

SYNOPSIS

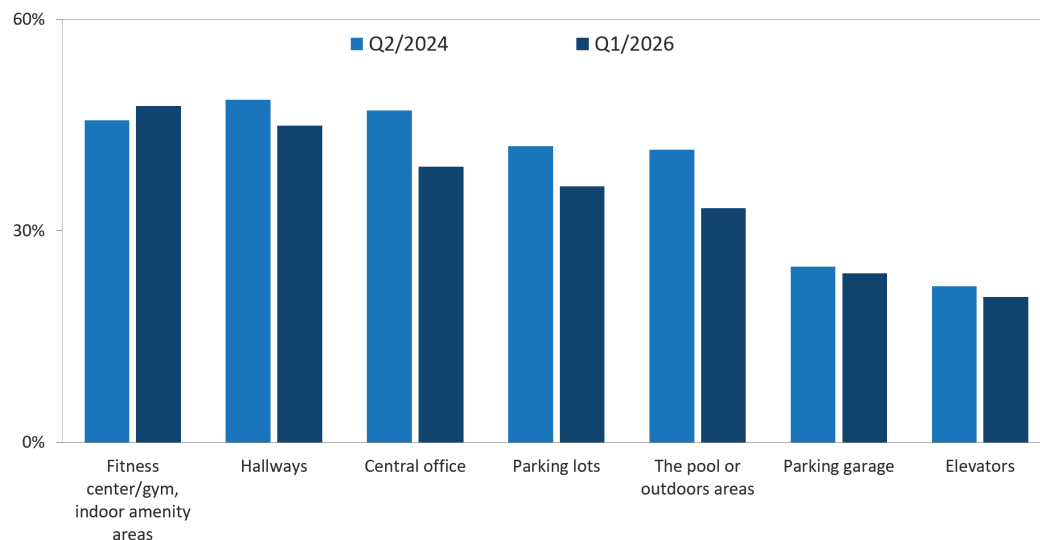
Multifamily and planned communities are adopting smart technologies to attract residents and enhance operational efficiency. This study identifies consumer demand for property-provided Wi-Fi, smart home amenities, and resident-facing platforms. It quantifies consumer spending on retail, bulk, and managed Wi-Fi offerings and evaluates the impact of next-generation connectivity benefits, like instant internet activation at move-in, on satisfaction. It also assesses the impact of IoT features on leasing decisions, satisfaction, and retention. The research identifies key use cases—such as access control, automation, and energy savings—and tracks consumer openness to integrated, tech-forward living environments.

This study draws from Parks Associates' Q1 2026 survey of 8,000 US internet households. The survey is demographically representative of US internet households, with quotas for age, income, and gender.

Number of Slides: 69

AUTHORS

Locations for Accessing the Wi-Fi Network in MDUs Among Those in Communities With Property Wi-Fi



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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?

“Markets that experienced rapid pandemic-era growth are seeing corrections in single-family housing, while lower-cost markets continue to experience pricing growth. Lack of immigration in 2026 will further undercut demand for multifamily housing.”

— Kristen Hanich, Senior Director of Research, Parks Associates

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