

Public Opinion: Impressions of Kingston

Kingston Accommodation
Partners – KAP

July 2025



Methodology

- Sample size: 300 adult Kingston residents.
- Margin of error: +/- 5.66, 19 times out of 20.
- Survey field dates: July 15 to 22, 2025.
- The data was weighted by age, gender, education and region.
- Totals may not add up to 100 due to rounding.
- Throughout the report % indicates a significantly higher proportion than the % in the same segment.



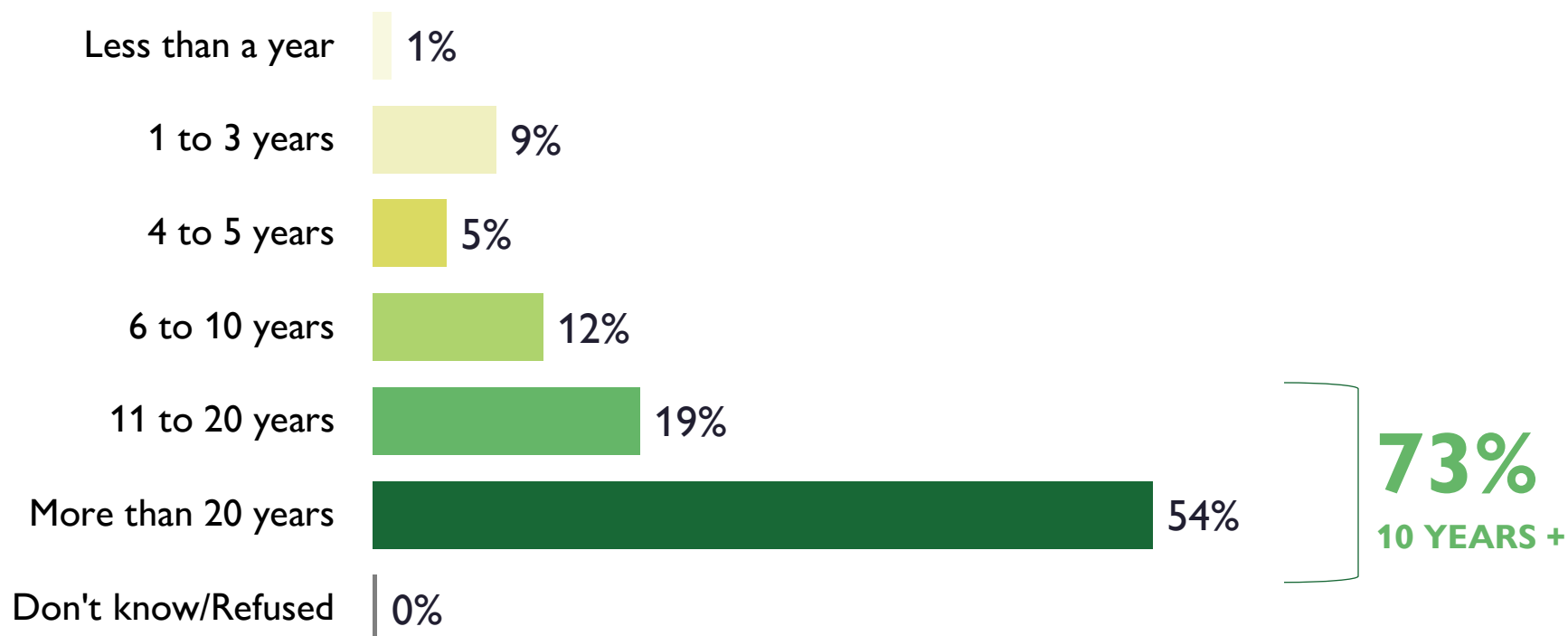
Quality of Life in Kingston





How long have you lived in Kingston?

HOW LONG HAVE YOU LIVED IN KINGSTON?



[BASE] n=300





How long have you lived in Kingston?

TIME IN KINGSTON

	TOTAL	AGE				GENDER		REGION			
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure
Less than a year	1%	3%	1%	0%	0%	2%	0%	0%	1%	1%	3%
1 to 3 years	9%	20%	5%	2%	2%	8%	9%	0%	0%	7%	22%
4 to 5 years	5%	9%	5%	3%	2%	5%	4%	2%	4%	3%	10%
6 to 10 years	12%	17%	17%	3%	9%	3%	22%	4%	19%	13%	9%
11 to 20 years	19%	16%	22%	34%	5%	16%	20%	47%	13%	19%	9%
More than 20 years	54%	34%	50%	57%	82%	65%	44%	47%	64%	57%	47%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%

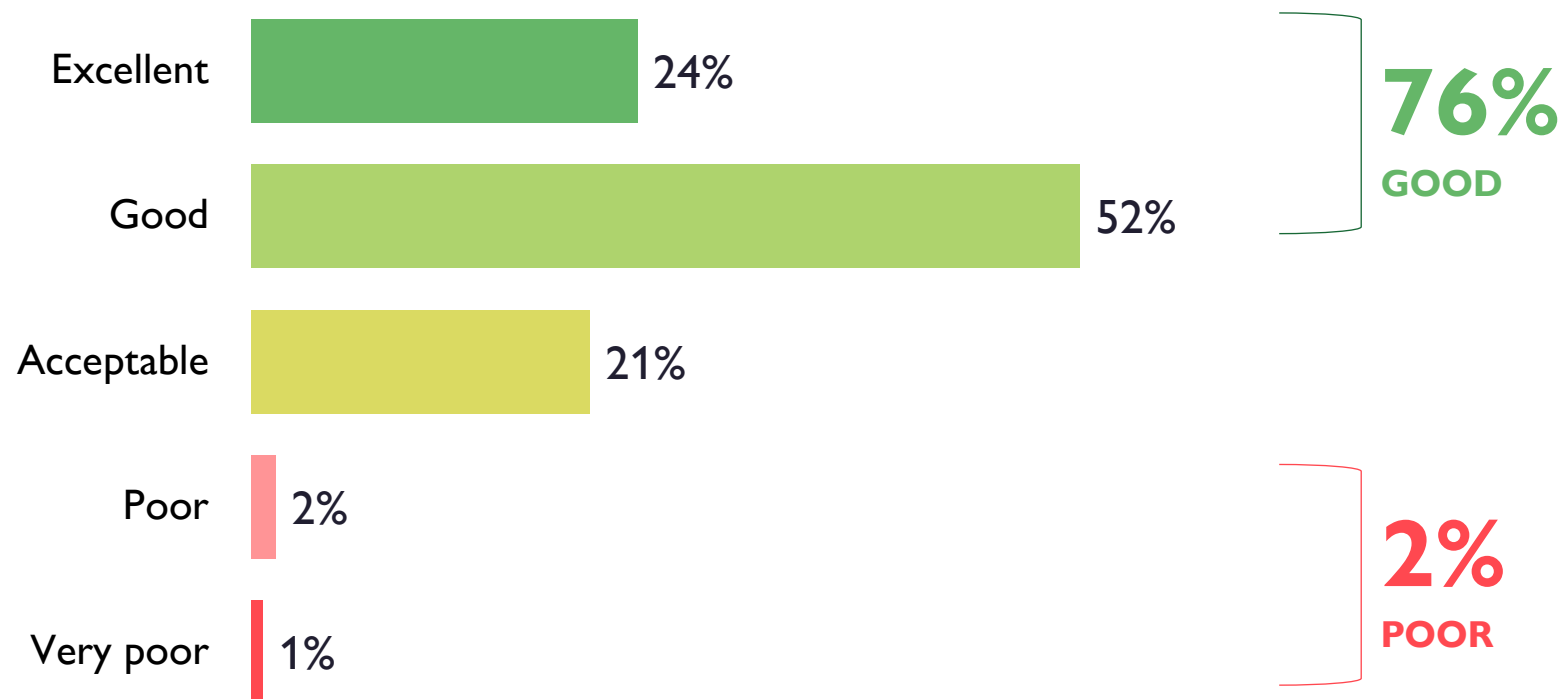
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Overall, how would you describe the overall quality of life in Kingston?

76% of residents report having a positive quality of life, compared to only 2% who report a poor quality of life in Kingston



[BASE] n=300





Overall, how would you describe the overall quality of life in Kingston?

QUALITY OF LIFE IN KINGSTON

	TOTAL	AGE				GENDER		TIME LIVING IN KINGSTON		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Less than 6 years	6 to 10 years	More than 10 years
NET: Positive	76%	77%	74%	81%	75%	73%	81%	64%	74%	79%
Excellent	24%	22%	32%	23%	23%	25%	25%	24%	31%	23%
Good	52%	55%	42%	58%	52%	48%	56%	40%	42%	56%
Acceptable	21%	21%	24%	19%	21%	24%	18%	34%	25%	18%
Poor	2%	1%	0%	0%	5%	3%	0%	2%	1%	1%
Very poor	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%
NET: Negative	2%	2%	1%	0%	5%	3%	0%	2%	1%	2%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

