

**THE HOTTEST TRENDS IN HOUSING**

Demand for apartment living is on the rise, as more people value the flexibility, convenience and amenities that come with renting an apartment home. However, technology and innovation are rapidly redefining people’s expectations of home. So, how are the needs and wants of one of the fastest growing segments of the housing market changing? We asked and they answered.

The 2020 NMHC/Kingsley Associates Apartment Resident Preferences Report is the largest multifamily report in existence, with 5,336 professionally managed apartment communities participating in the survey, providing valuable business intelligence on some of the biggest trends in real estate today.

**APARTMENT RESIDENTS WEIGH IN ON**

Whether in their living rooms, down in the lobby or by the pool, apartment residents want seamless connectivity. They want to be able to talk, surf, work and binge wherever and whenever.

**CONNECTIVITY**

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**MOBILE PHONE CONNECTIVITY AT HOME IS A MUST**

Smart home features offer high-tech convenience thanks to programmable elements and remote access, giving residents unparalleled control over their space whether at home or away.

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**REPRESENTANTS WANT INTERNET EVERYWHERE**

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**AND ARE INCREASINGLY GETTING THEIR VIDEO MEDIA ONLINE**

How Do You Get Your Video Entertainment at Home?

<table>
<thead>
<tr>
<th></th>
<th>SATELLITE</th>
<th>CABLE</th>
<th>STREAMING ONLINE</th>
<th>HD DIGITAL ANTENNA</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>4%</td>
<td>43%</td>
<td>64%</td>
<td>5%</td>
</tr>
<tr>
<td>NO</td>
<td></td>
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**WELLNESS**

As the definitions of health and wellness expand, residents are increasingly look for ways their homes and communities can improve the quality of their lives.

**THREE KEY COMPONENTS TO HEALTH AND WELLNESS**

1. **ENVIRONMENT**
   - Home is increasingly a place to recharge
     - Soundproof walls
     - Noise-reducing window panels
     - Noise-reducing shades
     - TSP: 83.9% 78.7% 70.9% 45.0% 44.8% 40.0% 38.8%

2. **SUSTAINABILITY**
   - Communities need to operate responsibly
     - Recycling program
     - Community green initiatives
     - On-site renewable energy
     - TSP: 79.3% 72.0% 53.3%

3. **FITNESS**
   - On-site options for staying fit are key
     - Pool
     - Fitness center
     - Basketball court
     - TSP: 84.6% 83.9% 46.1%

**FLEX LIVING**

Flexibility is becoming more important to the renter lifestyle, as apartment residents consider alternative leasing models and work arrangements.

**UNITED NATIONS**

**RESIDENTS ENGAGE IN REMOTE WORK**

Do You Telecommute?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
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<tbody>
<tr>
<td>41.5%</td>
<td>58.5%</td>
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**SMART HOME**

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**DYNO DATA: THE NEED FOR SPEED**

Internet in Additional Income with STRs

<table>
<thead>
<tr>
<th></th>
<th>Internet in Additional Income with STRs</th>
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<tbody>
<tr>
<td>YES</td>
<td>33.3%</td>
</tr>
<tr>
<td>NO</td>
<td>44.6%</td>
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</tbody>
</table>

**Wyse and Trend EMPOWER**

Learn more at nmhc.org/residents