



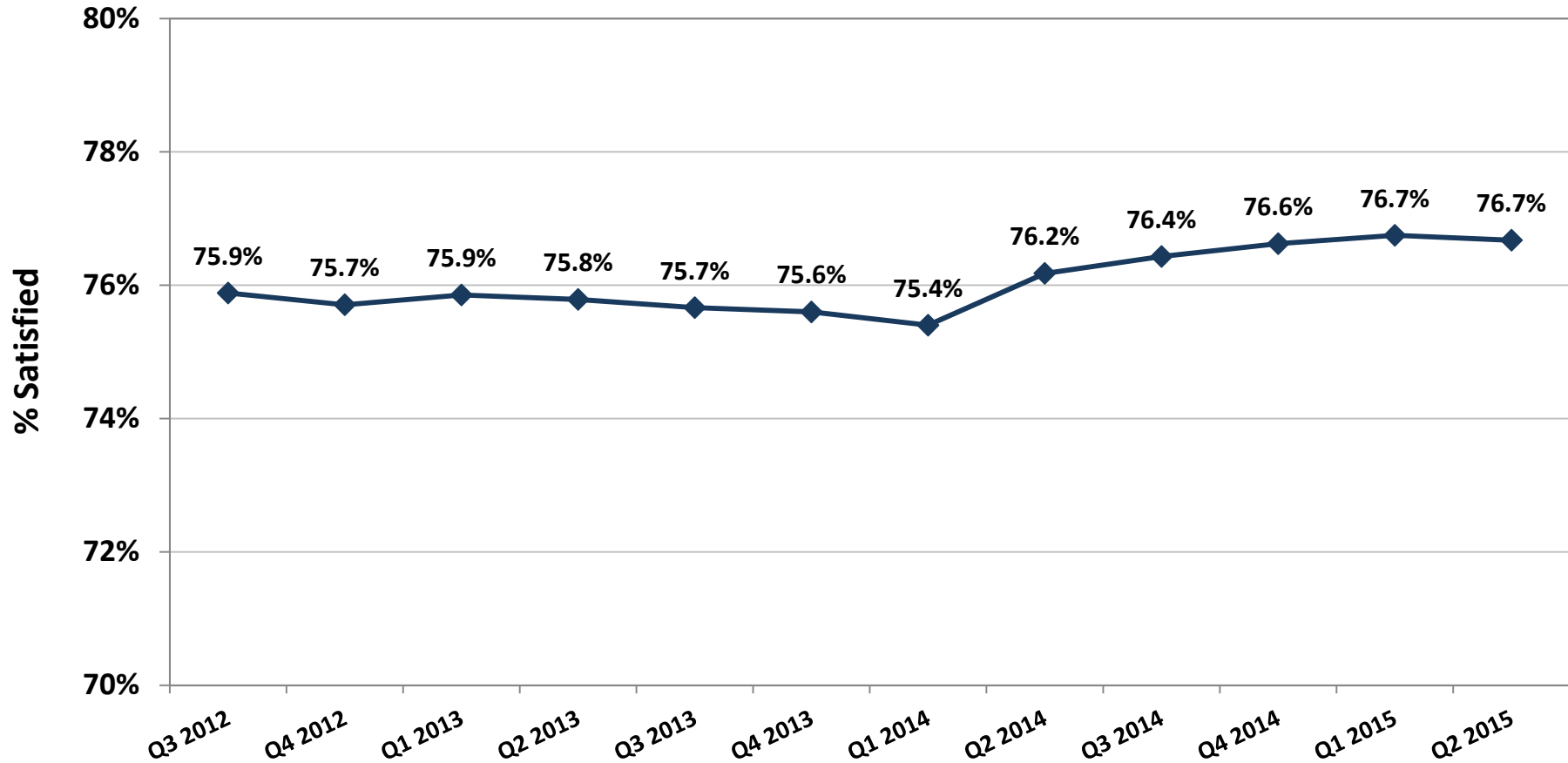
Multifamily Industry Trends *Q2 2015*

To request permission to use Kingsley data, please contact:

