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November 2024



Background

Since late 2022, researchers at Dome have carried out periodic user and market research with the intention of understanding how people live in different cities and in particular, their experience when it came to the process of renting a home.

The leading assumption was that most of the working-class who could afford to rent a flat, apartment or a home in the city often experienced the same or similar problems with respect to the renting process, irrespective of demographics such as race, gender, age, ethnicity and education, as well as prevailing economic factors such as their income, credit score and occupation.

To investigate this assumption, we carried out surveys and spoke to 60 people in total spread across 4 cities: Lagos, Nairobi, London and Barcelona. These cities were specifically selected because of the uniqueness of diversity and the socio-economic realities of these cities residents.

Demographics

Our research sample group was made up of individuals matching the following:

Age range	25 to 40
Gender	M, F, NB, Others
Occupation	Variable
Education	Variable
Race Ethnicity	Diverse
Living conditions	Renters

Methods

Surveys	60 respondents
In-person interviews	40 participants
Focus group	10 participants

Locations

Lagos, Nigeria

Population	22M approx.
Who rents?	80% approx.
Avg. income	₦120,000.00 p/m approx.
Avg. rent 1BR • city centre	₦750,000.00 p/y
Avg. age	30
Economy	SMBs

Nairobi, Kenya

Population	5.3M approx.
Who rents?	64% approx.
Avg. income	KES 93,000.00 p/m approx.
Avg. rent 1BR • city centre	KES 51,000.00 p/m
Avg. age	32
Economy	SMBs Services



Background

Locations

London, England

Population	15M approx.
Who rents?	80% approx.
Avg. income	£44,000.00 p/y
Avg. rent 1BR • city centre	£3,000.00 p/m
Avg. age	33
Economy	Services



Barcelona, Spain

Population	1.6M approx.
Who rents?	90% approx.
Avg. income	€35.000,00 p/y
Avg. rent 1BR • city centre	€1.200,00 p/m
Avg. age	29
Economy	SMBs Hospitality



Disclaimer

These figures were determined from the analysis of the outcome of Dome research and publicly available data.



70%

of people who rent
are single

82%

are unhappy with their
renting situation

6

weeks avg.

