



# SURVEY SAYS! Apartment Features, Amenities And Programs That Sell To Students And Parents

Executive Summary – March 1, 2012



**J TURNER RESEARCH**   
*Marketing Research for the Apartment Industry*

## Table of Contents

3	Survey Objective
3	About the Survey
4	Leads to Leases: The Power of Referral is Strong
5	Community Research and Selection: Price is Paramount
6	Friends are Benefits: Amenities Beyond Pricing and Location
7	Singular Spaces: Privacy, Independence Drive In-unit Apartment Features
7	Hold the Extras: Few Service Categories Show Upsell Promise
8	Parents Uncertain About Student Social Media Consumption/Networking
9	Time Sensitive: Quick Response, Resolution of Service Requests Expected
9	The Great Divide: Money and Finances
11	Keeping in Touch: Mobile Phone Usage Among Students
12	Road Trips and Couch Trips
13	Table Appendix
22	About the NAA
22	About J Turner Research

## Survey Objective

As part of an innovative panel proposed by Peak Campus Management regarding parent and student perceptions of student housing design, amenities and marketing, the National Apartment Association (NAA) this year engaged Houston, Tex.-based J Turner Research to complete a survey gauging both parent and resident sentiments. The objective of the survey was to determine which apartment features, community amenities and resident programs are most preferred by both students living in student housing communities as well as parents whose students reside in campus housing. The survey aimed to provide developers, owners, operators, on-site staff and multifamily marketing executives with a clear understanding of the differences and similarities between these two audiences. Survey questions specifically examined the impact of consumer needs and preferences regarding student housing marketing, community and unit design, amenities, rental payments, student finances, depth of social media networking and mobile phone usage patterns.

## About the Survey

Surveys were conducted nationally via email between January 20 and February 1, 2012, and results were presented at a general session March 1 at the 2012 NAA Student Housing Conference and Exposition in Las Vegas. More than 69,000 students and 27,000 parents were invited to participate in the survey. All student respondents resided in campus housing communities owned/operated by Campus Apartments, EDR, Grand Campus Living or Peak Campus Management. The survey results are based on responses from 11,195 college students and 3,605 parents from 159 different colleges and universities, and represent one of the largest and most comprehensive surveys on student housing trends to date. The following executive summary presents findings from this survey.

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## Leads to Leases: The Power of Referral is Strong

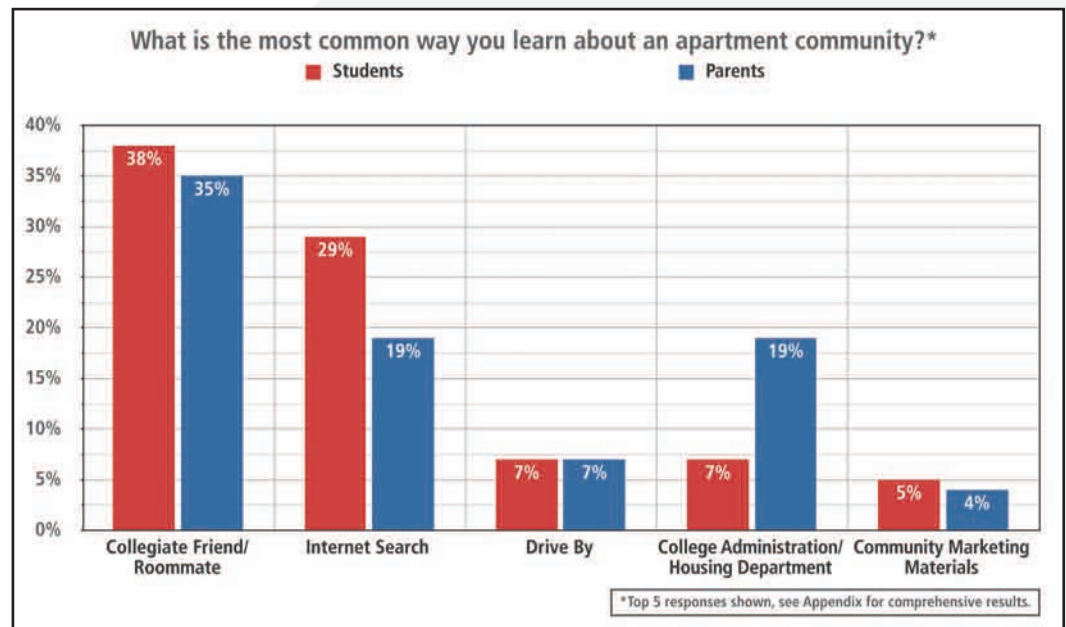
Thirty-eight percent of students and 35 percent of parents say collegiate friends and roommates are the most common way they learn about an apartment community. For students, Internet search is the second most common source of learning about communities (29 percent), while parents rely on leads from college administrators and student housing departments as often as an Internet search (19 percent). Students are less likely to rely on administrative and student housing departments from their college or university: at only seven percent, getting official leads from school ranks the same as discovering a property via drive-by.

Despite a fair amount of time communicating electronically, both students and parents typically do not rely on email or social media to learn about apartment communities. Both email and social media

registered a mere three percent as a source of community information among students, and only one percent of parents referenced these two channels for apartment research.

Traditional marketing channels for student housing communities did not fare much better. Print advertisements in magazines and newspapers were mentioned by only four percent and three percent of students and parents, respectively, while community marketing materials were cited by five percent of students and four percent of parents as the most common way they learn about student apartment communities.

To put the power of friend and referral roommates in perspective, students typically report a close circle of friends comprising a handful of people, with five people (20 percent) and four people (19 percent) groups of friends mentioned by students most often.