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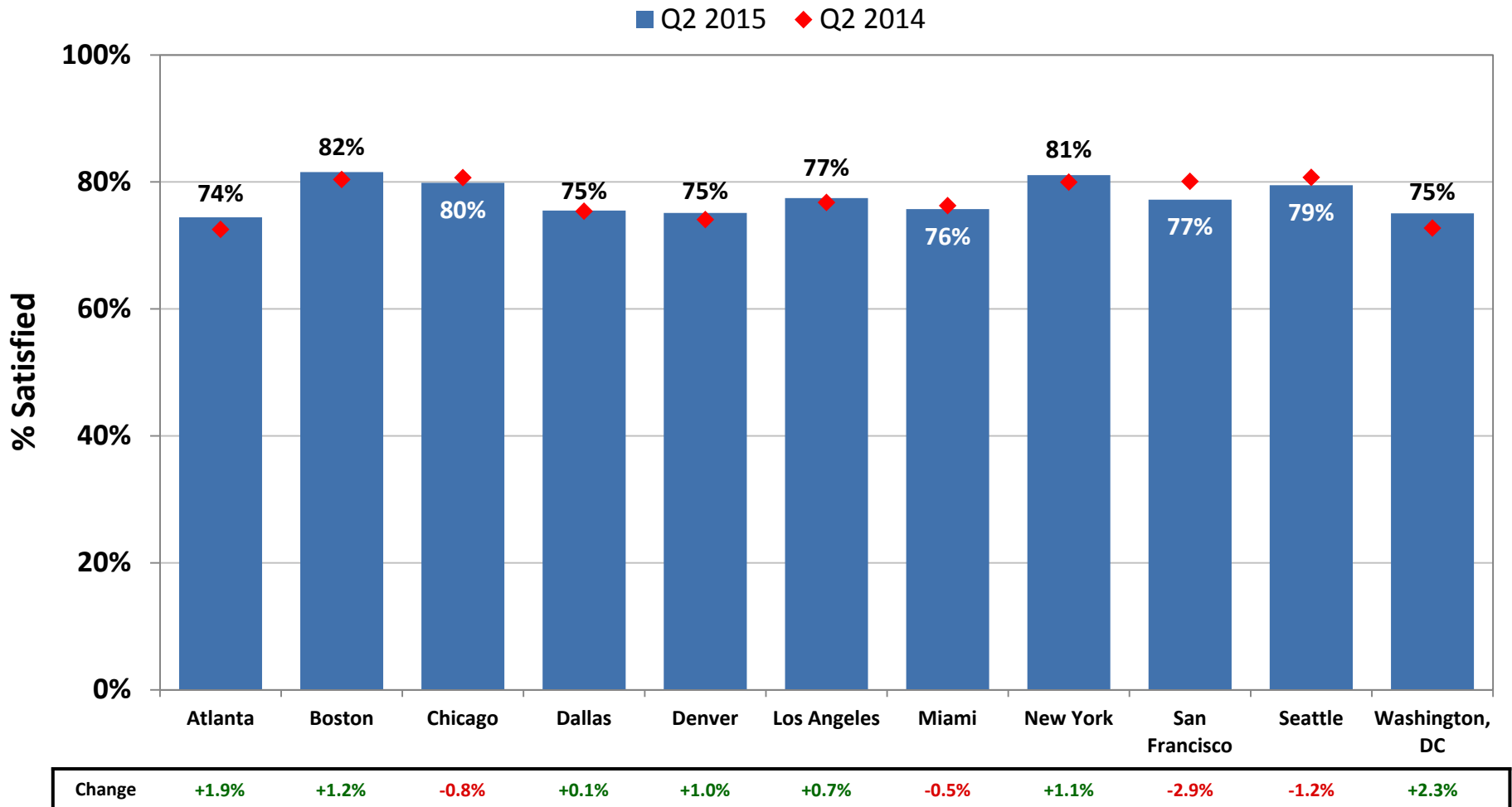
Overall resident satisfaction

