



**MINISTRY OF HOUSING  
AND URBAN DEVELOPMENT**

# Renters Pulse Survey – topline report

Wave 2, 2021



**KANTAR PUBLIC**



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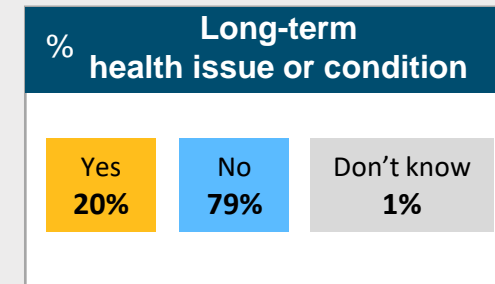
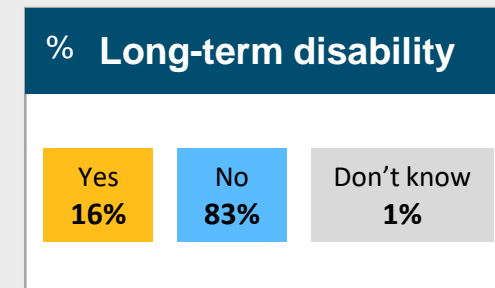
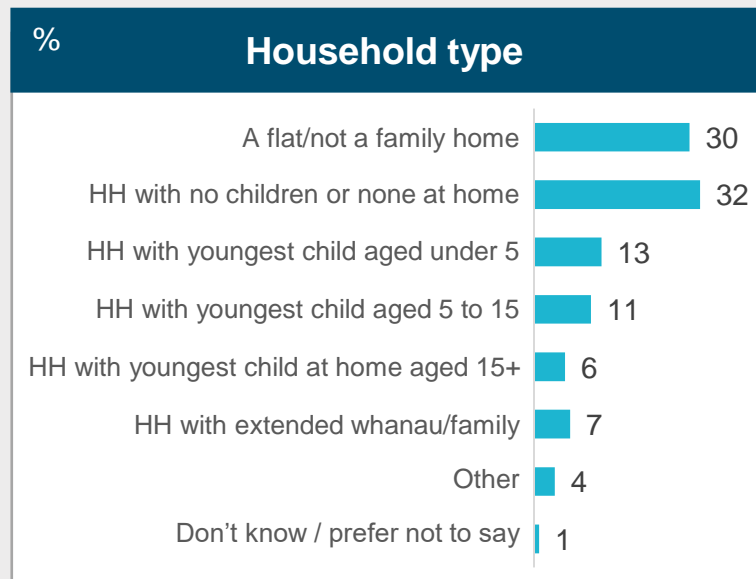
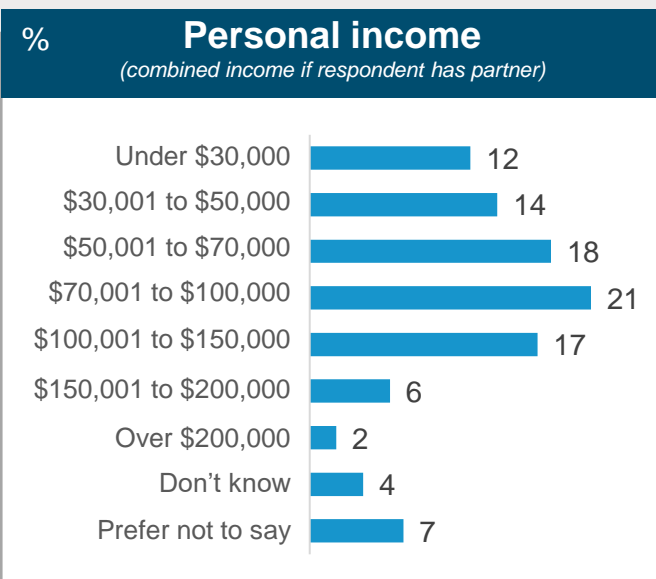
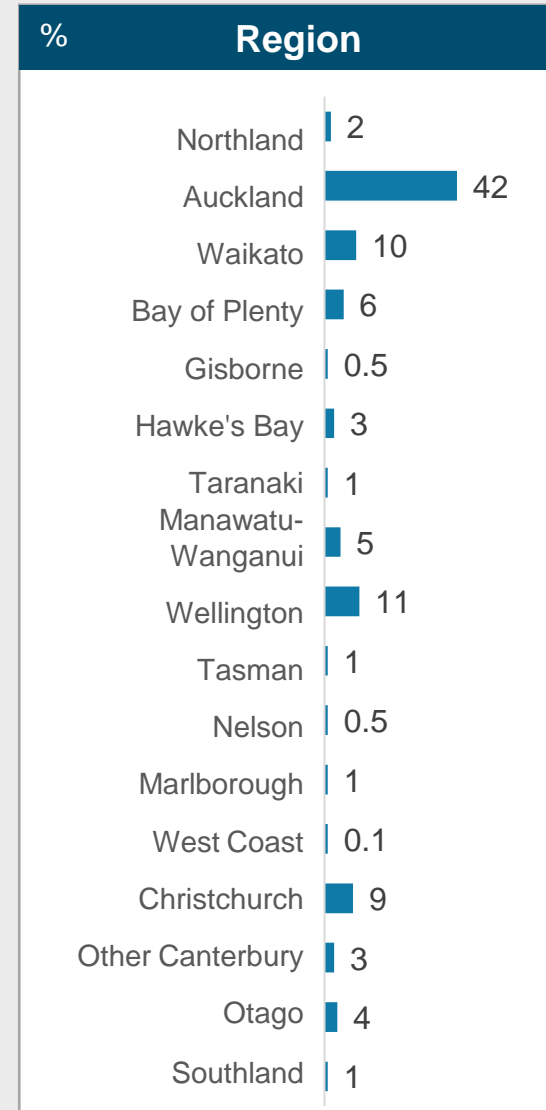
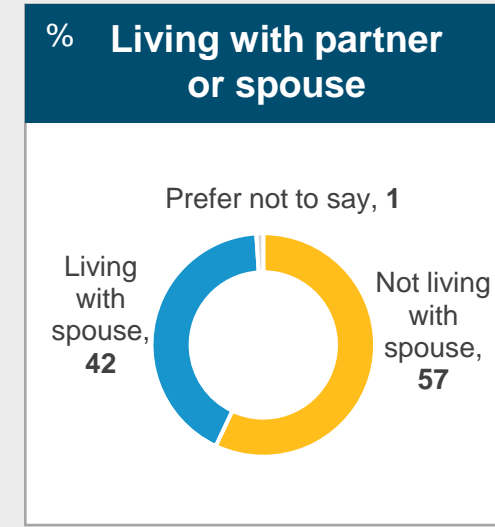
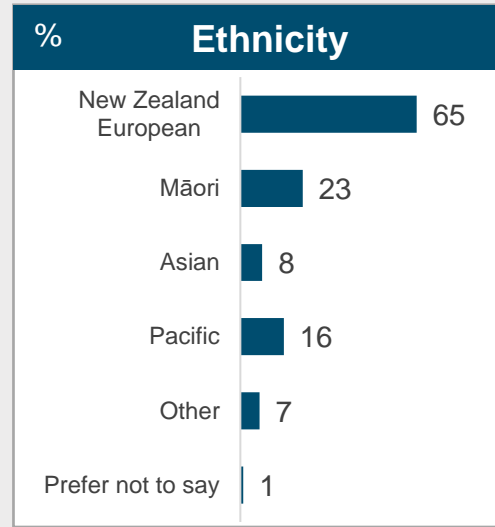
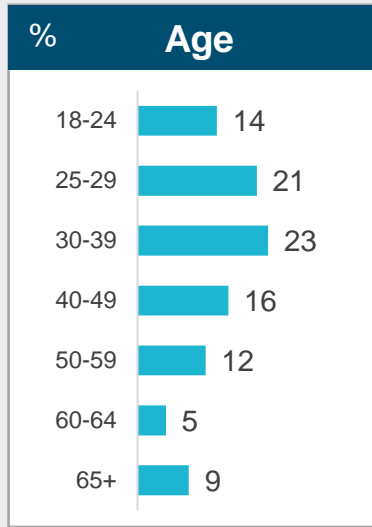
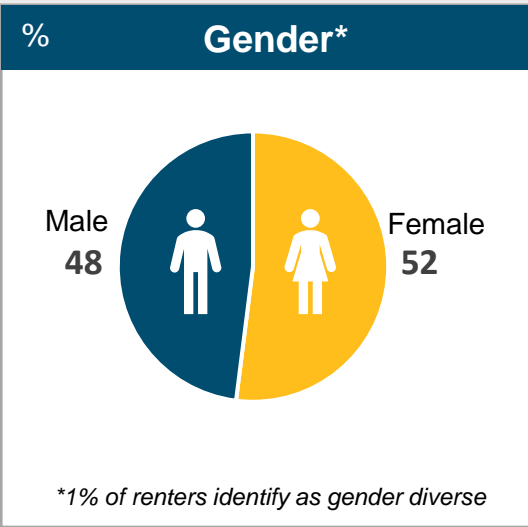


# Research objectives and method

The Ministry of Housing and Urban Development has commissioned Colmar Brunton to undertake ‘pulse’ surveys of renters and landlords twice a year to help inform its understanding of the impacts of recent legislative changes on the residential rental market. This report provides the results of the second pulse survey in 2021 with renters (with comparisons made with the first wave where appropriate).

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- A nationwide online survey of **1,500 renters**.
  - Maximum margin of error on the total sample (at the 95% confidence level) is **+/-2.5%**.
  - Fieldwork was conducted from **12 to 27 October, 2021**.
  - Statistically significant changes since Wave 1 (at the 95% confidence level) are denoted on the charts by triangles.
  - Data were weighted by age within gender, and region, to match Census population characteristics of renters.

# Sample profile of renters (Wave 2 only)



Base: All renters (Wave 2 only, n=1,500).  
Source: S3, S4, S5, S6, Q2, Q3, Q4, Q37, Q38.



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# Tenancy characteristics

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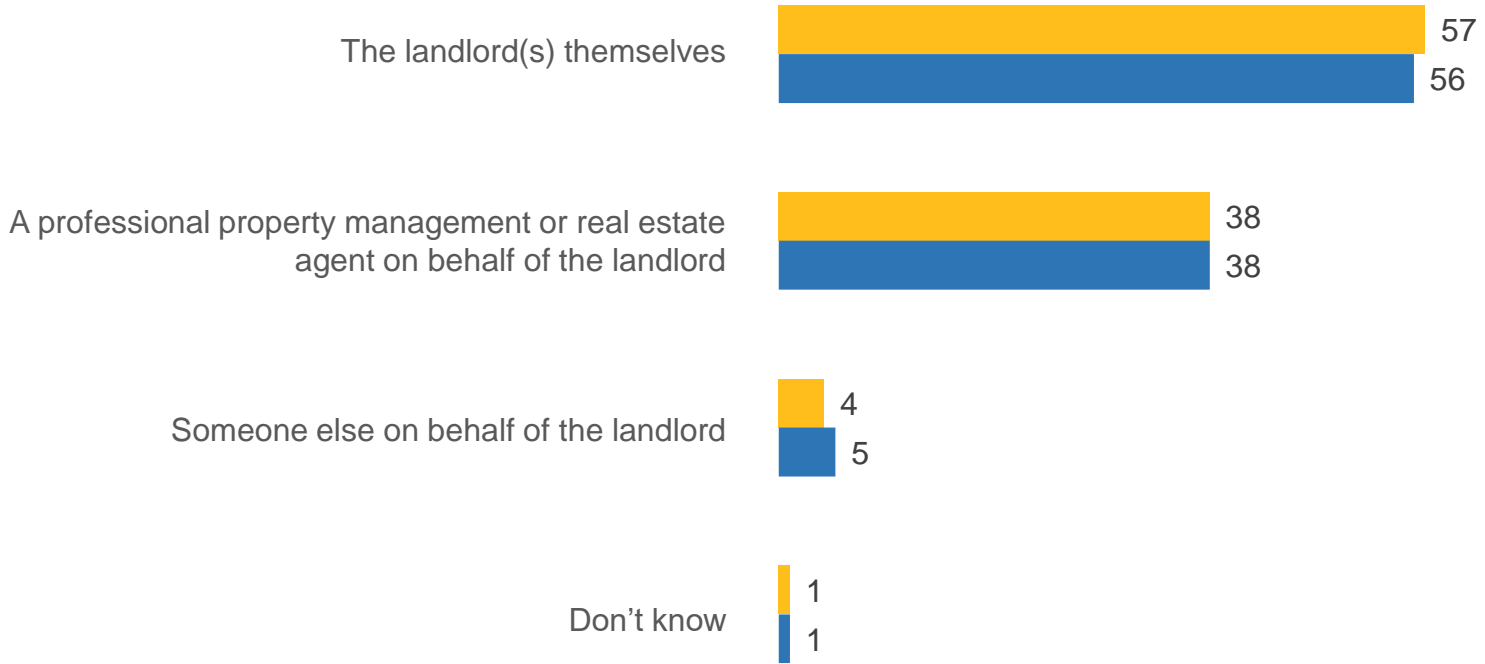
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# Management of the rental property

In line with Wave 1, around half (56%) of renters say their rental is managed by their landlord(s), while 38% say their landlord uses a property manager or real estate agent.

