

General Session: NMHC Research – Comparative Analysis of the Cost of Housing Options for Students



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Comparing the Costs of On-Campus and Off-Campus Student Housing

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Research Questions

1) How do the following Student Housing options differ in value?

- Off-Campus Purpose-Built Housing
- Off-Campus Student-Competitive Housing
- On-Campus Residence Halls
- On-Campus Apartments



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2) Within each housing type, what factors have the greatest influence on per-bed rent levels?




Compiling Data

- Off-Campus Purpose-Built Housing
 - Off-Campus Student-Competitive Housing
 - On-Campus Residence Halls
 - On-Campus Apartments
- } *Axiometrics, a RealPage Company*
- } *NMHC*



On-Campus Data Collection



The screenshot shows the Auburn University Housing website. The header includes the Auburn University logo and navigation links: Home, Resident Info, Apply, Communities, and Ab. A left sidebar lists various housing-related links. The main content area displays the current academic year (2018/19) and the semester (Fall 2018 - Spring 2019). It lists four residence halls with their respective room types and rates.

AUBURN UNIVERSITY

Home Resident Info Apply Communities Ab

Accessible Housing Accommodations
Lease Agreement
New Applicants
Returning Applicants
Spring Applications
Summer Applications
Housing Cancellation
New Applicant FAQs
Rental Rates
About Living on Campus
Special Interest Communities

Rates are per student per semester and include all utilities (i.e., wireless internet, TV cable service). Phone service is not included. There is limited availability of single rooms in the Quad and Hill bedroom suites in the Village; and four bedroom suites in South Donahue.

2018/19 2019/20

Fall 2018 - Spring 2019

Cambridge Hall

- Single Room: \$4,350.00
- Double Room: \$3,550.00

Hill Residence Halls

- Single Room: \$3,750.00
- Double Room: \$3,000.00

Quad Residence Halls

- Single Room: \$4,350.00
- Double Room: \$3,550.00

South Donahue Hall

- Single Room: \$5,800.00
- Double Room: \$5,700.00
- Quad Room: \$5,700.00

Village Residence Halls

- Single Room: \$4,800.00
- Double Room: \$4,800.00
- Triple Room: \$4,600.00
- Quad Room: \$4,600.00



Variables Included

Annual Per-Bed Rent	Region
Number of Students per Bedroom	Rural-Urban Spectrum
Number of Students per Unit	Distance from Campus
In-Unit Bathroom Configuration	Private vs. Public School
Living Room (on-campus only)	Presence of Ethernet (on-campus only)
Square Footage per Student (off-campus only)	Presence of Full Kitchen
Washer/Dryer In-Unit (on-campus only)	On-Site Fitness Center



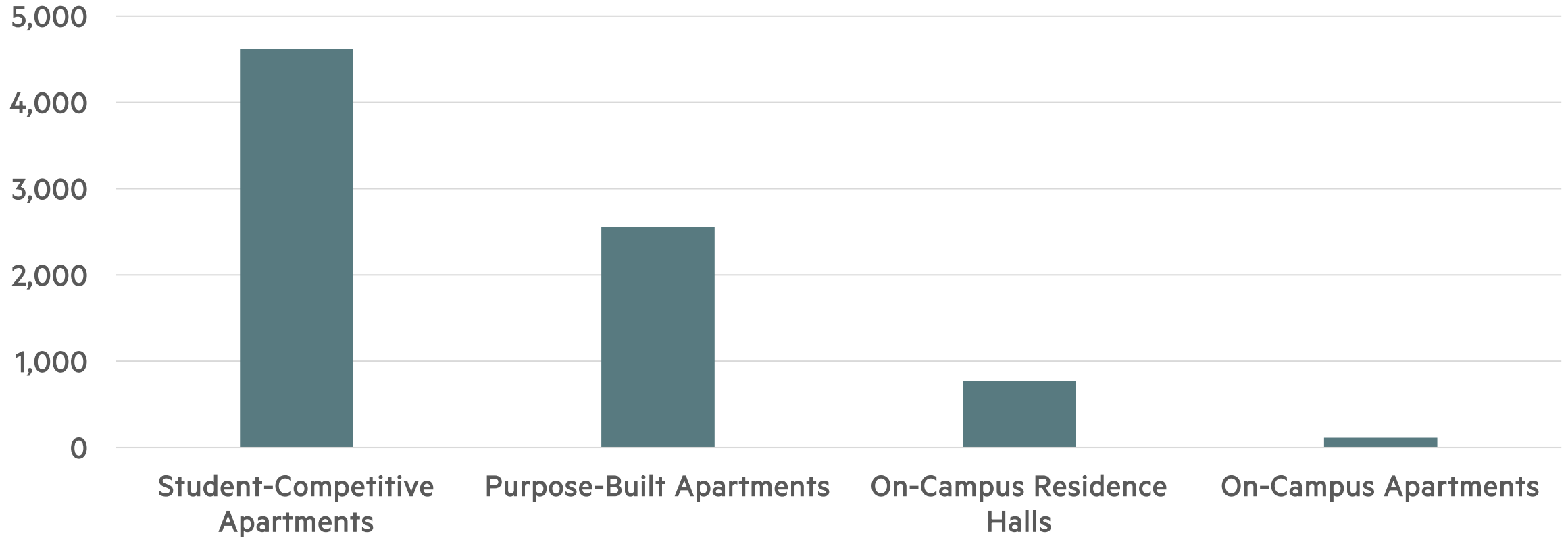
Universities Represented

University Name	City	State	Type
Appalachian State University	Boone	NC	Public
Auburn University	Auburn	AL	Public
Baylor University	Waco	TX	Private
College of Charleston	Charleston	SC	Public
Florida International University	Miami	FL	Public
Florida State University	Tallahassee	FL	Public
Georgia Southern University	Statesboro	GA	Public
Louisiana State University	Baton Rouge	LA	Public
North Carolina State University	Raleigh	NC	Public
San Diego State University	San Diego	CA	Public
University of Alabama	Tuscaloosa	AL	Public
University of Arizona	Tucson	AZ	Public
University of Florida	Gainesville	FL	Public
University of Michigan	Ann Arbor	MI	Public
University of Mississippi	Oxford	MS	Public
University of Missouri	Columbia	MO	Public
University of Notre Dame	South Bend	IN	Private
University of Oklahoma	Norman	OK	Public
University of Pittsburgh	Pittsburgh	PA	Public
University of Texas at Austin	Austin	TX	Public
University of Wisconsin - Madison	Madison	WI	Public
Western Michigan University	Kalamazoo	MI	Public



