



# Profile of Today's Renter Multifamily Renter Research

Market Insights, Corporate Communications & Marketing

February 2018

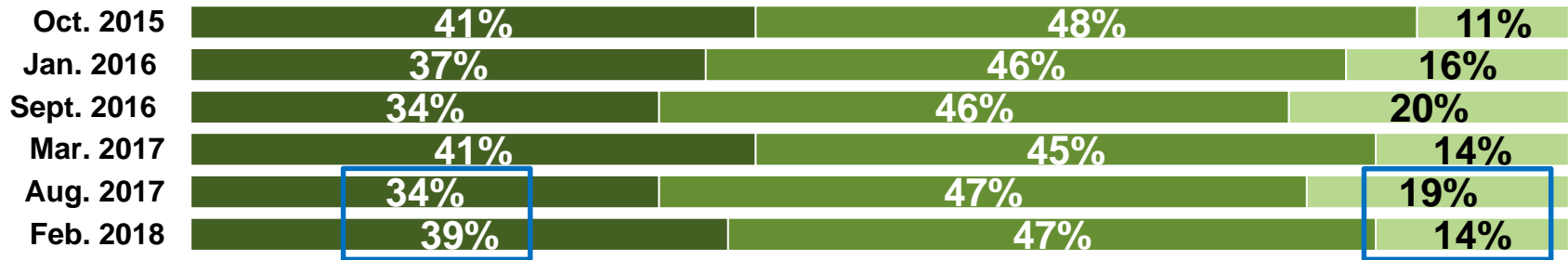
# Perceptions on Personal Finances Rebounding



**Q: Which of the following statements best describes your household's general financial situation?**  
**Q: Which of the following statements best describes your general feelings about your current debt?**

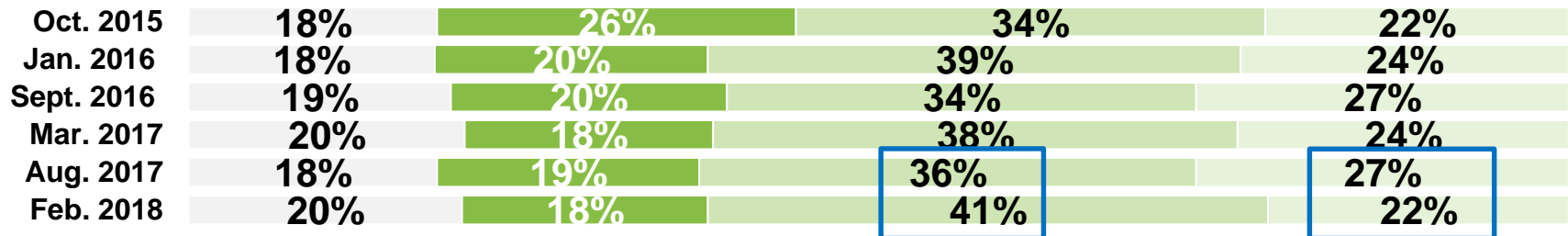
## Managing Finances

■ Have enough money to go beyond each payday    ■ Live payday to payday    ■ Sometimes don't have enough money for basics



## Managing Debt

■ Don't current have any debt    ■ Manage debt without any set back    ■ Occasional difficulties, but making progress    ■ Never able to make any progress



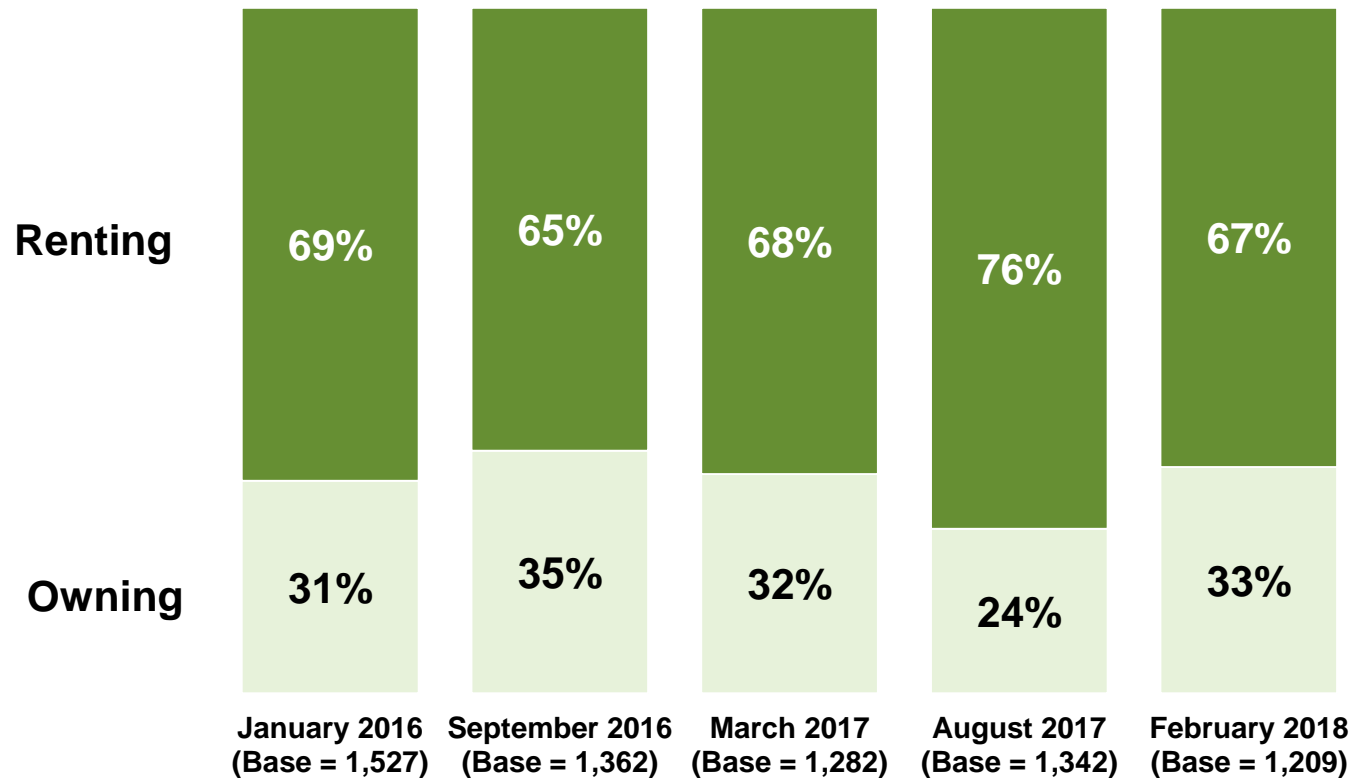
Please refer to table Appendix C for detailed sample size information.

(Base=Total Renters)

# Although Less Pronounced This Quarter, Renting Still Most Affordable Option



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

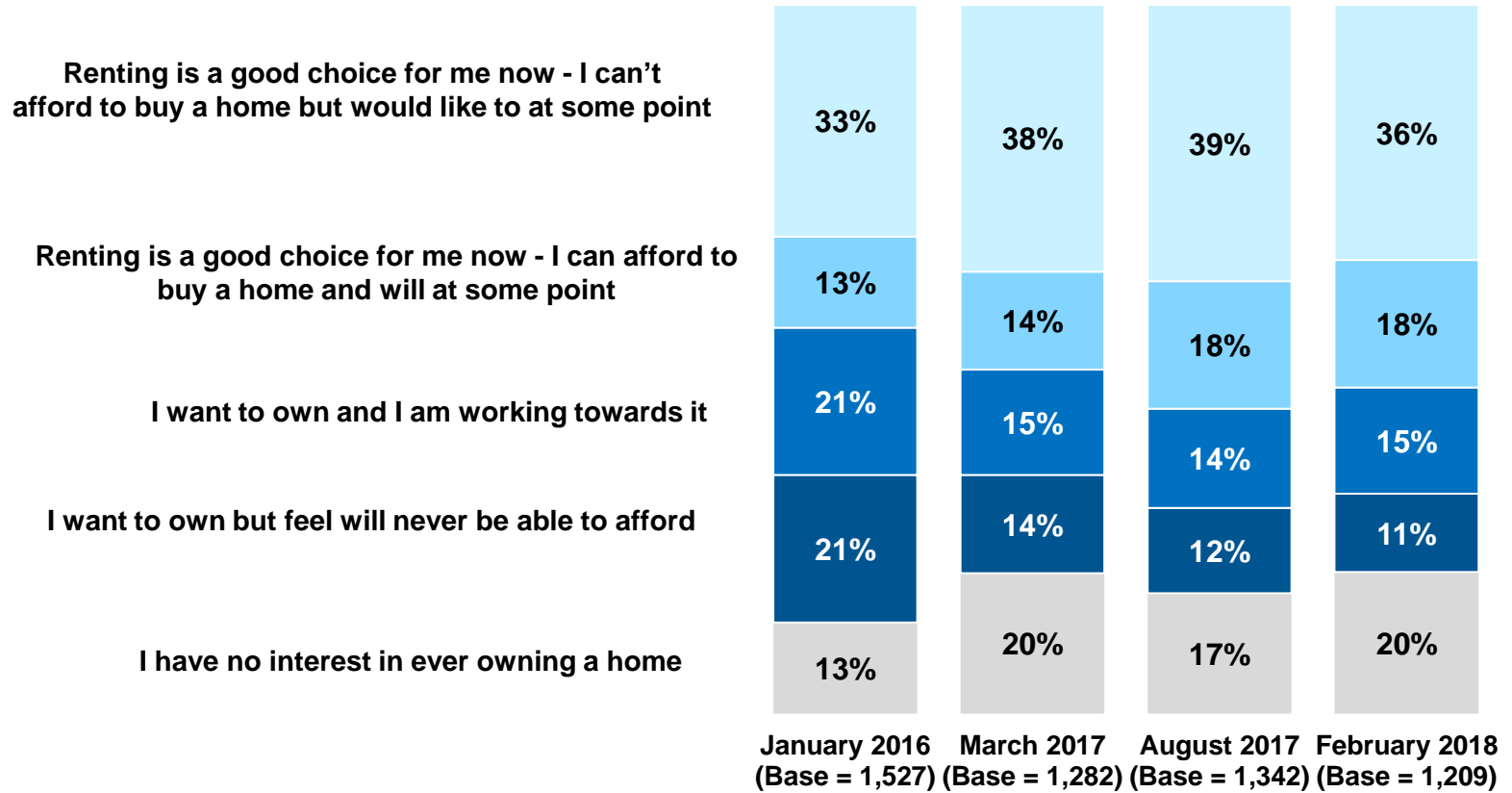


(Base=Total Renters)

# Most Renters Continue to Believe Renting is a Good Choice for Now



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

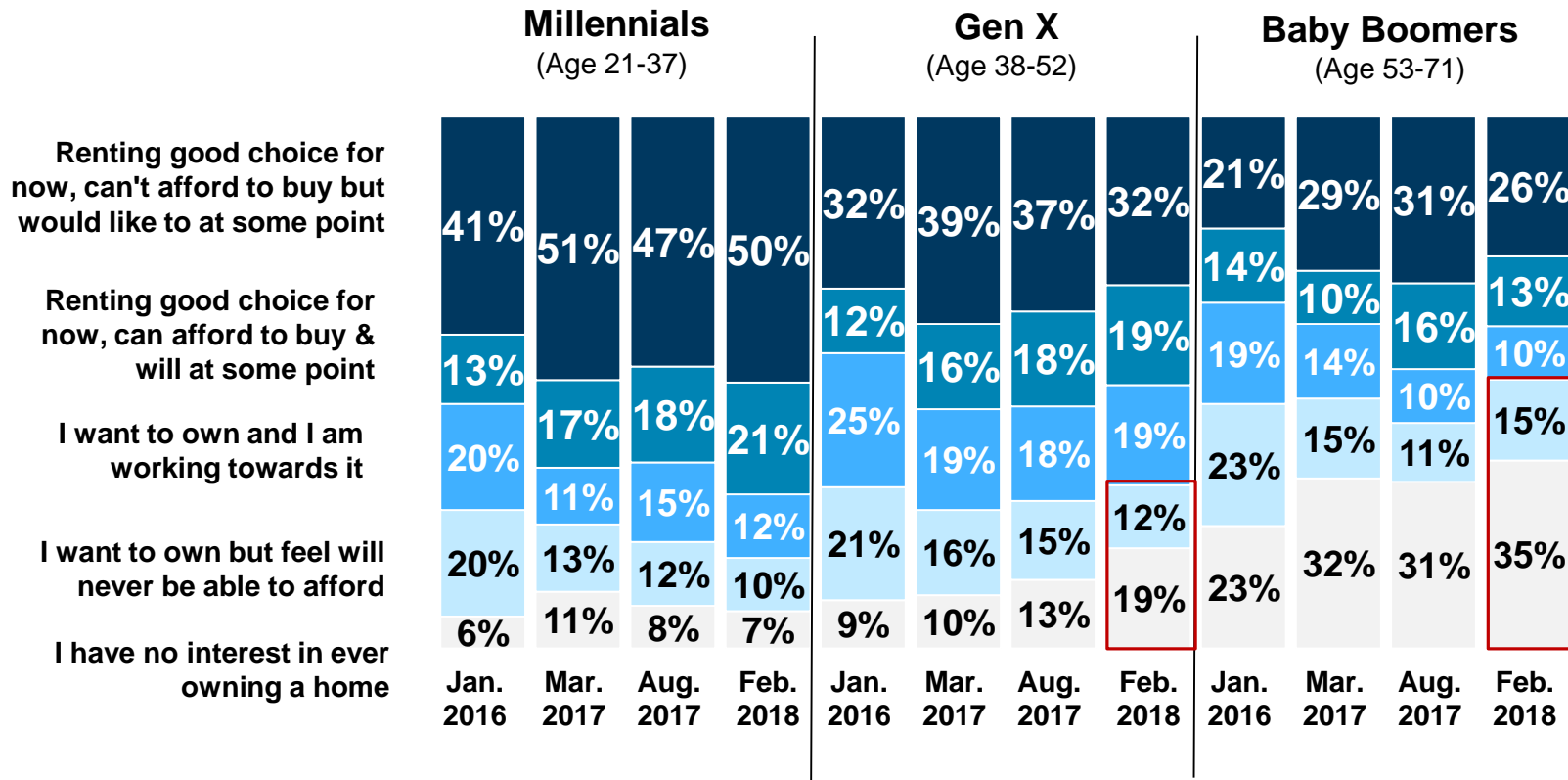


Please refer to table Appendix C for detailed sample size information.

