

2023/24 Tenant Survey Findings Presentation

Toronto Seniors Housing Corporation

Quality and Tenant Engagement (QTEC) Committee Presentation

May 2024



Agenda

1. Developing the questionnaire
2. Methodology



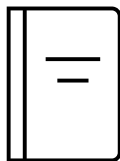
Understanding the Survey

3. Key Insights
4. Drivers Analysis
5. Demographic breakdown
6. Segmentation Analysis
7. Qualitative Insights
8. 2021 Trending

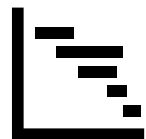


Ways to Interpret the Survey Responses

Developing the Questionnaire



2021 questionnaire was used as the basis, with the aim of measuring the same or similar items



Strategic Direction KPIs were considered to ensure the survey would measure required items



Focus group consultations were done with tenants to ensure clarity and comprehension and to develop substantive changes

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

Research Methodology



Process

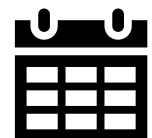
Forum Research Inc. mailed one survey and return envelope to each Toronto Seniors Housing Corporation household across all 83 buildings, with information included for phone-in and online options. The survey was made available in 13 languages.



Participation

A total of 13,472 surveys were mailed, and 3,223 responses were received. The survey achieved a response rate of 24%, exceeding the anticipated target of 20%.

Margin of error: ±1.73% at a 95% confidence level



Timeline

Surveys were mailed in early December 2023
Responses were received from December 4, 2023 – February 6, 2024

Responses Received	
Total	3,223
Mail	2,993
Online	228
Phone	2

Key Insights

High level findings from the survey are based on frequency analysis. A high frequency of positive responses, such as 80%, can signify favourable outcomes and guide decision-making about resource allocation.

The Big Picture

Overall, tenants feel highly positive about TSHC services and the large majority are proud to be a tenant at Toronto Seniors Housing. Tenants overwhelmingly feel safe and are happy with their interactions with TSHC staff.



**4 in 5 tenants are happy
with TSHC services**



**82% are proud to be a
tenant at TSHC**



**83% feel safe in their
home**

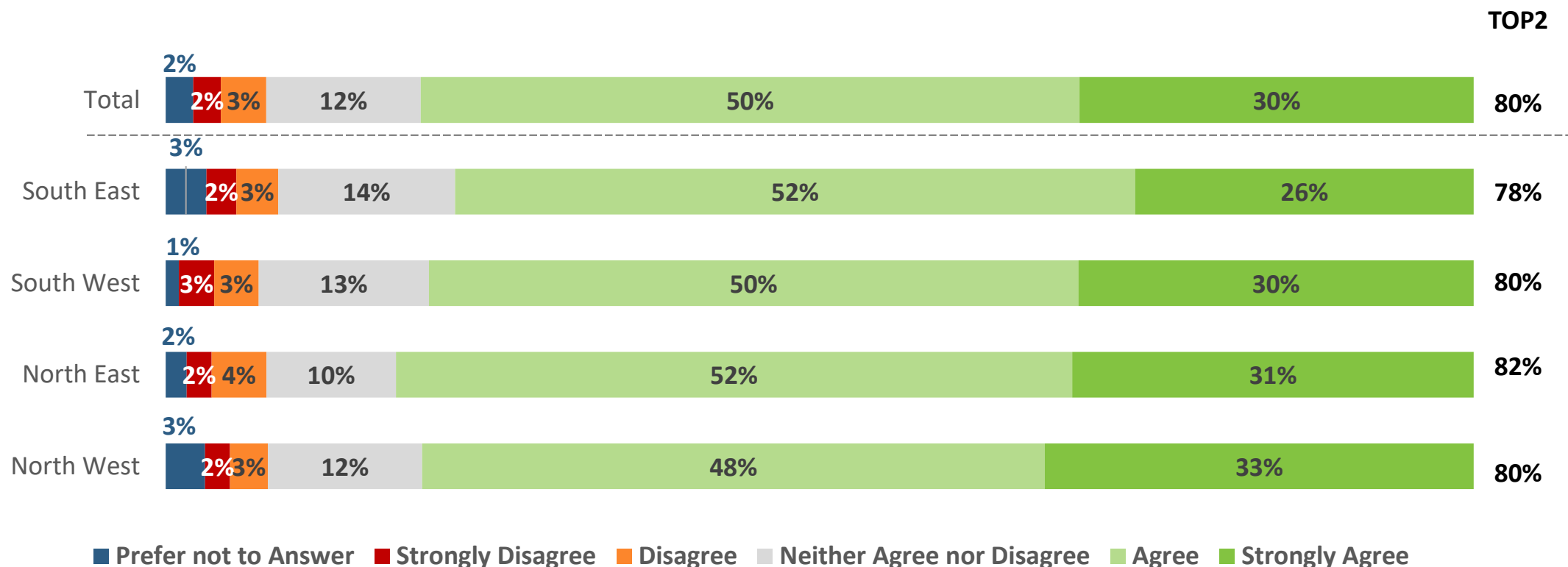


**87% feel staff treat them
with respect**



Satisfaction with Toronto Seniors Housing Services

- 4 in 5 (TOP2: 80%) tenants are generally happy with the services TSHC provides.



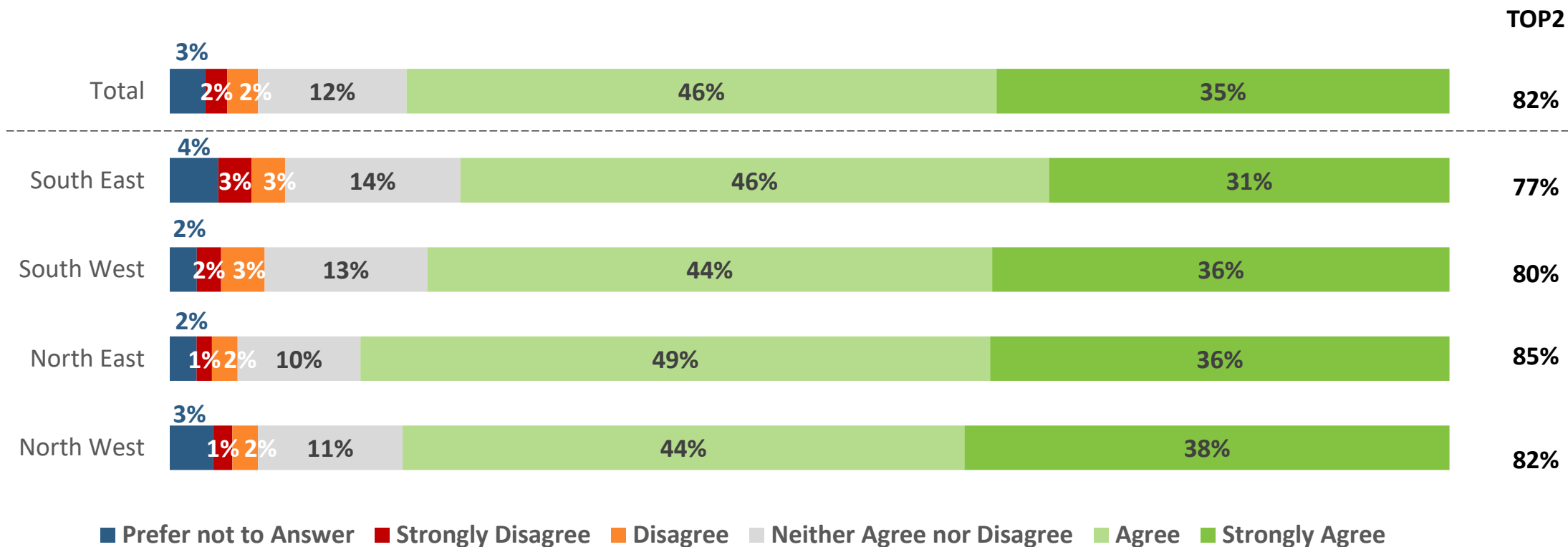
32. How much do you disagree or agree with the following statement: I am happy with the services Toronto Seniors Housing provides.

