



Average Market Rent Survey 2020

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Key Findings

- A total of 838 ads were included for analysis in the 2020 Average Market Rent Survey (AMR). Of the 838 ads, 611 were ads for apartments, attached and detached accommodations and 227 were shared accommodations or room rentals.
- Overall, the AMR increased as the number of bedrooms increased across all stratified areas and unit types. Midland and Orillia had the most affordable units across all unit sizes and types compared to the other stratified areas.
- The average bachelor apartment ranged in price from \$810 in Midland to \$942 in Collingwood.
- The average one-bedroom apartment ranged in price from \$1,058 in Midland to \$1,351 in Collingwood.
- The average two-bedroom apartment ranged in price from \$1,357 in Midland to \$1,640 in Collingwood.
- Three plus bedroom apartments ranged in average price from \$1,432 in Midland to \$1,925 in Alliston/Bradford.
- Two-bedroom attached single family dwelling (SFD) ranged in average price from \$1,467 in Collingwood to \$1,900 in Barrie and three plus bedroom attached SFD ranged in average price from \$1,550 in Midland to \$2,113 in Alliston/Bradford.
- The average two-bedroom detached SFD ranged in price from \$1,440 in Orillia to \$1,785 in Collingwood and three plus bedroom attached SFD ranged in price from \$1,949 in Orillia to \$2,550 in Alliston/Bradford.
- Orillia had the lowest room rental average at \$585, and Collingwood had the greatest at \$724.

Purpose

The purpose of the 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.

This survey is used as an enhancement to the current estimation of the average market rents for various housing unit sizes and types 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.

Methodology

Data collection was completed via online resources between September 2020 and November 2020. 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 Assistants as a reference.

The 2020 ads were collected from the following websites in order of most ads to least ads collected:

www.kijiji.ca
www.zoeken.ca
www.rentals.ca
www.freerentads.com
www.padmapper.com
www.rentboard.ca
www.realestate.mitula.ca
www.harbourviewpm.com
www.zolo.ca

www.point2homes.com/CA
www.rentcanada.com
www.zumper.com
www.gottarent.com
www.listanza.com
www.rentershotline.ca
www.trovit.ca/
www.viewit.ca

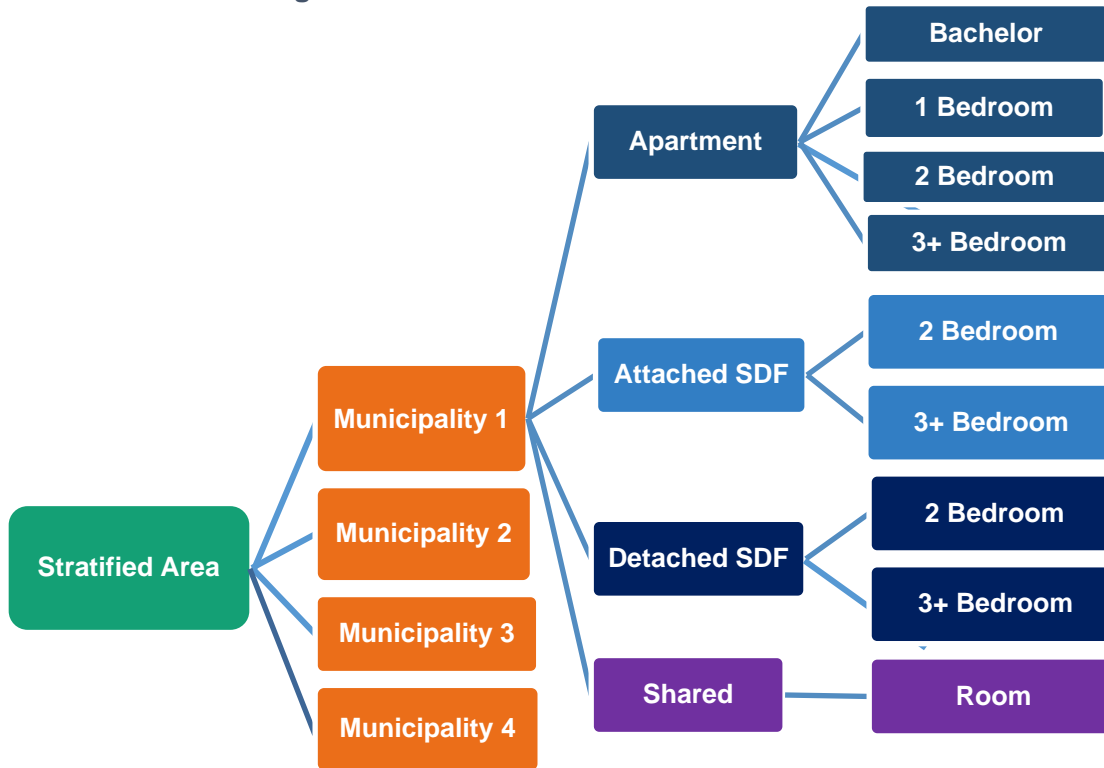
The housing types considered for this survey included apartments, attached and detached single family dwellings (SFD):

