



Average Market Rent Survey 2021

Prepared by Victoria Chapman, Research Analyst
and Kholah Nisar, Research Analyst
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Key Findings

- A total of 516 ads were included for analysis in the 2021 Average Market Rent survey (AMR). Of the 516 ads, 456 were ads for apartments, attached or detached accommodations and 59 were shared accommodations/room rentals.

Apartments, Attached and Detached Accommodations

- Overall, the AMR increased as the number of bedrooms increased across all stratified areas except in Collingwood between a bachelor and one-bedroom. Orillia and Midland generally had the most affordable units across all unit sizes except one-bedrooms, where Collingwood was more affordable.
- Bachelor apartments ranged in price from \$1,068 in Orillia to \$1,528 in Barrie.
- One-bedroom apartments ranged in price from \$1,088 in Collingwood to \$1,541 in Barrie.
- Two-bedroom apartments ranged in price from \$1,628 in Orillia to \$1,883 in Collingwood.
- Three plus bedroom apartments ranged in price from \$2,170 in Orillia to \$2,711 in Alliston/Bradford.

Shared Accommodations/Room Rentals

- Barrie had the lowest room rental average at \$694, closely followed by Orillia at \$695 and Alliston/Bradford at \$711. Collingwood had the greatest room rental average at \$792 followed by Midland at \$735. Midland had the largest increase in room rental average price between 2021 and 2020 with an increase of 23%.

Purpose

The purpose of the Average Market Rent (AMR) survey is to collect accurate data on current rental market prices from residential rental advertisements (ads). The rental structures included are self-contained, with no short-term leases included, and are found within Simcoe County.

There is also a survey conducted annually by Canada Mortgage and Housing Corporation (CMHC). The CMHC market rent survey data is limited to a few areas within Simcoe County. There is also a methodological difference between CMHC and AMR data collection, where CMHC does not capture all units on the market for rent. As such, a need was identified to conduct further analysis in Simcoe County to provide market rent data for areas that were not covered, and to show a more representative picture of current rental prices in the County.

AMR is used as an enhancement to the current estimation of the average market rents for various housing sizes within Simcoe County, broken down into five stratified areas. The five stratified areas are Alliston/Bradford, Barrie, Collingwood, Midland, and Orillia. Christian Island 30 and Mnjikaning First Nation 32 are not included within the stratified areas.



AMR Methodology

Data collection was completed via online resources between September 2021 and December 2021. The use of online ads was considered the most accurate and valid data source. Screenshots of the ads collected were captured and stored by the Research Assistant as a reference.

The 2021 ads were collected from the following websites in order of most ads to least ads collected:

- www.kijiji.ca
- www.realtor.ca
- www.facebook.com/marketplace
- PDF's from CONTACT and/or Empower Simcoe
- www.freerentads.com
- www.agsecure.ca
- www.rentals.ca
- www.zolo.ca
- www.zumper.com
- www.realestate.mitula.ca
- www.rentboard.ca
- <https://www.homesbyheritage.ca/>
- <https://shorelinepropertymanagement.ca/>
- www.zoeken.ca
- www.padmapper.com
- <https://www.livewithbk.com/>
- <https://www.coldwellbanker.ca/>
- www.gottarent.com
- <https://rpmcan07.appfolio.com/listings/listings>
- www.listanza.com
- <https://www.rentfaster.ca/on/toronto/>

The housing types considered for this survey included apartments, attached and detached single family dwellings (SFD). Unit size included:

- Apartments: Bachelor, 1 bedroom, 2 bedroom, and 3+ bedroom units
- Attached and Detached SFD: 2 bedroom and 3+ bedroom units

Units included as shared rental accommodations/room rentals were those that were not self-contained. The units had shared aspects such as a bathroom, kitchen or common area but include a private bedroom. Shared rooms were excluded from this analysis.

