



Multi-Family Security Concerns in 2024

How Apartment Renters Feel About Safety



A survey of apartment renters in the US



71% of renters believe that management should be doing more to provide a safer environment.

For many property managers, there is an assumption that if apartments provide some type of security measures to prevent crime, tenants will feel safe.

Our research found that this is not necessarily true.

We spoke to over 1,000 Americans who are currently living in apartments.

A majority of those apartments currently provide some level of security measures.

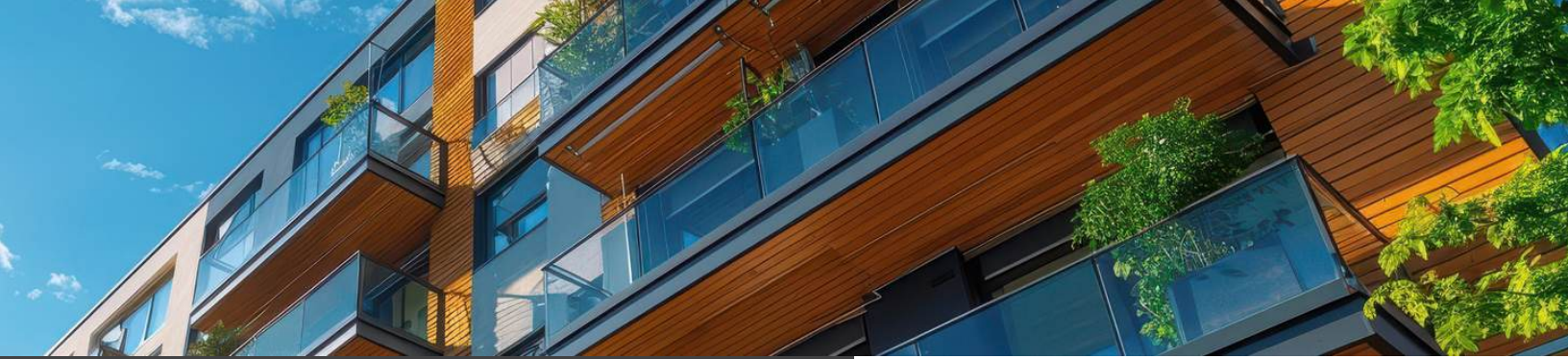
Do you feel like management could do more in providing a safer environment?

They should be doing a bit more **39.6%**

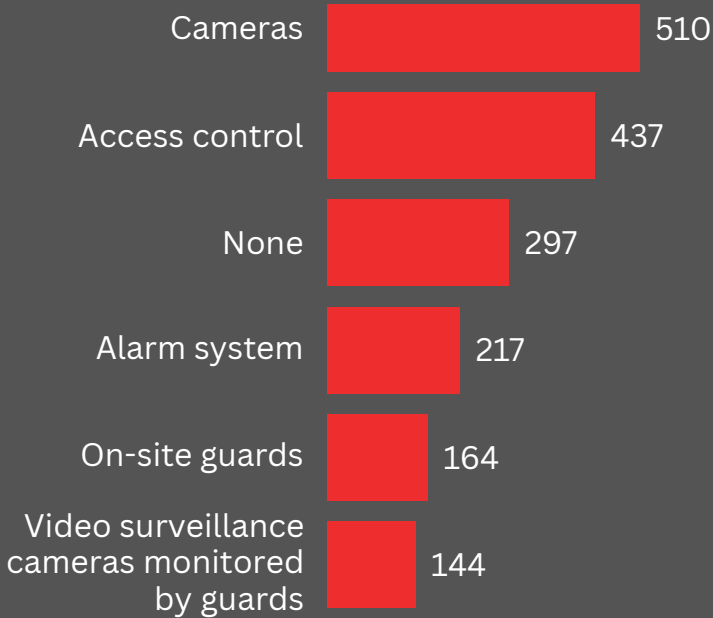
They should be doing a lot more **31.7%**