## Community Research and Selection: Price is Paramount

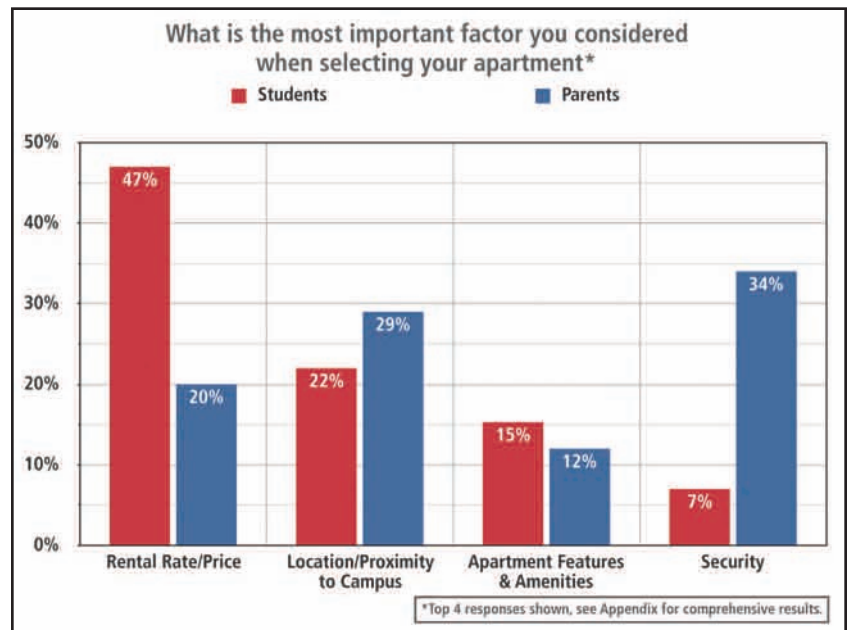
When visiting an apartment community website, both parents and students are most interested in getting information about rental rates. Forty-eight percent of parents and a full 57 percent of students say rental rates are the primary information they are looking for from community websites, with actual photos of property, unit, and common areas placing a distant second with both parents (at 20 percent) and students (at 21 percent).

While eight percent of parents were interested in obtaining written and video testimonials from an apartment community website, only three percent of students were seeking testimonial-driven information. Parents were also more likely (at eight percent) to be looking for virtual tours on community websites, compared to only four percent of students looking for the virtual experience.

A somewhat equal sample of students (10 percent) and parents (eight percent) said they were most interested in getting information about floor plans, and only one percent of both students and parents were most interested in getting contact information for a community.

When selecting an apartment, students remained focused on price as the most important factor influencing their decision, but while 47 percent of students cited rental rates and price as their top determinant, parents pushed security to the top of their list. In fact, at 20 percent, rental rates and pricing ranked only third among parent respondents, who ranked security (34 percent) and location/proximity to campus (29 percent) as more important than price when selecting an apartment community for their student.

Students, however, seemed less concerned with security, mentioned by only seven percent of respondents, who were more apt to focus on location and proximity to campus (22 percent) and apartment features and amenities (15 percent) as the most important factor considered when selecting an apartment.



Despite the fact that referrals from collegiate friends and roommates were the number one source for parents and students to find out about apartment communities, those relationships seem to have less impact on the final selection of a community, mentioned by only three percent of both parents and students as the most important factor considered during their selection.

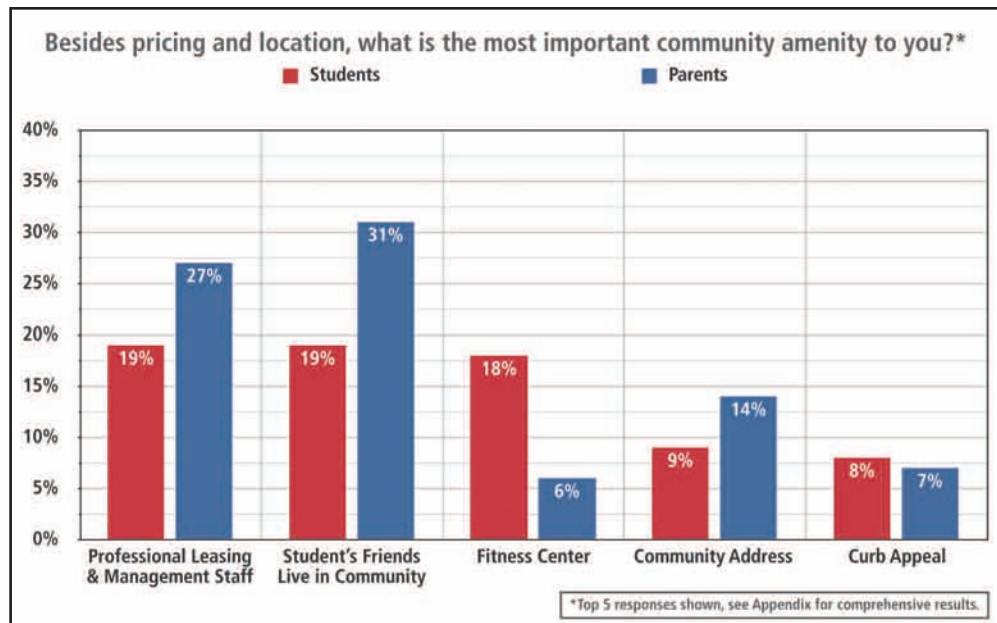
Student housing prospects are shopping around offline as well, with 30 percent of parents and 28 percent of students reporting that they shop at least three communities prior to making a final selection. Another 20 percent of students and 17 percent of parents say they shop at least four communities, and a full 12 percent of students say they'll shop eight or more communities before narrowing down their selection.



## Friends are Benefits: Amenities Beyond Pricing and Location

When asked to get beyond pricing and location, students and parents were in lockstep when it came to the most important community amenities for students, citing the presence of student's friends living in the community as their top consideration. But while nearly a third of parents (31 percent) saw friends as the ultimate community amenity beyond location, students were split, ranking fitness centers (18 percent), friends living at the community (19 percent) and professional leasing and management staff (19 percent) in a near dead heat for top amenity considerations.

Professional leasing and management staff also ranked high with parents, 27 percent of whom saw it as the most important amenity. Community address and curb appeal also outweighed the need for study areas and access to computer labs as an amenity, with 14 percent of parents and nine percent of students focused on their address and seven percent of parents and eight percent of students looking at curb appeal as a top amenity.



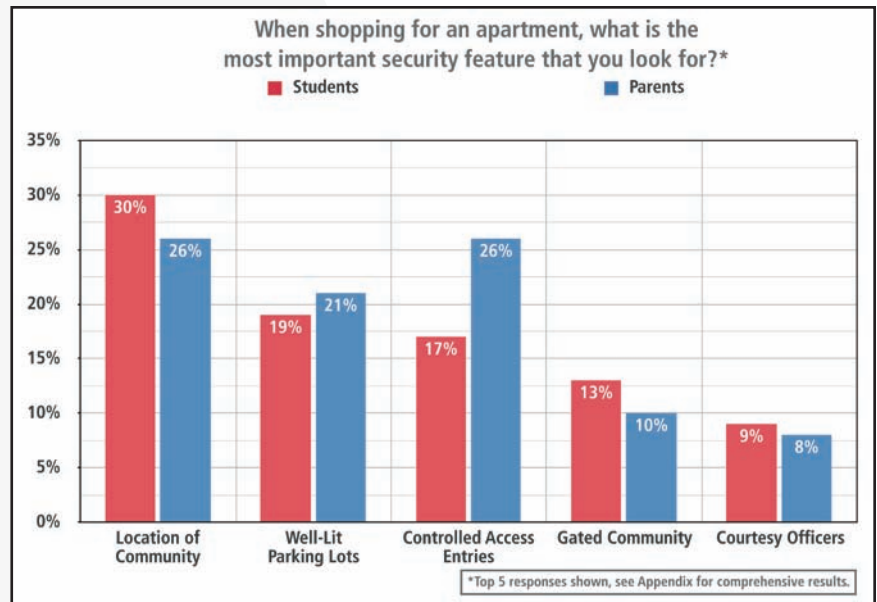
Social and study lounges were mentioned by only two percent of both survey groups, and computer labs likewise ranked low as the most important amenity concern, mentioned by five percent of students and only three percent of parents.

