



Primary Research Overview

Burlington's 2025 Vital Signs

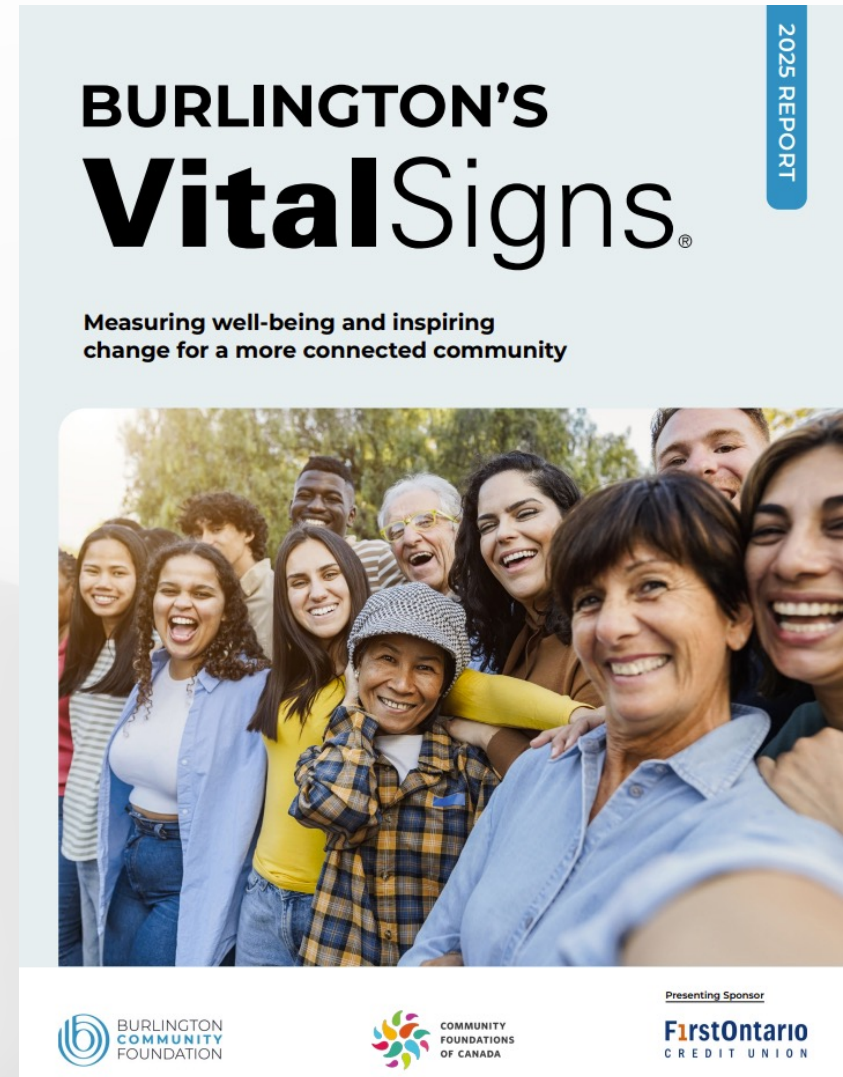


BURLINGTON
COMMUNITY
FOUNDATION

PRESENTING SPONSOR

FirstOntario
CREDIT UNION

September 16, 2025



Thank You to Our Sponsors

Presenting Sponsor **FirstOntario**
C R E D I T U N I O N

Vital Supporters



Background

Check-up that measures the vitality of the city.

The survey used a 5-letter grade scale:

A	EXCELLENT , stay the course
B	GOOD , but some improvements could be made
C	AVERAGE performance, suggest additional effort be made to address these
D	BELOW AVERAGE performance, additional work is required
F	POOR , immediate action is crucial

13 KEY VITAL INDICATORS:

- Arts & Culture
- Belonging
- Community Engagement
- Diversity, Equity and Inclusion
- Economy
- Environment
- Health & Wellness
- Housing
- Learning
- Safety
- Sports & Recreation
- Standard of Living
- Transportation

Methodology

Method



Panel Survey



Online survey respondents randomly selected from Leger's LEO panel representative of the Burlington population.

Community Survey participants



Community respondents who self-selected to complete the survey via an online open link.

Secondary Insights



When



May 12 to June 11, 2025

Completes



403 Responses

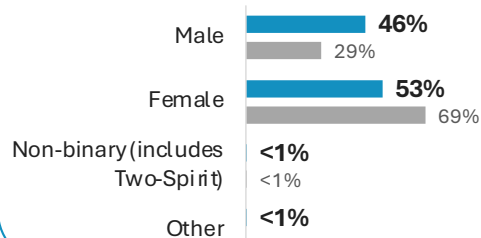


254 Responses

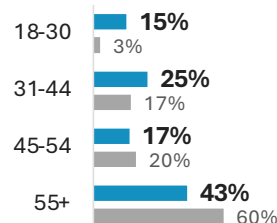


Who Answered the Survey?

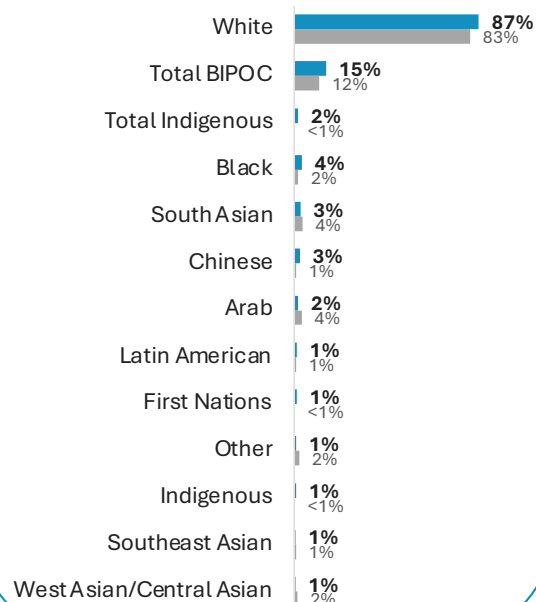
Gender



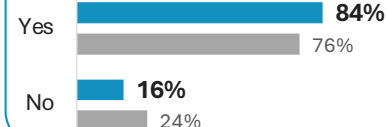
Age



Ethnicity

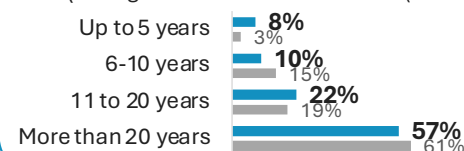


Born in Canada

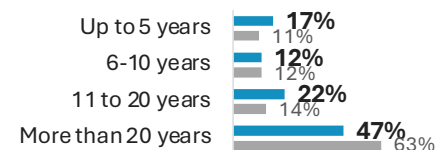


Tenure in Canada

(among those born outside Canada (n=62-68))



Tenure in Burlington



■ Panel Survey n=403

■ Community Survey n=254



Other demographic groups included:

- Household size
- Children in household
- Highest education level
- Employment Status
- Household income

Most Burlington residents feel good about life in the city. 8 in 10 say the quality of life here is good or excellent.



Highest Satisfaction: **Safety** and **Sports & Recreation**

Burlington's **environment and location**, as well as its **high levels of safety** are important to residents.

