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# DAWSON CITY HOUSEHOLD SURVEY 2025

## RESULTS SUMMARY

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# WHO ENGAGED WITH THE SURVEY?

**190 Dawson City residents responded!**  
**Thank you!**

Notes about process and bias:

- The survey was available online only (as it's a long survey, we just didn't have the person-hours to process hard copies).
- Our results therefore have some degree of technology bias due to missing folks who are not online. Since the survey was promoted via social media, results may also be skewed to people who use those technologies/platforms and had more opportunities to learn of and click through to complete the survey.
- While imperfect, the intention of this exploratory survey is to provide insights about our community at the household level, suggest areas for further investigation, and directions for potential action. KDO conducted similar surveys in 2017 and 2011, enabling some comparisons that may reveal broad trends and changes in the community over time.



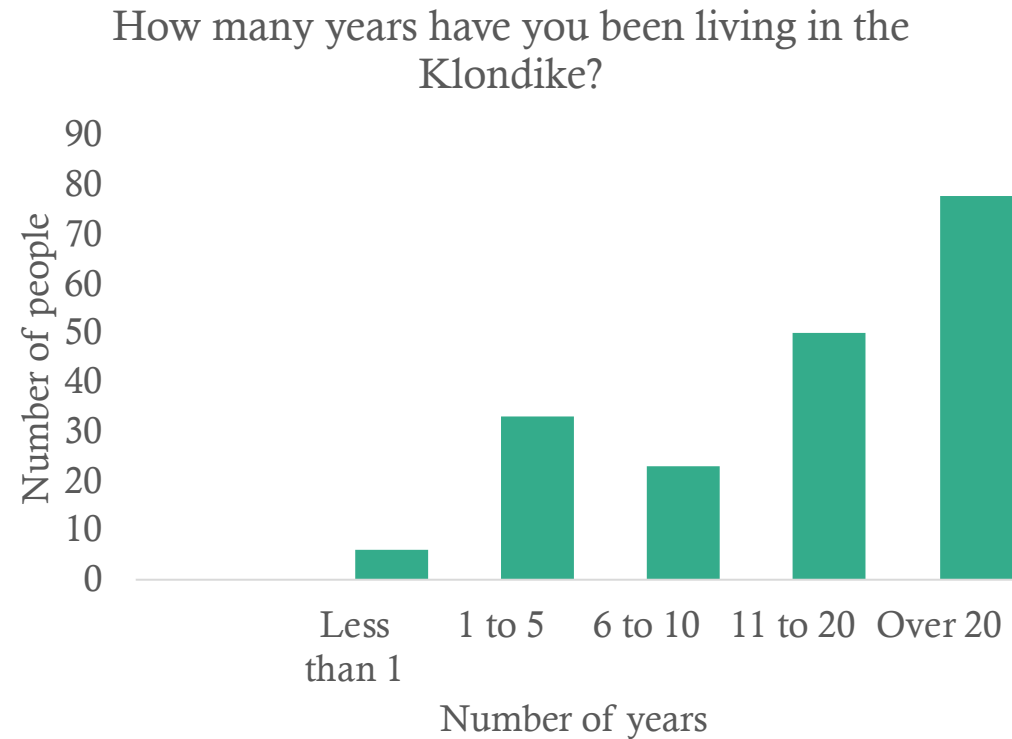


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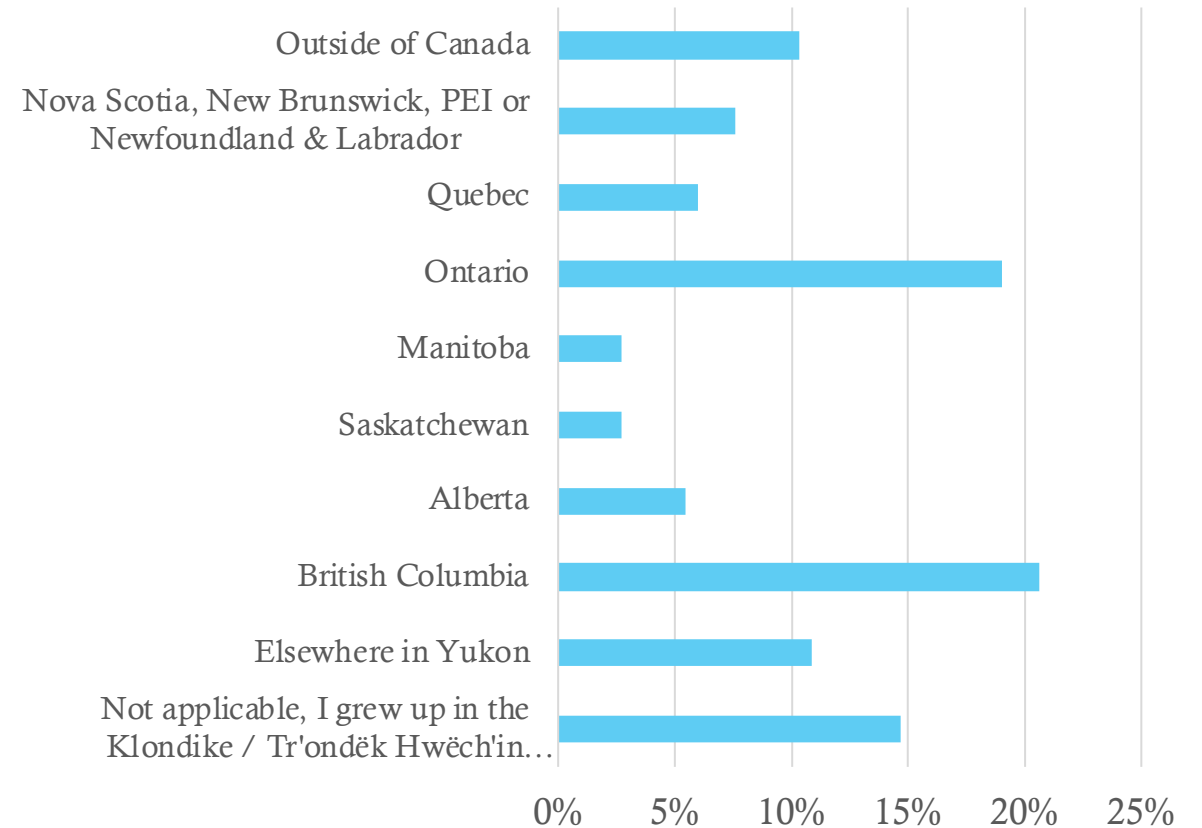
# INTRODUCTION: ABOUT THE RESPONDING HOUSEHOLDS

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# RESIDENCE LENGTH AND IN-MIGRATION

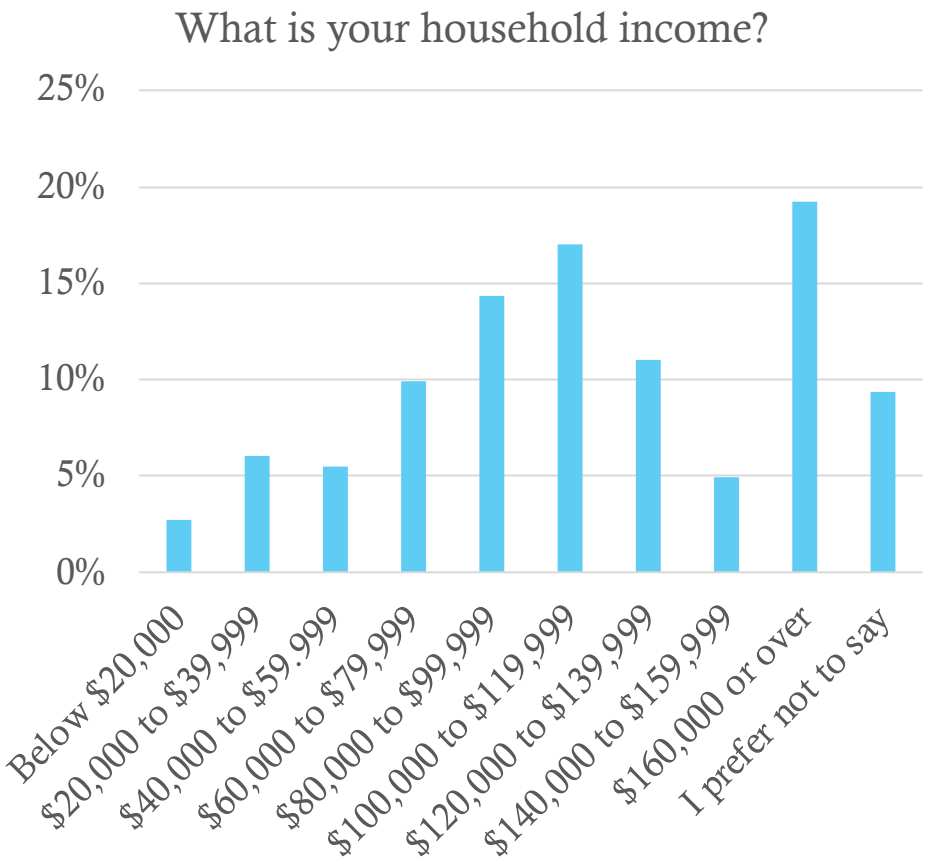


If you relocated to the Klondike, please indicate if you moved from:



# HOUSEHOLD AGE PROFILE & INCOME

% of ppl responding to survey	had this age group in their household
37%	Children aged 0 to 17 years
16%	18 to 30 years
66%	31 to 50 years
25%	51 to 65 years
16%	Seniors aged 66 + years

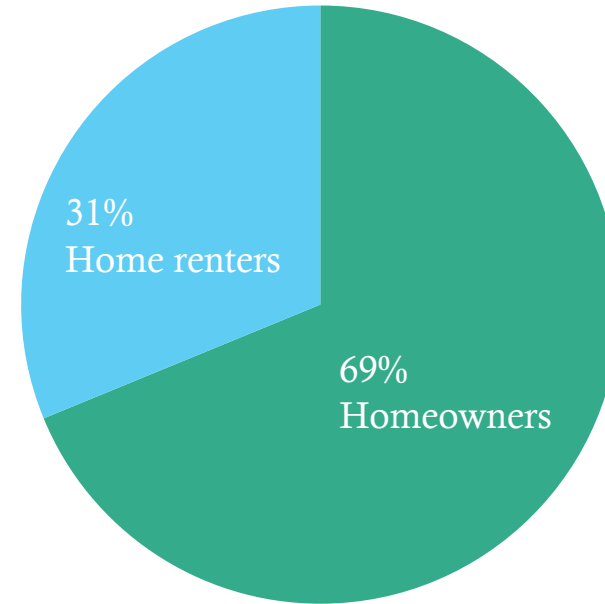
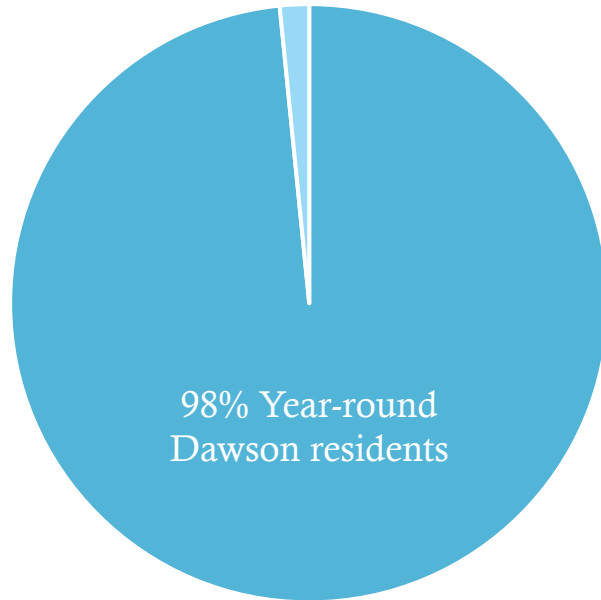


