



NMHC / Kingsley 2017 Renter Preferences Survey

IMPORTANT: Clicking **Next** or **Back** will record your responses for a given page. If you leave the survey before completing it, you can return where you left off by clicking on your survey link again.

ABOUT YOU

Thank you for participating in this important industry-wide initiative! To begin, please tell us a little about yourself. **Please note that any information given below will be kept strictly confidential. Only aggregate data will be shared.**

What is your gender?

What is your age?

What is your entire annual household income (includes everyone in your apartment)?

ABOUT YOUR APARTMENT

Which of the following best describes your apartment?

What is your living arrangement?

How many adults live in your apartment on a full-time basis?

Please remember, your responses are confidential and will not be shared with property management.

What is the total monthly rent for your apartment?

This includes the entire rent paid, not just an individual's portion of the rent.

Are any of the following utilities included in your rent?

(Select all that apply)

Cable TV

Electric

Gas

Internet

Trash

Water / sewer

How long have you been a resident of your current community?

How long do you plan to stay at your current community?

What do you plan to do when your current lease expires?

- Move to a different apartment community
- Move to a different apartment unit in my current community
- Move to a non-apartment rental (condo, townhouse, single family home, nursing home, etc.)
- Move in with a relative / family member
- I intend to purchase a home
- Other (Please indicate below)

Please indicate your other plan when your current lease expires.

What are your reasons for moving to a different apartment community?

(Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Seeking better apartment features | <input type="checkbox"/> Seeking lower rent |
| <input type="checkbox"/> Change to marital / job / family status | <input type="checkbox"/> Seeking better community amenities |
| <input type="checkbox"/> Seeking more living space | <input type="checkbox"/> Seeking better storage situation |
| <input type="checkbox"/> Seeking better apartment floorplan / layout | <input type="checkbox"/> Moving to new city |
| <input type="checkbox"/> Getting a pet and need pet-friendly apartment | <input type="checkbox"/> Moving away from undesirable neighbor |
| <input type="checkbox"/> Seeking my own apartment / don't want roommate | <input type="checkbox"/> Seeking safer, more secure location |
| <input type="checkbox"/> Seeking better parking situation | <input type="checkbox"/> Seeking better cell reception |
| <input type="checkbox"/> Seeking newer building / community | <input type="checkbox"/> Seeking better apartment management |
| <input type="checkbox"/> Seeking better location / neighborhood | <input type="checkbox"/> Other (Please indicate below) |
| <input type="checkbox"/> Want to be closer to work / school / family / friends | |

Please indicate your other reason for moving to a different apartment community.

What are your reasons for moving to a different apartment unit in your existing community?

(Select all that apply)

- Moving away from undesirable neighbor
- Seeking better apartment features
- Change to marital / job / family status
- Seeking better location in the community
- Seeking more living space
- Seeking lower rent
- Getting pet and need pet-friendly apartment
- Seeking better apartment floorplan / layout
- Seeking my own apartment / don't want roommate
- Required to move by manager due to renovation, etc.
- Other (Please indicate below)

Please indicate your other reason for moving to a different apartment unit in your existing community.

Regarding home ownership, which statement represents your current situation?

PETS

Are you a pet owner?

Please remember, your responses are confidential and will not be shared with property management.

Yes

No

Do you have dogs, cats, or other pets?

(Select all that apply)

Dog(s)

Cat(s)

Other (Please indicate below)

Please indicate your other type of pet.

If a community were pet-friendly, how would that impact your leasing decision?

- It would make me **more likely** to live there
- It would make me **less likely** to live there
- It would have **no impact** on my leasing decision

Why would you be less likely to choose a pet-friendly community?

(Select all that apply)

- Fear of animals
- Pet allergies
- Pet-related noise
- Pet-related smell
- Residents not cleaning up after pets
- Other (Please indicate below)

Please indicate your other reason for being less likely to choose a pet-friendly community.

CARS AND COMMUTING

How many vehicles do you keep at your community?

Please count all vehicles kept on site by members of your household.

Are you currently working or attending school?

Yes

No

Please indicate the frequency at which you use the following means to commute to work / school.

	Always	Primarily	Occasionally	Rarely	Never
I drive my car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Always	Primarily	Occasionally	Rarely	Never
I take a train (subway, commuter rail, light rail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ride a bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a taxi / carpool / rideshare (e.g., Lyft, Uber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you ever work from home?

Yes

No

How often do you work from home?

APARTMENT FEATURES

When thinking about your next apartment home, how interested are you in the following apartment features?

