

Toronto Community Housing



# 2021 Tenant Survey

**Your Feedback. Our Commitment.**

# Background

Toronto Community Housing has conducted tenant surveys every 1-3 years since the year 2000 to provide insights into how satisfied tenants are with the services provided by TCHC and which areas should be prioritized for improvement.

In 2021, TCHC worked with Forum Research Inc., to redevelop the survey format to focus on key priorities that matter to tenants, and to ensure it is as accessible as possible to any tenants wishing to participate.

The survey was conducted in the fall of 2021, and the initial survey results were compiled by February 2022. 8,852 households participated in the survey, which is the largest response ever received on the Tenant Survey. This level of response has given us invaluable insight into the needs and priorities of tenants, and will ensure we are focusing on the right things to improve tenant satisfaction moving forward.

# Methodology

## Redeveloped survey:

- Shorter and easier for tenants to access and complete
- Mailed to all households (~41,000 households) to ensure a larger, more representative sample size

## Survey promotion:

- Social media
- TCHC website
- Building posters
- Tenant Loop newsletter
- SMS survey invitations
- T-shirt campaign for building staff

## Improved digital access:

- More language options
- Online survey links provided in promotional materials
  - Mailed survey packages
  - On the website
  - Social media posts
  - SMS survey invitations



### Tenants

Sent to 41,000 Toronto Community Housing Tenants.  
n = 8,852 (total number of completes)  
Response rate = 22%



### Method

Tenants were contacted via mail with a unique access code to: complete and mail back the paper survey, complete the survey online, or complete the survey over the phone by calling the provided number.



### Timing

October 11<sup>th</sup> – November 12<sup>th</sup>, 2021

# Demographics

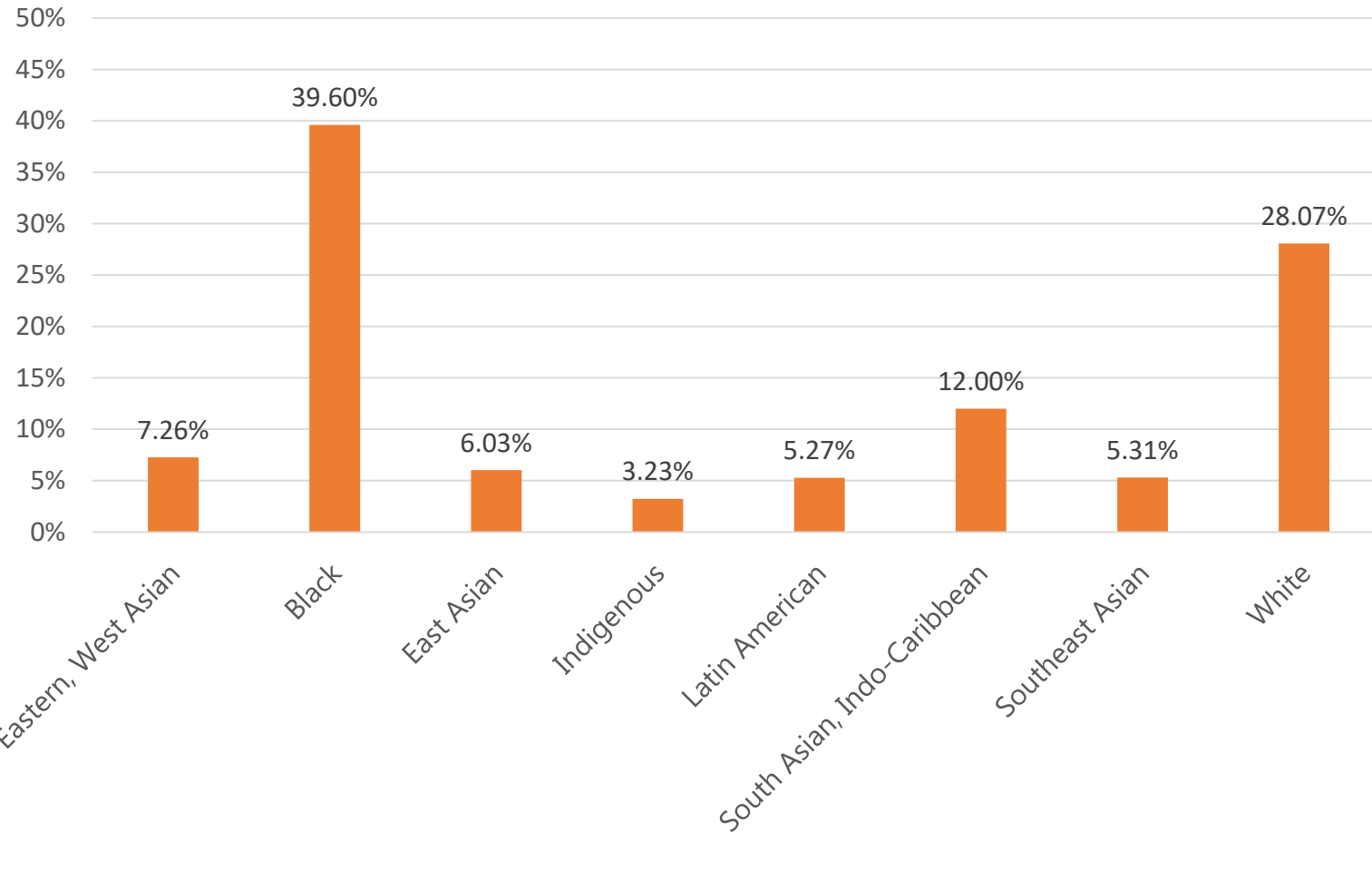
**The large response from tenants on the 2021 Tenant Survey allowed TCHC to get an accurate picture of who our tenants are, what their needs are, and how different groups of tenants perceive our interactions and services differently.**

The demographic findings from the survey are being used to inform the following work being done at TCHC:

- Confronting Anti-Black Racism (CABR) Strategy
- Equity, Diversity, and Inclusion (EDI) Strategy
- Programs and services targeted to specific groups (youth programs, etc.)
- Customer service improvements and training

# Demographics – Race/Ethnicity

Race/Ethnicity of Tenants in TCHC Communities



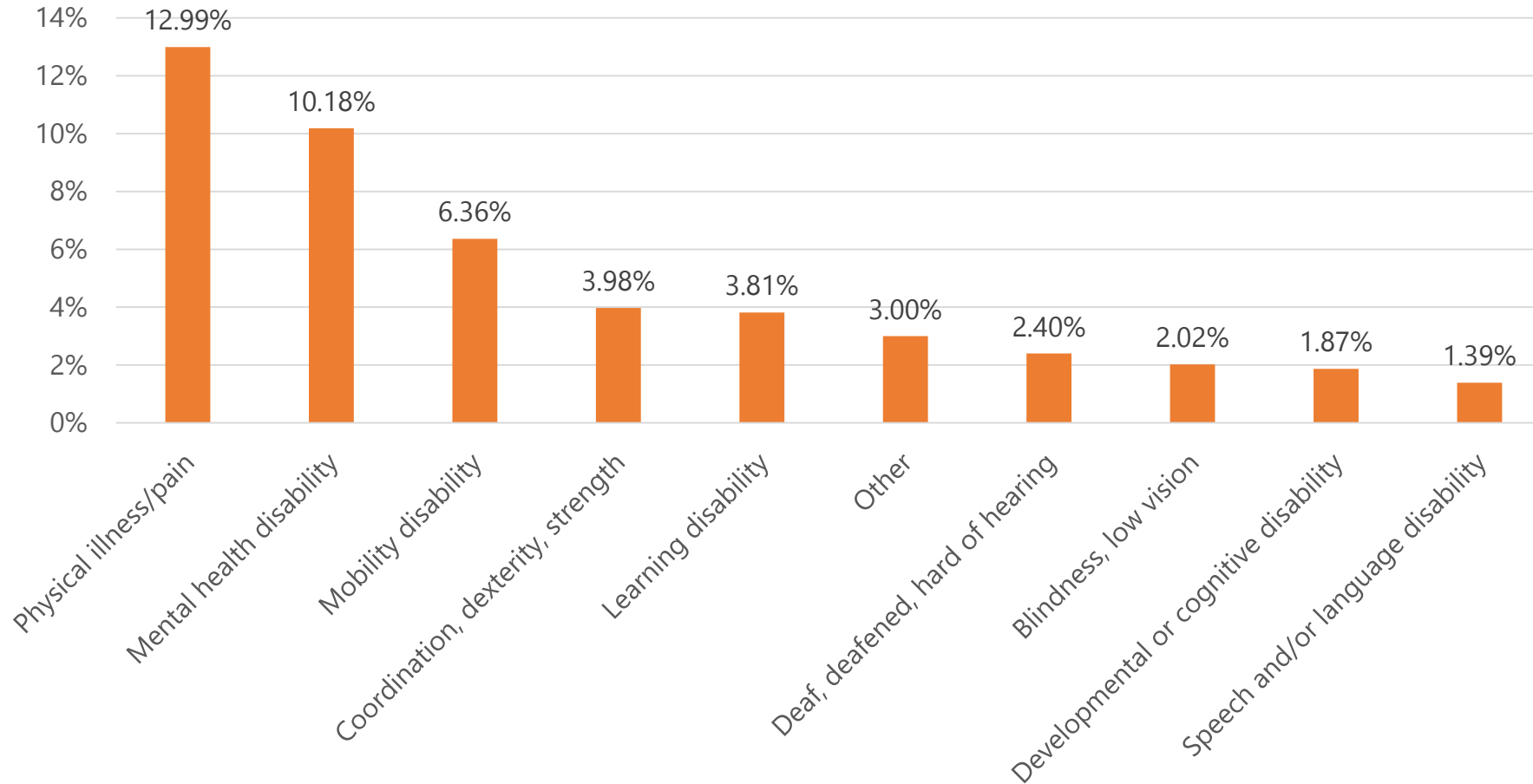
Based on survey responses from 6,818 households, TCHC was able to better understand the racial/ethnic makeup of tenants, and how their perceptions of TCHC may vary.

# Demographics - Language Spoken at Home

- Based on 7,345 responses on the 2021 Tenant Survey, tenants told us that 30% of TCHC households primarily speak a language other than English at home.
- The top 5 primary languages (other than English) identified on the 2021 Tenant Survey are:
  - Spanish (2.98%)
  - Amharic (2.95%)
  - Chinese (Mandarin, Cantonese, other dialects) (2.90%)
  - Tamil (2.55%)
  - Bengali (2.15%)

# Demographics - Disability

Rates of Disabilities in TCHC Households



Disability data gathered from the survey demonstrated how prominent physical illness/pain disabilities and mental health disabilities are in TCHC communities (about 13% and 10% of households affected, respectively).

# Key Findings

**Three priority areas were identified in the analysis. Improvement in these areas will have a direct impact on improving overall tenant satisfaction.**

## **1. Formerly Contract Managed Hubs**

- Formerly contract managed hubs in all regions had lower levels of tenant satisfaction.

## **2. Customer Service and Communication**

- Satisfaction with communication was identified as key driver of overall tenant satisfaction and is strongly tied to customer service.

## **3. Community Safety**

- Tenants are concerned with a number of problematic behaviours observed in their communities, including antisocial behavior and violent incidents.



# **Formerly Contract Managed (CM) Hubs**

# Formerly Contract Managed (CM) Hubs

**Contract managed Hubs consistently ranked satisfaction in key service areas lower than Hubs directly managed by TCHC.**

	Direct Managed	Former CM	Difference
Building/Unit Maintenance	55%	39%	-16%
Local Staff (building/community)	56%	41%	-15%
Perceives TCHC as Respectful	53%	39%	-13%
Building Cleanliness	58%	45%	-13%
Perceives TCHC as Accountable	47%	34%	-13%
Welcome in TCHC Offices and Common Spaces	58%	45%	-12%
Perceives TCHC as Proactive	50%	37%	-12%
Support to Maintain Tenancy	55%	43%	-12%
Response Time to Tenant Concerns	54%	42%	-12%
Proud to Invite People to Visit in Home	53%	41%	-12%
Perceives TCHC as Collaborative	48%	36%	-12%
Perceives TCHC as Solution-Oriented	46%	35%	-11%

# Formerly Contract Managed (CM) Hubs

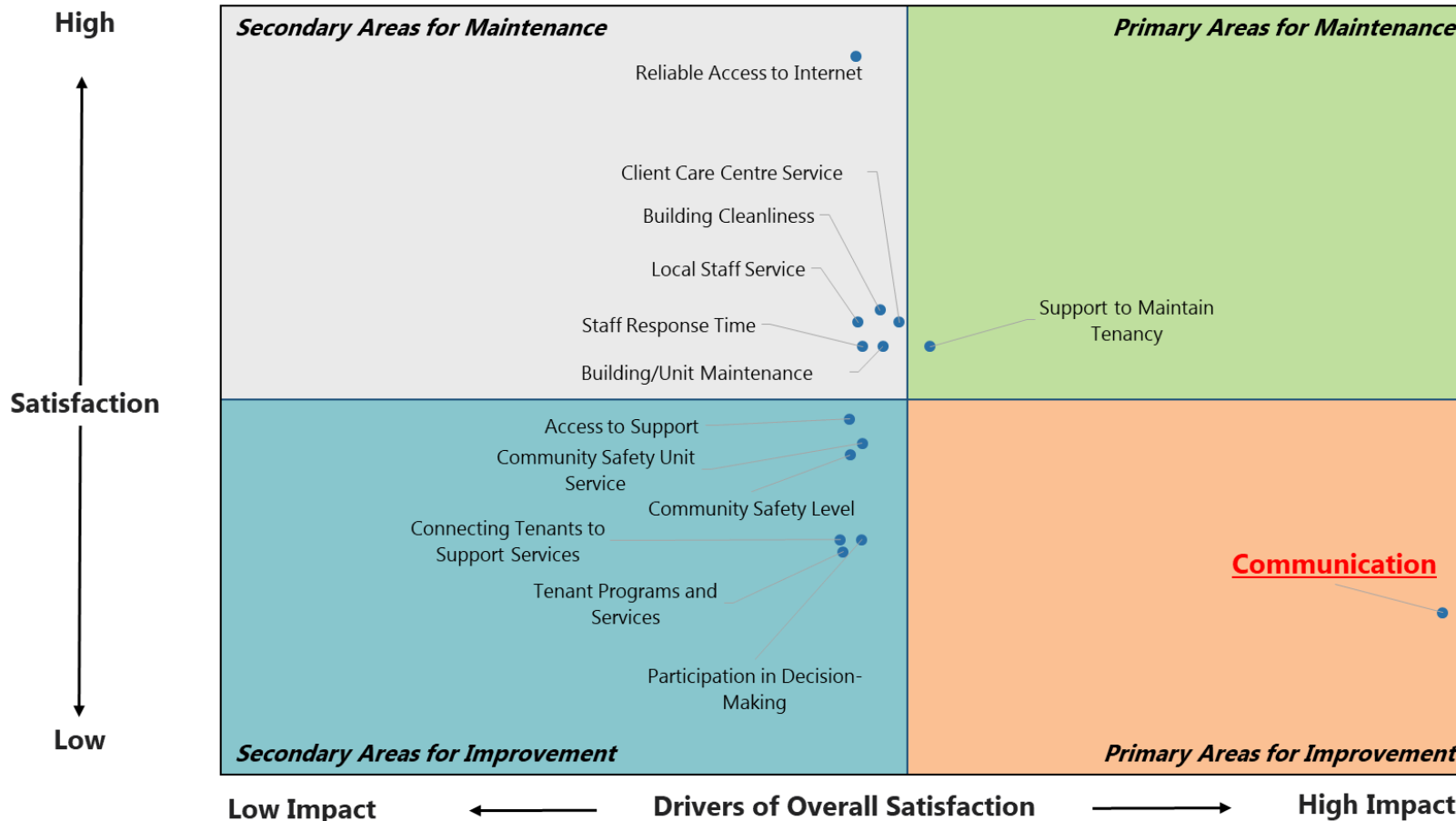
## 2022/2023 Updates and Improvements:

- In 2021, TCHC began the process of transferring management of these buildings back to TCHC, but at the time of the 2021 survey (fall 2021) most of these buildings were still under contract management.
- One of the few formerly managed hubs which had already moved back to direct management at the time of the survey had very high satisfaction levels compared to the majority of hubs which were still under contract management
  - This tells us we are moving in the right direction by moving formerly contract managed hubs back to direct TCHC management and making investments and improvements in these buildings to improve tenant satisfaction

# **Customer Service and Communication**

# Customer Service and Communication

**Customer Service/communications was identified as a primary area of improvement to increase overall tenant satisfaction with TCHC.**



# Customer Service and Communication

- The 2021 Tenant Survey demonstrated that when tenants think about communication, they are primarily focused on their experience with front line staff and the Client Care Centre (customer service).
- Tenants would like frontline staff to improve *how* they communicate, including being more available to take calls, and responding to messages in a more timely manner.
- Tenants commented that they are sometimes made to feel dismissed or like an inconvenience to staff; ensuring that tenants are treated with respect in every interaction is vital to improving tenant satisfaction overall.
- The majority of tenants (68%) have reliable access to internet in their units, while 20% do not primarily due to prohibitive prices or slow/unstable connections.
- The majority of tenants (58%) would like to receive communications from TCHC through text or email.

