



Urban Living Study

October 2018
Quantitative Report

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RESEARCH
& INSIGHT

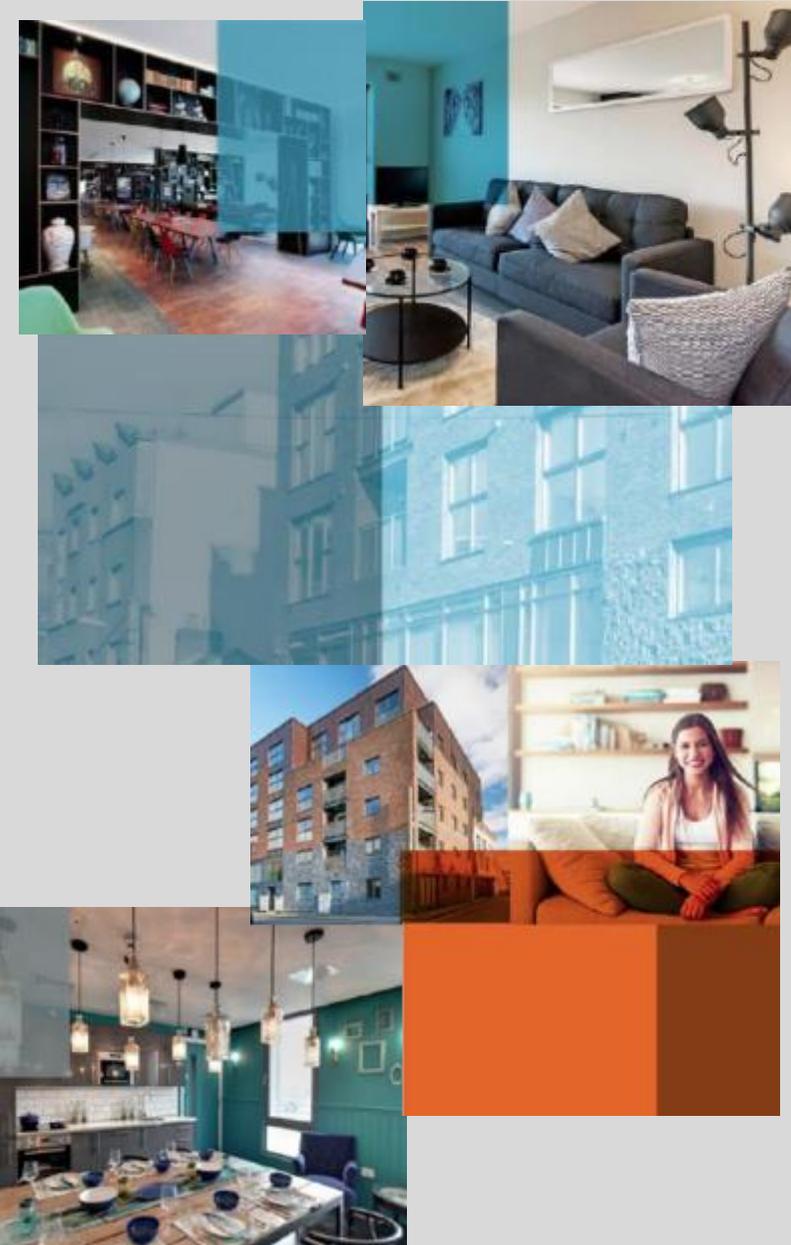




Introduction

Research Background

- The DOHPLG guidelines set out a detailed model of shared living.
- Bartra Capital Property has developed a shared living concept “Niche Living” which is based around a scenario where people live in communities of 200/250 in most locations, with 40/50 units per floor. These are not expensive short-term accommodation solutions such as aparthotels, flatshares, studios or bedsit/student accommodation, rather high quality affordable accommodation in urban locations.
- Research was deemed necessary to gauge the level of appeal (and reasons for) of the **Niche Living** concept for specific cohorts of the population.





The survey was administered to a nationally representative sample of 868 urban adults aged 18+.

At the analysis stage the sample was weighted to be representative of the urban populations of: Greater Dublin, Galway, Limerick and Cork, in terms of gender, age, socio-economic status, Irish: non-Irish. The Urban areas sampled account for 51% of the population aged 18+.

On completion of the nationally representative survey a target group was identified as being middle class under 35s (more open to shared living), with no children (the concept itself is unsuitable for families) and with no mortgage.

In all this target group comprised of 175 respondents and provides the basis of this report with national comparisons included where relevant.

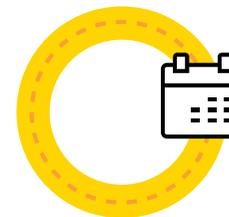


Interviewing was conducted personally (via CAPI) by trained members of the B&A field force.

The booster of non-nationals (18-35 years) was conducted online.



The sample was quota controlled by: gender, age, socio-economic status, Irish vs Foreign National and region.

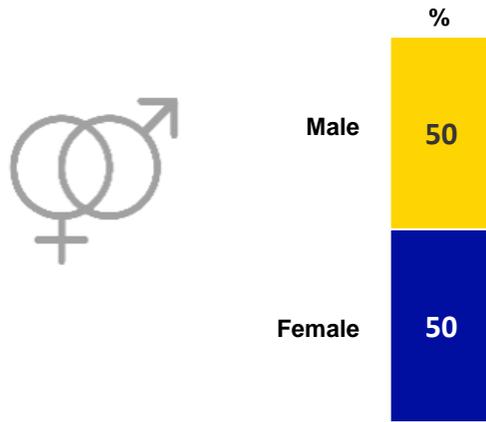


Fieldwork on the project took place between the 20th September – 19th October 2018.

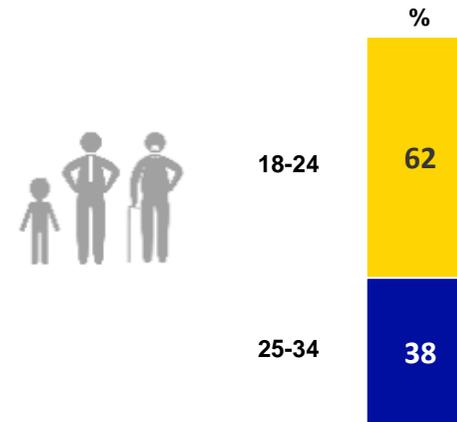
Profile of Target Group

Base: All respondents 175 (Target Market)

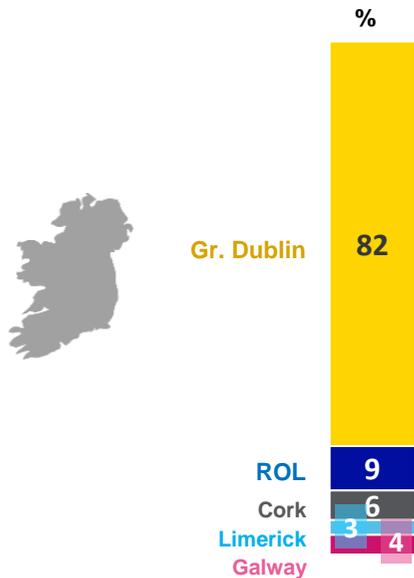
Gender



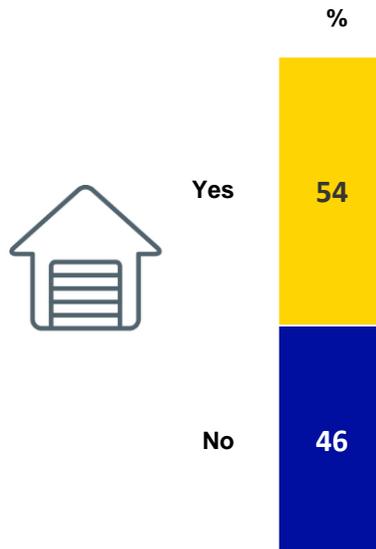
Age



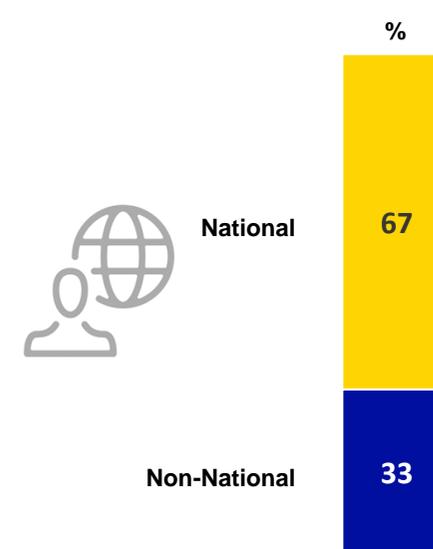
Region



Renting



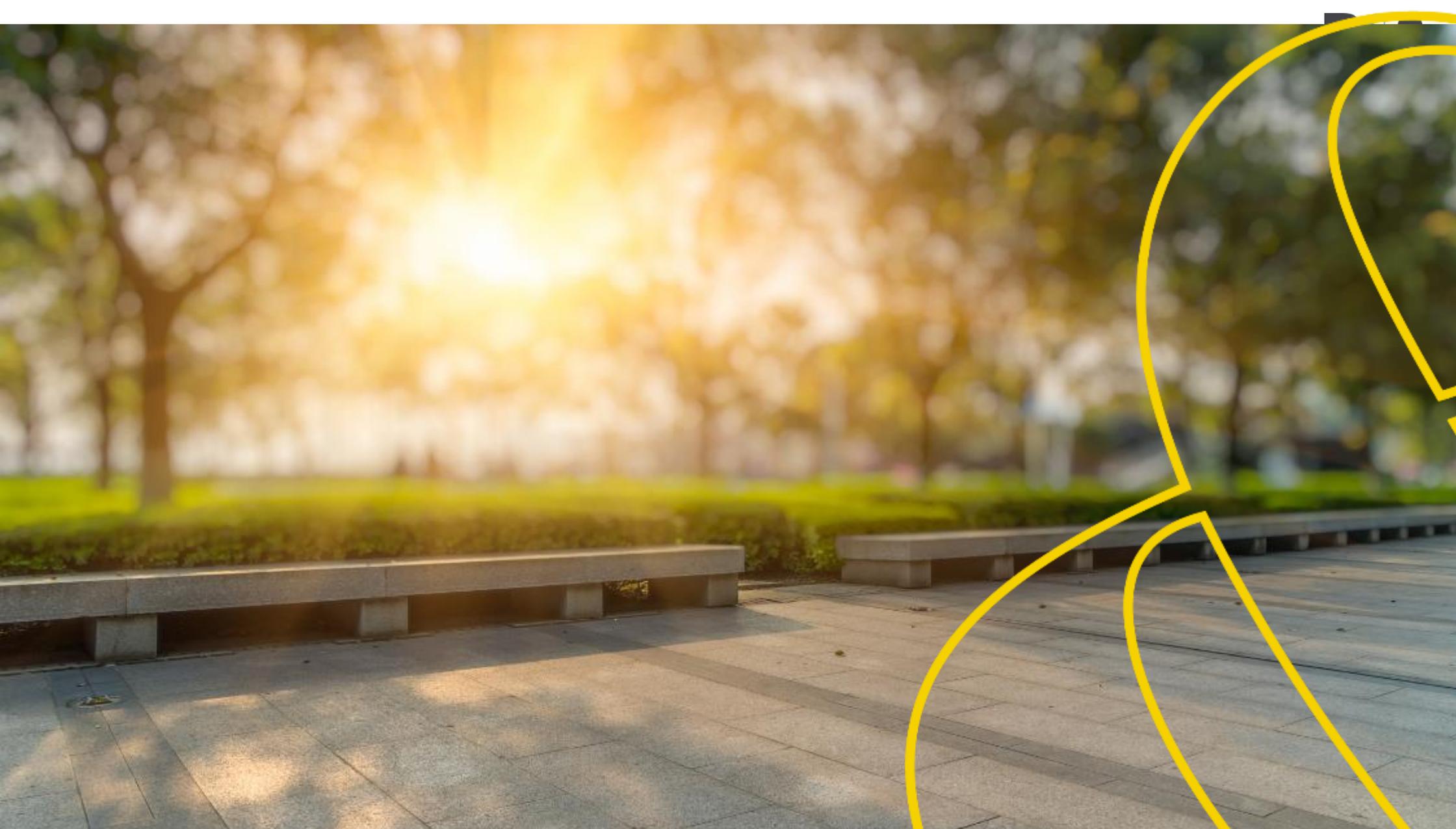
Nationality



Executive Summary

- Seven in ten of the target market are **interested** in renting a room in a shared living development this, equates to a market of 130k people in Ireland.
- The **social / community** aspect is a particular draw for the target market.
- Half of the target market are already **aware of shared living** as a concept and what it entails.
- **Affordable rent** is the number one key factor for the target market (affordable deposit and accessibility to work/public transport are also important).
- Two thirds of the target market **expect to move properties two or more times** over the next ten years.
- Only one quarter of the target market see buying a home in the next 2-3 years as a likely option whereas three quarters are likely to rent.
- Shared living is more **suited to a certain cohort** and has less perceived relevance for over 35's.
- Over half of the target market feel the availability of **car parking spaces is not particularly important**.





