

Riding Snapshots – Perth-Wellington, Parry Sound-Muskoka & Simcoe North.

Perth-Wellington, Parry Sound-Muskoka & Simcoe North Resident Survey | Summary | Confidential | Draft
Conducted by Nanos for the OnePoint Association of REALTORS®, April 2025
Field Dates: March 10th to 19th, 2025
Submission 2025-2711





The research gauged the opinions among residents of the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North on the state of the city including perceptions of real estate, core community issues and the housing market.

Nanos conducted an RDD dual frame (land-and cell-lines) random telephone survey of 900 residents in the ridings of Perth-Wellington, Parry Sound-Muskoka, Simcoe North (n=300 per riding), 18 years of age or older, between March 10th and 19th, 2025.

The margin of error for this survey is ± 3.3 percentage points, 19 times out of 20. The margin of error for each riding in this survey is ± 5.7 percentage points, 19 times out of 20.

The research was commissioned by OnePoint Association of REALTORS® and was conducted by Nanos Research.

KEY FINDINGS – LIFE IN THE REGION

1

RIDINGS RECEIVE TOP MARKS ON BEING A PLACE TO RAISE A FAMILY, QUALITY OF LIFE AND SAFETY; HOUSING AFFORDABILITY SCORES LOWER

In terms of rating various aspects of their riding, all three ridings received top performance marks in terms of being a place to raise a family (Perth-Wellington: [mean of 8.2 out of 10](#); Parry Sound-Muskoka: [8.2 out of 10](#); Simcoe North: [8.0 out of 10](#)), a safe place to live (Perth-Wellington: [8.1](#); Parry Sound-Muskoka: [8.2](#); Simcoe North: [7.6](#)), or quality of life in the region (Perth-Wellington: [7.9](#); Parry Sound-Muskoka: [7.9](#); Simcoe North: [7.7](#)). They received lower scores on being a place where one can afford to buy a home (Perth-Wellington: [5.0](#); Parry Sound-Muskoka: [4.5](#); Simcoe North: [4.7](#)).

2

MAJORITY THINK THEIR RIDING IS MOVING IN THE RIGHT DIRECTION; SAY THINGS ARE FINE AS IS AND THEY LIKE IT

Overall, three in five respondents ([59%](#)) say that overall, their riding is moving in the right direction rather than the wrong direction (Perth-Wellington: [60%](#); Parry Sound-Muskoka: [60%](#); Simcoe North: [58%](#)). When asked why they have that opinion, those who said it is moving in the right direction most often mentioned that things are fine the way they are ([43%](#)) while those who feel they are in the wrong direction mentioned the current political environment (not local)([14%](#)), as well as the healthcare system and hospitals ([12%](#)).

3

IMPROVING HEALTHCARE, LOWERING HOUSING COSTS TOP SUGGESTIONS TO MAKE THEIR COMMUNITIES A BETTER PLACE

When asked for a piece of advice to make their riding a better place, residents most often mentioned to improve healthcare (i.e. more doctors, reduced wait times)(Perth-Wellington: [nine per cent](#); Parry Sound-Muskoka: [19%](#); Simcoe North: [11%](#)) or to lower housing costs/have more housing options (Perth-Wellington: [11%](#); Parry Sound-Muskoka: [14%](#); Simcoe North: [10%](#)).

4

HEALTHCARE AND HOUSING ARE RANKED TOP ISSUES FOR ELECTED OFFICIALS TO FOCUS ON

Residents of the three ridings most often select healthcare (Perth-Wellington: [23%](#); Parry Sound-Muskoka: [28%](#); Simcoe North: [18%](#)) and housing accessibility and affordability (Perth-Wellington: [21%](#); Parry Sound-Muskoka: [24%](#); Simcoe North: [21%](#)) as the top issue they'd like elected officials for the ridings to focus on most. This was followed by the cost of living (Perth-Wellington: [12%](#); Parry Sound-Muskoka: [12%](#); Simcoe North: [nine per cent](#)) and US tariffs/economic disruption (Perth-Wellington: [14%](#); Parry Sound-Muskoka: [six per cent](#); Simcoe North: [eight per cent](#)).

5

RESIDENTS GIVE GENERALLY MIXED RATINGS TO LOCAL LEADERS ON MANAGING THEIR TOP ISSUES OF CONCERN

Among residents who ranked housing affordability as their top issue of concern, ratings on the performance of their local leaders at supporting this issue are mixed (Perth-Wellington: [37%](#) rate as very poor/poor and [nine per cent rate](#) as very good/good; Parry Sound-Muskoka: [52% vs nine per cent](#); Simcoe North: [68% vs 13%](#)). Similarly, there were mixed ratings for the performance of their local leaders on healthcare (Perth-Wellington: [35% vs 17%](#); Parry Sound-Muskoka: [37% vs 30%](#); Simcoe North: [43% vs 26%](#)) and on cost of living (Perth-Wellington: [51% vs 11%](#)), which were the top issues ranked by residents.

KEY FINDINGS – HOUSING ISSUES AND SOLUTIONS

1

AFFORDABILITY MENTIONED AS MOST PRESSING HOUSING ISSUE ACROSS ALL THREE RIDINGS

A majority of respondents in all three ridings, unprompted, mentioned affordability and a lack of affordable housing as the most pressing issue in their riding when it comes to housing (Perth-Wellington: [70%](#); Parry Sound-Muskoka: [60%](#); Simcoe North: [70%](#)), followed by a lack of homes on the market to buy/a lack of homes overall (Perth-Wellington: [nine per cent](#); Parry Sound-Muskoka: [18%](#); Simcoe North: [12%](#)).

2

MOST RESIDENTS SUPPORT OR SOMEWHAT SUPPORT LOWERING TAXES FOR FIRST-TIME HOME BUYERS, REDUCING RED TAPE AND OTHER DEVELOPMENT CHARGES

Residents of the three ridings have the highest intensity of support for lowering taxes on first-time home buyers (Perth-Wellington: [82% support or somewhat support this](#); Parry Sound-Muskoka: [87%](#); Simcoe North: [84%](#)), followed by reducing red tape for home building (Perth-Wellington: [75%](#); Parry Sound-Muskoka: [82%](#); Simcoe North: [76%](#)), making it easier to build duplexes and triplexes in existing neighbourhoods (Perth-Wellington: [79%](#); Parry Sound-Muskoka: [85%](#); Simcoe North: [77%](#)), and reducing development charges on new homes (Perth-Wellington: [71%](#); Parry Sound-Muskoka: [81%](#); Simcoe North: [77%](#)). There is a lower intensity of support for simplifying zoning and planning rules for developers (Perth-Wellington: [66%](#); Parry Sound-Muskoka: [76%](#); Simcoe North: [69%](#)) or restricting the use of short-term rental properties (Perth-Wellington: [55%](#); Parry Sound-Muskoka: [65%](#); Simcoe North: [60%](#)).

3

MOST RESIDENTS SAY YOUNG PEOPLE ARE LESS LIKELY TO BE ABLE TO AFFORD A HOME IN THEIR COMMUNITY COMPARED TO FIVE YEARS AGO

Nine in ten residents ([90%](#)) of the three ridings overall say that young people are less likely to be able to afford a home in their community today compared to five years ago (Perth-Wellington: [88%](#); Parry Sound-Muskoka: [90%](#); Simcoe North: [93%](#)), while [four per cent](#) each say they are as likely or more likely to be able to afford to do so now.

4

RESIDENTS ARE SIGNIFICANTLY MORE LIKELY TO THINK TAXES ON ONTARIO HOMEBUYERS ARE TOO HIGH RATHER THAN TOO LOW

One in two residents overall ([50%](#)) say taxes on Ontario homebuyers are too high (Perth-Wellington: [45%](#); Parry Sound-Muskoka: [54%](#); Simcoe North: [52%](#)), while one in three ([31%](#)) feel they are about right (Perth-Wellington: [37%](#); Parry Sound-Muskoka: [24%](#); Simcoe North: [31%](#)). Just [one per cent](#) think taxes on homebuyers are too low.

KEY FINDINGS – US TARIFFS

1

NINE IN TEN RESIDENTS BELIEVE US TARIFFS WILL HAVE A NEGATIVE OR SOMEWHAT NEGATIVE IMPACT ON THE LOCAL ECONOMY OF THEIR RIDING

A strong majority of residents in all three ridings believe the U.S. tariffs will have a negative (72%) or somewhat negative (17%) impact on the local economy in their riding (Perth-Wellington: 91%; Parry Sound-Muskoka: 86%; Simcoe North: 90%), while less than one in ten believe the impact will be positive (four per cent) or somewhat positive (two per cent).

