Profile of Today's Renter & Homeowner

Freddie Mac Research

June 2019

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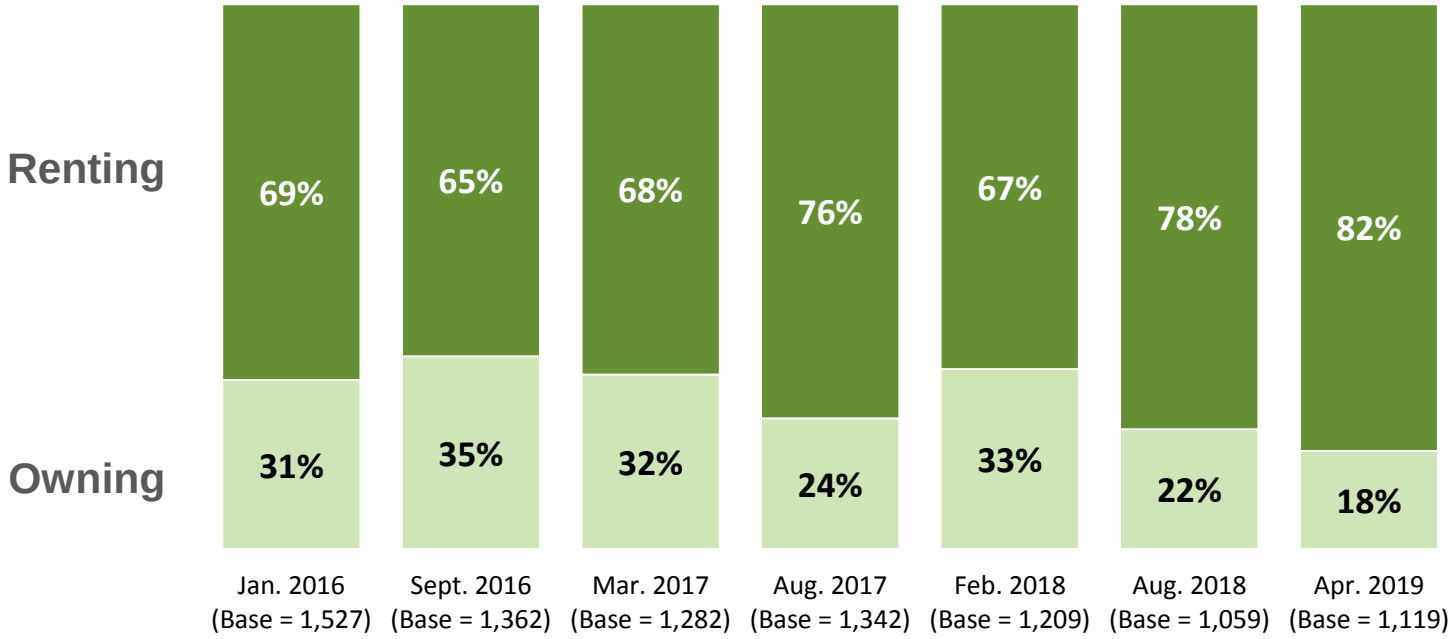
Highlights

Renters: Renting Continues to Be More Affordable Than Owning

Q: Overall, which do you think is more affordable for you today?



By Renter Demographics

% Who Say Renting is More Affordable | April 2019

Male	Female	Urban	Suburban	Rural	Northeast	South	Midwest	West	Younger Millennial	Older Millennial	Gen X	Boomer	Multi-family	Single-Family	Very Low Income	Low Income	Middle Income	First-time Buyer
81	82	86	80	76	85	79	79	84	83	71	85	85	87	77	84	85	78	63

(Base = Total Renters)

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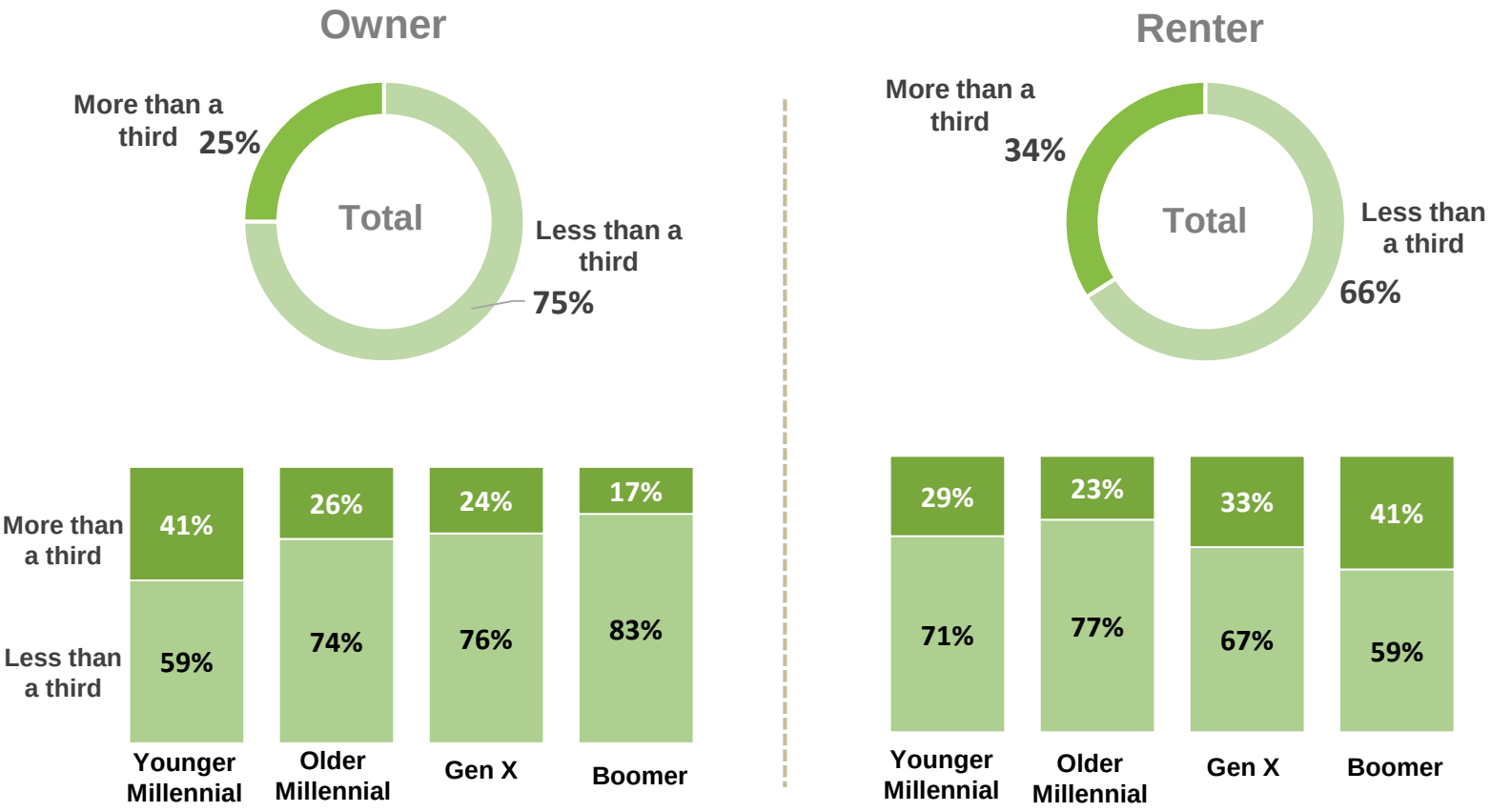
Compared to Owners, More Renters Spend >33% of Their Income on Housing

Q: Approximately what percentage of your total household income after tax do you pay in rent/mortgage payments excluding utility bills and other fees?*

By Generation



(Apr. 2019 Owner Base = 2,864 [298 Younger Millennial, 476 Older Millennial, 630 Gen X and 1,108 Baby Boomer] Apr. 2019 Renter Base = 1,119 [215 Younger Millennial, 230 Older Millennial, 229 Gen X and 306 Baby Boomer]).

**Percentages exclude Don't Know or Not Applicable responses.*

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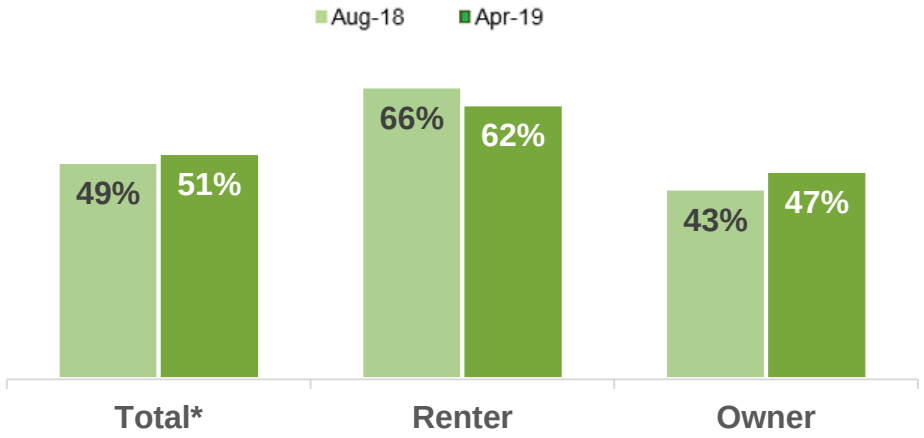
Young Millennials and Essential Workers Had to Make Changes to Afford Rent in Recent Years

Q: Over the past two years, which of the following have you ever had to do to be able to afford your current monthly rent/mortgage?

% Who Made Changes to Afford their Housing Payments



% Who made changes to afford their housing payments | April 2019

	Male	Female	Urban	Suburban	Rural	Northeast	South	Midwest	West	Younger Millennial	Older Millennial	Gen X	Boomer	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income	High Income
Owner	48	46	52	44	48	41	48	46	50	78	66	48	28	72	38	67	62	50	28
Renter	56	66	68	58	59	64	59	63	63	79	67	54	49	76	55	65	70	63	N/A

(Base = 1,059 Total Renters; 2,916 Total Homeowners)

** Total includes all respondents including those who do not currently rent or own*

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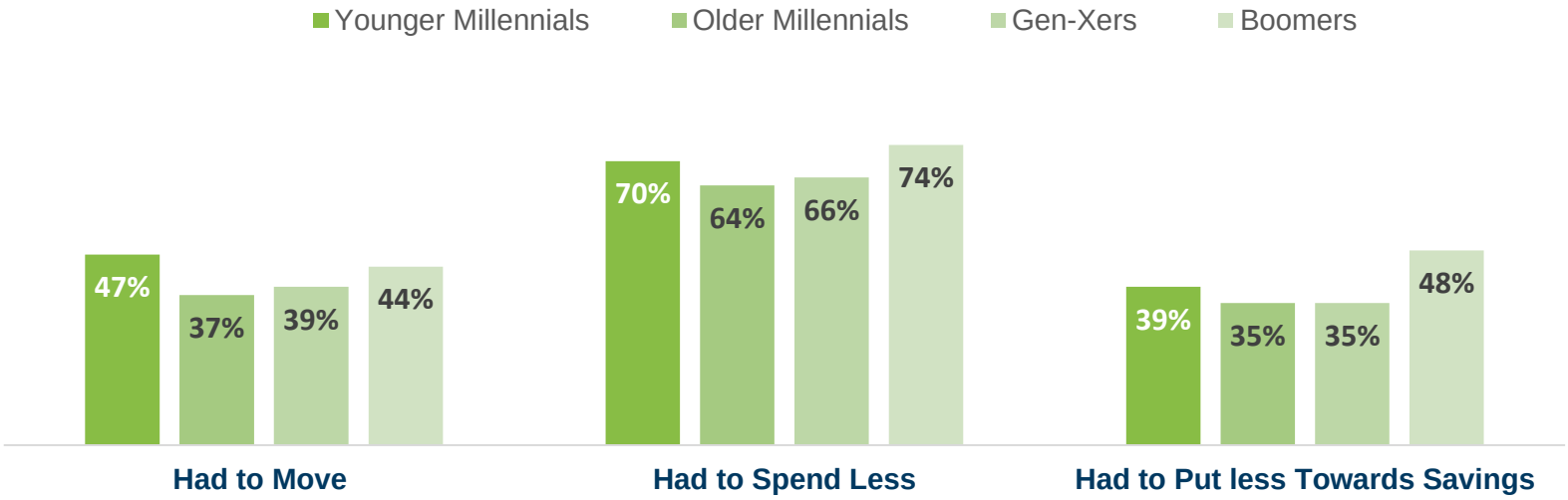
Younger Millennials Tend to Move to Afford Rent; Rural Renters Suffered Major Impacts

Q: Over the last two years, which of the following have you ever had to do to be able to afford your monthly rent or mortgage?

Top Changes to Afford Rent

By Generation



	Single-Family Renter	Multi-Family Renters	Urban	Suburban	Rural	Potential First-Time Buyers
Spend Less	65	70	66	65	76	81
Had to Move	49	39	44	40	54	38
Put less Toward Savings	38	41	33	42	46	45

(Base = 735 Renters Who Had Trouble Affording Rent/Mortgage Payments)

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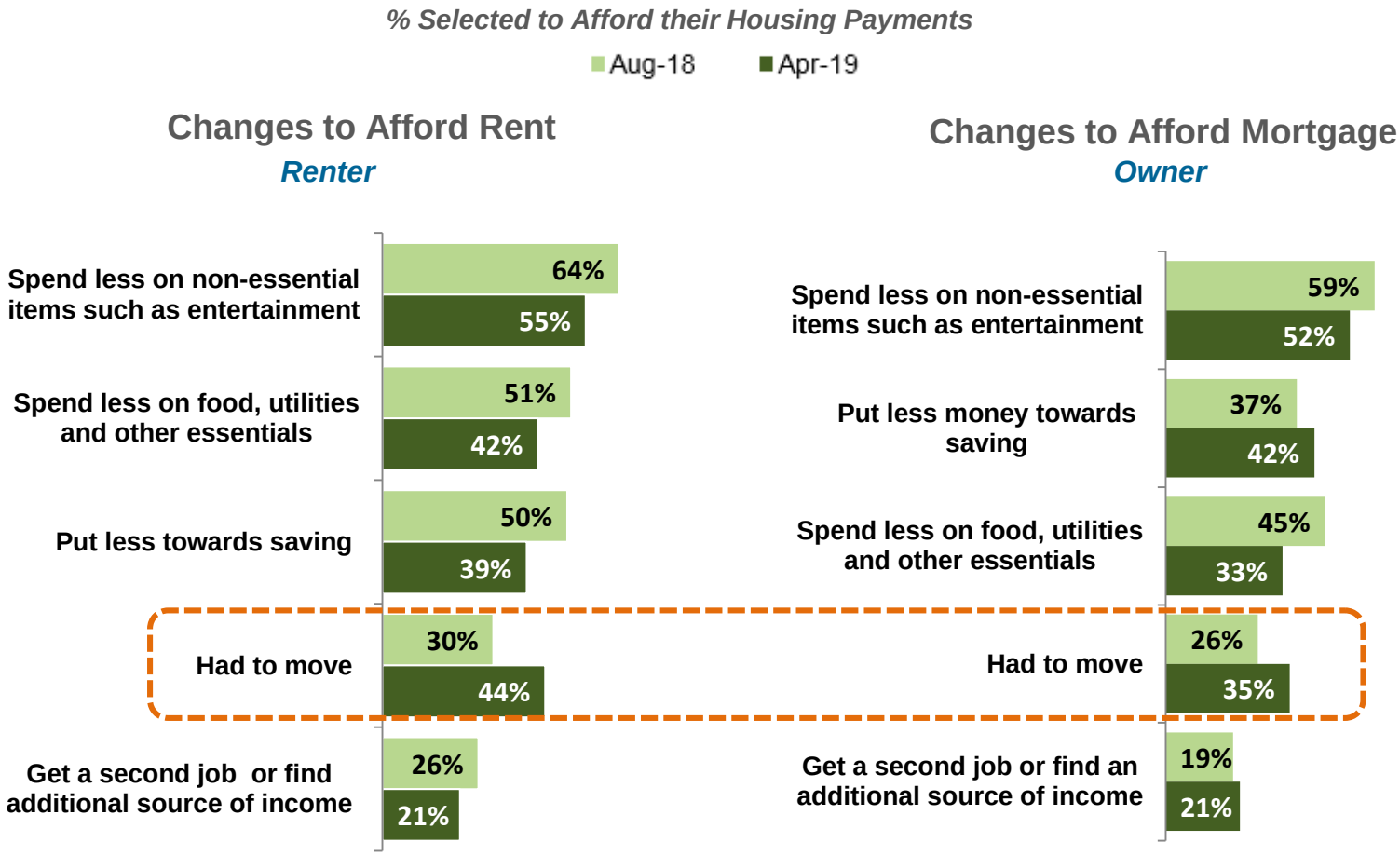
Increasing Numbers of People Moved to Afford Housing in Last Two Years

Q: Over the past two years, which of the following have you ever had to do to be able to afford your current monthly rent/mortgage?



(Base = 735 Renters; 1,307 Total Homeowners Who Had Trouble Affording Rent/Mortgage Payments)

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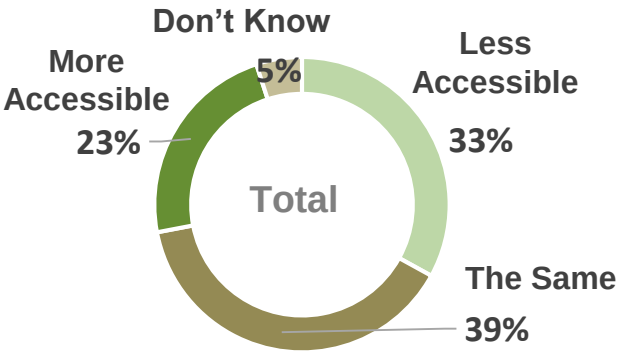
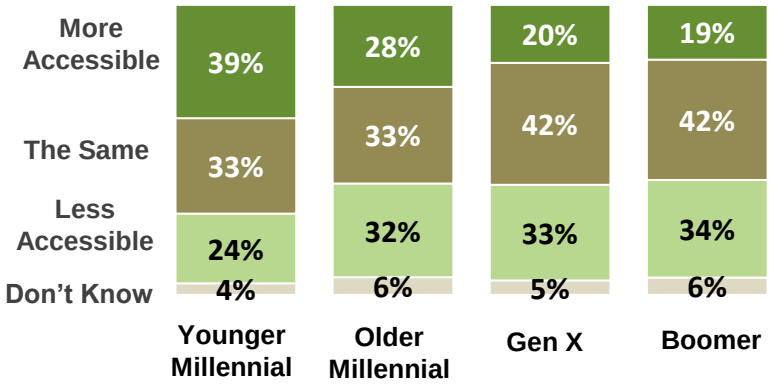
One in Three Say Homeownership is Less Accessible Than Three Years Ago

Q: Do you think that homeownership is more or less accessible than it was three years ago?

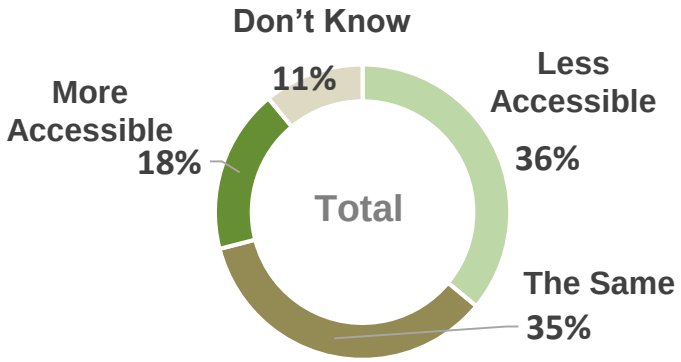
Owner



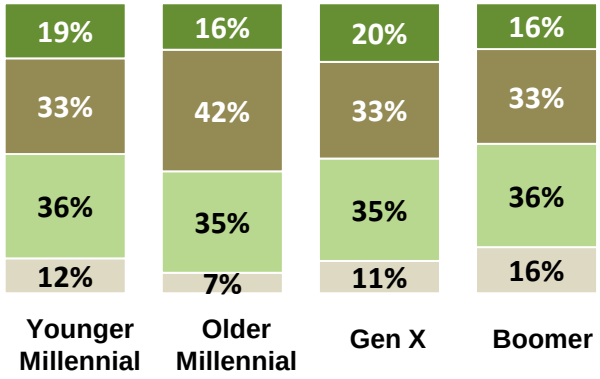
By Generation



Renter



By Generation



(Apr. 2019 Owner Base = 2,864 [298 Younger Millennial, 476 Older Millennial, 630 Gen X and 1,108 Baby Boomer] Apr. 2019 Renter Base = 1,119 [215 Younger Millennial, 230 Older Millennial, 229 Gen X and 306 Baby Boomer]).

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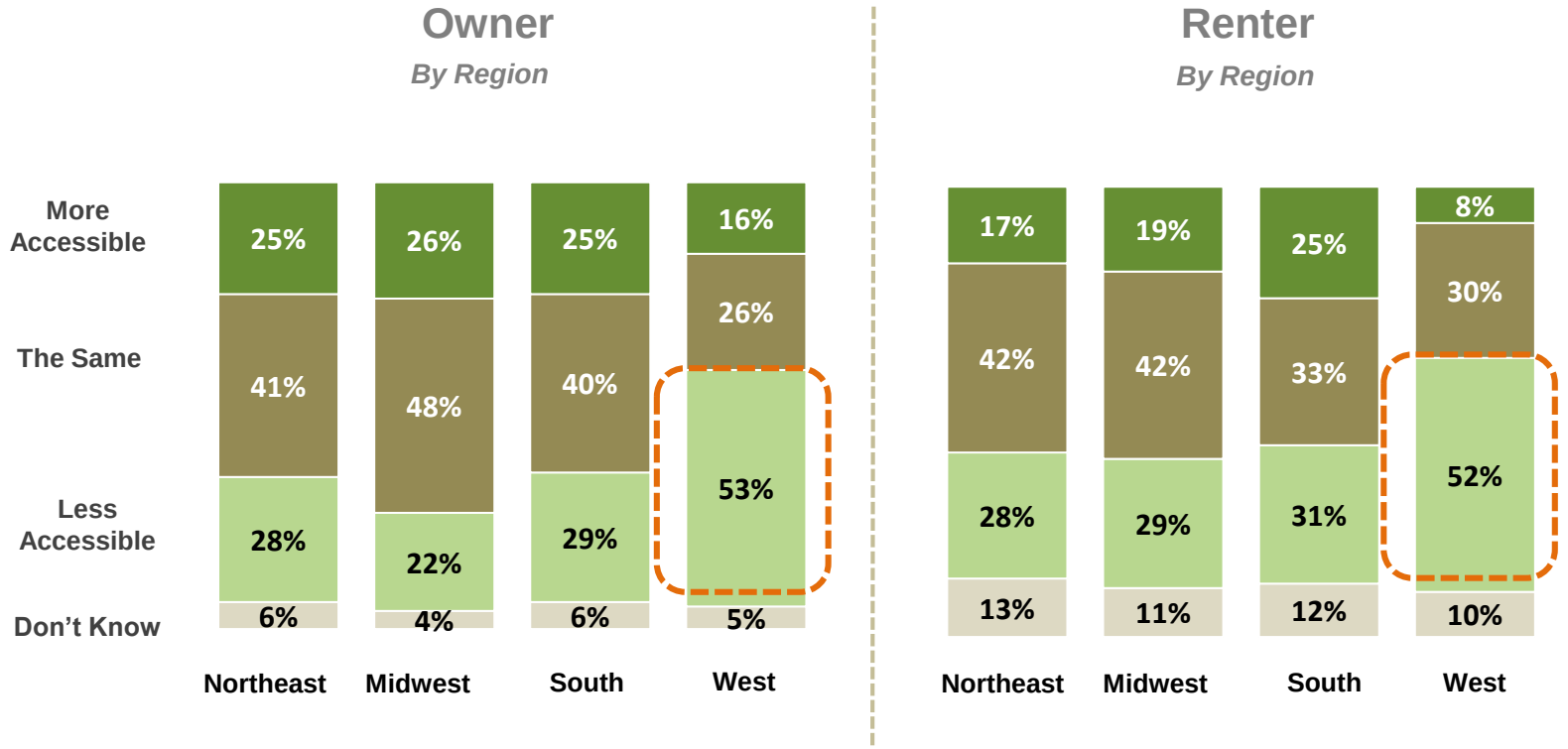
Westerners Perceive Accessibility Dramatically Worsening

Q: Do you think that homeownership is more or less accessible than it was three years ago?



(Apr. 2019 Owner Base = 2,864 [628 Northeast, 1,082 South, 611 Midwest, 543 West]
Apr. 2019 Renter Base = 1,119 [217 Northeast, 404 South, 224 Midwest, 274 West])

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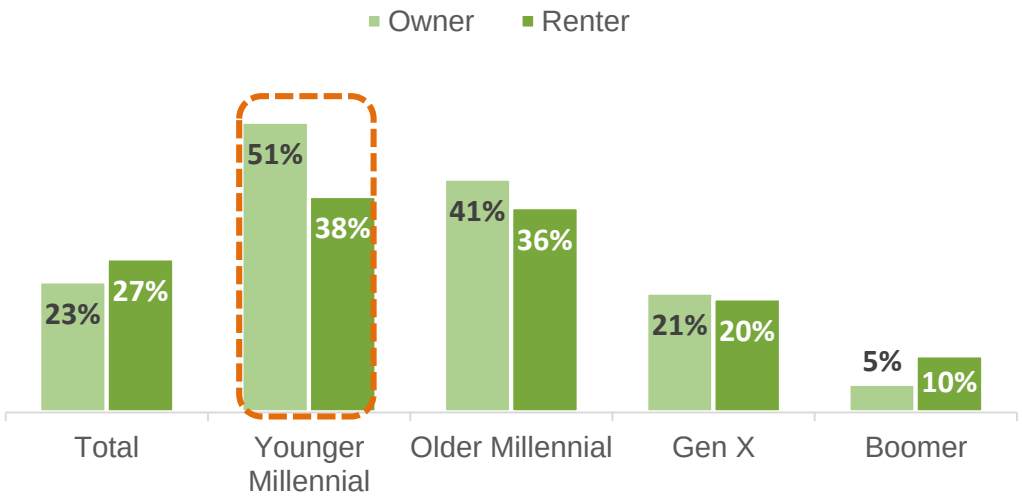
Young Millennial Owners and Essential Workers Had to Tradeoff Housing Choices to Afford Student Loans

Q: Which of the following housing choices have you ever had to make to afford your student loans? Please select all that apply.

% Who Made Different Housing Choices to Afford Student Loans



% Who Made Different Housing Choices Changes to Student Loans | April 2019

	Urban	Suburban	Rural	Northeast	South	Midwest	West	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income	High Income
Owner	34	21	18	19	24	22	26	51	13	34	26	22	16
Renter	34	26	15	30	23	26	33	53	16	25	23	31	N/A

(April 2019 Base = 3,983 Total Respondents – Renters and Owners)

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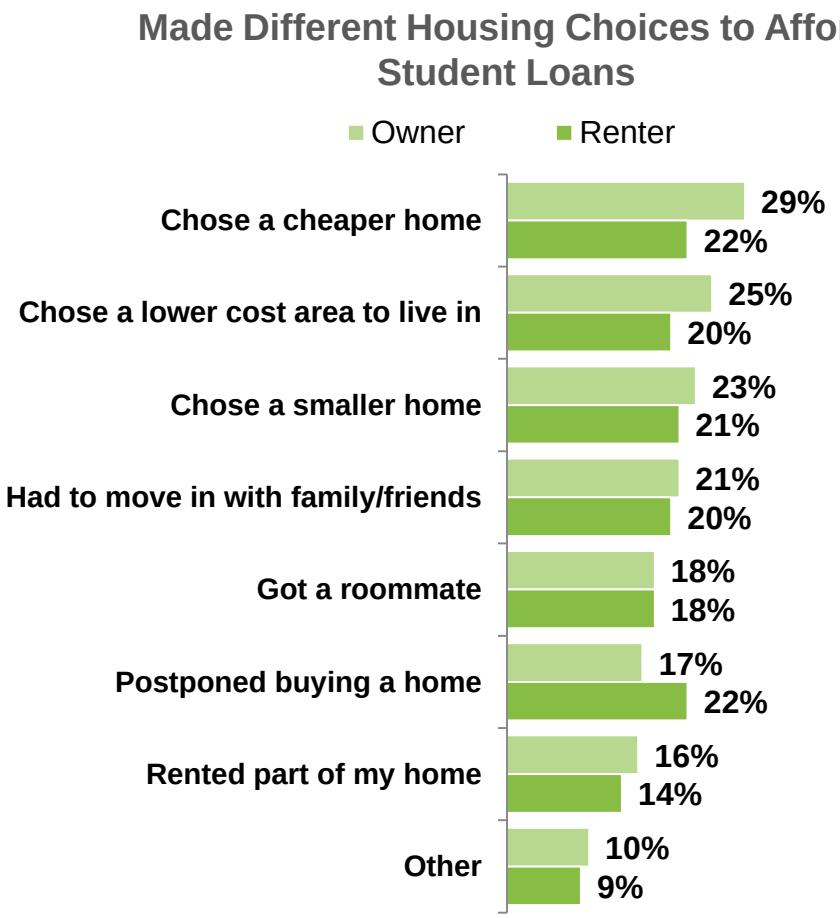
To Afford Student Loans: Owners More Likely to Have Chosen a Cheaper Home; Renters More Likely to Postpone Buying

Q: Which of the following housing choices have you ever had to make to afford your student loans? Please select all that apply.



(Base = 288 Renters; 621 Homeowners)

Excludes respondents who do not have student loan expenses or who did not have to make changes to afford student loans.

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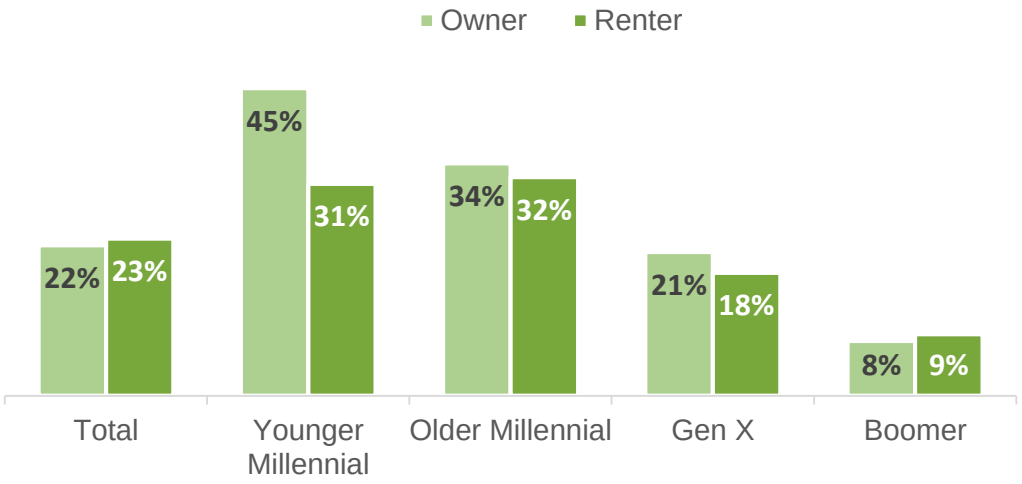
Younger Owners and Essential Workers Most Likely to Tradeoff Housing Choices to Absorb Daycare Costs

Q: Which of the following housing choices have you ever had to make to afford daycare/childcare costs? Please select all that apply.

% Who Made Different Housing Choices Changes to Afford Daycare



% Who Made Different Housing Choices to Afford Daycare | April 2019

	Urban	Suburban	Rural	Northeast	South	Midwest	West	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income	High Income
Owner	32	20	18	19	24	20	24	50	11	34	26	22	16
Renter	27	24	11	23	18	25	28	44	13	24	19	25	N/A

(April 2019 Base = 3,983 Total Respondents – Renters and Owners)

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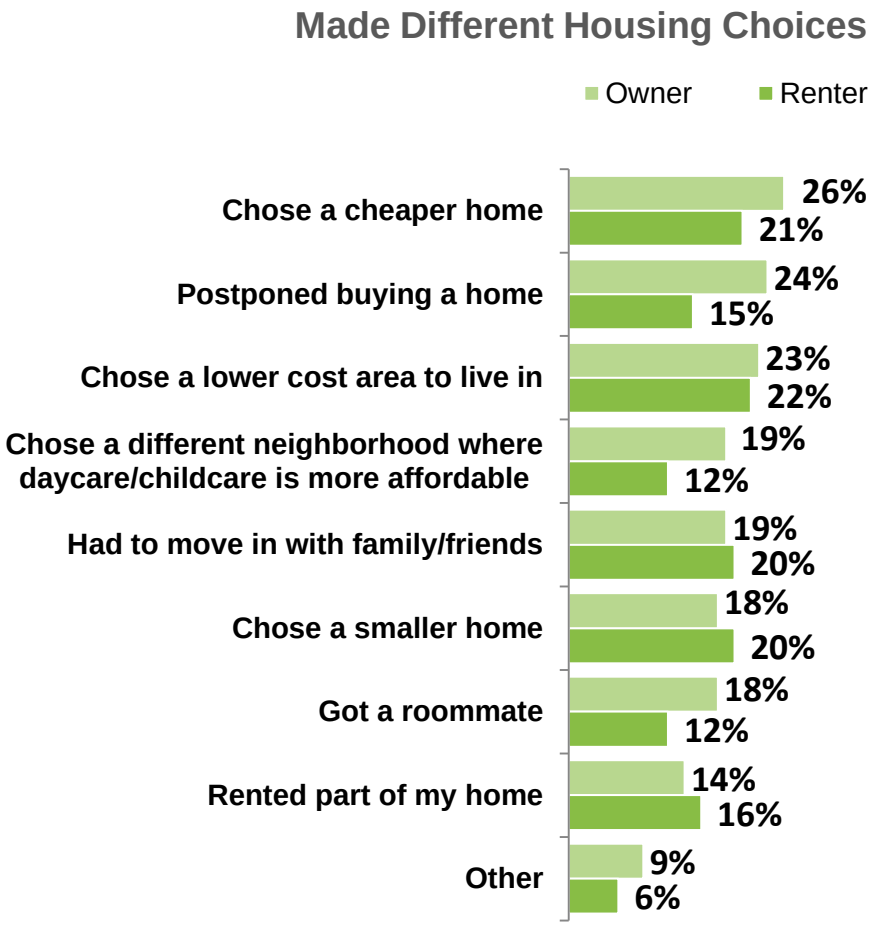
To Afford Child Care, People Chose a Cheaper Home or Postponed Buying

Q: Which of the following housing choices have you ever had to make to afford daycare/childcare costs? Please select all that apply.



