CANADA PULSE INSIGHTS

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Quality of Life Report Cards Average C+ Across Three B.C. Regions

Parks receive the highest grades, while municipal plans to make housing more accessible and affordable receive the lowest

Vancouver, British Columbia, Canada, October 23, 2026 – A new Canada Pulse Insights poll for Rogers OMNI TV finds that Metro Vancouver, Vancouver Island and the Okanagan Valley each receive an overall average of **C+** on their Quality of Life Report Cards, covering 13 aspects of local life. Access to parks and green spaces receives the highest grade in all three regions, while municipal plans to make housing more accessible and affordable receive the lowest.

Parks and green spaces earn a B in Metro Vancouver and the Okanagan Valley and a B+ on Vancouver Island, where 85% of residents give an A or a B.

Municipal housing plans receive a C– in all three regions. About four in ten residents give them a D or an F: 38% in Metro Vancouver, 40% on Vancouver Island and 41% in the Okanagan Valley. By comparison, 23%, 23% and 21%, respectively, give an A or a B.

How communities care for and support people who are vulnerable, and residents' own ability and opportunity to get ahead financially, receive a C in all three regions. About one-third of residents give each a D or an F.

Vancouver Island receives higher grades than the other two regions for parks and green spaces (B+), overall quality of life (B) and work life (B–). Three-quarters (75%) of Vancouver Island residents give their quality of life an A or a B, compared with 58% in Metro Vancouver and 65% in the Okanagan Valley. Public transit receives a C in the Okanagan Valley, the lowest transit grade of the three regions.

Most residents say their municipality is a good place to raise a family: 77% in Metro Vancouver, 83% on Vancouver Island and 84% in the Okanagan Valley. Fewer say they are proud of their municipality and how it operates: 61% in Metro Vancouver and 58% in each of the other two regions.

The bottom line: Residents give their parks and green spaces the strongest marks, and most see their municipality as a good place to raise a family. Their lowest grades go to municipal housing plans, followed by care for vulnerable people and their own ability to get ahead financially.

Key findings at a glance

- Quality of Life Report Cards: Metro Vancouver, Vancouver Island and the Okanagan Valley each receive an overall average of **C+** across 13 aspects of local life.
- Metro Vancouver: Parks receive a B (74% A or B), while the municipal housing plan receives a C– (38% D or F).
- Inside Metro Vancouver: Public transit receives a B– in the City of Vancouver (61% A or B), compared with a C+ in Surrey (52% A or B) and the rest of the region (48% A or B).
- Vancouver Island: Receives higher grades than the other two regions for parks (B+), overall quality of life (B) and work life (B–).
- Okanagan Valley: Public transit receives a C (37% A or B), the lowest transit grade of the three regions; 84% say their municipality is a good place to raise a family.
- Renters: Across the three regions, 19% to 26% give their ability to get ahead financially an A or a B, compared with 38% to 43% of homeowners.

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Metro Vancouver: B for parks, C– for the housing plan

Metro Vancouver's card averages a C+. Fewer give their quality of life an A or a B here (58%) than on Vancouver Island (75%) or in the Okanagan Valley (65%).

QUALITY OF LIFE REPORT CARD METRO VANCOUVER — FALL 2026

	METRO VANCOUVER			INSIDE METRO VANCOUVER — GRADE		
SUBJECT	GRADE	A OR B	D OR F	CITY OF VANCOUVER	SURREY	REST OF METRO
Access to parks and green spaces	B	74%	8%	B	B	B
Overall quality of life	B–	58%	13%	B–	C+	B–
Getting around where I need to go	B–	61%	14%	B–	B–	B–
Entertainment and variety of things to access	B–	57%	15%	B–	B–	C+
Front-line police officers	C+	54%	19%	C+	C+	B–
Quality of my work life	C+	47%	17%	C+	C+	C+
Supports for newcomers	C+	47%	16%	C+	C+	C+
Local public education system	C+	48%	18%	C+	C+	C+
Public transit system	C+	52%	16%	B–	C+	C+
Optimism about the future of my municipality	C+	43%	21%	C+	C+	C+
Ability and opportunity to get ahead financially	C	31%	35%	C	C	C–
How we care for and support people who are vulnerable	C	30%	31%	C	C	C
My municipality's plan to make housing more accessible and affordable	C–	23%	38%	C–	C–	C–
REPORT CARD AVERAGE (13 SUBJECTS)	C+			C+	C+	C+
LIVING HERE		AGREE	DISAGREE	AGREE	AGREE	AGREE
My municipality is a good place to raise a family		77%	23%	75%	73%	80%
I am proud of my municipality and how it operates		61%	39%	59%	62%	62%

Q. We'd like you to grade aspects of living in Metro Vancouver as if it were a report card. Q. Please indicate if you agree or disagree with the following statements. Grade: the average of residents' grades (A = 4, B = 3, C = 2, D = 1, F = 0), shown as the nearest letter on the 4.0 grade-point scale. A or B, D or F: percent of residents. Rest of Metro: Burnaby, Richmond, the Tri-Cities, the North Shore, New Westminster, Delta, Langley, Maple Ridge and the region's other municipalities.

