



2016 Tenant Survey Summary Report

2016 Existing Tenant Survey Summary Report

Overview:

Launched for the first time this year, the “existing tenant” survey is part of a suite of regular surveys administered by CCOC. It shares 5 common questions with the “move in” and move out” surveys. We expect that analyzing the data from all three surveys will provide meaningful indicators year over year. Additionally, we plan to add a “point of service” survey in the next year to capture feedback specific to maintenance work.

This report provides a summary of the responses for questions with set response options. In addition, there are several pages of text responses from open-ended questions that will be analyzed in detail over the summer. These responses are not included here.

Distribution:

1,530 surveys were sent out in total – one to each CCOC home, except for 65 homes managed under block leases with partner organizations such as Options Bytown and Cornerstone.

Where we had an email address for a household we chose this method of survey delivery over paper delivery. This decision was made for three reasons:

- Cost of printing and postage
- Labour resource requirements: folding, stuffing, stamping, sealing
- Previous demonstration of good survey response levels by email

We recognize that households without internet/ email are often the most marginalized. We will evaluate whether there is a difference in the survey results between respondents through paper and e-surveys, and use this information in a cost/ benefit analysis of sending paper surveys in the future.

Statistical validity:

38.4% response rate (total)

587 responses were received out of 1,530 surveys distributed.

With this sample size, the survey results have a **confidence level of 95%** (probability that the answers accurately reflect the attitudes of our tenants), with a **margin of error of 3.18%** (the range that answers from all tenants may deviate from the responses we received.)

2016 Existing Tenant Survey Summary Report

Response rate by distribution method:

- *44% response rate (email)*
- *25% response rate (paper)*

Email: 1,013 English surveys and 58 French surveys were distributed by email on April 13 with a deadline of May 1. The online survey closed on May 13. After this deadline, anyone attempting to click through to the survey would see a message that tells them that the survey is no longer available. 472 surveys were returned – 449 English and 23 French.

Paper surveys: 431 English surveys and 28 French surveys were delivered by post with pre-paid return envelope on April 21 with a deadline of May 8. 109 English surveys and 6 French surveys were returned by the deadline. 23 surveys were returned after the deadline. These responses are not included in the survey results here. If we add them in, the paper response rate rises to **30%** and the total response rate rises to **40%**.

A handful of tenants came in to the office to request assistance to complete the survey. Two tenants came in and requested paper surveys because they had not received their e-copy. It is interesting to note that tenants are working through barriers to provide feedback to us. This shows a good sense of engagement by tenants.

Response Rate by language:

Surveys were delivered according to the language preference on file.

558 surveys were received out of 1,444 English surveys distributed.

29 responses were received out of 86 French surveys distributed.

- *38% response rate (English)*
- *34% response rate (French)*

Conversion of ranked responses to percentages & letter grades:

Percentage rankings are calculated as follows:

- Remove “does not apply” and “no opinion” answers
- assign points based on the number of options. (i.e. good = 3, fair = 2, poor = 1)
- Tally number of answers by points, divide by (total number of answers x maximum points).

2016 Existing Tenant Survey Summary Report

Percentage rankings are converted to letter grades on the Ontario grading scale:

Letter	Percent
A+	95 – 100%
A	87% - 94%
A-	80% - 86%
B+	77% – 79%
B	73% - 76%
B-	70% - 72%
C+	67% - 69%
C	63% - 66%
C-	60% - 62%
D+	57% - 59%
D	52% - 56%
D-	50% - 52%
F	Fail ☹

1. How long have you been a CCOC tenant?

Response	Chart	Percentage	Count
less than 2 years		21.2%	119
2 to 5 years		26.0%	146
more than 5 years but less than 10 years		17.8%	100
more than 10 years		34.9%	196
		Total Responses	561

In 2010, the Rentals Department reviewed tenant records and found the following distribution of length of tenancy:

Less than 5 years	933	66%
# tenants 5 years +	236	17%
# tenants 10 years +	161	11%
# tenants 15 years +	92	6%

53% of the 2016 respondents have been tenants for more than 5 years, compared with the 2010 count of 34% of tenants with length of tenancy greater than 5 years.