(Base = 222 Renters; 573 Homeowners)

Excludes respondents who do not have daycare/child care expenses, or who did not have to make changes to afford daycare/child care costs.

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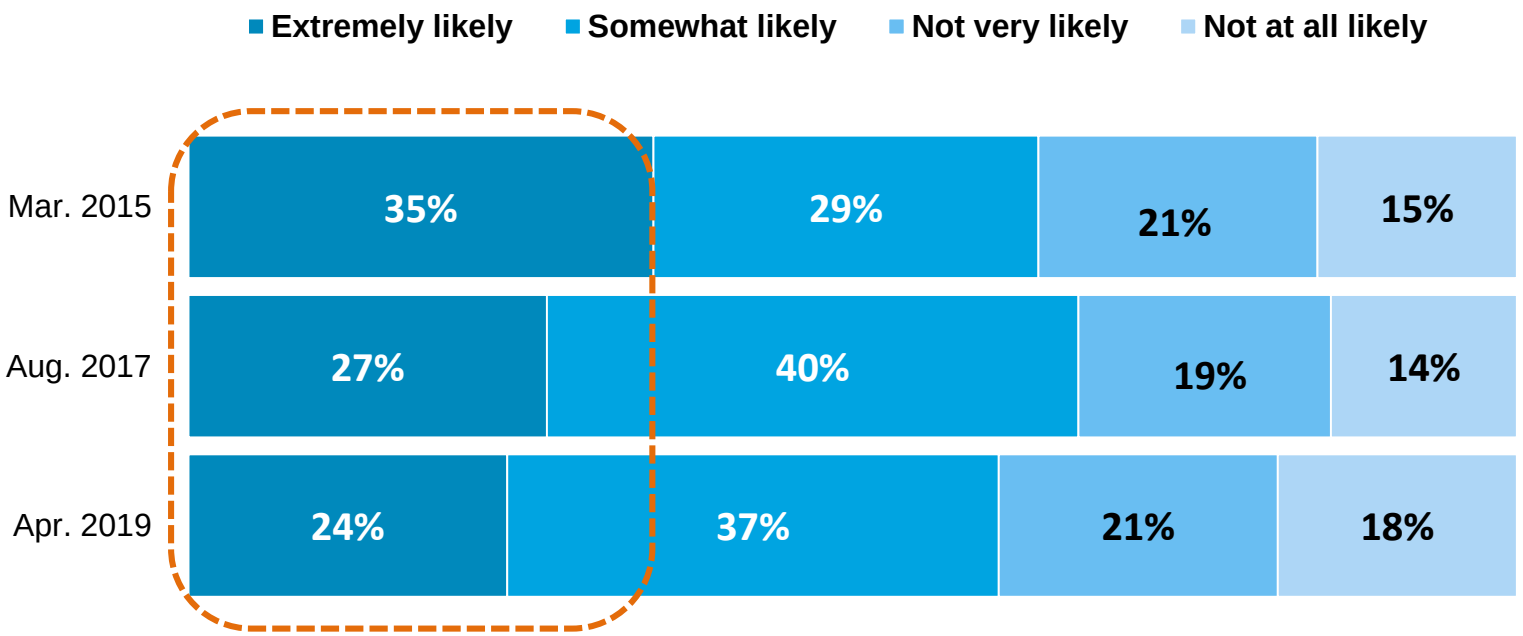
Likelihood of Purchasing a Home is Trending Down for Renters

Q: How likely, if at all, do you think it is that you will ever purchase/own a home?



(April 2019 Base = 1,119 Total Renters)

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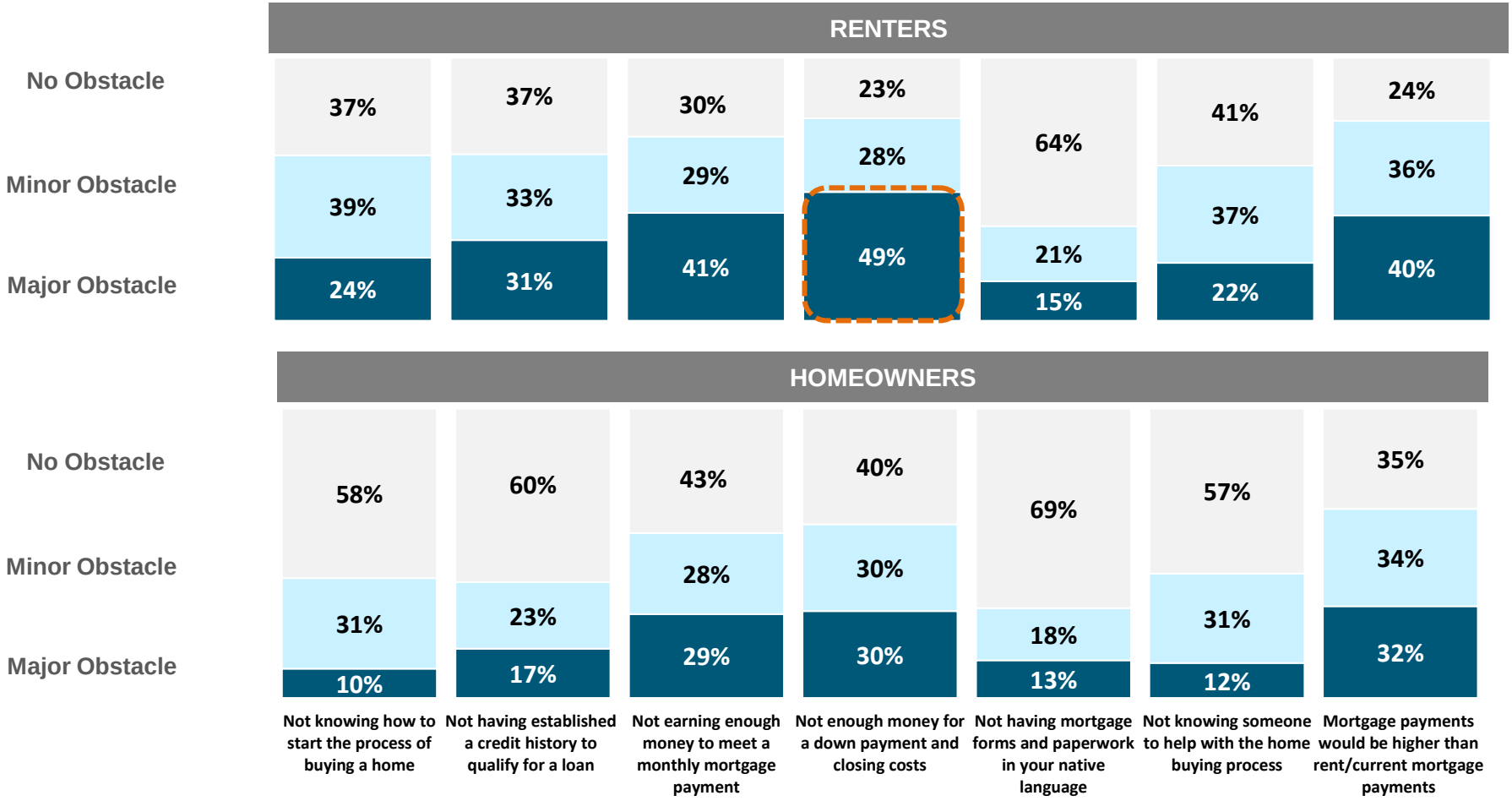
Renters Perceive More Obstacles to Purchasing a Home Than Homeowners

Q: If you were considering buying a home today, please indicate if you think the following would be a major obstacle, minor obstacle, or no obstacle for you?



(April 2019 Base = 1,119 Renters; 2,864 Homeowners)

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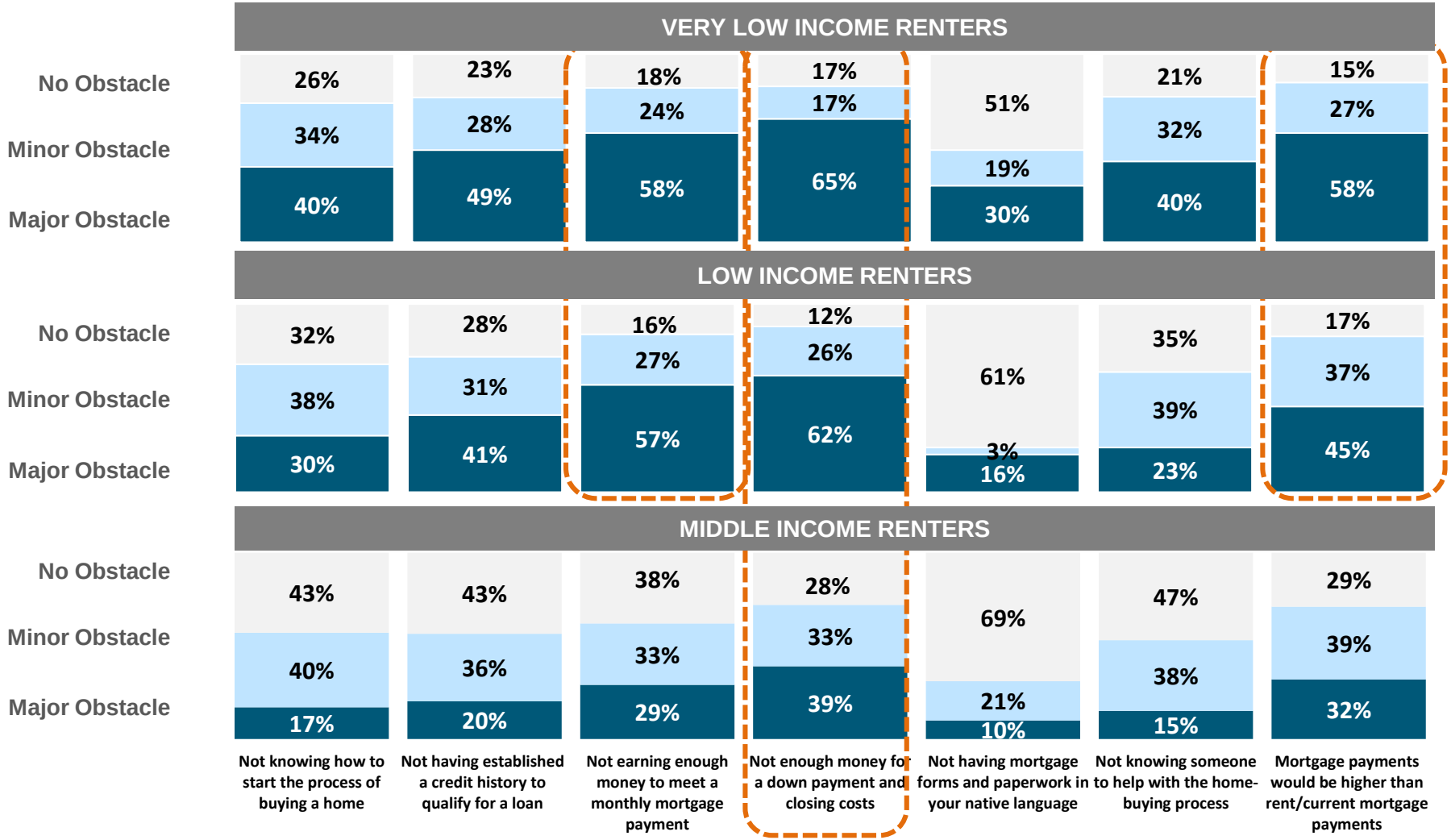
Regardless of Income Level, Down Payment and Closing Costs are Major Obstacles for Renters

Q: If you were considering buying a home today, please indicate if you think the following would be a major obstacle, minor obstacle, or no obstacle for you.



(April 2019 Base = 242 Very Low Income Renters; 350 Low Income Renters; 440 Middle Income Renters)

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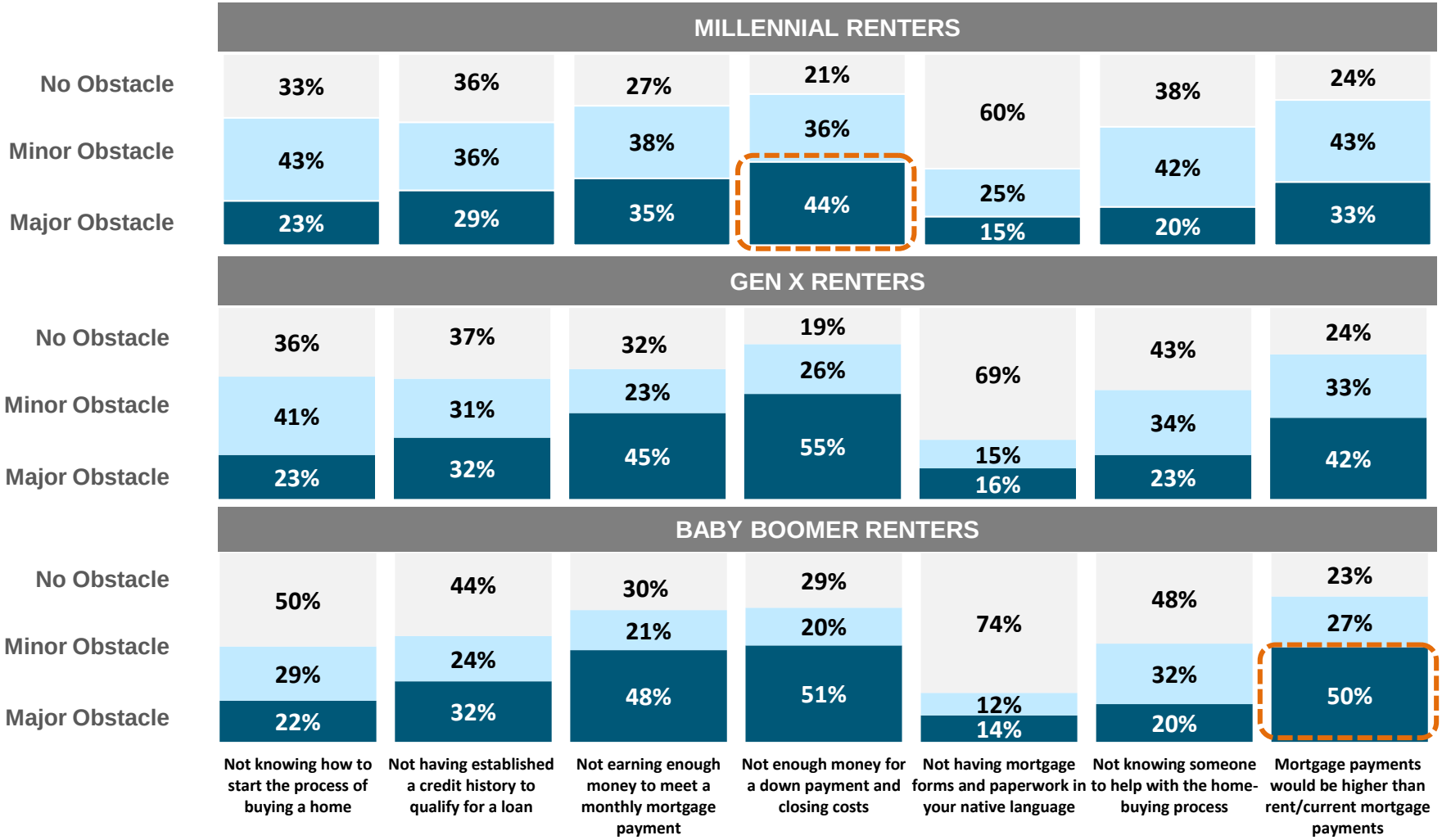
Millennial Renters See Down Payment and Closing Costs as a Major Obstacles

Q: If you were considering buying a home today, please indicate if you think the following would be a major obstacle, minor obstacle, or no obstacle for you.



(Apr. 2019 Renter Base = 445 Millennial; 229 Gen X ; 306 Baby Boomer)

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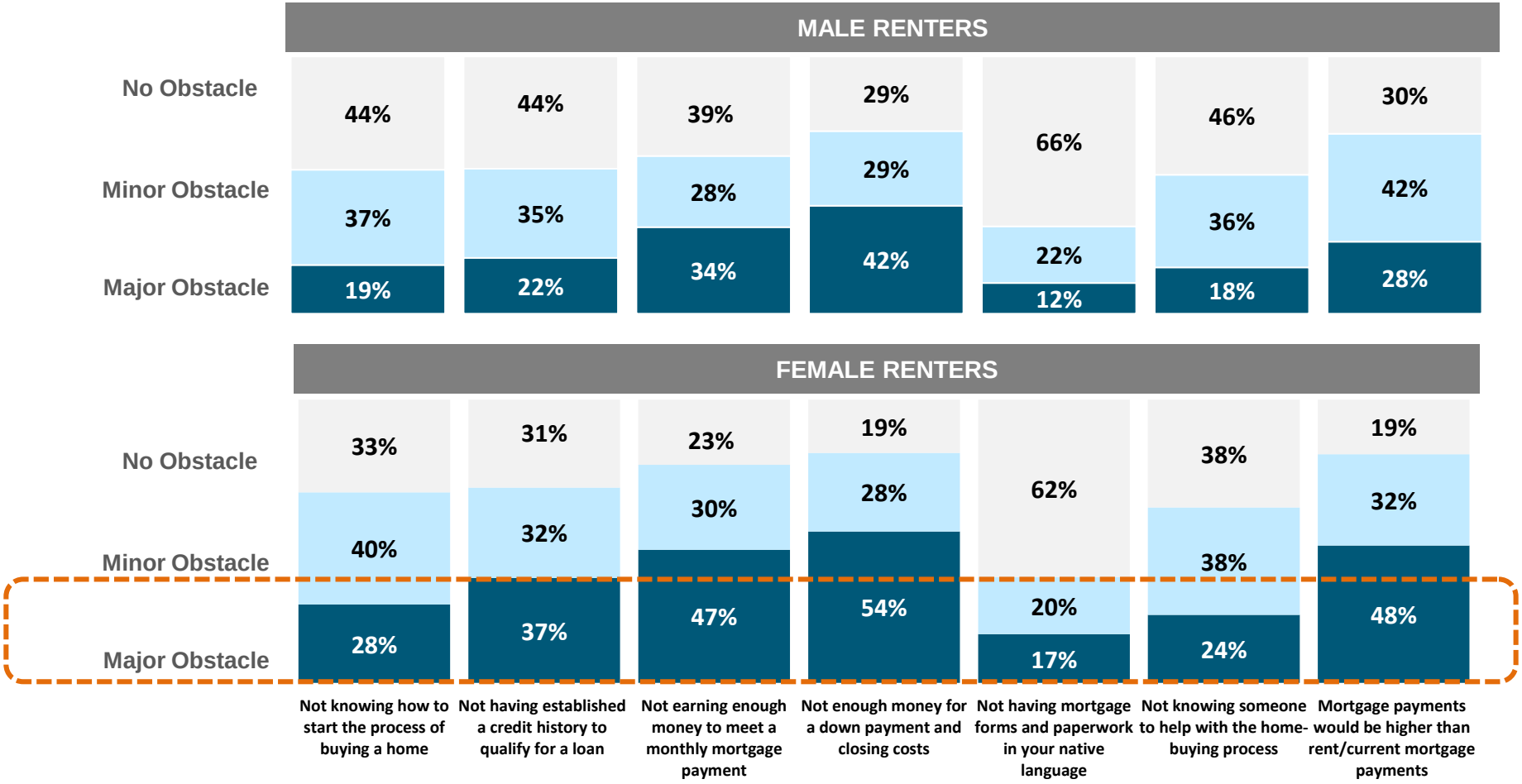
Female Renters More Likely than Male Renters to Feel Severity of Homebuying Obstacles

Q: If you were considering buying a home today, please indicate if you think the following would be a major obstacle, minor obstacle, or no obstacle for you.



(April 2019 Base = 378 Male Renters; 741 Female Renters)

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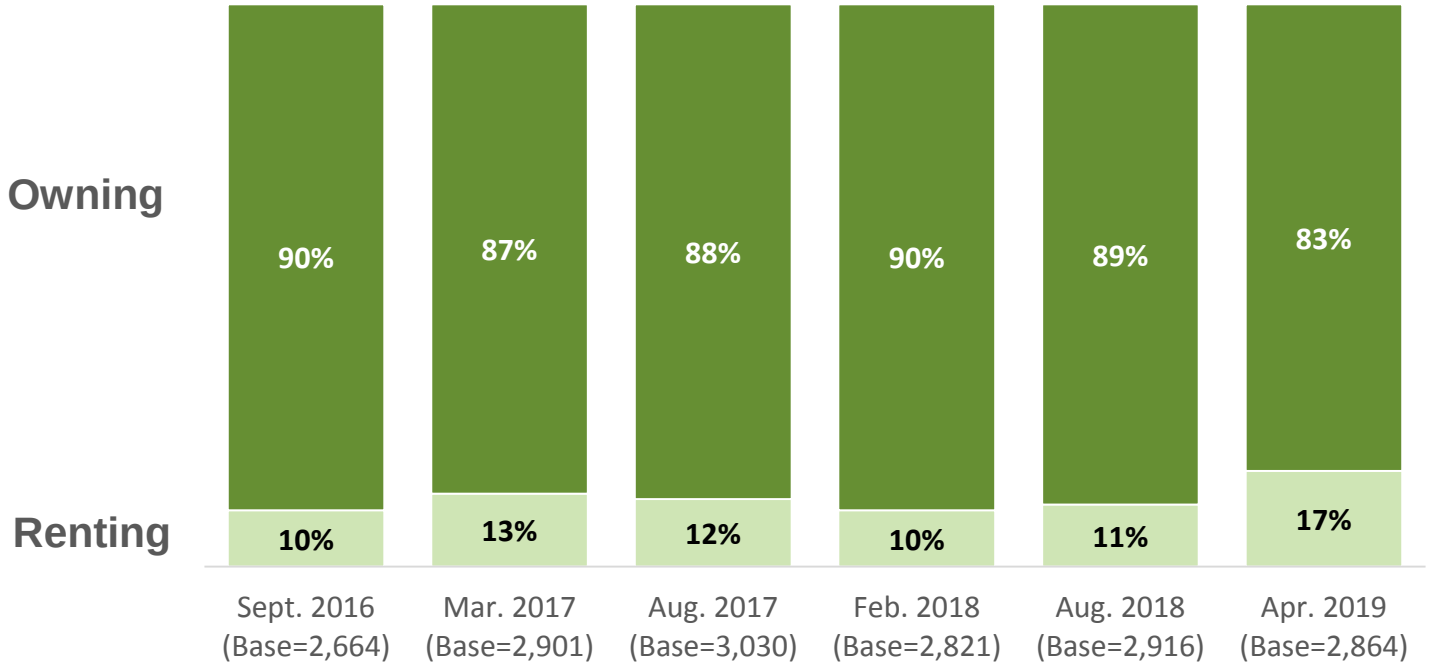
Detailed Results

Housing Affordability

Market & Financial Perceptions

Owners: Homeownership Still More Affordable, but Trending Down

Q: Overall, which do you think is more affordable for you today?



By Owner Demographics

% Who Say Owning is More Affordable | April 2019

Male	Female	Urban	Suburban	Rural	Northeast	South	Midwest	West	Younger Millennial	Older Millennial	Gen X	Boomer	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income	High Income
81	85	78	83	88	81	85	88	77	70	82	88	89	78	86	67	81	83	88

(Base = Total Owners)

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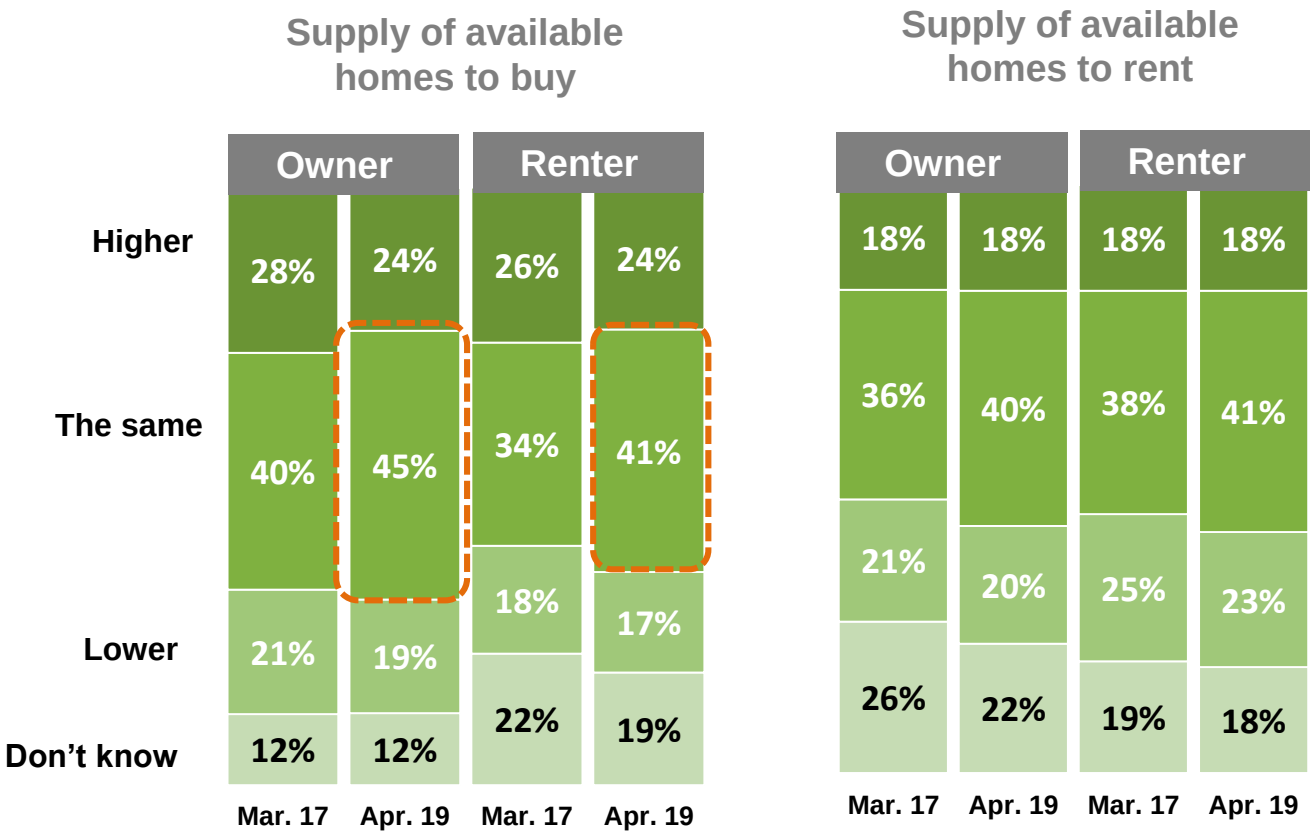
Both Renters and Owners Believe the Supply of Homes is Steady

Q: Thinking about the housing market in your area, how would the following compare to a year ago?



(March 2017 Base = 1,342 Renters and 3,030 Homeowners)

(April 2019 Base = 1,119 Renters and 2,864 Homeowners)

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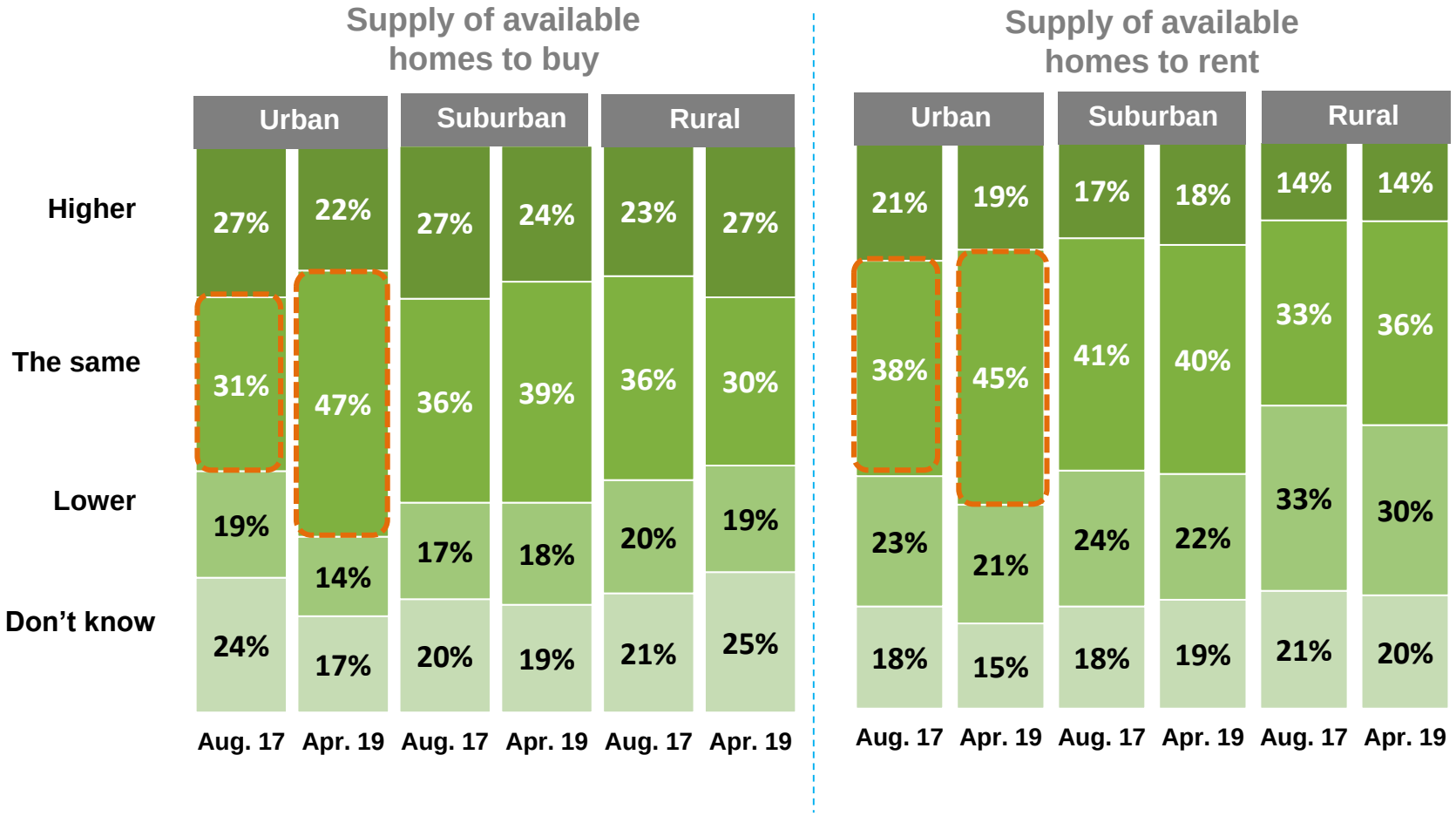
Urbanities See Supply as Steady

Q: Thinking about the housing market in your area, how would the following compare to a year ago?



(Base = Total Renters)

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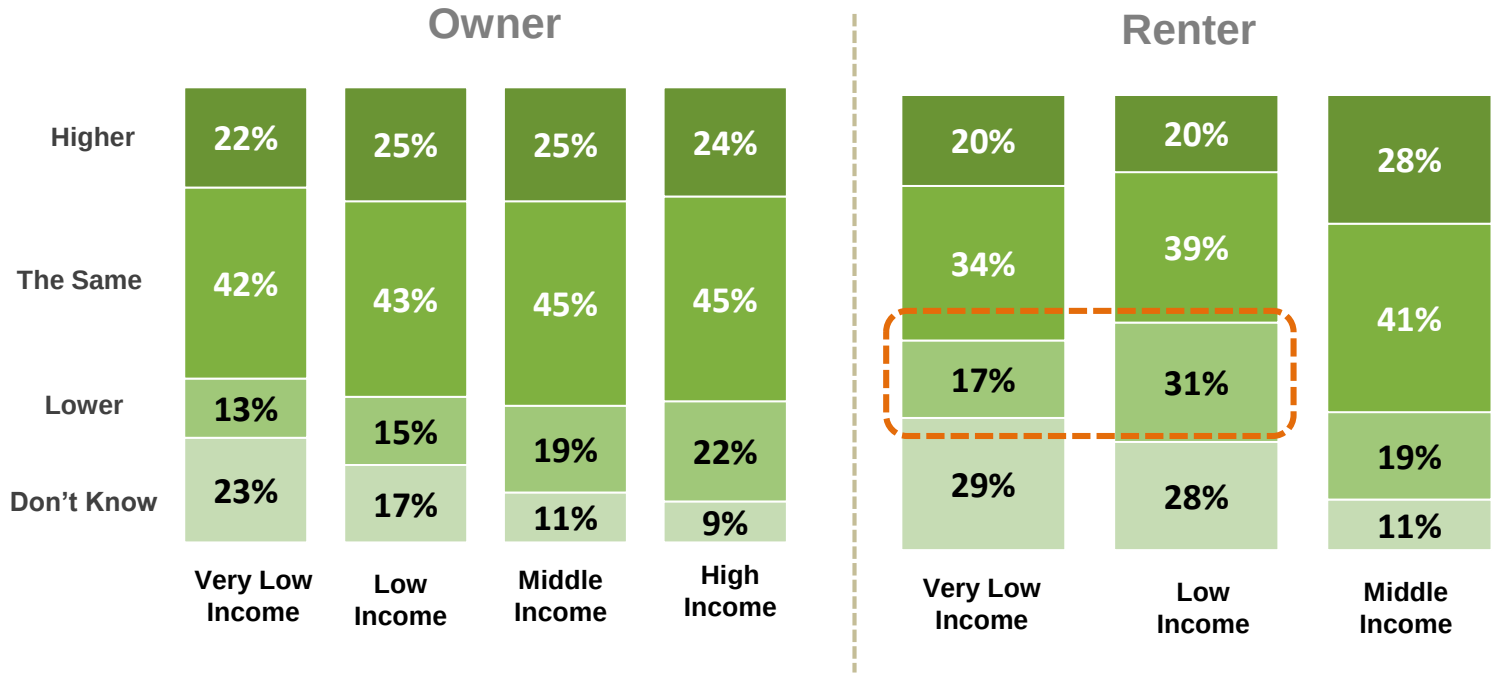
Low Income Renters Concerned About Availability of Affordable Homes to Buy

Q: Thinking about the housing market in your area, how would the following compare to a year ago?

