

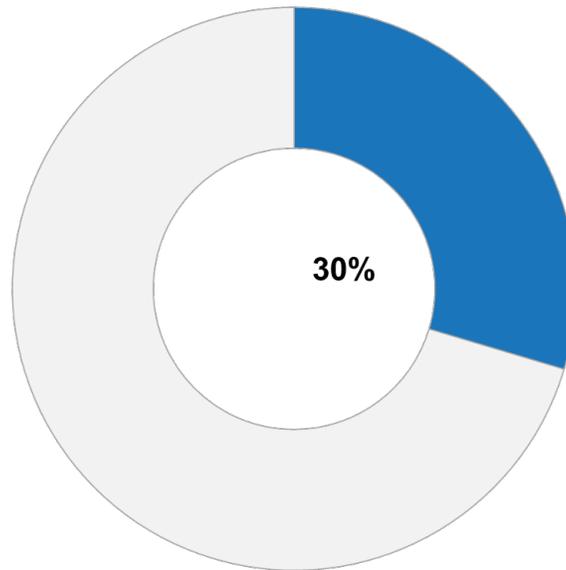
SYNOPSIS

Multifamily properties are turning to new amenities to attract and retain residents and to generate new ongoing revenue streams. High-speed internet and Wi-Fi are two of the most in-demand amenities in multifamily properties and key areas where properties can differentiate themselves.

This study examines MDU residents' perceptions and adoption of managed Wi-Fi and bulk internet, demand for these services, and interest in additional amenity bundles. This study draws from Parks Associates' Q2 2024 survey of 8,004 U.S. internet households. The survey is demographically representative of US internet households, with quotas for age, income, gender, and educational attainment.

Number of Slides: 61

Availability of Property Wi-Fi in Multifamily Communities



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Key questions addressed:

1. What is the landscape for bulk and managed Wi-Fi adoption in multifamily properties?
2. What are the drivers of resident satisfaction and dissatisfaction with bulk internet and Wi-Fi?
3. How does resident interest in bulk and managed Wi-Fi compare to other amenities?
4. What is resident preference when it comes to bulk versus retail internet services?
5. What is the difference in consumer-reported spending on bulk vs. retail internet services?

“Residents that experience bulk internet service prefer it and deliberately search for communities that offer property-provided internet. However, many prospective residents may also be hesitant when faced with competitive retail services. Increasing service quality, the introduction of new and desired bundles, and a focus on the resident app experience help assuage concerns and deliver a differentiated experience.”

—Kristen Hanich, Research Director, Parks Associates

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CONTENTS

Executive Summary

- Availability of Property Wi-Fi in Multifamily Communities
- Locations for Accessing the Wi-Fi Network
- Bulk Internet in Multifamily Communities: 2022 vs. 2024
- Bulk Adoption in Apartments vs. Condos: 2022 vs. 2024
- Internet and Connectivity Considerations When Searching for New Home: 2022 vs.2024
- Top Amenities Among Those...
- Importance When Looking for a Home to Rent/Buy Among Those...
- Mobile App Availability for Multifamily Residents
- Adoption of Home Security by Multifamily Residents
- Resident-Procured vs. Property-Provided Devices
- High Satisfaction with MDU Amenities User Experience 2022 vs.2024

Internet Adoption Models Among Multifamily Residents

- Home Internet Payment Method by Residence Type
- Internet Adoption Drilldown: By Building Type
- Internet Adoption Drilldown: By Resident Household Income
- Average Monthly Standalone Internet Spending: Bulk vs Retail

Wi-Fi Accessibility in Multifamily Communities

- Availability of Wi-Fi in MDU Communities
- Roaming Work Method
- Locations for Accessing the Wi-Fi Network
- Availability of Property Wi-Fi in Communities by Internet Model
- Availability of Property Wi-Fi by Building Type

Connection Process: Residents and Guests

- Resident Internet Onboarding in Multifamily Housing
- Guest Use of Wi-Fi
- Guest Access Wi-Fi Method
- Bulk Internet Resident Onboarding
- Bulk Internet: Guest Access Wi-Fi Method

Devices Connected to Wi-Fi

- Penetration of Tested Amenities Among Multifamily Residents
- Resident-Procured vs. Property-Provided Devices
- Penetration of Tested Amenities

- Overlap of Tested Amenities and Property Wi-Fi
- Property Provided Smart Home Devices
- Number of Tested Devices In Package
- Daily Use of Connected Devices to Access Online Video, Audio, or Games
- Mean Average Number of Hours Spent on Digital Content/Tasks by Head of Household

Resident Attitudes Towards Home Internet

- Preference for Retail vs. Bulk Internet Models: Concept Testing
- Internet and Connectivity Considerations When Searching for New Home: 2022 vs.2024
- Attitudes Among Bulk Internet Customers: 2022 vs.2024
- Preference for Property-Provided Internet Setup: Concept Testing
- Preference on Property-Provided Internet Setup by Age of Respondents
- Preference for Connectivity Device Setup: Concept Testing
- Preference on Home Connectivity Device Setup by Age of Respondents

Resident Demands: Wi-Fi vs. Other Amenities

- Most Important Factors for Future Home Among Multifamily Residents
- Most Important Factors for Future Home: Apartment vs. Condo Residents
- Adoption of Property Wi-Fi and Bulk Internet Among Multifamily Residents
- Priorities of MDU Residents with Bulk Service or Property Wi-Fi
- Applications Provided to Multifamily Residents
- Adoption of Home Security by Multifamily Residents
- Capabilities Offered by Property Apps: Property-Branded vs. Third-Party

Resident Satisfaction and Net Promoter Scores (NPS)

- MDU Amenities: User Experience
- High Satisfaction of MDU Amenities User Experience by Age of Respondents
- High Satisfaction with MDU Amenities User Experience 2022 vs.2024
- Resident Perspective: Drivers of Home Internet Satisfaction - "Why did you rate your home internet that way?"

- Resident Perspective: Bulk Internet - “Why did you rate your home internet that way?”
- Resident Perspective: Drivers of Community Wi-Fi Satisfaction - “Why did you rate your community’s Wi-Fi that way?”
- Resident Perspective: Drivers of Property-Provided Smart Device Satisfaction - “Why did you rate your property-provided smart devices that way?”

Appendix

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Published by Parks Associates
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Addison, Texas 75001

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