2

MAJORITY OF RESIDENTS IN ALL THREE RIDINGS SUPPORT TO SOME EXTENT BUILDING MORE HOMES AS PART OF EFFORTS TO PROTECT ONTARIO AND CANADA FROM US TARIFFS

Overall, about three in four residents support (63%) or somewhat support (11%) including a plan to build more homes as part of the government's efforts to Protect Ontario and Canada from the impact of U.S. tariffs, while one in ten somewhat oppose (three per cent) or oppose this (nine per cent). Support is higher among residents of Parry Sound-Muskoka (80%) and Simcoe-North (75%) than residents of Perth-Wellington (66%).

3

RESIDENTS ARE NEARLY THREE TIMES MORE LIKELY TO FEEL ANXIOUS RATHER THAN NOT ANXIOUS ABOUT THE POTENTIAL PERSONAL IMPACT OF TARIFFS

Just under one in two residents of the three ridings overall say they are feeling anxious (49%; score of 7-10) about the potential impact of U.S. tariffs on them personally (mean of 6.1 out of 10) (Perth-Wellington: 6.0 out of 10; Parry Sound-Muskoka: 6.1 out of 10; Simcoe North: 6.3 out of 10), while three in ten feel neutral (31%; score of 4-6) and one in five do not feel anxious (18%; score of 0-3).

Reason for living in Simcoe-North/Perth-Wellington/Parry Sound-Muskoka

Q – What is the main reason you live in Simcoe-North/Perth-Wellington/Parry Sound-Muskoka? [OPEN]

	Total (n=900)	Perth- Wellington (n=300)	Parry Sound- Muskoka (n=300)	Simcoe North (n=300)
Born and raised here/lived here a long time	32.4%	43.1%	27.6%	26.7%
My work is here/moved here for work	14.1%	16.7%	11.6%	13.9%
I have family here	9.3%	8.6%	7.5%	11.7%
I love the area/love living here	9.0%	6.5%	12.9%	7.5%
I retired here/my spouse retired here	7.7%	4.3%	12.1%	6.6%
Nature and environment/lakes	4.8%	0.3%	7.3%	6.7%
Quality of life/I like the lifestyle	3.4%	2.1%	4.5%	3.5%
No reason/just live here/want to	3.0%	2.2%	2.7%	4.1%
Left Toronto/GTA/bigger city	2.7%	0.3%	4.3%	3.6%
Where I bought a home/own a home here	2.5%	3.0%	1.4%	3.2%
Affordable housing/lower cost of living	2.5%	2.0%	2.0%	3.3%
Own a farm here/we are farmers	1.8%	4.3%	0.4%	0.6%
Not sure/no response	3.5%	2.9%	2.7%	5.0%

TOP RESPONSES

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

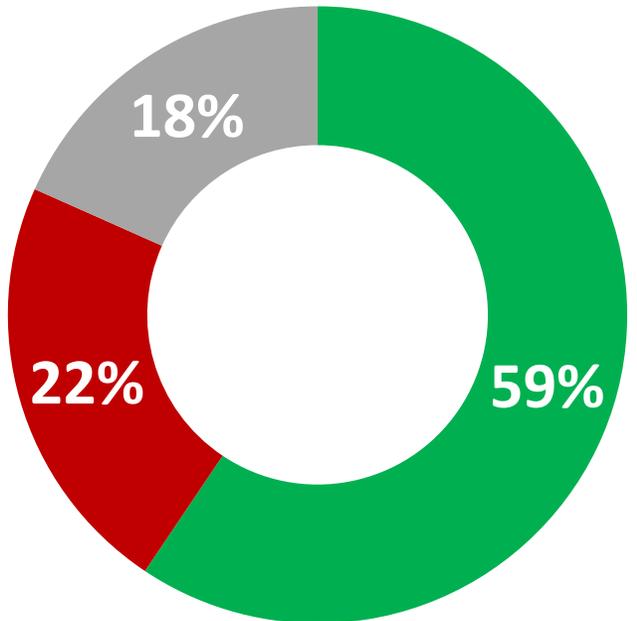
Advice to make Simcoe-North/Perth-Wellington/Parry Sound-Muskoka a better place

Q – If you had one piece of advice to make Simcoe-North/Perth-Wellington/Parry Sound-Muskoka a better place, what would that advice be? [OPEN]

	Total (n=900)	Perth- Wellington (n=300)	Parry Sound- Muskoka (n=300)	Simcoe North (n=300)	
TOP RESPONSES	Improve healthcare (more doctors, reduce wait times, etc)	13.0%	9.3%	18.7%	10.9%
	Lower housing costs/have more housing options	11.5%	10.9%	14.2%	9.5%
	Government and political changes (non-local or unspecified)	7.4%	8.6%	5.9%	7.8%
	Job creation and opportunities	6.4%	5.3%	8.6%	5.2%
	Improve infrastructure (roads, bridges, etc)	5.8%	6.9%	5.2%	5.3%
	Lower taxes	5.5%	9.5%	4.3%	2.8%
	Protect the environment/keep lakes clean/preserve forests	3.7%	1.2%	4.4%	5.6%
	More community and social harmony/diversity of cultures	2.5%	1.8%	2.1%	3.5%
	Improved transportation (bike lanes, public transit, etc)	2.2%	4.8%	0.6%	1.1%
	Support for homeless population/people in poverty	2.3%	1.9%	1.8%	3.4%
	Other	6.9%	6.0%	5.0%	9.8%
	Not Sure	9.0%	11.2%	4.0%	11.9%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Direction of the community



■ Right direction ■ Wrong direction ■ Unsure

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

Right direction

Perth-Wellington (n=300)	Parry Sound-Muskoka (n=300)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=256)	Residency of 30+ years (n=398)	
60.3%	59.8%	58.1%	62.4%	59.0%	58.4%	
\$20,000 to just under \$40,000 (n=113)	\$40,000 to just under \$60,000 (n=107)	\$60,000 to just under \$80,000 (n=122)	\$80,000 to just under \$100,000 (n=110)	\$100,000 to just under \$120,000 (n=77)	\$120,000 to just under \$150,000 (n=56)	\$150,000 and above (n=104)
62.4%	57.7%	61.4%	59.1%	61.2%	69.2%	65.7%
Men (n=452)	Women (n=445)	18 to 34 (n=161)	35 to 54 (n=309)	55 plus (n=430)	Own home (n=738)	Rent home (n=146)
61.2%	57.6%	57.7%	52.8%	63.5%	60.2%	57.5%
Liberal Party (n=347)	Conservative Party (n=280)	NDP (n=55)	Green Party (n=48)	Undecided (n=157)		
61.4%	62.0%	45.7%	55.8%	59.3%		

Q – Would you say that, overall, Simcoe-North/Perth-Wellington/Parry-Sound Muskoka is moving in the right direction or the wrong direction?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.



Reason for opinion on the direction of the community – by region

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

	Total (n=831)	Perth- Wellington (n=280)	Parry Sound- Muskoka (n=276)	Simcoe North (n=275)
TOP RESPONSES				
Things are fine/I like it	26.9%	27.9%	27.5%	25.1%
Good economic growth/job opportunities	7.2%	9.3%	7.2%	5.1%
Government/political environment (non-local or unspecified)	6.4%	7.6%	5.6%	6.0%
Poor economic growth/few job opportunities	6.4%	6.7%	5.3%	7.2%
Healthcare system/hospitals	5.3%	3.2%	8.7%	4.0%
Growth/development of the area	5.3%	4.5%	6.2%	5.1%
Cost of housing/cost of living	4.9%	3.7%	7.0%	3.8%
Trying/doing what they can/can always improve	4.6%	4.6%	3.1%	6.1%
Infrastructure and Public Services	4.2%	3.6%	4.5%	4.5%
Social issues/challenges (crime, drugs, homelessness, etc)	3.7%	2.7%	1.5%	6.9%
The local government/municipality	3.7%	4.8%	1.9%	4.4%
Other	5.4%	6.6%	4.5%	5.1%
Not Sure	8.0%	9.4%	6.1%	8.6%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=831, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Reason for opinion on the direction of the community

59% of residents say right direction

- **43% say** things are fine/I like it
- **11% say** Good economic growth/job opportunities
- **4% say** Government/political environment (non-local or unspecified)
- **4% say** Infrastructure and Public Services

