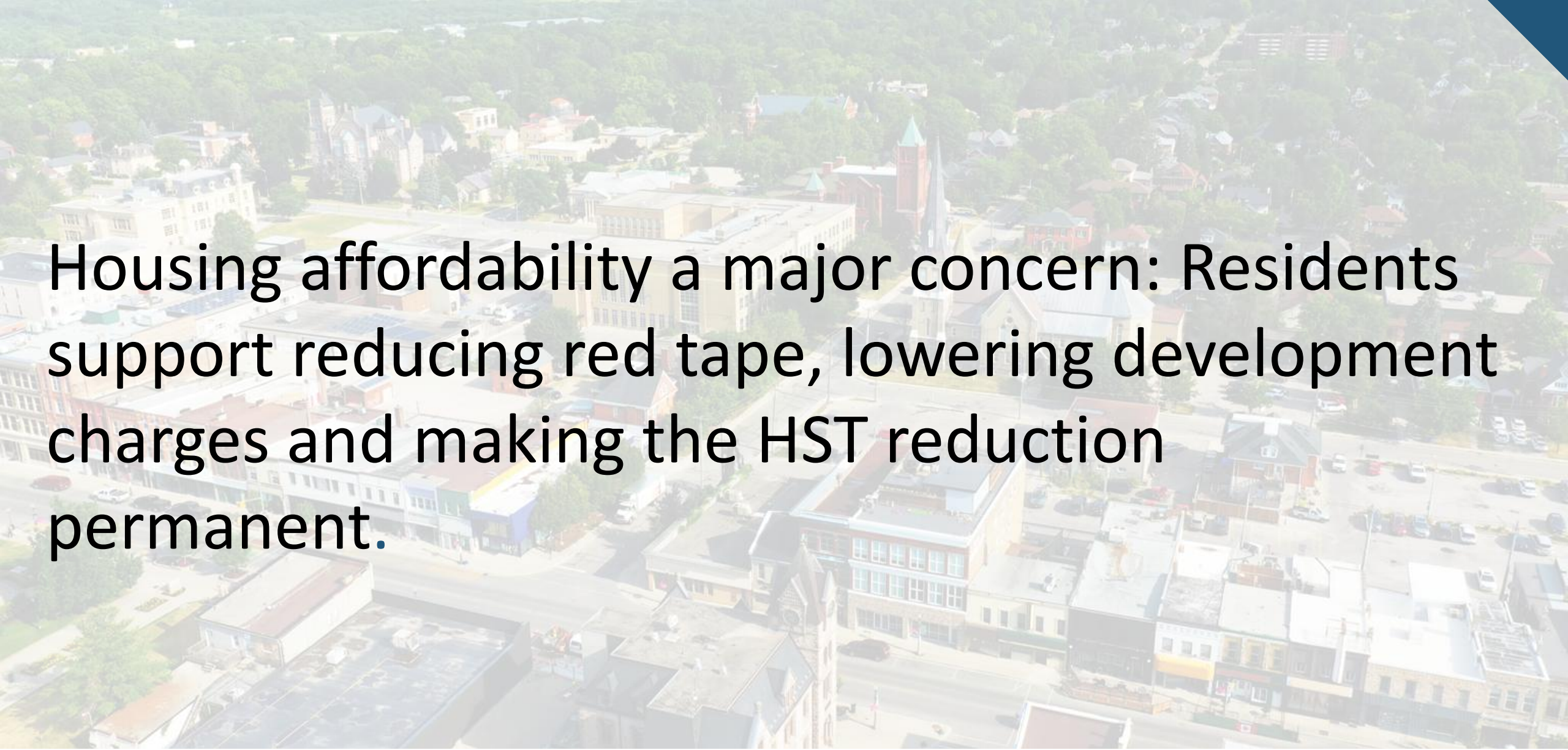




Housing affordability a major concern: Residents support reducing red tape, lowering development charges and making the HST reduction permanent.

WITAAR survey released October, 2026  
Field: August 27 to September 3, 2026  
Submission 2026-3057



The research gauged the views of residents in the Woodstock Ingersoll Tillsonburg & Area Association of Realtors® on quality of life, the housing market, municipal taxes, housing and rental affordability, the local economy, development charges and the job done by municipal governments.

Nanos conducted an RDD dual frame (cell- and land-lines) random telephone survey of 524 residents of Woodstock, Ingersoll, Tillsonburg & Area, 18 years of age or older, from August 27 to September 3, 2026. Participants were randomly recruited by telephone using live agents and administered a 5-to-7-minute questionnaire telephone survey. The sample is geographically stratified to be representative of the Woodstock, Ingersoll, Tillsonburg & Area.

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

The margin of error for a random survey of 524 residents of Woodstock, Ingersoll, Tillsonburg & Area is  $\pm 4.3$  percentage points, 19 times out of 20.

The research was commissioned by the Woodstock Ingersoll Tillsonburg & Area Association of Realtors® and was conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)  
**Tables within the report that have significant differences are highlighted in yellow.**

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

PATH  
FORWARD!

WINN  
COND

VALIDATE

TEST IDEA

REVIEW RESEN

DIAGNOSE  
ENV

# UPSHOT

1. **High concern about home ownership and rental affordability:** More than four in five residents are concerned or somewhat concerned about both home ownership affordability (86%) and rental affordability (82%), with homeowners and renters reporting similar levels of concern.
2. **Strong support for reducing barriers to housing supply:** Three in four residents support or somewhat support the Municipality reducing red tape for new homes and renovations (76%) and lowering development charges for all home buyers (75%).
3. **Significant support for making the HST reduction permanent:** More than half of residents are aware of the HST reduction on new home builds (55%), and among those aware, two thirds support to one extent or another making the reduction permanent (67%).
4. **Residents view the Municipal government more favourably on creating housing supply than affordable housing:** Residents are more likely to believe the Municipal government is doing a very good or good job at creating an environment to build more homes (31%) than creating an environment to build more affordable housing (21%) or controlling development charges (16%).
5. **Positive quality of life and community reputation:** Asked how they would rate their community on a scale from 0 to 10, four in five residents gave a score of 7-10 out of 10 to their community as a safe place to live (80%), a place to raise a family (79%) and a good overall quality of life (79%).



# Quality of life

*Majority describe the quality of life in the community as good or very good. The community also is seen as a safe place to live and as a place to raise a family.*

# Advice to make the community a better place

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

## TOP RESPONSES

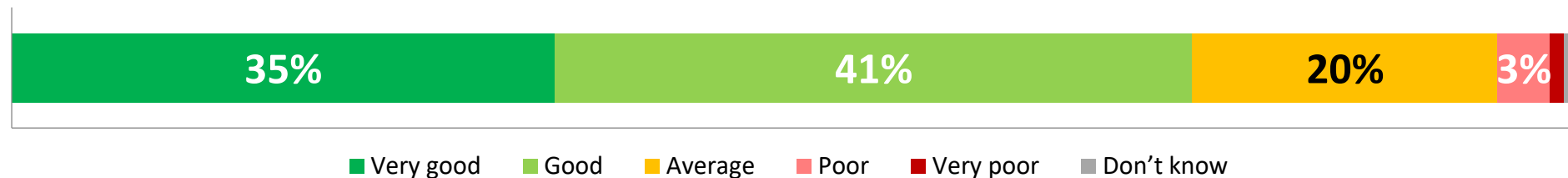
When asked to share a piece of advice to make their community a better place, the top response consists of addressing homelessness (14%), followed by supporting inclusive and respectful community values (eight per cent) and lowering taxes and government costs (seven per cent).

|                                                     | Total 2026-09<br>(n=475) |
|-----------------------------------------------------|--------------------------|
| Address homelessness                                | 14.3%                    |
| Support inclusive and respectful community values   | 7.6%                     |
| Lower taxes and government costs                    | 6.8%                     |
| Preserve the community's current size and character | 5.4%                     |
| Fix roads and core infrastructure                   | 5.2%                     |
| Improve council transparency and performance        | 4.7%                     |
| Boost downtown and local business                   | 4.5%                     |
| Strengthen policing and crime enforcement           | 3.9%                     |
| Tackle drug addiction and street drugs              | 3.1%                     |
| Add parks and outdoor amenities                     | 2.9%                     |
| Improve traffic safety and driver behavior          | 2.5%                     |
| Expand affordable housing                           | 2.1%                     |
| Expand recreation and entertainment options         | 2.1%                     |
| Increase transit and on-demand transportation       | 2.1%                     |
| Other                                               | 7.4%                     |
| Not Sure                                            | 14.0%                    |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=475, accurate 4.5 percentage points plus or minus, 19 times out of 20.

# Overall quality of life in the community

Q – Overall, how would you describe the overall quality of life in your community?



\*Weighted to the true population proportion.

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

\*Data labels below 3% have been removed for clarity.

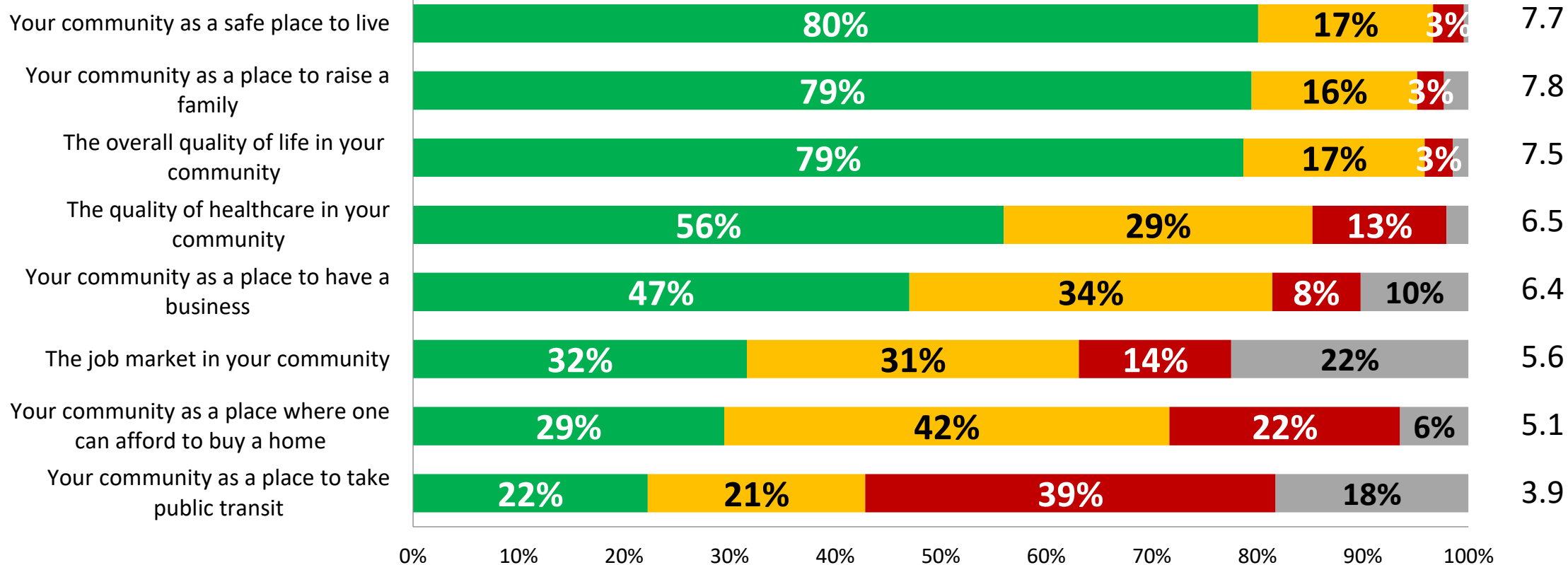
## Residents are **18 times**

more likely to describe the overall quality of life in their community as good (41%) or very good (35%) rather than poor (three per cent) or very poor (one per cent). One in five say the overall quality of life in their community is average (20%) and one per cent are unsure. Residents aged 55 plus are more likely to view this as outright very good (45%) compared to those aged 18 to 34 (16%).

