Roomi

2017

ROOM RENTAL & ROOMMATE TREND REPORT

TABLE OF CONTENTS

Roomi

2017

ROOMI STATE OF ROOMMATES & RENTING

In 2017, Roomi grew to over 1 million registered users looking for a room rental or roommate. From East to West, the shared housing marketplace is growing as people look for more flexible housing options that match their lifestyle preferences and needs.

Almost 70% of our users are millennials, and 25% are Gen Z, which makes sense. They're the least likely to be married, or interested in / ready to purchase their own home.

As with previous years, prices in the most trendy neighborhoods continue remain high, so people looking for value are exploring up and coming neighborhoods like Lakeshore in San Francisco and Flatbush in NYC.
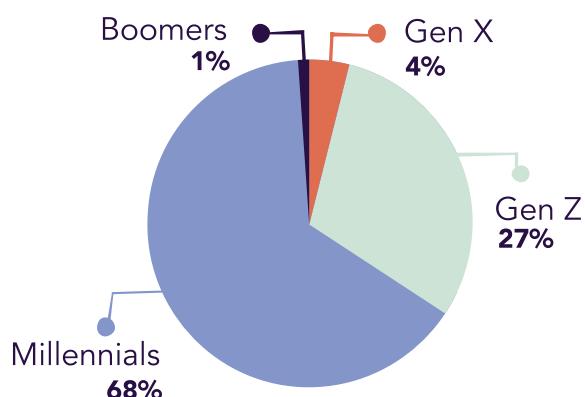
Read on to find out which cities are the cleanest, which are the safest, which are the most 420-friendly, and more.
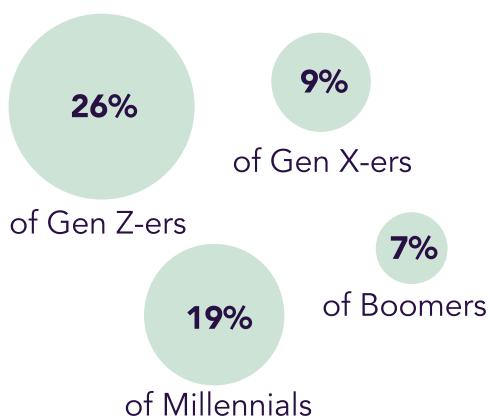
MILLENNIALS, GEN Z & BOOMERS, OH MY!

When we took a look across the generations, we found some big differences. First, despite all the criticism, Millennials on Roomi have better credit than older and younger users. Pretty good! It also seems like Gen Z is more of the Netflix & Chill kind of crowd, with far more users being 420 friendly than other groups.

USER BASE BY GENERATION

Boomers 1%
Gen X 4%
Gen Z 27%
Millennials 68%
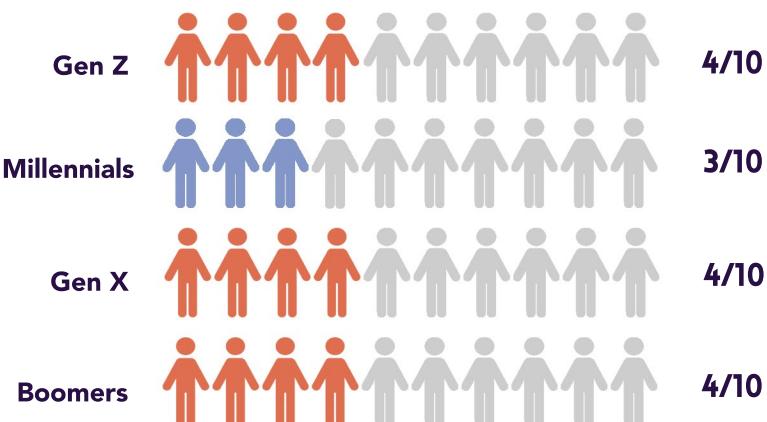
MOST 420-FRIENDLY AGE GROUPS

26% of Gen Z-ers

9% of Gen X-ers

19% of Millennials

7% of Boomers
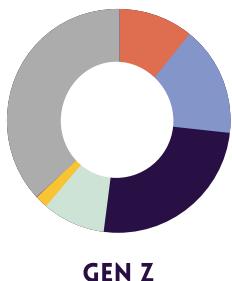
BACKGROUND CHECKS REQUIRED BY GENERATION

Gen Z — 4/10

Millennials — 3/10

Gen X — 4/10

Boomers — 4/10
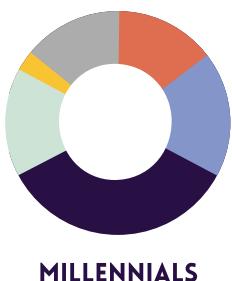
Are Millennials more trusting or are they just a risk-loving bunch?