# Customer Service and Communication

## 2022/2023 Updates and Improvements:

- In fall 2022, all tenants were sent a letter letting them know that we heard through the Tenant Survey that many of them are interested in receiving text and email communications. An online form was created for tenants to provide a current email and/or cell phone number to receive updates from TCHC (<https://www.torontohousing.ca/emailupdates>). To date, 2778 tenants have provided their contact details to receive text/email communications, and will receive customized updates for their building, community, and individual needs.
- A new website will be launching in 2023, with up to date information, resources, and services for tenants.
- The Client Care Centre has updated their processes in order to improve service and response times to tenants when calling or emailing for service and support.
- The tenant complaint process has also been improved, including bi-monthly complaints resolution training for relevant staff, and quarterly reporting to identify and proactively manage service gaps.

# **Community Safety and Security**



# Community Safety and Security

## **Top issues identified by tenants affecting their perceptions of safety:**

- Anti-social behavior of other tenants and trespassers, loitering in halls and stairwells, and late night disruptions;
- Drug trafficking/ drug use taking place in buildings;
- Gun violence in the community; and
- Theft/ destruction of property and packages.

# Community Safety and Security

## 2022/2023 Updates and Improvements:

- Staffing shortages in the Community Safety Unit's (CSU) Violence Reduction Program (VRP) were addressed in 2022, and VRP sites are now staffed at appropriate levels to maintain staff consistency and improve service to tenants
- The Community Safety Unit (CSU) is working with the City of Toronto and Toronto Police to ensure CSU has more accurate shooting data to address gun violence in TCHC communities
- CSU continues to conduct safety audits in the ongoing effort to reduce and prevent crime on TCHC property. CSU makes recommendations based on the audits for site staff to make the neighbourhood safer for tenants
- Security guard presence, CSU patrols, security cameras, and FOB building entry systems continue to be updated as needed to meet the safety needs of each building and community
- Additional feedback will be gathered to better understand differences in perceptions of community safety within different tenant groups (age groups, race/ethnicity, etc.)

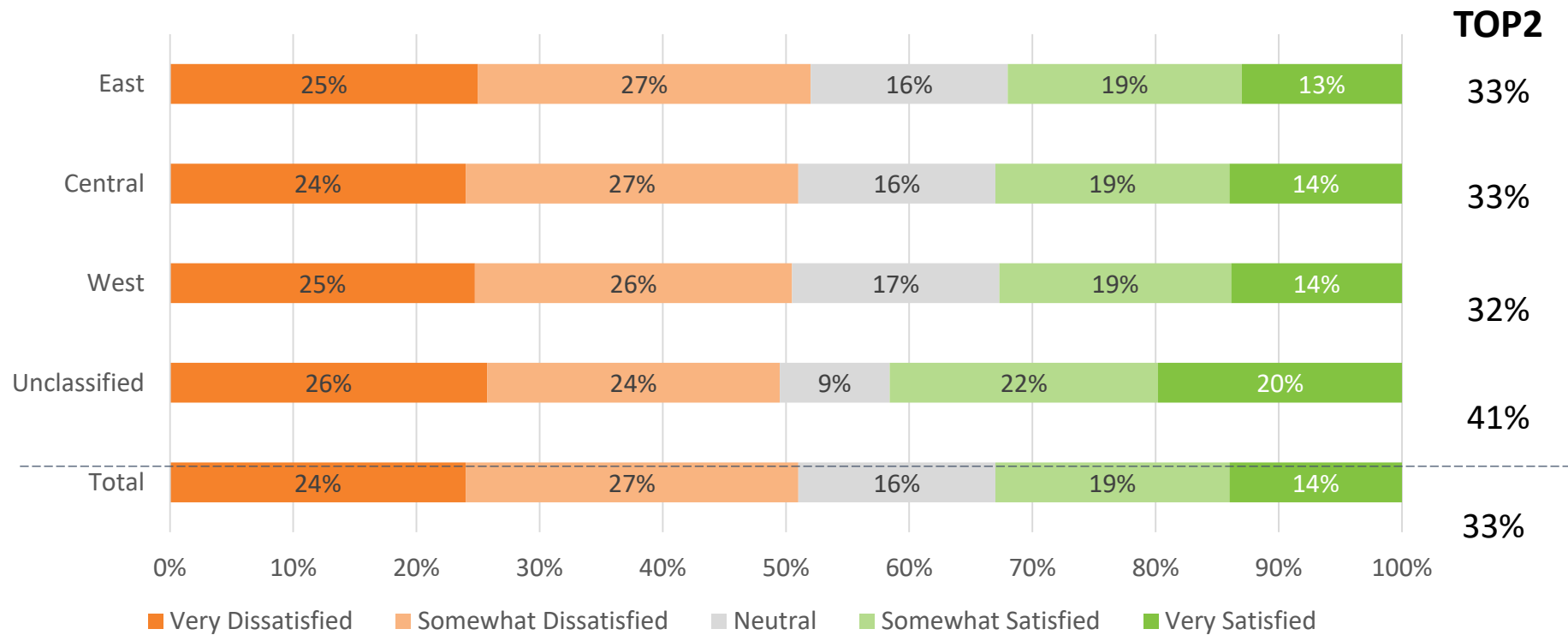
# Next Steps

- The 2021 Tenant Survey provided vital feedback to ensure TCHC is focused on improving areas that matter most to tenants. In 2022, TCHC worked on several initiatives to respond to tenants' feedback and improve tenant satisfaction.
- Feedback and levels of tenant satisfaction in key service areas will be incorporated into planning and reporting processes to ensure accurate tenant experiences are captured.
- The next Tenant Survey is currently scheduled for early 2024, and will build on the work already being done to improve tenant satisfaction.

# **2021 Tenant Survey Results**

# Overall Satisfaction

- Overall, one third (TOP2: 33%) of tenants mention that they are satisfied with TCH.
- The scores are consistent over region and most demographics however, those aged 50 and older (BTM2: >53%) were more likely to be dissatisfied than those younger than 50 (BTM2: <45%).



As a tenant, how satisfied or dissatisfied are you with Toronto Community Housing overall?

Total sample n=8242

East n=2881

Central n=2778

West n=2537

Unclassified n: 46

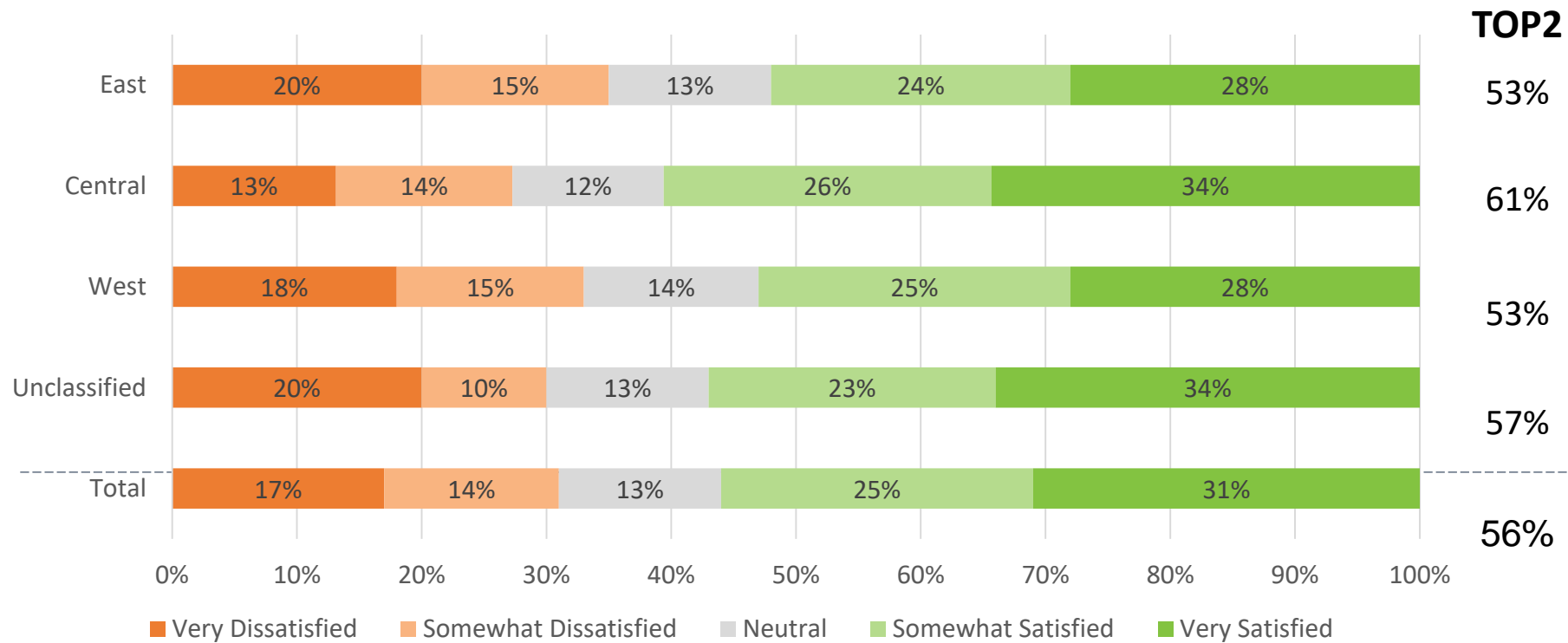


# Satisfaction – Building Cleanliness

- More than half (TOP2:56%) of tenants across all buildings were satisfied with the overall cleanliness.
- Among these, tenants in the central region reported the most satisfaction on building cleanliness (TOP2: 61%), while eastern tenants reported the least (53%).

• **Senior tenants aged 70+** (TOP2: 68%) are the most satisfied with building cleanliness of all age groups (TOP2: 50-69: 63%, 30-49: 49%, 16-29: 38%).

• As well, **men** (TOP2: 62%) are more satisfied than women (TOP2: 54%) with the cleanliness conditions.



How satisfied or dissatisfied are you overall with: Toronto Community Housing’s Building Cleanliness

Total sample n=7766

East n=2685

Central n=2579

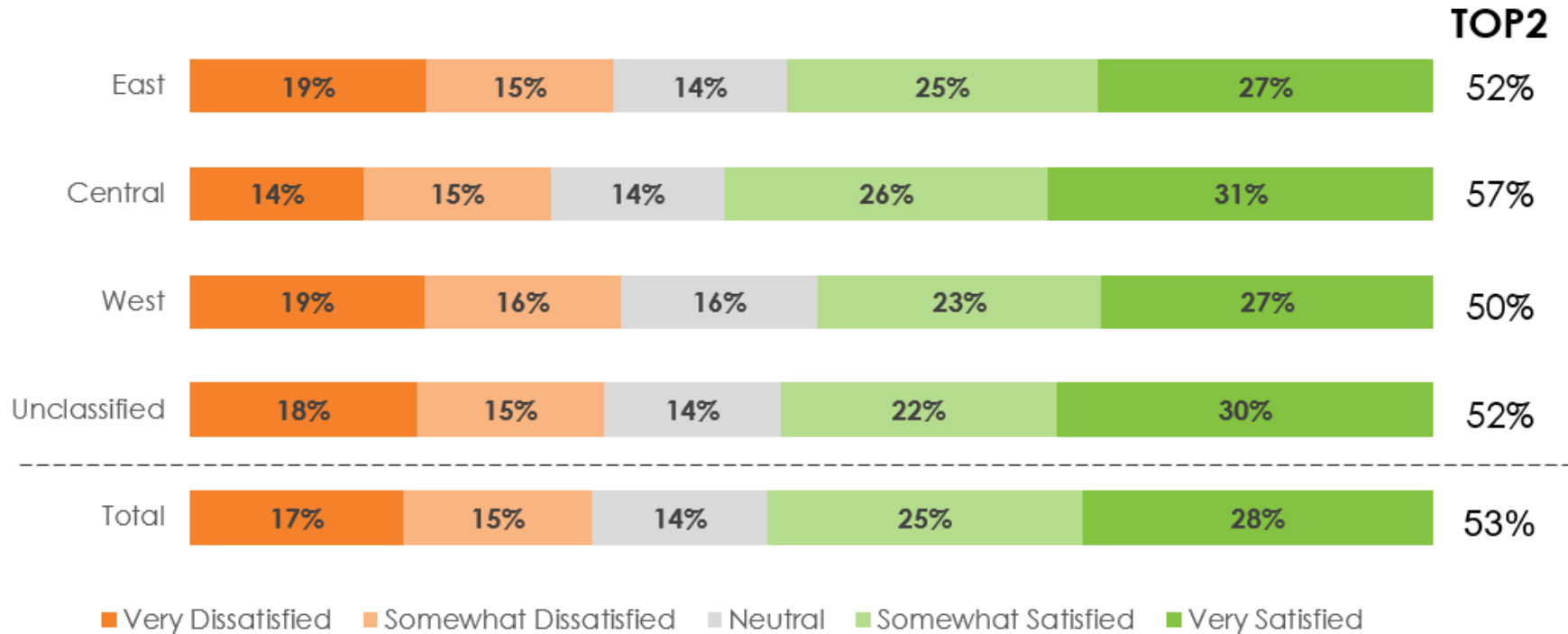
West n=2352

Unclassified n=150

# Satisfaction – Building/Unit Maintenance

- Tenants are divided in their opinion on building/unit maintenance.
- While other areas rate their satisfaction around 50-52% (TOP2), central tenants are the most satisfied (TOP2: 57%) with the maintenance of their living space.

• The **older** the tenants are, the more likely they are to be satisfied with the maintenance of their building or unit (TOP2: 70+: 66%, 50-69: 60%, 30-49: 45%, 16-29: 37%).



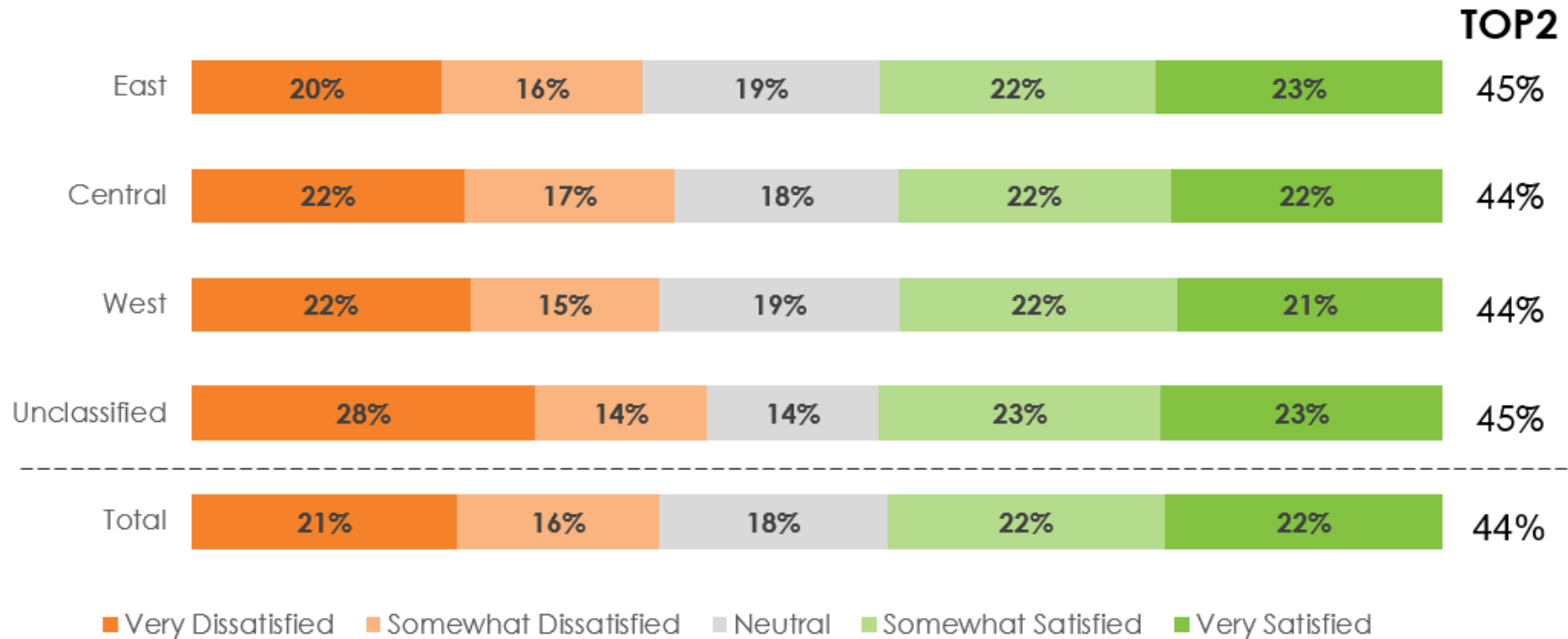
How satisfied or dissatisfied are you overall with: Toronto Community Housing's Building/Unit Maintenance

Total sample n= 7762  
 East n=2692  
 Central n=2574  
 West n=2341  
 Unclassified n=155

# Satisfaction – Community Safety Levels

- Safety is a concern among tenants of Toronto Community Housing, with only 4 in 10 (44%) respondents expressing satisfaction towards the safety levels of their community.

