

THE HOTTEST TRENDS IN HOUSING

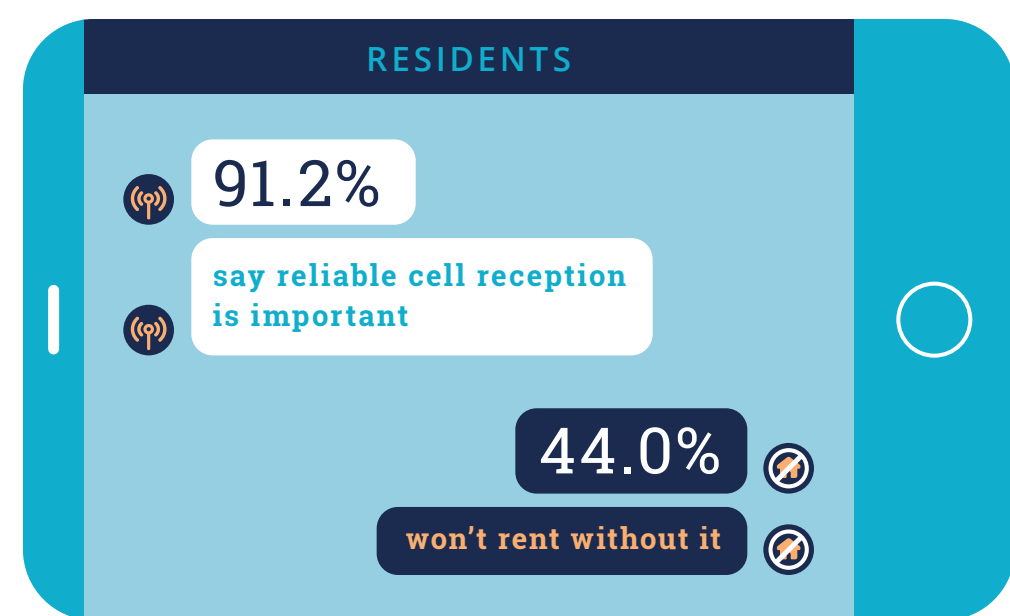
Demand for apartment living is on the rise, as more people value the flexibility, convenience and amenities that come with renting an apartment home. However, technology and innovation are rapidly redefining people's expectations of home. So, how are the needs and wants of one of the fastest growing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

The 2020 NMHC/Kingsley Associates Apartment Resident Preferences Report is the largest multifamily report in existence, serving as the authoritative source of data and insight on apartment renters' leasing decisions. Nearly 373,000 apartment residents from 5,336 professionally managed apartment communities participated in the survey, providing valuable business intelligence on some of the biggest trends in real estate today.

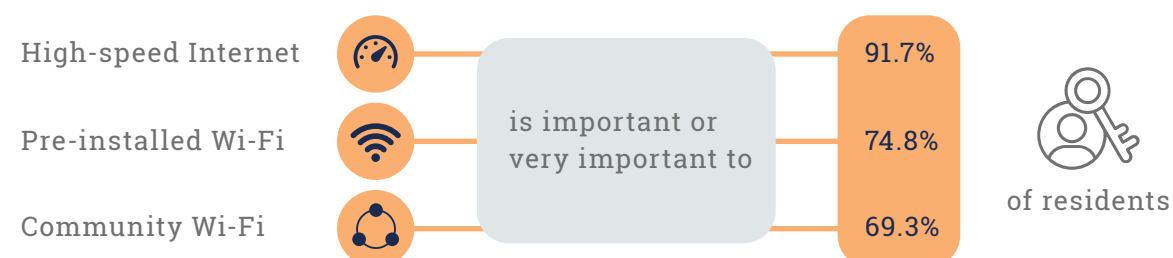
CONNECTIVITY

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

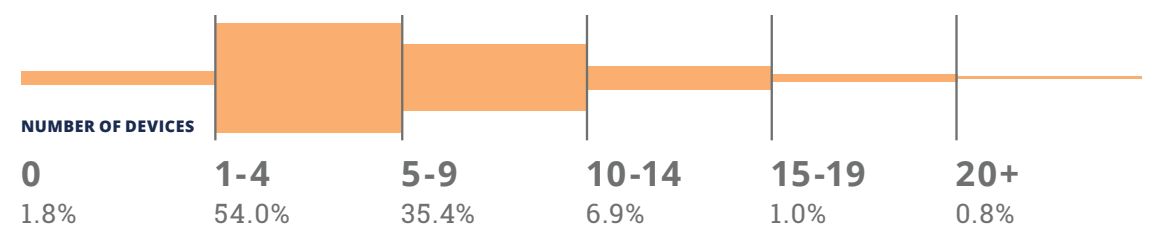
MOBILE PHONE CONNECTIVITY AT HOME IS A MUST



