Housing and affordability are top issues for Niagara residents.

The research gauged the opinions among residents of St. Catharines, Niagara Falls and the Niagara region on housing and local issues in the region.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 700 residents of the Niagara region (n=143 in Niagara Falls, n=200 in St. Catharines and n=357 in the Niagara region), 18 years of age or older, between October 3rd and 21st, 2024.

The margin of error for this survey is ±3.7 percentage points, 19 times out of 20.

The research was commissioned by the Niagara Association of Realtors and was conducted by Nanos Research.

Summary

KEY FINDINGS

1

NIAGARA RESIDENTS SAY REGION IS A GOOD PLACE TO RAISE A FAMILY AND SAFE PLACE TO LIVE
Residents of St. Catharines/Niagara Falls/the Niagara region gave the highest ratings to their region as a place to raise a family (St. Catharines: mean of 7.1 out of 10, Niagara Falls: mean of 7.1 out of 10, rest of the Niagara Region: 7.6 out of 10) and as a safe place to live (St. Catharines: mean of 6.7, Niagara Falls: mean of 7.1; rest of the Niagara Region: 7.1 out of 10). They give their lowest ratings to their region being a place where one can afford to buy a home (St. Catharines: mean of 4.4 out of 10, Niagara Falls: mean of 4.7 out of 10, rest of the Niagara Region: 4.2 out of 10).

2

A MAJORITY OF ST. CATHARINES RESIDENTS WANT TO BALANCE NEW DEVELOPMENT DOWNTOWN AND PROTECTING THE HERITAGE IN THE CITY
When asked how the city should balance development and maintaining heritage downtown, St. Catharines residents were more likely to say it should balance both (57%), while 17% said to prioritize new development even if it impacts heritage and character and 23% said to prioritize protecting the character of downtown even if it limits new development.

3

MOST NIAGARA RESIDENTS SAY FIRST TIME HOME BUYERS OR YOUNG PEOPLE ARE LESS LIKELY TO AFFORD A HOME IN NIAGARA TODAY COMPARED TO FIVE YEARS AGO; ONE IN THREE CONSIDERING MOVING ELSEWHERE
When asked the likelihood of a first-time home buyer or young person in the Niagara region being able to afford a home in their community today compared to five years ago, around nine in ten say they are less likely (89%). Around two in three Niagara residents say they disagree or somewhat disagree (63%) that they are considering leaving the region for somewhere more affordable, while one in three agree (33%) or somewhat agree they're considering doing so.

4

A MAJORITY OF NIAGARA RESIDENTS SAY THERE SHOULD BE MORE COORDINATION OF LOCAL PLANNING
Just over six in ten residents say there should be more coordination of local planning and development rules between the local municipalities to reduce red tape and speed up the development of business and housing projects (62%), while just over one in four say that local municipalities should be able to set their own rules and processes for development even if it slows down development of business and housing projects (27%). Residents of St. Catharines (69%) are more likely to say there should be more coordination than those in the rest of the Niagara region (57%).

NIAGARA ASSOCIATION OF REALTORS®

NANOS

KEY FINDINGS

5

NIAGARA RESIDENTS MORE LIKELY TO OPPOSE THAN SUPPORT PERMITTING UP TO FOUR HOUSING UNITS ON A RESIDENTIAL LOT
A majority of residents oppose (44%) or somewhat oppose (13%) permitting the building of four housing units on residential lots, while about four in ten support (18%) or somewhat support (21%) this. This is consistent across St. Catharines, Niagara Falls and the rest of the Niagara region. Renters are more likely to say they support or somewhat support (50%) this than homeowners (33%).

The most important issues of concern – Top responses

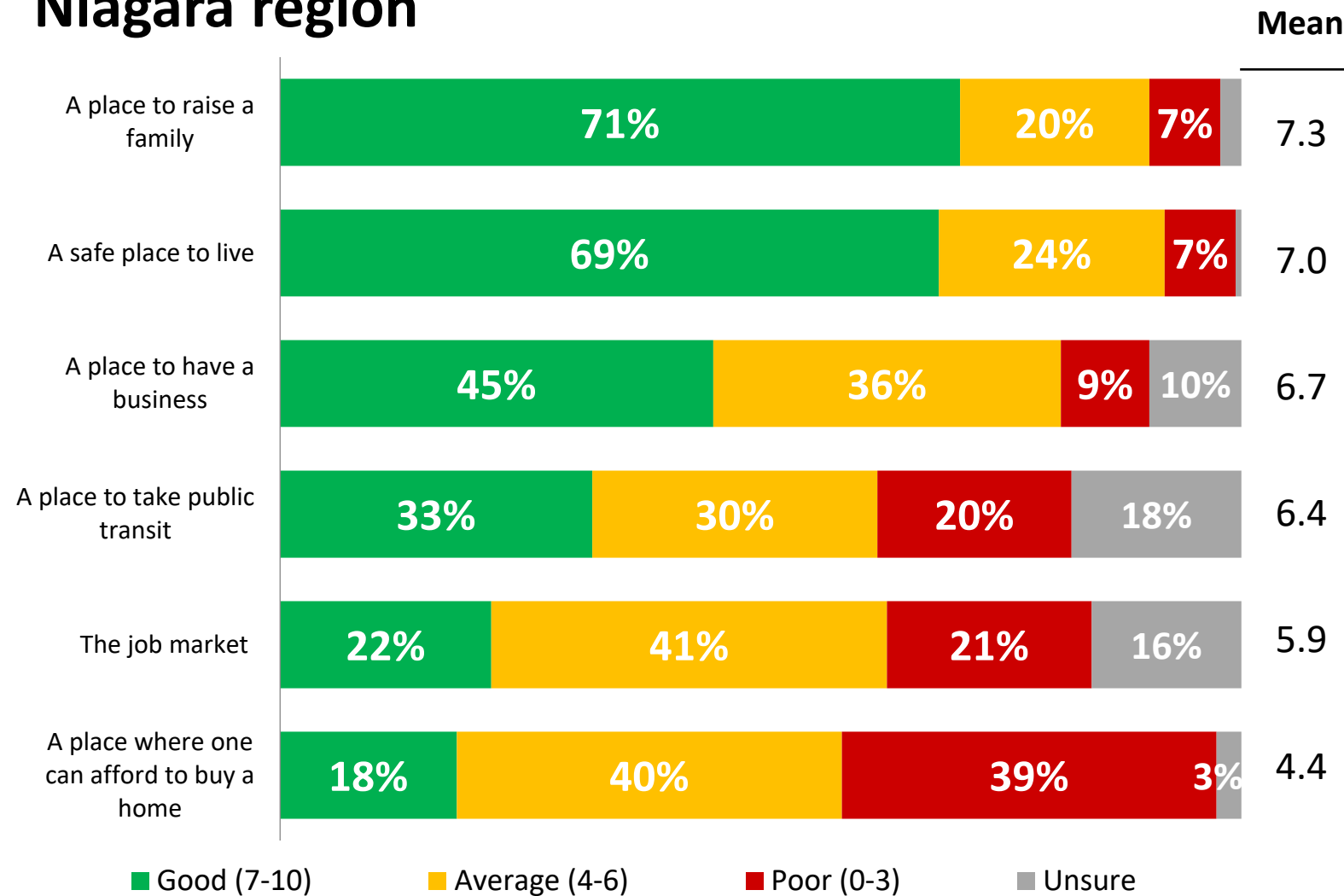Q – What is your most important issue of concern? [OPEN]

