



2021 TCHC Tenant Survey

Item 6

March 29, 2022

Tenant Services Committee

Report: TSC:2022-20

To: Tenant Services Committee (“TSC”)

From: VP, Strategic Planning and Communications

Date: March 7, 2022

PURPOSE:

The purpose of this report is to provide the TSC with the results of the 2021 Tenant Survey for Toronto Community Housing Corporation (“TCHC”).

RECOMMENDATIONS:

It is recommended that the TSC receive this report for information.

REASONS FOR RECOMMENDATIONS:

The 2021 Tenant Survey Report (Attachment 1) has been drafted to provide an understanding of tenants’ experiences living in TCHC buildings, and their perception of the customer service they receive in key service areas.

BACKGROUND:

TCHC’s Tenant Survey is a vital data collection tool used to assist TCHC in measuring the effectiveness of its operational and service models. The feedback received identifies what works well and areas where our tenants are less satisfied, as well as helping identify issues which are most important to them so they can be prioritized for future action.

In the past, the TCHC tenant survey was quite lengthy, had limited translation options, and was not always relevant to measuring customer service/tenant experience. While the tool did collect meaningful data, the sample size was relatively small, which meant the results were not always statistically significant.

With this in mind, a large scale survey redesign project was undertaken by TCHC in 2020/2021, with a narrowed focus of customer service and the tenant experience. The survey was also designed to probe on key environmental factors such as digital connectivity as a contributor to satisfaction. The 2021 survey was shorter than in previous years, and used more accessible language to make the process easier for tenants.

The survey was mailed out to all households in the Family portfolio to ensure that all tenants had the most opportunity possible to participate, and online and phone options were made available for anyone who prefers them or requires them due to a disability or language barrier.

The survey results have been compiled, and a 22% response rate from all households in the Family portfolio (8,852 responses total) was achieved which is well in line with industry standards for this types of survey (5 – 30%). For reference, the total responses received in 2018 amounted to 5% of all households (2,718 responses total). The total survey response in 2021 was more than 3x the response in 2018, and the larger sample will provide statistical significance even with more nuanced analysis. The demographic profile of the respondents appears to much more closely approximate the TCHC tenant population, which makes the results much more reliable.

In 2018, only 5% of survey responses were completed online. In 2021, there was a focused effort on increasing digital engagement, including the use of social media promotion, and text message survey invites. The 2021 survey saw 45% of all responses completed online (a year-over-year increase of 40%).

The 2021 Tenant Survey laid the groundwork for measuring current strategic priorities year-over-year, and included questions regarding

internet connectivity, the impacts of restructuring, and matters of interest to the CABR Strategy. In addition, the survey garnered strong demographic data enabling the ability to analyze the data in ways not previously possible. Further analysis will be completed in 2022 to better understand satisfaction and performance trends seen in the survey, and results will be shared with operations teams to guide their areas of focus going forward. The 2021 survey will serve as a benchmark for TCHC's new operational model and provides a better understanding of who our tenants are and what is important to them.

SIGNATURE:

"Paula Knight"

Paula Knight
VP, Strategic Planning and Communications

ATTACHMENT:

1. 2021 Tenant Survey Report

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Item 6 – 2021 TCHC Tenant Survey Report
TSC Public Meeting –March 29, 2022
Report#: TSC:2022-20 **Attachment 1**

Tenant Satisfaction Survey

Toronto Community Housing

January 2022



Toronto
Community
Housing



Background

Toronto Community Housing

- Largest social housing provider in Canada serving over 110,000 residents in Toronto
- In 2020, Toronto Community Housing (TCH) went under a restructuring plan to better serve their tenants
 - Also implemented a Culture Model

Overall Goals

- Increase tenant engagement
- Improve survey for length and clarity
- Maximize response rate
- 20% response rate from tenant sample list
- Deliver actionable insights and inform strategic planning

Research Objectives

Measure tenant satisfaction and find ways to better understand their tenants

Access TCH's current performance relative to the results of past surveys (where possible)

Accurately measure the demographic make-up of tenants to inform program service delivery



Research Methodology

Quantitative Survey

The survey assessed tenant satisfaction with a focus on:

- Communication evaluation
 - Customer service (Client Care Centre, local staff, Community Safety Unit)
 - Annual Rent Review
 - Annual Unit Inspection
 - Satisfaction with cleanliness/maintenance
 - Satisfaction with security/safety
 - Satisfaction with additional support services
 - Involvement of the community
 - Impressions of Toronto Community Housing
 - Sentiment towards being a TCH member
 - demographics
- A paper version of the survey was sent to all TCH tenants
 - Each address was given a unique access code to fill out the survey
 - Survey completions were obtained through:
 - Option for phone completes (none were used)
 - Paper completes through mail (n=4857)
 - Online completes (n=3995)
 - SMS (n=2895)
 - Online link (n=1100)



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

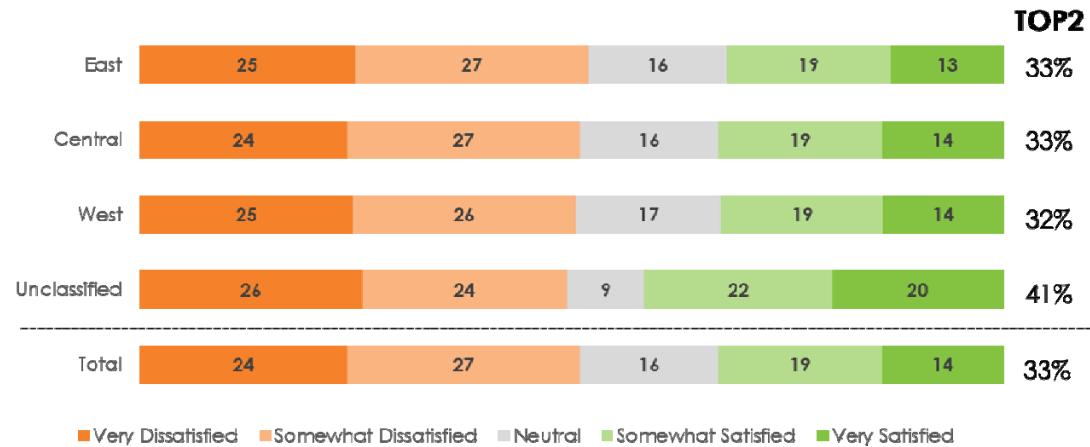
October 11th – November 12th, 2021

Interpreting This Report

- Where applicable, mentions of TOP2 reference the collected top two positive responses. For example, a TOP2 grouping referred to as “aware” may be the combined result of “very aware” and “somewhat aware”.
- Due to rounding, numbers presented throughout this report may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 groupings.
- The footnote in each page indicates the related question from the survey questionnaire, the sample sizes of the related data, and the sample framework used in the analysis.
- Throughout the report significant differences between groups have been called out in text boxes along side charts. An example is shown below:

• **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.





Key Findings

Executive Summary & Recommendations





Executive Summary

Overall satisfaction with Toronto Community Housing is low (TOP2:33%). When asked about specific areas within TCH, the following key measures are opportunities for growth and improvement:

- Connecting tenants with support services (TOP2:37%).
- Involving tenants in the decision-making process (TOP2:37%).
- TCH's current programming and services offered (TOP2:37%).
- *(Slide 10-17)*

Tenants aren't actively recommending TCH as a good place to live (NPS:-17), working to improve overall satisfaction and support offered will increase promotion of TCH by residents. *(Slide 18)*

Tenants feel that TCH's communications could be improved and reaching out to tenants through additional communication channels is a welcomed change. *(Slide 20-22)*

- 31% of tenants are satisfied with TCH's communications with them, and 23% are unsure of what to say. Text/email messages are welcomed by 58% of tenants.
 - TCH should consider including communications about how tenants can be more involved in the decision-making process and support services.

Majority of tenants (68%) have access to reliable internet in their residence, however 20% do not primarily due to issues in pricing or connectivity. *(Slide 24-25)*

- ONLINE LINK - 47% of tenants that do not have reliable access to internet say the internet is too costly, while 39% mention the internet speed being too slow.
- SMS – 53% of tenants that do not have reliable access to internet say the internet is too costly, while 41% mention the internet speed being too slow.



Executive Summary

The Client Care Centre and local staff have the highest customer service scores, although there is still room for growth. (Slide 27-31)

- 45% are satisfied with the Community Safety Unit.
- 47% are satisfied with access to one-on-one support.
- 53% are satisfied with TCH's response time to concerns.
- 55% are satisfied with Client Care Centre and local staff.

Most tenants found the process of completing the annual evaluations/reviews easy and stated that they received adequate notice beforehand. (Slide 33-34)

- 63% of tenants say the Annual Rent Review was easy to complete, 62% find it easy to navigate. 55% rate the experience as positive overall.
- 75% say the proper notice was given for the Annual Unit Inspection. 72% find the process easy and non disruptive, 68% rate the experience as positive overall.

Tenants do not have overly negative perceptions of TCH but there is room for improvement. (Slide 36-45)

Opportunities for improvement:

- Being accountable (45% agree).
- Searching for solutions (45% agree).
- Being open-minded (46% agree).



Detailed Findings

In-depth analysis of results





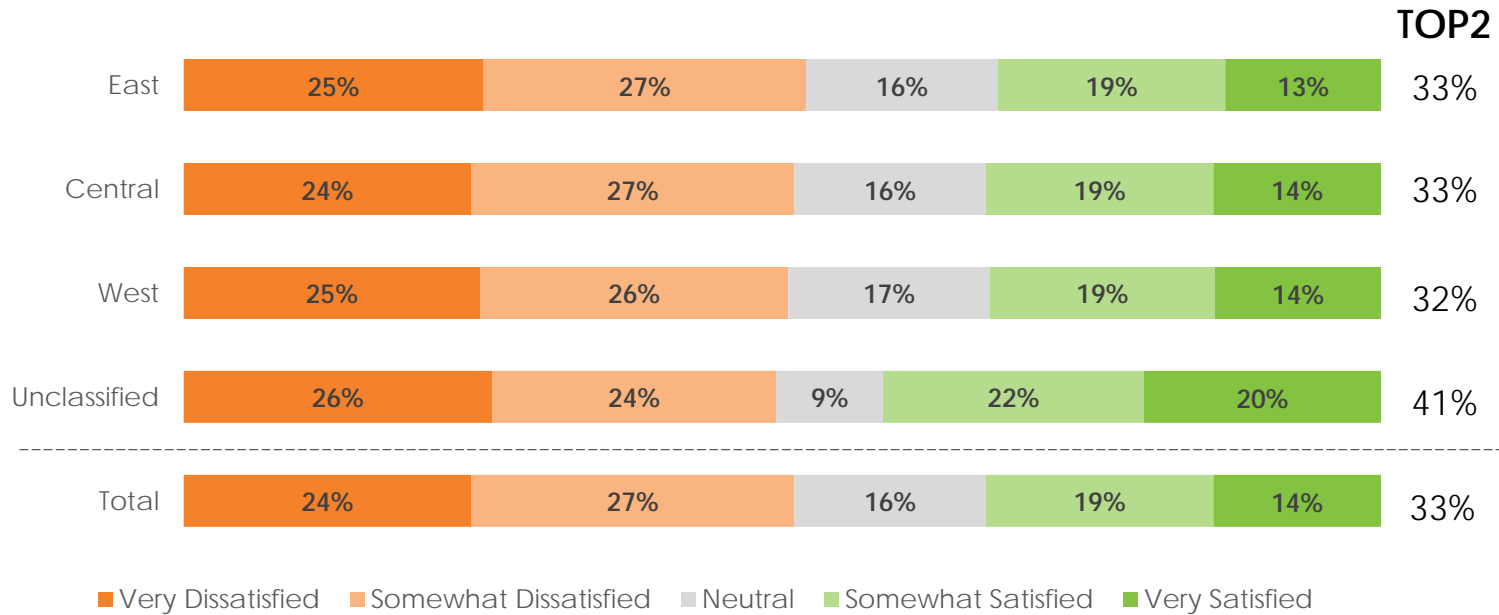
Tenant Satisfaction

Satisfaction Levels and Net Promoter Score



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%).



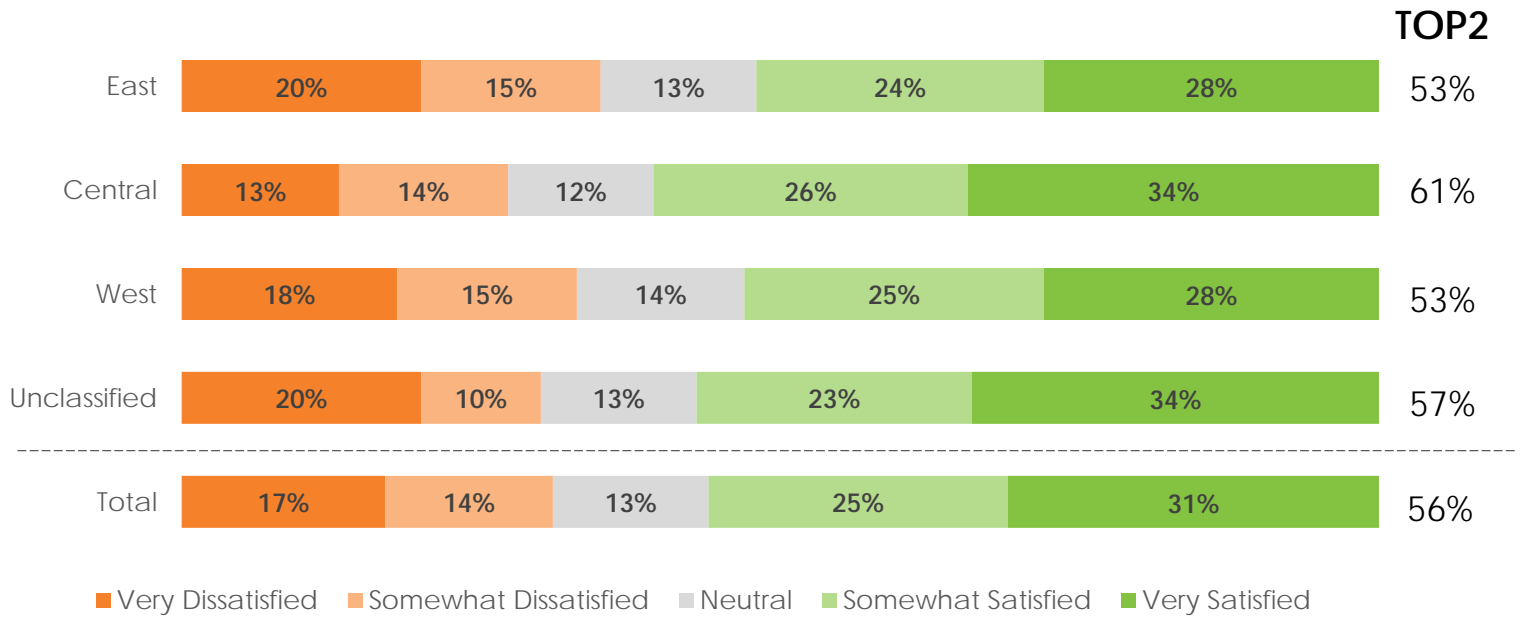
As a tenant, how satisfied or dissatisfied are you with Toronto Community Housing overall?
 Total sample n=8242
 East n=2881
 Central n=2778
 West n=2537
 Unclassified n: 46

