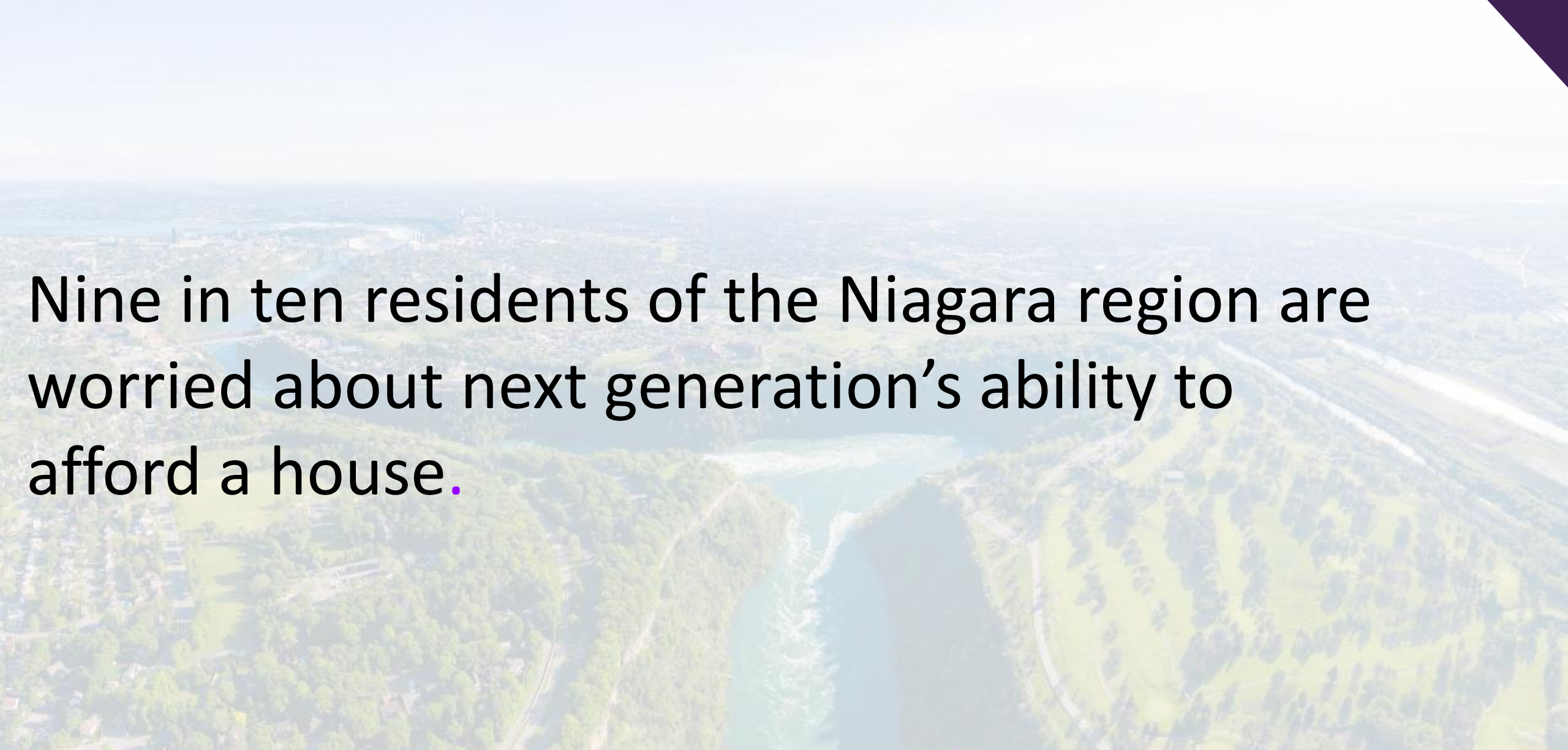




Nine in ten residents of the Niagara region are worried about next generation's ability to afford a house.

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

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 705 resident of the Niagara region, 18 years of age or older, between October 6th and 26th, 2025. The margin of error for this survey is ± 3.7 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here:

- [By region, gender and age](#)
- [By vote](#)
- [By homeownership and income](#)

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

KEY FINDINGS

1

MOST RESIDENTS OF THE NIAGARA REGION ARE WORRIED ABOUT NEXT GENERATION'S ABILITY TO AFFORD A HOUSE

Nine in ten Niagara region residents agree (84%) or somewhat agree (six per cent) with statement that they are worried about the next generation's ability to afford a home. Over three in four also agree (61%) or somewhat agree (15%) with being frustrated by the lack of progress on housing affordability in the Niagara Region. Furthermore, three in ten say they agree (23%) or somewhat agree (6%) with having given up on being able to afford a home in the Niagara region, although that number climbs to almost three in four among renters (72%).

2

TOP ISSUES OF IMPORTANCE IN LOCAL/MUNICIPAL ELECTIONS ARE MAKING NEIGHBOURHOODS SAFER, STRENGTHENING ECONOMY AND IMPROVING AFFORDABILITY

One in four Niagara region residents say their top issue of importance in the upcoming local/municipal election is making neighbourhoods safer (24%). Almost one in five each say it is strengthening the economy (19%) or improving affordability (19%). In terms of their most important issues of concern, healthcare/hospitals/shortage of nurses was mentioned most often (13%), followed by inflation/cost of living/food prices (9%).

3

THREE IN FIVE RESIDENTS OF THE NIAGARA REGION THINK THAT, IN TERMS OF VOTING FOR MUNICIPAL ELECTIONS, IT IS TIME FOR A CHANGE

When asked about their overall mood and municipal voting intentions, a majority of Niagara region residents say it is time for a change (57%). However, three in ten residents still say that things are going in the right direction (28%) and one in ten report being unsure (15%). Niagara region residents outside of St. Catharines and Niagara Falls (61%) are more likely to say it is time for a change than residents of St. Catharines (49%). Those who usually vote LPC (41%) are more likely to say things are going in the right direction than those who usually vote CPC (22%) or NDP (23%).

4

MAJORITY SUPPORT LOWERING DEVELOPMENT CHARGES FOR ALL HOME BUYERS TO SOME EXTENT

In terms of addressing affordability issues in the Niagara Region, nearly four in five residents of the Niagara Region support (69%) or somewhat support (10%) lowering development charges for all home buyers. Those aged 18 to 34 (86%) and 35 to 54 (86%) are more likely to support or somewhat support this than those aged over 55 (73%). Three in four support or somewhat support requiring municipalities to meet firm timelines for development approvals, with penalties for municipalities if these are missed (61% support; 15% somewhat support) and lowering development charges for homes being built in existing neighbourhoods (60% support; 13% somewhat support).

The most important issues of concern – Top responses

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

		2025 Total (n=705)	2024 Total (n=700)	2025 St. Catharines (n=210)	2024 St. Catharines (n=200)	2025 Niagara Falls (n=146)	2024 Niagara Falls (n=143)	2025 Rest of Niagara Region (n=349)	2024 Rest of Niagara Region (n=357)
TOP RESPONSES	Healthcare/hospitals/shortage of nurses	12.5%	10.3%	6.0%	7.8%	13.5%	9.3%	16.0%	12.2%
	Inflation/cost of living/food prices	9.5%	11.7%	9.9%	9.8%	11.5%	12.5%	8.4%	12.5%
	Jobs/economy	9.4%	7.1%	9.2%	9.7%	10.5%	6.9%	9.2%	5.7%
	Homelessness	9.3%	9.1%	16.1%	13.4%	8.3%	12.2%	5.5%	5.2%
	Housing/cost of housing	9.2%	12.8%	9.9%	13.3%	11.2%	9.1%	7.9%	13.9%
	Crime/public safety	7.3%	5.5%	7.0%	4.7%	8.9%	5.5%	6.9%	6.0%
	Taxes	6.3%	4.6%	6.6%	7.5%	6.4%	0.6%	6.0%	4.5%
	Construction/development/infrastructure issues	4.8%	2.3%	1.3%	0.4%	5.4%	1.4%	6.8%	3.8%
	Relationship with US/Tariffs*	3.1%	N/A	2.1%	N/A	3.1%	N/A	3.7%	N/A
	Immigration	3.1%	1.5%	2.9%	1.6%	1.6%	0.7%	3.8%	1.7%
	Other	2.9%	2.8%	2.2%	2.1%	2.0%	4.3%	3.8%	2.6%
	Unsure	8.1%	12.2%	8.7%	9.9%	8.0%	15.9%	7.9%	12.0%

*New response category added in the 2025 wave.