Overall Resident Satisfaction



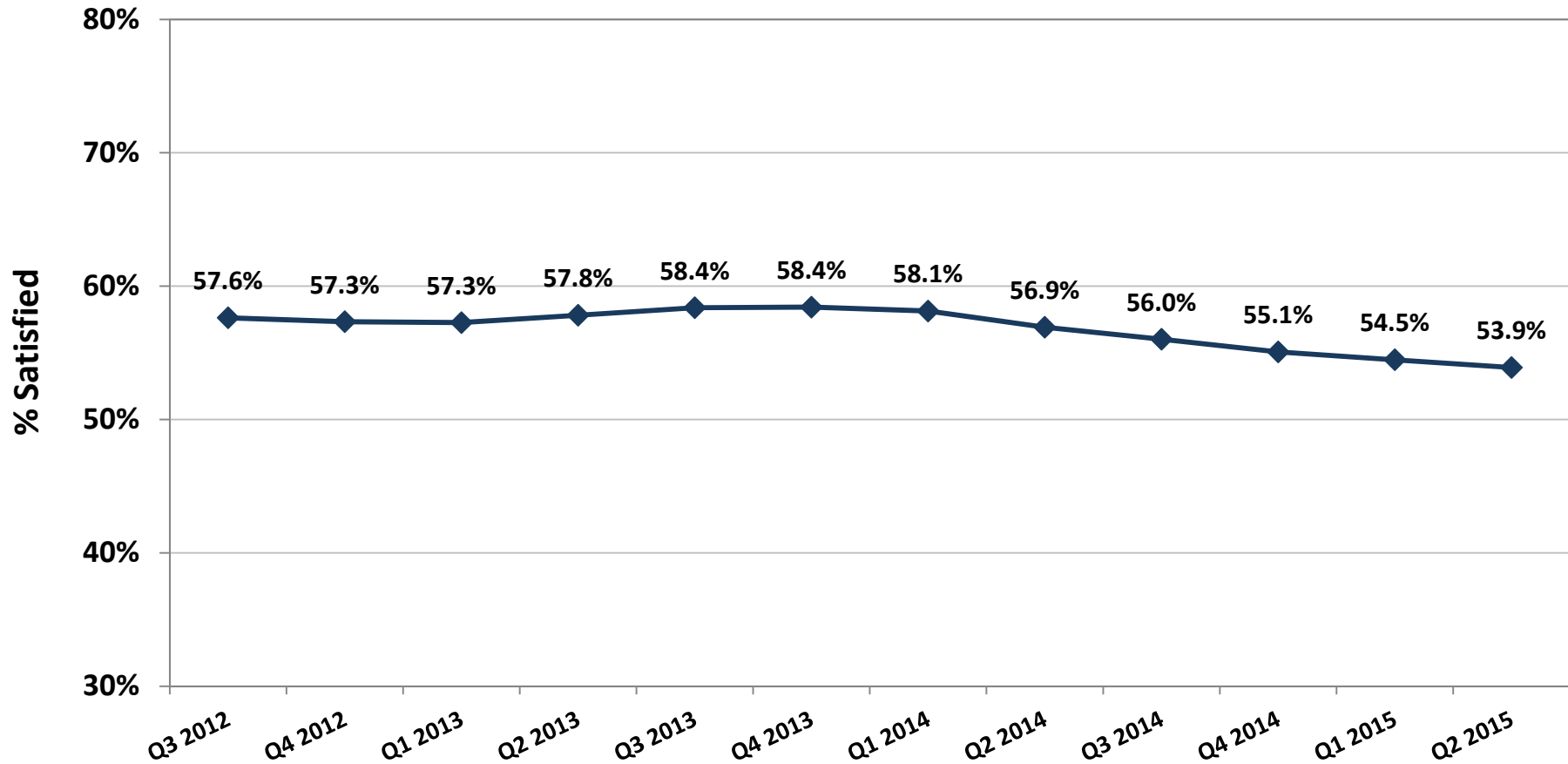
Overall resident satisfaction by market

Overall Resident Satisfaction by Market



Value for amount paid