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

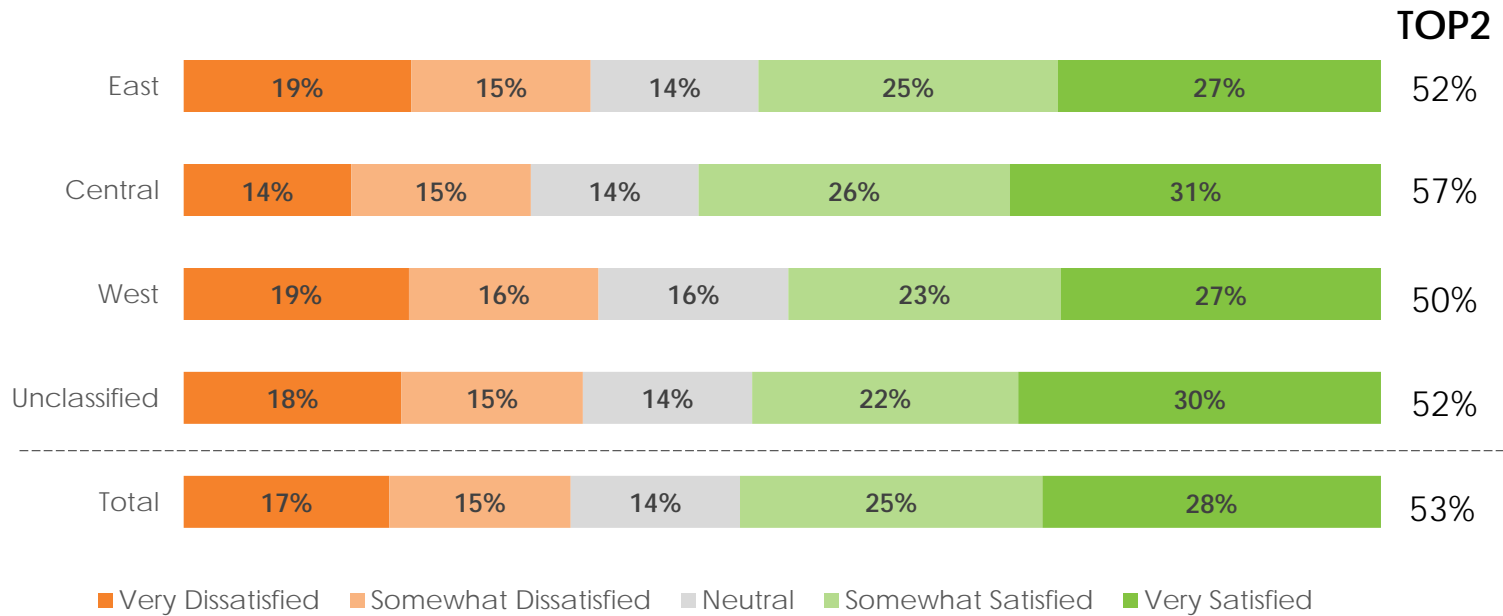




Satisfaction Building/Unit Maintenance

- 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



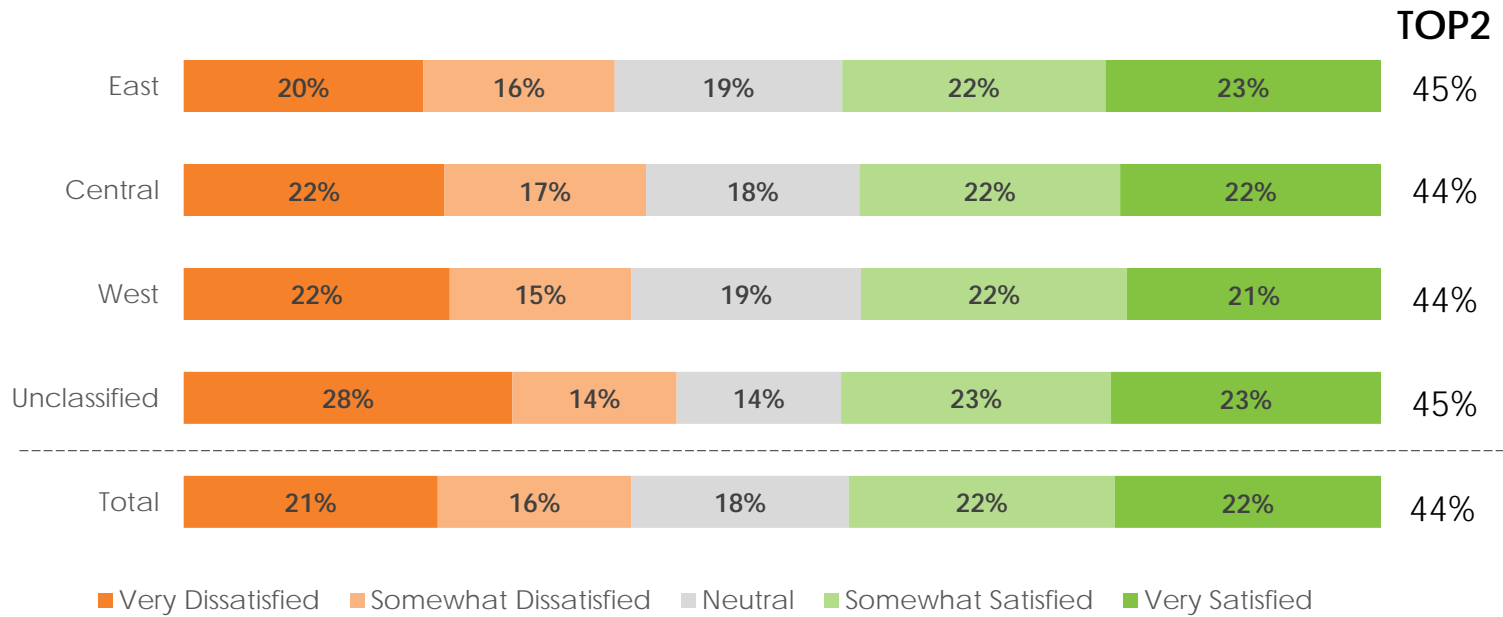


Satisfaction Community Safety Levels

- 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, **First Nations** 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



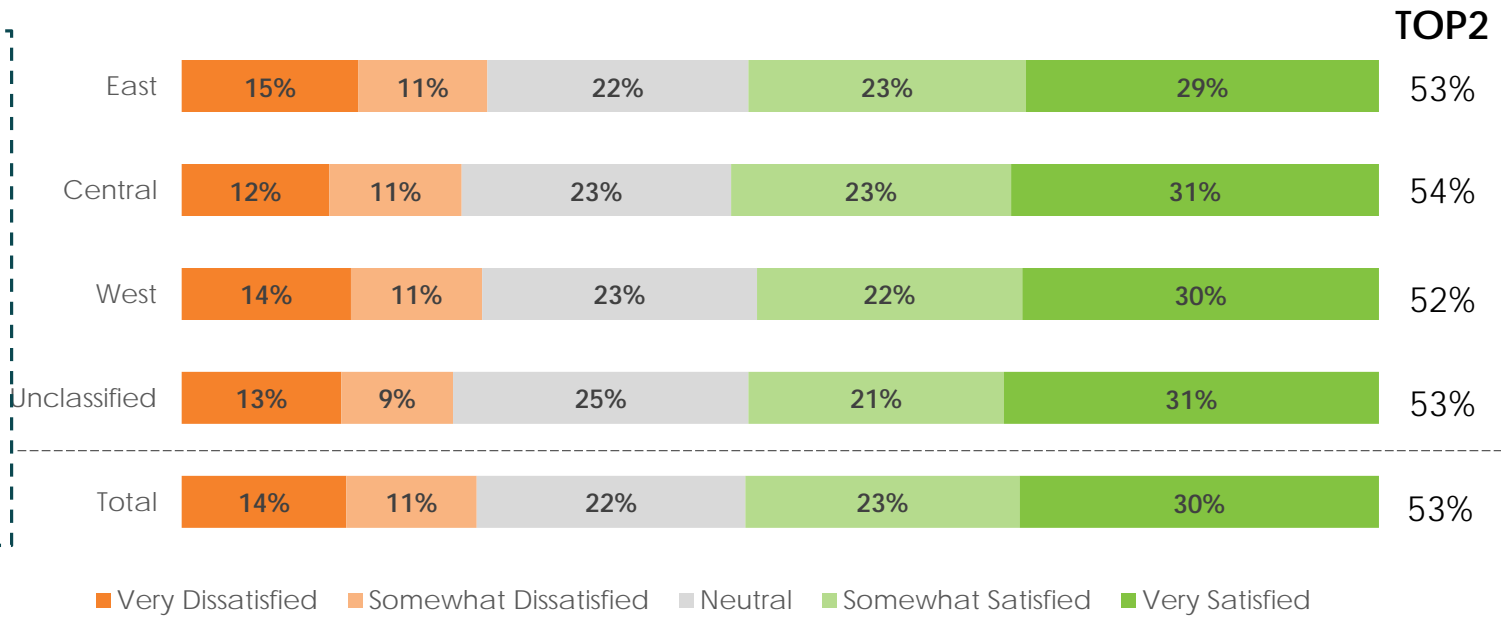


Satisfaction Support to Maintain Tenancy

- 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

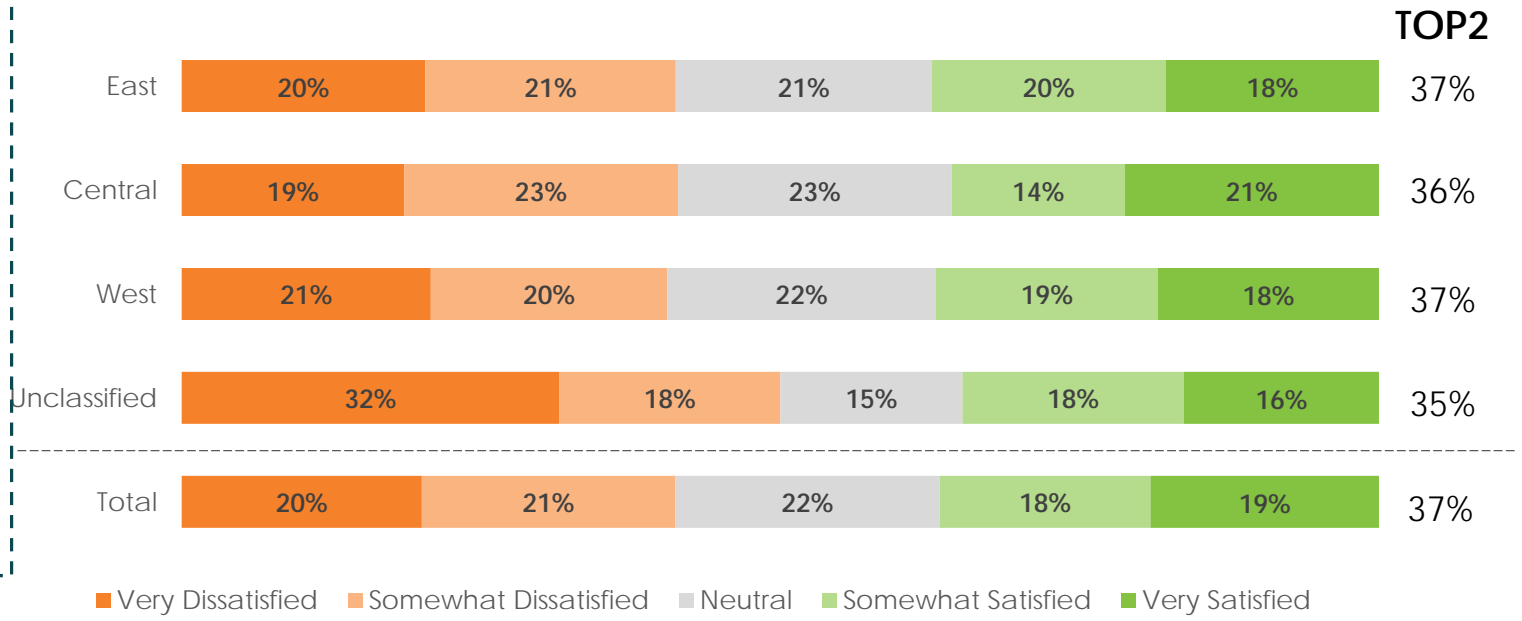


Satisfaction Connecting Tenants to Support Services

- 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%).

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



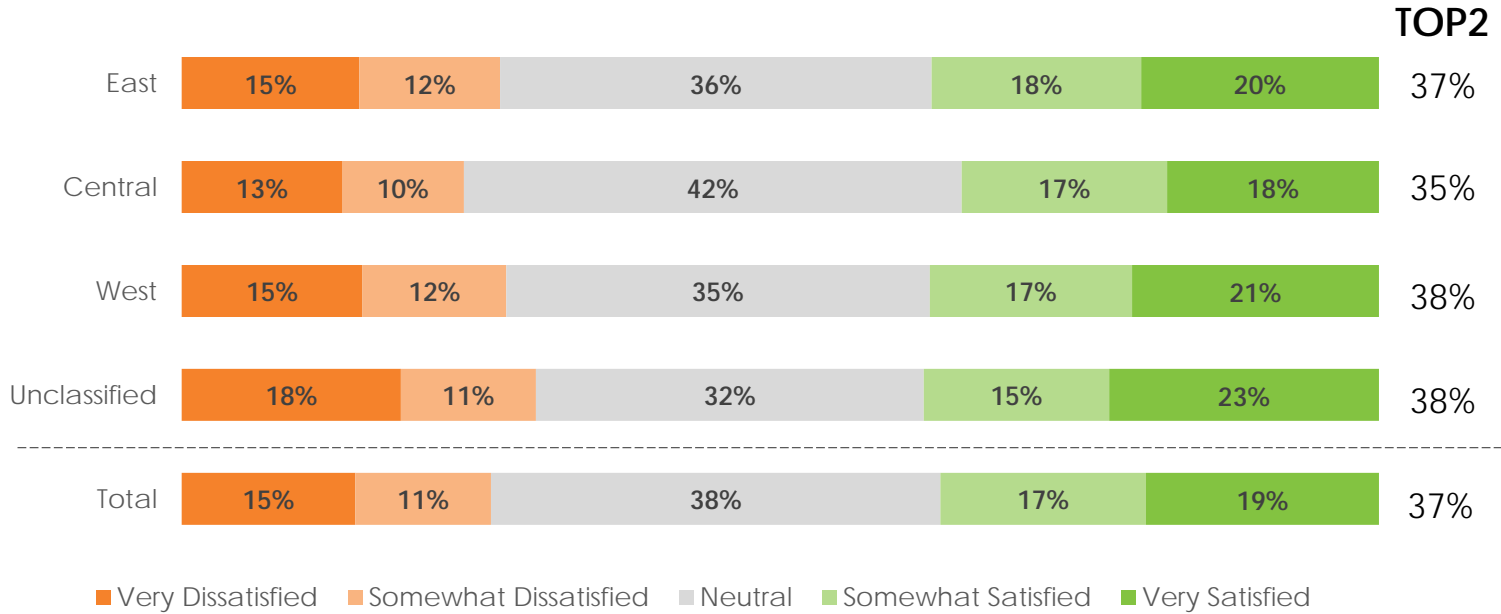
How satisfied or dissatisfied are you overall with: Toronto Community Housing connecting tenants to support services
 Total sample n= 7417
 East n=2644
 Central n=2379
 West n=2302
 Unclassified n=92



