A background image showing a blurred field of tall grass with a yellow sun in the upper right corner. Overlaid on this is a semi-transparent purple silhouette of a family consisting of two adults and two children, all holding hands.

Investing in a home seen as being more positive than negative – residents believe region is a good place to raise a family with an overall good quality of life.

The Brantford Regional Real Estate Association (BRREA) retained Nanos Research to conduct a survey among residents of the City of Brantford and the County of Brant, 18 years of age and older.

The objectives of the research were as follows:

- Understand what people think of the City of Brantford and the County of Brant, and gain advice on how to make it a better place;
- Gauge the demographics of people buying houses, and find out the factors that are most important when purchasing; and,
- Gauge what residents think of the value of real estate in their neighborhood.

The research was commissioned by Brantford Regional Real Estate Association (BRREA) and was conducted by Nanos Research.

Key Findings

1

INVESTMENT BUYING A HOME

Buying a home is more likely to be seen as a positive rather than a negative investment. One in two residents of the City of Brantford/County of Brant say buying a home today is a very good (15%) or good (35%) investment while only one in four say it is a poor (18%) , or very poor (8%) investment. Older residents (55 plus) are more likely to say it is a good (42%) or very good(18%) investment compared to younger residents (18-34)(31% good, 9% very good).

2

MOVING TO BUY A HOME

About three in four residents of the City of Brantford/County of Brant say they would consider (73%) moving out of the City of Brantford/County of Brant to a nearby community, if their preferred type of housing in the City of Brantford/County of Brant was not available for the price they could afford. Younger residents are more likely to say so (18 to 34)(74%) compared to older residents (55 plus)(59%).

3

VALUE OF REAL ESTATE

Residents of the City of Brantford/County of Brant are more likely to say the value of real estate in their neighborhood will decrease (39%) or stay the same (34%) rather than increase (22%). Those who earn over \$100,000 a year are more likely to say so (46%) compared to those that earn less than 60,000 a year (33%).

Key Findings - Continued



PREFERRED HOUSING TYPE

While the proportion of Brant residents who currently lives in Single detached family homes (77%) matches the proportion of those who would want to live in them (78%), there is a gap among Brantford residents with a higher proportion that would like to live in a single detached family home (72%) than those who currently do (63%).



BUYING A SECOND PROPERTY

Two thirds of Brantford residents who plan on purchasing a home in the next ten years show interest in buying a second property (17% interested, 15% somewhat interested) while over four in ten in Brant say the same (28% interested, 15% somewhat interested). Over one in two say they are not interested (56% for both Brantford and Brant residents).



LOCATION OF NEXT HOME

Four in ten residents of Brantford who plan on purchasing a home in the next ten years say their ideal location would either be the City of Brantford (29%) or the County of Brant (12%), while four in ten mention a location outside the region and 17 per cent are unsure. Under two in ten residents of Brant mention the region (four per cent Brantford, 14% Brant), while fifty per cent mention a location outside the region (including 18% who mention Paris). One third were unsure (33%).

Key Findings – Continued

7

Views on the City of Brantford

One in two residents of Brantford say the City is moving in the right direction (52%), while 33 per cent say it is moving in the wrong direction and 15 per cent are unsure. Overall, the city is rated highest in terms of a place to raise a family, the overall quality of life and a place where Indigenous Peoples are welcome. Housing affordability and public transit received lower ratings.

8

Views on the County of Brant

Similarly, to the City of Brantford, one in two residents of Brant say the County is moving in the right direction (51%), while 33 per cent say it is moving in the wrong direction and 16 per cent are unsure. It is rated the highest by its residents in terms of it as a place to raise a family, the overall quality of life and as a safe place to live. It scored lowest in terms of Brant being a place to take public transit

9

Advice from residents of Brantford

Asked what advice they have to make the city a better place, residents of the City of Brantford suggest most frequently that they would like to see homelessness and opioid use addressed (19%) and cleaning up the City and downtown (13%).

10

Advice from residents of Brant

Residents of the County of Brant most frequently say their advice to make the County a better place would be to stop building new homes, slow down developments and keep green spaces (21%) and build better and more infrastructure (15%).



The quality of life in Brantford/County of Brant

“

Residents of the City of Brantford and the County of Brant both rate the City/County as a place to raise a family (mean of 7.1 and 8.2, respectively) and the overall quality of life as good (mean of 6.8 and 7.8, respectively).

”

Living in the City of Brantford/County of Brant

Residents of the City of Brantford say they live there because they grew up there and it's their hometown (35%), because of job opportunities and that it is close to work or that they are a farmer (18%) and because of affordability (10%). Residents of the County of Brant also mention first that they live in the County because they grew up there and it's their hometown (26%), but they were more likely to mention they prefer the quiet/small town/country (19%) and they like the area and it's a nice place to live (13%).

Q

What is the main reason you live in the City of Brantford/County of Brant?
[OPEN]

TOP RESPONSES

	Total (n=741)	Brantford (n=496)	Brant (n=245)
I grew up here/my hometown	32.5%	35.0%	25.9%
Job opportunity/ close to work/ farmer	15.2%	17.6%	8.6%
Affordability	9.2%	10.3%	6.5%
My family/friends live here	9.2%	9.2%	9.2%
Quiet/small town/I prefer the country	6.8%	2.1%	19.3%
I like the area/nice place to live	6.7%	4.4%	13.1%
Central location/convenient	5.0%	5.4%	3.8%
Bought a house	5.0%	4.4%	6.7%

Advice to make the city a better place

Q

If you had one piece of advice to make the City of Brantford/County of Brant a better place, what would that advice be? [OPEN]

“

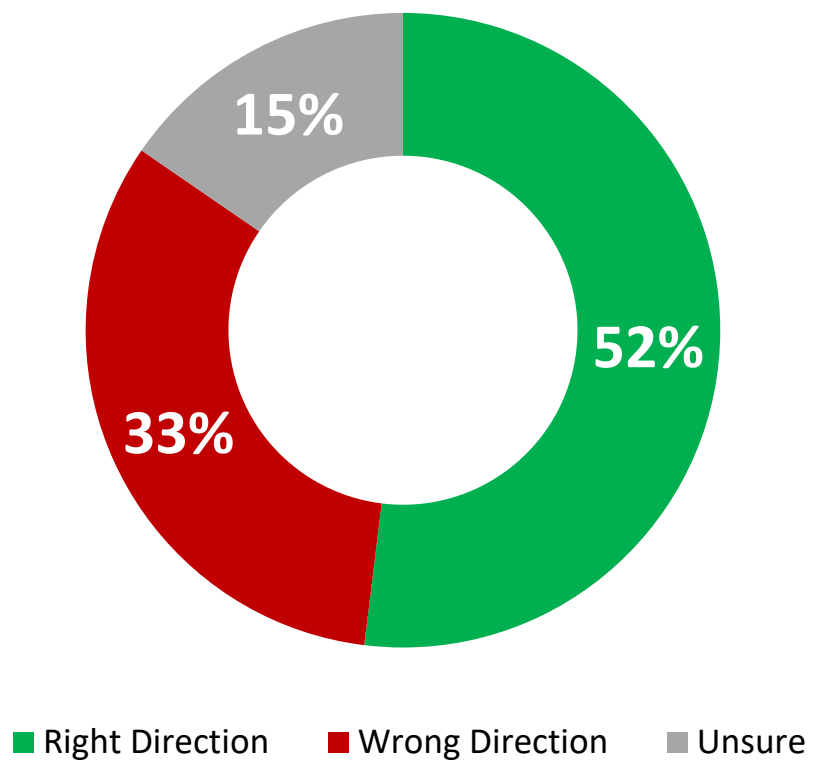
Residents of the County of Brant most frequently say their advice to make the County a better place would be to stop building new homes, slow down developments and keep green spaces (21%) and build better and more infrastructure (15%). Those living in the City of Brantford suggest more frequently that they would like to see homelessness and opioid use addressed (19%) and cleaning up the City and downtown (13%).

”

TOP RESPONSES

	Total (n=733)	Brantford (n=489)	Brant (n=244)
Address homelessness/opioid use	13.8%	18.9%	0.3%
No advice/nothing	12.2%	11.4%	14.4%
Clean up the city/downtown	10.9%	13.3%	4.6%
Stop building new homes/slow growth/keep green spaces	8.7%	4.1%	20.9%
Better/more infrastructure (roads, hospitals, bridges)	8.2%	5.8%	14.6%
Affordable housing/lower cost of living	7.4%	7.9%	6.2%
Better leadership/listen to people	6.3%	6.5%	6.0%

Right vs. Wrong direction



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q Would you say that, overall, the City of Brantford/County of Brant is moving in the right direction or the wrong direction?

Right direction	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
	52.2%	51.3%	61.0%	54.7%	47.3%
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	50.0%	53.7%	51.2%	52.1%	52.3%
	Yearly income <60k (n=220)	Yearly income 60k – 100k (n=173)	Yearly income >100k (n=170)		
	53.4%	52.3%	56.1%		

Views on Right vs. Wrong direction

Q Why do you have that opinion? [OPEN]

Residents that believe their City/County is moving in the right direction mention that it is because the City is growing and there is development (23%) and they like how it is going and it is well run (20%), while those who say it's going in the wrong direction mention it is because of homelessness, drug use and crime (27%), and because of urban sprawl and disappearing farmlands (26%)

TOP RESPONSES

	Total (n=690)	Right Direction (n=374)	Wrong Direction (n=240)	Unsure (n=76)
The city is growing/ development	13.2%	22.9%	0.6%	5.0%
Homelessness/ drug use/ crime	12.1%	3.3%	27.4%	7.8%
I like how it is going/ seen improvements/ they are trying/ well-run	11.3%	19.6%	-	6.0%
Urban sprawl/ city is growing too fast/ disappearing farmland	10.7%	1.2%	26.3%	8.7%
Not improving/ no progress/ not listening/ wrong priorities	7.5%	0.4%	14.9%	19.5%
There are more jobs/ industry/ factories	7.4%	13.0%	-	2.9%
Improvements in services/ infrastructure/ trails	7.0%	12.4%	0.4%	1.4%
The city is attractive/ a good place to live/ safe/ convenient	5.8%	10.5%	-	0.9%

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=690, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Location of workplace

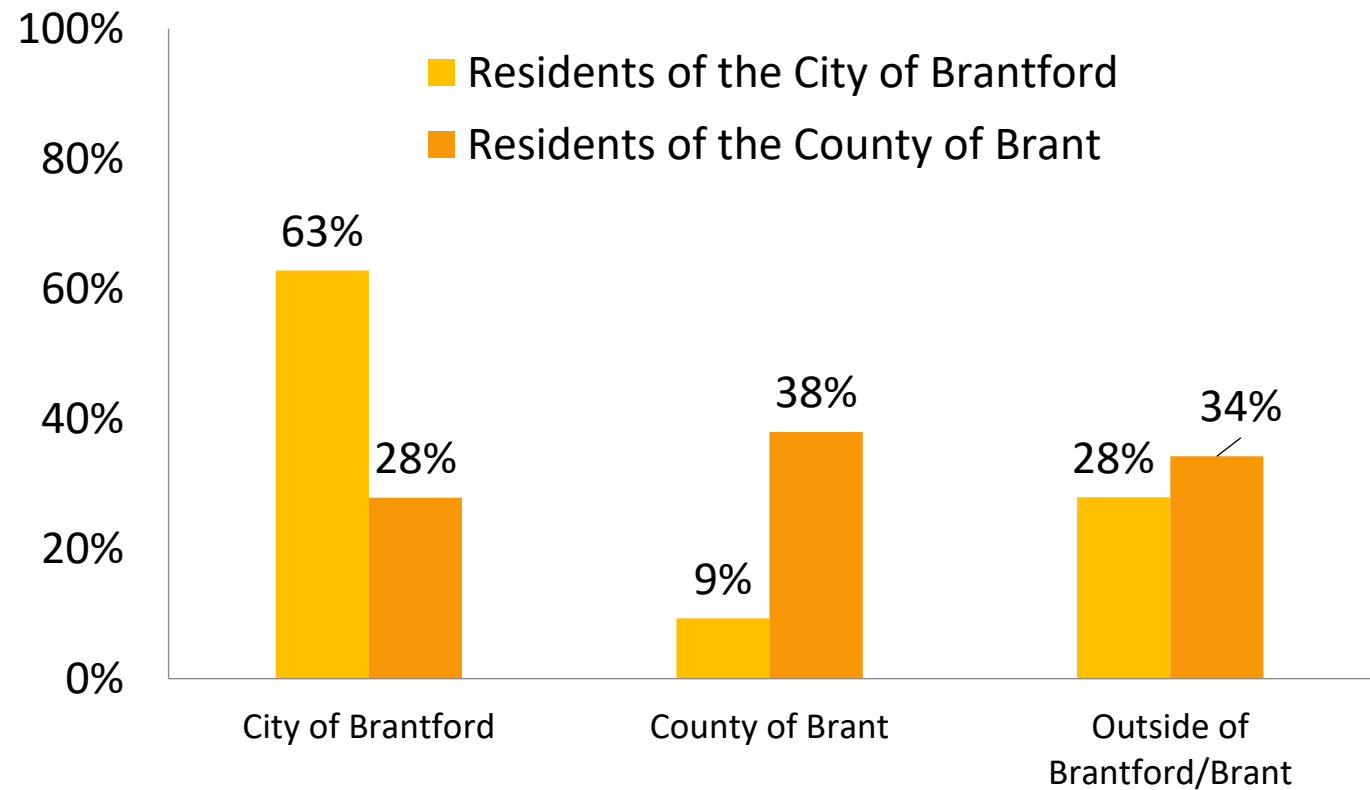
Q

In what region is your workplace located?*

“

Residents of the City of Brantford are more likely to report that their workplace is located where they live (63% report working in the City of Brantford) than residents of the County of Brant (38% report working in the County of Brant).

”



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*Data presented on this slide excludes those who are not employed

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=338 residents who report being employed, accurate 5.3 percentage points plus or minus, 19 times out of 20.

Commute to work

Q

[IF EMPLOYED] Approximately how long does it take you to commute from your home to your workplace (one-way trip), in minutes?

“

Overall, residents of the County of Brant and the City of Brantford have similar commutes with an average of a one way trip of 26 minutes and 21 minutes respectively. Over one in ten say they work from home or don't commute to work (13% and 18%, respectively).

”

TOP RESPONSES

	Total (n=362)	Brantford (n=236)	Brant (n=126)
Mean	22.4 minutes	21.2 minutes	25.6 minutes
Median	15.0 minutes	15.0 minutes	20.0 minutes
10 minutes	14.2%	17.0%	6.6%
15 minutes	12.1%	14.0%	6.9%
30 minutes	8.0%	8.3%	7.3%
20 minutes	7.6%	6.0%	11.8%
I work from home/don't commute to work	16.8%	18.2%	13.0%

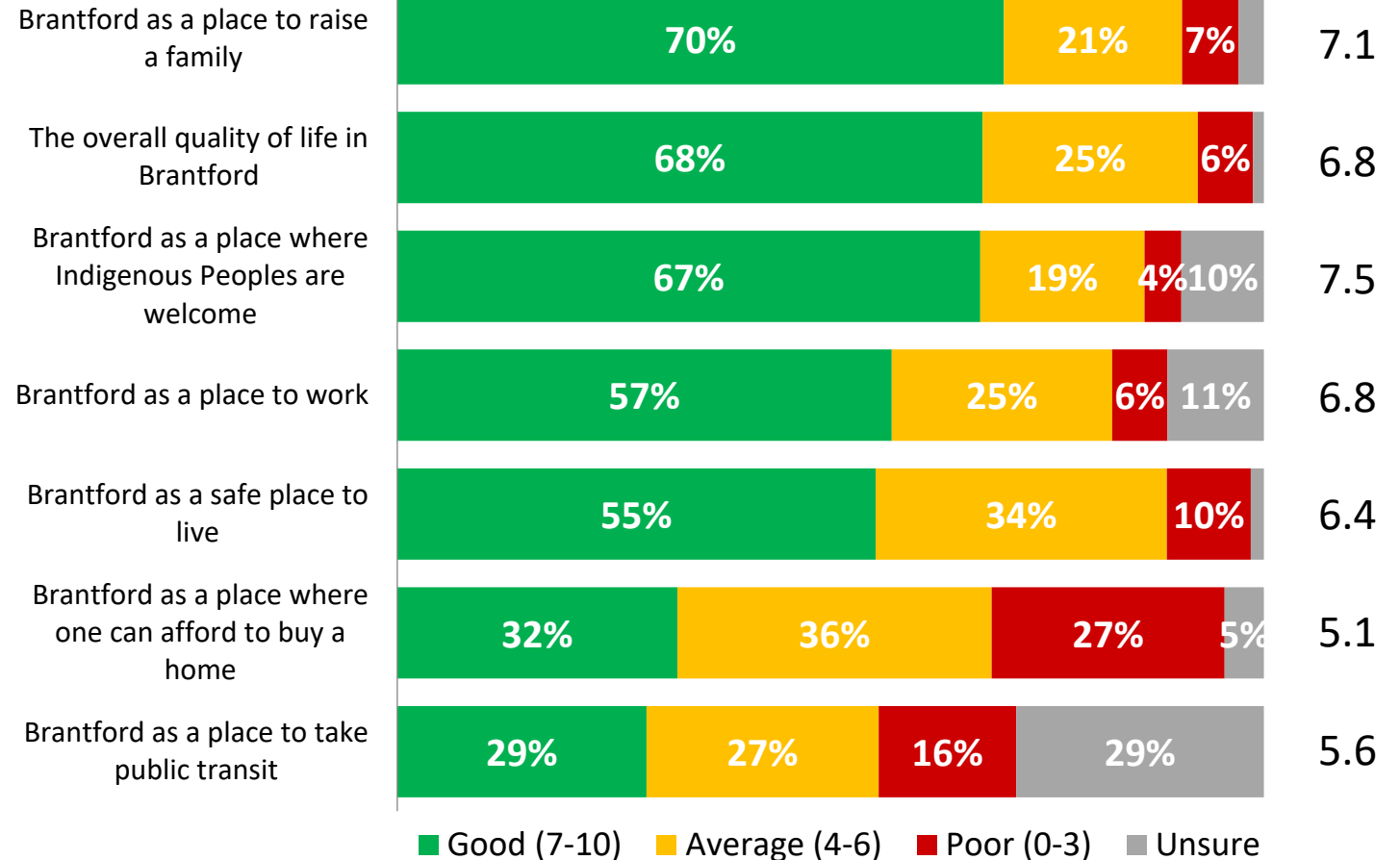
Rating the City of Brantford

Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Mean

Residents of the City of Brantford rate the city highest in terms of a place to raise a family, the overall quality of life and a place where Indigenous Peoples are welcome. Housing affordability and public transit received lower ratings.



