

**83% of residents describe the quality of life in NOTL as good.**

**85% believe NOTL can both attract a lot of visitors and be a great place to live.**

**Two thirds of NOTL residents say it is very important that NOTL is welcoming and embrace diversity.**



**BRIEFING**

# **TOURISM AND LIFE IN NIAGARA-ON-THE-LAKE AND NIAGARA REGION**

**MAY 2022**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS**

**CONDUCTED FOR NOTL BUSINESS GROUP**

# **METHODOLOGY**

**Random telephone survey of 300 Niagara-on-the-Lake residents**

**Random online survey of 500 Niagara Region residents**

**February 23rd to March 6th, 2022.**

**The margin of error for a comparable probability-based random sample of the same size is +/- 5.8% in NOTL and +/- 4.5% in Niagara Region.**



# RESEARCH OBJECTIVE

The purpose of this study was to understand how residents of Niagara-on-the-Lake and the wider Niagara Region feel about their quality of life, the impact that tourism has on their life and the broader communities, and whether they feel their community can be both a tourism destination and a great place to live.





# LIFE IN NIAGARA-ON-THE-LAKE



# WHY DO LONG-TIME RESIDENTS STAY IN NOTL?

**71% - LOTS TO DO**

**71% - GEOGRAPHIC LOCATION**

**57% - FAMILY IS CLOSE BY**

**57% - WORK IS CLOSE BY**

# WHY DID NEWER RESIDENTS COME TO NOTL?

82% - GEOGRAPHIC LOCATION

79% - LOTS TO DO

43% - FAMILY IS CLOSE BY

28% - WORK IS CLOSE BY

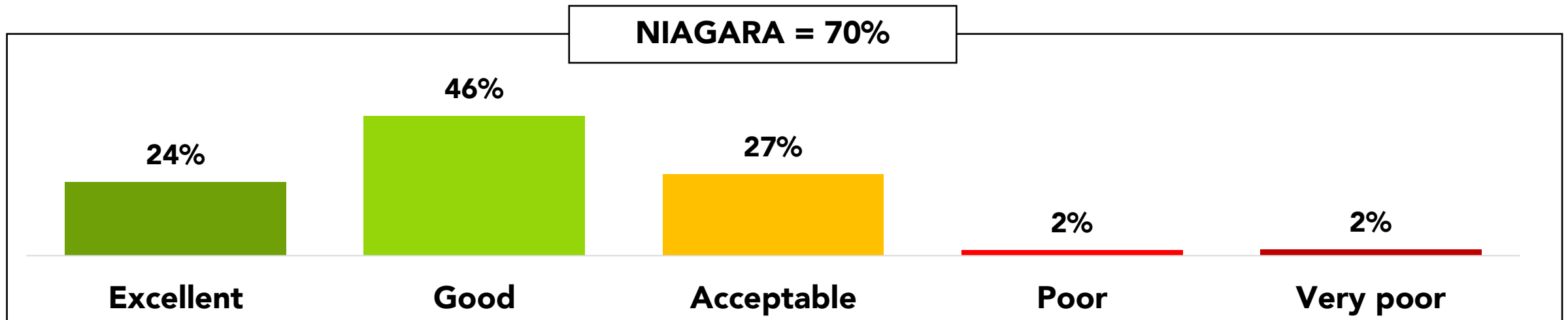
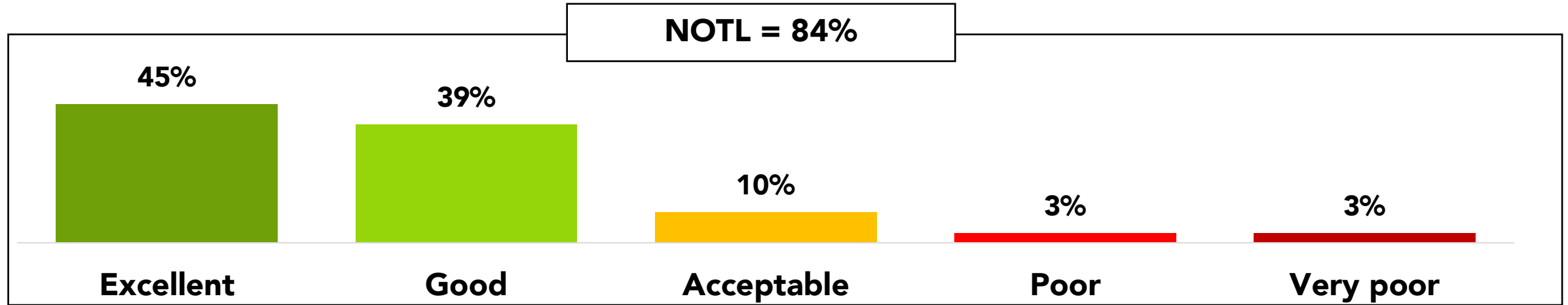


