A close-up photograph of a hand holding a silver keychain shaped like a house. The hand is positioned near a white door handle. The background is a blurred interior space with light coming from a window.


Strong majority say there is not enough affordable housing in Quinte West, Belleville and Prince Edward County.

Survey | Summary

Conducted by Nanos for the Quinte & District Association of REALTORS®, March 2023

Submission 2023-2288





The research gauged the opinions among residents of the City Quinte West, the City of Belleville and Prince Edward, 18 years of age or older on their impression of their City/County, their real estate preferences and how they value real estate, as well as their behaviours regarding real estate in the past and in the future.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 746 residents of Quinte West, Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the City of Quinte West, the City of Belleville and Prince Edward County.

The research was commissioned by the Quinte & District Association of REALTORS® and was conducted by Nanos Research.

# Key Findings



## Overwhelming proportion of residents say there is not enough affordable housing in Quinte West/Belleville/Prince Edward County

Most respondents ([81%](#)) say there is not enough affordable housing in their city/county, while [four per cent](#) say there is about the right amount, and [13 per cent are unsure](#). Prince Edward County residents are more likely to say there is not enough affordable housing ([89%](#)) than Quinte West ([79%](#)) and Belleville ([79%](#)) residents.



## Advice to the City of Quinte West, Belleville and Prince Edward County

When participants were asked to provide a piece of advice, residents of Quinte West most often said to repair the roads ([12%](#)), nothing ([11%](#)) and more housing/affordable housing ([eight per cent](#)), while residents of Belleville most often said more housing/affordable housing ([14%](#)), to repair the roads ([nine per cent](#)) and find a solution to the homelessness situation ([eight per cent](#)). In the case of residents of Prince Edward County, the most common responses were more housing/affordable housing ([14%](#)), to repair the roads ([12%](#)) and less tourism/AirBNB's ([12%](#)).



## Quinte West and Belleville residents are more likely to say their City is going in the right direction than residents of Prince Edward County

Over two in three residents of Quinte West ([68%](#)) and Belleville ([64%](#)) say that the City is going in the right direction, while [38 per cent](#) of residents of Prince Edward County say it is going in the right direction. When asked why they have that opinion, residents of Prince Edward County were more likely to say that there is a lot of development/construction ([21%](#)), while residents of Quinte West and Belleville were more likely to say that it is a good place to live ([18% and 16%](#), respectively).



# Key Findings



**The Quinte West, Belleville and Prince Edward County rated highly as a safe places to live and to raise a family**

When asked to rate a series of attributes of Quinte West, Belleville and Prince Edward county, residents rate the Cities/County highest as a safe place to live ([means of 7.5, 7.3 and 8.4, respectively](#)), as a place to raise a family ([means of 7.4, 7.5 and 7.2](#)) and the overall quality of life ([means of 7.2, 7.3 and 7.5](#)). The lowest-ranked attributes for the Cities of Quinte West and Belleville and Prince Edward County are as places where one can afford to buy a first home ([means of 4.9, 5.1 and 2.5](#)) and as places to take public transit ([means of 4.6, 6.1 and 2.4](#))



**Belleville residents are most likely to say addressing homelessness/drugs is needed to improve downtown**

When participants were asked what could be done to improve downtown, residents of Quinte West most often said more/better stores/businesses ([37%](#)), better/more/free parking ([15%](#)) and aesthetic improvements/ clean-up/ green spaces ([13%](#)), while residents of Belleville most often said to address homelessness/drugs ([26%](#)), more/better stores/businesses ([22%](#)) and better/more/free parking ([13%](#)). Residents of Prince Edward County most often said better/more/free parking ([23%](#)), nothing/good as-is/improvements made ([15%](#)) and to address the traffic/crowding ([13%](#)).



**A majority of residents have access to stable high-speed internet all the time or most of the time.**

A little under eight in ten residents of the combined sample of Quinte West, Belleville and Prince Edward county report they have access to stable high-speed internet all the time ([51%](#)) or most of the time ([28%](#)). Residents of Belleville are more likely to say they have access to high-speed internet all the time ([63%](#)) than residents of Quinte West ([43%](#)) and Prince Edward County ([38%](#)).



# Key Findings

7

## Buying a home seen positively as a good investment by the majority

More residents of Quinte West, Belleville and Prince Edward County say that buying a home is a very good ([14%](#)) or good ([39%](#)) investment than a poor ([13%](#)) or very poor ([5%](#)) investment, while over one in five ([21%](#)) said it was an average investment.

8

## The preferred housing type in all three geographies is the single detached family home

Participants overwhelmingly choose the single detached family home as their preferred type of housing they would want to live in, with [78 per cent](#) of Quinte West residents, [75 per cent](#) of Belleville residents and [82 per cent](#) of Prince Edward County residents who say so. Most also currently live in single detached family homes, with [70 per cent](#) who report so in Quinte West, [62 per cent](#) in Belleville and [79 per cent](#) in Prince Edward County.

9

## Prince Edward County residents much more likely to say there are too many short-term accommodations.

Two in three ([66%](#)) residents in Prince Edward County say there are too many short-term accommodations, while [seven per cent](#) say so in Belleville, and [eight per cent](#) in Quinte West.



## Impressions of Quinte West, Belleville and Prince Edward County

“

Residents of Quinte West, Belleville and Prince Edward county rate the Cities/County highest as a safe place to live (means of 7.5, 7.3 and 8.4, respectively), as a place to raise a family (means of 7.4, 7.5 and 7.2) and the overall quality of life (means of 7.2, 7.3 and 7.5).

”

# Living in Quinte West/Belleville/Prince Edward County

Q – What is the main reason you live in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]

	Total (n=739)	Quinte West (n=249)	Belleville (n=248)	Prince Edward County (n=242)
<b>TOP RESPONSES</b> I grew up here/my hometown/lived here for a long time	<b>22.9%</b>	19.0%	23.6%	28.1%
Job opportunity/close to work/own a business/farm	<b>19.2%</b>	24.4%	18.6%	11.1%
My family/friends/significant other live here	<b>11.6%</b>	10.3%	13.6%	9.9%
I like the area/nice place to live/lifestyle	<b>9.6%</b>	9.1%	7.5%	14.9%
Retired here/ good for seniors	<b>8.4%</b>	7.0%	8.1%	11.4%
No reason/ just live here/just ended up here	<b>4.2%</b>	4.7%	4.9%	1.7%
Bought a home/own property here	<b>4.1%</b>	2.8%	4.3%	5.8%
Affordability	<b>3.5%</b>	6.1%	1.3%	3.7%
Relocated from another city/province/country	<b>3.3%</b>	4.1%	2.8%	2.9%
Due to military posting/family's military posting/retired from military	<b>3.0%</b>	6.8%	1.0%	0.3%

Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=739, accurate 3.6 percentage points plus or minus, 19 times out of 20.

# Advice to make the cities/county a better place

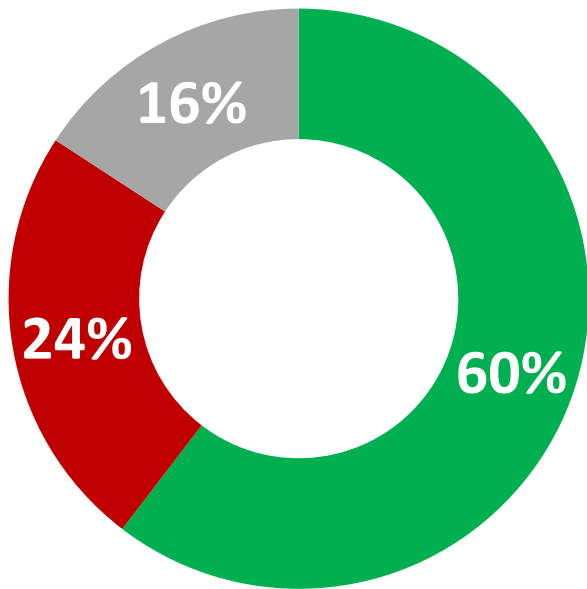
Q – If you had one piece of advice to make the City of Quinte West/the City of Belleville/Prince Edward County a better place, what would that advice be? [OPEN]

	Total (n=719)	Quinte West (n=243)	Belleville (n=241)	Prince Edward County (n=235)	
TOP RESPONSES	More housing / Affordable housing	11.8%	7.7%	14.3%	14.1%
	Repair roads	10.9%	12.1%	9.2%	12.2%
	Nothing	8.1%	10.7%	7.2%	5.3%
	Better healthcare / Social Services	7.0%	6.7%	5.8%	9.8%
	Reduce living costs (Taxes, Bills, etc.)	6.9%	6.2%	6.4%	9.5%
	Better Transit	5.3%	5.5%	6.8%	1.6%
	Solution to homeless situation	4.6%	2.8%	7.8%	1.0%
	Invest in the downtown	4.0%	5.4%	4.6%	-
	Unsure	11.3%	12.6%	12.0%	7.3%

Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=719, accurate 3.7 percentage points plus or minus, 19 times out of 20.



# Right vs wrong direction



■ Right Direction ■ Wrong Direction ■ Unsure

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
Right direction	<b>68.4%</b>	<b>63.8%</b>	<b>38.4%</b>	<b>63.1%</b>	<b>61.1%</b>	<b>60.2%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>63.5%</b>	<b>57.6%</b>	<b>57.5%</b>	<b>53.2%</b>	<b>65.6%</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>58.0%</b>	<b>64.6%</b>	<b>61.5%</b>			

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Would you say that, overall, the City of Quinte West/the City of Belleville/Prince Edward County is moving in the right direction or the wrong direction?

Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Reason for saying the city/county is going in the right or wrong direction

Q – Why do you have that opinion? [OPEN]

	Total (n=687)	Quinte West (n=234)	Belleville (n=223)	Prince Edward County (n=130)	
TOP RESPONSES	It's a good place to live/clean	15.2%	17.5%	16.3%	8.7%
	Population and the city are growing	15.2%	12.3%	15.8%	19.0%
	A lot of development/construction	13.0%	12.4%	9.6%	20.8%
	A lot of progress has been done/doing the best they can	10.7%	11.0%	12.5%	6.7%
	Increasing cost of living/housing	6.8%	3.7%	5.4%	15.1%
	There are more opportunities/new jobs	6.4%	10.7%	5.0%	1.7%
	Have good mayor/city council	6.1%	6.5%	7.5%	2.6%
	Don't see change/We need a change	6.0%	8.0%	4.8%	4.6%
	More/better services/stores available	5.5%	5.1%	7.7%	1.8%
	Unsure	4.9%	4.1%	7.3%	1.7%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=687, accurate 3.7 percentage points plus or minus, 19 times out of 20.

# Reason for saying the City/County is going in the right or wrong direction – Quinte West

## 68% of residents who say right direction

- 24% say it's a good place to live/clean
- 17% say population and the city is growing
- 15% say a lot of progress has been made/doing the best they can
- 14% say there is a lot of development/construction
- 14% say there are more opportunities/ new jobs

## 20% of residents who say wrong direction

- 16% say don't see change/we need a change
- 15% say people in power (Mayor, council) do nothing/ they don't care about residents
- 13% say taxes are too high
- 12% say the increase of cost of living/housing
- 12% say there is a lot of development/construction

Q – Why do you have that opinion? [OPEN]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=216, accurate 6.7 percentage points plus or minus, 19 times out of 20.

# Reason for saying the City/County is going in the right or wrong direction – Belleville

## 64% of residents who say right direction

- 23% say it's a good place to live/clean
- 21% say population and the city are growing
- 18% say a lot of progress has been made/doing the best they can
- 12% say a lot of development/construction
- 11% say they have a good mayor/city council
- 10% say more/better services/ stores available

## 18% of residents who say wrong direction

- 17% say Increasing cost of living/housing
- 15% say crime is increasing/don't feel safe
- 13% say no doctors/long wait times
- 13% say homelessness issue
- 10% say people in power (Mayor, council) do nothing/ they don't care about residents

Q – Why do you have that opinion? [OPEN]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=195, accurate 7.0 percentage points plus or minus, 19 times out of 20.

# Reason for saying the City/County is going in the right or wrong direction – Prince Edward County

## 38% of residents who say right direction

- 19% say it's a good place to live/clean
- 19% say population and the county are growing
- 16% say a lot of development/construction
- 15% say a lot of progress has been done/doing the best they can
- 7% say they have good mayor/city council

## 46% of residents who say wrong direction

- 29% say there is a lot of development/construction
- 24% say Increasing cost of living/housing
- 20% say the population and the county are growing
- 18% say everything goes into tourism
- 8% say people in power (Mayor, council) do nothing/ they don't care about residents

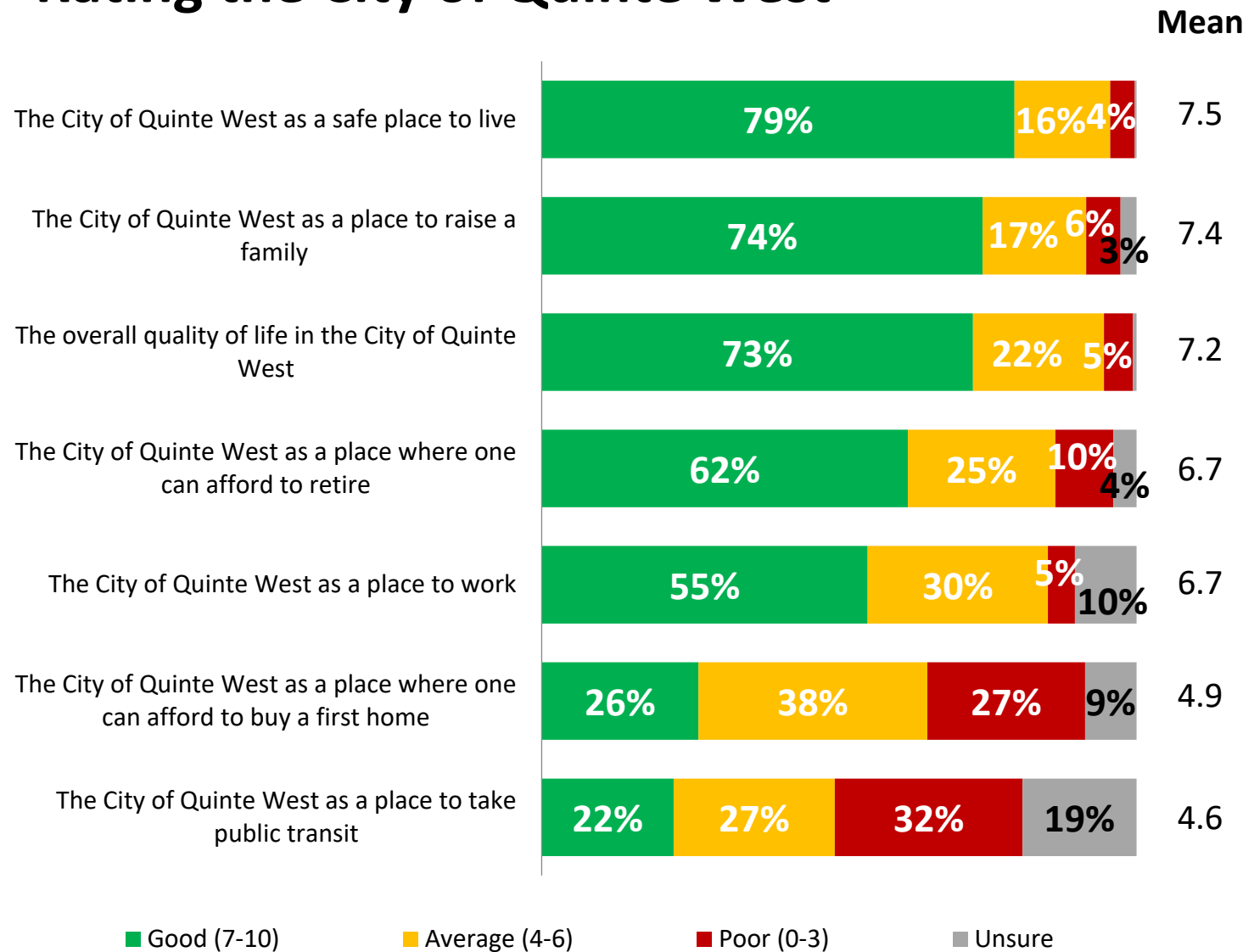
Q – Why do you have that opinion? [OPEN]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=199, accurate 7.0 percentage points plus or minus, 19 times out of 20.

Residents of the City of Quinte West rate their city the highest as a safe place to live (mean of 7.5), followed by the City as a place to raise a family (mean of 7.4) and the overall quality of life in the City (mean of 7.2). However, the City of Quinte West as a place to take public transit (mean of 4.6), and the City as a place where one can afford to buy a first home (mean of 4.9) received a lower rating.

Q – How would you rate the City of Quinte West on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

## Rating the City of Quinte West

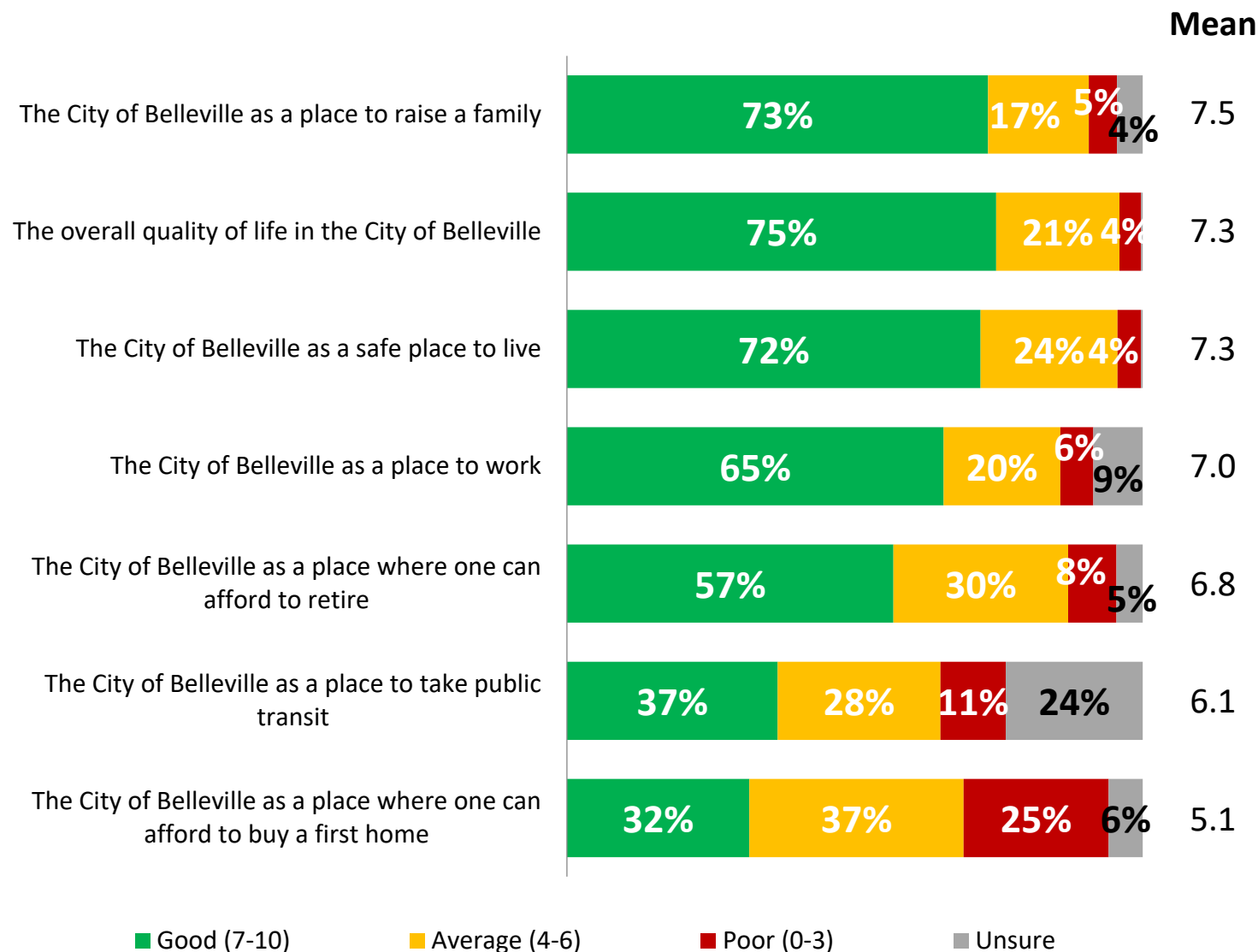


\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=254, accurate 6.1 percentage points plus or minus, 19 times out of 20.

The City of Belleville as a place to raise a family (mean of 7.5), the overall quality of life in the City (mean of 7.3) and the City as a safe place to live (mean of 7.3) were the best-rated, while the City of Belleville as a place to take public transit (mean of 6.1) and the City as a place where one can afford to buy a first home (mean of 5.1) were the lowest-rated by its inhabitants.