## Singular Spaces: Privacy, Independence Drive In-unit Apartment Features

Despite the importance of friends in sourcing apartment community leads and a corresponding high ranking of friends living in a community as a top amenity, within the unit both parents and students seem to be looking for private spaces. When asked what the most important apartment feature for students, both survey groups overwhelmingly chose private bedrooms and bathrooms, with 62 percent of parents and 40 percent of students citing a private room/bathroom as their number one apartment feature.

Students and parents were also of the same mind when it comes to other important apartment features, with both survey groups ranking in-unit laundry (parents 15 percent, students 19 percent) second; large bedrooms (parents eight percent, students 11 percent) third; and free Wi-Fi (parents six percent, students nine percent) as the fourth amenity most commonly cited as most important.

When asked what the most important security feature was when shopping for an apartment, parents and students showed some differences, with parents considering controlled access entries to be just as important as location of community (both cited by 26 percent of respondents), while students showed a greater preference for community location (30 percent) over controlled access entries (17 percent). Security cameras, courtesy officers, and panic alarms all scored significantly lower among both parents and students.



## Hold the Extras: Few Service Categories Show Upsell Promise

With price sensitivity ranking highly as a student housing selection metric, it's little surprise that, when asked what service or utility upgrade they would be most willing to pay more for, both parents (42 percent) and students (26 percent) most often opted for no upgrades. While students showed a broader propensity to recognize value in service or utility upgrades (16 percent would opt for upgraded high speed Internet service; 11 percent would pay more for a shuttle service to campus; 10 percent would pay extra for group fitness, yoga and Pilates classes; and 9 percent would pay a premium for either maid service or preferred/covered parking), parents remained focused on only a core group of services, opting for campus shuttle services (22 percent), high-speed Internet service (12 percent), and preferred/covered parking (11 percent). Of little interest as a premium were garbage valet services, mentioned by only one percent of both survey groups.

Asked to identify their most important student housing "luxury apartment upgrades," both parents and students showed a broad range of extras that ostensibly would be included with base rent at more selective apartment communities. According to parents, students would be most interested in a good night's sleep, with pillow-top mattresses (19 percent) and queen-sized beds (18 percent) cited most often, followed by California closet organizing systems (15 percent), hardwood floors / tiled bathrooms (15 percent), and memory foam mattresses (14 percent).

While still focused on shuteye, 18 percent of students ranked memory foam mattresses as the most important luxury upgrade, tying hardwood floors /tiled bathroom for the number one spot. Queen-sized beds (17 percent), pillow-top mattresses (10 percent) and California closet organizing systems rounded out the top five upgrades identified by students.

Not as important to students and their parents as luxury apartment upgrades were modern light fixtures (cited by six percent of parents, four percent of students), modern water fixtures (cited by six percent of parents, five percent of students), and granite countertops (cited by two percent of parents, five percent of students). Although still ranking comparatively low as important luxury upgrades, audio/video amenities saw some variation between survey groups, with iPod docking stations and built-in surround sound speaker systems cited by three percent and two percent of parents, respectively. Both upgrades were selected by seven percent of the student survey group.

## Parents Uncertain About Student Social Media Consumption/Networking

Across a broad swath of student activities regarding information sharing, social media and networking, parents most frequently responded that they were “not sure” regarding student consumption patterns. Uncertainty was most pronounced when it came to campus journalism: 68 percent of parents were unsure how often their student read a printed campus newspaper, and 70 percent of parents were unsure how often their student read the campus newspaper online.

For current-event minded parents, reality might be a tough pill to swallow. According to students, campus media seems a less important information source than in years past. A full 55 percent of students say they never read the campus newspaper, with 22 percent reporting that they read the paper once a week and only 10 percent reporting that they read the campus news twice. Online consumption patterns were worse, with 73 percent of students reporting that they never click onto an online version of the campus newspaper, and 16 percent reporting that when they do access the campus news online, it’s only once a week.

Parents showed an incrementally better understanding of student social media usage, particularly on Facebook, but again were more often uncertain than certain about how students were navigating social networking sites. When asked how many Facebook friends (in 100 friend increments) students had, 35 percent of parents responded that they were not sure, with smaller but nearly equal amounts reporting friend counts of 100 (nine percent), 200 (10 percent), 300 (nine percent) and 1000 or more (nine percent).

Students, obviously, had a much better handle on their friend counts, with the largest share of respondents (14 percent) having 1000 friends or more. A somewhat equal share of students reported friend counts of 300 (13 percent), 400 (11 percent), 500 (11 percent), and 200 (11 percent).

Sixty-seven percent of parents were not sure how many times a day students “liked” a picture, comment, or fan page on Facebook, and 59 percent were likewise unsure how many pictures students posted on Facebook per day. Real results from students were lackluster: 64 percent reported posting zero pictures per day on Facebook, with 24 percent reporting one picture post a day and only 11 percent reporting posting three pictures or more.

Another 27 percent of students said they don’t hit the Facebook like button at all, with a seemingly normal share (22 percent) saying they “liked” one comment, picture, or fan page per day. Seventeen percent of students said they hit the like button twice a day, and only four percent reported liking content 10 or more times daily.



Finally, while students weren't actively posting status updates (44 percent reported posting zero status updates per day, and another 40 percent reported only one status update), parents nevertheless remained in the dark, with 59 percent responding they were unsure how often their student posted status updates, and smaller but roughly equal shares reporting status updates of one (16 percent) and zero (15 percent) per student.

Parents had little clairvoyance into real life social networking at college as well, with 53 percent of parent respondents saying they were unsure how many community-hosted resident events their student had attended since move in. Thirteen percent of parents said the number of events was zero, and those respondents were likely on target.