**84% OF NOTL RESIDENTS**

**DESCRIBE THEIR QUALITY OF LIFE AS  
EXCELLENT OR GOOD**

**ABACUS DATA**

# A MAJORITY OF RESIDENTS RATE THEIR QUALITY OF LIFE IN THEIR RESPECTIVE REGIONS AT LEAST GOOD



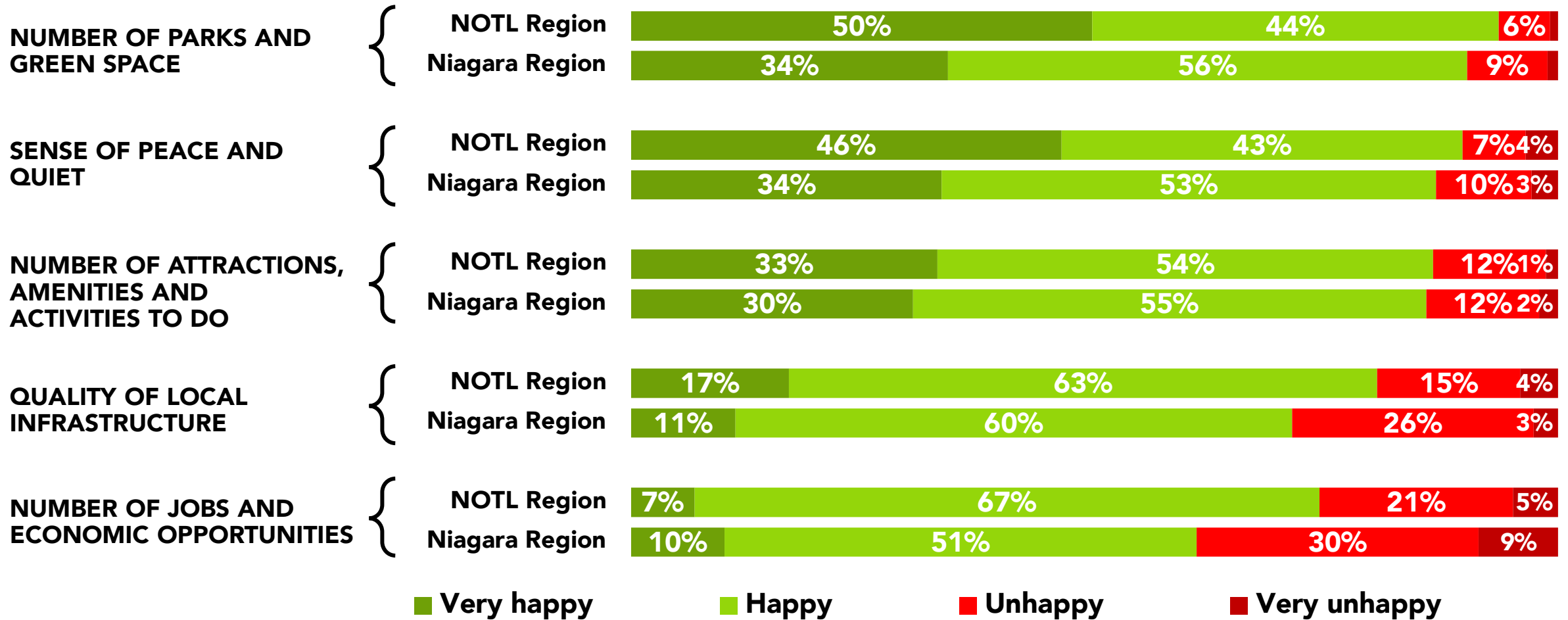
How would you describe the quality of life living in Niagara-on-the-Lake / Niagara Region?



# WHAT DRIVES THE HIGH QUALITY OF LIFE?

- 94% - HAPPY WITH PARKS/GREENSPACE
- 89% - HAPPY WITH SENSE OF PEACE & QUIET
- 87% - HAPPY WITH AMOUNT OF THINGS TO DO
- 80% - HAPPY WITH LOCAL INFRASTRUCTURE