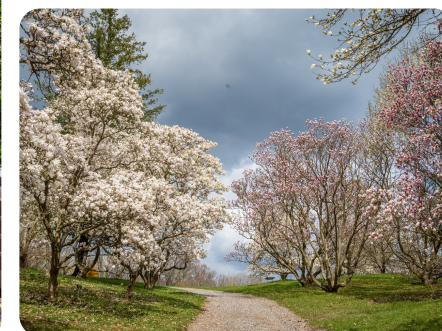
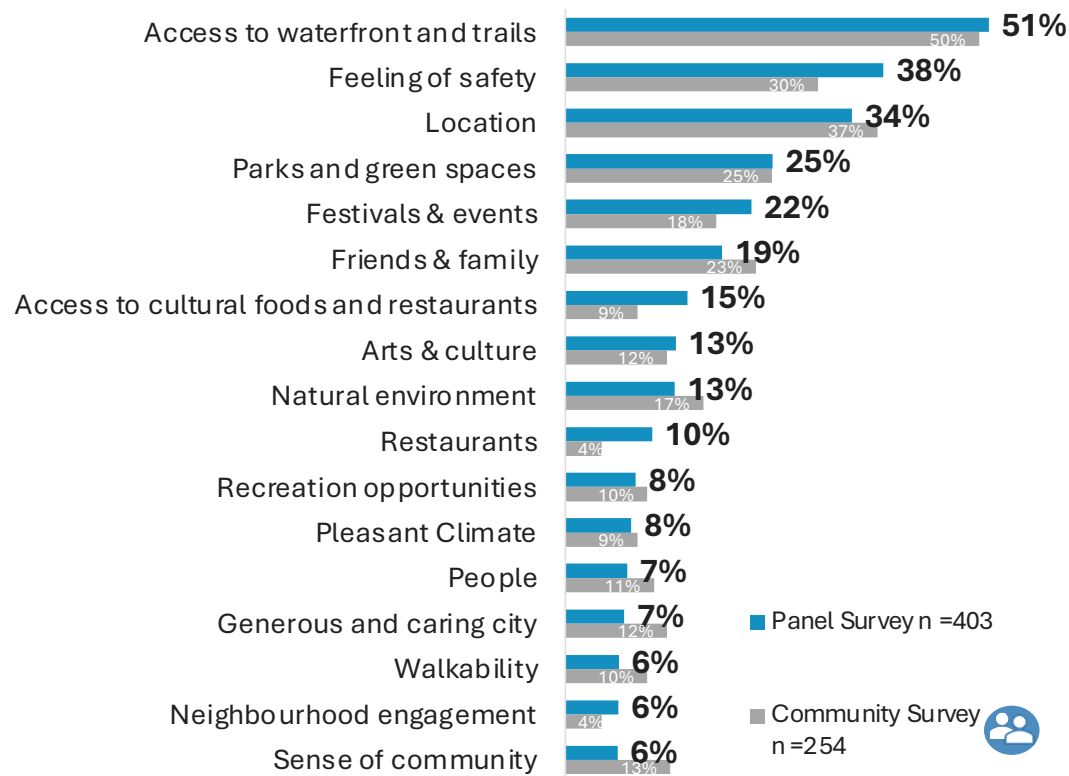
Housing and transportation stand out as the main areas where residents see room for improvement.

Top issues negatively impacting Burlington: **Cost of living, affordability, traffic, and community development**

2

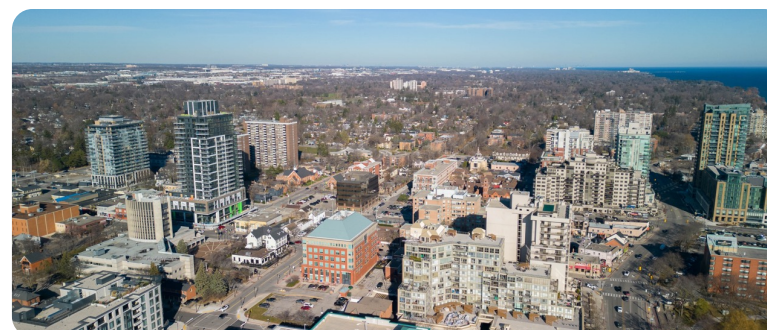
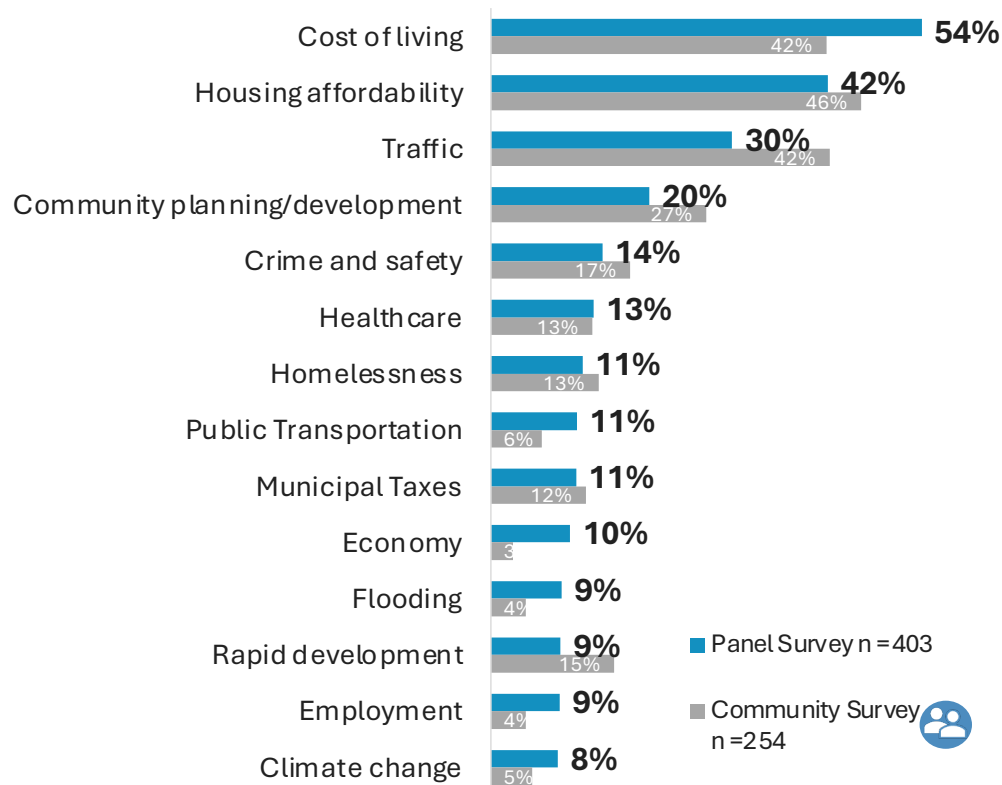
Quality of Life:
Best Things and
Top Issues

Best Things About Burlington



Q3: Please select what you think are the three best things about Burlington today.
Responses receiving 5% or less of panel total not shown.

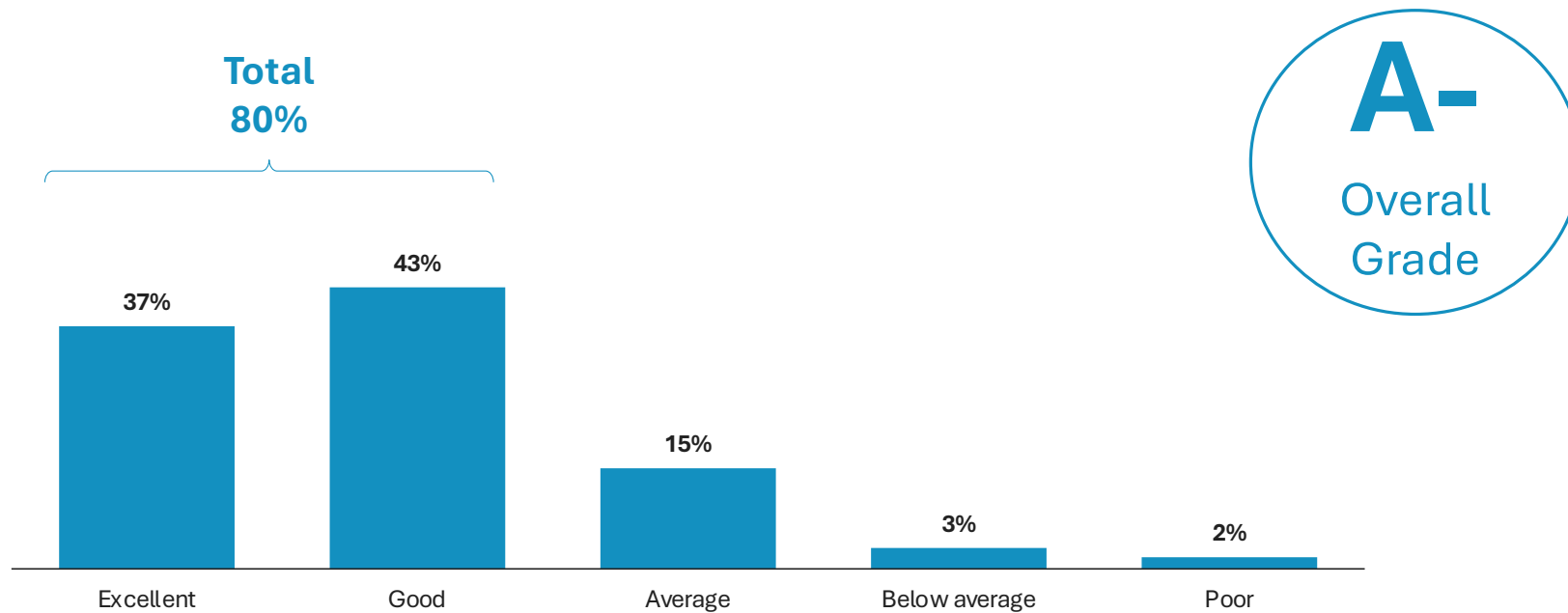
Top Issues in Burlington



Q2: Please select what you think are the three most important issues facing Burlington today.
Responses receiving 7% or less of panel total not shown.

