



SOCIAL MEDIA USAGE BY APARTMENT RESIDENTS

A COMPARATIVE STUDY FOR
CONVENTIONAL HOUSING VS. STUDENT HOUSING

JUNE 2010



J TURNER RESEARCH 
Marketing Research for the Apartment Industry

INTRODUCTION

WHAT?

This survey's focus is on the use of social media and is an ongoing review of attitudes of residents and their stated behaviors. The objective of the study is to determine and track the interest and involvement of social media with the apartment industry.

WHY?

At present there is a large amount of interest in how and if the apartment industry should engage in social media. Companies are asking at what level of activity apartment residents are using social media to research, search for and sound off on their apartment community.

WHO?

Companies that are both clients and non clients of J Turner Research have engaged in this process. Clients have simply allowed us to add the social media questions to their existing resident surveys. Non clients have provided email addresses for random monthly surveying of residents. The study will be ongoing until at least the end of 2010.

These surveys are done as a service to the industry and aggregate results were presented at the National Apartment Association convention in New Orleans in June 2010.

HOW?

Feedback from you is welcome. We are very interested in whether this data matches your perception of what is happening in your market. We will continue to track involvement as time goes on. We are collecting the names of properties from participants that are actively engaged with social media sites such as twitter and facebook. We will compare responses from active properties with the aggregate information to determine any differences.

If your company is interested in becoming involved with this project please contact Joseph Batdorf at 281-558-4840 or jbatdorf@jturnerresearch.com. There is no cost involved and your individual company responses are confidential. J Turner will provide you an ongoing real time link to the responses for your company to compare with the aggregate results.

SURVEY RESULTS

Conventional Housing

Time period: Jan – Jun 2010

(Cut-off date: June 13, 2010)

Number of properties targeted: 415

Number of invitations sent: 54,753

Number of responses: 15,964

Response Rate: 29%

Student Housing

Time period: Jan – Jun 2010

(Cut-off date: June 13, 2010)

Number of properties targeted: 128 Campuses

Number of invitations sent: 25,605

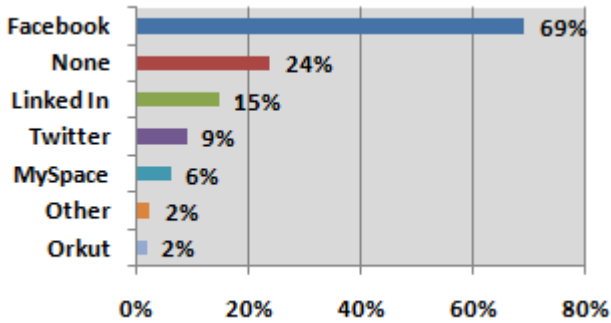
Number of responses: 10,713

Response Rate: 42%

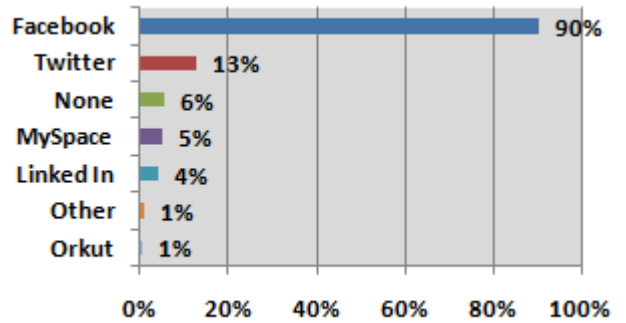
In addition to emails, phone calls were made to 5,211 apartment communities around the country asking them about the impact of social media on the property.

Which social networking websites do you use the most?

Conventional Housing

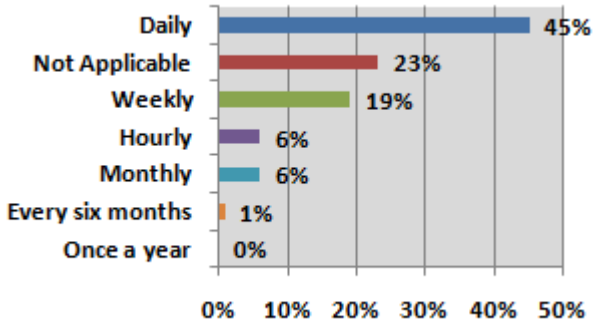


Student Housing

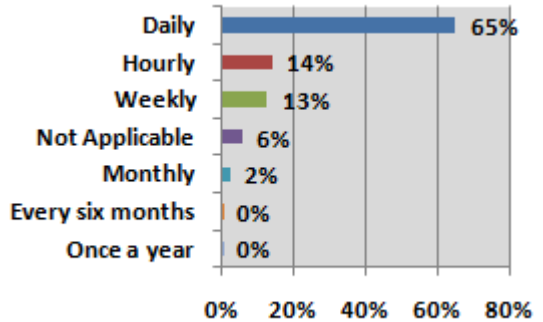


How frequently do you engage your social networking account?