# Gen-Xers and Boomers Increasingly Showing Less Interest in Owning



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



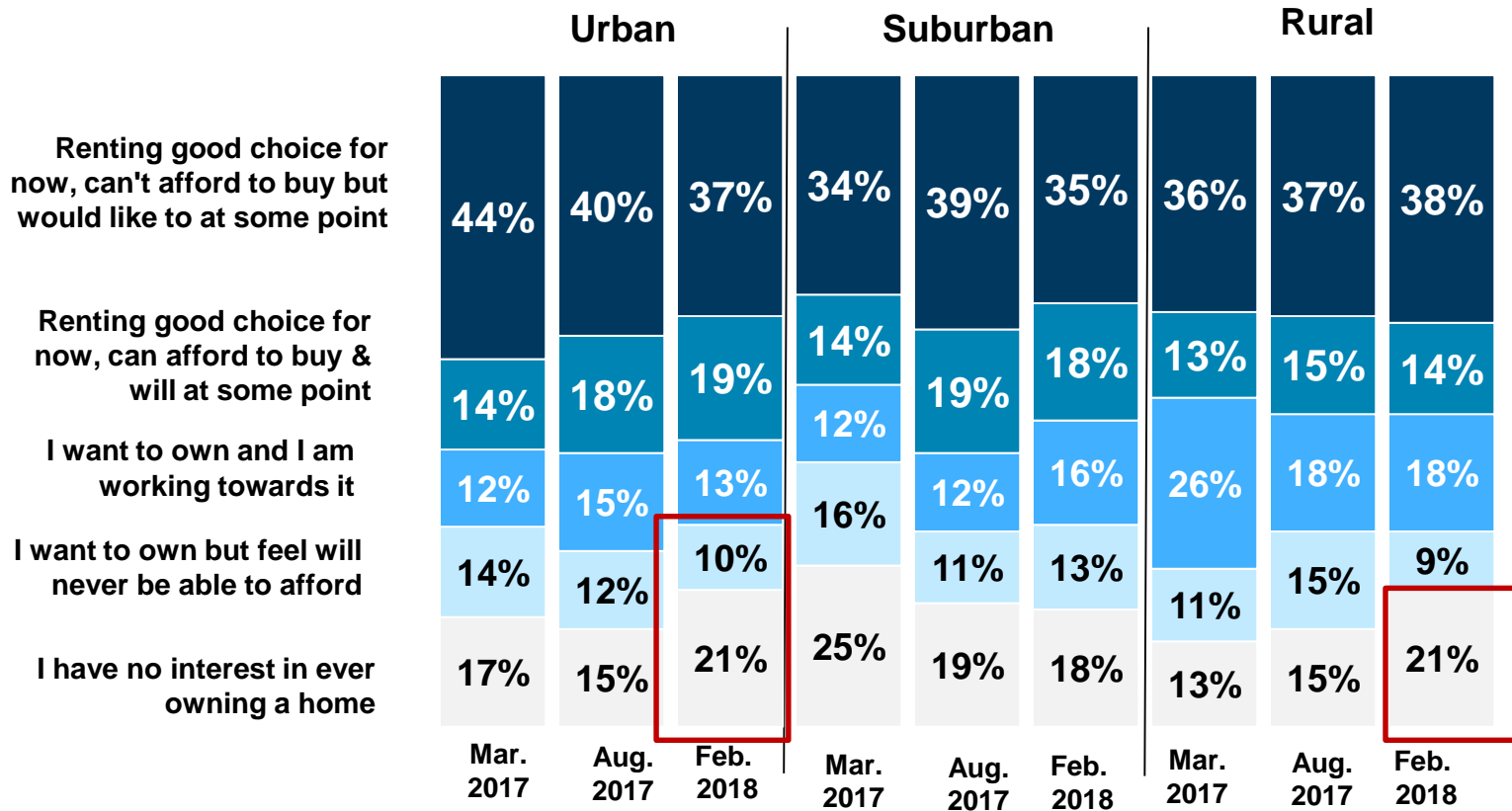
Please refer to table Appendix C for detailed sample size information.

(Feb. 2018 Base = 389 Millennials, 367 Gen X and 370 Baby Boomers). Excludes "Mature" generational renters (Age 69+) given extremely small sample size.

# Rural and Urban Renters Show Less Interest in Owning a Home



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



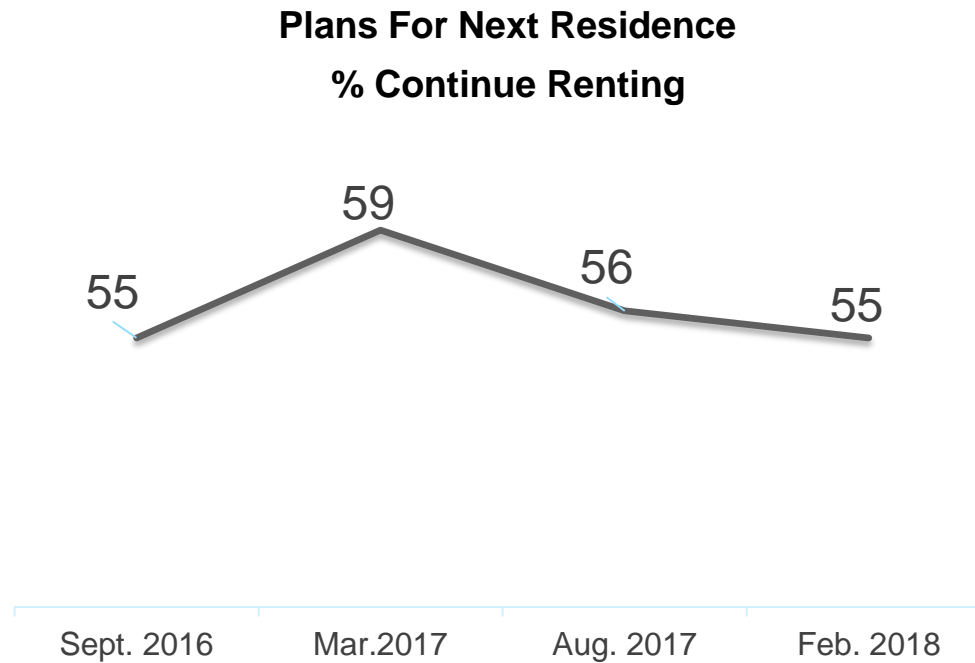
Please refer to table Appendix C for detailed sample size information.

(February 2018 Base = 441 Urban Renters, 535 Suburban Renters, 233 Rural Renters)

# Plans to Continue Renting Remain Unchanged



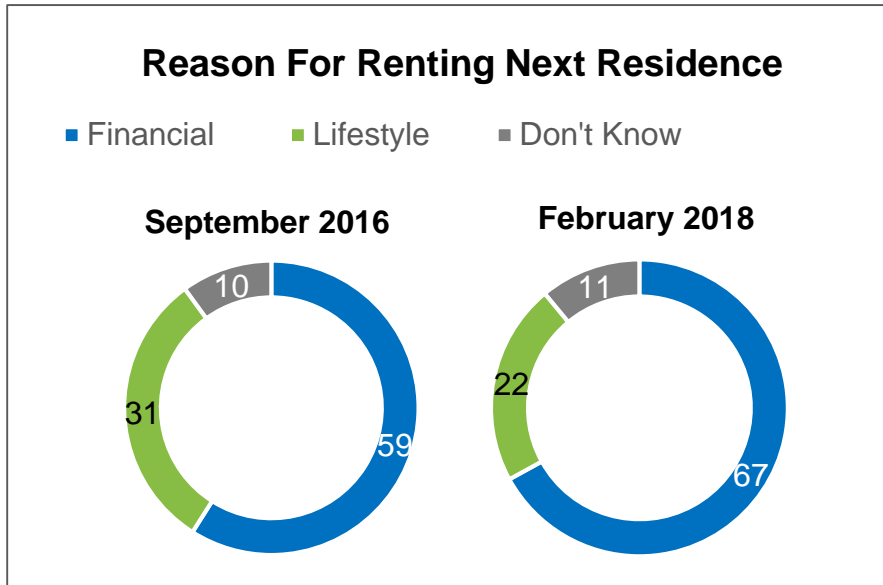
**Q: For your next residence, do you expect to...? We realize you may be unsure, but please provide your best assumptions.**



*(February 2018 Base = 1,041 Renters Who Plan to Move/Don't Know)  
(Base = Renters who indicate they have experienced a rent increase in the past two years)*

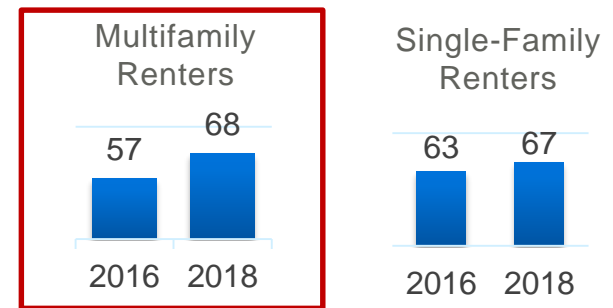
# More Renters Say Renting for Financial Reasons

Q: Is your expectation to be renting your next residence driven more by financial reasons or lifestyle reasons?

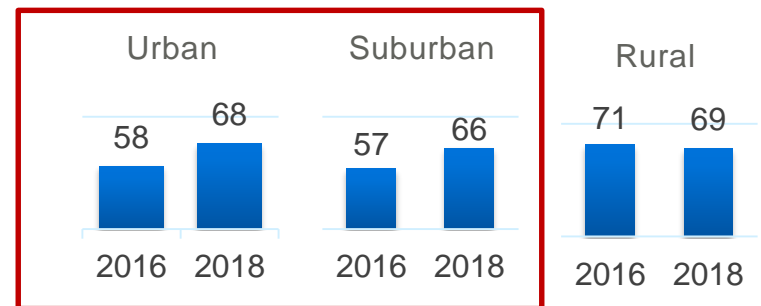


## Renting for Financial Reasons

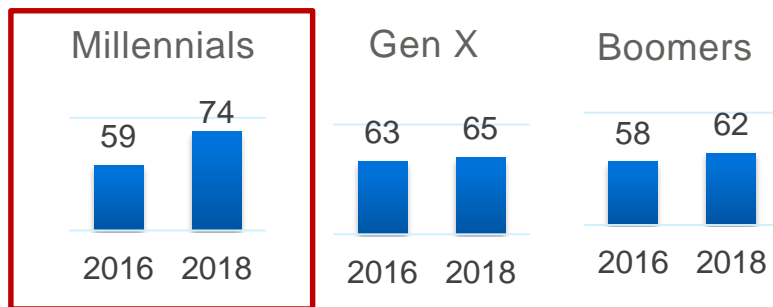
### By Renter Type



### By Area



### By Generation



(2018 Base=610 Renters Who Plan To Rent Their Next Residence  
2016 Base=660 Renters Who Plan To Rent Their Next Residence)