Supply of Homes Available to Buy

By Income



**Sample size for High Income Renter too low to report.*

(Apr. 2019 Owner Base = 2,864 [185 Very Low Income, 412 Low Income, 1626 Middle Income, 600 High Income]
Apr. 2019 Renter Base = 1,119 [242 Very Low Income, 350 Low Income, 440 Middle Income])

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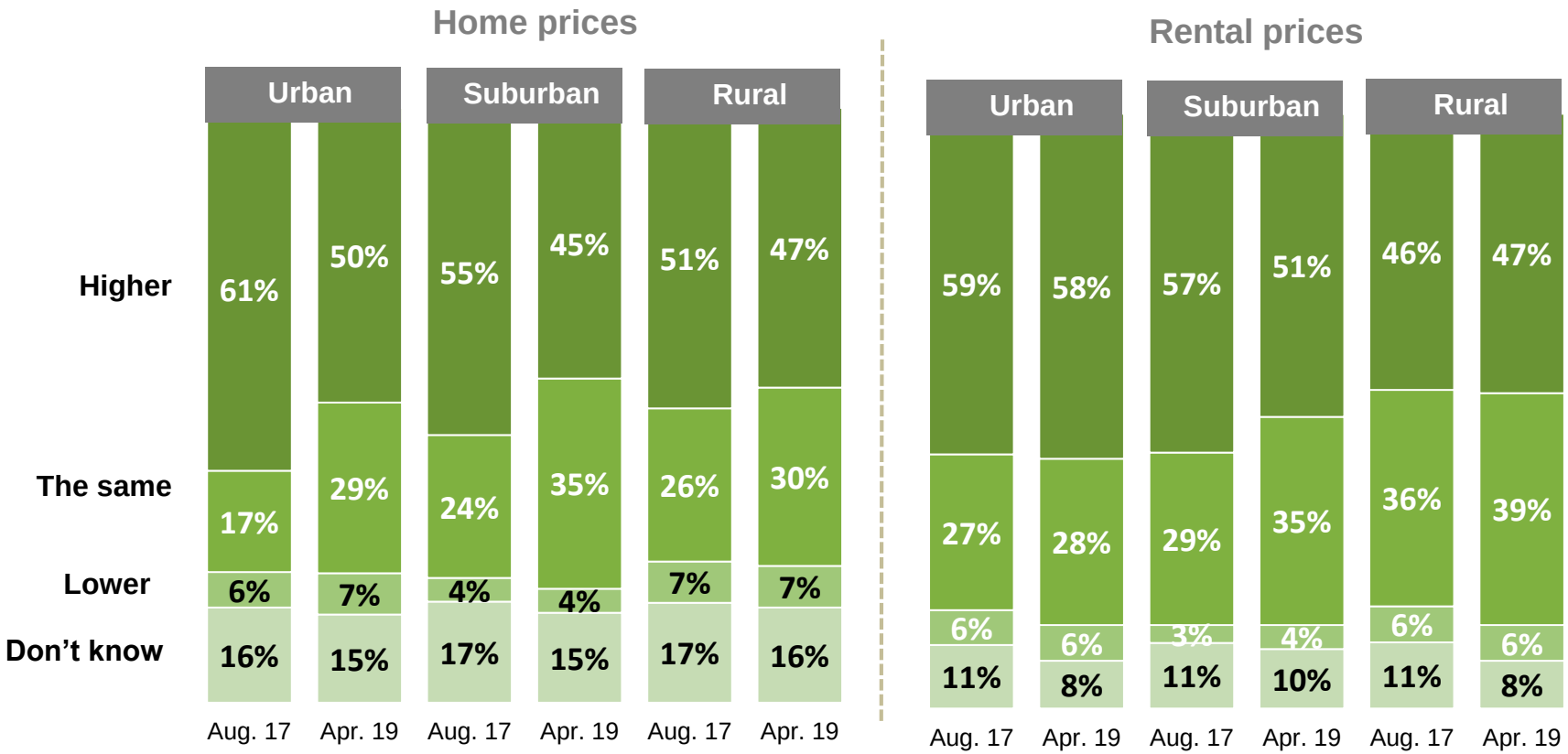
Across All Areas, Renters Perceive Home Prices as More Stable than Last Year

Q: Thinking about the housing market in your area, how would the following compare to a year ago?



(Apr. 2019 Renter Base = 1,119 [417 Urban, 503 Suburban, 199 Rural, 217 Northeast, 404 South, 224 Midwest, 274 West])

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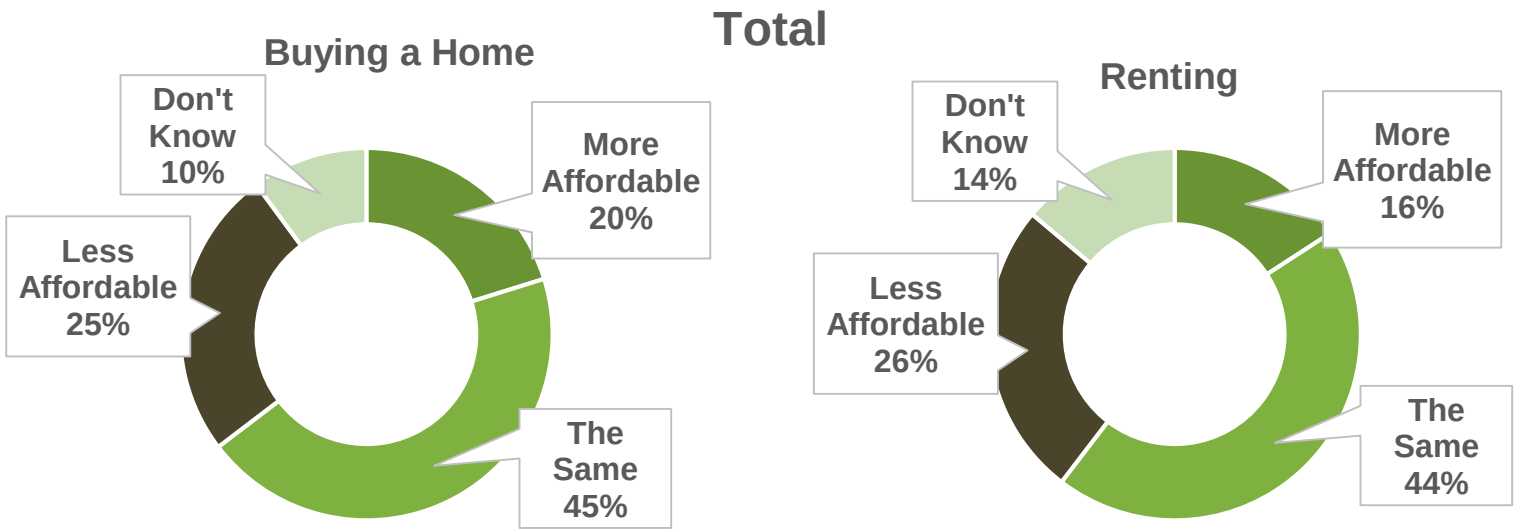
One in Four People: Both Buying and Renting Will Be Less Affordable Next Year

Q: Over the next 12 months, do you think each of the following will be…? Even if you aren't planning to buy or rent a home in the next 12 months, we are still interested in your opinion.



	Less Affordable to Buy	Less Affordable to Rent
Owner	22%	30%
Renter	35%	14%

(Base = 3,983 Total Respondents – Renters and Owners)

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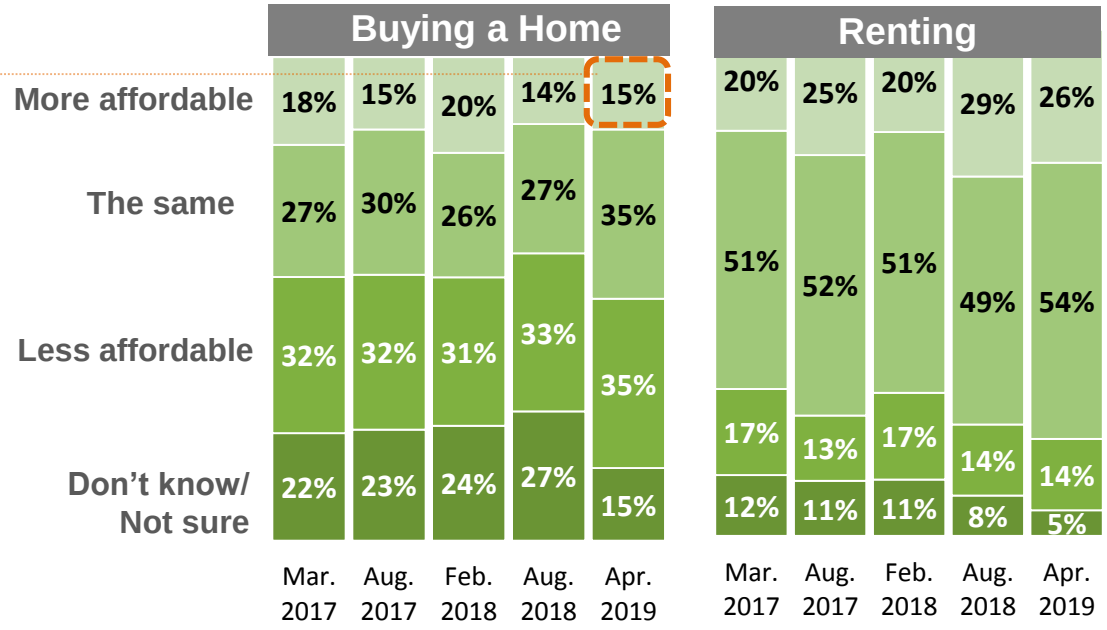
Renter's More Likely to See Future Affordability The Same as Now

Q: Over the next 12 months, do you think each of the following will be…? Even if you aren't planning to buy or rent a home in the next 12 months, we are still interested in your opinion.

Potential First-time Buyers more optimistic about affordability.
37% believe buying a home will be more affordable for them next year

Renters' Views on Affordability in the Future



By Renter Demographics

% Who Say Owning a Home Will Be Less Affordable | April 2019

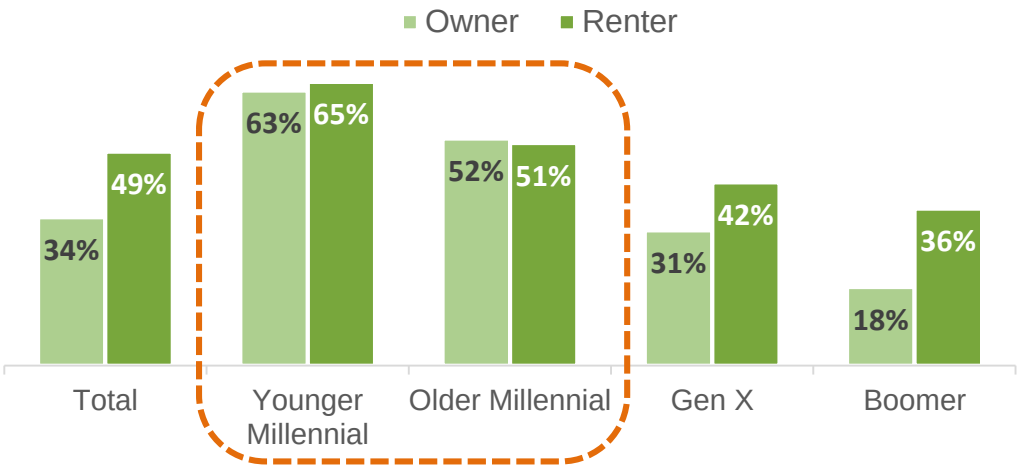
Urban	Suburban	Rural	Northeast	South	Midwest	West	Younger Millennial	Older Millennial	Gen X	Boomer	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income
39	33	31	38	31	32	40	28	28	31	42	35	31	37	35	36

(Base = Total Renters)

Millennials, Essential Workers, Urbanites and Westerners Tradeoff Housing Choices to Afford Commuting Costs

Q: Which of the following housing choices have you ever had to make to afford your commuting costs (e.g., gas, ..., taxi/ride-sharing fares)?

% Who Made Different Housing Choices to Afford Commuting Costs



% Who Made Different Housing Choices Changes to Commuting Costs | April 2019

	Urban	Suburban	Rural	Northeast	South	Midwest	West	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income	High Income
Owner	44	31	33	28	34	31	42	58	25	49	42	36	24
Renter	58	44	41	41	45	53	56	68	40	52	48	50	N/A

(April 2019 Base = 3,983 Total Respondents – Renters and Owners)

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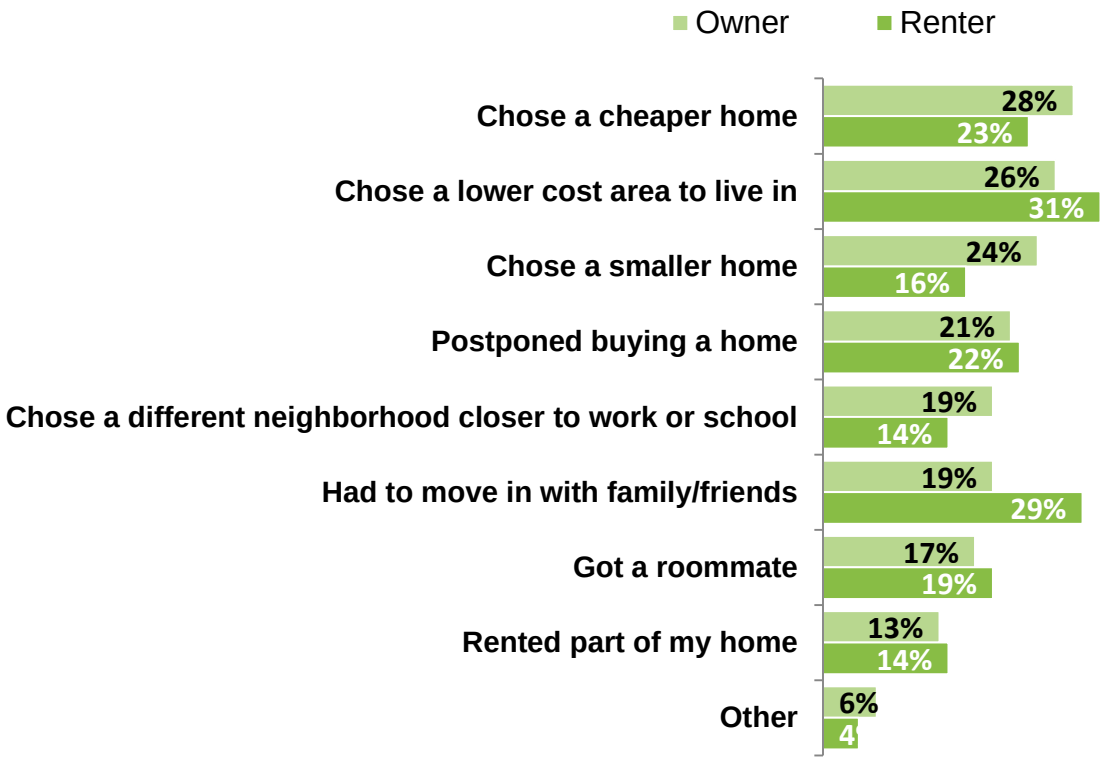
To Afford Commute: Renters Move In With Others; Homeowners Choose Cheaper or Smaller Homes

Q: Which of the following housing choices have you ever had to make to afford commuting costs? (e.g., gas, vehicle purchase/maintenance, public transportation fees, taxi/ride-sharing fares) Please select all that apply.

Made Different Housing Choices to Afford Commuting Costs



(Base = 532 Renters; 919 Homeowners)

- Excludes respondents who do not have daycare/child care expenses or who did not have to make changes to afford commuting costs

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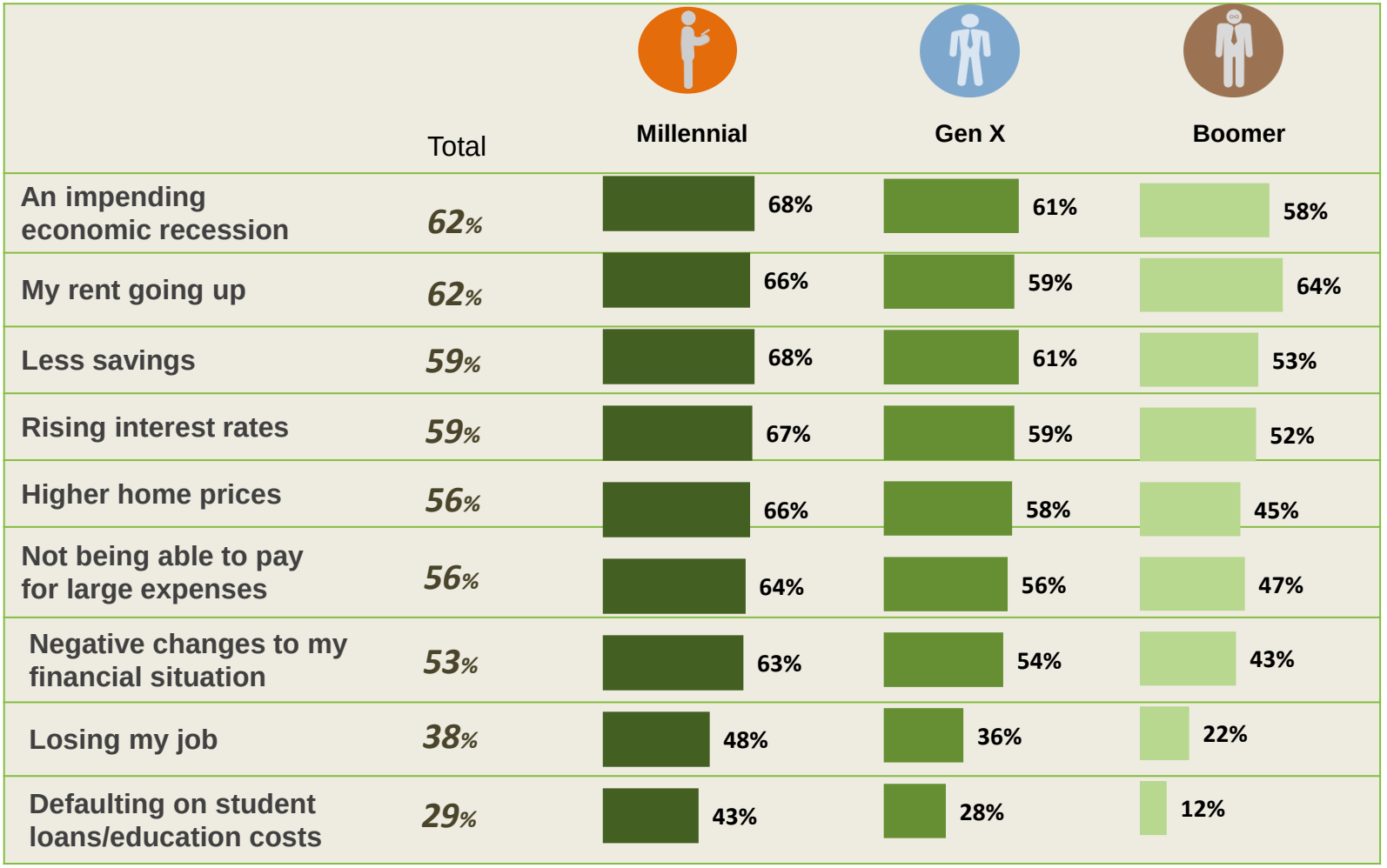
Millennials More Concerned With an Impending Economic Recession

Q: How concerned are you with each of the following happening to you or the US economy in the next 12 months?



Please refer to table in Appendix for detailed sample size information by year.

(April 2019 Base = 3,983 Total Respondents – Renters and Owners)

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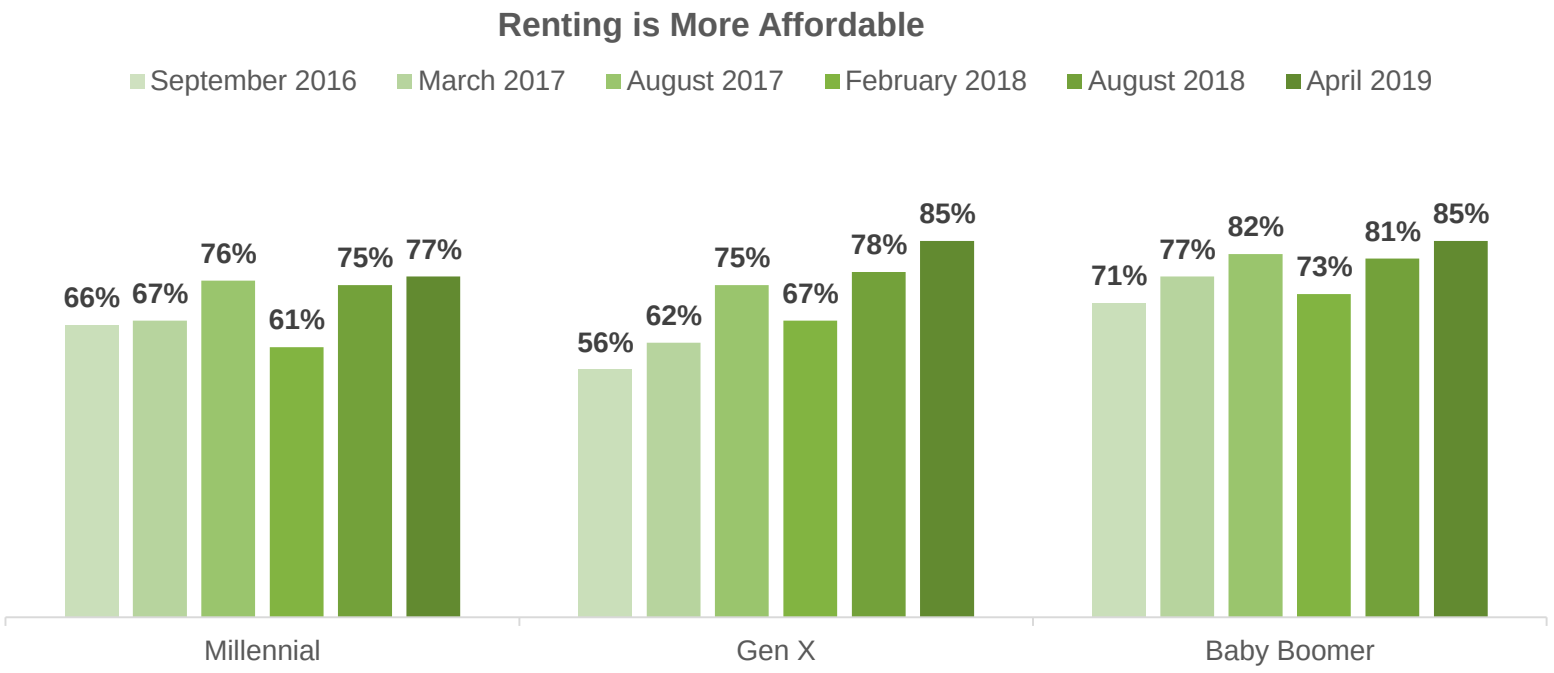
Renters Across All Generations Increasingly View Renting as More Affordable Option

Q: Overall, which do you think is more affordable for you today?



Please refer to table in Appendix for detailed sample size information by year.

(April 2019 Renter Base = 445 Millennial, 229 Gen X and 306 Baby Boomer)

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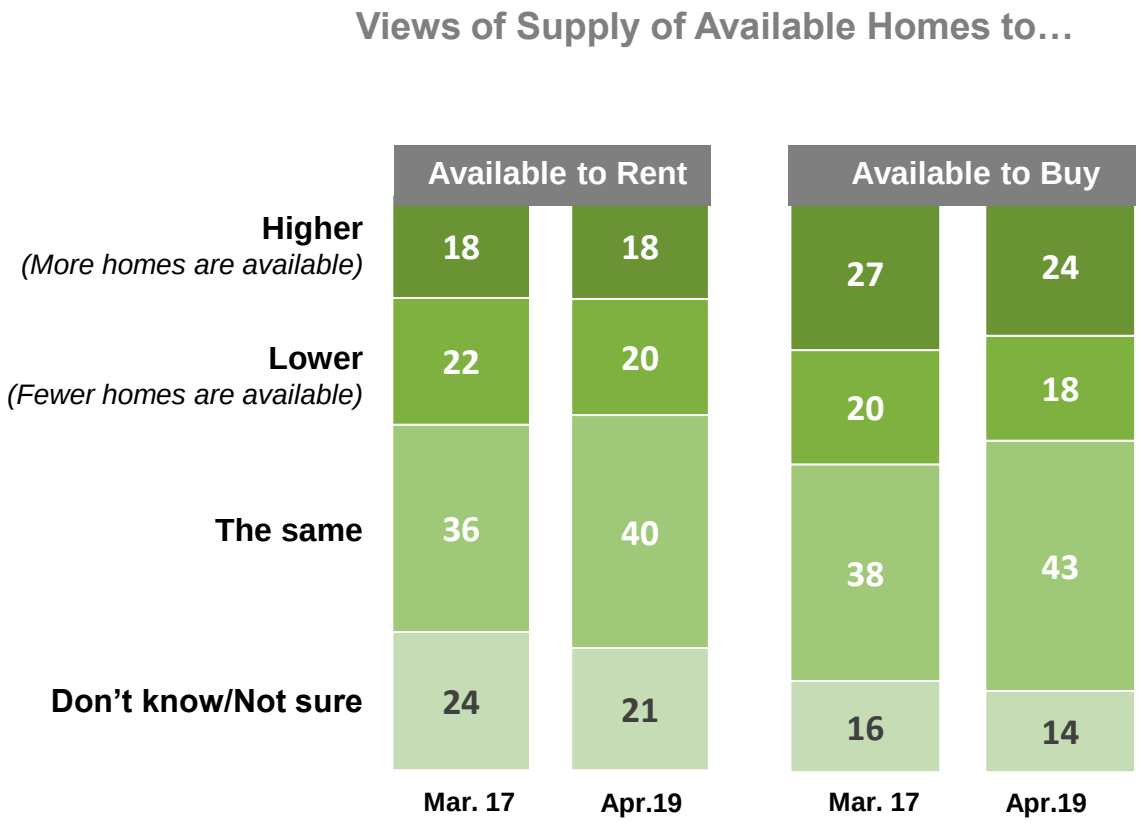
Americans Believe More Homes are Available to Buy Than to Rent

Q: Thinking about the housing market in your area, how would the following compare to a year ago?



(April 2019 Base = 3,983 Total Respondents – Renters and Owners)

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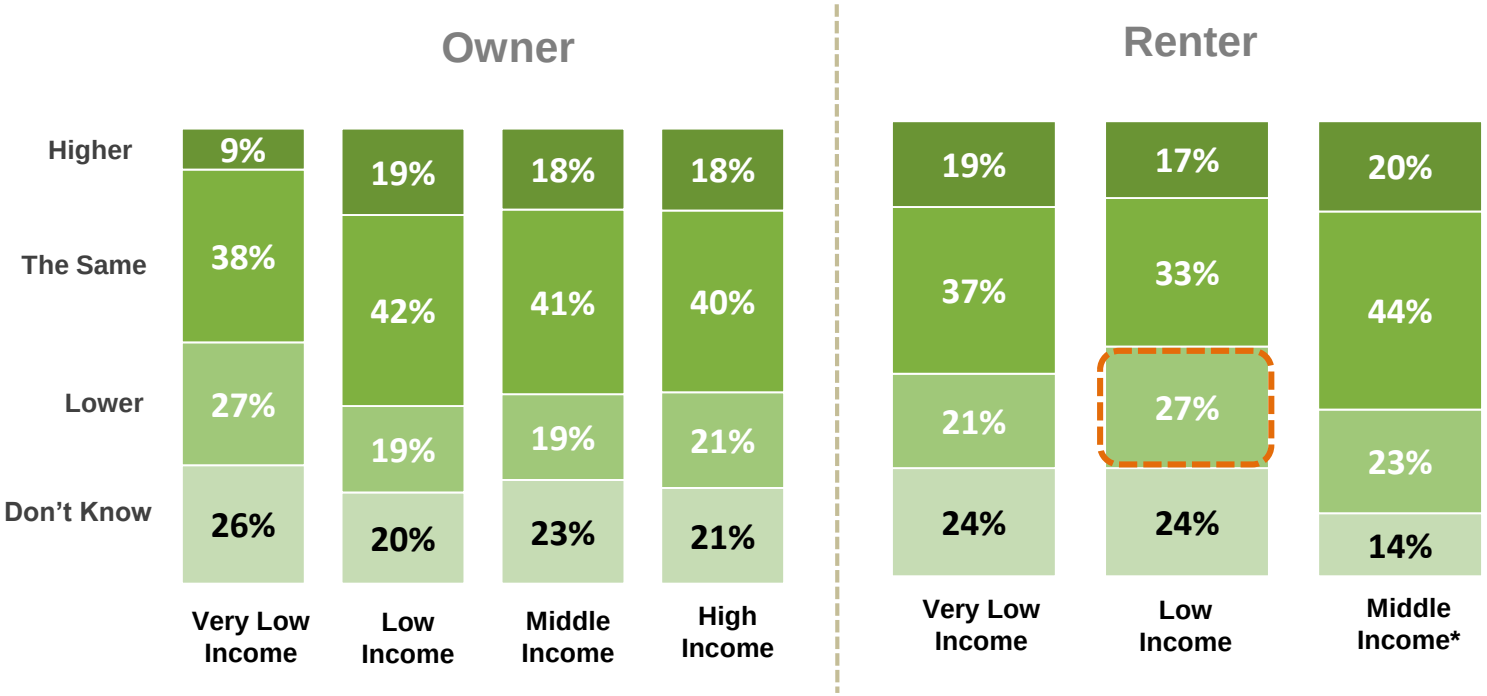
Low Income Renters Concerned About Supply of Homes Available to Rent

Q: Thinking about the housing market in your area, how would the following compare to a year ago?

Supply of Homes Available to Rent

By Income



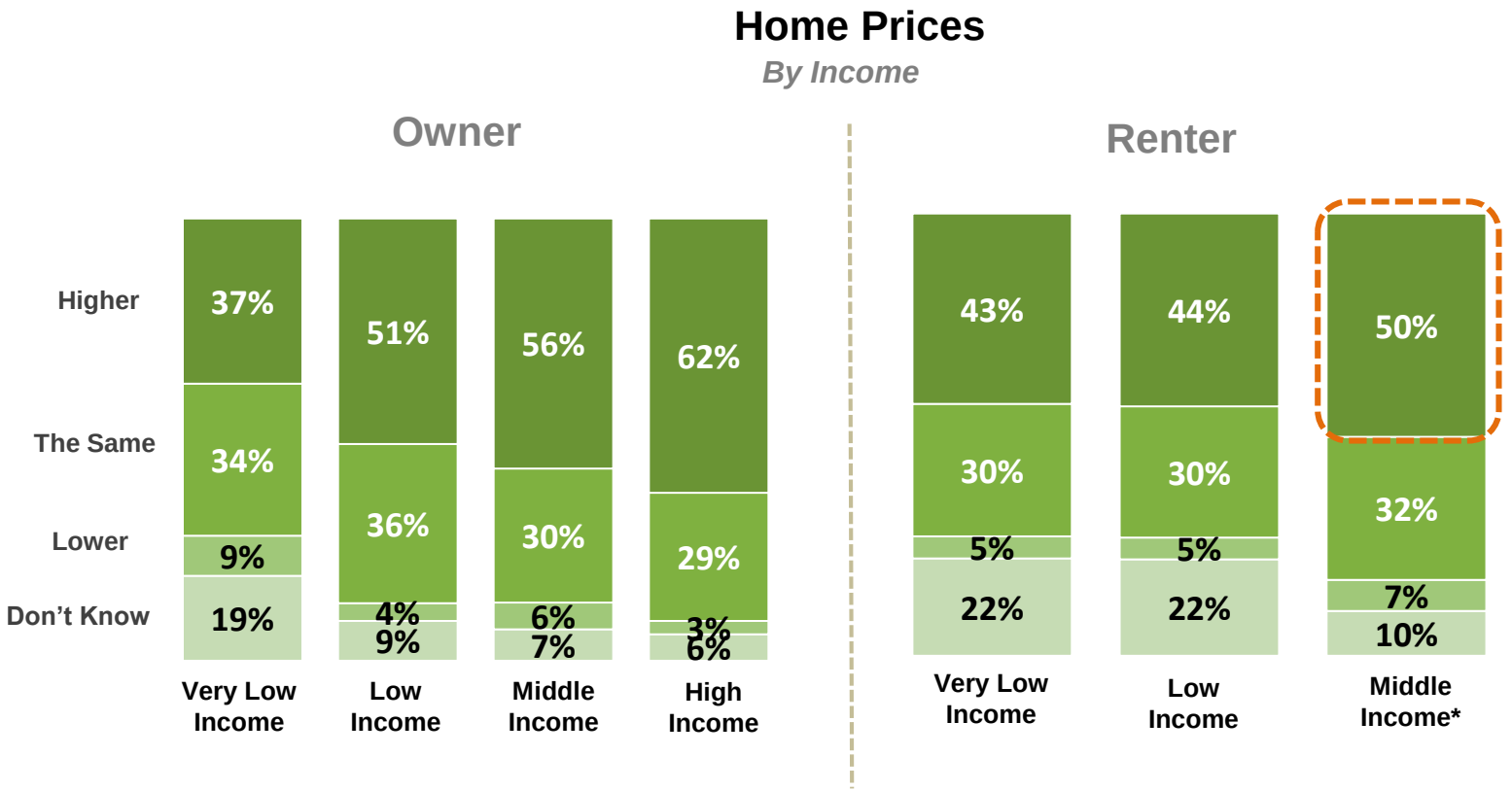
**Sample size for High Income Renter too low to report.*

(Apr. 2019 Owner Base = 2,864 Owner [185 Very Low Income, 412 Low Income, 1626 Middle Income, 600 High Income]
Apr. 2019 Renter Base = 1,119 Renter [242 Very Low Income, 350 Low Income, 440 Middle Income])

© Freddie Mac

Middle Income Earners More Likely to Think Home Prices Are Higher Than a Year Ago

Q: Thinking about the housing market in your area, how would the following compare to a year ago?



*Sample size for High Income Renter too low to report.