Once an ad was collected it was entered into an excel database by determining first the stratified area it belonged in, followed by the municipality. The housing type was then entered followed by the unit size (the number of bedrooms), as shown in the following diagram (Figure 1). Additional information, such as secondary suite classification, the rental cost in Canadian dollars (CAD \$), inclusion of utilities, length of rental stay (short or long term), and if the unit was advertised privately or by a property management company, were also taken from the advertisements and recorded.

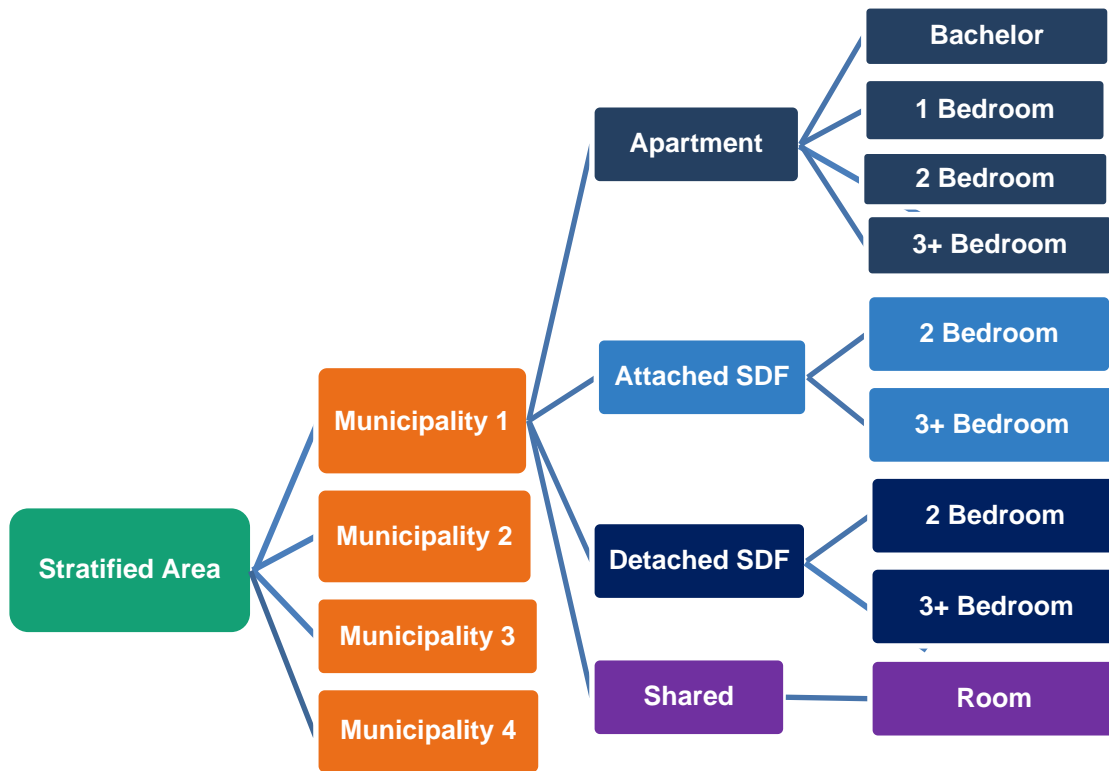


Figure 1: Data collection diagram

The stratified areas and the municipalities contained within them can be seen below in Figure 2. The colours used to differentiate the five stratified areas in Table 1 are used throughout the report to represent the areas.

Table 1: Stratified areas and included municipalities

Alliston/Bradford	Barrie	Collingwood	Midland	Orillia
Adjala-Tosorontio	Barrie	Clearview	Midland	Orillia
Bradford West Gwillimbury	Essa	Collingwood	Penetanguishene	Oro-Medonte
New Tecumseth	Innisfil	Wasaga Beach	Tay	Ramara
-	Springwater	-	Tiny	Severn



Data Cleaning

Data cleaning was conducted to verify all ad information against the picture documented for accuracy. Duplicate ads, ads that do not meet survey requirements and the top 10% of ads were removed from analysis. Historically the Social Housing Team reviewed the top and bottom 10% of ads to identify outliers individually. Upon review in 2021 it was determined the top 10% were not modest in size or amenity and were removed. The bottom 10% of ads were reviewed by the Research Analyst and all ads were included for analysis. By removing the top 10% of ads the data is less likely to be skewed by luxury accommodations. Ads for shared rooms were excluded and rent to own ads were also excluded because a portion of the rent goes towards a down payment on the property. The remaining units were included for analysis. For detail on the excluded top 10% of ads see the Appendix.