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Issues of importance in local/municipal elections

Q – Please rank the following issues in order of importance where 1 is the most important issues that you'd like your local/municipal elected leaders to focus on, 2 is the 2nd most important and 3 the 3rd most important. [RANK TOP 3]

- **Making neighbourhoods safer (reducing crime, improving community safety, etc.)**
(24% first rank; 19% second rank)
- **Strengthening the economy (creating jobs, economic development, etc.)**
(19% first rank; 22% second rank)
- **Improving affordability (reducing cost of living, reducing taxes, etc.)**
(19% first rank; 17% second rank)
- **Managing municipal spending (better city budgeting)**
(nine per cent first rank; 11% second rank)
- **Spending on social and community services (social services, arts, culture, recreation, sport, etc.)**
(nine per cent first rank; 13% second rank)
- **Improving Housing (better affordability, availability, reduce homelessness, etc.)**
(seven per cent first rank; 0% second rank)
- **Improving transportation (public transit, traffic congestion, etc.)**
(six per cent first rank; nine per cent second rank)
- **Fighting climate change**
(four per cent first rank; seven per cent second rank)
- **Other**
(two per cent first rank; two per cent second rank)

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=696 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Issues of importance in local/municipal elections – First rank – by region

	Total (n=696)	St. Catharines (n=205)	Niagara Falls (n=146)	Rest of Niagara Region (n=345)
Making neighbourhoods safer (reducing crime, improving community safety, etc.)	24.2%	28.2%	24.1%	21.9%
Strengthening the economy (creating jobs, economic development, etc.)	19.3%	21.2%	19.7%	18.1%
Improving affordability (reducing cost of living, reducing taxes, etc.)	18.6%	16.2%	17.9%	20.3%
Managing municipal spending (better city budgeting)	9.4%	7.3%	8.4%	11.0%
Spending on social and community services (social services, arts, culture, recreation, sport, etc.)	8.8%	8.9%	9.9%	8.3%
Improving Housing (better affordability, availability, reduce homelessness, etc.)	6.9%	6.5%	7.9%	6.8%
Improving transportation (public transit, traffic congestion, etc.)	6.4%	6.0%	6.0%	6.7%
Fighting climate change	3.9%	3.4%	5.3%	3.5%
Other	2.0%	1.7%	0.4%	2.9%
Unsure	0.3%	0.5%	0.4%	0.2%

Q – Please rank the following issues in order of importance where 1 is the most important issues that you'd like your local/municipal elected leaders to focus on, 2 is the 2nd most important and 3 the 3rd most important. [RANK TOP 3]

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=696 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Issues of importance in local/municipal elections – First rank – by age and gender

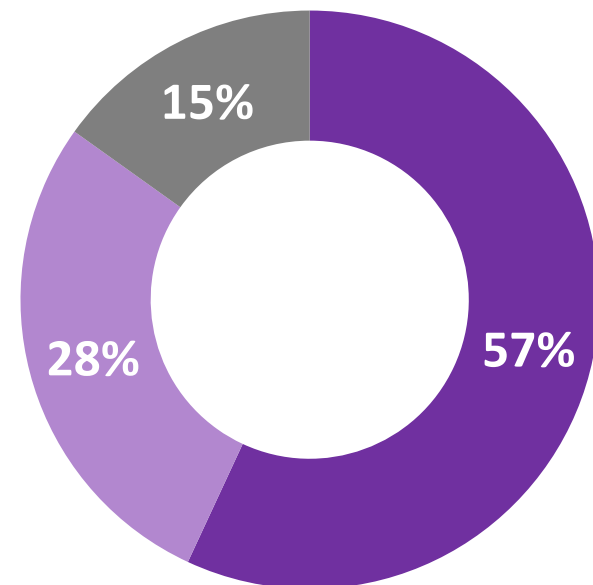
	Total (n=696)	Male (n=319)	Female (n=377)	18 to 34 (n=141)	35 to 54 (n=198)	55 plus (n=357)
Making neighbourhoods safer (reducing crime, improving community safety, etc.)	24.2%	23.9%	24.5%	24.1%	25.0%	23.6%
Strengthening the economy (creating jobs, economic development, etc.)	19.3%	23.4%	15.6%	17.1%	20.6%	19.7%
Improving affordability (reducing cost of living, reducing taxes, etc.)	18.6%	18.3%	18.8%	26.2%	17.1%	15.2%
Managing municipal spending (better city budgeting)	9.4%	12.2%	6.8%	6.2%	5.7%	14.0%
Spending on social and community services (social services, arts, culture, recreation, sport, etc.)	8.8%	4.7%	12.6%	9.1%	10.9%	7.1%
Improving Housing (better affordability, availability, reduce homelessness, etc.)	6.9%	7.0%	6.8%	6.8%	7.0%	7.0%
Improving transportation (public transit, traffic congestion, etc.)	6.4%	5.1%	7.6%	8.4%	6.7%	5.0%
Fighting climate change	3.9%	3.0%	4.6%	0.8%	5.1%	4.8%
Other	2.0%	2.0%	2.1%	0.8%	1.9%	2.8%
Unsure	0.3%	-	0.6%	-	-	0.8%

Q – Please rank the following issues in order of importance where 1 is the most important issues that you'd like your local/municipal elected leaders to focus on, 2 is the 2nd most important and 3 the 3rd most important. [RANK TOP 3]

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=696 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Mood and voting intentions for municipal elections

Q - Thinking about your overall mood and voting in next year's municipal elections would you say that [ROTATE] it is time for a change or that things are going in the right direction?



- It is time for a change
- Things are going in the right direction
- Unsure

*Weighted to the true population proportion.

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

Nearly **3 in 5** Niagara residents

say that, in terms of their overall mood and voting intentions, it is time for a change (57%). On the other hand, about three in ten residents say that things are going in the right direction (28%). Over one in ten report being unsure (15%).

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Mood and voting intentions for municipal elections – By demographics

Q - Thinking about your overall mood and voting in next year's municipal elections would you say that [ROTATE] it is time for a change or that things are going in the right direction?