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

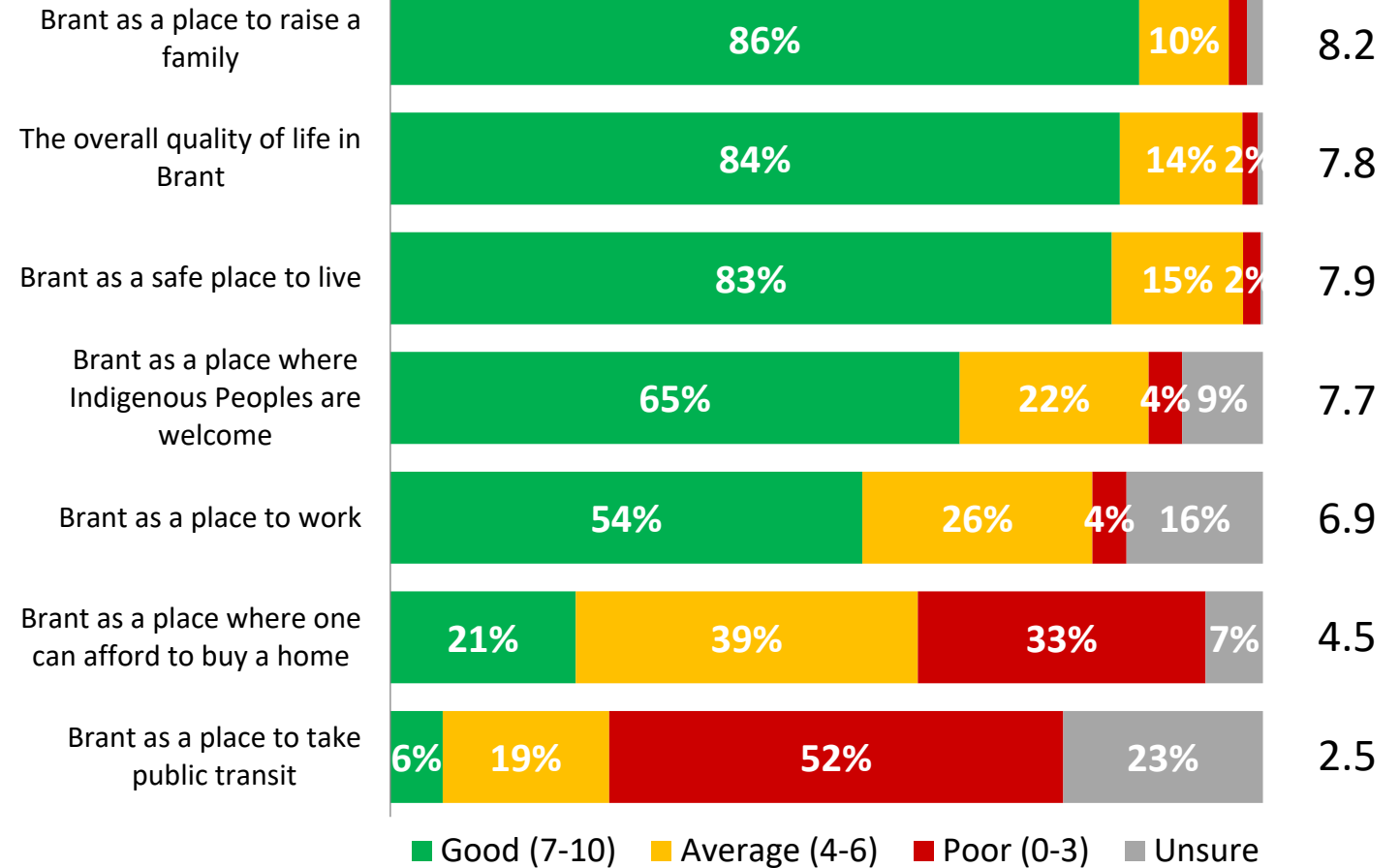
Rating the County of Brant

Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Mean

The County of Brant is rated the highest by its residents in terms of it as a place to raise a family, the overall quality of life and as a safe place to live. It scored lowest in terms of Brant being a place to take public transit.

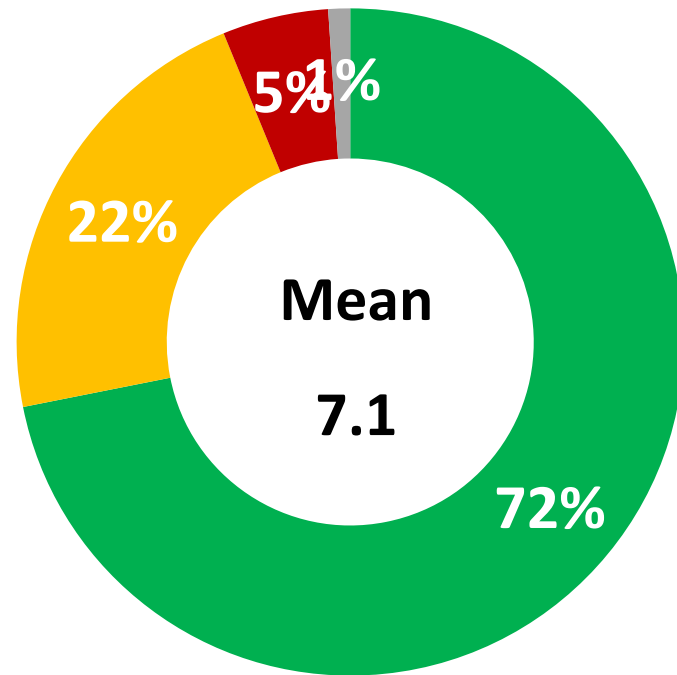


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=247, accurate 6.2 percentage points plus or minus, 19 times out of 20.

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

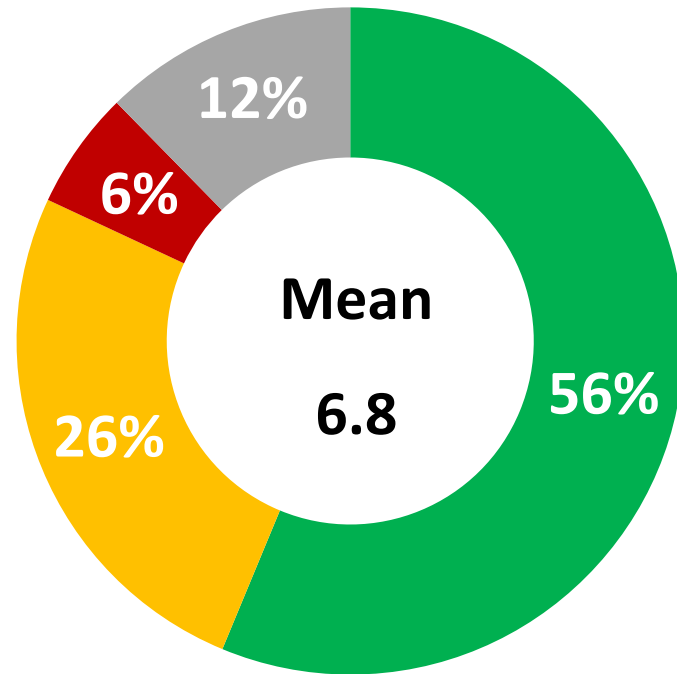
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

The overall quality of life in Brantford/County of Brant

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
Mean	6.8	7.8	7.2	7.2	7.1
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	7.1	7.1	6.8	7.0	7.4
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	7.0	7.2	7.3		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

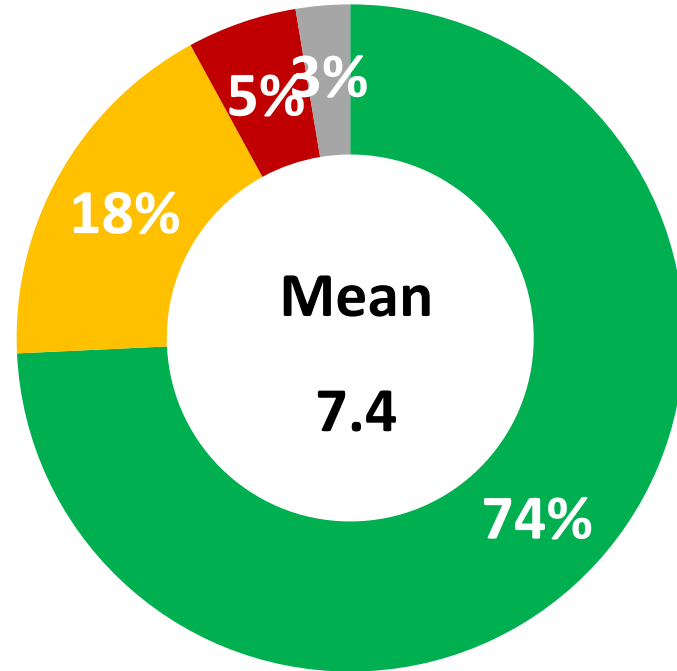
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a place to work

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
Mean	6.8	6.9	6.5	6.9	7.1
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	6.7	7.0	6.4	6.6	7.3
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	7.1	6.9	6.6		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

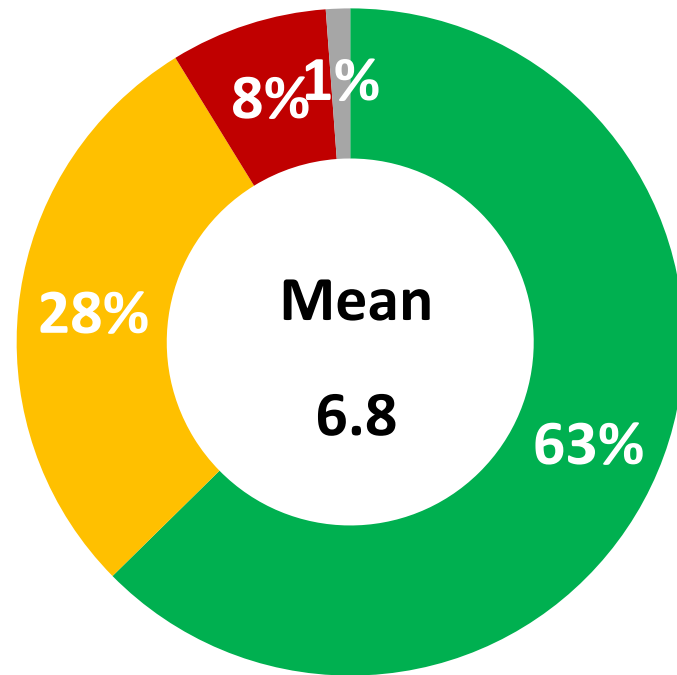
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a place to raise a family

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
	7.1	8.2	7.4	7.3	7.7
Mean	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	7.4	7.4	6.9	7.3	7.8
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	7.3	7.5	7.6		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

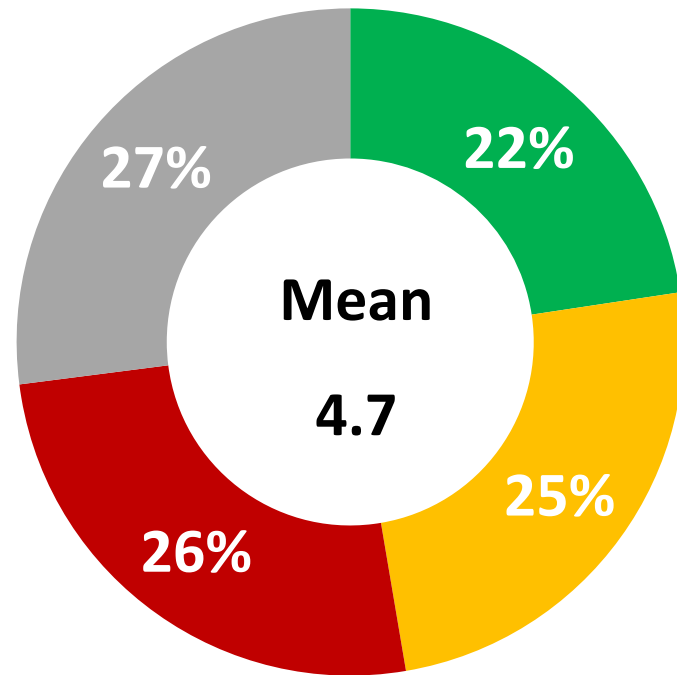
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a safe place to live

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
Mean	6.4	7.9	7.1	6.7	6.8
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	6.9	6.7	6.7	6.6	7.0
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	6.7	6.8	7.0		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

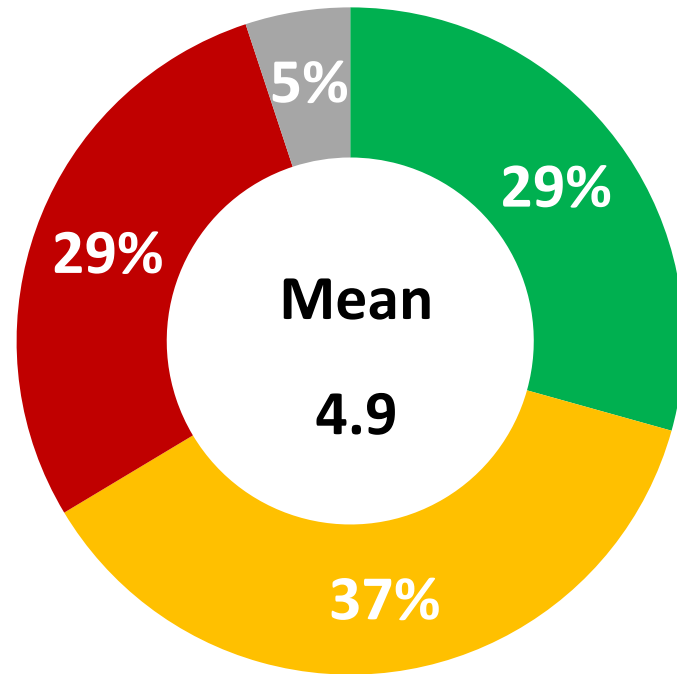
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a place to take public transit

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
	5.6	2.5	4.3	4.2	5.2
Mean	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	4.8	4.6	4.8	4.3	4.9
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	5.1	4.9	4.0		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

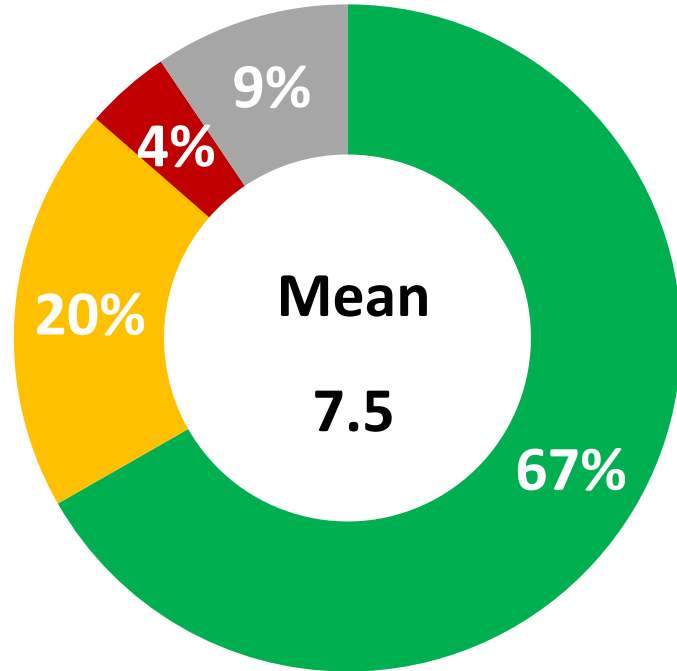
Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a place where one can afford to buy a home

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
Mean	5.1	4.5	5.2	4.8	5.1
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	4.9	4.9	4.4	4.8	5.3
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	5.0	4.7	4.8		

Rating of the City of Brantford/County of Brant



■ Good (7-10) ■ Neutral (4-6) ■ Poor (0-3) ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

Brantford/County of Brant as a place where Indigenous Peoples are welcome

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for 10 years or less (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
Mean	7.5	7.7	7.4	7.4	7.6
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	7.7	7.3	7.5	7.6	7.4
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	7.5	7.3	7.5		



Housing preferences in Brantford/County of Brant

“

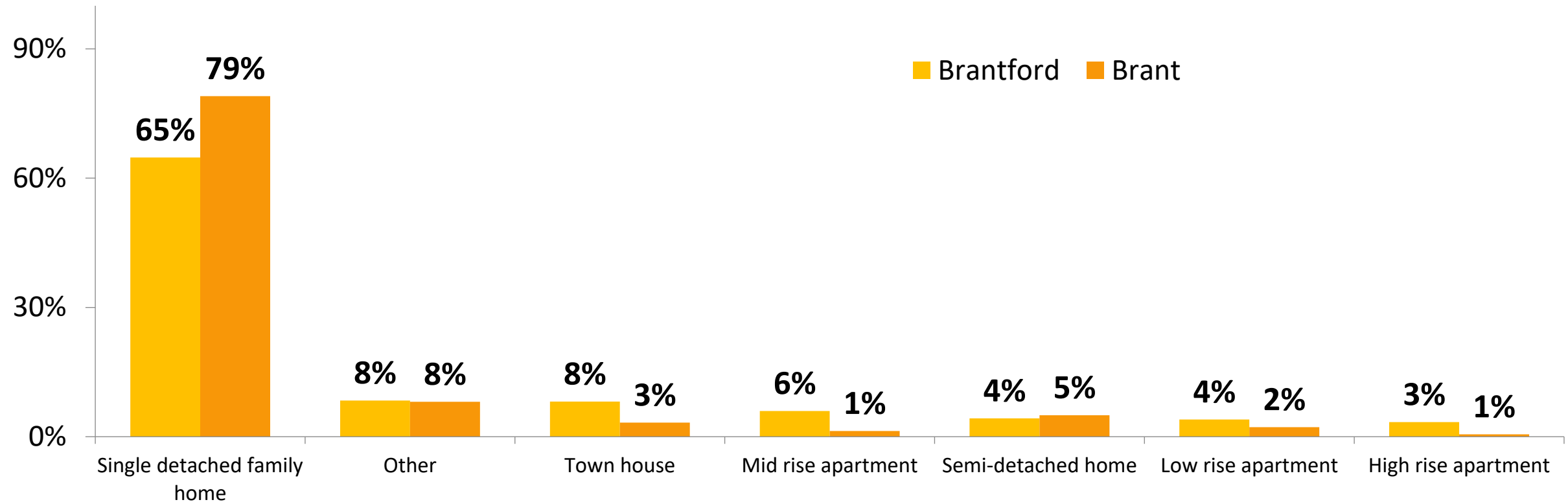
A majority of residents of the City of Brantford/County of Brant would prefer to live in a single detached family home (74%). If their preferred type of housing in the City of Brantford/County of Brant was not available for the price they could afford, about three in four say they would consider moving out of the City of Brantford/County of Brant to a nearby community (71%).

”

Current housing type

Q

What type of housing do you currently live in? [SELECT ONE]



*Weighted to the true population proportion.

