

Community Voices 2025: What Matters to London and St. Thomas Residents.

Survey | Summary
Conducted by Nanos for LSTAR and OREA, October 2025
Submission 2025-2871



The research gauged the opinions among residents of the City of London and residents of the City of St. Thomas on their views of the city, the performance of municipal leaders, the real estate value, factory-built housing, 30-year mortgages for first-time homebuyers and community issues of concern.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 410 residents of the City of London and 300 residents of the City of St. Thomas, 18 years of age or older, between August 27th and September 23rd, 2025.

The margin of error for a random survey of 410 residents of London is ± 4.9 percentage points, 19 times out of 20 and the margin of error for a random survey of 300 residents of St. Thomas is ± 5.7 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here: London: [By region, age and gender](#); St. Thomas: [By region, age and gender](#)

The research was commissioned by the Ontario Real Estate Association and the London and St. Thomas Association of Realtors and was conducted by Nanos Research.

KEY FINDINGS

1

TOP RATINGS IN LONDON AND ST. THOMAS

Residents of both London and St. Thomas gave top rating (score of 8-10 out of 10) to their community as a place to raise a family ([44%](#) in London and [72%](#) in St. Thomas), the quality of healthcare ([44%](#) in London, and [61%](#) in St. Thomas) and the overall quality of life ([42%](#) in London and [65%](#) in St. Thomas). Additionally, more than half of St. Thomas residents also give a good rating (score 8-10 out of 10) to St. Thomas as a safe place to live ([56%](#)).

2

SHIFTS IN RATINGS SINCE PREVIOUS WAVE

In both London and St. Thomas, residents who rate the overall quality of life as good (score of 8-10 out of 10) ([42%](#) in London and [65%](#) in St. Thomas) increased compared to the previous wave ([36%](#) in London and [57%](#) in St. Thomas in 2023). Moreover, in St. Thomas, good ratings (score 8-10 out of 10) for the job market in St. Thomas decreased compared to the previous wave ([27%](#) compared to [36%](#) in 2023). Ratings for both St. Thomas as a place to raise a family ([72%](#) compared to [64%](#) in 2023) and St. Thomas as a place where one can afford to buy a home ([28%](#) compared to [20%](#) in 2023) have increased since last wave.

3

POTENTIAL IMPACT OF VOLKSWAGEN PLANT IN LONDON ST. THOMAS

A majority of London residents think that the new Volkswagen plant will have a positive ([57%](#)) or somewhat positive ([25%](#)) impact on their local economy. Similarly, about four in five St. Thomas residents think that the new Volkswagen plant will also have a positive ([65%](#)) or somewhat positive ([17%](#)) impact on their local economy.

4

PERFORMANCE OF MUNICIPAL LEADERS

In London, residents rate the job done by municipal leaders more positively when it comes to investing in roads to improve traffic ([4%](#) very good; [26%](#) good), building a strong public transit system ([3%](#) very good; [23%](#) good) and helping attract jobs to London ([3%](#) very good; [20%](#) good) than they do for addressing the issue of homelessness ([two percent](#) very good; [seven percent](#) good). In St. Thomas, residents are more likely to say that municipal leaders do a very good ([25%](#)) or good job ([35%](#)) helping attract jobs to St. Thomas and more than half say that they do a very good ([17%](#)) or good job ([38%](#)) investing in roads to improve traffic.

5

COMMUNITY ISSUES OF CONCERN AND ADVICE TO IMPROVE THE CITY

When asked to rank their biggest issue of concern, London and St. Thomas residents most often rank homelessness first as their biggest community issue of concern ([44% each](#)). This was followed by housing affordability ([24% each](#)) which has decreased since pervious wave (down from [36%](#) London and [31%](#) St. Thomas in 2023), and jobs for local residents ([20% each](#)) which has increased since previous wave (up from [12%](#) London and [10%](#) St. Thomas in 2023). One in five London residents mostly mention “solutions for homelessness/support for low-income persons” as their piece of advice to improve their city ([20%](#)), followed by “Improved infrastructure/roadways” ([17%](#)). In St Thomas, about one in four residents also mostly mention “solutions for homelessness/support for low-income persons” as their piece of advice to improve their city ([27%](#)).

KEY FINDINGS

6

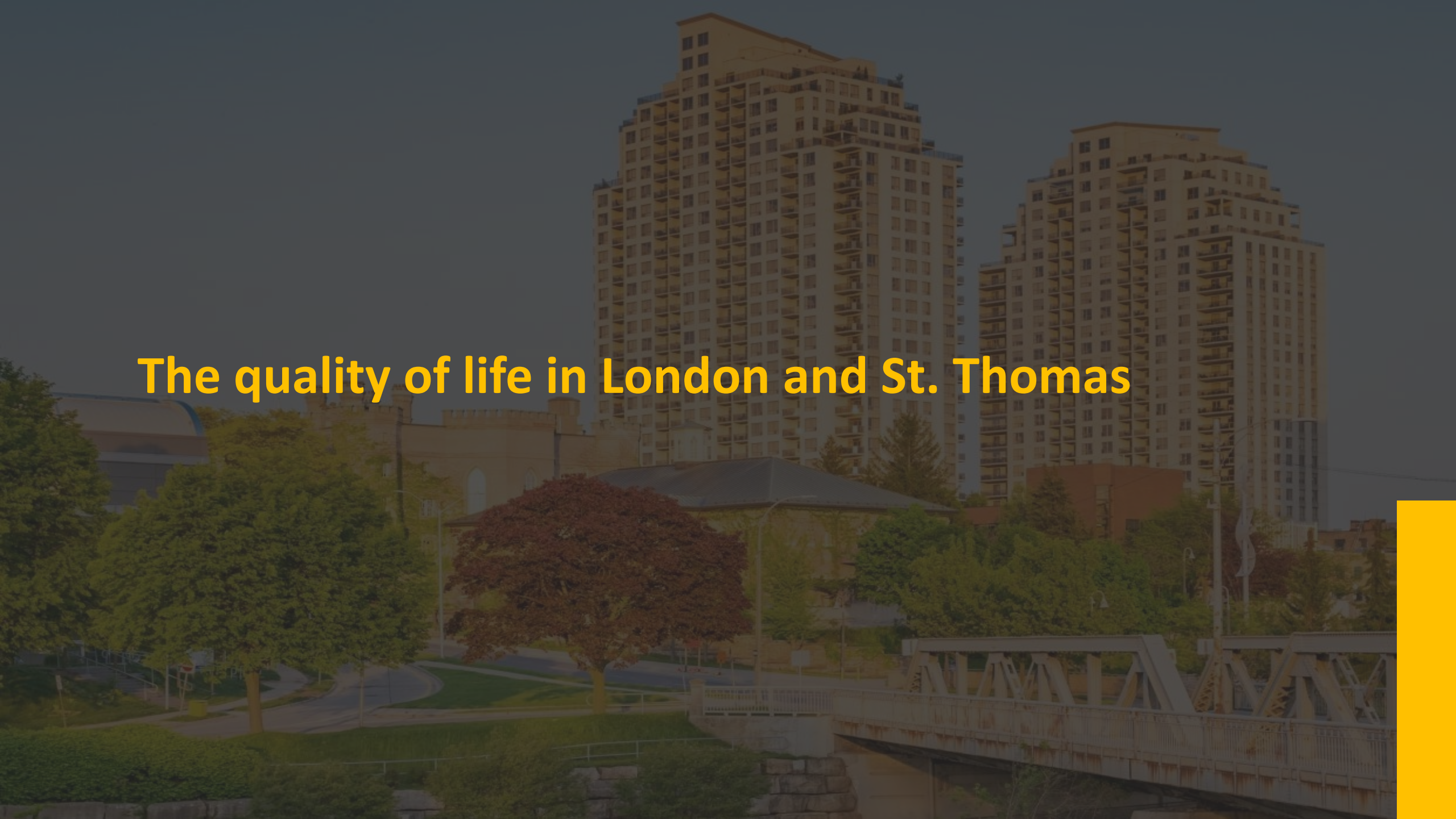
FACTORY-BUILT HOUSING AND HOUSING POLICIES

Majority of residents in both London and St. Thomas feel comfortable ([52%](#) London; [62%](#) St. Thomas) or somewhat comfortable ([12%](#) both in London and St. Thomas) living in a factory-built home. Additionally, residents of both cities have a positive ([42%](#) London; [48%](#) St. Thomas) or somewhat positive ([11%](#) each) impression of the new rule that allows 30-year mortgages for first-time homebuyers. When asked about the new GST rebate, over four in ten think that the GST rebate will have no impact on housing affordability ([43%](#) London; [46%](#) ST. Thomas). About two in five residents think that it will make it more affordable ([40%](#) London; [42%](#) St. Thomas) compared to fewer than one in ten who say it will make it less affordable ([seven percent](#) London; [six percent](#) St. Thomas).

7

VALUE OF REAL ESTATE

In London, about one in four residents believe that the value of real estate in their neighborhood will increase in the next six months ([27%](#)), an all-time low since tracking began in 2019. Similarly, over three in ten St. Thomas residents ([34%](#)) share this view, marking the lowest level since tracking began in 2021.



The quality of life in London and St. Thomas

Making London and St. Thomas a better place

Q – If you had one piece of advice to make the City of London/City of St. Thomas a better place, what would that advice be? [OPEN]

TOP RESPONSES

	London (n=405)	St. Thomas (n=290)
Solutions for homelessness/supporting low-income persons	19.6%	26.8%
Improved infrastructure/roadways	16.7%	8.9%
Improved public transit	7.4%	2.4%
A better construction schedule/better construction management	6.5%	2.7%
Increased law enforcement	6.2%	4.7%
Improved local government	5.4%	1.8%
Improved housing/more affordable housing	5.1%	4.3%
Improvements to downtown area	3.5%	2.4%
Improved cleanliness/better waste management	3.4%	0.6%
Ensure the City grows at a manageable rate/manage immigration	3.3%	6.6%
Support for those with mental health/addiction issues	2.7%	3.1%
More green space/parks/recreational activities	2.9%	4.2%
Unsure	4.6%	4.8%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=405 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=290 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.

Making the City of London a better place – Tracking

Q – If you had one piece of advice to make the City of London a better place, what would that advice be? [OPEN]

TOP RESPONSES

	2025 (n=405)	2023 (n=400)	2021 (n=403)	2019 (n=501)
Solutions for homelessness/supporting low-income persons	19.6%	21.6%	6.7%	8.7%
Improved infrastructure/roadways	16.7%	19.1%	14.8%	25.1%
Improved public transit	7.4%	10.6%	8.0%	16.6%
Better construction schedule/better construction management	6.5%	5.4%	-	-
Increased law enforcement	6.2%	2.7%	2.6%	2.4%
Improved local government	5.4%	3.1%	2.7%	7.4%
Improved housing/more affordable housing	5.1%	9.4%	6.2%	1.8%
Unsure	4.6%	3.5%	25.7%	16.1%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=405 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Making the City of St. Thomas a better place – Tracking

Q – If you had one piece of advice to make the City of St. Thomas a better place, what would that advice be? [OPEN]

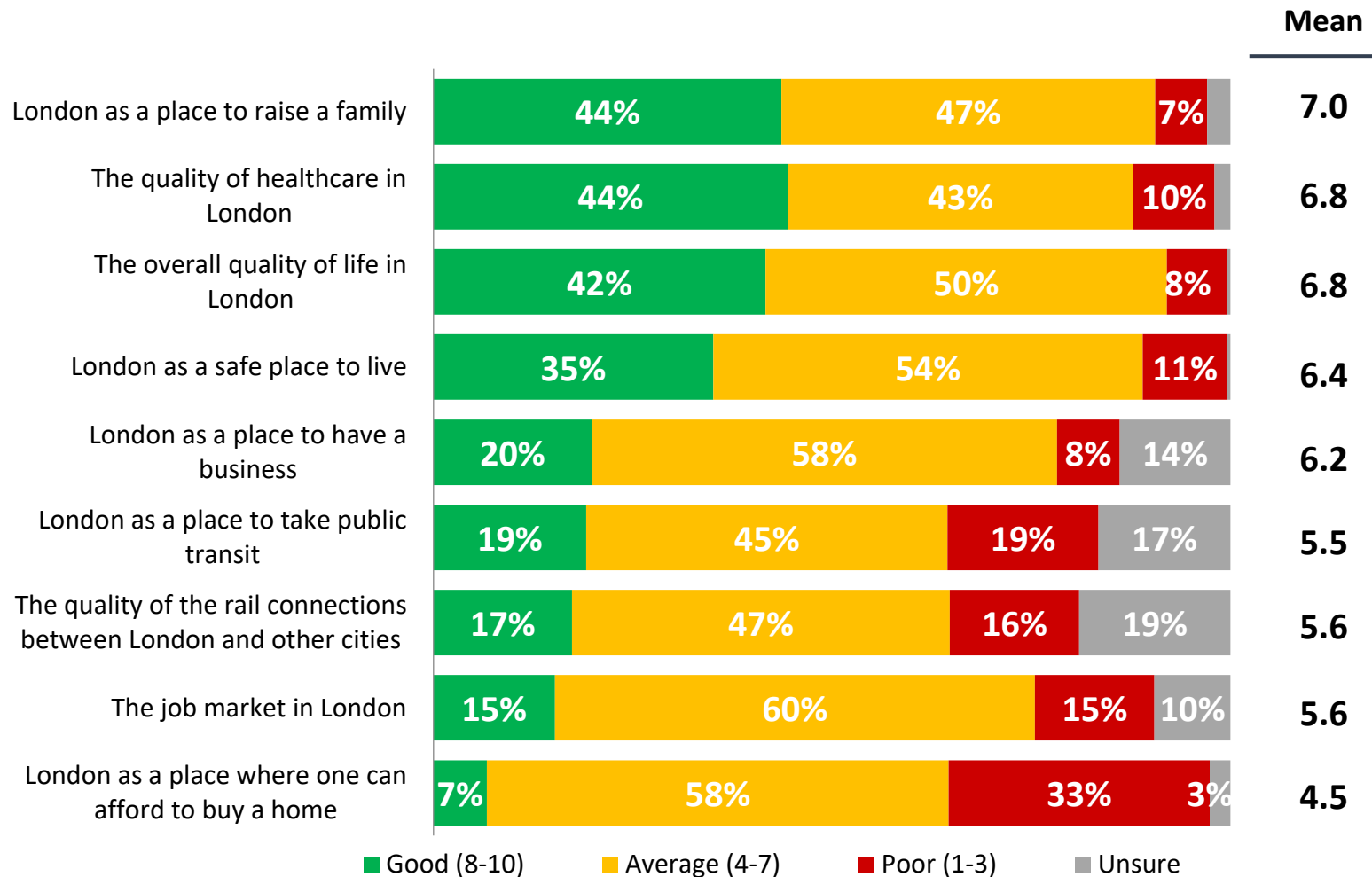
TOP RESPONSES

	2025 (n=290)	2023 (n=291)	2021 (n=300)
Solutions for homelessness/supporting low-income persons	26.8%	22.9%	16.2%
Improved infrastructure/roadways	8.9%	9.6%	6.3%
Ensure the City grows at a manageable rate/ manage immigration	6.6%	4.0%	2.4%
Currently satisfied	4.9%	6.1%	-
Better access to public services/shops	4.5%	3.0%	3.8%
Improved housing/more affordable housing	4.3%	7.1%	3.1%
More green space/parks/recreational activities	4.2%	7.1%	5.9%
Unsure	4.8%	7.9%	29.0%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=290 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.

Over two in five London residents give a good rating (score 8-10 out of 10) to the city of London as a place to raise a family, the quality of healthcare (44% each) and the overall quality of life in London (42%).

Rating aspects of the City of London



*Weighted to the true population proportion.