CREDIT SCORE BY GENERATION
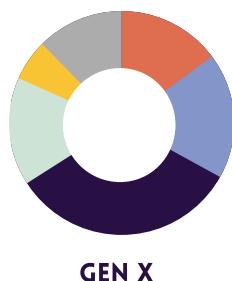
- Excellent
- Good
- Fair
- Poor
- Bad
- IDK
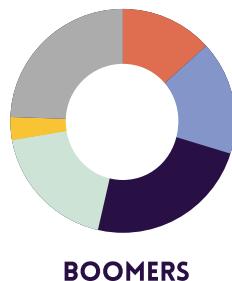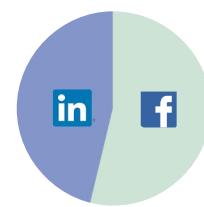
GEN Z   MILLENNIALS   GEN X   BOOMERS

SAFETY IN NUMBERS

In 2017, Roomi pronounced "Let them be safe!" We took a stand against roommate hunting sketchiness by developing the most advanced safety features anywhere. Social profiles, background checks, in app messaging, ID verification and more. The question is, who's taking advantage of those features, and what does it say about them?
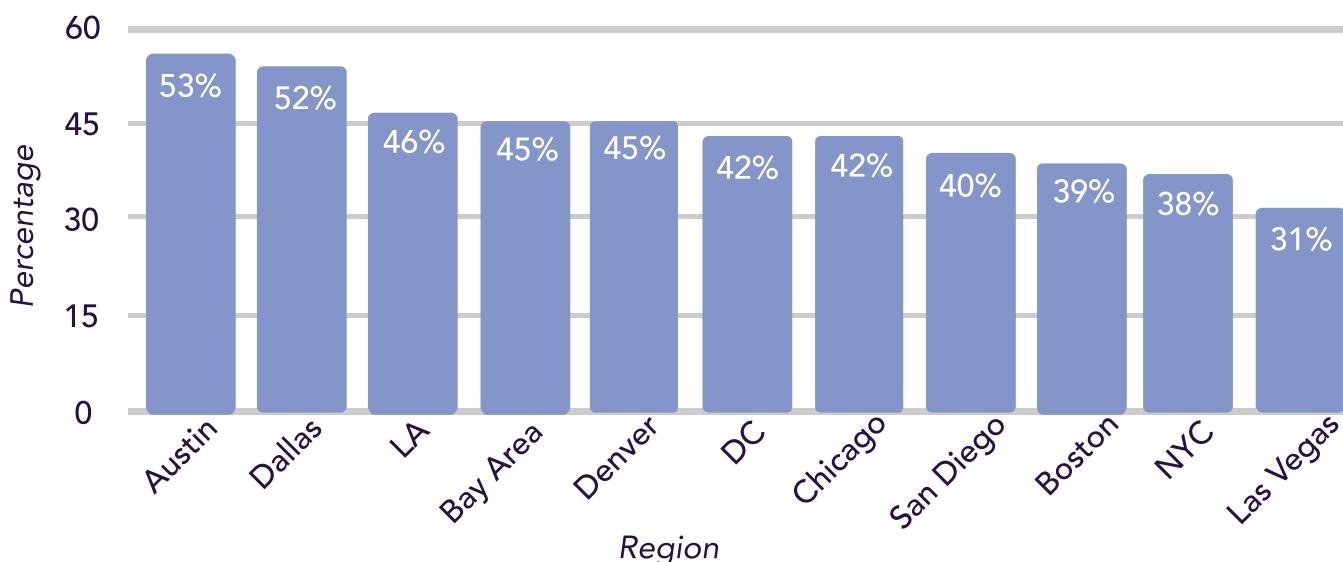
47%
of users connect their **Facebook** account to their Roomi profile

52%
of users connect their **LinkedIn** account to their Roomi profile

TENANTS THAT REQUIRE BACKGROUND CHECKS BY CITY

Region	Percentage
Austin	53%
Dallas	52%
LA	46%
Bay Area	45%
Denver	45%
DC	42%
Chicago	42%
San Diego	40%
Boston	39%
NYC	38%
Las Vegas	31%

Background checks launched on Roomi in July 2017

2016 CRIME RATES (per 100,000 residents)

Source: Brennan Center

Bay Area	6,247
Washington DC	5,659
Chicago	4,172
Las Vegas	4,117
Denver	4,112
Dallas	4,046
Austin	3,849
Los Angeles	3,092
Boston	2,823
San Diego	2,348
New York City	2,033

ROOMI IS THE ONLY PLATFORM I'VE SEEN THAT HAS BACKGROUND CHECKS.