Almost two-fifths (39 percent) of students report having attended zero community-hosted resident events since move-in, with one event (18 percent), two events (15 percent), and three events (10 percent) rounding out the top four. Three percent of both parents and students said that students had attended 10 or more resident events since move in.

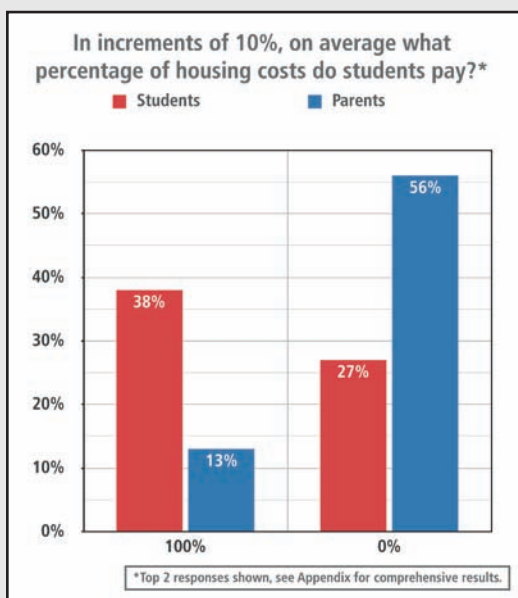
## Time Sensitive: Quick Response, Resolution of Service Requests Expected .....

Expectations of service resolution remained significantly high among survey responders. When asked for the reasonable amount of time for a community to respond (via email or phone) to acknowledge a service request, both parents (30 percent) and students (21 percent) ranked "within one hour" as the most reasonable time window.

"Within 30 minutes" also scored highly in both groups, with students ranking the briefest time window second (at 20 percent) and parents ranking it third (at 16 percent). "Within 36 hours" ranked dead last with both groups: 4 percent of students were apt to wait the three days, whereas only 1 percent of parents felt the longest time window was appropriate.

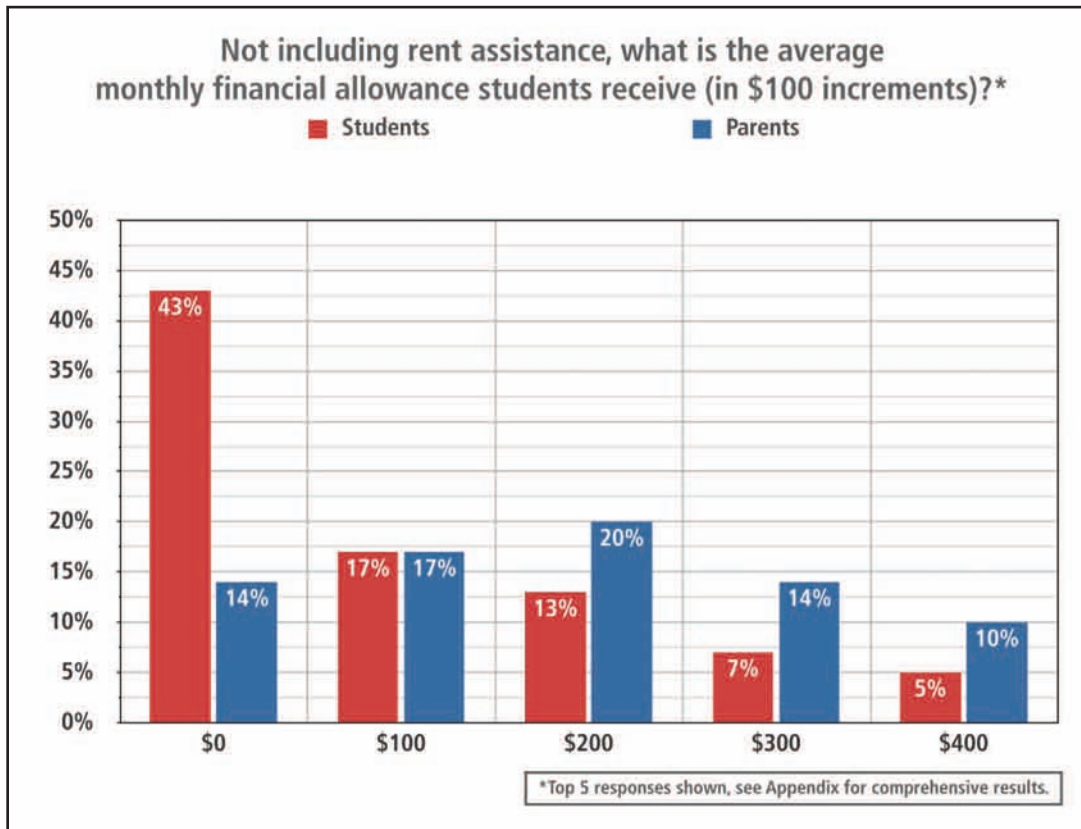
When asked for a reasonable time for service requests to be completed, both parents (39 percent) and students (30 percent) most commonly allowed for a 24-hour turn-around. Coming in second for both survey groups was the amazingly tight "less than six hours" window, cited by 15 percent of parents and 13 percent of students. Students then showed a broad response of service request completion expectations, with 10-12 percent of respondents citing times of 6 hours, 12 hours, 36 hours, and 48 hours.

## The Great Divide: Money and Finances .....



The differences between parent and student conceptualizations of money and finance continue to reside more often than not at polar extremes. Take for example, direct student contributions to housing costs, which parents most commonly (56 percent) peg at zero and students most commonly cite (38 percent) as 100 percent.

When it comes to allowances, students and parents are likewise out of synch: while 51 percent of parents report providing non-housing financial assistance between \$100 and \$300, 43 percent of students report receiving an average monthly allowance of zero. Making a cameo allowance appearance were families that report a monthly student allowance of \$1,000 or more, a figure cited by six percent of parents and three percent of students.



One area where students and parents show some capital simpatico: financial aid for housing, where 69 percent of parents and 61 percent of students report that zero percent of housing costs are covered by federal, state, or local financial aid. Not everyone is getting left in the lurch, however: some eight percent of parents and 12 percent of students report full 100 percent coverage of housing costs via federal, state, or local financial aid.