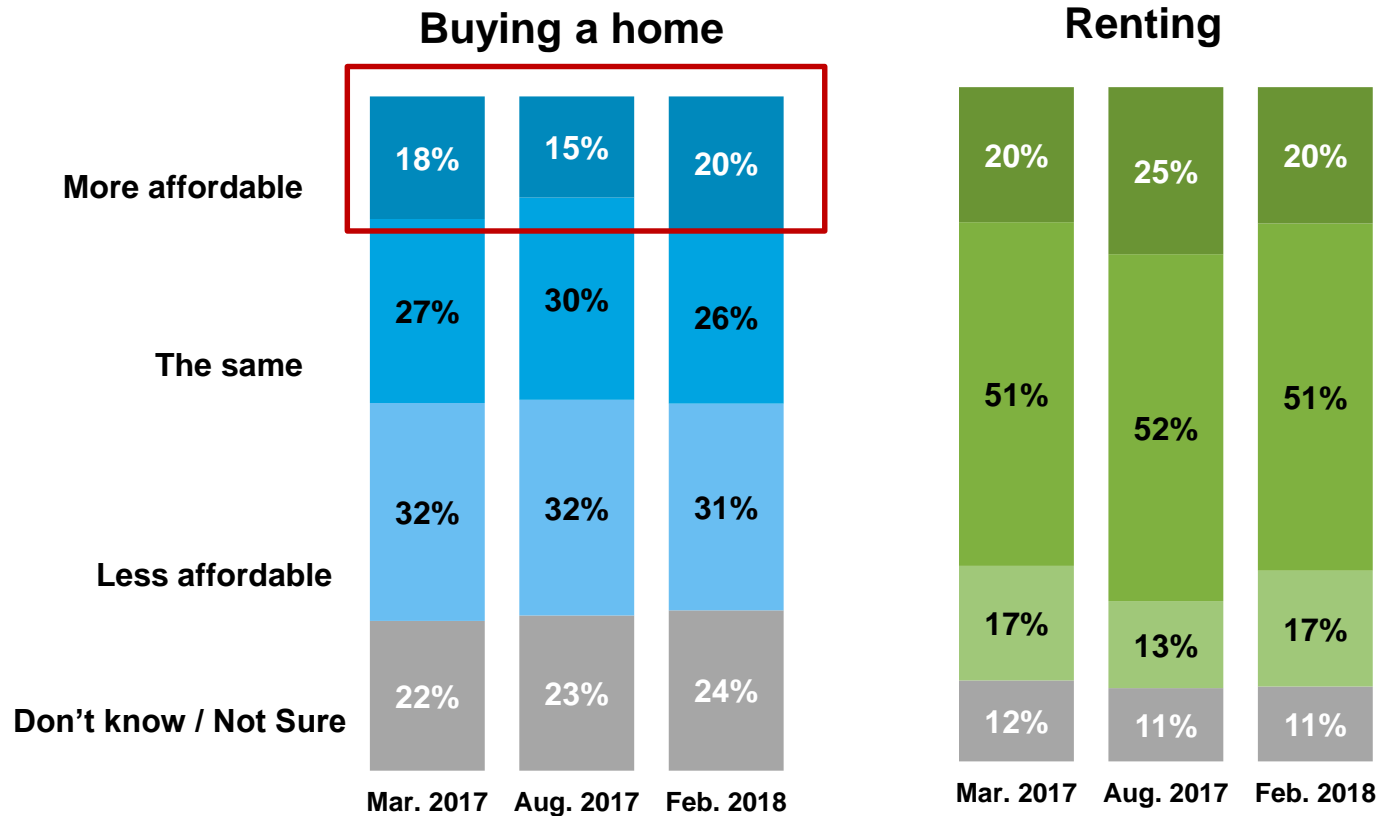


# More Renters Believe Buying a Home Will Become More Affordable



**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.**

## Views on Affordability in the Future

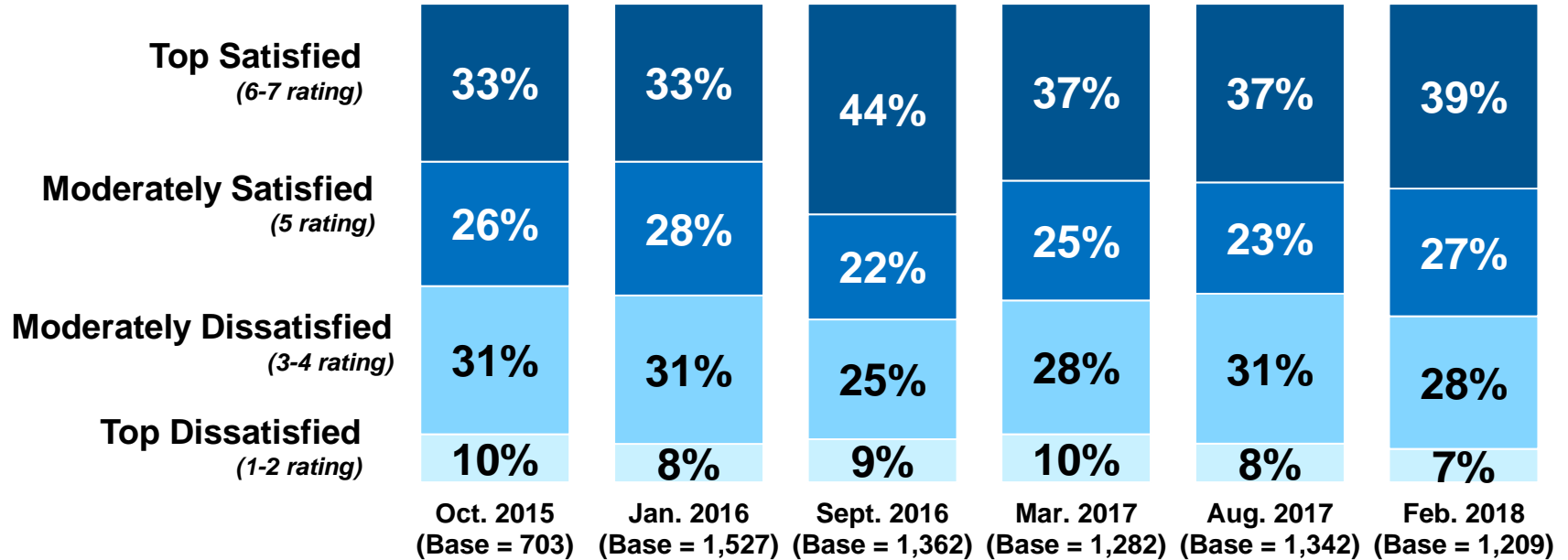


(Base=Total Renters)

# 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)

October 2015	January 2016	September 2016	March 2017	August 2017	February 2018
59%	61%	66%	62%	60%	66%

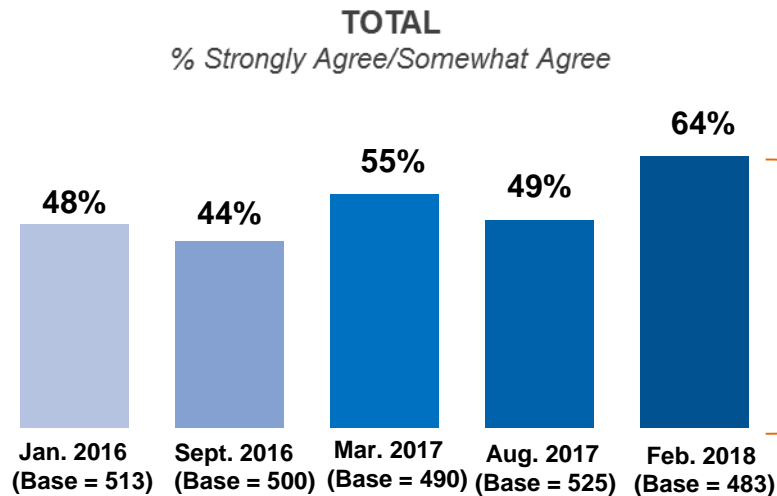
(Base=Total Renters)

# Renters Staying Put Despite Rent Increases

**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

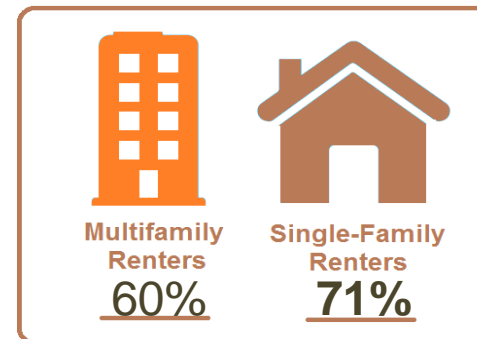
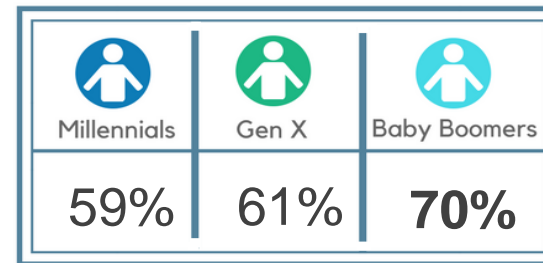
## I like where I live and don't plan to move despite the changes in my rent

*% Strongly Agree/Somewhat Agree*



## I like where I live and don't plan to move

*By Segment*



*(Base = 483 Renters who indicate they have experienced a rent increase in the past two years)*

# Spending Changes Due to Rent Increase

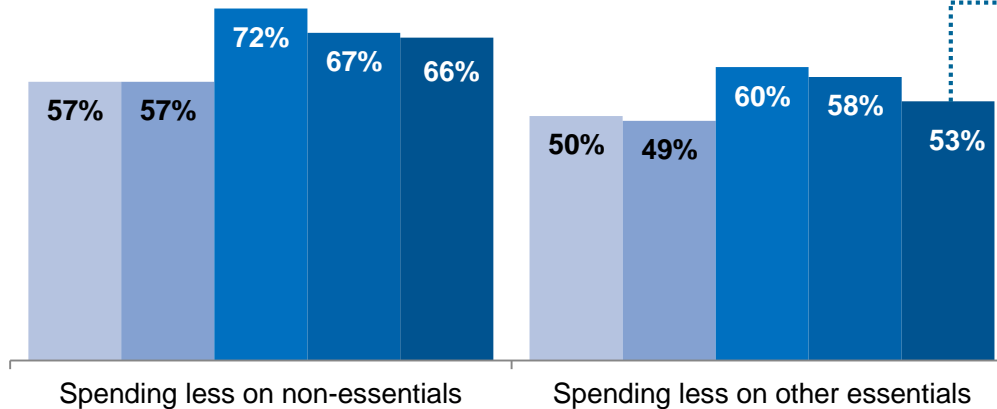
**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

*Because of the changes in your rent...*

## Spending Changes

*% Strongly Agree/Somewhat Agree*

■ January 2016 (Base = 513)  
 ■ September 2016 (Base = 500)  
 ■ August 2017 (Base = 525)  
 ■ March 2017 (Base = 490)  
 ■ February 2018 (Base = 483)



**!** Those living in the West feeling the impact of rent increases more than other regions (64% say they are now spending less on other essentials due to changes in their rent).

Region	%
Northeast	46%
South	55%
Midwest	37%
West	64%

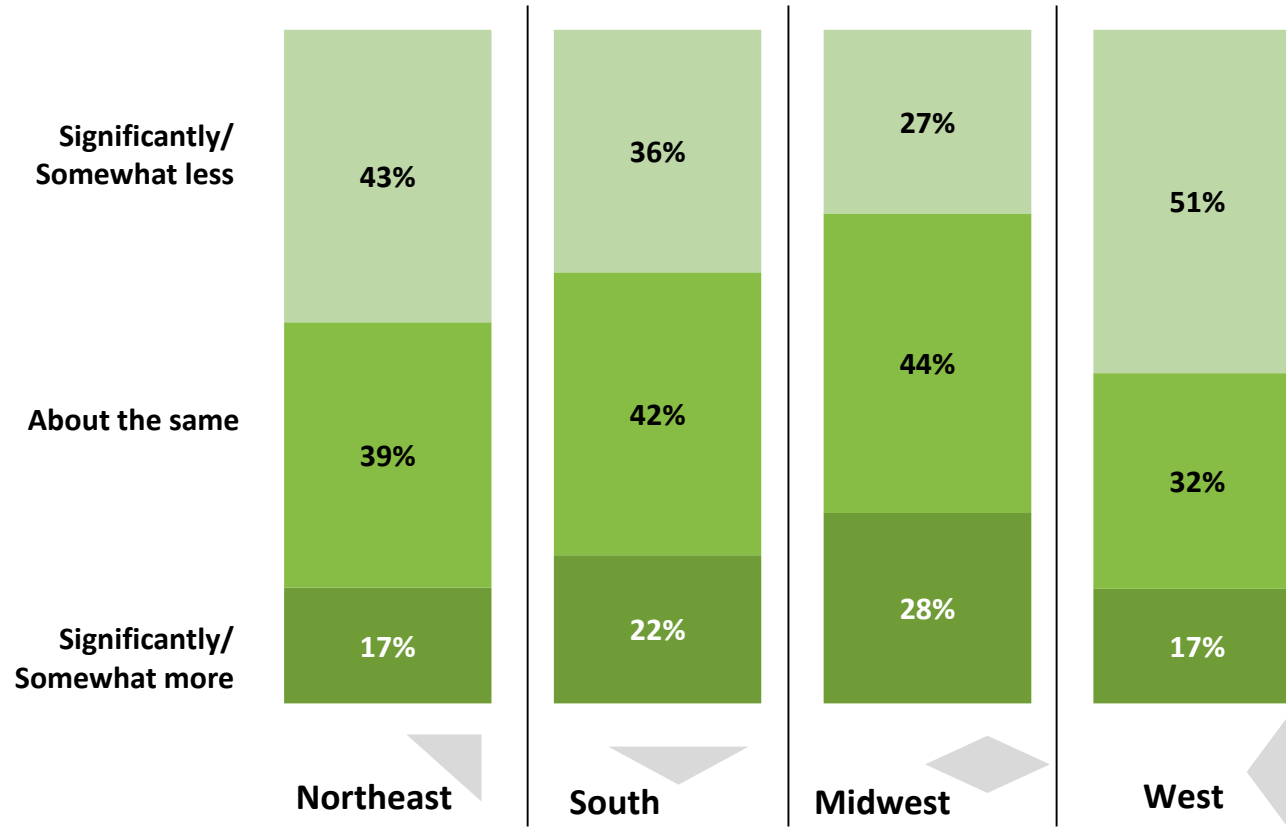
*(Base = Renters who indicate they have experienced a rent increase in the past two years)*