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

Units included in the 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 survey.

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 rental structure 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 \$), presence 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 in Figure 2 below. The colours used to differentiate the five stratified areas in Figure 2 are used throughout the report to represent the areas.

Figure 2: 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 remove duplicate ads, ads that do not meet survey requirements and outliers which may skew the data. To identify outliers, the Social Housing Team reviewed the top 10% of ads individually and recommended to exclude the ads which were not modest accommodations. This way the data was not skewed by luxury accommodations. Ads for shared rooms were excluded and one rent to own ad was 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 outliers 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 housing type and unit size using the total. This was completed by adding the rent for the included units and dividing by the number of ads that were included in that 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 838 ads were included in the analysis of the 2020 AMR survey, all of which were collected by the 2020 Fall Research Assistants.

Comparison of CMHC and AMR

The 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 838 ads were included for analysis in the 2020 AMR. Of the 838 ads, 611 were ads for apartments, attached and detached accommodations and 227 were shared accommodations (room rentals). Figure 3 displays the ad count for each stratified area for apartments and shared accommodation.

Figure 3: Sample Size

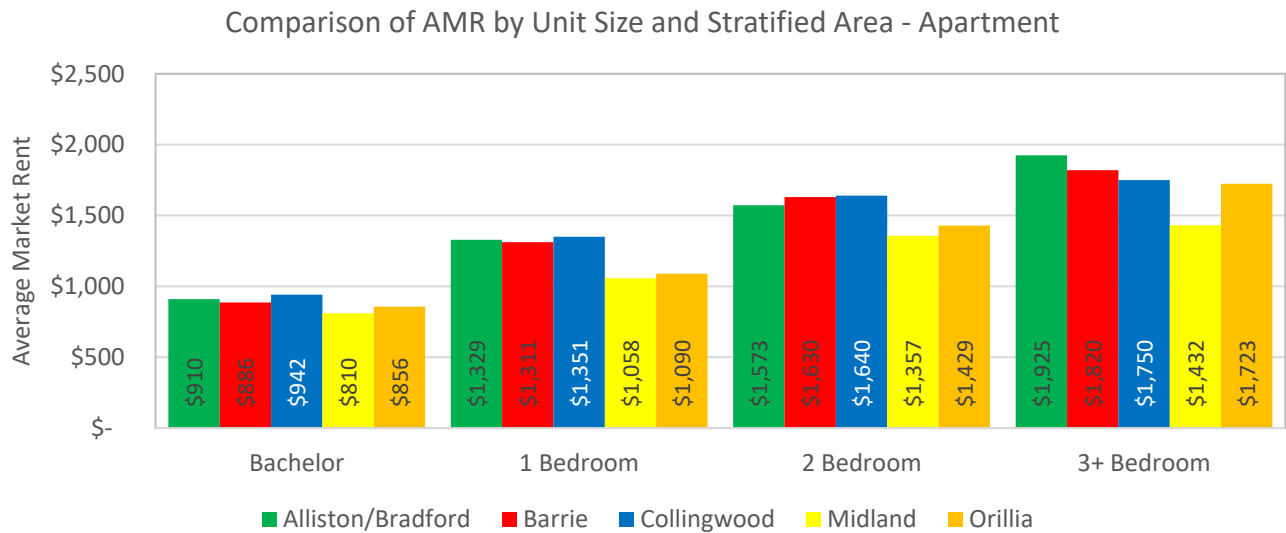
2020 Ads Collected		
Stratified Area	Apartments	Shared Accommodations
Alliston/Bradford	75	18
Barrie	194	104
Collingwood	74	22
Midland	76	16
Orillia	192	67
Total	611	227

