Find Out What Renters Really Want

Get the 2024 Renter Preferences Survey Report Today!

The Renter Preferences Survey Report by NMHC and Grace Hill provides critical insights to rental housing providers about every stage of the customer journey — from search to renewal!

This study of renter preferences and behavior is the largest in the multifamily industry and has served as an invaluable industry resource for over 10 years. Our results and analysis have provided actionable insights for multifamily teams in the areas of development, operations, technology, marketing, leasing, and more.

77 U.S. Markets

4,220 Communities

172,000+ Residents
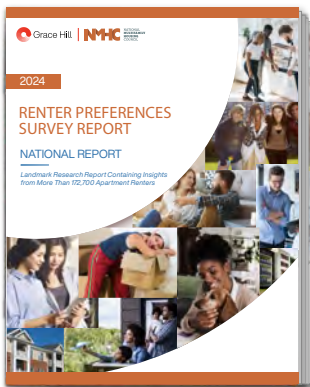
Data-Driven Decisions

The Renter Preferences Survey Report provides an in-depth look at the home features and community amenities that renters can't live without, how much they are willing to pay for them, and what matters during their home search.

Now featuring an interactive dashboard option that provides a comprehensive look at the apartment and community features that matter most to renters!

Full National Report

Purchase the full national report for the data and analysis you need to make better business decisions and reach your performance goals! This package includes:
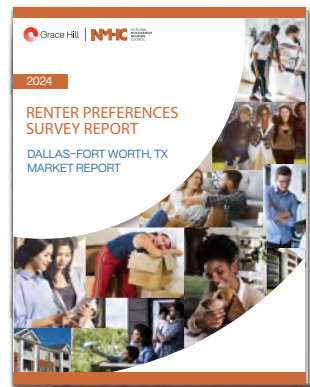
- Full National Report (PDF)
- All 77 MSA Reports (PDF)
- Appendix Data (MS Excel)

Single Metro Statistical Area (MSA) Reports

View your top metro markets by purchasing single MSA reports separately. With 77 surveyed markets to choose from, you receive:

- MSA Report(s) (PDF)
- Appendix Data (MS Excel)

Full National Report With Interactive Dashboard

Drill down into specific markets. Adding the interactive dashboard lets you select one (or many!) demographic data points to analyze renter preferences, providing a much clearer view of what your target renter is looking for in their next home.

Don't make decisions in the dark!

Purchase the Renter Preferences Survey Report today and get the information you need to build your 2024 property performance strategy!

Scan me!