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



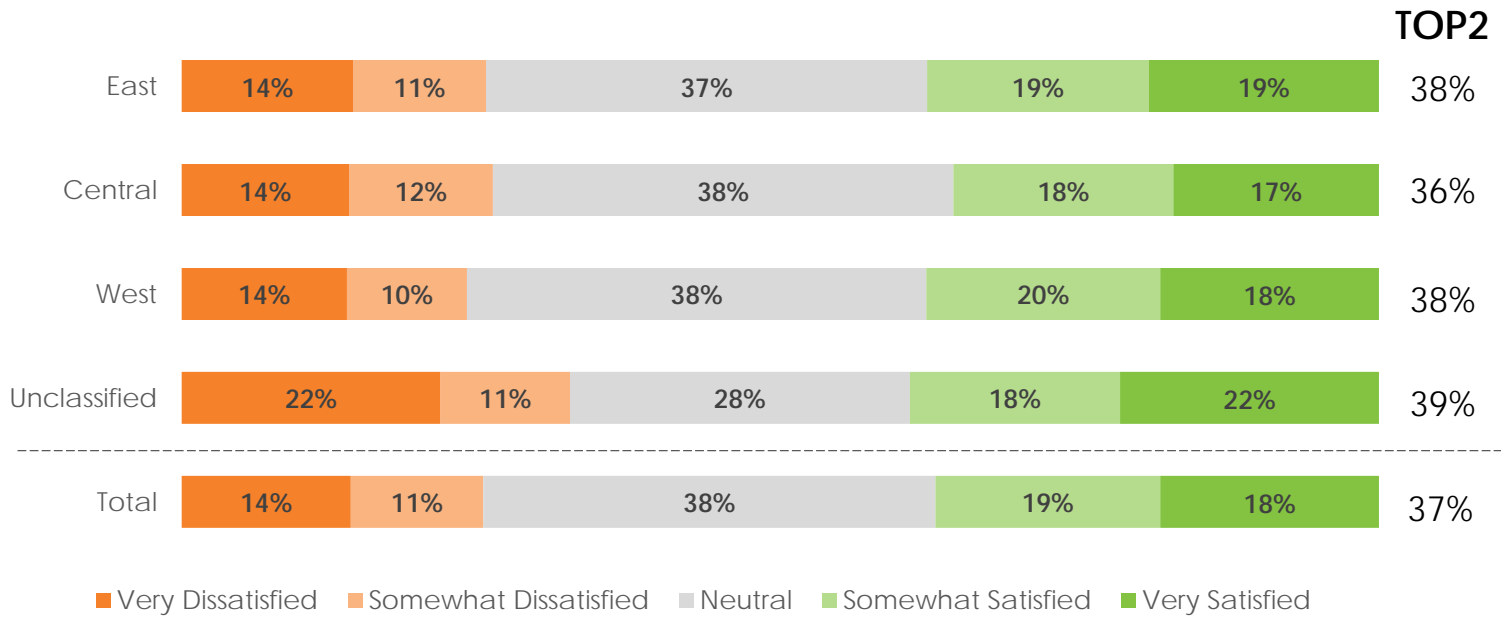
Satisfaction Participation in Decision-Making

- 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 **First Nations** (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

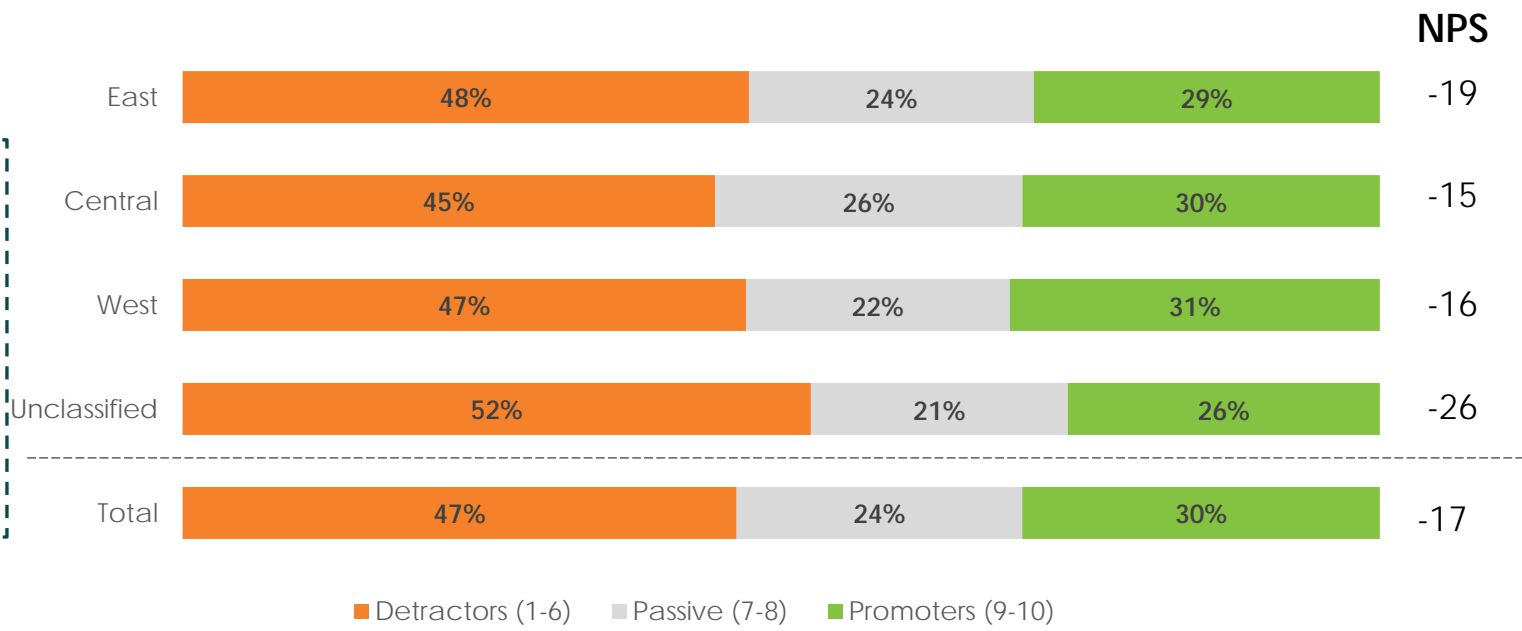
Total sample n= 6955
 East n=2424
 Central n=2312
 West n=2145
 Unclassified n=74

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 First Nations (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)

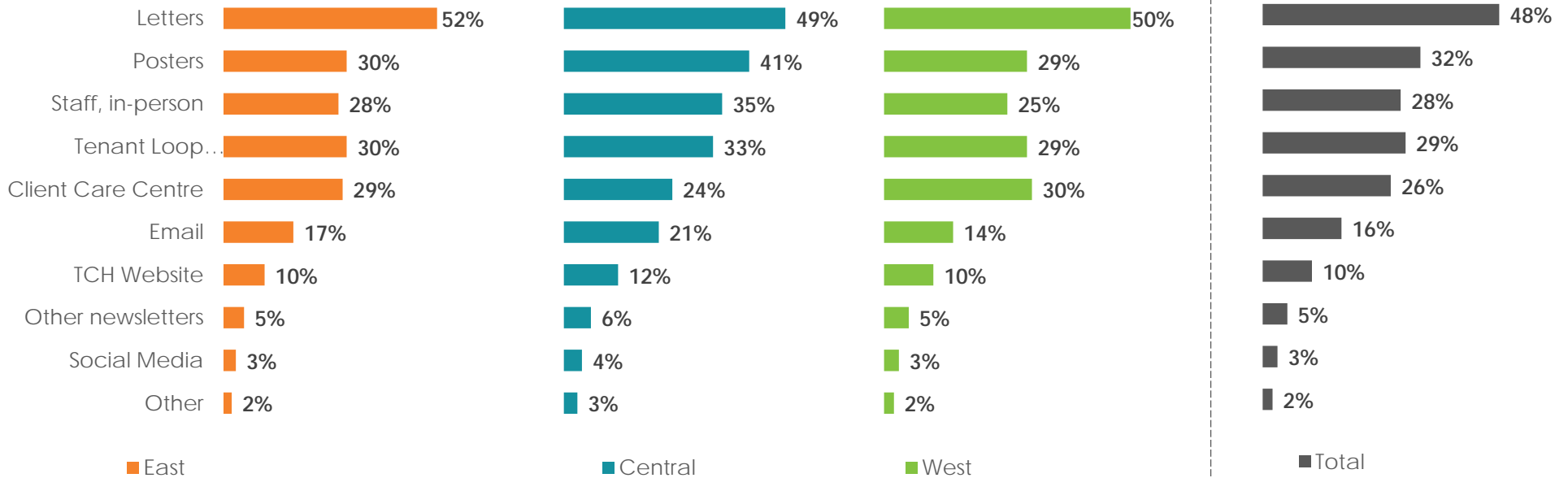
How likely are you to recommend Toronto Community Housing as a good place to live? With 1 being not likely and 10 being very likely. Please select your response below.
 Total sample n=8087
 East n=2829
 Central n=2711
 West n=2505
 Unclassified n=42

Communication Evaluation

Preferred methods & Satisfaction

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

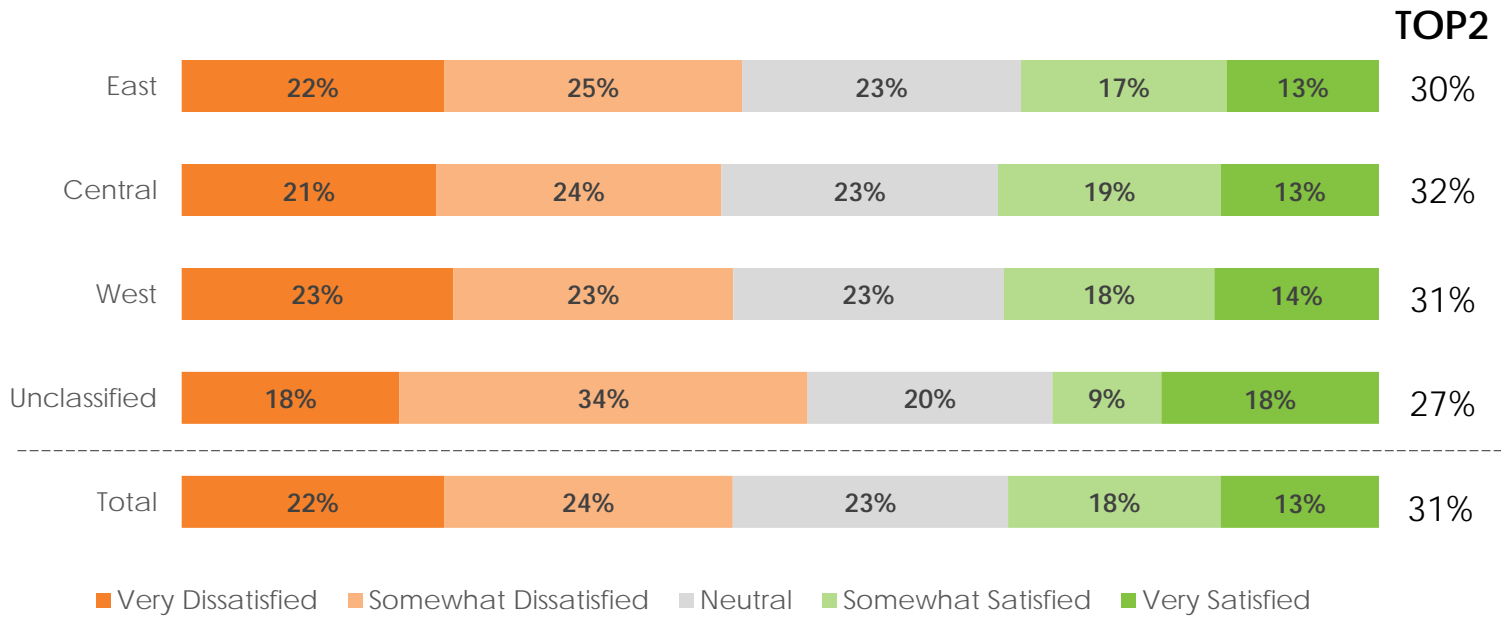
West n=2607

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%).

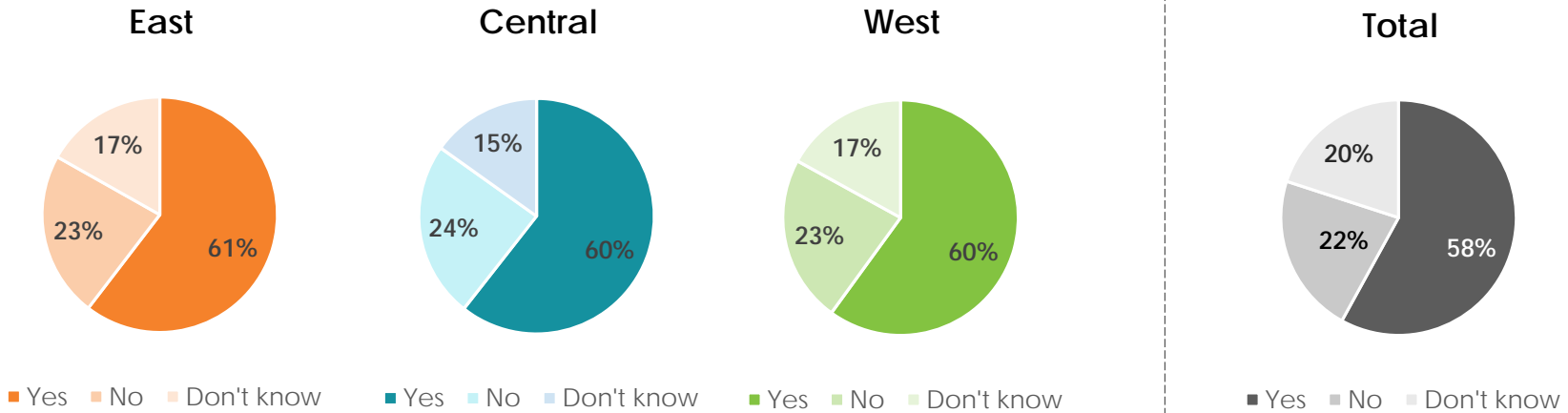


How satisfied or dissatisfied are you overall with Toronto Community Housing communications to tenants?
 Total sample n=8326
 East n=2916
 Central n=2800
 West n=2566
 Unclassified=44



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



Internet Access

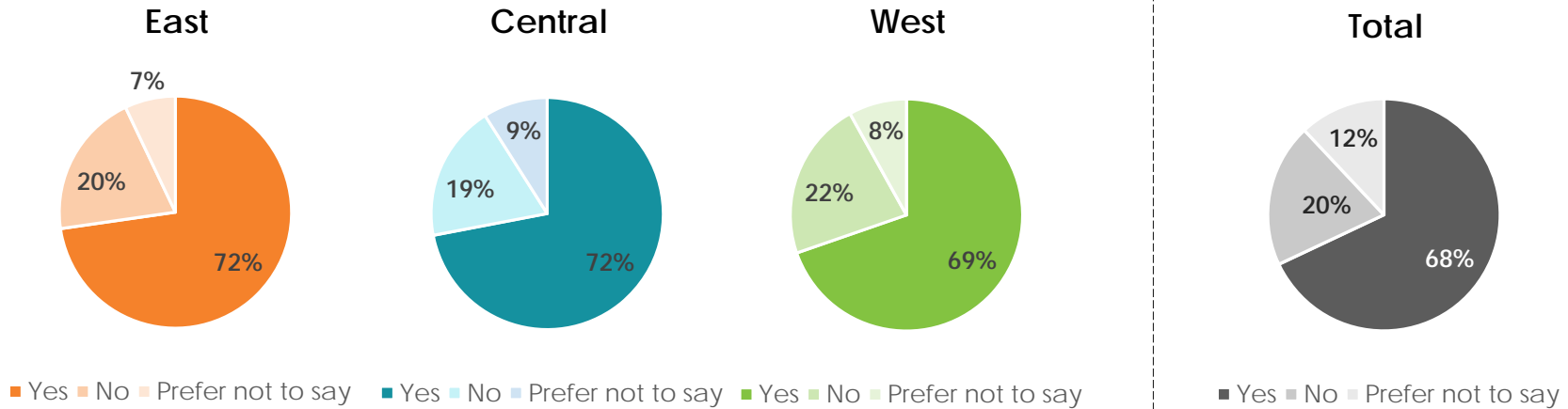
Access & Barriers to Access





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%).