TOP RESPONSES	Total (n=700)	St. Catharines (n=200)	Niagara Falls (n=143)	Niagara Region (n=357)
Housing/cost of housing	12.8%	13.3%	9.1%	13.9%
Inflation/cost of living/food prices	11.7%	9.8%	12.5%	12.5%
Healthcare/hospitals/shortage of nurses	10.3%	7.8%	9.3%	12.2%
Homelessness	9.1%	13.4%	12.2%	5.2%
Jobs/economy	7.1%	9.7%	6.9%	5.7%
Crime/public safety	5.5%	4.7%	5.5%	6.0%
Taxes	4.6%	7.5%	0.6%	4.5%
Construction/development/infrastructure issues	2.3%	0.4%	1.4%	3.8%
Government/leadership/politics (unspecified)	2.1%	2.6%	1.7%	2.0%
Other	2.8%	2.1%	4.3%	2.6%
Unsure	12.2%	9.9%	15.9%	12.0%

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Rating St. Catharines/Niagara Falls/the Niagara region

Around seven in ten residents of St. Catharines/Niagara Falls/the Niagara region rate it as a good place to raise a family (a mean score of 7.3 out of 10) and as a safe place to live (a mean score of 7 out of 10). They give the region the lowest rating in terms of a place where one can afford to buy a home (a mean score of 4.4 out of 10).

	Good (7-10)	Average (4-6)	Poor (0-3)	Unsure	Mean
A place to raise a family	71%	20%	7%		7.3
A safe place to live	69%	24%	7%		7.0
A place to have a business	45%	36%	9%	10%	6.7
A place to take public transit	33%	30%	20%	18%	6.4
The job market	22%	41%	21%	16%	5.9
A place where one can afford to buy a home	18%	40%	39%	3%	4.4

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

Q – How would you rate St. Catharines/Niagara Falls/the Niagara Region on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®

NANOS

© NANOS RESEARCH

Rating aspects of St. Catharines/Niagara Falls/the Niagara Region – by region, age and gender

Mean Score (0-10)	Total (n=700)	St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Male (n=341)	Female (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)
A place to raise a family	7.3	7.1	7.1	7.6	7.3	7.4	7.1	7.1	7.7
A safe place to live	7.0	6.7	7.1	7.1	7.1	6.9	6.8	6.9	7.2
A place to have a business	6.7	6.4	6.9	6.7	6.6	6.8	6.5	6.3	7.1
A place to take public transit	6.4	7.0	7.1	5.8	6.2	6.6	6.1	6.3	6.7
The job market	5.9	5.6	6.1	6.0	5.6	6.2	5.2	5.5	6.6
A place where one can afford to buy a home	4.4	4.4	4.7	4.2	4.1	4.6	3.9	3.9	5.0

Q – How would you rate St. Catharines/Niagara Falls/the Niagara Region on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Rating aspects of St. Catharines/Niagara Falls/the Niagara Region – by homeownership and length in area

Mean Score (0-10)	Total (n=700)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
A place to raise a family	7.3	7.6	6.9	7.8	7.2	7.2
A safe place to live	7.0	7.1	6.8	7.4	6.8	6.8
A place to have a business	6.7	6.7	6.7	7.1	6.6	6.5
A place to take public transit	6.4	6.4	6.5	6.8	6.0	6.4
The job market	5.9	6.1	5.5	6.0	6.0	5.8
A place where one can afford to buy a home	4.4	4.6	3.9	5.1	4.1	4.1

Q – How would you rate St. Catharines/Niagara Falls/the Niagara Region on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Rating aspects of St. Catharines/Niagara Falls/the Niagara Region – by income

	Total (n=700)	Under $20,000 (n=42)	$20,000 to just under $40,000 (n=82)	$40,000 to just under $60,000 (n=94)	$60,000 to just under $80,000 (n=78)	$80,000 to just under $100,000 (n=71)	$100,000 to just under $120,000 (n=34)	$120,000 to just under $150,000 (n=48)	$150,000 and above (n=68)
A place to raise a family	7.3	7.2	7.4	7.1	7.3	6.9	7.3	7.7	8.0
A safe place to live	7.0	6.6	6.8	7.0	7.0	7.1	7.0	6.9	7.5
A place to have a business	6.7	7.3	7.4	6.4	6.8	5.9	6.5	6.3	6.6
A place to take public transit	6.4	6.8	6.8	6.1	6.9	6.6	5.4	5.2	6.1
The job market	5.9	5.7	6.4	5.5	5.9	5.7	6.4	5.9	5.9
A place where one can afford to buy a home	4.4	4.3	4.3	4.2	4.4	3.5	4.6	4.3	4.9

Mean Score (0-10)

Q – How would you rate St. Catharines/Niagara Falls/the Niagara Region on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Rating aspects of St. Catharines/Niagara Falls/the Niagara Region – by federal party usually supported

