



THE MUNICIPALITY OF

KINCARDINE

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Housing Action Plan Public Survey Results

May 2022

Detailed Findings

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Executive Summary

1. Seeking housing

- 39% of those living in Kincardine, and 50% of those not currently living in Kincardine are seeking or looking to find housing (or other housing) in Kincardine.
- Almost two-thirds (62%) are looking to own when they get this new housing in Kincardine, vs. 34% who are looking to rent, and 4% who will look for a lease, or could do rent or own.
- About 1 in 10 survey participants (9%) are considering purchasing property in the Municipality of Kincardine for rental purposes. A further 11% are unsure if it will be for rental purposes, and 8 in 10 (80%) are not considering a rental. The investment/rental property most desired is a single detached or semi-detached home, followed by a duplex or townhouse (49%).
- More than three-quarters (77%) are 'satisfied' with their current housing situation (47% very satisfied, 30% somewhat). 23% are not 'satisfied' with their current housing situation (11% not very satisfied, 12% not satisfied at all. For those not satisfied, the biggest issue, expressed by two-thirds of this group (67%), was the cost of their rent, mortgage or utilities. About a third of respondents don't have enough living space or bedrooms (35%), followed by those who feel the layout of their current space isn't suitable (28%).
- Almost half of those who completed the survey (46%), feel that their housing situation is not likely to change in the next five years. 21% feel that they will likely be looking for something larger in the next 5 years, while 33% feel they will be looking to downsize. Over three-quarters (78%) of survey participants see themselves wanting/needing a single detached/semi-detached family home as being their ideal housing type over the next five years.
- The biggest challenges in finding houses are house prices (90%) and housing/rental property inventory (84%). Not enough variety in housing inventory (53%), inflation (46%), and rising interest rates (36%) were the other primary mentions.

2. Housing market perceptions

- Survey participants were asked three questions about the amount/availability of housing in the Municipality of Kincardine. Housing in general, social housing, and seniors housing. There was clear agreement by about 9 in 10 participants that there is not enough of any of these three types of housing. Those who strongly disagreed with each statement (scored 1-2 out of 10) represent about two-thirds of the sample (65%-67%).
- A slight majority (53% total) feel that short-term rentals are having a negative impact on the housing market in Kincardine, combined between those who say it is having a 'negative' impact (28%) and a 'strong negative' impact (25%). This contrasts strongly with the group that feel short-term rentals are having a positive impact (10%).
- Canada Mortgage and Housing Corporation recommends that *"monthly housing costs should be no more than 32% of average gross (pre-tax) monthly income."* With that in mind, we asked people what percentage of their income was currently spent on housing (simplifying to 30% instead of 32%). Less than half (45%) of the survey participants currently spend 30% or less of their annual household income on housing. 41% spend more than 30%, and the remaining 14% did not know how much they spend.

3. Future opportunities

- A little over 1 in 5 survey participants (21%-22%) would consider adding or converting their property to add more space, be that creating an in-law setup in their house, adding or converting a building on their property, or by building/parking a tiny house on their property. For the most part, the people who are likely to consider one option are likely to consider all three, and those that are not likely to consider one are not likely consider to all three. Approximately 85% of those not likely to consider a secondary/in-law suite, are also not likely to consider adding/converting a building or adding/parking a tiny house on their property.
- A slight majority of survey participants (54%) strongly agree that the Municipality should provide incentives to developers and/or property owners to encourage the development of more affordable rental housing. A further 21% agree somewhat, and 22% disagree.

Background and Objectives

In December 2021, Municipality of Kincardine Council directed staff to develop a Housing Action Plan in 2022. This plan will identify short-term and long-term actions aimed at increasing housing availability, both rental and ownership options, and support more diverse housing stock (duplex, semis, townhouses, apartments) in the Municipality, including more affordable options

This research was conducted to engage the community and understand their perceptions about housing in the Municipality.

The general scope of work for this market research was as follows:

- work with Municipality of Kincardine staff to design and plan the research
- collect the data
- analyze results, and
- prepare this report

Research Methodology

This research project utilized quantitative research methodology.

A postcard was mailed to all houses in the Municipality of Kincardine, which contained a QR code to an online survey hosted by Metroline Research Group, or a toll-free number to call and complete the survey by phone for those not comfortable completing an online survey.

The Municipality also promoted the survey using both traditional and social media channels.

The survey was open between March 24th and April 22nd, 2022.

In total, 1,195 residents and non-residents completed the survey. The results of this survey can be considered accurate to within +/-2.7%, 19 times out of 20 (95% Confidence Interval).

A copy of the survey used in this research is attached as Appendix #1.

Notes on Reading this Report

This report primarily reports the findings of the random mail survey.

Where statistically significant and relevant, differences between specific sub-groups in the telephone survey are mentioned in the analysis (for example, gender, age group, perceived knowledge of Municipal Affairs, etc.).

While sophisticated procedures and professional staff have been used to collect and analyze the information presented in this report, it must be remembered that surveys are *not* predictions. They are designed to measure opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

1. Seeking housing

1.1 Currently seeking (Full-time resident)

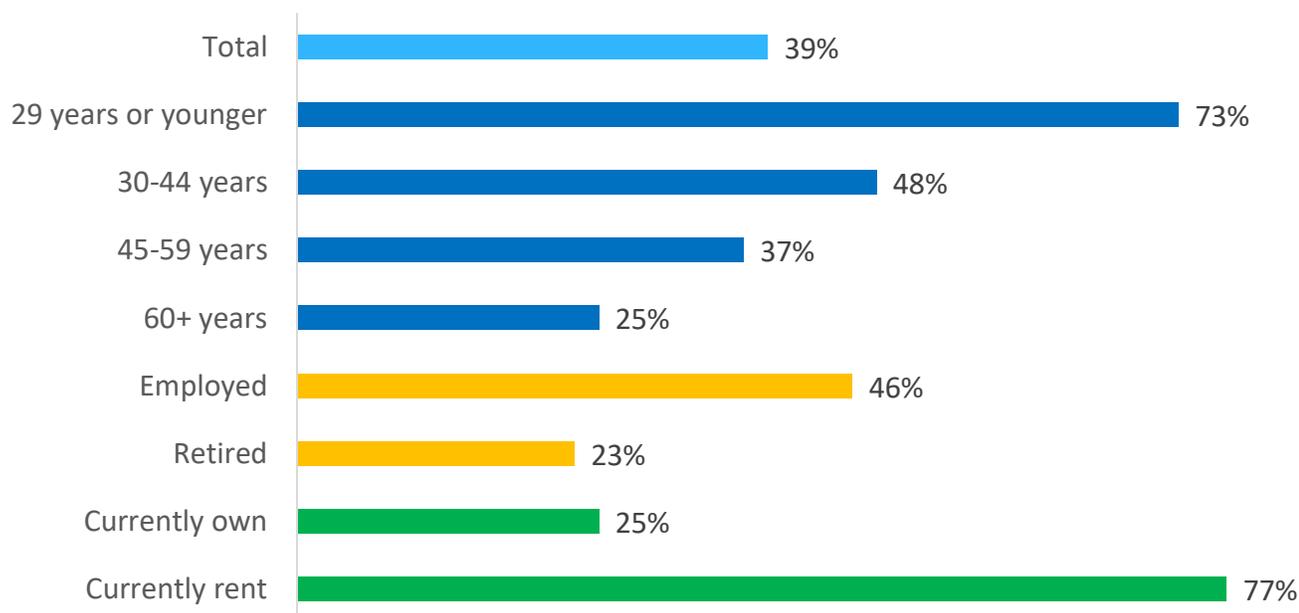
Are you currently thinking of, or looking to find other housing in the Municipality of Kincardine?

(Base – Already a full-time Kincardine resident, n=1,006)

About 2 in 5 (39%) of current Kincardine residents are currently thinking of, or looking to find other housing.

Age is a factor. Those 18-29 years (73%) are the most likely, followed by those 30-44 years (48%), 45-59 years (37%) and 60+ years (25%). Correlated, those employed (46%) are more likely to be considering than those retired (23%).

Those who currently rent (77%) are far more likely to be considering a move than those who own (25%).