# Rating Woodstock, Ingersoll, Tillsonburg & Area

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

**Mean**



\*Weighted to the true population proportion.

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

\*Data labels below 3% have been removed for clarity.

■ Good (7-10)

■ Average (4-6)

■ Poor (0-3)

■ Unsure

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the community as a safe place to live – By region, age and gender

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

**Your community as a safe place to live**

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>7.7</b>                  | <b>7.5</b>       | <b>8.1</b>       | <b>7.8</b>      | <b>7.7</b>        | <b>7.4</b>         | <b>7.7</b>          | <b>7.9</b>         |
| Net - Good (7-10)   | 80.1%                       | 77.2%            | 85.0%            | 82.0%           | 78.2%             | 79.4%              | 77.6%               | 82.2%              |
| Net - Neutral (4-6) | 16.6%                       | 18.8%            | 12.8%            | 14.9%           | 18.1%             | 17.0%              | 18.8%               | 14.7%              |
| Net - Poor (0-3)    | 2.9%                        | 3.8%             | 1.5%             | 3.1%            | 2.8%              | 3.5%               | 3.6%                | 2.1%               |
| Don't know          | 0.4%                        | 0.2%             | 0.8%             | -               | 0.9%              | -                  | -                   | 1.0%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the community as a place to raise a family – By region, age and gender

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

**Your community as a place to raise a family**

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>7.8</b>                  | <b>7.6</b>       | <b>8.1</b>       | <b>7.8</b>      | <b>7.8</b>        | <b>7.4</b>         | <b>7.8</b>          | <b>8.1</b>         |
| Net - Good (7-10)   | 79.4%                       | 77.5%            | 82.8%            | 80.2%           | 78.8%             | 76.7%              | 80.2%               | 80.5%              |
| Net - Neutral (4-6) | 15.7%                       | 16.5%            | 14.2%            | 16.2%           | 15.2%             | 15.9%              | 17.4%               | 14.3%              |
| Net - Poor (0-3)    | 2.5%                        | 3.4%             | 1.0%             | 2.4%            | 2.6%              | 4.6%               | 2.4%                | 1.4%               |
| Don't know          | 2.3%                        | 2.6%             | 2.0%             | 1.2%            | 3.4%              | 2.7%               | -                   | 3.8%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the overall quality of life in the community – By region, age and gender

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

**The overall quality of life in your community**

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>7.5</b>                  | <b>7.4</b>       | <b>7.7</b>       | <b>7.5</b>      | <b>7.5</b>        | <b>7.2</b>         | <b>7.4</b>          | <b>7.8</b>         |
| Net - Good (7-10)   | 78.7%                       | 76.5%            | 82.4%            | 76.7%           | 80.5%             | 74.3%              | 76.5%               | 82.8%              |
| Net - Neutral (4-6) | 17.2%                       | 18.4%            | 15.0%            | 19.9%           | 14.6%             | 20.0%              | 19.7%               | 13.7%              |
| Net - Poor (0-3)    | 2.7%                        | 3.2%             | 1.8%             | 2.6%            | 2.7%              | 3.0%               | 3.2%                | 2.1%               |
| Don't know          | 1.5%                        | 1.9%             | 0.8%             | 0.7%            | 2.2%              | 2.7%               | 0.6%                | 1.4%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the overall quality of life in the community – By home ownership

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

The overall quality of life in your community

|                     | Total<br>2026-09<br>(n=524) | Own<br>(n=389) | Rent<br>(n=111) | Refuse<br>(n=24) |
|---------------------|-----------------------------|----------------|-----------------|------------------|
| <b>Mean</b>         | <b>7.5</b>                  | <b>7.7</b>     | <b>7.0</b>      |                  |
| Net - Good (7-10)   | 78.7%                       | 83.6%          | 68.3%           |                  |
| Net - Neutral (4-6) | 17.2%                       | 14.3%          | 23.0%           |                  |
| Net - Poor (0-3)    | 2.7%                        | 1.4%           | 5.4%            |                  |
| Don't know          | 1.5%                        | 0.7%           | 3.3%            |                  |

\*Responses with a sample size of less than 30 have been shaded.

Those who rent are less likely to rate the overall quality of life in their community as good (68%; score 7-10 out of 10) compared to those who own a home (84%; score 7-10 out of 10).

# Rating the quality of healthcare in the community – By region, age, gender

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

The quality of healthcare in your community

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>6.5</b>                  | <b>6.6</b>       | <b>6.2</b>       | <b>6.6</b>      | <b>6.4</b>        | <b>5.9</b>         | <b>6.2</b>          | <b>7.0</b>         |
| Net - Good (7-10)   | 56.0%                       | 59.8%            | 49.4%            | 59.0%           | 53.1%             | 45.1%              | 52.9%               | 64.5%              |
| Net - Neutral (4-6) | 29.2%                       | 26.6%            | 33.8%            | 25.5%           | 32.7%             | 34.1%              | 32.4%               | 24.2%              |
| Net - Poor (0-3)    | 12.7%                       | 11.2%            | 15.2%            | 13.1%           | 12.3%             | 16.9%              | 13.2%               | 9.9%               |
| Don't know          | 2.1%                        | 2.4%             | 1.6%             | 2.3%            | 1.9%              | 4.0%               | 1.5%                | 1.4%               |

Those aged 55 plus are more likely to rate the quality of healthcare in their community as good (65%; score 7-10 out of 10) compared to those aged 18 to 34 (45%).

# Rating the community as a place to have a business – By region, age and gender

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

Your community as a place to have a business

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>6.4</b>                  | <b>6.3</b>       | <b>6.4</b>       | <b>6.4</b>      | <b>6.4</b>        | <b>5.9</b>         | <b>6.3</b>          | <b>6.7</b>         |
| Net - Good (7-10)   | 47.0%                       | 45.9%            | 49.0%            | 48.7%           | 45.5%             | 35.9%              | 46.2%               | 54.1%              |
| Net - Neutral (4-6) | 34.4%                       | 34.2%            | 34.8%            | 34.3%           | 34.5%             | 38.8%              | 39.2%               | 28.4%              |
| Net - Poor (0-3)    | 8.4%                        | 9.3%             | 6.7%             | 8.7%            | 8.1%              | 14.1%              | 6.8%                | 6.1%               |
| Don't know          | 10.2%                       | 10.6%            | 9.6%             | 8.4%            | 12.0%             | 11.2%              | 7.8%                | 11.4%              |

Those aged 55 plus are more likely to rate their community as a good place to have a business (54%; score 7-10 out of 10) compared to those aged 18 to 34 (36%; score 7-10 out of 10).

# Rating the community as a place to have a business – By household income

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

Your community as a place to have a business

|                     | Total<br>2026-09<br>(n=524) | Under<br>\$20,000<br>(n=29) | \$20,000<br>to just<br>under<br>\$40,000<br>(n=76) | \$40,000<br>to just<br>under<br>\$60,000<br>(n=71) | \$60,000<br>to just<br>under<br>\$80,000<br>(n=66) | \$80,000<br>to just<br>under<br>\$100,000<br>(n=54) | \$100,000<br>to just<br>under<br>\$120,000<br>(n=34) | \$120,000<br>to just<br>under<br>\$150,000<br>(n=26) | \$150,000<br>and<br>above<br>(n=51) | Prefer not<br>to answer<br>(n=117) |
|---------------------|-----------------------------|-----------------------------|----------------------------------------------------|----------------------------------------------------|----------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|-------------------------------------|------------------------------------|
| Mean                | 6.4                         |                             | 5.7                                                | 6.3                                                | 6.9                                                | 6.1                                                 | 6.5                                                  |                                                      | 7.0                                 | 6.4                                |
| Net - Good (7-10)   | 47.0%                       |                             | 31.3%                                              | 43.0%                                              | 60.6%                                              | 47.7%                                               | 52.2%                                                |                                                      | 53.8%                               | 46.9%                              |
| Net - Neutral (4-6) | 34.4%                       |                             | 38.8%                                              | 40.0%                                              | 28.0%                                              | 33.0%                                               | 27.2%                                                |                                                      | 38.5%                               | 31.5%                              |
| Net - Poor (0-3)    | 8.4%                        |                             | 13.3%                                              | 7.4%                                               | 4.5%                                               | 11.3%                                               | 11.5%                                                |                                                      | -                                   | 8.4%                               |
| Don't know          | 10.2%                       |                             | 16.6%                                              | 9.6%                                               | 6.9%                                               | 8.1%                                                | 9.1%                                                 |                                                      | 7.6%                                | 13.2%                              |

\*Responses with a sample size of less than 30 have been shaded.

Those with a household income of \$60,000 to just under \$80,000 are more likely to rate their community as a good place to have a business (61%; score 7-10 out of 10) than those with a household income of \$20,000 to just under \$40,000 (31%; score 7-10 out of 10).