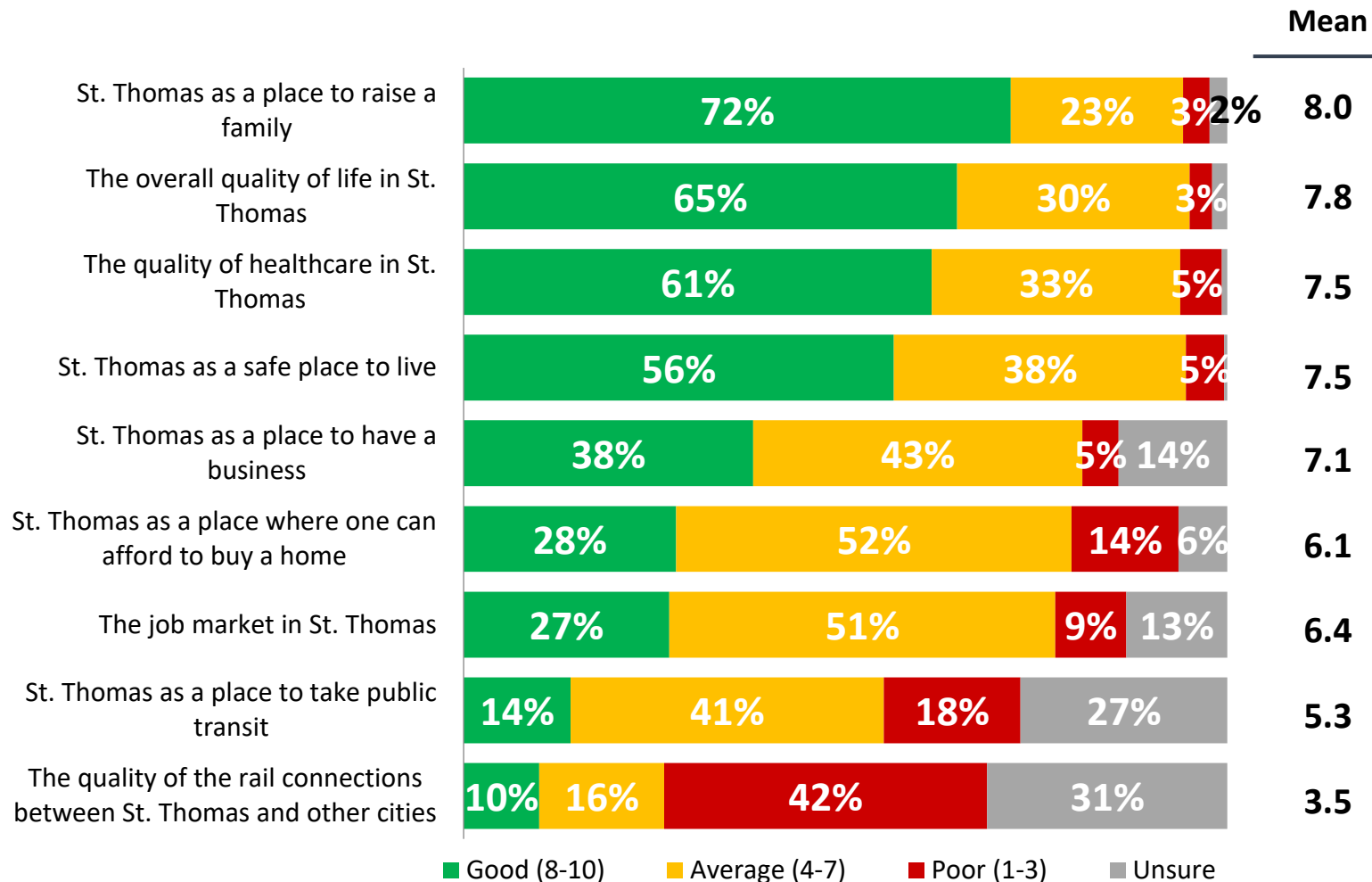
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Q - How would you rate the City of London on the following where 1 is a very poor rating and 10 is a very good rating.
[RANDOMIZE]

Rating aspects of the City of St. Thomas

About seven in ten St. Thomas residents give a good rating (score 8-10 out of 10) to St. Thomas as a place to raise a family (72%) and over three in five residents give a good rating (score 8-10 out of 10) to the overall quality of life and quality of healthcare in St. Thomas (65% and 61% respectively). More than half give a good rating (score 8-10 out of 10) to St. Thomas as a safe place to live (56%).



*Weighted to the true population proportion.

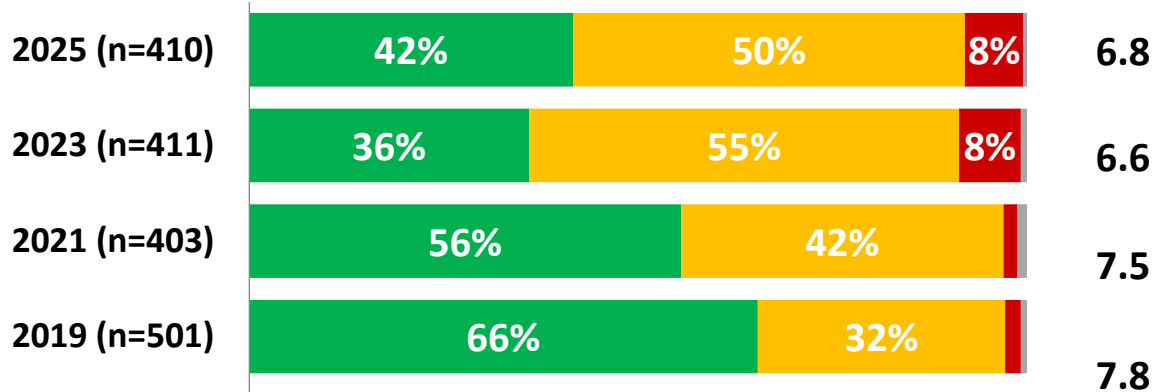
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

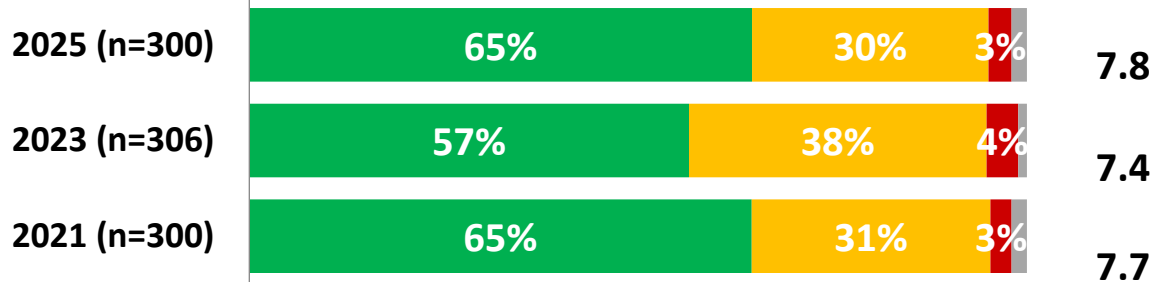
Q - How would you rate the City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

London

Mean



St. Thomas



■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

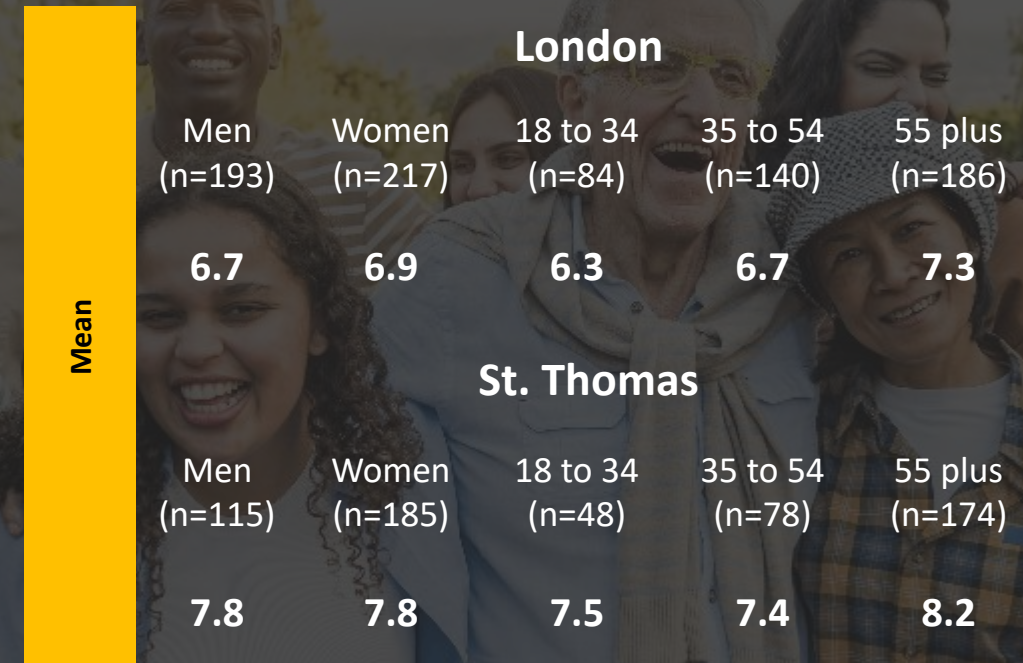
*Weighted to the true population proportion.

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

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **The overall quality of life in London/St. Thomas**

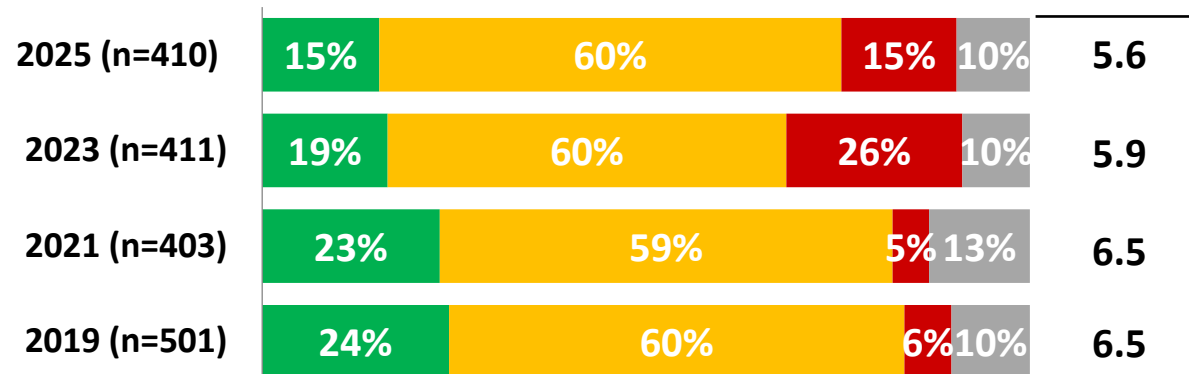
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Rating quality of life in London and St. Thomas

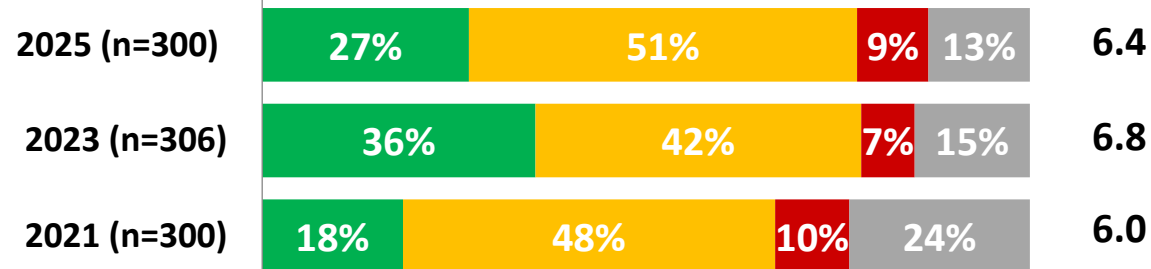


London

Mean



St. Thomas

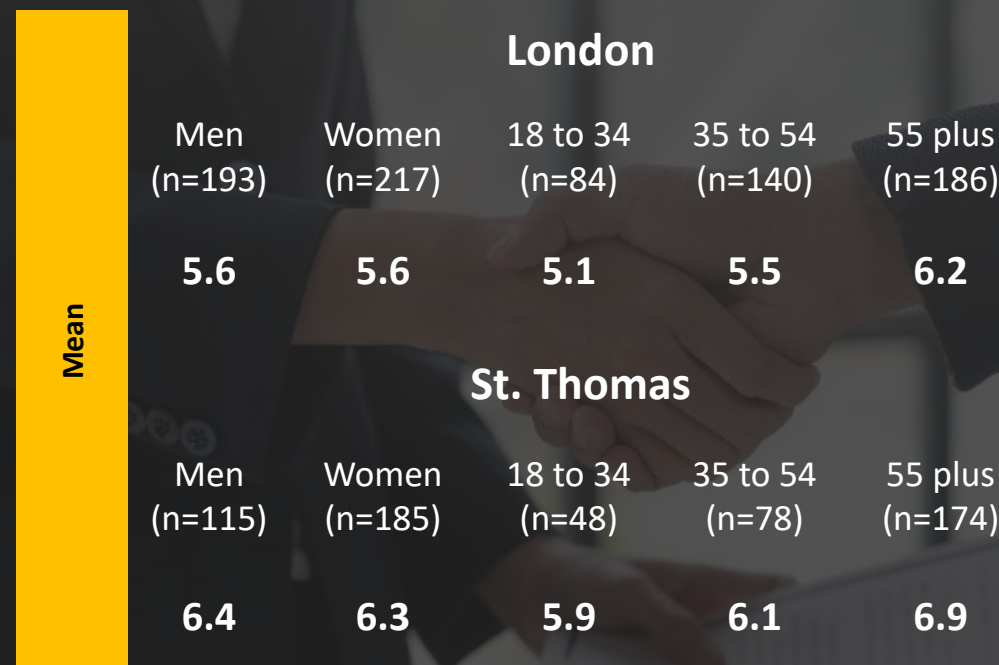


■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

*Weighted to the true population proportion.

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

Rating the job market in London and St. Thomas

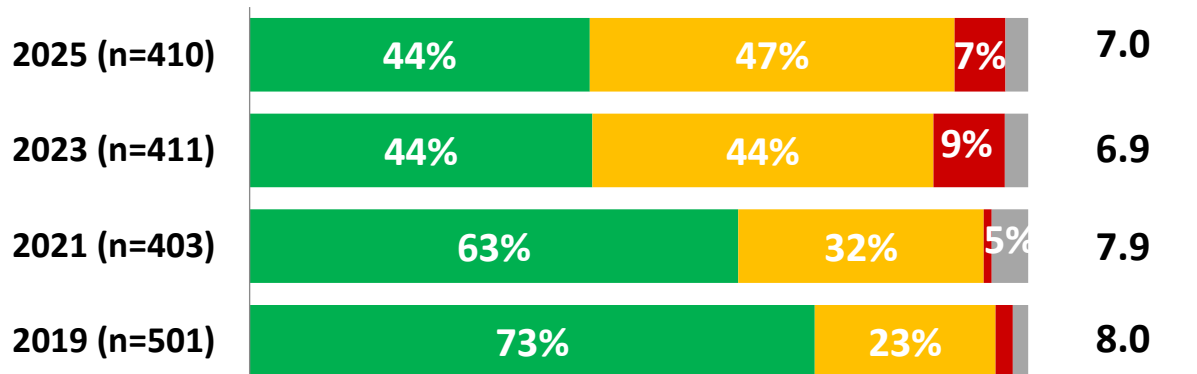


Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **The job market in London/St. Thomas**

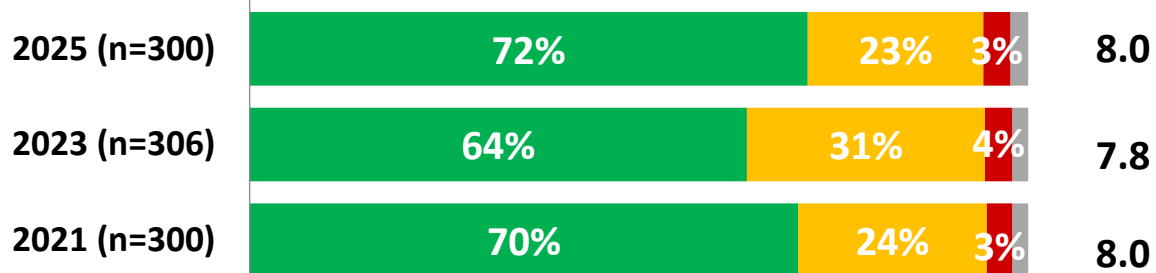
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London



St. Thomas

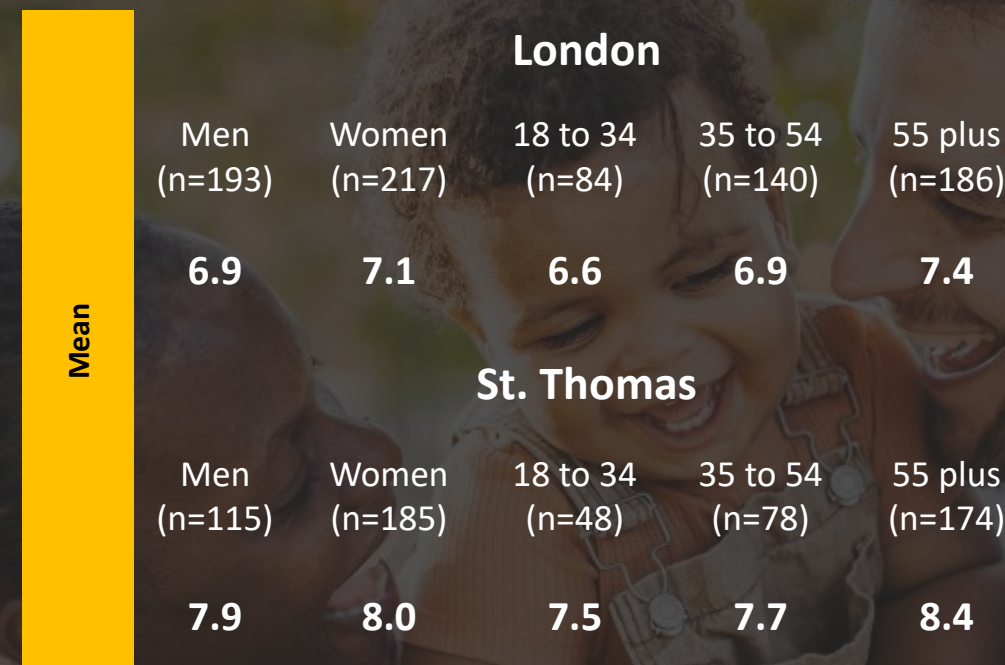


■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

*Weighted to the true population proportion.

