



Bord um Thionóntachtaí Cónaithe  
Residential Tenancies Board

# Tenants, Landlord and Letting Agent Research 2020

## Technical Appendix

**August 2021**



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# Introduction

**The Tenants, Landlord and Letting Agent 2019/2020 research study was commissioned by the Residential Tenancies Board (RTB). It is one of the largest studies of the rental sector ever conducted in Ireland.**

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

The programme of research included a nationally representative survey of tenants living in the private rental sector and a representative survey of private landlords and letting agents. Qualitative research included focus groups with private renters and in-depth interviews with landlords and letting agents.

The research was conducted by Amárach Research. The project was led by Gerard O'Neill, Chairman. Michele Cluskey, Associate Director, was responsible for the day-to-day project management. Michael McLoughlin, Chief Executive, conducted the qualitative research.

Seán O'Malley, property economist, conducted a review of existing literature and data that informed the earliest drafts of the survey questionnaires.

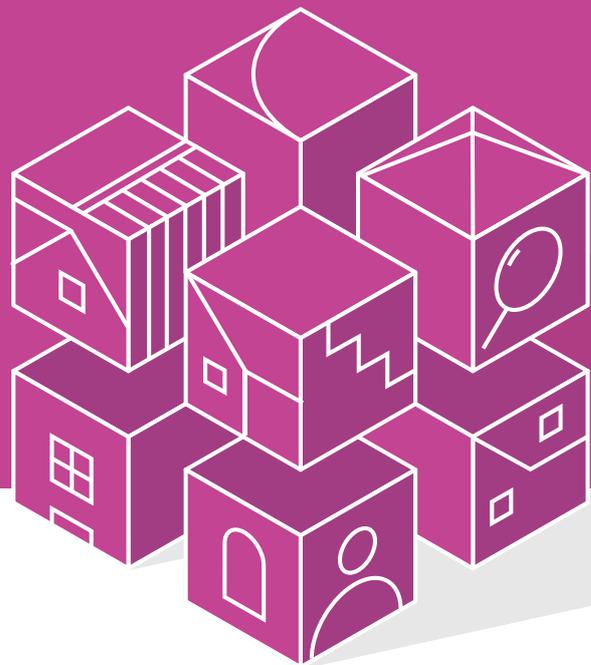
The research also benefited from the input of the RTB research team and project steering group.

The research project began in September 2019 with a view to completion in 2020. However, like many research projects during 2020, the project was impacted by the Covid pandemic. This had consequences for the methodologies that were adopted, but the stages of the research that ran into the latter half of 2020 were used to capture the impact of the pandemic on some landlords and letting agents in the surveys.

This report provides details of key technical features of the research study. Each section of the report covers a specific element of the research programme. Details are also provided where the methodology was adapted during the project. These changes included setting a minimum quota on apartments in the tenant survey and conducting additional reduced surveys with small landlords who had left the sector and were no longer operating as landlords and small landlords who had increased their portfolio to three properties or more. Changes were also made due to restrictions imposed by the Covid-19 pandemic, including halting fieldwork on the face-to-face tenant survey before reaching the target sample of 1,200 surveys.

If you have any queries about the report or would like any information, please contact [research@rtb.ie](mailto:research@rtb.ie).

# Private Tenant Research



**This section sets out the methodology followed in the private tenant research.**

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 five thematic focus groups including one exploratory focus group.

Both elements were supported by secondary data in the form of a literature review and analysis of existing RTB data (and other sources as required).

## **2.1 Nationally Representative Survey of Private Renters**

This section provides details of the nationally representative survey of private renters.

### ***2.1.1 Methodology and Sampling Approach***

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The survey was carried out face-to-face using a Computer Aided Personal Interviewing (CAPI) methodology.

The sampling approach used was a non-probability quota-based methodology similar to that used in many large-scale national surveys. The survey sample was nationally representative of the Irish population aged 19+ 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. CSO census age bands for adults by tenure type start from 19-24 years old, thus we were guided by this.

Sampling points were spread geographically to represent the national (Dublin, Munster, Rest of Leinster and Connacht/Ulster) distribution of private tenancies<sup>1</sup>. Within Dublin, sampling points were spread to represent the four local authorities – Dublin City, Dun Laoghaire-Rathdown, Fingal and South Dublin. Regional quotas were set based on the tenancies by local authority file provided by the RTB (Appendix I).

All quotas were electronically programmed into the survey controls.

The Pobal HP Deprivation Index<sup>2</sup> was used to calculate the spread of sampling points regionally. The HP deprivation index measures the relative social advantage (or disadvantage) of each small area in Ireland. It is the main index used in Ireland and applied by several government departments, state and semi-state agencies, voluntary and non-governmental organisations. The index is a more robust method for classifying areas based on socio-economic variables. Using this method ensured that the surveying captured a representative socio-economic profile across a range of area types – from very disadvantaged to very affluent.

Socio-economic group data was also collected as per standard procedure (AB, C1, C2, DE).

A 30% minimum quota was introduced on apartments before fieldwork began. This was to ensure that tenants renting privately in apartments – purpose-built developments or apartments/flats within a converted house – were adequately represented in the survey. This was not included in the initial fieldwork plan.

The main stage survey was carried out between 27th September 2019 and 17th March 2020.

All respondents were age 19+ and responsible for paying rent at the property.

During face-to-face fieldwork the following procedures were put in place to minimise levels of non-response:

- ▶ All interviewers were trained as per MRS codes of practice.
- ▶ All potential participants were assured of the confidentiality of their data.
- ▶ All interviewers created a welcoming and relaxed environment for the participant.
- ▶ All interviewers had an Amárach Research Lanyard and conducted themselves in a professional manner.
- ▶ Respondents were given contact details for Amárach Research should they wish to confirm the validity of the study.

The quantitative research achieved a sample of 1,038 face-to-face surveys across 130 sampling points. The target sample was 1,200 surveys but fieldwork was cut short due to restrictions imposed by the Covid-19 pandemic.

An average of 8 effective surveys with appropriate participants was achieved per sampling point. The margin of error was 2.94% at a 95% confidence interval (Table 2.1).

**Table 2.1: Overview of sample**

Sample Size	Sampling Points	Completed Surveys Per Sampling Point	Margin of error
1,038	130	8	2.94%

1 As registered with the RTB in July 2019.

2 See <https://www.pobal.ie/app/uploads/2018/06/The-2016-Pobal-HP-Deprivation-Index-Introduction-07.pdf>

## 2.1.2 Questionnaire

The main survey instrument for the tenant survey was designed by Amárach with input from the RTB research team and project steering group. The questionnaire was then scripted for data collection on CAPI (Computer Assisted Personal Interviewing) devices using the international industry standard software NIPO. Once scripted, the survey was tested by members of the Amárach research team and the ensure that there were no errors.

To maintain efficient fieldwork and reduce respondent burden, the length of the tenant survey was not allowed to exceed 20-25 minutes.

Amárach employed a systematic and formal method to the questionnaire design and evaluation to ensure the accuracy of the survey instrument. This is detailed below:

- ▶ Amárach provided the RTB with a first draft of the tenant questionnaire, based on the areas of interest developed by the Research Team through consultation with senior management.
- ▶ The RTB reviewed the draft version provided by Amárach and followed the same format making tracked changes/ comments where relevant. The second draft was sent back to Amárach for review.
- ▶ Any suggested changes by either party to the questionnaire were made when that party was in receipt of the most recent draft and were tracked.
- ▶ This process was repeated until final sign-off from the RTB.

