What Renters Want
What they like, love and think they can't live without
The Basics

7
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

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

The Basics

7
7 questions about today's hottest amenities
What's the deal with parking?

Still car dependent

71%

Drastically different in urban areas
Still car dependent

39% have 2+ cars

94% have a car
It's still a necessity

71% won't rent without it

88% apartment renters say they are interested in secure resident parking
Drastically different in urban areas

- No Vehicle
- Rarely/Never Commute by Car
- Walk
- Train

Legend:
- National
- High Density Area
- Ultra High Density Area
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

- Interested in the ability to earn extra income by listing apartment on short-term rental site
- Would not rent in a building with short-term rentals

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
Most pet-friendly cities

55%

#1 Olympia, Wash.

2. Knoxville, Tenn. (54%)
3. Santa Rosa, Calif. (51%)
4. Naples, Fla. (50%)
This is not your typical pet owner
This is

48% of couples w/o kids have pets
And yes, there are haters

12%

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

- Dog park: $29
- Pet treats: $22
- Dog washing station: $26
- Doggy daycare: $33
- Dog walking: $31
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

- >$200K
- $150K-$200K
- $100K-$150K
- $75K-$100K
- $50K-$75K
- $40K-$50K
- $25K-$40K
- <$25K

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

- 76% High-value items
- 70% Heavy or oversized items
- 34% Medication
- 42% Perishables

57%
Renters who are very interested in package lockers: 57%
Is anyone actually using the fitness center?

82%

Fitness classes
Percent interested
82%
55%
won't rent without it
42%
But it might be wishful thinking...

Those who rarely or never use the gym

42%
Are those people in my lobby really doing work?

40%
1 in 4 renters
40%
Yep, some really are

40% say they telecommute

44% of those do so at least once a week
1 in 4 renters is interested in meeting space
40% plan to do more in the future
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%
How much more will they pay for it?

$30  $31  $30
What Renters Want
What they like, love and think they can't live without

The Basics

7