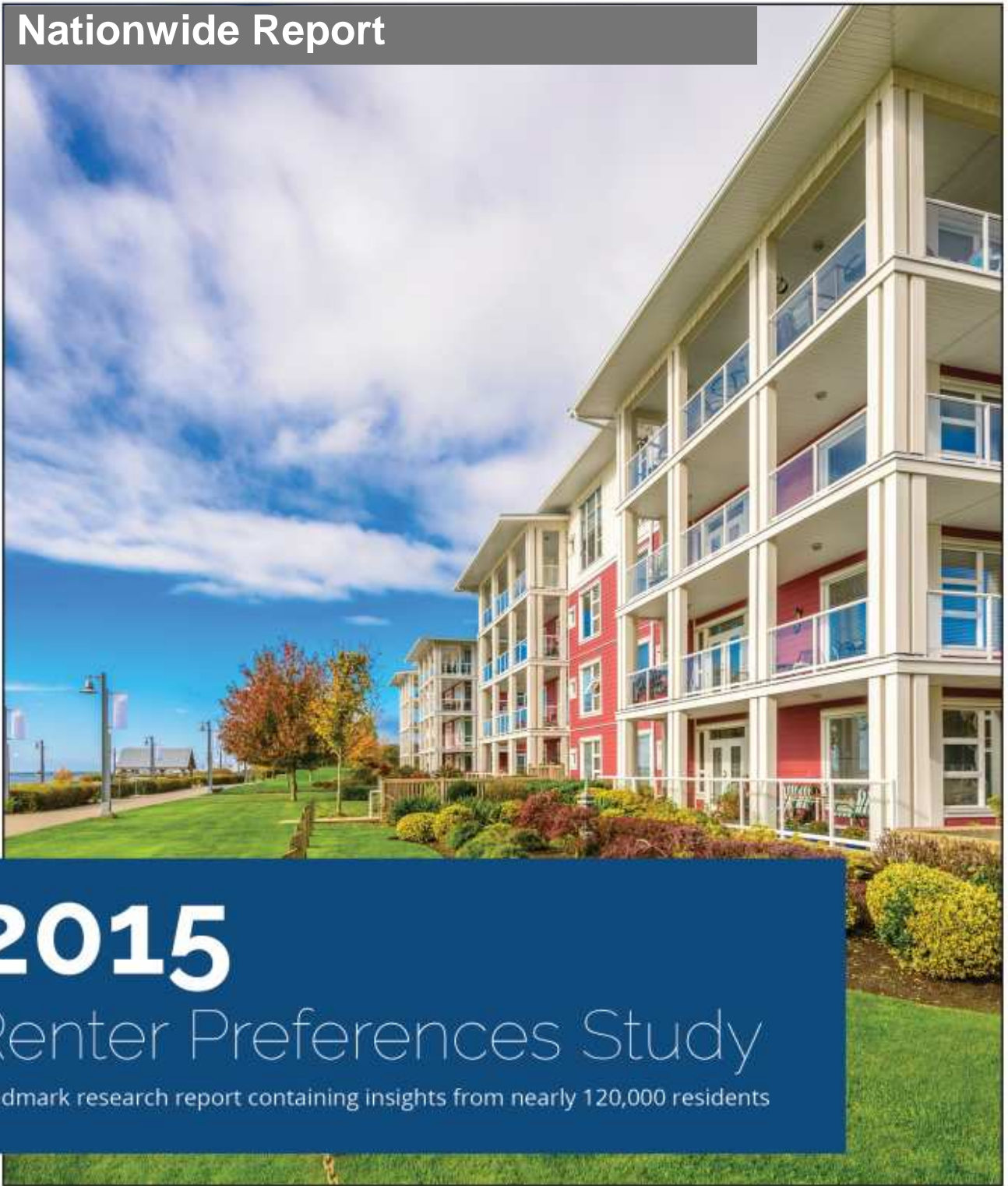


Nationwide Report



**2015**

## Renter Preferences Study

Landmark research report containing insights from nearly 120,000 residents



NATIONAL  
MULTIFAMILY  
HOUSING  
COUNCIL

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**Appendix**

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## PROJECT OVERVIEW AND METHODOLOGY

In partnership with the National Multifamily Housing Council (NMHC), Kingsley Associates conducted its second landmark survey of renter preferences with participation from a selection of leading firms in the multifamily real estate industry. This "nationwide" report contains results from all responses received across the entire study. Where available, trends from 2013 are displayed.

### Overview:

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The 2015 Renter Preferences Study was conducted in August 2015 with the purpose of gathering feedback directly from residents to identify:

- Apartment Feature Preferences
- Community Amenities Preferences
- Resident "Decision to Rent" Factors
- Pricing Expectations
- Apartment Search Methods
- Lease Decision Factors
- Preferred Neighborhood Destinations
- Community Services
- Communications and Online Services
- Community Online Presence
- Community and Apartment Resident Demographics

### Participating Firms:

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The study included residents from twenty two industry-leading multifamily firms who own and/or operate over 1.2 million units across the United States. Invitations to the web survey were distributed via email to a sampling of residents, and responses were received from 119,266 residents at 3,280 communities. The participating firms included were:

- Alliance Residential Company
- AMLI Residential
- Avesta
- Bell Partners
- Berkshire Property Advisors
- Camden Property Trust
- Crescent Communities
- Essex Property Trust
- Gables Residential
- Greystar Real Estate Partners
- Home Properties
- Kettler Management
- Lincoln Property Company
- Monogram Residential
- Pinnacle
- The Dolben Company
- The Laramar Group
- The Marquette Companies
- The Scion Group
- Trammell Crow Residential
- Windsor Communities
- Wood Partners

**EXECUTIVE SUMMARY**

The National Multifamily Housing Council and Kingsley Associates partnered to survey over 500,000 residents across the US regarding their apartment rental experience. As a follow up to the inaugural survey initiated in 2013, the 2015 NMHC / Kingsley Renter Preferences Study shines light upon nearly 120,000 apartment residents' perspectives on preferred neighborhood destinations, methods used in the apartment search process, and interest in and pricing expectations for 69 apartment features and community amenities.

**Apartment / Community Features**

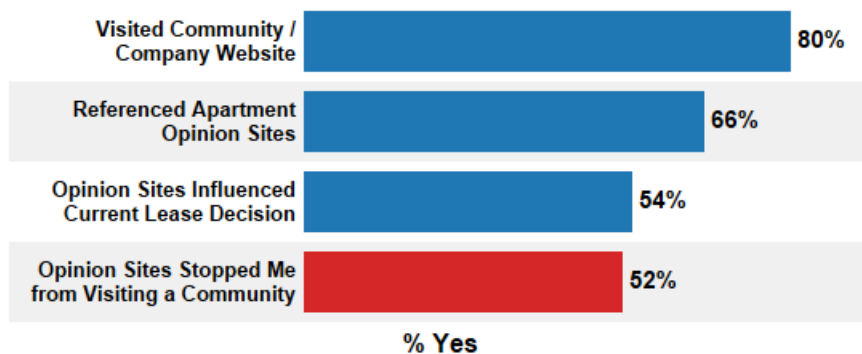
High speed internet access continues to be the apartment feature that generates the highest level of interest. While still remaining important, residents' interest in a patio / balcony has declined four spots from 2013. Residents indicate high levels of interest in walk-in closets, soundproof walls, and smart thermostats, all new to the survey in 2015.

Below is a list of the top 10 areas (out of 69 total features / amenities), sorted by percent interested (4s and 5s on a 1-5 scale). In addition to residents' interest in amenities, Kingsley Associates and NMHC also collected information on what residents expect to pay for the additional amenities.

Apartment / Community Amenity	% Interested		Pricing
	2013	2015	
High Speed Internet Access	93%	94%	\$35
Parking	--	94%	\$32
Walk-in Closet	--	89%	\$49
Soundproof Walls	--	88%	\$62
Patio or Balcony	93%	87%	\$52
Washer / Dryer in Unit	88%	87%	\$64
Microwave	85%	87%	\$21
Refrigerator With Water / Ice Dispenser	83%	85%	\$31
Garbage Disposal	88%	83%	\$17
Pool	--	83%	\$46

**Apartment Search Behavior**

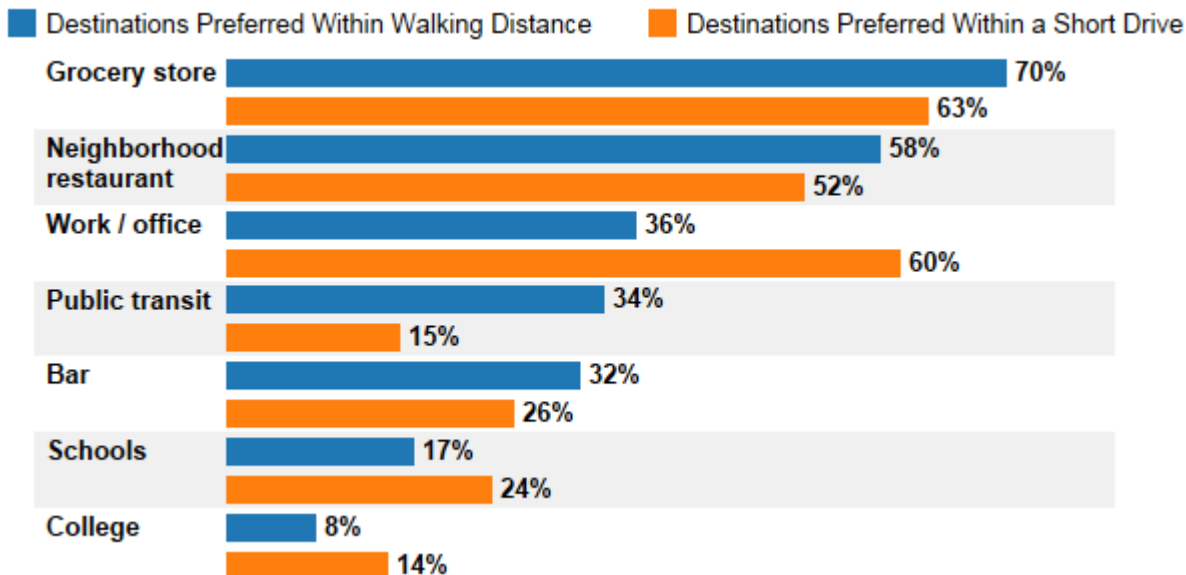
The survey included a series of questions regarding how residents search for their apartments. The study reveals that 73% of residents reference at least one internet listing site (ILS), while 80% of residents visit a specific community website. During the apartment search process, opinion sites play an influential role not only in determining which apartment communities should be visited, but also in the ultimate rental decision.



**EXECUTIVE SUMMARY**

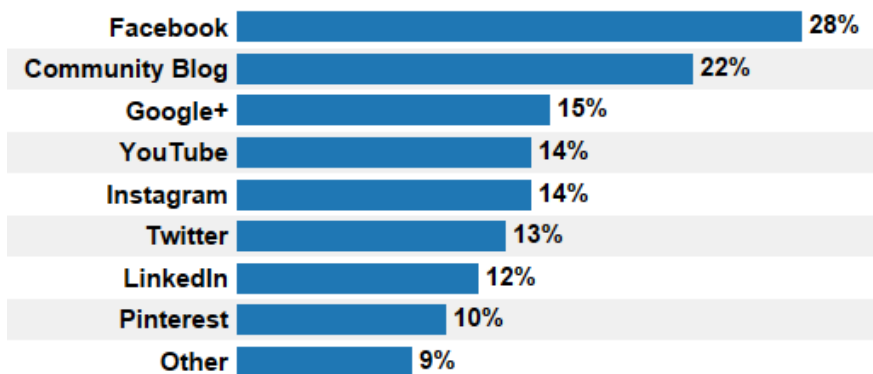
**Neighborhood Destinations**

Residents indicate the neighborhood features of greatest importance are proximity to local businesses, walkability of the area, and restaurants. Apartment renters have strong opinions about whether regular neighborhood destinations need to be within walking or driving distance. Residents prefer that grocery stores, restaurants, bars, and public transit be within walking range. Conversely, renters place less importance on immediate proximity to work and office destinations, but these locations must be within a short drive from the apartment.



**Social Media Engagement and Importance**

While thirty-six percent of residents have visited at least one of their community's social media websites, they generally place a low level of importance on social media engagement by their apartment communities. When asked how often they would check their community's Facebook page, 50% said they would never check. The chart below shows the percentage of residents indicating it is important for their community to engage on the following social media sites.



*This Executive Summary highlights only a portion of the survey results. The full report includes resident responses to over 200 questions. Additional market reports (44) are available on [www.NMHC.org](http://www.NMHC.org). In the appendix included in the back of this report, survey results are broken down based on demographics, including age, property class, apartment floor plan, gender, income, and living arrangement.*



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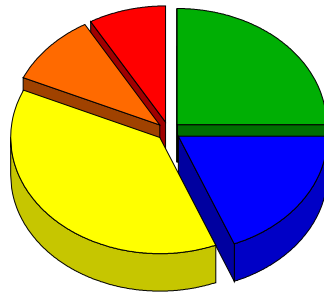
## Resident Demographics



Resident Demographics

Question : Length of Time as a Resident  
 Question Text : *How long have you been a resident of this apartment community?*

0-6 months	25.1%
7-12 months	18.7%
1-3 years	37.9%
4-5 years	10.0%
6+ years	8.3%
<b>Total:</b>	<b>100.0%</b>



Distribution of Responses: Length of Time as a Resident

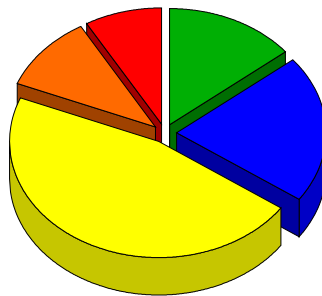
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
0-6 months	29,698	25 %	32 %
7-12 months	22,071	19 %	19 %
1-3 years	44,876	38 %	33 %
4-5 years	11,828	10 %	9 %
6+ years	9,814	8 %	8 %

**Total Responses: 118,287 14,608**

Resident Demographics

Question : Planned Length of Residency  
 Question Text : *How long do you plan to stay at this community?*

0-6 months	14.1%
7-12 months	20.8%
1-3 years	46.3%
4-5 years	10.6%
6+ years	8.3%
<b>Total:</b>	<b>100.0%</b>



Distribution of Responses: Planned Length of Residency

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
0-6 months	16,490	14 %	--
7-12 months	24,305	21 %	--
1-3 years	54,234	46 %	--
4-5 years	12,361	11 %	--
6+ years	9,712	8 %	--

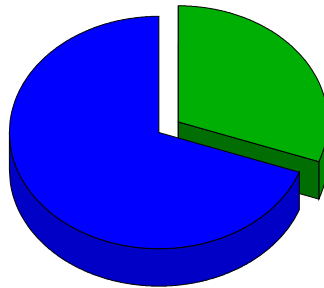
**Total Responses: 117,102**



Resident Demographics

Question : Anticipated Renting Situation  
 Question Text : *Five years from now, do you see yourself renting or owning?*

■ Renting	30.5%
■ Owning	69.5%
Total:	100.0%



Distribution of Responses: Anticipated Renting Situation

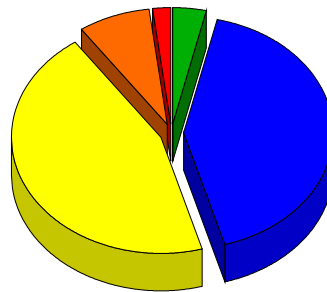
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Renting	35,446	31 %	--
Owning	80,722	69 %	--

**Total Responses: 116,168**

Resident Demographics

Question : Apartment Floor Plan  
 Question Text : *Which of the following best describes your apartment?*

■ Studio / efficiency	3.6%
■ 1 bedroom	41.9%
■ 2 bedroom	44.8%
■ 3 bedroom	7.8%
■ Other	2.0%
Total:	100.0%



Distribution of Responses: Apartment Floor Plan

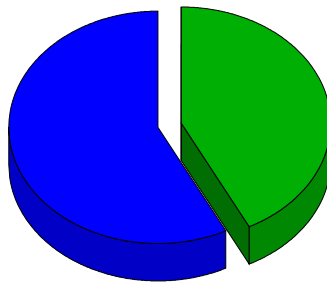
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Studio / efficiency	4,231	4 %	3 %
1 bedroom	49,199	42 %	44 %
2 bedroom	52,561	45 %	45 %
3 bedroom	9,127	8 %	7 %
Other	2,307	2 %	1 %

**Total Responses:** 117,425 14,600

Resident Demographics

Question : Gender  
 Question Text : *What is your gender?*

Male	42.5%
Female	57.5%
Total:	100.0%



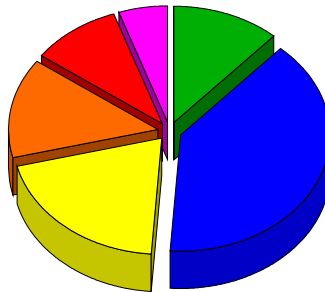
Distribution of Responses: Gender

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Male	48,943	43 %	39 %
Female	66,162	57 %	61 %
<b>Total Responses:</b>	<b>115,105</b>		<b>14,344</b>

Resident Demographics

Question : Age Range  
 Question Text : *What is your age?*

Under 25	11.8%
25-34	39.5%
35-44	19.9%
45-54	13.9%
55-64	9.6%
65+	5.4%
Total:	100.0%



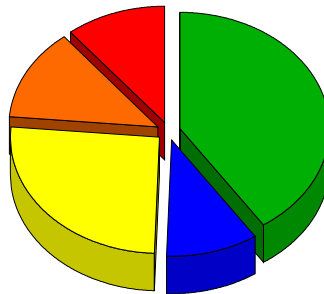
Distribution of Responses: Age Range

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Under 25	13,593	12 %	13 %
25-34	45,640	39 %	40 %
35-44	22,960	20 %	18 %
45-54	16,041	14 %	14 %
55-64	11,148	10 %	10 %
65+	6,217	5 %	5 %
<b>Total Responses:</b>	<b>115,599</b>		<b>14,383</b>

Resident Demographics

Question : Living Arrangement  
 Question Text : *What is your living arrangement?*

Single living alone	40.6%
Single w/ children	10.1%
Spouse / partner	25.7%
Spouse / partner w/ children	12.8%
Living w/ roommate	10.9%
Total:	100.0%



Distribution of Responses: Living Arrangement

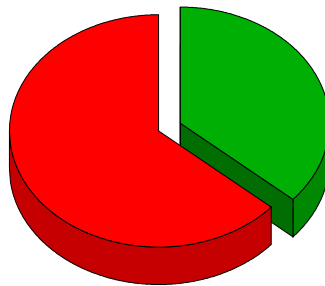
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Single living alone	46,975	41 %	43 %
Single w/ children	11,680	10 %	9 %
Spouse / partner	29,729	26 %	26 %
Spouse / partner w/ children	14,822	13 %	12 %
Living w/ roommate	12,587	11 %	11 %

**Total Responses: 115,793 14,345**

Resident Demographics

Question : Prior Home Ownership  
 Question Text : *Have you previously owned a home?*

Yes	36.4%
No	63.6%
Total: 100.0%	



Distribution of Responses: Prior Home Ownership

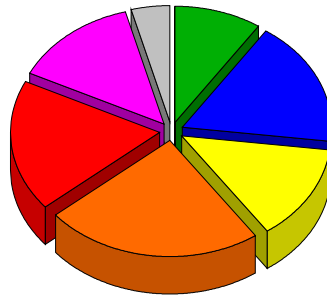
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	41,381	36 %	36 %
No	72,212	64 %	64 %
<b>Total Responses:</b>	<b>113,593</b>		<b>14,199</b>



Resident Demographics

Question : Annual Household Income  
 Question Text : *What is your annual household income?*

Less than \$25,000	9.5%
\$26,000 - \$40,000	17.5%
\$41,000 - \$50,000	13.3%
\$51,000 - \$74,000	23.5%
\$75,000 - \$100,000	18.5%
\$101,000 - \$150,000	13.4%
More than \$150,000	4.2%
Total:	100.0%



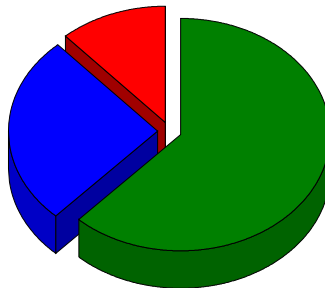
Distribution of Responses: Annual Household Income

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Less than \$25,000	10,358	9 %	9 %
\$26,000 - \$40,000	19,052	17 %	19 %
\$41,000 - \$50,000	14,506	13 %	15 %
\$51,000 - \$74,000	25,569	23 %	24 %
\$75,000 - \$100,000	20,125	18 %	18 %
\$101,000 - \$150,000	14,603	13 %	11 %
More than \$150,000	4,612	4 %	5 %
<b>Total Responses:</b>	<b>108,825</b>		<b>13,854</b>

Resident Demographics

**Question** : Household Income Change  
**Question Text** : *In the past five years, has your household income increased, remained flat, or decreased?*

Increased	62.0%
Remained flat	26.4%
Decreased	11.6%
Total:	100.0%

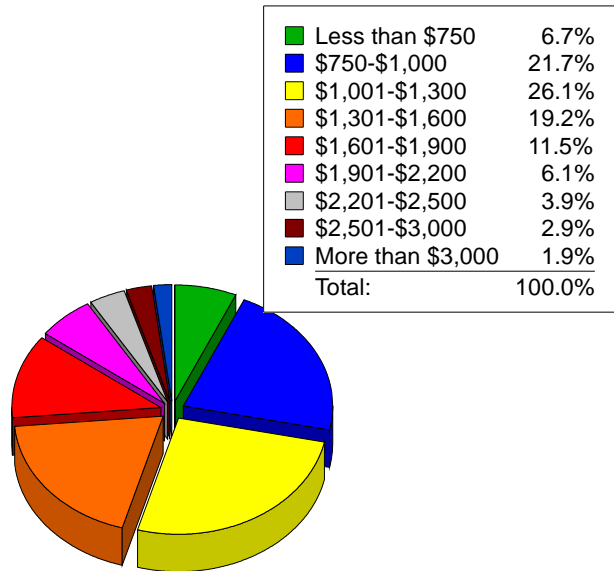


Distribution of Responses: Household Income Change

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Increased	71,342	62 %	57 %
Remained flat	30,323	26 %	28 %
Decreased	13,403	12 %	16 %
<b>Total Responses:</b>	<b>115,068</b>		<b>14,347</b>

Resident Demographics

Question : Monthly Rental Rate  
 Question Text : *What is your approximate monthly rental rate?*



Distribution of Responses: Monthly Rental Rate

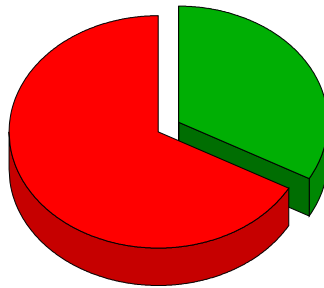
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Less than \$750	7,626	7 %	7 %
\$750-\$1,000	24,744	22 %	29 %
\$1,001-\$1,300	29,833	26 %	28 %
\$1,301-\$1,600	21,943	19 %	18 %
\$1,601-\$1,900	13,143	12 %	10 %
\$1,901-\$2,200	7,018	6 %	5 %
\$2,201-\$2,500	4,492	4 %	2 %
\$2,501-\$3,000	3,287	3 %	1 %
More than \$3,000	2,185	2 %	1 %

**Total Responses: 114,271 14,546**

Resident Demographics

Question : Pet Ownership  
 Question Text : *Are you a pet owner?*

Yes	32.9%
No	67.1%
Total: 100.0%	



Distribution of Responses: Pet Ownership

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	38,764	33 %	--
No	78,916	67 %	--

**Total Responses: 117,680**

*Resident Demographics*

Question : Pets Owned  
 Question Text : *Do you have dogs, cats, or other pets?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Dog(s)	27,339	68 %	--
Cat(s)	13,313	33 %	--
Other	2,662	7 %	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

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## Interest Level - Features, Amenities & Activities





Apartment Features - Interest In  
 Rating Areas

**Apartment Features:** Respondents were asked to indicate their interest level in the following apartment features. Answers are sorted in descending order, so that those features that residents find of most interest are at the top.

**Scale:** 1 = not at all interested, 2 = uninterested, 3 = neutral, 4 = interested, 5 = very interested

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
High Speed Internet Access	4.76	93%	94%
Walk-in Closet	4.55	--	89%
Washer / Dryer in Unit	4.53	88%	87%
Soundproof Walls	4.52	--	88%
Microwave	4.51	85%	87%
Patio or Balcony	4.49	93%	87%
Refrigerator With Water / Ice Dispenser	4.47	83%	85%
Garbage Disposal	4.40	88%	83%
Smart Thermostats	4.33	--	81%
Ceiling Fan	4.32	80%	81%
Access to Cable TV	4.25	70%	78%
Pre-installed Wifi in Apartment	4.20	--	76%
Stove Hood	4.19	75%	76%
Premium Countertops	4.16	71%	75%
Hardwood Floors	4.16	72%	77%
Washer / Dryer Hookups	4.08	76%	73%
Walk-in Pantry	4.06	72%	70%
Kitchen Island	4.04	69%	71%
Device-charging Stations	3.90	--	66%
Modular Closet System	3.90	--	67%
Alarm System	3.77	68%	60%
Non-key Secure Access	3.77	--	61%
TV Wall Mount	3.73	--	59%

Apartment Features - Interest In  
 Rating Areas, *continued*

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Vaulted Ceilings	3.60	58%	56%
Separate Bath Tub and Shower	3.58	52%	55%
Gas Stove	3.55	--	56%
Double Vanity in Master Bath	3.51	61%	55%
Crown Molding	3.39	44%	48%
Built-in Bookshelves	3.36	57%	48%
Fireplace	3.28	42%	48%
Access to Satellite TV	3.24	33%	47%
Two Master Bathrooms	3.18	--	43%
Formal Dining Room	3.07	43%	40%
Exposed Brick Walls	2.84	--	34%
Double Oven	2.80	36%	34%
Furniture Rental Service	2.01	--	15%

Community Amenities - Interest In  
 Rating Areas

**Community Amenities:** Respondents were asked to indicate their interest level in the following community amenities. Answers are sorted in descending order, so that those amenities that residents find of most interest are at the top.

**Scale:** 1 = not at all interested, 2 = uninterested, 3 = neutral, 4 = interested, 5 = very interested

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Parking	4.74	--	94%
Pool	4.39	--	83%
Secured Community Access	4.33	--	80%
Fitness Center	4.32	84%	82%
Recycling	4.28	--	80%
Non-Smoking Buildings	4.21	--	76%
Sustainability / Green Certifications	4.13	--	75%
Sustainability / Green Initiatives	4.10	--	73%
Additional Storage Space Outside Of Unit	4.05	--	72%
Package Delivery Room / Holding Area	4.01	78%	72%
Outdoor Recreational Facilities	3.78	--	63%
Community Wifi	3.71	70%	61%
Fitness Classes	3.66	61%	59%
Barbecue Grill	3.63	--	58%
Lounge Area / Party Room	3.63	--	57%
On-Site Car Wash	3.53	55%	56%
Business Center	3.33	43%	47%
Valet Trash Service	3.23	46%	47%
Concierge Services	3.20	--	44%
Community Chef Kitchen Space	3.19	--	43%
Playground	3.11	--	43%

Community Amenities - Interest In  
 Rating Areas, *continued*

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Community Vegetable Garden	3.03	--	39%
Conference Room / Meeting Space	2.94	--	35%
Laundry Lockers	2.90	--	36%
Community Dog Park	2.72	40%	37%
Bike Storage	2.71	--	33%
Community Pet-washing Station	2.45	29%	29%
Bike Maintenance / Repair Area	2.39	--	22%
On-Site Childcare	2.36	18%	25%
Bike Sharing	2.25	--	18%
Car-charging Station	2.24	21%	19%
Car Sharing	2.19	--	18%
Dog Treats in Lobby	2.18	25%	20%

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## Pricing Expectations - Features, Amenities & Activities



Apartment Features - Pricing  
 Rating Areas

**Apartment Features - Pricing:** Respondents were asked to indicate how much more rent per month a renter in their area would expect to pay for the following apartment amenities. Answers are sorted in descending order, so that those features that residents would pay the most for are at the top.