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

Rating London and St. Thomas as a place to raise a family

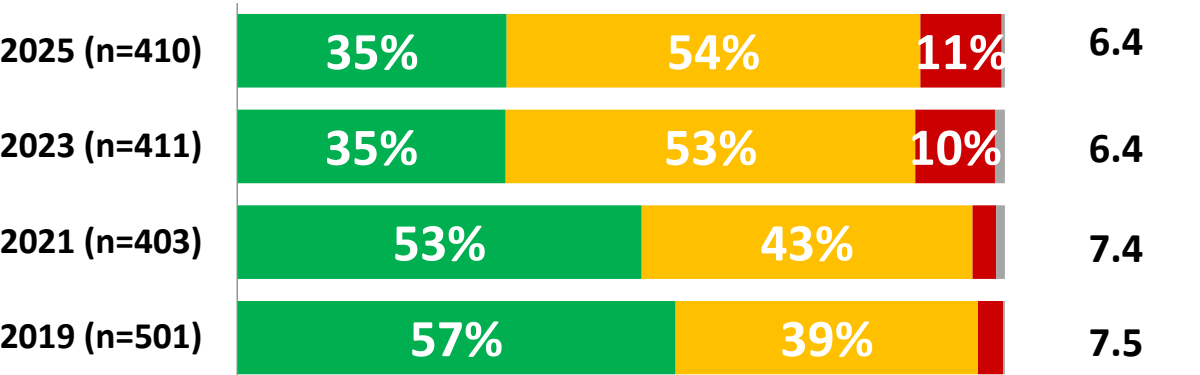


Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **London/St. Thomas as a place to raise a family**

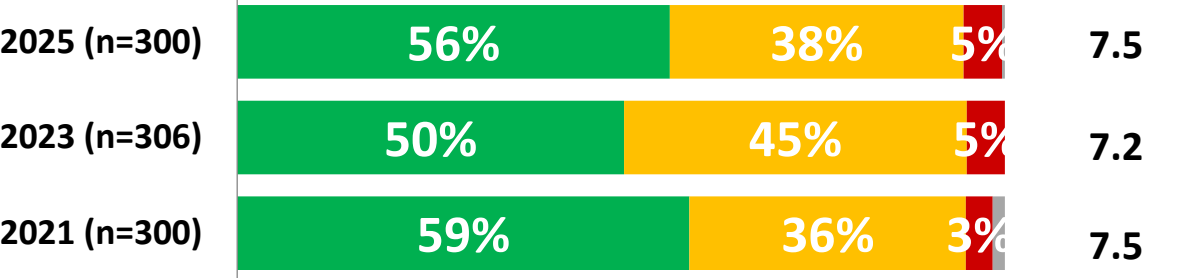
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London



St. Thomas



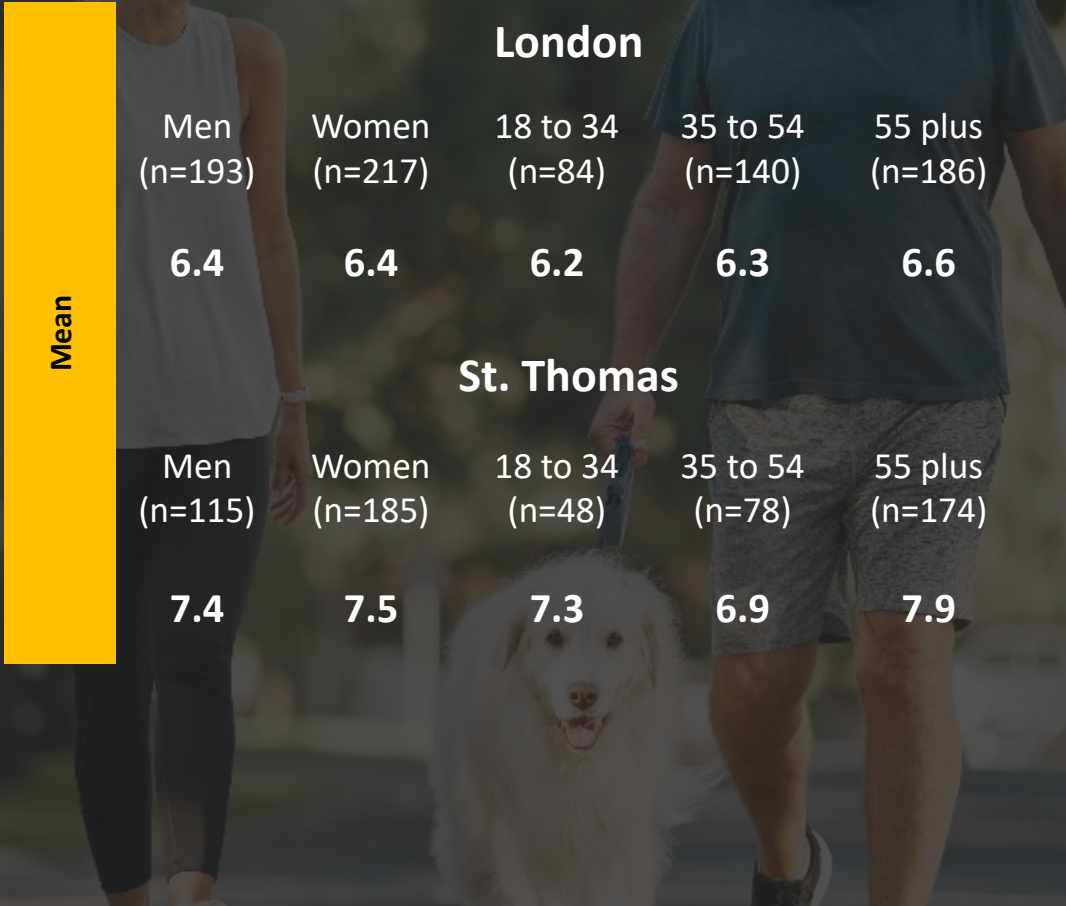
Very good (8-10) Average (4-7) Very poor (1-3) Unsure

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

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **London/St. Thomas as a safe place to live**

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Rating London and St. Thomas as a safe place to live



London

Mean

2025 (n=410) 20% 58% 8% 14% 6.2

2023 (n=411) 25% 54% 10% 11% 6.1

2021 (n=403) 33% 51% 5% 10% 6.8

2019 (n=501) 36% 52% 3% 9% 7.0

St. Thomas

2025 (n=300) 38% 43% 5% 14% 7.1

2023 (n=306) 33% 55% 6% 6% 6.6

2021 (n=306) 40% 45% 8% 7% 6.8

■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

Rating London and St. Thomas as a place to have a business



*Weighted to the true population proportion.

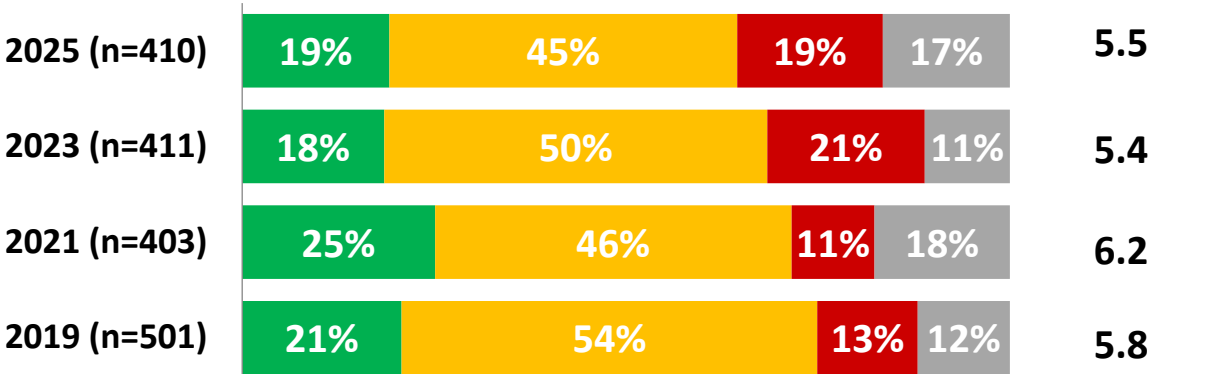
*Charts may not add up to 100 due to rounding.

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **London/St. Thomas as a place to have a business**

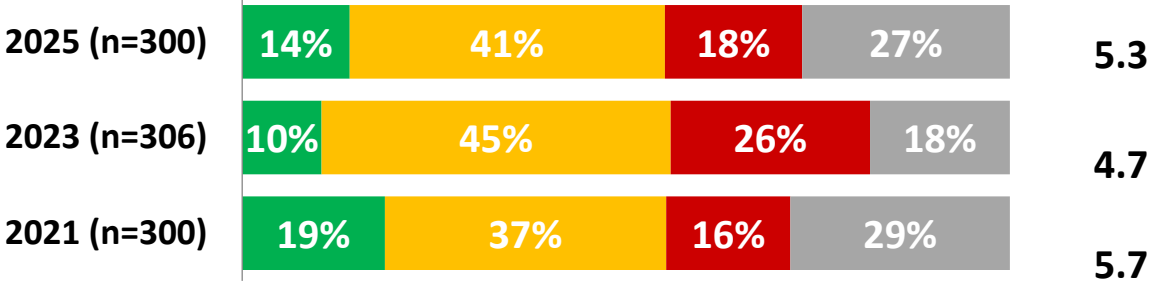
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London



St. Thomas



Very good (8-10) Average (4-7) Very poor (1-3) Unsure

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

Rating London and St. Thomas as a place to take public transit

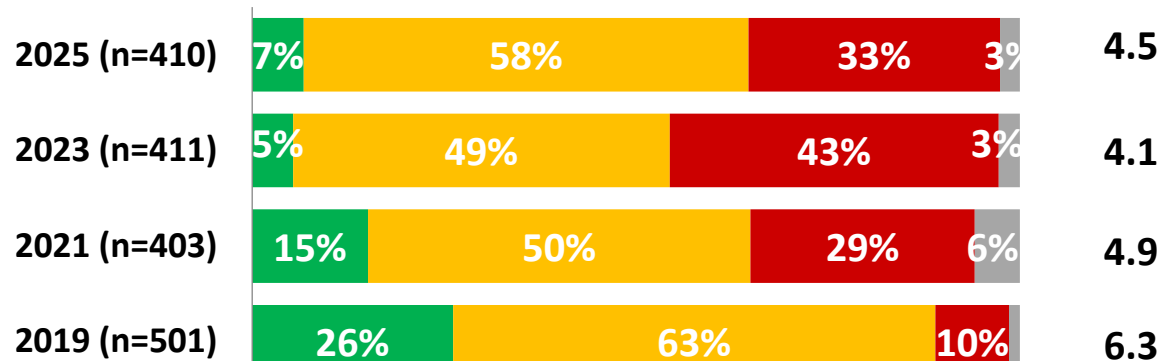


Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **London/St. Thomas as a place to take public transit**

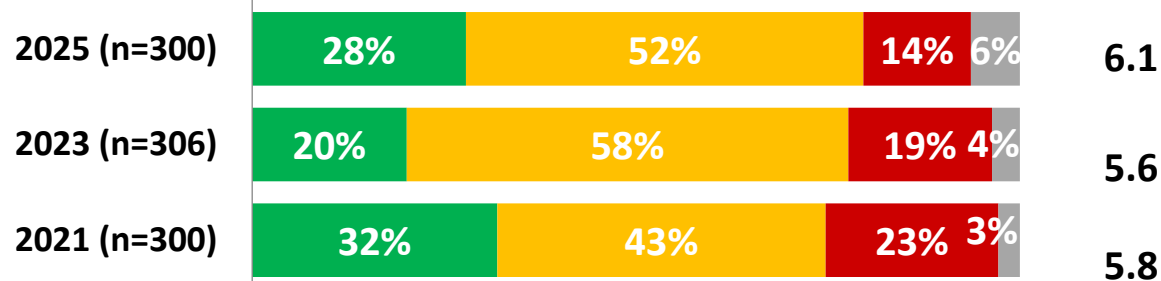
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

London

Mean



St. Thomas



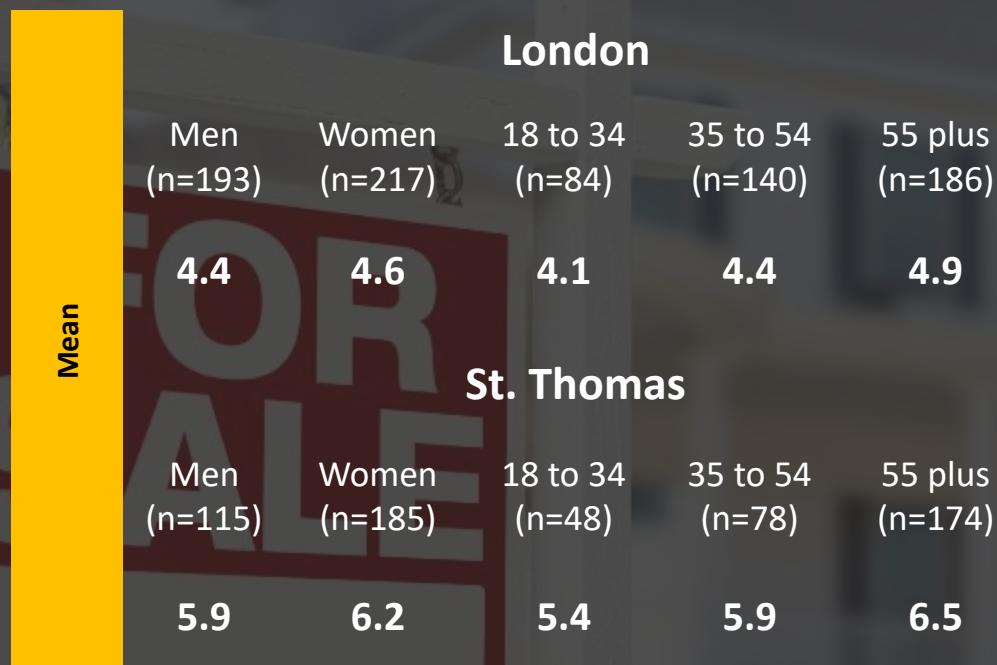
■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

*Weighted to the true population proportion.

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

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **London/St. Thomas as a place where one can afford to buy a home**

Rating London and St. Thomas as a place where one can afford to buy a home



Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London

Mean

2025 (n=410) 44% 43% 10% 6.8

2023 (n=411) 42% 41% 16% 6.5

2021 (n=403) 65% 30% 3% 7.9

2019 (n=501) 67% 28% 4% 7.8

St. Thomas

2025 (n=300) 61% 33% 5% 7.5

2023 (n=306) 59% 34% 5% 7.4

2021 (n=300) 65% 29% 3% 7.9

■ Very good (8-10) ■ Average (4-7) ■ Very poor (1-3) ■ Unsure

*Weighted to the true population proportion.