### *Instrument design and programming the data collection instrument*

Amárach’s internal review ensured that the questionnaire and its constituent questions were user-friendly and facilitated usability and respondent understanding, thus increasing data quality. The review evaluated the survey questions for potential problems that may adversely affect data quality. This included using specific but concise wording, being mindful of the overall survey duration, creating questions, response choices, and skip logic that was easy to follow, administer, and understand. It also involved consideration of issues that might arise for interviewers.

This systematic and formal method of evaluation did not require fieldwork. The review was carried out in-house by members of the Amárach research and field team and included potential solutions to identified problems and recommendations for questions which required pre-field testing and further development.

Below details the survey testing protocol used:

**Table 2.2: Structured testing protocol for the instrument**

<b>Routing</b>	A check that respondents follow the correct path through the questionnaire based on their individual answers to survey questions.
<b>Error checks</b>	A check that invalid combinations or out of range responses trigger appropriate error messages, and that the messages are comprehensible and free from spelling mistakes.
<b>Missing data</b>	A check on the routing for any ‘Don’t Know’ or ‘Refused’ responses, as well as checking to ensure that missing data is/is not allowed as specified.
<b>Fed-forward data</b>	A check to ensure that question fills are fed-forward as expected and displayed correctly on screen.
<b>Screen displays</b>	A check to ensure that the screen displays accord with standard format with respect to question design and instruction and that there are no spelling or grammatical errors.
<b>Show cards</b>	A check to ensure that the correct show cards are referenced and that the response options on the cards match the response options shown on the screen.

## 2.1.3 Pilot

Given this research study is the first iteration, it was recommended that a robust pilot study be undertaken for each quantitative element of the programme. This was crucial to ensure that the questions being asked were understood by each group and that they were willing and able to give accurate responses. For example, tenants may be unable or unwilling to calculate the percentage of their weekly/ monthly/ annual salary that goes towards their rent costs, or landlords or agents may be unwilling to share sensitive financial data.

This section provides details on the pilot, its outcomes and how these informed the approach to the main stage tenant survey.

The purpose of the pilot study was to test the sampling procedure, the survey administration and functionality. The pilot study was large enough to test a variety of different scenarios/ profiles; the effectiveness of the survey instrument; the briefing given to interviewers; and the processing of the data. The following five sampling points were used for surveying, with eight completed surveys per point.

**Table 2.3: Sampling points used for pilot**

Region	ED No.	ED Name	Local Authority
Dublin	2110	Kilmainham C	Dublin City
Dublin	5027	Clonskeagh-Belfield	Dun Laoghaire/ Rathdown
Munster	25001	Dungarvan No. 1 Urban	Waterford County
Munster	18260	Middleton Rural	Cork County
ROL	8071	Portlaoighise (Maryborough) Rural	Laois

The pilot study of 40 face-to-face surveys was undertaken using CAPI across the five sampling points nationally in August 2019. This served to highlight any potential issues that could affect data quality and fieldwork efficiencies.

Summary findings and learnings from the pilot study were written in a short report and provided to the RTB.

As a consequence of the pilot, the following changes were adopted for the main stage survey:

- ▶ Repetition within the survey was reduced by consolidating specific questions.
- ▶ Similar questions were asked in the landlord survey to allow for comparison of results.
- ▶ A question was added asking respondents if they have completed a face-to-face survey on housing within the previous three months – to ensure that there was no overlap of respondents with other public sector surveys that had taken place.
- ▶ Where sampling point boundaries were not clearly identifiable on maps, interviewers were provided with two EDs within which to interview. EDs were located beside each other and had the same deprivation score. One starting address was used.

The average length of interview in the pilot was 20.2 minutes. This was in line with original expectations.

Findings from the pilot study were used to improve the questionnaire and to inform the main stage interviewer briefings.

## 2.1.4 Sampling Procedure

The following table details the stages taken in the selection of sampling points and starting addresses:

**Table 2.4: Sampling point selection process**

Stage	Details
1	Acquire deprivation index data for 4 regions and 4 Dublin Local Authorities ( <a href="https://maps.pobal.ie/WebApps/GeoprofilingReports/index.html">https://maps.pobal.ie/WebApps/GeoprofilingReports/index.html</a> )
2	Classify each 'Electoral Division' within each region with Deprivation Score Class ranging from -4 to 4 based on original range (-31.9 to 22.5)
3	Download CSO database of number of persons living in private rental sector
4	Calculate number of sampling points in each region and Local Authority based on the proportional breakdown of PRS dwellers and Deprivation Score distribution
5	Select sampling points ('Electoral Divisions') with the highest number of persons accommodated in PRS that meet the criteria of deprivation score (class) by local authority
6	Select starting address using CSO SapMap by displaying each 'Small Area' and using Eircode finder website

### Selecting Sampling Points

A three-stage sample selection procedure was used. The stages in the sample selection were:

- ▶ Stage 1: Selection of a fixed number of sampling points
- ▶ Stage 2: Selection of addresses within clusters
- ▶ Stage 3: Selection of the individual for interview

### Stage 1: Selection of sampling points

The population of sampling points was created by categorizing and sorting Electoral Divisions to a set of spatial units to achieve a representative sample. Sampling units were selected proportionate to the number of those living in the private rental sector. The PSUs were stratified using two indicators of socio-demographic and socio-economic composition: the Pobal HP Small Area Deprivation Index and the CSO's area typology (e.g. four Dublin local authorities)

### Stage 2: Selection of starting address within sampling points

Interviewers were given a starting address within their sampling point. An equal number of surveys within each cluster was achieved. The addresses were selected using the Eircode finder. Interviewers were given Electoral District maps to ensure they interview in the assigned sampling point only.

### Stage 3: Selection of the individual for interview

When contacting the household, the interviewer sought an adult resident aged 19 years or older with whom to complete the screening questions. In order to qualify, interviewees had to be paying the rental costs associated with the property – either solely or jointly. Prior to the survey taking place, informed consent<sup>3</sup> was sought from the person taking the interview.

<sup>3</sup> Potential respondents were given an information sheet about the survey. Before proceeding with the survey, eligible respondents were required to provide a full name and telephone number. This information was collected on the CAPI device and acted as consent to the survey as per Amárach's GDPR guidelines.

Once this individual was identified and had provided consent, the interviewer proceeded with the survey. For all sampling points every third address was contacted. Only one respondent per address was surveyed.

Unfinished surveys did not count towards the quota.

### **2.1.5 Mainstage Survey Responses**

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The target sample was 1,200 surveys but fieldwork was cut short on 17th March 2020 due to restrictions imposed by the Covid-19 pandemic. The final sample achieved was 1,038 and this included the 40 pilot surveys.

At the beginning of the survey respondents were asked '*Can I confirm, you are currently a tenant in this property and pay rent?*'. If their response was 'yes' they were able to continue with the questionnaire. If their response was 'no', they were not able to take part in the survey and their response was treated as ineligible.

There were an additional 16 respondents who stated that they were renting 'a room under the rent a room scheme'. These respondents were deemed ineligible and were excluded from the final sample.

### **2.1.6 Weighting**

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While all efforts were made to achieve a wholly representative survey sample (using quota controls), this proved difficult as fieldwork ended abruptly due to Covid-19.

As a result, some variables were weighted to proportionately represent the population of those living in the private rental sector.

The table below summarises responses by the age, gender and location (region) of respondents, comparing the target sample and the achieved response. Respondents located in Munster were under-represented in the survey with the percentage of responses achieved 6% below the target sample. In contrast, respondents located in rest of Leinster, Connacht and Ulster were slightly over-represented by 3% and 2% respectively. The weighting of the survey data addressed these variations in responses by region.