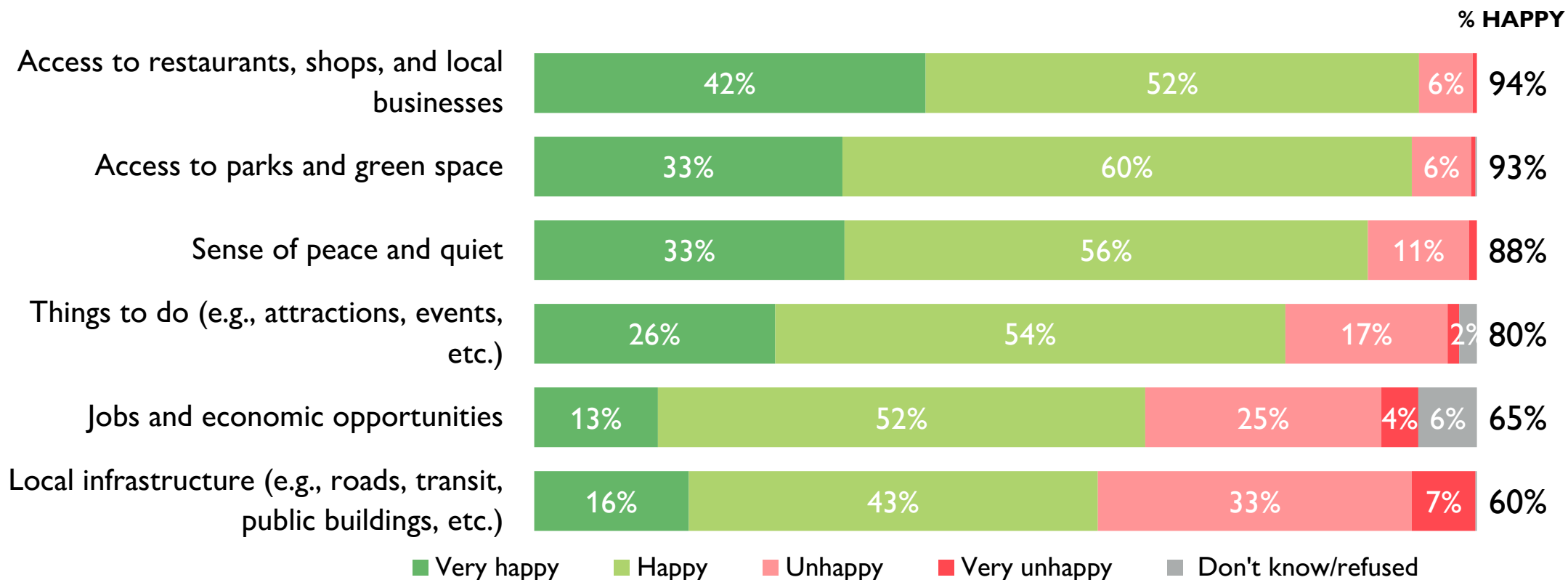
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Thinking about the quality of life in the community, would you say that you are very happy, happy, unhappy or very unhappy about each of the following?

Residents are highly satisfied with local amenities and the peaceful atmosphere in Kingston, but there is less satisfaction with infrastructure and economic opportunity, highlighting areas for improvement.



[BASE] n=300; Values less than 2% not shown.





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?

SATISFACTION WITH KEY ASPECTS OF THE CITY

% HAPPY + VERY HAPPY	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Access to restaurants, shops, and local businesses	94%	94%	95%	92%	94%	93%	96%	92%	96%	93%	94%	95%	95%	93%	90%	93%	98%
Access to parks and green space	93%	90%	90%	99%	94%	95%	92%	93%	97%	88%	95%	98%	96%	92%	92%	91%	96%
Sense of peace and quiet	88%	85%	88%	91%	91%	92%	87%	94%	97%	85%	82%	74%	87%	91%	81%	93%	87%
Things to do (e.g., attractions, events, etc.)	80%	86%	71%	78%	80%	79%	80%	61%	87%	79%	83%	81%	77%	80%	85%	73%	84%
Jobs and economic opportunities	65%	71%	63%	67%	56%	69%	61%	67%	64%	72%	57%	65%	41%	69%	55%	64%	74%
Local infrastructure (e.g., roads, transit, public buildings, etc.)	60%	70%	68%	46%	53%	59%	62%	31%	59%	71%	62%	60%	68%	59%	63%	63%	59%

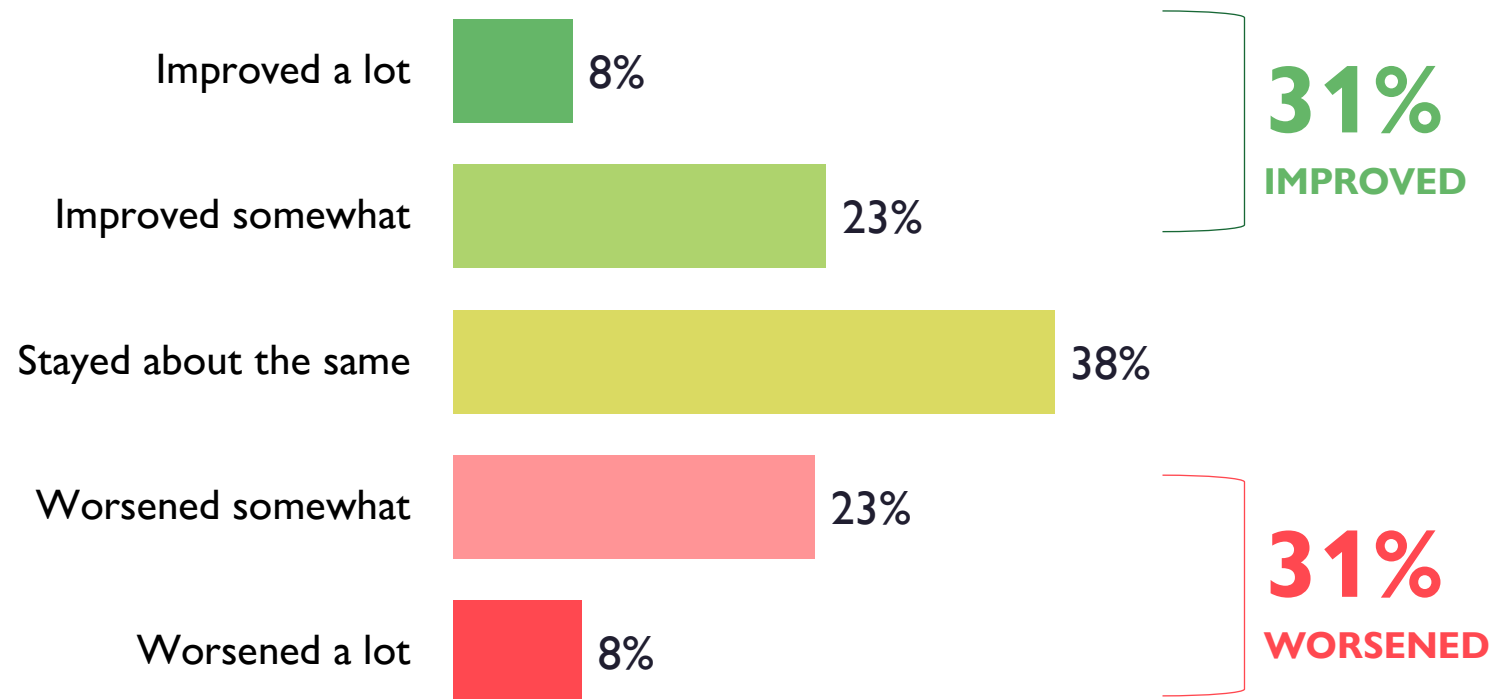
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Compared to 3 years ago, how would you rate the quality of life in Kingston has...

Residents are divided on the quality of life over the past three years, with 31% saying it has improved, 38% reporting it has stayed the same, and 31% feeling it has worsened.



[BASE] n=300





Compared to 3 years ago, how would you rate the quality of life in Kingston has...

PERCEIVED CHANGED IN QUALITY OF LIFE IN THE LAST 3 YEARS

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
NET: Improved	31%	48%	28%	18%	23%	33%	30%	20%	34%	42%	22%	29%	29%	32%	15%	45%	27%
Improved a lot	8%	7%	10%	9%	4%	6%	10%	0%	12%	11%	4%	8%	3%	8%	3%	10%	9%
Improved somewhat	23%	41%	18%	8%	19%	27%	20%	20%	22%	31%	18%	22%	27%	23%	12%	36%	18%
Stayed about the same	38%	27%	40%	42%	46%	32%	43%	46%	37%	33%	39%	37%	45%	37%	46%	26%	48%
Worsened somewhat	23%	18%	25%	33%	18%	24%	21%	32%	18%	22%	23%	25%	19%	23%	21%	21%	22%
Worsened a lot	8%	7%	7%	8%	11%	11%	5%	2%	11%	2%	15%	8%	7%	8%	17%	7%	3%
NET: Worsened	31%	25%	32%	41%	29%	34%	27%	34%	29%	25%	38%	33%	26%	31%	38%	29%	25%

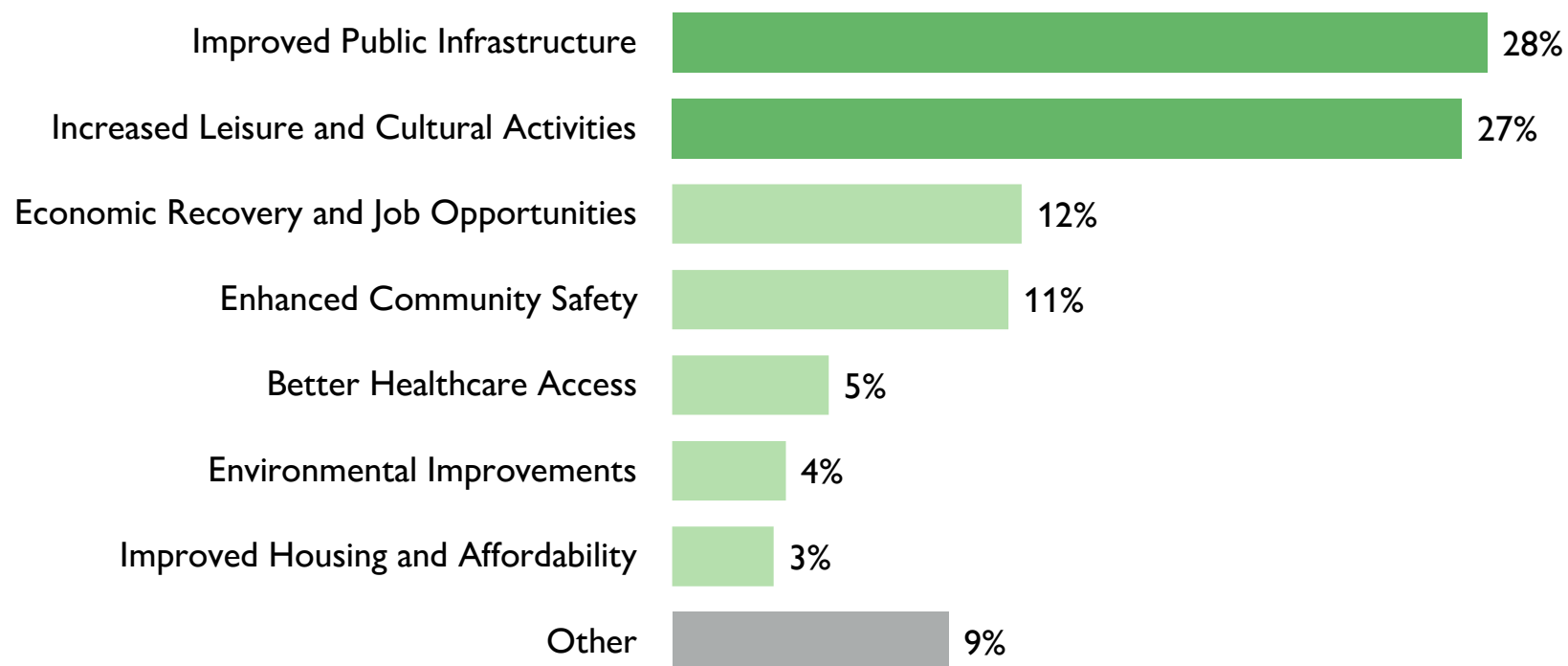
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Why do you feel that the quality of life in Kingston has **improved**?