Sample size: Total (n=3223) / South East (n=687) / South West (n=675) / North East (n=1057) / North West (n=804)

Base: Total sample

Tenant Pride at Toronto Seniors Housing

- More than 4 in 5 (TOP2: 82%) are proud to be a tenant at Toronto Seniors Housing.



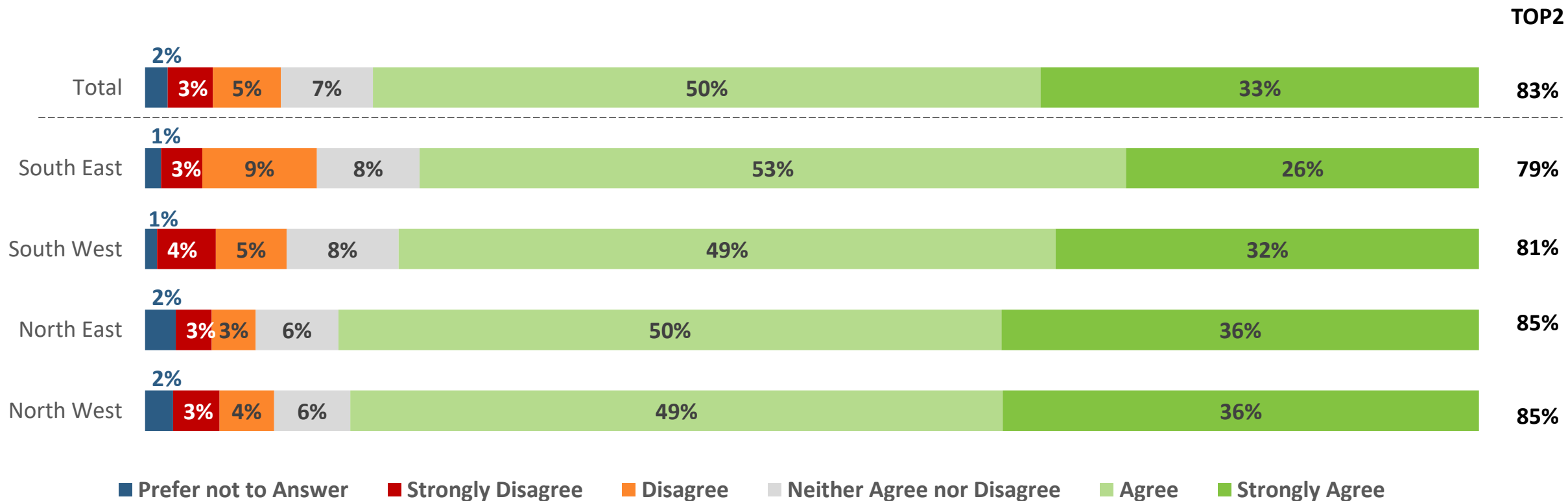
33. How much do you disagree or agree with the following statement: I am proud to be a tenant at Toronto Seniors Housing.

Sample size: Total (n=3223) / South East (n=687) / South West (n=675) / North East (n=1057) / North West (n=804)

Base: Total sample

Safety in Their Home

- About 4 in 5 (TOP2: 83%) tenants feel safe in their home.



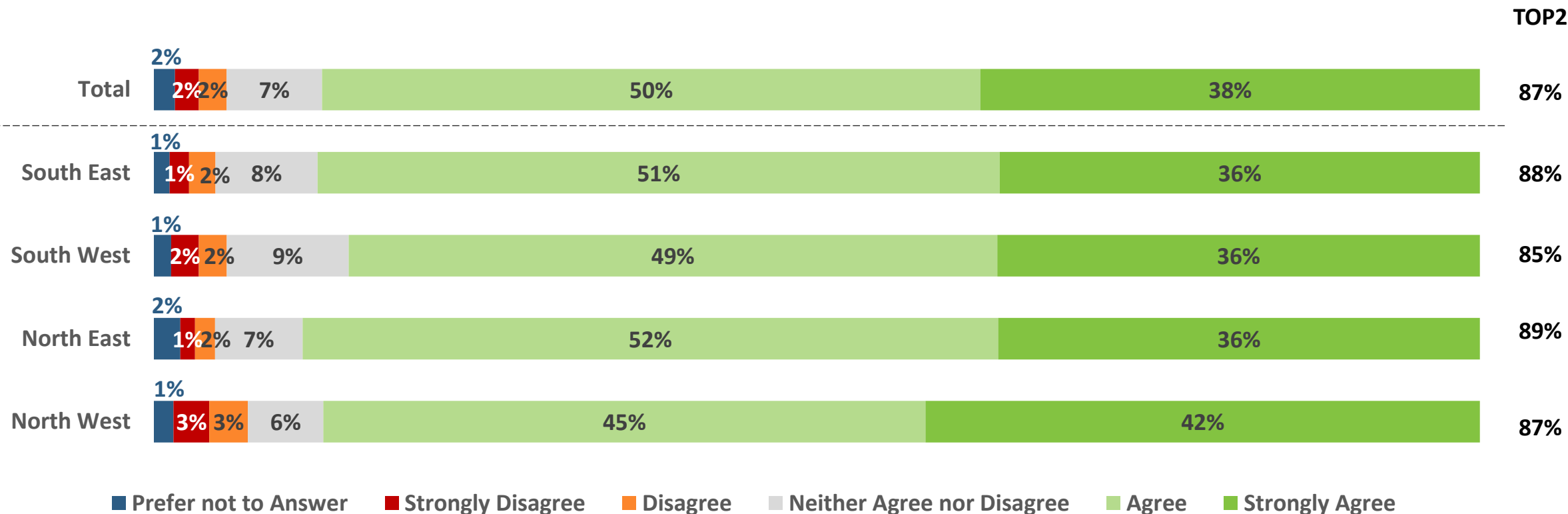
12. How much do you disagree or agree with the following statement: I feel safe in my home.

Sample size: Total (n=3223) / South East (n=687) / South West (n=675) / North East (n=1057) / North West (n=804)

Base: Total sample

Respect

- Nearly 9 in 10 (TOP2: 87%) tenants feel that TSHC staff treat them with respect, across all regions.



15. How much do you disagree or agree with the following statement: Staff treat me with respect.
 Sample size: Total (n=3223) / South East (n=687) / South West (n=675) / North East (n=1057) / North West (n=804)
 Base: Total sample

The Big Picture

Opportunities for Improvement



Access to Supports

Tenants could benefit from more **help to access the services they need.**



Property Management

Tenants are largely happy with the cleanliness and maintenance of their building but less so when it comes to being **kept up to date on repairs** and issues related to pest control.



