![SurveyMonkey]

How Apartment List uses SurveyMonkey Audience to keep a pulse on an ever-changing housing market

Apartment List

14
reports

1 week
turnaround time

THE CHALLENGE

Conducting on-demand research in a rapidly changing housing market

Apartment List is a rental marketplace that connects renters with apartments across the nation. With a unique "quiz" feature, Apartment List gets to know its users to ensure the listings they see are the best possible fit. The company's mission is to find every renter a home that they love, using a "method of trust and transparency." Apartment List's 3-person research team is a key part of making that a reality.

Rob Warnock, a research associate at Apartment List, knows the importance of security and safety in housing. "Our entire team serves as champions for renters," he says. The research team works to "keep a pulse on the rental and housing market," conducting research that benefits property managers, renters, and Apartment List itself.

"A lot of my work as a researcher involves finding the right data to answer the questions that we care about, which is exactly what has transpired as a result of these targeted surveys."

Rob Warnock, Research Associate

In an average year when Apartment List is looking at housing markets where changes happen over a span of months, the research team can easily lean on data from government agencies and the census. However, this information is often a year or so old, and in the daily changing housing market of 2020, it quickly loses relevance. Rob and his team recognized a major connection between COVID-19 and housing security early in 2020, and needed a way to tap into the trends "as close to real time as possible."

THE SOLUTION

Tapping into trends in real time

Apartment List had previously used SurveyMonkey's platforms in other capacities, and knew right away that the partnership could be expanded to the research team's goals.

Using SurveyMonkey Audience, Apartment List's research team crafted targeted surveys that go beyond data and get a sense of what renters are feeling, struggling with, and worrying about in the midst of the pandemic. With each survey, Rob and the research team leaned on SurveyMonkey's expertise to ensure that the process was as scientific as possible.

Through the surveys conducted in 2020, Apartment List gathered research that was beneficial to renters, property owners, and Apartment List itself.

THE TAKEAWAY

Shifting to meet the needs of a changing rental world

To date, Apartment List has published 14 research reports discussing specific areas of the "pandemic housing market," including where people are moving, the effects of remote work, and the impacts of this year on minority and underserved groups. One recent project uncovered that 32% of Americans entered August 2020 with unpaid housing bills. Another report covered the racial and economic divide of remote work. The research painted a stark picture of the reality for Americans going into the next few years.

"The data is alarming, and it gives us an important look at what we need to be doing as a business to help our constituents," Rob says. Apartment List data, collected through these projects, was reported in major national publications, helping to reach and inform a broader audience.

Apartment List's research will continue driving the company's long-term strategy, with the goal of helping renters work through known challenges and find stable, safe housing.

Organization:
Apartment List

Strategic goal:
Conduct original research with rapid results
Understand challenges constituents were facing and meet them were they are

Solution:
Audience

Success factors:
Valuable, timely research to guide business decisions
Useful information for both renters and property managers

Learn more at **surveymonkey.com/Audience**