	Very interested 5	4	3	2	Not at all interested 1
Air conditioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High ceilings (9ft+)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patio or full balcony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soundproof walls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two master suites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk-in closet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modular closet system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ceiling fan in bedroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Washer / dryer hookups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very interested 5	4	3	2	Not at all interested 1
Washer / dryer in unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hardwood floors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other apartment feature you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
Breakfast bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kitchen island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENERGY STAR® certified appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas stove (i.e., instead of electric)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microwave oven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium countertops (e.g., granite or quartz)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Refrigerator with water / ice dispenser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stove hood with outdoor ventilation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk-in pantry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fireplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other apartment feature you are interested in.

Very interested 5	4	3	2	Not at all interested 1
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Bath tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low-flow toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stand-alone shower without bath tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other apartment feature you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
High-speed internet access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Built-in sound system (e.g., Bluetooth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-wall USB ports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-installed WiFi in apartment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-key secure access (e.g., key card)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart locks (e.g., smart phone-controlled)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart lighting (e.g., Hue bulbs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart thermostats (e.g., Nest)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV wall mount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video doorbell (e.g., Ring)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alarm system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other apartment feature you are interested in.

COMMUNITY AMENITIES

When thinking about your next apartment home, how interested are you in the following community amenities / activities?

	Very interested 5	4	3	2	Not at all interested 1
Bike maintenance / repair area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secured, covered bike storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric car-charging station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car sharing (e.g., Zipcar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site car wash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure resident parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure visitor parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other community amenity / activity you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
Gated community access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure amenity access (e.g., key fob to enter gym)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Front desk person / concierge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional storage space outside of apartment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conference / meeting room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community WiFi (e.g., in common areas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable cell reception	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other community amenity / activity you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
Fitness center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laundry lockers (i.e., for dropping off dry cleaning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club house / party room (e.g., to reserve for events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communal professional grade kitchen (e.g., to reserve for events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to earn extra income by listing apartment on short-term rental site (e.g., AirBnB, VRBO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valet trash service (i.e., doorstep trash pickup)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Package lockers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other community amenity / activity you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community vegetable garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic waste composting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site renewable energy (e.g., solar panels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-smoking buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability / green certifications (e.g., Energy Star, LEED, NGBS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy efficiency / green initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other community amenity / activity you are interested in.

	Very interested 5	4	3	2	Not at all interested 1
Community dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community pet-washing station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog treats in lobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet walking service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet daycare service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the other community amenity / activity you are interested in.