David Penick, Roomi User

33% OF LISTERS REQUIRE POTENTIAL ROOMMATES TO GET A BACKGROUND CHECK BEFORE APPLYING

"Background checks are important because it confirms a person's identity and the trustworthiness of who they say they are and what's being offered."

Engie Penaloza, Roomi User

"Previous to Roomi, I had been using Craigslist to fill vacancies in my apartment which I always felt was potentially unsafe and quite the "grab bag" experience. Roomi's verification features for both renters and rentees really expedited the process of the touching base with real people."

Joel Calumpong, Roomi User

"When it comes to roommates I want safety features because it's someone I will be living with and there's not enough time to build trust prior to living together."
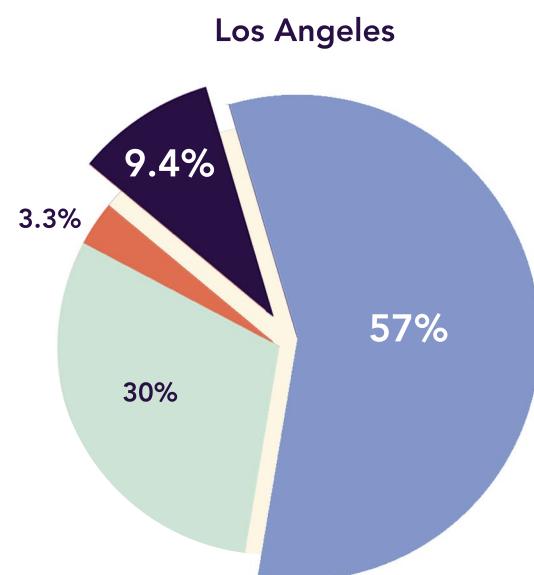
Macarena Albo, Roomi User

CLEANLINESS IS NEXT TO GODLINESS
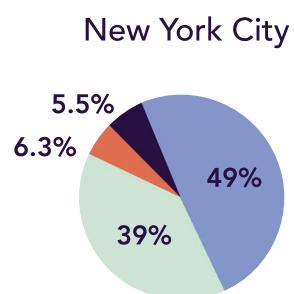
No one wants to be the messy roommate. Thankfully you're the clean one, right? When we surveyed our users, we found some surprises - people are actually cleaner than we expected! We found that LA was the cleanest city AND the dirtiest city with 57% saying they clean daily & over 9% saying they rarely clean. Users in Boston & NYC are the least likely to clean daily. This made us think - are they messier or just the most honest?

CLEANLINESS LEVELS BY CITY

Los Angeles

> If you're in LA, you're either a clean freak or hardly clean at all.

- Daily
- Weekly
- Monthly
- Rarely

9.4%
3.3%
57%
30%

New York City

5.5%
6.3%
49%
39%

Bay Area

6.3%
5.2%
50%
38%

Boston

5.6%
5.3%
49%
40%

DC

4.8%
7.3%
51%
33%

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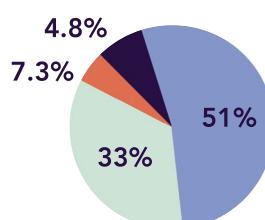
PETS – THE "OTHER" ROOMMATE

How do you feel about furry, feathery, or fluffy roommates. And no, we're not talking about who was in your Burning Man camp. We're talking about which cities are most pet friendly? While our users in every city tend to be more pet friendly than not, some differences emerged.

11% of listings in Austin mention the word 'dog'.

3.9% of listings in Denver and Seattle mention the word 'cat'.

NEW YORKERS are the least pet friendly. It's either because they're as cold as everyone says they are, or there's literally not an inch of extra space for another living creature in their apartments.

LOS ANGELES is the most pet friendly city. Who else is going to keep you company in all of that traffic?
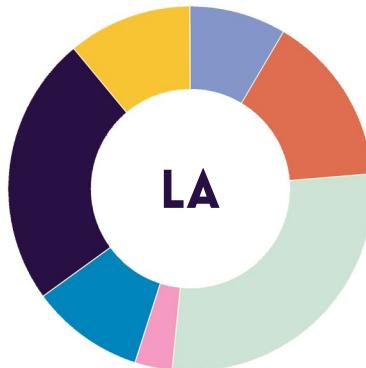
% OF PEOPLE WHO HAVE A PET OR WOULD ALLOW PETS IN THEIR APT:

LA 64%
Bay Area 63%
Boston 57%
DC 55%
NYC 53%
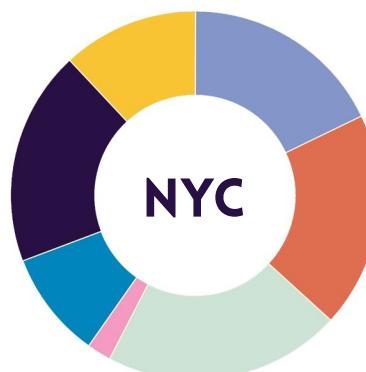
EXTRA CREDIT

To make sure we help people match with the best roommates, we ask users to provide us with an idea of their credit score. The numbers between cities varies like crazy.

