



# Municipal Satisfaction in Canada

Normative Benchmarks

WAVE 4 - 2025

**pollara**  
40 years of strategic insights

# About Pollara Strategic Insights

Since 1985, Pollara Strategic Insights has provided our clients with what they need: deep understanding, bulletproof accuracy, actionable recommendations, and insightful ongoing counsel. One of Canada's premier public affairs research firms, we are a collaborative team of senior research veterans who are passionate about helping our clients – through hands-on engagement and creative solutions chosen from our comprehensive toolbox of industry-leading quantitative and qualitative research methodologies and analytical techniques.

## Experience. Creativity. Perspective.

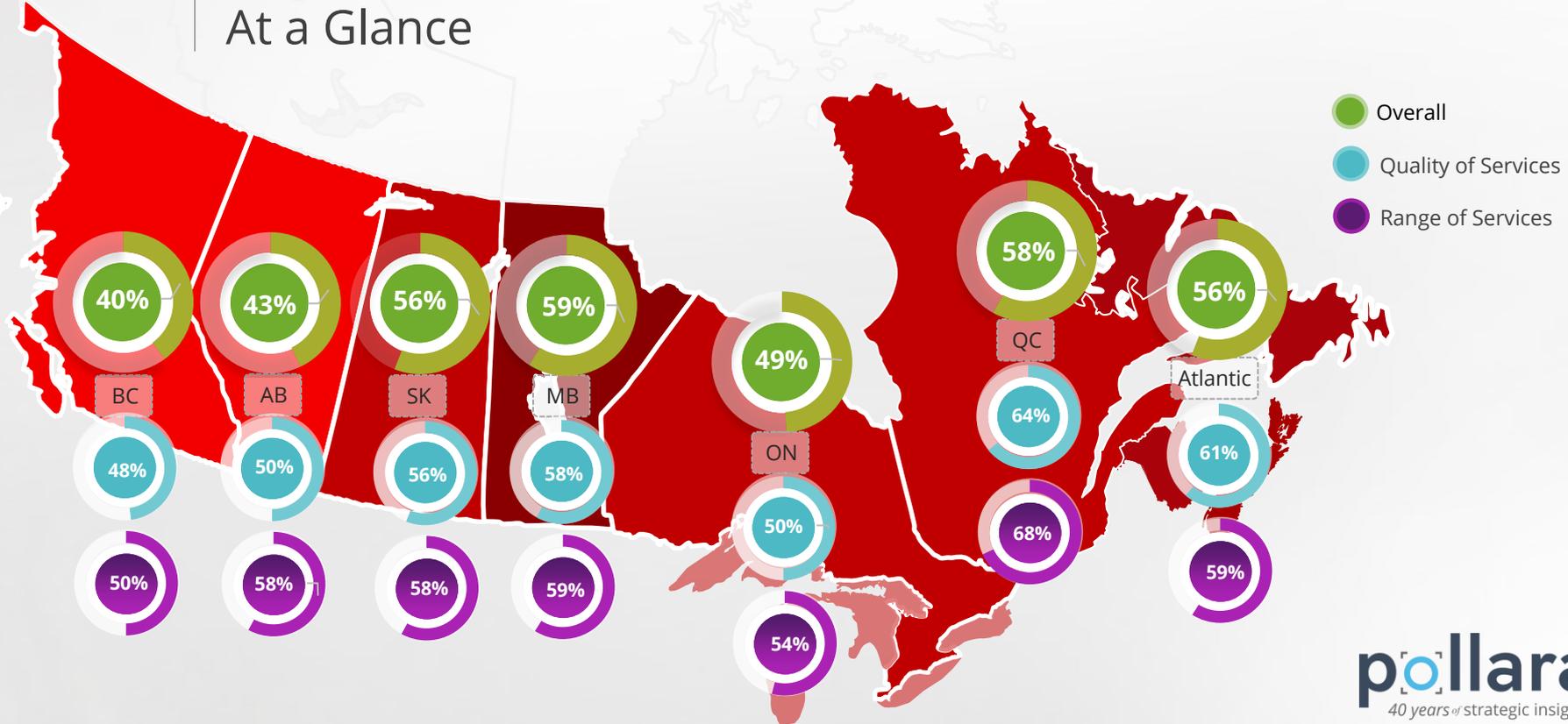
Pollara's **municipal research practice** is led by senior researchers who have conducted every type of study for more than 30 different municipal and regional governments – and their agencies – across Canada as well as in the United States. These studies have included ad testing, budget priorities and planning, branding, communications testing, funding and taxation, satisfaction/performance assessment, and policy development and assessment – and have covered almost every department and subject matter, including cannabis retail regulation, hospital funding, parks and recreation, public transit, and waste management.