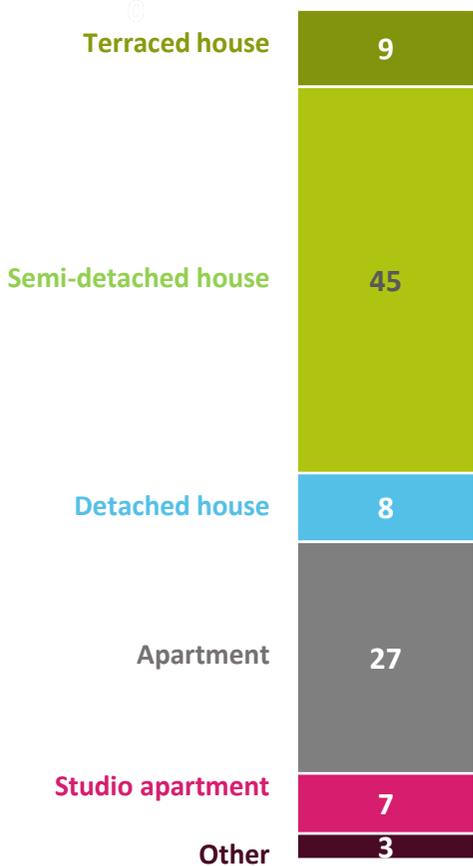
Findings

Respondents current living arrangements

Base: All respondents 175 (Target Market)



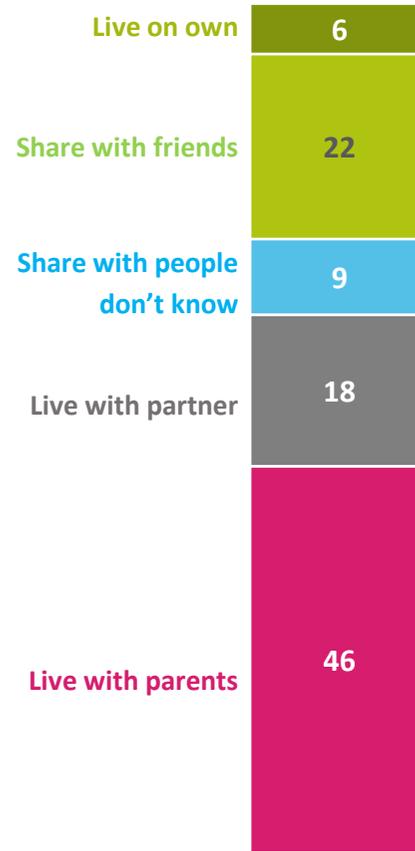
Accommodation currently living in
%



Number of bedrooms in current accommodations
%



Currently living with ...
%



Status of property currently living in
%



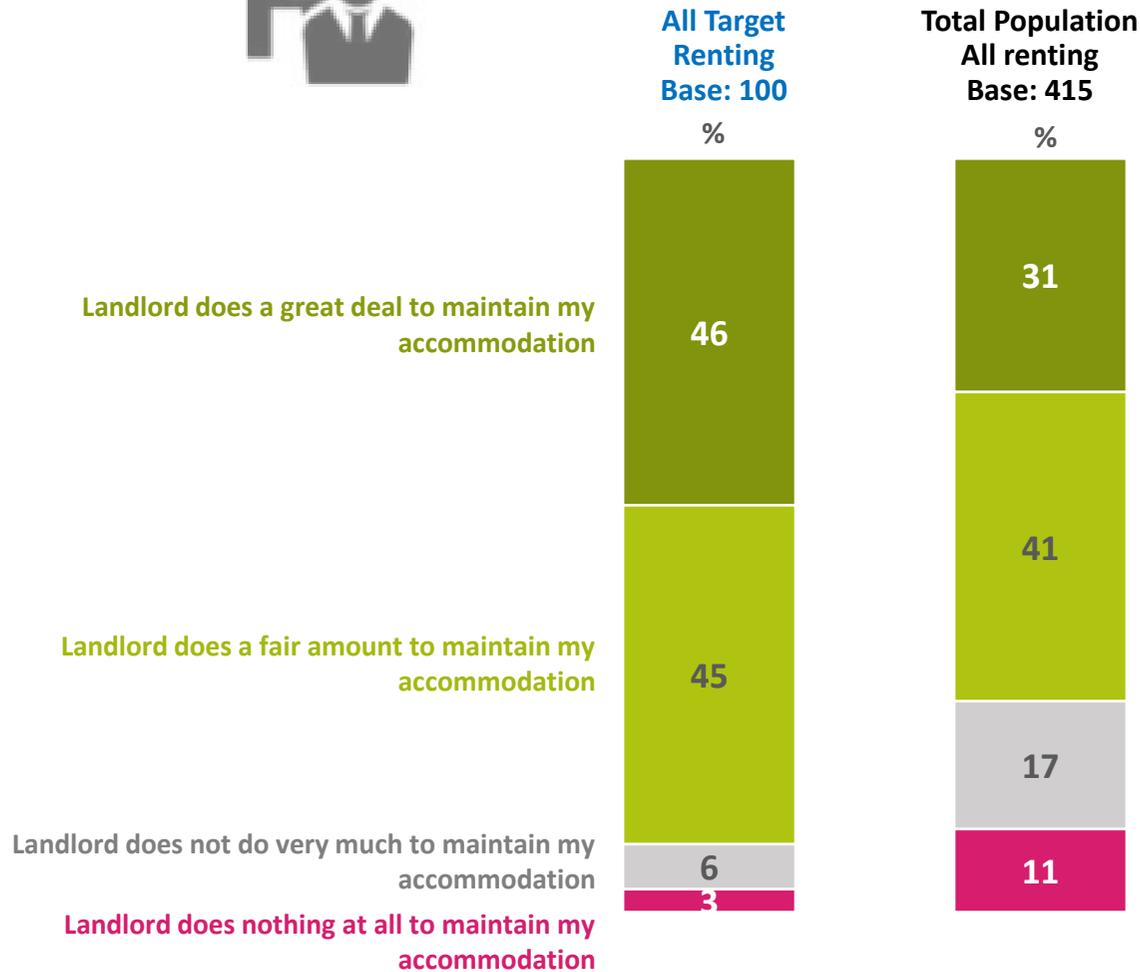
Over half of the target group are renting with the vast majority doing so privately, with a small proportion renting from the local authority. Just under a half are living with their parents.

Analysis of Owners/Renters

Base: All renters 100



Landlord currently doing enough to maintain your accommodation

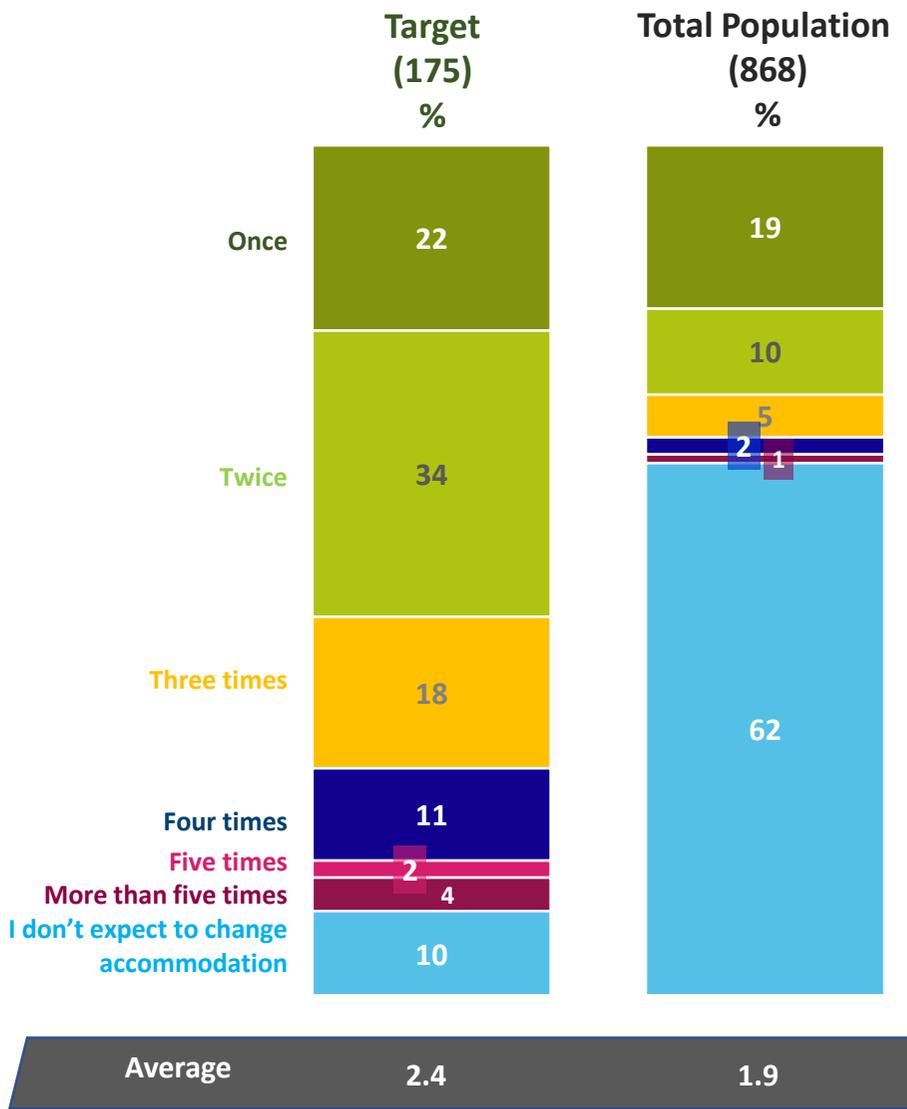


The majority of renters in the target group (91%) believe their landlord does a great deal or fair amount to maintain their accommodation, this is well ahead of the national average.



Likelihood of changing accommodation in the next 10 years

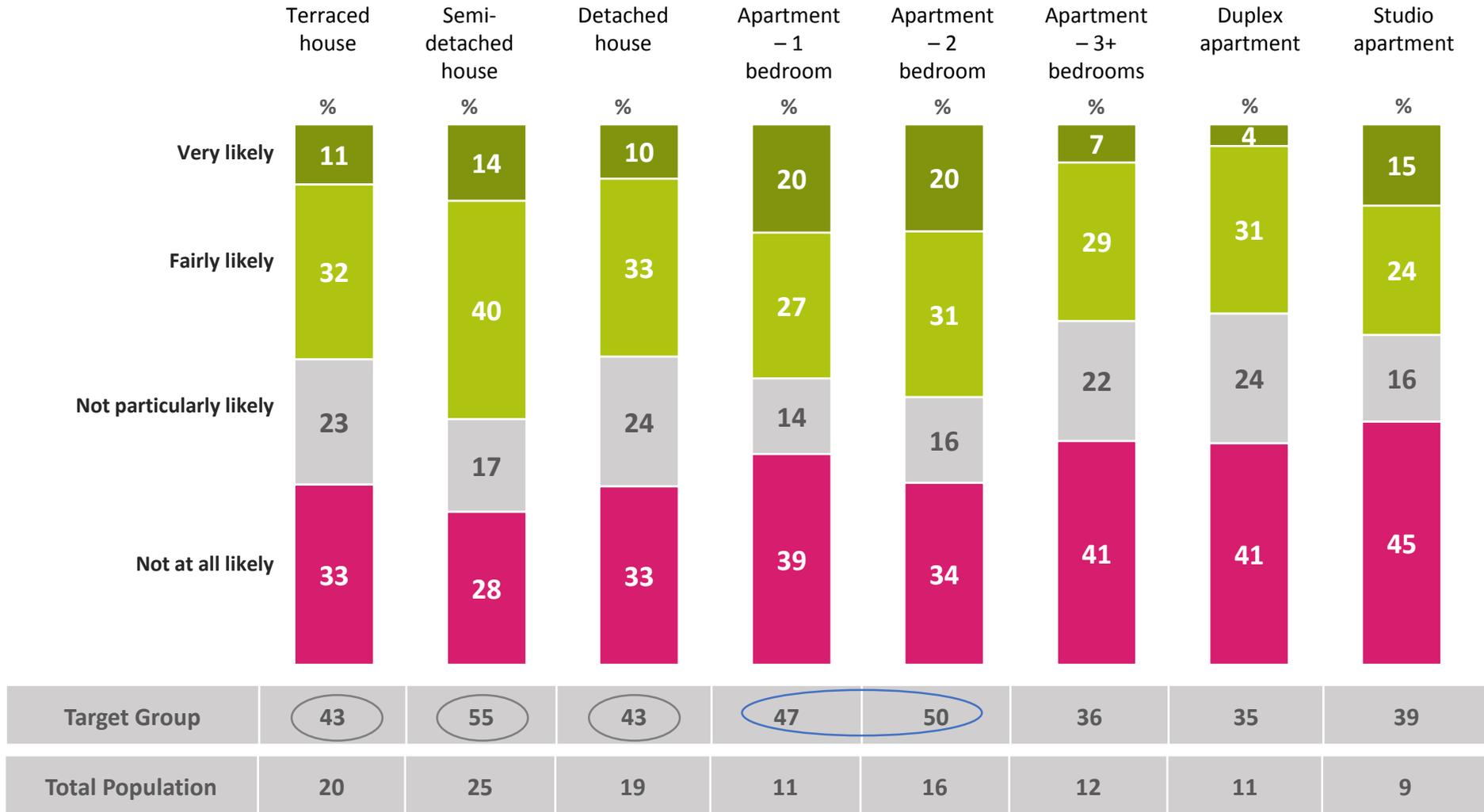
Base: All respondents 175 (Target Market)



The target group accept that they are likely to change accommodation frequently in the next few years with two thirds saying they expect to change two or more times (compared to 19% nationally).

Likelihood of renting the accommodation types in the following next 2-3 years

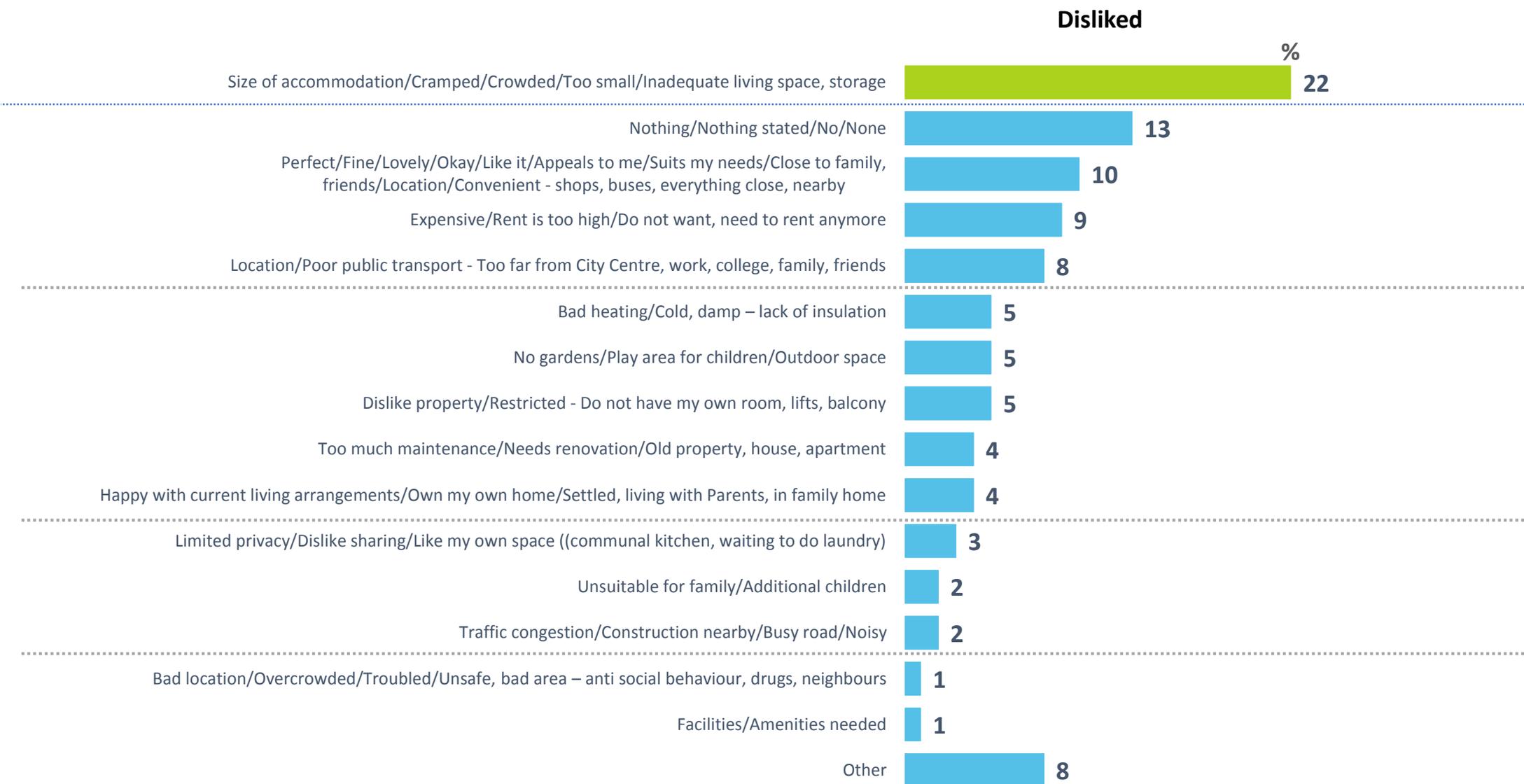
Base: All respondents 175 (Target Market)



The target group are generally more open to renting a much wider range of accommodation types.