# Renters in the West Perceive Homeownership as Less Accessible Than Other Regions



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

## Renter By Region



(Northeast Renters=255, South Renters=413, Midwest Renters=244, West Renter=335)

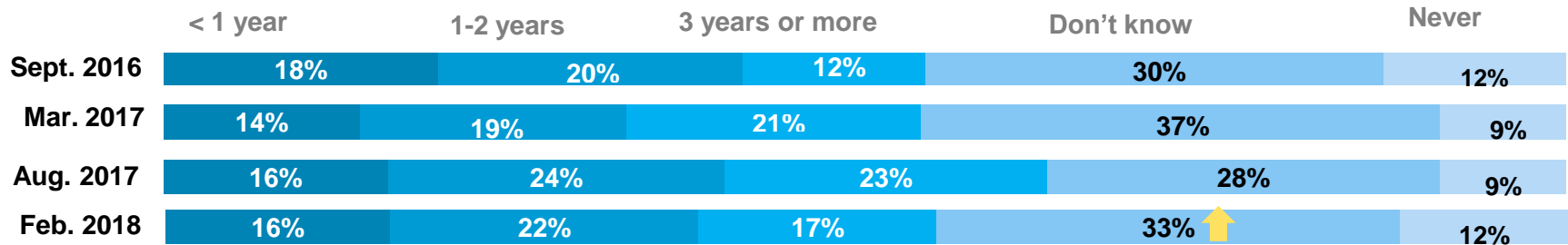
# Appendix A

## Detailed Results – Harris Poll Consumer Omnibus

# Renters Unsure About of Next Move



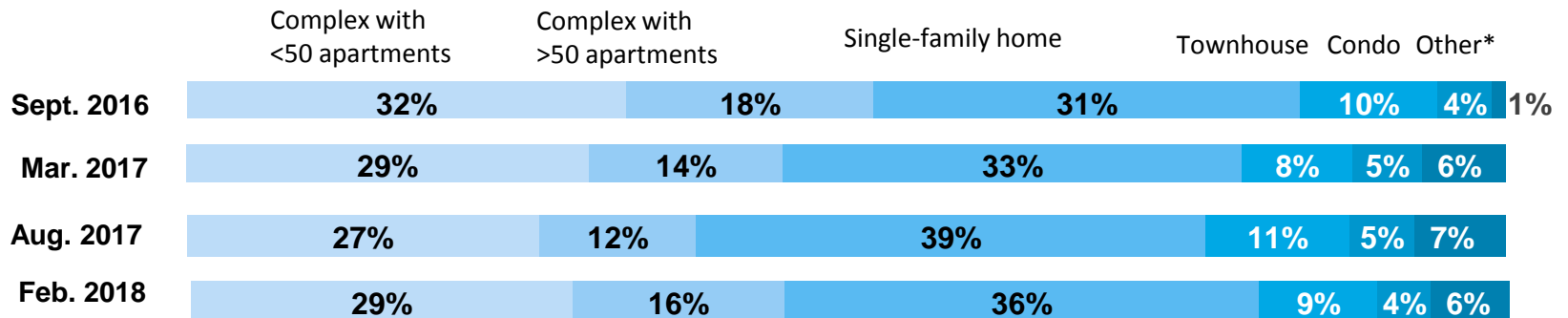
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



(Base=Total Renters)

\*Other category includes mobile homes

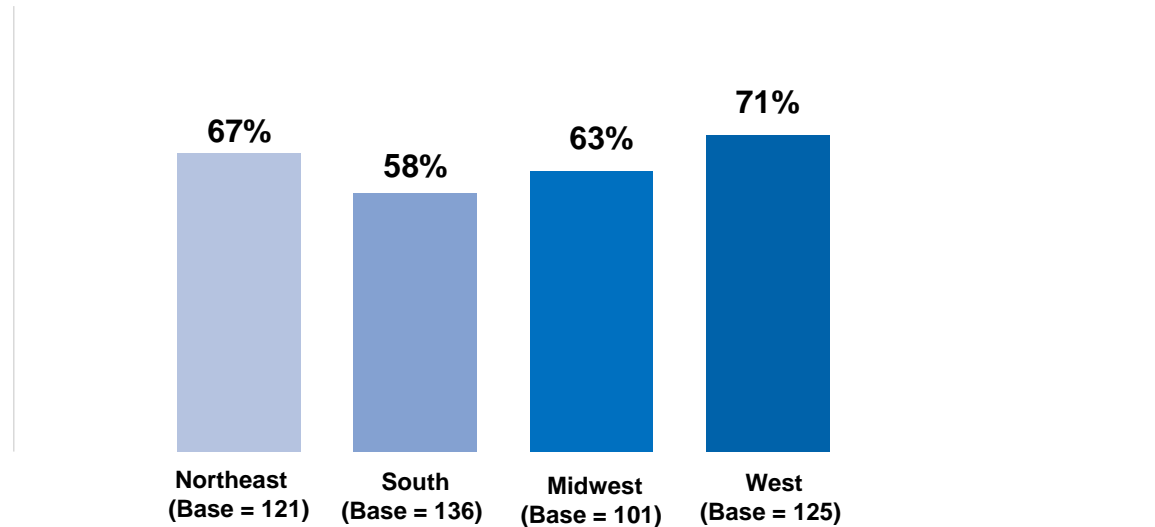
# West Coast Renters Plan to Stay Put Despite Rent Increases



**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

## **I like where I live and don't plan to move despite the changes in my rent**

*% Strongly Agree/Somewhat Agree  
By Region*



*(Base = 483 Renters who indicate they have experienced a rent increase in the past two years)*



# Renters Less Sure of How Much Their Next Property Will Cost



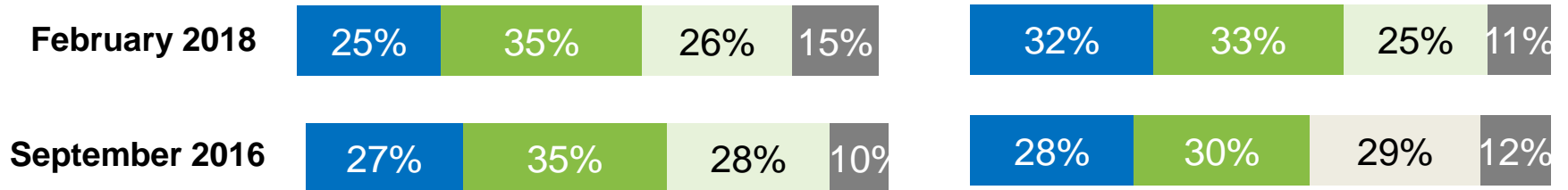
Q: Will your next move be to a property that is...

## Expected Cost of Next Property

■ More Expensive ■ The Same ■ Less Expensive ■ Don't Know

### Renters

### Homeowners



! More renters are unsure about how much their next property will cost. Across generations, Boomers are significantly less sure about the cost of their next property compared to two years ago (8% in 2016 vs. 20% in 2018)

Excludes Not Applicable

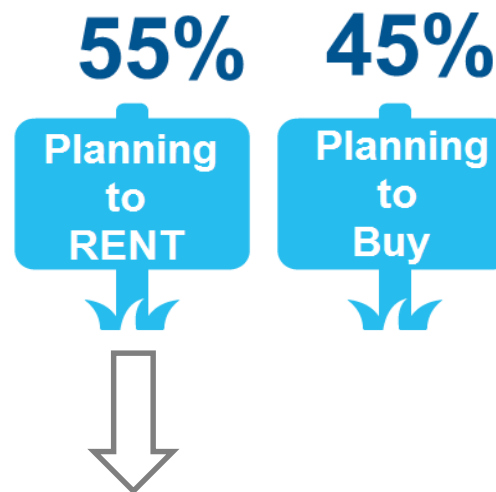
(2018 Base=1,041 Renters Who Plan To Move/Don't Know  
1,982 Homeowners Who Plan To Move Don't Know)

# Across Generations Boomers are Most Uncertain of Their Next Move

## When Expect to Move

< 1 year	16%
1-2 years	22%
3 years+	17%
Don't know	33% ↑
Never	12%

## Next Move



## Those Who Expect To Rent Say They Will Live ...

Single-Family Home	36%
Complex with < 50 Units	29%
Complex with > 50 Units	16%
Townhouse	9%
Other*	6%
Condo	4%

(Base = Total Renters Who Plan To Move/Don't Know)  
 \*Other category includes mobile homes

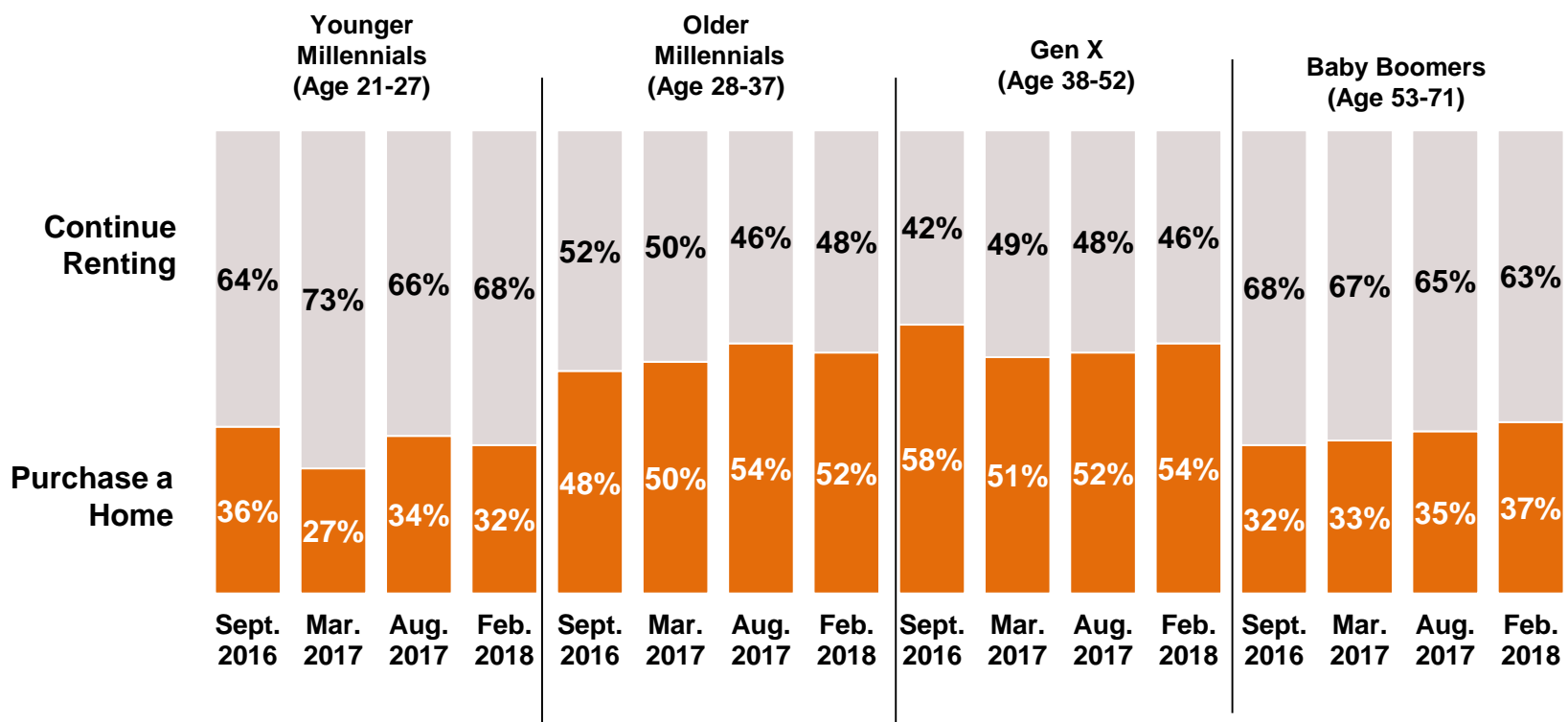
## Unsure When They Will Move...