LA
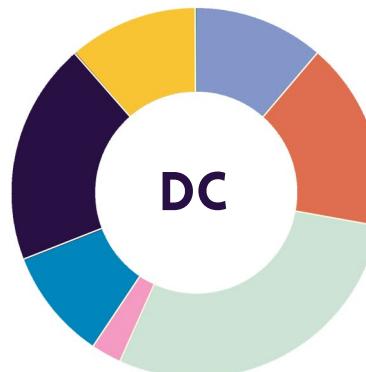
- Excellent 8.6%
- Good 15%
- Fair 28%
- Bad 3.3%
- Poor 10%
- IDK 24%
- Secret 11%

There ain't no business like show business, but it doesn't seem so great for your credit - people from LA seem to have the credit scores most in need of repair.

BOSTON

- Excellent 20%
- Good 24%
- Fair 16%
- Bad 2.7%
- Poor 5.4%
- IDK 18%
- Secret 14%

Maybe it's because all those Ivy League schools are so closeby, but Boston has their credit under control.

NYC

- Excellent 18%
- Good 19%
- Fair 21%
- Bad 2.1%
- Poor 9.5%
- IDK 19%
- Secret 12%

BAY AREA

- Excellent 18%
- Good 20%
- Fair 23%
- Bad 2.7%
- Poor 8%
- IDK 18%
- Secret 11%

DC

- Excellent 11%
- Good 16%
- Fair 28%
- Bad 2.6%
- Poor 9.4%
- IDK 21%
- Secret 11%

Roomi

A LITTLE BIT OF THIS, A LITTLE BIT OF THAT

What's the "greenest" city? McDonalds - yay or nay? What do Roomi users look for in an apartment? We dug into the numbers and found some interesting stats about our community.

TOP 5 FACEBOOK LIKES

1. Disney
2. Humans of NY
3. Sephora
4. Shrek
5. McDonalds

Disney, Shrek, and happy meals. Seems like Millennials will never grow up.

MOST DESIRED AMENITIES

WIFI is the #1 most searched for must-have in NYC & LA but 3rd in the Bay Area.
(guess those techies assume you'll have it)

In-unit washer is the #1 most searched for in the Bay Area and #2 in LA, but #13 in NYC
(guess those New Yorkers assume you won't have it)

Furnished: #5 in the Bay Area, #3 in NYC and #6 in LA.

MOST 420-FRIENDLY CITIES

1. Portland   29%
2. Denver   27%
3. Atlanta   25%
4. Los Angeles   24%
5. Las Vegas   22%
6. Seattle   22%

You go, Portland.

LET'S TALK POLITICS (AKA LET'S TALK TRUMP)

We thought about leaving this out, but we couldn't help ourselves. 60% of the urban vote went Hillary, and 34% went to Trump, so it's no surprise our users lean left. And in a time when politics matters more than ever, people have strong feelings about who they live with.

"I get along with almost everybody I meet and am pretty laid-back (I say almost because if you're voting for Donald Trump then we probably won't get along)."

"I jump out of windows at night to fight crime and save the city from trump."

"Looking for someone who will clean their own dishes and doesn't support Trump."