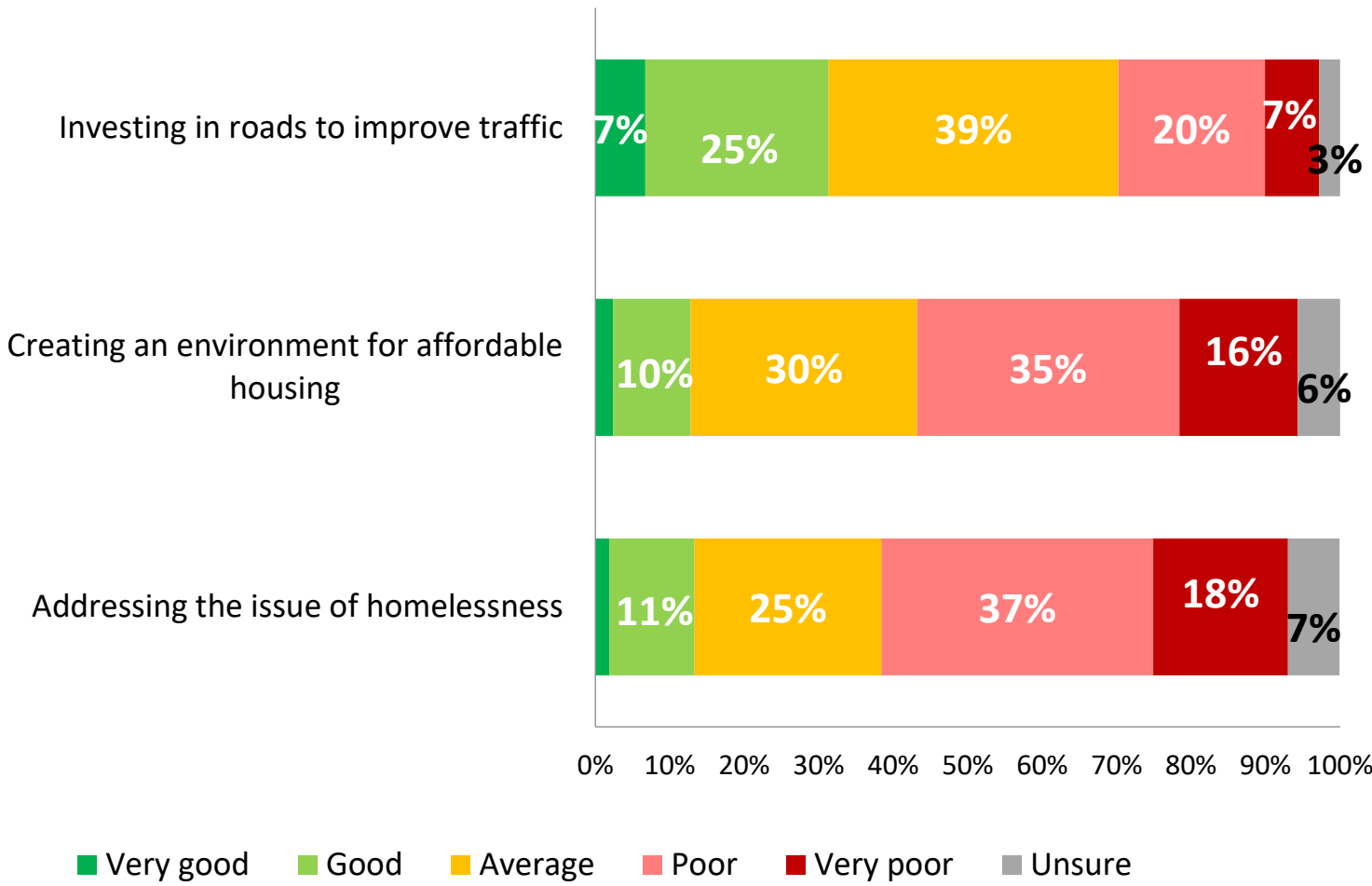| Mean Score (0-10)	Total (n=700)	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)
A place to raise a family	7.3	7.8	7.3	7.3	7.1
A safe place to live	7.0	7.2	7.0	7.0	6.8
A place to have a business	6.7	6.8	6.4	6.7	6.8
A place to take public transit	6.4	6.3	6.4	5.8	6.9
The job market	5.9	6.4	5.7	5.8	5.9
A place where one can afford to buy a home	4.4	4.9	4.0	3.7	4.5

Q – How would you rate St. Catharines/Niagara Falls/the Niagara Region on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Rating the performance of municipal leaders in St. Catharines/Niagara Falls/the Niagara Region

Residents of St. Catharines/ Niagara Falls/the Niagara region are more likely to say that municipal leaders in their region do a poor or very poor job creating an environment for affordable housing and addressing the issue of homelessness rather than a very good or good job. Those who are newer to the area (less than 10 years) are more likely to say they are doing a good or very good job than those who lived there for more than 30 years.

Q - Would you say that municipal leaders representing St. Catharines/Niagara Falls/the Niagara Region do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE]

Investing in roads to improve traffic: 7% | 25% | 39% | 20% | 7% | 3%

Creating an environment for affordable housing: 10% | 30% | 35% | 16% | 6%

Addressing the issue of homelessness: 11% | 25% | 37% | 18% | 7%

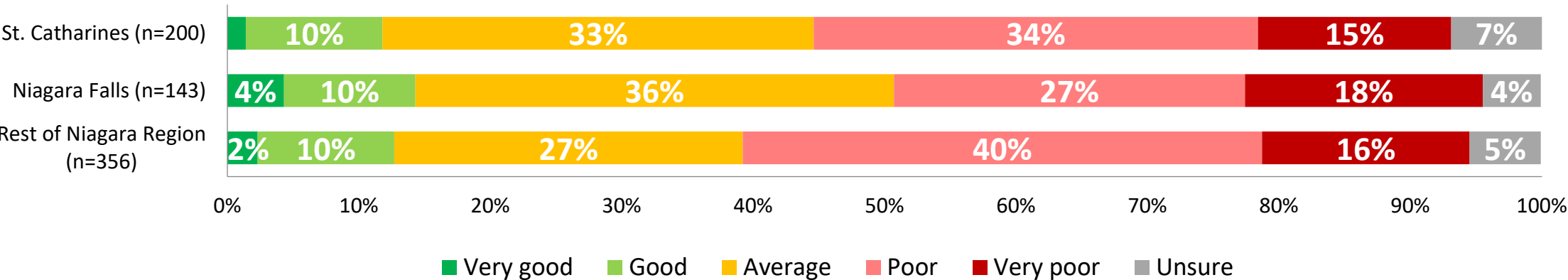Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Unsure

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=699 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Performance of municipal leaders at creating an environment for affordable housing

Q - Would you say that municipal leaders representing St. Catharines/Niagara Falls/the Niagara Region do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE] **Creating an environment for affordable housing**
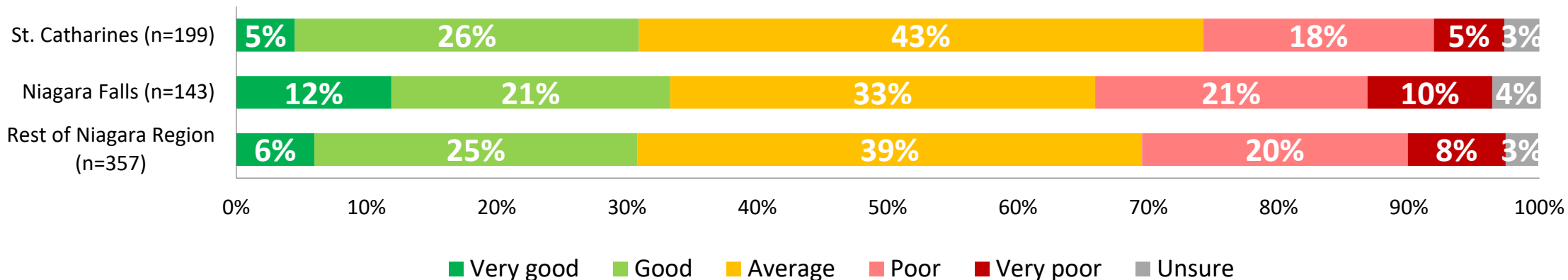
Region	Very good	Good	Average	Poor	Very poor	Unsure
St. Catharines (n=200)		10%	33%	34%	15%	7%
Niagara Falls (n=143)	4%	10%	36%	27%	18%	4%
Rest of Niagara Region (n=356)	2%	10%	27%	40%	16%	5%

