

A light blue outline of the Toronto skyline, including the CN Tower, is positioned at the top of the page.

City of Toronto – Municipal Licensing Services Online Omnibus Final Report February 2015

Background & Objectives

- Ipsos Reid was commissioned by the City of Toronto to conduct research among a representative sample of Toronto residents.

- Specifically, the objectives of this research are to determine:
 - Presence and impact of rooming houses in Toronto;
 - Experience with and attitudes towards rooming houses; and

- Interviewing was conducted online via Ipsos Reid's iSay online panel.
- In total, n=1,011 interviews were conducted with Toronto residents over the age of 18.
- Interviews were conducted between December 1st and 9th, 2014.
- The entire omnibus questionnaire took approximately 17 minutes.
- Interviewing quotas were administered and weighting was applied to the data to ensure that the results of the survey are representative of the City of Toronto population according to the 2011 Canadian Census.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points.

Where possible we have shown significant differences using green and red highlighting throughout the report as such:

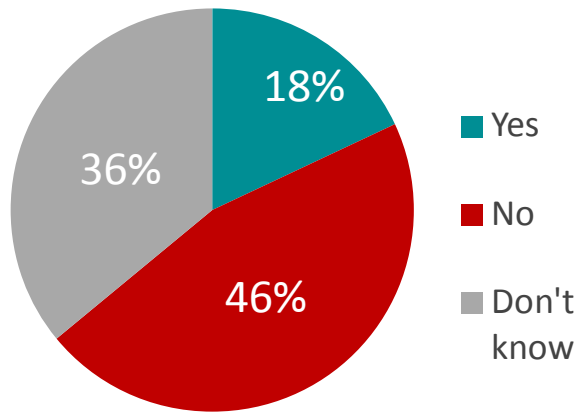
	Significantly higher
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Detailed Findings

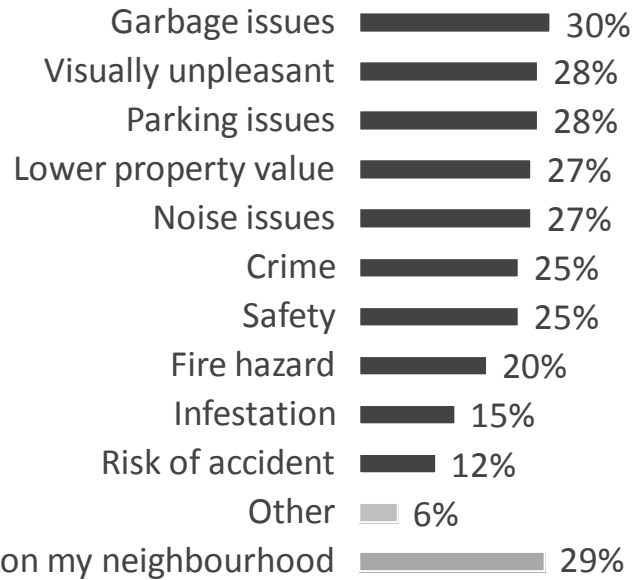
Rooming House in Neighbourhood

- Just under half of Torontonians say that they do not have any rooming houses in their neighbourhood.
- Among the 18% who say that they do have a rooming house in their neighbourhood, there seem to be a variety of issues that are impacting neighbourhoods. Carrying relatively equal weight are issues surrounding: garbage, parking, visually unpleasant, noise, lowering property value, crime and safety.
- One-third of Torontonians who have a rooming house in their neighbourhood say that it has no impact.

Presence of Rooming House



Impact of Rooming House



Rooming houses most likely to be identified in Scarborough.

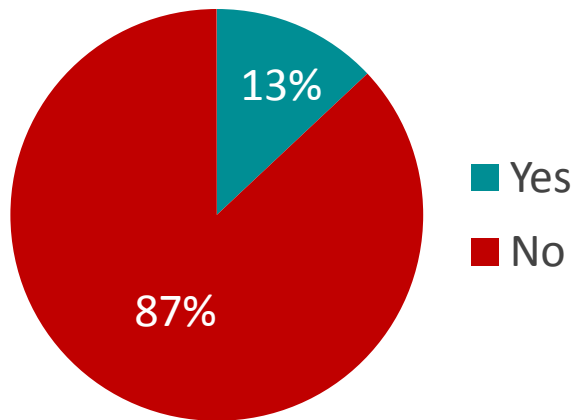
Rooming houses with no impact on neighbourhoods are most likely in old Toronto or in the East York area.

B9. Do you have a rooming house in your neighbourhood? By rooming house we mean a shared house, or dwelling where you shared a kitchen and/or washroom with other residents (not including members of your household). Base: All respondents (n=1011) B10. What, if any, impact does the rooming house have on your neighbourhood? Please select all that apply Base: Respondents who have a rooming house in neighbourhood (n=179)

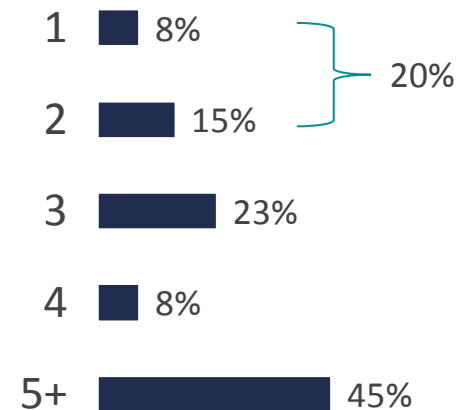
Experience Living in Rooming House

- Only 13% of Torontonians have ever lived in a rooming house in the City of Toronto and these individuals tend to be lower income.
- Nearly half of the rooming houses that people have lived in have had 5 or more people living in them while 20% have had 1-2 housemates.