Source: Canada Pulse Insights for Rogers OMNI TV, September 28–October 14, 2026 (Metro Vancouver n=1,374, Vancouver Island n=511, Okanagan Valley n=498). Online sample and data management by Sago.

Inside Metro Vancouver

- **City of Vancouver:** The best transit grade in Metro Vancouver (B–; 61% A or B, against 52% in Surrey and 48% in the rest of the region) and the most A or B grades for getting around (68%, against 60% and 58%).
- **Surrey:** Fewer A or B grades for quality of life (54%) than in the City of Vancouver (63%), and the most D or F grades in Metro Vancouver for the local public education system (23%, against 15% and 17%).

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- **Rest of Metro Vancouver:** Fewer A or B grades for entertainment (53%) than in the City of Vancouver (63%); more say their municipality is a good place to raise a family (80%) than in Surrey (73%).

Demographic differences

- **Age:** 52% of residents aged 18 to 34 give their overall quality of life an A or a B, against 67% of those 55 and over.
- **Income:** 30% of households earning under $50,000 give their work life an A or a B, against 55% of those earning $100,000 or more.
- **Renters:** 20% give their ability to get ahead financially an A or a B, against 38% of homeowners.

Vancouver Island: B+ for parks, B for quality of life

Vancouver Island's card averages a C+, with the best grades of the three regions for parks and green spaces (B+), quality of life (B) and work life (B–).

QUALITY OF LIFE REPORT CARD VANCOUVER ISLAND			FALL 2026
SUBJECT	GRADE	A OR B	D OR F
Access to parks and green spaces	B+	85%	4%
Overall quality of life	B	75%	8%
Getting around where I need to go	B–	67%	12%
Entertainment and variety of things to access	B–	59%	13%
Front-line police officers	B–	63%	14%
Quality of my work life	B–	57%	15%
Supports for newcomers	C+	46%	14%
Local public education system	C+	55%	15%
Public transit system	C+	47%	18%
Optimism about the future of my municipality	C+	49%	22%
Ability and opportunity to get ahead financially	C	34%	32%
How we care for and support people who are vulnerable	C	28%	35%
My municipality's plan to make housing more accessible and affordable	C–	23%	40%
REPORT CARD AVERAGE (13 SUBJECTS)	C+		
LIVING HERE		AGREE	DISAGREE
My municipality is a good place to raise a family		83%	17%
I am proud of my municipality and how it operates		58%	42%

Q. We'd like you to grade aspects of living in Vancouver Island as if it were a report card. Q. Please indicate if you agree or disagree with the following statements. Grade: the average of residents' grades (A = 4, B = 3, C = 2, D = 1, F = 0), shown as the nearest letter on the 4.0 grade-point scale. A or B, D or F: percent of residents.

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Demographic differences

- **Age:** 71% of residents aged 18 to 34 give their overall quality of life an A or a B, against 82% of those 55 and over.
- **Income:** 39% of households earning under $50,000 give their work life an A or a B, against 69% of those earning $100,000 or more.
- **Renters:** 19% give their ability to get ahead financially an A or a B, against 43% of homeowners.

Okanagan Valley: a C for public transit

The Okanagan Valley's card averages a C+. Public transit gets a C, the lowest transit grade of the three regions, while 84% say their municipality is a good place to raise a family.

QUALITY OF LIFE REPORT CARD OKANAGAN VALLEY — FALL 2026

SUBJECT	GRADE	A OR B	D OR F
Access to parks and green spaces	B	78%	6%
Overall quality of life	B–	65%	9%
Getting around where I need to go	B–	62%	11%
Entertainment and variety of things to access	B–	59%	14%
Front-line police officers	B–	57%	18%
Quality of my work life	C+	51%	18%
Supports for newcomers	C+	47%	14%
Local public education system	C+	52%	18%
Public transit system	C	37%	25%
Optimism about the future of my municipality	C+	48%	20%
Ability and opportunity to get ahead financially	C	34%	35%
How we care for and support people who are vulnerable	C	26%	35%
My municipality's plan to make housing more accessible and affordable	C–	21%	41%
REPORT CARD AVERAGE (13 SUBJECTS)	**C+**		
LIVING HERE		**AGREE**	**DISAGREE**
My municipality is a good place to raise a family		84%	16%
I am proud of my municipality and how it operates		58%	42%

Q. We'd like you to grade aspects of living in the Okanagan Valley as if it were a report card. Q. Please indicate if you agree or disagree with the following statements. Grade: the average of residents' grades (A = 4, B = 3, C = 2, D = 1, F = 0), shown as the nearest letter on the 4.0 grade-point scale. A or B, D or F: percent of residents.

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Demographic differences

- **Age:** 48% of residents aged 18 to 34 give their overall quality of life an A or a B, against 74% of those 55 and over.
- **Income:** 34% of households earning under $50,000 give their work life an A or a B, against 64% of those earning $100,000 or more.
- **Renters:** 26% give their ability to get ahead financially an A or a B, against 39% of homeowners.

