

# 2023 CANADIAN MULTI-RESIDENTIAL SATISFACTION SURVEY REPORT

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# WELCOME

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## THE INAUGURAL ANNUAL CANADIAN MULTI-RESIDENTIAL SATISFACTION HIGHLIGHT REPORT

simplydbs recognized the need for market sentiment, preference and satisfaction feedback from residents in multi-family rental properties. Understanding the lack of data, not only on resident preferences but also their living experience overall, led the team to create the inaugural Canadian Multi-Residential Satisfaction Study ("CMRS"). In 2023, the study resulted in some 20,000 responses to over 70 questions.

This report contains select data from the CMRS Study and 2023 Shape Your Space ("SYS"), simplydbs' 365 - always on, always listening feedback portal. SYS is located within properties and on-line with questions that rotate monthly providing a third-party permanent place for residents to provide feedback, market sentiment and have their voice heard.

To understand the data, simplydbs created a dashboard for analysis that allows for insights on demographics, sentiment, preference and future behaviour. The custom dashboard allows the segmentation of data by survey question to compare groups, answer keys and living situations.

We would like to thank the industry for their support and participation. The study was distributed into the market by partnering with housing providers via app, text, email and on-site marketing. Additional market wide media and social outreach powered the data collection efforts. Unique collector codes were used, which assisted the team to further understand where residents connected with the survey (property level, social media, media etc.) and the method they responded with (email, text, app, web link, social etc).

Results contained within this report represents a small segment of the overall questions and data collected to-date. It is meant to be a snapshot of the breadth and depth that the team is able to provide.

The simplydbs team is pleased to provide further information on the CMRS Study and SYS survey products. If you would like to connect on this publication and/or obtain information about the 2024 CMRS Study, Shape Your Space or other offerings, please contact: [info@simplydbs.com](mailto:info@simplydbs.com).

It is our pleasure to power the industry and resident voices with this data.

Sincerely,

Sarah Segal, CEO  
Katherine Radziszewski, COO  
simplydbs

# CMRS METHODOLOGY

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## **PURPOSE**

The CMRS Study set out to gather data and insights on residents' living experiences.

## **SURVEY TIMEFRAME**

simplydbs conducted the study from end of May to mid July 2023. The results reflect respondent opinions within this timeframe.

## **DISTRIBUTION**

The survey, produced in English and French, was distributed through numerous groups including - but not limited to - institutional, private, REIT housing providers along with social outreach campaigns.

The survey was distributed via email, app, text and printed signage to approximately 350,000 residents. In total, some 20,000 responses were received.

## **DATA COLLECTION**

The survey was developed to provide both qualitative and quantitative data. Industry advisory and market research was conducted prior to survey launch. Over 1 million data points were collected.

A population size of 5,000,000 renters (StatCan 2022) was used to calculate confidence level per question. The average CMRS question yielded a 99% confidence level with a 1%-2% margin of error. simplydbs has not published results if the reliability was low.

The data team reviewed and cleaned the dataset prior to inserting into simplydbs' proprietary analysis model. With this model, data was crosstabled and filtered to provide market insights on a multitude of segmentations.

The survey was protected against duplicate answers from a single IP address. An audit of responses was conducted to identify any repeat respondents. Respondents without responses were filtered out. A cash prize was offered and awarded.



# ABOUT SIMPLYDBS

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REaaS (Real Estate as a Service) has seen exponential growth within all asset classes, our role is to capture the data housing providers need to better inform and power decisions.

Our mission is to bring tenant and resident feedback to the forefront; providing developers, managers and investors the insights required to build spaces and experiences that reflect the needs of users.

simplydbs identified that the CRE industry lacks real time circular data. There was a need for a platform to consistently measure user engagement, gather insights and create industry benchmarking.

**simplydbs is that solution.**

As a trusted third-party using custom surveys or 365 feedback portals, simplydbs is powering the industry in developments, capital investments and strategic plans with demand data from those in the spaces we live, work and play.

## CONTACT US

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simplydbs.com

  
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# CANADIAN RENT GROWTH SHOWS NO SIGNS OF ABATING IN Q2 2023

Yardi is pleased to incorporate its latest Canadian National Multifamily Report into the simplydbs' Canadian Multi-Residential Satisfaction Survey Highlight Report. This document addresses key developments in the industry during the second quarter of 2023 and provides analytics useful for benchmarking portfolio performance, optimizing property management and identifying investment opportunities.

Here are a few highlights from the Canadian National Multifamily Report:

## IN-PLACE RENTS GREW STRONGLY ACROSS THE BOARD

Robust population, consistent job growth, a strong preference to rent rather than own, and a long-term housing shortage are keeping Canada's apartment market red-hot. In Q2 2023, the average national in-place rent rose by \$20 to an all-time high of \$1,431, up 1.5% from the first quarter and 5.7% year-over-year, while new leases not limited by rent control are increasing even more rapidly. For example, Calgary recorded an average rent increase of \$47 to \$1,387, up 3.5% from the first quarter and 9.7% year-over-year. Overall, the lack of affordable options are key drivers for keeping tenant move-outs low and accelerating rents.

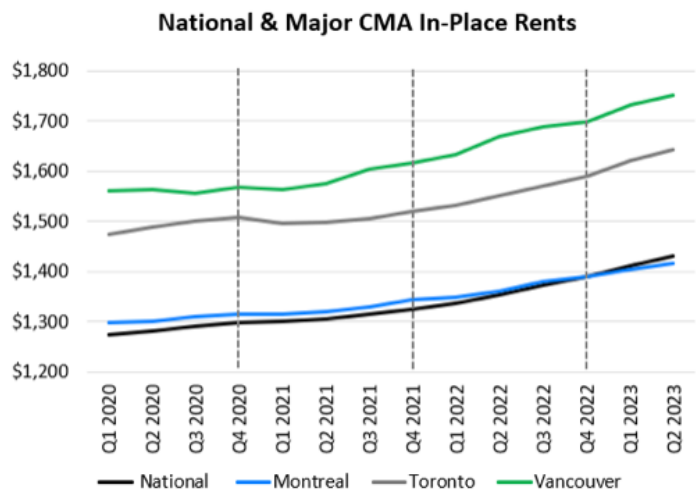
## ECONOMY 'EXCEEDS EXPECTATIONS'

Despite hitting a bump in May, the labour market generally remains strong. The economy added 60,000 jobs in June, almost entirely in Ontario (56,000) and Nova Scotia

(3,600). Unemployment has moved off historical lows to 5.4%, but total employment is more than 500,000 jobs above pre-pandemic totals, the average hourly wage was up 4.2% year-over-year in June and GDP grew by 0.8% in the first quarter and is up 3.1% year-over-year. Growth is driven by consumer spending, on both goods and services, and favourable international trade.

## SUPPLY REMAINS TIGHT

Canada hit a milestone of 40M people in June 2023, but housing supply isn't keeping up with the rapid population growth. Over



the next decade, more than 300,000 new renter households will be created in Canada according to a recent report on purpose-built rentals (PBR) by Canada's Building Industry and Land Development Association.

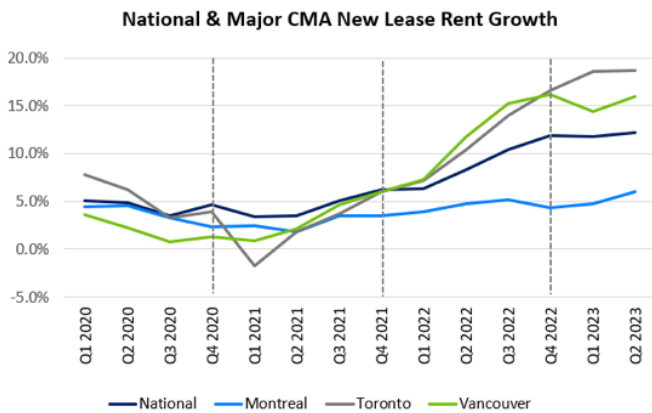
Rentals are better suited than homeownership to the fastest-growing demographic groups in Canada, the report notes. Apartment supply, however, gets built slowly due to construction costs that are rising faster than rents and



regulatory overreach. Over the last 10 years, PBR accounted for 41% of the demand for housing but only 9% of new supply in the greater Toronto area, while 90% of PBR stock is at least 40 years old, per the report.

