

entrata

Artificial Intelligence and Apartment Living

Artificial Intelligence | Survey Studies Consumers' Knowledge of and Attitude Toward AI
Report from Entrata finds consumers don't yet fully understand or trust AI.

Artificial Intelligence and Apartment Living

INTRODUCTION

Whether we realize it or not, artificial intelligence is woven into the fabric of our everyday lives, from virtual assistants like Siri and Alexa, to Gmail and Netflix and much more. This kind of technology makes our lives easier in many ways, from finding our favorite songs and shows, to scheduling reminders, sending emails and even submitting a request to the leasing office. According to a survey of more than 1,000 U.S. renters conducted by Entrata, even though many consumers know the broad definition of AI, most don't fully understand its scope or realize how it affects their lives in countless ways. Due to this lack of understanding, many still harbor a lack of trust for both the technology and the companies that use it.

KEY TAKEAWAY

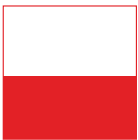
Many people don't understand AI, but are comfortable with the technology and interact with it in some fashion on a daily basis.

52%



of people are comfortable interacting with AI.

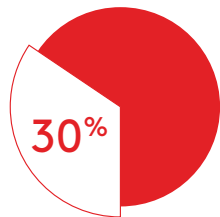
40%



of people use some form of AI on a weekly basis.

KEY TAKEAWAY

Chatbots are misunderstood tools and many people don't even know when they're interacting with one. People really just want them to be efficient and helpful.



of people are unable to recognize when they're interacting with a chatbot.

KEY FINDINGS

Artificial Intelligence

Of those polled, Entrata found that more than **38 percent** of respondents have either just heard of artificial intelligence or have no idea what it is. Surprisingly, of those who claimed to be an expert in their understanding of AI, **20 percent** not only got the definition wrong, they were significantly more likely to get the definition wrong than other groups who say they know only a little or have just heard of it.

Despite this lack of understanding, more than half (**52 percent**) of people say they feel comfortable interacting with AI, which is good, because more than **40 percent** of people use some form of AI on a weekly basis, whether that be Gmail, Siri or Alexa, Netflix, and much more.

A major gripe many reported is the technology's overall lack of human touch, with more than **20 percent** citing it as their top complaint.

Chatbots

In a similar vein, it's clear people don't yet fully understand chatbots, with **33 percent** of people thinking that Alexa and Siri are chatbots. In fact, **20 percent** of people claim to have never interacted with a chatbot. Nearly **30 percent** of people don't think they would recognize when they're interacting with one.

That said, respondents reported that their favorite things about using chatbots include:

- It's available 24/7 (39%)
- It's easily accessible (15%)
- It's quick and efficient (12%)
- They don't have to talk to a real person (9%)

And despite people overall wanting chatbots to have more human-like personality qualities, **36 percent** of respondents don't care about those traits as long as they get the information and help they need.

KEY TAKEAWAY

Renters see the potential of chatbots and would trust them with many tasks, especially when there is the added benefit of 24/7 convenience.

KEY TAKEAWAY

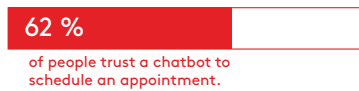
People want smart home features, and homes or apartments that include them become more attractive to potential renters and buyers.



believe a community's use of AI and smart home technology make it a more attractive place to live.

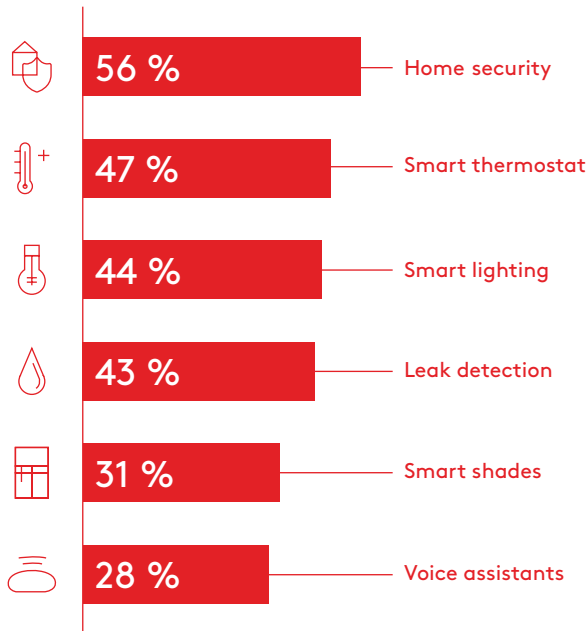
AI/Chatbots and Apartment Living

For those who rent, chatbots and AI can be an incredible tool. Used as an extension of the leasing office, these technologies can improve the resident experience by allowing people to complete tasks or solve problems that are otherwise inconvenient or difficult.



Smart Home

Many respondents would like to have smart home features and think they would be helpful in their home or apartment. When asked what smart home technologies they would find most useful, the results were as follows:



Additionally, when searching for a new apartment, more than a quarter (**27 percent**) of people found that a community's use of various AI and smart home technology made the thought of living there more attractive.

SUMMARY

ABOUT THE RESEARCH

Generated by Entrata and fielded in August 2019, the survey collected online responses via Qualtrics from 1,051 U.S. consumers who are over the age of 18.

ABOUT ENTRATA

Founded in 2003, Entrata® is multifamily real estate's fastest-growing technology company. It provides the only comprehensive property management software provider with a single-login, open-access Platform as a Service (PaaS) system. Offering a wide variety of online tools including websites, mobile apps, payments, lease signing, accounting, and resident management, Entrata® PaaS currently serves more than 20,000 apartment communities nationwide. Entrata's open API and superior selection of third-party integrations offer management companies the freedom to choose the technology and software that best fit their needs.