# Rating the community as a place to have a business – By education

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

**Your community as a place to have a business**

|                     | Total<br>2026-09<br>(n=524) | Some high<br>school<br>(n=44) | Completed<br>high school<br>(n=137) | Some<br>college or<br>university<br>(n=72) | Completed<br>college<br>(n=128) | Completed<br>university<br>(n=88) | Completed<br>graduate<br>studies<br>(n=37) | Refuse/No<br>Answer<br>(n=18) |
|---------------------|-----------------------------|-------------------------------|-------------------------------------|--------------------------------------------|---------------------------------|-----------------------------------|--------------------------------------------|-------------------------------|
| <b>Mean</b>         | <b>6.4</b>                  | <b>5.5</b>                    | <b>6.4</b>                          | <b>6.2</b>                                 | <b>6.4</b>                      | <b>6.6</b>                        | <b>6.6</b>                                 |                               |
| Net - Good (7-10)   | 47.0%                       | 37.3%                         | 47.4%                               | 31.4%                                      | 50.5%                           | 53.4%                             | 54.7%                                      |                               |
| Net - Neutral (4-6) | 34.4%                       | 25.6%                         | 37.3%                               | 52.8%                                      | 29.8%                           | 27.3%                             | 32.1%                                      |                               |
| Net - Poor (0-3)    | 8.4%                        | 20.2%                         | 6.2%                                | 4.2%                                       | 10.2%                           | 8.7%                              | 6.5%                                       |                               |
| Don't know          | 10.2%                       | 16.9%                         | 9.1%                                | 11.6%                                      | 9.6%                            | 10.6%                             | 6.7%                                       |                               |

\*Responses with a sample size of less than 30 have been shaded.

Those with some college or university are less likely to rate their community as a good place to have a business (31%; score 7-10 out of 10) compared to those who have completed graduate studies (55%; score 7-10 out of 10).

# Rating the job market in the community – By region, age and gender

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

The job market in your community

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>5.6</b>                  | <b>5.6</b>       | <b>5.6</b>       | <b>5.7</b>      | <b>5.4</b>        | <b>5.2</b>         | <b>5.6</b>          | <b>5.8</b>         |
| Net - Good (7-10)   | 31.6%                       | 30.1%            | 34.3%            | 35.4%           | 28.1%             | 28.4%              | 36.4%               | 30.1%              |
| Net - Neutral (4-6) | 31.5%                       | 34.2%            | 26.8%            | 31.9%           | 31.1%             | 32.9%              | 36.9%               | 26.7%              |
| Net - Poor (0-3)    | 14.4%                       | 13.3%            | 16.4%            | 13.4%           | 15.4%             | 20.3%              | 13.1%               | 11.9%              |
| Don't know          | 22.5%                       | 22.4%            | 22.6%            | 19.4%           | 25.4%             | 18.3%              | 13.6%               | 31.3%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the community as a place where one can afford to buy a home – By region, age and gender

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

**Your community as a place where one can afford to buy a home**

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>5.1</b>                  | <b>5.1</b>       | <b>5.1</b>       | <b>4.9</b>      | <b>5.3</b>        | <b>4.5</b>         | <b>4.7</b>          | <b>5.7</b>         |
| Net - Good (7-10)   | 29.5%                       | 29.6%            | 29.3%            | 26.5%           | 32.3%             | 26.9%              | 26.0%               | 33.5%              |
| Net - Neutral (4-6) | 42.2%                       | 41.8%            | 42.8%            | 44.5%           | 40.0%             | 36.9%              | 44.1%               | 43.9%              |
| Net - Poor (0-3)    | 21.8%                       | 22.3%            | 21.1%            | 23.9%           | 19.9%             | 32.5%              | 26.9%               | 12.0%              |
| Don't know          | 6.5%                        | 6.3%             | 6.8%             | 5.1%            | 7.8%              | 3.7%               | 3.0%                | 10.6%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the community as a place where one can afford to buy a home – By home ownership

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

Your community as a place where one can afford to buy a home

|                     | Total<br>2026-09<br>(n=524) | Own<br>(n=389) | Rent<br>(n=111) | Refuse<br>(n=24) |
|---------------------|-----------------------------|----------------|-----------------|------------------|
| <b>Mean</b>         | <b>5.1</b>                  | <b>5.4</b>     | <b>4.3</b>      |                  |
| Net - Good (7-10)   | 29.5%                       | 33.1%          | 17.1%           |                  |
| Net - Neutral (4-6) | 42.2%                       | 44.7%          | 35.8%           |                  |
| Net - Poor (0-3)    | 21.8%                       | 17.5%          | 32.4%           |                  |
| Don't know          | 6.5%                        | 4.7%           | 14.7%           |                  |

\*Responses with a sample size of less than 30 have been shaded.

Those who rent are more likely to rate their community as a poor place where one can afford to buy a home (32%; score 0-3 out of 10) compared to those who own a home (18%; score 0-3 out of 10).

# Rating the community as a place to take public transit – By region, age and gender

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

**Your community as a place to take public transit**

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| <b>Mean</b>         | <b>3.9</b>                  | <b>4.4</b>       | <b>3.1</b>       | <b>4.4</b>      | <b>3.5</b>        | <b>3.7</b>         | <b>3.7</b>          | <b>4.2</b>         |
| Net - Good (7-10)   | 22.2%                       | 26.7%            | 14.5%            | 26.2%           | 18.5%             | 17.3%              | 22.1%               | 25.2%              |
| Net - Neutral (4-6) | 20.6%                       | 21.3%            | 19.4%            | 20.5%           | 20.7%             | 25.9%              | 16.9%               | 20.1%              |
| Net - Poor (0-3)    | 38.9%                       | 32.6%            | 49.6%            | 33.9%           | 43.6%             | 39.4%              | 45.1%               | 34.2%              |
| Don't know          | 18.3%                       | 19.3%            | 16.4%            | 19.4%           | 17.2%             | 17.3%              | 15.9%               | 20.5%              |

Those who are in the South are more likely to rate their community as a poor place to take public transit (50%; score 0-3 out of 10) compared to those who live in the North (33%; score 0-3 out of 10).



# Real Estate/Housing market

*More than half of residents think the value of real estate will stay the same. The remaining are split on whether it will increase (24%) or decrease (19%).*

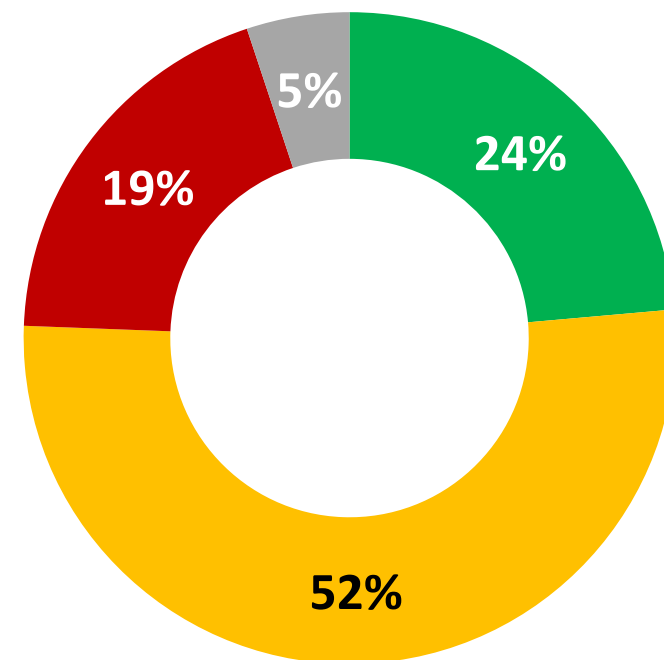
## Views on the value of real estate in the neighborhood for the next six months

Over **1 in 2** residents

believe the value of real estate in their neighborhood will stay the same (52%).

Nearly one in four think the value will increase (24%) and close to one in five expect it to decrease (19%). Five per cent of residents are unsure.

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?



■ Increase ■ Stay the same ■ Decrease ■ Unsure [unprompted]

\*Weighted to the true population proportion.

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

# Views on the value of real estate in the neighborhood for the next six months– By region, age and gender

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?

|                     | Total<br>2026-09<br>(n=521) | North<br>(n=326) | South<br>(n=195) | Male<br>(n=269) | Female<br>(n=252) | 18 to 34<br>(n=97) | 35 to 54<br>(n=134) | 55 plus<br>(n=290) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Increase            | 23.6%                       | 25.3%            | 20.8%            | 27.3%           | 20.2%             | 21.9%              | 24.4%               | 24.1%              |
| Stay the same       | 52.0%                       | 51.2%            | 53.4%            | 47.8%           | 55.9%             | 47.7%              | 53.8%               | 53.2%              |
| Decrease            | 19.3%                       | 18.1%            | 21.3%            | 21.1%           | 17.6%             | 22.4%              | 20.3%               | 16.8%              |
| Unsure [unprompted] | 5.1%                        | 5.4%             | 4.5%             | 3.8%            | 6.3%              | 8.0%               | 1.5%                | 5.9%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=521, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Views on the value of real estate in the neighborhood for the next six months – By household income

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?

|                     | Total<br>2026-09<br>(n=521) | Under<br>\$20,000<br>(n=29) | \$20,000<br>to just<br>under<br>\$40,000<br>(n=76) | \$40,000<br>to just<br>under<br>\$60,000<br>(n=71) | \$60,000<br>to just<br>under<br>\$80,000<br>(n=66) | \$80,000<br>to just<br>under<br>\$100,000<br>(n=54) | \$100,000<br>to just<br>under<br>\$120,000<br>(n=34) | \$120,000<br>to just<br>under<br>\$150,000<br>(n=26) | \$150,000<br>and<br>above<br>(n=51) | Prefer not<br>to answer<br>(n=114) |
|---------------------|-----------------------------|-----------------------------|----------------------------------------------------|----------------------------------------------------|----------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|-------------------------------------|------------------------------------|
| Increase            | 23.6%                       |                             | 20.8%                                              | 18.1%                                              | 33.0%                                              | 22.2%                                               | 16.7%                                                |                                                      | 20.1%                               | 21.1%                              |
| Stay the same       | 52.0%                       |                             | 51.4%                                              | 65.0%                                              | 40.9%                                              | 56.5%                                               | 43.2%                                                |                                                      | 62.0%                               | 47.8%                              |
| Decrease            | 19.3%                       |                             | 22.8%                                              | 15.8%                                              | 20.9%                                              | 18.0%                                               | 37.8%                                                |                                                      | 17.9%                               | 19.3%                              |
| Unsure [unprompted] | 5.1%                        |                             | 5.0%                                               | 1.1%                                               | 5.2%                                               | 3.4%                                                | 2.3%                                                 |                                                      | -                                   | 11.8%                              |

\*Responses with a sample size of less than 30 have been shaded.