Analysis

The monthly rent column was used throughout the analysis to determine the average market rent. The values provided are the advertised price from the rental ad and may or may not include utilities.

The 'Average Market Rent' was calculated for each of the five stratified areas by unit size. Analysis was not broken down by housing type as it had in the past. This decision was made so the data better aligned with CMHC data and program guidelines. Average market rent was calculated by adding the rent for the included units and dividing by the number of ads that were included in each category.

A 'Sample Size' of three ads or more was considered a requirement for every housing type and unit size in each stratified area. An asterisks * is used throughout this report to indicate suppressed data. A total of 516 ads were included in the analysis of the 2021 AMR survey, all of which were collected by the 2021 Fall Research Assistant.

Comparison of CMHC and AMR

CMHC defines 'rent' as the actual amount tenants pay for their unit. No adjustments are made for the inclusion or exclusion of amenities and services such as heat, hydro, parking, and hot water. For available and vacant units, the rent is the amount the owner is asking for the unit. Utilities such as heating, electricity and hot water may or may not be included in the rent.

The CMHC survey is conducted on a sample basis in all urban areas with populations of 10,000 and more. The survey targets only privately initiated structures with at least three rental units, which have been on the market for at least three months (Rental Market Report, Ontario Highlights, 2017). The survey is conducted by a combination of telephone interviews and site visits, and information is obtained from the owner, manager, or building superintendent. The survey is conducted during the first two weeks of October, and the results reflect market conditions at that time. Because the CMHC methodology is different from the AMR, direct comparisons should be done carefully.



Sample Size

A total of 516 ads were included for analysis in the 2021 AMR. Of the 516 ads, 457 were ads for apartments, attached or detached accommodations and 59 were shared accommodations/room rentals. Table 2 displays the ad count for each stratified area and the percent change in the number of ads between 2020 and 2021. The formula used for percentage change in the table is: $(2021 \text{ Ads} - 2020 \text{ Ads}) / 2020 \text{ Ads}$. Overall, the total number of ads collected decreased by 25% compared to the 2020 Average Market Rent Survey. The area with the greatest decrease in the number of ads collected was Orillia with a decrease of 79%. The number of ads collected for Alliston/Bradford increased by 47%. Table 3 shows an overall decrease in the percentage of shared accommodation/room rental ads collected between 2020 and 2021 of 74%.

The decrease in the number of ads collected in 2021 was likely because there was one Research Assistant collecting ads instead of two used in previous years. Efforts were made to maximize the ads collected such as having the Research Assistant spend more time on ad collection and the Research Analyst supporting ad collection for the Midland stratified area. Some of the decrease in ads could be due to change in the rental market caused by the COVID-19 pandemic.

Table 2: Comparison of apartment ads collected

Comparison of Apartment Ads Collected			
Stratified Area	2020	2021	% change between 2020 and 2021
Alliston/Bradford	75	110	47%
Barrie	194	169	-13%
Collingwood	74	67	-9%
Midland	76	70	-8%
Orillia	192	41	-79%
Total	611	457	-25%