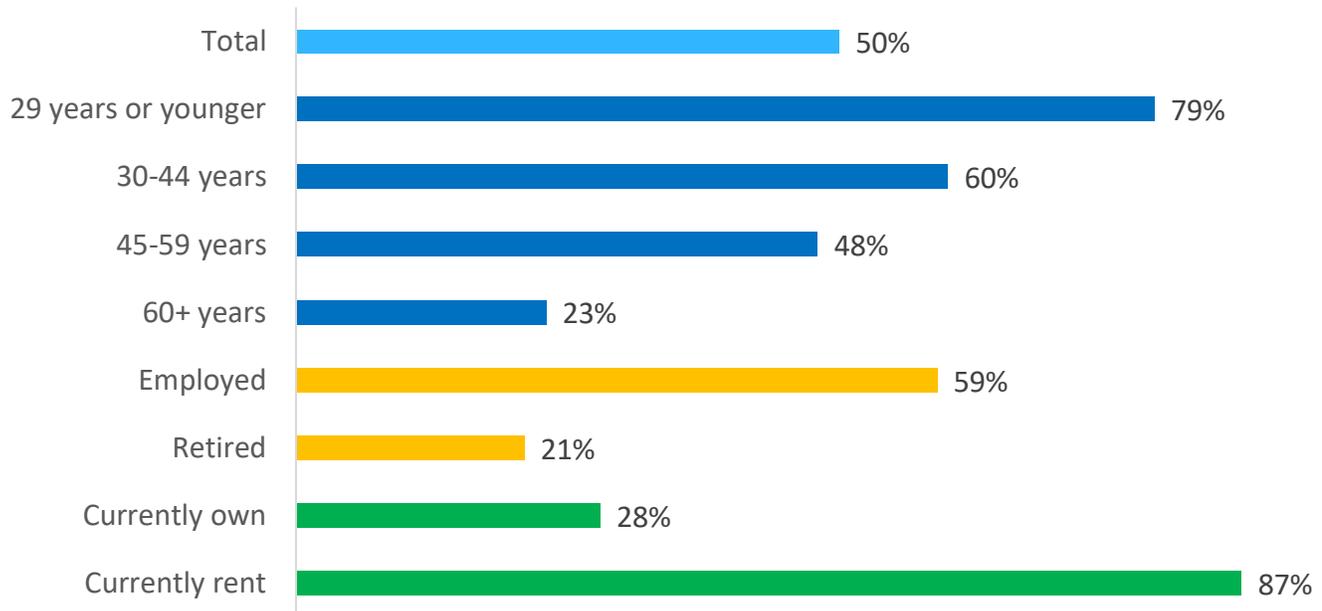
Relevant Statistically Significant Findings

- Those in households of three or more are more likely to be considering (47%) than those in households of two people (31%) or single person households (38%).
- Those with incomes \$50k and under are most likely to be considering (60%) compared to those with incomes over \$50k (33%-36%).
- Those with accessibility issues in their household are more likely to be considering (49%) than those without (37%).

1.2 Currently seeking

Are you currently seeking housing in the Municipality of Kincardine?

(Base – Not currently a full-time Kincardine resident, n=189)



Among those not currently a full-time Kincardine resident, half (50%) are seeking housing in the Municipality.

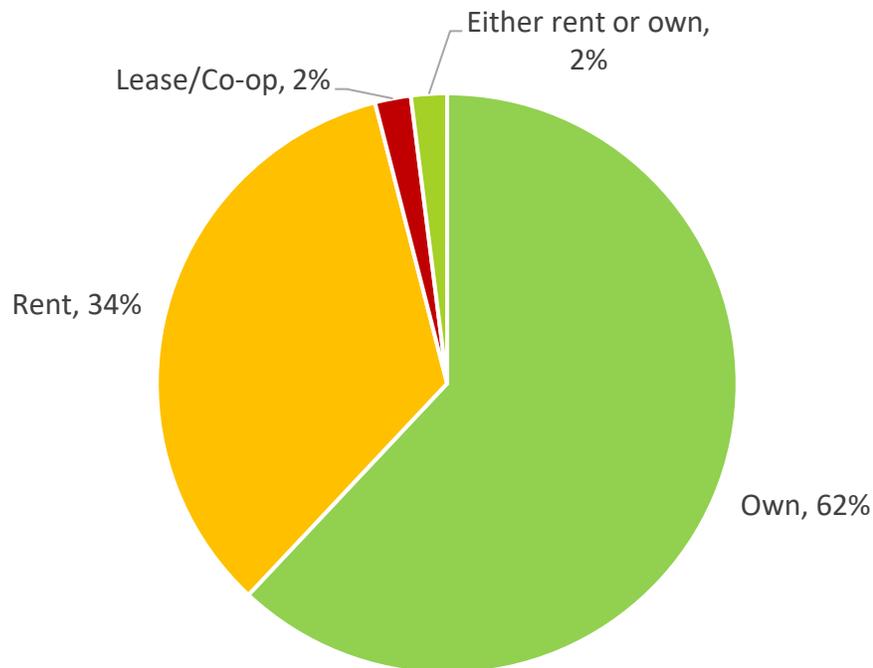
Those 60+ (23%) are least likely to be looking, while those 29 years or younger (79%) are most likely to be looking. Correlated to that, people who are retired (21%) are far less likely to be looking than those employed (59%).

Current renters (87%) are much more likely to be looking than current home owners (28%).

1.3 Seeking to own or rent

For this new housing, are you looking to...?

(Base – Full-time and non-residents seeking housing in the Municipality, n=485)



A little less than two-thirds of those looking for housing in the Municipality (62%) are planning to own, compared to 34% who plan to rent (34%), and those who will lease/co-op (2%). A further 2% will look to own or rent, depending on price.

Relevant Statistically Significant Findings

- Those 30-44 years are most likely to want to own (70%), followed by those 45-59 years (65%), and those 18-29 years (59%), then those 60+ years (51%).
- The larger the household size, the more likely they will want to own. Households of 3+ people (66%) and two people (68%) are most likely to want ownership, while single person households are much less likely to be looking for ownership (37%).
- Those employed are more likely to be looking to own (67%), compared to those retired (52%).
- Full-time residents (65%) are more likely to be looking to own than non-residents (52%).
- Those who currently own their home are more likely to be looking to own (82%) compared to those who currently rent (48%).

1.4 Purchasing an investment or rental property

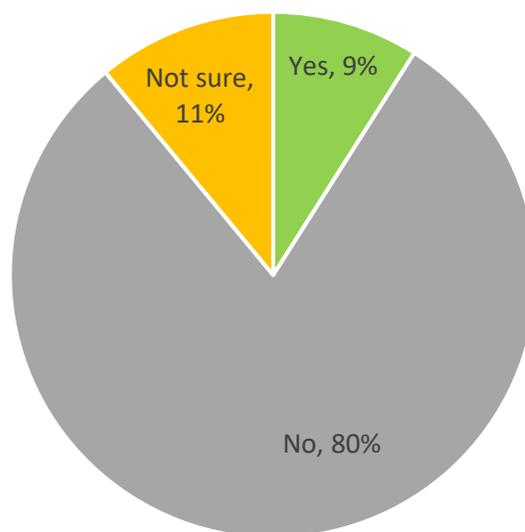
Are you considering purchasing property in the Municipality of Kincardine for rental purposes?

(Base – Full sample, n=1,195)

About 1 in 10 survey participants (9%) are considering purchasing property in the Municipality of Kincardine for rental purposes.

A further 11% are unsure if it will be for rental purposes, and 8 in 10 (80%) will not be looking to buy a rental property.

Those not currently a full-time resident are slightly more likely to be considering a rental property (12%) than those living in the community full-time (8%).