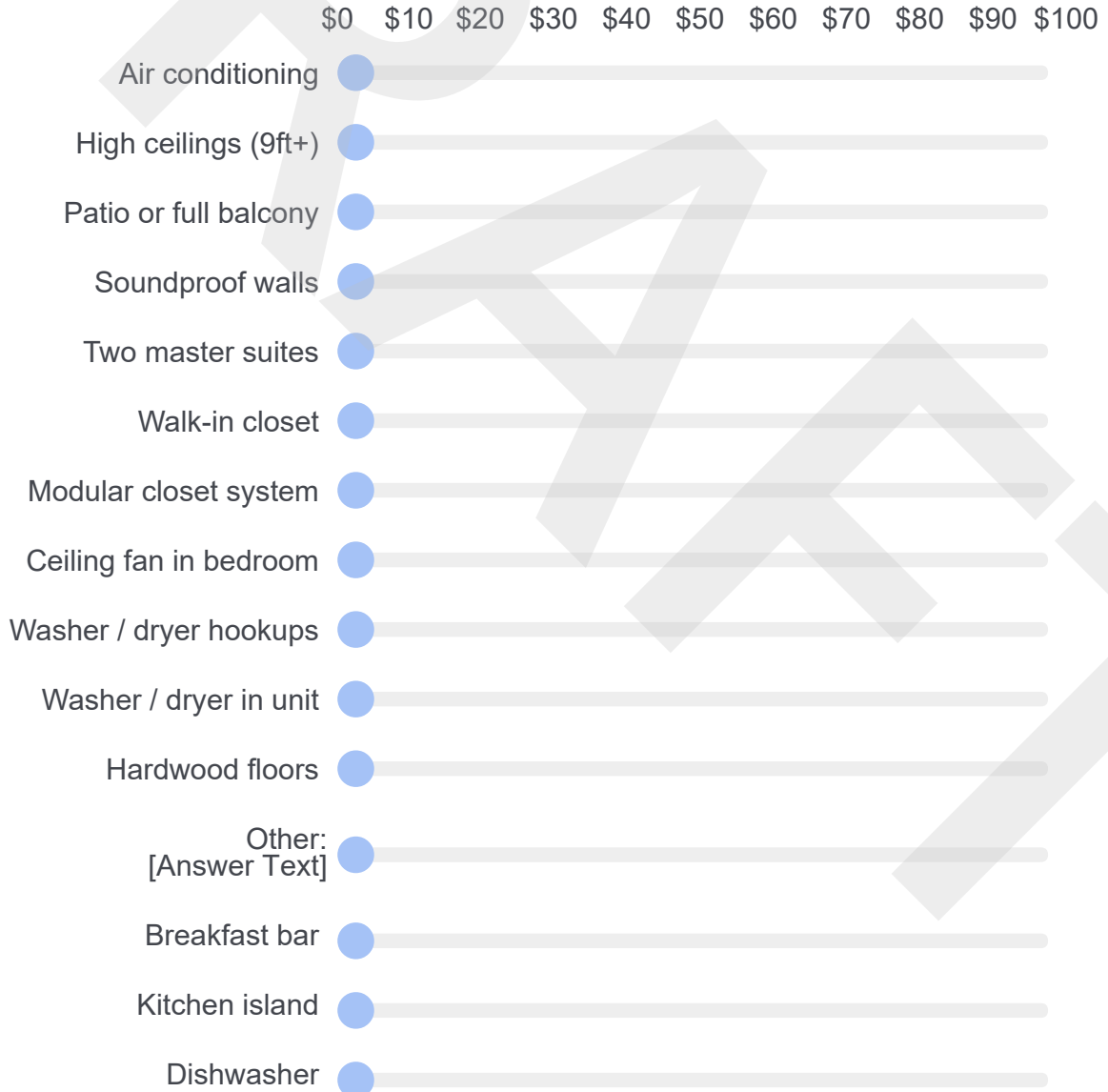
	Very interested 5	4	3	2	Not at all interested 1
Rooftop space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Common area barbecue grills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared outdoor space (e.g., picnic area, fire pit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bocceball court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racquetball court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Table tennis (ping-pong)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

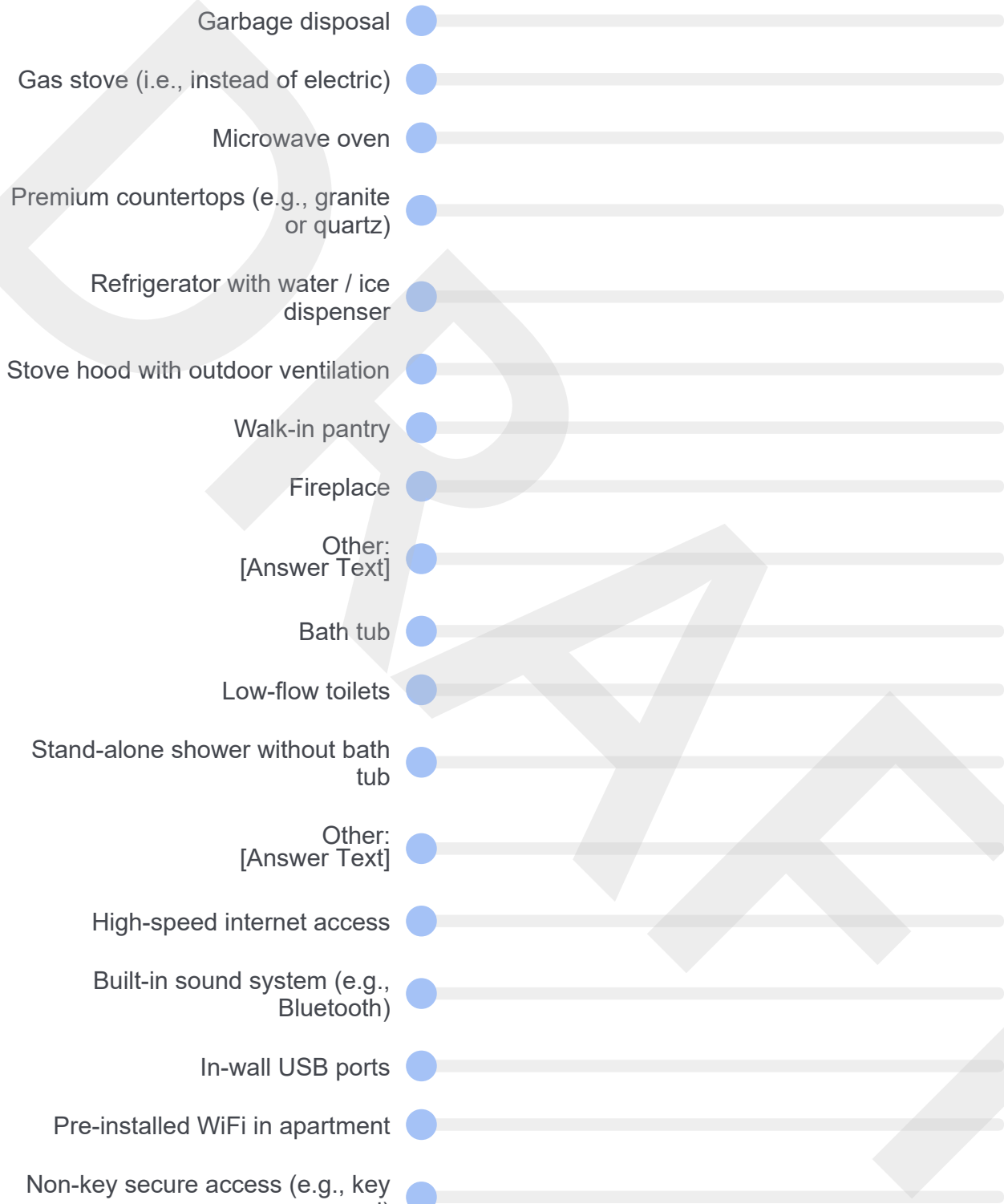
Please indicate the other community amenity / activity you are interested in.