2020 AMR Survey Results

AMR Graphs

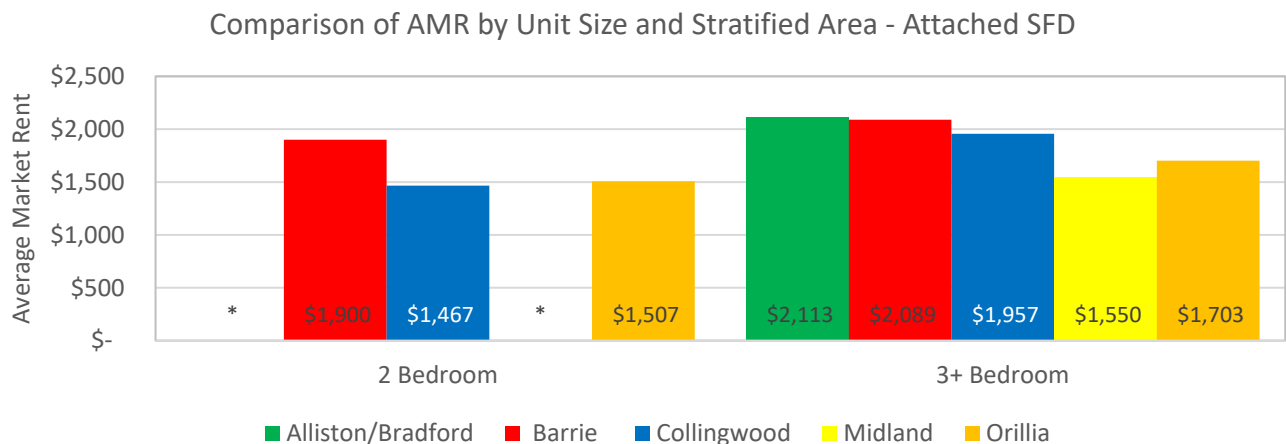
The AMR of apartments increased as the number of bedrooms increased across all stratified areas. Apartments in Collingwood were most expensive across all unit sizes except three plus bedrooms. Apartments in Midland were the most affordable across all unit size followed by Orillia.

Figure 4. Comparison of AMR by Unit Size and Stratified Area - Apartment



The AMR of attached single family dwellings (SFD) was greater for three plus bedroom units compared to two-bedroom units across all stratified areas. Collingwood had the most affordable two-bedroom unit and Midland followed by Orillia had the most affordable three plus bedroom units.