**In 2017, Donald Trump was mentioned 228 times on Roomi.**

BAY AREA BY THE NUMBERS
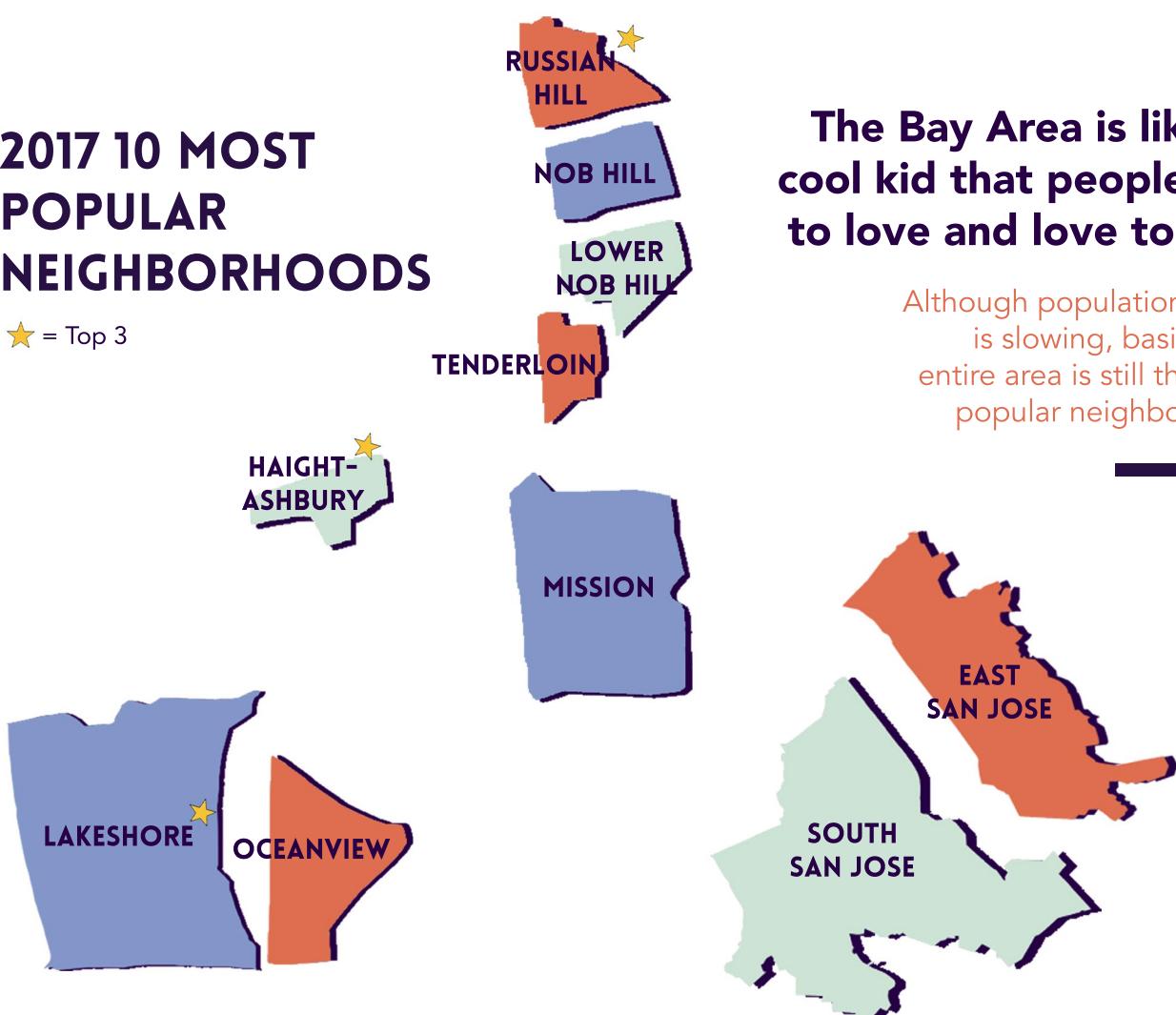
Everything you've heard in the news is true… SF is freaking expensive. Nearly all of the most affordable rooms (<$1,100) were in areas that are in the Bay Area, but debatably San Francisco proper. That said, we didn't notice any price changes between 2016 and 2017, so… high five?

TOP 3 SEARCHED FOR NEIGHBORHOODS IN THE BAY AREA:

SoMa

Civic Center

The Mission

2017 10 MOST POPULAR NEIGHBORHOODS

⭐ = Top 3

RUSSIAN HILL

NOB HILL

LOWER NOB HILL

TENDERLOIN

HAIGHT-ASHBURY

MISSION

LAKESHORE

OCEANVIEW

EAST SAN JOSE

SOUTH SAN JOSE

The Bay Area is like the cool kid that people hate to love and love to hate.
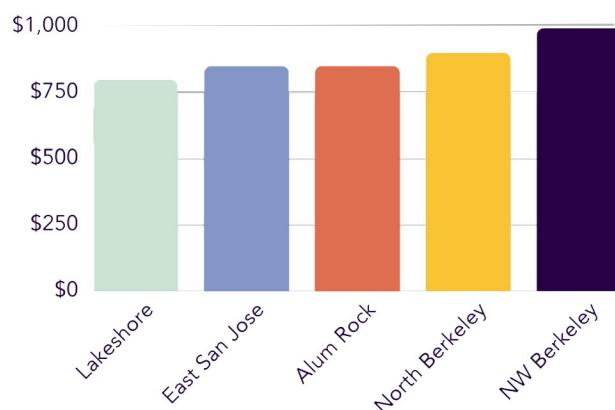
Although population growth is slowing, basically the entire area is still the "most popular neighborhood."