They have done enough **19.8%**

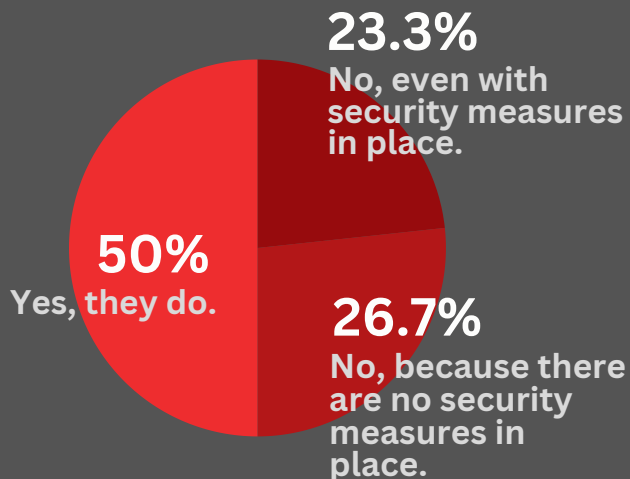
Unsure **8.9%**



What type of security does your apartment provide?



Do you feel like these security measures help prevent crime?



The data is clear: **Property managers must provide a stronger level of security for their tenants to feel safe in their homes.**



- **60%** of respondents do not feel very safe in their apartment complex.
- **28%** of respondents report that their apartment does not provide any type of security measures.
- Only **8%** of respondents would recommend their apartment to a safety-conscious friend without reservation.
- Only **33%** of respondents reported that they were not aware of any crimes at their apartment complex.
- As of 2024, approximately **44 million** Americans currently live in apartments, and an increasing number of renters have raised valid concerns about their safety within their living environments.

Apartment renters are concerned for their safety in their homes.

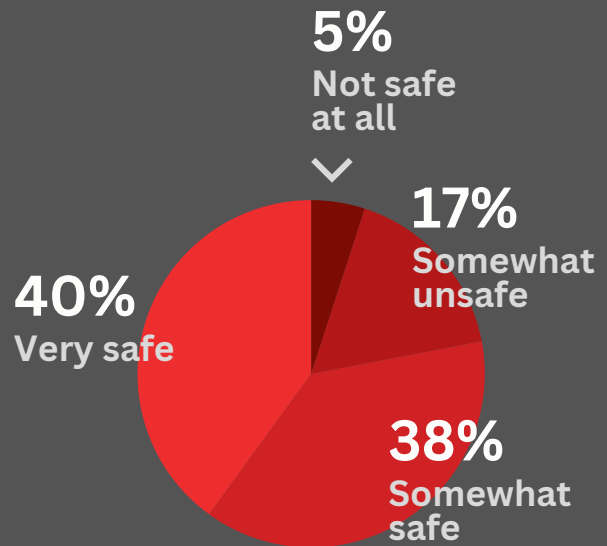
A majority of renters are aware of crimes happening in their complexes, ranging from package theft (40%) and car break-ins (31%), to more violent crimes like fights (15%) and shootings (10%).

Despite having security measures like door access control, cameras, alarm systems, on-site guards, and video surveillance cameras, only 50% of respondents felt these measures effectively prevent crime.

Over half (60%) of renters do not feel adequately secure in their apartment complexes – even if their apartment currently provides some level of security measures.

The data paints a clear picture: the current state of apartment security does not meet the expectations of many renters.

Do you personally feel safe at your apartment complex?



60% of apartment renters reported that they do not feel very safe in their apartment.