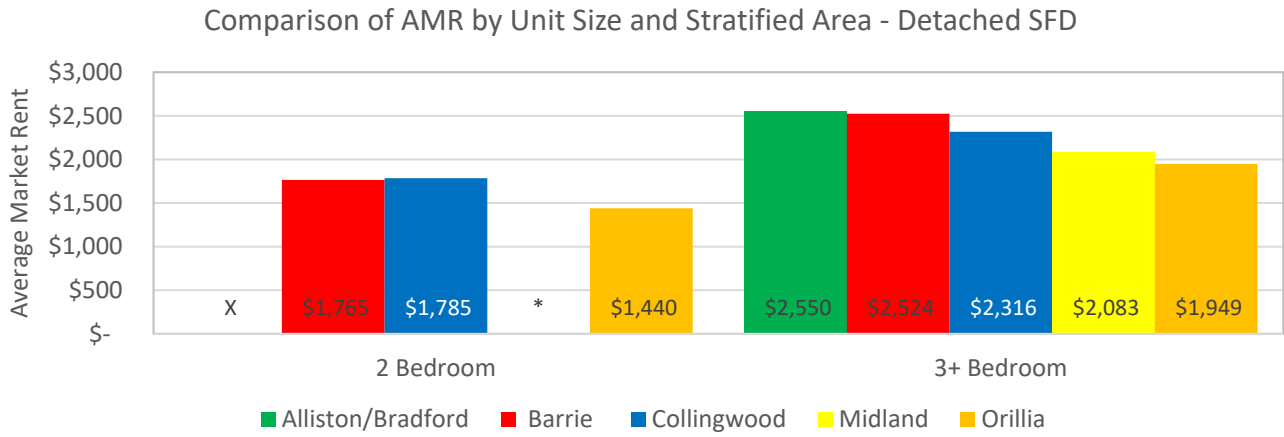
Figure 5. Comparison of AMR by Unit Size and Stratified Area – Attached SFD



* Data suppressed due to sample size

The AMR of detached SFD was greater for three plus bedroom units compared to two-bedroom units across all stratified areas. Orillia had the most affordable two and three plus bedroom units.

Figure 6. Comparison of AMR by Unit Size and Stratified Area – Detached SFD



* Data suppressed due to sample size

X No data available

AMR Tables

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

Alliston/Bradford

Figure 7: Alliston/Bradford overview of data by type and unit size

Alliston/Bradford				
Type	Unit size	Number of ads	Average CAD (\$)	Price range CAD (\$)
Apartment	Bachelor	5	910	650 - 1,000
	1 Bedroom	19	1,329	1,050 - 1,700
	2 Bedroom	27	1,573	970 - 1,950
	3+ Bedroom	7	1,925	1,750 - 2,095
Attached SFD	2 Bedroom	*	*	*
	3+ Bedroom	4	2,113	1,900 - 2,250
Detached SFD	2 Bedroom	x	x	x
	3+ Bedroom	12	2,550	2,000 - 3,200

Note: * sample size less than 3 and is suppressed for reliability

X no sample size available

Barrie

Figure 8: Barrie overview of data by type and unit size

Barrie				
Type	Unit size	Number of ads	Average CAD (\$)	Price range CAD (\$)
Apartment	Bachelor	4	886	795 - 950
	1 Bedroom	53	1,311	900 - 1,750
	2 Bedroom	63	1,630	950 - 2,077
	3+ Bedroom	20	1,820	1,400 - 2,200
Attached SFD	2 Bedroom	5	1,900	1,500 - 2,200
	3+ Bedroom	16	2,089	1,650 - 2,200
Detached SFD	2 Bedroom	5	1,765	1,700 - 1,800
	3+ Bedroom	28	2,524	1,800 - 3,400

Collingwood

Figure 9: Collingwood overview of data by type and unit size

Collingwood				
Type	Unit size	Number of ads	Average CAD (\$)	Price range CAD (\$)
Apartment	Bachelor	8	942	800 - 1,200
	1 Bedroom	17	1,351	900 - 1,800
	2 Bedroom	15	1,640	1,295 - 1,850
	3+ Bedroom	3	1,750	1,600 - 1,900
Attached SFD	2 Bedroom	3	1,467	1,350 - 1,700
	3+ Bedroom	14	1,957	1,699 - 2,300
Detached SFD	2 Bedroom	5	1,785	1,250 - 2,000
	3+ Bedroom	9	2,316	1,850 - 3,000