- Senior tenants** (TOP2: 57%) are the least dissatisfied of all age groups (TOP2: 50-69: 49%, 30-49: 38%, 16-29: 34%).
- Meanwhile, **Indigenous** tenants are the most dissatisfied among all ethnic groups.



How satisfied or dissatisfied are you overall with: The safety level of your community

Total sample n= 7625

East n=2650

Central n=2568

West n=2327

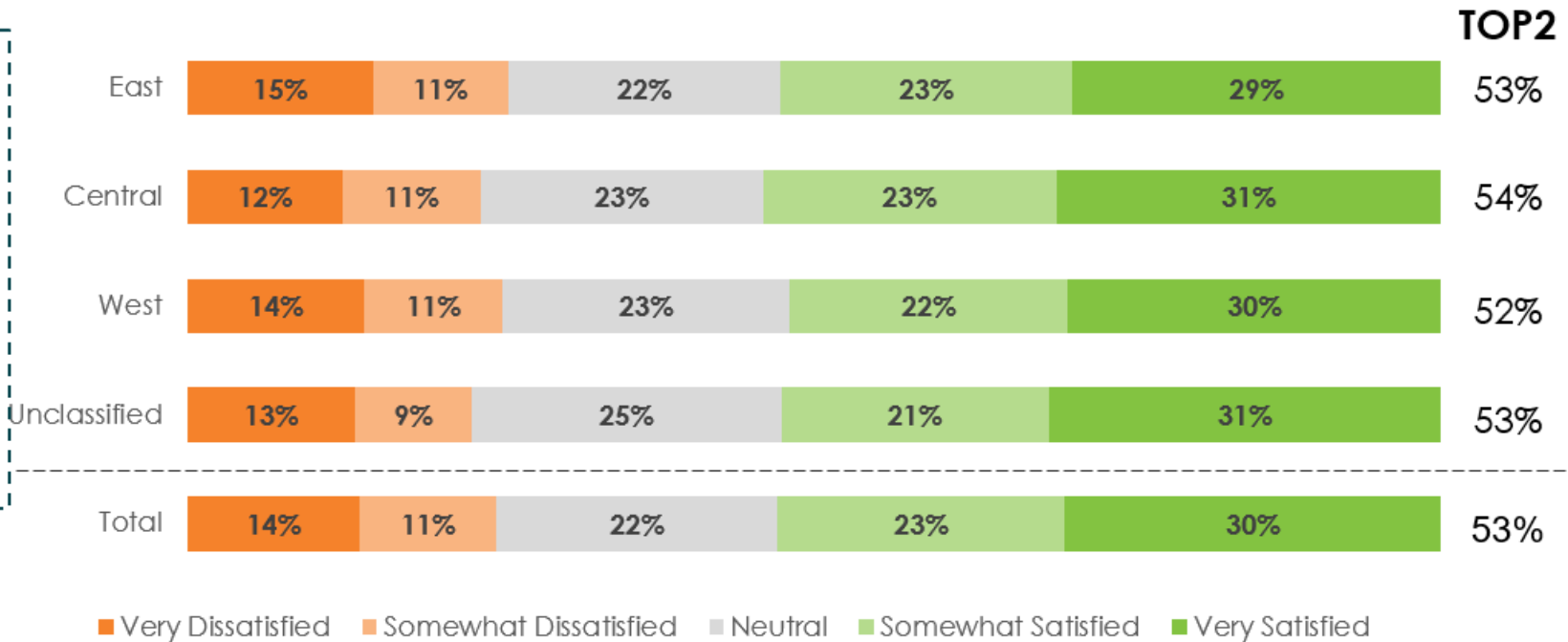
Unclassified n=80



# Satisfaction – Support to Maintain Tenancy

- 1 in 2 (TOP2: 53%) tenants express satisfaction towards the support offered by Toronto Community Housing to maintain their tenancy.
- While dissatisfaction does not surpass 26% (BTM2) across all regions, around 1 in 5 (22%) respondents are neutral in their stance.

- **Women** (BTM2: 25%) were more likely than men (BTM2: 21%) to express dissatisfaction towards the level of support.
- Tenants identifying as **South Asian or Indo-Caribbean** expressed the most satisfaction across all ethnicities.



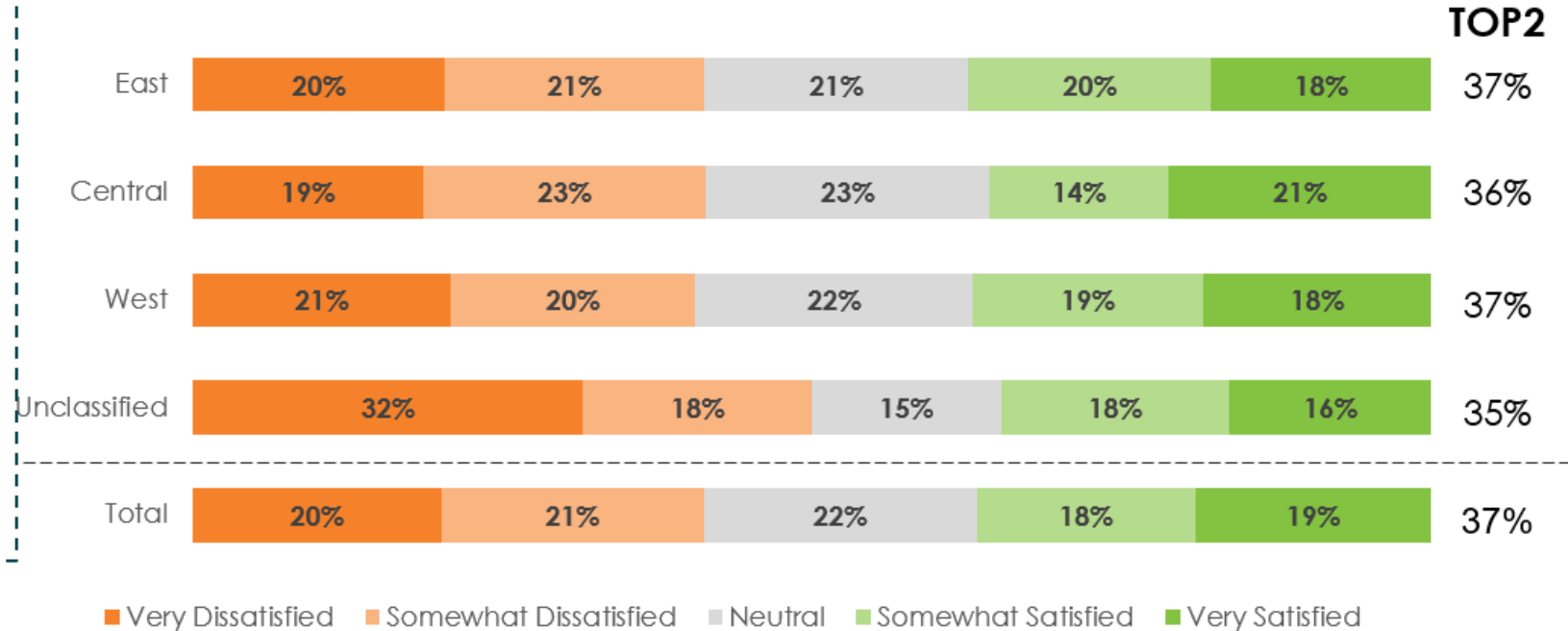
How satisfied or dissatisfied are you overall with: Toronto Community Housing supporting you to maintain your tenancy  
 Total sample n= 7464  
 East n=2601  
 Central n=2434  
 West n=2279  
 Unclassified n=150

# Satisfaction – Connecting Tenants to Support Services

- Connect tenants to support services is only deemed satisfactory by about 4 in 10 (TOP2: 37%) tenants.
- This is an opportunity for growth for TCH, they should re-evaluate their current methods and look to improve communications and allocate more resources to this service

• **Senior** tenants 70+ (TOP2: 44%) are more likely to be satisfied with being connected to support services than younger tenant groups (TOP2: 16-29: 32%, 30-49: 33%, 50-69: 39%).

• **Indigenous** tenants (BTM2: 53%) were the most dissatisfied with receiving connection support, followed by tenants identifying as **white** (BTM2: 44%, all other ethnicities <40%).



How satisfied or dissatisfied are you overall with: Toronto Community Housing connecting tenants to support services

Total sample n= 7417

East n=2644

Central n=2379

West n=2302

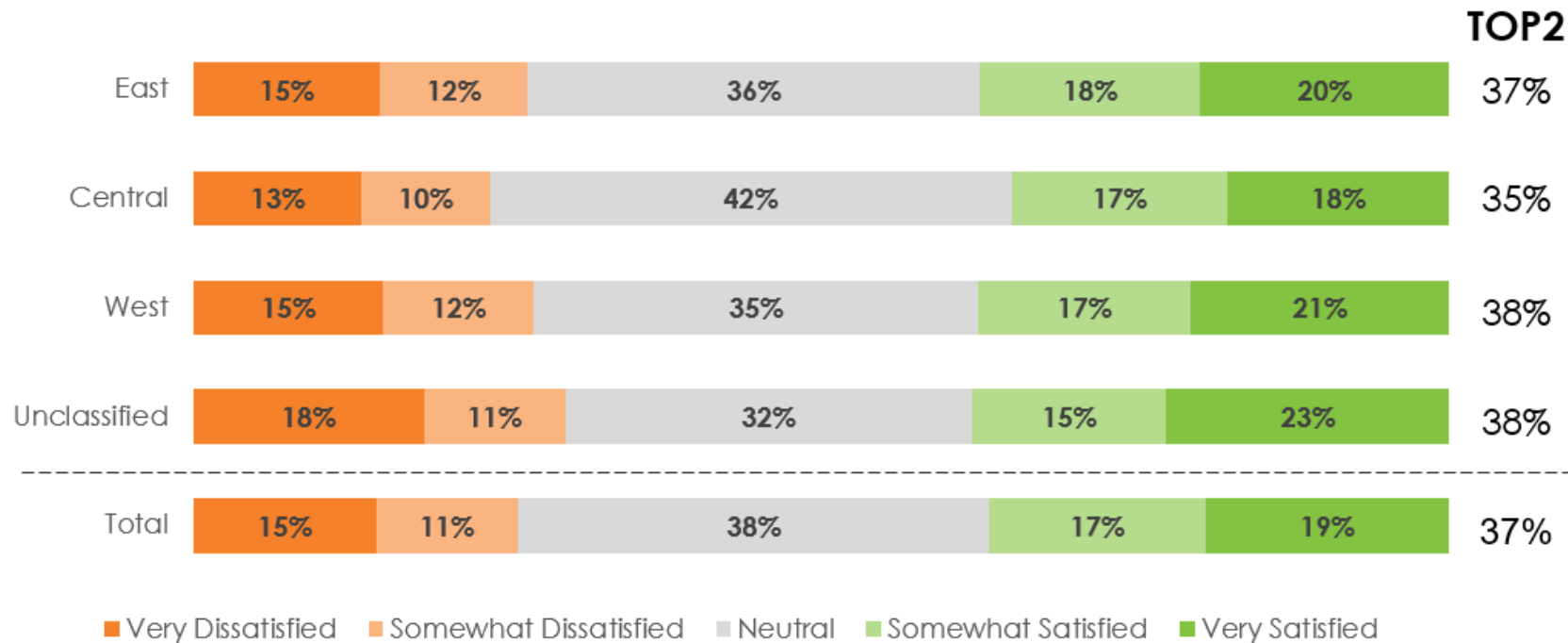
Unclassified n=92



# Satisfaction – Tenant Programs & Services

- Overall, programs and services offered by the Toronto Community Housing is a neutral ground for 4 in 10 (38%) tenants.
- Similarly, just over one third (TOP2: 37) of tenants are satisfied with tenant programs and services, indicating that this is an opportunity for growth for TCH.

• Tenants who are **50–69 years old** (TOP2: 40%) are more likely to be satisfied with the program offerings of TCH than those who are **30-49 years old** (TOP2: 35%).



How satisfied or dissatisfied are you overall with: Toronto Community Housing's tenant programs and services  
 Total sample n= 6317  
 East n=2245  
 Central n=1994  
 West n=2007  
 Unclassified n=383

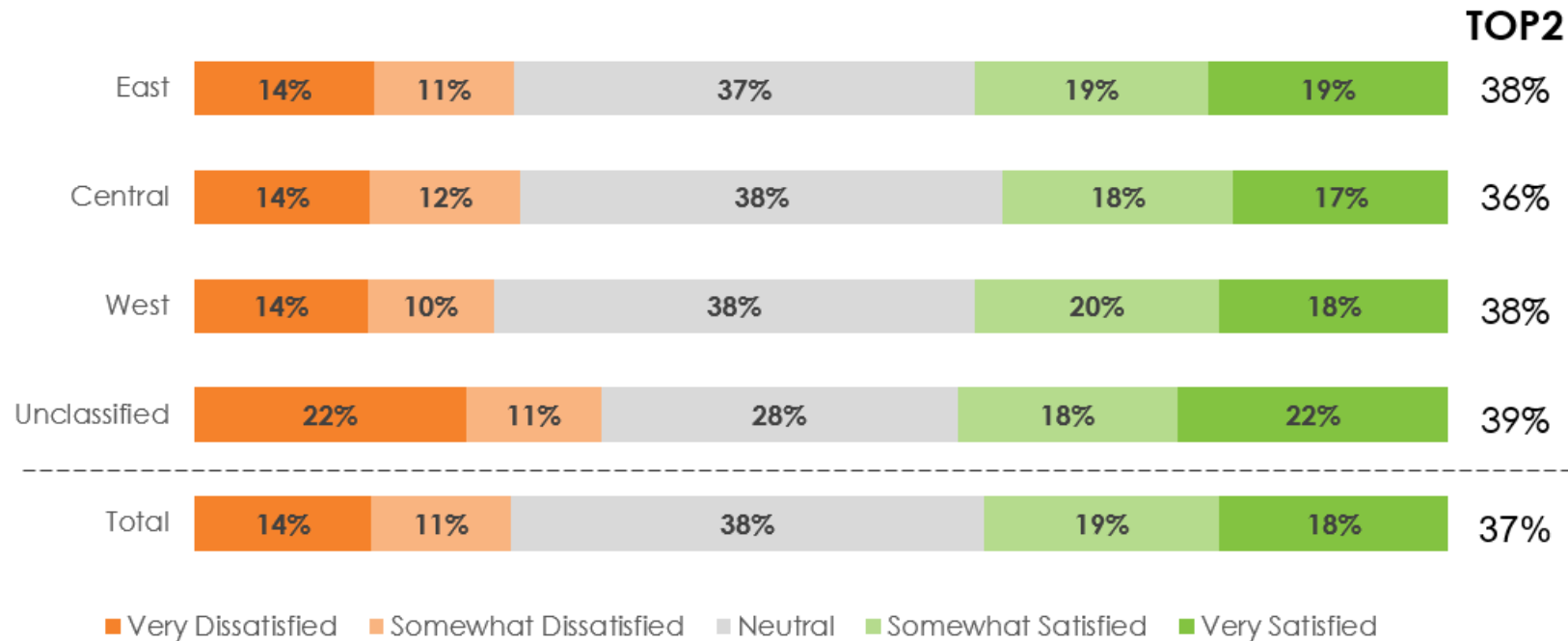


# Satisfaction – Participation in Decision-Making

- Nearly 2 in 5 (38%) tenants are unsure about their satisfaction with their ability to participate in local decision-making for their building/community. Meanwhile another 2 in 5 (TOP2: 37%) express being satisfied with their level of involvement.
- Tenants in central regions express less satisfaction (TOP2: 36%) compared to other regions.