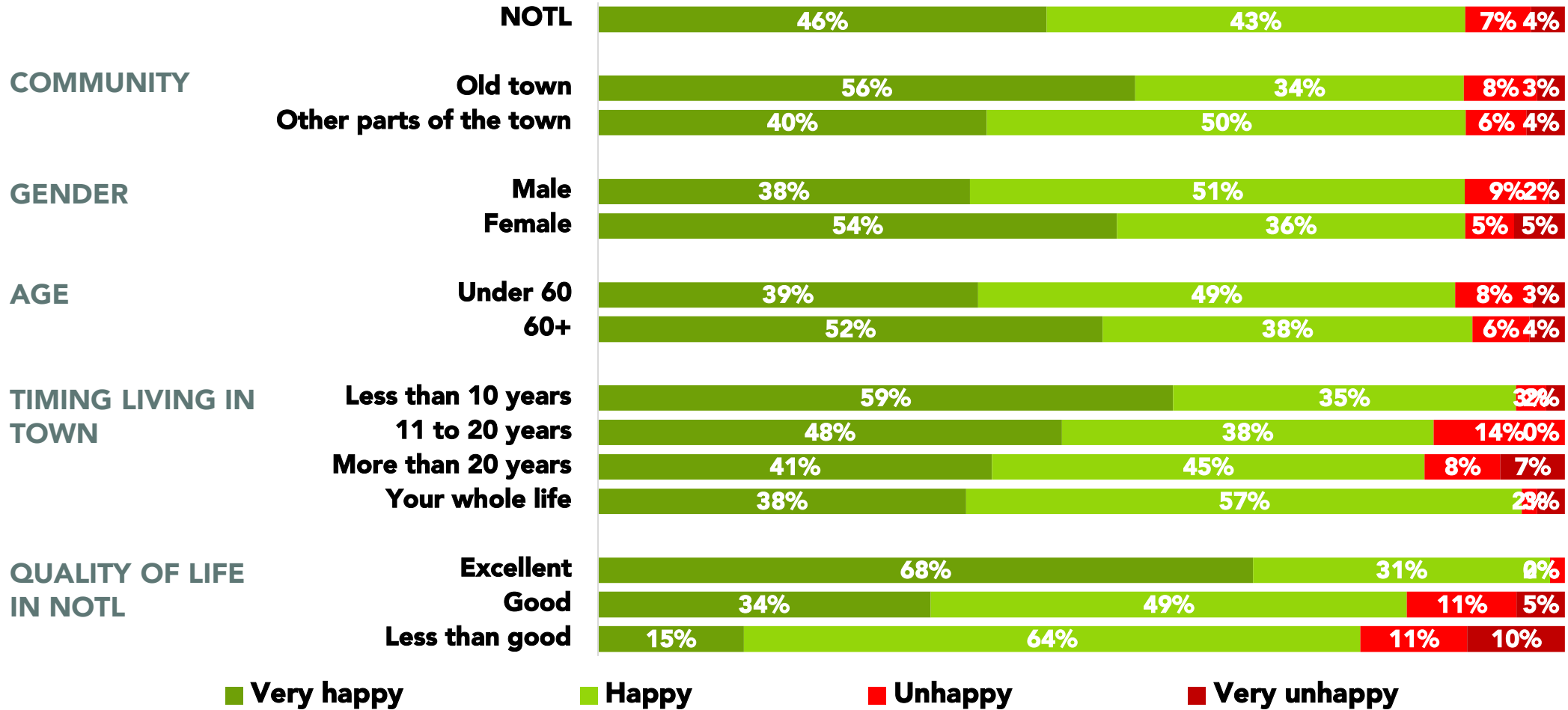
# HOW HAPPY RESIDENTS ARE ABOUT THE FOLLOWING FACTORS RELATED TO THE QUALITY OF LIFE IN THE COMMUNITY?



Thinking about the quality of life in the community, would you say that you are very happy, happy, unhappy or very unhappy about each of the following?

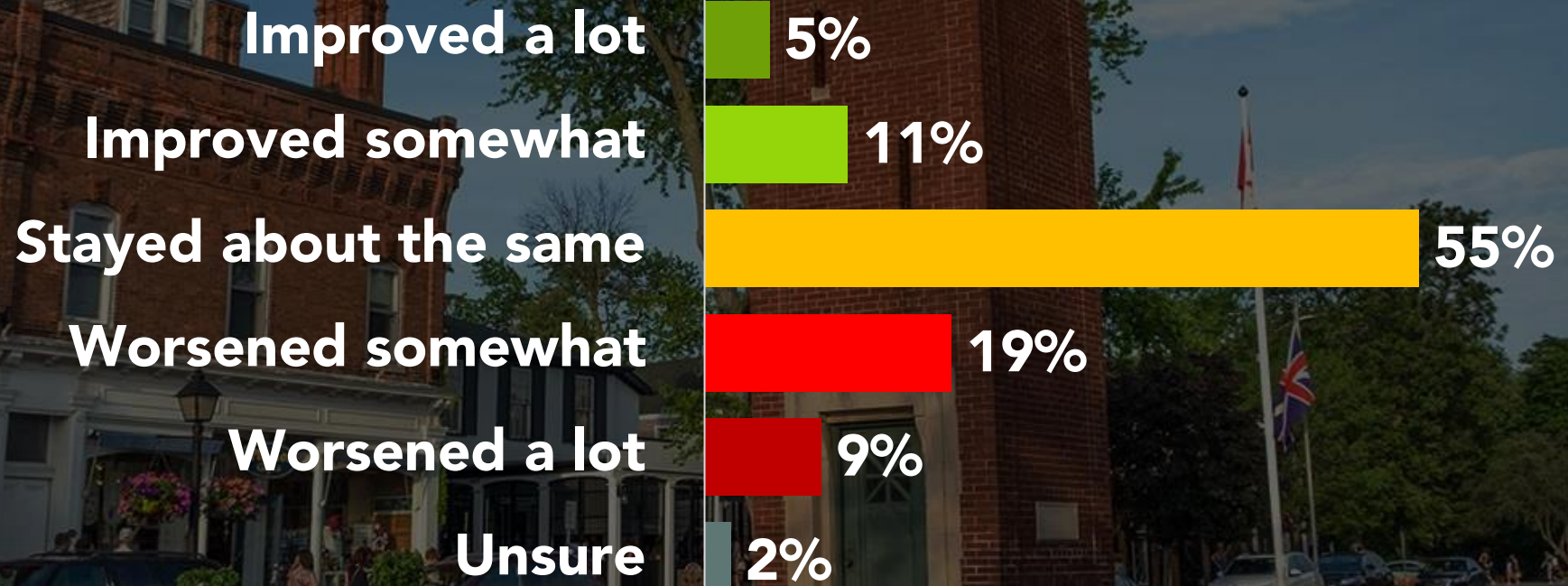
# HOW HAPPY RESIDENTS ARE ABOUT THE FOLLOWING FACTORS RELATED TO THE QUALITY OF LIFE IN THE COMMUNITY OF NOTL?