Community Participation

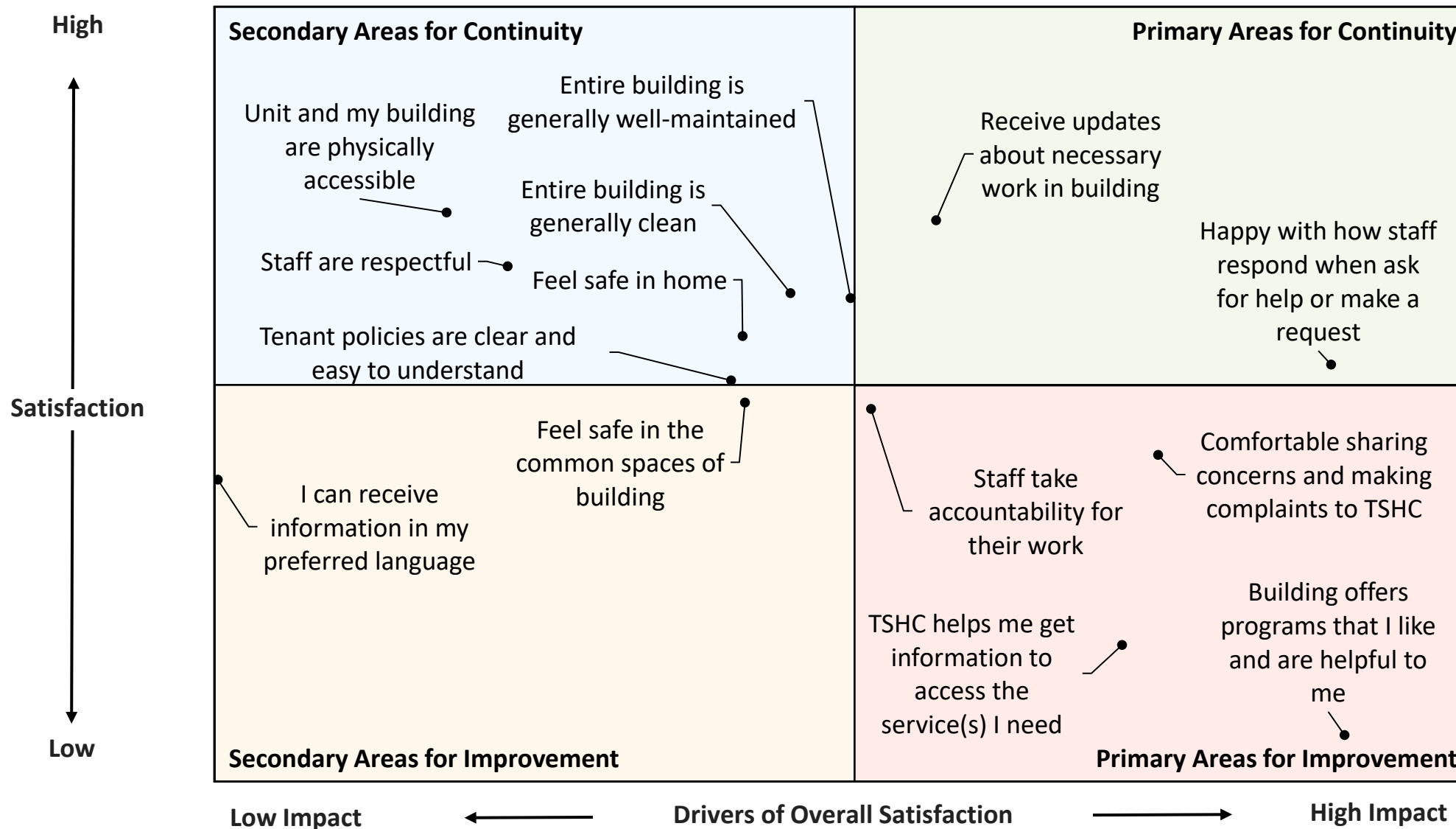
Just over half (TOP2: 55%) of tenants felt that there is a **sense of community in their building.** This is an important driver of overall satisfaction. Areas for improvement include enhancing program offerings at buildings and creating more spaces for tenants to contribute their ideas about organizing social activities.

Drivers Analysis

Regression analysis helps identify priority areas for future action by exploring which areas matter most to tenants.

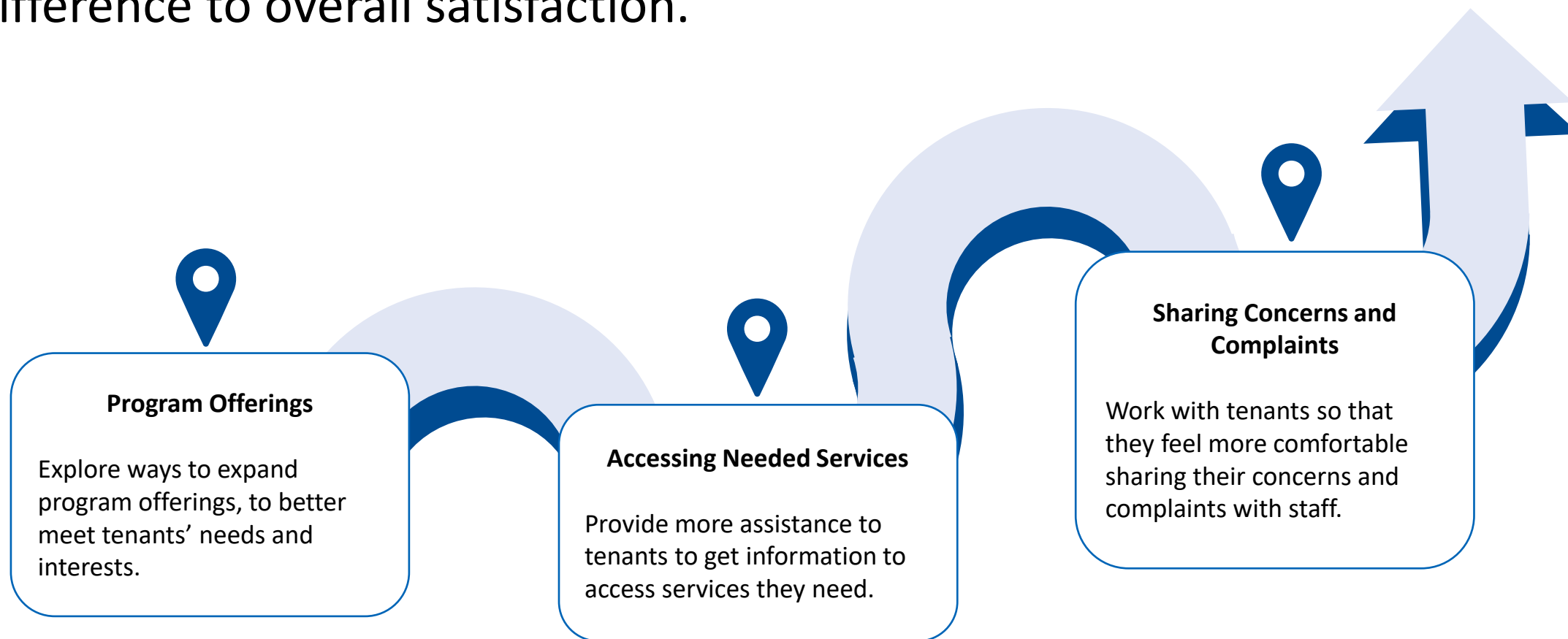
4	3
2	1

Drivers Analysis Overall Satisfaction with Services



What Makes A Difference?

By focusing on the key areas described below, TSHC can make a meaningful difference to overall satisfaction.