# Methodology

- Online survey of randomly-selected sample of N=3,942 adult (18+) Canadians.
- Study was conducted from July 11 to 23, 2025.
  - Report references results from previous waves of this study: Wave 1 was conducted from June 23 to July 3, 2019; Wave 2 from September 3 to 8, 2020; and Wave 3 from January 13 to 18, 2022.
- The dataset has been weighted according to the most current gender, age, and regional Census data, to ensure sample reflects actual population of adult Canadians.
- **Reliability:** \*Online surveys do not permit the application of a margin of error. A probability sample of N=3,942 carries a margin of error of  $\pm 1.6\%$ , 19 times out of 20. The margin of error would be larger for sub-segments.
- **Research Standards:** Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

Region	Number of interviews	Weighted Base Sizes	Margin of error*
Atlantic Canada	728	268	$\pm 3.6$
Quebec	502	880	$\pm 4.4$
Ontario	1321	1541	$\pm 2.7$
Manitoba	200	140	$\pm 6.9$
Saskatchewan	195	116	$\pm 7.0$
Alberta	496	443	$\pm 4.4$
British Columbia	500	554	$\pm 4.4$
<b>Canada</b>	<b>3942</b>	<b>3942</b>	<b><math>\pm 1.6</math></b>

# Satisfaction with Local Municipal Government: At a Glance

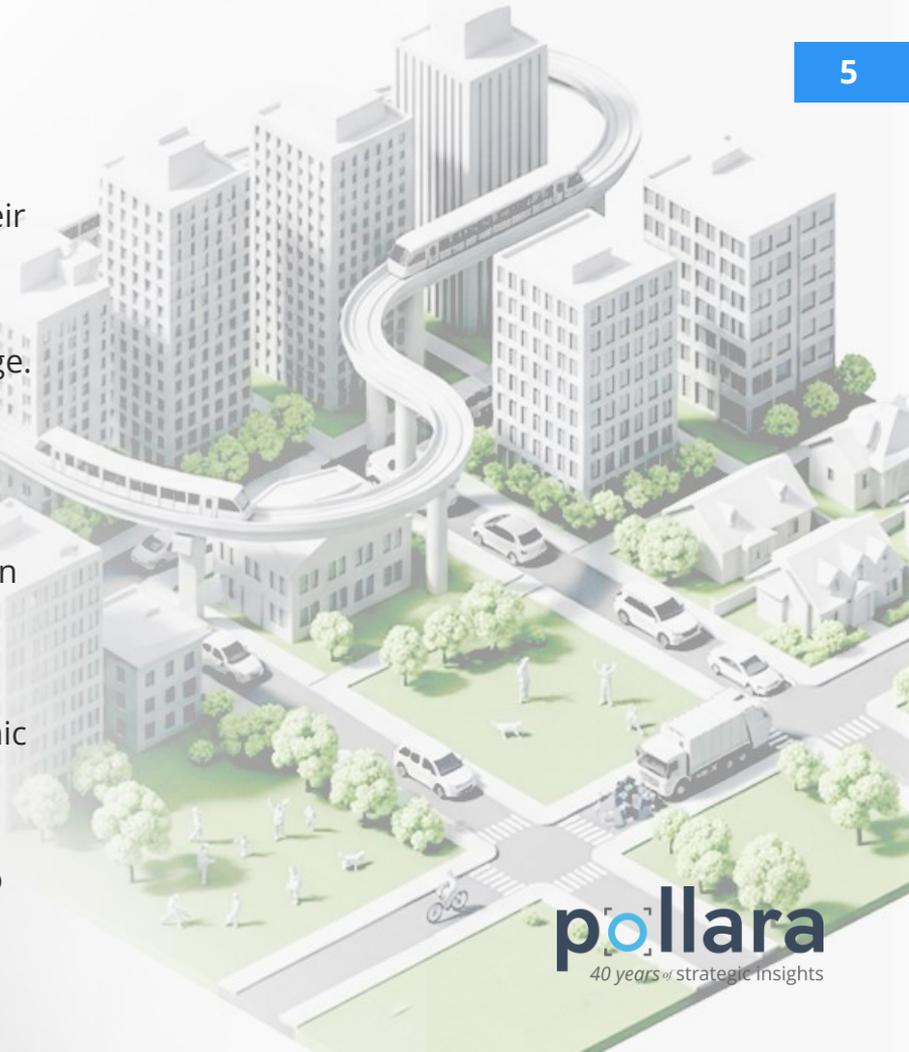


# Overall Satisfaction with Local Municipal Government

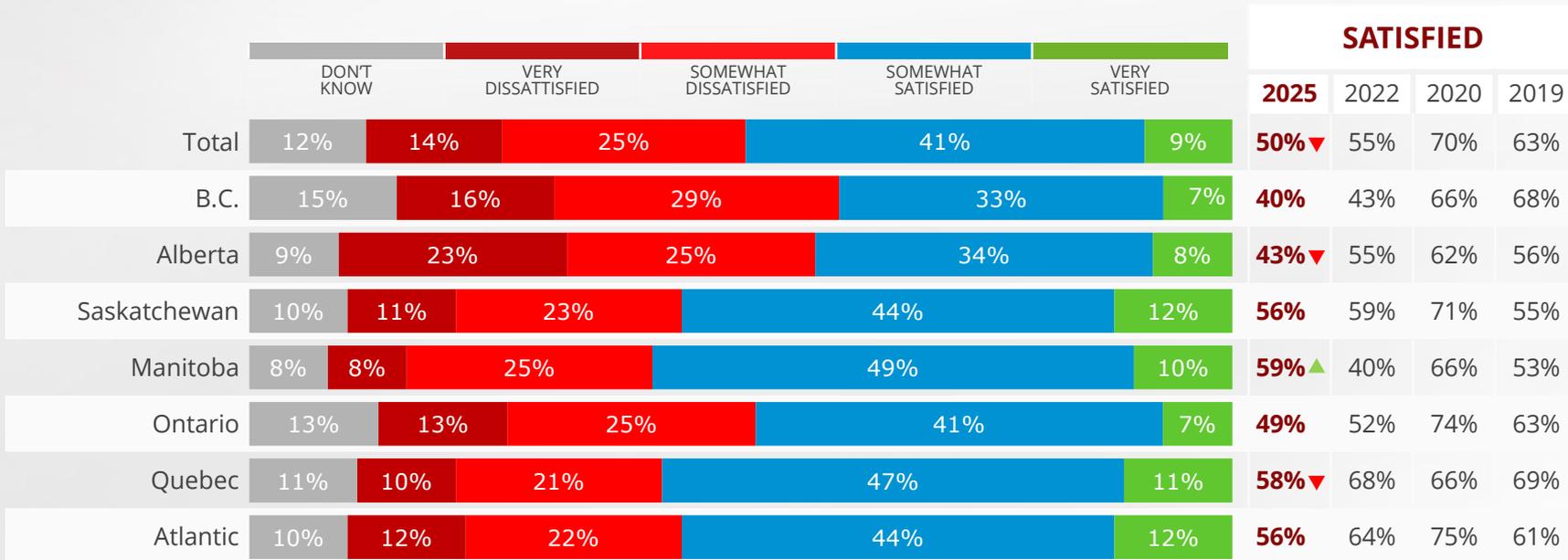
Overall, half (50%) of Canadians express satisfaction with their local municipal government, whereas 39% are dissatisfied. Notably, residents of BC (40%) and Alberta (43%) provide satisfaction ratings that are clearly below the national average.