The most common reasoning behind the sentiment that the quality of life has improved include improvements made to public infrastructure (28%) and the increased availability of leisure and cultural activities (27%).



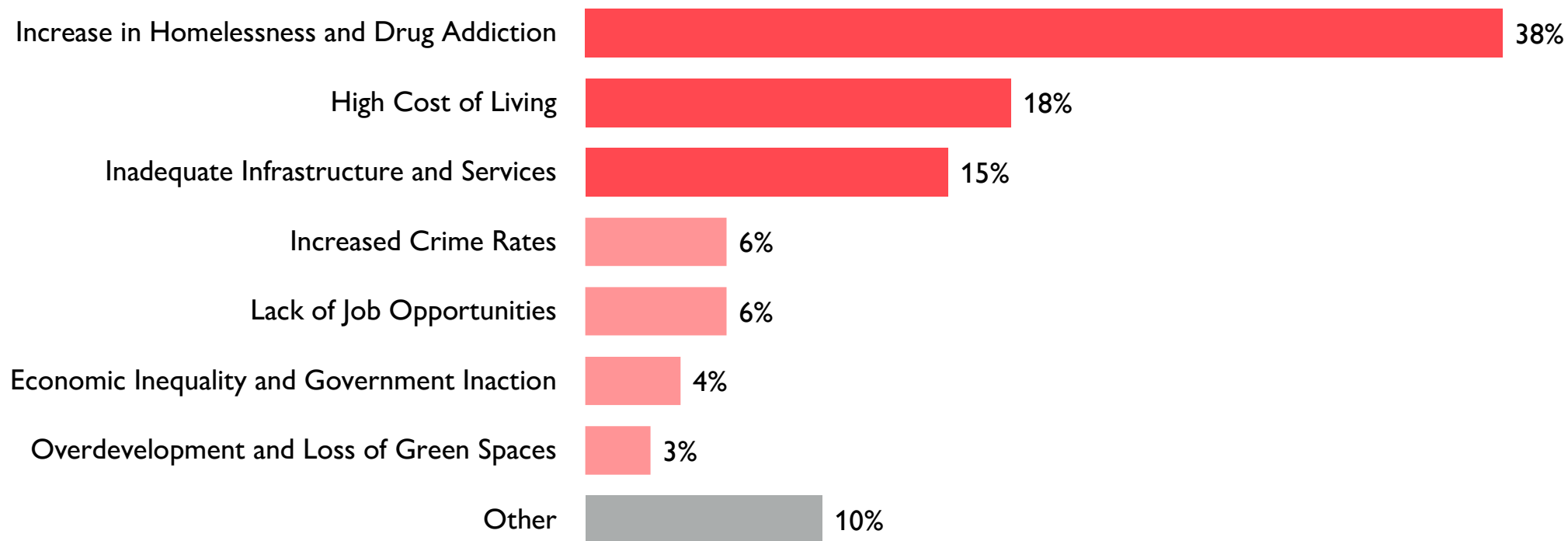
[Those who feel the quality of life in Kingston has improved] n=80





Why do you feel that the quality of life in Kingston has **worsened**?

The most common reasoning behind the sentiment that the quality of life has worsened include the increase in homelessness and substance abuse (38%), the high cost of living (18%), and inadequate infrastructure/services (18%).



[Those who feel the quality of life in Kingston has worsened] n=92



Tourism in Kingston: Resident Perception and Impact



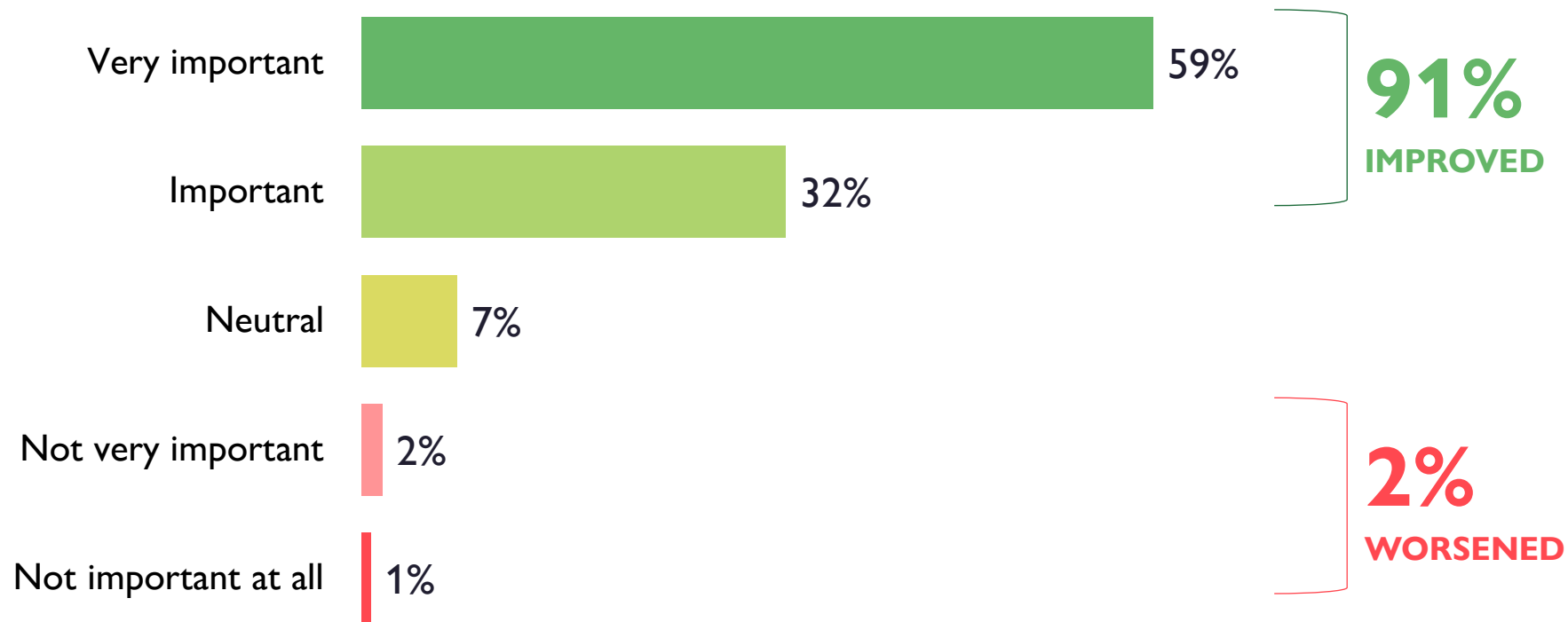
General Perceptions





How important do you believe tourism is to Kingston's local economy?

91% of residents acknowledge the importance of tourism to Kingston's local economy, with just 2% believing it is not important.



[BASE] n=300





How important do you believe tourism is to Kingston's local economy?

IMPORTANCE OF TOURISM TO KINGSTON'S LOCAL ECONOMY

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
NET: Important	91%	87%	92%	92%	92%	94%	88%	98%	87%	93%	88%	84%	85%	93%	87%	94%	88%
Very important	59%	46%	54%	79%	62%	65%	54%	81%	58%	52%	57%	50%	50%	63%	45%	64%	59%
Important	32%	41%	38%	14%	30%	29%	34%	17%	29%	41%	32%	34%	35%	30%	41%	30%	29%
Neutral	7%	9%	5%	8%	7%	5%	9%	2%	13%	6%	6%	13%	15%	5%	6%	5%	12%
Not very important	2%	4%	1%	0%	0%	1%	2%	0%	0%	1%	4%	3%	0%	1%	7%	0%	0%
Not important at all	1%	0%	2%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%	1%	1%	1%	0%
Net: Not important	2%	4%	3%	0%	1%	1%	3%	0%	1%	1%	5%	3%	0%	2%	8%	1%	0%