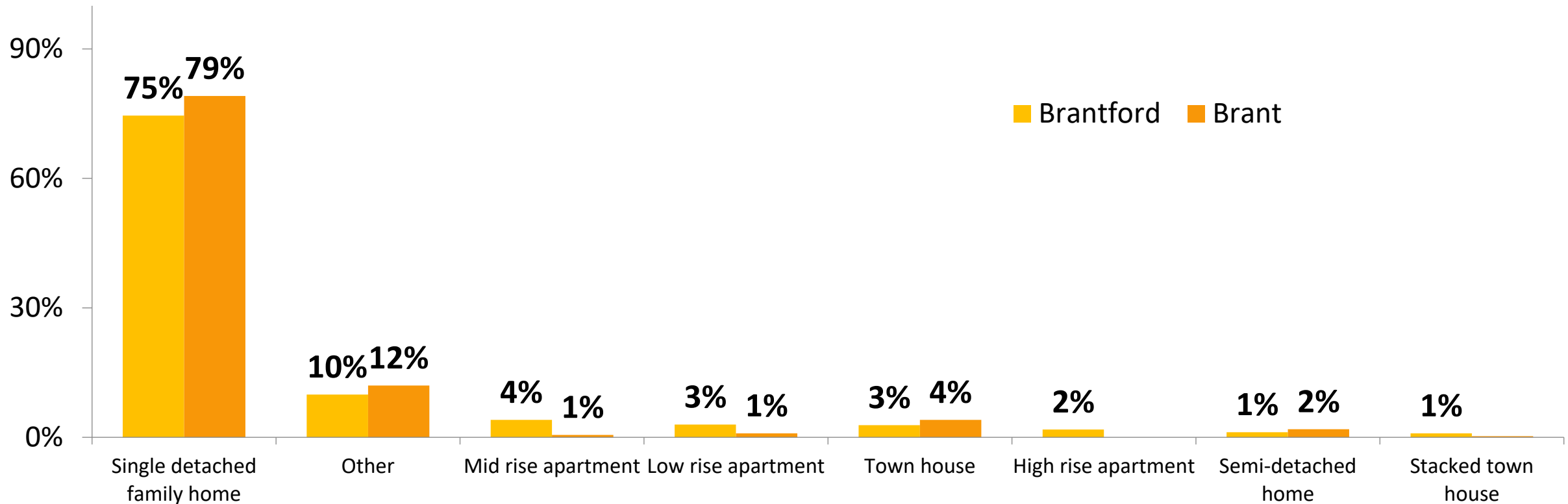
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Preferred housing type

Q

What is the preferred type of housing you would want to live in? [SELECT ONE]

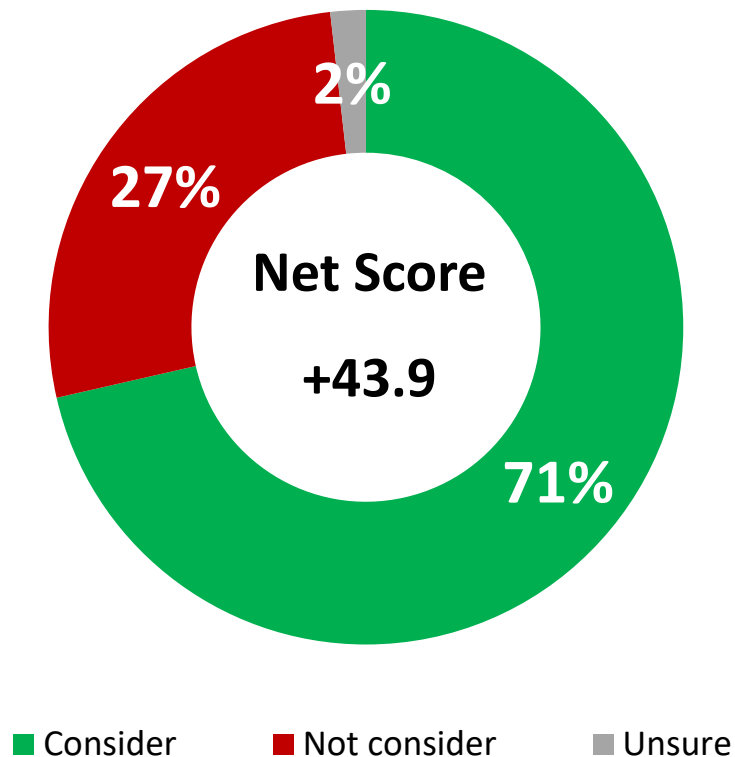


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Moving due to preferred housing



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

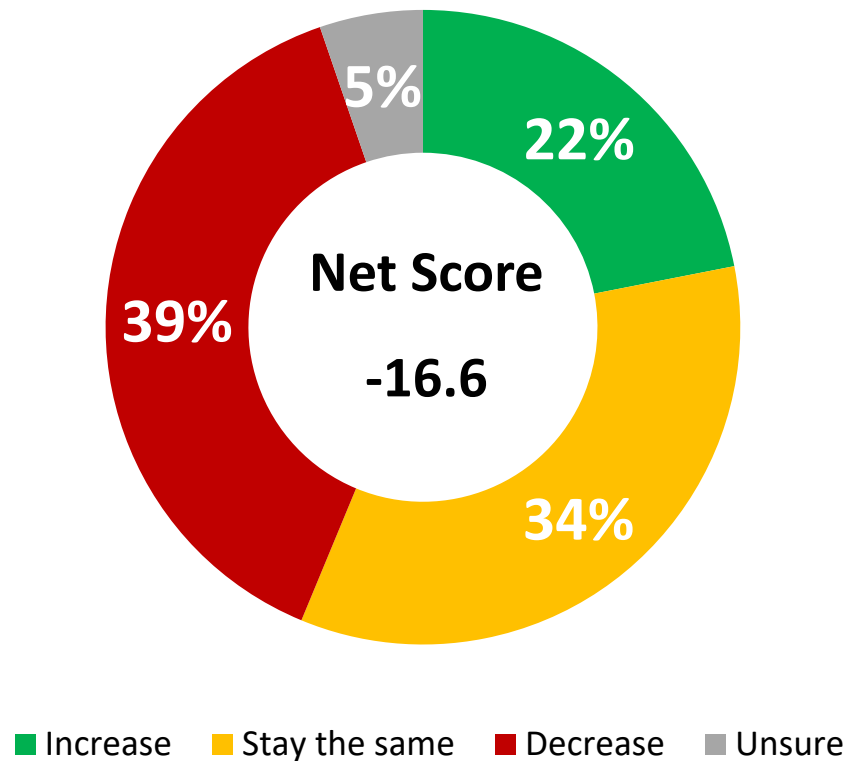
Q

If your preferred type of housing in the City of Brantford/County of Brant was not available for the price you could afford would you consider or not consider moving out of the City of Brantford/County of Brant to a nearby community?

Consider

	City of Brantford resident (n=499)	County of Brant resident (n=247)	A resident for under 10 years (n=115)	A resident for 11 to 30 years (n=253)	A resident for over 30 years (n=314)
	70.5%	70.9%	75.7%	78.6%	63.4%
	Men (n=301)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=232)	55 plus (n=416)
	75.0%	66.6%	74.8%	82.0%	59.5%
	Yearly income < \$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income > \$100k (n=167)		
	62.8%	76.0%	82.4%		

Value of real estate in your neighborhood



Q

In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?

Decrease

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for under 10 years (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
	39.2%	36.7%	35.9%	37.8%	41.8%
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	43.6%	33.7%	36.3%	38.1%	40.1%
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	33.9%	42.2%	46.5%		

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

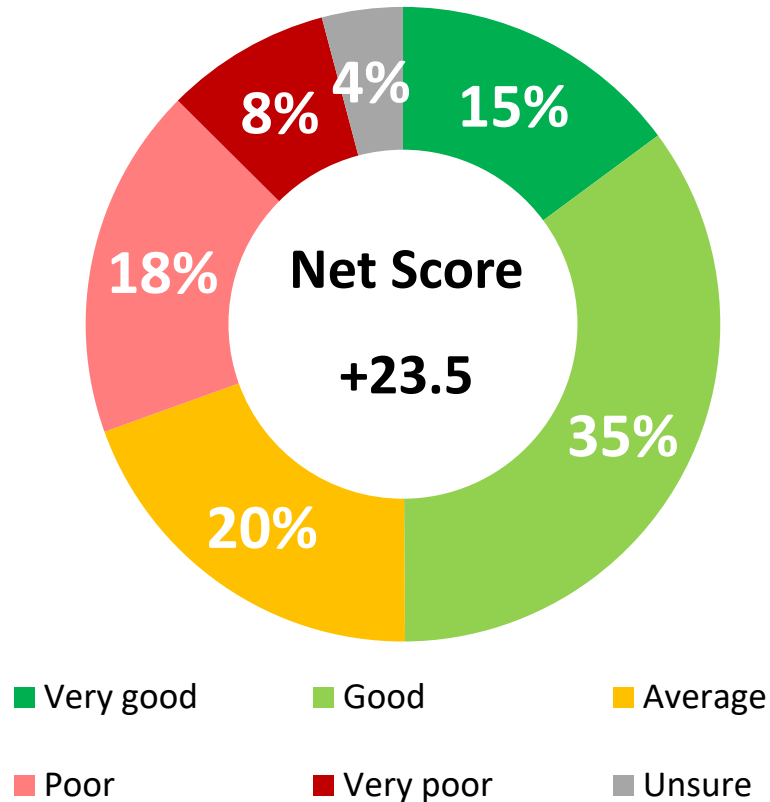
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Investment Property

Q

Would you say that buying a home today is a very good, good, average, poor, or very poor investment?



Very Good/ Good

	City of Brantford resident (n=500)	County of Brant resident (n=247)	A resident for under 10 years (n=116)	A resident for 11 to 30 years (n=255)	A resident for over 30 years (n=314)
	49.6%	50.8%	49.0%	48.1%	54.0%
	Men (n=302)	Women (n=445)	18 to 34 (n=98)	35 to 54 (n=233)	55 plus (n=416)
	47.7%	51.9%	40.5%	43.8%	60.3%
	Yearly income <\$60k (n=220)	Yearly income \$60k – \$100k (n=173)	Yearly income >\$100k (n=170)		
	51.3%	46.3%	45.8%		

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

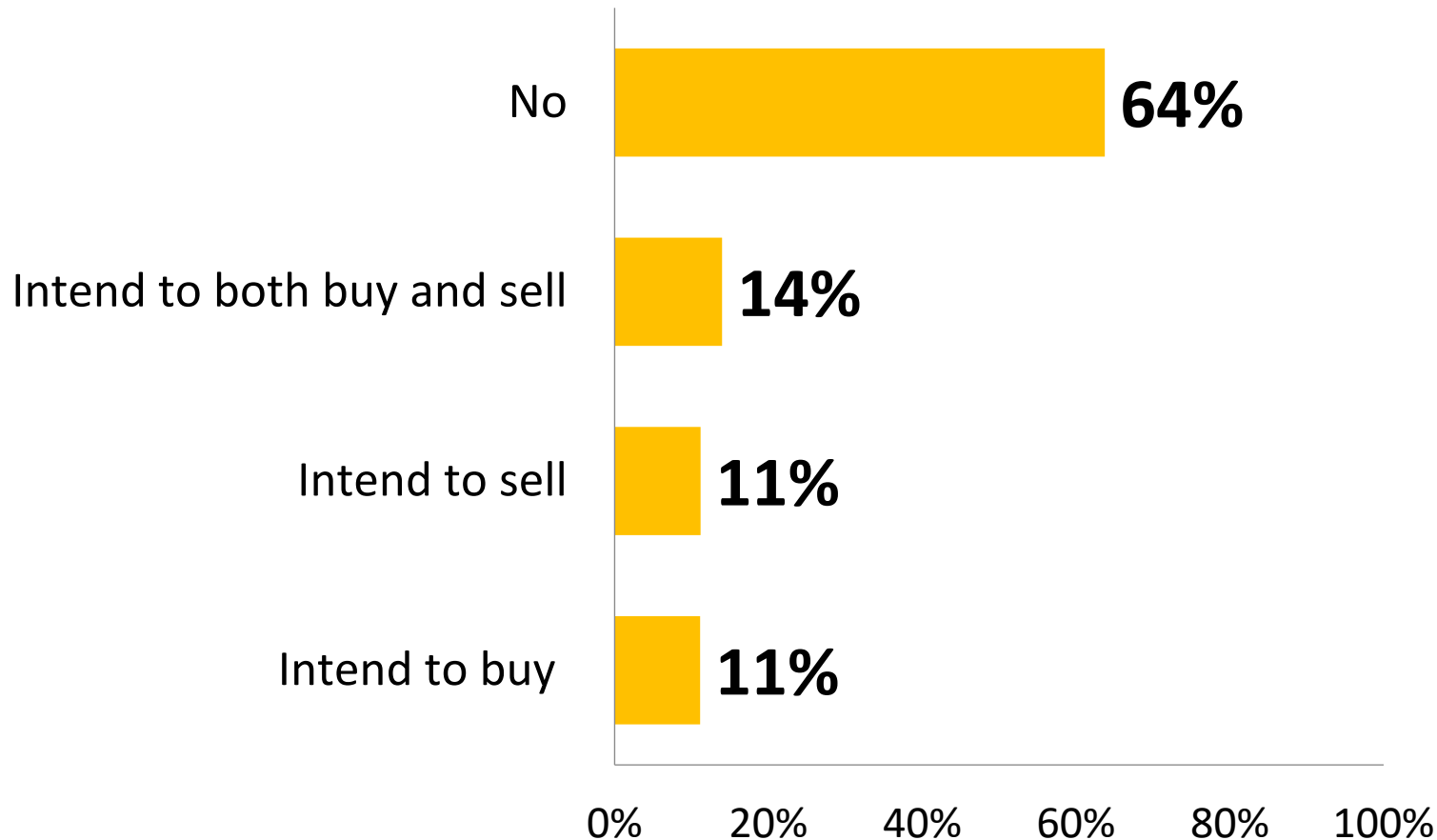
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Buying or selling property

Q

Do you intend to buy or sell a home in the next ten years? [SELECT ONE]



“

One in three residents of the City of Brantford/County of Brant say they intend to either buy a home, sell a home, or both in the next ten years.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=747, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Buying another home

“

When asked when they think they will buy their next home, residents of the City of Brantford/County of Brant say on average 45 months. Over one in three residents are unsure.

”

Q

[IF INTENDS TO BUY IN THE NEXT TEN YEARS] In how many months do you think you will buy your next home?

__ months or unsure

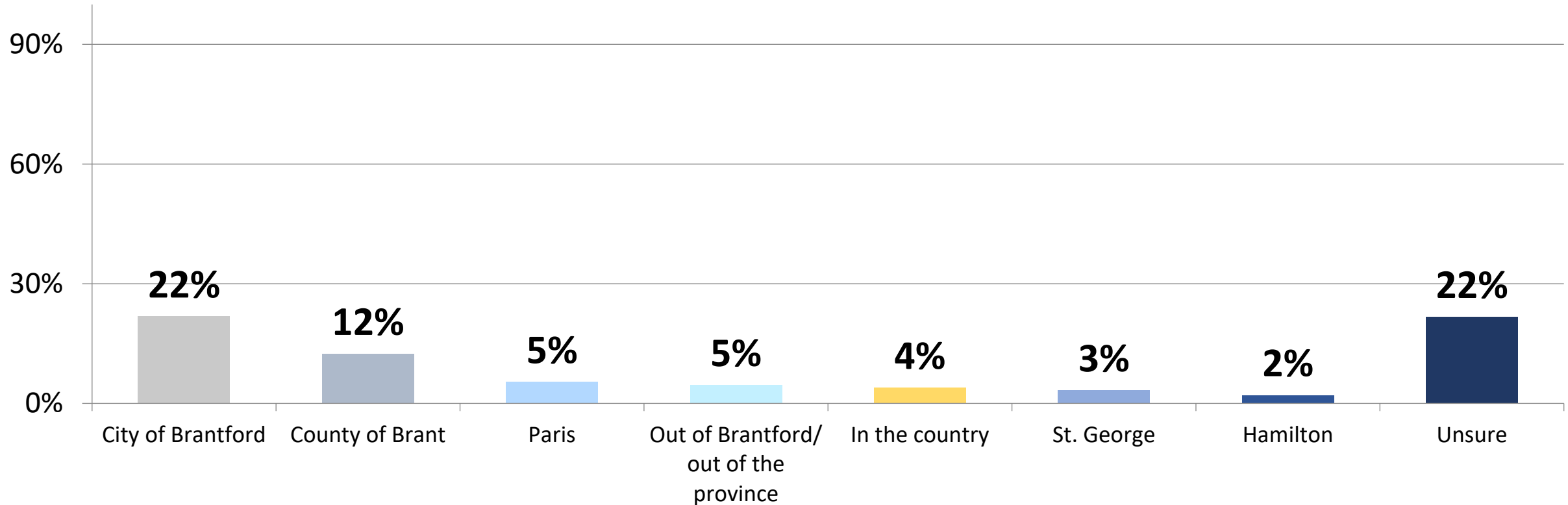
TOP RESPONSES

	Frequency (n=154)
Mean	45 months
Median	36 months
60 months	11.8%
24 months	9.9%
36 months	7.5%
120 months	6.8%
12 months	6.4%
48 months	3.7%
Unsure	37.7%

Ideal housing location for next home

Q

[IF INTENDS TO BUY IN THE NEXT TEN YEARS] What would be your ideal location for the next home you plan on purchasing? [OPEN ENDED]



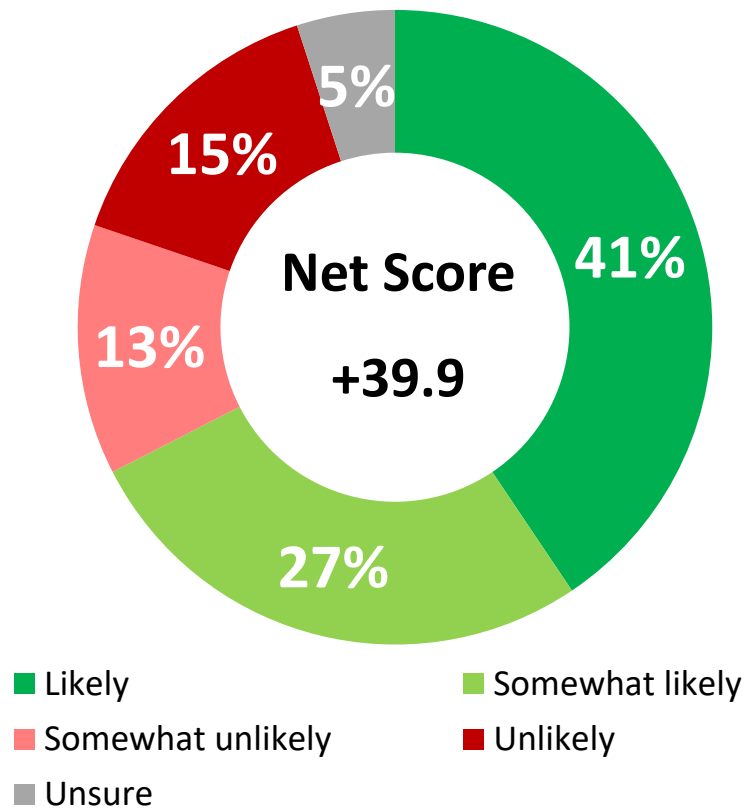
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

**Top mentions only

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=155, accurate 7.9 percentage points plus or minus, 19 times out of 20.

Purchasing home in ideal location



Q

[IF INTENDS TO BUY IN THE NEXT TEN YEARS] Do you think you are likely, somewhat likely, somewhat unlikely or unlikely to be able to purchase your next home in the ideal location that you want?

	City of Brantford resident (n=96)	County of Brant resident (n=59)	A resident for under 10 years (n=29)**	A resident for 11 to 30 years (n=71)	A resident for over 30 years (n=44)
Likely/Somewhat likely	67.8%	66.6%		54.0%	79.0%
	Men (n=71)	Women (n=84)	18 to 34 (n=44)	35 to 54 (n=61)	55 plus (n=50)
	65.6%	69.6%	58.8%	73.8%	77.3%
	Yearly income <\$60k (n=38)	Yearly income \$60k – \$100k (n=35)	Yearly income >\$100k (n=50)		
	59.0%	66.2%	74.3%		

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

**Shaded due to small sample size

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=155, accurate 7.9 percentage points plus or minus, 19 times out of 20.

Purchasing home in ideal location

Q

[IF INTENDS TO BUY IN THE NEXT TEN YEARS] Why do you have that opinion [OPEN]

“When asked the reason of their likelihood to purchase their next home in the ideal location that they want, residents of the City of Brantford/County of Brant most often mention affordability and cost along with it being achievable and that they can afford to.”

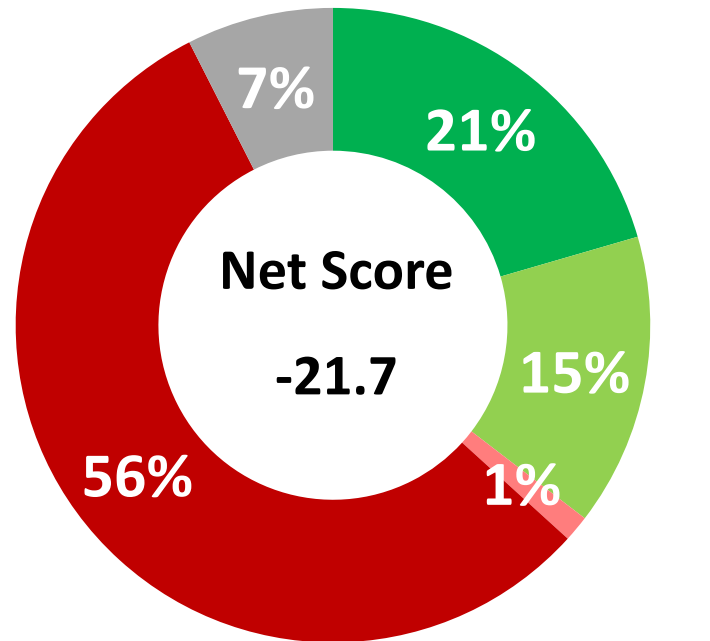
TOP RESPONSES

	Total (n=141)	Likely (n=64)	Somewhat likely (n=38)	Somewhat not likely (n=17)**	Not likely (n=18)**	Unsure (n=4)**
Affordability/ cost	28.9%	3.8%	11.7%			
It is achievable financially/can afford to	16.1%	29.0%	15.6%			
It depends on market/economy/financial situation	13.6%	2.7%	35.1%			
Will sell own house/downsizing/equity in current house	11.0%	22.0%	6.1%			
The availability of properties for sale/interesting properties	8.0%	6.7%	16.2%			
Other	6.5%	8.8%	6.1%			
It is a goal I am working towards/will be able to in a few years	4.7%	10.1%	2.2%			
I have done research/am planning to buy a home soon	4.0%	6.3%	3.1%			
Unsure	2.1%	2.4%	-			

**Shaded due to small sample size

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=141, accurate 8.3 percentage points plus or minus, 19 times out of 20.

Buying a second property



■ Interested
■ Somewhat interested
■ Somewhat not interested
■ Not interested
■ Unsure

Q

[IF INTENDS TO BUY IN THE NEXT TEN YEARS] Are you interested, somewhat interested, somewhat not interested or not interested in buying a second property?