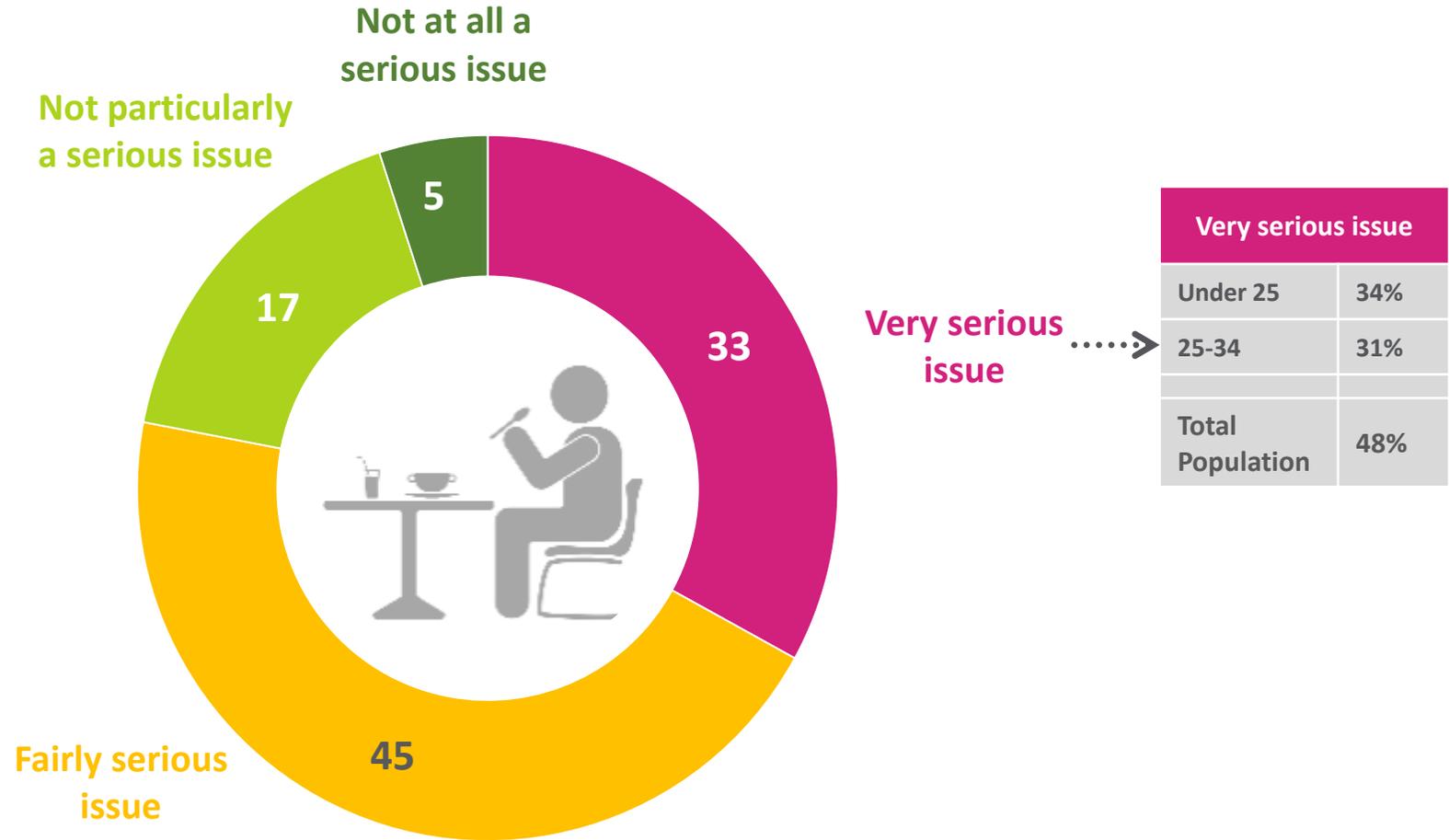
Aspects of current accommodation disliked.

Base: All renters in the target group: 100



Four in five consider loneliness in society to be a serious issue (for a third it's a very serious issue)

Base: All respondents 175 (Target Market)



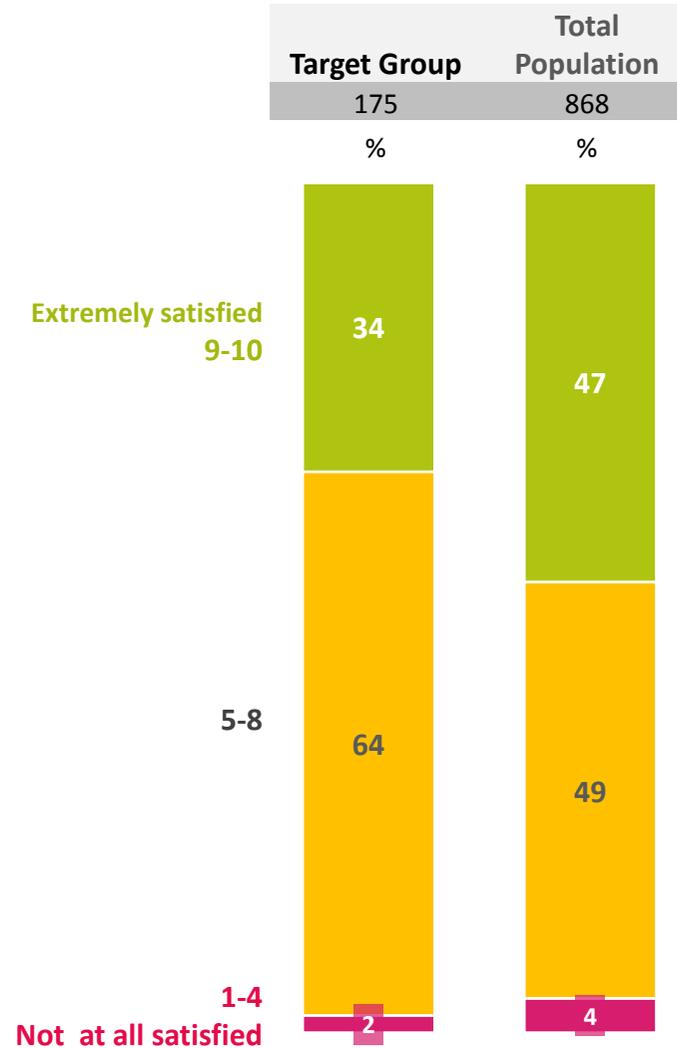
Half of the total urban population consider loneliness to be a very serious issue.

Satisfaction with property currently living in

Base: All respondents 175 (Target Market)



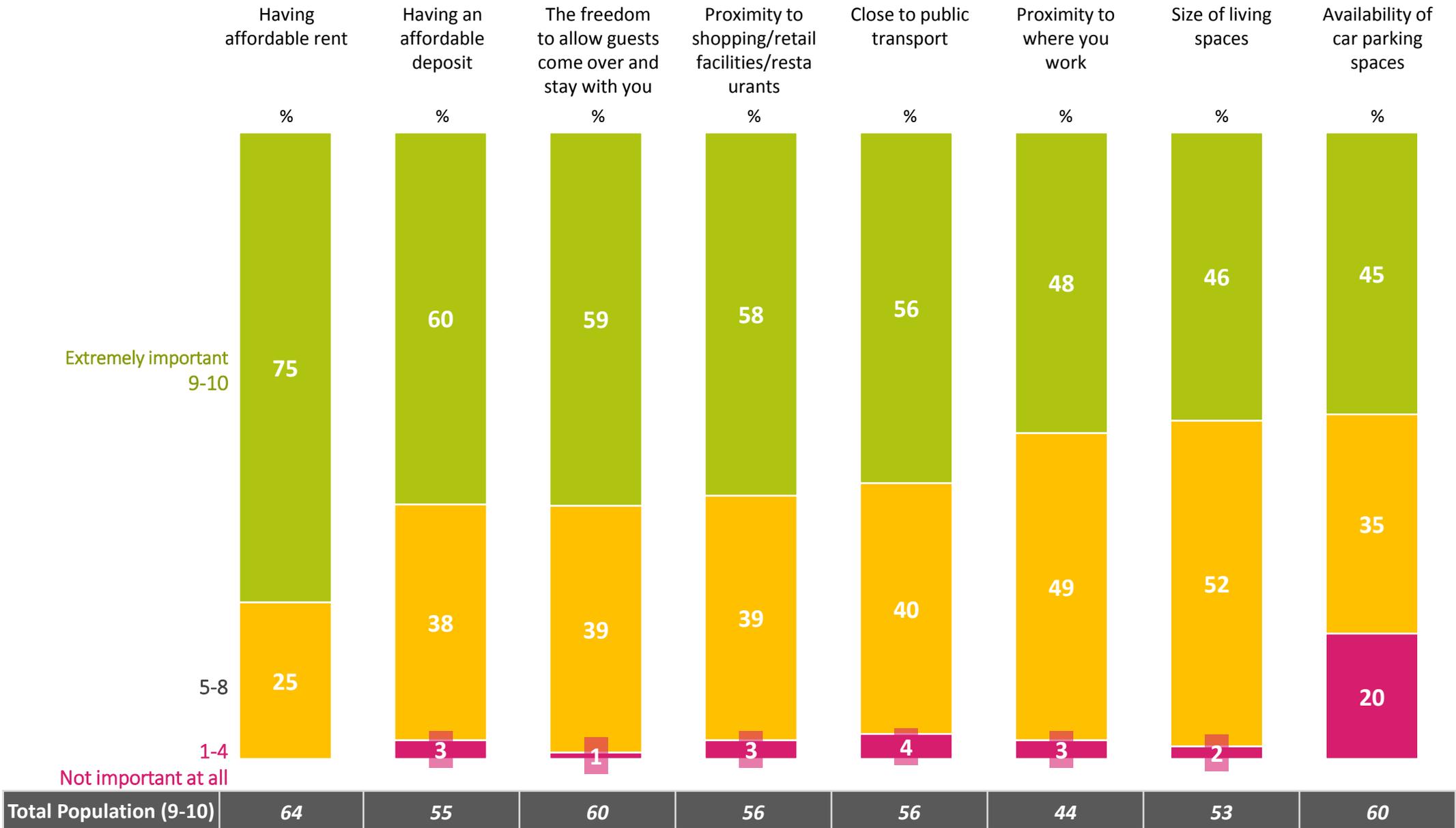
Satisfaction with property currently living in is relatively high, though it does lag behind the national level.



Importance of different features of apartments



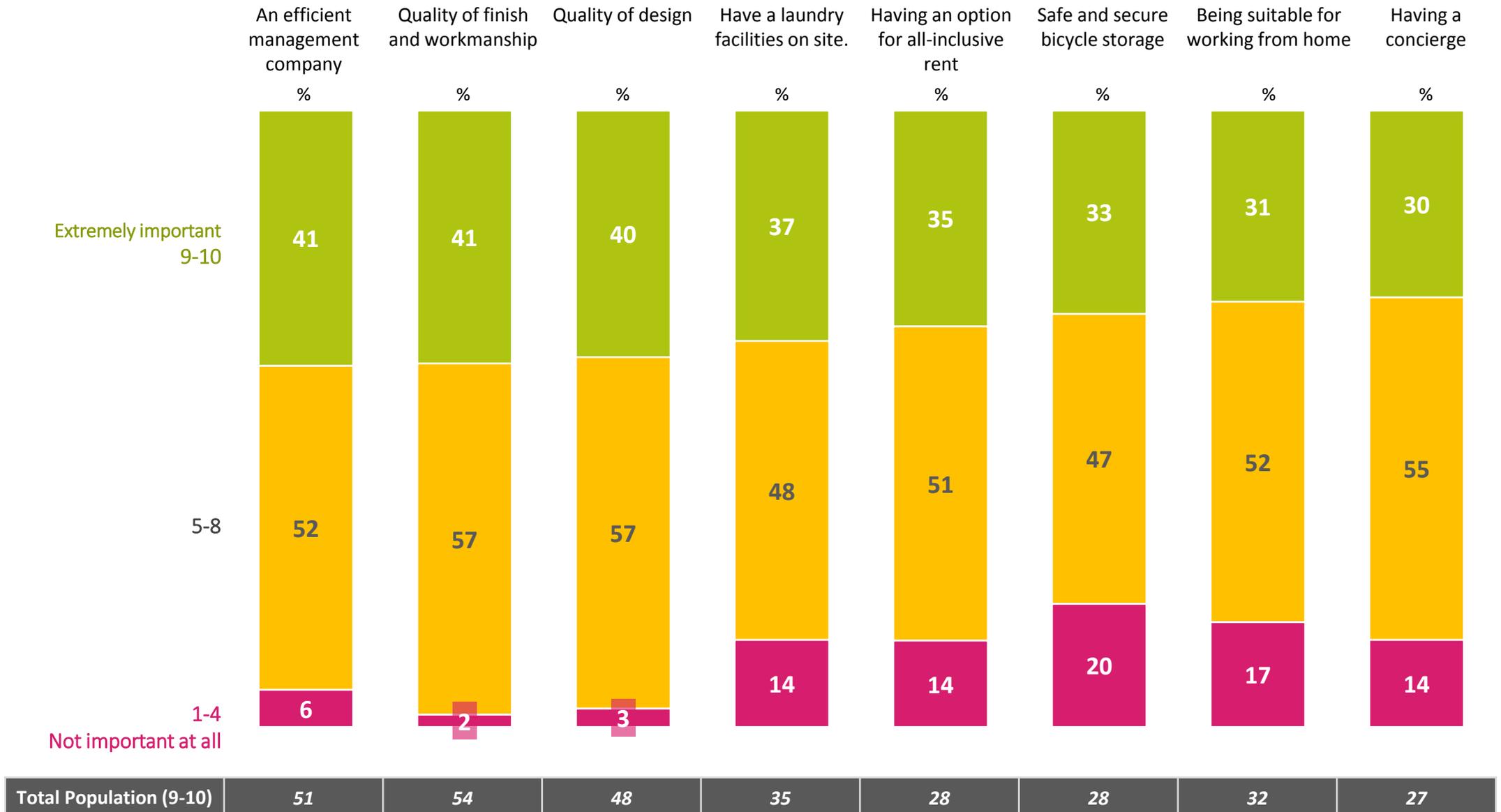
Base: All respondents 175 (Target Market)