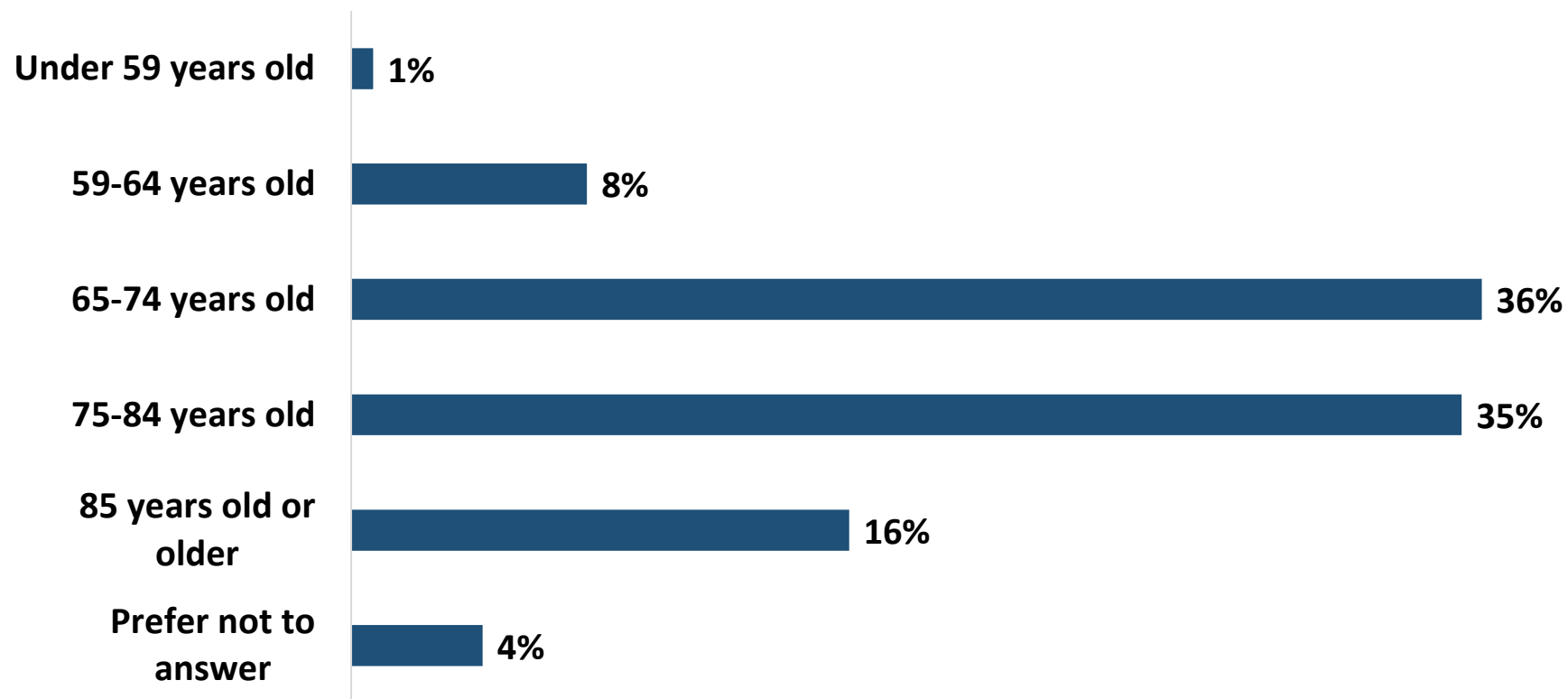


Demographics

The survey included voluntary questions about demographic details.

Demographics – Age

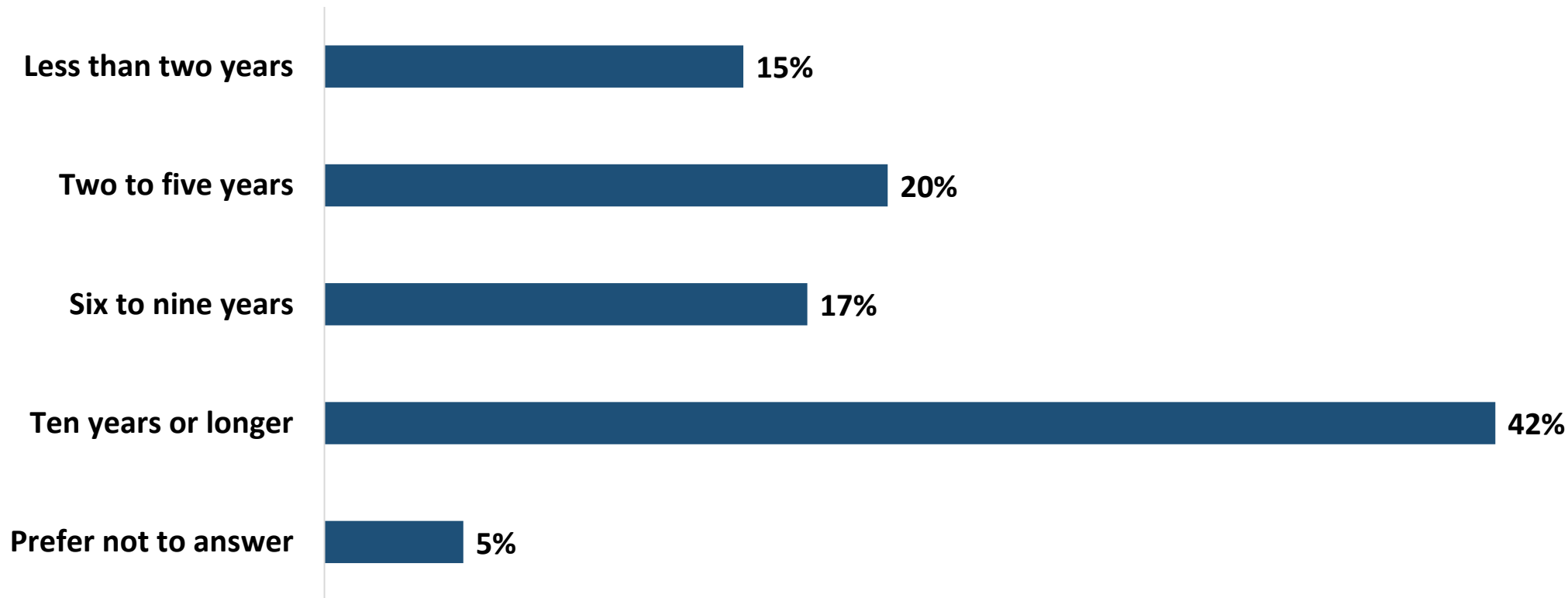
- Nearly 7 in 10 (72%) tenants are between 65 to 84 years old.



36. How old are you?
Sample size: Total (n=3223)
Base: Total sample

Demographics – Years at TSHC

- Many tenants (42%) have lived in Toronto Seniors Housing for more than 10 years.



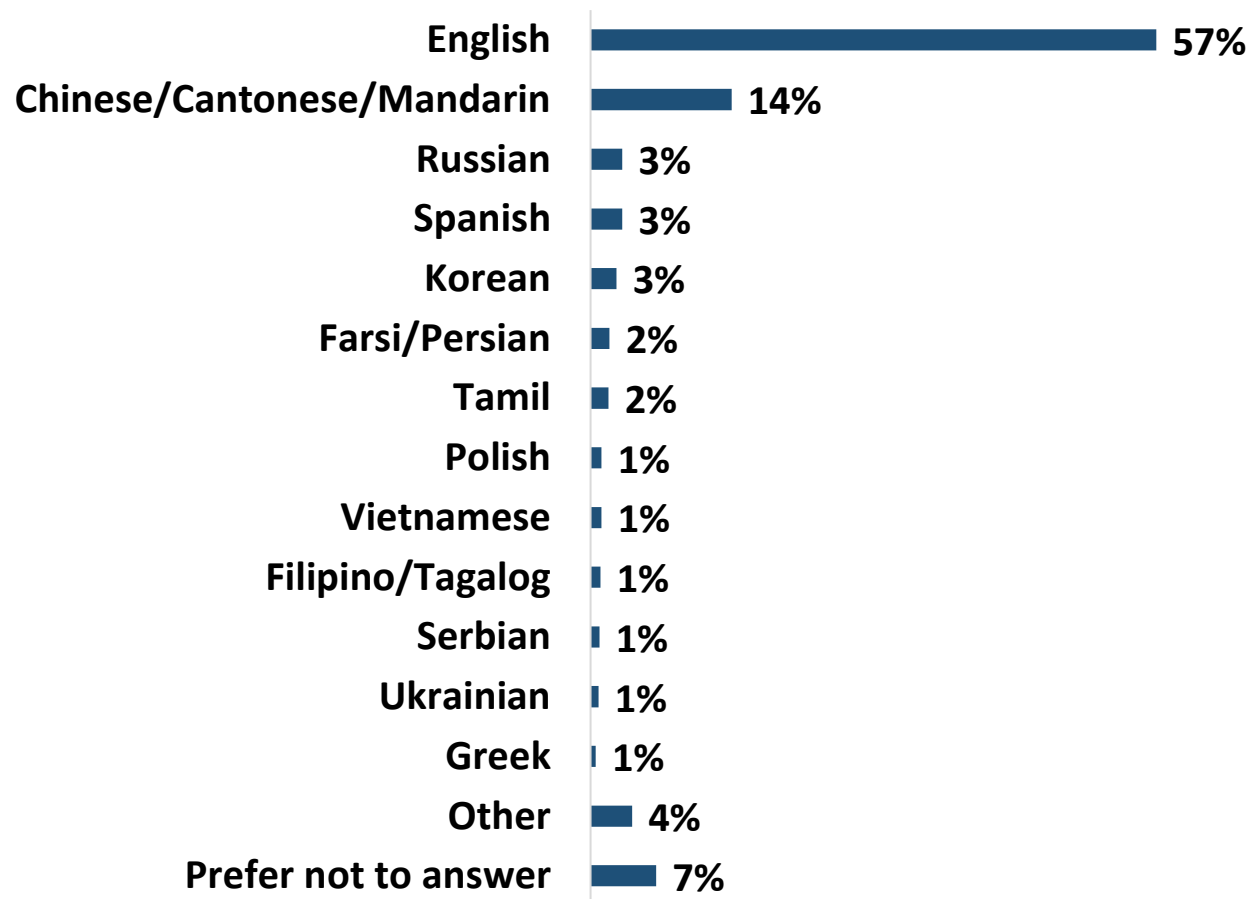
37. How long have you lived in Toronto Seniors Housing (previously Toronto Community Housing)?