## LEASE-OVER-LEASE GROWTH DEFIES SEASONAL PATTERNS

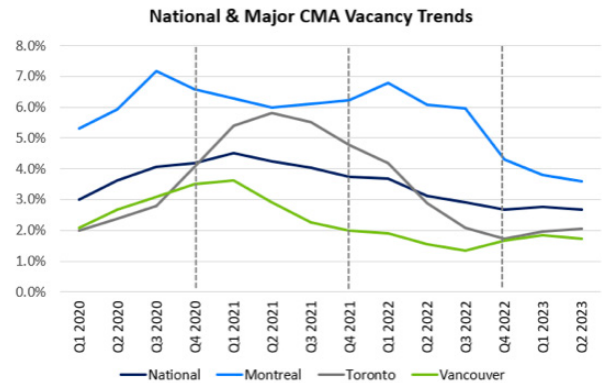
National lease-over-lease rents—which represent new leases on units that are re-leased after becoming vacant—increased by 12.2% year-over-year in Q2 2023, up 40 basis points from Q1. Toronto witnessed the highest growth in this category with 18.7% year-over-year followed by Kitchener-Waterloo (17.1%)



and Vancouver (16%). New leases are a good measure of supply-demand fundamentals since they are not subject to rent control.

## LACK OF OPTIONS KEEP RENTERS IN PLACE

Vacancy rates and annual turnover rates have stabilized at extremely low levels. The national vacancy rate decreased by 10 basis points to 2.7% in Q2 2023, the fourth straight month below 3.0%. The national annual turnover percentage, which measures the number of residents that do not renew leases, lowered to 23.5% in Q2 2023, the third consecutive month below 25%.



Many residents simply cannot afford to move. The gap between rates for newly rented apartments and existing rents continues to widen, representing 25% or more in large urban centres including Toronto, Montreal and Vancouver. In Toronto and Vancouver, CMAs with the highest cost of rental housing, the gap is roughly \$500 per month, according to the CMHC.

## GROWING THE RENTAL DATABASE

Yardi will continue tracking and reporting on the multifamily industry performance across Canada. Compiling and expanding our sample set benefits the entire real estate industry and it is our mission to provide an accurate representation of the markets. This is why future reports will dive deeper into bedroom type and assess more than 470k units representing over 5k properties. To download the full report visit [www.yardi.com/CNDMultiFamilyreport](http://www.yardi.com/CNDMultiFamilyreport).

### DEFINITIONS

#### Lease-Over-Lease Rent Growth (New Leases):

Percentage change in monthly rent between a new lease and the previous lease for the same unit

**In-Place Rent Per Unit:** Monthly rent per unit for all leases, including new lease rents, renewal lease rents and existing leases

**Vacancy Percent:** Property vacancy percentage based on average number of units vacant in the month

**Turnover %:** Tenant move-outs as a percent of total units

**CMA:** Census Metropolitan Area

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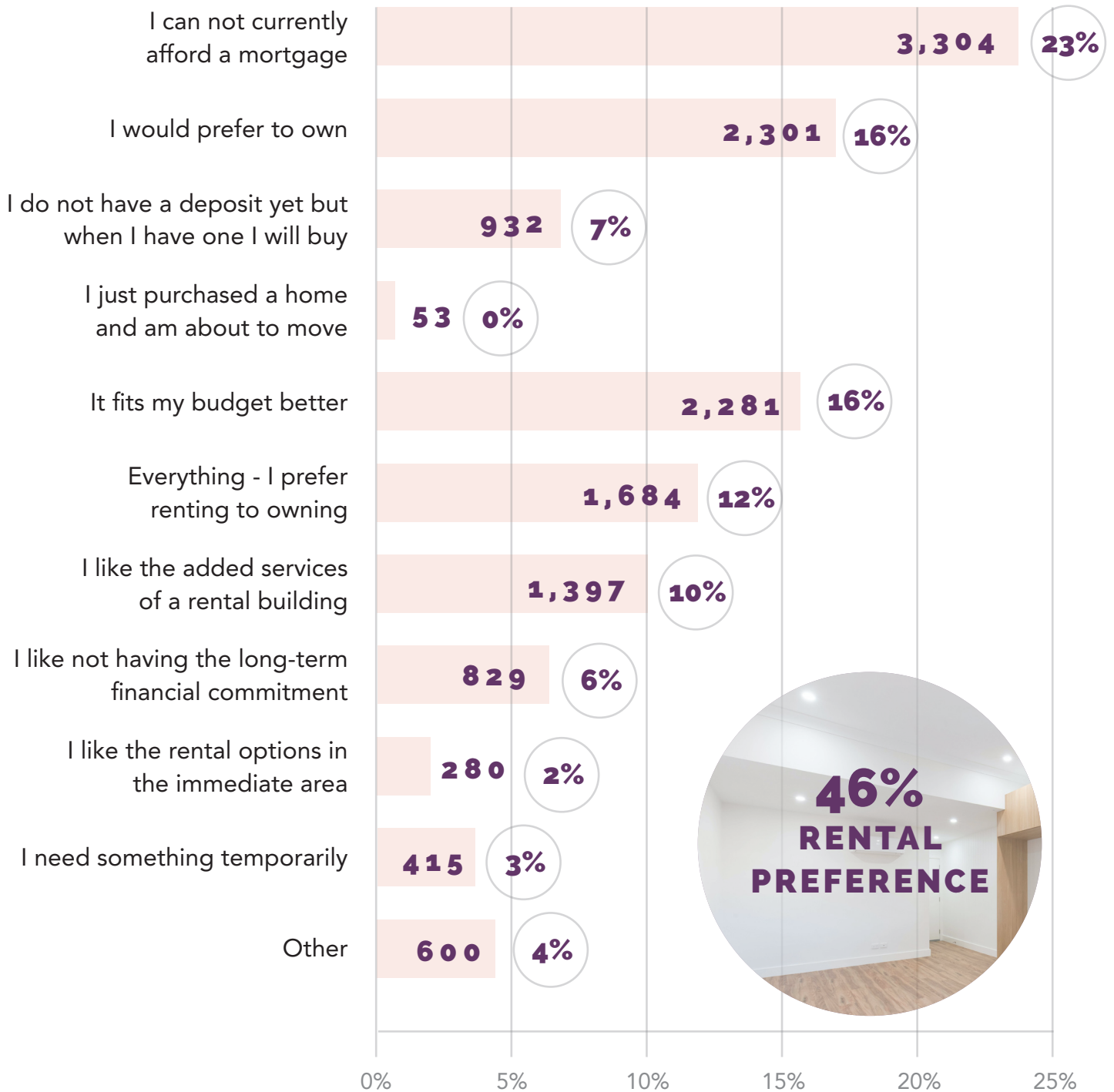


# **CANADIAN MULTI-RESIDENTIAL SATISFACTION STUDY OVERVIEW & DATA**

simplydbs' data between March and July 2023 supports - reinvestment at property level, growing community in buildings and resident relationship - with laser focus on where the opportunities are both at individual property level and industry wide.