Importance of different features of apartments



Base: All respondents 175 (Target Market)



Importance of different features of apartments

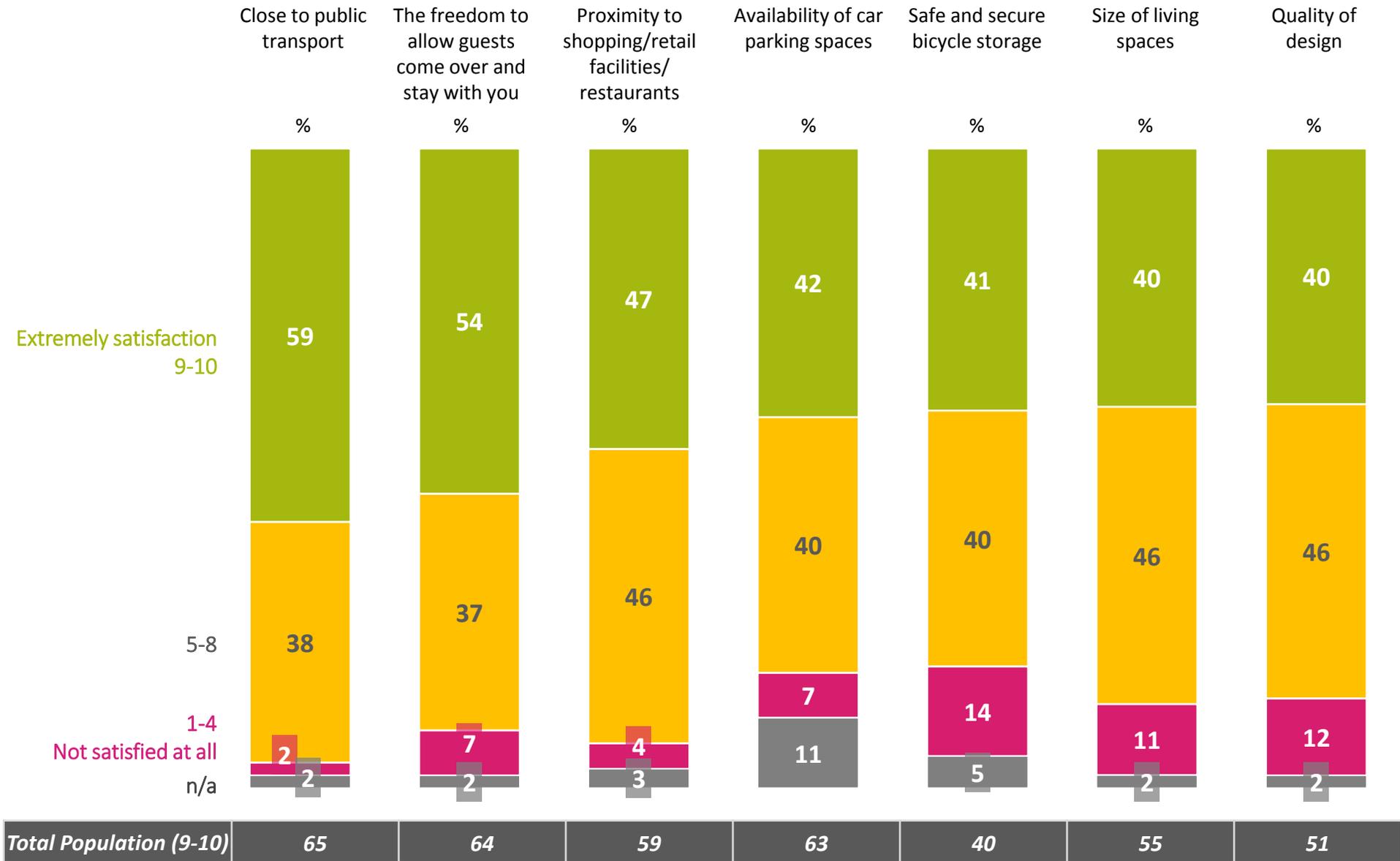
Base: All respondents 175 (Target Market)



Satisfaction with different aspects of where you live right now

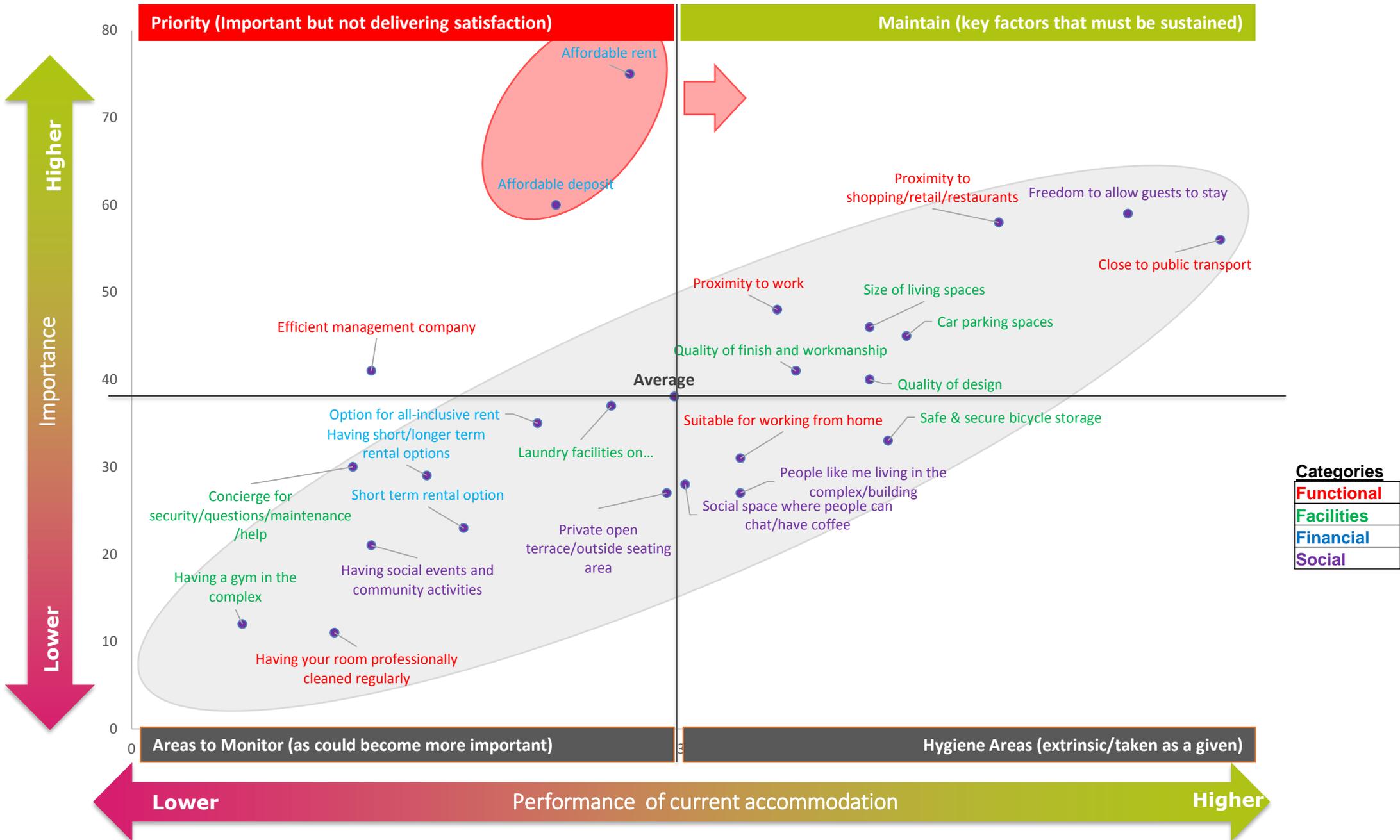


Base: All respondents 175 (Target Market)



Strategic Improvement Matrix: Performance of current accommodation (versus what is important to them).

Base: All respondents 175 (Target Market)

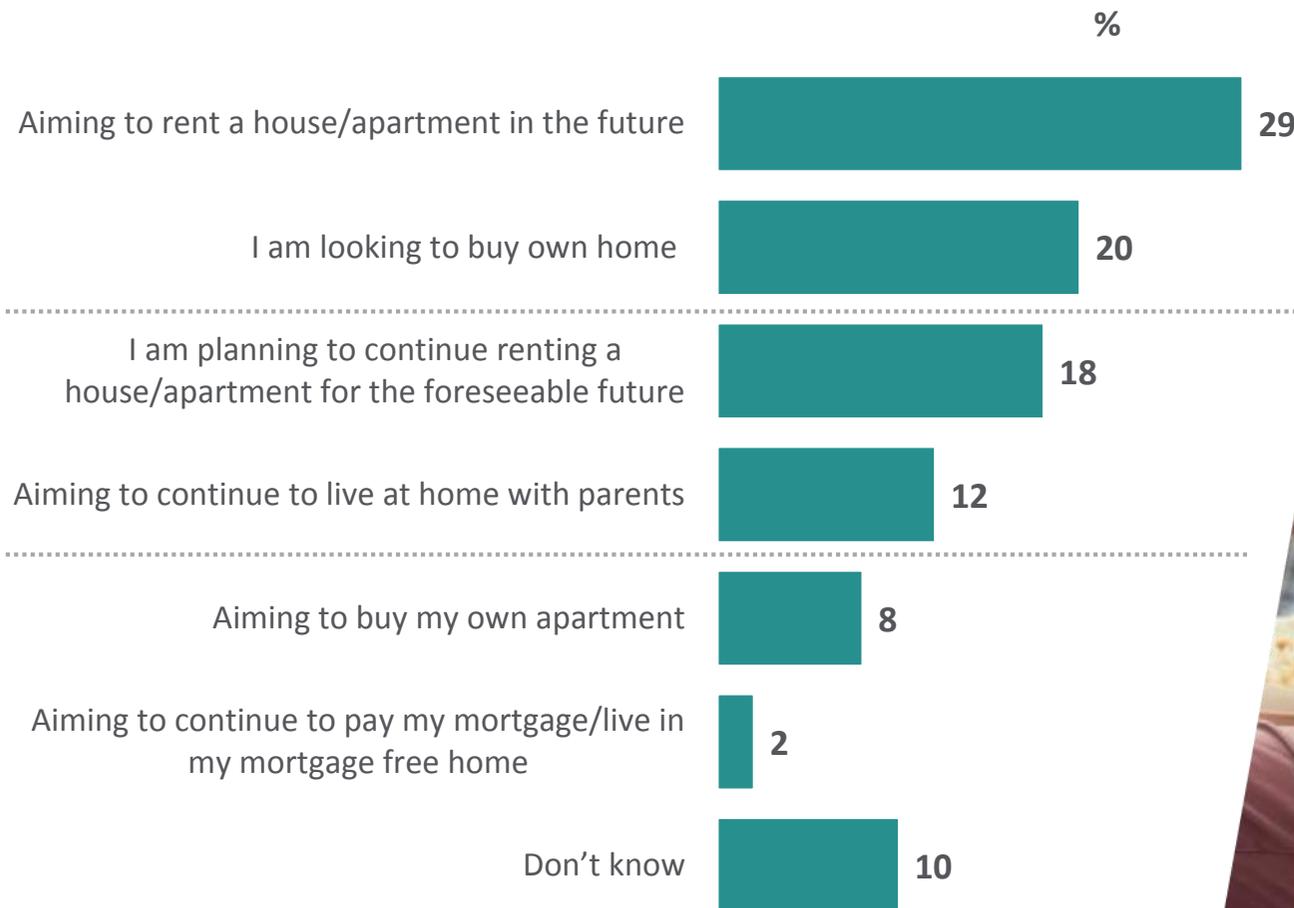


When plotted together affordable rent and deposit remain the priority issues that are not being met.