There were some small differences in the age groups between target and achieved and these were also addressed through weighting.

Table 2.5: Sample – Target vs Achieved

	Target (N=1,200)	Achieved (N=1,038)
<b>Age</b>		
Young adults 19-24 years	13%	13%
Persons aged 25-34 years	43%	42%
Persons aged 35-44 years	27%	28%
Persons aged 45-54 years	10%	10%
Persons aged 55+	6%	7%
<b>Gender</b>		
Male	50%	50%
Female	50%	50%
<b>Region</b>		
Dublin	39%	40%
Leinster (excluding Dublin)	21%	24%
Munster	25%	19%
Connacht and Ulster	15%	17%

### 2.1.7 Analysis

Before analysis and coding began, rigorous quality checks and validations were carried out. During this process all edits and checks were recorded in accordance with ISO 20252 (data quality management protocol) and MRS guidelines.

Amárach coordinated with the RTB research team to address complex issues such as nonresponse, data imputation and appropriate editing.

A series of derived variables were produced and checked. These included the banding of raw variables such as the total rent paid on the property and the percentage of monthly net income (after tax) that goes towards rent on a monthly basis.

The CAPI questionnaire script had numerous quality checks in place, for example to restrict implausible value ranges such as rent/deposit/top-up amounts, or to prevent respondents selecting mutually exclusive answers. However, some additional data cleaning was required.

A full statistical analysis of results was provided. Data analyses included frequencies, cross tabulations and other outputs (calculations such as mean and median) designed to examine and understand the data collected.

In the cross tabulations the sample was broken down by age, socio-economic group, citizenship, region, whether living in a rent pressure zone and length of time renting in total.

## 2.2 Qualitative Research

This section provides details of the qualitative research that was conducted with tenants living in the private rental sector.

A total of five focus groups were conducted - the first focus group was exploratory and was conducted face-to-face in July 2019. It included a mix of long-term and short-term private renters age 25-45.

An additional four focus groups were conducted via Zoom video-conferencing service in December 2020 after the main tenant survey. The objective was to explore some of the findings from the quantitative research in more detail.

The four main focus groups included a mix of long-term and short-term private renters as follows:

- ▶ Two general tenant focus groups – one with tenants renting in Dublin and another with tenants renting outside Dublin
- ▶ One with Non-Irish Nationals living in the private rental sector
- ▶ One with older people aged 45+ living in the private rental sector.

Table 2.6: Qualitative Research Sampling Matrix for Focus Groups

Group	Region	Tenure type	Age	Nationality
1	Ex-Dublin	Private Renters	19-44	Irish
2	All Rol	Private Renters	19-54	Non-Irish
3	Dublin	Private Renters	19-44	Irish
4	All Rol	Private Renters	45+	Irish

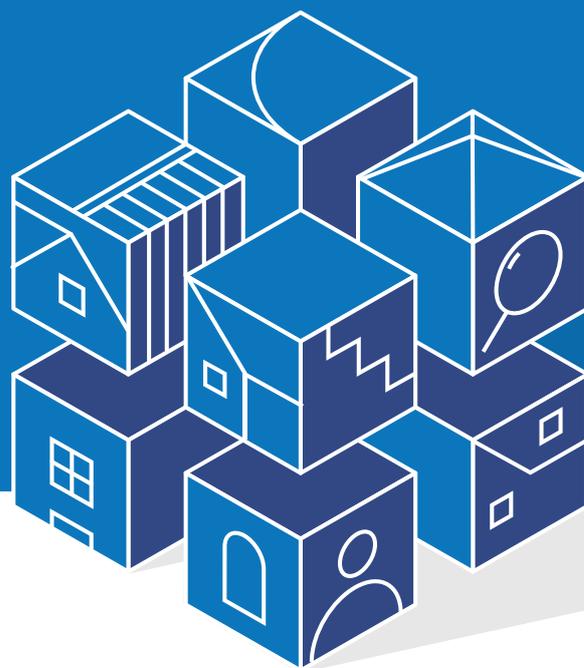
Respondents were recruited from the Amárach Research Panel to join the focus group discussions. All respondents who participated were privately renting a property from a landlord when the group discussion took place.

The RTB provided Amárach with a list of themes based on areas of interest that emerged in the quantitative survey. This document was then used by Amárach to provide the RTB with a first draft of the Discussion Guide. The RTB reviewed the draft discussion guide making tracked changes/comments where relevant. The second draft was sent back to Amárach for review. This process was repeated until final sign-off from the RTB.

Each group lasted for 90 minutes. The four main focus groups were moderated personally by Michael McLoughlin, Chief Executive of Amárach Research. They were recorded and analysed in accordance with Amárach's ISO procedures. Members of the RTB research team were invited to view the groups personally.

An incentive in the form of a €50 One4all voucher was given to group participants in appreciation of their time.

# Small Landlord Research



**This section provides details of the methodology adopted in the small landlord (1-2 properties) research.**

The methodology consisted of both quantitative and qualitative elements. The main quantitative element was a nationally representative telephone survey of 500 small landlords. The methodology was adapted to include additional surveys with landlords who had left the sector (74) and with landlords who had increased their portfolio to three properties or more (66), both within the past five years.

The qualitative element consisted of two thematic focus groups, one exploratory group and one with small landlords who had left the sector.

Both elements were supported by secondary data in the form of a literature review and analysis of existing RTB data (and other sources as required).

## 3.1 Nationally Representative Survey of Small Landlords (1-2 properties)

This section provides details of the nationally representative survey of small landlords (1-2 properties).

### ***3.1.1 Methodology and Sampling Approach***

Computer Aided Telephone Interviewing (CATI) was chosen to conduct the surveys for the quantitative elements of the private landlord research. CATI represented the most effective and appropriate interviewing methodology for contacting landlords. From previous experience of interviewing businesses, Amárach Research has found that this cohort can be hard to contact due to busy schedules. CATI interviewing was therefore ideal as it allowed for call-backs to be scheduled at times most suitable to landlords.

Telephone interviewing offered a number of other distinct advantages:

- ▶ All interviewers were subject to identical briefing/supervision;
- ▶ Progress was tracked daily;
- ▶ Any problems / complaints were passed on to the client to facilitate immediate remedial action;
- ▶ Up to date software controlled the flow of interview and ensured relevance of questioning;
- ▶ The turnaround time was quicker versus a face-to-face survey.

Leads for contacting private landlords were provided by the RTB from the RTB register of tenancies. The leads were provided in random batches of 200 as only a small proportion of the total number of small landlords registered would be called over the duration of fieldwork (three months). Prior to commencing fieldwork, each batch of leads was coded by region (Dublin, rest of Leinster, Munster and Connacht/ Ulster) and whether the property was located inside/outside a Rent Pressure Zone (RPZ).

The RTB contacted landlords by email 1-2 weeks in advance to inform them that they may receive a telephone call from Amárach Research asking them to take part in the research. The email outlined the purpose of the research, that they may be contacted and the importance and confidentiality of their input. Amárach asked landlords for their consent when they contacted them by telephone.

In order to manage non-response during fieldwork the outcome for each telephone call was recorded and the database was monitored throughout.

- ▶ Each respondent was called a minimum of 4 and a maximum of 10 times unless a definite appointment was made, or they were identified as outside target (e.g. a respondent with three properties in the small landlord survey).
- ▶ The CATI team worked six days a week, 9am-9pm Monday to Friday and 10am-2pm on Saturday.
- ▶ All CATI team members were trained as per MRS codes of practice.