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

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **The quality of healthcare in London/St. Thomas**

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Rating the quality of healthcare in London and St. Thomas

Mean

London

Men
(n=193)

Women
(n=217)

18 to 34
(n=84)

35 to 54
(n=140)

55 plus
(n=186)

6.8

6.8

6.4

6.6

7.4

St. Thomas

Men
(n=115)

Women
(n=185)

18 to 34
(n=48)

35 to 54
(n=78)

55 plus
(n=174)

7.5

7.6

6.6

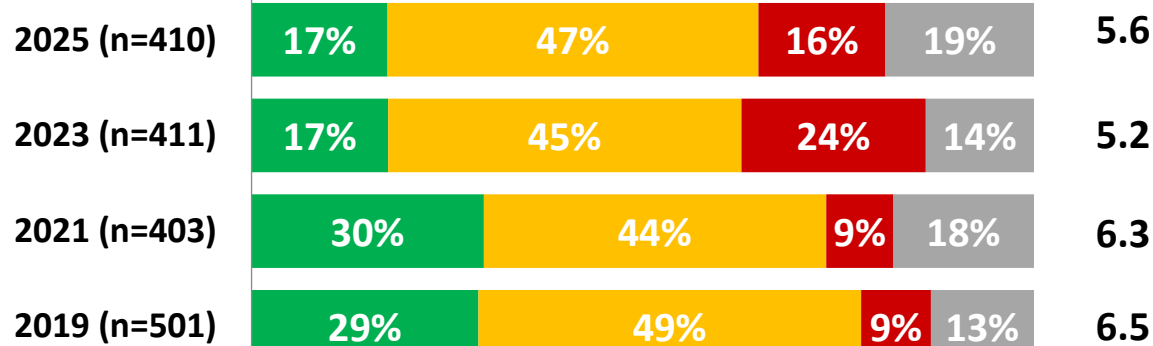
7.6

8.0

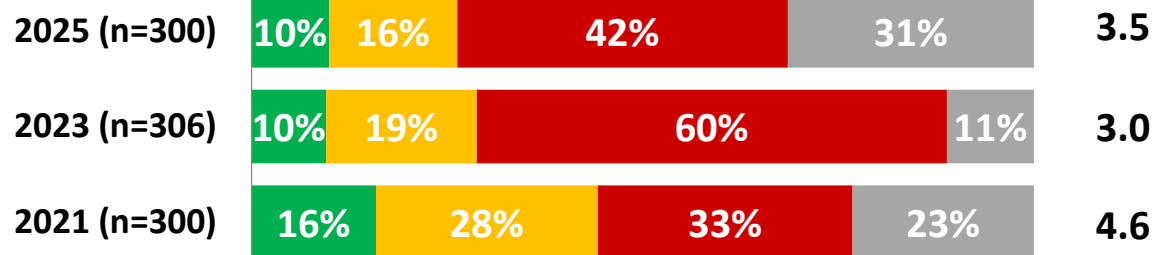


London

Mean



St. Thomas



■ Very good (8-10)
 ■ Average (4-7)
 ■ Very poor (1-3)
 ■ Unsure

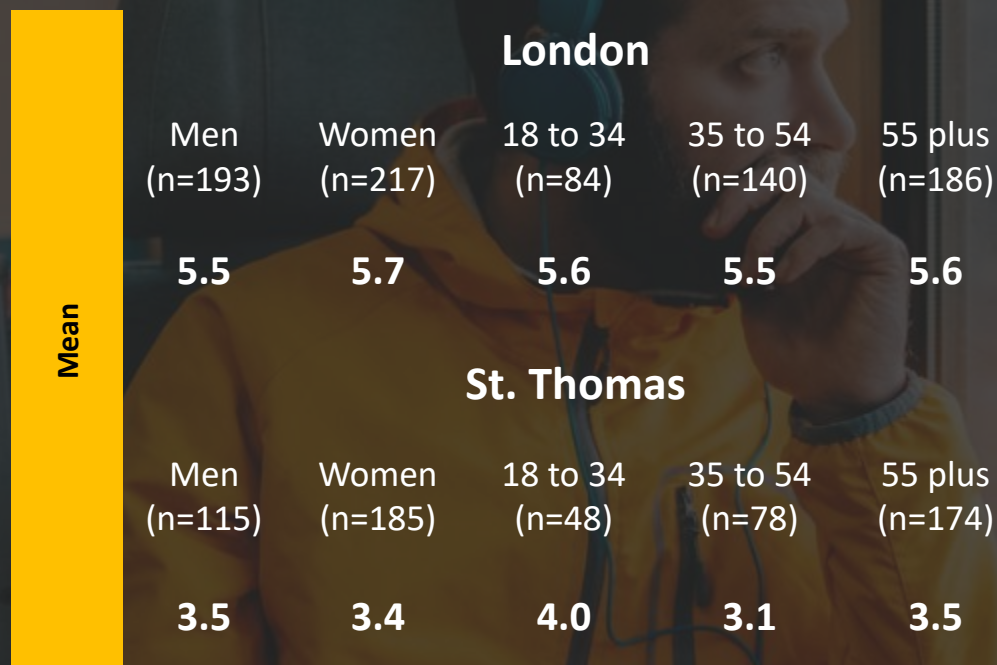
*Weighted to the true population proportion.

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

Q - How would you rate the City of London/City of St. Thomas on the following where 1 is a very poor rating and 10 is a very good rating. [RANDOMIZE] **The quality of rail connections between London/St. Thomas and other cities**

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Rating the quality of rail connections between London and St. Thomas and other cities

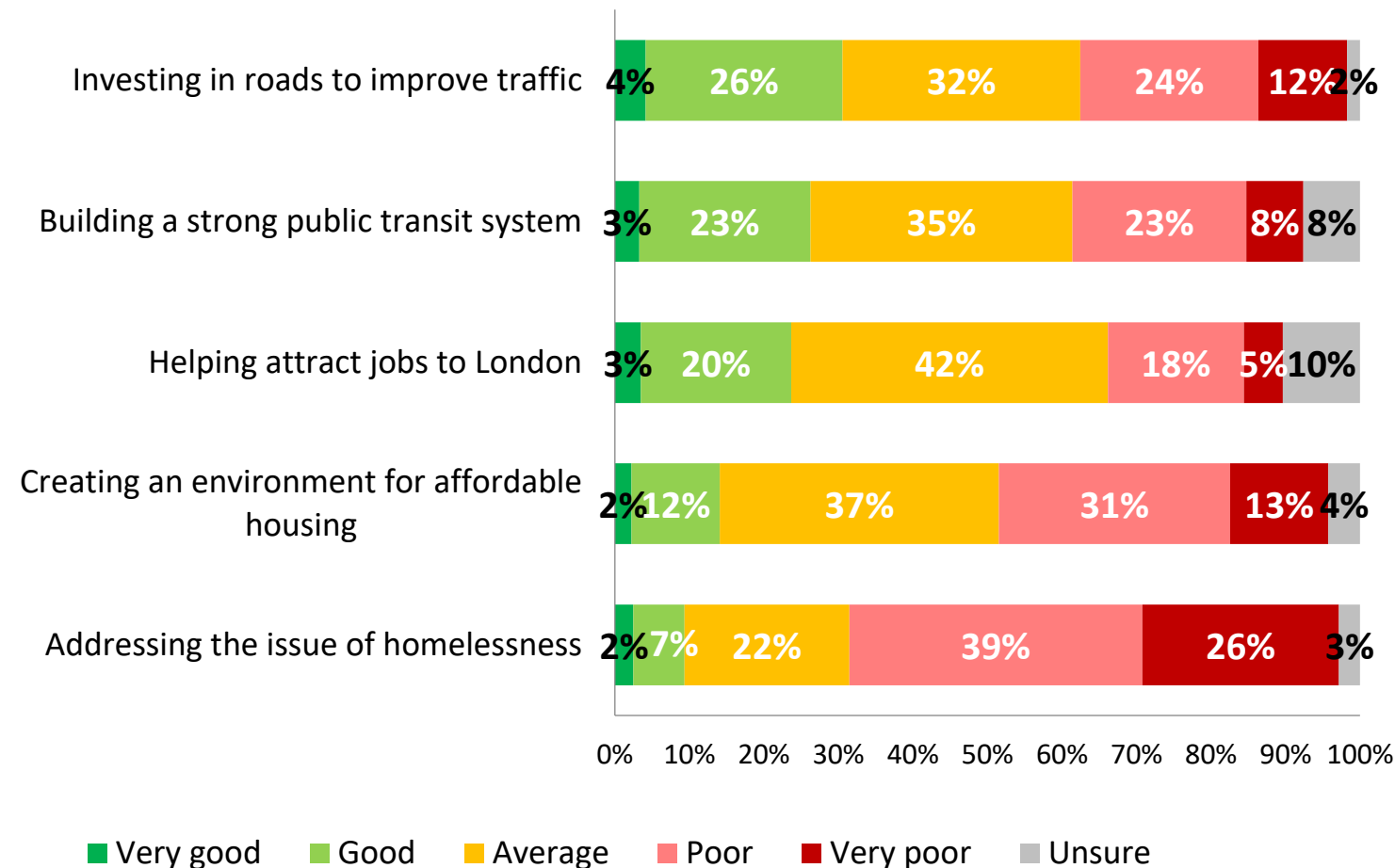


Performance of municipal leaders



Rating the performance of municipal leaders in London

Among the different scenarios tested, London residents are more likely to say that municipal leaders do a very good or good job investing in roads to improve traffic (30%), building a strong public transit system (26%) and helping attract jobs to London (24%). Fewer residents say that they do a very good or good job creating an environment for affordable housing (14%) or addressing the issue of homelessness (nine percent).



*Weighted to the true population proportion.

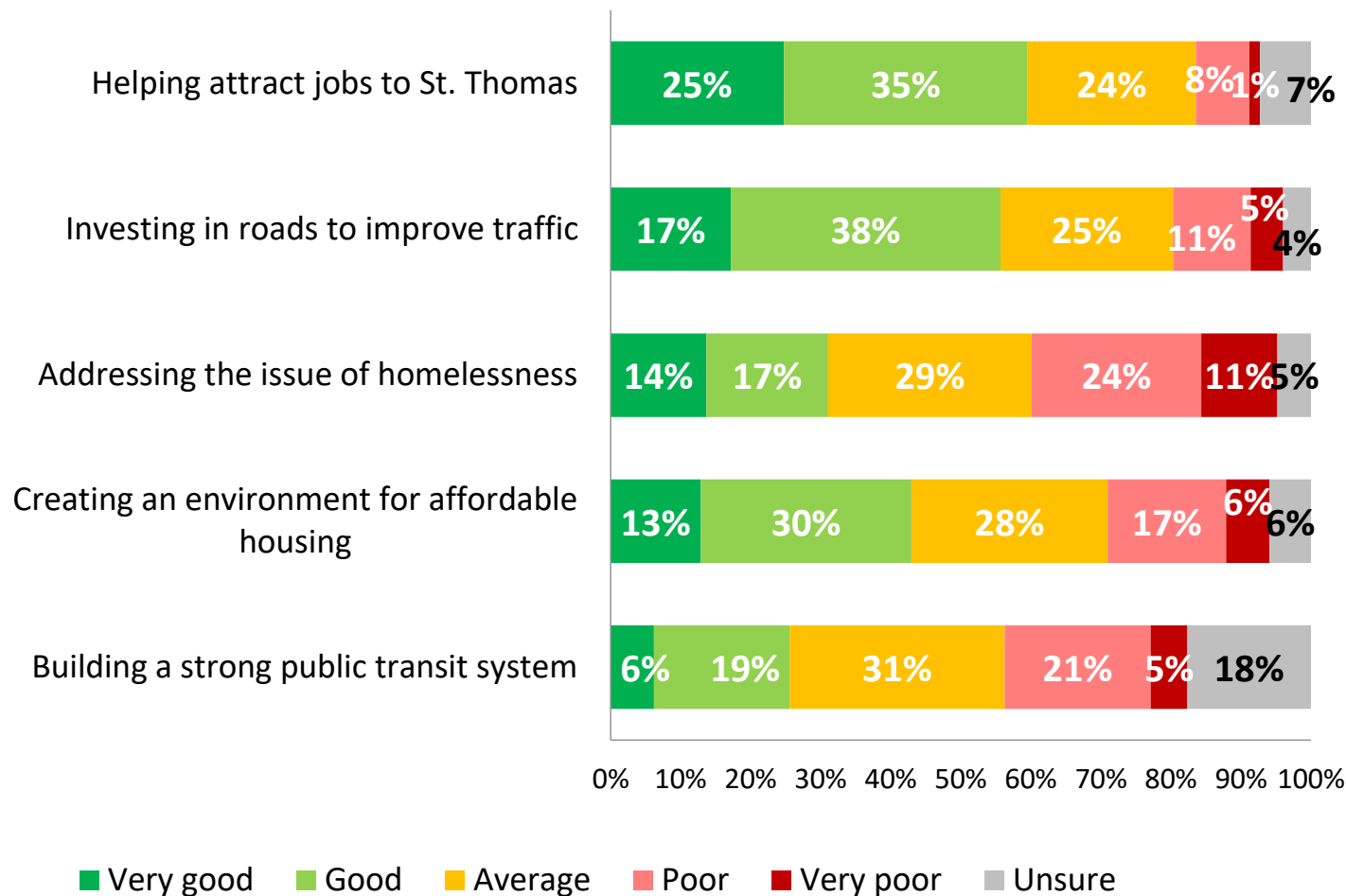
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

Three in five St. Thomas residents say that municipal leaders do a very good or good job helping attract jobs to St. Thomas (60%) and more than half say that they do a very good or good job investing in roads to improve traffic (56%).

Rating the performance of municipal leaders in St. Thomas



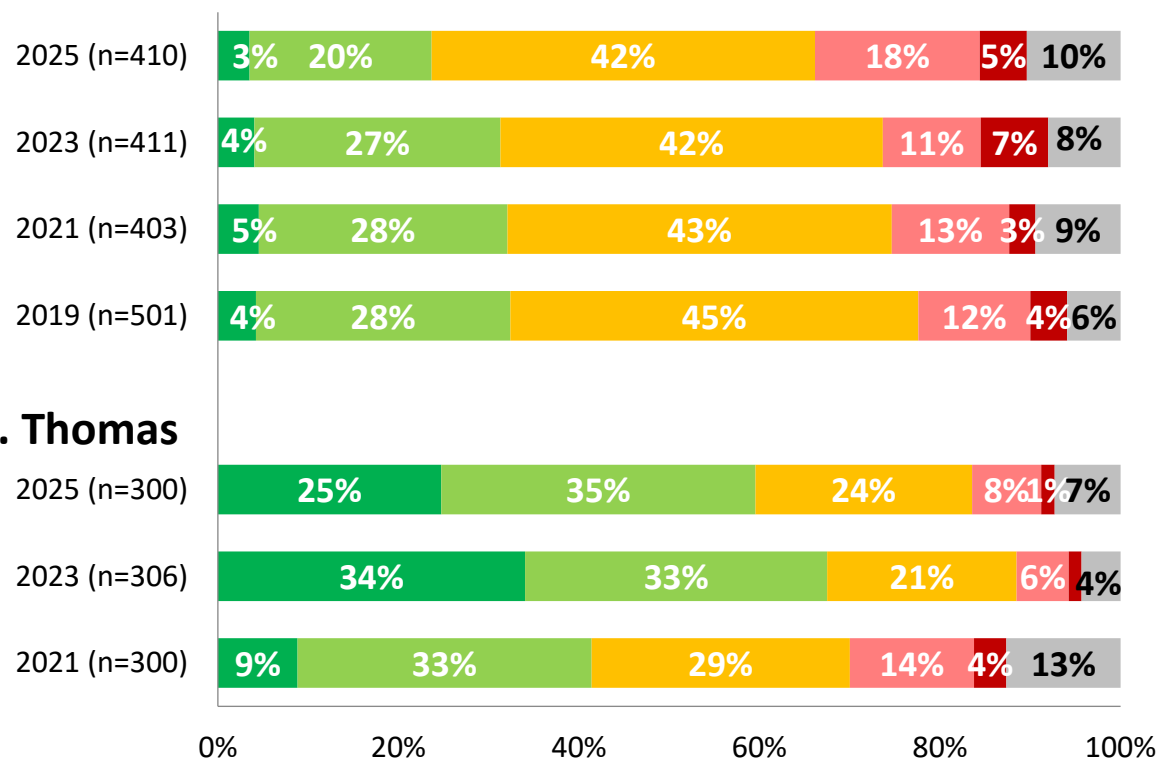
*Weighted to the true population proportion.