It is time for a change	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)	Things are going in the right direction	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
	49.4%	57.5%	61.2%	54.7%	63.4%		32.4%	28.0%	25.2%	31.0%	20.3%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)		Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	55.3%	58.4%	60.3%	60.3%	52.4%		30.5%	25.6%	18.7%	27.5%	33.8%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)			Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	44.8%	67.9%	61.9%	57.8%			41.3%	22.5%	22.9%	19.8%	

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

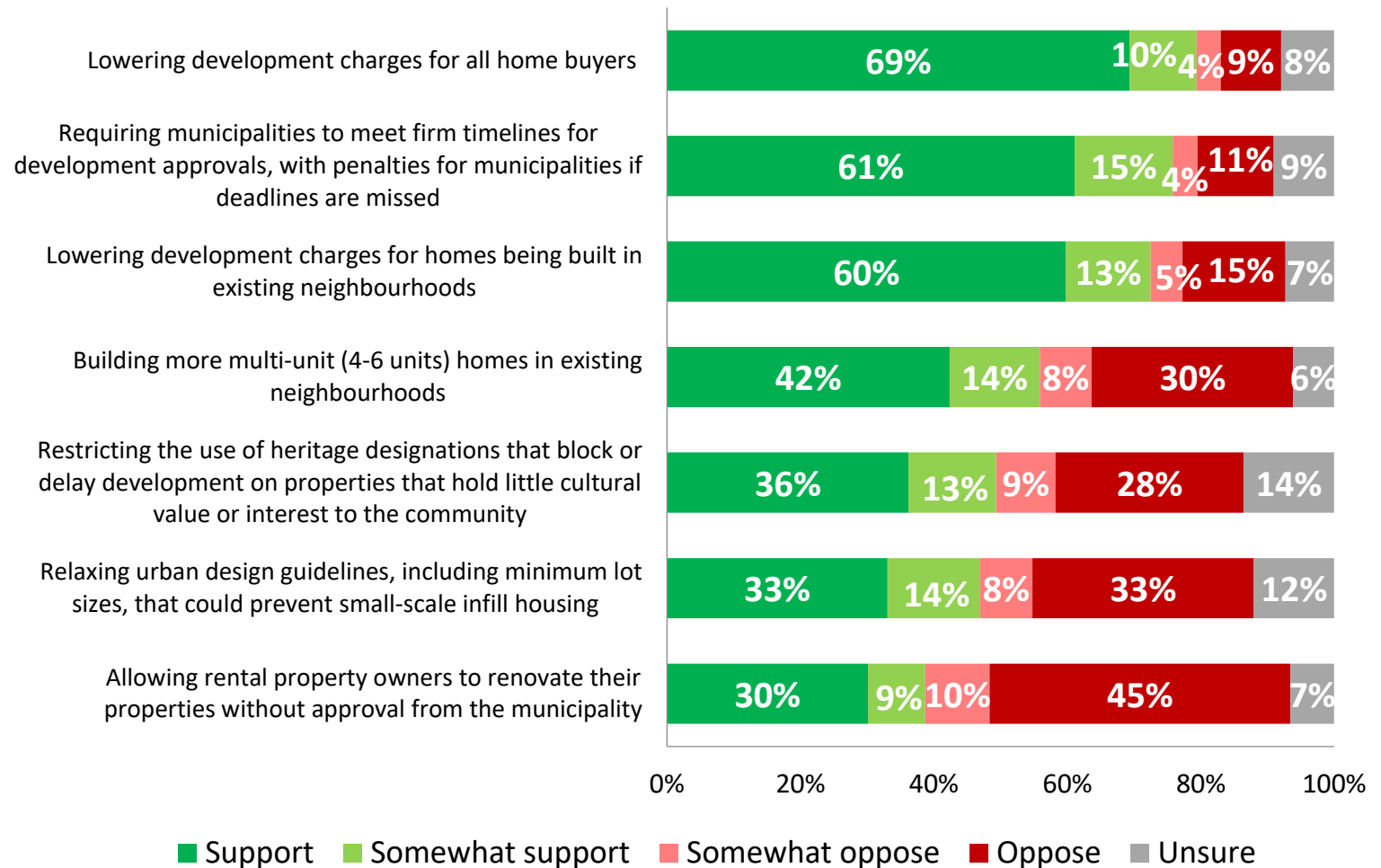
Nearly **four in five residents** of the Niagara Region support (69%) or somewhat support (10%) lowering development charges for all home buyers.

About **three in four** support or somewhat support requiring municipalities to meet firm timelines for development approvals, with penalties for municipalities if these are missed (61% support; 15% somewhat support).

On the other hand, over one in two oppose (45%) or somewhat oppose (10%) allowing rental property owners to renovate their properties without approval from the municipality.

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE]

Views on ways to address housing affordability issues in the Niagara Region



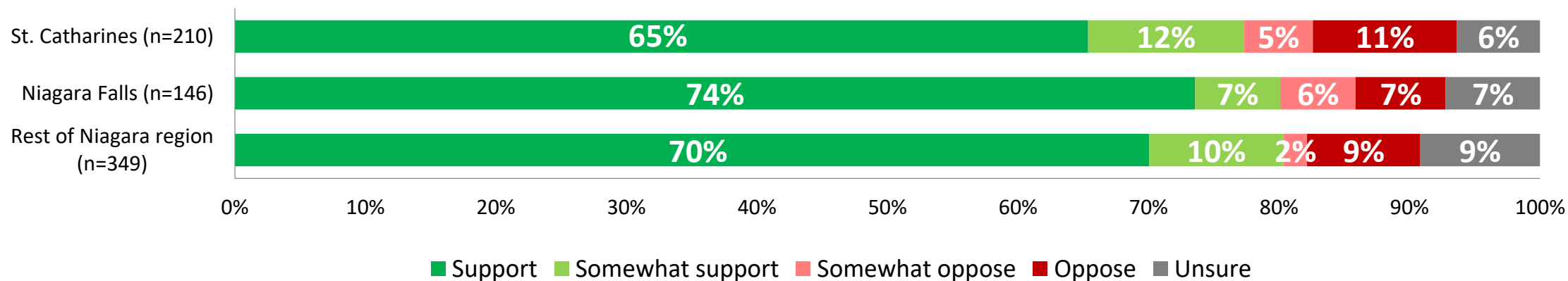
*Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on lowering development charges for all home buyers

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Lowering development charges for all home buyers**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	81.0%	77.9%	86.2%	86.2%	73.0%

Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	11.8%	13.5%	8.2%	9.8%	17.4%

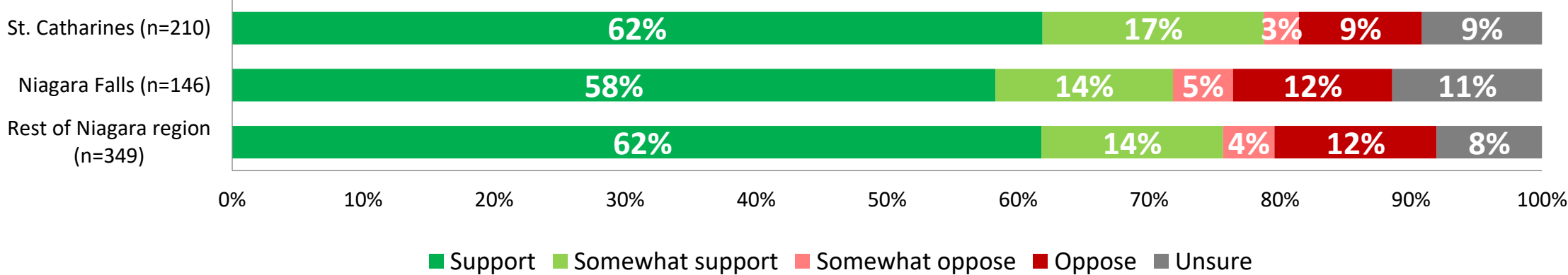
*Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on requiring municipalities to meet firm timelines

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Requiring municipalities to meet firm timelines for development approvals, with penalties for municipalities if deadlines are missed**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	78.0%	73.8%	75.2%	76.0%	76.1%