Long term plan in terms of accommodation in the future

Base: All respondents 175 (Target Market)

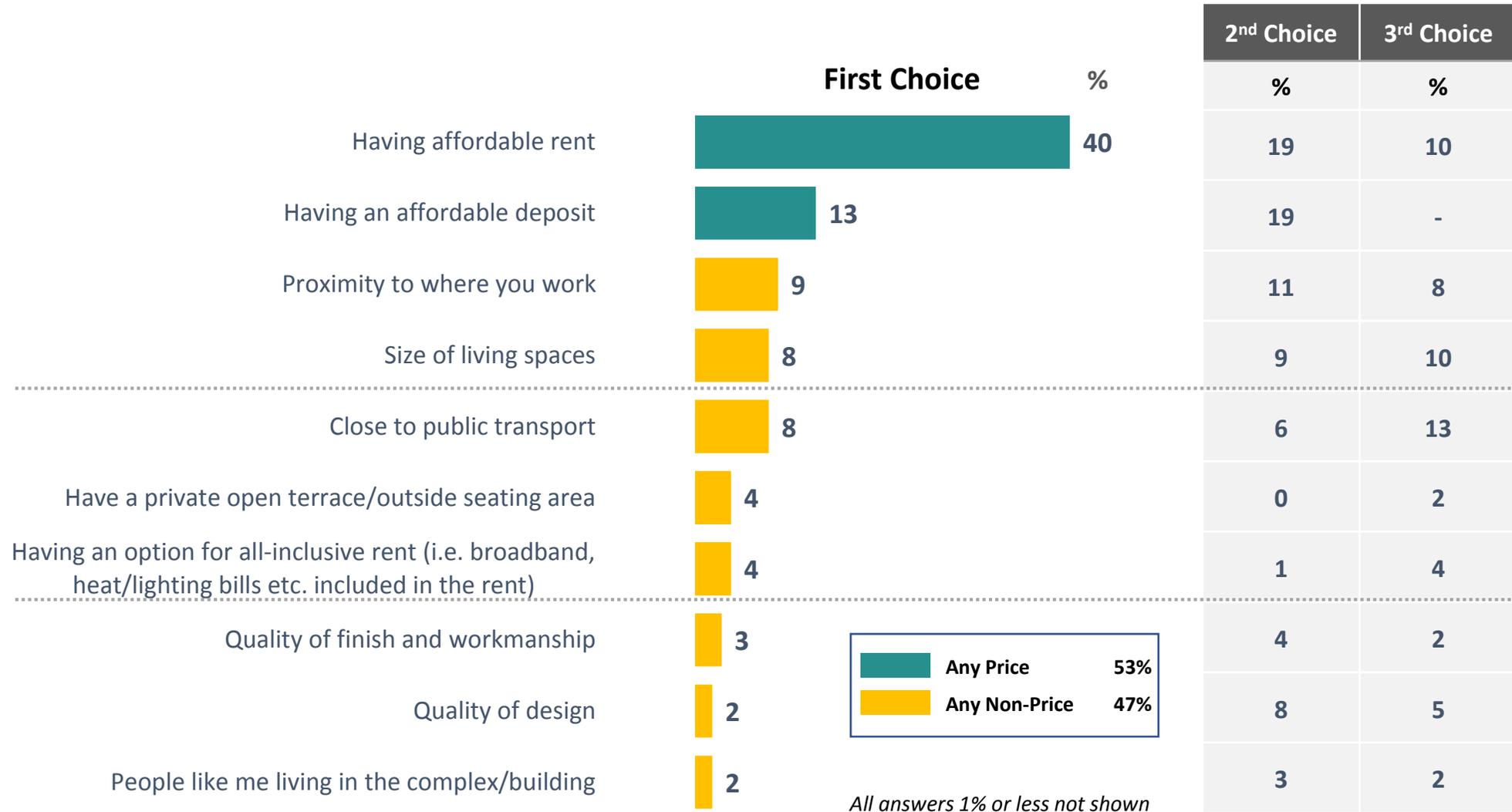


Over half of the target group planning to continue to rent for the foreseeable future.



Most important factors in determining where you rent in the future - affordable rent is the key factor by some distance.

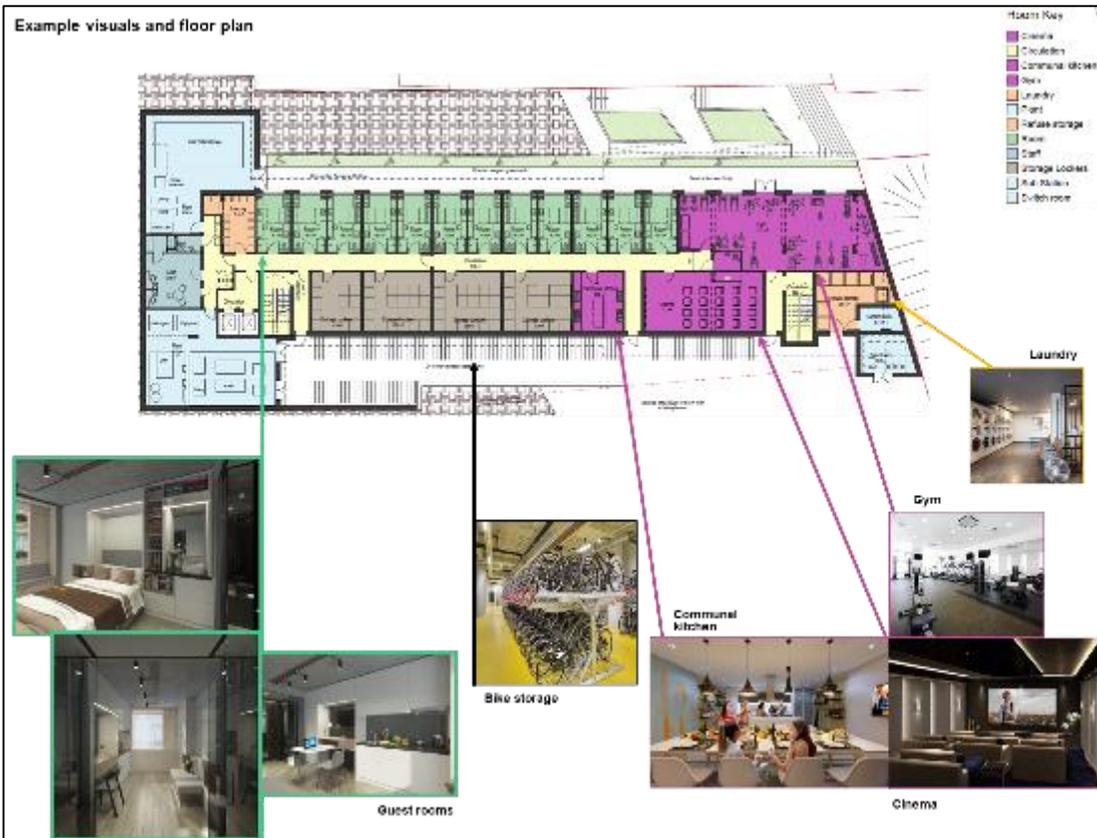
Base: All respondents 175 (Target Market)



Proximity to work, size of living space and being close to public transport are important secondary issues.

The shared living concept shown

Base: All respondents 175 (Target Market)



The Concept Description shown to respondents

- Description of Co-Living:**
- Co-Living is focused on community and convenience. Share wonderfully designed spaces and participate in social events, with the comfort of being able to retreat to your own fully furnished private room at the end of the day.
 - Co-Living allows for more flexible renting solutions in terms of minimum tenancy term, rental prices and deposit requirements. The developments will range in size from 100-500 suites.
 - Everything you need to make the most of city life is included in one convenient bill; rent, guest relations, concierge, security, superfast internet, all utilities and taxes, room cleaning, etc.
 - Occupants will have access to a range of communal facilities, including; large lounge areas, a gym facility, cinema room, communal kitchens, private roof terraces, and working facilities for those who wish to work from home. Secure bike parking and potential for club cars, subject to demand, will be made available to occupants.
 - The communal facilities are complemented by spacious rooms of 16-24 sq m in size, designed to the highest standards in terms of layout and quality of finish.
 - Our dedicated events manager will create the community experience by setting up activities both on and off site for all residents, and their friends, such as TedTalks, BBQ's, Yoga, Bike Tours, etc. All events will be made available on the Co-Living community app, ensuring a quality experience from check-in to check-out.
 - Whether the guest prefers active or passive participation, our operations platform will ensure that they are getting exactly the experience they want.

Awareness of the shared living concept: Half of the target group have heard of the concept of shared living before.

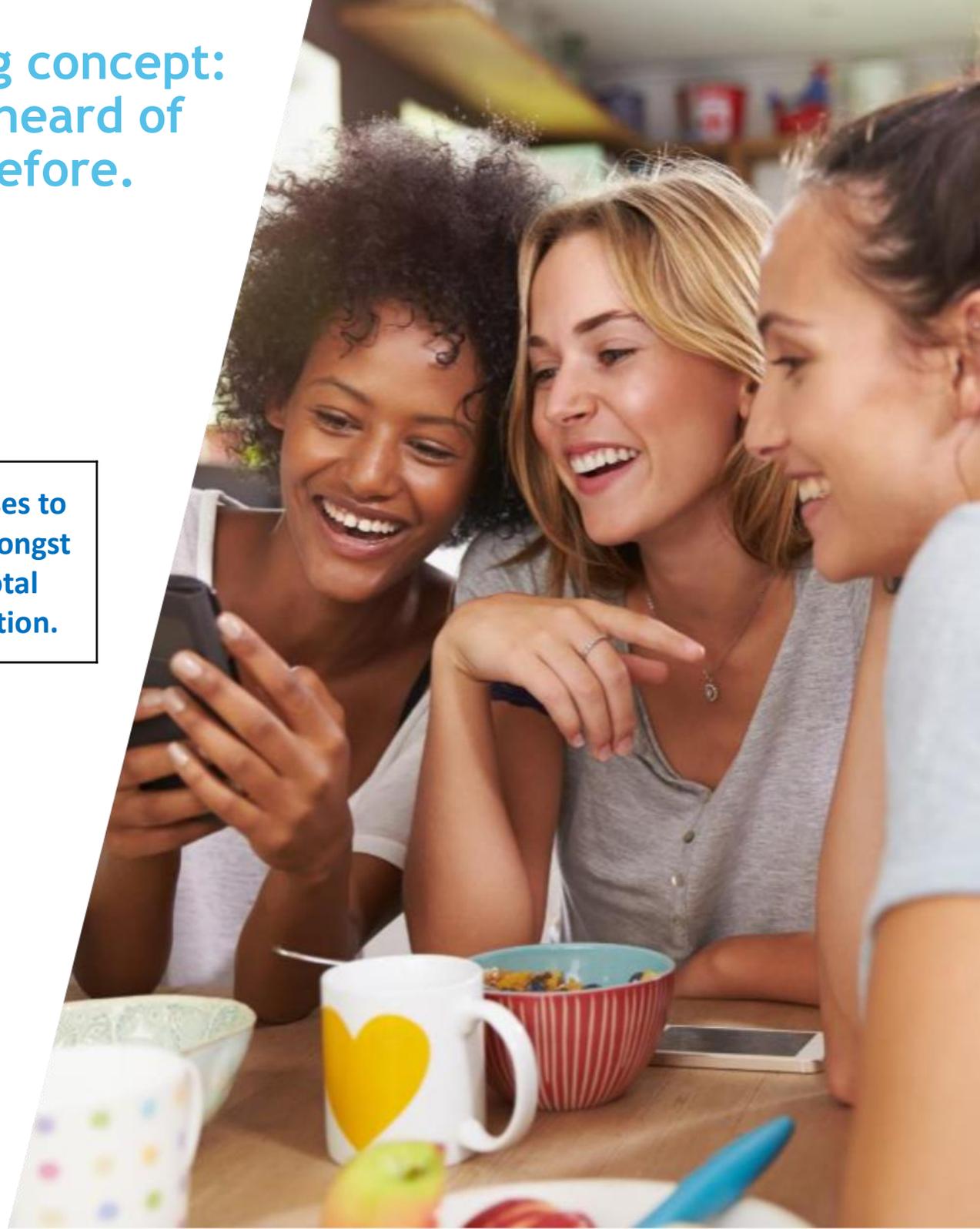
Base: All respondents 175 (Target Market)

Total

49%

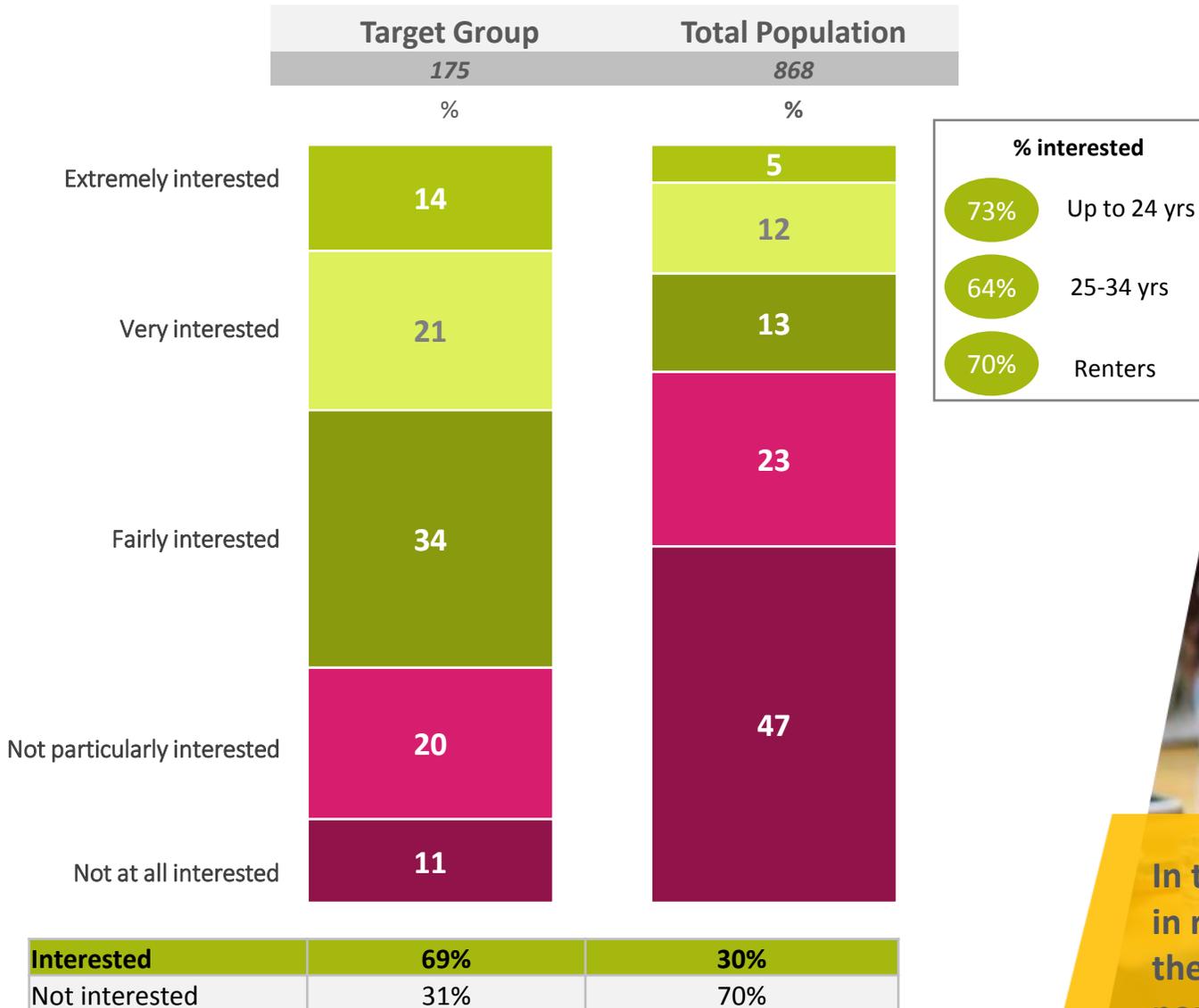
have heard of
such a **shared
living** concept

Decreases to
33% amongst
the total
population.



