

# THE RENTER OF THE FUTURE

## A SNAPSHOT OF THE LIFESTYLE OF AUSTRALIAN RENTERS

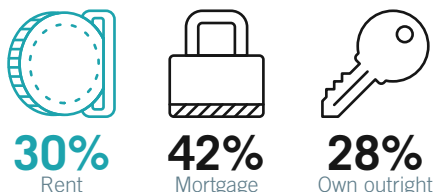
Nationally there are almost 7 million Australians living in rented homes, which makes renters a massive demographic and economic force in Australia. Renters are almost 10 years younger than home owners, are twice as likely to live in medium and high density accommodation, and move at four times the frequency of those paying off a mortgage.

Three in 10 of these households are choice renters and for them the Aussie dream is not owning their own home; as renters they are already living their dream lifestyle. These 'choice renters' are three times more likely to be tech savvy early adopters with more devices.   
 - Mark McCrindle, Social Researcher

### WHO ARE AUSTRALIA'S RENTERS?

#### HOME OWNERSHIP

30% of Australians rent, 42% own their home with a mortgage, and 28% fully own their home.



#### TENURE

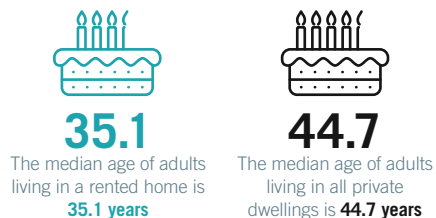
The average renter stays in their home for just **1.8 years**. This compares to **8 years** for those who own their home with a mortgage and **18 years** for those who own their home outright.

#### WHERE AUSTRALIAN RENTERS LIVE



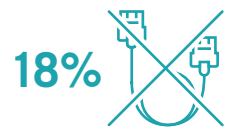
#### AGE

Renters are significantly younger than non-renters:



#### INTERNET

18% of rentals have no internet connection, compared to 13% of all Australian homes.



## AUSTRALIA'S FOUR RENTAL PERSONALITIES

### WHICH RENTAL PERSONALITY ARE YOU?

**LEGEND** Z: Generation Z Y: Generation Y X: Generation X BB: Baby boomers B: Builders  
HD: High density MD: Medium density DH: Detached house

#### PRAGMATIC LIFESTYLERS (PL)

You've been renting for quite some time and are happy to be doing so. Taking the unconventional route against home ownership, or perhaps choosing to invest elsewhere, you've chosen to focus on other things than paying a mortgage or staying up to date with the latest tech trends.



#### 56% Convenience adopters

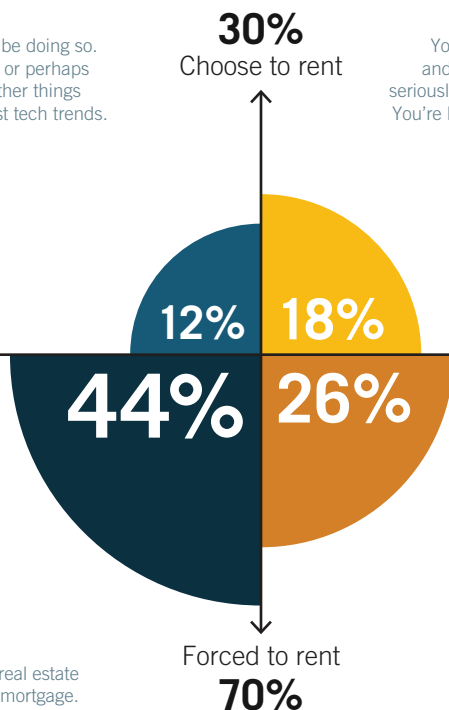
Convenience Adopters of technology: get the most out of their devices and only update when they need to



#### PRAGMATIC HOMESEEKERS (PH)

You feel like you've missed the boat when it comes to the real estate market, and now it might be too late to get started on that mortgage. You might have spent decades renting, or are renting again after having settled somewhere else. Your preference is to update your devices only as needed - you're secure enough to know you don't need the latest gadget.

