



A Housing Crunch and a Hunger for Change

Owen Sound, Kincardine and Collingwood survey released May, 2026
Field: April 18 to 28, 2026
Submission 2026-3008



OnePoint
ASSOCIATION OF REALTORS®



NANOS

The research gauged the opinions among residents of Owen Sound, Kincardine and Collingwood on the quality of life, perceptions of real estate, affordability, the housing market, and municipal election issues in these target geographies.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 769 residents of Owen Sound, Kincardine and Collingwood, 18 years of age or older, from April 18 to 28, 2026.

The margin of error for a random survey of 769 residents of Owen Sound, Kincardine and Collingwood is ± 3.6 percentage points, 19 times out of 20.

The research was commissioned by One Point 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 have significant differences that are highlighted in yellow.

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

THE UPSHOT

1. **Housing anxiety is nearly universal:** Fully 84% of residents say they are worried about the next generation's ability to afford a home.
2. **Affordability frustration is now mainstream:** A majority (54%) say they are frustrated by the lack of progress on housing affordability in their community.
3. **Affordability is widely seen as out of reach:** Fewer than 3 in 10 residents rate their community as a good place to afford a home — 27% in Owen Sound, 13% in Kincardine, and just 12% in Collingwood.
4. **There is overwhelming support to speed up housing supply:** Nearly 8 in 10 (78%) outright support speeding up approvals for affordable and rental housing projects.
5. **Residents support a balanced growth strategy:** Almost half (46%) prefer a mix of mid-rise, gentle density, and new subdivisions to accommodate future housing growth.

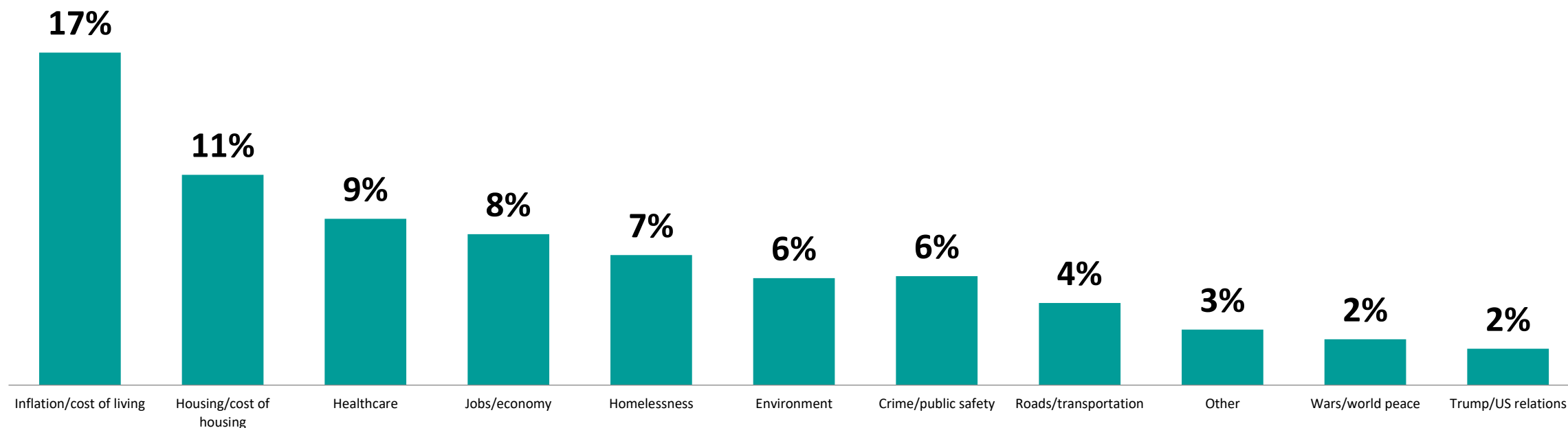
THE UPSHOT continued

6. **Gentle density has majority backing:** A clear 52% support enabling four-unit homes in existing neighbourhoods (rising to 65% among renters).
7. **Renters are the most dissatisfied group:** 60% of renters say municipalities are not doing enough on affordability, compared with 48% of homeowners.
8. **Housing issues now influence local politics:** Nearly 45% say the local housing situation will affect how they vote in the 2026 municipal election.
9. **Property tax trade-offs split the electorate:** Residents are divided between keeping taxes down even if housing slows (47%) and accepting a small increase to support housing infrastructure (42%).
10. **Demand for political change is strong:** Half (50%) of residents say they are more likely to vote for new municipal candidates, signalling pressure for housing-focused leadership.

Issues of concern

Most important issue of concern – Top responses

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



Residents of Owen Sound, Kincardine and Collingwood say their most important issue of concern unprompted is inflation/cost of living (17%). This was followed by housing/cost of housing (11%) and healthcare (9%).

*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, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Most important issue of concern - By region, gender, age and vote profile

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

	First rank											
	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Inflation/cost of living	17.4%	17.5%	18.2%	16.9%	21.9%	13.6%	16.5%	20.5%	16.2%	17.0%	25.2%	7.3%
Housing/cost of housing	11.0%	12.4%	7.8%	11.3%	7.1%	14.5%	10.1%	13.4%	10.1%	11.8%	6.5%	18.9%
Healthcare	8.7%	11.5%	6.1%	6.8%	8.4%	9.1%	2.8%	8.4%	11.5%	12.1%	6.1%	5.0%
Jobs/economy	7.9%	7.8%	8.3%	7.9%	10.1%	6.0%	10.7%	7.5%	7.0%	8.7%	11.7%	4.1%
Homeless	6.8%	10.2%	2.9%	4.8%	5.9%	7.6%	12.4%	9.9%	2.8%	4.9%	7.6%	10.5%
Crime/public safety	5.7%	9.5%	1.1%	3.5%	4.6%	6.6%	12.9%	4.3%	3.2%	3.5%	6.3%	2.0%
Environment	5.6%	5.0%	5.8%	6.4%	3.4%	7.6%	6.1%	3.6%	6.4%	3.9%	3.0%	21.9%
Roads/transportation	4.3%	2.2%	7.4%	4.9%	2.6%	5.7%	5.2%	2.8%	4.6%	3.2%	2.7%	2.5%
Other	2.9%	2.6%	2.5%	3.6%	4.0%	1.9%	1.2%	3.1%	3.6%	1.9%	4.7%	-
Wars/world peace	2.4%	2.0%	2.3%	3.2%	1.6%	3.2%	-	1.8%	3.8%	4.4%	0.4%	2.4%
Government	2.2%	1.7%	4.7%	1.4%	1.5%	2.9%	3.3%	3.0%	1.4%	0.4%	6.1%	-

When asked their most important issue of concern, those who vote for the CPC are more likely to say inflation/cost of living (25%) than liberal (17%) or NDP voters (7%).

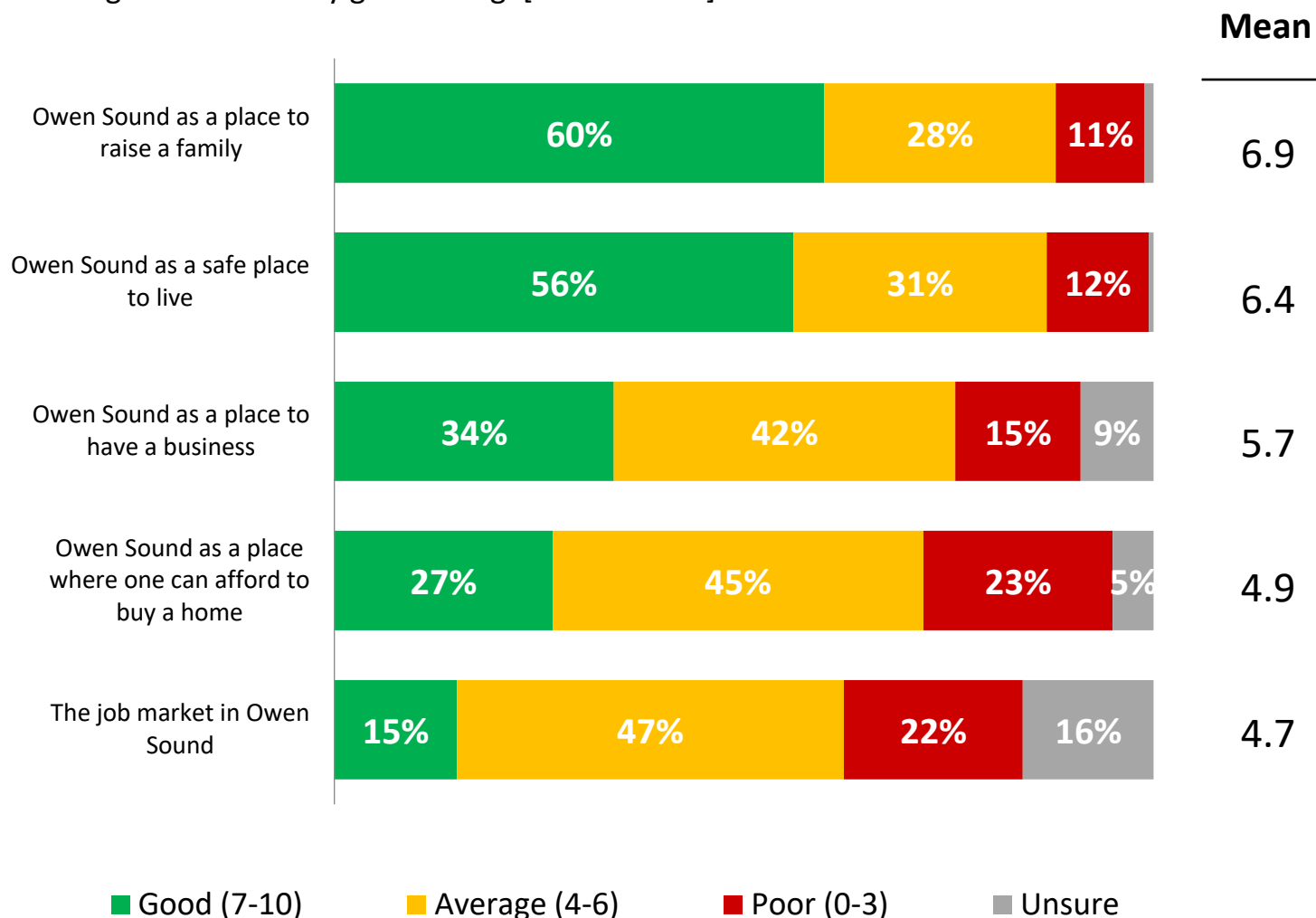
A person is running away from the camera on a wooden boardwalk. The boardwalk is made of dark wooden planks and leads towards a body of water in the distance. The sky is filled with soft, orange and yellow clouds, suggesting a sunset or sunrise. The person is wearing dark athletic wear and white sneakers. The overall mood is peaceful and active.

Views on the region

Rating Owen Sound

Most residents of Owen Sound believe their community is a good place to raise a family (60%) and a safe place to live (56%), meanwhile one in six (15%) rate the job market in Owen Sound as good (score 7-10 out of 10).

Q - How would you rate Owen Sound on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]



*Data labels under 3% not displayed to help with chart visibility

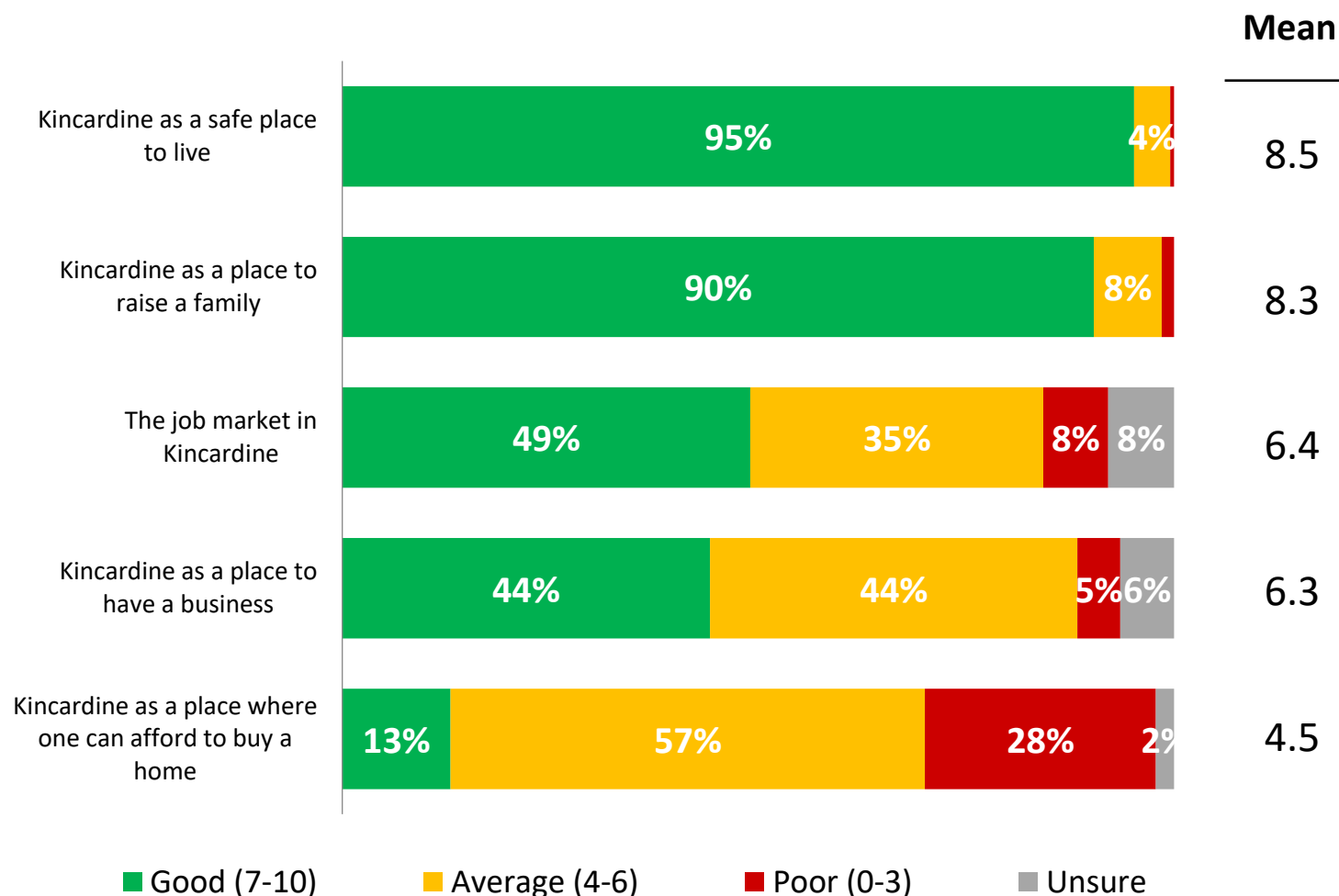
*Weighted to the true population proportion.