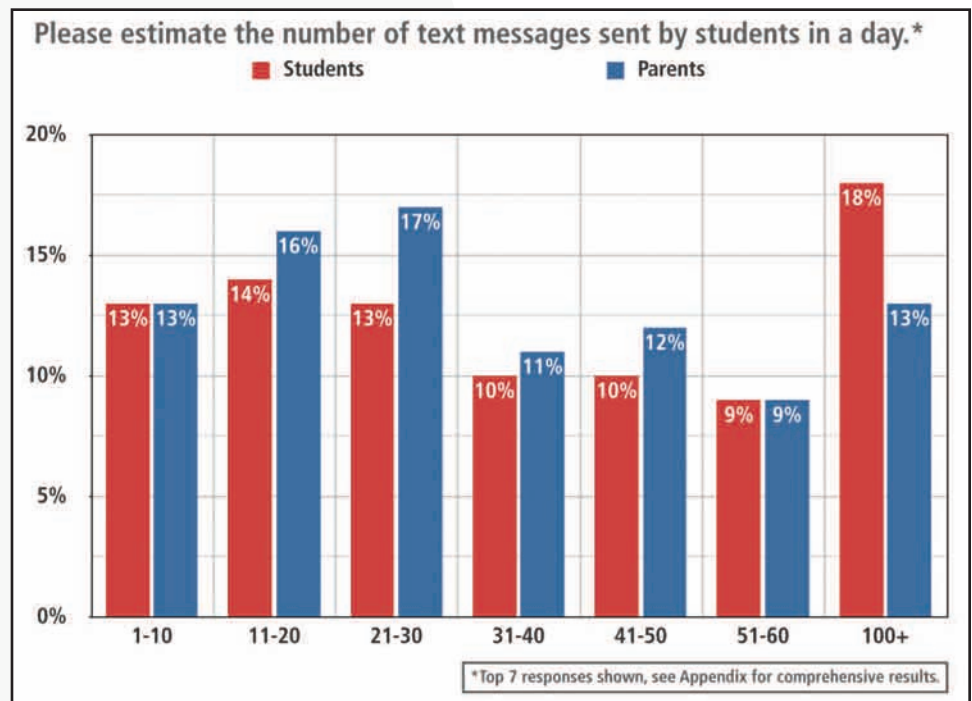
## Keeping in Touch: Mobile Phone Usage Among Students

Parents might want to look to financial aid for help with smart phone bills, if survey responses are any indication of student reliance on mobile technology for communicating with family and friends. On average, a vast majority (62 percent, according to students; 68 percent, according to parents) of students spend between one and two hours talking on their mobile phone every day. Another 15 percent of students and 13 percent of parents say that volume is between three and five hours per day. Both students (84 percent) and parents (80 percent) estimated that students were only making between one and ten calls per day on the phone. Not everyone is gabbing, however: 18 percent of students and 15 percent of parents report that their students don't talk on mobile at all.

That may be because students are texting, instead. Both parents and students agree that text is the most common mobile phone activity on campus, with 81 percent of parents and 70 percent of students reporting text as the go-to phone function. Talking to friends barely made the cut, and at eight percent was a dead heat with social media as the second most common mobile phone activity reported by students. Parents seem in tune with mobile goings on, also citing social media (seven percent) and talking to friends (seven percent) as distant seconds to texting.

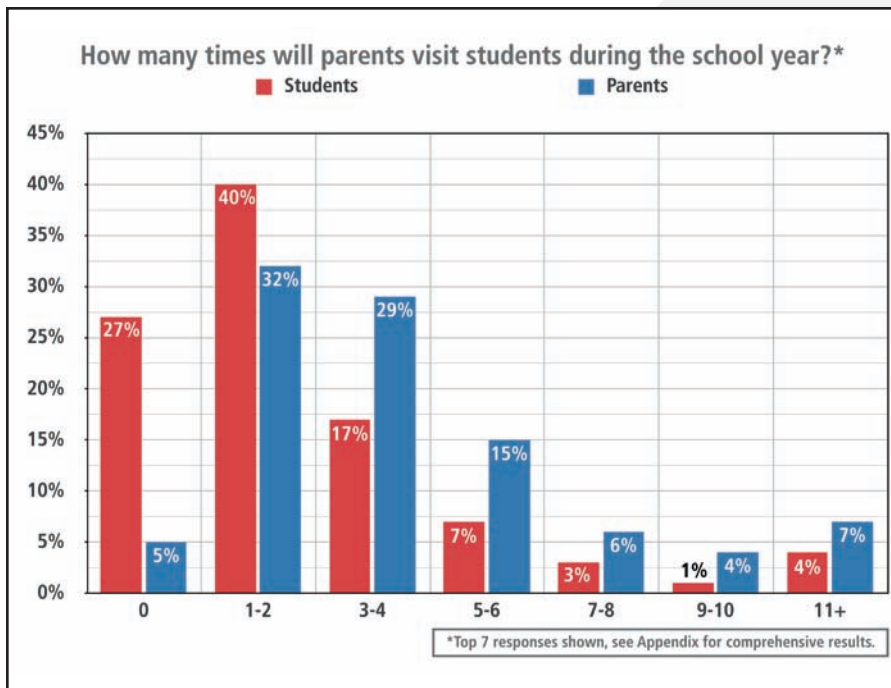
When asked how many texts are sent per day, students may still have their parents somewhat hoodwinked. While the greatest share of students (18 percent) reported sending 100 or more texts per day, the largest share of parents (17 percent) estimated students to be sending 21-30 texts per day.

An equal number of parents and students (13 percent) estimated a text volume between one and ten per day, and those that estimated zero texts (two percent among students, one percent among parents) ranked at the bottom for both respondent groups.



## Road Trips and Couch Trips

Seemingly little has changed over the years when it comes to face-time with the parents. According to the survey, students return home frequently throughout the school year. Both parents (37 percent) and students (34 percent) say that students take a road trip home seven or more times during the school year.