The average household income of survey respondents was approximately \$105,000 to \$110,000

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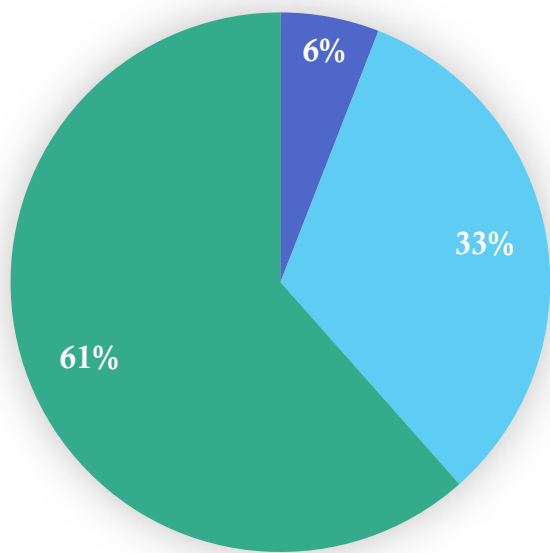
# HOUSEHOLD SEASONALITY & HOUSING STATUS

2% Seasonal residents



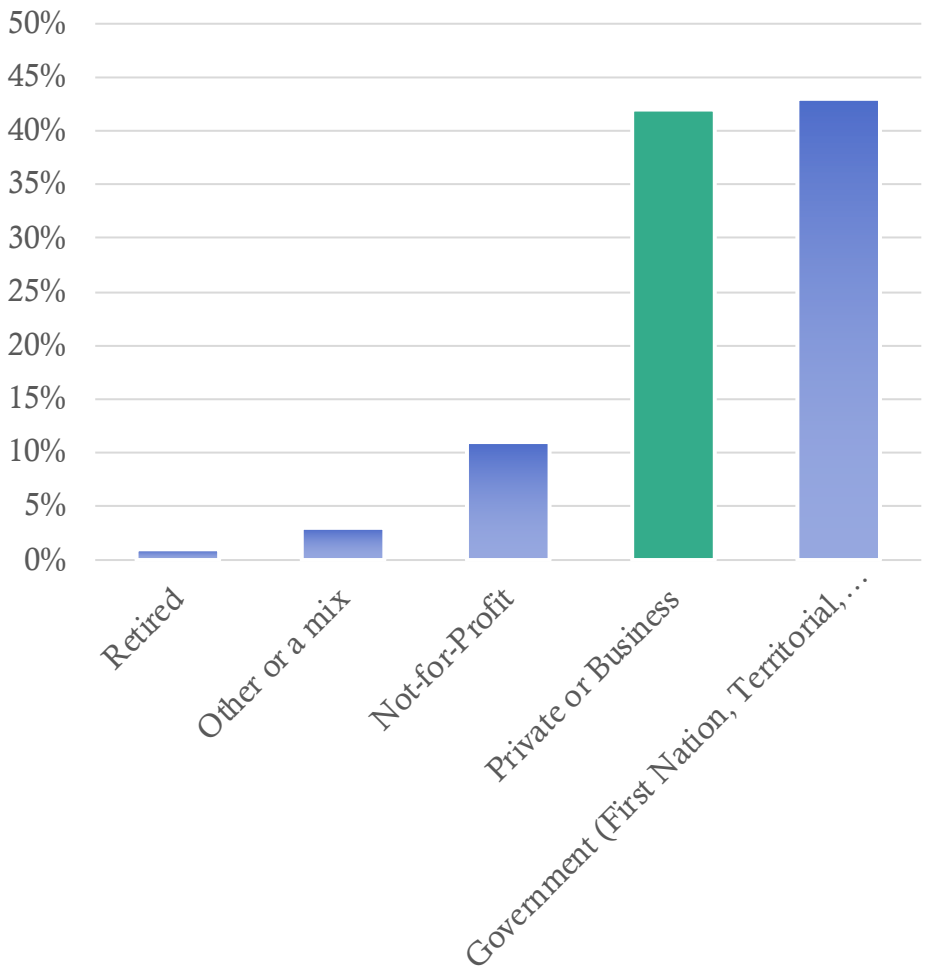
# EMPLOYMENT

Would you describe your employment opportunities in Dawson as:



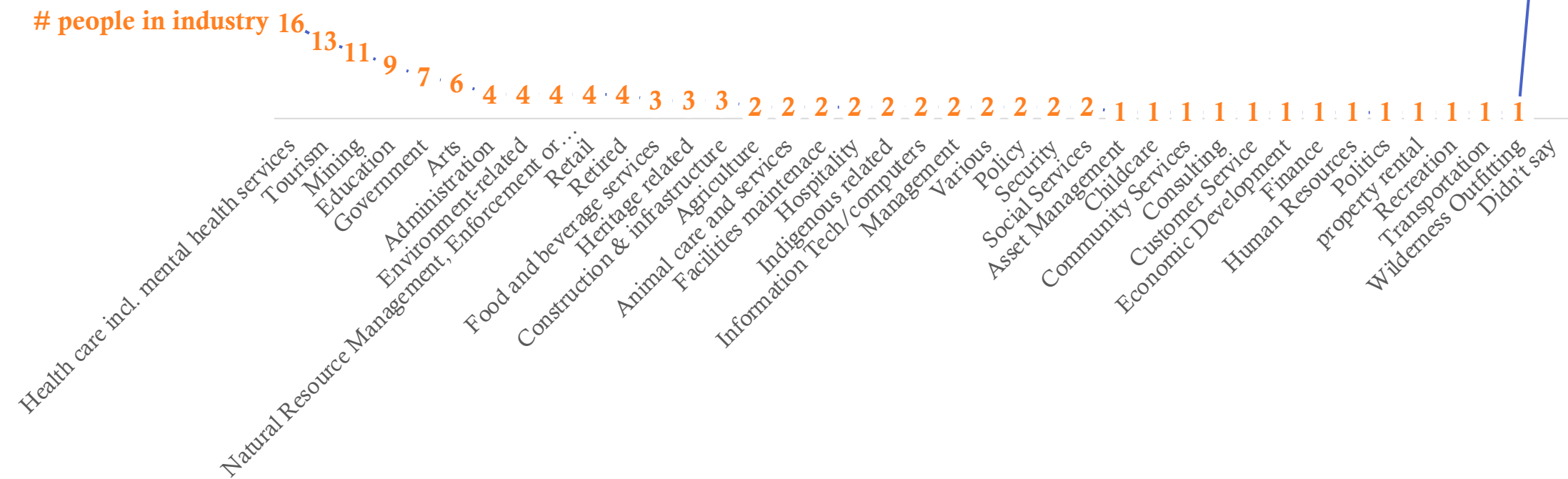
- Poor- I have had difficulty finding regular suitable employment
- Average- Employment opportunities for me here are as good as I expect anywhere
- Good- There are better opportunities for me here than anywhere else

What sector do you work in?



# EMPLOYMENT p2

What industry do you work in?  
(Example: mining, agriculture, arts, heritage, retail,  
education, health care, tourism, etc.)







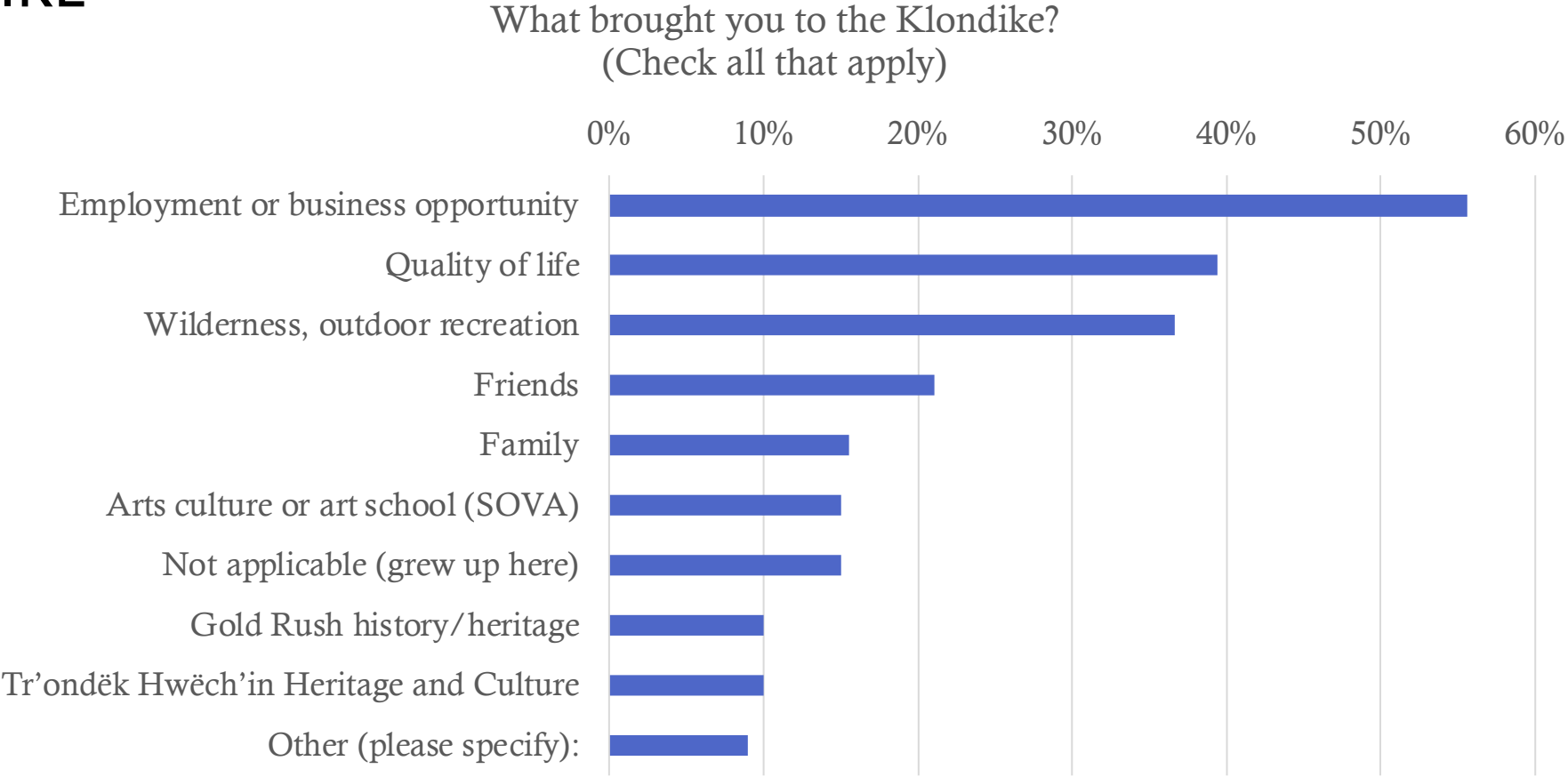
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# POPULATION MIGRATION