**Choice Renters:** choose to rent because of the lifestyle



**Forced Renters:** say they are forced to rent

#### TECH LIFESTYLERS (TL)

You're on the move and like to stay with the times, digitally connected and probably working full-time. You keep your options open and would seriously consider moving somewhere else if provided with the opportunity. You're likely living in an apartment amidst the hustle and bustle of the city.



#### 44% Early adopters

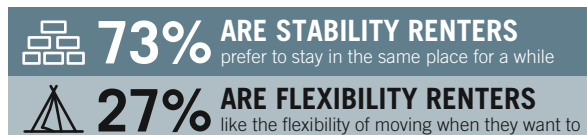
Early Adopters of technology: keep up to date with the latest technology and where possible have the latest model.



#### TECH HOMESEEKERS (TH)

You stay connected online and love keeping up with technology. You've been renting for a few years and would be keen to settle down if you could afford to buy a place in the area that you love. You're motivated by the location you live in and if the opportunity provided itself to stay there, you'd be keen to.

### TO STAY OR TO GO?



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## WHAT AUSTRALIANS LOOK FOR IN RENTAL PROPERTIES

### THE BEST THINGS ABOUT RENTING



**38%**

The ability to change locations/suburbs easily



**24%**

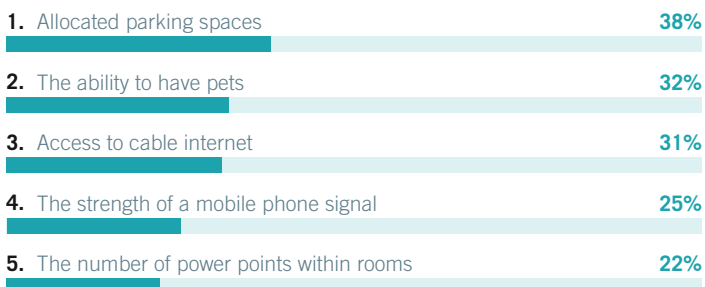
Easier to upsize or downsize as needed



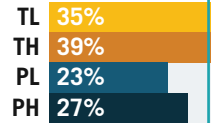
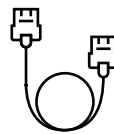
**18%**

Flexibility to travel for extended periods of time

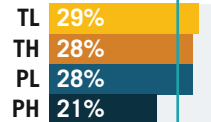
### TOP 5 LIFESTYLE FEATURES RENTERS LOOK FOR



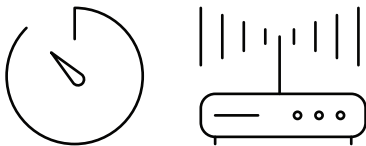
### ACCESS TO CABLE INTERNET



### STRENGTH OF MOBILE PHONE SIGNAL



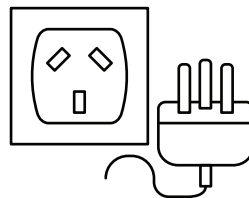
### INTERNET & POWER POINTS



**32%**

of renters say that one of the most irritating things about moving into a new rental property is the time it takes to connect the internet.

*Forced Renters and Stability Renters are more likely to find the inability to change the positioning of power points to be irritating than Choice Renters and Flexibility Renters.*



