

Demand for apartments is outpacing supply.

Creating more apartment homes is the answer to America's housing shortage.

What's making renting apartments more popular?

75 MILLION
adults 18-34 entering the rental market

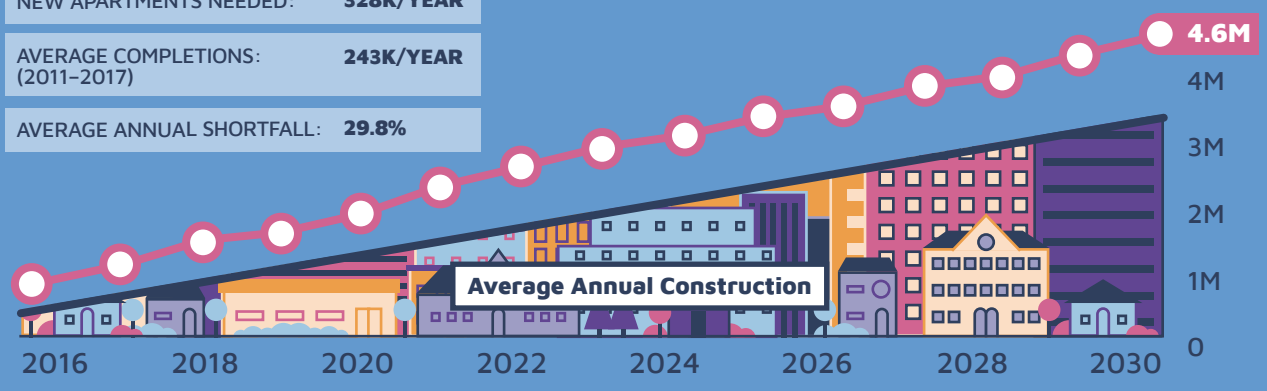
60% INCREASE
in adults 45+ renting in the last decade

ONLY 20%
of U.S. households are married couples with kids, reducing demand for traditional homes

25%
as the U.S. population becomes more diverse, 25% of apartment householders were born outside of the U.S.

America needs 4.6 million more apartments by 2030.

NEW APARTMENTS NEEDED: **328K/YEAR**
AVERAGE COMPLETIONS: (2011-2017) **243K/YEAR**
AVERAGE ANNUAL SHORTFALL: **29.8%**



Building more apartments creates jobs and stimulates the economy

\$1.3 TRILLION
to the economy



39 MILLION
Americans call apartments home



12.3 MILLION JOBS

We need collaboration between policymakers and the apartment industry to alleviate the housing shortage and help millions of people find home.

Learn more at:
WeAreApartments.org

