

What Renters Want

What they like, love and think they
can't live without

The
Basics

7

IMHC OPTECH
CONFERENCE & EXPOSITION

The Basics

- We reached out to a lot of people
- We asked a lot of questions
- We gathered a ridiculous amount of data
- We're still going through it

2017 NMHC/
Kingsley Renter
Preferences Survey

2018 NMHC
Consumer
Housing Insights
Survey

NMHC's
Disruption
Project

2017 NMHC/Kingsley Renter Preferences Survey



- 272,000 actual apartment renters
- 25 participating companies
- 82 markets covered
- Released late October 2017

nmhc.org/residents

2018 NMHC Consumer Housing Insights Survey



- 1,000 adults
- Oversampling of renters & millennials
- Fielded Nov. 30-Dec. 3, 2017

NMHC's Disruption Project



- 8 major areas of change & disruption
- Design implications & VR-enabled visualizations
- Report released January 2018

nmhc.org/disruption

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questions about
today's hottest
amenities

What's
the deal
with
parking?

Are short-term
rentals just a
fad?

Is everyone
seriously a
pet lover?

Omg, more
packages?

Is anyone
actually using
the fitness
center?

Are those people
in my lobby
really doing
work?

Do renters
really want
smart home
tech?

What's the deal with
parking?

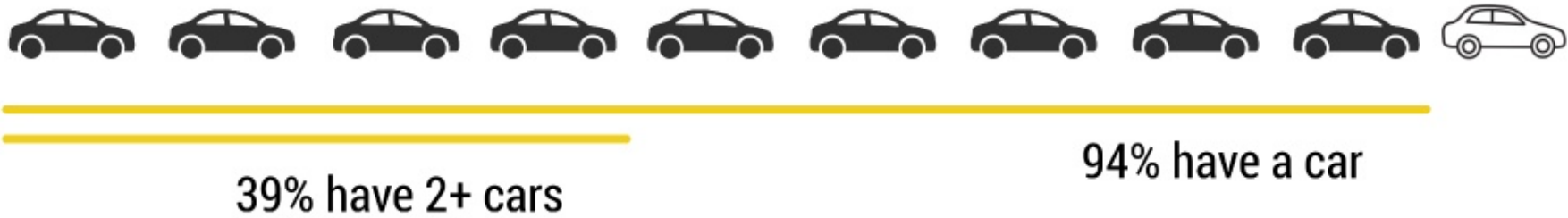


Still car
dependent

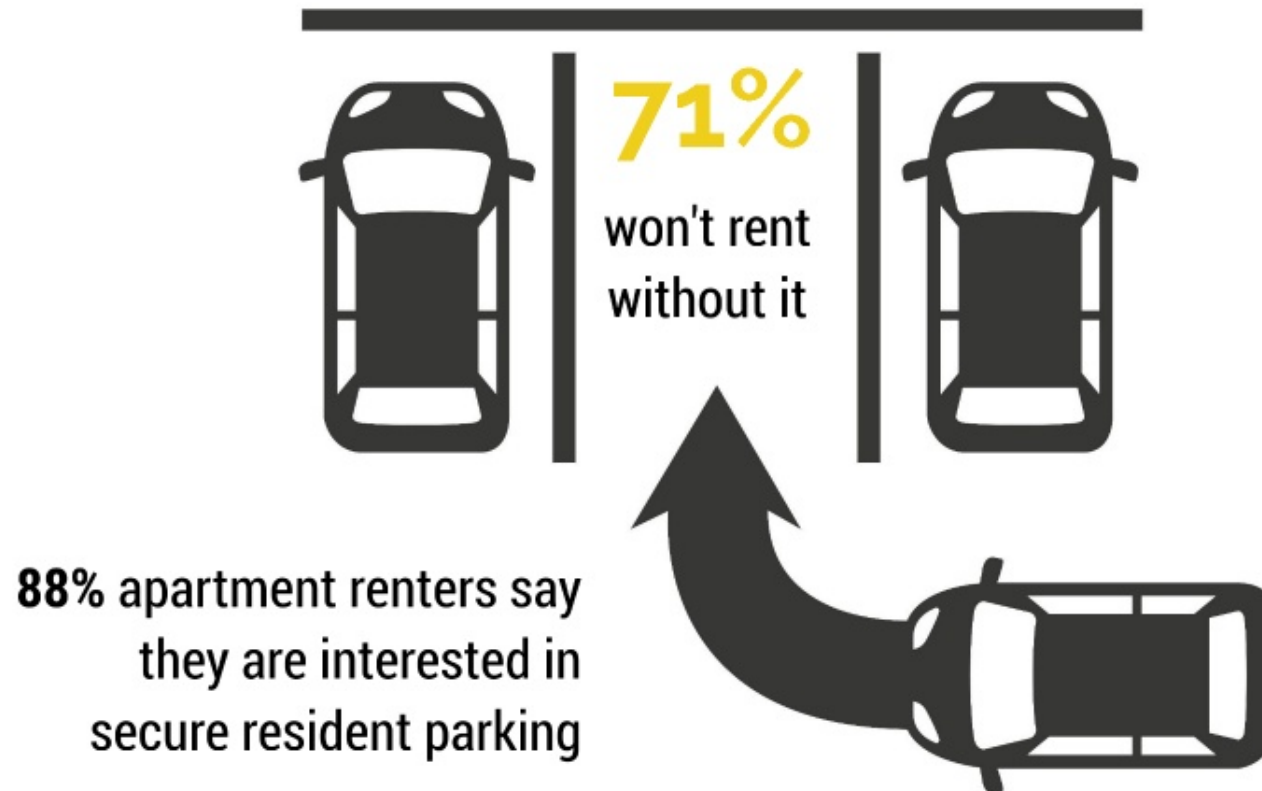
71%

Drastically
different in
urban areas

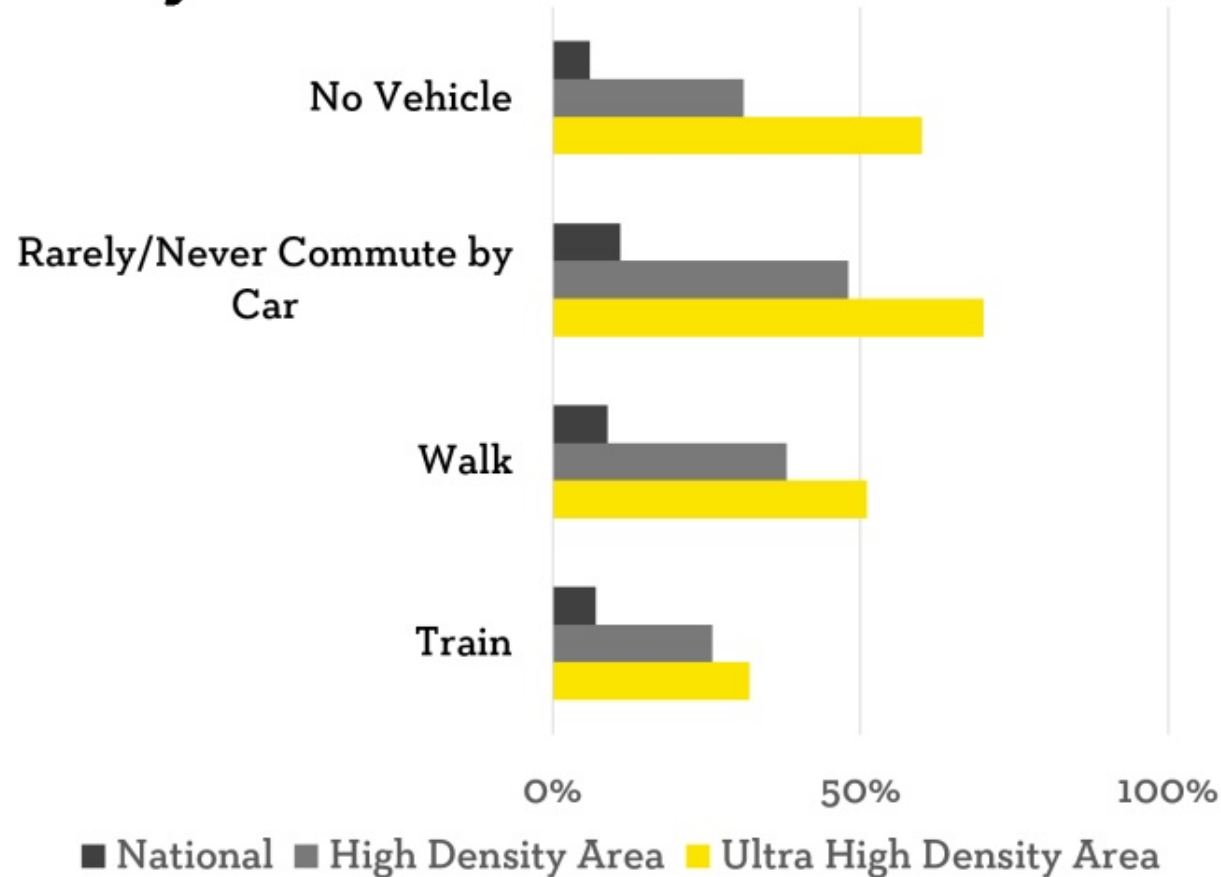
Still car dependent



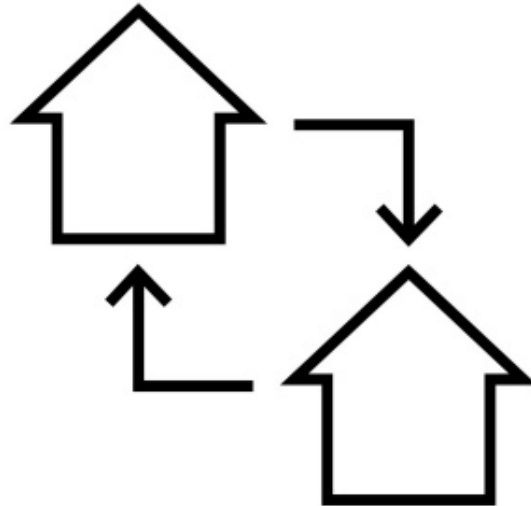
It's still a necessity



Drastically different in urban areas



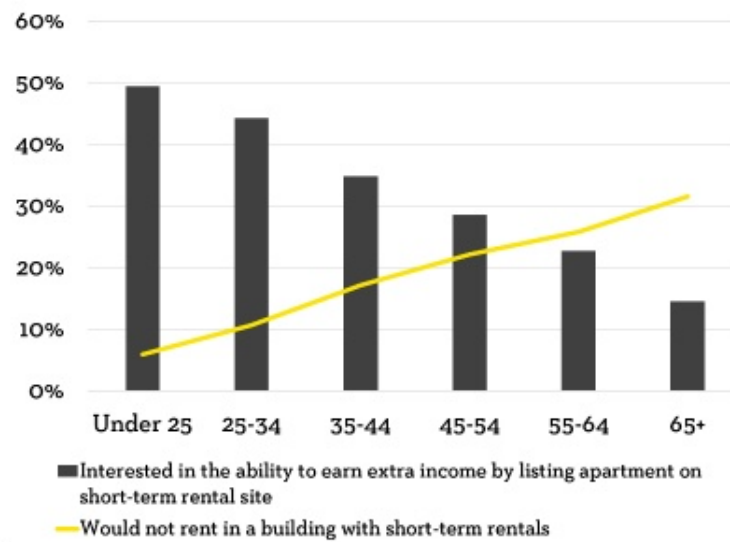
Yay or nay on
short-term rentals?