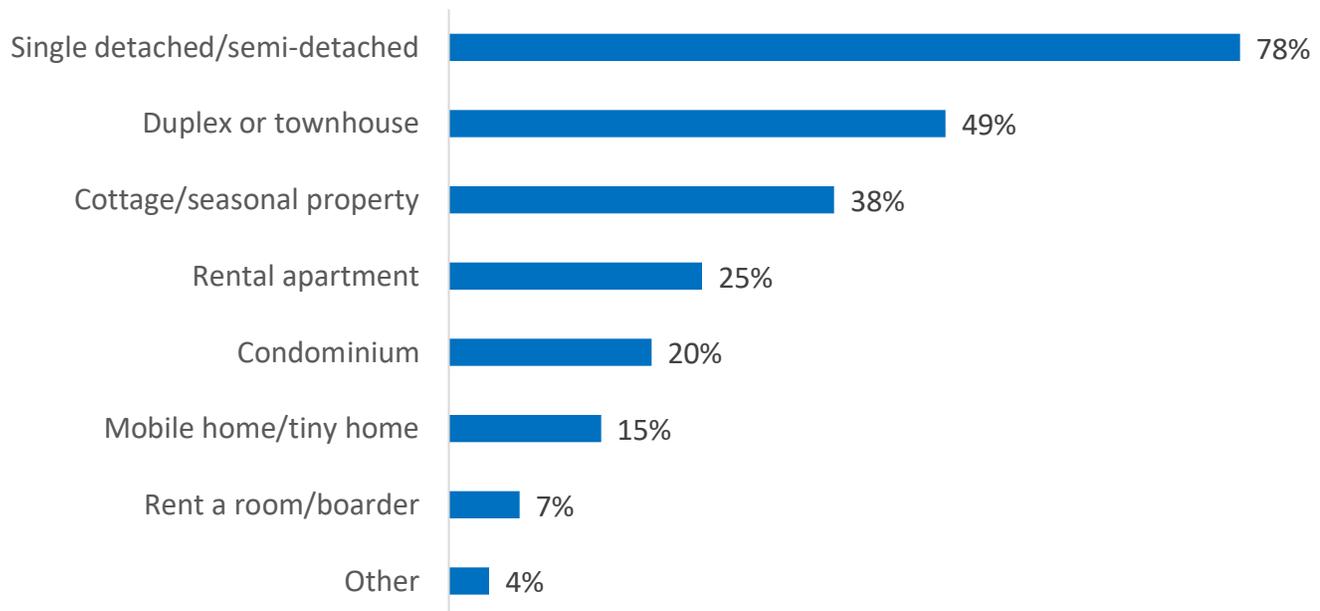
Relevant Statistically Significant Findings

- Age is a factor – Those 18-29 years are most likely to be purchasing a rental or investment property (15%), followed by those 30-44 years (13%) and 45-59 years (9%). Those 60+ years are least likely to be considering this type of purchase (4%).
- Those with an income of \$150,000 or higher are most likely to be considering this type of purchase (14%), followed by those with incomes between \$100,000 and \$150,000 (11%).
- Those employed are more likely to be considering (12%) than those who are retired (3%).

1.5 Type of investment or rental property

What type of housing are you looking to purchase? (NOTE: Multiple response)
(Base – Planning to purchase a rental property, n=105)

A single family home (detached or semi-detached) would be the preferred property, mentioned by 78% of participants.



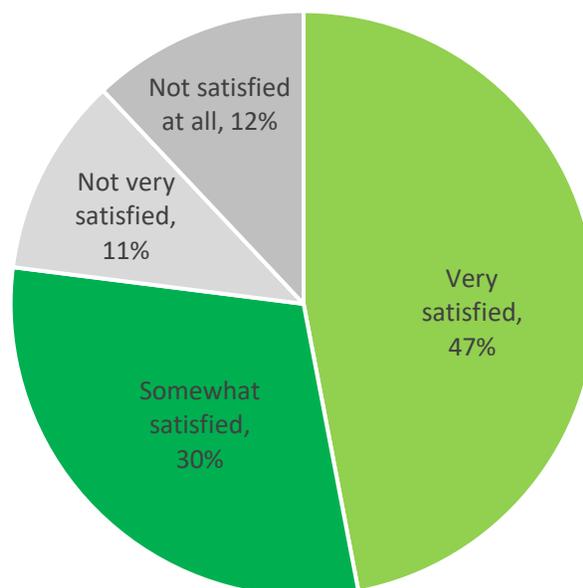
1.6 Satisfaction with current housing

How satisfied are you with your current housing situation in terms of how it suits your needs?

(Base – Full sample, n=1,195)

More than three-quarters (77%) are 'satisfied' with their current housing situation (47% very satisfied, 30% somewhat).

23% are not 'satisfied' with their current housing situation (11% not very satisfied, 12% not satisfied at all).



Relevant Statistically Significant Findings

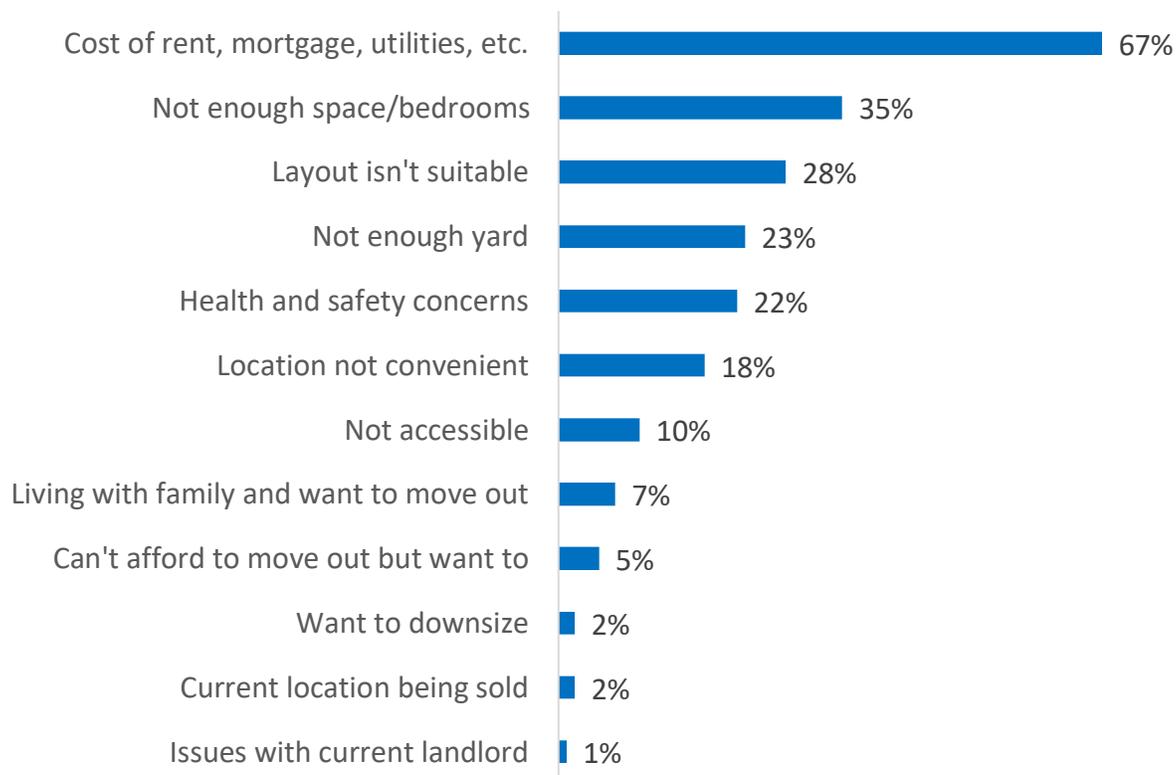
- Older residents are more likely to be satisfied. Those 60+ years (88%) are most satisfied, followed by those 45-59 years (79%) and 30-44 years (71%). Those 18-29 years are least likely to be satisfied (50%).
- Those with the highest incomes are most likely to be satisfied. Those with incomes \$150,000 and higher are most satisfied (88%), followed by those with incomes \$100,000-\$150,000 (77%) and \$50,000-\$100,000 (79%). Those with incomes under \$50,000 are least likely to be satisfied (58%).
- Those who are retired (91%) are more likely to be satisfied than those who are employed (71%).
- Those who are full-time Kincardine residents (79%) are more likely to be satisfied than seasonal or non-residents (64%).
- Those who own their home are more likely to be satisfied (88%) than those who currently rent (52%).

1.7 Why not satisfied with current housing?

Why are you not satisfied with your current housing?

(Base – Not satisfied with current situation, n=258)

Those not satisfied with their current housing were asked to elaborate on why they feel that way. The biggest issue, expressed by two-thirds of this group (67%), was the cost of their rent, mortgage or utilities. About a third don't have enough living space or bedrooms (35%), followed by those who feel the layout of their current space isn't suitable (28%).