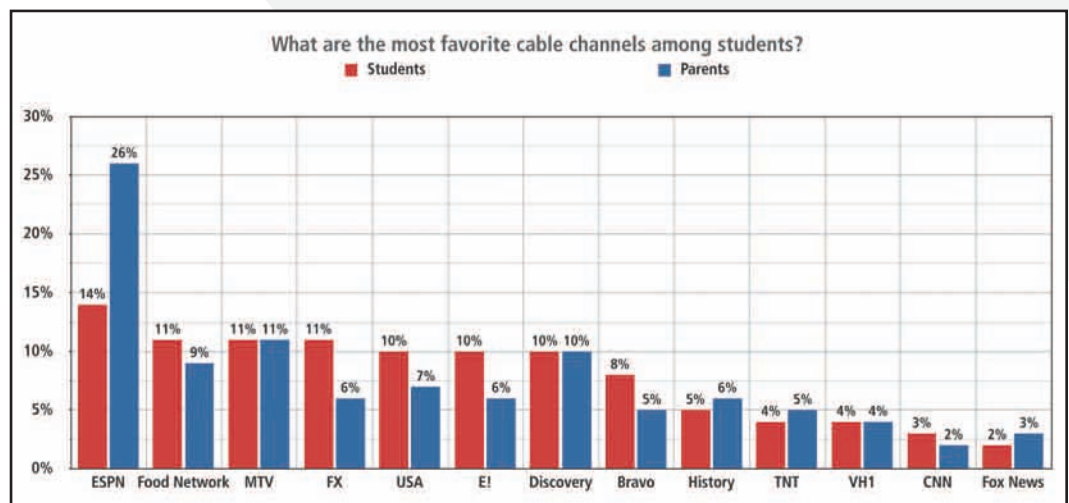


Less consistent were conceptions of on-campus visits by mom and dad: while 40 percent of students and 32 percent of parents said a parental visit occurred one to two times per year, 27 percent of students said parents never visited at all, compared to the mere five percent of parents who admitted being a no-show for the entire year.

When not visiting, students and parents are still likely to stay in touch, with over half (51 percent of students, 55 percent of parents) saying they communicate at least once on a daily basis. In fact, another 29 percent of students and 25 percent of parents report communicating between two and three times per day.

If there's no communication happening, it's likely that students are watching television. When they do watch, both parents and students agree that ESPN is the channel of choice. Mentioned as a favorite student channel by 26 percent of parents and 14 percent of students, the all-sports network edged out MTV (11 percent, according to both parents and students) and the Food Network, which tied MTV as the second most popular channel among students (nine percent of parents also cited the Food Network as a student favorite).

In dead last are CNN and Fox News, which both ranked between two and three percent as a favorite student TV channel, just behind VH1 at four percent.





<b>Parents: What is the most common way you learn about an apartment community for your student?</b>		<b>Students: What is the most common way you learn about an apartment community?</b>	
Collegiate Friend / Roommate	35%	Collegiate Friend / Roommate	38%
College Administration / Housing Department	19%	Internet Search	29%
Internet Search	19%	Drive By	7%
Parent or Family Friend	10%	College Administration / Housing Department	7%
Drive By	7%	Community Marketing Materials	5%
Community Marketing Materials	4%	Print Advertisement (magazine, newspaper, etc.)	4%
Print Advertisement (magazine, newspaper, etc.)	3%	Parent or Family Friend	4%
Email	1%	Social Media	3%
Social Media	1%	Email	3%
Community Event/Party	0%	Community Event/Party	1%
Apartment Broker	0%	Apartment Broker	0%

<b>Parents: When visiting an apartment community's website (for your student), what are you most interested in getting information about?</b>		<b>Students: When visiting a community's website, what are you most interested in getting information about?</b>	
Rental Rates	48%	Rental Rates	57%
Actual Photos (property, unit & common areas)	20%	Actual Photos (property, unit & common areas)	21%
Testimonials from Existing Residents (written and video)	8%	Floor Plans	10%
Floor Plans	8%	Virtual Tours	4%
Virtual Tours	8%	Testimonials from Existing Residents (written and video)	3%
Sample Lease	3%	Video Tours	2%
Video Tours	2%	Contact Information	1%
Contact information	1%	Sample Lease	1%
Directions to Property	1%	List of Nearby Restaurants, Shops etc.	1%
Staff Information	1%		

<b>Parents: What is the most important factor you considered when selecting your apartment for your student?</b>		<b>Students: What is the most important factor you considered when selecting your apartment?</b>	
Security	34%	Rental Rate / Price	47%
Location – Proximity to Campus	29%	Location – Proximity to Campus	22%
Rental Rate / Price	20%	Apartment Features & Amenities	15%
Apartment Features & Amenities	12%	Security	7%
Referrals From Friends	3%	Referrals From Friends	3%
Community Features & Amenities	1%	Community Features & Amenities	2%
Exceptional Customer Service	1%	Pet Friendly	2%
		Location – Proximity to Nightlife	1%
		Exceptional Customer Service	1%
		Age of Community	1%



<b>Parents: Besides pricing and location, what is the most important community amenity for your student?</b>		<b>Students: Besides pricing and location, what is the most important community amenity to you?</b>	
Student's Friends Live in Community	31%	Professional Leasing and Management Staff	19%
Professional Leasing and Management Staff	27%	Student's Friends Live in Community	19%
Community Address	14%	Fitness Center	18%
Curb Appeal	7%	Community Address	9%
Fitness Center	6%	Curb Appeal	8%
Social Events (pool parties / movie night / community mixers)	4%	Resort-Style Pool Area	6%
Computer Lab (PC and Mac)	3%	Computer Lab (PC and Mac)	5%
Social/Study Lounges	2%	Social Events (pool parties / movie night / community mixers)	5%
Community Entertainment Space (movie cinema / game room /online gaming room/etc.)	2%	Social/Study Lounges	2%
Resort-Style Pool Area	1%	Community Entertainment Space (movie cinema / game room /online gaming room/etc.)	2%
Car Care Center	1%	Car Care Center	2%
Bike Storage	1%	Tanning Beds / Dome	2%
Bum-a-Bike (borrow bikes for free)	1%	Bum-a-Bike (borrow bikes for free)	1%
		Bike Storage	1%

<b>Parents: What is the most important apartment feature for your student?</b>		<b>Students: What is the most important apartment feature to you?</b>	
Private Bedrooms / Bathrooms	62%	Private Bedrooms / Bathrooms	40%
In-Unit Laundry	15%	In-Unit Laundry	19%
Large Bedrooms	8%	Large Bedrooms	11%
Free Wi-Fi	6%	Free Wi-Fi	10%
Fast Internet Speed	5%	Fast Internet Speed	9%
Cell Phone Reception	2%	Walk-In Closets	3%
"Green" Features Like Programmable Thermostats, Low-Energy Appliances	1%	Oversized Kitchen	2%
Walk-in Closets	1%	Cell Phone Reception	2%
Oversized Kitchen	1%	"Green" Features Like Programmable Thermostats, Low-Energy Appliances	2%
Covered Parking	1%	Covered Parking	1%
		Balcony	1%

<b>Parents: When shopping for an apartment for your student, what is the most important security feature that you look for?</b>		<b>Students: When shopping for an apartment, what is the most important security feature that you look for?</b>	
Controlled Access Entries	26%	Location of Community	30%
Location of Community	26%	Well-Lit Parking Lots	19%
Well-Lit Parking Lots	21%	Controlled Access Entries	17%
Gated Community	10%	Gated Community	13%
Courtesy Officers	8%	Courtesy Officers	9%
Security Cameras	6%	Security Cameras	7%
Panic Alarms	1%	Panic Alarms	2%
Interior Corridors	1%	Interior Corridors	2%