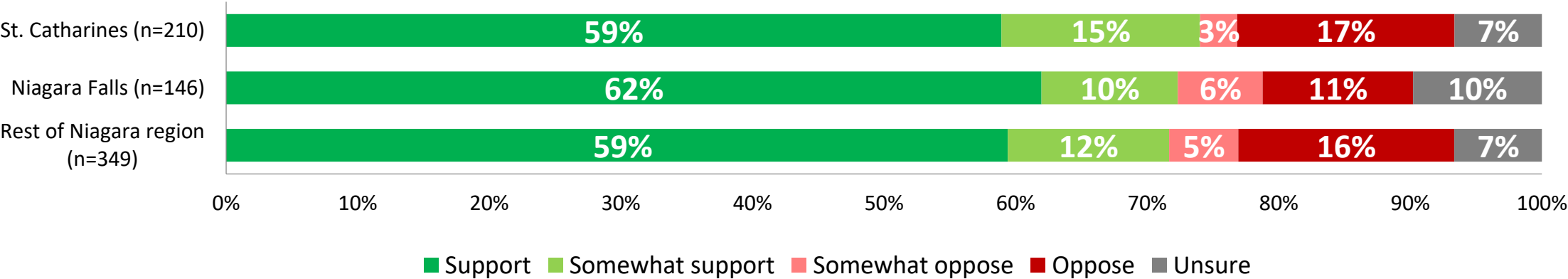
Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	15.5%	14.8%	15.5%	16.1%	14.2%

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on lowering development charges for homes being built in existing neighbourhoods

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Lowering development charges for homes being built in existing neighbourhoods**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	74.8%	70.4%	78.3%	73.1%	68.6%

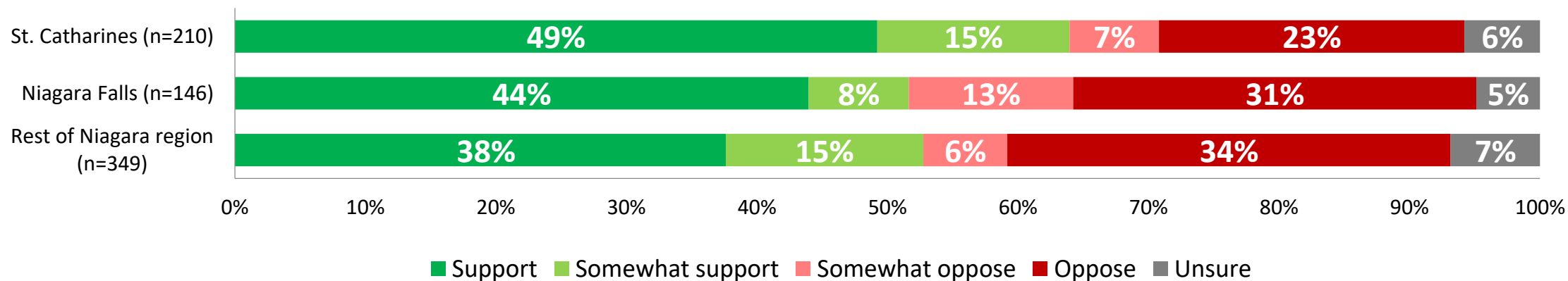
Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	19.4%	20.9%	15.4%	18.7%	24.2%

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on building more multi-unit homes in existing neighbourhoods

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Building more multi-unit (4-6 units) homes in existing neighbourhoods**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	51.1%	60.3%	56.7%	57.8%	54.0%

Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	42.8%	33.5%	37.7%	36.4%	39.3%

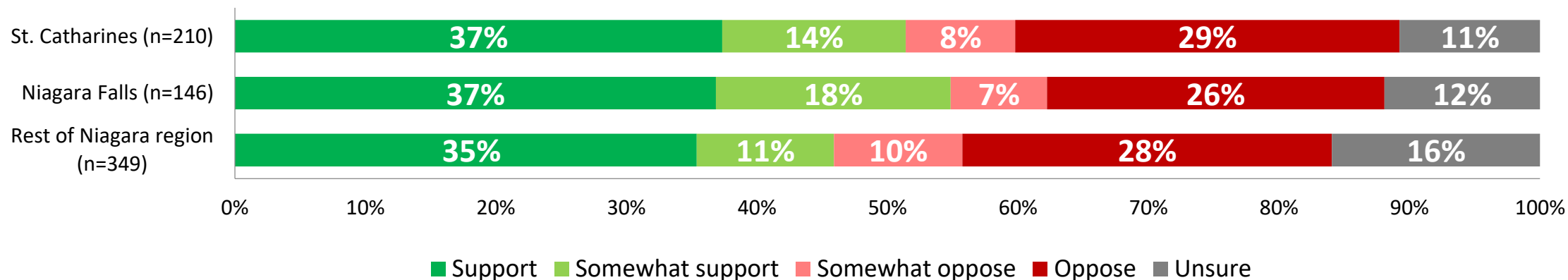
*Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on restricting the use of heritage designations

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Restricting the use of heritage designations that block or delay development on properties that hold little cultural value or interest to the community**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	48.0%	50.6%	46.3%	57.8%	45.0%

Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	41.1%	33.3%	39.7%	31.3%	39.7%

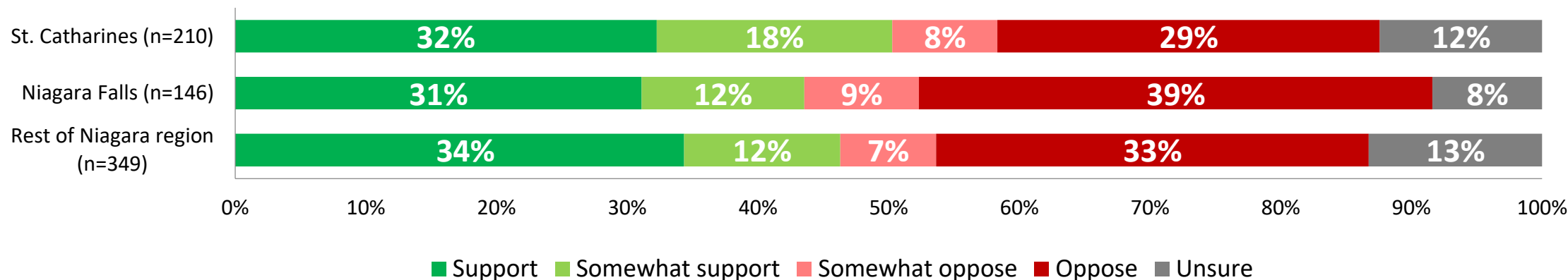
*Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on relaxing urban design guidelines, including minimum lot sizes

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Relaxing urban design guidelines, including minimum lot sizes, that could prevent small-scale infill housing**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	47.6%	46.3%	54.0%	43.4%	45.3%

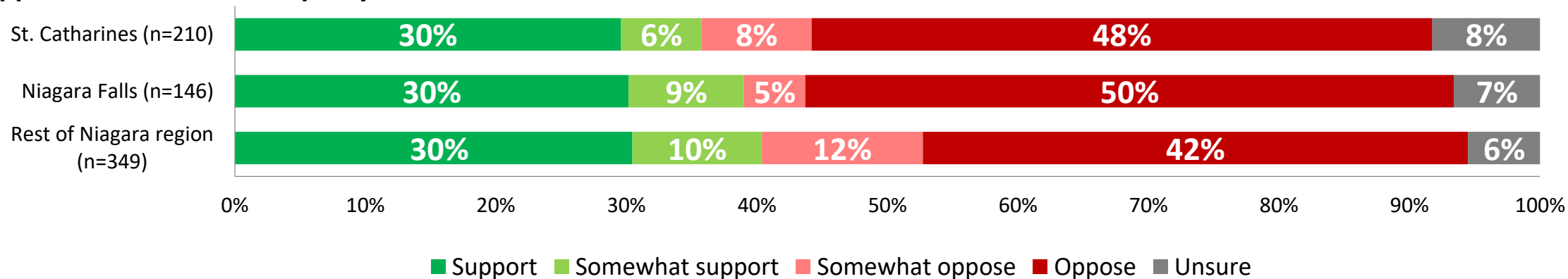
Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	43.4%	38.8%	29.8%	47.1%	43.3%

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on rental property owners renovating without approval from the municipality

Q - Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in the Niagara Region? [RANDOMIZE] **Allowing rental property owners to renovate their properties without approval from the municipality**



Support/Somewhat support	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	40.6%	36.9%	50.9%	41.0%	29.8%

Oppose/Somewhat oppose	Gender		Age		
	Men	Women	18 to 34	35 to 54	55 plus
	(n=324)	(n=381)	(n=144)	(n=200)	(n=361)
	52.6%	56.7%	41.8%	52.5%	64.1%

*Weighted to the true population proportion.

