The study sought to determine if demographics overall have a statistically significant influence on housing decision choices and to ascertain which particular demographics have a statistically significant influence on housing decision choices amongst apartment households in Nairobi County, Kenya. Using a descriptive cross-sectional design, the study sampled 226 apartment households using two-stage cluster sampling with 196 households responding. Using multiple regression analysis (standard), the study found that demographics overall have a significant influence on choice of neighbourhood (p=0.000) and choice of location of house (p=0.021). Gender, experience and expertise of home owner, composition of household and household expenditure, were statistically significant demographics in explaining choice of neighbourhood decisions; household expenditure levels and expertise of home owner were the only demographics with a statistically significant influence on choice of location of house; the marital status of owner of the house was found to be the only demographic with a statistically significant influence on source of financing decisions; size of family and household expenditure levels were the only demographics with a statistically significant influence on size of house decisions. From the outcome of the empirical investigation, the study makes recommendations to policy and practice; it cites limitations and makes suggestions on areas for further study.