Relevant Statistically Significant Findings

- Those 18-29 years (69%), 30-44 years (72%) and 45-59 years (69%) were more likely to state the cost of their rent, mortgage and utilities as being a concern, compared to those 60+ years (49%).
- Those 18-29 years (44%) and 30-44 years (44%) were more likely to mention the amount of living space/bedrooms compared to those 45-59 years (27%) and those 60+ years (11%).
- Those 60+ years were more likely to state concerns about their current home being accessible enough (20%), compared to those 45-59 years (12%), and those 30-44 years (7%) or 18-29 years (5%).
- Those with incomes of \$50k or less were more likely to state health and safety concerns (34%), compared to those with incomes of \$50-\$100k (20%) and those with incomes of \$100k+ (8%).
- Employed people were more likely to state the cost of their rent, mortgage and utilities as a concern (72%) compared to those retired (49%).
- Employed people were more likely to express concern with their current living space or number of bedrooms (38%) than those retired (6%).
- Those living outside Kincardine were more likely to talk about their current location not being convenient (29%) than those living full-time in Kincardine (12%).

1.8 Housing needs over next five years

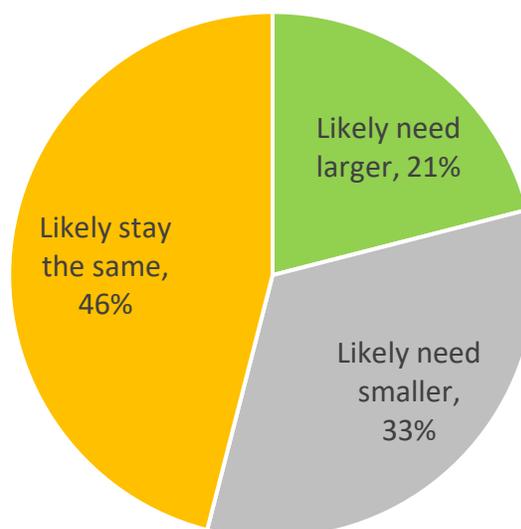
Which of these best describes how you anticipate your housing needs may change in the next 5 years?
(Base – Full sample, n=1,195)

Almost half of those who completed a survey (46%), feel that their housing situation is not likely to change in the next five years.

21% feel that they will likely be looking for something larger in the next 5 years, while 33% feel they will be looking to downsize.

There are predictable differences by age group. Those 18-29 years (69%) and those 30-44 years (34%) are much more likely to be looking for something larger than those 45-59 years (11%) and 60+ years (3%).

Those 60+ years (54%) and 45-59 years (11%) are more likely to be downsizing in the next five years than those 18-29 years (9%) and 30-44 years (9%).



Housing needs expectations over next 5 years, by age group

	Total	18-29 years	30-44 years	45-59 years	60+ years
Likely need larger	21%	69%	34%	11%	3%
Likely need smaller	33%	9%	9%	42%	54%
Likely stay the same	46%	22%	57%	47%	43%

Relevant Statistically Significant Findings

- Those with households of three or more people are more likely to say they will likely be looking for something larger (30%), compared to two person households (14%) and single person households (16%).
- Those who rent are more likely to be looking for something larger (45%) than those who currently own (12%).
- Households who have someone with accessibility needs are more likely to be looking for something smaller (52%), compared to households with no accessibility needs (31%).

1.9 Type of housing needed in the next five years

What type of housing would ideally suit your housing needs in the next 5 years?

(Base – Full sample, n=1,195)

Over three-quarters (78%) of survey participants see themselves wanting/needing a single detached/semi-detached family home as being their ideal housing type over the next five years.

There are definite differences by age group:

- those 18-29 years are looking for detached/semi-detached housing (89%), a duplex or townhouse (34%) or a rental apartment (28%).
- those 30-44 years are looking for a detached/semi-detached property (93%), a duplex or townhouse (19%), and a cottage/seasonal property (14%).
- those 45-59 years are looking for a detached/semi-detached property (83%), a condominium (22%) or a duplex/townhouse (19%)
- those 60+ years are looking for a detached/semi-detached property, although considerably lower than other age groups (60%), a rental apartment (25%) or a condominium (25%).

Type of housing needed next five years by age group

	Total	18-29 years	30-44 years	45-59 years	60+ years
Single detached, semi-detached	78%	89%	93%	83%	60%
Duplex, row or townhouse	20%	34%	19%	19%	17%
Rental apartment	19%	28%	13%	14%	25%
Condominium complex	18%	14%	9%	22%	25%
Mobile home/tiny home	10%	10%	13%	13%	7%
Cottage/seasonal property	9%	9%	14%	10%	4%
Long-term care/retirement home	7%	--	1%	3%	16%
Rent a room/boarder	1%	3%	2%	1%	1%
Social housing/geared to income	1%	--	1%	--	1%

Relevant Statistically Significant Findings

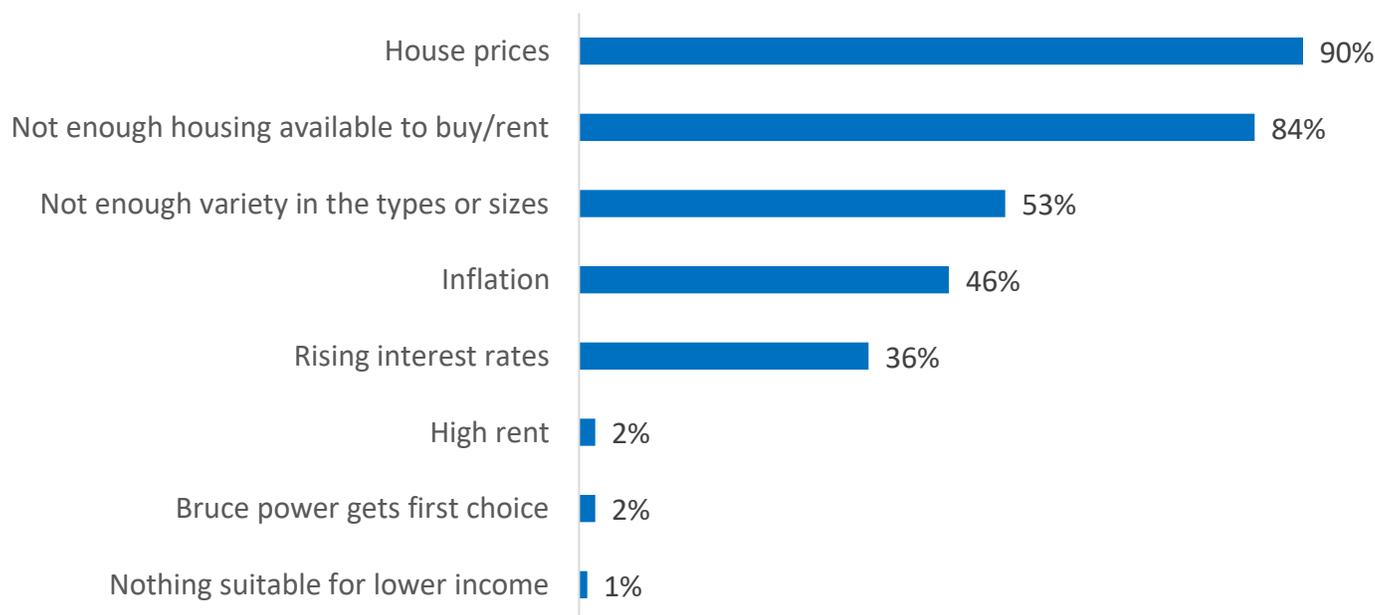
- 89% of those with households of three or more people mentioned a single detached or semi-detached, compared to 74% of two person households, and 57% of single person households.
- 42% of single person households mentioned a rental apartment, compared to 16% of two person households and 15% of three or more person households.
- 23% of single person households mentioned a condominium, compared to 20% of two person households and 15% of households with three or more people.
- Those with incomes of \$50k or less were least likely to mention single detached/semi-detached homes (66%), and were more likely to mention a rental apartment (39%), a duplex/townhouse (30%), or a mobile/tiny home (21%).

1.10 Biggest challenges in finding housing

What do you feel are the biggest challenges to those looking for housing in the Municipality of Kincardine today?
 (Base – Full sample, n=1,195)

House prices (90%) , and housing/rental property inventory (84%) were clearly the most important challenges mentioned by survey participants.

Not enough variety in housing inventory (53%), inflation (46%), and rising interest rates (36%) were the other primary mentions.



