

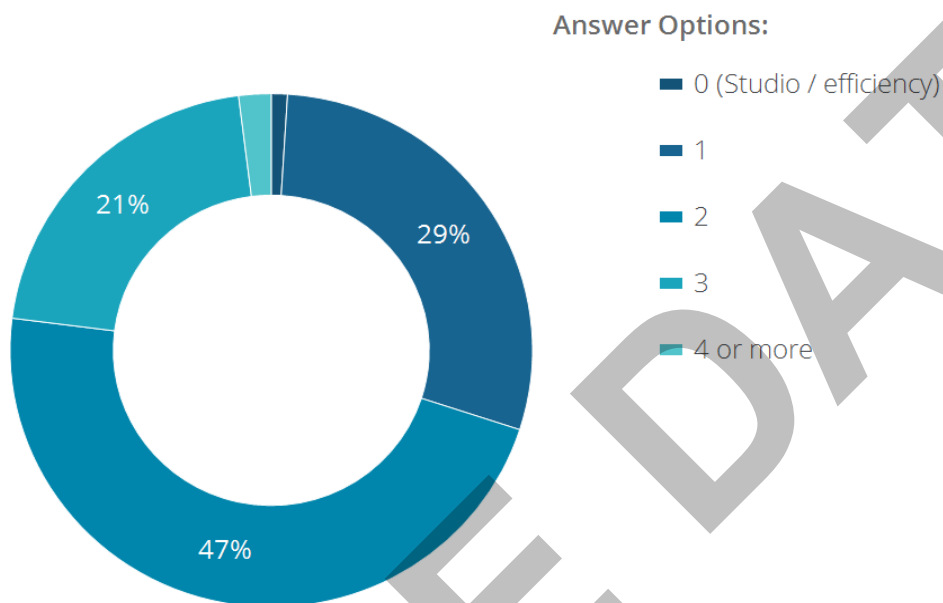
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RESIDENT DEMOGRAPHICS

CURRENT NUMBER OF BEDROOMS

Question Text: How many bedrooms does your current home have?



Answer Options	2022 Responses	2022
0 (Studio / efficiency)	4	1%
1	156	29%
2	253	47%
3	111	21%
4 or more	12	2%

FileHomeInsertPage LayoutFormulasDataReviewViewHelpAcrobat

Undo

Paste

Cut

Copy

Format Painter

Clipboard

Font

Calibri

11

A

A

B

I

U

Alignment

Wrap Text

Merge & Center

Number

General

\$

%

Conditional Formatting

Format as Table

Styles

Normal

Bad

Good

Neutral

Cells

Insert

Delete

Format

Editing

AutoSum

Fill

Clear

Sort & Filter

Find & Select

Analyze Data

Sensitivity

Comments

Share

B43

fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	QuestionCategory	Apartment Search		This sheet contains data on multiple selection questions. Questions will display alongside the answer options respondents were shown. Use the filters to the left to view different breakdowns in the table below.																
2	DemographicGroup	Property Type																		
3																				
4	Average of DisplayScore	Column Labels																		
6	Row Labels	Garden	Non-garden																	
19	ApartmentRatings.com	19%	16%																	
20	Apartments.com	77%	74%																	
21	Craigslist	11%	14%																	
22	Facebook	12%	12%																	
23	Rent.com	32%	25%																	
24	Trulia	18%	18%																	
25	Yelp	12%	16%																	
26	Zillow	53%	56%																	
27	Community Visit Factors																			
28	Apartment features / finishes	53%	61%																	
29	Community amenities	40%	50%																	
30	Community appearance	53%	55%																	
31	Content of online ratings / reviews	33%	33%																	
32	Floor plan / layout of apartment	62%	65%																	
33	Friends / family recommendation	16%	16%																	
34	Lease terms	37%	37%																	
35	Location / convenience	72%	78%																	
36	Other	3%	2%																	
37	Pet policy	32%	30%																	
38	Rental rate	71%	68%																	
39	Safety / security of the community	50%	53%																	
40																				
41																				
42																				
43																				
44																				
45																				
46																				
47																				
48																				
49																				
50																				
51																				

QuestionCategory

DemographicGroup

Average of DisplayScore

Row Labels

Apartment Features - Interest In

Age

Search

(All)

Age

Apartment Layout

Garden / Non-garden

Gender

Income

Living Arrangement

Market Type

Pet Ownership

Prior Home Ownership

Property Class

Rental Rate

Resident Tenure

(blank)

Select Multiple Items

OK

Cancel

25-34

35-44

45-54

55-64

94%

93%

94%

94%

61%

62%

63%

60%

78%

80%

77%

73%

43%

43%

45%

44%

45%

47%

49%

43%

73%

74%

77%

78%

89%

88%

87%

87%

75%

81%

83%

84%

34%

37%

40%

38%

88%

88%

88%

88%

54%

58%

59%

60%

71%

72%

72%

69%

61%

64%

65%

61%

93%

92%

93%

92%

58%

58%

54%

58%

You can switch between question categories where available by clicking on the filter icon near "QuestionCategory" (#1 in the picture below).

You can create a crosstab between any question and a variety of resident and community demographics by clicking on the filter icon near "DemographicGroup" (#2 in the picture below):

Ready

Home

Interest

Pricing

Necessity

Ranking

Multi

Miscellaneous

100%