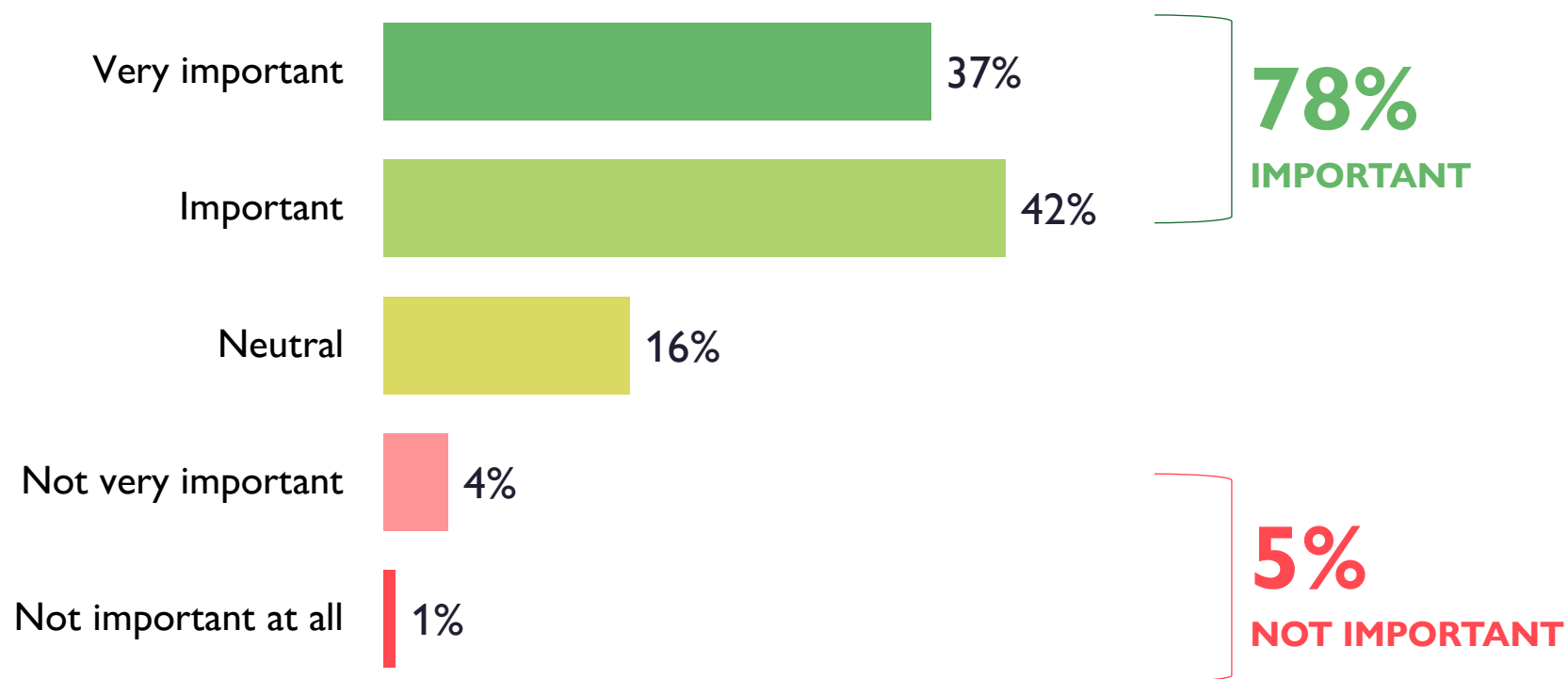
[BASE] n=300





How important do you think tourism is to Kingston's culture?

78% of residents believe that tourism is important to Kingston's culture, compared to just 5% who do not view it as being important.



[BASE] n=300





How important do you think tourism is to Kingston's culture?

IMPORTANCE OF TOURISM TO KINGSTON'S CULTURE

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
NET: Important	78%	84%	73%	79%	74%	83%	72%	91%	72%	83%	73%	78%	63%	81%	67%	87%	75%
Very important	37%	39%	30%	45%	31%	41%	33%	47%	38%	32%	36%	40%	36%	36%	25%	42%	37%
Important	42%	45%	43%	34%	43%	43%	40%	45%	34%	51%	37%	38%	28%	45%	42%	44%	39%
Neutral	16%	10%	20%	19%	20%	12%	21%	5%	25%	14%	18%	15%	22%	15%	24%	9%	19%
Not very important	4%	5%	6%	1%	4%	4%	5%	4%	3%	4%	6%	7%	11%	3%	6%	4%	5%
Not important at all	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	2%	0%	4%	0%	3%	0%	0%
Net: Not important	5%	7%	6%	1%	6%	4%	6%	4%	4%	4%	8%	7%	15%	3%	9%	4%	5%

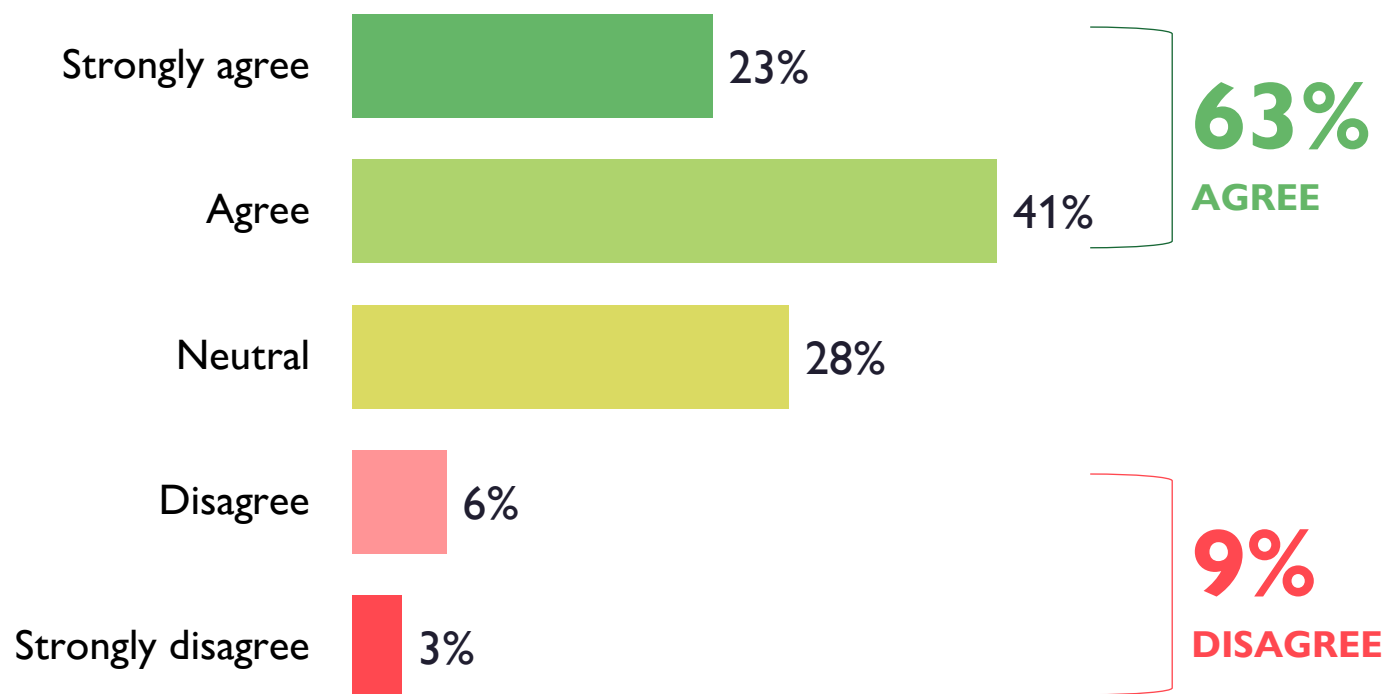
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To what extent do you agree that tourism provides infrastructure and amenities that improve quality of life for residents in Kingston?

Almost two-thirds of Kingston residents (63%) believe that tourism enhances infrastructure and amenities, improving the quality of life for locals.



[BASE] n=300





To what extent do you agree that tourism provides infrastructure and amenities that improve quality of life for residents in Kingston?

TOURISM PROVIDES INFRASTRUCTURE AND AMENITIES THAT IMPROVE QUALITY OF LIFE FOR RESIDENTS

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
NET: Agree	63%	61%	71%	64%	59%	69%	59%	71%	65%	67%	54%	57%	54%	66%	56%	67%	63%
Strongly agree	23%	22%	29%	26%	16%	20%	26%	15%	36%	24%	14%	23%	29%	22%	12%	29%	22%
Agree	41%	39%	42%	38%	43%	49%	32%	56%	29%	44%	40%	35%	25%	45%	44%	38%	41%
Neutral	28%	29%	22%	23%	35%	26%	29%	25%	23%	26%	34%	25%	36%	27%	30%	31%	21%
Disagree	6%	3%	5%	13%	5%	4%	6%	2%	11%	5%	5%	2%	9%	6%	10%	1%	9%
Strongly disagree	3%	8%	3%	0%	1%	1%	6%	2%	2%	1%	7%	15%	0%	1%	3%	1%	7%
Net: Disagree	9%	10%	8%	13%	5%	5%	12%	4%	12%	6%	12%	18%	9%	7%	13%	2%	16%

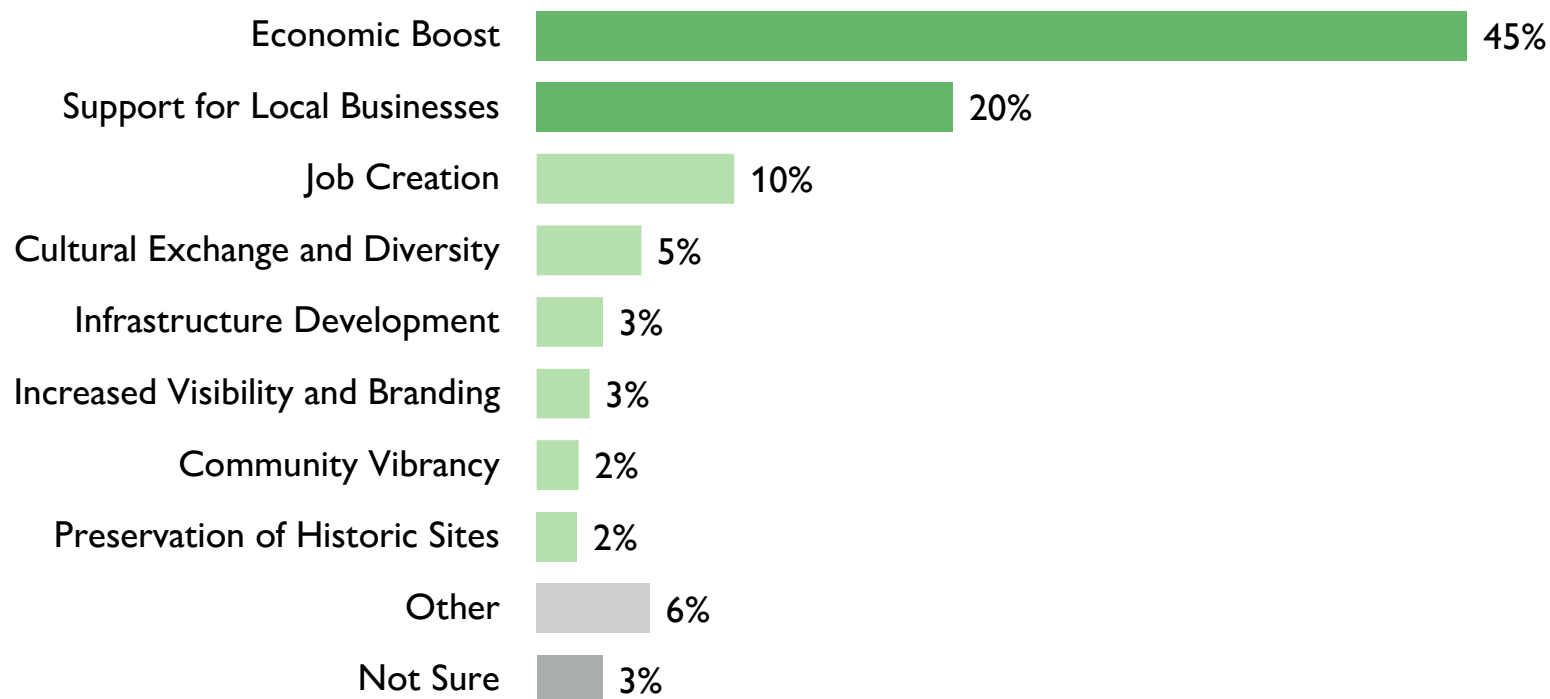
[BASE] n=300





In your opinion, what are the biggest benefits that tourism brings to Kingston? [open-ended]

The biggest benefits of tourism are seen as the economic boost it provides (45%) and its support for local business growth and job creation (20%).