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

Rating Kincardine

A strong majority of Kincardine residents (95%) believe their community is a safe place to live and a good place to raise a family (90%), giving a score of 7-10 out of 10. About half rate the job market in Kincardine as good.

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



*Weighted to the true population proportion.

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

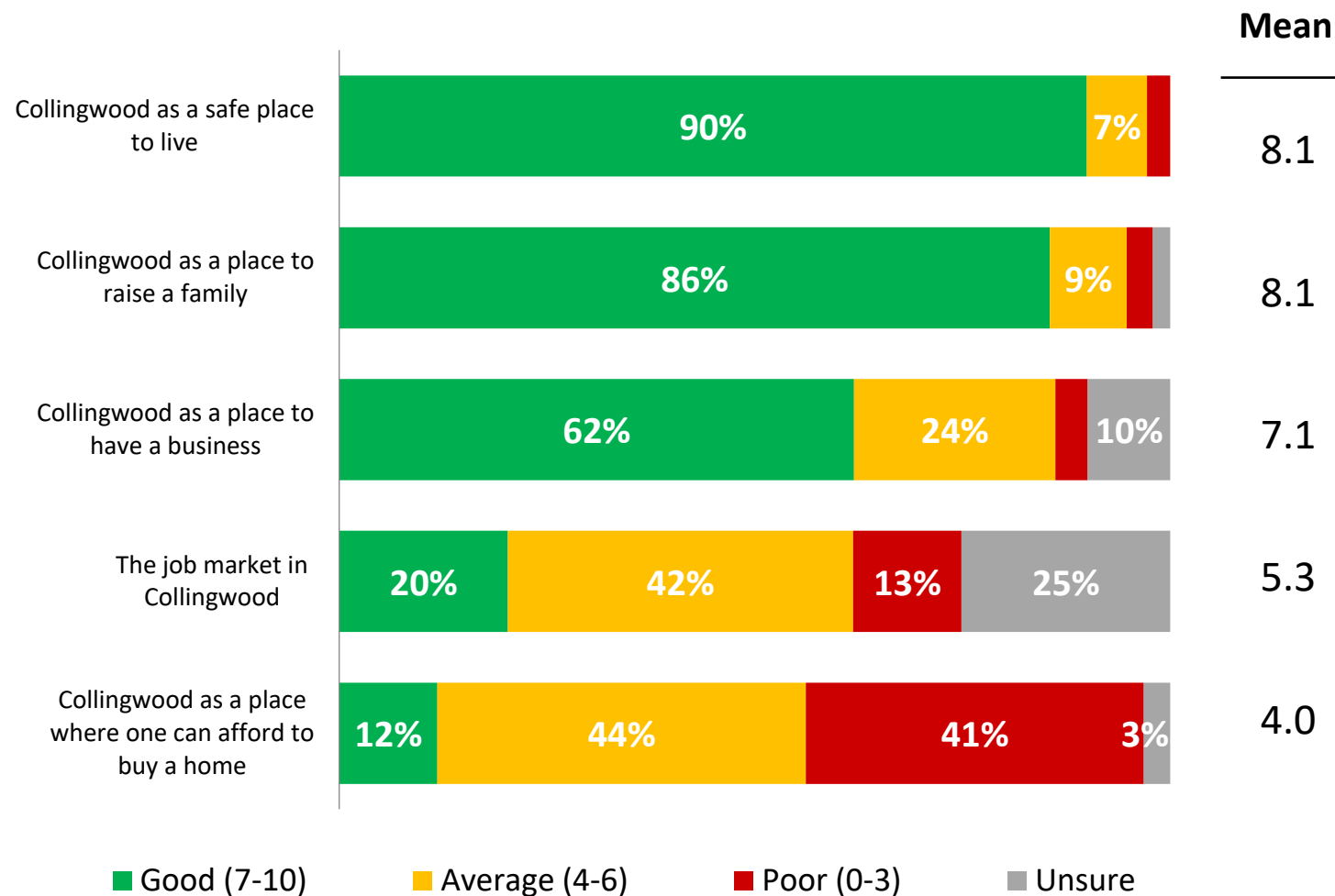
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Rating Collingwood

Overall, Collingwood receives high positive ratings on being a safe place to live (90%), a place to raise a family (86%) and a place to have a business (62%).

Meanwhile, less than one in six believe Collingwood is a place where one can afford to buy a home (12%).

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



*Data labels under 3% not displayed to help with chart visibility

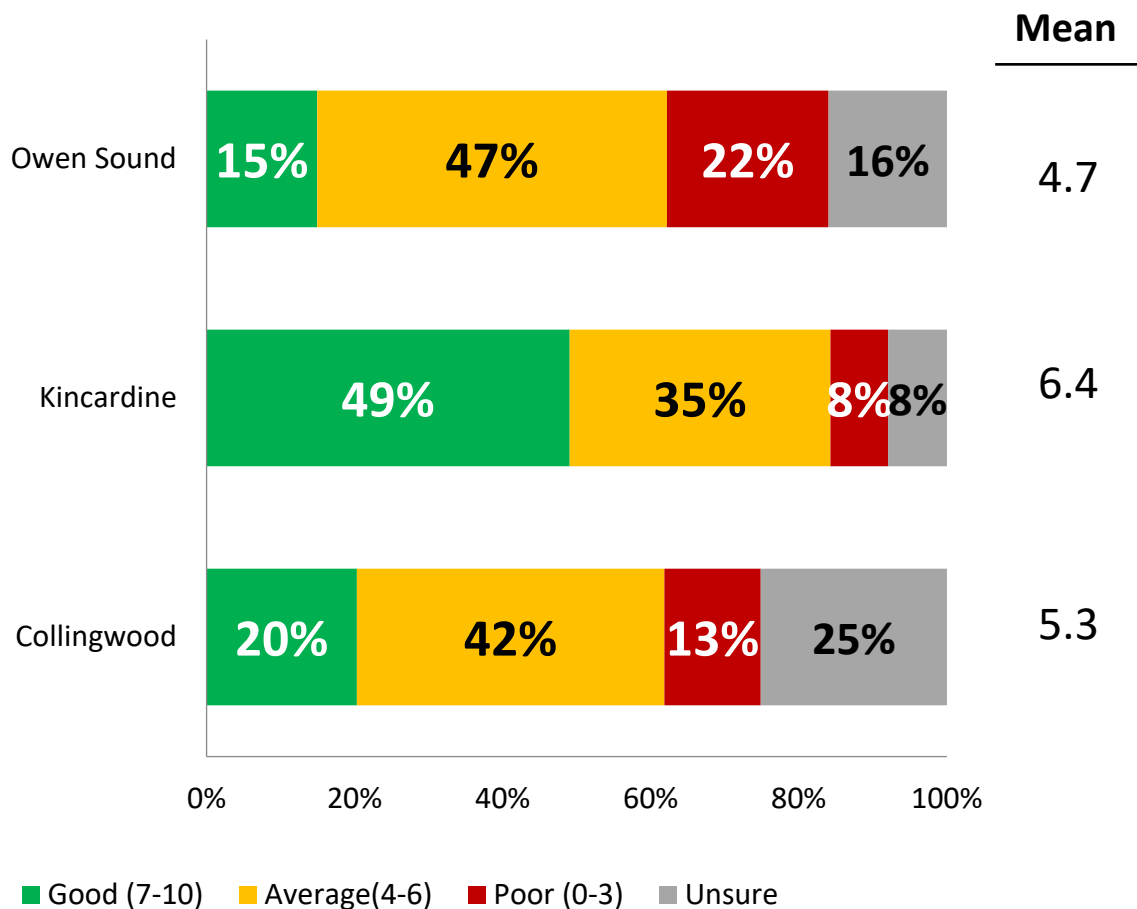
*Weighted to the true population proportion.

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

Q - How would you rate Owen

Sound/Kincardine/Collingwood on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

The job market in Owen Sound/Kincardine/Collingwood



*Weighted to the true population proportion.

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

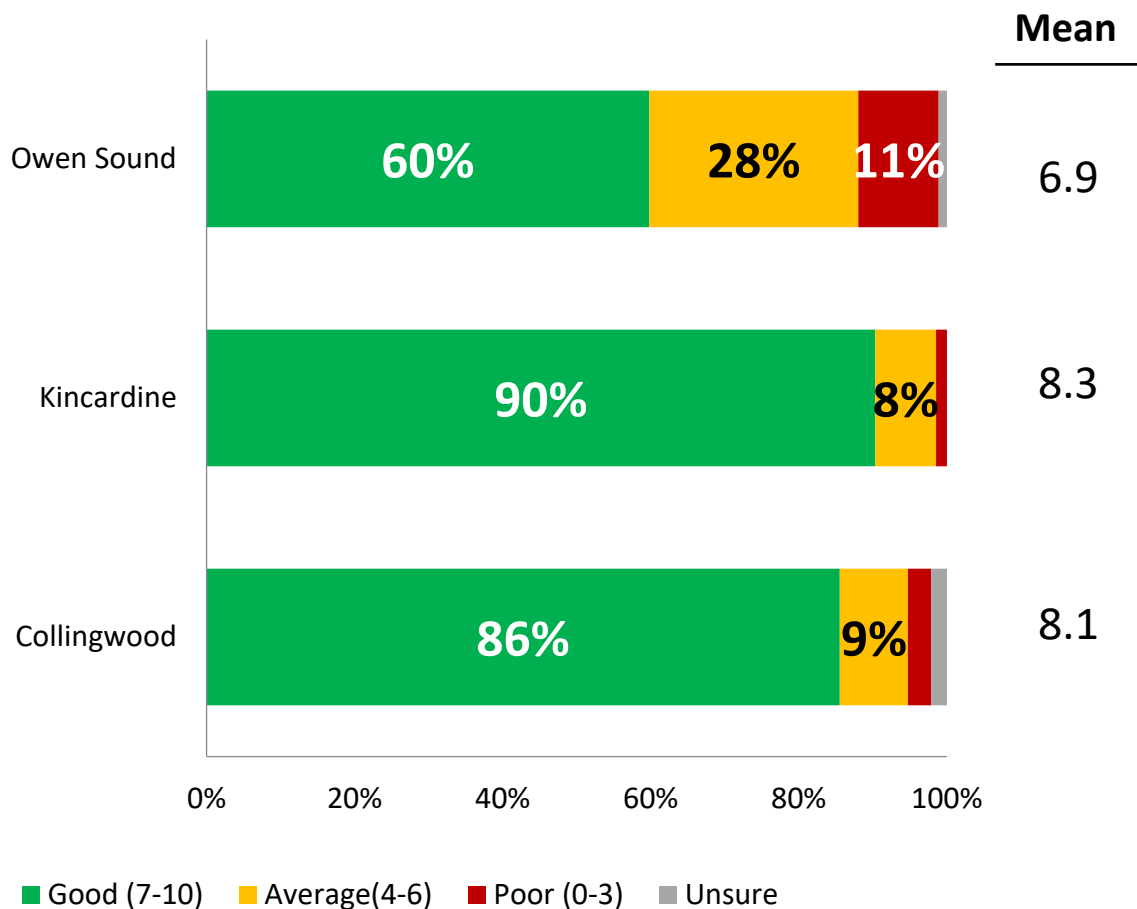
Rating the job market – Means by demographics

Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Home- owners (n=579)	Renters (n=157)
5.3	5.2	5.5	4.8	5.5	5.4	5.0
Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)	Lived in community for 10 years or less (n=134)	Lived in community for 11 to 30 years (n=282)	Lived in community for more than 30 years (n=329)	
5.5	5.0	5.1	5.5	5.4	5.1	
Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
4.7	4.9	5.2	5.5	5.7	5.3	5.9

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q - How would you rate Owen Sound/Kincardine/Collingwood on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Owen Sound/Kincardine/Collingwood as a place to raise a family



*Weighted to the true population proportion.

