

## Blame Game of Thrones: Free HBO Among Top Listed Amenities in Chicago Landlords and property managers highlight outdoor amenities and inviting living spaces to Chicago renters

SAN FRANCISCO, Aug. 16, 2017 /PRNewswire/ -- HBO is one of Chicago's top five apartment amenities rising in popularity compared to last year, according to an analysis by HotPads®.

HotPads, an apartment and home search platform for renters in urban areas across the United States, analyzed Chicago apartment listing descriptions in the first half of 2017 to identify the top amenities and determine how the most popular listing amenities changed over the past year.i

Lakefront property, featured in 5 percent of Chicago rental listings, ranks highest among Chicago's amenities increasing in popularity in 2017, followed by courtyards, wood-burning fireplaces, grills and HBO packages.

"We're seeing the apartment industry promote outdoor experiences as well as inviting indoor features like fireplaces and premium channel subscriptions," said Douglas Pope, co-founder and general manager of HotPads. "These outdoor experiences give renters something exciting to do in the day, while these inviting amenities make apartment complexes feel like home."

The city of Chicago is comprised of approximately 591,700 renter households.ii The median rental list price in Chicago is \$1,950.iii

Doormen were Chicago's most popular amenity compared to other big cities, with nearly 16 percent of Chicago rental listings advertising them as a feature. Other amenities more popular in Chicago than in other cities include heaters, sundecks, balconies and granite countertops.

For more information about rental listings in Chicago, check out rental search tools and tips on [HotPads](#).

### CHICAGO AMENITIES GROWING IN POPULARITY THIS YEARiv

Amenities increasing in popularity	Ranking	% listings with amenity, 2017	YoY increase
Lakefront property	1	5.3%	11.3%
Courtyard	2	4.5%	10.7%
Wood-burning fireplace	3	1.2%	18.8%
Grill	4	9.6%	3.7%
HBO included	5	1.0%	16.7%
Amenities decreasing in popularity	Ranking	% listings with amenity, 2017	YoY change
Skyline view	1	5.2%	-6.9%
Garage parking	2	25.5%	-2.8%
Gourmet kitchen	3	2.5%	-8.8%
Wine fridge	4	1.2%	-14.2%
Intercom system	5	1.4%	-11.1%

### CHICAGO AMENITIES COMPARED TO OTHER TOP CITIES[v]

Most popular amenities	Ranking	% listings in Chicago with amenity	% listings in top citiesvi with amenity
Doorman	1	15.7%	4.1%
Heater	2	38.4%	21.0%
Sundeck	3	6.5%	1.5%
Balcony	4	25.1%	16.8%
Granite countertops	5	40.4%	28.6%
Hardwood floors	6	45.5%	32.6%
Grill	7	9.6%	5.2%
Whirlpool tub	8	3.9%	1.1%
Storage space	9	30.9%	23.8%
Maple floor	10	5.2%	2.4%
Least popular amenities	Ranking	% listings in Chicago	% listings in top cities

		with amenity	with amenity
Patio	1	6.1%	13.5%
Yard	2	2.4%	6.8%
Spa	3	1.8%	5.8%
Basement	4	5.9%	10.8%
Historic building	5	2.3%	3.2%
Tennis court	6	3.3%	4.0%
Gym	7	7.3%	8.2%
Wine fridge	8	1.2%	1.7%
French doors	9	1.3%	1.7%
Gourmet kitchen	10	2.5%	3.1%

## HotPads

HotPads is the most efficient rental search platform for urban areas across the United States, with features designed for competitive markets such as map-based search, real-time notifications and detailed information on landlords and property managers, that help renters spend less time searching and more time feeling excited about their next home.

Launched in 2005, HotPads is based in San Francisco and is owned and operated by Zillow Group (NASDAQ:Z and ZG).

HotPads is a registered trademark of Zillow, Inc.

[i]HotPads analyzed apartment listings from the major cities of the top 20 metro areas in the United States posted between January 2017 and June 2017 to find the most commonly advertised amenities in Chicago. Listing words tied to amenities were ranked based on how many times they appeared within one rental listing as well as how often they appeared in separate rental listings in major cities of the United States' top 20 metro areas.

[ii]As reported by the United States Census Bureau's 2015 American Community Survey.

[iii]The median rental list price (estimated monthly rental price) includes the value of all apartments in HotPads' database, as of 2017-Q2.

[iv]HotPads analyzed apartment listings from the major cities of the top 20 metro areas in the United States posted between January 2016 and June 2016 as well as January 2017 and June 2017 to find the most commonly advertised amenities in Chicago. Listing words tied to amenities were ranked based on how many times they appeared within each rental listing as well as how often they appeared in separate rental listings in Chicago.

[v]The most popular amenities appeared in Chicago rental listings more often than they appeared in rental listings in major cities of the United States' top 20 metro areas. The least popular amenities appeared in Chicago rental listings less often than they appeared in rental listings in major cities of the United States' top 20 metro areas.

[vi]"Top cities" are the headlining city of the United States' top 20 metro areas, as ranked by metro population according to the 2010 Census.

SOURCE HotPads, Inc.

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<https://press.hotpads.com/2017-08-16-Blame-Game-of-Thrones-Free-HBO-Among-Top-Listed-Amenities-in-Chicago>