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Unsure

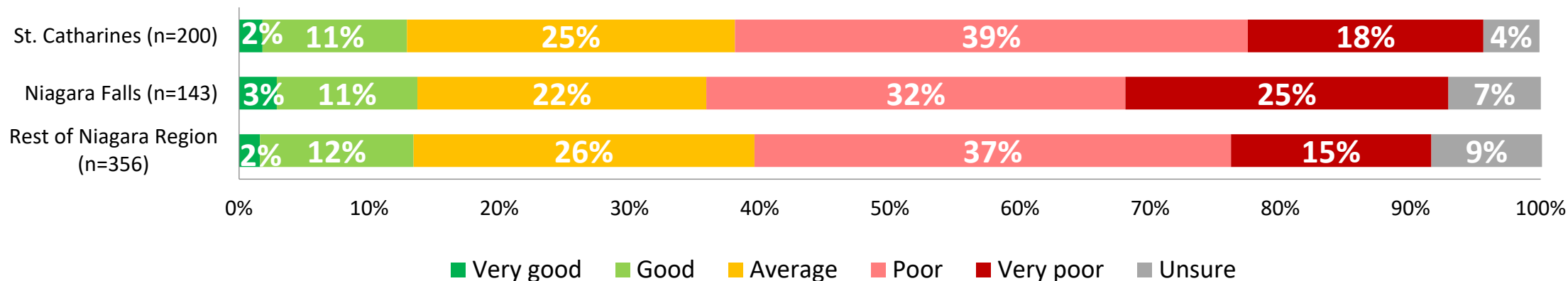| Poor/very poor	Gender		Age			Length of time in the region		
	Men (n=341)	Women (n=358)	18 to 34 (n=156)	35 to 54 (n=186)	55 plus (n=357)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=312)
	55.3%	47.3%	51.8%	59.6%	44.6%	39.5%	53.4%	57.3%

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=699 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®   n NANOS

Performance of municipal leaders at investing in roads to improve traffic

Q - Would you say that municipal leaders representing St. Catharines/Niagara Falls/the Niagara Region do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE] **Investing in roads to improve traffic**

Region	Very good	Good	Average	Poor	Very poor	Unsure
St. Catharines (n=199)	5%	26%	43%	18%	5%	3%
Niagara Falls (n=143)	12%	21%	33%	21%	10%	4%
Rest of Niagara Region (n=357)	6%	25%	39%	20%	8%	3%

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Unsure

Very good/good	Gender		Age			Length of time in the region		
	Men (n=341)	Women (n=358)	18 to 34 (n=156)	35 to 54 (n=186)	55 plus (n=357)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=312)
	31.6%	31.1%	35.8%	32.0%	28.2%	46.3%	31.6%	24.7%

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

© NANOS RESEARCH

Performance of municipal leaders at addressing the issue of homelessness

Q – Would you say that municipal leaders representing St. Catharines/Niagara Falls/the Niagara Region do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE] **Addressing the issue of homelessness**

	Very good	Good	Average	Poor	Very poor	Unsure
St. Catharines (n=200)	2%	11%	25%	39%	18%	4%
Niagara Falls (n=143)	3%	11%	22%	32%	25%	7%
Rest of Niagara Region (n=356)	2%	12%	26%	37%	15%	9%

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Unsure

Poor/very poor	Gender		Age			Length of time in the region		
	Men (n=341)	Women (n=358)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=356)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=312)
	56.3%	53.2%	54.6%	57.7%	52.5%	43.4%	55.6%	61.9%

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

NIAGARA ASSOCIATION OF REALTORS®

n NANOS

Views on the coordination between the 13 local municipalities of the Niagara Region - by demographics

Q - In your opinion, which of the following statements best describes your view on coordination between the 13 local municipalities of Niagara Region? [ROTATE] (Please select one)
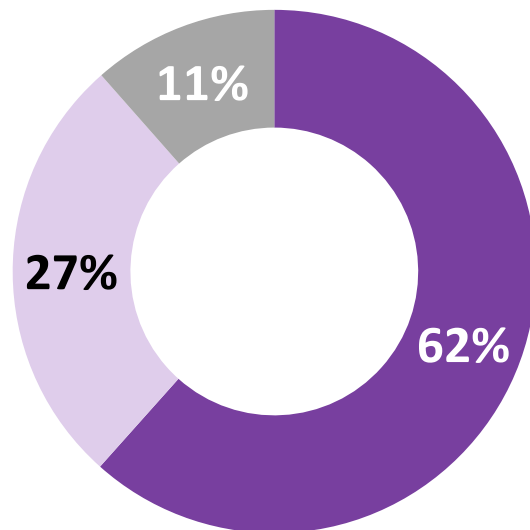
11%

27%

62%

■ There should be more coordination of local planning and development rules between the local municipalities to reduce red tape and speed up the development of business and housing projects

■ Local municipalities should be able to set their own rules and processes for development, even if it slows down development of business and housing projects

■ Unsure (unprompted)

There should be more coordination

	St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
	69.0%	**62.0%**	**56.9%**	**59.7%**	**67.0%**	**63.9%**	**62.3%**	**62.0%**

	Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)
	65.3%	**58.1%**	**63.8%**	**57.3%**	**63.3%**

|	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)
	67.0%	**60.7%**	**64.4%**	**59.4%**

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Support for permitting up to four housing units on a residential lot

Q - Niagara Region is currently considering permitting the building of four housing units (e.g. a multiplex) on residential lots. This means either homeowners or builders and developers can have up to four housing units on a residential lot without any planning rules and permits. Do you support, somewhat support, somewhat oppose or oppose this?

18%

21%

13%

44%

4%

■ Support　　■ Somewhat support
■ Somewhat oppose　　■ Oppose
■ Unsure
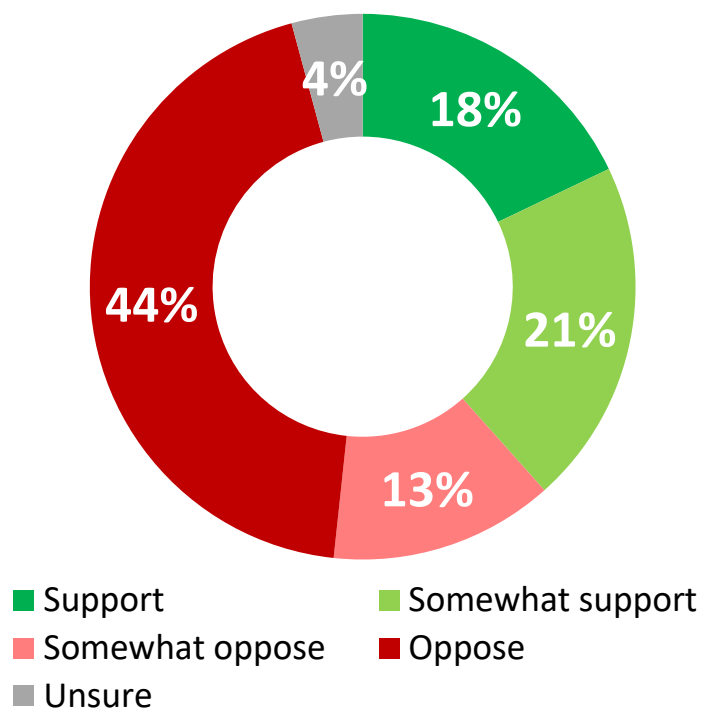
Almost **3 in 5** Niagara residents

say they oppose (44%) or somewhat oppose (13%) permitting the building of four housing units on residential lots such as a multiplex, compared to those who support (18%) or somewhat support (21%).

