

Is there a Market for Smokefree Housing?

Absolutely, according to Michigan apartment owners and managers:

“The change to non-smoking has been a selling point for us. It has made our property more attractive to renters. I think it is beneficial to our bottom line.”

-Katie Zuleski, Manager, Flo Mar Apartments, Ypsilanti.

“For our apartments, we are definitely better off with the policy economically. It has not hurt our rental rates. There are enough people who seek smoke-free apartments to offset the smokers.”

-Fred Gruber, Owner, Gruber Management, Ann Arbor MI.

A recent survey of landlords in the Midwest shows the success of smoke-free apartments:

In 2007, Minnesota researchers surveyed 20 large and small multi-unit properties that prohibited smoking in their apartment units. The results might surprise you:

- 95% of owners or managers who prohibited smoking in their apartment units reported their policy reduced vacancies or had no impact
- Some landlords were even able to raise their rent as a result of changing to non-smoking
- All those surveyed said they were planning to continue their non-smoking policies due to their favorable experiences

Properties in the survey included public and private housing at upper and lower rent levels, catering to both seniors and younger renters with and without children

The same survey showed strong renter demand for non-smoking:

(Statistically valid random sample of 405 renters)

- 70% of renters said they were interested in living in a smoke-free building
- More than a third of renters would even pay extra to live in a smoke-free building

Renters had a high level of interest in living in a non-smoking building regardless of age, income, rent level, or ethnic background or whether the household included children

Martha J. Hewitt et al, *Secondhand Smoke in Apartment Buildings: Renter and Owner or Manager Perspectives*, 9 Nicotine & Tob. Research Supplement 1 (2007)

By making your property smokefree, you can attract quality tenants while keeping your property clean and easier to maintain.