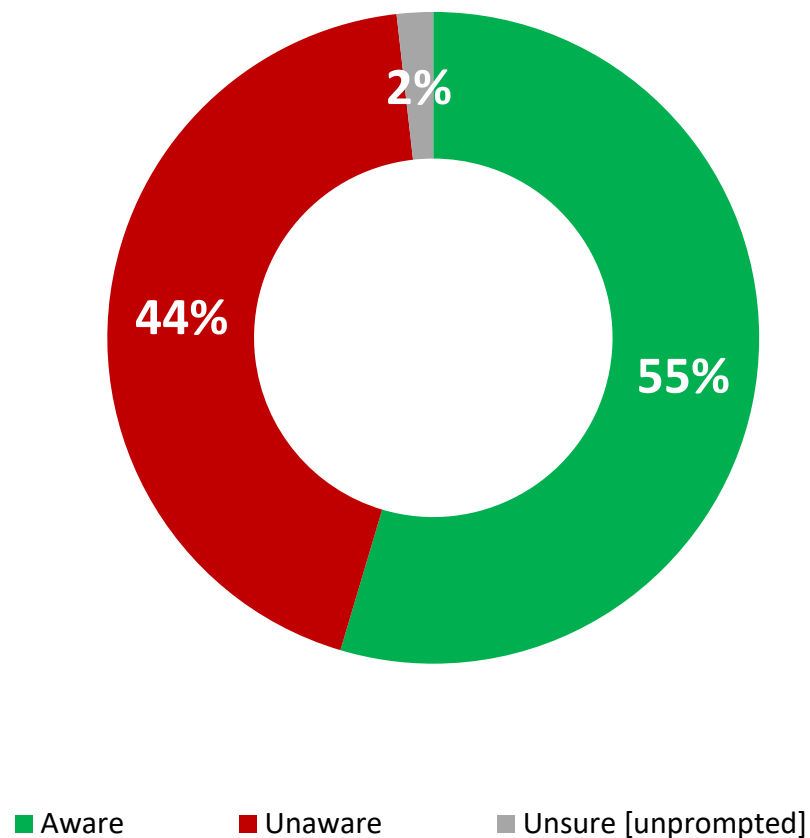
Those with a household income of \$40,000 to just under \$60,000 are more likely to believe that the value of real estate in their neighborhood will stay the same (65%) compared to residents overall (52%).



# Taxes

*Over half are aware of the HST reduction on new home builds rather than unaware. Those who are aware show high support towards making the HST reduction permanent on new home builds.*

Q – Are you aware or unaware of the HST reduction on new home builds?



\*Weighted to the true population proportion.

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

## Awareness of the HST reduction on new home builds

More than **half** of residents

are aware (55%) of the HST reduction on new home builds. In contrast, over two in five say they are unaware of this (44%) and two per cent are unsure.

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Awareness of the HST reduction on new home builds – By region, age and gender

Q – Are you aware or unaware of the HST reduction on new home builds?

|                     | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|---------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Aware               | 54.6%                       | 55.1%            | 53.7%            | 56.6%           | 52.6%             | 44.7%              | 55.8%               | 59.5%              |
| Unaware             | 43.6%                       | 42.6%            | 45.3%            | 42.7%           | 44.5%             | 53.9%              | 42.9%               | 38.1%              |
| Unsure [unprompted] | 1.8%                        | 2.3%             | 1.0%             | 0.7%            | 2.9%              | 1.4%               | 1.3%                | 2.4%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Awareness of the HST reduction on new home builds – By home ownership

Q – Are you aware or unaware of the HST reduction on new home builds?

|                     | Total<br>2026-09<br>(n=524) | Own<br>(n=389) | Rent<br>(n=111) | Refuse<br>(n=24) |
|---------------------|-----------------------------|----------------|-----------------|------------------|
| Aware               | 54.6%                       | 60.8%          | 39.2%           |                  |
| Unaware             | 43.6%                       | 38.5%          | 56.3%           |                  |
| Unsure [unprompted] | 1.8%                        | 0.7%           | 4.5%            |                  |

\*Responses with a sample size of less than 30 have been shaded.

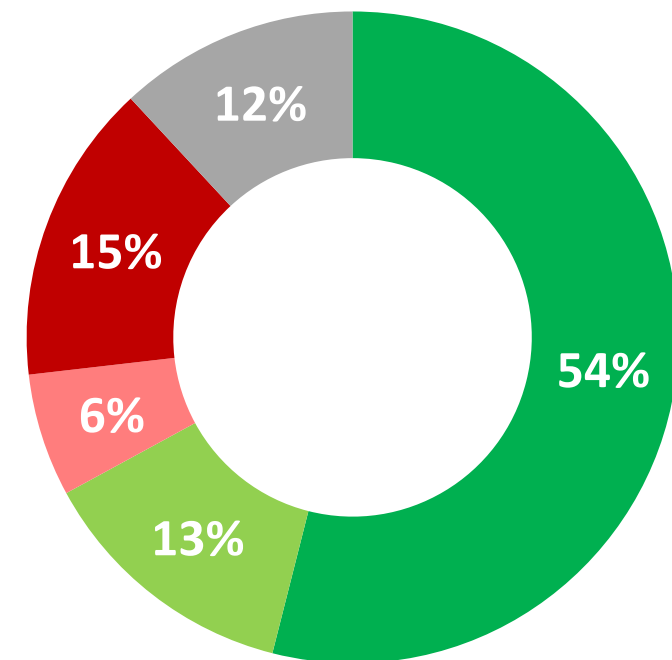
Those who own a home are much more likely to be aware of the HST reduction on new home builds (61%) compared to those who rent (39%).

# Views on making the HST reduction on new home builds permanent

## 2 in 3 residents

support (54%) or somewhat support (13%) making the HST reduction on new home builds permanent. Just over one in five oppose (15%) or somewhat oppose (six per cent) it and 12 per cent are unsure. Residents are over three times more likely to support/somewhat support (67%) making the HST reduction on new home builds permanent than to oppose/somewhat oppose (21%).

[IF AWARE OF THE HST REDUCTION ON NEW HOME BUILDS] Q – Do you support, somewhat support, somewhat oppose or oppose making the HST reduction on new home builds permanent?



■ Support

■ Somewhat support

■ Somewhat oppose

■ Oppose

■ Unsure

\*Weighted to the true population proportion.

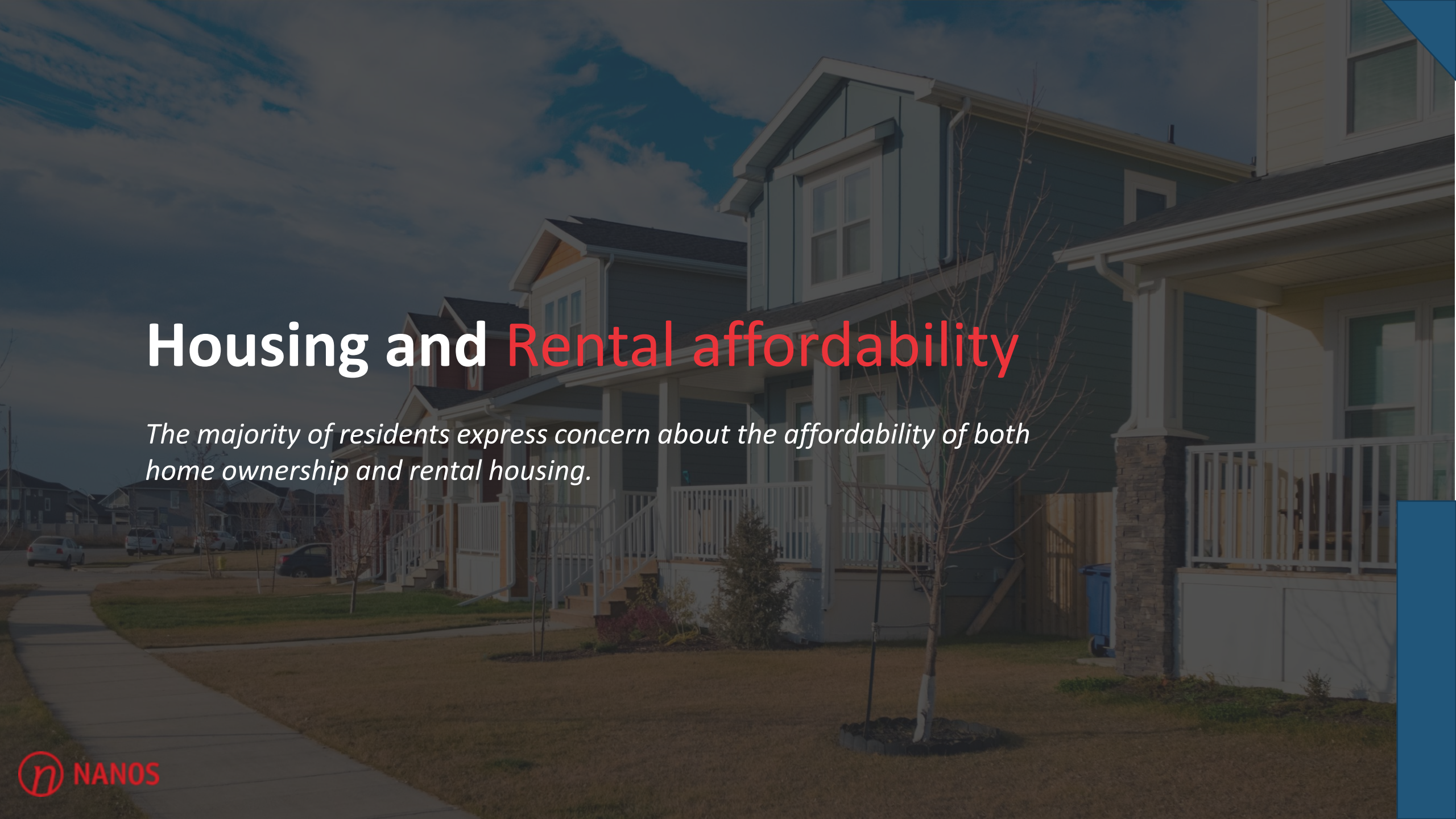
\*Charts may not add up to 100 due to rounding.