*Maps not to scale

BAY AREA RENT PRICES 2017
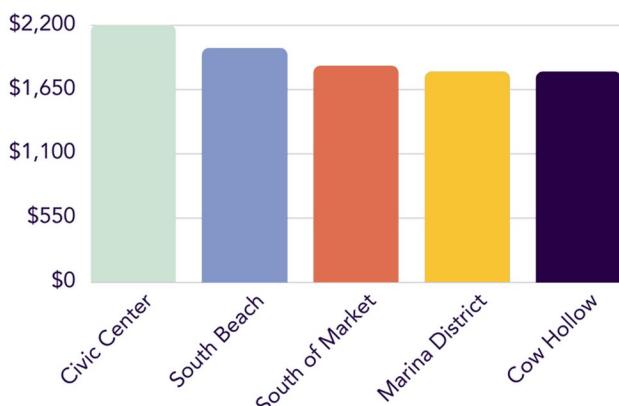
Median: $1,300
Low: $700
High: $2,200
2016 Median: $1,300

## MOST AFFORDABLE NEIGHBORHOODS
(Median rent per room)
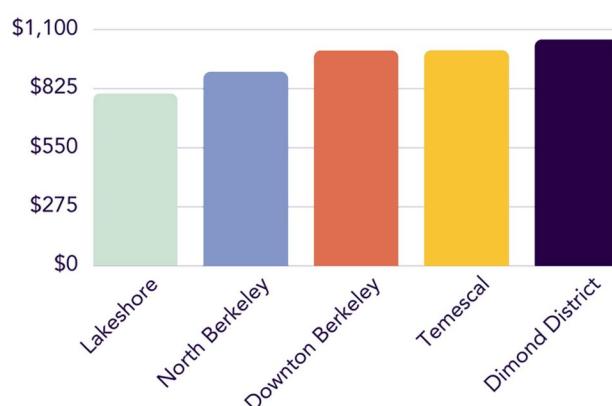
If you're looking for affordable in the Bay Area, you need to get out of SF. Thankfully there are other cool cities just a BART ride away like Berkeley and Oakland.

MOST EXPENSIVE
(Median rent per room)

SoMA is the most popular of the more expensive SF neighborhoods on Roomi – guess millennials & SF techies just have a thing for old warehouses turned chic loft apartments.

BEST VALUE
(Great price/locations)
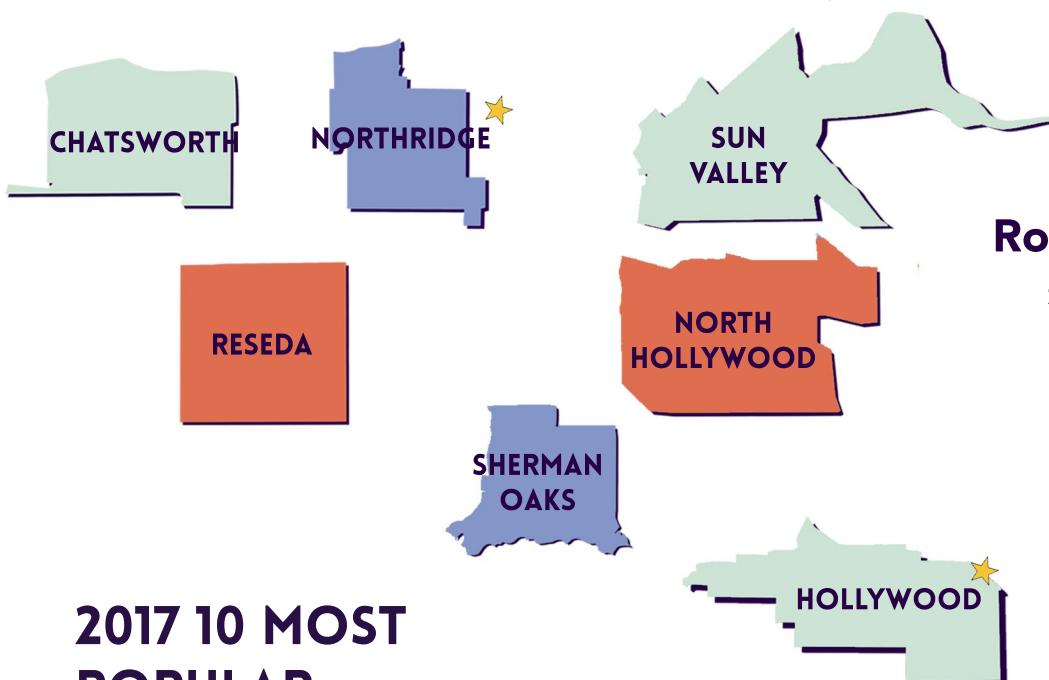
Close to the ocean, peaceful, and a stone's throw to SFSU, Lakeshore is our pick for best value in SF. And if you're a serious foodie, North Berkeley (aka the Gourmet Ghetto) is where you'll feel most at home.