Significant level of interest in the shared living concept shown amongst the target group with just over a third extremely or very interested.

Base: All respondents 175 (Target Market)

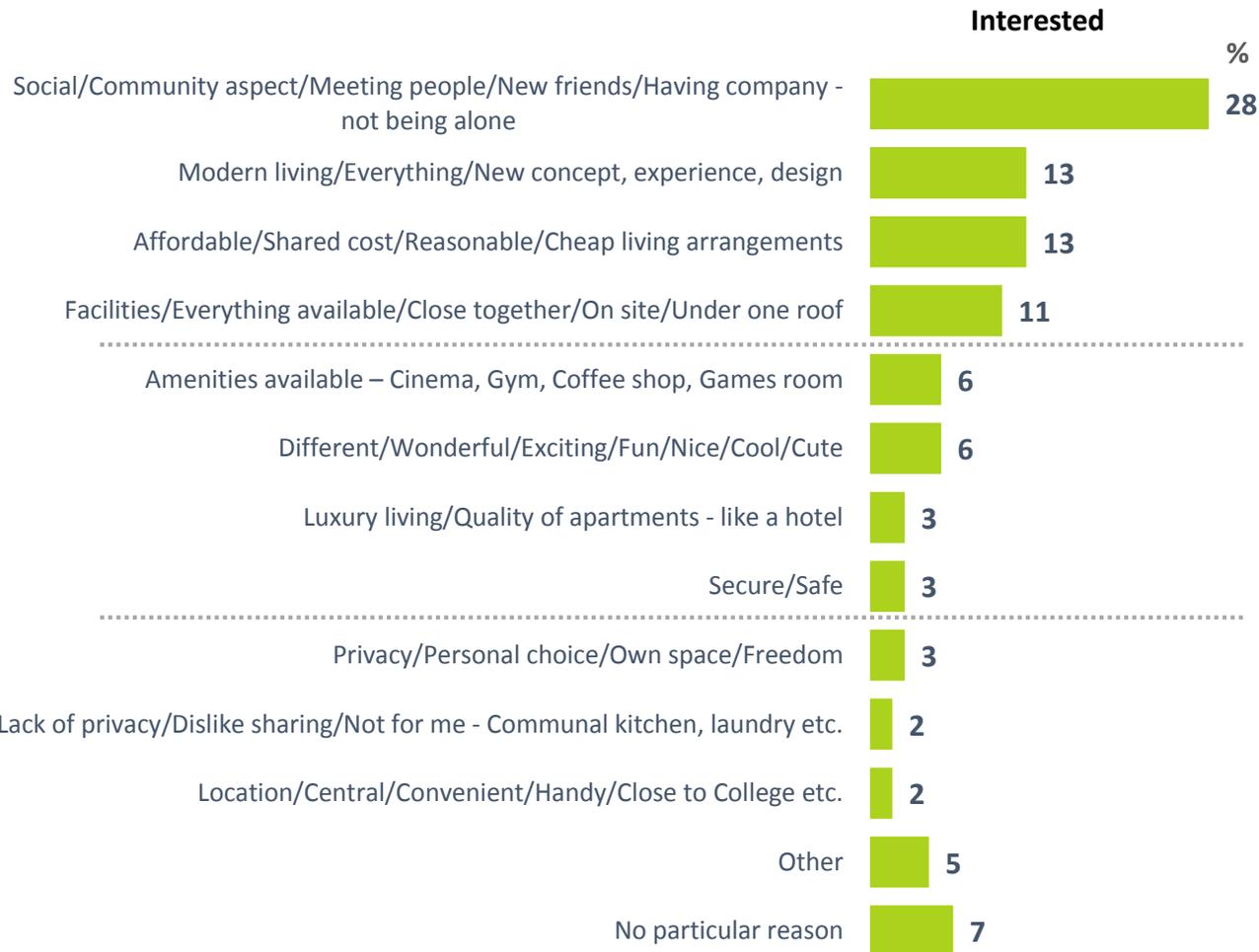


In terms of the target group, 7 in 10 are interested in renting a room at a shared living complex like the one described – extrapolated back to the total population this equates to 130,000 people (109,000 in the GDA)*.

*Based on CSO population figures

Spontaneous reasons why interested in the shared living concept: The social/community aspect is even more of an attraction to the target group

Base: All Target Group Interested - 123



The social/community based aspect of the proposition is what resonates most. Only one in ten mentioned affordability. Appears to be a perception that the concept look is great, but would be expensive to rent.

“ The Verbatim Comments

Very modern and sociable

The community aspect

I like an open environment and the gym

It is handy having everything near, but must be more expensive

If not expensive would be nice to have all those facilities

Modern, sociable and convenient living spaces

It is cute, wonderful, but really expensive

Bike place seems safe, the social spaces is good for families, and kiosks looks fun

It looks like it has good design, space and architecture

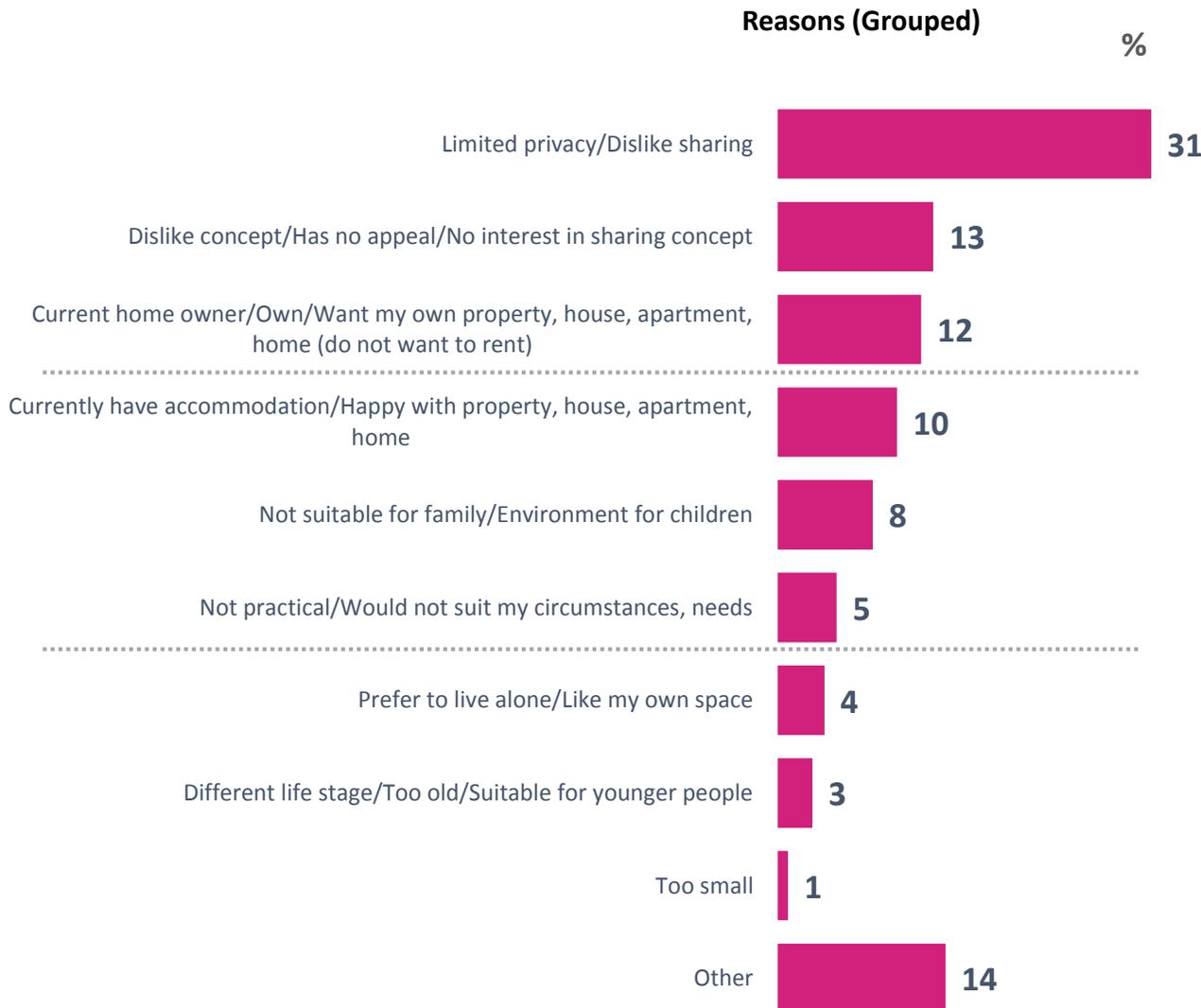
If it's affordable

It is nice but [looks] really expensive

”

Spontaneous reasons why not interested in the shared living concept: Dislike of the sharing concept/limited privacy is the key reason for not being interested amongst the target group

Base: All Target Group Not Interested - 52



“ The Verbatim Comments

I like my privacy too much

I like privacy

Too many bedrooms. maximum of 5 bedrooms is enough for any apartment after that it gets messy

More for students. The kitchen would be a problem

Would like my own space

I'm the type person who likes a lot of privacy but it wouldn't stop me from inviting people to stay over and visit

I would rather have my own private space to live in/relax in/showers in

I am not a very social person. I like to go home after work and have time to myself. I think a apartment complex would be very loud

I want to own my own apartment soon

I would be uncomfortable living around people I don't know

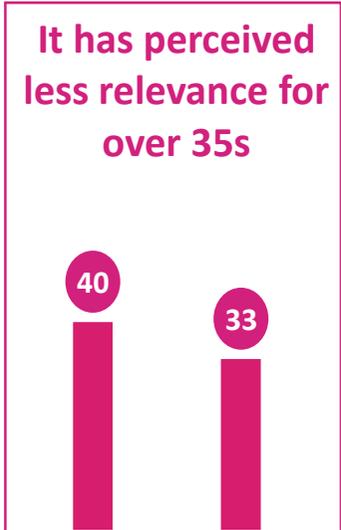
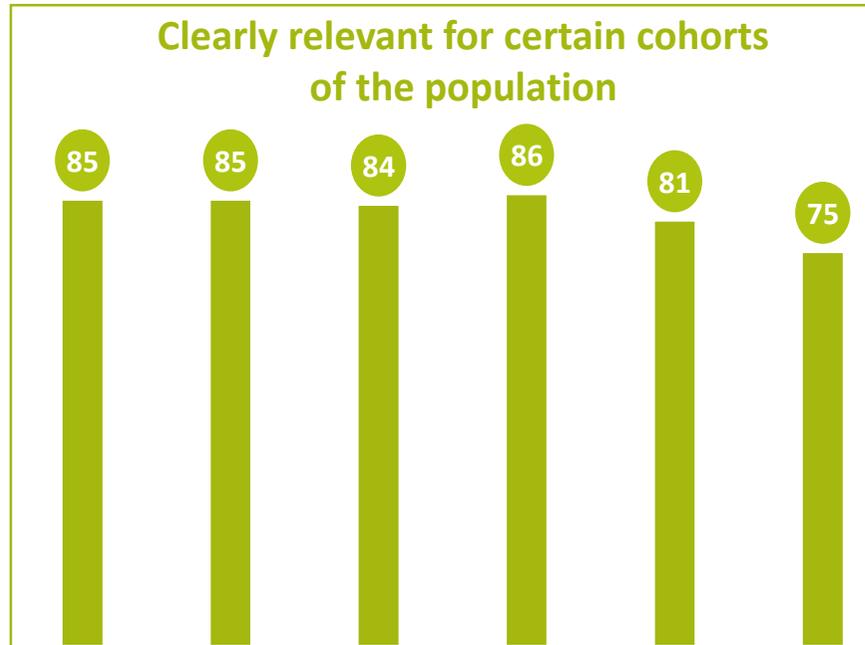
I am not interested in sharing a house again

”



Who do people think this shared living concept is most suited to?

Base: All respondents 175 (Target Market)



Those aged about 18-34

Working people that need short term accommodation (workers on contract in Ireland short term, people who work in locations short term etc.)

Students

Young professionals

Short term accommodation for people recently separated who need to move into a different home

People saving for a deposit

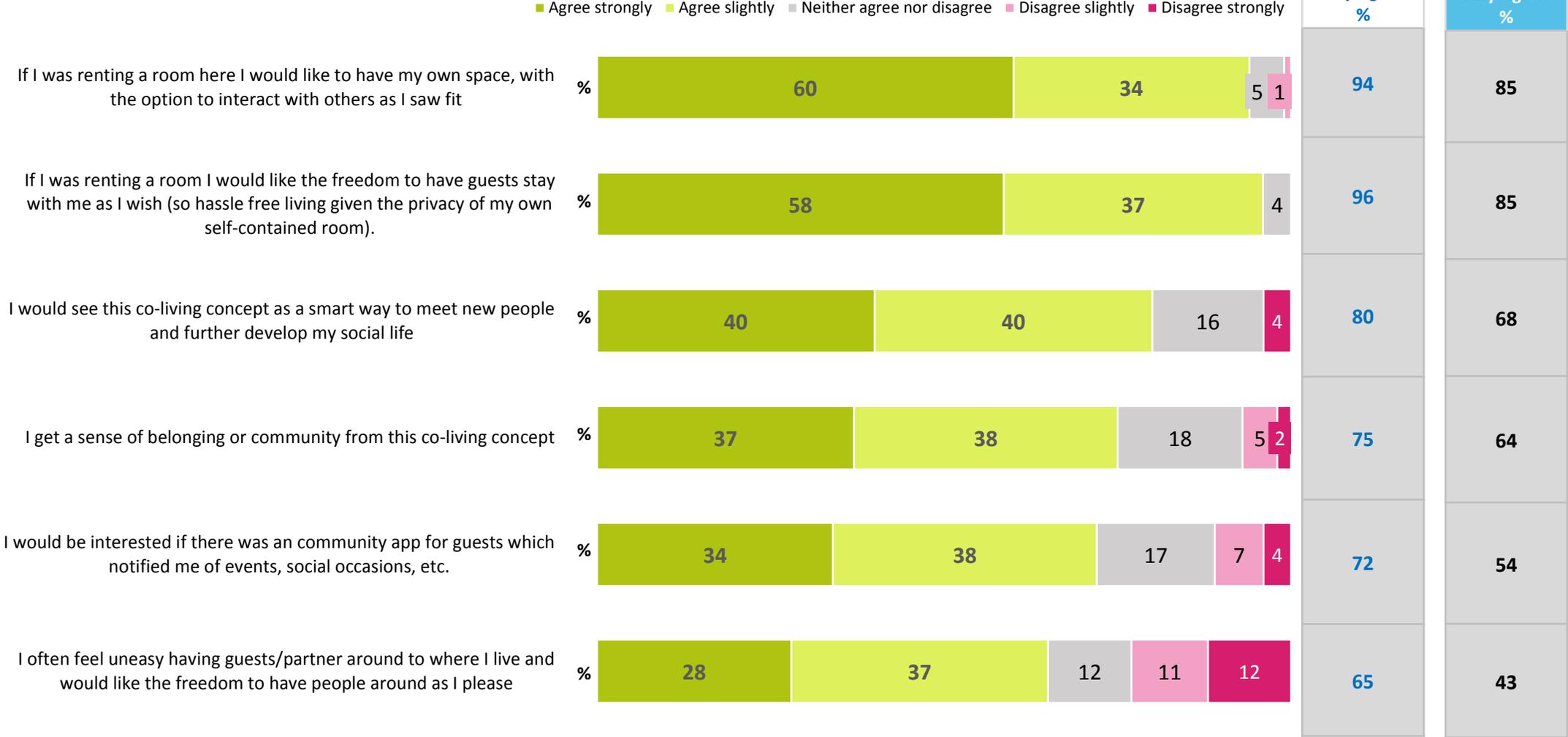
Those aged 35-55 years

Those aged over 55 years

Most feel the concept has broad appeal, just not to anyone over 35. People get the idea of the concept and who it would fit.