- Women** (BTM2: 26%) are more dissatisfied than men (BTM2: 22%) about their level of involvement.
- Tenants **identifying as “other gender”** are the most dissatisfied among all genders (BTM2: 44%).\*

\*Please note that this group has a small base size results should be interpreted with caution.



Tenants who are **white** (BTM2: 29%) and **Indigenous** (BTM2: 41%) are the least satisfied with their involvement in decision-making compared to all other ethnic groups (BTM2: all other ethnic groups <24%).

How satisfied or dissatisfied are you overall with: Your current ability to participate in local decision-making for your building/community  
 Total sample n= 6955  
 East n=2424  
 Central n=2312  
 West n=2145  
 Unclassified n=74

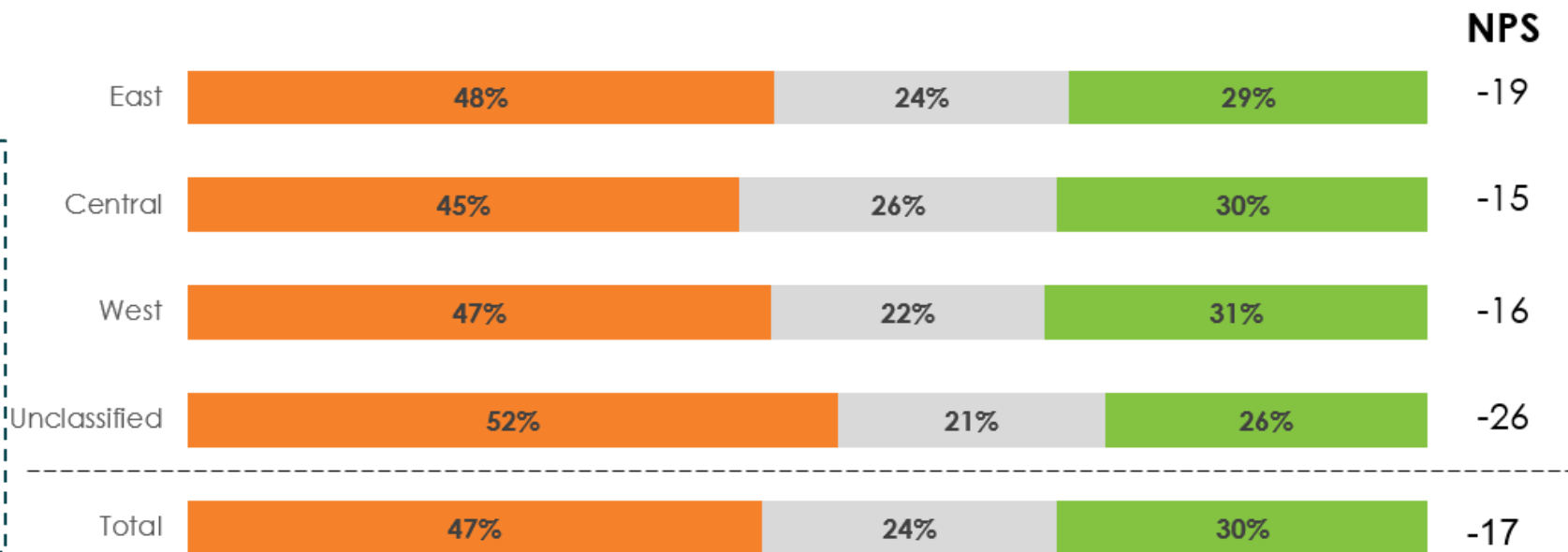


# Net Promoter Score (NPS)

- Just under a third of tenants (Promoters: 30%) would recommend Toronto Community Housing as a good place to live. Meanwhile, about half (Detractors: 47%) would not recommend TCH to others. The scores are consistent across all tenants living in identified areas.
- It is important to note that Indigenous (NPS: -29) and those that don't identify with a binary gender (NPS:-29) were the lowest and Latin Americans (NPS: 1) and Spanish speakers (NPS: 12) were the highest scores when comparing demographics.

• **16-29** year old tenants are the least likely to recommend TCH compared to all other age groups (NPS:-42)

• The **70+** group are the most likely to recommend compared to all other age groups (NPS:5)



■ Detractors (1-6) ■ Passive (7-8) ■ Promoters (9-10)

How likely are you to recommend Toronto Community Housing as a good place to live? With 1 being not likely and 10 being very likely. Please select your response below.

Total sample n=8087

East n=2829

Central n=2711

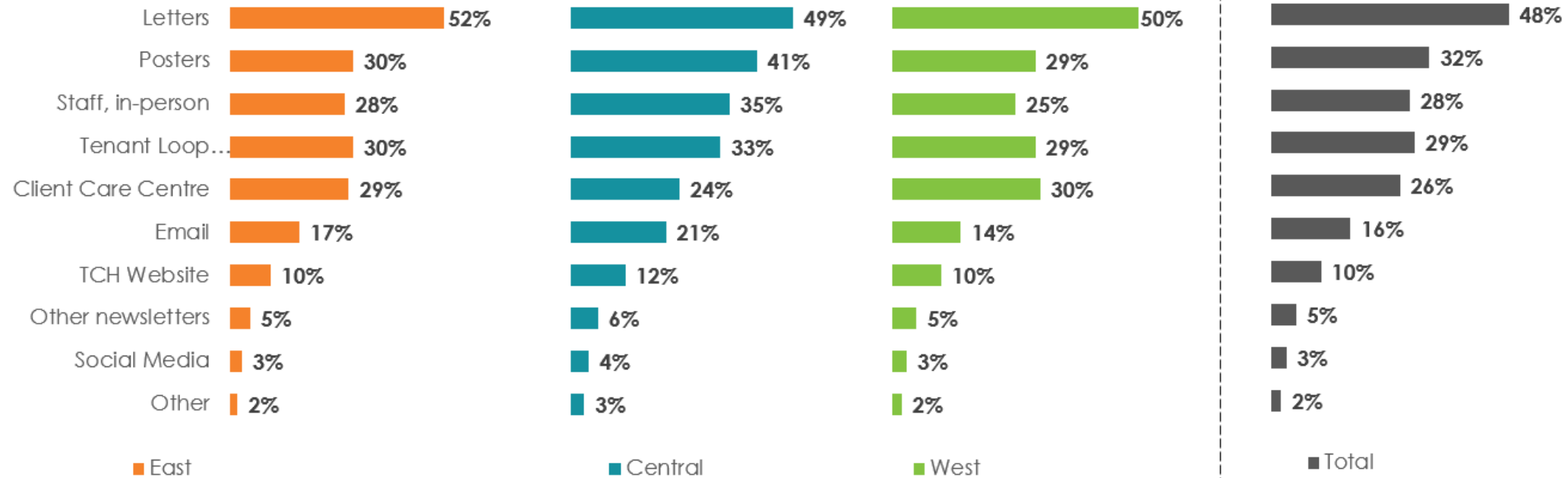
West n=2505

Unclassified n=42



# Communication Sources

- TCH is currently focused on offline methods of engagement, and this is reflected in the results. The most common communication source for tenants is letters and posters.
- Central tenants are most likely to use emails to receive information when compared to other regions.
- Digital methods can be visited in the future as an opportunity for further engagement.



Which of the following communications sources do you regularly use to receive Toronto Community Housing-related information? Please select all that apply

Total sample n=8852

East n=2957

Central n=2883

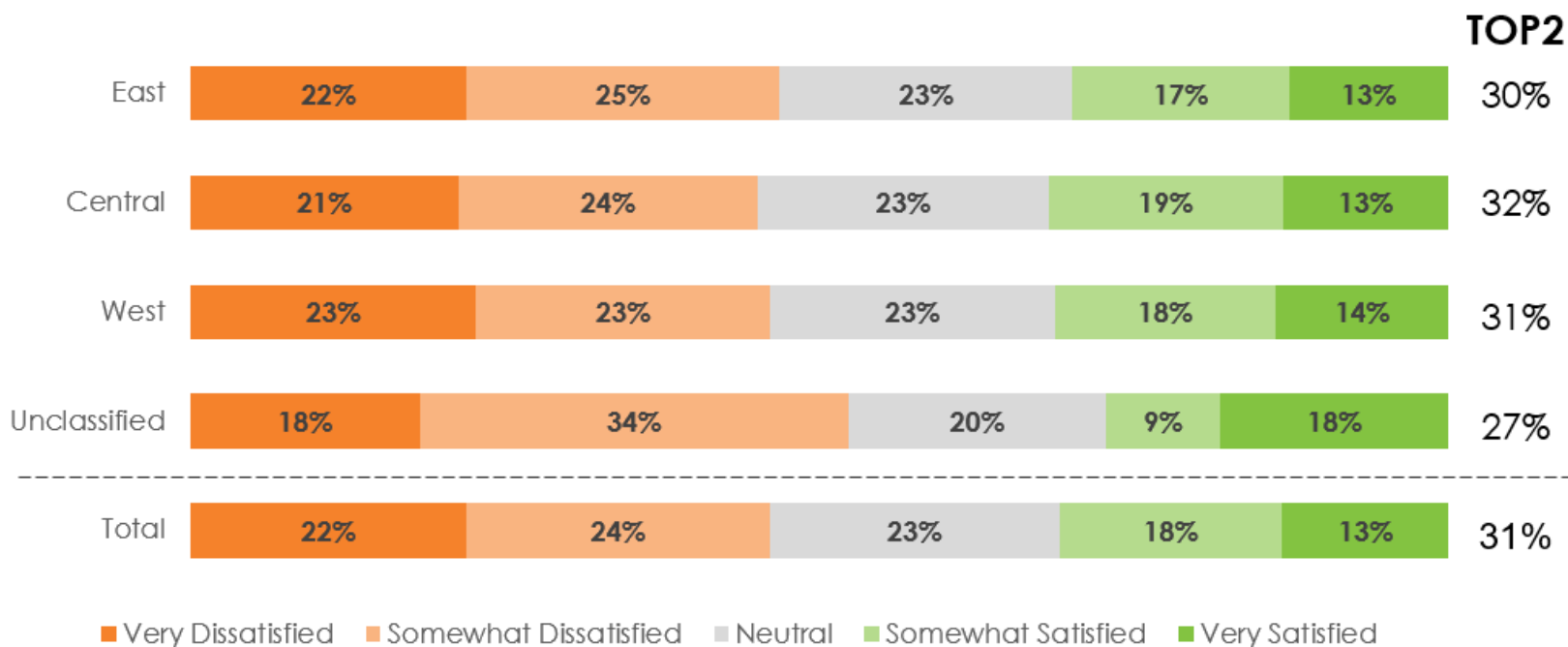
West n=2607

Unknown – base size is too small to report on

# Communication Satisfaction

- Tenants are dissatisfied (BTM2: 46%) with the overall communications they receive from TCH, while 3 in 10 (TOP2: 31%) are satisfied.

• Respondents **aged 70+** are the most dissatisfied with communications out of all age groups. This also applies for **men** (BTM2: 47%) compared to women (BMT2: 45%).



How satisfied or dissatisfied are you overall with Toronto Community Housing communications to tenants?

Total sample n=8326

East n=2916

Central n=2800

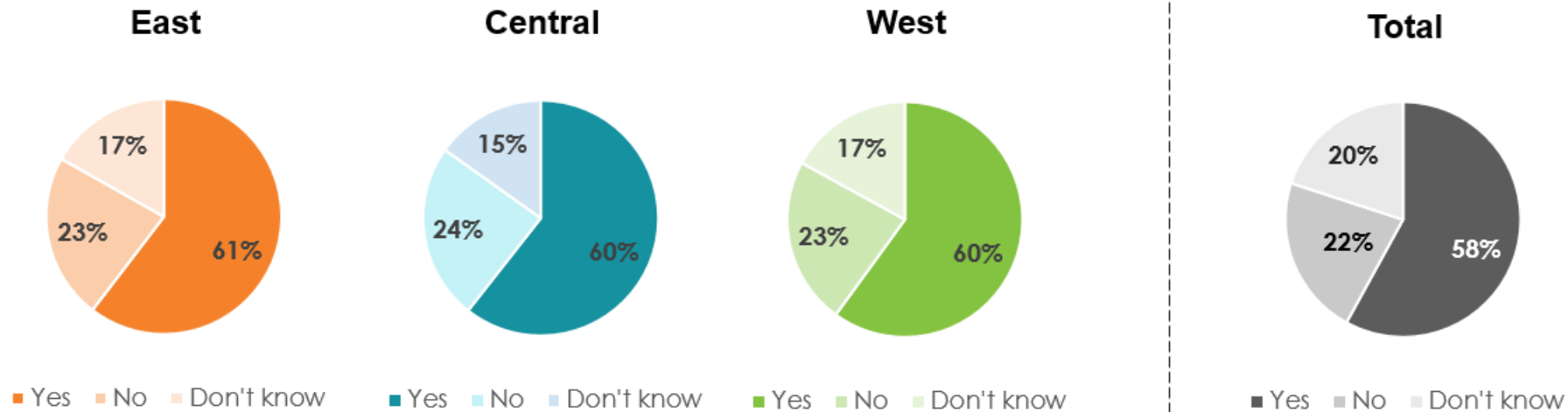
West n=2566

Unclassified=44



# Receive Text/Email Communications

- The majority of tenants (58%) would like to receive communications from Toronto Community Housing through text messages or emails.
- As expected, the 70 years of age or older tenants are least interested in receiving texts/emails from TCH.

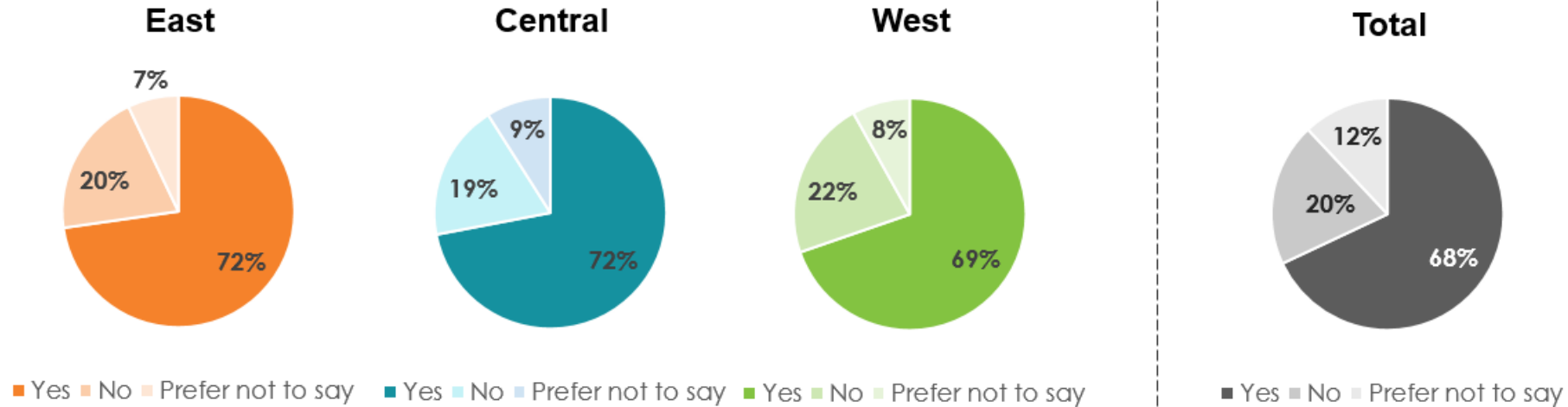


Would you like to receive Toronto Community Housing communications through text messaging or email, if these were made available?  
Total sample n=8852  
East n=2957  
Central n=1709  
West n=1575



# Reliable Access to Internet

- 7 in 10 (68%) respondents mentioned that they had reliable access to internet in their Toronto Community Housing unit.
- Those in the west region had slightly lower scores of agreement (69%), compared to those in the east (72%) and central (72%).