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LOS ANGELES BY THE NUMBERS

Hey NY and SF - take a look at these prices. You jelly? For a city with a growing population, prices in LA beat other major US cities by a mile (their tacos are also way better). Hollywood was the most popular neighborhood in Lalaland, while North Hills was the most affordable.

TOP 3 SEARCHED FOR NEIGHBORHOODS IN LOS ANGELES:
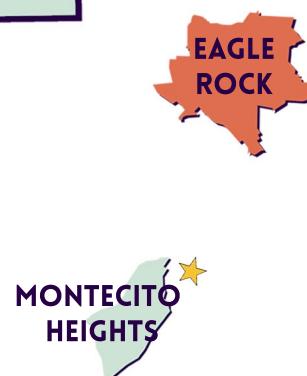
Hollywood

Downtown

Mid-Wilshire

CHATSWORTH

NORTHRIDGE

SUN VALLEY

RESEDA

NORTH HOLLYWOOD

Roomi users are stars (at least we think so),

which is why you'll most likely find them in Hollywood.

SHERMAN OAKS

HOLLYWOOD

2017 10 MOST POPULAR NEIGHBORHOODS

⭐ = Top 3

EAGLE ROCK

PALMS

MONTECITO HEIGHTS
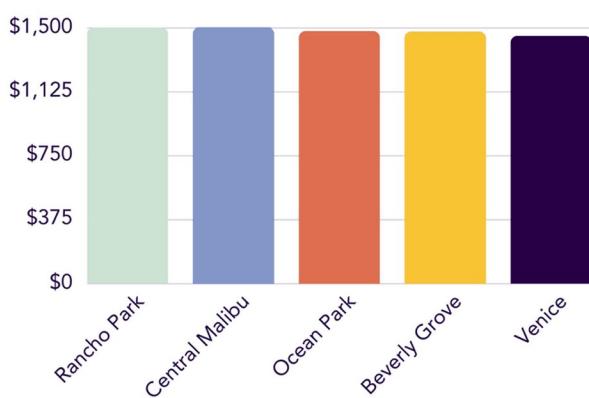
*Maps not to scale

LOS ANGELES RENT PRICES 2017
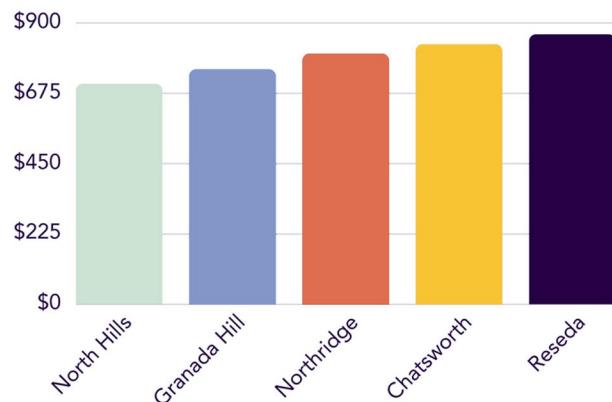
Average: $1,000
Low: $650
High: $1,500
2016 Median: $1,000

MOST AFFORDABLE NEIGHBORHOODS
(Median rent per room)

|	$900				
$675					
$450					
$225					
$0	North Hills	Granada Hill	Northridge	Chatsworth	Reseda

If you're looking for affordable, neighborhoods in the San Fernando Valley are your best bet.

MOST EXPENSIVE
(Median rent per room)

$1,500					
$1,125					
$750					
$375					
$0	Rancho Park	Central Malibu	Ocean Park	Beverly Grove	Venice
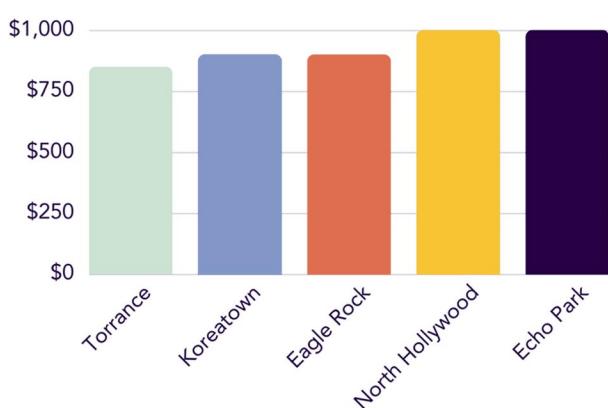
The good part about LA is you can live amongst the stars, the bad part is you have to pay for it.