## Who manages the rental property

%



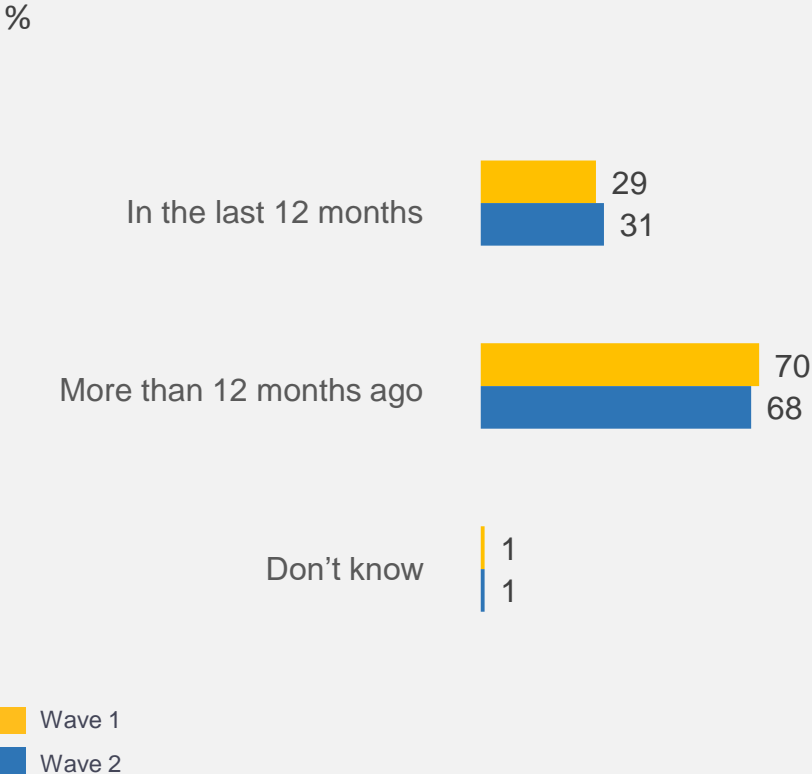
Wave 1  
Wave 2

Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q7. "Who mainly manages the rental property where you live?"

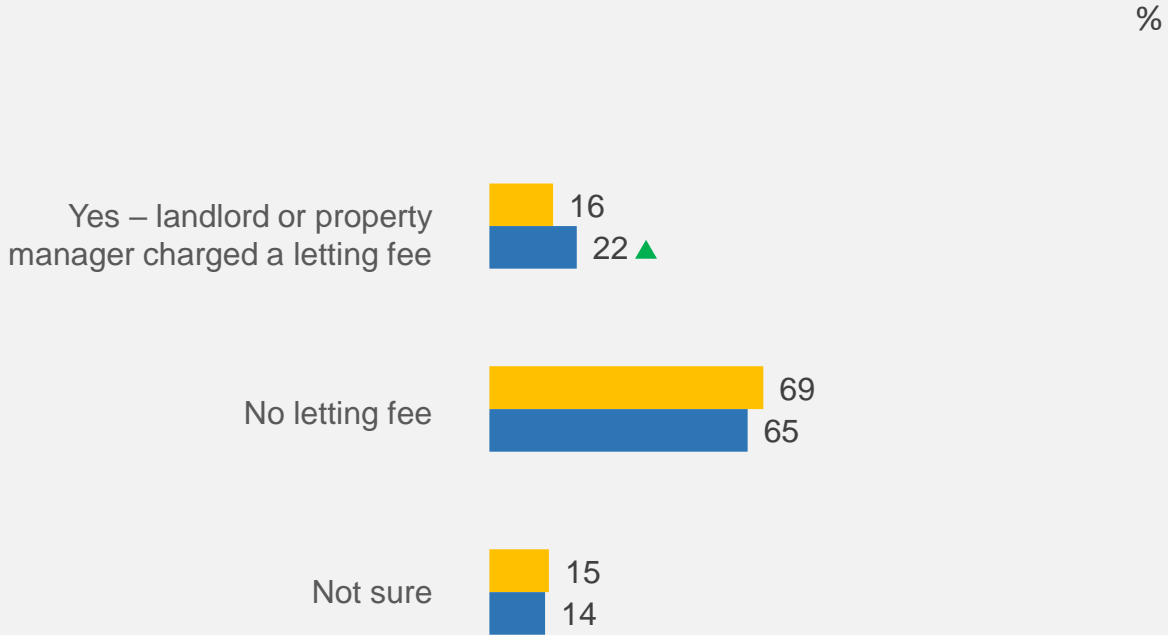
# Start of the tenancy

Around seven in ten (68%) renters' current tenancy began over 12 months ago, consistent with Wave 1. For those 31% of renters whose tenancy began in the last 12 months, 22% say their landlord or property manager charged a letting fee, up six percentage points since Wave 1 (16%).

## When renters' current tenancy started



## Whether landlord or property manager charged a letting fee



Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500). Source: Q9. "When did the tenancy start for the rental property you live in?"

Base: Renters whose tenancy started in the last 12 months (Wave 1 n=432, Wave 2 n=460). Source: Q10. "Did the landlord (or property manager) charge a letting fee?"

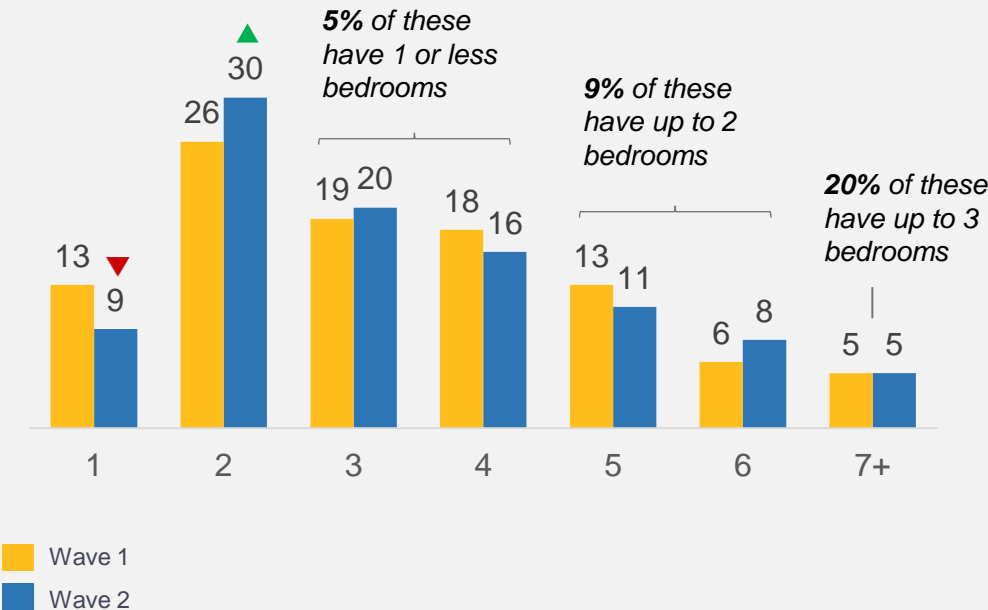
▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Tenancy characteristics

As in Wave 1, three quarters (76%) of renters live in a household with up to four people. The same proportion (76%) of renters live in a rental with three or less bedrooms. There are now fewer renters living alone (9%, down from 13% in Wave 1) while the proportion of renters in a two-person household has increased (up four points).

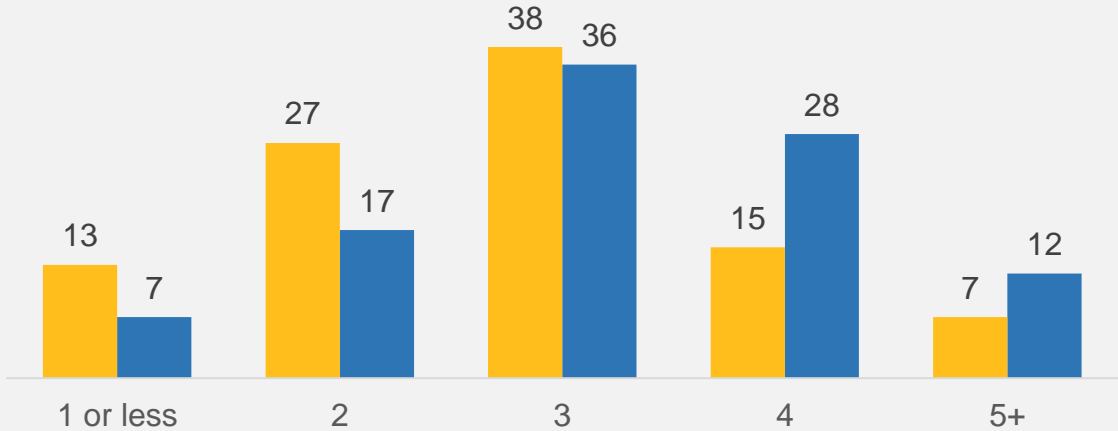
## Number of people living in rental

*\*Note, the question asked about the number of people the respondent is living with. Therefore, below we have added '1' to their answer to report on the total number of people living in the accommodation.*



## Number of bedrooms

%



Base: All renters (Wave1 n=1,500, Wave 2 n=1,500).  
 Source: Q5. "How many people do you currently live with?"

Base: All renters (Wave1 n=1,500, Wave 2 n=1,500).  
 Source: Q6. "How many bedrooms are there where you currently live?"

▲ / ▼ Indicates a significant increase/decrease since Wave 1





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# Rental payments and government financial support



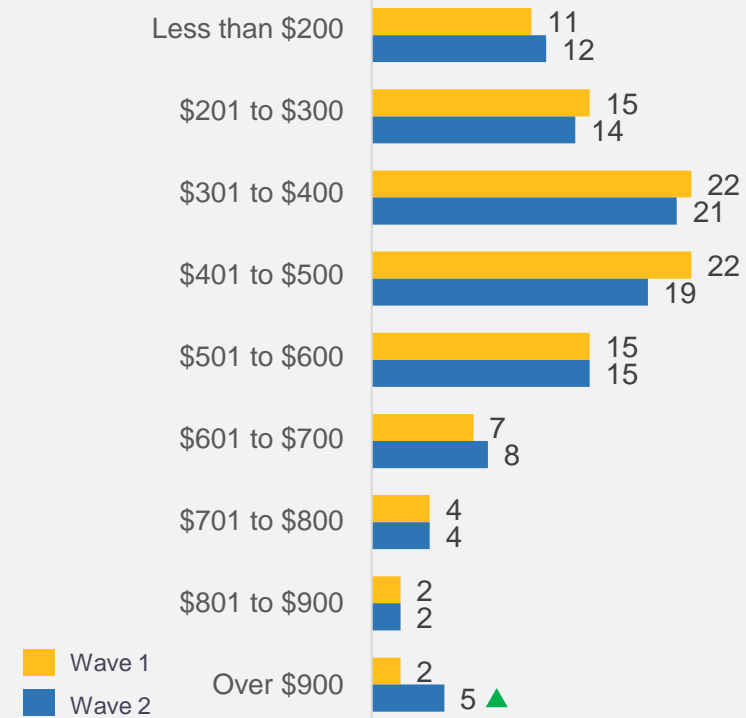
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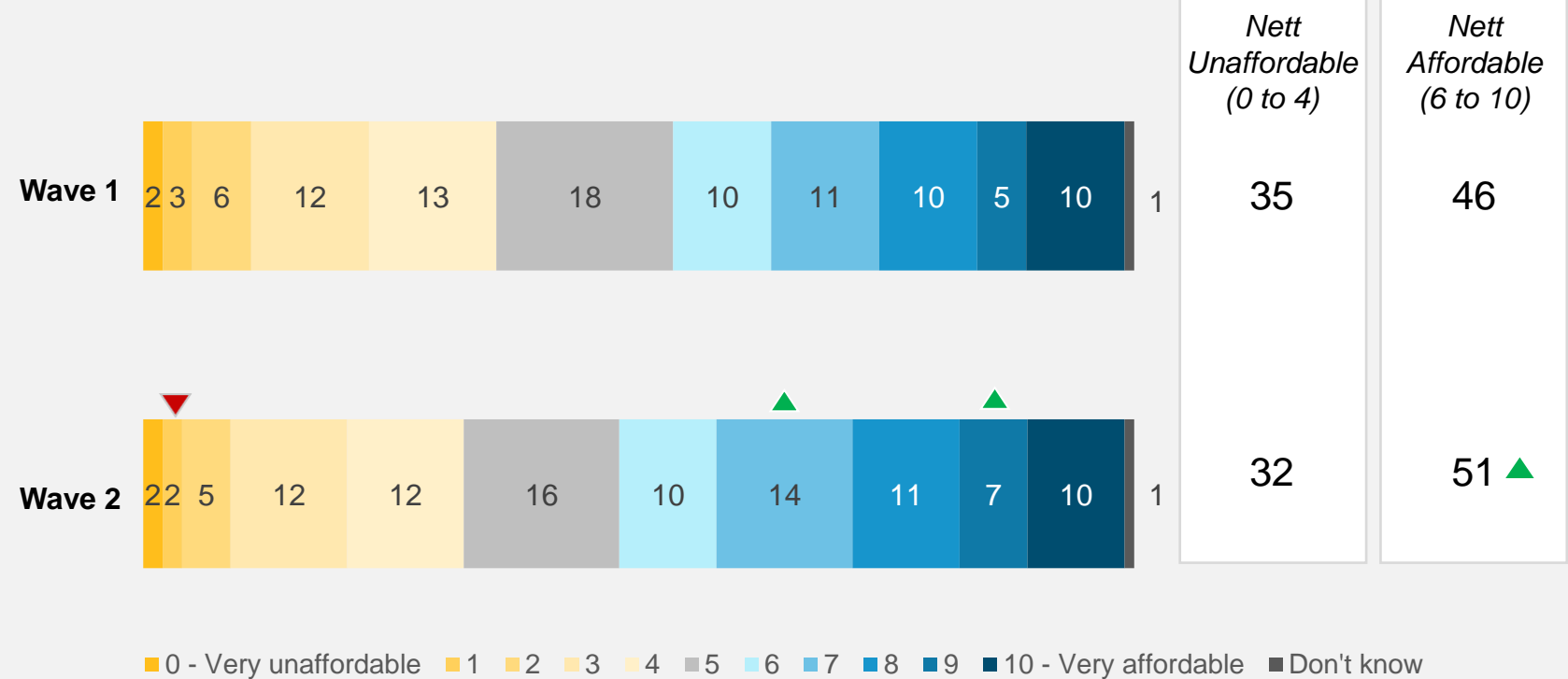
# Rental affordability (1)

