



## **Government Departments sign up to landlords and tenants research panels**

**London 15th July 2009:** Leading market research agency, BDRC ([www.bdrc.co.uk](http://www.bdrc.co.uk)), is pleased to announce that two government departments, Work and Pensions and Communities and Local Government, are the latest organizations to sign up for information and analysis about the property rental market. The men and women from the ministries will receive quarterly reports from the Landlords Panel and biannual reports from the new Tenants Panel.

The Landlords Panel, established in 2006, is based on 500 x 30-minute online surveys with residential property landlords. The participants are carefully selected to ensure that the sample represents the total UK population of landlords by the size of their letting portfolio and other key factors such as geography.

The Tenants Panel is in its final development stages and BDRC has invited clients to contribute to its development. It has been introduced in response to demand: with one in four adults in the UK now living in some form of rental tenure and the recent 'Rugg Review' highlighting a need for high quality systematic research into this market. The panel will be based on a representative sample from across the income spectrum, from high-income renters to students and people on housing benefit. It will consist of 2000 tenants over the age of 18 and will survey participants about their aspirations, condition of property and relationship with landlords.

Mark Long, Business Propositions Director, BDRC, says, "We are delighted to add these two government departments to our client list. Their need to have a 360-degree view of the property market, on an ongoing basis, shows just how

important housing is as a live political issue in these straitened economic times. Given our experience in surveying the private rental sector with the Landlords Panel it seemed to be timely and logical to set up a complementary study for tenants.”

Ends

**For press enquiries please contact:**

Geraldine Gitel, PR Consultant Greenfields Communications  
[ggitel@greenfieldscommunications.com](mailto:ggitel@greenfieldscommunications.com) Tel: +44 791 788 5380

Mark Long, Business Propositions Director, BDRC  
[Mark.long@bdrc.co.uk](mailto:Mark.long@bdrc.co.uk) Tel: Enquiries 020 7400 1016

**About BDRC**

Founded in 1991, Business Development Research Consultants is a leading full service market research agency. Working primarily for service organisations, the company specialises in hotels, finance, travel and tourism and mobile telephony. The acquisition of Continental Research at the beginning of 2008 added media and advertising, public sector and technology research expertise to the portfolio of market sectors covered. Headquartered in London, the company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to their research. BDRC was the recipient of the 'Applications of Research' award at the 2008 Market Research Society awards ceremony. For more information, please visit [www.bdrc.co.uk](http://www.bdrc.co.uk).