22% of residents say wrong direction

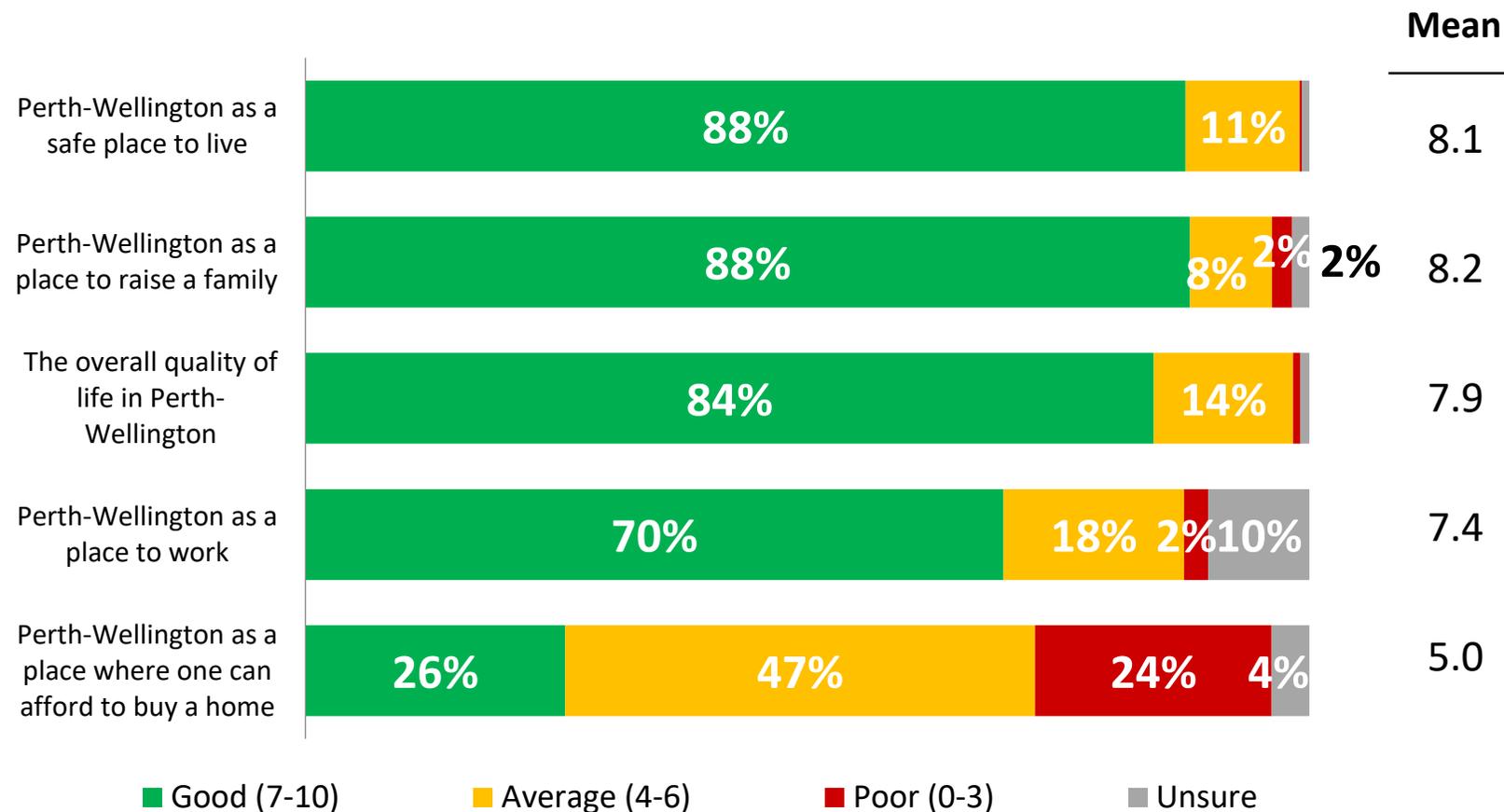
- **14% say** Government/political environment (non-local or unspecified)
- **12% say** Healthcare system/hospitals
- **11% say** Poor economic growth/few job opportunities
- **10% say** Cost of housing/cost of living
- **10% say** Social issues/challenges (crime, drugs, homelessness, etc)

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

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=831, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Residents of the Perth-Wellington riding give it top marks on being a place to raise a family or a safe place to live, as well as on the overall quality of life. Similarly to the other ridings, they are split on housing affordability in the riding, with about one in four each who rate it as either good or poor.

Rating aspects of Perth-Wellington



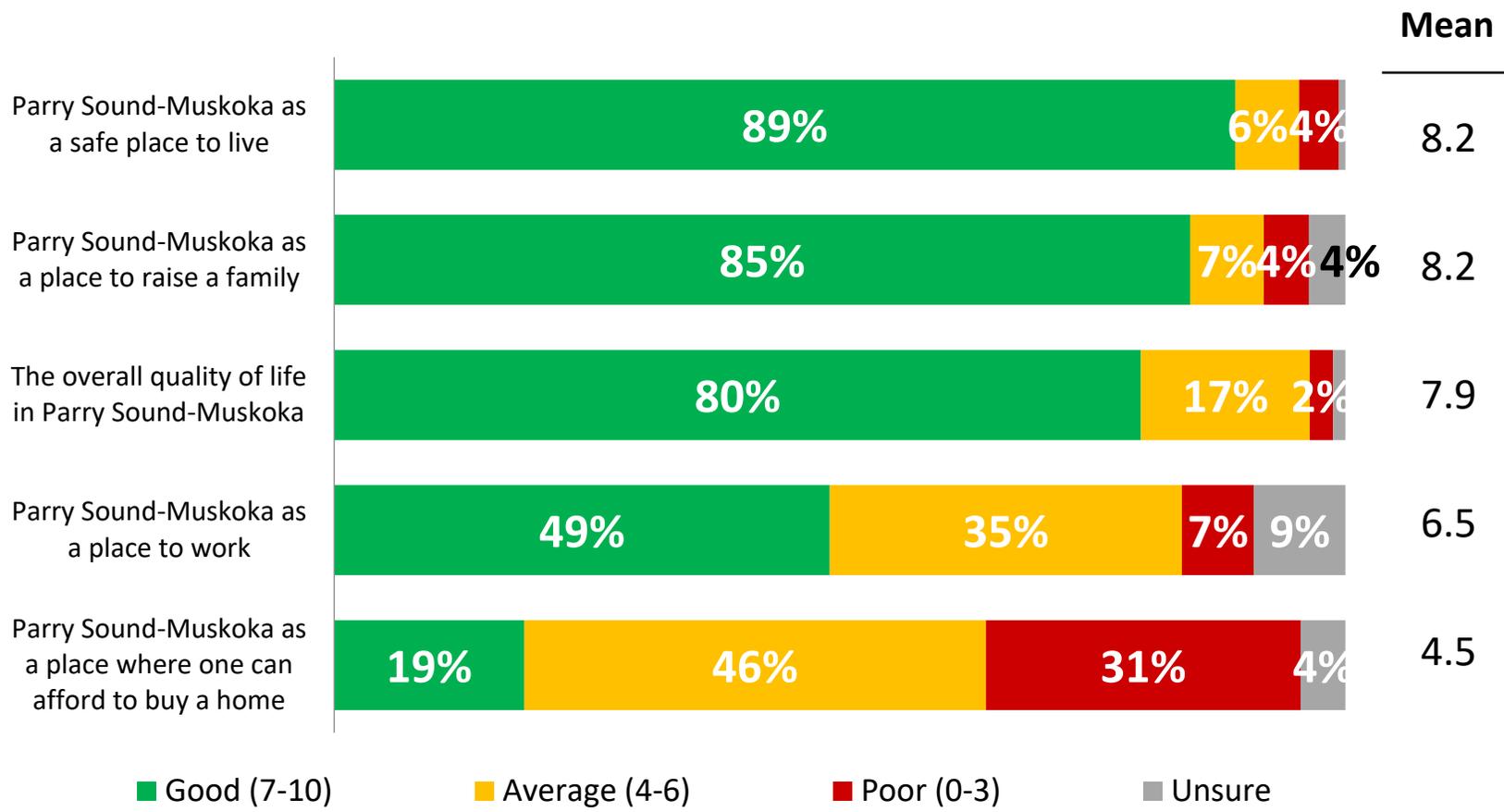
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=300 residents of Perth-Wellington, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Rating aspects of Parry Sound-Muskoka

A majority of Parry Sound-Muskoka residents give the riding good scores in terms of being a safe place to live, a place to raise a family and overall quality of life. They are more likely to rate housing affordability in the riding as poor rather than good.



