base n=353 ; Weighted Base n=353)

### Gender

	Unweighted	Weighted
Men	160	167
Women	189	181

### Home Ownership

	Unweighted	Weighted
Own	170	166
Rent	157	156
Other	26	31

### Education

	Unweighted	Weighted
HS or less	39	41
College	80	81
University	227	224

### Dwelling Type

	Unweighted	Weighted
Detached home	134	136
Townhouse/row home	36	37
Low-rise apartment (under 6 storeys)	84	81
High-rise apartment /condo (6+ storeys)	90	89

### Age

	Unweighted	Weighted
18-34	91	117
35-54	133	116
55+	129	120

### Income

	Unweighted	Weighted
<\$40K	43	50
\$40K-<\$80K	98	98
\$80K+	182	174

## Sample Profile - Surrey

Surrey Residents (Unweighted Base n=250 ; Weighted Base n=250)

### Gender

	Unweighted	Weighted
Men	103	123
Women	146	126

### Home Ownership

	Unweighted	Weighted
Own	149	145
Rent	84	85
Other	17	20

### Education

	Unweighted	Weighted
HS or less	58	60
College	71	69
University	118	117

### Dwelling Type

	Unweighted	Weighted
Detached home	113	113
Townhouse/row home	81	83
Low-rise apartment (under 6 storeys)	37	35
High-rise apartment/condo (6+ storeys)	11	11

### Age

	Unweighted	Weighted
18-34	63	78
35-54	83	86
55+	104	86

### Income

	Unweighted	Weighted
<\$40K	39	42
\$40K-<\$80K	78	77
\$80K+	108	107

## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

**300**  
employees

**185**  
consultants

**8**  
offices

MONTRÉAL | QUÉBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

# Le<sup>g</sup>er

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