It depends on
who you ask

It depends on who you ask

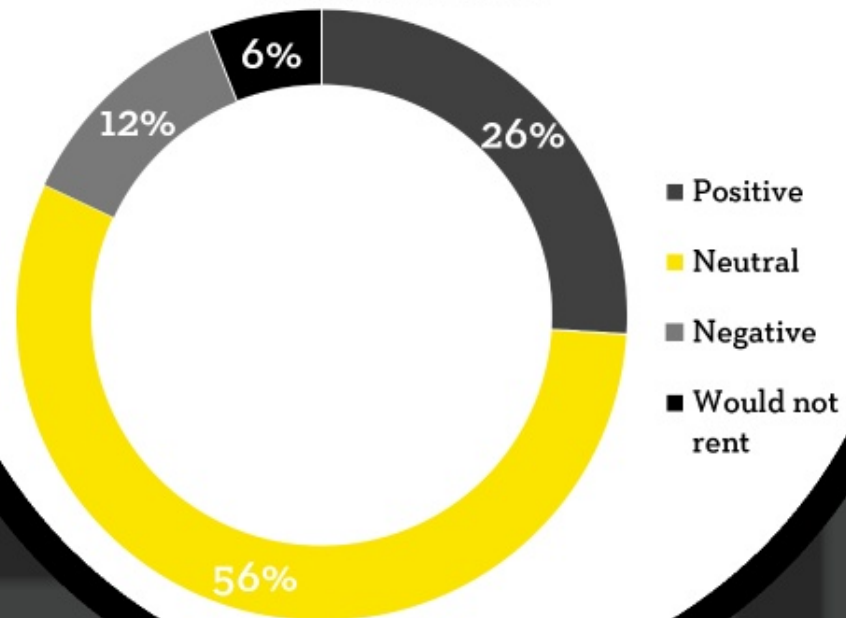
Younger & older renters feel very differently



Put another way...

Put another way...

vast majority (82%) of younger renters have a neutral or favorable view of short-term rentals



Is everyone seriously a
pet lover?



Nope, only about
a third of renters

This is not
your typical
pet owner

12%

\$

Nope, only about a
third of renters



55%

Most pet-friendly cities



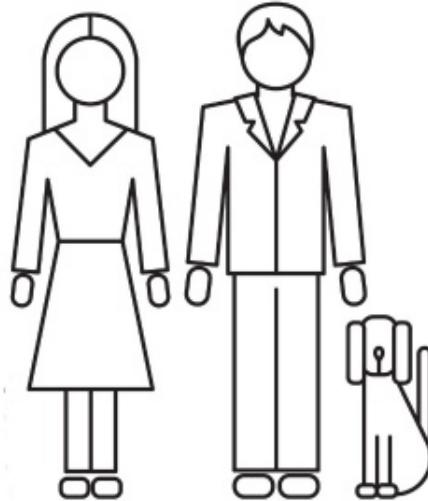
- 2. Knoxville, Tenn. (54%)
- 3. Santa Rosa, Calif. (51%)
- 4. Naples, Fla. (50%)



This is not your typical
pet owner

This is

This is



48% of couples w/o kids have pets

And yes, there are
haters



say a pet-friendly building
would make them
less likely to rent

Why?

Why?

Here are their top 3 complaints



Mess



Noise



Odors

This is how much they
love their pets

\$29

Dog park

\$22

Pet treats

\$26

Dog washing
station

\$31

Dog walking

\$33

Doggy
daycare



Omg, more packages?



47% receive at
least 3
packages a
month

Mo' money,
mo' packages

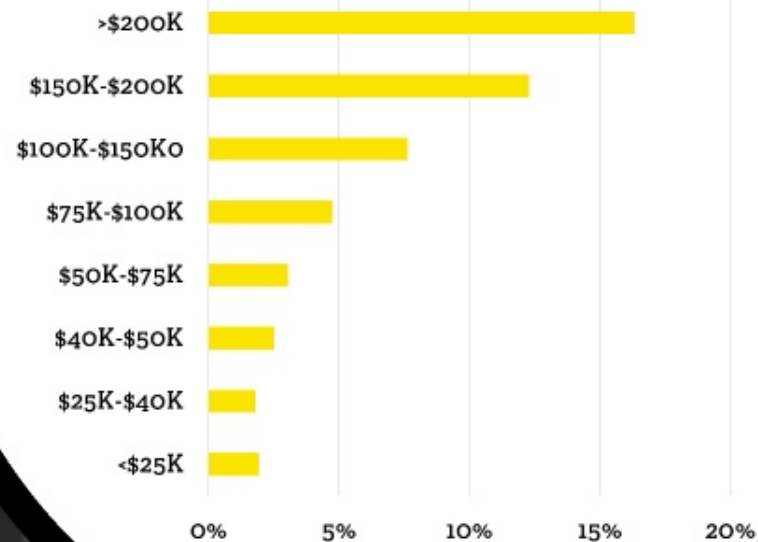
They are
ordering all
kinds of **stuff**