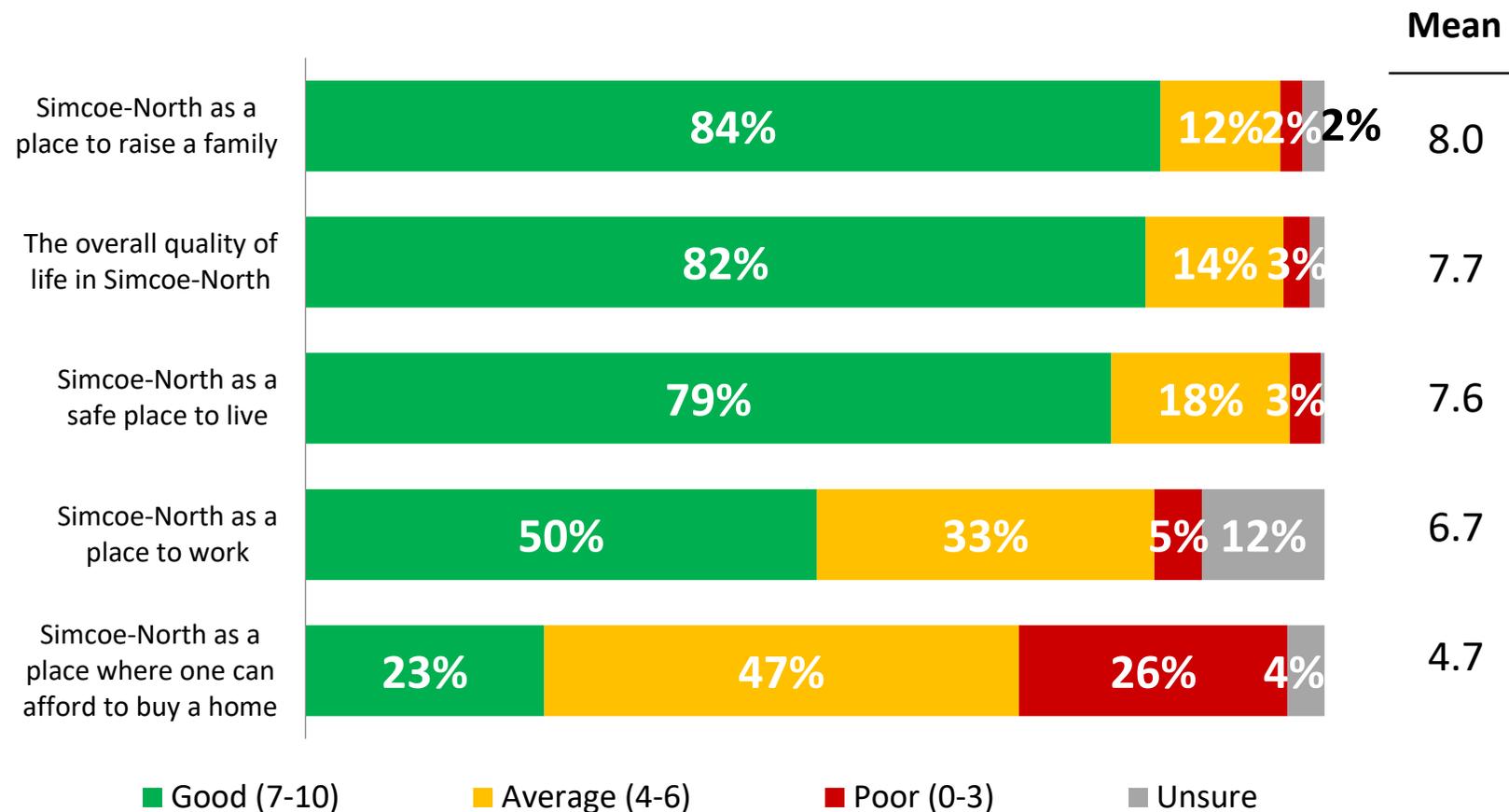
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=300 residents of Parry Sound-Muskoka, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Simcoe-North residents give the highest rating to Simcoe-North as a place to raise a family, followed closely by the overall quality of life in the riding and it being a safe place to live. Residents are split on Simcoe-North being a place where one can afford to buy a home.

Rating aspects of Simcoe-North



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

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=300 residents of Simcoe-North, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Rating aspects of Simcoe-North/Perth-Wellington/Parry Sound-Muskoka – by region, age and gender

	Total (n=900)	Perth- Wellington (n=300)	Parry Sound- Muskoka (n=300)	Simcoe North (n=300)	Men (n=452)	Women (n=445)	18 to 34 (n=161)	35 to 54 (n=309)	55 plus (n=430)
Mean Score (0-10) Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to raise a family	8.1	8.2	8.2	8.0	8.1	8.1	7.7	8.2	8.3
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a safe place to live	8.0	8.1	8.2	7.6	8.1	7.9	7.7	8.0	8.1
The overall quality of life in Simcoe-North/Perth-Wellington/Parry Sound-Muskoka	7.8	7.9	7.9	7.7	7.9	7.7	7.3	7.6	8.1
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to work	6.9	7.4	6.5	6.7	7.0	6.7	6.6	7.1	6.8
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place where one can afford to buy a home	4.7	5.0	4.5	4.7	4.8	4.7	4.2	4.5	5.1

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Rating aspects of Simcoe-North/Perth-Wellington/Parry Sound-Muskoka – by homeownership and length in area

	Total (n=900)	Own home (n=738)	Rent home (n=146)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=256)	Residency of 30+ years (n=398)
Mean Score (0-10) Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to raise a family	8.1	8.2	7.6	8.1	8.1	8.2
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a safe place to live	8.0	8.1	7.4	7.9	8.0	8.1
The overall quality of life in Simcoe-North/Perth-Wellington/Parry Sound-Muskoka	7.8	7.9	7.2	7.7	7.8	8.0
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to work	6.9	7.0	6.5	6.6	7.0	6.9
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place where one can afford to buy a home	4.7	4.9	4.0	4.4	4.7	4.9

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Rating aspects of Simcoe-North/Perth-Wellington/Parry Sound-Muskoka – by federal political preferences

Mean Score (0-10)

	Total (n=900)	Liberal Party (n=347)	Conservative Party (n=280)	NDP (n=55)	Green Party (n=48)	Undecided (n=157)
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to raise a family	8.1	8.3	8.1	7.8	8.2	7.9
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a safe place to live	8.0	8.2	8.1	7.4	8.2	7.7
The overall quality of life in Simcoe-North/Perth-Wellington/Parry Sound-Muskoka	7.8	8.0	7.7	7.3	7.9	7.6
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place to work	6.9	7.0	7.0	6.6	6.8	6.6
Simcoe-North/Perth-Wellington/Parry Sound-Muskoka as a place where one can afford to buy a home	4.7	4.9	4.7	4.2	4.9	4.5

Q – How would you rate Simcoe-North/Perth-Wellington/Parry-Sound Muskoka on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Top issues of concern for elected officials

Q – What are the top 3 issues you'd like elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka to focus most on most? [RANDOMIZE][SELECT UP TO THREE]

	Rank 1 (n=894)	Rank 2 (n=783)	Rank 3 (n=583)
Healthcare	22.9%	18.0%	12.2%
Housing accessibility and affordability	21.9%	18.8%	13.8%
The cost of living	10.3%	11.1%	12.5%
U.S Tariffs/economic disruption	9.0%	6.0%	10.4%
The economy	7.1%	8.9%	7.4%
Homelessness	7.0%	8.3%	8.1%
Mental health & drug addiction	5.5%	7.7%	8.5%
Climate change and the environment	5.2%	6.2%	8.0%
Education	3.2%	7.3%	8.6%
Crime and public safety	2.1%	3.8%	5.2%
Immigration	1.5%	2.1%	1.7%
None of these	2.6%	1.5%	2.9%
Unsure	1.7%	0.4%	0.7%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=894, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Top issue of concern for elected officials – by riding

Q – What are the top 3 issues you'd like elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka to focus most on most? [RANDOMIZE][SELECT UP TO THREE][RANK 1]