Not interested/Somewhat not interested

City of Brantford resident (n=96)	County of Brant resident (n=59)	A resident for under 10 years (n=29)**	A resident for 11 to 30 years (n=71)	A resident for over 30 years (n=44)
57.3%	56.5%		56.3%	80.3%
Men (n=71)	Women (n=84)	18 to 34 (n=44)	35 to 54 (n=61)	55 plus (n=50)
48.8%	66.5%	46.4%	60.8%	75.9%
Yearly income <\$60k (n=38)	Yearly income \$60k – \$100k (n=35)	Yearly income >\$100k (n=50)		
61.3%	62.9%	51.7%		

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

**Shaded due to small sample size

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=155, accurate 7.9 percentage points plus or minus, 19 times out of 20.

Buying a second property

Q [IF INTENDS TO BUY IN THE NEXT TEN YEARS] Are you interested, somewhat interested, somewhat not interested or not interested in buying a second property?

Interested/Somewhat interested

City of Brantford resident
(n=96)

32.1%

Men
(n=71)

40.5%

Yearly income <\$60k
(n=38)

27.3%

County of Brant resident
(n=59)

43.5%

Women
(n=84)

29.7%

Yearly income
\$60k – \$100k
(n=35)

27.7%

A resident for under 10 years
(n=29)*

46.3%

Yearly income
>\$100k
(n=50)

44.0%

A resident for 11 to 30 years
(n=71)

33.3%

35 to 54
(n=61)

30.5%

A resident for over 30 years
(n=44)

15.9%

55 plus
(n=50)

18.1%

**Shaded due to small sample size

Source: Nanos Research, RDD dual frame random telephone survey, August 24th to September 1st, 2022, n=155, accurate 7.9 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 747 residents of the City of Brantford and the County of Brant, 18 years of age or older, between August 24th to September 1st, 2022. Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land- and cell-lines across the City of Brantford and the County of Brant. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of The region of Brantford/Brant. Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey of 747 residents of the City of Brantford and the County of Brant is ± 3.6 percentage points, 19 times out of 20.

This study was commissioned by BRREA and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding



Element	Description	Element	Description
Research sponsor	Brantford Regional Real Estate Association	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all the residents of the City of Brantford and the County of Brant. See tables for full weighting disclosure
Population and Final Sample Size	747 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Dynata	Excluded Demographics	Individuals younger than 18 years old; individuals who did not live in the City of Brantford or Brant could not participate; individuals without land or cell lines could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of the City of Brantford and County of Brant.
Margin of Error	±3.6 percentage points, 19 times out of 20.	Estimated Response Rate	Six percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the City of Brantford and the County of Brant.	Question Content	All questions asked are contained in the report.
Demographics (Captured)	The City of Brantford and the County of Brant. Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.		
Field Dates	August 24 th to September 1 st , 2022.		
Language of Survey	The survey was conducted in English.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS

TABULATIONS





2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – What is the main reason you live in the City of Brantford/County of Brant? [OPEN]	Total	Unwgt N	741	496	245	297	444	97	231	413
		Wgt N	693	506	187	333	360	181	220	292
	I grew up here/my hometown	%	32.5	35.0	25.9	34.6	30.6	31.2	30.9	34.6
	Affordability	%	9.2	10.3	6.5	9.5	9.0	14.6	10.2	5.2
	Central location/convenient	%	5.0	5.4	3.8	5.1	4.9	2.2	5.8	6.1
	My family/friends live here	%	9.2	9.2	9.2	6.2	12.0	12.2	7.7	8.5
	Job opportunity/ close to work/ farmer	%	15.2	17.6	8.6	15.5	14.9	10.5	20.3	14.3
	Family oriented/ to raise a family	%	0.4	0.5	0.0	0.0	0.7	0.0	0.0	0.9
	Quiet/small town/I prefer the country	%	6.8	2.1	19.3	6.7	6.9	6.6	7.1	6.7
	Bought a house	%	5.0	4.4	6.7	6.3	3.8	4.2	4.7	5.7
	Retired here/ good for seniors	%	1.1	1.2	1.0	1.0	1.2	0.0	0.0	2.7
	Education/to go to school	%	0.1	0.2	0.0	0.0	0.3	0.0	0.5	0.0
	No reason/ just live here/just ended up here	%	3.6	4.2	2.0	3.0	4.2	5.1	2.7	3.4
	Relocated from another city/province/country	%	1.7	2.1	0.6	1.9	1.5	1.1	1.6	2.1
	Health reasons/health care	%	0.5	0.7	0.0	0.3	0.8	1.0	0.5	0.3
	I like the area/nice place to live	%	6.7	4.4	13.1	6.4	7.0	9.2	5.6	6.1
	Other	%	2.3	2.0	3.0	2.4	2.1	2.2	2.5	2.1
	Unsure	%	0.6	0.7	0.3	1.0	0.1	0.0	0.0	1.4

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 747 residents of the City of Brantford and the County of Brant, 18 years of age or older, between August 24th and September 1st, 2022. The margin of error this survey is ± 3.6 percentage points, 19 times out of 20. *Some results have been shaded due to small sample size.

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – If you had one piece of advice to make the City of Brantford/County of Brant a better place, what would that advice be? [OPEN]	Total	Unwgt N	733	489	244	295	438	97	228	408
		Wgt N	687	500	187	331	356	181	218	288
	No advice/nothing	%	12.2	11.4	14.4	15.1	9.5	12.4	8.5	14.9
	Better/more infrastructure (roads, hospitals, bridges)	%	8.2	5.8	14.6	7.5	8.9	8.3	8.2	8.1
	Affordable housing/lower cost of living	%	7.4	7.9	6.2	6.6	8.1	9.9	8.9	4.7
	More services and programs availability (mental health, senior services)	%	1.5	1.3	2.1	1.4	1.6	0.0	1.5	2.5
	Better leadership/listen to people	%	6.3	6.5	6.0	8.1	4.7	3.2	4.6	9.6
	Address homelessness/opioid use	%	13.8	18.9	0.3	13.1	14.5	21.6	15.4	7.8
	Stop building new homes/slow growth/keep green spaces	%	8.7	4.1	20.9	8.6	8.7	7.1	7.4	10.6
	Better traffic management	%	5.7	4.4	9.1	6.0	5.5	8.2	3.7	5.7
	Better healthcare/hospitals/LTC	%	2.1	2.3	1.4	0.5	3.5	1.0	2.1	2.7
	Clean up the city/downtown	%	10.9	13.3	4.6	10.9	10.9	7.4	13.6	11.1
	Better policing and law enforcement	%	3.5	4.0	2.1	2.4	4.4	3.2	3.9	3.3
	Spend responsibly/practice fiscal responsibility	%	1.6	1.5	1.9	2.6	0.8	1.1	2.8	1.1
	Improve public transit	%	2.1	1.9	2.7	2.1	2.2	1.1	2.6	2.4
	Create more activities/events to attract tourists	%	4.7	5.8	1.6	4.3	5.0	5.3	5.8	3.3
	Keep the golf course	%	0.4	0.5	0.3	0.3	0.6	0.0	0.7	0.5
	Lower taxes	%	2.3	2.5	1.6	3.3	1.3	0.0	2.5	3.5
	Better recycling/Green pickup/composting	%	0.8	0.8	0.9	0.0	1.5	1.0	0.3	1.1
	Other	%	3.3	3.5	2.9	3.2	3.5	4.3	2.7	3.2
	Unsure	%	4.4	3.6	6.4	4.0	4.8	4.8	4.7	3.9

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 747 residents of the City of Brantford and the County of Brant, 18 years of age or older, between August 24th and September 1st, 2022. The margin of error this survey is ± 3.6 percentage points, 19 times out of 20. *Some results have been shaded due to small sample size.

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – Would you say that, overall, the City of Brantford/County of Brant is moving in the right direction or the wrong direction?	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
	Right direction	%	51.9	52.2	51.3	50.0	53.7	51.2	52.1	52.3
	Wrong direction	%	32.6	32.5	33.1	33.6	31.7	31.3	34.6	32.0
	Unsure (unprompted)	%	15.4	15.4	15.5	16.4	14.5	17.5	13.3	15.7

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 747 residents of the City of Brantford and the County of Brant, 18 years of age or older, between August 24th and September 1st, 2022. The margin of error this survey is ± 3.6 percentage points, 19 times out of 20. *Some results have been shaded due to small sample size.

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	690	462	228	280	410	90	219	381
		Wgt N	647	473	174	313	334	168	208	271
	The city is growing/ development	%	13.2	12.3	15.5	14.3	12.1	13.1	14.1	12.5
	I like how it is going/ seen improvements/ they are trying/ well-run	%	11.3	9.8	15.6	11.7	10.9	8.4	11.3	13.2
	Homelessness/ drug use/ crime	%	12.1	16.2	1.1	12.0	12.3	15.1	14.0	8.9
	There are more jobs/ industry/ factories	%	7.4	8.5	4.4	8.2	6.6	3.2	9.3	8.5
	The cost of living is too high	%	2.4	2.9	1.1	3.5	1.4	4.6	2.4	1.0
	The city is attractive/ a good place to live/ safe/ convenient	%	5.8	5.8	5.7	6.2	5.4	5.8	3.3	7.6
	Not improving/ no progress/ not listening/ wrong priorities	%	7.5	8.6	4.7	7.9	7.1	6.9	7.7	7.8
	Urban sprawl/ city is growing too fast/ disappearing farmland	%	10.7	6.1	23.4	10.0	11.4	7.9	10.7	12.5
	Improvements in services/ infrastructure/ trails	%	7.0	6.5	8.4	8.0	6.2	9.1	6.6	6.1
	There is a good mayor/ council/ approachable government	%	3.1	2.9	3.9	3.5	2.8	3.6	3.1	2.9
	They closed the golf course	%	1.3	1.8	0.0	0.8	1.7	1.1	1.0	1.7
	More housing is being built/ affordable housing	%	5.4	5.9	4.0	4.2	6.5	7.7	3.9	5.1
	There needs more services/ infrastructure	%	5.4	5.1	6.4	5.5	5.3	6.5	4.1	5.8
	Because of traffic	%	0.9	1.0	0.6	0.7	1.1	0.0	1.8	0.8
	Too much government spending	%	0.8	0.4	1.8	0.8	0.7	1.1	0.3	0.9
	Lack of healthcare services	%	1.1	0.9	1.6	0.0	2.1	0.0	2.3	0.9
	I am new to the area	%	0.9	1.3	0.0	1.3	0.5	2.3	0.6	0.3
	Improvements in the downtown area	%	1.7	1.8	1.1	1.0	2.2	2.3	2.0	1.0
	It is getting more diverse	%	1.6	1.8	1.1	1.4	1.8	2.3	2.6	0.5
	Other	%	5.0	4.6	6.1	3.9	6.1	6.3	5.0	4.3
	Because of the university(ies)	%	1.9	2.4	0.3	0.9	2.7	3.3	1.3	1.4
	There isn't enough housing/ affordable housing	%	3.2	4.1	0.8	2.3	4.1	4.5	3.3	2.4
	Provincial/ federal government issues	%	1.0	1.0	1.2	0.3	1.7	0.0	1.0	1.7
	Dislike mayor/ council/ elections are coming	%	0.8	0.9	0.5	1.1	0.6	0.0	1.6	0.7
	Unsure	%	4.6	4.6	4.8	5.7	3.6	4.5	3.9	5.3

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			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – In what region is your workplace located?	Total	Unwgt N	723	484	239	290	433	94	218	411
		Wgt N	674	491	183	324	351	176	207	291
	City of Brantford	%	29.3	34.6	15.2	26.5	31.9	44.0	40.8	12.2
	County of Brant	%	9.4	5.1	20.7	12.4	6.6	10.7	12.8	6.1
	Kitchener-Waterloo	%	3.1	2.1	5.7	2.7	3.4	3.9	5.0	1.2
	Hamilton/Ancaster/Stoney Creek/Flamborough	%	3.2	3.9	1.1	3.1	3.2	4.3	5.5	0.8
	Cambridge	%	1.7	1.5	2.3	2.4	1.0	2.4	3.1	0.3
	Woodstock/Oxford County	%	1.5	1.6	1.2	2.4	0.6	2.4	2.6	0.2
	Burlington	%	0.4	0.4	0.5	0.9	0.0	0.0	1.0	0.3
	United States	%	0.4	0.4	0.5	0.9	0.0	1.2	0.4	0.0
	Toronto	%	0.6	0.3	1.4	0.4	0.7	0.8	1.1	0.0
	Multiple locations	%	1.2	1.0	1.7	1.3	1.1	3.4	0.8	0.2
	Paris	%	0.5	0.6	0.3	0.6	0.4	1.2	0.5	0.2
	Mississauga	%	0.9	0.7	1.6	1.9	0.0	2.3	1.0	0.0
	Niagara Falls	%	0.2	0.3	0.0	0.4	0.0	0.0	0.6	0.0
	Northern/North West Brantford	%	0.5	0.7	0.0	0.9	0.2	1.2	0.0	0.5
	Brampton	%	0.2	0.3	0.0	0.4	0.0	0.0	0.6	0.0
	Ottawa	%	0.3	0.0	1.1	0.6	0.0	1.1	0.0	0.0
	Norfolk County	%	0.4	0.4	0.3	0.0	0.7	1.0	0.3	0.0
	London	%	0.1	0.2	0.0	0.0	0.3	0.0	0.5	0.0
	Simcoe	%	0.2	0.3	0.0	0.4	0.0	0.0	0.6	0.0
	Other	%	0.8	0.8	0.8	1.2	0.4	0.0	1.8	0.6
	St. Thomas	%	0.1	0.0	0.3	0.0	0.2	0.0	0.3	0.0
	Not applicable/Not employed	%	45.0	44.9	45.5	40.6	49.2	20.2	20.7	77.5

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Question – In what region is your workplace located?	Total		Region			Please select your gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
		Unwgt N	338	220	118	148	190	74	170	94
		Wgt N	371	271	100	192	178	141	165	65
	City of Brantford	%	53.4	62.8	27.8	44.6	62.8	55.1	51.5	54.3
	County of Brant	%	17.0	9.3	37.9	20.8	13.0	13.4	16.1	27.0
	Kitchener-Waterloo	%	5.6	3.8	10.4	4.6	6.7	4.9	6.3	5.2
	Hamilton/Ancaster/Stoney Creek/Flamborough	%	5.7	7.1	2.0	5.2	6.3	5.4	6.9	3.6
	Cambridge	%	3.1	2.7	4.2	4.0	2.0	3.0	3.8	1.3
	Woodstock/Oxford County	%	2.7	2.9	2.2	4.1	1.2	3.0	3.3	0.8
	Burlington	%	0.8	0.8	0.9	1.6	0.0	0.0	1.3	1.3
	United States	%	0.8	0.8	0.9	1.6	0.0	1.5	0.6	0.0
	Toronto	%	1.0	0.5	2.5	0.6	1.4	1.0	1.4	0.0
	Multiple locations	%	2.2	1.8	3.1	2.1	2.2	4.2	1.0	0.8
	Paris	%	1.0	1.1	0.5	1.1	0.9	1.5	0.6	0.8
	Mississauga	%	1.7	1.2	2.9	3.2	0.0	2.9	1.3	0.0
	Niagara Falls	%	0.3	0.5	0.0	0.6	0.0	0.0	0.8	0.0
	Northern/North West Brantford	%	1.0	1.3	0.0	1.5	0.4	1.5	0.0	2.3
	Brampton	%	0.3	0.5	0.0	0.6	0.0	0.0	0.8	0.0
	Ottawa	%	0.5	0.0	2.0	1.0	0.0	1.4	0.0	0.0
	Norfolk County	%	0.6	0.7	0.6	0.0	1.3	1.3	0.3	0.0
	London	%	0.3	0.4	0.0	0.0	0.6	0.0	0.6	0.0
	Simcoe	%	0.3	0.5	0.0	0.6	0.0	0.0	0.8	0.0
	Other	%	1.5	1.5	1.5	2.0	0.9	0.0	2.3	2.6
	St. Thomas	%	0.2	0.0	0.6	0.0	0.3	0.0	0.3	0.0

*Excludes those that are not employed

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – [ONLY ASK IF EMPLOYED] Approximately how long does it take you to commute from your home to your workplace (one-way trip), in minutes?	Total	Unwgt N	362	236	126	160	202	78	185	99
		Wgt N	396	291	106	208	189	148	179	69
		Mean	22.4	21.2	25.6	24.6	19.8	24.1	22.6	18.0
		Median	15.0	15.0	20.0	18.0	15.0	15.0	15.0	15.0
	1	%	0.3	0.3	0.0	0.0	0.5	0.0	0.6	0.0
	2	%	0.2	0.3	0.0	0.4	0.0	0.0	0.0	1.2
	2	%	1.4	1.2	2.1	1.8	1.0	0.0	1.0	5.6
	3	%	0.4	0.3	0.5	0.0	0.8	0.0	0.9	0.0
	4	%	0.8	1.1	0.0	0.6	1.0	1.2	0.7	0.0
	5	%	4.6	4.5	5.1	3.7	5.7	2.5	6.6	4.2
	6	%	1.7	1.6	1.9	1.0	2.5	1.3	2.2	1.0
	7	%	2.4	3.1	0.5	0.4	4.6	3.7	0.0	5.9
	8	%	1.8	1.3	2.9	1.6	2.0	1.3	1.8	2.5
	9	%	0.3	0.4	0.0	0.6	0.0	0.0	0.7	0.0
	10	%	14.2	17.0	6.6	14.7	13.7	12.9	15.7	13.1
	11	%	0.8	0.8	0.8	1.0	0.5	0.0	1.3	1.2
	12	%	3.3	3.3	3.3	4.7	1.8	1.4	4.8	3.4
	13	%	0.7	0.0	2.7	0.0	1.5	1.9	0.0	0.0
	14	%	0.1	0.0	0.5	0.0	0.3	0.0	0.3	0.0
	15	%	12.1	14.0	6.9	10.6	13.9	14.4	11.0	10.2
	16	%	0.2	0.2	0.0	0.0	0.4	0.0	0.0	1.0
	17	%	0.7	0.4	1.4	1.0	0.3	0.0	1.5	0.0
	18	%	0.5	0.0	1.9	1.0	0.0	1.3	0.0	0.0
	20	%	7.6	6.0	11.8	8.9	6.1	5.5	9.2	7.7
	25	%	3.3	2.2	6.5	3.5	3.2	4.7	2.9	1.5
	27	%	0.4	0.0	1.3	0.0	0.8	1.0	0.0	0.0
	28	%	0.2	0.3	0.0	0.4	0.0	0.0	0.0	1.2
	30	%	8.0	8.3	7.3	9.8	6.0	11.8	5.5	6.7
	32	%	0.8	1.1	0.0	1.6	0.0	1.4	0.7	0.0
	35	%	2.2	1.4	4.3	1.6	2.8	1.0	3.1	2.5
	40	%	2.9	3.0	2.8	2.9	3.0	1.2	4.2	3.5
	45	%	2.5	2.2	3.4	1.6	3.5	1.2	4.0	1.5
	50	%	1.6	1.0	3.3	2.3	0.9	1.4	1.7	2.0
	55	%	0.1	0.0	0.5	0.0	0.3	0.0	0.3	0.0
	60	%	4.0	3.9	4.3	4.8	3.2	5.0	3.9	2.2
	70	%	0.8	0.4	1.9	1.6	0.0	1.3	0.7	0.0
	75	%	0.7	0.7	0.5	1.0	0.3	1.4	0.3	0.0
	80	%	0.5	0.0	1.9	1.0	0.0	1.3	0.0	0.0
	I work from home/don't commute to work	%	16.8	18.2	13.0	14.8	19.1	19.5	12.7	22.0
	90	%	0.9	1.2	0.0	1.2	0.5	0.0	1.9	0.0