Conventional Housing

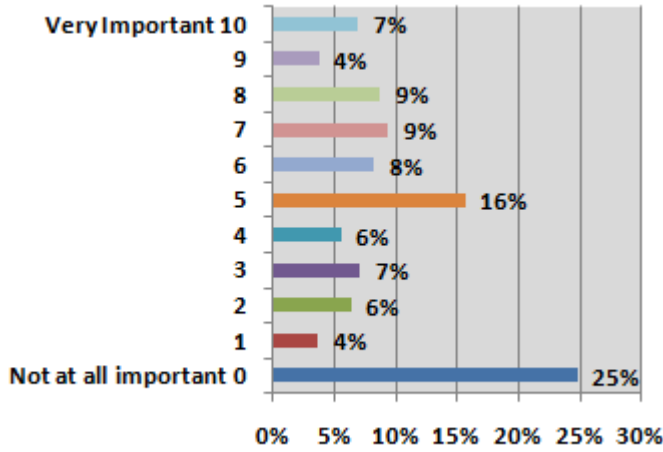


Student Housing



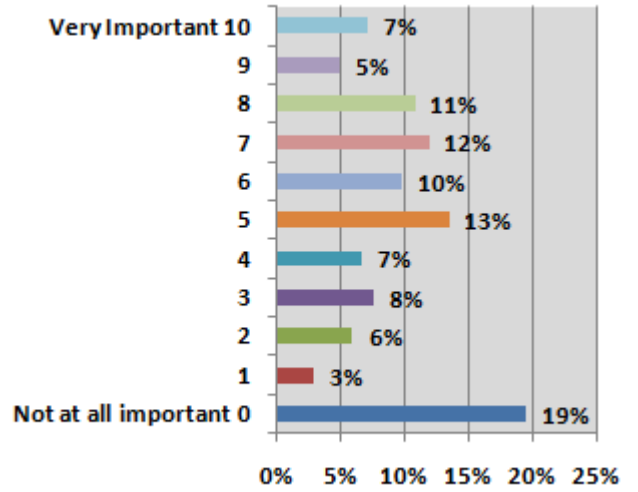
As a resident, how important do you feel an apartment community’s social networking page is for communication?