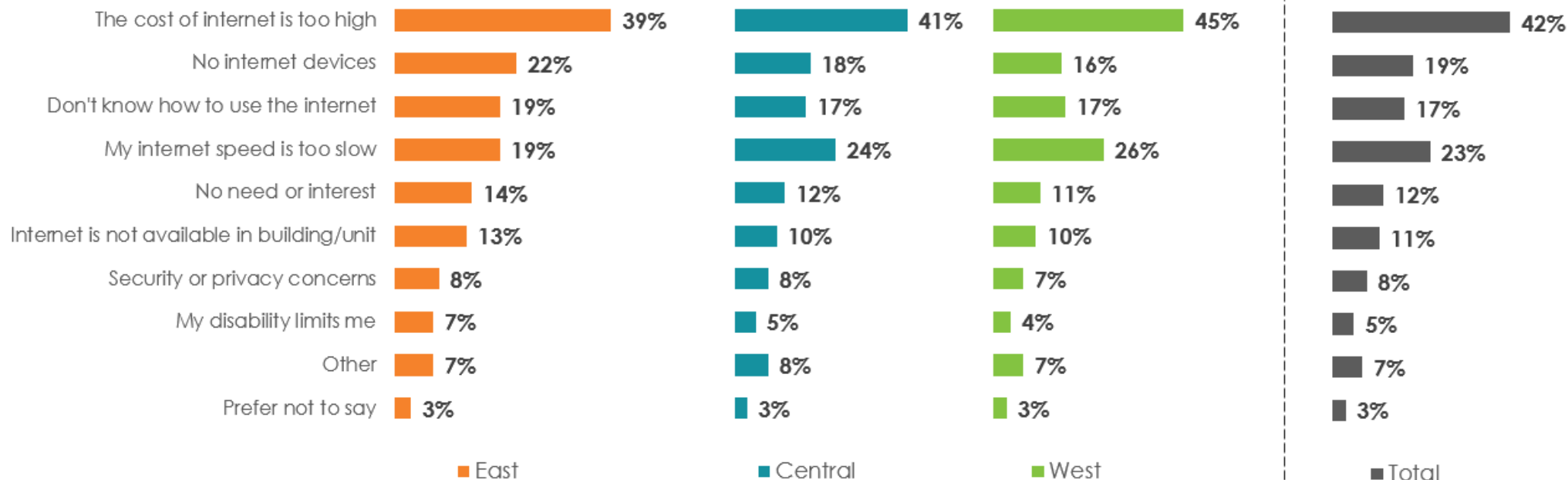


Do you have reliable access to internet in your Toronto Community Housing unit?  
Total sample n=6026  
East n=2135  
Central n=2039  
West n=1804

# Barriers to Reliable Internet

The biggest barrier to reliable internet for tenants is the costliness of the internet ((42% selecting this option). 23% of respondents also experience problems due to not having a device that connects to the internet or not knowing how to use the web.

It is important to note that 1 in 10 (11%) tenants mention not having internet service in their building, hence struggling to establish a reliable internet connection.



What barriers to internet access exist in your household? Please select all that apply.

Total sample n=1765

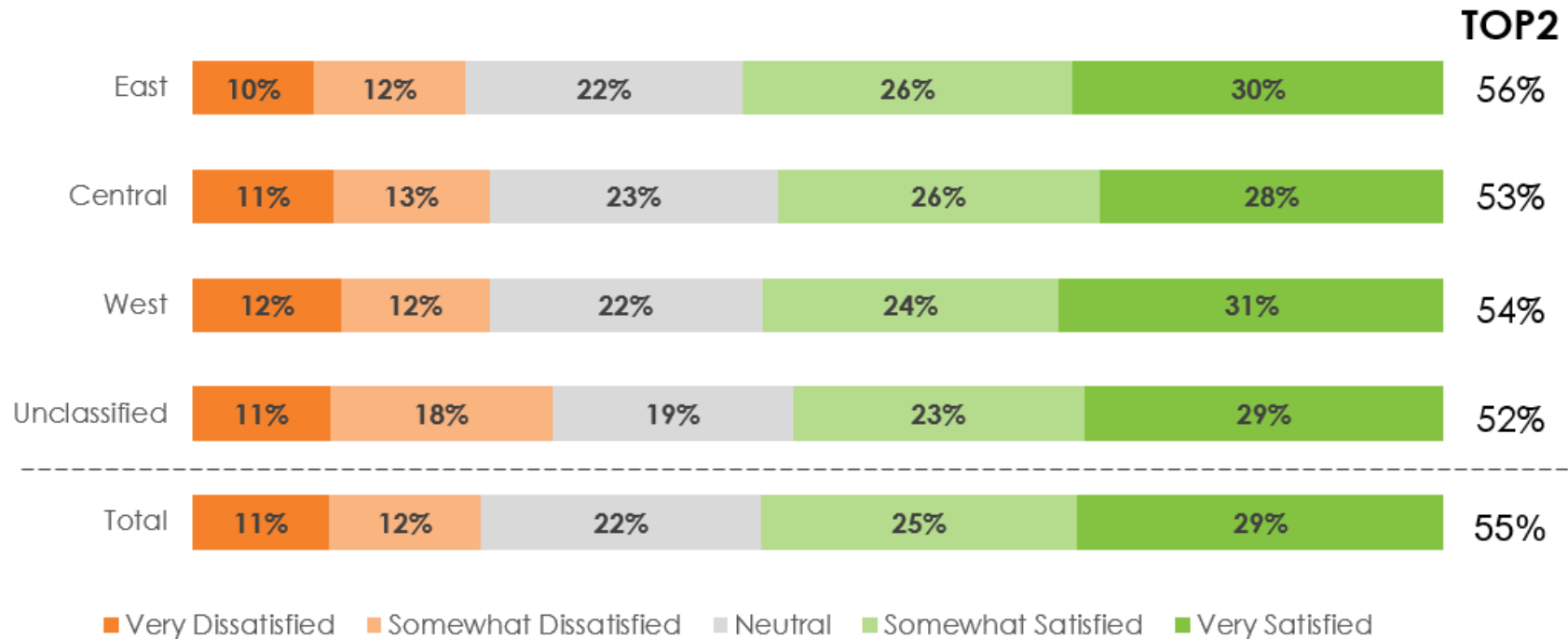
East n=586

Central n=606

West n=547

# Customer Service Satisfaction – Client Care Centre

- More than half (TOP2: 55%) of respondents are satisfied with the Client Care Centre's services.
- Among the regions, eastern tenants (TOP2: 56%) are more satisfied than tenants in the central (TOP2: 53%) regions.



How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Client Care Centre

Total sample n=7572

East n=2678

Central n=2470

West n=2351

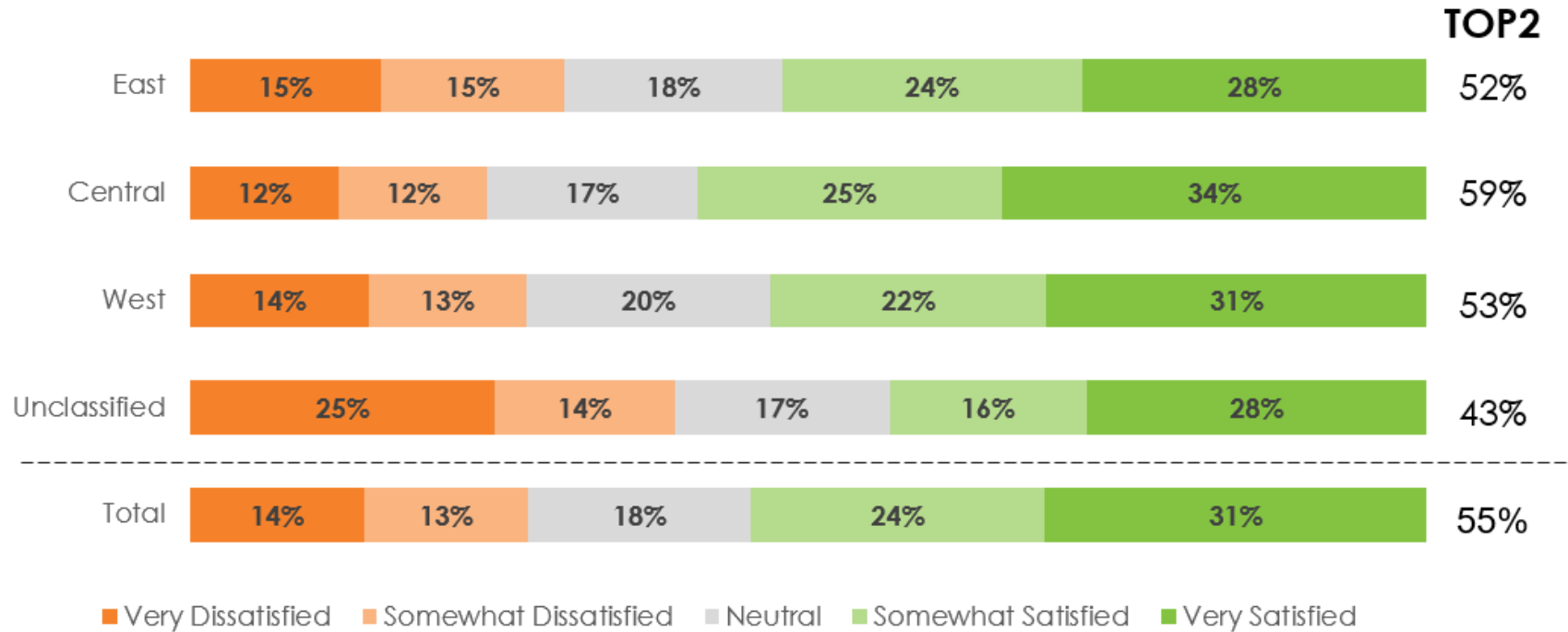
Unclassified n=73

# Customer Service Satisfaction – Local Staff

- Just over half (TOP2: 55%) of all tenants are satisfied with the customer service offered by the local staff, with 3 in 10 (31%) being very satisfied.
- Tenants of the central region (TOP2: 59%) expressed the most satisfaction towards local staff among all groups, while tenants in the east (TOP2: 52%) had the lowest satisfaction.

• **Women** (BTM2: 27%) are more dissatisfied with the local staff than men (BTM2: 25%).

• **Southeast Asians** (TOP2: 67%), **East Asians** (TOP2: 61%) and **white tenants** (TOP2: 57%) are more satisfied with the local staff than Arab, (TOP2: 51%), black, (TOP2: 54%) and Indigenous tenants (TOP2: 45%).



How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Local Staff

Total sample n=7553

East n=2665

Central n=2517

West n=2302

Unclassified n=69

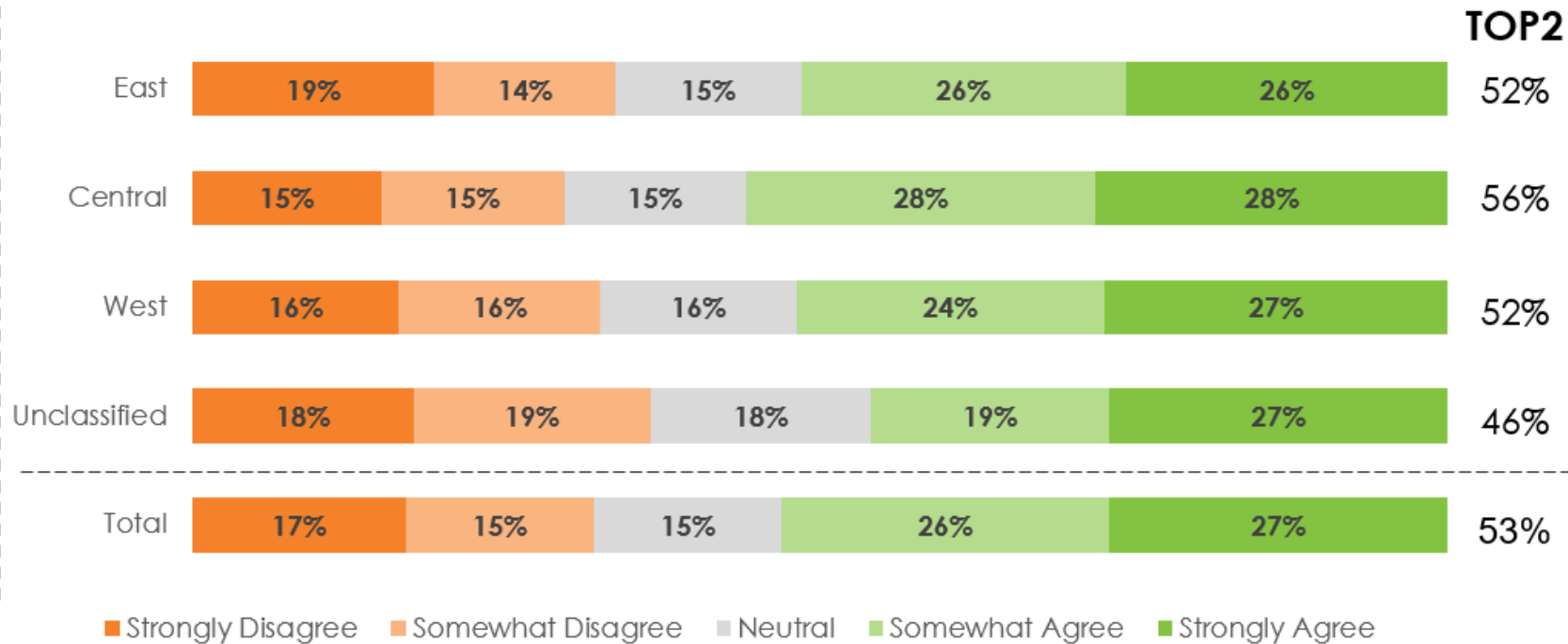


# Customer Service Satisfaction – TCH Staff Response Time

- More than half (TOP2: 53%) of respondent report being satisfied with the timeliness of the staff in responding to their concerns.
- Tenants in the central regions (TOP2: 56%) are most likely to agree with this statement.

• **Men** (TOP2: 57%) are more satisfied than women (TOP2: 53%) with the staff's response time.

• **Black tenants** (BTM2: 33%) and **white tenants** (BTM2: 32%) are more dissatisfied with the response time than Arabs (BTM2: 27%), East Asians (BTM2: 23%), South Asians or Indo-Caribbeans (27%) and Southeast Asians (BTM2: 18%).



How much do you agree or disagree with the following statement: Toronto Community Housing staff responds to your concerns in a timely manner.