<b>Parents: What service or utility upgrade for your student, are you willing to pay more for?</b>		<b>Students: What service or utility upgrade are you willing to pay more for?</b>	
None	42%	None	26%
Shuttle Service to Campus	22%	High-Speed Internet Service	16%
High-Speed Internet service	12%	Shuttle Service to Campus	11%
Preferred/Covered Parking	11%	Group Fitness-Yoga, Pilates, Boot Camp	10%
Maid Service	5%	Maid Service	9%
Shuttle Service to Nightlife	5%	Preferred/Covered Parking	9%
Extended Cable	2%	Shuttle Service to Nightlife	8%
Group Fitness-Yoga, Pilates, Boot Camp	2%	Extended Cable	7%
Garbage Valet	1%	Garbage Valet	4%

<b>Parents: Which luxury upgrade is most important for your student's apartment?</b>		<b>Students: Which luxury apartment upgrade is most important to you?</b>	
Pillow-Top Mattresses	19%	Memory-Foam Mattresses	18%
Queen Sized Bed	18%	Hardwood Floors/Tiled Bathrooms	18%
California Closet Organizing System	15%	Queen Sized Bed	17%
Hardwood Floors/Tiled Bathrooms	15%	Pillow-Top Mattresses	10%
Memory-Foam Mattresses	14%	California Closet Organizing System	9%
Modern Light Fixtures	6%	iPod Docking Station With Intra Apartment Intercom System	7%
Modern Water Fixtures	6%	Built-in Surround Sound Speaker System	7%
iPod Docking Station With Intra Apartment Intercom System	3%	Granite Countertops	5%
Built-in Surround Sound Speaker System	2%	Modern Water Fixtures	5%
Granite Countertops	2%	Modern Light Fixtures	4%

Parents: How many resident events hosted by your apartment community has your student attended since they moved-in?		Students: How many resident events hosted by your apartment community have you attended since you moved-in?	
Not Sure	53%	0	39%
0	13%	1	18%
2	9%	2	15%
1	8%	3	10%
3	5%	4	6%
4	3%	5	5%
5	3%	10 or more	3%
10 or more	3%	6	2%
6	1%	7	1%
7	1%	8	1%

Parents: How many times a week does your student read the print version of the university newspaper?		Students: How many times a week do you read the print version of your university's newspaper?	
Not Sure	68%	0	55%
0	13%	1	22%
1	9%	2	10%
2	4%	3	6%
3	3%	5	4%
5	3%	4	3%
4	1%		

Parents: How many times a week does your student read the online version of the university newspaper?		Students: How many times a week do you read the online version of your university's newspaper?	
Not Sure	70%	0	73%
0	11%	1	16%
1	7%	2	6%
2	5%	3	3%
3	4%	5	2%
5	2%	4	1%
4	1%		

Parents: If something breaks in your student's apartment, what is a reasonable amount of time for the community to respond (via email/ phone) to confirm they are aware of the problem and working on a solution?		Students: If something breaks in your apartment, what is a reasonable amount of time for the community to respond (via email/ phone) to confirm they are aware of the problem and working on a solution?	
Within 1 Hour	30%	Within 1 Hour	21%
Within 2 Hours	19%	Within 30 Minutes	20%
Within 30 Minutes	16%	Within 24 Hours	17%
Within 4 Hours	12%	Within 2 Hours	14%
Within 24 Hours	10%	Within 4 Hours	10%
Within 8 Hours	7%	Within 12 Hours	8%
Within 12 Hours	5%	Within 8 Hours	5%
Within 36 Hours	1%	Within 36 Hours	4%



<b>Parents: If something breaks in your student's apartment unit, what is a reasonable amount of time for the community to complete the maintenance repair?</b>		<b>Students: If something breaks in your apartment unit, what is a reasonable amount of time for the community to complete the maintenance repair?</b>	
Within 24 Hours	39%	Within 24 Hours	30%
Less than 6 Hours	15%	Less than 6 Hours	13%
Within 12 Hours	14%	Within 48 Hours	12%
Within 6 Hours	13%	Within 6 Hours	10%
Within 48 Hours	9%	Within 12 Hours	10%
Within 36 hours	5%	Within 36 hours	10%
Within One Week	2%	Within One Week	6%
Within 18 Hours	2%	Within 72 Hours	5%
Within 72 Hours	2%	Within 18 Hours	3%

<b>Parents: Not including rent assistance, how much financial assistance do YOU provide your student each month (In \$100 increments)?</b>		<b>Students: Not including rent assistance, what is the average monthly financial allowance your parents provide (in \$100 increments)?</b>	
200	20%	0	43%
100	17%	100	17%
300	14%	200	13%
0	14%	300	7%
400	10%	400	5%
500	10%	500	5%
1000 or more	6%	1000 or more	3%
600	4%	600	2%
700	2%	700	1%
800	2%	800	1%
900	1%		

<b>Parents: In increments of 10%, on average what percentage of your student's housing costs do THEY pay?</b>		<b>Students: In increments of 10%, on average what percentage of your housing costs do you pay?</b>	
Zero	56%	100%	38%
100%	13%	Zero	27%
Less than 10%	11%	Less than 10%	9%
Between 91-100%	4%	Between 11-20%	5%
Between 11-20%	4%	Between 91-100%	3%
Between 21-30%	3%	Between 21-30%	3%
Between 41-50%	3%	Between 51-60%	3%
Between 81-90%	2%	Between 41-50%	3%
Between 51-60%	2%	Between 31-40%	2%
Between 71-80%	1%	Between 71-80%	2%
Between 31-40%	1%	Between 81-90%	2%
Between 61-70%	< 1%	Between 61-70%	1%

Parents: In general, what percentage of your student's rent will be covered by financial aid (federal, state or local)?		Students: In general, what percentage of rent will be covered by financial aid (federal, state or local)?	
Zero	69%	Zero	61%
100%	8%	100%	12%
Between 91-100%	4%	Less than 10%	4%
Less than 10%	4%	Between 41-50%	3%
Between 41-50%	3%	Between 91-100%	3%
Between 81-90%	2%	Between 51-60%	3%
Between 21-30%	2%	Between 81-90%	2%
Between 51-60%	2%	Between 11-20%	2%
Between 71-80%	2%	Between 31-40%	2%
Between 11-20%	2%	Between 21-30%	2%
Between 31-40%	1%	Between 71-80%	2%
Between 61-70%	1%	Between 61-70%	2%

