

2018 Consumer Housing Insights Survey

As part of the supporting data for the NMHC report “Disruption - How Demographics, Psychographics and Technology are Bringing Multifamily to the Brink of a Design Revolution” NMHC commissioned market research conducted by Beck Research.

The National Survey questioned 1,000 adults with emphasis on renters and millennials. Key findings include:

- Americans have difficulty describing the apartment of the future and describing a space beyond the status quo. Instead Americans advocate for improvements to current services and amenities.
- Technology, in the form of strong cell service or fast internet access, is a requirement for modern apartments or any housing arrangement.
- Americans want more amenities at their fingertips. They are interested in features in apartments, such as better appliances and washer/dryers, as well as community features, such as outdoor spaces and gyms.
- The core benefits of rental apartments remain convenience, flexibility and the ability to move. Rental apartments are “a space that evolves with different stages of your life” (83% say important).
- Millennials are more likely than older Americans to see rental apartments as “innovative,” see a broader community role for apartments, and agree that “my community is stronger when there is a mix of rental apartments and single-family homes.”
- Millennials are more social and more attached to the urban centers. They are more likely to listen to live music, but also value face-to-face communication.
- Suburban Americans “underperform,” meaning Suburban Americans favor the Democrats by a wide 16-point margin, but act similar to Fringe areas, which favor Republicans by 12-points. Both are very skeptical of apartments

Consumer Housing Insights Survey highlighted in the Disruption report include:

- Nine out of 10 survey respondents (92 percent) said convenience was important to them;
- Nearly two-thirds (63 percent) agreed that their lives were so hectic that they look for ways to make things easier;
 - “My life is so hectic that I look for ways to make it easier for me”
- Ninety-four percent of respondents said that being able to personalize their space was important.
- Eighty-three percent stressed the importance of having space that evolves with different stages of their lives.
- More than three-quarters (78 percent) said they valued having a convertible space that could transform to meet different needs
- 40 percent of respondents said they plan to telecommute more in the future; and
- 60 percent said their home was a reflection of their identity.