

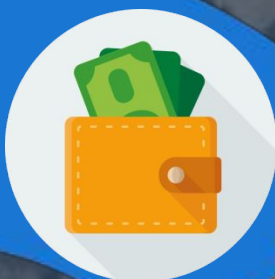


ApartmentRatings



SatisFacts

2017 ONLINE RENTER STUDY



**A National Study of Renter Behaviors, Preferences
and Implications**

A 2017 Revisit of the SatisFacts 2011 Groundbreaking Study

Use of E-Book and Study Findings

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“Today’s Online Renter” Study, 2017

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ACKNOWLEDGEMENTS

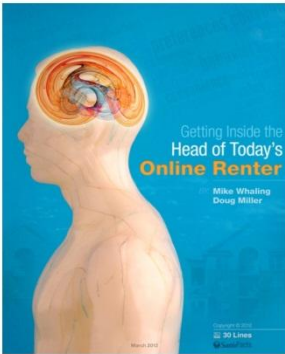
Study Design, Execution and Report Development

- SatisFacts , a division of Internet Brands, is the leading provider of resident surveys focusing on multifamily retention and reputation management. Serving over 3 million units nationwide our surveys provide actionable feedback which helps increase resident satisfaction and your overall bottom line.
- Our sister company, ApartmentRatings is the most comprehensive and trusted resource for renters nationwide. We provide a fundamental platform where users can share their rental experience as well as obtain the foremost information when searching for “home”.

Participating Management Companies

- Artcraft Management
- Cherishome
- Contemporary Management Concepts
- Darby Development
- Drucker and Falk
- Embrey Management
- Greco Properties
- Humphrey Management
- IPA Management
- JVM Realty
- Legend Management Group
- Pacific Living Properties
- Paradigm Property Group
- Pillar Properties
- Reside Living
- Sunrise Management
- The Rachuba Group
- Thompson Michie Associates
- United Residential
- Waterton Residential

STUDY OVERVIEW



In 2011 SatisFacts conducted a comprehensive national study to better understand today's "online resident and prospect" – the largest segment of apartment renters.



The 2015 re-visit was the first of its kind in multifamily – the first study that was able to evaluate trends over a five year period.

The 2011 original study , the 2015 re-visit and the 2017 re-visit delve into the implications of the "online renter" on current and future decisions regarding technology, communication, customer service, resident retention, shopping habits, leasing and marketing.

The 2017 results are reported from four different viewpoints:

- By age
- By rent
- By region
- By planned rental length

Topics covered include:

- Shopping and the Rental Decision
- Use of Smart Phones and Tablets
- Contacting / Visiting Before Renting
- Sources Used During Search
- Info Desired During Search
- What Impacts the Rental Decision
- How Much Do Social Media and Reviews Matter
- The Resident Experience – Communication and Service
- Communication Preferences
- The Resident Portal
- Ratings and Reviews
- Social Media
- The Renting Lifestyle and Renewal Decision
- How Long to Rent
- What Impacts the Renewal Decision

How to Use this Study's Findings

The goal of the study is to provide insights to assist you with allocating your limited time and resources, prioritizing your efforts and budgets, and making decisions regarding your leasing, marketing, branding, social media, customer service, communications, reputation management and retention programs.

Use the results of this study to supplement your own information and research – because nobody knows your portfolio and residents as well as you do.

Use the study's findings to positively impact traffic generation, social media, communication, service delivery, the resident experience, resident satisfaction, retention and one's online reputation to drive bottom line performance

SURVEY DETAILS



PARTICIPATING PROPERTY
MANAGEMENT COMPANIES



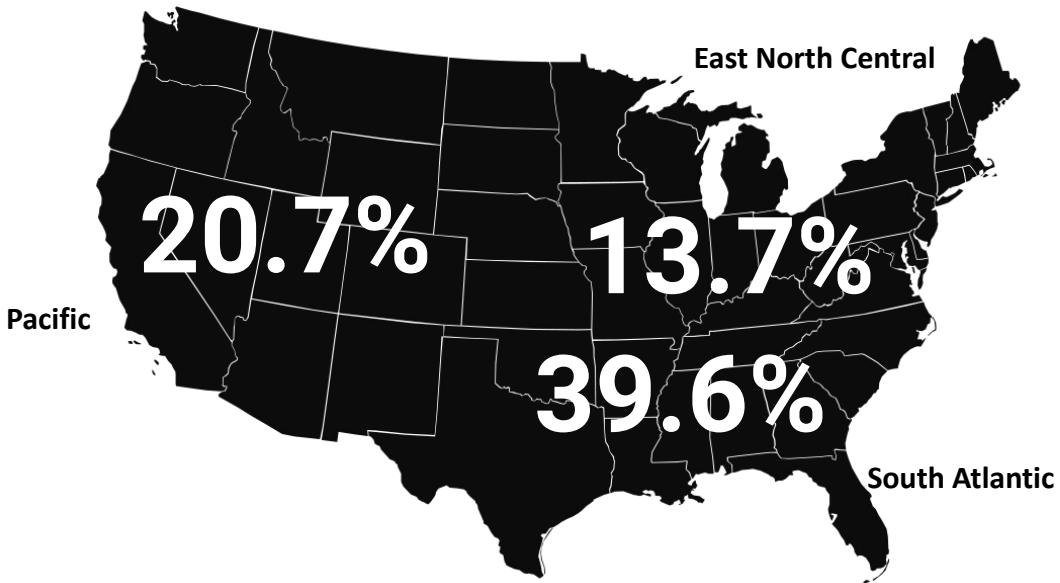
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COMPLETED SURVEYS

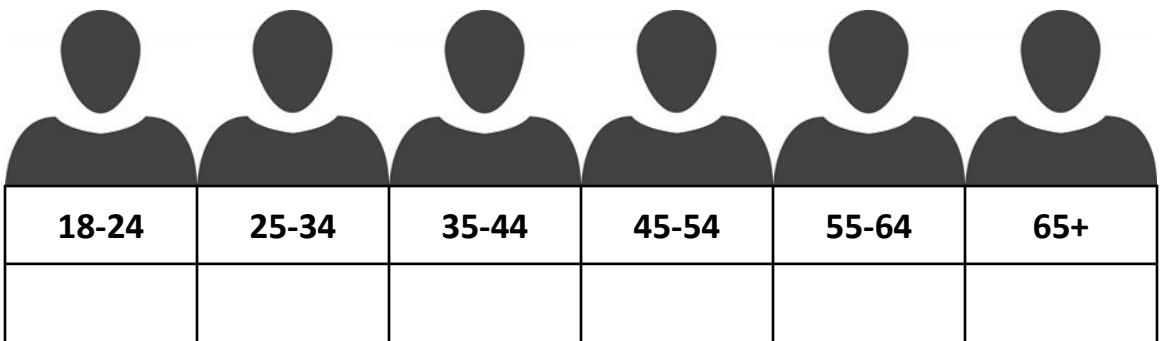
MALE vs. FEMALE



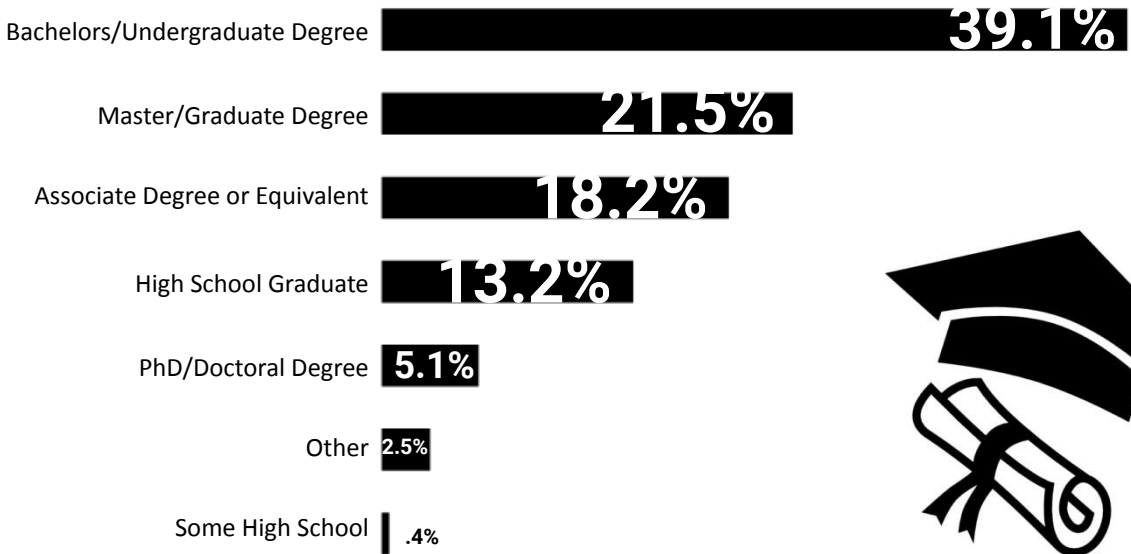
TOP 3 PARTICIPATING REGIONS



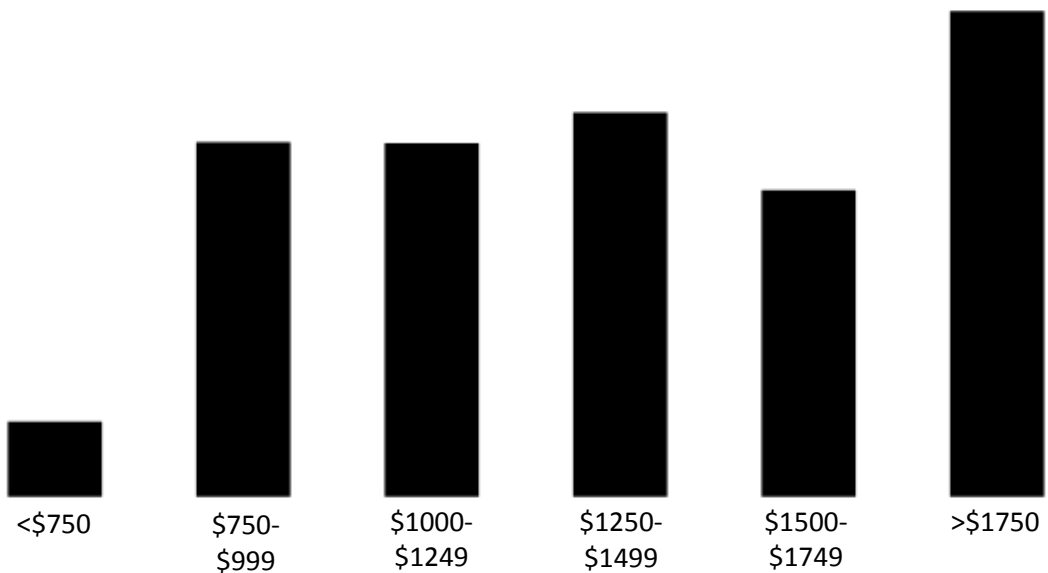
RESPONDENTS BY AGE



RESPONDENTS BY HIGHEST LEVEL OF EDUCATION ACHIEVED



RESPONDENTS BY RENT



For full details on respondent demographics, please see the [Appendix](#).



Shopping and the Rental Decision

KEY TAKEAWAYS:

Use of Smart Phones and Tablets

Visited Website Before Contacting Property

Sources Used During Search

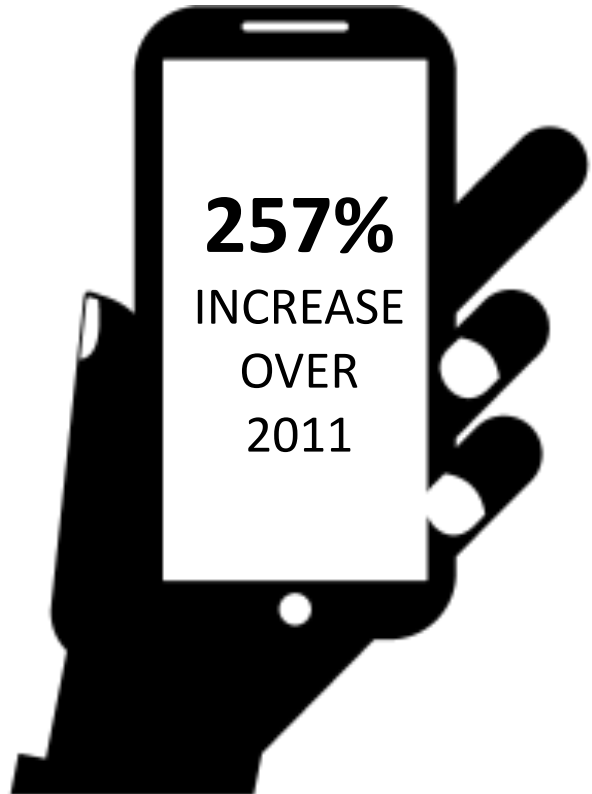
How Much Each Source Is Trusted

Info Desired During Search

What Impacts the Rental Decision

KEY TAKEAWAYS

Use of Smart Phones and Tablets During Apartment Search



	2017	2015	2011
Yes	67.5%	60.1%	26.3%
No	32.5%	39.9%	73.7%

Additional Findings

The use of smart phones and tablets during apartment searches continues to rise, accounting for over two-thirds of online renters.

And it's not just something 18-24 and 25-34 year olds are using:

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	18-24	25-34	35-44	45-54	55-64	65+
2017	80.9%	75.4%	72.1%	60.8%	54.2%	33.2%
2015	71.8%	70.2%	65.1%	49.5%	42.5%	34.9%



WHAT THIS MEANS TO YOU:

In September 2015, Google published a white paper on “Micro Moments,” which explained a shift in consumer shopping behavior toward constant accessibility via smartphone that enable hundreds of daily critical touchpoints within the consumer journey. **When added together, these micro moments determine how that journey ends,** or (in this case) which apartment home will be rented.

To ensure your communities are not left out of these micro moments throughout the search for a new home, ensure websites are RWD (Responsive Web Design) designed and HTML5 coded (the only way Apple products can read websites, etc.) to allow smart phone and tablet users to view the website in the ideal layout.

In response to this trend, ApartmentRatings has completely re-designed its review website to optimize layouts to take advantage of those home-searching micro moments.

Visited Website Before Contacting Property

80.8% of all prospective renters visited a property's website before contacting the office



	New England	Mid-Atlantic	South Atlantic	East South Central	West South Central	East North Central	West North Central	Mountain	Pacific	Total
Yes	78.6%	71.4%	82.4%	89.5%	77.5%	83.4%	84.9%	80.5%	77.0%	80.8%
No	21.4%	28.6%	17.6%	10.5%	22.5%	16.6%	15.1%	19.5%	23.0%	19.2%

Additional Findings

With well over half of those 65+ going online first, and close to 75% of those aged 55-64, a community’s online story has never been so important. The zero moment of truth (the consumer’s online experience with a product, service or brand before any in-person engagement) will either continue the renter’s journey toward the community or steer it quickly away.

Visited website before contacting the office to speak to someone about renting there

	18-24	25-34	35-44	45-54	55-64	65+
2017	87.3%	85.7%	85.2%	77.9%	74.4%	58.8%
2015	86.1%	85.0%	80.5%	75.9%	69.7%	52.0%



WHAT THIS MEANS TO YOU:

It’s time to re-examine and re-imagine your online story. These results validate the importance of SEO and online searches, as well as having property websites and portals that give the **most positive and compelling presentation** about the community.

Sources Used During Search

The digital age is upon us. Print is officially dead.



	2017	2015
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	74.8%	68.8%
Apartment community's (or management company's) website	70.6%	66.5%
Driving in neighborhoods I want to live in	57.7%	59.2%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	50.6%	50.5%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	45.8%	45.4%
Referrals (friends, co-workers)	42.2%	42.4%



	2017	2015
Printed apartment guide (like Apartment Finder, For Rent Magazine)	14.8%	21.1%
Newspaper advertising	3.8%	6.1%
Printed flyer	1.8%	N/A
Yellow pages	0.6%	1.1%

Additional Findings

The ranking of sources used, reads like a treasure map:

1. First stop: the online apartment listing or shopping website like Apartments.com or Zillow. This is where to find the general information and establish the starting point. From there, proceed to one of the listed apartment community or the management company's website to get a feel for the culture.
2. Next, take a drive through the neighborhood that I want to live in, most likely by the communities whose websites I just visited. If it's looking good, it's time for a gut check: conduct a Google search with some key search terms to support what I've found so far.
3. If those same apartment community names come up, the next step is insider intel: ratings and reviews! What do current or ex-residents have to say about the place? And finally, ask around. What do friends or co-workers have to say? If they mention those same communities, it might just be time for a visit!

Unfortunately for printed mediums, the bad news from 2015 has only gotten worse. Even among the senior set who are most comfortable with their tried and true print ads, their numbers are down to 25% who cite a printed apartment guide as a source.



WHAT THIS MEANS TO YOU:

According to a Google study in consumer behavior, 90% of smartphone users have used their phone to make progress toward a long term goal or multi-step process while “out and about,” which seems to support the “treasure map” trend we found in our own data.

Knowing that renters don't rely on a single source to move on a decision, property management companies need to understand the complete path renters take to find them, making **multi-touch attribution tracking a need-to-have, rather than a nice-to-have system.**

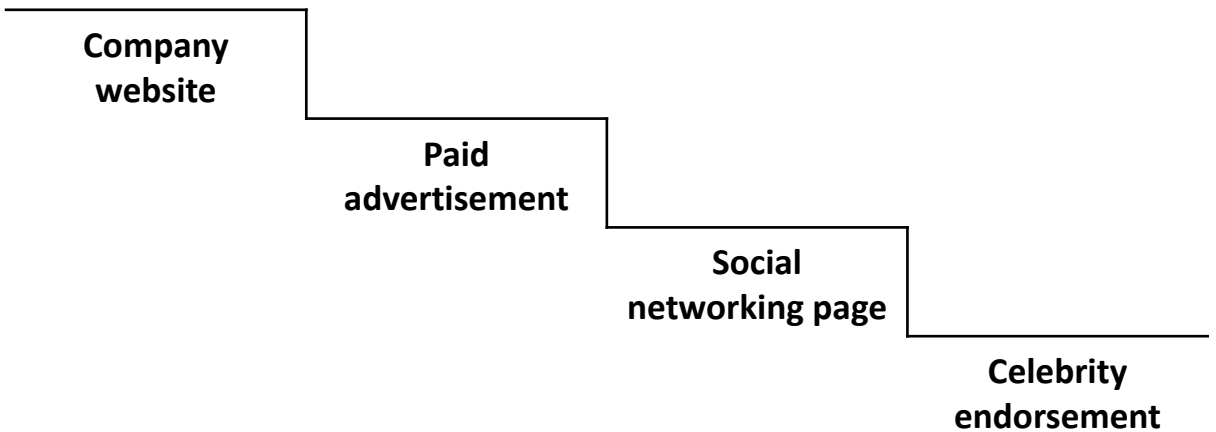
How Much Each Source Is Trusted (overall results)



Referrals from friends and co-workers



Online ratings and reviews



Additional Findings

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	New England	Mid-Atlantic	South Atlantic	East South Central	West South Central	East North Central	West North Central	Mountain	Pacific	Total
Feedback from a friend, family member or co-worker	85.7%	75.0%	77.7%	67.6%	71.0%	74.1%	83.5%	79.5%	78.2%	77.2%
Online ratings and feedback/comments from customers	69.0%	66.1%	70.9%	56.8%	73.8%	71.4%	71.4%	72.1%	69.8%	70.8%
Website for a company	35.7%	39.3%	33.2%	37.8%	39.9%	38.5%	38.5%	34.6%	36.7%	35.7%
Advertisement	7.1%	12.5%	12.4%	13.5%	13.1%	13.2%	6.6%	10.2%	11.1%	11.8%
Social networking page (like Facebook)	.0%	5.4%	8.7%	10.8%	7.1%	11.1%	6.6%	7.1%	10.7%	8.9%
Celebrity endorsement	2.4%	1.8%	1.3%	2.7%	1.6%	1.3%	.0%	.7%	.7%	1.2%

West South Central trusts online ratings and reviews more than the opinions of friends, family and co-workers.



WHAT THIS MEANS TO YOU:

Ratings and reviews are proving to be an integral part of the leasing decision. Renters are first looking to their inner circle for their opinions, then to review sites for the opinions of the public. The good news is that it's very easy to get into the review game and **start asking your residents to share their good experiences online.**

Info Desired During Search

The top rated information apartment shoppers desire
(all earned a score above 4.00 on the 5.00 importance rating scale)

1

Rents and specials

Apartment floor plans/design

Current availability of apartments

Photographs of the apartments and community

**Information on the apartment community's
apartments, facilities and location**

**Able to easily communicate with the apartment
community staff**

Resident ratings and reviews

Resident comments

Additional Findings

The bottom line is that renters care most about their bottom line, so the number one piece of information they're looking for is what are the rental rates and specials. The main exception to this rule is among 18-24 year-olds, who want to first see photographs of the community.

Floor plans and design rank second for this group and rents and specials are number 3. In addition, planned length of residency doesn't seem to make much of a difference in these preferences. The only exception here is for renters planning to rent 3-5 years. In their case, floor plan and design rank take the number 1 spot.

Did you visit your current apartment community's website before contacting the community office directly to speak to someone about renting there?

	2017	2015
Yes	81.0%	78.5%
No	19.0%	21.5%

Did you rent your current apartment without visiting the community prior to renting it?