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

NIAGARA
ASSOCIATION OF REALTORS®

NANOS

Support for permitting up to four housing units on a residential lot – by demographics

Q – Niagara Region is currently considering permitting the building of four housing units (e.g. a multiplex) on residential lots. This means either homeowners or builders and developers can have up to four housing units on a residential lot without any planning rules and permits. Do you support, somewhat support, somewhat oppose or oppose this?
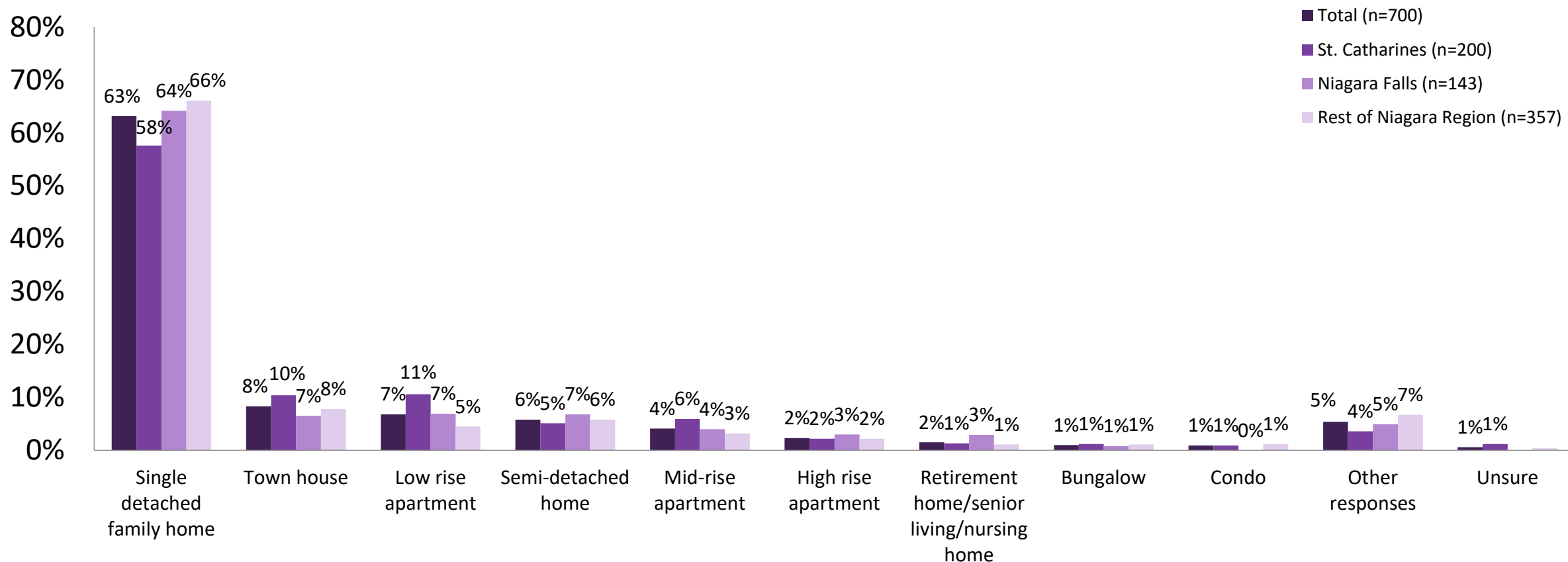
Support/ Somewhat support

St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
41.7%	38.7%	36.2%	32.5%	50.3%	52.7%	42.5%	31.4%

Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)
40.1%	36.8%	53.3%	38.9%	29.0%	35.7%	36.5%	42.8%	38.8%

Oppose/ Somewhat oppose

St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
53.5%	57.9%	59.6%	64.3%	43.8%	43.4%	55.4%	64.4%

Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)
55.5%	59.1%	41.9%	56.4%	67.4%	63.0%	61.9%	53.0%	53.3%

NIAGARA
ASSOCIATION OF REALTORS®

NANOS

Current type of housing lived in – Top mentions

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

Legend:
- Total (n=700)
- St. Catharines (n=200)
- Niagara Falls (n=143)
- Rest of Niagara Region (n=357)

Category	Total	St. Catharines	Niagara Falls	Rest of Niagara Region
Single detached family home	63%	58%	64%	66%
Town house	8%	10%	7%	8%
Low rise apartment	7%	11%	7%	5%
Semi-detached home	6%	5%	7%	6%
Mid-rise apartment	4%	6%	4%	3%
High rise apartment	2%	2%	3%	2%
Retirement home/senior living/nursing home	2%	1%	3%	1%
Bungalow	1%	1%	1%	1%
Condo	1%	1%	0%	1%
Other responses	5%	4%	5%	7%
Unsure		1%	1%	

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Preferred type of housing – Top mentions