Midland

Figure 10: Midland overview of data by type and unit size

Midland				
Type	Unit size	Number of ads	Average CAD (\$)	Price range CAD (\$)
Apartment	Bachelor	5	810	600 - 925
	1 Bedroom	9	1,058	700 - 1,300
	2 Bedroom	37	1,357	850 - 1,995
	3+ Bedroom	15	1,432	750 - 1,700
Attached SFD	2 Bedroom	*	*	*
	3+ Bedroom	3	1,550	800 - 2,000
Detached SFD	2 Bedroom	*	*	*
	3+ Bedroom	3	2,083	2,000 - 2,200

Note: * sample size less than 3 and is suppressed for reliability

Orillia

Figure 11: Orillia overview of data by type and unit size

Orillia				
Type	Unit size	Number of ads	Average CAD (\$)	Price range CAD (\$)
Apartment	Bachelor	11	856	495 - 1,200
	1 Bedroom	64	1,090	725 - 1,400
	2 Bedroom	55	1,429	1,050 - 1,659
	3+ Bedroom	16	1,723	1,300 - 2,000
Attached SFD	2 Bedroom	3	1,507	920 - 2,000
	3+ Bedroom	19	1,703	1,200 - 2,000
Detached SFD	2 Bedroom	5	1,440	1,000 – 1,700
	3+ Bedroom	18	1,949	1,500 - 2,300

Shared Accommodation (Room Rentals)

The table below displays the average rental cost for shared accommodations or room rentals. Orillia had the lowest room rental average at \$585, and Collingwood had the greatest at \$724. Barrie had the most ads collected with 104, while Midland had the least with 16.

Figure 31: Shared accommodation (room rentals)

Average rental cost by stratified area for shared accommodation			
Stratified Area	Number of ads	Average CAD (\$)	Price Range CAD (\$)
Alliston/Bradford	18	670	430 - 850
Barrie	104	629	475 – 800
Collingwood	22	724	600 – 850
Midland	16	597	500 – 700
Orillia	67	585	450 – 700

Limitations

Limitations of the 2020 AMR Survey included:

- Inadequate data for Attached and Detached two-bedroom 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
 - Essa and Springwater in Barrie
 - Clearview in Collingwood
 - Penetanguishene, Tay and Tiny in Midland
 - Oro-Medonte, Ramara and Severn in Orillia
- Due to the lack of ads from the above municipalities, the average rent 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

Housing Market Information Portal. *Canada Mortgage and Housing Corporation*. Retrieved from: <https://www03.cmhc-schl.gc.ca/hmip-pimh/en/TableMapChart/RmsMethodology>

Appendix Exclusion Range

The table below displays the number of ads excluded as outliers from analysis by stratified area, housing type and unit size. These ads were excluded because they were not modest accommodations and would skew the average rent.

Exclusion Range by Stratified Area											
		Alliston/Bradford		Barrie		Collingwood		Midland		Orillia	
Unit Type	Unit Size	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded	Over (\$)	# of ads excluded
Apartment	Bachelor	*	0	950	1	1,200	1	*	0	1,400	1
	1 Bedroom	1,850	2	1,500	5	1,799	3	1,300	2	1,400	5
	2 Bedroom	1,970	3	2,045	7	2,045	2	1,975	5	1,659	6
	3+ Bedroom	*	0	2,200	2	2,350	1	1,700	3	2,000	2
Attached	2 Bedroom	*	0	2,200	1	*	0	*	0	*	0
	3+ Bedroom	2,400	1	2,200	1	2,800	1	*	0	2,000	3
Detached	2 Bedroom	*	0	*	0	2,200	1	1,780	1	1,700	1
	3+ Bedroom	3,995	1	3,400	3	3,995	1	2,200	1	2,250	3
Shared	Room	895	2	800	8	850	3	*	0	700	6

Note: * indicates there were no exclusions