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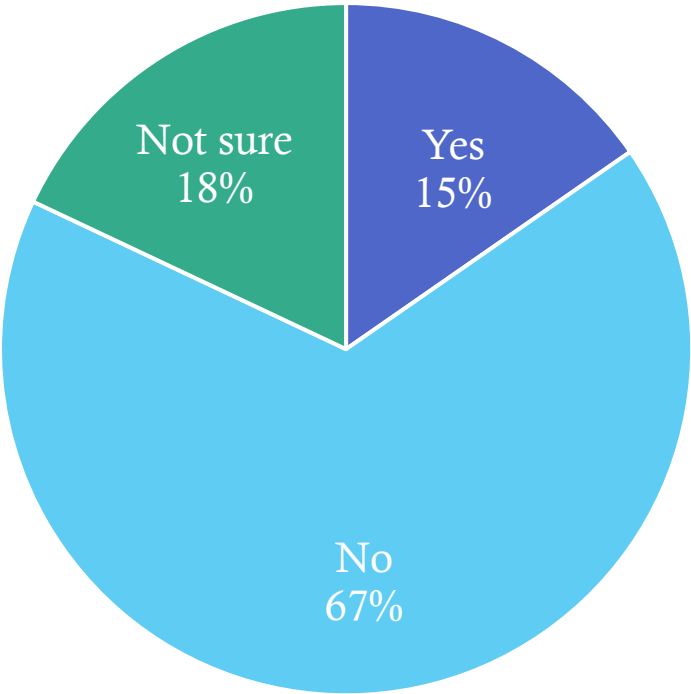
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# LURE OF THE KLONDIKE

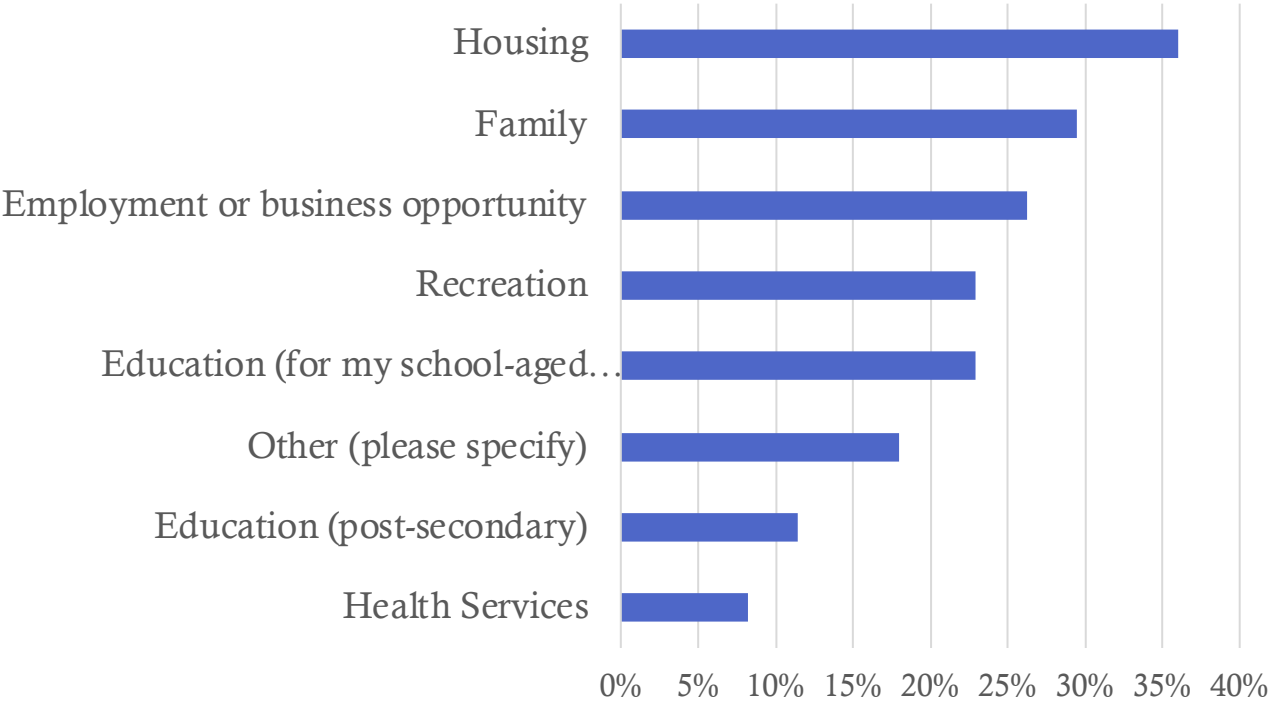


# NEXT 5 YEARS

Do you (and/or your family) expect to move away from the Klondike in the next five years?



Please indicate your reasons for considering moving away from the Klondike



Of the folks who answered 'yes' or 'not sure' about moving...where to?	Elsewhere in Yukon	35%
	Elsewhere in Canada	40%
	Outside of Canada	6%
	Don't Know	19%





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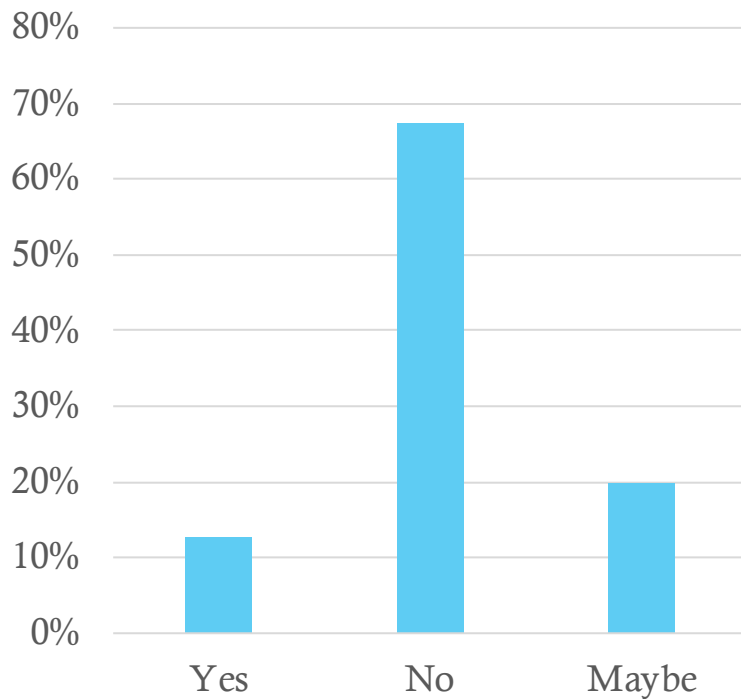
# BUSINESS, ENTREPRENEURISM & HOUSEHOLD SPENDING

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# BUSINESS STARTS

Are you considering starting a new business here in Dawson?



While most survey respondents said they are not considering starting a new business, 63 people commented on barriers they experienced when looking into or actually starting a business:

Top barriers:

- 1- Unreasonable/cumbersome regulations
- 2- Unavailability or high cost to buy, build or renovate a suitable property or building
- 3- Difficulty finding staff housing.
- 4- Lack of available skilled labour





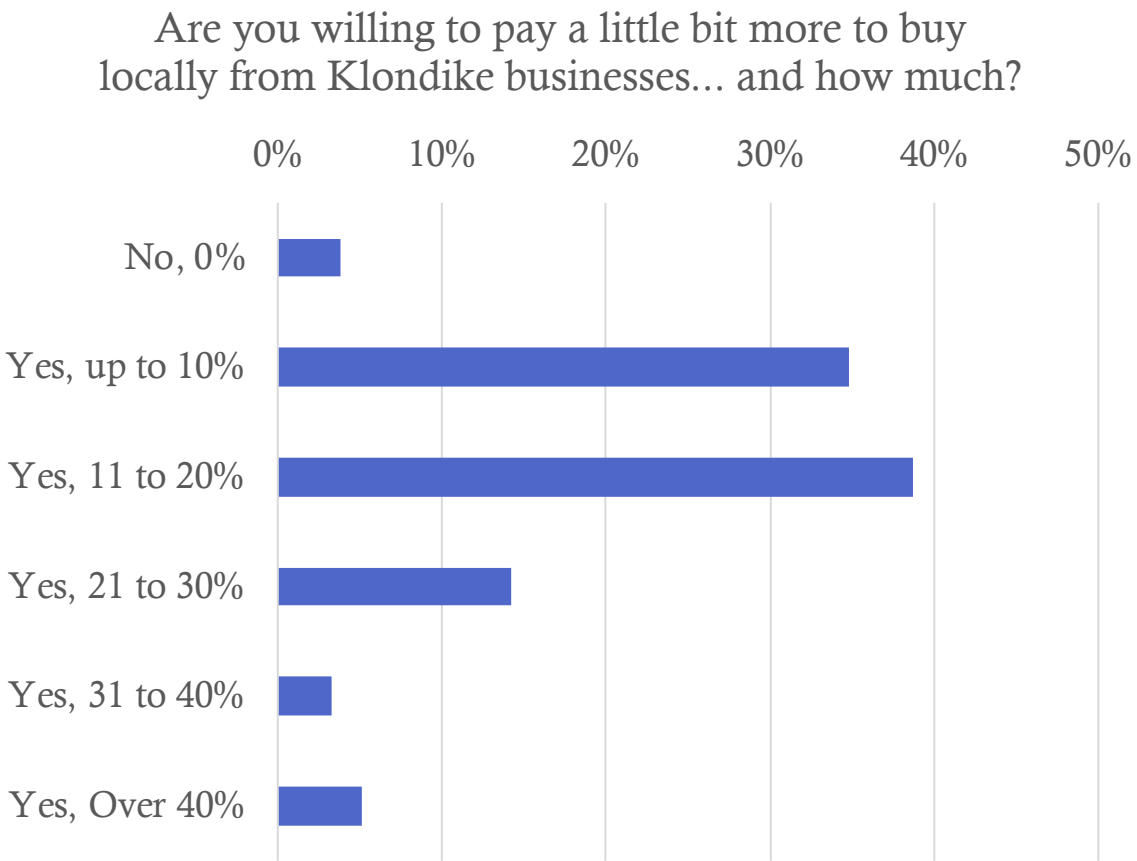
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# BUYING LOCAL

Local shopping preference appears to be increasing over time

Do you deliberately seek out Klondike businesses to buy locally first?

	2025	2017	2011
Yes, as much as possible	63%	54%	81%
Sometimes	33%	35%	
No	4%	11%	19%



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# OPPORTUNITIES?

The top products or services that you would like to purchase in Dawson that you currently can't or don't?



Over 200 different products or services are on Dawsonites' wish list.

Although most product categories can be purchased locally, survey responses reflect individualized needs and values. Within key spending categories like groceries, clothing, toiletries/personal care and household items, demand is spread across a wide spectrum of specific products.

Some households are looking for improved quality, whereas others seek affordability.

For services, increased availability and/or variety is desired.

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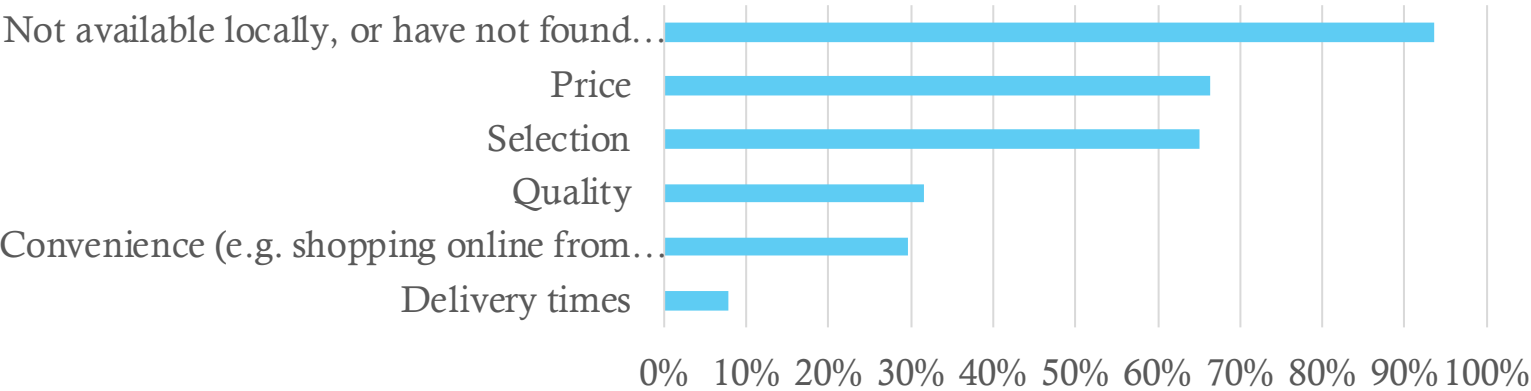
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# SPENDING LEAKAGES

What proportion of your outside Klondike expenditures were spent:

Proportion	0 to 25 %	26 to 50 %	51 to 75 %	over 75%
in Whitehorse	34% of respondents	27% of respondents	33% of respondents	7% of respondents
Outside Yukon	44% of respondents	33% of respondents	17% of respondents	6% of respondents

What are the reasons why you spend money on products/services outside of the Klondike? (Check all that apply).