Initially, a target of 450 effective surveys was agreed for the nationally representative telephone survey of small landlords. However, the target number was increased by 50 to 500 surveys to account for the shortfall in face-to-face private tenant surveys (due to Covid-19 restrictions).

The CATI sample of 500 small landlords (1-2 properties) was representative in terms of region and number of tenancies.

The main segmentation of data by number of tenancies was based on the following breakdown:

Table 3.1: Segmentation of Landlord Data by Number of Tenancies<sup>4</sup>

Private Landlords Only (excluding AHBs)					
No of Tenancies	Individual Roles	Company Roles	Total Landlords	% Of Landlords	Exc. AHB % of Tenancies
1	117,779	3,350	121,129	69.84%	36.12%
2	27,333	876	28,209	16.26%	16.82%
3	9,619	374	9,993	5.76%	8.94%
4	4,446	265	4,711	2.72%	5.62%
5	2,480	180	2,660	1.53%	3.97%
6	1,492	142	1,634	0.94%	2.92%
7	941	103	1,044	0.60%	2.18%
8	637	58	695	0.40%	1.66%
9	516	58	574	0.33%	1.54%
Oct-20	1,699	306	2,005	1.16%	7.91%
20+	502	287	789	0.45%	12.32%
<b>Total</b>	<b>167,444</b>	<b>5,999</b>	<b>173,443</b>		

**Note:** The assumption was made that one tenancy equals one property

The region quotas were based on the number of tenancies in each county where the landlord provided contact details and consented to be contacted<sup>5</sup>.

The RTB informed landlords by email that they may be contacted by Amárach Research. Consent was provided on the phone at the beginning of the call.

Region quotas were based on individual landlords with phone numbers only (Appendix II). All quotas were electronically programmed into the survey controls.

Fieldwork for the small landlord survey was carried out between 24th February and 18th May 2020. The research achieved 500 successful CATI surveys with small landlords (1-2 properties). The margin of error was 4.38% at a 95% confidence interval.

### **Additional short telephone surveys with small landlords**

Although there were no specific quotas set, an additional 140 surveys were conducted with small landlords who had left the sector and were no longer operating as landlords (74) and small landlords who had increased their portfolio to three properties or more (66), both within the past five years. These landlords participated in a reduced survey aimed at gathering information about their past experiences and future intentions.

#### **3.1.2 Questionnaire**

The main survey instrument for the small landlord survey was designed by Amárach with input from the RTB research team and project steering group. The questionnaire was then scripted for data collection on CATI (Computer Aided Telephone Interviewing) using the international industry standard software NIPO. Once scripted, the survey was tested by members of the Amárach research team and the RTB research team to ensure that there were no errors.

To maintain efficient fieldwork and reduce respondent burden, the length of the main small landlord survey was not allowed to exceed 20-25 minutes.

<sup>4</sup> Registration of Tenancies: Jan 2018

<sup>5</sup> Extract as of April 4<sup>th</sup>, 2019

Amárach employed the same systematic and formal method to the questionnaire design and evaluation to ensure the accuracy of the survey instrument as outlined above in section 2.1.2 of the private tenant research.

### 3.1.3 Pilot

As mentioned above a robust pilot study was undertaken for each quantitative element of the programme.

The pilot for the small landlord survey took place from 14th January 2020 to 21st January 2020. A total of 36 pilot surveys were completed.

The purpose of the pilot study was to test the sampling procedure, the survey administration and functionality. The pilot study was large enough to test a variety of different scenarios/ profiles; the effectiveness of the survey instrument; the briefing given to interviewers; and the processing of the data. Surveys were spread across the four regions (Dublin, rest of Leinster, Munster and Connacht/Ulster) to ensure that a representative sample was achieved.

The average length of interview in the pilot was 23 minutes, this was in line with original expectations.

Findings from the pilot study were used to improve the questionnaire and to inform the main stage interviewer briefings.

Due to the number of changes made to the questionnaire script following the pilot, the data from the pilot study was not included in the main sample.

### 3.1.4 Mainstage Survey Responses and Weighting

Fieldwork for the main small landlord survey was carried out between 24th February and 18th May 2020.

The target sample of 500 surveys was achieved. In total 1,371 leads were provided. There were 243 refusals in total – this represents a refusal rate of 18%. This was considered a positive engagement and response.

The table below summarises responses by region (where tenancies were located) and number of properties, comparing the target sample and the achieved response for the nationally representative survey of small landlords (1-2 properties).

Landlords with tenancies located in Munster were slightly under-represented in the survey with the percentage of responses achieved 3% below the target sample. In contrast, landlords with tenancies located in rest of Leinster, Connacht and Ulster were slightly over-represented. The survey data was weighted to address these variations in responses by region and ensure that a representative sample of small landlords (1-2 properties) was achieved.

Table 3.2: Nationally Representative Sample – Target vs Achieved

	Target (N=500)	Achieved (N=500)
<b>Region</b>		
Dublin	36%	36%
Leinster (excluding Dublin)	24%	25%
Munster	25%	22%
Connacht and Ulster	15%	16%
<b>Number of Properties</b>		
1	81%	81%
2	19%	19%

### 3.1.5 Analysis

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Before analysis and coding began, Amárach employed similar quality checks and data validations to those outlined in section 2.1.7 of the private tenant research.

Amárach coordinated with the RTB research team to address complex issues such as nonresponse, data imputation and appropriate editing.

A series of derived variables were produced and checked. These included the banding of raw variables such as the total rent paid on each property and the duration of each tenancy.

The CATI questionnaire script had numerous quality checks in place, for example to restrict implausible value ranges such as rent/deposit/top-up amounts, or to prevent respondents selecting mutually exclusive answers. However, some additional data cleaning was required.

A full statistical analysis of results was provided. Data analyses included frequencies, cross tabulations and other outputs (calculations such as mean and median) designed to examine and understand the data collected.

In the cross tabulations the sample was broken down by age, region, whether living in a rent pressure zone, whether one or two properties owned, whether a letting agent was used, whether any tenants were in receipt of Housing Assistance Payment (HAP) and whether likely to sell a property in the next 1-2 or 1-5 years.

In the main survey, data was collected separately for each property owned (for a maximum of two properties) at certain questions. Therefore, the base for analysis at these questions is 'all properties' and the base for analysis at all other questions is "all landlords".

## 3.2 Qualitative Research

This section provides details of the qualitative research that was conducted with small landlords.

The qualitative element consisted of two thematic focus groups, one exploratory group and one with small landlords who had left the sector.

The exploratory focus group was conducted face-to-face in August 2019. All participants were landlords currently renting a property or properties to private tenants.

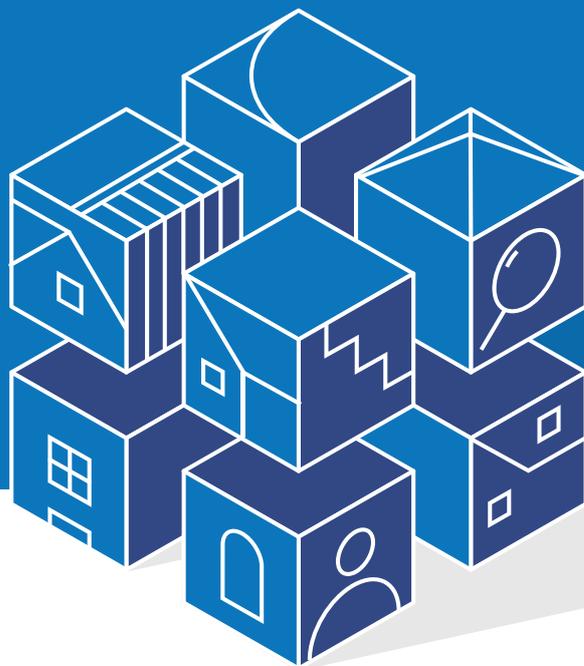
Amárach also undertook a mini focus group with four people who had been small landlords within the past decade, but who were not any longer. These landlords were identified during the main quantitative survey and agreed to take part in follow-up research. They were invited to participate via Amárach's call centre. The discussion took place via Zoom video-conferencing service in December 2020.