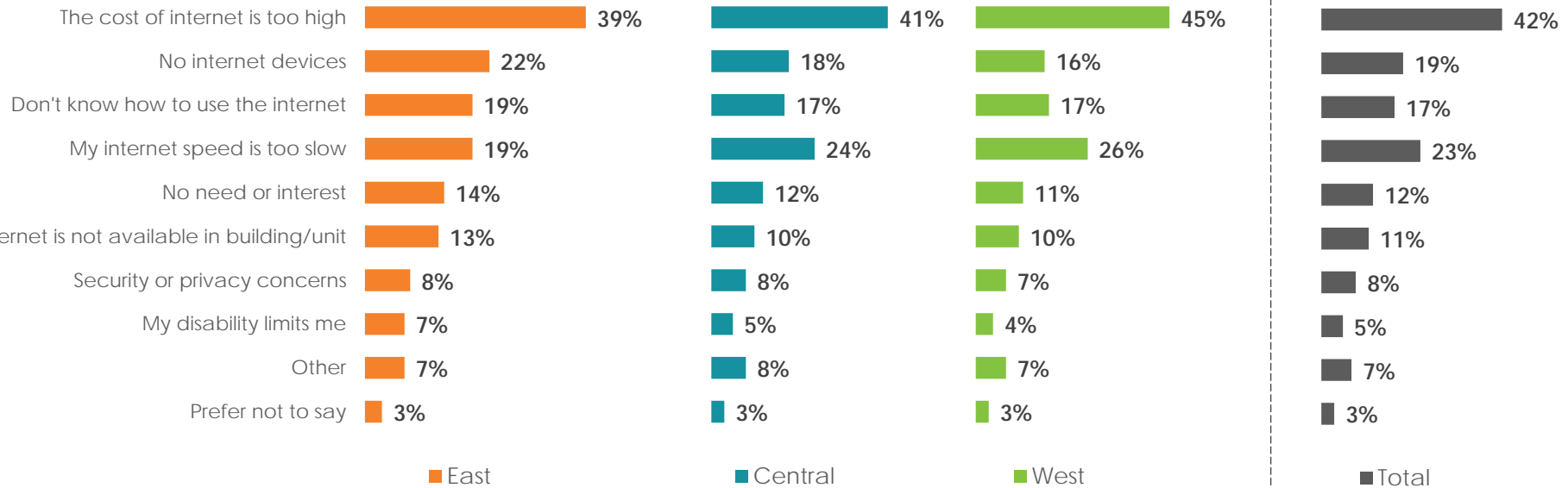
Do you have reliable access to internet in your Toronto Community Housing unit?
 Total sample n=6026
 East n=2135
 Central n=2039
 West n=1804



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

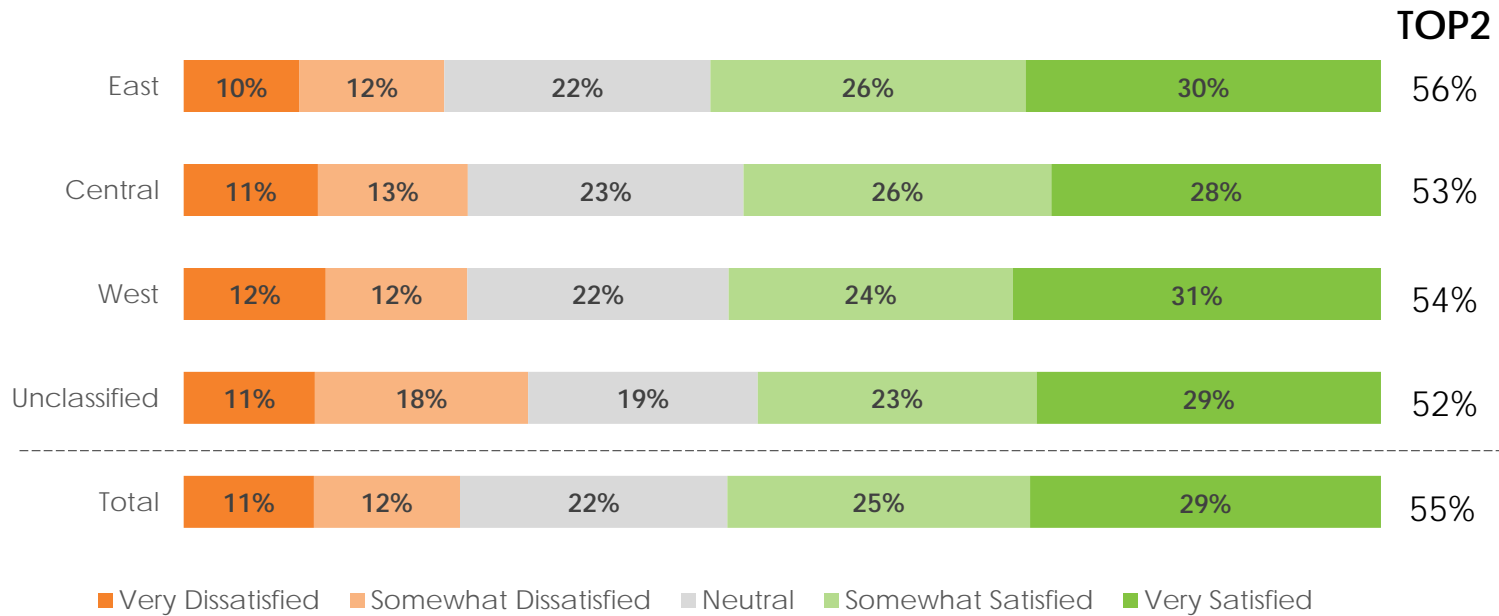
Satisfaction Levels & Evaluation





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

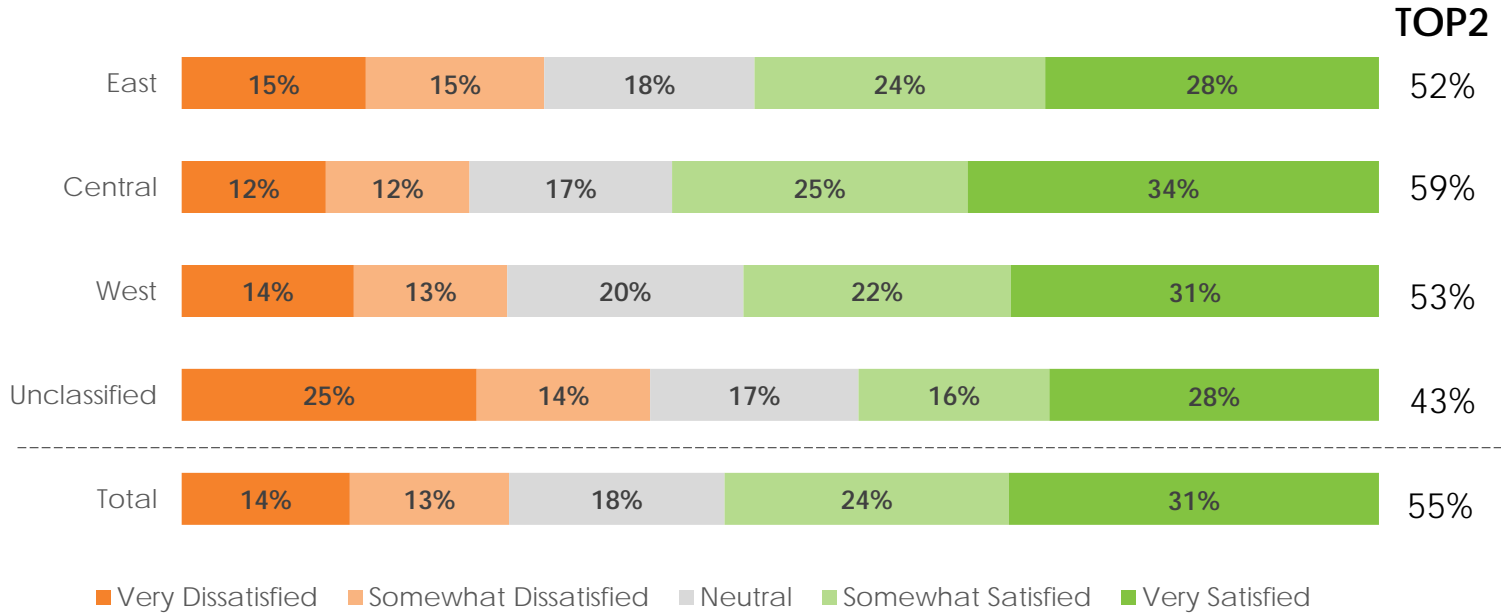
Unclassified n=73

Customer Service Satisfaction Local Staff

- Just over half (TOP2: 55%) of all tenants are satisfied with the costumer 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 First Nations 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

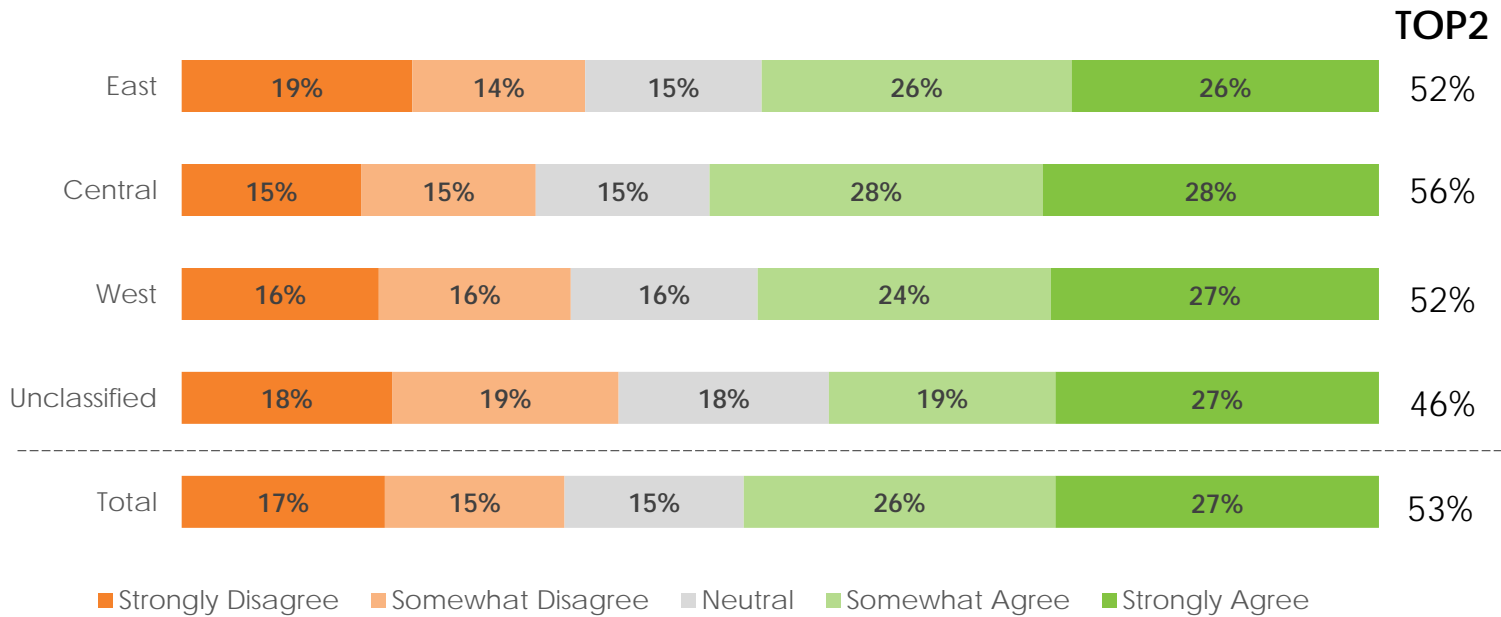


Customer Service TCH Staff Response Time

- 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

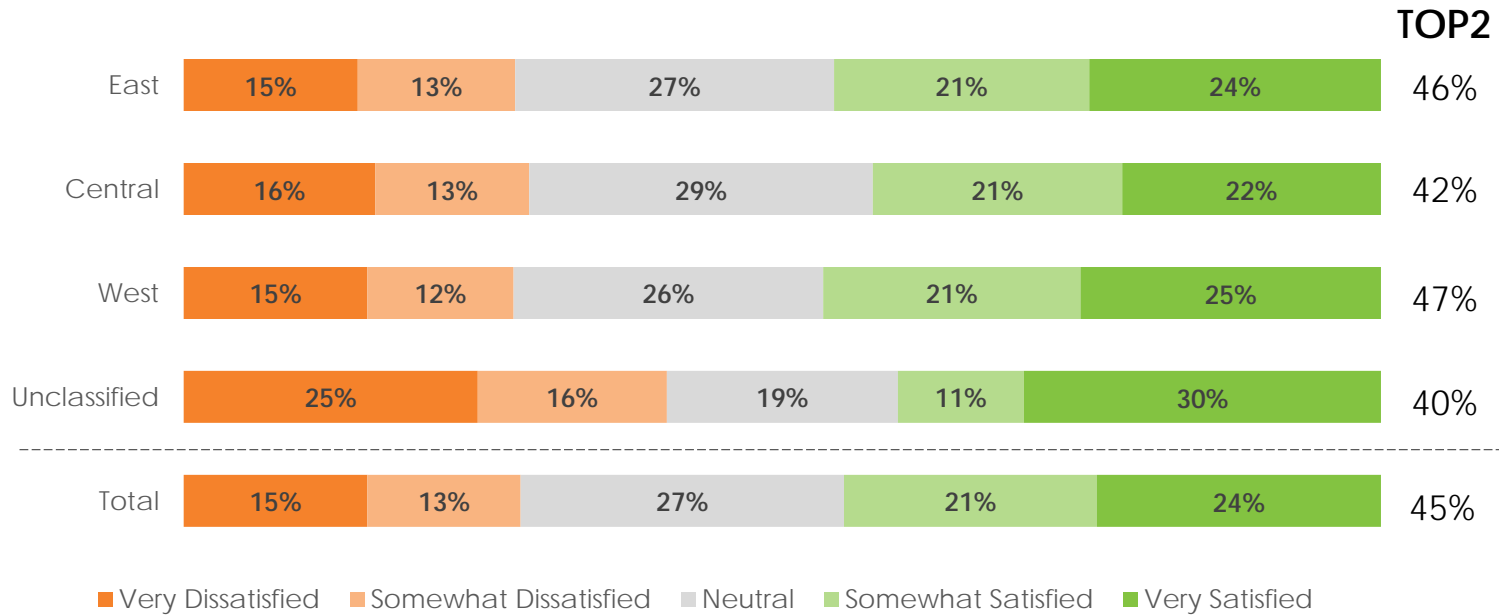




Customer Service Satisfaction Community Safety Unit

- 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%).