RESIDENTS WANT INTERNET EVERYWHERE

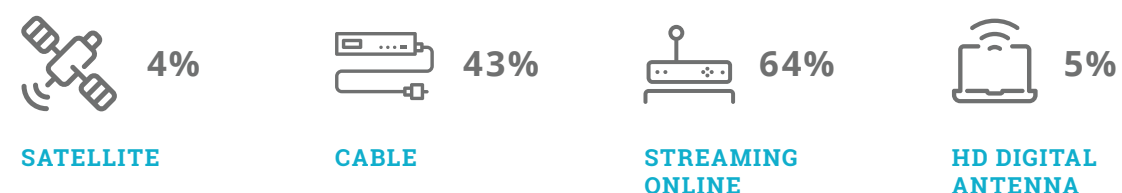


BECAUSE THEY HAVE A GROWING NUMBER OF INTERNET CONNECTED DEVICES



AND ARE INCREASINGLY GETTING THEIR VIDEO MEDIA ONLINE

How Do You Get Your Video Entertainment at Home?



SMART HOME

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

RESIDENTS MOST INTERESTED IN THE SMART HOME TECH THAT CAN SAVE THEM MONEY

TECHNOLOGY	INTERESTED	WON'T RENT WITHOUT IT	TOTAL	EXPECTED MONTHLY RENT PREMIUM
Smart Thermostats	70.5%	6.6%	77.1%	\$30
Smart Lighting	66.9%	5.3%	72.3%	\$29
Smart Locks	63.0%	3.7%	66.8%	\$33
Smart / Dynamic Glass	56.7%	2.4%	59.1%	\$36
Virtual Assistants	41.3%	2.0%	43.4%	\$33

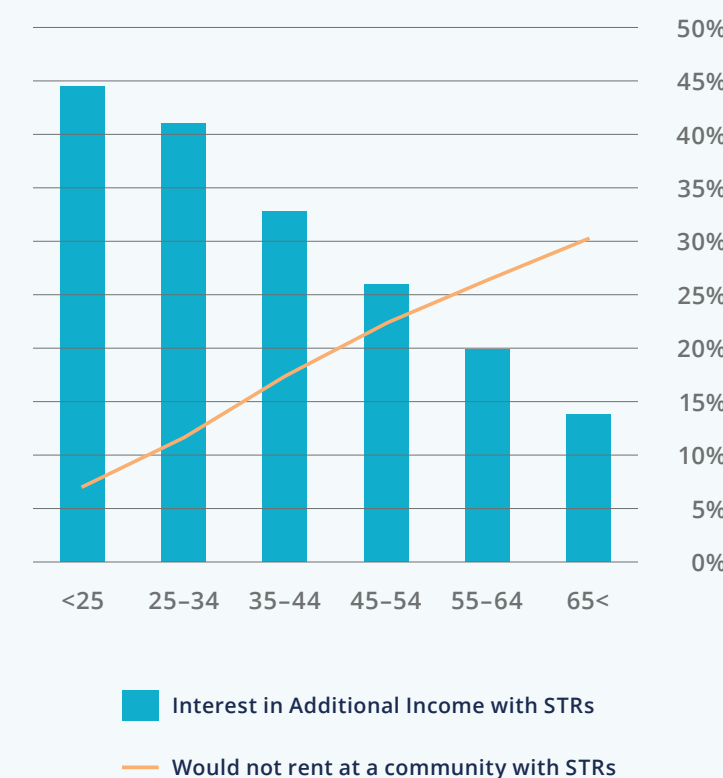
BUT THEY DON'T ALWAYS EXPECT TO PAY A PREMIUM FOR THE SAVINGS

FLEX LIVING

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

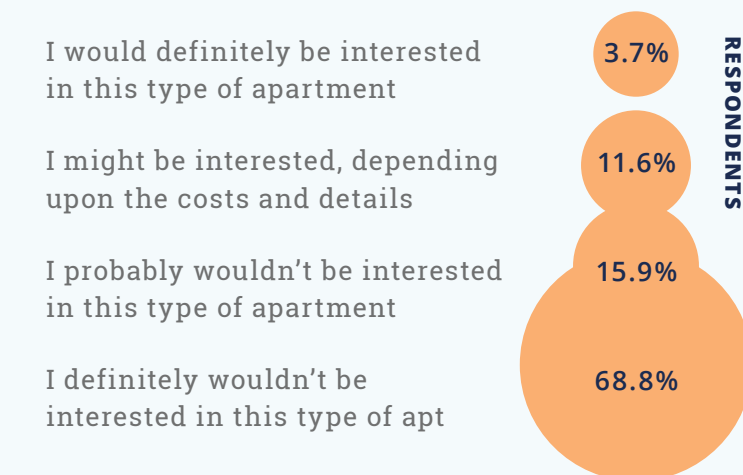
YOUNGER RENTERS ARE MORE OPEN TO SHORT-TERM RENTALS

Opinions on Short-Term Rentals (STRs)