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

Rating the municipalities as places to raise a family – Means by demographics

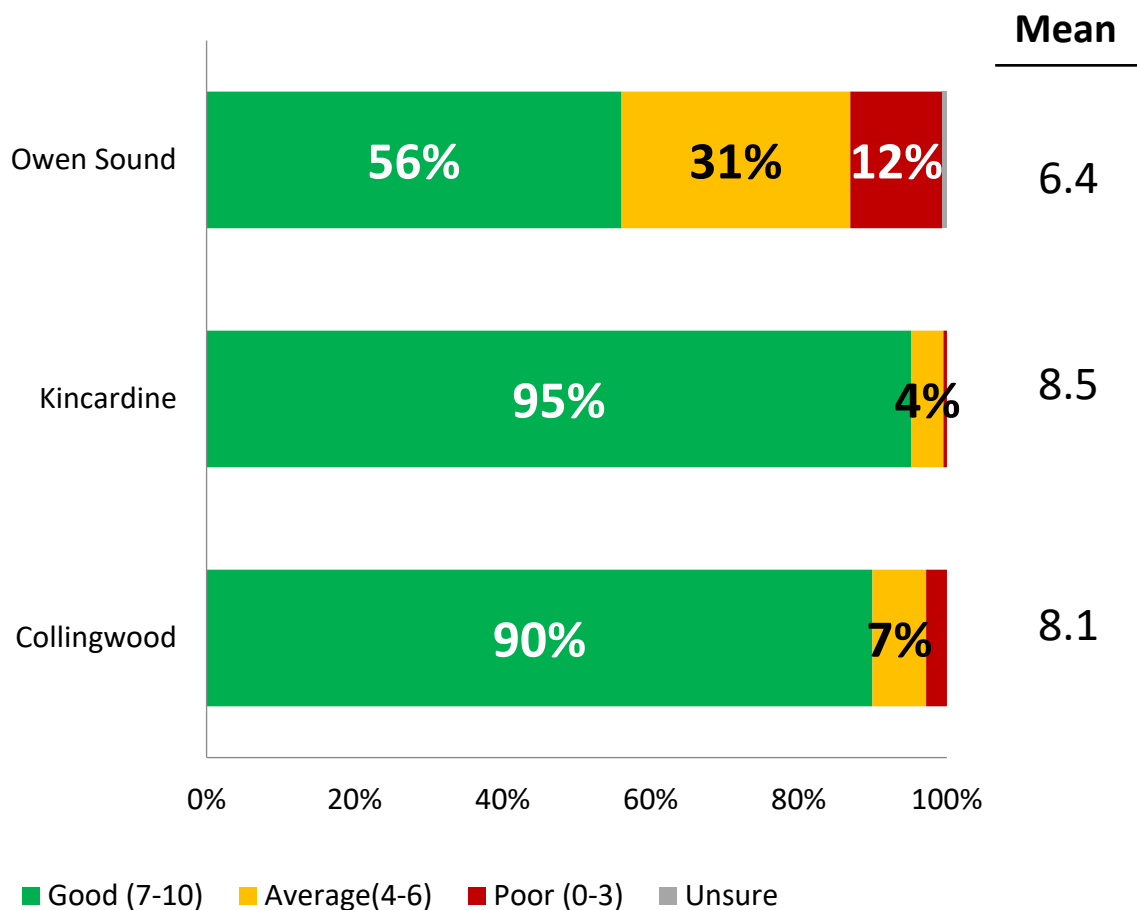
Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Home- owners (n=579)	Renters (n=157)
7.5	7.7	7.1	7.1	8.1	7.8	7.1
Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)	Lived in community for 10 years or less (n=134)	Lived in community for 11 to 30 years (n=282)	Lived in community for more than 30 years (n=329)	
8.0	7.1	7.3	7.7	7.4	7.8	
Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
6.6	7.2	7.7	7.9	7.7	8.2	8.1

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q - How would you rate Owen

Sound/Kincardine/Collingwood on the following where 0 is a very poor rating and 10 is a very good rating. [RANDOMIZE]

Owen Sound/Kincardine/Collingwood as a safe place to live



*Weighted to the true population proportion.

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

Rating the municipalities as safe places to live – Means by demographics

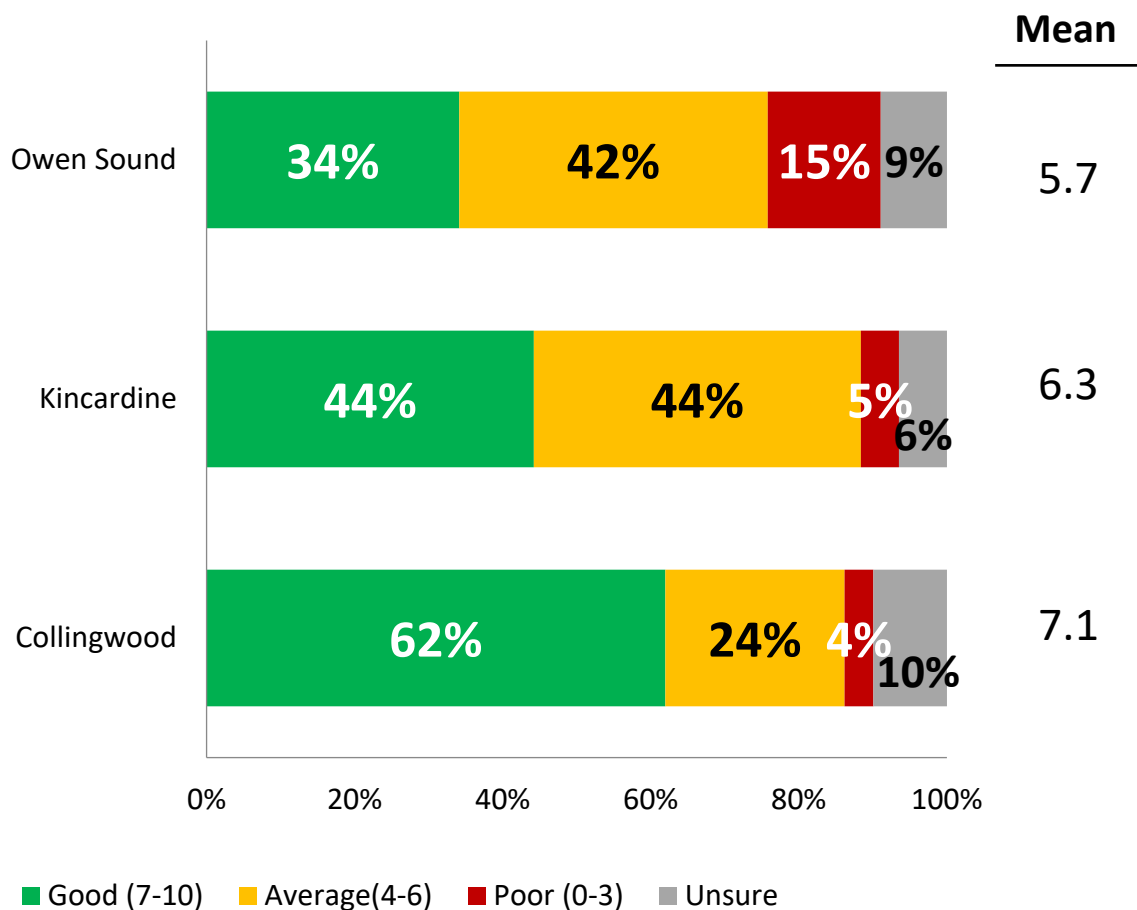
Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Home- owners (n=579)	Renters (n=157)
7.5	7.4	7.0	7.2	7.8	7.7	6.9
Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)	Lived in community for 10 years or less (n=134)	Lived in community for 11 to 30 years (n=282)	Lived in community for more than 30 years (n=329)	
7.8	7.0	7.2	7.7	7.4	7.5	
Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
6.6	7.4	7.4	7.9	7.7	8.1	7.9

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q - How would you rate Owen Sound/Kincardine/Collingwood on the following where 0 is a very poor rating and 10 is a very good rating.

[RANDOMIZE]

Owen Sound/Kincardine/Collingwood as a place to have a business



*Weighted to the true population proportion.

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

Rating the municipalities as places to have a business – Means by demographics

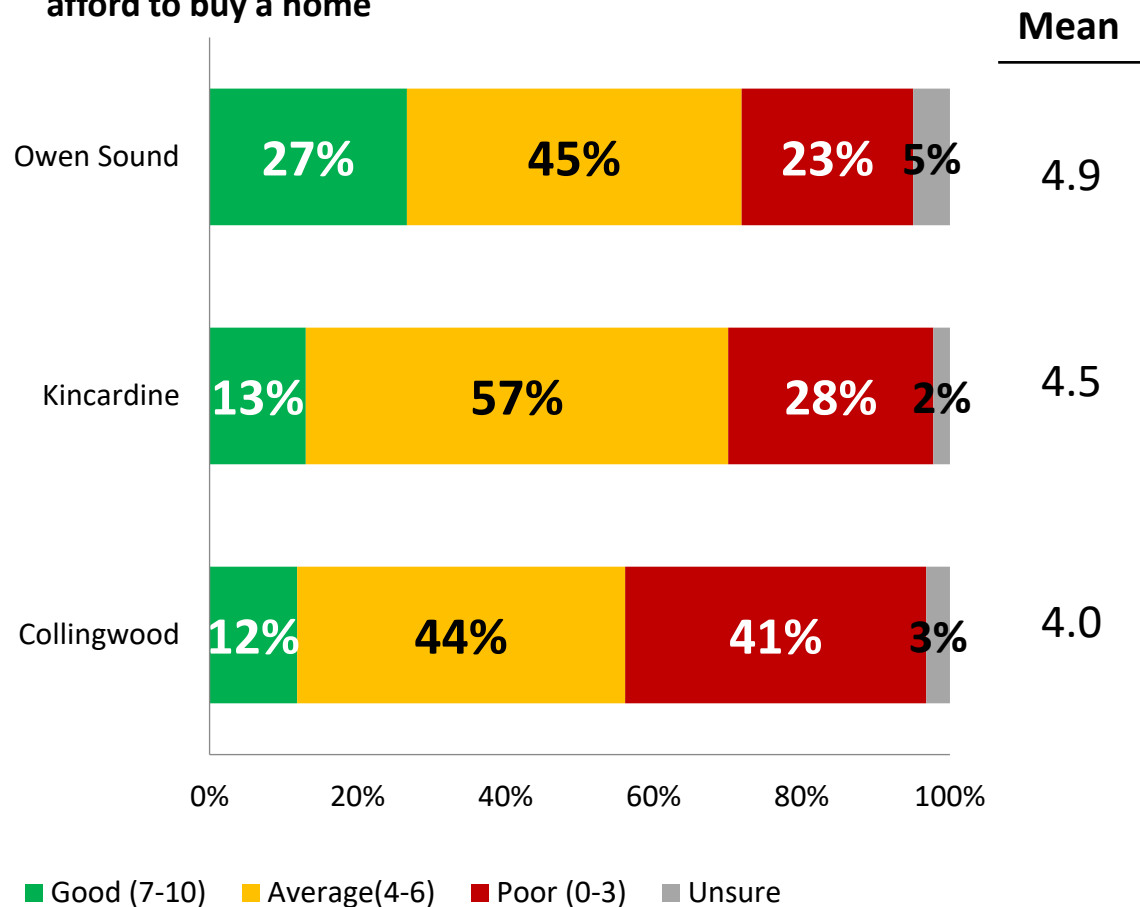
Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Home-owners (n=579)	Renters (n=157)
6.3	6.3	6.0	6.0	6.6	6.3	6.2
Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)	Lived in community for 10 years or less (n=134)	Lived in community for 11 to 30 years (n=282)	Lived in community for more than 30 years (n=329)	
6.4	5.9	6.1	6.4	6.2	6.3	
Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
5.8	6.0	6.3	6.4	6.4	6.2	6.6

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q - How would you rate Owen Sound/Kincardine/Collingwood on the following where 0 is a very poor rating and 10 is a very good rating.

[RANDOMIZE]

Owen Sound/Kincardine/Collingwood as a place where one can afford to buy a home



*Weighted to the true population proportion.

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

Rating housing affordability – Means by demographics

Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Home-owners (n=579)	Renters (n=157)
4.3	4.7	4.0	4.0	5.0	4.7	3.8
Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)	Lived in community for 10 years or less (n=134)	Lived in community for 11 to 30 years (n=282)	Lived in community for more than 30 years (n=329)	
4.9	4.1	4.2	4.5	4.4	4.6	
Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
4.1	4.3	4.6	4.5	4.8	4.7	4.5

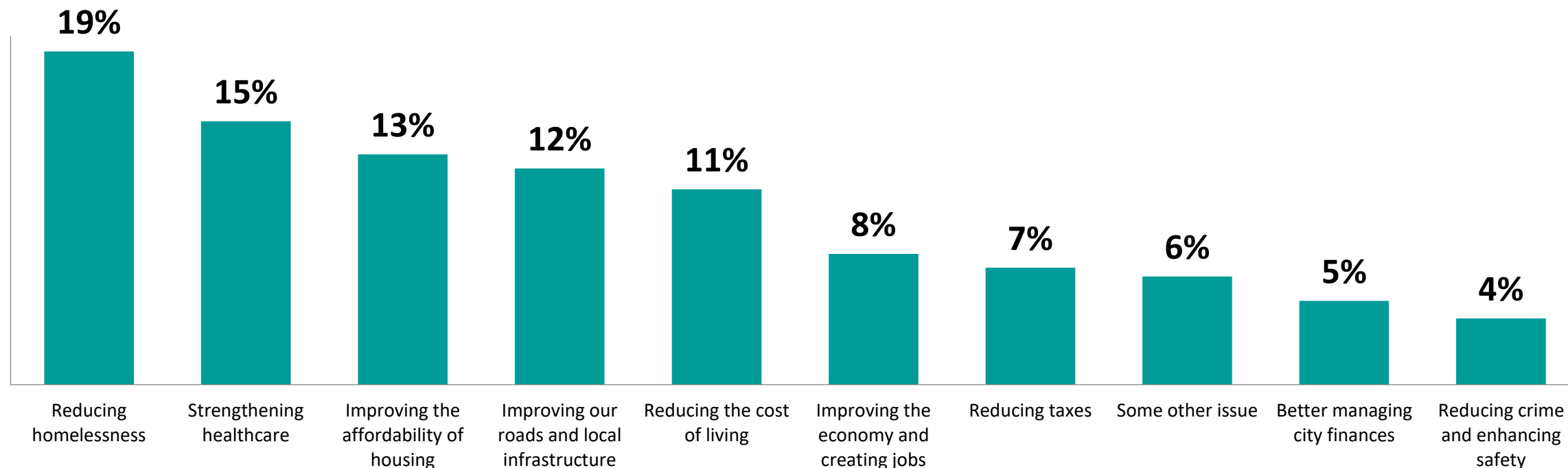
Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.