# Views on making the HST reduction on new home builds permanent – By region, age and gender

[IF AWARE OF THE HST REDUCTION ON NEW HOME BUILDS] Q – Do you support, somewhat support, somewhat oppose or oppose making the HST reduction on new home builds permanent?

|                  | Total<br>2026-09<br>(n=292) | North<br>(n=183) | South<br>(n=109) | Male<br>(n=157) | Female<br>(n=135) | 18 to 34<br>(n=43) | 35 to 54<br>(n=75) | 55 plus<br>(n=174) |
|------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|--------------------|--------------------|
| Support          | 53.9%                       | 50.9%            | 59.3%            | 60.0%           | 47.7%             | 43.8%              | 54.7%              | 57.9%              |
| Somewhat support | 13.1%                       | 11.5%            | 16.0%            | 11.7%           | 14.6%             | 13.5%              | 11.9%              | 13.8%              |
| Somewhat oppose  | 6.1%                        | 8.2%             | 2.5%             | 5.8%            | 6.5%              | 6.7%               | 6.2%               | 5.8%               |
| Oppose           | 14.9%                       | 14.8%            | 15.1%            | 13.8%           | 16.0%             | 13.5%              | 19.0%              | 12.7%              |
| Unsure           | 11.9%                       | 14.6%            | 7.2%             | 8.7%            | 15.2%             | 22.6%              | 8.2%               | 9.8%               |

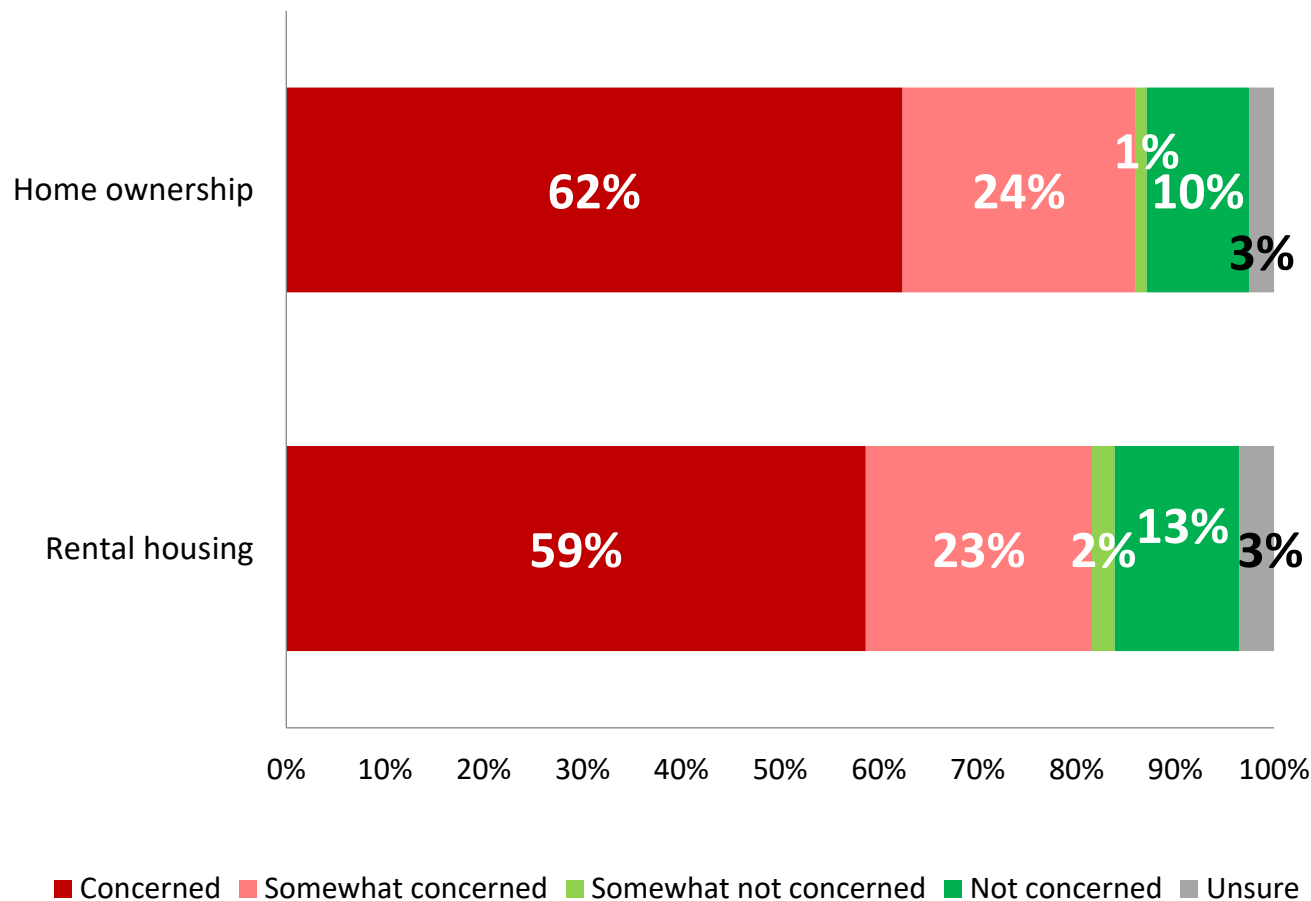
Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=292 residents aware of the HST reduction on new homes, accurate 5.8 percentage points plus or minus, 19 times out of 20.



# Housing and Rental affordability

*The majority of residents express concern about the affordability of both home ownership and rental housing.*

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the affordability of the following TODAY: [ROTATE]



\*Weighted to the true population proportion.

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

## Level of concern about home and rental affordability

Over **4 in 5** residents

are concerned or somewhat concerned about both the affordability of home ownership today (62% concerned; 24% somewhat concerned) and the affordability of rental housing today (59% concerned; 23% somewhat concerned). Residents are nearly eight times more likely to be concerned/somewhat concerned (86%) of home ownership affordability than to not be concerned/somewhat concerned (11%).

# Concern about home ownership affordability today – By region, age and gender

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the affordability of the following TODAY:  
[ROTATE] **Home Ownership**

|                        | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|------------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Concerned              | 62.4%                       | 63.7%            | 60.2%            | 59.8%           | 64.8%             | 68.8%              | 64.9%               | 56.8%              |
| Somewhat concerned     | 23.6%                       | 24.1%            | 22.9%            | 25.2%           | 22.1%             | 18.5%              | 28.1%               | 23.4%              |
| Somewhat not concerned | 1.1%                        | 1.4%             | 0.7%             | 1.0%            | 1.3%              | 2.2%               | 0.8%                | 0.7%               |
| Not concerned          | 10.4%                       | 8.4%             | 13.6%            | 12.1%           | 8.7%              | 7.6%               | 4.7%                | 16.0%              |
| Unsure                 | 2.5%                        | 2.5%             | 2.6%             | 1.9%            | 3.1%              | 2.9%               | 1.5%                | 3.1%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Concern about rental housing affordability today – By region, age and gender

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the affordability of the following TODAY:  
[ROTATE] **Rental housing**

|                        | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|------------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Concerned              | 58.7%                       | 58.1%            | 59.6%            | 54.7%           | 62.4%             | 52.4%              | 65.9%               | 57.2%              |
| Somewhat concerned     | 22.9%                       | 25.2%            | 18.8%            | 23.8%           | 22.0%             | 26.5%              | 23.6%               | 20.2%              |
| Somewhat not concerned | 2.3%                        | 1.9%             | 3.0%             | 3.4%            | 1.3%              | 3.8%               | 1.5%                | 2.0%               |
| Not concerned          | 12.7%                       | 11.3%            | 15.0%            | 15.9%           | 9.6%              | 12.9%              | 8.1%                | 15.7%              |
| Unsure                 | 3.5%                        | 3.4%             | 3.7%             | 2.1%            | 4.8%              | 4.4%               | 0.9%                | 4.8%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

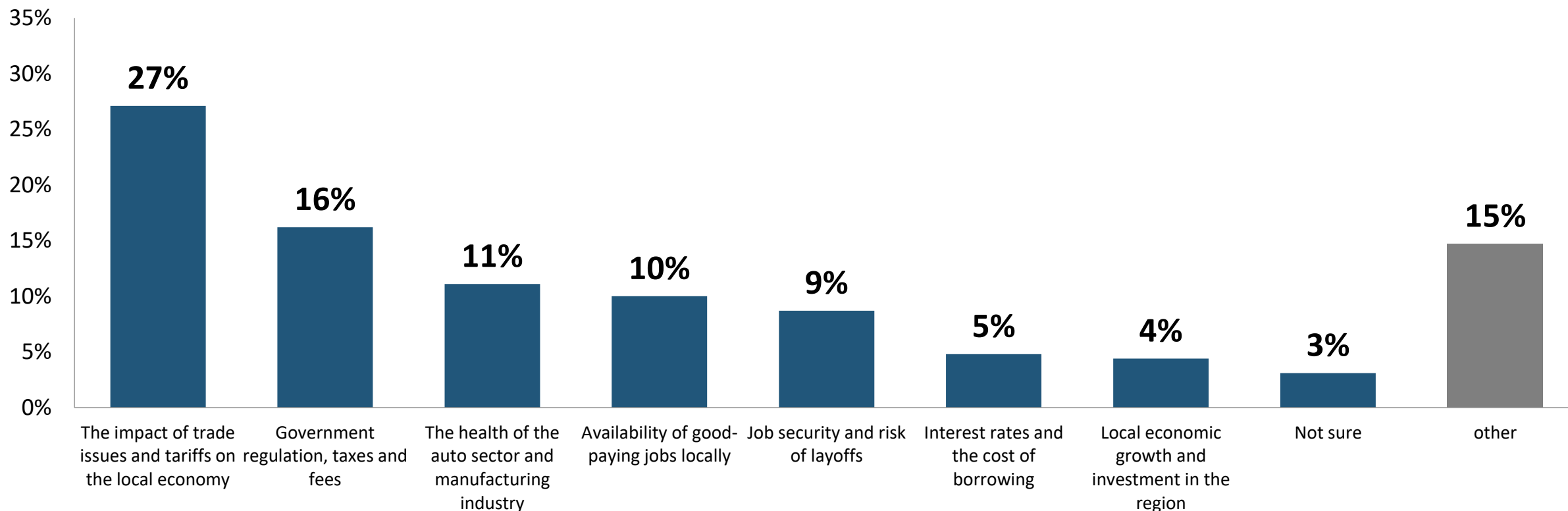


# Tariffs & Trade/Economy

*The impact of trade issues and tariffs is the top economic concern for the community, along with government regulation, taxes and fees and the health of the auto sector and manufacturing industry.*

# Top concerns thinking about the state of the economy

Q – Thinking about the state of the economy in your community, what are you most concerned about? [RANDOMIZE]



When thinking about the state of the economy in their community, over one in four residents mention the impact of trade issues and tariffs on the local economy (27%) as the issue they are most concerned about. This is followed by government regulation, taxes and fees (16%) and the health of the auto sector and manufacturing industry (11%).

\*Weighted to the true population proportion.