## THE SENSE OF PEACE AND QUIET

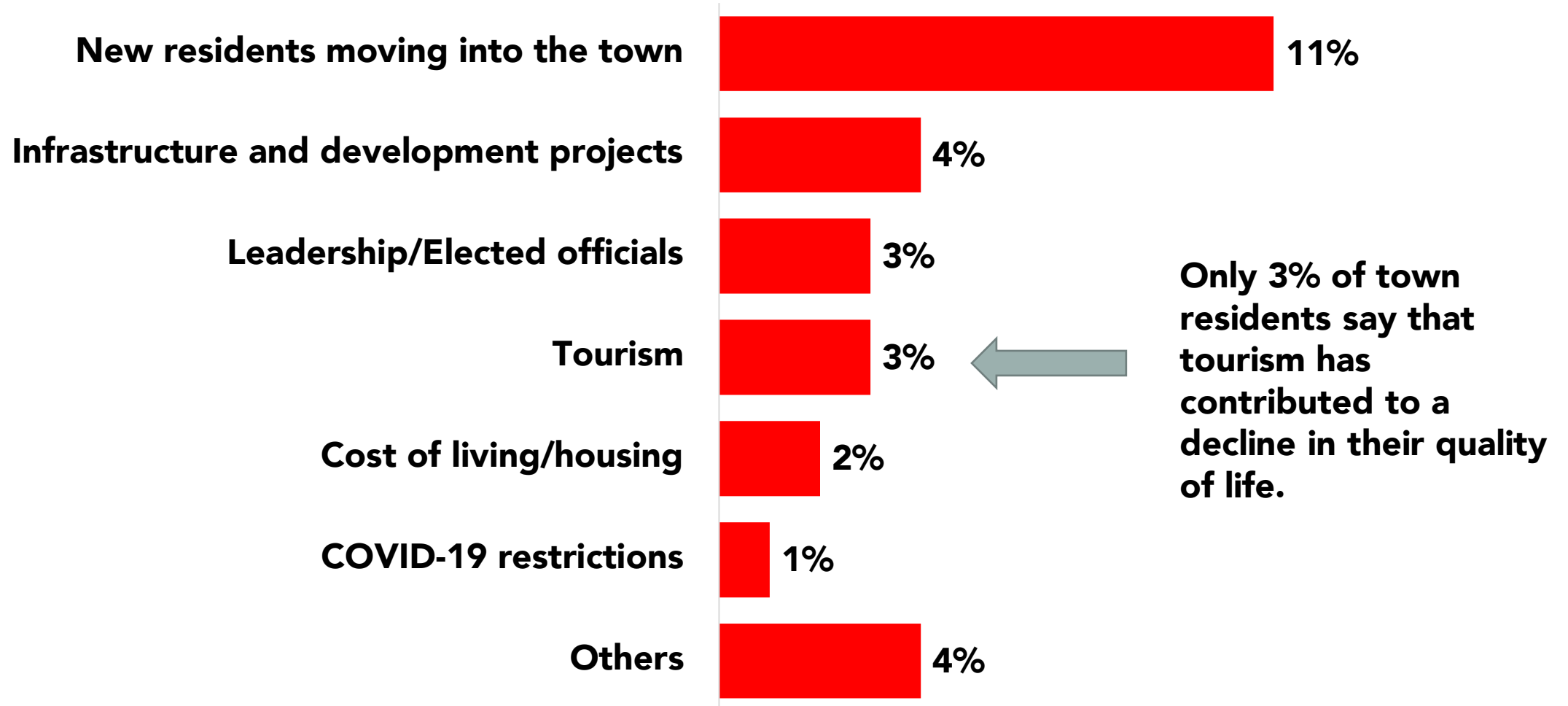


Thinking about the quality of life in the community, would you say that you are very happy, happy, unhappy or very unhappy about each of the following?

# EVEN WITH COVID, 71% OF RESIDENTS THINK THEIR QUALITY OF LIFE HAS STAYED THE SAME OR IMPROVED.



# FOR THOSE WHO THINK THE QUALITY OF LIFE HAS WORSENERD, WHAT HAS BEEN THE BIGGEST FACTOR?



Why do you feel that the quality of life in Niagara-on-the-Lake has worsened over the past few years?