• **First Nations** 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

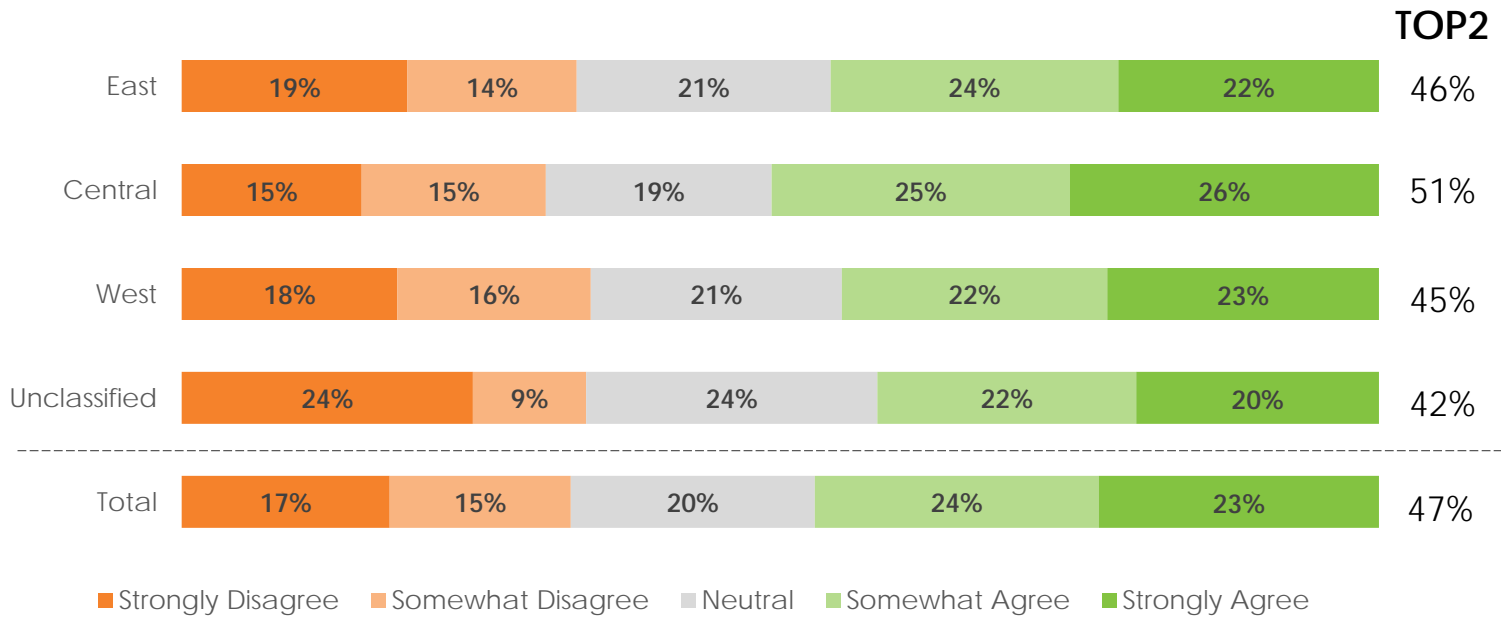




Customer Service Access to Support

- 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 **First Nations** express the most dissatisfaction (BTM2: 51%, all other groups <34%)



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

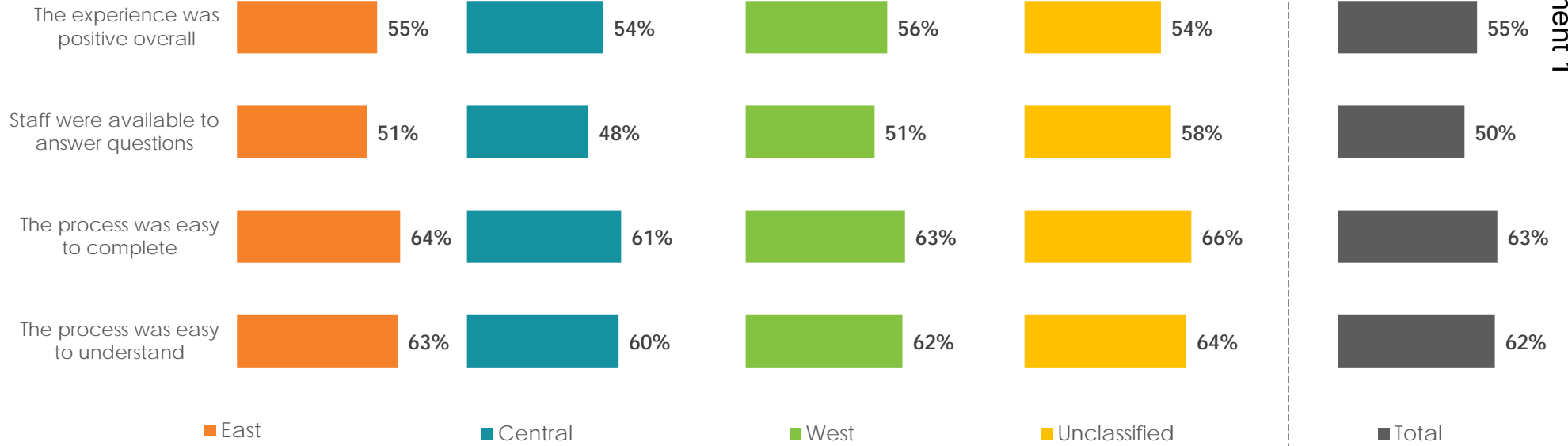


Tenant Touch Point Evaluation

Annual Rent Review & Annual Unit Inspection

Annual Rent Review Evaluation (TOP2)

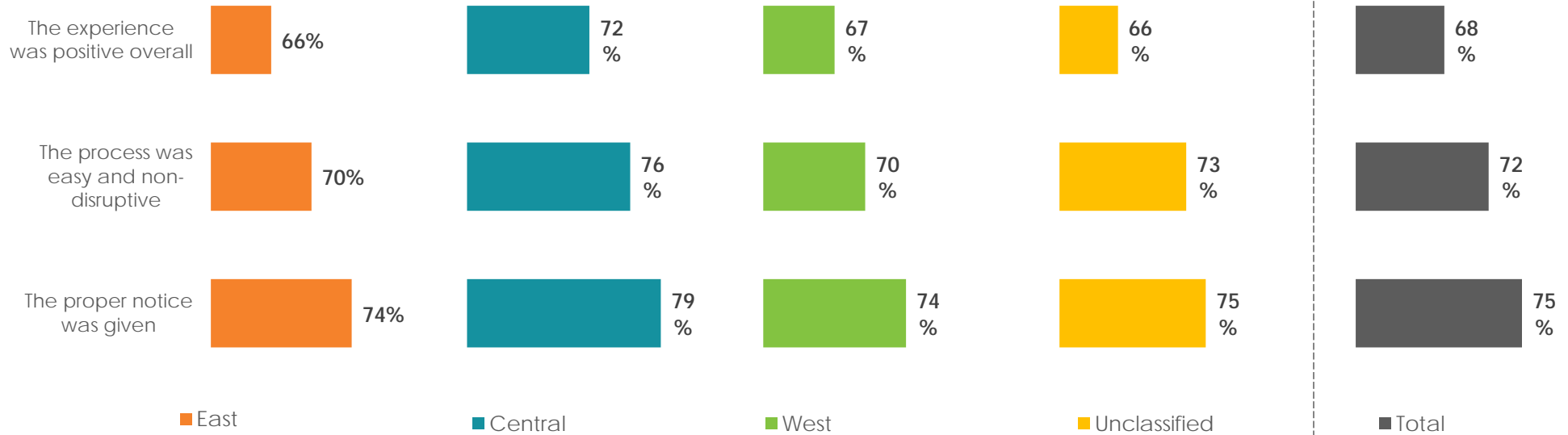
- 3 in 5 tenants agree that the process was easy to complete (TOP2: 63%) and easy to understand (TOP2: 62%).
- Meanwhile, about half of tenants agree that the experience was positive (TOP2: 55%) and that the staff were readily available for assistance (TOP2: 50%).



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 (TOP2)

- 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

Sentiment towards Toronto Community Housing



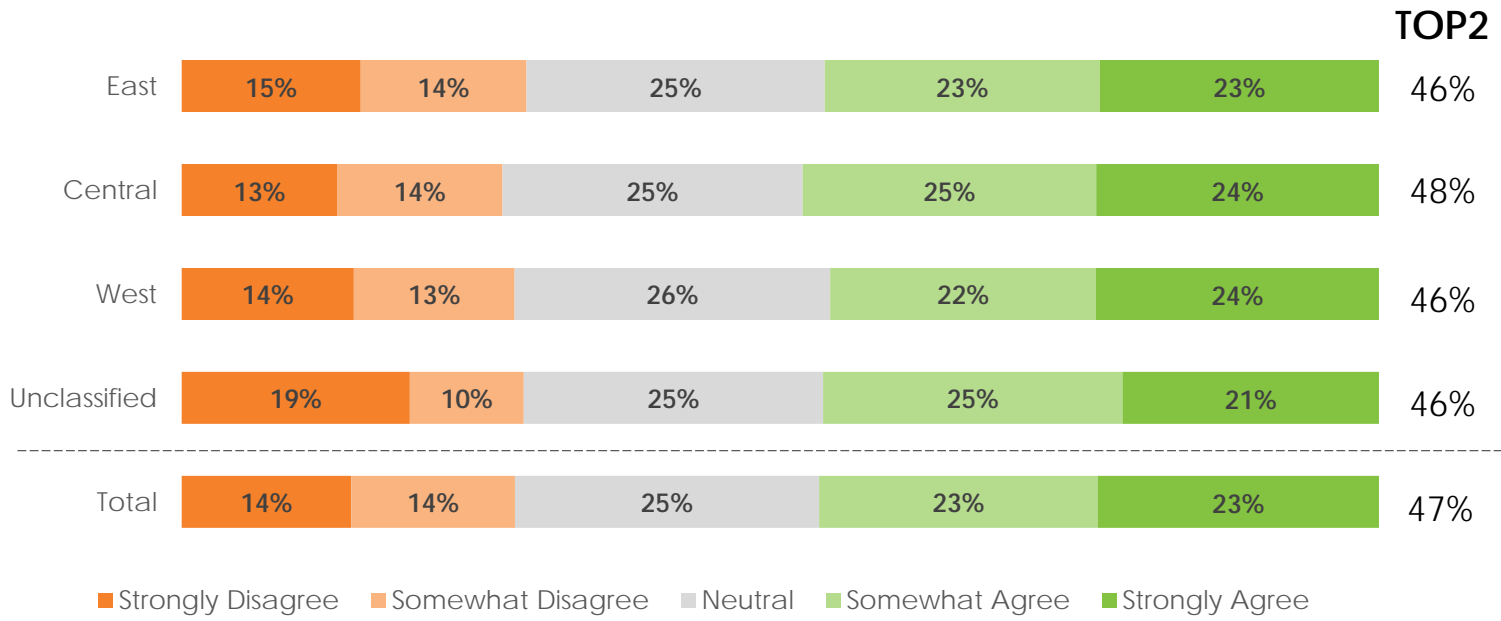
Tenant Sentiment Works Collaboratively

- 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 First Nations (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.



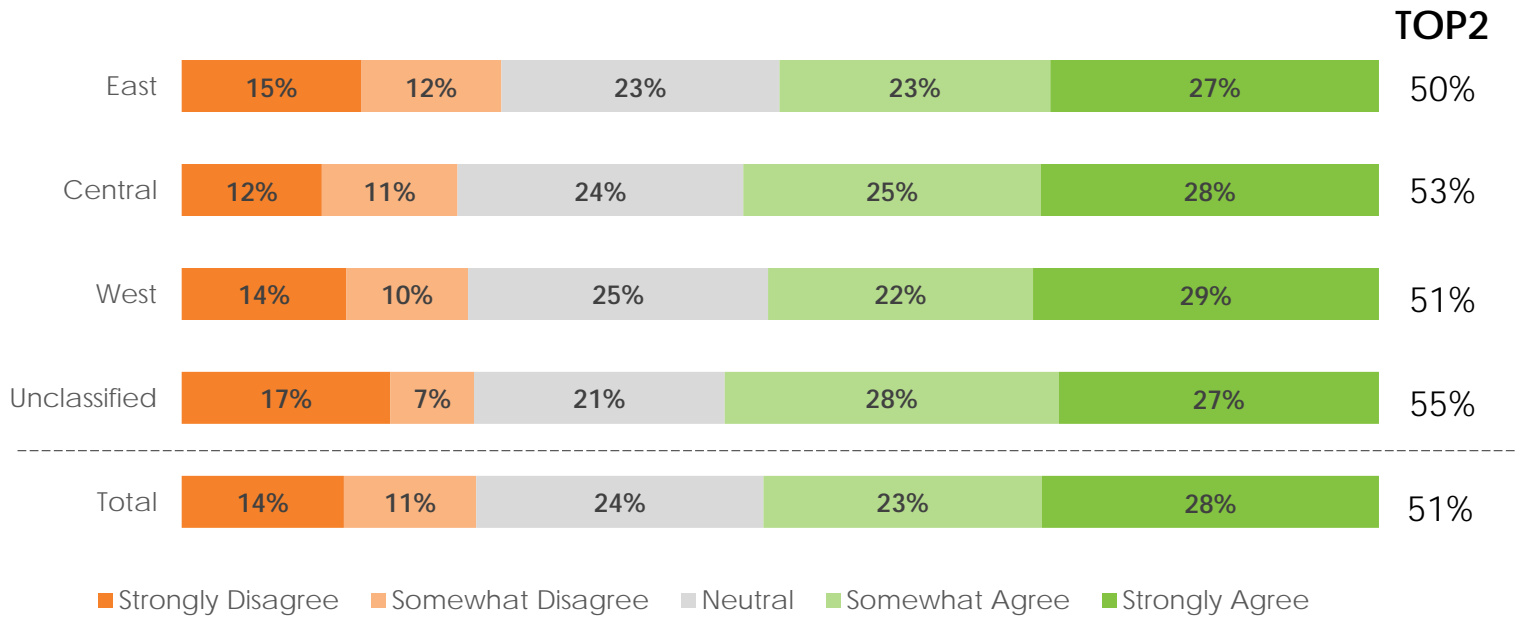
How much do you agree or disagree with the following statement: Works collaboratively with staff and tenants to produce the best possible results
 Total sample n=7597
 East n=2663
 Central n=2520
 West n=2330
 Unclassified n=84

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

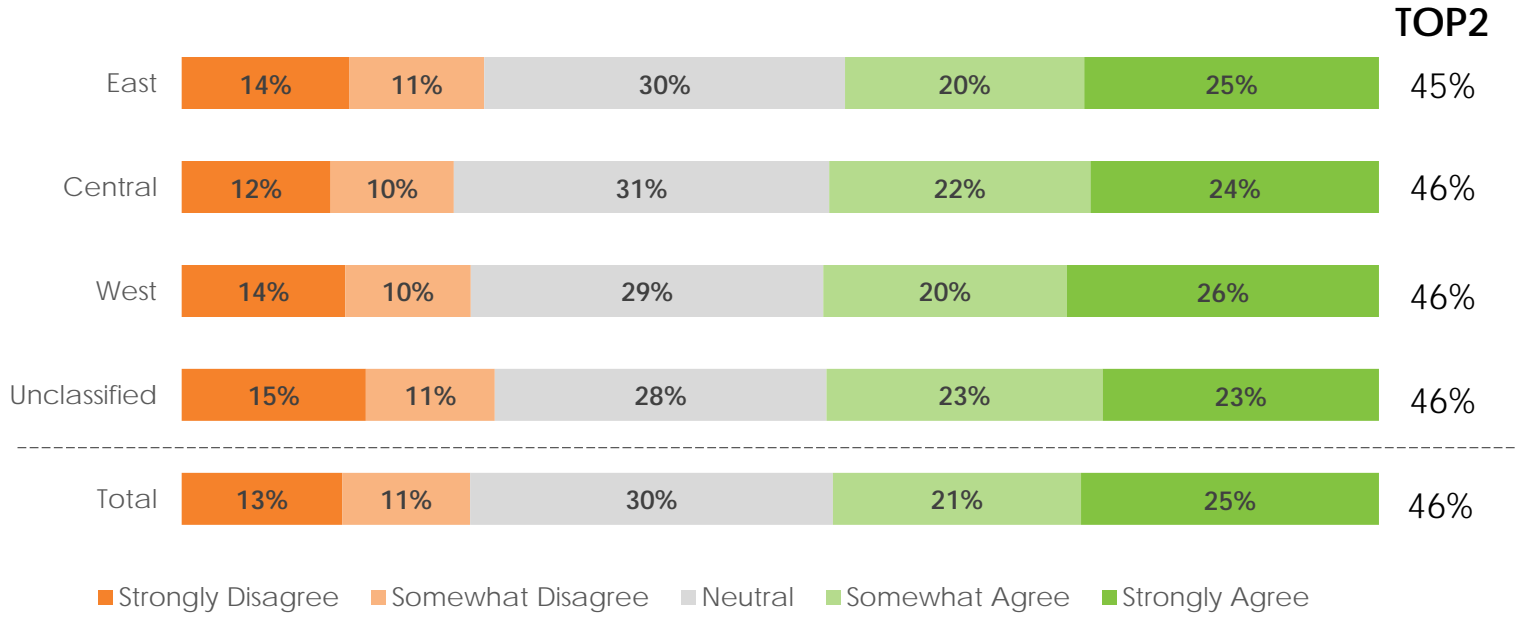
Total sample n=7649
 East n=2678
 Central n=2539
 West n=2346
 Unclassified n=86