PRICING EXPECTATIONS

If there are two identical apartments, but only one has the following amenity, **how much more rent per month would you expect a renter in your area to pay** for the apartment with that amenity?

Please click or tap the white bar to set an initial dollar amount, and then drag the slider left or right to adjust. The current amount selected is shown on the right.



- 
- ENERGY STAR® certified appliances
 - Garbage disposal
 - Gas stove (i.e., instead of electric)
 - Microwave oven
 - Premium countertops (e.g., granite or quartz)
 - Refrigerator with water / ice dispenser
 - Stove hood with outdoor ventilation
 - Walk-in pantry
 - Fireplace
 - Other: [Answer Text]
 - Bath tub
 - Low-flow toilets
 - Stand-alone shower without bath tub
 - Other: [Answer Text]
 - High-speed internet access
 - Built-in sound system (e.g., Bluetooth)
 - In-wall USB ports
 - Pre-installed WiFi in apartment
 - Non-key secure access (e.g., key card)
 - Smart locks (e.g., smart phone-controlled)
 - Smart lighting (e.g., Hue bulbs)

Smart thermostats (e.g., Nest)

TV wall mount

Video doorbell (e.g., Ring)

Alarm system

Other:
[Answer Text]

\$0 \$10 \$20 \$30 \$40 \$50 \$60 \$70 \$80 \$90 \$100

Bike maintenance / repair area

Secured, covered bike storage

Bike sharing

Electric car-charging station

Car sharing (e.g., Zipcar)

On-site car wash

Secure resident parking

Secure visitor parking

Other:
[Answer Text]

Gated community access

Secure amenity access (e.g., key
fob to enter gym)

Front desk person / concierge

Additional storage space outside of
apartment

Shared office space

Private office space

Conference / meeting room

Community WiFi (e.g., in common areas)

Reliable cell reception

Other: [Answer Text]

Fitness center

Laundry lockers (i.e., for dropping off dry cleaning)

Club house / party room (e.g., to reserve for events)

Communal professional grade kitchen (e.g., to reserve for events)

Ability to earn extra income by listing apartment on short-term rental site (e.g., AirBnB, VRBO)

Valet trash service (i.e., doorstep trash pickup)

Package lockers

Other: [Answer Text]

Recycling

Community vegetable garden

Organic waste composting

On-site renewable energy (e.g., solar panels)

Non-smoking buildings

Sustainability / green certifications (e.g., Energy Star, LEED, NGBS)

Energy efficiency / green initiatives

Other: [Answer Text]

Community dog park

- Community pet-washing station
- Dog treats in lobby
- Pet walking service
- Pet daycare service
- Other: [Answer Text]
- Rooftop space
- Common area barbecue grills
- Shared outdoor space (e.g., picnic area, fire pit)
- Swimming pool
- Outdoor playground
- Basketball court
- Bocceball court
- Racquetball court
- Table tennis (ping-pong)
- Other: [Answer Text]

COMMUNITY SERVICES: PACKAGES

Please rank the follow package pick-up options in order of preference.