Millennials	Gen X	Baby Boomers
25%	37%	44% ↑

# Little Change on Buying or Renting Next Property Across Generations



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



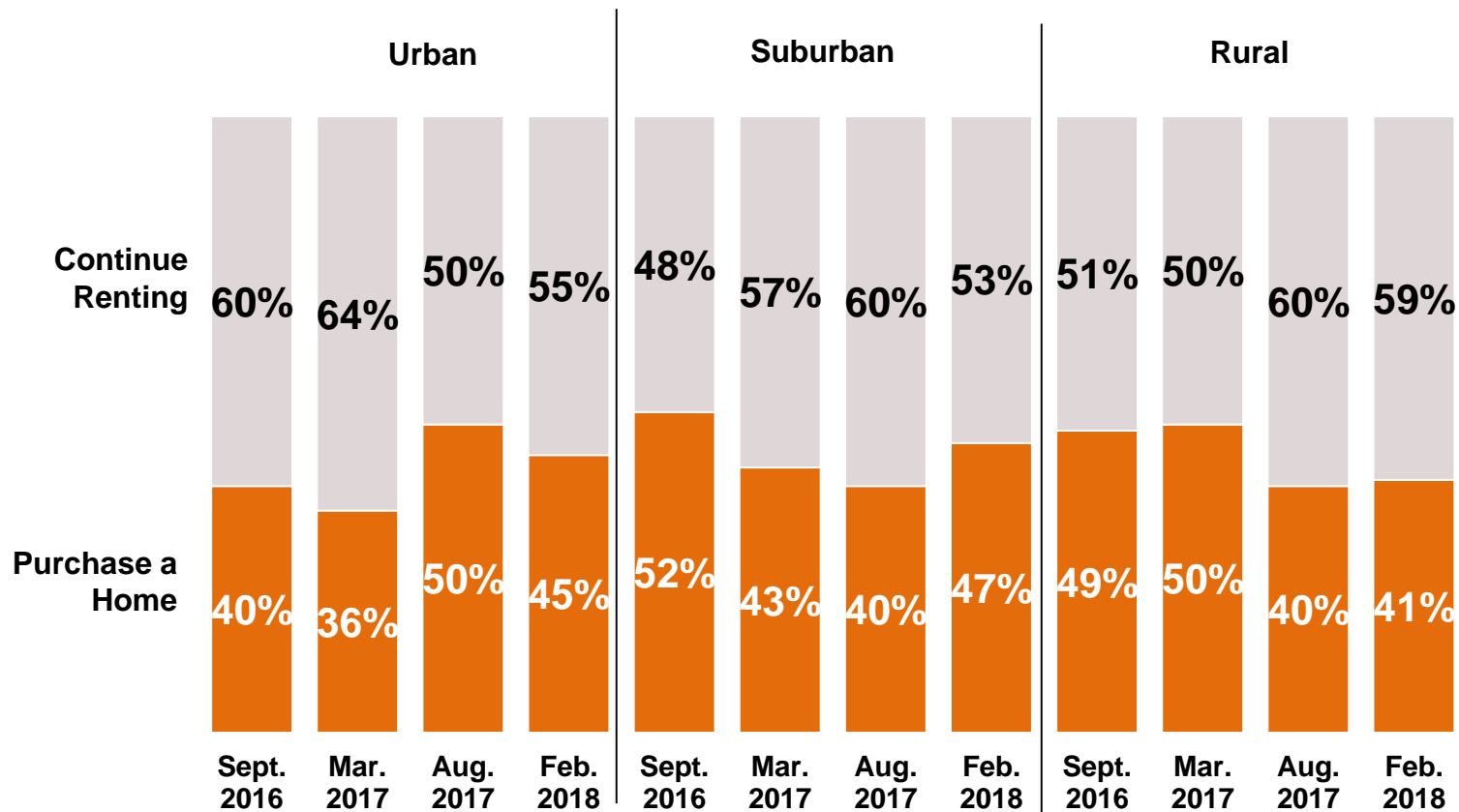
Please refer to table Appendix C for detailed sample size information.

(February 2018 Base = 1,041 Renters Who Plan to Move/Don't Know)

# Suburban Renters More Inclined to Purchase a Home This Quarter



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



Please refer to table Appendix C for detailed sample size information.

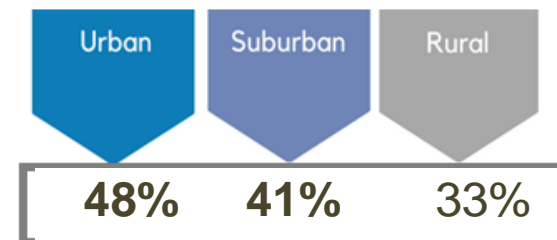
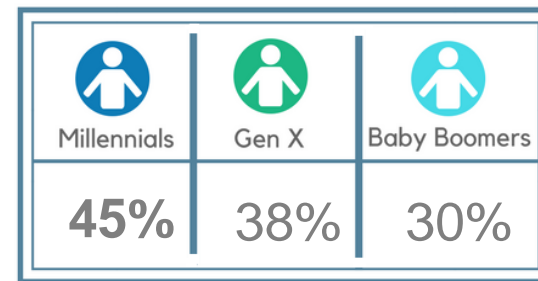
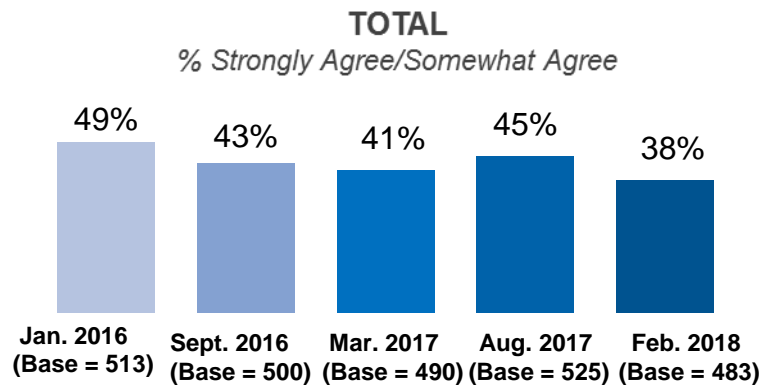
(February 2018 Base = 1,041 Renters Who Plan to Move/Don't Know)

# Rent Increase Having Less Impact on Desire to Purchase a Home

**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

## Plans To Purchase a Home vs. Rent Increase By Key Segments % Strongly Agree/Somewhat Agree

**The rent change means I now have to put off my plan to purchase a home**

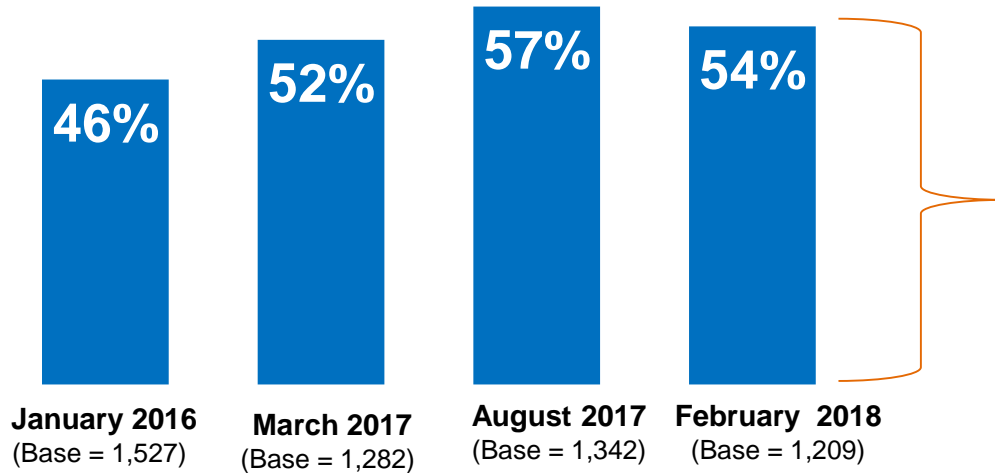


(Base = 483 Renters who indicate they have experienced a rent increase in the past two years)

# Majority of Millennials Say Renting is a Good Choice for Now

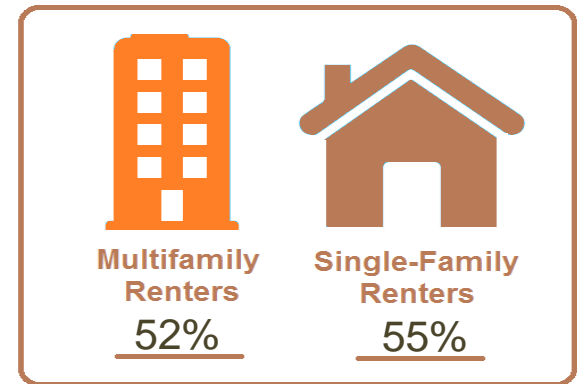
Q: Which one of the these statements best reflects your views about why you are currently renting?

## Renting is a good choice for me now...



## Renting is a good choice for me now By Segment

Millennials	Gen X	Baby Boomers
67%	51%	39%



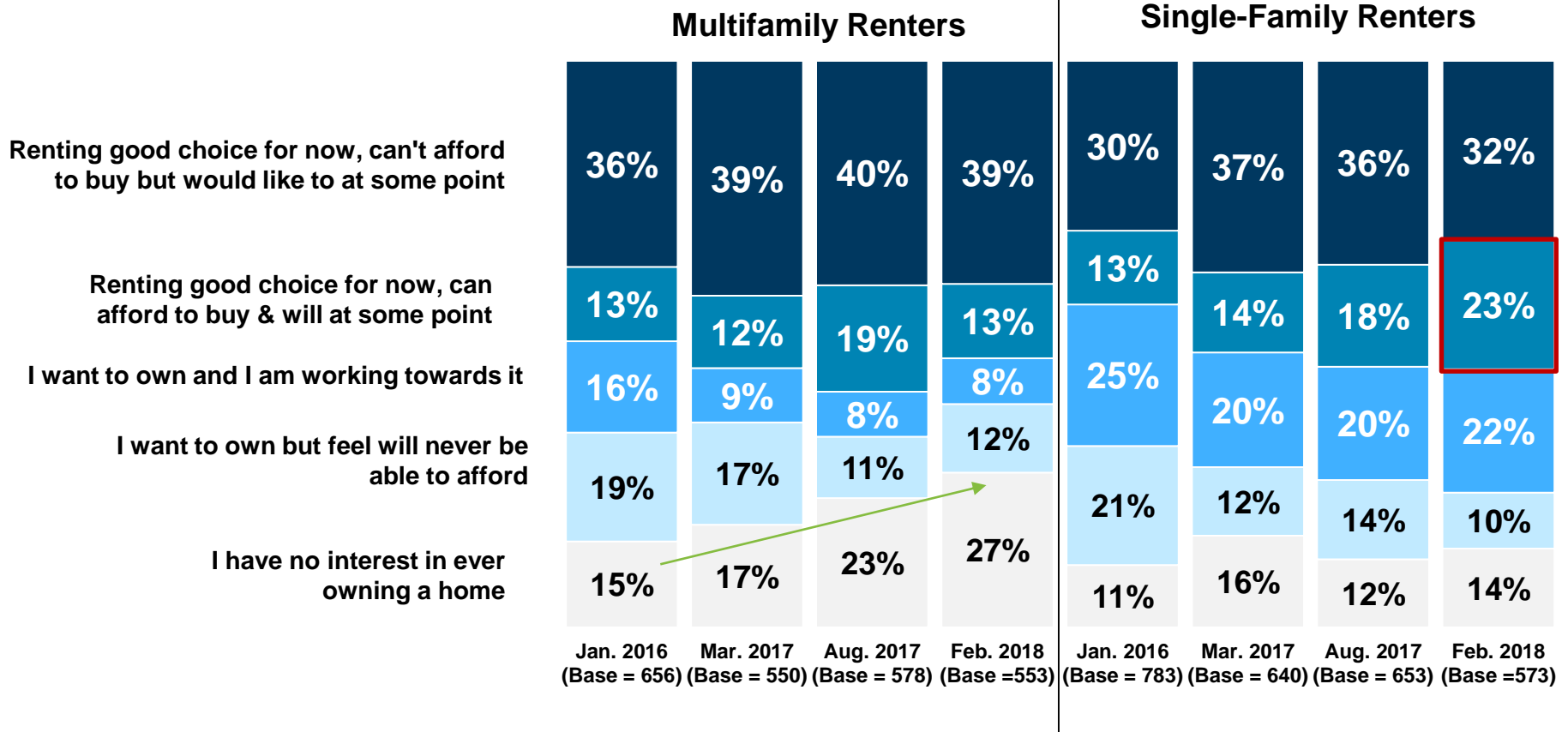
Q: Which one of the these statements best reflects your views about why you are currently renting? (Renting is a good choice for me now - I can't afford to buy a home but would like to at some point Renting is a good choice for me now - I can afford to buy a home and will at some point)

(Base = Total Renters)

# Multifamily Renters Increasingly Less Interested in Buying



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



(Base=Total Renters)

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

# Lower Satisfaction for Younger Millennial Renters in the South

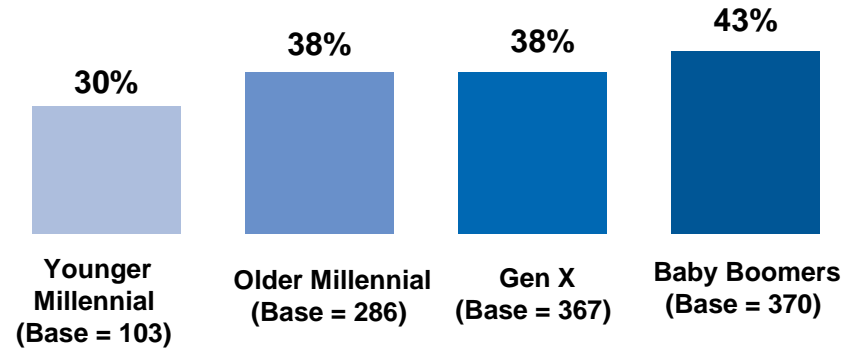
**Q: How satisfied have you been with you been with...  
Your rental experience**

## Total Top Satisfied Renters By Key Segments (6-7 rating)

### By Area and Region

Urban	34%
Suburban	41%
Rural	41%
Northeast	41%
South	36%
Midwest	33%
West	45%

### By Generation



! There's no difference in satisfaction among those who are planning to buy or rent in the future. In fact, those who are planning to buy tend to be slightly more satisfied with their rental experience.