Similarly, the percentage of tenants living with CCOC for more than 10 years in 2010 was 17%, but this group represents 35% of survey respondents.

2016 Existing Tenant Survey Summary Report

Although the 2010 data is a bit out of date, it appears that long-term tenants are over-represented in the survey results.

2016 Existing Tenant Survey Summary Report

2. How did you hear about CCOC? (Choose 1)

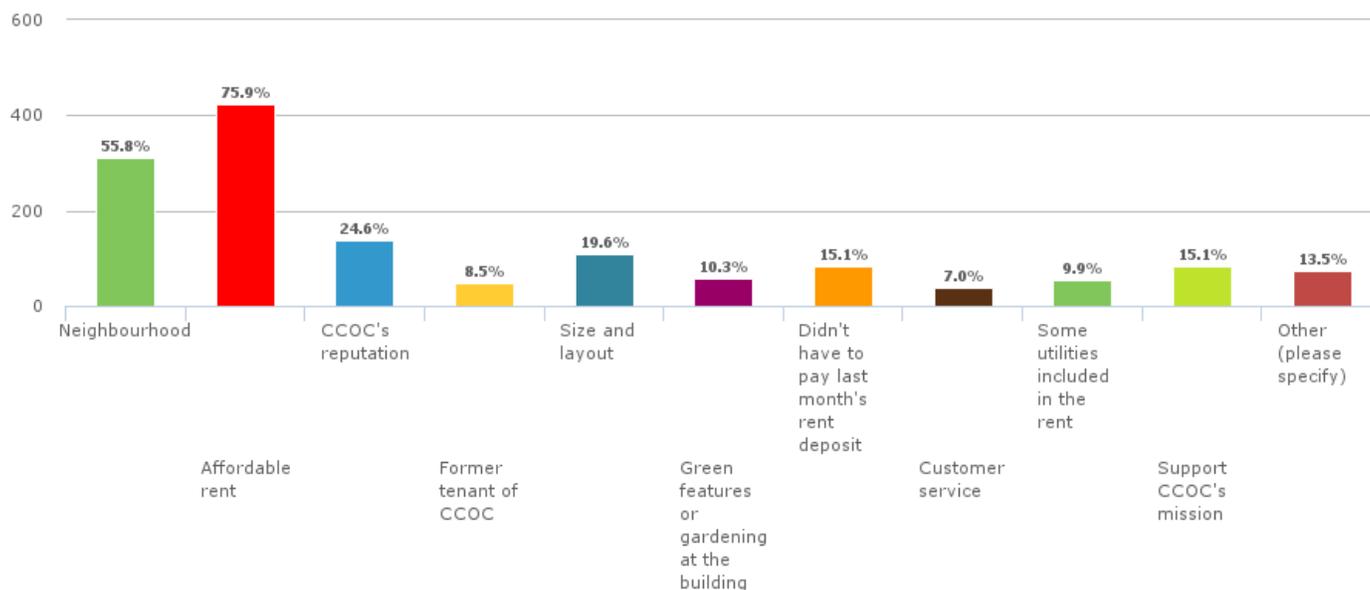
Response	Chart	Percentage	Count
CCOC website		8.2%	46
Other website		4.8%	27
Someone told me about CCOC		57.6%	322
Twitter or Facebook		0.2%	1
I rented from CCOC before		6.4%	36
Registry application form		22.7%	127
		Total Responses	559

58% of respondents heard about CCOC by word of mouth, and another 6% responded that they had rented from us previously. This supports CCOC's strong focus on maintaining our brand through good customer service, since good tenant experience leads to referrals.

Almost 23% of respondents first heard about CCOC through the Registry application form. We would need to probe further to find out whether these tenants selected CCOC specifically on their application. Since over 55% of tenants come to us through the Registry's waiting list, it appears that many subsidized tenants learn of CCOC before applying to the Registry.