Total Dataset

Number of Floorplans by Student Housing Type



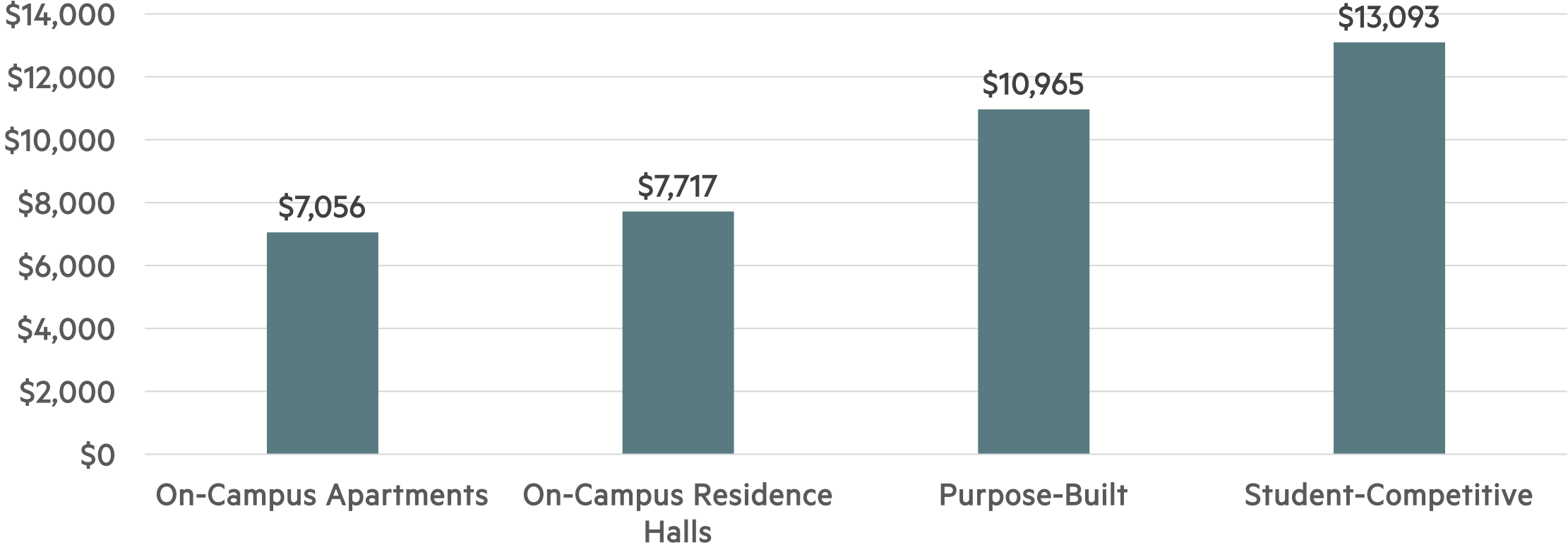
Total Dataset

- **Off-Campus Purpose-Built** 2,550 Floorplans at 22 Universities
- **Off-Campus Student-Competitive** 4,615 Floorplans at 22 Universities
- **On-Campus Residence Hall** 771 Floorplans at 22 Universities
- **On-Campus Apartments** 114 Floorplans at 8 Universities



On-Campus Housing had the Lowest Average Annual Rents

Average Annual Per-Bed Rent by Housing Type



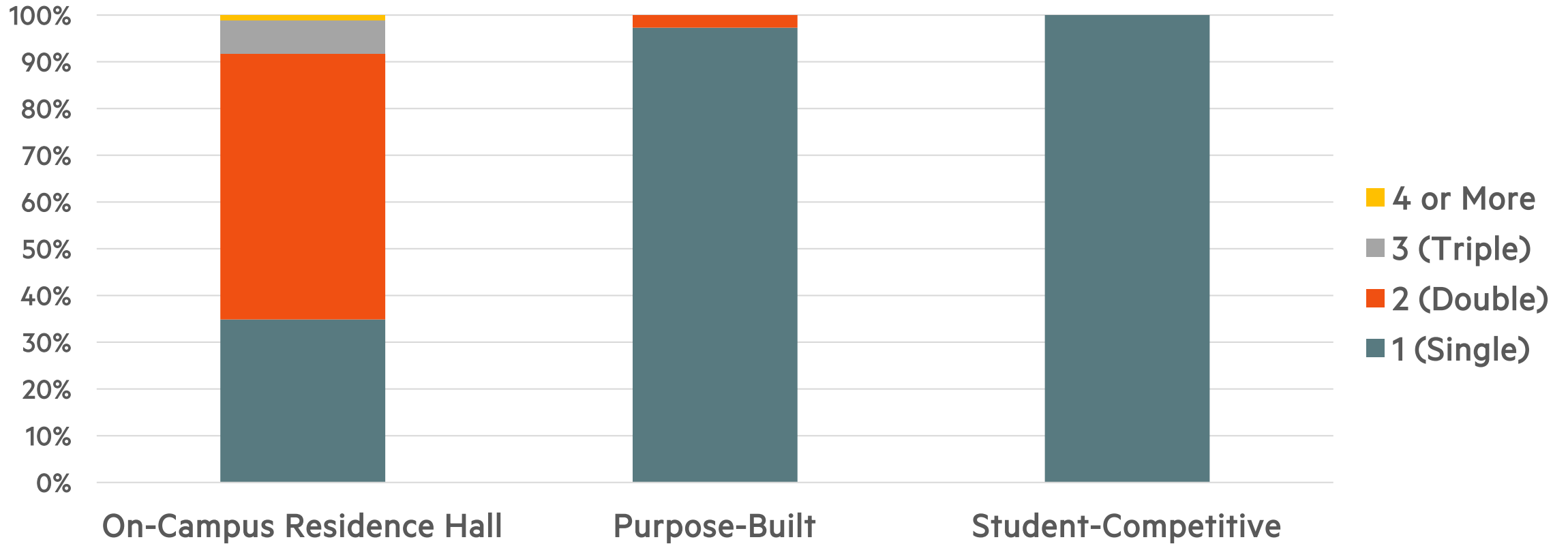
Issues In Interpreting These Simple Averages

