



CANADA MORTGAGE AND HOUSING CORPORATION

NEED AND DEMAND CHECKLIST

REPORT TEMPLATE

A need and demand study is an important part of your proposal to develop an affordable housing project.

This Need and Demand Checklist is designed to help you put together a need and demand study that has all the information required to support your proposal for an affordable housing project.

Executive Summary

- ☐ Write a one-page summary that outlines the purpose, methods, findings and recommendations of the document.
- ☐ The executive summary is extremely important because it will signify the value of the need and demand analysis to readers and often is the only part of it that they read.

Note: Even though the executive summary appears first in the report, you will write it last.

Acknowledgments

- ☐ Briefly acknowledge all people and organizations who contributed to the need and demand analysis, including funders, participants and authors.

Table of Contents

- ☐ Identify the headings of the document with relevant page numbers.

Introduction

- ☐ Describe the purpose of the need and demand analysis.
- ☐ Outline relevant background information, including why the need and demand study was required and what people and/or organizations were involved in its development.

Methods

- ☐ Overview the methods used to conduct the need and demand analysis.
- ☐ Outline the various forms of data collected, including existing statistics relevant literature and local/qualitative data.
- ☐ Specifically detail how, why, and from where this data was collected, and how it was used in need and demand analysis.

Findings

- ☐ Describe the data and information that was collected. Typically, this would include data from the some or all of the following sources:
 - ☐ **Relevant literature**—briefly highlight any documents, including government or research reports, academic articles, and books that provide information that is relevant to the purpose of your need and demand analysis.
 - ☐ **Demographic data**—outline relevant data about the population, geographic region, and socio-economic situation in the area being analyzed. This may include data from Statistics Canada and local government documents on population, gender, age, income, immigration, and employment rates in the region, especially trends that are shifting over time.
 - ☐ **Housing market data**—detailed statistics on local trends related to affordable housing, including non-profit and social housing and waiting list information, age and condition of relevant buildings, rental vacancy rates, market housing costs over time and core housing need and income thresholds for key populations. This information is generally available through Canada Mortgage and Housing Corporation and local governments.
 - ☐ **Local/qualitative data**—describe the information obtained from data that was collected locally through qualitative means. This type of data typically includes interviews with key informants, focus groups made up of community members and service providers with knowledge about the need and service gaps in their community.

Analysis and Implications

- ☐ Summarize what the findings illustrate about the need and demand being analyzed.
- ☐ Demonstrate how analyzing the various pieces of data in relation to one another creates an overall picture of the need and demand in the area, particularly in relation to the overall purpose of the study.
- ☐ Reflect on the implications of the findings to the local community.

Recommendations

- ☐ Based on your findings and analysis, provide a series of recommendations for future action. This may include suggestions for:
 - ☐ Further research to be conducted.
 - ☐ Whether or not there is adequate need and demand.
 - ☐ The need for a particular type of housing for specific populations.
 - ☐ A location and timeline for a potential housing development.
 - ☐ Potential community, government and private partners.
 - ☐ Other relevant services to be considered in conjunction with the housing development.
 - ☐ The solicitation of funds from specific sources.

Appendices

- ☐ Attach any information or data that supplements that which is in the body of the document. Examples of typical appendices include interview questions, contact details for relevant service providers, organizations, and/or housing units, complementary data and web links to related reports.