2016 Existing Tenant Survey Summary Report

3. Why did you decide to rent from CCOC? (Pick up to 3 reasons.)



The reasons people choose to live with CCOC are:

- \$\$\$ Affordable rent 76%
- BBB Neighbourhood 56%
- RRR Reputation 25%
- BBB Size and layout 20%
- RRR Support CCOC's mission
- \$\$\$ Didn't have to pay last month's rent 15%
- \$\$\$ Some utilities included 10%
- BBB Green features 10%
- RRR Former tenant 9%
- RRR Customer service 7%

If you roll up these reasons into 3 categories (affordability \$\$\$/ building BBB/ reputation RRR), you find that respondents weight their reasons for choosing CCOC as follows:

42% for affordability reasons	561 selected
35% for building/ neighbourhood reasons	476 selected
23% for reputation reasons	307 selected

- a. [Why did you decide to rent from CCOC? \(Pick up to 3 reasons.\) \(Other\).](#)
75 responses received

2016 Existing Tenant Survey Summary Report

It isn't surprising that the affordability characteristics (affordable rent, no need for last month's rent deposit, some utilities included) are the top reason selected. Since respondents could select three choices, it is interesting to note that the top three reasons (affordability/ neighbourhood/ reputation) show that affordability isn't the only consideration. The three pillars are all important.

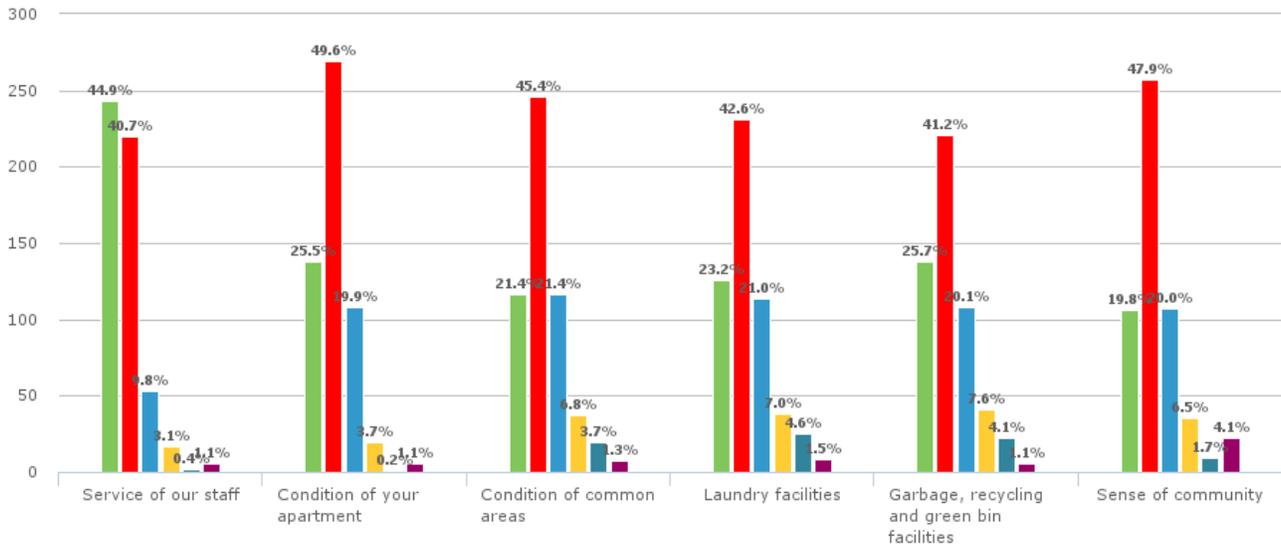
Analyzing the "other" responses will give us feedback on new trends and unidentified factors affecting rental decisions (such as non-smoking buildings) that we can use to develop new policies or marketing.