Amárach developed a Discussion Guide jointly with the RTB research team.

The mini focus group lasted for 60 minutes and was moderated personally by Michael McLoughlin, Chief Executive of Amárach Research. It was recorded and analysed in accordance with Amárach's ISO procedures. Members of the RTB research team were invited to view the group personally.

An incentive in the form of a €50 One4all voucher was given to group participants in appreciation of their time.

# Medium Landlord Research



## **This section sets out the methodology followed in the medium landlord (3-99 properties) research.**

The methodology consisted of both quantitative and qualitative elements. The main quantitative element was a nationally representative telephone survey of 250 medium landlords with 3-20 properties.

Initially, a target of 150 effective surveys was agreed. However, the target number was increased by 100 to 250 surveys to account for the shortfall in face-to-face private tenant surveys (due to Covid-19 restrictions).

The qualitative element consisted of ten in-depth telephone interviews with medium landlords owning 21-99 properties.

Both elements were supported by secondary data in the form of a literature review and analysis of existing RTB data (and other sources as required).

## 4.1 Nationally Representative Survey of Medium Landlords (3-20 properties)

This section provides details of the nationally representative survey of medium landlords (3-20 properties).

### 4.1.1 Methodology and Sampling Approach

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Computer Aided Telephone Interviewing (CATI) was also chosen to conduct the surveys for the quantitative element of the medium landlord research (3-20 properties). The reasons were the same as those given for small landlords (1-2 properties) in section 3.1.1 above.

Leads for contacting the medium landlords (3-20 properties) were also provided by the RTB from the RTB register of tenancies. The leads were provided in batches of 200 as only a small proportion of the total number of medium landlords (3-20 properties) registered would be called over the duration of fieldwork (nine weeks). Prior to commencing fieldwork, each batch of leads was coded by region (Dublin, rest of Leinster, Munster and Connacht/Ulster) and whether property was located inside/outside a Rent Pressure Zone (RPZ).

Instructions regarding the provision of contact details by the RTB for the medium landlord survey are included in Appendix III.

The RTB contacted landlords by email 1-2 weeks in advance to inform them that they may receive a telephone call from Amárach Research asking them to take part in the research. The email outlined the purpose of the research, that they may be contacted and the importance and confidentiality of their input. Amárach asked landlords for their consent when they contacted them by telephone.

In order to manage non-response during fieldwork the outcome for each telephone call was recorded and the database was monitored throughout.

The typical definition of a medium landlord ranges from three tenancies up to as many as ninety-nine tenancies. Initially, it was proposed that the nationally representative quantitative survey would include medium landlords owning 3-99 properties. However, the pilot study highlighted that it would be too difficult to administer the survey questionnaire to landlords with more than twenty properties and that it would take too long to complete. In addition, it was felt that landlords owning 21-99 properties might behave quite differently to landlords owning 3-20 properties and that landlords owning 21-99 properties may behave more like large landlords. For these reasons it was decided to focus on medium landlords with 3-20 properties for the quantitative survey and conduct qualitative research in the form of semi-structured in-depth interviews among medium landlords with 21-99 properties.

The CATI sample of 250 medium landlords (3-20 properties) was representative in terms of region and number of tenancies.

The main segmentation of data by number of tenancies was based on the most up-to-date data for private landlords with private tenancies provided by the RTB.

Table 4.1: Segmentation of Landlord Data by Number of Tenancies

Landlord size data August 2020	
No. of Tenancies	% of Landlords
3	44%
4	20%
5	11%
6	7%
7	5%
8	3%
9	2%
10-20	8%
<b>Total</b>	<b>100%</b>

**Note:** The assumption was made that one tenancy equals one property

The region quotas were based on the number of tenancies in each county where the landlord provided contact details and consented to be contacted<sup>6</sup>.

The RTB informed landlords by email that they may be contacted by Amárach Research. Consent was provided on the phone at the beginning of the call.

Quotas for the medium landlord survey (3-20 properties), were based on both individual and company landlords with phone numbers (Appendix IV).

All quotas were electronically programmed into the survey controls.

The income profile of medium landlords with 3-20 properties was unknown so this variable was allowed to fall out naturally (50% or more/less than 50% of income comes from letting out residential properties).

Fieldwork for the medium landlord (3-20 properties) survey was carried out between 4th September and 11th November 2020.

The research achieved 250 successful CATI surveys with medium landlords (3-20 properties). The margin of error was 6.16% at a 95% confidence interval.

#### 4.1.2 Questionnaire

The main survey instrument for the medium landlord survey was designed by Amárach with input from the RTB research team and project steering group. The questionnaire was then scripted for data collection on CATI (Computer Aided Telephone Interviewing) using the international industry standard software NIPO. Once scripted, the survey was tested by members of the Amárach research team and the RTB research team to ensure that there were no errors.

Amárach employed the same systematic and formal method to the questionnaire design and evaluation to ensure the accuracy of the survey instrument as outlined above in section 2.1.2 of the private tenant research.

<sup>6</sup> Extract as of April 4<sup>th</sup>, 2019

### 4.1.3 Pilot

The pilot for the medium landlord survey took place w/c 6th July 2020. A total of 13 pilot surveys were completed, with a good spread achieved by region.

One of the main objectives of the pilot was to test the feasibility of administering the survey questionnaire to medium landlords with more than twenty properties. Therefore, for the purpose of the pilot, landlords with 3-99 properties were surveyed.

A maximum survey length of 25-30 minutes was proposed. In fact, the survey took on average, 57.1 minutes to complete in the pilot.

Landlords with more than 20 properties were simply taking too long to complete the survey. To reduce the burden on landlords and maintain more efficient fieldwork it was therefore decided to confine the quantitative survey to medium landlords with 3-20 properties.

Results from the pilot were also used to shorten and improve the questionnaire and to inform the main stage interviewer briefings. The average length of interview in the main survey of medium landlords with 3-20 properties was 33.5 minutes.

The data from the pilot study was not included in the main sample.

### 4.1.4 Mainstage Survey Responses and Weighting

Fieldwork for the medium landlord survey was carried out between 4th September and 11th November 2020.

The target sample of 250 surveys was achieved. In total 1,143 leads were provided. There were 179 refusals in total – this represents a refusal rate of 16%. This was considered a positive engagement and response.

The table below summarises responses by region (where tenancies were located) and number of properties, comparing the target sample and the achieved response for the nationally representative survey of medium landlords (3-20 properties).

The survey data was weighted to address small variations in responses by region and ensure that a representative sample of medium landlords (3-20 properties) was achieved.

Table 4.2: Nationally Representative Sample – Target vs Achieved

	Target (N=250)	Achieved (N=250)
<b>Region</b>		
Dublin	38%	37%
Leinster (excluding Dublin)	23%	23%
Munster	24%	25%
Connacht and Ulster	15%	15%
<b>Number of Properties</b>		
3	44%	44%
4-5	31%	31%
6-9	17%	17%
10-20	8%	8%

### 4.1.5 Analysis

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Before analysis and coding began, Amárach employed similar quality checks and data validations to those outlined above for other elements of the quantitative research programme.

Amárach coordinated with the RTB research team to address complex issues such as nonresponse, data imputation and appropriate editing.