Issues for municipal leaders

Most important issues of concern for local/municipal elected leaders to focus on

Q – [First ranked response] - What are the two most important issues that you'd like your local/municipal elected leaders to focus on?



Close to one in five residents of Owen Sound, Kincardine and Collingwood say the most important issue of concern that they'd like their local/municipal elected leaders to focus on is reducing homelessness (19%).

*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, April 18 to 28, 2026, n=765 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Most important issues for local/municipal elected leaders to focus on – By region, gender, age and vote profile

Q – [First ranked response] - What are the two most important issues that you'd like your local/municipal elected leaders to focus on?

	First ranked/Open											
	Aggregate 2026-04 (n=765)	Owen Sound (n=337)	Kincardine (n=156)	Collingwood (n=272)	Male (n=393)	Female (n=372)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=448)	Usually votes LPC (n=298)	Usually votes CPC (n=212)	Usually votes NDP (n=34)
Reducing homelessness	19.1%	26.7%	6.0%	17.3%	17.8%	20.2%	20.7%	18.5%	18.7%	18.5%	18.5%	24.8%
Strengthening healthcare	15.1%	14.4%	22.7%	11.3%	13.1%	16.9%	9.7%	15.5%	17.3%	20.5%	10.4%	24.1%
Improving the affordability of housing	13.2%	10.8%	11.6%	17.4%	12.8%	13.6%	12.6%	16.0%	12.0%	12.3%	13.2%	23.0%
Improving our roads and local infrastructure	12.4%	9.7%	10.3%	17.1%	13.2%	11.6%	11.4%	9.3%	14.3%	11.4%	13.5%	2.4%
Reducing the cost of living	11.2%	7.6%	16.4%	12.7%	8.5%	13.6%	18.2%	11.2%	8.1%	9.6%	11.7%	15.2%
Improving the economy and creating jobs	7.5%	7.7%	10.8%	5.4%	9.0%	6.3%	9.1%	7.6%	6.8%	8.7%	5.5%	4.1%
Reducing taxes	6.7%	6.9%	11.2%	3.5%	8.4%	5.1%	5.6%	8.0%	6.5%	6.3%	9.7%	2.4%
Some other issue	6.2%	4.8%	5.0%	8.7%	6.3%	6.1%	4.7%	4.4%	7.8%	5.4%	4.9%	2.0%
Better managing city finances	4.8%	3.1%	6.0%	6.3%	6.7%	3.1%	1.2%	6.2%	5.6%	4.6%	6.2%	-
Reducing crime and enhancing safety	3.8%	8.2%	-	0.4%	4.2%	3.5%	6.7%	3.3%	2.8%	2.8%	6.3%	1.9%

Residents of Owen Sound are more likely to say the most important issue that they'd like their local/municipal elected leaders to focus on is reducing homelessness (27%) compared to those in Kincardine (6%).

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=765 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

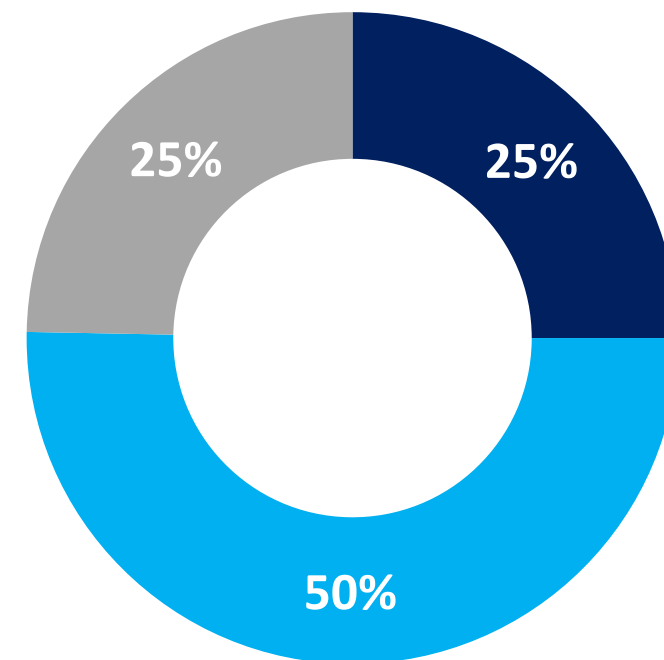
Likelihood to vote for incumbents versus new candidates

1 in 2

residents of
Owen Sound, Kincardine
and Collingwood

say they are more likely to vote for new candidates and it's time for change. One in four residents say they are more likely to vote for incumbents – those who are currently in office (25%) and the remaining are unsure (25%).

Question – Are you more likely to vote for the incumbents – those who are currently in office, or do you believe it's time for change and will likely vote for new candidates?



■ Vote for incumbents

■ Vote for new candidates/change

■ I don't know yet

*Weighted to the true population proportion.

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

Likelihood to vote for incumbents versus new candidates – By region, gender, age and vote profile

Q - Are you more likely to vote for the incumbents – those who are currently in office, or do you believe it's time for change and will likely vote for new candidates?

	Aggregate 2026-04 (n=768)	Owen Sound (n=336)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=374)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=451)	Usually votes LPC (n=298)	Usually votes CPC (n=213)	Usually votes NDP (n=34)
Vote for incumbents	25.0%	25.6%	25.9%	23.7%	26.1%	24.1%	21.8%	20.2%	28.9%	24.7%	28.4%	20.1%
Vote for new candidates/change	50.3%	51.5%	53.0%	47.1%	48.5%	51.9%	60.6%	49.4%	46.3%	55.2%	52.3%	65.6%
I don't know yet	24.7%	22.8%	21.1%	29.2%	25.4%	24.0%	17.7%	30.4%	24.7%	20.1%	19.2%	14.4%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=768 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

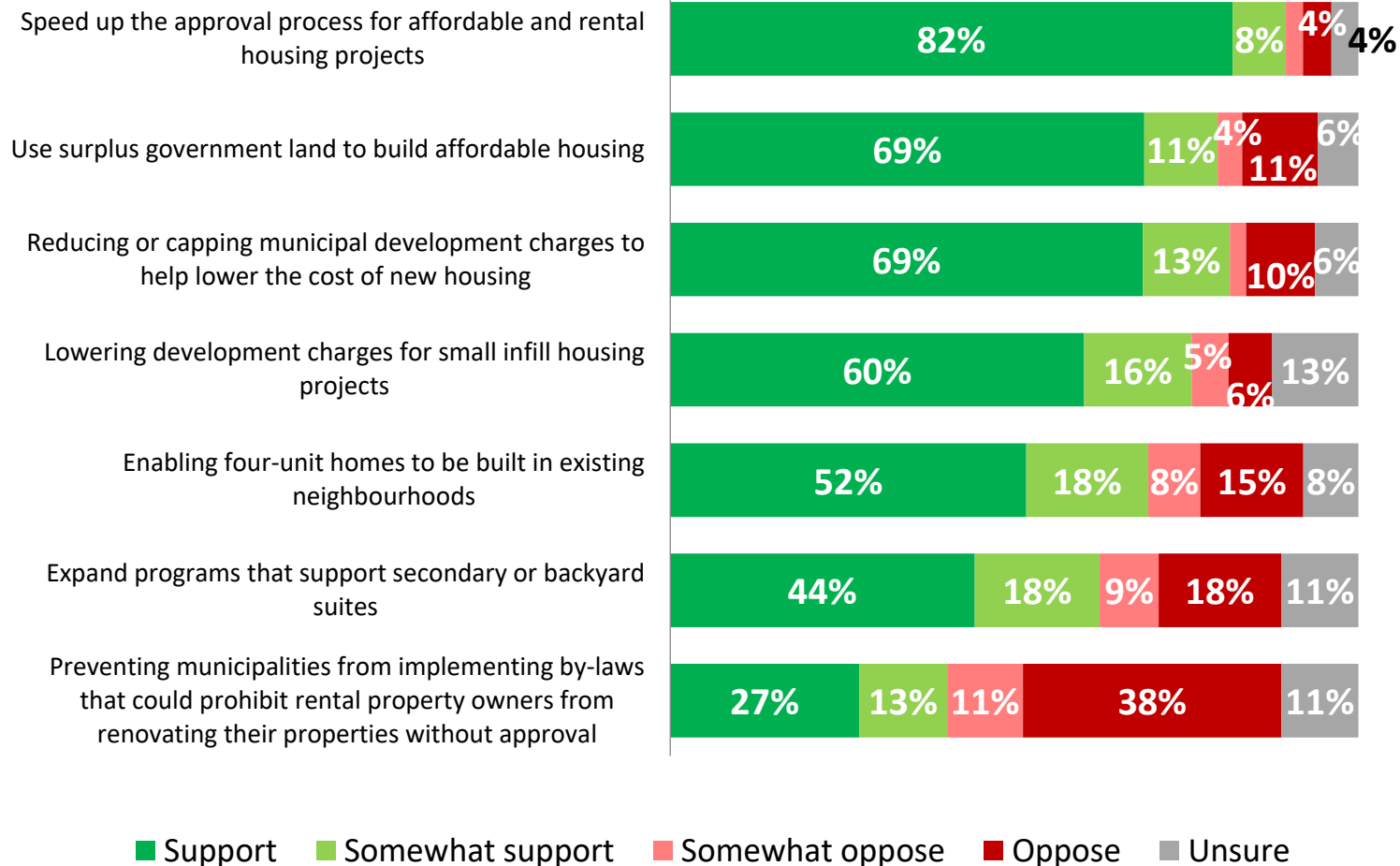
Housing affordability solutions



Views on addressing housing affordability issues in the region – Owen Sound

Owen Sound residents are most likely to support speeding up approval processes for affordable and rental housing projects with over four in five who outright support this. Close to seven in ten also support using surplus government land to build affordable housing, and reducing or capping municipal development charges to help lower the cost of new housing.

Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound? [RANDOMIZE]



*Data labels under 3% not displayed to help with chart visibility

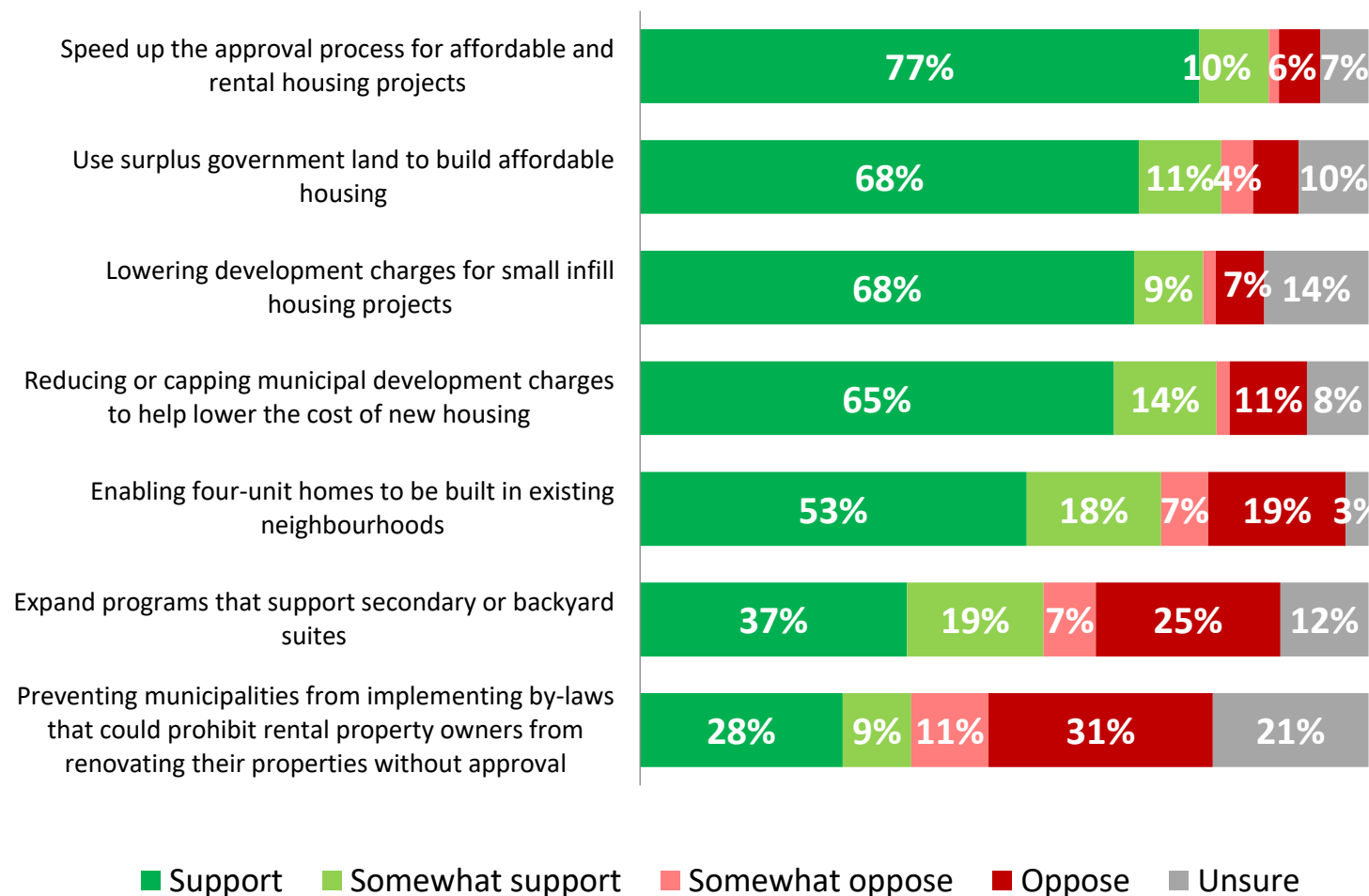
*Weighted to the true population proportion.