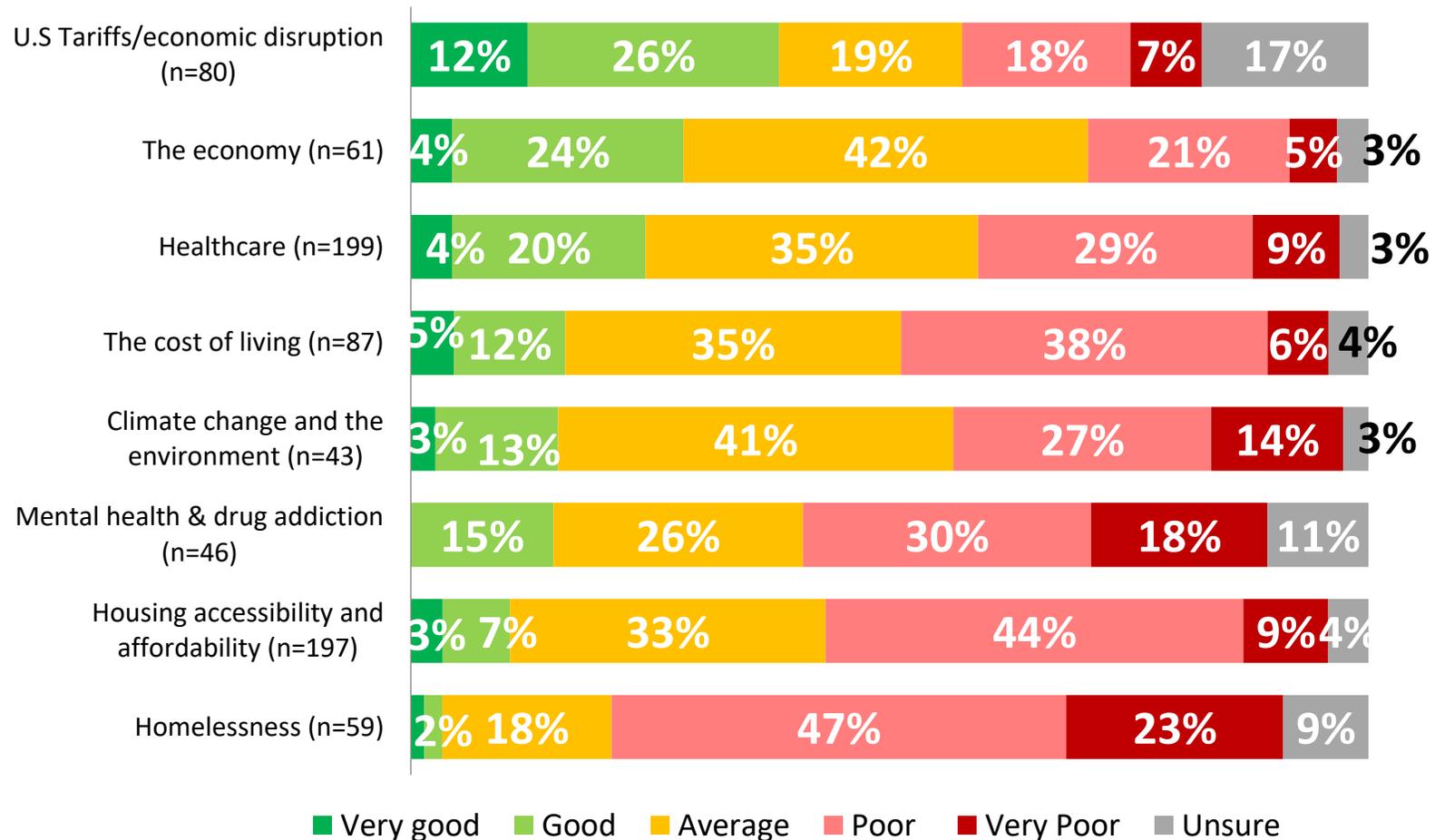
	Total (n=894)	Perth- Wellington (n=297)	Parry Sound- Muskoka (n=297)	Simcoe North (n=300)
Healthcare	22.9%	23.1%	27.6%	18.1%
Housing accessibility and affordability	21.9%	21.0%	24.2%	20.5%
The cost of living	10.3%	11.6%	10.0%	9.3%
U.S Tariffs/economic disruption	9.0%	13.5%	5.5%	8.1%
The economy	7.1%	6.9%	8.2%	6.1%
Homelessness	7.0%	6.5%	2.7%	11.6%
Mental health & drug addiction	5.5%	4.5%	3.4%	8.6%
Climate change and the environment	5.2%	3.4%	6.9%	5.2%
Education	3.2%	2.8%	2.6%	4.2%
Crime and public safety	2.1%	0.8%	2.1%	3.5%
Immigration	1.5%	2.1%	1.2%	1.1%
None of these	2.6%	2.6%	3.7%	1.4%
Unsure	1.7%	1.1%	1.8%	2.2%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=894, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Residents who selected the U.S. tariffs/economic disruption first as a top issue of concern for their local elected officials are more likely to say officials do a very good or good job rather than a poor or very poor job at supporting the issue. Residents are more likely to say their local elected officials are doing a poor or very poor job rather than a very good or good job at managing housing accessibility/affordability.

Q – Would you say that elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE][INSERT TOP THREE ISSUES]

Elected officials supporting top issues – First ranked



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

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=848, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Elected officials supporting housing accessibility and affordability – by riding

Q – Would you say that elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka do a very good, good, average, poor or very poor job at supporting the following:

[RANDOMIZE] **Housing accessibility and affordability**

	Total (n=197)	Perth- Wellington (n=58)	Parry Sound- Muskoka (n=76)	Simcoe North (n=63)
Very good	3.3%	5.1%	-	5.4%
Good	7.0%	4.2%	9.4%	7.1%
Average	32.9%	45.1%	35.4%	18.0%
Poor	43.6%	34.8%	43.7%	52.4%
Very poor	8.9%	2.5%	8.8%	15.2%
Unsure	4.2%	8.2%	2.7%	1.9%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=197, accurate 7.1 percentage points plus or minus, 19 times out of 20.

Elected officials supporting healthcare – by riding

Q – Would you say that elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka do a very good, good, average, poor or very poor job at supporting the following:
[RANDOMIZE] **Healthcare**

	Total (n=199)	Perth- Wellington (n=38)	Parry Sound- Muskoka (n=57)	Simcoe North (n=43)
Very good	4.3%	4.2%	2.9%	6.7%
Good	20.2%	12.8%	26.9%	19.6%
Average	34.7%	42.4%	30.8%	30.7%
Poor	28.7%	30.1%	24.9%	32.8%
Very poor	9.1%	5.2%	11.6%	10.2%
Unsure	3.0%	5.4%	2.9%	-

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=199, accurate 7.0 percentage points plus or minus, 19 times out of 20.

Elected officials supporting cost of living – by riding

Q – Would you say that elected officials representing Simcoe North/Perth-Wellington/Parry Sound Muskoka do a very good, good, average, poor or very poor job at supporting the following: [RANDOMIZE]

The cost of living

	Total (n=87)	Perth- Wellington (n=31)	Parry Sound- Muskoka (n=29)*	Simcoe North (n=27)*
Very good	4.5%	5.2%		
Good	11.6%	5.6%		
Average	35.1%	33.4%		
Poor	38.3%	50.8%		
Very poor	6.4%	-		
Unsure	4.1%	5.0%		

*Shaded due to a sample size of less than 30

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=87, accurate 10.7 percentage points plus or minus, 19 times out of 20.

Most pressing housing issues

Q – What, in your opinion is the most pressing issue in Simcoe North/Perth-Wellington/Parry Sound Muskoka when it comes to housing: [OPEN]