66% of renters say their household pays rent of \$500 or less per week (a significant decrease of four points since Wave 1). The proportion of renters who report paying more than \$900 per week has increased three percentage points (5%). Perceptions of affordability are mixed – one third (32%) of renters feel their rent is unaffordable while 51% think it is affordable, up from 46% in Wave 1 (despite slightly higher rents being paid).

## Weekly rent (total for property) %



## Affordability %



# Rental affordability (2)

In Wave 2, renters were asked approximately what proportion of their disposable income goes towards rent. 42% of renters say their rent is 30% or less of their income, while 46% say their rental payments are more than 30% of their income. There is relatively high uncertainty, with 12% saying they are unsure.

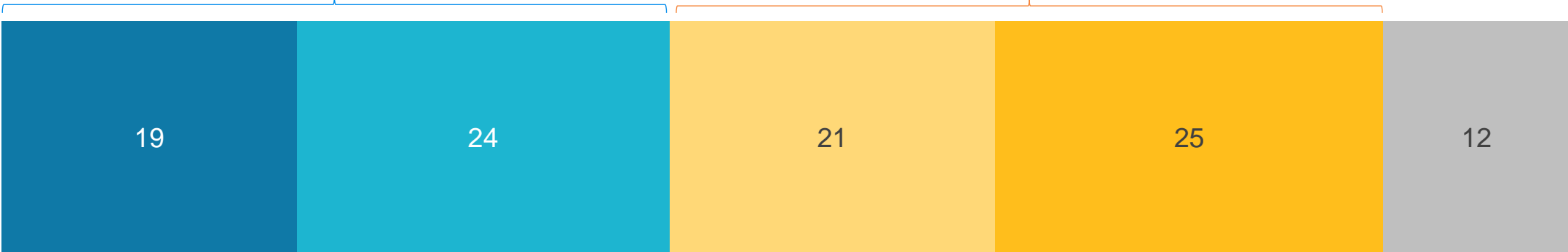
How much is rent as a percentage of renters' disposable income

%

42% of renters say their rent is 30% or less of their disposable income

46% of renters say their rent is more than 30% of their disposable income

Wave 2 only



■ Less than 25% of my income ■ 25% to 30% of my income ■ 31% to 40% of my income ■ More than 40% of my income ■ Don't know

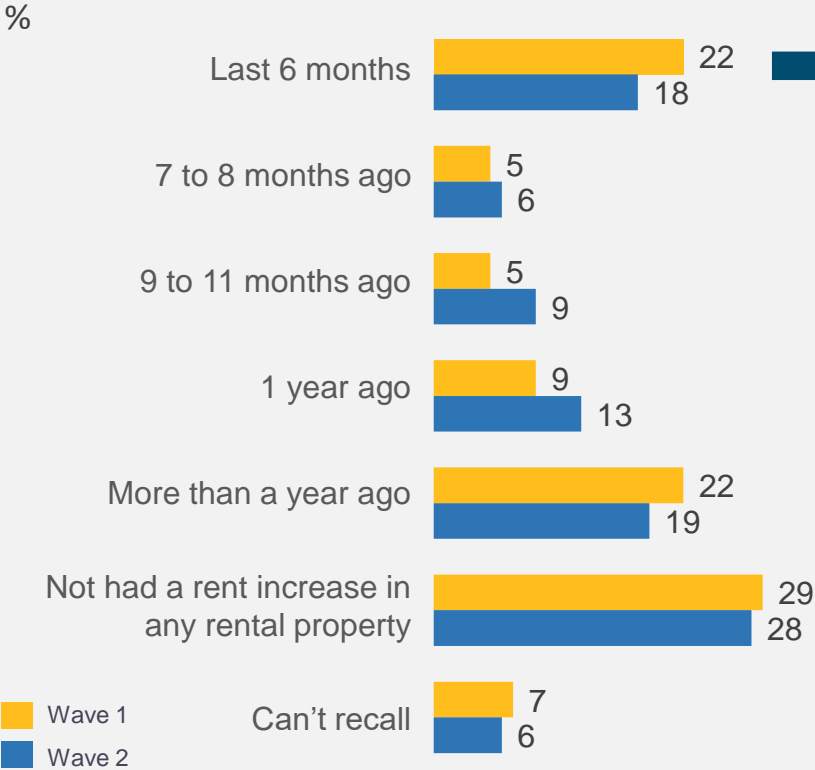
Base: All renters (Wave 2 only, n=1500). Source: Q12b. "How much approximately is your rent as a percentage of your disposable income (income after tax)? My rent is..."

▲ / ▼ Indicates a significant increase/decrease since Wave 1

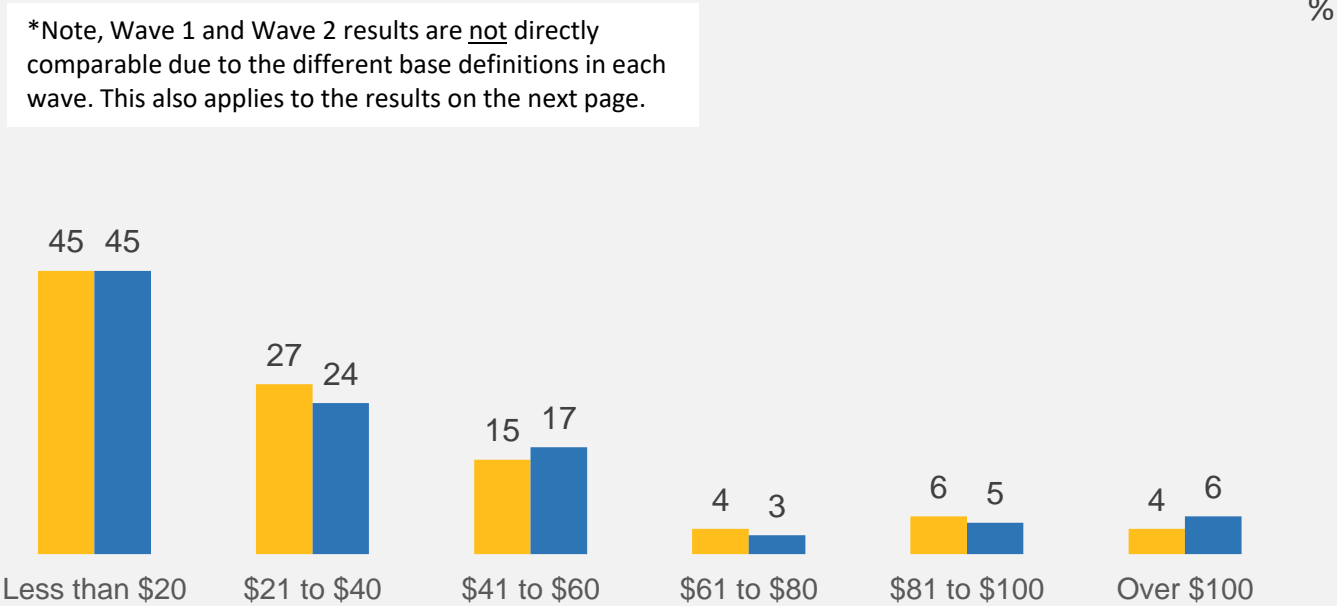
# Rent increases (1)

Just under one in five (18%) renters say their most recent increase was within the last six months.. Of these renters, 69% say their rent increased by \$40 or less per week. A small subset of renters (6%) say their rent increased by more than \$100.

## When last rent increase occurred



## Size of rent increase



Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500). Source: Q13. "When was your last rent increase?"

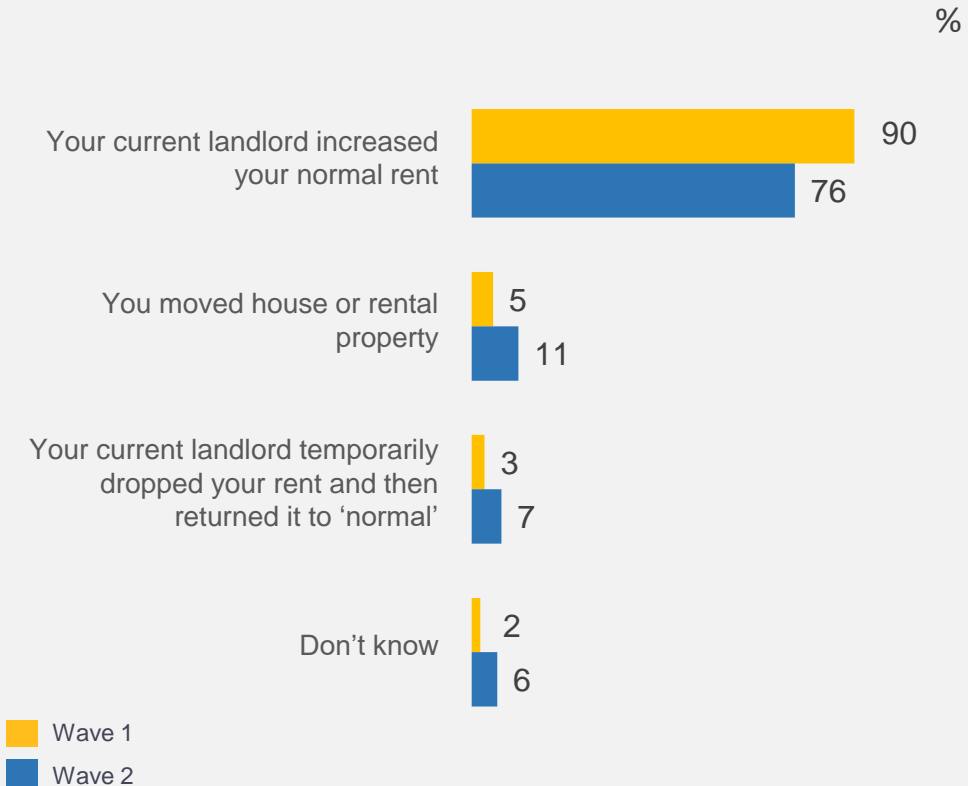
▲ / ▼ Indicates a significant increase/decrease since Wave 1

Base: Wave 1: Renters whose rent has increased within the last six months (n=328), Wave 2: Renters whose rent increased at any point (n=982). Source: Q14. "Still thinking about the last increase, how many dollars did your rent increase by per week?"