BEST VALUE
(Great price/locations)

$1,000					
$750					
$500					
$250					
$0	Torrance	Koreatown	Eagle Rock	North Hollywood	Echo Park

Right on the beach and incredibly safe, it's hard to find a better deal than an apt in Torrance.

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NEW YORK CITY BY THE NUMBERS

As Frank Sinatra said, if you can make it here, you deserve a beer (or something like that). What stands out about NYC is the sheer range of pricing – from a median price of $625 per room in Ozone Park, to $1,675 in Midtown East. To get the best deals, you're going to have to live far from the heart of Manhattan, but options like Jersey City, offer quick commutes and affordable prices.
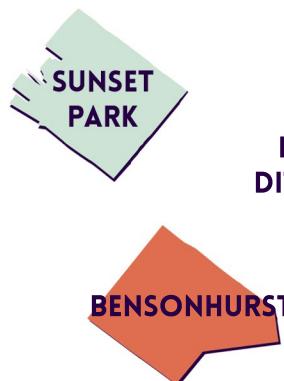
TOP 3 SEARCHED FOR NEIGHBORHOODS IN NEW YORK CITY:

Lower Manhattan

LES

Midtown East

Everyone's moving to Brooklyn

5/10 of the most popular neighborhoodsare in the flourishing borough.

WEST BRONX

EAST RIDGEWOOD

MIDTOWN WEST

MIDTOWN EAST

2017 10 MOST POPULAR NEIGHBORHOODS

⭐ = Top 3

PROSPECT LEFFERTS GARDENS

SUNSET PARK

EAST FLATBUSH

FLATBUSH DITMAS PARK

LOWER EAST SIDE

BENSONHURST

*Maps not to scale

# NEW YORK CITY RENT PRICES 2017
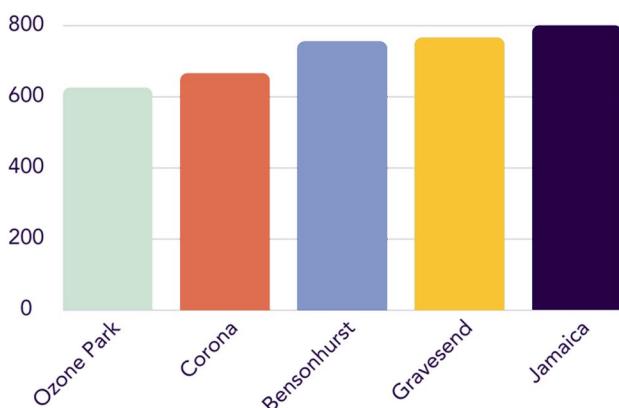
Average: $1,700
Low: $625
High: $1,897
2016 Median: $1,150
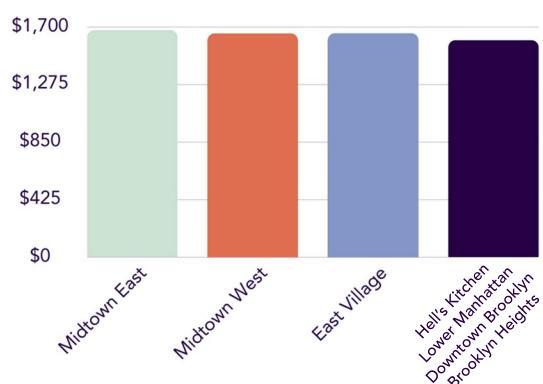
## MOST AFFORDABLE NEIGHBORHOODS
(Median rent per room)
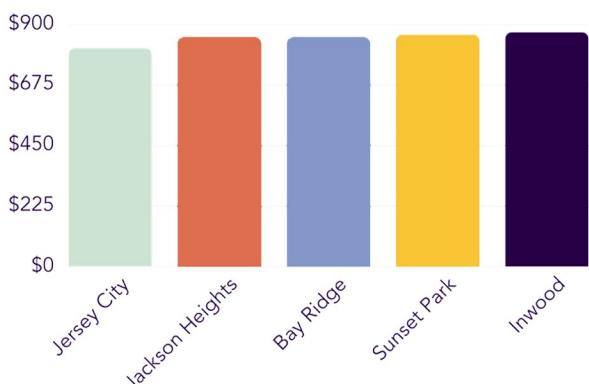
Corona is the most ethnically diverse neighborhood in the world. Move here and you can scratch your travel itch without ever leaving!

MOST EXPENSIVE
(Median rent per room)

No surprise, all of the most expensive neighborhoods are in Manhattan. Slightly more surprising, the East Village area is the most expensive neighborhood.

BEST VALUE
(Great price/locations)

With the prices and views in Jersey City, joining the Bridge & Tunnel crowd doesn't seem like such a bad idea.

CONTACT

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