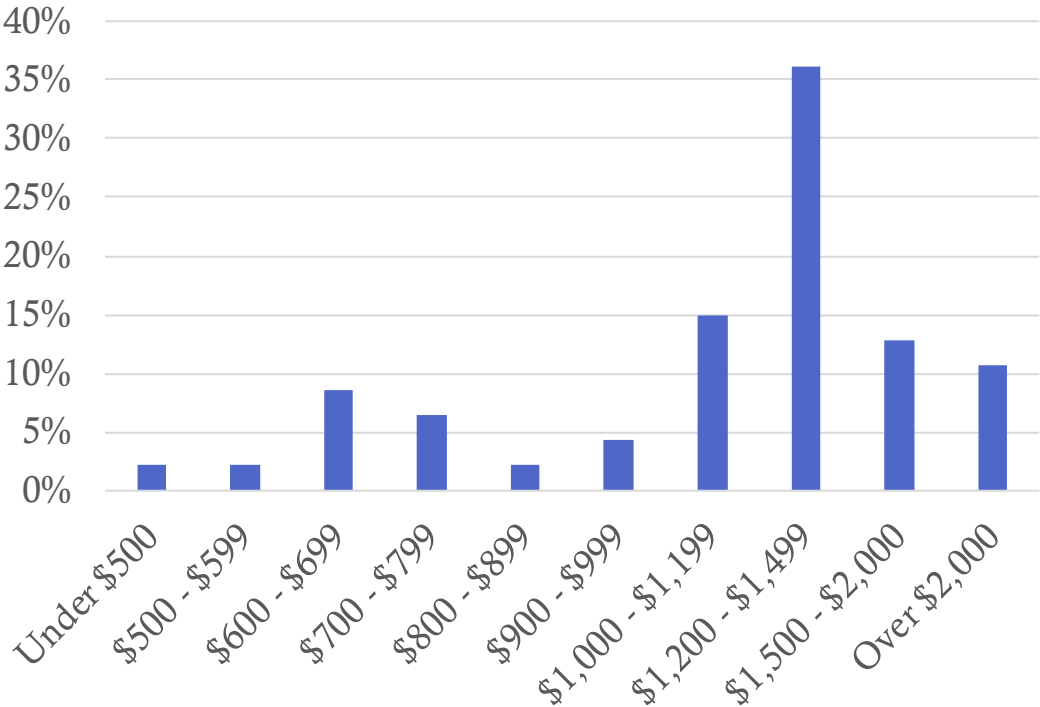
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# HOUSING CHECK-IN

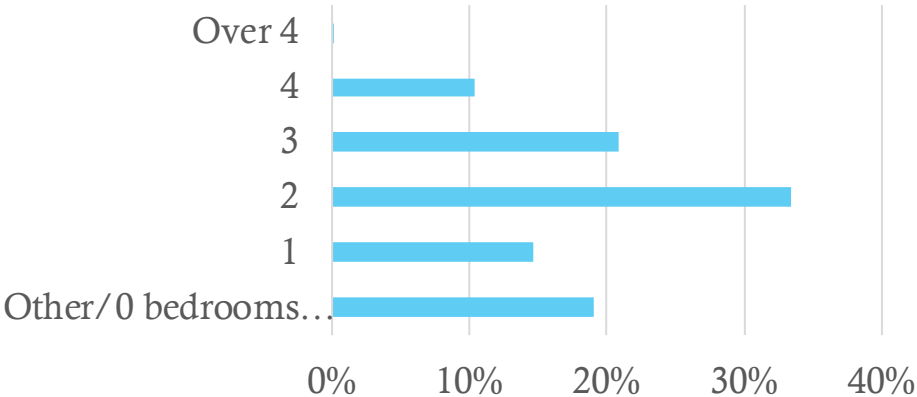
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# RENTING

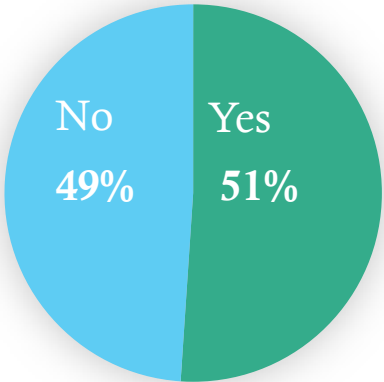
What is the total rent for the place you live?



How many bedrooms are there?



Does the rent include heating, electricity or other utilities?

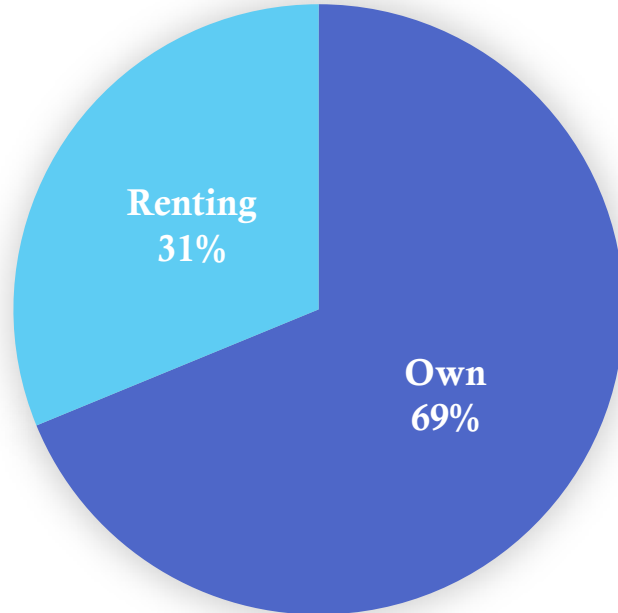




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# TOWARDS HOME OWNERSHIP

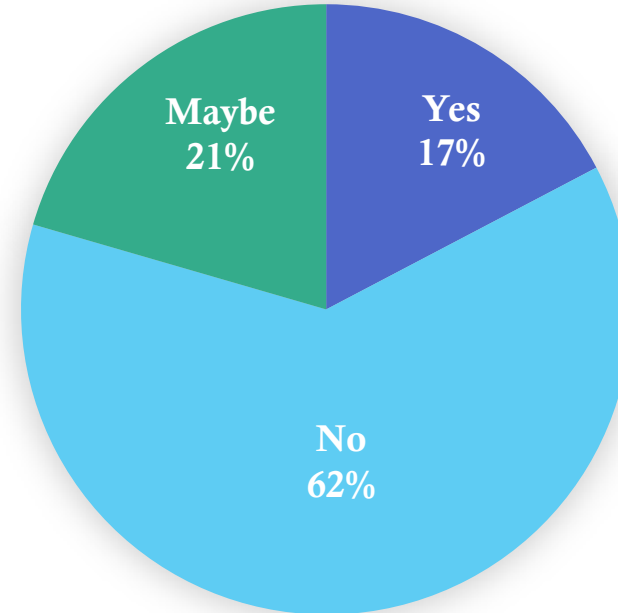
Do you own or rent the home you live in?



31% of survey respondents were renters.

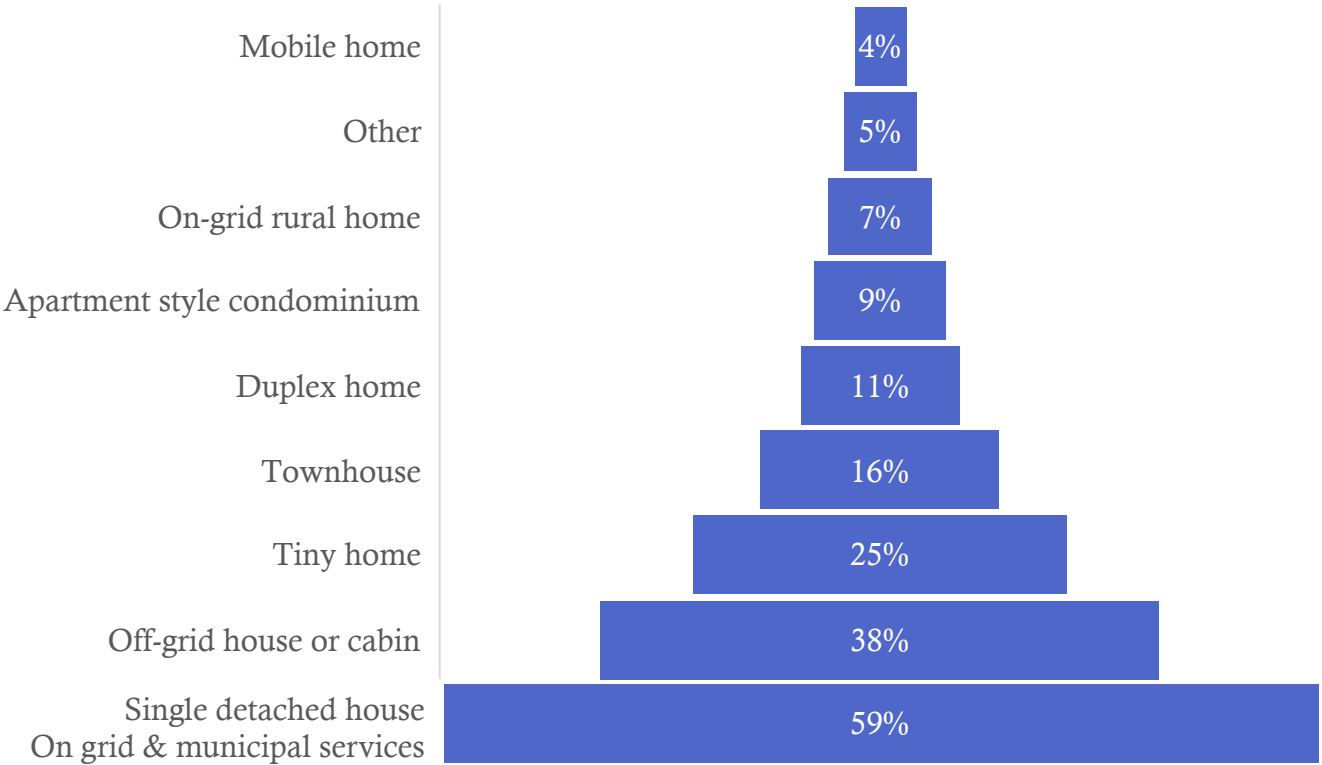
Of these folks we asked:

Are you currently looking to buy or build a home?