	2017	2015
Yes	12.7%	10.7%
No	87.3%	89.3%



WHAT THIS MEANS TO YOU:

Renters like to be in the driver's seat. They want to gather as much information as possible, from as many sources as possible to feel confident in their leasing decision. What renters find compelling is a **complete and transparent online story.**

What Impacts the Rental Decision

The top ten features, amenities and services that have the greatest impact on rental decisions

2017 Ranking		2015 Ranking
1	Viewing the actual apartment I can lease	
▲	Ability to pay rent online if no convenience fee	
▼	Perception of quality customer service	
	Security and access control features	
▲	Ability to submit service requests online	
▼	Ratings/reviews of the community	
▲	Wi-Fi enabled community	
▼	Resident survey/feedback program	
	Pedestrian friendly location	
▲	Ability to renew lease online	

Additional Findings

Convenience

- *The ability to pay rent online without a convenience fee is the second most important feature impacting the rental decision.*
- *The ability to pay rent online WITH a convenience fee ranked #23.*
- *The ability to renew online is now in the top 10; it ranked #11 in 2015 and 2011*

Leasing online is gaining ground

Ability to sign and execute a lease online

2017	2015	2011
#13	#23	#24

Renters are expecting transparency and straight talk. While viewing a furnished model apartment is nice (#11), people want to see the exact apartment home they could rent. They’re also thinking about convenience, like being able to pay rent online... as long as there are no additional fees. Getting returned calls and emails quickly, as well as the overall perception of service are among the top three factors when it comes to making a rental decision.



WHAT THIS MEANS TO YOU:

Beware the bait and switch, even if unintentional: The model unit is beautiful with updated stainless steel appliances and fixtures, but the unit available is ‘retro’ with avocado green appliances and Hollywood light fixtures. Before leasing, the office typically returned your phone calls within minutes, but after move-in, a 24-hour call back is the usual lag time in response. **Ensure your team and community is always putting its best, and most honest, foot forward.**

Impact of the Brand

Have you ever considered renting at an apartment community because of the property management company's brand name?

	Yes	No
West South Central	28.5%	71.5%
East North Central	27.6%	72.4%
New England	23.8%	76.2%
South Atlantic	21.5%	78.5%
Mountain	18.4%	81.6%
Pacific	17.0%	83.0%
Mid-Atlantic	14.8%	85.2%
East South Central	13.5%	86.5%
West North Central	12.0%	88.0%

Additional Findings

- Approximately 1 out of five renters has considered ‘brand’ when renting, which decreased since 2015. And while the West North Central and Mid-Atlantic regions are the least concerned with brand, over 28% of renters in West South Central took brand into consideration.
- Higher rents dictate a stronger connection to “brand” among survey respondents.

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750
Yes	19.6%	19.1%	19.4%	20.0%	22.1%	23.8%
No	80.4%	80.9%	80.6%	80.0%	77.9%	76.2%



WHAT THIS MEANS TO YOU:

While brand may come into play in some regions, individual communities can’t rely on perception of excellence by association. **Each community must be able to shine bright on its own.**



Ratings and Reviews

KEY TAKEAWAYS:

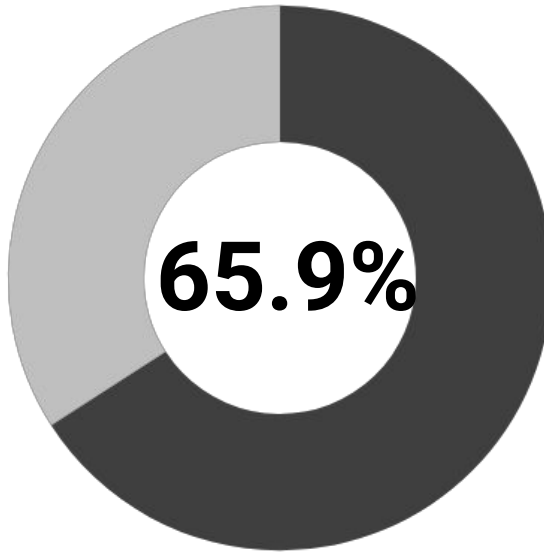
Posting Reviews

Impact of Staff Responding to Reviews

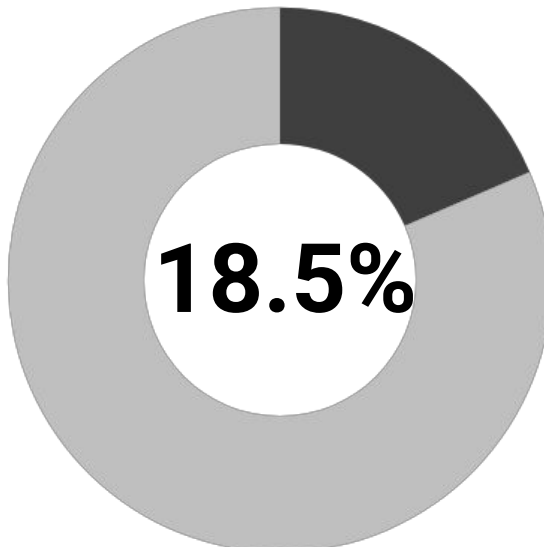
KEY TAKEAWAYS

Posting Reviews

If asked by my apartment community, I **WOULD** post a positive comment on their social media page or on a ratings site like ApartmentRatings.com



I have been asked by my community to post a positive review.



Additional Findings

Since 2011 when we first asked this question, there has been a significant increase in the percent of residents who would be willing to post a review if asked. And not only are they willing to do it, they actually follow through, with 18% saying they have indeed posted a positive review. And while just over 6% say they have posted a negative review about their apartment home, those who plan on renting for less than a year tend to have more to share, with over 9% saying they have posted a negative review.

I have posted a negative comment on my apartment community’s social media page or on a ratings site like ApartmentRatings.com

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	9.2%	6.3%	4.8%	6.3%	6.1%
No	90.8%	93.7%	95.2%	93.7%	93.9%



WHAT THIS MEANS TO YOU:

Ask residents to share! When you receive a compliment or a thank you note for something you or a team member did, ask that resident if they would be willing to share their experience online!

In addition, be aware that first impressions are the most lasting. Residents who anticipate being somewhere a shorter period of time tend to be more critical.

Each interaction counts in their overall experience, so ensure each conversation ends with a smile. **What happens onsite DOES end up online!**

Impact of Responding to Reviews

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	18-24	25-34	35-44	45-54	55-64	65+
They have great customer service	56.5%	53.8%	50.5%	51.5%	49.9%	48.4%
They really care about their residents	57.3%	47.9%	49.1%	51.5%	53.3%	47.5%
They are a trustworthy property management team	31.1%	24.7%	26.4%	28.7%	34.0%	42.0%
They offer a quality living experience	27.8%	25.2%	25.4%	28.0%	28.6%	43.4%
I don't really care if the staff responds	14.6%	16.9%	14.4%	11.1%	9.1%	9.1%
They have hired a third party to respond	8.1%	10.6%	7.2%	8.9%	4.0%	4.1%

While a growing number of renters don't care if a property management team responds to reviews, more than half say that a response makes them feel that the property management team has great customer service and/or they really care about their residents. In addition, a community staff member responding professionally to a negative review has a significantly higher positive impact on a renter's decision than if they don't respond at all.

Responding to online reviews has a greater impact on the perceptions of 18-24 year olds (the largest pool of renters) and 55-64 year olds (highest concentration of renters who plan on renting 3+ years).

Additional Findings

While an average of 53% of renters say they would trust a review site if it only had positive reviews, it appears age makes all the difference. The younger the respondent, the more likely they trust sites that only have positive reviews. The older the respondent, the less they trust these sites.

Would you trust a rating and review site if all or most of the reviews were only positive?

	18-24	25-34	35-44	45-54	55-64	65+
Yes	65.7%	58.3%	53.0%	44.7%	47.1%	35.0%
No	34.3%	41.7%	47.0%	55.3%	52.9%	65.0%



WHAT THIS MEANS TO YOU:

Don't be afraid of negative reviews. What may be a deal-breaker to one renter may not matter at all to another renter (think freeway or playground noise). Give renters some credit. If they read something that seems too good to be true, it probably is.

Responding professionally to both positive and negative resident reviews leads to significant positive perceptions of the community, which translates to increased traffic and leases.

Provide training to property managers on how to respond positively to all types of online reviews.

Tip: Ask residents to post an update on the review when their negative posting led to a resolution. Prospects' impressions are positively impacted when they see customer service in action.



Social Media

KEY TAKEAWAYS:

How Important is Social Media

Following Social Media Pages of Communities/Management Companies

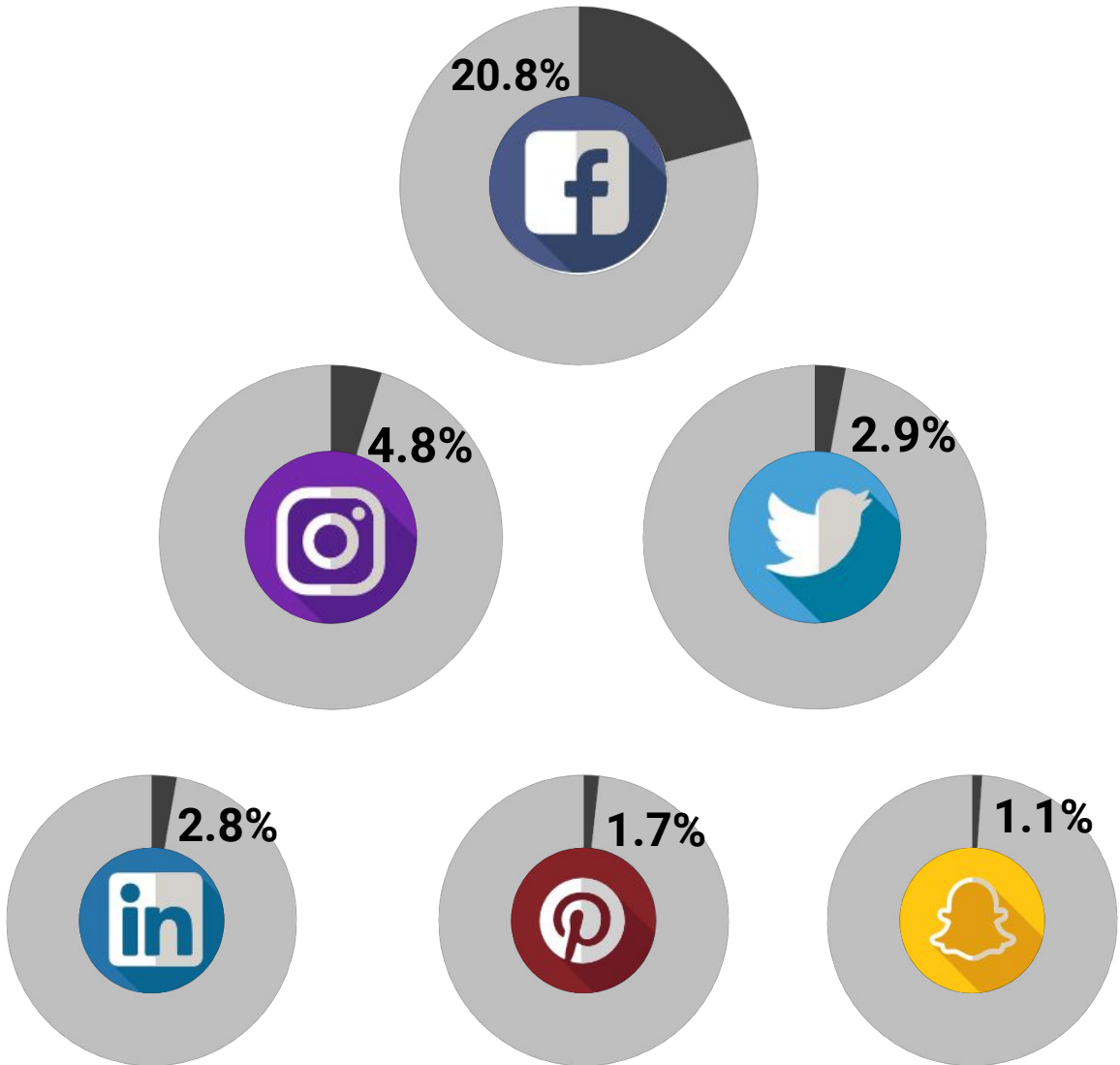
Interacting with Communities, Management Companies Via Social Media

Why View Community or Management Company Pages

KEY TAKEAWAYS

How Important is Social Media

We asked residents if they follow their community and/or property management company on social media. Results indicate low engagement across all platforms.



Additional Findings

- **Following/Interacting with Communities, Mgmt Companies**

With the exception of Facebook (at a meager 1 out of 5), renters generally do not follow apartment community or property management social media platforms. Instagram is making modest progress among 18-24 years olds, with 7.2%.

- **Interacting with Communities/Mgmt Via Social Media**

While overall engagement is not significant, the types of interactions are mostly positive. Compliments rank #1 as the type of engagement renters have via social media with a community.

- **Why View Community or Management Company Social Media Pages**

News about the community and schedule of events rank #1 and 2 as the reasons to view the community social media page. Communicating with other residents came in last.

- **How Important Is Social Media**

Consistent with earlier findings that show social media is not used by shoppers, the importance of a community having a social media presence (i.e., Facebook, Twitter) earned a very low 2.15 on a five point scale, and 48.9% indicated they would not choose to interact with a community's social media page at all (43.3% of 18-24 year olds).



WHAT THIS MEANS TO YOU:

Despite the popularity of social media in society, it has not yet made a significant impact on the renter's experience or decision-making. Though there are some property management companies who have successful programs in place, the data indicates that overall communities **should only a dedicate a modest amount of time and resources towards social media.**



The Resident Experience

Communication and Service

KEY TAKEAWAYS:

Commitment to Technology

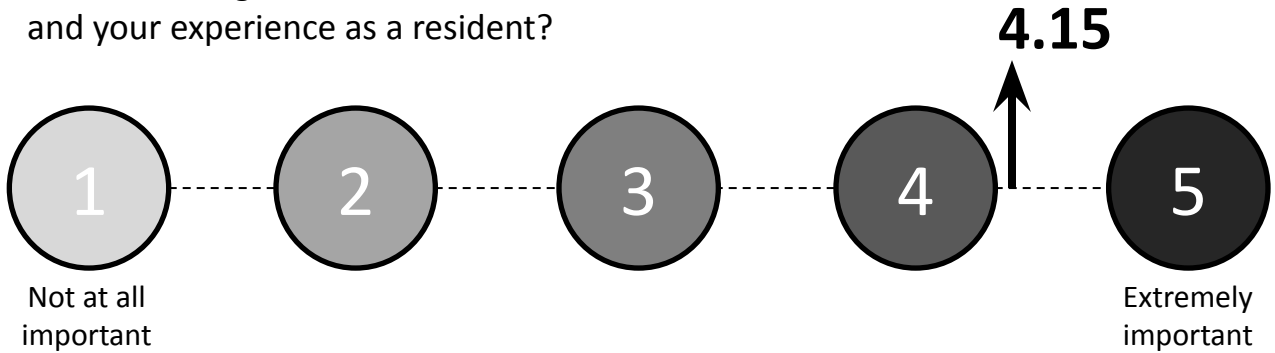
Communication Preferences

The Resident Portal

KEY TAKEAWAYS

Commitment to Technology

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

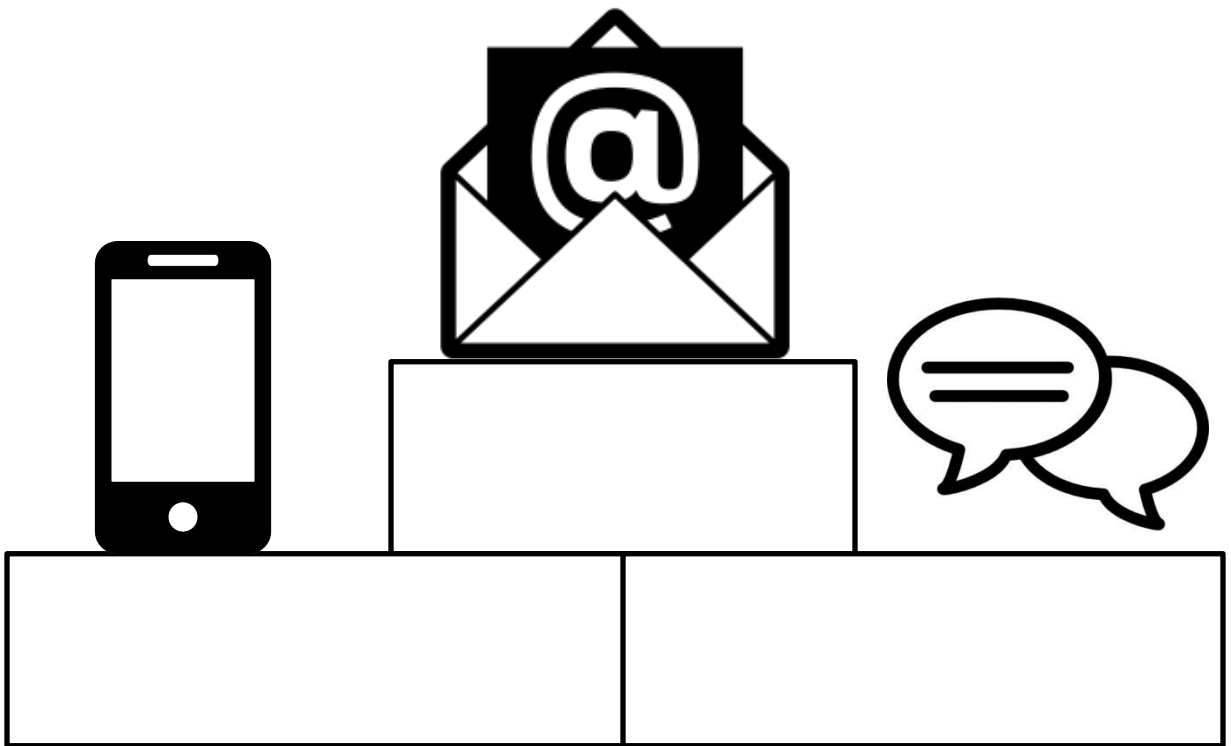


As technology changes, customer expectations change with it, and this was reflected in the importance renters attach to property management companies' commitment to utilizing the internet and new technologies. The multifamily industry has notoriously lagged in adopting new technologies, yet the importance of this topic has increased significantly for every age range, including 65+.

Results by Age						Overall	
18-24	25-34	35-44	45-54	55-64	65+	2017	2015
4.21	4.18	4.19	4.20	4.04	3.85	4.15	4.03

Communication Preferences

While email and cell phone continue to be the clear communication preference for renters, text messaging continues to gain significant ground, from 28% citing this preference in 2011 to 50% citing it today. And age doesn't seem to matter. 42% of those 65+ expressed text as a communication preference.



	2017	2015	2011
Email	88.0%	85.1%	89.4%
Cell Phone	73.4%	70.1%	73.1%
Text Message	50.1%	38.1%	28.0%

The Resident Portal

It's all about convenience. Over 80% of renters now indicate they would use a resident portal to pay rent, and over 75% would use it to submit service requests. Couple that with the fact that "ability to pay rent online without a convenience fee" is ranked as the #2 impact on a rental decision, and resident portals are looking more like a "need to have" rather than a "nice to have."

How important is it for an apartment community to offer...

	2017	2015	2011
A website for residents to submit work orders, pay rent, etc.	4.49	4.25	4.43
A social networking page (like Facebook, Instagram, etc.)	2.15	2.01	1.92

For what reasons would/do you use an apartment community's resident-oriented website (portal)?