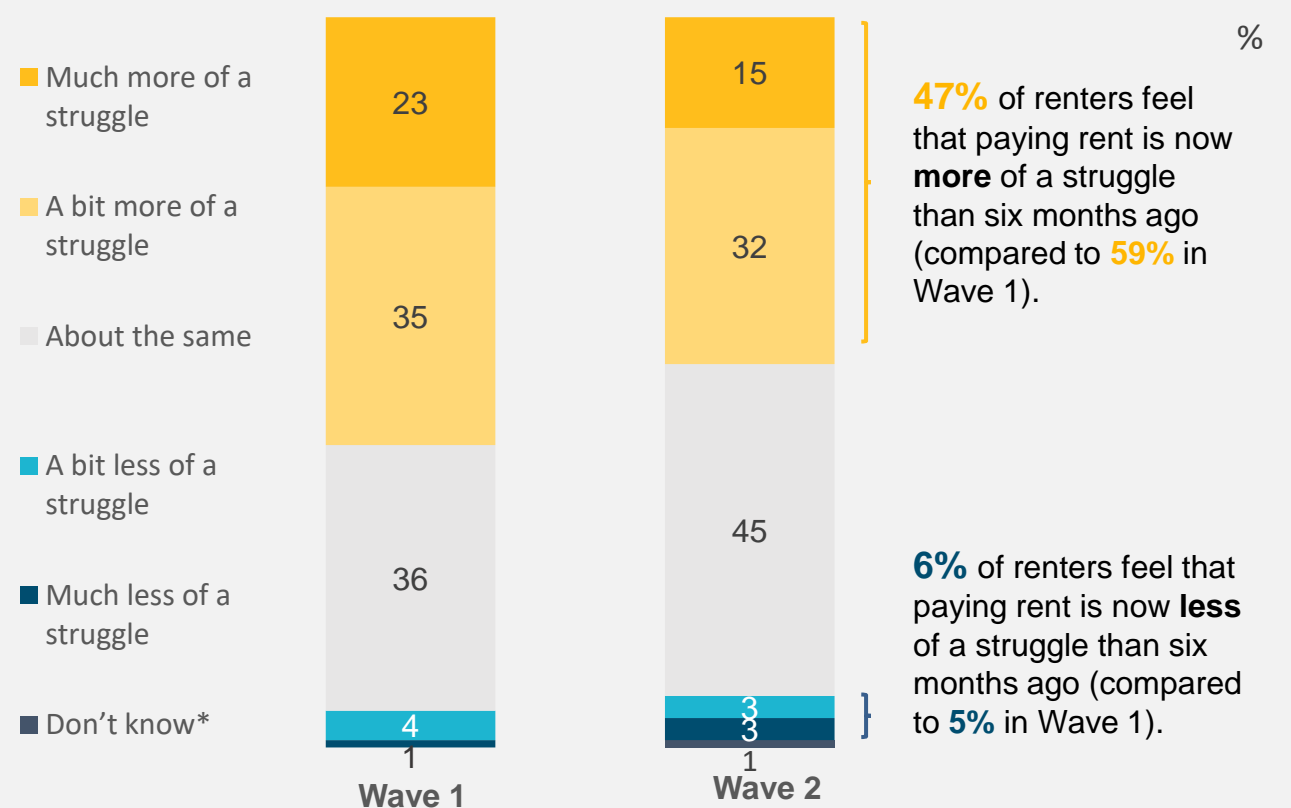
# Rent increases (2)

Three quarters (76%) of renters whose rent has increased in the last six months say this was an additional increase to their 'normal' rent. Less than half of renters now describe paying rent as more of a struggle than six months ago.

## Reason for last rent increase



## Struggles to pay rent since six months ago



Base: Wave 1: Renters whose rent has increased within the last six months (n=328), Wave 2: Renters whose rent increased at any point (n=982).  
 Source: Q15. "Was your last rent increase because..."

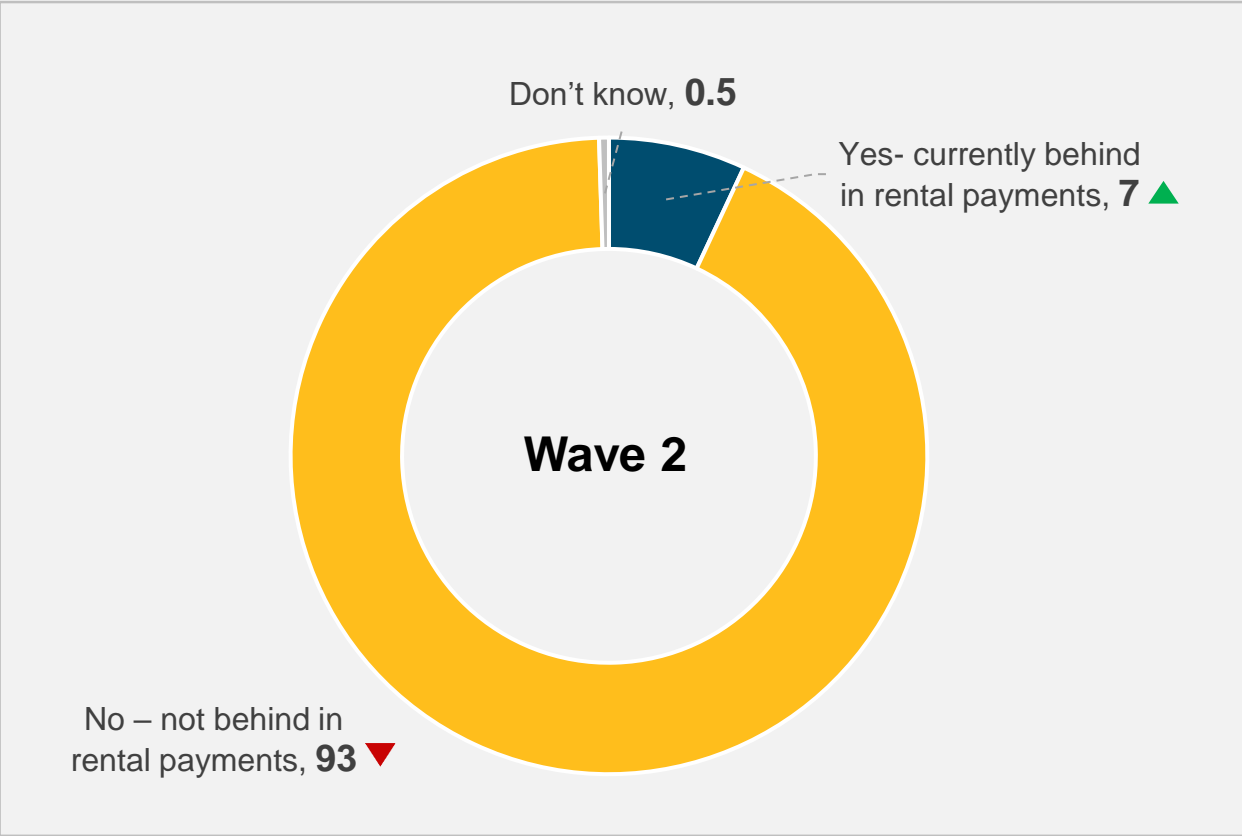
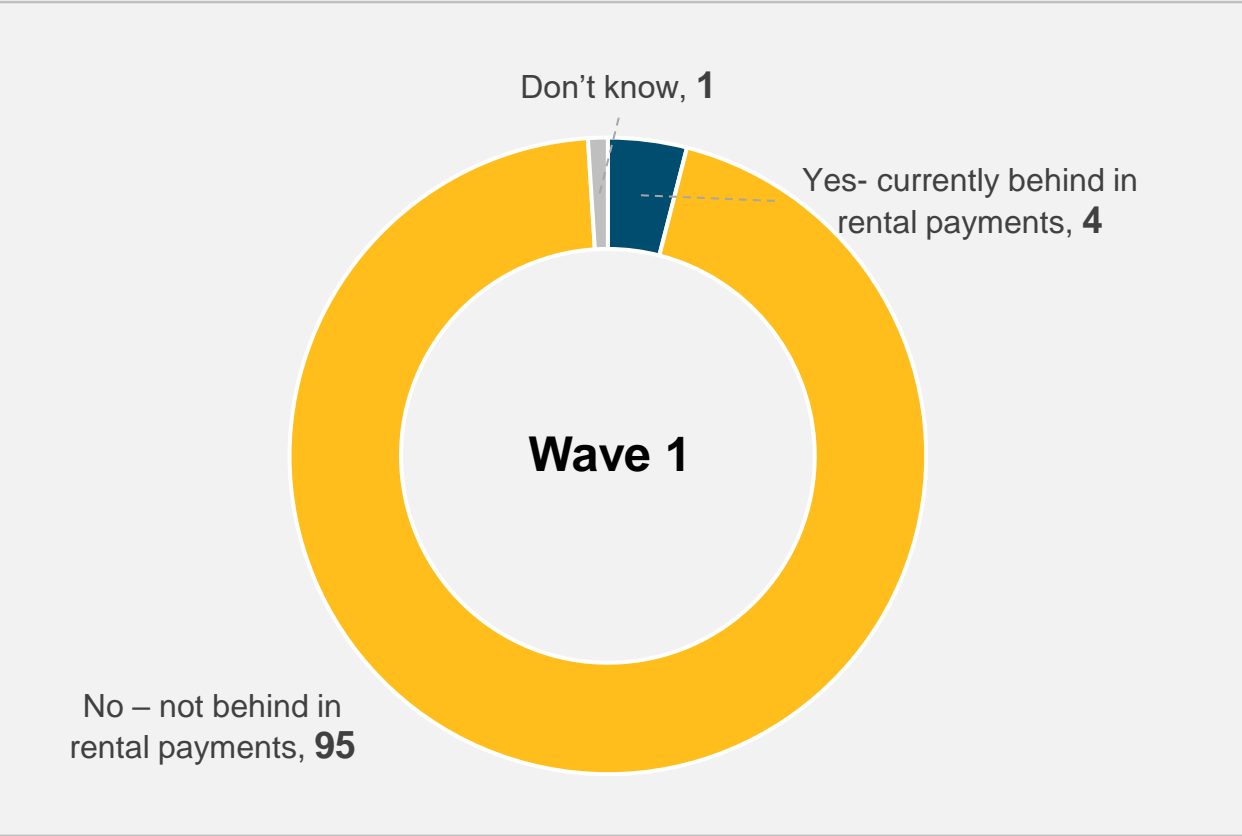
Base: Wave 1: Renters whose rent has increased in last six months (n=328), Wave 2: Renters whose rent increased at any point (n=982).  
 Source: Q16. "Is paying your rent now more or less of a struggle than it was 6 months ago? It is now..."  
 ▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Rent arrears

7% of renters say they are currently behind in their rental payments, a significant increase from Wave 1 (4%).

## Currently behind in rental payments

%



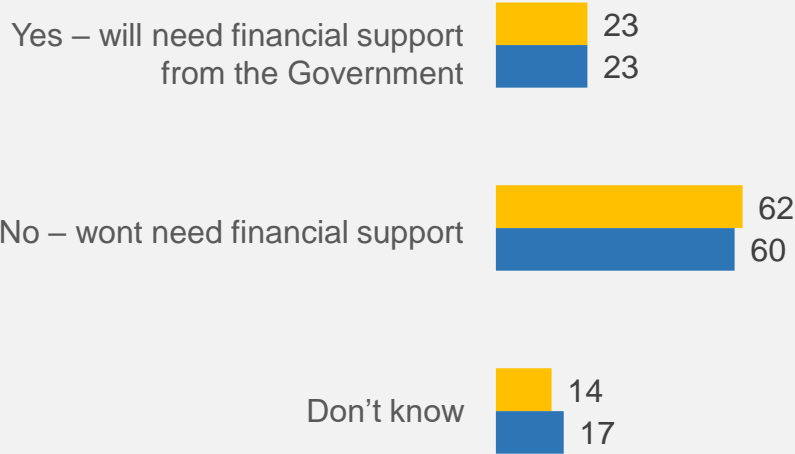
Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q17. "Are you currently behind in your rent payments?"

▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Government financial support

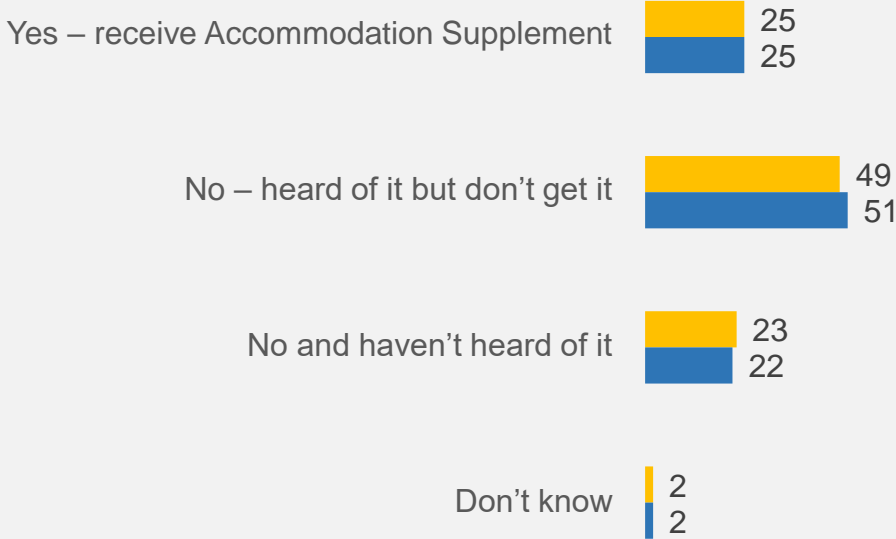
Nearly one quarter (23%) of renters anticipate needing Government financial support in the coming months to pay their rent. There is increased uncertainty with 17% of renters unsure whether they will need support (the three point increase since Wave 1 is statistically significant at the 90% confidence level). In line with Wave 1, 25% already receive the Accommodation Supplement.

## Perceived need for Government financial support to pay rent over next few months



Wave 1  
Wave 2

## Accommodation Supplement



Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q18. "Do you think you'll need financial support from the Government over the next few months to pay your rent?"

Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q19. "Do you receive the Accommodation Supplement?"  
▲ / ▼ Indicates a significant increase/decrease since Wave 1



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# Moving



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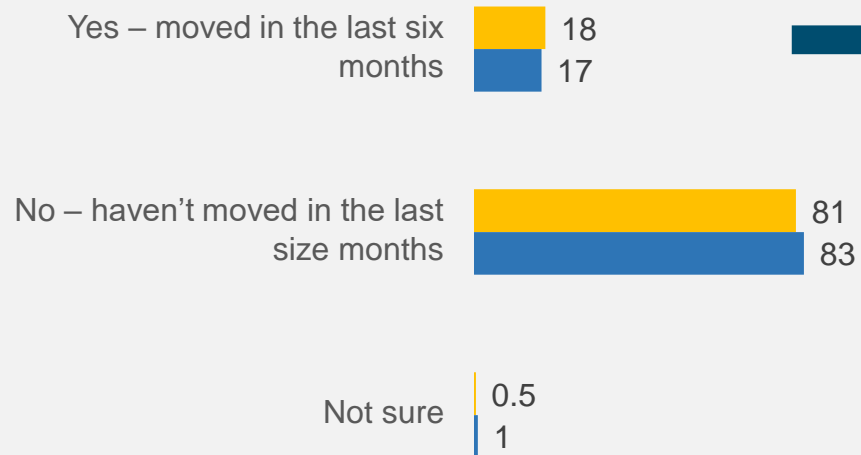
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# Recent moves

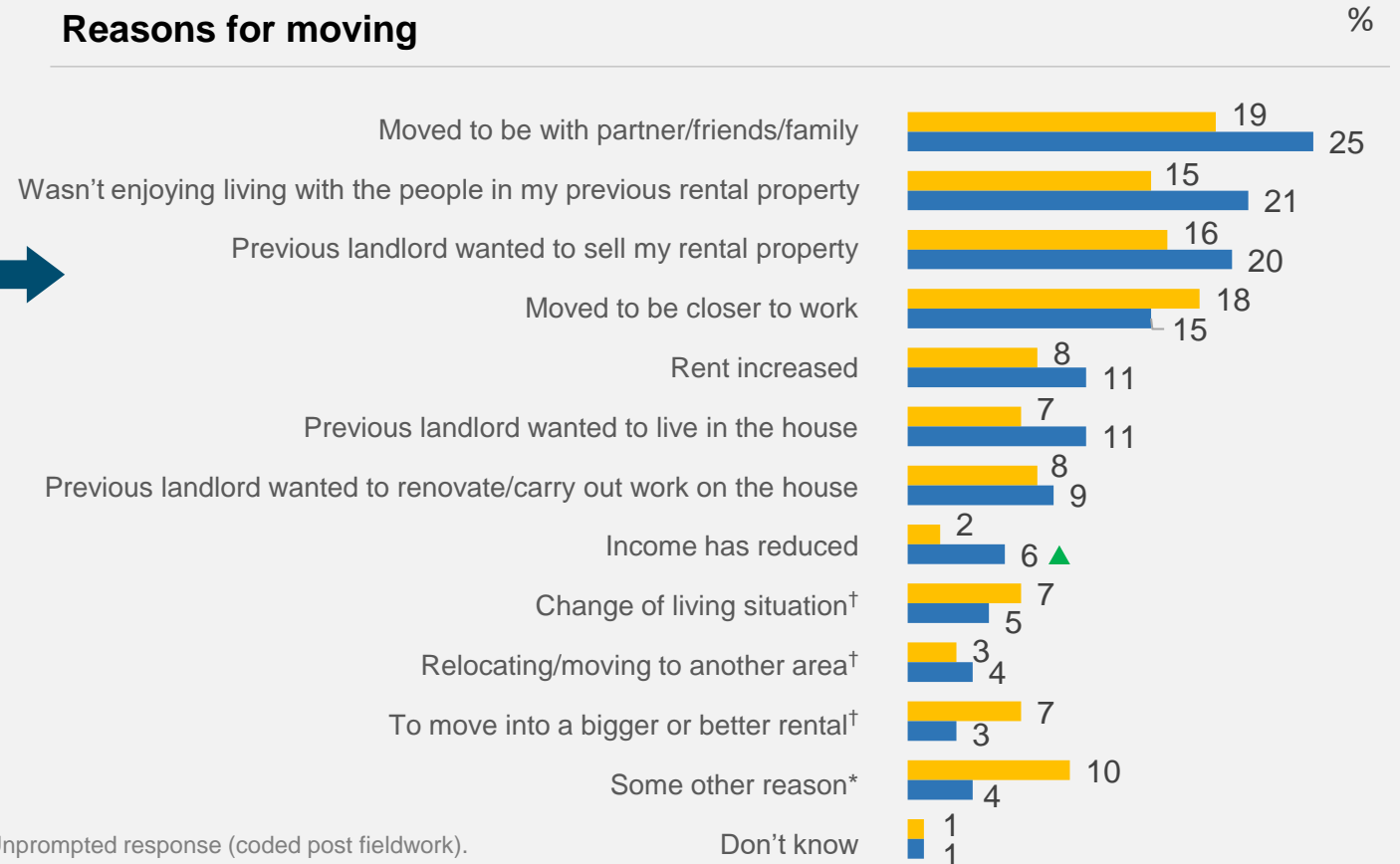
Consistent with Wave 1, just under one in five (17%) renters have moved to a new place in the last six months. Key motivations for renters wanting to move include to live with loved ones or different people, or because their previous landlord wanted to sell the property. Significantly more renters now cite reduced income (6%, vs. 2% in Wave 1).

## Whether moved in the last six months



Wave 1  
Wave 2

## Reasons for moving



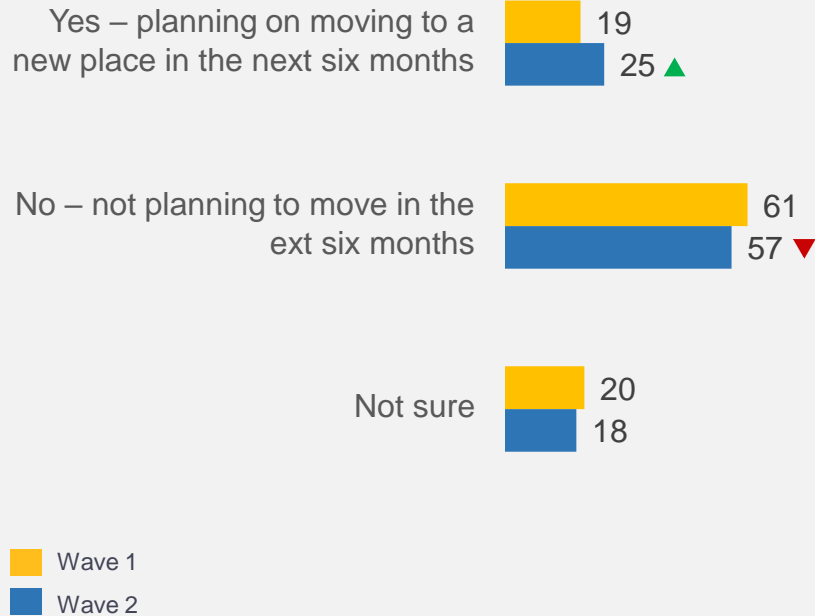
† Unprompted response (coded post fieldwork).

Don't know

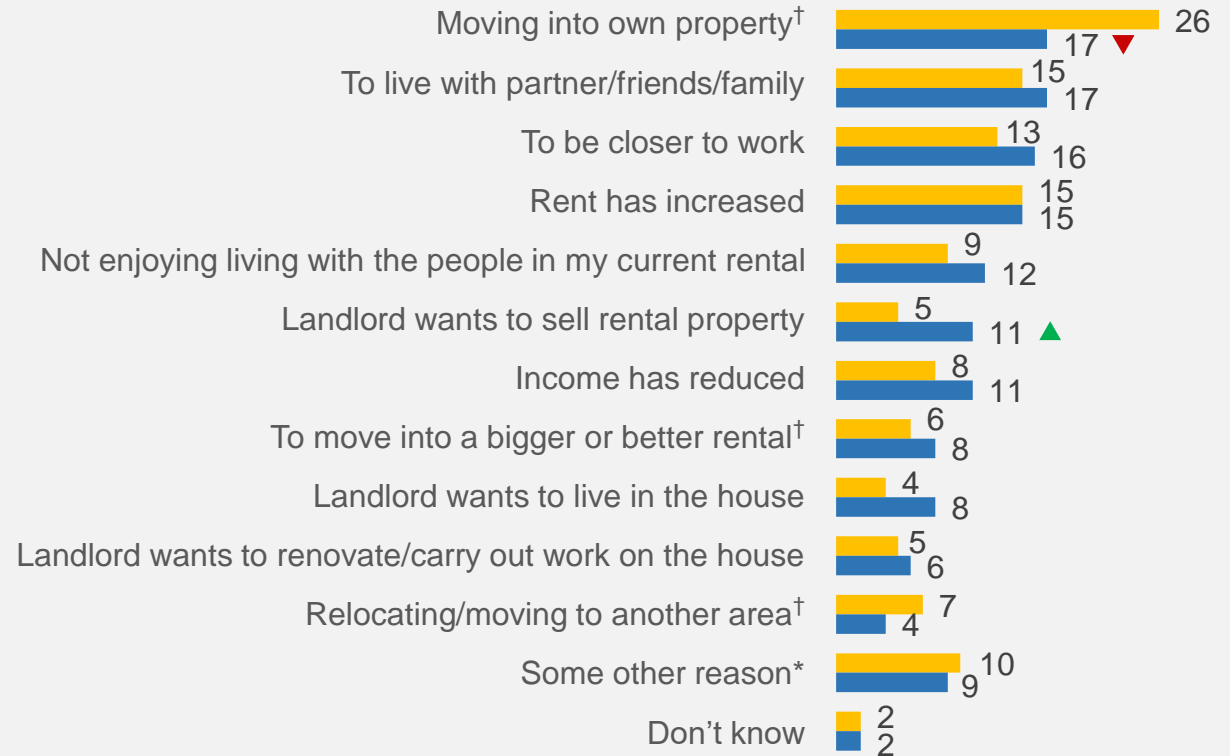
# Plans to move

One in four (25%) renters are now planning to move in the next six months, a significant increase of six points since Wave 1. Though it remains the top reason, a smaller proportion of these renters are moving into their own home (17%, compared to 26% in Wave 1). More renters now say they plan to move in the next six months because their landlord wants to sell their rental.

## Whether planning to move in the next six months



## Reasons for planning to move



%



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# Home buying



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# Home buying intentions

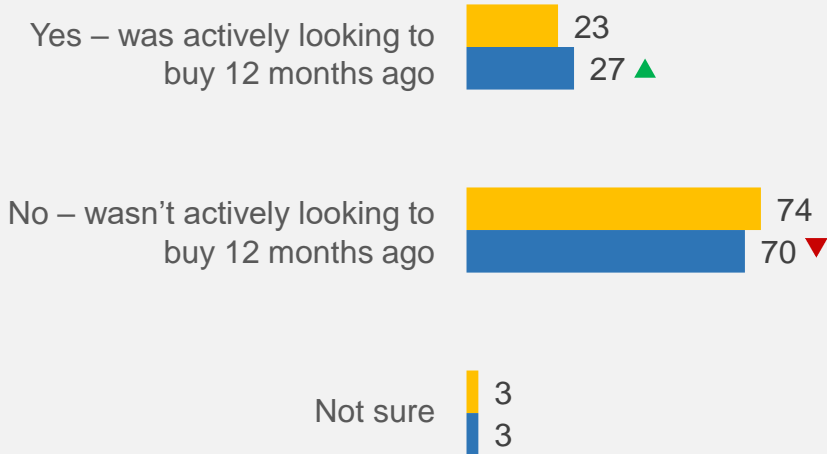
Just under half (44%) of renters are now considering buying their own home in the next 12 months, a significant increase since Wave 1 (40%). This compares to 27% who were actively looking to buy 12 months ago, also up four points since Wave 1.

## Whether considering buying home in next 12 months



Wave 1  
Wave 2

## Whether actively looking to buy 12 months ago



Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q24. “Are you seriously considering buying your own home in the next 12 months?”