Deliver packages inside my unit

Keep management office open later one or two days a week

Offer 24/7, self-service pick-up

Drop packages at my door

Other:

Please indicate how often you receive packages of the following types of packages.

	More than once a week	Once a week	Several times a month	Once a month	Less than once a month	Never
Perishables requiring refrigeration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oversized or heavy objects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High value objects that require signature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many packages do you generally receive per month?

COMMUNITY SERVICES: FITNESS

Does your community have a fitness center?

Yes

No

How often do you use the community fitness center?

Daily

A few times a week

Once a week

A few times a month

Once a month

Rarely

Never

Which of the following best describes the way you usually work out?

I generally work out on my own

I generally work out in a group setting

Which of the following fitness class options would you prefer at your community?

Virtual / on-demand classes

Classes taught by an instructor

Both virtual and in-person classes

Not interested in fitness classes

LEASE DECISION FACTORS

Why do you choose to rent?

- I like the convenience and flexibility renting provides
- I just moved to the area and am renting while I explore neighborhoods
- I am temporarily renting between home ownership
- I like the amenities I get through renting (e.g., fitness center, pool)
- I don't want the maintenance costs associated with homeownership
- I can't find a home I want to buy
- I want to live in this neighborhood, but can't afford to buy here
- I don't want to take the financial risk of buying a home
- I don't have enough saved for a down payment
- Other (Please indicate below)

Please indicate your other reason for renting.

In order of importance, please rank the following factors in your decision to lease a new apartment.

Proximity to parks

Proximity to work / office

Proximity to college / university

Access to public transportation

Walkability of area

Proximity to entertainment / nightlife

Proximity to restaurants

Proximity to grocery store

Proximity to local businesses (bank, dry cleaner, coffee shop, etc.)

Proximity to family

Quality of nearby schools (K-12)

Proximity to medical care / hospital

If you knew that a community allowed residents to list their apartments on short term rental websites (e.g., AirBnB, VRBO), how would that affect your opinion of the community?

Positively affect my opinion

Negatively affect my opinion

No affect on my opinion

I would **not rent** at the community

APARTMENT SEARCH

In your most recent apartment search...

	Yes	No
Did you visit a community / company website?	<input type="radio"/>	<input type="radio"/>
Did you visit any of the communities' social media websites?	<input type="radio"/>	<input type="radio"/>
Did you use a broker, locator service, or realtor?	<input type="radio"/>	<input type="radio"/>
Did you visit an apartment listing site such as Apartments.com, Rent.com, etc.?	<input type="radio"/>	<input type="radio"/>
Did you reference apartment opinion sites such as Apartment Ratings, Yelp, Google+, etc.?	<input type="radio"/>	<input type="radio"/>

Did the content of the opinion sites **stop you from visiting** any specific communities?

Yes

No

Did the content of the apartment opinion sites influence your leasing decision?

Yes

No

When visiting an opinion site, which of the following is true?

I expect to see management responses to negative reviews

I expect to see management responses to all reviews

I do not expect to see management responses to any reviews

Which of the following factors helped you decide to visit a community?

(Select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Pet policy | <input type="checkbox"/> Content of online ratings / reviews |
| <input type="checkbox"/> Safety / security of the community | <input type="checkbox"/> Lease terms |
| <input type="checkbox"/> Location / convenience | <input type="checkbox"/> Friends / family recommendation |
| <input type="checkbox"/> Rental rate | <input type="checkbox"/> Community appearance |
| <input type="checkbox"/> Apartment features / finishes | <input type="checkbox"/> Community amenities |
| <input type="checkbox"/> Floor plan / layout of apartment | <input type="checkbox"/> Other (Please indicate below) |

Please indicate the other factor that helped you decide to visit a community.

Which of the following did you utilize in your most recent apartment search?

	Primary	Used some	Did not use
Laptop / desktop computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APARTMENT / COMMUNITY NECESSITIES

You responded that you are **interested** in the following apartment features. Assuming it had all the other features you wanted, would you rent an apartment **without** the following?