### FORCED RENTERS (HOMESEEKERS)



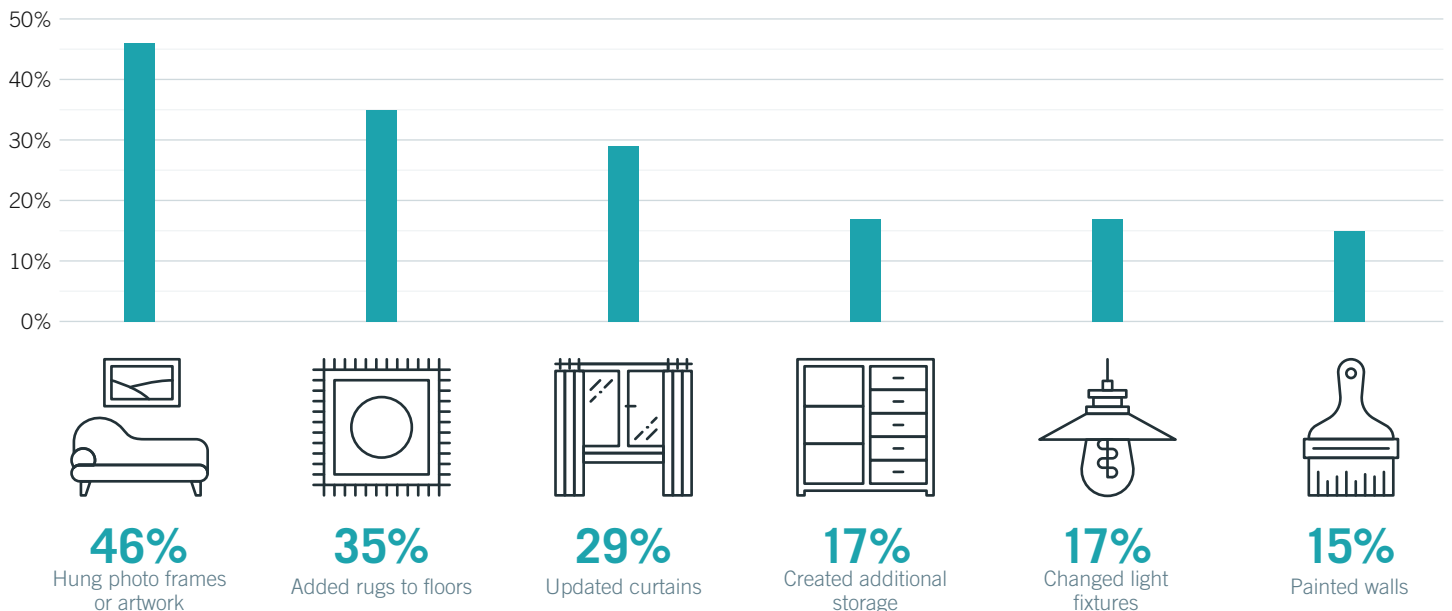
### CHOICE RENTERS (LIFESTYLERS)

### STABILITY RENTERS



### FLEXIBILITY RENTERS

### FEELS LIKE HOME: Top ways Australian renters have changed their homes



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## RENTER BEHAVIOUR AND TECH

AUSTRALIA'S TECH-SAVVY RENTERS RELY ON INTERNET CONNECTIVITY TO CARRY OUT EVERYDAY TASKS.



### TECH LIFESTYLERS:

■ Tech Lifestyler
 ■ Average Australian renter



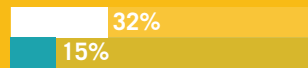
**66%**

have ordered takeaway online in the last year at least once (38% more than once)



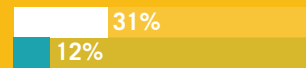
**32%**

have caught a lift with a rideshare driver in the last year at least once (14% more than once)



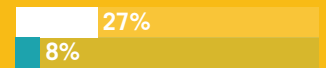
**31%**

have hired someone to do personal tasks at least once in the last year (11% more than once)