2016 Existing Tenant Survey Summary Report

4. How would you rate the overall appearance of your building/property? **A-**

Response	Chart	Percentage	Count
Good		60.3%	310
Okay		27.8%	143
Needs Improvement		11.9%	61
		Total Responses	514

5. Please rate the following:



Service of staff:	82%	A-	Condition of apartment:	75%	B
Condition of common areas:	71%	B-	Laundry facilities:	72%	B-
Garbage/ recycling etc:	72%	B-	Sense of community:	71%	B-

2016 Existing Tenant Survey Summary Report

6. Please share your comments to help us improve.

259 responses received.

Questions 4 and 5 give us good baseline data about tenants' current satisfaction. Over time, we may wish to set minimum standards as key performance indicators. Showing these rankings as percentages or letter grades makes it easy to understand at a glance.

The next step is to analyze the detailed responses provided in question 6 and begin to make the improvements that will lead to higher satisfaction ratings.

2016 Existing Tenant Survey Summary Report

7. Have CCOC office staff been courteous and respectful to you?

A+

Response	Chart	Percentage	Count
Yes		86.8%	461
Sometimes		11.5%	61
No		0.6%	3
Not Applicable		1.1%	6
		Total Responses	531

8. Have CCOC staff at your building been courteous and respectful?

A+

Response	Chart	Percentage	Count
Yes		85.7%	457
Sometimes		7.7%	41
No		0.9%	5
Not Applicable		5.6%	30
		Total Responses	533

9. Have CCOC staff working in your apartment been courteous and respectful?

A+

Response	Chart	Percentage	Count
Yes		86.6%	457
Sometimes		7.6%	40
No		0.8%	4
Not Applicable		5.1%	27
		Total Responses	528

10. Please explain why you did not find CCOC staff to be courteous or respectful:

7 responses received.

2016 Existing Tenant Survey Summary Report

11. Does CCOC give you good customer service?

A

Response	Chart	Percentage	Count
Yes, keep up the great work!		74.4%	393
Yes, but...		18.8%	99
No, because...		4.2%	22
Other, please specify:		2.7%	14
		Total Responses	528

Does CCOC give you good customer service? (Yes, but...)

93 responses received.

Does CCOC give you good customer service? (No, because...)

17 responses received.

Does CCOC give you good customer service? (Other, please specify:)

12 responses received.

Again, questions 7, 8 and 9 give us good baseline data. It is interesting to note that “service of our staff” in question 5 had an 82% satisfaction rating, while “courteous and respectful” received over 86% in each of questions 7, 8 and 9 (once the “not applicable” answers are excluded). Respondents recognize and appreciate the attitude, even if they are not completely satisfied with the outcome/ results.

Analysis of the text responses in questions 10 and 11 will provide great insight into how to improve our interactions with the tenant perspective in mind.

2016 Existing Tenant Survey Summary Report

12. Have you made a maintenance request?

	Yes	No	Total Responses
	437 (82.1%)	95 (17.9%)	532

13. Were you satisfied with the quality of the work?

A-

Response	Chart	Percentage	Count
Yes		61.4%	266
Yes, but...		24.0%	104
No, because...		11.8%	51
Other, please specify:		2.8%	12
		Total Responses	433

Were you satisfied with the quality of the work? (Yes, but...)

95 responses received.

Were you satisfied with the quality of the work? (No, because...)

46 responses received.

Were you satisfied with the quality of the work? (Other, please specify...)

11 responses received.