	2017	2015	2011
Pay rent	83.1%	78.9%	78.4%
Submit service requests	75.9%	73.5%	79.0%
Communicate with the community staff	47.7%	44.6%	51.6%
News/updates about the apartment community from the community staff	43.1%	42.0%	53.5%
Schedule of community social events and activities	30.8%	30.5%	38.6%
Provide or read ratings/reviews of your experience at the community	21.4%	25.2%	32.8%
View or post classifieds	17.8%	N/A	N/A
Communicate with residents	13.9%	12.9%	16.1%
Would not use the community's website	5.7%	7.1%	6.0%

Additional Findings

Results by Age

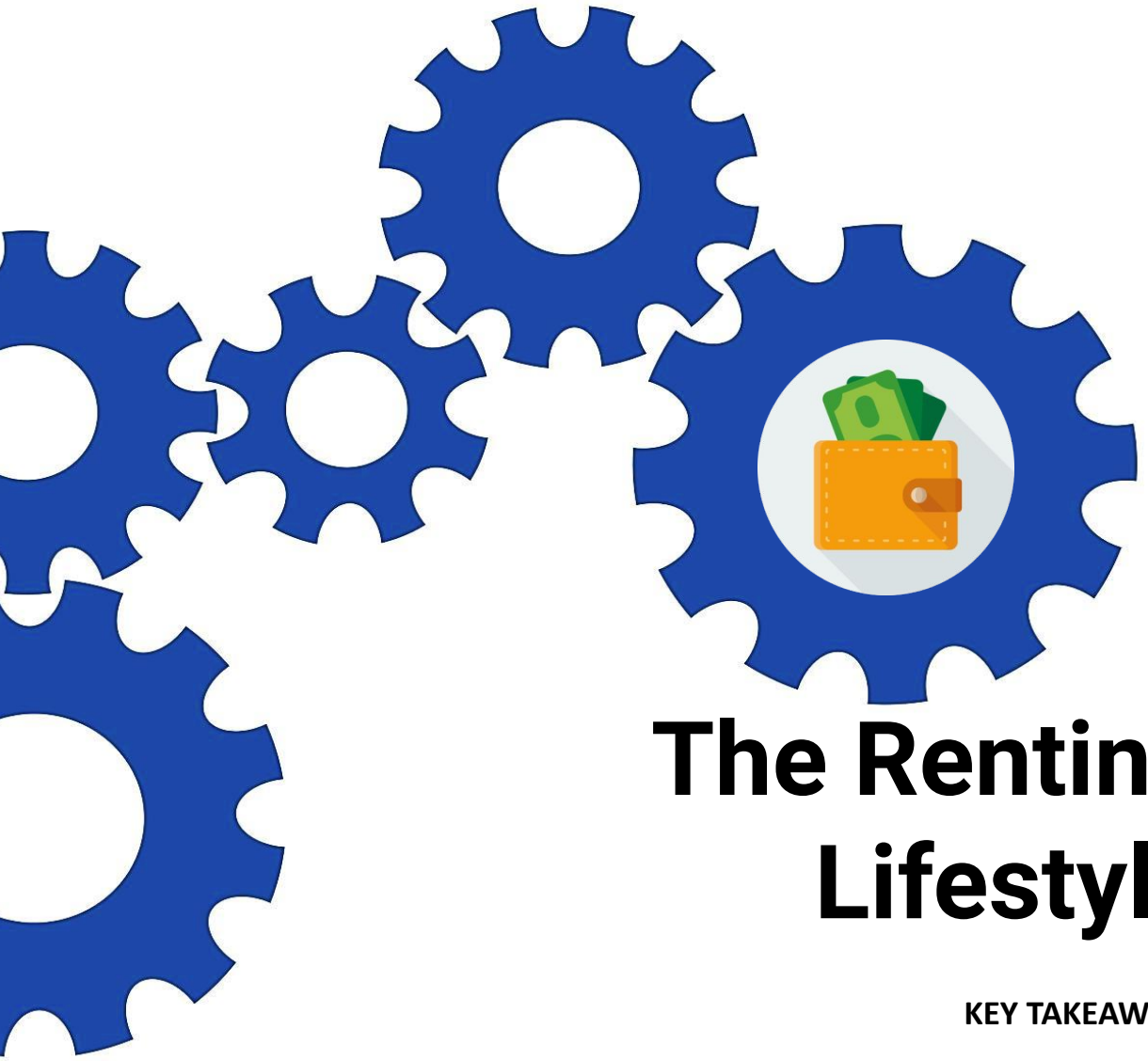
	18-24	25-34	35-44	45-54	55-64	65+
Pay rent	91.5%	92.6%	87.6%	78.4%	69.0%	54.3%
Submit service requests	75.6%	79.7%	78.7%	75.2%	68.7%	67.9%
Communicate with the community staff	38.6%	44.3%	51.9%	54.3%	49.6%	52.0%
News/updates about the apartment community from the community staff	42.5%	38.8%	44.4%	45.5%	45.1%	50.2%
Schedule of community social events and activities	28.8%	27.4%	31.0%	33.9%	33.2%	36.7%
Provide or read ratings/reviews of your experience at the community	20.8%	20.2%	20.9%	22.9%	24.2%	20.8%
View or post "classifieds"	12.6%	16.5%	19.2%	21.4%	18.9%	20.4%
Communicate with residents	10.8%	15.1%	13.8%	14.4%	13.1%	14.7%
Would not use the community's website	2.5%	2.9%	4.5%	6.9%	9.0%	17.2%



WHAT THIS MEANS TO YOU:

Technology enables additional convenience, so it's worth the investment, but it needs to be the right investment. Resident portals and the ability to communicate via text message are at the top of the list, but ensure this technology is being used appropriately.

For example, the Telephone Consumer Protection Act was updated in 2013 to address text messaging, and there are specific requirements businesses must have in place in order to communicate with customers via text.



The Renting Lifestyle

KEY TAKEAWAYS:

How Long to Rent

What Impacts the Renewal Decision

How Likely to Recommend, Renew and Comment Online

KEY TAKEAWAYS

How Long to Rent

There's a subtle shift in the intention to lease long-term. There is a small decrease in the percent of renters who plan on renting for two years or less, and there is a small increase in the percent of renters who intend on renting five years or longer.

How long do you plan to rent an apartment?

	2017	2015	2011
One-two years	45.0%	45.8%	39.0%
Three-five years	28.2%	29.0%	38.8%
More than five years	19.9%	17.4%	13.8%
Less than one year	6.9%	7.9%	8.3%

Results by Regions

	New England	Mid-Atlantic	South Atlantic	East South Central	West South Central	East North Central	West North Central	Mountain	Pacific
Less than one year	4.7%	10.7%	6.5%	5.4%	4.3%	6.2%	10.8%	7.2%	8.3%
One-two years	41.9%	35.7%	44.3%	51.4%	57.2%	43.7%	33.3%	50.9%	42.5%
Three-five years	34.9%	28.6%	26.2%	21.6%	27.8%	34.0%	26.9%	24.1%	30.2%
More than five years	18.6%	25.0%	23.0%	21.6%	10.7%	16.1%	29.0%	17.9%	19.0%

Additional Findings

- The higher the amount of rent, the least likely residents are committed to staying beyond 5 years.
- Of those paying less than \$1250 for rent, over 50% plan to stay in their homes for at least 3 years.

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750
Less than one year	8.7%	5.7%	6.7%	6.8%	5.2%	8.9%
One-two years	30.1%	42.5%	42.7%	46.1%	51.1%	46.3%
Three-five years	23.3%	27.6%	30.6%	29.0%	26.5%	28.3%
More than five years	37.9%	24.2%	20.0%	18.1%	17.3%	16.5%



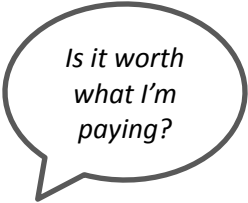
WHAT THIS MEANS TO YOU:

It's time to look at the lifetime value of a renter.

Instead of focusing on securing a lease (12 months' worth of rent), focus on securing a resident (60 months' worth of rent)!

What Impacts the Renewal Decision

Value, safety, service and visual appeal.
These are all the basics.



1

Value received for the rent that your pay

Sense of safety and security at the community

Quality of maintenance services

Appearance and condition of my apartment

Quality of customer service

Appearance and condition of the community

Additional Findings

- One factor that is steadily increasing is the availability of a resident portal. Easy, 24/7 access is increasingly important - and expected.
- Recreational facilities are becoming less important contributors for renewal likelihood.

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	2017	2015	2011
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.82	3.53	3.28
Recreational facilities available at the community (fitness center, pool, party room, etc.)	3.74	3.76	3.96


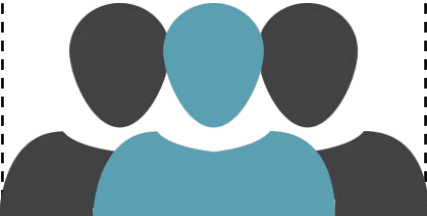



WHAT THIS MEANS TO YOU:

Facilities, amenities and services may be helpful leasing tools, but it is the **basic service and upkeep of the community that will keep the residents for the long term.**

How Likely to Recommend, Renew and Comment Online

The likeliness to renew and recommend increased over 2015 and a minimal decrease was shown in the amount of residents likely to share/rate/comment about their experiences online

		
Renew your lease when it expires	Recommend your apartment community to a friend or co-worker	Share/rate/comment online about your experiences at your current apartment community
up from 3.61 in 2015	up from 3.79 in 2011	down from 3.49 in 2015

Additional Findings

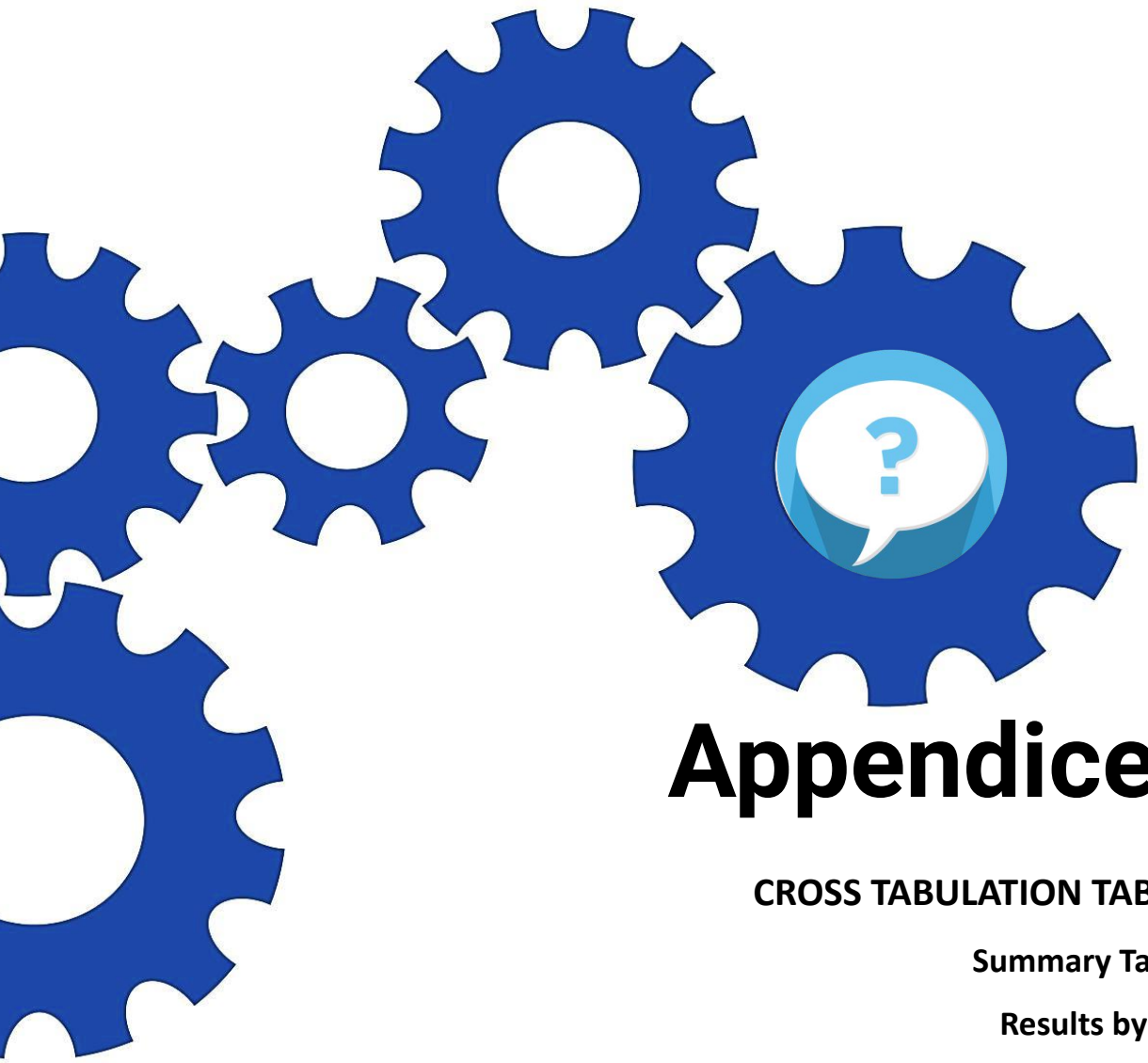
- Those with the lowest rents are more likely to renew.
- Residents with the highest rents are more likely to recommend their community to a friend or co-worker as opposed to sharing their feedback online.

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750
Renew your lease when it expires	3.81	3.66	3.69	3.60	3.65	3.67
Recommend your apartment community to a friend or co-worker	3.74	3.83	3.87	3.80	3.85	3.93
Share/rate/comment online about your experiences at your current apartment community	3.50	3.60	3.57	3.49	3.52	3.25



WHAT THIS MEANS TO YOU:

Residents are more likely than not to personally recommend or share their feedback online, reinforcing the **critical importance of always focusing on the customer experience** - as the customer experience is the first step in managing one's online reputation.



Appendices

CROSS TABULATION TABLES

Summary Tables

Results by Age

Results by Rent

Results by Region

Results by Planned Rental Length

SUMMARY TABLES

RATING SCALE KEY

The survey uses a variety of five point rating scales (impact, importance, likelihood). The more a score approaches 1.00 (low) or 5.00 (high) indicates the weakness or strength of the impact, importance or likelihood.

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	2017 Total	2015 Total	2011 Total
Yes	67.5%	60.1%	26.3%
No	32.5%	39.9%	73.7%

When were/will be shopping for an apartment, sources of information used/to use

	2017 Total	2015 Total	2011 Total
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	74.8%	68.8%	79.0%
Apartment community's (or management company's) website	70.6%	66.5%	78.5%
Driving in neighborhoods I want to live in	57.7%	59.2%	68.9%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	50.6%	50.5%	55.1%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	45.8%	45.4%	51.6%
Referrals (friends, co-workers)	42.2%	42.4%	59.2%
Printed apartment guide (like Apartment Finder, For Rent Magazine)	14.8%	21.1%	32.0%
Apartment community's (or management company's) social networking page (like Facebook)	14.1%	11.6%	13.8%
Newspaper advertising	3.8%	6.1%	13.5%
Printed flyer	1.8%	N/A	N/A
Yellow pages	0.6%	1.1%	2.5%

Of all of the info you could obtain on the Internet, how important would the following be when shopping for an apartment?

	2017 Total	2015 Total	2011 Total
Rents and specials	4.67	4.64	4.72
Apartment floor plans/design	4.63	4.58	4.68
Current availability of apartments	4.61	4.54	4.61
Photographs of the apartments and community	4.61	4.49	4.62
Information on the apartment community's apartments, facilities and location	4.57	4.54	4.61
Able to easily communicate with the apartment community staff	4.44	4.43	4.39
Resident ratings and reviews	4.17	4.18	4.27
Resident comments	4.07	4.06	4.18
Able to rent or reserve an apartment online	3.43	3.23	3.25
Live chat with a community staff member	2.91	N/A	N/A

Did you visit your current apartment community’s website before contacting the community office directly to speak to someone about renting there?

	2017 Total	2015 Total	2011 Total
Yes	81.0%	78.5%	N/A
No	19.0%	21.5%	N/A

Did you rent your current apartment without visiting the community prior to renting it?

	2017 Total	2015 Total	2011 Total
Yes	12.7%	10.7%	N/A
No	87.3%	89.3%	N/A

Impact of the following community amenities on what apartment to rent in the future?

	2017 Total	2015 Total	2011 Total
Security and access control features	4.20	4.16	4.34
WiFi enabled community	3.81	3.79	4.04
Top quality workout facilities	3.56	3.45	3.92
Storage facilities	3.38	3.49	3.68
Outdoor fitness spaces, such as running track, meditation/yoga space, climbing wall	2.93	N/A	N/A
Community garden plots	2.70	N/A	N/A
Communal gathering spaces that encourage people to sit and talk	2.67	2.55	2.68
Dog park	2.61	N/A	N/A
Business center/cyber cafe from which to work	2.50	2.35	2.44
Communal kitchen/dining area available to all residents in a common area	2.44	2.35	2.44
Play structure	2.22	N/A	N/A

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	2017 Total	2015 Total	2011 Total
Viewing the actual apartment I can lease	4.54	4.58	N/A
Perception of quality customer service	4.25	4.24	4.43
Ratings/reviews of community available	4.06	3.99	4.13
Resident survey/feedback program	3.77	3.8	3.98
Viewing a furnished/accessorized model	3.59	3.59	N/A
Pet friendly building (dogs and cats)	3.43	3.47	3.62
Location - urban	3.42	3.35	3.43
Community common area space	3.40	N/A	N/A
Location - suburban	3.36	3.51	3.31
Community’s “sense of community”	3.34	3.37	3.37
Management company brand name	2.65	2.69	N/A

Impact of the following services on your decision on what apartment to rent in the future?

	Total	2015	2011
Ability to pay rent online if there is no convenience fee	4.38	4.18	4.44
Response time to your emails or voice mails	4.33	N/A	N/A
Ability to submit service requests online	4.20	3.95	4.17
Ability to renew the lease online	3.72	3.59	3.69
Ability to sign and execute a lease online	3.54	3.23	3.17
Ability to submit service requests via text	3.38	N/A	N/A
Ability to reserve an apartment online	3.33	3.08	3.17
Ability to pay rent online if there is a convenience fee	3.27	3.06	2.79
Ability to rent an apartment online	3.22	2.96	3.24
Discounts at local retailers and restaurants	3.21	3.11	3.47
Valet-style trash removal services	3.06	2.96	3.24
Activities and social gatherings sponsored by the apartment community	2.98	2.83	3.05
Community social media presence (like Facebook or Instagram)	2.39	2.27	2.37

Impact of the following environmental-related features have on your decision on what apartment to rent in the future?

	Total	2015	2011
Pedestrian friendly location - walking distance to shopping, restaurants, entertainment, schools, etc.	3.73	3.65	3.84
Energy efficient/environmentally friendly appliances and systems	3.54	3.65	3.78
Pedestrian friendly location - walking distance to public transportation	3.50	3.40	3.54
Recycling program (glass, plastic, metal, paper, etc.)	3.49	3.50	3.69
Green/ environmentally-friendly building materials and processes	3.21	3.26	3.45
Outdoor green space (such as a green roof deck, gardens, etc.)	3.18	3.36	3.69
The use of alternative energy sources, such as self-generated (wind, solar, rainwater, etc.)	2.79	2.85	3.13
Mixed-use/live-work-play community (apartments, office, retail)	2.76	2.89	3.03
Storage area for bicycles	2.70	2.74	3.06
Outlets to recharge electric cars	2.08	2.16	2.23
Bike sharing or rental service	2.07	N/A	N/A
Car-sharing services (like ZipCar)	2.00	1.96	2.16

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	Total	2015	2011
Viewing the actual apartment I can lease	4.54	4.58	N/A
Perception of quality customer service	4.25	4.24	4.43
Ratings/reviews of community available	4.06	3.99	4.13
Resident survey/feedback program	3.77	3.80	3.98
Viewing a furnished/accessorized model	3.59	3.59	N/A
Pet friendly building (dogs and cats)	3.43	3.47	3.62
Location - urban	3.42	3.35	3.43
Community common area space	3.40	N/A	N/A
Location - suburban	3.36	3.51	3.31
Community's "sense of community"	3.34	3.37	3.37
Management company brand name	2.65	2.69	N/A

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

	Total	2015	2011
How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?	4.15	4.03	N/A

If your community staff needs to communicate with you, how would you prefer they contact you?

	Total	2015	2011
Email	88.0%	85.1%	89.4%
Cell Phone	73.4%	70.1%	73.1%
Text Message	50.1%	38.1%	28.0%
In-Person	25.5%	22.6%	26.9%
Home Phone	9.4%	11.6%	13.8%
Website/Property Portal	9.3%	9.0%	7.1%
Mail	8.3%	10.6%	13.3%
Work Phone	4.1%	5.2%	6.1%
Chat (LiveChat, Skype, FaceTime, etc.)	2.8%	N/A	N/A
Social Networking Sites (Facebook, Twitter, etc.)	2.6%	2.7%	3.4%

How long do you plan to rent an apartment?

	Total	2015	2011
One-two years	45.0%	45.8%	39.0%
Three-five years	28.2%	29.0%	38.8%
More than five years	19.9%	17.4%	13.8%
Less than one year	6.9%	7.9%	8.3%

For what reasons would/do you use an apartment community's resident-oriented website (portal)?

	Total	2015	2011
Pay rent	83.1%	78.9%	78.4%
Submit service requests	75.9%	73.5%	79.0%
Communicate with the community staff	47.7%	44.6%	51.6%
News/updates about the apartment community from the community staff	43.1%	42.0%	53.5%
Schedule of community social events and activities	30.8%	30.5%	38.6%
Provide or read ratings/reviews of your experience at the community	21.4%	25.2%	32.8%
View or post "classifieds"	17.8%	N/A	N/A
Communicate with residents	13.9%	12.9%	16.1%
Would not use the community's website	5.7%	7.1%	6.0%

For what reasons would/do you use an apartment community's social networking page for (i.e., Facebook, Twitter, Instagram, etc.)?

	Total	2015	2011
Would not view the social networking pages	48.9%	50.3%	51.9%
News/updates about the apartment community from the community staff	34.3%	34.2%	37.7%
Schedule of community social events and activities	22.2%	22.9%	28.2%
Provide feedback on your experience as a resident	19.0%	21.5%	23.4%
Communicate with the community staff	15.2%	16.2%	20.5%
View or post "classifieds"	15.1%	N/A	N/A
Post comments/images of my experience in the community	14.5%	N/A	N/A
Communicate with residents	13.0%	12.7%	16.4%

How important is it for an apartment community to offer...

	Total	2015	2011
A website for residents to submit work orders, pay rent, etc.	4.49	4.25	4.43
A social networking page (like Facebook, Instagram, etc.)	2.15	2.01	1.92

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	Total	2015	2011
Value received for the rent that you pay	4.75	4.74	N/A
Sense of safety and security at the community	4.62	4.63	4.6
Quality of the maintenance services provided	4.59	4.66	4.6
Appearance and condition of my apartment	4.55	4.53	4.47
Quality of customer service provided by the office staff	4.49	4.55	4.49
Appearance and condition of the apartment community (buildings, grounds, landscaping)	4.48	4.48	4.46
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.82	3.53	3.28
Neighbors	3.81	N/A	N/A
Recreational facilities available at the community (fitness center, pool, party room, etc.)	3.74	3.76	3.96
Resident amenities available at the community (community garden, dog park, run/walk track, gathering spaces)	3.43	N/A	N/A
Resident surveys to provide feedback	3.13	3.19	2.9
Community's "sense of community"	3.08	N/A	N/A
Social activities/events sponsored by the apartment community	2.85	2.79	2.66
Community has a social media page (like Facebook, Instagram, etc.)	2.04	1.92	1.75

How likely are you to...