Parents: How many apartment communities does your student shop before selecting an apartment?		Students: How many apartment communities do you shop before selecting an apartment?	
3	30%	3	28%
2	23%	4	20%
4	17%	2	14%
1	9%	5	13%
0	7%	8 or more	12%
5	7%	1	5%
8 or more	5%	0	5%
6	2%	6	3%
7	1%	7	1%

Parents: On an average day, how many times do you communicate with your student?		Students: On an average day, how many times do you communicate with your parents?	
1	55%	1	51%
2	17%	2	19%
0	11%	0	13%
3	8%	3	10%
4	5%	5	3%
7 or more times	3%	7 or more times	3%
5	2%	6	1%
6	1%		



Parents: How many times a school year (August-May) does your student return home for the weekend?		Students: How many times a school year (August-May) do you return home for the weekend?	
7 or more times	37%	7 or more times	34%
4	15%	5	16%
5	11%	3	16%
6	10%	2	10%
3	10%	0	9%
2	7%	6	8%
0	5%	1	6%
1	3%		

Parents: How many friends does your student have on Facebook (rounded in 100 friend increments)?		Students: Rounded in 100 friend increments, how many friends do you have on Facebook?	
Not Sure	35%	1000 or more	14%
200	10%	300	13%
300	9%	400	11%
100	9%	500	11%
1000 or more	9%	200	11%
400	7%	600	9%
500	7%	700	7%
600	4%	100	7%
700	3%	800	6%
800	3%	900	5%
900	2%	0	4%
0	2%		

Parents: How many pictures does your student post on Facebook a day?		Students: How many pictures do you post on Facebook during a day?	
Not Sure	59%	0	64%
0	20%	1	24%
1	12%	2	6%
2	5%	3	2%
3	2%	4	1%
10 or more	1%	5	1%
4	1%	10 or more	1%
5	1%		

Parents: How many comments, pictures, or Fan pages does your student "like" a day?		Students: How many comments, pictures, or Fan pages do you like a day?	
Not Sure	67%	0	27%
0	10%	1	22%
1	8%	2	17%
2	5%	3	11%
3	3%	5	8%
10 or more	3%	4	5%
5	2%	10 or more	4%
4	2%	6	2%
6	1%	7	1%
		8	1%

Parents: How many status updates does your student post a day?		Students: How many status updates do you post a day?	
Not Sure	59%	0	44%
1	16%	1	40%
0	15%	2	8%
2	5%	3	4%
3	2%	4	1%
4	1%	5	1%
10 or more	1%	10 or more	1%
5	1%		

Parents: What is your student's favorite cable channel?		Students: What is your favorite cable channel?	
ESPN	26%	ESPN	14%
MTV	11%	Food Network	11%
Discovery	10%	MTV	11%
Food Network	9%	FX	11%
USA	7%	USA	10%
FX	6%	E!	10%
E!	6%	Discovery	10%
History	6%	Bravo	8%
Bravo	5%	History	5%
TNT	5%	TNT	4%
VH1	4%	VH1	4%
Fox News	3%	CNN	3%
CNN	2%	Fox News	2%

Students: How many people are in your close circle of friends or "crew/entourage"?	
5	20%
4	19%
3	17%
6	10%
10 or more	9%
2	8%
7	5%
8	5%
1	2%
0	2%
9	1%

Parents: How many times do you visit your student at school during the year?		Students: How many times do your parents visit during the school year?	
1-2	32%	1-2	40%
3-4	29%	Zero	27%
5-6	15%	3-4	17%
11 or more	7%	5-6	7%
7-8	6%	11 or more	4%
Zero	5%	7-8	3%
9-10	4%	9-10	1%

Parents: On average, how many hours does your student spend talking on their mobile phone each day?		Students: On average, how many hours do you spend talking on your mobile phone each day?	
1-2 Hours	68%	1-2 Hours	62%
Zero	15%	Zero	18%
3-5 Hours	13%	3-5 Hours	15%
6-8 Hours	2%	6-8 Hours	3%
More than 10 Hours	1%	More than 10 Hours	1%
		9-10 Hours	1%

Parents: What is the most common activity your student uses their mobile phone for?		Students: What is the most common activity you use your mobile phone for?	
Texting	81%	Texting	70%
Talking to Friends	7%	Social Media (Facebook, Twitter, etc.)	8%
Social Media (Facebook, Twitter, etc.)	6%	Talking to Friends	8%
Calling Home	3%	Calling Home	4%
Internet Searching	2%	Email	3%
Listening to Music	1%	Internet Searching	3%
Email	1%	Listening to Music	2%

Parents: During a normal day, please estimate the total number of calls your student makes on his/her cell phone.		Students: Please estimate the total number of calls you make on your cell phone during a normal day.	
1-10	80%	1-10	84%
11-20	11%	0	7%
0	5%	11-20	6%
21-30	2%	21-30	1%
31-40	1%	31-40	1%

Parents: Please estimate the total number of text messages your student sends per day.		Students: Please estimate the total number of text messages you send per day.	
21-30	17%	100 or more	18%
11-20	16%	11-20	14%
1-10	13%	21-30	13%
100 or more	13%	1-10	13%
41-50	12%	41-50	10%
31-40	11%	31-40	10%
51-60	9%	51-60	9%
61-70	3%	61-70	4%
81-90	2%	71-80	3%
71-80	2%	81-90	3%
0	1%	0	2%

## About the NAA

The National Apartment Association (NAA) is America's leading advocate for quality rental housing. NAA's mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public.

NAA is a federation of 170 state and local affiliates, comprised of more than 55,000 multifamily housing companies representing more than 6.2 million apartment homes throughout the United States and Canada. Members in good standing of any affiliated association are automatically considered members of NAA and entitled to NAA benefits.

NAA members represent all facets of the multifamily housing industry: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, maintenance personnel, suppliers and related business professionals throughout the United States and Canada. [www.naahq.org](http://www.naahq.org)

## About J Turner Research

Based in Houston, J Turner Research is the largest provider of off campus student housing surveys in the nation, representing more than 370 communities. The company specializes in developing and executing innovative and affordable research services for multifamily owners/operators of both student and conventional apartment communities. Utilizing an e-mail based survey program, J Turner Research accurately measures the perceptions of prospective and current residents to help owners better understand how to optimize operational and marketing efficiencies within a portfolio of communities. For more information, or the latest research results, please call (281) 558-4840 ext. 300 or visit [www.jturnerresearch.com](http://www.jturnerresearch.com).