Combined Findings

QUALITY OF LIFE REPORT CARD ALL REGIONS — FALL 2026

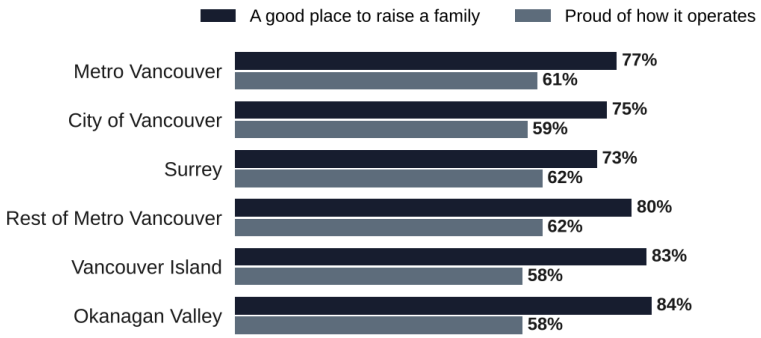
SUBJECT	METRO VANCOUVER	CITY OF VANCOUVER	SURREY	REST OF METRO	VANCOUVER ISLAND	OKANAGAN VALLEY
Access to parks and green spaces	B	B	B	B	B+	B
Overall quality of life	B–	B–	C+	B–	B	B–
Getting around where I need to go	B–	B–	B–	B–	B–	B–
Entertainment and variety of things to access	B–	B–	B–	C+	B–	B–
Front-line police officers	C+	C+	C+	B–	B–	B–
Quality of my work life	C+	C+	C+	C+	B–	C+
Supports for newcomers	C+	C+	C+	C+	C+	C+
Local public education system	C+	C+	C+	C+	C+	C+
Public transit system	C+	B–	C+	C+	C+	C
Optimism about the future of my municipality	C+	C+	C+	C+	C+	C+
Ability and opportunity to get ahead financially	C	C	C	C–	C	C
How we care for and support people who are vulnerable	C	C	C	C	C	C
My municipality's plan to make housing more accessible and affordable	C–	C–	C–	C–	C–	C–
REPORT CARD AVERAGE (13 SUBJECTS)	**C+**	**C+**	**C+**	**C+**	**C+**	**C+**

Q. We'd like you to grade aspects of living in your region as if it were a report card. Grade: the average of residents' grades (A = 4, B = 3, C = 2, D = 1, F = 0), shown as the nearest letter on the 4.0 grade-point scale. Metro Vancouver residents graded Metro Vancouver. Rest of Metro: Burnaby, Richmond, the Tri-Cities, the North Shore, New Westminster, Delta, Langley, Maple Ridge and the region's other municipalities.

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Q. Please indicate if you agree or disagree with the following statements. Percent who agree.



Source: Canada Pulse Insights for Rogers OMNI TV, September 28–October 14, 2026 (Metro Vancouver n=1,374, Vancouver Island n=511, Okanagan Valley n=498). Online sample and data management by Sago. Base: all respondents.

About the Survey

This survey was conducted among adult (18+) residents of three British Columbia regions by Canada Pulse Insights between September 28 and October 14, 2026: Metro Vancouver (n=1,374 — the City of Vancouver, Surrey and the rest of Metro Vancouver, each weighted to its own 2021 Census benchmarks by age and gender and combined in proportion to adult population), Vancouver Island (n=511) and the Okanagan Valley (n=498), the latter two each weighted to 2021 Census benchmarks by age, gender and sub-region. A random sample of adult respondents was invited to complete the survey through an online panel platform managed by Sago, one of the world's largest and most respected sample and panel suppliers. Results are reported for each region separately, with Metro Vancouver also shown as the City of Vancouver, Surrey and the rest of Metro Vancouver; no province-wide figure is calculated. The three regions together hold about 79% of British Columbia's adult population. For comparison purposes, a probability sample of these sizes would have a margin of error of ±3.6 percentage pointsis ±2.6 percentage points for Metro Vancouver, ±4.3 for Vancouver Island and ±4.4 for the Okanagan Valley, 19 times out of 20; margins are larger for subgroups such as age groups and the Metro Vancouver units. Any discrepancies between the detailed tables and published results are due to rounding. Report-card grades are the average of residents' letter grades, scored A = 4, B = 3, C = 2, D = 1 and F = 0, and shown as the nearest letter on the 4.0 grade-point scale (B+ 3.3, B 3.0, B– 2.7, C+ 2.3, C 2.0, C– 1.7); the averages are in the detailed tables.

Both Canada Pulse Insights and Sago are accredited members of the Canadian Research Insights Council (CRIC) and adhere to its Canadian Code of Market, Opinion, and Social Research and Data Analytics, which incorporates international ESOMAR standards and Canadian public opinion disclosure requirements. The detailed tables and full question wording for this survey are posted on the Canada Pulse Insights website as a companion to this release, consistent with CRIC's transparency standards for research released into the public domain.

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