Attitudinal Statements on shared living concept: Having the option to interact with others and the ability to have guests stay over are key

Base: All respondents 175 (Target Market)



Generally speaking there is considerably more enthusiasm around the shared living concept amongst the target market.

Likelihood of being able to buy or afford rent in the next 2-3 years

Base: All respondents 175 (Target Market)



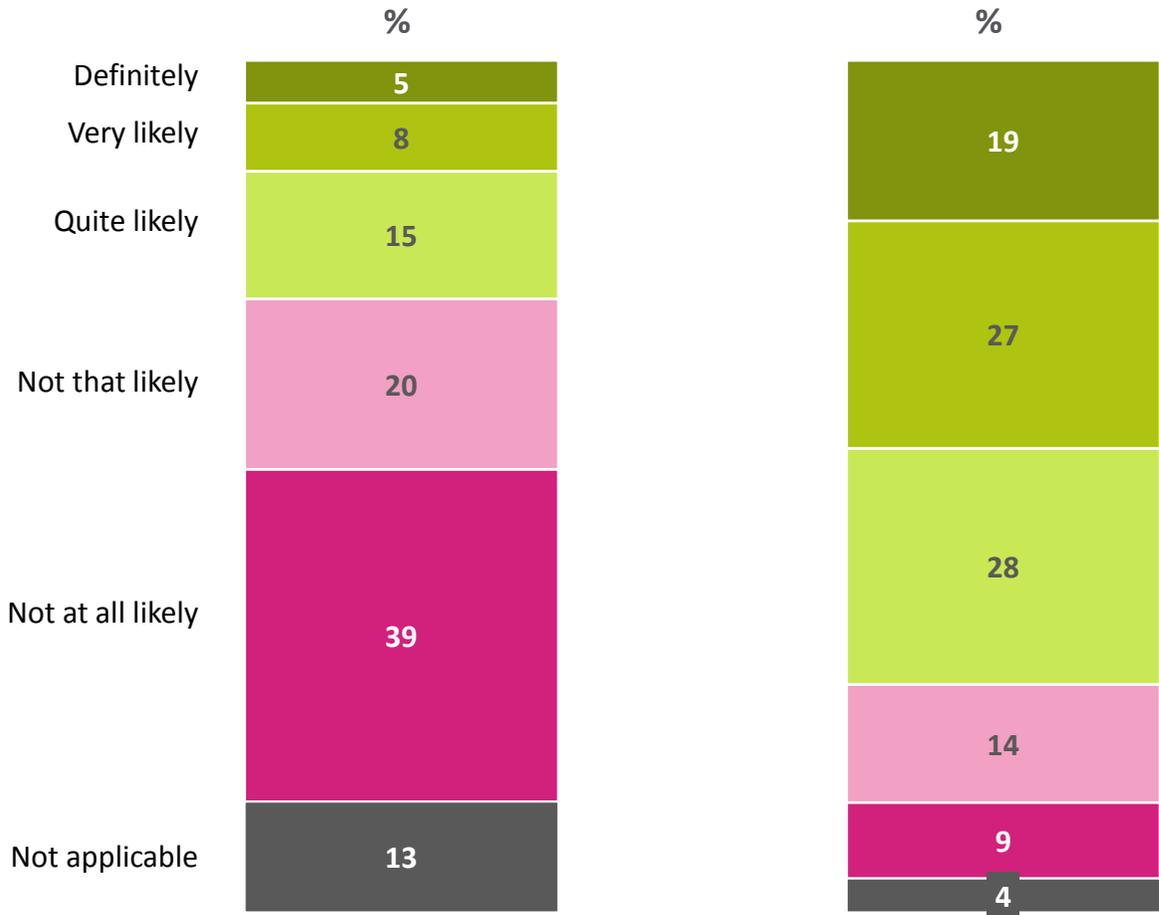
Buy Home



Rent Home

% Any Likely
28%

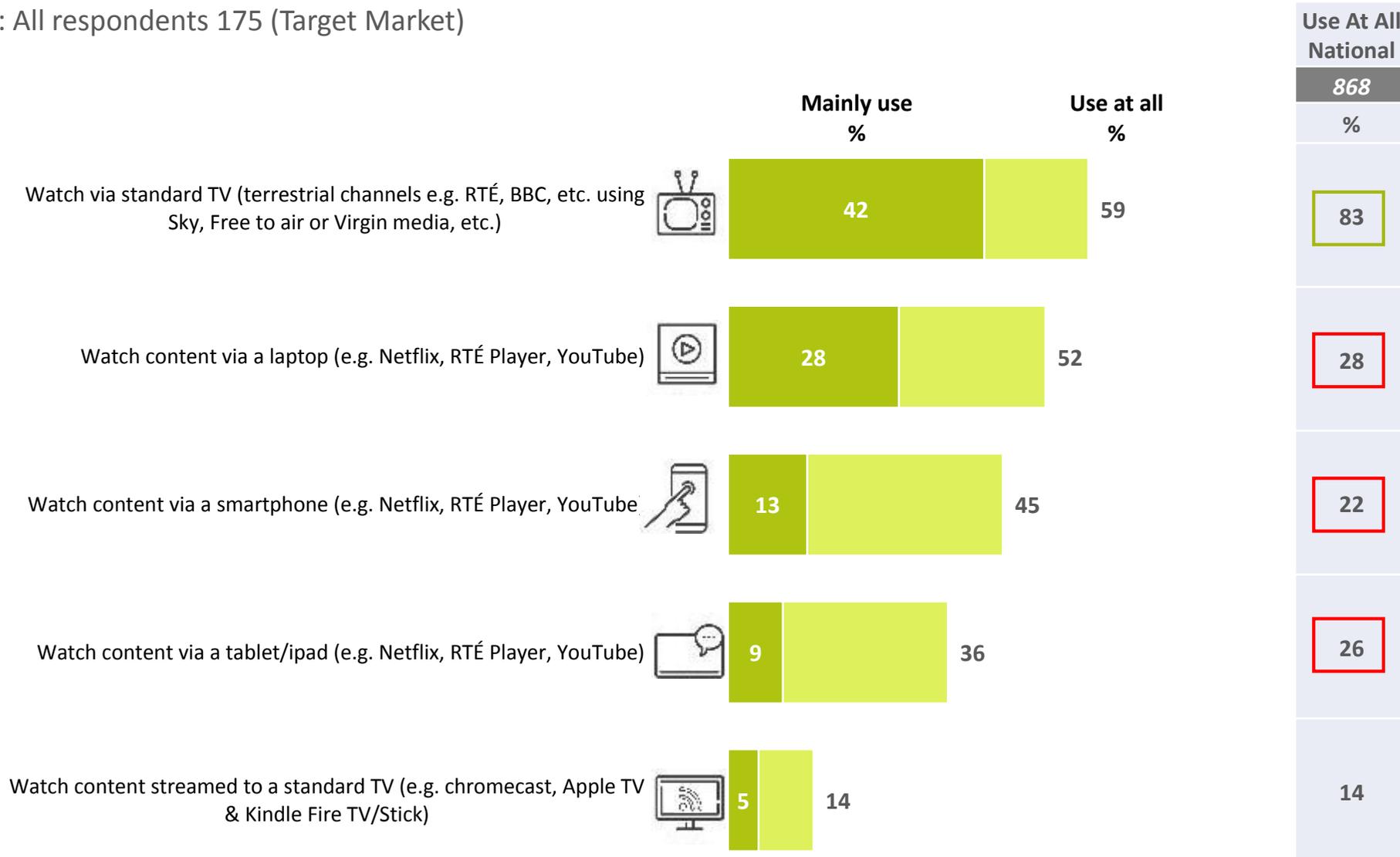
% Any Likely
73%



Buying only an option for about 1 in 4, whereas three quarters see a rental option.

Viewing video content at home: Standard TV remains the dominant channel for viewing content, but the target group have more non-linear TV/content viewing (on tech)

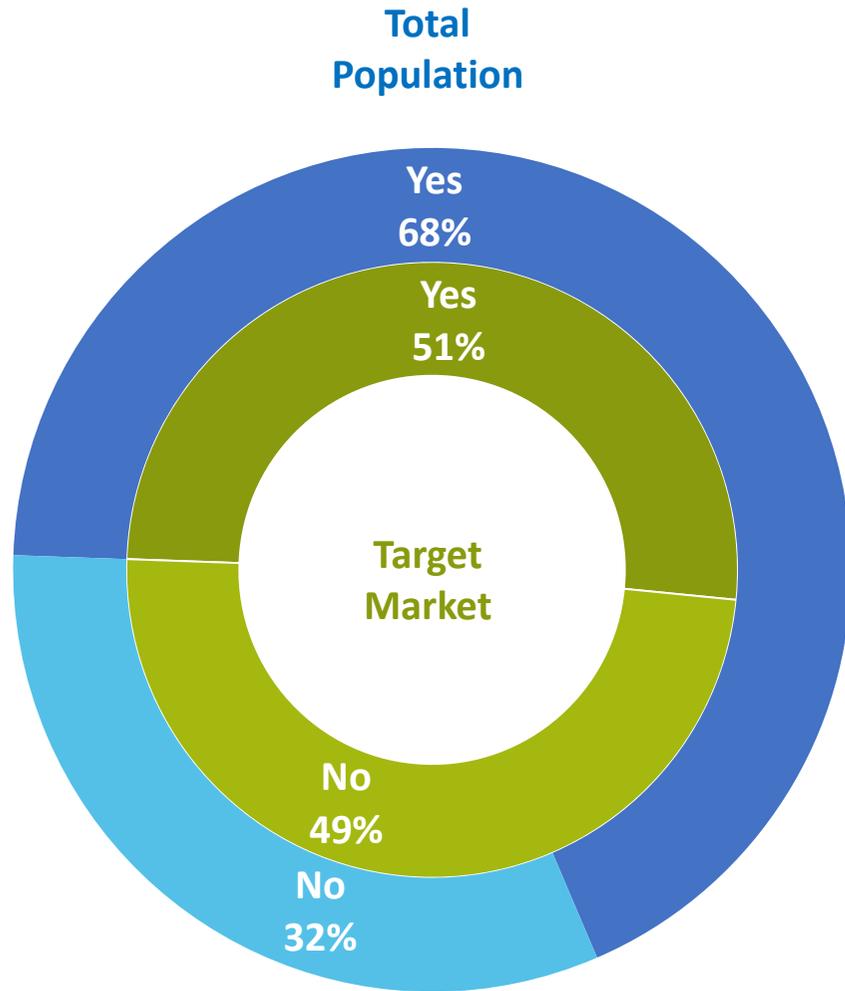
Base: All respondents 175 (Target Market)



Target grouping is significantly less reliant on standard TV than the general urban population.

Just half of the target group say they require a TV screen with a Sky/Virgin subscription.

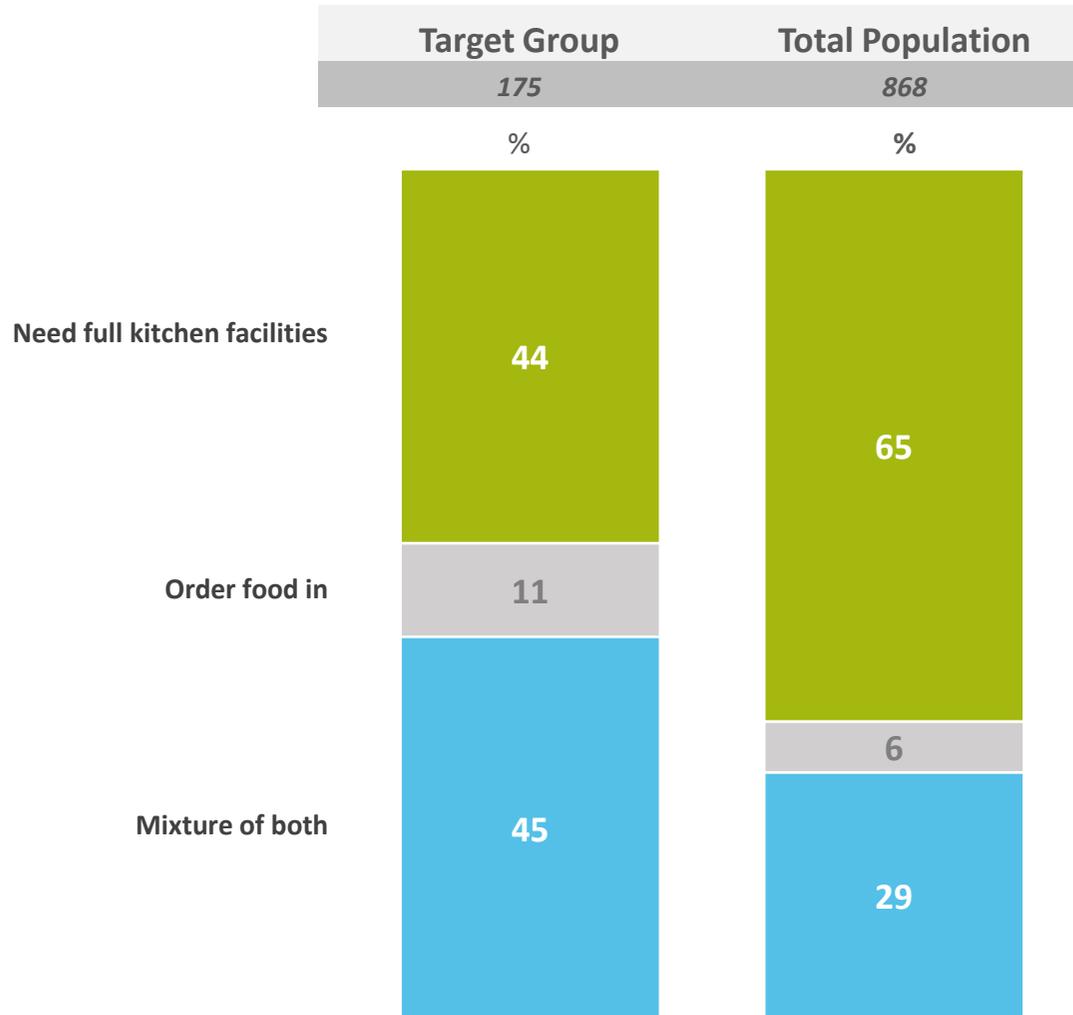
Base: All respondents 175 (Target Market)