search to move in

8/10

have complaints about
amenities and the
building within **3 months**

65%

settled for a house
because of urgency

55%

changed their mind on location
because of the cost of living

70%

believed they signed shady and
unfavourable rental contracts

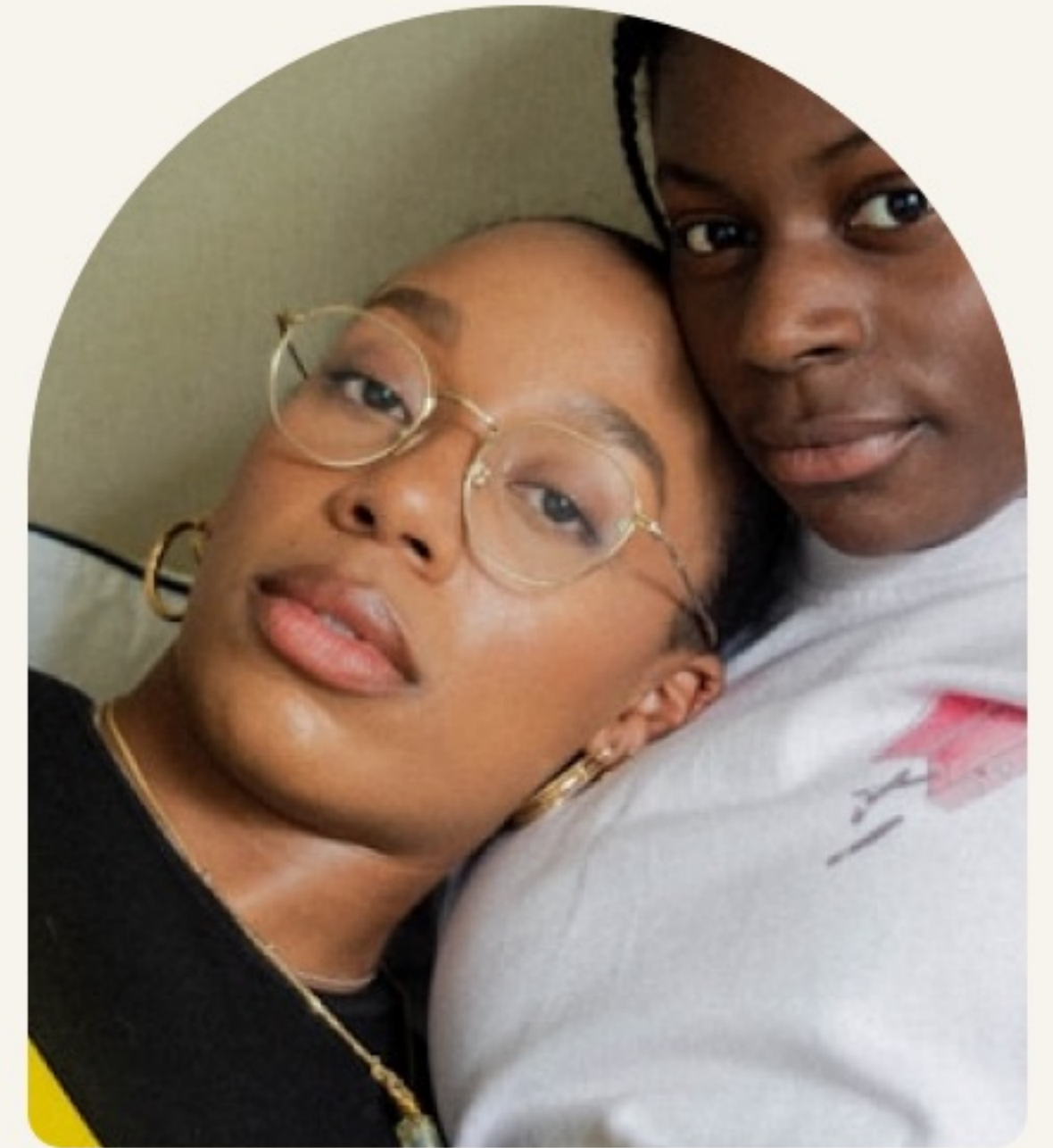


Diversity matters

People who rent are diverse

Experiences are diverse

Community matters



84%

preferred to rent where they felt they could easily adapt

A large graphic consisting of a black rounded square. Inside this square is a yellow house-shaped icon with a semi-circular roof. The text "0%" is centered within the yellow house. Below the house icon, the text "reviewed a home before signing a rental contract" is written in a yellow, sans-serif font.