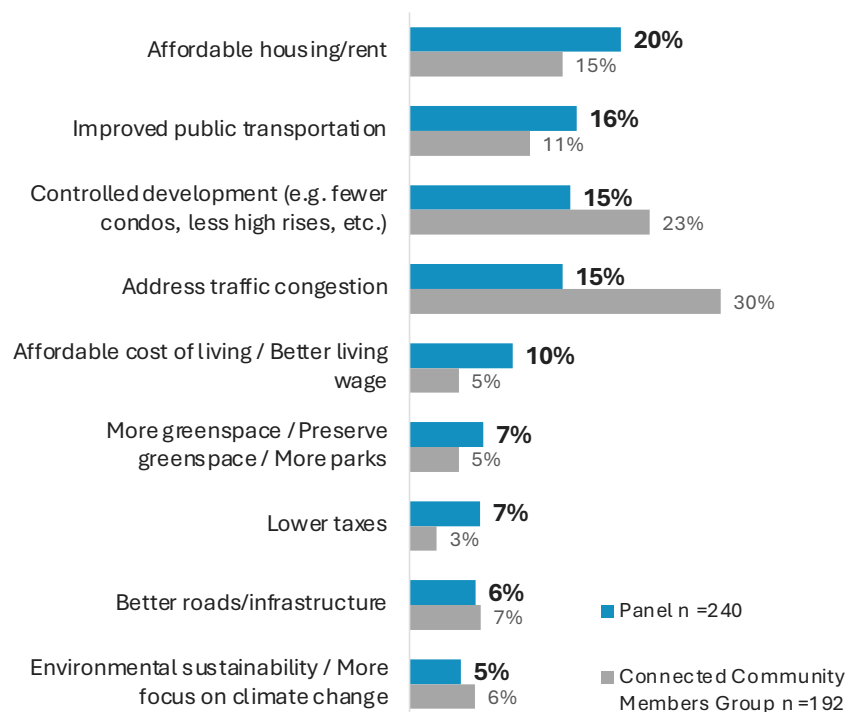
Quality of Life

The general well-being of individuals and societies; quality of life encompasses the 13 grading areas assessed throughout the survey.



Q1r14: How would you grade Burlington when it comes to quality of life?

Suggestions for Making Burlington Better



'Improve housing affordability and solve the traffic issues'

'Better public transportation, less expensive'

'Lower cost of living. Better functioning Municipal and Regional councils. Sensible growth. Support for small and medium sized businesses'

'Burlington is one of the best cities to live in in Ontario. Unfortunately, because of that the cost of rent and housing is high. If there was more supply contributing to demand, then this would be improved'

'If housing prices were lower and if there was more housing available for low income seniors'

'Bus scheduling for transfers. It takes too long to get to where you are going when you need to transfer from one bus to another'

Q5: What would make Burlington an even better place to live today ? (open-end).

Responses receiving 4% or less of the panel total not shown.

Base: Total panel survey respondents excluding don't know (n=240)

3

Detailed Findings:
Vital Signs
Indicators

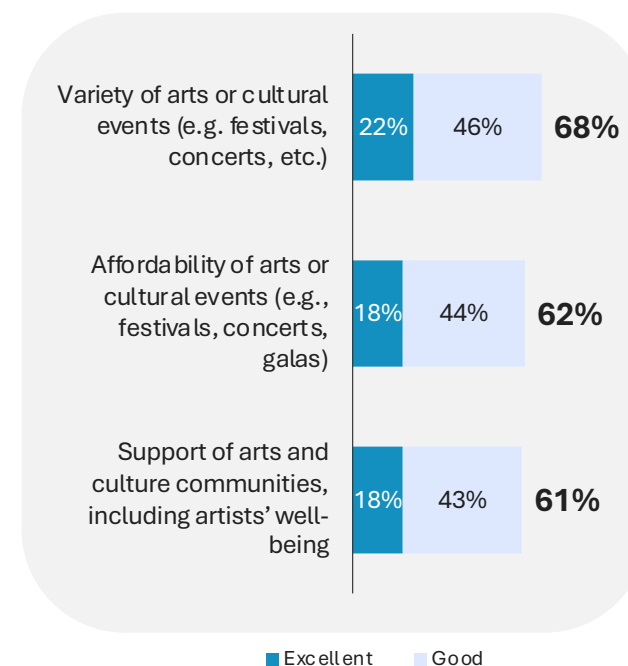
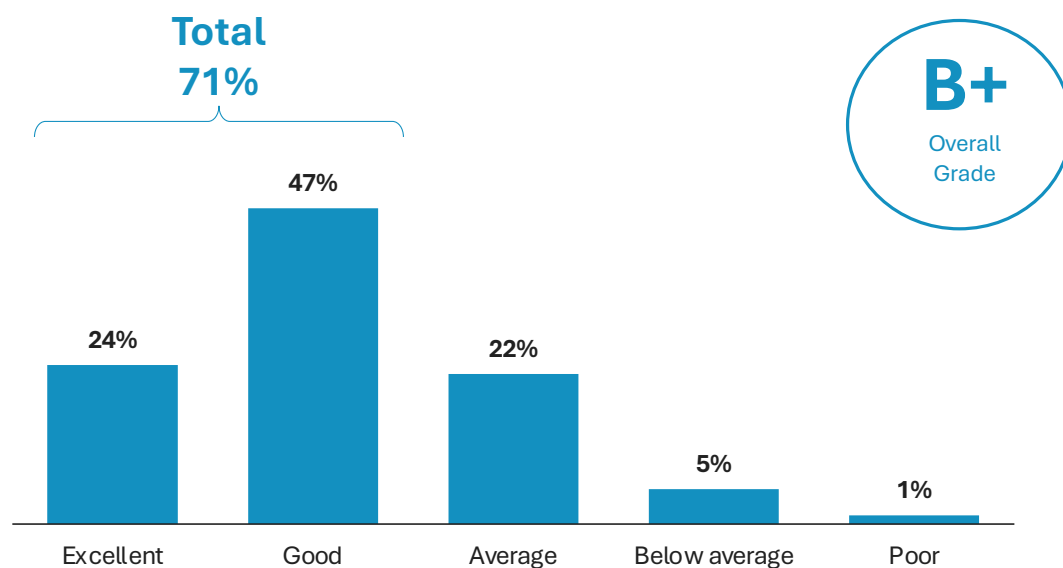
Most Burlington residents feel good about life in the city. 8 in 10 say the quality of life here is good or excellent.

Key Issue Area	Panel Survey
Quality of Life*	A-
Arts and Culture	B+
Belonging	B+
Community Engagement	B+
Diversity, Equity, and Inclusion	B+
Economy	B
Environment	B+
Health & Wellness	B+
Housing	B-
Learning	B+
Safety	A-
Sports & Recreation	A-
Standard of Living	B+
Transportation	B-

*Quality of Life is an overall general metric collected separate from the individual key areas defined as follows: *The general well-being of individuals and societies; quality of life encompasses the 13 grading areas assessed throughout the survey.*

Arts & Culture

Arts and culture make a community a vibrant and enriching place to live. An active and diverse mix of cultural offerings increases our sense of satisfaction with our environment and community pride.