	No, I would not rent without this	Yes, I would rent even without this
Air conditioning	<input type="radio"/>	<input type="radio"/>
High ceilings (9ft+)	<input type="radio"/>	<input type="radio"/>
Patio or full balcony	<input type="radio"/>	<input type="radio"/>
Soundproof walls	<input type="radio"/>	<input type="radio"/>
Two master suites	<input type="radio"/>	<input type="radio"/>
Walk-in closet	<input type="radio"/>	<input type="radio"/>
Modular closet system	<input type="radio"/>	<input type="radio"/>
Ceiling fan in bedroom	<input type="radio"/>	<input type="radio"/>
Washer / dryer hookups	<input type="radio"/>	<input type="radio"/>
Washer / dryer in unit	<input type="radio"/>	<input type="radio"/>
Hardwood floors	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>
Breakfast bar	<input type="radio"/>	<input type="radio"/>
Kitchen island	<input type="radio"/>	<input type="radio"/>
Dishwasher	<input type="radio"/>	<input type="radio"/>
ENERGY STAR® certified appliances	<input type="radio"/>	<input type="radio"/>
Garbage disposal	<input type="radio"/>	<input type="radio"/>
Gas stove (i.e., instead of electric)	<input type="radio"/>	<input type="radio"/>
Microwave oven	<input type="radio"/>	<input type="radio"/>
Premium countertops (e.g., granite or quartz)	<input type="radio"/>	<input type="radio"/>
Refrigerator with water / ice dispenser	<input type="radio"/>	<input type="radio"/>
Stove hood with outdoor ventilation	<input type="radio"/>	<input type="radio"/>
Walk-in pantry	<input type="radio"/>	<input type="radio"/>

	No, I would not rent without this	Yes, I would rent even without this
Fireplace	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>
Bath tub	<input type="radio"/>	<input type="radio"/>
Low-flow toilets	<input type="radio"/>	<input type="radio"/>
Stand-alone shower without bath tub	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>
High-speed internet access	<input type="radio"/>	<input type="radio"/>
Built-in sound system (e.g., Bluetooth)	<input type="radio"/>	<input type="radio"/>
In-wall USB ports	<input type="radio"/>	<input type="radio"/>
Pre-installed WiFi in apartment	<input type="radio"/>	<input type="radio"/>
Non-key secure access (e.g., key card)	<input type="radio"/>	<input type="radio"/>
Smart locks (e.g., smart phone-controlled)	<input type="radio"/>	<input type="radio"/>
Smart lighting (e.g., Hue bulbs)	<input type="radio"/>	<input type="radio"/>
Smart thermostats (e.g., Nest)	<input type="radio"/>	<input type="radio"/>
TV wall mount	<input type="radio"/>	<input type="radio"/>
Video doorbell (e.g., Ring)	<input type="radio"/>	<input type="radio"/>
Alarm system	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>

You responded that you are **interested** in the following community features. Assuming it had all the other features you wanted, would you rent an apartment **without** the following?

	No, I would not rent without this	Yes, I would rent without this
Bike maintenance / repair area	<input type="radio"/>	<input type="radio"/>
Secured, covered bike storage	<input type="radio"/>	<input type="radio"/>
Bike sharing	<input type="radio"/>	<input type="radio"/>
Electric car-charging station	<input type="radio"/>	<input type="radio"/>
Car sharing (e.g., Zipcar)	<input type="radio"/>	<input type="radio"/>
On-site car wash	<input type="radio"/>	<input type="radio"/>

No, I would not rent without this

Yes, I would rent without this

Secure resident parking

Secure visitor parking

Other:

[Answer Text]

Gated community access

Secure amenity access (e.g., key fob to enter gym)

Front desk person / concierge

Additional storage space outside of apartment

Shared office space

Private office space

Conference / meeting room

Community WiFi (e.g., in common areas)

Reliable cell reception

Other:

[Answer Text]

Fitness center

Laundry lockers (i.e., for dropping off dry cleaning)

Club house / party room (e.g., to reserve for events)

Communal professional grade kitchen (e.g., to reserve for events)

Ability to earn extra income by listing apartment on short-term rental site (e.g., AirBnB, VRBO)

Valet trash service (i.e., doorstep trash pickup)

Package lockers

Other:

[Answer Text]

Recycling

Community vegetable garden

Organic waste composting

On-site renewable energy (e.g., solar panels)