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How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The overall quality of life in the City of Brantford/County of Brant	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	7.1	6.8	7.8	7.1	7.1	6.8	7.0	7.4
		Median	7.0	7.0	8.0	7.0	7.0	7.0	7.0	8.0
	Very poor (0)	%	0.9	1.2	0.0	1.1	0.6	1.1	0.5	1.0
	1	%	0.9	0.9	0.7	1.1	0.6	0.0	1.0	1.3
	2	%	1.3	1.8	0.0	1.1	1.5	3.1	0.5	0.8
	3	%	2.1	2.5	1.1	0.9	3.2	4.0	2.1	0.9
	4	%	3.8	4.3	2.5	4.0	3.7	5.0	5.6	1.7
	5	%	10.0	11.7	5.3	8.9	10.9	12.8	10.0	8.2
	6	%	8.1	8.8	6.3	8.2	8.1	8.9	8.4	7.4
	7	%	24.8	28.4	15.1	26.7	23.1	25.9	28.2	21.7
	8	%	26.8	23.5	35.7	29.3	24.5	19.2	28.4	30.4
	9	%	11.7	9.5	17.7	10.2	13.2	10.2	7.9	15.6
	Very good (10)	%	8.5	6.0	15.0	7.1	9.8	8.5	6.8	9.7
	Unsure	%	1.1	1.2	0.6	1.4	0.8	1.1	0.7	1.3

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a place to work	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	6.8	6.8	6.9	6.7	7.0	6.4	6.6	7.3
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	8.0
	Very poor (0)	%	1.3	1.5	0.8	1.6	1.1	0.0	3.2	0.7
	1	%	1.1	1.5	0.3	0.9	1.4	2.1	0.0	1.4
	2	%	1.5	1.9	0.3	2.4	0.7	3.3	0.8	0.9
	3	%	1.8	1.5	2.6	2.7	0.9	2.2	2.7	0.8
	4	%	4.4	4.4	4.1	4.9	3.9	7.7	5.3	1.6
	5	%	10.6	10.7	10.5	8.9	12.3	13.8	14.6	5.6
	6	%	10.7	10.3	11.7	12.5	9.0	15.8	9.6	8.3
	7	%	17.5	16.8	19.3	17.2	17.7	16.3	19.3	16.8
	8	%	23.7	24.3	22.0	25.7	21.9	22.8	19.9	27.2
	9	%	7.2	7.3	7.2	8.1	6.4	5.3	6.7	8.9
	Very good (10)	%	7.8	8.6	5.6	5.6	9.9	5.8	8.2	8.8
	Unsure	%	12.3	11.1	15.6	9.5	15.0	4.8	9.6	19.1

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How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a place to raise a family	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	7.4	7.1	8.2	7.4	7.4	6.9	7.3	7.8
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
	Very poor (0)	%	1.1	1.5	0.0	1.0	1.2	2.1	1.0	0.5
	1	%	0.7	0.9	0.0	0.6	0.7	1.1	0.9	0.2
	2	%	1.3	1.4	1.3	0.9	1.8	1.0	1.5	1.4
	3	%	2.2	2.8	0.8	1.5	2.9	6.3	1.3	0.4
	4	%	2.0	2.0	2.0	1.5	2.5	3.9	1.0	1.6
	5	%	9.4	12.0	2.2	12.2	6.7	12.2	8.5	8.3
	6	%	6.4	6.6	6.1	6.1	6.8	6.1	8.8	4.8
	7	%	17.5	19.5	12.1	17.2	17.7	15.8	23.1	14.2
	8	%	28.7	27.7	31.3	31.6	25.9	25.2	30.0	29.8
	9	%	13.7	12.3	17.4	11.6	15.6	13.0	10.9	16.2
	Very good (10)	%	14.4	10.5	25.0	13.6	15.3	11.2	11.6	18.6
	Unsure	%	2.6	2.9	1.8	2.2	3.0	2.1	1.3	4.0

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a safe place to live	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	6.8	6.4	7.9	6.9	6.7	6.7	6.6	7.0
		Median	7.0	7.0	8.0	7.0	7.0	7.0	7.0	7.0
	Very poor (0)	%	1.3	1.7	0.0	1.2	1.3	1.1	1.5	1.2
	1	%	1.2	1.5	0.3	1.2	1.2	2.3	0.5	1.1
	2	%	2.5	2.8	1.4	1.6	3.2	3.1	2.6	2.0
	3	%	2.7	3.6	0.3	2.1	3.2	5.3	2.2	1.5
	4	%	4.2	5.2	1.6	4.1	4.3	3.9	3.8	4.7
	5	%	13.4	16.2	5.9	12.7	14.1	13.8	15.8	11.3
	6	%	11.0	12.2	7.5	11.8	10.2	11.4	13.6	8.7
	7	%	21.3	24.2	13.4	20.2	22.4	18.5	24.5	20.6
	8	%	21.8	18.0	32.0	24.6	19.1	16.9	21.8	24.8
	9	%	9.8	6.4	18.9	10.3	9.3	8.8	8.6	11.4
	Very good (10)	%	9.7	6.5	18.3	9.8	9.7	14.0	4.7	10.8
	Unsure	%	1.2	1.5	0.3	0.3	2.0	1.0	0.5	1.8

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How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a place to take public transit	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	4.7	5.6	2.5	4.8	4.6	4.8	4.3	4.9
		Median	5.0	6.0	2.0	5.0	5.0	5.0	5.0	5.0
	Very poor (0)	%	10.5	4.2	27.6	9.2	11.8	11.4	10.5	10.0
	1	%	3.7	2.8	6.4	2.7	4.7	2.5	5.9	2.8
	2	%	7.1	5.5	11.4	7.5	6.6	6.1	11.3	4.5
	3	%	4.3	3.4	6.7	5.5	3.2	3.2	4.9	4.5
	4	%	7.0	7.6	5.2	6.7	7.2	9.6	6.4	5.8
	5	%	10.1	10.5	9.2	8.4	11.7	11.8	9.1	9.9
	6	%	7.6	8.7	4.7	7.6	7.7	3.4	9.0	9.2
	7	%	7.9	9.5	3.5	8.6	7.2	6.0	11.2	6.4
	8	%	7.5	9.4	2.2	5.9	9.0	6.1	6.1	9.4
	9	%	1.3	1.7	0.0	0.6	1.9	1.0	1.9	1.0
	Very good (10)	%	6.0	8.1	0.3	7.3	4.8	9.8	2.6	6.3
	Unsure	%	27.0	28.6	22.9	30.0	24.2	29.0	21.1	30.3

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a place where one can afford to buy a home	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	4.9	5.1	4.5	4.9	4.9	4.4	4.8	5.3
		Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
	Very poor (0)	%	6.0	6.1	5.8	5.0	7.0	7.5	5.1	5.8
	1	%	4.9	4.2	6.8	5.3	4.5	5.0	6.5	3.7
	2	%	8.3	7.8	9.4	7.8	8.7	11.2	8.4	6.3
	3	%	9.3	8.7	11.0	11.2	7.5	12.8	11.3	5.6
	4	%	8.6	6.8	13.7	8.0	9.2	9.6	7.9	8.6
	5	%	16.9	16.9	17.0	16.7	17.2	16.0	17.1	17.4
	6	%	11.5	12.6	8.5	9.1	13.7	11.1	12.0	11.3
	7	%	15.0	16.9	10.0	17.6	12.6	10.4	18.9	15.0
	8	%	9.5	10.3	7.3	9.2	9.8	6.9	7.4	12.7
	9	%	1.9	2.6	0.3	1.9	2.0	1.1	1.2	3.0
	Very good (10)	%	2.9	2.6	3.7	2.7	3.0	1.9	2.0	4.2
	Unsure	%	5.1	4.5	6.6	5.5	4.7	6.3	2.3	6.4

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2022-2134 – BREEA – Survey – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - The City of Brantford/County of Brant as a place where Indigenous Peoples are welcome	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
		Mean	7.5	7.5	7.7	7.7	7.3	7.5	7.6	7.4
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
	Very poor (0)	%	0.9	1.0	0.6	0.3	1.5	1.0	0.7	0.9
	1	%	0.2	0.1	0.3	0.0	0.3	0.0	0.0	0.4
	2	%	1.2	1.2	1.1	1.4	1.0	1.1	0.5	1.8
	3	%	1.9	1.9	1.9	0.8	3.0	2.0	2.3	1.6
	4	%	2.7	2.1	4.3	1.6	3.8	3.9	2.6	2.1
	5	%	9.0	8.9	9.5	7.8	10.2	9.2	9.1	8.9
	6	%	7.9	7.9	7.9	9.7	6.2	8.2	5.5	9.6
	7	%	15.4	17.4	9.9	14.6	16.1	16.9	16.8	13.5
	8	%	21.9	22.4	20.4	26.5	17.6	16.9	25.8	22.0
	9	%	9.2	10.2	6.7	6.5	11.8	8.9	10.3	8.6
	Very good (10)	%	20.2	17.3	28.2	23.4	17.3	24.1	18.0	19.5
	Unsure	%	9.4	9.5	9.3	7.5	11.3	7.8	8.6	11.2

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – My next few questions are about housing. What type of housing do you currently live in? [SELECT ONE]	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
	Single detached family home	%	68.6	64.8	79.0	71.4	66.0	66.0	74.8	65.6
	Semi-detached home	%	4.5	4.3	5.0	4.1	4.8	7.3	4.3	2.8
	Town house	%	6.8	8.2	3.3	5.5	8.1	7.2	8.6	5.3
	Stacked town house	%	0.7	0.7	0.5	0.4	1.0	1.0	0.6	0.6
	Low rise apartment	%	3.5	4.0	2.2	3.1	3.9	2.9	1.6	5.3
	Mid rise apartment	%	4.7	6.0	1.3	4.9	4.5	7.5	1.6	5.4
	High rise apartment	%	2.6	3.4	0.5	2.7	2.5	2.1	2.1	3.3
	Bungalow/Raised bungalow	%	1.1	1.1	1.2	1.5	0.8	0.0	0.5	2.4
	Duplex	%	1.1	1.5	0.0	0.3	1.8	2.0	0.5	1.0
	Retirement home/nursing home	%	0.4	0.3	0.7	0.5	0.3	0.0	0.0	1.0
	Farm house/ Ranch	%	1.1	0.3	3.3	1.3	0.9	0.8	0.0	2.1
	Factory	%	0.4	0.4	0.3	0.6	0.1	1.1	0.0	0.2
	Fourplex	%	0.4	0.5	0.3	0.3	0.6	0.0	0.5	0.7
	Condo	%	2.4	3.1	0.3	1.6	3.1	1.0	2.4	3.2
	House (unspecified)	%	0.4	0.2	0.9	0.0	0.7	0.0	1.0	0.2
	Basement apartment	%	0.2	0.2	0.0	0.4	0.0	0.0	0.6	0.0
	Other	%	0.9	0.8	1.2	1.5	0.3	1.1	1.2	0.5
	Unsure	%	0.2	0.3	0.0	0.0	0.4	0.0	0.0	0.5

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – What is the preferred type of housing you would want to live in? [SELECT ONE]	Total	Unwgt N	745	499	246	301	444	98	233	414
		Wgt N	698	510	188	338	360	184	222	293
	Single detached family home	%	75.8	74.6	79.1	79.0	72.8	83.6	81.8	66.3
	Semi-detached home	%	1.4	1.2	1.9	1.0	1.7	1.0	1.0	1.9
	Town house	%	3.1	2.8	4.0	2.0	4.2	2.5	3.3	3.4
	Stacked town house	%	0.7	0.9	0.3	1.0	0.5	1.1	0.6	0.6
	Low rise apartment	%	2.4	2.9	0.9	2.4	2.4	0.0	1.5	4.6
	Mid rise apartment	%	3.1	4.0	0.5	2.5	3.7	4.1	1.5	3.7
	High rise apartment	%	1.3	1.8	0.0	1.2	1.4	0.0	1.6	1.9
	Bungalow/Raised bungalow	%	2.0	2.1	1.6	1.3	2.6	0.0	1.2	3.8
	Duplex	%	0.1	0.0	0.3	0.0	0.1	0.0	0.0	0.2
	Retirement home/nursing home/Senior space	%	0.2	0.1	0.5	0.0	0.5	0.0	0.0	0.6
	Farm house/ Ranch	%	2.0	1.4	3.9	2.0	2.1	2.7	1.9	1.7
	Cottage/rural area/country	%	1.4	1.0	2.6	1.5	1.4	2.9	1.9	0.2
	Fourplex	%	0.1	0.2	0.0	0.0	0.3	0.0	0.5	0.0
	Condo	%	2.1	2.8	0.3	2.1	2.0	1.0	1.0	3.6
	House (unspecified)	%	0.2	0.0	0.6	0.0	0.3	0.0	0.5	0.0
	Trailer	%	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.2
	One level house	%	0.3	0.5	0.0	0.5	0.2	0.0	0.0	0.8
	The same as current home	%	0.6	0.5	0.7	0.5	0.6	0.0	0.5	1.0
	Other	%	1.3	1.2	1.5	1.0	1.5	1.0	0.7	2.0
	Unsure	%	1.7	1.9	1.3	1.9	1.6	0.0	0.8	3.5

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – If your preferred type of housing in the City of Brantford/County of Brant was not available for the price you could afford would you consider or not consider moving out of the City of Brantford/County of Brant to a nearby community?	Total	Unwgt N	744	498	246	301	443	98	232	414
		Wgt N	698	509	188	338	360	184	221	293
	Consider	%	71.4	71.3	71.7	75.8	67.3	74.8	83.1	60.5
	Not consider	%	26.8	26.8	26.8	22.2	31.1	22.3	15.9	37.8
	Unsure	%	1.8	1.9	1.5	2.0	1.6	2.9	1.0	1.7

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
	Increase	%	21.9	21.9	21.9	23.1	20.8	29.2	17.3	20.9
	Stay the same	%	34.3	33.0	38.0	28.1	40.2	31.1	39.6	32.4
	Decrease	%	38.5	39.2	36.7	43.6	33.7	36.3	38.1	40.1
	Unsure (unprompted)	%	5.3	5.9	3.5	5.3	5.3	3.4	5.0	6.6

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
	Very good	%	14.9	14.5	15.9	13.7	15.9	9.4	15.2	18.0
	Good	%	35.0	35.1	34.8	34.0	36.0	31.1	28.7	42.3
	Average	%	19.6	19.7	19.4	17.1	21.9	20.9	23.1	16.2
	Poor	%	18.0	16.5	21.9	22.8	13.4	19.4	21.1	14.6
	Very poor	%	8.4	10.2	3.7	9.1	7.8	14.8	8.5	4.4
	Unsure (unprompted)	%	4.1	4.1	4.3	3.2	4.9	4.5	3.4	4.4

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – Do you intend to buy or sell a home in the next ten years? [SELECT ONE]	Total	Unwgt N	747	500	247	302	445	98	233	416
		Wgt N	700	511	189	339	361	184	222	294
	Intend to buy	%	11.1	11.8	9.3	13.1	9.2	30.1	6.8	2.5
	Intend to sell	%	11.2	11.4	10.4	11.1	11.2	6.3	8.5	16.2
	Intend to both buy and sell	%	14.0	12.6	17.7	14.4	13.6	15.0	18.8	9.7
	No	%	63.7	64.2	62.5	61.4	66.0	48.5	65.9	71.6

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2022-2134 – BREEA – Survey – STAT SHEET

		Region				Gender		Age		
		Aggregate 2022-08	City of Brantford	County of Brant		Male	Female	18 to 34	35 to 54	55 plus
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] In In how many months do you think you will buy your next home? ____ months	Total	Unwgt N	154	96	58	71	83	44	60	50
		Wgt N	175	125	50	93	82	83	56	36
		Mean	45.4	43.0	50.4	40.4	52.8	39.4	47.6	53.8
		Median	36.0	36.0	48.0	24.0	48.0	36.0	36.0	36.0
	1	%	1.9	2.7	0.0	3.6	0.0	2.5	2.2	0.0
	2	%	0.8	0.0	2.9	1.0	0.7	0.0	2.6	0.0
	3	%	0.8	0.0	2.9	1.0	0.7	0.0	2.6	0.0
	5	%	0.5	0.0	1.8	1.0	0.0	0.0	1.6	0.0
	6	%	3.0	3.2	2.7	4.1	1.9	0.0	4.0	8.6
	12	%	6.4	6.6	5.7	7.3	5.3	6.7	4.4	8.5
	15	%	1.0	1.5	0.0	0.0	2.2	2.2	0.0	0.0
	18	%	1.9	2.7	0.0	3.6	0.0	2.5	2.2	0.0
	24	%	9.9	11.2	6.5	14.3	4.8	10.1	7.2	13.7
	30	%	0.8	0.0	2.8	0.0	1.7	1.7	0.0	0.0
	36	%	7.5	9.0	3.8	5.4	9.9	6.9	6.8	9.9
	48	%	3.7	2.7	6.2	5.7	1.4	4.9	4.2	0.0
	50	%	0.3	0.0	1.0	0.0	0.6	0.0	0.0	1.4
	60	%	11.8	8.6	19.8	11.1	12.7	17.7	9.6	1.9
	64	%	0.7	1.0	0.0	1.3	0.0	0.0	2.2	0.0
	72	%	1.2	1.0	1.7	2.2	0.0	0.0	2.2	2.4
	80	%	0.6	0.8	0.0	0.0	1.2	0.0	1.8	0.0
	84	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	90	%	0.5	0.7	0.0	0.9	0.0	0.0	0.0	2.4
	96	%	0.9	0.8	1.0	0.0	1.9	0.0	1.8	1.4
	100	%	0.5	0.0	1.7	0.9	0.0	0.0	0.0	2.4
	109	%	0.5	0.7	0.0	0.9	0.0	0.0	0.0	2.4
	120	%	6.8	6.0	8.7	5.1	8.7	2.2	9.0	13.8
		Unsure	%	37.7	41.0	29.5	30.7	45.7	42.5	34.6

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] What would be your ideal location for the next home you plan on purchasing? [OPEN ENDED, USE LIST TO CODE, IF NOT IN LIST CAPTURE RESPONSE IN OTHER]	Total	Unwgt N	155	96	59	71	84	44	61	50
		Wgt N	176	125	51	93	82	83	57	36
	City of Brantford	%	21.8	29.2	3.8	21.5	22.2	21.1	24.6	18.9
	Burford	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Paris	%	5.4	0.0	18.4	5.2	5.5	6.5	1.0	9.5
	Oakland	%	1.4	1.5	1.1	0.0	2.9	2.2	1.0	0.0
	St. George	%	3.3	3.1	3.6	4.2	2.2	2.2	5.4	2.4
	Mississauga	%	0.6	0.8	0.0	0.0	1.2	0.0	1.8	0.0
	Mexico	%	0.5	0.0	1.8	1.0	0.0	0.0	1.6	0.0
	Waterfront/ close to water	%	2.1	2.5	1.1	1.3	2.9	2.2	3.2	0.0
	Alberta	%	1.0	0.7	1.8	1.9	0.0	0.0	1.6	2.4
	County of Brant	%	12.4	12.0	13.5	16.7	7.6	11.8	18.2	4.8
	Carlisle	%	0.8	0.0	2.8	0.0	1.7	1.7	0.0	0.0
	Cole Harbour	%	1.2	1.7	0.0	2.2	0.0	2.5	0.0	0.0
	Ayr	%	1.6	2.3	0.0	0.0	3.4	2.2	1.8	0.0
	Ontario	%	1.2	1.7	0.0	2.2	0.0	2.5	0.0	0.0
	Toronto	%	0.3	0.0	1.0	0.0	0.6	0.0	0.0	1.4
	London	%	1.3	1.5	1.0	0.0	2.8	2.2	0.0	1.4
	Other	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Victoria	%	0.5	0.0	1.7	0.9	0.0	0.0	0.0	2.4
	Out of Brantford/ out of the province	%	4.6	6.5	0.0	6.7	2.2	7.2	2.2	2.4
	County of Simcoe	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Eastern Canada	%	1.0	1.3	0.0	0.0	2.0	0.0	1.8	1.9
	North	%	1.2	1.0	1.7	2.2	0.0	0.0	2.2	2.4
	Scotland	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Hamilton	%	2.1	2.9	0.0	0.0	4.4	4.4	0.0	0.0
	Long-Point	%	0.7	1.0	0.0	1.3	0.0	0.0	2.2	0.0
	In the country	%	3.9	4.2	3.3	6.3	1.2	2.5	3.9	7.1
	North Brantford	%	2.0	2.8	0.0	0.9	3.2	0.0	3.5	4.2
	Muskoka	%	0.7	1.0	0.0	1.3	0.0	0.0	2.2	0.0
	Huntsville	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Lakeside	%	0.8	0.0	2.8	0.0	1.7	1.7	0.0	0.0
	Cambridge	%	1.2	1.7	0.0	2.2	0.0	2.5	0.0	0.0
	Haliburton	%	0.5	0.7	0.0	0.9	0.0	0.0	0.0	2.4
	Roatan	%	0.3	0.0	1.1	0.0	0.7	0.0	1.0	0.0
	Vancouver	%	0.4	0.5	0.0	0.0	0.8	0.0	0.0	1.9
	Ancaster	%	0.3	0.0	1.0	0.0	0.6	0.0	0.0	1.4
	Woodstock	%	1.0	1.5	0.0	0.0	2.2	2.2	0.0	0.0
	Canada	%	0.7	1.0	0.0	1.3	0.0	0.0	2.2	0.0
	Unsure	%	21.7	17.1	33.0	19.5	24.2	22.2	13.8	33.1