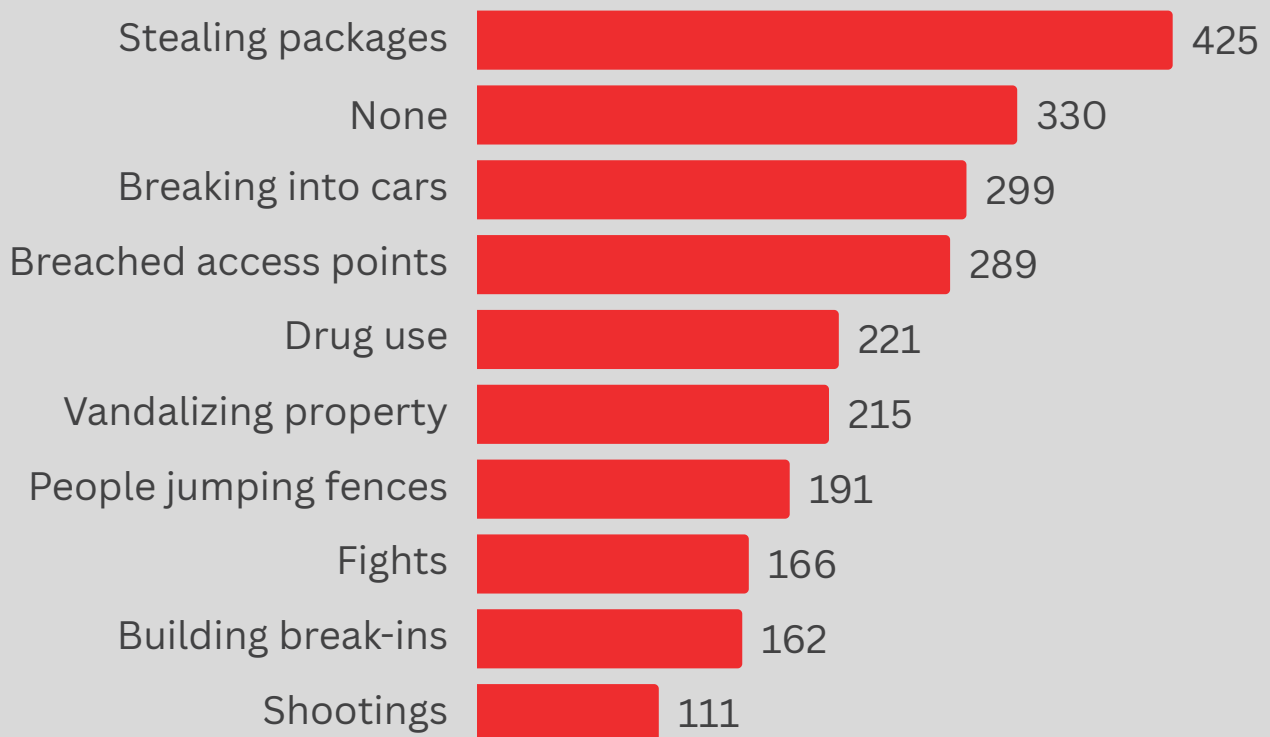




Nearly 70% of renters reported being aware of at least one crime occurring on the property.

It's clear that there is an urgent need for enhanced safety measures and effective solutions to ensure peace of mind for all residents.