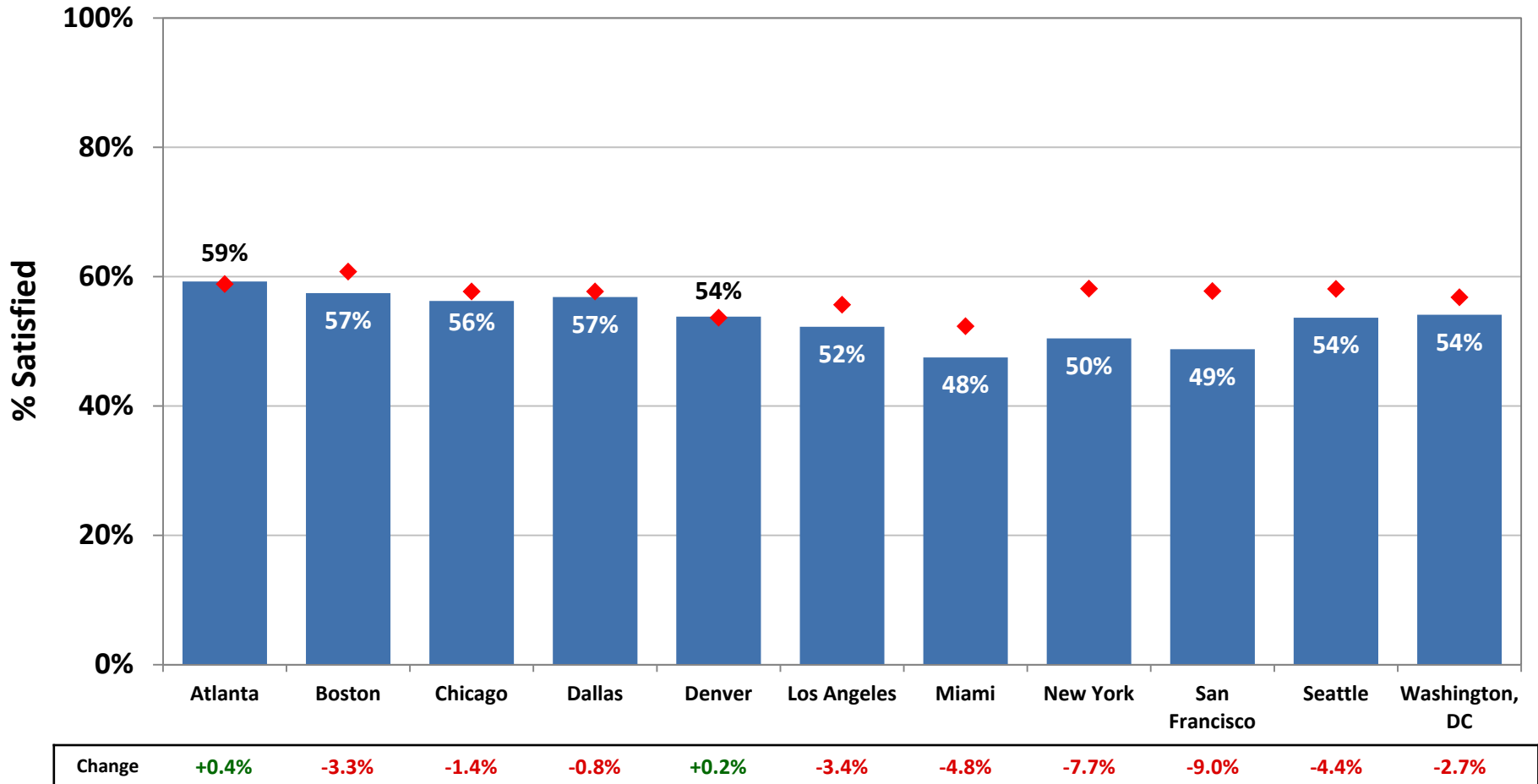
Value for Amount Paid



Value for amount paid by market

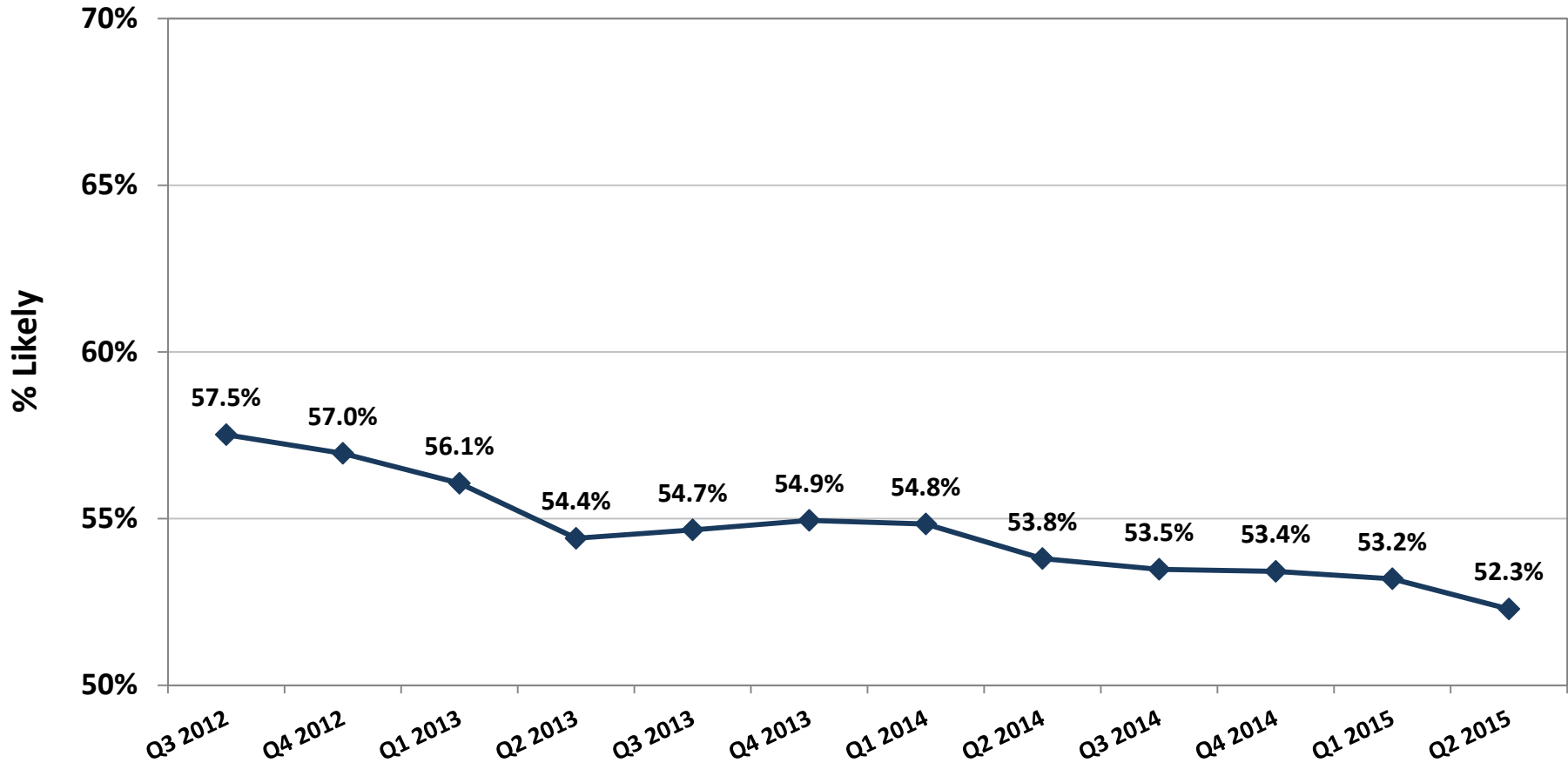
Value for Amount Paid by Market

■ Q2 2015 ◆ Q2 2014



Renter renewal intent