Scale: \$1 to \$250 in \$10 increments

Amenity / Feature	Average Dollars per Month
Two Master Bathrooms	\$ 82.07
Furniture Rental Service	\$ 67.49
Washer / Dryer in Unit	\$ 64.46
Soundproof Walls	\$ 62.37
Hardwood Floors	\$ 60.93
Separate Bath Tub and Shower	\$ 57.98
Formal Dining Room	\$ 53.97
Patio or Balcony	\$ 52.48
Vaulted Ceilings	\$ 51.85
Fireplace	\$ 50.64
Exposed Brick Walls	\$ 49.01
Walk-in Closet	\$ 48.63
Premium Countertops	\$ 47.28
Double Vanity in Master Bath	\$ 46.32
Modular Closet System	\$ 45.98
Kitchen Island	\$ 44.62
Washer / Dryer Hookups	\$ 41.56
Alarm System	\$ 41.21
Pre-installed Wifi in Apartment	\$ 38.81
Double Oven	\$ 38.38
Built-in Bookshelves	\$ 38.26
Crown Molding	\$ 36.96
Walk-in Pantry	\$ 35.82
High Speed Internet Access	\$ 35.37
Smart Thermostats	\$ 35.13



Apartment Features - Pricing  
 Rating Areas, *continued*

Amenity / Feature	Average Dollars per Month
Non-Key Secure Access	\$ 34.06
Access to Satellite TV	\$ 32.27
Gas Stove	\$ 31.85
Refrigerator With Water / Ice Dispenser	\$ 30.91
Ceiling Fan	\$ 30.56
Access to Cable TV	\$ 30.55
Device-Charging Stations	\$ 27.40
TV Wall Mount	\$ 26.41
Stove Hood	\$ 23.19
Microwave	\$ 21.07
Garbage Disposal	17.45

Community Amenities - Pricing  
 Rating Areas

**Community Amenities - Pricing:** Respondents were asked to indicate how much more rent per month a renter in their area would expect to pay for the following community amenities. Answers are sorted in descending order, so that those features that residents would pay the most for are at the top.

Scale: \$1 to \$250 in \$10 increments

Amenity / Feature	Average Dollars per Month
On-Site Childcare	\$ 61.42
Pool	\$ 45.70
Fitness Classes	\$ 43.72
Outdoor Recreational Facilities	\$ 40.95
Fitness Center	\$ 40.77
Playground	\$ 37.70
Secured Community Access	\$ 37.63
Community Chef Kitchen Space	\$ 37.37
Lounge Area / Party Room	\$ 37.13
Non-Smoking Buildings	\$ 36.68
Concierge Services	\$ 36.55
Car-Charging Station	\$ 35.47
Community Vegetable Garden	\$ 35.19
Additional Storage Space Outside Of Unit	\$ 34.47
Sustainability / Green Certifications	\$ 32.64
Car Sharing	\$ 31.76
Parking	\$ 31.61
Sustainability / Green Initiatives	\$ 30.82
Valet Trash Service	\$ 29.13
Laundry Lockers	\$ 29.05
Barbecue Grill	\$ 28.97
Recycling	\$ 26.42
Conference Room / Meeting Space	\$ 25.97
On-Site Car Wash	\$ 25.81
Bike Sharing	\$ 24.35

Community Amenities - Pricing  
Rating Areas, *continued*

Amenity / Feature	Average Dollars per Month
Bike Maintenance / Repair Area	\$ 23.79
Business Center	\$ 23.49
Community Wifi	\$ 22.31
Bike Storage	\$ 21.27
Package Delivery Room / Holding Area	19.96

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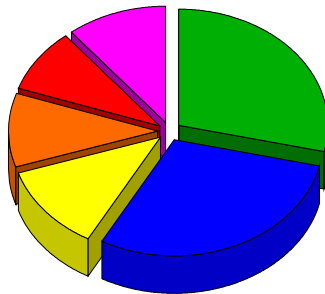
## Decision to Rent



Decision to Rent

Question : Reason for Renting  
 Question Text : *Why do you choose to rent rather than own?*

■ It suits my lifestyle	28.6%
■ I may need to move and renting offers more flexibility	29.5%
■ I like this neighborhood but cannot afford to buy here	11.8%
■ I cannot find a home I want to buy	10.4%
■ I do not want to take the financial risk of buying a home	8.9%
■ Other	10.8%
Total:	100.0%



Distribution of Responses: Reason for Renting

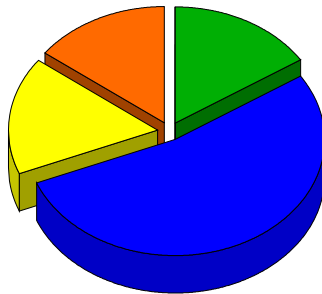
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
It suits my lifestyle	30,276	29 %	--
I may need to move and renting offers more flexibility	31,247	29 %	--
I like this neighborhood but cannot afford to buy here	12,551	12 %	--
I cannot find a home I want to buy	11,060	10 %	--
I do not want to take the financial risk of buying a home	9,396	9 %	--
Other	11,456	11 %	--

**Total Responses: 105,986**

*Decision to Rent*

**Question** : Time Frame for Buying a Home  
**Question Text** : *When, if ever, do you plan to buy a home?*

■ Within the next 12 months	15.8%
■ Within the next 5 years	53.0%
■ Longer than 5 years from now	16.4%
■ I do not plan to buy a home	14.8%
Total:	100.0%



**Distribution of Responses: Time Frame for Buying a Home**

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Within the next 12 months	16,707	16 %	--
Within the next 5 years	55,947	53 %	--
Longer than 5 years from now	17,306	16 %	--
I do not plan to buy a home	15,644	15 %	--

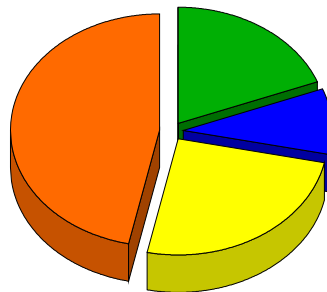
**Total Responses: 105,604**

Decision to Rent

Question : I Would Buy a Home If...

Question Text : *Which of these life events would prompt you to buy a home?*

■ If I got married	19.2%
■ If I decided to have children	9.2%
■ If my job situation became more secure	24.9%
■ No particular life event would prompt me to buy	46.8%
Total:	100.0%



Distribution of Responses: I Would Buy a Home If...

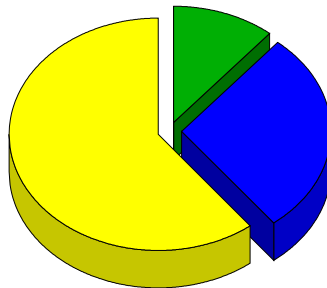
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
If I got married	20,095	19 %	--
If I decided to have children	9,653	9 %	--
If my job situation became more secure	26,096	25 %	--
No particular life event would prompt me to buy	49,084	47 %	--

**Total Responses: 104,928**

Decision to Rent

**Question** : Type of Neighborhood to Buy House  
**Question Text** : *If you were to buy a home, would you stay in the same type of neighborhood?*

Seeking more urban neighborhood	11.1%
Seeking more suburban neighborhood	28.3%
Seeking a neighborhood similar to my current one	60.6%
<b>Total:</b>	<b>100.0%</b>



**Distribution of Responses: Type of Neighborhood to Buy House**

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Seeking more urban neighborhood	11,591	11 %	--
Seeking more suburban neighborhood	29,482	28 %	--
Seeking a neighborhood similar to my current one	63,081	61 %	--

**Total Responses: 104,154**

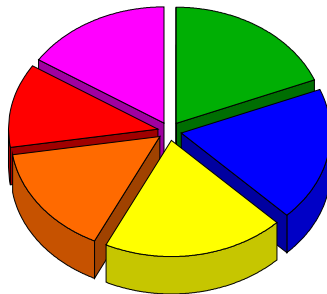


Decision to Rent

Question : Rent Increase in Past 12 Months

Question Text : *How much has your rent increased in the last 12 months?*

■ It has not increased	18.9%
■ 1-3%	18.7%
■ 3-6%	19.8%
■ 6-10%	15.1%
■ More than 10%	11.8%
■ I have not lived in my current home for 12 months	15.8%
Total:	100.0%



Distribution of Responses: Rent Increase in Past 12 Months

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
It has not increased	19,349	19 %	--
1-3%	19,086	19 %	--
3-6%	20,241	20 %	--
6-10%	15,410	15 %	--
More than 10%	12,067	12 %	--
I have not lived in my current home for 12 months	16,176	16 %	--

**Total Responses: 102,329**

2015

NMHC / Kingsley  
Renter Preferences Study

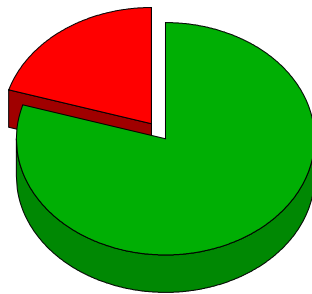
## Apartment Search & Lease Decision Factors



Apartment Search

**Question** : Visited Community / Company Website  
**Question Text** : *In your most recent apartment search, did you visit the community / company website?*

Yes	79.8%
No	20.2%
Total: 100.0%	



Distribution of Responses: Visited Community / Company Website

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	78,407	80 %	--
No	19,866	20 %	--

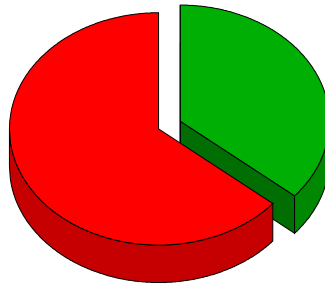
**Total Responses: 98,273**

Apartment Search

Question : Visited Community Social Media Websites

Question Text : *In your most recent apartment search, did you visit the community social media websites?*

Yes	36.1%
No	63.9%
Total: 100.0%	



Distribution of Responses: Visited Community Social Media Websites

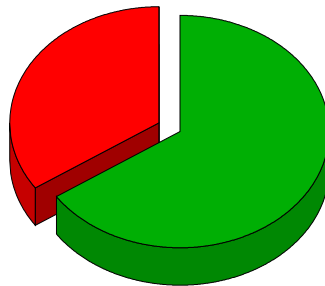
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	35,164	36 %	--
No	62,112	64 %	--

**Total Responses: 97,276**

Apartment Search

Question : Referenced Apartment Opinion Sites  
 Question Text : *In your most recent apartment search, did you reference apartment opinion sites?*

Yes	65.7%
No	34.3%
Total: 100.0%	



Distribution of Responses: Referenced Apartment Opinion Sites

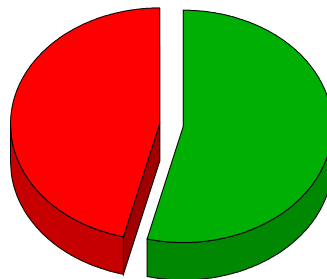
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	63,815	66 %	--
No	33,379	34 %	--

**Total Responses: 97,194**

Apartment Search

**Question** : Opinion Sites Influenced Current Lease Decision  
**Question Text** : *In your most recent apartment search, did the opinion sites influence your current lease decision?*

Yes	53.8%
No	46.2%
Total: 100.0%	



Distribution of Responses: Opinion Sites Influenced Current Lease Decision

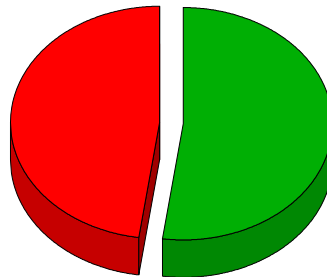
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	49,629	54 %	--
No	42,644	46 %	--

**Total Responses: 92,273**

Apartment Search

**Question** : Opinion Sites Stopped Me from Visiting a Community  
**Question Text** : *In your most recent apartment search, did the opinion sites stop you from visiting a community?*

Yes	52.2%
No	47.8%
Total: 100.0%	



Distribution of Responses: Opinion Sites Stopped Me from Visiting a Community

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	47,488	52 %	--
No	43,461	48 %	--

**Total Responses:** 90,949

Apartment Search

**Question** : Online Resources Used to Learn about Community  
**Question Text** : *During your most recent apartment search, which apartment search sites did you reference?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Google	41,955	44 %	--
ApartmentFinder.com	35,336	37 %	--
Apartments.com	33,513	35 %	--
Zillow	28,520	30 %	--
Rent.com	27,561	29 %	--
Craigslist	23,459	25 %	--
ApartmentGuide.com	23,273	25 %	--
ForRent.com	21,475	23 %	--
Yelp	19,927	21 %	--
ApartmentRatings.com	15,939	17 %	--
None	13,401	14 %	--
Apartment List	6,057	6 %	--
Other	5,289	6 %	--

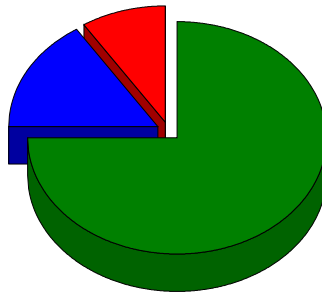
The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.



Apartment Search

Question : Search Platform Used - Laptop / Desktop  
 Question Text : *How extensively did you use this technology in your most recent apartment search: Laptop / Desktop*

Primary	74.9%
Used some	15.9%
Did not use	9.2%
Total:	100.0%



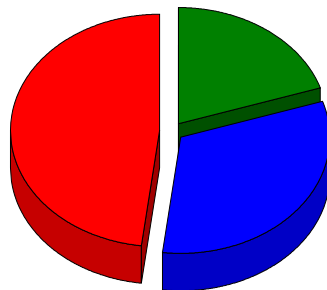
Distribution of Responses: Search Platform Used - Laptop / Desktop

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Primary	70,070	75 %	85 %
Used some	14,898	16 %	11 %
Did not use	8,574	9 %	4 %
<b>Total Responses:</b>	<b>93,542</b>		<b>8,802</b>

Apartment Search

Question : Search Platform Used - Tablet  
 Question Text : *How extensively did you use this technology in your most recent apartment search: Tablet*

Primary	19.9%
Used some	32.0%
Did not use	48.0%
Total:	100.0%



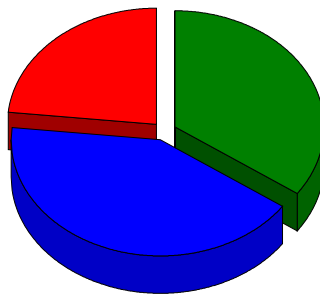
Distribution of Responses: Search Platform Used - Tablet

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Primary	16,098	20 %	15 %
Used some	25,865	32 %	28 %
Did not use	38,741	48 %	57 %
<b>Total Responses:</b>	<b>80,704</b>		<b>7,601</b>

Apartment Search

Question : Search Platform Used - Smart Phone  
 Question Text : *How extensively did you use this technology in your most recent apartment search: Smart Phone*

Primary	34.7%
Used some	41.9%
Did not use	23.4%
Total:	100.0%



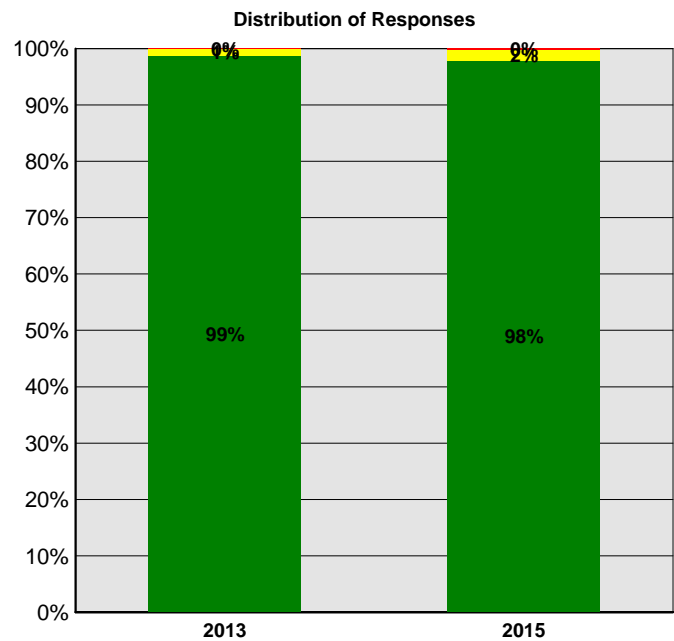
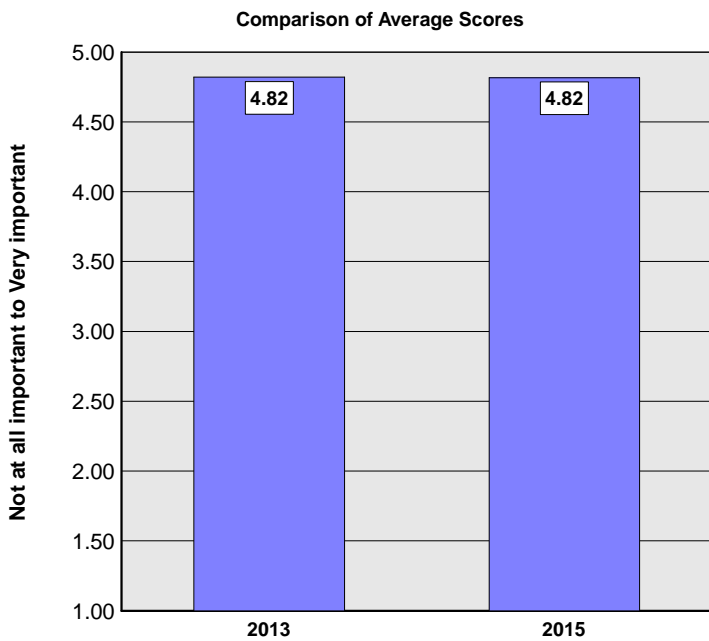
Distribution of Responses: Search Platform Used - Smart Phone

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Primary	30,115	35 %	20 %
Used some	36,401	42 %	46 %
Did not use	20,361	23 %	34 %
<b>Total Responses:</b>	<b>86,877</b>		<b>7,787</b>

Apartment Search

**Question : Importance of Community Safety**  
**Question Text : *How important is community safety in making your decision on an apartment home?***

- 1 = Not at all important
- 2 = Unimportant
- 3 = Neutral
- 4 = Important
- 5 = Very important

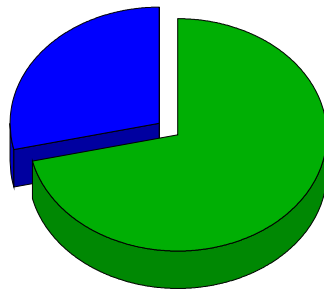


Importance of Community Safety	Number of Responses	Average Rating	Not Important		Neutral	Important	
			1	2	3	4	5
NMHC 2013	8,859	4.82	0%	0%	1%	15%	83%
NMHC 2015	97,830	4.82	0%	0%	2%	14%	84%

Apartment Search

Question : Apartment vs. Neighborhood Features  
 Question Text : *Which is more important to you in your apartment search?*

■ Apartment Features	71.4%
■ Neighborhood Features	28.6%
Total:	100.0%



Distribution of Responses: Apartment vs. Neighborhood Features

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Apartment Features	69,724	71 %	--
Neighborhood Features	27,947	29 %	--

**Total Responses: 97,671**

Apartment Search

**Question** : Online Application Services

**Question Text** : *When you apply for an apartment home at your chosen community, which of the following would you like to be able to complete online through the community's website?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Pre-qualification forms (lease application)	80,941	85 %	90 %
Lease agreement	64,129	68 %	71 %
Unit selection	63,038	66 %	70 %

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Apartment Search  
 Rating Areas

Respondents were asked to rank the following neighborhood features when searching for a new apartment home. In the table below, the "Top 2 Mentions" column represents the aggregation of 1st and 2nd highest rankings for the response category.

Response Category	Average Rank	Count	Top 2 Mentions (%)	% 1st	% 2nd	% 3rd	% 4th	% 5th-6th
Proximity to Local Businesses	2.68	84,698	50%	<b>25%</b>	<b>25%</b>	22%	15%	13%
Walkability of Area	2.83	86,534	44%	<b>23%</b>	<b>21%</b>	23%	18%	14%
Restaurants	2.88	87,270	45%	<b>16%</b>	<b>29%</b>	23%	17%	14%
Parks	3.27	81,827	32%	<b>13%</b>	<b>19%</b>	21%	26%	22%
Access to Public Transportation	3.87	76,677	30%	<b>21%</b>	<b>9%</b>	8%	10%	51%
Schools	4.44	74,019	22%	<b>15%</b>	<b>7%</b>	7%	7%	64%

The table is sorted in ascending order of the average rank.

Apartment Search

**Question** : Destinations Preferred Within Walking Distance  
**Question Text** : *In your ideal living situation, which locations would you prefer to be within walking distance?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Grocery Store	33,885	70 %	--
Neighborhood Restaurant	28,341	58 %	--
Work / Office	17,747	36 %	--
Public Transit	16,358	34 %	--
Bar	15,356	32 %	--
Schools	8,139	17 %	--
I would prefer to drive to these locations	5,931	12 %	--
College	3,922	8 %	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.



Apartment Search

**Question** : Destinations Preferred Within a Short Drive  
**Question Text** : *In your ideal living situation, which locations would you prefer to be within a 5-10 minute drive?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Grocery Store	29,975	63 %	--
Work / Office	28,780	60 %	--
Neighborhood Restaurant	24,718	52 %	--
Bar	12,292	26 %	--
Schools	11,337	24 %	--
Public Transit	7,422	15 %	--
College	6,926	14 %	--
I would prefer to walk to these locations	4,384	9 %	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

*Lease Decision Factors*  
**Rating Areas**

Respondents were asked to rank the top factors influencing their decision to lease at their current apartment. In the table below, the "Top 2 Mentions" column represents the aggregation of 1st and 2nd highest rankings for the response category.

Response Category	Average Rank	Count	Top 2 Mentions (%)	% 1st	% 2nd	% 3rd	% 4th	% 5th-6th
Location / Convenience	2.16	39,918	68%	<b>40%</b>	<b>28%</b>	20%	6%	6%
Rental Rate	2.42	34,802	60%	<b>34%</b>	<b>26%</b>	25%	6%	9%
Floor Plan / Layout	2.42	34,286	60%	<b>29%</b>	<b>31%</b>	25%	7%	9%
Property Appearance / Quality	2.87	32,166	44%	<b>14%</b>	<b>30%</b>	33%	10%	12%
Community Amenities	3.64	22,106	34%	<b>18%</b>	<b>16%</b>	23%	9%	31%
Staff / Management	4.83	17,923	14%	<b>5%</b>	<b>9%</b>	20%	10%	44%
Online Reviews / Ratings	5.06	15,609	15%	<b>5%</b>	<b>10%</b>	14%	10%	45%
Community's Green Practices	6.56	12,816	7%	<b>2%</b>	<b>5%</b>	4%	3%	40%

*The table is sorted in ascending order of the average rank.*

2015

NMHC / Kingsley  
Renter Preferences Study

# Community Services

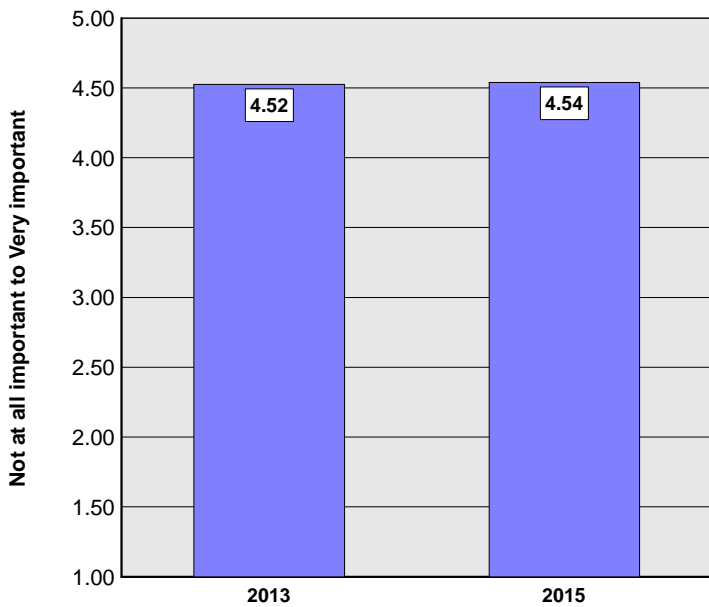


Community Services

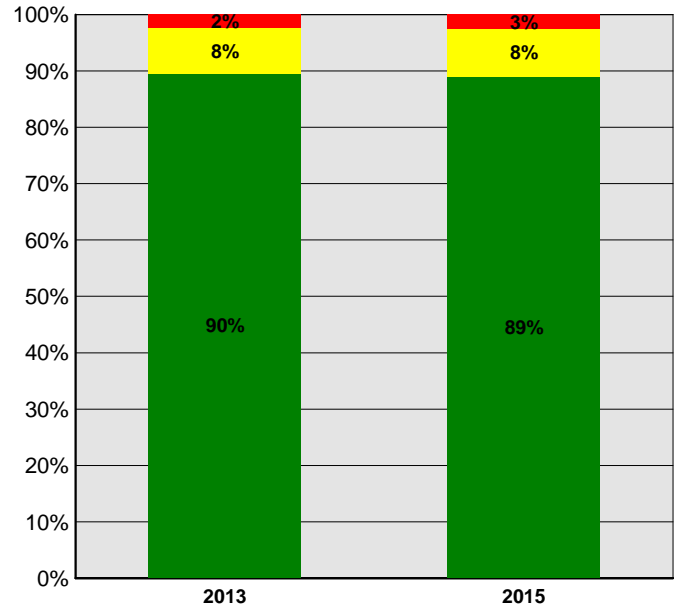
**Question** : Importance of Walkthrough at Move-in  
**Question Text** : *How important is a walkthrough with a community representative at move-in?*

- 1 = Not at all important
- 2 = Unimportant
- 3 = Neutral
- 4 = Important
- 5 = Very important

Comparison of Average Scores



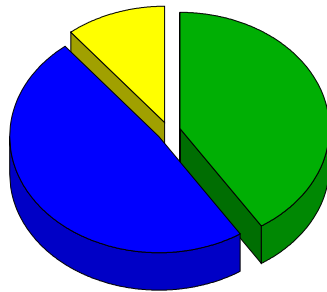
Distribution of Responses



Importance of Walkthrough at Move-in	Number of Responses	Average Rating	Not Important		Neutral	Important	
			1	2	3	4	5
NMHC 2013	8,770	4.52	1%	2%	8%	24%	66%
<b>NMHC 2015</b>	<b>48,128</b>	<b>4.54</b>	<b>1%</b>	<b>1%</b>	<b>8%</b>	<b>21%</b>	<b>68%</b>

**Question : Non-Emergency Maintenance Response Time**  
**Question Text : *For you to be a satisfied resident, which of the following is true regarding non-emergency maintenance requests?***

■ Completing within one business day is sufficient	40.9%
■ Completing within two business days is sufficient	48.4%
■ Completing within three business days is sufficient	10.7%
Total:	100.0%



**Distribution of Responses: Non-Emergency Maintenance Response Time**

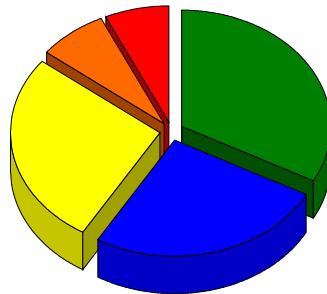
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Completing within one business day is sufficient	19,705	41 %	42 %
Completing within two business days is sufficient	23,356	48 %	49 %
Completing within three business days is sufficient	5,163	11 %	10 %

