



Average Market Rent Survey 2022

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Key Findings

- A total of 1,134 advertisements were included for analysis in the 2022 Average Market Rent survey. Of the 1,134 ads, 1,009 were ads for apartments, attached or detached accommodations and 125 were shared accommodations/room rentals.

Apartments, Attached and Detached Accommodations

- The 2022 AMR increased as the number of bedrooms increased across all stratified areas (Alliston/Bradford, Barrie, Collingwood, Midland and Orillia). See AMR Methodological Changes for more information on the stratified areas.
- Bachelor apartments ranged in price from \$1,100 in Alliston/Bradford to \$1,365 in Barrie.
- One-bedroom apartments ranged in price from \$1,555 in Alliston/Bradford to \$1,651 in Collingwood.
- Two-bedroom apartments ranged in price from \$1,869 in Midland to \$2,153 in Collingwood.
- Three plus-bedroom apartments ranged in price from \$2,636 in Midland to \$2,966 in Alliston/Bradford.

Shared Accommodations/Room Rentals

- Midland had the lowest room rental average at \$753, closely followed by Orillia at \$768. Alliston/Bradford had the largest room rental average at \$809 followed by Collingwood at \$787 and Barrie at \$781. Alliston/Bradford had the largest increase in room rental averages between 2021 and 2022 at 14%.

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 and October 2022. The use of online ads was considered the most accurate and valid data sources. Screenshots of the ads collected were captured and stored by the Research Assistants as a reference.

Listed in order of most ads to least ads collected, the 2021 rental ads were collected from the following websites:

1. www.kijiji.ca
2. www.facebook.com/marketplace
3. www.realtor.ca
4. www.zolo.ca
5. <https://www.point2homes.com/>
6. <https://shorelinepropertymanagement.ca/>
7. <https://www.freerentads.com/>
8. <https://www.zumper.com/>
9. <https://www.agsecure.ca/>
10. <https://www.bayshoreproperty.ca/>
11. www.homesbyheritage.ca
12. www.propertymanagementbrokers.ca
13. www.rpmcan07.appfolio.com
14. www.rentals.ca
15. www.mmcorp.ca
16. www.rentboard.ca
17. www.rentcanada.com
18. www.coldwellbanker.ca
19. www.property.trovit.ca
20. www.rentfaster.ca
21. www.shorelinepropertymanagement.managebuilding.com

The housing types included in this survey were shared rental accommodations/room rentals, apartments, attached, and detached single family dwellings (SFD).

Unit size included:

- Shared: one-bedroom
- Apartments: bachelor, one-bedroom, two-bedroom, and three plus-bedroom units
- Attached and detached SFD: two-bedroom, and three plus-bedroom units

Units included shared rental accommodations/room rentals that were not self-contained. The units had shared aspects such as a bathroom, kitchen or shared common area but included 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 and the detailed address of the ad. The housing type was then entered followed by the unit size (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, by a property management company, or by a real estate company, were also taken from the advertisements and recorded.