(Base = Total Renters)



# Views On Affordability

# Views on Housing Affordability Vary Based on Next Move Plans

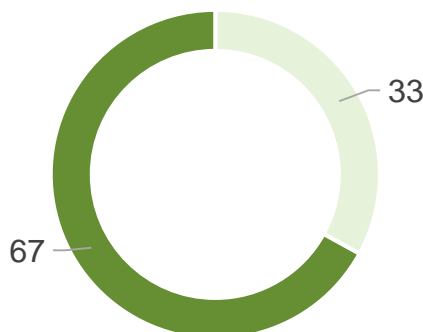
**Q: Overall, which do you think is more affordable for you today?**

■ Owning ■ Renting

! Renters and homeowners greatly differ on their views when it comes to affordability. The majority of renters believe renting is more affordable while 9 in 10 homeowners see homeownership as more affordable.

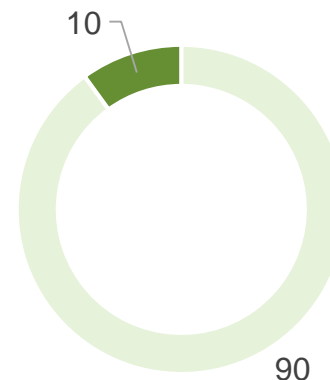
## Renters

Base=1,209



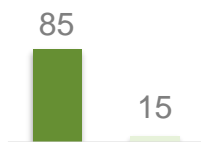
## Homeowners

Base=2,821



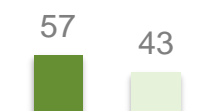
### Renters Who Plan to Rent Next

Base=610



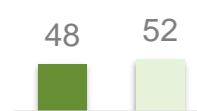
### Renters Who Plan to Buy Next

Base=431



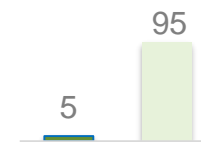
### Homeowners Who Plan to Rent Next

(Base=280)



### Homeowners Who Plan to Buy Next

Base=1,702



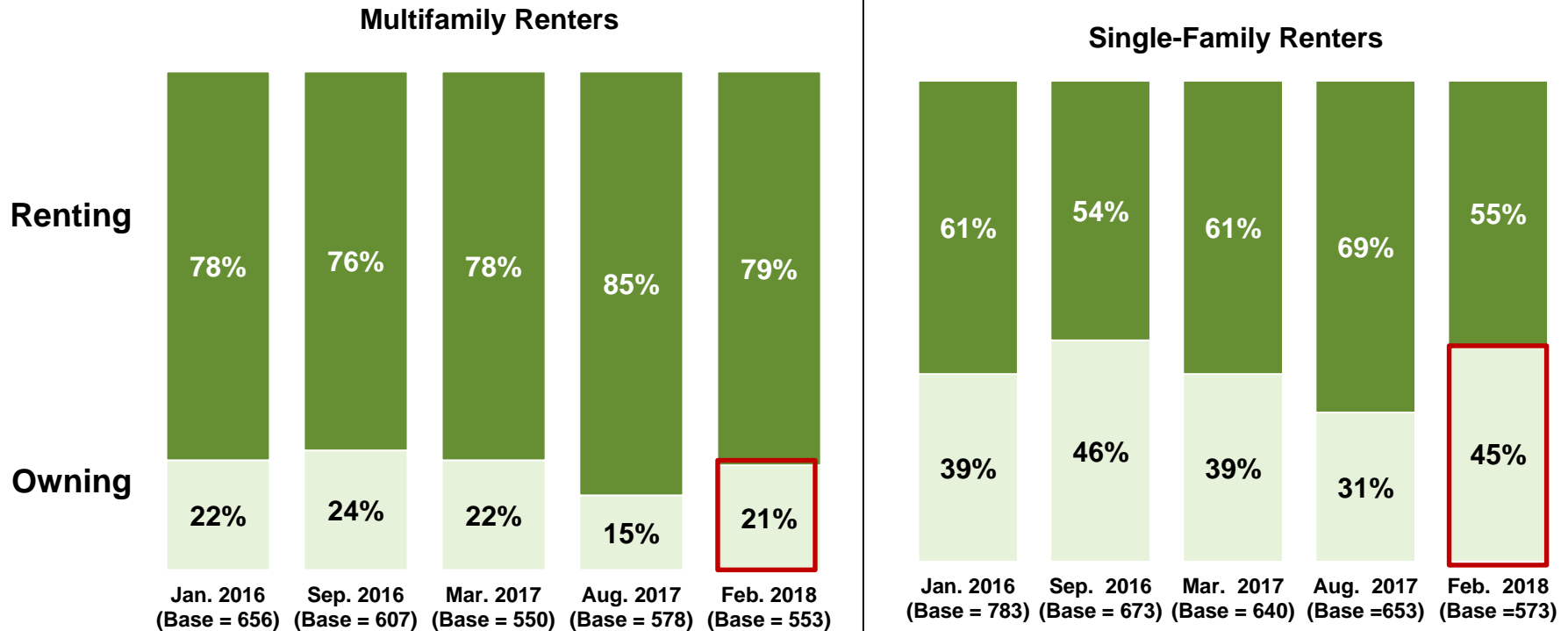
(Base=Total Renters and Homeowners

\*Sub analysis excludes respondents who say they will never move )

# Single-Family Renters More Likely to Embrace Owning as a More Affordable Option



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



(Base=Total Renters)

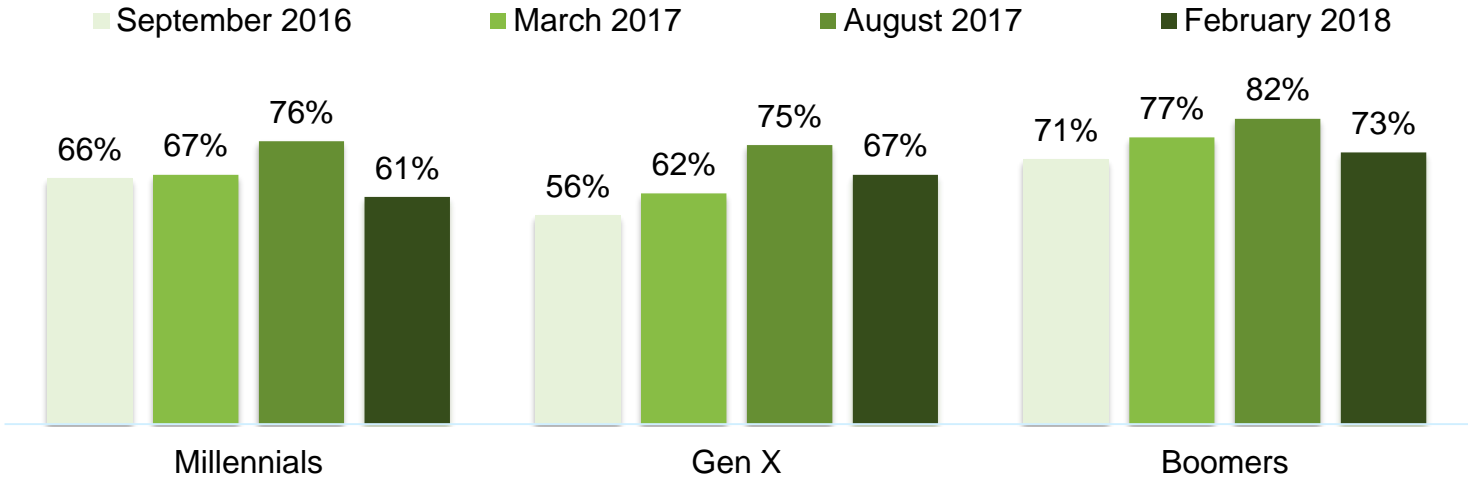
Excludes renters who selected "Other" type of rental dwelling given extremely small sample size.

# Perceptions of Renting Being More Affordable are Changing



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

## Renting Is More Affordable



Please refer to table Appendix C for detailed sample size information.

(February 2018 Renter Base = 389 Millennials, 367 Gen X, and 370 Baby Boomers)  
Excludes "Mature" generational renters (Age 69+) given extremely small sample size.

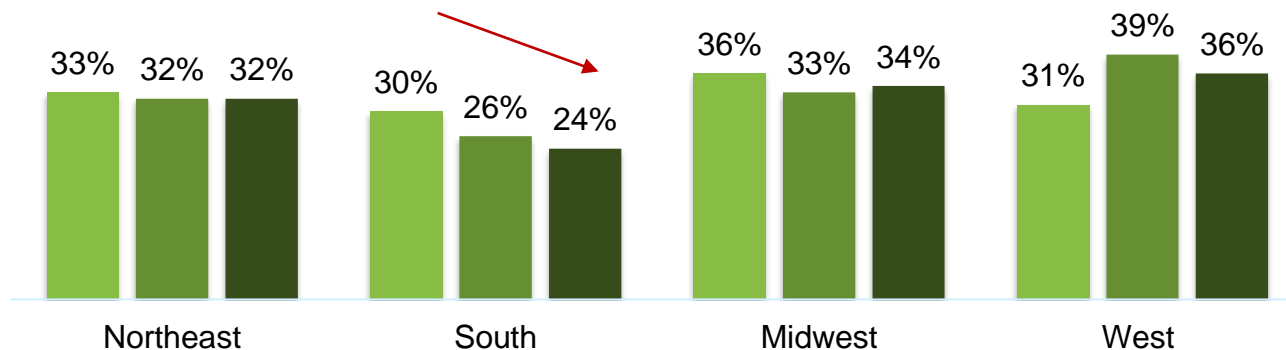
# Renters Living in the South More Positive About Being Able to Afford a Home in the Future

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.

## Buying a Home Will Become Less Affordable For Me

% Selected By Region

■ March 2017   ■ August 2017   ■ February 2018



Please refer to table Appendix C for detailed sample size information.

