

Who's Apartment Searching in Amazon's HQ2 Cities?

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Since the reveal of the HQ2 split, there's been widespread media chatter regarding how long it will take Amazon to move into its [Long Island City](#) and [Crystal City](#) homes.

Numerous publications have commented on the impact these new campuses will have on homeowners in the area and its economy. While that is important, one group seems to be left out: renters. The term "Amazon effect" is bound to influence apartment rent, but will also pose major benefits for the city landscape and its residents.

was complete – and that it would be shared between two cities. Long Island City and Crystal City were immediate candidates during the search due to their available office space, convenient air travel and public transportation. Long Island City also has available land, a rare commodity in New York.

It was only recently, after the unveiling of the front-runners and selected locales, that Apartments.com experienced a spike in rental search traffic in Long Island City and Crystal City. We looked into the data and discovered a possible connection.

WHAT'S BEHIND THE INTEREST?

According to data from Apartments.com, it appears that renters might be curious about the housing options available to them for when the time comes to move...whenever that is. Outlets are reporting that the first phase of Amazon could open for business as early as 2020. The news that a huge, fast-growing e-commerce company has developed 25,000 job positions in each area is enticing to renters, especially for those who've been actively following Amazon's journey and are considering a change in careers.

WHERE ARE THESE RENTERS SEARCHING FROM?

The most search traffic came from six large and business-focused cities, which are listed in the charts below. Apartments.com saw a spike in rental searches before and on the day of the official announcement.

Long Island City volume increased more than one-third its normal traffic over a three-day period, which was after the New York Times released an article that the agreement was near completion. Crystal City soared 61% week-over-week for a five-day period when it was named a front-runner in early November.

On the day of the final city selections:

- Long Island City reported a 66% spike week-over-week and 54% the next day
- Crystal City saw a 120% rental search increase week-over-week

More surprisingly, the largest volume for both locations came from Amazon's hometown of Seattle, specifically the Seattle-Tacoma area. They also have renters from Atlanta in common, while Washington D.C. is relative to Long Island City traffic only.

Location of Users Searching in Long Island City	WoW Growth*
Seattle-Tacoma WA	244%
Atlanta GA	163%
Washington DC (Hagerstown MD)	112%

Renters from cities like the Boston-Manchester area, Philadelphia, and New York were also scoping out rentals in Crystal City on Apartments.com during this time.

Seattle-Tacoma WA	235%
New York NY	166%
Atlanta GA	145%
Boston MA-Manchester NH	112%
Philadelphia PA	112%

A common thread among these cities is that they all contain a high ranking college or university with [computer science](#) programs – an ideal degree to possess when applying to and working for Amazon. Our findings could be the result of students and alumni from these schools being active followers of Amazon’s story. After all, the company does have a large media hold and a total of 50,000 positions to fill.

These individuals could be exploring (or possibly making) a career move to Amazon, which could explain the increase in Long Island City and Crystal City rental searches. Current employees of Amazon’s Seattle office may be looking to transfer to one of its new campuses.

HOW WILL AMAZON AFFECT THE RENTAL MARKET IN NEW YORK CITY AND ARLINGTON?

In addition to an increase in job growth, Long Island City and Crystal City can expect a large number of available apartments by 2020. Over 4,000 total new residences are expected to hit the market by end of next year – and in all new apartment communities. Renters will see 2,700 drop in Long Island City and 1,500 in Crystal City, with many of them being one-bedroom homes. It’s estimated that each area will see a 2% growth in rent, according to CoStar Group’s research data.

With Amazon moving to these areas, renters can also expect to see an influx of new bars, restaurants, cafes, coffeehouses, and shopping. Both cities will become revitalized with its new, extensive offerings.

SO WHY LIVE IN LONG ISLAND CITY?

This Queens community will have everything you want in New York. It’s just across the East River from Manhattan. Residents of Long Island City enjoy a plethora of transportation options already – and they will be even better soon enough. Ferrying across the water is one way to travel into the city if you’re seeing a Broadway show at the Gershwin Theatre or doing some shopping along 5th Avenue.

If you prefer the subway (let’s be honest, it’s efficient and convenient), you’ll be happy to know that there are multiple stations in [Long Island City](#) and Vernon Boulevard-Jackson Avenue is the stop before you reach Grand Central Station. Locals can also travel by taxi anywhere they need to go: LaGuardia or John F. Kennedy Airports, Rockaway Beach, Coney Island, or to Radio City Music Hall through the Queens Midtown Tunnel.

With plenty of historic sites, art exhibits, and microbreweries to explore, you’ll love Long Island City. Gantry State Park is a fabulous green space just minutes from your home, and it features a breathtaking view of the Manhattan skyline.

1. Newly constructed apartments
2. Convenient public transportation options
3. Gantry State Park
4. Microbreweries

SO WHY LIVE IN CRYSTAL CITY?

Living in this Arlington community will put you front-and-center of Washington D.C. and tons of modern amenities. Crystal City is located near Ronald Regan Washington Airport, which is convenient for renters that are constantly traveling.

Though driving is certainly an option, taking the subway can get you to and from your destination faster depending on the time of day. With Amazon moving in, the [State of Virginia](#) has promised to update the city's infrastructure to accommodate [Crystal City commuters](#) – it will include pedestrian connectivity and more accessible entry points into the Metro stations.

In addition to the underground retail at Crystal City Shops, residents will find comfort in the surrounding restaurants, plus the stores at Fashion Centre at Pentagon City and Pentagon Row. Residents appreciate the community's many parks, which are in walking distance of gourmet dining and fast-casual eateries.

Top reasons to live in Crystal City:

1. Newly constructed apartments
2. Direct access to DCA airport
3. Funding for public transit renovations
4. Shopping, shopping, and more shopping

It will be interesting to continue to follow Amazon's story and the progress these two cities will make over the next year. Upcoming [apartment trends](#) is something we will surely keep our eyes on.

**Cumulative WoW growth measured by internal tracking services between October 20-30 and November 3-13 in 2018.*

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WHAT DO YOU THINK?

2 Responses



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Hello! I'm Lauren Ross, a copywriter here at Apartments.com. I love dogs, cupcakes, and lifestyle trends! In my free time, you can find me traveling or sipping my favorite cab-sauv wine. Tweet me @larossingaround!

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