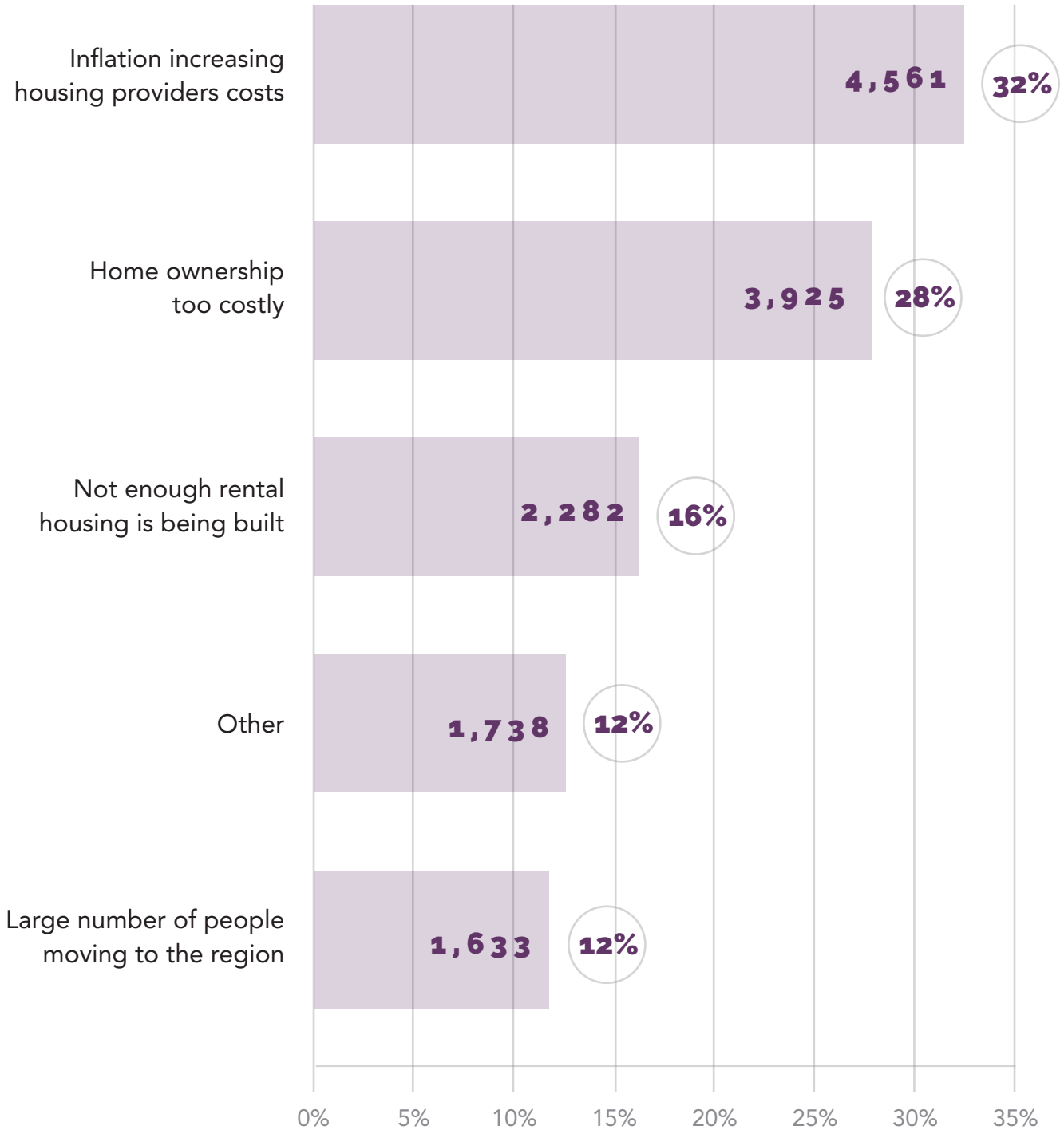
# RENTING IS A LIFESTYLE CHOICE

## OWNERSHIP PREFERENCE TO RENTAL PREFERENCE



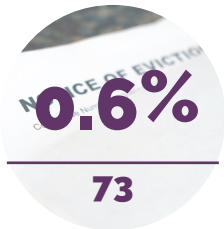
# WHAT IS IMPACTING RENT RATES FROM A RESIDENT'S PERSPECTIVE?

## WHY ARE RENTAL RATES RISING?



## EVICTION & CASH FOR KEYS

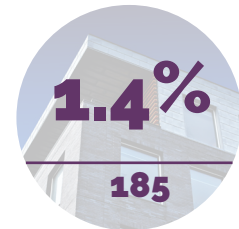
ARE YOU CURRENTLY IN AN EVICTION PROCESS?  
99% REPORTED NOT CURRENTLY BEING IN AN EVICTION PROCESS



IN EVICTION PROCESS  
FOR CAUSE



IN EVICTION PROCESS  
IN GOOD STANDING

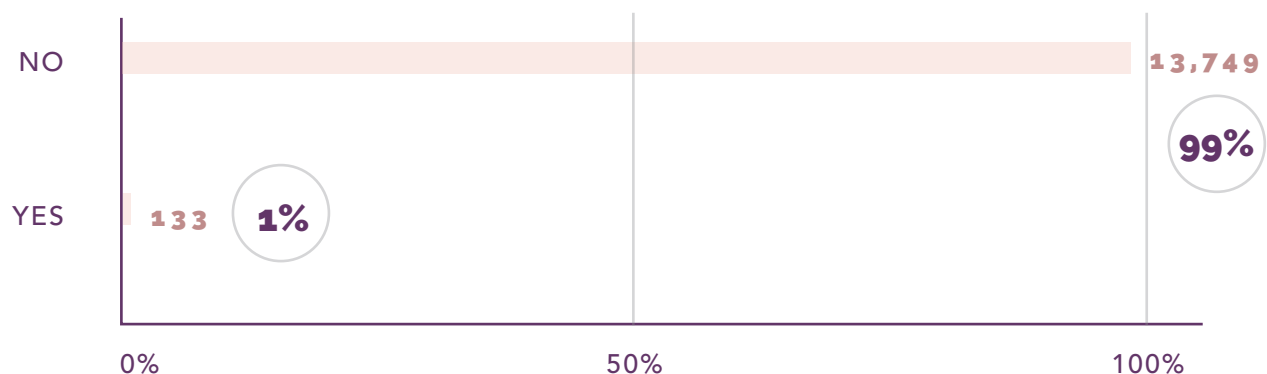


IN EVICTION PROCESS  
COMBINED

	EVICTION FOR CAUSE	EVICTION IN GOOD STANDING	EVICTION PROCESS COMBINED	NOT IN EVICTION PROCESS
AGGREGATE	73 (0.6%)	112 (0.8%)	185 (1.4%)	13,063 (98.6%)
FAMILY / INDIVIDUAL	17 (1.5%)	38 (3.3%)	55 (4.8%)	1,101 (95.2%)
PROFESSIONAL / CORPORATION	51 (0.5%)	55 (0.5%)	106 (1.0%)	10,691 (99.0%)

In aggregate, less than 1% of Professional/Corporation housing provider respondents reported being currently in an eviction process compared to 5% (4.76%) of Family/Individual housing provider.

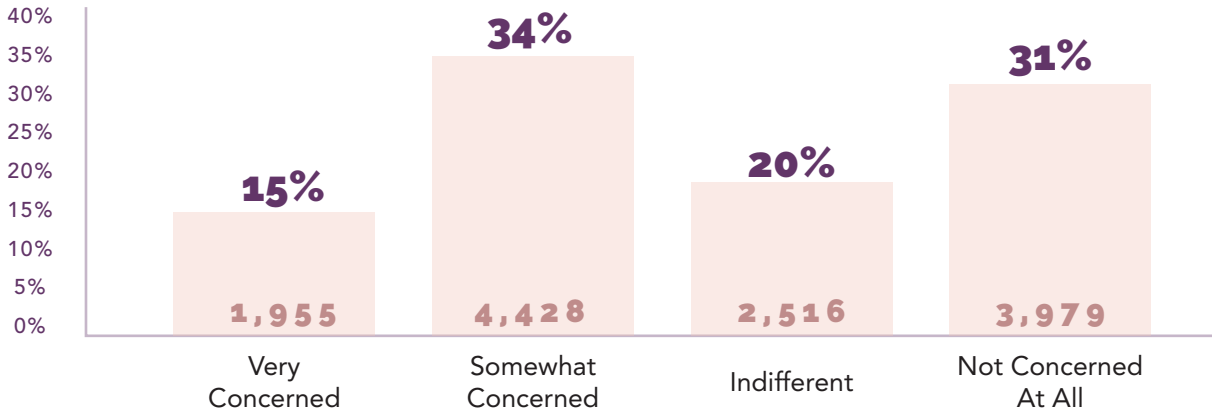
HAS YOUR CURRENT HOUSING PROVIDER OFFERED YOU MONEY TO MOVE OUT?