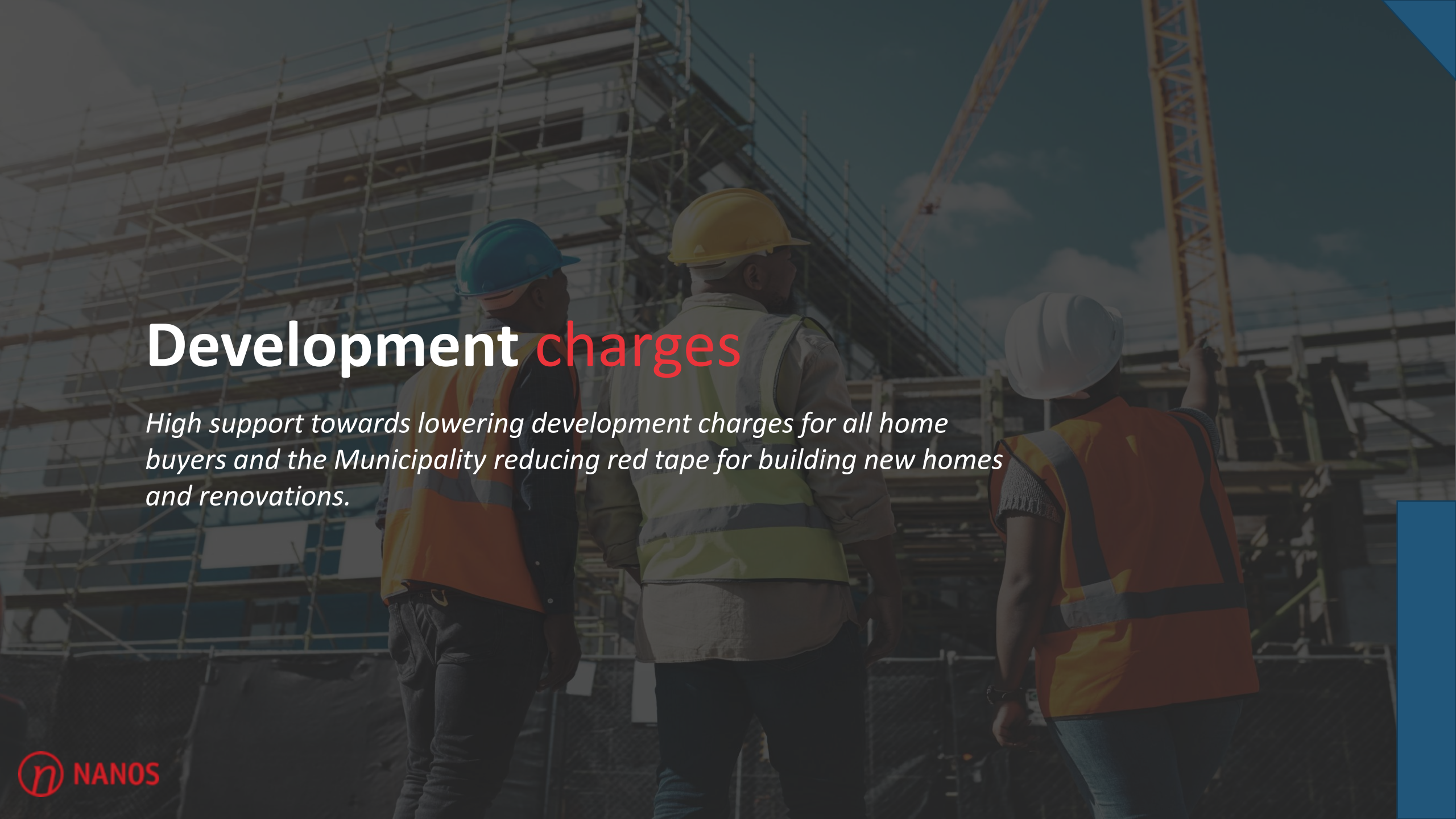
\*Charts may not add up to 100 due to rounding.

# Top concerns thinking about the state of the economy – By region, age and gender

Q – Thinking about the state of the economy in your community, what are you most concerned about? [RANDOMIZE]

|                                                             | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|-------------------------------------------------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| The impact of trade issues and tariffs on the local economy | 27.1%                       | 26.7%            | 27.7%            | 25.1%           | 28.9%             | 24.1%              | 21.0%               | 33.2%              |
| Government regulation, taxes and fees                       | 16.2%                       | 16.5%            | 15.7%            | 19.1%           | 13.5%             | 19.8%              | 19.1%               | 12.0%              |
| The health of the auto sector and manufacturing industry    | 11.1%                       | 12.3%            | 9.0%             | 12.6%           | 9.6%              | 9.8%               | 13.2%               | 10.3%              |
| Availability of good-paying jobs locally                    | 10.0%                       | 9.9%             | 10.1%            | 7.7%            | 12.1%             | 14.2%              | 11.4%               | 6.5%               |
| Job security and risk of layoffs                            | 8.7%                        | 9.7%             | 7.1%             | 9.2%            | 8.3%              | 2.3%               | 12.7%               | 9.6%               |
| Interest rates and the cost of borrowing                    | 4.8%                        | 5.8%             | 3.0%             | 5.4%            | 4.1%              | 5.2%               | 6.3%                | 3.4%               |
| Local economic growth and investment in the region          | 4.4%                        | 3.0%             | 6.9%             | 2.3%            | 6.4%              | 6.8%               | 3.3%                | 3.8%               |
| Not sure                                                    | 3.1%                        | 2.4%             | 4.3%             | 3.4%            | 2.8%              | 2.3%               | 0.8%                | 5.1%               |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

A background image of a construction site with scaffolding and cranes. Three construction workers in safety vests and hard hats are in the foreground, looking towards the building under construction. The image is darkened to allow text to be visible.

# Development charges

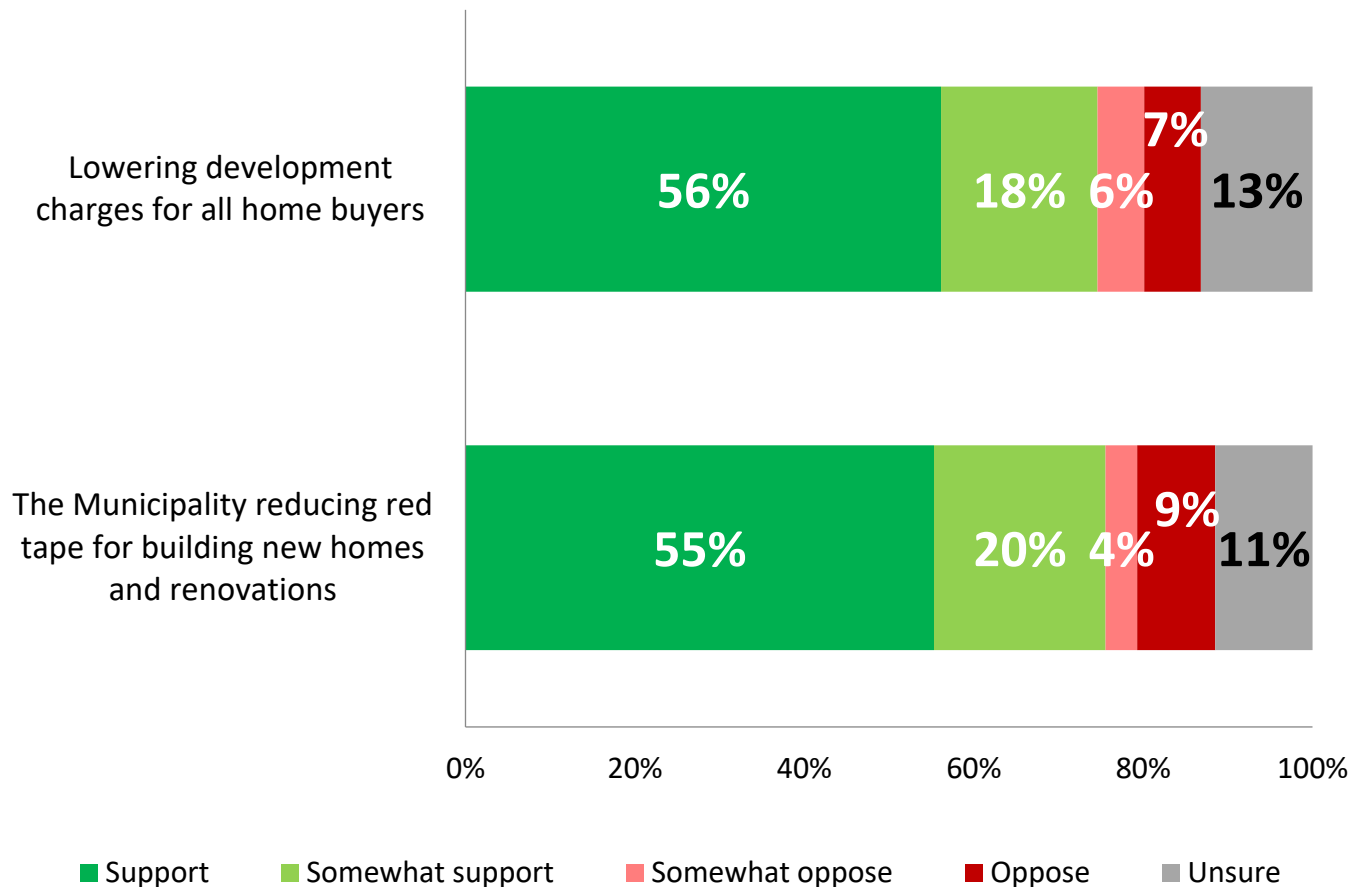
*High support towards lowering development charges for all home buyers and the Municipality reducing red tape for building new homes and renovations.*

# Level of support on potential ways to address housing affordability issues in the community

## 3 in 4 residents

support (56%) or somewhat support (18%) lowering development charges for all home buyers and support (55%) or somewhat support (20%) the Municipality reducing red tape for building new homes and renovations. Residents are about six times more likely to support/somewhat support the following ways to address housing affordability issues in their community than to oppose/somewhat oppose them.

Q – Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in your community?  
[RANDOMIZE]



\*Weighted to the true population proportion.