[BASE] n=300



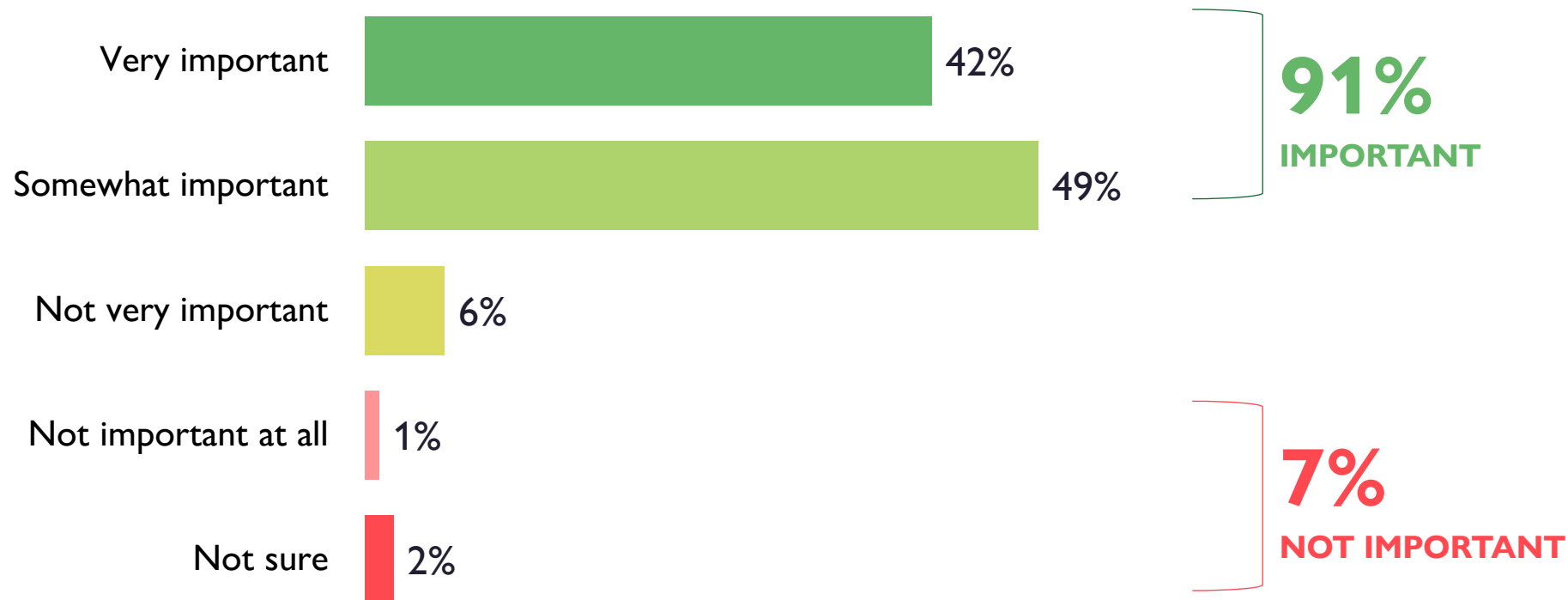
Economic Impact of Tourism





How important do you think tourism-related spending (e.g., hotel taxes, business licenses, visitor spending) is in helping fund municipal services in Kingston?

91% of Kingston residents acknowledge the importance of tourism-related spending in helping fund municipal services in the region.



[BASE] n=300





How important do you think tourism-related spending (e.g., hotel taxes, business licenses, visitor spending) is in helping fund municipal services in Kingston?

IMPORTANCE OF TOURISM-RELATED SPENDING IN HELPING FUND MUNICIPAL SERVICES IN KINGSTON

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
NET: Important	91%	91%	86%	96%	91%	94%	88%	85%	96%	98%	82%	86%	84%	94%	87%	95%	90%
Very important	42%	33%	41%	51%	45%	41%	43%	46%	50%	41%	34%	47%	43%	40%	36%	50%	38%
Somewhat important	49%	58%	45%	45%	45%	53%	45%	39%	46%	57%	48%	38%	41%	53%	50%	45%	52%
Not very important	6%	6%	10%	1%	6%	3%	9%	15%	3%	1%	9%	8%	9%	5%	7%	2%	9%
Not important at all	1%	1%	0%	2%	1%	1%	1%	0%	1%	0%	3%	2%	3%	0%	2%	1%	0%
NET: Not important	7%	7%	10%	3%	7%	4%	10%	15%	4%	1%	12%	10%	11%	5%	9%	3%	9%
Not sure	2%	1%	4%	1%	2%	2%	2%	0%	0%	1%	6%	4%	5%	1%	4%	2%	1%

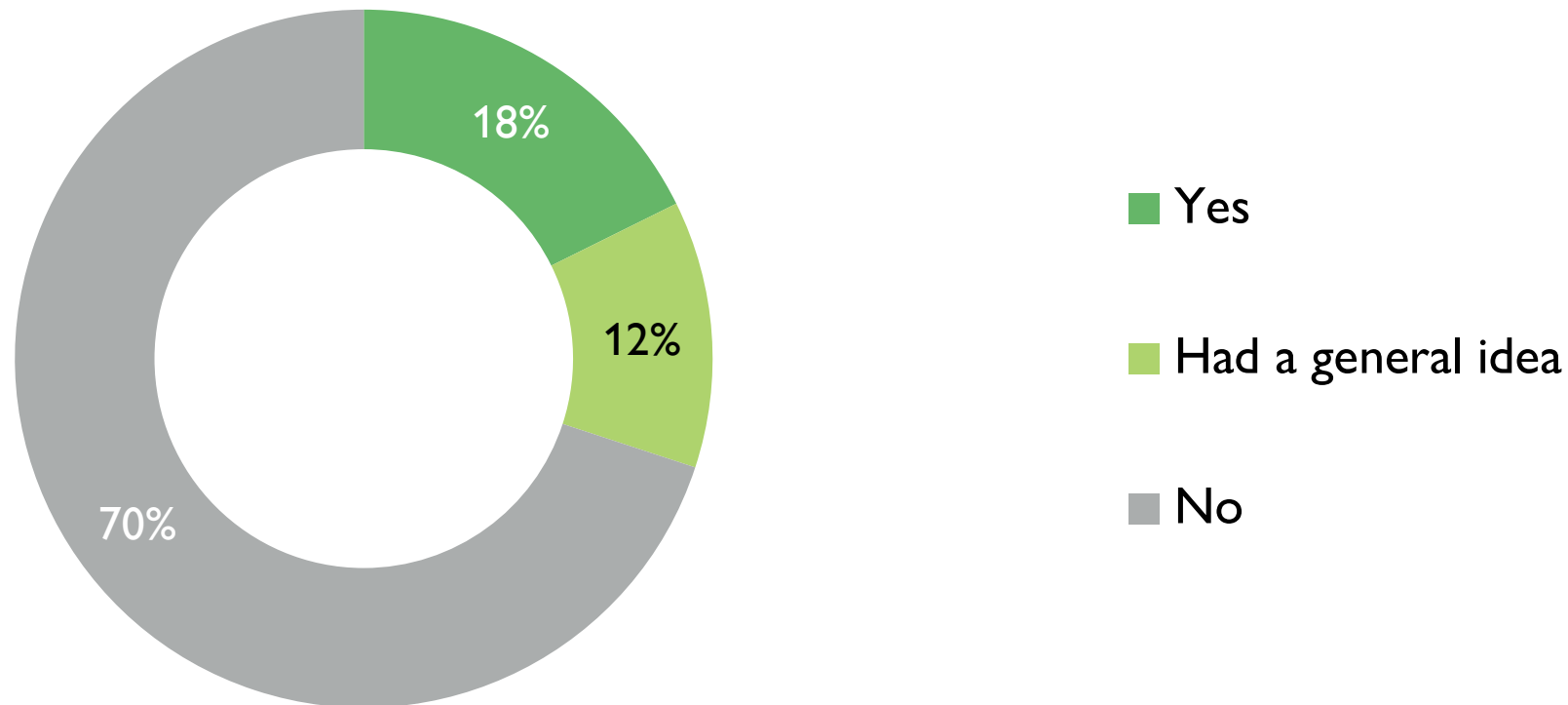
[BASE] n=300





Before this survey, were you aware that tourism generated approximately \$775 million in economic impact in Kingston in 2024?

A large majority of residents (70%) are unaware of tourism's economic impact in Kingston, including the \$775 million it generated in 2024.



[BASE] n=300





Before this survey, were you aware that tourism generated approximately \$775 million in economic impact in Kingston in 2024?