	Total	2015	2011
Recommend your apartment community to a friend or co-worker	3.85	3.79	3.76
Renew your lease when it expires	3.66	3.61	3.4
Share/rate/comment online about your experiences at your current apartment community	3.47	3.49	N/A

If asked by my apartment community, I would post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Total	2015 Total	2011 Total
Yes	65.9%	61.0%	62.5%
No	34.1%	39.0%	37.5%

My apartment community has asked me to post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Total	2015 Total	2011 Total
No	81.5%	84.2%	91.2%
Yes	18.5%	15.8%	8.8%

I have posted a positive comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Total	2015 Total	2011 Total
No	82.0%	86.2%	91.2%
Yes	18.0%	13.8%	8.8%

I have posted a negative comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Total	2015 Total	2011 Total
No	94.0%	92.7%	95.1%
Yes	6.0%	7.3%	4.9%

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	Total	2015 Total	2011 Total
They have great customer service	52.3%	51.7%	N/A
They really care about their residents	50.6%	48.9%	N/A
They are a trustworthy property management team	29.1%	28.9%	N/A
They offer a quality living experience	27.9%	28.3%	N/A
None of the above	19.0%	21.9%	N/A
I don't really care if the staff responds	13.6%	11.1%	N/A
They have hired a third party to respond	8.0%	N/A	N/A

What impact does each of the following have on your perceptions of a negative review of an apartment community?

	Total	2015 Total	2011 Total
Poster of the negative review reports that complaint has been corrected	3.89	3.66	N/A
Poster of the negative review has a history of posting negative reviews at other apartment communities	3.34	3.22	N/A

What impact does each of the following have on your perceptions of an apartment community?

	Total	2015 Total	2011 Total
An apartment community staff member responding professionally to negative reviews posted on a rating and review site	3.97	3.87	N/A
An apartment community staff member responding to positive reviews posted on a rating and review site	3.68	3.57	N/A
An apartment community staff member NOT responding to reviews posted on a rating and review site	2.80	2.81	N/A
An apartment community staff member responding unprofessionally to negative reviews posted on a rating and review site	2.55	2.65	N/A

Do you follow any apartment community or property management company on any of the following sites - Facebook

	Total	2015 Total	2011 Total
No	79.2%	80.0%	N/A
Yes	20.8%	20.0%	N/A

Do you follow any apartment community or property management company on any of the following sites - Instagram

	Total	2015 Total	2011 Total
No	95.2%	97.4%	N/A
Yes	4.8%	2.6%	N/A

Do you follow any apartment community or property management company on any of the following sites - Pinterest

	Total	2015 Total	2011 Total
No	98.3%	97.9%	N/A
Yes	1.7%	2.1%	N/A

Do you follow any apartment community or property management company on any of the following sites - Twitter

	Total	2015 Total	2011 Total
No	97.1%	96.8%	N/A
Yes	2.9%	3.2%	N/A

Do you follow any apartment community or property management company on any of the following sites - Snapchat

	Total	2015 Total	2011 Total
No	98.9%	N/A	N/A
Yes	1.1%	N/A	N/A

Do you follow any apartment community or property management company on any of the following sites - LinkedIn

	Total	2015 Total	2011 Total
No	97.2%	N/A	N/A
Yes	2.8%	N/A	N/A

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter?

	Total	2015 Total	2011 Total
No	89.8%	89.9%	N/A
Yes	10.2%	10.1%	N/A

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter? If yes: What was the nature of the interaction?

	Total	2015 Total	2011 Total
Compliment	32.6%	30.8%	N/A
Enter a contest	30.7%	30.8%	N/A
Question	23.7%	31.5%	N/A
Complaint	18.5%	14.7%	N/A
Recommend	17.8%	22.7%	N/A
Other	17.4%	19.6%	N/A
Respond to a blog post	12.6%	14.9%	N/A

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	Total	2015 Total	2011 Total
Feedback from a friend, family member or co-worker	77.1%	74.4%	N/A
Online ratings and feedback/comments from customers	70.6%	67.7%	N/A
Website for a company	35.8%	32.6%	N/A
Advertisement	11.7%	11.8%	N/A
Social networking page (like Facebook)	9.0%	7.1%	N/A
Celebrity endorsement	1.2%	N/A	N/A

Would you trust a rating and review site if all or most of the reviews were only positive?

	Total	2015 Total	2011 Total
Yes	53.0%	50.3%	N/A
No	47.0%	49.7%	N/A

Have you ever considered renting at an apartment community because of the property management company's brand name?

	Total	2015 Total	2011 Total
No	78.9%	75.6%	N/A
Yes	21.1%	24.4%	N/A

Sex	Total	2015 Total	2011 Total
Male	35.5%	36.8%	38.5%
Female	64.5%	63.2%	61.5%

Age	Percent	2015	2011
18-24	13.6%	10.2%	19.4%
25-34	32.0%	31.4%	46.2%
35-44	17.9%	21.8%	16.7%
45-54	15.0%	17.9%	10.7%
55-64	13.2%	12.3%	5.7%
65+	8.3%	6.3%	1.3%

What is your current total amount due each month for your apartment rent (for example, if roommates, how much does everyone pay together each month):

	Total	2015	2011
less than \$750	3.8%	8.2%	24.2%
\$750 - \$999	18.1%	27.5%	28.0%
\$1000 - \$1249	18.1%	23.0%	15.4%
\$1250 - \$1499	19.6%	16.7%	12.9%
\$1500 - \$1749	15.7%	10.0%	10.0%
More than \$1750	24.8%	14.6%	9.6%

What region do you currently live in?

	Total	2015	2011
New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	1.6%	0.9%	N/A
Mid-Atlantic (New Jersey, New York, Pennsylvania)	2.1%	5.3%	N/A
South Atlantic (DC, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)	39.6%	33.2%	N/A
East South Central (Alabama, Kentucky, Mississippi, Tennessee)	1.4%	3.5%	N/A
West South Central (Arkansas, Louisiana, Oklahoma, Texas)	6.9%	17.4%	N/A
East North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin)	13.7%	4.2%	N/A
West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	3.4%	2.4%	N/A
Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	10.7%	10.3%	N/A
Pacific (Alaska, California, Hawaii, Oregon, Washington)	20.7%	22.8%	N/A

What is the HIGHEST level of education you have completed?	Total	2015	2011
Some High School	.4%	0.4%	0.3%
High School Graduate	13.2%	14.5%	14.8%
Associate Degree or Equivalent	18.2%	22.0%	16.4%
Bachelors/Undergraduate Degree	39.1%	35.4%	42.5%
Masters/Graduate Degree	21.5%	19.6%	19.1%
PhD / Doctoral Degree	5.1%	5.0%	4.5%
Other	2.5%	3.1%	2.5%

BY AGE

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	80.9%	75.4%	72.1%	60.8%	54.2%	33.2%	67.5%
No	19.1%	24.6%	27.9%	39.2%	45.8%	66.8%	32.5%

When were/will be shopping for an apartment, sources of information used/to use

	18-24	25-34	35-44	45-54	55-64	65+	Total
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	81.9%	80.7%	70.6%	71.1%	71.6%	60.6%	74.8%
Apartment community's (or management company's) website	73.4%	77.0%	70.4%	64.6%	67.6%	56.7%	70.6%
Driving in neighborhoods I want to live in	51.5%	55.4%	59.8%	59.5%	63.1%	60.6%	57.7%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	65.8%	59.9%	45.5%	40.5%	40.6%	34.1%	50.6%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	51.0%	52.5%	46.9%	39.4%	36.6%	35.1%	45.8%
Referrals (friends, co-workers)	45.2%	43.9%	35.9%	37.9%	47.2%	44.7%	42.2%
Printed apartment guide (like Apartment Finder, For Rent Magazine)	6.8%	9.5%	17.5%	17.8%	25.6%	20.7%	14.8%
Apartment community's (or management company's) social networking page (like Facebook)	17.8%	17.4%	14.0%	11.1%	9.4%	8.7%	14.1%
Newspaper advertising	1.9%	2.1%	3.8%	4.5%	5.1%	10.1%	3.8%
Printed flyer	1.4%	.6%	.8%	2.8%	3.4%	4.8%	1.8%
Yellow pages	.0%	.4%	.2%	1.8%	1.4%	.5%	.6%

Of all of the info you could obtain on the Internet, how important would the following be when shopping for an apartment?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Rents and specials	4.62	4.69	4.72	4.66	4.68	4.54	4.67
Apartment floor plans/design	4.63	4.65	4.73	4.56	4.61	4.54	4.63
Current availability of apartments	4.60	4.64	4.65	4.61	4.62	4.47	4.61
Photographs of the apartments and community	4.70	4.65	4.66	4.58	4.60	4.26	4.61
Information on the apartment community's apartments, facilities and location	4.55	4.54	4.60	4.60	4.62	4.50	4.57
Able to easily communicate with the apartment community staff	4.41	4.42	4.49	4.46	4.49	4.38	4.44
Resident ratings and reviews	4.11	4.16	4.26	4.18	4.31	3.95	4.17
Resident comments	4.02	4.01	4.18	4.07	4.22	3.84	4.07
Able to rent or reserve an apartment online	3.63	3.54	3.49	3.40	3.29	2.79	3.43
Live chat with a community staff member	2.88	2.84	2.78	3.01	3.06	3.07	2.91

What impact would each of the following apartment features and amenities have on your decision when shopping for an apartment?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Laundry (for example in-unit, community laundry room, etc.)	4.51	4.58	4.58	4.60	4.73	4.59	4.59
HVAC (heating, ventilation, and air conditioning)	4.52	4.52	4.51	4.57	4.60	4.70	4.55
Appliances (for example dishwasher, gas range, etc.)	4.53	4.46	4.47	4.44	4.53	4.53	4.48
Interior features (for example walk in closets, hardwood floors, etc.)	4.33	4.40	4.50	4.44	4.55	4.40	4.43
Parking (for example garage, assigned spot, etc.)	3.99	4.11	4.31	4.33	4.44	4.30	4.22
Exterior features (for example balcony, patio, etc.)	3.73	3.93	4.09	4.07	4.21	4.01	4.00
TV and Internet Service (for example AT&T, Comcast, etc.)	3.80	3.70	3.81	4.03	4.10	4.36	3.89
Utilities (paid / unpaid)	3.91	3.58	3.49	3.66	3.75	3.82	3.66
Pet policy	3.47	3.56	3.64	3.78	3.86	3.61	3.64
Smoking policy	3.22	3.36	3.57	3.70	3.86	3.89	3.54
Furniture (furnished / unfurnished)	2.63	2.32	2.29	2.44	2.44	2.51	2.41

Did you visit your current apartment community’s website before contacting the community office directly to speak to someone about renting there?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	87.3%	85.7%	85.2%	77.9%	74.4%	58.8%	81.0%
No	12.7%	14.3%	14.8%	22.1%	25.6%	41.2%	19.0%

Did you rent your current apartment without visiting the community prior to renting it?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	19.2%	12.0%	10.9%	11.8%	11.7%	12.3%	12.7%
No	80.8%	88.0%	89.1%	88.2%	88.3%	87.7%	87.3%

Impact of the following community amenities on what apartment to rent in the future?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Security and access control features	4.14	4.09	4.20	4.27	4.38	4.37	4.20
WiFi enabled community	3.93	3.70	3.65	3.95	3.99	3.84	3.81
Top quality workout facilities	3.82	3.66	3.70	3.43	3.20	3.19	3.56
Storage facilities	3.08	3.17	3.50	3.58	3.63	3.71	3.38
Outdoor fitness spaces, such as running track, meditation/yoga space, climbing wall	3.12	3.11	3.04	2.91	2.54	2.35	2.93
Community garden plots	2.81	2.74	2.76	2.76	2.56	2.33	2.70
Communal gathering spaces that encourage people to sit and talk	2.71	2.57	2.69	2.77	2.58	2.87	2.67
Dog park	2.85	2.69	2.52	2.62	2.51	2.19	2.61
Business center/cyber cafe from which to work	2.66	2.46	2.57	2.61	2.41	2.21	2.50
Communal kitchen/dining area available to all residents in a common area	2.45	2.39	2.48	2.53	2.35	2.54	2.44
Play structure	2.23	2.32	2.48	2.15	1.91	1.84	2.22

Impact of the following services on your decision on what apartment to rent in the future?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Ability to pay rent online if there is no convenience fee	4.58	4.53	4.42	4.34	4.25	3.71	4.38
Response time to your emails or voice mails	4.38	4.32	4.37	4.33	4.32	4.17	4.33
Ability to submit service requests online	4.36	4.28	4.23	4.22	4.05	3.73	4.20
Ability to renew the lease online	3.87	3.79	3.72	3.83	3.68	3.11	3.72
Ability to sign and execute a lease online	3.78	3.63	3.60	3.60	3.37	2.83	3.54
Ability to submit service requests via text	3.56	3.37	3.32	3.55	3.28	3.08	3.38
Ability to reserve an apartment online	3.60	3.41	3.33	3.41	3.12	2.75	3.33
Ability to pay rent online if there is a convenience fee	3.62	3.38	3.34	3.19	2.98	2.71	3.27
Ability to rent an apartment online	3.50	3.31	3.22	3.31	2.99	2.61	3.22
Discounts at local retailers and restaurants	3.58	3.24	3.07	3.18	3.15	2.92	3.21
Valet-style trash removal services	3.35	3.05	3.09	2.95	2.86	3.11	3.06
Activities and social gatherings sponsored by the apartment community	3.13	2.92	2.92	3.07	2.86	3.11	2.98
Community social media presence (like Facebook or Instagram)	2.62	2.40	2.37	2.38	2.25	2.21	2.39

Impact of the following environmental-related features have on your decision on what apartment to rent in the future?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Pedestrian friendly location - walking distance to shopping, restaurants, entertainment, schools, etc.	3.83	3.80	3.65	3.70	3.67	3.64	3.73
Energy efficient/environmentally friendly appliances and systems	3.44	3.37	3.49	3.70	3.74	3.85	3.54
Pedestrian friendly location - walking distance to public transportation	3.55	3.54	3.44	3.48	3.48	3.47	3.50
Recycling program (glass, plastic, metal, paper, etc.)	3.49	3.50	3.40	3.52	3.56	3.53	3.49
Green/ environmentally-friendly building materials and processes	3.15	3.17	3.09	3.33	3.28	3.37	3.21
Outdoor green space (such as a green roof deck, gardens, etc.)	3.27	3.24	3.12	3.14	3.12	3.14	3.18
The use of alternative energy sources, such as self-generated (wind, solar, rainwater, etc.)	3.01	2.89	2.66	2.81	2.59	2.58	2.79
Mixed-use/live-work-play community (apartments, office, retail)	2.79	2.75	2.78	2.85	2.68	2.64	2.76
Storage area for bicycles	2.78	2.71	2.75	2.87	2.57	2.24	2.70
Outlets to recharge electric cars	2.15	2.11	2.11	2.10	2.00	1.88	2.08
Bike sharing or rental service	2.35	2.24	2.08	1.96	1.77	1.63	2.07
Car-sharing services (like ZipCar)	2.21	2.08	2.00	1.88	1.82	1.83	2.00

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Viewing the actual apartment I can lease	4.50	4.53	4.55	4.59	4.56	4.53	4.54
Perception of quality customer service	4.27	4.18	4.32	4.24	4.34	4.28	4.25
Ratings/reviews of community available	4.13	4.07	4.09	4.07	3.98	3.91	4.06
Resident survey/feedback program	3.72	3.70	3.76	3.83	3.85	3.84	3.77
Viewing a furnished/accessorized model	3.78	3.50	3.52	3.66	3.58	3.65	3.59
Pet friendly building (dogs and cats)	3.59	3.50	3.40	3.40	3.41	3.07	3.43
Location - urban	3.53	3.49	3.47	3.36	3.30	3.16	3.42
Community common area space	3.33	3.24	3.47	3.51	3.47	3.65	3.40
Location - suburban	3.26	3.27	3.36	3.40	3.56	3.51	3.36
Community's "sense of community"	3.33	3.14	3.40	3.47	3.50	3.52	3.34
Management company brand name	2.67	2.49	2.70	2.78	2.79	2.72	2.65

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

	18-24	25-34	35-44	45-54	55-64	65+	Total
How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?	4.21	4.18	4.19	4.20	4.04	3.85	4.15

If your community staff needs to communicate with you, how would you prefer they contact you?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Email	91.9%	91.5%	88.1%	85.6%	81.9%	81.7%	88.0%
Cell Phone	78.6%	74.8%	72.1%	73.1%	74.7%	60.7%	73.4%
Text Message	51.4%	48.0%	48.7%	57.2%	52.4%	42.9%	50.1%
In-Person	26.8%	24.3%	21.6%	24.7%	25.9%	37.5%	25.5%
Home Phone	3.5%	3.2%	5.1%	10.0%	16.4%	40.2%	9.4%
Website/Property Portal	9.2%	8.7%	10.1%	9.5%	10.3%	8.5%	9.3%
Mail	10.3%	7.9%	6.6%	7.1%	7.5%	13.8%	8.3%
Work Phone	1.1%	1.6%	4.1%	5.1%	12.3%	4.0%	4.1%
Chat (LiveChat, Skype, FaceTime, etc.)	2.2%	2.9%	2.3%	3.4%	2.5%	3.6%	2.8%
Social Networking Sites (Facebook, Twitter, etc.)	3.5%	3.4%	1.4%	2.9%	1.7%	.9%	2.6%

For what reasons would/do you use an apartment community's resident-oriented website (portal)?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Pay rent	91.5%	92.6%	87.6%	78.4%	69.0%	54.3%	83.1%
Submit service requests	75.6%	79.7%	78.7%	75.2%	68.7%	67.9%	75.9%
Communicate with the community staff	38.6%	44.3%	51.9%	54.3%	49.6%	52.0%	47.7%
News/updates about the apartment community from the community staff	42.5%	38.8%	44.4%	45.5%	45.1%	50.2%	43.1%
Schedule of community social events and activities	28.8%	27.4%	31.0%	33.9%	33.2%	36.7%	30.8%
Provide or read ratings/reviews of your experience at the community	20.8%	20.2%	20.9%	22.9%	24.2%	20.8%	21.4%
View or post "classifieds"	12.6%	16.5%	19.2%	21.4%	18.9%	20.4%	17.8%
Communicate with residents	10.8%	15.1%	13.8%	14.4%	13.1%	14.7%	13.9%
Would not use the community's website	2.5%	2.9%	4.5%	6.9%	9.0%	17.2%	5.7%

How important is it for an apartment community to offer...

	18-24	25-34	35-44	45-54	55-64	65+	Total
A website for residents to submit work orders, pay rent, etc.	4.64	4.67	4.56	4.46	4.25	3.85	4.49
A social networking page (like Facebook, Instagram, etc.)	2.30	2.22	2.14	2.20	1.95	1.83	2.15

For what reasons would/do you use an apartment community’s social networking page for (i.e., Facebook, Twitter, Instagram, etc.)?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Would not view the social networking pages	43.3%	45.0%	47.3%	46.7%	58.8%	64.8%	48.9%
News/updates about the apartment community from the community staff	39.1%	36.1%	34.5%	34.8%	27.7%	29.0%	34.3%
Schedule of community social events and activities	23.5%	24.9%	22.3%	22.8%	15.9%	18.1%	22.2%
Provide feedback on your experience as a resident	21.2%	18.8%	20.4%	20.8%	16.4%	13.8%	19.0%
Communicate with the community staff	13.6%	15.1%	14.1%	17.0%	13.0%	21.0%	15.2%
View or post "classifieds"	12.5%	15.3%	17.6%	15.5%	13.8%	13.8%	15.1%
Post comments/images of my experience in the community	14.4%	16.6%	14.5%	17.3%	9.8%	9.0%	14.5%
Communicate with residents	12.7%	15.7%	11.1%	13.2%	10.7%	10.0%	13.0%

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Value received for the rent that you pay	4.74	4.74	4.75	4.76	4.83	4.72	4.75
Sense of safety and security at the community	4.61	4.57	4.63	4.64	4.73	4.66	4.62
Quality of the maintenance services provided	4.45	4.51	4.56	4.68	4.75	4.73	4.59
Appearance and condition of my apartment	4.45	4.53	4.60	4.51	4.65	4.59	4.55
Quality of customer service provided by the office staff	4.38	4.38	4.50	4.60	4.67	4.63	4.49
Appearance and condition of the apartment community (buildings, grounds, landscaping)	4.32	4.38	4.57	4.51	4.67	4.56	4.48
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.95	3.94	3.84	3.81	3.64	3.39	3.82
Neighbors	3.73	3.76	3.84	3.90	3.93	3.79	3.81
Recreational facilities available at the community (fitness center, pool, party room, etc.)	3.83	3.83	3.84	3.72	3.48	3.47	3.74
Resident amenities available at the community (community garden, dog park, run/walk track, gathering spaces)	3.58	3.53	3.46	3.41	3.22	3.14	3.43
Resident surveys to provide feedback	3.17	3.01	3.14	3.20	3.20	3.24	3.13
Community’s “sense of community”	3.07	2.90	3.11	3.19	3.24	3.31	3.08
Social activities/events sponsored by the apartment community	2.94	2.72	2.84	2.96	2.83	3.12	2.85
Community has a social media page (like Facebook, Instagram, etc.)	2.23	2.06	2.03	2.07	1.92	1.83	2.04

How long do you plan to rent an apartment?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Less than one year	6.5%	6.9%	8.8%	6.4%	7.5%	3.1%	6.9%
One-two years	61.6%	53.7%	47.6%	36.8%	28.9%	19.2%	45.0%
Three-five years	27.8%	29.8%	29.2%	30.6%	29.2%	14.7%	28.2%
More than five years	4.1%	9.6%	14.4%	26.2%	34.4%	62.9%	19.9%

How likely are you to...