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

# Views on lowering development charges for all home buyers – By region, age and gender

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

|                  | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Support          | 56.2%                       | 56.9%            | 54.8%            | 60.8%           | 51.8%             | 53.5%              | 62.8%               | 53.0%              |
| Somewhat support | 18.5%                       | 18.9%            | 17.6%            | 17.4%           | 19.5%             | 17.4%              | 22.1%               | 16.5%              |
| Somewhat oppose  | 5.5%                        | 7.1%             | 2.9%             | 4.6%            | 6.4%              | 5.2%               | 2.4%                | 7.9%               |
| Oppose           | 6.7%                        | 6.3%             | 7.4%             | 7.0%            | 6.4%              | 8.5%               | 4.0%                | 7.6%               |
| Unsure           | 13.2%                       | 10.8%            | 17.3%            | 10.3%           | 15.9%             | 15.4%              | 8.8%                | 15.0%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Views on the Municipality reducing red tape for building new homes and renovations – By region, age and gender

Q – Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in your community? [RANDOMIZE] **The Municipality reducing red tape for building new homes and renovations**

|                  | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|------------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Support          | 55.3%                       | 55.5%            | 55.1%            | 61.5%           | 49.5%             | 49.5%              | 61.5%               | 54.4%              |
| Somewhat support | 20.2%                       | 19.3%            | 21.8%            | 16.4%           | 23.8%             | 20.2%              | 23.6%               | 17.9%              |
| Somewhat oppose  | 3.8%                        | 3.8%             | 3.6%             | 4.2%            | 3.4%              | 1.4%               | 4.3%                | 4.8%               |
| Oppose           | 9.2%                        | 9.3%             | 8.9%             | 10.0%           | 8.4%              | 12.1%              | 7.1%                | 8.9%               |
| Unsure           | 11.5%                       | 12.0%            | 10.6%            | 7.9%            | 14.9%             | 16.8%              | 3.5%                | 14.1%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

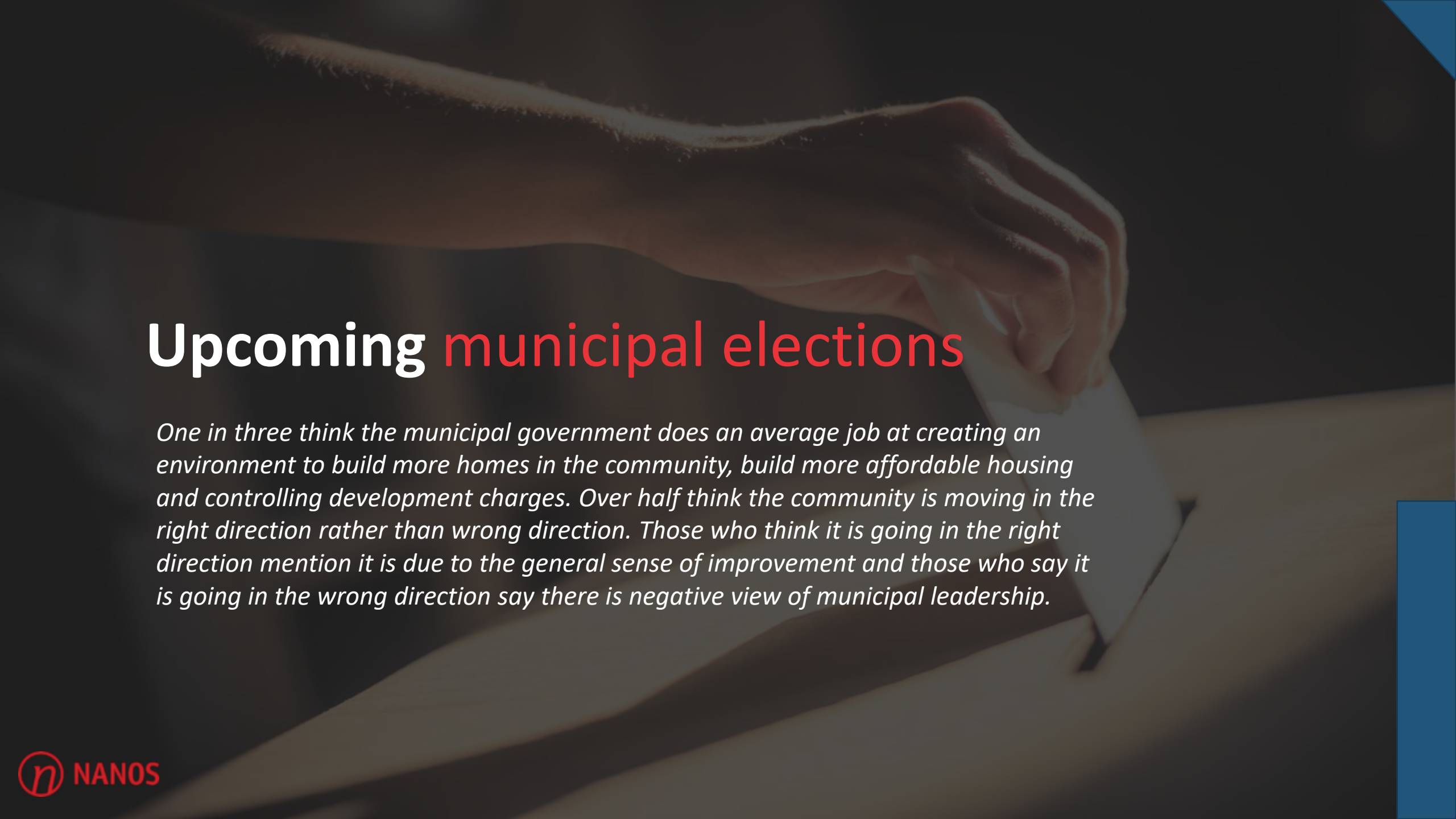
# Views on the Municipality reducing red tape for building new homes and renovations – By household income

Q – Do you support, somewhat support, somewhat oppose or oppose the following as potential ways to address housing affordability issues in your community? [RANDOMIZE] **The Municipality reducing red tape for building new homes and renovations**

|                  | Total<br>2026-09<br>(n=524) | Under<br>\$20,000<br>(n=29) | \$20,000<br>to just<br>under<br>\$40,000<br>(n=76) | \$40,000<br>to just<br>under<br>\$60,000<br>(n=71) | \$60,000<br>to just<br>under<br>\$80,000<br>(n=66) | \$80,000<br>to just<br>under<br>\$100,000<br>(n=54) | \$100,000<br>to just<br>under<br>\$120,000<br>(n=34) | \$120,000<br>to just<br>under<br>\$150,000<br>(n=26) | \$150,000<br>and<br>above<br>(n=51) | Prefer not<br>to answer<br>(n=117) |
|------------------|-----------------------------|-----------------------------|----------------------------------------------------|----------------------------------------------------|----------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|-------------------------------------|------------------------------------|
| Support          | 55.3%                       |                             | 62.5%                                              | 40.6%                                              | 65.9%                                              | 51.9%                                               | 68.5%                                                |                                                      | 57.2%                               | 48.0%                              |
| Somewhat support | 20.2%                       |                             | 19.8%                                              | 28.3%                                              | 14.9%                                              | 27.4%                                               | 20.7%                                                |                                                      | 14.6%                               | 18.2%                              |
| Somewhat oppose  | 3.8%                        |                             | 2.0%                                               | 2.6%                                               | 6.3%                                               | 2.8%                                                | 5.3%                                                 |                                                      | 10.6%                               | 2.6%                               |
| Oppose           | 9.2%                        |                             | 8.4%                                               | 18.0%                                              | 1.6%                                               | 11.9%                                               | 3.2%                                                 |                                                      | 10.8%                               | 7.1%                               |
| Unsure           | 11.5%                       |                             | 7.3%                                               | 10.4%                                              | 11.4%                                              | 6.0%                                                | 2.3%                                                 |                                                      | 6.8%                                | 24.1%                              |

\*Responses with a sample size of less than 30 have been shaded.

Those with a household income of \$40,000 to just under \$60,000 (41%) are less likely to outright support the Municipality reducing red tape for building new homes and renovations (41%) compared to residents overall (55%).

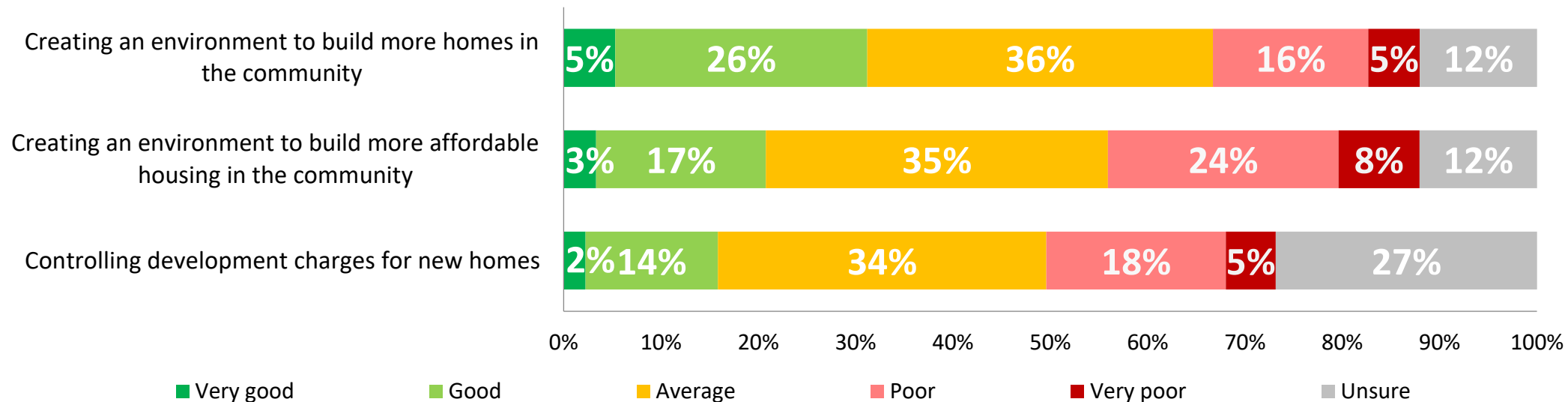


# Upcoming municipal elections

*One in three think the municipal government does an average job at creating an environment to build more homes in the community, build more affordable housing and controlling development charges. Over half think the community is moving in the right direction rather than wrong direction. Those who think it is going in the right direction mention it is due to the general sense of improvement and those who say it is going in the wrong direction say there is negative view of municipal leadership.*

# Rating the job done by the municipal government

Q – Do you think the municipal government does a very good, good, average, poor or very poor job at the following: [RANDOMIZE]



\*Weighted to the true population proportion.

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

Over **1 in 3** residents

rate the municipal government's performance as average when it comes to creating an environment to build more homes in the community (36%), creating an environment to build more affordable housing in the community (35%) and controlling development charges for new homes (34%).