Q – What is the preferred type of housing you would want to live in? [SELECT ONE]
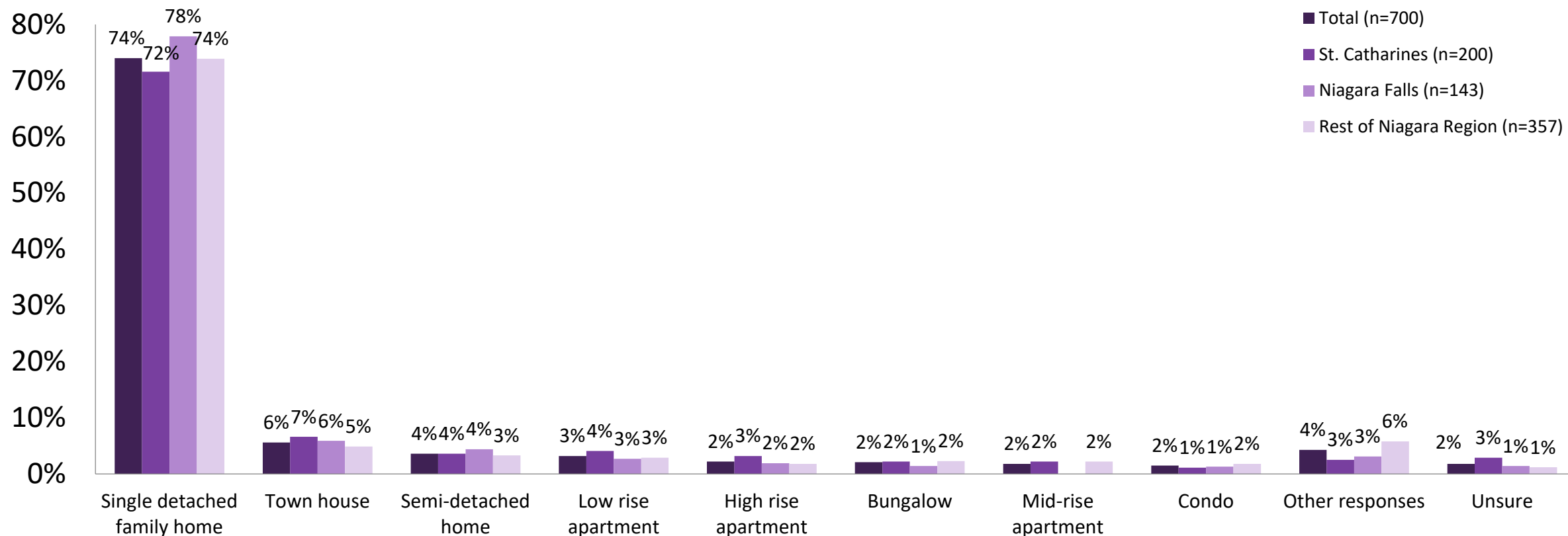
Legend:
- Total (n=700)
- St. Catharines (n=200)
- Niagara Falls (n=143)
- Rest of Niagara Region (n=357)

	Single detached family home	Town house	Semi-detached home	Low rise apartment	High rise apartment	Bungalow	Mid-rise apartment	Condo	Other responses	Unsure
Total	74%	6%	4%	3%	2%	2%	2%	2%	4%	2%
St. Catharines	72%	7%	4%	4%	3%	2%	2%	1%	3%	3%
Niagara Falls	78%	6%	4%	3%	2%	1%		1%	3%	1%
Rest of Niagara Region	74%	5%	3%	3%	2%	2%	2%	2%	6%	1%

Level of improvement of housing affordability compared to five years ago

Q – Would you say that housing affordability in your community has improved, somewhat improved, somewhat worsened, worsened or stayed about the same today compared to five years ago?

- 🟩 Improved — 3%
- 🟩 Somewhat improved — 6%
- 🟥 Somewhat worsened — 13%
- 🟥 Worsened — 59%
- 🟨 Stayed about the same — 15%
- ⬜ Unsure — 4%

	St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
Worsened/somewhat worsened	72.1%	66.3%	75.0%	71.8%	73.2%	61.9%	79.9%	73.3%
	Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)			
	76.0%	69.1%	80.2%	78.7%	63.1%			
	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)				
	70.0%	76.3%	76.6%	68.4%				

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

Likelihood of young people affording a home compared to five years ago

Q – Thinking of first-time home buyers or young people, would you say that they are more likely, as likely or less likely to afford a home in your community today compared to five years ago?

	St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
Less likely	**89.4%**	**87.4%**	**89.4%**	**89.3%**	**88.1%**	**81.1%**	**89.8%**	**94.1%**
	Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)			
	90.2%	**87.9%**	**92.1%**	**88.1%**	**87.8%**			
	Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)				
	90.8%	**90.6%**	**94.3%**	**84.3%**				

■ More likely ■ As likely ■ Less likely ■ Unsure

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®   NANOS

Leaving the Niagara Region/St. Catharines/ Niagara Falls for somewhere more affordable

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following statement:
I am considering leaving the Niagara Region/St. Catharines/Niagara Falls for somewhere more affordable
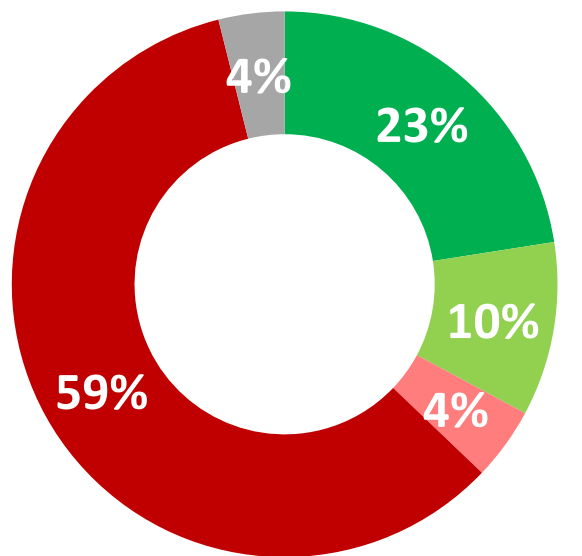
- Agree
- Somewhat agree
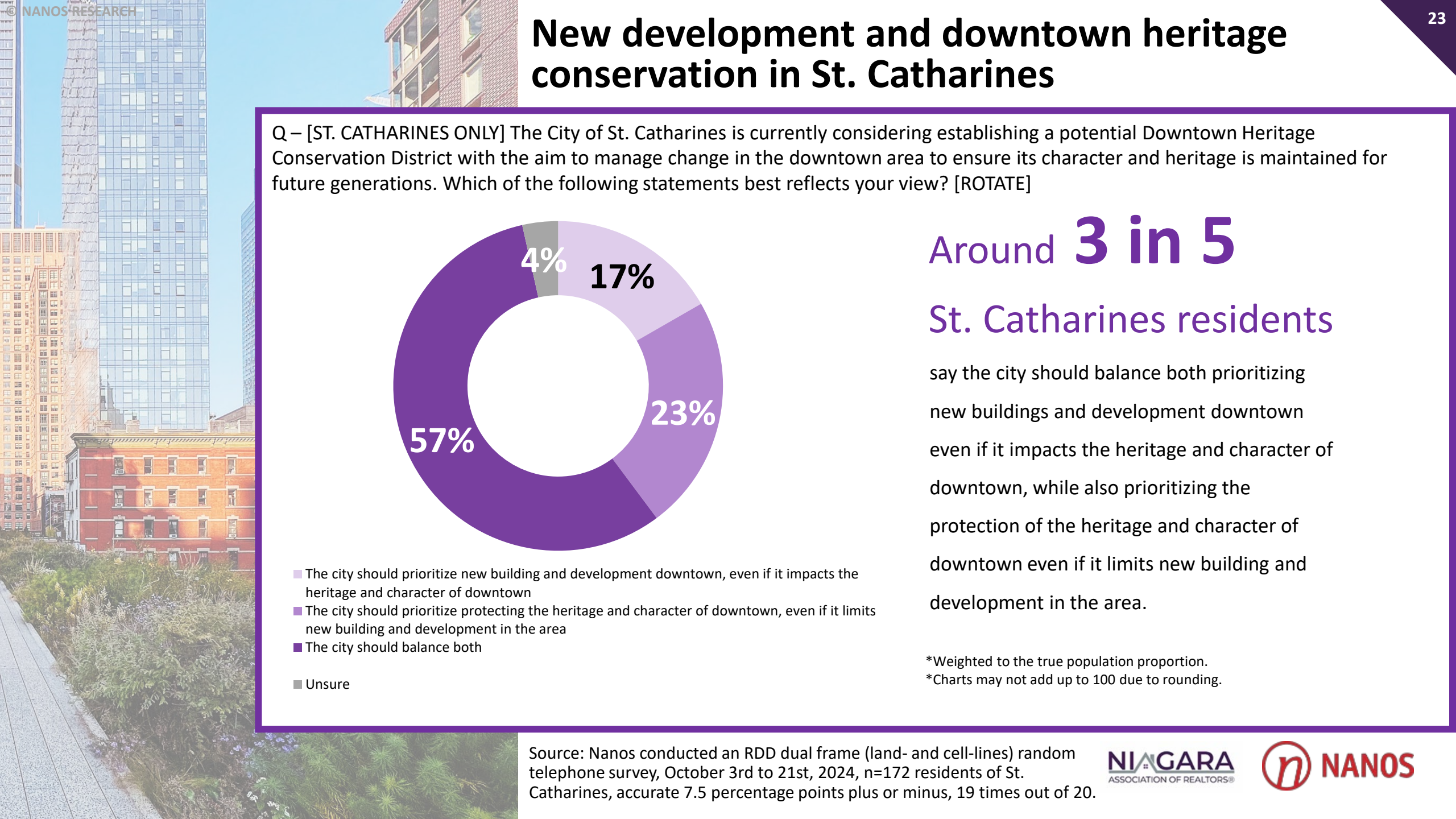- Somewhat disagree
- Disagree
- Unsure