Sample size: Total (n=3223)

Base: Total sample

Demographics – Language Preference

- A majority (57%) of tenants prefer speaking in English.



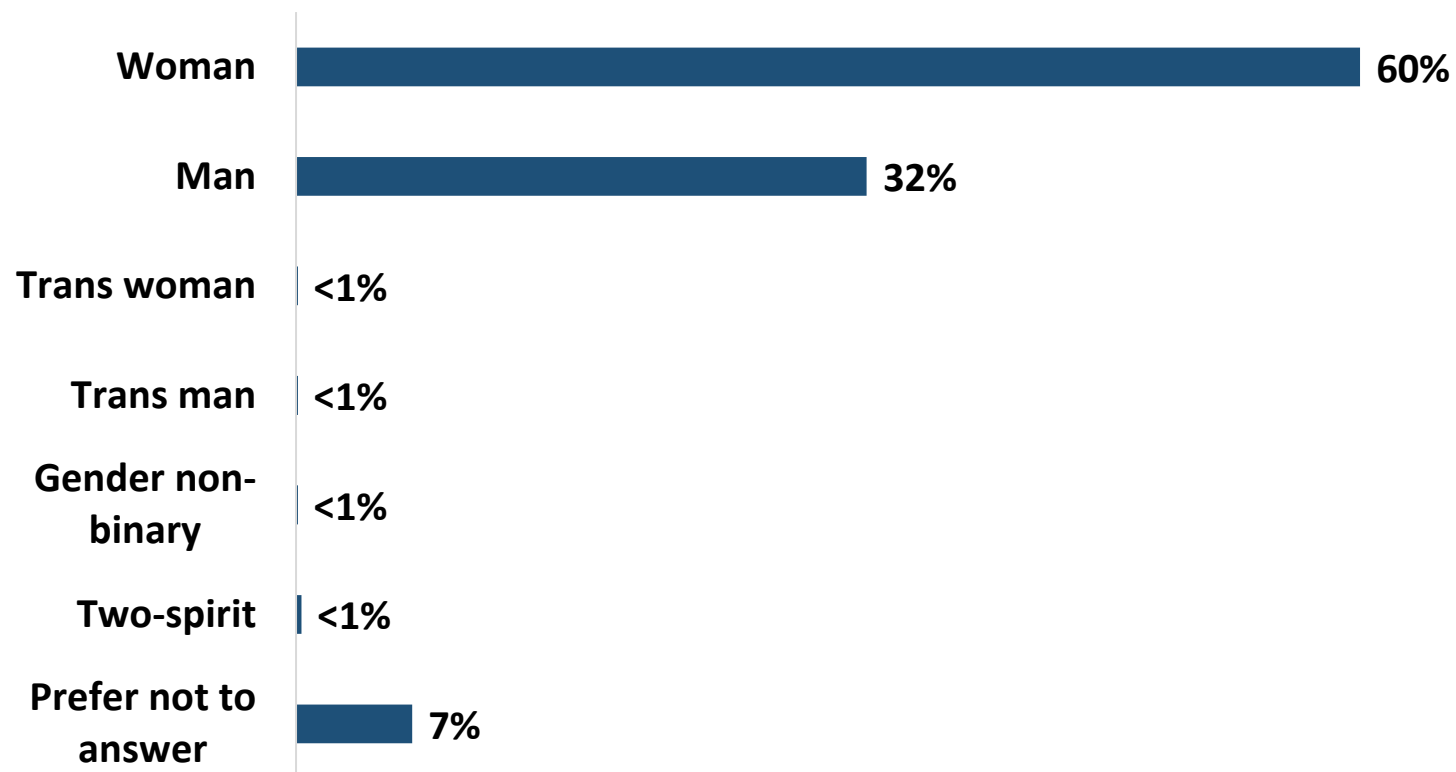
38. What language do you prefer speaking? / Sample size: Total (n=3223) / Base: Total sample

Note: "Other" combines languages mentioned by <0.5% and those who selected "Other (please specify)".

Chinese, Cantonese, and Mandarin are presented as a combined category as some responses of Chinese didn't specify Cantonese or Mandarin.

Demographics – Gender

- 3 in 5 (60%) tenants identify as women.



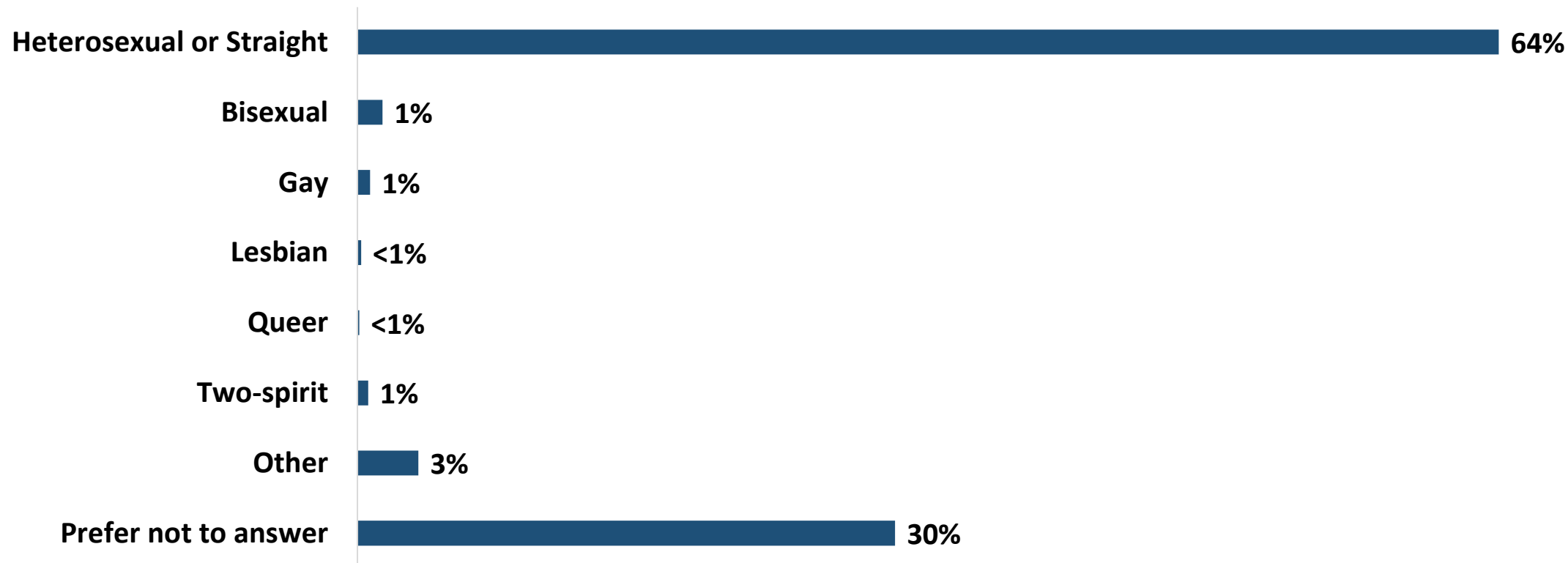
39. Which gender best describes you?