AWARENESS OF THE ECONOMIC IMPACT OF TOURISM IN KINGSTON IN 2024

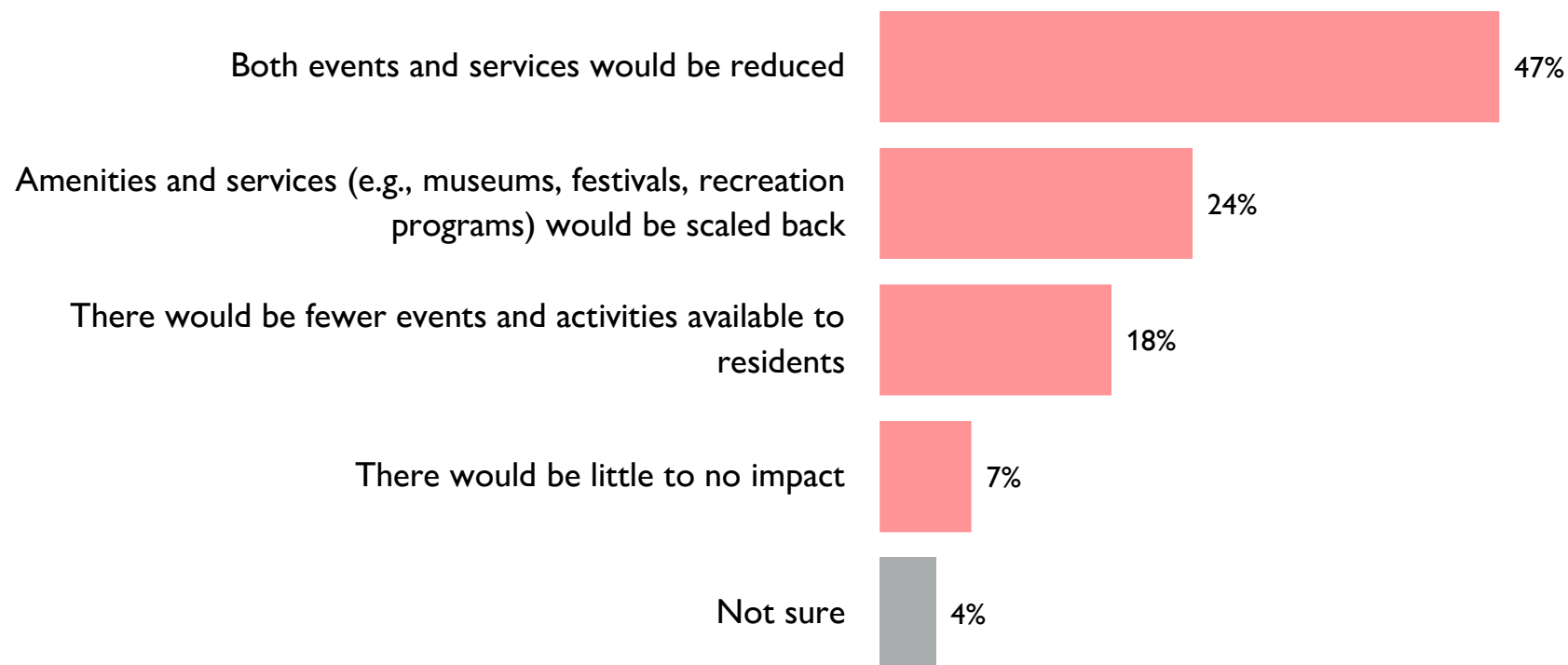
	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Yes	18%	18%	21%	23%	9%	10%	26%	4%	35%	21%	6%	2%	26%	20%	9%	21%	21%
Had a general idea	12%	5%	12%	15%	20%	16%	8%	29%	15%	9%	6%	10%	11%	13%	10%	13%	11%
No	70%	77%	66%	62%	71%	73%	66%	67%	51%	69%	88%	88%	62%	67%	82%	66%	68%

[BASE] n=300



If tourism were to decline in Kingston, what impact do you think it would have on community events, local amenities, and city programming?

If tourism declined, most residents expect fewer events and services (47%) and reduced amenities (24%), with 18% anticipating fewer activities. Only 7% see minimal impact, highlighting tourism's importance to the city.



[BASE] n=300





If tourism were to decline in Kingston, what impact do you think it would have on community events, local amenities, and city programming?

IMPACT ON COMMUNITY EVENTS, LOCAL AMENITIES AND CITY PROGRAMMING IF TOURISM WERE TO DECLINE IN KINGSTON

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Both events and services would be reduced	47%	39%	49%	56%	48%	46%	48%	50%	50%	36%	55%	58%	32%	48%	56%	49%	39%
Amenities and services would be scaled back	24%	22%	24%	28%	23%	23%	25%	38%	21%	31%	12%	2%	20%	29%	13%	22%	34%
There would be fewer events and activities available to residents	18%	24%	18%	15%	12%	22%	14%	10%	23%	24%	10%	11%	31%	17%	13%	23%	15%
There would be little to no impact	7%	9%	5%	1%	11%	3%	10%	0%	4%	4%	16%	19%	4%	5%	10%	2%	11%
Not sure	4%	6%	4%	0%	7%	5%	4%	2%	3%	4%	7%	9%	13%	2%	8%	4%	2%

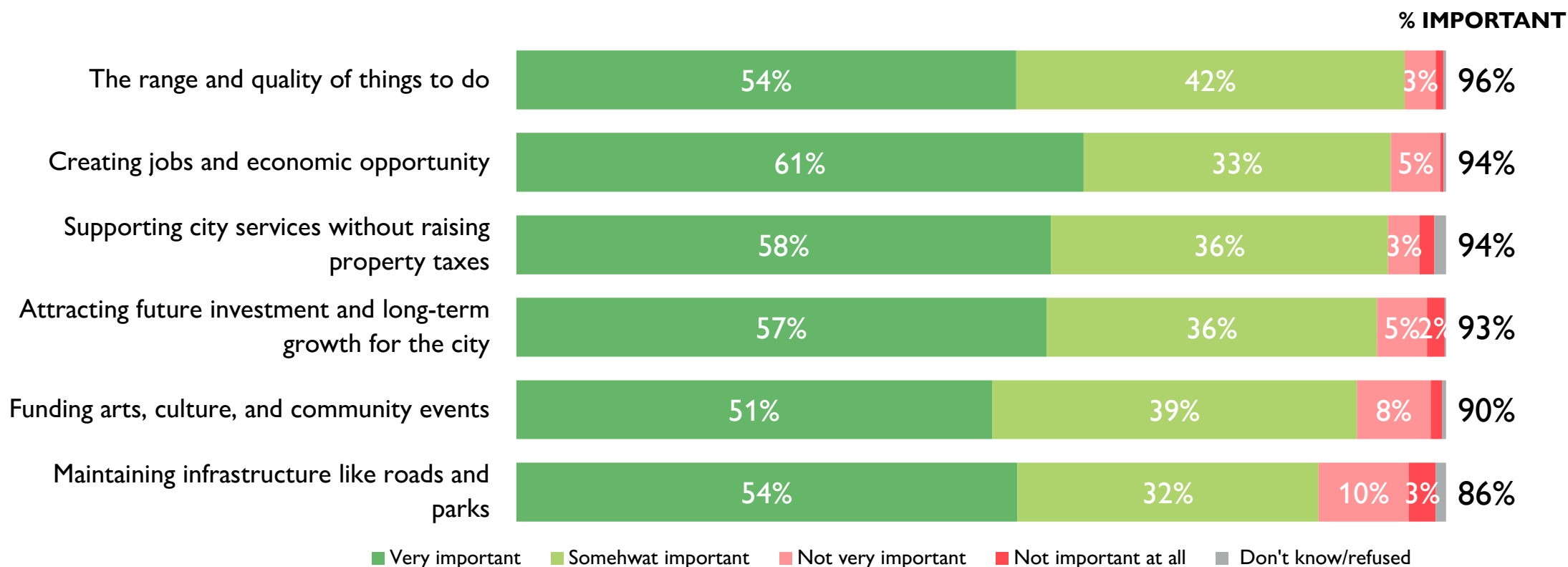
[BASE] n=300





Thinking specifically about tourism revenue, how important do you think it is to each of the following in Kingston?

Kingston residents see tourism revenue as vital for enriching the city's attractions, creating jobs, supporting essential services, driving growth, funding cultural initiatives, and maintaining infrastructure.



[BASE] n=300; Values less than 2% not shown.





Thinking specifically about tourism revenue, how important do you think it is to each of the following in Kingston?

IMPORTANCE OF TOURISM REVENUE

% IMPORTANT	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
The range and quality of things to do	96%	96%	93%	99%	94%	97%	94%	96%	96%	95%	95%	95%	98%	95%	95%	95%	96%
Creating jobs and economic opportunity	94%	93%	86%	99%	98%	97%	91%	90%	94%	93%	97%	100%	90%	94%	93%	99%	88%
Supporting city services without raising property taxes	94%	94%	88%	97%	95%	95%	95%	98%	95%	91%	93%	96%	92%	94%	84%	97%	97%
Attracting future investment and long-term growth for the city	93%	87%	93%	96%	96%	95%	91%	98%	96%	86%	94%	99%	87%	92%	92%	92%	93%
Funding arts, culture, and community events	90%	87%	85%	99%	92%	98%	83%	88%	85%	95%	92%	94%	74%	92%	92%	90%	88%
Maintaining infrastructure like roads and parks	86%	81%	87%	86%	93%	89%	85%	97%	82%	81%	90%	86%	97%	85%	90%	93%	74%

[BASE] n=300



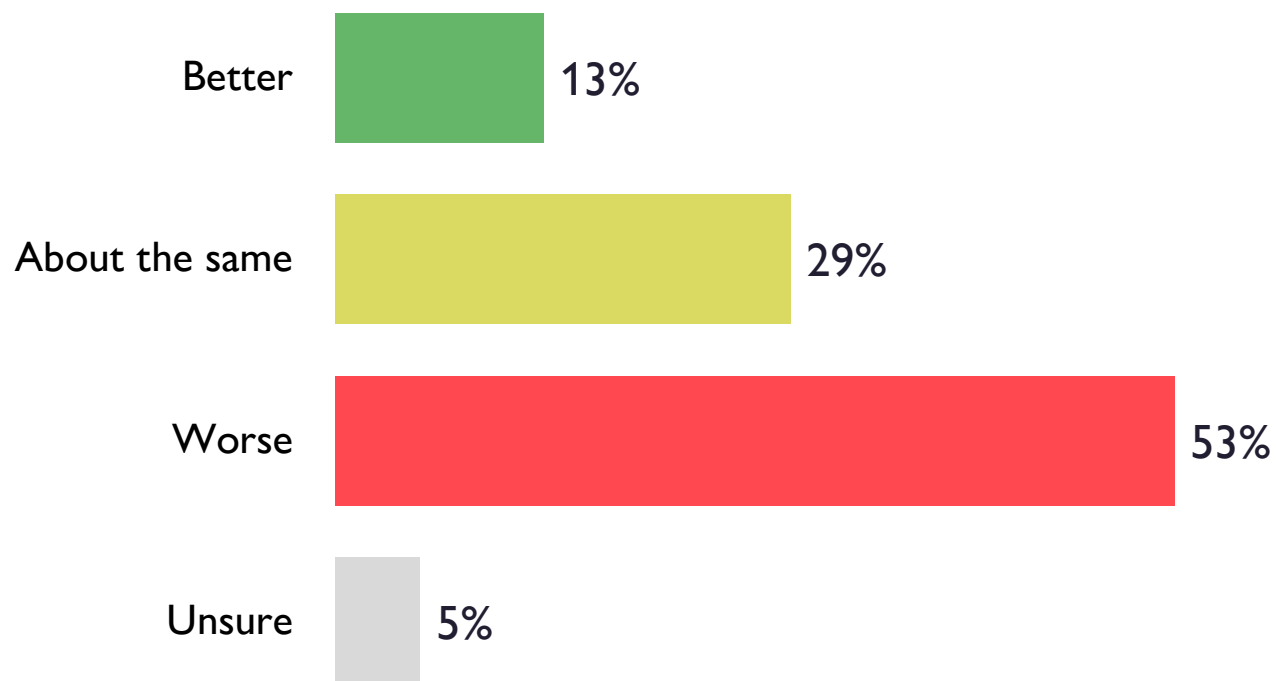
Looking Ahead: Tourism and Quality of Life





If Kingston wasn't a popular tourism destination, do you feel the quality of life – as it relates to amenities, attractions, and things to do – would be...

