

Renters Like Beige or White, Not So Much Grey

In a national survey of renters, ResidentRated found some fascinating information about rental color preference.

EAGAN, MINNESOTA, UNITED STATES, November 28, 2018 / EINPresswire.com/ -- In a national survey, apartment renters said they have definite color preferences, and their likes depend on age.

In the research, sponsored by ResidentRated (www.residentrated.com), a national renter satisfaction survey company, renters over 50 years of age preferred beige décor. Renters under the age of 50 equally preferred beige, white or grey.

When asked what color décor would indicate a “high-value” apartment, respondents picked beige or white by a 2 to 1 margin over grey.

About this research:

ResidentRated, a resident satisfaction survey program serving multi-family and senior properties in the United States, sponsored this research. The survey was conducted by Q Market Research in Eagan, Minnesota, and concluded on October 29, 2018, with 403 respondents across the United States. Participants range in age from 18 to 70. Results have a margin of error of $\pm 4.88\%$ at a 95% confidence level.

For more information, please contact Nolan Brey at 651-289-5512 or via email through the link below.

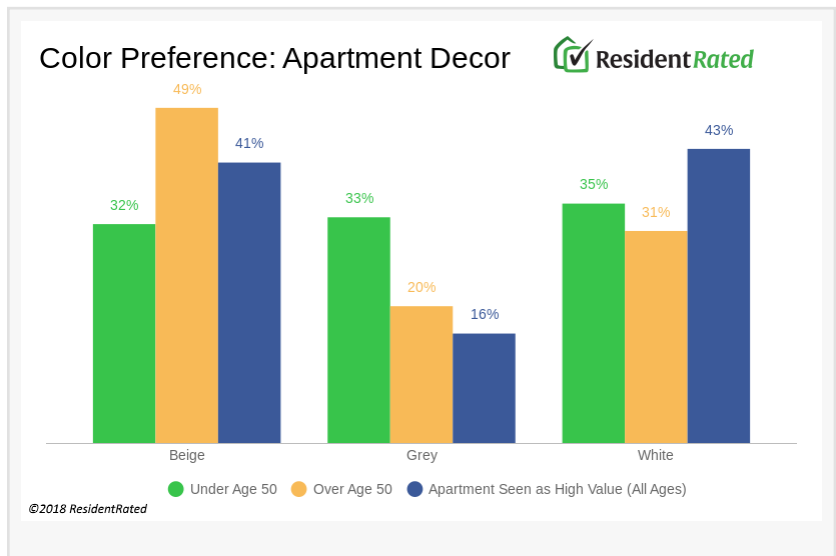
The report “Keeping Renters Happy: ResidentRated’s National Survey of Renters 2018,” is copyright 2018, ResidentRated, and available for free download on our website.

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