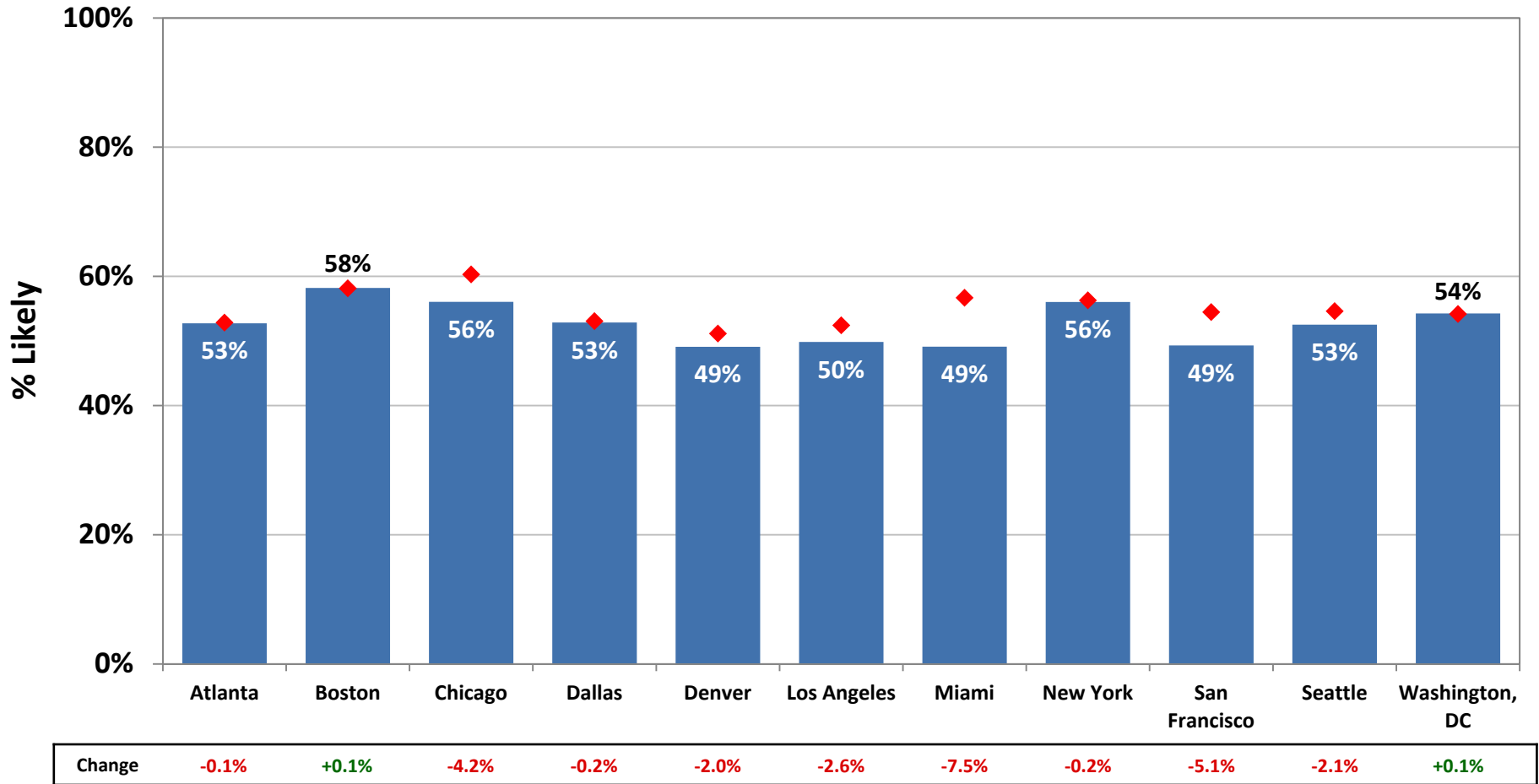
Renter Renewal Intent



Renter renewal intent by market

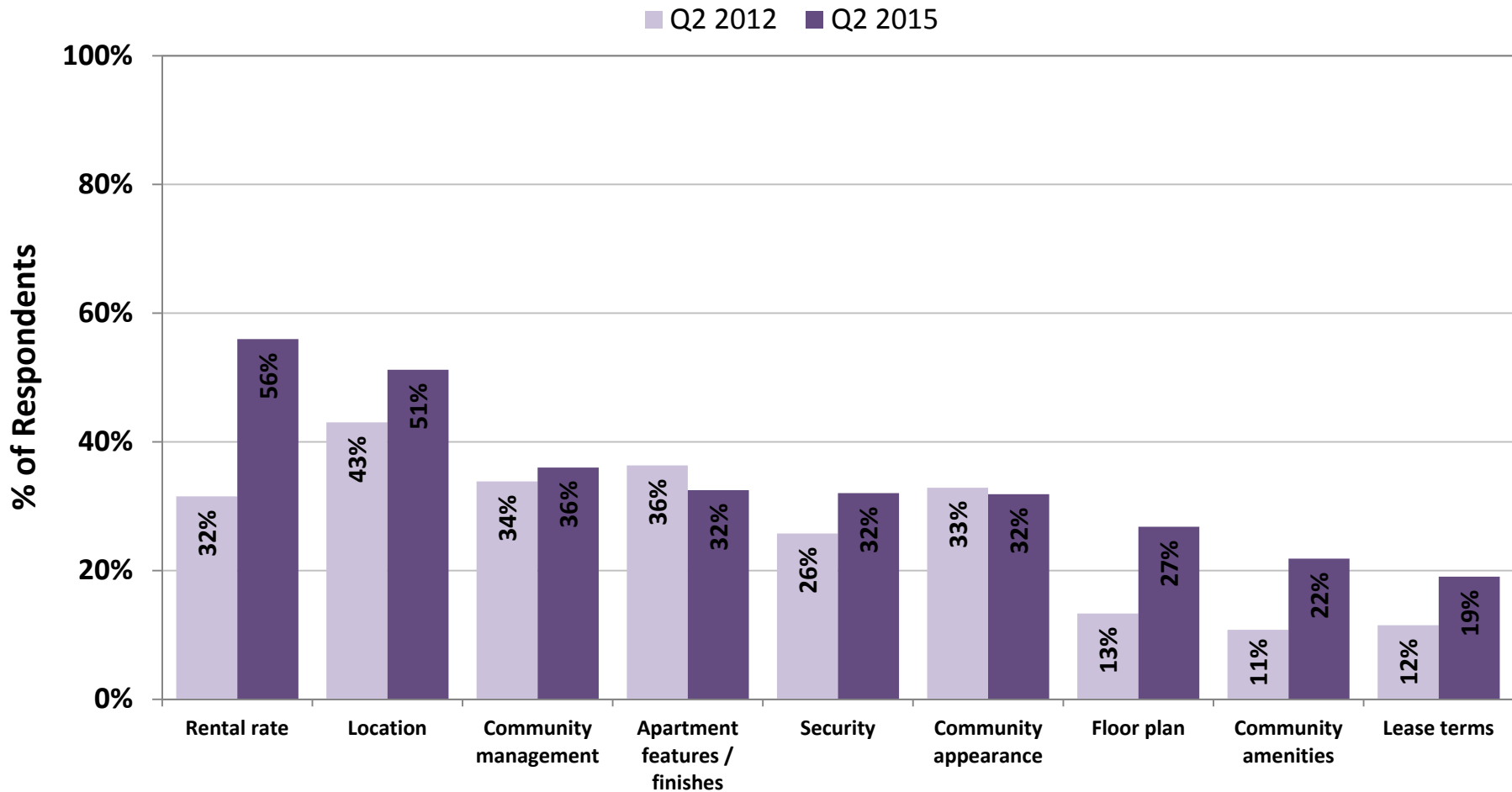
Renter Renewal Intent by Market

■ Q2 2015 ◆ Q2 2014