A series of derived variables were produced and checked. These included the banding of raw variables such as the most expensive/lowest rent paid and the longest/shortest tenancy.

The CATI questionnaire script had numerous quality checks in place, for example to restrict implausible value ranges such as rent/deposit/top-up amounts, or to prevent respondents selecting mutually exclusive answers. However, some additional data cleaning was required.

A full statistical analysis of results was provided. Data analyses included frequencies, cross tabulations and other outputs (calculations such as mean and median) designed to examine and understand the data collected.

In the cross tabulations the sample was broken down by region, whether living in a rent pressure zone, whether the income from letting was more or less than 50%, the number of properties owned and number of years as a landlord.

## 4.2 Qualitative Research

The qualitative element of the medium landlord research consisted of in-depth telephone interviews with medium landlords owning 21-99 properties.

Initially, the intention was to include this cohort in the main quantitative survey. However, the pilot survey indicated that landlords with more than 20 properties were taking nearly twice as long to complete the survey as landlords owning 3-20 properties. In addition to this it was considered that landlords with three tenancies would operate very differently to a landlord with considerably more. Therefore, the decision was made to conduct qualitative interviews rather than surveys with landlords owning 20-99 properties. The qualitative interviews were an addition to the main quantitative survey.

The RTB contacted landlords in this category, informing them of the nature of the study and inviting them to participate. The names and contact details were then passed on to Amárach Research. Amárach's call centre contacted potential participants and once they agreed to participate, a telephone interview was arranged.

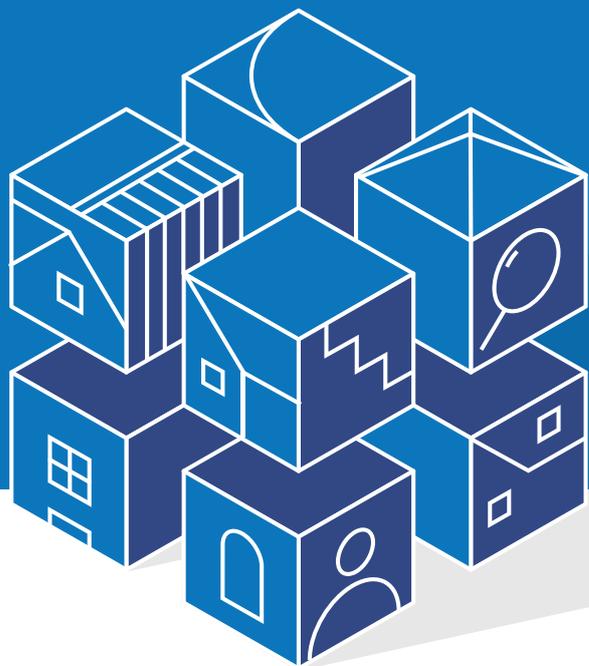
In total there were ten interviews completed. Each interview lasted 60 minutes approximately. The interviews were carried out in Quarter 4 2020.

The interviews were conducted by Michael McLoughlin, Chief Executive and Michele Cluskey, Associate Director of Amárach Research.

Amárach developed the Discussion Guide jointly with the RTB research team.

# Large Landlord Research

# 4



## This section provides details of the approach taken for the large landlord (100+ properties) research.

Qualitative research was undertaken with senior individuals and organisations who are classified by the Residential Tenancies Board as large sized landlords. Under this classification large scale landlords are those landlords that own 100+ residential properties to rent.

The initial plan was to conduct a quantitative survey of large landlords. However, given the small number of large landlords registered with the RTB, qualitative research was deemed to be more appropriate.

Nine in-depth telephone interviews were completed in total. Only senior individuals were interviewed. The interviews were semi-structured and each interview lasted an average of 60 minutes. They took place in Quarter 4 2020. In February 2021, there were less than 70 landlords with more than 100 tenancies registered with the RTB. This means that a significant number were interviewed in relation to the total number.

The recruitment process to identify participants was as follows.

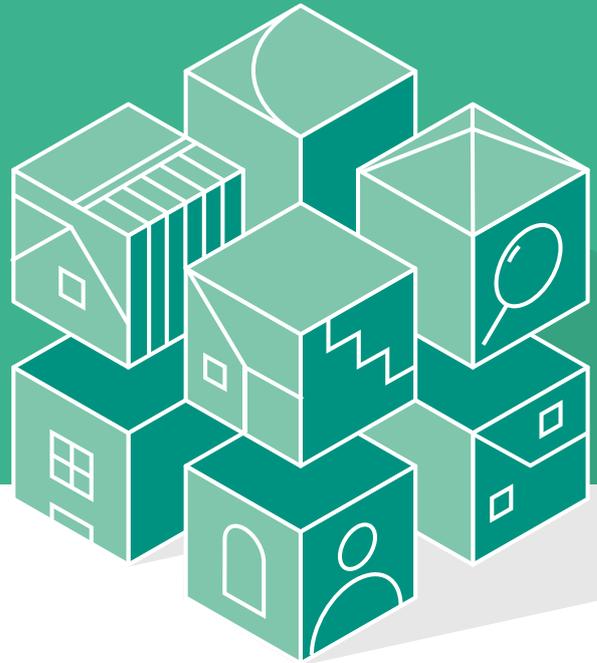
1. The Residential Tenancies Board wrote to landlords in this category on its database, informed them of the nature of the study and invited them to participate.
2. Once they agreed and gave permission for contact details to be shared, the names and contact details were passed to Amárach Research.
3. Amárach's call centre contacted the potential participants and arranged for a telephone interview.

The interviews were conducted by Michael McLoughlin, Chief Executive of Amárach Research.

Amárach developed the Discussion Guide jointly with the RTB research team.

# Letting Agent Research

# 5



## **This section provides details of the methodology adopted in the letting agent research.**

The methodology consisted of both quantitative and qualitative elements which were run in parallel in Quarter 4 2020. In the quantitative survey, respondents were invited to engage in a qualitative research exercise. Those who opted in were then included in this qualitative exercise.

The main quantitative element was an online survey. A total of 81 letting agents completed the online survey.

The qualitative element consisted of 13 in-depth telephone interviews with letting agents who had completed the quantitative survey and were willing to engage in further research on the topic. Initially, a target of nine in-depth telephone interviews was agreed. However, this number was increased by four to 13 interviews to account for the shortfall in face-to-face private tenant surveys (due to Covid-19 restrictions).

Both elements were supported by secondary data in the form of a literature review and analysis of existing RTB data (and other sources as required).

## 6.1 Quantitative Research

This section provides further details of the quantitative research carried out amongst letting agents.

### 6.1.1 Methodology and Sampling Approach

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Amárach's original proposal for the survey of letting agents recommended a telephone approach to interviewing, similar to that adopted for small and medium landlords.

It was hoped that contact details of letting agents could be collated using the publicly available register from the Property Services Regulatory Authority (PSRA) and with the assistance of the RTB.

The PSRA database contains the names and addresses of all license holders. Active C Type Licenses allow the 'Letting of Land', which includes building and structures of any kind of land.

However, a closer examination of the PSRA database showed that it would be difficult to identify letting agents specifically. In addition, while the database includes the names and addresses of all licence holders including the names of managers and directors, no direct contact numbers or email addresses are provided.

It became clear that online desk research would be necessary to ascertain

- A. Letting agents specifically and
- B. Contact phone numbers and email addresses for owners/directors/senior managers (with overall responsibility for running the business)

Amárach also approached a number of business list providers with a view to obtaining a list of Letting Agents. None of these were able to provide a specific list of Letting Agents, only Property Management Companies, Auctioneers and Estate Agents. In addition, only generic business email addresses and telephone numbers were available.