	18-24	25-34	35-44	45-54	55-64	65+	Total
Recommend your apartment community to a friend or co-worker	4.01	3.78	3.74	3.88	3.93	3.95	3.85
Renew your lease when it expires	3.60	3.55	3.55	3.73	3.81	4.08	3.66
Share/rate/comment online about your experiences at your current apartment community	3.44	3.45	3.52	3.53	3.43	3.42	3.47

If asked by my apartment community, I would post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	69.1%	65.6%	63.1%	66.6%	66.7%	65.6%	65.9%
No	30.9%	34.4%	36.9%	33.4%	33.3%	34.4%	34.1%

My apartment community has asked me to post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	15.0%	15.7%	17.6%	21.5%	23.0%	25.4%	18.5%
No	85.0%	84.3%	82.4%	78.5%	77.0%	74.6%	81.5%

I have posted a positive comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	10.4%	16.5%	15.7%	23.4%	24.8%	20.5%	18.0%
No	89.6%	83.5%	84.3%	76.6%	75.2%	79.5%	82.0%

I have posted a negative comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	5.5%	6.4%	6.3%	6.3%	6.1%	3.4%	6.0%
No	94.5%	93.6%	93.7%	93.8%	93.9%	96.6%	94.0%

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	18-24	25-34	35-44	45-54	55-64	65+	Total
They have great customer service	56.5%	53.8%	50.5%	51.5%	49.9%	48.4%	52.3%
They really care about their residents	57.3%	47.9%	49.1%	51.5%	53.3%	47.5%	50.6%
They are a trustworthy property management team	31.1%	24.7%	26.4%	28.7%	34.0%	42.0%	29.1%
They offer a quality living experience	27.8%	25.2%	25.4%	28.0%	28.6%	43.4%	27.9%
None of the above	13.2%	16.4%	19.4%	20.5%	24.9%	26.0%	19.0%
I don't really care if the staff responds	14.6%	16.9%	14.4%	11.1%	9.1%	9.1%	13.6%
They have hired a third party to respond	8.1%	10.6%	7.2%	8.9%	4.0%	4.1%	8.0%

What impact does each of the following have on your perceptions of a negative review of an apartment community?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Poster of the negative review reports that complaint has been corrected	3.87	3.99	3.84	3.83	3.84	3.77	3.89
Poster of the negative review has a history of posting negative reviews at other apartment communities	3.27	3.43	3.33	3.32	3.36	3.13	3.34

What impact does each of the following have on your perceptions of an apartment community?

	18-24	25-34	35-44	45-54	55-64	65+	Total
An apartment community staff member responding professionally to negative reviews posted on a rating and review site	4.01	4.00	3.91	3.94	4.02	3.89	3.97
An apartment community staff member responding to positive reviews posted on a rating and review site	3.72	3.65	3.65	3.70	3.77	3.64	3.68
An apartment community staff member NOT responding to reviews posted on a rating and review site	2.88	2.80	2.85	2.72	2.80	2.65	2.80
An apartment community staff member responding unprofessionally to negative reviews posted on a rating and review site	2.48	2.50	2.57	2.58	2.73	2.44	2.55

Do you follow any apartment community or property management company on any of the following sites - Facebook

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	21.3%	24.7%	23.3%	20.3%	15.7%	7.1%	20.8%
No	78.7%	75.3%	76.7%	79.7%	84.3%	92.9%	79.2%

Do you follow any apartment community or property management company on any of the following sites - Instagram

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	7.2%	6.4%	4.3%	5.1%	1.5%	.0%	4.8%
No	92.8%	93.6%	95.7%	94.9%	98.5%	100%	95.2%

Do you follow any apartment community or property management company on any of the following sites - Pinterest

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	1.4%	1.7%	1.3%	3.1%	1.8%	.5%	1.7%
No	98.6%	98.3%	98.7%	96.9%	98.2%	99.5%	98.3%

Do you follow any apartment community or property management company on any of the following sites - Twitter

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	3.9%	3.0%	1.7%	5.4%	1.8%	.0%	2.9%
No	96.1%	97.0%	98.3%	94.6%	98.2%	100%	97.1%

Do you follow any apartment community or property management company on any of the following sites - Snapchat

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	1.4%	1.3%	.7%	1.8%	.3%	.0%	1.1%
No	98.6%	98.7%	99.3%	98.2%	99.7%	100%	98.9%

Do you follow any apartment community or property management company on any of the following sites - LinkedIn

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	2.5%	2.5%	1.7%	4.7%	2.9%	3.0%	2.8%
No	97.5%	97.5%	98.3%	95.3%	97.1%	97.0%	97.2%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	7.1%	12.0%	11.2%	11.3%	10.6%	3.2%	10.2%
No	92.9%	88.0%	88.8%	88.7%	89.4%	96.8%	89.8%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter? If yes: What was the nature of the interaction?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Compliment	12.0%	20.8%	30.2%	56.5%	47.4%	57.1%	32.6%
Enter a contest	24.0%	35.6%	34.0%	30.4%	23.7%	.0%	30.7%
Question	20.0%	24.8%	22.6%	21.7%	23.7%	42.9%	23.7%
Complaint	16.0%	14.9%	22.6%	26.1%	15.8%	14.3%	18.5%
Recommend	12.0%	20.8%	18.9%	23.9%	2.6%	28.6%	17.8%
Other	36.0%	13.9%	20.8%	13.0%	15.8%	14.3%	17.4%
Respond to a blog post	8.0%	9.9%	15.1%	8.7%	15.8%	57.1%	12.6%

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Feedback from a friend, family member or co-worker	75.3%	79.4%	75.7%	76.9%	74.9%	77.8%	77.1%
Online ratings and feedback/comments from customers	76.1%	74.3%	71.6%	66.7%	66.9%	57.9%	70.6%
Website for a company	45.3%	37.7%	34.9%	33.3%	31.6%	26.4%	35.8%
Advertisement	10.7%	11.8%	11.0%	11.9%	13.3%	12.0%	11.7%
Social networking page (like Facebook)	9.9%	11.1%	8.3%	8.4%	6.5%	5.6%	9.0%
Celebrity endorsement	1.4%	1.3%	.4%	.7%	2.0%	1.4%	1.2%

Would you trust a rating and review site if all or most of the reviews were only positive?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	65.7%	58.3%	53.0%	44.7%	47.1%	35.0%	53.0%
No	34.3%	41.7%	47.0%	55.3%	52.9%	65.0%	47.0%

Have you ever considered renting at an apartment community because of the property management company's brand name?

	18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	18.0%	21.8%	24.1%	22.8%	19.1%	16.8%	21.1%
No	82.0%	78.2%	75.9%	77.2%	80.9%	83.2%	78.9%

Sex	18-24	25-34	35-44	45-54	55-64	65+	Total
Male	29.9%	37.0%	38.3%	38.0%	30.3%	37.2%	35.5%
Female	70.1%	63.0%	61.7%	62.0%	69.7%	62.8%	64.5%

What is your current total amount due each month for your apartment rent (for example, if roommates, how much does everyone pay together each month):

	18-24	25-34	35-44	45-54	55-64	65+	Total
less than \$750	4.9%	2.6%	2.3%	4.2%	5.6%	6.8%	3.8%
\$750 - \$999	21.4%	16.1%	16.6%	17.0%	20.8%	21.3%	18.1%
\$1000 - \$1249	20.5%	18.0%	15.8%	19.7%	18.0%	16.3%	18.1%
\$1250 - \$1499	20.8%	20.5%	17.6%	18.7%	19.2%	20.8%	19.6%
\$1500 - \$1749	14.1%	16.8%	17.6%	15.5%	12.4%	14.9%	15.7%
More than \$1750	18.4%	26.0%	30.1%	24.9%	23.9%	19.9%	24.8%

What region do you currently live in?

	18-24	25-34	35-44	45-54	55-64	65+	Total
New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	1.6%	2.2%	1.6%	1.0%	1.1%	.9%	1.6%
Mid-Atlantic (New Jersey, New York, Pennsylvania)	.8%	1.6%	2.5%	2.7%	2.8%	2.7%	2.1%
South Atlantic (DC, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)	30.6%	35.9%	45.2%	40.0%	41.3%	52.7%	39.6%
East South Central (Alabama, Kentucky, Mississippi, Tennessee)	.8%	1.8%	1.2%	1.5%	1.4%	.9%	1.4%
West South Central (Arkansas, Louisiana, Oklahoma, Texas)	8.4%	6.6%	6.0%	6.4%	8.4%	5.8%	6.9%
East North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin)	15.2%	16.9%	12.6%	11.9%	12.1%	7.1%	13.7%
West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	4.3%	2.2%	3.1%	3.5%	5.3%	4.4%	3.4%
Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	10.8%	10.0%	10.3%	13.6%	9.8%	9.7%	10.7%
Pacific (Alaska, California, Hawaii, Oregon, Washington)	27.4%	22.8%	17.5%	19.5%	17.7%	15.9%	20.7%

What is the HIGHEST level of education you have completed?

	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Total
Some High School	.5%	.2%	.4%	.7%	.0%	.4%	.4%
High School Graduate	18.6%	8.4%	11.1%	15.9%	17.3%	15.6%	13.2%
Associate Degree or Equivalent	19.2%	13.1%	20.0%	20.8%	22.9%	20.1%	18.2%
Bachelors/Undergraduate Degree	53.0%	43.5%	34.8%	33.1%	30.7%	32.6%	39.1%
Masters/Graduate Degree	7.3%	27.0%	23.9%	22.3%	19.3%	21.0%	21.5%
PhD / Doctoral Degree	.3%	6.6%	6.6%	4.9%	4.2%	5.8%	5.1%
Other	1.1%	1.2%	3.3%	2.2%	5.6%	4.5%	2.5%

BY RENT

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	52.1%	68.4%	65.8%	69.8%	67.1%	68.7%	67.5%
No	47.9%	31.6%	34.2%	30.2%	32.9%	31.3%	32.5%

When were/will be shopping for an apartment, sources of information used/to use

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	66.0%	75.1%	74.2%	76.0%	71.9%	76.9%	74.7%
Apartment community's (or management company's) website	54.6%	70.3%	70.2%	70.4%	69.5%	73.7%	70.4%
Driving in neighborhoods I want to live in	53.6%	62.4%	52.3%	60.3%	54.0%	58.3%	57.5%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	41.2%	47.4%	48.7%	51.1%	50.6%	55.3%	50.6%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	30.9%	48.0%	45.4%	45.9%	47.9%	45.2%	45.8%
Referrals (friends, co-workers)	38.1%	47.2%	38.9%	41.3%	40.0%	43.8%	42.2%
Printed apartment guide (like Apartment Finder, For Rent Magazine)	25.8%	24.1%	17.2%	11.5%	11.9%	8.7%	14.7%
Apartment community's (or management company's) social networking page (like Facebook)	11.3%	16.4%	13.9%	14.8%	13.8%	12.7%	14.1%
Newspaper advertising	9.3%	5.0%	4.0%	4.0%	1.7%	2.8%	3.7%
Printed flyer	2.1%	2.5%	1.7%	1.5%	1.5%	1.7%	1.8%
Yellow pages	4.1%	.2%	.6%	.4%	1.0%	.5%	.6%

Did you visit your current apartment community's website before contacting the community office directly to speak to someone about renting there?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	71.8%	82.7%	81.2%	81.9%	81.6%	79.7%	80.9%
No	28.2%	17.3%	18.8%	18.1%	18.4%	20.3%	19.1%

Did you rent your current apartment without visiting the community prior to renting it?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	21.8%	10.8%	12.2%	12.2%	13.2%	13.8%	12.9%
No	78.2%	89.2%	87.8%	87.8%	86.8%	86.2%	87.1%

Of all of the info you could obtain on the Internet, how important would the following be when shopping for an apartment?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Rents and specials	4.71	4.73	4.66	4.63	4.68	4.64	4.67
Apartment floor plans/design	4.48	4.58	4.64	4.66	4.66	4.66	4.63
Current availability of apartments	4.52	4.60	4.56	4.62	4.64	4.65	4.61
Photographs of the apartments and community	4.56	4.63	4.62	4.62	4.66	4.55	4.61
Information on the apartment community's apartments, facilities and location	4.58	4.62	4.59	4.57	4.56	4.52	4.57
Able to easily communicate with the apartment community staff	4.42	4.51	4.50	4.42	4.47	4.35	4.44
Resident ratings and reviews	4.24	4.26	4.18	4.23	4.20	4.05	4.18
Resident comments	4.09	4.18	4.10	4.14	4.10	3.87	4.07
Able to rent or reserve an apartment online	3.51	3.55	3.43	3.41	3.40	3.35	3.43
Live chat with a community staff member	3.15	3.09	2.89	2.91	2.91	2.73	2.90

What impact would each of the following apartment features and amenities have on your decision when shopping for an apartment?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Laundry (for example in-unit, community laundry room, etc.)	4.35	4.56	4.56	4.58	4.68	4.63	4.59
HVAC (heating, ventilation, and air conditioning)	4.62	4.61	4.62	4.50	4.57	4.49	4.56
Appliances (for example dishwasher, gas range, etc.)	4.35	4.46	4.56	4.47	4.54	4.45	4.49
Interior features (for example walk in closets, hardwood floors, etc.)	4.36	4.39	4.36	4.40	4.52	4.51	4.43
Parking (for example garage, assigned spot, etc.)	4.14	4.20	4.24	4.28	4.30	4.15	4.22
Exterior features (for example balcony, patio, etc.)	3.98	4.05	4.00	4.01	4.02	3.93	4.00
TV and Internet Service (for example AT&T, Comcast, etc.)	3.92	4.02	3.88	3.92	3.90	3.77	3.89
Utilities (paid / unpaid)	4.05	3.87	3.76	3.65	3.71	3.36	3.66
Pet policy	3.53	3.64	3.72	3.68	3.65	3.56	3.64
Smoking policy	3.57	3.46	3.52	3.54	3.61	3.56	3.54
Furniture (furnished / unfurnished)	2.78	2.49	2.52	2.33	2.42	2.26	2.41

Impact of the following community amenities on what apartment to rent in the future?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Security and access control features	4.23	4.22	4.19	4.14	4.20	4.27	4.21
WiFi enabled community	3.86	3.85	3.86	3.78	3.77	3.77	3.81
Top quality workout facilities	3.20	3.46	3.51	3.53	3.66	3.70	3.56
Storage facilities	3.38	3.46	3.42	3.44	3.31	3.29	3.38
Outdoor fitness spaces, such as running track, meditation/yoga space, climbing wall	2.89	3.05	2.94	2.99	2.91	2.84	2.94
Community garden plots	2.87	2.75	2.66	2.61	2.71	2.74	2.70
Communal gathering spaces that encourage people to sit and talk	2.61	2.70	2.60	2.59	2.68	2.77	2.67
Dog park	2.54	2.62	2.77	2.66	2.55	2.48	2.61
Business center/cyber cafe from which to work	2.53	2.52	2.45	2.45	2.55	2.54	2.50
Communal kitchen/dining area available to all residents in a common area	2.48	2.49	2.44	2.33	2.46	2.48	2.44
Play structure	2.45	2.35	2.38	2.23	2.15	2.02	2.22

Impact of the following services on your decision on what apartment to rent in the future?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Ability to pay rent online if there is no convenience fee	4.29	4.41	4.44	4.31	4.47	4.33	4.38
Response time to your emails or voice mails	4.20	4.36	4.40	4.33	4.38	4.24	4.33
Ability to submit service requests online	3.92	4.21	4.24	4.12	4.27	4.21	4.20
Ability to renew the lease online	3.55	3.71	3.82	3.70	3.78	3.67	3.72
Ability to sign and execute a lease online	3.31	3.49	3.62	3.52	3.60	3.56	3.55
Ability to submit service requests via text	3.45	3.44	3.47	3.41	3.42	3.21	3.38
Ability to reserve an apartment online	3.26	3.37	3.37	3.35	3.33	3.27	3.33
Ability to pay rent online if there is a convenience fee	3.20	3.24	3.46	3.32	3.14	3.21	3.27
Ability to rent an apartment online	3.24	3.30	3.24	3.21	3.26	3.15	3.22
Discounts at local retailers and restaurants	3.42	3.34	3.30	3.18	3.20	3.03	3.21
Valet-style trash removal services	3.09	3.06	3.27	3.04	3.03	2.94	3.06
Activities and social gatherings sponsored by the apartment community	2.98	2.97	2.94	2.92	3.04	3.02	2.98
Community social media presence (like Facebook or Instagram)	2.55	2.54	2.43	2.32	2.38	2.30	2.39

Impact of the following environmental-related features have on your decision on what apartment to rent in the future?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Pedestrian friendly location - walking distance to shopping, restaurants, entertainment, schools, etc.	3.69	3.40	3.47	3.63	3.95	4.11	3.73
Energy efficient/environmentally friendly appliances and systems	3.66	3.69	3.54	3.50	3.51	3.47	3.54
Pedestrian friendly location - walking distance to public transportation	3.65	3.12	3.19	3.34	3.79	3.93	3.50
Recycling program (glass, plastic, metal, paper, etc.)	3.43	3.48	3.38	3.48	3.55	3.57	3.49
Green/ environmentally-friendly building materials and processes	3.43	3.24	3.15	3.12	3.29	3.22	3.21
Outdoor green space (such as a green roof deck, gardens, etc.)	3.07	3.07	2.98	3.16	3.27	3.40	3.18
The use of alternative energy sources, such as self-generated (wind, solar, rainwater, etc.)	2.83	2.82	2.73	2.82	2.82	2.78	2.79
Mixed-use/live-work-play community (apartments, office, retail)	2.86	2.72	2.66	2.76	2.85	2.80	2.76
Storage area for bicycles	2.71	2.64	2.65	2.66	2.76	2.78	2.70
Outlets to recharge electric cars	2.28	2.11	2.04	2.04	2.06	2.12	2.09
Bike sharing or rental service	2.16	2.07	1.97	1.96	2.20	2.17	2.08
Car-sharing services (like ZipCar)	2.21	1.98	1.85	1.88	2.16	2.09	2.00

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Viewing the actual apartment I can lease	4.47	4.57	4.56	4.59	4.50	4.51	4.54
Perception of quality customer service	4.07	4.30	4.36	4.31	4.21	4.17	4.26
Ratings/reviews of community available	3.99	4.14	4.05	4.16	4.16	3.90	4.06
Resident survey/feedback program	3.84	3.90	3.75	3.85	3.85	3.57	3.77
Viewing a furnished/accessorized model	3.80	3.77	3.67	3.59	3.60	3.36	3.59
Pet friendly building (dogs and cats)	3.61	3.41	3.55	3.44	3.49	3.30	3.43
Location - urban	3.19	3.22	3.25	3.45	3.49	3.68	3.42
Community common area space	3.44	3.38	3.28	3.39	3.48	3.44	3.40
Location - suburban	3.57	3.53	3.53	3.39	3.38	3.07	3.37
Community's "sense of community"	3.48	3.42	3.35	3.35	3.39	3.23	3.34
Management company brand name	2.79	2.76	2.68	2.63	2.59	2.63	2.66

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?	3.90	4.06	4.20	4.17	4.20	4.16	4.15

If your community staff needs to communicate with you, how would you prefer they contact you?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Email	74.8%	83.1%	87.7%	89.3%	90.4%	91.1%	88.0%
Cell Phone	75.7%	77.8%	73.6%	74.1%	73.8%	68.8%	73.4%
Text Message	46.6%	47.8%	53.4%	54.1%	49.2%	47.3%	50.1%
In-Person	42.7%	25.6%	24.3%	26.3%	24.6%	23.5%	25.5%
Website/Property Portal	6.8%	10.2%	11.5%	8.8%	8.9%	8.5%	9.4%
Home Phone	11.7%	11.8%	9.4%	10.9%	7.7%	6.7%	9.3%
Mail	11.7%	9.1%	11.2%	7.7%	6.3%	6.7%	8.3%
Work Phone	5.8%	2.6%	4.7%	3.0%	4.2%	5.2%	4.1%
Chat (LiveChat, Skype, FaceTime, etc.)	5.8%	2.2%	3.9%	2.3%	2.3%	2.4%	2.7%
Social Networking Sites (Facebook, Twitter, etc.)	4.9%	2.8%	2.5%	1.7%	2.3%	2.8%	2.5%

For what reasons would/do you use an apartment community's resident-oriented website (portal)?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Pay rent	76.7%	77.3%	84.6%	82.6%	84.5%	84.3%	82.5%
Submit service requests	60.2%	71.8%	73.0%	75.5%	77.9%	80.1%	75.3%
Communicate with the community staff	45.6%	45.1%	47.3%	47.9%	49.3%	47.5%	47.3%
News/updates about the apartment community from the community staff	31.1%	42.4%	43.2%	43.2%	45.1%	43.0%	42.9%
Schedule of community social events and activities	26.2%	28.6%	30.3%	28.9%	30.3%	34.1%	30.5%
Provide or read ratings/reviews of your experience at the community	24.3%	23.3%	21.1%	22.5%	22.5%	17.9%	21.3%
View or post Classifieds	16.5%	15.5%	15.8%	15.5%	17.8%	22.6%	17.7%
Communicate with residents	17.5%	13.1%	9.8%	12.8%	15.3%	16.9%	13.9%
Would not use the community's website	7.8%	7.8%	5.7%	5.8%	6.1%	3.6%	5.7%

For what reasons would/do you use an apartment community’s social networking page for (i.e., Facebook, Twitter, Instagram, etc.)?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Would not view the social networking pages	53.8%	48.3%	48.1%	50.4%	46.8%	48.9%	48.8%
News/updates about the apartment community from the community staff	33.3%	33.1%	35.7%	34.1%	37.8%	32.3%	34.3%
Schedule of community social events and activities	23.7%	22.3%	21.0%	21.1%	25.6%	21.6%	22.2%
Provide feedback on your experience as a resident	23.7%	23.1%	19.1%	18.9%	18.5%	15.6%	19.0%
Communicate with the community staff	23.7%	17.1%	15.6%	14.4%	14.9%	13.6%	15.3%
View or post "classifieds"	12.9%	14.4%	14.9%	14.8%	15.4%	16.2%	15.1%
Post comments/images of my experience in the community	14.0%	16.9%	14.7%	13.6%	14.9%	13.3%	14.5%
Communicate with residents	16.1%	14.2%	12.4%	11.0%	13.9%	12.7%	12.9%

How important is it for an apartment community to offer...