(Apr. 2019 Owner Base = 2,864 [185 Very Low Income; 412 Low Income; 1626 Middle Income; 600 High Income]
Apr. 2019 Renter Base = 1,119 [242 Very Low Income; 350 Low Income; 440 Middle Income; 530 Multifamily; 512 Single-Family])

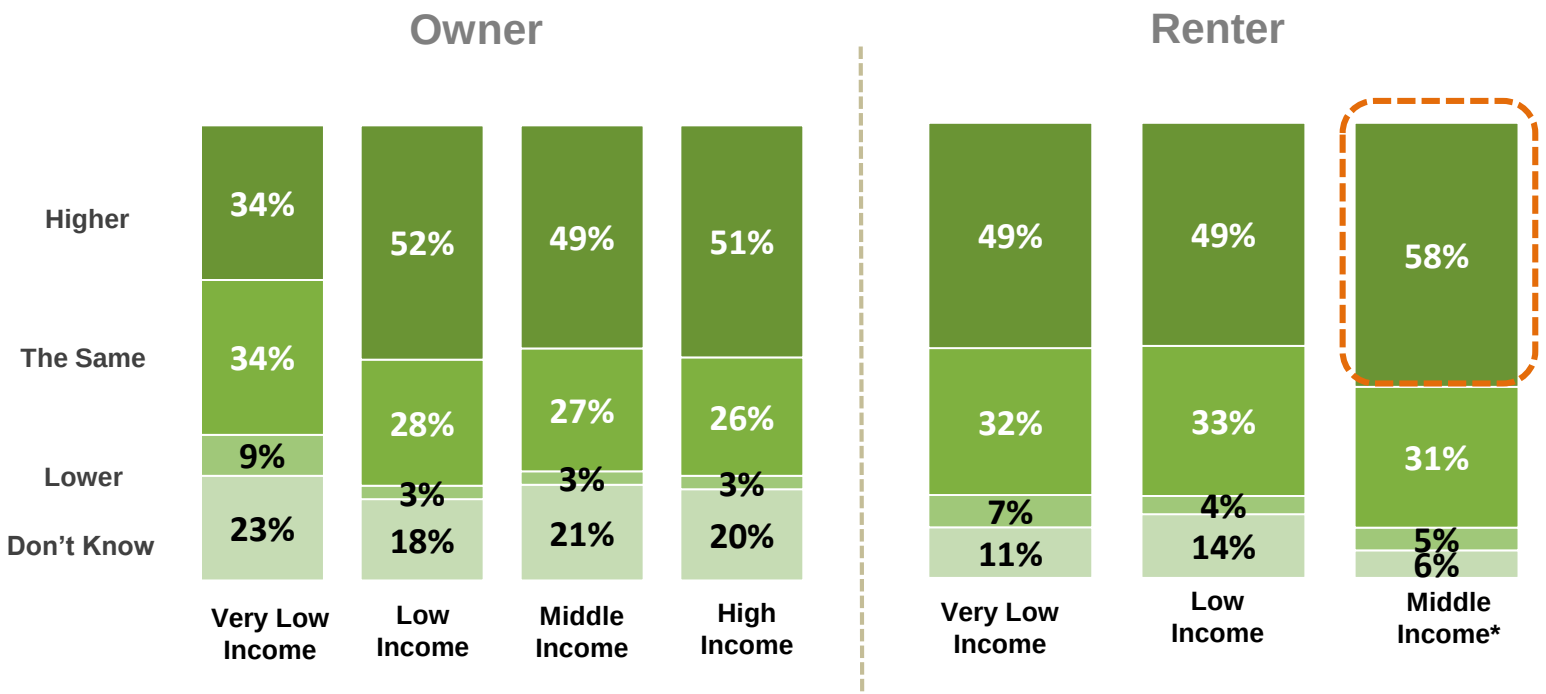
© Freddie Mac

Middle Income Renters More Likely to Believe Rent Prices are Higher Than a Year Ago

Q: Thinking about the housing market in your area, how would the following compare to a year ago?

Rent Prices

By Income



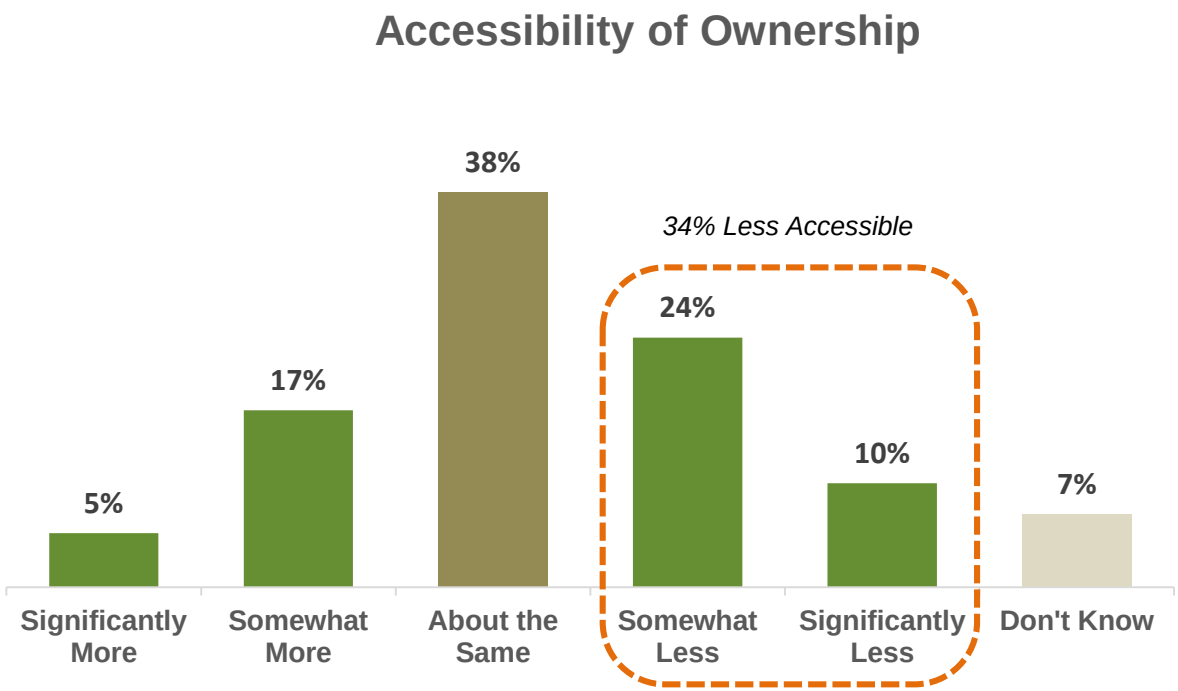
**Sample size for High Income Renter too low to report.*

(Apr. 2019 Owner Base = 2,864 [185 Very Low Income, 412 Low Income, 1626 Middle Income, 600 High Income]
Apr. 2019 Renter Base = 1,119 [242 Very Low Income, 350 Low Income, 440 Middle Income; 530 Multifamily, 512 Single-Family])

© Freddie Mac

Home Ownership Is About the Same or Less Accessible Compared to Three Years Ago

Q: Do you think that homeownership is more or less accessible than it was three years ago?

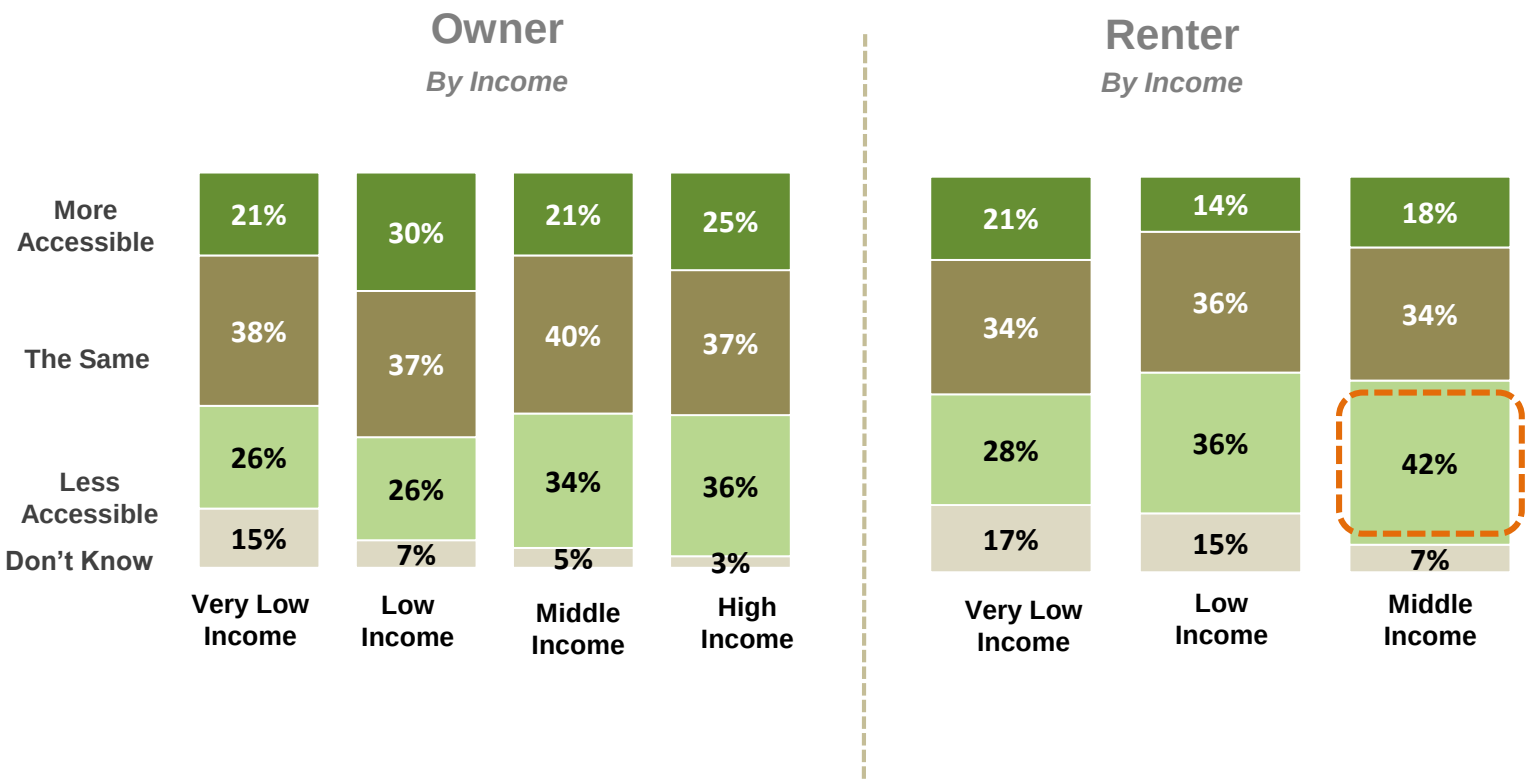


(Base = 3,983 Total Respondents – Renters and Owners)

© Freddie Mac

Middle Income Renters More Likely to Say Homeownership is Less Accessible

Q: Do you think that homeownership is more or less accessible than it was three years ago?



*Sample size for High Income Renter too low to report.

(Apr. 2019 Owner Base = 2,864 [185 Very Low Income; 412 Low Income; 1,626 Middle Income; 600 High Income]
Apr. 2019 Renter Base = 1,119 [242 Very Low Income; 350 Low Income; 440 Middle Income])

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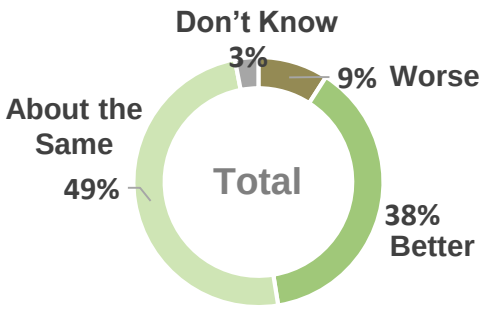
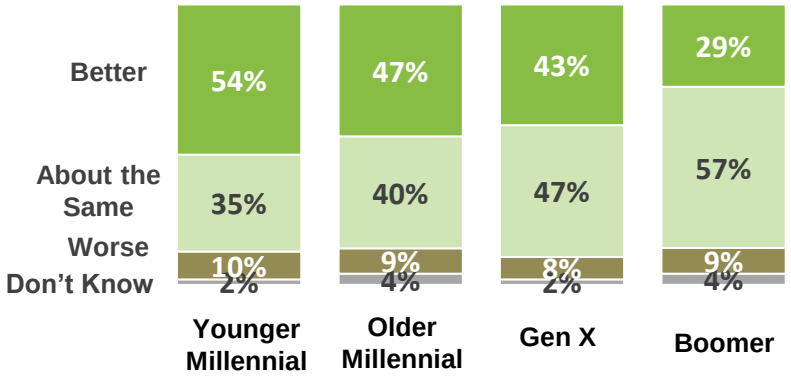
Renters Slightly More Optimistic About Finances Than Owners; Millennials Lead the Charge

Q: Thinking ahead 12 months from now, do you believe your household's general financial situation will be better, worse, or about the same as it is today?

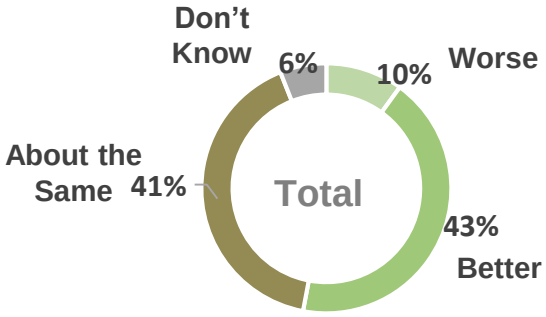
Owner



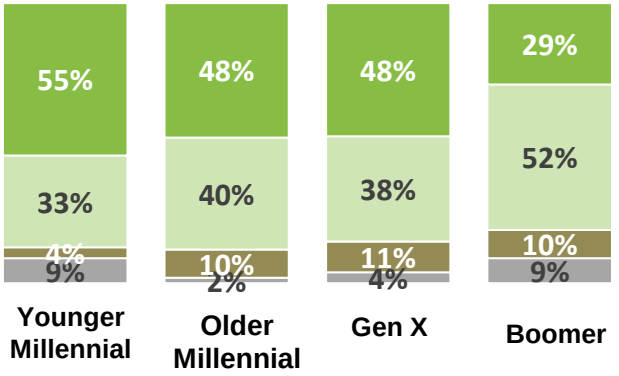
By Generation



Renter



By Generation



(Apr. 2019 Owner Base = 2,864 [298 Younger Millennial, 476 Older Millennial, 630 Gen X and 1,108 Baby Boomer]
Apr. 2019 Renter Base = 1,119 [215 Younger Millennial, 230 Older Millennial, 229 Gen X and 306 Baby Boomer]).

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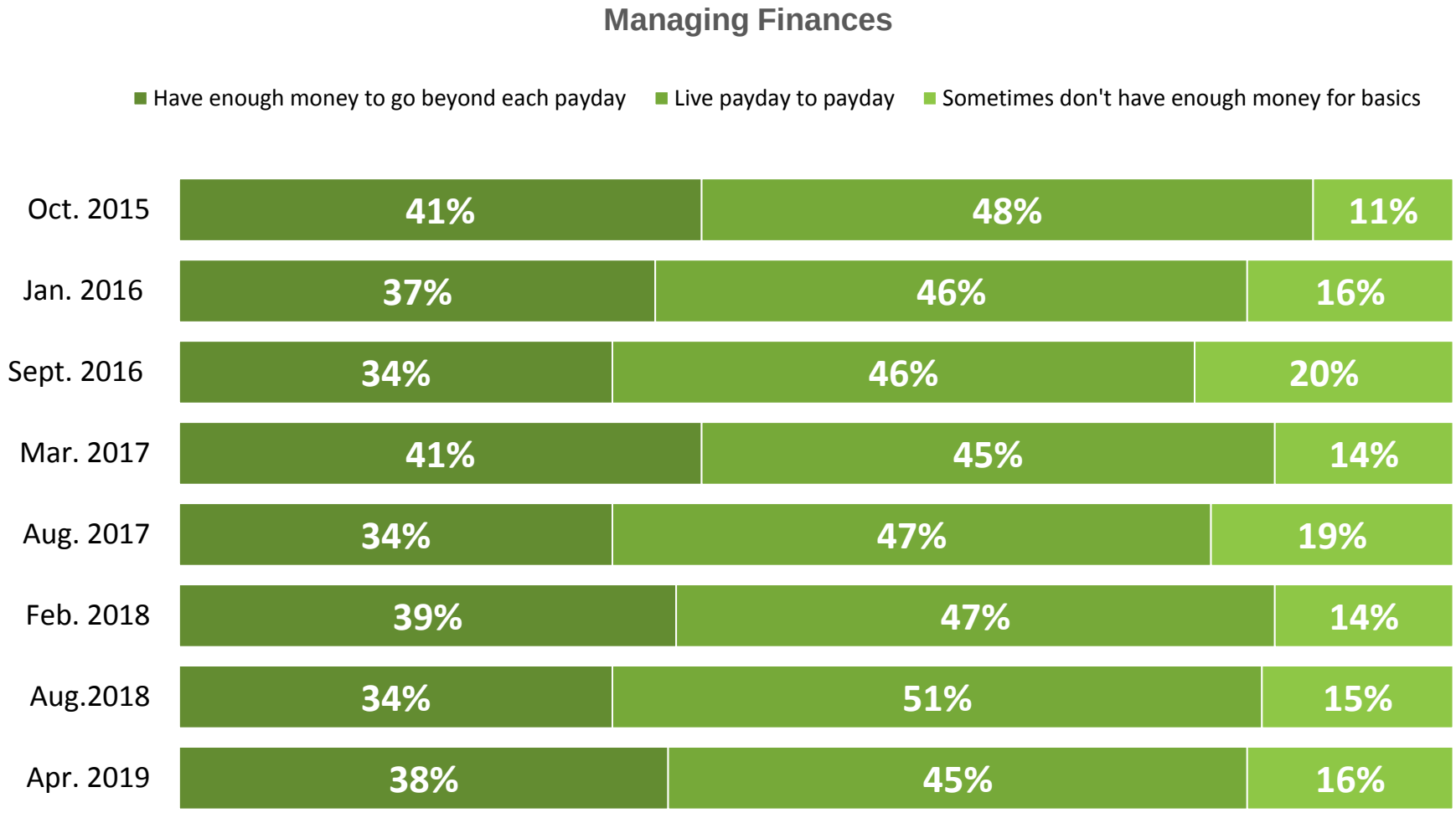
Renters' Perceptions of Their Finances Continue to Show Seasonal Swings



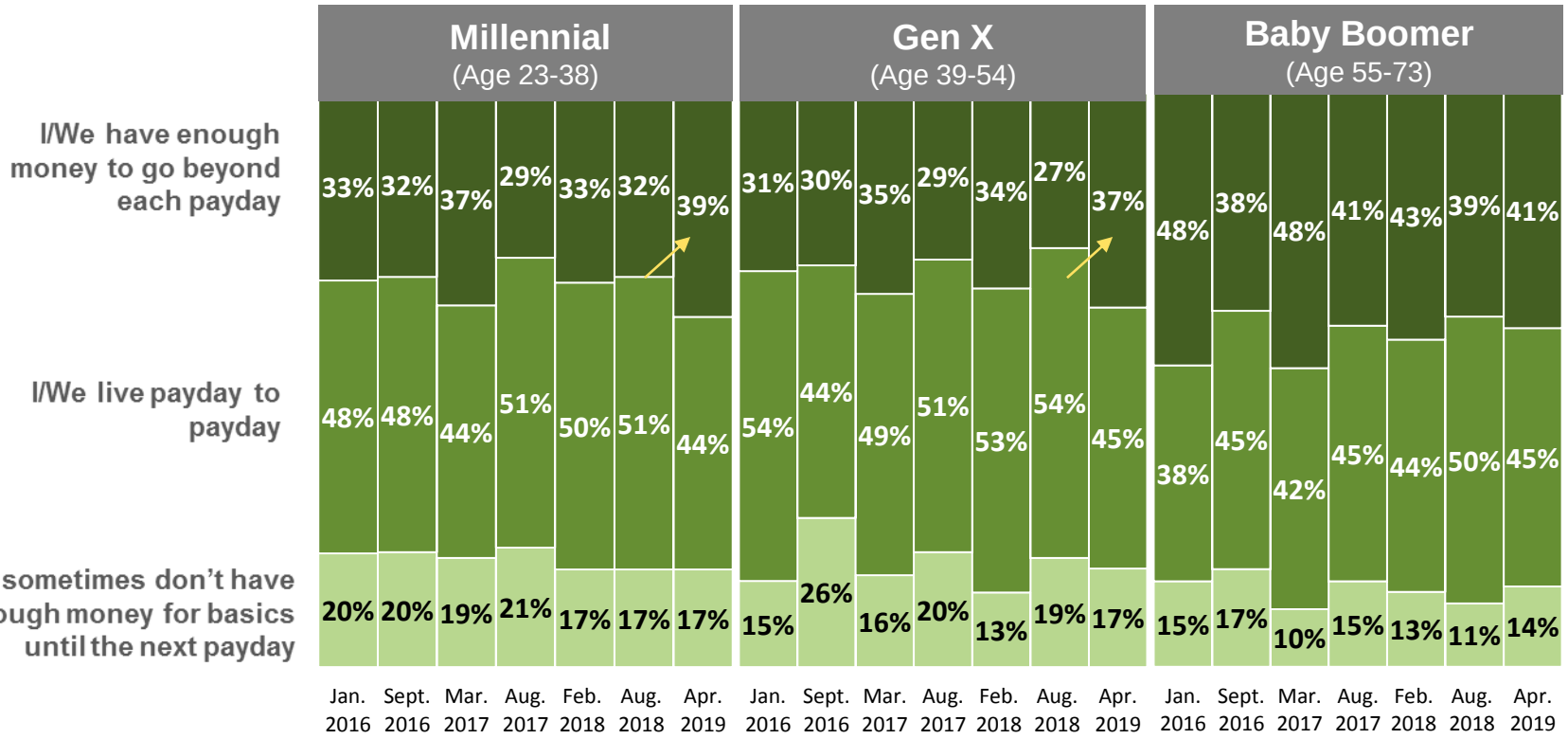
Please refer to table in Appendix for detailed sample size information by year.

(Base = Total Renters)

© Freddie Mac

Millennials and Gen X Renters More Confident in Financial Situation Than Previous Years

Q: Which of the following statements best describes your household's general financial situation?



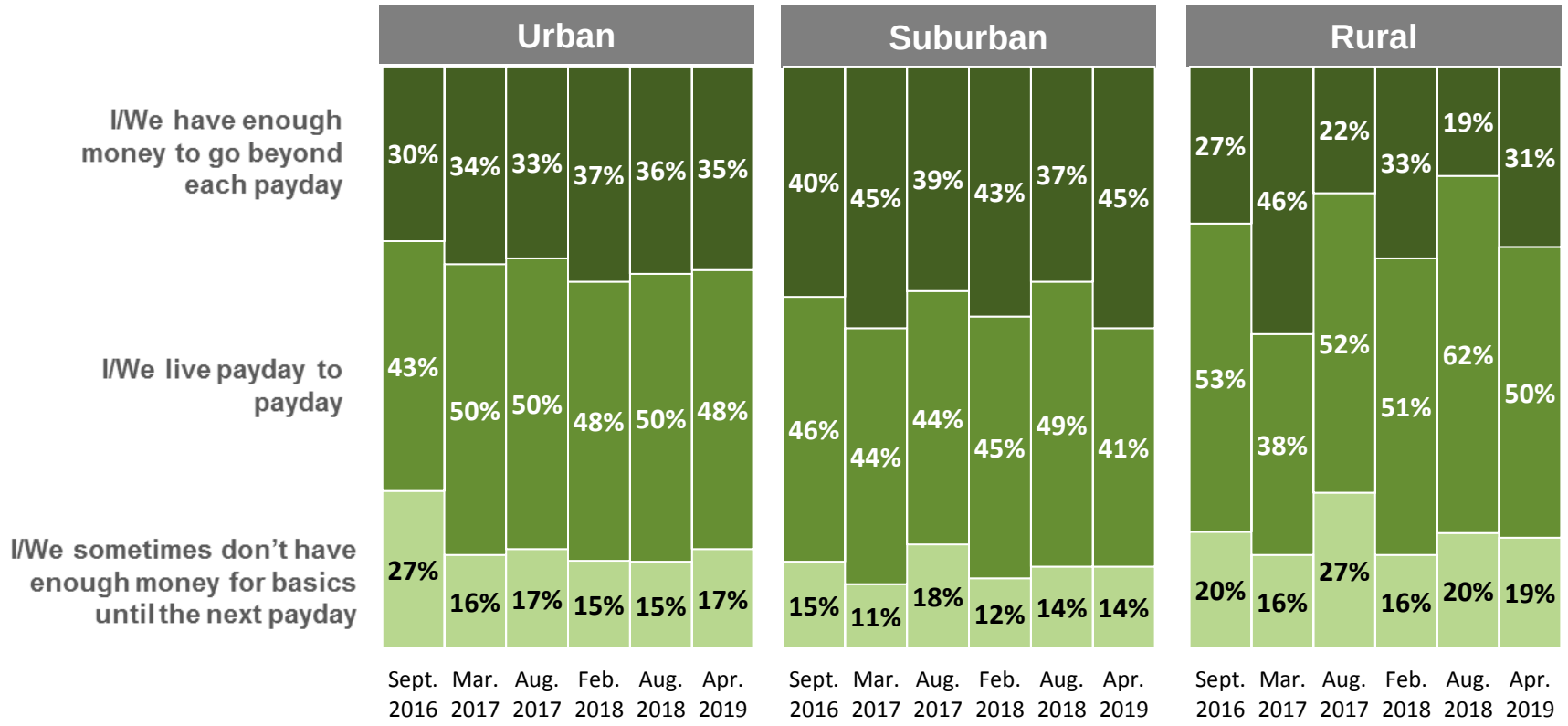
Excludes Mature (Age 74+) and Gen Z (18-22) generational renters given relatively lower sample size.
Please refer to table in Appendix for detailed sample size information by year.

(Base=Total Renters)

© Freddie Mac

Rural Renters Feel Less Confident Financially Compared to Renters in Other Communities

Q: Which of the following statements best describes your household's general financial situation?



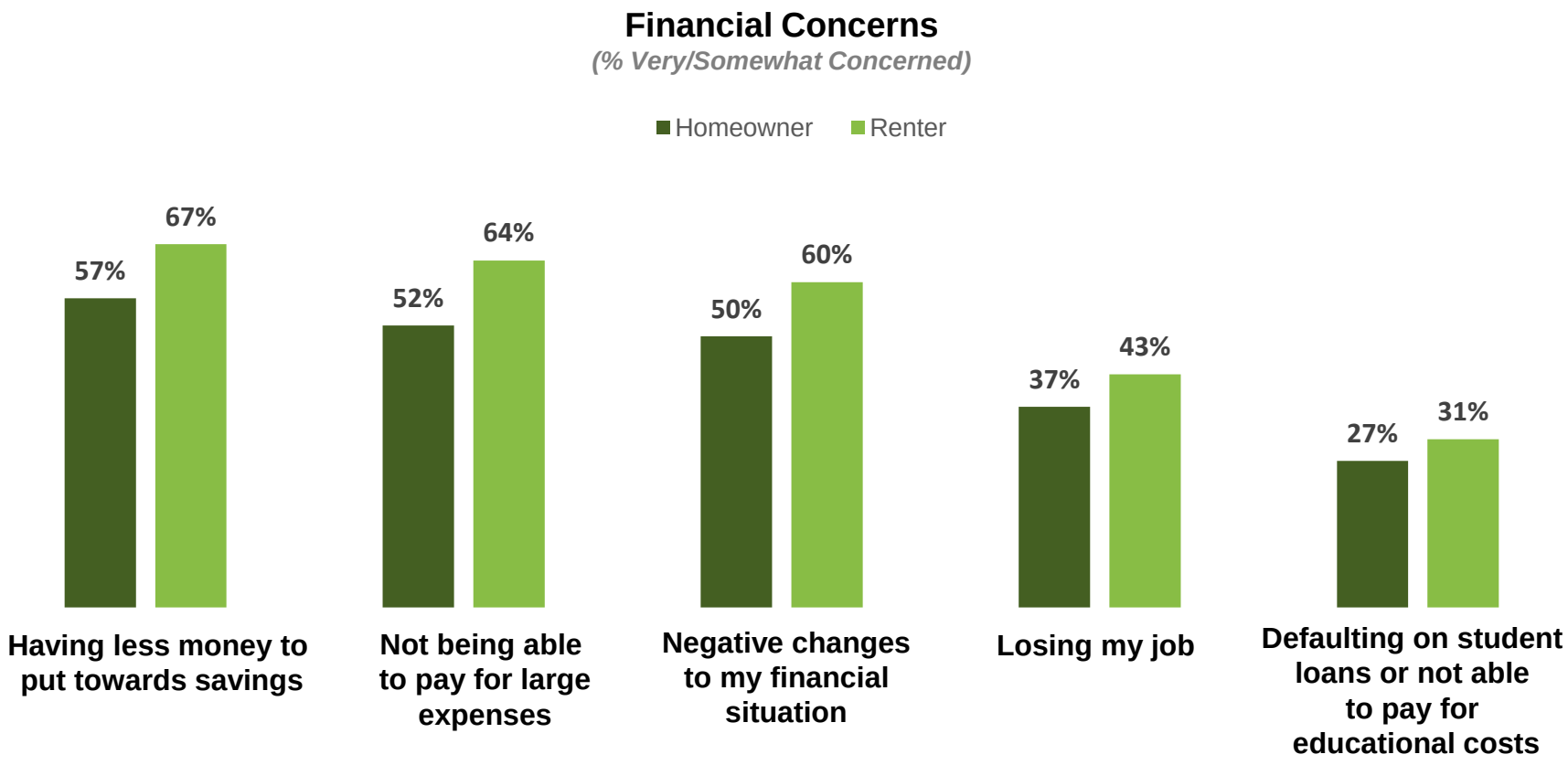
Please refer to table in Appendix B for detailed sample size information.

(Base = Total Renters)

© Freddie Mac

Compared to Owners, Renters Show More Concern About Changes in Their Finances

Q: How concerned are you with each of the following happening to you or the US economy in the next 12 months?

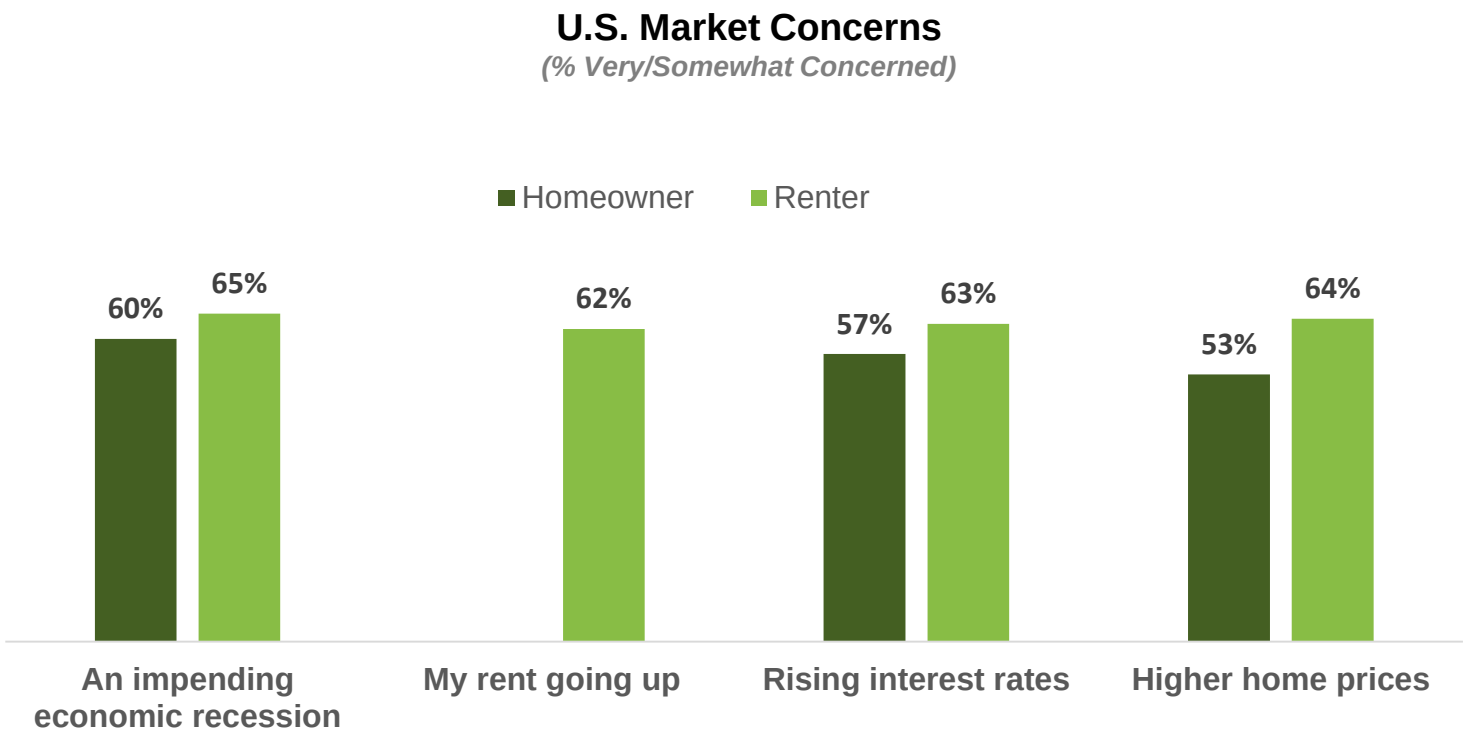


(Base = 1,119 Total Renters; 2,864 Total Homeowners)

© Freddie Mac

Renters More Concerned than Owners About Changes in the Housing Market

Q: How concerned are you with each of the following happening to you or the U.S. economy in the next 12 months?



(Base = 1,119 Total Renters; 2,864 Total Homeowners)

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Job Security Top Concern for Millennials and Gen X When Planning for Future Housing

Q: Which of the following would have the greatest negative impact on your future housing plans*?

	Total	Millennial	Gen X	Boomer
Losing my job	20%	26%	29%	9%
Negative changes to my financial situation	15%	16%	14%	15%
Higher home prices	14%	13%	13%	16%
An impending economic recession	9%	7%	9%	12%
Not being able to pay for large expenses	9%	9%	6%	13%

** Excludes those who say they do not have any future housing plans*

(Base = 1,011 Total Renters; 2,304 Total Homeowners)

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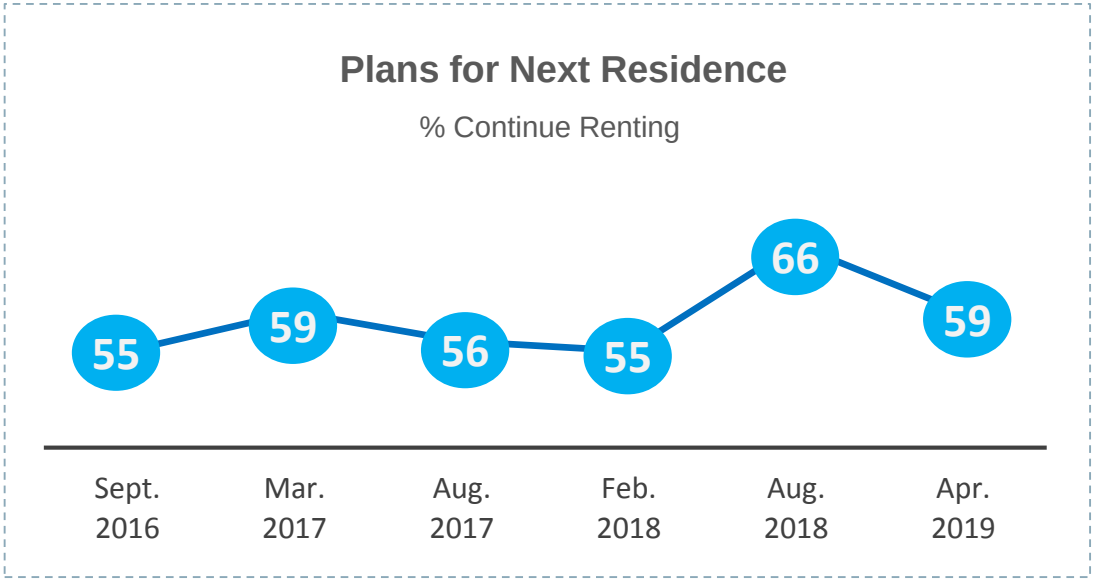
Mobility Trends

Plans to Continue Renting Same as 2017

Q: For your next residence, do you expect to...? We realize you may be unsure, but please provide your best assumptions.