Relevant Statistically Significant Findings

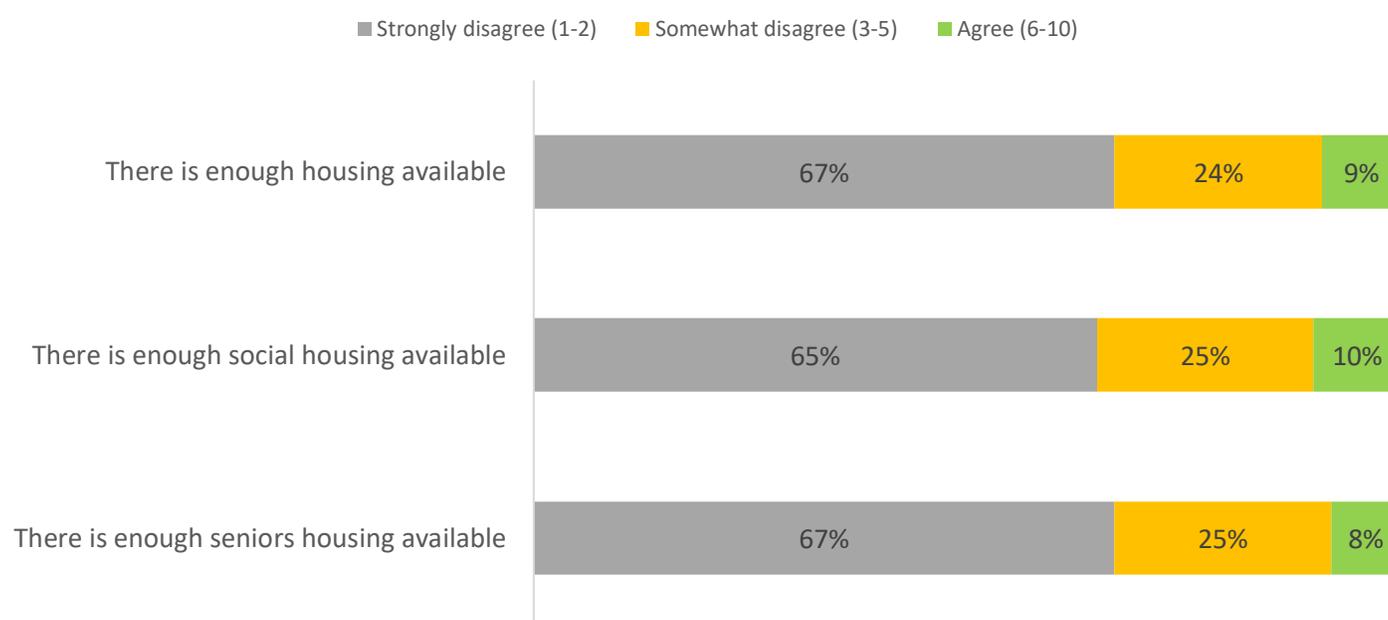
- All age groups mentioned house prices as the key issue, with those 60+ years slightly less concerned (85%) than those 18-29 years (96%), 30-44 years (94%) and 45-59 years (91%).
- Inflation was more likely to be mentioned by those 18-29 years (64%), and 30-44 years (55%), than those 45-59 year (41%) and 60+ years (37%).
- Rising interest rates were more likely to be mentioned by those 18-29 years (49%) and 30-44 years (44%), than those 45-59 years (28%) and 60+ years (30%).
- Those who own their home were more likely to mention the lack of variety in the inventory (54%) than those who rent (46%).

2. Housing market perceptions

2.1 Housing market availability

How strongly do you agree or disagree these types of housing are available in the Municipality of Kincardine?
(Base – Full sample, n=1,195)

Survey participants were asked three questions about the amount/availability of housing in the Municipality of Kincardine. Housing in general, social housing, and seniors housing. There was clear agreement by about 9 in 10 participants that there is not enough of any of these three types of housing. Those who strongly disagreed with each statement (scored 1-2 out of 10) represent about two-thirds of the sample (65%-67%).



* Note – Question deployed a 10-point scale, where ‘1’ was “Strongly disagree”, and ‘10’ was “Strongly agree”

Relevant Statistically Significant Findings

A – Enough housing available

- Those 18-29 years (76%) and 30-44 years (73%) were more likely to strongly disagree than those 60+ years (66%).
- Those with incomes under \$150k were more likely to strongly disagree, than those with incomes over \$150k
- Those employed (70%) are more likely to strongly disagree than those retired (60%). Those with other occupations (part-time, stay at home parent, student, looking for work) were most likely to strongly disagree (75%).
- Those who currently rent (83%) were more likely to strongly disagree than those who currently own (62%).

B – Enough social housing available

- Those with incomes of \$50k or less are most likely to strongly disagree that there is enough social housing available (65%), compared to those with incomes over \$50k (53%-56%).
- Those with accessibility concerns are most likely to strongly disagree (76%) compared to those without concerns (64%).
- Those who rent are more likely to strongly disagree (73%) compared to those who own (62%).

C – Enough seniors housing available

- Older participants were more likely to strongly disagree than younger participants that there is enough seniors housing, specifically those 60+ years (74%) and 45-59 years (69%) compared to those 30-44 years (63%) and 18-29 years (50%).
- Those with accessibility concerns are most likely to strongly disagree (80%) compared to those without concerns (65%).
- Those who are retired were more likely to strongly disagree (75%) than those employed (64%).
- Those living in Kincardine full-time were more likely to strongly disagree (70%) compared to those not living in Kincardine (53%).

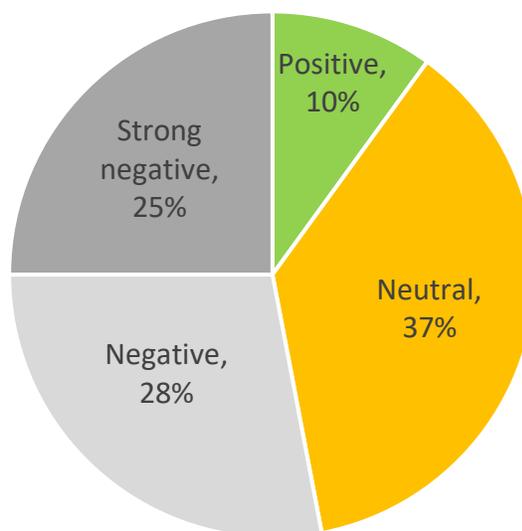
2.2 Impact of short-term rentals

What kind of impact, if any, do you think short term rental housing (ie. Airbnb, VRBO) is having on the availability and affordability of housing in the Municipality of Kincardine?

(Base – Full sample, n=1,195)

A slight majority (53% total) feel that short-term rentals are having a negative impact on the housing market in Kincardine, combined between those who say it is having a 'negative' impact (28%) and a 'strong negative' impact (25%).

This contrasts strongly with the group that feel short-term rentals are having a positive impact (10%).



Relevant Statistically Significant Findings

- No statistically significant differences of opinion by age groups.
- Those with incomes of \$50k or lower are most likely to say it is having a negative impact (61%), compared to those with incomes above \$50k (49-52%).

2.3 Cost of housing as a percentage of income

What percentage of your annual household income (before taxes) would you say you spend on housing expenses, including rent, mortgage, and property taxes?

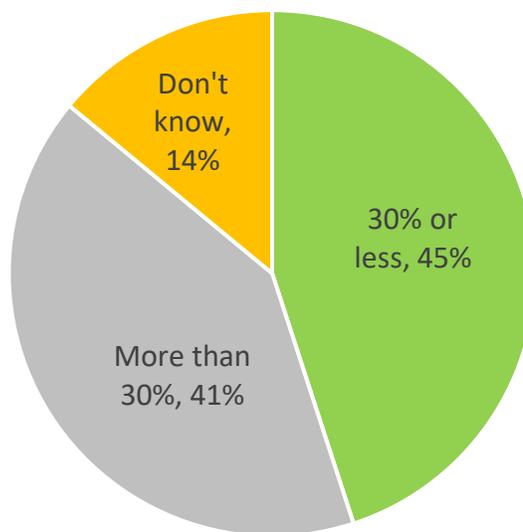
(Base – Full sample, n=1,195)

Canada Mortgage and Housing Corporation recommends that “monthly housing costs should be no more than 32% of average gross (pre-tax) monthly income.”

With that in mind, we asked people what percentage of their income was currently spent on housing (simplifying to 30% instead of 32%).

Less than half (45%) of the survey participants currently spend 30% or less of their annual household income on housing.

41% spend more than 30%, and the remaining 14% did not know how much they spend.



Relevant Statistically Significant Findings

- Older survey participants were more likely to say 30% or less of their income. Those 60+ years (57%) were most likely to mention 30% or less, followed by those 45-59 years (45%), 30-44 years (39%) and 18-29 years (18%).
- Those in two person households (likely double income, no kids) were most likely to say 30% or less (52%), compared to single person households (40%), and households of three or more (39%).
- Those with incomes of \$50k or under were the least likely to say 30% or less (21%), compared to those with incomes of \$50-\$100k (47%), \$100-\$150k (56%), and \$150k and above (62%).
- Those who own were more likely to say 30% or less (55%) than those who rent (20%).