# Rating the City of Belleville



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

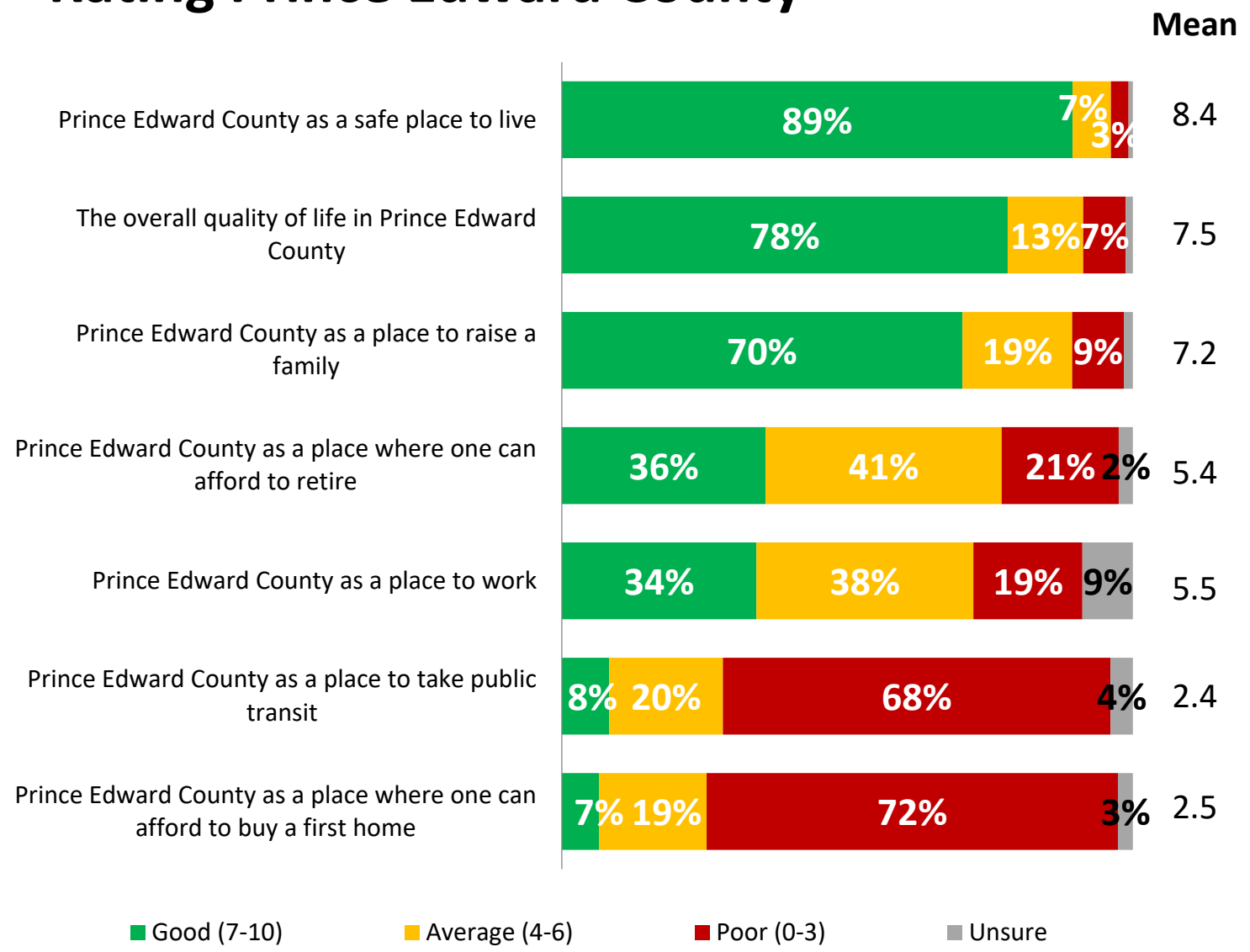
Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=250, accurate 6.2 percentage points plus or minus, 19 times out of 20.



Q – How would you rate the the City of Belleville on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

# Rating Prince Edward County

Although Prince Edward County was rated higher than other regions as a safe place to live (mean of 8.4), residents rated Prince Edward County lower as a place where one can afford to buy a first home (mean of 2.5), as a place to take public transit (mean of 2.4) and as a place to work (mean of 5.5).



Q – How would you rate Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

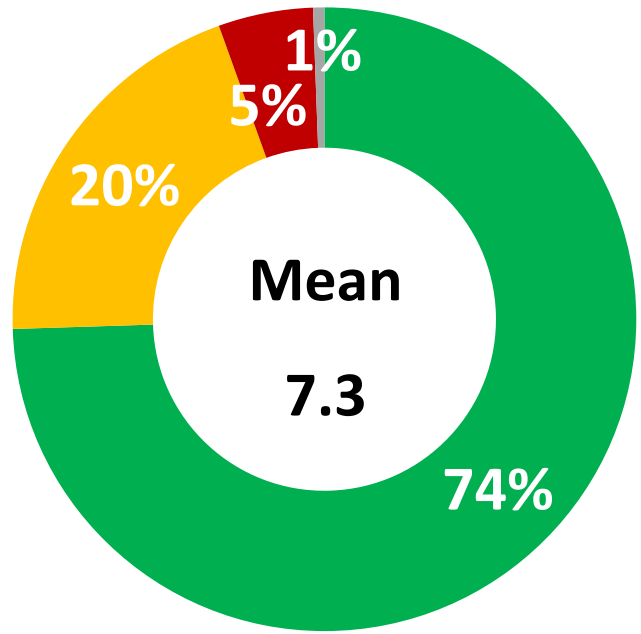
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=242, accurate 6.3 percentage points plus or minus, 19 times out of 20.





# Rating the overall quality of life



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

Mean

City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>7.2</b>	<b>7.3</b>	<b>7.5</b>	<b>7.4</b>	<b>7.2</b>	<b>7.5</b>
Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
<b>7.3</b>	<b>7.3</b>	<b>6.6</b>	<b>7.0</b>	<b>7.8</b>	
Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
<b>7.2</b>	<b>7.5</b>	<b>7.2</b>			

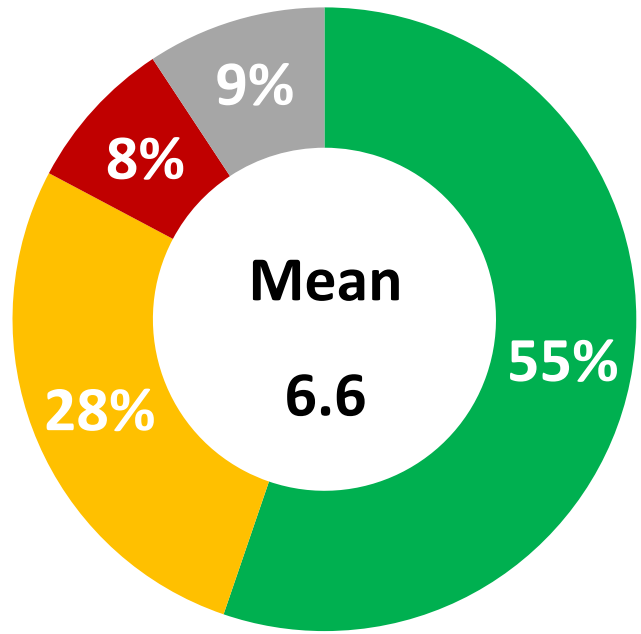
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The overall quality of life in the City of Quinte West/the City of Belleville/Prince Edward County**

Source: Nanos Research, RDD dual frame telephone random survey, March 10<sup>th</sup> to March 18<sup>th</sup>, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a place to work



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

Mean

City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>6.7</b>	<b>7.0</b>	<b>5.5</b>	<b>6.6</b>	<b>6.6</b>	<b>6.7</b>
Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
<b>6.7</b>	<b>6.6</b>	<b>6.5</b>	<b>6.4</b>	<b>6.8</b>	
Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
<b>6.6</b>	<b>6.8</b>	<b>6.4</b>			

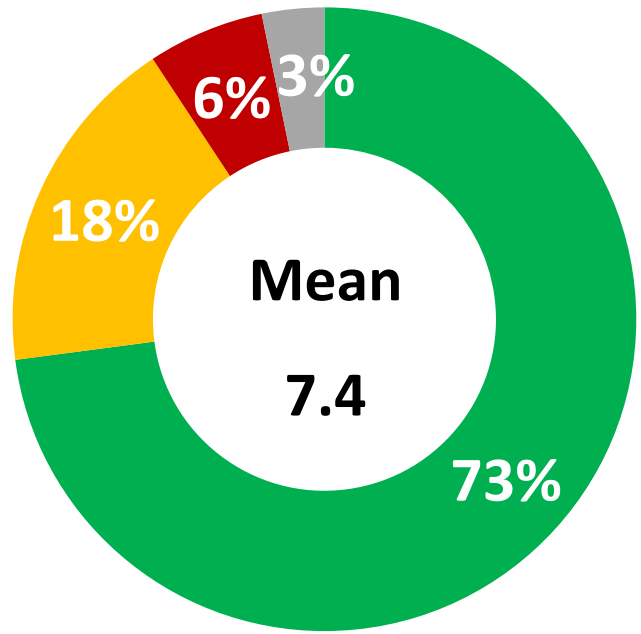
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a place to work**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a place to raise a family



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

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Mean</b>	<b>7.4</b>	<b>7.5</b>	<b>7.2</b>	<b>7.3</b>	<b>7.3</b>	<b>7.7</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>7.4</b>	<b>7.4</b>	<b>6.9</b>	<b>7.0</b>	<b>7.8</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>7.1</b>	<b>7.8</b>	<b>7.4</b>			

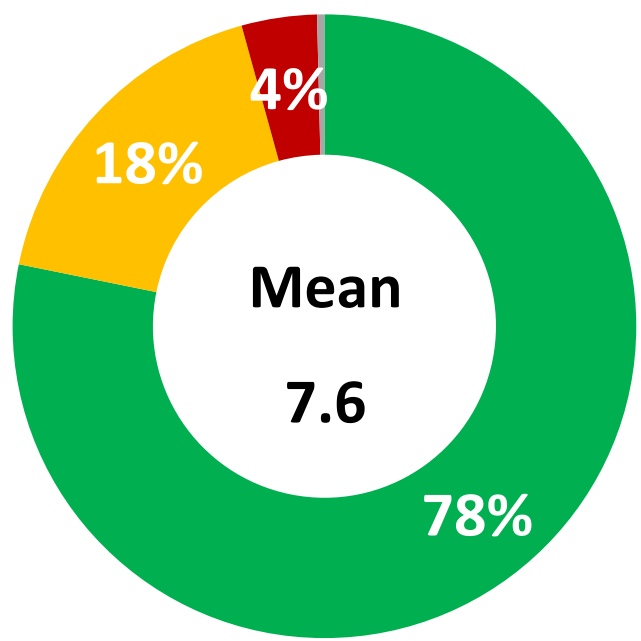
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a place to raise a family**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a safe place to live



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

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Mean</b>	<b>7.5</b>	<b>7.3</b>	<b>8.4</b>	<b>7.6</b>	<b>7.7</b>	<b>7.6</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>7.7</b>	<b>7.5</b>	<b>6.9</b>	<b>7.3</b>	<b>8.0</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>7.5</b>	<b>7.7</b>	<b>7.6</b>			

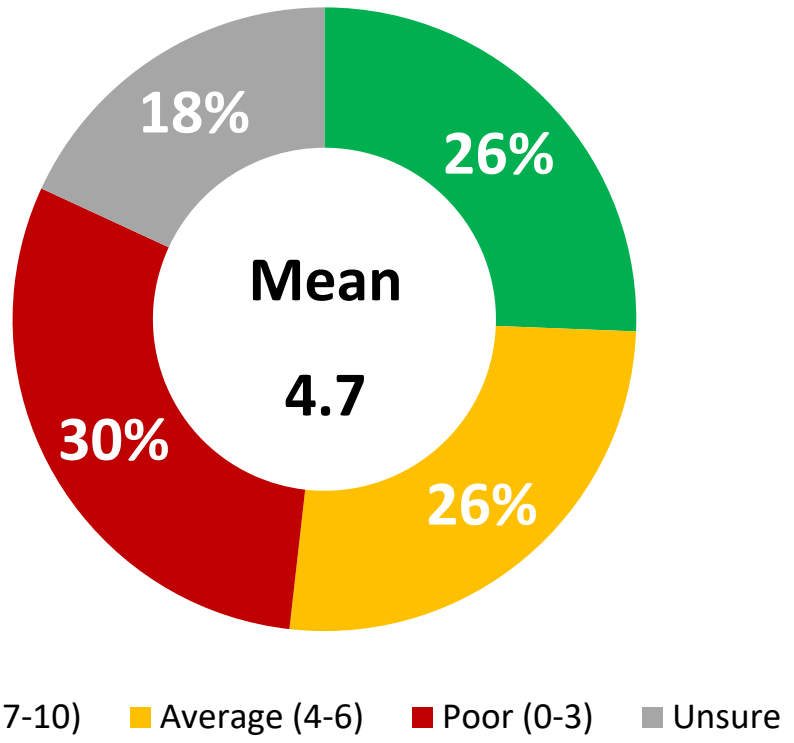
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a safe place to live**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a place to take public transit



	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Mean</b>	<b>4.6</b>	<b>6.1</b>	<b>2.4</b>	<b>4.9</b>	<b>4.4</b>	<b>5.0</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.5</b>	<b>4.9</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>5.1</b>	<b>4.3</b>	<b>4.5</b>			

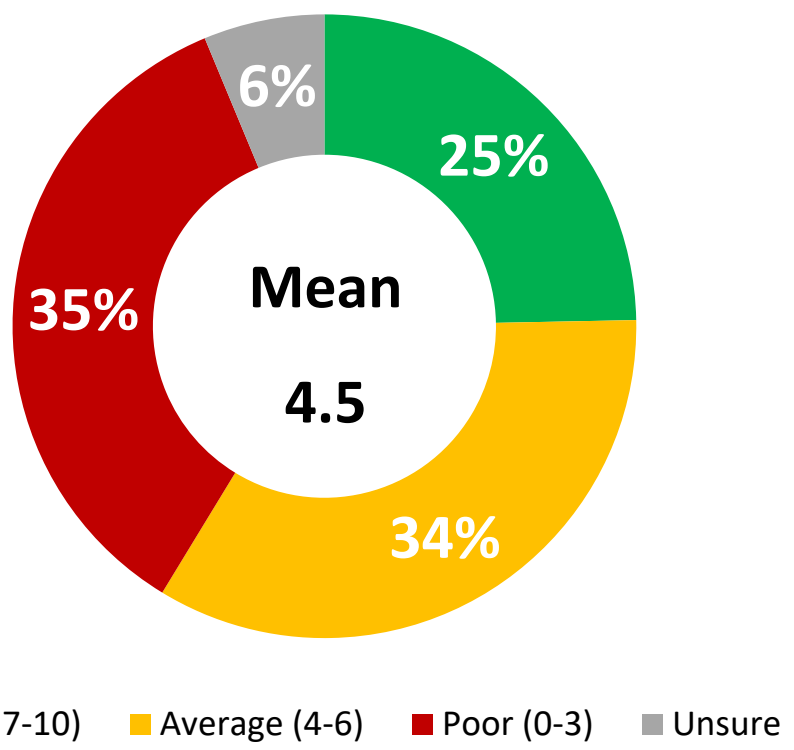
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a place to take public transit**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a place where one can afford to buy a first home



	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Mean</b>	<b>4.9</b>	<b>5.1</b>	<b>2.5</b>	<b>4.9</b>	<b>4.3</b>	<b>4.5</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>4.6</b>	<b>4.3</b>	<b>3.8</b>	<b>4.1</b>	<b>5.0</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>4.3</b>	<b>4.6</b>	<b>4.4</b>			

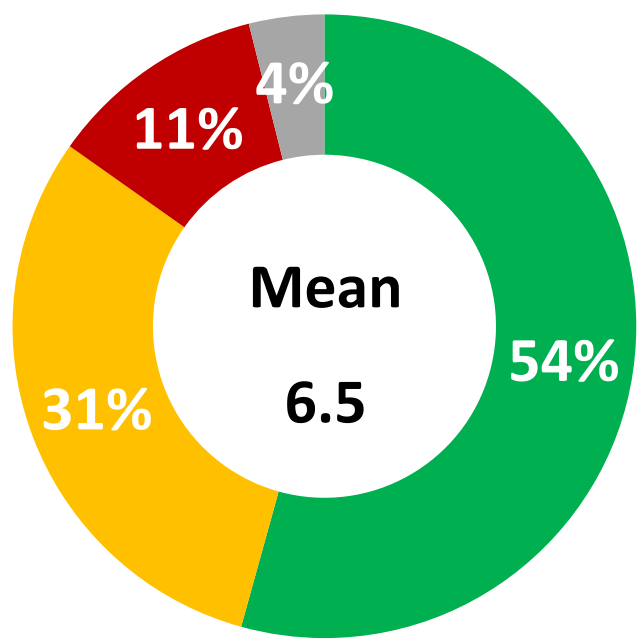
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a place where one can afford to buy a first home**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Rating as a place where one can afford to retire



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

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Mean</b>	<b>6.7</b>	<b>6.8</b>	<b>5.4</b>	<b>6.7</b>	<b>6.4</b>	<b>6.5</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>6.7</b>	<b>6.3</b>	<b>5.9</b>	<b>6.2</b>	<b>6.9</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>6.3</b>	<b>6.8</b>	<b>6.4</b>			

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]  
**The City of Quinte West/the City of Belleville/Prince Edward County as a place where one can afford to retire**

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# What could be done to improve downtown – Trenton (Quinte West)

Q – What could be done to improve downtown [IF CITY OF BELLEVILLE] Belleville/[IF CITY OF QUINTE WEST] Trenton/[IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]

Quinte West (n=239)

## TOP RESPONSES

More/better stores/businesses	36.7%
Better/more/free parking	14.6%
Aesthetic improvements/ clean-up/ green spaces	13.0%
Attract more/better/various restaurants	7.3%
More entertainment/cultural activities/attractions	7.3%
Nothing/ good as is/ improvements made	6.4%
Address the traffic/ crowding	5.6%
Better transportation/public transit	4.6%
Other	3.7%
Unsure	11.5%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=239, accurate 6.3 percentage points plus or minus, 19 times out of 20.



# What could be done to improve downtown – Belleville

Q – What could be done to improve downtown [IF CITY OF BELLEVILLE] Belleville/[IF CITY OF QUINTE WEST] Trenton/[IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]

Belleville (n=240)

## TOP RESPONSES

Address the homelessness/drugs	25.9%
More/better stores/businesses	21.9%
Better/more/free parking	13.1%
Improve safety/crime rate/more police	10.7%
Aesthetic improvements/ clean-up/ green spaces	9.4%
More housing/affordable housing	5.7%
Nothing/ good as is/ improvements made	5.4%
More entertainment/cultural activities/attractions	4.4%
Unsure	10.2%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=240, accurate 6.3 percentage points plus or minus, 19 times out of 20.

# What could be done to improve downtown – Picton (Prince Edward County)

Q – What could be done to improve downtown [IF CITY OF BELLEVILLE] Belleville/[IF CITY OF QUINTE WEST] Trenton/[IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]

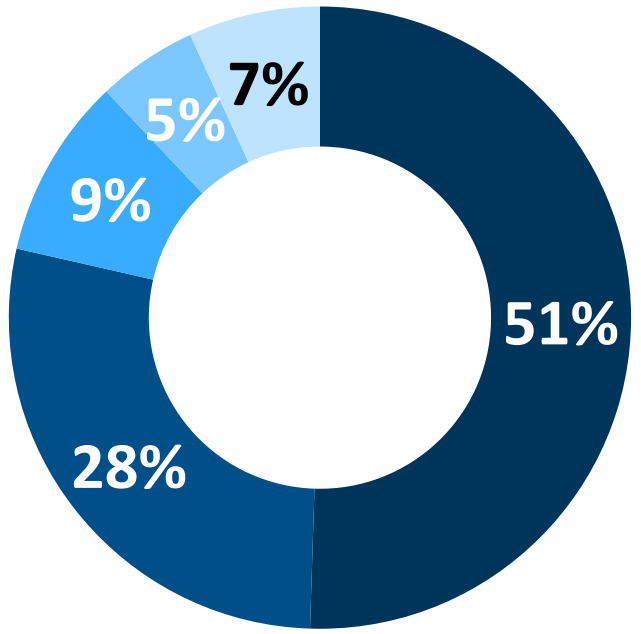
Prince Edward County  
(n=225)

## TOP RESPONSES

Better/more/free parking	22.5%
Nothing/ good as-is/ improvements made	15.3%
Address the traffic/ crowding	12.6%
More/better stores/businesses	11.5%
More affordable businesses options	8.0%
Aesthetic improvements/ clean-up/ green spaces	6.1%
Unsure	11.0%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=225, accurate 6.5 percentage points plus or minus, 19 times out of 20.

# Internet access



- I have access to stable high-speed internet all the time
- I have access to stable high-speed internet most of the time
- I have access to stable high-speed internet some of the time
- I do not have access to stable high-speed internet
- I do not have access to internet at all

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

I have access to stable high-speed internet all the time

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
	<b>43.3%</b>	<b>62.7%</b>	<b>38.2%</b>	<b>59.1%</b>	<b>47.9%</b>	<b>47.5%</b>
Men (n=364)	<b>51.4%</b>	<b>49.8%</b>	<b>64.2%</b>	<b>42.5%</b>	<b>49.0%</b>	
Women (n=381)						
18 to 34 (n=90)						
35 to 54 (n=137)						
55 plus (n=519)						
Yearly income <60k (n=251)	<b>53.2%</b>	<b>49.9%</b>	<b>56.2%</b>			
Yearly income 60k – 100k (n=175)						
Yearly income >100k (n=136)						

Q – How would you describe your internet access during an average month? (Select one)

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.

