



# RTB Survey of Landlords, Tenants and Letting Agents Summary Report

July 2021



amárach research

## Client

Residential Tenancies Board

## Brief

Contract for provision of full design services for design, artwork and print management of all publications, promotional and exhibition requirements and consultancy.

## Deliverables

- Brand Development
- Publications and Reports
- Infographics
- Digital Media
- Animated Campaigns
- MS Word and Powerpoint templates

The RTB supports and develops the rental housing sector. It regulates the rental sector, provides information and research, resolve disputes between tenants and landlords, conducts investigation and provides information to the public.

## The Challenge

With housing and rental issues topical and legislative changes introduced, the RTB continues to expand its output of information to communicate clear information to those involved in the sector to understand their rights and responsibilities is of the utmost importance.

To this end, we needed to provide the RTB with a structured approach to streamline publications and messaging across applications for print, online and social media platforms, and improve efficiency both in terms of time and cost.

### Part 1: Tenants Research

**Introduction**

This element of the research project, commissioned by the Residential Tenancies Board and undertaken by Amárach Research is a nationally representative survey of tenants living in the private rented sector in Ireland. It forms a key part of the RTB research programme, the overall aim of which is to create evidence-based research on current issues in the rental sector. The research is undertaken against a backdrop of significant legislative, regulatory and policy change in recent years, as a result of 2016 A New Start for the Rental Sector was published as part of the Action Plan for Housing and Homelessness, Rebuilding Ireland.

In recent years the extent of the regulatory regime governing landlord and tenant relations has been expanded to cover the voluntary housing sector and students living in student accommodation. The primary legislation, the Residential Tenancies Act 2004 - 2021 has also been modified and added to on many occasions in response to the global pandemic.

The purpose of this research study is to provide up-to-date and robust information on tenants in the rental sector. The research project is part of a strategic priority for the RTB to use data and research to generate a better understanding of the rental sector, monitor trends, assess their impact and influence policy and outcomes.

**Can I confirm, you are currently a tenant in this property and pay rent?**

The methodology consisted of both quantitative and qualitative elements. The quantitative element was a nationally representative survey of tenants living in the private rental sector. The qualitative element consisted of two separate focus groups including one exploratory focus group. For the purpose of both the quantitative and qualitative tenant research, the sample only included those who answered in the affirmative to the following question:

The sampling approach taken was a quota-based methodology, similar to many large-scale national surveys. The sample was representative of the Irish population aged 18+ living in accommodation in the private rental sector. To achieve this, quotas were set on age and gender to align with the Central Statistic Office's Census 2016 data on renters.

The survey achieved a sample of 1,038 face-to-face surveys across 130 sampling points. An average of 8 effective surveys with appropriate participants was achieved per sampling point. The margin of error was 2.5%, at a 95% confidence interval.

While all efforts were made to achieve a wholly representative survey sample, some variables are excluded to match that reported by the CSO. The criteria of population breaks down by age and gender. Due to limitations of data to reflect CSO figures some data items may vary.

The survey achieved a sample of **1,038 face-to-face surveys** across 130 sampling points.

### Part 2: Landlords Research

**Small Landlords**

In order to understand landlords, the research differentiated between small, medium and large landlords in terms of the number of properties they rent to tenants. This section presents the key findings from the different research elements, beginning with small landlords.

Additional short telephone surveys were conducted as follows:

- Seventy-six (56) landlords visiting 3+ properties. These landlords viewing increased the number of rental properties that they were associated with. These short surveys were conducted to identify the reasons that they increased the number of rental properties and to explore their intentions with regard to purchasing more rental property in the future.
- Seventy-four (74) landlords who left the sector and were no longer operating as landlords. These former landlords previously let out either one or two properties but had moved to be landlords at the time of the survey.