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

Views on addressing housing affordability issues in the region – Kincardine

Kincardine residents (37%) are less likely than other regions to outright support expanding programs that support secondary or backyard suites compared to Owen Sound (44%) or Collingwood (50%).

Do you support or oppose the following as potential ways to address housing affordability issues in Kincardine? [RANDOMIZE]



*Data labels under 3% not displayed to help with chart visibility

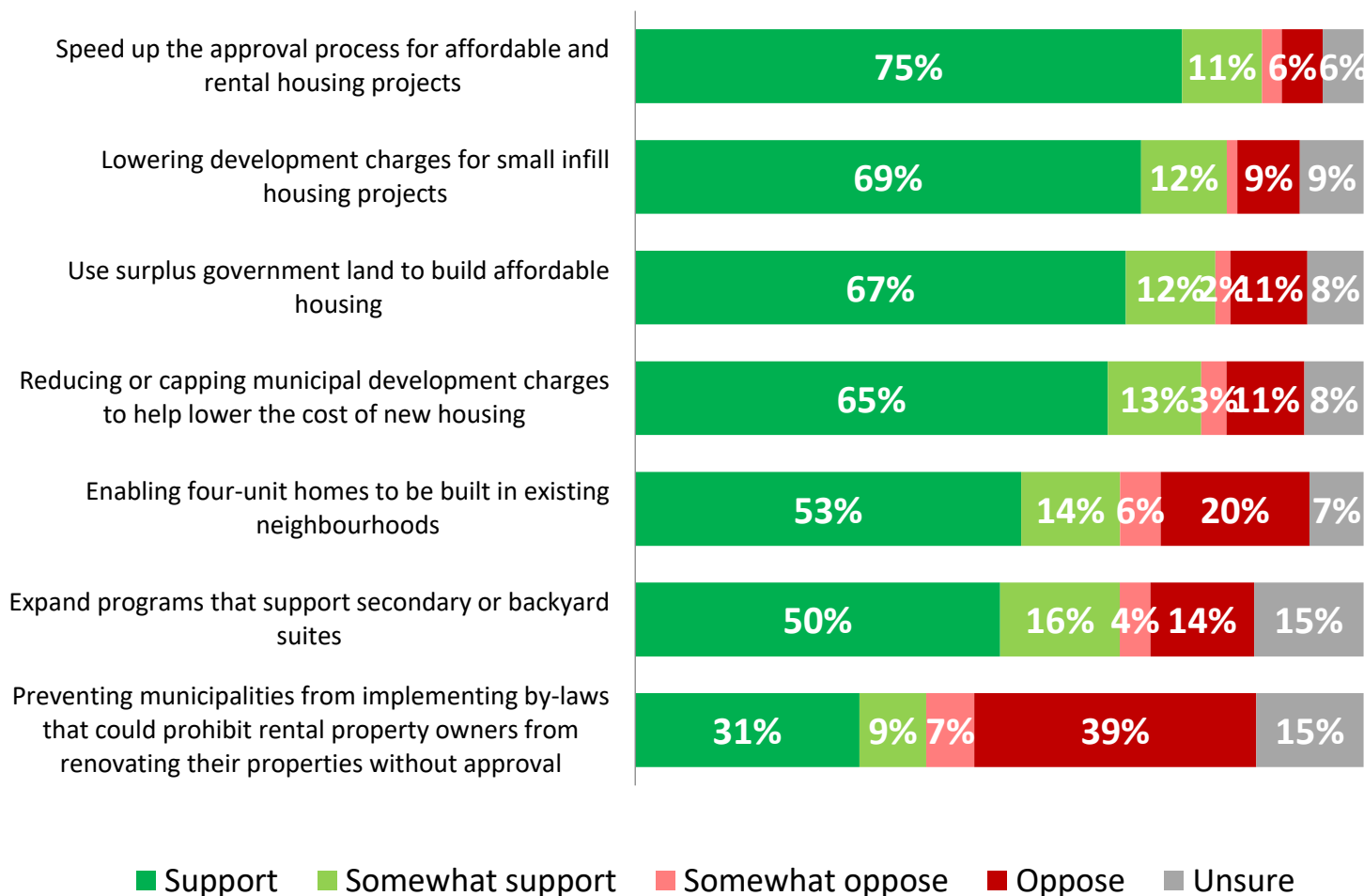
*Weighted to the true population proportion.

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

Views on addressing housing affordability issues in the region – Collingwood

Similarly to Owen Sound, Collingwood residents are most likely to support speeding up approval processes for affordable and rental housing projects with over four in five who outright support this. Close to seven in ten also support lowering development charges for small infill housing projects.

Do you support or oppose the following as potential ways to address housing affordability issues in Collingwood? [RANDOMIZE]



*Data labels under 3% not displayed to help with chart visibility

*Weighted to the true population proportion.

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

Views on enabling four-unit homes to be built in existing neighbourhoods – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Enabling four-unit homes to be built in existing neighbourhoods

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	52.5%	51.7%	53.1%	53.0%	51.7%	53.1%	59.0%	53.1%	49.3%	56.9%	43.9%	79.1%
Somewhat support	16.5%	17.7%	18.5%	13.6%	14.3%	18.3%	16.5%	13.2%	18.1%	17.1%	17.3%	11.8%
Somewhat oppose	6.7%	7.6%	6.5%	5.6%	8.8%	4.8%	6.5%	5.9%	7.1%	6.2%	8.5%	-
Oppose	17.7%	15.0%	18.9%	20.5%	19.7%	15.9%	16.8%	20.3%	16.7%	14.3%	24.7%	6.6%
Unsure	6.8%	8.0%	3.1%	7.4%	5.5%	7.8%	1.2%	7.5%	8.8%	5.4%	5.6%	2.5%

Residents of Owen Sound, Kincardine and Collingwood who vote for the CPC are less likely to say they support (44%) enabling four-unit homes to be built in existing neighbourhoods.

Views on speeding up the approval process for affordable and rental housing projects – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Speed up the approval process for affordable and rental housing projects

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	78.4%	81.7%	76.8%	75.1%	79.9%	77.1%	81.5%	80.6%	75.9%	77.5%	83.7%	71.0%
Somewhat support	9.2%	7.8%	9.5%	11.0%	8.6%	9.8%	10.3%	7.2%	9.8%	11.6%	3.8%	15.9%
Somewhat oppose	2.3%	2.5%	1.4%	2.7%	1.9%	2.8%	1.0%	3.2%	2.5%	1.9%	3.3%	2.4%
Oppose	5.0%	4.1%	5.7%	5.6%	4.5%	5.4%	6.1%	4.9%	4.5%	4.0%	5.0%	8.6%
Unsure	5.1%	3.9%	6.6%	5.6%	5.1%	5.0%	1.2%	4.1%	7.2%	5.0%	4.3%	2.0%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on lowering development charges for small infill housing projects – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Lowering development charges for small infill housing projects

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	65.0%	60.2%	67.8%	69.5%	67.8%	62.5%	67.4%	65.2%	63.8%	62.3%	71.6%	66.8%
Somewhat support	13.0%	15.6%	9.5%	11.8%	11.3%	14.5%	15.4%	13.8%	11.5%	13.6%	12.5%	14.8%
Somewhat oppose	3.3%	5.4%	1.8%	1.4%	3.8%	2.8%	1.9%	1.8%	4.6%	5.1%	1.2%	7.4%
Oppose	7.2%	6.3%	6.6%	8.6%	8.5%	6.1%	4.0%	7.0%	8.7%	8.1%	6.8%	4.7%
Unsure	11.6%	12.5%	14.3%	8.7%	8.7%	14.2%	11.4%	12.2%	11.4%	11.0%	7.9%	6.4%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on reducing or capping municipal development charges to help lower the cost of new housing – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Reducing or capping municipal development charges to help lower the cost of new housing

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	66.6%	68.7%	65.1%	64.9%	67.8%	65.5%	75.5%	72.2%	59.9%	65.3%	73.5%	52.7%
Somewhat support	13.0%	12.7%	14.1%	12.8%	8.9%	16.7%	12.2%	11.1%	14.4%	13.0%	11.2%	14.3%
Somewhat oppose	2.6%	2.4%	1.8%	3.4%	3.0%	2.3%	1.5%	1.2%	3.8%	5.0%	0.8%	6.2%
Oppose	10.4%	10.0%	10.6%	10.7%	13.1%	8.0%	4.1%	10.7%	13.0%	10.7%	11.1%	8.3%
Unsure	7.4%	6.3%	8.4%	8.1%	7.2%	7.5%	6.7%	4.9%	8.9%	6.1%	3.5%	18.4%

Although still a majority view, residents from Owen Sound, Kincardine and Collingwood that are 55 years of age and older are less likely to say they support (60%) reducing or capping municipal development charges to help lower the cost of new housing.

Views on using surplus government land to build affordable housing – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Use surplus government land to build affordable housing

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	68.3%	68.9%	68.5%	67.4%	69.9%	66.9%	71.9%	66.5%	67.6%	69.8%	66.5%	67.9%
Somewhat support	11.4%	10.7%	11.3%	12.3%	10.7%	12.0%	9.3%	10.0%	13.0%	13.4%	11.3%	12.8%
Somewhat oppose	3.2%	3.6%	4.3%	2.1%	2.6%	3.8%	4.6%	4.5%	2.0%	2.0%	4.0%	5.0%
Oppose	9.9%	11.0%	6.3%	10.6%	9.7%	10.0%	7.9%	13.2%	9.0%	7.7%	11.7%	12.4%
Unsure	7.3%	5.8%	9.6%	7.7%	7.1%	7.5%	6.3%	5.8%	8.4%	7.1%	6.4%	1.9%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on using surplus government land to build affordable housing – By income

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Use surplus government land to build affordable housing

	Aggregate 2026-04 (n=769)	Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
Support	68.3%	66.7%	71.7%	65.5%	66.6%	62.3%	71.7%	85.1%
Somewhat support	11.4%	14.4%	9.6%	19.8%	10.5%	13.9%	9.5%	3.2%
Somewhat oppose	3.2%	2.6%	3.8%	3.0%	5.5%	10.7%	1.7%	2.0%
Oppose	9.9%	8.0%	10.1%	7.2%	11.6%	8.7%	10.4%	8.1%
Unsure	7.3%	8.3%	4.8%	4.5%	5.7%	4.5%	6.6%	1.6%

Residents of Owen Sound, Kincardine and Collingwood with an income of \$150,000 and above are more likely to say they support (85%) using surplus government land to build affordable housing.

Views on preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	28.7%	27.4%	27.8%	30.8%	30.7%	26.8%	35.8%	31.1%	24.4%	29.6%	29.9%	24.2%
Somewhat support	10.8%	12.8%	9.4%	9.2%	10.3%	11.4%	13.8%	10.2%	9.9%	10.6%	12.6%	15.9%
Somewhat oppose	9.4%	11.0%	10.6%	6.6%	10.1%	8.8%	4.6%	8.0%	12.3%	9.5%	8.8%	8.2%
Oppose	36.5%	37.5%	30.8%	38.7%	37.0%	36.1%	28.5%	38.7%	38.9%	38.6%	33.6%	28.1%
Unsure	14.5%	11.2%	21.4%	14.7%	11.9%	16.9%	17.4%	12.1%	14.5%	11.6%	15.1%	23.6%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval – By duration of residency and home ownership

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval

	Aggregate 2026-04 (n=769)	Ten years or less (n=134)	Eleven to thirty years (n=282)	More than thirty years (n=329)	Homeowners (n=579)	Renters (n=157)
Support	28.7%	39.6%	26.9%	25.5%	26.9%	33.5%
Somewhat support	10.8%	9.3%	9.4%	12.0%	9.8%	16.4%
Somewhat oppose	9.4%	5.6%	9.5%	10.4%	10.7%	4.8%
Oppose	36.5%	32.1%	39.7%	36.6%	38.7%	31.3%
Unsure	14.5%	13.5%	14.6%	15.5%	14.0%	14.0%

Forty percent of residents who have lived in their region for fewer than ten years support preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval.

Views on preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval – By income

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

Preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval

	Aggregate 2026-04 (n=769)	Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
Support	28.7%	29.1%	27.8%	25.8%	17.2%	36.7%	25.2%	36.3%
Somewhat support	10.8%	10.7%	12.2%	15.2%	7.0%	18.0%	8.1%	12.4%
Somewhat oppose	9.4%	8.2%	8.6%	16.6%	15.6%	6.7%	12.7%	2.6%
Oppose	36.5%	36.8%	36.5%	31.3%	48.4%	22.6%	31.0%	38.0%
Unsure	14.5%	15.1%	14.9%	11.1%	11.8%	15.9%	23.1%	10.7%

Residents of Owen Sound, Kincardine and Collingwood who have an income of \$80,000 to just under \$100,000 are more likely (48%) to oppose preventing municipalities from implementing by-laws that could prohibit rental property owners from renovating their properties without approval than those with an income of \$100,000 to just under \$120,000.

Views on expanding programs that support secondary or backyard suites – By region, gender, age and vote profile

Q – Do you support or oppose the following as potential ways to address housing affordability issues in the Owen Sound/Kincardine/Collingwood?