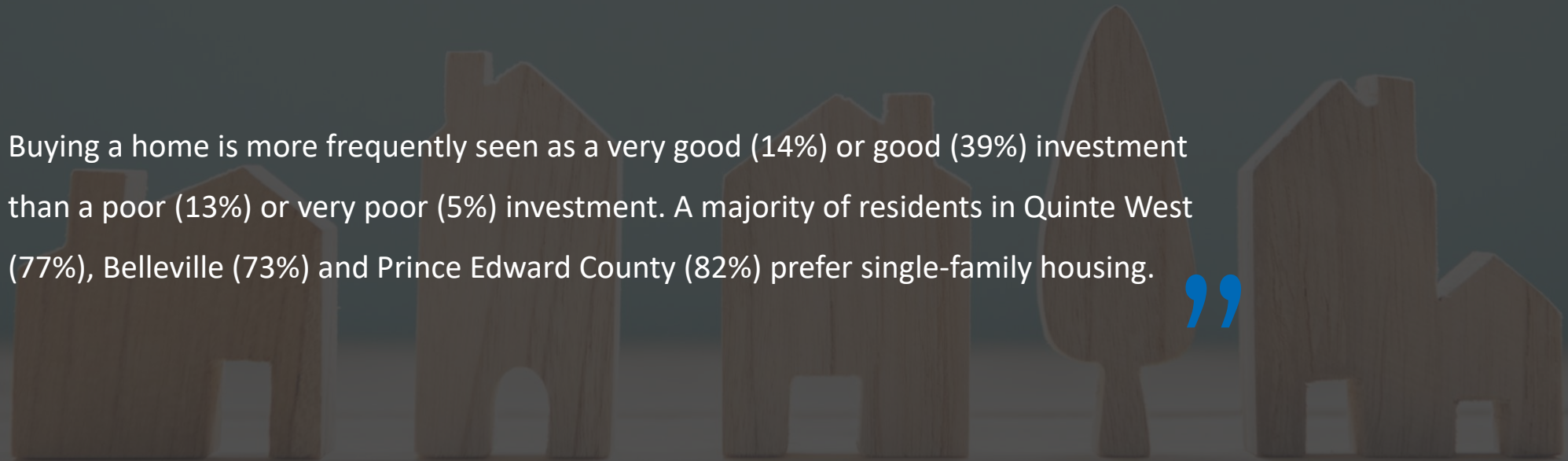


## Housing preferences

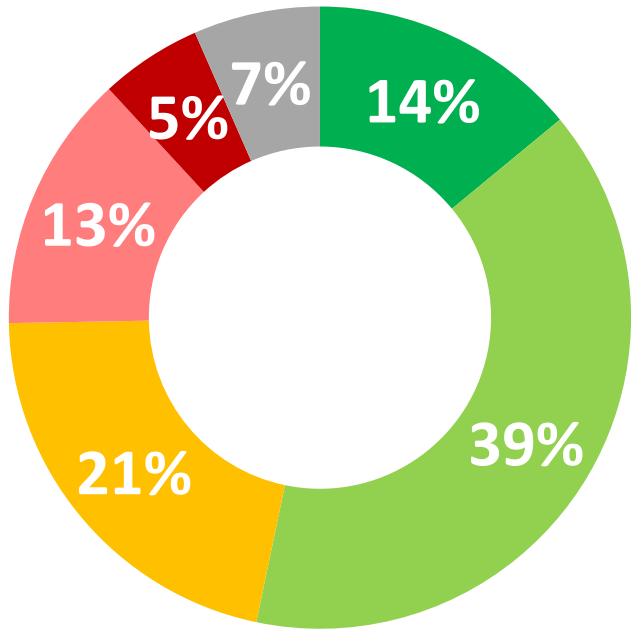
“

Buying a home is more frequently seen as a very good (14%) or good (39%) investment than a poor (13%) or very poor (5%) investment. A majority of residents in Quinte West (77%), Belleville (73%) and Prince Edward County (82%) prefer single-family housing.

”



# Buying a home as an investment



■ Very good    ■ Good    ■ Average  
■ Poor    ■ Very Poor    ■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
Very good/good	<b>51.9%</b>	<b>53.2%</b>	<b>56.0%</b>	<b>48.0%</b>	<b>56.5%</b>	<b>53.3%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>50.2%</b>	<b>56.3%</b>	<b>43.0%</b>	<b>50.5%</b>	<b>59.4%</b>	
	Yearly income <60k (n=251)	Yearly income >100k (n=136)	Yearly income >100k (n=136)			
	<b>50.1%</b>	<b>52.3%</b>	<b>52.3%</b>			

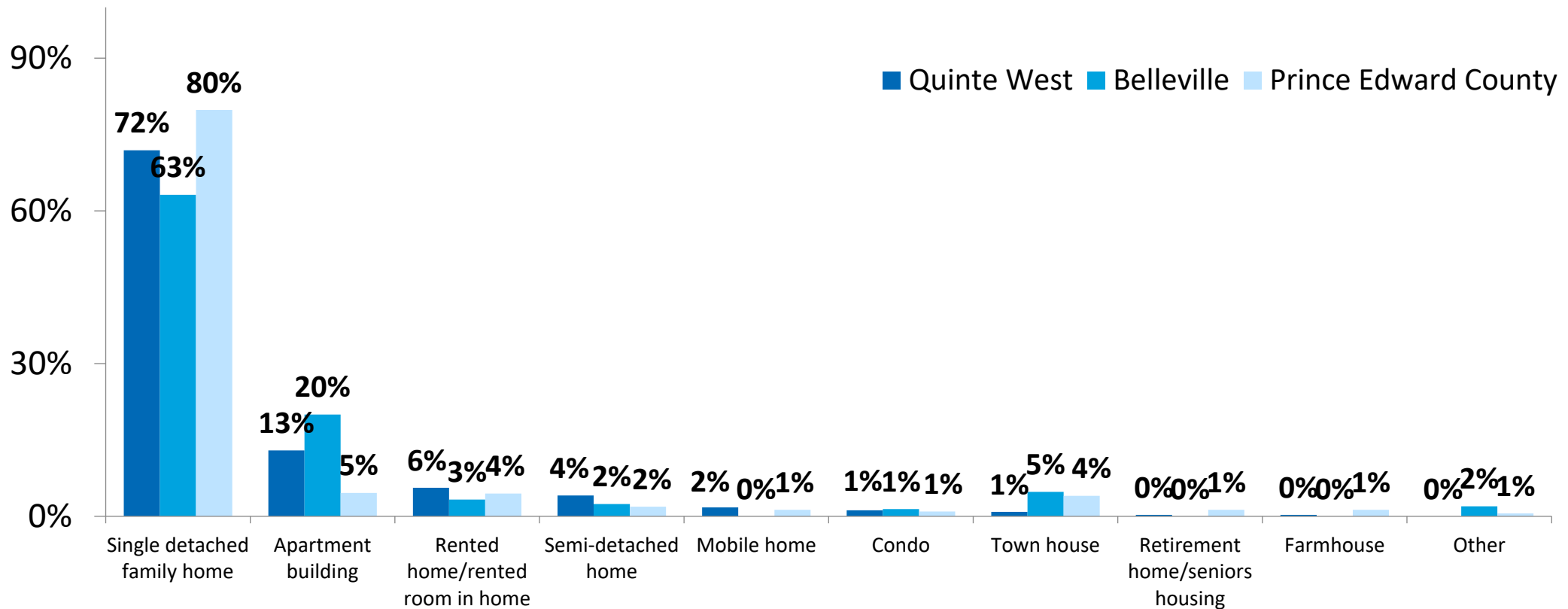
Q – Would you say that buying a home today is a very good, good, average, poor or very poor investment?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Current housing type

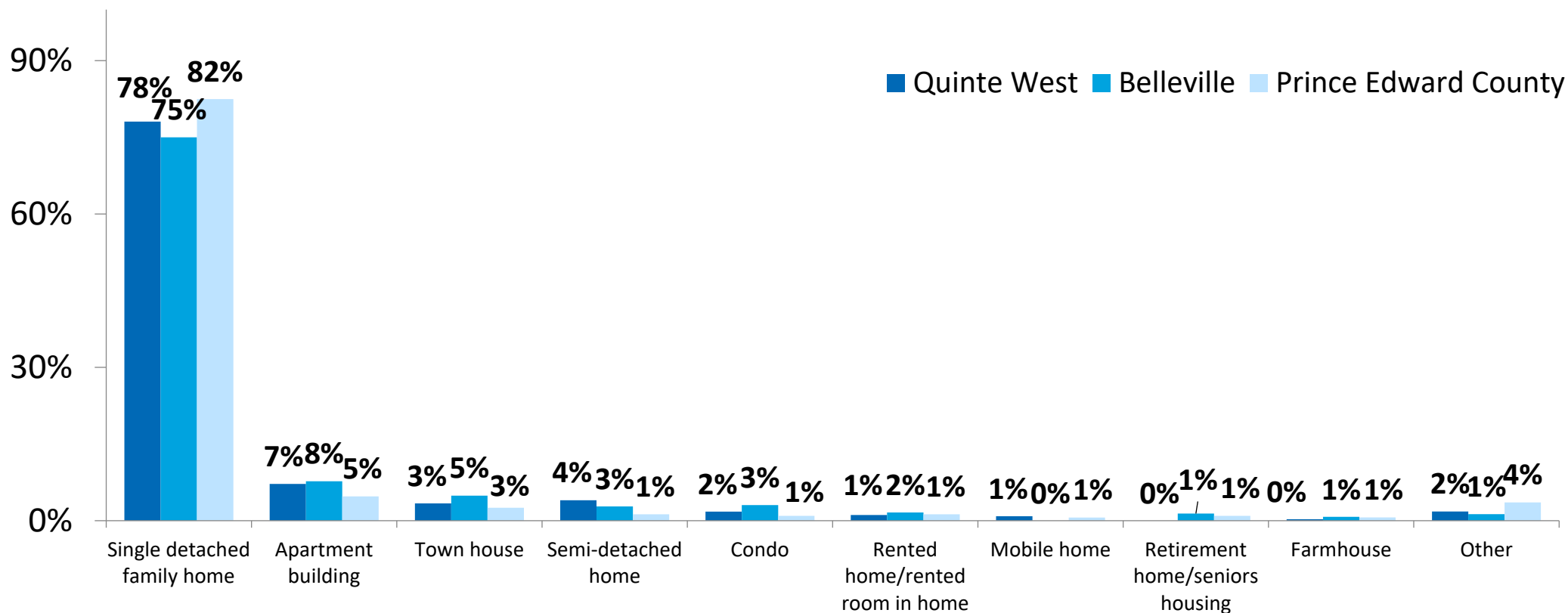
Q – What type of housing do you currently live in? [SELECT ONE]



Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.

# Preferred housing type

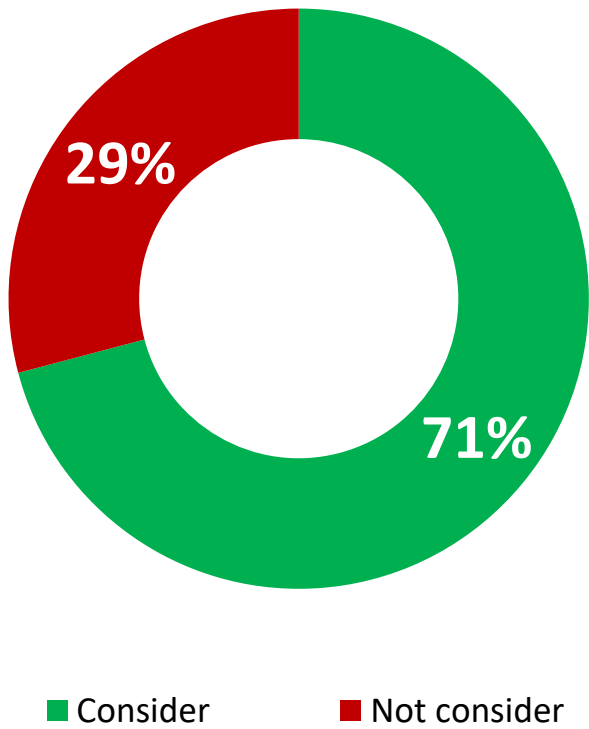
Q – What is the preferred type of housing you would want to live in? [SELECT ONE]



Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



# Moving if preferred type of housing is not available



	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
Consider	<b>75.1%</b>	<b>64.8%</b>	<b>76.2%</b>	<b>75.0%</b>	<b>76.4%</b>	<b>63.2%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>70.6%</b>	<b>71.1%</b>	<b>83.1%</b>	<b>79.4%</b>	<b>60.9%</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>66.2%</b>	<b>78.3%</b>	<b>81.9%</b>			

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

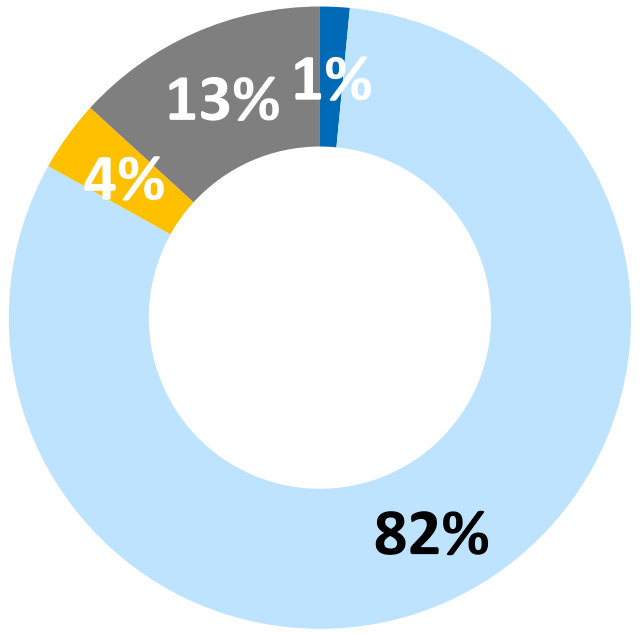
Q – If your preferred type of housing in the City of Quinte West/the City of Belleville/Prince Edward County was not available for the price you could afford would you consider or not consider moving out of the City of Quinte West/the City of Belleville/Prince Edward County to a nearby community?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.





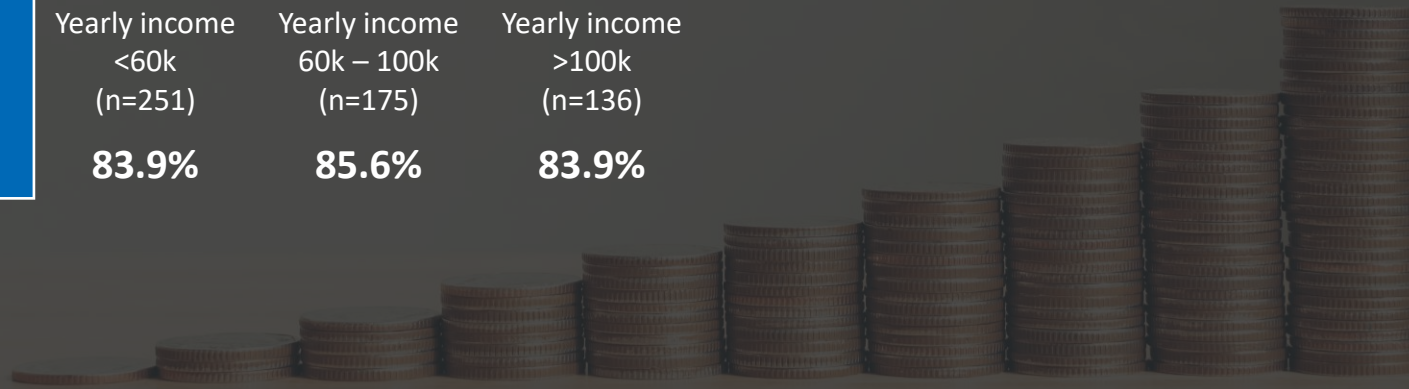
# Affordable housing



- Too much
- Not enough
- About the right amount
- Unsure

Not enough

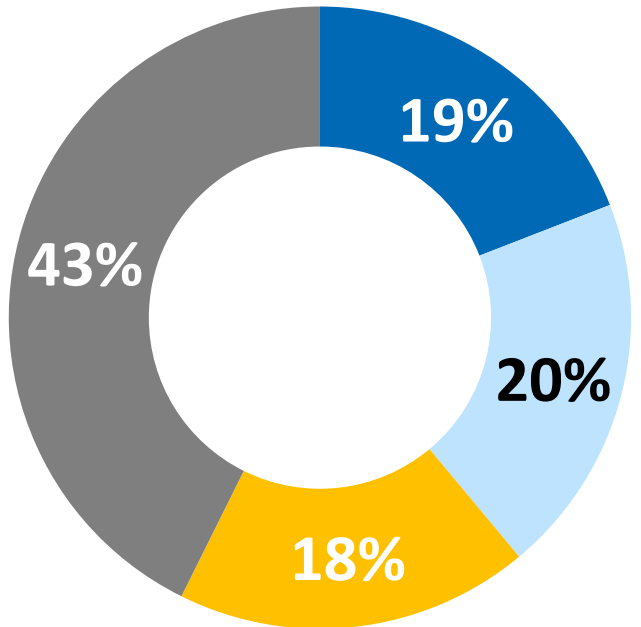
	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
	<b>78.9%</b>	<b>78.8%</b>	<b>89.1%</b>	<b>74.7%</b>	<b>81.9%</b>	<b>85.8%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>78.8%</b>	<b>83.1%</b>	<b>81.4%</b>	<b>86.8%</b>	<b>77.5%</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)	Yearly income >100k (n=136)			
	<b>83.9%</b>	<b>85.6%</b>	<b>83.9%</b>			



\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Do you think there is too much, not enough, or the right amount of affordable rental housing in the City of Belleville/the City of Quinte West/Prince Edward County?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.



- Too much
- Not enough
- About the right amount
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

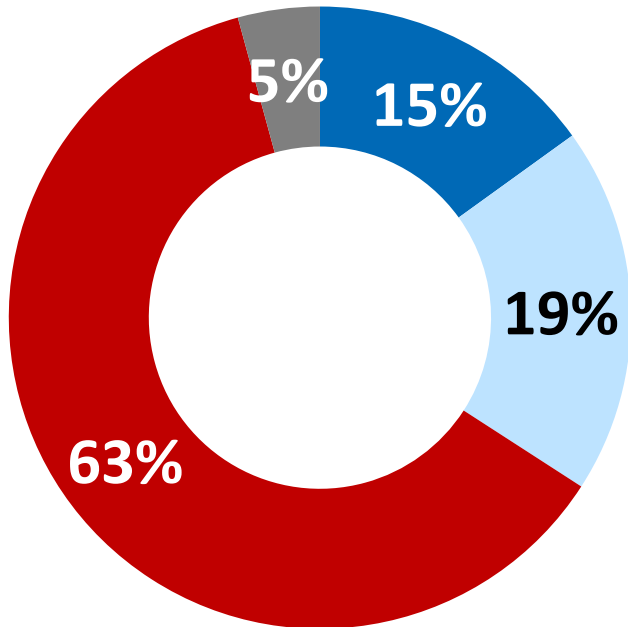
# Short-term accommodations

	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
<b>Too much</b>	<b>7.7%</b>	<b>7.0%</b>	<b>66.3%</b>	<b>11.4%</b>	<b>21.2%</b>	<b>22.2%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
	<b>16.7%</b>	<b>21.4%</b>	<b>16.5%</b>	<b>18.2%</b>	<b>20.7%</b>	
	Yearly income <60k (n=251)		Yearly income 60k – 100k (n=175)		Yearly income >100k (n=136)	
	<b>17.7%</b>		<b>23.2%</b>		<b>19.4%</b>	
<b>Not enough</b>	City of Quinte West (n=254)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=271)	A resident for over 30 years (n=308)
	<b>25.6%</b>	<b>20.9%</b>	<b>7.0%</b>	<b>25.6%</b>	<b>18.0%</b>	<b>17.0%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=90)	35 to 54 (n=137)	55 plus (n=519)	
<b>24.3%</b>	<b>15.8%</b>	<b>25.8%</b>	<b>19.7%</b>	<b>17.3%</b>		
	Yearly income <60k (n=251)		Yearly income 60k – 100k (n=175)		Yearly income >100k (n=136)	
	<b>23.8%</b>		<b>17.2%</b>		<b>23.5%</b>	

Q – Do you think that there is too much, not enough, or about the right amount of short-term accommodations, such as Airbnb’s, in the City of Belleville/the City of Quinte West/Prince Edward County?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=746, accurate 3.6 percentage points plus or minus, 19 times out of 20.