Looking at the trendline, satisfaction with municipal governments has further declined since our last sounding in 2022, dropping 5 points compared to 2022 (55%). This continues the downward post-pandemic trend that we saw in 2022, when satisfaction fell by 15 points compared to 2020 (70%).

All provinces post satisfaction levels below their pre-pandemic 2019 scores, and several provinces show notable declines since 2022 – including Quebec (58%; -10) and Alberta (43%; -12). By contrast, Manitoba stands out as the only province to improve, with a significant rebound in satisfaction (59%; +19 since 2022).



# Satisfaction with local municipal government: Overall



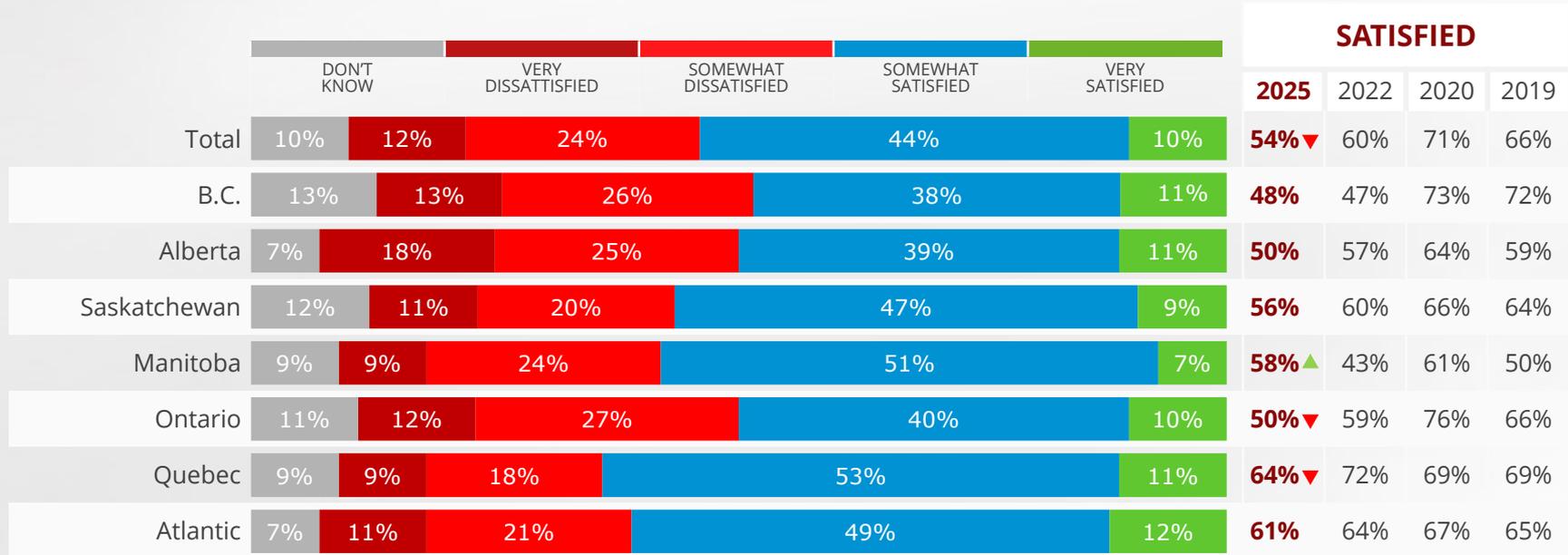
Q Now, a few questions about your local community... Overall, how satisfied or dissatisfied are you with the following? Overall, how satisfied or dissatisfied are you with the following? Your local municipal government. Base: All respondents (N= 3942).