**Total Responses: 48,224 8,760**

**Question : Importance of Late Office Hours**

**Question Text : *How important to you is it for the office to stay open later (until 7pm) one or two days per week to provide package pickup?***

Very important	32.8%
Important	25.8%
Neutral	26.9%
Unimportant	7.5%
Not at all important	6.9%
<b>Total:</b>	<b>100.0%</b>



**Distribution of Responses: Importance of Late Office Hours**

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Very important	15,317	33 %	42 %
Important	12,059	26 %	29 %
Neutral	12,581	27 %	21 %
Unimportant	3,523	8 %	5 %
Not at all important	3,203	7 %	3 %

**Total Responses: 46,683 8,762**

Community Services

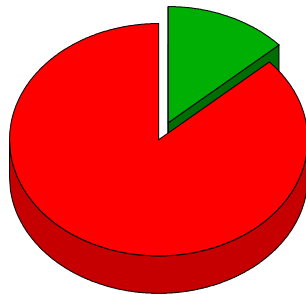
**Question** : Reasons Package Lockers Considered Useful  
**Question Text** : *For what reasons do you think package lockers would be useful?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
24/7 accessibility	32,256	69%	--
Package security	19,729	42%	--
Instant notification of package delivery	18,767	40%	--
I do not consider package lockers to be useful	5,753	12%	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Question : Package Locker Fees  
 Question Text : *Do you or would you pay a fee for use of package lockers?*

Yes	13.3%
No	86.7%
Total: 100.0%	



Distribution of Responses: Package Locker Fees

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	5,736	13 %	--
No	37,285	87 %	--

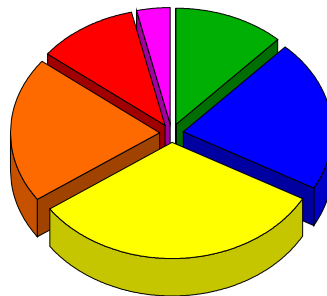
**Total Responses: 43,021**



**Question : Preferred Solution to After-hours Package Pick-up**

**Question Text : *What would be your preferred solution for managing package pick-ups outside of traditional business hours?***

Deliver packages inside my unit	12.0%
Drop packages at my door	21.0%
Install package lockers	32.4%
Keep mgmt. office open later one or two days a week	20.3%
Offer self-service package holding / pick-up area	10.7%
Other	3.6%
<b>Total:</b>	<b>100.0%</b>



**Distribution of Responses: Preferred Solution to After-hours Package Pick-up**

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Deliver packages inside my unit	5,511	12 %	--
Drop packages at my door	9,678	21 %	--
Install package lockers	14,915	32 %	--
Keep mgmt. office open later one or two days a week	9,369	20 %	--
Offer self-service package holding / pick-up area	4,944	11 %	--
Other	1,677	4 %	--

**Total Responses: 46,094**

**Question** : Acceptable for Office to Be Closed One or Two Days

**Question Text** : *Would it be acceptable for the office to be closed one or two days a week? If so, what day(s) would you prefer?*

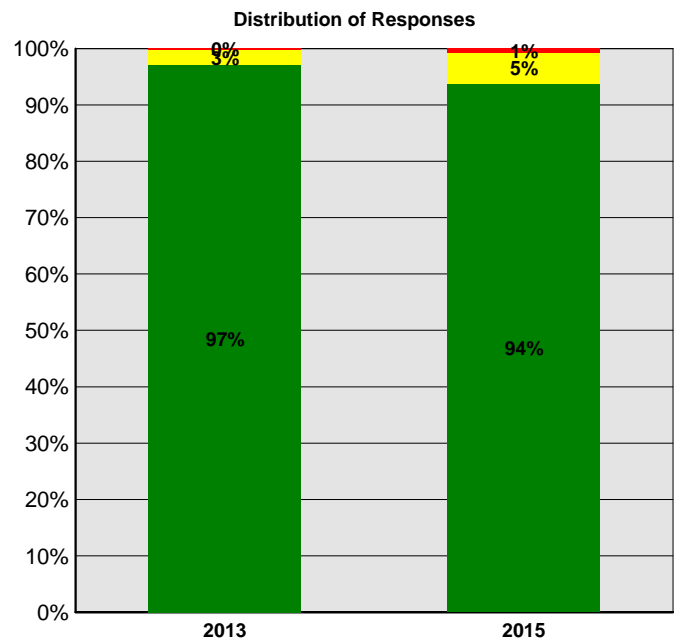
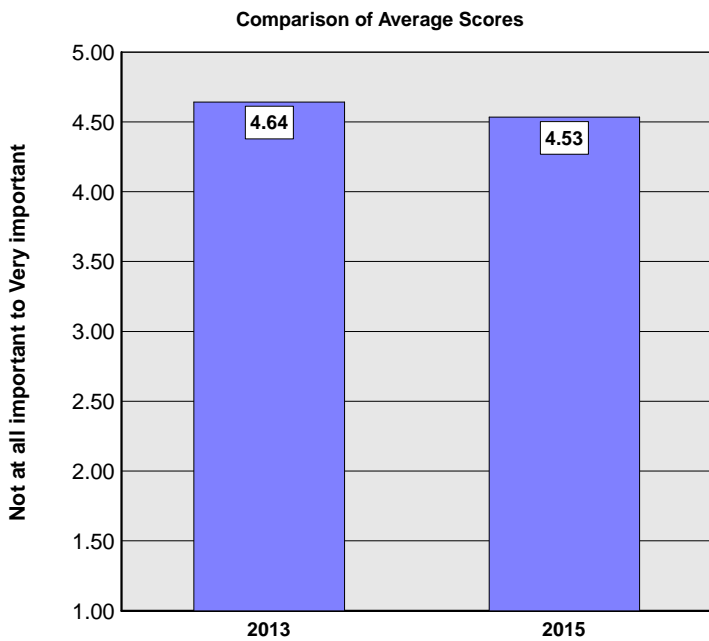
Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Closed Sunday	27,267	58 %	56 %
Open every day	13,688	29%	29 %
Closed Monday	5,076	11 %	12 %
Closed Wednesday	3,393	7 %	9 %
Closed Saturday	3,314	7 %	6 %
Closed Tuesday	2,663	6 %	7 %
Closed Thursday	1,428	3 %	4 %
Closed Friday	719	2 %	2 %

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Community Services

**Question** : Importance of External Condition of Community  
**Question Text** : *How important is the external condition of the community (landscaping, external paint, etc.)?*

- 1 = Not at all important
- 2 = Unimportant
- 3 = Neutral
- 4 = Important
- 5 = Very important



Importance of External Condition of Community	Number of Responses	Average Rating	Not Important		Neutral	Important	
			1	2	3	4	5
NMHC 2013	8,689	4.64	0%	0%	3%	30%	68%
NMHC 2015	47,903	4.53	0%	0%	5%	33%	61%

2015

NMHC / Kingsley  
Renter Preferences Study

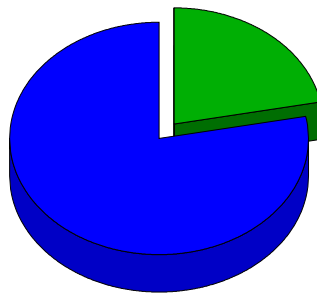
Online Services



Online Services

**Question** : Electronic vs. In-person Rent Payment  
**Question Text** : *Given a choice, do you prefer to pay your rent directly to the front office or via electronic means?*

I prefer paying at front office	22.1%
I prefer paying electronically (i.e., online)	77.9%
<b>Total:</b>	<b>100.0%</b>



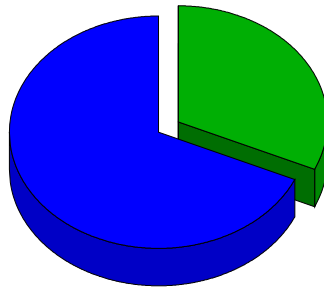
**Distribution of Responses: Electronic vs. In-person Rent Payment**

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
I prefer paying at front office	10,506	22 %	22 %
I prefer paying electronically (i.e., online)	37,087	78 %	78 %
<b>Total Responses:</b>	<b>47,593</b>		<b>8,750</b>

Online Services

Question : Rent Payment Method  
 Question Text : *What method do you currently use to pay rent?*

I pay at the front office	31.7%
I pay electronically / online	68.3%
Total:	100.0%



Distribution of Responses: Rent Payment Method

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
I pay at the front office	15,071	32 %	--
I pay electronically / online	32,421	68 %	--

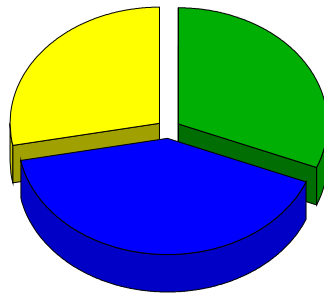
**Total Responses: 47,492**

Online Services

**Question** : Electronic vs. In-person Renewal Process

**Question Text** : *Given a choice, do you prefer to have a face-to-face renewal process (i.e., meet with a leasing associate, discuss lease options, sign paperwork) or to complete the entire process online without contact with a leasing associate?*

■ I prefer a face-to-face process	31.1%
■ I prefer online-only	40.9%
■ No preference	27.9%
Total:	100.0%

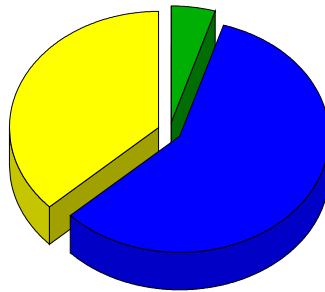


Distribution of Responses: Electronic vs. In-person Renewal Process

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
I prefer a face-to-face process	14,772	31 %	53 %
I prefer online-only	19,429	41 %	19 %
No preference	13,267	28 %	28 %
<b>Total Responses:</b>	<b>47,468</b>		<b>8,719</b>

**Question** : Rent Payment by Credit Card  
**Question Text** : *Would you like to pay rent by credit card? If so, would you pay a convenience fee (typically 2-3% of your monthly rent)?*

Yes, and I would pay a convenience fee	4.7%
Yes, but I would not pay a convenience fee	58.5%
No, I would not want to pay with a credit card	36.8%
Total:	100.0%



Distribution of Responses: Rent Payment by Credit Card

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes, and I would pay a convenience fee	2,217	5 %	--
Yes, but I would not pay a convenience fee	27,796	59 %	--
No, I would not want to pay with a credit card	17,485	37 %	--

**Total Responses:** 47,498



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## Community Website & Resident Portal



Community Webpage Features - Importance  
 Rating Areas

**Community Webpage:** Respondents were asked to indicate the importance of various community webpage features during their apartment search. Answers are sorted in descending order, so that those features that residents find most important are at the top.

**Scale:** 1 = not at all important, 2 = unimportant, 3 = neutral, 4 = important, 5 = very important

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Availability of Specific Floor Plan Types	4.65	97%	92%
Specific Floor Plan Pricing	4.65	--	92%
Floor Plans with Price Ranges	4.56	98%	89%
Interior Photos of Different Models	4.49	94%	88%
Link to Resident Portal	4.19	--	78%
Photos of Common Area Amenities	4.19	82%	78%
Resident Feedback / Ratings & Reviews	4.18	87%	77%
Apartment Site Map	4.17	86%	77%
Surrounding Neighborhood Map	4.04	73%	73%
Privacy Policy	3.92	--	67%
Interior Videos of Different Models	3.90	67%	66%
Pet Policies	3.82	67%	65%
Schedule Appointments	3.78	--	63%
3D Floor Plans	3.65	--	56%
Videos of Common Area Amenities	3.63	55%	56%
Information About Sustainability / "Green" Programs	3.28	45%	43%
Links To Social Media Sites	3.20	--	42%

*Resident Portal Features - Importance*  
**Rating Areas**

**Resident Portal:** Respondents were asked to indicate the importance of various resident portal features. Answers are sorted in descending order, so that those features that residents find most important are at the top.

**Scale:** 1 = not at all important, 2 = unimportant, 3 = neutral, 4 = important, 5 = very important

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Maintenance Requests	4.69	95%	93%
Rent Payment	4.69	92%	92%
Ability to Review My Accounts Payable History	4.53	90%	88%
Ability to Review My Lease Document	4.47	87%	87%
Lease Renewal	4.40	82%	85%
Ability to Access from Mobile Devices	4.11	77%	74%
Reservations for Community Facilities	3.91	72%	67%
Event Calendar	3.77	--	62%
Community Forum	3.65	--	56%

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Communication



Communication

Question : Preferred Communication Method(s)  
 Question Text : *How do you prefer that the community communicate with you?*

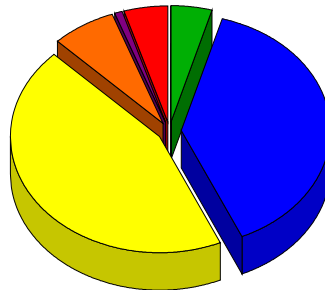
Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Email	41,344	87 %	93 %
Posted notice / flyer	14,361	30 %	25 %
Text message	13,875	29 %	26 %
Newsletter	9,608	20 %	22 %
Written letter / memo	7,583	16 %	21 %
Internet / social media site	6,680	14 %	13 %
Telephone	3,726	8 %	29 %
Other	300	1 %	1 %

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Communication

**Question** : Frequency of Communication  
**Question Text** : *How often do you want to receive communication regarding non-emergency community information?*

Weekly	4.3%
Monthly	39.0%
Quarterly	44.3%
Twice a year	6.7%
Annually	0.9%
Never	4.7%
<b>Total:</b>	<b>100.0%</b>



Distribution of Responses: Frequency of Communication

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Weekly	2,061	4 %	4 %
Monthly	18,512	39 %	33 %
Quarterly	21,011	44 %	49 %
Twice a year	3,198	7 %	9 %
Annually	439	1 %	1 %
Never	2,242	5 %	4 %
<b>Total Responses:</b>	<b>47,463</b>		<b>8,755</b>



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Connectivity



Connectivity

**Question** : Home Entertainment - Current Video Media Sources  
**Question Text** : *How do you currently get your video entertainment while at home?*

Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Cable	31,285	67%	--
Streaming Online	23,436	50%	--
HD Digital Antenna	3,013	6%	--
Satellite	2,819	6%	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.



Connectivity

**Question** : Home Entertainment - Preferred Video Media Sources  
**Question Text** : *How would you prefer to get your video entertainment while at home?*

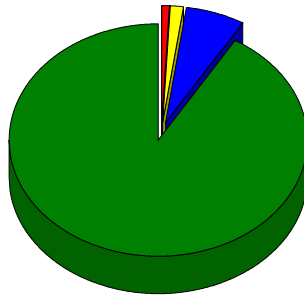
Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
Cable	29,485	63 %	--
Streaming Online	23,830	51 %	--
Satellite	8,013	17 %	--
HD Digital Antenna	4,487	10 %	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Connectivity

**Question** : Frequency of Use - Mobile Phone  
**Question Text** : *How often do you use the following telephone communication options while at home?*

Never	0.8%
Rarely	1.4%
Occasionally	6.5%
All the time	91.3%
Total:	100.0%



Distribution of Responses: Frequency of Use - Mobile Phone

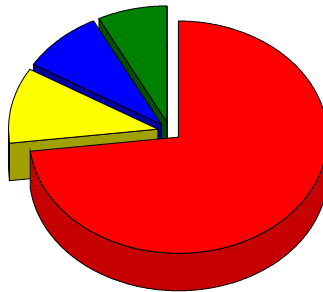
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never	369	1 %	--
Rarely	670	1 %	--
Occasionally	3,046	7 %	--
All the time	42,727	91 %	--

**Total Responses:** 46,812

Connectivity

Question : Frequency of Use - Land Line  
 Question Text : *How often do you use the following telephone communication options while at home?*

Never	73.1%
Rarely	10.4%
Occasionally	9.0%
All the time	7.5%
Total:	100.0%



Distribution of Responses: Frequency of Use - Land Line

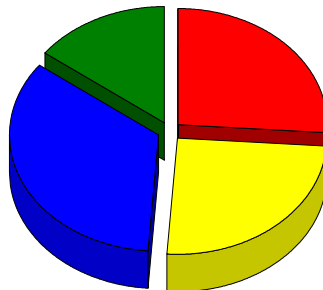
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never	30,653	73 %	--
Rarely	4,374	10 %	--
Occasionally	3,775	9 %	--
All the time	3,157	8 %	--

**Total Responses: 41,959**

Connectivity

**Question** : Frequency of Use - Web-based calls  
**Question Text** : *How often do you use the following telephone communication options while at home?*

Never	26.0%
Rarely	25.2%
Occasionally	34.0%
All the time	14.8%
Total:	100.0%



Distribution of Responses: Frequency of Use - Web-based calls

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never	11,038	26 %	--
Rarely	10,720	25 %	--
Occasionally	14,454	34 %	--
All the time	6,278	15 %	--

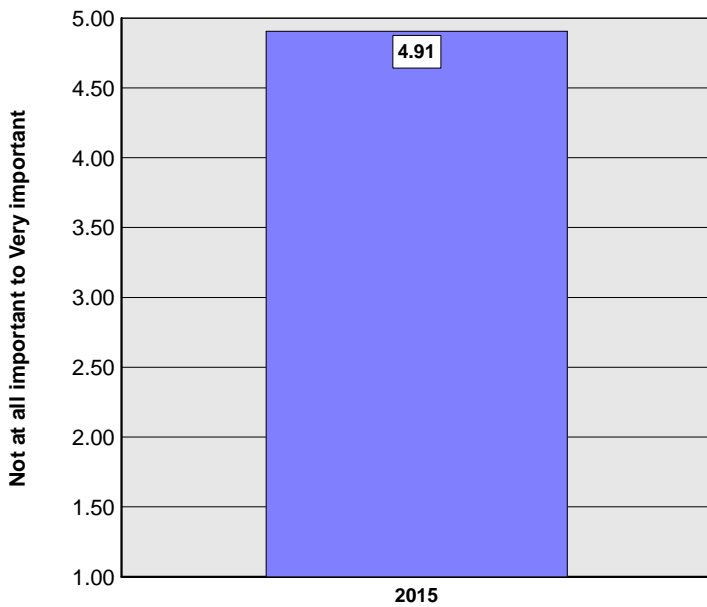
**Total Responses:** 42,490

Connectivity

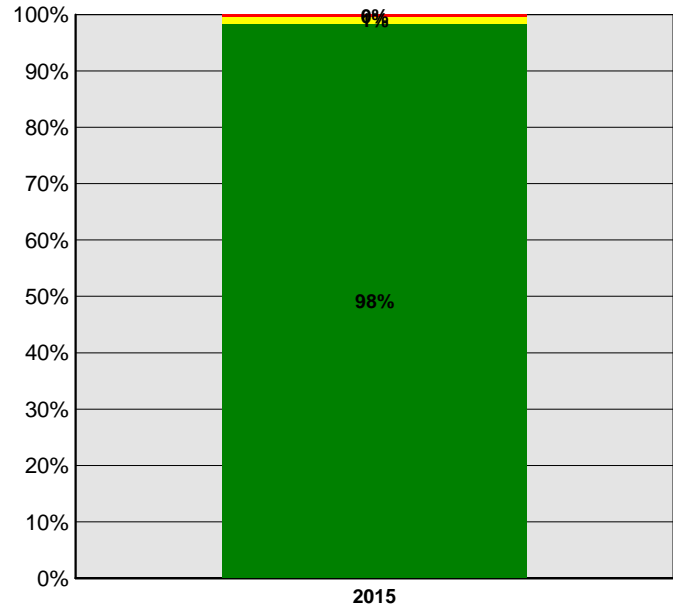
**Question** : Importance of Cell Phone Reception  
**Question Text** : *How important is having good cellular phone reception at your community?*

- 1 = Not at all important
- 2 = Unimportant
- 3 = Neutral
- 4 = Important
- 5 = Very important

Comparison of Average Scores



Distribution of Responses



Importance of Cell Phone Reception	Number of Responses	Average Rating	Not Important		Neutral	Important	
			1	2	3	4	5
NMHC 2015	47,472	4.91	0%	0%	1%	5%	93%

Connectivity

Question : Cellular Providers in Household  
 Question Text : *Which cellular providers are in use in your household?*

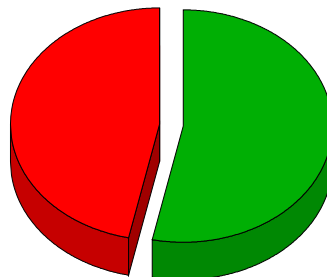
Response Category	Number of Responses	2015 Percent (%)	2013 Percent (%)
AT&T	21,724	46 %	--
Verizon	17,414	37 %	--
T-Mobile	8,336	18 %	--
Sprint	7,013	15 %	--

The table is sorted from highest to lowest number of responses. The sum of the percentages may total more than 100% due to multiple responses.

Connectivity

**Question** : Checked Mobile Phone Connectivity during Tour  
**Question Text** : *If you have searched for an apartment in the past 12 months, did you check the connectivity of your mobile phone while touring the community?*

Yes	53.2%
No	46.8%
Total: 100.0%	



Distribution of Responses: Checked Mobile Phone Connectivity during Tour

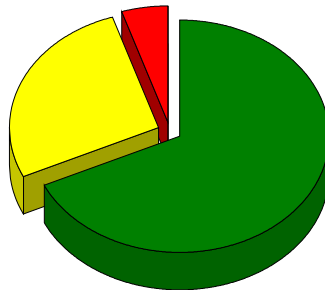
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	19,180	53 %	--
No	16,860	47 %	--

**Total Responses: 36,040**

Connectivity

Question : Cell Phone Coverage at Community  
 Question Text : *The cellular coverage of my community is:*

Great, consistently strong	67.9%
Spotty	27.2%
Weak to non-existent	4.9%
Total:	100.0%



Distribution of Responses: Cell Phone Coverage at Community

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Great, consistently strong	32,159	68 %	63 %
Spotty	12,864	27 %	31 %
Weak to non-existent	2,326	5 %	6 %
<b>Total Responses:</b>	<b>47,349</b>		<b>8,681</b>



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## Community Online Presence



Community Online Presence  
 Rating Areas

**Community Online Presence:** Respondents were asked to indicate the importance of their community engaging in the following social media sites . Answers are sorted in descending order, so that those sites that residents find most important are at the top.

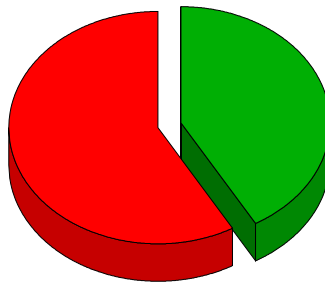
**Scale:** 1 = not at all important, 2 = unimportant, 3 = neutral, 4 = important, 5 = very important

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Facebook	2.56	--	28%
Community Blog	2.43	--	22%
Google+	2.15	--	15%
Instagram	2.12	--	14%
YouTube	2.11	--	14%
Twitter	2.06	--	13%
LinkedIn	2.02	--	12%
Pinterest	1.96	--	10%
Other	1.80	--	9%

Community Online Presence

Question : "Like" / Follow Community Facebook Page  
 Question Text : *Would you "like" or follow the community Facebook page?*

Yes	41.7%
No	58.3%
Total: 100.0%	



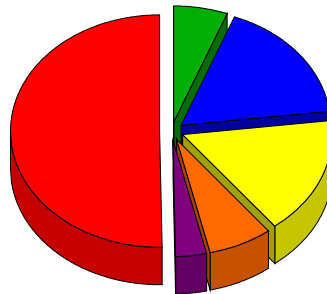
Distribution of Responses: "Like" / Follow Community Facebook Page

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Yes	19,531	42 %	41 %
No	27,263	58 %	59 %
<b>Total Responses:</b>	<b>46,794</b>		<b>8,667</b>

Community Online Presence

Question : Frequency of Community Facebook Page Usage  
 Question Text : *How often would you check the community Facebook page?*

Weekly	5.7%
Monthly	17.4%
Quarterly	16.3%
Twice a year	7.0%
Annually	3.3%
Never	50.2%
<b>Total:</b>	<b>100.0%</b>



Distribution of Responses: Frequency of Community Facebook Page Usage

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Weekly	2,689	6 %	12 %
Monthly	8,152	17 %	19 %
Quarterly	7,641	16 %	15 %
Twice a year	3,294	7 %	6 %
Annually	1,529	3 %	2 %
Never	23,530	50 %	46 %

**Total Responses: 46,835 8,671**

Community Online Presence  
 Rating Areas

**Community Facebook Page:** Respondents were asked to rate their satisfaction with their community's Facebook page. Answers are sorted in descending order, so that those features that residents are most satisfied with are at the top.