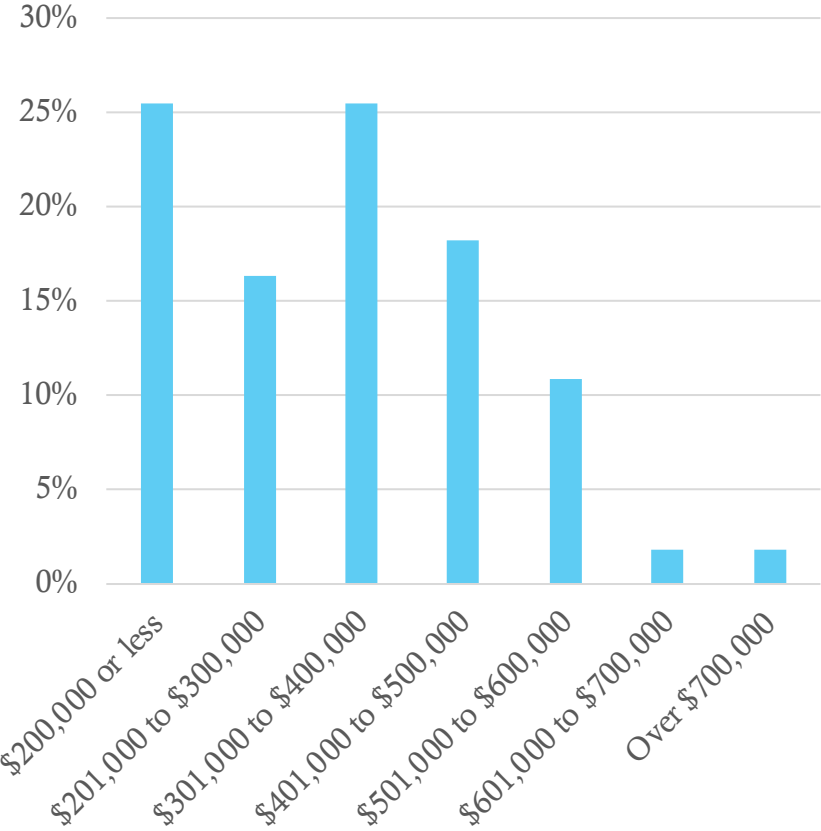


# TOWARDS HOME OWNERSHIP

What type of home would you be looking to buy or build based on your budget and lifestyle?



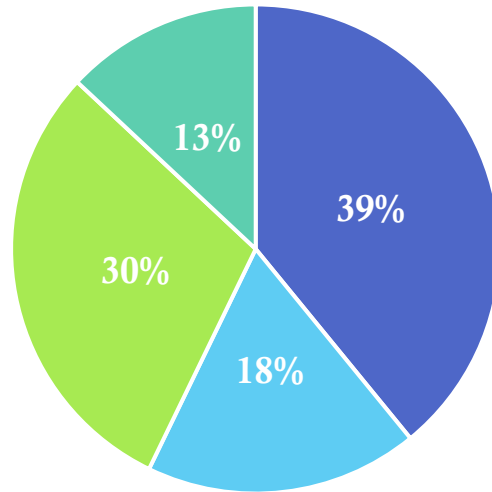
What is your budget to buy or build a home (if building, include land cost)?



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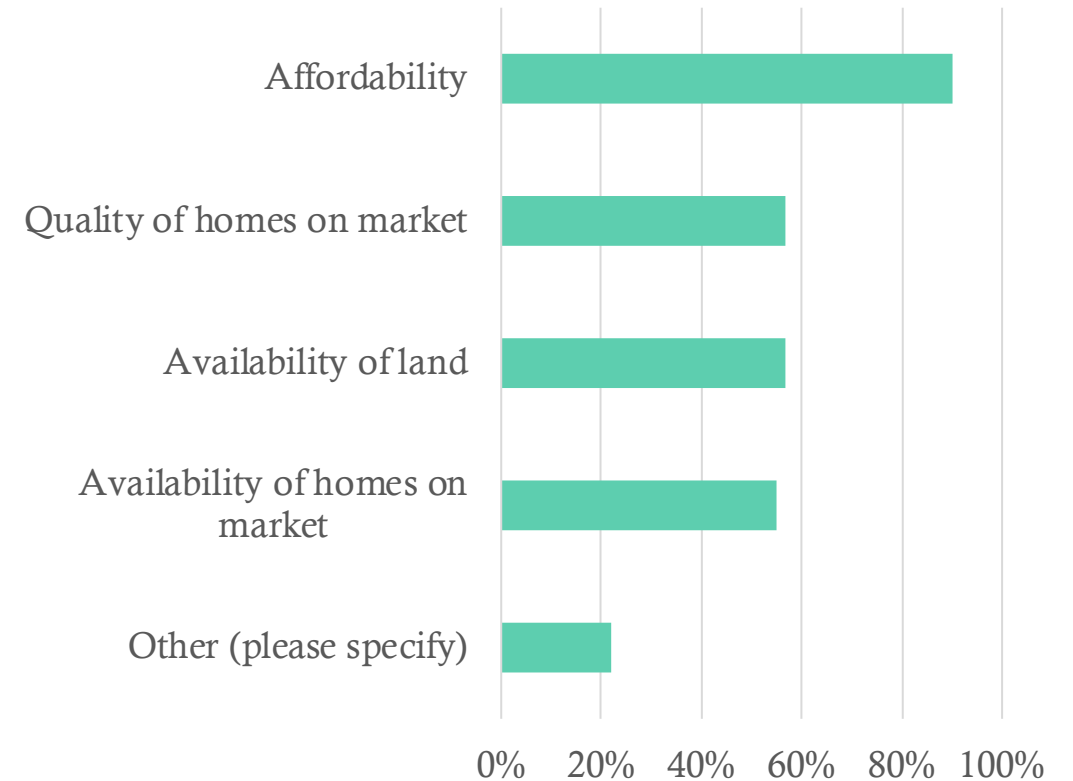
# TOWARDS HOME OWNERSHIP

Would you prefer to...



- Buy an existing home
- Buy land and have a contractor build your new home
- Buy land and build the home yourself
- Purchase a pre-fabricated house, cabin or tiny home and ship it to my property

Are you experiencing barriers to home ownership? (check all that apply)





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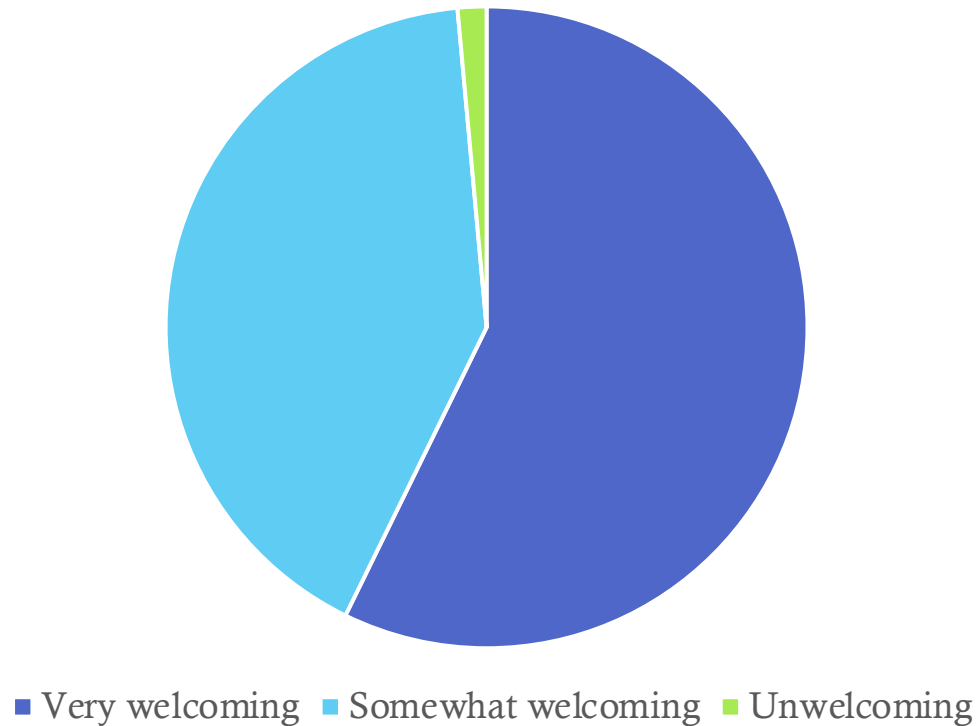
# COMMUNITY CHECK-IN

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# WELCOME TO DAWSON CITY

In your view, how welcoming is the community of Dawson to newcomers?



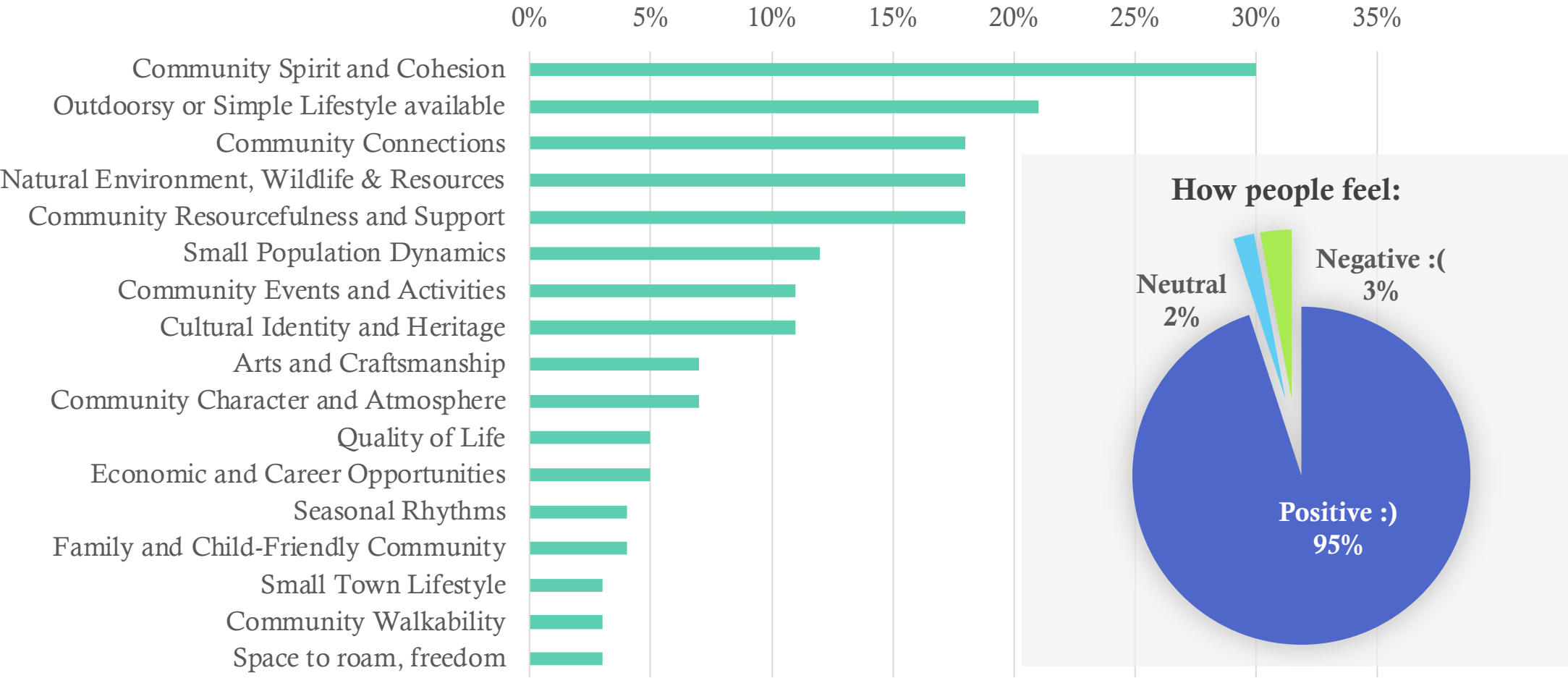
Top ideas for how our community could better welcome new people or help them settle in:

- 1- Build more housing/increase availability of rentals
  - 2- Offer events/opportunities that foster cross-cultural exchange
  - 3- Create welcome packages and guides for how to survive a Dawson winter, dressing for the cold, where to find social activities, etc.
  - 4- Promote volunteering opportunities widely and collectively to invite folks to get involved in community groups and activities
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# VALUES

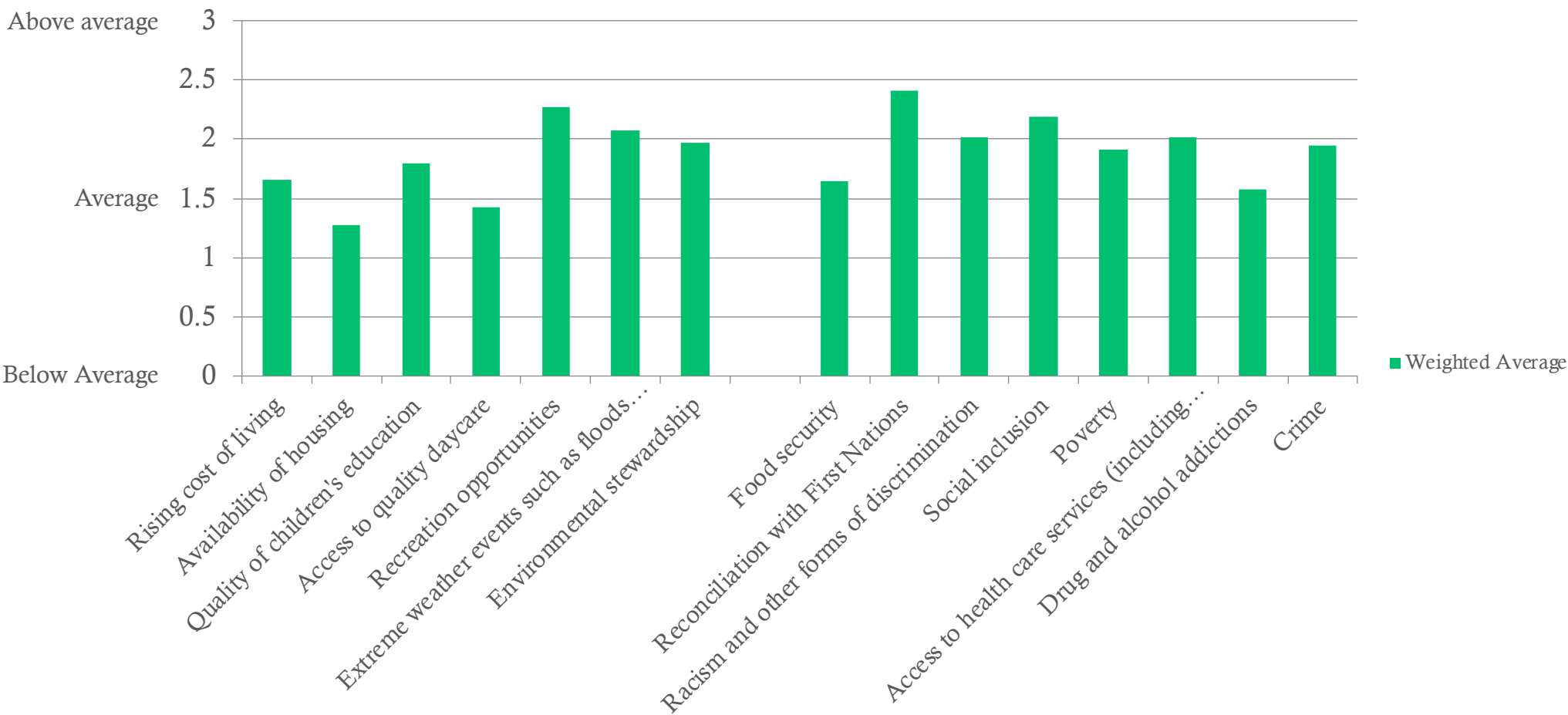
What characteristics do you value most about the Klondike area and/or the community in Dawson?



The above is a thematic representation of responses. For full written responses see Appendix 2 towards end of document.

# EVALUATE

How do you think Dawson is doing in terms of addressing broad societal needs or issues that affect our community's well-being?



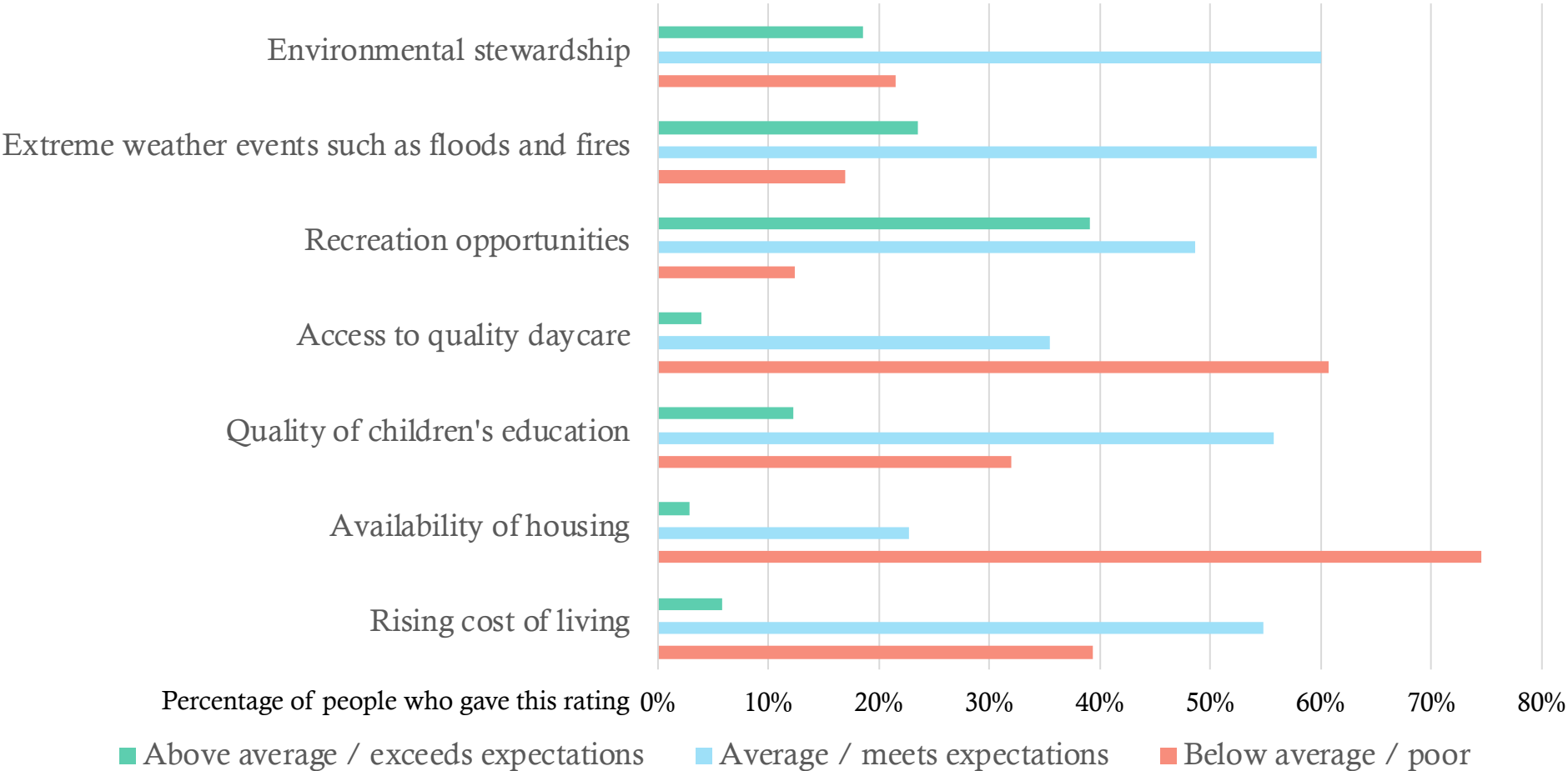
# EVALUATION DETAILS p1

In many areas,  
folks view  
Dawson as doing  
average or better,  
but...

74% of  
respondents rated  
Dawson as  
“poor” on  
housing  
availability

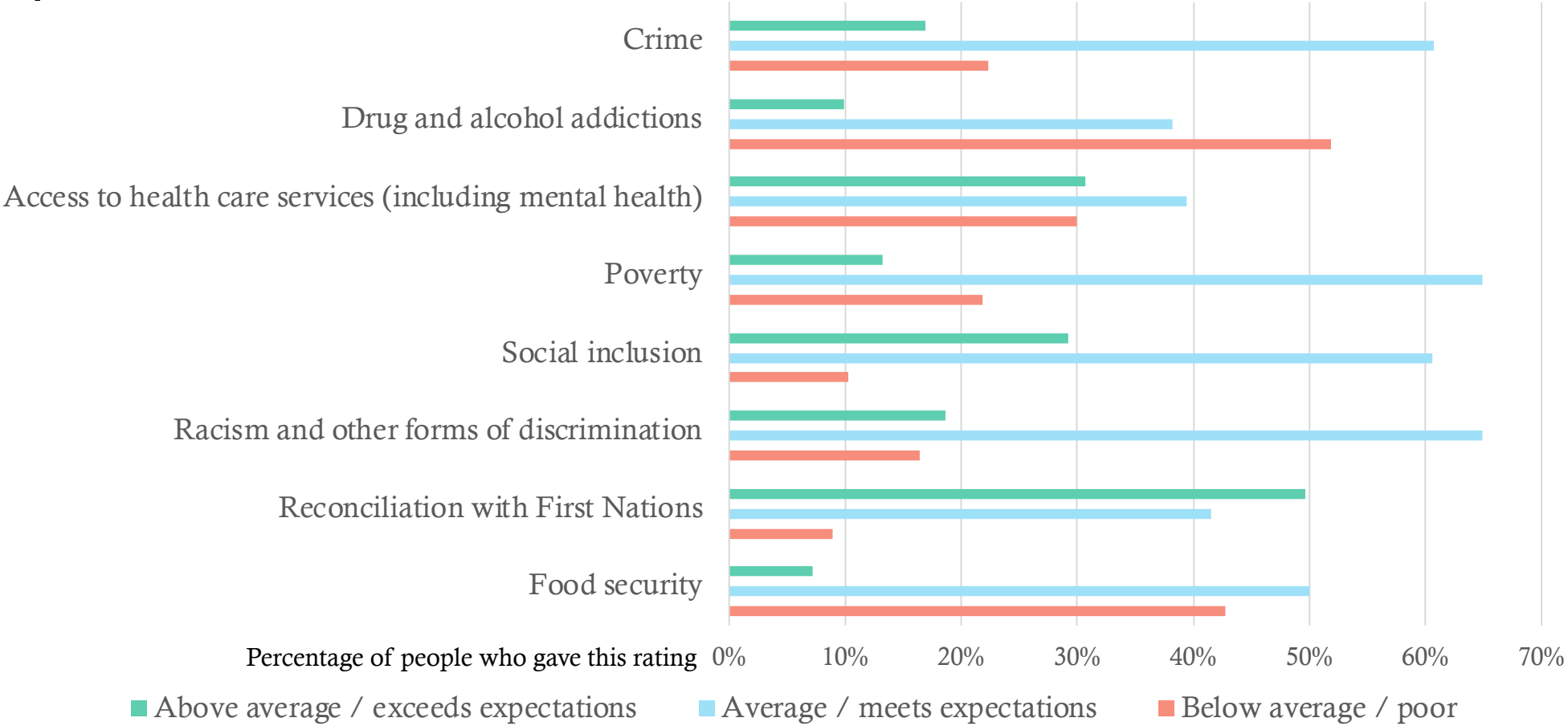
61% rated  
Dawson as  
“poor” on access  
to daycare

How do you think Dawson is doing in terms of addressing broad societal  
needs or issues that affect our community's well-being?