53% of residents believe that, if Kingston was not a popular tourism destination, the quality of life would be worse, while only 13% believe quality of life would improve



[BASE] n=300





If Kingston wasn't a popular tourism destination, do you feel the quality of life – as it relates to amenities, attractions, and things to do – would be...

IMPACT ON QUALITY OF LIFE IF KINGSTON WASN'T A POPULAR TOURISM DESTINATION

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Better	13%	23%	9%	9%	7%	12%	14%	2%	19%	14%	13%	5%	23%	13%	8%	15%	16%
About the same	29%	34%	41%	17%	23%	27%	31%	26%	21%	36%	28%	32%	27%	28%	30%	28%	26%
Worse	53%	42%	46%	66%	60%	52%	54%	60%	54%	46%	56%	61%	50%	52%	53%	51%	57%
Unsure	5%	1%	4%	8%	10%	9%	2%	12%	6%	4%	3%	3%	0%	7%	9%	6%	1%

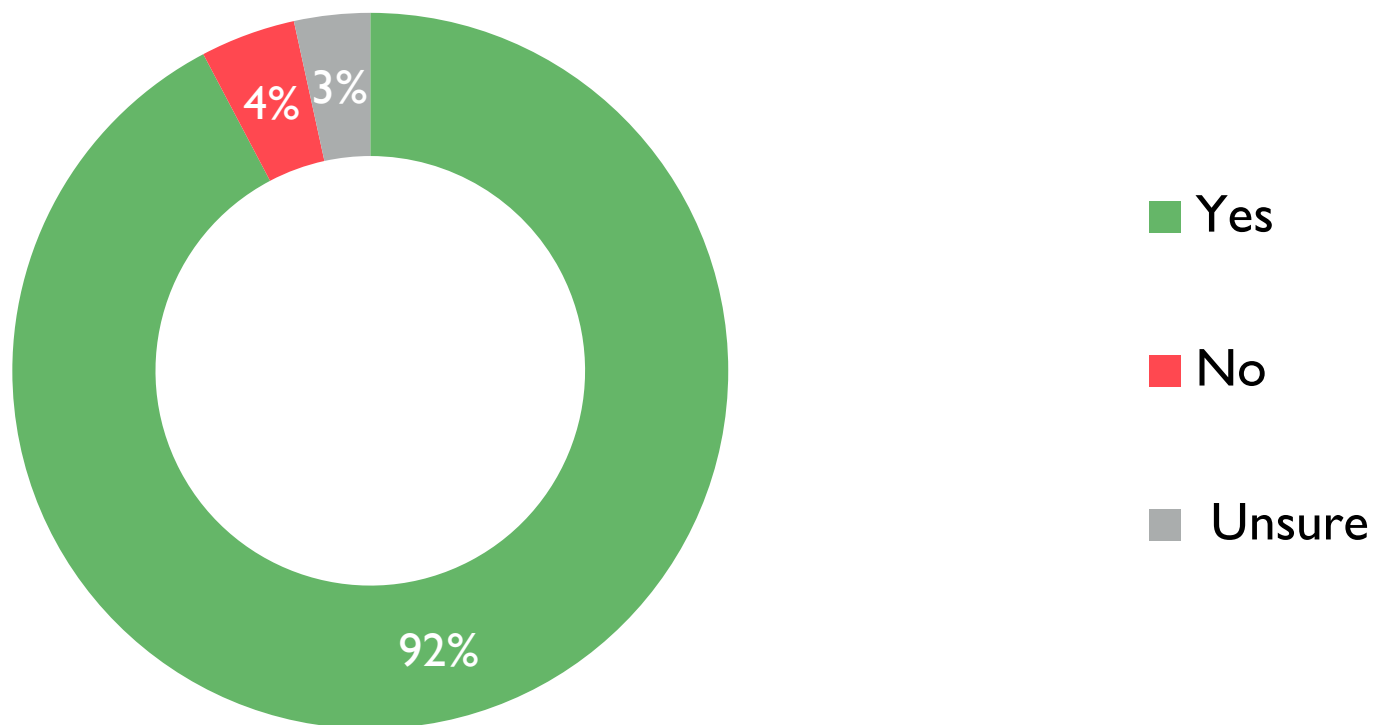
[BASE] n=300





Do you think it's possible for Kingston to be both a place that attracts visitors and is a great place to live for residents?

92% of residents believe Kingston can be both a popular destination for visitors and a great place to live, while only 4% disagree.



[BASE] n=300





Do you think it's possible for Kingston to be both a place that attracts visitors and is a great place to live for residents?

ABILITY FOR KINGSTON TO BE A PLACE THAT ATTRACTS VISITORS AND IS A GREAT PLACE TO LIVE

	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Yes	92%	95%	93%	90%	90%	89%	95%	93%	88%	93%	95%	88%	93%	93%	79%	93%	100%
No	4%	3%	5%	9%	1%	7%	2%	2%	6%	5%	4%	7%	3%	4%	11%	4%	0%
Unsure	3%	1%	2%	1%	9%	4%	3%	5%	6%	2%	1%	6%	4%	3%	10%	3%	0%

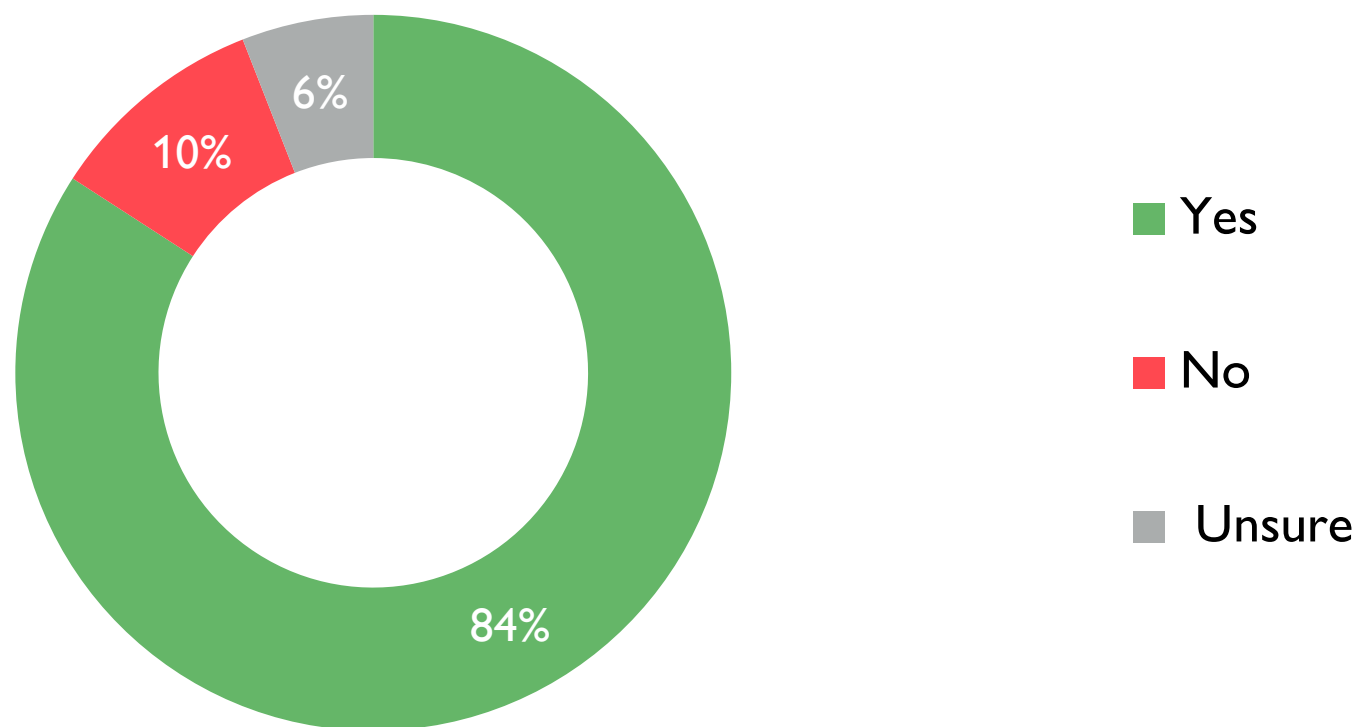
[BASE] n=300





Would you support more investment in tourism if it led to more visitors and more funding for city services – without raising residential property taxes?

84% of residents would support more investment in tourism if it led to more visitors and more funding for city services, while only 10% would stand in opposition.



[BASE] n=300





Would you support more investment in tourism if it led to more visitors and more funding for city services – without raising residential property taxes?