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

Amenity / Feature	Mean	% 4s / 5s	
		2013	2015
Professionalism	3.38	44%	42%
Ease of Finding Information	3.30	42%	39%
Overall Content	3.19	37%	34%
Timeliness of Updates	3.16	39%	33%
Entertainment	3.14	35%	32%

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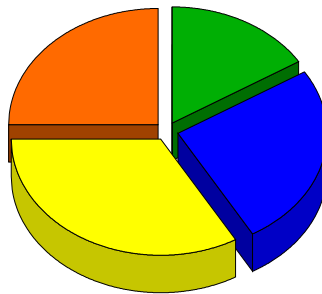
## Sustainability Initiatives



Sustainability Initiatives

**Question** : Perceptions of Green Practices / Sustainability  
**Question Text** : *Which of the following best describes how you feel regarding "green" practices / sustainability?*

■ I prefer a community built on green design principles	16.1%
■ I prefer a community that implements green practices	25.7%
■ Both of the above are important to me	33.2%
■ No preference / no interest	25.0%
Total:	100.0%



**Distribution of Responses: Perceptions of Green Practices / Sustainability**

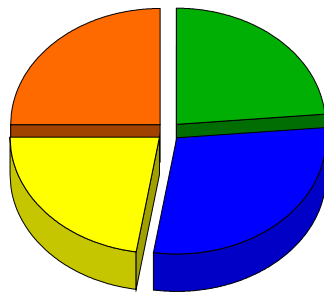
Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
I prefer a community built on green design principles	7,699	16 %	14 %
I prefer a community that implements green practices	12,278	26 %	23 %
Both of the above are important to me	15,856	33 %	35 %
No preference / no interest	11,967	25 %	29 %
<b>Total Responses:</b>	<b>47,800</b>		<b>8,661</b>



Sustainability Initiatives

Question : Familiarity with LEED  
 Question Text : *How familiar are you with the following green certifications?*

Never heard of it	23.5%
Heard of it, but do not know much about it	29.1%
Familiar with it, but do not value it highly	22.4%
Familiar with it, and look for it in a new community	25.0%
Total:	100.0%



Distribution of Responses: Familiarity with LEED

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never heard of it	10,995	23 %	--
Heard of it, but do not know much about it	13,632	29 %	--
Familiar with it, but do not value it highly	10,482	22 %	--
Familiar with it, and look for it in a new community	11,703	25 %	--

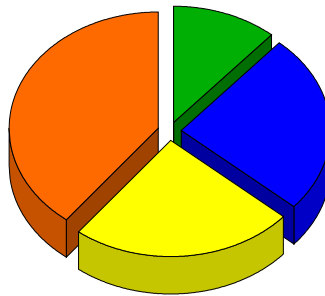
**Total Responses: 46,812**



Sustainability Initiatives

Question : Familiarity with ENERGY STAR  
 Question Text : *How familiar are you with the following green certifications?*

Never heard of it	11.4%
Heard of it, but do not know much about it	25.0%
Familiar with it, but do not value it highly	24.3%
Familiar with it, and look for it in a new community	39.3%
Total:	100.0%



Distribution of Responses: Familiarity with ENERGY STAR

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never heard of it	5,341	11 %	--
Heard of it, but do not know much about it	11,692	25 %	--
Familiar with it, but do not value it highly	11,370	24 %	--
Familiar with it, and look for it in a new community	18,419	39 %	--

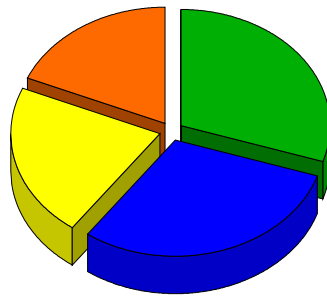
**Total Responses: 46,822**

Sustainability Initiatives

Question : Familiarity with NGBS

Question Text : *How familiar are you with the following green certifications?*

Never heard of it	30.0%
Heard of it, but do not know much about it	30.1%
Familiar with it, but do not value it highly	21.3%
Familiar with it, and look for it in a new community	18.6%
Total:	100.0%



Distribution of Responses: Familiarity with NGBS

Responses	2015 Responses	2015 Percent (%)	2013 Percent (%)
Never heard of it	13,771	30 %	--
Heard of it, but do not know much about it	13,819	30 %	--
Familiar with it, but do not value it highly	9,794	21 %	--
Familiar with it, and look for it in a new community	8,550	19 %	--

**Total Responses: 45,934**

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Appendix



**Apartment Features - Interest In**

Response Category	Double oven	Garbage disposal	Gas stove	Granite countertops	Kitchen island	Microwave
<b>Age Range</b>						
Under 25	33%	84%	48%	76%	74%	89%
25-34	34%	84%	55%	77%	74%	86%
35-44	36%	83%	59%	77%	73%	85%
45-54	34%	83%	60%	75%	69%	87%
55-64	31%	82%	60%	71%	63%	87%
65+	26%	82%	49%	61%	52%	88%
<b>Property Class</b>						
Class A	34%	85%	57%	79%	74%	90%
Class B	33%	82%	54%	72%	69%	84%
Class C	35%	81%	57%	71%	68%	81%
<b>Apartment Floor Plan</b>						
Studio / efficiency	24%	79%	51%	69%	62%	81%
1 bedroom	29%	82%	53%	74%	69%	87%
2 bedroom	36%	84%	58%	76%	73%	87%
3 bedroom	44%	87%	57%	78%	75%	88%
Other	37%	84%	54%	73%	73%	89%
<b>Gender</b>						
Male	31%	80%	56%	73%	68%	85%
Female	35%	86%	55%	77%	73%	88%
<b>Annual Household Income</b>						
Less than \$25,000	34%	80%	47%	67%	66%	84%
\$26,000 - \$40,000	34%	83%	49%	72%	68%	84%
\$41,000 - \$50,000	33%	83%	52%	74%	70%	86%
\$51,000 - \$74,000	33%	84%	54%	76%	71%	87%
\$75,000 - \$100,000	34%	84%	60%	78%	73%	89%
\$101,000 - \$150,000	34%	84%	63%	80%	74%	89%
More than \$150,000	37%	84%	67%	84%	75%	90%
<b>Living Arrangement</b>						
Single living alone	27%	82%	51%	73%	66%	86%
Single w/ children	40%	86%	56%	78%	74%	87%
Spouse / partner	36%	85%	61%	78%	75%	87%
Spouse / partner w/ children	44%	84%	63%	77%	76%	86%
Living w/ roommate	33%	83%	52%	74%	71%	89%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).

**Apartment Features - Interest In**

Response Category	Refrigerator with water / ice dispenser	Stove hood	Walk-in pantry	Cable TV	Satellite TV	Alarm system
<b>Age Range</b>						
Under 25	89%	70%	71%	75%	48%	63%
25-34	86%	73%	69%	74%	44%	58%
35-44	86%	78%	73%	80%	50%	61%
45-54	85%	80%	73%	84%	51%	60%
55-64	82%	80%	70%	85%	46%	59%
65+	77%	79%	64%	87%	43%	59%
<b>Property Class</b>						
Class A	88%	76%	70%	79%	46%	60%
Class B	84%	76%	71%	78%	46%	60%
Class C	83%	76%	71%	80%	48%	64%
<b>Apartment Floor Plan</b>						
Studio / efficiency	77%	70%	52%	67%	39%	51%
1 bedroom	85%	73%	66%	77%	45%	58%
2 bedroom	86%	78%	74%	80%	48%	61%
3 bedroom	89%	80%	82%	83%	53%	66%
Other	88%	74%	72%	83%	57%	67%
<b>Gender</b>						
Male	84%	75%	64%	75%	47%	54%
Female	86%	76%	75%	81%	46%	64%
<b>Annual Household Income</b>						
Less than \$25,000	84%	73%	71%	77%	53%	64%
\$26,000 - \$40,000	86%	75%	73%	78%	49%	64%
\$41,000 - \$50,000	87%	76%	72%	79%	47%	61%
\$51,000 - \$74,000	86%	76%	71%	79%	46%	60%
\$75,000 - \$100,000	86%	77%	70%	78%	45%	58%
\$101,000 - \$150,000	85%	76%	68%	78%	44%	55%
More than \$150,000	85%	77%	68%	79%	46%	57%
<b>Living Arrangement</b>						
Single living alone	84%	73%	63%	79%	44%	57%
Single w/ children	88%	81%	79%	84%	53%	67%
Spouse / partner	85%	77%	74%	76%	44%	58%
Spouse / partner w/ children	87%	79%	81%	79%	53%	66%
Living w/ roommate	87%	72%	68%	76%	48%	59%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Apartment Features - Interest In**

Response Category	Device-charging stations	High speed internet access	Non-key secure access	Pre-installed WiFi in apartment	Smart thermostats	TV wall mount
<b>Age Range</b>						
Under 25	71%	96%	62%	78%	81%	60%
25-34	66%	95%	62%	73%	81%	59%
35-44	69%	94%	62%	77%	83%	63%
45-54	67%	94%	60%	80%	82%	61%
55-64	62%	94%	55%	79%	80%	55%
65+	53%	89%	50%	75%	75%	46%
<b>Property Class</b>						
Class A	68%	95%	64%	77%	83%	61%
Class B	65%	94%	58%	76%	81%	59%
Class C	65%	93%	60%	77%	80%	59%
<b>Apartment Floor Plan</b>						
Studio / efficiency	64%	93%	64%	75%	76%	52%
1 bedroom	65%	94%	61%	75%	81%	57%
2 bedroom	67%	95%	60%	77%	82%	61%
3 bedroom	69%	95%	60%	80%	84%	64%
Other	71%	96%	63%	84%	81%	62%
<b>Gender</b>						
Male	65%	95%	62%	70%	80%	59%
Female	67%	94%	60%	81%	82%	59%
<b>Annual Household Income</b>						
Less than \$25,000	67%	93%	59%	81%	77%	57%
\$26,000 - \$40,000	66%	93%	58%	78%	80%	58%
\$41,000 - \$50,000	66%	94%	59%	78%	82%	59%
\$51,000 - \$74,000	67%	95%	61%	77%	83%	60%
\$75,000 - \$100,000	68%	95%	63%	74%	82%	61%
\$101,000 - \$150,000	65%	96%	64%	73%	82%	60%
More than \$150,000	66%	97%	66%	74%	83%	60%
<b>Living Arrangement</b>						
Single living alone	64%	94%	60%	76%	81%	55%
Single w/ children	70%	93%	61%	82%	84%	65%
Spouse / partner	66%	96%	61%	73%	81%	58%
Spouse / partner w/ children	70%	94%	61%	77%	82%	68%
Living w/ roommate	69%	96%	62%	78%	80%	59%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).

### Apartment Features - Interest In

Response Category	Double vanity in master bath	Exposed brick walls	Formal dining room	Fire place - wood burning	Hardwood floors	Modular closet system
<b>Age Range</b>						
Under 25	57%	39%	44%	50%	79%	65%
25-34	59%	38%	42%	48%	79%	67%
35-44	57%	34%	42%	47%	78%	69%
45-54	53%	29%	37%	51%	76%	70%
55-64	44%	24%	31%	46%	70%	66%
65+	36%	16%	24%	33%	59%	57%
<b>Property Class</b>						
Class A	58%	35%	37%	47%	80%	69%
Class B	53%	33%	41%	48%	74%	65%
Class C	51%	33%	45%	48%	71%	63%
<b>Apartment Floor Plan</b>						
Studio / efficiency	37%	40%	26%	39%	76%	63%
1 bedroom	49%	33%	34%	45%	76%	65%
2 bedroom	60%	33%	43%	50%	77%	68%
3 bedroom	69%	34%	52%	54%	78%	71%
Other	54%	36%	43%	51%	78%	66%
<b>Gender</b>						
Male	52%	33%	39%	42%	72%	62%
Female	57%	34%	40%	51%	80%	70%
<b>Annual Household Income</b>						
Less than \$25,000	47%	33%	43%	48%	70%	61%
\$26,000 - \$40,000	51%	33%	43%	50%	74%	65%
\$41,000 - \$50,000	52%	33%	41%	49%	77%	65%
\$51,000 - \$74,000	54%	34%	39%	48%	78%	67%
\$75,000 - \$100,000	59%	36%	40%	47%	78%	70%
\$101,000 - \$150,000	60%	34%	38%	45%	79%	70%
More than \$150,000	65%	34%	32%	43%	81%	72%
<b>Living Arrangement</b>						
Single living alone	41%	32%	32%	45%	74%	64%
Single w/ children	57%	33%	50%	56%	79%	71%
Spouse / partner	70%	35%	40%	47%	79%	68%
Spouse / partner w/ children	71%	34%	56%	49%	78%	73%
Living w/ roommate	52%	37%	40%	48%	76%	65%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").



**Apartment Features - Interest In**

Response Category	Patio or balcony	Separate bath tub and shower	Two master bedrooms	Vaulted ceilings	Walk-in closet	Built-in bookshelves
<b>Age Range</b>						
Under 25	87%	51%	40%	59%	88%	54%
25-34	88%	52%	41%	59%	90%	49%
35-44	87%	59%	46%	58%	90%	48%
45-54	89%	60%	48%	56%	90%	47%
55-64	88%	55%	41%	48%	88%	46%
65+	84%	57%	37%	37%	86%	42%
<b>Property Class</b>						
Class A	88%	57%	43%	59%	92%	49%
Class B	87%	54%	43%	53%	88%	49%
Class C	86%	54%	43%	49%	85%	47%
<b>Apartment Floor Plan</b>						
Studio / efficiency	82%	42%	23%	48%	81%	48%
1 bedroom	86%	49%	31%	54%	88%	48%
2 bedroom	89%	60%	54%	58%	91%	49%
3 bedroom	90%	65%	52%	60%	92%	50%
Other	86%	58%	44%	54%	83%	50%
<b>Gender</b>						
Male	85%	55%	42%	54%	85%	45%
Female	89%	55%	43%	58%	93%	51%
<b>Annual Household Income</b>						
Less than \$25,000	83%	53%	42%	50%	82%	53%
\$26,000 - \$40,000	88%	55%	43%	56%	89%	50%
\$41,000 - \$50,000	88%	53%	42%	57%	90%	50%
\$51,000 - \$74,000	88%	54%	42%	57%	90%	49%
\$75,000 - \$100,000	88%	57%	44%	58%	90%	48%
\$101,000 - \$150,000	88%	56%	43%	56%	91%	45%
More than \$150,000	88%	57%	45%	55%	91%	45%
<b>Living Arrangement</b>						
Single living alone	86%	50%	31%	53%	88%	47%
Single w/ children	89%	64%	55%	61%	91%	51%
Spouse / partner	89%	56%	44%	57%	91%	47%
Spouse / partner w/ children	88%	66%	54%	60%	91%	52%
Living w/ roommate	86%	52%	56%	57%	86%	49%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).



**Apartment Features - Interest In**

Response Category	Ceiling fan	Crown molding	Furniture rental service	Soundproof walls	Washer / dryer hookups	Washer / dryer in unit
<b>Age Range</b>						
Under 25	84%	47%	25%	86%	75%	90%
25-34	81%	47%	15%	88%	72%	88%
35-44	81%	50%	15%	88%	74%	86%
45-54	82%	51%	12%	89%	75%	85%
55-64	82%	48%	8%	90%	74%	84%
65+	80%	42%	6%	87%	71%	83%
<b>Property Class</b>						
Class A	82%	52%	14%	89%	73%	88%
Class B	82%	46%	16%	87%	75%	85%
Class C	78%	42%	16%	84%	74%	89%
<b>Apartment Floor Plan</b>						
Studio / efficiency	69%	37%	15%	86%	65%	91%
1 bedroom	81%	47%	14%	88%	71%	88%
2 bedroom	82%	49%	14%	88%	75%	86%
3 bedroom	85%	53%	17%	89%	79%	84%
Other	83%	46%	28%	86%	77%	89%
<b>Gender</b>						
Male	78%	42%	16%	87%	75%	87%
Female	84%	52%	13%	88%	72%	87%
<b>Annual Household Income</b>						
Less than \$25,000	82%	42%	24%	84%	76%	86%
\$26,000 - \$40,000	85%	48%	17%	86%	77%	86%
\$41,000 - \$50,000	84%	51%	14%	87%	74%	85%
\$51,000 - \$74,000	84%	50%	13%	88%	74%	86%
\$75,000 - \$100,000	81%	49%	14%	89%	72%	88%
\$101,000 - \$150,000	77%	46%	12%	89%	70%	90%
More than \$150,000	74%	44%	11%	90%	68%	91%
<b>Living Arrangement</b>						
Single living alone	81%	48%	12%	88%	71%	87%
Single w/ children	85%	54%	16%	87%	77%	85%
Spouse / partner	80%	46%	13%	89%	73%	88%
Spouse / partner w/ children	82%	50%	19%	87%	79%	86%
Living w/ roommate	81%	43%	22%	86%	74%	90%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Amenities - Interest In**

Response Category	Bike maintenance / repair area	Bike storage	Bike sharing	Car charging station	Car sharing	On-site car wash
<b>Age Range</b>						
Under 25	23%	32%	20%	19%	18%	55%
25-34	23%	34%	21%	20%	20%	57%
35-44	24%	36%	19%	21%	19%	60%
45-54	22%	35%	16%	18%	16%	58%
55-64	17%	27%	13%	16%	13%	53%
65+	8%	14%	6%	12%	9%	44%
<b>Property Class</b>						
Class A	23%	34%	20%	19%	18%	58%
Class B	21%	31%	17%	18%	17%	55%
Class C	22%	32%	19%	18%	17%	52%
<b>Apartment Floor Plan</b>						
Studio / efficiency	27%	38%	24%	21%	25%	45%
1 bedroom	22%	32%	19%	18%	18%	55%
2 bedroom	22%	33%	18%	19%	17%	58%
3 bedroom	22%	35%	18%	20%	18%	60%
Other	20%	31%	18%	18%	19%	49%
<b>Gender</b>						
Male	26%	36%	20%	23%	20%	57%
Female	19%	30%	17%	16%	16%	56%
<b>Annual Household Income</b>						
Less than \$25,000	22%	30%	19%	20%	20%	51%
\$26,000 - \$40,000	19%	28%	17%	17%	16%	57%
\$41,000 - \$50,000	20%	29%	17%	17%	16%	58%
\$51,000 - \$74,000	21%	31%	17%	17%	17%	58%
\$75,000 - \$100,000	24%	36%	20%	20%	19%	59%
\$101,000 - \$150,000	25%	39%	21%	22%	20%	55%
More than \$150,000	27%	40%	21%	24%	21%	55%
<b>Living Arrangement</b>						
Single living alone	19%	28%	16%	16%	15%	54%
Single w/ children	20%	33%	16%	17%	16%	59%
Spouse / partner	24%	37%	20%	21%	19%	57%
Spouse / partner w/ children	25%	39%	21%	24%	21%	64%
Living w/ roommate	23%	33%	22%	21%	21%	53%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).

**Community Amenities - Interest In**

Response Category	Parking	Secured community access	Additional storage outside unit	Business center	Community WiFi	Concierge services
<b>Age Range</b>						
Under 25	94%	78%	65%	49%	69%	44%
25-34	94%	81%	71%	48%	64%	46%
35-44	94%	81%	76%	50%	63%	46%
45-54	94%	81%	77%	48%	58%	42%
55-64	94%	79%	74%	41%	49%	36%
65+	92%	75%	67%	33%	37%	30%
<b>Property Class</b>						
Class A	95%	84%	72%	50%	64%	49%
Class B	94%	77%	72%	46%	59%	41%
Class C	92%	73%	73%	47%	58%	37%
<b>Apartment Floor Plan</b>						
Studio / efficiency	87%	78%	58%	46%	64%	48%
1 bedroom	94%	81%	70%	47%	61%	45%
2 bedroom	95%	80%	75%	46%	59%	42%
3 bedroom	94%	80%	80%	52%	63%	43%
Other	94%	73%	66%	52%	68%	43%
<b>Gender</b>						
Male	94%	79%	69%	45%	58%	42%
Female	94%	81%	74%	49%	62%	45%
<b>Annual Household Income</b>						
Less than \$25,000	90%	76%	67%	51%	65%	39%
\$26,000 - \$40,000	93%	79%	73%	51%	62%	40%
\$41,000 - \$50,000	94%	80%	72%	48%	60%	40%
\$51,000 - \$74,000	95%	81%	72%	46%	60%	43%
\$75,000 - \$100,000	95%	81%	74%	47%	61%	46%
\$101,000 - \$150,000	95%	81%	73%	45%	60%	48%
More than \$150,000	95%	83%	73%	45%	61%	52%
<b>Living Arrangement</b>						
Single living alone	93%	80%	67%	44%	57%	43%
Single w/ children	93%	81%	79%	54%	65%	42%
Spouse / partner	95%	81%	76%	45%	60%	44%
Spouse / partner w/ children	94%	82%	82%	54%	66%	46%
Living w/ roommate	94%	76%	66%	49%	66%	44%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

### Community Amenities - Interest In

Response Category	Conference room / meeting space	Laundry lockers	On-site childcare	Package delivery room	Valet trash service	Barbecue grill
<b>Age Range</b>						
Under 25	38%	38%	24%	73%	55%	64%
25-34	37%	38%	31%	75%	50%	62%
35-44	38%	38%	31%	73%	47%	58%
45-54	34%	34%	16%	70%	42%	55%
55-64	29%	28%	9%	68%	37%	49%
65+	22%	19%	5%	62%	39%	34%
<b>Property Class</b>						
Class A	37%	38%	23%	76%	51%	61%
Class B	34%	34%	25%	69%	46%	56%
Class C	34%	35%	31%	67%	42%	56%
<b>Apartment Floor Plan</b>						
Studio / efficiency	36%	40%	17%	76%	39%	55%
1 bedroom	34%	36%	20%	73%	46%	55%
2 bedroom	35%	35%	28%	72%	47%	59%
3 bedroom	40%	36%	34%	71%	52%	62%
Other	43%	36%	24%	69%	50%	58%
<b>Gender</b>						
Male	35%	38%	26%	72%	43%	59%
Female	35%	34%	24%	73%	50%	57%
<b>Annual Household Income</b>						
Less than \$25,000	39%	35%	29%	66%	49%	55%
\$26,000 - \$40,000	35%	33%	27%	67%	48%	58%
\$41,000 - \$50,000	33%	32%	24%	69%	48%	58%
\$51,000 - \$74,000	34%	34%	23%	73%	49%	59%
\$75,000 - \$100,000	37%	38%	25%	74%	47%	59%
\$101,000 - \$150,000	35%	39%	25%	78%	45%	57%
More than \$150,000	37%	43%	24%	78%	44%	61%
<b>Living Arrangement</b>						
Single living alone	32%	35%	13%	72%	46%	51%
Single w/ children	38%	35%	40%	68%	47%	63%
Spouse / partner	34%	35%	24%	74%	46%	61%
Spouse / partner w/ children	43%	39%	54%	73%	49%	65%
Living w/ roommate	38%	38%	19%	71%	51%	62%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

### Community Amenities - Interest In

Response Category	Community chef kitchen space	Community vegetable garden	Fitness center	Fitness classes	Lounge area / party room	Non-smoking buildings
<b>Age Range</b>						
Under 25	43%	42%	86%	65%	61%	76%
25-34	44%	42%	86%	63%	59%	77%
35-44	47%	42%	83%	60%	60%	76%
45-54	44%	36%	79%	56%	55%	76%
55-64	38%	33%	72%	49%	48%	74%
65+	27%	24%	59%	40%	42%	78%
<b>Property Class</b>						
Class A	44%	39%	84%	61%	59%	79%
Class B	42%	39%	80%	58%	55%	74%
Class C	42%	40%	78%	58%	54%	70%
<b>Apartment Floor Plan</b>						
Studio / efficiency	39%	40%	83%	56%	58%	77%
1 bedroom	39%	38%	81%	58%	54%	76%
2 bedroom	46%	40%	82%	60%	59%	77%
3 bedroom	51%	42%	83%	61%	63%	78%
Other	44%	40%	82%	62%	62%	77%
<b>Gender</b>						
Male	41%	35%	80%	47%	56%	74%
Female	45%	43%	83%	68%	58%	78%
<b>Annual Household Income</b>						
Less than \$25,000	42%	42%	77%	59%	57%	72%
\$26,000 - \$40,000	46%	42%	80%	62%	58%	72%
\$41,000 - \$50,000	44%	40%	81%	61%	58%	75%
\$51,000 - \$74,000	44%	40%	83%	61%	57%	77%
\$75,000 - \$100,000	43%	40%	83%	59%	59%	78%
\$101,000 - \$150,000	42%	38%	83%	55%	57%	79%
More than \$150,000	42%	33%	84%	53%	56%	80%
<b>Living Arrangement</b>						
Single living alone	37%	35%	78%	56%	52%	75%
Single w/ children	54%	42%	84%	66%	66%	75%
Spouse / partner	42%	42%	83%	59%	55%	78%
Spouse / partner w/ children	56%	48%	85%	63%	69%	80%
Living w/ roommate	44%	40%	84%	62%	60%	74%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Amenities - Interest In**

Response Category	Outdoor recreational facilities	Playground	Pool	Recycling	Sustainability / green initiatives	Sustainability / green certifications
<b>Age Range</b>						
Under 25	76%	43%	87%	82%	76%	76%
25-34	71%	47%	86%	82%	76%	77%
35-44	66%	52%	84%	80%	74%	76%
45-54	56%	37%	81%	76%	69%	71%
55-64	40%	29%	76%	76%	69%	70%
65+	28%	22%	68%	75%	66%	66%
<b>Property Class</b>						
Class A	63%	39%	85%	80%	74%	76%
Class B	63%	45%	82%	79%	73%	74%
Class C	65%	52%	80%	78%	72%	72%
<b>Apartment Floor Plan</b>						
Studio / efficiency	58%	26%	75%	80%	75%	74%
1 bedroom	60%	34%	81%	79%	73%	74%
2 bedroom	65%	49%	85%	80%	74%	75%
3 bedroom	71%	61%	88%	81%	74%	75%
Other	69%	42%	82%	79%	73%	75%
<b>Gender</b>						
Male	66%	43%	81%	77%	71%	72%
Female	61%	43%	85%	82%	75%	76%
<b>Annual Household Income</b>						
Less than \$25,000	64%	48%	81%	78%	71%	72%
\$26,000 - \$40,000	65%	50%	84%	79%	72%	74%
\$41,000 - \$50,000	64%	45%	84%	79%	73%	74%
\$51,000 - \$74,000	65%	42%	84%	80%	75%	77%
\$75,000 - \$100,000	64%	43%	83%	81%	75%	76%
\$101,000 - \$150,000	62%	39%	83%	81%	75%	75%
More than \$150,000	58%	35%	82%	79%	72%	72%
<b>Living Arrangement</b>						
Single living alone	55%	28%	79%	77%	71%	72%
Single w/ children	73%	69%	90%	78%	72%	74%
Spouse / partner	63%	39%	82%	82%	76%	77%
Spouse / partner w/ children	79%	83%	91%	83%	77%	78%
Living w/ roommate	70%	37%	86%	81%	75%	76%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Amenities - Interest In**

Response Category	Dog park	Pet-washing station	Dog treats in lobby	--	--	--
<b>Age Range</b>						
Under 25	47%	36%	32%	--	--	--
25-34	41%	33%	24%	--	--	--
35-44	34%	27%	18%	--	--	--
45-54	34%	26%	15%	--	--	--
55-64	30%	21%	12%	--	--	--
65+	23%	14%	7%	--	--	--
<b>Property Class</b>						
Class A	38%	30%	21%	--	--	--
Class B	37%	28%	20%	--	--	--
Class C	35%	27%	18%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	36%	28%	22%	--	--	--
1 bedroom	38%	29%	21%	--	--	--
2 bedroom	37%	28%	19%	--	--	--
3 bedroom	37%	29%	19%	--	--	--
Other	40%	28%	24%	--	--	--
<b>Gender</b>						
Male	33%	25%	17%	--	--	--
Female	40%	31%	22%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	39%	29%	25%	--	--	--
\$26,000 - \$40,000	39%	30%	23%	--	--	--
\$41,000 - \$50,000	39%	30%	22%	--	--	--
\$51,000 - \$74,000	38%	30%	21%	--	--	--
\$75,000 - \$100,000	36%	29%	19%	--	--	--
\$101,000 - \$150,000	36%	27%	18%	--	--	--
More than \$150,000	36%	27%	17%	--	--	--
<b>Living Arrangement</b>						
Single living alone	34%	26%	18%	--	--	--
Single w/ children	32%	25%	16%	--	--	--
Spouse / partner	45%	36%	25%	--	--	--
Spouse / partner w/ children	33%	27%	17%	--	--	--
Living w/ roommate	40%	31%	24%	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

### Apartment Features - Pricing

Response Category	Double oven	Garbage disposal	Gas stove	Premium countertops	Kitchen island	Microwave
<b>Age Range</b>						
Under 25	\$46	\$21	\$39	\$56	\$54	\$25
25-34	\$39	\$17	\$33	\$50	\$46	\$21
35-44	\$36	\$17	\$30	\$45	\$43	\$20
45-54	\$37	\$16	\$29	\$43	\$39	\$20
55-64	\$32	\$15	\$26	\$38	\$37	\$19
65+	\$32	\$18	\$28	\$38	\$35	\$22
<b>Property Class</b>						
Class A	\$37	\$17	\$32	\$48	\$44	\$21
Class B	\$40	\$17	\$31	\$47	\$45	\$21
Class C	\$43	\$22	\$32	\$50	\$50	\$25
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$48	\$22	\$37	\$51	\$51	\$24
1 bedroom	\$38	\$17	\$32	\$48	\$45	\$21
2 bedroom	\$37	\$17	\$31	\$46	\$43	\$21
3 bedroom	\$39	\$18	\$34	\$48	\$45	\$22
Other	\$48	\$22	\$36	\$50	\$48	\$23
<b>Gender</b>						
Male	\$37	\$18	\$32	\$46	\$43	\$21
Female	\$39	\$17	\$31	\$48	\$45	\$21
<b>Annual Household Income</b>						
Less than \$25,000	\$48	\$22	\$38	\$51	\$51	\$27
\$26,000 - \$40,000	\$43	\$19	\$33	\$50	\$48	\$24
\$41,000 - \$50,000	\$40	\$17	\$32	\$47	\$45	\$22
\$51,000 - \$74,000	\$37	\$16	\$31	\$47	\$44	\$20
\$75,000 - \$100,000	\$36	\$17	\$30	\$45	\$43	\$19
\$101,000 - \$150,000	\$32	\$16	\$30	\$45	\$42	\$18
More than \$150,000	\$36	\$17	\$32	\$46	\$42	\$19
<b>Living Arrangement</b>						
Single living alone	\$38	\$17	\$30	\$47	\$44	\$20
Single w/ children	\$39	\$17	\$29	\$45	\$44	\$23
Spouse / partner	\$37	\$17	\$33	\$47	\$44	\$20
Spouse / partner w/ children	\$37	\$19	\$31	\$46	\$43	\$21
Living w/ roommate	\$43	\$20	\$37	\$52	\$49	\$23

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.