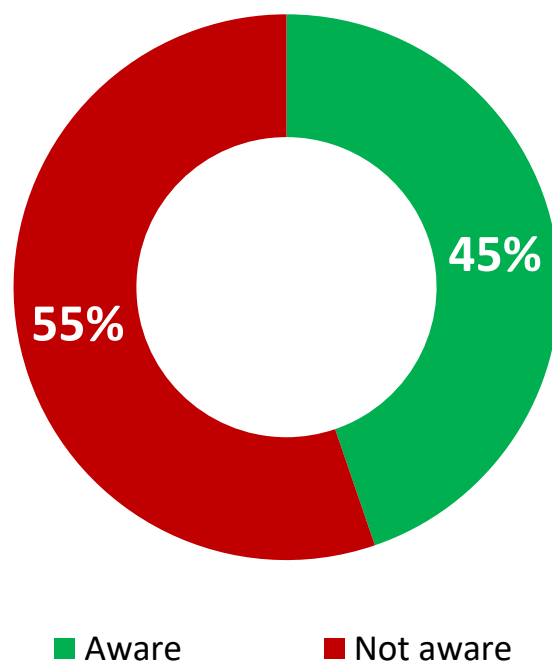
*Charts may not add up to 100 due to rounding.

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Awareness of development charges

In the Niagara Region, new housing developments must pay development charges to cover infrastructure such as roads, water, sewers, parks, and transit. For example, a new single or semi-detached home in St. Catharines pays about \$29,850 to Niagara Region and about \$13,400 to the City, for a total of roughly \$43,000. A new single or semi-detached home in Niagara Falls pays about \$30,800 to Niagara Region and about \$39,900 to the City, for a total of roughly \$71,000. Development charges are just one of several other government taxes (e.g. HST, land transfer tax) charged on housing. In Niagara Region, these taxes can add tens of thousands of dollars to the cost of a home.

Q - Before today, were you aware or not of these charges?



About **2 in 5**
Niagara residents

say that, before today, they were aware of development charges (45%). Less than three in five say they were not aware of these charges before today (55%).

*Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

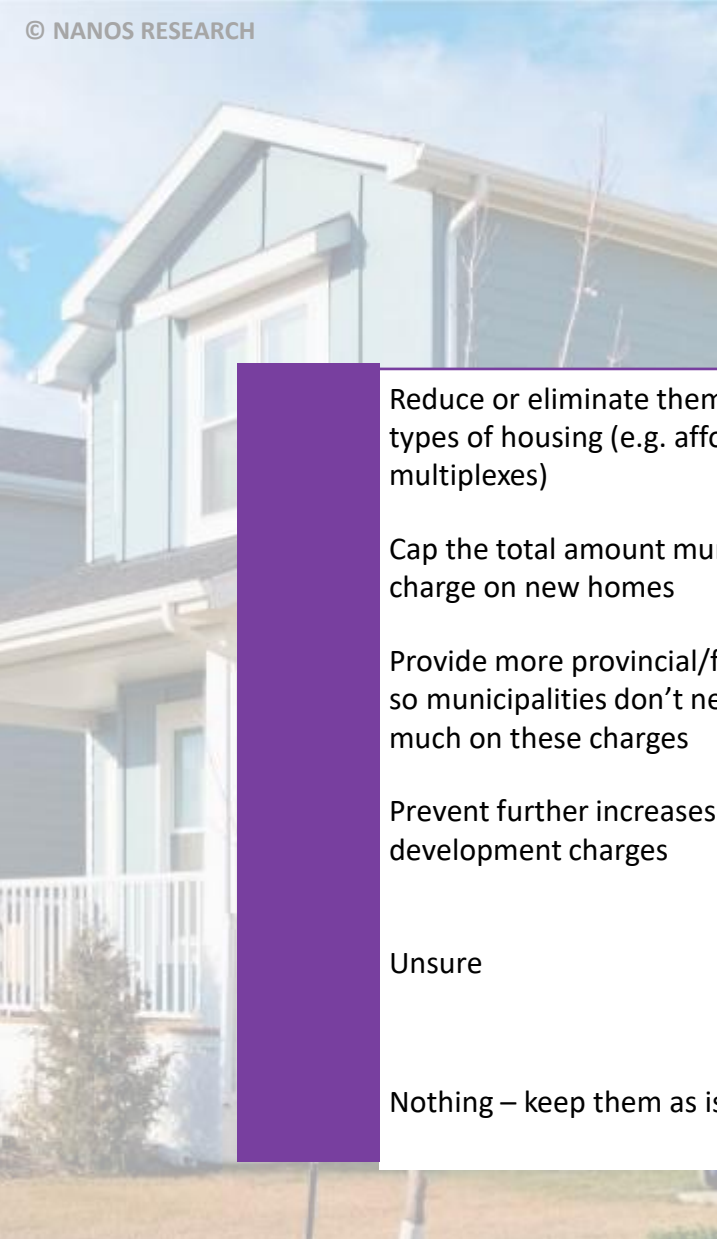
Awareness of development charges – by demographics

In the Niagara Region, new housing developments must pay development charges to cover infrastructure such as roads, water, sewers, parks, and transit. For example, a new single or semi-detached home in St. Catharines pays about \$29,850 to Niagara Region and about \$13,400 to the City, for a total of roughly \$43,000. A new single or semi-detached home in Niagara Falls pays about \$30,800 to Niagara Region and about \$39,900 to the City, for a total of roughly \$71,000. Development charges are just one of several other government taxes (e.g. HST, land transfer tax) charged on housing. In Niagara Region, these taxes can add tens of thousands of dollars to the cost of a home.

Q - Before today, were you aware or not of these charges?

Aware	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)	Not aware	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
	45.7%	51.2%	41.6%	48.6%	33.0%		54.3%	48.8%	58.4%	51.4%	67.0%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)		Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	50.6%	39.3%	47.2%	44.9%	43.2%		49.4%	60.7%	52.8%	55.1%	56.8%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)			Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	46.5%	47.2%	31.2%	45.9%			53.5%	52.8%	68.8%	54.1%	

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.