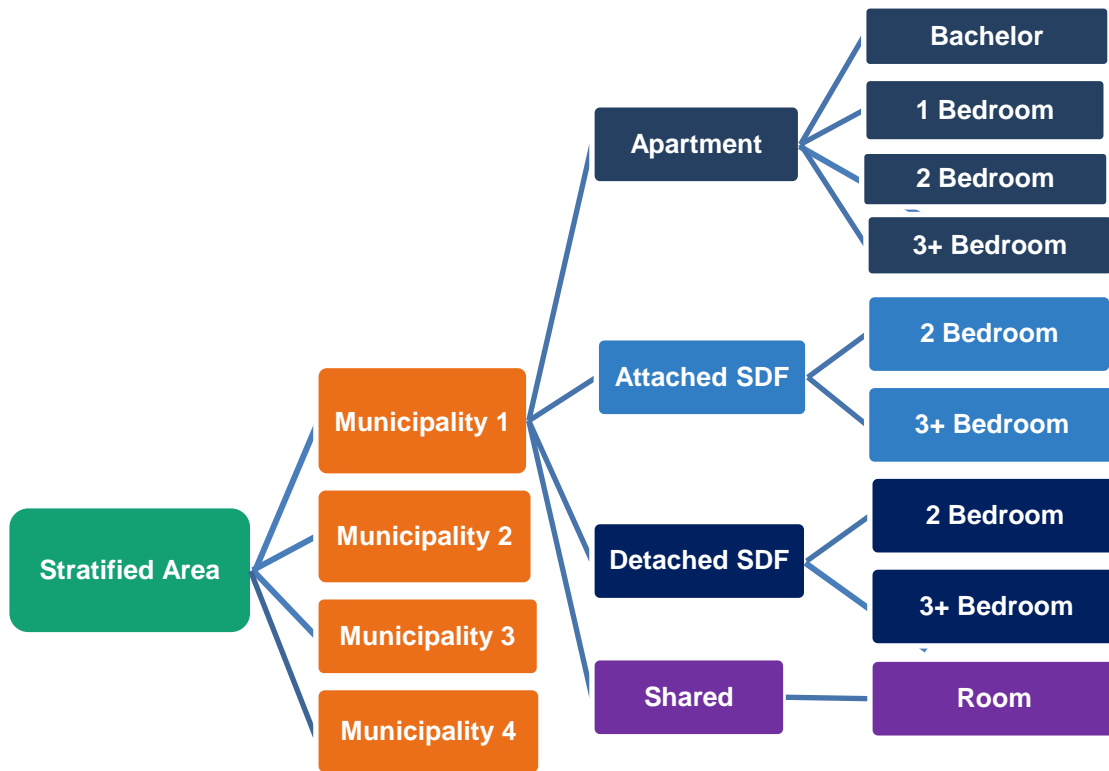


Figure 1: Data collection diagram

Information on the stratified areas and the municipalities contained within them can be seen below in Table 1. The colors 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 identify and verify all duplicate ad information against the picture documented for accuracy. Duplicate ads and ads that did not meet survey requirements were removed. 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 top and bottom 10% of ads were also reviewed for accuracy and to ensure they met survey inclusion criteria. The County of Simcoe Social Housing Team participated in the review of the top and bottom 10% of ads. The purpose of this review was to ensure data was not skewed by luxury accommodations. For details on the excluded ads see 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 (shared, bachelor, one-bedroom, two-bedroom and three plus-bedroom. Starting in 2021, average market rent was no longer broken down by housing type (example apartment, attached and detached homes). 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 it by the number of ads that were included in each category.

A 'Sample Size' of three ads or more was considered as a requirement for each unit size and stratified area. An asterisk * is used throughout this report to indicate suppressed data. A total of 1,134 ads were included in the analysis of the 2022 AMR survey, all of which were collected by the 2022 Fall Research Assistants.

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 1,134 ads were included for analysis in the 2022 AMR. Of the 1,134 ads, 1,009 were ads for apartments, attached or detached accommodations and 125 were shared accommodations/room rentals. Table 2 displays the ad count of self-contained ads for each stratified area since 2020 and the percent change in the number of ads between 2021 and 2022. Shared accommodations/room rentals ads are presented in Table 3. The formula used for percentage change in the table is: $(2022 \text{ Ads} - 2021 \text{ Ads}) / 2021 \text{ Ads}$. Overall, the total number of self-contained ads collected increased by 121% compared to the 2021 Average Market Rent Survey. The area with the greatest increase in the number of ads collected was Orillia with an increase of 178%. The number of shared accommodation/room rental ads increased by 112% compared to 2021. Barrie was the area with the greatest increase in the number of ads, with an increase of 206%.