By Renter Demographics

% Who Plan to Rent next Residence | April 2019

Male	Female	Urban	Suburban	Rural	Northeast	South	Midwest	West	Younger Millennial	Older Millennial	Gen X	Boomer	Essential Worker	Non-Essential Worker	Very Low Income	Low Income	Middle Income
55	62	58	60	57	63	53	63	61	54	50	52	58	55	53	69	64	52

(April 2019 Base = 993 Renters Who Plan to Move/Don't Know)
(Base = Renters who indicate they have experienced a rent increase in the past two years)

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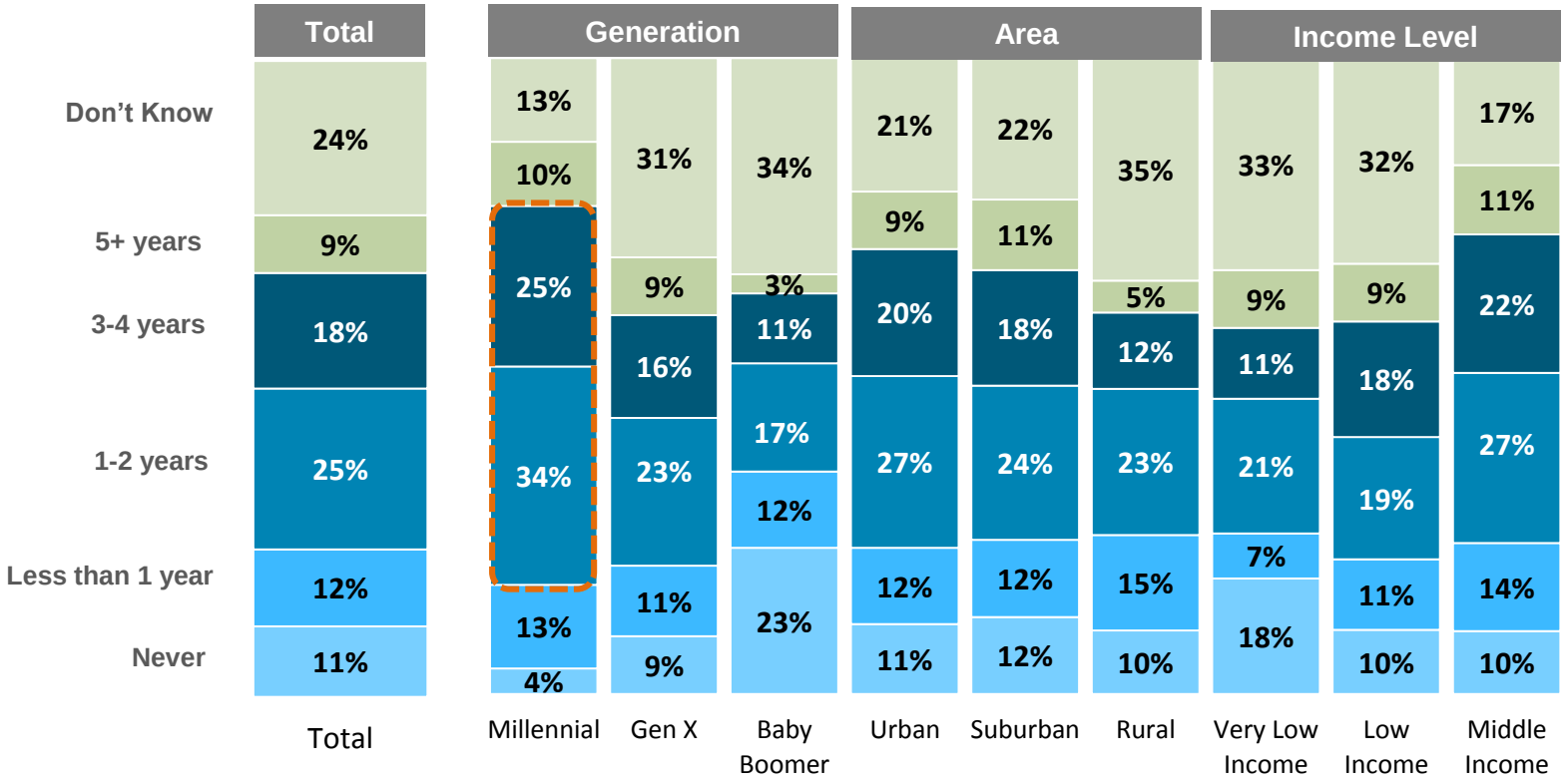
Millennials Most Likely of All Sub-groups to Move in the Next 1- 4 Years

Q: When do you expect to move into a new home next?



Please refer to table in Appendix for detailed sample size information by year.

(April 2019 Base = 1,119 Renters)

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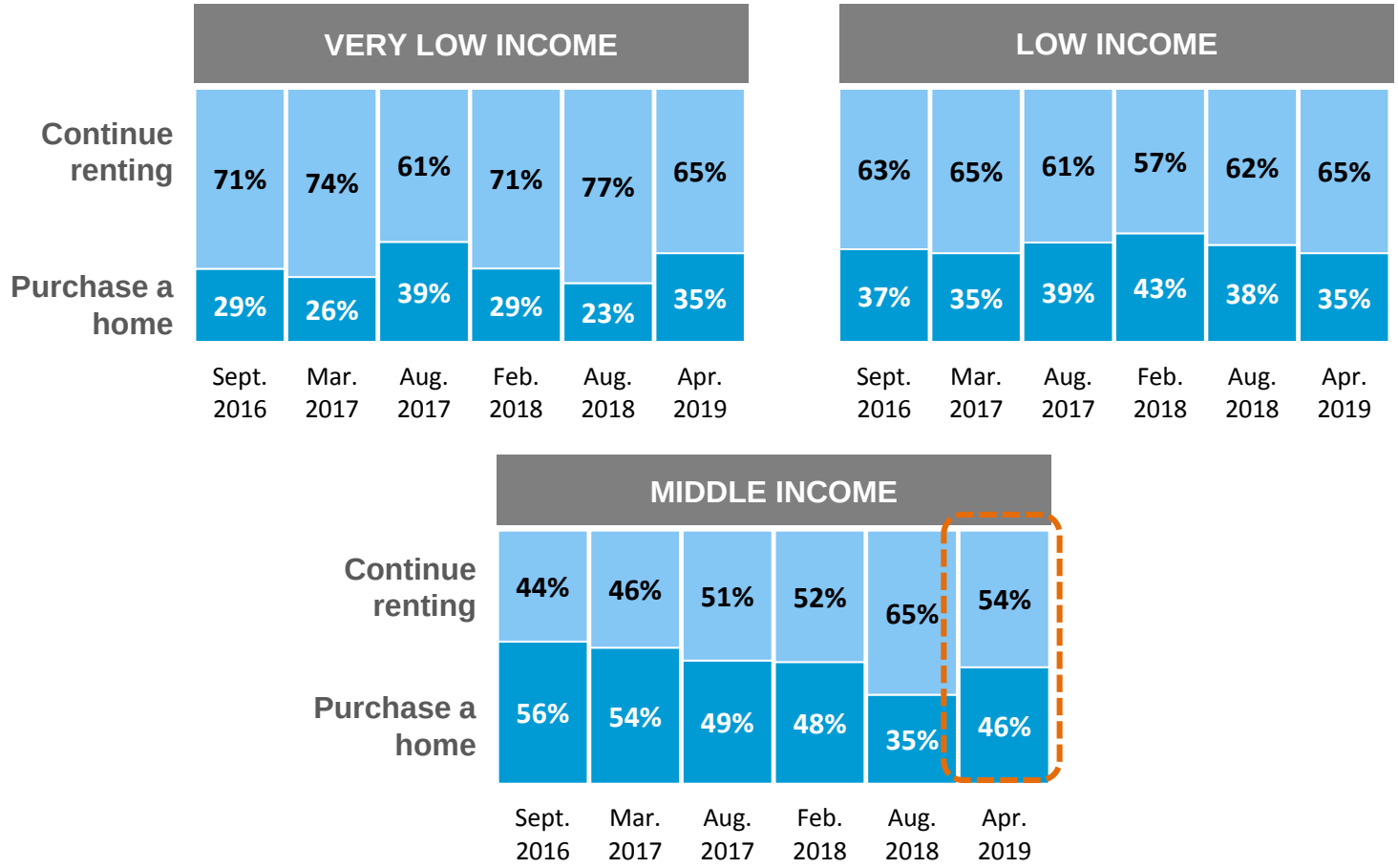
Nearly Half of Middle Income Renters Plan to Buy a Home

Q: For your next residence, do you expect to...
We realize you may be unsure, but please provide your best assumptions.

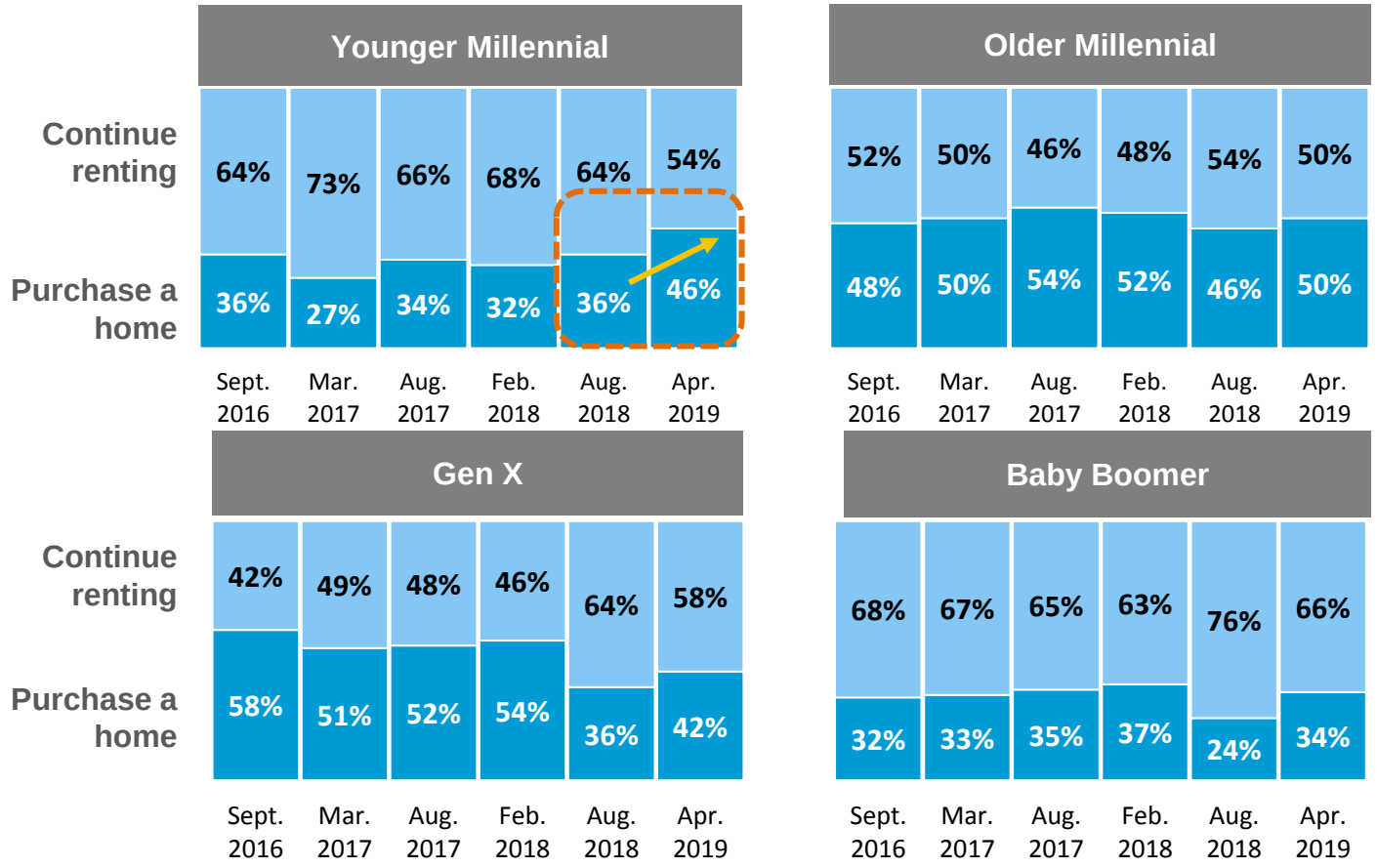


(Apr. 2019 Total Base = 983 Renters who plan to move/don't know [196 Very Low Income; 314 Low Income; 401 Middle Income]).

© Freddie Mac

More Young Millennials Expect to Buy Next vs. Past Years

Q: For your next residence, do you expect to...?
We realize you may be unsure, but please provide your best assumptions.



Excludes renters who selected "Other" type of rental dwelling given extremely small sample size.

(April 2019 Renter Base Who Plan to Move/Don't Know = 211 Young Millennial; 218 Older Millennial; 210 Gen X; 233 Baby Boomers)

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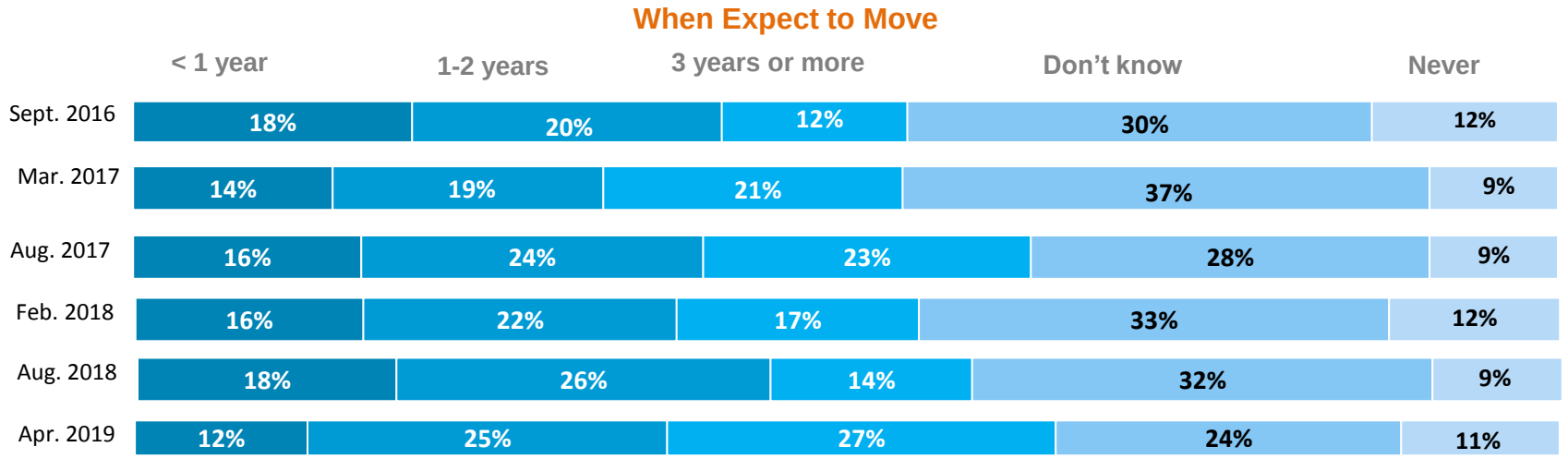
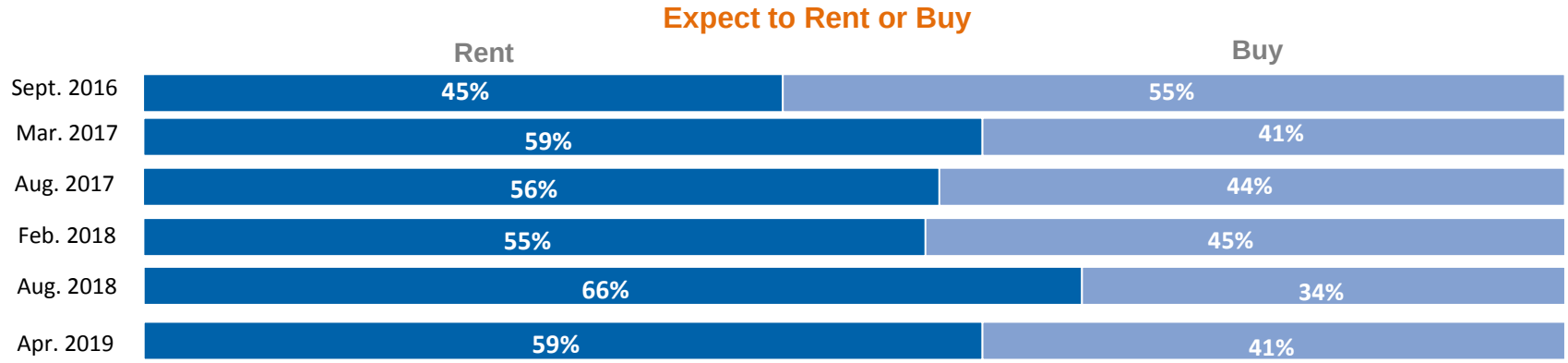
Fewer Renters Plan to Move Soon, Majority of Those That Do, Plan to Rent Again



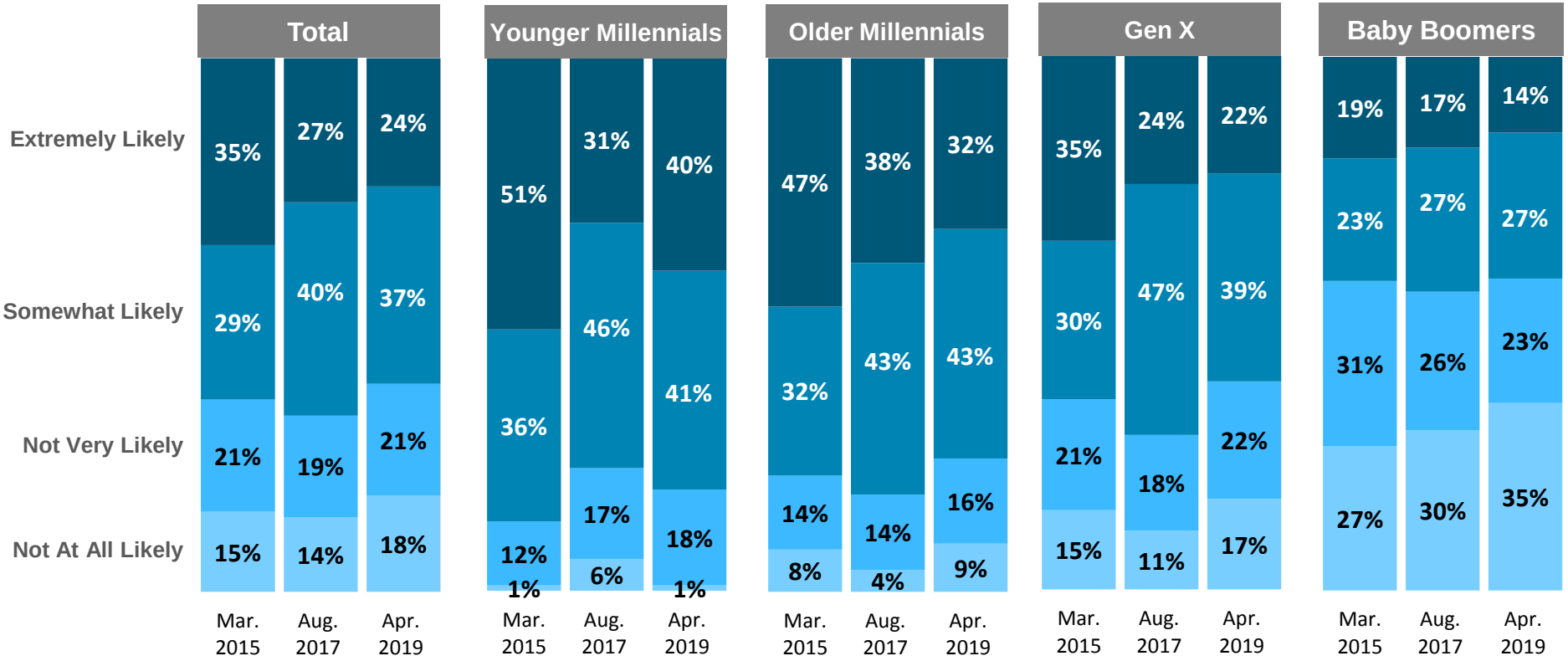


(April 2019 Base = 1,119 Renters)

© Freddie Mac

Millennials Most Likely of All Generations to Purchase a Home

Q: How likely, if at all, do you think it is that you will ever purchase/own a home?



(April 2019 Renter Base = 1,119; 215 Young Millennial; 230 Older Millennial 229 Gen X ; 306 Baby Boomer)

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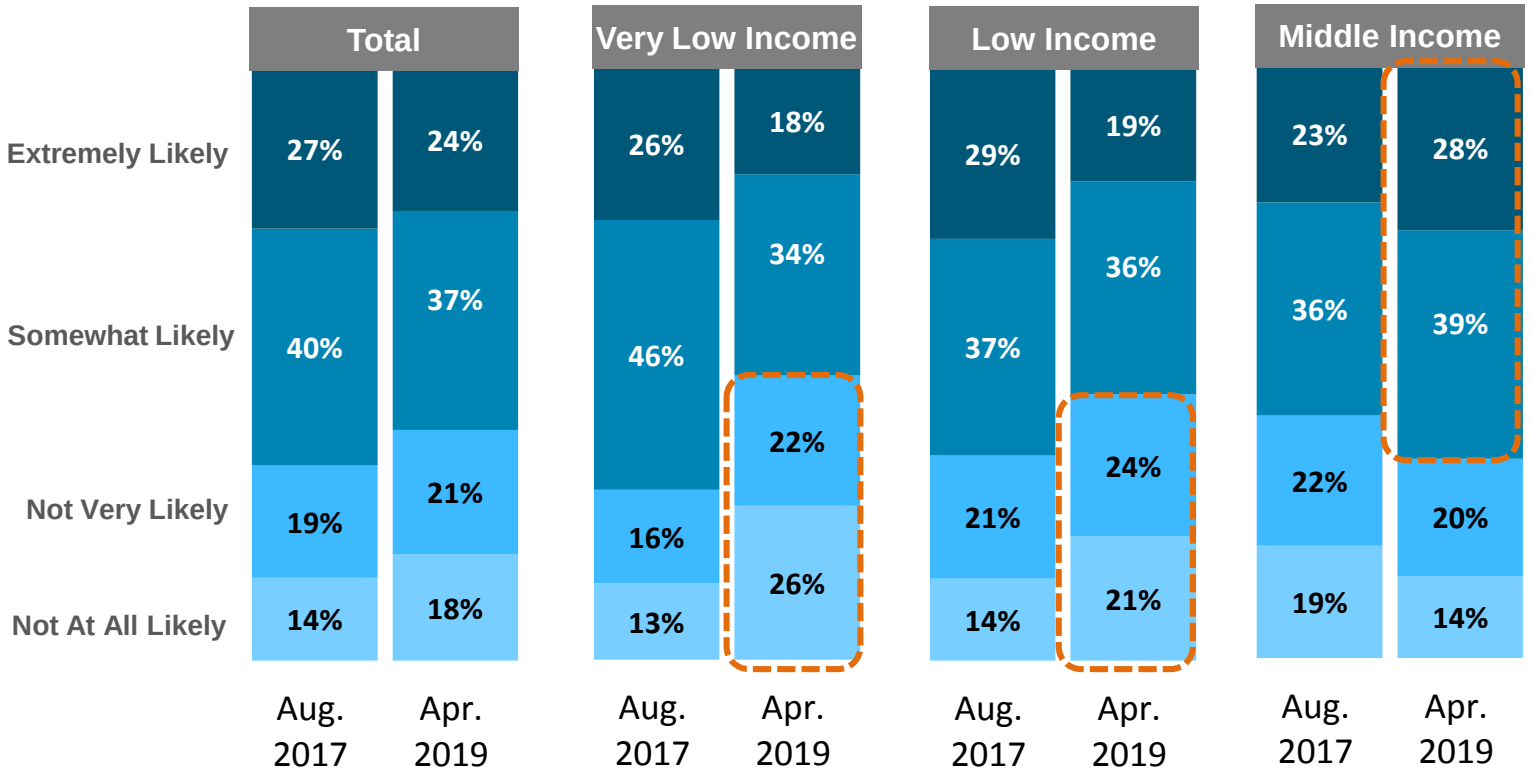
Lower Income Renters Lack Confidence in Being Able to Ever Buy a Home

Q: How likely, if at all, do you think it is that you will ever purchase/own a home?



(April 2019 Base = 1,108 Total Renters [242 Very Low Income Renters; 350 Low Income Renters; 440 Middle Income Renters])
Analysis excludes high income renters due to small sample size.

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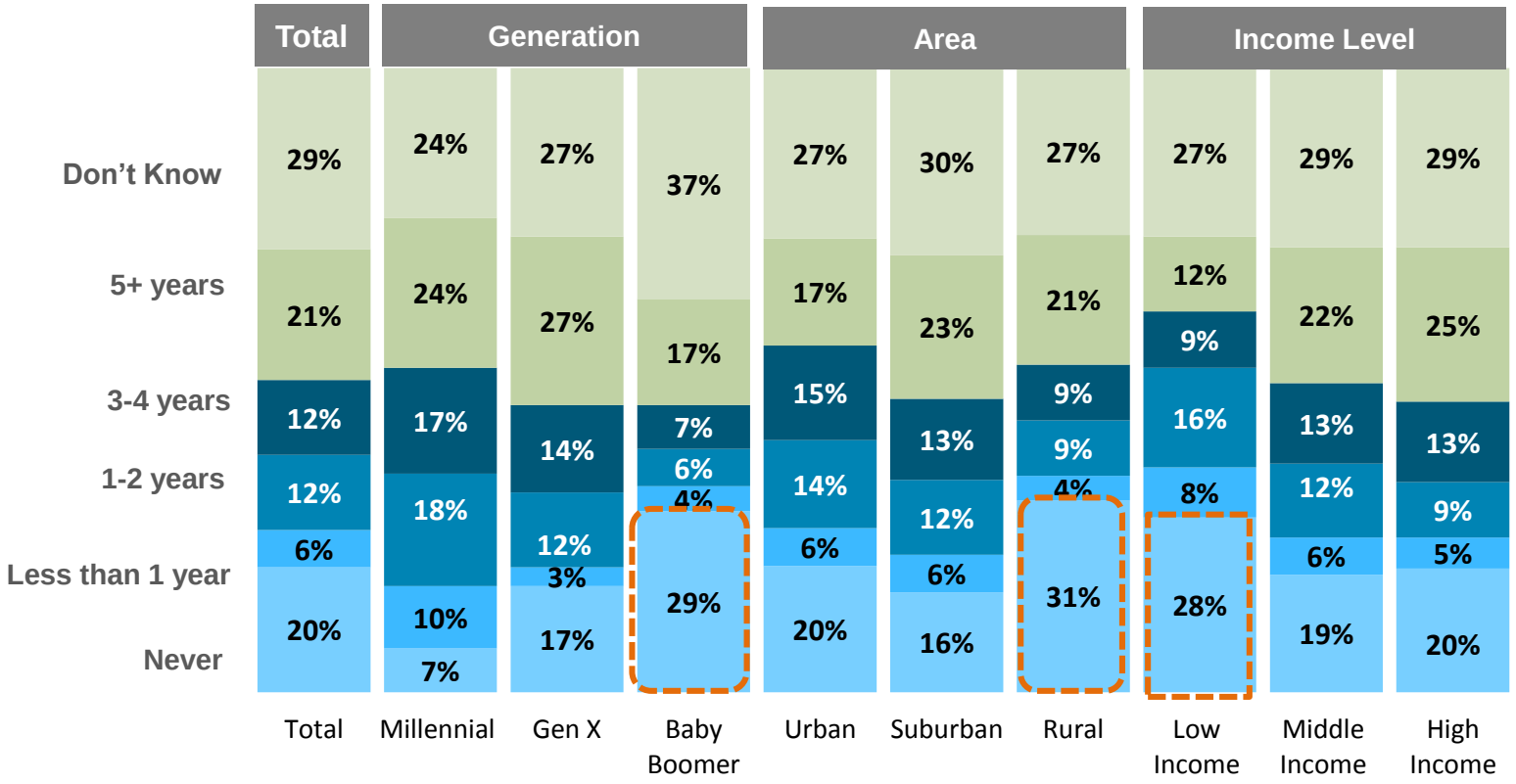
More Boomer, Rural and Low Income Homeowners Say They Never Expect to Move

Q: When do you expect to move into a new home next?



(April 2019 Base = 2,864 Homeowners)
Please see appendix for base size by sub-groups

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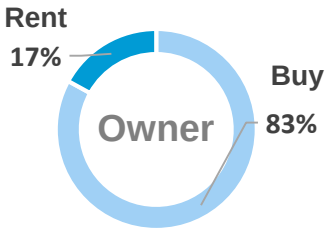
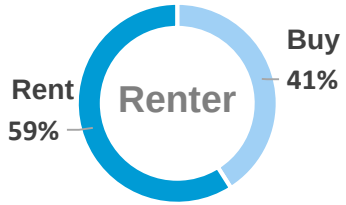
Mobility and Plans to Purchase a Home

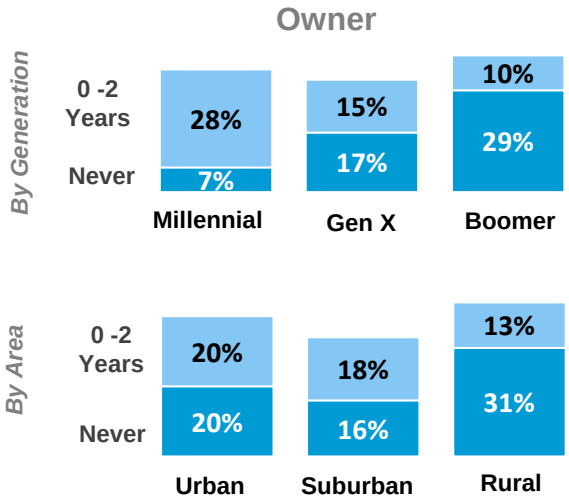
Q: For your next residence, do you expect to...
We realize you may be unsure, but please provide your best assumptions.
Q: When do you expect to move into a new home next?

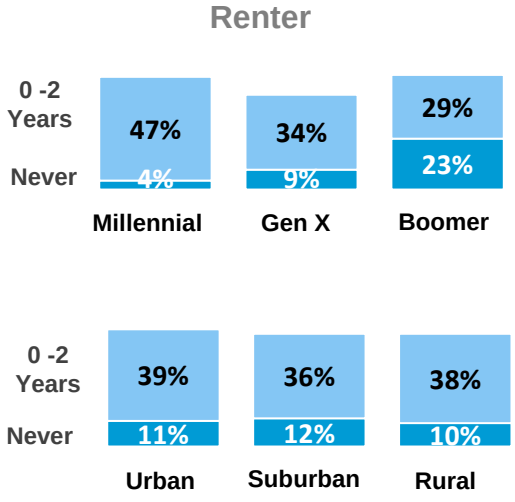
Plans for Next Residence





Expect to Move Next



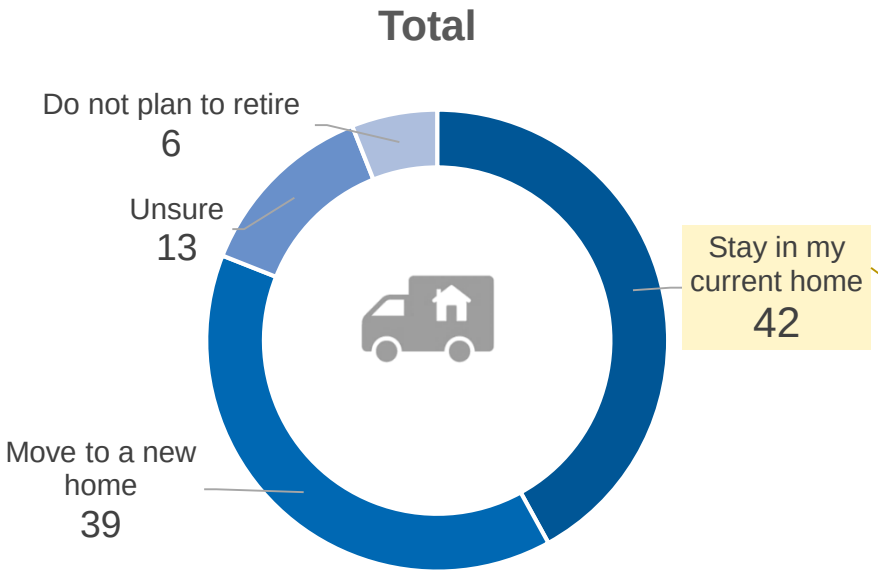


(Apr. 2019 Base = 2,864 Homeowners; 1,119 Renters)
**See appendix for detailed base size information.*

© Freddie Mac

Middle Income Suburban Boomers More Likely to Prefer to Stay in Current Home

Q: Which of the following would you consider to be an ideal living arrangement for your retirement years …?