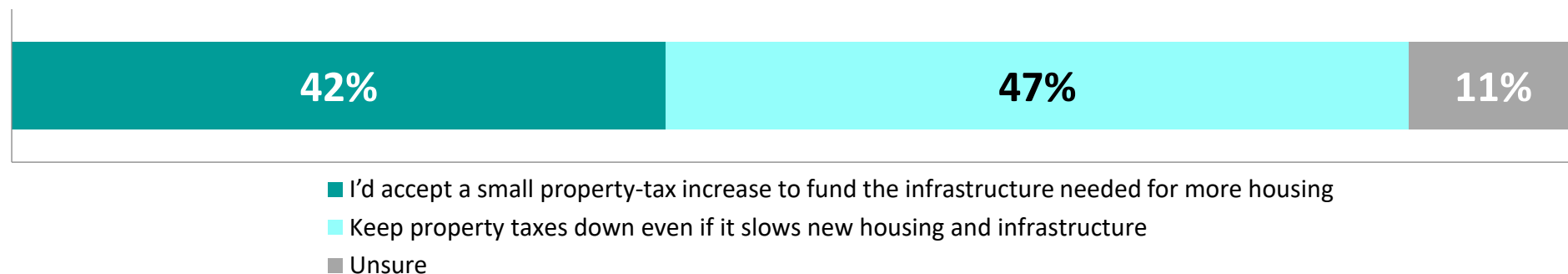
Expand programs that support secondary or backyard suites

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Support	44.7%	44.2%	36.6%	50.1%	48.4%	41.4%	44.4%	49.8%	42.2%	45.3%	42.6%	37.1%
Somewhat support	17.7%	18.2%	18.8%	16.4%	15.6%	19.5%	19.7%	18.0%	16.7%	18.0%	18.7%	20.2%
Somewhat oppose	6.8%	8.5%	7.2%	4.2%	5.7%	7.7%	8.5%	4.5%	7.2%	8.1%	4.1%	19.2%
Oppose	18.2%	17.8%	25.4%	14.2%	18.2%	18.2%	17.1%	16.3%	19.6%	19.3%	23.2%	14.1%
Unsure	12.7%	11.2%	12.1%	15.0%	12.2%	13.2%	10.3%	11.4%	14.4%	9.3%	11.4%	9.5%

Source: Nanos Research, RDD dual frame telephone random survey, April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Outlook on property taxes

Q – Which statement comes closest to your view? [ROTATE]



*Weighted to the true population proportion.

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

Residents of Owen Sound, Kincardine and Collingwood

are split on whether they would rather keep property taxes down even if it slows new housing and infrastructure (47%) or accept a small property-tax increase to fund the infrastructure needed for more housing (42%). Eleven percent say they are unsure.

Outlook on property taxes – By region, gender, age and vote profile

Q – Which statement comes closest to your view? [ROTATE]

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
I'd accept a small property-tax increase to fund the infrastructure needed for more housing	41.8%	39.3%	38.8%	46.9%	37.9%	45.3%	41.5%	32.8%	46.5%	52.2%	28.0%	56.9%
Keep property taxes down even if it slows new housing and infrastructure	47.4%	49.4%	54.4%	40.4%	50.0%	45.1%	53.7%	57.0%	39.7%	39.8%	61.5%	41.1%
Unsure	10.8%	11.3%	6.8%	12.7%	12.2%	9.6%	4.8%	10.2%	13.8%	8.0%	10.5%	2.0%

Over three in five residents from Owen Sound, Kincardine and Collingwood who usually vote for the CPC (62%) are more likely to agree with the statement “keep property taxes down even if it slows new housing and infrastructure”. Comparatively, residents who usually vote for the LPC are more likely to accept a small property-tax increase to fund the infrastructure needed for more housing. Those aged 35 to 54 (57%) are more likely to want to keep property taxes down even if it slows new housing and infrastructure than those aged 55 plus (40%). Residents of Collingwood are less likely to agree they want to keep property taxes down even if it slows new housing and infrastructure (40%).

Outlook on property taxes – By duration of residency and home ownership

Q – Which statement comes closest to your view? [ROTATE]

	Aggregate 2026-04 (n=769)	Ten years or less (n=134)	Eleven to thirty years (n=282)	More than thirty years (n=329)	Homeowners (n=579)	Renters (n=157)
I'd accept a small property-tax increase to fund the infrastructure needed for more housing	41.8%	51.4%	39.1%	40.2%	39.7%	51.8%
Keep property taxes down even if it slows new housing and infrastructure	47.4%	40.2%	52.1%	45.5%	50.8%	35.1%
Unsure	10.8%	8.4%	8.8%	14.3%	9.5%	13.1%

Just over half (51%) of residents who have lived in their region for ten years or less would prefer a small property-tax increase to fund the infrastructure needed for more housing rather than keeping property taxes down even if it slows new housing and infrastructure.

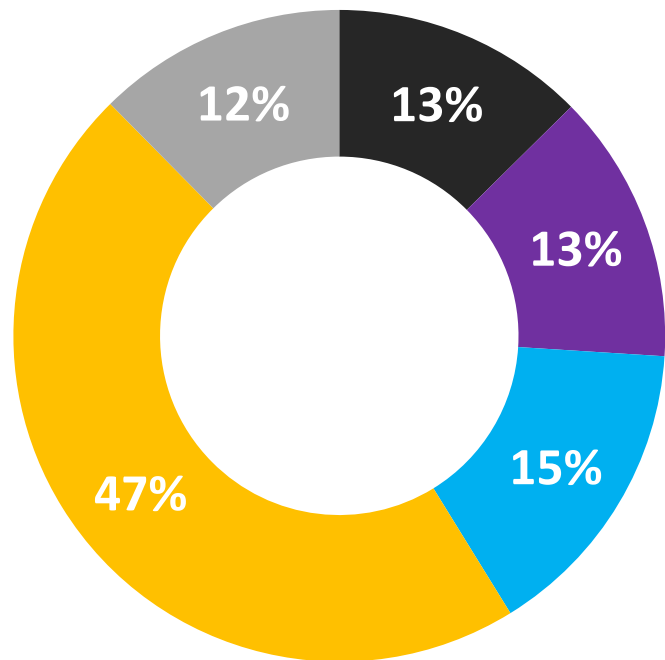
Outlook on property taxes – By income

Q – Which statement comes closest to your view? [ROTATE]

	Aggregate 2026-04 (n=769)	Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
I'd accept a small property-tax increase to fund the infrastructure needed for more housing	41.8%	35.8%	49.6%	32.8%	51.5%	44.8%	57.4%	35.4%
Keep property taxes down even if it slows new housing and infrastructure	47.4%	46.8%	46.2%	53.7%	34.3%	44.7%	38.9%	56.9%
Unsure	10.8%	17.4%	4.2%	13.6%	14.2%	10.5%	3.7%	7.8%

Residents of Owen Sound, Kincardine and Collingwood with an income of \$80,000 to just under \$100,000 are less likely (34%) to say keep property taxes down even if it slows new housing and infrastructure when asked which statement comes closest to their view.

Q - Which option do you prefer most for accommodating Owen Sound/Kincardine/Collingwood's growth over the next decade of housing growth?



- Mid-rise apartments and townhomes along main streets
- Adding gentle density (2-4 units) on existing residential streets
- New subdivisions at the urban edge or on agricultural land
- A mix of all three
- Unsure

*Weighted to the true population proportion.

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

Accommodating Owen Sound, Kincardine and Collingwood's growth over the next decade of housing growth

Residents of Owen Sound, Kincardine and Collingwood

are most likely to say they would prefer a mix of mid-rise, gentle density and new subdivisions (47%) when it comes to which option they would prefer most for accommodating their community's growth over the next decade of housing growth. One in six say they prefer new subdivisions at the urban edge or on agricultural land, followed by mid-rise apartments and townhomes along main streets and adding gentle density (2-4 units) on existing residential streets (13% each).

Accommodating Owen Sound, Kincardine and Collingwood's growth over the next decade of housing growth – By region, age, gender and vote profile

Q – Which option do you prefer most for accommodating Owen Sound/Kincardine/Collingwood's growth over the next decade of housing growth? [RANDOMIZE]

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
A mix of all three	46.4%	49.0%	46.5%	43.0%	48.1%	45.0%	32.0%	51.3%	50.2%	14.2%	14.4%	8.6%
New subdivisions at the urban edge or on agricultural land	15.2%	10.8%	21.4%	17.1%	15.0%	15.3%	20.7%	13.3%	13.8%	14.6%	12.5%	14.7%
Adding gentle density (2–4 units) on existing residential streets	13.4%	13.4%	9.6%	15.7%	9.6%	16.7%	17.9%	14.8%	10.7%	13.2%	15.3%	8.5%
Mid-rise apartments and townhomes along main streets	12.6%	11.9%	14.4%	12.4%	15.7%	10.0%	15.8%	12.4%	11.4%	49.8%	43.8%	68.2%
Unsure	12.4%	14.9%	8.1%	11.7%	11.6%	13.0%	13.6%	8.2%	13.9%	8.1%	14.0%	-

Residents of Owen Sound, Kincardine and Collingwood ages 18 to 34 are less likely to say a mix of all three (32%) on options they prefer most for accommodating their community's growth over the next decade of housing growth.

Accommodating Owen Sound, Kincardine and Collingwood's growth over the next decade of housing growth – By income

Q – Which option do you prefer most for accommodating Owen Sound/Kincardine/Collingwood's growth over the next decade of housing growth? [RANDOMIZE]

	Aggregate 2026-04 (n=769)	Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
A mix of all three	46.4%	41.5%	56.5%	45.6%	61.1%	42.9%	55.3%	41.1%
New subdivisions at the urban edge or on agricultural land	15.2%	11.6%	11.4%	13.2%	7.0%	11.3%	25.7%	29.6%
Adding gentle density (2–4 units) on existing residential streets	13.4%	18.5%	12.4%	20.1%	10.9%	11.6%	12.7%	8.4%
Mid-rise apartments and townhomes along main streets	12.6%	9.4%	12.8%	11.2%	13.2%	20.5%	6.2%	13.3%
Unsure	12.4%	19.1%	7.0%	9.8%	7.8%	13.7%	-	7.5%

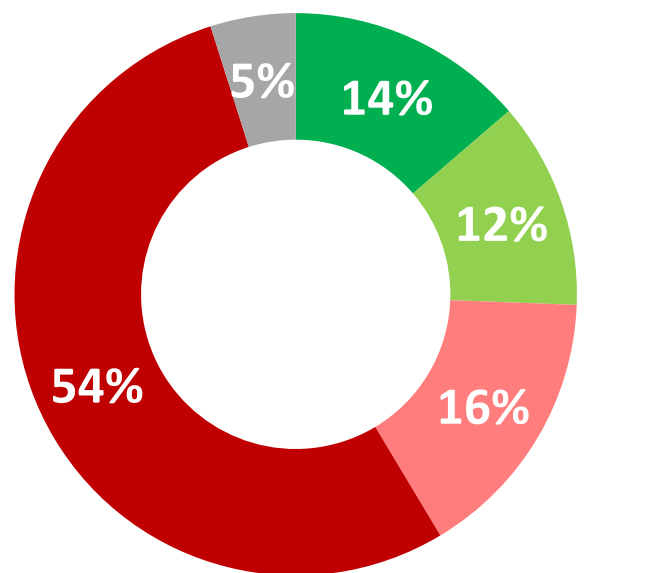
Around three in five residents of Owen Sound, Kincardine and Collingwood with a household income of \$80K to just under \$100K (61%) prefer a mix of all three housing options to accommodate for growth over the next decade. Those who earn \$150K or above (30%) are twice as likely than the aggregate (15%) to prefer new subdivisions at the urban edge or on agricultural land.

Region specific issues



Views on the necessity for Owen Sound to get a new hospital

Question [Owen Sound only] - Is a new hospital for Owen Sound necessary, somewhat necessary, somewhat unnecessary or unnecessary?



■ Necessary
■ Somewhat unnecessary
■ Unsure
■ Somewhat necessary
■ Unnecessary

*Weighted to the true population proportion.

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

7 in 10 Owen Sound

residents say it is unnecessary or somewhat unnecessary for Owen Sound to get a new hospital. This compares to one in four who view this as necessary or somewhat necessary.

Views on the necessity for Owen Sound to get a new hospital – By region, age, gender and vote profile

Question [Owen Sound only] - Is a new hospital for Owen Sound necessary, somewhat necessary, somewhat unnecessary or unnecessary?

	Owen Sound (n=337)	Male (n=174)	Female (n=163)	18 to 34 (n=50)	35 to 54 (n=100)	55 plus (n=187)	Usually votes LPC (n=121)	Usually votes CPC (n=109)	Usually votes NDP (n=19)*
Necessary	13.7%	15.6%	12.1%	20.8%	8.4%	13.2%	11.0%	14.6%	
Somewhat necessary	11.9%	7.1%	15.9%	12.1%	7.2%	14.2%	13.2%	10.6%	
Somewhat unnecessary	15.8%	16.8%	14.9%	17.9%	23.2%	11.0%	12.8%	23.2%	
Unnecessary	53.7%	54.9%	52.7%	44.9%	58.5%	55.2%	58.2%	48.1%	
Unsure	4.9%	5.5%	4.4%	4.2%	2.6%	6.4%	4.8%	3.5%	

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

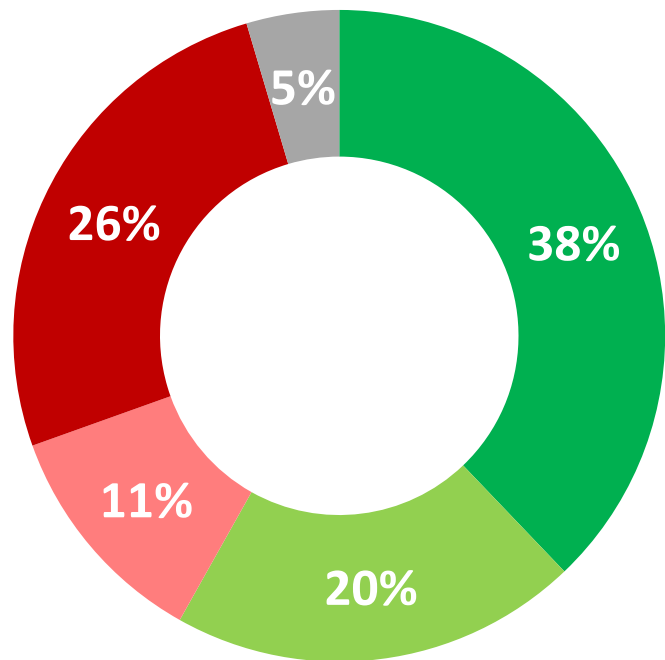
Views on the necessity for Owen Sound to get a new hospital – By duration of residency and home ownership

Question [Owen Sound only] - Is a new hospital for Owen Sound necessary, somewhat necessary, somewhat unnecessary or unnecessary?