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

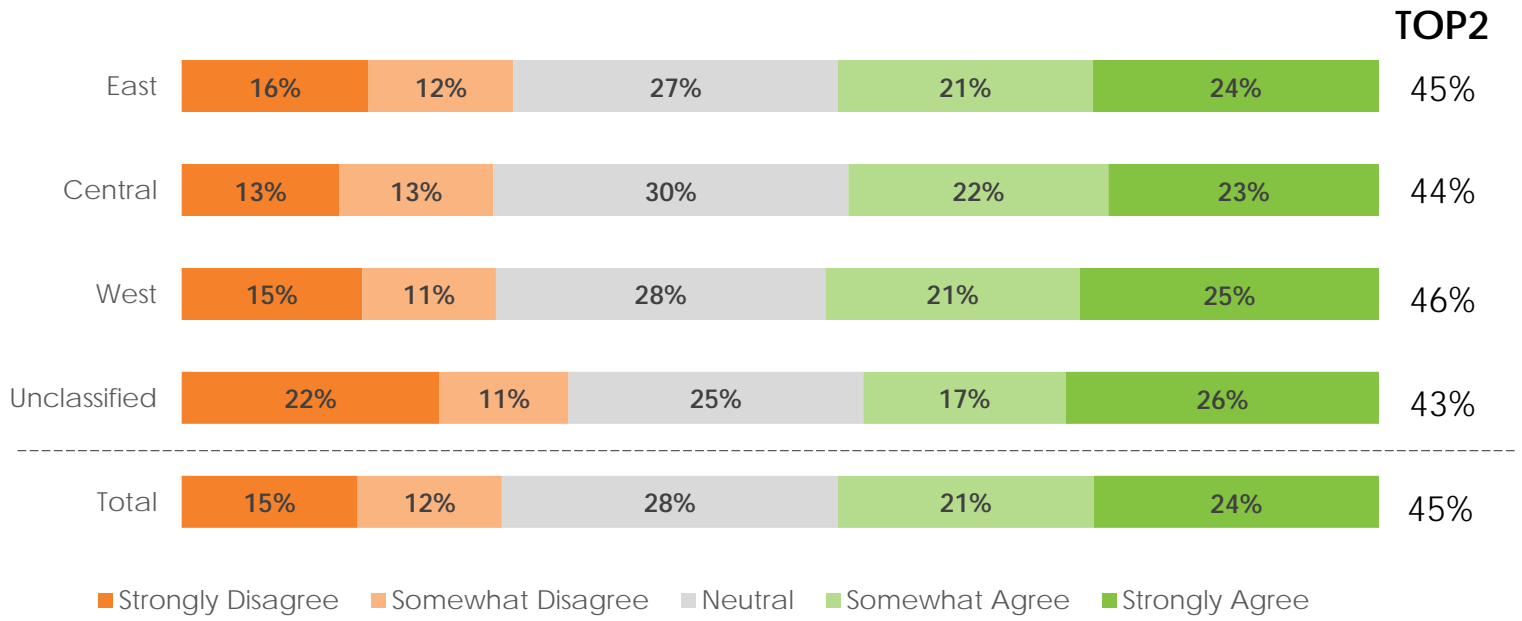
Tenant Sentiment Accountable

- 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.

• **First Nations** (BTM2: 46%)* and **white tenants** (BTM2: 29%) disagree more than other ethnicities on TCH’s accountableness (BTM2: all other groups <26%).

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

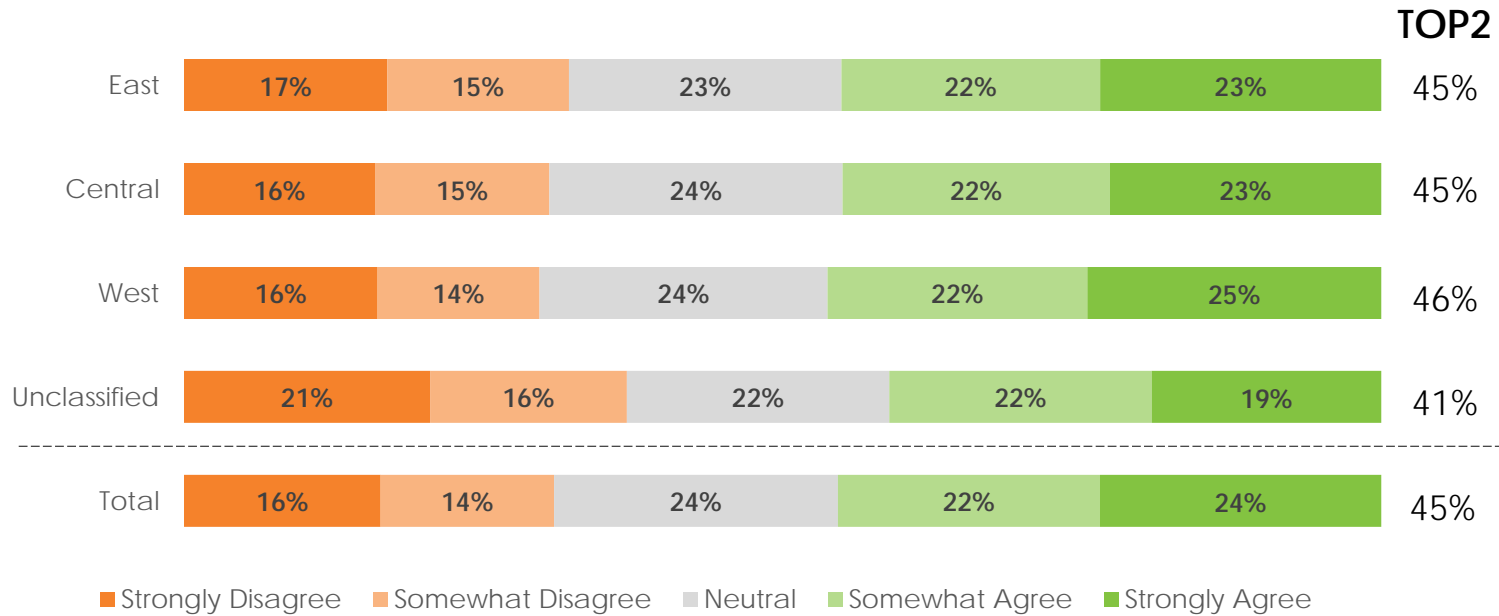
• *Please note that this group has a small base size.



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%).



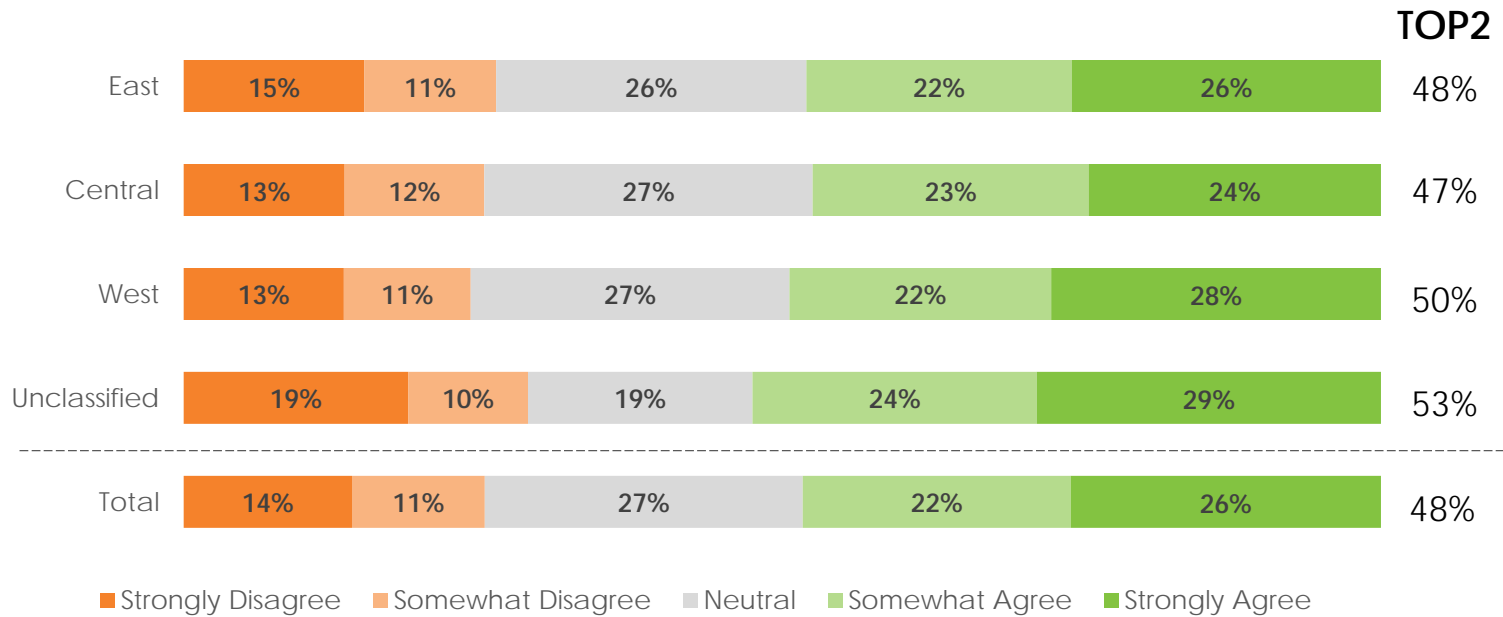
How much do you agree or disagree with the following statement: Searches for solutions to problems and complaints

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.

• **First Nations (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

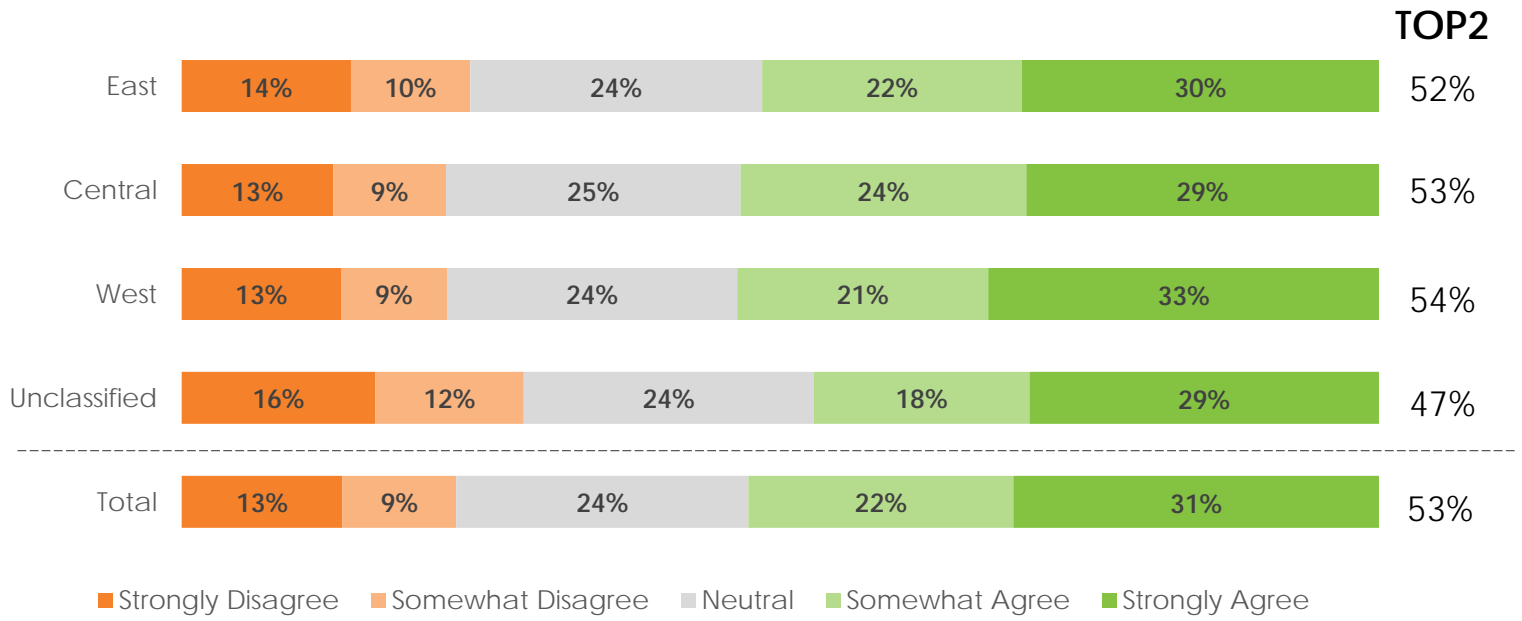
Tenant Sentiment Sense of Belonging

- 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 First Nations (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

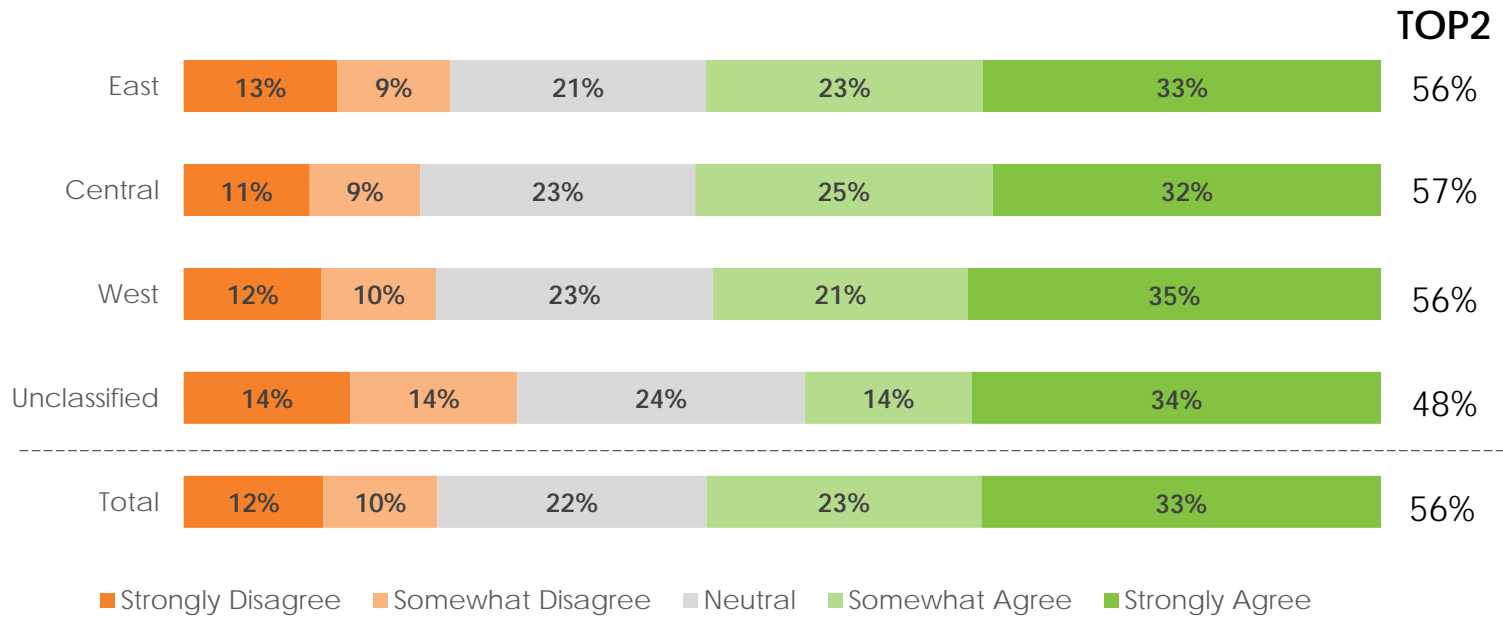


Tenant Sentiment Feel Welcome in Communal Spaces

- 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%), First Nations (TOP2: 38%) and white tenants (TOP2: 55%).