- 1) The floorplan as the unit of observation.
- 2) Compositional differences between housing types.



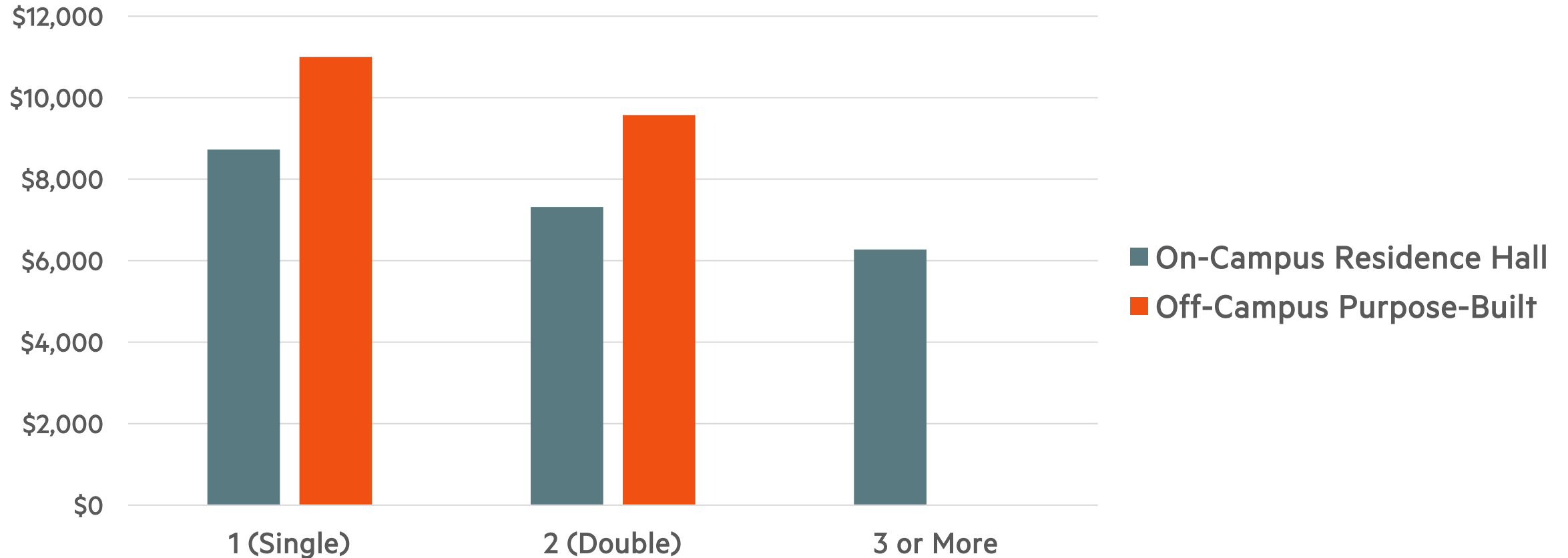
Roommates More Common On-Campus

Floorplans by Number of Students per Bedroom



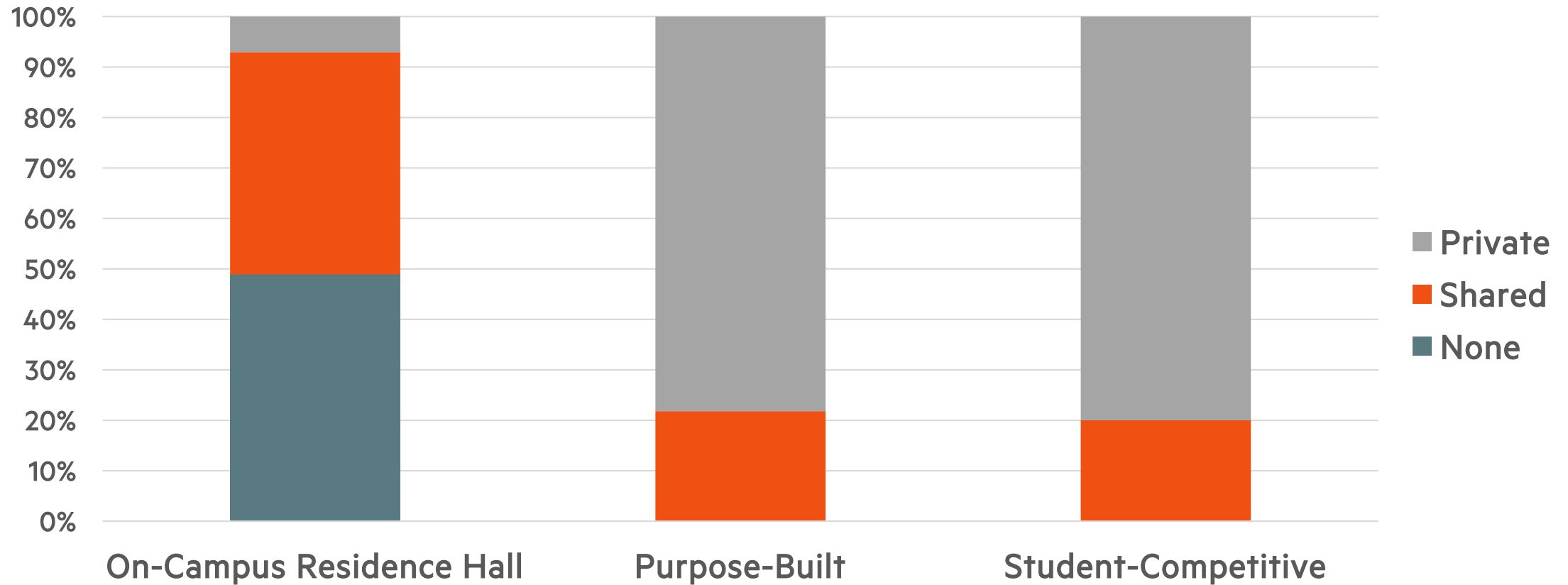
Students Can Save by Living With Roommates