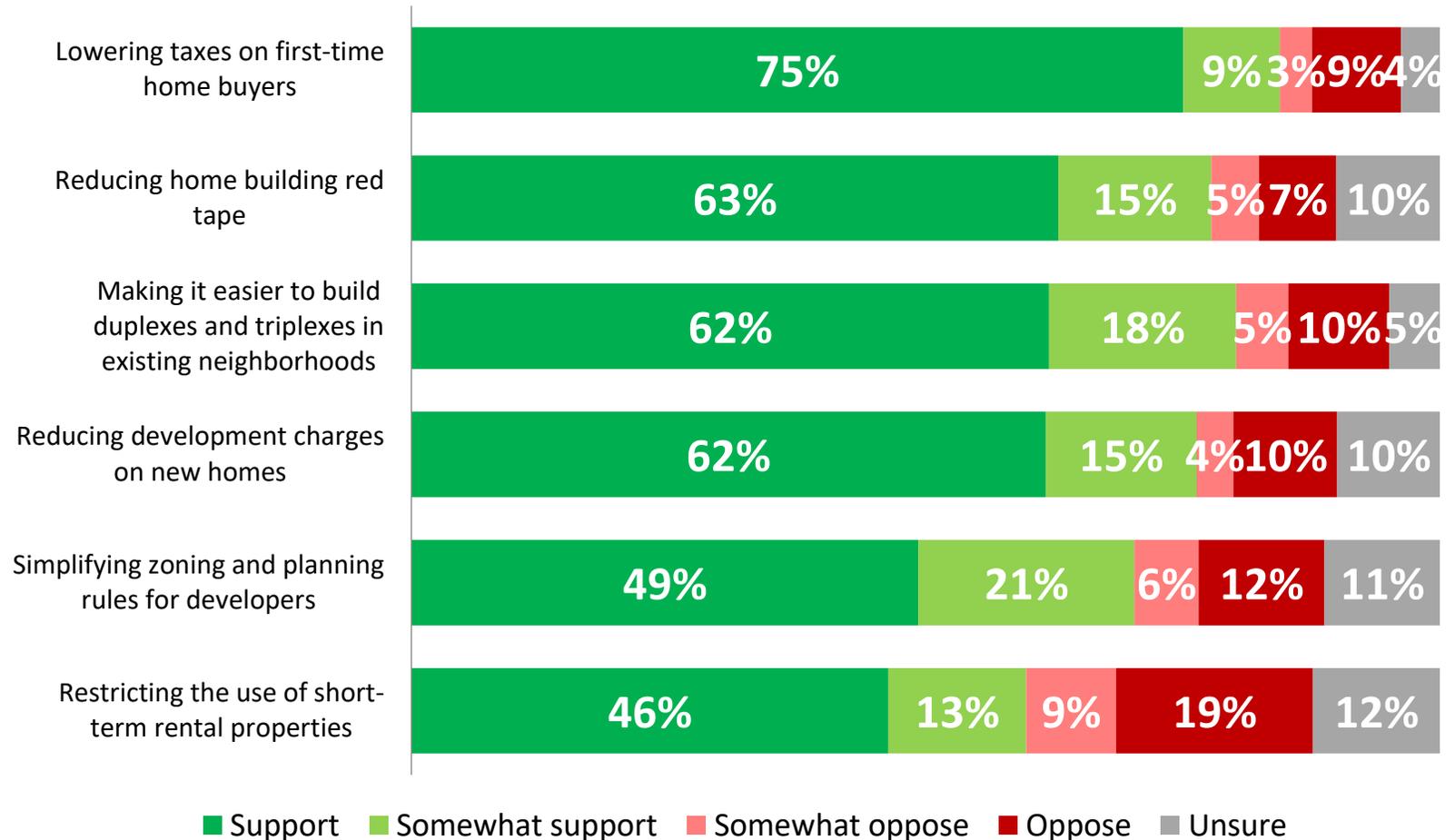
	Total (n=878)	Perth- Wellington (n=295)	Parry Sound- Muskoka (n=293)	Simcoe North (n=290)
Affordability/lack of affordable housing	66.9%	70.0%	60.4%	70.4%
Lack of homes on the market to buy/generally	13.1%	9.1%	18.0%	12.1%
Red tape/barriers to development	3.3%	2.9%	4.7%	2.3%
A lack of government or social housing	3.2%	4.1%	3.7%	1.7%
Cost of living/everything is too expensive/wages too low	1.8%	1.1%	1.6%	2.9%
Lack of homes on the market to rent	1.5%	0.9%	2.4%	1.1%
Need more housing options/diversity of housing	1.2%	1.6%	0.9%	1.1%
Other	2.8%	2.1%	3.7%	2.6%
Not Sure	1.8%	1.8%	2.1%	1.5%

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=878, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Residents of the three ridings have the highest intensity of support for lowering taxes on first-time home buyers, followed by reducing red tape for home building, making it easier to build duplexes and triplexes in existing neighbourhoods and reducing development charges on new homes. There is less out right support for simplifying zoning and planning rules for developers or restricting the use of short-term rental properties.

Q – Do you support, somewhat support, somewhat oppose or oppose the following policy solutions to help make homes more affordable [RANDOMIZE]:

Support for housing affordability policies



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

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Support for housing affordability policies – by region, age and gender

	Total (n=900)	Perth- Wellington (n=300)	Parry Sound- Muskoka (n=300)	Simcoe North (n=300)	Men (n=452)	Women (n=445)	18 to 34 (n=161)	35 to 54 (n=309)	55 plus (n=430)	
Support/Somewhat support	Lowering taxes on first-time home buyers	84.4%	82.1%	87.1%	84.0%	85.2%	83.8%	90.8%	88.7%	79.6%
	Making it easier to build duplexes and triplexes in existing neighborhoods	80.2%	79.2%	84.6%	76.7%	80.2%	80.0%	81.9%	78.6%	80.2%
	Reducing home building red tape	77.8%	75.3%	82.3%	75.6%	84.0%	71.7%	68.9%	81.1%	79.7%
	Reducing development charges on new homes	76.3%	71.1%	80.8%	77.1%	79.2%	73.4%	75.3%	79.3%	75.3%
	Simplifying zoning and planning rules for developers	70.3%	66.2%	75.5%	69.2%	75.4%	65.4%	67.6%	72.4%	70.3%
	Restricting the use of short-term rental properties	59.8%	55.0%	64.5%	59.8%	59.6%	59.9%	54.3%	60.6%	61.6%

Q – Do you support, somewhat support, somewhat oppose or oppose the following policy solutions to help make homes more affordable [RANDOMIZE]:

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Support for housing affordability policies – by homeownership and length in area

	Total (n=900)	Own home (n=739)	Rent home (n=146)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=257)	Residency of 30+ years (n=398)	
Support/Somewhat support	Lowering taxes on first-time home buyers	84.4%	84.0%	86.1%	88.4%	85.9%	81.8%
	Making it easier to build duplexes and triplexes in existing neighborhoods	80.2%	79.8%	83.4%	79.6%	83.2%	78.4%
	Reducing home building red tape	77.8%	79.0%	72.0%	71.6%	79.8%	77.4%
	Reducing development charges on new homes	76.3%	76.3%	77.0%	81.6%	75.1%	74.7%
	Simplifying zoning and planning rules for developers	70.3%	71.1%	66.8%	68.4%	70.9%	68.6%
	Restricting the use of short-term rental properties	59.8%	59.7%	59.0%	61.5%	62.5%	59.5%

Q – Do you support, somewhat support, somewhat oppose or oppose the following policy solutions to help make homes more affordable [RANDOMIZE]:

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

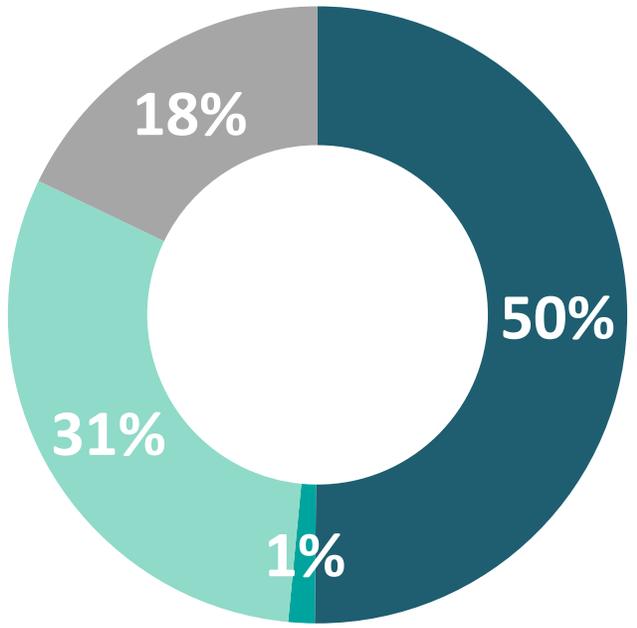
Support for housing affordability policies – by federal political preferences

	Total (n=900)	Liberal Party (n=347)	Conservative Party (n=281)	NDP (n=55)	Green Party (n=48)	Undecided (n=157)	
Support/Somewhat support	Lowering taxes on first-time home buyers	84.4%	85.9%	83.3%	90.7%	80.7%	82.9%
	Making it easier to build duplexes and triplexes in existing neighborhoods	80.2%	83.7%	78.2%	83.9%	88.4%	72.7%
	Reducing home building red tape	77.8%	77.0%	87.2%	63.8%	66.6%	72.2%
	Reducing development charges on new homes	76.3%	75.1%	84.3%	74.0%	67.7%	69.6%
	Simplifying zoning and planning rules for developers	70.3%	67.9%	79.8%	66.7%	58.3%	64.5%
	Restricting the use of short-term rental properties	59.8%	69.2%	51.7%	58.9%	66.0%	53.2%