### Residential Letting Agents Report

July 2021

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### Large Landlords Report

100+ Tenancies

July 2021

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### Tenants Research Report

July 2021

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## How we approached and accomplished the project goals

Having analysed the extent and frequency of updating, and other ad-hoc requests, we ensure a streamline, time-saving approach to projects by:

- Designing simple, flexible document templates that could easily apply to a wide range of existing publications
- Review application forms and the need for interactivensess and frequency of updates, with consideration to creating Microsoft templates, installed with building blocks on RTB systems.
- Creative use of Powerpoint templates to provide self sufficiency in producing internal messaging for social media
- Knowledge bank - ensure that the design team are familiar with all standard items such as 'boiler plates' or 'small print' are referred to saving time.
- Providing solid advice on print solutions and sourcing in relation to cost effectiveness, quality and environmental issues.
- Devise and agree a cost-saving re-charging system for small amendments

## Why we did it this way

With the increased output of information required by the RTB, it was important to provide them with time and cost efficient method of delivering their requirements, particularly with small updates and amendments of existing forms and publications. As their social media presence and actively is increasing, we were keen to provide them with a time and cost saving solution to quickly produce instant messaging internally.

## Outcome

We delivered on all RTB's design requirements and have improved efficiency on turnaround times on all small ad-hoc urgent requests. We are currently working on a full review and solution for their online forms to facilitate best use and user friendliness for the user.

## Comparable to this contract

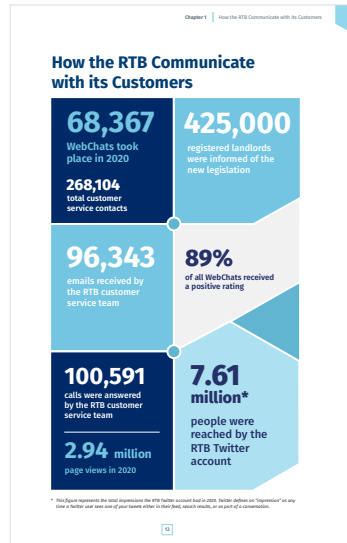
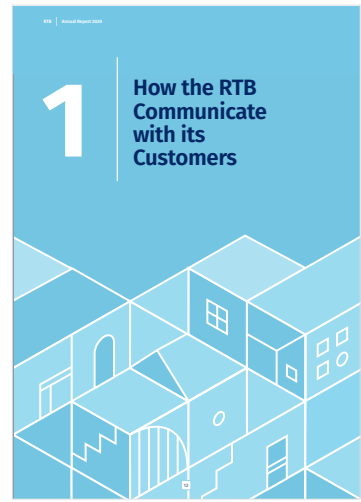
Our work with the Residential Tenancies Board (RTB) is comparable to the requirements of this contract in that the wide variety of work, from publications, campaigns and special projects, needs to be designed and communicated in a consistent manner with a strong democratically diverse theme. Our experience on building on brand guidelines and maximising the potential was key to providing the RTB with a unifying and consistent presence on all communications and our strength in publication design helped to consolidate all published documents. The RTB have recently updated their overall design theme and we will work closely with them to roll this out on all future publications. Our work with the RTB also demonstrates our ability to manage frequent publications and form updates in the most cost efficient manner. As with other clients, there is a requirement to produce documents in multi-lingual versions.



Twitter images



Annual Report Design



Interactive Forms



Minimum Standards

**The building must be free from damp and in a good structural state (internally and externally).**

Visit [RTB.ie](http://RTB.ie) to find out more

**RTB** Bord um Thionóntachtai Cónaithe Residential Tenancies Board

Minimum Standards

**Tenants must have access to a washing machine and dryer.**

Visit [RTB.ie](http://RTB.ie) to find out more

**RTB** Bord um Thionóntachtai Cónaithe Residential Tenancies Board

Minimum Standards

**There must be access to refuse bins.**

Visit [RTB.ie](http://RTB.ie) to find out more

**RTB** Bord um Thionóntachtai Cónaithe Residential Tenancies Board

Minimum Standards

**Appliances must be maintained in a safe condition and in good working order.**

A 4-ring hob, oven, grill, fridge, freezer (or combined fridge-freezer), and microwave oven must be provided.

Visit [RTB.ie](http://RTB.ie) to find out more

**RTB** Bord um Thionóntachtai Cónaithe Residential Tenancies Board

Powerpoint Deck for creating digital messaging