Table 2: Sample size of self-contained ads

Comparison of Self-Contained Ads Collected				
Stratified Area	2020	2021	2022	% Change between 2021 and 2022
Alliston/Bradford	75	110	207	88%
Barrie	194	169	427	153%
Collingwood	74	67	182	172%
Midland	76	70	79	13%
Orillia	192	41	114	178%
Total	611	457	1,009	121%

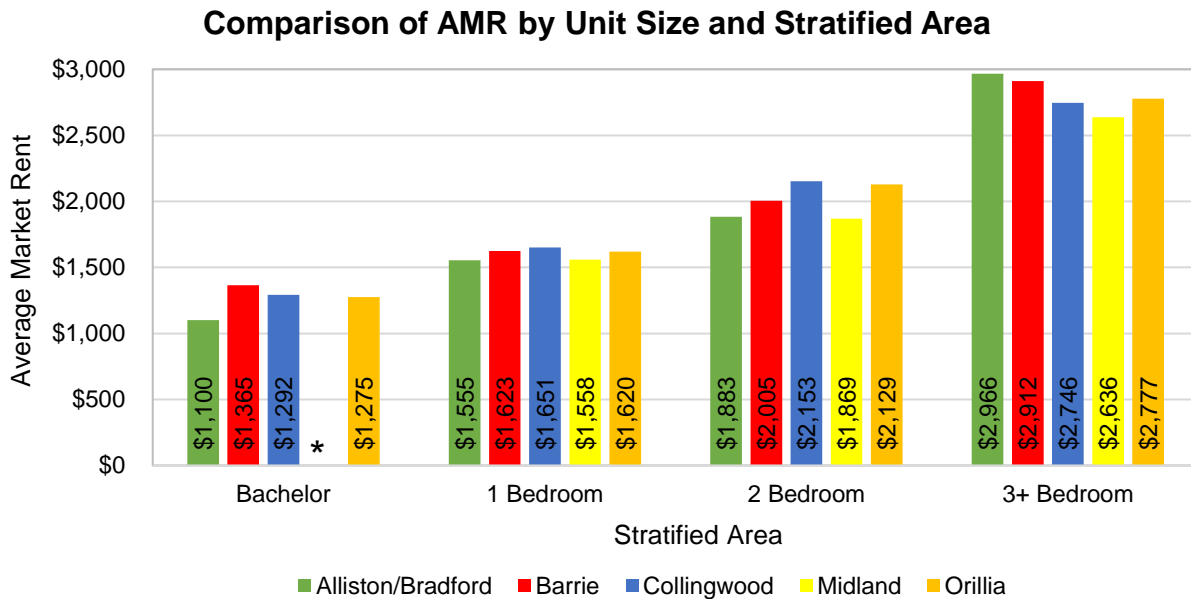
Table 3: Sample size of shared accommodation/room rental ads

Comparison of Shared Accommodation/Room Rental Ads Collected				
Stratified Area	2020	2021	2022	% Change between 2021 and 2022
Alliston/Bradford	18	9	27	200%
Barrie	104	16	49	206%
Collingwood	22	17	20	18%
Midland	16	12	15	25%
Orillia	67	5	14	180%
Total	227	59	125	112%



2022 AMR Survey Results

Figure 2 shows the 2022 AMR increased as the number of bedrooms increased across all stratified areas. Barrie had the most expensive bachelor units, Collingwood had the most expensive one and two-bedroom units, and Alliston/Bradford had the most expensive three plus-bedroom units. Alliston/Bradford had the most affordable bachelor and one-bedroom units, while Midland had the most affordable two and three plus-bedroom units.



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 details about the 2022 AMR by unit size and stratified area. These tables display the number of ads used for analysis, the 2022 AMR, the price range of the ads, and the 2021 AMR for each of the five stratified areas.