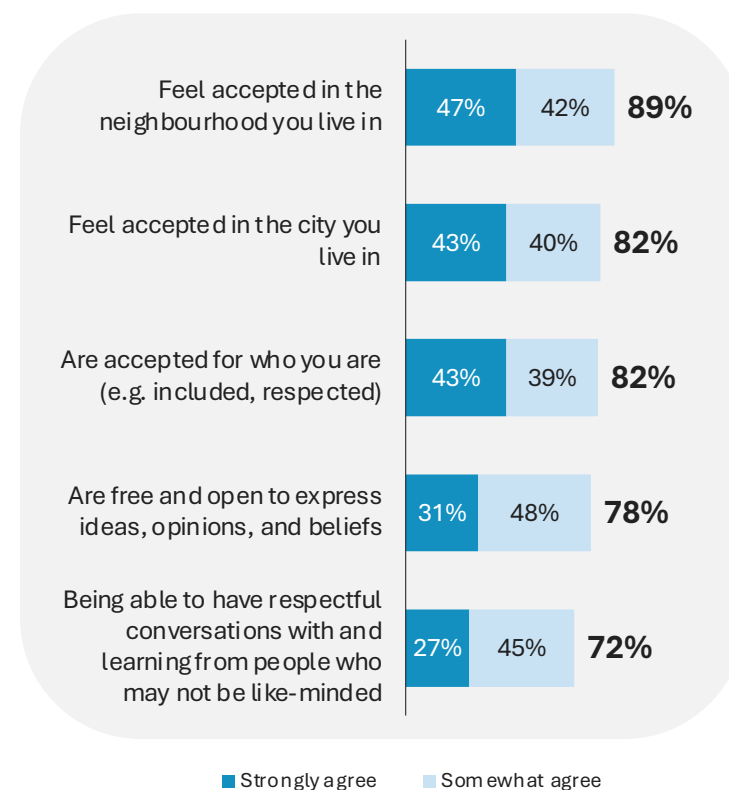
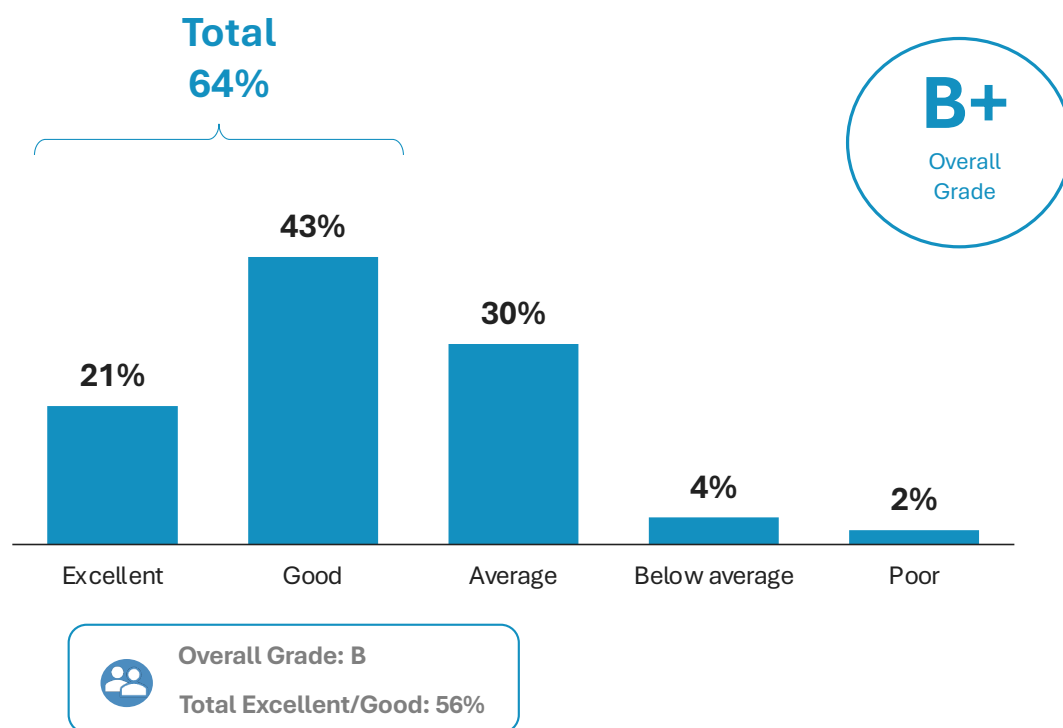


Q1r1: How would you grade Burlington when it comes to arts and culture?

***Note:** Totals may not equal the sum of their parts due to rounding of results.

Belonging

"Belonging" isn't just a concept for newcomers, but something that is applicable to everyone in a community. This includes members of the 2SLGBTQIA+ community, those who have a low income, Indigenous and BIPOC community members and others.

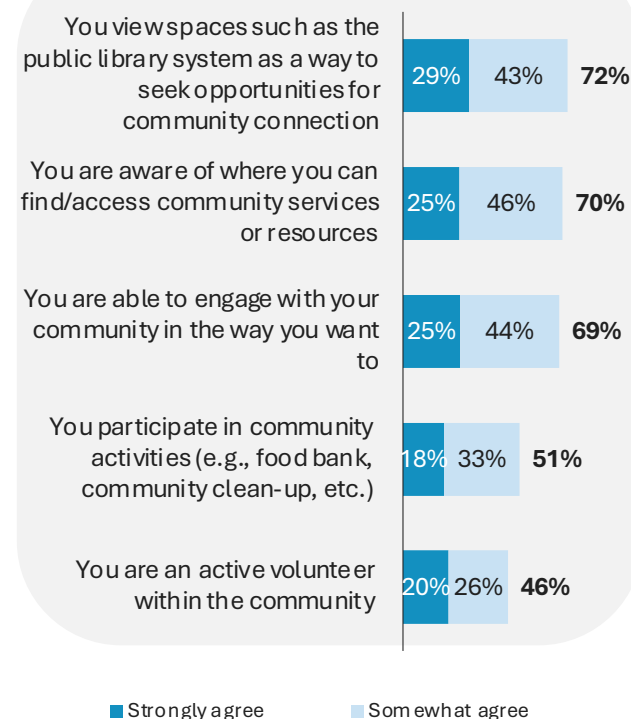
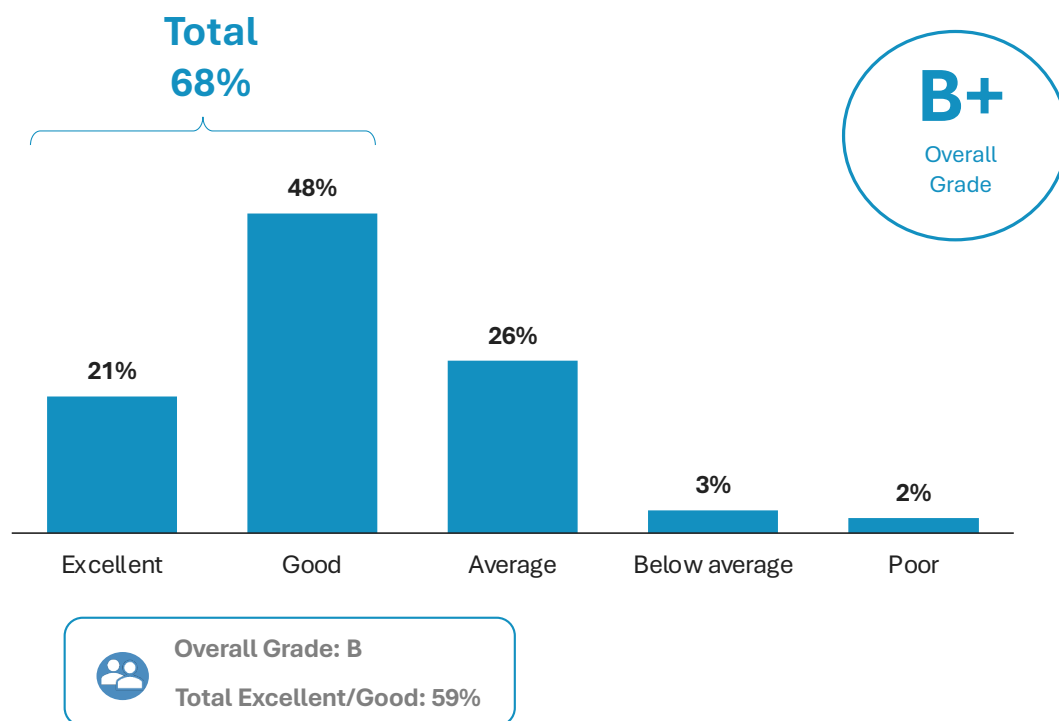


Q1r11: How would you grade Burlington when it comes to belonging?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Community Engagement

How engaged members of the community are, when it comes to volunteering and participating in community activities, or collaborating with individuals, groups, or the community at large, to address issues and solve problems that affect the community.