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2022-2134 – BREEA – Survey – STAT SHEET

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Do you think you are likely, somewhat likely, somewhat unlikely or unlikely to be able to purchase your next home in the ideal location that you want?	Total	Unwgt N	155	96	59	71	84	44	61	50
		Wgt N	176	125	51	93	82	83	57	36
	Likely	%	40.6	39.8	42.5	44.2	36.4	27.9	45.7	61.7
	Somewhat likely	%	26.9	28.0	24.1	21.4	33.1	30.9	28.2	15.7
	Somewhat unlikely	%	12.8	13.3	11.5	9.8	16.2	18.5	7.7	7.6
	Unlikely	%	14.8	15.0	14.2	18.0	11.1	16.1	16.3	9.4
	Unsure	%	5.0	3.9	7.7	6.6	3.2	6.6	2.2	5.7

			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question - [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Why do you have that opinion? [OPEN]	Total	Unwgt N	141	88	53	66	75	39	55	47
		Wgt N	159	114	45	85	74	73	52	34
	Affordability/ cost	%	28.9	31.8	21.6	29.5	28.3	36.3	26.5	16.6
	It is achievable financially/can afford to	%	16.1	14.5	20.3	18.5	13.3	18.0	14.4	14.6
	Will sell own house/downsizing/equity in current house	%	11.0	10.8	11.6	8.4	13.9	0.0	20.8	19.7
	Already own a home/other priorities/not looking	%	1.9	2.6	0.0	3.5	0.0	0.0	2.4	5.1
	It is a goal I am working towards/will be able to in a few years	%	4.7	4.5	5.0	5.9	3.3	7.6	1.9	2.5
	It depends on market/economy/financial situation	%	13.6	14.0	12.4	15.9	10.9	21.4	7.7	5.6
	The availability of properties for sale/interesting properties	%	8.0	8.1	7.9	2.4	14.5	5.0	11.4	9.5
	I have done research/am planning to buy a home soon	%	4.0	2.2	8.3	5.1	2.7	1.9	2.8	10.1
	Have family in the area	%	0.9	0.0	3.0	1.0	0.7	0.0	0.0	4.0
	I like the area	%	2.5	3.4	0.0	2.5	2.5	2.5	2.4	2.5
	Other	%	6.5	6.1	7.4	5.9	7.2	7.3	5.4	6.6
	Unsure	%	2.1	2.0	2.3	1.5	2.7	0.0	4.3	3.1

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			Do you think you are likely, somewhat likely, somewhat unlikely or unlikely to be able to purchase your next home in the ideal location that you want?					
			Aggregate 2022-08	Likely	Somewhat likely	Somewhat unlikely	Unlikely	Unsure
Question - [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Why do you have that opinion? [OPEN]	Total	Unwgt N	141	64	38	17	18	4
		Wgt N	159	64	46	22	22	5
	Affordability/ cost	%	28.9	3.8	11.7			
	It is achievable financially/can afford to	%	16.1	29.0	15.6			
	Will sell own house/downsizing/equity in current house	%	11.0	22.0	6.1			
	Already own a home/other priorities/not looking	%	1.9	2.7	0.0			
	It is a goal I am working towards/will be able to in a few years	%	4.7	10.1	2.2			
	It depends on market/economy/financial situation	%	13.6	2.7	35.1			
	The availability of properties for sale/interesting properties	%	8.0	6.7	16.2			
	I have done research/am planning to buy a home soon	%	4.0	6.3	3.1			
	Have family in the area	%	0.9	0.8	1.9			
	I like the area	%	2.5	4.8	1.9			
	Other	%	6.5	8.8	6.1			
	Unsure	%	2.1	2.4	0.0			

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			Region			Gender		Age		
			Aggregate 2022-08	City of Brantford	County of Brant	Male	Female	18 to 34	35 to 54	55 plus
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS]	Total	Unwgt N	155	96	59	71	84	44	61	50
Are you interested, somewhat interested, somewhat not interested or not interested in buying a second property?		Wgt N	176	125	51	93	82	83	57	36
	Interested	%	20.5	17.3	28.4	23.0	17.7	32.0	11.7	8.1
	Somewhat interested	%	14.9	14.8	15.1	17.5	11.9	14.4	18.8	10.0
	Somewhat not interested	%	1.3	1.5	1.0	0.0	2.8	2.2	0.0	1.4
	Not interested	%	55.8	55.9	55.5	48.8	63.7	44.2	60.8	74.4
	Unsure (unprompted)	%	7.5	10.5	0.0	10.7	3.8	7.2	8.7	6.1

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – What is the main reason you live in the City of Brantford/County of Brant? [OPEN]	Total	Unwgt N	741	219	173	170	179
		Wgt N	693	195	160	178	160
	I grew up here/my hometown	%	32.5	29.1	38.5	35.1	27.9
	Affordability	%	9.2	7.2	10.8	11.5	7.8
	Central location/convenient	%	5.0	4.7	5.4	4.1	6.0
	My family/friends live here	%	9.2	13.3	5.4	8.4	9.0
	Job opportunity/ close to work/ farmer	%	15.2	16.8	15.8	15.2	12.5
	Family oriented/ to raise a family	%	0.4	0.7	0.4	0.0	0.4
	Quiet/small town/I prefer the country	%	6.8	5.4	7.5	7.3	7.2
	Bought a house	%	5.0	4.8	4.9	4.8	5.6
	Retired here/ good for seniors	%	1.1	1.4	1.5	0.0	1.7
	Education/to go to school	%	0.1	0.0	0.0	0.0	0.6
	No reason/ just live here/just ended up here	%	3.6	4.8	2.4	2.4	4.7
	Relocated from another city/province/country	%	1.7	1.8	1.2	1.9	1.8
	Health reasons/health care	%	0.5	0.5	1.7	0.0	0.0
	I like the area/nice place to live	%	6.7	6.3	1.9	7.8	10.9
	Other	%	2.3	2.8	2.8	1.0	2.5
	Unsure	%	0.6	0.4	0.0	0.5	1.4

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – If you had one piece of advice to make the City of Brantford/County of Brant a better place, what would that advice be? [OPEN]	Total	Unwgt N	733	217	170	166	180
		Wgt N	687	195	157	173	162
	No advice/nothing	%	12.2	12.5	11.1	9.5	15.9
	Better/more infrastructure (roads, hospitals, bridges)	%	8.2	7.2	8.7	7.6	9.5
	Affordable housing/lower cost of living	%	7.4	10.5	5.8	5.5	7.2
	More services and programs availability (mental health, senior services)	%	1.5	1.9	1.8	1.2	1.1
	Better leadership/listen to people	%	6.3	5.8	7.6	7.2	4.9
	Address homelessness/opioid use	%	13.8	19.9	12.9	15.3	5.6
	Stop building new homes/slow growth/keep green spaces	%	8.7	5.0	7.1	10.3	12.9
	Better traffic management	%	5.7	2.5	5.7	7.6	7.5
	Better healthcare/hospitals/LTC	%	2.1	1.2	4.3	1.3	1.8
	Clean up the city/downtown	%	10.9	11.3	12.4	12.3	7.5
	Better policing and law enforcement	%	3.5	3.8	4.0	1.0	5.2
	Spend responsibly/practice fiscal responsibility	%	1.6	0.9	0.5	2.3	2.9
	Improve public transit	%	2.1	1.6	0.8	3.6	2.5
	Create more activities/events to attract tourists	%	4.7	3.8	6.6	4.8	3.6
	Keep the golf course	%	0.4	0.3	0.5	0.9	0.0
	Lower taxes	%	2.3	2.1	2.6	3.1	1.3
	Better recycling/Green pickup/composting	%	0.8	0.0	2.0	1.4	0.0
	Other	%	3.3	4.8	2.3	2.9	3.0
	Unsure	%	4.4	4.9	3.2	2.0	7.5

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – Would you say that, overall, the City of Brantford/County of Brant is moving in the right direction or the wrong direction?	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
	Right direction	%	51.9	53.4	52.3	56.1	45.4
	Wrong direction	%	32.6	31.3	35.8	29.6	34.5
	Unsure (unprompted)	%	15.4	15.2	11.9	14.3	20.2

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

Question – Why do you have that opinion? [OPEN]	Total		Income				Prefer not to answer
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	
	Unwgt N		690	210	164	157	159
	Wgt N		647	190	151	164	142
	%		13.2	11.2	15.9	14.7	11.3
The city is growing/ development	%		11.3	11.3	12.5	10.2	11.4
I like how it is going/ seen improvements/ they are trying/ well-run	%		12.1	14.8	10.9	13.6	8.3
Homelessness/ drug use/ crime	%		7.4	4.8	11.5	7.2	6.7
There are more jobs/ industry/ factories	%		2.4	3.5	1.1	2.8	1.8
The cost of living is too high	%		5.8	7.9	2.9	6.6	5.1
The city is attractive/ a good place to live/ safe/ convenient	%		7.5	5.5	8.2	5.3	12.1
Not improving/ no progress/ not listening/ wrong priorities	%		10.7	9.3	12.1	10.7	11.1
Urban sprawl/ city is growing too fast/ disappearing farmland	%		7.0	4.7	5.3	13.3	4.7
Improvements in services/ infrastructure/ trails	%		3.1	2.9	2.4	3.2	4.2
There is a good mayor/ council/ approachable government	%		1.3	0.8	1.2	0.5	2.9
They closed the golf course	%		5.4	5.4	5.4	7.3	3.2
More housing is being built/ affordable housing	%		5.4	7.3	4.0	4.6	5.4
There needs more services/ infrastructure	%		0.9	0.9	1.2	0.8	0.7
Because of traffic	%		0.8	1.0	0.9	0.5	0.6
Too much government spending	%		1.1	1.2	0.3	1.3	1.5
Lack of healthcare services	%		0.9	1.0	0.6	1.3	0.9
I am new to the area	%		1.7	2.5	0.9	1.6	1.4
Improvements in the downtown area	%		1.6	1.4	0.7	3.5	0.9
It is getting more diverse	%		5.0	5.3	3.9	2.2	9.1
Other	%		1.9	2.0	2.9	2.4	0.0
Because of the university(ies)	%		3.2	6.3	0.4	3.6	1.8
There isn't enough housing/ affordable housing	%		1.0	2.4	0.4	0.7	0.4
Provincial/ federal government issues	%		0.8	0.4	0.8	1.0	1.3
Dislike mayor/ council/ elections are coming	%		4.6	5.1	4.7	2.9	5.9
Unsure	%						

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – In what region is your workplace located?	Total	Unwgt N	338	67	84	110	77
		Wgt N	371	80	89	125	77
	City of Brantford	%	53.4	57.3	56.6	49.0	52.7
	County of Brant	%	17.0	20.0	20.8	11.2	19.0
	Kitchener-Waterloo	%	5.6	5.9	6.0	6.8	2.8
	Hamilton/Ancaster/Stoney Creek/Flamborough	%	5.7	5.7	4.6	9.3	1.3
	Cambridge	%	3.1	0.7	0.0	6.2	4.0
	Woodstock/Oxford County	%	2.7	1.6	2.0	2.1	5.8
	Burlington	%	0.8	0.0	0.0	1.7	1.1
	United States	%	0.8	0.0	0.0	0.0	3.9
	Toronto	%	1.0	0.0	0.0	2.0	1.6
	Multiple locations	%	2.2	4.9	1.7	0.5	2.6
	Paris	%	1.0	1.3	2.3	0.4	0.0
	Mississauga	%	1.7	0.0	0.0	3.4	2.6
	Niagara Falls	%	0.3	0.0	0.0	1.0	0.0
	Northern/North West Brantford	%	1.0	2.6	1.7	0.0	0.0
	Brampton	%	0.3	0.0	0.0	0.0	1.6
	Ottawa	%	0.5	0.0	0.0	1.6	0.0
	Norfolk County	%	0.6	0.0	0.0	1.9	0.0
	London	%	0.3	0.0	1.1	0.0	0.0
	Simcoe	%	0.3	0.0	0.0	1.0	0.0
	Other	%	1.5	0.0	3.1	1.4	1.1
	St. Thomas	%	0.2	0.0	0.0	0.5	0.0

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – [ONLY ASK IF EMPLOYED] Approximately how long does it take you to commute from your home to your workplace (one-way trip), in minutes?	Total	Unwgt N	362	72	87	123	80
		Wgt N	396	84	92	140	80
		Mean	22.4	17.6	17.6	28.2	23.2
		Median	15.0	15.0	15.0	20.0	15.0
	1	%	0.3	0.0	1.1	0.0	0.0
	2	%	0.2	0.0	0.9	0.0	0.0
	2	%	1.4	1.0	1.3	1.5	1.9
	3	%	0.4	1.2	0.0	0.4	0.0
	4	%	0.8	0.0	2.0	0.0	1.5
	5	%	4.6	5.1	4.3	4.4	4.9
	6	%	1.7	3.6	1.1	1.2	1.3
	7	%	2.4	0.8	3.7	3.1	1.5
	8	%	1.8	1.4	3.5	0.0	3.1
	9	%	0.3	0.0	0.0	0.0	1.5
	10	%	14.2	20.7	18.5	8.1	13.2
	11	%	0.8	1.0	1.4	0.0	1.3
	12	%	3.3	0.8	5.2	3.7	3.0
	13	%	0.7	0.0	0.0	2.0	0.0
	14	%	0.1	0.0	0.0	0.4	0.0
	15	%	12.1	16.1	18.1	8.1	8.2
	16	%	0.2	0.0	0.7	0.0	0.0
	17	%	0.7	1.1	0.0	1.3	0.0
	18	%	0.5	0.0	0.0	1.4	0.0
	20	%	7.6	7.3	9.1	6.2	8.6
	25	%	3.3	2.3	2.7	4.8	2.6
	27	%	0.4	1.7	0.0	0.0	0.0
	28	%	0.2	0.0	0.0	0.6	0.0
	30	%	8.0	9.2	3.3	10.4	8.2
	32	%	0.8	0.0	0.0	1.5	1.5
	35	%	2.2	1.7	3.2	1.9	2.0
	40	%	2.9	1.7	2.1	5.5	0.8
	45	%	2.5	2.8	4.2	1.9	1.3
	50	%	1.6	0.0	1.2	3.2	1.1
	55	%	0.1	0.0	0.0	0.0	0.7
	60	%	4.0	1.5	0.7	6.7	5.8
	70	%	0.8	0.0	0.0	0.0	4.0
	75	%	0.7	0.0	0.0	1.9	0.0
	80	%	0.5	0.0	0.0	1.4	0.0
	I work from home/don't commute to work	%	16.8	19.2	10.6	16.5	21.9
	90	%	0.9	0.0	1.1	1.8	0.0

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The overall quality of life in the City of Brantford/County of Brant	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	7.1	7.0	7.2	7.3	7.0
		Median	7.0	7.0	7.0	7.0	8.0
	Very poor (0)	%	0.9	1.1	0.0	0.0	2.5
	1	%	0.9	0.9	0.4	0.7	1.3
	2	%	1.3	0.9	2.2	0.0	2.3
	3	%	2.1	3.7	1.4	1.3	1.7
	4	%	3.8	4.7	1.9	2.0	6.6
	5	%	10.0	10.9	10.7	8.3	10.0
	6	%	8.1	11.2	5.1	9.6	5.8
	7	%	24.8	20.5	30.0	33.5	15.7
	8	%	26.8	25.2	30.9	26.8	24.9
	9	%	11.7	12.4	11.9	12.4	10.0
	Very good (10)	%	8.5	8.3	5.0	5.3	15.4
	Unsure	%	1.1	0.3	0.4	0.0	3.7

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant } as a place to work	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	6.8	7.1	6.9	6.6	6.7
		Median	7.0	7.0	7.0	7.0	7.0
	Very poor (0)	%	1.3	1.2	2.1	0.6	1.5
	1	%	1.1	0.0	0.4	2.2	2.0
	2	%	1.5	0.4	1.7	2.7	1.3
	3	%	1.8	2.3	1.9	0.5	2.3
	4	%	4.4	1.9	4.2	4.1	7.7
	5	%	10.6	12.9	6.9	13.5	8.5
	6	%	10.7	10.1	7.0	15.1	10.2
	7	%	17.5	16.3	23.9	18.5	11.6
	8	%	23.7	26.6	28.8	21.7	17.5
	9	%	7.2	9.4	6.1	8.2	4.7
	Very good (10)	%	7.8	8.0	6.2	4.6	12.6
	Unsure	%	12.3	10.8	10.7	8.5	20.0

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant as a place to raise a family	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	7.4	7.3	7.5	7.6	7.3
		Median	8.0	8.0	8.0	8.0	8.0
	Very poor (0)	%	1.1	2.0	0.0	0.7	1.4
	1	%	0.7	1.6	0.0	0.0	1.0
	2	%	1.3	1.2	1.8	0.3	2.2
	3	%	2.2	1.4	2.3	1.7	3.7
	4	%	2.0	3.5	2.4	0.0	1.9
	5	%	9.4	10.5	6.1	10.3	10.2
	6	%	6.4	8.5	8.9	5.1	3.1
	7	%	17.5	11.4	20.7	23.1	15.5
	8	%	28.7	30.6	27.8	29.8	26.0
	9	%	13.7	12.7	15.6	16.0	10.6
	Very good (10)	%	14.4	15.9	12.5	12.4	16.8
	Unsure	%	2.6	0.8	2.0	0.6	7.7

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant as a safe place to live	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	6.8	6.7	6.8	7.0	6.7
		Median	7.0	7.0	7.0	7.0	7.0
	Very poor (0)	%	1.3	1.1	0.4	0.7	3.0
	1	%	1.2	1.9	0.7	0.0	2.1
	2	%	2.5	2.6	3.1	0.9	3.3
	3	%	2.7	3.0	1.9	4.2	1.4
	4	%	4.2	6.6	3.5	2.1	4.5
	5	%	13.4	13.7	13.0	12.6	14.4
	6	%	11.0	10.8	13.6	12.2	7.2
	7	%	21.3	16.9	22.0	24.5	22.6
	8	%	21.8	23.9	22.6	22.2	18.0
	9	%	9.8	8.4	12.9	11.9	6.2
	Very good (10)	%	9.7	10.2	4.5	8.7	15.4
	Unsure	%	1.2	1.0	1.9	0.0	1.9

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How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant as a place to take public transit	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	4.7	5.1	4.9	4.0	4.6
		Median	5.0	5.0	5.0	4.0	5.0
	Very poor (0)	%	10.5	10.0	9.4	11.4	11.4
	1	%	3.7	3.6	2.3	5.2	3.7
	2	%	7.1	5.3	6.3	10.6	6.1
	3	%	4.3	7.1	3.1	4.5	1.9
	4	%	7.0	4.9	10.2	9.3	3.9
	5	%	10.1	7.5	14.3	10.8	8.5
	6	%	7.6	8.0	8.1	7.2	7.1
	7	%	7.9	6.4	11.4	5.9	8.3
	8	%	7.5	12.0	9.0	4.6	3.6
	9	%	1.3	1.3	2.6	1.3	0.0
	Very good (10)	%	6.0	8.9	3.0	3.8	7.9
	Unsure	%	27.0	24.9	20.4	25.5	37.6

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant as a place where one can afford to buy a home	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	4.9	5.0	4.7	4.8	5.1
		Median	5.0	5.0	5.0	5.0	5.0
	Very poor (0)	%	6.0	6.9	9.6	4.1	3.5
	1	%	4.9	5.2	5.0	4.0	5.5
	2	%	8.3	5.0	10.9	9.9	7.9
	3	%	9.3	10.8	4.3	14.0	7.3
	4	%	8.6	10.8	6.0	11.7	5.3
	5	%	16.9	16.3	20.5	13.5	18.0
	6	%	11.5	9.5	12.8	12.3	11.6
	7	%	15.0	13.4	13.5	17.5	15.9
	8	%	9.5	8.6	13.5	8.7	7.4
	9	%	1.9	3.0	0.8	2.0	1.6
	Very good (10)	%	2.9	5.0	0.8	1.5	3.8
	Unsure	%	5.1	5.6	2.2	0.6	12.1