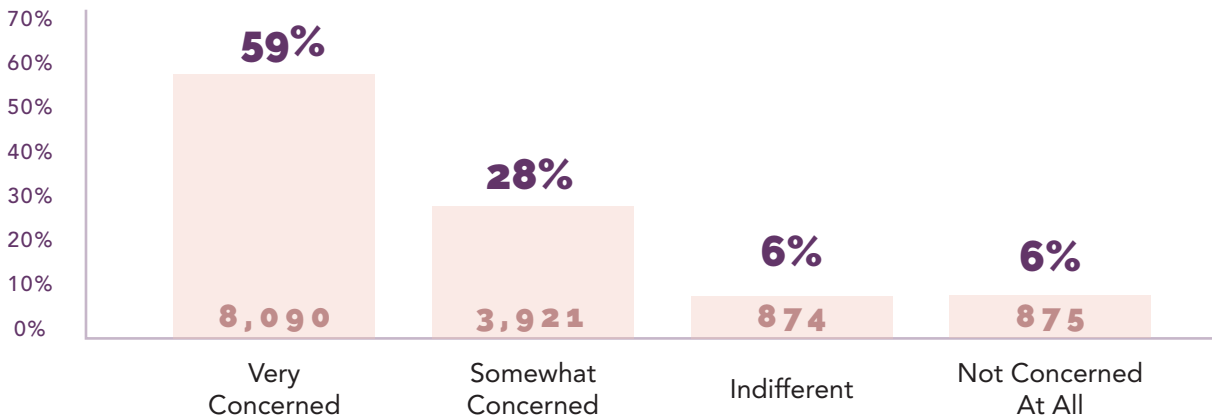


# RESIDENTS ARE MORE CONCERNED WITH FUTURE RENTS THAN TODAY'S RENT

## CONCERNED ABOUT AFFORDING THEIR RENTAL



## CONCERNED ABOUT RISING RENTS IN CITY THEY LIVE

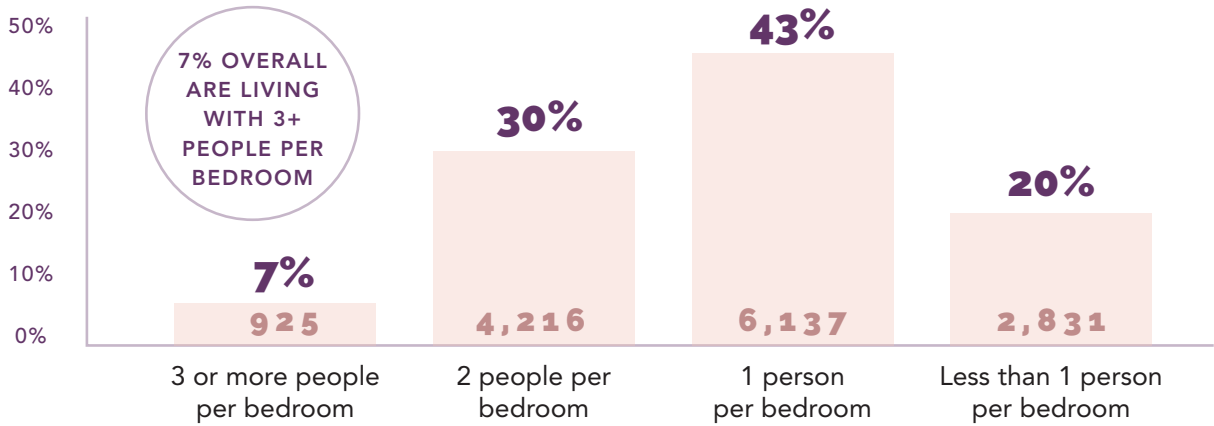


WHEN ASKED ABOUT RENTS RISING IN THE REGION/CITY RESPONDENTS LIVE IN - VERY CONCERNED WAS AT 59% WHICH WAS SIGNIFICANTLY HIGHER COMPARED TO BEING ABLE TO AFFORD THEIR RENT TODAY.



# THE MAJORITY OF HOUSING TYPES FIT THE NEEDS OF RENTERS.

## LOOK AT SUPPLY OF FAMILY HOUSING



Respondents that were on parental leave and/or stay at home parents had the highest amount of 3+ people/bedroom at **28%** and **26%** respectively

Part time students are the third largest group in the selection options at **17%**

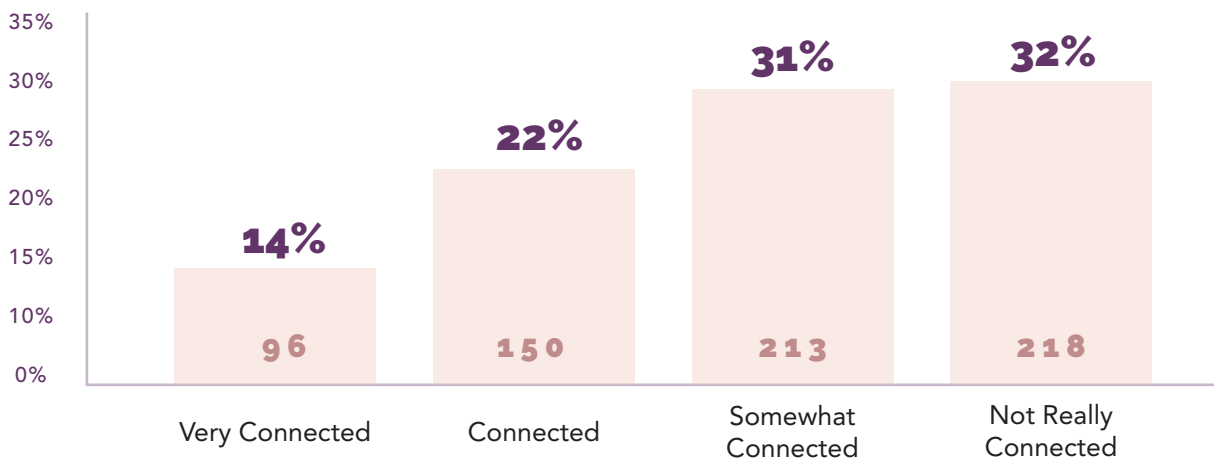
3+ people/bedroom is concentrated on 1+ den category at **16%**

## SPECIAL INSERT FROM SHAPE YOUR SPACE: COMMUNITY EXPERIENCES & SPACES

Do you feel connected to your rental community?

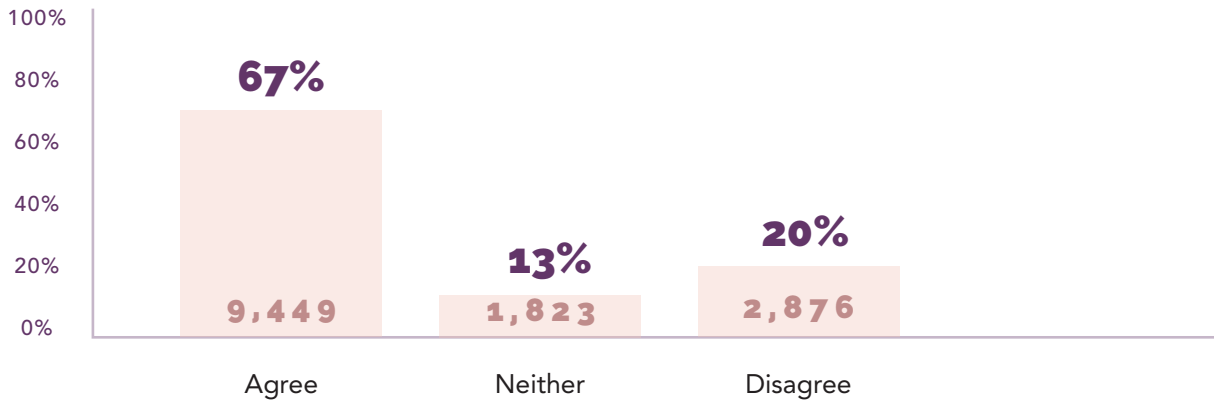
(Confidence Level 99% / 5% Margin of error)

When looking at what residents consider Nice to Have and Essential in their properties, 5 high demand areas for connection are: Outdoor Common Areas, Fitness Facilities, Common Lounges and Building Events & Socials.