Sample size: Total (n=3223)

Base: Total sample

Demographics – Sexual Orientation

- Around 2 in 3 (64%) tenants describe their sexual orientation as heterosexual or straight.

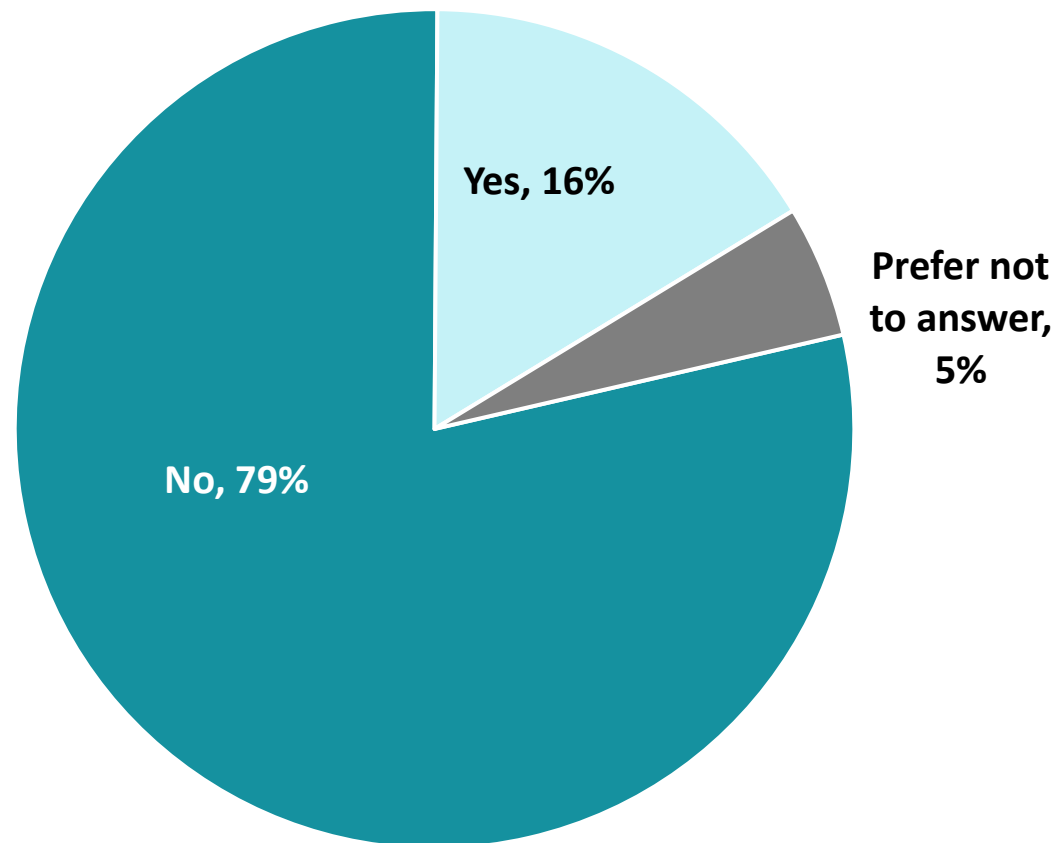


40. Sexual orientation describes a person's emotional, physical, romantic and/or sexual attraction to other people. What best describes your sexual orientation?

Sample size: Total (n=3223) Base: Total sample

Demographics – Born in Canada

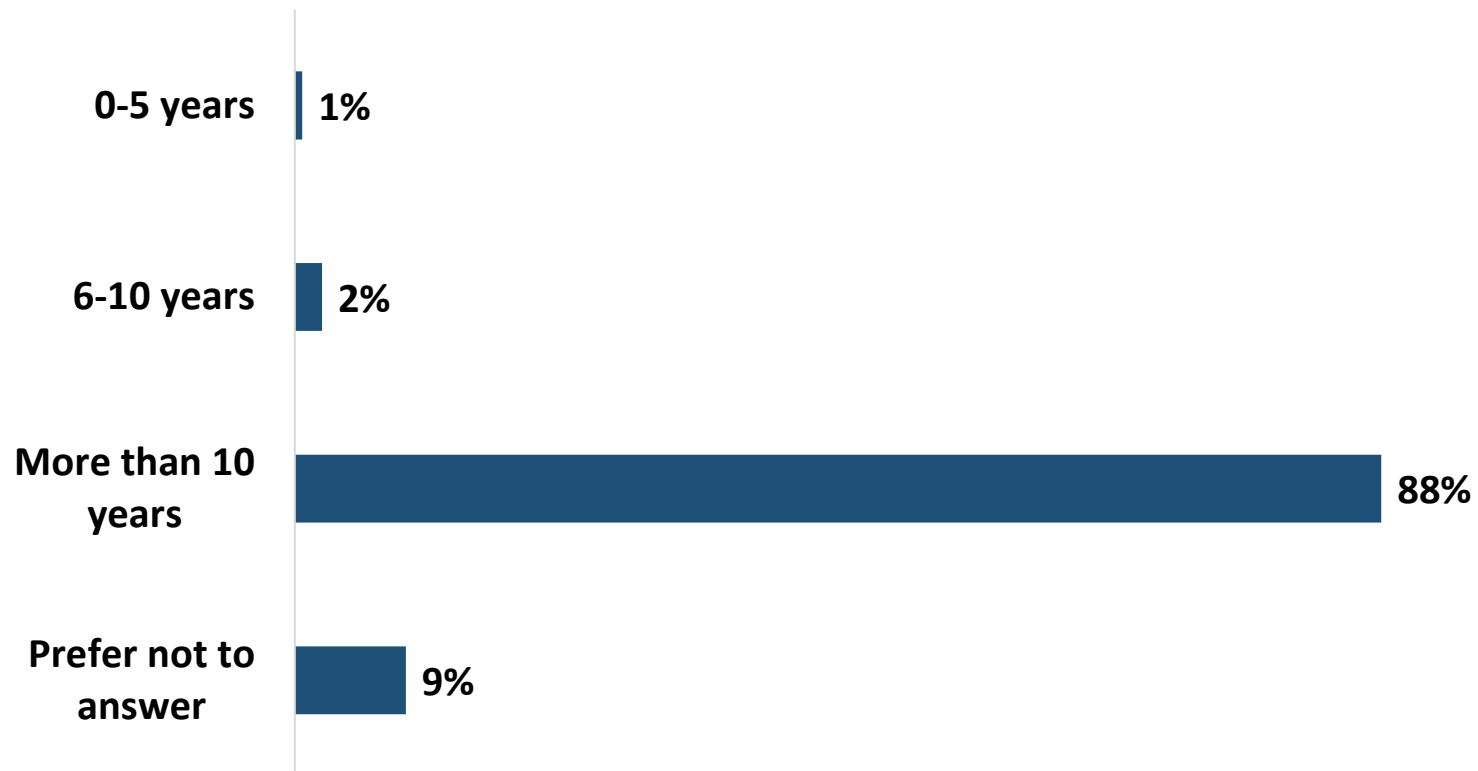
- About 4 in 5 (79%) tenants were not born in Canada.