Total sample n=7780

East n=2727

Central n=2597

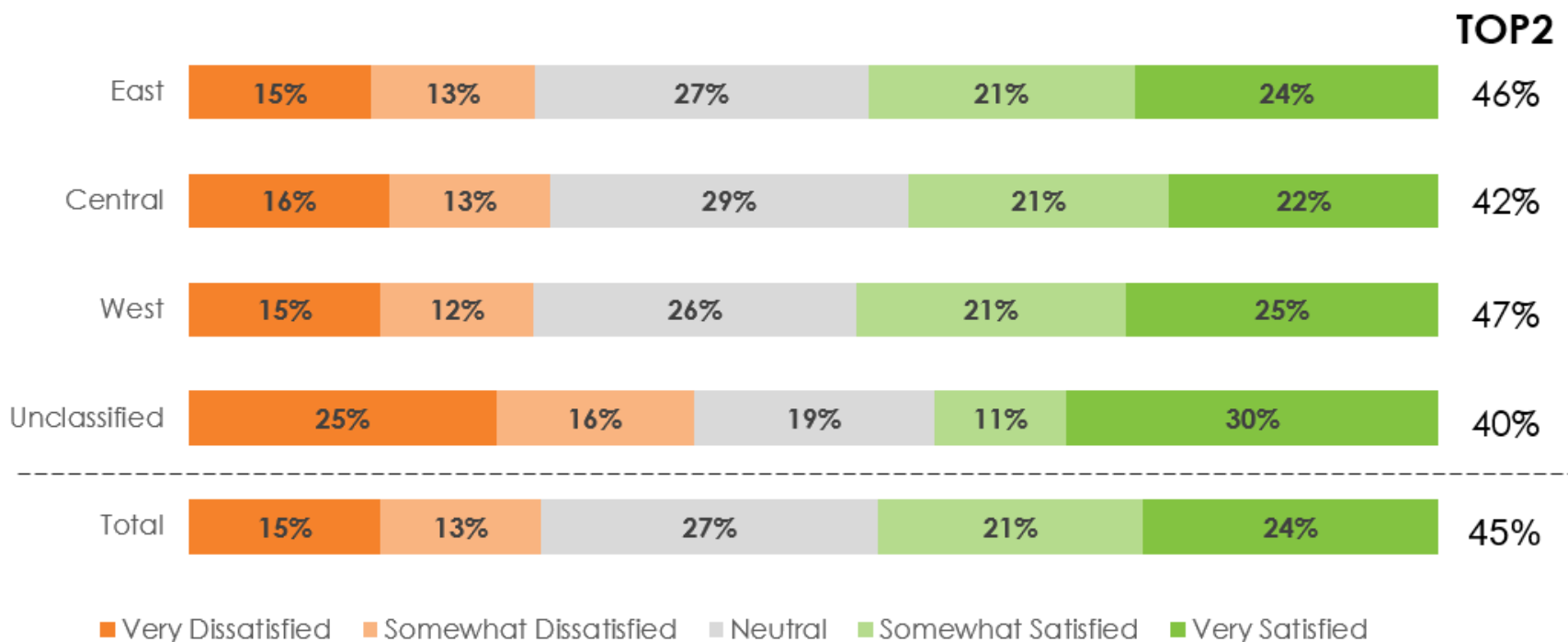
West n=2382

Unclassified n=74

# Customer Service Satisfaction – Community Safety Unit

- Less than half (TOP2: 45%) of tenants are satisfied with the Community Safety Unit.
- Tenants in the west (TOP2: 47%) and east regions (TOP2: 46%) are more satisfied than tenants in the central region (TOP2: 42%).

• **Indigenous** tenants are the most dissatisfied (BTM2: 44%) ethnic group with the Community Safety Unit (BTM2: all other groups <33%).



How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Community Safety Unit

Total sample n=6908

East n=2463

Central n=2276

West n=2112

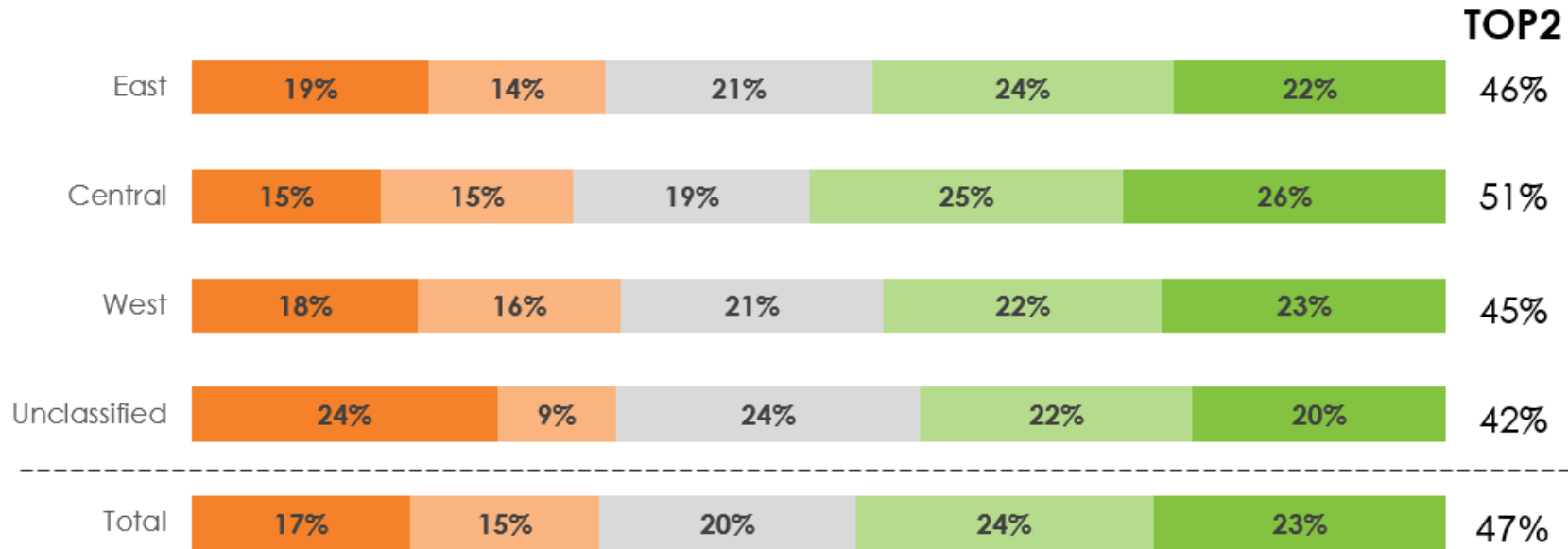
Unclassified=57

# Customer Service – Access to Support

- About half (TOP2: 47%) of tenants are satisfied with the access they have to local staff for one-on-one support.
- Tenants in the central region (TOP2: 51%) report higher levels of satisfaction with this metric compared to all other regions.

• **Tenants aged 70+** report the highest satisfaction with one-on-one support compared to other age groups.

• **Southeast Asians** (TOP2: 62%) express the highest satisfaction of all ethnic groups (TOP2: all other groups <52%), while **Indigenous** express the most dissatisfaction (BTM2: 51%, all other groups <34%)



■ Strongly Disagree 
 ■ Somewhat Disagree 
 ■ Neutral 
 ■ Somewhat Agree 
 ■ Strongly Agree

How much do you agree or disagree with the following statement: You have access to local building/community staff for one-one support for your needs as a tenant.

Total sample n=7529

East n=2631

Central n=2515

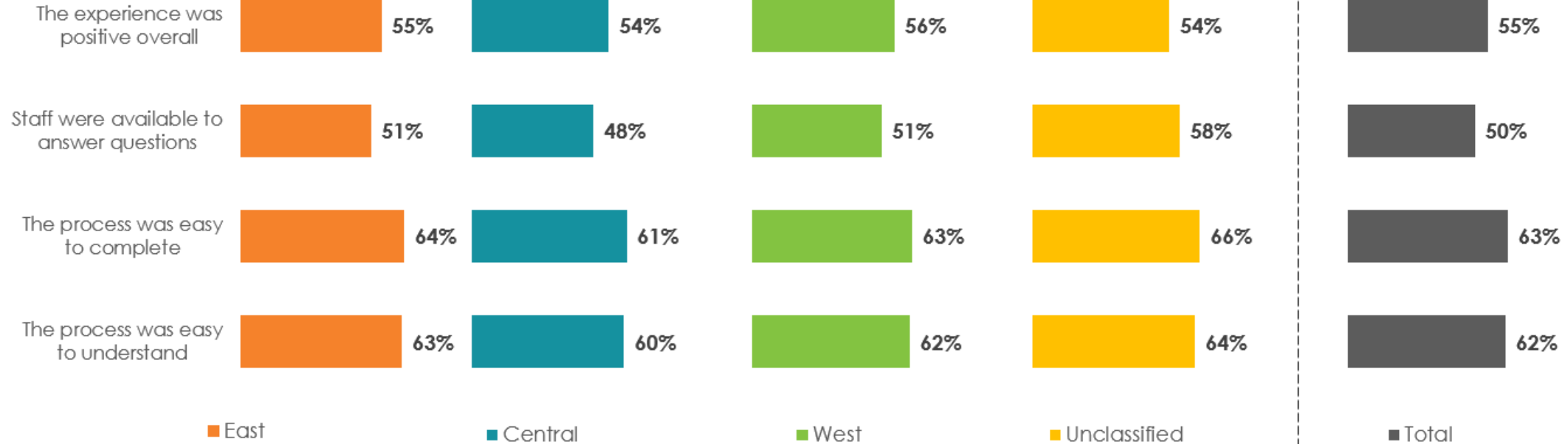
West n=2309

Unclassified n=74



# Annual Rent Review Evaluation (Top 2)

- 3 in 5 tenants agree that the process was easy to complete (TOP2: 63%) and easy to understand (TOP2: 62%).
- Meanwhile, about half of tenants agree that the experience was positive (TOP2: 55%) and that the staff were readily available for assistance (TOP2: 50%).



How much do you agree or disagree with the following statements about your most recent Annual Rent Review:

Total sample n=6761-7404

East n=2428-2672

Central n=2101-2301

West n=2102-2283

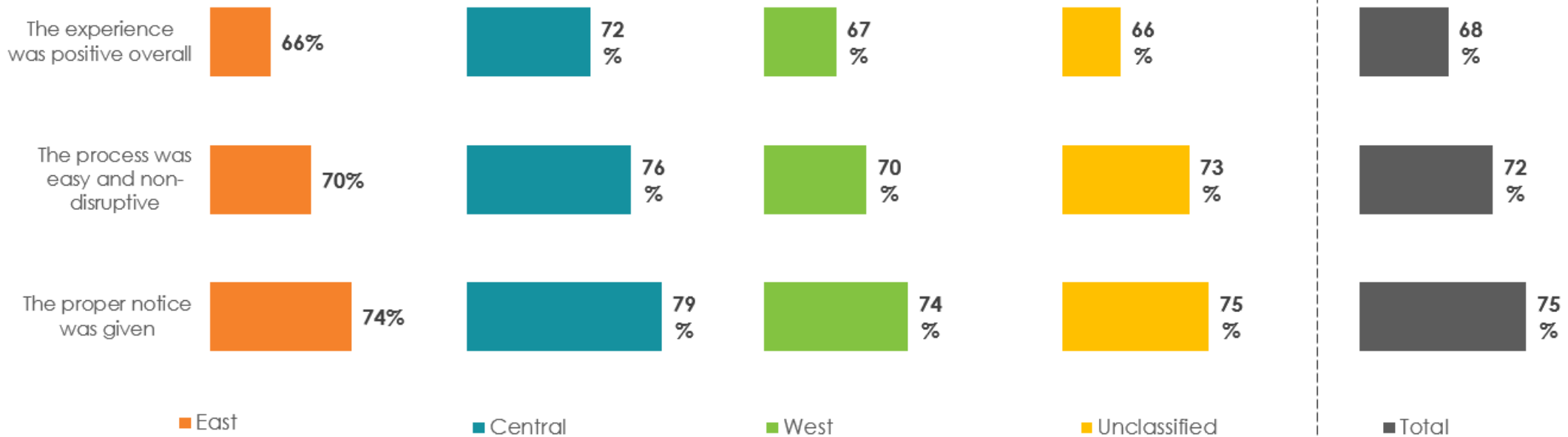
Unclassified n=130-148





# Annual Unit Inspection Review (Top 2)

- The majority of tenants (TOP2: 75%) agree that they received proper notice before their Annual Unit Inspection.
- 7 in 10 (TOP2: 72%) think that the process was easy and non-disruptive, and just over two thirds (TOP2: 68%) would rate the overall experience as positive.
- Residents of the central region are overall in more favour of the review process than tenants in other regions.



How much do you agree or disagree with the following statements about your most recent Annual Unit Inspection:

Total sample n=7573-7882

East n=2659-2744

Central n=2501-2581

West n=2268-2394

Unclassified n=143-163

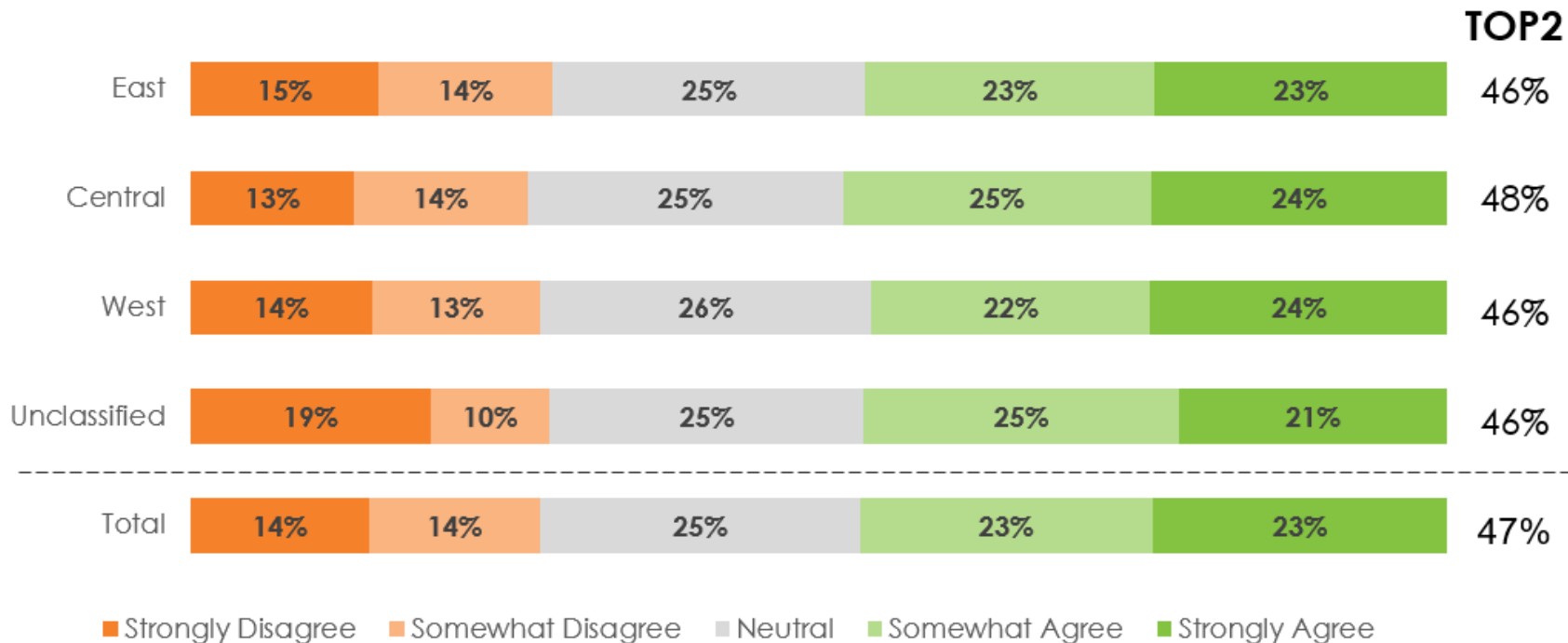
# Tenant Sentiment – Works Collaboratively

- Nearly half (TOP2: 47%) of tenants agree that TCH collaborates with staff and tenants for the best possible results.
- This sentiment received the most support by tenants in the central region (TOP2: 48%).

• **Men** (TOP2: 51%) agree more this statement than women (TOP2: 46%).

• Meanwhile **Indigenous** (BTM2: 43%)\* are the ethnic group with the strongest disagreement to this (BTM2: all other groups <30%).

• \*Please note that this group has a small base size.



