



Case study: measuring residence demand

In August 2010, the University of Toronto, ranked Canada's top university and 17th in the world in the 2010 Times Higher Education rankings, announced plans for a \$120 million residence near its downtown campus to draw more top grad students. The planning for the residence was based, in part, on CRI's housing demand study.

Documenting the demand for new residence space at U of T

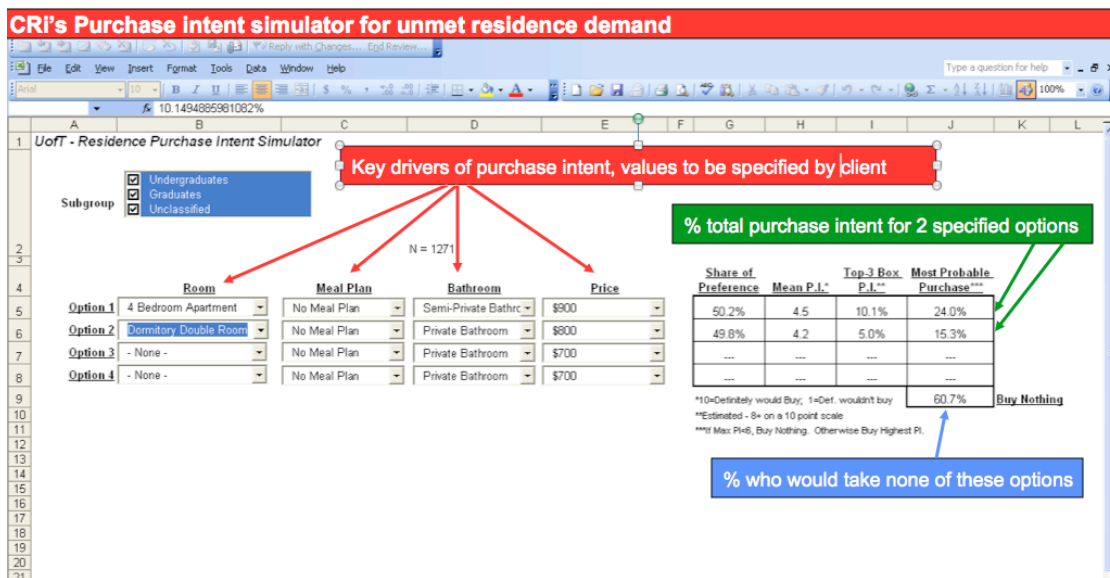
CRI's study of residence demand on U of T's downtown campus provided a comprehensive profile of residential demand, housing needs and current levels of satisfaction for both on- and off-campus accommodations for undergraduates, graduate students and student families. U of T has over 45,000 full time students.

Demand study and the Interactive Housing Demand Calculator

Key research deliverables included a future demand study using the key variables that affect purchase intent – room type, rent, meal plan costs and bathroom configurations.

The demand study was used to generate an Interactive Housing Demand Calculator for complex scenario testing that allowed U of T to optimize the mix of unit types to support its enrolment strategy and attract more top students.

Interactive housing demand calculator



100% of clients surveyed in 2008 said they would recommend CRI to their colleagues.



The calculator has the flexibility to estimate demand by total student population or by defined student segments (grad, undergrad, etc.) and provides suite absorption rates by unit type and/or multiple suite distribution for different building mix scenarios.

Other deliverables from the study included:

1. Identification of the drivers of satisfaction with existing housing choices both on- and off-campus by audience: undergrad, grad, families, and international students. Parameters included attributes such as value for money, unit types, privacy, campus proximity, travel time, building management, facilities, etc.
2. Identification of on- and off-campus preferences with breakouts by college affiliation, year of study, geographic origin, family profile, etc.
3. Demographic profiles of family formation and residential partnering (family size and make-up, children, roommate preferences, etc.)
4. Detailed assessment of living spaces and suite features
5. Detailed inventory of amenity preferences
6. Identification of factors affecting choice of on- and off-campus housing including reasons for switching, reasons for staying, future intentions, etc.
7. Assessment of undergrad and grad student intention/desire to move off campus or into university residence from off-campus housing
8. Assessment of the on-campus residence application experience
9. Comprehensive census of monthly living costs on- and off-campus: rent, food, utilities and other expenses (TV, internet, laundry, parking, etc.)

The final report takes the form of an easy-to-access summary in PowerPoint format along with a complete set of tables and other standard deliverables.

To determine whether a CRI study of unmet residence demand at your institution would provide you with the insights you need to confidently move forward, please contact

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“We were impressed by the thoroughness of CRI’s housing demand analysis. We received a complete picture of on- & off-campus housing demographics including inventories of preferred suite features and building amenities as well as a detailed ranking of housing satisfaction drivers. The demand analysis was especially useful for decision making, especially with CRI’s Interactive Housing Demand Calculator that let us to test pricing and unit mix scenarios to help shape our planning.” Nadeem Shabbar, Chief Real Estate Officer, University of Toronto

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