It was therefore agreed with the RTB that the best way forward would be to use the PSRA database to build a list of contacts for letting agents suitable for the survey. Online desk research would be needed to verify contact details (name, position, personal work email address, telephone number etc).

Amárach interrogated the database and identified those agents who were licenced to let residential property. In the database provided these were grouped by firm. Given that we were seeking to ascertain the organisation's perspectives on the residential letting market, Amárach sought to identify the agent who was in charge of the residential letting activity in each practice. Other than the name of the organisation, their name of the individual agent and the activities for which they were licenced, no contact details were provided in the database. Each identified eligible agent was then contacted by Amárach's call centre and invited to participate in the research.

It was decided that the most effective way of carrying out data collection was using an online methodology.

Firstly, the situation prevailing at the time regarding Covid-19 and the level of restrictions in place meant that many owner/director/manager letting agents were working remotely instead of being office based. From experience, it was expected that it would be easier and quicker to source personal email addresses rather than personal telephone numbers.

Secondly, it was believed that an online approach to data collection would be faster than telephone.

Those who agreed to engage in the quantitative research were asked to provide their personal work email address. No generic email addresses were used in the research. They were then sent an online link via email. When they clicked on the link, they were brought to the survey page, hosted on an Amárach server and they completed the survey online.

This element of the research was completed in November and December 2020.

## 6.1.2 Questionnaire and Pilot

The main questionnaire for the letting agent survey was designed by Amárach with input from the RTB research team and project steering group. The questionnaire was then scripted for data collection online using the international industry standard software NIPO. Once scripted, the survey was tested by members of the Amárach and RTB research teams to ensure that there were no errors.

Amárach employed the same systematic and formal method to the questionnaire design and evaluation to ensure the accuracy of the survey instrument as outlined above for the other elements of the research programme.

A total of seven pilot surveys were conducted on 8th-9th December 2020 to check the survey administration and functionality. These pilot surveys were included in the final sample.

## 6.1.3 Mainstage Survey Responses

The main fieldwork for the letting agent survey was carried out in December 2020.

The target sample was 150 surveys. In total 81 letting agents completed the online survey. This represents a response rate of c.10% on the total eligible database (820 leads approximately). Given the context and circumstances surrounding the survey, this was considered a positive engagement and response. A minimum number of 1,200 leads was recommended to achieve a total sample of 150 completed surveys.

At the beginning of the survey respondents were asked 'Can I just confirm that you are one of the persons with responsibility for running the residential letting service in this branch?'. If their response was 'yes' they were able to continue to the next screening question. If their response was 'no', they were not able to take part in further questions and their response was treated as ineligible. In addition, when asked the question 'What property services does this branch provide?' respondents had to select 'Residential Letting Agent (including letting management on behalf of a landlord)' to be eligible to continue with the rest of the survey.

The length of the letting agent survey was not expected to exceed 10-15 minutes. The average time taken for completing the survey was 18 minutes.

The table below summarises the responses by region (location of letting agent branch), comparing the target sample and the achieved response for the survey of letting agents.

The regional targets were based on the tenancies by local authority file provided by the RTB (Appendix I).

Letting agent branches located in Dublin and Connacht/Ulster were slightly under-represented in the survey. In contrast, letting agent branches in rest of Leinster were over-represented.

Table 6.1: Letting Agents - Target vs Achieved

	Target* (N=150)	Achieved (N=81)
<b>Region</b>		
Dublin	39%	31%
Leinster (excluding Dublin)	21%	32%
Munster	25%	25%
Connacht and Ulster	15%	12%

**\*Note:** there were no actual quotas set for the survey given the shortage of available leads.

### 6.1.4 Analysis

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Before analysis and coding began, Amárach employed similar quality checks and data validations to those outlined above for other elements of the quantitative research programme.

A series of derived variables were produced and checked. These included the banding of raw variables such as number of residential lettings managed by branch and number of rent increases delayed as a result of Covid-19.

The online questionnaire script had numerous quality checks in place, for example to restrict implausible value ranges or to prevent respondents selecting mutually exclusive answers. However, some additional data cleaning was required.

Data analyses included frequencies, cross tabulations and other outputs (calculations such as mean and median) designed to examine and understand the data collected.

The number of responses received (81) meant it was only possible to report the findings for each question in their entirety. Bringing the analysis to the level below that of the overall sample would have resulted in base sizes that were simply too small for robustness and credibility.

## 6.2 Qualitative Research

The qualitative element of the letting agent research consisted of in-depth telephone interviews with letting agents.

As part of the online survey, respondents were asked whether they would be willing to engage in further research on the topic. Twenty-seven of the 81 respondents (33%) said that they were prepared to undertake further engagement. Through this opt-in methodology 13 respondents were randomly selected and interviewed. The initial target was nine in-depth telephone interviews, but this was increased to 13 interviews to account for the shortfall in face-to-face private tenant surveys (due to Covid-19 restrictions).

Each interview lasted between 60 and 90 minutes approximately. The interviews were carried out in parallel to the quantitative research in December 2020. They were conducted by Michael McLoughlin, Chief Executive of Amárach Research.

Amárach developed the Discussion Guide jointly with the RTB research team.

# Reporting the Results

**Detailed findings from each element of the research programme are provided in the main survey reports.**

Amárach worked closely with the RTB to agree the content of each report including a detailed analysis of the data emerging from the qualitative and quantitative phases.

The final reports included key findings and contained both textual and graphical analysis. All submitted reports were prepared on the basis that they would be published in that form and would be overseen by Gerard O'Neill (Project Director).

The final reports were in MS Word format and written to a publishable standard.

# Data Protection and Security

**All potential respondents were given reassurances regarding their participation in the research programme:**

- ▶ All information provided will be treated confidentially and will never be linked to a respondent's name or address. Amárach Research is an independent market research agency that is governed by the Data Protection Acts 1998 and 2003 and fully compliant with GDPR regulations.
- ▶ A respondent may refuse to answer any individual questions or to stop the interview at any stage. He/she may withdraw consent to participate at any time, without obligation. If a respondent withdraws consent during the interview, no answers already provided will be stored.
- ▶ All data is stored on a secure server. With the exception of contact details, all data will be anonymised and no survey responses will be identifiable to you or your company. Your contact details will be retained for six months and then deleted after quality checking is completed.

# Appendix I - Tenant Survey

## Tenancies by Local Authority (July 2019)

Local Authority	Private Tenancies Count	%
CARLOW COUNTY COUNCIL	3654	1.18%
CAVAN COUNTY COUNCIL	3089	0.99%
CLARE COUNTY COUNCIL	4814	1.55%
CORK CITY COUNCIL	16448	5.30%
CORK COUNTY COUNCIL	18331	5.90%
DONEGAL COUNTY COUNCIL	6265	2.02%
DUBLIN CITY COUNCIL	70831	22.81%
DUN LAOGHAIRE-RATHDOWN COUNTY COUNCIL	16170	5.21%
FINGAL COUNTY COUNCIL	20363	6.56%
GALWAY CITY COUNCIL	11900	3.83%
GALWAY COUNTY COUNCIL	6672	2.15%
KERRY COUNTY COUNCIL	7830	2.52%
KILDARE COUNTY COUNCIL	11850	3.82%
KILKENNY COUNTY COUNCIL	4062	1.31%
LAOIS COUNTY COUNCIL	3656	1.18%
LEITRIM COUNTY COUNCIL	1611	0.52%
LIMERICK CITY COUNCIL	13478	4.34%
LONGFORD COUNTY COUNCIL	2624	0.85%
LOUTH COUNTY COUNCIL	7079	2.28%
MAYO COUNTY COUNCIL	6232	2.01%
MEATH COUNTY COUNCIL	7706	2.48%
MONAGHAN COUNTY COUNCIL	2137	0.69%
TIPPERARY COUNTY COUNCIL	7256	2.34%
OFFALY COUNTY COUNCIL	3194	1.03%
ROSCOMMON COUNTY COUNCIL	3000	0.97%
SLIGO COUNTY COUNCIL	5529	1.78%
SOUTH DUBLIN COUNTY COUNCIL	14803	4.77%
WATERFORD CITY COUNCIL	8650	2.79%
WESTMEATH COUNTY COUNCIL	6540	2.11%
WEXFORD COUNTY COUNCIL	8053	2.59%
WICKLOW COUNTY COUNCIL	6695	2.16%
	<b>310522</b>	<b>100.00%</b>