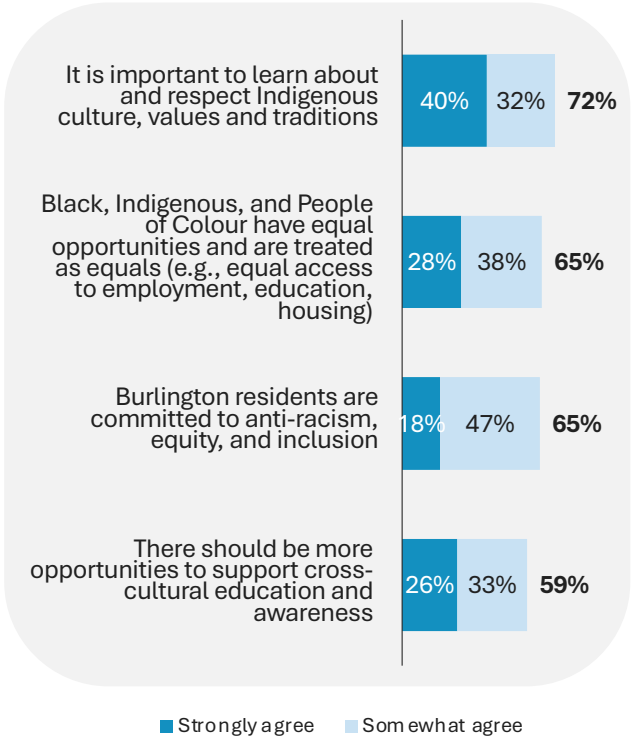
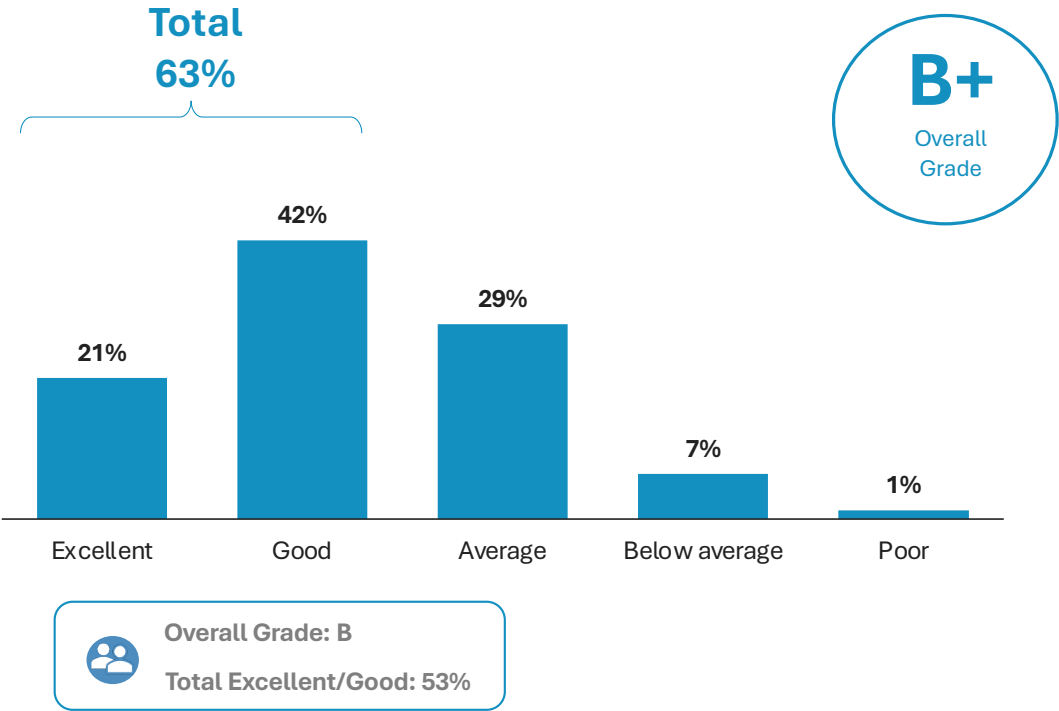


Q1r2: How would you grade Burlington when it comes to community engagement?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Diversity, Equity, & Inclusion

Diversity refers to the presence of differences, equity focuses on allocating resources based on need to ensure equal outcomes, and inclusion is about a sense of belonging and being heard.

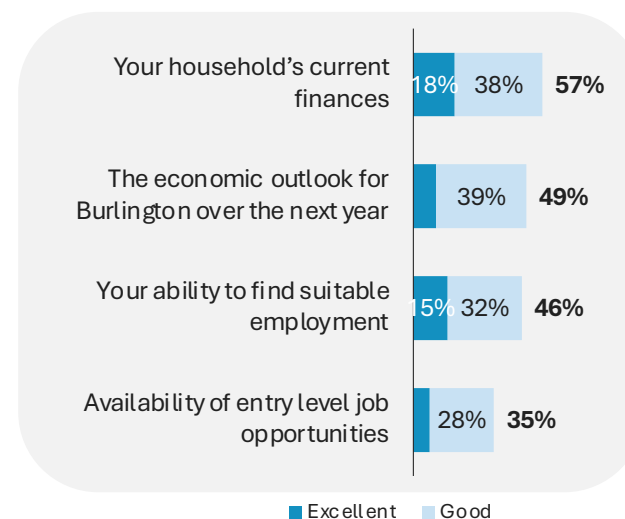
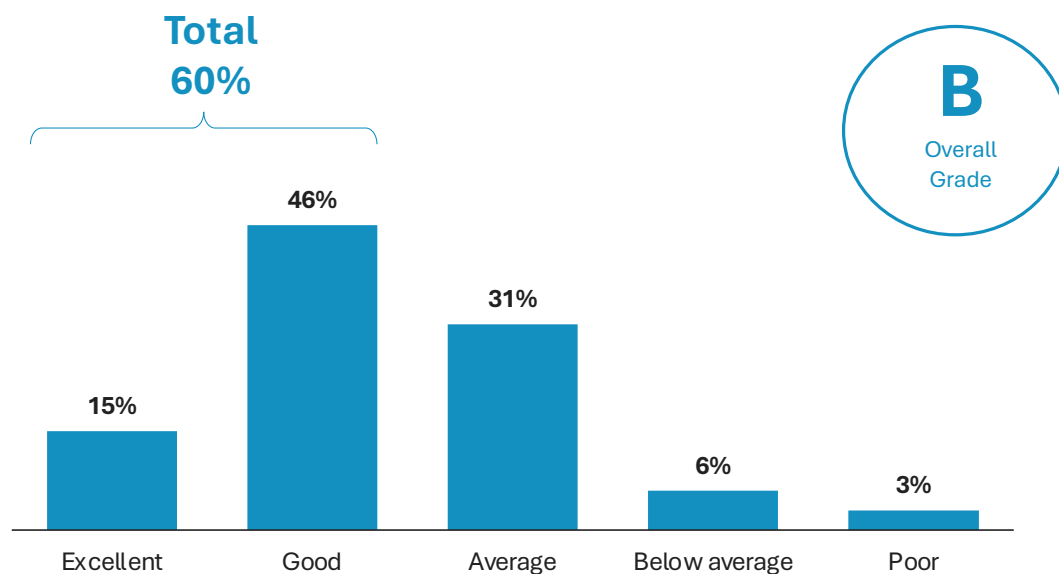


Q1r13: How would you grade Burlington when it comes to diversity, equity, and inclusion?

***Note:** Totals may not equal the sum of their parts due to rounding of results.

Economy

Strong and vibrant communities have diverse local economies and a wide variety of options for fulfilling, secure, and well-paid work.

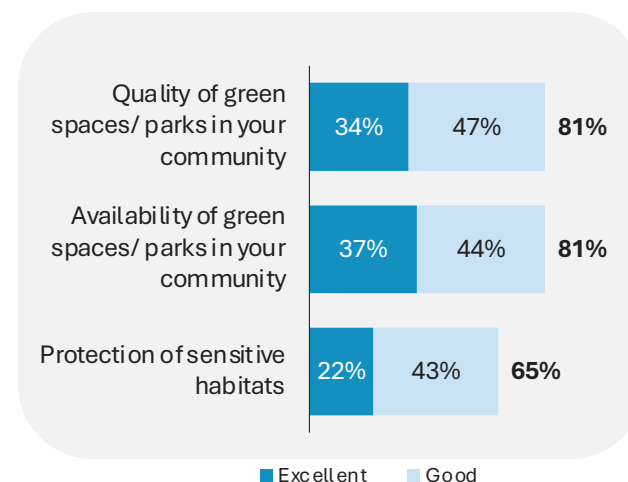
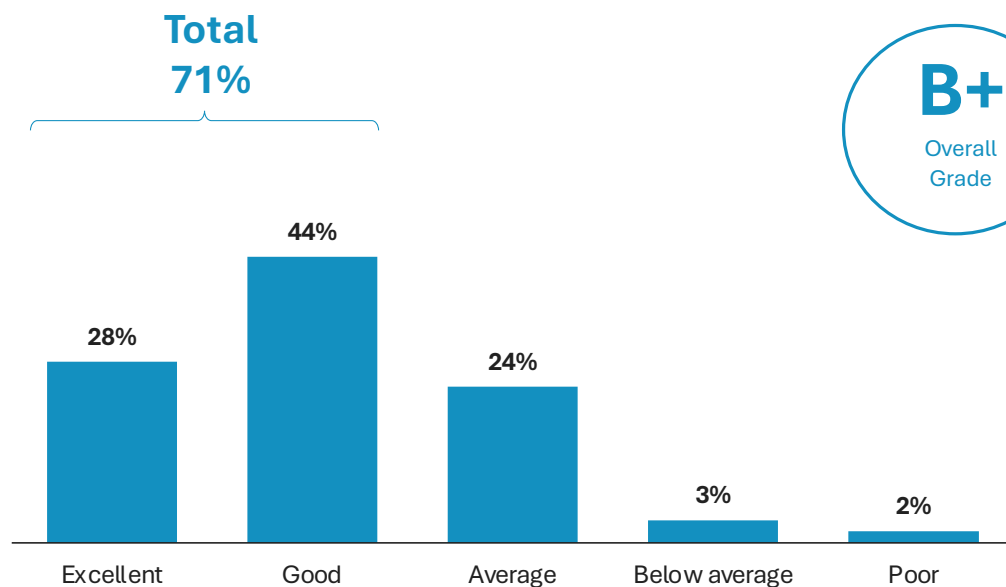


Q1r3: How would you grade Burlington when it comes to economy?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Environment

From the air we breathe to the ground we walk, a healthy and sustainable environment is an important part of quality of life. A healthy environment is reflective of a healthy community.