	Owen Sound (n=337)	Ten years or less (n=53)	Eleven to thirty years (n=122)	More than thirty years (n=152)	Homeowners (n=244)	Renters (n=76)
Necessary	13.7%	26.5%	11.6%	10.4%	8.7%	26.0%
Somewhat necessary	11.9%	9.3%	10.4%	12.7%	12.7%	8.2%
Somewhat unnecessary	15.8%	16.6%	16.7%	14.5%	17.9%	6.1%
Unnecessary	53.7%	44.4%	54.2%	58.5%	55.8%	53.5%
Unsure	4.9%	3.3%	7.1%	3.9%	4.9%	6.2%

Although a minority opinion, renters of Owen Sound are more likely to say a new hospital for Owen Sound is necessary (26%), comparatively to homeowners (9%).

Question [Owen Sound only] - Do you support, somewhat support, somewhat oppose or oppose increased municipal spending on downtown and waterfront revitalization?



■ 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 increasing municipal spending on Owen Sound downtown and waterfront revitalization

Nearly **3 in 5** Owen Sound residents

support to one extent or another increased municipal spending on downtown and waterfront revitalization. Just over one third oppose this to one extent or another.

Views on increasing municipal spending on Owen Sound downtown and waterfront revitalization – By region, age, gender and vote profile

Question [Owen Sound only] - Do you support, somewhat support, somewhat oppose or oppose increased municipal spending on downtown and waterfront revitalization?

	Owen Sound (n=337)	Male (n=174)	Female (n=163)	18 to 34 (n=50)	35 to 54 (n=100)	55 plus (n=187)	Usually votes LPC (n=121)	Usually votes CPC (n=109)	Usually votes NDP (n=19)*
Support	37.9%	40.6%	35.7%	37.4%	34.2%	40.0%	45.6%	34.4%	
Somewhat support	20.3%	18.2%	22.0%	17.0%	27.0%	18.4%	18.7%	20.3%	
Somewhat oppose	11.4%	11.1%	11.5%	11.7%	11.3%	11.2%	9.9%	12.8%	
Oppose	25.9%	24.6%	27.0%	29.7%	22.9%	25.6%	21.3%	27.5%	
Unsure	4.6%	5.5%	3.8%	4.2%	4.6%	4.7%	4.6%	4.9%	

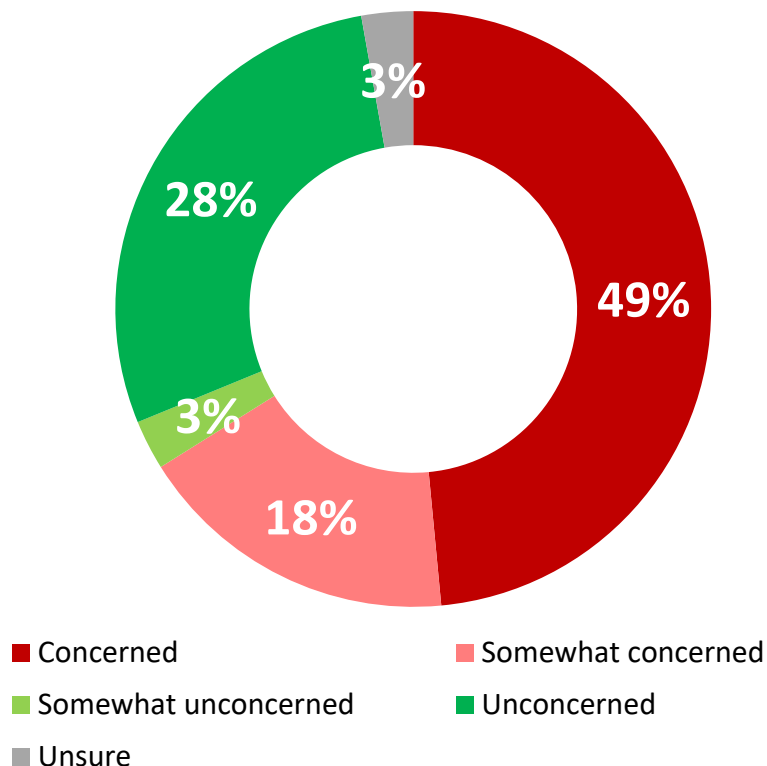
*Responses with a sample size of less than 30 have been shaded.

Views on Collingwood's water and wastewater capacity

Question [Collingwood only] - Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about Collingwood's water and wastewater capacity?

2 in 3 Collingwood

residents are concerned to one extent or another about Collingwood's water and wastewater capacity compared to one third who aren't concerned to one extent or another.



*Weighted to the true population proportion.

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

Views on Collingwood's water and wastewater capacity – By age, gender and vote profile

Question [Collingwood only] - Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about Collingwood's water and wastewater capacity?

	Collingwood (n=275)	Male (n=144)	Female (n=131)	18 to 34 (n=45)	35 to 54 (n=74)	55 plus (n=156)	Usually votes LPC (n=105)	Usually votes CPC (n=72)	Usually votes NDP (n=9)*
Concerned	48.5%	40.4%	55.6%	28.3%	57.0%	51.9%	53.8%	47.4%	
Somewhat concerned	17.6%	18.0%	17.3%	24.1%	13.6%	17.2%	17.4%	21.5%	
Somewhat unconcerned	2.7%	4.1%	1.4%	4.8%	-	3.1%	3.6%	1.3%	
Unconcerned	28.4%	34.8%	22.9%	42.8%	28.1%	23.2%	23.3%	25.5%	
Unsure	2.8%	2.8%	2.8%	-	1.3%	4.5%	1.9%	4.3%	

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

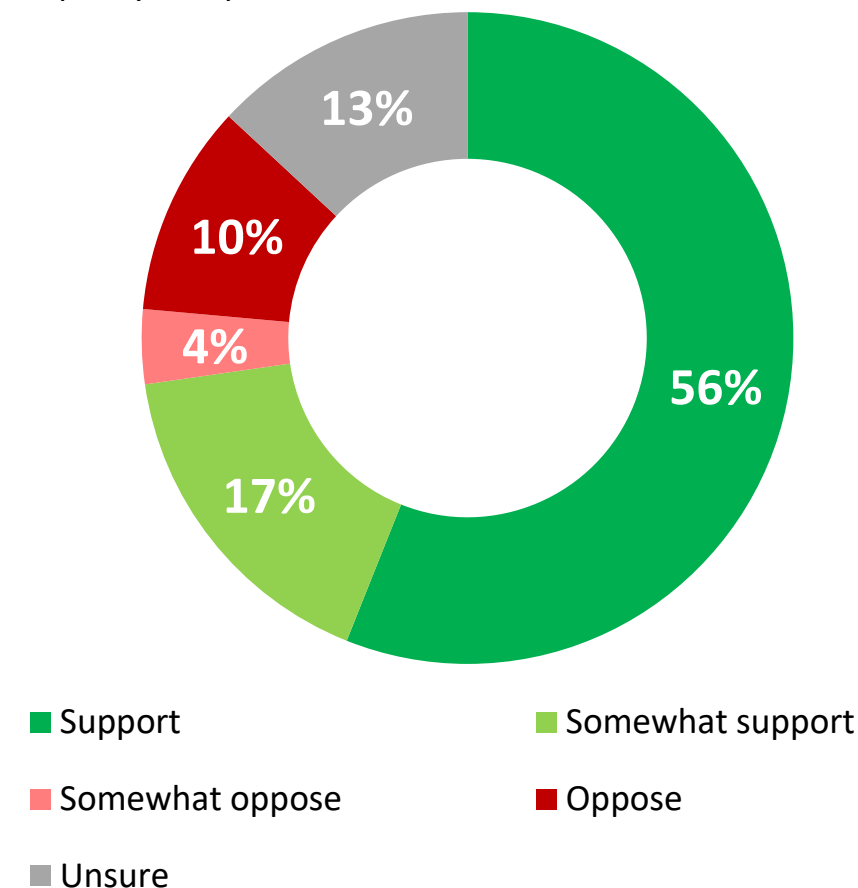
Views on pausing development until infrastructure capacity is expanded

3 in 4

Collingwood residents

support or somewhat support pausing development until infrastructure capacity is expanded compared to under one in five who oppose or somewhat oppose this.

Question [Collingwood only] - Do you support, somewhat support, somewhat oppose or oppose the decision to pause development until infrastructure capacity is expanded?



*Weighted to the true population proportion.

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

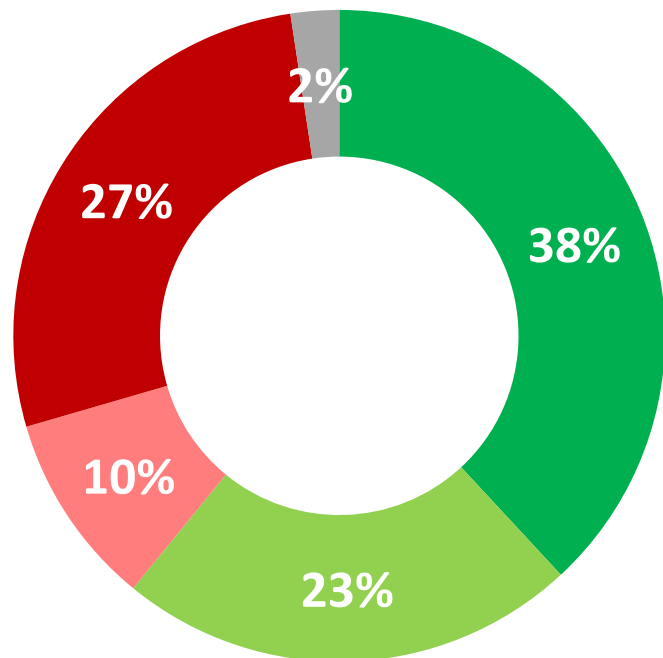
Views on pausing development until infrastructure capacity is expanded – By age, gender and vote profile

Question [Collingwood only] - Do you support, somewhat support, somewhat oppose or oppose the decision to pause development until infrastructure capacity is expanded?

	Collingwood (n=275)	Male (n=144)	Female (n=131)	18 to 34 (n=45)	35 to 54 (n=74)	55 plus (n=156)	Usually votes LPC (n=105)	Usually votes CPC (n=72)	Usually votes NDP (n=9)*
Support	56.1%	59.0%	53.5%	46.0%	58.1%	58.8%	56.2%	66.7%	
Somewhat support	16.7%	12.7%	20.1%	21.3%	18.8%	13.9%	18.8%	12.4%	
Somewhat oppose	3.7%	4.9%	2.8%	8.6%	4.0%	1.9%	5.3%	-	
Oppose	10.5%	9.7%	11.1%	13.9%	9.5%	9.6%	9.1%	9.7%	
Unsure	13.1%	13.7%	12.5%	10.2%	9.6%	15.8%	10.7%	11.2%	

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

Question [Kincardine only] - Do you support, somewhat support, somewhat oppose or oppose increased municipal spending on downtown and waterfront revitalization?



■ 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 increasing municipal spending on Kincardine downtown and waterfront revitalization

3 in 5

Kincardine residents

support to one extent or another increasing spending on downtown and waterfront revitalization, whereas over one in three oppose this to one extent or another.

Views on increasing municipal spending on Kincardine downtown and waterfront revitalization – By age, gender and vote profile

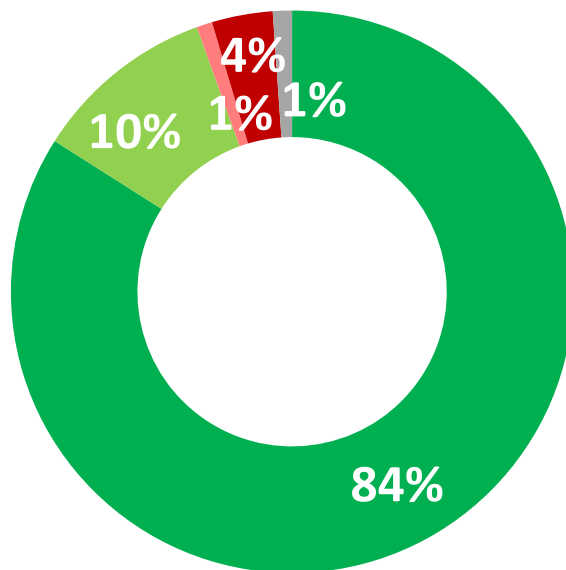
Question [Kincardine only] - Do you support, somewhat support, somewhat oppose or oppose increased municipal spending on downtown and waterfront revitalization?

	Kincardine (n=157)	Male (n=76)	Female (n=81)	18 to 34 (n=9)*	35 to 54 (n=39)	55 plus (n=109)	Usually votes LPC (n=72)	Usually votes CPC (n=33)	Usually votes NDP (n=6)*
Support	38.1%	35.6%	40.5%		31.0%	45.0%	32.9%	33.1%	
Somewhat support	22.8%	27.8%	17.9%		36.9%	14.7%	26.5%	27.8%	
Somewhat oppose	9.6%	7.7%	11.4%		3.1%	11.9%	8.6%	8.5%	
Oppose	27.1%	28.0%	26.3%		26.7%	24.6%	29.7%	26.6%	
Unsure	2.4%	0.8%	3.9%		2.2%	3.8%	2.2%	4.1%	

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

Views on expanding nuclear or energy-related projects in Kincardine

Question [Kincardine only] - Would you support, somewhat support, somewhat oppose or oppose new or expanded nuclear or energy-related projects in the area?



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

*Weighted to the true population proportion.