### Apartment Features - Pricing

Response Category	Refrigerator with water / ice dispenser	Stove hood	Walk-in pantry	Access to cable TV	Access to satellite TV	Alarm system
<b>Age Range</b>						
Under 25	\$40	\$30	\$45	\$43	\$46	\$56
25-34	\$31	\$24	\$38	\$32	\$33	\$44
35-44	\$30	\$23	\$34	\$28	\$30	\$38
45-54	\$27	\$20	\$31	\$25	\$27	\$33
55-64	\$25	\$17	\$27	\$23	\$24	\$31
65+	\$27	\$19	\$30	\$27	\$27	\$29
<b>Property Class</b>						
Class A	\$30	\$23	\$36	\$30	\$31	\$40
Class B	\$31	\$23	\$36	\$31	\$34	\$43
Class C	\$35	\$24	\$38	\$33	\$36	\$44
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$35	\$27	\$45	\$36	\$39	\$47
1 bedroom	\$31	\$23	\$36	\$31	\$32	\$41
2 bedroom	\$31	\$22	\$35	\$29	\$31	\$40
3 bedroom	\$31	\$24	\$35	\$30	\$34	\$41
Other	\$35	\$27	\$41	\$39	\$43	\$50
<b>Gender</b>						
Male	\$31	\$24	\$36	\$30	\$31	\$38
Female	\$31	\$22	\$35	\$31	\$33	\$43
<b>Annual Household Income</b>						
Less than \$25,000	\$40	\$29	\$41	\$39	\$44	\$51
\$26,000 - \$40,000	\$34	\$25	\$36	\$35	\$36	\$47
\$41,000 - \$50,000	\$32	\$24	\$34	\$32	\$34	\$43
\$51,000 - \$74,000	\$30	\$22	\$35	\$29	\$30	\$40
\$75,000 - \$100,000	\$28	\$22	\$35	\$28	\$28	\$37
\$101,000 - \$150,000	\$28	\$21	\$36	\$27	\$28	\$35
More than \$150,000	\$27	\$23	\$37	\$29	\$29	\$37
<b>Living Arrangement</b>						
Single living alone	\$29	\$21	\$34	\$30	\$31	\$39
Single w/ children	\$31	\$23	\$34	\$29	\$31	\$41
Spouse / partner	\$30	\$23	\$37	\$30	\$31	\$41
Spouse / partner w/ children	\$31	\$24	\$35	\$29	\$30	\$40
Living w/ roommate	\$36	\$28	\$40	\$38	\$42	\$49

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

### Apartment Features - Pricing

Response Category	Device-charging stations	High speed internet access	Non-key secure access	Pre-installed WiFi in apartment	Smart thermostats	TV wall mount
<b>Age Range</b>						
Under 25	\$38	\$49	\$45	\$55	\$51	\$35
25-34	\$29	\$37	\$36	\$42	\$39	\$28
35-44	\$24	\$32	\$32	\$35	\$31	\$24
45-54	\$23	\$29	\$28	\$31	\$27	\$22
55-64	\$20	\$26	\$25	\$27	\$24	\$19
65+	\$20	\$28	\$24	\$26	\$23	\$21
<b>Property Class</b>						
Class A	\$27	\$35	\$33	\$38	\$35	\$26
Class B	\$29	\$36	\$35	\$40	\$36	\$27
Class C	\$29	\$37	\$37	\$40	\$36	\$31
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$31	\$42	\$38	\$46	\$42	\$33
1 bedroom	\$27	\$36	\$34	\$39	\$36	\$26
2 bedroom	\$27	\$34	\$33	\$38	\$33	\$26
3 bedroom	\$28	\$35	\$35	\$37	\$35	\$26
Other	\$33	\$43	\$38	\$45	\$42	\$33
<b>Gender</b>						
Male	\$26	\$36	\$32	\$37	\$33	\$25
Female	\$28	\$34	\$35	\$39	\$37	\$27
<b>Annual Household Income</b>						
Less than \$25,000	\$36	\$44	\$42	\$46	\$43	\$34
\$26,000 - \$40,000	\$32	\$38	\$39	\$43	\$40	\$31
\$41,000 - \$50,000	\$29	\$35	\$36	\$40	\$37	\$28
\$51,000 - \$74,000	\$26	\$34	\$34	\$38	\$35	\$26
\$75,000 - \$100,000	\$25	\$33	\$32	\$36	\$32	\$24
\$101,000 - \$150,000	\$22	\$33	\$30	\$35	\$32	\$22
More than \$150,000	\$23	\$35	\$29	\$34	\$30	\$22
<b>Living Arrangement</b>						
Single living alone	\$26	\$34	\$33	\$37	\$34	\$26
Single w/ children	\$28	\$31	\$33	\$35	\$32	\$26
Spouse / partner	\$27	\$36	\$33	\$39	\$36	\$25
Spouse / partner w/ children	\$27	\$34	\$33	\$37	\$33	\$25
Living w/ roommate	\$34	\$44	\$40	\$48	\$43	\$32

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

### Apartment Features - Pricing

Response Category	Double vanity in master bath	Exposed brick walls	Formal dining room	Fireplace	Hardwood floors	Modular closet system
<b>Age Range</b>						
Under 25	\$55	\$56	\$64	\$61	\$70	\$53
25-34	\$47	\$49	\$53	\$51	\$64	\$47
35-44	\$43	\$46	\$51	\$48	\$59	\$45
45-54	\$43	\$47	\$52	\$49	\$56	\$44
55-64	\$41	\$45	\$49	\$45	\$50	\$38
65+	\$46	\$44	\$52	\$47	\$52	\$42
<b>Property Class</b>						
Class A	\$47	\$50	\$56	\$52	\$63	\$47
Class B	\$46	\$47	\$52	\$50	\$58	\$44
Class C	\$51	\$54	\$57	\$55	\$60	\$51
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$60	\$56	\$72	\$66	\$68	\$52
1 bedroom	\$46	\$48	\$54	\$50	\$59	\$44
2 bedroom	\$45	\$48	\$53	\$49	\$61	\$46
3 bedroom	\$48	\$54	\$56	\$54	\$64	\$51
Other	\$48	\$52	\$56	\$56	\$60	\$48
<b>Gender</b>						
Male	\$48	\$49	\$56	\$52	\$61	\$45
Female	\$45	\$48	\$52	\$49	\$60	\$46
<b>Annual Household Income</b>						
Less than \$25,000	\$57	\$58	\$62	\$58	\$62	\$52
\$26,000 - \$40,000	\$49	\$50	\$54	\$50	\$59	\$48
\$41,000 - \$50,000	\$46	\$49	\$53	\$48	\$59	\$44
\$51,000 - \$74,000	\$45	\$48	\$52	\$50	\$59	\$44
\$75,000 - \$100,000	\$44	\$48	\$52	\$50	\$61	\$45
\$101,000 - \$150,000	\$43	\$46	\$52	\$50	\$63	\$44
More than \$150,000	\$44	\$45	\$58	\$51	\$65	\$46
<b>Living Arrangement</b>						
Single living alone	\$45	\$49	\$54	\$49	\$59	\$43
Single w/ children	\$47	\$47	\$52	\$48	\$58	\$46
Spouse / partner	\$45	\$47	\$54	\$51	\$62	\$46
Spouse / partner w/ children	\$46	\$50	\$51	\$50	\$61	\$49
Living w/ roommate	\$52	\$52	\$59	\$55	\$65	\$49

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

### Apartment Features - Pricing

Response Category	Patio or balcony	Separate bath tub and shower	Two master bathrooms	Vaulted ceilings	Walk-in closet	Built-in bookshelves
<b>Age Range</b>						
Under 25	\$64	\$75	\$100	\$65	\$59	\$45
25-34	\$55	\$61	\$87	\$53	\$51	\$37
35-44	\$50	\$55	\$77	\$48	\$46	\$37
45-54	\$46	\$52	\$74	\$47	\$44	\$37
55-64	\$43	\$47	\$69	\$43	\$40	\$34
65+	\$47	\$49	\$68	\$43	\$43	\$36
<b>Property Class</b>						
Class A	\$56	\$59	\$85	\$53	\$51	\$39
Class B	\$49	\$57	\$80	\$51	\$46	\$37
Class C	\$49	\$61	\$82	\$54	\$47	\$40
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$74	\$69	\$107	\$63	\$60	\$42
1 bedroom	\$52	\$58	\$88	\$51	\$46	\$36
2 bedroom	\$51	\$57	\$78	\$51	\$49	\$38
3 bedroom	\$52	\$59	\$81	\$55	\$51	\$44
Other	\$55	\$63	\$86	\$54	\$53	\$43
<b>Gender</b>						
Male	\$56	\$60	\$83	\$53	\$49	\$39
Female	\$50	\$57	\$81	\$50	\$48	\$37
<b>Annual Household Income</b>						
Less than \$25,000	\$55	\$68	\$90	\$60	\$54	\$45
\$26,000 - \$40,000	\$48	\$60	\$80	\$53	\$46	\$40
\$41,000 - \$50,000	\$49	\$59	\$81	\$50	\$47	\$38
\$51,000 - \$74,000	\$50	\$57	\$80	\$50	\$46	\$37
\$75,000 - \$100,000	\$52	\$55	\$81	\$50	\$47	\$37
\$101,000 - \$150,000	\$58	\$55	\$81	\$51	\$51	\$36
More than \$150,000	\$64	\$57	\$88	\$51	\$55	\$38
<b>Living Arrangement</b>						
Single living alone	\$51	\$57	\$83	\$50	\$46	\$36
Single w/ children	\$45	\$54	\$73	\$50	\$45	\$39
Spouse / partner	\$55	\$59	\$83	\$52	\$51	\$37
Spouse / partner w/ children	\$49	\$57	\$77	\$52	\$50	\$41
Living w/ roommate	\$59	\$65	\$91	\$59	\$55	\$41

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

**Apartment Features - Pricing**

Response Category	Ceiling fan	Crown molding	Furniture rental service	Soundproof walls	Washer / dryer hookups	Washer / dryer in unit
<b>Age Range</b>						
Under 25	\$36	\$46	\$76	\$74	\$53	\$82
25-34	\$30	\$37	\$67	\$64	\$42	\$68
35-44	\$29	\$36	\$65	\$61	\$38	\$60
45-54	\$29	\$34	\$60	\$58	\$39	\$56
55-64	\$27	\$30	\$60	\$52	\$33	\$51
65+	\$32	\$32	\$55	\$54	\$38	\$55
<b>Property Class</b>						
Class A	\$31	\$37	\$71	\$65	\$41	\$65
Class B	\$29	\$36	\$65	\$60	\$40	\$63
Class C	\$31	\$41	\$70	\$61	\$47	\$67
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$32	\$46	\$74	\$71	\$51	\$80
1 bedroom	\$28	\$35	\$67	\$61	\$41	\$64
2 bedroom	\$31	\$37	\$66	\$62	\$41	\$63
3 bedroom	\$36	\$42	\$71	\$65	\$43	\$65
Other	\$36	\$46	\$64	\$67	\$49	\$68
<b>Gender</b>						
Male	\$32	\$37	\$66	\$64	\$44	\$65
Female	\$29	\$36	\$68	\$61	\$40	\$64
<b>Annual Household Income</b>						
Less than \$25,000	\$36	\$49	\$74	\$66	\$49	\$70
\$26,000 - \$40,000	\$32	\$39	\$69	\$61	\$42	\$63
\$41,000 - \$50,000	\$30	\$36	\$66	\$61	\$41	\$63
\$51,000 - \$74,000	\$29	\$36	\$68	\$61	\$39	\$63
\$75,000 - \$100,000	\$30	\$34	\$62	\$60	\$40	\$62
\$101,000 - \$150,000	\$29	\$33	\$62	\$63	\$40	\$66
More than \$150,000	\$30	\$35	\$75	\$66	\$42	\$69
<b>Living Arrangement</b>						
Single living alone	\$28	\$35	\$69	\$61	\$39	\$62
Single w/ children	\$32	\$39	\$63	\$59	\$39	\$59
Spouse / partner	\$30	\$36	\$64	\$64	\$43	\$67
Spouse / partner w/ children	\$34	\$40	\$66	\$62	\$43	\$63
Living w/ roommate	\$34	\$41	\$71	\$67	\$47	\$72

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

**Community Amenities - Pricing**

Response Category	Bike maintenance / repair area	Bike storage	Bike sharing	Car-charging station	Car sharing (e.g., Zipcar)	On-site car wash
<b>Age Range</b>						
Under 25	\$32	\$29	\$33	\$49	\$47	\$39
25-34	\$25	\$22	\$25	\$36	\$31	\$27
35-44	\$22	\$20	\$23	\$33	\$30	\$23
45-54	\$18	\$19	\$19	\$30	\$27	\$20
55-64	\$17	\$16	\$17	\$26	\$23	\$18
65+	\$18	\$16	\$18	\$33	\$23	\$20
<b>Property Class</b>						
Class A	\$22	\$21	\$22	\$34	\$30	\$26
Class B	\$25	\$22	\$26	\$38	\$33	\$26
Class C	\$27	\$23	\$29	\$42	\$43	\$28
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$28	\$27	\$29	\$41	\$34	\$34
1 bedroom	\$24	\$21	\$24	\$35	\$31	\$26
2 bedroom	\$23	\$20	\$24	\$35	\$31	\$25
3 bedroom	\$21	\$20	\$24	\$36	\$34	\$24
Other	\$34	\$25	\$35	\$47	\$45	\$34
<b>Gender</b>						
Male	\$24	\$22	\$26	\$36	\$32	\$26
Female	\$23	\$20	\$23	\$35	\$32	\$25
<b>Annual Household Income</b>						
Less than \$25,000	\$32	\$29	\$33	\$46	\$45	\$35
\$26,000 - \$40,000	\$27	\$23	\$28	\$40	\$39	\$28
\$41,000 - \$50,000	\$26	\$22	\$26	\$37	\$35	\$27
\$51,000 - \$74,000	\$22	\$20	\$23	\$35	\$30	\$24
\$75,000 - \$100,000	\$22	\$20	\$23	\$33	\$29	\$24
\$101,000 - \$150,000	\$20	\$19	\$20	\$30	\$25	\$23
More than \$150,000	\$22	\$20	\$23	\$32	\$26	\$24
<b>Living Arrangement</b>						
Single living alone	\$23	\$20	\$23	\$35	\$31	\$25
Single w/ children	\$23	\$19	\$26	\$34	\$34	\$23
Spouse / partner	\$23	\$21	\$24	\$35	\$29	\$26
Spouse / partner w/ children	\$21	\$21	\$23	\$32	\$28	\$24
Living w/ roommate	\$30	\$26	\$29	\$43	\$40	\$33

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

### Community Amenities - Pricing

Response Category	Parking	Secured community access	Additional storage space outside of unit	Business center	Community WiFi	Concierge services
<b>Age Range</b>						
Under 25	\$38	\$50	\$44	\$31	\$29	\$46
25-34	\$34	\$39	\$36	\$24	\$22	\$39
35-44	\$30	\$35	\$33	\$22	\$21	\$33
45-54	\$26	\$32	\$31	\$20	\$19	\$31
55-64	\$25	\$31	\$29	\$18	\$17	\$27
65+	\$28	\$31	\$28	\$19	\$19	\$31
<b>Property Class</b>						
Class A	\$34	\$38	\$36	\$23	\$22	\$37
Class B	\$29	\$37	\$34	\$24	\$23	\$36
Class C	\$28	\$40	\$34	\$29	\$26	\$39
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$52	\$46	\$41	\$30	\$28	\$44
1 bedroom	\$33	\$38	\$34	\$23	\$22	\$37
2 bedroom	\$29	\$36	\$34	\$22	\$22	\$36
3 bedroom	\$28	\$38	\$36	\$25	\$23	\$34
Other	\$33	\$44	\$40	\$30	\$30	\$44
<b>Gender</b>						
Male	\$33	\$37	\$34	\$25	\$23	\$35
Female	\$30	\$38	\$34	\$22	\$21	\$37
<b>Annual Household Income</b>						
Less than \$25,000	\$31	\$43	\$38	\$30	\$30	\$42
\$26,000 - \$40,000	\$26	\$37	\$33	\$25	\$25	\$39
\$41,000 - \$50,000	\$28	\$37	\$33	\$23	\$22	\$35
\$51,000 - \$74,000	\$29	\$37	\$33	\$21	\$21	\$35
\$75,000 - \$100,000	\$32	\$36	\$34	\$23	\$21	\$34
\$101,000 - \$150,000	\$37	\$38	\$36	\$21	\$19	\$35
More than \$150,000	\$44	\$39	\$37	\$22	\$19	\$38
<b>Living Arrangement</b>						
Single living alone	\$31	\$37	\$33	\$23	\$21	\$37
Single w/ children	\$24	\$34	\$30	\$22	\$23	\$34
Spouse / partner	\$34	\$39	\$36	\$22	\$21	\$36
Spouse / partner w/ children	\$28	\$34	\$34	\$23	\$22	\$33
Living w/ roommate	\$36	\$45	\$40	\$28	\$27	\$41

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

**Community Amenities - Pricing**

Response Category	Conference room / meeting space	Laundry lockers	On-site childcare	Package delivery room / holding area	Valet trash service	Barbecue grill
<b>Age Range</b>						
Under 25	\$33	\$39	\$68	\$27	\$38	\$36
25-34	\$26	\$30	\$65	\$21	\$29	\$29
35-44	\$24	\$26	\$58	\$19	\$27	\$27
45-54	\$24	\$24	\$50	\$17	\$25	\$27
55-64	\$20	\$19	\$44	\$14	\$23	\$24
65+	\$23	\$24	\$52	\$16	\$24	\$24
<b>Property Class</b>						
Class A	\$25	\$28	\$63	\$20	\$28	\$29
Class B	\$27	\$31	\$61	\$20	\$30	\$28
Class C	\$32	\$35	\$62	\$24	\$37	\$32
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$33	\$35	\$71	\$25	\$36	\$34
1 bedroom	\$26	\$29	\$58	\$20	\$28	\$28
2 bedroom	\$25	\$28	\$63	\$19	\$28	\$29
3 bedroom	\$26	\$30	\$62	\$20	\$30	\$32
Other	\$32	\$40	\$65	\$26	\$40	\$31
<b>Gender</b>						
Male	\$26	\$29	\$58	\$20	\$29	\$32
Female	\$25	\$29	\$64	\$19	\$29	\$27
<b>Annual Household Income</b>						
Less than \$25,000	\$33	\$40	\$60	\$26	\$39	\$37
\$26,000 - \$40,000	\$29	\$33	\$63	\$22	\$32	\$30
\$41,000 - \$50,000	\$26	\$30	\$59	\$19	\$28	\$28
\$51,000 - \$74,000	\$25	\$28	\$60	\$18	\$27	\$27
\$75,000 - \$100,000	\$24	\$27	\$61	\$18	\$27	\$29
\$101,000 - \$150,000	\$23	\$25	\$63	\$19	\$27	\$27
More than \$150,000	\$22	\$22	\$69	\$20	\$26	\$27
<b>Living Arrangement</b>						
Single living alone	\$26	\$28	\$56	\$19	\$28	\$27
Single w/ children	\$25	\$30	\$60	\$18	\$28	\$27
Spouse / partner	\$24	\$28	\$64	\$19	\$28	\$29
Spouse / partner w/ children	\$25	\$28	\$64	\$20	\$29	\$32
Living w/ roommate	\$31	\$34	\$58	\$24	\$36	\$32

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.



### Community Amenities - Pricing

Response Category	Community chef kitchen space	Community vegetable garden	Fitness center	Fitness classes	Lounge area / party room	Non-smoking buildings
<b>Age Range</b>						
Under 25	\$48	\$43	\$51	\$58	\$45	\$42
25-34	\$37	\$36	\$42	\$46	\$38	\$35
35-44	\$36	\$34	\$38	\$40	\$35	\$36
45-54	\$35	\$32	\$36	\$37	\$35	\$39
55-64	\$30	\$27	\$33	\$31	\$30	\$33
65+	\$31	\$26	\$35	\$31	\$30	\$39
<b>Property Class</b>						
Class A	\$37	\$35	\$42	\$44	\$37	\$38
Class B	\$38	\$35	\$39	\$43	\$37	\$35
Class C	\$43	\$38	\$40	\$46	\$41	\$35
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$45	\$40	\$51	\$55	\$44	\$39
1 bedroom	\$36	\$34	\$40	\$43	\$36	\$34
2 bedroom	\$37	\$34	\$40	\$43	\$37	\$38
3 bedroom	\$41	\$41	\$44	\$46	\$41	\$40
Other	\$42	\$38	\$45	\$46	\$40	\$42
<b>Gender</b>						
Male	\$39	\$38	\$43	\$44	\$39	\$38
Female	\$36	\$33	\$39	\$43	\$35	\$35
<b>Annual Household Income</b>						
Less than \$25,000	\$50	\$45	\$49	\$55	\$46	\$43
\$26,000 - \$40,000	\$39	\$37	\$39	\$45	\$40	\$36
\$41,000 - \$50,000	\$38	\$34	\$38	\$43	\$36	\$35
\$51,000 - \$74,000	\$36	\$33	\$38	\$42	\$35	\$35
\$75,000 - \$100,000	\$36	\$34	\$40	\$43	\$35	\$35
\$101,000 - \$150,000	\$33	\$34	\$42	\$42	\$35	\$37
More than \$150,000	\$30	\$36	\$44	\$42	\$33	\$39
<b>Living Arrangement</b>						
Single living alone	\$36	\$33	\$39	\$42	\$35	\$35
Single w/ children	\$37	\$35	\$36	\$39	\$37	\$35
Spouse / partner	\$35	\$35	\$42	\$44	\$37	\$37
Spouse / partner w/ children	\$39	\$38	\$42	\$44	\$39	\$40
Living w/ roommate	\$43	\$40	\$46	\$52	\$42	\$38

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

**Community Amenities - Pricing**

Response Category	Outdoor recreational facilities	Playground	Pool	Recycling	Sustainability / green initiatives	Sustainability / green certifications
<b>Age Range</b>						
Under 25	\$51	\$47	\$57	\$34	\$39	\$41
25-34	\$41	\$37	\$47	\$26	\$31	\$33
35-44	\$38	\$37	\$42	\$26	\$30	\$32
45-54	\$36	\$35	\$41	\$25	\$28	\$30
55-64	\$31	\$29	\$37	\$20	\$23	\$24
65+	\$31	\$33	\$42	\$25	\$27	\$27
<b>Property Class</b>						
Class A	\$42	\$39	\$48	\$27	\$31	\$33
Class B	\$39	\$35	\$43	\$25	\$30	\$32
Class C	\$39	\$37	\$40	\$27	\$32	\$34
<b>Apartment Floor Plan</b>						
Studio / efficiency	\$49	\$43	\$59	\$29	\$35	\$38
1 bedroom	\$40	\$37	\$44	\$25	\$29	\$31
2 bedroom	\$40	\$37	\$45	\$26	\$31	\$32
3 bedroom	\$44	\$41	\$49	\$31	\$35	\$36
Other	\$44	\$42	\$54	\$30	\$36	\$36
<b>Gender</b>						
Male	\$43	\$41	\$49	\$28	\$32	\$34
Female	\$39	\$35	\$43	\$25	\$30	\$32
<b>Annual Household Income</b>						
Less than \$25,000	\$50	\$46	\$51	\$33	\$38	\$40
\$26,000 - \$40,000	\$42	\$37	\$43	\$28	\$33	\$34
\$41,000 - \$50,000	\$39	\$35	\$43	\$26	\$30	\$33
\$51,000 - \$74,000	\$39	\$36	\$43	\$25	\$29	\$31
\$75,000 - \$100,000	\$40	\$37	\$46	\$26	\$31	\$32
\$101,000 - \$150,000	\$39	\$37	\$48	\$25	\$28	\$30
More than \$150,000	\$41	\$40	\$51	\$25	\$28	\$31
<b>Living Arrangement</b>						
Single living alone	\$39	\$35	\$44	\$24	\$28	\$30
Single w/ children	\$37	\$34	\$40	\$26	\$30	\$31
Spouse / partner	\$41	\$37	\$47	\$27	\$31	\$33
Spouse / partner w/ children	\$42	\$40	\$47	\$30	\$34	\$35
Living w/ roommate	\$47	\$43	\$53	\$30	\$35	\$37

Each column above represents a separate pricing question. Respondents who declared they were "interested" or "very interested" in an apartment feature or community amenity were then asked how much more they would expect a similar renter in their area to pay per month for that feature or amenity, compared to an apartment which lacks it. The scores shown above represent the average price-per-month increase expected.