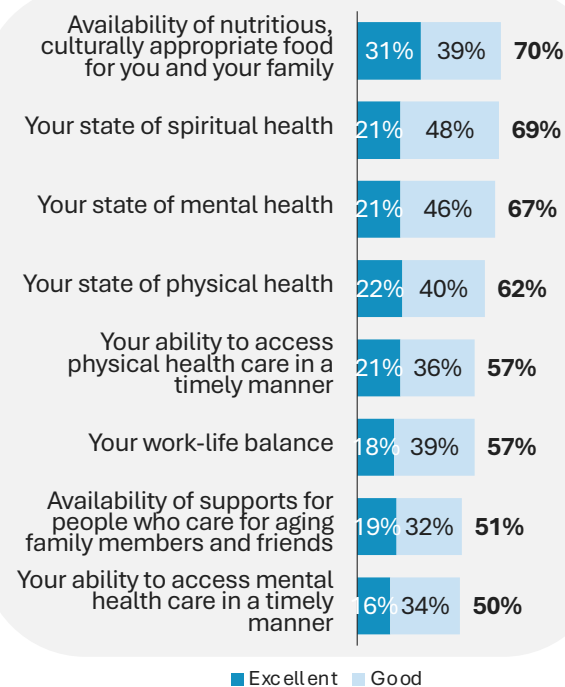
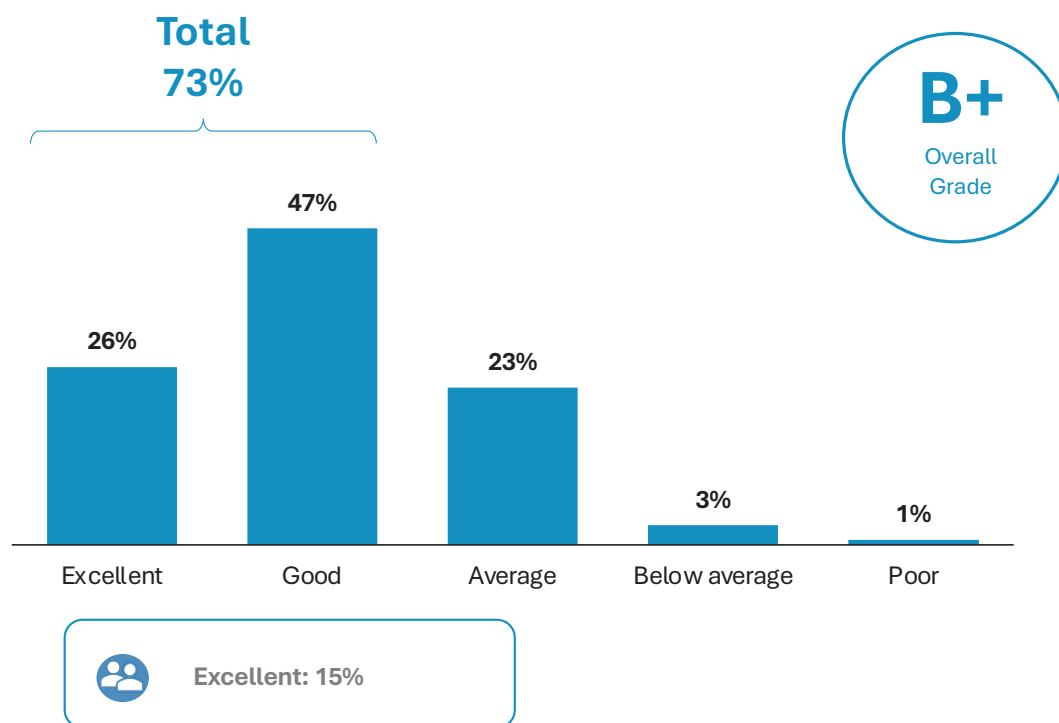


Q1r4: How would you grade Burlington when it comes to environment?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Health & Wellness

Good physical and mental health and wellness improves the quality of individual lives and reduces health care costs. The health status of people depends on good health practices and behaviours, and access to health care services.

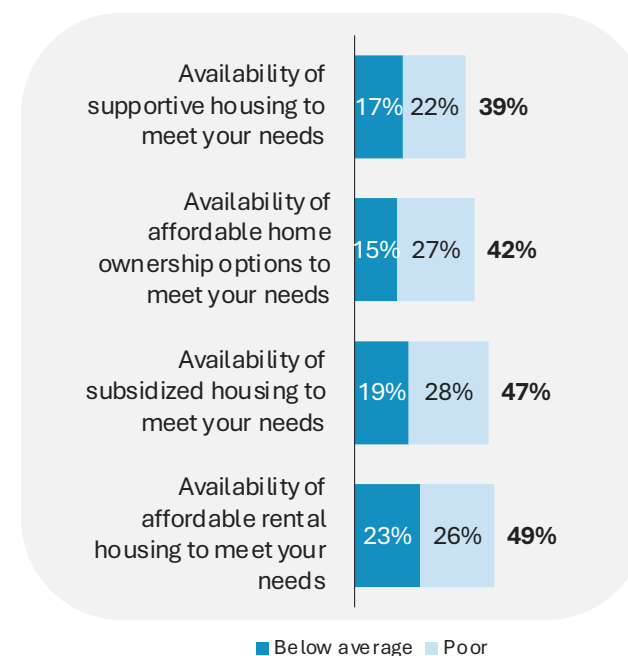
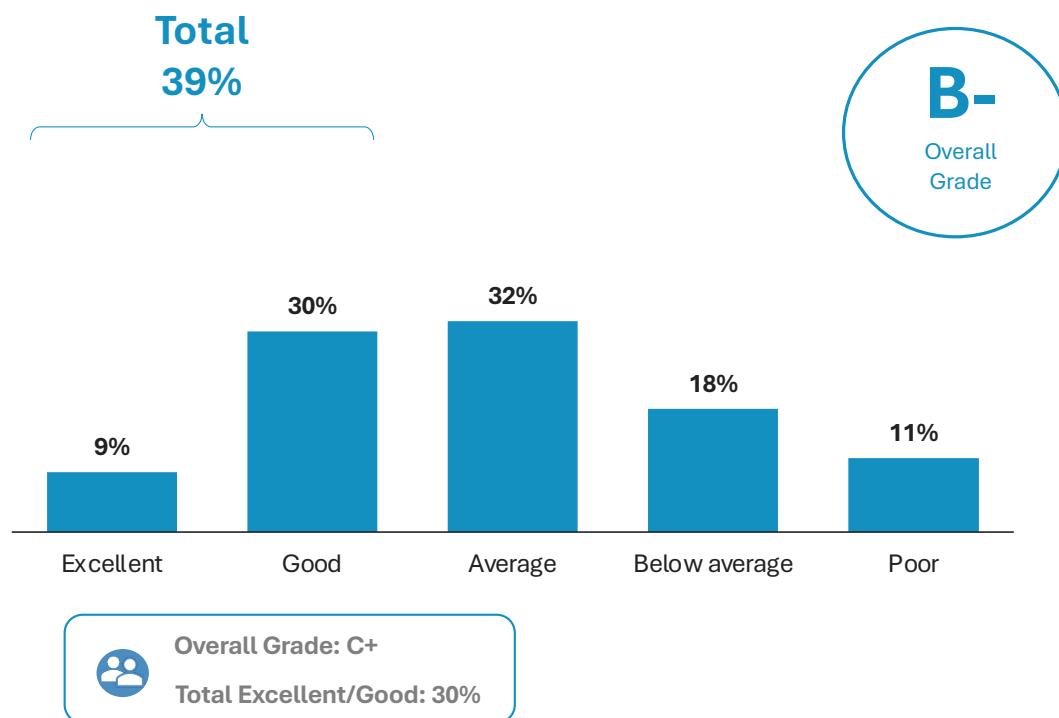


Q1r12: How would you grade Burlington when it comes to health and wellness?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Housing

Having safe and accessible housing people can afford is a basic need that contributes significantly to quality of life.