	Stay	Move	Not Sure	Will Not Retire
Owner	47	39	8	4
Renter	27	36	27	6

Boomers Who Prefer to Stay in Current Home

By Current Household Size

One-Person	14%
Two-Person	53%
3+ Person	33%

By Ownership

Owner	85%
Renter	15%

By Area

Urban	16%
Suburban	55%
Rural	30%

By Income

Very Low Income	6%
Low Income	12%
Middle Income	49%
High Income	33%

(Base = 647 Total Baby Boomers who aren't already retired)

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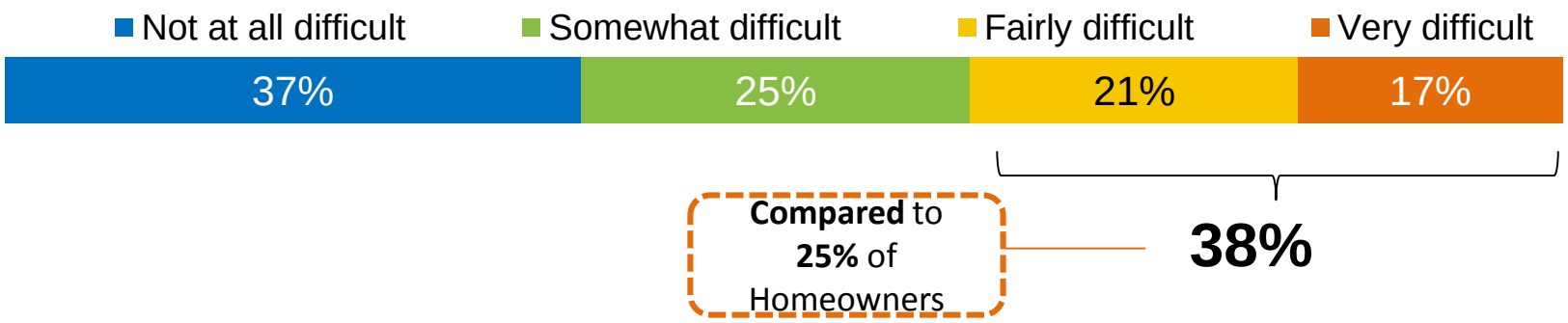
Commuting & Essential Workforce

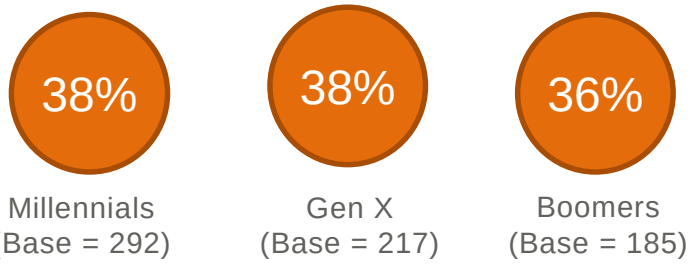
Renters Find it Difficult to Find Affordable Housing Near Work

Q: How difficult would it be to find housing that is affordable to you close to where you work (i.e., commute of 25 minutes or less)?



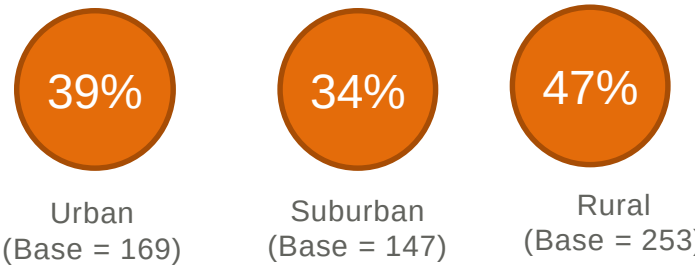
Finding affordable housing close to work*

(% Very difficult/Fairly difficult)



Finding affordable housing close to work*

(% Very difficult/Fairly difficult)



Excludes Not Applicable

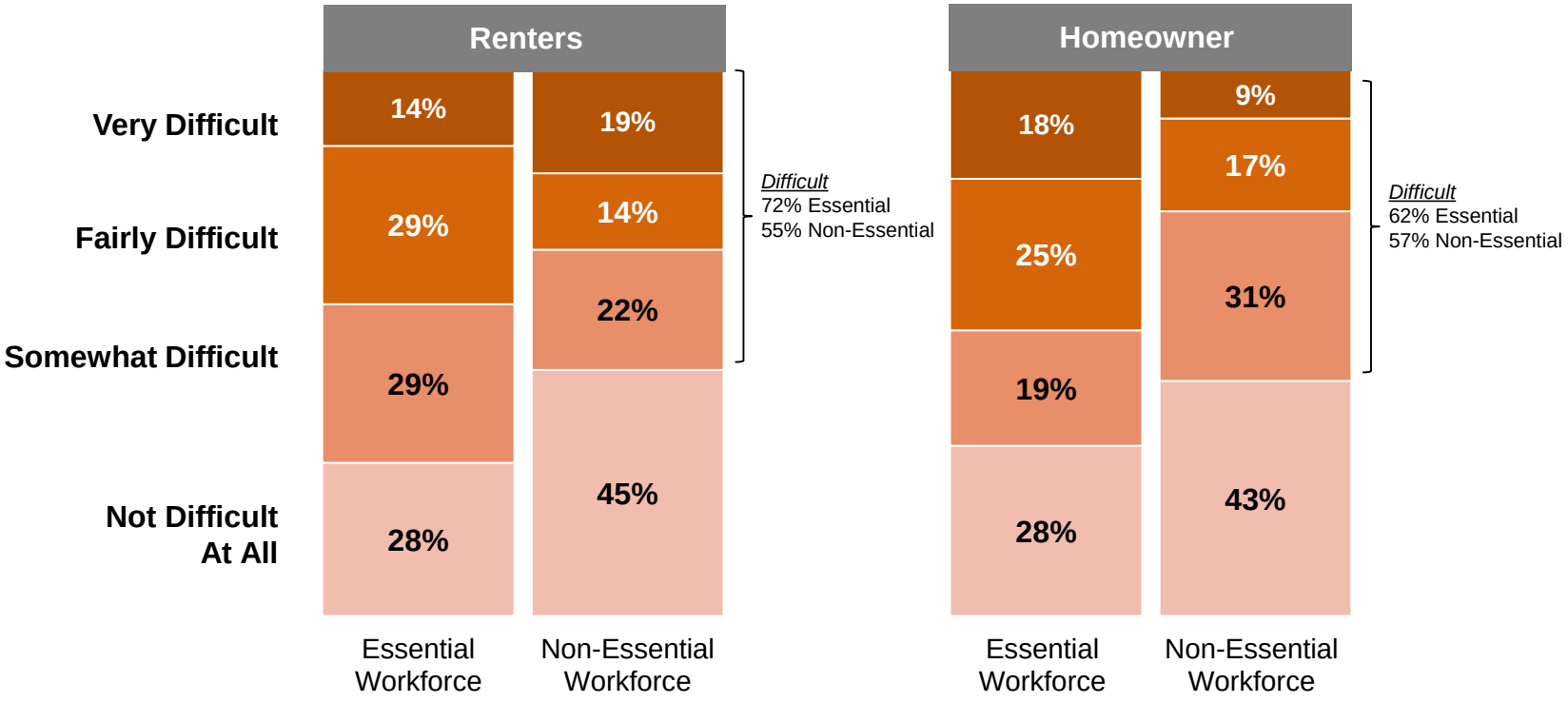
(April 2019 Base = 558 Renters Who Are Currently Employed)

© Freddie Mac

Finding Affordable Housing is Especially Difficult for the Essential Workforce

Q: How difficult would it be to find housing that is affordable to you close to where you work?

Finding Affordable Housing Close to Work

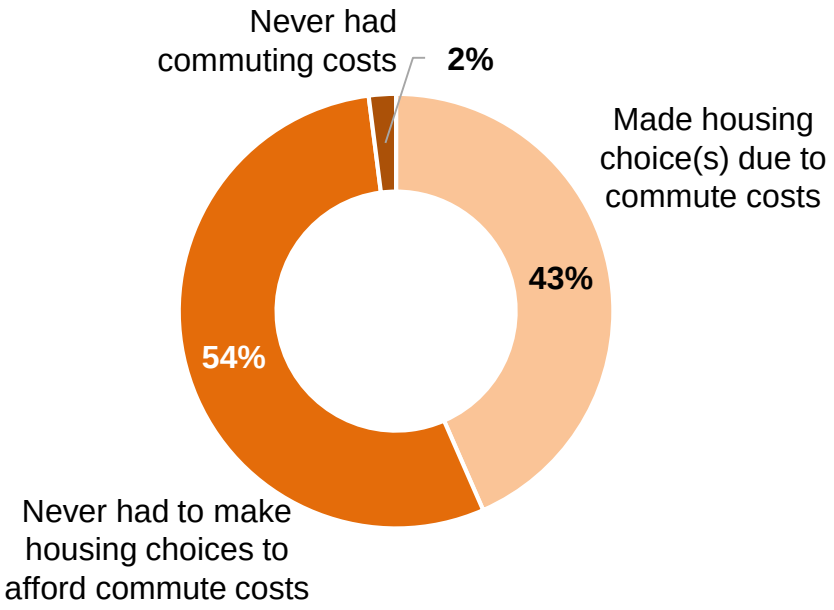


(Employed Renter base = 247 Essential Workforce; 311 All Other Workforce)
(Employed Homeowner base = 733 Essential Workforce; 785 All Other Workforce)
Excludes Self-Employed Renters and Non-Applicable

Many Chose a Cheaper Home or Lower Cost Area to Afford Commute Costs

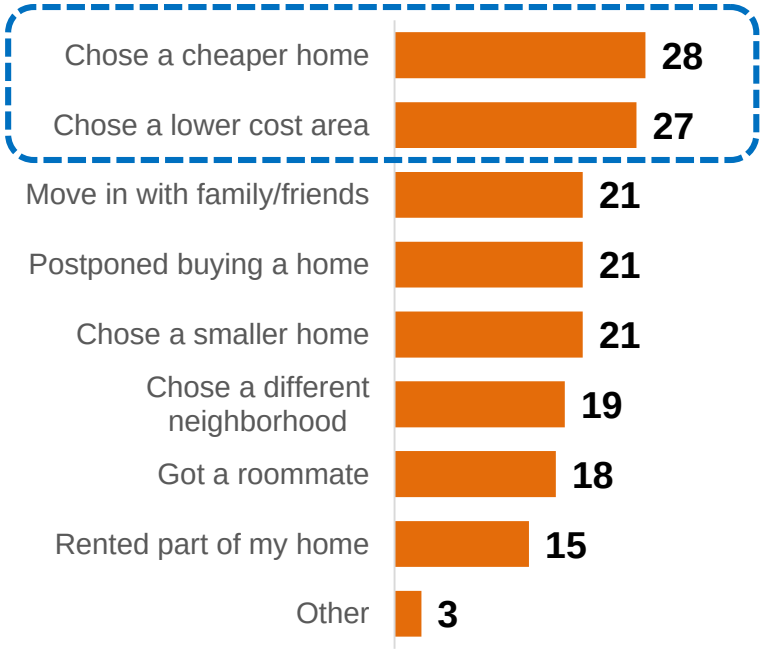
Q: Which of the following housing choices have you ever had to make to afford your commuting costs (e.g., gas, vehicle purchase/maintenance, public transportation fees, taxi/ride-sharing fares)? Please select all that apply

Had to Make Housing Choices to Afford Commute Costs?



Types of Choices Made to Afford Commute Costs

% Selected



(April 2019 Base = 2,098 Who Are Currently Employed)

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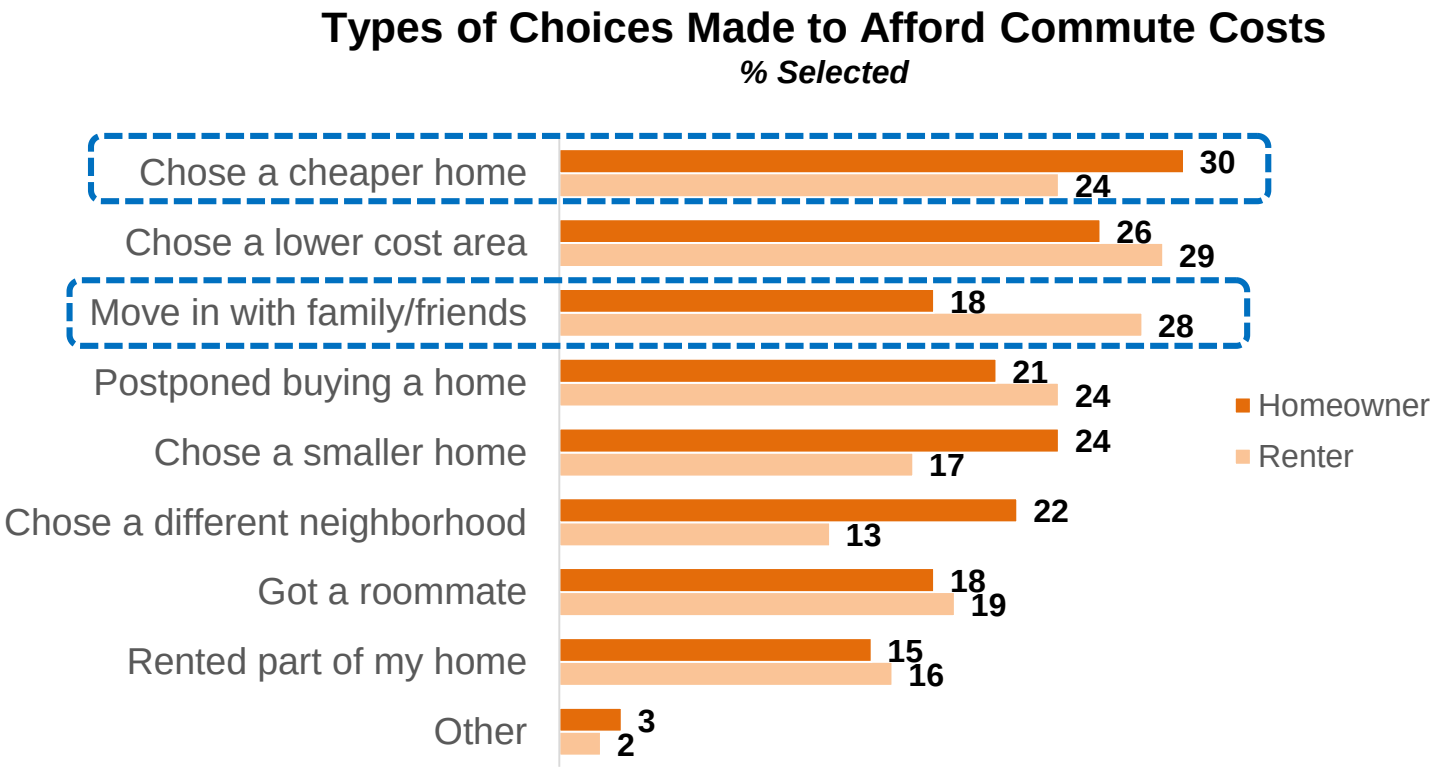
More Renters Move in with Others to Afford Their Commute, While Homeowners Tend to Choose a Cheaper Home

Q: Which of the following housing choices have you ever had to make to afford your commuting costs (e.g., gas, vehicle purchase/maintenance, public transportation fees, taxi/ride-sharing fares)? Please select all that apply.



(April 2019 Base Currently Employed and Made Choices to Afford Commute Costs: 610 Homeowners; 292 Renters)

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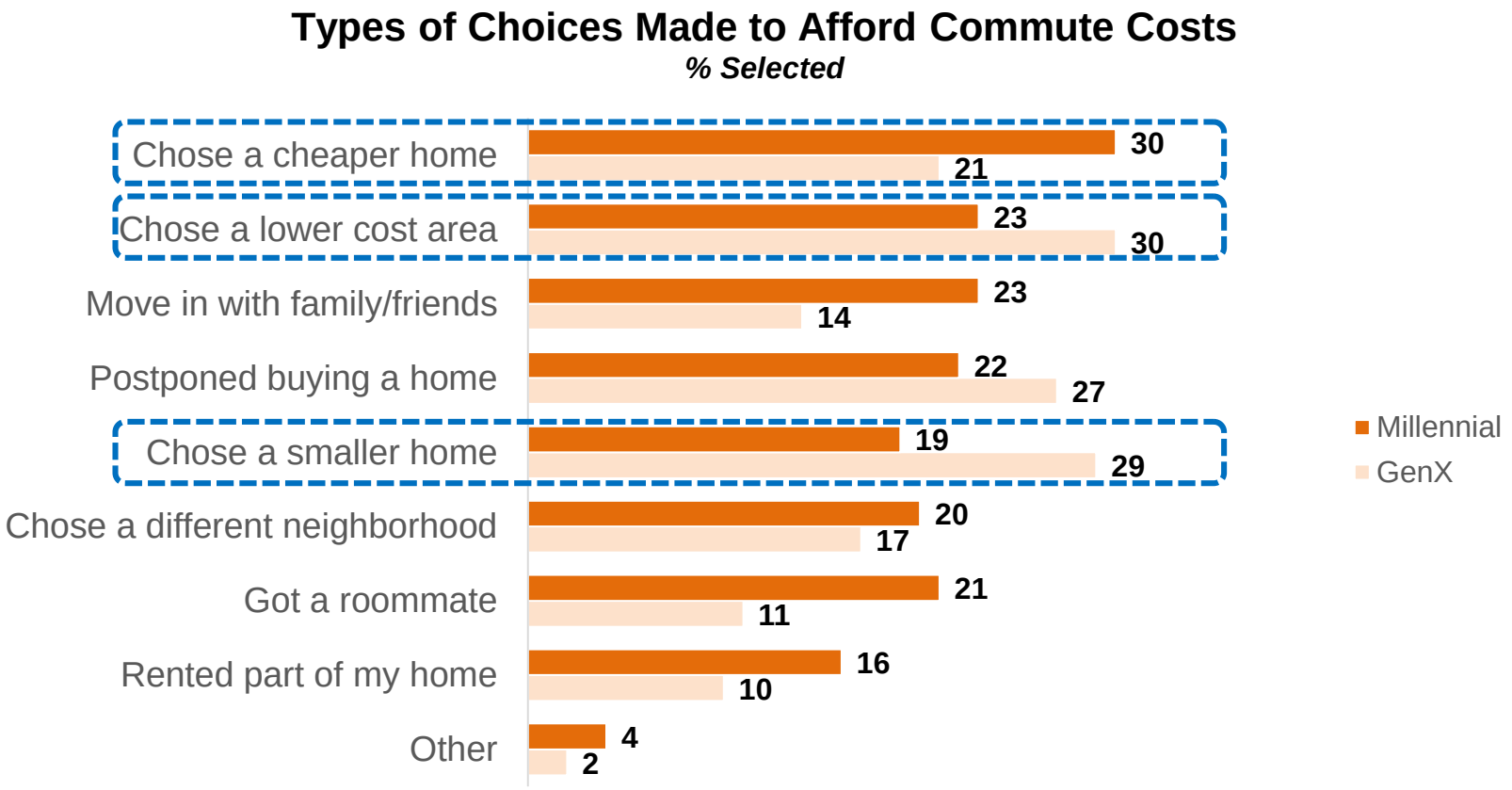
Millennials More Likely to Choose a Cheaper Home to Afford Commute, While Gen Xers Look for a Lower Cost Area or Smaller Home

Q: Which of the following housing choices have you ever had to make to afford your commuting costs (e.g., gas, vehicle purchase/maintenance, public transportation fees, taxi/ride-sharing fares)? Please select all that apply.



(April 2019 Base Currently Employed and Made Choices to Afford Commute Costs: 518 Millennials; 196 Gen X)
Excluded Baby Boomers given base size is too small to report

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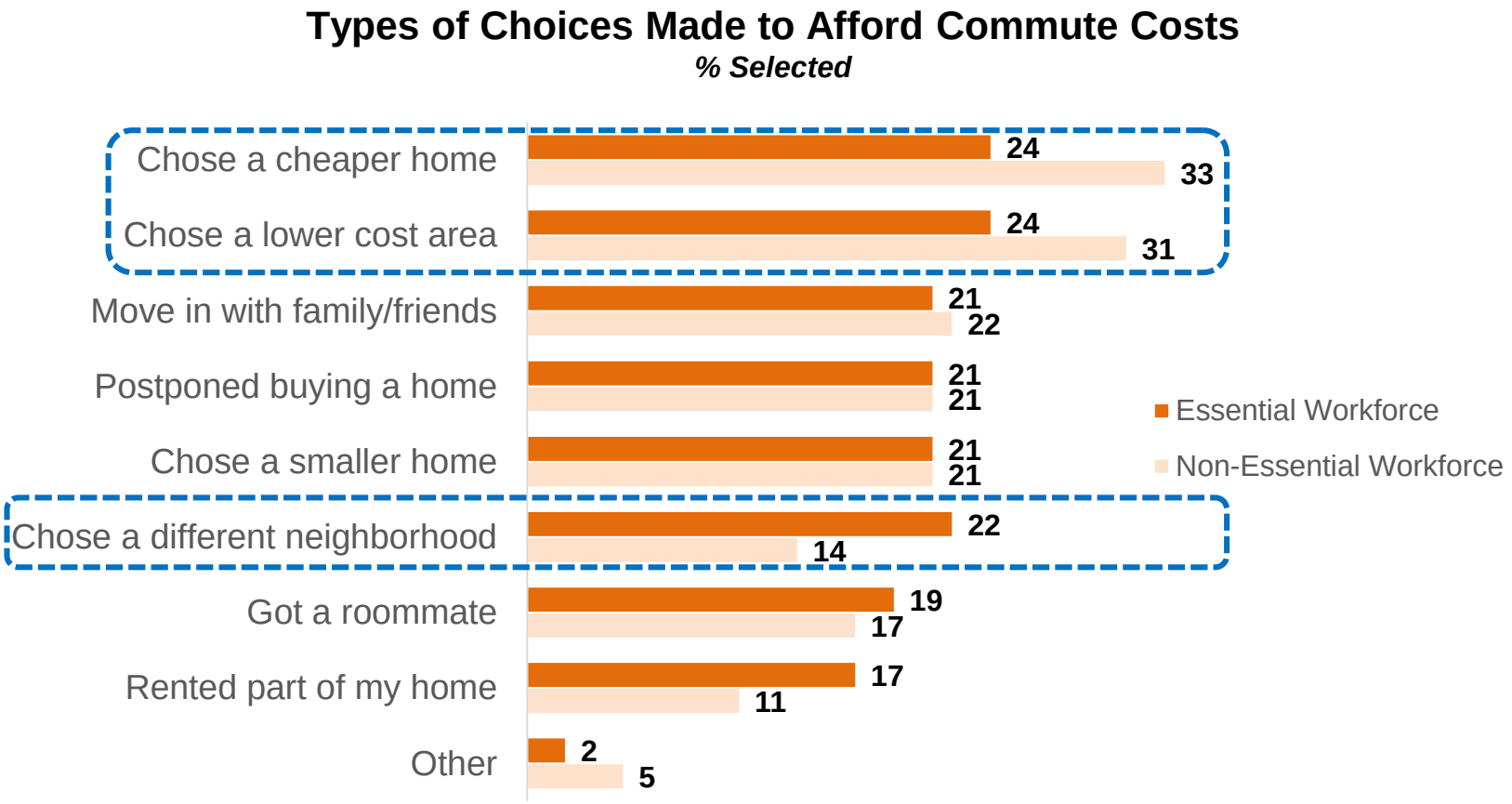
Essential Workforce More Likely to Choose a Different Neighborhood to Afford Commute Costs

Q: Which of the following housing choices have you ever had to make to afford your commuting costs (e.g., gas, vehicle purchase/maintenance, public transportation fees, taxi/ride-sharing fares)? Please select all that apply.



(April 2019 Base = Currently Employed and Made Choices to Afford Commute Costs: 596 Essential Workforce; 318 Non Essential Workforce)

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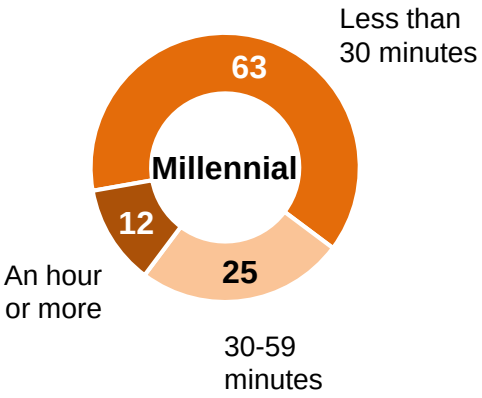
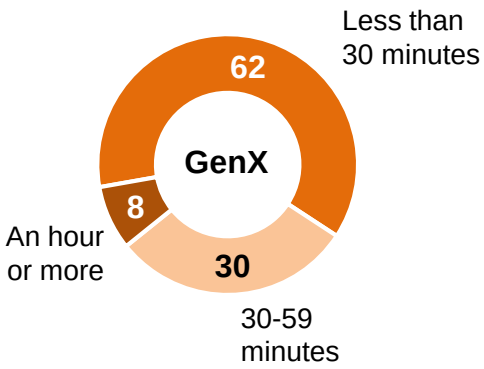
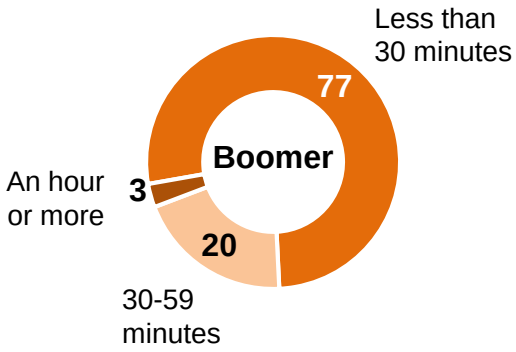
Millennials Have the Longest Commute

Q: How long is your typical commute from your home to work?

Commute Length







(April 2019 Homeowner/Renter Employed base = 827 Millennials; 559 Gen X; 396 Boomers)
Excludes 100% remote respondents

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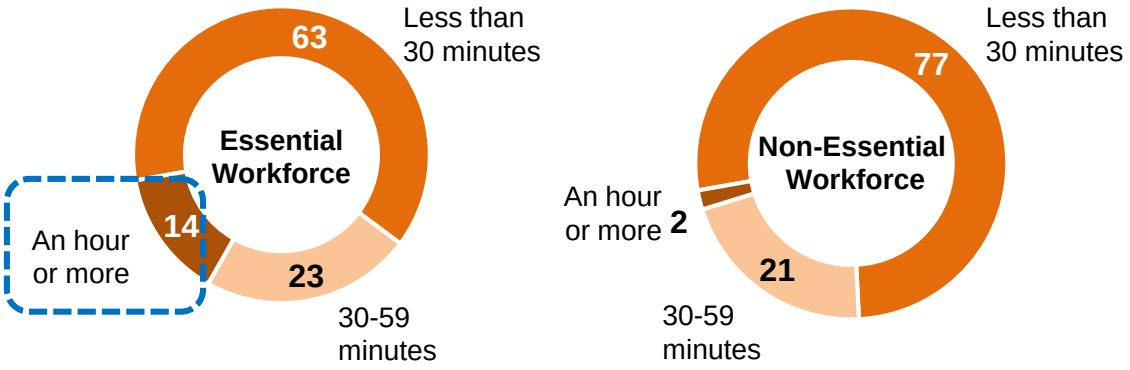
Essential Workforce Renters Tend to Live Farther Away From Work Than Non-Essential Workers

Q: How long is your typical commute from your home to work?

Commute Length

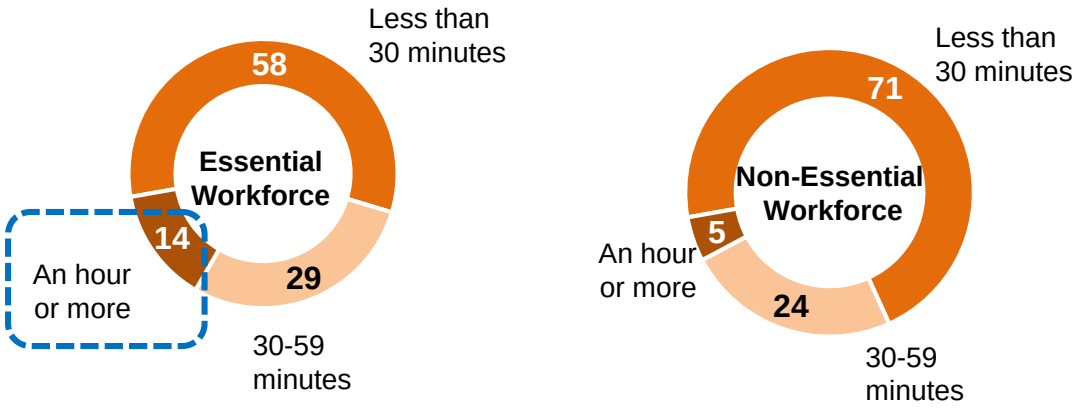


(Employed Renter base = 238 Essential Workforce; 273 Non Essential Workforce)

Essential Workforce Homeowners Live Farther Away From Work

Q: How long is your typical commute from your home to work?

Commute Length



(Employed Homeowner base = 714 Essential Workforce; 707 Non-Essential Workforce)

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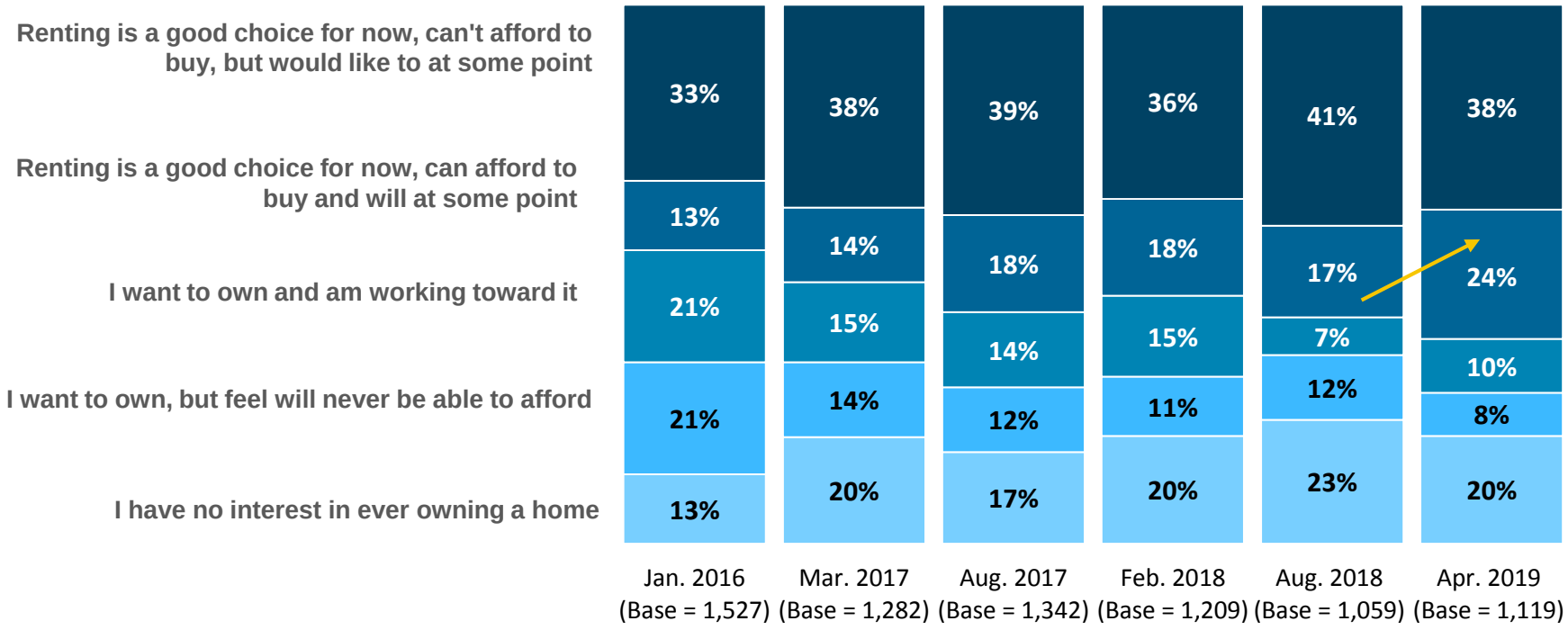
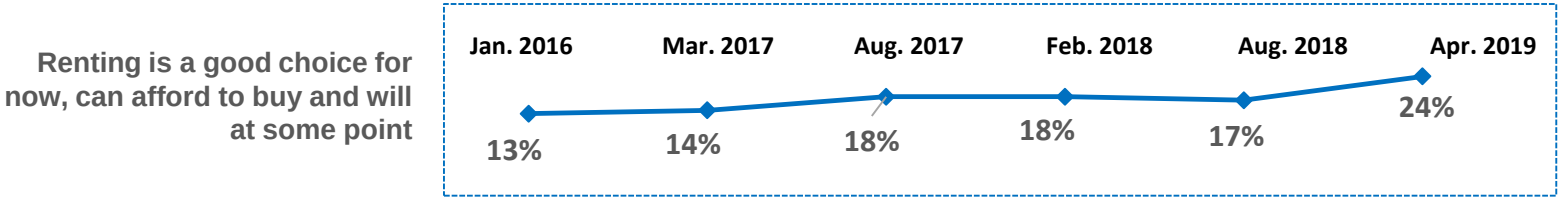
Renting as a Good Option For Now

More Renters Say Renting is a Good Choice for Now Even if They Can Afford to Buy and Will at Some Point

Q: Which one of these statements best reflects your views about why you are currently renting?