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

Kincardine residents

strongly support new or expanded nuclear or energy-related projects in the area with over four in five who outright support this, and an additional one in ten who somewhat support this.

Views on expanding nuclear or energy-related projects in Kincardine – By age, gender and vote profile

Question [Kincardine only] - Would you support, somewhat support, somewhat oppose or oppose new or expanded nuclear or energy-related projects in the area?

	Kincardine (n=157)	Male (n=76)	Female (n=81)	18 to 34 (n=9)*	35 to 54 (n=39)	55 plus (n=109)	Usually votes LPC (n=72)	Usually votes CPC (n=33)	Usually votes NDP (n=6)*
Support	84.0%	93.1%	75.2%		83.9%	82.2%	84.5%	94.8%	
Somewhat support	10.5%	6.9%	14.0%		9.6%	10.0%	11.0%	5.2%	
Somewhat oppose	0.9%	-	1.8%		-	1.9%	2.2%	-	
Oppose	3.5%	-	6.9%		4.3%	4.9%	1.1%	-	
Unsure	1.1%	-	2.1%		2.2%	1.0%	1.1%	-	

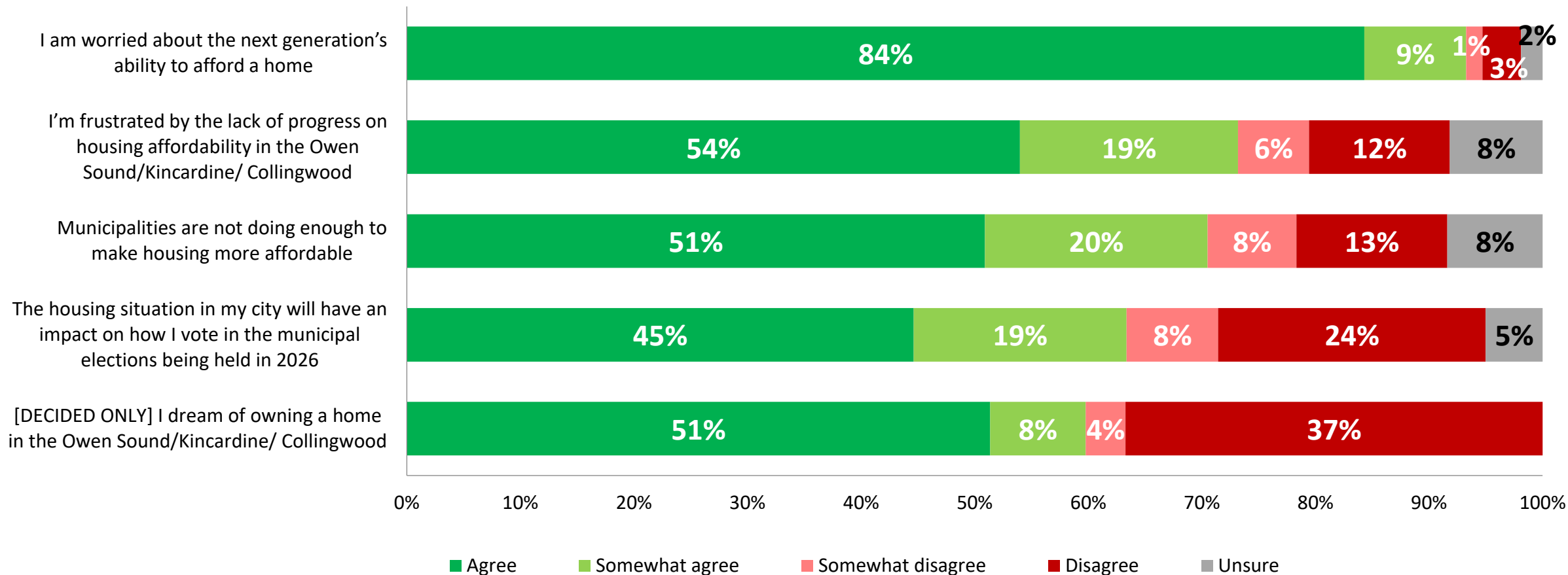
*Responses with a sample size of less than 30 have been shaded.

Housing in the region



Level of agreement with statements regarding housing and housing affordability

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]



*Weighted to the true population proportion.

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

Worry about next generation's ability to afford a home – By region, age, gender and vote profile

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

I am worried about the next generation's ability to afford a home

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Agree	84.3%	81.9%	85.9%	86.4%	86.0%	82.8%	88.8%	89.9%	79.5%	84.6%	86.2%	95.9%
Somewhat agree	9.0%	11.6%	10.0%	4.9%	6.7%	11.0%	5.3%	5.2%	12.5%	8.9%	8.1%	4.1%
Somewhat disagree	1.4%	1.5%	-	2.3%	1.7%	1.2%	1.0%	1.4%	1.7%	1.3%	1.7%	-
Disagree	3.4%	3.5%	2.7%	3.7%	3.7%	3.1%	2.7%	2.7%	4.1%	4.2%	2.6%	-
Unsure	1.9%	1.5%	1.3%	2.7%	2.0%	1.8%	2.2%	0.9%	2.2%	1.0%	1.4%	-

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Frustration with lack of progress on housing affordability – By region, age, gender, and vote profile

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

I'm frustrated by the lack of progress on housing affordability in the Owen Sound/Kincardine/Collingwood

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Agree	54.0%	54.8%	58.2%	50.3%	54.5%	53.5%	68.8%	60.7%	44.1%	50.6%	57.2%	69.2%
Somewhat agree	19.2%	21.0%	13.6%	20.3%	18.3%	20.0%	17.2%	17.3%	21.0%	20.4%	18.2%	24.7%
Somewhat disagree	6.3%	6.7%	7.8%	4.8%	6.5%	6.1%	4.6%	5.6%	7.3%	6.4%	6.4%	2.4%
Disagree	12.4%	10.5%	12.2%	14.9%	14.1%	10.9%	2.9%	11.3%	17.1%	13.3%	10.4%	1.6%
Unsure	8.2%	6.9%	8.3%	9.6%	6.6%	9.5%	6.6%	5.0%	10.5%	9.2%	7.9%	2.0%

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on whether municipalities are doing enough to make housing more affordable – By region, age, gender and vote profile

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

Municipalities are not doing enough to make housing more affordable

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Agree	50.9%	54.3%	45.2%	50.0%	47.9%	53.5%	54.6%	52.8%	48.3%	50.0%	51.3%	57.7%
Somewhat agree	19.6%	17.8%	25.0%	18.7%	19.7%	19.6%	26.6%	18.5%	17.2%	15.9%	23.6%	27.3%
Somewhat disagree	7.8%	8.6%	9.7%	5.6%	7.6%	8.0%	5.9%	7.0%	9.1%	9.4%	5.9%	4.3%
Disagree	13.3%	11.5%	14.1%	15.1%	16.6%	10.3%	8.4%	14.1%	15.0%	16.0%	9.7%	1.6%
Unsure	8.4%	7.8%	6.1%	10.6%	8.2%	8.5%	4.4%	7.6%	10.5%	8.8%	9.5%	9.1%

Source: Nanos Research, RDD dual frame telephone random survey, from April 18 to 28, 2026, n=769 residents of Owen Sound, Kincardine and Collingwood, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Views on whether municipalities are doing enough to make housing more affordable – By duration of residency and home ownership

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

Municipalities are not doing enough to make housing more affordable

	Aggregate 2026-04 (n=769)	Ten years or less (n=134)	Eleven to thirty years (n=282)	More than thirty years (n=329)	Homeowners (n=579)	Renters (n=157)
Agree	50.9%	45.4%	52.0%	52.7%	47.9%	60.0%
Somewhat agree	19.6%	19.9%	22.0%	16.7%	20.4%	16.8%
Somewhat disagree	7.8%	10.2%	6.8%	8.4%	9.3%	4.0%
Disagree	13.3%	17.2%	10.7%	13.3%	14.0%	10.9%
Unsure	8.4%	7.2%	8.5%	8.9%	8.4%	8.3%

Residents of Owen Sound, Kincardine and Collingwood who rent are more likely to say municipalities are not doing enough to make housing more affordable (60%).

Views on whether municipalities are doing enough to make housing more affordable – By household income

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

Municipalities are not doing enough to make housing more affordable

	Aggregate 2026-04 (n=769)	Under \$40,000 (n=122)	\$40,000 to just under \$60,000 (n=96)	\$60,000 to just under \$80,000 (n=89)	\$80,000 to just under \$100,000 (n=90)	\$100,000 to just under \$120,000 (n=61)	\$120,000 to just under \$150,000 (n=45)	\$150,000 and above (n=82)
Agree	50.9%	63.7%	52.4%	58.2%	46.8%	43.3%	41.1%	45.2%
Somewhat agree	19.6%	10.8%	27.2%	17.2%	16.1%	15.1%	31.5%	26.6%
Somewhat disagree	7.8%	3.0%	10.2%	5.4%	12.7%	6.4%	5.3%	11.9%
Disagree	13.3%	13.2%	6.2%	15.2%	13.8%	22.1%	16.5%	12.5%
Unsure	8.4%	9.2%	4.0%	4.0%	10.6%	13.1%	5.6%	3.8%

Residents of Owen Sound, Kincardine and Collingwood with an income under \$40,000 are more likely to agree that municipalities are not doing enough to make housing more affordable (64%).

Views on impact of housing situation on municipal election vote – By region, age, gender and vote profile

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

The housing situation in my city will have an impact on how I vote in the municipal elections being held in 2026

	Aggregate 2026-04 (n=769)	Owen Sound (n=337)	Kincardine (n=157)	Collingwood (n=275)	Male (n=394)	Female (n=375)	18 to 34 (n=104)	35 to 54 (n=213)	55 plus (n=452)	Usually votes LPC (n=298)	Usually votes CPC (n=214)	Usually votes NDP (n=34)
Agree	44.6%	44.6%	40.0%	47.5%	44.8%	44.5%	55.8%	47.0%	38.6%	47.4%	43.8%	53.2%
Somewhat agree	18.8%	18.2%	18.4%	19.7%	17.1%	20.2%	16.4%	19.9%	19.2%	20.2%	23.1%	3.9%
Somewhat disagree	8.1%	9.9%	11.1%	3.8%	8.4%	7.7%	9.1%	7.8%	7.7%	8.7%	8.0%	6.9%
Disagree	23.6%	24.1%	25.7%	21.5%	24.4%	22.8%	17.0%	21.9%	27.2%	19.4%	20.0%	36.0%
Unsure	5.0%	3.2%	4.9%	7.4%	5.3%	4.8%	1.7%	3.3%	7.3%	4.3%	5.1%	-

Residents of Owen Sound, Kincardine and Collingwood ages 18 to 34 (56%) are more likely to say they agree that the housing situation in my city will have an impact on how I vote in the municipal elections being held in 2026 compared to those ages 55 plus (39%).

Views on impact of housing situation on municipal election vote – By duration of residency and home ownership

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

The housing situation in my city will have an impact on how I vote in the municipal elections being held in 2026

	Aggregate 2026-04 (n=769)	Ten years or less (n=134)	Eleven to thirty years (n=282)	More than thirty years (n=329)	Homeowners (n=579)	Renters (n=157)
Agree	44.6%	48.8%	48.5%	38.9%	41.0%	58.7%
Somewhat agree	18.8%	16.5%	16.5%	22.2%	19.6%	14.3%
Somewhat disagree	8.1%	9.4%	8.3%	7.6%	9.3%	5.7%
Disagree	23.6%	17.9%	23.7%	25.1%	25.7%	16.0%
Unsure	5.0%	7.4%	2.9%	6.3%	4.5%	5.2%

Residents of Owen Sound, Kincardine and Collingwood who rent are more likely to say they agree that the housing situation in my city will have an impact on how I vote in the municipal elections being held in 2026 (59%).

Dream of home ownership – By region, age, gender and vote profile

Q – To what extent do you agree or disagree with the following: [RANDOMIZE]

[DECIDED ONLY] I dream of owning a home in the Owen Sound/Kincardine/Collingwood

	Aggregate 2026-04 (n=505)	Owen Sound (n=224)	Kincardine (n=97)	Collingwood (n=184)	Male (n=261)	Female (n=244)	18 to 34 (n=84)	35 to 54 (n=144)	55 plus (n=277)	Usually votes LPC (n=189)	Usually votes CPC (n=148)	Usually votes NDP (n=21)*
Agree	51.4%	45.7%	61.8%	52.5%	57.7%	45.9%	59.7%	51.2%	46.6%	45.4%	49.2%	
Somewhat agree	8.4%	10.3%	3.0%	9.2%	6.1%	10.4%	14.2%	6.1%	6.4%	10.7%	7.9%	
Somewhat disagree	3.5%	4.5%	4.6%	1.6%	1.3%	5.4%	10.9%	0.8%	0.8%	2.6%	7.2%	
Disagree	36.7%	39.5%	30.5%	36.8%	34.9%	38.3%	15.3%	41.9%	46.2%	41.3%	35.7%	

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

Three in five residents of Owen Sound, Kincardine and Collingwood ages 18 to 34 (60%) are more likely to agree that they dream of owning a home in the community than those ages 55 plus (47%).

Element	Description
Research sponsor	One Point Association of REALTORS®
Population and Final Sample Size	769 Randomly selected residents of Owen Sound, Kincardine and Collingwood.
Source of Sample	ASDE
Type of Sample	Probability
Margin of Error	±3.6 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Owen Sound, Kincardine and Collingwood.
Demographics (Captured)	Owen Sound, Kincardine and Collingwood; Men and Women; 18 years and older; Federal vote profile; Duration of residency; Home ownership; Household income. 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	April 18 to 28, 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. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across Owen Sound, Kincardine and Collingwood. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Owen Sound, Kincardine and Collingwood.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Data Tables	<u>By region, age, gender, vote, time in community, income and home ownership</u>



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Any questions?



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