



Apartment Geofencing

CASE STUDY

Renters Stay Close to Home in 2021

How COVID19 impacted renter commuting
behavior within two major markets

INTRODUCTION

Using historical mobile location data, Apartment Geofencing has determined changes to renter commuting patterns in Dallas and Chicago from 2019 through 2021.

Situation

In March 2020, COVID19 created widespread changes to renter commuting behavior. Travel and social distancing mandates also varied at state and local levels. Vaccines started to be distributed in the spring of 2021. The big question on everyone's mind are renters starting to commute to the office again and is that impacted by what state and city they live in?

We sought answers by using our access to mobile location data to analyze the patterns of renters in both Chicago and Dallas, two major markets with very different approaches to their pandemic response and mandates.

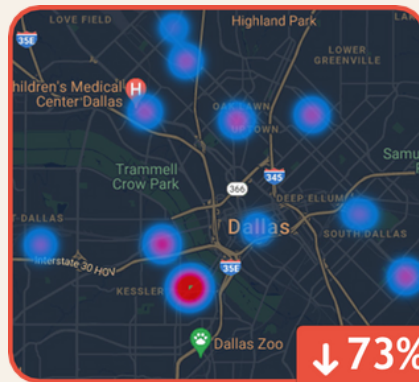
We help multifamily marketers identify and find exactly the right prospects. For every property, in every market.

DATA: DALLAS

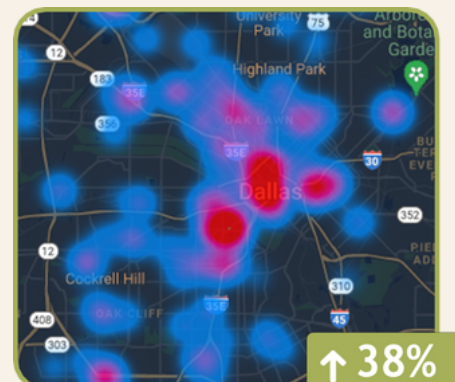
From 2019 to 2020, we saw a 73% decrease in renters driving to work. In 2021, renter commuting increased by 38% from 2020, though it is still 64% below 2019 levels.



2019



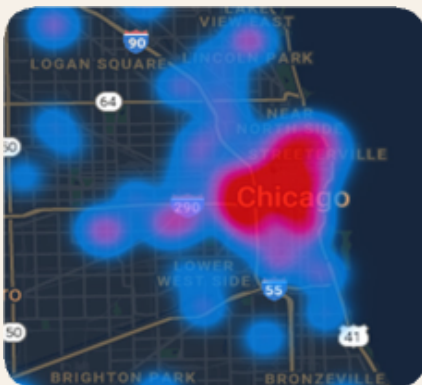
2020



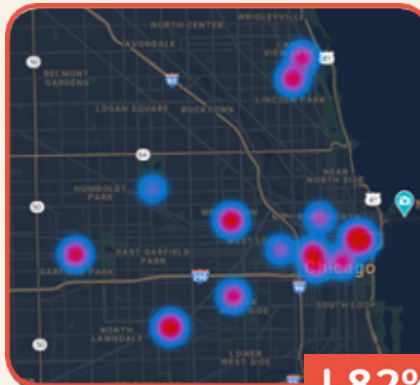
2021

DATA: CHICAGO

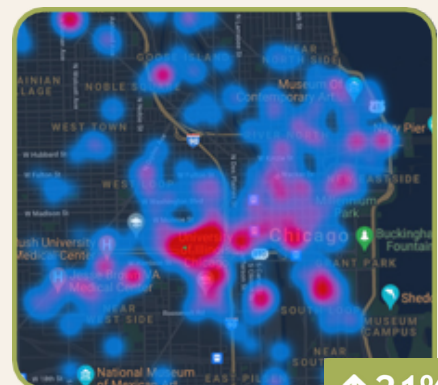
From 2019 to 2020, we saw an 81.9% decrease in renters driving to work. In 2021, renter commuting increased slightly by 21% from 2020, though it is still 78% below 2019 levels.



2019



2020



2021

Conclusion

Renter commuting has increased, but it still levels well below what it was pre-COVID19. Whether the remote work culture is here to stay or not, future data will have to tell us.