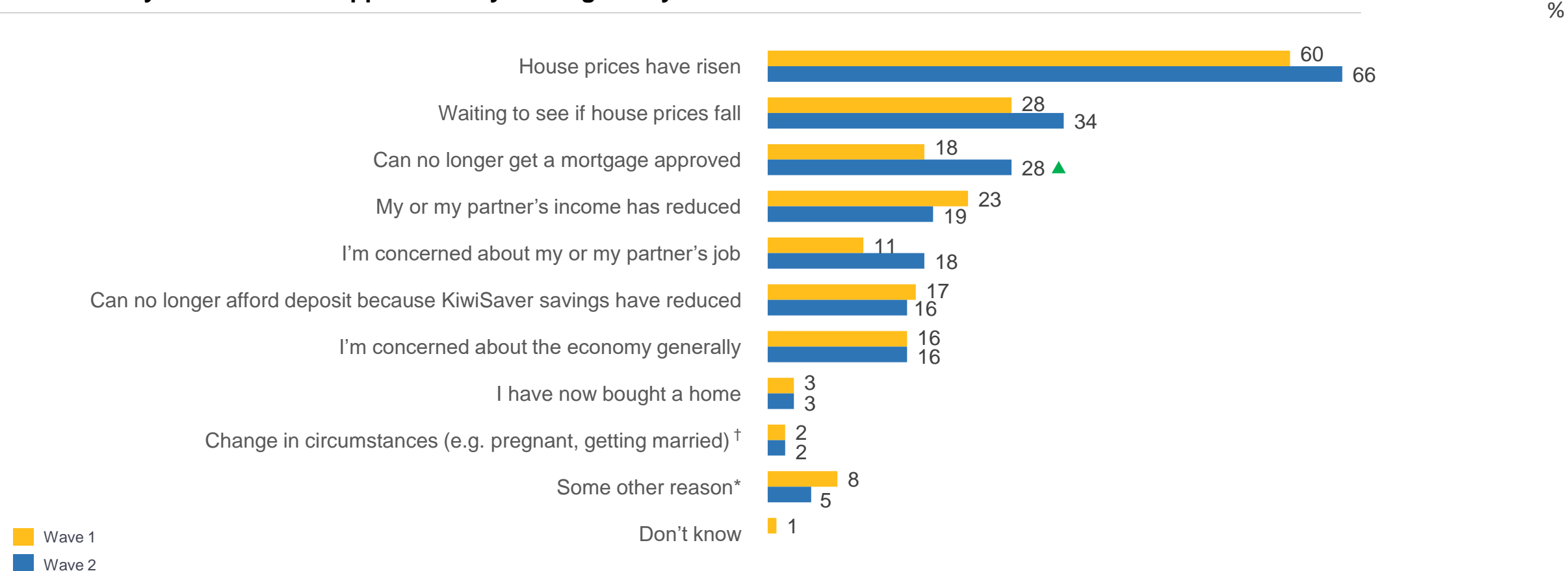
▲ / ▼ Indicates a significant increase/decrease since Wave 1

Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
Source: Q25. “Were you actively looking to buy your own home a year ago?”

# Barriers to looking

House price inflation remains the leading reason why renters who were actively looking to buy 12 months ago no longer are. One third are waiting to see if prices drop, while significantly more say they now cannot get mortgage approval (28% compared to 18% in Wave 1). As in Wave 1, a small group (3%) of these renters have since bought a home.

## Reasons why renters have stopped actively looking to buy

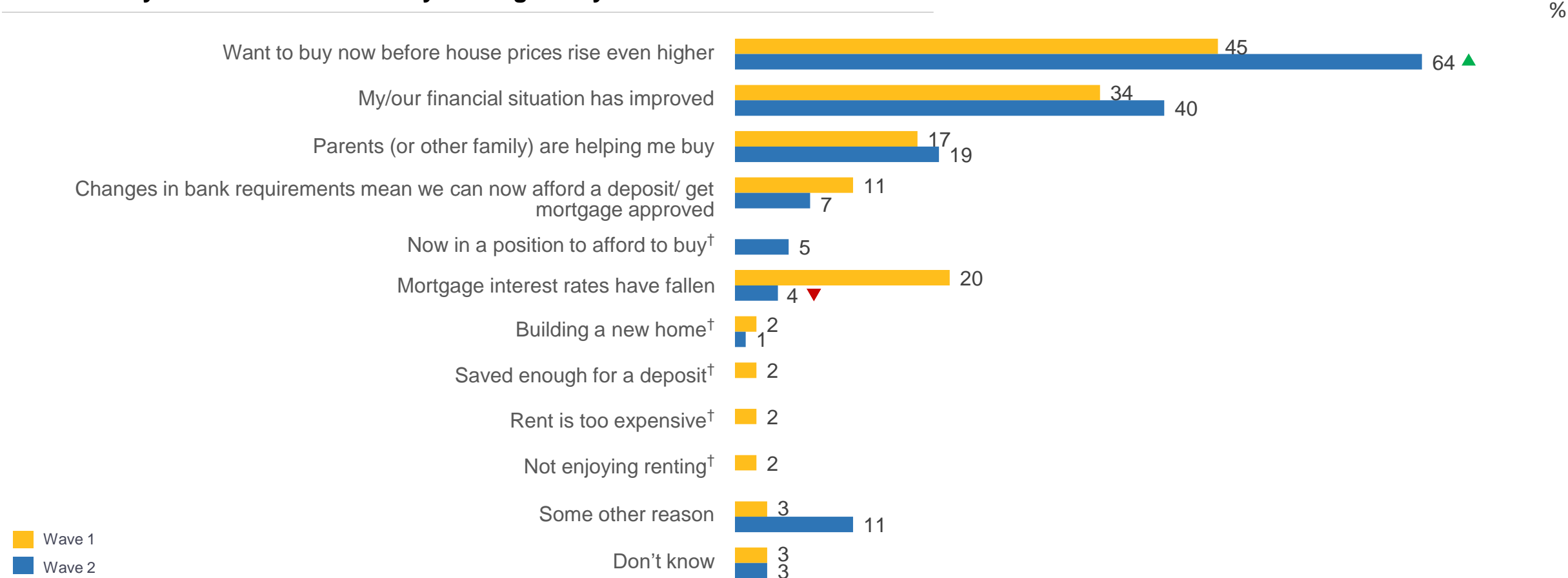


Base: Renters who were actively looking to buy 12 months ago, but are not currently looking or considering buying (Wave 1 n=191, Wave 2 n=204). Source: Q26. "Why are you no longer actively looking to buy your own home?" Other reasons include: General unaffordability of the current market and increased housing demand. † Unprompted response (coded post fieldwork).

# Reasons for looking

In contrast, house price inflation remains top of mind for renters wanting to get on the property ladder. 64% of renters who were not actively looking to buy 12 months ago, but now are, say this is their reason, a 19 point increase since Wave 1. Fewer renters now cite lower mortgage rates (4%, vs. 20% in Wave 1).

## Reasons why renters are now actively looking to buy



Base: Renters who were not actively looking to buy 12 months ago, but are now actively looking to buy (Wave 1 n=117, Wave 2 n=96).  
 Source: Q27. "Why are you now actively looking to buy your own home?"  
 † Unprompted response (coded post fieldwork).

▲ / ▼ Indicates a significant increase/decrease since Wave 1



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# Renters' relationships with landlords



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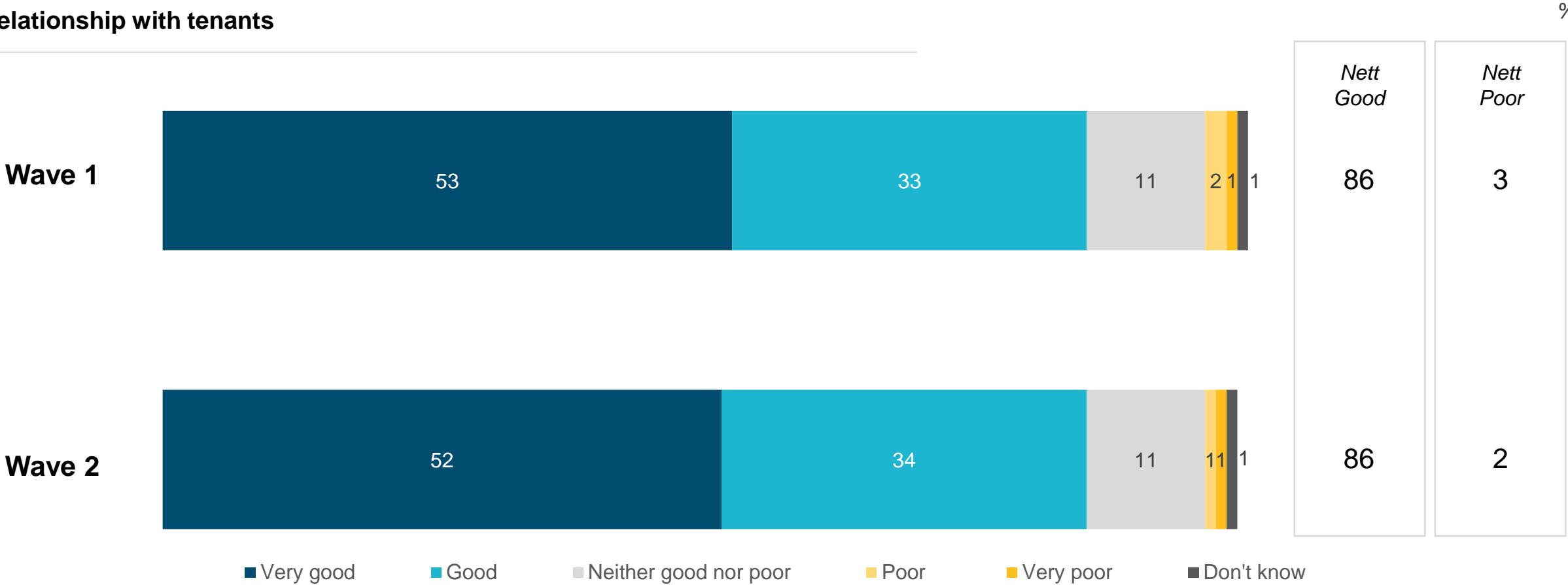


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# Relationship with tenants

Consistent with Wave 1, the majority of renters (86%) feel they have a positive relationship with their landlord or property manager.

## Relationship with tenants



Base: Renters whose rental is managed by their landlord, or a professional property manager or real estate agent on the landlord's behalf (Wave 1 n=1,429, Wave 2 n=1,406). Source: Q8. "Overall, which of these best describes your relationship with your landlord (or property manager)?"

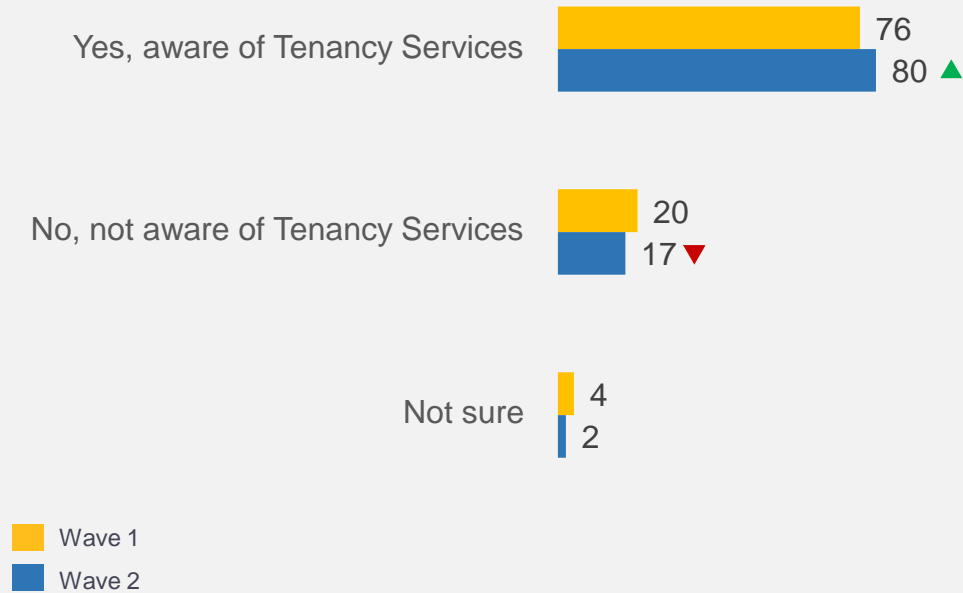
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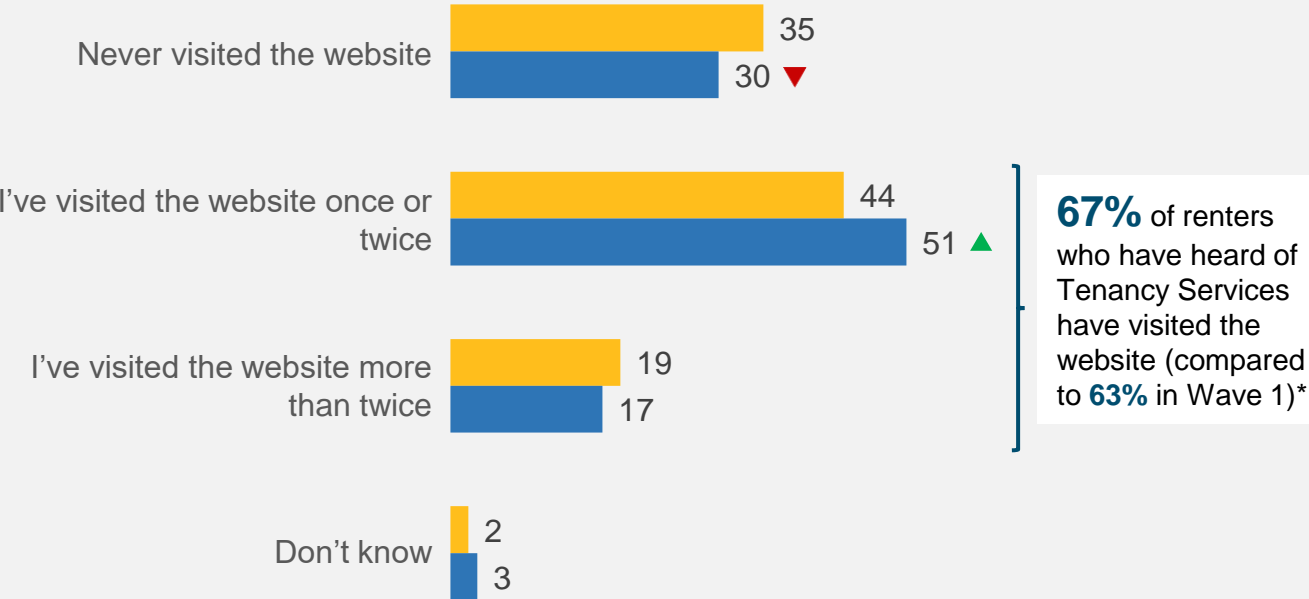
# Awareness of Tenancy Services and website use

Four in five renters are aware of Tenancy Services, a significant four point increase since Wave 1. Of these renters, 67% have visited the Tenancy Services website, up from 63% in Wave 1 (this difference is statistically significant at the 90% confidence level).