- Yes, purchased/sold
- Yes, intend to purchase/sell
- No to either
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

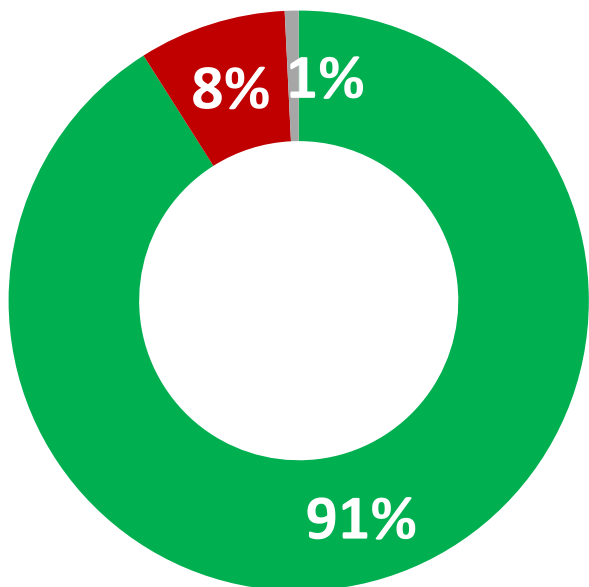
## Intent to purchase or purchased a home in the past or next five years

	City of Quinte West (n=253)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=270)	A resident for over 30 years (n=308)
Yes, purchased/sold	<b>15.6%</b>	<b>15.8%</b>	<b>13.5%</b>	<b>28.4%</b>	<b>10.5%</b>	<b>12.0%</b>
	Men (n=363)	Women (n=381)	18 to 34 (n=89)	35 to 54 (n=137)	55 plus (n=519)	
	<b>16.1%</b>	<b>14.5%</b>	<b>19.0%</b>	<b>15.1%</b>	<b>13.8%</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)		Yearly income >100k (n=135)		
	<b>8.8%</b>	<b>17.2%</b>		<b>26.2%</b>		
Yes, intend to purchase/sell	City of Quinte West (n=253)	City of Belleville (n=250)	Prince Edward County (n=242)	A resident for 10 years or less (n=158)	A resident for 11 to 30 years (n=270)	A resident for over 30 years (n=308)
	<b>20.1%</b>	<b>21.0%</b>	<b>14.9%</b>	<b>30.9%</b>	<b>16.3%</b>	<b>15.6%</b>
	Men (n=364)	Women (n=381)	18 to 34 (n=89)	35 to 54 (n=137)	55 plus (n=519)	
	<b>15.9%</b>	<b>22.6%</b>	<b>37.2%</b>	<b>15.2%</b>	<b>14.0%</b>	
	Yearly income <60k (n=251)	Yearly income 60k – 100k (n=175)		Yearly income >100k (n=135)		
	<b>15.9%</b>	<b>23.5%</b>		<b>29.4%</b>		

Q – Have you purchased/sold or intend to purchase/sell a home either the past five or upcoming five years? (Select as many as apply)

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=745, accurate 3.6 percentage points plus or minus, 19 times out of 20.





- Yes, I used a REALTOR®
- No, I did not use a REALTOR®
- Unsure

## Using a REALTOR® to buy or sell a home

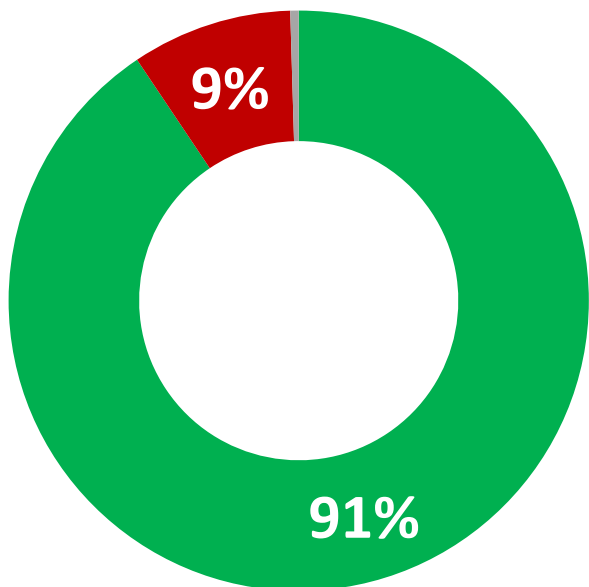
	City of Quinte West (n=34)	City of Belleville (n=40)	Prince Edward County (n=34)	A resident for 10 years or less (n=45)	A resident for 11 to 30 years (n=26)	A resident for over 30 years (n=37)
<b>Yes, I used a REALTOR®</b>	<b>91.9%</b>	<b>93.3%</b>	<b>83.5%</b>	<b>97.4%</b>		<b>85.1%</b>
	Men (n=56)	Women (n=52)	18 to 34 (n=16)	35 to 54 (n=20)	55 plus (n=72)	
	<b>88.6%</b>	<b>93.5%</b>			<b>90.1%</b>	
	Yearly income <60k (n=22)		Yearly income 60k – 100k (n=28)		Yearly income >100k (n=32)	
						<b>95.9%</b>
<b>No, I did not use a REALTOR®</b>	<b>2.6%</b>	<b>10.7%</b>	<b>14.9%</b>	<b>2.6%</b>		<b>14.9%</b>
	Men (n=56)	Women (n=52)	18 to 34 (n=16)	35 to 54 (n=22)	55 plus (n=72)	
	<b>11.4%</b>	<b>4.9%</b>			<b>8.1%</b>	
	Yearly income <60k (n=22)		Yearly income 60k – 100k (n=28)		Yearly income >100k (n=32)	
						<b>4.1%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – [IF PURCHASED OR SOLD A HOUSE IN PAST 5 YEARS] Did you use or not use a REALTOR®?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=108, accurate 9.4 percentage points plus or minus, 19 times out of 20.





- Yes, it was a local REALTOR®
- No, it wasn't a local REALTOR®
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

## Using a local REALTOR® to buy or sell a home

	City of Quinte West (n=31)	City of Belleville (n=37)	Prince Edward County (n=27)	A resident for 10 years or less (n=43)	A resident for 11 to 30 years (n=21)	A resident for over 30 years (n=31)
Yes, I used a REALTOR®	<b>85.5%</b>	<b>96.5%</b>		<b>83.8%</b>		<b>100.0%</b>
	Men (n=49)	Women (n=46)	18 to 34 (n=14)	35 to 54 (n=18)	55 plus (n=63)	
	<b>91.2%</b>	<b>90.0%</b>			<b>95.5%</b>	
	Yearly income <60k (n=20)		Yearly income 60k – 100k (n=24)		Yearly income >100k (n=30)	
						<b>95.4%</b>
No, I did not use a REALTOR®	City of Quinte West (n=31)	City of Belleville (n=37)	Prince Edward County (n=27)	A resident for 10 years or less (n=43)	A resident for 11 to 30 years (n=21)	A resident for over 30 years (n=31)
	<b>14.5%</b>	<b>3.5%</b>		<b>83.8%</b>		<b>100.0%</b>
	Men (n=49)	Women (n=46)	18 to 34 (n=14)	35 to 54 (n=18)	55 plus (n=63)	
<b>7.9%</b>	<b>10.0%</b>			<b>3.4%</b>		
	Yearly income <60k (n=20)		Yearly income 60k – 100k (n=24)		Yearly income >100k (n=30)	
						<b>4.6%</b>

Q – [ASK IF Q22=Yes, I used a REALTOR®] Was it a local REALTOR®, or was it not a local REALTOR®?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=95, accurate 10.1 percentage points plus or minus, 19 times out of 20.

# Comments about housing

Q – Do you have any additional comments that you would like to share about housing in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]

	Total (n=578)	Quinte West (n=188)	Belleville (n=197)	Prince Edward County (n=193)
<b>TOP RESPONSES</b>				
No comment/no	<b>31.0%</b>	32.3%	33.4%	23.5%
We need more affordable housing/rental/more housing	<b>26.3%</b>	27.7%	24.1%	28.3%
Expensive housing/rent/water bill/groceries/everything	<b>14.5%</b>	13.9%	13.4%	17.9%
Young people/low-income people cannot afford housing/hard for first time buyers	<b>5.2%</b>	4.2%	6.6%	4.1%
We need more housing for the homeless/more shelters	<b>3.7%</b>	3.2%	5.3%	1.3%
Satisfied/happy	<b>3.5%</b>	2.5%	4.8%	2.3%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to March 18th, 2023, n=578, accurate 4.1 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 746 residents of Quinte West, Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the city of Quinte West, Belleville and Prince Edward County.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 746 residents of Quinte West, Belleville and Prince Edward County is  $\pm 3.6$  percentage points, 19 times out of 20.

The research was commissioned by the Quinte & District Association of REALTORS® and was conducted by Nanos Research.

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

Element	Description	Element	Description
Research sponsor	Quinte & District Association of REALTORS®	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 regions of the City of Quinte West, the City of Belleville and Prince Edward County. See tables for full weighting disclosure.
Population and Final Sample Size	746 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry or in the media to administering the survey to ensure the integrity of the data.
Source of Sample	Dynata	Excluded Demographics	Individuals younger than 18 years old; 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 Quinte West, the City of Belleville and Prince Edward County.
Margin of Error	±3.6 percentage points, 19 times out of 20.	Estimated Response Rate	7 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 Quinte West, the City of Belleville and Prince Edward County.	Question Content	All questions asked are contained in the report.
Demographics (Captured)	The City of Quinte West, the City of Belleville and Prince Edward County; 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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	March 10 <sup>th</sup> to 18 <sup>th</sup> , 2023.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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# Any questions?

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# TABULATIONS



2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 2 - What is the main reason you live in [the City of Quinte West/the City of Belleville/Prince Edward County]	Total	Unwgt N	739	249	248	242	360	378	1	88	135	516
		Wgt N	692	252	300	140	333	357	1	152	189	350
	I grew up here/my hometown/lived here for a long time	%	22.9	19.0	23.6	28.1	23.8	22.0		20.9	24.1	23.1
	Affordability	%	3.5	6.1	1.3	3.7	2.0	4.9		9.6	1.9	1.7
	Central location/convenient	%	2.1	0.3	4.4	0.3	1.4	2.7		1.5	2.1	2.3
	My family/friends/significant other live here	%	11.6	10.3	13.6	9.9	8.5	14.6		14.9	12.5	9.8
	Job opportunity/close to work/own a business/farm	%	19.2	24.4	18.6	11.1	21.4	17.2		28.2	22.0	13.8
	Due to military posting/family's military posting/retired from military	%	3.0	6.8	1.0	0.3	3.0	3.0		2.2	3.6	3.0
	Quiet/small town/To get out of the city	%	2.7	3.1	0.6	6.5	2.1	3.3		0.7	3.4	3.2
	Bought a home/Own property here	%	4.1	2.8	4.3	5.8	5.5	2.7		1.4	3.4	5.6
	Retired here/ good for seniors	%	8.4	7.0	8.1	11.4	9.4	7.4		0.0	4.2	14.2
	Education/went to school	%	1.2	0.0	2.8	0.0	0.6	1.5		5.0	0.0	0.2
	No reason/ just live here/just ended up here	%	4.2	4.7	4.9	1.7	4.5	3.9		7.8	4.2	2.6
	Relocated from another city/province/country	%	3.3	4.1	2.8	2.9	4.0	2.6		4.6	2.3	3.2
	Health reasons/health care	%	0.4	0.0	0.3	1.6	0.0	0.9		1.2	0.0	0.4
	I like the area/nice place to live/lifestyle	%	9.6	9.1	7.5	14.9	10.8	8.5		0.7	11.9	12.2
	Other	%	1.6	1.5	1.9	1.0	0.5	2.6		0.0	0.0	3.1
	Unsure	%	2.4	0.8	4.4	1.0	2.4	2.3		1.4	4.6	1.6

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 3 - If you had one piece of advice to make [the City of Quinte West/the City of Belleville/Prince Edward County] a better place, what would that advice be? [OPEN]	Total	Unwgt N	719	243	241	235	349	369	1	85	132	502
		Wgt N	674	246	292	136	322	351	1	147	186	341
	Better Transit	%	5.3	5.5	6.8	1.6	5.0	5.6		8.1	5.4	4.0
	Repair roads	%	10.9	12.1	9.2	12.2	13.5	8.5		11.9	13.0	9.2
	Nothing	%	8.1	10.7	7.2	5.3	8.1	8.2		1.4	5.4	12.5
	More housing / Affordable housing	%	11.8	7.7	14.3	14.1	9.0	14.5		19.0	10.4	9.5
	Better healthcare / Social Services	%	7.0	6.7	5.8	9.8	5.4	8.4		4.9	6.4	8.2
	Friendlier environment	%	1.5	0.3	2.6	1.0	0.8	2.1		1.4	2.1	1.1
	Reduce living costs (Taxes, Bills, etc.)	%	6.9	6.2	6.4	9.5	8.0	6.0		6.9	6.6	7.2
	Invest in the downtown	%	4.0	5.4	4.6	0.0	3.2	4.4		1.4	5.5	4.2
	Change leadership	%	3.8	2.9	3.7	5.7	5.4	2.4		4.1	2.7	4.3
	Solution to homeless situation	%	4.6	2.8	7.8	1.0	4.9	4.4		3.6	5.1	4.8
	Develop / Protect green spaces	%	3.4	3.7	2.8	4.4	3.4	3.5		2.2	3.8	3.8
	More jobs / opportunity	%	3.3	5.7	1.4	3.0	3.6	3.1		2.6	4.9	2.7
	Less tourism/ AirBNB's	%	2.6	0.7	0.0	11.8	2.6	2.6		2.2	3.7	2.2
	Less development	%	2.4	1.4	0.9	7.5	1.9	2.9		1.9	1.3	3.2
	New attractions / Things to do	%	2.1	3.9	1.3	0.6	1.6	2.6		5.8	2.1	0.5
	Advertise city more	%	0.6	0.0	0.9	1.3	0.3	0.9		0.0	0.4	1.0
	Invest in the community facilities	%	1.6	2.5	1.2	0.9	1.2	2.0		0.7	2.1	1.7
	More retail stores / Shopping	%	1.7	2.3	2.0	0.0	2.4	1.1		0.7	1.7	2.2
	Safety / less crime	%	2.0	2.4	2.2	0.9	2.5	1.5		4.3	1.3	1.4
	Other	%	4.0	4.3	4.6	2.0	4.4	3.6		3.6	4.5	3.9
	More diversity / Less racism	%	1.0	0.3	2.1	0.0	1.0	1.1		1.5	1.7	0.5
	Unsure	%	11.3	12.6	12.0	7.3	12.0	10.7		11.6	9.8	11.9

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 4 - Would you say that, overall, [the City of Quinte West/the City of Belleville/Prince Edward County] is moving in the right direction or the wrong direction?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Right direction	%	60.4	68.4	63.8	38.4	63.5	57.6		57.5	53.2	65.6
	Wrong direction	%	23.8	18.9	17.5	46.4	23.0	24.6		21.3	31.5	20.7
	Unsure (unprompted)	%	15.8	12.8	18.7	15.2	13.4	17.8		21.2	15.3	13.7

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 5 - Why do you have that opinion? [OPEN]	Total	Unwgt N	687	234	223	230	338	348	1	80	125	482
		Wgt N	637	235	268	134	312	324	1	137	173	326
	Increasing cost of living/housing	%	6.8	3.7	5.4	15.1	5.9	7.7		7.2	9.1	5.4
	A lot of development/construction	%	13.0	12.4	9.6	20.8	13.9	12.2		9.6	14.6	13.6
	It's a good place to live/clean	%	15.2	17.5	16.3	8.7	17.5	12.9		20.4	13.3	14.0
	A lot of progress has been done/doing the best they can	%	10.7	11.0	12.5	6.7	12.5	9.1		9.5	6.7	13.4
	Have good mayor/city council	%	6.1	6.5	7.5	2.6	5.9	6.3		2.3	6.4	7.5
	Population and the city are growing	%	15.2	12.3	15.8	19.0	16.8	13.6		12.8	18.5	14.4
	City is diversifying	%	2.6	2.8	3.3	0.9	2.2	3.0		6.3	1.8	1.5
	Taxes are too high	%	2.3	3.5	0.8	3.1	3.6	1.0		2.3	0.9	2.9
	Taxes are under control	%	1.0	1.7	0.6	0.3	1.5	0.5		0.0	0.0	1.9
	More/better services/stores available	%	5.5	5.1	7.7	1.8	5.1	6.0		10.2	2.3	5.2
	Crime is up/don't feel safe	%	1.9	0.7	3.6	0.6	0.0	3.4		2.4	3.7	0.8
	No doctors/long wait times	%	2.6	1.2	3.6	3.0	2.8	2.4		1.5	3.6	2.5
	Everything goes into tourism	%	2.3	0.4	0.0	10.3	2.1	2.5		2.0	4.1	1.5
	We have a lot of tourists	%	1.8	2.2	0.3	4.1	1.6	2.0		3.1	1.2	1.6
	People in power (Mayor, council) do nothing/ they don't care about residents	%	3.4	3.1	3.1	4.3	2.8	3.9		2.9	2.7	3.9
	A lot of Airbnbs/short-term rentals	%	0.5	0.0	0.0	2.3	0.4	0.5		0.0	0.0	1.0
	There are more opportunities/new jobs	%	6.4	10.7	5.0	1.7	6.5	6.3		7.4	6.0	6.1
	Don't see change/We need a change	%	6.0	8.0	4.8	4.6	5.6	6.3		7.6	4.9	5.8
	From what I've heard/seen/read	%	0.7	0.8	0.3	1.3	1.0	0.5		0.0	1.2	0.8
	Other	%	10.4	8.0	9.8	15.8	10.9	9.9		7.8	14.0	9.5
	No reason	%	0.8	1.0	0.6	0.7	0.3	1.3		0.0	0.9	1.0
	Homeless issue	%	2.4	2.1	3.7	0.3	2.2	2.6		4.6	2.0	1.7
	Need better infrastructure	%	1.3	2.3	0.6	1.0	1.4	1.3		0.8	1.6	1.4
	Built parks/public spaces	%	1.9	4.4	0.7	0.0	1.3	2.5		4.7	0.9	1.3
	Downtown improvements	%	1.8	3.5	1.2	0.0	2.2	1.5		3.1	0.9	1.7
	Unsure	%	4.9	4.1	7.3	1.7	2.6	7.2		7.8	6.4	2.9

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.





2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 5 - Why do you have that opinion? [OPEN]	Total	Unwgt N	861	292	275	294	432	428	1	105	159	597
		Wgt N	811	303	333	175	400	410	1	187	222	403
	Increasing cost of living/housing	%	5.3	2.8	4.4	11.5	4.6	6.1		5.3	7.1	4.4
	A lot of development/construction	%	10.2	9.6	7.7	16.0	10.8	9.6		7.0	11.4	11.0
	It's a good place to live/clean	%	11.9	13.6	13.1	6.7	13.6	10.2		15.0	10.4	11.3
	A lot of progress has been done/doing the best they can	%	8.4	8.5	10.1	5.1	9.7	7.2		6.9	5.2	10.9
	Have good mayor/city council	%	4.8	5.0	6.0	2.0	4.6	5.0		1.7	5.0	6.1
	Population and the city are growing	%	11.9	9.5	12.7	14.5	13.1	10.8		9.4	14.5	11.6
	City is diversifying	%	2.1	2.2	2.7	0.7	1.7	2.4		4.6	1.4	1.2
	Taxes are too high	%	1.8	2.7	0.6	2.3	2.8	0.8		1.7	0.7	2.4
	Taxes are under control	%	0.8	1.3	0.5	0.3	1.1	0.4		0.0	0.0	1.5
	More/better services/stores available	%	4.3	4.0	6.2	1.4	3.9	4.7		7.5	1.8	4.2
	Crime is up/don't feel safe	%	1.5	0.5	2.9	0.5	0.0	2.7		1.7	2.9	0.6
	No doctors/long wait times	%	2.0	0.9	2.9	2.3	2.1	1.9		1.1	2.8	2.0
	Everything goes into tourism	%	1.8	0.3	0.0	7.9	1.6	2.0		1.5	3.2	1.2
	We have a lot of tourists	%	1.4	1.7	0.3	3.1	1.2	1.6		2.3	0.9	1.3
	People in power (Mayor, council) do nothing/ they don't care about residents	%	2.7	2.4	2.5	3.3	2.2	3.1		2.2	2.1	3.2
	A lot of Airbnbs/short-term rentals	%	0.4	0.0	0.0	1.8	0.3	0.4		0.0	0.0	0.8
	There are more opportunities/new jobs	%	5.0	8.3	4.0	1.3	5.1	5.0		5.5	4.7	5.0
	Don't see change/We need a change	%	4.7	6.2	3.9	3.5	4.4	5.0		5.6	3.8	4.7
	From what I've heard/seen/read	%	0.6	0.6	0.3	1.0	0.7	0.4		0.0	0.9	0.6
	Other	%	8.1	6.2	7.9	12.1	8.5	7.8		5.7	10.9	7.7
	No reason	%	0.6	0.8	0.5	0.5	0.2	1.0		0.0	0.7	0.8
	Homeless issue	%	1.9	1.6	3.0	0.3	1.7	2.0		3.4	1.6	1.4
	Need better infrastructure	%	1.0	1.8	0.5	0.8	1.1	1.0		0.6	1.3	1.1
	Built parks/public spaces	%	1.5	3.4	0.5	0.0	1.0	2.0		3.4	0.7	1.0
	Downtown improvements	%	1.4	2.7	1.0	0.0	1.7	1.1		2.3	0.7	1.4
	Unsure	%	3.9	3.2	5.8	1.3	2.0	5.7		5.7	5.0	2.4