Q – Do you support, somewhat support, somewhat oppose or oppose the following policy solutions to help make homes more affordable [RANDOMIZE]:

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Views on taxes on Ontario homebuyers



■ Too high ■ Too low ■ About right ■ Unsure

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

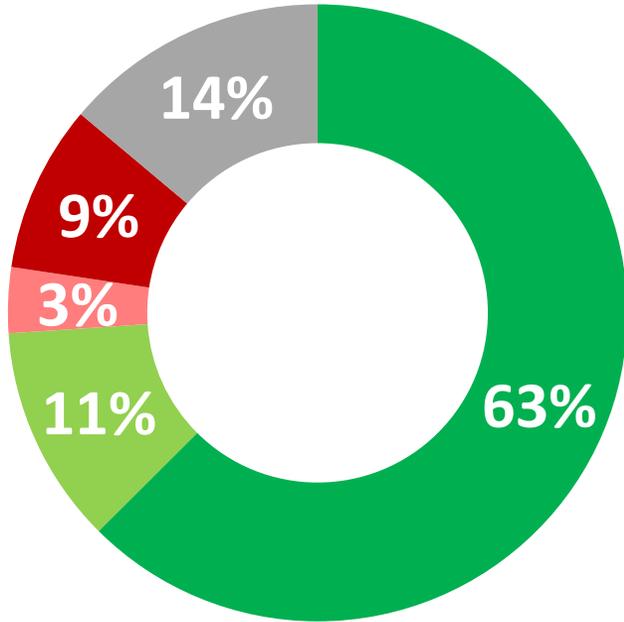
	Perth-Wellington (n=300)	Parry Sound-Muskoka (n=300)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=257)	Residency of 30+ years (n=398)	
Too high	44.5%	53.8%	52.1%	51.6%	50.6%	48.7%	
	\$20,000 to just under \$40,000 (n=113)	\$40,000 to just under \$60,000 (n=107)	\$60,000 to just under \$80,000 (n=122)	\$80,000 to just under \$100,000 (n=110)	\$100,000 to just under \$120,000 (n=77)	\$120,000 to just under \$150,000 (n=56)	\$150,000 and above (n=104)
	55.2%	49.1%	50.7%	58.0%	45.9%	36.6%	47.3%
	Men (n=452)	Women (n=445)	18 to 34 (n=161)	35 to 54 (n=309)	55 plus (n=430)	Own home (n=739)	Rent home (n=146)
	51.3%	49.1%	54.5%	57.0%	44.8%	50.5%	49.4%
	Liberal Party (n=347)	Conservative Party (n=281)	NDP (n=55)	Green Party (n=48)	Undecided (n=157)		
	39.9%	63.0%	42.3%	31.9%	58.0%		

Q – Are taxes on Ontario home buyers (e.g. land transfer taxes, development charges) are too high, too low or about right thinking of the needs of municipal governments?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.



Support for building more homes in response to US tariffs



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

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

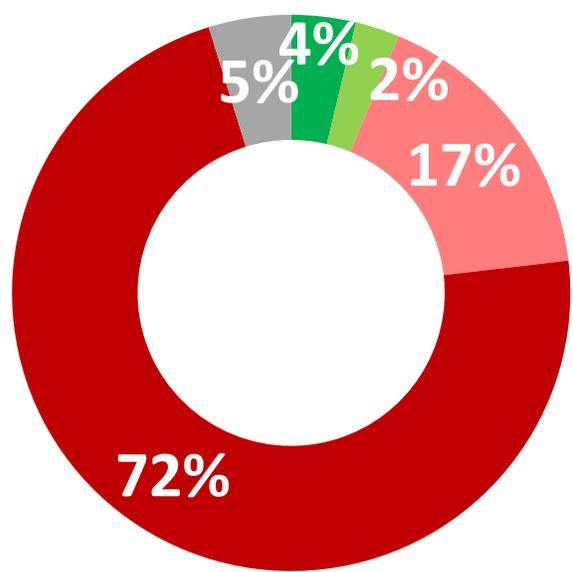
Support/Somewhat support	Perth-Wellington (n=300)	Parry Sound-Muskoka (n=300)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=257)	Residency of 30+ years (n=398)	
	66.4%	80.4%	75.1%	79.3%	73.1%	73.6%	
	\$20,000 to just under \$40,000 (n=113)	\$40,000 to just under \$60,000 (n=107)	\$60,000 to just under \$80,000 (n=122)	\$80,000 to just under \$100,000 (n=110)	\$100,000 to just under \$120,000 (n=77)	\$120,000 to just under \$150,000 (n=56)	\$150,000 and above (n=104)
	74.7%	76.8%	73.2%	72.2%	81.9%	72.4%	82.3%
	Men (n=452)	Women (n=445)	18 to 34 (n=161)	35 to 54 (n=309)	55 plus (n=430)	Own home (n=739)	Rent home (n=146)
	72.4%	75.3%	73.8%	69.5%	76.3%	73.6%	77.3%
	Liberal Party (n=347)	Conservative Party (n=281)	NDP (n=55)	Green Party (n=48)	Undecided (n=157)		
84.3%	66.0%	74.9%	80.1%	64.7%			

Q – Do you support, somewhat support, somewhat oppose or oppose including a plan to build more homes as part of the government's efforts to Protect Ontario and Canada from the impact of U.S. tariffs?

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Anticipated impact of tariffs on local economy

Q – Do you believe the U.S. tariffs will have a positive, somewhat positive, somewhat negative or negative impact on the local economy in Simcoe North/Perth-Wellington/Parry Sound Muskoka?



- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- Unsure

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

Negative/Somewhat negative

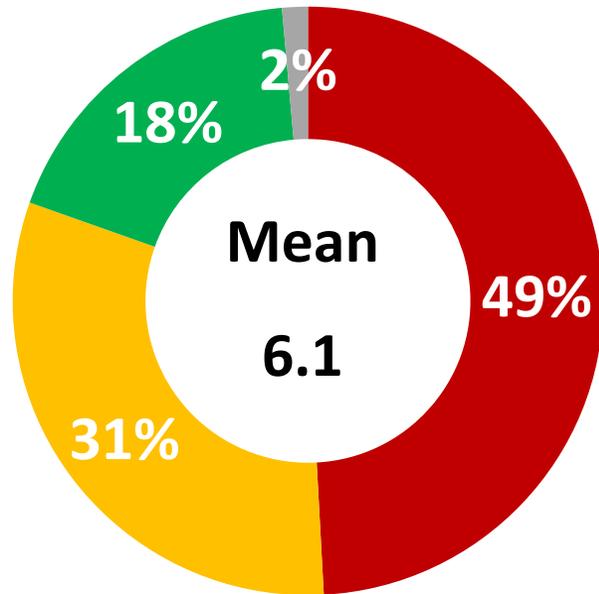
	Perth-Wellington (n=300)	Parry Sound-Muskoka (n=300)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=257)	Residency of 30+ years (n=398)							
	90.6%	85.9%	90.3%	89.8%	87.5%	88.9%							
\$20,000 to just under \$40,000 (n=113)	85.5%	\$40,000 to just under \$60,000 (n=107)	89.4%	\$60,000 to just under \$80,000 (n=122)	90.6%	\$80,000 to just under \$100,000 (n=110)	92.4%	\$100,000 to just under \$120,000 (n=77)	96.4%	\$120,000 to just under \$150,000 (n=56)	87.7%	\$150,000 and above (n=104)	89.2%
Men (n=452)	89.0%	Women (n=445)	89.0%	18 to 34 (n=161)	85.1%	35 to 54 (n=309)	89.9%	55 plus (n=430)	90.1%	Own home (n=739)	90.0%	Rent home (n=146)	83.4%
Liberal Party (n=347)	92.3%	Conservative Party (n=281)	90.1%	NDP (n=55)	87.2%	Green Party (n=48)	84.4%	Undecided (n=157)	83.4%				

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.



Anxiety about potential personal impact of US tariffs

Q – On a scale from 0 to 10, where 0 is not anxious at all and 10 is very anxious, how anxious are you feeling about the potential impact of U.S. tariffs on you personally?