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - The City of Brantford/County of Brant as a place where Indigenous Peoples are welcome	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
		Mean	7.5	7.5	7.3	7.5	7.7
		Median	8.0	8.0	7.0	8.0	8.0
	Very poor (0)	%	0.9	1.7	0.0	0.3	1.3
	1	%	0.2	0.3	0.0	0.0	0.3
	2	%	1.2	2.0	0.6	1.0	1.0
	3	%	1.9	1.4	2.1	2.9	1.2
	4	%	2.7	5.9	1.2	1.3	2.0
	5	%	9.0	4.8	16.0	7.2	9.3
	6	%	7.9	6.1	10.5	11.8	3.4
	7	%	15.4	13.0	16.8	15.5	16.7
	8	%	21.9	26.6	17.7	23.4	18.6
	9	%	9.2	10.7	10.8	7.0	8.4
	Very good (10)	%	20.2	20.9	16.7	19.3	23.9
	Unsure	%	9.4	6.6	7.5	10.3	13.8

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			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – My next few questions are about housing. What type of housing do you currently live in? [SELECT ONE]	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
	Single detached family home	%	68.6	50.7	66.3	87.7	71.9
	Semi-detached home	%	4.5	7.4	4.0	3.0	2.9
	Town house	%	6.8	9.7	10.6	1.9	5.2
	Stacked town house	%	0.7	0.0	1.1	1.0	0.7
	Low rise apartment	%	3.5	5.7	3.6	1.5	3.1
	Mid rise apartment	%	4.7	7.7	5.3	0.0	5.7
	High rise apartment	%	2.6	6.0	2.5	0.0	1.6
	Bungalow/Raised bungalow	%	1.1	1.3	0.9	1.0	1.3
	Duplex	%	1.1	1.0	1.8	1.0	0.5
	Retirement home/nursing home	%	0.4	0.7	0.0	0.0	0.9
	Farm house/ Ranch	%	1.1	1.6	0.5	0.8	1.3
	Factory	%	0.4	1.1	0.3	0.0	0.0
	Fourplex	%	0.4	1.5	0.0	0.0	0.0
	Condo	%	2.4	3.5	1.9	1.8	2.1
	House (unspecified)	%	0.4	0.3	0.6	0.0	0.7
	Basement apartment	%	0.2	0.0	0.0	0.0	0.8
	Other	%	0.9	2.0	0.6	0.3	0.5
	Unsure	%	0.2	0.0	0.0	0.0	0.8

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – What is the preferred type of housing you would want to live in? [SELECT ONE]	Total	Unwgt N	745	218	173	170	184
		Wgt N	698	196	160	178	165
	Single detached family home	%	75.8	68.2	75.5	87.3	72.6
	Semi-detached home	%	1.4	2.0	1.1	0.9	1.3
	Town house	%	3.1	3.4	4.2	1.8	3.3
	Stacked town house	%	0.7	1.7	1.1	0.0	0.0
	Low rise apartment	%	2.4	3.9	1.0	0.0	4.6
	Mid rise apartment	%	3.1	4.1	2.8	1.5	3.9
	High rise apartment	%	1.3	2.6	1.3	0.0	1.2
	Bungalow/Raised bungalow	%	2.0	1.0	1.5	1.0	4.5
	Duplex	%	0.1	0.0	0.3	0.0	0.0
	Retirement home/nursing home/Senior space	%	0.2	0.9	0.0	0.0	0.0
	Farm house/ Ranch	%	2.0	4.1	1.8	0.8	1.3
	Cottage/rural area/country	%	1.4	0.7	1.9	1.7	1.6
	Fourplex	%	0.1	0.5	0.0	0.0	0.0
	Condo	%	2.1	3.3	3.0	1.4	0.5
	House (unspecified)	%	0.2	0.0	0.0	0.0	0.7
	Trailer	%	0.1	0.0	0.4	0.0	0.0
	One level house	%	0.3	0.4	0.5	0.0	0.4
	The same as current home	%	0.6	0.4	1.0	0.4	0.5
	Other	%	1.3	1.4	0.3	2.4	0.9
	Unsure	%	1.7	1.3	2.3	0.8	2.7

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – If your preferred type of housing in the City of Brantford/County of Brant was not available for the price you could afford would you consider or not consider moving out of the City of Brantford/County of Brant to a nearby community?	Total	Unwgt N	744	220	173	167	184
		Wgt N	698	198	160	176	165
	Consider	%	71.4	62.8	76.0	82.4	65.6
	Not consider	%	26.8	35.3	23.7	16.6	30.4
	Unsure	%	1.8	1.9	0.3	1.0	4.0

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 747 residents of the City of Brantford and the County of Brant, 18 years of age or older, between August 24th and September 1st, 2022. The margin of error this survey is ± 3.6 percentage points, 19 times out of 20. *Some results have been shaded due to small sample size.

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			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
	Increase	%	21.9	35.0	15.8	14.4	20.4
	Stay the same	%	34.3	28.1	39.0	37.1	34.3
	Decrease	%	38.5	33.9	42.2	46.5	31.8
	Unsure (unprompted)	%	5.3	3.1	3.0	2.0	13.5

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
	Very good	%	14.9	19.6	9.1	16.0	13.5
	Good	%	35.0	31.7	37.2	29.7	42.6
	Average	%	19.6	14.5	23.7	25.9	14.9
	Poor	%	18.0	19.9	17.9	17.4	16.4
	Very poor	%	8.4	9.2	9.8	9.6	5.0
	Unsure (unprompted)	%	4.1	5.1	2.3	1.3	7.7

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - Do you intend to buy or sell a home in the next ten years?	Total	Unwgt N	747	220	173	170	184
		Wgt N	700	198	160	178	165
	Intend to buy	%	11.1	11.2	14.1	12.0	7.2
	Intend to sell	%	11.2	10.1	14.5	10.4	10.0
	Intend to both buy and sell	%	14.0	9.2	12.5	19.7	14.9
	No	%	63.7	69.5	58.9	57.8	67.8

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		Income					
		Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer	
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] In In how many months do you think you will buy your next home? ____ months	Total	Unwgt N	154	37	35	50	32
		Wgt N	175	40	42	57	37
		Mean	45.4	40.0	36.9	56.7	38.6
		Median	36.0	24.0	36.0	48.0	36.0
	1	%	1.9	0.0	2.9	0.0	5.7
	2	%	0.8	2.3	0.0	1.0	0.0
	3	%	0.8	0.0	0.0	2.6	0.0
	5	%	0.5	0.0	2.2	0.0	0.0
	6	%	3.0	6.0	0.0	3.7	2.3
	12	%	6.4	3.8	6.9	2.2	14.9
	15	%	1.0	4.6	0.0	0.0	0.0
	18	%	1.9	0.0	2.9	3.7	0.0
	24	%	9.9	7.9	15.4	10.8	4.2
	30	%	0.8	0.0	0.0	2.5	0.0
	36	%	7.5	1.3	9.8	9.4	8.5
	48	%	3.7	0.0	7.6	2.2	5.5
	50	%	0.3	1.3	0.0	0.0	0.0
	60	%	11.8	12.7	13.9	12.6	7.3
	64	%	0.7	0.0	0.0	2.2	0.0
	72	%	1.2	2.1	0.0	0.0	3.4
	80	%	0.6	0.0	0.0	1.8	0.0
	84	%	0.3	0.0	0.0	1.0	0.0
	90	%	0.5	0.0	0.0	1.5	0.0
	96	%	0.9	0.0	1.2	1.8	0.0
	100	%	0.5	0.0	0.0	0.0	2.3
	109	%	0.5	0.0	0.0	1.5	0.0
	120	%	6.8	3.9	1.6	14.7	3.8
Unsure	%	37.7	54.0	35.5	24.9	42.3	

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] What would be your ideal location for the next home you plan on purchasing? [OPEN ENDED, USE LIST TO CODE, IF NOT IN LIST CAPTURE RESPONSE IN OTHER]	Total	Unwgt N	155	38	35	50	32
		Wgt N	176	40	42	57	37
	City of Brantford	%	21.8	26.8	25.2	22.6	11.1
	Burford	%	0.3	0.0	0.0	1.0	0.0
	Paris	%	5.4	8.8	1.2	3.5	9.2
	Oakland	%	1.4	0.0	0.0	3.2	1.5
	St. George	%	3.3	0.0	2.9	6.5	2.3
	Mississauga	%	0.6	0.0	0.0	1.8	0.0
	Mexico	%	0.5	0.0	0.0	1.6	0.0
	Waterfront/ close to water	%	2.1	0.0	0.0	4.2	3.4
	Alberta	%	1.0	0.0	0.0	1.6	2.3
	County of Brant	%	12.4	5.1	26.2	9.6	9.0
	Carlisle	%	0.8	3.5	0.0	0.0	0.0
	Cole Harbour	%	1.2	5.2	0.0	0.0	0.0
	Ayr	%	1.6	0.0	0.0	3.2	2.7
	Ontario	%	1.2	0.0	0.0	3.7	0.0
	Toronto	%	0.3	0.0	1.2	0.0	0.0
	London	%	1.3	1.3	0.0	0.0	5.0
	Other	%	0.3	0.0	0.0	1.0	0.0
	Victoria	%	0.5	0.0	0.0	1.5	0.0
	Out of Brantford/ out of the province	%	4.6	9.7	2.0	2.2	5.7
	County of Simcoe	%	0.3	0.0	1.3	0.0	0.0
	Eastern Canada	%	1.0	0.0	1.6	1.8	0.0
	North	%	1.2	0.0	2.9	0.0	2.3
	Scotland	%	0.3	0.0	0.0	1.0	0.0
	Hamilton	%	2.1	4.5	4.3	0.0	0.0
	Long-Point	%	0.7	0.0	0.0	2.2	0.0
	In the country	%	3.9	7.3	7.3	1.5	0.0
	North Brantford	%	2.0	1.7	2.4	0.0	5.1
	Muskoka	%	0.7	3.1	0.0	0.0	0.0
	Huntsville	%	0.3	1.4	0.0	0.0	0.0
	Lakeside	%	0.8	0.0	0.0	2.5	0.0
	Cambridge	%	1.2	0.0	0.0	3.7	0.0
	Haliburton	%	0.5	0.0	0.0	1.5	0.0
	Roatan	%	0.3	0.0	1.3	0.0	0.0
	Vancouver	%	0.4	0.0	1.6	0.0	0.0
	Ancaster	%	0.3	0.0	0.0	0.0	1.4
	Woodstock	%	1.0	4.5	0.0	0.0	0.0
	Canada	%	0.7	0.0	0.0	0.0	3.4
	Unsure	%	21.7	17.1	18.5	18.6	35.4

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2022-2134 – BREEA – Survey – by Income – STAT SHEET

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Do you think you are likely, somewhat likely, somewhat unlikely or unlikely to be able to purchase your next home in the ideal location that you want?	Total	Unwgt N	155	38	35	50	32
		Wgt N	176	40	42	57	37
	Likely	%	40.6	23.6	35.5	53.7	44.9
	Somewhat likely	%	26.9	35.4	30.6	20.6	22.9
	Somewhat unlikely	%	12.8	13.9	20.5	14.4	0.0
	Unlikely	%	14.8	23.6	13.4	10.4	13.5
	Unsure	%	5.0	3.5	0.0	0.9	18.7

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question - [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Why do you have that opinion? [OPEN]	Total	Unwgt N	141	36	34	47	24
		Wgt N	159	38	40	53	28
	Affordability/ cost	%	28.9	33.0	36.0	31.9	
	It is achievable financially/can afford to	%	16.1	4.5	18.4	25.9	
	Will sell own house/downsizing/equity in current house	%	11.0	12.2	8.5	14.2	
	Already own a home/other priorities/not looking	%	1.9	0.0	0.0	3.2	
	It is a goal I am working towards/will be able to in a few years	%	4.7	0.0	2.1	10.5	
	It depends on market/economy/financial situation	%	13.6	22.7	12.4	7.9	
	The availability of properties for sale/interesting properties	%	8.0	14.4	8.7	1.1	
	I have done research/am planning to buy a home soon	%	4.0	0.0	5.6	1.7	
	Have family in the area	%	0.9	0.0	0.0	2.6	
	I like the area	%	2.5	0.0	4.5	0.0	
	Other	%	6.5	10.1	1.3	0.0	
	Unsure	%	2.1	3.2	2.5	1.0	

			Income				
			Aggregate 2022-08	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 and over	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Are you interested, somewhat interested, somewhat not interested or not interested in buying a second property?	Total	Unwgt N	155	38	35	50	32
		Wgt N	176	40	42	57	37
	Interested	%	20.5	16.6	7.9	26.0	31.0
	Somewhat interested	%	14.9	10.8	19.8	18.0	9.0
	Somewhat not interested	%	1.3	0.0	4.3	0.0	1.4
	Not interested	%	55.8	61.3	58.6	51.7	52.9
	Unsure (unprompted)	%	7.5	11.4	9.4	4.4	5.7

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

		How long have you lived in the City of Brantford/County of Brant?					
		Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer	
Question – What is the main reason you live in the City of Brantford/County of Brant? [OPEN]	Total	Unwgt N	741	114	253	312	62
		Wgt N	693	126	243	242	82
	I grew up here/my hometown	%	32.5	4.6	18.9	53.5	53.9
	Affordability	%	9.2	14.2	14.1	3.7	3.8
	Central location/convenient	%	5.0	5.5	6.1	4.8	1.2
	My family/friends live here	%	9.2	16.0	11.2	5.2	4.9
	Job opportunity/ close to work/ farmer	%	15.2	17.2	20.0	11.4	9.1
	Family oriented/ to raise a family	%	0.4	0.0	0.0	1.1	0.0
	Quiet/small town/I prefer the country	%	6.8	10.4	9.1	3.8	3.5
	Bought a house	%	5.0	5.0	4.7	5.5	4.4
	Retired here/ good for seniors	%	1.1	2.4	1.3	0.6	0.0
	Education/to go to school	%	0.1	0.8	0.0	0.0	0.0
	No reason/ just live here/just ended up here	%	3.6	2.2	2.7	2.8	11.0
	Relocated from another city/province/country	%	1.7	3.6	1.0	2.0	0.0
	Health reasons/health care	%	0.5	1.5	0.8	0.0	0.0
	I like the area/nice place to live	%	6.7	11.8	7.6	3.3	6.7
	Other	%	2.3	4.3	2.4	1.3	1.5
	Unsure	%	0.6	0.7	0.4	0.9	0.0

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – If you had one piece of advice to make the City of Brantford/County of Brant a better place, what would that advice be? [OPEN]	Total	Unwgt N	733	113	248	310	62
		Wgt N	687	125	241	239	82
	No advice/nothing	%	12.2	15.6	10.6	10.9	15.7
	Better/more infrastructure (roads, hospitals, bridges)	%	8.2	7.0	9.0	7.9	8.4
	Affordable housing/lower cost of living	%	7.4	9.6	9.4	4.3	7.2
	More services and programs availability (mental health, senior services)	%	1.5	1.5	1.8	1.8	0.0
	Better leadership/listen to people	%	6.3	6.6	4.4	9.4	2.7
	Address homelessness/opioid use	%	13.8	13.7	13.7	12.0	19.6
	Stop building new homes/slow growth/keep green spaces	%	8.7	7.6	7.5	9.9	10.2
	Better traffic management	%	5.7	3.9	7.4	5.8	3.3
	Better healthcare/hospitals/LTC	%	2.1	3.4	0.5	2.8	2.5
	Clean up the city/downtown	%	10.9	6.7	13.2	12.3	6.7
	Better policing and law enforcement	%	3.5	3.9	3.6	3.2	3.5
	Spend responsibly/practice fiscal responsibility	%	1.6	0.0	1.6	1.8	3.8
	Improve public transit	%	2.1	4.1	2.0	2.0	0.0
	Create more activities/events to attract tourists	%	4.7	7.1	3.2	4.8	4.8
	Keep the golf course	%	0.4	0.0	1.3	0.0	0.0
	Lower taxes	%	2.3	0.0	2.0	4.1	1.5
	Better recycling/Green pickup/composting	%	0.8	2.0	0.4	0.8	0.0
	Other	%	3.3	1.7	3.0	3.4	6.6
	Unsure	%	4.4	5.7	5.5	2.8	3.6

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – Would you say that, overall, the City of Brantford/County of Brant is moving in the right direction or the wrong direction?	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
	Right direction	%	51.9	61.0	54.7	47.3	43.1
	Wrong direction	%	32.6	21.2	33.9	35.1	39.5
	Unsure (unprompted)	%	15.4	17.8	11.4	17.6	17.4

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	690	109	234	287	60
		Wgt N	647	120	228	221	79
	The city is growing/ development	%	13.2	13.8	14.2	10.5	16.8
	I like how it is going/ seen improvements/ they are trying/ well-run	%	11.3	14.4	13.6	10.1	3.6
	Homelessness/ drug use/ crime	%	12.1	6.8	13.3	15.4	8.0
	There are more jobs/ industry/ factories	%	7.4	6.3	8.3	8.8	2.6
	The cost of living is too high	%	2.4	1.5	2.3	2.9	2.6
	The city is attractive/ a good place to live/ safe/ convenient	%	5.8	9.1	4.8	5.5	4.2
	Not improving/ no progress/ not listening/ wrong priorities	%	7.5	10.6	5.4	6.9	10.8
	Urban sprawl/ city is growing too fast/ disappearing farmland	%	10.7	5.3	12.1	13.1	8.3
	Improvements in services/ infrastructure/ trails	%	7.0	6.5	8.0	5.8	8.6
	There is a good mayor/ council/ approachable government	%	3.1	4.0	2.8	3.3	2.3
	They closed the golf course	%	1.3	0.0	1.5	1.0	3.6
	More housing is being built/ affordable housing	%	5.4	2.1	7.6	4.9	5.3
	There needs more services/ infrastructure	%	5.4	6.0	4.4	5.1	8.3
	Because of traffic	%	0.9	0.0	1.2	1.4	0.0
	Too much government spending	%	0.8	0.0	0.6	0.8	2.3
	Lack of healthcare services	%	1.1	0.8	0.9	1.3	1.3
	I am new to the area	%	0.9	4.3	0.0	0.0	1.1
	Improvements in the downtown area	%	1.7	3.7	1.6	0.6	1.6
	It is getting more diverse	%	1.6	2.2	3.2	0.3	0.0
	Other	%	5.0	7.1	5.7	3.3	4.9
	Because of the university(ies)	%	1.9	3.1	1.6	2.1	0.0
	There isn't enough housing/ affordable housing	%	3.2	3.9	3.7	2.7	2.3
	Provincial/ federal government issues	%	1.0	0.0	1.1	1.9	0.0
	Dislike mayor/ council/ elections are coming	%	0.8	0.0	0.6	1.3	1.6
	Unsure	%	4.6	3.2	3.4	4.8	9.8

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – In what region is your workplace located?	Total	Unwgt N	338	57	140	100	41
		Wgt N	371	77	154	83	56
	City of Brantford	%	53.4	41.9	57.6	57.0	51.9
	County of Brant	%	17.0	20.0	16.6	19.5	10.5
	Kitchener-Waterloo	%	5.6	8.3	4.2	3.9	8.4
	Hamilton/Ancaster/Stoney Creek/Flamborough	%	5.7	6.2	5.9	4.2	6.9
	Cambridge	%	3.1	2.4	1.6	2.2	9.2
	Woodstock/Oxford County	%	2.7	0.0	3.3	2.1	5.7
	Burlington	%	0.8	1.2	1.4	0.0	0.0
	United States	%	0.8	0.0	0.0	1.1	3.7
	Toronto	%	1.0	2.3	0.9	0.7	0.0
	Multiple locations	%	2.2	5.0	2.7	0.0	0.0
	Paris	%	1.0	0.0	0.7	0.6	3.7
	Mississauga	%	1.7	6.5	0.8	0.0	0.0
	Niagara Falls	%	0.3	0.0	0.0	1.5	0.0
	Northern/North West Brantford	%	1.0	0.0	1.4	1.8	0.0
	Brampton	%	0.3	0.0	0.8	0.0	0.0
	Ottawa	%	0.5	2.6	0.0	0.0	0.0
	Norfolk County	%	0.6	2.4	0.4	0.0	0.0
	London	%	0.3	1.3	0.0	0.0	0.0
	Simcoe	%	0.3	0.0	0.0	1.5	0.0
	Other	%	1.5	0.0	1.8	3.2	0.0
	St. Thomas	%	0.2	0.0	0.0	0.7	0.0