# Appendix II - Small Landlord (1-2 properties) Survey

## Segmentation of Landlord Data by Region

Number of tenancies in each County where the landlord (individual and company) has provided contact details (phone and email) and agreed to be contacted (April 2019)

Counties	Individual Landlord Email Address	Individual Landlord Phone Number	Company Landlord Email Address	Company Landlord Phone Number
Carlow	926	906	22	11
Cavan	887	870	47	47
Clare	1,471	1,445	42	41
Cork	8,067	7,945	751	749
Donegal	1,475	1,455	111	106
Dublin	25,804	25,215	4,918	4,870
Galway	4,202	4,125	220	212
Kerry	1,650	1,626	109	108
Kildare	3,356	3,284	273	272
Kilkenny	1,009	988	39	37
Laois	904	889	45	45
Leitrim	432	427	32	32
Limerick	3,001	2,950	113	113
Longford	666	662	65	64
Louth	1,826	1,780	51	51
Mayo	1,618	1,592	104	102
Meath	2,031	1,997	106	103
Monaghan	615	603	56	56
Offaly	943	930	18	18
Roscommon	761	749	58	58
Sligo	953	941	68	68
Tipperary	2,047	2,009	71	64
Waterford	2,068	2,036	150	141
Westmeath	1,578	1,548	155	154
Wexford	2,282	2,219	161	161
Wicklow	1,746	1,722	64	62
<b>Total</b>	<b>72,318</b>	<b>70,913</b>	<b>7,849</b>	<b>7,745</b>

# Appendix III - Medium Landlord Survey Sampling

Below are the steps followed to provide the contact details for the medium landlord survey.

## *Procedure followed:*

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- ▶ Started with 13,126 rows of data.
- ▶ Eliminated rows where **marketing** was coded as '**No**' (n=9,773) leaving 3,353 rows.
- ▶ Removed rows where it was identified **valid contact details** (e.g. phone number/email address) were **missing** (n=42) leaving 3,311 rows. Some invalid numbers/emails could remain.
- ▶ Removed rows where a **name** was **missing** for the contact (n=3) leaving 3,308 rows.
- ▶ Removed rows where the contact was considered to have **99+ properties** (n=71) leaving 3,237 rows.
- ▶ A **first check** for **duplicates** was conducted which eliminated 392 rows and identified 10 **ineligible rows**, i.e. AHBs, leaving 2,835 rows of contacts.
  - ▷ It is possible some AHBs may not have been identified in the check and so remain.
    - **AHBs** are to **exit the interview**/be filtered out.
- ▶ A **second check** for **duplicates** identified 12 more rows and 4 rows of ineligible contacts leaving 2,819 rows.
  - ▷ Due to the nature of the data, there could remain some duplicates that were not detected, for example, different formatting of the data entered for names and numbers etc. (e.g. +353861234567 /0861234567/861234567)
- ▶ To ensure a contact that had been reached as part of the small landlord survey was not called as part of the medium landlord survey the **contacts** that were sent to Amárach for the **small landlord survey** were then **cross-referenced** with the 2,819 rows of data. There were 20 rows identified for removal. Of which in 19 cases a name, email and phone number matched and in one a name and phone number matched. This left 2,799 rows.
  - ▷ There remain 13 phone numbers in the Medium landlord contacts that were also found to have been in the contacts sent to Amárach. However, they were not removed as the contact (names/ email) associated with the numbers didn't appear to be a match.
  - ▷ It is possible that they could be letting agent numbers.
    - **Letting agents** are to **exit the interview**/be filtered out [see definition of letting agents for clarification].
- ▶ Within the final 2,799 rows there are instances where a phone number appears multiple times. However, like above the names and emails provided don't match therefore they were not removed.
  - ▷ It is also possible that they could be letting agent numbers. **Letting agents** are to **exit the interview**/be filtered out [see definition of letting agents for clarification].

## **Random Selection**

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- ▶ A column was entered alongside the 2,799 rows and the RAND function in Excel was used to create a random number associated with each row, the row was copied, and the value pasted to ensure the random numbers don't continue to generate.
- ▶ The random numbers were sorted in ascending order.
- ▶ Batches of 200 starting from the smallest random number to the largest were created and used in order from the first batch selected.
- ▶ Prior to sending a batch of contacts to Amárach the 200 contacts will be emailed, for any emails not delivered the matching contact will be removed, and any persons not consenting to contact or identified for other reasons not to contact will be removed. Then the list will be sent.
- ▶ Even after the batch has been sent to Amárach, the RTB will contact Amárach if additional non-responses or contacts not to be reached regarding the survey are identified.

## **Gauge on Number of Tenancies**

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- ▶ In the list of contacts the RTB will send across there is a rough gauge on the number of tenancies a landlord may have.
  - ▷ This may be off from the actual figure due to accrual of properties or reduction in properties a landlord is related to since the cut was taken.
  - ▷ It also could be off as due to some anomalies in the landlord data cut and when duplicate contacts were removed the sum of tenancies were not altered, so if a landlord had in one row 3 properties and in another 4, the tenancies column wasn't updated to reflect the potential variance.

# Appendix IV - Medium Landlord (3-20 properties) Survey

## Segmentation of Landlord Data by Region

Number of tenancies in each County where the landlord (individual and company) has provided contact details (phone and email) and agreed to be contacted (April 2019)

Counties	Individual Landlord Email Address	Individual Landlord Phone Number	Company Landlord Email Address	Company Landlord Phone Number
Carlow	926	906	22	11
Cavan	887	870	47	47
Clare	1,471	1,445	42	41
Cork	8,067	7,945	751	749
Donegal	1,475	1,455	111	106
Dublin	25,804	25,215	4,918	4,870
Galway	4,202	4,125	220	212
Kerry	1,650	1,626	109	108
Kildare	3,356	3,284	273	272
Kilkenny	1,009	988	39	37
Laois	904	889	45	45
Leitrim	432	427	32	32
Limerick	3,001	2,950	113	113
Longford	666	662	65	64
Louth	1,826	1,780	51	51
Mayo	1,618	1,592	104	102
Meath	2,031	1,997	106	103
Monaghan	615	603	56	56
Offaly	943	930	18	18
Roscommon	761	749	58	58
Sligo	953	941	68	68
Tipperary	2,047	2,009	71	64
Waterford	2,068	2,036	150	141
Westmeath	1,578	1,548	155	154
Wexford	2,282	2,219	161	161
Wicklow	1,746	1,722	64	62
<b>Total</b>	<b>72,318</b>	<b>70,913</b>	<b>7,849</b>	<b>7,745</b>



Bord um Thionóntachtaí Cónaithe  
**Residential Tenancies Board**

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