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – STAT SHEET

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 6 - The overall quality of life in [the City of Quinte West/the City of Belleville/Prince Edward County]	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
		Mean	7.3	7.2	7.3	7.5	7.3	7.3		6.6	7.0	7.8
		Median	8.0	8.0	8.0	8.0	8.0	8.0		7.0	7.0	8.0
	Very poor (0)	%	0.9	1.2	0.7	0.6	0.9	0.9		3.4	0.0	0.3
	1	%	0.8	0.3	0.7	2.2	0.7	1.0		0.7	2.1	0.2
	2	%	1.1	0.5	1.5	1.5	1.6	0.7		0.0	3.1	0.5
	3	%	2.1	2.9	0.9	3.1	1.0	3.2		3.8	3.1	0.8
	4	%	3.0	4.2	1.8	3.2	3.9	2.1		4.5	2.9	2.3
	5	%	7.4	6.0	9.0	6.4	7.2	7.5		8.6	9.1	5.9
	6	%	9.7	11.8	10.6	3.6	7.8	11.4		12.4	10.3	8.0
	7	%	21.2	22.3	23.6	13.8	24.3	18.3		33.8	20.3	16.0
	8	%	29.0	28.1	28.5	32.0	25.0	32.6		21.7	28.9	32.4
	9	%	13.4	13.1	11.3	18.5	17.9	9.3		6.2	12.1	17.3
	Very good (10)	%	10.9	9.0	11.2	13.7	9.7	12.0		4.8	8.1	15.1
Unsure	%	0.6	0.6	0.3	1.3	0.1	1.0		0.0	0.0	1.2	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 7 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to work	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
		Mean	6.6	6.7	7.0	5.5	6.7	6.6		6.5	6.4	6.8
		Median	7.0	7.0	7.0	5.0	7.0	7.0		7.0	7.0	7.0
	Very poor (0)	%	1.8	2.0	0.0	5.2	1.7	1.9		2.7	2.5	1.0
	1	%	1.4	0.9	0.7	4.0	1.2	1.7		0.0	2.9	1.2
	2	%	1.7	0.0	3.0	2.2	1.7	1.8		1.4	4.1	0.6
	3	%	3.0	1.6	2.0	7.7	3.2	2.8		4.6	0.8	3.5
	4	%	4.1	4.6	1.1	9.7	4.8	3.5		2.0	3.1	5.6
	5	%	14.1	17.4	9.7	17.2	13.5	14.7		19.6	18.4	9.2
	6	%	9.3	8.3	9.4	11.0	10.0	8.8		8.3	10.6	9.1
	7	%	19.4	16.8	25.6	10.8	19.0	19.8		30.5	16.5	16.0
	8	%	22.6	24.8	24.5	14.5	23.0	22.1		18.5	26.7	22.2
	9	%	5.4	5.0	7.1	2.2	6.9	3.9		2.0	5.0	7.1
	Very good (10)	%	7.9	8.3	8.2	6.5	7.8	8.0		8.7	7.3	7.9
Unsure	%	9.3	10.4	8.6	8.8	7.4	11.1		1.8	2.1	16.5	

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 8 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to raise a family	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
		Mean	7.4	7.4	7.5	7.2	7.4	7.4		6.9	7.0	7.8
		Median	8.0	8.0	8.0	8.0	8.0	8.0		7.0	8.0	8.0
	Very poor (0)	%	1.9	2.5	0.3	4.1	1.9	1.8		3.2	3.3	0.5
	1	%	0.5	0.4	0.7	0.3	0.4	0.5		0.7	1.0	0.1
	2	%	2.1	0.9	2.4	3.7	2.7	1.6		3.8	3.1	0.8
	3	%	1.6	2.0	1.5	1.0	1.4	1.8		0.0	2.5	1.8
	4	%	2.5	4.0	1.0	2.8	3.6	1.5		4.0	3.3	1.3
	5	%	8.3	7.4	8.8	9.0	6.5	10.1		9.3	9.1	7.5
	6	%	7.0	6.0	7.6	7.3	5.5	8.4		8.1	9.5	5.1
	7	%	17.0	19.2	17.7	11.8	18.3	15.9		29.3	11.2	14.7
	8	%	25.6	24.2	26.1	27.2	24.4	26.6		16.3	27.3	28.9
	9	%	13.0	12.8	14.4	10.4	16.3	10.0		11.1	10.6	15.2
	Very good (10)	%	17.2	17.9	15.0	20.8	16.5	17.9		12.7	16.1	19.8
Unsure	%	3.2	2.7	4.5	1.6	2.6	3.8		1.4	3.1	4.1	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 9 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a safe place to live	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
		Mean	7.6	7.5	7.3	8.4	7.7	7.5		6.9	7.3	8.0
		Median	8.0	8.0	8.0	9.0	8.0	8.0		7.0	8.0	8.0
	Very poor (0)	%	1.6	1.9	1.6	1.2	0.9	2.3		3.4	2.7	0.3
	1	%	0.5	0.0	0.9	0.3	0.4	0.5		0.0	1.0	0.4
	2	%	0.9	1.2	0.3	1.6	0.1	1.6		3.2	0.0	0.4
	3	%	0.9	1.0	1.2	0.0	0.6	1.2		0.7	1.9	0.5
	4	%	3.3	3.5	4.3	0.6	3.6	3.0		6.2	3.5	1.8
	5	%	6.9	7.4	7.4	4.8	7.6	6.2		6.5	9.5	5.6
	6	%	7.4	5.2	12.1	1.3	7.0	7.8		11.2	7.2	5.9
	7	%	16.1	17.8	18.9	7.1	16.1	16.2		18.5	17.2	14.5
	8	%	27.9	30.6	26.2	26.4	25.5	30.1		28.0	26.2	28.7
	9	%	17.7	17.0	15.4	24.1	20.2	15.1		13.4	16.7	20.2
	Very good (10)	%	16.5	14.1	11.4	31.8	17.7	15.4		8.2	14.1	21.4
Unsure	%	0.4	0.3	0.3	0.8	0.3	0.4		0.7	0.0	0.4	

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age			
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 10 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to take public transit	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519	
		Wgt N	701	259	302	140	338	362	1	157	192	353	
		Mean	4.7	4.6	6.1	2.4	4.7	4.7		4.6	4.5	4.9	
		Median	5.0	5.0	6.0	2.0	5.0	5.0		5.0	5.0	5.0	
		Very poor (0)	%	10.5	8.0	3.0	31.7	10.5	10.7		11.3	11.8	9.6
	1	%	4.1	3.9	0.9	11.5	3.0	5.2		4.7	5.4	3.2	
	2	%	6.8	8.4	1.2	16.0	8.0	5.7		3.4	6.8	8.3	
	3	%	8.6	11.3	6.2	8.7	10.3	7.0		10.9	9.8	6.9	
	4	%	6.9	5.9	7.3	7.7	6.6	7.1		12.7	8.3	3.5	
	5	%	11.3	14.2	10.7	7.1	10.7	11.8		13.9	11.2	10.1	
	6	%	8.1	7.0	10.3	5.2	10.1	6.2		6.8	7.6	8.9	
	7	%	8.9	8.1	12.6	2.2	8.2	9.5		7.6	9.3	9.2	
	8	%	8.9	7.2	12.4	4.5	9.2	8.4		7.9	3.1	12.5	
	9	%	2.5	3.4	2.9	0.0	3.5	1.6		2.7	3.1	2.1	
		Very good (10)	%	5.4	3.5	8.7	1.5	4.6	6.1		5.6	7.9	3.9
	Unsure	%	18.1	19.2	23.8	3.9	15.2	20.9		12.5	15.8	21.9	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age			
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 11 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place where one can afford to buy a first home	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519	
		Wgt N	701	259	302	140	338	362	1	157	192	353	
		Mean	4.5	4.9	5.1	2.5	4.6	4.3		3.8	4.1	5.0	
		Median	5.0	5.0	5.0	2.0	5.0	5.0		4.0	4.0	5.0	
		Very poor (0)	%	10.6	6.3	7.5	25.4	10.6	10.7		9.2	16.9	7.9
	1	%	5.2	3.3	3.4	12.6	5.8	4.7		8.0	5.0	4.1	
	2	%	9.9	10.1	5.0	20.0	7.6	12.0		18.2	7.9	7.3	
	3	%	9.3	6.8	9.4	13.9	12.1	6.7		10.2	12.2	7.4	
	4	%	9.0	9.3	9.6	7.0	10.8	7.3		10.9	7.9	8.8	
	5	%	16.4	19.2	17.6	8.7	10.8	21.6		19.5	14.5	16.0	
	6	%	8.7	10.0	10.0	3.2	9.6	7.8		1.4	8.1	12.2	
	7	%	11.1	8.8	16.7	3.4	11.2	10.8		9.7	7.9	13.5	
	8	%	8.0	12.0	8.0	0.3	10.9	5.2		2.7	6.2	11.3	
	9	%	2.2	2.6	2.6	0.6	2.5	1.9		0.0	4.1	2.1	
		Very good (10)	%	3.4	2.9	4.4	2.2	3.9	3.0		4.0	3.7	3.0
	Unsure	%	6.3	8.7	5.9	2.6	4.2	8.2		6.2	5.6	6.6	

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



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How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 12 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place where one can afford to retire	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
		Mean	6.5	6.7	6.8	5.4	6.7	6.3		5.9	6.2	6.9
		Median	7.0	7.0	7.0	6.0	7.0	7.0		6.0	7.0	7.0
	Very poor (0)	%	4.3	3.9	3.5	7.1	3.2	5.5		3.4	7.5	3.1
	1	%	1.8	1.0	1.2	4.8	1.2	2.4		2.9	1.0	1.8
	2	%	1.6	2.3	0.3	3.1	1.5	1.6		2.0	2.3	1.0
	3	%	3.5	2.5	3.4	5.6	5.4	1.8		6.8	2.7	2.6
	4	%	6.8	7.6	4.0	11.2	7.1	6.5		8.9	7.2	5.6
	5	%	12.1	9.6	12.1	17.0	9.1	15.0		10.4	12.1	13.0
	6	%	11.6	7.7	14.2	13.1	8.8	14.2		19.3	11.5	8.2
	7	%	15.8	18.7	14.0	14.4	18.1	13.6		15.7	18.4	14.4
	8	%	18.2	20.7	20.9	7.8	22.4	14.1		9.5	17.0	22.7
	9	%	8.5	9.4	9.8	3.9	9.3	7.8		7.5	6.7	9.9
	Very good (10)	%	11.8	12.8	12.0	9.6	10.7	12.9		6.7	10.4	14.9
	Unsure	%	3.9	3.9	4.6	2.5	3.2	4.6		6.9	3.3	2.9

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 13 - What could be done to improve downtown [IF CITY OF QUINTE WEST] Trenton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	239	239	0	0	130	109	0	36	51	152
		Wgt N	239	239	0	0	122	117	0	50	71	118
	More/better stores/businesses	%	36.7	36.7	0.0	0.0	33.0	40.6	0.0	22.8	38.8	41.4
	Address the traffic/crowding	%	5.6	5.6	0.0	0.0	4.6	6.7	0.0	4.1	6.3	5.9
	Address the homelessness/drugs	%	2.0	2.0	0.0	0.0	1.3	2.7	0.0	0.0	2.3	2.6
	Better/more/free parking	%	14.6	14.6	0.0	0.0	10.6	18.8	0.0	21.0	12.6	13.1
	More entertainment/cultural activities/attractions	%	7.3	7.3	0.0	0.0	7.8	6.7	0.0	12.5	5.7	6.0
	Nothing/ good as is/improvements made	%	6.4	6.4	0.0	0.0	5.6	7.2	0.0	6.4	1.7	9.2
	Better transportation/public transit	%	4.6	4.6	0.0	0.0	4.5	4.7	0.0	12.5	3.4	1.9
	Aesthetic improvements/ clean-up/ green spaces	%	13.0	13.0	0.0	0.0	15.8	10.1	0.0	14.6	17.0	10.0
	Better/longer opening hours for stores/restaurants	%	1.3	1.3	0.0	0.0	0.0	2.7	0.0	0.0	2.3	1.3
	Improve safety/crime rate/more police	%	1.4	1.4	0.0	0.0	0.0	2.8	0.0	0.0	4.6	0.0
	Improve walkability/close street to traffic	%	2.1	2.1	0.0	0.0	0.0	4.1	0.0	0.0	2.1	3.4
	I don't go downtown	%	0.4	0.4	0.0	0.0	0.0	0.8	0.0	0.0	2.1	0.0
	More housing/affordable housing	%	1.8	1.8	0.0	0.0	0.0	1.5	2.0	0.0	2.1	2.3
	Attract more/better/various restaurants	%	7.3	7.3	0.0	0.0	0.0	8.4	6.1	0.0	12.5	5.7
	Lower business rent/taxes/more incentives	%	2.1	2.1	0.0	0.0	0.0	2.9	1.3	0.0	0.0	1.7
	Other	%	3.7	3.7	0.0	0.0	0.0	4.8	2.6	0.0	2.1	0.0
	Unsure	%	11.5	11.5	0.0	0.0	0.0	14.9	7.9	0.0	12.4	14.7

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – STAT SHEET

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 13 - What could be done to improve downtown [IF CITY OF QUINTE WEST] Trenton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	288	288	0	0	0	157	131	0	45	62	181
		Wgt N	291	291	0	0	0	147	144	0	64	86	140
	More/better stores/businesses	%	30.1	30.1	0.0	0.0	0.0	27.3	33.1	0.0	18.0	31.7	34.7
	Address the traffic/crowding	%	4.6	4.6	0.0	0.0	0.0	3.8	5.4	0.0	3.2	5.1	4.9
	Address the homelessness/drugs	%	1.6	1.6	0.0	0.0	0.0	1.1	2.2	0.0	0.0	1.9	2.2
	Better/more/free parking	%	12.0	12.0	0.0	0.0	0.0	8.8	15.3	0.0	16.5	10.3	11.0
	More entertainment/cultural activities/attractions	%	6.0	6.0	0.0	0.0	0.0	6.4	5.5	0.0	9.9	4.6	5.0
	Nothing/ good as is/improvements made	%	5.2	5.2	0.0	0.0	0.0	4.6	5.9	0.0	5.0	1.4	7.7
	Better transportation/public transit	%	3.8	3.8	0.0	0.0	0.0	3.7	3.8	0.0	9.9	2.8	1.6
	Aesthetic improvements/ clean-up/ green spaces	%	10.7	10.7	0.0	0.0	0.0	13.1	8.3	0.0	11.5	13.9	8.4
	Better/longer opening hours for stores/restaurants	%	1.1	1.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0	1.9	1.1
	Improve safety/crime rate/more police	%	1.1	1.1	0.0	0.0	0.0	0.0	2.3	0.0	0.0	3.8	0.0
	Improve walkability/close street to traffic	%	1.7	1.7	0.0	0.0	0.0	3.4	0.0	0.0	1.6	2.8	1.1
	I don't go downtown	%	0.4	0.4	0.0	0.0	0.0	0.7	0.0	0.0	1.6	0.0	0.0
	More housing/affordable housing	%	1.5	1.5	0.0	0.0	0.0	1.2	1.7	0.0	1.6	1.9	1.1
	Attract more/better/various restaurants	%	6.0	6.0	0.0	0.0	0.0	7.0	4.9	0.0	9.9	4.6	5.0
	Lower business rent/taxes/more incentives	%	1.8	1.8	0.0	0.0	0.0	2.4	1.0	0.0	0.0	1.4	2.8
	Other	%	3.0	3.0	0.0	0.0	0.0	4.0	2.1	0.0	1.6	0.0	5.6
	Unsure	%	9.4	9.4	0.0	0.0	0.0	12.3	6.5	0.0	9.7	12.0	7.7

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses



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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 13 - What could be done to improve downtown [IF CITY OF Belleville] Belleville as a place to visit, work and shop? [OPEN]	Total	Unwgt N	240	0	240	0	0	111	128	1	34	47	159
		Wgt N	292	0	292	0	0	137	154	1	73	82	136
	More/better stores/businesses	%	21.9	0.0	21.9	0.0	0.0	19.1	23.9	100.0	16.4	25.7	22.6
	Address the traffic/crowding	%	0.6	0.0	0.6	0.0	0.0	0.7	0.5	0.0	0.0	0.0	1.3
	Address the homelessness/drugs	%	25.9	0.0	25.9	0.0	0.0	23.0	28.7	0.0	27.2	34.3	20.1
	Better/more/free parking	%	13.1	0.0	13.1	0.0	0.0	17.0	9.7	0.0	5.8	12.9	17.2
	More entertainment/cultural activities/attractions	%	4.4	0.0	4.4	0.0	0.0	5.1	3.8	0.0	6.0	6.2	2.5
	Nothing/ good as is/ improvements made	%	5.4	0.0	5.4	0.0	0.0	5.8	5.1	0.0	9.1	3.8	4.4
	Better transportation/public transit	%	1.6	0.0	1.6	0.0	0.0	0.7	2.5	0.0	3.1	0.0	1.9
	Aesthetic improvements/ clean-up/ green spaces	%	9.4	0.0	9.4	0.0	0.0	10.9	8.2	0.0	14.9	8.6	7.0
	Better/longer opening hours for stores/restaurants	%	2.3	0.0	2.3	0.0	0.0	3.1	1.6	0.0	0.0	1.9	3.8
	Improve safety/crime rate/more police	%	10.7	0.0	10.7	0.0	0.0	6.9	14.2	0.0	12.0	13.8	8.1
	Improve walkability/close street to traffic	%	1.2	0.0	1.2	0.0	0.0	1.1	1.3	0.0	0.0	4.3	0.0
	I don't go downtown	%	1.7	0.0	1.7	0.0	0.0	1.3	2.1	0.0	0.0	0.0	3.7
	More housing/affordable housing	%	5.7	0.0	5.7	0.0	0.0	5.1	6.4	0.0	6.2	4.3	6.4
	More affordable businesses options	%	0.6	0.0	0.6	0.0	0.0	0.7	0.5	0.0	0.0	0.0	1.3
	Attract more/better/various restaurants	%	2.0	0.0	2.0	0.0	0.0	1.3	2.5	0.0	3.1	0.0	2.5
	Lower business rent/taxes/more incentives	%	3.0	0.0	3.0	0.0	0.0	2.7	3.3	0.0	6.0	4.3	0.6
	Other	%	6.6	0.0	6.6	0.0	0.0	9.7	3.8	0.0	11.8	4.3	5.1
	Unsure	%	10.2	0.0	10.2	0.0	0.0	4.9	15.0	0.0	3.1	11.0	13.6

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses





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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 13 - What could be done to improve downtown [IF CITY OF Belleville] Belleville as a place to visit, work and shop? [OPEN]	Total	Unwgt N	299	0	299	0	0	134	164	1	42	63	194
		Wgt N	368	0	368	0	0	162	205	1	91	112	166
	More/better stores/businesses	%	17.3	0.0	17.3	0.0	0.0	16.1	17.9	100.0	13.2	19.0	18.5
	Address the traffic/crowding	%	0.5	0.0	0.5	0.0	0.0	0.5	0.4	0.0	0.0	0.0	1.0
	Address the homelessness/drugs	%	20.5	0.0	20.5	0.0	0.0	19.3	21.5	0.0	21.9	25.4	16.5
	Better/more/free parking	%	10.4	0.0	10.4	0.0	0.0	14.3	7.3	0.0	4.7	9.5	14.1
	More entertainment/cultural activities/attractions	%	3.5	0.0	3.5	0.0	0.0	4.3	2.9	0.0	4.8	4.6	2.1
	Nothing/ good as is/ improvements made	%	4.3	0.0	4.3	0.0	0.0	4.9	3.8	0.0	7.3	2.8	3.6
	Better transportation/public transit	%	1.3	0.0	1.3	0.0	0.0	0.5	1.9	0.0	2.5	0.0	1.5
	Aesthetic improvements/ clean-up/ green spaces	%	7.4	0.0	7.4	0.0	0.0	9.1	6.1	0.0	11.9	6.3	5.7
	Better/longer opening hours for stores/restaurants	%	1.8	0.0	1.8	0.0	0.0	2.6	1.2	0.0	0.0	1.4	3.1
	Improve safety/crime rate/more police	%	8.5	0.0	8.5	0.0	0.0	5.8	10.6	0.0	9.6	10.2	6.6
	Improve walkability/close street to traffic	%	1.0	0.0	1.0	0.0	0.0	1.0	1.0	0.0	0.0	3.2	0.0
	I don't go downtown	%	1.4	0.0	1.4	0.0	0.0	1.1	1.6	0.0	0.0	0.0	3.1
	More housing/affordable housing	%	4.5	0.0	4.5	0.0	0.0	4.3	4.8	0.0	5.0	3.2	5.2
	More affordable businesses options	%	0.5	0.0	0.5	0.0	0.0	0.5	0.4	0.0	0.0	0.0	1.0
	Attract more/better/various restaurants	%	1.5	0.0	1.5	0.0	0.0	1.1	1.9	0.0	2.5	0.0	2.1
	Lower business rent/taxes/more incentives	%	2.4	0.0	2.4	0.0	0.0	2.3	2.5	0.0	4.8	3.2	0.5
	Other	%	5.2	0.0	5.2	0.0	0.0	8.2	2.9	0.0	9.5	3.2	4.2
	Unsure	%	8.1	0.0	8.1	0.0	0.0	4.1	11.2	0.0	2.5	8.1	11.1