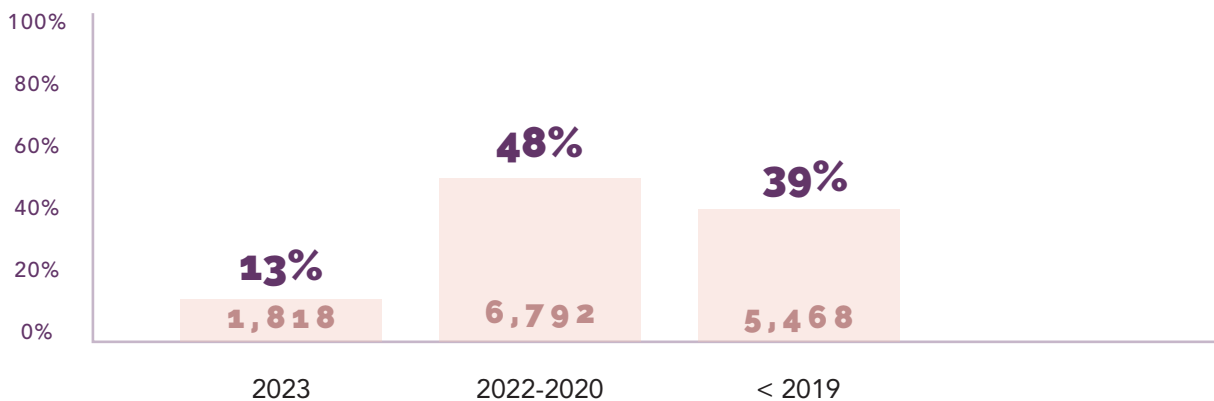
# RESIDENTS ARE PLANNING THEIR FUTURE IN RENTALS

## COMFORTABLE PLANNING A FUTURE IN RENTAL TODAY



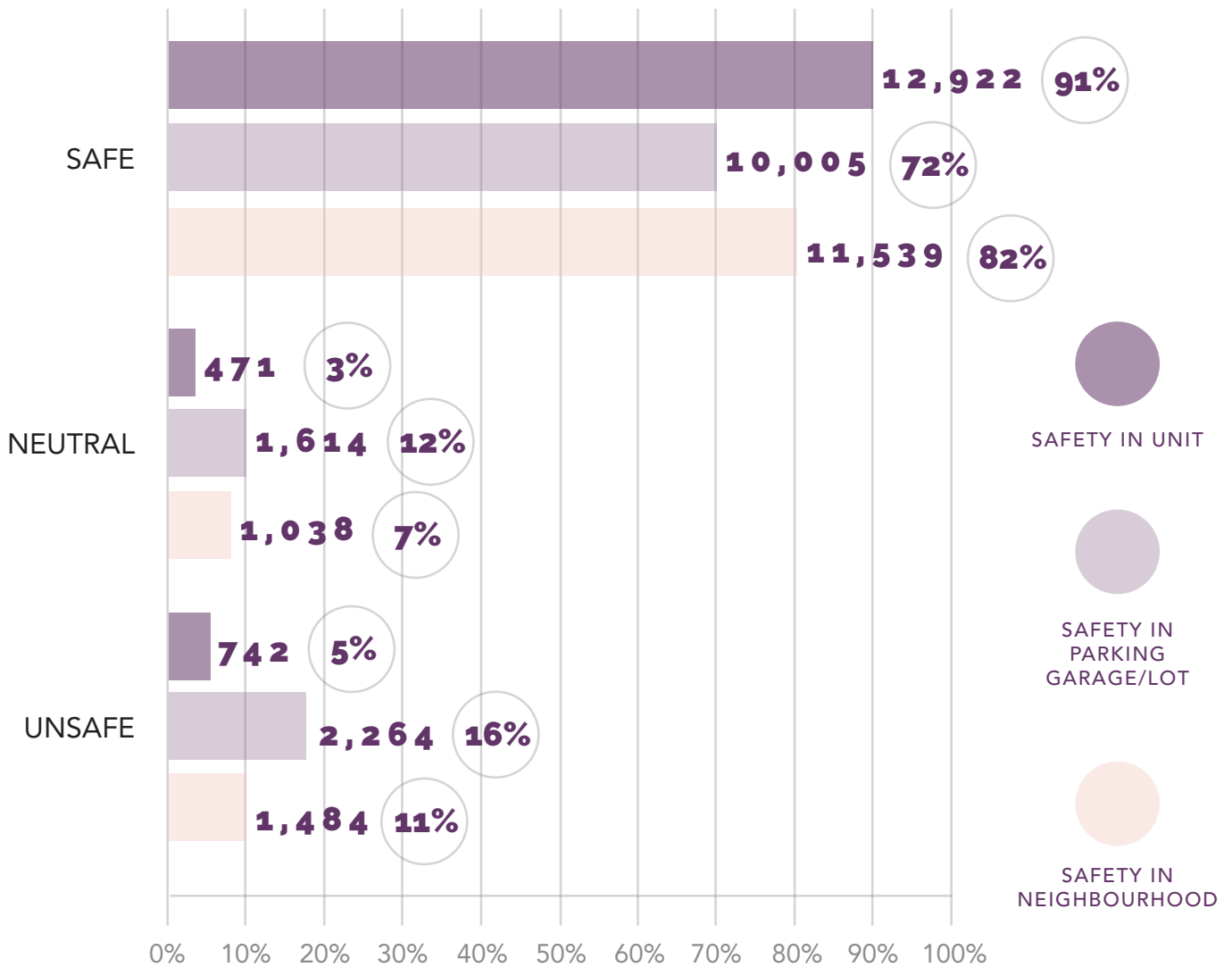
Professional/Corporation housing providers reported a 2% increase in security of tenure when compared to Family/Individual housing providers.

## MOVE IN DATE



# LOOKING TO IMPROVE SAFETY—FOCUS ON PARKING

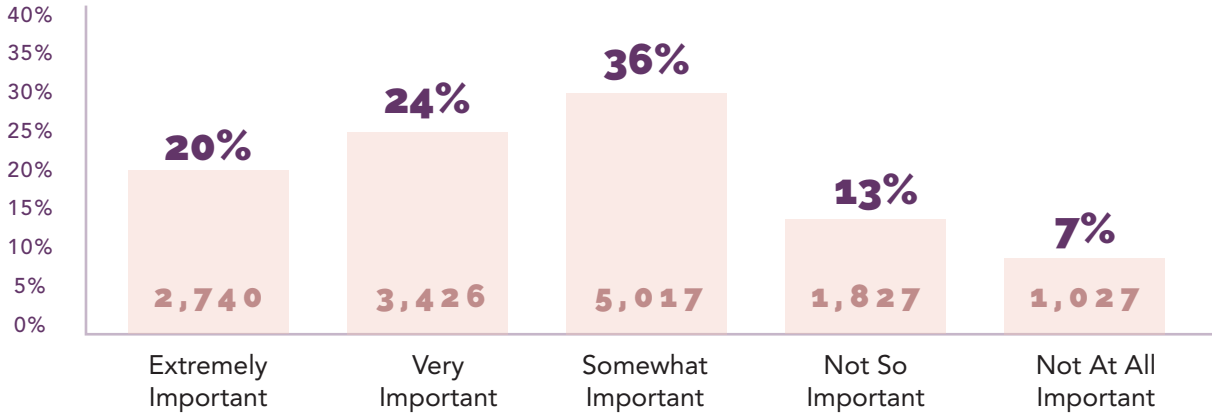
91% OF RESIDENTS FEEL SAFE IN THEIR UNITS AND 82% IN THE NEIGHBOURHOODS



Open text feedback and data indicate that parking areas would benefit from a safety review. Another concern was unauthorized access into buildings. Working with government to improve safety in neighbourhoods the buildings are located in, could help address some of these concerns.