Disagree/somewhat disagree

St. Catharines (n=200)	Niagara Falls (n=143)	Rest of Niagara Region (n=357)	Homeowners (n=464)	Renters (n=204)	Residency of 10 years or less (n=134)	Residency of 11 years to 30 years (n=180)	Residency of over 30 years (n=313)
62.7%	52.8%	67.7%	74.2%	46.2%	60.3%	61.4%	69.2%

Men (n=341)	Women (n=359)	18 to 34 (n=156)	35 to 54 (n=187)	55 plus (n=357)
58.2%	67.8%	41.9%	60.0%	78.3%

Usually votes LPC (n=183)	Usually votes CPC (n=181)	Usually votes NDP (n=87)	No party usually voted for (n=213)
63.2%	73.5%	59.1%	63.8%

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

NIAGARA ASSOCIATION OF REALTORS®

NANOS

New development and downtown heritage conservation in St. Catharines

Q – [ST. CATHARINES ONLY] The City of St. Catharines is currently considering establishing a potential Downtown Heritage Conservation District with the aim to manage change in the downtown area to ensure its character and heritage is maintained for future generations. Which of the following statements best reflects your view? [ROTATE]

- 4%
- 17%
- 23%
- 57%
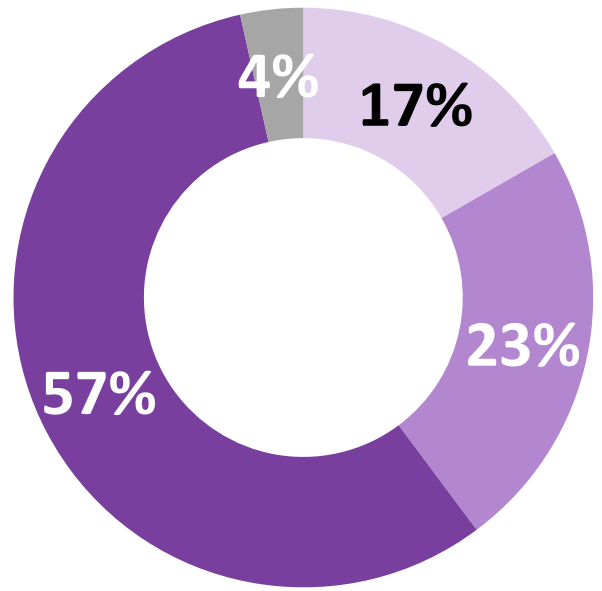
■ The city should prioritize new building and development downtown, even if it impacts the heritage and character of downtown

■ The city should prioritize protecting the heritage and character of downtown, even if it limits new building and development in the area

■ The city should balance both

■ Unsure

Around **3 in 5**

St. Catharines residents

say the city should balance both prioritizing new buildings and development downtown even if it impacts the heritage and character of downtown, while also prioritizing the protection of the heritage and character of downtown even if it limits new building and development in the area.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=172 residents of St. Catharines, accurate 7.5 percentage points plus or minus, 19 times out of 20.

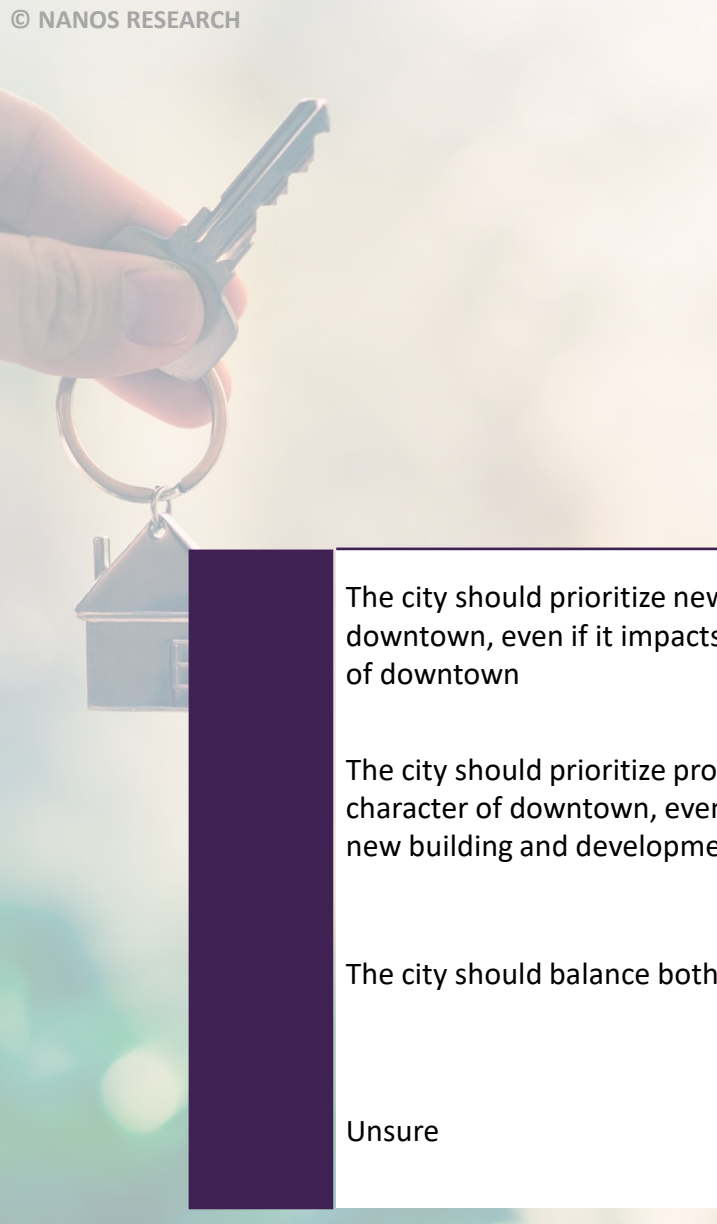# New development and downtown heritage conservation in St. Catharines – by region, age and gender