Average Annual Rent per Bed by Students per Bedroom



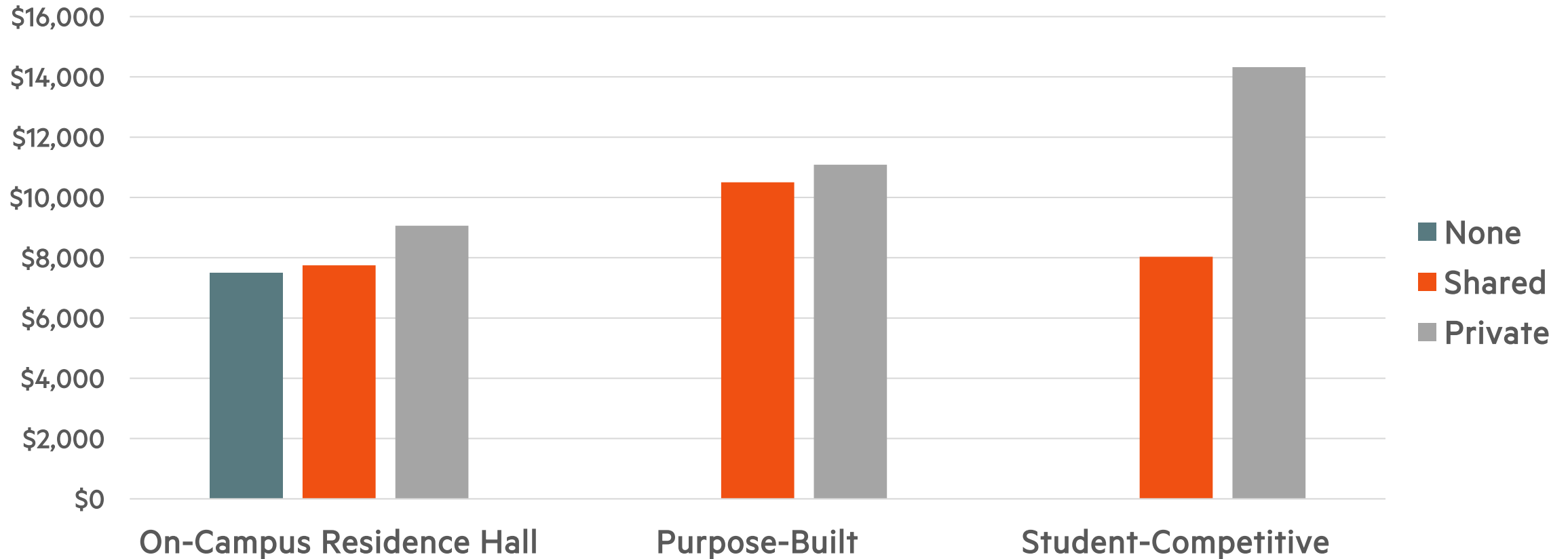
Community Bathrooms Common Among Dorms

Floorplans by In-Unit Bathroom Configuration



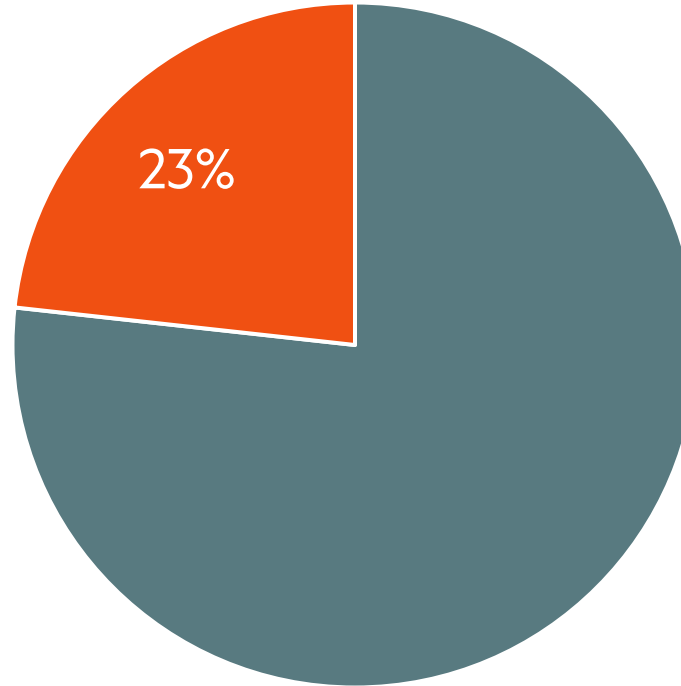
Floorplans w/ In-Unit Bathrooms More Expensive