(Base = Total Renters)

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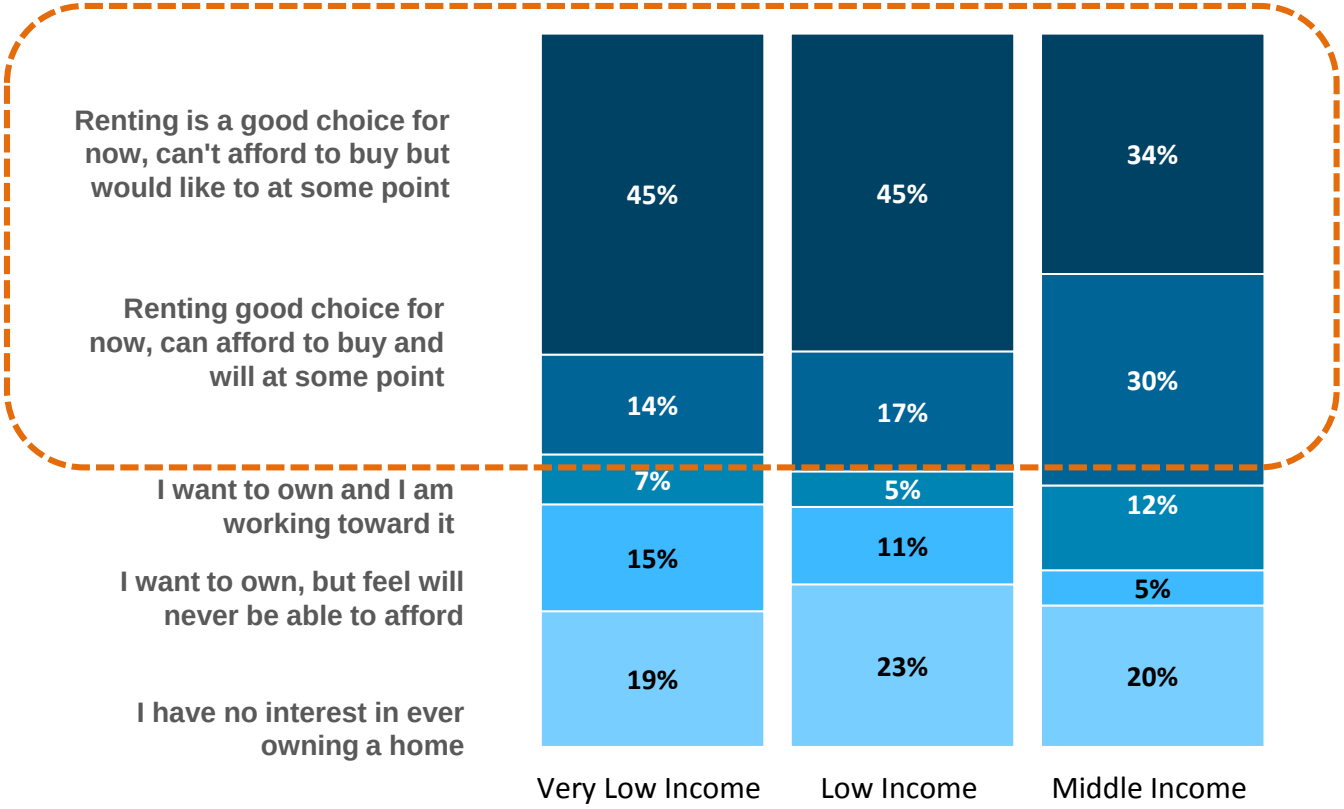
Even if They Can Afford to Buy, Most View Renting Favorably for Now

Q: Which one of these statements best reflects your views about why you are currently renting?



(Apr. 2019 Renter Base = 1,108 [242 Very Low Income, 350 Low Income, 440 Middle Income])

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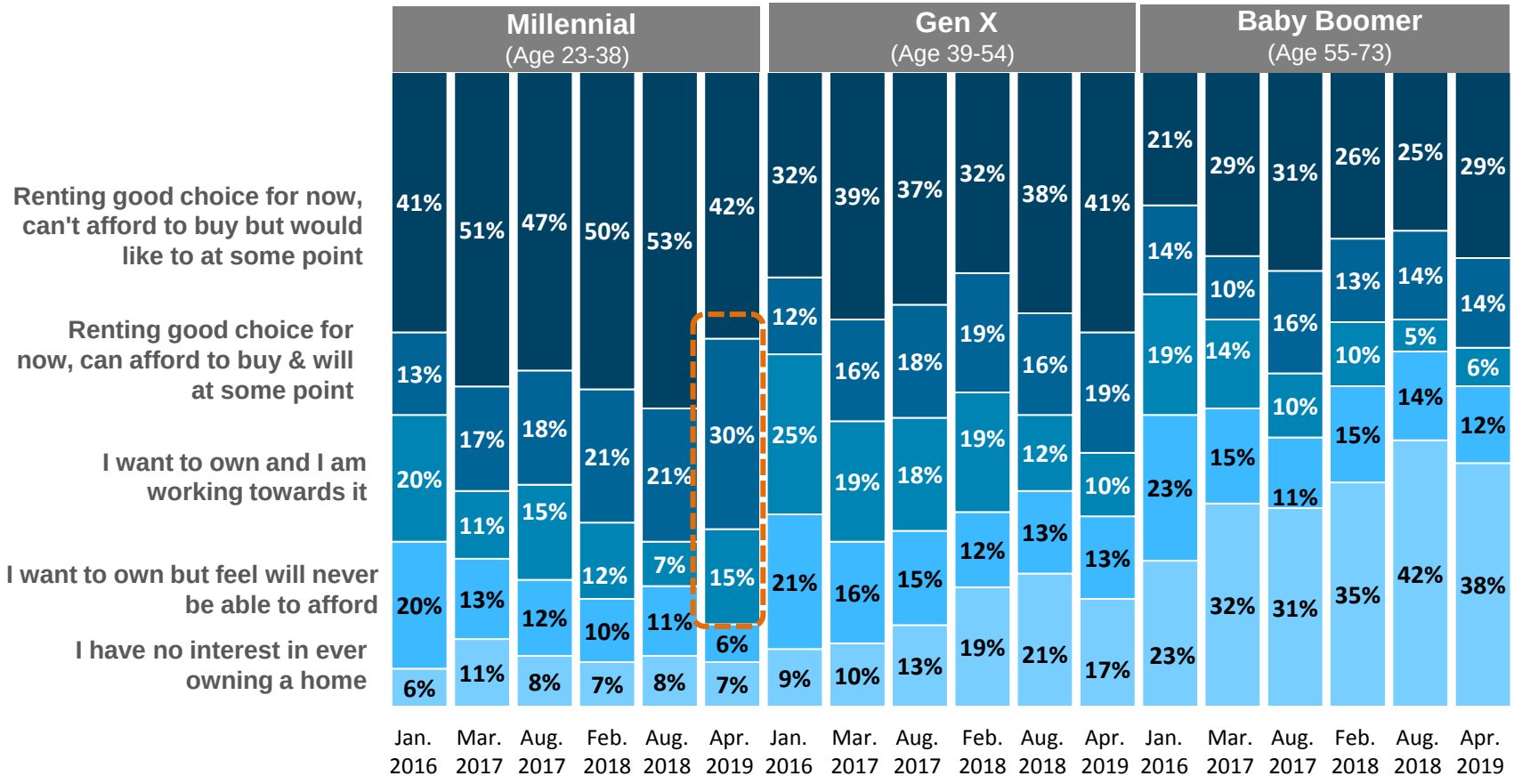
Younger Renters More Confident in Being Able to Afford to Buy

Q: Which one of these statements best reflects your views about why you are currently renting?



Please refer to table in Appendix B for detailed sample size information.

(Apr. 2019 Base = 445 Millennial, 229 Gen X, 306 Baby Boomer).
Excludes "Gen Z" and "Mature" generational renters (Age 18-22 and 74+) because or relatively lower sample size.

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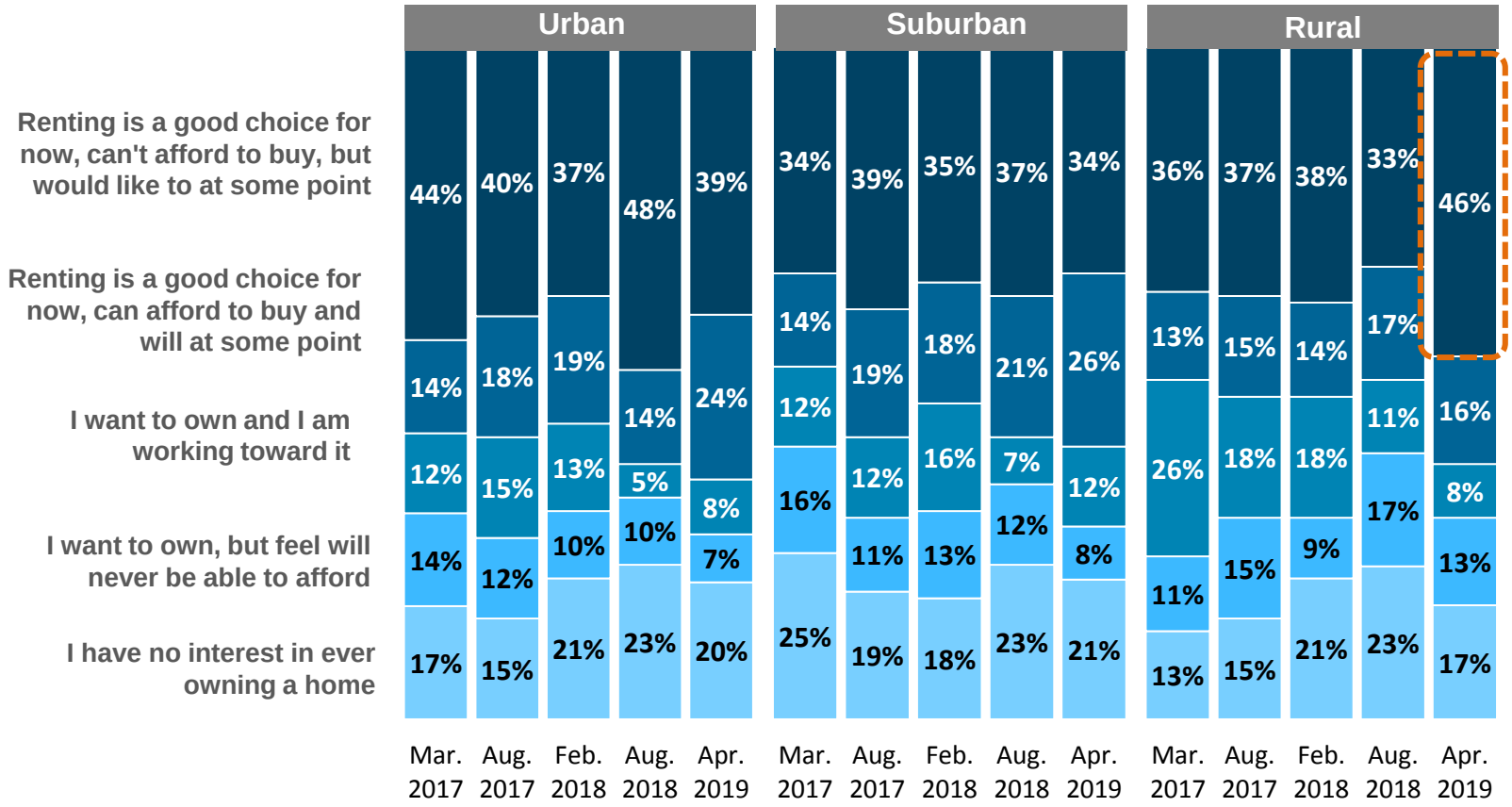
More Rural Renters See Renting as a Good Choice; Can't Afford to Buy But Remain Hopeful

Q: Which one of these statements best reflects your views about why you are currently renting?



Please refer to table in Appendix B for detailed sample size information.

(Apr. 2019 Renter Base = 417 Urban Renters, 503 Suburban Renters, 199 Rural Renters)

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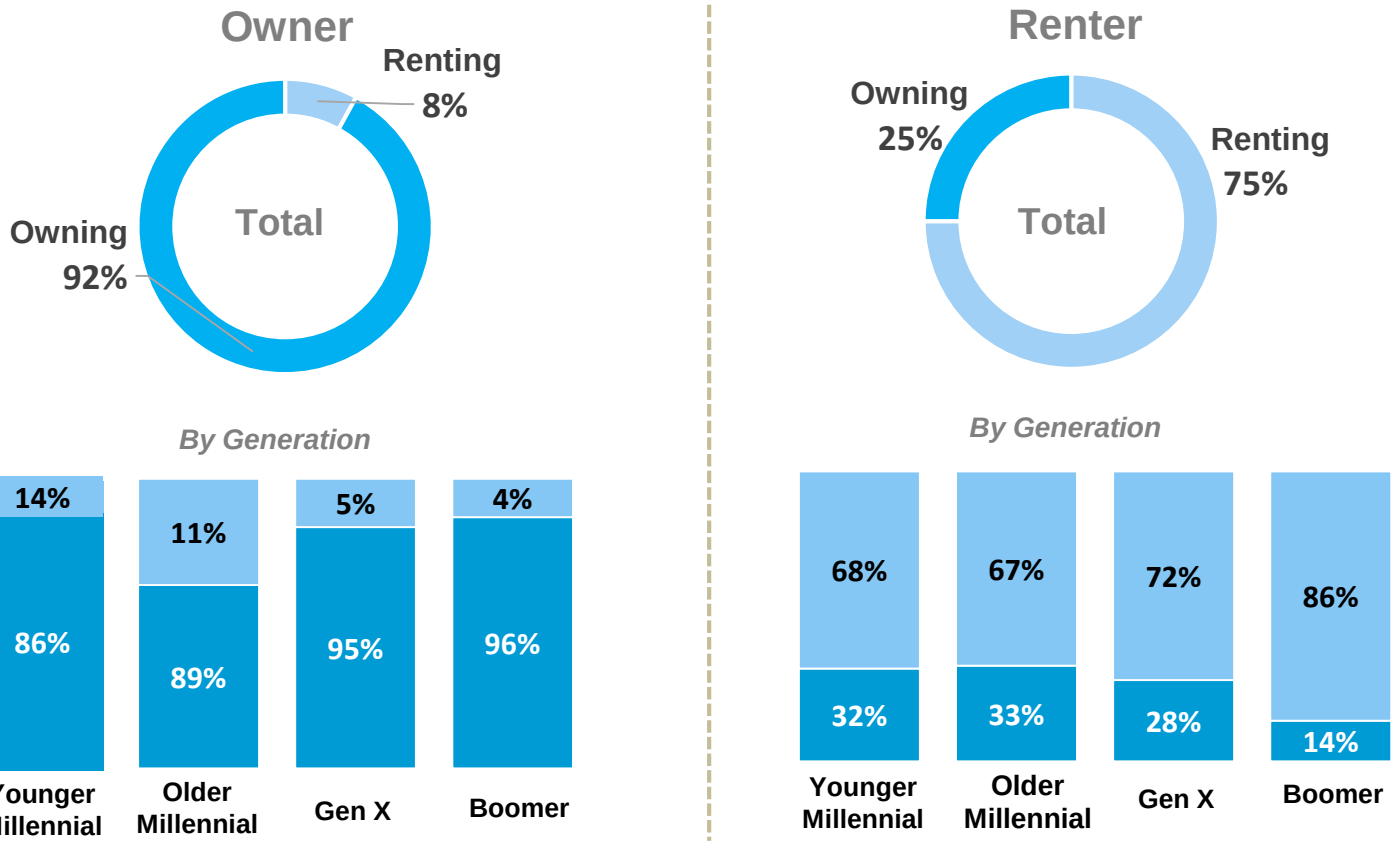
Owners and Renters Think Their Current Lifestyle is the Best Fit for Them

Q: Regardless of the type of home you currently have, would you say that owning or renting is a better fit for your current lifestyle?

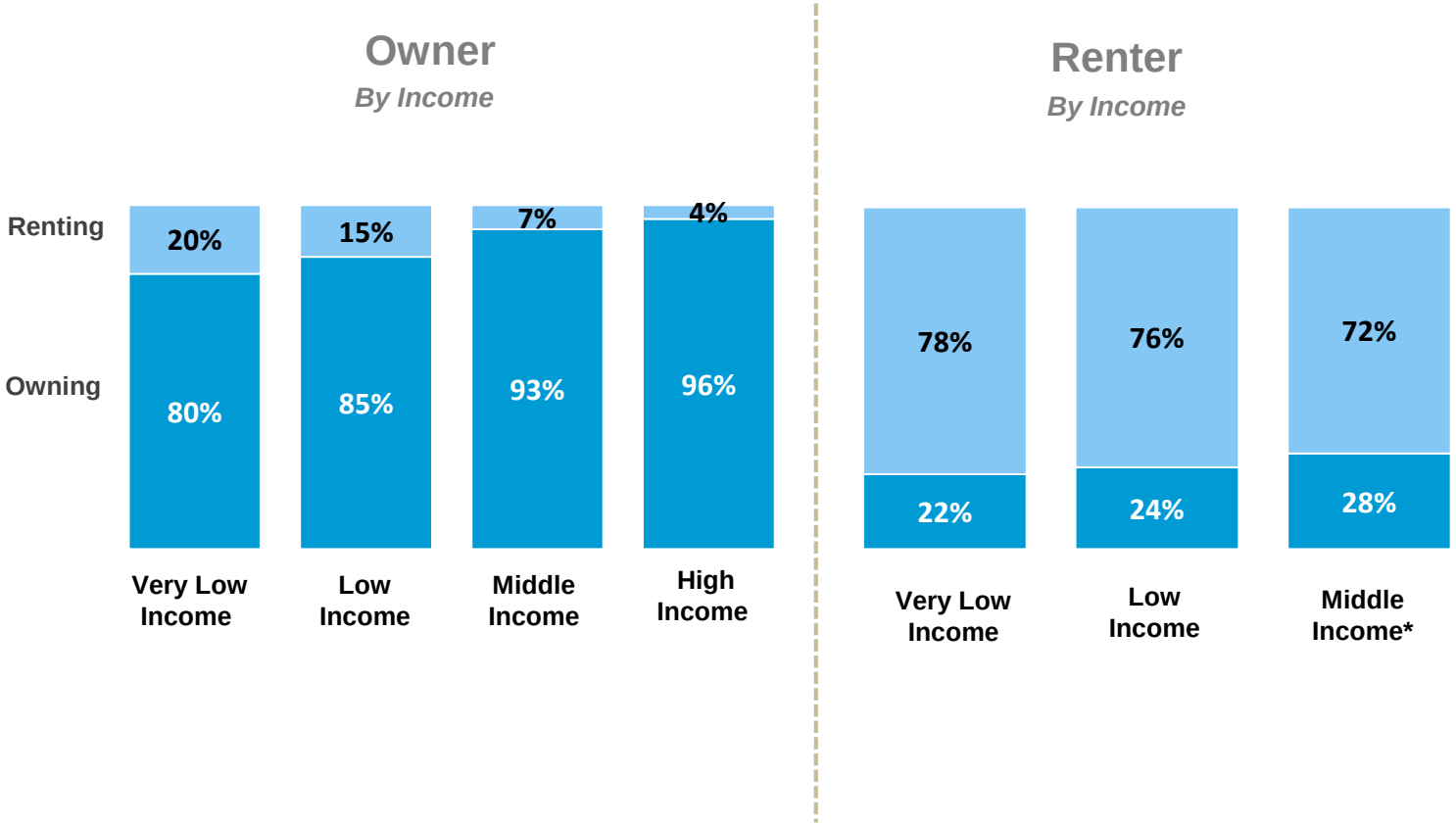


(Apr. 2019 Owner Base = 2,864 [298 Younger Millennial, 476 Older Millennial, 630 Gen X and 1,108 Baby Boomer] Apr. 2019 Renter Base = 1,119 [215 Younger Millennial, 230 Older Millennial, 229 Gen X and 306 Baby Boomer]).

© Freddie Mac

Lower Income Renters Tend to See Renting as a Better Fit

Q: Regardless of the type of home you currently have, would you say that owning or renting is a better fit for your current lifestyle?



*Sample size for High Income Renter too low to report.

(Apr. 2019 Owner Base = 2,833 [185 Very Low Income, 412 Low Income, 1,636 Middle Income, 600 High Income]
Apr. 2019 Renter Base = 1,108 [242 Very Low Income, 350 Low Income, 441 Middle Income])

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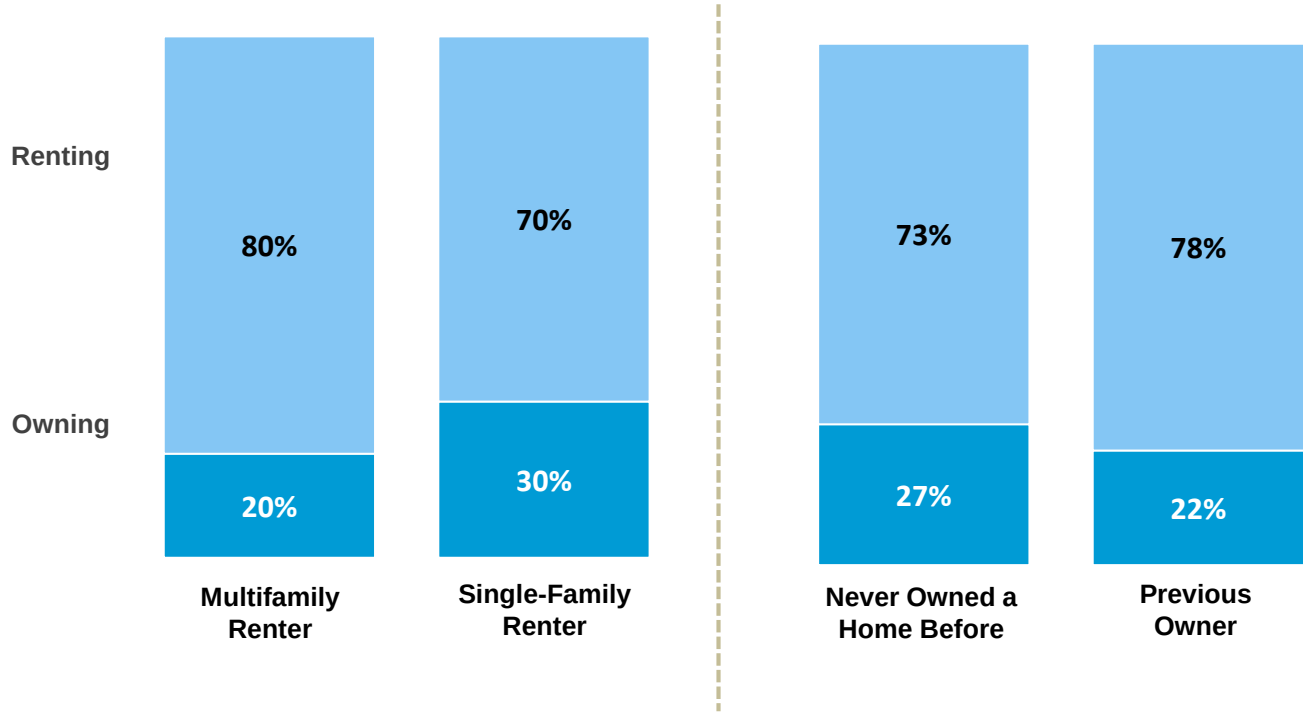
Multifamily Renters and Those Who Have Owned Before Say Renting is a Better Fit for Them

Q: Regardless of the type of home you currently have, would you say that owning or renting is a better fit for your current lifestyle?

By Renter Type Ownership Status

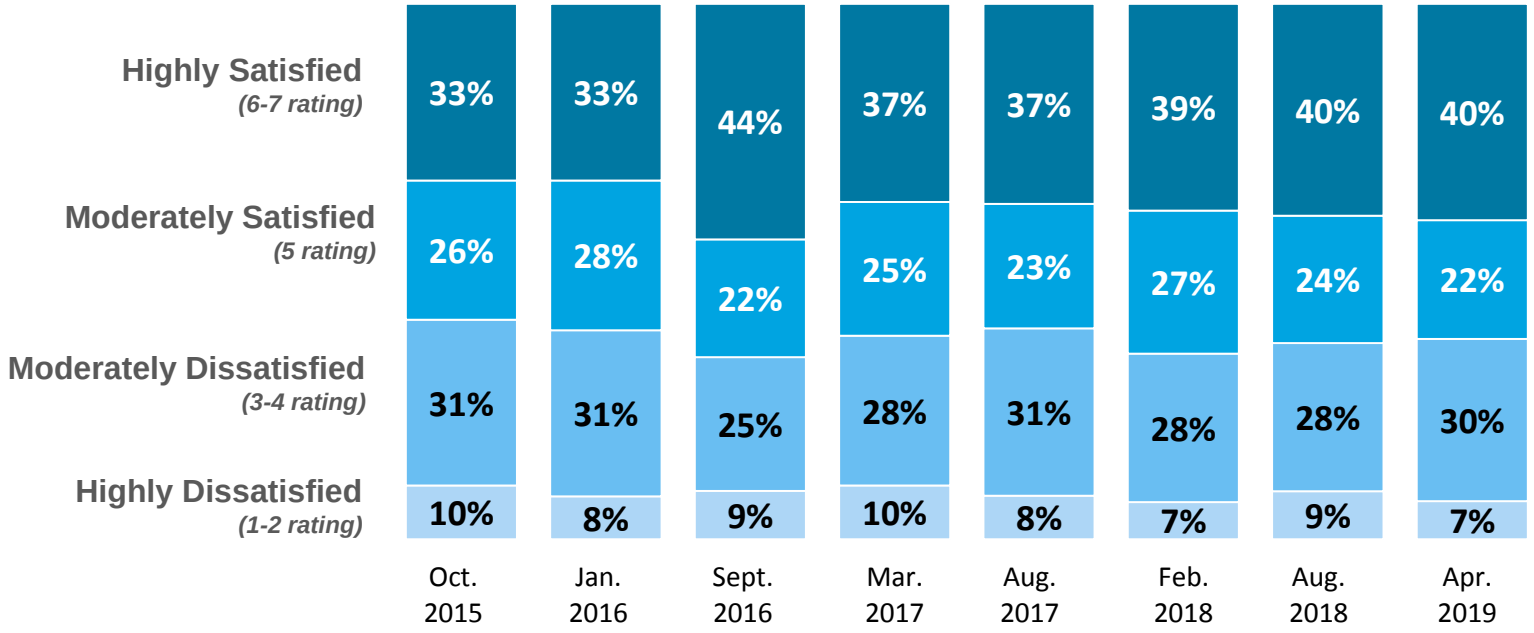


(Apr. 2019 Renter Base = 1,119 [530 Multifamily, 512 Single-Family; 711 Renters Never Owned Before, 408 Renters Who Owned Before])

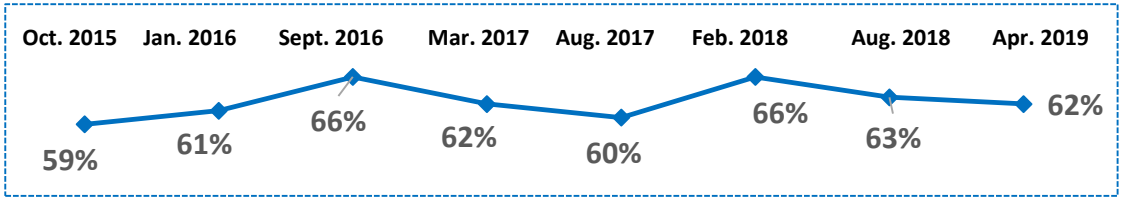
© Freddie Mac

Renters Continue to Be Satisfied With Their Rental Experience

Q: How satisfied have you been with your overall rental experience?



Total Satisfied Renters (5-7 rating)



(Base = Total Renters)

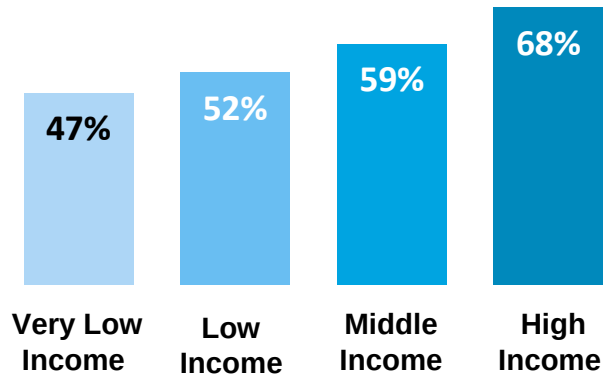
© Freddie Mac

Income Level Has No Effect on Satisfaction With Rental Experience

Q: How satisfied have you been with your rental/owning experience?

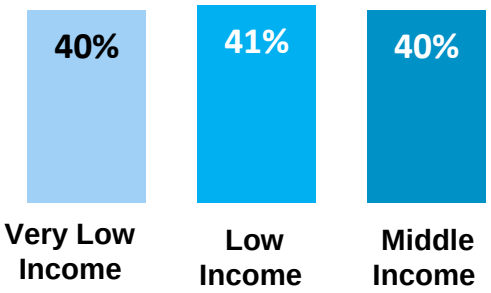
Owner

% Highly Satisfied With Owning Experience
(6-7 rating) By Income



Renter

% Highly Satisfied With Rental Experience
(6-7 rating) By Income*



**Sample size for High Income Renter too low to report.*

(Apr. 2019 Owner Base = 2,864 [185 Very Low Income, 412 Low Income, 1626 Middle Income, 600 High Income]
Apr. 2019 Renter Base = 1,119 [242 Very Low Income, 350 Low Income, 440 Middle Income])

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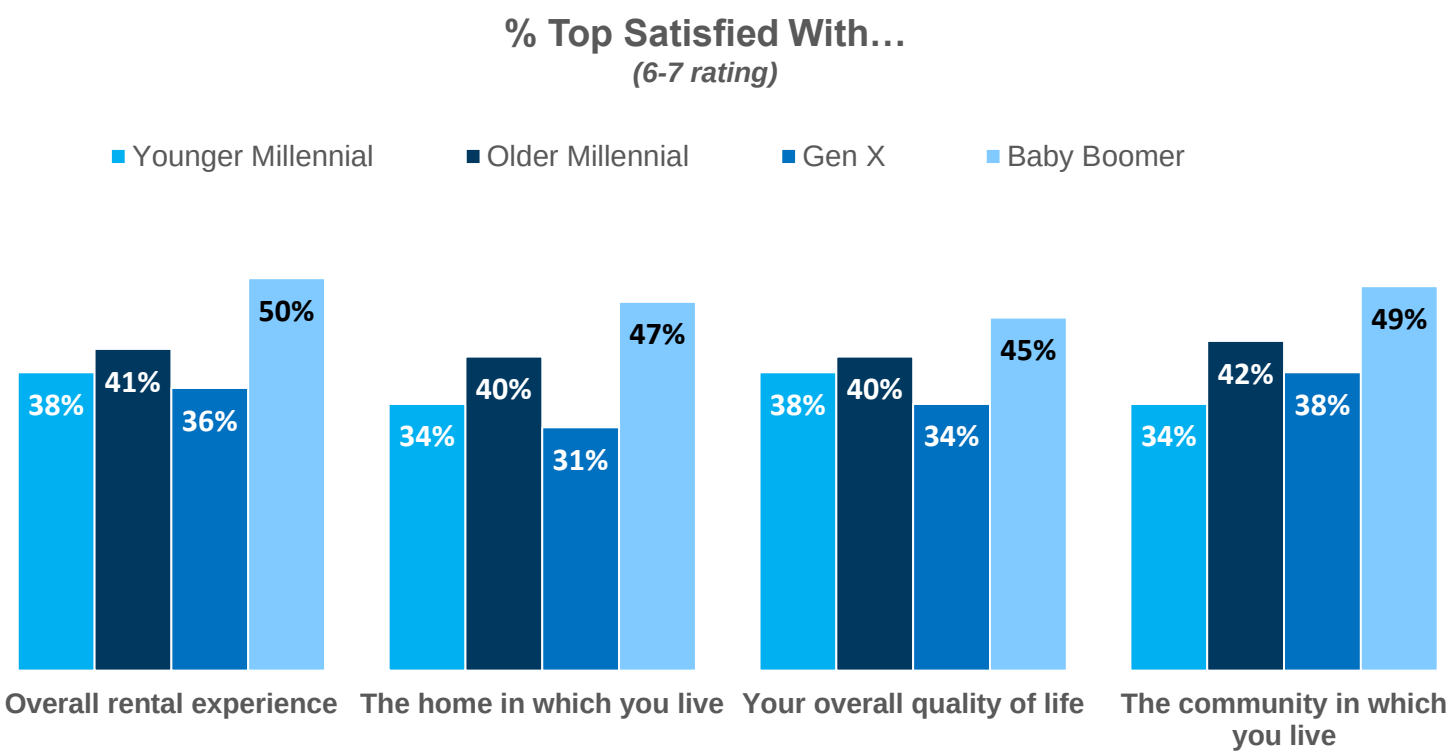
Boomer Renters More Satisfied Than Other Generations

Q: How satisfied have you been with ...



(April 2019 Renter Base = 215 Younger Millennial, 230 Older Millennial, 229 Gen X and 306 Baby Boomer)

Excludes "Gen Z" and "Mature" generational renters (Age 18-22 and 74+) because or relatively lower sample size.

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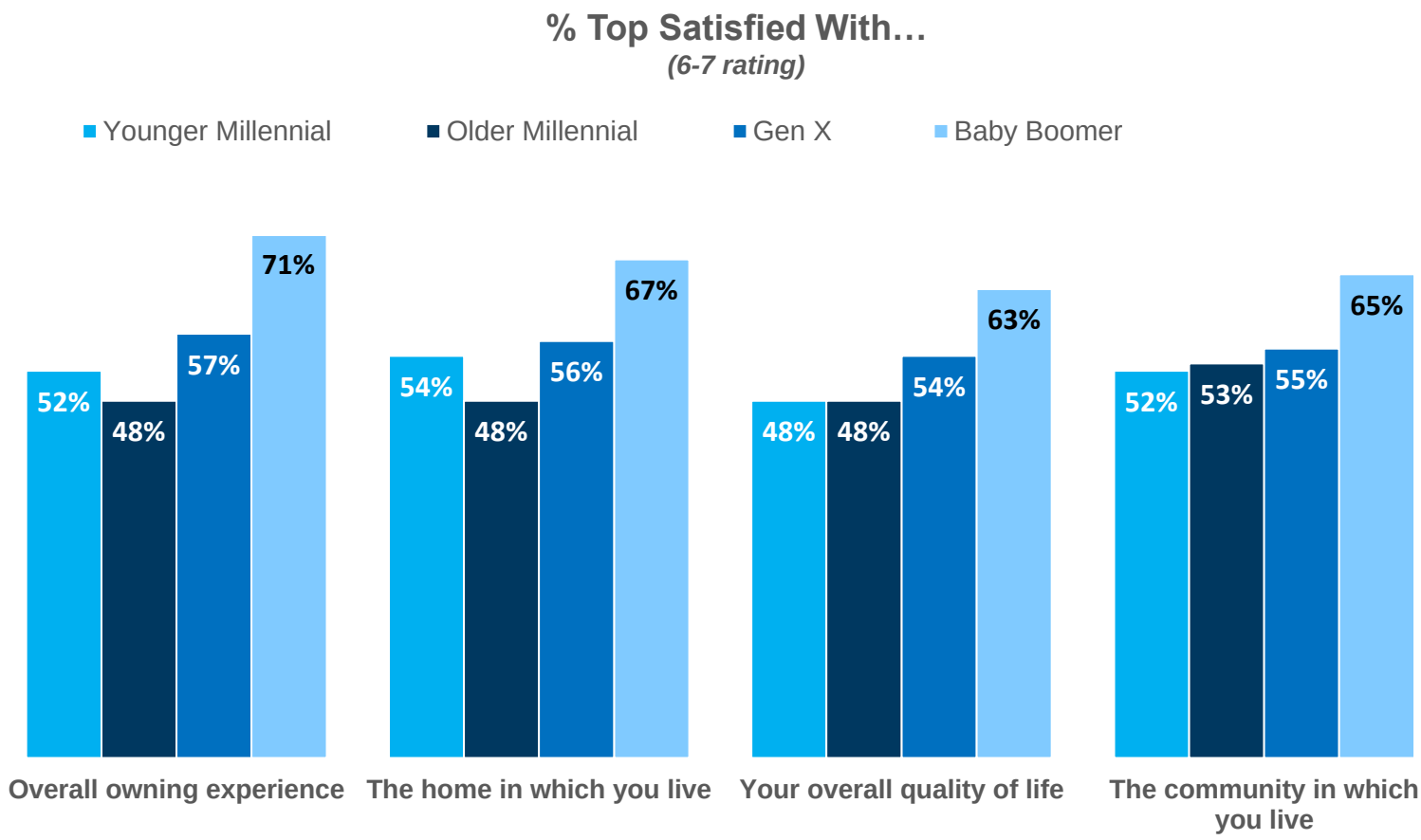
Boomer Owners Also More Satisfied Than Other Generations

Q: How satisfied have you been with ...