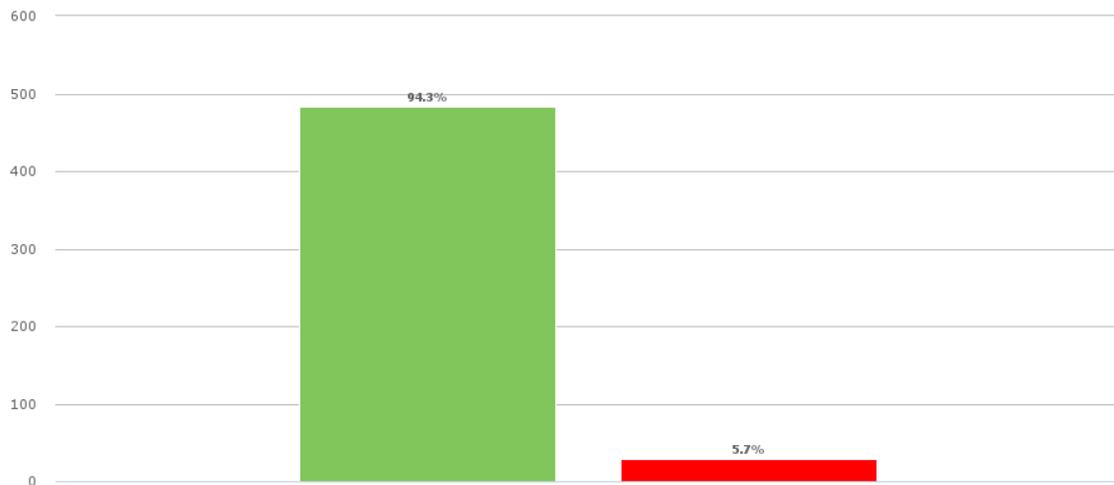
Almost 20% of respondents have never made a maintenance request! Our maintenance database does not provide a mechanism to verify the number of households that haven't requested maintenance service, but CCOC's Inspections Maintenance Technician believes this may actually be a low estimate.

There is a lot of rich feedback in the text responses to this question.

2016 Existing Tenant Survey Summary Report

14. Would you recommend CCOC as a Landlord?

A



15. What would you tell someone who asks "Why should I rent from CCOC?"

375 responses received.

a. Why not?

16 responses received.

16. Have any CCOC staff gone above and beyond to provide exceptional service?

If so, please explain:

215 responses received.

17. Is there anything that you particularly enjoy about being a CCOC tenant?

If so, please explain:

262 responses received.

18. Do you have a good neighbour you'd like to tell us about? Someone who helps out in ways large or small to create a sense of community?

If so, please explain:

159 responses received.

The text responses to questions 15, 16, 17 and 18 will be used for marketing on the website and social media where respondents have given permission in question 19.

2016 Existing Tenant Survey Summary Report

19. May CCOC use your answers from this page for marketing purposes? (If you answer Yes, we won't publish any names, but we might share your story.)

	Yes	No	Total Responses
	375 (81.5%)	85 (18.5%)	460

20. CCOC encourages tenants to get involved. Are you interested in someone contacting you about volunteering?

Response	Chart	Percentage	Count
Yes		27.8%	134
No		72.2%	348
Total Responses			482

We will follow up with tenants who expressed interest in volunteering and use them as a sounding board/ focus group for the development of the volunteer engagement strategy.

21. Do you want to be entered in a draw to win a \$50 grocery store gift card?

Response	Chart	Percentage	Count
Yes		79.6%	391
No		20.4%	100
Total Responses			491

With 80% of respondents participating in the draw, this seems like it was a good incentive for a relatively low cost.

22. Would you like CCOC to follow up with you about anything?

Response	Chart	Percentage	Count
Yes		30.8%	149
No		69.2%	334
Total Responses			483

We will tweak this question in future surveys because it isn't obvious why the tenant is asking for follow-up. We will be delivering a "follow-up" survey to connect tenants to the appropriate person for follow-up.

2016 Existing Tenant Survey Summary Report

23. Tell us how to contact you:

Variable	Response
Name	415 responses
Phone	341 responses
Email	327 responses
Your building address	408 responses

It is interesting to note that more respondents provided phone numbers for follow-up than email addresses, despite the majority of surveys being completed through email/ online. We will conduct a communications survey at a later date to confirm tenants' preferences for contact in different circumstances.

24. Do you have any questions or suggestions for CCOC?

206 responses