

Press Release

Deutsche Wohnen maintains quality – solid results from the 2021 tenants’ survey

Berlin, January 27, 2022. Deutsche Wohnen has conducted its tenants’ survey for the fourth time now. What was new this year was that approximately 3,700 tenants were consulted in a digital survey in addition to the approximately 31,000 respondents who were sent the survey by post.

As in previous years, the results remain positive. Accordingly, around 86% of Deutsche Wohnen tenants are satisfied with their flat (2020: 88%) and 81% of tenants are satisfied with Deutsche Wohnen overall (2020: 82%). The response rate in the survey compared to the previous year was at the same high level of around 34%. The response rate in the digital sample was even higher at 42%.

Lars Urbansky, co-CEO of Deutsche Wohnen: “It has been a turbulent year, both for society as a whole and for Deutsche Wohnen as a company. And the corona pandemic continues to dominate our day-to-day lives. So it is all the more important that our tenants feel safe and secure in their homes. And it is really positive feedback that our tenants confirm to us that this is the case.”

Greatest improvements in the area of external grounds

For the third time in a row the tenants reported that there had been improvements in the cleanliness of their estates. This is shown particularly in the ratings given by the tenants to the external grounds in Deutsche Wohnen’s estates. The results on this point rose from 66.1% to 68.5% in 2021 (+ 2.4%). Moreover, from the tenants’ point of view, the level of maintenance of the external grounds and green areas has improved significantly, with satisfaction levels now at 66.3% (2020: 61.9%). This shows that the measures implemented over the past few years - for example, the restructuring of services and more extensive quality control and assurance – are now bearing fruit and are becoming increasingly noticeable to residents. In addition, Deutsche Wohnen launched its programme “Bees find a home” two years ago. As part of this programme, tenants who want their external grounds to be designed in a bee-friendly way can contact the company. To date, this programme has meant that 31,200 m² of green areas have been redesigned.

Last year, tenants also expressed the wish for more bicycle parking facilities. With our programme “5,000 bicycle parking spaces in 5 years”, which was launched last year, a start was made with initial measures – ranging from extensive site inspections to selecting providers and types of parking spaces, always with a view to the specific requirements of the individual estate.

First-time comparison of the digital survey sample

The results of the digital survey sample are similar to those of the survey conducted by post. Of particular note here is a significant increase of 5.5% in the area of customer service, so that the satisfaction levels in this area are now at 70.3%. Over the past few years there have been major developments in the digital customer portal with the aim of improving the service provided to tenants.

The survey

The tenants' survey was conducted by ActivBo for the third time and ran from August to November 2021. ActivBo is an independent institute providing analysis and consultancy. It was founded in 1991 and specialises in tenants' surveys for the housing industry. For this most recent representative survey, approximately 32,000 households across Germany were contacted by post. This number also included a survey of all of the households in individual estates in Berlin, Koblenz, Leipzig and Magdeburg. The tenants' survey is anonymised in each case. This means that it is not possible to identify individual respondents on the basis of their responses. The tenants' feedback is evaluated exclusively in aggregated form.

Further diagrams and data can be requested from Deutsche Wohnen via the following link: pr@deutsche-wohnen.com.

For every questionnaire that was returned, Deutsche Wohnen, as it did last year, donated one euro to the [#sicherheim](#) campaign. This meant that a total sum of EUR 10,000 was raised in 2021. The campaign seeks to support the victims of domestic violence and to give publicity to an issue that is often hidden from view. The donation serves to support the work of women's rights organisations.

Deutsche Wohnen

Deutsche Wohnen is one of the leading publicly listed residential property companies in Europe. The business focus of the company is on managing its own portfolio of residential properties in dynamic metropolitan regions and conurbations in Germany. Deutsche Wohnen sees itself as having both a social responsibility and a duty to maintain and newly develop good-quality and affordable housing in vibrant residential neighbourhoods. As at 30 September 2021, the portfolio comprised a total of around 158,000 units, of which 155,000 were residential and around 3,000 commercial.