# Quality of Services Provided

Just over half (54%; -6 pts) of Canadians are satisfied with the quality of services provided by their local municipal government. Satisfaction scores are significantly lower compared to 2022 (60%), continuing a downward trend since 2020 (71%), and now sitting at the lowest in over five years.

Quebec continues to lead the provinces with 64% satisfied, although this represents a significant 8-point decline since 2022. Ontario also recorded a significant decline (50%; -9 pts), while Manitoba stands out again as the only province to see a notable improvement, with satisfaction increasing to 58% (+15 pts) since 2022.

# Satisfaction with local municipal government: Quality of services provided

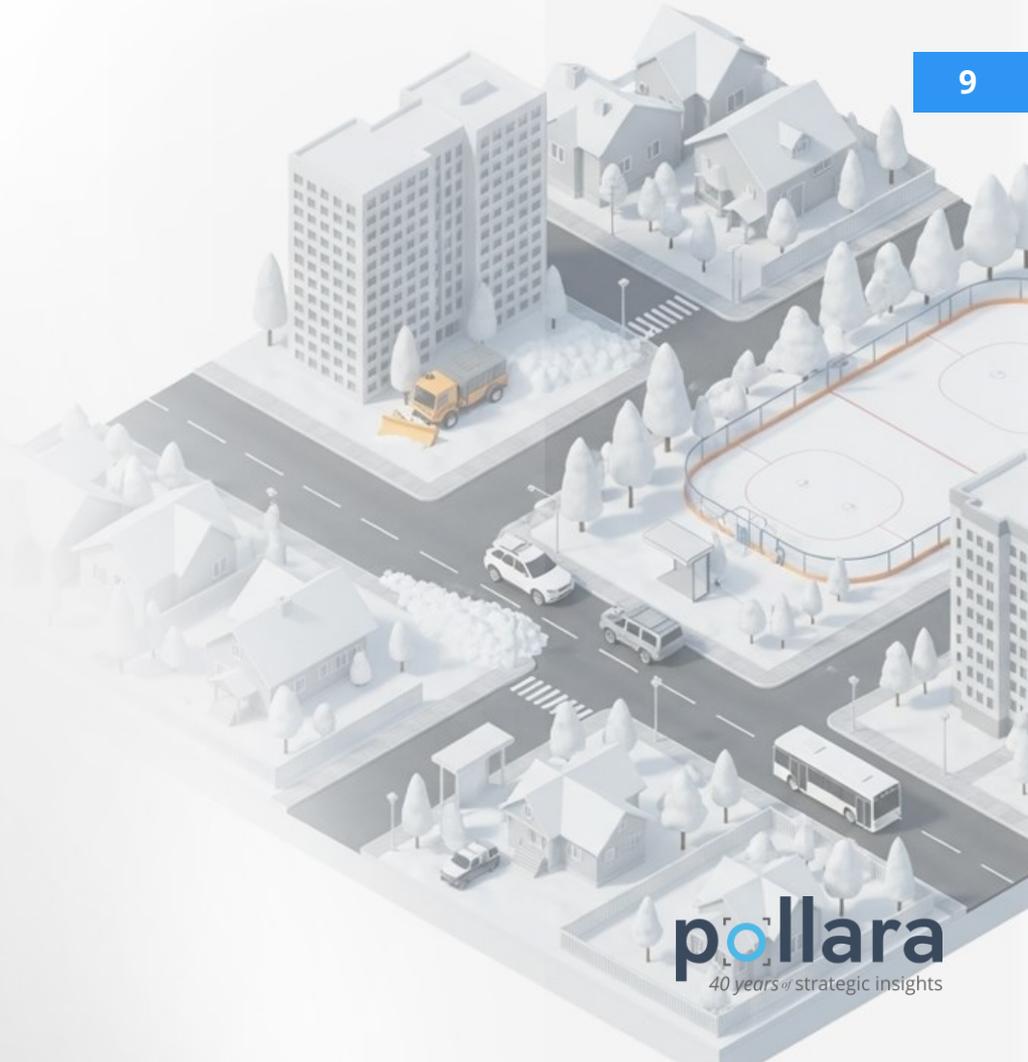


**Q** Now, a few questions about your local community... Overall, how satisfied or dissatisfied are you with the following? Overall, how satisfied or dissatisfied are you with the following? The quality of services provided by your local municipal government. Base: All respondents (N= 3942).