■ Very anxious (7-10) ■ Neutral (4-6)
■ Not anxious at all (0-3) ■ Unsure

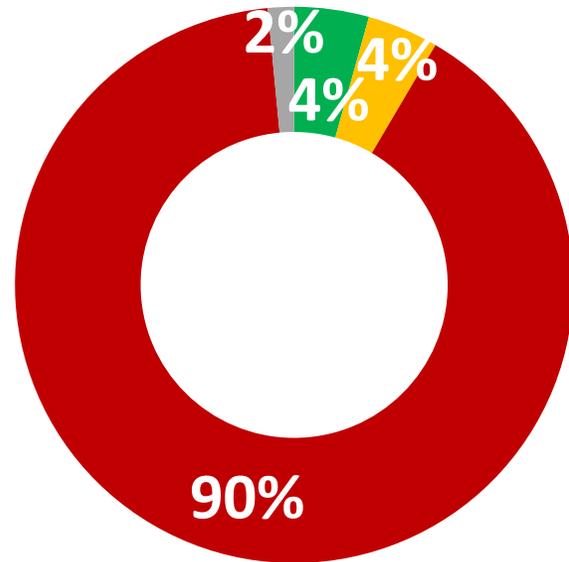
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Perth-Wellington (n=300)	Parry Sound-Muskoka (n=300)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=256)	Residency of 30+ years (n=398)	
Mean	6.0	6.1	6.3	6.7	5.9	6.1	
	\$20,000 to just under \$40,000 (n=113)	\$40,000 to just under \$60,000 (n=107)	\$60,000 to just under \$80,000 (n=122)	\$80,000 to just under \$100,000 (n=110)	\$100,000 to just under \$120,000 (n=77)	\$120,000 to just under \$150,000 (n=56)	\$150,000 and above (n=104)
	6.3	6.7	6.4	6.0	6.2	6.0	5.6
	Men (n=449)	Women (n=443)	18 to 34 (n=161)	35 to 54 (n=306)	55 plus (n=428)	Own home (n=736)	Rent home (n=144)
	5.8	6.5	5.9	6.2	6.2	6.2	5.8
	Liberal Party (n=345)	Conservative Party (n=279)	NDP (n=55)	Green Party (n=48)	Undecided (n=156)		
	6.6	5.8	6.0	6.3	5.7		

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=895, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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

Q – Thinking of 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?



■ More likely ■ As likely ■ Less likely ■ Unsure

	Perth-Wellington (n=300)	Parry Sound-Muskoka (n=299)	Simcoe North (n=300)	Residency of 10 years or less (n=151)	Residency of 11-30 years (n=256)	Residency of 30+ years (n=398)						
Less likely	87.5%	90.1%	92.5%	92.3%	89.4%	90.6%						
\$20,000 to just under \$40,000 (n=113)	92.1%	\$40,000 to just under \$60,000 (n=107)	92.7%	\$60,000 to just under \$80,000 (n=122)	96.9%	\$80,000 to just under \$100,000 (n=110)	83.2%	\$100,000 to just under \$120,000 (n=77)	\$120,000 to just under \$150,000 (n=56)	\$150,000 and above (n=104)	87.2%	
Men (n=452)	91.3%	Women (n=444)	88.7%	18 to 34 (n=161)	88.8%	35 to 54 (n=308)	90.3%	55 plus (n=430)	Own home (n=738)	Rent home (n=146)	89.5%	93.3%
Liberal Party (n=347)	90.3%	Conservative Party (n=280)	90.3%	NDP (n=55)	88.1%	Green Party (n=48)	92.3%	Undecided (n=157)	88.1%			

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

Federal political preferences

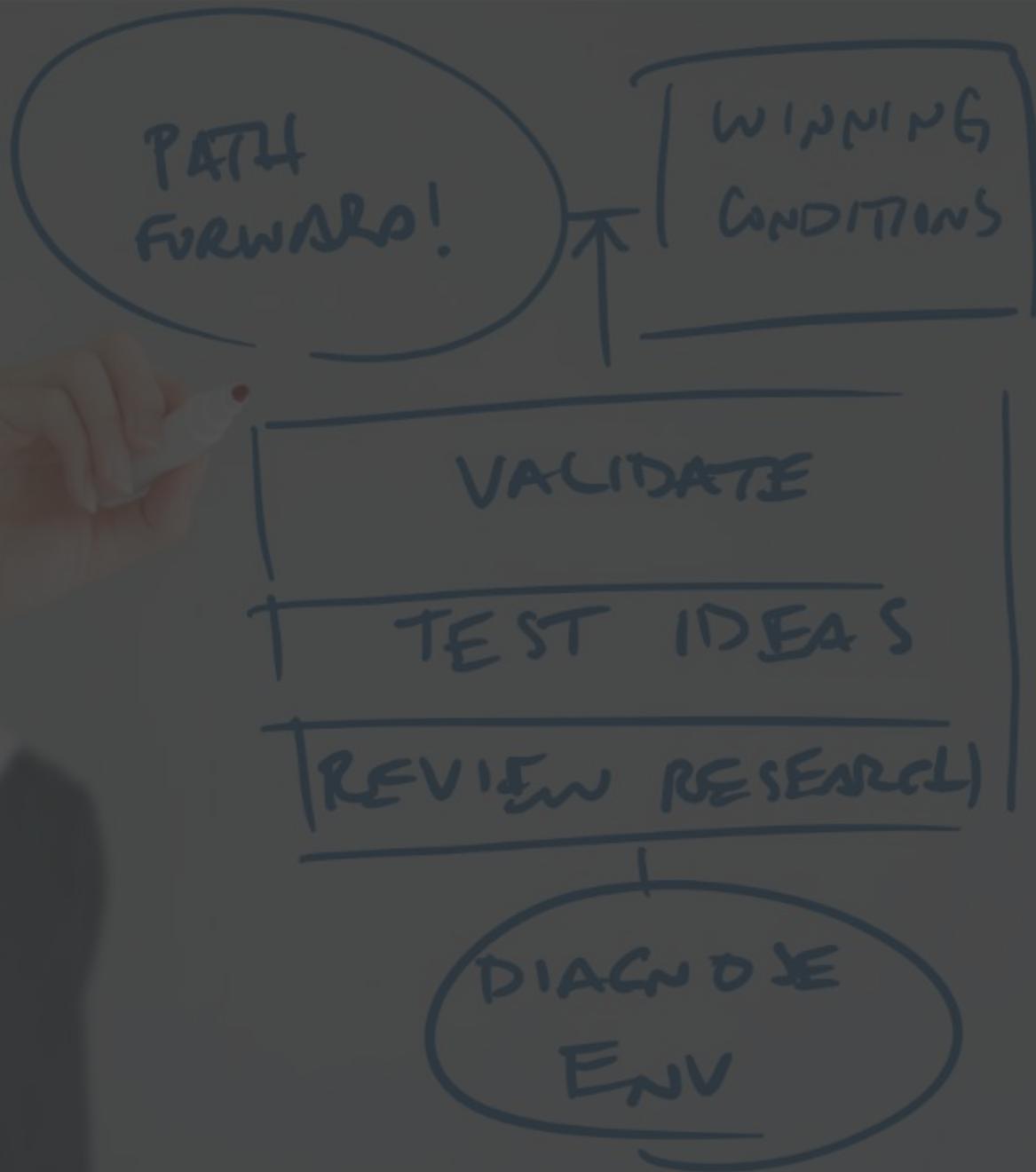
Q – If a federal election were held today, who would you vote for locally? [RANDOMIZE]
[SELECT ONE]

	Total (n=900)	Perth- Wellington (n=300)	Parry Sound- Muskoka (n=300)	Simcoe North (n=300)
Liberal Party of Canada	39.5%	33.5%	42.6%	42.4%
Conservative Party of Canada	29.8%	31.2%	26.5%	31.7%
New Democratic Party of Canada	6.6%	13.1%	2.7%	4.1%
Green Party of Canada	5.3%	2.5%	9.6%	3.7%
People's Party of Canada	1.0%	1.4%	1.2%	0.5%
I don't have a party I regularly vote for/undecided	17.5%	17.8%	17.5%	17.2%
Other	0.3%	0.5%	-	0.4%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 10th to 19th, 2025, n=900, accurate 3.3 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 900 residents of the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North, 18 years of age or older, between March 10th to 19th, 2025.

Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land and cell-lines across the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North. Individuals were randomly called using random digit dialing with a maximum of five call backs.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North.

The margin of error for this survey is ± 3.3 percentage points, 19 times out of 20

The research was commissioned by OnePoint Association of REALTORS® and was conducted by Nanos Research.

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

Element	Description
Research sponsor	OnePoint Association of REALTORS®
Population and Final Sample Size	900 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.3 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 the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North.
Demographics (Captured)	The federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North. Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 10 th to 19 th , 2025
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 the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North. 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.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of the federal ridings of Perth-Wellington, Parry Sound-Muskoka and Simcoe North.
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 By income, homeownership, political preferences and time lived in region



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

Any questions?



Nanos Research

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