47% receive at least
3 packages a month

Mo' money, mo' packages

Of those receiving 11+ packages a month



Not so
surprising
then...

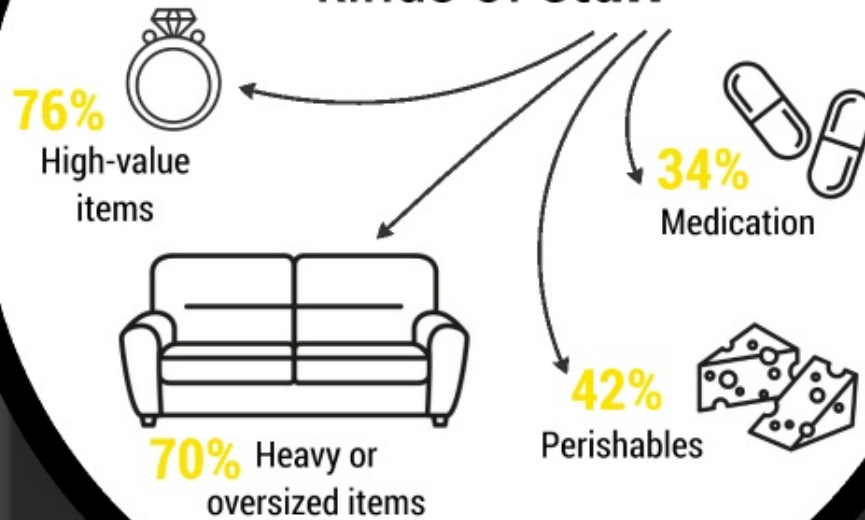
Not so surprising then...