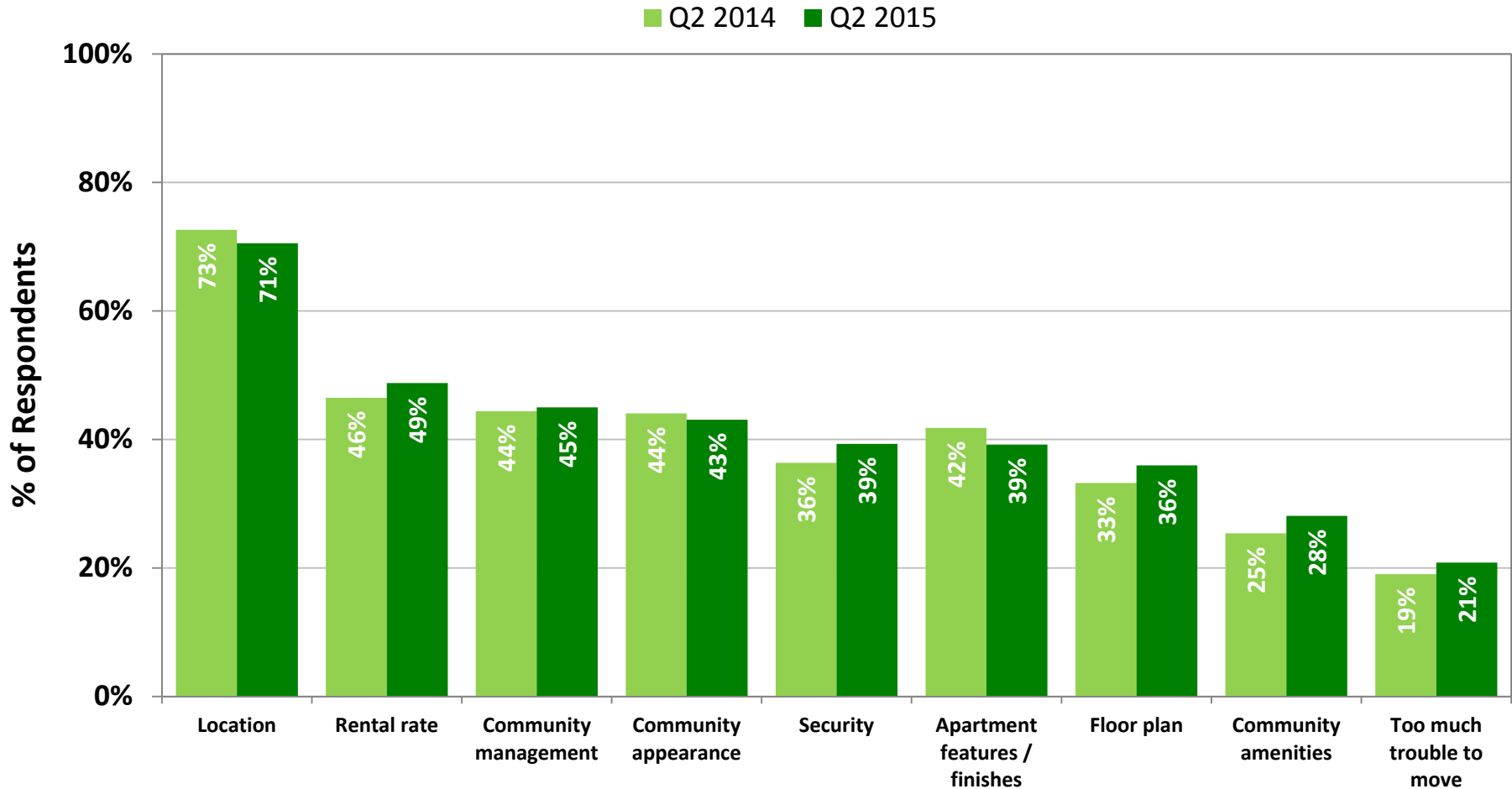
Renewal decision factors

Top Renewal Decision Factors



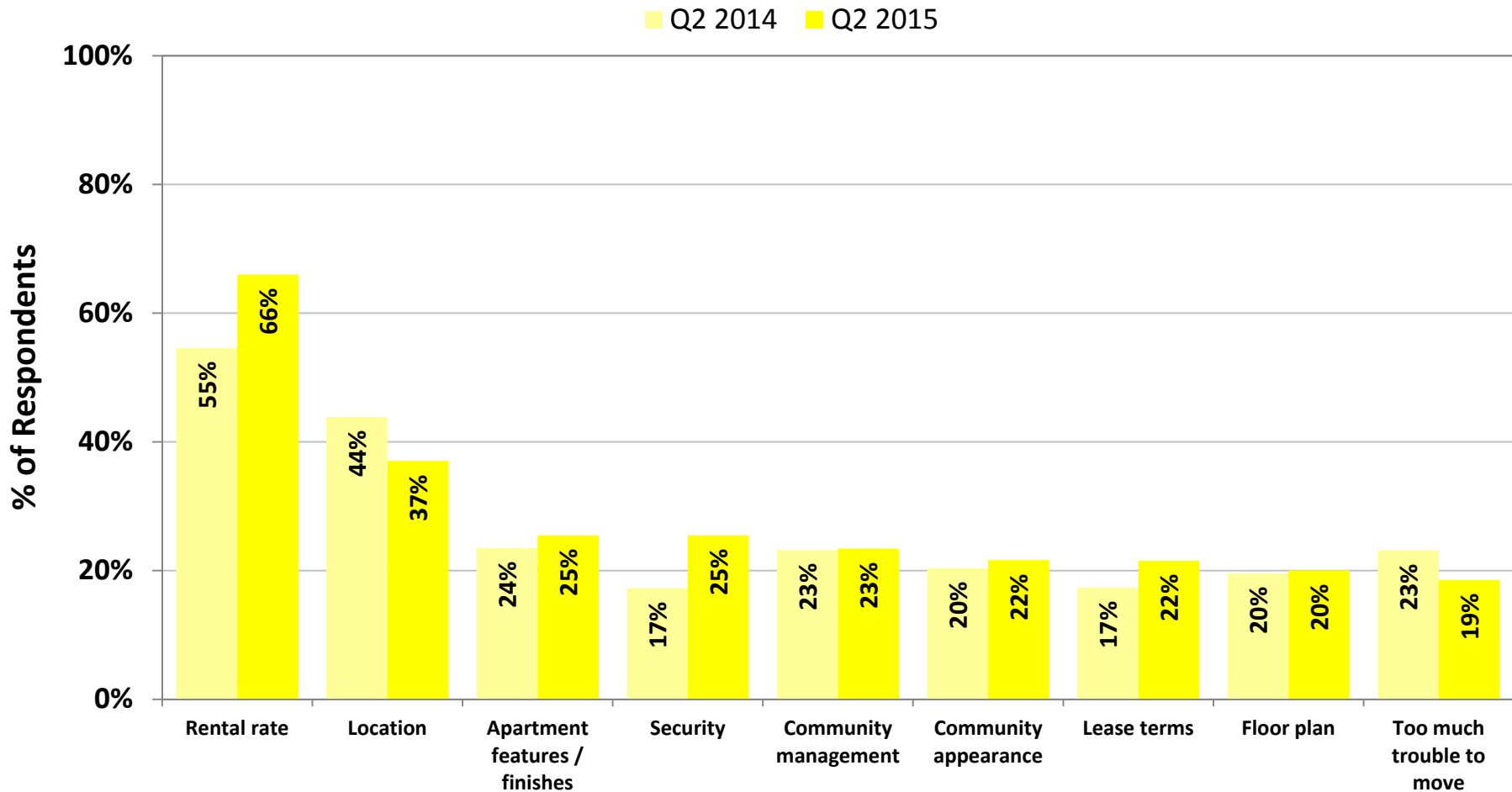
Renewal decision factors

Top Renewal Decision Factors – Residents LIKELY to Renew