**27%**

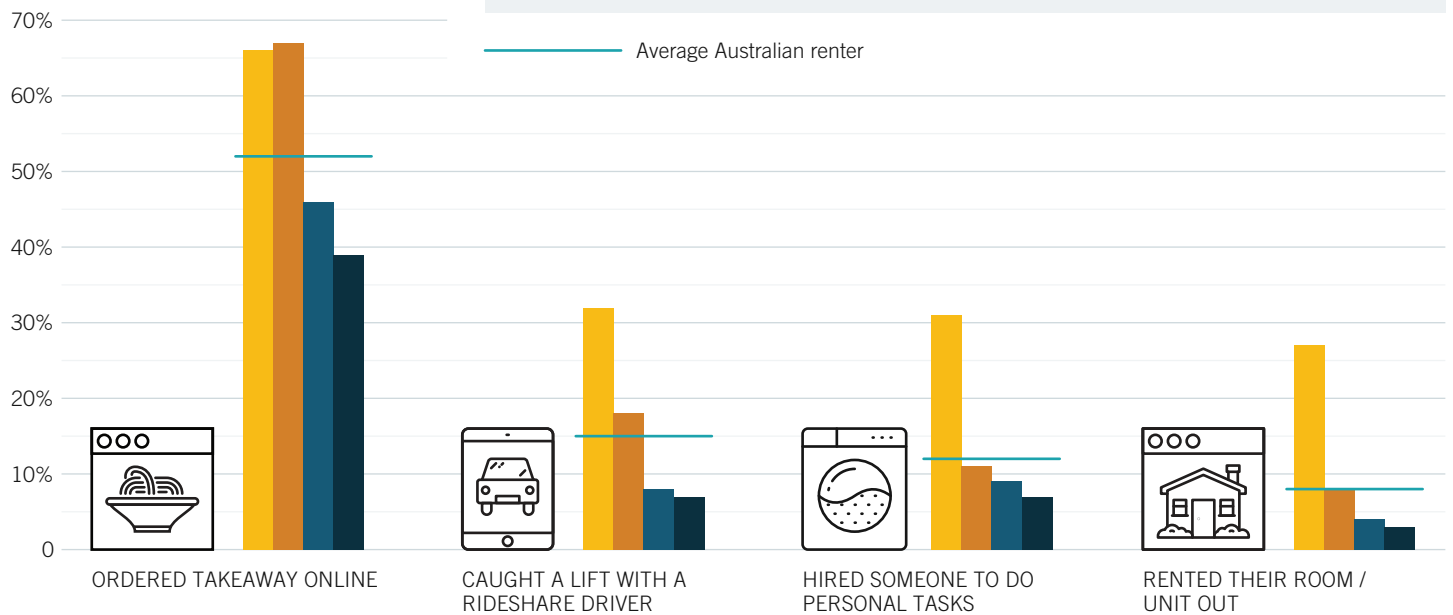
have used an online site to rent their room/unit out in the last year (11% more than once)



## RENTER BEHAVIOUR

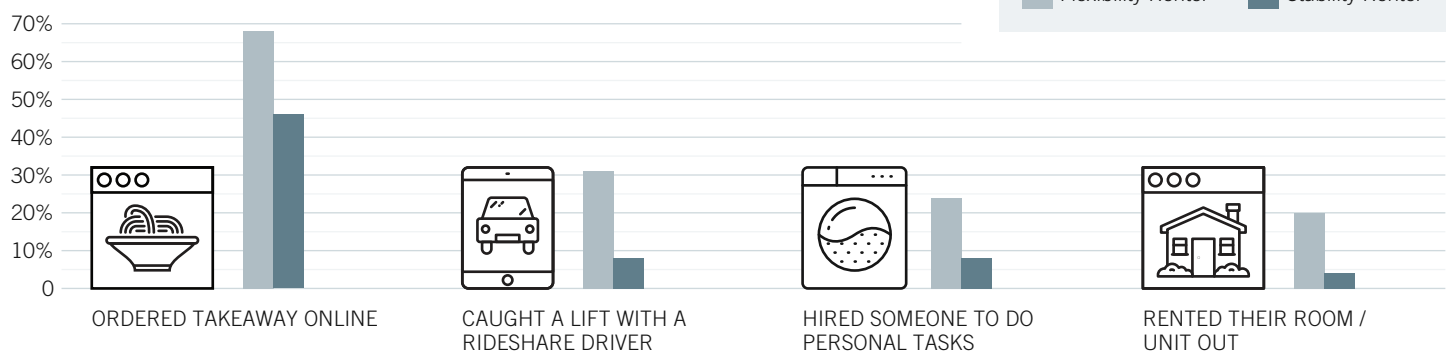
At least once in the last year

■ Tech Lifestyler
 ■ Tech Homeseeker
 ■ Pragmatic Lifestyler
 ■ Pragmatic Homeseeker