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
A website for residents to submit work orders, pay rent, etc.	4.23	4.44	4.53	4.46	4.56	4.52	4.49
A social networking page (like Facebook, Instagram, etc.)	2.21	2.23	2.17	2.09	2.16	2.11	2.15

How long do you plan to rent an apartment?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Less than one year	8.7%	5.7%	6.7%	6.8%	5.2%	8.9%	6.9%
One-two years	30.1%	42.5%	42.7%	46.1%	51.1%	46.3%	45.0%
Three-five years	23.3%	27.6%	30.6%	29.0%	26.5%	28.3%	28.3%
More than five years	37.9%	24.2%	20.0%	18.1%	17.3%	16.5%	19.8%

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Value received for the rent that you pay	4.72	4.75	4.78	4.73	4.78	4.75	4.75
Sense of safety and security at the community	4.60	4.66	4.60	4.65	4.65	4.57	4.62
Quality of the maintenance services provided	4.54	4.66	4.62	4.59	4.61	4.50	4.59
Appearance and condition of my apartment	4.45	4.55	4.54	4.53	4.59	4.57	4.55
Quality of customer service provided by the office staff	4.47	4.58	4.56	4.50	4.52	4.37	4.49
Appearance and condition of the apartment community (buildings, grounds, landscaping)	4.39	4.48	4.48	4.46	4.53	4.48	4.48
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.59	3.85	3.84	3.82	3.92	3.76	3.82
Neighbors	4.01	3.95	3.85	3.85	3.79	3.66	3.82
Recreational facilities available at the community (fitness center, pool, party room, etc.)	3.61	3.69	3.72	3.73	3.80	3.78	3.74
Resident amenities available at the community (community garden, dog park, run/walk track, gathering spaces)	3.25	3.42	3.39	3.46	3.55	3.41	3.43
Resident surveys to provide feedback	3.38	3.29	3.16	3.14	3.19	2.92	3.13
Community's "sense of community"	3.24	3.16	3.11	3.09	3.06	3.00	3.09
Social activities/events sponsored by the apartment community	2.98	2.83	2.83	2.74	2.98	2.87	2.85
Community has a social media page (like Facebook, Instagram, etc.)	2.26	2.13	2.05	2.02	2.02	1.98	2.04

How likely are you to...

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Recommend your apartment community to a friend or co-worker	3.74	3.83	3.87	3.80	3.85	3.93	3.85
Renew your lease when it expires	3.81	3.66	3.69	3.60	3.65	3.67	3.66
Share/rate/comment online about your experiences at your current apartment community	3.50	3.60	3.57	3.49	3.52	3.25	3.47

If asked by my apartment community, I would post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	65.7%	67.4%	67.6%	66.0%	66.3%	63.6%	66.0%
No	34.3%	32.6%	32.4%	34.0%	33.7%	36.4%	34.0%

My apartment community has asked me to post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	27.7%	17.4%	19.1%	19.2%	16.9%	18.2%	18.6%
No	72.3%	82.6%	80.9%	80.8%	83.1%	81.8%	81.4%

I have posted a positive comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	24.2%	18.5%	20.4%	17.1%	17.9%	15.8%	18.0%
No	75.8%	81.5%	79.6%	82.9%	82.1%	84.2%	82.0%

I have posted a negative comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	9.2%	6.1%	5.9%	6.7%	6.3%	5.0%	6.0%
No	90.8%	93.9%	94.1%	93.3%	93.7%	95.0%	94.0%

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
They really care about their residents	51.5%	52.2%	53.1%	49.0%	51.3%	48.2%	50.6%
They have great customer service	49.5%	53.3%	55.8%	48.6%	53.5%	51.6%	52.3%
They are a trustworthy property management team	38.6%	31.4%	32.1%	24.7%	27.9%	28.1%	29.1%
They offer a quality living experience	38.6%	26.7%	30.0%	27.1%	28.4%	25.9%	27.9%
They have hired a third party to respond	8.9%	6.9%	8.4%	5.7%	7.6%	10.5%	8.0%
I don't really care if the staff responds	15.8%	10.2%	14.0%	13.5%	14.3%	15.3%	13.6%
None of the above	24.8%	20.2%	16.9%	20.7%	19.8%	16.8%	19.0%

What impact does each of the following have on your perceptions of a negative review of an apartment community?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Poster of the negative review reports that complaint has been corrected	3.79	3.82	3.86	3.93	3.90	3.93	3.89
Poster of the negative review has a history of posting negative reviews at other apartment communities	3.24	3.33	3.43	3.33	3.31	3.32	3.34

What impact does each of the following have on your perceptions of an apartment community?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
An apartment community staff member responding to positive reviews posted on a rating and review site	3.71	3.72	3.74	3.67	3.70	3.62	3.69
An apartment community staff member responding professionally to negative reviews posted on a rating and review site	3.97	3.94	4.00	4.02	3.98	3.94	3.97
An apartment community staff member responding unprofessionally to negative reviews posted on a rating and review site	2.83	2.59	2.54	2.51	2.57	2.50	2.55
An apartment community staff member NOT responding to reviews posted on a rating and review site	2.75	2.79	2.81	2.73	2.86	2.80	2.80

Do you follow any apartment community or property management company on any of the following sites - Facebook

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	17.0%	20.5%	19.2%	18.8%	22.0%	23.6%	20.8%
No	83.0%	79.5%	80.8%	81.2%	78.0%	76.4%	79.2%

Do you follow any apartment community or property management company on any of the following sites - Instagram

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	7.4%	3.6%	4.6%	3.7%	5.5%	6.2%	4.9%
No	92.6%	96.4%	95.4%	96.3%	94.5%	93.8%	95.1%

Do you follow any apartment community or property management company on any of the following sites - Pinterest

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	5.3%	1.7%	1.3%	1.8%	1.8%	1.6%	1.7%
No	94.7%	98.3%	98.7%	98.2%	98.2%	98.4%	98.3%

Do you follow any apartment community or property management company on any of the following sites - Twitter

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	5.3%	1.9%	2.5%	2.6%	4.3%	2.8%	2.9%
No	94.7%	98.1%	97.5%	97.4%	95.7%	97.2%	97.1%

Do you follow any apartment community or property management company on any of the following sites - Snapchat

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	3.2%	1.3%	.8%	1.0%	.8%	1.1%	1.1%
No	96.8%	98.7%	99.2%	99.0%	99.2%	98.9%	98.9%

Do you follow any apartment community or property management company on any of the following sites - LinkedIn

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	8.5%	2.4%	2.3%	2.6%	3.3%	2.5%	2.8%
No	91.5%	97.6%	97.7%	97.4%	96.7%	97.5%	97.2%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter? If yes: What was the nature of the interaction?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Compliment	50.0%	28.0%	37.8%	34.9%	31.9%	27.1%	32.3%
Enter a contest	7.1%	28.0%	28.9%	25.6%	29.8%	42.9%	30.9%
Question	21.4%	32.0%	24.4%	23.3%	25.5%	17.1%	23.8%
Complaint	21.4%	22.0%	15.6%	23.3%	17.0%	15.7%	18.6%
Recommend	7.1%	24.0%	20.0%	14.0%	14.9%	18.6%	17.8%
Other	7.1%	20.0%	22.2%	18.6%	19.1%	12.9%	17.5%
Respond to a blog post	7.1%	10.0%	8.9%	9.3%	14.9%	18.6%	12.6%

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Feedback from a friend, family member or co-worker	72.9%	76.0%	75.8%	77.7%	78.9%	77.9%	77.1%
Online ratings and feedback/comments from customers	67.7%	72.4%	69.8%	74.6%	71.3%	67.6%	70.8%
Website for a company	27.1%	38.2%	37.7%	37.3%	34.2%	33.8%	35.8%
Advertisement	16.7%	13.4%	12.8%	11.6%	9.3%	10.4%	11.6%
Social networking page (like Facebook)	14.6%	9.6%	7.5%	9.5%	8.4%	8.7%	9.0%
Celebrity endorsement	3.1%	.6%	1.0%	.6%	1.4%	1.5%	1.1%

Would you trust a rating and review site if all or most of the reviews were only positive?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	47.1%	49.6%	50.3%	55.1%	55.7%	54.8%	53.0%
No	52.9%	50.4%	49.7%	44.9%	44.3%	45.2%	47.0%

Have you ever considered renting at an apartment community because of the property management company's brand name?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Yes	19.6%	19.1%	19.4%	20.0%	22.1%	23.8%	21.0%
No	80.4%	80.9%	80.6%	80.0%	77.9%	76.2%	79.0%

Are you:

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Sex							
Male	45.5%	28.2%	36.0%	32.3%	37.1%	41.3%	35.7%
Female	54.5%	71.8%	64.0%	67.7%	62.9%	58.7%	64.3%

What is your age?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
18-24	17.3%	16.1%	15.5%	14.5%	12.3%	10.1%	13.7%
25-34	22.1%	28.6%	31.9%	33.5%	34.4%	33.7%	32.1%
35-44	10.6%	16.5%	15.7%	16.2%	20.3%	21.9%	18.0%
45-54	16.3%	14.1%	16.4%	14.3%	14.9%	15.1%	15.0%
55-64	19.2%	15.1%	13.1%	12.8%	10.4%	12.7%	13.1%
65+	14.4%	9.6%	7.4%	8.7%	7.8%	6.6%	8.2%

What is your current total amount due each month for your apartment rent (for example, if roommates, how much does everyone pay together each month):

	Total
less than \$750	3.8%
\$750 - \$999	18.2%
\$1000 - \$1249	18.0%
\$1250 - \$1499	19.6%
\$1500 - \$1749	15.7%
More than \$1750	24.7%

What is the HIGHEST level of education you have completed?	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
Some High School	.0%	1.0%	.4%	.4%	.0%	.1%	.4%
High School Graduate	31.7%	17.0%	15.7%	14.8%	9.6%	6.4%	13.1%
Associate Degree or Equivalent	27.9%	24.7%	20.9%	18.6%	16.7%	10.4%	18.2%
Bachelors/Undergraduate Degree	26.9%	30.6%	43.1%	42.1%	38.0%	42.3%	39.0%
Masters/Graduate Degree	9.6%	20.3%	14.5%	18.4%	26.5%	29.5%	21.7%
PhD / Doctoral Degree	1.9%	2.2%	3.1%	3.4%	6.8%	9.5%	5.1%
Other	1.9%	4.1%	2.2%	2.3%	2.3%	1.8%	2.5%

What region do you currently live in?

	Less than \$750	\$750 - \$999	\$1000 - \$1249	\$1250 - \$1499	\$1500 - \$1749	More than \$1750	Total
New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	1.0%	.8%	.4%	.4%	.0%	5.1%	1.6%
Mid-Atlantic (New Jersey, New York, Pennsylvania)		1.0%	.8%	.9%	.7%	5.8%	2.1%
South Atlantic (DC, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)	32.4%	46.9%	42.8%	34.3%	40.4%	36.8%	39.6%
East South Central (Alabama, Kentucky, Mississippi, Tennessee)	1.0%	2.6%	1.8%	.9%	.7%	1.0%	1.4%
West South Central (Arkansas, Louisiana, Oklahoma, Texas)	1.0%	6.7%	10.7%	10.4%	5.2%	3.3%	6.8%
East North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin)	7.8%	12.1%	12.7%	11.9%	18.9%	14.6%	13.7%
West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	1.0%	4.6%	6.1%	4.1%	2.4%	1.0%	3.4%
Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	43.1%	16.0%	10.7%	12.8%	7.6%	2.1%	10.7%
Pacific (Alaska, California, Hawaii, Oregon, Washington)	12.7%	9.3%	13.9%	24.3%	24.1%	30.2%	20.7%

BY REGION

NE	New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)
MA	Mid-Atlantic (New Jersey, New York, Pennsylvania)
SA	South Atlantic (DC, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)
ESC	East South Central (Alabama, Kentucky, Mississippi, Tennessee)
WSC	West South Central (Arkansas, Louisiana, Oklahoma, Texas)
ENC	East North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin)
WNC	West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)
MTN	Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)
PAC	Pacific (Alaska, California, Hawaii, Oregon, Washington)

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC
Breakdown	1.6%	2.1%	39.6%	1.4%	6.9%	13.8%	3.4%	10.7%	20.7%

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	69.2%	66.7%	63.5%	73.5%	76.9%	67.5%	70.1%	65.8%	72.0%	67.5%
No	30.8%	33.3%	36.5%	26.5%	23.1%	32.5%	29.9%	34.2%	28.0%	32.5%

When were/will be shopping for an apartment, sources of information used/to use

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	70.7%	78.2%	72.3%	71.4%	63.5%	79.9%	77.8%	74.2%	79.9%	74.8%
Apartment community's (or management company's) website	80.5%	70.9%	74.4%	74.3%	67.4%	70.2%	68.9%	67.0%	65.8%	70.6%
Driving in neighborhoods I want to live in	53.7%	47.3%	61.0%	54.3%	61.8%	45.3%	66.7%	62.7%	56.1%	57.7%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	58.5%	43.6%	46.4%	54.3%	54.5%	52.6%	61.1%	48.7%	55.3%	50.6%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	46.3%	41.8%	50.0%	51.4%	41.0%	41.7%	36.7%	45.9%	43.4%	45.8%
Referrals (friends, co-workers)	58.5%	45.5%	45.1%	25.7%	37.6%	45.3%	41.1%	39.1%	37.3%	42.2%
Printed apartment guide (like Apartment Finder, For Rent Magazine)	.0%	14.5%	18.4%	25.7%	10.1%	8.1%	22.2%	17.6%	11.9%	14.8%
Apartment community's (or management company's) social networking page (like Facebook)	12.2%	9.1%	14.5%	20.0%	14.0%	18.7%	17.8%	8.6%	13.2%	14.2%
Newspaper advertising	.0%	5.5%	4.6%	5.7%	2.2%	4.1%	2.2%	2.9%	3.3%	3.8%
Printed flyer	.0%	.0%	2.0%	2.9%	1.1%	2.4%	2.2%	.7%	1.8%	1.8%
Yellow pages	.0%	.0%	.6%	.0%	.6%	1.4%	1.1%	.7%	.4%	.6%

Of all of the info you could obtain on the Internet, how important would the following be when shopping for an apartment?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Rents and specials	4.64	4.61	4.71	4.79	4.71	4.59	4.56	4.67	4.64	4.67
Apartment floor plans/design	4.67	4.61	4.65	4.79	4.72	4.63	4.65	4.66	4.56	4.64
Current availability of apartments	4.62	4.63	4.63	4.58	4.62	4.62	4.59	4.58	4.61	4.61
Photographs of the apartments and community	4.64	4.52	4.60	4.76	4.67	4.66	4.62	4.62	4.56	4.61
Information on the apartment community's apartments, facilities and location	4.60	4.54	4.60	4.47	4.60	4.57	4.63	4.56	4.50	4.57
Able to easily communicate with the apartment community staff	4.34	4.30	4.50	4.55	4.58	4.31	4.61	4.37	4.39	4.44
Resident ratings and reviews	4.27	4.30	4.28	4.21	4.21	4.07	4.17	4.18	4.01	4.17
Resident comments	4.02	4.22	4.18	4.21	4.14	3.98	3.97	4.12	3.85	4.06
Able to rent or reserve an apartment online	3.31	3.05	3.46	3.26	3.45	3.50	3.20	3.40	3.41	3.42
Live chat with a community staff member	2.78	2.96	2.99	2.58	2.92	2.86	2.92	2.91	2.80	2.91

What impact would each of the following apartment features and amenities have on your decision when shopping for an apartment?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Laundry (for example in-unit, community laundry room, etc.)	4.68	4.70	4.62	4.53	4.58	4.50	4.60	4.58	4.61	4.59
HVAC (heating, ventilation, and air conditioning)	4.55	4.62	4.63	4.61	4.62	4.55	4.62	4.59	4.35	4.55
Appliances (for example dishwasher, gas range, etc.)	4.51	4.46	4.49	4.63	4.53	4.51	4.53	4.45	4.43	4.48
Interior features (for example walk in closets, hardwood floors, etc.)	4.50	4.50	4.44	4.74	4.63	4.46	4.42	4.35	4.35	4.43
Parking (for example garage, assigned spot, etc.)	4.43	4.41	4.25	4.24	4.34	3.78	4.43	4.30	4.32	4.22
Exterior features (for example balcony, patio, etc.)	4.05	4.05	4.05	4.11	4.11	3.98	4.16	3.87	3.89	4.00
TV and Internet Service (for example AT&T, Comcast, etc.)	3.71	4.20	3.94	3.82	4.13	3.86	3.96	3.74	3.77	3.89
Utilities (paid / unpaid)	3.60	3.82	3.71	3.82	3.26	3.69	3.97	3.57	3.66	3.66
Pet policy	3.05	3.76	3.54	3.63	3.85	3.65	3.78	3.76	3.68	3.64
Smoking policy	3.40	3.66	3.54	3.32	3.61	3.50	3.67	3.52	3.52	3.54
Furniture (furnished / unfurnished)	2.19	2.54	2.48	2.64	2.40	2.26	2.46	2.45	2.31	2.40

Did you visit your current apartment community's website before contacting the community office directly to speak to someone about renting there?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	78.6%	71.4%	82.4%	89.5%	77.5%	83.4%	84.9%	80.5%	77.0%	80.8%
No	21.4%	28.6%	17.6%	10.5%	22.5%	16.6%	15.1%	19.5%	23.0%	19.2%

Did you rent your current apartment without visiting the community prior to renting it?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	7.1%	8.9%	13.3%	10.5%	11.2%	13.9%	14.0%	11.7%	13.0%	12.8%
No	92.9%	91.1%	86.7%	89.5%	88.8%	86.1%	86.0%	88.3%	87.0%	87.2%

Impact of the following community amenities on what apartment to rent in the future?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Security and access control features	4.27	4.39	4.22	4.22	4.57	4.31	4.28	4.00	4.05	4.20
WiFi enabled community	4.21	4.09	3.86	4.17	4.11	3.76	4.06	3.68	3.57	3.81
Top quality workout facilities	4.43	3.68	3.56	3.61	3.86	3.71	3.52	3.40	3.36	3.56
Storage facilities	3.29	3.74	3.31	3.44	3.53	3.34	3.67	3.41	3.39	3.38
Outdoor fitness spaces, such as running track, meditation/yoga space, climbing wall	3.26	3.09	2.97	2.86	3.14	2.98	2.83	2.86	2.78	2.93
Community garden plots	2.65	3.07	2.66	2.83	2.75	2.75	2.49	2.69	2.72	2.70
Communal gathering spaces that encourage people to sit and talk	3.19	2.86	2.73	2.92	2.74	2.68	2.51	2.53	2.54	2.67
Dog park	2.16	2.73	2.49	2.57	2.96	2.61	2.66	2.72	2.65	2.60
Business center/cyber cafe from which to work	2.74	2.80	2.58	2.74	2.71	2.57	2.35	2.32	2.29	2.50
Communal kitchen/dining area available to all residents in a common area	2.91	2.59	2.44	2.83	2.63	2.32	2.51	2.37	2.40	2.44
Play structure	1.93	2.42	2.31	2.26	2.41	2.10	2.11	2.22	2.06	2.22

Impact of the following services on your decision on what apartment to rent in the future?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Ability to pay rent online if there is no convenience fee	4.36	4.32	4.39	3.97	4.57	4.41	4.22	4.38	4.35	4.38
Response time to your emails or voice mails	4.26	4.32	4.37	4.50	4.58	4.24	4.29	4.32	4.23	4.33
Ability to submit service requests online	4.47	4.11	4.23	4.19	4.40	4.22	4.18	4.11	4.09	4.20
Ability to renew the lease online	4.07	3.77	3.73	3.35	3.93	3.73	3.45	3.56	3.71	3.72
Ability to sign and execute a lease online	3.67	3.38	3.53	3.11	3.75	3.54	3.36	3.42	3.62	3.54
Ability to submit service requests via text	3.49	3.45	3.38	3.49	3.76	3.32	3.25	3.36	3.29	3.38
Ability to reserve an apartment online	3.28	2.95	3.37	2.97	3.34	3.35	3.25	3.21	3.35	3.32
Ability to pay rent online if there is a convenience fee	3.49	3.36	3.28	2.94	3.48	3.31	3.33	3.19	3.17	3.27
Ability to rent an apartment online	3.12	2.98	3.26	2.89	3.26	3.28	3.02	3.13	3.22	3.22
Discounts at local retailers and restaurants	2.98	3.13	3.25	3.03	3.59	3.16	2.85	3.19	3.12	3.20
Valet-style trash removal services	3.30	3.43	3.19	3.33	3.46	3.03	3.04	2.77	2.79	3.06
Activities and social gatherings sponsored by the apartment community	2.98	3.25	3.09	3.08	3.18	2.90	2.81	2.81	2.82	2.98
Community social media presence (like Facebook or Instagram)	2.37	2.52	2.45	2.61	2.63	2.43	2.34	2.16	2.26	2.39