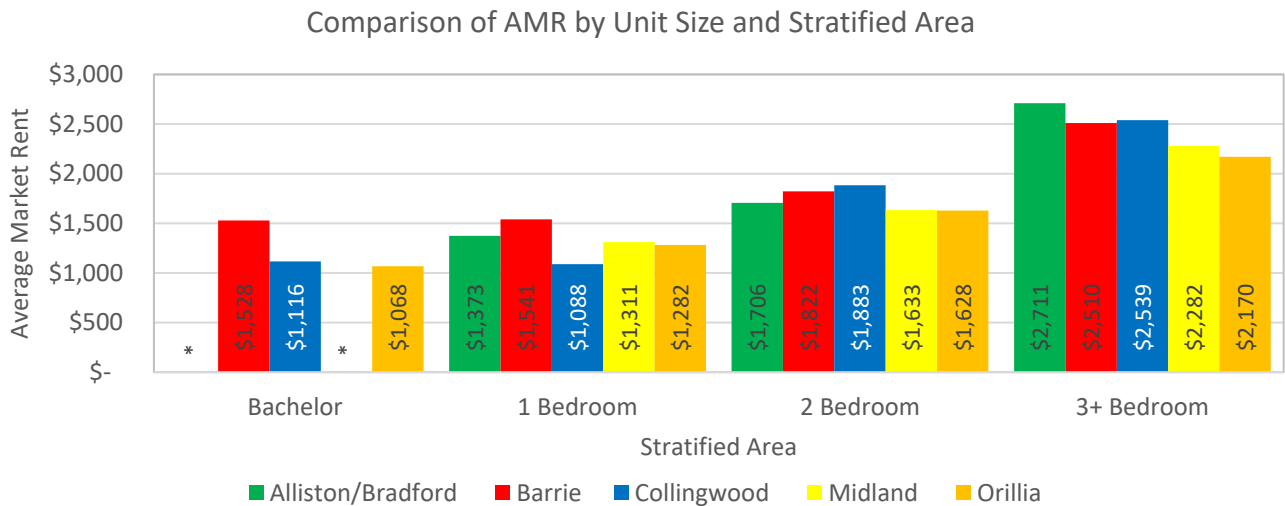
Table 3: Comparison of shared accommodation/room rental ads collected

Comparison of shared accommodation/room rental ads collected			
Stratified Area	2020	2021	% change between 2020 and 2021
Alliston/Bradford	18	9	-50%
Barrie	104	16	-85%
Collingwood	22	17	-23%
Midland	16	12	-25%
Orillia	67	5	-93%
Total	227	59	-74%



2021 AMR Survey Results

Figure 2 shows the AMR increased as the number of bedrooms increased across all stratified areas except in Collingwood between bachelor and one-bedroom units. Barrie had the most expensive bachelor and one-bedroom units, while Collingwood had the most expensive two-bedroom units and Alliston/Bradford had the most expensive three plus bedroom units. Orillia and Midland generally had the most affordable average rent across all unit sizes except one-bedrooms where Collingwood was more affordable.



Note: * sample size less than 3, suppressed for reliability

Figure 2: Comparison of AMR by unit size and stratified area

The following tables include more detail about the AMR by unit size and stratified area. These tables display the number of ads, the 2021 AMR, the price range of ads and the 2020 AMR for each of the five stratified areas.

Alliston/Bradford

Table 4: Alliston/Bradford overview of data by unit size

Alliston/Bradford					
Unit Size	2021 AMR				2020 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	*	*	*	*	910
1 Bedroom	38	1,373	750	1,650	1,329
2 Bedroom	27	1,706	1,000	2,050	1,586
3+ Bedroom	43	2,711	1,800	3,800	2,284

Note: * sample size less than 3, suppressed for reliability



Barrie

Table 5: Barrie overview of data by unit size

Barrie					
Unit Size	2021 AMR				2020 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	7	1,528	1,200	2,000	886
1 Bedroom	38	1,541	1,100	2,150	1,311
2 Bedroom	37	1,822	1,500	2,377	1,658
3+ Bedroom	87	2,510	1,350	3,900	2,195

Collingwood

Table 6: Collingwood overview of data by unit size

Collingwood					
Unit Size	2021 AMR				2020 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	6	1,116	1,000	1,294	942
1 Bedroom	4	1,088	800	1,352	1,351
2 Bedroom	24	1,883	1,300	2,650	1,649
3+ Bedroom	33	2,539	1,395	4,999	2,057