Non-smoking buildings

	No, I would not rent without this	Yes, I would rent without this
Sustainability / green certifications (e.g., Energy Star, LEED, NGBS)	<input type="radio"/>	<input type="radio"/>
Energy efficiency / green initiatives	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>
Community dog park	<input type="radio"/>	<input type="radio"/>
Community pet-washing station	<input type="radio"/>	<input type="radio"/>
Dog treats in lobby	<input type="radio"/>	<input type="radio"/>
Pet walking service	<input type="radio"/>	<input type="radio"/>
Pet daycare service	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>
Rooftop space	<input type="radio"/>	<input type="radio"/>
Common area barbecue grills	<input type="radio"/>	<input type="radio"/>
Shared outdoor space (e.g., picnic area, fire pit)	<input type="radio"/>	<input type="radio"/>
Swimming pool	<input type="radio"/>	<input type="radio"/>
Outdoor playground	<input type="radio"/>	<input type="radio"/>
Basketball court	<input type="radio"/>	<input type="radio"/>
Bocceball court	<input type="radio"/>	<input type="radio"/>
Racquetball court	<input type="radio"/>	<input type="radio"/>
Table tennis (ping-pong)	<input type="radio"/>	<input type="radio"/>
Other: [Answer Text]	<input type="radio"/>	<input type="radio"/>

AMENITY RANKING

You responded that you are **very interested** in the following apartment features. Please rank the **top five** features you are most interested in.

Air conditioning

High ceilings (9ft+)

Patio or full balcony

Soundproof walls

Two master suites

Walk-in closet

Modular closet system

Ceiling fan in bedroom

Washer / dryer hookups

Washer / dryer in unit

Hardwood floors

Other: [Answer Text]

Breakfast bar

Kitchen island

Dishwasher

ENERGY STAR® certified appliances

Garbage disposal

Gas stove (i.e., instead of electric) Microwave
oven

Premium countertops (e.g., granite or quartz)

Refrigerator with water / ice dispenser Stove
hood with outdoor ventilation

Walk-in pantry

Fireplace

Other: [Answer Text]

Bath tub

Low-flow toilets

Stand-alone shower without bath tub

Other: [Answer Text]

High-speed internet access

Built-in sound system (e.g., Bluetooth)

In-wall USB ports

Pre-installed WiFi in apartment

Non-key secure access (e.g., key card)

Smart locks (e.g., smart phone-controlled)

Smart lighting (e.g., Hue bulbs)

Smart thermostats (e.g., Nest)

TV wall mount

Video doorbell (e.g., Ring)

Alarm system

Other: [Answer Text]

You responded that you are **very interested** in the following community amenities. Please rank the **top five** features you are most interested in.

Bike maintenance / repair area

Secured, covered bike storage

Bike sharing

Electric car-charging station

Car sharing (e.g., Zipcar)

On-site car wash

Secure resident parking

Secure visitor parking

Other: [Answer Text]

Gated community access

Secure amenity access (e.g., key fob to enter gym)

Front desk person / concierge

Additional storage space outside of apartment

Shared office space

Private office space

Conference / meeting room

Community WiFi (e.g., in common areas)

Reliable cell reception

Other: [Answer Text]

Fitness center

Laundry lockers (i.e., for dropping off dry cleaning)

Club house / party room (e.g., to reserve for events)

Ability to earn extra income by listing apartment on short-term rental site (e.g., AirBnB, VRBO)

Communal professional grade kitchen (e.g., to reserve for events)

Valet trash service (i.e., doorstep trash pickup)

Package lockers

Other: [Answer Text]

Recycling

Community vegetable garden

Organic waste composting

On-site renewable energy (e.g., solar panels)

Non-smoking buildings

Sustainability / green certifications (e.g., Energy Star, LEED, NGBS)

Energy efficiency / green initiatives

Other: [Answer Text]

Community dog park

Community pet-washing station

Dog treats in lobby

Pet walking service

Pet daycare service

Other: [Answer Text]

Rooftop space

Common area barbecue grills

Shared outdoor space (e.g., picnic area, fire pit)

Swimming pool

Outdoor playground

Basketball court

Bocceball court

Racquetball court

Table tennis (ping-pong)

Other: [Answer Text]

ONLINE SERVICES

Which of the following did you use to sign your current lease?

Laptop / desktop
computer

Tablet

Smart phone

Signed in person

How easy was the online application and leasing process?

Very easy

Somewhat easy

Average

Somewhat hard

Very hard

On the community website, how important is it for the following information to appear?

