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