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

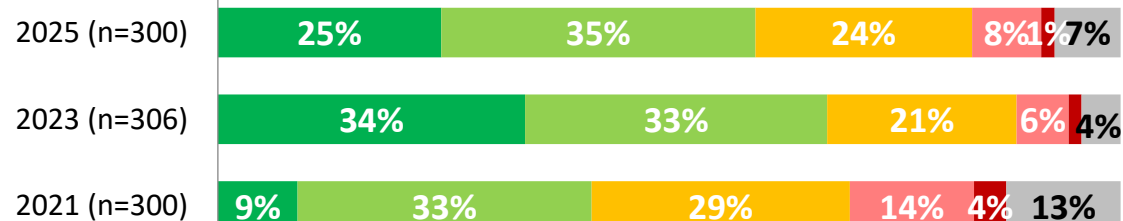
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

London



St. Thomas



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

*Weighted to the true population proportion.

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

Municipal leaders helping attract jobs to London and St. Thomas

Very Good/Good

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
24.6%	22.8%	12.8%	23.6%	33.6%

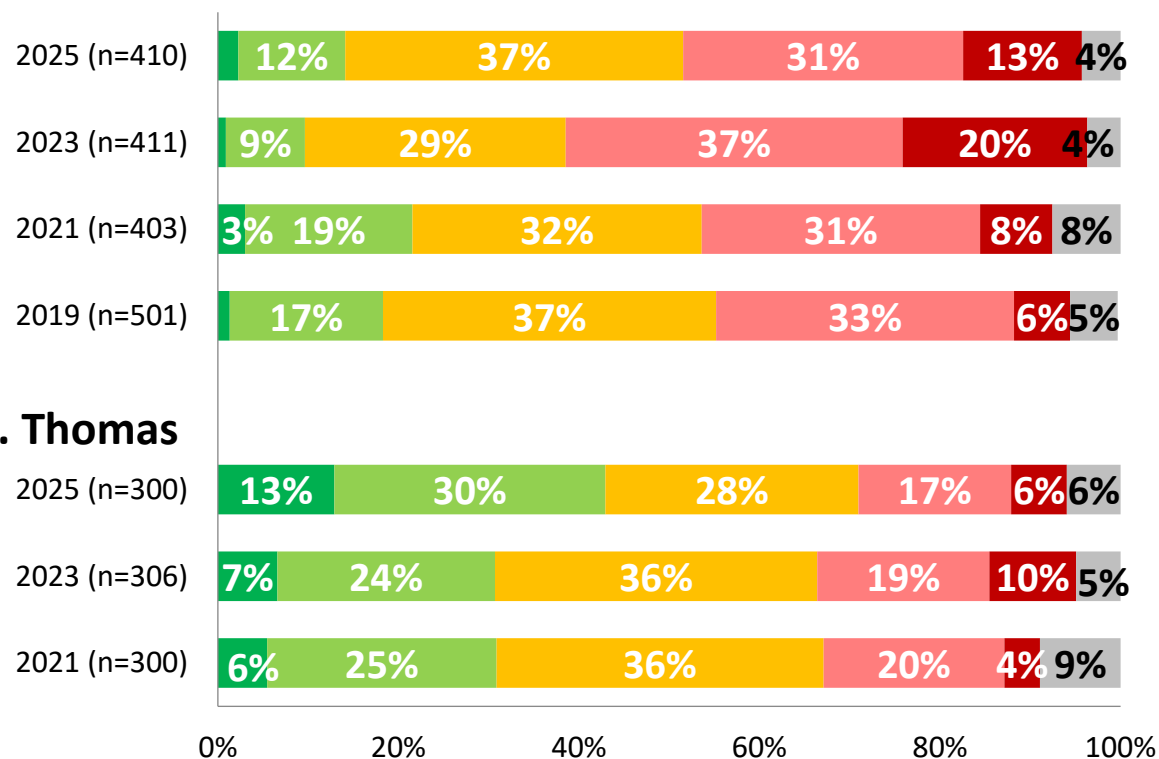
St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
58.5%	60.5%	42.1%	60.9%	67.9%

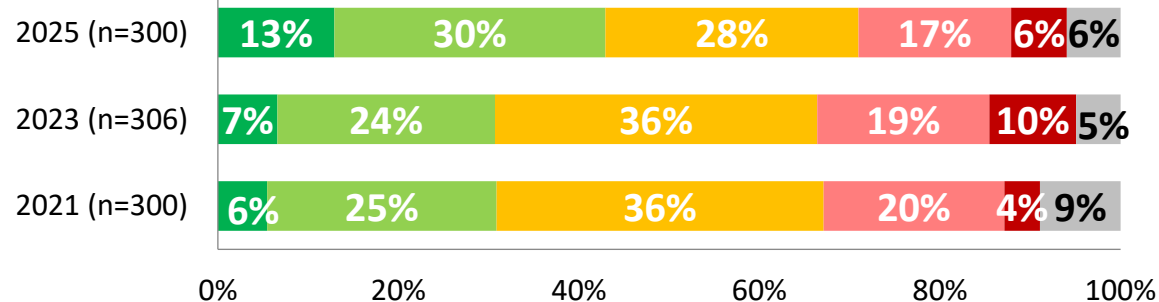
Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE] **Helping attract jobs to London/St. Thomas**

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

London



St. Thomas



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

*Weighted to the true population proportion.

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

Municipal leaders creating an environment for affordable housing in London and St. Thomas

Very Good/Good

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
13.2%	14.9%	14.2%	14.3%	13.9%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
42.4%	43.4%	35.7%	45.6%	45.0%

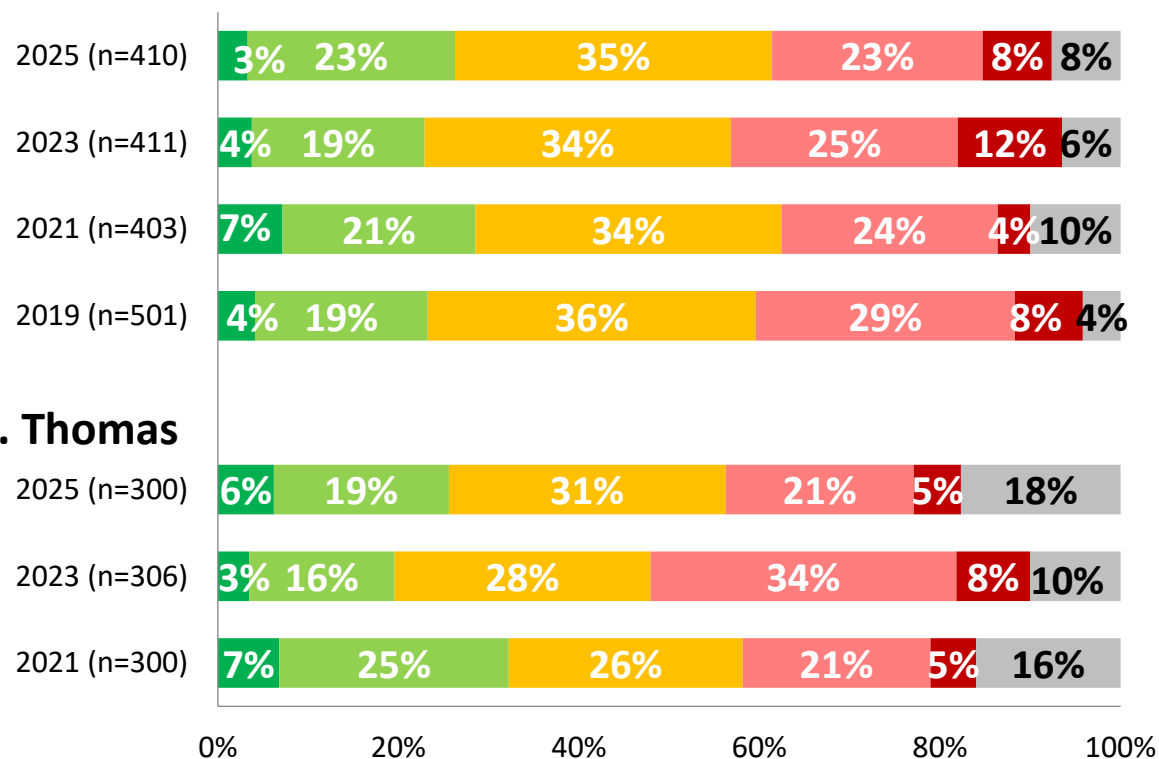
Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

Creating an environment for affordable housing

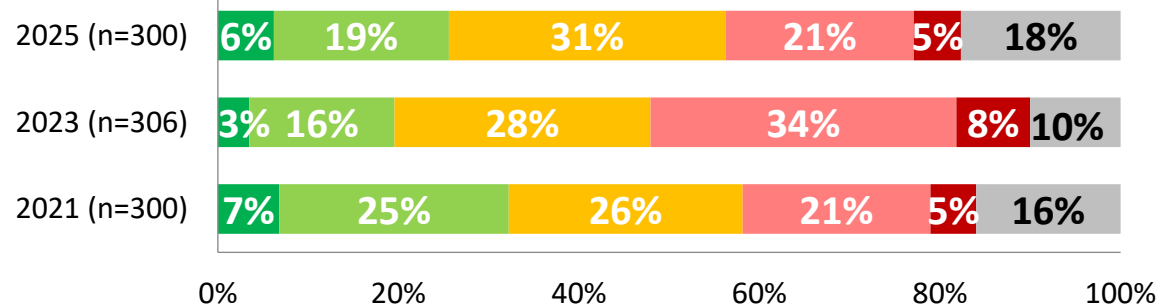
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London



St. Thomas



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

*Weighted to the true population proportion.

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

Municipal leaders building a strong public transit system in London and St. Thomas

Very Good/Good

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
27.0%	25.5%	23.1%	31.4%	24.7%

St. Thomas

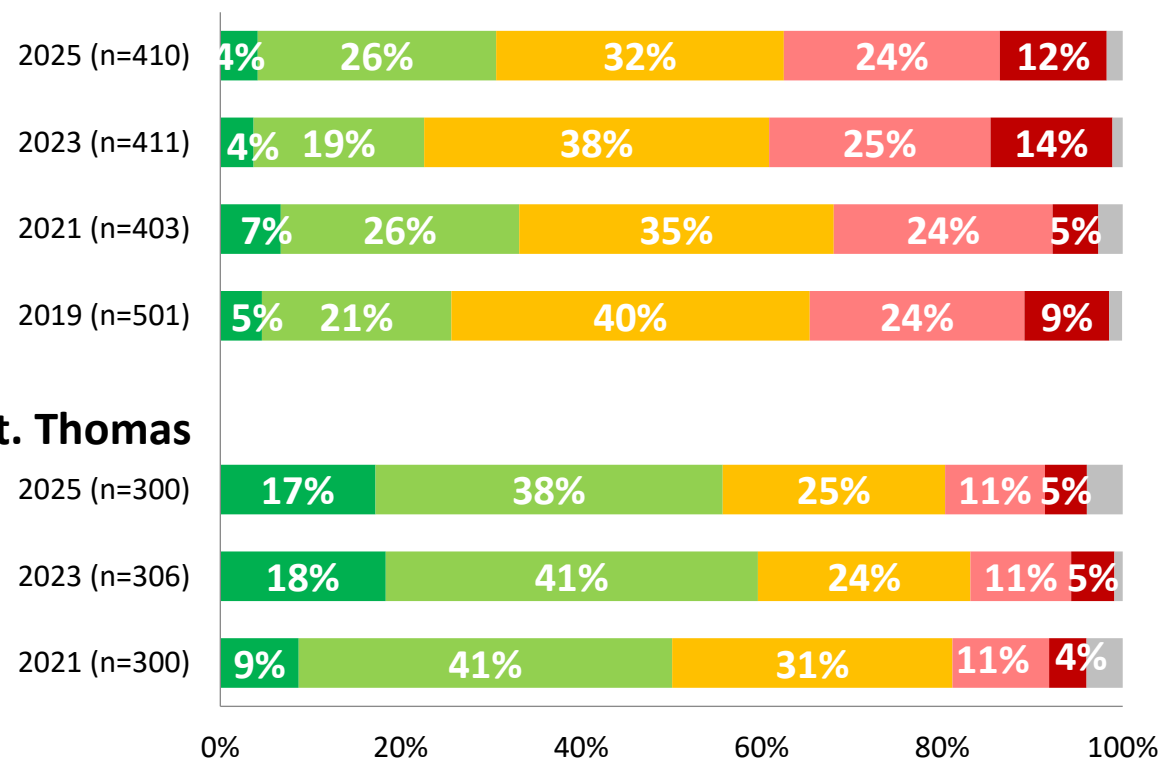
Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
23.5%	27.5%	26.0%	17.7%	30.9%

Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

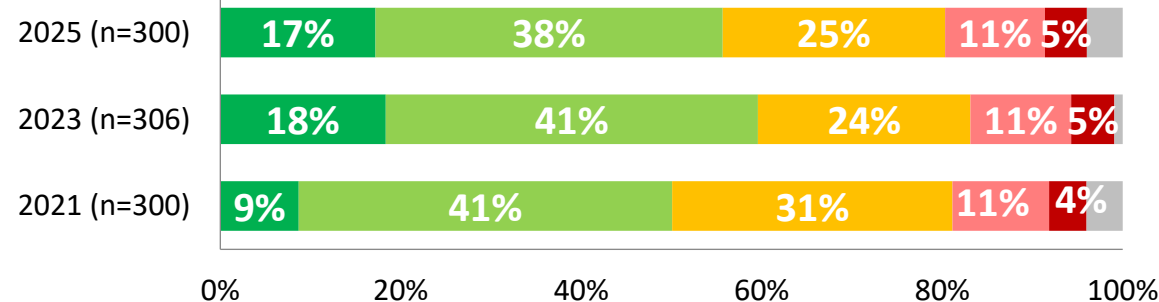
Building a strong public transit system

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

London



St. Thomas



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

*Weighted to the true population proportion.

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

Municipal leaders improving traffic by investing in roads in London and St. Thomas

Very Good/Good

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
30.3%	30.8%	30.2%	32.8%	28.9%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
51.5%	59.4%	49.6%	52.1%	61.4%

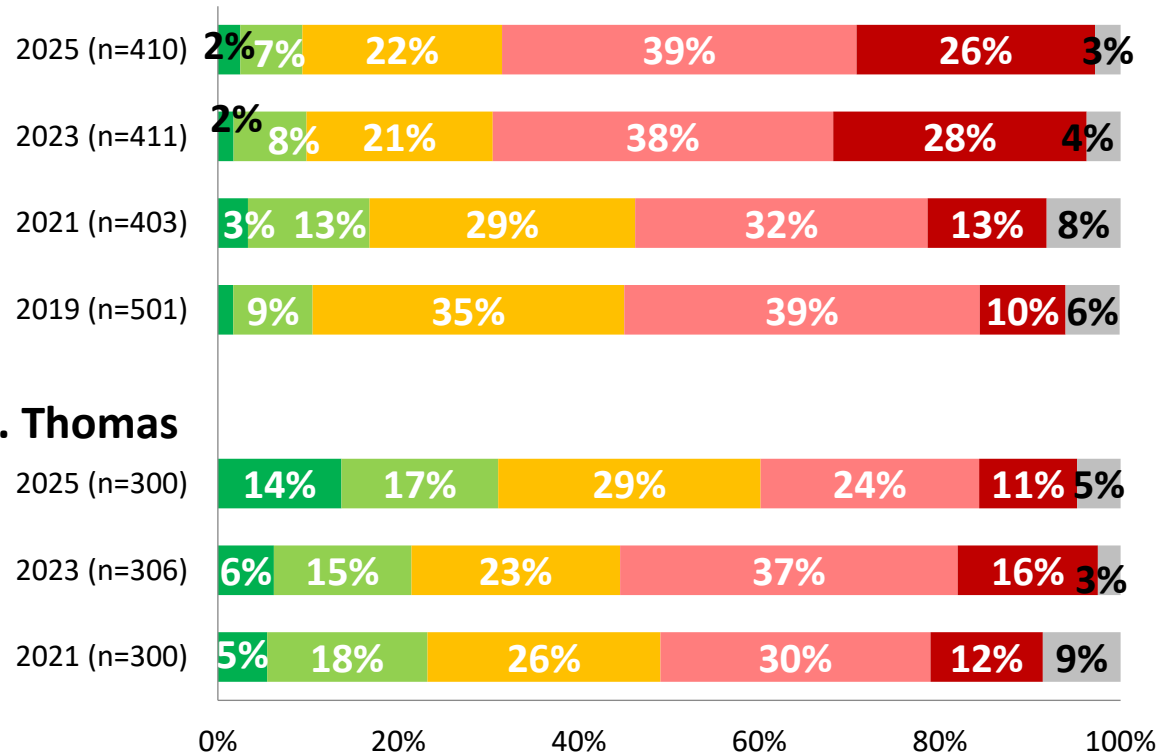
Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

Investing in roads to improve traffic

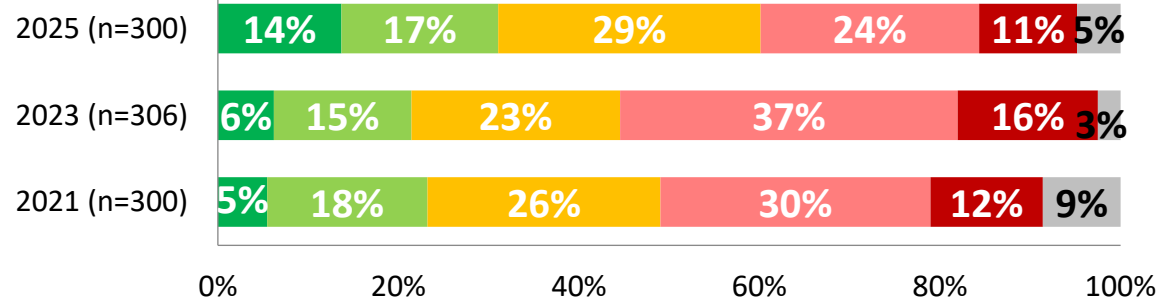
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



London



St. Thomas



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

*Weighted to the true population proportion.