### Decision to Rent - Reason for Renting

Response Category	It suits my lifestyle	I may need to move and renting offers more flexibility	I like this neighborhood but cannot afford to buy	I cannot find a home I want to buy	I do not want to take the financial risk of buying a home	Other
<b>Age Range</b>						
Under 25	31%	41%	7%	7%	8%	7%
25-34	25%	34%	13%	12%	9%	8%
35-44	26%	26%	15%	13%	9%	11%
45-54	30%	24%	12%	11%	9%	15%
55-64	35%	22%	9%	8%	9%	17%
65+	47%	15%	7%	4%	10%	17%
<b>Property Class</b>						
Class A	29%	31%	11%	10%	8%	11%
Class B	29%	29%	12%	10%	10%	11%
Class C	27%	25%	12%	12%	12%	12%
Not Known	28%	29%	13%	11%	9%	11%
<b>Apartment Floor Plan</b>						
Studio / efficiency	32%	33%	14%	6%	7%	8%
1 bedroom	30%	31%	11%	9%	9%	10%
2 bedroom	27%	28%	12%	12%	9%	12%
3 bedroom	24%	26%	12%	14%	10%	14%
Other	34%	32%	8%	7%	8%	11%
<b>Gender</b>						
Male	28%	33%	11%	11%	8%	9%
Female	29%	27%	12%	10%	9%	12%
<b>Annual Household Income</b>						
Less than \$25,000	33%	29%	10%	6%	11%	11%
\$26,000 - \$40,000	30%	25%	13%	10%	12%	10%
\$41,000 - \$50,000	30%	27%	13%	10%	11%	9%
\$51,000 - \$74,000	29%	29%	12%	11%	9%	10%
\$75,000 - \$100,000	27%	33%	12%	11%	7%	10%
\$101,000 - \$150,000	25%	34%	12%	11%	7%	12%
More than \$150,000	24%	34%	11%	12%	6%	14%
<b>Living Arrangement</b>						
Single living alone	35%	30%	9%	8%	8%	10%
Single w/ children	26%	18%	17%	13%	11%	14%
Spouse / partner	24%	31%	12%	12%	8%	12%
Spouse / partner w/ children	15%	28%	17%	18%	9%	12%
Living w/ roommate	33%	36%	10%	6%	8%	7%

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Decision to Rent - Time Frame for Buying a Home**

Response Category	Within the next 12 months	Within the next 5 years	Longer than 5 years from now	I do not plan to buy a home	--	--
<b>Age Range</b>						
Under 25	7%	56%	34%	2%	--	--
25-34	16%	63%	17%	4%	--	--
35-44	20%	55%	15%	10%	--	--
45-54	18%	47%	13%	21%	--	--
55-64	16%	33%	9%	42%	--	--
65+	9%	13%	3%	76%	--	--
<b>Property Class</b>						
Class A	17%	54%	15%	14%	--	--
Class B	15%	52%	18%	15%	--	--
Class C	15%	52%	16%	17%	--	--
Not Known	15%	52%	17%	15%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	10%	50%	26%	14%	--	--
1 bedroom	14%	55%	17%	14%	--	--
2 bedroom	18%	52%	14%	16%	--	--
3 bedroom	20%	50%	16%	14%	--	--
Other	11%	45%	32%	11%	--	--
<b>Gender</b>						
Male	16%	53%	17%	14%	--	--
Female	15%	53%	16%	16%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	6%	43%	31%	20%	--	--
\$26,000 - \$40,000	11%	52%	20%	17%	--	--
\$41,000 - \$50,000	14%	54%	17%	15%	--	--
\$51,000 - \$74,000	15%	57%	15%	14%	--	--
\$75,000 - \$100,000	18%	55%	14%	13%	--	--
\$101,000 - \$150,000	22%	55%	12%	11%	--	--
More than \$150,000	27%	52%	10%	12%	--	--
<b>Living Arrangement</b>						
Single living alone	13%	51%	16%	20%	--	--
Single w/ children	18%	53%	14%	14%	--	--
Spouse / partner	19%	55%	13%	12%	--	--
Spouse / partner w/ children	24%	54%	13%	9%	--	--
Living w/ roommate	8%	53%	30%	8%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Decision to Rent - I Would Buy a Home If...**

Response Category	If I got married	If I decided to have children	If my job situation became more secure	No particular life event would prompt me to buy	--	--
<b>Age Range</b>						
Under 25	29%	16%	35%	20%	--	--
25-34	22%	15%	28%	35%	--	--
35-44	17%	6%	25%	51%	--	--
45-54	16%	1%	21%	62%	--	--
55-64	11%	1%	15%	73%	--	--
65+	6%	0%	5%	89%	--	--
<b>Property Class</b>						
Class A	20%	10%	22%	48%	--	--
Class B	19%	9%	27%	45%	--	--
Class C	18%	7%	29%	46%	--	--
Not Known	18%	9%	26%	47%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	24%	13%	25%	38%	--	--
1 bedroom	23%	12%	24%	42%	--	--
2 bedroom	16%	7%	25%	51%	--	--
3 bedroom	13%	4%	27%	56%	--	--
Other	24%	10%	34%	33%	--	--
<b>Gender</b>						
Male	15%	10%	27%	48%	--	--
Female	22%	9%	23%	46%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	21%	8%	42%	29%	--	--
\$26,000 - \$40,000	21%	8%	32%	38%	--	--
\$41,000 - \$50,000	24%	8%	26%	42%	--	--
\$51,000 - \$74,000	22%	9%	23%	46%	--	--
\$75,000 - \$100,000	17%	10%	22%	51%	--	--
\$101,000 - \$150,000	15%	11%	19%	55%	--	--
More than \$150,000	11%	11%	15%	62%	--	--
<b>Living Arrangement</b>						
Single living alone	28%	8%	19%	45%	--	--
Single w/ children	22%	1%	25%	52%	--	--
Spouse / partner	7%	17%	26%	50%	--	--
Spouse / partner w/ children	2%	3%	38%	57%	--	--
Living w/ roommate	32%	13%	30%	26%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Decision to Rent - Type of Neighborhood to Buy House**

Response Category	Seeking more urban neighborhood	Seeking more suburban neighborhood	Seeking a neighborhood similar to my current one	--	--	--
<b>Age Range</b>						
Under 25	15%	40%	46%	--	--	--
25-34	11%	30%	59%	--	--	--
35-44	10%	24%	66%	--	--	--
45-54	11%	24%	65%	--	--	--
55-64	12%	25%	63%	--	--	--
65+	10%	21%	69%	--	--	--
<b>Property Class</b>						
Class A	11%	27%	62%	--	--	--
Class B	12%	29%	59%	--	--	--
Class C	11%	34%	55%	--	--	--
Not Known	12%	28%	60%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	11%	37%	52%	--	--	--
1 bedroom	11%	29%	60%	--	--	--
2 bedroom	11%	27%	63%	--	--	--
3 bedroom	11%	27%	62%	--	--	--
Other	19%	40%	42%	--	--	--
<b>Gender</b>						
Male	12%	30%	58%	--	--	--
Female	10%	27%	63%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	16%	36%	48%	--	--	--
\$26,000 - \$40,000	11%	30%	59%	--	--	--
\$41,000 - \$50,000	11%	28%	61%	--	--	--
\$51,000 - \$74,000	10%	27%	63%	--	--	--
\$75,000 - \$100,000	11%	26%	63%	--	--	--
\$101,000 - \$150,000	11%	26%	63%	--	--	--
More than \$150,000	11%	28%	60%	--	--	--
<b>Living Arrangement</b>						
Single living alone	12%	28%	61%	--	--	--
Single w/ children	9%	24%	66%	--	--	--
Spouse / partner	10%	29%	60%	--	--	--
Spouse / partner w/ children	9%	25%	66%	--	--	--
Living w/ roommate	15%	35%	50%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Decision to Rent - Rent Increase in Past 12 Months**

Response Category	It has not increased	1-3%	3-6%	6-10%	More than 10%	Have not lived here for 12 months
<b>Age Range</b>						
Under 25	30%	16%	14%	10%	7%	22%
25-34	17%	18%	20%	15%	12%	18%
35-44	16%	19%	21%	17%	13%	14%
45-54	19%	20%	20%	16%	12%	13%
55-64	18%	20%	22%	16%	12%	12%
65+	17%	23%	23%	16%	10%	11%
<b>Property Class</b>						
Class A	19%	18%	19%	14%	11%	18%
Class B	18%	19%	21%	16%	12%	14%
Class C	18%	20%	23%	14%	11%	14%
Not Known	19%	19%	19%	16%	12%	15%
<b>Apartment Floor Plan</b>						
Studio / efficiency	22%	17%	16%	13%	12%	20%
1 bedroom	18%	18%	20%	15%	12%	17%
2 bedroom	18%	19%	20%	16%	12%	15%
3 bedroom	22%	20%	19%	14%	11%	14%
Other	34%	19%	18%	12%	8%	9%
<b>Gender</b>						
Male	19%	17%	20%	16%	13%	14%
Female	19%	20%	20%	14%	11%	17%
<b>Annual Household Income</b>						
Less than \$25,000	28%	20%	17%	12%	9%	14%
\$26,000 - \$40,000	21%	19%	20%	14%	11%	15%
\$41,000 - \$50,000	18%	20%	20%	15%	11%	15%
\$51,000 - \$74,000	17%	19%	21%	15%	12%	16%
\$75,000 - \$100,000	17%	18%	20%	16%	13%	16%
\$101,000 - \$150,000	17%	17%	19%	16%	14%	17%
More than \$150,000	19%	16%	20%	16%	12%	17%
<b>Living Arrangement</b>						
Single living alone	18%	19%	21%	15%	12%	15%
Single w/ children	20%	20%	20%	15%	12%	14%
Spouse / partner	18%	18%	19%	15%	12%	18%
Spouse / partner w/ children	16%	17%	20%	17%	14%	15%
Living w/ roommate	25%	18%	18%	13%	10%	15%

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Visited Community / Company Website**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	83%	17%	--	--	--	--
25-34	84%	16%	--	--	--	--
35-44	80%	20%	--	--	--	--
45-54	76%	24%	--	--	--	--
55-64	73%	27%	--	--	--	--
65+	65%	35%	--	--	--	--
<b>Property Class</b>						
Class A	82%	18%	--	--	--	--
Class B	80%	20%	--	--	--	--
Class C	77%	23%	--	--	--	--
Not Known	77%	23%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	82%	18%	--	--	--	--
1 bedroom	81%	19%	--	--	--	--
2 bedroom	79%	21%	--	--	--	--
3 bedroom	76%	24%	--	--	--	--
Other	74%	26%	--	--	--	--
<b>Gender</b>						
Male	78%	22%	--	--	--	--
Female	81%	19%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	71%	29%	--	--	--	--
\$26,000 - \$40,000	76%	24%	--	--	--	--
\$41,000 - \$50,000	79%	21%	--	--	--	--
\$51,000 - \$74,000	81%	19%	--	--	--	--
\$75,000 - \$100,000	83%	17%	--	--	--	--
\$101,000 - \$150,000	84%	16%	--	--	--	--
More than \$150,000	84%	16%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	80%	20%	--	--	--	--
Single w/ children	74%	26%	--	--	--	--
Spouse / partner	82%	18%	--	--	--	--
Spouse / partner w/ children	79%	21%	--	--	--	--
Living w/ roommate	80%	20%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.



**Apartment Search - Visited Community Social Media Websites**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	39%	61%	--	--	--	--
25-34	38%	62%	--	--	--	--
35-44	38%	62%	--	--	--	--
45-54	35%	65%	--	--	--	--
55-64	31%	69%	--	--	--	--
65+	26%	74%	--	--	--	--
<b>Property Class</b>						
Class A	37%	63%	--	--	--	--
Class B	35%	65%	--	--	--	--
Class C	35%	65%	--	--	--	--
Not Known	36%	64%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	39%	61%	--	--	--	--
1 bedroom	36%	64%	--	--	--	--
2 bedroom	36%	64%	--	--	--	--
3 bedroom	37%	63%	--	--	--	--
Other	38%	62%	--	--	--	--
<b>Gender</b>						
Male	35%	65%	--	--	--	--
Female	37%	63%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	35%	65%	--	--	--	--
\$26,000 - \$40,000	36%	64%	--	--	--	--
\$41,000 - \$50,000	36%	64%	--	--	--	--
\$51,000 - \$74,000	36%	64%	--	--	--	--
\$75,000 - \$100,000	38%	62%	--	--	--	--
\$101,000 - \$150,000	37%	63%	--	--	--	--
More than \$150,000	36%	64%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	34%	66%	--	--	--	--
Single w/ children	35%	65%	--	--	--	--
Spouse / partner	38%	62%	--	--	--	--
Spouse / partner w/ children	40%	60%	--	--	--	--
Living w/ roommate	37%	63%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Referenced Apartment Opinion Sites**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	72%	28%	--	--	--	--
25-34	74%	26%	--	--	--	--
35-44	65%	35%	--	--	--	--
45-54	58%	42%	--	--	--	--
55-64	53%	47%	--	--	--	--
65+	42%	58%	--	--	--	--
<b>Property Class</b>						
Class A	67%	33%	--	--	--	--
Class B	66%	34%	--	--	--	--
Class C	63%	37%	--	--	--	--
Not Known	64%	36%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	69%	31%	--	--	--	--
1 bedroom	68%	32%	--	--	--	--
2 bedroom	64%	36%	--	--	--	--
3 bedroom	60%	40%	--	--	--	--
Other	55%	45%	--	--	--	--
<b>Gender</b>						
Male	64%	36%	--	--	--	--
Female	67%	33%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	56%	44%	--	--	--	--
\$26,000 - \$40,000	62%	38%	--	--	--	--
\$41,000 - \$50,000	66%	34%	--	--	--	--
\$51,000 - \$74,000	68%	32%	--	--	--	--
\$75,000 - \$100,000	69%	31%	--	--	--	--
\$101,000 - \$150,000	70%	30%	--	--	--	--
More than \$150,000	68%	32%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	65%	35%	--	--	--	--
Single w/ children	58%	42%	--	--	--	--
Spouse / partner	70%	30%	--	--	--	--
Spouse / partner w/ children	66%	34%	--	--	--	--
Living w/ roommate	66%	34%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Opinion Sites Influenced Current Lease Decision**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	61%	39%	--	--	--	--
25-34	60%	40%	--	--	--	--
35-44	52%	48%	--	--	--	--
45-54	46%	54%	--	--	--	--
55-64	42%	58%	--	--	--	--
65+	35%	65%	--	--	--	--
<b>Property Class</b>						
Class A	55%	45%	--	--	--	--
Class B	54%	46%	--	--	--	--
Class C	50%	50%	--	--	--	--
Not Known	52%	48%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	57%	43%	--	--	--	--
1 bedroom	56%	44%	--	--	--	--
2 bedroom	52%	48%	--	--	--	--
3 bedroom	49%	51%	--	--	--	--
Other	49%	51%	--	--	--	--
<b>Gender</b>						
Male	54%	46%	--	--	--	--
Female	54%	46%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	47%	53%	--	--	--	--
\$26,000 - \$40,000	50%	50%	--	--	--	--
\$41,000 - \$50,000	53%	47%	--	--	--	--
\$51,000 - \$74,000	55%	45%	--	--	--	--
\$75,000 - \$100,000	56%	44%	--	--	--	--
\$101,000 - \$150,000	58%	42%	--	--	--	--
More than \$150,000	57%	43%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	52%	48%	--	--	--	--
Single w/ children	47%	53%	--	--	--	--
Spouse / partner	58%	42%	--	--	--	--
Spouse / partner w/ children	55%	45%	--	--	--	--
Living w/ roommate	55%	45%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Opinion Sites Stopped Me from Visiting a Community**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	58%	42%	--	--	--	--
25-34	59%	41%	--	--	--	--
35-44	51%	49%	--	--	--	--
45-54	44%	56%	--	--	--	--
55-64	41%	59%	--	--	--	--
65+	33%	67%	--	--	--	--
<b>Property Class</b>						
Class A	54%	46%	--	--	--	--
Class B	52%	48%	--	--	--	--
Class C	49%	51%	--	--	--	--
Not Known	51%	49%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	54%	46%	--	--	--	--
1 bedroom	55%	45%	--	--	--	--
2 bedroom	51%	49%	--	--	--	--
3 bedroom	46%	54%	--	--	--	--
Other	43%	57%	--	--	--	--
<b>Gender</b>						
Male	50%	50%	--	--	--	--
Female	54%	46%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	44%	56%	--	--	--	--
\$26,000 - \$40,000	48%	52%	--	--	--	--
\$41,000 - \$50,000	53%	47%	--	--	--	--
\$51,000 - \$74,000	54%	46%	--	--	--	--
\$75,000 - \$100,000	55%	45%	--	--	--	--
\$101,000 - \$150,000	56%	44%	--	--	--	--
More than \$150,000	54%	46%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	52%	48%	--	--	--	--
Single w/ children	45%	55%	--	--	--	--
Spouse / partner	56%	44%	--	--	--	--
Spouse / partner w/ children	51%	49%	--	--	--	--
Living w/ roommate	52%	48%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Search Platform Used - Laptop / Desktop**

Response Category	Primary	Used some	Did not use	--	--	--
<b>Age Range</b>						
Under 25	81%	14%	5%	--	--	--
25-34	77%	17%	6%	--	--	--
35-44	73%	18%	9%	--	--	--
45-54	74%	14%	12%	--	--	--
55-64	74%	12%	14%	--	--	--
65+	64%	10%	26%	--	--	--
<b>Property Class</b>						
Class A	76%	16%	8%	--	--	--
Class B	75%	15%	10%	--	--	--
Class C	72%	16%	12%	--	--	--
Not Known	74%	17%	10%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	80%	14%	7%	--	--	--
1 bedroom	77%	15%	8%	--	--	--
2 bedroom	74%	17%	10%	--	--	--
3 bedroom	71%	18%	11%	--	--	--
Other	77%	13%	10%	--	--	--
<b>Gender</b>						
Male	77%	14%	9%	--	--	--
Female	74%	17%	9%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	72%	14%	13%	--	--	--
\$26,000 - \$40,000	70%	18%	12%	--	--	--
\$41,000 - \$50,000	74%	16%	10%	--	--	--
\$51,000 - \$74,000	75%	16%	9%	--	--	--
\$75,000 - \$100,000	77%	15%	7%	--	--	--
\$101,000 - \$150,000	79%	15%	6%	--	--	--
More than \$150,000	78%	16%	6%	--	--	--
<b>Living Arrangement</b>						
Single living alone	75%	15%	10%	--	--	--
Single w/ children	67%	20%	13%	--	--	--
Spouse / partner	77%	16%	7%	--	--	--
Spouse / partner w/ children	72%	19%	9%	--	--	--
Living w/ roommate	79%	15%	6%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Search Platform Used - Tablet**

Response Category	Primary	Used some	Did not use	--	--	--
<b>Age Range</b>						
Under 25	14%	31%	56%	--	--	--
25-34	20%	36%	45%	--	--	--
35-44	24%	34%	42%	--	--	--
45-54	22%	29%	48%	--	--	--
55-64	19%	25%	56%	--	--	--
65+	14%	17%	69%	--	--	--
<b>Property Class</b>						
Class A	21%	34%	46%	--	--	--
Class B	19%	30%	51%	--	--	--
Class C	21%	29%	50%	--	--	--
Not Known	20%	32%	48%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	16%	33%	52%	--	--	--
1 bedroom	19%	31%	50%	--	--	--
2 bedroom	21%	33%	46%	--	--	--
3 bedroom	22%	33%	44%	--	--	--
Other	16%	26%	58%	--	--	--
<b>Gender</b>						
Male	20%	33%	47%	--	--	--
Female	20%	31%	48%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	16%	25%	59%	--	--	--
\$26,000 - \$40,000	19%	27%	54%	--	--	--
\$41,000 - \$50,000	19%	30%	52%	--	--	--
\$51,000 - \$74,000	20%	31%	49%	--	--	--
\$75,000 - \$100,000	21%	35%	44%	--	--	--
\$101,000 - \$150,000	22%	38%	41%	--	--	--
More than \$150,000	22%	41%	37%	--	--	--
<b>Living Arrangement</b>						
Single living alone	18%	29%	53%	--	--	--
Single w/ children	23%	30%	47%	--	--	--
Spouse / partner	21%	36%	43%	--	--	--
Spouse / partner w/ children	26%	38%	36%	--	--	--
Living w/ roommate	16%	30%	55%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Search Platform Used - Smart Phone**

Response Category	Primary	Used some	Did not use	--	--	--
<b>Age Range</b>						
Under 25	37%	49%	14%	--	--	--
25-34	39%	47%	15%	--	--	--
35-44	38%	40%	21%	--	--	--
45-54	28%	37%	35%	--	--	--
55-64	20%	32%	48%	--	--	--
65+	13%	20%	67%	--	--	--
<b>Property Class</b>						
Class A	34%	44%	22%	--	--	--
Class B	34%	41%	25%	--	--	--
Class C	40%	35%	25%	--	--	--
Not Known	36%	41%	23%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	31%	47%	21%	--	--	--
1 bedroom	33%	44%	23%	--	--	--
2 bedroom	36%	40%	24%	--	--	--
3 bedroom	38%	39%	23%	--	--	--
Other	33%	41%	26%	--	--	--
<b>Gender</b>						
Male	32%	43%	25%	--	--	--
Female	36%	41%	23%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	37%	35%	27%	--	--	--
\$26,000 - \$40,000	41%	35%	24%	--	--	--
\$41,000 - \$50,000	38%	39%	23%	--	--	--
\$51,000 - \$74,000	34%	43%	23%	--	--	--
\$75,000 - \$100,000	33%	45%	22%	--	--	--
\$101,000 - \$150,000	30%	49%	22%	--	--	--
More than \$150,000	28%	51%	21%	--	--	--
<b>Living Arrangement</b>						
Single living alone	30%	42%	29%	--	--	--
Single w/ children	45%	32%	24%	--	--	--
Spouse / partner	34%	47%	20%	--	--	--
Spouse / partner w/ children	44%	38%	18%	--	--	--
Living w/ roommate	35%	46%	19%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Apartment Search - Apartment vs. Neighborhood Features**

Response Category	Apartment features	Neighborhood features	--	--	--	--
<b>Age Range</b>						
Under 25	76%	24%	--	--	--	--
25-34	72%	28%	--	--	--	--
35-44	69%	31%	--	--	--	--
45-54	70%	30%	--	--	--	--
55-64	70%	30%	--	--	--	--
65+	70%	30%	--	--	--	--
<b>Property Class</b>						
Class A	72%	28%	--	--	--	--
Class B	72%	28%	--	--	--	--
Class C	69%	31%	--	--	--	--
Not Known	71%	29%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	65%	35%	--	--	--	--
1 bedroom	72%	28%	--	--	--	--
2 bedroom	71%	29%	--	--	--	--
3 bedroom	70%	30%	--	--	--	--
Other	75%	25%	--	--	--	--
<b>Gender</b>						
Male	72%	28%	--	--	--	--
Female	71%	29%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	72%	28%	--	--	--	--
\$26,000 - \$40,000	71%	29%	--	--	--	--
\$41,000 - \$50,000	73%	27%	--	--	--	--
\$51,000 - \$74,000	72%	28%	--	--	--	--
\$75,000 - \$100,000	72%	28%	--	--	--	--
\$101,000 - \$150,000	70%	30%	--	--	--	--
More than \$150,000	70%	30%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	73%	27%	--	--	--	--
Single w/ children	66%	34%	--	--	--	--
Spouse / partner	72%	28%	--	--	--	--
Spouse / partner w/ children	64%	36%	--	--	--	--
Living w/ roommate	76%	24%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.



### Apartment Search

Response Category	Importance of security	--	--	--	--	--
<b>Age Range</b>						
Under 25	97%	--	--	--	--	--
25-34	98%	--	--	--	--	--
35-44	98%	--	--	--	--	--
45-54	98%	--	--	--	--	--
55-64	99%	--	--	--	--	--
65+	99%	--	--	--	--	--
<b>Property Class</b>						
Class A	98%	--	--	--	--	--
Class B	98%	--	--	--	--	--
Class C	98%	--	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	96%	--	--	--	--	--
1 bedroom	98%	--	--	--	--	--
2 bedroom	98%	--	--	--	--	--
3 bedroom	98%	--	--	--	--	--
Other	96%	--	--	--	--	--
<b>Gender</b>						
Male	96%	--	--	--	--	--
Female	99%	--	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	97%	--	--	--	--	--
\$26,000 - \$40,000	98%	--	--	--	--	--
\$41,000 - \$50,000	98%	--	--	--	--	--
\$51,000 - \$74,000	98%	--	--	--	--	--
\$75,000 - \$100,000	98%	--	--	--	--	--
\$101,000 - \$150,000	97%	--	--	--	--	--
More than \$150,000	98%	--	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	98%	--	--	--	--	--
Single w/ children	99%	--	--	--	--	--
Spouse / partner	98%	--	--	--	--	--
Spouse / partner w/ children	99%	--	--	--	--	--
Living w/ roommate	96%	--	--	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

### Neighborhood Features

Response Category	Access to public transportation	Parks	Proximity to local businesses	Restaurants	Schools	Walkability of area
<b>Age Range</b>						
Under 25	30%	27%	50%	50%	18%	43%
25-34	29%	33%	48%	48%	20%	44%
35-44	29%	33%	47%	39%	36%	41%
45-54	32%	30%	53%	43%	24%	45%
55-64	35%	33%	59%	45%	8%	49%
65+	38%	31%	65%	48%	4%	49%
<b>Property Class</b>						
Class A	27%	31%	51%	51%	19%	46%
Class B	33%	32%	52%	42%	25%	42%
Class C	37%	35%	49%	37%	29%	40%
<b>Apartment Floor Plan</b>						
Studio / efficiency	47%	26%	41%	42%	5%	57%
1 bedroom	31%	31%	53%	51%	10%	46%
2 bedroom	29%	33%	50%	43%	29%	42%
3 bedroom	27%	33%	45%	34%	48%	38%
Other	47%	25%	40%	33%	33%	42%
<b>Gender</b>						
Male	32%	34%	49%	47%	20%	42%
Female	29%	30%	51%	44%	24%	46%
<b>Annual Household Income</b>						
Less than \$25,000	42%	29%	47%	35%	30%	42%
\$26,000 - \$40,000	30%	33%	55%	41%	27%	40%
\$41,000 - \$50,000	27%	33%	55%	46%	23%	41%
\$51,000 - \$74,000	27%	32%	53%	47%	21%	43%
\$75,000 - \$100,000	30%	33%	50%	47%	21%	44%
\$101,000 - \$150,000	33%	31%	44%	48%	19%	48%
More than \$150,000	32%	30%	43%	52%	15%	52%
<b>Living Arrangement</b>						
Single living alone	29%	29%	58%	53%	6%	47%
Single w/ children	29%	34%	41%	25%	62%	34%
Spouse / partner	32%	32%	50%	50%	10%	48%
Spouse / partner w/ children	29%	43%	34%	22%	60%	33%
Living w/ roommate	38%	26%	50%	48%	14%	44%

Each column above represents a separate option to be ranked. The scores shown above represent the percentage of respondents who indicated this was their 1st or 2nd choice among the ranking options.

### Lease Decision Factors

Response Category	Community amenities	Community's green practices	Floor plan / layout	Location / convenience	Online reviews / ratings	Property appearance / quality
<b>Age Range</b>						
Under 25	33%	7%	59%	65%	17%	43%
25-34	34%	8%	60%	68%	18%	42%
35-44	34%	7%	58%	68%	15%	45%
45-54	33%	8%	59%	68%	11%	47%
55-64	32%	7%	62%	69%	12%	47%
65+	35%	11%	68%	67%	8%	45%
<b>Property Class</b>						
Class A	35%	8%	61%	69%	15%	47%
Class B	33%	8%	60%	67%	16%	42%
Class C	33%	10%	56%	66%	16%	39%
<b>Apartment Floor Plan</b>						
Studio / efficiency	36%	7%	51%	72%	14%	44%
1 bedroom	34%	8%	58%	68%	17%	45%
2 bedroom	34%	8%	62%	67%	15%	44%
3 bedroom	33%	7%	64%	65%	14%	46%
Other	32%	11%	58%	66%	15%	37%
<b>Gender</b>						
Male	36%	10%	59%	68%	16%	43%
Female	32%	6%	61%	67%	15%	45%
<b>Annual Household Income</b>						
Less than \$25,000	32%	11%	55%	64%	14%	39%
\$26,000 - \$40,000	30%	6%	56%	63%	15%	42%
\$41,000 - \$50,000	32%	7%	58%	65%	14%	44%
\$51,000 - \$74,000	34%	8%	59%	67%	16%	45%
\$75,000 - \$100,000	36%	9%	63%	69%	16%	44%
\$101,000 - \$150,000	36%	8%	64%	70%	16%	46%
More than \$150,000	37%	10%	64%	73%	17%	48%
<b>Living Arrangement</b>						
Single living alone	32%	7%	59%	69%	15%	46%
Single w/ children	32%	7%	57%	65%	14%	45%
Spouse / partner	34%	8%	63%	67%	16%	44%
Spouse / partner w/ children	38%	10%	60%	65%	17%	42%
Living w/ roommate	34%	9%	58%	68%	14%	40%

Each column above represents a separate option to be ranked. The scores shown above represent the percentage of respondents who indicated this was their 1st or 2nd choice among the ranking options.

**Lease Decision Factors**

Response Category	Rental rate	Staff / management	--	--	--	--
<b>Age Range</b>						
Under 25	63%	13%	--	--	--	--
25-34	63%	13%	--	--	--	--
35-44	61%	15%	--	--	--	--
45-54	57%	16%	--	--	--	--
55-64	53%	15%	--	--	--	--
65+	48%	14%	--	--	--	--
<b>Property Class</b>						
Class A	56%	13%	--	--	--	--
Class B	62%	14%	--	--	--	--
Class C	67%	16%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	62%	12%	--	--	--	--
1 bedroom	62%	13%	--	--	--	--
2 bedroom	58%	14%	--	--	--	--
3 bedroom	56%	16%	--	--	--	--
Other	61%	16%	--	--	--	--
<b>Gender</b>						
Male	58%	13%	--	--	--	--
Female	61%	14%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	65%	17%	--	--	--	--
\$26,000 - \$40,000	66%	16%	--	--	--	--
\$41,000 - \$50,000	63%	15%	--	--	--	--
\$51,000 - \$74,000	60%	13%	--	--	--	--
\$75,000 - \$100,000	56%	13%	--	--	--	--
\$101,000 - \$150,000	54%	11%	--	--	--	--
More than \$150,000	51%	11%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	60%	14%	--	--	--	--
Single w/ children	64%	18%	--	--	--	--
Spouse / partner	58%	12%	--	--	--	--
Spouse / partner w/ children	59%	14%	--	--	--	--
Living w/ roommate	62%	12%	--	--	--	--

Each column above represents a separate option to be ranked. The scores shown above represent the percentage of respondents who indicated this was their 1st or 2nd choice among the ranking options.