# RESIDENTS ARE ALIGNED IN REDUCING CARBON FOOTPRINT

80% CONSIDER REDUCING CARBON FOOTPRINT IMPORTANT



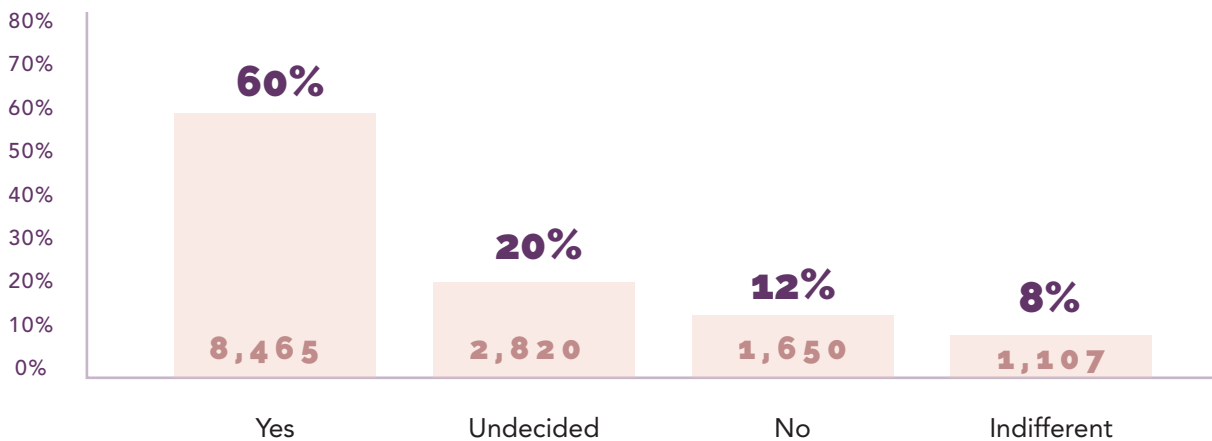
**+80%**

said they value CapEx once completed

**+/-60%**

concerned about climate change on their property

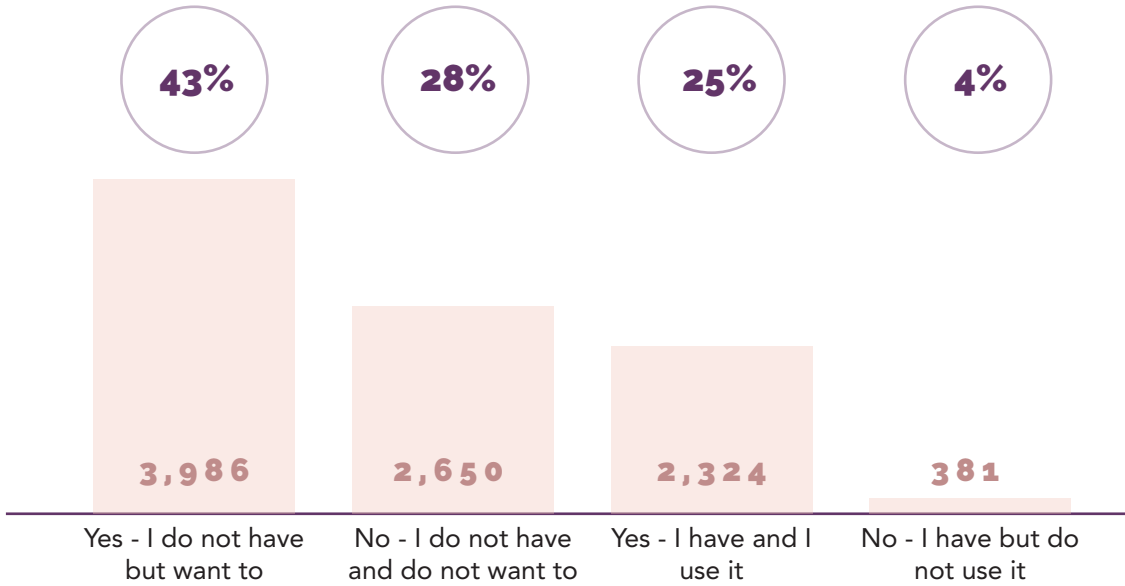
60%+ RESIDENTS SUPPORT CARBON REDUCTION PROGRAMS THAT MAY INCONVENIENCE THEM





# RESIDENTS WANT TO SELF MONITOR THEIR UTILITY USAGE AND LOVE OPENING THEIR DOORS WITH AN APP

DO YOU WANT TO USE AN APP TO VIEW UTILITY USAGE & FEES?



RESIDENTS REPORTED THEY WANTED AN APP TO VIEW UTILITY USAGE AND FEES.

DO YOU LIKE USING AN APP TO OPEN DOORS?



Yes - I have and I use it



No - I have but do not use it

# CMRS SUMMARY

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## TECHNOLOGY FOR LEASING AND OPERATIONS

From finding your units online to opening the front door with an app – residents want to be connected with each other and with the property.

## AMENITIES, EXPERIENCES AND PLACEMAKING FOR COMMUNITY BUILDING

Products being provided have not caught up to demand. Resident want more in terms of events, activations, programs and spaces to come together. ESG is being supported at the resident level. They want and value the improvements and carbon reduction efforts housing providers are investing in.

## INDUSTRY IS FOCUSING ON RELATIONSHIP BUILDING

The industry is paying attention and focusing - not only on property improvements - but also on the overall resident relationship.



# Can Office to Multi-Residential Conversions Address Canada’s Housing Affordability Crisis?

## Canada’s Population Growth to Present a Challenge for Housing Market

Canada is on track to set a new population growth record for 2023, with an estimated 39.8 million in Q2 2023, representing a 3.1% increase year-over-year. Our population growth can be primarily attributed to international migration, as Canada continues to set higher immigration targets. However, population growth has also exacerbated the country’s worsening housing affordability

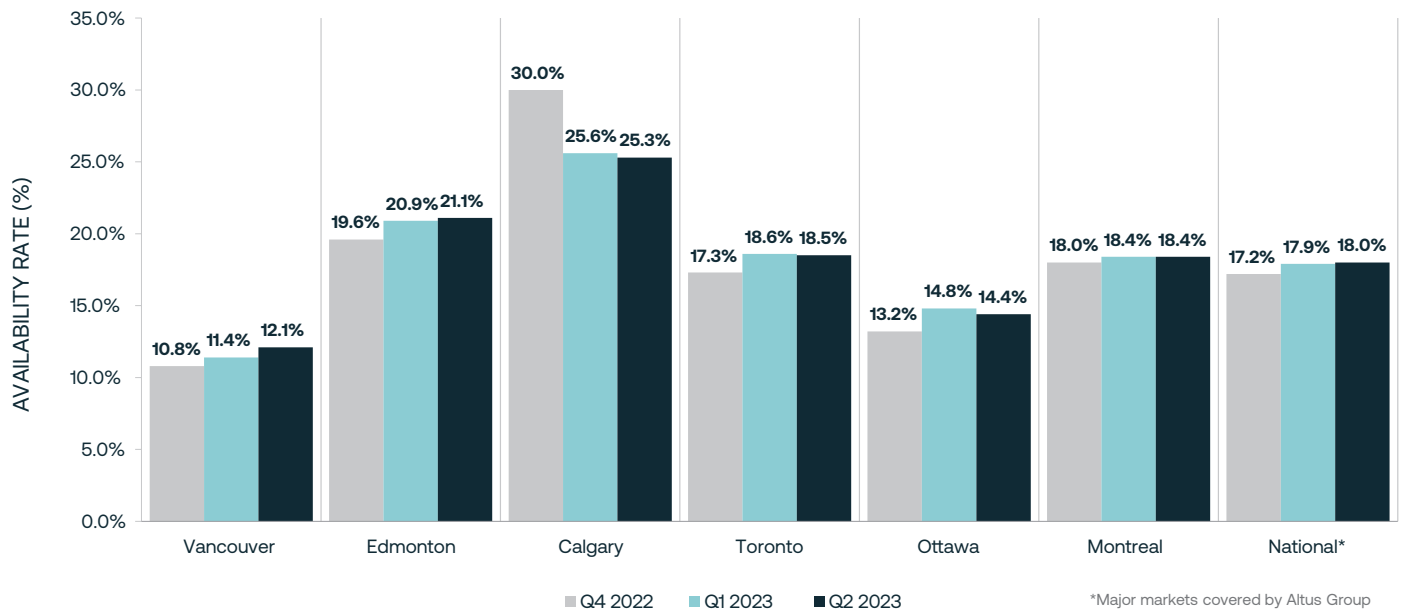
crisis as current social and housing policies have not been well coordinated with the various levels of government. New purpose-built rental projects made up over half of the new apartment construction in the first half of 2023, with 36,000 units versus 33,000 condominium units. Still, the number of new projects has not kept up with the growing housing demand.

## Impact of Work from Home

The current work-from-home options have allowed some workers to move to lower-cost housing, especially if they are not required to go into the office with any regularity. As a result, office availability rates have flattened across all major markets, at 18% in Q2 2023, a marginal increase of 0.4% year-over-year. Vancouver posted the lowest rate at

12.1%, and Calgary the highest at 25.3%. While landlords and businesses have encouraged employees to return to offices by investing in amenitized spaces, the hybrid work model has cemented itself as the preferred work arrangement in Canada.