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

Municipal leaders addressing homelessness in London and St. Thomas

Very Good/Good

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
9.9%	8.8%	7.3%	10.0%	10.7%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
31.4%	30.7%	27.6%	27.6%	35.3%

Q – Would you say that municipal leaders do a very good, good, average, poor or very poor job at supporting the following. [RANDOMIZE]

Addressing the issue of homelessness

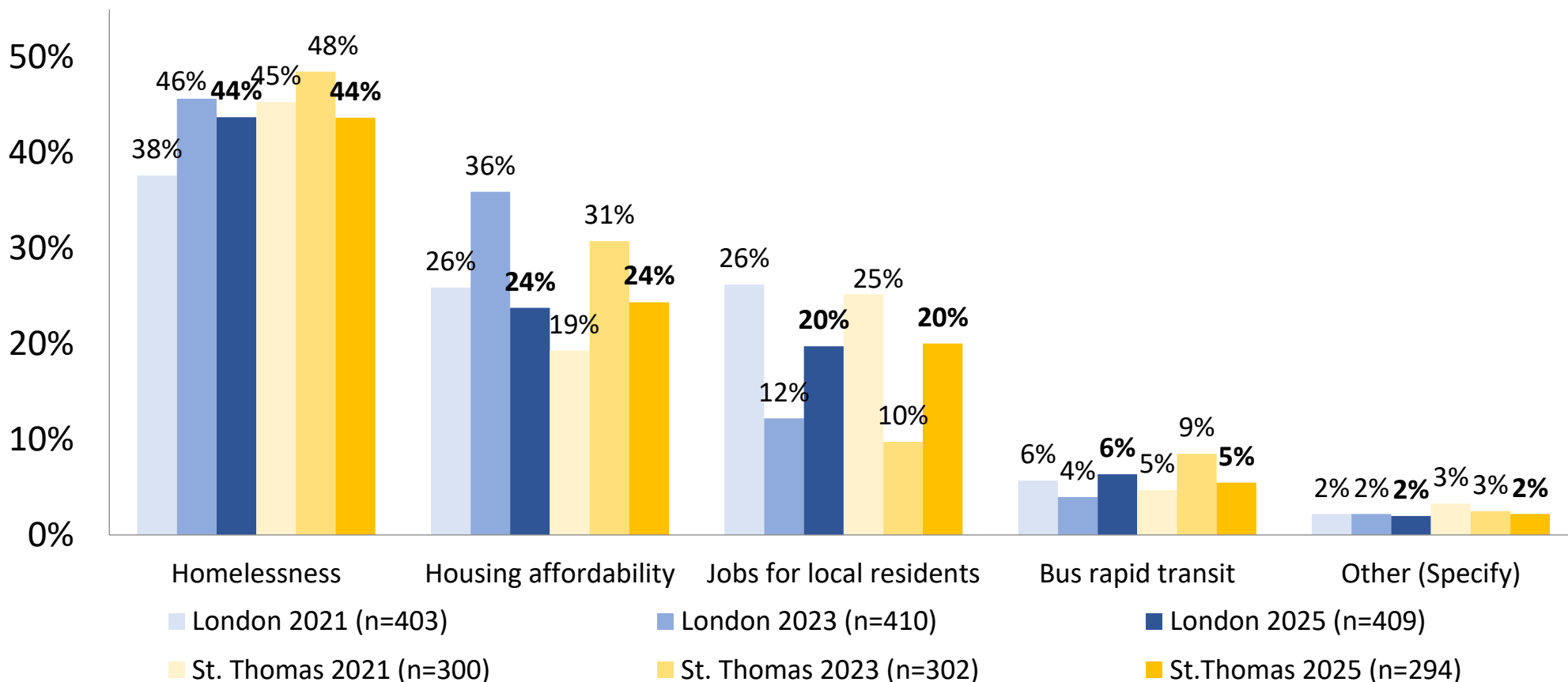
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

The background image shows a cityscape. In the foreground, there is a green park area with trees and a paved path. A bridge with a metal truss structure spans a body of water in the lower right. In the background, two tall, modern apartment buildings with many windows and balconies rise against a clear sky. The text "Community issues of concern and housing affordability" is overlaid in a bold, yellow font on the left side of the image.

Community issues of concern and housing affordability

Community issues of concern – First ranked

Q – Please rank the following community issues in terms of how concerned you are personally, where 1 is your biggest concern, 2 is your second biggest concern, 3 is your third biggest concern and so on. [RANDOMIZE]



Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=409 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=294 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.

Community issues of concern – London

Q – Please rank the following community issues in terms of how concerned you are personally, where 1 is your biggest concern, 2 is your second biggest concern, 3 is your third biggest concern and so on. [RANDOMIZE]

RESPONSES

	First Ranked (n=409)	Second Ranked (n=362)	Third Ranked (n=322)	Fourth Ranked (n=274)
Homelessness	43.7%	24.6%	20.8%	9.5%
Housing affordability	23.8%	36.9%	25.0%	12.2%
Jobs for local residents	19.8%	26.4%	34.8%	15.6%
Bus rapid transit	6.4%	10.2%	18.8%	61.7%
Safety/crime rates	0.9%	0.9%	0.3%	0.3%
Traffic/Infrastructure/Road work	0.5%	0.6%	-	-
Nothing to say/no concerns	0.4%	-	-	-
Healthcare	0.4%	0.3%	0.2%	0.3%
Immigration/Multiculturalism	0.4%	-	-	-
Mental health/Drug abuse	0.2%	-	-	-
High property taxes/taxes	0.2%	0.2%	-	-
Other	2.0%	-	0.2%	0.5%
Unsure	1.2%	-	-	-

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=409 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Community issues of concern – St. Thomas

Q – Please rank the following community issues in terms of how concerned you are personally, where 1 is your biggest concern, 2 is your second biggest concern, 3 is your third biggest concern and so on. [RANDOMIZE]

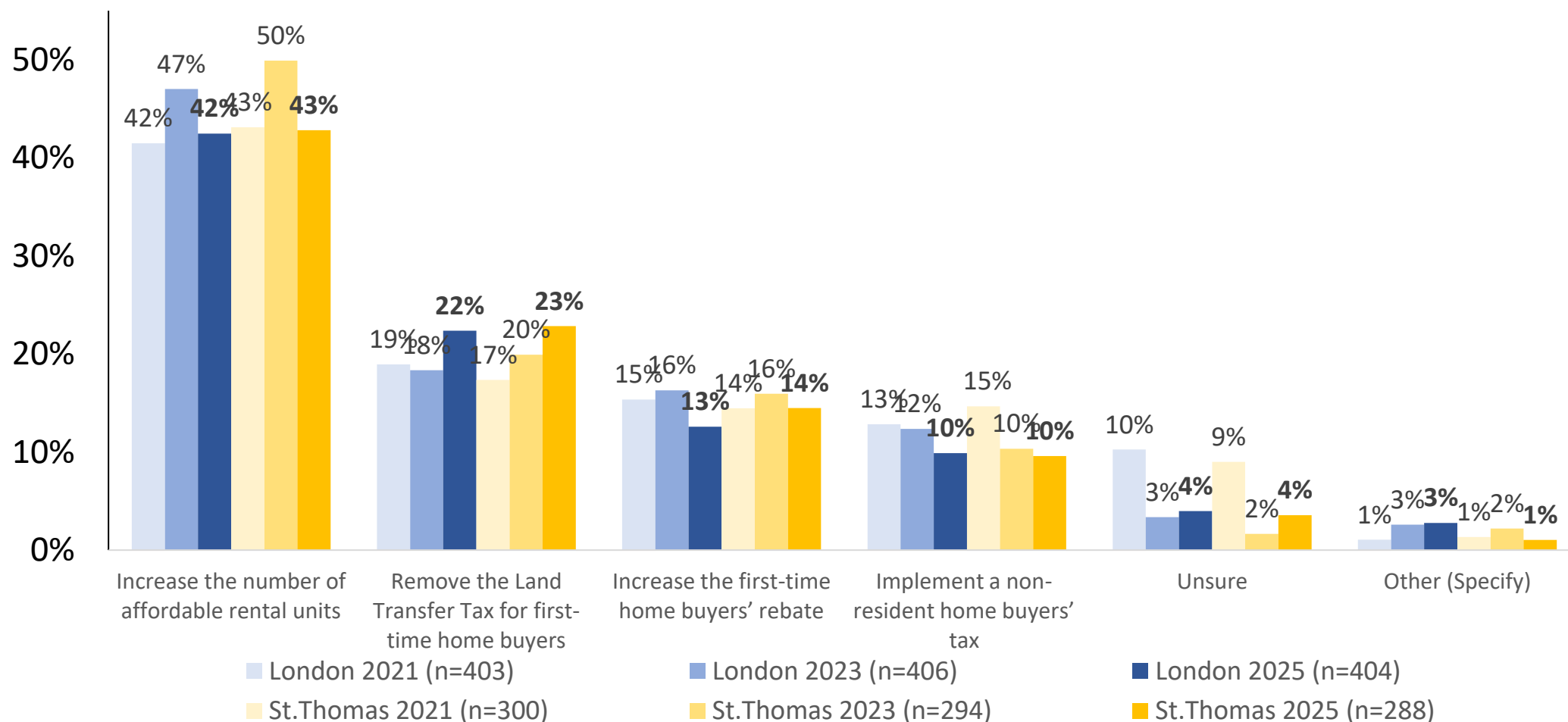
TOP RESPONSES

	First Ranked (n=294)	Second Ranked (n=252)	Third Ranked (n=224)	Fourth Ranked (n=188)
Homelessness	43.7%	22.2%	26.7%	9.1%
Housing affordability	24.4%	35.0%	22.4%	15.2%
Jobs for local residents	20.0%	28.1%	38.4%	7.0%
Bus rapid transit	5.5%	13.2%	11.1%	66.6%
Nothing to say/no concerns	1.5%	-	-	-
Safety/crime rates	0.5%	-	-	-
Healthcare	0.5%	0.7%	0.9%	-
High property taxes/taxes	0.4%	-	-	-
All of the above	0.2%	-	-	-
Other	2.2%	0.3%	0.5%	1.4%
Unsure	1.2%	-	-	-

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=294 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.

Effectiveness of housing affordability policies in London and St. Thomas – First ranked

Q – Thinking of housing affordability, please rank the effectiveness of the following policies as potential solutions where 1 would be the most effective, 2 the second most effective, 3 the third most effective and so on. [RANDOMIZE]



Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=404 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=288 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.

Effectiveness of housing affordability policies – London

Q – Thinking of housing affordability, please rank the effectiveness of the following policies as potential solutions where 1 would be the most effective, 2 the second most effective, 3 the third most effective and so on. [RANDOMIZE]

	First Ranked (n=404)	Second Ranked (n=292)	Third Ranked (n=235)	Fourth Ranked (n=211)
TOP RESPONSES				
Increase the number of affordable rental units	42.5%	19.4%	23.1%	15.1%
Remove the Land Transfer Tax for first-time home buyers	22.4%	30.4%	21.0%	20.4%
Increase the first-time home buyers' rebate	12.6%	31.9%	31.5%	24.5%
Implement a non-resident home buyers' tax	9.9%	17.9%	24.0%	40.0%
Nothing to say/ none	3.1%	-	-	-
Build more affordable housing/repurpose more office buildings	1.6%	0.3%	0.3%	-

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=404 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Effectiveness of housing affordability policies – St. Thomas

Q – Thinking of housing affordability, please rank the effectiveness of the following policies as potential solutions where 1 would be the most effective, 2 the second most effective, 3 the third most effective and so on. [RANDOMIZE]

TOP RESPONSES

	First Ranked (n=288)	Second Ranked (n=200)	Third Ranked (n=169)	Fourth Ranked (n=156)
Increase the number of affordable rental units	42.8%	18.4%	17.0%	22.0%
Remove the Land Transfer Tax for first-time home buyers	22.9%	30.8%	27.3%	13.6%
Increase the first-time home buyers' rebate	14.5%	34.7%	32.6%	17.7%
Implement a non-resident home buyers' tax	9.6%	15.8%	22.0%	45.7%
Nothing to say/ none	4.0%	-	-	-
Improve jobs/incomes	0.7%	-	0.7%	-

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=288 residents of St. Thomas, accurate 5.8 percentage points plus or minus, 19 times out of 20.



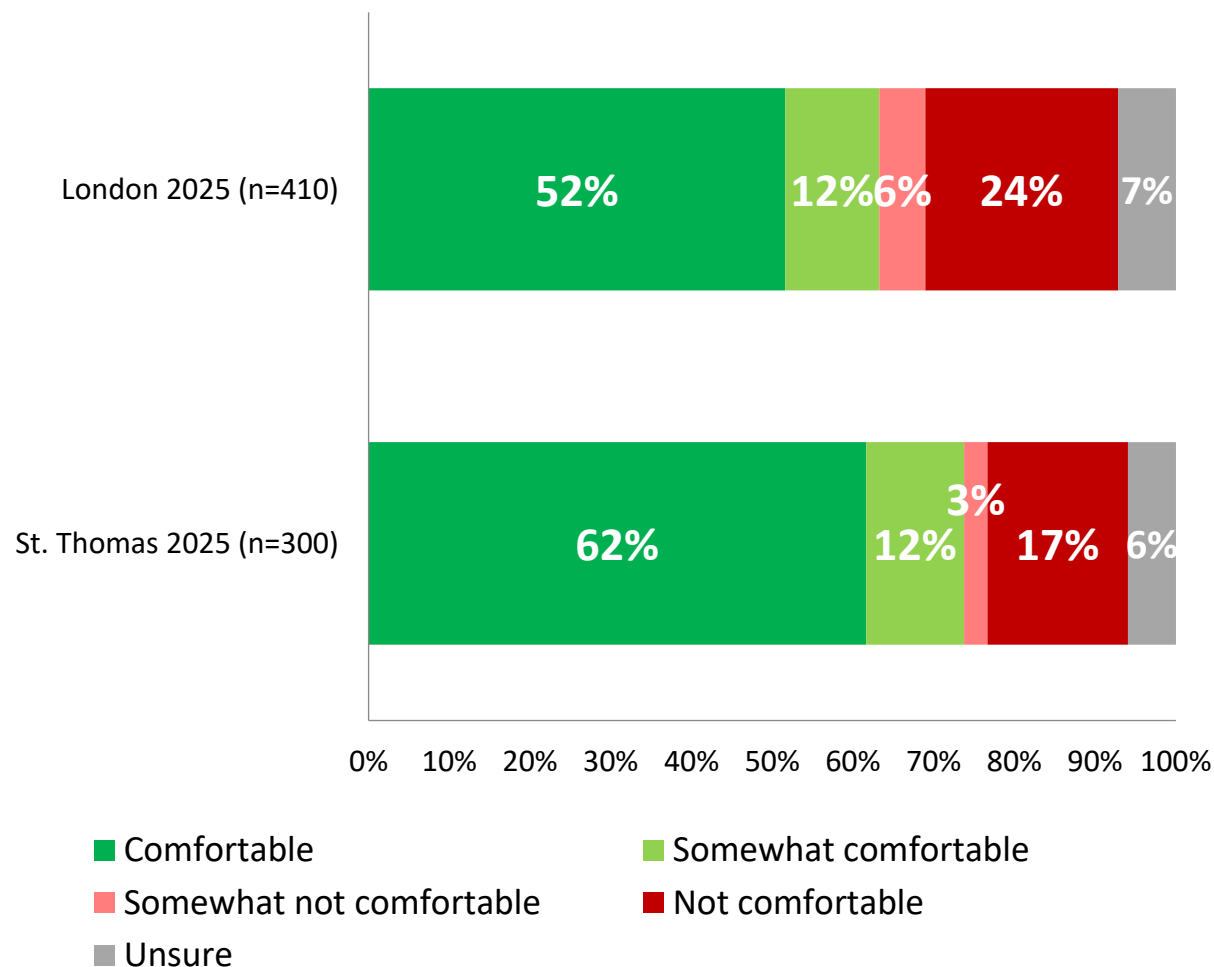
LONDON
ST. THOMAS
ASSOCIATION OF
REALTORS®



NANOS

The background image shows a city park with lush green trees in the foreground. In the middle ground, there is a paved path and a small building with a dark roof. In the background, two tall, modern high-rise apartment buildings with many windows and balconies stand against a clear sky. A bridge with a metal railing is visible in the lower right corner.