### Community Services

Response Category	Move-in walkthrough	Package services	Exterior appearance	--	--	--
<b>Age Range</b>						
Under 25	86%	63%	91%	--	--	--
25-34	89%	65%	92%	--	--	--
35-44	89%	58%	95%	--	--	--
45-54	89%	53%	96%	--	--	--
55-64	91%	51%	97%	--	--	--
65+	91%	36%	97%	--	--	--
<b>Property Class</b>						
Class A	89%	60%	95%	--	--	--
Class B	89%	58%	94%	--	--	--
Class C	89%	59%	93%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	87%	62%	90%	--	--	--
1 bedroom	88%	61%	93%	--	--	--
2 bedroom	90%	57%	95%	--	--	--
3 bedroom	89%	54%	95%	--	--	--
Other	81%	62%	89%	--	--	--
<b>Gender</b>						
Male	88%	60%	92%	--	--	--
Female	90%	58%	95%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	87%	53%	89%	--	--	--
\$26,000 - \$40,000	90%	53%	94%	--	--	--
\$41,000 - \$50,000	90%	58%	94%	--	--	--
\$51,000 - \$74,000	89%	59%	95%	--	--	--
\$75,000 - \$100,000	89%	61%	94%	--	--	--
\$101,000 - \$150,000	89%	63%	94%	--	--	--
More than \$150,000	87%	66%	93%	--	--	--
<b>Living Arrangement</b>						
Single living alone	89%	59%	94%	--	--	--
Single w/ children	90%	52%	95%	--	--	--
Spouse / partner	90%	60%	94%	--	--	--
Spouse / partner w/ children	91%	54%	94%	--	--	--
Living w/ roommate	86%	65%	90%	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Services - Non-Emergency Maintenance Response Time**

Response Category	Completing within one business day is sufficient	Completing within two business days is sufficient	Completing within three business days is sufficient	--	--	--
<b>Age Range</b>						
Under 25	37%	53%	10%	--	--	--
25-34	41%	50%	9%	--	--	--
35-44	44%	46%	11%	--	--	--
45-54	41%	47%	13%	--	--	--
55-64	39%	46%	15%	--	--	--
65+	38%	49%	14%	--	--	--
<b>Property Class</b>						
Class A	42%	48%	10%	--	--	--
Class B	40%	49%	11%	--	--	--
Class C	45%	45%	11%	--	--	--
Not Known	40%	49%	12%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	40%	48%	12%	--	--	--
1 bedroom	41%	49%	10%	--	--	--
2 bedroom	41%	48%	11%	--	--	--
3 bedroom	40%	48%	12%	--	--	--
Other	37%	51%	12%	--	--	--
<b>Gender</b>						
Male	41%	48%	11%	--	--	--
Female	40%	49%	11%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	39%	48%	13%	--	--	--
\$26,000 - \$40,000	40%	48%	12%	--	--	--
\$41,000 - \$50,000	40%	49%	10%	--	--	--
\$51,000 - \$74,000	40%	49%	11%	--	--	--
\$75,000 - \$100,000	41%	49%	10%	--	--	--
\$101,000 - \$150,000	41%	49%	10%	--	--	--
More than \$150,000	43%	47%	9%	--	--	--
<b>Living Arrangement</b>						
Single living alone	40%	48%	11%	--	--	--
Single w/ children	42%	46%	12%	--	--	--
Spouse / partner	40%	50%	10%	--	--	--
Spouse / partner w/ children	44%	46%	10%	--	--	--
Living w/ roommate	40%	52%	9%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Community Services - Package Locker Fees**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	17%	83%	--	--	--	--
25-34	13%	87%	--	--	--	--
35-44	13%	87%	--	--	--	--
45-54	13%	87%	--	--	--	--
55-64	13%	87%	--	--	--	--
65+	10%	90%	--	--	--	--
<b>Property Class</b>						
Class A	12%	88%	--	--	--	--
Class B	15%	85%	--	--	--	--
Class C	18%	82%	--	--	--	--
Not Known	13%	87%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	13%	87%	--	--	--	--
1 bedroom	13%	87%	--	--	--	--
2 bedroom	13%	87%	--	--	--	--
3 bedroom	16%	84%	--	--	--	--
Other	15%	85%	--	--	--	--
<b>Gender</b>						
Male	15%	85%	--	--	--	--
Female	12%	88%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	14%	86%	--	--	--	--
\$26,000 - \$40,000	14%	86%	--	--	--	--
\$41,000 - \$50,000	13%	87%	--	--	--	--
\$51,000 - \$74,000	13%	87%	--	--	--	--
\$75,000 - \$100,000	14%	86%	--	--	--	--
\$101,000 - \$150,000	13%	87%	--	--	--	--
More than \$150,000	15%	85%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	13%	87%	--	--	--	--
Single w/ children	13%	87%	--	--	--	--
Spouse / partner	13%	87%	--	--	--	--
Spouse / partner w/ children	13%	87%	--	--	--	--
Living w/ roommate	15%	85%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Community Services - Preferred Solution to After-hours Package Pick-up**

Response Category	Deliver packages inside my unit	Drop packages at my door	Install package lockers	Keep mgmt. office open later one or two days a week	Offer self-service holding / pick-up area	Other
<b>Age Range</b>						
Under 25	12%	23%	36%	19%	9%	1%
25-34	13%	21%	34%	20%	9%	2%
35-44	13%	20%	33%	20%	10%	4%
45-54	11%	19%	31%	21%	13%	5%
55-64	9%	21%	28%	23%	13%	6%
65+	8%	27%	22%	17%	16%	9%
<b>Property Class</b>						
Class A	12%	20%	32%	21%	11%	4%
Class B	12%	22%	32%	20%	11%	4%
Class C	12%	22%	31%	21%	11%	3%
Not Known	12%	21%	33%	20%	11%	4%
<b>Apartment Floor Plan</b>						
Studio / efficiency	13%	18%	34%	19%	11%	4%
1 bedroom	12%	20%	33%	21%	11%	3%
2 bedroom	12%	22%	31%	20%	11%	4%
3 bedroom	10%	22%	34%	19%	11%	4%
Other	13%	21%	34%	18%	11%	4%
<b>Gender</b>						
Male	13%	21%	34%	19%	10%	3%
Female	11%	21%	31%	21%	11%	4%
<b>Annual Household Income</b>						
Less than \$25,000	12%	22%	33%	17%	13%	3%
\$26,000 - \$40,000	11%	20%	33%	20%	12%	4%
\$41,000 - \$50,000	11%	21%	32%	21%	11%	3%
\$51,000 - \$74,000	11%	20%	32%	22%	10%	4%
\$75,000 - \$100,000	13%	22%	32%	20%	10%	3%
\$101,000 - \$150,000	13%	22%	32%	20%	10%	3%
More than \$150,000	14%	21%	32%	19%	9%	4%
<b>Living Arrangement</b>						
Single living alone	13%	20%	32%	21%	11%	4%
Single w/ children	11%	19%	31%	22%	12%	5%
Spouse / partner	10%	22%	34%	21%	10%	3%
Spouse / partner w/ children	13%	24%	32%	18%	11%	3%
Living w/ roommate	14%	22%	34%	19%	10%	2%

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.



**Online Services - Electronic vs. In-person Rent Payment**

Response Category	I prefer paying at front office	I prefer paying electronically	--	--	--	--
<b>Age Range</b>						
Under 25	19%	81%	--	--	--	--
25-34	15%	85%	--	--	--	--
35-44	20%	80%	--	--	--	--
45-54	28%	72%	--	--	--	--
55-64	35%	65%	--	--	--	--
65+	45%	55%	--	--	--	--
<b>Property Class</b>						
Class A	19%	81%	--	--	--	--
Class B	22%	78%	--	--	--	--
Class C	25%	75%	--	--	--	--
Not Known	26%	74%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	19%	81%	--	--	--	--
1 bedroom	20%	80%	--	--	--	--
2 bedroom	24%	76%	--	--	--	--
3 bedroom	26%	74%	--	--	--	--
Other	31%	69%	--	--	--	--
<b>Gender</b>						
Male	20%	80%	--	--	--	--
Female	23%	77%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	35%	65%	--	--	--	--
\$26,000 - \$40,000	30%	70%	--	--	--	--
\$41,000 - \$50,000	24%	76%	--	--	--	--
\$51,000 - \$74,000	20%	80%	--	--	--	--
\$75,000 - \$100,000	17%	83%	--	--	--	--
\$101,000 - \$150,000	14%	86%	--	--	--	--
More than \$150,000	13%	87%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	22%	78%	--	--	--	--
Single w/ children	29%	71%	--	--	--	--
Spouse / partner	19%	81%	--	--	--	--
Spouse / partner w/ children	22%	78%	--	--	--	--
Living w/ roommate	22%	78%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

Online Services - Rent Payment Method

Response Category	I pay at the front office	I pay electronically / online	--	--	--	--
<b>Age Range</b>						
Under 25	31%	69%	--	--	--	--
25-34	25%	75%	--	--	--	--
35-44	31%	69%	--	--	--	--
45-54	37%	63%	--	--	--	--
55-64	42%	58%	--	--	--	--
65+	51%	49%	--	--	--	--
<b>Property Class</b>						
Class A	26%	74%	--	--	--	--
Class B	30%	70%	--	--	--	--
Class C	37%	63%	--	--	--	--
Not Known	41%	59%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	29%	71%	--	--	--	--
1 bedroom	28%	72%	--	--	--	--
2 bedroom	34%	66%	--	--	--	--
3 bedroom	38%	62%	--	--	--	--
Other	48%	52%	--	--	--	--
<b>Gender</b>						
Male	30%	70%	--	--	--	--
Female	33%	67%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	49%	51%	--	--	--	--
\$26,000 - \$40,000	42%	58%	--	--	--	--
\$41,000 - \$50,000	34%	66%	--	--	--	--
\$51,000 - \$74,000	29%	71%	--	--	--	--
\$75,000 - \$100,000	25%	75%	--	--	--	--
\$101,000 - \$150,000	22%	78%	--	--	--	--
More than \$150,000	22%	78%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	30%	70%	--	--	--	--
Single w/ children	41%	59%	--	--	--	--
Spouse / partner	28%	72%	--	--	--	--
Spouse / partner w/ children	34%	66%	--	--	--	--
Living w/ roommate	36%	64%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

Online Services - Electronic vs. In-person Renewal Process

Response Category	I prefer a face-to-face process	I prefer online-only	No preference	--	--	--
<b>Age Range</b>						
Under 25	32%	37%	31%	--	--	--
25-34	27%	45%	28%	--	--	--
35-44	27%	46%	27%	--	--	--
45-54	32%	39%	28%	--	--	--
55-64	40%	33%	27%	--	--	--
65+	55%	22%	22%	--	--	--
<b>Property Class</b>						
Class A	30%	42%	28%	--	--	--
Class B	32%	40%	28%	--	--	--
Class C	35%	38%	26%	--	--	--
Not Known	31%	41%	28%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	28%	43%	28%	--	--	--
1 bedroom	31%	41%	28%	--	--	--
2 bedroom	31%	41%	28%	--	--	--
3 bedroom	31%	41%	28%	--	--	--
Other	38%	33%	28%	--	--	--
<b>Gender</b>						
Male	33%	40%	26%	--	--	--
Female	29%	42%	29%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	41%	31%	28%	--	--	--
\$26,000 - \$40,000	37%	34%	29%	--	--	--
\$41,000 - \$50,000	32%	38%	30%	--	--	--
\$51,000 - \$74,000	29%	42%	28%	--	--	--
\$75,000 - \$100,000	29%	44%	27%	--	--	--
\$101,000 - \$150,000	25%	48%	27%	--	--	--
More than \$150,000	23%	51%	26%	--	--	--
<b>Living Arrangement</b>						
Single living alone	32%	40%	28%	--	--	--
Single w/ children	29%	42%	28%	--	--	--
Spouse / partner	30%	42%	28%	--	--	--
Spouse / partner w/ children	30%	43%	26%	--	--	--
Living w/ roommate	30%	39%	30%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Online Services - Rent Payment by Credit Card**

Response Category	Yes, and willing to pay a fee	Yes, but would not pay a fee	No desire to pay with credit card	--	--	--
<b>Age Range</b>						
Under 25	6%	66%	28%	--	--	--
25-34	5%	67%	28%	--	--	--
35-44	5%	60%	35%	--	--	--
45-54	4%	49%	46%	--	--	--
55-64	3%	40%	56%	--	--	--
65+	2%	31%	67%	--	--	--
<b>Property Class</b>						
Class A	5%	60%	35%	--	--	--
Class B	5%	58%	38%	--	--	--
Class C	6%	54%	40%	--	--	--
Not Known	5%	57%	38%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	5%	64%	31%	--	--	--
1 bedroom	5%	60%	35%	--	--	--
2 bedroom	5%	57%	38%	--	--	--
3 bedroom	5%	56%	39%	--	--	--
Other	7%	61%	32%	--	--	--
<b>Gender</b>						
Male	6%	62%	33%	--	--	--
Female	4%	56%	40%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	6%	53%	41%	--	--	--
\$26,000 - \$40,000	5%	54%	42%	--	--	--
\$41,000 - \$50,000	4%	57%	39%	--	--	--
\$51,000 - \$74,000	4%	59%	37%	--	--	--
\$75,000 - \$100,000	5%	61%	34%	--	--	--
\$101,000 - \$150,000	5%	64%	31%	--	--	--
More than \$150,000	4%	65%	31%	--	--	--
<b>Living Arrangement</b>						
Single living alone	4%	57%	39%	--	--	--
Single w/ children	5%	54%	41%	--	--	--
Spouse / partner	4%	61%	35%	--	--	--
Spouse / partner w/ children	5%	59%	36%	--	--	--
Living w/ roommate	6%	64%	31%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Community Webpage Features - Importance**

Response Category	Schedule appointments	Community map	Floor plan availability	Floor plan price range	Specific floor plan pricing	3D floor plans
<b>Age Range</b>						
Under 25	65%	78%	94%	90%	93%	61%
25-34	66%	76%	94%	90%	93%	57%
35-44	65%	78%	92%	89%	92%	58%
45-54	62%	77%	90%	88%	90%	57%
55-64	57%	77%	89%	87%	89%	51%
65+	49%	73%	84%	83%	83%	42%
<b>Property Class</b>						
Class A	63%	77%	93%	90%	92%	57%
Class B	63%	77%	92%	89%	91%	57%
Class C	64%	76%	89%	88%	90%	57%
<b>Apartment Floor Plan</b>						
Studio / efficiency	64%	75%	92%	89%	91%	51%
1 bedroom	63%	76%	92%	89%	92%	55%
2 bedroom	63%	77%	92%	89%	91%	57%
3 bedroom	65%	78%	91%	89%	91%	60%
Other	64%	77%	91%	87%	90%	60%
<b>Gender</b>						
Male	64%	76%	90%	87%	89%	53%
Female	63%	78%	94%	90%	93%	59%
<b>Annual Household Income</b>						
Less than \$25,000	63%	77%	89%	86%	88%	58%
\$26,000 - \$40,000	62%	77%	91%	90%	91%	60%
\$41,000 - \$50,000	62%	77%	92%	89%	92%	59%
\$51,000 - \$74,000	63%	77%	93%	90%	93%	58%
\$75,000 - \$100,000	65%	77%	93%	90%	92%	56%
\$101,000 - \$150,000	65%	77%	93%	89%	92%	52%
More than \$150,000	66%	77%	93%	88%	91%	50%
<b>Living Arrangement</b>						
Single living alone	60%	76%	92%	89%	91%	54%
Single w/ children	64%	77%	91%	89%	90%	62%
Spouse / partner	65%	77%	93%	90%	92%	55%
Spouse / partner w/ children	69%	79%	92%	89%	91%	61%
Living w/ roommate	66%	78%	92%	89%	92%	58%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Webpage Features - Importance**

Response Category	Green programs	Interior photos	Interior videos	Link to resident portal	Links to social media sites	Pet Policies
<b>Age Range</b>						
Under 25	44%	90%	65%	82%	45%	72%
25-34	43%	90%	66%	80%	43%	67%
35-44	45%	88%	68%	79%	44%	63%
45-54	42%	87%	67%	75%	42%	63%
55-64	41%	84%	64%	70%	36%	60%
65+	37%	77%	59%	61%	30%	54%
<b>Property Class</b>						
Class A	43%	89%	67%	79%	42%	64%
Class B	43%	87%	66%	78%	42%	66%
Class C	46%	85%	67%	76%	45%	66%
<b>Apartment Floor Plan</b>						
Studio / efficiency	41%	87%	61%	74%	39%	61%
1 bedroom	42%	88%	65%	78%	41%	65%
2 bedroom	44%	88%	67%	77%	42%	66%
3 bedroom	45%	87%	69%	78%	46%	67%
Other	47%	87%	68%	77%	47%	67%
<b>Gender</b>						
Male	40%	84%	62%	74%	40%	60%
Female	45%	90%	69%	80%	43%	69%
<b>Annual Household Income</b>						
Less than \$25,000	48%	84%	66%	75%	47%	69%
\$26,000 - \$40,000	48%	87%	68%	78%	46%	68%
\$41,000 - \$50,000	45%	88%	67%	79%	43%	67%
\$51,000 - \$74,000	43%	89%	67%	79%	42%	66%
\$75,000 - \$100,000	42%	88%	66%	79%	42%	64%
\$101,000 - \$150,000	38%	88%	64%	77%	38%	62%
More than \$150,000	36%	88%	62%	74%	36%	61%
<b>Living Arrangement</b>						
Single living alone	40%	87%	64%	76%	38%	61%
Single w/ children	47%	88%	72%	80%	48%	64%
Spouse / partner	43%	89%	65%	77%	41%	72%
Spouse / partner w/ children	49%	88%	71%	79%	50%	64%
Living w/ roommate	44%	88%	64%	79%	44%	66%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Webpage Features - Importance**

Response Category	Amenities photos	Privacy policy	Resident ratings / reviews	Neighborhood map	Amenities videos	--
<b>Age Range</b>						
Under 25	81%	69%	79%	73%	56%	--
25-34	80%	65%	77%	73%	55%	--
35-44	78%	67%	78%	74%	58%	--
45-54	77%	68%	77%	73%	59%	--
55-64	73%	69%	76%	72%	56%	--
65+	66%	68%	70%	68%	53%	--
<b>Property Class</b>						
Class A	79%	65%	77%	74%	57%	--
Class B	76%	68%	78%	73%	56%	--
Class C	76%	70%	79%	72%	57%	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	76%	61%	73%	71%	52%	--
1 bedroom	77%	65%	77%	72%	55%	--
2 bedroom	78%	68%	78%	73%	57%	--
3 bedroom	79%	69%	79%	75%	61%	--
Other	80%	73%	79%	72%	60%	--
<b>Gender</b>						
Male	73%	63%	74%	70%	53%	--
Female	81%	69%	80%	75%	59%	--
<b>Annual Household Income</b>						
Less than \$25,000	77%	73%	78%	72%	58%	--
\$26,000 - \$40,000	78%	73%	80%	74%	60%	--
\$41,000 - \$50,000	78%	70%	79%	74%	57%	--
\$51,000 - \$74,000	78%	67%	78%	74%	57%	--
\$75,000 - \$100,000	78%	64%	77%	73%	56%	--
\$101,000 - \$150,000	78%	60%	75%	72%	53%	--
More than \$150,000	78%	57%	73%	71%	52%	--
<b>Living Arrangement</b>						
Single living alone	76%	65%	75%	72%	54%	--
Single w/ children	80%	72%	80%	75%	64%	--
Spouse / partner	79%	65%	77%	73%	55%	--
Spouse / partner w/ children	81%	70%	81%	76%	63%	--
Living w/ roommate	79%	68%	77%	72%	56%	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Resident Portal Features - Importance**

Response Category	Review accounts	Review lease	Event calendar	Community forum	Lease renewal	Maint. requests
<b>Age Range</b>						
Under 25	93%	90%	62%	56%	85%	94%
25-34	92%	90%	62%	56%	87%	95%
35-44	90%	88%	64%	59%	87%	94%
45-54	86%	84%	62%	58%	85%	92%
55-64	81%	80%	59%	55%	81%	90%
65+	66%	68%	53%	49%	73%	84%
<b>Property Class</b>						
Class A	89%	87%	63%	57%	86%	94%
Class B	89%	87%	60%	56%	85%	93%
Class C	89%	86%	62%	58%	87%	93%
<b>Apartment Floor Plan</b>						
Studio / efficiency	87%	86%	60%	55%	84%	93%
1 bedroom	89%	87%	60%	55%	85%	93%
2 bedroom	88%	87%	62%	57%	85%	93%
3 bedroom	89%	88%	65%	61%	85%	93%
Other	90%	87%	64%	58%	82%	92%
<b>Gender</b>						
Male	87%	84%	58%	53%	82%	92%
Female	89%	88%	64%	59%	87%	94%
<b>Annual Household Income</b>						
Less than \$25,000	86%	85%	64%	59%	83%	90%
\$26,000 - \$40,000	88%	87%	63%	59%	86%	93%
\$41,000 - \$50,000	89%	88%	62%	57%	86%	93%
\$51,000 - \$74,000	89%	88%	62%	57%	86%	94%
\$75,000 - \$100,000	90%	88%	61%	56%	86%	94%
\$101,000 - \$150,000	88%	86%	60%	54%	84%	94%
More than \$150,000	88%	84%	60%	54%	83%	93%
<b>Living Arrangement</b>						
Single living alone	87%	85%	59%	54%	84%	93%
Single w/ children	89%	89%	68%	64%	88%	94%
Spouse / partner	89%	87%	59%	54%	85%	94%
Spouse / partner w/ children	91%	89%	68%	63%	87%	94%
Living w/ roommate	91%	89%	62%	56%	85%	93%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).



**Resident Portal Features - Importance**

Response Category	Rent payment	Reserve facilities	Mobile access	--	--	--
<b>Age Range</b>						
Under 25	95%	72%	82%	--	--	--
25-34	96%	72%	80%	--	--	--
35-44	94%	70%	78%	--	--	--
45-54	91%	64%	68%	--	--	--
55-64	85%	55%	56%	--	--	--
65+	76%	43%	39%	--	--	--
<b>Property Class</b>						
Class A	93%	69%	75%	--	--	--
Class B	92%	66%	74%	--	--	--
Class C	93%	65%	75%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	92%	68%	73%	--	--	--
1 bedroom	93%	67%	74%	--	--	--
2 bedroom	92%	67%	73%	--	--	--
3 bedroom	92%	70%	76%	--	--	--
Other	92%	72%	76%	--	--	--
<b>Gender</b>						
Male	91%	65%	71%	--	--	--
Female	93%	69%	75%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	90%	68%	73%	--	--	--
\$26,000 - \$40,000	92%	67%	75%	--	--	--
\$41,000 - \$50,000	92%	65%	75%	--	--	--
\$51,000 - \$74,000	94%	67%	75%	--	--	--
\$75,000 - \$100,000	93%	69%	74%	--	--	--
\$101,000 - \$150,000	93%	69%	73%	--	--	--
More than \$150,000	93%	70%	72%	--	--	--
<b>Living Arrangement</b>						
Single living alone	92%	63%	70%	--	--	--
Single w/ children	93%	71%	78%	--	--	--
Spouse / partner	93%	68%	73%	--	--	--
Spouse / partner w/ children	93%	75%	79%	--	--	--
Living w/ roommate	94%	71%	78%	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Communication - Frequency of Communication**

Response Category	Weekly	Monthly	Quarterly	Twice a year	Annually	Never
<b>Age Range</b>						
Under 25	3%	39%	44%	6%	1%	6%
25-34	4%	39%	44%	7%	1%	5%
35-44	4%	40%	44%	7%	1%	4%
45-54	6%	39%	44%	6%	1%	4%
55-64	5%	38%	46%	6%	1%	5%
65+	6%	37%	45%	6%	1%	4%
<b>Property Class</b>						
Class A	4%	42%	43%	6%	1%	4%
Class B	5%	38%	44%	7%	1%	5%
Class C	5%	34%	45%	8%	1%	7%
Not Known	4%	36%	46%	7%	1%	5%
<b>Apartment Floor Plan</b>						
Studio / efficiency	6%	42%	40%	6%	1%	5%
1 bedroom	4%	39%	44%	7%	1%	5%
2 bedroom	4%	38%	45%	7%	1%	5%
3 bedroom	5%	39%	44%	6%	1%	5%
Other	4%	45%	39%	6%	1%	5%
<b>Gender</b>						
Male	5%	41%	41%	7%	1%	5%
Female	4%	37%	46%	7%	1%	4%
<b>Annual Household Income</b>						
Less than \$25,000	5%	36%	44%	7%	2%	6%
\$26,000 - \$40,000	5%	33%	48%	7%	1%	6%
\$41,000 - \$50,000	4%	36%	47%	7%	1%	5%
\$51,000 - \$74,000	4%	39%	45%	7%	1%	4%
\$75,000 - \$100,000	5%	41%	43%	6%	1%	4%
\$101,000 - \$150,000	4%	44%	41%	6%	1%	4%
More than \$150,000	4%	43%	41%	6%	1%	4%
<b>Living Arrangement</b>						
Single living alone	4%	38%	45%	7%	1%	5%
Single w/ children	5%	36%	47%	7%	1%	5%
Spouse / partner	4%	40%	43%	7%	1%	5%
Spouse / partner w/ children	5%	40%	43%	6%	1%	4%
Living w/ roommate	4%	40%	43%	7%	1%	5%

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Connectivity - Frequency of Use - Mobile Phone**

Response Category	Never	Rarely	Occasionally	All the time	--	--
<b>Age Range</b>						
Under 25	0%	1%	5%	94%	--	--
25-34	0%	1%	5%	93%	--	--
35-44	1%	1%	6%	92%	--	--
45-54	1%	1%	6%	92%	--	--
55-64	1%	2%	8%	88%	--	--
65+	4%	6%	17%	74%	--	--
<b>Property Class</b>						
Class A	1%	1%	6%	92%	--	--
Class B	1%	2%	7%	91%	--	--
Class C	1%	2%	7%	90%	--	--
Not Known	1%	2%	7%	91%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	1%	2%	7%	90%	--	--
1 bedroom	1%	1%	6%	91%	--	--
2 bedroom	1%	2%	7%	91%	--	--
3 bedroom	1%	1%	6%	92%	--	--
Other	1%	2%	6%	91%	--	--
<b>Gender</b>						
Male	1%	2%	8%	89%	--	--
Female	1%	1%	5%	93%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	2%	2%	7%	89%	--	--
\$26,000 - \$40,000	1%	2%	6%	91%	--	--
\$41,000 - \$50,000	1%	2%	6%	92%	--	--
\$51,000 - \$74,000	1%	1%	6%	92%	--	--
\$75,000 - \$100,000	1%	1%	6%	92%	--	--
\$101,000 - \$150,000	0%	1%	7%	92%	--	--
More than \$150,000	1%	1%	6%	92%	--	--
<b>Living Arrangement</b>						
Single living alone	1%	2%	7%	90%	--	--
Single w/ children	1%	1%	4%	94%	--	--
Spouse / partner	1%	1%	7%	91%	--	--
Spouse / partner w/ children	0%	1%	6%	93%	--	--
Living w/ roommate	1%	1%	6%	93%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Connectivity - Frequency of Use - Land Line**