# TOURISM IN THE COMMUNITY





# NOTL RESIDENTS RECOGNIZE THE IMPORTANCE OF TOURISM TO MANY ASPECTS OF LIFE IN THE TOWN...

**90% - SUSTAINABLE FUTURE FOR TOWN**

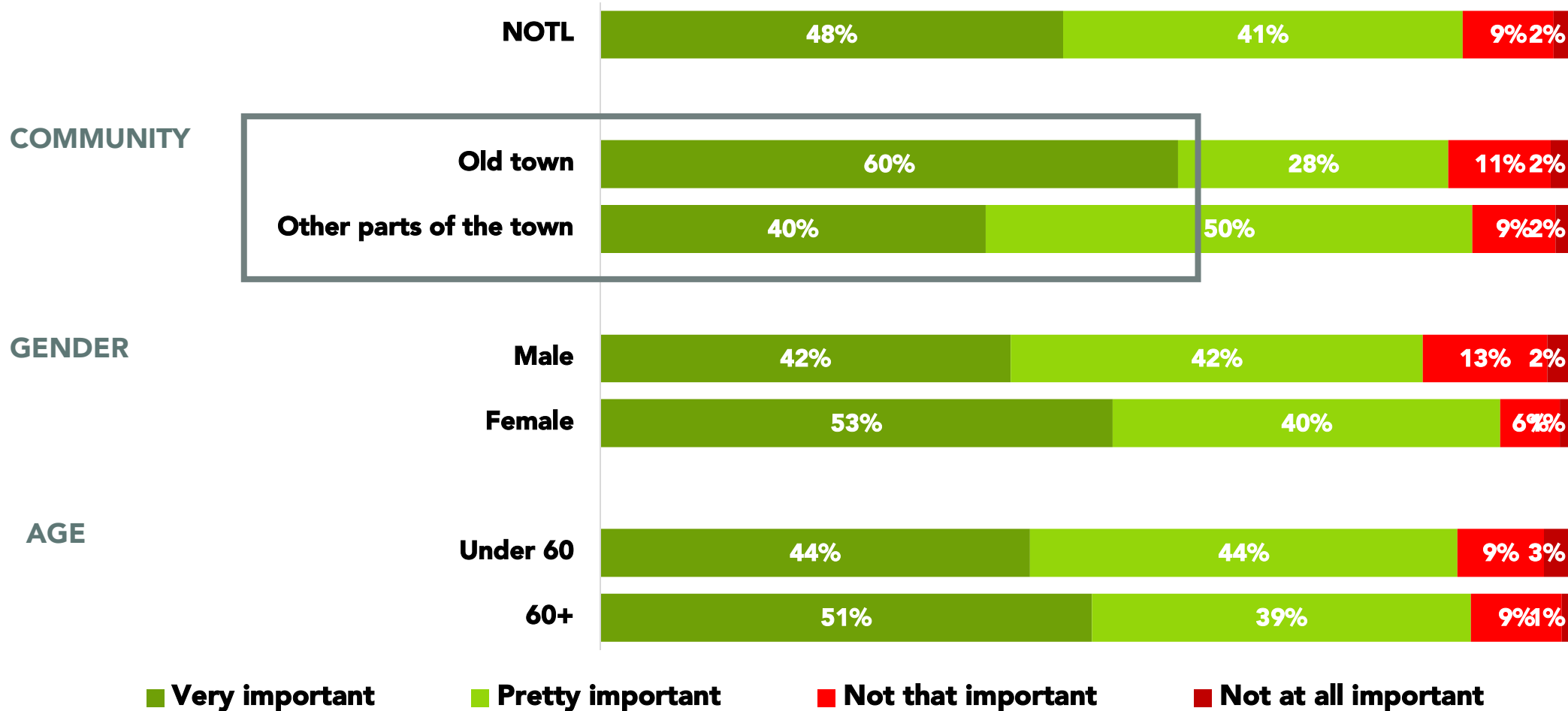
**89% - JOBS AND THE ECONOMY**

**89% - THINGS TO DO IN THE TOWN**

**84% - QUALITY OF INFRASTRUCTURE**

# HOW IMPORTANT TOURISM IS FOR THE FOLLOWING ASPECTS OF NOTL

## THE RANGE AND QUALITY OF THINGS TO DO IN A TOWN OF ITS SIZE



Thinking specifically about tourism, how important do you feel the sector is to each of the following? Would you say tourism is very important, pretty important, not that important or not important at all when it comes to...