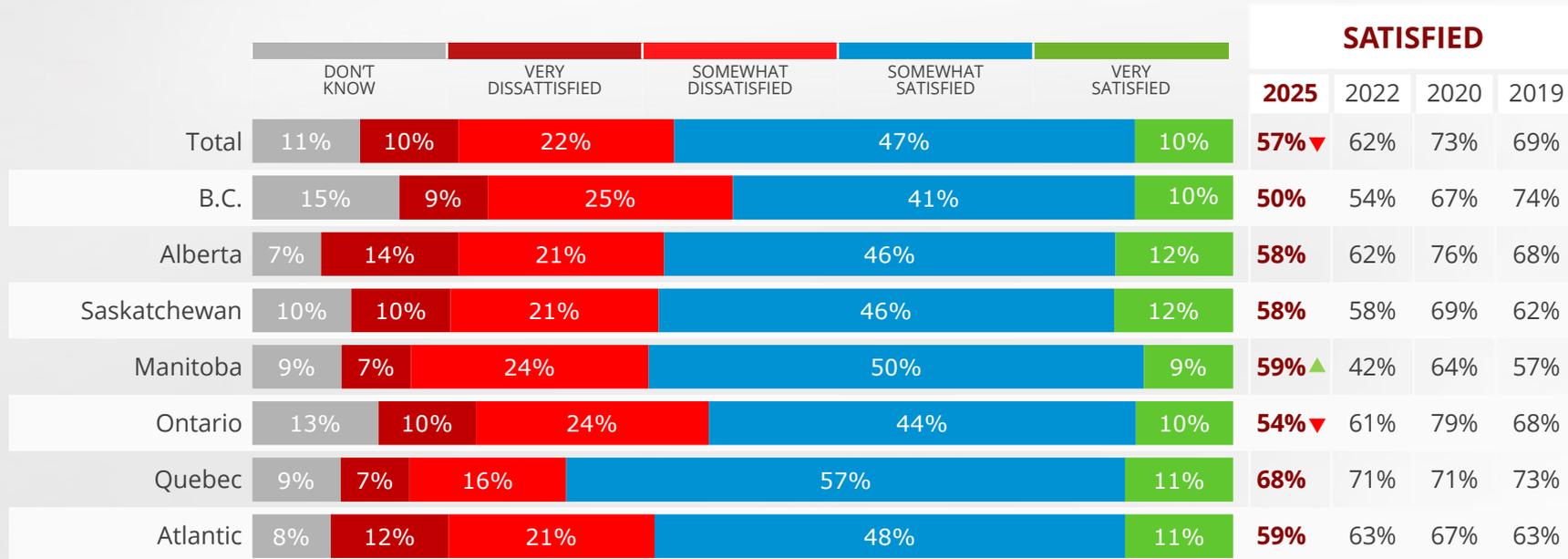
# Range of Services Provided

Just under six-in-ten (57%; -5 pts) Canadians are satisfied with the range of services provided by their local municipal governments, representing a further decline since 2022 (62%) and continuing the downward trend since 2020; consistent with the other satisfaction elements measured in this study.

Satisfaction is highest among Quebec respondents (68%). Satisfaction scores in Ontario have declined significantly to 54% (-7 pts), falling below the national average. Manitoba climbs back to 59% (+17 pts), recovering some of the ground it lost in 2022.



# Satisfaction with local municipal government: Range of services provided



Now, a few questions about your local community... Overall, how satisfied or dissatisfied are you with the following? Overall, how satisfied or dissatisfied are you with the following? The range of services provided by your local municipal government. Base: All respondents (N= 3942).

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CONTACT:

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