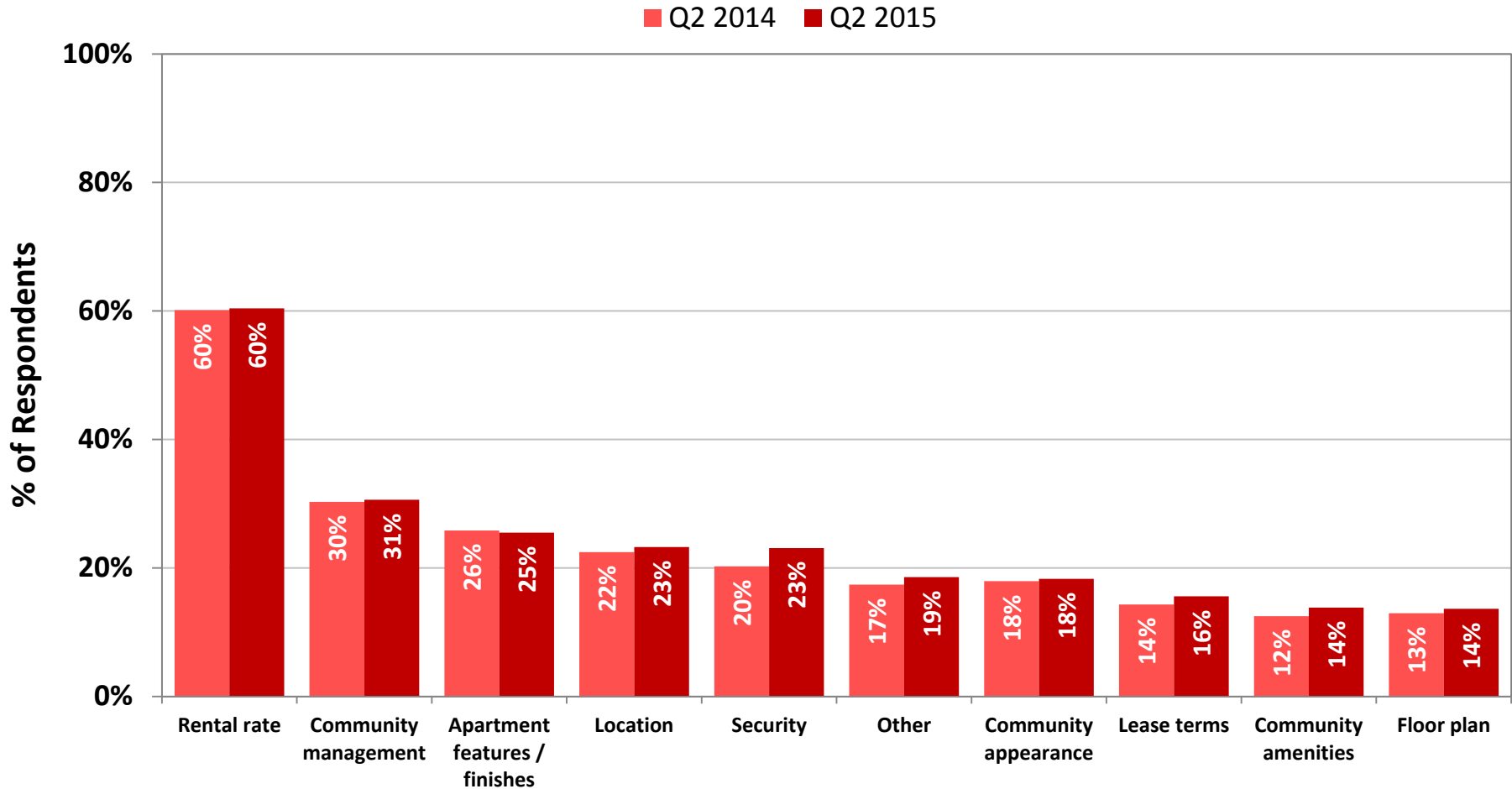
Renewal decision factors

Top Renewal Decision Factors – Residents UNSURE of Renewal



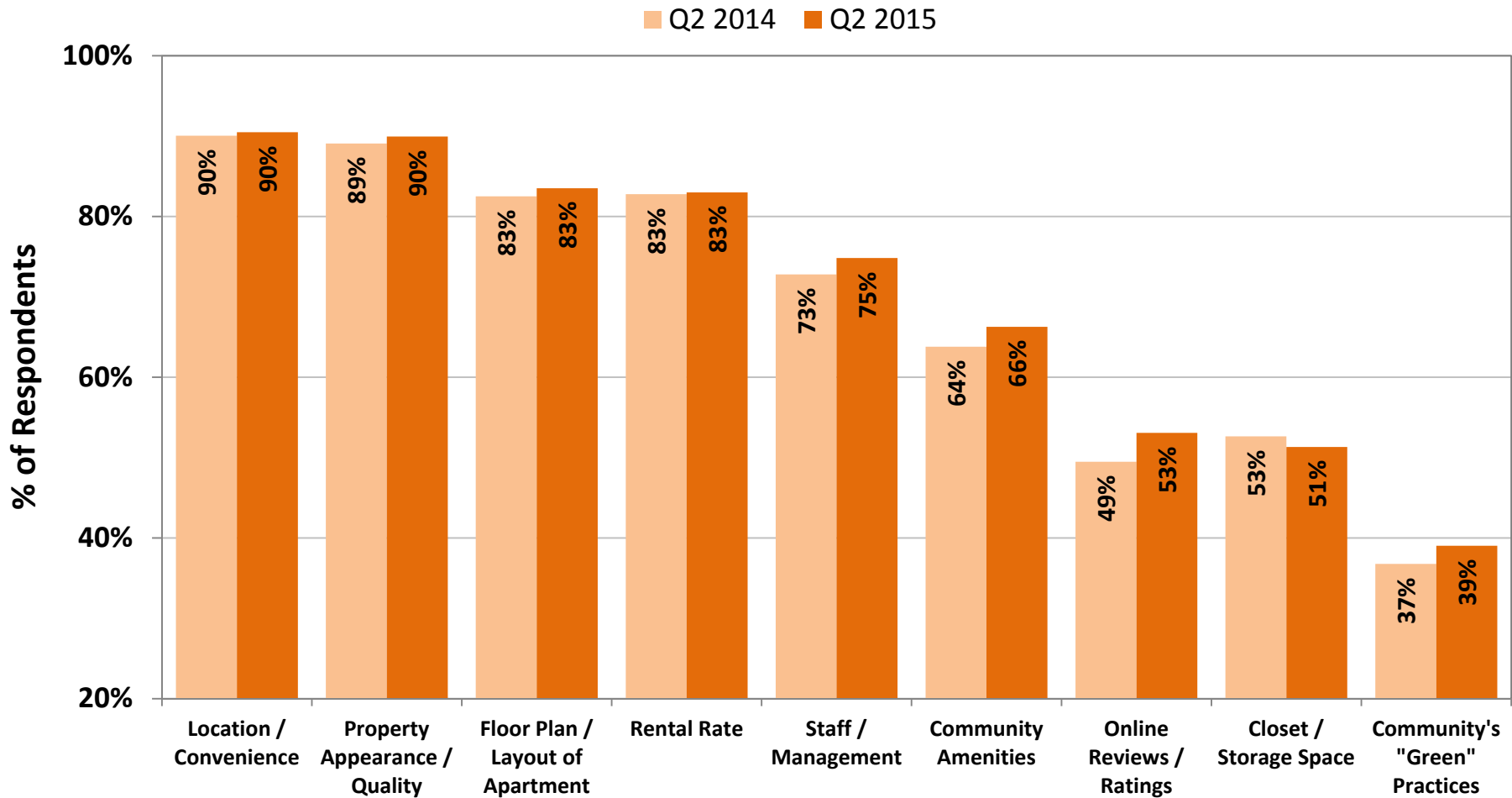
Renewal decision factors

Top Renewal Decision Factors – Residents UNLIKELY to Renew



Leasing priorities

Top Decision Factors – Leasing Process





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