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 13 - What could be done to improve downtown [IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	225	0	0	225	0	103	122	0	15	34	176
		Wgt N	131	0	0	131	0	62	69	0	20	32	79
	More/better stores/businesses	%	11.5	0.0	0.0	11.5	0.0	12.0	11.0	0.0	0.0	24.6	9.1
	Address the traffic/crowding	%	12.6	0.0	0.0	12.6	0.0	16.9	8.8	0.0	10.6	17.0	11.3
	Better/more/free parking	%	22.5	0.0	0.0	22.5	0.0	24.7	20.5	0.0	19.3	28.2	21.0
	More entertainment/cultural activities/attractions	%	0.6	0.0	0.0	0.6	0.0	0.0	1.2	0.0	0.0	2.5	0.0
	Nothing/ good as is/ improvements made	%	15.3	0.0	0.0	15.3	0.0	19.9	11.3	0.0	5.3	6.1	21.7
	Better transportation/public transit	%	1.6	0.0	0.0	1.6	0.0	1.9	1.3	0.0	0.0	3.6	1.1
	Aesthetic improvements/ clean-up/ green spaces	%	6.1	0.0	0.0	6.1	0.0	6.2	6.0	0.0	5.3	7.6	5.7
	Better/longer opening hours for stores/restaurants	%	1.0	0.0	0.0	1.0	0.0	1.5	0.6	0.0	0.0	0.0	1.7
	Improve safety/crime rate/more police	%	0.7	0.0	0.0	0.7	0.0	0.0	1.3	0.0	0.0	0.0	1.1
	Improve walkability/close street to traffic	%	1.8	0.0	0.0	1.8	0.0	1.7	1.8	0.0	5.3	2.5	0.6
	I don't go downtown	%	2.7	0.0	0.0	2.7	0.0	1.5	3.7	0.0	0.0	2.5	3.4
	More housing/affordable housing	%	2.9	0.0	0.0	2.9	0.0	0.7	4.9	0.0	0.0	5.0	2.8
	More affordable businesses options	%	8.0	0.0	0.0	8.0	0.0	3.6	11.9	0.0	22.8	8.7	3.9
	Attract more/better/various restaurants	%	1.2	0.0	0.0	1.2	0.0	2.5	0.0	0.0	5.3	0.0	0.6
	Lower business rent/taxes/more incentives	%	1.6	0.0	0.0	1.6	0.0	0.7	2.4	0.0	0.0	2.5	1.7
	Other	%	10.8	0.0	0.0	10.8	0.0	9.4	12.0	0.0	36.8	2.5	7.4
	Unsure	%	11.0	0.0	0.0	11.0	0.0	9.3	12.5	0.0	0.0	8.7	14.7

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – STAT SHEET

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 13 - What could be done to improve downtown [IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	248	0	0	248	0	111	137	0	17	41	190
		Wgt N	146	0	0	146	0	69	77	0	22	39	85
	More/better stores/businesses	%	10.3	0.0	0.0	10.3	0.0	10.6	9.9	0.0	0.0	20.1	8.4
	Address the traffic/crowding	%	11.3	0.0	0.0	11.3	0.0	15.1	7.9	0.0	9.6	13.9	10.5
	Better/more/free parking	%	20.1	0.0	0.0	20.1	0.0	22.0	18.5	0.0	17.5	23.1	19.5
	More entertainment/cultural activities/attractions	%	0.6	0.0	0.0	0.6	0.0	0.0	1.0	0.0	0.0	2.1	0.0
	Nothing/ good as is/ improvements made	%	13.7	0.0	0.0	13.7	0.0	17.7	10.2	0.0	4.8	5.0	20.1
	Better transportation/public transit	%	1.4	0.0	0.0	1.4	0.0	1.7	1.1	0.0	0.0	3.0	1.0
	Aesthetic improvements/ clean-up/ green spaces	%	5.5	0.0	0.0	5.5	0.0	5.5	5.4	0.0	4.8	6.2	5.3
	Better/longer opening hours for stores/restaurants	%	0.9	0.0	0.0	0.9	0.0	1.3	0.6	0.0	0.0	0.0	1.6
	Improve safety/crime rate/more police	%	0.6	0.0	0.0	0.6	0.0	0.0	1.1	0.0	0.0	0.0	1.0
	Improve walkability/close street to traffic	%	1.6	0.0	0.0	1.6	0.0	1.5	1.6	0.0	4.8	2.1	0.5
	I don't go downtown	%	2.4	0.0	0.0	2.4	0.0	1.3	3.3	0.0	0.0	2.1	3.1
	More housing/affordable housing	%	2.6	0.0	0.0	2.6	0.0	0.7	4.4	0.0	0.0	4.1	2.6
	More affordable businesses options	%	7.2	0.0	0.0	7.2	0.0	3.2	10.7	0.0	20.6	7.1	3.6
	Attract more/better/various restaurants	%	1.0	0.0	0.0	1.0	0.0	2.2	0.0	0.0	4.8	0.0	0.5
	Lower business rent/taxes/more incentives	%	1.5	0.0	0.0	1.5	0.0	0.7	2.2	0.0	0.0	2.1	1.6
	Other	%	9.6	0.0	0.0	9.6	0.0	8.3	10.8	0.0	33.3	2.1	6.9
	Unsure	%	9.8	0.0	0.0	9.8	0.0	8.2	11.2	0.0	0.0	7.1	13.7

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses



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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 14 - How would you describe your internet access during an average month?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	I have access to stable high-speed internet all the time	%	50.6	43.3	62.7	38.2	51.4	49.8		64.2	42.5	49.0
	I have access to stable high-speed internet most of the time	%	27.9	31.9	22.9	31.1	26.8	28.9		20.9	35.2	26.9
	I have access to stable high-speed internet some of the time	%	9.6	12.8	4.8	14.2	9.6	9.7		11.4	10.2	8.5
	I do not have access to stable high-speed internet	%	5.1	6.5	2.6	8.1	6.1	4.3		0.7	7.8	5.6
	I do not have access to internet at all	%	6.8	5.6	7.1	8.3	6.2	7.3		2.7	4.1	10.0

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 15 - My next few questions are about housing. Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Very good	%	14.0	15.6	12.8	13.9	14.0	14.0		17.9	8.1	15.5
	Good	%	39.3	36.4	40.4	42.1	36.1	42.3		25.1	42.4	43.9
	Average	%	21.4	21.7	21.9	20.1	23.2	19.9		26.2	19.5	20.4
	Poor	%	13.4	12.3	14.6	13.0	14.4	12.3		16.0	17.0	10.3
	Very poor	%	5.3	5.6	4.1	7.3	7.2	3.5		7.9	8.1	2.6
	Unsure	%	6.6	8.5	6.3	3.6	5.0	8.0		7.0	5.0	7.3

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



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		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 16 - What type of housing do you currently live in?	Total	Unwgt N	746	254	250	242	0	364	381	1	90	137	519
		Wgt N	701	259	302	140	0	338	362	1	157	192	353
	Single detached family home	%	69.7	71.9	63.2	79.8	0.0	72.0	67.5	100.0	61.9	74.9	70.4
	Semi-detached home	%	2.9	4.1	2.4	1.9	0.0	3.7	2.2	0.0	1.4	1.5	4.5
	Town house	%	3.2	0.9	4.8	4.0	0.0	4.0	2.5	0.0	2.7	0.6	4.8
	Rented home/rented room in home	%	4.4	5.6	3.3	4.5	0.0	4.8	4.0	0.0	12.7	2.1	1.9
	Apartment building	%	14.3	12.9	20.0	4.6	0.0	10.9	17.6	0.0	17.3	18.6	10.7
	Mobile home/Trailer	%	0.9	1.7	0.0	1.3	0.0	0.3	1.5	0.0	0.0	0.0	1.8
	Condo	%	1.2	1.2	1.4	1.0	0.0	1.2	1.3	0.0	0.0	0.0	2.5
	Farmhouse/barn	%	0.4	0.3	0.0	1.3	0.0	0.3	0.5	0.0	0.0	0.0	0.7
	Retirement home/seniors' housing	%	1.0	0.0	2.3	0.3	0.0	0.8	1.3	0.0	0.0	0.0	2.1
	Other	%	1.0	0.0	2.0	0.6	0.0	1.5	0.5	0.0	2.7	0.4	0.5
	Unsure	%	0.4	0.4	0.7	0.0	0.0	0.3	0.5	0.0	0.7	1.0	0.0
	No answer	%	0.5	0.9	0.0	0.8	0.0	0.3	0.7	0.0	0.7	0.8	0.2

		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age			
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	None of the above	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 16 - What is the preferred type of housing you would want to live in?	Total	Unwgt N	746	254	250	242	0	364	381	1	90	137	519
		Wgt N	701	259	302	140	0	338	362	1	157	192	353
	Single detached family home	%	77.6	78.1	75.0	82.5	0.0	78.5	77.0	0.0	82.8	83.7	72.1
	Semi-detached home	%	2.9	4.0	2.8	1.3	0.0	2.8	3.0	0.0	3.4	1.9	3.3
	Town house	%	3.9	3.4	4.9	2.5	0.0	4.4	3.4	0.0	2.0	2.1	5.7
	Rented home/rented room in home	%	1.4	1.1	1.6	1.3	0.0	2.1	0.4	100.0	3.3	0.0	1.2
	Apartment building	%	6.9	7.2	7.7	4.8	0.0	5.7	8.1	0.0	1.8	9.1	8.0
	Mobile home	%	0.4	0.9	0.0	0.6	0.0	0.0	0.9	0.0	0.0	0.0	0.9
	Condo	%	2.2	1.8	3.1	1.0	0.0	2.2	2.2	0.0	1.4	0.0	3.7
	Retirement home/seniors' housing	%	0.8	0.0	1.4	1.0	0.0	0.4	1.2	0.0	0.0	0.0	1.6
	Farmhouse	%	0.6	0.3	0.7	0.6	0.0	0.1	1.0	0.0	1.4	0.0	0.5
	Other	%	1.9	1.8	1.3	3.6	0.0	2.2	1.7	0.0	3.2	1.7	1.5
	Unsure	%	1.3	1.2	1.5	1.0	0.0	1.3	1.2	0.0	0.7	1.6	1.3
	No answer	%	0.1	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 16 - What type of housing do you currently live in?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Single detached family home	%	68.6	70.4	62.3	78.8	70.5	66.7		61.2	74.9	68.4
	Semi-detached home	%	2.3	2.7	2.1	1.9	3.1	1.6		1.4	0.0	4.0
	Town house	%	3.1	0.9	4.8	3.4	3.7	2.5		2.7	0.6	4.6
	Rented home/rented room in home	%	4.2	5.6	3.3	3.6	4.8	3.7		12.7	1.7	1.8
	Apartment building	%	14.2	12.5	20.0	4.6	10.6	17.6		17.3	18.0	10.7
	Unsure	%	0.4	0.4	0.7	0.0	0.3	0.5		0.7	1.0	0.0
	other	%	7.3	7.5	6.8	7.8	7.1	7.4		4.1	3.8	10.6

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 17 - What is the preferred type of housing you would want to live in?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Single detached family home	%	76.0	76.9	72.7	81.5	77.5	74.8		82.8	82.6	69.4
	Semi-detached home	%	2.7	4.0	2.1	1.3	2.8	2.5		3.4	0.8	3.3
	Town house	%	3.7	2.9	4.9	2.5	4.1	3.4		2.0	1.4	5.7
	Rented home/rented room in home	%	1.4	1.1	1.6	1.3	2.1	0.4		3.3	0.0	1.2
	Apartment building	%	6.9	7.2	7.7	4.8	5.7	8.1		1.8	9.1	8.0
	Unsure	%	1.3	1.2	1.5	1.0	1.3	1.2		0.7	1.6	1.3
	Other	%	8.1	6.7	9.5	7.7	6.5	9.6		6.1	4.3	11.0

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 18 - If your preferred type of housing in [the City of Quinte West/the City of Belleville/Prince Edward County] was not available for the price you could afford would you consider or not consider moving out of the [City of Quinte West/the City of Belleville/Prince Edward County] to a nearby community?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Consider	%	70.9	75.1	64.8	76.2	70.6	71.1		83.1	79.4	60.9
	Not consider	%	29.1	24.9	35.2	23.8	29.4	28.9		16.9	20.6	39.1

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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 19 - Do you think there is too much, not enough, or the right amount of affordable rental housing in [the City of Quinte West/the City of Belleville/Prince Edward County]?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Too much	%	2.0	2.4	1.6	2.0	1.5	2.1		4.7	2.1	0.7
	Not enough	%	80.9	78.9	78.8	89.1	78.8	83.1		81.4	86.8	77.5
	About the right amount	%	3.7	3.8	4.1	2.9	5.5	2.2		5.6	3.3	3.2
	Unsure	%	13.4	14.9	15.5	6.0	14.2	12.7		8.3	7.8	18.6

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 20 - Do you think that there is too much, not enough, or about the right amount of short-term accommodations, such as Airbnb's, in [the City of Quinte West/the City of Belleville/Prince Edward County]?	Total	Unwgt N	746	254	250	242	364	381	1	90	137	519
		Wgt N	701	259	302	140	338	362	1	157	192	353
	Too much	%	19.1	7.7	7.0	66.3	16.7	21.4		16.5	18.2	20.7
	Not enough	%	19.8	25.6	20.9	7.0	24.3	15.8		25.8	19.7	17.3
	About the right amount	%	18.4	17.7	18.4	19.5	19.4	17.5		23.3	17.8	16.5
Unsure	%	42.7	48.9	53.7	7.2	39.6	45.3		34.4	44.3	45.4	

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 21 - Have you purchased/sold or intend to purchase/sell a home either the past five or upcoming five years? (Select as many as apply)	Total	Unwgt N	745	253	250	242	363	381	1	89	137	519
		Wgt N	700	258	302	140	337	362	1	156	192	353
	Yes, purchased/sold	%	15.3	15.6	15.8	13.5	16.1	14.5		19.0	15.1	13.8
	Yes, intend to purchase/sell	%	19.5	20.1	21.0	14.9	15.9	22.6		37.2	15.2	14.0
	No to either	%	63.5	61.3	62.7	69.0	66.0	61.3		43.5	67.5	70.1
Unsure	%	4.7	4.7	3.9	6.2	5.8	3.6		4.8	4.9	4.4	

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses

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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 21 - Have you purchased/sold or intend to purchase/sell a home either the past five or upcoming five years? (Select as many as apply)	Total	Unwgt N	764	258	258	248	375	388	1	93	141	530
		Wgt N	720	263	313	145	350	369	1	163	197	361
	Yes, purchased/sold	%	14.9	15.3	15.3	13.0	15.5	14.2		18.2	14.7	13.4
	Yes, intend to purchase/sell	%	18.9	19.8	20.3	14.4	15.3	22.1		35.6	14.8	13.7
	No to either	%	61.7	60.2	60.6	66.6	63.5	60.1		41.6	65.7	68.5
	Unsure	%	4.5	4.6	3.8	6.0	5.6	3.5		4.6	4.8	4.3

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 22 – [IF PURCHASED/SOLD A HOME IN THE PAST 5 YEARS] Did you use or not use a REALTOR®?	Total	Unwgt N	108	34	40	34	56	52	0	16	20	72
		Wgt N	107	40	48	19	54	53	0	30	29	48
	Yes, I used a REALTOR®	%	91.0	91.9	93.3	83.5	88.6	93.5				90.1
	No, I did not use a REALTOR®	%	8.2	8.1	5.0	16.5	11.4	4.9				8.1
	Unsure (unprompted)	%	0.8	0.0	1.7	0.0	0.0	1.6				1.7

			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 23 – [IF USED A REALTOR®] Was it a local REALTOR®, or was it not a local REALTOR	Total	Unwgt N	95	31	37	27	49	46	0	14	18	63
		Wgt N	97	37	45	16	48	49	0	27	26	44
	Yes, it was a local REALTOR®	%	90.6	85.5	96.5	85.9	91.2	90.0				95.5
	No, it wasn't a local REALTOR®	%	8.9	14.5	3.5	11.2	7.9	10.0				3.4
	Unsure	%	0.5	0.0	0.0	2.9	0.9	0.0				1.0

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		Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?					Gender			Age		
		Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question 25 - Do you have any additional comments that you would like to share about housing in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]	Total	Unwgt N	578	188	197	193	275	302	1	65	94	419
		Wgt N	528	189	232	107	249	278	1	113	132	284
	We need more affordable housing/rental/more housing	%	26.3	27.7	24.1	28.3	25.4	26.8		18.5	35.6	25.0
	No comment/ n/a/not really/no	%	31.0	32.3	33.4	23.5	31.6	30.6		31.7	28.7	31.8
	We need more retirement/elderly housing	%	2.1	3.2	1.8	0.9	1.7	2.5		0.0	0.0	4.0
	Fewer Airbnb's/change Airbnb's to homes	%	0.6	0.0	0.0	2.9	0.4	0.8		0.0	0.0	1.1
	We need more housing for the homeless/more shelters	%	3.7	3.2	5.3	1.3	0.9	6.3		2.0	1.2	5.6
	Expensive housing/rent/water bill/groceries/everything	%	14.5	13.9	13.4	17.9	17.9	11.5		22.3	16.0	10.7
	Young people/low income people cannot afford housing/hard for first time buyers	%	5.2	4.2	6.6	4.1	1.3	8.7		8.9	4.5	4.1
	Reduce taxes/property taxes	%	2.5	1.4	3.8	1.7	3.1	2.0		3.9	0.9	2.7
	Fast building rate/too many homes	%	1.3	1.2	0.4	3.4	1.9	0.7		0.0	0.0	2.4
	Satisfied/happy	%	3.5	2.5	4.8	2.3	4.8	2.3		3.8	1.2	4.4
	We need more doctors	%	0.6	0.4	0.4	1.3	0.5	0.6		0.0	0.0	1.1
	Need better maintenance of homes	%	0.4	0.4	0.7	0.0	1.0	0.0		0.0	1.2	0.3
	There's an issue with people from Toronto or outside of the region coming in and buying properties	%	1.7	1.1	1.9	2.2	2.7	0.8		1.0	0.9	2.3
	Lack of workers	%	0.2	0.0	0.0	0.8	0.0	0.3		0.0	0.0	0.3
	Bad housing situation/not happy with the situation	%	0.9	0.4	0.7	2.2	1.1	0.8		1.0	0.0	1.4
	Other	%	9.1	10.5	6.3	12.6	8.5	9.6		9.2	13.0	7.3
	Unsure	%	0.1	0.4	0.0	0.0	0.0	0.3		0.0	0.0	0.3

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\*\*Multifrequency tab based on multiple responses

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			Do you live in the City of Quinte West, the City of Belleville or Prince Edward County?				Gender			Age		
			Aggregate 2023-03	the City of Quinte West	the City of Belleville	Prince Edward County	Male	Female	Other	18 to 34	35 to 54	55 plus
Question 25 - Do you have any additional comments that you would like to share about housing in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]	Total	Unwgt N	603	195	204	204	284	318	1	66	97	440
		Wgt N	548	195	240	112	256	291	1	115	136	297
	We need more affordable housing/rental/more housing	%	25.3	26.9	23.3	26.9	24.7	25.6		18.1	34.5	23.9
	No comment/ n/a/not really/no	%	29.9	31.4	32.2	22.3	30.7	29.2		31.0	27.8	30.4
	We need more retirement/elderly housing	%	2.1	3.1	1.8	0.8	1.7	2.4		0.0	0.0	3.8
	Fewer Airbnb's/change Airbnb's to homes	%	0.6	0.0	0.0	2.8	0.4	0.8		0.0	0.0	1.0
	We need more housing for the homeless/more shelters	%	3.6	3.1	5.1	1.2	0.9	6.0		2.0	1.2	5.4
	Expensive housing/rent/water bill/groceries/everything	%	14.0	13.5	12.9	17.0	17.5	11.0		21.9	15.4	10.2
	Young people/low income people cannot afford housing/hard for first time buyers	%	5.0	4.0	6.4	3.9	1.3	8.3		8.7	4.4	3.9
	Reduce taxes/property taxes	%	2.4	1.4	3.6	1.6	3.0	1.9		3.8	0.9	2.6
	Fast building rate/too many homes	%	1.2	1.2	0.4	3.2	1.9	0.7		0.0	0.0	2.3
	Satisfied/happy	%	3.4	2.4	4.7	2.2	4.7	2.2		3.7	1.2	4.2
	We need more doctors	%	0.5	0.4	0.4	1.2	0.5	0.6		0.0	0.0	1.0
	Need better maintenance of homes	%	0.4	0.4	0.7	0.0	0.9	0.0		0.0	1.2	0.3
	There's an issue with people from Toronto or outside of the region coming in and buying properties	%	1.6	1.0	1.8	2.1	2.6	0.7		0.9	0.9	2.2
	Lack of workers	%	0.2	0.0	0.0	0.8	0.0	0.3		0.0	0.0	0.3
Bad housing situation/not happy with the situation	%	0.9	0.4	0.7	2.1	1.1	0.7		0.9	0.0	1.3	
Other	%	8.8	10.2	6.1	12.0	8.3	9.2		9.0	12.5	7.0	
Unsure	%	0.1	0.4	0.0	0.0	0.0	0.3		0.0	0.0	0.3	