3. Future opportunities

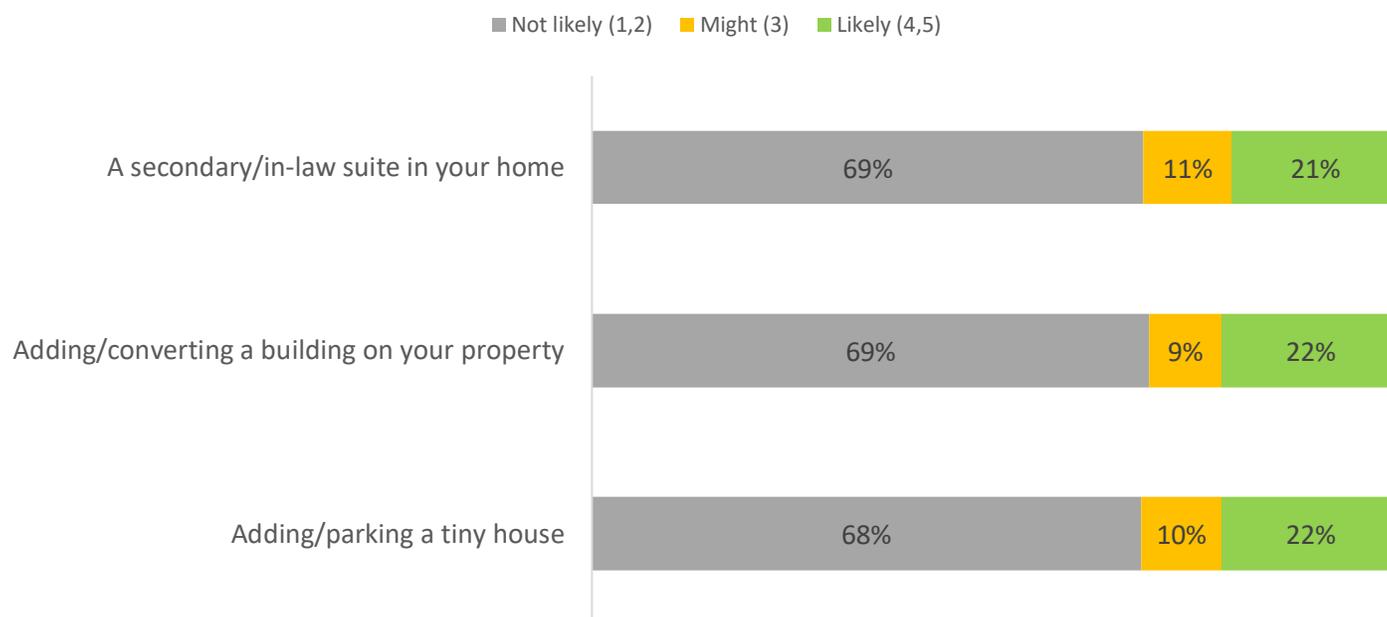
3.1 Adding more housing options to property

How likely would you be to consider adding one of the following to your property, if it was permitted?

(Base – Full sample, n-1,195)

A little over 1 in 5 survey participants (21%-22%) would consider adding or converting their property to add more space.

For the most part, the people who are likely to consider one option are likely to consider all three, and those that are not likely to one are not likely to all three. Approximately 85% of those not likely to consider a secondary/in-law suite, are also not likely to consider adding/converting a building or adding/parking a tiny house on their property.



Relevant Statistically Significant Findings

A. Add a secondary/in-law suite in your home

- Those under 60 years (24%-26%) are more likely to consider this than those over 60+ years (11%).
- Those in households of three or more are likely to consider (26%), compared with households of two people (17%) and single person households (14%).
- Those employed are more likely to consider (25%) than those retired (11%).
- Those who are not full-time Kincardine residents are more likely to consider (28%) than those who are (19%).

B. Adding or converting a building on your property

- Those 18-29 years (31%), those 30-44 years (29%), and those 45-59 years (25%), are more likely to consider this than those over 60+ years (13%).

- Those in households of three or more are likely to consider (29%), compared with households of two people (18%) and single person households (15%).
- Those employed are more likely to consider (27%) than those retired (12%).
- Those who are not full-time Kincardine residents are more likely to consider (31%) than those who are (20%).

C. Adding/parking a tiny house

- Those under 60 years (26%-27%) are more likely to consider this than those over 60+ years (13%).
- Those in households of three or more are likely to consider (28%), compared with households of two people (16%) and single person households (19%).
- Those employed are more likely to consider (27%) than those retired (12%).
- Those who are not full-time Kincardine residents are more likely to consider (29%) than those who are (20%).

3.2 Offering incentives

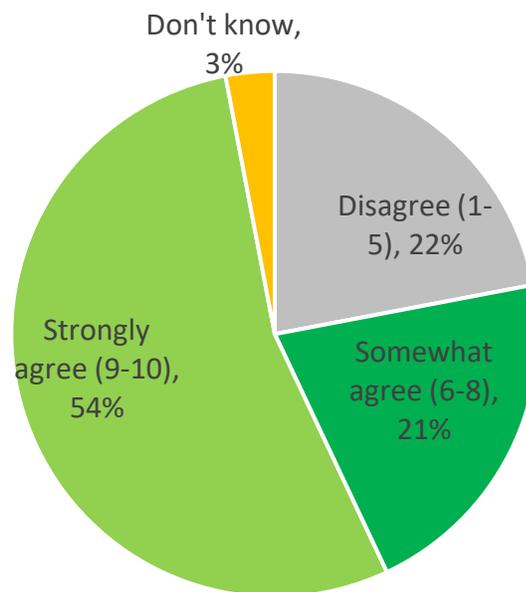
How strongly do you agree or disagree that the Municipality should provide incentives to developers and/or property owners to encourage the development of more affordable rental housing?

(Base – Full sample, n = 1,195)

A slight majority of survey participants (54%) strongly agree that the Municipality should provide incentives to developers and/or property owners to encourage the development of more affordable rental housing.

A further 21% agree somewhat, and 22% disagree.

Perhaps not surprisingly, participants in rental situations and/or lower income situations are more likely to support this option.



Relevant Statistically Significant Findings

- Those 18-29 years are most likely to strongly agree (70%), compared to those 30-44 years (56%), 45-59 years (53%), and those 60+ years (49%).
- Those with incomes of \$50k or less are most likely to strongly agree with incentives (66%), compared to those with income of \$50-\$100k (56%) and those with incomes over \$100k (52%).
- Those employed are most likely to strongly agree (57%), compared to those who are retired (48%).
- Those who rent are most likely to strongly agree (70%) compared to those who own (48%).

4. Comments about housing

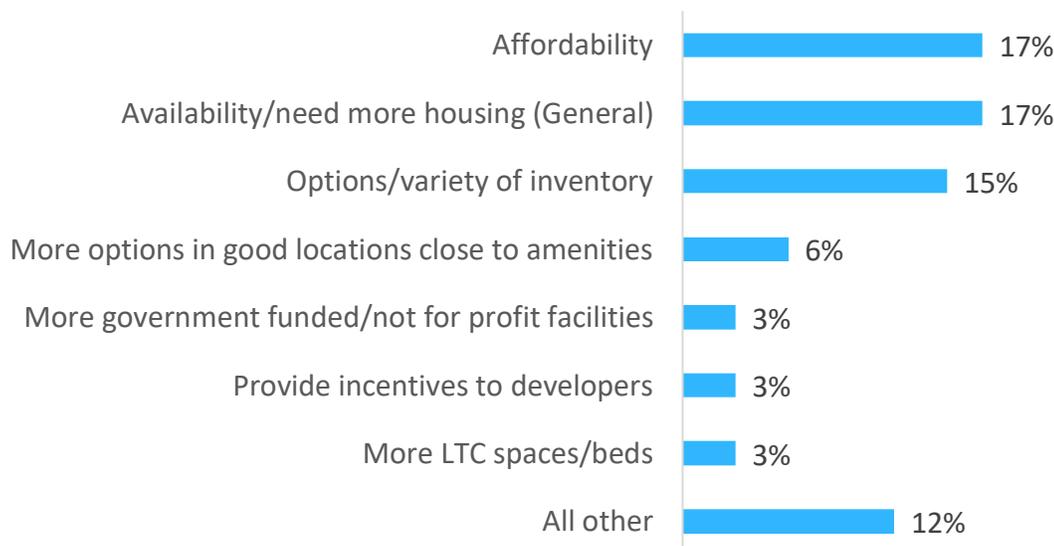
4.1 Seniors housing

Please provide any additional comments or suggestions to improve seniors housing in the Municipality of Kincardine.