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		How long have you lived in the City of Brantford/County of Brant?					
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – [ONLY ASK IF EMPLOYED] Approximately how long does it take you to commute from your home to your workplace (one-way trip), in minutes?	Total	Unwgt N	362	59	152	107	44
		Wgt N	396	80	166	91	60
		Mean	22.4	27.3	21.1	20.8	22.3
		Median	15.0	20.0	15.0	15.0	15.0
	1	%	0.3	0.0	0.6	0.0	0.0
	2	%	0.2	0.0	0.0	0.9	0.0
	2	%	1.4	1.1	1.3	3.0	0.0
	3	%	0.4	1.3	0.3	0.0	0.0
	4	%	0.8	0.0	1.1	1.4	0.0
	5	%	4.6	1.5	4.9	4.5	8.2
	6	%	1.7	2.5	1.2	0.7	3.4
	7	%	2.4	0.0	4.5	2.2	0.0
	8	%	1.8	2.5	0.3	2.7	3.4
	9	%	0.3	0.0	0.0	1.4	0.0
	10	%	14.2	18.2	11.4	16.3	13.7
	11	%	0.8	0.0	0.6	2.3	0.0
	12	%	3.3	1.5	4.8	0.6	5.6
	13	%	0.7	0.0	0.9	0.0	2.4
	14	%	0.1	0.0	0.3	0.0	0.0
	15	%	12.1	8.8	16.7	11.0	5.6
	16	%	0.2	0.0	0.0	0.7	0.0
	17	%	0.7	1.5	0.6	0.6	0.0
	18	%	0.5	0.0	1.2	0.0	0.0
	20	%	7.6	5.4	7.4	9.8	7.5
	25	%	3.3	1.1	3.5	1.7	8.3
	27	%	0.4	0.0	0.9	0.0	0.0
	28	%	0.2	0.0	0.0	0.9	0.0
	30	%	8.0	12.6	5.4	7.9	9.4
	32	%	0.8	2.6	0.7	0.0	0.0
	35	%	2.2	1.8	2.9	2.7	0.0
	40	%	2.9	2.2	3.3	2.1	4.2
	45	%	2.5	2.5	2.1	4.8	0.0
	50	%	1.6	3.7	1.4	1.2	0.0
	55	%	0.1	0.0	0.0	0.0	0.9
	60	%	4.0	2.5	3.2	3.3	9.3
	70	%	0.8	2.5	0.7	0.0	0.0
	75	%	0.7	3.3	0.0	0.0	0.0
	80	%	0.5	2.5	0.0	0.0	0.0
	I work from home/don't commute to work	%	16.8	18.2	16.3	15.8	18.2
	90	%	0.9	0.0	1.4	1.4	0.0

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - The overall quality of life in the City of Brantford/County of Brant	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
		Mean	7.1	7.2	7.2	7.1	6.5
		Median	7.0	7.0	7.0	8.0	7.0
	Very poor (0)	%	0.9	0.8	1.2	0.9	0.0
	1	%	0.9	0.0	0.0	1.9	1.5
	2	%	1.3	1.3	1.5	0.4	3.4
	3	%	2.1	1.9	1.1	2.1	5.7
	4	%	3.8	0.0	3.2	4.0	11.0
	5	%	10.0	9.5	9.3	9.9	12.8
	6	%	8.1	9.7	8.5	6.8	8.7
	7	%	24.8	31.7	26.4	22.4	17.0
	8	%	26.8	23.1	28.0	30.3	19.0
	9	%	11.7	12.5	11.6	12.9	7.4
	Very good (10)	%	8.5	6.7	8.8	7.7	12.3
Unsure	%	1.1	2.8	0.3	0.8	1.2	

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - The City of Brantford/County of Brant as a place to work	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
		Mean	6.8	6.5	6.9	7.1	6.5
		Median	7.0	7.0	7.0	8.0	7.0
	Very poor (0)	%	1.3	1.5	1.0	1.6	1.2
	1	%	1.1	0.0	0.0	1.4	5.6
	2	%	1.5	2.8	0.8	0.6	4.0
	3	%	1.8	2.9	1.8	1.2	1.5
	4	%	4.4	5.1	3.9	3.6	6.6
	5	%	10.6	10.1	14.7	7.7	7.9
	6	%	10.7	15.6	9.5	8.5	13.1
	7	%	17.5	11.2	19.3	16.9	23.6
	8	%	23.7	21.1	24.6	27.5	13.8
	9	%	7.2	5.5	7.3	8.7	5.6
	Very good (10)	%	7.8	4.1	5.9	9.7	13.6
Unsure	%	12.3	20.1	11.1	12.5	3.5	

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - The City of Brantford/County of Brant as a place to raise a family	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
		Mean	7.4	7.4	7.3	7.7	7.0
		Median	8.0	8.0	8.0	8.0	8.0
	Very poor (0)	%	1.1	0.8	1.6	0.5	1.5
	1	%	0.7	1.6	0.0	1.1	0.0
	2	%	1.3	1.4	1.0	2.1	0.0
	3	%	2.2	0.5	3.1	0.6	7.0
	4	%	2.0	1.6	1.9	1.5	4.5
	5	%	9.4	11.6	7.7	8.4	13.8
	6	%	6.4	4.1	9.2	4.9	6.2
	7	%	17.5	18.5	19.1	15.6	16.2
	8	%	28.7	27.5	29.1	29.9	25.4
	9	%	13.7	13.5	13.6	15.8	8.0
	Very good (10)	%	14.4	14.1	10.9	17.6	16.0
	Unsure	%	2.6	4.7	2.6	1.9	1.5

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

		How long have you lived in the City of Brantford/County of Brant?					
		Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer	
Question - The City of Brantford/County of Brant as a safe place to live	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
		Mean	6.8	7.1	6.7	6.8	6.5
		Median	7	8	7	7	7
	Very poor (0)	%	1.3	0.8	1.5	1.2	1.5
		1 %	1.2	1.6	0.5	1.2	2.5
		2 %	2.5	1.1	3.8	2.7	0
		3 %	2.7	2	3.6	2.6	1.5
		4 %	4.2	3	4.9	3.3	6.6
		5 %	13.4	13.7	10.4	13.5	21.9
		6 %	11	10.2	11.6	11	10.2
		7 %	21.3	16	24.6	20.3	22.9
		8 %	21.8	24.5	17	27.7	14.2
		9 %	9.8	12.4	11.4	7.7	7.3
	Very good (10)	%	9.7	13.1	9.2	8.3	10.2
	Unsure	%	1.2	1.7	1.5	0.5	1.2

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - The City of Brantford/County of Brant as a place to take public transit	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
		Mean	4.7	4.3	4.2	5.2	5.3
		Median	5.0	4.0	4.0	5.0	5.0
	Very poor (0)	%	10.5	18.3	10.6	7.2	8.0
	1	%	3.7	1.5	5.2	3.4	4.0
	2	%	7.1	7.0	9.9	4.2	7.2
	3	%	4.3	4.9	5.6	4.2	0.0
	4	%	7.0	10.6	7.1	5.8	4.3
	5	%	10.1	7.5	9.5	12.2	9.9
	6	%	7.6	4.9	8.5	9.8	2.7
	7	%	7.9	4.7	7.6	9.0	10.0
	8	%	7.5	8.6	6.6	9.1	3.7
	9	%	1.3	1.6	0.8	1.2	2.2
	Very good (10)	%	6.0	8.2	3.3	5.8	11.2
	Unsure	%	27.0	22.0	25.3	28.1	36.8

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			How long have you lived in the City of Brantford/County of Brant?					
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer	
Question - The City of Brantford/County of Brant as a place where one can afford to buy a home	Total	Unwgt N	747	116	255	314	62	
		Wgt N	700	128	246	244	82	
		Mean	4.9	5.2	4.8	5.1	4.1	
		Median	5	5	5	5	3	
	Very poor (0)	%	6	5.1	6.6	6.1	5.3	
		1	%	4.9	3.8	3.1	6.2	8.2
		2	%	8.3	3.6	10.3	6	16.1
		3	%	9.3	7.5	9.7	6.5	19.2
		4	%	8.6	12.5	8.6	7.5	6.1
		5	%	16.9	17.3	18.2	15.4	17.2
		6	%	11.5	14.3	12.3	10.7	7.1
		7	%	15	13.5	14.3	18.4	9.7
		8	%	9.5	7.4	8.5	13.5	3.5
		9	%	1.9	2.9	1.8	2.2	0
	Very good (10)	%	2.9	4.7	2.2	1.9	4.8	
		Unsure	%	5.1	7.4	4.2	5.5	3

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

How would you rate the City of Brantford/County of Brant on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

		How long have you lived in the City of Brantford/County of Brant?							
		Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer			
Question - The City of Brantford/County of Brant as a place where Indigenous Peoples are welcome		Unwgt N	747	116	255	314	62		
		Total	Wgt N	700	128	246	244	82	
			Mean	7.5	7.4	7.4	7.6	7.7	
			Median	8	8	8	8	8	
		Very poor (0)	%	0.9	1.6	1.4	0.3	0	
			1	%	0.2	0	0.3	0.2	0
			2	%	1.2	0.4	1.4	1.8	0
			3	%	1.9	0.7	2.5	2.4	0.7
			4	%	2.7	4.1	1.8	2.4	4.2
			5	%	9	8	9.9	8	11
			6	%	7.9	9.9	7.7	7.6	6.7
			7	%	15.4	14.7	17.1	14.7	13.5
			8	%	21.9	24	17.2	23.7	27
			9	%	9.2	7.6	8.3	9.9	12.8
		Very good (10)	%	20.2	17	21.8	20.7	19.3	
			Unsure	%	9.4	12	10.7	8.3	5

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – My next few questions are about housing. What type of housing do you currently live in? [SELECT ONE]	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
	Single detached family home	%	68.6	60.4	72.2	69.9	67.1
	Semi-detached home	%	4.5	1.4	6.2	3.1	7.7
	Town house	%	6.8	8.2	7.0	6.2	6.3
	Stacked town house	%	0.7	1.4	0.7	0.5	0.0
	Low rise apartment	%	3.5	6.4	2.4	4.4	0.0
	Mid rise apartment	%	4.7	11.3	1.8	3.1	8.0
	High rise apartment	%	2.6	2.8	2.2	2.6	3.7
	Bungalow/Raised bungalow	%	1.1	1.3	0.3	1.9	0.8
	Duplex	%	1.1	0.0	2.4	0.6	0.0
	Retirement home/nursing home	%	0.4	0.4	0.0	1.0	0.0
	Farm house/ Ranch	%	1.1	0.0	1.8	0.7	1.7
	Factory	%	0.4	1.6	0.0	0.2	0.0
	Fourplex	%	0.4	0.0	0.3	0.9	0.0
	Condo	%	2.4	1.3	1.0	3.9	3.5
	House (unspecified)	%	0.4	0.8	0.5	0.2	0.0
	Basement apartment	%	0.2	1.0	0.0	0.0	0.0
	Other	%	0.9	1.6	1.1	0.3	1.1
	Unsure	%	0.2	0.0	0.0	0.5	0.0

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – What is the preferred type of housing you would want to live in? [SELECT ONE]	Total	Unwgt N	745	116	255	312	62
		Wgt N	698	128	246	242	82
	Single detached family home	%	75.8	72.3	79.4	72.9	79.0
	Semi-detached home	%	1.4	0.5	2.3	1.1	0.7
	Town house	%	3.1	4.5	2.6	3.5	1.7
	Stacked town house	%	0.7	1.6	0.5	0.8	0.0
	Low rise apartment	%	2.4	2.2	1.7	2.8	3.5
	Mid rise apartment	%	3.1	5.0	1.9	2.5	5.5
	High rise apartment	%	1.3	1.6	1.5	1.5	0.0
	Bungalow/Raised bungalow	%	2.0	1.9	1.4	2.9	1.2
	Duplex	%	0.1	0.0	0.0	0.2	0.0
	Retirement home/nursing home/Senior space	%	0.2	0.9	0.0	0.2	0.0
	Farm house/ Ranch	%	2.0	1.9	2.8	1.1	3.0
	Cottage/rural area/country	%	1.4	2.1	2.6	0.0	1.1
	Fourplex	%	0.1	0.0	0.0	0.4	0.0
	Condo	%	2.1	0.7	0.9	3.6	3.5
	House (unspecified)	%	0.2	0.0	0.5	0.0	0.0
	Trailer	%	0.1	0.0	0.0	0.3	0.0
	One level house	%	0.3	0.0	0.3	0.7	0.0
	The same as current home	%	0.6	0.7	0.0	1.3	0.0
	Other	%	1.3	0.0	1.5	2.2	0.0
	Unsure	%	1.7	4.0	0.5	2.0	0.8

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – If your preferred type of housing in the City of Brantford/County of Brant was not available for the price you could afford would you consider or not consider moving out of the City of Brantford/County of Brant to a nearby community?	Total	Unwgt N	744	115	253	314	62
		Wgt N	698	127	245	244	82
	Consider	%	71.4	75.7	78.6	63.4	67.4
	Not consider	%	26.8	23.7	20.7	34.7	26.1
	Unsure	%	1.8	0.7	0.7	1.9	6.5

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			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
	Increase	%	21.9	20.4	22.2	21.4	25.0
	Stay the same	%	34.3	39.4	36.3	30.9	30.6
	Decrease	%	38.5	35.9	37.8	41.8	34.8
	Unsure (unprompted)	%	5.3	4.3	3.7	5.9	9.6

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
	Very good	%	14.9	12.6	14.6	16.6	13.9
	Good	%	35.0	36.3	33.5	37.4	30.5
	Average	%	19.6	15.1	24.2	18.8	15.2
	Poor	%	18.0	20.5	17.2	16.6	20.1
	Very poor	%	8.4	9.2	8.5	6.3	13.5
	Unsure (unprompted)	%	4.1	6.3	2.0	4.2	6.7

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - Do you intend to buy or sell a home in the next ten years? [SELECT ONE]	Total	Unwgt N	747	116	255	314	62
		Wgt N	700	128	246	244	82
	Intend to buy	%	11.1	20.1	15.2	2.7	10.2
	Intend to sell	%	11.2	10.1	7.5	13.8	16.3
	Intend to both buy and sell	%	14.0	12.0	18.7	12.0	8.6
	No	%	63.7	57.8	58.6	71.6	65.0

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] In In how many months do you think you will buy your next home? ____ months	Total	Unwgt N	154	29	70	44	11
		Wgt N	175	41	83	36	15
		Mean	45.4		52.1	48.3	
		Median	36.0		48.0	36.0	
	1	%	1.9		1.5	0.0	
	2	%	0.8		1.1	1.6	
	3	%	0.8		1.1	0.0	
	5	%	0.5		0.0	2.6	
	6	%	3.0		3.5	1.4	
	12	%	6.4		1.8	8.5	
	15	%	1.0		0.0	0.0	
	18	%	1.9		4.0	0.0	
	24	%	9.9		7.3	12.4	
	30	%	0.8		0.0	0.0	
	36	%	7.5		7.6	5.7	
	48	%	3.7		4.7	0.0	
	50	%	0.3		0.0	1.4	
	60	%	11.8		18.1	3.4	
	64	%	0.7		0.0	3.5	
	72	%	1.2		1.5	0.0	
	80	%	0.6		1.2	0.0	
	84	%	0.3		0.0	0.0	
	90	%	0.5		0.0	2.4	
	96	%	0.9		1.2	1.4	
	100	%	0.5		0.0	0.0	
	109	%	0.5		0.0	2.4	
	120	%	6.8		9.5	7.1	
	Unsure	%	37.7		35.8	46.1	

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] What would be your ideal location for the next home you plan on purchasing? [OPEN ENDED, USE LIST TO CODE, IF NOT IN LIST CAPTURE RESPONSE IN OTHER]	Total	Unwgt N	155	29	71	44	11
		Wgt N	176	41	84	36	15
	City of Brantford	%	21.8		18.8	24.6	
	Burford	%	0.3		0.7	0.0	
	Paris	%	5.4		0.0	5.8	
	Oakland	%	1.4		2.9	0.0	
	St. George	%	3.3		4.8	2.4	
	Mississauga	%	0.6		1.2	0.0	
	Mexico	%	0.5		1.1	0.0	
	Waterfront/ close to water	%	2.1		2.9	0.0	
	Alberta	%	1.0		2.1	0.0	
	County of Brant	%	12.4		16.5	11.2	
	Carlisle	%	0.8		1.7	0.0	
	Cole Harbour	%	1.2		0.0	0.0	
	Ayr	%	1.6		0.0	0.0	
	Ontario	%	1.2		0.0	5.8	
	Toronto	%	0.3		0.6	0.0	
	London	%	1.3		2.8	0.0	
	Other	%	0.3		0.0	0.0	
	Victoria	%	0.5		1.0	0.0	
	Out of Brantford/ out of the province	%	4.6		4.0	2.4	
	County of Simcoe	%	0.3		0.7	0.0	
	Eastern Canada	%	1.0		0.0	1.9	
	North	%	1.2		0.0	5.8	
	Scotland	%	0.3		0.0	1.6	
	Hamilton	%	2.1		2.2	0.0	
	Long-Point	%	0.7		0.0	0.0	
	In the country	%	3.9		3.5	0.0	
	North Brantford	%	2.0		1.0	7.5	
	Muskoka	%	0.7		1.5	0.0	
	Huntsville	%	0.3		0.0	1.6	
	Lakeside	%	0.8		0.0	0.0	
	Cambridge	%	1.2		0.0	0.0	
	Haliburton	%	0.5		0.0	2.4	
	Roatan	%	0.3		0.7	0.0	
	Vancouver	%	0.4		0.0	1.9	
	Ancaster	%	0.3		0.6	0.0	
	Woodstock	%	1.0		2.2	0.0	
	Canada	%	0.7		1.5	0.0	
	Unsure	%	21.7		25.1	25.2	

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2022-2134 – BREEA – Survey – by Length of Time Living in City/County – STAT SHEET

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Do you think you are likely, somewhat likely, somewhat unlikely or unlikely to be able to purchase your next home in the ideal location that you want?	Total	Unwgt N	155	29	71	44	11
		Wgt N	176	41	84	36	15
	Likely	%	40.6		34.3	59.1	
	Somewhat likely	%	26.9		19.7	19.9	
	Somewhat unlikely	%	12.8		20.3	9.0	
	Unlikely	%	14.8		23.4	7.7	
	Unsure	%	5.0		2.3	4.3	

			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question - [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Why do you have that opinion? [OPEN]	Total	Unwgt N	141	28	66	38	9
		Wgt N	159	39	77	31	12
	Affordability/ cost	%	28.9		40.3	23.0	
	It is achievable financially/can afford to	%	16.1		10.7	14.2	
	Will sell own house/downsizing/equity in current house	%	11.0		12.0	19.0	
	Already own a home/other priorities/not looking	%	1.9		1.1	2.7	
	It is a goal I am working towards/will be able to in a few years	%	4.7		1.1	6.6	
	It depends on market/economy/financial situation	%	13.6		11.1	8.3	
	The availability of properties for sale/interesting properties	%	8.0		6.4	10.7	
	I have done research/am planning to buy a home soon	%	4.0		1.2	10.9	
	Have family in the area	%	0.9		1.8	0.0	
	I like the area	%	2.5		3.5	0.0	
	Other	%	6.5		6.5	4.5	
	Unsure	%	2.1		4.3	0.0	

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			How long have you lived in the City of Brantford/County of Brant?				
			Aggregate 2022-08	Ten years or less	Eleven to thirty years	More than thirty years	Prefer not to answer
Question – [ASK IF INTENDS TO BUY IN THE NEXT TEN YEARS] Are you interested, somewhat interested, somewhat not interested or not interested in buying a second property?	Total	Unwgt N	155	29	71	44	11
		Wgt N	176	41	84	36	15
	Interested	%	20.5		18.0	8.6	
	Somewhat interested	%	14.9		15.3	7.3	
	Somewhat not interested	%	1.3		0.6	0.0	
	Not interested	%	55.8		55.7	80.3	
	Unsure (unprompted)	%	7.5		10.5	3.7	

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