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 2 - What is the main reason you live in [the City of Quinte West/the City of Belleville/Prince Edward County] [OPEN]	Total	Unwgt N	732	158	268	306	247	175	136
		Wgt N	686	171	261	255	226	169	141
	I grew up here/my hometown/lived here for a long time	%	22.8	5.2	11.9	45.9	28.1	19.9	19.6
	Affordability	%	3.5	6.4	3.4	1.7	4.0	2.8	5.0
	Central location/convenient	%	2.1	3.5	1.8	1.5	1.2	3.2	2.6
	My family/friends/significant other live here	%	11.7	19.4	12.3	6.0	14.3	6.2	10.8
	Job opportunity/close to work/own a business/farm	%	19.1	20.8	24.7	12.2	11.0	23.7	33.6
	Due to military posting/family's military posting/retired from military	%	3.0	1.2	4.0	3.2	1.8	5.4	2.0
	Quiet/small town/To get out of the city	%	2.6	2.9	3.6	1.5	2.9	4.0	1.1
	Bought a home/Own property here	%	4.1	2.2	3.1	6.4	3.4	5.5	5.2
	Retired here/ good for seniors	%	8.4	12.1	11.7	2.6	7.6	8.7	7.9
	Education/went to school	%	1.2	4.5	0.3	0.0	1.0	1.7	0.7
	No reason/ just live here/just ended up here	%	4.2	3.7	5.8	3.0	4.0	3.4	1.7
	Relocated from another city/province/country	%	3.3	5.3	2.8	2.5	2.6	4.4	1.5
	Health reasons/health care	%	0.4	0.0	1.2	0.0	1.0	0.0	0.0
	I like the area/nice place to live/lifestyle	%	9.4	7.6	10.8	9.2	10.0	8.8	6.9
	Other	%	1.6	1.8	1.4	1.6	2.5	1.3	0.6
	Unsure	%	2.4	3.3	1.4	2.8	4.6	1.2	0.8

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2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 3 - If you had one piece of advice to make [the City of Quinte West/the City of Belleville/Prince Edward County] a better place, what would that advice be? [OPEN]	Total	Unwgt N	712	156	262	294	241	170	132
		Wgt N	669	170	254	245	221	165	136
	Better Transit	%	5.3	9.5	4.3	3.4	5.4	5.6	6.1
	Repair roads	%	10.9	13.4	10.8	9.3	11.6	8.0	12.2
	Nothing	%	8.2	8.5	7.0	9.2	9.0	4.4	8.2
	More housing / Affordable housing	%	11.7	9.1	15.7	9.4	17.5	7.6	13.0
	Better healthcare / Social Services	%	7.0	6.9	9.0	5.0	7.0	7.8	7.1
	Friendlier environment	%	1.5	1.5	0.9	2.0	2.4	1.2	0.3
	Reduce living costs (Taxes, Bills, etc.)	%	6.9	4.3	6.6	8.9	6.7	9.4	4.2
	Invest in the downtown	%	4.0	2.7	4.2	4.8	1.8	5.3	7.0
	Change leadership	%	3.7	1.0	5.4	3.7	3.0	2.9	3.3
	Solution to homeless situation	%	4.6	5.9	3.9	4.5	2.9	6.2	6.4
	Develop / Protect green spaces	%	3.5	3.3	2.8	4.3	2.1	4.6	3.8
	More jobs / opportunity	%	3.3	4.1	3.0	3.2	3.3	4.3	3.5
	Less tourism/ AirBNB's	%	2.5	0.0	2.9	3.7	1.6	5.1	1.0
	Less development	%	2.4	1.6	2.5	2.7	4.0	1.6	2.3
	New attractions / Things to do	%	2.1	2.4	2.9	1.2	2.4	2.5	1.4
	Advertise city more	%	0.6	1.0	0.3	0.7	1.1	0.3	0.9
	Invest in the community facilities	%	1.6	1.2	1.5	2.1	2.4	1.6	1.8
	More retail stores / Shopping	%	1.8	4.1	0.9	1.0	1.5	0.5	2.5
Safety / less crime	%	2.0	3.6	1.0	2.0	2.0	1.0	2.4	
Other	%	4.0	4.4	4.2	3.4	2.1	3.9	3.9	
More diversity / Less racism	%	1.0	1.3	0.0	1.9	0.3	0.9	1.7	
Unsure	%	11.4	10.1	10.1	13.6	10.1	15.5	7.0	

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**2022-2288 – QDAR – Survey – By income and length of residence**

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 4 - Would you say that, overall, [the City of Quinte West/the City of Belleville/Prince Edward County] is moving in the right direction or the wrong direction?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Right direction	%	61.2	63.1	61.1	60.2	58.0	64.6	61.5
	Wrong direction	%	23.1	15.2	25.1	26.3	25.7	25.6	20.4
	Unsure (unprompted)	%	15.7	21.7	13.9	13.6	16.3	9.9	18.1

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 5 - Why do you have that opinion? [OPEN]	Total	Unwgt N	680	144	249	287	233	161	127
		Wgt N	632	151	244	237	210	156	132
	Increasing cost of living/housing	%	6.9	4.2	8.8	6.5	9.8	5.9	2.7
	A lot of development/construction	%	13.0	11.7	13.7	13.2	13.5	16.8	8.6
	It's a good place to live/clean	%	15.3	14.0	19.0	12.3	16.2	19.3	10.9
	A lot of progress has been done/doing the best they can	%	10.8	7.0	11.5	12.6	13.4	10.9	8.5
	Have good mayor/city council	%	6.1	7.3	4.1	7.5	6.7	5.2	4.9
	Population and the city are growing	%	15.2	10.7	15.7	17.6	12.2	12.6	17.8
	City is diversifying	%	2.6	3.8	2.7	1.9	3.5	3.4	0.7
	Taxes are too high	%	2.3	1.7	3.2	1.7	2.1	2.7	2.9
	Taxes are under control	%	1.0	0.5	1.5	0.7	0.4	1.9	0.6
	More/better services/stores available	%	5.6	12.1	4.1	2.9	6.2	5.5	7.2
	Crime is up/don't feel safe	%	1.9	1.7	1.6	2.4	2.4	2.3	1.4
	No doctors/long wait times	%	2.6	3.3	3.5	1.2	2.9	1.1	2.9
	Everything goes into tourism	%	2.2	0.9	2.4	2.8	1.7	3.5	1.9
	We have a lot of tourists	%	1.8	2.7	1.6	1.5	0.4	3.6	1.7
	People in power (Mayor, council) do nothing/ they don't care about residents	%	3.2	2.6	3.8	2.9	4.4	1.7	4.6
	A lot of Airbnbs/short-term rentals	%	0.5	0.9	0.2	0.6	0.6	0.3	0.3
	There are more opportunities/new jobs	%	6.4	6.1	6.7	6.4	4.1	9.7	8.1
	Don't see change/We need a change	%	5.9	8.6	5.5	4.5	5.9	6.0	6.4
	From what I've heard/seen/read	%	0.7	0.9	0.5	0.9	1.7	0.0	0.0
	Other	%	10.3	8.7	10.2	11.4	8.8	9.3	13.4
	No reason	%	0.8	1.9	0.3	0.5	0.2	0.0	1.2
	Homeless issue	%	2.4	2.7	0.8	3.9	3.3	2.9	2.4
	Need better infrastructure	%	1.3	1.1	1.5	1.4	1.3	2.0	1.2
	Built parks/public spaces	%	1.9	1.1	2.6	1.8	1.9	1.6	4.3
	Downtown improvements	%	1.8	4.8	1.1	0.7	2.7	1.6	1.2
	Unsure	%	5.0	10.5	3.2	3.3	3.5	2.6	8.5



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 5 - Why do you have that opinion? [OPEN]	Total	Unwgt N	854	187	317	350	291	209	157
		Wgt N	806	199	316	291	272	207	164
	Increasing cost of living/housing	%	5.4	3.2	6.8	5.3	7.5	4.4	2.2
	A lot of development/construction	%	10.2	8.9	10.6	10.7	10.4	12.7	6.9
	It's a good place to live/clean	%	12.0	10.6	14.7	10.0	12.5	14.6	8.7
	A lot of progress has been done/doing the best they can	%	8.5	5.4	8.8	10.2	10.3	8.2	6.8
	Have good mayor/city council	%	4.8	5.6	3.1	6.1	5.1	3.9	4.0
	Population and the city are growing	%	11.9	8.1	12.1	14.3	9.4	9.5	14.3
	City is diversifying	%	2.1	2.9	2.1	1.5	2.7	2.6	0.5
	Taxes are too high	%	1.8	1.3	2.4	1.4	1.6	2.1	2.3
	Taxes are under control	%	0.8	0.4	1.2	0.5	0.3	1.4	0.5
	More/better services/stores available	%	4.4	9.2	3.2	2.4	4.8	4.2	5.8
	Crime is up/don't feel safe	%	1.5	1.3	1.2	1.9	1.9	1.7	1.1
	No doctors/long wait times	%	2.0	2.5	2.7	1.0	2.2	0.8	2.3
	Everything goes into tourism	%	1.7	0.7	1.8	2.2	1.3	2.7	1.5
	We have a lot of tourists	%	1.4	2.1	1.2	1.2	0.3	2.7	1.4
	People in power (Mayor, council) do nothing/ they don't care about residents	%	2.5	2.0	3.0	2.4	3.4	1.2	3.7
	A lot of Airbnbs/short-term rentals	%	0.4	0.7	0.1	0.5	0.5	0.2	0.3
	There are more opportunities/new jobs	%	5.1	4.6	5.2	5.2	3.2	7.3	6.5
	Don't see change/We need a change	%	4.6	6.5	4.3	3.7	4.5	4.6	5.2
	From what I've heard/seen/read	%	0.6	0.7	0.4	0.7	1.3	0.0	0.0
	Other	%	8.1	6.6	7.8	9.3	6.8	7.1	10.8
	No reason	%	0.6	1.5	0.3	0.4	0.2	0.0	1.0
	Homeless issue	%	1.9	2.1	0.6	3.2	2.5	2.2	1.9
	Need better infrastructure	%	1.0	0.8	1.1	1.1	1.0	1.5	1.0
	Built parks/public spaces	%	1.5	0.8	2.0	1.4	1.5	1.2	3.5
	Downtown improvements	%	1.4	3.6	0.9	0.5	2.0	1.2	1.0
	Unsure	%	3.9	8.0	2.5	2.7	2.7	2.0	6.8



2022-2288 – QDAR – Survey – By income and length of residence

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 6 - The overall quality of life in [the City of Quinte West/the City of Belleville/Prince Edward County]	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	7.4	7.4	7.2	7.5	7.2	7.5	7.2	
		Median	8.0	7.0	8.0	8.0	8.0	8.0	7.0	
		Very poor (0)	%	0.4	0.0	0.2	1.0	2.5	0.0	0.3
	1	%	0.7	0.6	0.7	0.7	1.2	0.0	0.8	
	2	%	1.1	0.0	2.1	0.8	1.0	0.0	1.5	
	3	%	2.1	1.9	2.8	1.6	0.6	4.5	2.3	
	4	%	3.0	1.8	4.7	2.0	5.0	1.3	2.5	
	5	%	7.2	9.0	5.7	7.7	8.2	6.5	6.0	
	6	%	9.6	11.0	8.3	10.0	9.6	7.1	10.6	
	7	%	21.2	26.0	21.8	17.4	18.8	20.2	30.5	
	8	%	29.3	27.7	31.3	28.2	28.0	31.4	25.9	
	9	%	13.6	12.4	13.2	14.8	13.1	21.4	9.7	
	Very good (10)	%	11.1	9.5	8.4	14.8	11.4	7.1	9.9	
	Unsure	%	0.6	0.0	0.6	1.0	0.7	0.4	0.0	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 7 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to work	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	6.7	6.6	6.6	6.7	6.6	6.8	6.4	
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	
		Very poor (0)	%	1.2	1.4	1.4	1.0	2.6	0.3	3.4
	1	%	1.4	1.5	1.6	1.3	1.6	2.3	0.0	
	2	%	1.8	0.3	0.9	3.6	2.3	0.3	0.6	
	3	%	3.1	3.6	3.8	1.9	3.0	3.7	3.5	
	4	%	4.2	2.5	4.4	5.1	4.8	4.3	3.4	
	5	%	13.8	14.7	16.3	10.6	12.9	11.0	20.4	
	6	%	9.5	6.6	10.3	10.5	7.2	8.4	13.2	
	7	%	19.6	26.8	16.5	17.9	15.9	27.8	17.2	
	8	%	22.8	18.2	24.3	24.4	23.4	23.0	24.3	
	9	%	5.4	3.4	4.9	7.3	5.5	5.3	5.0	
	Very good (10)	%	7.8	6.9	8.5	7.8	9.3	8.1	4.1	
	Unsure	%	9.4	14.2	7.1	8.6	11.5	5.6	4.9	

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.





2022-2288 – QDAR – Survey – By income and length of residence

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 8 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to raise a family	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	7.5	7.3	7.3	7.7	7.1	7.8	7.4	
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	
		Very poor (0)	%	1.3	0.5	1.9	1.2	3.5	0.0	2.8
	1	%	0.5	0.0	0.9	0.4	0.8	0.6	0.0	
	2	%	2.2	2.2	1.3	3.0	3.4	1.0	0.0	
	3	%	1.6	0.5	3.2	0.7	2.2	1.2	1.2	
	4	%	2.5	2.7	3.7	1.2	2.2	0.7	5.5	
	5	%	8.5	11.8	7.4	7.3	7.2	8.0	3.7	
	6	%	6.8	8.3	5.9	6.7	7.0	6.7	8.5	
	7	%	17.0	20.9	18.2	13.1	20.1	15.9	21.0	
	8	%	25.9	24.0	25.5	27.7	24.0	27.7	29.6	
	9	%	13.2	10.4	12.6	15.6	11.4	16.0	11.2	
	Very good (10)	%	17.3	12.9	16.9	20.6	15.1	19.7	14.9	
	Unsure	%	3.3	5.8	2.4	2.4	3.0	2.4	1.6	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 9 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a safe place to live	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	7.6	7.6	7.7	7.6	7.5	7.7	7.6	
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	
		Very poor (0)	%	1.1	0.0	1.7	1.1	3.5	1.0	0.6
	1	%	0.5	0.5	0.7	0.2	1.4	0.0	0.0	
	2	%	0.9	1.9	0.8	0.3	0.8	0.0	2.3	
	3	%	0.9	1.2	0.6	1.1	0.4	1.6	1.4	
	4	%	3.3	3.0	1.9	5.0	2.2	4.6	4.4	
	5	%	7.0	6.4	8.2	6.0	5.5	7.8	6.3	
	6	%	7.5	9.9	4.0	9.5	9.9	4.4	4.6	
	7	%	16.2	16.7	17.1	15.0	16.1	13.7	18.4	
	8	%	27.8	26.6	29.1	27.2	25.6	28.5	30.0	
	9	%	17.7	18.2	17.6	17.5	16.7	24.0	17.7	
	Very good (10)	%	16.7	15.1	17.8	16.6	17.2	13.8	14.4	
	Unsure	%	0.4	0.5	0.3	0.4	0.7	0.6	0.0	

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2022-2288 – QDAR – Survey – By income and length of residence

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 10 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place to take public transit	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	4.7	4.9	4.4	5.0	5.1	4.3	4.5	
		Median	5.0	5.0	4.0	5.0	6.0	4.0	5.0	
		Very poor (0)	%	10.1	6.4	11.3	11.3	13.5	8.4	8.4
	1	%	4.1	4.1	5.8	2.4	2.1	6.0	3.8	
	2	%	6.8	2.8	9.1	7.2	6.2	8.3	6.5	
	3	%	8.7	11.2	11.4	4.1	7.0	11.2	12.2	
	4	%	6.9	9.8	6.3	5.6	6.6	8.4	8.0	
	5	%	11.2	15.4	8.9	10.9	8.2	13.1	15.3	
	6	%	8.2	5.9	8.7	9.2	9.1	10.3	6.9	
	7	%	8.8	6.5	7.7	11.5	10.1	7.9	8.6	
	8	%	9.0	10.2	6.1	11.3	13.9	6.2	5.3	
	9	%	2.5	2.9	2.3	2.5	3.9	2.4	1.9	
	Very good (10)	%	5.4	3.6	6.6	5.4	7.6	2.0	4.8	
	Unsure	%	18.1	21.2	15.6	18.5	11.7	15.8	18.1	

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income			
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 11 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place where one can afford to buy a first home	Total	Unwgt N	737	158	271	308	251	175	136	
		Wgt N	691	171	264	256	232	169	141	
		Mean	4.5	4.9	4.3	4.5	4.3	4.6	4.4	
		Median	5.0	5.0	4.0	5.0	4.0	5.0	4.0	
		Very poor (0)	%	9.9	4.9	9.5	13.7	11.0	10.2	8.6
	1	%	5.3	3.9	6.2	5.3	5.3	4.8	5.5	
	2	%	9.9	7.4	14.0	7.5	12.3	10.2	10.5	
	3	%	9.4	12.2	11.1	5.9	8.7	8.5	15.0	
	4	%	8.9	9.3	8.0	9.7	10.4	7.8	9.7	
	5	%	16.6	20.2	14.5	16.3	17.3	21.4	11.8	
	6	%	8.8	3.5	7.6	13.5	7.7	9.2	10.2	
	7	%	11.3	15.9	11.2	8.3	6.3	10.8	14.0	
	8	%	8.0	7.2	9.0	7.4	9.3	9.2	6.4	
	9	%	2.2	1.6	1.9	3.0	1.9	4.0	2.0	
	Very good (10)	%	3.5	4.6	2.2	3.9	3.3	1.6	3.0	
	Unsure	%	6.2	9.2	4.8	5.6	6.5	2.3	3.3	

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2022-2288 – QDAR – Survey – By income and length of residence

How would you rate the City of Quinte West/the City of Belleville/Prince Edward County on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 12 - [The City of Quinte West/the City of Belleville/Prince Edward County] as a place where one can afford to retire	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
		Mean	6.5	6.7	6.4	6.5	6.3	6.8	6.4
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	Very poor (0)	%	3.8	2.9	4.2	3.9	6.1	1.9	4.0
	1	%	1.9	0.8	2.9	1.6	4.0	0.9	0.0
	2	%	1.6	0.6	2.2	1.7	1.1	1.0	2.7
	3	%	3.6	4.3	2.0	4.7	2.9	4.9	4.0
	4	%	6.6	4.9	8.6	5.8	4.0	7.9	10.9
	5	%	12.2	10.3	15.4	10.3	15.8	7.4	10.1
	6	%	11.7	10.0	10.4	14.3	10.8	15.2	11.5
	7	%	16.0	22.2	13.8	14.1	14.2	15.4	20.7
	8	%	18.5	18.9	16.8	19.9	18.5	19.7	17.0
	9	%	8.6	7.7	7.7	10.1	5.9	11.5	7.3
Very good (10)	%	11.7	10.8	13.7	10.3	12.5	12.6	9.7	
Unsure	%	3.8	6.7	2.3	3.3	4.2	1.7	2.2	



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF CITY OF QUINTE WEST] Trenton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	237	48	93	96	84	56	46
		Wgt N	237	58	98	82	82	63	48
	More/better stores/businesses	%	37.0	19.3	35.1	51.8	34.4	42.5	33.4
	Address the traffic/crowding	%	5.7	9.9	5.5	2.9	4.7	7.0	4.3
	Address the homelessness/drugs	%	2.0	0.0	2.4	2.9	1.9	2.6	1.7
	Better/more/free parking	%	14.7	21.4	16.0	8.6	16.3	12.3	18.6
	More entertainment/cultural activities/attractions	%	7.3	12.0	6.7	4.7	8.5	5.1	7.1
	Nothing/ good as is/ improvements made	%	6.4	8.3	8.0	3.4	8.0	5.1	3.3
	Better transportation/public transit	%	4.6	8.7	4.3	2.2	7.0	1.9	4.6
	Aesthetic improvements/ clean-up/ green spaces	%	12.8	14.9	14.4	9.5	6.4	25.4	11.7
	Better/longer opening hours for stores/restaurants	%	1.3	1.3	2.4	0.0	0.9	1.2	3.4
	Improve safety/crime rate/more police	%	1.4	0.0	3.3	0.0	0.0	2.6	3.4
	Improve walkability/close street to traffic	%	2.1	1.4	3.1	1.5	1.5	1.6	4.1
	I don't go downtown	%	0.4	0.0	1.1	0.0	0.0	0.0	2.2
	More housing/affordable housing	%	1.8	0.0	3.5	1.0	2.0	2.9	0.0
	Attract more/better/various restaurants	%	7.3	11.1	6.3	5.9	1.8	12.4	7.7
	Lower business rent/taxes/more incentives	%	1.8	0.0	1.6	3.3	1.9	2.5	1.7
	Other	%	3.7	0.0	1.9	8.6	5.0	2.5	1.7
	Unsure	%	11.1	8.0	12.1	12.0	9.5	6.4	17.6