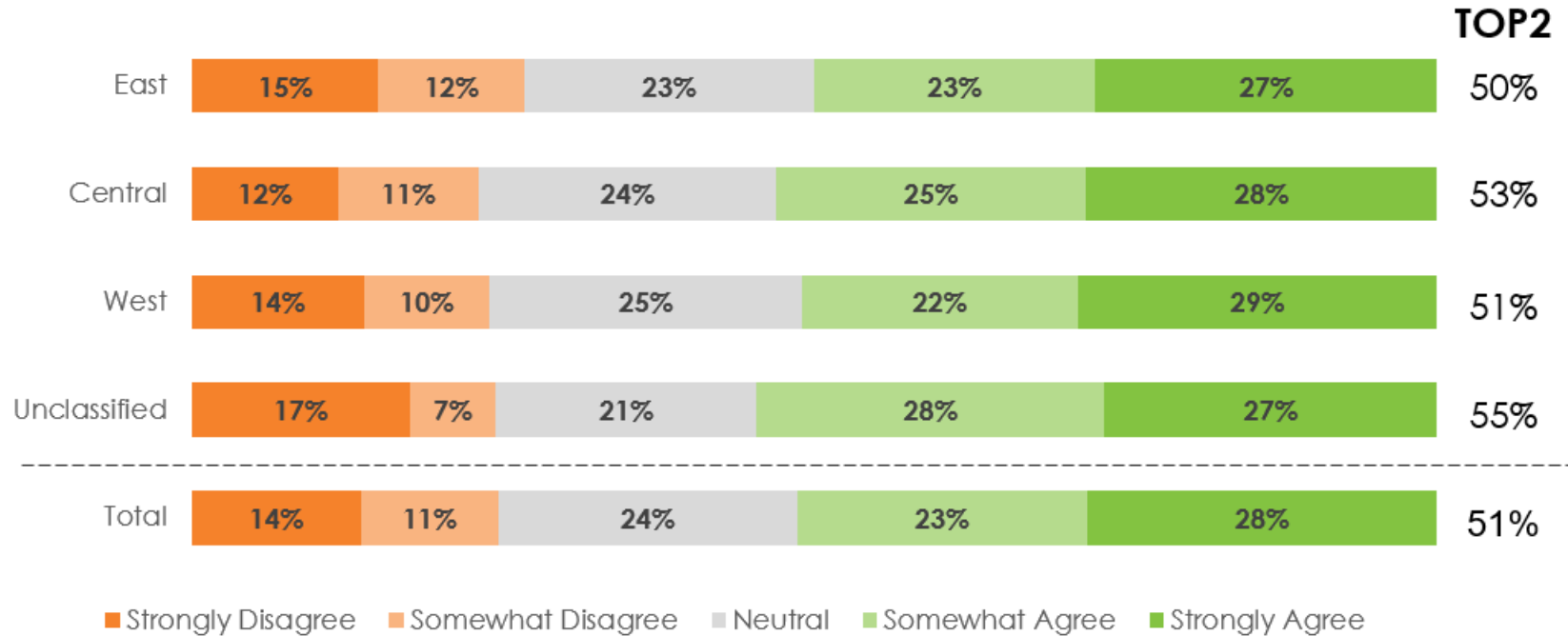
How much do you agree or disagree with the following statement: Works collaboratively with staff and tenants to produce the best possible results

Total sample n=7597  
 East n=2663  
 Central n=2520  
 West n=2330  
 Unclassified n=84

# Tenant Sentiment – Considerate of Others

- 1 in 2 (TOP2: 51%) tenants agree that TCH considers and respects the rights, needs and values of others.

- Men** (TOP2: 56%) agree with this statement more than women do (TOP2: 51%).
- East Asians** (BTM2: 15%) and **Southeast Asians** (BTM2: 11%) agree more with this statement (BTM2: all groups >21%) than other ethnic groups.



How much do you agree or disagree with the following statement: Considers the rights and needs of others, being respectful of feelings and values

Total sample n=7649

East n=2678

Central n=2539

West n=2346

Unclassified n=86

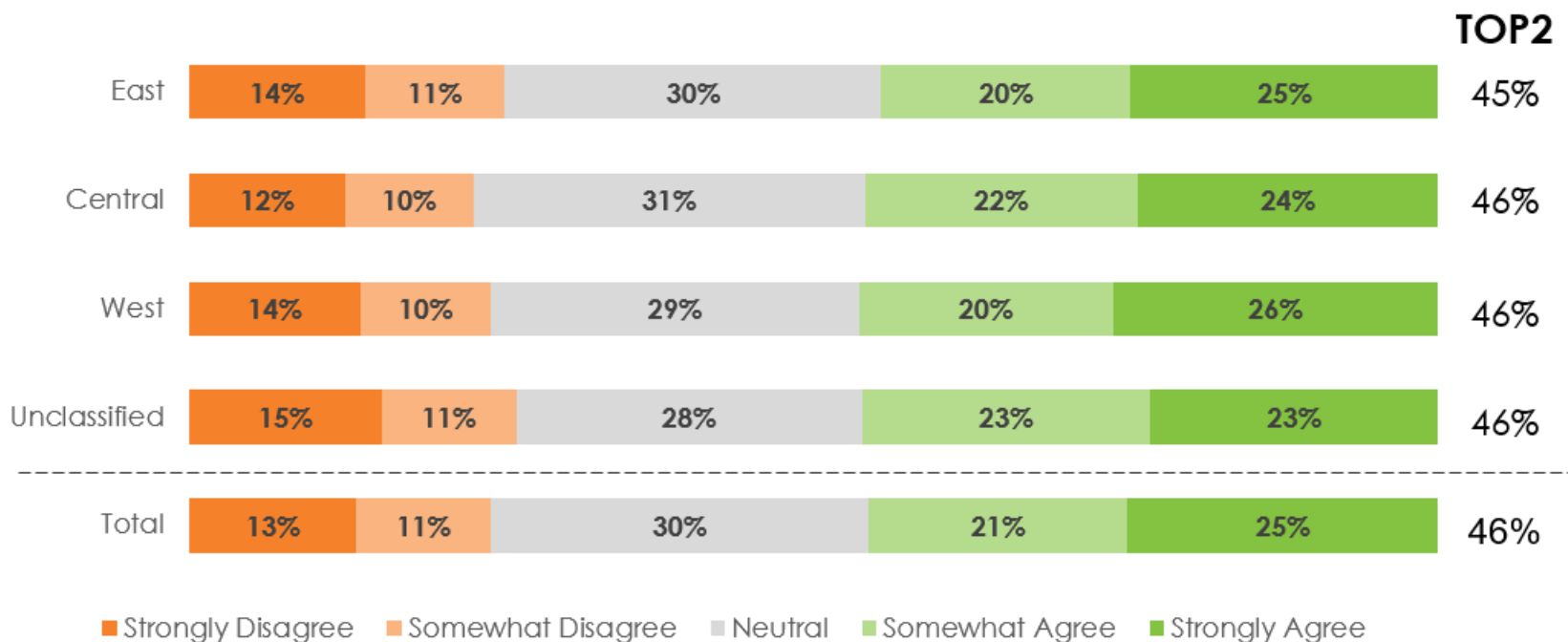


# Tenant Sentiment – Fair & Open Minded

- About half (TOP2: 46%) of tenants express their agreement with TCH's fairness and open-mindedness in the decisions they make.
- However, about 3 in 10 (30%) are unsure of what to say.

• **Younger tenants** are in more disagreement with the statement (BTM2: 16-29: 27%, 30-49: 27%) than older tenants (BTM2: 50-69: 21%, 70+:14%).

• Meanwhile, **men** (TOP2: 49%) agree more with the statement than women (TOP2: 46%).



How much do you agree or disagree with the following statement: Brings a fair and open mind to decision-making, without bias

Total sample n=7040

East n=2469

Central n=2332

West n=2174

Unclassified n=65



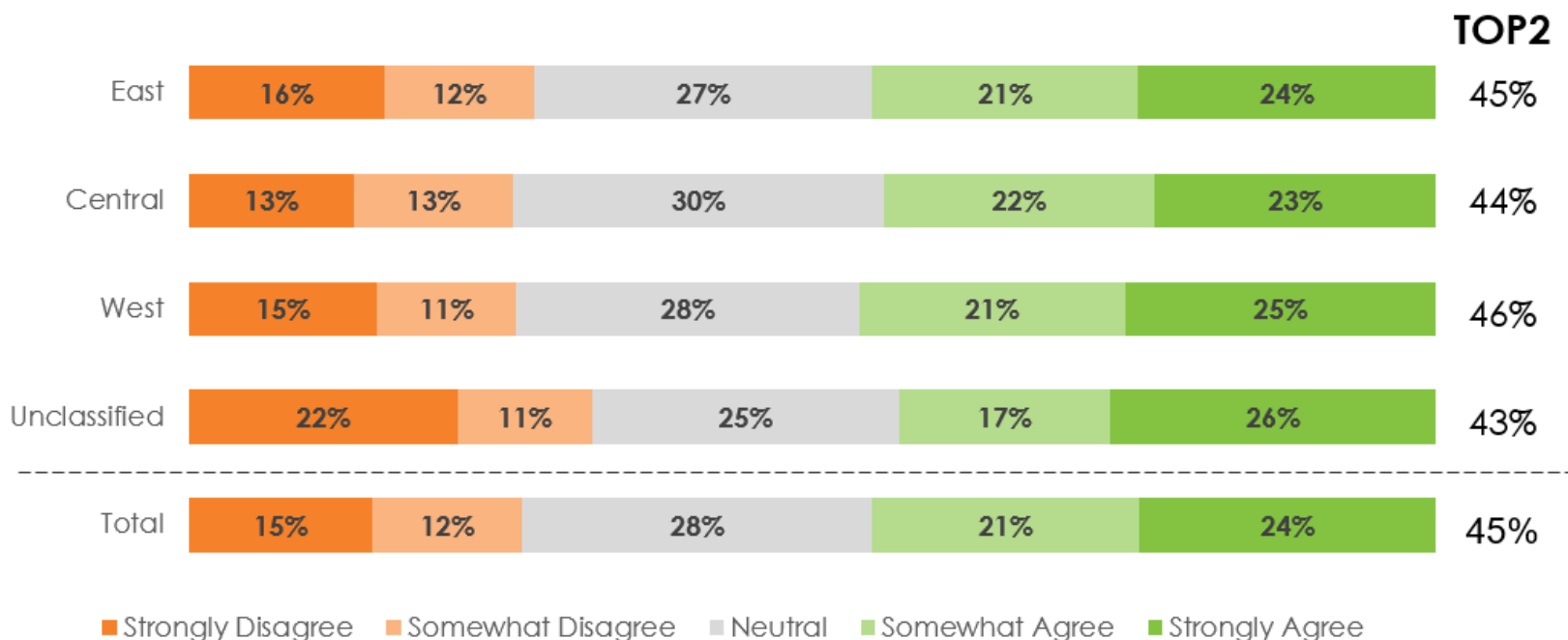
# Tenant Sentiment – Accountable

- Less than half (TOP2: 45%) of tenants mention that they agree with TCH's accountability in their work and decision-making.
- Responses are consistent across all regions.

• **Indigenous** (BTM2: 46%)\* and **white tenants** (BTM2: 29%) disagree more than other ethnicities on TCH's accountability (BTM2: all other groups <26%).

• The same can be observed with **women** (BTM2: 27%) compared to men (BTM2: 24%).

\*Please note that this group has a small base size.



How much do you agree or disagree with the following statement: Takes accountability in their work and decision-making

Total sample n=7222

East n=2544

Central n=2403

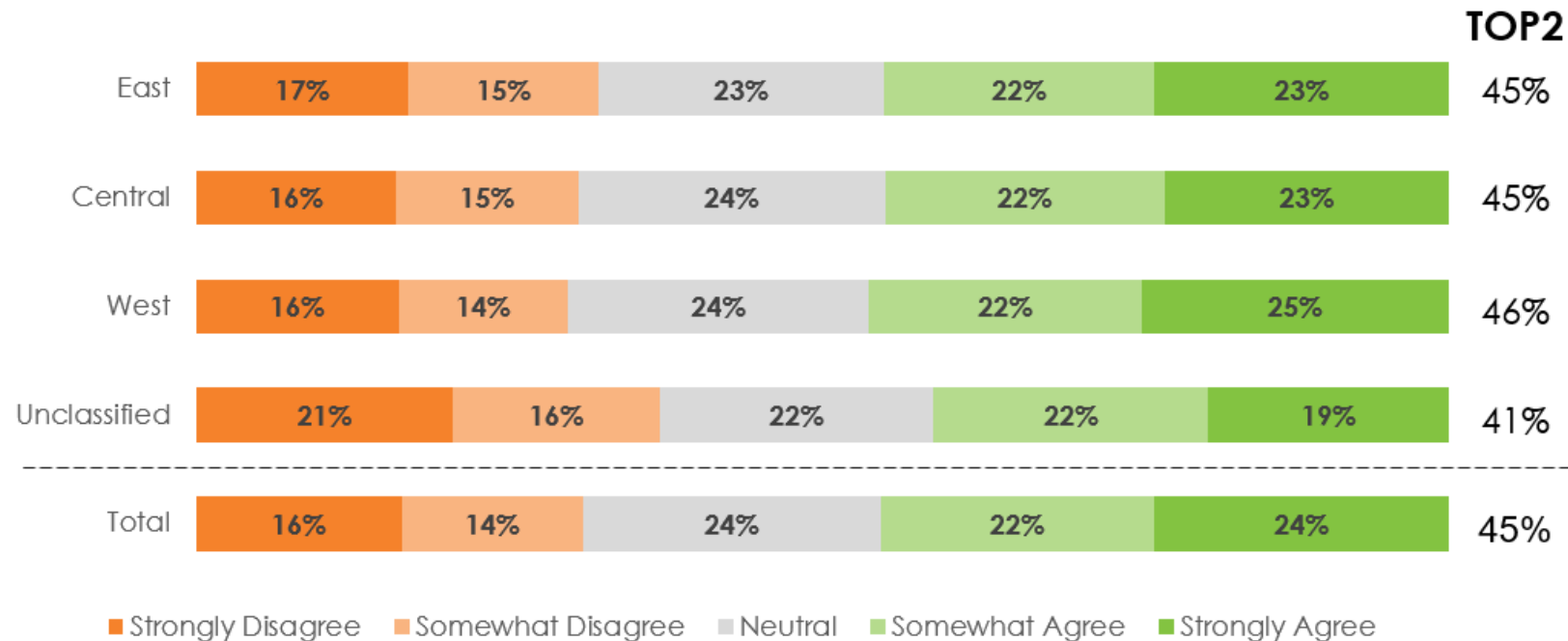
West n=2210

Unclassified n=65



# Tenant Sentiment – Searches for Solutions

- About half of tenants (TOP2: 45%) agree that TCH searches for solutions to problems and complaints.
- This score was slightly higher in tenants of the west region (TOP2: 46%).



How much do you agree or disagree with the following statement: Searches for solutions to problems and complaints

Total sample n=7391

East n=2610

Central n=2451

West n=2257

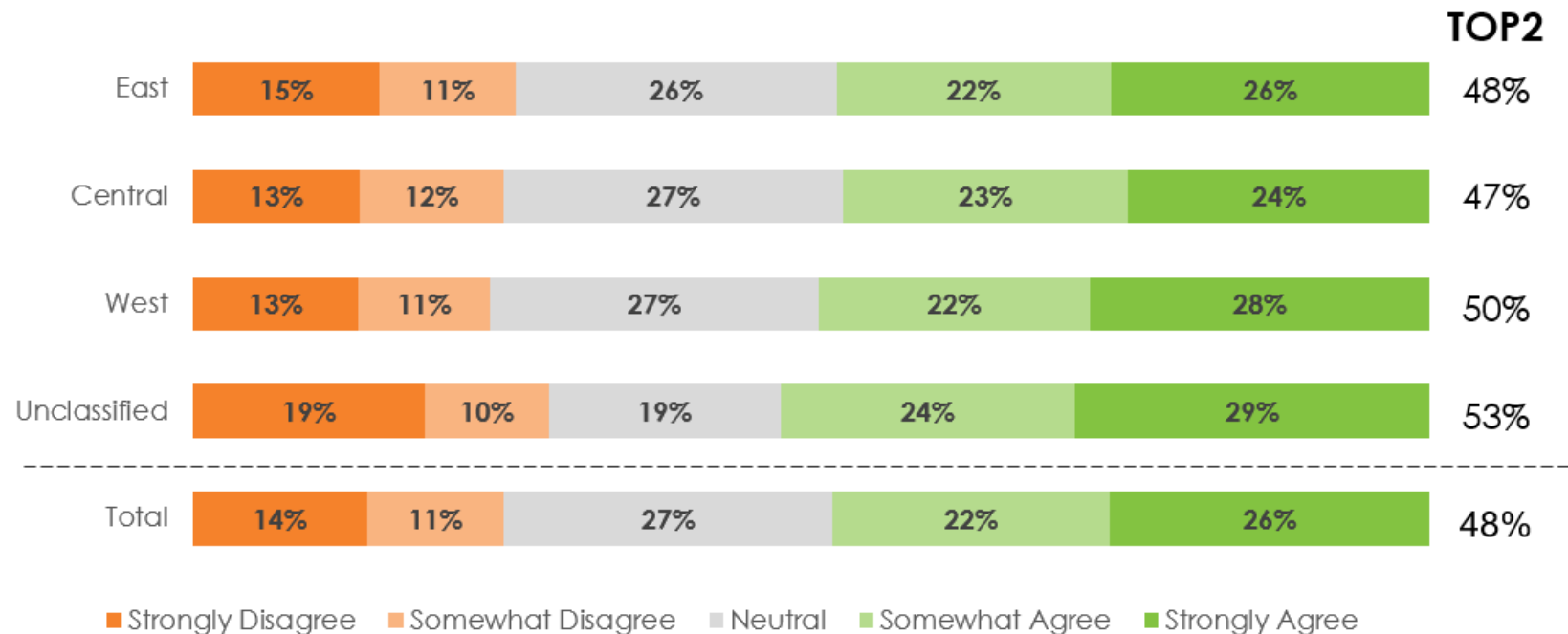
Unclassified n=73



# Tenant Sentiment – Proactive

- Nearly half of tenants (TOP2: 48%) agree that TCH proactively works to make good things happen in its communities.
- Tenants of the west (TOP2: 50%) agree with this statement more than east and central tenants.