## FLEXIBILITY RENTERS VS. STABILITY RENTERS

■ Flexibility Renter
 ■ Stability Renter



# THE RENTER OF THE FUTURE

## DEVICES IN AUSTRALIAN HOUSEHOLDS

IN AUSTRALIAN RENTAL HOUSEHOLDS, ON AVERAGE, EACH ADULT OWNS:



**1.1**  
SMARTPHONES



**0.6**  
TABLETS



**1.0**  
LAPTOPS

ON AVERAGE, THE TECH LIFESTYLER OWNS:



**1.4**  
SMARTPHONES



**0.8**  
TABLETS



**1.2**  
LAPTOPS



**0.2**  
SMART WATCHES



**0.5**  
SMART TVs

TECH LIFESTYLERS HAVE:



**+2.7x**

2.7x more smart watches than the average Australian renter



**+1.5x**

1.5x more smart TVs than the average Australian renter



**+1.31x**

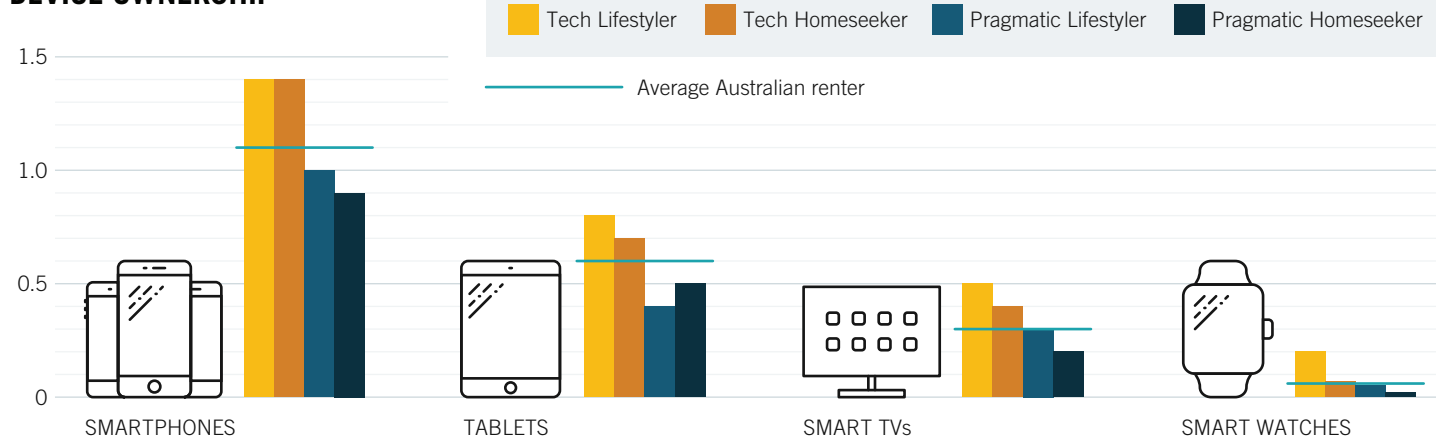
1.31x more tablets than the average Australian renter



**+1.26x**

1.26x more smartphones than the average Australian renter

## DEVICE OWNERSHIP



FLEXIBILITY RENTERS HAVE:



**33%**  
more smartphones per person than *Stability Renters*



**45%**  
more tablets per person than *Stability Renters*



**35%**  
more laptops per person than *Stability Renters*

STABILITY RENTERS HAVE:



**21%**  
more desktop computers per person than *Flexibility Renters*

## METHODOLOGY:

McCrindle survey to 1,007 Australians renting in Australia's capital and major cities, in field from 2nd to 7th December 2015.

Infographic by

**mccrindle**  
FORECASTS • STRATEGY • RESEARCH

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**OPTUS** *yes*