High-cost areas report most packages



1. New York
2. San Francisco
3. Stamford, Conn.
4. San Jose, Calif.
5. Boston

They are ordering all
kinds of **stuff**



57%



Renters who are **very interested** in
package lockers

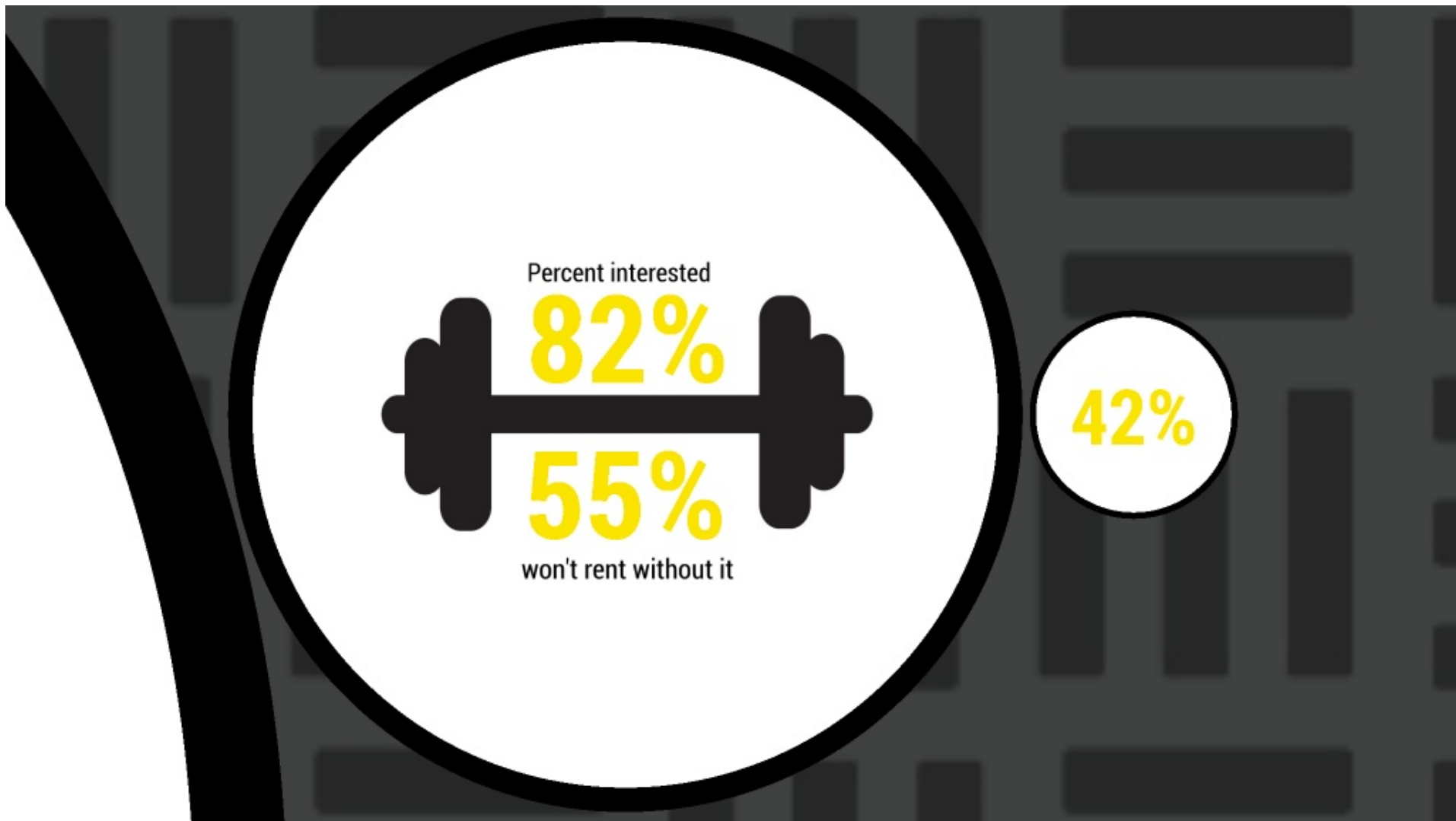
57%

Is anyone actually
using the fitness
center?



82%

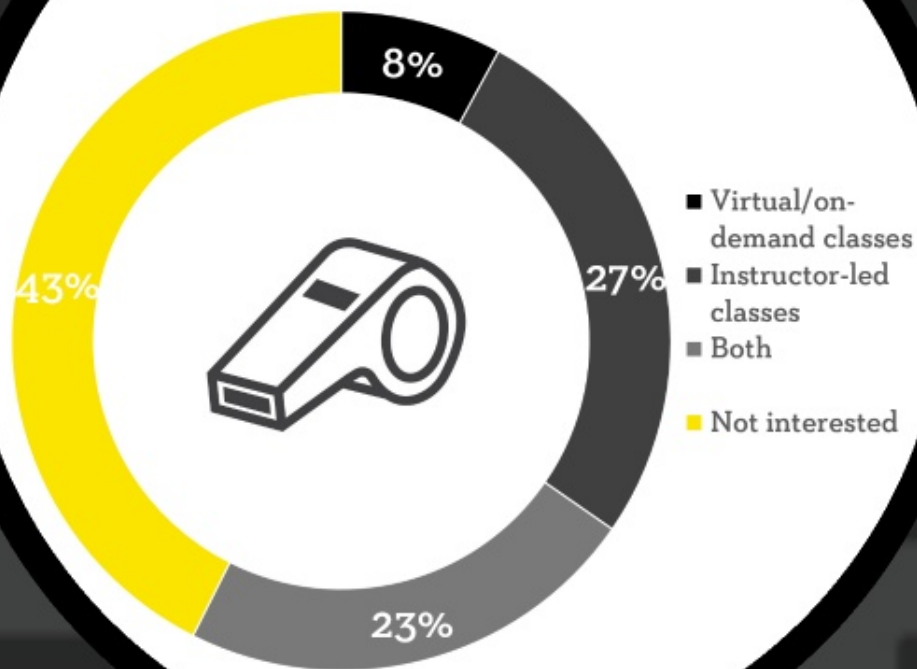
Fitness
classes



But it might be wishful
thinking...