Preferred Paths for development charges – First rank

	Total (n=692)	St. Catharines (n=203)	Niagara Falls (n=146)	Rest of Niagara Region (n=343)	Male (n=317)	Female (n=375)	18 to 34 (n=141)	35 to 54 (n=196)	55 plus (n=355)
Reduce or eliminate them for certain types of housing (e.g. affordable, rental, multiplexes)	27.4%	22.0%	30.1%	29.5%	28.6%	26.2%	26.8%	29.1%	26.4%
Cap the total amount municipalities can charge on new homes	23.4%	26.1%	22.2%	22.2%	23.7%	23.0%	24.6%	26.1%	20.6%
Provide more provincial/federal funding so municipalities don't need to rely as much on these charges	21.5%	24.6%	19.8%	20.2%	22.3%	20.7%	20.0%	19.5%	23.8%
Prevent further increases in development charges	11.4%	12.4%	13.0%	10.2%	9.8%	12.8%	14.2%	9.9%	10.9%
Unsure	8.9%	5.7%	8.8%	10.8%	6.7%	10.8%	8.2%	7.6%	10.2%
Nothing – keep them as is	7.5%	9.2%	6.0%	7.2%	8.8%	6.4%	6.2%	7.9%	8.1%

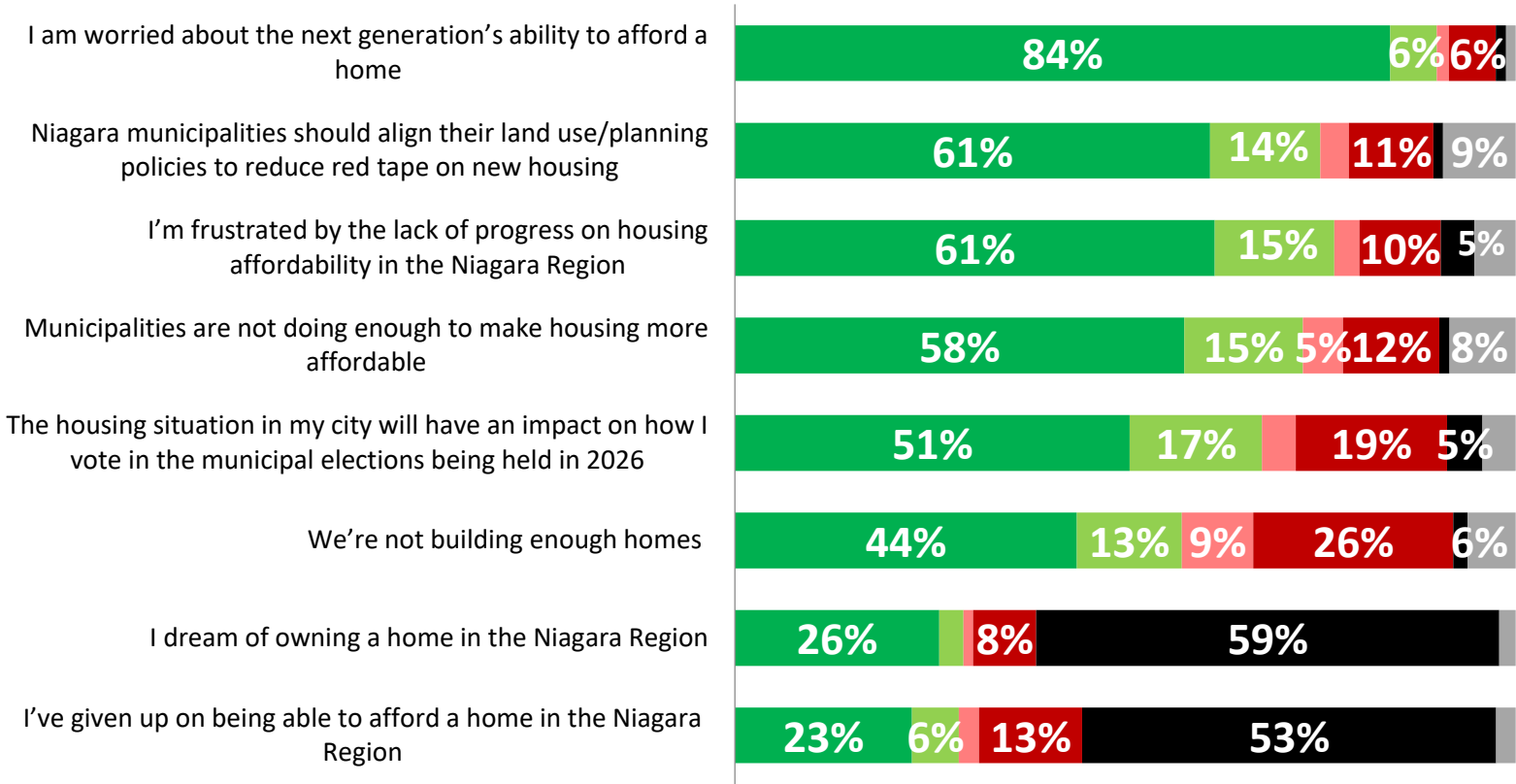
Q - Please rank the following paths for governments to take when it come to development charges in order of preference where 1 is the path that you'd like governments to take most, 2 is the path that you'd like governments to take the 2nd most, and so on. [RANK 1]

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=692 residents of the Niagara region, accurate 3.8 percentage points plus or minus, 19 times out of 20.

Nine in ten Niagara region resident agree (84%) or somewhat agree (6%) with statement that they are worried with the next generation’s ability to afford a home.

About **three in four** agree or somewhat agree that municipalities should align their land planning policies to reduce red tape (61% agree; 14% somewhat agree) and that they are frustrated by the lack of progress on housing affordability in the region (61% agree; 15% somewhat agree).

Views on housing



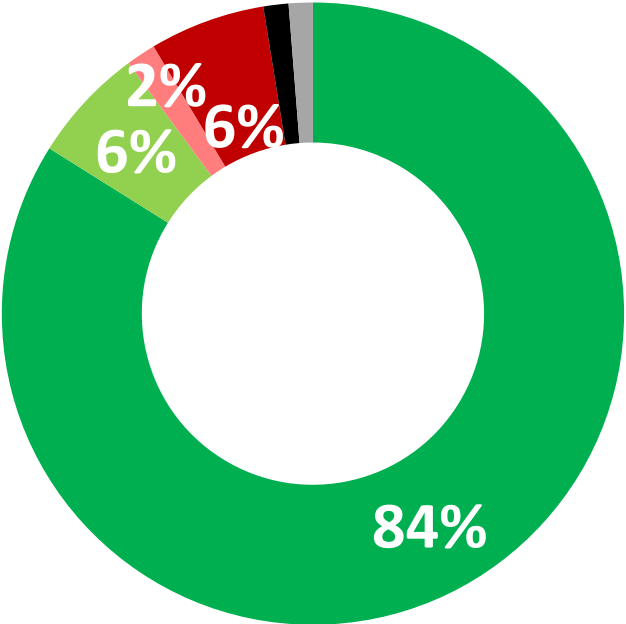
■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Not applicable ■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*Labels under 5% were removed for clarity

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

Views on being worried about next generation’s ability to afford houses



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Not applicable
- Unsure

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

	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
Agree/Somewhat agree	89.7%	93.5%	88.6%	88.7%	95.5%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	88.4%	91.3%	91.1%	92.8%	87.0%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	90.2%	90.6%	91.1%	88.9%	

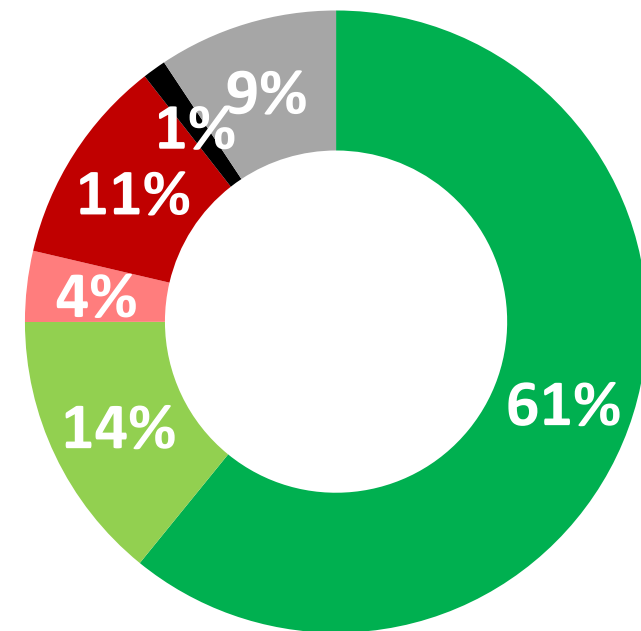
Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
I am worried about the next generation’s ability to afford a home