Views on local and housing issues



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

Level of comfort towards factory-built housing

Comfortable/Somewhat comfortable

London

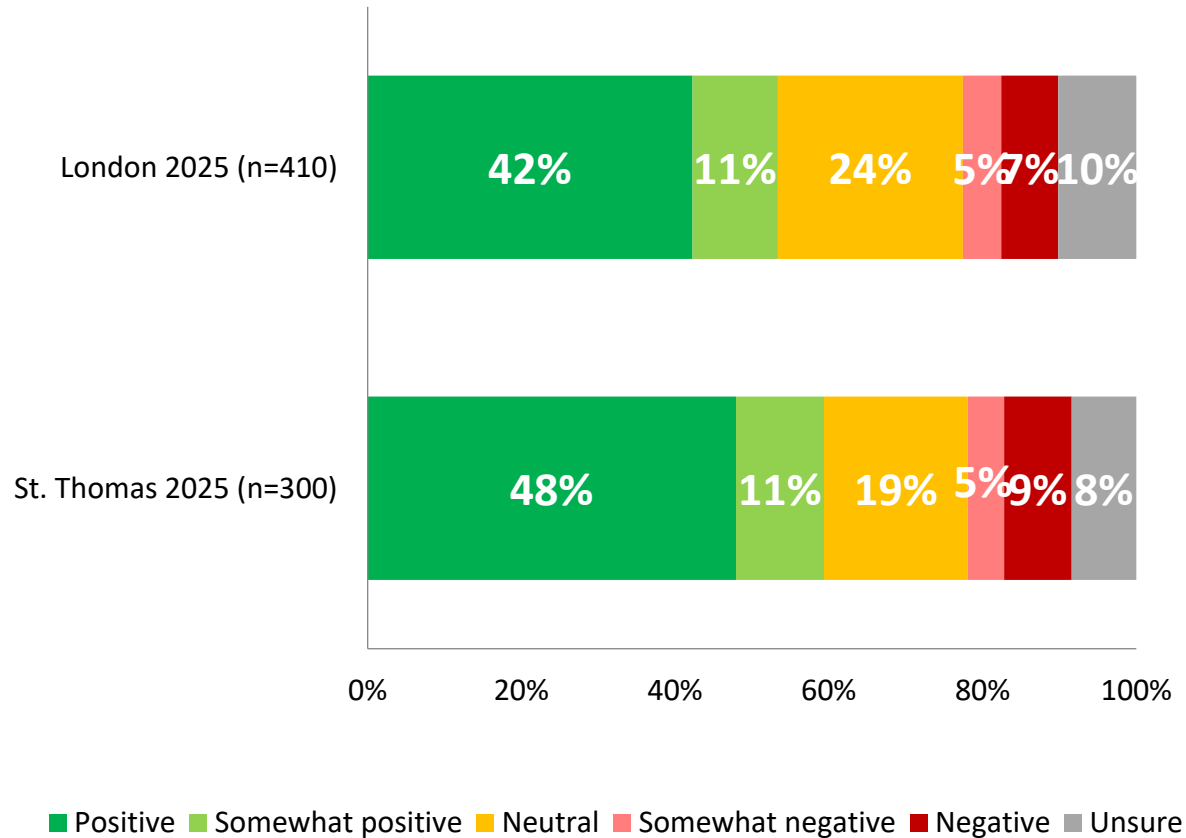
Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
62.8%	63.7%	55.5%	61.4%	71.9%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
73.2%	74.3%	67.8%	77.1%	74.5%

Q – Factory-built housing refers to homes that are built in a factory rather than on-site. Would you feel comfortable, somewhat comfortable, somewhat not comfortable or not comfortable living in a factory-built home in London/St-Thomas? [ROTATE]

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



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

Impression of 30-year mortgages for first-time homebuyers

Positive/Somewhat positive

		London			
		Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)
		55 plus (n=186)			
		55.4%	51.6%	31.2%	61.4%
		66.6%			
		St. Thomas			
		Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)
		55 plus (n=174)			
		57.4%	61.2%	43.4%	63.9%
		64.7%			

Q – Do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of the new rule that allows 30-year mortgages for first-time homebuyers?

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Impression of 30-year mortgages for first-time homebuyers - London

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

TOP RESPONSES

	London (n=340)	Positive (n=205)	Neutral (n=64)	Negative (n=46)
Unsure	15.6%	3.4%	37.2%	-
Positive Impact on Home Ownership	12.2%	19.7%	4.8%	-
Affordability Through Lower Monthly Payments	10.4%	16.6%	1.8%	4.1%
Long-Term Financial Planning/Mortgages	7.3%	12.1%	1.8%	-
Accessibility for First-Time Buyers	6.7%	11.3%	1.2%	-
High Housing Costs	6.2%	6.5%	4.9%	10.5%
Extended Debt Burden	5.8%	1.6%	2.2%	32.5%
Interest Rate Concerns	2.9%	3.4%	1.8%	2.0%
Generational Impact	2.7%	4.3%	-	2.0%
Negative Impact on Long-Term Finances	2.5%	-	2.2%	14.7%
Historical Comparisons	2.3%	2.0%	5.6%	-
Potential for Overextension	2.0%	0.9%	2.0%	7.8%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=340 residents of London, accurate 5.4 percentage points plus or minus, 19 times out of 20 and n=250 residents of St. Thomas, accurate 6.3 percentage points plus or minus, 19 times out of 20.

Impression of 30-year mortgages for first-time homebuyers – St. Thomas

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

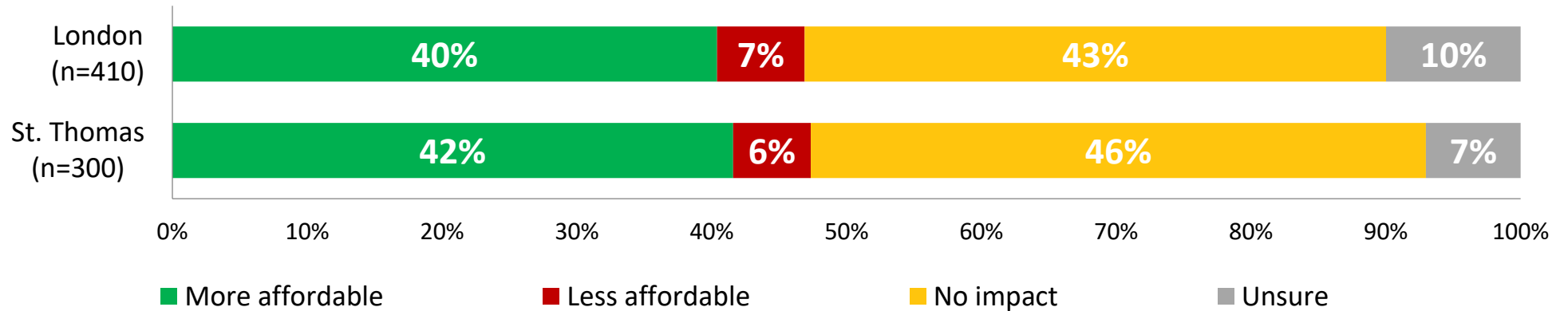
TOP RESPONSES

	St. Thomas (n=250)	Positive (n=161)	Neutral (n=40)	Negative (n=35)
Positive Impact on Home Ownership	12.9%	19.9%	2.5%	-
Affordability Through Lower Monthly Payments	12.6%	17.4%	6.8%	3.5%
High Housing Costs	10.1%	12.5%	7.9%	6.1%
Extended Debt Burden	7.8%	1.5%	9.4%	34.4%
Unsure	7.8%	1.6%	22.0%	-
Accessibility for First-Time Buyers	7.1%	10.7%	2.6%	-
Long-Term Financial Planning/Mortgages	6.9%	6.8%	2.1%	15.3%
Generational Impact	5.6%	6.7%	6.8%	1.7%
Historical Comparisons	4.2%	6.8%	-	-
Negative Impact on Long-Term Finances	3.4%	1.0%	3.6%	14.3%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=340 residents of London, accurate 5.4 percentage points plus or minus, 19 times out of 20 and n=250 residents of St. Thomas, accurate 6.3 percentage points plus or minus, 19 times out of 20.

Views on affordability concerning new GST rebate on new homes purchased by first-time buyers

Q – On May 27th, 2025, the Government of Canada introduced a new GST rebate on new homes purchased by first-time buyers. The rebate can eliminate the GST for new homes valued at up to \$1 million and is reduced for homes valued between \$1 million and \$1.5 million. Do you think the GST rebate will make housing more affordable, less affordable or will it have no impact on affordability?



More affordable	London					St. Thomas				
	Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)	Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
	41.1%	39.8%	32.6%	46.4%	42.3%	44.5%	39.0%	38.3%	37.7%	46.1%

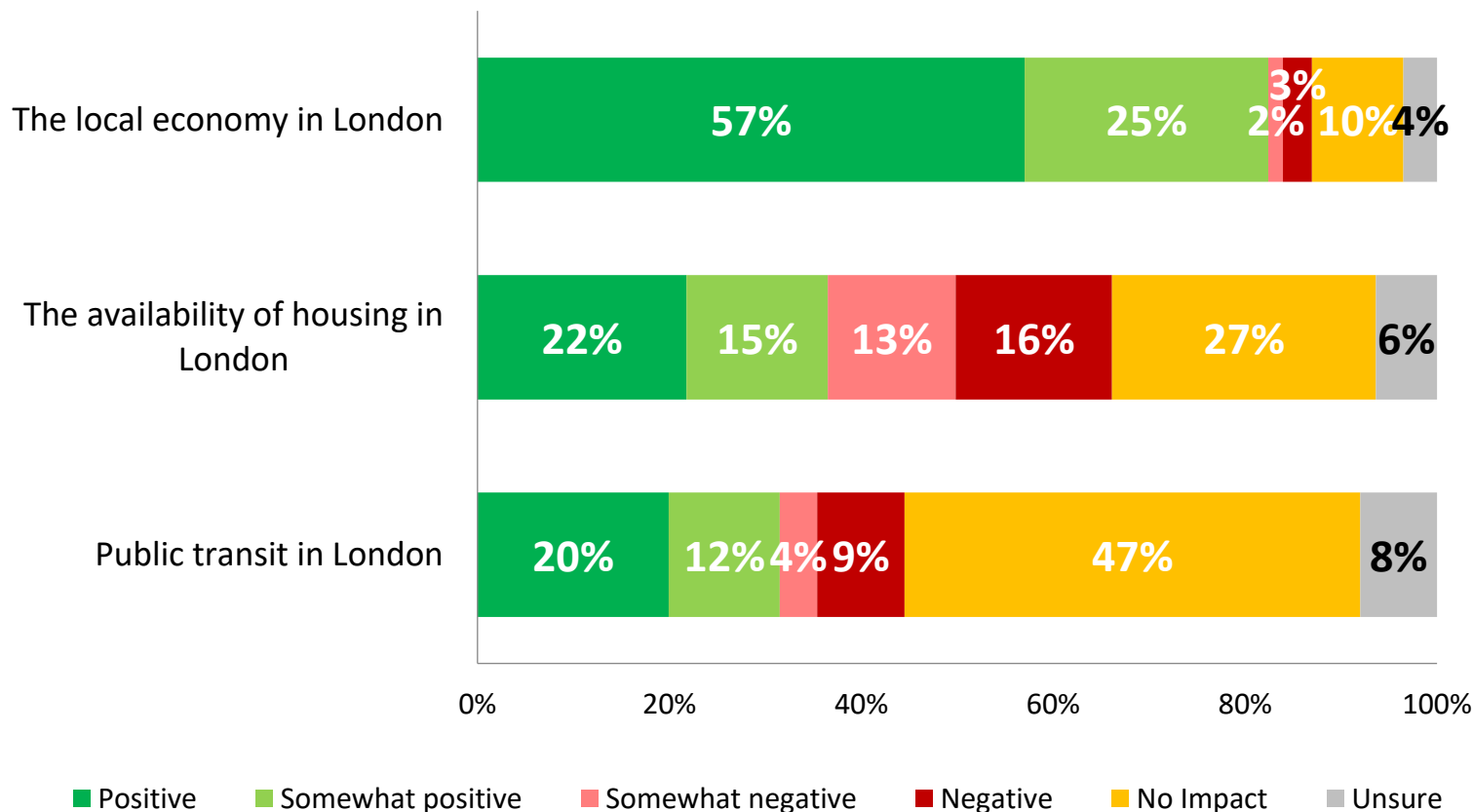
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Just over four in five residents of the city of London think the Volkswagen plant will have a positive (57%) or somewhat positive (25%) impact on the local economy in London. Over three in ten think the Volkswagen plant will have a positive (22%) or somewhat positive (15%) impact on the availability of housing in London and on the public transit in London (20% positive; 12% somewhat positive).

Potential impacts of new Volkswagen plant on the City of London



*Weighted to the true population proportion.

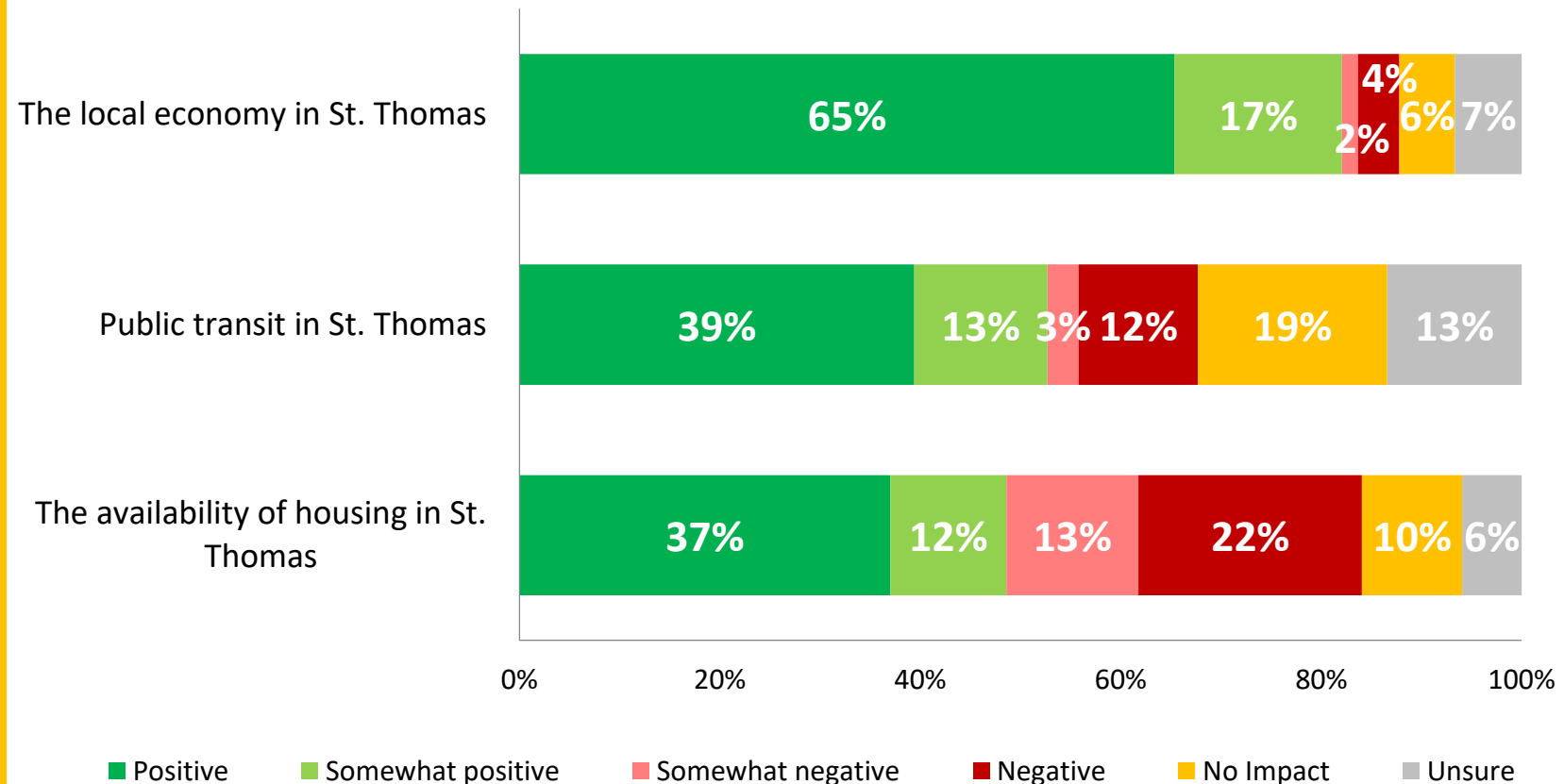
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Q - As you may know, Volkswagen announced it will open a new electric vehicle battery plant in St. Thomas by 2027. The plant is expected to employ up to 3,000 people and lead to the creation of an additional few thousand jobs in the area. Do you think the Volkswagen plant will have a positive, somewhat positive, somewhat negative, negative or no impact on the following?
[RANDOMIZE]

Potential impacts of new Volkswagen plant on the City of St. Thomas

Majority of St. Thomas residents think the Volkswagen plant will have a positive (65%) or somewhat positive (17%) impact on the local economy in London. Over one in two think the Volkswagen plant will have a positive (39%) or somewhat positive (13%) on public transit in St. Thomas. Meanwhile, about half think it will have a positive (37%) or somewhat positive (12%) on the public transit in St. Thomas.