Fitness classes



Are those people in my
lobby really doing
work?

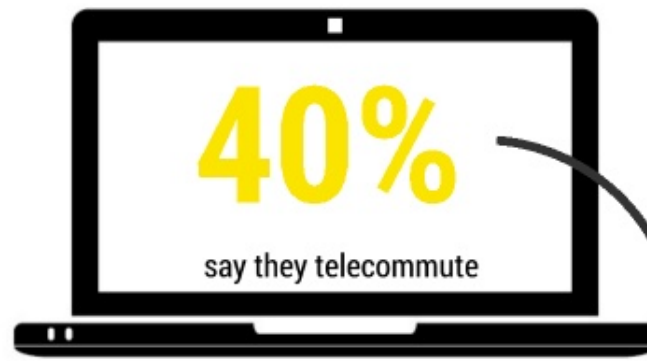


40%

1 in 4
renters

40%

Yep, some really are



44%

of those do so at least
once a week





Do renters really want
smart home tech?



Kinda, but
it's not
essential

Higher income &
younger renters
care more

\$30

Kinda, but it's not essential

(at least for now)

smart lighting

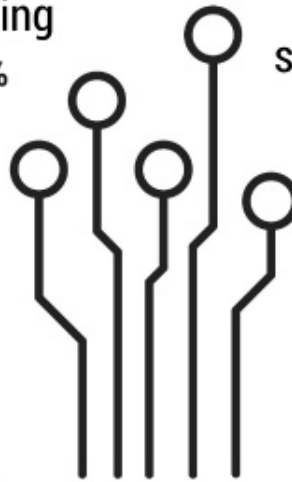
60% / 14%

smart locks

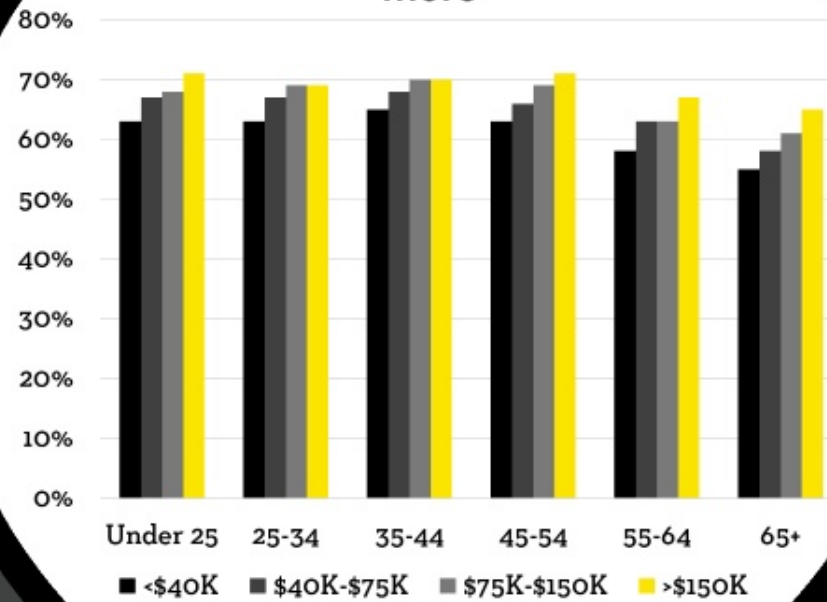
54% / 14%

smart thermostats

66% / 17%



Higher income & younger renters care more



Interest in smart thermostats

How much more will
they pay for it?



\$30



\$31



\$30

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