Impact of the following environmental-related features have on your decision on what apartment to rent in the future?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Pedestrian friendly location - walking distance to shopping, restaurants, entertainment, schools, etc.	4.19	3.66	3.69	3.05	3.49	3.95	3.32	3.49	3.94	3.73
Energy efficient/environmentally friendly appliances and systems	3.44	3.39	3.60	3.39	3.64	3.47	3.46	3.49	3.51	3.54
Recycling program (glass, plastic, metal, paper, etc.)	3.81	3.39	3.49	3.41	3.39	3.34	3.46	3.51	3.64	3.50
Pedestrian friendly location - walking distance to public transportation	4.19	3.45	3.45	2.65	3.00	3.83	3.04	3.26	3.73	3.50
Green/ environmentally-friendly building materials and processes	3.12	3.23	3.22	3.24	3.32	3.22	2.96	3.15	3.22	3.21
Outdoor green space (such as a green roof deck, gardens, etc.)	3.43	3.55	3.06	2.95	3.27	3.34	3.10	3.08	3.30	3.18
The use of alternative energy sources, such as self-generated (wind, solar, rainwater, etc.)	2.67	2.80	2.71	3.05	2.81	2.66	2.52	2.81	3.04	2.79
Mixed-use/live-work-play community (apartments, office, retail)	2.86	2.54	2.80	2.73	3.03	2.74	2.65	2.58	2.72	2.76
Storage area for bicycles	2.86	2.64	2.68	2.67	2.58	2.72	2.77	2.65	2.77	2.70
Outlets to recharge electric cars	2.29	2.42	2.06	2.11	2.05	2.00	2.03	1.96	2.20	2.08
Bike sharing or rental service	2.43	2.09	2.05	2.08	2.10	2.21	1.85	2.01	2.07	2.07
Car-sharing services (like ZipCar)	2.26	2.05	1.97	1.97	1.98	2.17	1.76	1.90	2.02	2.00

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Viewing the actual apartment I can lease	4.26	4.61	4.59	4.42	4.60	4.52	4.57	4.48	4.50	4.54
Perception of quality customer service	4.07	4.29	4.31	4.30	4.43	4.21	4.53	4.28	4.08	4.26
Ratings/reviews of community available	3.95	4.00	4.14	3.92	4.24	4.01	4.21	4.16	3.84	4.06
Resident survey/feedback program	3.54	3.73	3.87	3.62	3.98	3.69	3.95	3.84	3.52	3.77
Viewing a furnished/accessorized model	3.28	3.80	3.67	3.95	3.92	3.61	3.90	3.65	3.22	3.59
Pet friendly building (dogs and cats)	2.98	3.52	3.31	3.05	3.61	3.50	3.59	3.59	3.53	3.44
Location - urban	3.60	3.09	3.38	3.32	3.44	3.77	3.17	3.24	3.43	3.42
Community common area space	3.74	3.88	3.48	3.05	3.54	3.37	3.31	3.32	3.21	3.40
Location - suburban	3.19	3.58	3.48	3.49	3.57	3.03	3.90	3.39	3.18	3.37
Community's "sense of community"	3.23	3.41	3.50	3.19	3.55	3.16	3.39	3.27	3.15	3.34
Management company brand name	2.63	2.96	2.74	2.64	2.96	2.74	2.52	2.55	2.38	2.65

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?	4.11	4.23	4.17	4.17	4.33	4.21	4.23	4.10	4.03	4.15

If your community staff needs to communicate with you, how would you prefer they contact you?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Email	88.4%	83.9%	88.0%	73.0%	87.7%	91.7%	87.1%	83.1%	89.3%	87.9%
Cell Phone	79.1%	73.2%	73.4%	78.4%	74.9%	73.3%	73.1%	74.5%	71.9%	73.5%
Text Message	46.5%	51.8%	46.8%	37.8%	62.6%	49.9%	52.7%	56.2%	49.8%	50.1%
In-Person	18.6%	21.4%	26.8%	21.6%	25.1%	18.7%	18.3%	27.6%	29.2%	25.6%
Home Phone	2.3%	10.7%	12.6%	2.7%	4.3%	7.7%	7.5%	5.9%	9.1%	9.4%
Website/Property Portal	7.0%	7.1%	9.9%	10.8%	12.3%	8.8%	11.8%	6.2%	9.4%	9.4%
Mail	2.3%	5.4%	9.1%	5.4%	7.0%	6.7%	8.6%	6.9%	10.0%	8.3%
Work Phone	2.3%	8.9%	5.7%	.0%	3.7%	3.7%	3.2%	2.1%	2.3%	4.0%
Chat (LiveChat, Skype, FaceTime, etc.)	.0%	1.8%	2.9%	10.8%	6.4%	1.6%	.0%	2.4%	2.5%	2.8%
Social Networking Sites (Facebook, Twitter, etc.)	.0%	.0%	2.2%	2.7%	4.8%	2.1%	.0%	3.1%	3.4%	2.6%

For what reasons would/do you use an apartment community's resident-oriented website (portal)?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Pay rent	90.7%	87.5%	80.9%	73.0%	83.3%	86.7%	81.7%	80.5%	82.9%	82.4%
Submit service requests	81.4%	66.1%	75.7%	73.0%	78.0%	79.5%	73.1%	71.1%	74.1%	75.3%
Communicate with the community staff	41.9%	39.3%	48.2%	43.2%	50.5%	43.7%	47.3%	46.3%	49.2%	47.4%
News/updates about the apartment community from the community staff	55.8%	50.0%	42.4%	45.9%	43.5%	42.4%	45.2%	37.3%	44.2%	42.8%
Schedule of community social events and activities	41.9%	33.9%	31.3%	35.1%	29.6%	33.1%	31.2%	25.4%	29.0%	30.6%
Provide or read ratings/reviews of your experience at the community	23.3%	17.9%	22.8%	45.9%	20.4%	20.5%	15.1%	18.5%	20.1%	21.2%
View or post "classifieds"	27.9%	16.1%	16.3%	16.2%	16.7%	18.7%	20.4%	15.3%	20.8%	17.8%
Communicate with residents	18.6%	12.5%	14.3%	18.9%	13.4%	11.2%	8.6%	11.1%	17.1%	13.9%
Would not use the community's website	.0%	.0%	6.0%	10.8%	5.9%	3.7%	8.6%	7.7%	6.4%	5.9%

For what reasons would/do you use an apartment community's social networking page for (i.e., Facebook, Twitter, Instagram, etc.)?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Would not view the social networking pages	52.4%	58.2%	47.9%	40.0%	46.7%	45.6%	42.9%	53.9%	51.4%	48.9%
News/updates about the apartment community from the community staff	28.6%	21.8%	35.1%	45.7%	33.3%	37.2%	45.1%	30.4%	32.7%	34.3%
Schedule of community social events and activities	19.0%	14.5%	22.2%	31.4%	23.3%	25.1%	25.3%	21.8%	20.2%	22.3%
Provide feedback on your experience as a resident	14.3%	10.9%	20.2%	14.3%	23.3%	17.8%	14.3%	19.6%	18.2%	19.0%
Communicate with the community staff	9.5%	16.4%	15.5%	11.4%	17.2%	16.4%	16.5%	13.2%	15.0%	15.3%
View or post "classifieds"	19.0%	5.5%	14.9%	11.4%	13.3%	15.3%	15.4%	16.4%	16.3%	15.1%
Post comments/images of my experience in the community	11.9%	12.7%	15.0%	11.4%	17.2%	13.1%	18.7%	12.5%	14.7%	14.5%
Communicate with residents	9.5%	10.9%	12.1%	14.3%	11.7%	13.7%	9.9%	13.9%	14.9%	12.9%

How important is it for an apartment community to offer...

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
A website for residents to submit work orders, pay rent, etc.	4.74	4.36	4.50	4.22	4.61	4.52	4.42	4.45	4.46	4.49
A social networking page (like Facebook, Instagram, etc.)	1.79	2.20	2.19	2.22	2.29	2.28	2.38	1.94	2.01	2.15

How long do you plan to rent an apartment?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
One-two years	41.9%	35.7%	44.3%	51.4%	57.2%	43.7%	33.3%	50.9%	42.5%	44.9%
Three-five years	34.9%	28.6%	26.2%	21.6%	27.8%	34.0%	26.9%	24.1%	30.2%	28.1%
More than five years	18.6%	25.0%	23.0%	21.6%	10.7%	16.1%	29.0%	17.9%	19.0%	20.0%
Less than one year	4.7%	10.7%	6.5%	5.4%	4.3%	6.2%	10.8%	7.2%	8.3%	7.0%

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Value received for the rent that you pay	4.67	4.71	4.77	4.79	4.77	4.74	4.77	4.71	4.74	4.75
Sense of safety and security at the community	4.53	4.59	4.67	4.61	4.76	4.54	4.61	4.63	4.55	4.62
Quality of the maintenance services provided	4.64	4.59	4.64	4.61	4.66	4.52	4.60	4.61	4.50	4.59
Appearance and condition of my apartment	4.65	4.57	4.62	4.41	4.61	4.55	4.61	4.50	4.42	4.55
Quality of customer service provided by the office staff	4.49	4.47	4.56	4.46	4.58	4.40	4.62	4.48	4.41	4.50
Appearance and condition of the apartment community (buildings, grounds, landscaping)	4.60	4.57	4.53	4.49	4.57	4.49	4.58	4.45	4.32	4.48
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.98	3.64	3.91	3.65	3.99	3.83	3.98	3.67	3.65	3.82
Neighbors	3.47	3.77	3.89	3.84	3.95	3.62	3.81	3.87	3.76	3.82
Recreational facilities available at the community (fitness center, pool, party room, etc.)	4.28	3.93	3.77	3.97	4.12	3.76	3.69	3.66	3.50	3.74
Resident amenities available at the community (community garden, dog park, run/walk track, gathering spaces)	3.74	3.63	3.44	3.39	3.80	3.48	3.53	3.33	3.26	3.43
Resident surveys to provide feedback	2.84	3.05	3.24	3.19	3.44	3.01	3.30	3.09	2.89	3.13
Community's "sense of community"	2.93	3.31	3.26	3.27	3.19	2.86	3.19	2.91	2.91	3.08
Social activities/events sponsored by the apartment community	2.95	3.04	3.01	3.22	3.08	2.76	2.86	2.61	2.61	2.85
Community has a social media page (like Facebook, Instagram, etc.)	1.93	2.11	2.11	2.46	2.09	2.11	2.17	1.90	1.87	2.04

How likely are you to...

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Recommend your apartment community to a friend or co-worker	4.07	4.00	3.91	4.05	4.02	3.79	3.78	3.79	3.73	3.85
Renew your lease when it expires	3.79	4.02	3.72	3.68	3.77	3.59	3.49	3.55	3.58	3.66
Share/rate/comment online about your experiences at your current apartment community	2.81	3.44	3.58	3.53	3.61	3.37	3.63	3.46	3.30	3.47

If asked by my apartment community, I would post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	66.7%	69.6%	65.7%	76.3%	74.6%	61.3%	63.0%	64.9%	66.2%	65.9%
No	33.3%	30.4%	34.3%	23.7%	25.4%	38.7%	37.0%	35.1%	33.8%	34.1%

My apartment community has asked me to post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	7.3%	26.8%	22.2%	26.3%	20.1%	14.9%	19.4%	16.1%	13.8%	18.5%
No	92.7%	73.2%	77.8%	73.7%	79.9%	85.1%	80.6%	83.9%	86.2%	81.5%

I have posted a positive comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	9.5%	20.0%	20.9%	28.9%	20.7%	15.3%	19.4%	16.7%	13.5%	18.0%
No	90.5%	80.0%	79.1%	71.1%	79.3%	84.7%	80.6%	83.3%	86.5%	82.0%

I have posted a negative comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	2.4%	7.1%	4.3%	7.9%	9.3%	7.6%	6.6%	6.7%	6.7%	6.0%
No	97.6%	92.9%	95.7%	92.1%	90.7%	92.4%	93.4%	93.3%	93.3%	94.0%

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
They really care about their residents	42.9%	53.6%	52.6%	51.4%	55.7%	44.6%	65.2%	47.0%	48.6%	50.6%
They have great customer service	59.5%	46.4%	52.4%	51.4%	54.6%	51.9%	62.0%	53.0%	49.5%	52.2%
They are a trustworthy property management team	26.2%	37.5%	30.1%	16.2%	34.1%	24.1%	35.9%	28.8%	28.2%	29.1%
They offer a quality living experience	26.2%	32.1%	29.0%	27.0%	31.4%	27.0%	32.6%	28.8%	23.9%	27.9%
They have hired a third party to respond	9.5%	5.4%	9.4%	2.7%	7.6%	5.9%	4.3%	7.4%	7.9%	7.9%
I don't really care if the staff responds	7.1%	7.1%	12.2%	10.8%	10.8%	14.6%	13.0%	13.3%	18.2%	13.6%
None of the above	21.4%	19.6%	17.6%	18.9%	16.2%	20.3%	13.0%	21.1%	21.6%	19.0%

What impact does each of the following have on your perceptions of a negative review of an apartment community?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Poster of the negative review reports that complaint has been corrected	4.07	3.80	3.90	3.66	4.00	3.77	3.97	3.86	3.92	3.89
Poster of the negative review has a history of posting negative reviews at other apartment communities	3.49	3.29	3.32	3.34	3.46	3.23	3.29	3.48	3.34	3.34

What impact does each of the following have on your perceptions of an apartment community?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
An apartment community staff member responding to positive reviews posted on a rating and review site	3.65	3.60	3.74	3.61	3.83	3.53	3.78	3.64	3.65	3.68
An apartment community staff member responding professionally to negative reviews posted on a rating and review site	3.91	3.78	4.02	3.74	4.10	3.82	4.12	3.95	3.97	3.97
An apartment community staff member responding unprofessionally to negative reviews posted on a rating and review site	2.58	2.56	2.52	2.97	2.49	2.58	2.32	2.67	2.55	2.55
An apartment community staff member NOT responding to reviews posted on a rating and review site	2.91	2.74	2.77	2.89	2.74	2.83	2.76	2.82	2.85	2.80

Do you follow any apartment community or property management company on any of the following sites - Facebook

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	16.7%	13.0%	20.2%	36.8%	24.9%	25.0%	21.7%	9.9%	23.0%	20.8%
No	83.3%	87.0%	79.8%	63.2%	75.1%	75.0%	78.3%	90.1%	77.0%	79.2%

Do you follow any apartment community or property management company on any of the following sites - Instagram

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	7.3%	3.9%	3.1%	11.1%	7.4%	6.4%	3.4%	2.5%	7.3%	4.9%
No	92.7%	96.1%	96.9%	88.9%	92.6%	93.6%	96.6%	97.5%	92.7%	95.1%

Do you follow any apartment community or property management company on any of the following sites - Pinterest

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	2.4%	3.9%	1.3%	.0%	2.9%	1.7%	.0%	.7%	2.8%	1.7%
No	97.6%	96.1%	98.7%	100.0%	97.1%	98.3%	100.0%	99.3%	97.2%	98.3%

Do you follow any apartment community or property management company on any of the following sites - Twitter

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	2.4%	5.8%	2.6%	.0%	3.5%	3.4%	2.3%	2.9%	2.8%	2.9%
No	97.6%	94.2%	97.4%	100.0%	96.5%	96.6%	97.7%	97.1%	97.2%	97.1%

Do you follow any apartment community or property management company on any of the following sites - Snapchat

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	2.4%	2.0%	.8%	.0%	1.8%	1.1%	1.1%	1.1%	1.3%	1.1%
No	97.6%	98.0%	99.2%	100.0%	98.2%	98.9%	98.9%	98.9%	98.7%	98.9%

Do you follow any apartment community or property management company on any of the following sites - LinkedIn

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	5.0%	3.8%	2.7%	.0%	4.7%	2.6%	2.4%	1.1%	3.6%	2.8%
No	95.0%	96.2%	97.3%	100.0%	95.3%	97.4%	97.6%	98.9%	96.4%	97.2%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	4.9%	3.6%	8.5%	18.4%	10.8%	11.6%	15.2%	8.4%	12.7%	10.1%
No	95.1%	96.4%	91.5%	81.6%	89.2%	88.4%	84.8%	91.6%	87.3%	89.9%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter? If yes: What was the nature of the interaction?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Compliment	50.0%	.0%	32.6%	28.6%	55.0%	31.7%	21.4%	37.5%	28.2%	32.6%
Enter a contest	.0%	50.0%	30.3%	28.6%	40.0%	41.5%	.0%	16.7%	33.8%	30.7%
Question	.0%	.0%	25.8%	42.9%	30.0%	17.1%	21.4%	41.7%	15.5%	23.3%
Complaint	50.0%	50.0%	15.7%	14.3%	25.0%	14.6%	21.4%	16.7%	21.1%	18.5%
Recommend	.0%	.0%	16.9%	.0%	40.0%	17.1%	7.1%	29.2%	14.1%	17.8%
Other	.0%	.0%	22.5%	28.6%	10.0%	17.1%	28.6%	4.2%	15.5%	17.4%
Respond to a blog post	50.0%	50.0%	13.5%	.0%	5.0%	17.1%	14.3%	8.3%	11.3%	12.6%

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Feedback from a friend, family member or co-worker	85.7%	75.0%	77.7%	67.6%	71.0%	74.1%	83.5%	79.5%	78.2%	77.2%
Online ratings and feedback/comments from customers	69.0%	66.1%	70.9%	56.8%	73.8%	71.4%	71.4%	72.1%	69.8%	70.8%
Website for a company	35.7%	39.3%	33.2%	37.8%	39.9%	38.5%	38.5%	34.6%	36.7%	35.7%
Advertisement	7.1%	12.5%	12.4%	13.5%	13.1%	13.2%	6.6%	10.2%	11.1%	11.8%
Social networking page (like Facebook)	.0%	5.4%	8.7%	10.8%	7.1%	11.1%	6.6%	7.1%	10.7%	8.9%
Celebrity endorsement	2.4%	1.8%	1.3%	2.7%	1.6%	1.3%	.0%	.7%	.7%	1.2%

Would you trust a rating and review site if all or most of the reviews were only positive?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	59.5%	48.1%	49.3%	39.5%	60.2%	59.0%	57.6%	48.4%	56.0%	53.0%
No	40.5%	51.9%	50.7%	60.5%	39.8%	41.0%	42.4%	51.6%	44.0%	47.0%

Have you ever considered renting at an apartment community because of the property management company's brand name?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Yes	23.8%	14.8%	21.5%	13.5%	28.5%	27.6%	12.0%	18.4%	17.0%	21.0%
No	76.2%	85.2%	78.5%	86.5%	71.5%	72.4%	88.0%	81.6%	83.0%	79.0%

Are you:

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Male	42.5%	39.3%	33.5%	36.8%	37.0%	39.2%	29.7%	33.6%	37.6%	35.6%
Female	57.5%	60.7%	66.5%	63.2%	63.0%	60.8%	70.3%	66.4%	62.4%	64.4%

What is your age?

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
18-24	14.0%	5.4%	10.5%	7.9%	16.7%	15.1%	17.2%	13.8%	18.0%	13.6%
25-34	44.2%	25.0%	29.1%	42.1%	30.6%	39.6%	20.4%	30.1%	35.2%	32.1%
35-44	18.6%	21.4%	20.4%	15.8%	15.6%	16.4%	16.1%	17.3%	15.1%	17.9%
45-54	9.3%	19.6%	15.1%	15.8%	14.0%	12.9%	15.1%	19.0%	14.1%	14.9%
55-64	9.3%	17.9%	13.7%	13.2%	16.1%	11.6%	20.4%	12.1%	11.2%	13.1%
65+	4.7%	10.7%	11.1%	5.3%	7.0%	4.3%	10.8%	7.6%	6.4%	8.3%

What is your current total amount due each month for your apartment rent (for example, if roommates, how much does everyone pay together each month):

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
less than \$750	2.3%		3.1%	2.6%	.5%	2.2%	1.1%	15.2%	2.3%	3.8%
\$750 - \$999	9.3%	8.9%	21.6%	34.2%	17.8%	16.2%	24.7%	27.3%	8.2%	18.3%
\$1000 - \$1249	4.7%	7.1%	19.5%	23.7%	28.1%	16.7%	32.3%	18.0%	12.1%	18.0%
\$1250 - \$1499	4.7%	8.9%	17.0%	13.2%	29.7%	17.0%	23.7%	23.5%	23.0%	19.6%
\$1500 - \$1749	.0%	5.4%	15.9%	7.9%	11.9%	21.6%	10.8%	11.1%	18.2%	15.6%
More than \$1750	79.1%	69.6%	22.9%	18.4%	11.9%	26.4%	7.5%	4.8%	36.1%	24.7%

	NE	MA	SA	ESC	WSC	ENC	WNC	MTN	PAC	Total
Some High School	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.7%	.4%
High School Graduate	2.3%	8.9%	12.2%	7.9%	16.6%	8.0%	15.1%	17.6%	16.2%	13.1%
Associate Degree or Equivalent	9.3%	14.3%	18.1%	18.4%	21.4%	13.4%	16.1%	20.1%	20.8%	18.2%
Bachelors/Undergraduate Degree	53.5%	39.3%	38.5%	44.7%	34.8%	45.7%	45.2%	37.4%	35.8%	39.1%
Masters/Graduate Degree	30.2%	26.8%	22.5%	15.8%	19.8%	25.1%	15.1%	18.7%	20.3%	21.7%
PhD / Doctoral Degree	4.7%	10.7%	5.8%	5.3%	4.3%	6.1%	3.2%	3.5%	3.6%	5.0%
Other	.0%	.0%	2.3%	7.9%	3.2%	1.6%	5.4%	2.8%	2.7%	2.5%

BY RENTAL LENGTH

	Less than one year	One-two years	Three-five years	More than five years
Breakdown	7.1%	44.9%	28.0%	20.0%

Use a smart phone or tablet to help research during most recent apartment search for a new apartment

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	69.2%	74.0%	68.8%	48.9%	67.2%
No	30.8%	26.0%	31.2%	51.1%	32.8%

When were/will be shopping for an apartment, sources of information used/to use

	Less than one year	One-two years	Three-five years	More than five years	Total
Apartment community's (or management company's) website	64.9%	70.9%	73.1%	67.2%	70.3%
Apartment community's (or management company's) social networking page (like Facebook)	11.7%	14.2%	16.3%	11.2%	14.0%
Driving in neighborhoods I want to live in	48.9%	58.7%	57.0%	59.6%	57.7%
Newspaper advertising	3.2%	2.9%	2.9%	7.7%	3.9%
Online apartment listing/shopping website (like Apartments.com, Zillow.com)	72.9%	76.7%	76.2%	67.3%	74.4%
Printed apartment guide (like Apartment Finder, For Rent Magazine)	12.8%	11.5%	14.0%	24.0%	14.8%
Ratings and reviews website (like ApartmentRatings.com, Yelp)	41.0%	45.9%	48.2%	42.9%	45.6%
Referrals (friends, co-workers)	38.8%	41.0%	44.0%	42.9%	42.1%
Search engine (like Google, Yahoo, Bing, City-Data, etc.)	50.5%	53.6%	53.8%	39.4%	50.6%
Yellow pages	1.6%	.3%	.3%	1.7%	.7%
Printed flyer	2.1%	1.5%	.8%	3.7%	1.8%

Of all of the info you could obtain on the Internet, how important would the following be when shopping for an apartment?