Conventional Housing



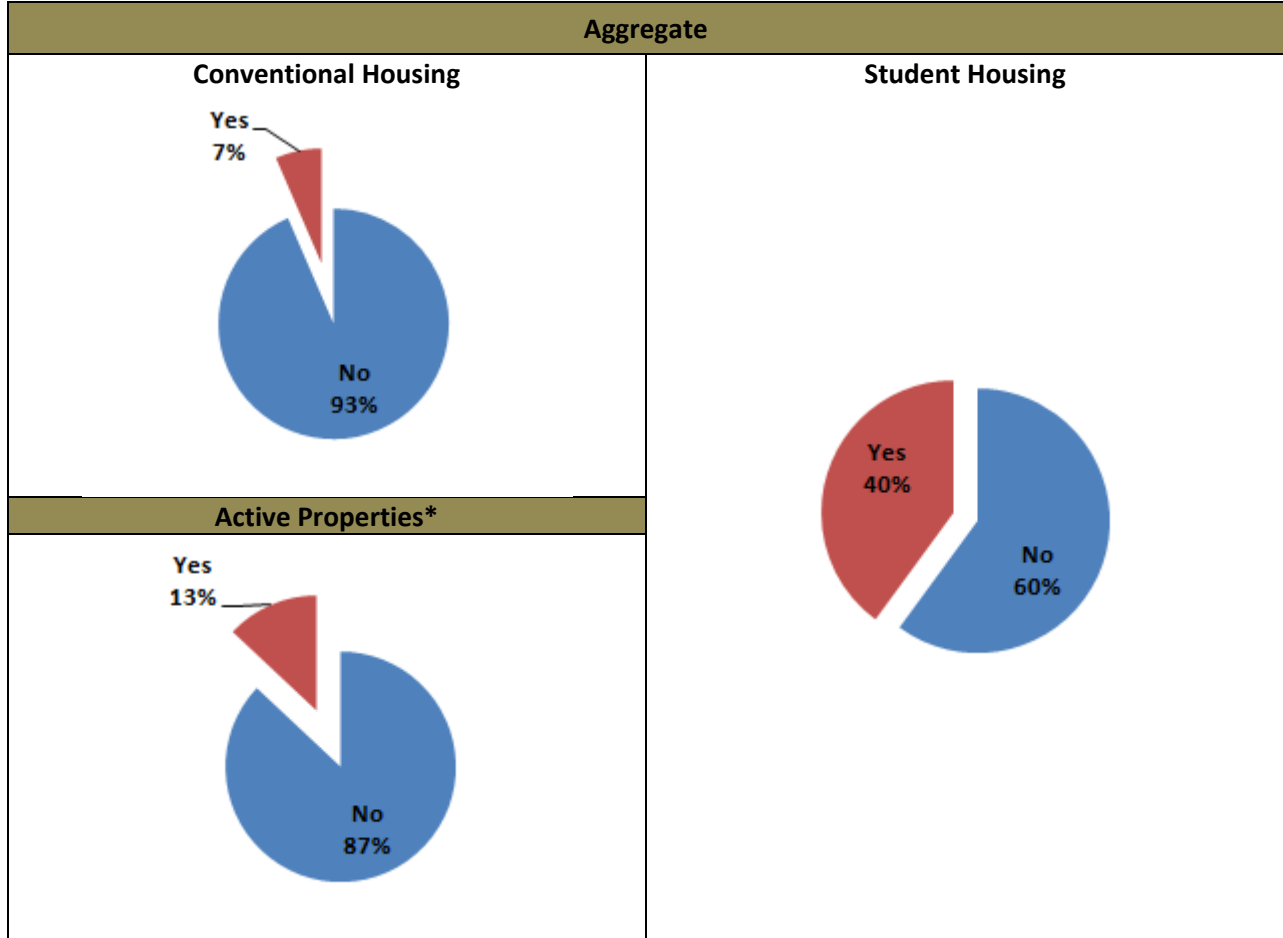
Overall Importance: 4.25

Student Housing



Overall Importance: 4.72

Have you ever visited any apartment community’s social networking page on Facebook, MySpace, Twitter, LinkedIn, Orkut etc.?



*Active properties (conventional housing) are properties that are actively engaged in social media (Primarily Facebook and Twitter).

Active Properties, Visit to a social media site Vs. Importance

Importance of a Social Media Page	Have you visited a social media page of an apartment community?		
	No	Yes	Overall
Active Properties (38)	4.02	6.27	4.33
Not Active (377)	4.06	6.95	4.24
Grand Total	4.06	6.83	4.25

Importance of a Social Media page Vs. Visit to a social networking page

Have you ever visited any apartment community's social networking page?	Importance of a Social networking page (Out of 10)	
	Conventional Housing	Student Housing
No	4.06	3.97
Yes	6.83	5.85

