

# 2012 Tenant Survey Preliminary Results

**Item 3**  
**March 26, 2012**  
**Tenant and Community Services  
Committee**

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**To:** Tenant and Community Services Committee      Report: TCSC:2012-16  
**From:** Chief Executive Officer (Interim)  
**Date:** March 21, 2012 Page 1 of 3

## **PURPOSE:**

To provide the Committee with the preliminary results of the 2012 Tenant Survey.

## **RECOMMENDATIONS:**

That the Committee receives this report for information and for consideration in the development of the 2013 – 2015 Community Management Plan.

## **REASONS FOR RECOMMENDATIONS:**

Toronto Community Housing has done tenant surveys in 2004, 2006 and 2008. Tenant surveys help Toronto Community Housing measure tenant satisfaction in general and across a number of areas.

The objective of this survey was to assess tenant satisfaction with Toronto Community Housing's performance in key service categories including:

- Repairs and Maintenance
- Emergency repairs
- Call Centre
- Community Safety
- Value for money
- Condition of buildings and units
- Communication

By assessing and understanding performance in these areas, the survey sought to determine which of these is most strongly driving overall satisfaction, whether it be for the positive or negative, and thereby provide TCHC with actionable information on the most effective area in which to allocate resources moving forward.

At a broad level, the survey results will be used to inform current strategies, future plans and corporate-wide initiatives.

The results will be presented at the Committee meeting by Ipsos Reid, the consultants who undertook the survey for Toronto Community Housing.

## **Methodology**

Sample size and composition:

- Representative and random sample of 1108 TCHC head of household tenants. Note: tenants living in single family homes were excluded from the survey sample.
- The data has been weighted by region, gender and age to ensure the final sample reflects the actual TCHC head of household database.
- Of the 1108 interviews conducted, 97 were completed with residents preferring to complete the survey in one of the following languages.
  - Mandarin
  - Cantonese
  - Somali
  - Russian
  - Spanish

Method: = Telephone

Fielding dates: = January 16 to February 20 2012.

Margin of error: +/-3.0%, 19 times out of twenty on overall sample.

## **Communications:**

Toronto Community Housing is committed to building public confidence through greater public transparency. One way we will do this is by shining a bright light on all areas of the organization's performance. That includes how we do well in some areas, and how we need to improve in other areas.

The Tenant Survey is an important public accountability tool, featuring clear and statistically-verifiable metrics about tenant perceptions about what's working well and where things need to get better.

Toronto Community Housing will share the tenant survey results widely, with the Shareholder, elected officials (including the newly-formed housing working group led by Councillor Bailao), tenants, stakeholders, staff, media and the public, using multiple communication channels and languages.

Sharing information in this way will ensure that all interested parties understand tenant perceptions of Toronto Community Housing's performance. That will help make sure the views of tenants are brought to bear when opinions about Toronto Community Housing are formed and decisions about the organization are made.