Average Annual Rent per Bed by In-Unit Bathroom Configuration



Most On-Campus Dorms Do Not Have Living Rooms

On-Campus Residence Hall Floorplans

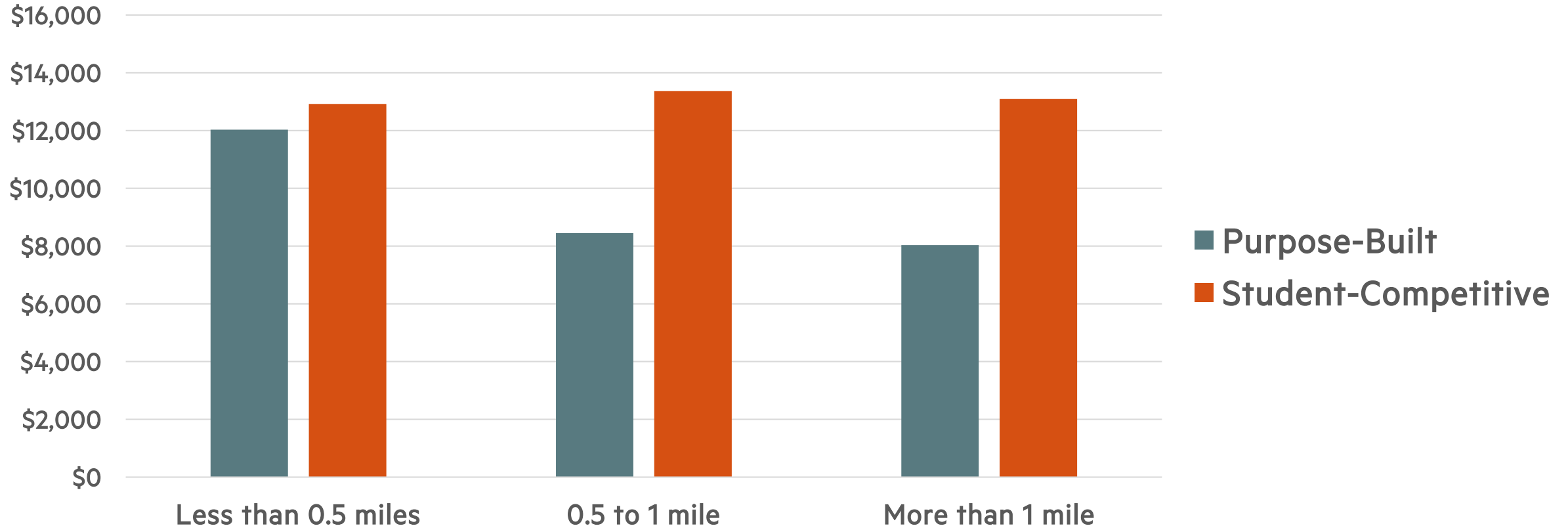


■ In-Unit Living Room



[Purpose-Built] Apartments Closer To Campus More Expensive

Average Annual Per-Bed Rent by Distance from Campus (miles)



On-Campus Residence Halls, Student-Competitive Apartments Found to Rent at a Premium to Purpose-Built

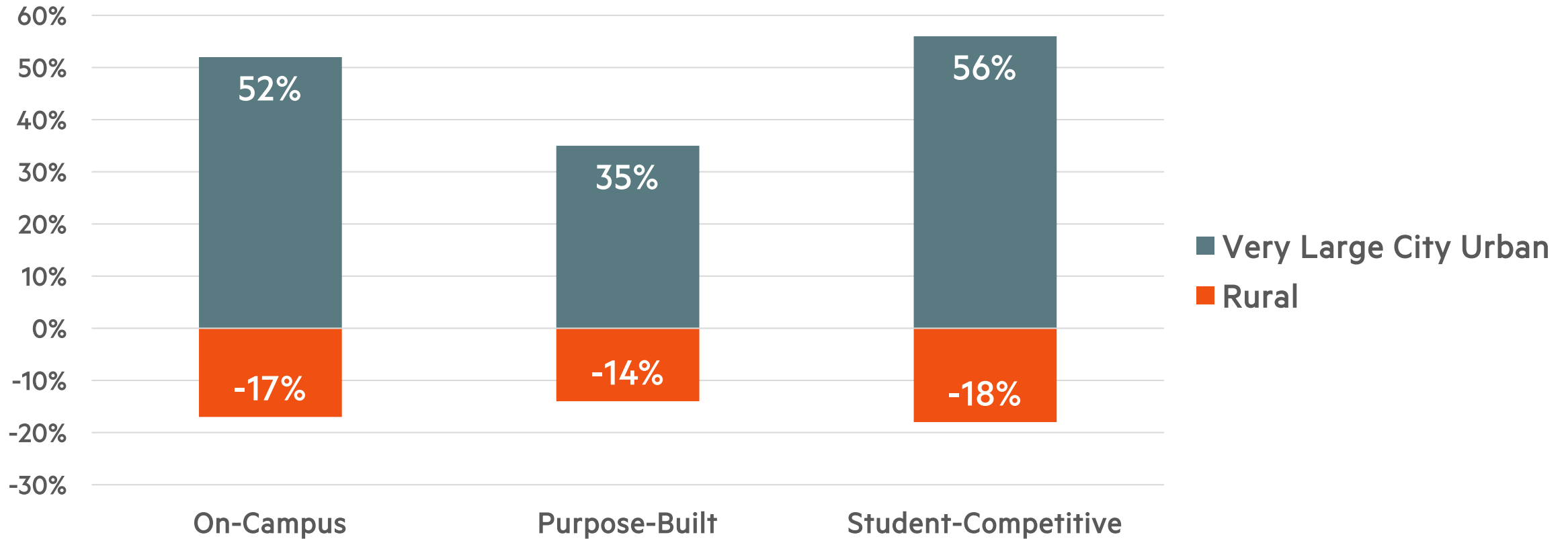
Dependent Variable: Natural Log of Annual Per-Bed Rent

Student Housing Type	Per-Bed Rent Premium
Student-Competitive Housing (relative to purpose-built)	9%
On-Campus Residence Hall (relative to purpose-built)	9%
On-Campus Apartments (relative to purpose-built)	-26%