0%

reviewed a home before
signing a rental contract



People want to know about





85%

who identify as womxn, POC & queer experienced some form of discrimination

40%

got secondary information from family and friends

75%

say listings don't match reality

7/10

experienced unreasonable clauses in their rental agreements

89%

want convenience while house hunting

92%

want more data before making a decision

64%

consider moving out after 6 months



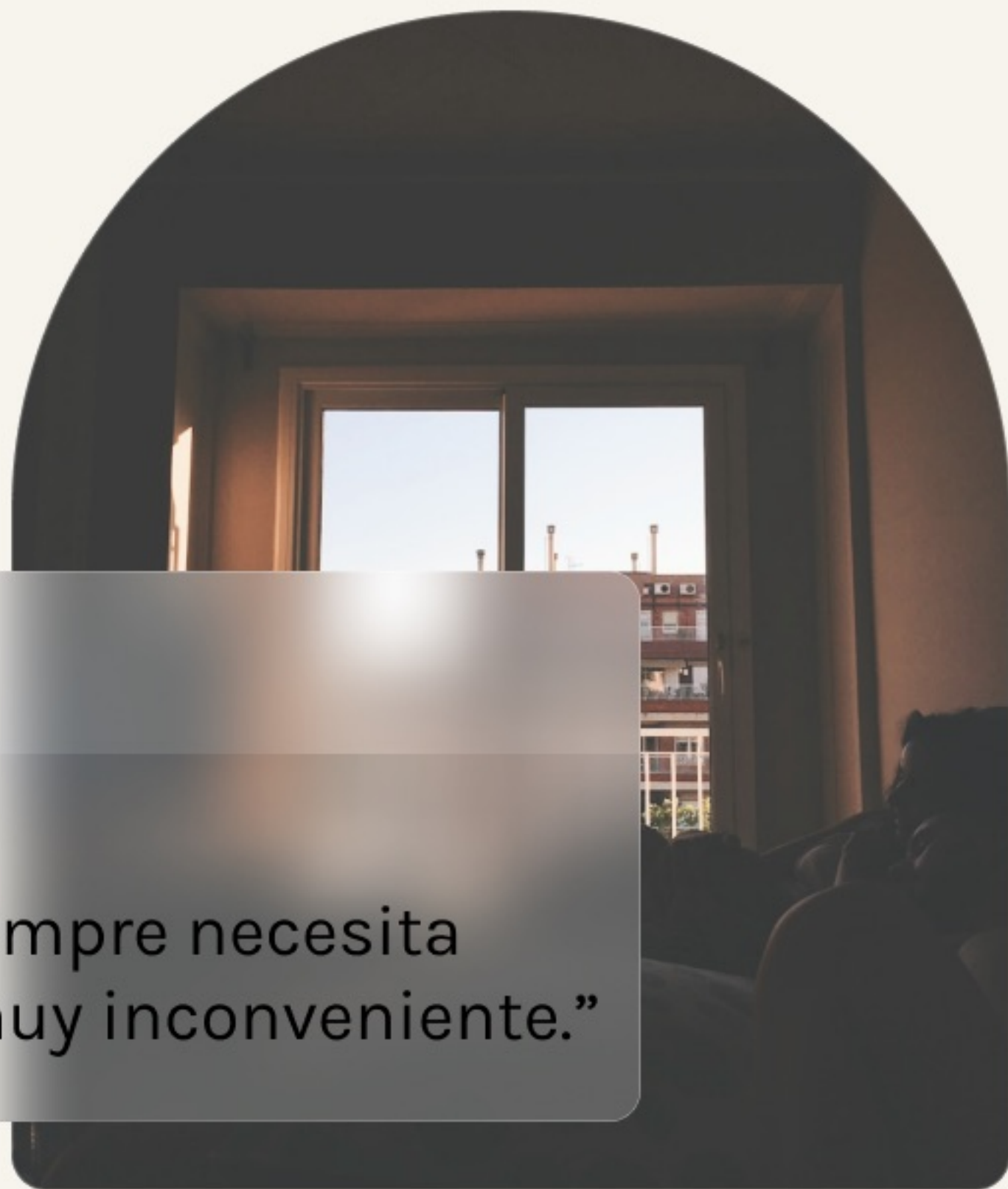
Lagos, Nigeria
Adenike O.

She said
“Living in this apartment has
been a real exercise in patience”



Nairobi, Kenya
Michael H.

He said
“Had to instantly find a new home
because my building was sold.”



Barcelona, Spain
M. Morales

They said
“El ascensor siempre necesita
reparaciones, muy inconveniente.”



Barcelona, Spain
J. Alvaro

He said
“El propietario nunca responde
cuando algo necesita atención.”



Summary

Renting a place to live is still a process that needs more transparency for all parties involved, especially for the people who pay the price both monetarily, mentally and in various other ways.

There are clear indications that point to the need for a change in how things work but change can be slow and unfamiliar. Equitable living for all is a paramount human right for every one and for most of the people who rent, non-negotiable.

We can all play a part to effect the change that makes a real difference in how we rent individually as well as a community and we believe at Dome we can make this happen.

Special thanks to

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|------------------|----------------------------|
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| All participants | Global |
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