SUPPORT FOR MORE INVESTMENT IN TUORISM IF IT LEF TO MORE VISITORS AND FUNDING FOR CITY SERVICES

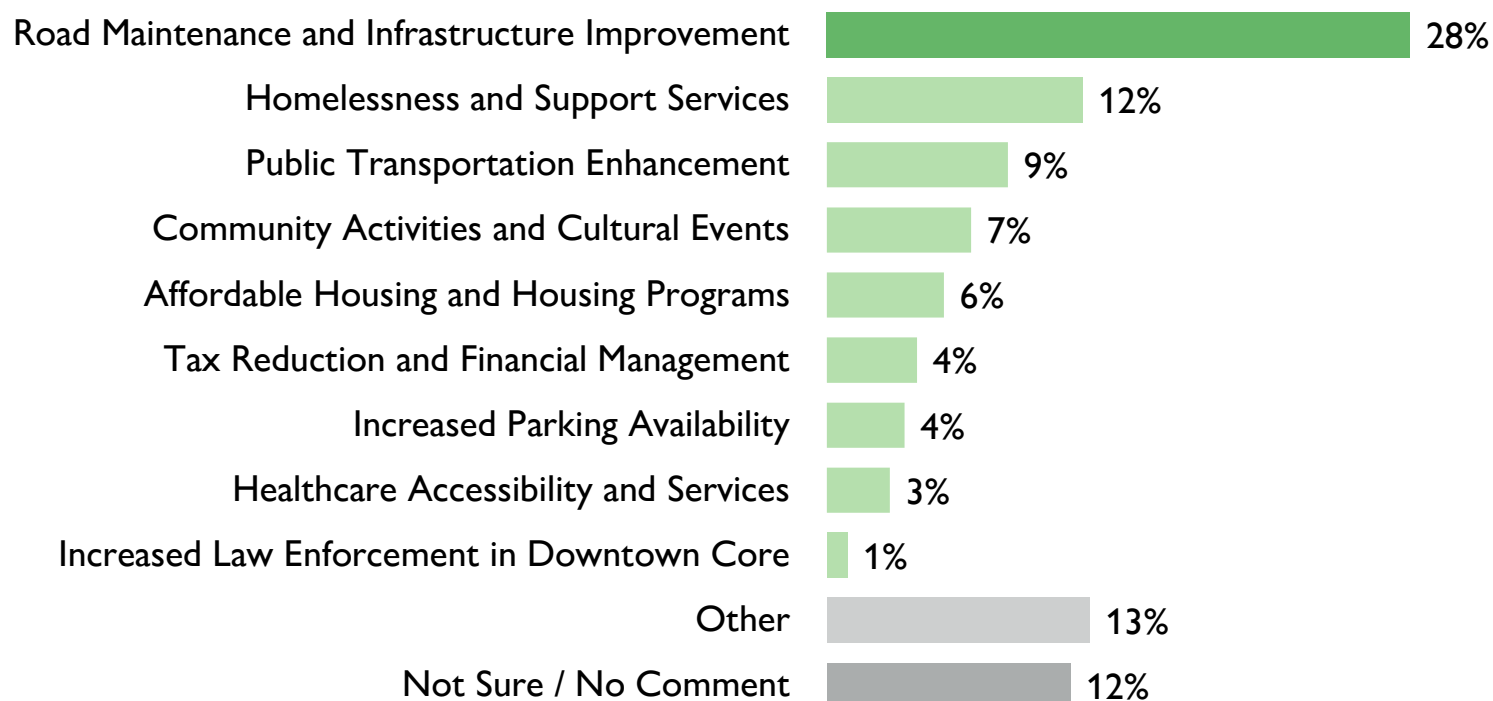
	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Female	Male	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Yes	84%	85%	77%	97%	77%	81%	87%	90%	83%	81%	86%	79%	86%	85%	76%	85%	90%
No	10%	11%	15%	2%	12%	10%	10%	10%	6%	12%	11%	7%	11%	10%	14%	9%	9%
Unsure	6%	4%	8%	1%	11%	8%	4%	0%	11%	8%	3%	14%	3%	5%	10%	6%	1%

[BASE] n=300



What is one thing the City of Kingston could do to improve your experience as a resident? [open-ended]

To enhance the resident experience, Kingston residents prioritize improving infrastructure and roads, followed by addressing homelessness and enhancing public transit.



[BASE] n=300



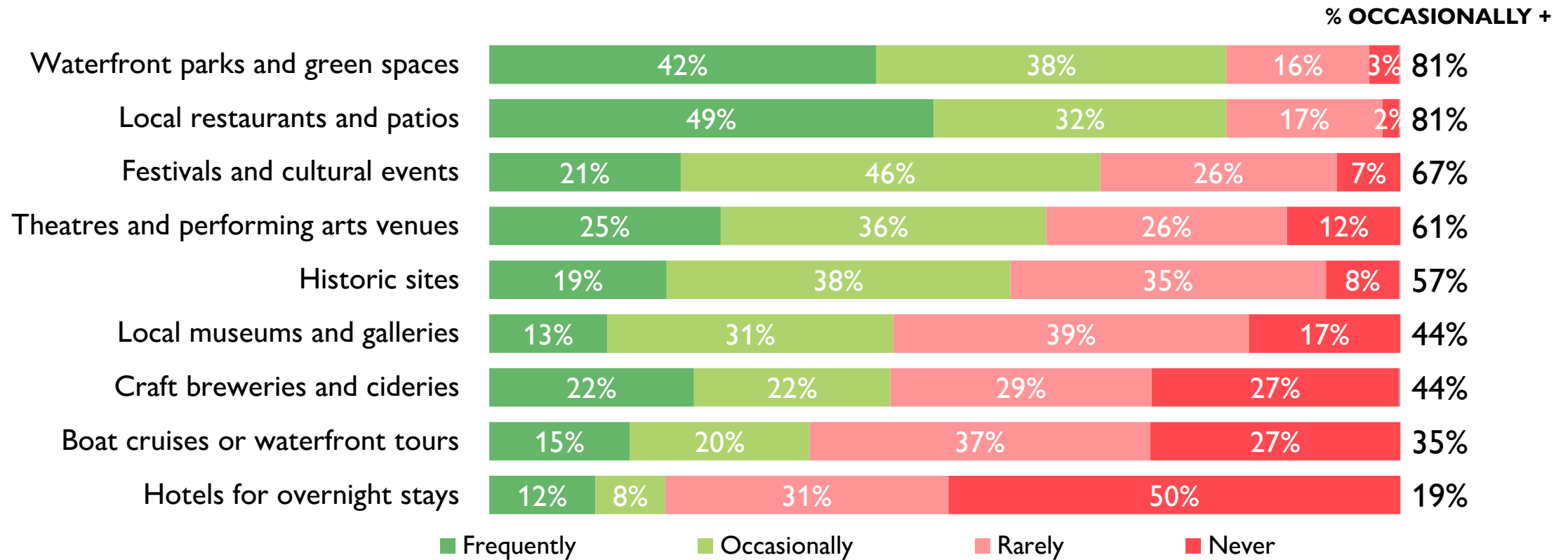
Tourism Activities





How often do you visit the following tourism-related activities in the Kingston area?

Kingston residents enjoy the city's waterfront parks, green spaces, restaurants, patios, festivals, cultural events, and historic sites, showcasing a strong connection to its vibrant cultural and recreational offerings.



[BASE] n=300





How often do you visit the following tourism-related activities in the Kingston area?

Interest in local amenities such as restaurants and patios is significantly higher among those 45-59, as well as those making over \$100k per year.

% OCCASIONALLY +	TOTAL	AGE				GENDER		REGION				TIME LIVING IN KINGSTON			INCOME		
		18 to 29	30 to 44	45 to 59	60 and over	Male	Female	Kingston - East/North	Kingston - West	Kingston - Central	Do Not Know/Not Sure	Less than 6 years	6 to 10 years	More than 10 years	Less than \$50,000	\$50,001 to \$100,000	Over \$100,001
Waterfront parks and green spaces	81%	81%	89%	93%	63%	79%	83%	88%	86%	84%	70%	76%	84%	81%	70%	83%	85%
Local restaurants and patios	81%	73%	84%	94%	77%	81%	81%	95%	76%	74%	85%	85%	62%	83%	74%	75%	93%
Festivals and cultural events	67%	65%	80%	70%	56%	71%	62%	66%	70%	77%	55%	54%	62%	70%	58%	71%	69%
Theatres and performing arts venues	61%	56%	67%	64%	59%	62%	61%	75%	72%	65%	41%	40%	63%	65%	50%	64%	66%
Historic sites	57%	54%	69%	55%	53%	54%	60%	73%	58%	57%	49%	51%	67%	57%	46%	61%	63%
Local museums and galleries	44%	49%	51%	35%	42%	45%	44%	36%	52%	57%	28%	35%	53%	45%	41%	53%	39%
Craft breweries and cideries	44%	59%	53%	42%	19%	41%	47%	54%	36%	50%	40%	46%	50%	43%	21%	47%	56%
Boat cruises or waterfront tours	35%	34%	35%	41%	32%	41%	30%	39%	36%	35%	33%	40%	41%	33%	25%	40%	35%
Hotels for overnight stays	19%	36%	17%	11%	7%	17%	23%	4%	26%	33%	7%	11%	25%	20%	7%	28%	19%

[BASE] n=300



Respondent Profile



RESPONDENT PROFILE

UNWEIGHTED DATA

Gender	%
Male	54%
Female	45%
Non-Binary	1%
Age Group	
18 to 34	20%
35 to 49	23%
50 to 64	19%
65 and over	39%
Ward	
Countryside District	2%
Loyalist-Cataraqui District	9%
Collins-Bayridge District	8%
Lakeside District	8%
Portsmouth District	8%
Trillium District	3%
Kingscourt-Rideau District	9%
Meadowbrook-Strathcona District	4%
Williamsville District	3%
Sydenham District	3%
King's Town District	2%
Pittsburgh District	7%
Do Not Know	33%

Length Living in Kingston	%
Less than a year	1%
1 to 3 years	7%
4 to 5 years	6%
6 to 10 years	12%
11 to 20 years	14%
More than 20 years	60%
Don't know	0%
Education	
High school or less	19%
College	33%
University	30%
Post-Graduate Work or Higher	18%
Rather not say	0%
Income	
Less than \$35,000	12%
\$35,000 to \$50,000	15%
\$50,001 to \$75,000	17%
\$75,001 to \$100,000	22%
\$100,001 to \$150,000	13%
Over \$150,000	14%
Rather not say	7%

**Good decisions
require good data.**

Good data drives success.