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on municipalities aligning land use policies to reduce red tape

Agree/Somewhat agree

St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
76.3%	72.4%	75.2%	74.5%	78.5%
Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
80.5%	69.9%	73.5%	77.0%	74.4%
Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
73.8%	78.9%	77.0%	72.5%	



■ Agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Disagree
 ■ Not applicable
 ■ Unsure

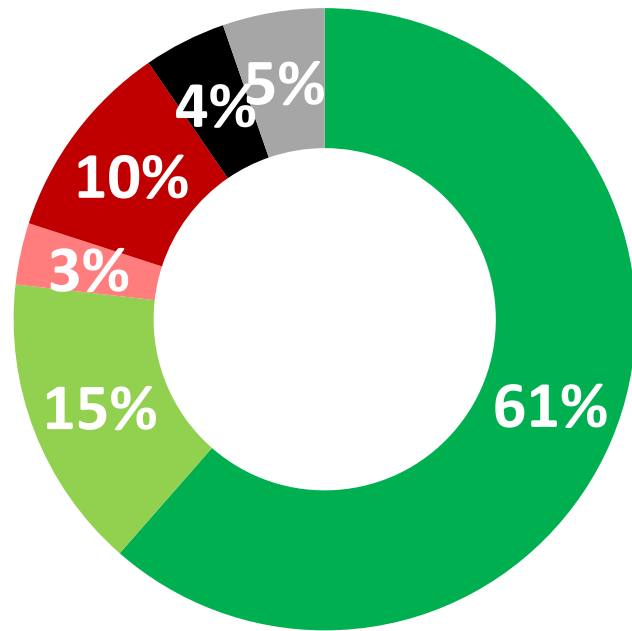
*Weighted to the true population proportion.

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

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
Niagara municipalities should align their land use/planning policies to reduce red tape on new housing

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on frustration about lack of housing affordability progress in Niagara Region



■ Agree
■ Somewhat agree
■ Somewhat disagree
■ Disagree
■ Not applicable
■ Unsure

*Weighted to the true population proportion.

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

Agree/Somewhat agree

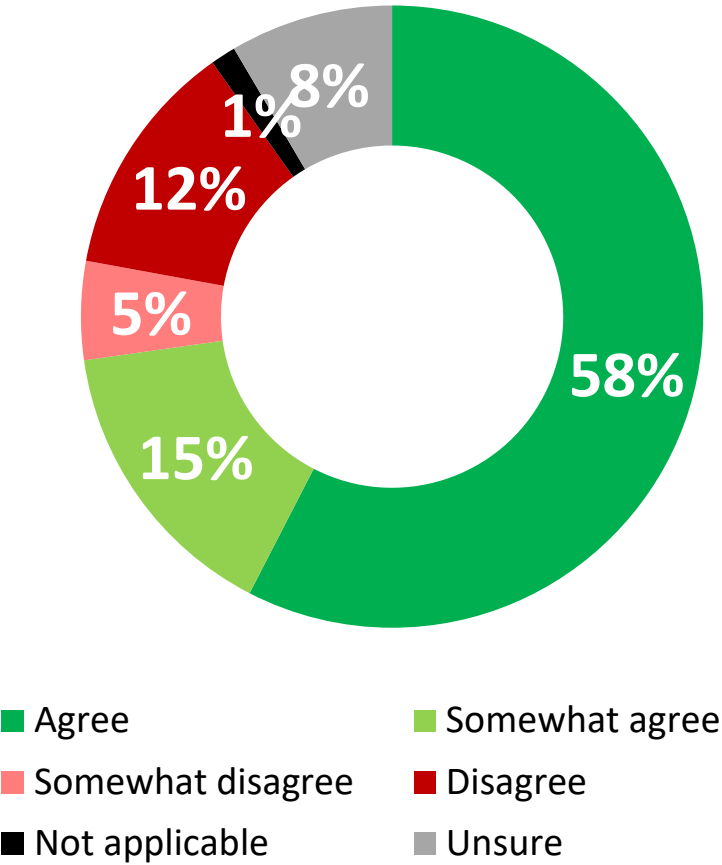
	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
	77.4%	80.4%	74.9%	73.9%	88.3%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	73.9%	79.4%	80.3%	83.1%	70.0%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	77.4%	74.4%	91.6%	76.7%	

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
I'm frustrated by the lack of progress on housing affordability in the Niagara Region

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on municipalities not doing enough to make housing affordable

Agree/Somewhat agree	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
	71.7%	77.3%	71.6%	71.2%	79.7%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	69.3%	76.0%	76.5%	73.8%	69.8%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	72.7%	71.7%	71.9%	74.4%	

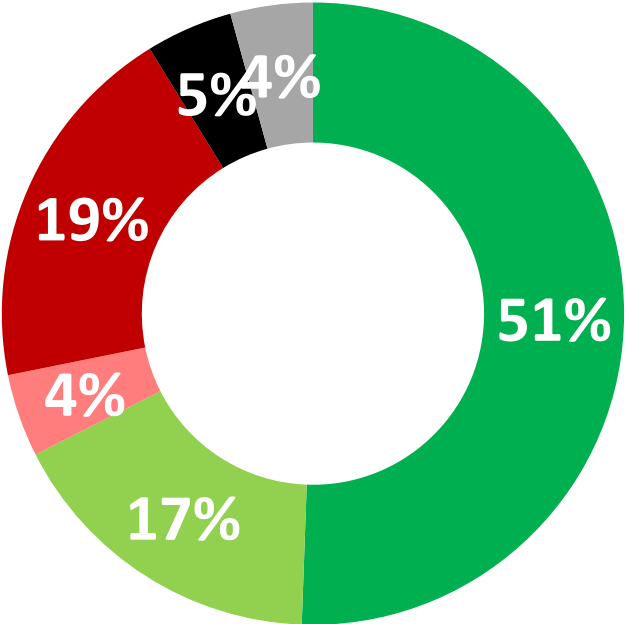


*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
Municipalities are not doing enough to make housing more affordable

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Municipal housing situation having an impact on municipal vote



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Not applicable
- Unsure

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

	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
Agree/Somewhat agree	69.2%	65.6%	67.3%	62.6%	84.5%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	64.4%	70.4%	72.9%	70.1%	62.5%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	70.8%	67.2%	73.0%	62.4%	

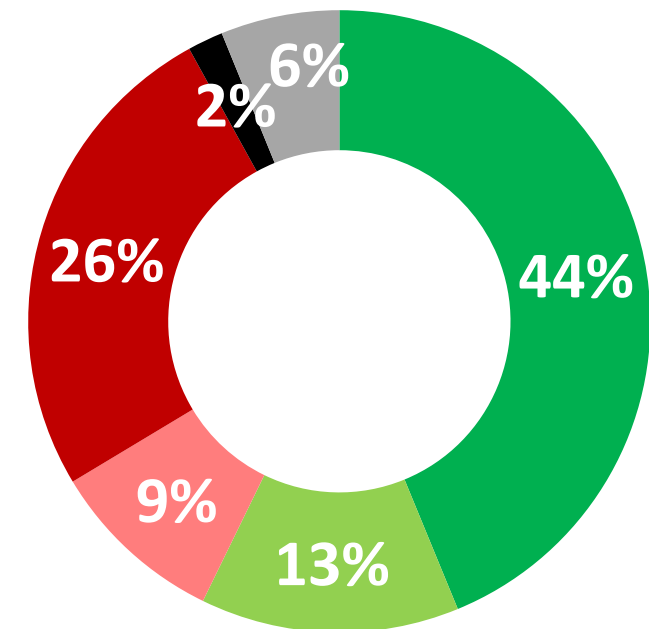
Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
The housing situation in my city will have an impact on how I vote in the municipal elections being held in 2026