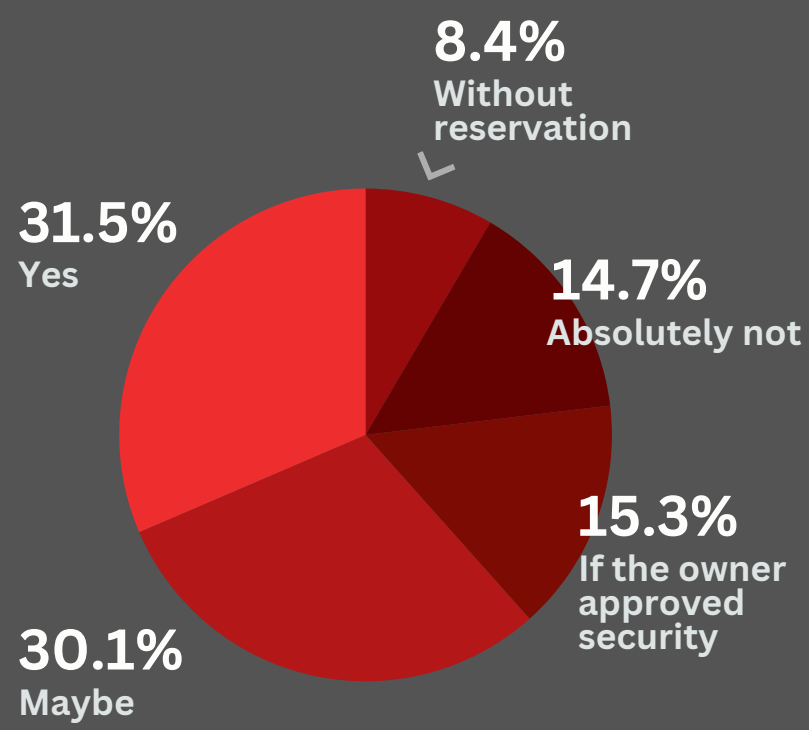
What types of crimes occur on the property?



A lack of perceived safety impacts quality of life for renters, as well as ROI for property owners.



Would you recommend your apartment to a safety-conscious friend?

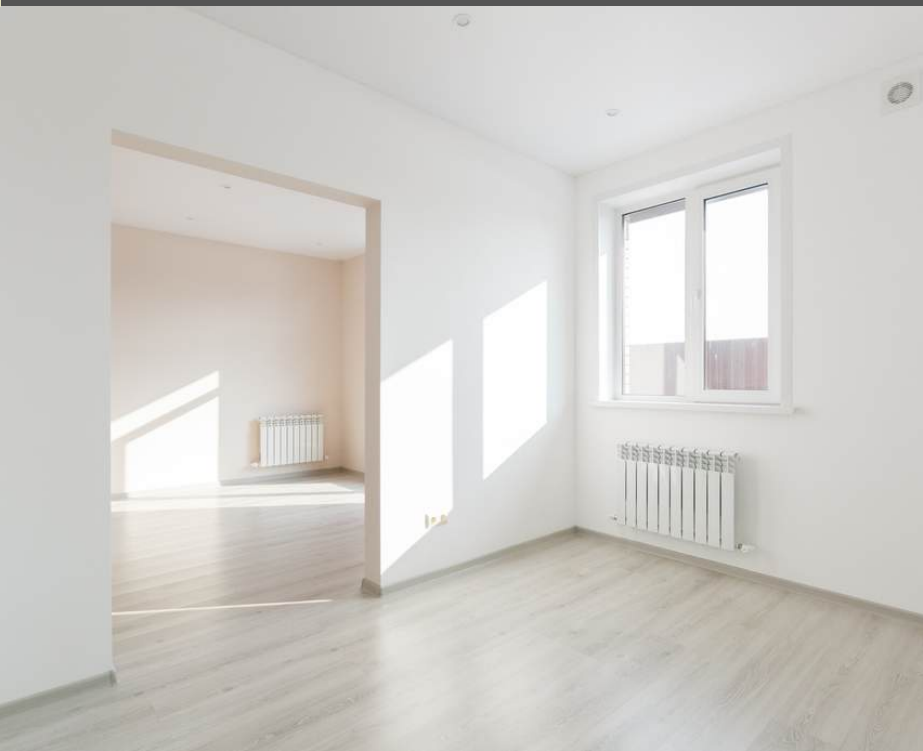


Net promoter score is a common metric for advertisers. How are apartment buildings doing? Not so good. NPS of about 40% is the equivalent of a C grade.

You might notice it's getting harder to attract new tenants.

Feeling safe plays a substantial role in tenant satisfaction – which, in turn, significantly weighs on your property's reputation among prospective tenants.

Only 8% of respondents were willing to recommend their apartment to a safety-conscious friend without any reservations.



With 71% of renters saying that apartment management could do more to boost safety, there are a few ways that weak security could be costing you:

Frequent security problems can lead to higher insurance premiums and repair expenses.