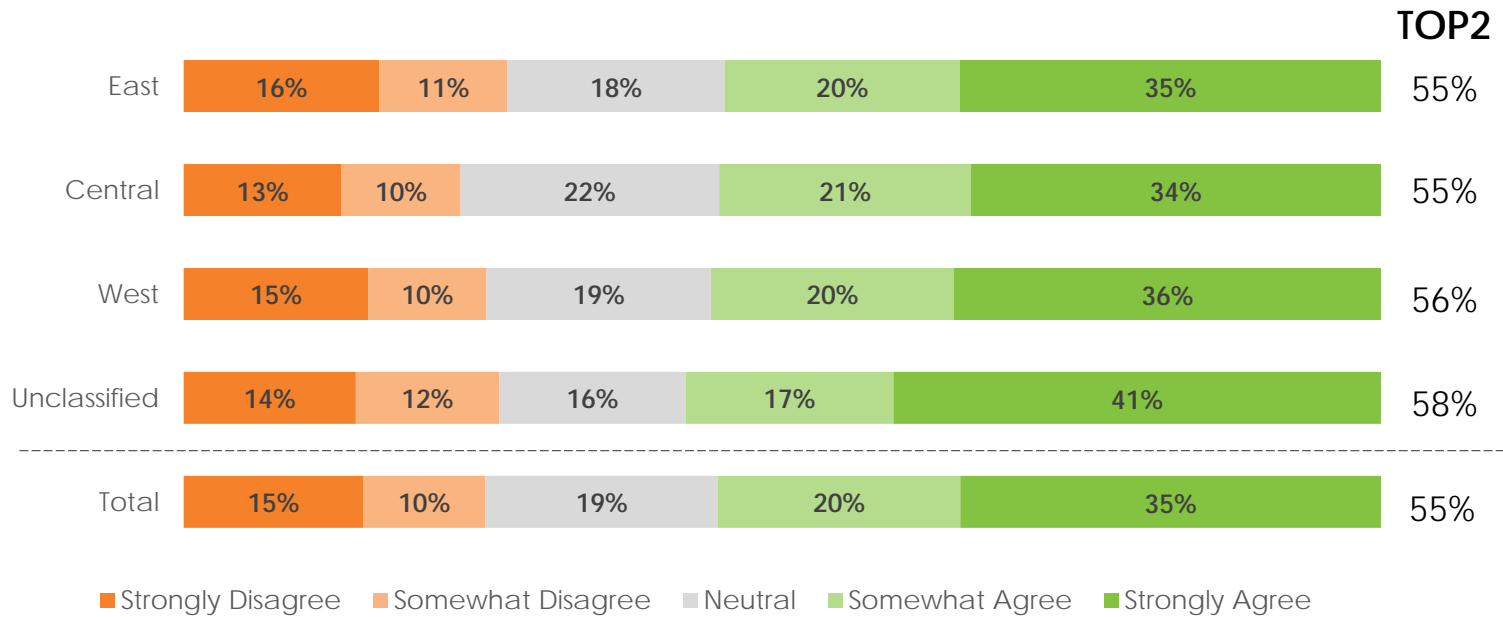
How much do you agree or disagree with the following statement: I feel welcome in Toronto Community Housing offices and common spaces
 Total sample n=7790
 East n=2677
 Central n=2594
 West n=2361
 Unclassified n=158



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%).

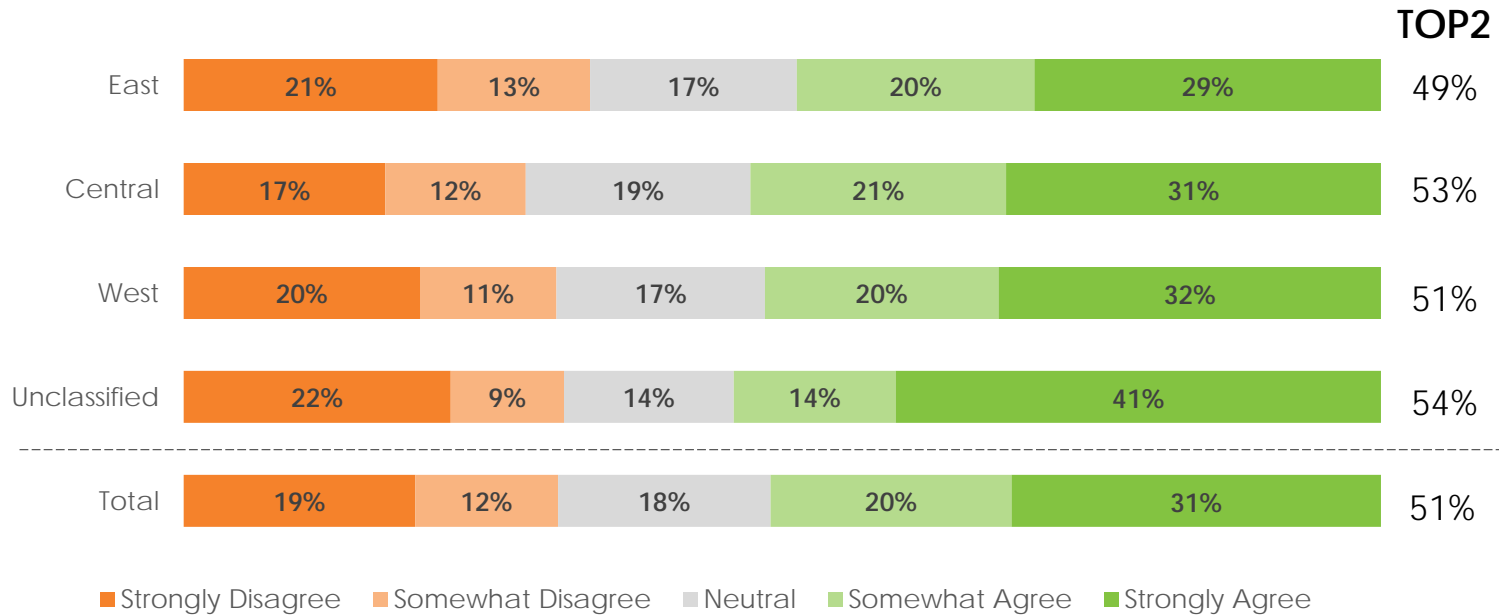


How much do you agree or disagree with the following statement: I am proud to live in my Toronto Community Housing building/community
 Total sample n=7963
 East n=2747
 Central n=2638
 West n=2411
 Unclassified n=167

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



Driver Analysis

Regression Model



Drivers Analysis

The Drivers Analysis in the following slides shows the difference between how satisfied the residents are with each service and the impact of the services to residents' overall service satisfaction.

Impact on overall satisfaction scores are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a regression analysis that determines how a specific service ("independent variable") contribute to residents' overall satisfaction with the services ("dependent variable").

Satisfaction scores are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual services.

As a result of the analysis, TCH scores have distributed among four areas:

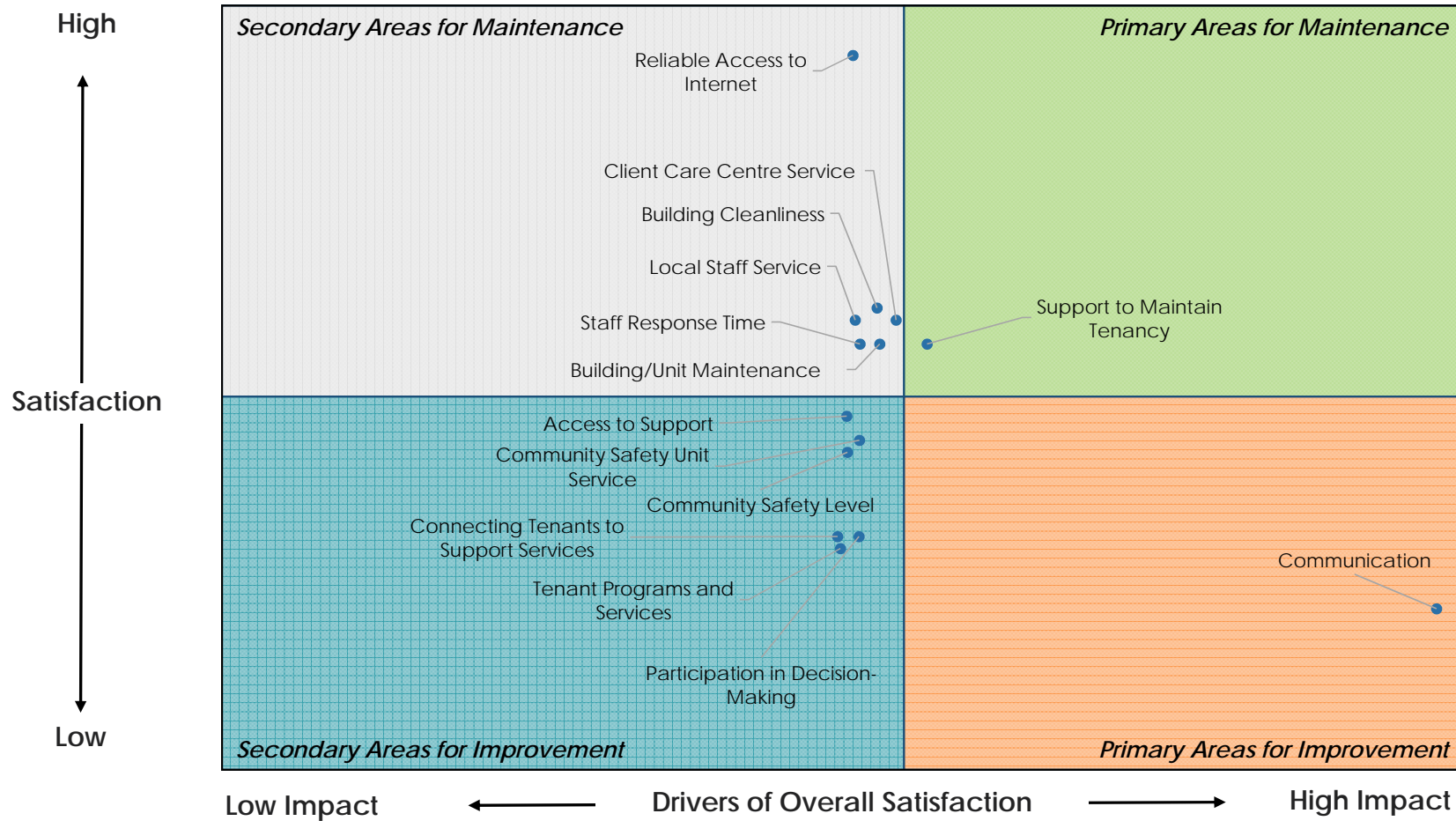
Primary Areas for Improvement – services that have highest impact on overall satisfaction, but with lower individual satisfaction scores. This is stated as the primary area for improvement because the regression analysis identifies that these services are the strongest drivers of satisfaction. If TCH can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with City services.

Secondary Areas for Improvement – services that have relatively lower impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve satisfaction scores.

Primary Areas for Maintenance – services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of satisfaction.

Secondary Areas for Maintenance – services with low impact on overall satisfaction but high individual satisfaction scores. The focus here should be to maintain satisfaction levels.

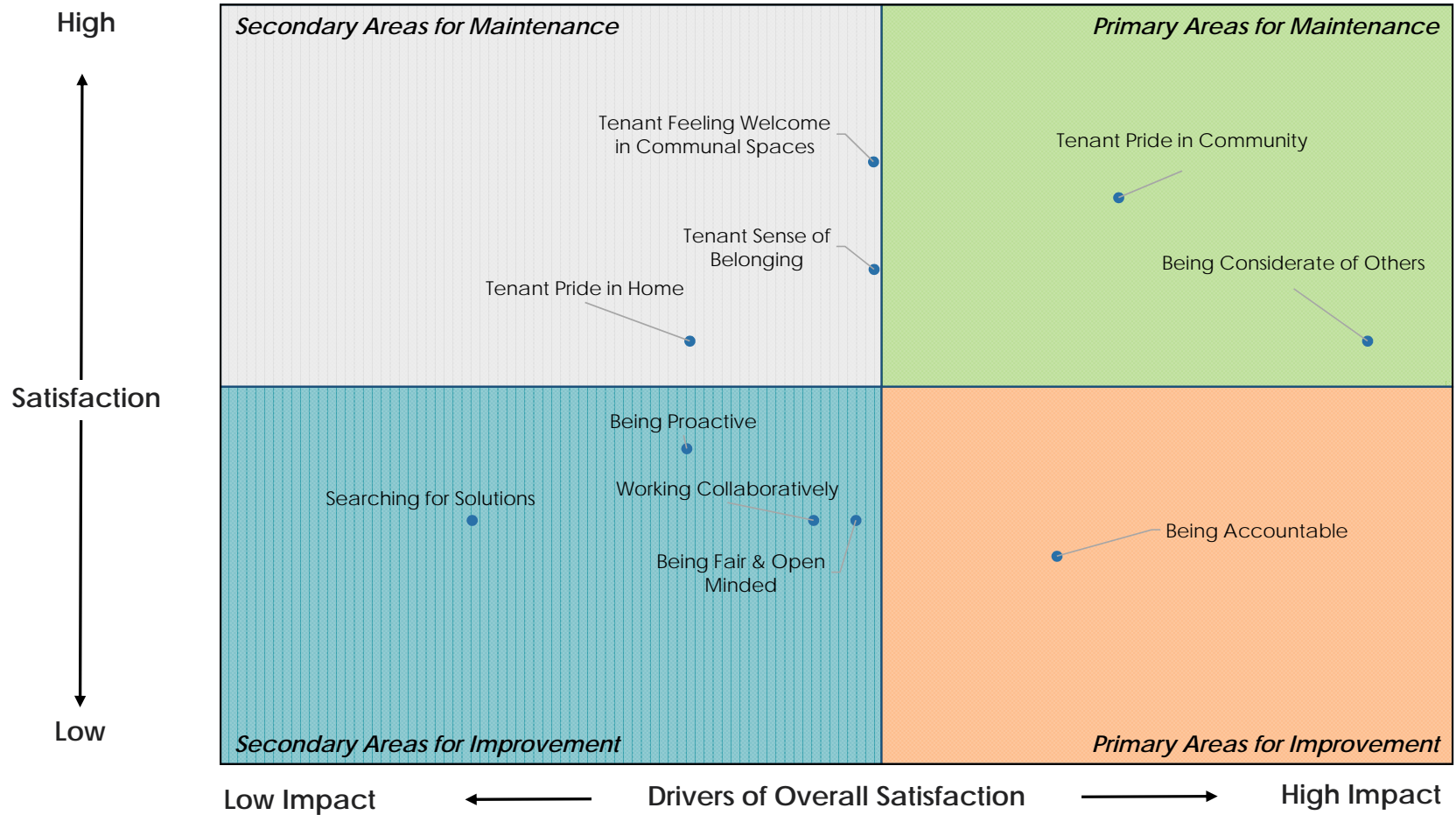
Drivers Analysis



The services in the **Primary areas for improvement** have relatively lower satisfaction scores but are stronger drivers of satisfaction.

