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Resident/Guest Demographics Report

Operations/Marketing

Report Example and Outline:

Resident Demographics Report

From Date = 06/01/2009
To Date = 08/31/2009

Page: 1
Date: 09/01/2009
Time: 11:44 am

Property Unit	Move In Date	Tenant Name	Employer Information	Income Information	Age	Source
Iva03 265-201	6/9/2009	Matt Miller	<u>Nina Salvaggio</u> City: Troy State: MI	Yearly: \$24,000 Rent Ratio: 44.0 %	21	Rent.com
Iva03 265-303	6/11/2009	Chris Adragna	<u>BBDO Detroit</u> City: State:	Yearly: \$38,004 Rent Ratio: 22.3 %	31	Craigslist.org
Iva03 375-203	6/5/2009	Emily Gau	<u>Immanuel Lutheran</u> City: Macomb State: MI	Yearly: \$39,996 Rent Ratio: 21.2 %	23	Drive-By
Iva03 265-303	6/11/2009	Chris Adragna	<u>BBDO Detroit</u> City: State:	Yearly: \$38,004 Rent Ratio: 22.3 %	31	Craigslist.org
Iva02 545-104	8/1/2009	Victoria Raybaud	<u>PR Ziegler, Inc.</u> City: Farmington Hills State: MI	Yearly: \$72,000 Rent Ratio: 10.5 %	25	Referral-Resident

Property Summaries

Average Yearly Income	Iva01	Iva02	Iva03	Total
Total	\$32,880.00	\$31,512.71	\$42,362.67	\$34,074.23

Median Age of Residents	Iva01	Iva02	Iva03	Total
Total	31	32	29	31

Source Count	Iva01	Iva02	Iva03	Total
Apartment Guide	2	3	0	5
Apartment Shoppers Guide	0	1	0	1
Apartments.com	4	6	1	11
Craigslist.org	2	1	2	5
Drive-By	11	5	6	22

Average Age of Residents	Iva01	Iva02	Iva03	Total
Total	35	37	33	35

Modal Age of Residents	Iva01	Iva02	Iva03	Total
Total	23	22	27	22

The Resident Demographics Report gives Employer, Income, Age, Rent to Income Ratio, and Move-In Source information for a given property. The report is set to process by Move-In date range to give demographical information on the residents on the selected property. The summaries on the last page will give you Move-In by Source info, Average Yearly Income, and the Median, Average, and Mode of the resident's Age.

Our Marketing Department uses this report to great benefit when tracking Move-In sources and target marketing based on the data on the report.

****This Report can easily be modified for Prospects, giving the same information for any Guests that have inquired about the property.**** (Group package price for both reports listed in pricing section)

Report Filter:

Demographics

Property:

M/I Date: -to-

Show Names? ☒ Yes ☐ No

Order By:

Destination:

List Pricing:

Prices quotes available upon request. Each quote contains a base price of the report and any additional cost due to client directed modifications.

Any Dover Realty Custom Report can be modified to each individual client's need. Information may be added and removed at the client's discretion.

"Real Assets...Real Results..."