## Awareness of Tenancy Services



## Access of Tenancy Services website



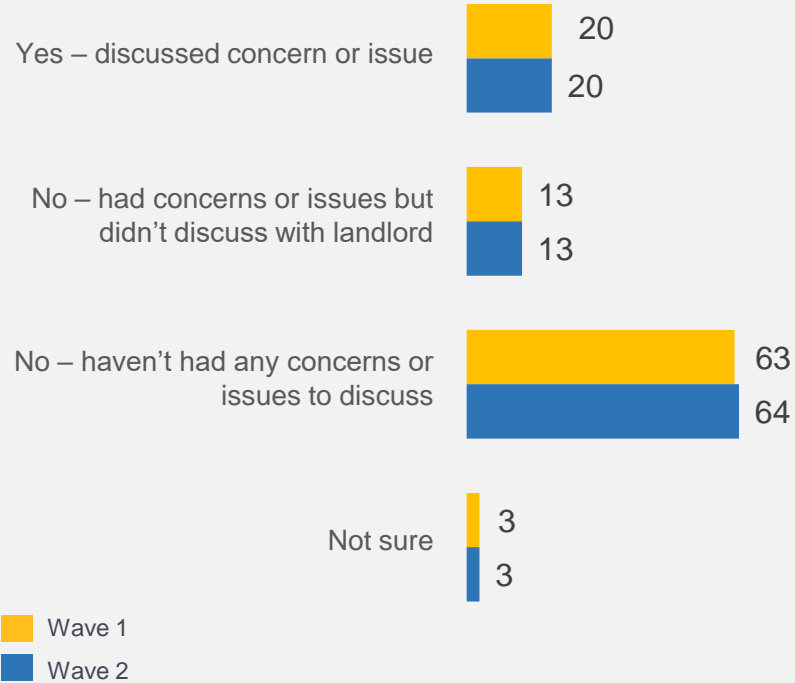
Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
 Source: Q28. "Tenancy Services provides information on tenancy law on its website [www.tenancy.govt.nz](http://www.tenancy.govt.nz). Before today, were you aware of Tenancy Services?"  
 ▲ / ▼ Indicates a significant increase/decrease since Wave 1

Base: Renters who are aware of Tenancy Services (Wave 1 n=1,142, Wave 2 n=1,199).  
 Source: Q29. "How often have you visited the Tenancy Services website for information or to find answers to questions about your tenancy situation?"  
 \*Note this difference is statistically significant at the 90% confidence level.

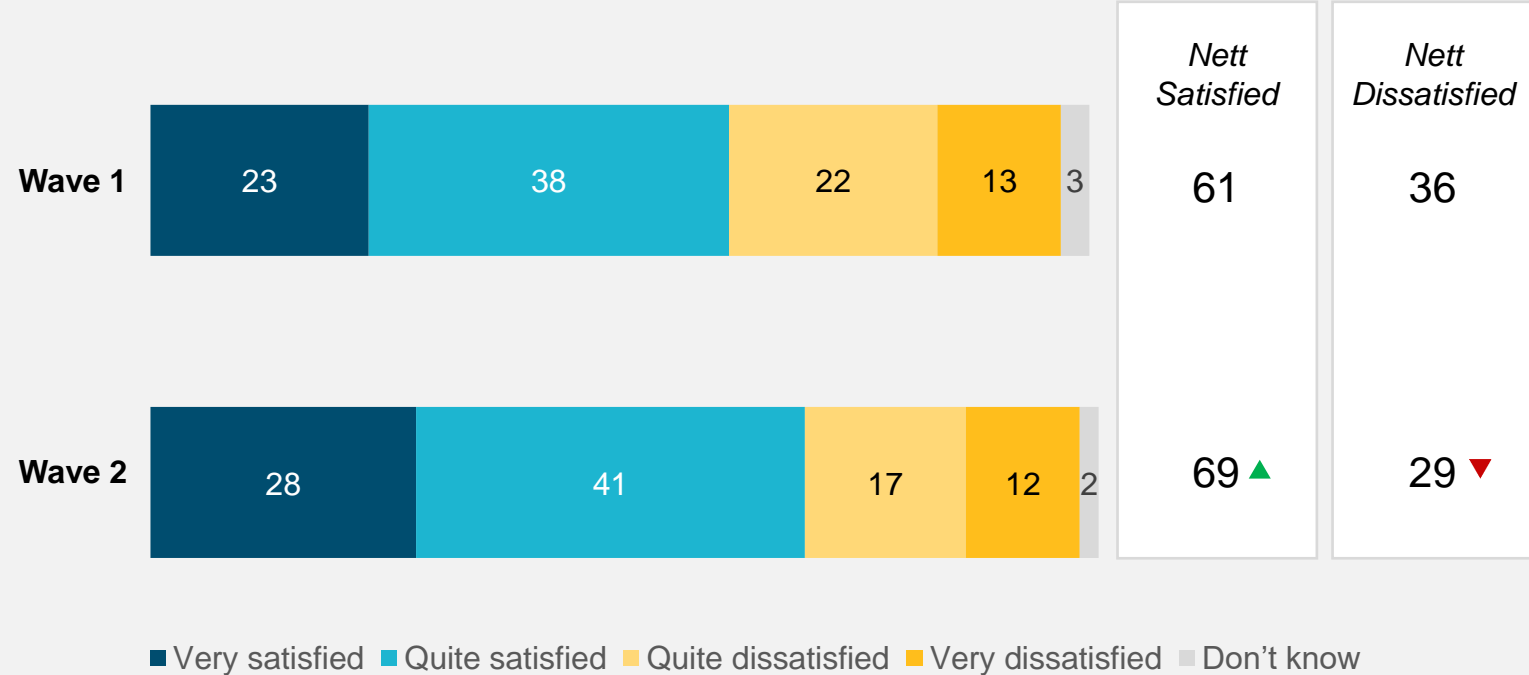
# Prevalence of tenancy issues

Consistent with Wave 1, two in ten renters discussed a significant concern or issue with their landlord or property manager in the last few months. Of these renters, nearly seven in ten (69%) are satisfied with the outcome - a significant increase on the Wave 1 result (61%).

## Whether discussed any tenancy issues with landlord or property manager in the last three months



## Satisfaction with the outcome of the discussion



Base: All renters (Wave 1 n=1,500, Wave 2 n=1,500).  
 Source: Q30. "In the last three months, have you discussed any significant concerns or issues about your tenancy with your landlord or property manager?"

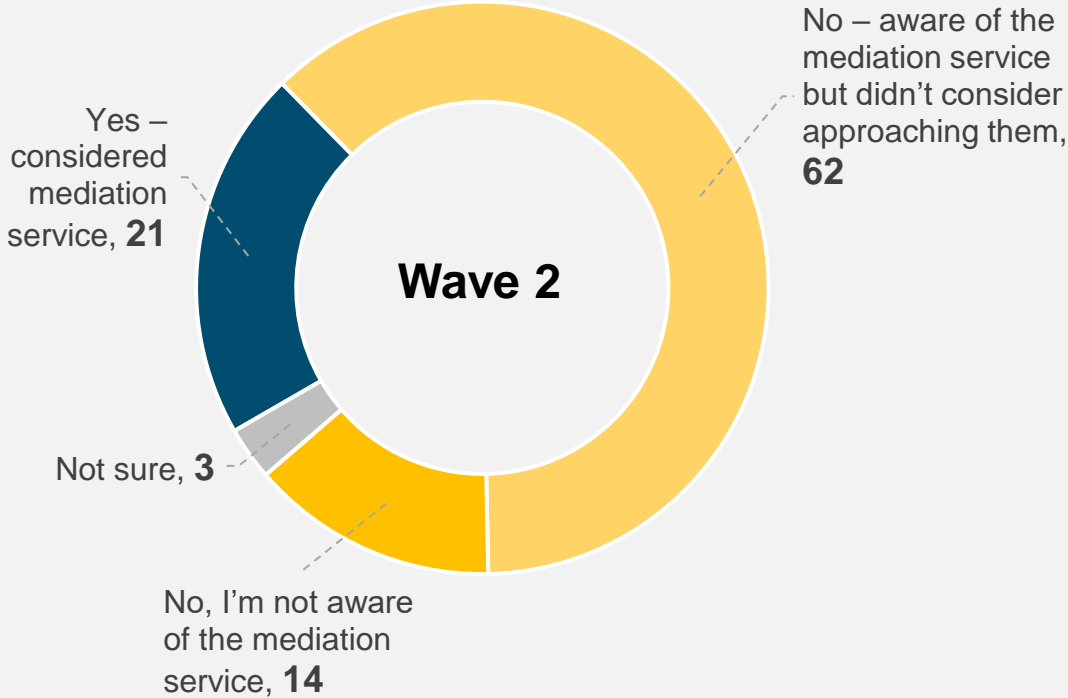
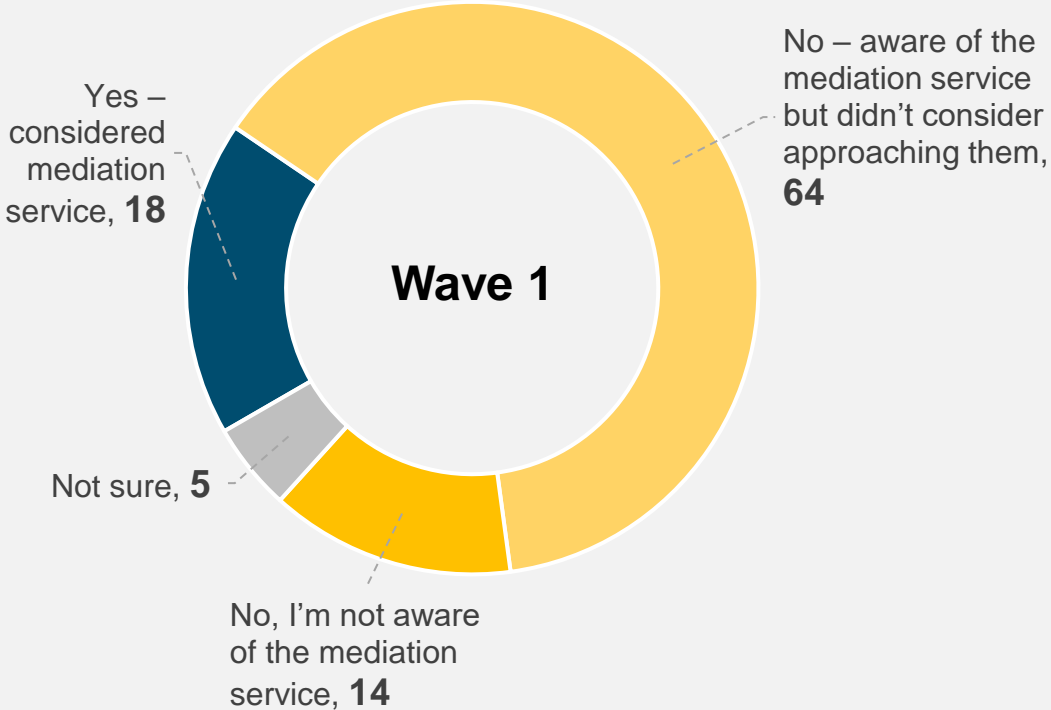
Base: Renters who had discussion with landlord or property manager in the last three months (Wave 1 n=307, Wave 2 n=303).  
 Source: Q31. "How satisfied were you with the outcome of the discussion(s)?"  
 ▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Resolving tenancy issues

Around one in five (21%) renters who are aware of Tenancy Services and had a tenancy concern in the last three months considered using the mediation service offered by Tenancy Services, consistent with Wave 1 (18%).