Midland

Table 7: Midland overview of data by type and unit size

Midland					
Unit Size	2021 AMR				2020 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	*	*	*	*	810
1 Bedroom	14	1,311	1,100	1,500	1,058
2 Bedroom	32	1,633	1,295	2,000	1,378
3+ Bedroom	22	2,282	1,600	2,950	1,542

Note: * sample size less than 3, suppressed for reliability



Orillia

Table 8: Orillia overview of data by unit size

Orillia					
Unit Size	2021 AMR				2020 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	5	1,068	900	1,195	856
1 Bedroom	5	1,282	1,150	1,585	1,090
2 Bedroom	17	1,628	1,350	2,000	1,433
3+ Bedroom	14	2,170	1,450	3,000	1,792

Shared Accommodation/Room Rentals

The table below displays the average rental cost for shared accommodations/room rentals. Barrie had the lowest room rental average at \$694, closely followed by Orillia at \$695 and Alliston/Bradford at \$711. Collingwood had the largest room rental average at \$792 followed by Midland at \$735. Midland had the largest increase in room rental average between 2021 and 2020 at 23%.

Table 9: Shared accommodation/room rentals

Average Rental Cost by Stratified Area for Shared Accommodations						
Stratified Area	2021 AMR			2020 AMR		% Difference
	Number of Ads	Average Rent CAD (\$)	Price Range CAD (\$)		Average Rent CAD (\$)	
Alliston/Bradford	9	711	550	850	670	6%
Barrie	16	694	560	850	629	10%
Collingwood	17	792	500	900	724	9%
Midland	12	735	600	950	597	23%
Orillia	5	695	600	875	585	19%



Limitations

Limitations of the 2021 AMR Survey included:

- Inadequate data for bachelor units in the Alliston/Bradford and Midland stratified area.
- Certain municipalities within the stratified areas did not have a sufficient number of advertisements such as:
 - Adjala-Tosorontio in Alliston/Bradford
 - Springwater in Barrie
 - Clearview in Collingwood
 - Tay and Tiny in Midland
 - Oro-Medonte, Ramara and Severn in Orillia

Due to the lack of ads from the above municipalities, the average rental rates may not accurately reflect the true market rent values for these municipalities.

Glossary

Apartment – Any dwelling that contains more than one unit at a single civic address is considered an apartment for Average Market Rent (AMR) purposes regardless of its designation by a listing agent, municipality or landlord as a duplex, triplex, etc.

Attached SFD – Dwellings attached to another dwelling with its own civic address.

Detached SFD – Dwellings that are fully detached with its own civic address.

Shared – Living with a roommate or other nature of tenants (i.e. not a family unit). Includes a room in a house, townhome or apartment.

Secondary Suite – An individual apartment within another dwelling type such as a house or above commercial space. This excludes individual rooms for rent within a house and apartment buildings.

Sources

Canada Mortgage and Housing Corporation (CMHC) Rental Market Survey Data Tables, 2019-2021. Retrieved from: <https://www03.cmhc-schl.gc.ca/hmip-pimh/en#Profile/1/1/Canada>

Canada Mortgage and Housing Corporation (CMHC) Methodology for Rental Market Survey, 2021. Retrieved from: <https://www.cmhc-schl.gc.ca/en/data-and-research/publicationsand-reports/rental-market-reports-canada-and-provincial-highlights/>.



Appendix Exclusion Range (Top 10%)

Exclusion Range (Top 10%) by Stratified Area										
	Alliston/Bradford		Barrie		Collingwood		Midland		Orillia	
Unit Size	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded
Bachelor	*	0	2,000	1	1,294	3	*	0	1,195	1
1 Bedroom	1,650	4	2,150	4	1,352	2	1,500	2	1,585	2
2 Bedroom	2,050	3	2,377	4	2,650	3	2,000	4	2,000	2
3 Bedroom	2,700	6	2,750	10	3,100	2	2,950	2	2,800	2
4 Bedroom	3,300	2	3,500	2	3,200	1	2,950	1	3,000	1
4+ Bedroom	3,800	1	3,900	1	*	0	*	0		
Room	850	2	850	2	900	3	950	1	875	1

Note: * indicates there were no exclusions