**TV screen and access to
subscribe to Sky/Virgin
Media channels**

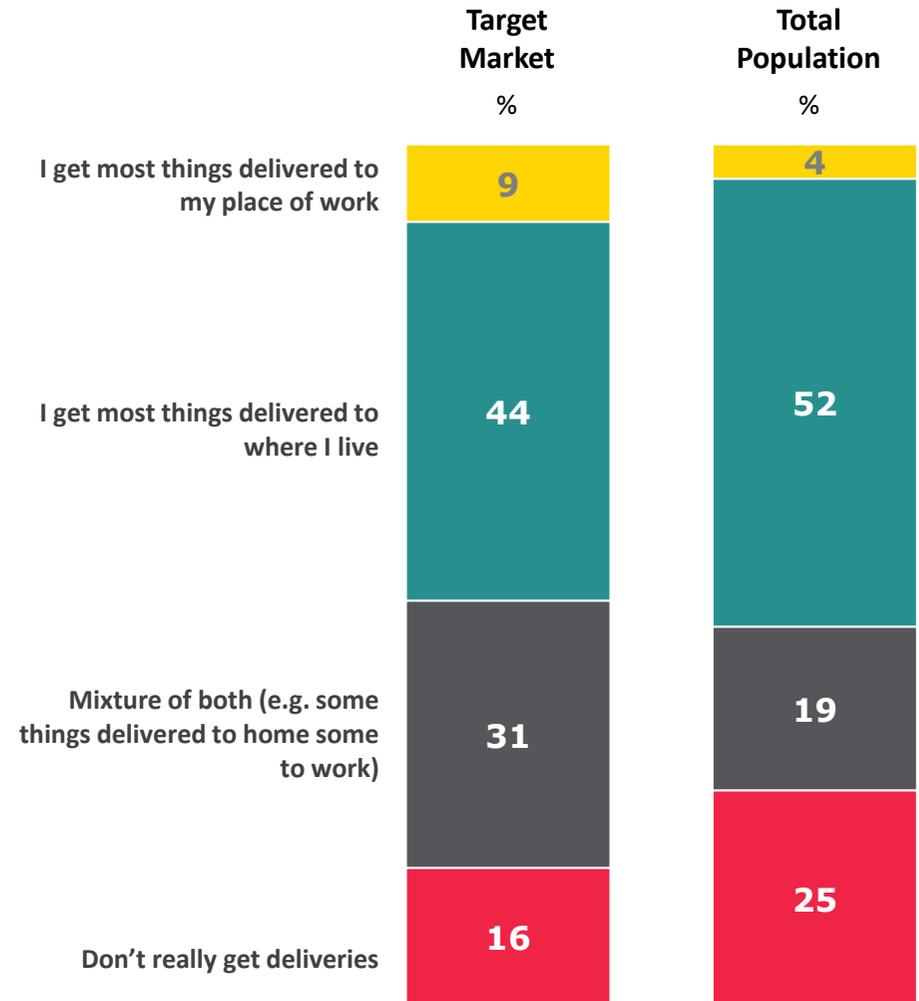


Just under half say they require full kitchen facilities (compared to two thirds of the national sample) and are more likely to use a mixture of ordering food and kitchen



Approach to online deliveries

Base: All respondents 175 (Target Market)



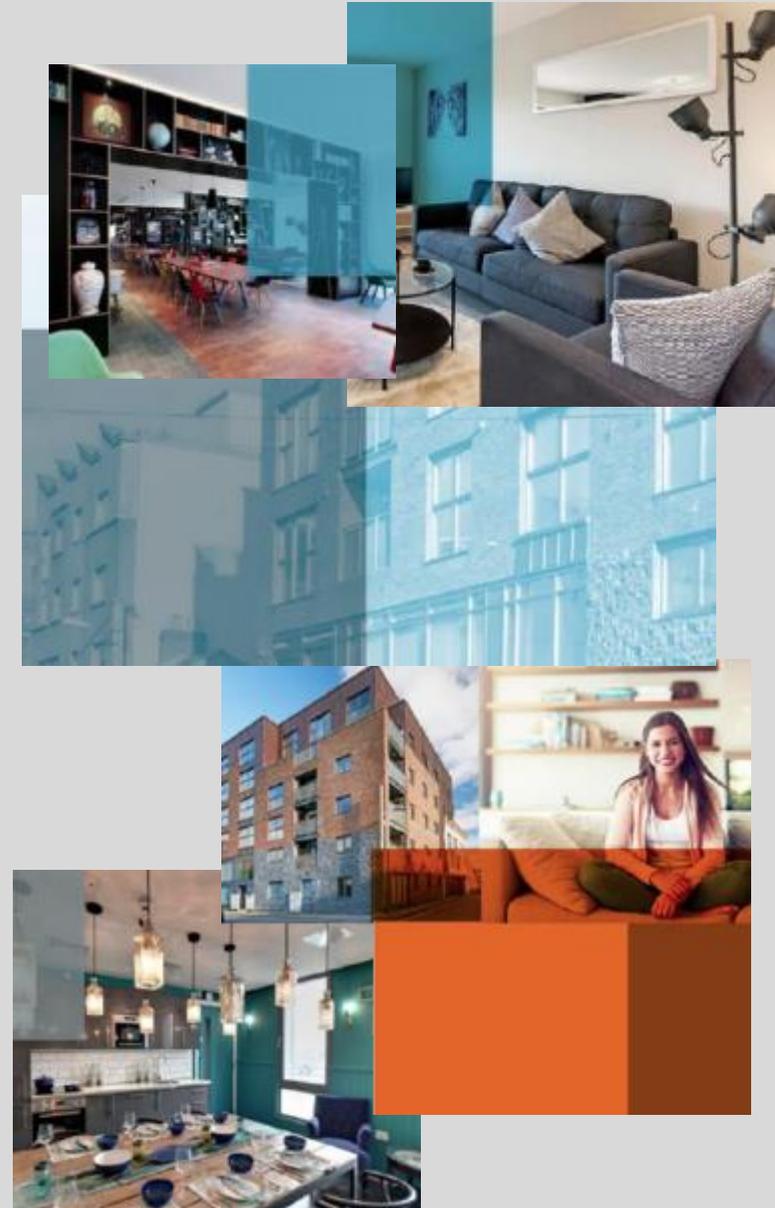
Target group more likely to use a mixture of home and work deliveries and less reliant on purely home deliveries.



Summary

Conclusions - Target Grouping

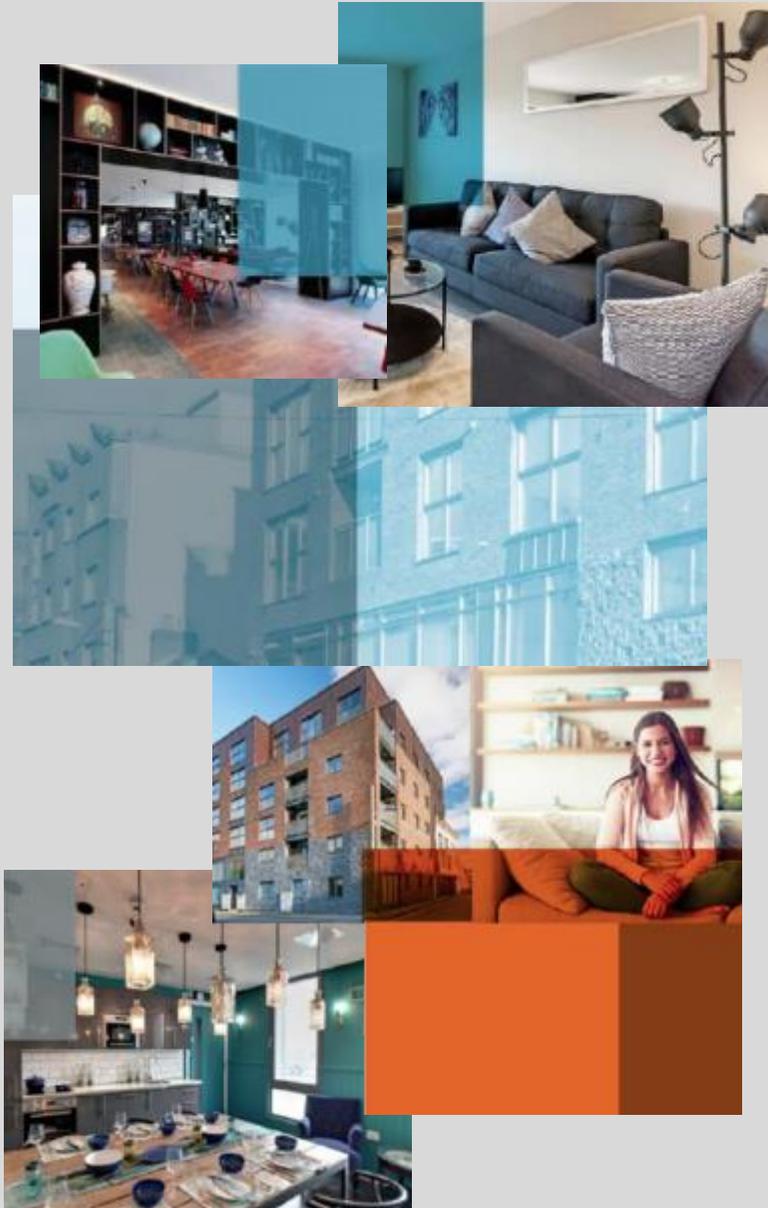
- The target grouping (<35s with no mortgage & with no children & ABC1) find the **shared living proposition particularly attractive** with seven in ten saying they are interested in the concept with 14% very interested in it.
- Attitudinally they are also **very open to the idea of shared living** with and with the social/community aspect even more of an attraction.
- They acknowledge that their current **landlords do a great deal or fair amount** to maintain their accommodation (91% say this) and they are likely to have high expectations associated with this.
- The target market are **less likely to watch standard TV** (compared to under 35s) and more likely to watch content on their laptop with their usage of tablet and smartphones also high.
- There is an **even split between** a preference for a subscription to **Sky/Virgin Media and very fast broadband.**



Conclusions - Target Grouping

Finally there are some other aspects of the target group that align particularly well with the shared living concept.

- They tend to be **less satisfied with current living arrangements** (34% scoring 9-10 out of 10).
- **Awareness of the shared living concept is particularly strong** amongst the target grouping with half saying they had heard of it before, so the proposition itself is not entirely new to them, adding more weight to their enthusiasm towards it.
- Having a **car parking space and the size of the apartment** itself are not seen as being particularly important this grouping compared to the main sample and under 35s in general.
- This grouping is also **well attuned to apartment living** (27% already live in one) and see themselves as more likely to change their accommodation frequently into the future.



Thank you.



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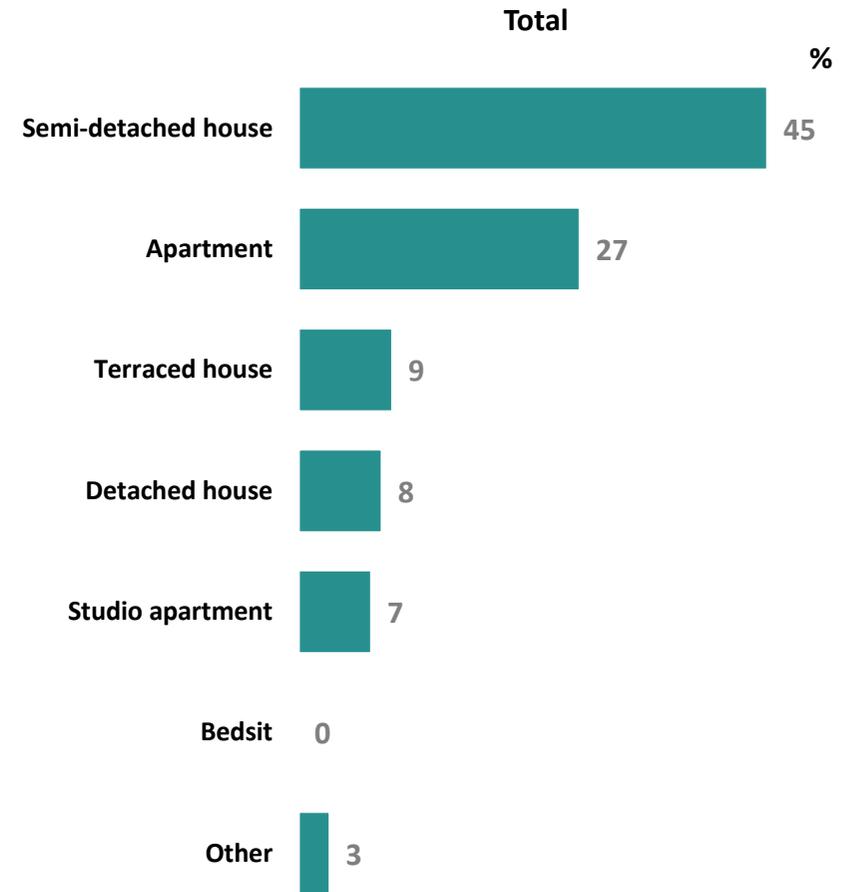
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Delve deeper



Respondents current living arrangement

Base: All respondents 175 (Target Market)



Close to half live in semi-detached houses, with just over 1 in 4 living in apartments.

Q.1 Which of the following best describes the type of accommodation you are currently living in?