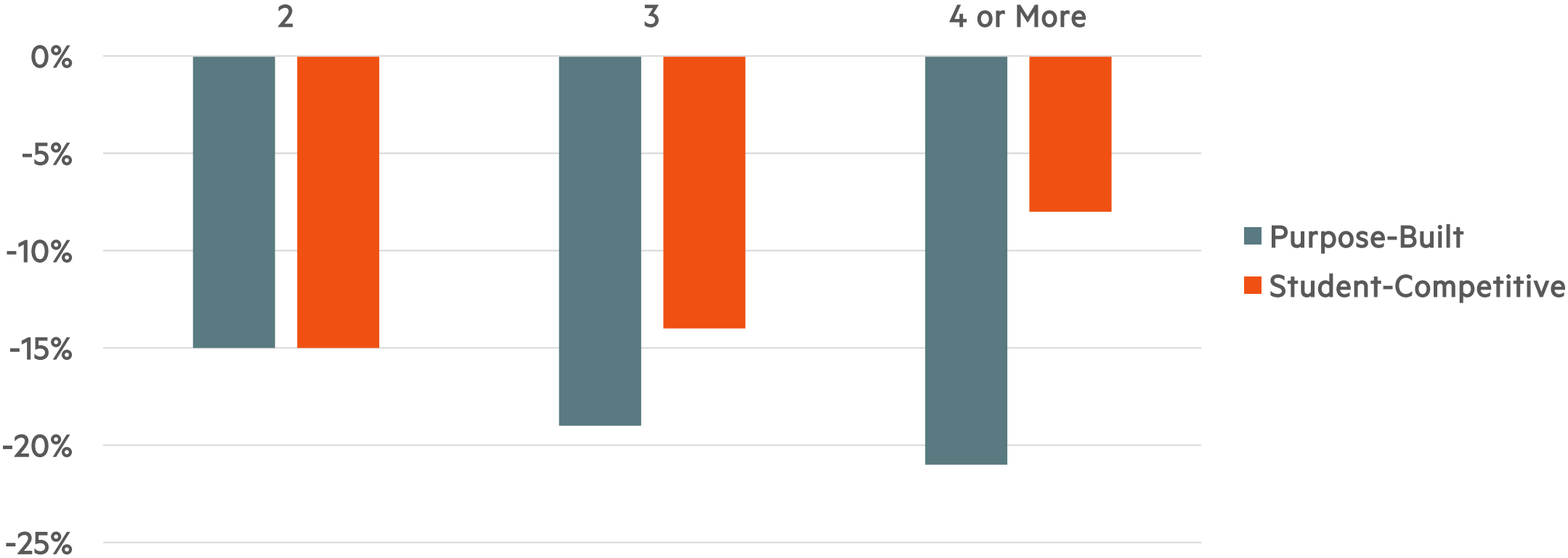
Rents Were Higher In More Urban Areas

Per-Bed Rent-Premium (Relative to Urban Areas)



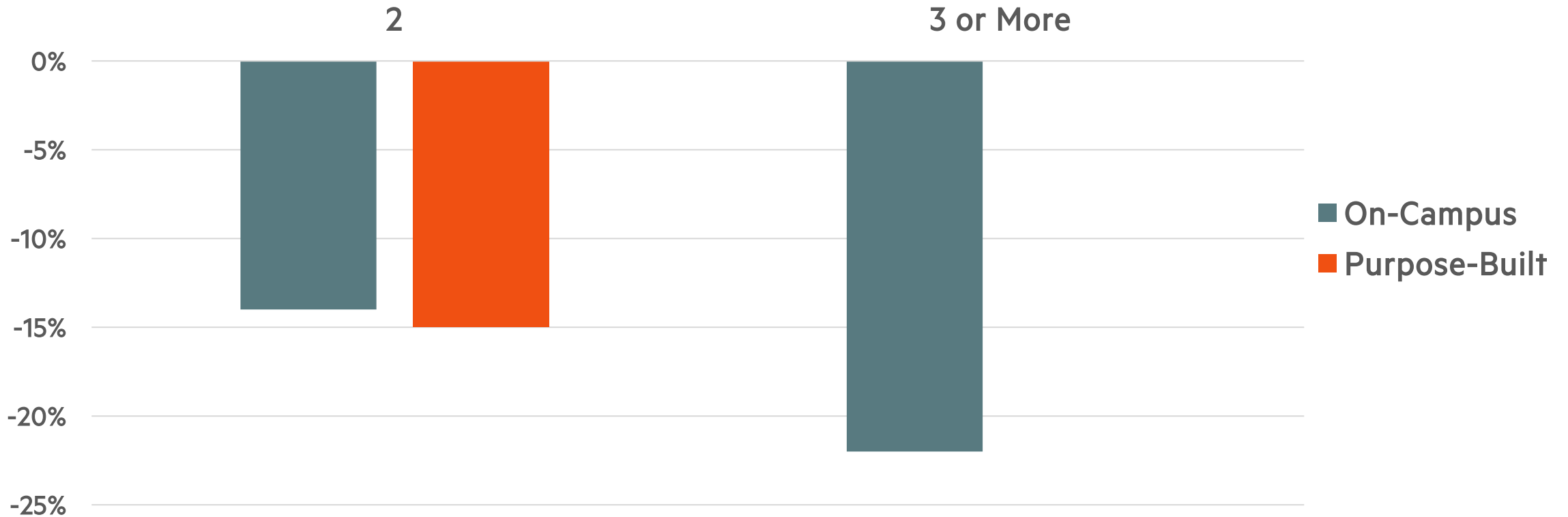
Off-Campus, Rents Tended to be Lower With Roommates

Per-Bed Rent Premium by Number of Students per Unit (Relative to 1)