## Whether seriously considered Tenancy Services' mediation service

%



Base: Renters who are aware of Tenancy Services and had a concern or issue with their tenancy in the last three months (Wave 1 n=399, Wave 2 n=407). Source: Q32. "Had you seriously considered the mediation service that Tenancy Services provides, to assist with resolving the issues with your landlord?"

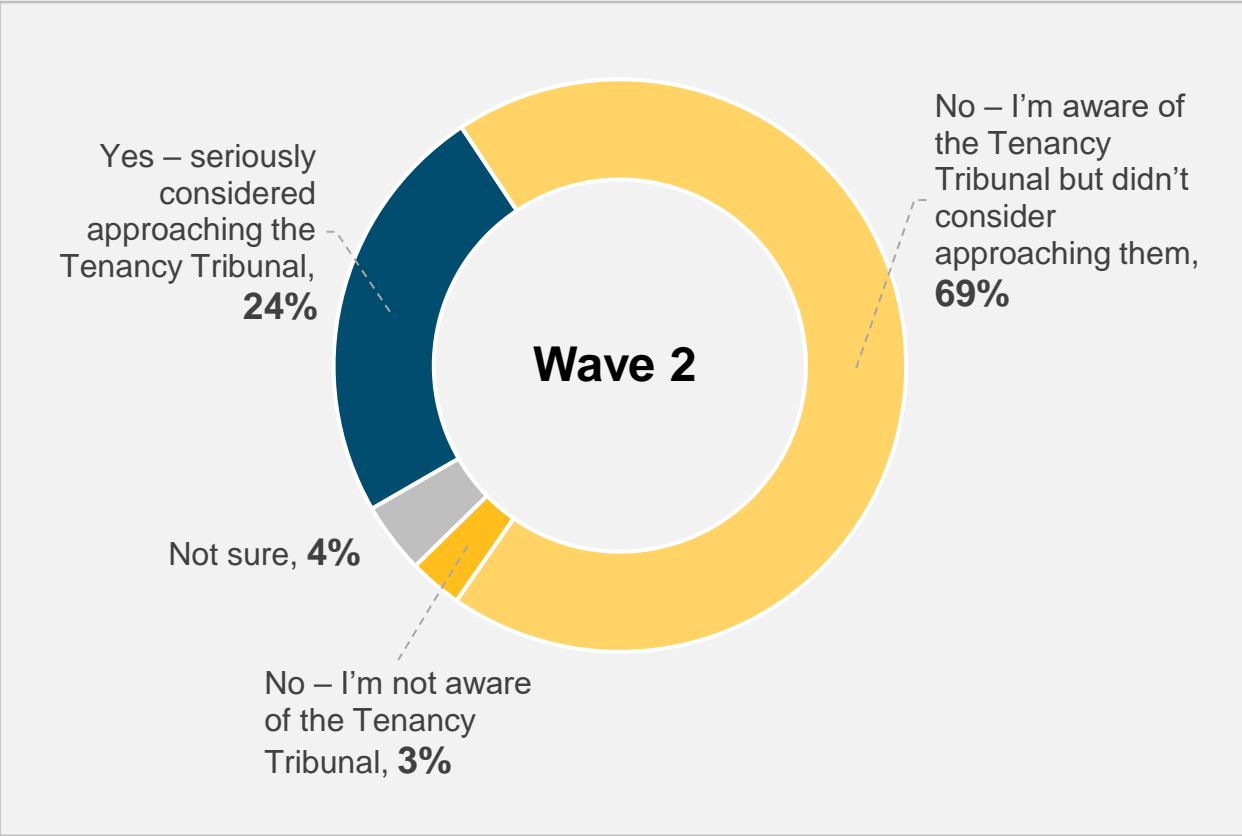
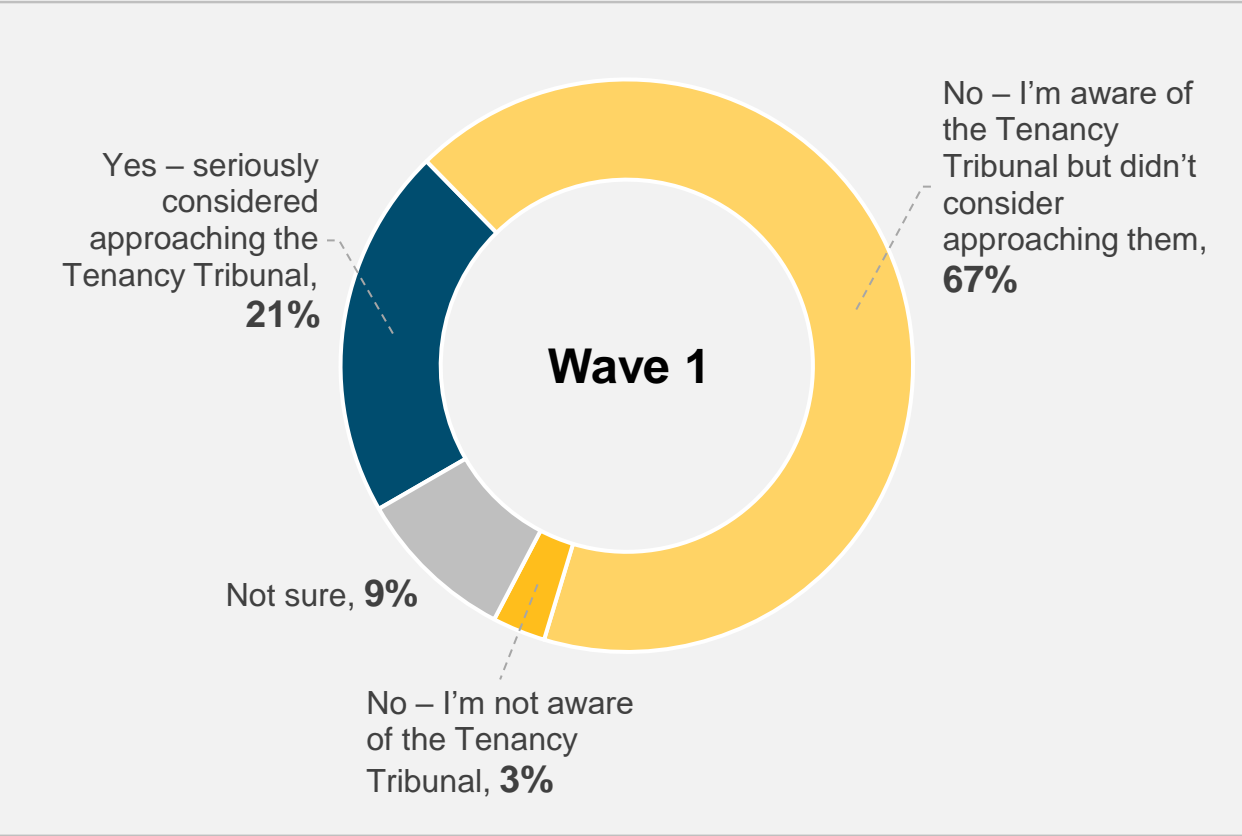
▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Tenancy Tribunal

One in four (24%) renters who are aware of Tenancy Services and were dissatisfied with the outcome of the discussion with their landlord or property manager (about the tenancy issue) considered approaching the Tenancy Tribunal to resolve the issue or dispute. This is broadly consistent with Wave 1 (21%).

## Whether seriously considered approaching the Tenancy Tribunal

%



Base: Renters who are aware of Tenancy Services and were dissatisfied with the outcome of their discussion with their landlord or property manager (Wave 1 n=92, Wave 2 n=72).

Source: Q33. "Had you seriously considered approaching the Tenancy Tribunal to help resolve the issue?"

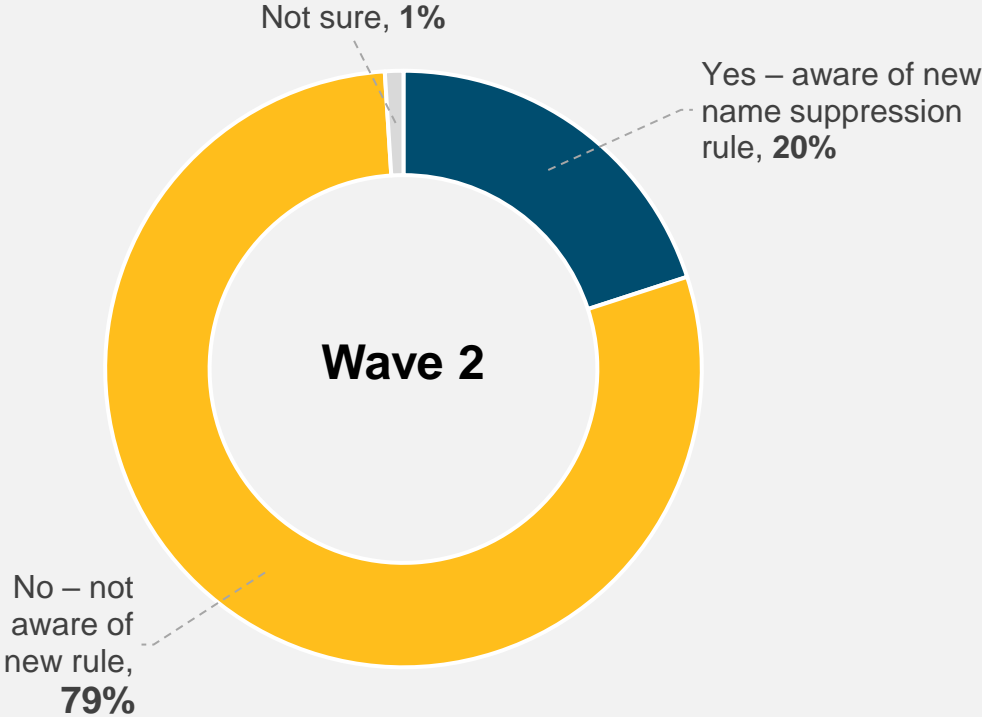
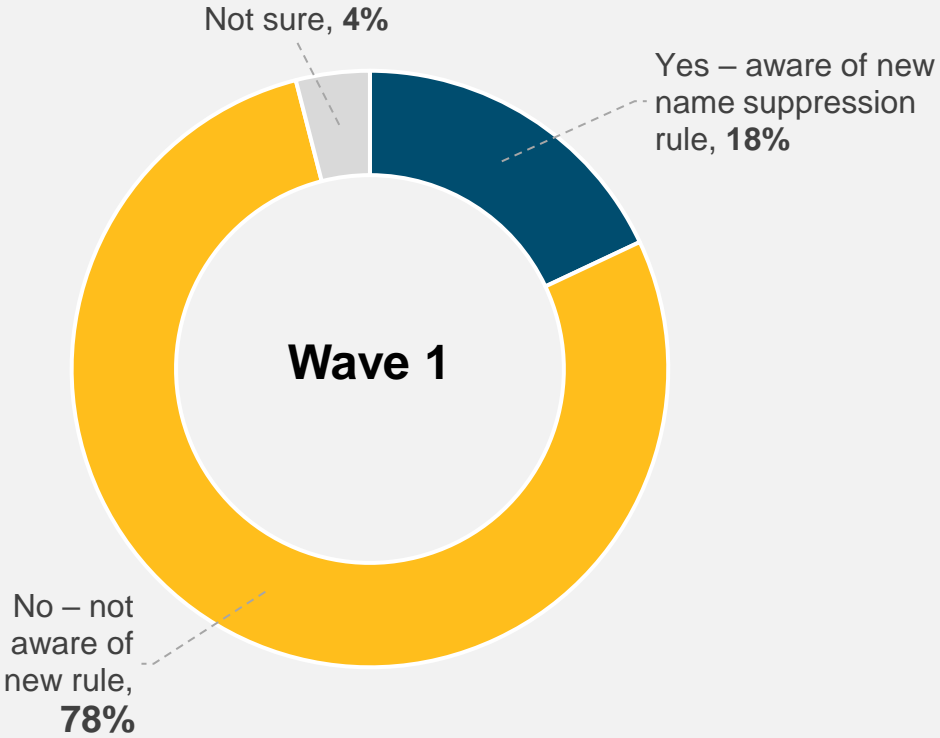
▲ / ▼ Indicates a significant increase/decrease since Wave 1

# Name suppression rule

Broadly in line with Wave 1, one in five (20%) renters who are aware of the Tenancy Tribunal are also aware of the new name suppression rule.

## Awareness of the Tenancy Tribunal's new name suppression rule

%



Base: Renters who are aware of the Tenancy Tribunal (Wave 1 n=89, Wave 2 n=70).

Source: Q36. "There are new rules allowing name suppression in the Tenancy Tribunal for people who are successful in their applications. Before today, were you aware of these new rules about name suppression?"

▲ / ▼ Indicates a significant increase/decrease since Wave 1



FOR FURTHER INFORMATION PLEASE CONTACT

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# IMPORTANT INFORMATION

## Research Association NZ Code of Practice

**Kantar Public** practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

### Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

### Research Information

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

### Publication of a Research Project

Article 31 of the Research Association NZ Code states:

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