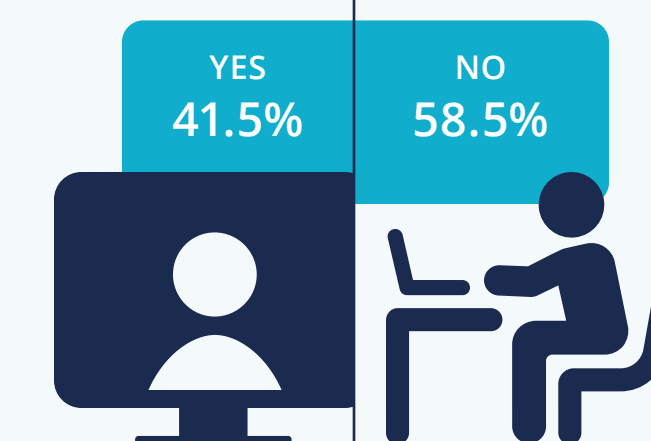
COLIVING INVESTMENT MAY BE AHEAD OF DEMAND—FOR NOW

Potential Interest in Coliving Spaces

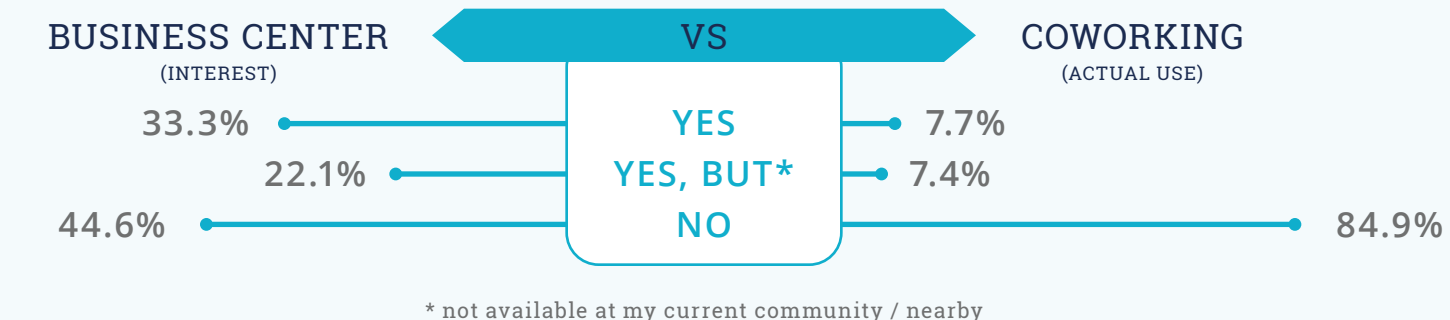


RESIDENTS ENGAGE IN REMOTE WORK

Do You Telecommute?



Would You Work Here?

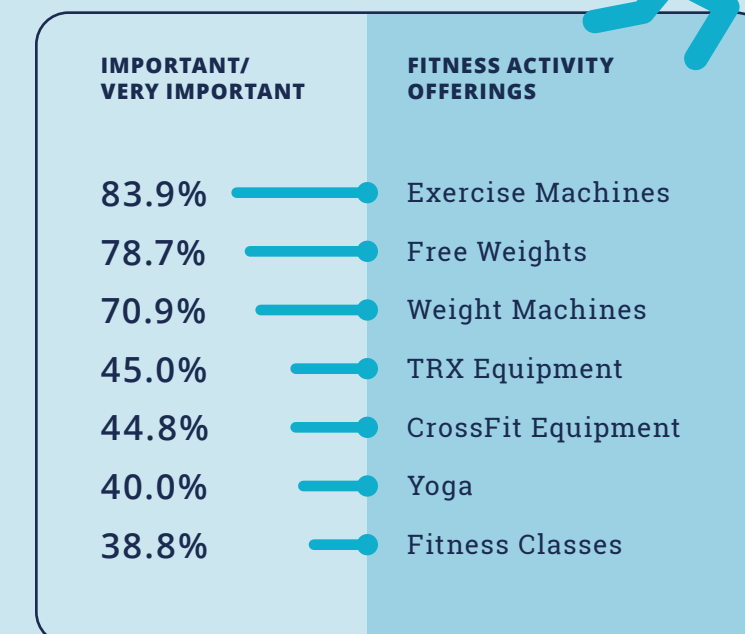


WELLNESS

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

THREE KEY COMPONENTS TO HEALTH AND WELLNESS

Component	Top Features	Interested or Won't Rent Without It
1 ENVIRONMENT Home is increasingly a place to recharge	Soundproof walls	93.8%
	Noise-reducing window panes	84.9%
	Noise-reducing shades	77.3%
2 SUSTAINABILITY Communities need to operate responsibly	Recycling program	79.3%
	Community green initiatives	73.0%
	On-site renewable energy	63.3%
3 FITNESS On-site options for staying fit are key	Pool	84.6%
	Fitness center	83.9%
	Basketball court	46.1%



Learn more at nmhc.org/residents