41. Were you born in Canada?
Sample size: Total (n=3223)
Base: Total sample

Demographics – Years Lived in Canada

- A vast majority (88%) of tenants have lived in Canada for more than 10 years.



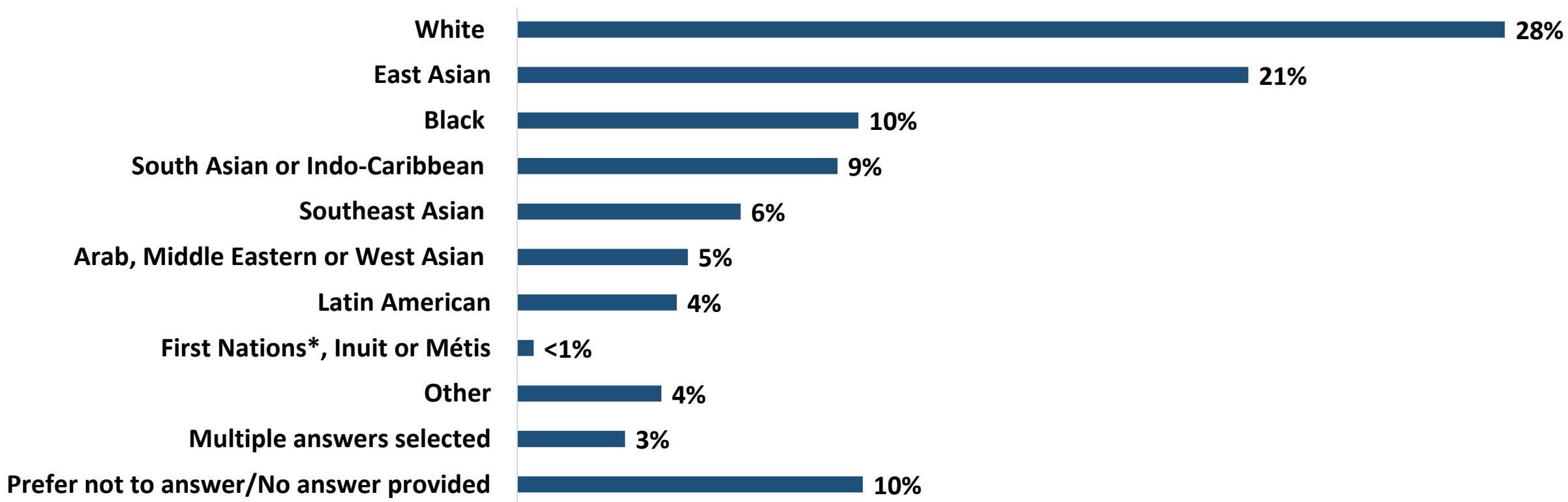
42. How long have you lived in Canada?

Sample size: Total (n=2539)

Base: Tenants born outside of Canada

Demographics – Racial Background

- Around 3 in 10 (28%) tenants describe their racial background as White.



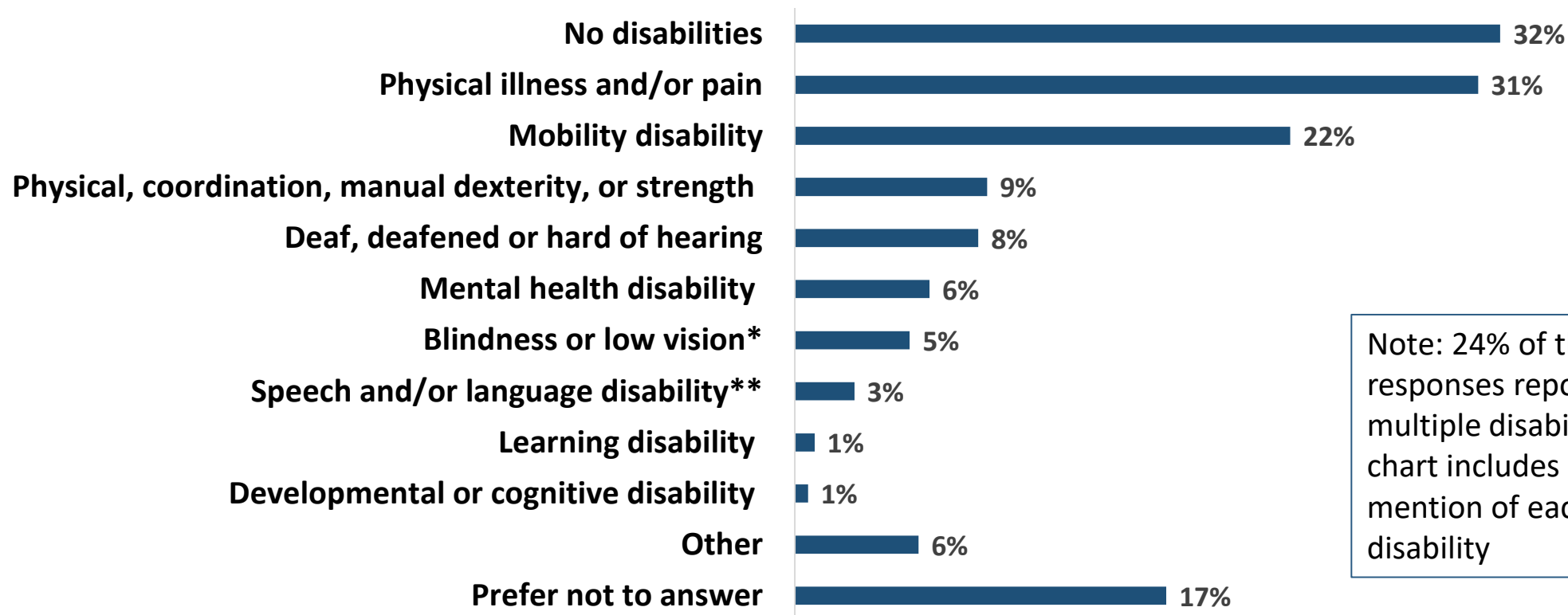
43. People often describe themselves by their race or racial background. How would you describe yourself? (Multi-Select)

Sample size: Total (n=3223) Base: Total sample

*First Nations (status, non-status, treaty or non-treaty), Inuit or Métis

Demographics – Disabilities

- 51% of tenants have one or more disabilities. The most common type of disability is physical illness and/or pain.



Note: 24% of the total responses reported multiple disabilities; this chart includes each mention of each disability

44. Disability means any condition that makes it harder for someone to fully take part in their community. They might be something you can see or something you cannot see. Please indicate which types of disabilities you have, if any:

Sample size: Total (n=3223) | Base: Total sample

*Blindness or low vision (does not include vision that is correctable by glasses or contact lenses)

**Speech and/or language disability (not caused by hearing loss)

Segmentation Analysis

The segmentation analysis examines potential relationships between demographic factors and tenant satisfaction. A regression model was used to compare how different demographic factors may have affected the response to each question. The standardized beta coefficient from the regression analysis was used to identify which demographic factors had the most influence on each question. Insights can be presented only for demographic groups where the number of responses were large enough to generate statistical power.

How Do Tenants' Experiences Vary?

Overall Satisfaction

- **While tenants are generally very satisfied living at TSHC:**
 - Those born outside of Canada and people who prefer to speak a language other than English are the most satisfied.