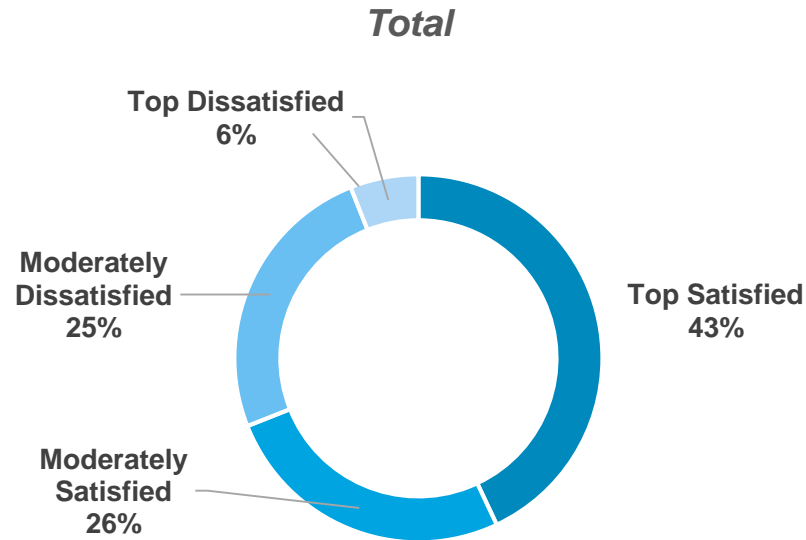
(Base=Total Renters)

# Views On Renting

# Satisfaction With Current Residence

**Q: How satisfied have you been with you been with...  
The home in which you live.**

## The home in which you live (6-7 rating)



### By Key Segments

Urban	36%
Suburban	48%
Rural	42%
Northeast	48%
South	38%
Midwest	42%
West	45%
Multifamily	40%
Single-Family	46%

### By Generation

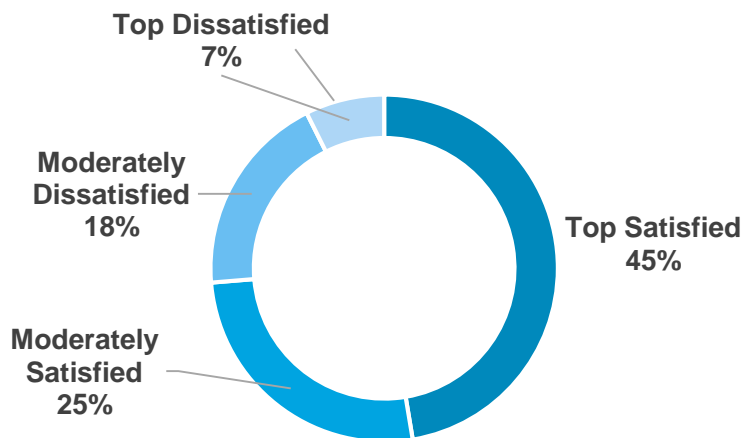
Millennials	Gen X	Baby Boomers
41%	41%	48%

(Base = Total Renters)

# Most Suburban Renters are Highly Satisfied With Their Quality of Life

**Q: How satisfied have you been with you been with...  
Overall quality of life**

## Satisfaction With Overall Quality of Life (6-7 rating) *Total*



### By Key Segments

Urban	<b>39%</b>
Suburban	50%
Rural	41%
Northeast	41%
South	43%
Midwest	47%
West	49%
Multifamily	<b>40%</b>
Single-Family	50%

### By Generation

Millennials	Gen X	Baby Boomers
42%	41%	<b>48%</b>

(Base = Total Renters)

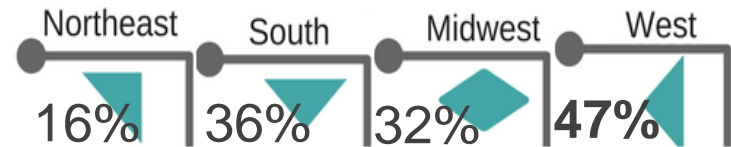
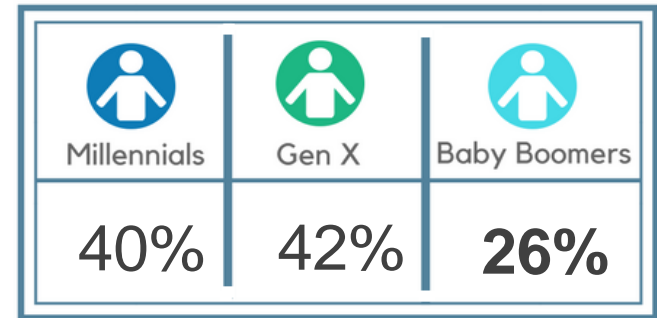
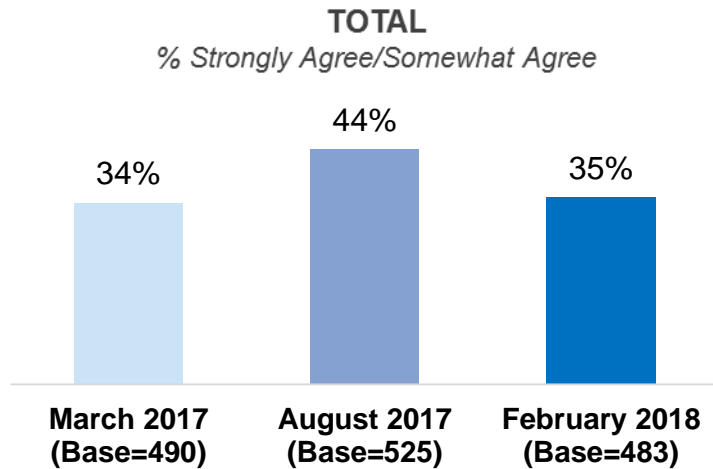


# Rent Increases Not Driving Mobility Except in the West

**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

**I wasn't planning to move, but now I am because of the changes in my rent**

*% Strongly Agree/Somewhat Agree*



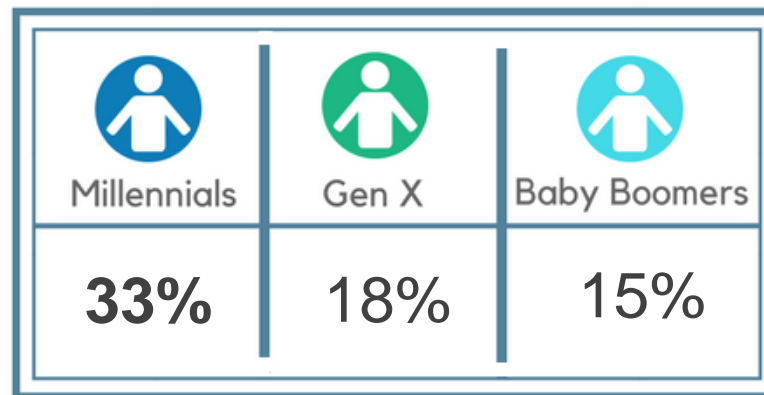
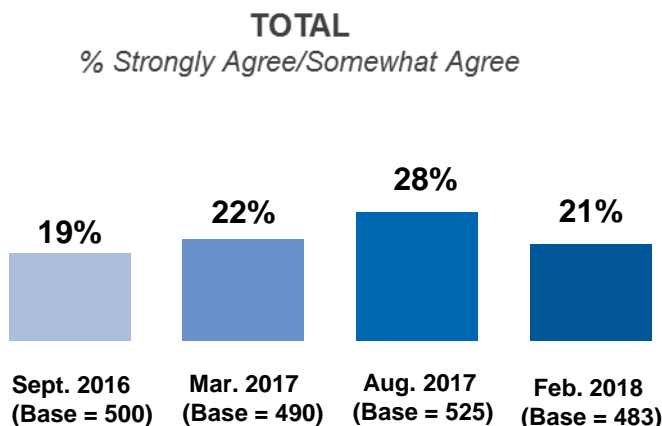
*(Base = 483 Renters who indicate they have experienced a rent increase in the past two years)*

# Millennials More Likely to be Worried About Eviction

**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

## Fear of Eviction

*% Strongly Agree/Somewhat Agree*



**37%**

*Females Aged 18-34\*  
Agree They Fear Eviction Because  
Of Rental Increases*

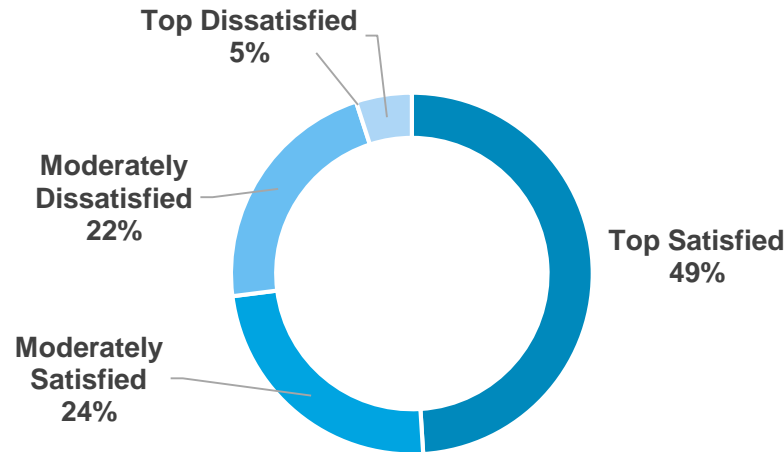
*(Base = 529 Renters who indicate they have experienced a rent increase in the past two years)*

*\*Although this age group also includes a small number of Gen Z's, it is significantly different than any other groups.*

# Boomers and Suburban Renters More Satisfied With Their Community

**Q: How satisfied have you been with you been with...  
The community in which you live**

## Satisfaction With The Community In Which You Live (6-7 rating) Total



### By Key Segments

Urban	38%
Suburban	57%
Rural	50%
Northeast	49%
South	48%
Midwest	44%
West	53%
Multifamily	47%
Single-Family	52%

### By Generation

Millennials	Gen X	Baby Boomers
46%	43%	55%

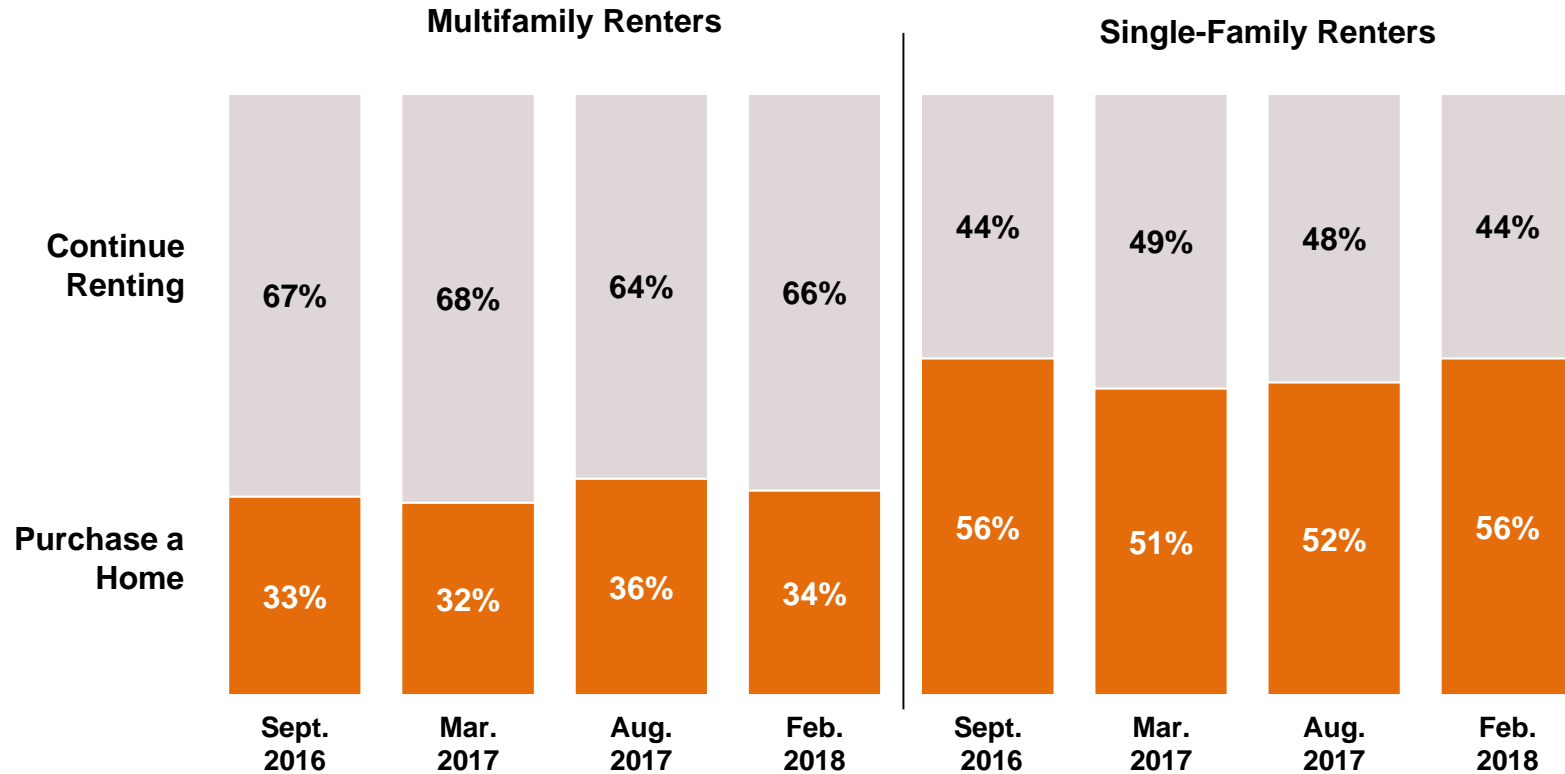
(Base = Total Renters)

# Future Housing Plans

# More Single-Family Renters Expect to Buy if They Move



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



(February 2018 Base = 1,041 Renters Who Plan to Move/Don't Know)

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

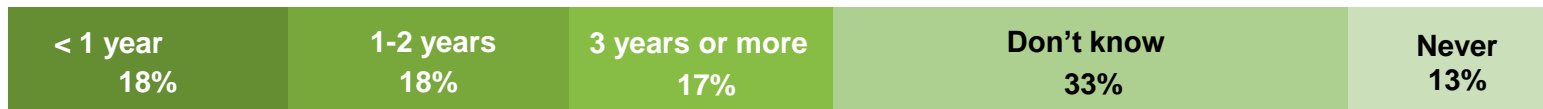
# Housing Continuum for Multifamily Renters



## Where They Live Now



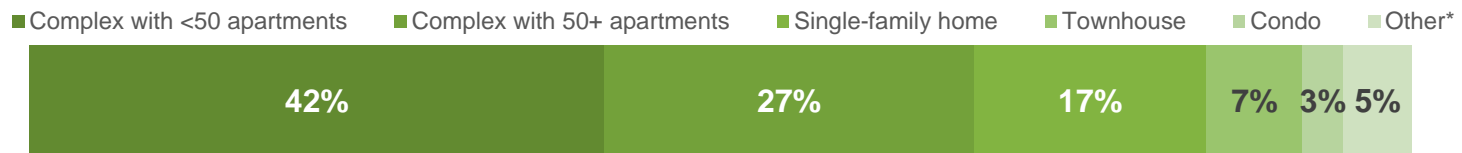
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



Indicates an increase/decrease of 5% or more from previous wave – August 2017.