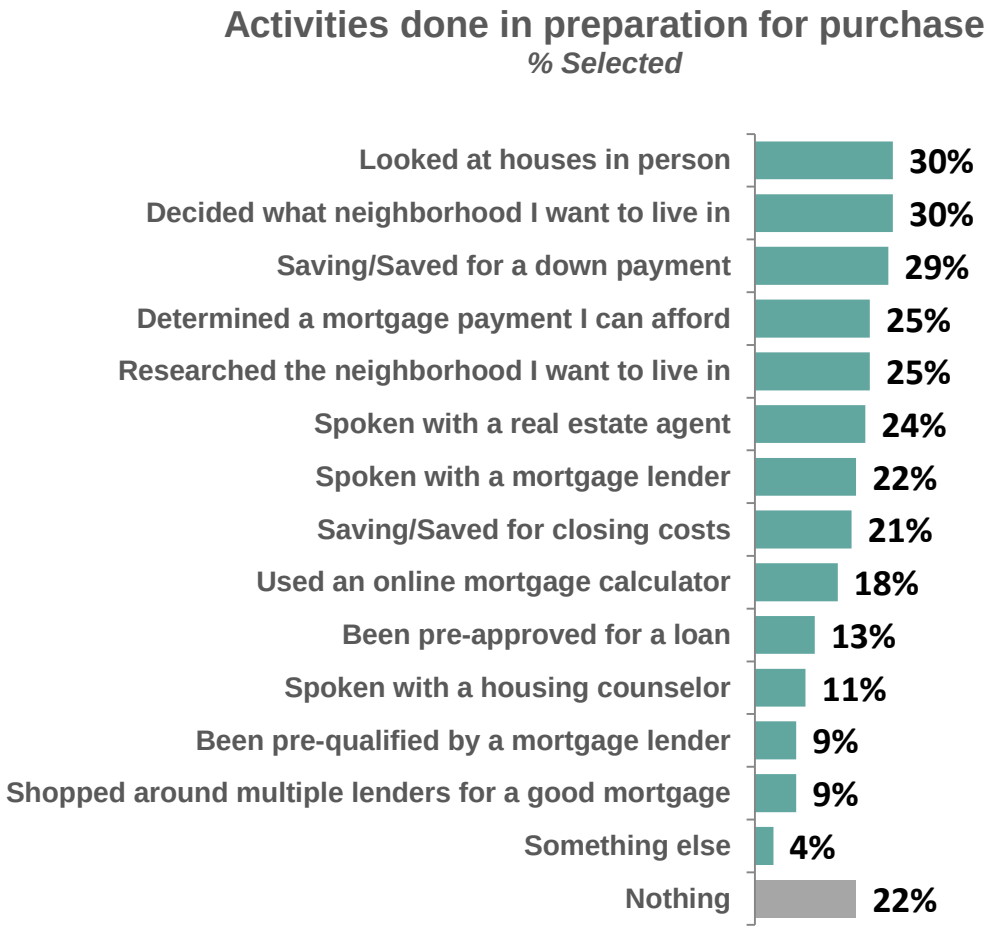
(April 2019 Homeowner Base = 215 Younger Millennial; 230 Older Millennial; 229 Gen X and 306 Baby Boomer)
Excludes "Gen Z" and "Mature" generational renters (Age 18-22 and 74+) because or relatively lower sample size.

© Freddie Mac

Buying Next

Activities Done in Preparation for Purchase

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.



(April 2019 Base = 403 Renters who plan to purchase next home)

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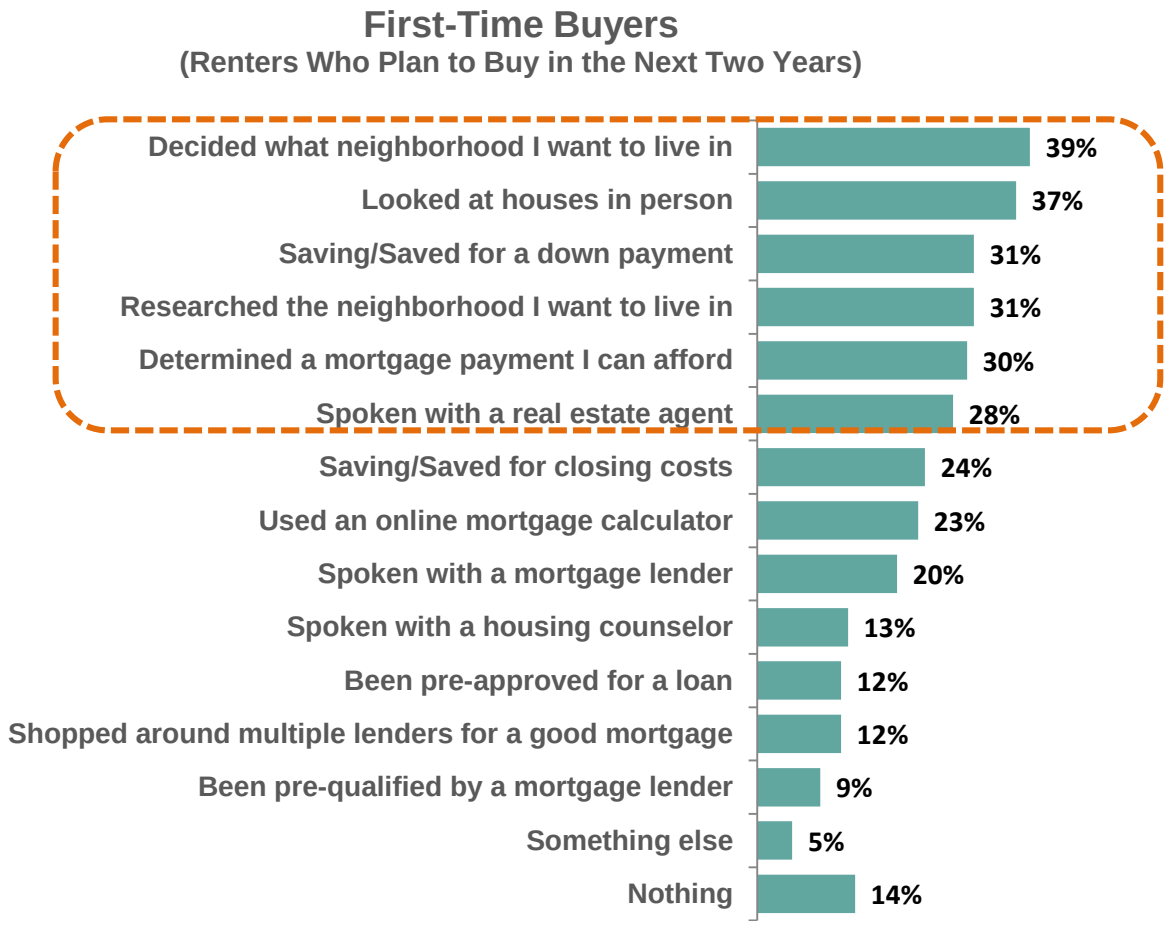
Renters Planning to Buy First Home in the Next Two Years are More Engaged in the Process

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.



(April 2019 Base 203 First-time Buyers)

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Millennial Renters Who Plan to Buy in the Next Two Years Are Taking Action and Have Started Saving

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.

	Millennial		Gen X		Baby Boomer	
		% Selected		% Selected		% Selected
1	Saving/Saved for a down payment	35%	Researched the neighborhood I want to live in	33%	Decided what neighborhood I want to live in	41%
2	Looked at houses in person	30%	Looked at houses in person	31%	Determined how much of a mortgage payment I can afford	34%
3	Spoken with a real estate agent	29%	Decided what neighborhood I want to live in	29%	Nothing	27%
4	Determined how much of a mortgage payment I can afford	24%	Nothing	29%	Saving/Saved for a down payment	26%
5	Decided what neighborhood I want to live in	23%	Spoken with a real estate agent	27%	Researched the neighborhood I want to live	23%
	Researched the neighborhood I want to live in	23%				
	Saving/Saved for closing costs	23%				
	Used an online mortgage calculator	23%				

(April 2019 Renter Base Who Plan to Purchase Next Home = 169 Millennial; 93 Gen X; 75 Baby Boomer).

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Middle Income Renters Who Plan to Buy Next More Likely Than Low Income Renters to Have Started Saving for a Down Payment

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.

Low Income Renters	
	% Selected
Researched the neighborhood I want to live in (i.e., commute time and school districts)	**17%**
Determined how much of a mortgage payment I can afford	**16%**
Saving/Saved for a down payment	**16%**
Decided what neighborhood I want to live in	**22%**
Looked at houses in person	**24%**

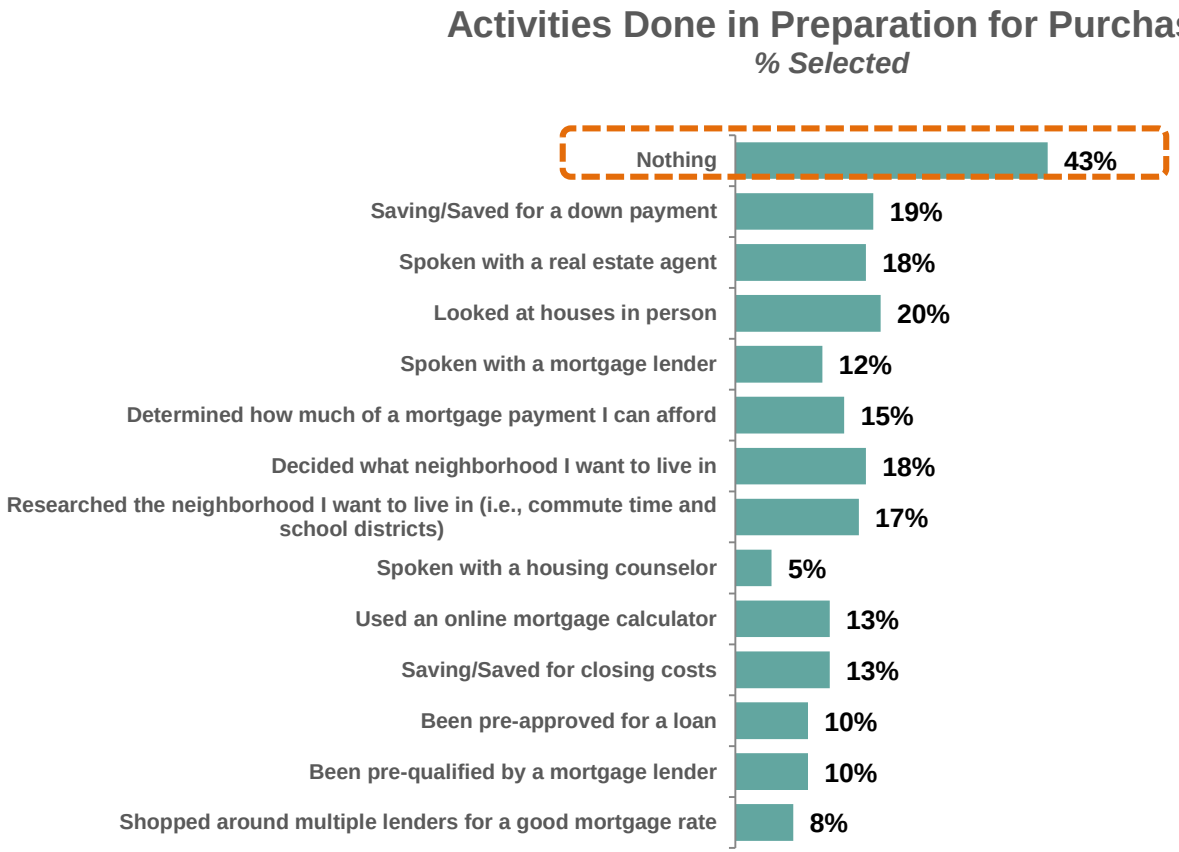
1
2
3
4
5

Middle Income Renters	
	% Selected
Saving/Saved for a down payment	**34%**
Researched the neighborhood I want to live in (i.e., commute time and school districts)	**28%**
Looked at houses in person	**32%**
Decided what neighborhood I want to live in	**34%**
Determined how much of a mortgage payment I can afford	**26%**

(April 2019 Renters Who Plan to Purchase Next Home Base = 173 Low Income; 192 Middle Income)
Please note very low income base size too low to report.

Four in 10 Homeowners Who Plan to Buy Next Have Not Taken Any Action to Prepare

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.



(April 2019 Base = 1,922 Homeowners who plan to purchase a home in their next move)

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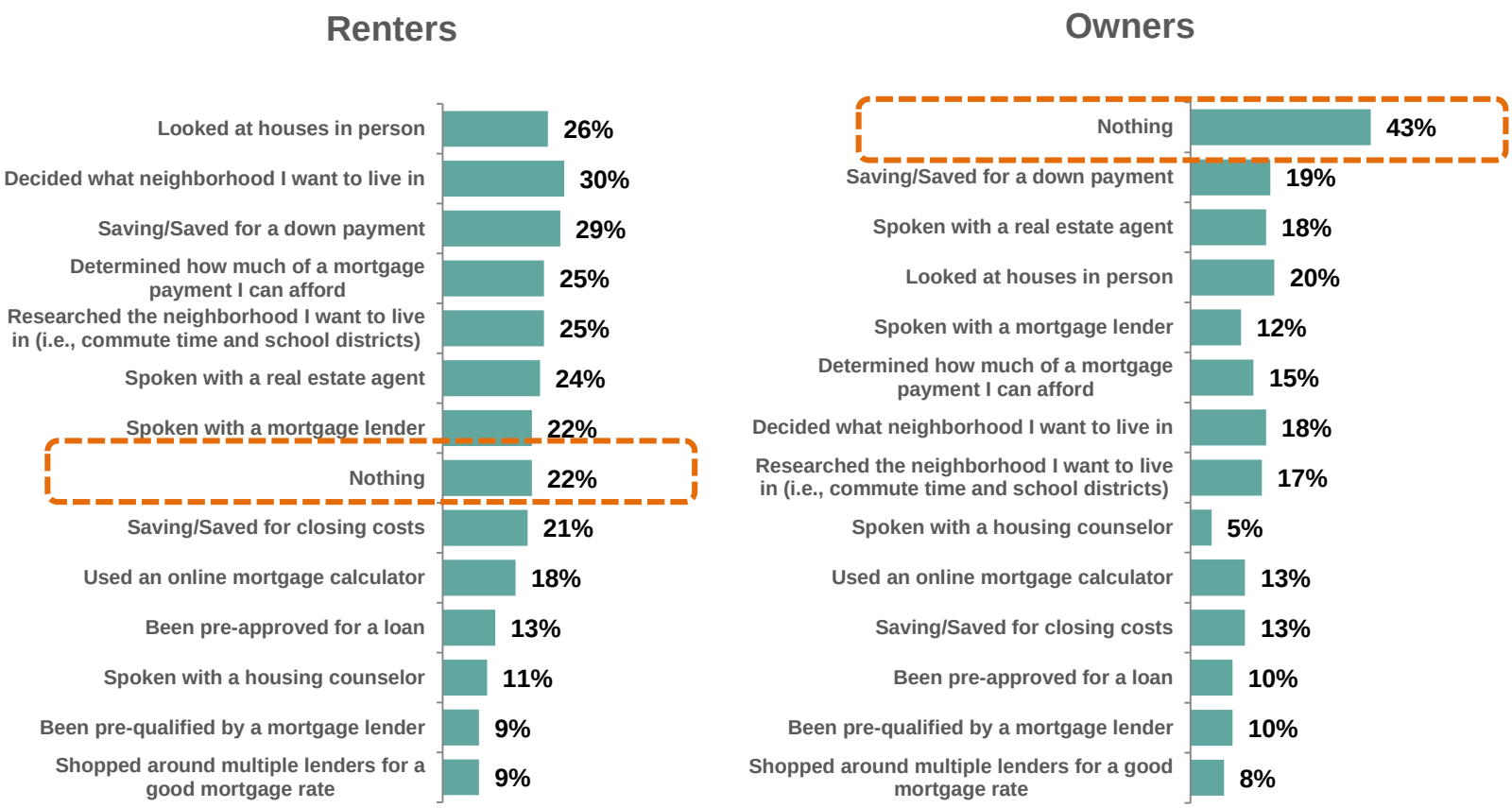
Renters Who Plan to Buy in the Next Two Years are More Engaged in the Homebuying Preparation Process

Q: Which of the following activities, if any, have you done in preparation for purchasing your next home? Please select all that apply.



(April 2019 Base = 397 Renters who plan to purchase next home; 1,820 Homeowners who plan to purchase next home)

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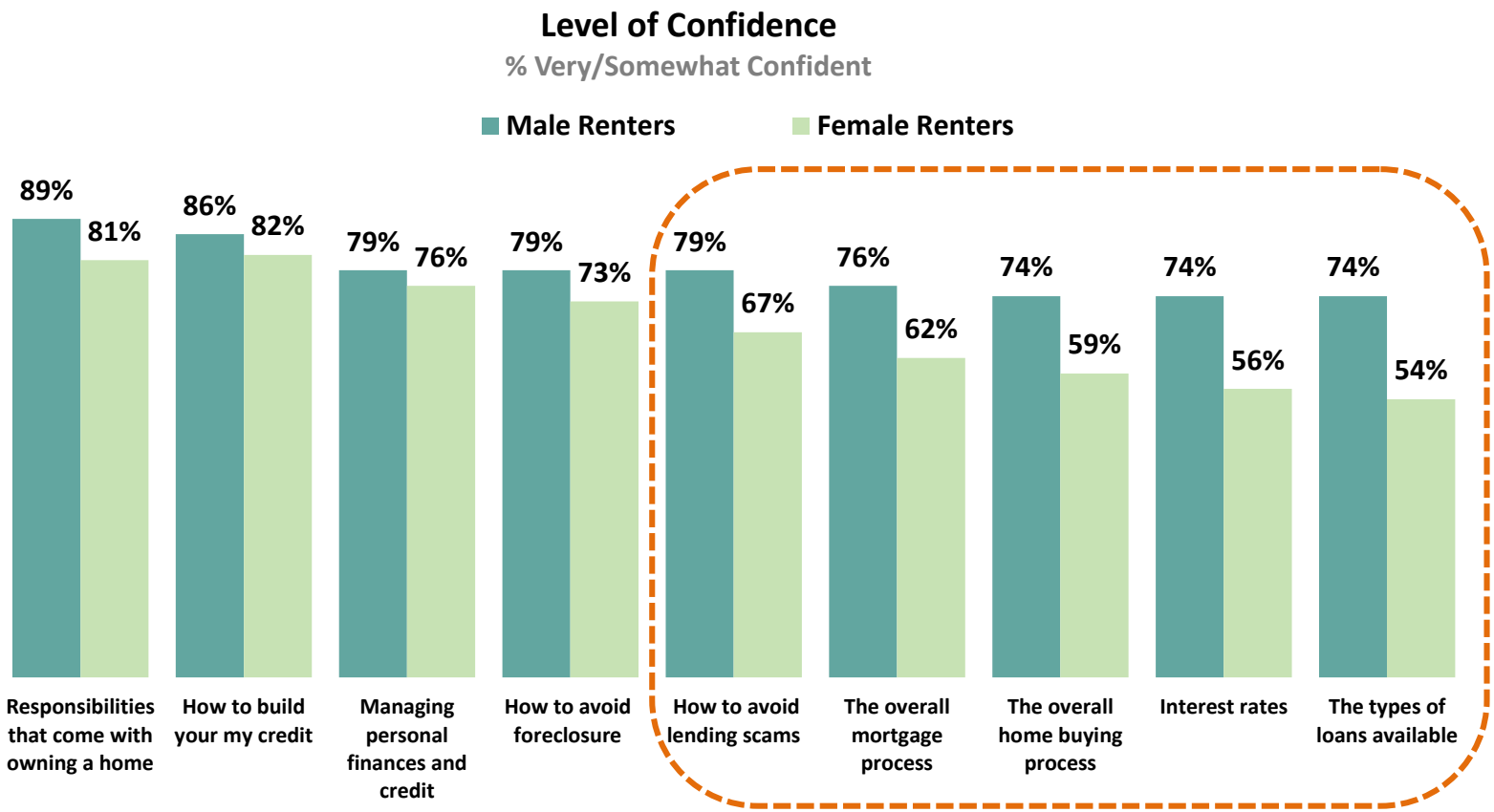
Male Renters Who Plan to Buy in the Next Two Years are More Confident Than Female Renters

Q: How confident do you feel in your knowledge of each of the following?



(April 2019 Base = 135 Male Renters who plan to purchase next home; 268 Female who plan to purchase next home)

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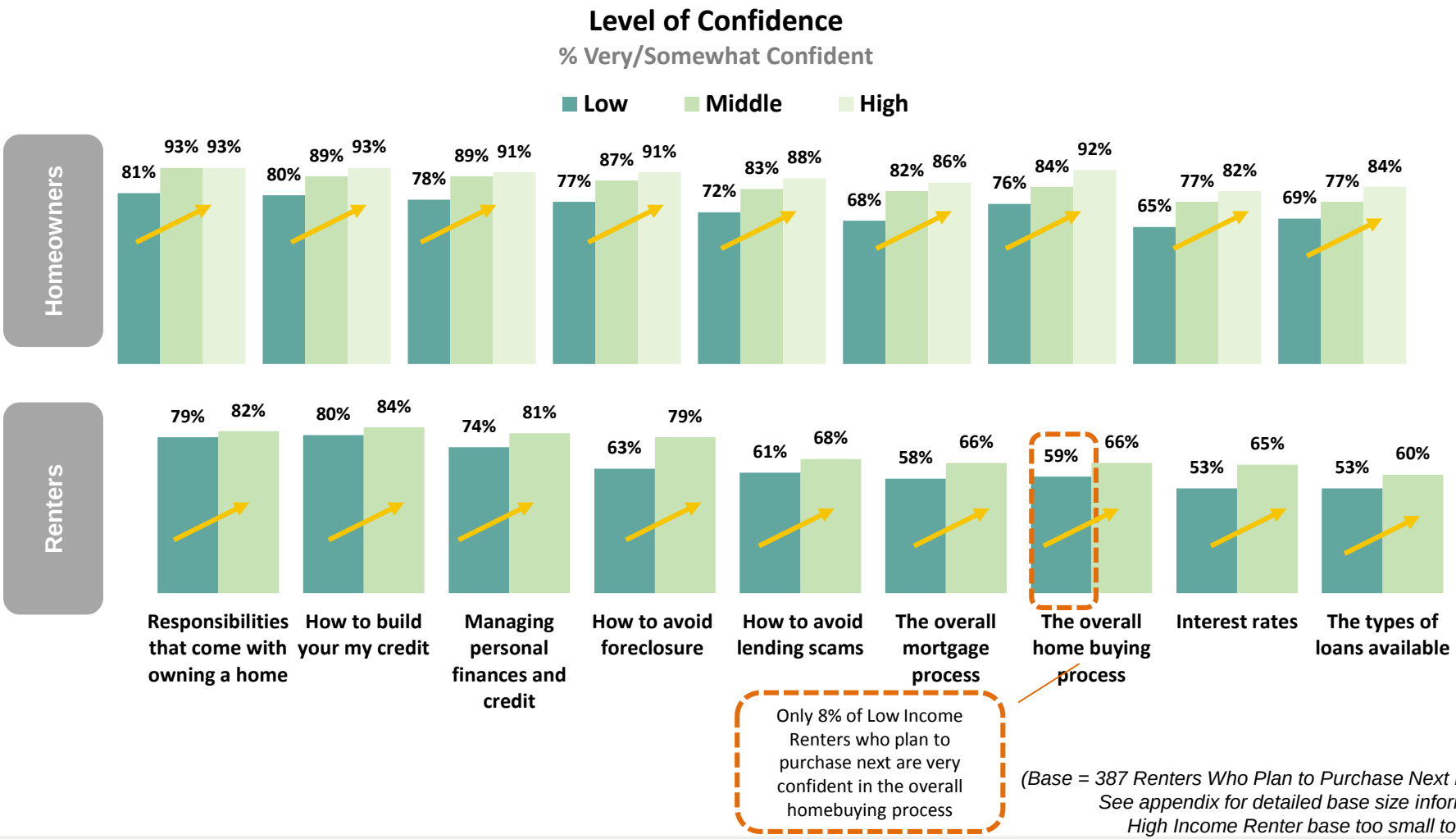
Confidence Increases With Income Level for Both Homeowners and Renters

Q: How confident do you feel in your knowledge of each of the following?



(Base = 387 Renters Who Plan to Purchase Next Home)
See appendix for detailed base size information
High Income Renter base too small to report

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Appendix

Background and Methodology

Background

- Freddie Mac has commissioned Harris Poll to survey more than 4,000 U.S. adults on their perceptions about housing in general and key issues in today's market.
- Freddie Mac has conducted this research to learn about consumers':
  - Preferences towards the housing choices available to them
  - Financial views and behavior
  - Views on renting and owning
  - The drivers for their housing decisions.

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Methodology

- Harris Poll, on behalf of Freddie Mac, conducted an online survey within the United States via its Omnibus product between August 2015 and April 2019. Information regarding the last seven waves of this study is included below:

Waves	Data Collection	Total (18 and Over)	Owner	Renter	Other
Oct. 2015	October 8 – 12	2,020	N/A	703	N/A
Jan. 2016	January 2016 – February 1	4,063	N/A	1,527	N/A
Sep. 2016	August 31 – September 6	4,105	2,664	1,362	79
Mar. 2017	March 3 – 6	4,283	2,901	1,282	100
Aug. 2017	August 28 – 30	4,459	3,030	1,342	87
Feb. 2018	January 30 – February 1	4,115	2,821	1,209	85
Aug. 2018	August 13 – 15	4,040	2,916	1,059	65
Apr. 2019	April 1 – 4	4,040	2,864	1,119	57

- For all surveys, figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' likelihood to be online.
- All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error, which are often not possible to quantify or estimate, including sampling and coverage error, error associated with nonresponse, error associated with question wording/response options and post-survey weighting and adjustments. Therefore, the words "margin of error" are avoided as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.
- Respondents for this survey were selected from among those who agreed to participate in panel surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the online panel, no estimates of theoretical sampling error can be calculated.
- Due to rounding, percentages may add up to 100% +/-1%

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Workforce Sample Composition

Q. What is your employment status?
Q. Does your current job involve providing essential services in any of the following areas critical to the operation of a community? Select all that apply.

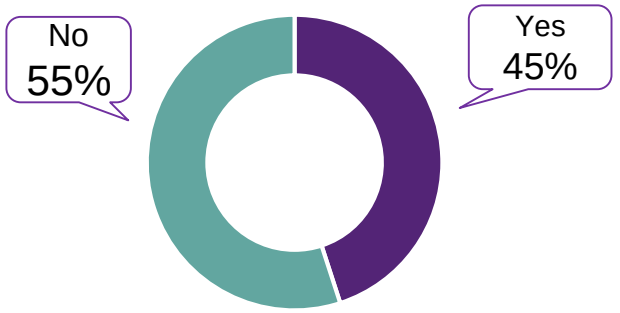
Essential Workforce is defined here as a having role in providing critical/essential services to the operation of a community. This analysis relies on self-reported data and includes respondents who mainly work in the following areas: health care, education, basic utilities, public safety, public works, postal service, transportation, social services, food services, child care, youth services, etc.

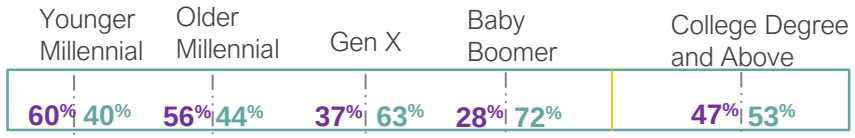
Most the renters in the essential workforce represented in this report work in health care and education

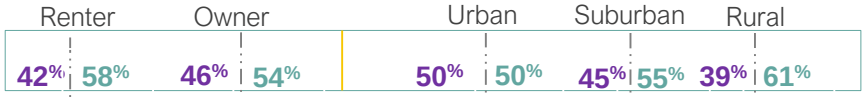
Does your current job involve providing essential services in any of the following areas critical to the operation of a community?

- ❑ Health care (i.e. nurse, doctor, EMS professional, health care worker)
- ❑ Social Services (Child care, youth services, etc.)
- ❑ Public works and/or basic utilities (i.e. construction, road maintenance, operating electric/oil/gas and water/sewage/trash supply services, telecommunications, etc.)
- ❑ Public safety (i.e. law enforcement, firefighting services, prison services, traffic guard)
- ❑ Education (i.e. teacher, bus driver or other essential school staff)
- ❑ Essential food services
- ❑ Postal Service (i.e. mail delivery, mail clerk)
- ❑ Transportation (i.e. bus driver, metro staff, conductor, air-traffic controller)
- ❑ Other service critical to a community_____ Please specify
- ❑ My current job does **not** involve providing essential services to the operation of a community.

Does your job involve providing essential services to the operation of a community?







(Employed base = 989 Essential Workforce; 1,109 All Other Workforce)
Excludes Self-Employed Renters)

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Income Tiers Composition

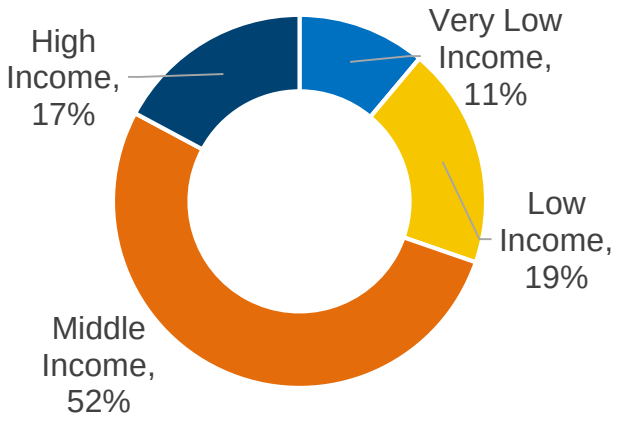
Income Tiers

For the purpose this study, respondents are classified into tiers based on methodology used by Pew Research Center using 2016 American Community Survey (IPUMS) data which identifies ranges of household income needed to qualify for middle-income status in 2016 dollars.

Each respondent is assigned an income tier based on response to household size and the household's total annual income. The tiers also take in consideration the different median income levels in each U.S. metropolitan area.

High and middle tiers derive from the IPUMS ranges. To classify the very low income tier, we use one-half the highest value for the low income tier.

Note: Household income is asked as a categorical range in the survey. We use the midpoint as well as census ranges to apply the specific income for the purpose of matching to the income levels from IPUMS.



	Very Low Income	Low Income	Middle Income	High Income
Owner	6%	12%	57%	25%
Renter	20%	28%	44%	9%

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Potential First-Time Homeowners Sample Composition

Q. Have you every owned a home?
Q. When do you expect to move into a new home next?
Q. For your next residence, do you expect to…? We realized you may be unsure, but please provide your best assumptions.

For the purpose this study, first-time home owners are those who have never owned before, say they expect move in the next four years and plan to buy their next residence. Sample = 203 potential first-time homeowners among 1,119 current renters.

Nearly 1 in 5 current renters are potentially a first-time homeowner in the next 4 years.

Have you ever owned a home?
- ❑ Yes, single-family home
- ❑ Yes, condo or co-op
- ❑ Yes, another type of home
- ❑ **No, I have never owned a home before**

When do you expect to move into a new home next?
- ❑ Never
- ❑ **Less than 1 year from now**
- ❑ **In 1-2 year(s)**
- ❑ **In 3-4 years**
- ❑ In 5 years or more
- ❑ Don't know

For your next residence, do you expect to ...? We realize you may be unsure, but please provide your best assumptions.
- ❑ Rent
- ❑ Buy

Sample Composition

Millennial	**123**	**61%**
Gen X	**38**	**19%**
Gen Z	**20**	**10%**
Boomer	**20**	**10%**

Very Low Income Tier	**28**	**14%**
Low Income Tier	**55**	**27%**
Middle Income Tier	**104**	**52%**
High Income Tier	**14**	**7%**

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Homeowner Base Sizes

	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Total	2,664	2,901	3,030	2,821	2,916	2,864

GENERATIONS

	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Millennial	472	457	533	504	598	774
Gen X	621	707	666	702	734	630
Boomer	1,124	1,164	1,443	1,264	1,211	1,108

AREA

	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Urban	519	613	668	591	593	556
Suburban	1,476	1,496	1,560	1,522	1,575	1612
Rural	669	792	3,030	708	748	696

REGION

	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Northeast	565	658	665	600	565	628
South	932	981	1,034	933	1,098	1,082
West	647	626	608	639	596	543
Midwest	520	636	723	649	657	611

INCOME

	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Very Low	N/A	N/A	N/A	N/A	N/A	185
Low	613	999	908	841	905	412
Middle	1,003	1,405	1,572	1,502	1,478	1636
High	252	327	371	321	362	600

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Renter Base Sizes

	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Total	676	703	1,527	1,362	1,282	1,342	1,209	1,059	1,119
GENERATIONS									
	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Millennial	286	307	644	587	388	456	389	365	445
Gen X	165	188	408	405	383	361	367	271	229
Boomer	194	170	395	371	395	420	370	323	306
AREA									
	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Urban	N/A	N/A	N/A	500	463	478	441	411	417
Suburban	N/A	N/A	N/A	625	586	597	535	456	503
Rural	N/A	N/A	N/A	237	233	267	233	192	199
INCOME									
	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Very Low	156	171	445	227	349	301	252	240	242
Low	187	186	449	360	358	382	359	302	350
Middle	263	280	473	537	451	533	480	419	440
High	26	34	50	74	55	62	66	58	76
REGION									
	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Northeast	164	478	365	285	289	314	300	228	217
South	189	652	508	501	386	457	383	398	404
Midwest	165	515	345	279	312	259	269	212	224
West	158	375	309	297	295	312	257	221	274
TYPE OF RENTAL									
	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018	August 2018	April 2019
Multifamily	294	269	656	607	531	578	553	532	530
Single-Family	324	390	783	673	668	653	573	448	512

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