	St. Catharines (n=172)	Male (n=72)	Female (n=100)	18 to 34 (n=38)	35 to 54 (n=44)	55 plus (n=90)
The city should prioritize new building and development downtown, even if it impacts the heritage and character of downtown	16.7%	19.4%	14.2%	19.2%	18.2%	14.8%
The city should prioritize protecting the heritage and character of downtown, even if it limits new building and development in the area	23.1%	26.3%	20.1%	26.3%	17.8%	24.5%
The city should balance both	56.7%	48.8%	63.8%	54.4%	59.7%	56.0%
Unsure	3.5%	5.4%	1.8%	-	4.4%	4.6%

Q - [ST. CATHARINES ONLY] The City of St. Catharines is currently considering establishing a potential Downtown Heritage Conservation District with the aim to manage change in the downtown area to ensure its character and heritage is maintained for future generations. Which of the following statements best reflects your view? [ROTATE]

NIAGARA
ASSOCIATION OF REALTORS®

NANOS

New development and downtown heritage conservation in St. Catharines – by homeownership and length in area

|	St. Catharines (n=172)	Homeowners (n=105)	Renters (n=62)	Residency of 10 years or less (n=43)	Residency of 11 years to 30 years (n=37)	Residency of over 30 years (n=79)
The city should prioritize new building and development downtown, even if it impacts the heritage and character of downtown	16.7%	22.2%	8.4%	14.0%	12.7%	21.8%
The city should prioritize protecting the heritage and character of downtown, even if it limits new building and development in the area	23.1%	23.4%	22.8%	24.8%	21.2%	18.9%
The city should balance both	56.7%	51.4%	65.8%	56.2%	66.1%	55.7%
Unsure	3.5%	3.0%	3.0%	5.0%	-	3.6%

Q - [ST. CATHARINES ONLY] The City of St. Catharines is currently considering establishing a potential Downtown Heritage Conservation District with the aim to manage change in the downtown area to ensure its character and heritage is maintained for future generations. Which of the following statements best reflects your view? [ROTATE]

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=172 residents of St. Catharines, accurate 7.5 percentage points plus or minus, 19 times out of 20.

NIAGARA ASSOCIATION OF REALTORS®

NANOS

Federal party usually supported

Q – Thinking of federal elections, **which federal party do you usually vote for?**
[RANDOMIZE] [SELECT ONE]

- ■ Liberal Party of Canada
- ■ Conservative Party of Canada
- ■ New Democratic Party of Canada
- ■ Green Party of Canada
- ■ People's Party of Canada
- ■ I don't have a party I regularly vote for
- ■ Other party
- ■ Unsure/no answer

Chart values: 25%, 27%, 13%, 2%, 2%, 30%, 2%
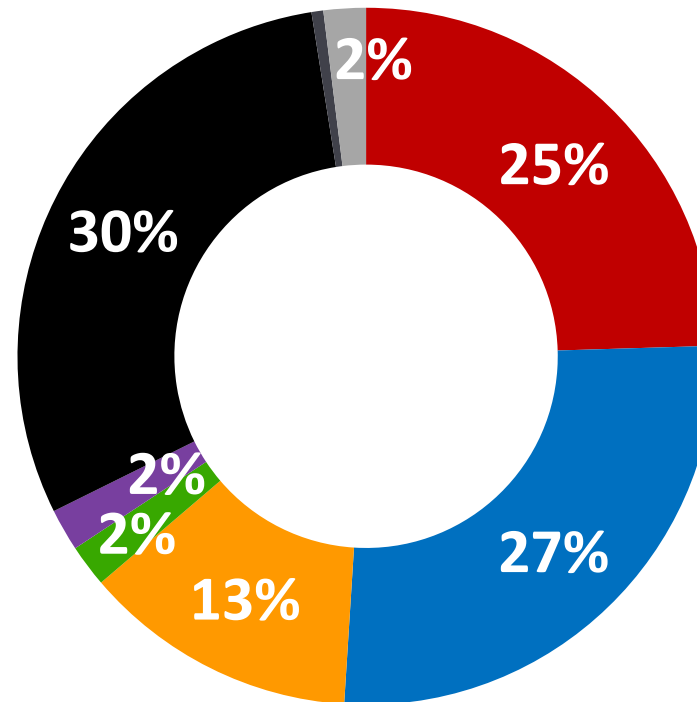
*Chart based on mean proportions
**Weighted to the true population proportion.
**Charts may not add up to 100 due to rounding.

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 3rd to 21st, 2024, n=700 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 700 residents of the Niagara region (n=143 in Niagara Falls, n=200 in St. Catharines and n=357 in the Niagara region), 18 years of age or older, between October 3rd and 21st, 2024. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the Niagara region.

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

The margin of error for a random survey of 700 residents of St. Catharines/Niagara Falls/the Niagara region is ±3.7 percentage points, 19 times out of 20.

The research was commissioned by the Niagara Association of Realtors and was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	Niagara Association of REALTORS®
Population and Final Sample Size	700 residents of St. Catharines/Niagara Falls/the Niagara region.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.7 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across St. Catharines/Niagara Falls/the Niagara region.
Demographics (Captured)	St. Catharines, Niagara Falls, the Niagara region; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	October 3rd to 21st, 2024.
Language of Survey	The survey was conducted in English.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
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 St. Catharines/Niagara Falls/the Niagara region. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of the Niagara region.
Estimated Response Rate	Five percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Data Tables	By region, age and gender: 2024-2658 Niagara Realtors Tables - Formatted Tabs.xlsx By home ownership and income: 2024-2658 Niagara Realtors Tables by Home Ownership and Income - Formatted Tabs.xlsx By time lived in the region: 2024-2658 Niagara Realtors Tables by Length of Time in Region - Formatted Tabs.xlsx By party usually supported: 2024-2658 Niagara Realtors Tables by Vote - Formatted Tabs.xlsx

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

✉

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

NANOS

NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer| Reputation| Policy| Insight