



RENTER

DESIGN

PREFERENCES

See what 12,000+ renters said about their design preferences. Use this data to inform your website and interior designs!

Which color schemes do you prefer?

73.5%

CALM & SOOTHING

15.2%

DARK & MOODY

11.3%

VIBRANT & BOLD

Which 2 design concepts do you prefer?

33.6%

SOFT, CURVED EDGES & SHAPES

21.3%

PLANT OR EARTH-INSPIRED PRINTS

20.1%

SUBTLE TEXTURES

15.8%

SHARP GEOMETRIC SHAPES

9.2%

COLORFUL FLORAL PATTERNS

How would you decorate your apartment?

59%

CLEAN & MINIMAL

16%

DARK BACKGROUNDS

15.7%

ROMANTIC COUNTRYSIDE

9.3%

LOTS OF PATTERNS & COLORS



When viewing a design, how do you want to feel?

68.7%

CALM

14.2%

EXCITED

13.5%

INTRIGUED

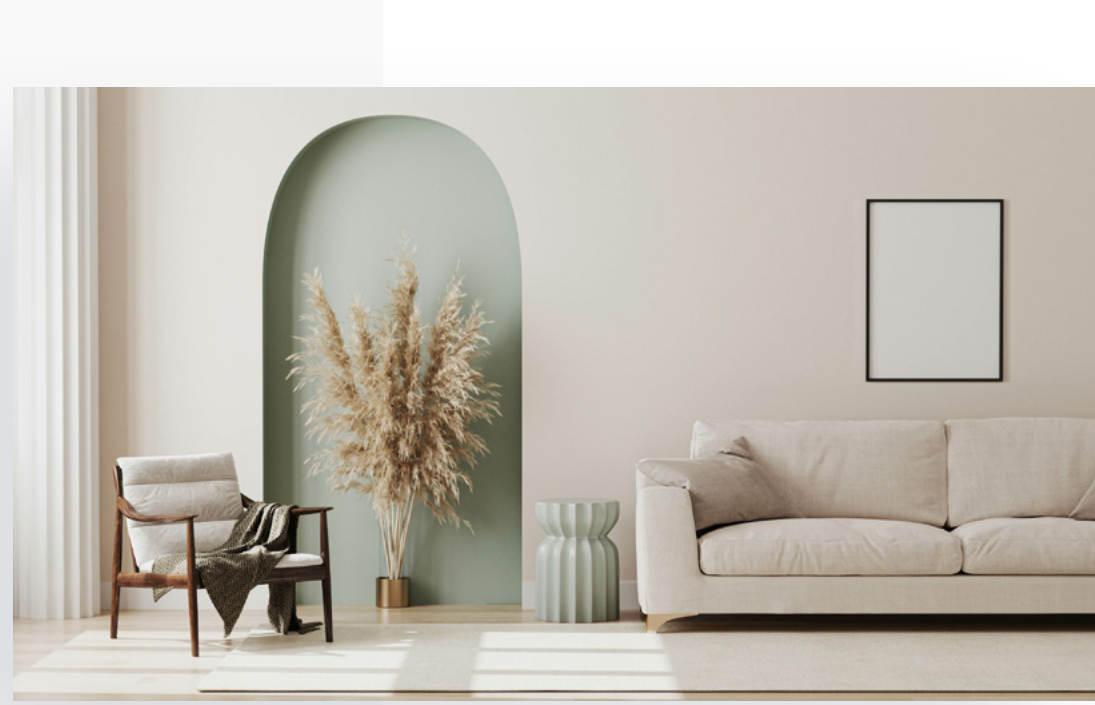
3.6%

AMUSED

3 tips for apartment marketing

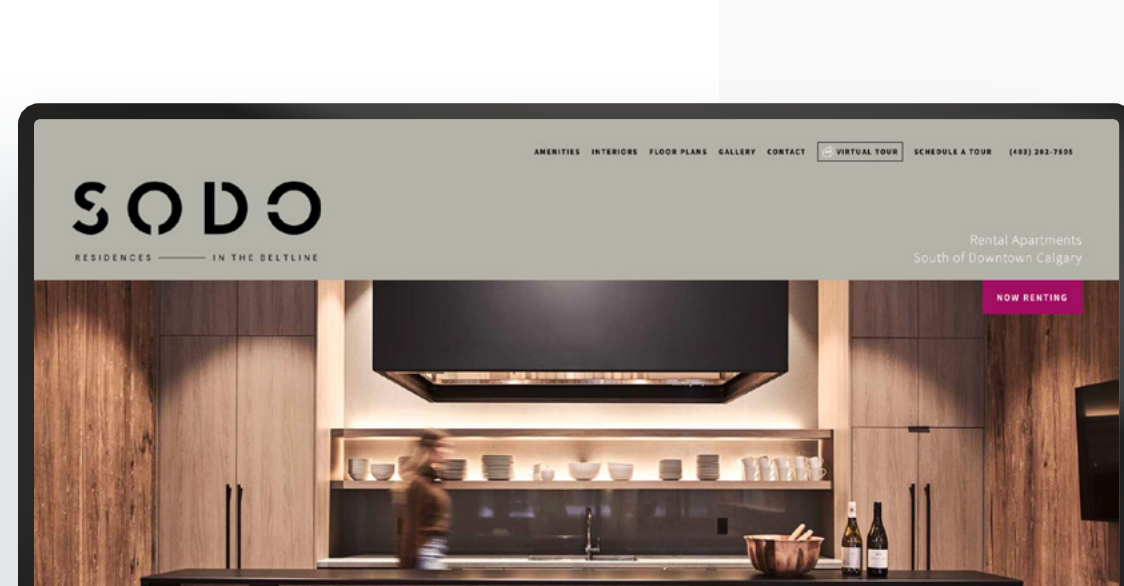
1.

Freshen interiors using calm & soothing paint colors that create a restful atmosphere.



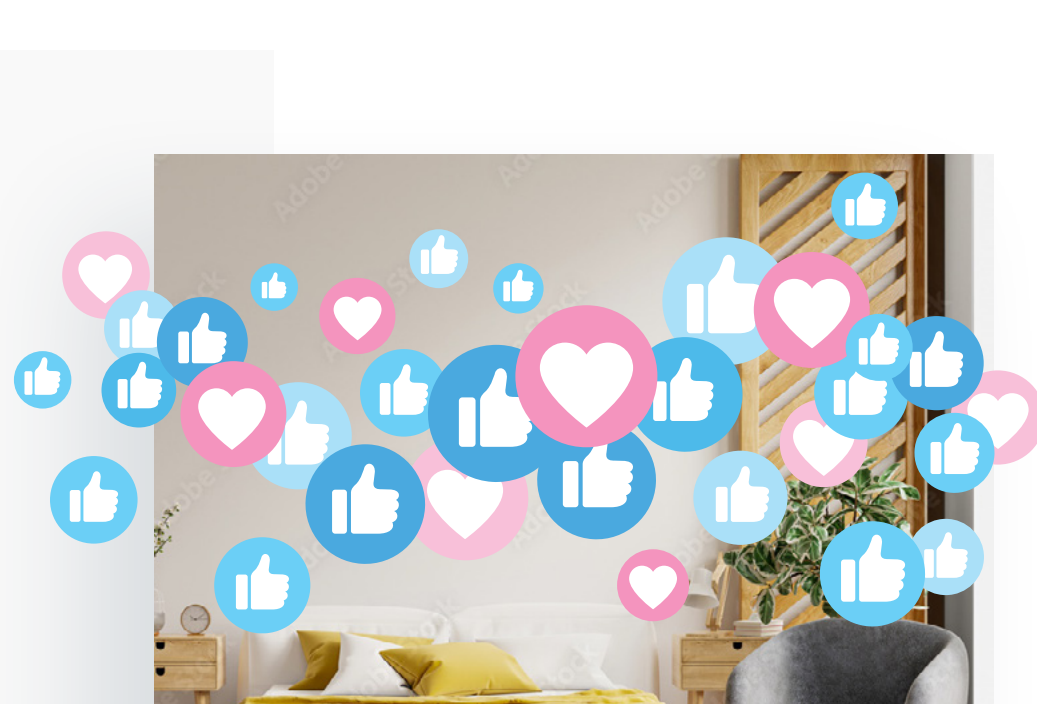
2.

Update your website to appeal to modern renters by creating a clean & purposeful user experience.



3.

Drive engagement on social media by featuring property images that align with these trends.



REACH

by RentCafe®

DIGITAL MARKETING AGENCY