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF CITY OF QUINTE WEST] Trenton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	285	58	115	112	93	73	58
		Wgt N	288	67	125	97	90	85	61
	More/better stores/businesses	%	30.4	16.6	27.5	43.9	31.3	31.7	26.4
	Address the traffic/crowding	%	4.7	8.6	4.3	2.5	4.2	5.2	3.4
	Address the homelessness/drugs	%	1.6	0.0	1.9	2.4	1.7	1.9	1.3
	Better/more/free parking	%	12.1	18.4	12.5	7.3	14.9	9.2	14.7
	More entertainment/cultural activities/attractions	%	6.0	10.3	5.3	4.0	7.8	3.8	5.6
	Nothing/ good as is/ improvements made	%	5.3	7.1	6.2	2.8	7.3	3.8	2.6
	Better transportation/public transit	%	3.8	7.5	3.3	1.9	6.4	1.4	3.7
	Aesthetic improvements/ clean-up/ green spaces	%	10.5	12.8	11.2	8.0	5.8	19.0	9.2
	Better/longer opening hours for stores/restaurants	%	1.1	1.1	1.9	0.0	0.8	0.9	2.7
	Improve safety/crime rate/more police	%	1.1	0.0	2.6	0.0	0.0	1.9	2.7
	Improve walkability/close street to traffic	%	1.7	1.2	2.4	1.2	1.3	1.2	3.3
	I don't go downtown	%	0.4	0.0	0.8	0.0	0.0	0.0	1.7
	More housing/affordable housing	%	1.5	0.0	2.7	0.8	1.8	2.2	0.0
	Attract more/better/various restaurants	%	6.0	9.5	5.0	5.0	1.7	9.3	6.1
	Lower business rent/taxes/more incentives	%	1.5	0.0	1.3	2.8	1.7	1.8	1.3
	Other	%	3.1	0.0	1.5	7.3	4.6	1.9	1.3
	Unsure	%	9.1	6.9	9.5	10.2	8.6	4.7	13.9

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\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF CITY OF Belleville] Belleville as a place to visit, work and shop? [OPEN]	Total	Unwgt N	240	66	77	97	80	48	46
		Wgt N	292	85	98	108	94	62	60
	More/better stores/businesses	%	21.9	20.7	21.3	23.5	16.5	27.4	20.0
	Address the traffic/crowding	%	0.6	1.0	0.8	0.0	0.9	0.0	1.4
	Address the homelessness/drugs	%	25.9	24.9	27.7	25.1	22.8	26.4	31.6
	Better/more/free parking	%	13.1	12.4	11.9	14.8	17.6	9.8	7.8
	More entertainment/cultural activities/attractions	%	4.4	7.0	3.3	3.4	2.4	1.3	9.2
	Nothing/ good as is/ improvements made	%	5.4	9.4	7.0	0.8	6.1	2.8	3.6
	Better transportation/public transit	%	1.6	4.7	0.8	0.0	0.9	0.0	0.0
	Aesthetic improvements/ clean-up/ green spaces	%	9.4	11.1	9.5	8.0	8.1	12.1	10.2
	Better/longer opening hours for stores/restaurants	%	2.3	1.0	3.3	2.4	3.6	0.0	1.5
	Improve safety/crime rate/more police	%	10.7	4.5	9.7	16.5	3.6	21.5	10.6
	Improve walkability/close street to traffic	%	1.2	1.8	2.0	0.0	0.0	2.5	3.3
	I don't go downtown	%	1.7	0.0	3.5	1.5	3.5	0.0	1.5
	More housing/affordable housing	%	5.7	3.1	6.5	7.1	3.0	5.0	16.6
	More affordable businesses options	%	0.6	1.0	0.0	0.8	1.8	0.0	0.0
	Attract more/better/various restaurants	%	2.0	0.0	4.0	1.6	0.0	2.8	5.3
	Lower business rent/taxes/more incentives	%	3.0	2.7	2.8	3.4	4.3	7.5	0.0
	Other	%	6.6	9.7	2.8	7.5	7.5	7.3	11.0
	Unsure	%	10.2	3.9	14.3	11.5	13.1	2.8	2.8

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\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF CITY OF Belleville] Belleville as a place to visit, work and shop? [OPEN]	Total	Unwgt N	299	78	102	119	95	60	60
		Wgt N	368	101	129	138	109	80	81
	More/better stores/businesses	%	17.3	17.4	16.2	18.4	14.3	21.2	14.7
	Address the traffic/crowding	%	0.5	0.9	0.6	0.0	0.8	0.0	1.0
	Address the homelessness/drugs	%	20.5	21.0	21.1	19.6	19.7	20.5	23.2
	Better/more/free parking	%	10.4	10.4	9.0	11.6	15.2	7.6	5.7
	More entertainment/cultural activities/attractions	%	3.5	5.9	2.5	2.7	2.1	1.0	6.7
	Nothing/ good as is/ improvements made	%	4.3	7.9	5.3	0.6	5.3	2.1	2.6
	Better transportation/public transit	%	1.3	3.9	0.6	0.0	0.8	0.0	0.0
	Aesthetic improvements/ clean-up/ green spaces	%	7.4	9.3	7.2	6.2	7.0	9.3	7.5
	Better/longer opening hours for stores/restaurants	%	1.8	0.9	2.5	1.9	3.1	0.0	1.1
	Improve safety/crime rate/more police	%	8.5	3.8	7.4	12.9	3.1	16.7	7.8
	Improve walkability/close street to traffic	%	1.0	1.5	1.5	0.0	0.0	2.0	2.4
	I don't go downtown	%	1.4	0.0	2.7	1.2	3.0	0.0	1.1
	More housing/affordable housing	%	4.5	2.6	5.0	5.6	2.6	3.8	12.2
	More affordable businesses options	%	0.5	0.8	0.0	0.6	1.6	0.0	0.0
	Attract more/better/various restaurants	%	1.5	0.0	3.1	1.2	0.0	2.1	3.9
	Lower business rent/taxes/more incentives	%	2.4	2.2	2.2	2.7	3.7	5.8	0.0
	Other	%	5.2	8.2	2.2	5.9	6.5	5.7	8.1
	Unsure	%	8.1	3.3	10.9	9.0	11.4	2.1	2.0

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\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	221	37	86	98	74	61	35
		Wgt N	128	20	54	53	43	36	21
	More/better stores/businesses	%	10.9	8.7	15.3	7.2	12.6	9.5	13.0
	Address the traffic/crowding	%	12.6	4.3	10.4	18.0	13.9	12.3	13.0
	Better/more/free parking	%	23.1	34.0	22.2	19.8	18.1	28.3	31.5
	More entertainment/cultural activities/attractions	%	0.6	0.0	0.0	1.5	0.0	0.0	3.8
	Nothing/ good as is/ improvements made	%	15.7	13.0	19.1	13.3	13.5	16.3	16.8
	Better transportation/public transit	%	1.6	2.1	3.0	0.0	1.0	1.2	5.4
	Aesthetic improvements/ clean-up/ green spaces	%	6.3	9.6	4.8	6.4	10.0	5.5	0.0
	Better/longer opening hours for stores/restaurants	%	1.1	2.2	1.7	0.0	0.0	1.3	0.0
	Improve safety/crime rate/more police	%	0.7	0.0	0.0	1.7	0.0	0.0	0.0
	Improve walkability/close street to traffic	%	1.8	0.0	2.0	2.3	1.0	3.0	3.8
	I don't go downtown	%	2.7	4.0	0.8	4.2	2.0	1.3	2.1
	More housing/affordable housing	%	3.0	2.1	5.5	0.8	0.0	4.7	5.9
	More affordable businesses options	%	8.2	2.1	10.6	8.2	13.1	11.0	0.0
	Attract more/better/various restaurants	%	1.2	5.2	0.0	0.9	1.1	0.0	5.0
	Lower business rent/taxes/more incentives	%	1.7	4.3	1.5	0.9	0.0	0.0	5.9
	Other	%	9.6	0.0	14.0	8.8	10.3	10.0	2.1
	Unsure	%	11.3	19.1	6.6	13.0	13.1	10.8	6.3

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\*\*Multifrequency tab based on multiple responses





2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 13 - What could be done to improve downtown [IF PRINCE EDWARD COUNTY] Picton as a place to visit, work and shop? [OPEN]	Total	Unwgt N	244	42	98	104	82	68	38
		Wgt N	143	23	63	57	48	41	24
	More/better stores/businesses	%	9.7	7.8	13.0	6.8	11.5	8.2	11.4
	Address the traffic/crowding	%	11.2	3.9	8.9	16.8	12.7	10.7	11.3
	Better/more/free parking	%	20.6	30.7	18.9	18.5	16.5	24.5	27.5
	More entertainment/cultural activities/attractions	%	0.6	0.0	0.0	1.4	0.0	0.0	3.3
	Nothing/ good as is/ improvements made	%	14.0	11.8	16.3	12.5	12.3	14.2	14.7
	Better transportation/public transit	%	1.4	1.9	2.5	0.0	0.9	1.1	4.7
	Aesthetic improvements/ clean-up/ green spaces	%	5.6	8.7	4.1	6.0	9.1	4.8	0.0
	Better/longer opening hours for stores/restaurants	%	0.9	2.0	1.4	0.0	0.0	1.1	0.0
	Improve safety/crime rate/more police	%	0.6	0.0	0.0	1.5	0.0	0.0	0.0
	Improve walkability/close street to traffic	%	1.6	0.0	1.7	2.2	0.9	2.6	3.3
	I don't go downtown	%	2.4	3.6	0.7	3.9	1.9	1.1	1.9
	More housing/affordable housing	%	2.7	1.9	4.7	0.8	0.0	4.1	5.1
	More affordable businesses options	%	7.3	1.9	9.0	7.6	12.0	9.5	0.0
	Attract more/better/various restaurants	%	1.1	4.7	0.0	0.8	1.0	0.0	4.4
	Lower business rent/taxes/more incentives	%	1.5	3.9	1.3	0.8	0.0	0.0	5.1
	Other	%	8.6	0.0	11.9	8.2	9.4	8.7	1.9
	Unsure	%	10.0	17.2	5.6	12.1	12.0	9.4	5.5

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\*\*Multifrequency tab based on multiple responses



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 14 - How would you describe your internet access during an average month?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	I have access to stable high-speed internet all the time	%	50.5	59.1	47.9	47.5	53.2	49.9	56.2
	I have access to stable high-speed internet most of the time	%	28.1	24.5	30.4	28.0	23.9	29.2	29.1
	I have access to stable high-speed internet some of the time	%	9.4	9.3	10.4	8.4	8.7	11.4	10.6
	I do not have access to stable high-speed internet	%	5.2	2.5	4.9	7.3	5.5	6.1	3.2
	I do not have access to internet at all	%	6.9	4.6	6.4	8.9	8.7	3.4	1.0

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 15 - My next few questions are about housing. Would you say that buying a home today is a very good, good, average, poor or very poor investment?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Very good	%	13.6	15.8	12.0	13.9	10.5	19.5	13.9
	Good	%	39.6	32.2	44.5	39.4	39.6	38.0	38.4
	Average	%	21.6	29.0	15.9	22.4	19.2	27.4	24.7
	Poor	%	13.4	12.1	13.0	14.7	19.3	7.0	14.4
	Very poor	%	5.4	3.6	7.6	4.2	4.1	5.1	6.5
	Unsure	%	6.5	7.4	7.0	5.4	7.4	3.0	2.1

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 16 - What type of housing do you currently live in?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Single detached family home	%	69.9	56.7	72.8	75.7	52.9	77.3	87.2
	Semi-detached home	%	3.0	3.6	3.1	2.4	4.1	2.7	3.5
	Town house	%	3.2	5.9	1.9	2.9	4.0	1.5	2.8
	Rented home/rented room in home	%	4.4	9.3	3.6	2.1	4.0	8.5	1.5
	Apartment building	%	14.1	18.2	13.1	12.3	27.3	5.7	3.5
	Mobile home/Trailer	%	0.9	1.1	0.7	0.9	2.2	0.4	0.0
	Condo	%	1.3	1.8	1.9	0.3	1.2	2.3	0.9
	Farmhouse/barn	%	0.4	0.0	0.6	0.3	0.7	0.3	0.0
	Retirement home/seniors' housing	%	1.0	1.0	1.0	1.2	1.5	0.0	0.6
	Other	%	1.0	2.2	0.0	1.1	1.7	1.3	0.0
	Unsure	%	0.4	0.0	0.4	0.8	0.4	0.0	0.0
No answer	%	0.3	0.0	0.9	0.0	0.0	0.0	0.0	

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 17 - What is the preferred type of housing you would want to live in?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Single detached family home	%	78.1	75.9	76.9	80.9	70.2	84.4	86.4
	Semi-detached home	%	2.5	1.9	2.8	2.6	3.2	2.2	4.6
	Town house	%	3.8	4.8	3.3	3.7	4.2	2.4	3.3
	Rented home/rented room in home	%	1.4	2.3	0.6	1.6	1.8	2.4	0.7
	Apartment building	%	7.0	4.5	8.8	6.9	12.5	3.9	1.2
	Mobile home	%	0.5	0.3	0.6	0.5	0.8	0.4	0.0
	Condo	%	2.2	2.8	2.8	1.1	1.9	2.3	2.2
	Retirement home/seniors housing	%	0.8	2.3	0.6	0.0	1.5	0.3	0.3
	Farmhouse	%	0.5	1.3	0.3	0.2	0.7	0.0	0.0
	Other	%	1.9	2.6	2.6	0.8	2.2	0.7	1.4
	Unsure	%	1.1	0.9	0.7	1.7	1.1	0.6	0.0
No answer	%	0.1	0.5	0.0	0.0	0.0	0.5	0.0	

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2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 18 - If your preferred type of housing in [the City of Quinte West/the City of Belleville/Prince Edward County] was not available for the price you could afford would you consider or not consider moving out of the [City of Quinte West/the City of Belleville/Prince Edward County] to a nearby community?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Consider	%	71.2	75.0	76.4	63.2	66.2	78.3	81.9
	Not consider	%	28.8	25.0	23.6	36.8	33.8	21.7	18.1

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 19 - Do you think there is too much, not enough, or the right amount of affordable rental housing in [the City of Quinte West/the City of Belleville/Prince Edward County] ?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Too much	%	1.5	3.4	0.6	1.3	3.0	1.4	1.5
	Not enough	%	81.6	74.7	81.9	85.8	83.9	85.6	83.9
	About the right amount	%	3.7	3.3	5.9	1.6	3.2	2.6	3.8
	Unsure	%	13.2	18.6	11.6	11.3	9.9	10.3	10.8

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2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 20 - Do you think that there is too much, not enough, or about the right amount of short-term accommodations, such as Airbnb's, in [the City of Quinte West/the City of Belleville/Prince Edward County]?	Total	Unwgt N	737	158	271	308	251	175	136
		Wgt N	691	171	264	256	232	169	141
	Too much	%	19.1	11.4	21.2	22.2	17.7	23.2	19.4
	Not enough	%	19.5	25.6	18.0	17.0	23.8	17.2	23.5
	About the right amount	%	18.4	15.9	18.8	19.7	16.6	24.6	15.0
	Unsure	%	43.0	47.1	42.1	41.1	41.9	35.0	42.2

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 21 - Have you purchased/sold or intend to purchase/sell a home either the past five or upcoming five years? (Select as many as apply)	Total	Unwgt N	736	158	270	308	251	175	135
		Wgt N	690	171	263	256	232	169	140
	Yes, purchased/sold	%	15.5	28.4	10.5	12.0	8.8	17.2	26.2
	Yes, intend to purchase/sell	%	19.6	30.9	16.3	15.6	15.9	23.5	29.4
	No to either	%	63.4	42.9	69.0	71.4	72.0	57.0	49.5
	Unsure	%	4.4	6.1	5.2	2.5	5.5	3.7	2.4

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 21 - Have you purchased/sold or intend to purchase/sell a home either the past five or upcoming five years? (Select as many as apply)	Total	Unwgt N	755	170	273	312	256	178	143
		Wgt N	711	185	266	260	237	172	151
	Yes, purchased/sold	%	15.1	26.3	10.4	11.8	8.6	17.0	24.4
	Yes, intend to purchase/sell	%	19.1	28.5	16.2	15.3	15.6	23.2	27.3
	No to either	%	61.6	39.6	68.3	70.4	70.4	56.2	46.0
	Unsure	%	4.3	5.6	5.1	2.4	5.4	3.6	2.3

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 22 – [IF PURCHASED/SOLD A HOME IN THE PAST 5 YEARS] Did you use or not use a REALTOR®?	Total	Unwgt N	108	45	26	37	22	28	32
		Wgt N	107	49	28	31	20	29	37
	Yes, I used a REALTOR®	%	91.0	97.4	85.1	85.1	85.1	85.1	95.9
	No, I did not use a REALTOR®	%	8.2	2.6	14.9	14.9	14.9	14.9	4.1
	Unsure (unprompted)	%	0.8	0.0	0.0	0.0	0.0	0.0	0.0

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2022-2288 – QDAR – Survey – By income and length of residence

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 23 – [IF USED A REALTOR®] Was it a local REALTOR®, or was it not a local REALTOR	Total	Unwgt N	95	43	21	31	20	24	30
		Wgt N	97	47	24	26	19	26	35
	Yes, it was a local REALTOR®	%	90.6	83.8					95.4
	No, it wasn't a local REALTOR®	%	8.9	16.2					4.6
	Unsure	%	0.5	0.0					0.0

			Residency				Income		
			Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more
Question 25 - Do you have any additional comments that you would like to share about housing in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]	Total	Unwgt N	576	130	205	241	203	137	96
		Wgt N	526	139	192	195	184	128	98
	We need more affordable housing/rental/more housing	%	26.3	22.7	23.1	32.2	28.5	24.7	30.9
	No comment/ n/a/not really/no	%	31.0	31.9	33.1	28.4	28.2	28.3	32.6
	We need more retirement/elderly housing	%	2.1	1.1	1.4	3.5	2.8	1.0	0.8
	Fewer Airbnb's/change Airbnb's to homes	%	0.6	0.0	0.7	0.9	0.5	0.3	0.0
	We need more housing for the homeless/more shelters	%	3.8	2.8	5.4	2.8	4.5	3.2	2.5
	Expensive housing/rent/water bill/groceries/everything	%	14.5	18.6	12.9	13.3	14.2	17.5	11.0
	Young people/low income people cannot afford housing/hard for first time buyers	%	5.2	6.6	4.1	5.4	5.8	7.4	3.7
	Reduce taxes/property taxes	%	2.5	5.5	1.6	1.3	1.8	3.6	2.8
	Fast building rate/too many homes	%	1.3	0.9	0.7	2.2	1.2	1.0	0.8
	Satisfied/happy	%	3.5	4.9	3.6	2.4	4.3	2.0	1.7
	We need more doctors	%	0.6	0.3	0.9	0.5	1.2	0.0	0.0
	Need better maintenance of homes	%	0.4	1.1	0.4	0.0	0.0	0.6	0.0
	There's an issue with people from Toronto or outside of the region coming in and buying properties	%	1.5	0.6	2.7	0.9	1.9	1.6	1.4
	Lack of workers	%	0.2	0.0	0.2	0.2	0.0	0.0	0.0
	Bad housing situation/not happy with the situation	%	0.9	1.0	1.2	0.6	0.7	0.8	0.0
	Other	%	9.1	6.4	11.3	8.9	8.7	9.5	14.7
	Unsure	%	0.1	0.5	0.0	0.0	0.4	0.0	0.0

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\*Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 746 residents of the City of Quinte West, the City of Belleville and Prince Edward County, 18 years of age or older, between March 10<sup>th</sup> and 18<sup>th</sup>, 2023. The margin of error for this survey is ±3.6 percentage points, 19 times out of 20.



2022-2288 – QDAR – Survey – By income and length of residence

		Residency				Income			
		Aggregate 2023-03	Ten years or less	Eleven to thirty years	More than thirty years	Under \$60,000	\$60,000 to \$100,000	\$100,000 or more	
Question 25 - Do you have any additional comments that you would like to share about housing in the City of Quinte West/the City of Belleville/Prince Edward County? [OPEN]	Total	Unwgt N	601	137	214	250	215	139	99
		Wgt N	546	146	198	202	193	129	101
	We need more affordable housing/rental/more housing	%	25.4	21.6	22.4	31.1	27.2	24.3	30.1
	No comment/ n/a/not really/no	%	29.9	30.4	32.0	27.4	26.9	27.9	31.7
	We need more retirement/elderly housing	%	2.1	1.1	1.4	3.4	2.7	1.0	0.8
	Fewer Airbnb's/change Airbnb's to homes	%	0.6	0.0	0.7	0.9	0.5	0.3	0.0
	We need more housing for the homeless/more shelters	%	3.6	2.7	5.3	2.7	4.3	3.1	2.4
	Expensive housing/rent/water bill/groceries/everything	%	14.0	17.7	12.5	12.8	13.6	17.3	10.7
	Young people/low income people cannot afford housing/hard for first time buyers	%	5.0	6.3	4.0	5.2	5.6	7.3	3.6
	Reduce taxes/property taxes	%	2.4	5.3	1.5	1.3	1.7	3.5	2.7
	Fast building rate/too many homes	%	1.3	0.9	0.7	2.1	1.2	1.0	0.8
	Satisfied/happy	%	3.4	4.6	3.5	2.3	4.1	1.9	1.7
	We need more doctors	%	0.5	0.3	0.8	0.4	1.2	0.0	0.0
	Need better maintenance of homes	%	0.4	1.1	0.4	0.0	0.0	0.6	0.0
	There's an issue with people from Toronto or outside of the region coming in and buying properties	%	1.4	0.6	2.6	0.8	1.8	1.5	1.3
	Lack of workers	%	0.2	0.0	0.2	0.2	0.0	0.0	0.0
	Bad housing situation/not happy with the situation	%	0.9	0.9	1.2	0.6	0.7	0.8	0.0
Other	%	8.8	6.1	10.9	8.6	8.3	9.4	14.2	
Unsure	%	0.1	0.5	0.0	0.0	0.4	0.0	0.0	

\*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

\*\*Multifrequency tab based on multiple responses