Based on their higher impact on overall satisfaction and lower individual scores for satisfaction, the major driver to focus is **communication to tenants**.

Drivers Analysis Tenant Sentiment



Based on their higher impact on overall satisfaction and lower individual scores for satisfaction, the major driver to focus is **TCH being accountable on their work and decision-making.**



Respondent Profile

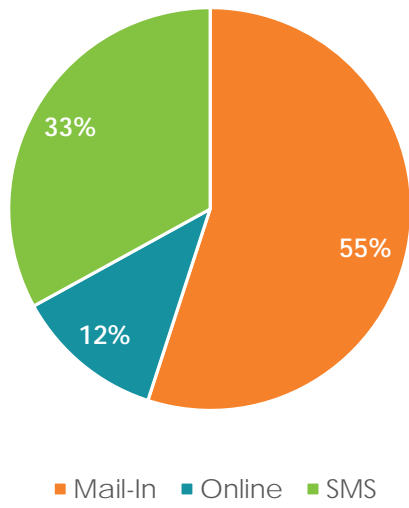
Demographics



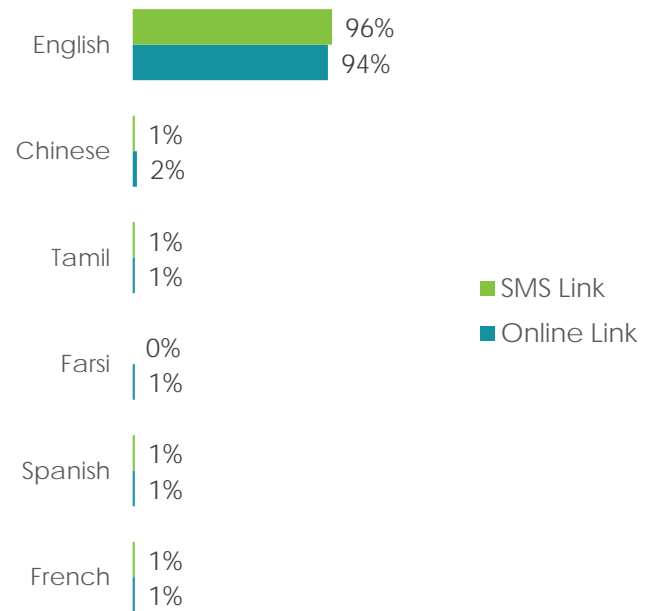


Respondent Breakdown

Respondent Completion Method

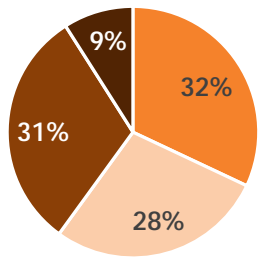


Respondent Completion Language ONLINE



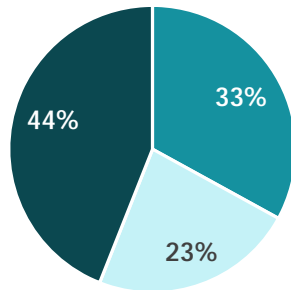
Respondent Breakdown

Mail-in



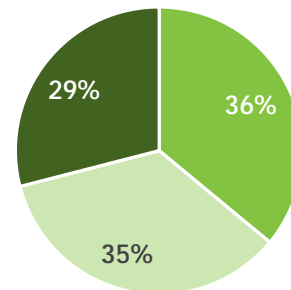
- East
- West
- Central
- Unclassified

Online



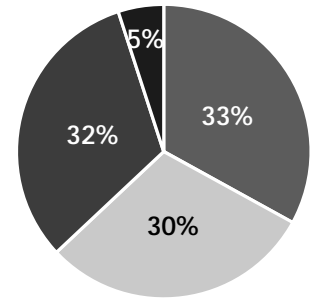
- East
- West
- Central

SMS



- East
- West
- Central

Total



- East
- West
- Central
- Unclassified



Respondent Breakdown



Mail-In Respondents

Respondents who answered the survey through mail-in are evenly distributed across all regions (central, east, west – only classified tenants).

They are more likely to be:

- Aged 50-69 and 70+
- Men
- White, Southeast Asian, and East Asian
- Speakers of English, Chinese, Greek, Polish, Spanish, and Tamil.



Online Link Respondents

Respondents who answered the survey through an online link are more likely to be:

- Living in Central region
- Aged 16-29
- Men
- East Asian, South Asian or Indo-Caribbean
- Speakers of Bengali, Gujarati, Tamil, and Russian.



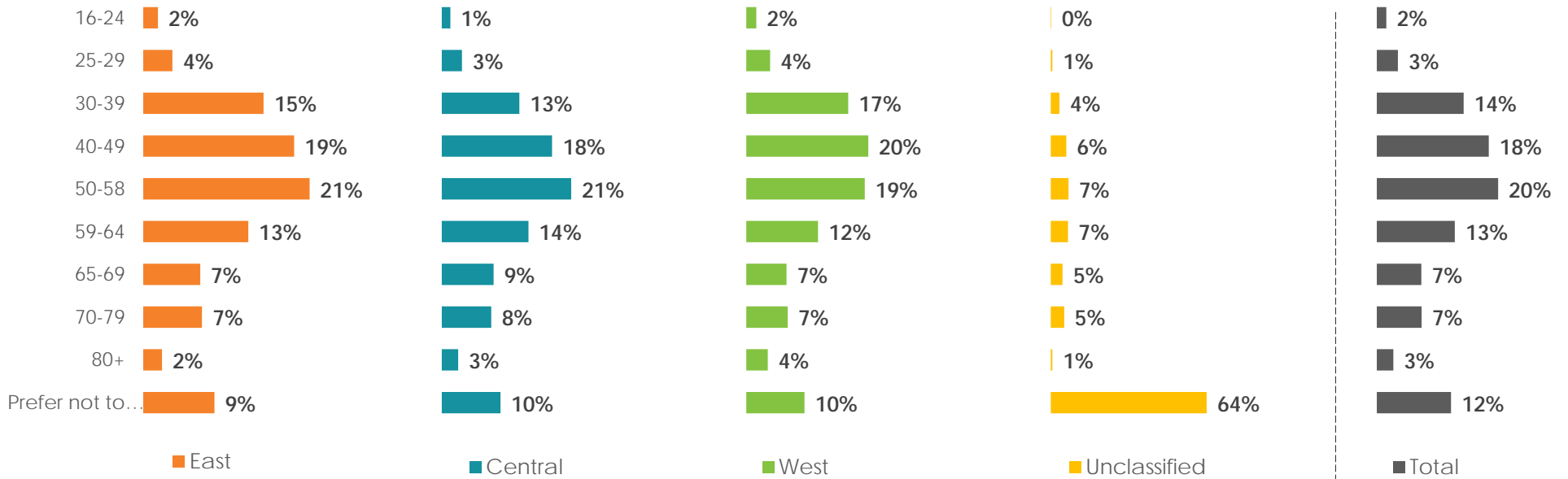
SMS Invite Respondents

Respondents who answered the survey through the SMS invite are more likely to be:

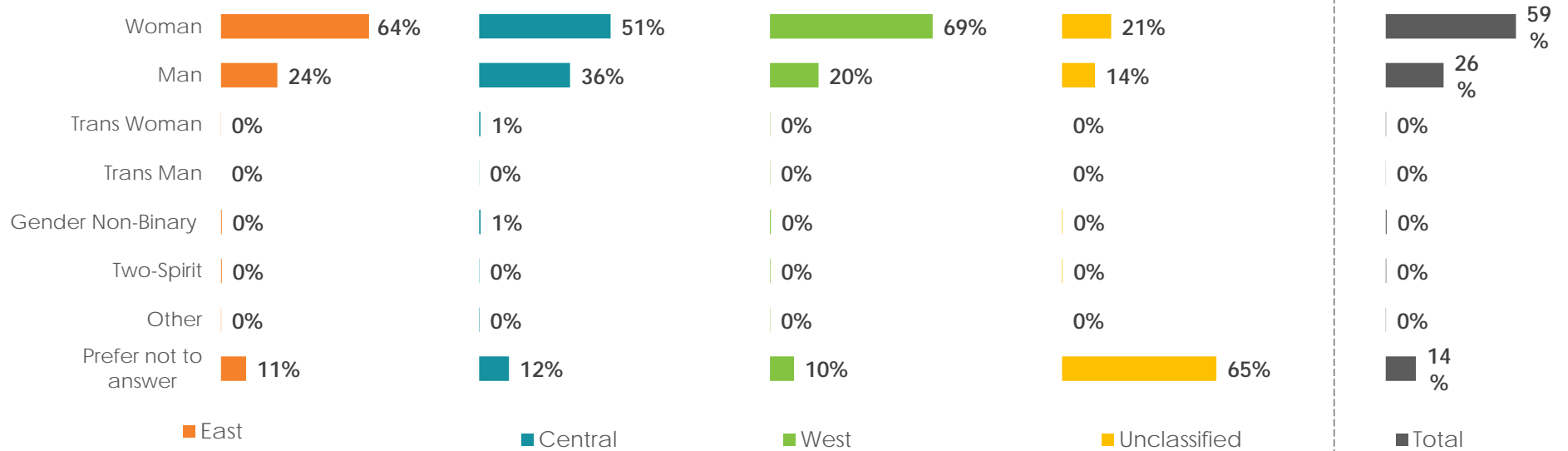
- Living in West region
- Aged 16-29 and 30-49
- Women
- Arab, Black, First Nations, and Latin American
- Speakers of English, Amharic, French, Somali, and Twi.



Demographics Age

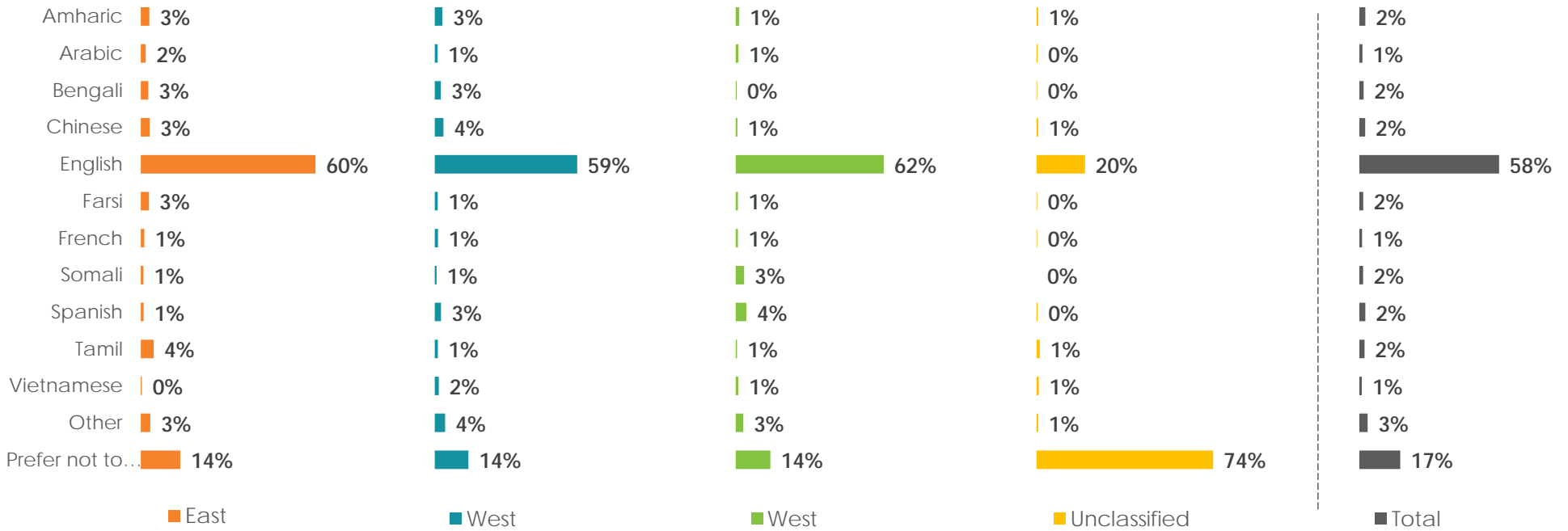


Demographics Gender



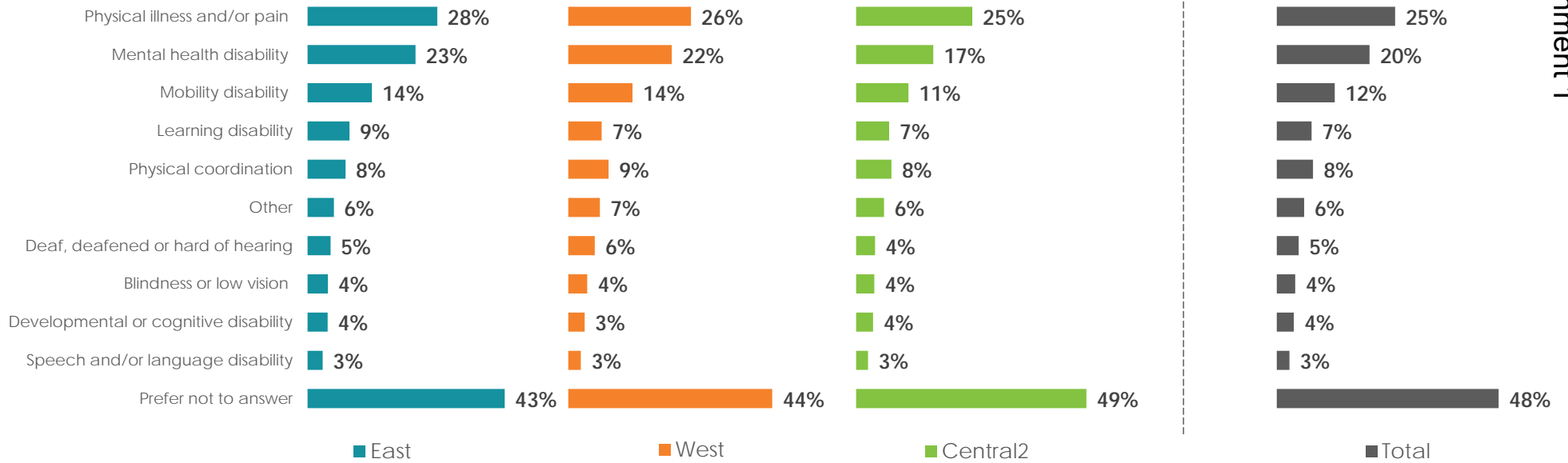


Demographics Language Spoken at Home





Demographics Disability



Demographics Ethnicity