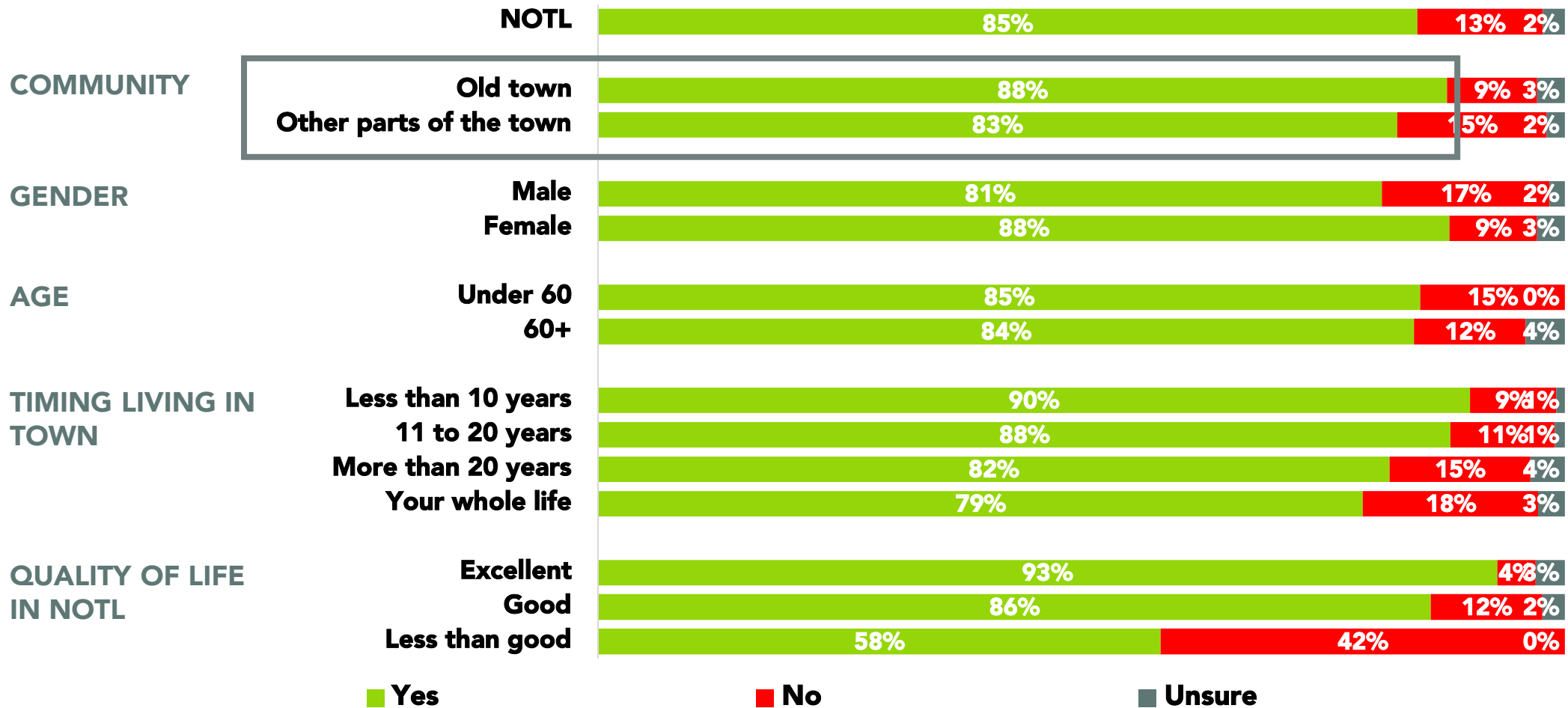


**85%**

**BELIEVE NOTL CAN BOTH ATTRACT A LOT OF VISITORS & BE A GREAT PLACE TO LIVE**

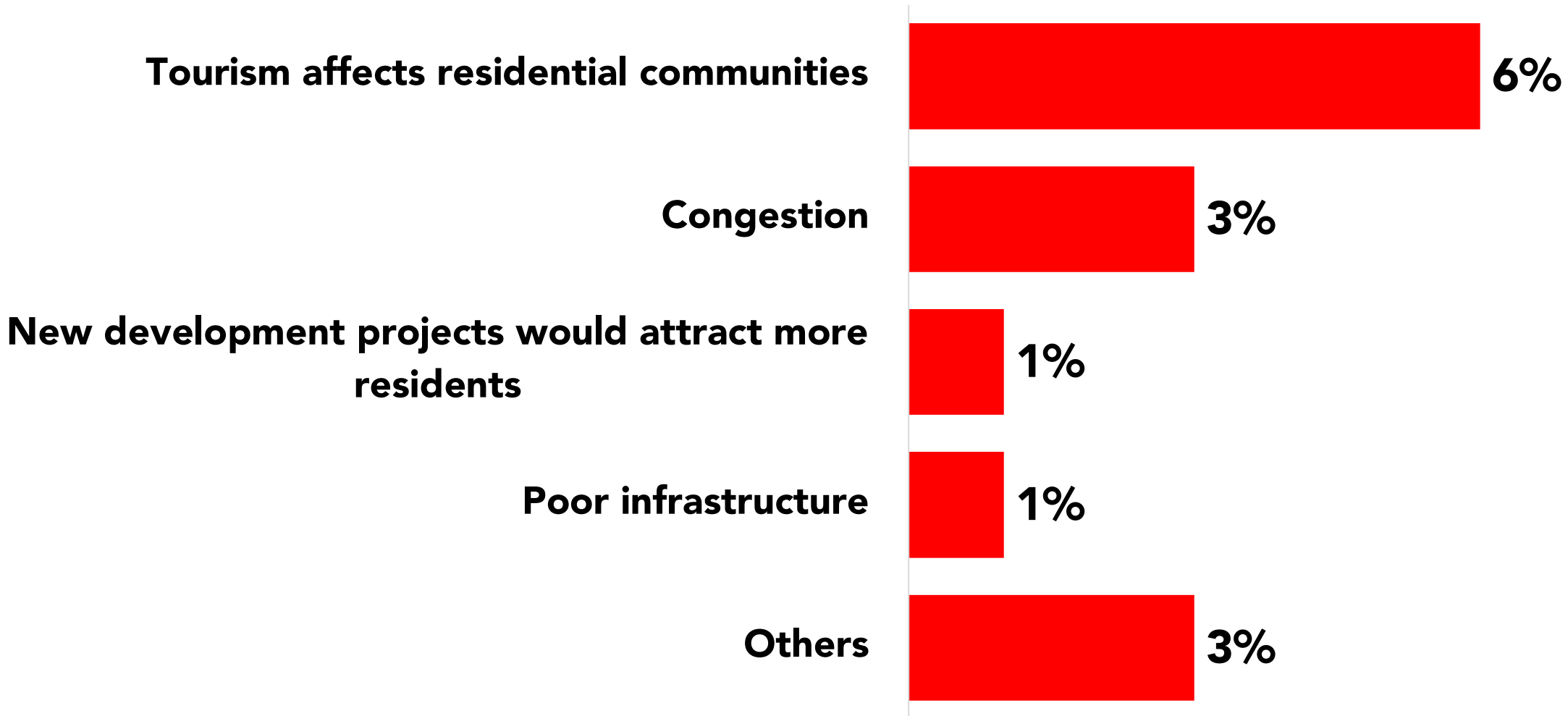
**ABACUS DATA**

# CAN NOTL ATTRACT TOURISM AND BE A GREAT PLACE TO LIVE AT THE SAME TIME?



Do you think it's possible for Niagara-on-the-Lake to be both a place that attracts a lot of tourists and is a great place to live for residents?

# WHY NOTL CANNOT ATTRACT TOURISM AND BE A GREAT PLACE TO LIVE AT THE SAME TIME



Why do you feel that way? (Asked of those who said they don't think that Niagara-on-the-Lake could be a place that attracts a lot of tourists and is a great place to live for residents)



88%

BELIEVE IT IS IMPORTANT THAT NOTL IS A  
**WELCOMING AND INCLUSIVE** COMMUNITY  
THAT EMBRACES DIVERSITY.