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on not building enough homes

Agree/somewhat agree

St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
64.4%	60.2%	51.7%	54.5%	67.5%
Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
63.4%	51.5%	58.3%	59.5%	54.9%
Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
52.1%	59.6%	69.5%	58.0%	



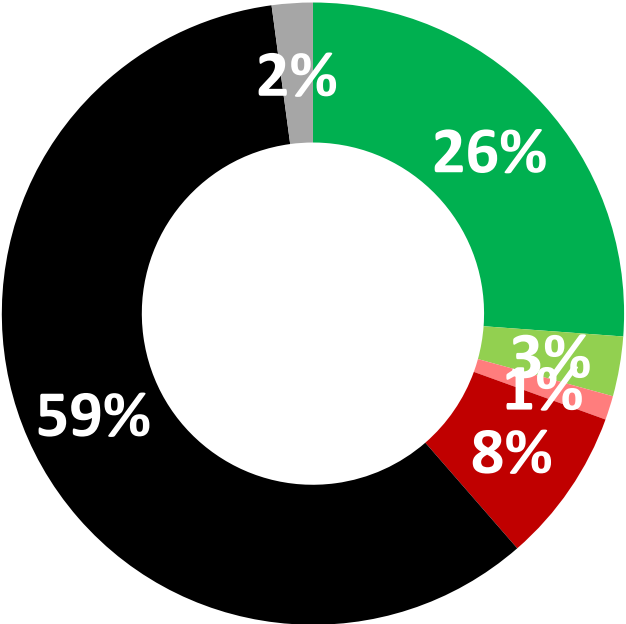
■ Agree
■ Somewhat agree
■ Somewhat disagree
■ Disagree
■ Not applicable
■ Unsure

*Weighted to the true population proportion.

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

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
We're not building enough homes

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.



- Agree

Somewhat agree

Somewhat disagree

Disagree

Not applicable

Unsure

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

Views on dreaming of owning a home in the Niagara Region

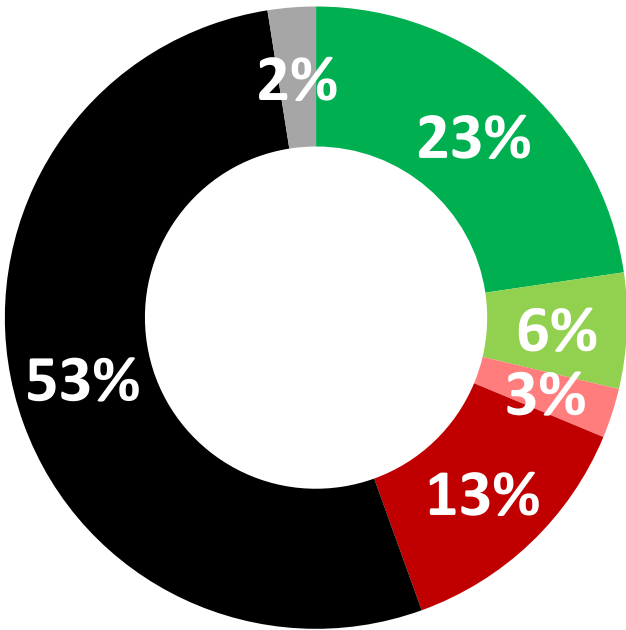
	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
Agree/Somewhat agree	30.4%	28.3%	29.0%	19.1%	58.7%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
Agree/Somewhat agree	32.6%	26.2%	53.6%	27.4%	16.1%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
Agree/Somewhat agree	23.8%	32.0%	29.1%	32.0%	

Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
I dream of owning a home in the Niagara Region

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Views on giving up on ability to afford houses in Niagara Region

Agree/Somewhat agree	St. Catharines (n=210)	Niagara Falls (n=146)	Rest of Niagara Region (n=349)	Homeowners (n=530)	Renters (n=147)
	28.0%	31.9%	27.8%	15.5%	72.1%
	Men (n=324)	Women (n=381)	18 to 34 (n=144)	35 to 54 (n=200)	55 plus (n=361)
	28.9%	28.5%	45.2%	26.5%	20.4%
	Usually votes LPC (n=229)	Usually votes CPC (n=210)	Usually votes NDP (n=46)	No party usually voted for (n=179)	
	17.7%	35.5%	44.2%	29.7%	



- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Not applicable
- Unsure

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

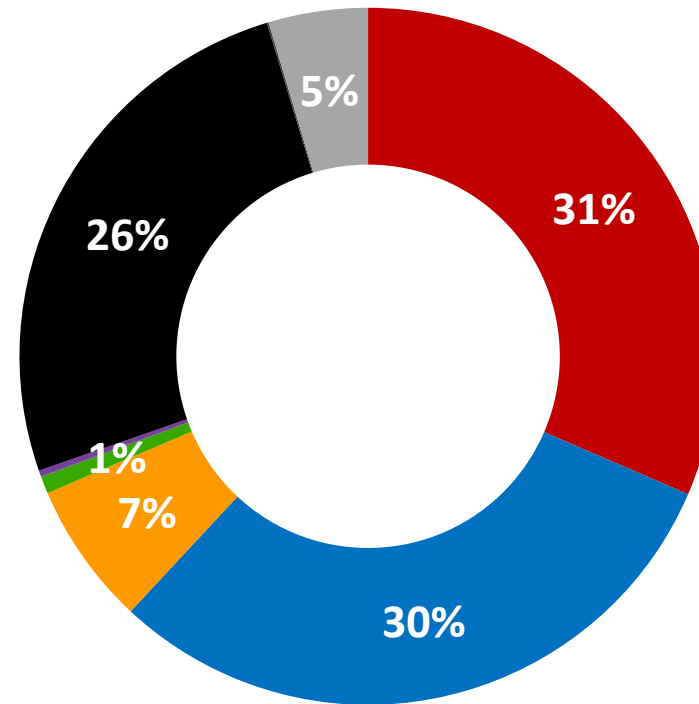
Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]
I've given up on being able to afford a home in the Niagara Region

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Federal party usually supported

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

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



*Chart based on mean proportions

**Weighted to the true population proportion.

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

Source: Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey, October 6th to October 26th, 2025, n=705 residents of the Niagara region, accurate 3.7 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 705 residents of the Niagara region (n=146 in Niagara Falls, n=210 in St. Catharines and n=349 in the rest of the Niagara region), 18 years of age or older, between October 6th and 26th, 2025. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the Niagara region.

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

The margin of error for a random survey of 705 residents of St. Catharines/Niagara Falls/the Niagara region is ± 3.7 percentage points, 19 times out of 20.

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

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



Element	Description
Research sponsor	Niagara Association of REALTORS®
Population and Final Sample Size	705 residents of St. Catharines/Niagara Falls/the Niagara region.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.7 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across St. Catharines/Niagara Falls/the Niagara region.
Demographics (Captured)	St. Catharines, Niagara Falls, the Niagara region; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	October 6 th to 26 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 all regions of St. Catharines/Niagara Falls/the Niagara region. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of the Niagara region.
Estimated Response Rate	6% 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 vote By homeownership and income



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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

ABOUT NANOS

Any questions?



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





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