# Rating the job done by the municipal government on creating an environment to build more homes in the community – By region, age and gender

Q – Do you think the municipal government does a very good, good, average, poor or very poor job at the following: [RANDOMIZE]

**Creating an environment to build more homes in the community**

|           | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|-----------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Very good | 5.3%                        | 4.9%             | 6.1%             | 6.5%            | 4.2%              | 4.1%               | 5.1%                | 6.2%               |
| Good      | 25.9%                       | 28.2%            | 21.9%            | 27.0%           | 24.8%             | 29.0%              | 21.5%               | 27.2%              |
| Average   | 35.5%                       | 35.9%            | 34.8%            | 36.2%           | 34.9%             | 28.5%              | 42.7%               | 34.5%              |
| Poor      | 15.9%                       | 13.0%            | 21.0%            | 16.6%           | 15.4%             | 15.0%              | 18.6%               | 14.6%              |
| Very poor | 5.3%                        | 5.4%             | 5.1%             | 6.8%            | 3.9%              | 11.4%              | 3.4%                | 3.1%               |
| Unsure    | 12.0%                       | 12.5%            | 11.2%            | 7.0%            | 16.8%             | 12.0%              | 8.7%                | 14.4%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the job done by the municipal government at creating an environment to build more affordable housing in the community – By region, age and gender

Q – Do you think the municipal government does a very good, good, average, poor or very poor job at the following: [RANDOMIZE]

Creating an environment to build more affordable housing in the community

|           | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|-----------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Very good | 3.3%                        | 4.4%             | 1.6%             | 3.3%            | 3.4%              | -                  | 3.0%                | 5.5%               |
| Good      | 17.4%                       | 19.5%            | 13.9%            | 19.0%           | 15.9%             | 17.5%              | 15.7%               | 18.6%              |
| Average   | 35.1%                       | 37.1%            | 31.8%            | 36.7%           | 33.6%             | 23.7%              | 37.5%               | 40.2%              |
| Poor      | 23.7%                       | 19.5%            | 30.9%            | 22.3%           | 25.0%             | 32.4%              | 25.1%               | 17.6%              |
| Very poor | 8.3%                        | 8.1%             | 8.7%             | 8.9%            | 7.8%              | 12.8%              | 10.6%               | 4.1%               |
| Unsure    | 12.1%                       | 11.5%            | 13.1%            | 9.7%            | 14.3%             | 13.7%              | 8.1%                | 14.0%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Rating the job done by the municipal government at controlling development charges for new homes – By region, age and gender

Q – Do you think the municipal government does a very good, good, average, poor or very poor job at the following: [RANDOMIZE]

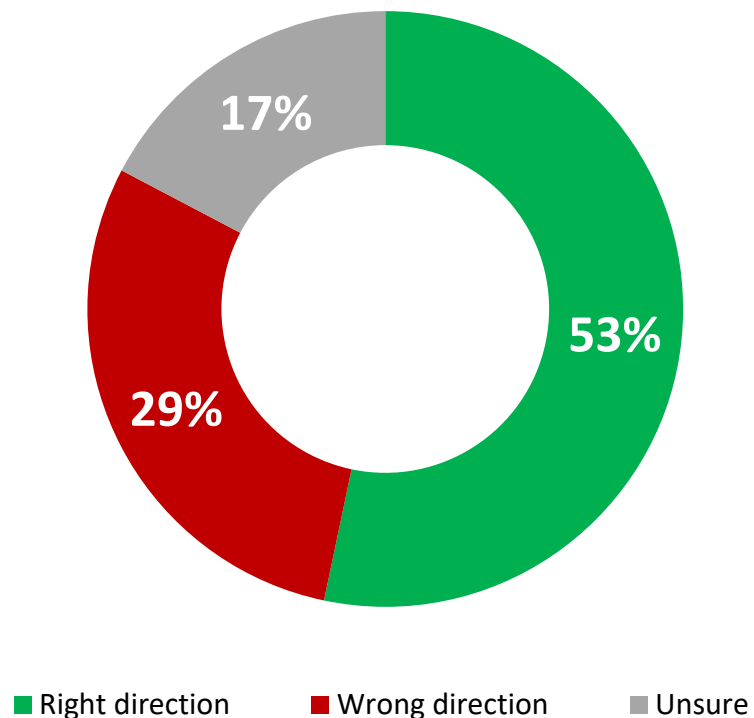
**Controlling development charges for new homes**

|           | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|-----------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Very good | 2.2%                        | 2.2%             | 2.3%             | 1.6%            | 2.8%              | -                  | 2.9%                | 3.1%               |
| Good      | 13.6%                       | 15.1%            | 11.0%            | 13.4%           | 13.8%             | 11.1%              | 15.5%               | 13.7%              |
| Average   | 33.8%                       | 31.9%            | 37.0%            | 36.7%           | 31.0%             | 31.9%              | 33.2%               | 35.3%              |
| Poor      | 18.4%                       | 16.7%            | 21.4%            | 20.9%           | 16.1%             | 21.7%              | 21.6%               | 14.3%              |
| Very poor | 5.1%                        | 4.4%             | 6.5%             | 7.2%            | 3.2%              | 7.0%               | 4.0%                | 4.8%               |
| Unsure    | 26.8%                       | 29.7%            | 21.8%            | 20.2%           | 33.1%             | 28.3%              | 22.8%               | 28.9%              |

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Direction of the community when thinking about the municipal elections

Q – Thinking about your overall mood and voting in this year's municipal elections, would you say that, overall, your community is moving in the right direction or the wrong direction?



Over **1 in 2** residents

say that, overall, their community is moving in the right direction (53%) when thinking about their overall mood and voting in this year's municipal elections. Conversely, close to one in three think it is going in the wrong direction (29%) and 17 per cent are unsure.

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, August 27 to September 3, 2026, n=524, accurate 4.3 percentage points plus or minus, 19 times out of 20.

# Direction of the community when thinking about the municipal elections – By region, age and gender

Q – Thinking about your overall mood and voting in this year's municipal elections, would you say that, overall, your community is moving in the right direction or the wrong direction?

|                 | Total<br>2026-09<br>(n=524) | North<br>(n=328) | South<br>(n=196) | Male<br>(n=271) | Female<br>(n=253) | 18 to 34<br>(n=97) | 35 to 54<br>(n=135) | 55 plus<br>(n=292) |
|-----------------|-----------------------------|------------------|------------------|-----------------|-------------------|--------------------|---------------------|--------------------|
| Right direction | 53.3%                       | 53.3%            | 53.2%            | 53.0%           | 53.5%             | 43.7%              | 50.9%               | 60.6%              |
| Wrong direction | 29.4%                       | 28.7%            | 30.6%            | 30.0%           | 28.8%             | 35.3%              | 32.3%               | 23.8%              |
| Unsure          | 17.3%                       | 18.0%            | 16.2%            | 17.0%           | 17.6%             | 21.0%              | 16.8%               | 15.6%              |

Residents aged 55 plus are more likely to say that, overall, their community is moving in the right direction (61%) compared to residents overall (53%) when thinking about their overall mood and voting in this year's municipal elections.

# Reason for opinions on direction of the community when thinking about the municipal elections

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

|                                                      | TOP RESPONSES            |                            |                            |                  |
|------------------------------------------------------|--------------------------|----------------------------|----------------------------|------------------|
|                                                      | Total 2026-09<br>(n=472) | Right direction<br>(n=267) | Wrong direction<br>(n=141) | Unsure<br>(n=64) |
| General sense of improvement                         | 10.5%                    | 19.1%                      | -                          | -                |
| Visible growth in housing and business               | 9.8%                     | 17.8%                      | -                          | -                |
| Positive view of municipal leadership                | 7.6%                     | 13.4%                      | -                          | 1.6%             |
| Negative view of municipal leadership                | 6.3%                     | 1.7%                       | 16.8%                      | 1.2%             |
| Election participation and engagement                | 5.4%                     | 6.0%                       | 3.2%                       | 8.1%             |
| Too much taxation and spending                       | 4.7%                     | 0.6%                       | 13.4%                      | 1.2%             |
| Government is trying but progress is limited         | 4.2%                     | 6.6%                       | 0.7%                       | 2.9%             |
| Too much or poorly managed development               | 4.2%                     | 1.4%                       | 10.8%                      | -                |
| Low awareness or attention to local politics         | 3.8%                     | 0.9%                       | -                          | 23.6%            |
| Housing costs and affordability pressures            | 3.3%                     | 0.5%                       | 8.9%                       | 1.6%             |
| Homelessness, drugs, and social supports need action | 2.9%                     | 0.3%                       | 7.2%                       | 3.4%             |
| Other                                                | 12.1%                    | 14.0%                      | 9.7%                       | 10.3%            |
| Not Sure                                             | 8.7%                     | 7.5%                       | 1.3%                       | 30.2%            |

Those who think their community is moving in the right direction when thinking about their overall mood and this year's municipal elections, are most likely to say so due to the general sense of improvement (19%) and the visible growth in housing and business (18%). On the other hand, those who think their community is moving in the wrong direction, most likely say there is a negative view of municipal leadership (17%).

| Element                          | Description                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Research sponsor                 | Woodstock Ingersoll Tillsonburg & Area Association of Realtors®                                                                                                                                                                                                                                                                                                   |
| Population and Final Sample Size | 524 Randomly selected individuals.                                                                                                                                                                                                                                                                                                                                |
| Source of Sample                 | Dynata                                                                                                                                                                                                                                                                                                                                                            |
| Type of Sample                   | Probability                                                                                                                                                                                                                                                                                                                                                       |
| Margin of Error                  | ±4.3 percentage points, 19 times out of 20.                                                                                                                                                                                                                                                                                                                       |
| Mode of Survey                   | RDD dual frame (cell- and land-lines) random telephone survey                                                                                                                                                                                                                                                                                                     |
| Sampling Method Base             | The sample included both cell- and land-lines RDD (Random Digit Dialed) across Woodstock, Ingersoll, Tillsonburg & Area.                                                                                                                                                                                                                                          |
| Demographics (Captured)          | North and South; Men and Women; 18 years and older; Home ownership; Income; Education.<br>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.                                                                                                                                                                                                                                                                                                                                       |
| Time of Calls                    | Individuals were called between 6:30-9:30pm local time for the respondent.                                                                                                                                                                                                                                                                                        |
| Field Dates                      | August 27 to September 3, 2026                                                                                                                                                                                                                                                                                                                                    |
| 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.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |

| 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 Woodstock, Ingersoll, Tillsonburg & Area. See tables for full weighting disclosure. |
| Screening                         | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, or in the media 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 Woodstock, Ingersoll, Tillsonburg & Area.                                                                                            |
| Estimated Response Rate           | Four 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.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com.                                                        |
| Data Tables                       | <a href="#">By region, age, gender, home ownership, household income and education</a>                                                                                                                                                                                |



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# Any questions?

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