Office Availability Rates



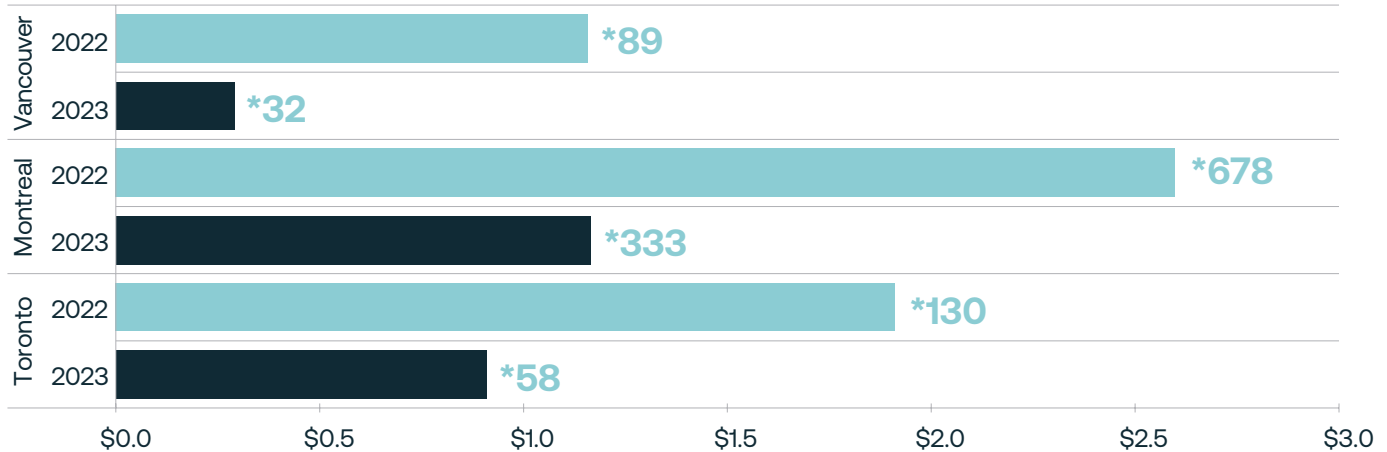


## Multi-family Transactions Slow, But Investors Still Confident in the Sector

Multi-family investment transactions decreased to \$2.5 billion in the first half of 2023 for Vancouver, Toronto, and Montreal —a 55% drop from a year ago. However, investors

are optimistic as the constrained supply of rental housing and the high cost of housing in the market supports asset fundamentals.

### Multi-Family Residential Investment Activity First Half 2022 vs. First Half 2023



\*Number of transactions

Source: Altus Group

According to Altus Group's most recent Investment Trends Survey, suburban multi-unit residential was the top preferred property type in Q2 2023. The slowdown in

apartment transaction activity has been due to the bid-ask gap between buyers and sellers and the tightening of lending practices from financial institutions.

## Conversions May Not be the Panacea

With ongoing rightsizing efforts in the office sector expected to hit a threshold and an urgent need for housing as Canada's new housing supply is forecast to slow by 10% in 2023, some have proposed office conversions to supply affordable housing in a kill-two-birds-with-one-stone approach. The high costs associated with homeownership and lack of listings have driven up the demand for purpose-built rentals.

In the City of Calgary, incentives have been introduced, and its zoning by-laws have been adjusted to promote office to residential conversions. In Toronto, Altus Group's Economic Consulting Team has estimated that Class B

and C office conversions in Toronto can, theoretically, provide the market between 16k to 18k housing units.

However, this approach is more straightforward in theory than in practice. Rising interest rates, inflationary pressures, and labour shortages have increased construction, material, and labour costs, impacting conversion projects' monetary risks on top of the underlying design problems in moving to residential use. While conversions alone may not solve Canada's housing crisis, it can provide a much-needed reprieve to deteriorating affordability in selected cities under the right conditions.



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## QUESTIONS IN REPORT & ANSWER KEYS

Only select question and answer keys are referenced in the report.  
To discuss the full survey question and answer keys please connect with simplydbs.

1. Is your rental property CURRENTLY owned by a company, individual or other? If given the choice, which would you PREFER?
  - a. Family / Individual
  - b. Professional Company / Corporation
  - c. Not-for-profit
  - d. Government Housing
  - e. Unsure
2. There is a lot in the news about rising rents. What do you think the number one reason is from the choices below?
  - a. Not enough rental housing is being built resulting in not enough homes to purchase
  - b. Home ownership too costly forcing people to keep renting
  - c. Inflation increasing Housing Providers costs - impacting rental rates
  - d. Large number of people moving to the region (Interprovincial migration and emigration)
3. Please let us know how much you agree or disagree with this statement: I am comfortable planning a future at my rental and am not worried that I will be asked to leave.
  - a. Strongly Agree
  - b. Agree
  - c. Somewhat Agree
  - d. Neither Agree nor Disagree
  - e. Somewhat Disagree
  - f. Disagree
  - g. Strong Disagree
4. Do you feel safe in the following areas of your building and neighbourhood? (Very Safe, Safe, Somewhat Safe, Neither Safe or Unsafe, Somewhat Safe, Unsafe, Very Unsafe)
  - a. My Unit
  - b. Overall Building
  - c. Parking Garage / Lot
  - d. Neighbourhood
5. Are you currently going through an eviction process?
  - a. I am not currently being evicted
  - b. I am currently being evicted while in good standing
  - c. I am currently being evicted but have complaints on file and/or are delayed in rent and/or may have an open case against me
  - d. I am not sure
  - e. Prefer not to answer
6. Has your current housing provider offered you money to move out?
  - a. Yes
  - b. No
  - c. Other
7. Please let us know if you have concerns with any of the following items in your rental today: (Very Concerned, Somewhat Concerned, Indifferent, Not Concerned At All, N/A)
  - a. I Cannot Afford my Rental
  - b. Rents Rising Significantly in the City or Region Where I Live
8. Do you want to use an app to do any of the following?\*( Yes - I have and use it, No - I have but do not use it, Yes - I do not have it but want it, No - I do not have and do not have to)
  - a. Book Amenity Space
  - b. Control Heat
  - c. Control Lights
  - d. Create and Track Maintenance Requests
  - e. Find Discount Codes with Local Partners
  - f. Make or Schedule Automatic Payments
  - g. Open Doors
  - h. Pay Insurance
  - i. Pay Utilities
  - j. Property Announcements
  - k. Property Events
  - l. Receive Package Delivery Notifications
  - m. Renew Leases with Signature

- n. See how Busy Amenity Space is
  - o. Sign in Guests
  - p. View Front Door
  - q. View Utility Usage and Fees
  - r. Other
9. Would you support initiatives to reduce the carbon footprint of your building if it means inconveniencing you directly? ( i.e. Changing appliances, construction noise from upgrades, separate metering, sorting waste and garbage etc.) Please Note Carbon Footprint is defined as: The total amount of greenhouse gases that are generated by our actions.
- a. Yes
  - b. No
  - c. Undecided
  - d. Indifferent
10. Is reducing your building's carbon footprint important to you?
- a. Extremely Important
  - b. Very Important
  - c. Somewhat Important
  - d. Not So Important
  - e. Not At All Important
11. What is your number one reason for Renting Versus Owning? Please select your top choice.
- a. Everything - I prefer Renting to Owning
  - b. I like not having the long-term financial commitment of a mortgage
  - c. I like the added services of a rental building (maintenance and repairs, customer service etc.)
  - d. I like the rental options in the immediate areas more than ownership
  - e. It fits my budget better
  - f. I can not currently afford a mortgage / monthly payment but when I can I will buy
  - g. I do not have a deposit yet but when I have one I will buy
  - h. I need something temporarily
  - i. I would prefer to own but can not at the moment
  - j. I just purchased a home and am about to move
  - k. Other
12. How many family members and/or roommates live in your household including yourself? (Scale 0-10)
13. How many bedrooms are in your current rental?
- a. Studio Unit
  - b. 1 Bedroom
  - c. 1 Bedroom + Den
  - d. 2 Bedrooms
  - e. 2 Bedrooms + Den
  - f. 3 + Bedrooms
14. What range is your current rent for your unit?(If you share with anyone in your unit, please provide the total rent amount not your individual portion)
- a. Under \$1,000
  - b. \$1,000 - \$1,500
  - c. \$1501 - \$2,000
  - d. \$2001 - \$2,500
  - e. \$2,501 - \$3,000
  - f. Over \$3,000
15. What is your approximate average household income?
- a. \$0
  - b. \$1 - \$10,000
  - c. \$10,001 - \$20,000
  - d. \$20,001 - \$30,000
  - e. \$30,001 - \$40,000
  - f. \$40,001 - \$50,000
  - g. \$50,001 - \$80,000
  - h. \$80,001 - \$100,000
  - i. \$100,001 - \$150,000
  - j. \$150,001 - \$200,000
  - k. \$200,000 - \$250,000
  - l. \$250,001 +
  - m. Prefer not to answer
16. What is your current employment status?
- a. Employed Full Time
  - b. Employed Part Time
  - c. Full Time Student
  - d. Part Time Student
  - e. On Parental Leave
  - f. Temporary Leave of Absence (Mental or physical health, caregiving for an elder etc).
  - g. Retired

- h. Stay at Home Parent
- i. Temporary Work Interruption
- j. Unemployed

17. Please let us know when you moved in (year and month).

18. What is your current age range?

- a. Under 25
- b. 26-30
- c. 31-40
- d. 41-50
- e. 51-55
- f. 56-60
- g. 61-69
- h. 70+
- i. Prefer not to say

19. Please provide the province/territory you live in.

20. What city do you live in?

21. Please provide your postal code.

(Please note not all answer keys are in the report.)