Ever Lived in Rooming House



Number of People in Rooming House



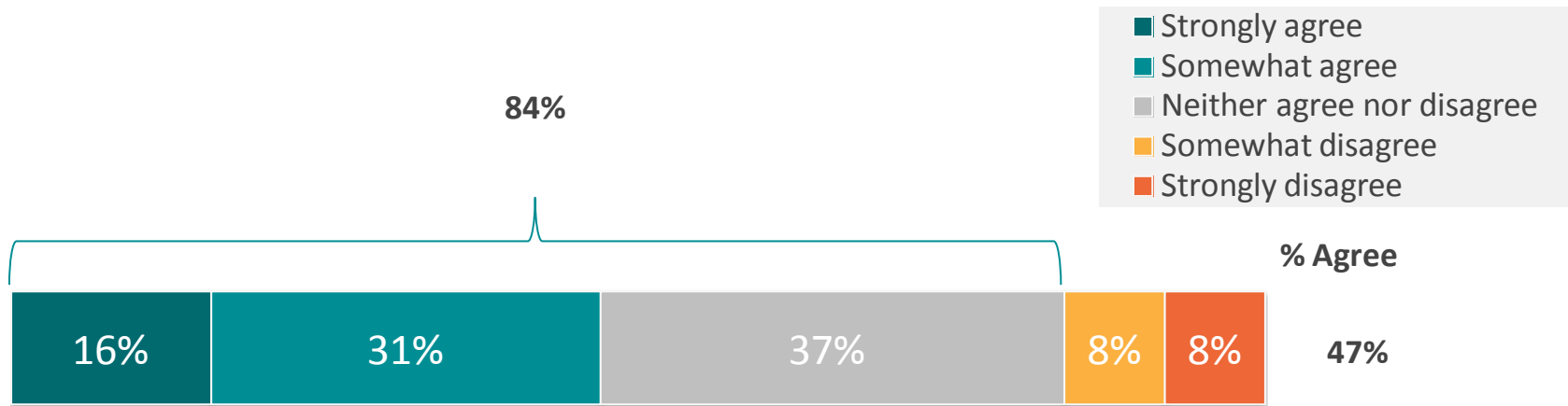
B11. Have you ever lived in a rooming house, shared house, or dwelling where you shared a kitchen and/or washroom with other residents (not including members of your household) in the City of Toronto? Base: All respondents (n=1011)

B12. Thinking about the most recent rooming house, shared house, or dwelling where you shared a kitchen and/or washroom with other residents that you lived in approximately how many other people lived in the same dwelling?

Base: Respondents who have lived in a rooming house, shared house, or dwelling where you shared a kitchen and/or washroom with other residents (n=133)

Opinions on Whether Rooming Houses Should be Available to Rent

- Half of Torontonians believe that rooming houses *should* be available for people to rent. A large number of Torontonians (37%) are indifferent to whether rooming houses should be available to rent in Toronto.
- Overall 84% of residents either agree that rooming houses should be available for rent or are indifferent on the matter.
- Residents who are living downtown in old Toronto and East York are significantly more likely to agree that these houses should be available to rent where as Scarborough residents are most likely to disagree.



Torontonians who have previously lived in a rooming house are significantly more likely to believe that these houses should be available for rent.



	Liven in Rooming House	
	Yes	No
Agree	74%	43%
Disagree	5%	18%

B13. To what extent do you agree that rooming houses, shared houses, or dwellings where you shared a kitchen and/or washroom with other residents should be available to rent and live in?

Base: All respondents (n=1011)

Demographic Profile

Age	
18-34	31%
35-54	37%
55+	32%

Gender	
Male	47%
Female	53%

Number of residents at current address	
1	29%
2	33%
3	32%
4	13%
5 +	6%

Have lived in Toronto...	
Less than 1 year	1%
1 to just under 5 years	10%
5 to just under 10 years	9%
10 to just under 20 years	15%
20 years or more	66%

Country of Birth	
Canada	67%
Elsewhere	34%

Home status	
Own	62%
Rent	38%

Demographic Profile

Education	
HS or less	13%
Some college/university	18%
Completed college	18%
Completed university	37%
Graduate degree	14%

Household Income	
Less than \$40,000	20%
\$40,000 to less than \$80,000	31%
\$80,000 to less than \$125,000	19%
\$125,000 to less than \$200,000	10%
\$200,000 or more	2%

Region	
North York	24%
Scarborough	23%
Etobicoke & York	19%
Toronto & East York	34%

Language spoken at home	
English	87%
French	2%
Chinese	7%
All else	14%