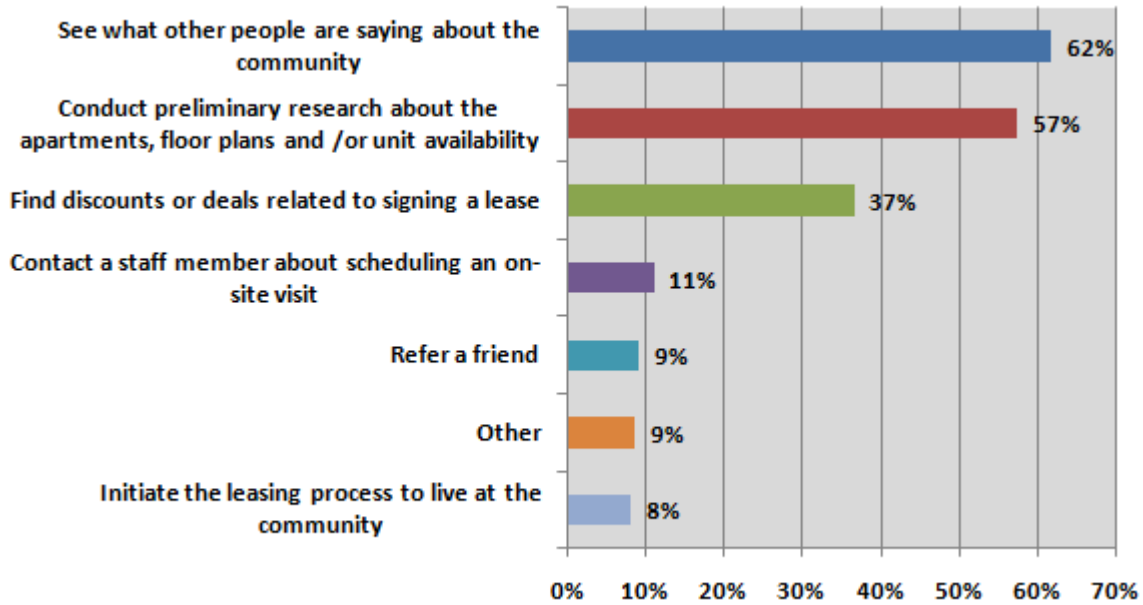
Importance Vs. Frequency of Engagement

How frequently do you engage your social networking account?	Importance of a Social networking page (Out of 10)	
	Conventional Housing	Student Housing
Hourly	5.64	5.45
Daily	4.86	4.85
Weekly	4.38	4.13
Monthly	3.77	4.09
Every six months	3.07	2.68
Once a year	3.14	3.45
Not Applicable	2.76	3.16

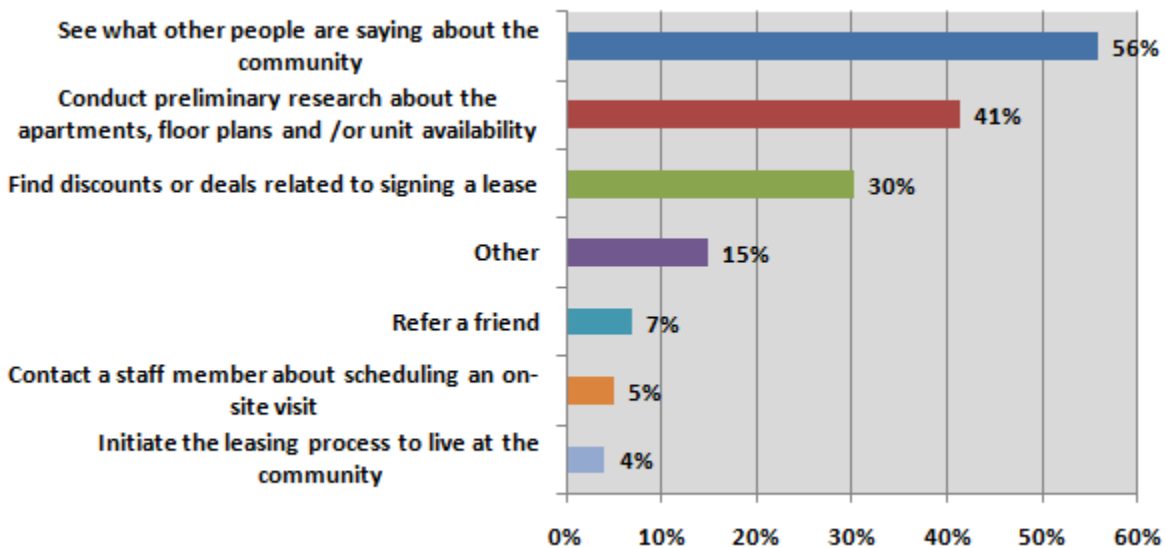
Residents that indicated visiting a community's networking page were asked the following:

**What was the reason(s) to visit an apartment community's social networking page?
(Check all that apply)**

Conventional Housing

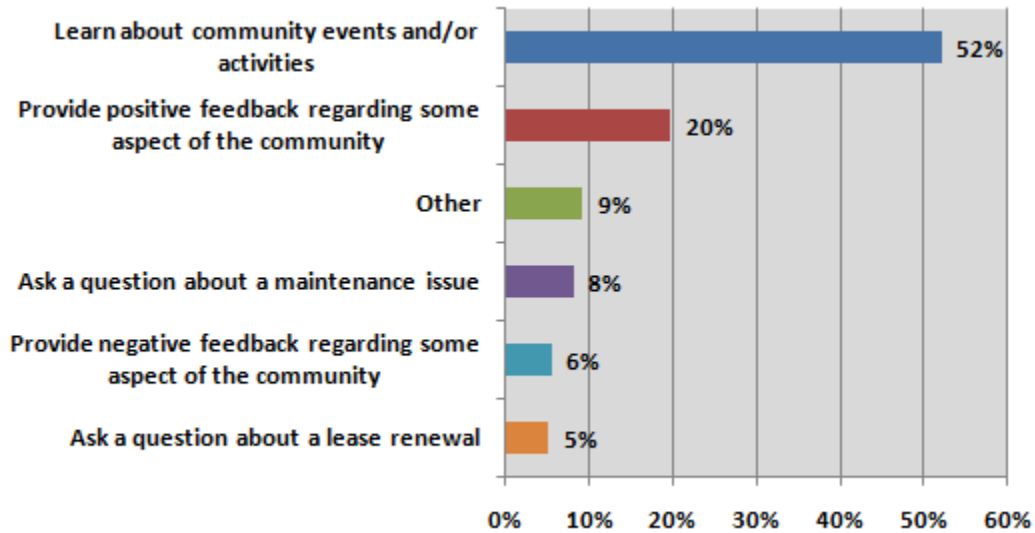


Student Housing

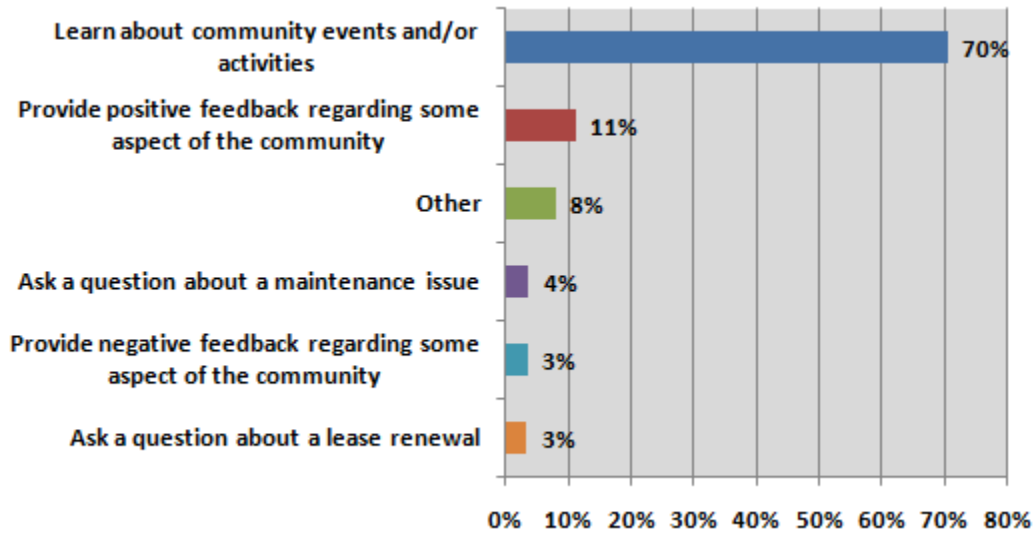


Which of the following have you engaged in, on an apartment community's social networking page?

Conventional Housing



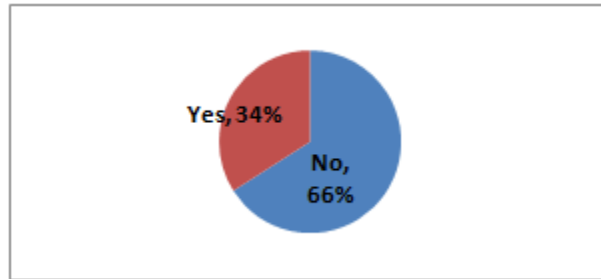
Student Housing



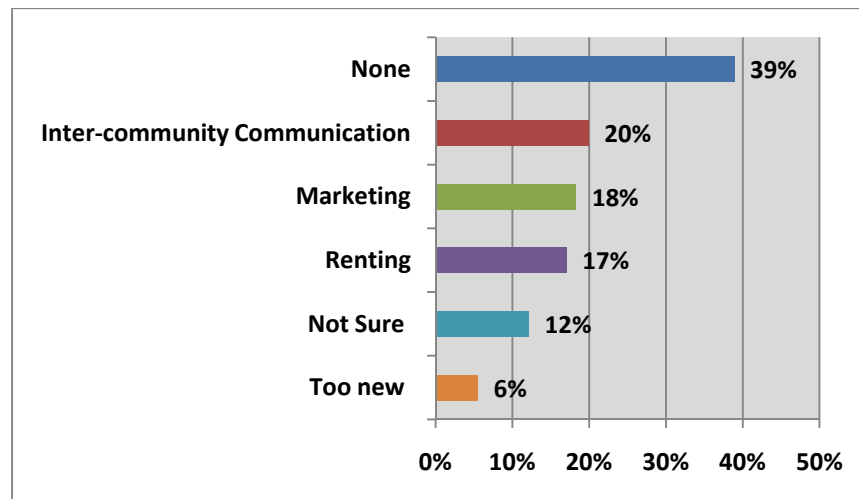
Results from Calls

Number of calls - 5,211

Number that indicated being active on Social Media



The active properties were asked the impact it had on their properties



Further details about the study and the methodology can be accessed at <http://www.jturnerresearch.com/socialmedia.php>

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