Alliston/Bradford

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

Alliston/Bradford					
Unit Size	2022 AMR				2021 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	4	1,100	900	1,300	*
1 Bedroom	36	1,555	1,110	1,800	1,373
2 Bedroom	45	1,883	1,400	2,400	1,706
3+ Bedroom	122	2,966	1,800	4,000	2,711

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

Barrie

Table 5: Barrie overview of data by unit size

Barrie					
Unit Size	2022 AMR				2021 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	13	1,365	700	1,795	1,528
1 Bedroom	68	1,623	1,000	1,995	1,541
2 Bedroom	83	2,005	1,495	2,520	1,822
3+ Bedroom	263	2,912	1,950	4,500	2,510

Collingwood

Table 6: Collingwood overview of data by unit size

Collingwood					
Unit Size	2022 AMR				2021 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	6	1,292	1,100	1,550	1,116
1 Bedroom	25	1,651	1,100	2,250	1,088
2 Bedroom	45	2,153	1,440	2,800	1,883
3+ Bedroom	106	2,746	1,700	3,500	2,539



Midland

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

Midland					
Unit Size	2022 AMR				2021 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	*	*	*	*	*
1 Bedroom	12	1,558	1,300	1,850	1,311
2 Bedroom	31	1,869	1,250	2,550	1,633
3+ Bedroom	35	2,636	1,750	4,250	2,282

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

Orillia

Table 8: Orillia overview of data by unit size

Orillia					
Unit Size	2022 AMR				2021 AMR Average CAD (\$)
	Number of Ads	Average CAD (\$)	Price Range CAD (\$)		
Bachelor	3	1,275	975	1,550	1,068
1 Bedroom	16	1,620	1,200	2,000	1,282
2 Bedroom	34	2,129	1,600	3,200	1,628
3+ Bedroom	61	2,777	1,900	4,000	2,170



Shared Accommodation/Room Rentals

The table below displays the average rental cost for shared accommodations/room rentals. Midland had the lowest room rental average at \$753, closely followed by Orillia at \$768. Alliston/Bradford had the largest room rental average at \$809 followed by Collingwood at \$787 and Barrie at \$781. Alliston/Bradford had the largest increase in room rental average between 2021 and 2022 at 14%.

Table 9: Shared accommodation/room rentals

Average Rental Cost by Stratified Area for Shared Accommodations						
Stratified Area	Number of Ads	2022 AMR			2021 AMR	
		Average Rent CAD (\$)	Price Range CAD (\$)		Average Rent CAD (\$)	% Difference
Alliston/Bradford	27	809	600	1,100	711	14%
Barrie	49	781	400	1,250	694	13%
Collingwood	20	787	550	1,000	792	-1%
Midland	15	753	400	1,050	735	2%
Orillia	14	768	555	1,000	695	11%

Limitations

Limitations of the 2022 AMR Survey included:

- Inadequate data for bachelor units in the Midland stratified area.
- A minimum of three ads by unit size and local municipality were not achieved for the below unit sizes:
 - Bachelor units in Adjala-Tosorontio, Clearview, Essa, Innisfil, Midland, New Tecumseth, Oro-Medonte, Penetanguishene, Ramara, Severn, Springwater, Tay and Tiny
 - One-bedroom units in Clearview, Oro-Medonte, Ramara, Severn, Springwater, Tay and Tiny
 - Two-bedroom units in Clearview, Severn, Springwater and Tay
 - 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, 2019-2022. 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	*	0	*	0	*	0	*	0
1 Bedroom	1,975	4	2,000	7	2,300	3	1,925	2	956	2
2 Bedroom	2,500	5	2,600	8	3,200	5	2,990	1	3,600	2
3 Bedroom	3,800	1	3,400	11	*	0	3,650	1	3,500	1
4 Bedroom	3,600	3	*	0	3,700	2	5,000	2	4,500	3
4+ Bedroom	4,900	1	4,500	5	*	0	5,000	1	4,500	4
Room	1,200	5	*	0	1,200	3	1,250	1	*	0

Note: * indicates there were no exclusions