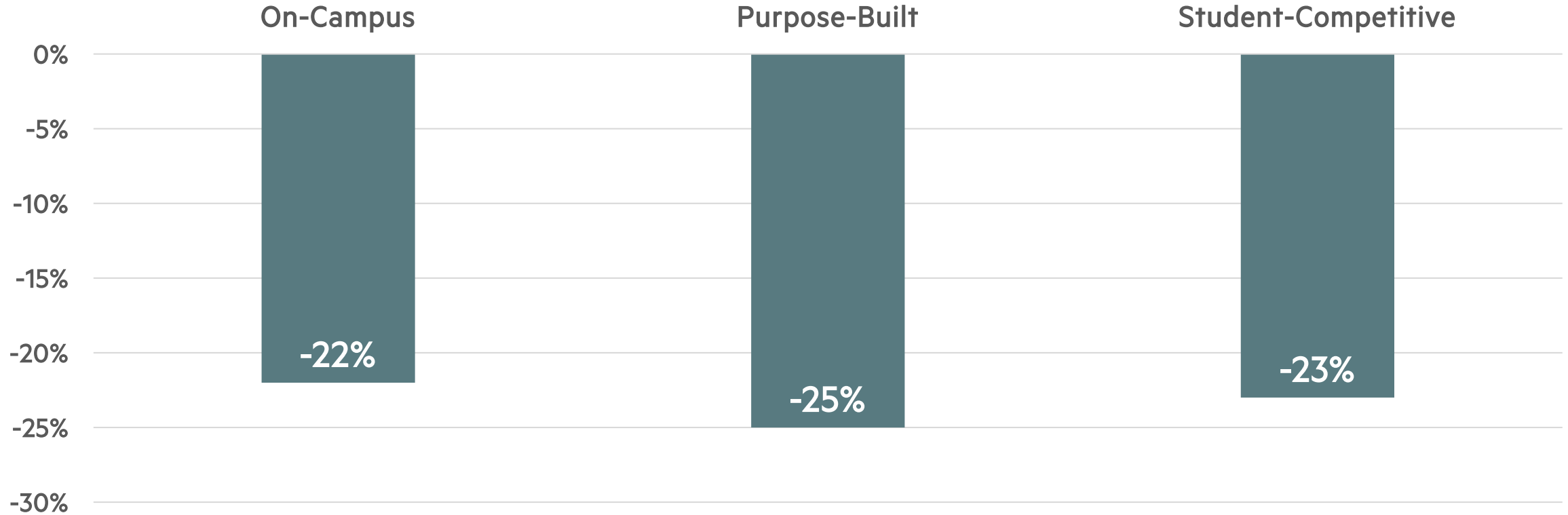
Rents Tended to be Lower With Bedroom-mates

Per-Bed Rent Premium by Number of Students per Bedroom (Relative to 1)



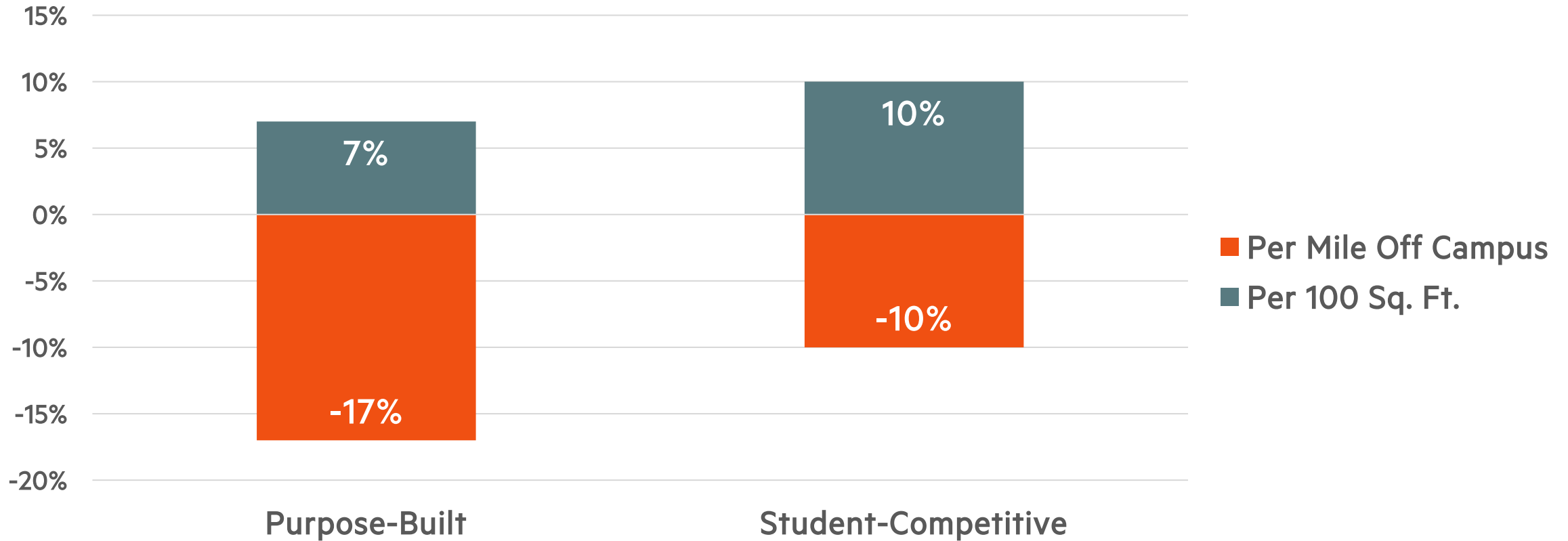
Southern Schools Tended To Be Less Expensive

Per-Bed Rent Premium for Southern Universities (relative to the Midwest)



