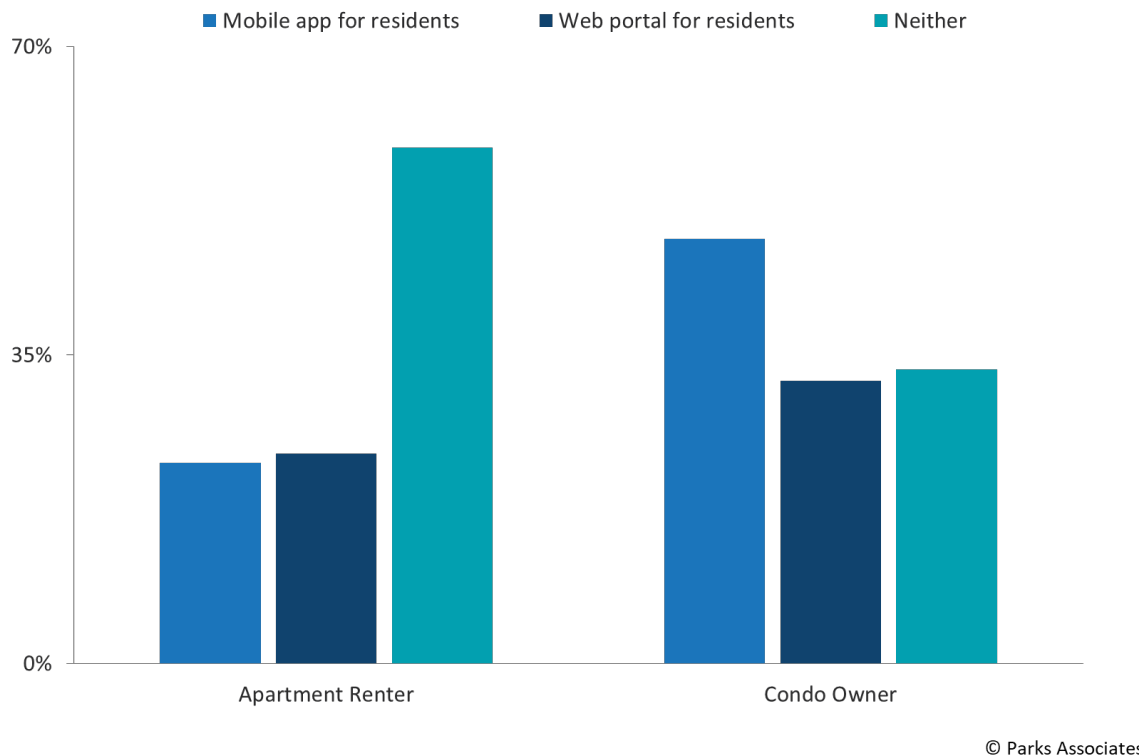


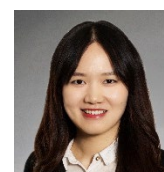
Usage of App & Website Portal by MDU Residents



Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics



Sharon Jiang, Consumer Insights Analyst II



Yuting Mu, Consumer Insights Analyst I

Industry Analyst



Kristen Hanich, Director of Research

SYNOPSIS

The bulk broadband market is experiencing a resurgence, driven by managed Wi-Fi solutions and a growing demand for smart apartments. This study examines trends in the MDU market, identifying consumer demand for bulk and managed Wi-Fi solutions, perceptions of these solutions, and how they rank compared to other MDU amenities. It analyzes demand for smart apartments, identifying top market segments, use cases, and pain points experienced by consumers.

ANALYST INSIGHT

“During the COVID-19 pandemic, properties faced many pressures including the need to support more remote and virtual interactions with residents as well as overcome widespread staffing shortages. Post-pandemic, residents expect these remote interactions and conveniences, while staffing shortages appear to be here to stay.”

—Kristen Hanich, *Research Director*, Parks Associates

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Appendix



Smart Apartments: Connectivity and Services in MDUs

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

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ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

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