(Base – Full sample, n=1,195)

About one-third (34%) of survey participants had comments to add. 64% did not answer this question.

The three biggest issues for seniors involve affordability (17%), a need for more seniors housing (17%), and better options/variety of the types of housing available (15%).



“Need more varied options, not just seniors care home but also housing for younger, active seniors.”

“With the coming closure of the downtown retirement residence, there is not much for seniors in this community. With the numbers of baby boomers retiring, Kincardine does not have the capacity to accommodate this wave. Unfortunately many will have to move out of the community to find affordable and suitable accommodations.”

“Small, accessible, affordable units. Consider joint initiative with VON or other health related supports on-site.”

“More housing like Aberdeen Estates or rental apartment buildings and condos.”

“Affordable options that aren’t just geared towards long term care alone. More independent living suits available as an alternative to those transitioning into senior care facilities.”

“A publicly owned facility would be ideal; it would stop further situations like what is currently happening with the Malcolm Place residents.”

4.2 Housing situation in Kincardine in general

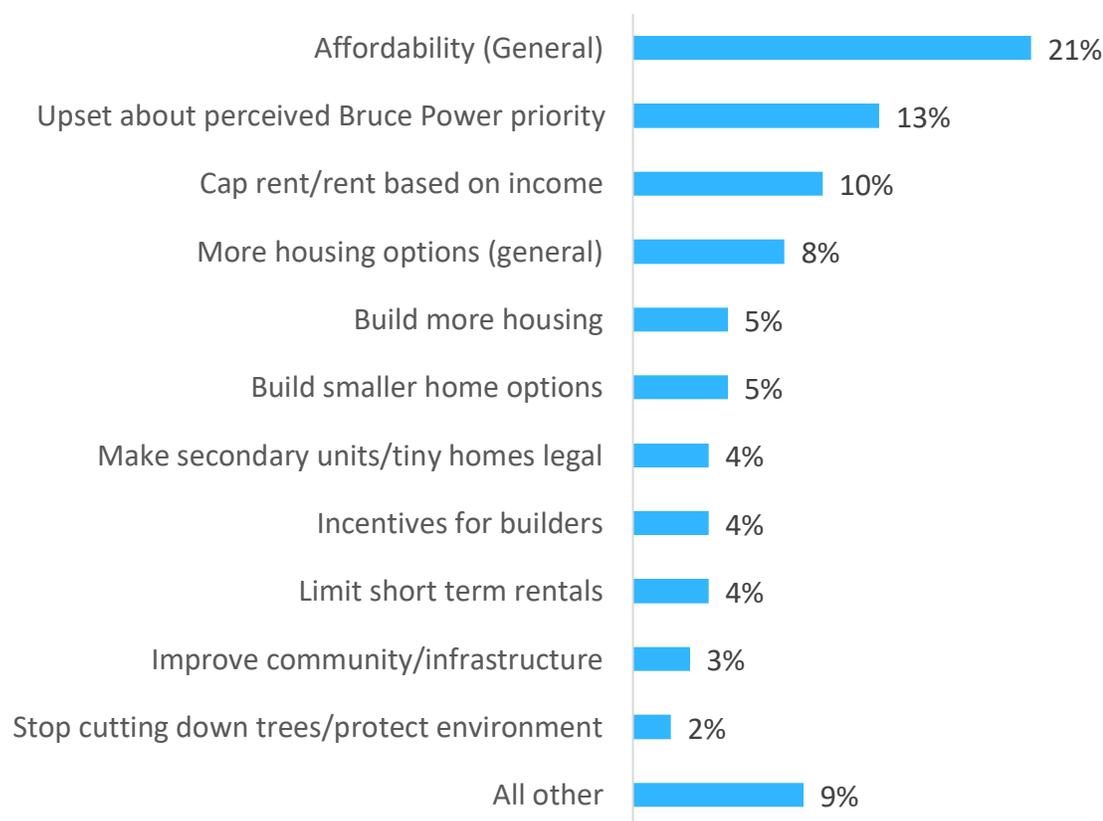
Please provide any additional comments or suggestions to improve the housing situation in the Municipality of Kincardine.

(Base – Full sample, n=1,195)

About 2 in 5 (43%) had some kind of comment to share about improving the housing situation.

The most popular comment was about improving housing affordability (21%), followed by concerns over a Bruce Power priority when it comes to rental/temporary units (13%), and having rent capped based on a person’s income (10%).

57% added no comments.



“There’s a DESPERATE NEED for rental housing that is geared towards folks that don’t work at Bruce Power or for one of their contractors. Nearly every rental ad in the area makes reference to being “perfect for Bruce Power workers/contractors”. Where is the diversity in housing types and price points? Landlords seem to be more focussed on short term weekly rentals than providing stable housing options. The price point for the rentals that do exist, makes it prohibitive for almost anyone else to rent here. I am a young employed professional, with good credit and references, I want to call Kincardine my home long term but there is nothing on the market that is accessible to me that wouldn’t cost me nearly my entire paycheck to rent.”

“Rental prices are insane and unfortunately my family is looking at relocating out of Kincardine because we can not afford to live here anymore. That means our 3 kids will have to leave their childhood friends behind because we can not find another affordable rental in our area.”

“I believe potential home buyers are avoiding Kincardine due to our lack of amenities that towns like port Elgin have. (more shopping, variety of restaurants, sports facilities like bike paths , outdoor pickle ball, etc.)”

“Make it easier to have additional housing added to existing properties but maintaining the small town feel.”

“We have 3 adult children who are living with us again partly due to the pandemic and now they can’t afford to find a place on their own. This is why I strongly support being able to built a secondary apartment on our property or onto a current structure.”

5. Sample description

Age		Household size	
18-29 years	11%	Single person	15%
30-44 years	29%	Two people	42%
45-59 years	23%	Three or more people	43%
60+ years	37%		
Employment status		Mobility/accessibility needs	
Full-time/self-employed	52%	Yes	12%
Part-time	7%	No	88%
Stay-at-home parent	4%		
Student	1%		
Retired	34%		
Looking for work	2%		
Employment Sector		Income	
Nuclear/Energy	28%	Less than \$25,000	6%
Professional Services (Finance, law, marketing, etc.)	12%	\$25,000-\$50,000	15%
Healthcare	11%	\$50,000-\$75,000	15%
Retail	9%	\$75,000-\$100,000	15%
Trades/Construction	8%	\$100,000-\$150,000	15%
Education	7%	\$150,000 or more	16%
Tourism & Hospitality	6%	Did not answer/refused	18%
Agriculture/farming	4%		
Manufacturing	4%		
Social services	2%		
IT/Software	2%		
Real estate	1%		
Media	1%		
Non-profit/charity	1%		

Resident status		Housing status	
Full-time resident	84%	Own	74%
Cottager/seasonal	2%	Rent	20%
Work in Kincardine but live elsewhere	4%	Live with family/friends (no rent)	5%
Live outside Kincardine	8%	Homeless/seeking housing	1%
Other	2%		
Type of housing lived in		Own investment/rental property	
Single detached/semi-detached	81%	Yes	7%
Rental apartment	7%	No	93%
Duplex, row/townhouse	6%		
Condominium complex	3%	Renter/boarder at your home	
Rent a room/boarder	2%	Yes	10%
Cottage/seasonal property	2%	No	89%
Mobile home/tiny home	1%	Occasionally	1%
Motel/hotel	<1%		
Long-term care/retirement home	<1%		
Time in Kincardine		Time at current address	
Less than 10 years	32%	Less than 10 years	58%
11-20 years	15%	11-20 years	17%
21+ years	53%	21+ years	25%
Renters current monthly rent		Renters utility bills	
\$1,000 or less	26%	Included in rent	29%
\$1,000 - \$1,500	32%	Pay separately	52%
\$1,500 - \$2,000	31%	A mix of both	19%
Over \$2,000	11%		
Renters type of home			
Studio	3%		
One bedroom	15%		
Two bedrooms	34%		
Three bedrooms	37%		
Four bedrooms	9%		
Other	2%		

Appendix 1 – Survey questionnaire

The Municipality of Kincardine is developing a Housing Action Plan in 2022 and we need your input. The Plan will focus on actions the municipality can undertake to increase the number of housing units within the community and support different dwelling types, including more affordable rentals and ownership options.