	Less than one year	One-two years	Three-five years	More than five years	Total
Able to easily communicate with the apartment community staff	4.38	4.43	4.43	4.50	4.44
Able to rent or reserve an apartment online	3.40	3.54	3.42	3.16	3.42
Apartment floor plans/design	4.51	4.66	4.67	4.58	4.63
Current availability of apartments	4.50	4.64	4.62	4.56	4.61
Information on the apartment community's apartments, facilities and location	4.42	4.58	4.57	4.58	4.57
Photographs of the apartments and community	4.44	4.67	4.61	4.51	4.60
Rents and specials	4.60	4.69	4.65	4.63	4.66
Resident comments	4.01	4.08	4.04	4.10	4.07
Resident ratings and reviews	4.12	4.20	4.15	4.19	4.18
Live chat with a community staff member	2.89	2.93	2.86	2.93	2.91

What impact would each of the following apartment features and amenities have on your decision when shopping for an apartment?

	Less than one year	One-two years	Three-five years	More than five years	Total
Interior features (for example walk in closets, hardwood floors, etc.)	4.36	4.45	4.41	4.43	4.43
Exterior features (for example balcony, patio, etc.)	3.90	4.00	3.99	4.05	4.00
Appliances (for example dishwasher, gas range, etc.)	4.34	4.50	4.46	4.51	4.48
HVAC (heating, ventilation, and air conditioning)	4.37	4.57	4.53	4.61	4.55
TV and Internet Service (for example AT&T, Comcast, etc.)	3.81	3.89	3.81	4.01	3.89
Laundry (for example in-unit, community laundry room, etc.)	4.48	4.58	4.60	4.62	4.59
Parking (for example garage, assigned spot, etc.)	4.33	4.23	4.13	4.29	4.22
Furniture (furnished / unfurnished)	2.63	2.42	2.35	2.40	2.41
Utilities (paid / unpaid)	3.56	3.65	3.59	3.79	3.66
Smoking policy	3.60	3.47	3.54	3.62	3.53
Pet policy	3.69	3.63	3.65	3.63	3.64

Did you visit your current apartment community's website before contacting the community office directly to speak to someone about renting there?

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	84.3%	83.7%	82.1%	70.7%	80.7%
No	15.7%	16.3%	17.9%	29.3%	19.3%

Did you rent your current apartment without visiting the community prior to renting it?

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	16.1%	13.8%	11.5%	11.3%	12.8%
No	83.9%	86.2%	88.5%	88.7%	87.2%

Impact of the following community amenities on what apartment to rent in the future?

	Less than one year	One-two years	Three-five years	More than five years	Total
Security and access control features	4.05	4.22	4.16	4.27	4.20
WiFi enabled community	3.72	3.84	3.79	3.74	3.80
Top quality workout facilities	3.37	3.73	3.58	3.22	3.56
Storage facilities	3.31	3.39	3.33	3.45	3.38
Outdoor fitness spaces, such as running track, meditation/yoga space, climbing wall	2.89	3.05	3.01	2.61	2.94
Community garden plots	2.60	2.75	2.74	2.57	2.70
Communal gathering spaces that encourage people to sit and talk	2.56	2.72	2.62	2.65	2.66
Dog park	2.66	2.70	2.61	2.39	2.61
Business center/cyber cafe from which to work	2.43	2.62	2.46	2.32	2.50
Communal kitchen/dining area available to all residents in a common area	2.45	2.49	2.41	2.37	2.44
Play structure	2.43	2.30	2.21	1.97	2.22

Impact of the following services on your decision on what apartment to rent in the future?

	Less than one year	One-two years	Three-five years	More than five years	Total
Ability to pay rent online if there is no convenience fee	4.24	4.45	4.43	4.11	4.36
Response time to your emails or voice mails	4.31	4.35	4.33	4.28	4.33
Ability to submit service requests online	4.14	4.23	4.25	4.00	4.18
Ability to renew the lease online	3.54	3.75	3.83	3.49	3.70
Ability to sign and execute a lease online	3.43	3.67	3.59	3.15	3.52
Ability to submit service requests via text	3.30	3.44	3.39	3.24	3.38
Ability to reserve an apartment online	3.31	3.46	3.32	2.99	3.32
Ability to pay rent online if there is a convenience fee	3.24	3.35	3.28	3.08	3.27
Ability to rent an apartment online	3.18	3.37	3.21	2.86	3.21
Discounts at local retailers and restaurants	3.00	3.32	3.17	3.03	3.20
Valet-style trash removal services	2.98	3.15	3.06	2.86	3.06
Activities and social gatherings sponsored by the apartment community	2.82	3.03	2.94	2.95	2.97
Community social media presence (like Facebook or Instagram)	2.41	2.46	2.35	2.26	2.39

Impact of the following environmental-related features have on your decision on what apartment to rent in the future?

	Less than one year	One-two years	Three-five years	More than five years	Total
Pedestrian friendly location - walking distance to shopping, restaurants, entertainment, schools, etc.	3.47	3.73	3.75	3.77	3.72
Energy efficient/environmentally friendly appliances and systems	3.46	3.46	3.60	3.66	3.54
Pedestrian friendly location - walking distance to public transportation	3.25	3.45	3.53	3.60	3.49
Recycling program (glass, plastic, metal, paper, etc.)	3.45	3.47	3.51	3.50	3.49
Green/ environmentally-friendly building materials and processes	3.20	3.16	3.22	3.27	3.20
Outdoor green space (such as a green roof deck, gardens, etc.)	3.11	3.19	3.24	3.09	3.18
The use of alternative energy sources, such as self-generated (wind, solar, rainwater, etc.)	2.86	2.79	2.85	2.63	2.78
Mixed-use/live-work-play community (apartments, office, retail)	2.74	2.78	2.76	2.70	2.76
Storage area for bicycles	2.61	2.73	2.73	2.57	2.69
Outlets to recharge electric cars	2.17	2.10	2.03	2.04	2.08
Bike sharing or rental service	2.13	2.13	2.11	1.86	2.07
Car-sharing services (like ZipCar)	1.92	2.04	2.00	1.90	2.00

Impact of the following other aspects have on your decision on what apartment to rent in the future?

	Less than one year	One-two years	Three-five years	More than five years	Total
Viewing the actual apartment I can lease	4.31	4.56	4.53	4.58	4.54
Perception of quality customer service	4.07	4.28	4.25	4.28	4.26
Ratings/reviews of community available	3.95	4.08	4.07	4.04	4.06
Resident survey/feedback program	3.66	3.77	3.74	3.82	3.76
Viewing a furnished/accessorized model	3.35	3.64	3.63	3.48	3.59
Pet friendly building (dogs and cats)	3.35	3.50	3.45	3.30	3.43
Location - urban	3.30	3.46	3.43	3.34	3.41
Community common area space	3.23	3.42	3.36	3.44	3.39
Location - suburban	3.35	3.34	3.36	3.37	3.35
Community's "sense of community"	3.09	3.31	3.37	3.43	3.34
Management company brand name	2.52	2.68	2.57	2.76	2.65

How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?

	Less than one year	One-two years	Three-five years	More than five years	Total
How important to you is it that an apartment community is committed to utilizing the Internet and new technologies to enhance communication, service and your experience as a resident?	4.19	4.19	4.16	4.01	4.15

If your community staff needs to communicate with you, how would you prefer they contact you?

	Less than one year	One-two years	Three-five years	More than five years	Total
Email	87.9%	89.1%	89.3%	81.4%	87.5%
Cell Phone	69.3%	76.2%	74.5%	67.1%	73.4%
Text Message	41.2%	51.4%	51.9%	47.7%	50.1%
In-Person	24.1%	23.4%	26.3%	28.0%	25.2%
Home Phone	7.5%	5.1%	8.3%	22.0%	9.5%
Website/Property Portal	8.0%	8.3%	12.0%	8.6%	9.3%
Mail	10.1%	7.6%	7.9%	9.8%	8.3%
Work Phone	5.0%	2.8%	4.1%	7.0%	4.1%
Chat (LiveChat, Skype, FaceTime, etc.)	5.0%	2.5%	2.4%	2.5%	2.7%
Social Networking Sites (Facebook, Twitter, etc.)	3.5%	2.6%	2.8%	1.8%	2.6%

For what reasons would/do you use an apartment community’s resident-oriented website (portal)?

	Less than one year	One-two years	Three-five years	More than five years	Total
Pay rent	78.4%	86.7%	83.8%	71.1%	82.2%
Submit service requests	67.3%	75.9%	77.6%	71.0%	74.8%
Communicate with the community staff	45.2%	45.8%	49.1%	47.3%	47.0%
News/updates about the apartment community from the community staff	32.7%	43.5%	44.5%	41.8%	42.7%
Schedule of community social events and activities	22.1%	29.2%	33.2%	31.7%	30.3%
Provide or read ratings/reviews of your experience at the community	21.1%	19.8%	23.9%	19.4%	21.0%
View or post "classifieds"	16.6%	16.9%	18.4%	19.0%	17.7%
Communicate with residents	19.1%	13.9%	13.2%	12.7%	13.8%
Would not use the community's website	7.5%	3.7%	5.5%	10.9%	5.9%

For what reasons would/do you use an apartment community’s social networking page for (i.e., Facebook, Twitter, Instagram, etc.)?

	Less than one year	One-two years	Three-five years	More than five years	Total
Would not view the social networking pages	53.2%	45.1%	48.9%	56.0%	48.9%
News/updates about the apartment community from the community staff	27.4%	35.7%	36.0%	30.4%	34.2%
Schedule of community social events and activities	16.1%	23.0%	23.1%	20.7%	22.1%
Provide feedback on your experience as a resident	17.2%	20.9%	18.2%	16.8%	19.1%
Communicate with the community staff	14.0%	14.1%	17.3%	15.3%	15.2%
View or post "classifieds"	15.1%	16.1%	15.8%	12.1%	15.1%
Post comments/images of my experience in the community	14.5%	14.6%	15.4%	12.9%	14.5%
Communicate with residents	14.5%	13.1%	13.2%	12.1%	13.0%

How important is it for an apartment community to offer...

	Less than one year	One-two years	Three-five years	More than five years	Total
A website for residents to submit work orders, pay rent, etc.	4.39	4.54	4.56	4.24	4.48
A social networking page (like Facebook, Instagram, etc.)	2.18	2.22	2.14	1.99	2.15

When deciding about renewing your lease, what impact does/will each of the following have on your decision?

	Less than one year	One-two years	Three-five years	More than five years	Total
Value received for the rent that you pay	4.55	4.75	4.78	4.77	4.75
Sense of safety and security at the community	4.40	4.64	4.63	4.65	4.62
Quality of the maintenance services provided	4.41	4.59	4.58	4.65	4.59
Appearance and condition of my apartment	4.28	4.61	4.53	4.54	4.55
Quality of customer service provided by the office staff	4.36	4.47	4.51	4.58	4.50
Appearance and condition of the apartment community (buildings, grounds, landscaping)	4.26	4.51	4.46	4.52	4.48
Community has a resident website/portal (to submit service requests, pay rent, view resident e-newsletter, etc.)	3.67	3.93	3.83	3.59	3.81
Neighbors	3.64	3.86	3.77	3.83	3.81
Recreational facilities available at the community (fitness center, pool, party room, etc.)	3.55	3.88	3.74	3.48	3.74
Resident amenities available at the community (community garden, dog park, run/walk track, gathering spaces)	3.30	3.57	3.45	3.13	3.43
Resident surveys to provide feedback	2.97	3.20	3.08	3.09	3.13
Community's "sense of community"	2.90	3.08	3.05	3.19	3.08
Social activities/events sponsored by the apartment community	2.72	2.90	2.81	2.85	2.85
Community has a social media page (like Facebook, Instagram, etc.)	2.17	2.12	1.99	1.88	2.04

How likely are you to...

	Less than one year	One-two years	Three-five years	More than five years	Total
Recommend your apartment community to a friend or co-worker	3.47	3.79	3.95	3.99	3.85
Renew your lease when it expires	2.37	3.50	3.93	4.12	3.67
Share/rate/comment online about your experiences at your current apartment community	3.40	3.51	3.46	3.42	3.47

If asked by my apartment community, I would post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	52.4%	66.9%	68.0%	65.2%	65.9%
No	47.6%	33.1%	32.0%	34.8%	34.1%

My apartment community has asked me to post a positive comment on their social media page or on a ratings site like ApartmentRatings.com

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	20.4%	17.0%	17.2%	23.7%	18.6%
No	79.6%	83.0%	82.8%	76.3%	81.4%

I have posted a positive comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	14.0%	15.4%	17.8%	25.8%	18.1%
No	86.0%	84.6%	82.2%	74.2%	81.9%

I have posted a negative comment on my apartment community's social media page or on a ratings site like ApartmentRatings.com

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	9.2%	6.3%	4.8%	6.3%	6.1%
No	90.8%	93.7%	95.2%	93.7%	93.9%

How does it make you feel when an apartment community staff member responds to an online review by a resident?

	Less than one year	One-two years	Three-five years	More than five years	Total
They have great customer service	42.8%	53.1%	55.5%	49.3%	52.3%
They really care about their residents	41.2%	53.1%	49.5%	49.4%	50.6%
They are a trustworthy property management team	23.0%	29.2%	27.7%	32.9%	29.1%
They offer a quality living experience	23.5%	27.6%	26.9%	32.4%	28.1%
None of the above	23.5%	17.4%	17.2%	23.2%	18.9%
I don't really care if the staff responds	19.8%	13.9%	12.5%	12.5%	13.6%
They have hired a third party to respond	10.7%	7.4%	10.0%	6.4%	8.1%

What impact does each of the following have on your perceptions of a negative review of an apartment community?

	Less than one year	One-two years	Three-five years	More than five years	Total
Poster of the negative review reports that complaint has been corrected	3.74	3.89	3.93	3.87	3.89
Poster of the negative review has a history of posting negative reviews at other apartment communities	3.34	3.36	3.35	3.28	3.34

What impact does each of the following have on your perceptions of an apartment community?

	Less than one year	One-two years	Three-five years	More than five years	Total
An apartment community staff member responding professionally to negative reviews posted on a rating and review site	3.82	3.97	4.02	3.96	3.97
An apartment community staff member responding to positive reviews posted on a rating and review site	3.59	3.67	3.72	3.69	3.68
An apartment community staff member NOT responding to reviews posted on a rating and review site	2.80	2.82	2.76	2.80	2.80
An apartment community staff member responding unprofessionally to negative reviews posted on a rating and review site	2.57	2.56	2.53	2.57	2.55

Do you follow any apartment community or property management company on any of the following sites - Facebook

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	21.2%	19.4%	23.5%	20.0%	20.8%
No	78.8%	80.6%	76.5%	80.0%	79.2%

Do you follow any apartment community or property management company on any of the following sites - Instagram

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	7.2%	5.6%	3.9%	3.9%	4.9%
No	92.8%	94.4%	96.1%	96.1%	95.1%

Do you follow any apartment community or property management company on any of the following sites - Pinterest

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	3.9%	1.3%	1.9%	1.8%	1.7%
No	96.1%	98.7%	98.1%	98.2%	98.3%

Do you follow any apartment community or property management company on any of the following sites - Twitter

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	5.6%	2.5%	3.5%	2.0%	2.9%
No	94.4%	97.5%	96.5%	98.0%	97.1%

Do you follow any apartment community or property management company on any of the following sites - Snapchat

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	2.8%	1.2%	.8%	.6%	1.1%
No	97.2%	98.8%	99.2%	99.4%	98.9%

Do you follow any apartment community or property management company on any of the following sites - LinkedIn

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	4.6%	2.8%	2.4%	2.8%	2.8%
No	95.4%	97.2%	97.6%	97.2%	97.2%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter?

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	13.4%	8.8%	10.8%	11.5%	10.2%
No	86.6%	91.2%	89.2%	88.5%	89.8%

Have you ever interacted with an apartment community or property management company on a social networking site like Facebook or Twitter? If yes: What was the nature of the interaction?

	Less than one year	One-two years	Three-five years	More than five years	Total
Compliment	32.0%	20.2%	45.1%	36.5%	32.5%
Enter a contest	32.0%	31.7%	25.6%	33.3%	30.3%
Question	20.0%	23.1%	26.8%	22.2%	23.7%
Complaint	20.0%	16.3%	20.7%	19.0%	18.6%
Recommend	24.0%	18.3%	19.5%	11.1%	17.5%
Other	12.0%	18.3%	19.5%	15.9%	17.5%
Respond to a blog post	12.0%	7.7%	15.9%	15.9%	12.4%

Which do you tend to trust more as it relates to deciding to do business with an apartment community or property management company?

	Less than one year	One-two years	Three-five years	More than five years	Total
Feedback from a friend, family member or co-worker	75.0%	76.8%	79.7%	75.0%	77.2%
Online ratings and feedback/comments from customers	63.6%	73.2%	72.5%	64.4%	70.6%
Website for a company	31.5%	37.1%	37.8%	31.5%	35.8%
Advertisement	9.2%	12.3%	11.4%	11.9%	11.8%
Social networking page (like Facebook)	10.3%	8.5%	9.2%	9.1%	8.9%
Celebrity endorsement	3.3%	.9%	1.2%	1.1%	1.2%

Would you trust a rating and review site if all or most of the reviews were only positive?

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	52.2%	56.4%	52.3%	46.0%	52.9%
No	47.8%	43.6%	47.7%	54.0%	47.1%

Have you ever considered renting at an apartment community because of the property management company's brand name?

	Less than one year	One-two years	Three-five years	More than five years	Total
Yes	26.5%	21.0%	20.2%	21.0%	21.1%
No	73.5%	79.0%	79.8%	79.0%	78.9%

Are you:

	Less than one year	One-two years	Three-five years	More than five years	Total
Sex					
Male	36.6%	36.0%	37.4%	31.6%	35.6%
Female	63.4%	64.0%	62.6%	68.4%	64.4%

What is your age?

	Less than one year	One-two years	Three-five years	More than five years	Total
18-24	12.8%	18.6%	13.4%	2.8%	13.6%
25-34	32.1%	38.2%	33.8%	15.4%	32.0%
35-44	23.0%	19.0%	18.5%	13.0%	17.9%
45-54	13.9%	12.3%	16.3%	19.8%	15.0%
55-64	14.4%	8.5%	13.7%	23.0%	13.2%
65+	3.7%	3.5%	4.3%	26.1%	8.2%

What is your current total amount due each month for your apartment rent (for example, if roommates, how much does everyone pay together each month):

	Less than one year	One-two years	Three-five years	More than five years	Total
less than \$750	4.8%	2.5%	3.1%	7.3%	3.8%
\$750 - \$999	14.9%	17.1%	17.7%	22.2%	18.1%
\$1000 - \$1249	17.6%	17.1%	19.6%	18.2%	18.0%
\$1250 - \$1499	19.1%	20.0%	20.1%	17.9%	19.6%
\$1500 - \$1749	11.7%	17.8%	14.7%	13.8%	15.7%
More than \$1750	31.9%	25.4%	24.8%	20.7%	24.8%

What region do you currently live in?

	Less than one year	One-two years	Three-five years	More than five years	Total
New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	1.1%	1.5%	2.0%	1.5%	1.6%
Mid-Atlantic (New Jersey, New York, Pennsylvania)	3.2%	1.6%	2.1%	2.6%	2.1%
South Atlantic (DC, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)	37.0%	39.0%	36.9%	45.5%	39.6%
East South Central (Alabama, Kentucky, Mississippi, Tennessee)	1.1%	1.6%	1.0%	1.5%	1.4%
West South Central (Arkansas, Louisiana, Oklahoma, Texas)	4.2%	8.8%	6.8%	3.7%	6.9%
East North Central (Illinois, Indiana, Michigan, Ohio, Wisconsin)	12.2%	13.3%	16.6%	11.0%	13.7%
West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	5.3%	2.5%	3.3%	5.0%	3.4%
Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	11.1%	12.1%	9.2%	9.6%	10.7%
Pacific (Alaska, California, Hawaii, Oregon, Washington)	24.9%	19.6%	22.2%	19.7%	20.7%

What is the HIGHEST level of education you have completed?	Less than one year	One-two years	Three-five years	More than five years	Total
Some High School	1.1%	.5%	.0%	.4%	.4%
High School Graduate	9.5%	12.4%	11.4%	18.3%	13.1%
Associate Degree or Equivalent	15.3%	17.4%	19.6%	18.9%	18.2%
Bachelors/Undergraduate Degree	36.0%	42.1%	37.7%	35.5%	39.1%
Masters/Graduate Degree	25.4%	21.2%	22.9%	19.6%	21.7%
PhD / Doctoral Degree	7.9%	4.5%	6.5%	3.5%	5.1%
Other	4.8%	1.9%	1.8%	3.9%	2.5%



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