ABACUS DATA

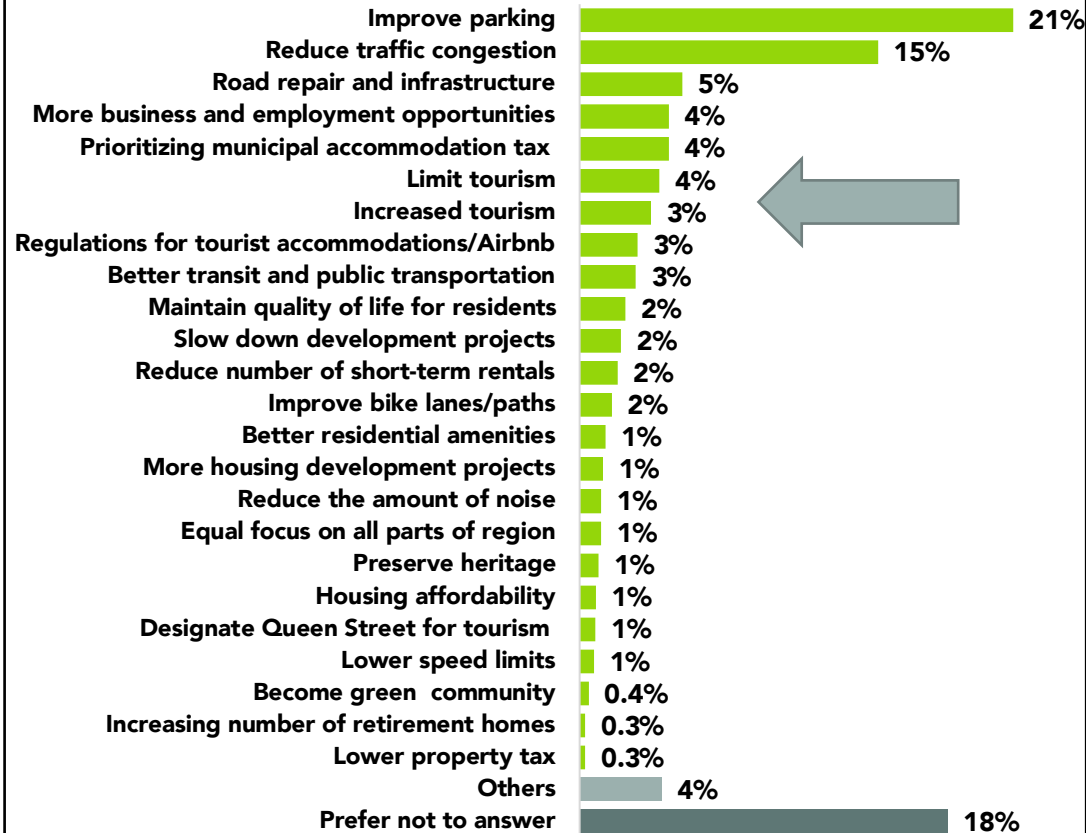


# WHAT SHOULD TOWN COUNCIL PRIORITIZE?

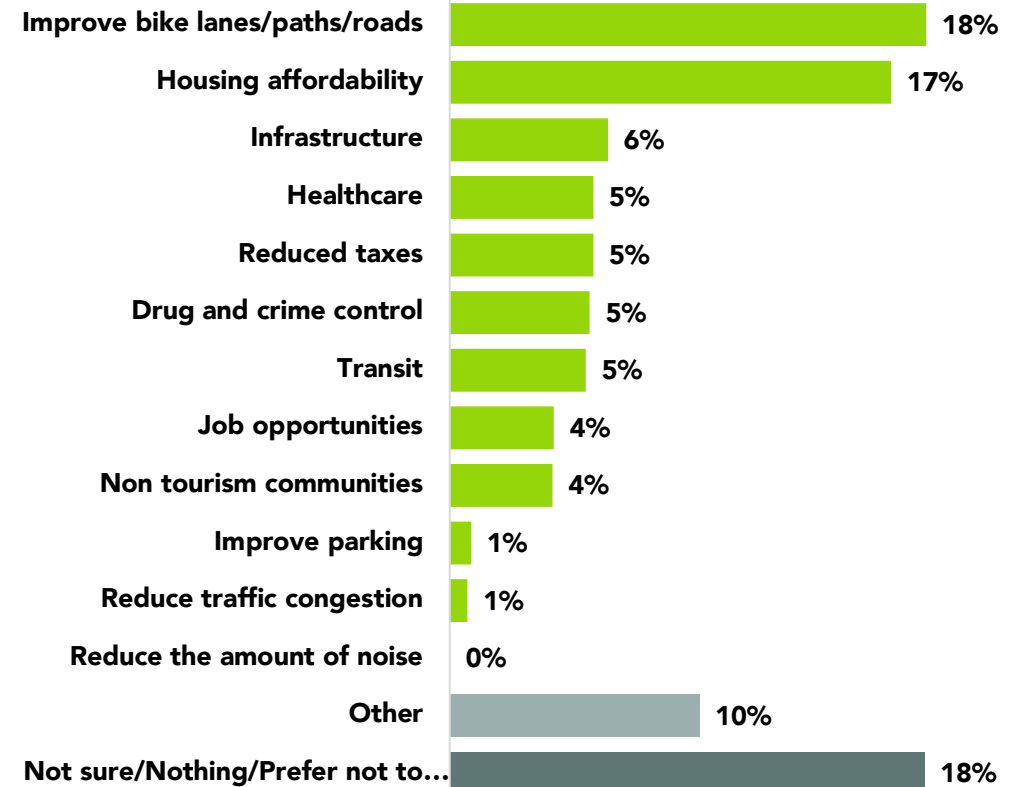


# ACCORDING TO RESIDENTS, THE FOLLOWING ISSUES SHOULD BE PRIORITIZED BY...

## NIAGARA-ON-THE-LAKE ISSUES THAT THE TOWN SHOULD PRIORITIZE



## NIAGARA REGION ISSUES THAT MUNICIPALITIES AND THE REGIONAL GOVERNMENT SHOULD PRIORITIZE



Town council is developing a tourism plan. What issues do you feel the Town should prioritize to ease the impact of on life for residents? | What issues do you feel municipalities and the regional government should prioritize to help improve your experience?



# CONCLUSIONS & IMPLICATIONS



# KEY FINDINGS

1. Residents want to see the town focus on improving parking and traffic congestion, but there is little evidence that many residents want to see tourism curtailed. In fact, as is clear in the results, tourism is seen as essential to the character and quality of life in the town. Without tourism, NOTL wouldn't be what it is – a great place to live.
2. Residents believe tourism is essential to both the economic and social life of the town and region. And 85% of those living in NOTL believe the town can be a great place to live and one that attracts a lot of tourists.
3. Almost all residents believe Niagara-on-the-Lake is a great place to live. And believe it is so BECAUSE of tourism.
4. In fact, those living in NOTL are more positive about their experience living in the community than those living in the wider Niagara Region.
5. And almost all residents say they are happy with the number of parks/green space, the sense of peace and quiet, and the number of attractions/amenities. There is little evidence that many residents are unhappy with these core attributes of their community.
6. Don't change or limit what makes NOTL a great place to both LIVE & VISIT.