Property crimes in 2019 resulted in losses amounting to \$15.8 billion according to the FBI, highlighting the big costs that come with having weak security systems. Additionally, your insurance premiums might increase if the property is deemed high-risk.

Legal implications cannot be ignored.

Property managers and owners can be held legally responsible for damages resulting from crimes committed on the premises. In other words, if tenants or visitors experience harm due to insufficient security measures, it could lead to costly lawsuits.

High turnover rates could mean increased vacancy or lower rent

Security concerns may lead to higher turnover rates as tenants seek safer living situations. High turnover not only increases vacancy rates but also leads to increased costs related to marketing and preparing units for new residents.

As vacancy goes up, you might face pressure to lower rents to attract new tenants quickly, which can end up devaluing the property itself.

Research shows that investing in security can strengthen your ROI — **54% of tenants are willing to pay higher rent for better security.**[†] Plus, 15% of tenants told us that they would be willing to refer friends to their complex only if management invested in security.

[†]Source: Safewise <https://www.safewise.com/blog/8-surprising-home-burglary-statistics/>



How can property managers improve safety?



Only 20% of renters think that their management has taken enough security measures to provide a safe environment.

And 28% indicated that their complex lacks any security measures at all.

Here are some insights on the most effective security measures for multi-family properties.

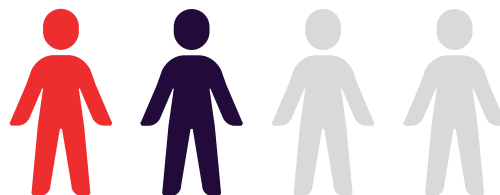
Low-tech or analog security measures may not increase feelings of safety.

Responses suggest that traditional security measures – like door access control, alarm systems, or on-site guards – may not correlate with stronger feelings of safety. Among the tenants whose apartments provide those security measures, 36% do not feel that these strategies help prevent crime.

This lack of perceived safety, despite current security in place, could be due to the changing nature of crime. More criminals are now able to effectively evade (or, in some cases, choose to entirely disregard) traditional security measures.

1 in 4 renters lives in an apartment that does not have any security measures in place.

Another 1 in 4 feels that their current security does not prevent crime.





When apartments use monitored surveillance cameras, tenants feel safer.

If your apartment has monitored cameras, do you feel like these security measures help prevent crime?

25%

No, even with security measures in place.

2.9%

No, because there are no security measures in place.

72.1%

Yes, they do.

Of all respondents, only 13% live in a complex with monitored cameras. Among those who do have the monitored cameras, 70% stated they felt they prevented crime, which is 25% higher than those who did not have monitored cameras. They were also 17% more likely to recommend their complex if monitored cameras were in use.

Not only do these tenants feel safer – they are safer thanks to monitored cameras. Monitored cameras tend to serve as a deterrent to potential criminals, making them think twice before committing a crime.

Still, cameras monitored by live guards may not provide foolproof protection due to human error. Plus, employing human guards may come at an unsustainable cost; onsite security guards at multifamily properties can cost anywhere from \$6000-8000 each month. That's \$25-50 per hour for each guard, plus benefits, supplies, and more.



The future of multi-family security:

AI-enabled + remote live guard surveillance

More and more multi-family properties are turning to artificial intelligence (AI) technology to enhance their security measures while saving on costs. They're better, faster, and cheaper – the trifecta that frequently spells out “next gen.”

Here's how it works: AI-enabled surveillance systems analyze live video footage in real-time, detecting potential threats and alerting security personnel immediately. This not only improves response time, but also reduces the risk of human error.

This combination of AI technology with live guards provides a powerful layer of protection for multi-family communities. With AI monitoring the property 24/7, the need for round-the-clock guard presence is reduced, ultimately saving on costs without sacrificing safety.

Learn more about AI-enabled surveillance systems at system at www.deepsentinel.com.