Indigenous (TOP2: 38%) and white tenants (TOP2: 45%) agree less with the statement than all other ethnic groups (TOP2: all groups >50%).



How much do you agree or disagree with the following statement: Proactively works to make good things happen in its communities

Total sample n=7416

East n=2594

Central n=2469

West n=2273

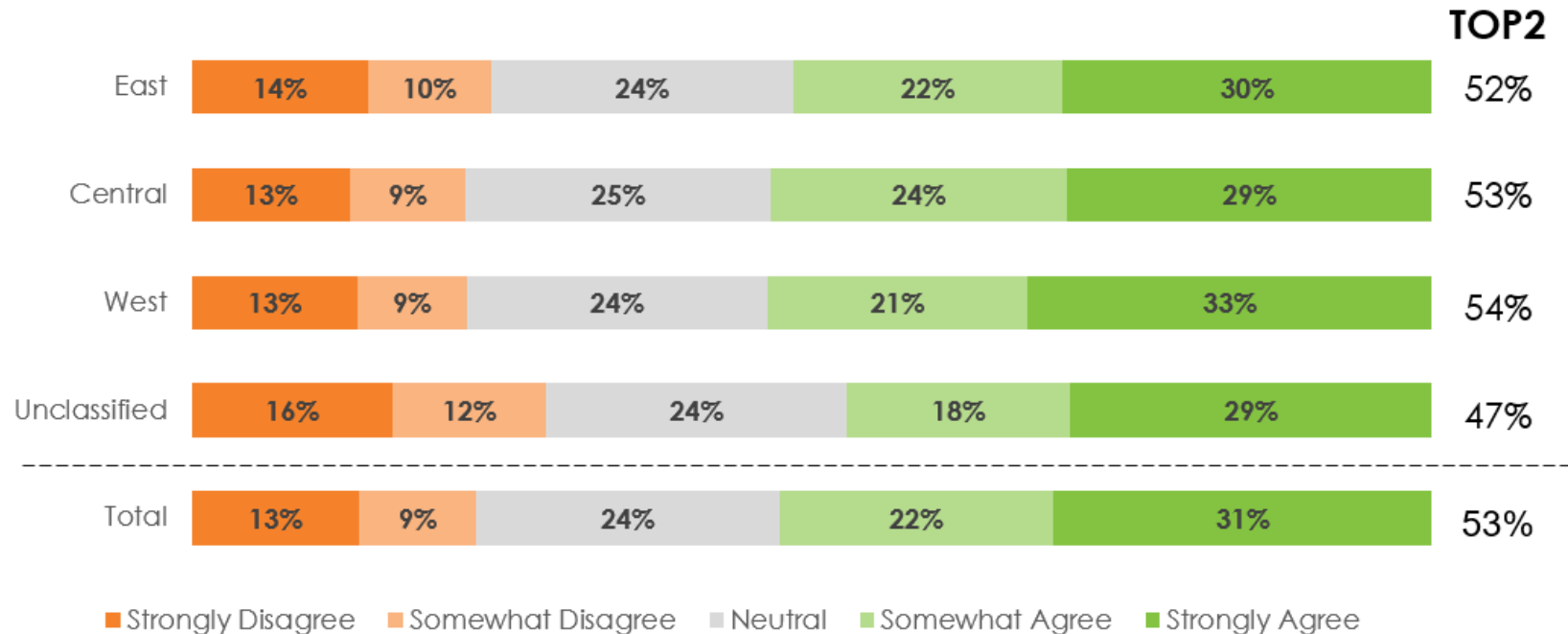
Unclassified n=80



# Tenant Sentiment – Sense of Belonging

- Over half (TOP2: 53%) of tenants agree that they have a strong sense of belonging in their TCH building or community.
- Tenants living in the west region (33%) strongly agree with this statement more than tenants of central (29%) and east regions (30%).

- All ethnic groups** (TOP2: all groups >55%) agree more with the statement than Indigenous (TOP2: 41%)\* and white tenants (TOP2: 49%).
- Senior tenants** aged 70+ (TOP2: 66%) agree more with having a sense of belonging than all other age groups (TOP2: 50-69: 59%, 30-49: 47%, 16-29: 37%).
- \*Please note that this group has a small base size.



How much do you agree or disagree with the following statement: I have a strong sense of belonging in my Toronto Community Housing building/community

Total sample n=7846

East n=2696

Central n=2614

West n=2375

Unclassified n=161



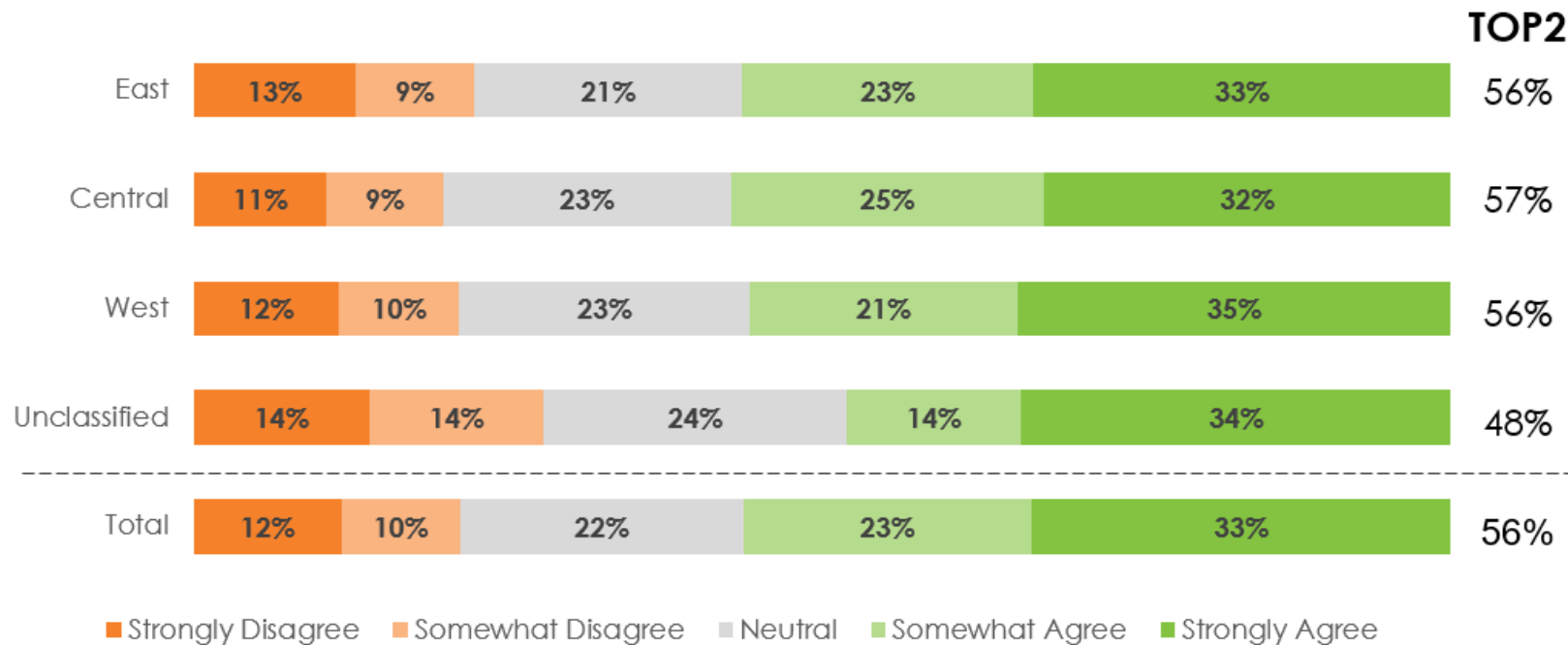


# Tenant Sentiment – Feel Welcome in Communal Spaces

- Nearly 3 in 5 (TOP2: 56%) tenants agree that they feel welcome in communal spaces.

• Those **aged 70+** (TOP2: 70%), **50-69** (TOP2: 61%) and **30-49** (TOP2: 52%) agree more that they feel welcome than those aged 16-29 (TOP2: 42%).

• **South Asian or Indo-Caribbean** (TOP2: 63%) and **Southeast Asian** tenants (TOP2: 64%) agree more than black tenants (TOP2: 59%), Indigenous (TOP2: 38%) and white tenants (TOP2: 55%).



How much do you agree or disagree with the following statement: I feel welcome in Toronto Community Housing offices and common spaces

Total sample n=7790

East n=2677

Central n=2594

West n=2361

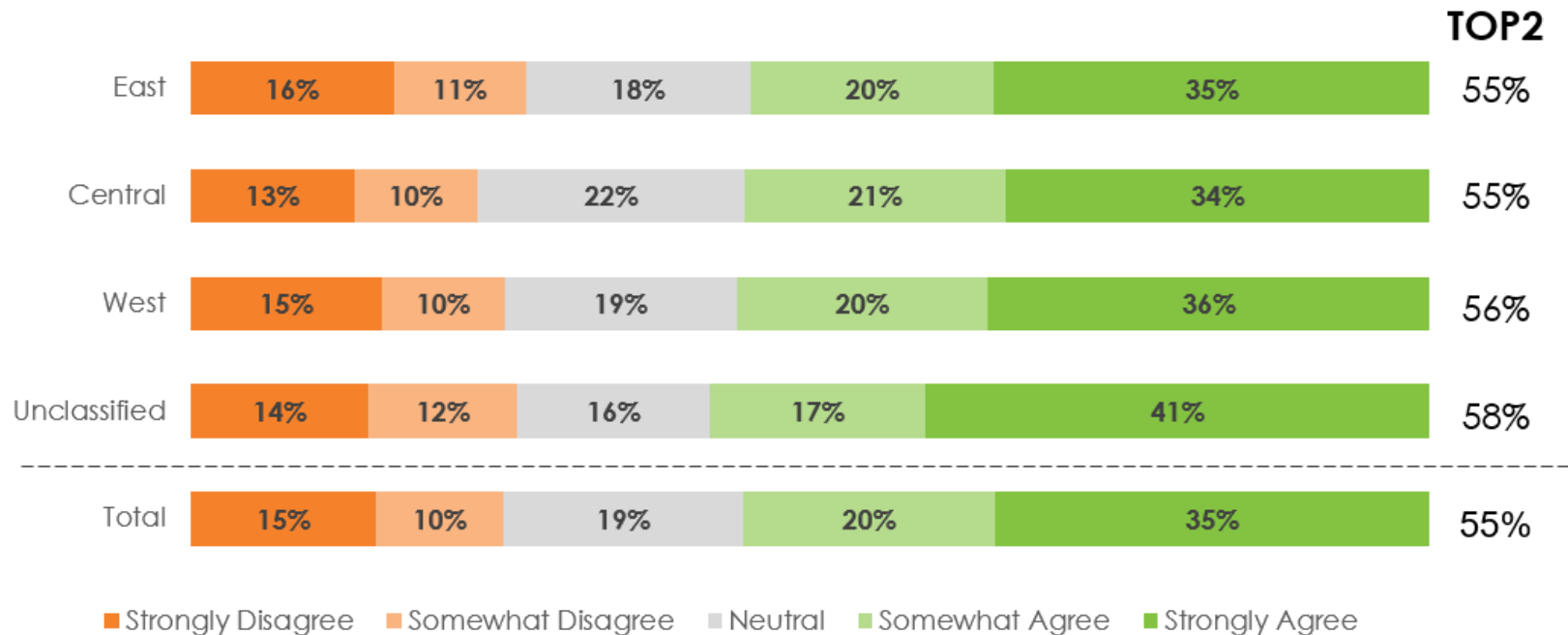
Unclassified n=158



# Tenant Sentiment – Pride in Community

- Just over half (TOP2: 55%) of tenants agree that they are proud to live in TCH building or community.

• **Younger tenants aged 16-29** are the least proud of all age groups. The same applies for **women** (BTM2: 26%) compared to men (BTM2: 22%).



How much do you agree or disagree with the following statement: I am proud to live in my Toronto Community Housing building/community

Total sample n=7963

East n=2747

Central n=2638

West n=2411

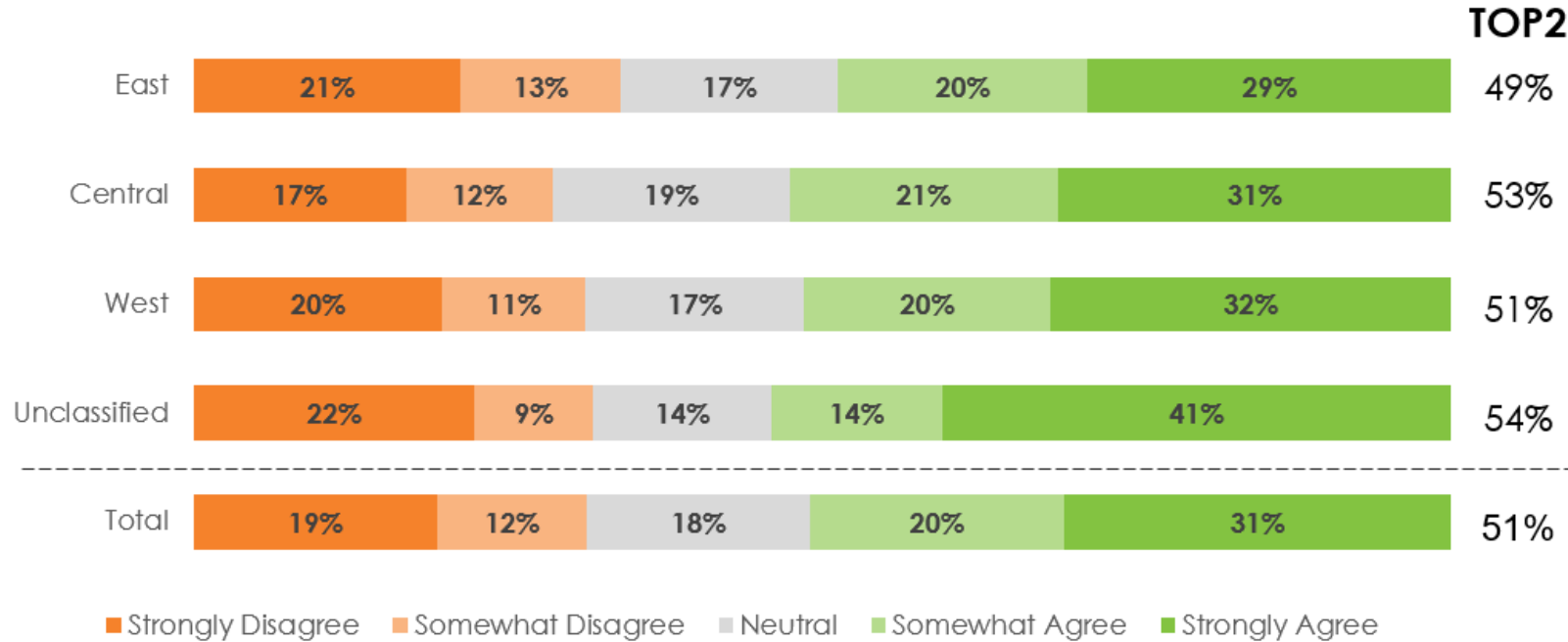
Unclassified n=167



# Tenant Sentiment – Pride in Home

- 5 in 10 (TOP2: 51%) tenants are proud to invite people to visit their homes, while 3 in 10 (BTM2: 31%) disagree that this is the case.

• **Senior tenants aged 70+** (TOP2: 63%) agree more with this statement than those aged 50-69 (TOP2: 56%), 30-49 (TOP2: 47%) and 16-29 (TOP2: 37%).



How much do you agree or disagree with the following statement: I am proud to invite people to visit me in my home

Total sample n=7786

East n=2681

Central n=2590

West n=2367

Unclassified n=148