## DEFINITIONS

### Confidence Level

Confidence level indicates the probability that the same survey sent to the same population would provide the same results. This aids in understanding how true the sample is a representation of the larger population.

### Margin of Error

Margin of error indicates how far from the estimate the true value may be - plus or minus.



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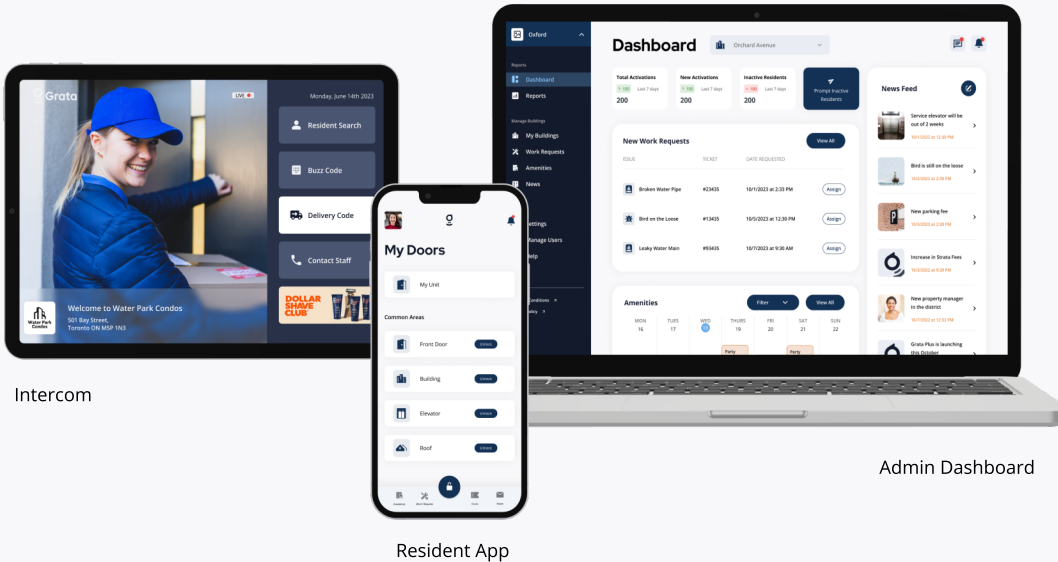
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# CREATIVE PLACEMAKING INCREASES POSITIVE ROI

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## STUDY FROM TORONTO METROPOLITAN UNIVERSITY AND INDUSTRY LEADERS FINDS

The Daniels Corporation, Entro, LeMay, MASSIVart & Toronto Metropolitan University

### **Study shows a 50% increase in time spent in spaces with placemaking interventions.**

A collaborative study by academic researchers and industry leaders has been able to prove the positive impact of placemaking interventions in public and private spaces. A study, conducted by Toronto Metropolitan University in collaboration with The Daniels Corporation, Entro, LeMay and MASSIVart found an increase in personal connection, more time spent, sense of safety and more shareability of locations with placemaking interventions. These findings help us understand the immediate and enduring benefits of placemaking for retail, real estate, and public spaces.

Ultimately, the study proves that placemaking initiatives go beyond creating curb appeal. When placemaking interventions are introduced; increased time spent can result in more sales or productive use of a site; increased self-congruity strengthens brand awareness and attachment; increasing the shareability of the placemaking experience can result in higher traffic to your destination. Placemaking interventions (that are thoughtfully designed, co created with the community, and expertly produced) will influence key behaviours that benefit communities and businesses alike.

The study measured responses from 586 respondents after they were presented with one version of a site. The sites included the following: office spaces, public plazas, retail stores, transit stations, and condo buildings. The baseline version was a direct model of the site as it appears in public. The enhanced version was improved by placemaking interventions designed by the industry partners, and included enhanced signage and wayfinding, public art installations, or spatial rearrangements. Researchers replicated the various sites in immersive virtual environments, which helped them tackle previous studies' attempts at scalability, context, and attribution. The virtual environments ensured the results could only be attributed to placemaking interventions.

To make your site more culturally vibrant and feel safer, friendlier, and aspirational, the researchers found placemaking initiatives produced a 53% increase in positive perceptions for all of the enhanced environments, compared to the baseline. Individuals also felt the environments were more inviting, beautiful, stimulating, and comfortable, with the research showing a 63% increase in positive feelings towards the locations.

Another important result of the study is



the 77% increased likelihood for individuals to recommend the site to friends, family, acquaintances, and a 74% increased likelihood for visitors to share more information about the location that has placemaking interventions. This can translate to an increase in traffic to your site and more exposure through word-of-mouth or social media sharing. This organic conversation is a form of publicity that can be incredibly beneficial.

With the general feelings toward the site being more beautiful, stimulating, safer,

and friendlier and the increased likelihood for sharing their experiences, researchers also saw a 50% increase in time spent in the locations. Additional time spent can result in increased sales, productive use of space, and overall social and environmental benefits.

Lastly, researchers noticed an effect on individual self-congruity in the enhanced spaces. Self-congruity happens when an individual connects their self identity with a brand's identity. Researchers observed a 53% increase in self-congruity when participants engaged with sites





photo credit: Jakob Dahlin

with placemaking initiatives. The synthesis of self identity and brand identity can also solidify brand allegiance – resulting in behaviours like frequent purchases, dedication to community activities, and thoughtful interactions with the environment. The study proves that effective co-design stimulates the targeted communities so that they can relate, participate, and establish a profound connection with the space and its intention. When engaged with any of the enhanced sites – transit stations, condo buildings, retail stores, and office spaces – the individual’s behaviour was positively influenced by placemaking interventions. Placemaking

interventions can significantly affect your targeted communities and result in desired outcomes, such as increased sales, stronger connections, increased interactions, community engagement, brand loyalty, increased traffic, and positive awareness. Placemaking initiatives are not only great for captivating your clients and communities, but the increased likelihood of these individuals to learn more, share their experience, feel better about and align their self-image with the enhanced spaces can create immediate and lasting effects for any industry.

## KEEP ENGAGING WITH SIMPLYDBS

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### **SHAPE YOUR SPACE (SYS)**

The Social in ESG is a 365 day priority. An easy to use B2C circular surveys platform - "always on, always listening". Providing your tenants, residents and users of space a home for feedback. We filter the data to power your teams with easy to read reports and visualizations. Go one step further and use our platform to benchmark your data against the market set.

### **ACTIVATE THIS SPACE (ATS)**

Finally demand side data you can use. A crowdsourcing, measurement and feedback tool rolled into one. Measure and gain feedback before, during and after any experience, capital expenditure or development. Actively build, lease, plan and program spaces and experiences based on quick time demand data. Show the community you're listening.

### **CUSTOM SURVEY PRODUCTS**

Real estate experts focused on activating feedback. We are survey experts. Think of us as an extension of your team. We provide custom consulting tailored to your specific use case, benchmarking and analytics, along with actionable insights and activation reports.

### **SDBS ENGAGEMENT SCORE**

How do you compare and measure ROI? Powered by standard industry wide NPS focused surveys, we rate user engagement and provide benchmark scores. Aggregating tenant, resident and user feedback allows us to compare experiences, buildings, portfolios and more to a market index.



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