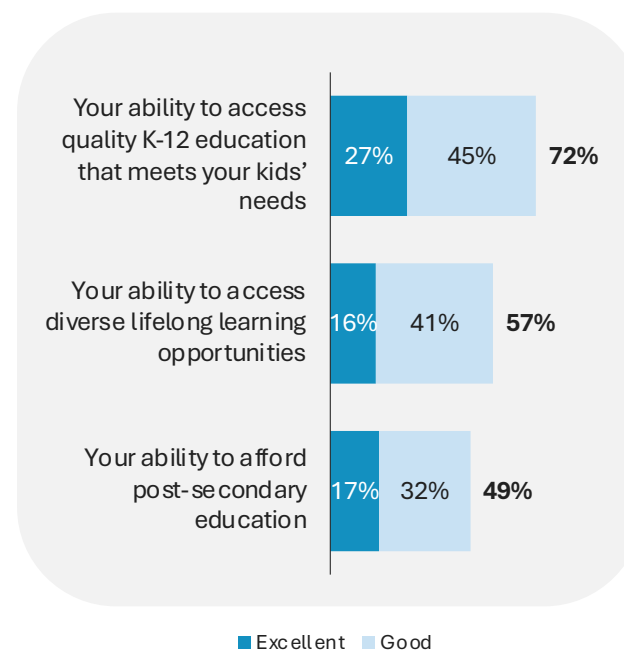
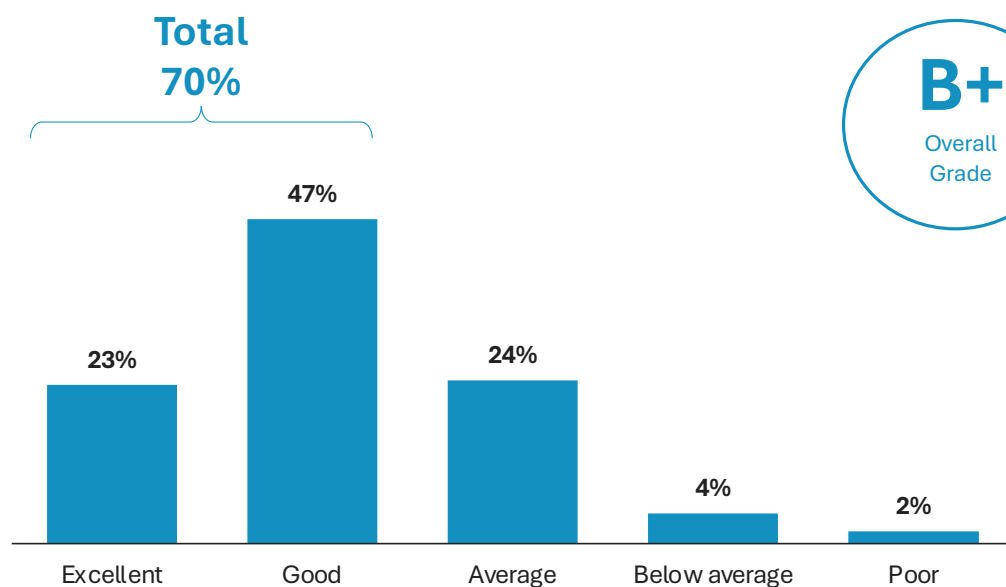


Q1r5: How would you grade Burlington when it comes to housing?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Learning

Lifelong learning and educational achievement affect our ability to participate in a competitive workforce, achieve higher incomes, and escape the cycle of poverty.

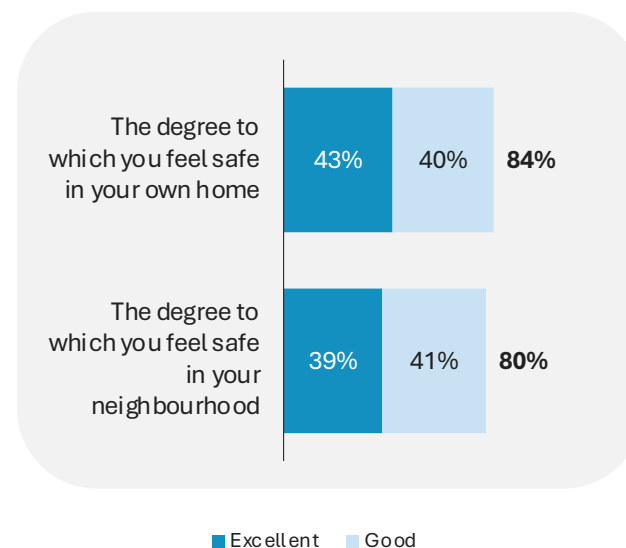
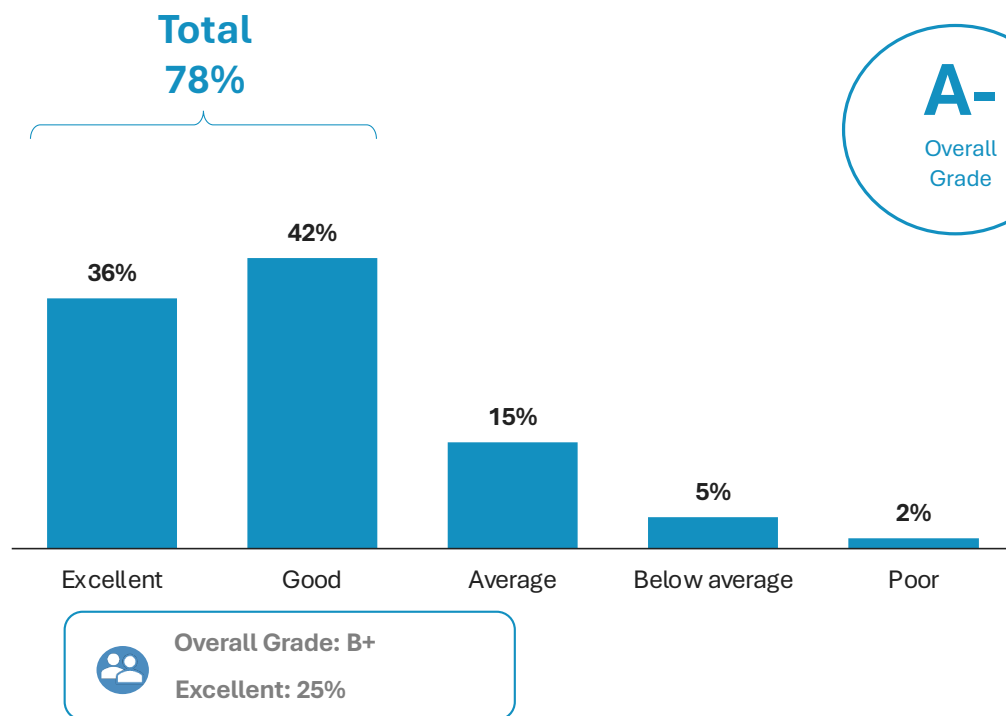


Q1r6: How would you grade Burlington when it comes to learning?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Safety

Public and personal safety affects the way we socialize and participate in community life.

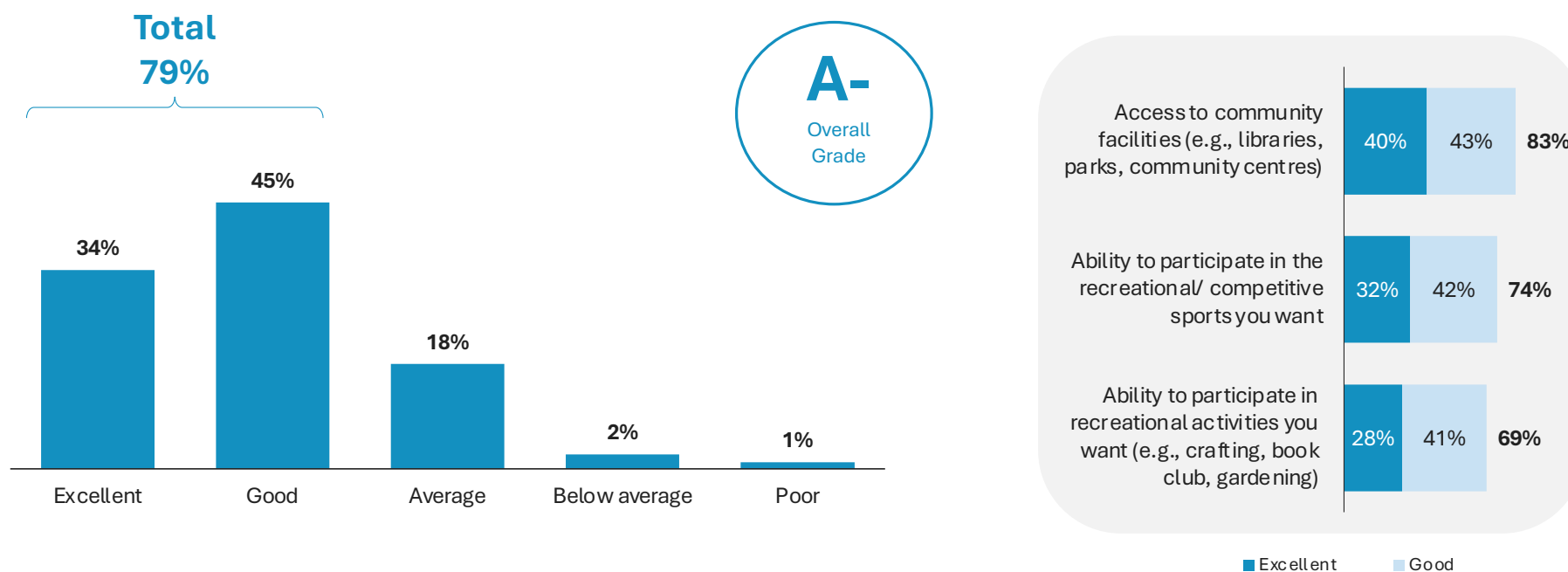


Q1r7: How would you grade Burlington when it comes to safety?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Sports & Recreation

Sport and recreation play a foundational role in developing and sustaining healthy citizens and communities.