We invite all residents or potential residents to complete the Municipal Housing Survey. This survey will only take 5 – 10 minutes of your time, and will help us better understand housing needs and gather community input on increasing the supply of housing, including more affordable housing options.

Metroline Research Group, an independent market research company, will be managing the survey execution and data analysis. All feedback will remain confidential.

The Municipality of Kincardine would like to thank Bruce Community Futures for funding this important project.

1.1 Which of the following best describes you?

- A full-time resident of the Municipality of Kincardine
- A cottager/seasonal/part-time resident of the Municipality of Kincardine
- I work in the Municipality of Kincardine but live in another community
- I live in a community outside the Municipality of Kincardine
- Other (specify)

1.2 Do you currently own or rent your home?

- Own
- Rent
- Live with family/friends and don't pay rent
- Homeless/seeking housing

1.4 Which type of housing do you currently have/live in Kincardine?

PN: Ask if 1.1=(1,2,3,5)

- Single detached or semi-detached house
- Cottage/seasonal property
- Duplex, row or townhouse
- Condominium complex
- Rental apartment
- Rent a room/boarder
- Mobile home/tiny home
- Long-term care/retirement home
- Motel/hotel
- Other (specify)

1.5 In addition to your primary residence or seasonal property, do you own any housing in the Municipality of Kincardine that you use for rental purposes?

- Yes
- No

1.6 Do you currently have a renter or boarder at your home?

PN: Ask if 1.1 =(1,2) and 1.2=(1,2)

- Yes
- No
- Occasionally

1.7 How long have you lived in Kincardine?

PN: Ask if 1.1 = (1,2,5)

- Less than two years
- 3-5 years
- 6-10 years
- 11-20 years
- More than 20 years

1.8 How long have you lived at your current address in Kincardine?

PN: Ask if 1.1 = (1,2,5)

- Less than two years
- 3-5 years
- 6-10 years
- 11-20 years
- More than 20 years

2.1 What is your current monthly rent?

PN: Ask if 1.2 = 2

- \$500 or less
- \$500 - \$1,000
- \$1,000-\$1,500
- \$1,500-\$2,000
- \$2,000-\$2,500
- Over \$2,500

2.2 How are utilities handled?

PN: Ask if 1.2 = 2

- Included in rent
- Pay separately
- A mix of both (for example, landlord pays for heat and water, you pay for electricity)

2.3 Which type of home do you live in?

PN: Ask if 1.2 = 2

- Studio apartment
- 1 bedroom
- 2 bedrooms
- 3 bedrooms
- 4 bedrooms
- Other

3.1 Are you currently seeking housing in the Municipality of Kincardine?

PN: Ask if 1.1 >= 2

- Yes
- No

3.2 Are you currently thinking of, or looking to find other housing in the Municipality of Kincardine?

PN: Ask if 1.1 = 1

- Yes
- No

3.3 For this new housing, are you looking to...?

PN: Ask if 3.1=1 or 3.2=1

- Own
- Rent
- Lease/Co-op
- Other (specify)

3.4 Are you considering purchasing property in the Municipality of Kincardine for rental purposes?

- Yes
- No
- Not sure

3.5 What type of housing are you looking to purchase?

PN: Ask if 3.4=1

- Single detached or semi-detached house
- Cottage/seasonal property
- Duplex, row or townhouse
- Condominium complex
- Rental apartment
- Rent a room/boarder
- Mobile home/tiny home
- Long-term care/retirement home
- Motel/hotel
- Other (specify)

3.6 How satisfied are you with your current housing situation in terms of how it suits your needs?

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not satisfied at all

3.7 Why are you not satisfied with your current housing?

PN: Ask if 3.6=3,4, select all that apply

Cost of rent, mortgage, utilities, etc.
Layout isn't suitable
Not enough bedrooms/interior space
Not enough yard
Not accessible
Health and safety concerns
Location not convenient
Other (specify)

3.8 Which of these best describes how you anticipate your housing needs may change in the next 5 years?

- Will likely need/consider something larger
- Will likely need/consider something smaller
- Will likely need/consider the same size we have now

3.9 What type of housing would ideally suit your housing needs in the next 5 years?

PN: Multiple response, select all that apply.

- Single detached or semi-detached house
- Cottage/seasonal property
- Duplex, row or townhouse
- Condominium complex
- Rental apartment
- Rent a room/boarder
- Mobile home/tiny home
- Long-term care/retirement home
- Other (specify)

3.10 What do you feel are the biggest challenges to those looking for housing in the Municipality of Kincardine today?

PN: Multiple response, select all that apply.

- Not enough housing available to buy or rent
- House prices
- Not enough variety in the types or sizes of housing available
- Rising interest rates
- Inflation
- Other (specify)

4.1 How strongly do you agree or disagree that enough housing is available in the Municipality of Kincardine?

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7 8 9 10 Don't know

4.2 How strongly do you agree or disagree there is adequate social housing available in the Municipality of Kincardine? This is government assisted housing providing lower cost rental units to households with low-to-moderate incomes.

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7 8 9 10 Don't know

4.3 How strongly do you agree or disagree there is adequate seniors housing available in the Municipality of Kincardine?

Strongly Disagree

Strongly Agree

1 2 3 4 5 6 7 8 9 10 Don't know

4.4 What kind of impact, if any, do you think short term rental housing (ie. Airbnb, VRBO) is having on the availability and affordability of housing in the Municipality of Kincardine?

- Strong positive impact
- Positive impact
- Negative impact
- Strong negative impact
- No impact

4.5 What percentage of your annual household income (before taxes) would you say you spend on housing expenses, including rent, mortgage, and property taxes?

- 30% or less
- More than 30%
- Don't know

5.1 How likely would you be to consider adding one of the following to your property, if it was permitted?

PN: Use a 5- point not likely to very likely scale

- a) A secondary/in-law suite inside your current home or basement
- b) Adding or converting another building on your property to create a secondary unit, sometimes called a laneway house or garden suite
- c) Adding or parking a tiny house on your property

5.2 How strongly do you agree or disagree that the Municipality should provide incentives to developers and/or property owners to encourage the development of more affordable rental housing?

Strongly disagree

Strongly agree

1 2 3 4 5 6 7 8 9 10 Don't know

SECTION 6 – DEMOGRAPHICS

A few questions to help us classify your answers with others who complete a survey. A reminder that the data collection and analysis is being conducted by an independent third-party, who will not provide any personally identifying information with the results of the survey.

6.1 What is your age?

- 17 years or younger
- 18-29 years
- 30-44 years
- 45-59 years
- 60-74 years
- 75 and above

6.2 Including yourself, how many people live at your address?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

6.3 Do you, or anyone in your household, have any accessibility or mobility needs?

- Yes
- No

6.4 What is your current employment status?

- Working full-time/self-employed
- Working part-time
- Stay-at-home parent
- Student
- Retired
- Looking for work

6.5 Which sector do you work in?

PN: Ask if 6.4=(1,2)

- Nuclear/Energy
- Agriculture/farming
- Tourism & Hospitality
- Manufacturing
- Retail
- Construction
- Healthcare
- Education
- Finance/Professional Services/Government
- Construction
- Other

6.6 What is your annual household income?

- Less than \$25,000
- \$25,000 - \$50,000
- \$50,001 – \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$150,000
- \$150,000 or more
- Prefer not to answer

Thank you. Two last questions.

7.1 Please provide any additional comments or suggestions to improve seniors housing in the Municipality of Kincardine.

7.2 Please provide any additional comments or suggestions to improve the housing situation in the Municipality of Kincardine.

Appendix 2 – Postcard



Tell Us About Housing!

The Municipality of Kincardine is developing a Housing Action Plan in 2022, and we need your input.

We invite all residents or potential residents to complete the Municipal Housing Survey. The survey will only take 5-10 minutes to complete and will help us better understand housing needs and gather community input on increasing the supply of housing, including more affordable housing options.

Metroline Research Group, an independent marketing research company, will be managing the survey execution and data analysis. All feedback will remain confidential.

Please see the back of this postcard for ways to participate.

• www.kincardine.ca/housing •