Pride in Living at TSHC

- **Tenants were overwhelmingly proud to live at TSHC as well. The groups that felt especially proud include:**
 - Black tenants.
 - Those born outside of Canada.
 - People who prefer to speak a language other than English.

How Do Tenants' Experiences Vary?

Language

- Having a language other than English as a preference does not affect a tenant's ability to understand their lease, responsibilities and rights. Nor does it impact their ability to receive updates about necessary work in their buildings.
- These tenants still have a preference to receive information in their preferred language.
- They are also less likely to know who to contact when reporting a security incident, or when they need help with information to accessing services, or generally with assistance related to their place.

Race

- Black tenants tend to feel more pride living at TSHC. They also felt most positively about the cleanliness of their buildings and felt safest in common spaces.
- East Asian tenants tend to be less satisfied living at TSHC. This is reflected in their perspectives on a range of issues such as their feelings on pride, sense of community, and building maintenance.
- White tenants are especially satisfied with the maintenance of their buildings but tend to be less proud to be tenants at TSHC.
- Among other groups, there were not enough responses to generate statistically meaningful results.

How Do Tenants' Experiences Vary?

Gender

- Women are more concerned about building cleanliness and feel that they receive less support getting ready for pest treatment.
- Women also feel less safe in their units. However, there isn't a significant difference between men and women's perceptions of safety in common spaces.
- In addition, women have more trouble getting information to access the services they need. They also tend to feel less respected by other tenants.

Disability

- While people with disabilities tend to find their units and their buildings to be less accessible than those without disabilities, 89.5% of people with disabilities nonetheless consider their homes to be accessible.
- People with disabilities tend to have less awareness about who to contact for support on issues such as reporting a security incident or support with accessing wellbeing and support services. When they do request help for maintenance or receive pest treatment, they are less satisfied with the outcome. They have a more difficult time understanding their lease and responsibilities as well.

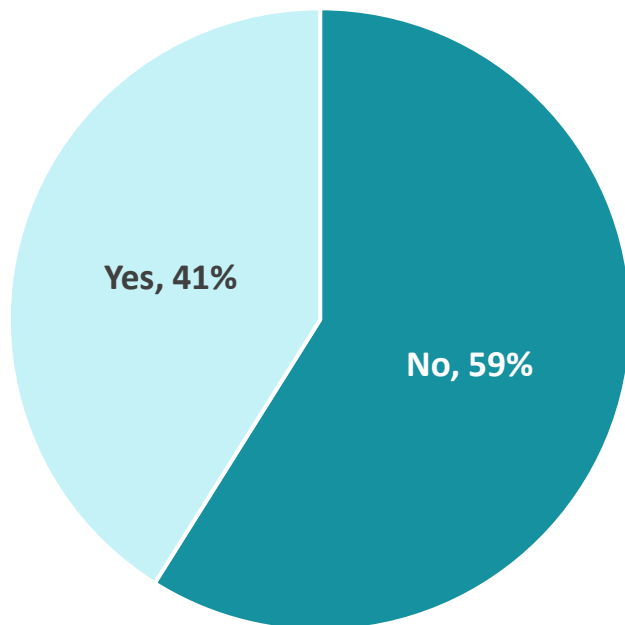
Qualitative Findings

Hearing from tenants in their own words.

Additional Thoughts to Improve Toronto Senior Housing

- Tenants were asked to share any thoughts they had that could make Toronto Seniors Housing better for tenants like them.
- The majority of tenants (59%) provided no suggestions

Provided Suggestions



Number of tenants who provided suggestions	1,324
Total number of identified suggestions	2,884
Average suggestions per tenants	2.18

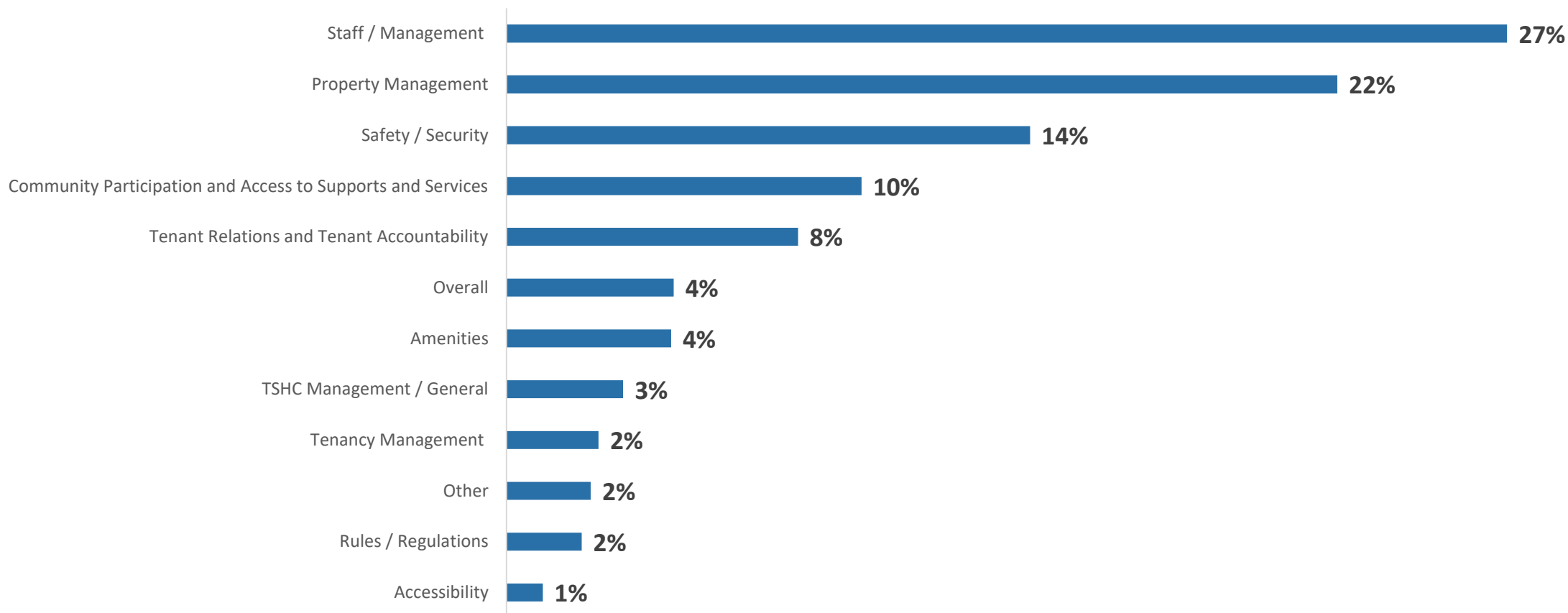
35. Please share with us any other thoughts that you have that could make Toronto Seniors Housing better for tenants like you.

Sample size: Total (n=3223)

Base: Total sample

Additional Thoughts to Improve Toronto Seniors Housing

- The Forum Research team reviewed all answers and identified 12 categories to summarize the suggestions received.
- The most common topic of suggestions was staff/management, followed by property management.



35. Please share with us any other thoughts that you have that could make Toronto Seniors Housing better for tenants like you.

Sample size: Total (n=3223)

Base: Total sample

2021 Trending

In 2021, a similar survey was conducted across 18 buildings, fifteen from the South East and three from the North East. The comparable results are summarized in the following tables.

How has TSHC been doing since it transitioned from TCHC?

- 2023/24 results suggest that overall satisfaction levels remain similar, while program offerings and sense of community scored relatively low in both surveys

Snapshot of Trending Results	2021	2023/24
Overall satisfaction/happiness with services	82%	80%
Staff treat me with respect	91%	87%
Building is well-maintained	87%	89%
Building has programs I like/are helpful to me	60%	52%
I feel there is a strong sense of community in my building	58%	54%

Thank you!

Questions and comments?