Response Category	Never	Rarely	Occasionally	All the time	--	--
<b>Age Range</b>						
Under 25	85%	9%	4%	2%	--	--
25-34	83%	8%	6%	3%	--	--
35-44	69%	12%	12%	7%	--	--
45-54	65%	14%	12%	9%	--	--
55-64	57%	13%	15%	15%	--	--
65+	37%	9%	16%	38%	--	--
<b>Property Class</b>						
Class A	75%	10%	8%	7%	--	--
Class B	72%	11%	10%	8%	--	--
Class C	69%	12%	11%	8%	--	--
Not Known	73%	11%	9%	8%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	86%	6%	4%	4%	--	--
1 bedroom	79%	9%	6%	6%	--	--
2 bedroom	69%	11%	11%	9%	--	--
3 bedroom	60%	14%	15%	10%	--	--
Other	66%	16%	10%	8%	--	--
<b>Gender</b>						
Male	74%	10%	9%	7%	--	--
Female	73%	10%	9%	8%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	70%	11%	8%	10%	--	--
\$26,000 - \$40,000	73%	10%	8%	9%	--	--
\$41,000 - \$50,000	74%	10%	8%	7%	--	--
\$51,000 - \$74,000	76%	10%	8%	6%	--	--
\$75,000 - \$100,000	73%	11%	10%	6%	--	--
\$101,000 - \$150,000	73%	10%	10%	7%	--	--
More than \$150,000	74%	10%	10%	6%	--	--
<b>Living Arrangement</b>						
Single living alone	76%	9%	7%	8%	--	--
Single w/ children	64%	15%	13%	8%	--	--
Spouse / partner	76%	10%	8%	7%	--	--
Spouse / partner w/ children	62%	13%	15%	10%	--	--
Living w/ roommate	80%	10%	6%	4%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Connectivity - Frequency of Use - Web-based calls**

Response Category	Never	Rarely	Occasionally	All the time	--	--
<b>Age Range</b>						
Under 25	17%	28%	39%	16%	--	--
25-34	19%	26%	37%	17%	--	--
35-44	25%	24%	35%	16%	--	--
45-54	36%	24%	29%	11%	--	--
55-64	42%	24%	25%	9%	--	--
65+	55%	19%	20%	6%	--	--
<b>Property Class</b>						
Class A	25%	26%	35%	15%	--	--
Class B	26%	26%	34%	14%	--	--
Class C	31%	24%	30%	15%	--	--
Not Known	27%	24%	34%	15%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	22%	27%	36%	15%	--	--
1 bedroom	27%	26%	33%	14%	--	--
2 bedroom	26%	25%	34%	15%	--	--
3 bedroom	25%	24%	35%	16%	--	--
Other	21%	26%	36%	17%	--	--
<b>Gender</b>						
Male	25%	25%	33%	17%	--	--
Female	27%	25%	35%	13%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	28%	24%	32%	16%	--	--
\$26,000 - \$40,000	31%	24%	31%	14%	--	--
\$41,000 - \$50,000	30%	26%	32%	13%	--	--
\$51,000 - \$74,000	27%	27%	33%	13%	--	--
\$75,000 - \$100,000	23%	25%	36%	16%	--	--
\$101,000 - \$150,000	21%	25%	37%	16%	--	--
More than \$150,000	20%	25%	37%	18%	--	--
<b>Living Arrangement</b>						
Single living alone	30%	25%	32%	13%	--	--
Single w/ children	31%	24%	30%	15%	--	--
Spouse / partner	23%	27%	36%	14%	--	--
Spouse / partner w/ children	19%	20%	38%	22%	--	--
Living w/ roommate	20%	28%	37%	15%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Connectivity - Checked Mobile Phone Connectivity during Tour**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	51%	49%	--	--	--	--
25-34	55%	45%	--	--	--	--
35-44	57%	43%	--	--	--	--
45-54	53%	47%	--	--	--	--
55-64	49%	51%	--	--	--	--
65+	40%	60%	--	--	--	--
<b>Property Class</b>						
Class A	53%	47%	--	--	--	--
Class B	52%	48%	--	--	--	--
Class C	53%	47%	--	--	--	--
Not Known	54%	46%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	51%	49%	--	--	--	--
1 bedroom	52%	48%	--	--	--	--
2 bedroom	54%	46%	--	--	--	--
3 bedroom	54%	46%	--	--	--	--
Other	55%	45%	--	--	--	--
<b>Gender</b>						
Male	60%	40%	--	--	--	--
Female	48%	52%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	47%	53%	--	--	--	--
\$26,000 - \$40,000	48%	52%	--	--	--	--
\$41,000 - \$50,000	50%	50%	--	--	--	--
\$51,000 - \$74,000	52%	48%	--	--	--	--
\$75,000 - \$100,000	56%	44%	--	--	--	--
\$101,000 - \$150,000	59%	41%	--	--	--	--
More than \$150,000	59%	41%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	51%	49%	--	--	--	--
Single w/ children	48%	52%	--	--	--	--
Spouse / partner	57%	43%	--	--	--	--
Spouse / partner w/ children	55%	45%	--	--	--	--
Living w/ roommate	55%	45%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Connectivity - Cell Phone Coverage at Community**

Response Category	Great, consistently strong	Spotty	Weak to non-existent	--	--	--
<b>Age Range</b>						
Under 25	68%	28%	4%	--	--	--
25-34	67%	27%	5%	--	--	--
35-44	66%	29%	5%	--	--	--
45-54	68%	27%	5%	--	--	--
55-64	72%	25%	4%	--	--	--
65+	76%	21%	3%	--	--	--
<b>Property Class</b>						
Class A	68%	27%	5%	--	--	--
Class B	69%	27%	4%	--	--	--
Class C	70%	26%	5%	--	--	--
Not Known	67%	28%	5%	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	67%	27%	5%	--	--	--
1 bedroom	69%	27%	5%	--	--	--
2 bedroom	68%	27%	5%	--	--	--
3 bedroom	66%	30%	5%	--	--	--
Other	67%	29%	4%	--	--	--
<b>Gender</b>						
Male	68%	27%	5%	--	--	--
Female	68%	27%	5%	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	68%	27%	5%	--	--	--
\$26,000 - \$40,000	67%	28%	5%	--	--	--
\$41,000 - \$50,000	70%	26%	4%	--	--	--
\$51,000 - \$74,000	69%	26%	5%	--	--	--
\$75,000 - \$100,000	68%	27%	5%	--	--	--
\$101,000 - \$150,000	66%	28%	5%	--	--	--
More than \$150,000	65%	29%	6%	--	--	--
<b>Living Arrangement</b>						
Single living alone	70%	26%	4%	--	--	--
Single w/ children	65%	28%	6%	--	--	--
Spouse / partner	68%	27%	5%	--	--	--
Spouse / partner w/ children	64%	31%	6%	--	--	--
Living w/ roommate	67%	28%	5%	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

Connectivity

Response Category	Importance of cell phone reception	--	--	--	--	--
<b>Age Range</b>						
Under 25	98%	--	--	--	--	--
25-34	99%	--	--	--	--	--
35-44	99%	--	--	--	--	--
45-54	99%	--	--	--	--	--
55-64	98%	--	--	--	--	--
65+	95%	--	--	--	--	--
<b>Property Class</b>						
Class A	99%	--	--	--	--	--
Class B	98%	--	--	--	--	--
Class C	98%	--	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	98%	--	--	--	--	--
1 bedroom	98%	--	--	--	--	--
2 bedroom	98%	--	--	--	--	--
3 bedroom	98%	--	--	--	--	--
Other	98%	--	--	--	--	--
<b>Gender</b>						
Male	98%	--	--	--	--	--
Female	99%	--	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	97%	--	--	--	--	--
\$26,000 - \$40,000	98%	--	--	--	--	--
\$41,000 - \$50,000	99%	--	--	--	--	--
\$51,000 - \$74,000	99%	--	--	--	--	--
\$75,000 - \$100,000	99%	--	--	--	--	--
\$101,000 - \$150,000	99%	--	--	--	--	--
More than \$150,000	99%	--	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	98%	--	--	--	--	--
Single w/ children	99%	--	--	--	--	--
Spouse / partner	99%	--	--	--	--	--
Spouse / partner w/ children	98%	--	--	--	--	--
Living w/ roommate	98%	--	--	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").



### Community Online Presence

Response Category	Importance of engagement - Community Blog	Importance of engagement - Facebook	Importance of engagement - Google+	Importance of engagement - Instagram	Importance of engagement - LinkedIn	Importance of engagement - Pinterest
<b>Age Range</b>						
Under 25	20%	34%	15%	21%	14%	12%
25-34	23%	30%	15%	17%	12%	11%
35-44	25%	29%	17%	15%	13%	11%
45-54	23%	25%	17%	11%	12%	9%
55-64	20%	19%	14%	7%	9%	7%
65+	16%	17%	14%	4%	5%	4%
<b>Property Class</b>						
Class A	22%	27%	14%	14%	11%	10%
Class B	23%	28%	16%	15%	12%	11%
Class C	23%	29%	19%	15%	14%	12%
<b>Apartment Floor Plan</b>						
Studio / efficiency	22%	25%	12%	15%	11%	9%
1 bedroom	22%	27%	14%	14%	11%	10%
2 bedroom	23%	28%	16%	14%	12%	11%
3 bedroom	25%	30%	18%	15%	14%	12%
Other	21%	36%	17%	23%	15%	14%
<b>Gender</b>						
Male	24%	28%	16%	15%	13%	10%
Female	21%	28%	15%	14%	11%	10%
<b>Annual Household Income</b>						
Less than \$25,000	23%	34%	21%	20%	14%	14%
\$26,000 - \$40,000	24%	32%	19%	17%	14%	13%
\$41,000 - \$50,000	22%	28%	15%	15%	12%	11%
\$51,000 - \$74,000	22%	27%	15%	14%	12%	10%
\$75,000 - \$100,000	23%	28%	15%	14%	12%	10%
\$101,000 - \$150,000	23%	25%	12%	12%	11%	9%
More than \$150,000	21%	23%	12%	11%	10%	7%
<b>Living Arrangement</b>						
Single living alone	19%	23%	13%	12%	10%	8%
Single w/ children	26%	29%	20%	16%	14%	13%
Spouse / partner	22%	28%	14%	14%	11%	10%
Spouse / partner w/ children	31%	35%	22%	18%	16%	14%
Living w/ roommate	22%	33%	16%	20%	14%	12%

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a “4” or “5” on a five point scale (e.g., percent who are “interested / very interested” or percent who consider this “important / very important”).

Community Online Presence

Response Category	Importance of engagement - Twitter	Importance of engagement - YouTube	--	--	--	--
<b>Age Range</b>						
Under 25	18%	17%	--	--	--	--
25-34	15%	15%	--	--	--	--
35-44	15%	16%	--	--	--	--
45-54	11%	13%	--	--	--	--
55-64	7%	10%	--	--	--	--
65+	4%	8%	--	--	--	--
<b>Property Class</b>						
Class A	13%	13%	--	--	--	--
Class B	14%	15%	--	--	--	--
Class C	14%	18%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	13%	13%	--	--	--	--
1 bedroom	13%	14%	--	--	--	--
2 bedroom	13%	15%	--	--	--	--
3 bedroom	15%	16%	--	--	--	--
Other	22%	19%	--	--	--	--
<b>Gender</b>						
Male	15%	17%	--	--	--	--
Female	12%	13%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	18%	20%	--	--	--	--
\$26,000 - \$40,000	15%	17%	--	--	--	--
\$41,000 - \$50,000	13%	15%	--	--	--	--
\$51,000 - \$74,000	13%	14%	--	--	--	--
\$75,000 - \$100,000	13%	14%	--	--	--	--
\$101,000 - \$150,000	13%	12%	--	--	--	--
More than \$150,000	11%	11%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	11%	11%	--	--	--	--
Single w/ children	14%	17%	--	--	--	--
Spouse / partner	13%	14%	--	--	--	--
Spouse / partner w/ children	17%	21%	--	--	--	--
Living w/ roommate	17%	17%	--	--	--	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Community Online Presence - Follow Community Social Page**

Response Category	Yes	No	--	--	--	--
<b>Age Range</b>						
Under 25	50%	50%	--	--	--	--
25-34	45%	55%	--	--	--	--
35-44	44%	56%	--	--	--	--
45-54	39%	61%	--	--	--	--
55-64	31%	69%	--	--	--	--
65+	26%	74%	--	--	--	--
<b>Property Class</b>						
Class A	43%	57%	--	--	--	--
Class B	42%	58%	--	--	--	--
Class C	40%	60%	--	--	--	--
Not Known	41%	59%	--	--	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	41%	59%	--	--	--	--
1 bedroom	41%	59%	--	--	--	--
2 bedroom	42%	58%	--	--	--	--
3 bedroom	44%	56%	--	--	--	--
Other	49%	51%	--	--	--	--
<b>Gender</b>						
Male	39%	61%	--	--	--	--
Female	44%	56%	--	--	--	--
<b>Annual Household Income</b>						
Less than \$25,000	45%	55%	--	--	--	--
\$26,000 - \$40,000	45%	55%	--	--	--	--
\$41,000 - \$50,000	42%	58%	--	--	--	--
\$51,000 - \$74,000	42%	58%	--	--	--	--
\$75,000 - \$100,000	43%	57%	--	--	--	--
\$101,000 - \$150,000	40%	60%	--	--	--	--
More than \$150,000	37%	63%	--	--	--	--
<b>Living Arrangement</b>						
Single living alone	38%	62%	--	--	--	--
Single w/ children	43%	57%	--	--	--	--
Spouse / partner	43%	57%	--	--	--	--
Spouse / partner w/ children	47%	53%	--	--	--	--
Living w/ roommate	47%	53%	--	--	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

Community Online Presence - Check Community Social Page

Response Category	Weekly	Monthly	Quarterly	Twice a year	Annually	Never
<b>Age Range</b>						
Under 25	4%	17%	22%	9%	4%	45%
25-34	4%	16%	18%	9%	4%	49%
35-44	7%	20%	16%	7%	3%	48%
45-54	8%	19%	13%	5%	2%	52%
55-64	7%	17%	12%	4%	2%	57%
65+	8%	16%	9%	2%	2%	63%
<b>Property Class</b>						
Class A	5%	18%	17%	7%	3%	50%
Class B	6%	17%	16%	7%	3%	50%
Class C	8%	18%	15%	6%	3%	50%
Not Known	6%	17%	16%	7%	3%	51%
<b>Apartment Floor Plan</b>						
Studio / efficiency	3%	16%	18%	8%	4%	51%
1 bedroom	5%	16%	17%	8%	4%	51%
2 bedroom	6%	18%	16%	7%	3%	50%
3 bedroom	8%	21%	16%	6%	3%	47%
Other	5%	18%	22%	7%	3%	45%
<b>Gender</b>						
Male	6%	17%	15%	6%	3%	52%
Female	6%	17%	17%	7%	3%	49%
<b>Annual Household Income</b>						
Less than \$25,000	8%	19%	17%	7%	4%	46%
\$26,000 - \$40,000	8%	18%	17%	7%	3%	47%
\$41,000 - \$50,000	6%	17%	17%	7%	3%	50%
\$51,000 - \$74,000	5%	18%	16%	7%	3%	50%
\$75,000 - \$100,000	5%	18%	17%	7%	3%	49%
\$101,000 - \$150,000	5%	17%	16%	7%	3%	52%
More than \$150,000	4%	16%	14%	8%	3%	56%
<b>Living Arrangement</b>						
Single living alone	5%	16%	16%	7%	3%	54%
Single w/ children	9%	20%	15%	6%	2%	48%
Spouse / partner	5%	17%	17%	7%	3%	50%
Spouse / partner w/ children	9%	22%	17%	6%	3%	44%
Living w/ roommate	5%	18%	19%	8%	4%	46%

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Community Online Presence**

Response Category	Facebook - ease of finding information	Facebook - entertainment	Facebook - timeliness of updates	Facebook - overall content	Facebook - professionalism	--
<b>Age Range</b>						
Under 25	41%	34%	36%	38%	45%	--
25-34	38%	32%	33%	34%	42%	--
35-44	39%	32%	33%	34%	43%	--
45-54	37%	31%	32%	33%	40%	--
55-64	36%	31%	31%	32%	39%	--
65+	36%	28%	30%	31%	37%	--
<b>Property Class</b>						
Class A	39%	33%	34%	35%	44%	--
Class B	38%	32%	33%	34%	41%	--
Class C	39%	32%	33%	34%	42%	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	40%	31%	34%	35%	44%	--
1 bedroom	38%	32%	32%	33%	42%	--
2 bedroom	38%	32%	33%	34%	42%	--
3 bedroom	40%	33%	35%	35%	43%	--
Other	44%	38%	42%	41%	49%	--
<b>Gender</b>						
Male	38%	32%	33%	34%	41%	--
Female	39%	32%	33%	34%	44%	--
<b>Annual Household Income</b>						
Less than \$25,000	43%	36%	38%	39%	45%	--
\$26,000 - \$40,000	40%	34%	35%	35%	43%	--
\$41,000 - \$50,000	40%	32%	34%	35%	43%	--
\$51,000 - \$74,000	38%	32%	33%	34%	43%	--
\$75,000 - \$100,000	39%	32%	33%	34%	42%	--
\$101,000 - \$150,000	35%	28%	30%	30%	41%	--
More than \$150,000	32%	25%	28%	30%	37%	--
<b>Living Arrangement</b>						
Single living alone	36%	30%	31%	32%	41%	--
Single w/ children	40%	34%	35%	37%	43%	--
Spouse / partner	37%	30%	31%	33%	42%	--
Spouse / partner w/ children	44%	36%	38%	39%	45%	--
Living w/ roommate	40%	34%	35%	36%	44%	--

Each column above represents a separate rating question. Scores shown above represent the percent of respondents answering a "4" or "5" on a five point scale (e.g., percent who are "interested / very interested" or percent who consider this "important / very important").

**Sustainability Initiatives - Perceptions of Green Practices / Sustainability**

Response Category	I prefer a community built on green design principles	I prefer a community that implements green practices	Both of the above are important to me	No preference / no interest	--	--
<b>Age Range</b>						
Under 25	17%	30%	29%	24%	--	--
25-34	18%	27%	31%	24%	--	--
35-44	17%	25%	34%	24%	--	--
45-54	13%	23%	36%	28%	--	--
55-64	12%	21%	39%	28%	--	--
65+	11%	21%	41%	28%	--	--
<b>Property Class</b>						
Class A	17%	25%	33%	24%	--	--
Class B	15%	26%	33%	26%	--	--
Class C	15%	25%	33%	27%	--	--
Not Known	16%	25%	34%	25%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	20%	27%	31%	22%	--	--
1 bedroom	16%	26%	33%	25%	--	--
2 bedroom	16%	25%	33%	26%	--	--
3 bedroom	15%	24%	35%	25%	--	--
Other	17%	28%	31%	24%	--	--
<b>Gender</b>						
Male	19%	25%	30%	25%	--	--
Female	14%	26%	35%	25%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	16%	24%	35%	26%	--	--
\$26,000 - \$40,000	14%	25%	34%	27%	--	--
\$41,000 - \$50,000	15%	26%	31%	27%	--	--
\$51,000 - \$74,000	16%	26%	34%	24%	--	--
\$75,000 - \$100,000	18%	27%	32%	23%	--	--
\$101,000 - \$150,000	18%	27%	32%	23%	--	--
More than \$150,000	18%	25%	32%	25%	--	--
<b>Living Arrangement</b>						
Single living alone	15%	25%	33%	27%	--	--
Single w/ children	14%	23%	35%	28%	--	--
Spouse / partner	18%	26%	34%	22%	--	--
Spouse / partner w/ children	19%	25%	33%	23%	--	--
Living w/ roommate	17%	29%	31%	23%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Sustainability Initiatives - Familiarity with LEED**

Response Category	Never heard of it	Heard of it, but know little about it	Familiar with it, but do not value it highly	Familiar with it, look for it in next home	--	--
<b>Age Range</b>						
Under 25	25%	28%	23%	24%	--	--
25-34	22%	29%	24%	26%	--	--
35-44	21%	29%	23%	27%	--	--
45-54	25%	29%	22%	24%	--	--
55-64	25%	30%	21%	24%	--	--
65+	32%	32%	15%	21%	--	--
<b>Property Class</b>						
Class A	22%	28%	23%	27%	--	--
Class B	25%	30%	22%	23%	--	--
Class C	27%	30%	21%	23%	--	--
Not Known	23%	30%	22%	25%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	19%	26%	25%	30%	--	--
1 bedroom	23%	28%	23%	25%	--	--
2 bedroom	24%	30%	22%	24%	--	--
3 bedroom	24%	30%	21%	25%	--	--
Other	25%	28%	21%	26%	--	--
<b>Gender</b>						
Male	24%	25%	26%	26%	--	--
Female	23%	32%	20%	24%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	31%	30%	17%	22%	--	--
\$26,000 - \$40,000	28%	32%	19%	21%	--	--
\$41,000 - \$50,000	26%	31%	20%	23%	--	--
\$51,000 - \$74,000	23%	30%	22%	25%	--	--
\$75,000 - \$100,000	21%	28%	25%	27%	--	--
\$101,000 - \$150,000	19%	26%	26%	29%	--	--
More than \$150,000	18%	24%	27%	31%	--	--
<b>Living Arrangement</b>						
Single living alone	24%	29%	23%	24%	--	--
Single w/ children	26%	32%	20%	22%	--	--
Spouse / partner	21%	28%	23%	28%	--	--
Spouse / partner w/ children	24%	29%	21%	25%	--	--
Living w/ roommate	24%	30%	23%	23%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.

**Sustainability Initiatives - Familiarity with ENERGY STAR**

Response Category	Never heard of it	Heard of it, but know little about it	Familiar with it, but do not value it highly	Familiar with it, look for it in next home	--	--
<b>Age Range</b>						
Under 25	14%	27%	25%	34%	--	--
25-34	10%	25%	26%	39%	--	--
35-44	9%	23%	25%	42%	--	--
45-54	11%	24%	25%	40%	--	--
55-64	12%	25%	22%	41%	--	--
65+	17%	29%	17%	36%	--	--
<b>Property Class</b>						
Class A	11%	24%	25%	41%	--	--
Class B	12%	26%	24%	38%	--	--
Class C	13%	26%	23%	39%	--	--
Not Known	12%	25%	24%	39%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	12%	23%	27%	38%	--	--
1 bedroom	11%	25%	25%	39%	--	--
2 bedroom	11%	25%	24%	40%	--	--
3 bedroom	11%	24%	23%	42%	--	--
Other	14%	24%	22%	40%	--	--
<b>Gender</b>						
Male	10%	21%	29%	40%	--	--
Female	12%	28%	21%	39%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	18%	28%	20%	34%	--	--
\$26,000 - \$40,000	14%	28%	22%	36%	--	--
\$41,000 - \$50,000	13%	26%	23%	39%	--	--
\$51,000 - \$74,000	11%	24%	24%	41%	--	--
\$75,000 - \$100,000	9%	23%	26%	42%	--	--
\$101,000 - \$150,000	9%	23%	27%	41%	--	--
More than \$150,000	8%	21%	29%	42%	--	--
<b>Living Arrangement</b>						
Single living alone	12%	25%	25%	39%	--	--
Single w/ children	14%	26%	22%	38%	--	--
Spouse / partner	9%	24%	25%	42%	--	--
Spouse / partner w/ children	10%	25%	24%	41%	--	--
Living w/ roommate	13%	27%	25%	35%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.



**Sustainability Initiatives - Familiarity with NGBS**

Response Category	Never heard of it	Heard of it, but know little about it	Familiar with it, but do not value it highly	Familiar with it, look for it in next home	--	--
<b>Age Range</b>						
Under 25	31%	29%	21%	19%	--	--
25-34	29%	30%	22%	19%	--	--
35-44	28%	29%	23%	20%	--	--
45-54	31%	30%	21%	18%	--	--
55-64	32%	31%	19%	18%	--	--
65+	39%	31%	15%	15%	--	--
<b>Property Class</b>						
Class A	29%	30%	22%	20%	--	--
Class B	31%	30%	21%	17%	--	--
Class C	31%	30%	21%	18%	--	--
Not Known	30%	30%	21%	19%	--	--
<b>Apartment Floor Plan</b>						
Studio / efficiency	28%	29%	23%	20%	--	--
1 bedroom	30%	29%	22%	19%	--	--
2 bedroom	30%	31%	21%	18%	--	--
3 bedroom	29%	30%	21%	19%	--	--
Other	32%	30%	19%	19%	--	--
<b>Gender</b>						
Male	30%	26%	25%	20%	--	--
Female	30%	33%	19%	18%	--	--
<b>Annual Household Income</b>						
Less than \$25,000	36%	30%	16%	18%	--	--
\$26,000 - \$40,000	33%	33%	18%	16%	--	--
\$41,000 - \$50,000	31%	31%	20%	18%	--	--
\$51,000 - \$74,000	29%	30%	21%	19%	--	--
\$75,000 - \$100,000	27%	30%	23%	20%	--	--
\$101,000 - \$150,000	27%	28%	25%	20%	--	--
More than \$150,000	27%	25%	27%	21%	--	--
<b>Living Arrangement</b>						
Single living alone	32%	29%	21%	18%	--	--
Single w/ children	32%	32%	19%	17%	--	--
Spouse / partner	27%	30%	22%	20%	--	--
Spouse / partner w/ children	29%	30%	21%	20%	--	--
Living w/ roommate	31%	31%	21%	17%	--	--

Each column above represents a different answer option for a single categorical question. The percentages shown represent the proportion of respondents indicating each answer option. Respondents could only select one option, but due to rounding the percentages may not add to precisely 100%.



Business intelligence for the real estate industry.

Gaining a competitive edge in today's multifamily industry requires superior knowledge of residents' needs and demands. After all, satisfied residents are more likely to renew their lease, recommend their community, and be loyal to a specific brand.

For over 30 years, Kingsley Associates has been the firm that apartment owners and managers turn to for measuring and benchmarking resident satisfaction and loyalty. With our advanced survey tools and industry-leading benchmarks, Kingsley Associates is uniquely positioned to be your performance-monitoring partner.

**Kingsley CORE Program**  
 Comprehensive Ongoing Resident Evaluation

<b>Prospect</b>		<b>Prospect survey</b> <ul style="list-style-type: none"> <li>• Gauge effectiveness of marketing vehicles</li> <li>• Understand perceptions of the leasing process and the likelihood of lease execution</li> </ul>		<b>Move-in survey</b> <ul style="list-style-type: none"> <li>• Pinpoint factors influencing the lease decision</li> <li>• Assess move-in processes</li> <li>• Understand the relative attractiveness of amenities and apartment features</li> </ul>
<b>Occupancy</b>		<b>Annual / sampling survey</b> <ul style="list-style-type: none"> <li>• Gauge resident satisfaction with service levels, community amenities, and apartment features</li> <li>• Identify the likelihood of community recommendation and lease renewal</li> </ul>		<b>Work order survey</b> <ul style="list-style-type: none"> <li>• Understand resident perceptions of maintenance service levels and response times</li> <li>• Evaluate work quality and personnel professionalism</li> </ul>
<b>Retention</b>		<b>Renewal survey</b> <ul style="list-style-type: none"> <li>• Evaluate resident perceptions of the renewal process and community personnel</li> <li>• Identify the likelihood of community recommendation and lease renewal</li> </ul>		<b>Move-out survey</b> <ul style="list-style-type: none"> <li>• Evaluate factors (controllable and otherwise) impacting the move-out decision</li> <li>• Identify ways to create lasting loyalty</li> </ul>



**Kingsley Employee Engagement Program (KEEP)**

The value of an engaged workforce goes beyond the benefits of increased satisfaction and retention. Engaged employees are motivated by your company's success, serve as promoters of your product, and will put forth the discretionary effort to elevate your firm from good to great. The KEEP program objectively measures employee feedback, identifying strengths, weaknesses, and best practices.

**Manage Your Online Reputation**

Kingsley Associates can feed ratings and reviews to sites such as:

- Community website pages
- Facebook pages
- Apartment Guide and Rent.com
- Resident review sites (e.g., Apartment Ratings)

To learn more about Kingsley Associates and our services, please contact us:

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