# EVALUATION DETAILS p2

How do you think Dawson is doing in terms of addressing broad societal needs or issues that affect our community's well-being?



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# WAYS TO IMPROVE

## Top Suggestions

	# times suggested
More housing	22
Make residential land available	8
More <u>affordable</u> housing	6
Improve town's accessibility for ppl. w/disabilities	6
Address the high/rising cost of living	5
River crossing solution (a bridge or other)	4
More childcare	4
Encourage business development	4
Fix empty and/or derelict properties	4
More mental health, addictions support	4
More recreation for kids	3

## Other Suggestions

More trails in winter	Reduce number of tourists
Road maintenance	Improved recycling waste mgt
Year round pool	Business succession plans/coordination
A regular dentist	Less loose dogs
Bring people together	A French school
Stop trying to change Yukon to be more modern or like other provinces	Improve school education, more EAs & Tutors
Reduce government bureaucracy	More skilled tradespeople
Mining legislation change	Better emergency preparedness
Improve quality of housing and builds	Sober places and events
Drug & other crime reduction/enforcement	Maintain heritage vibe
Taxi	Limit air bnbs
Town cleanup	health care consolidation
Labour recruitment	Make services information available
No more welfare housing	A co-working space
Develop natural resources	More employment opportunities
Stop cutting trees in town	Use empty Parks Canada buildings
Cut trees on dike	
An abattoir available to local meat farmers	



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# CHANGES & TENSIONS

Are you seeing any changes that make you worry about Dawson's future?

Asking about changes highlighted several tensions within the community.  
Here are the top changes of concern:

- Population increases not matched by housing or land development
  - Differing/changing expectations for what should be available in a small town
  - Possible erosion of the smalltown character and values that make Dawson City special
  - The historic character of the town versus developing to modern building codes and current needs
  - Businesses closing
  - Rising drug and alcohol addictions/safety of drug supply concerns versus the level of supports & resources
  - Increasing cost of living
  - Younger generations struggle to afford to buy the homes and businesses that enter the market
  - Families moving to Whitehorse
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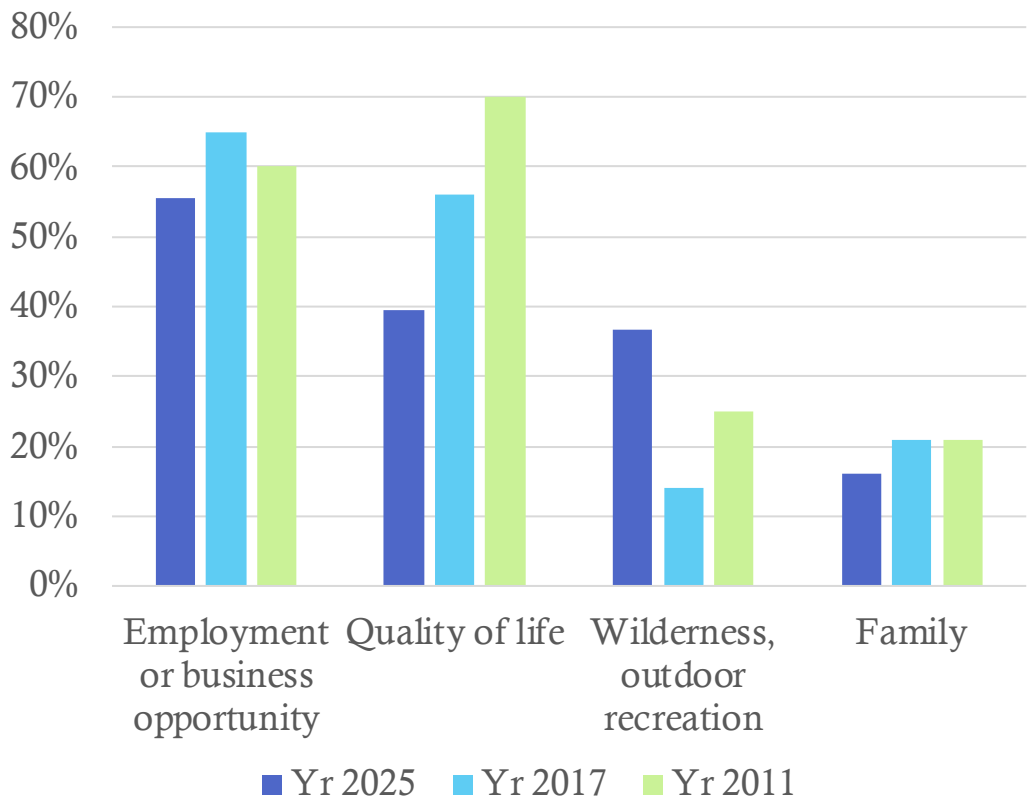
# DAWSON CITY HOUSEHOLD SURVEY

## APPENDIX 1: COMPARING 2025 RESPONSES TO PREVIOUS SURVEYS (2017 AND 2011)

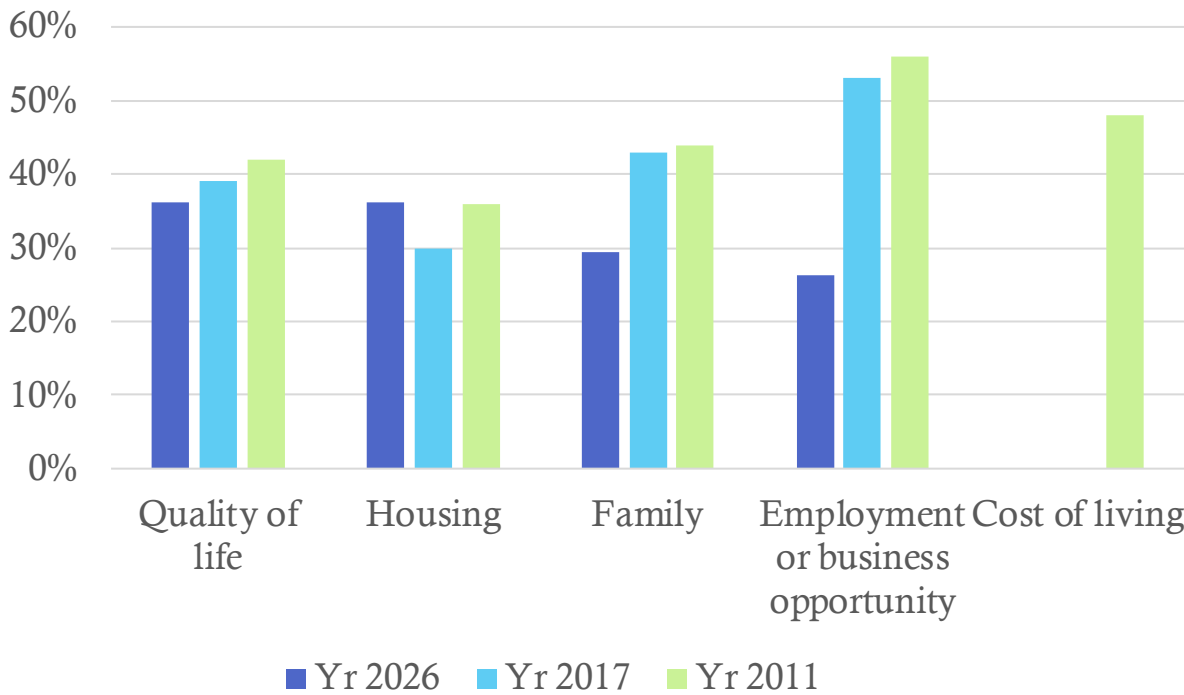
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# IN/OUT MIGRATION

Top 4 reasons current residents relocated to Dawson (where applicable)



Top 4/5 reasons current residents would consider moving away from the Klondike.

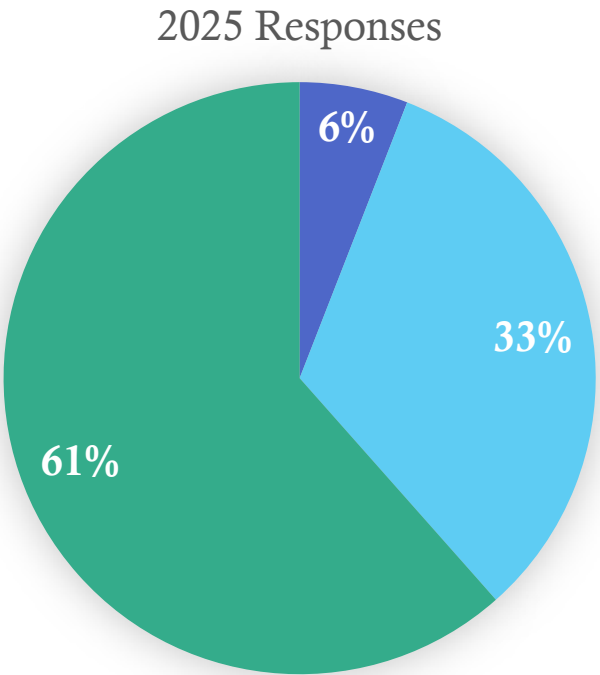
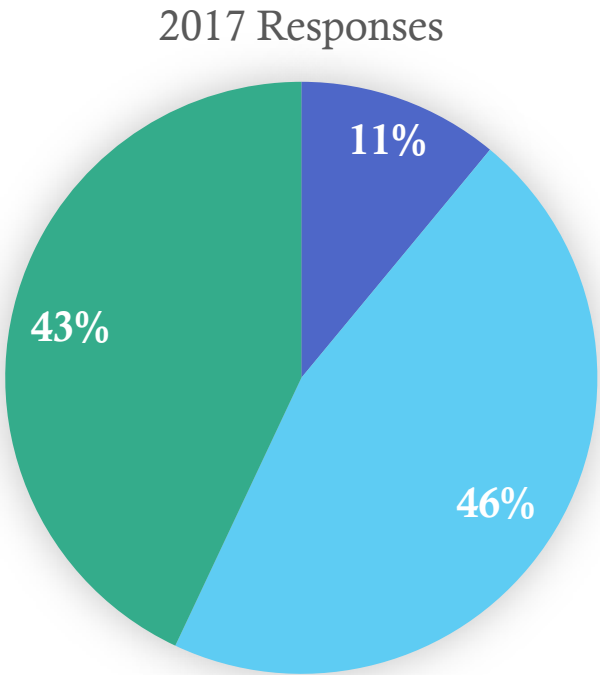


Cost of living was not offered as an option after 2011, but cost of living appears in comment responses to several questions so it's likely it would have ranked highly in 2025 also, had it been an option.

# EMPLOYMENT PROSPECTS

How would you describe your employment opportunities in Dawson?

Dawson’s job opportunities seem to be improving:  
18% more people described their job prospects as “good” in 2025.



- Poor- I have had difficulty finding regular suitable employment
- Average- Employment opportunities for me here are as good as I expect anywhere
- Good- There are better opportunities for me here than anywhere else

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# NEW BUSINESS PROSPECTS

## Reduced interest in starting a business since 2017 survey:

Are you considering starting a business in Dawson?