	Very important 5	4	3	2	Not at all important 1
Ability to make an appointment online / online calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to conduct a webchat with management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to send a text message to management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of specific floor plan types / units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor plans with price ranges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor plans with specific prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor plans viewable in 3D	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about green certifications (e.g., Energy Star, LEED, NGBS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about sustainability / green programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interior photos of different models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interior videos of different models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Link to resident portal or resident services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links to community's social media sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos of common area amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resident feedback / ratings and reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding neighborhood map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videos of common area amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On the community website, how important is it for you to be able to complete the following?

	Very important 5	4	3	2	Not at all important 1
Pre-qualification forms (e.g., lease application)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lease agreement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unit selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does your community have an online resident portal where you can communicate with property management?

Yes

No

How important is it for you to be able to access your resident portal from a mobile device?

Very important

Important

Neutral

Unimportant

Not at all important

If an online resident portal is available, how important is it for you to be able to complete the following?

	Very important 5	4	3	2	Not at all important 1
Access community forum / bulletin board	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact staff / management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay rent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renew lease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reserve community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review my accounts payable history (e.g., rent and utility payments)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review my lease documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submit maintenance request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
View community event listings / calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLINE SERVICES (Cont.)

What method do you currently use to pay rent?

- | | |
|---|--|
| <input type="radio"/> Auto-bill pay | <input type="radio"/> Debit card with convenience fee |
| <input type="radio"/> Mailed-in check | <input type="radio"/> Debit card without convenience fee |
| <input type="radio"/> Hand-delivered check | <input type="radio"/> Electronic check |
| <input type="radio"/> PayPal | <input type="radio"/> Cashier's check |
| <input type="radio"/> Credit card with convenience fee | <input type="radio"/> Money order |
| <input type="radio"/> Credit card without convenience fee | <input type="radio"/> Moneygram / online money order |

Given the choice, how would you prefer to pay your rent?

- | | |
|---|--|
| <input type="radio"/> Auto-bill pay | <input type="radio"/> Debit card without convenience fee |
| <input type="radio"/> Mailed-in check | <input type="radio"/> Electronic check |
| <input type="radio"/> Hand-delivered check | <input type="radio"/> Cashier's check |
| <input type="radio"/> PayPal | <input type="radio"/> Money order |
| <input type="radio"/> Credit card without convenience fee | <input type="radio"/> Moneygram / online money order |

Given the choice, would you prefer to fill out the renewal contract online vs. going to the office to sign paperwork?

I prefer online-only

I prefer a face-to-face process

I do not have a preference

How important is a walkthrough / orientation with a community representative at move-in?

Very important

Important

Neutral

Unimportant

Not at all important

How do you prefer to receive information from management?

(Select all that apply)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Email | <input type="checkbox"/> Telephone |
| <input type="checkbox"/> Internet / social media site (e.g., Facebook, Twitter) | <input type="checkbox"/> Text message |

Newsletter

Written letter / memo

Posted notice / flyer

Other (Please indicate below)

Please indicate the other method you prefer to receive information from management.

How often do you want to receive communication regarding non-emergency community information?

Daily

Weekly

Monthly

Quarterly

Annually

Never

If your property management had an app, would you use it?

Yes

No

Do you engage with community-specific social sites?

Yes

No

Which sites do you use?

(Select all that apply)

Community forum /
website

Community Facebook
page

Community Twitter page

Other (Please indicate
below)

Please indicate the other community social site(s) you engage with.

Please rate your community's Facebook page in the following areas.

	Excellent 5	4	3	2	Poor 1
Overall content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you be willing to authorize the sharing of your monthly utility bill (i.e., energy, water consumption) with management in order to evaluate your building's overall energy performance?

Yes

No

Not sure, would need additional information

TV, INTERNET, AND PHONE

How do you **currently** get your video entertainment while at home?

(Select all that apply)

Satellite TV

Cable TV

Streaming online (e.g., laptop, smart TV, Apple TV, Roku)

HD digital antenna

How many internet connected devices do you have in your household (e.g., computers, phones, tablets, Apple TVs, Nests, Sonos)?

Is it important for you to be able to have a landline in your apartment?

Yes

No

Why?

Did you check the connectivity of your mobile phone while touring apartment communities?

Yes

No

I don't remember

The cellular coverage at my **current** community is:

Great, consistently strong

Spotty

Weak or nonexistent

Have you enabled WiFi calling on your phone?

Yes, and I use it

Yes, but I do not use it

No

I am not familiar with WiFi calling

Do you have a choice of cable or internet providers in your community?

Yes, I have more than one option

No, I only have one option

*Please click the **Next** button below to submit your responses.*

*The following page may take a moment to load. Please **only** click the button once.*