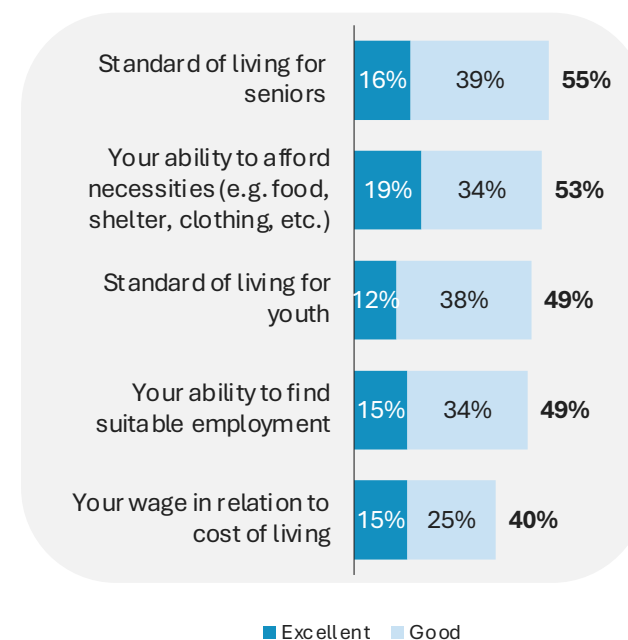
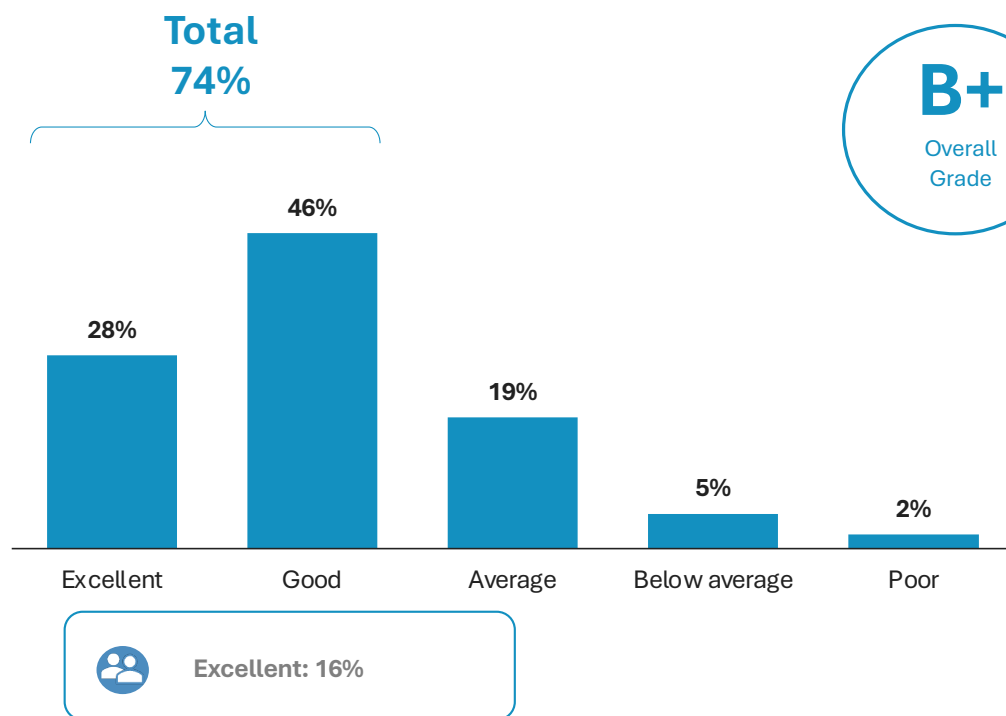


Q1r8: How would you grade Burlington when it comes to sports and recreation?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Standard of Living

Individuals, families, and children living below the poverty line may face many obstacles, which can limit their ability to enjoy quality of life.

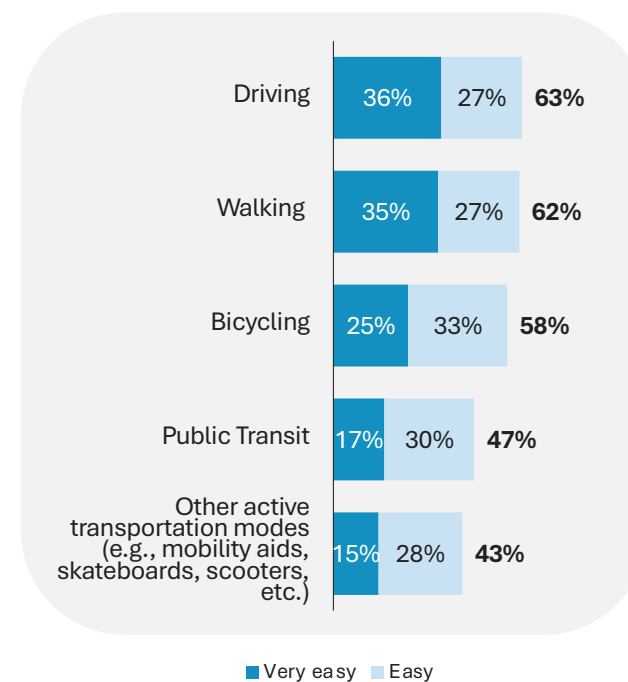
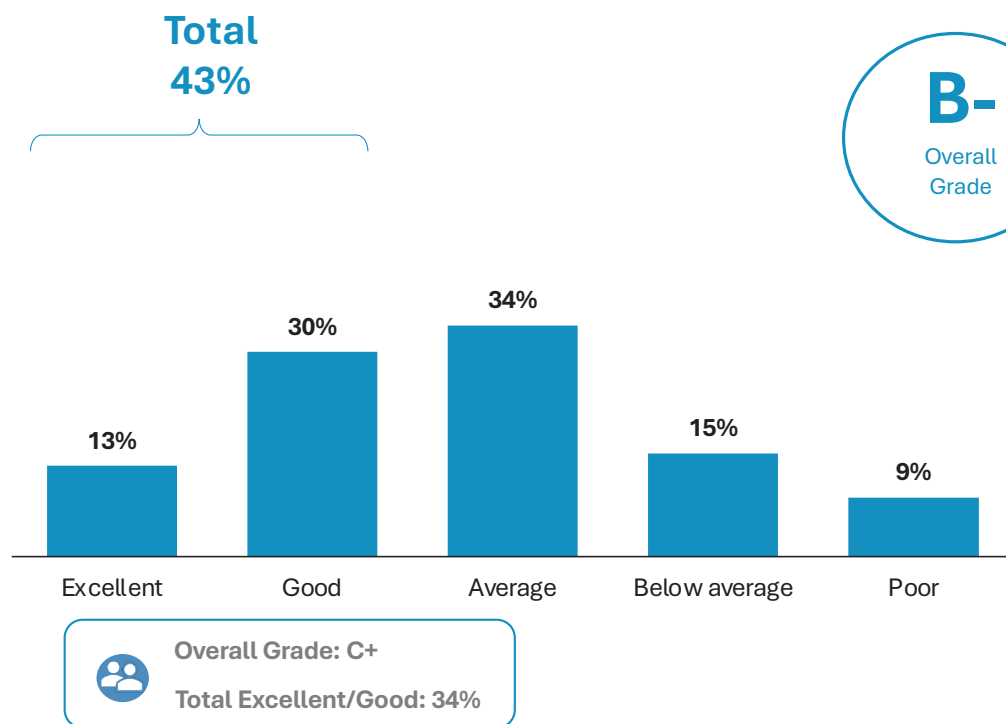


Q1r10: How would you grade Burlington when it comes to standard of living?

*Note: Totals may not equal the sum of their parts due to rounding of results.

Transportation

Transportation includes the ability to get around and transport people and goods. The capacity and convenience of transportation, such as our transit and road systems, have a big impact on quality of life.



Q1r9: How would you grade Burlington when it comes to transportation?

*Note: Totals may not equal the sum of their parts due to rounding of results.



🌟 **Burlington residents are positive about life here**

- 8 in 10 residents rate quality of life as good or excellent
- Strengths: safety, recreation, natural environment

⚠️ **Challenges are not unique**

- Housing affordability and cost of living pressures
- Transportation gaps and congestion