	Yr 2026	Yr 2017
Yes	13%	25%
Maybe	20%	19%
No	67%	56%

## Changes in Barriers to Business cited:

In 2025:

- 1- Unreasonable/cumbersome regulations
- 2- Unavailability or high cost of land, building or rental spaces
- 3- Difficulty finding staff housing
- 4- Lack of available skilled labour

In 2017:

- 1- Access to finance
  - 2- Low availability of land, building or rental spaces
  - 3- Market and demand research for planning
  - 4- Technical advice and business training
  - 5- Internet service capacity
  - 6- Regulations
-

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# SPENDING LEAKAGE

Spending outside the Klondike has held steady since 2017

Average % Dawson households report they spend outside of Dawson on regular goods		
Year 2026	Year 2017	Year 2011
20%	20%	14%

Top spending leaks (other than travel) remain broadly the same from 2011 to 2025:

- Food
- Clothing
- Automotive
- Furniture
- Household wares/supplies

Local spending wish lists over time:

New and existing businesses seem to have for the most part satisfied demand seen in 2011 & 2017 for:

- Dog food & pet supplies

But variety and individualized preferences within the following categories remain in similar demand 2011-2025:

- Grocery items
- Clothing
- Various professional services
- Household wares and furniture

2025 saw more mentions than previously of some items, possibly due to the closure of one mechanic shop, one industrial supply store and a pharmacy/variety store:

- Mechanical services and auto parts
  - Toiletries/personal care items/non-drug pharmacy goods
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# RENT VS OWN & AFFORDABILITY

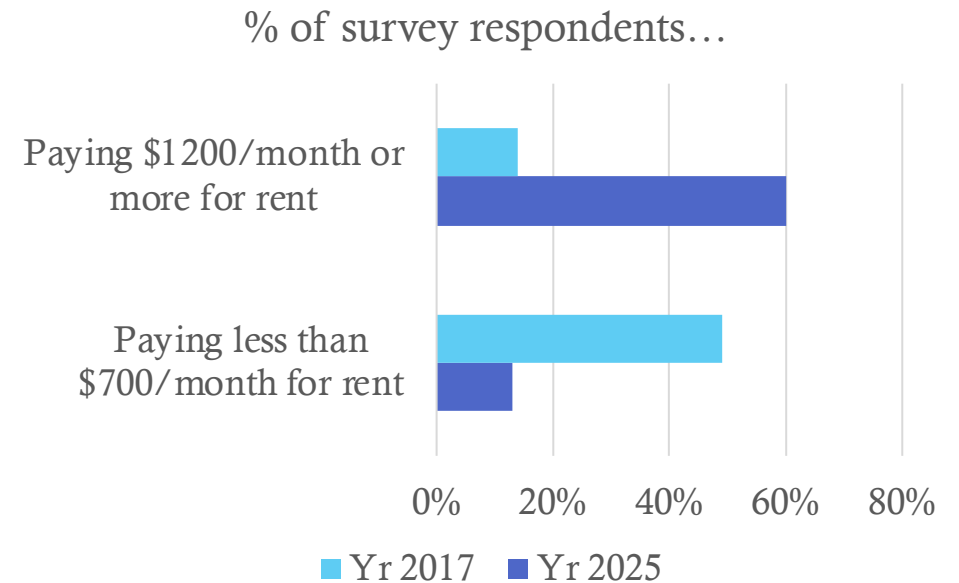
## More renters are planning to remain renters:

The percentage of renters looking to buy or build a home are similar (17% in 2025 vs. 21% in 2017, but more of the ‘maybes’ have decamped to “no”).

In 2025 62% of renters said they are NOT planning to buy or build a home, versus only 47% in 2017.

Affordability remains the top barrier to home ownership as cited by 90% of 2025 survey respondents and 79% of 2017 respondents.

In 2017 KDO conducted a housing rental and ownership demand survey. Comparing rent rates reported then against our 2025 household survey we find that the reported average rent in 2017 for all unit sizes was \$975 whereas the average reported in 2025 was \$1255/month (before utilities- included in about half the rents).



# 10 YEAR RENT RATES

In April 2025, Yukon Bureau of  
Statistics published:  
[Yukon Rent Survey Comparison  
of Average and Median Rent  
April 2015 to April 2025](#)

This screenshot of Yukon's data for  
Dawson illustrates the changing  
rent rates in our community  
over 10 years.

	All sizes		Bachelor suites		1-Bedroom		2-Bedroom	
	Average	Median	Average	Median	Average	Median	Average	Median
Apr-25	1,431	1,385	1,224 †	1,224 †	1,377	1,340	1,570	1,570
Oct-24 r	1,411	1,342	1,194 †	1,194 †	1,348	1,307	1,568	1,568
Apr-24 r	1,385	1,300	x	x	1,305	1,300	1,565	1,565
Oct-23 r	1,359	1,320	1,129 †	1,129 †	1,302	1,266	1,507	1,507
Apr-23 r	1,324	1,260	1,123 †	1,123 †	1,277	1,260	1,450	1,450
Oct-22	1,267	1,200	1,084	1,120	1,227	1,200	1,450	1,450
Apr-22	1,229	1,200	973	1,000	1,203	1,200	1,450	1,450
Oct-21	1,206	1,200	973	1,000	1,145	1,200	1,450	1,450
Apr-21	1,121	1,000	860	850	1,048	1,000	1,400	1,400
Oct-20	990	1,000	933	1,000	1,028	1,000	...	...
Apr-20	987	1,000	x	x	1,015	1,000	...	...
Oct-19	930	900	833	850	994	1,000	...	...
Apr-19	930	900	833	850	994	1,000	...	...
Oct-18	930	900	833	850	994	1,000	...	...
Apr-18	863	850	767	750	928	900	...	...
Oct-17	808	825	758	750	858	850	...	...
Apr-17	1,033	850	1,143	750	857	850	...	...
Oct-16	767	775	717	700	817	800	...	...
Apr-16	767	800	733	700	817	800	...	...
Oct-15	700	700	650	600	750	700	...	...
Apr-15	707	700	678	600	750	700	...	...

x = Suppressed.

... = Not applicable.

r = Revised.

† = Use caution when analysing data due to high variance or a small number of responding units within the category.

<sup>1</sup> Data is not available for Dawson 3-bedroom units due to small numbers in survey.



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# DAWSON CITY HOUSEHOLD SURVEY

## APPENDIX 2: WRITTEN RESPONSES ABOUT VALUES

Dawson's community spirit, connections and supportiveness are consistently highly valued (from 2011 - 2025)

We have a lot to be thankful for here in Tr'ondëk Hwëch'in Territory, Dawson City, Yukon.

[Mähsj cho, thank you, merci!](#)

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# WHAT RESIDENTS VALUE ABOUT DAWSON p1

Access to nature. Nature, community, location, activities, arts/entertainment. Sense of community. Familiarity. Lots to do. Supportive, broad-minded community, social events, cultural interest. The colorful people, social opportunities. Small Town living and knowing your fellow residence. Atmosphere for raising children and the availability of programs for them Community and adventures Friendliness Family and friends, work-life balance, access to outdoors. Small town, outdoor space, people. The community, maintaining the culture, accessibility to the outdoors, and programs that are offered. Forests. Culture. Close community connections The community!! Friendly and caring people. The sense of community. Land of opportunity Community. Friendly, inclusive, safe Quality music, and art shows. Supportive community. Community itself the nature, and the care and compassion. Love how everyone is so connected and supporting of each other. Fairly tight knit community that gets along with each other. Friendly community Used to love the feeling of being safe. Community, less people, safety Community, access to wilderness Small town and quiet when the tourists leave Community. Accessibility to nature/outdoors, arts community, resourcefulness of people, community spirit. My children's First Nation Heritage, the low population, the access to nature and subsistence hunting. Walkable, friendly. Space and community environment The land and the community spirit. Used to be trees in town but everyone keeps cutting them all down! Supportive community, vibrant and fun, respect for land & environment, small/quiet during winter. Access to the land, small population, opportunities to connect with community. I grew up here. It is my home. My family is here Nature Quiet, acceptance, nature, family. Safety. Friendliness, closeness to wilderness, remoteness Sense of community found no where else. Community of west Dawson. Lifestyle. The way that the THFA has transformed and enriched and empowered the community. How it still slows down (somewhat) in winter. The natural environment and the climate.

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# WHAT RESIDENTS VALUE ABOUT DAWSON p2

Community feel, great for raising young children. Peace. A strong community. Dawson is a broad collection of people that are delighted to be here. The way it used to be. Small. Communal activities and dinners, handmade natural products, Indigenous teachings are publicly available and encouraged. Landscape, environment, isolation, weather, solar and lunar patterns, lifestyle, access to outdoor activities, creativity and inclusiveness. Genuine people, Wilderness. Community spirit, remoteness, accessibility to outdoor recreation. Architecture, close knit, site-specific solutions and know-how. Community values and tight-knit community. Community, work-life balance. How we take care of each other.. Small community, some diversity, opportunities to be involved in community events and organizations, access to healthcare and outdoors. The people. The nature. The kindness. The sense of community. Friends, family. Quality of life. Safety. The sense of belonging, the beautiful surroundings and access to the outdoors, creative and professional opportunities. Safety, proximity. Community spirit. Vibrant young population of "doers" - there are opportunities for those who want to advance their careers or open businesses. Its a very cross-cultural community. Outdoors, you can be who you are. Sense of community, has everything you need- arts, restaurants, activities, shops, the anomaly of it. Close-knit supportive community, High interest/support of arts, Mostly local businesses, Everything's a bit smaller so less overwhelming than cities. Size, people. Sense of community, connection to land and rhythms of nature, the diversity of amenities and social options for a town of this size and remoteness. The small-town feeling. Small town feel with arts and culture at the ready. I like that our buildings are limited in height. I value living in a First Nations community that is generous with non-FN people and shares knowledge and. I value the festivals and big events. resources (school). Quality of life, friendly neighbours, natural beauty. Space (not too crowded with neighbours), kindness, considerate. Quiet, nature. Life is too fast down south. The sense of community. The culture of volunteering.

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# WHAT RESIDENTS VALUE ABOUT DAWSON p3

[The tight knit community](#). Peacefulness, Outdoors. Quiet. The space. The core people/access to [wilderness](#) and small population Friendly / helpful neighbours, tolerance of people from lots of different backgrounds, mix of Indigenous / non-Indigenous people

[Diverse and accepting community](#), [TH values](#), opportunities for child to learn [TH values and culture](#). Ties to my partners [heritage](#) (they are TH). Dawson is such a safe welcoming community, I feel good about raising my kids here. Slowness Community The surrounding area / nature Community is great for young kids. The mix of [wilderness and culture](#). welcoming sometimes to much. Freedom/Lack or oversight/rules. [Sense of community](#), safety, walkable city, opportunities for involvement in volunteering. [Community vibe](#) and small town living with various [things going on](#) depending on what people want to offer.

That the high paying wages and the low cost of my home, I can enjoy the summers and shoulder seasons and afford to leave during the winter. [Access to the outdoors](#). Community. I value space and for me being able to have access to wild meat and berries. The slower relaxed pace. [Vibrant arts community mixed in with mining and TH](#). Nice [mix of cultures](#). I also value how [helpful/kind folks](#) can be in times of distress (gofundme for fires etc.). Lots of events and things to do Strong sense of community [The land](#). [The river](#). Friendly unique and inclusive. It's small. [Small friendly community](#) The people who are from Dawson. People are nice. You have mostly everything. It feels like a community, ya know? Not a stale, every man for themselves place. Not crowded. Resiliency Isolation from the chaos of the outside world, small town feel, close-knit [community connections](#), [access to nature](#) that is relatively unspoiled by humans. [The community](#) Unique, cozy, artistic, old world Sense of community, the constant activity, events and fun. Opportunities to start a business. [Outdoors](#). Quality of life. peace and quiet Safety. The vibrance of the art and music scene. [Wilderness](#)

[Surprisingly vibrant](#), with lots to offer for a small town, lots of [wilderness](#), [quiet nature](#), good neighbours, people mix in a way they wouldn't in a city

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