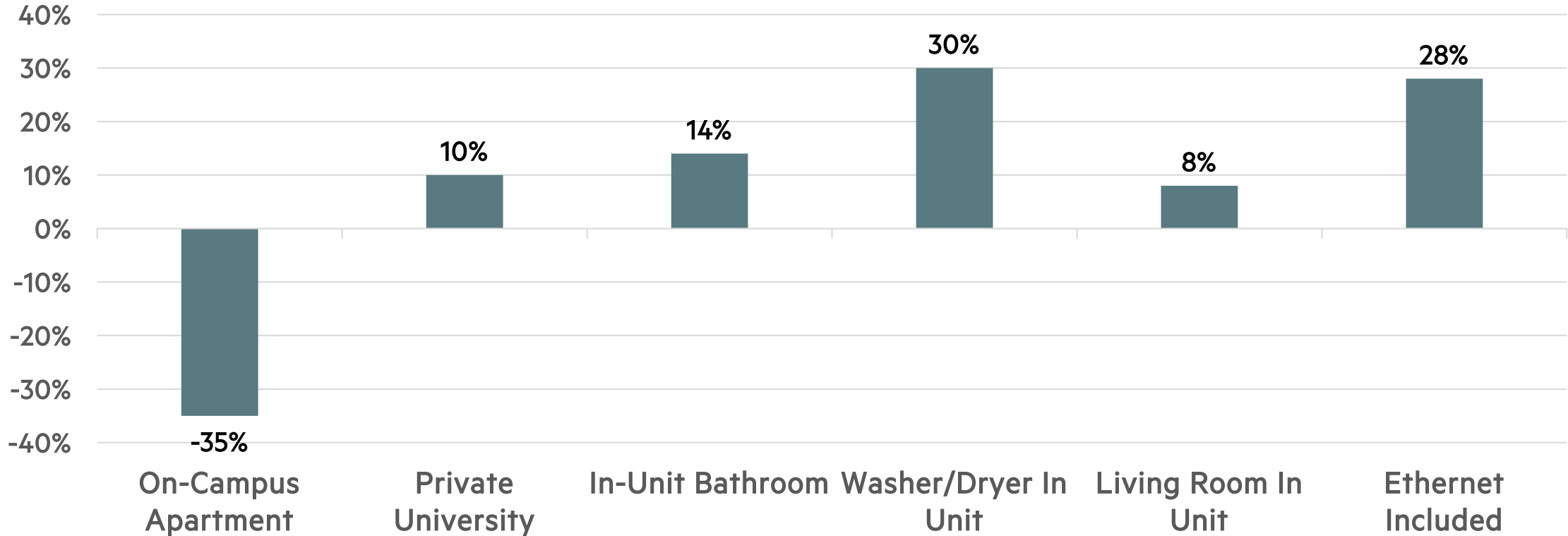
Proximity to Campus, Square Footage Linked to Higher Rents

Per-Bed Rent Premium For Square Footage, Distance From Campus



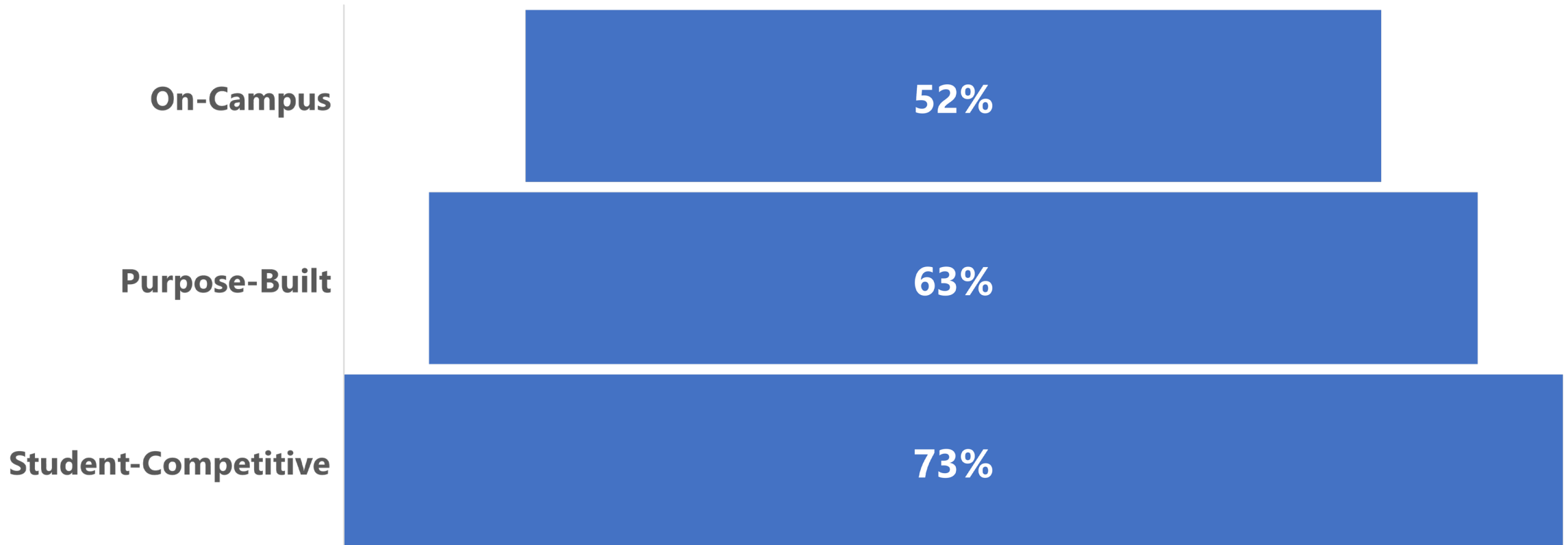
Other On-Campus Premiums Observed

Per-Bed Rent Premiums for On-Campus Housing



On-Campus Model Had Least Explanatory Power

Percent of Rent Variation Explained by OLS Models



Omitted Variables

- Year Structure Built
- Quality of Management
- Presence of On-Site Pool
- Security



Future Research...



Questions?

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