*Weighted to the true population proportion.

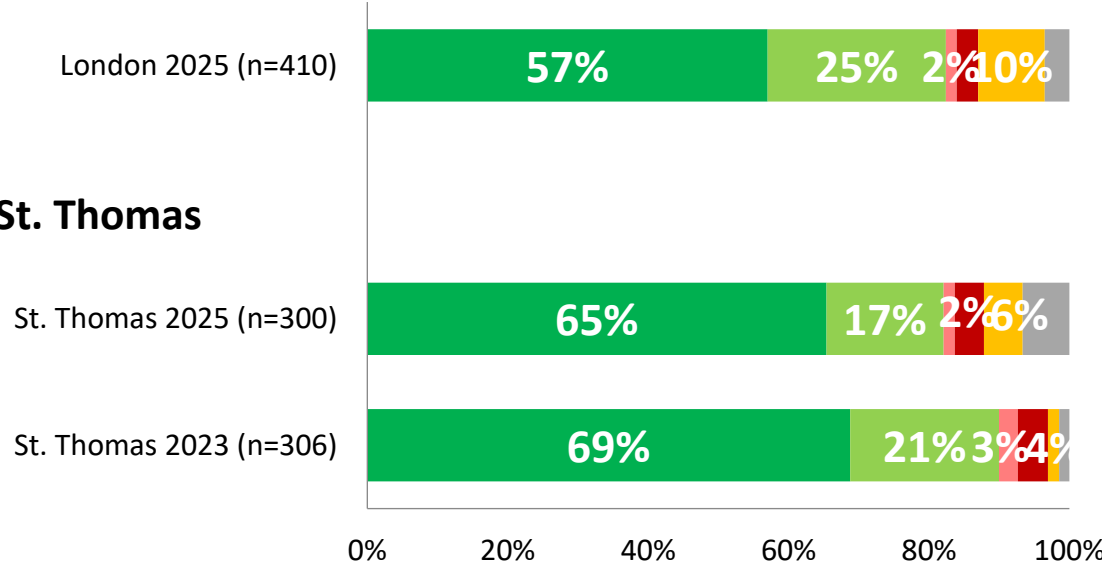
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Impact on the local economy

Q - As you may know, Volkswagen announced it will open a new electric vehicle battery plant in St. Thomas by 2027. The plant is expected to employ up to 3,000 people and lead to the creation of an additional few thousand jobs in the area. Do you think the Volkswagen plant will have a positive, somewhat positive, somewhat negative, negative or no impact on the following? [RANDOMIZE]
[PREVIOUSLY ONLY ASKED ST-THOMAS RESIDENTS] **The local economy in St. Thomas/London**

London



St. Thomas

Positive/
Somewhat positive

Positive/
Somewhat positive

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
85.0%	80.1%	80.2%	82.1%	84.7%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
82.6%	81.6%	75.6%	77.1%	89.0%

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

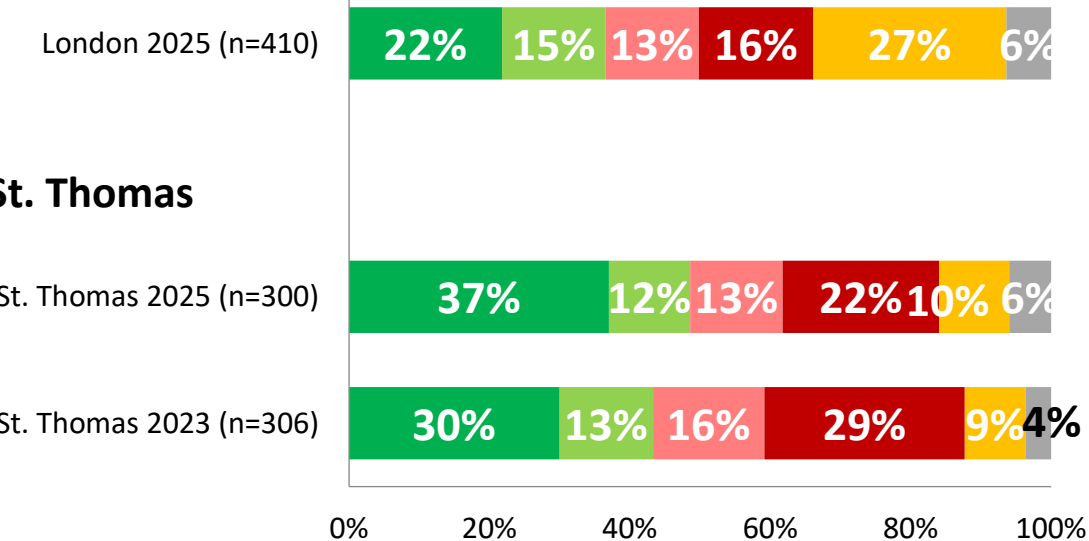
Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



Impact on housing availability

Q - As you may know, Volkswagen announced it will open a new electric vehicle battery plant in St. Thomas by 2027. The plant is expected to employ up to 3,000 people and lead to the creation of an additional few thousand jobs in the area. Do you think the Volkswagen plant will have a positive, somewhat positive, somewhat negative, negative or no impact on the following? [RANDOMIZE] [PREVIOUSLY ONLY ASKED ST-THOMAS RESIDENTS] **The availability of housing in St. Thomas/London**

London



■ Positive ■ Somewhat positive ■ Somewhat negative
■ Negative ■ No impact ■ Unsure

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

Positive/
Somewhat positive

Positive/
Somewhat positive

London

	Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
	35.5%	37.4%	37.4%	29.3%	41.9%

St. Thomas

	Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
	49.9%	47.4%	39.9%	40.1%	59.2%

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.



Impact on public transit

Q - As you may know, Volkswagen announced it will open a new electric vehicle battery plant in St. Thomas by 2027. The plant is expected to employ up to 3,000 people and lead to the creation of an additional few thousand jobs in the area. Do you think the Volkswagen plant will have a positive, somewhat positive, somewhat negative, negative or no impact on the following? [RANDOMIZE]
[PREVIOUSLY ONLY ASKED ST-THOMAS RESIDENTS] **Public transport in St. Thomas/London**

London

London 2025 (n=410)



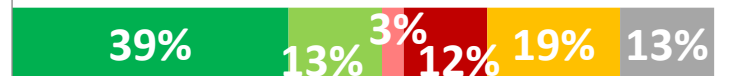
Positive/
Somewhat positive

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
31.7%	31.4%	39.1%	28.6%	27.2%

St. Thomas

St. Thomas 2025 (n=300)



Positive/
Somewhat positive

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
51.7%	53.6%	52.3%	49.1%	55.5%

■ Positive
■ Somewhat positive
■ Somewhat negative
■ Negative
■ No impact
■ Unsure

*Weighted to the true population proportion.

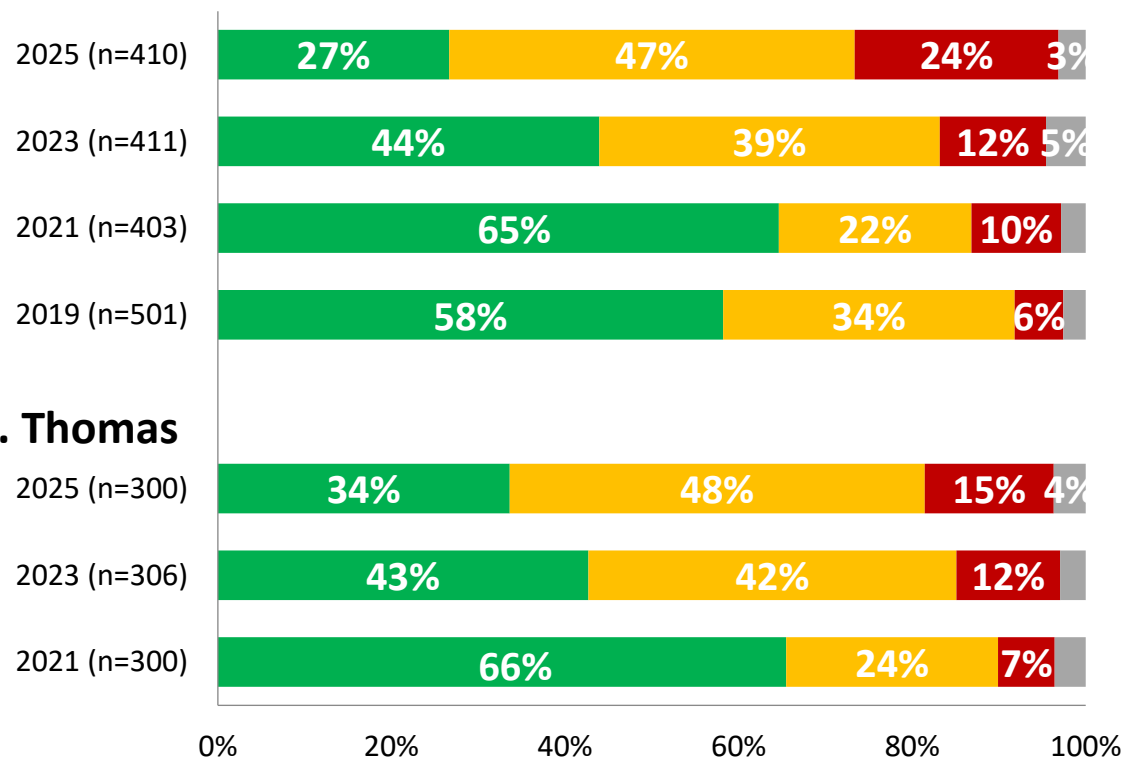
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

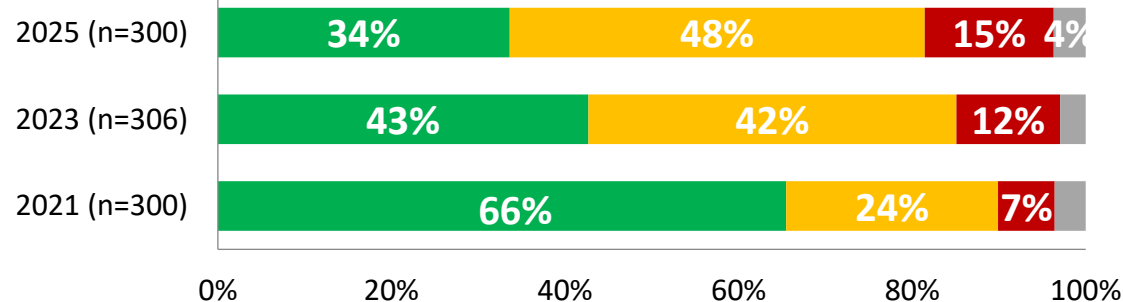


Outlook on the future of the economy

London



St. Thomas



■ Increase ■ Stay the same ■ Decrease ■ Unsure

*Weighted to the true population proportion.

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

Value of real estate

Stay the same

London

Men (n=193)	Women (n=217)	18 to 34 (n=84)	35 to 54 (n=140)	55 plus (n=186)
40.1%	52.7%	34.2%	50.7%	54.6%

St. Thomas

Men (n=115)	Women (n=185)	18 to 34 (n=48)	35 to 54 (n=78)	55 plus (n=174)
47.8%	47.8%	44.2%	46.2%	50.9%

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

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

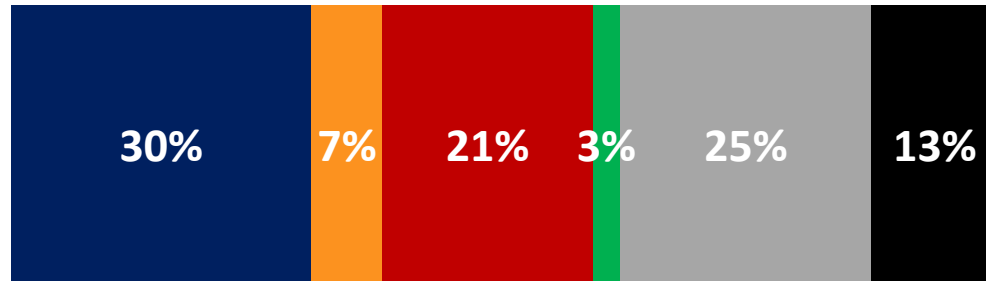
Political preference



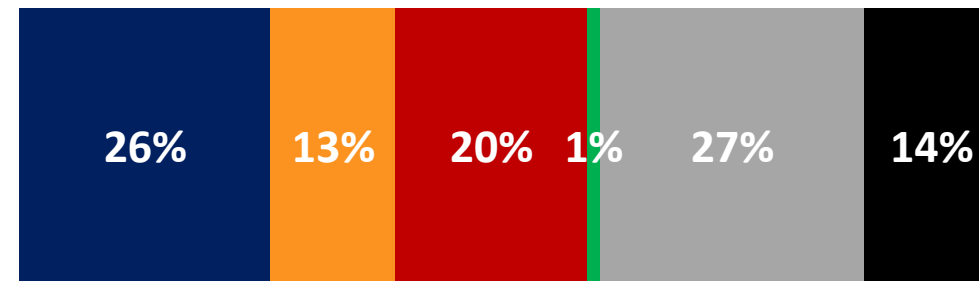
Voting for a provincial political party

Q – Thinking of provincial elections, which Ontario provincial political party do you usually vote for?
[RANDOMIZE]

St. Thomas



London



■ Progressive Conservative Party of Ontario

■ Ontario New Democratic Party

■ Liberal Party of Ontario

■ Green Party of Ontario

■ I don't have a party I regularly vote for

■ Refused

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame random telephone survey, August 27th to September 23rd, 2025, n=410 residents of London, accurate 4.9 percentage points plus or minus, 19 times out of 20 and n=300 residents of St. Thomas, accurate 5.7 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 410 residents of the City of London and 300 residents of the City of St. Thomas, 18 years of age or older, between August 27th and September 23rd, 2025. Participants were randomly recruited by telephone using live agents and administered a survey. 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 London and St. Thomas.

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

The margin of error for a random survey of 410 residents of London is ± 4.9 percentage points, 19 times out of 20 and the margin of error for a random survey of 300 residents of St. Thomas is ± 5.7 percentage points, 19 times out of 20.

The research was commissioned by the Ontario Real Estate Association and the London and St. Thomas Association of Realtors and was conducted by Nanos Research.

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



Element	Description
Research sponsor	Ontario Real Estate Association and the London and St. Thomas Association of Realtors
Population and Final Sample Size	410 residents of London and 300 residents of St. Thomas.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	London: ± 4.9 percentage points, 19 times out of 20. St. Thomas: ± 5.7 percentage points, 19 times out of 20.
Mode of Survey	Telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across London and St. Thomas.
Demographics (Captured)	London and St. Thomas; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were contacted via telephone.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	August 27 th to September 23 rd , 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 London and St. Thomas. 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 London and St. Thomas.
Estimated Response Rate	Six 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	London: By region, age and gender St. Thomas: By region, age and gender



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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

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