(Base = 465 Multifamily Renters)  
\* Other category includes mobile homes

# Housing Continuum for Single-Family Renters



## Where They Live Now



## When Expect to Move

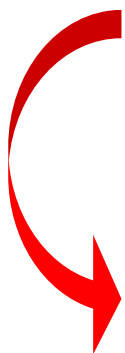
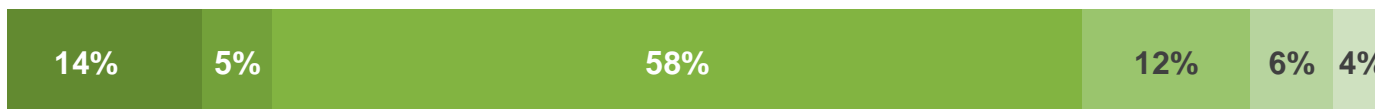


## Expect to Rent or Buy



## Type of Future Property to Rent

■ Complex with <50 apartments ■ Complex with 50+ apartments ■ Single-family home ■ Townhouse ■ Condo ■ Other\*



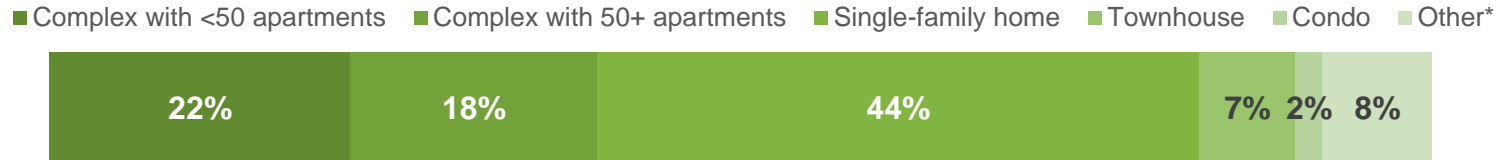
Indicates an increase/decrease of 5% or more from previous wave – August 2017.

(Base = 501 Single-Family Renters)  
\* Other category includes mobile homes

# Housing Continuum for Millennial Renters



## Where They Live Now



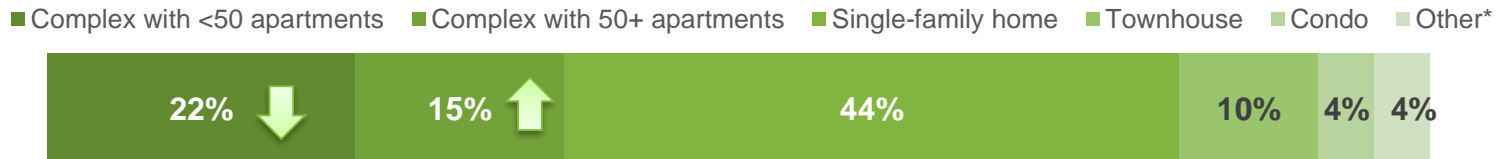
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



Indicates an increase/decrease of 5% or more from previous wave – August 2017.

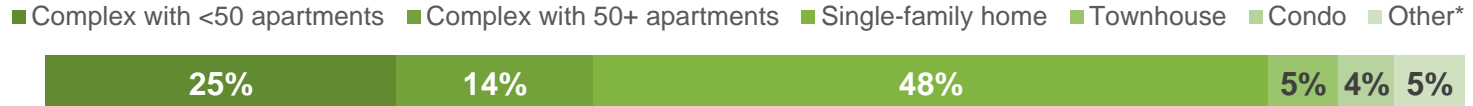
(Base = 373 Millennial Renters)  
\* Other category includes mobile homes



# Housing Continuum for Gen X Renters



## Where They Live Now



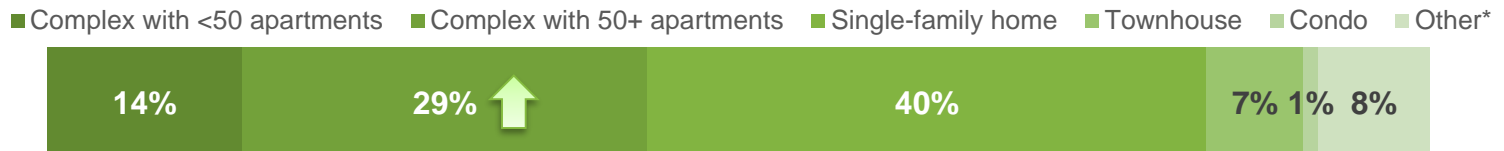
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



Indicates an increase/decrease of 5% or more from previous wave – August 2017.

(Base = 321 Gen X Renters)

\* Other category includes mobile homes

# Housing Continuum for Baby Boomer Renters



## Where They Live Now

■ Complex with <50 apartments 
 ■ Complex with 50+ apartments 
 ■ Single-family home 
 ■ Townhouse 
 ■ Condo 
 ■ Other\*



## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent

■ Complex with <50 apartments 
 ■ Complex with 50+ apartments 
 ■ Single-family home 
 ■ Townhouse 
 ■ Condo 
 ■ Other\*

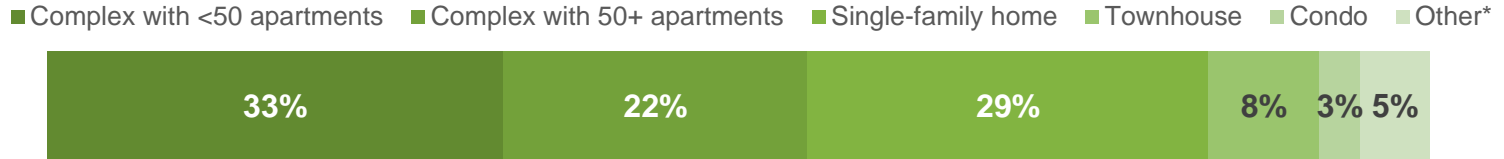


Indicates an increase/decrease of 5% or more from previous wave – August 2017.

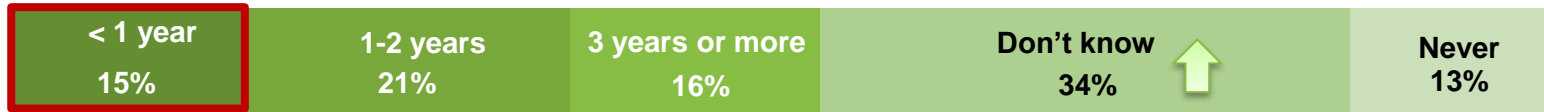
(Base = 289 Baby Boomer Renters)  
\* Other category includes mobile homes

# Housing Continuum for Urban Renters

## Where They Live Now



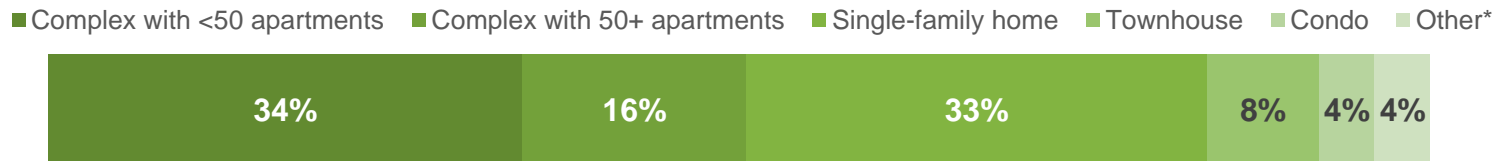
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



Indicates an increase/decrease of 5% or more from previous wave – August 2017.

(Base = 380 Urban Renters)

\* Other category includes mobile homes

# Housing Continuum for Suburban Renters

## Where They Live Now

■ Complex with <50 apartments ■ Complex with 50+ apartments ■ Single-family home ■ Townhouse ■ Condo ■ Other\*



## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent

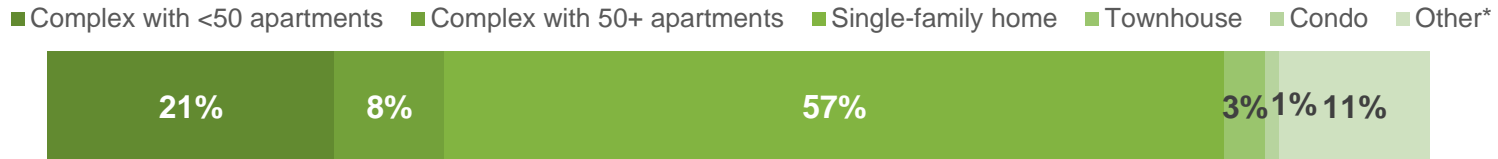
■ Complex with <50 apartments ■ Complex with 50+ apartments ■ Single-family home ■ Townhouse ■ Condo ■ Other\*



↑↓ Indicates an increase/decrease of 5% or more from previous wave – March 2017.

(Base = 597 Suburban Renters)  
\* Other category includes mobile homes

## Where They Live Now



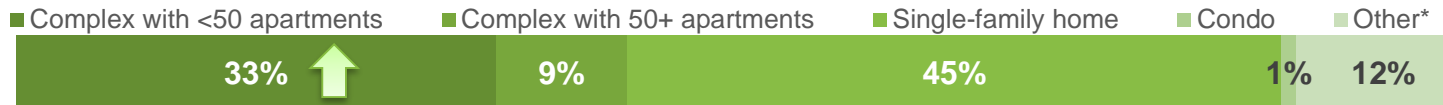
## When Expect to Move



## Expect to Rent or Buy



## Type of Future Property to Rent



↑↓ Indicates an increase/decrease of 5% or more from previous wave – March 2017.

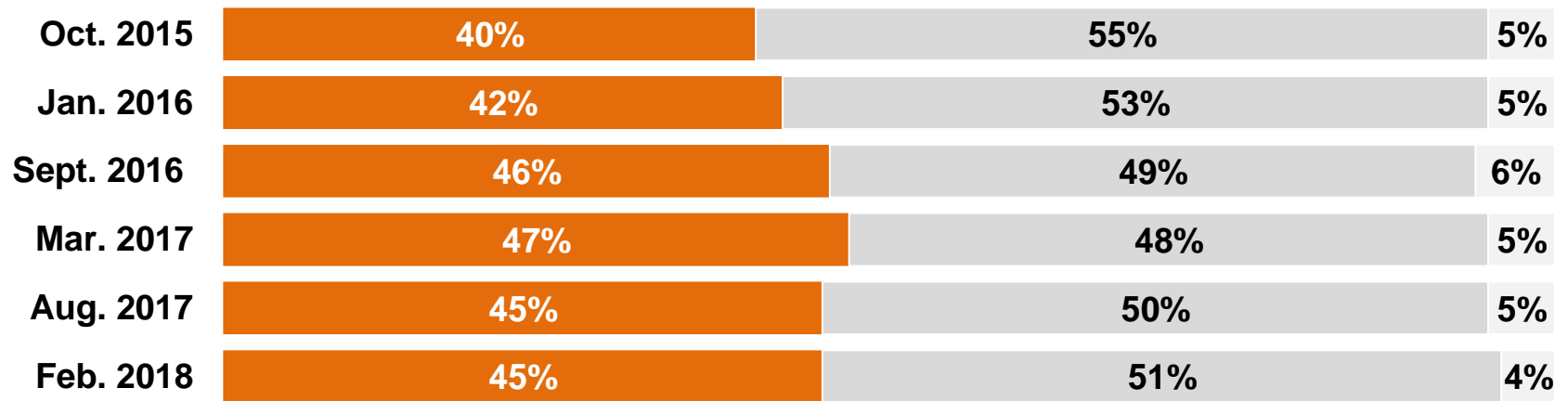
(Base = 267 Rural Renters)  
\* Other category includes mobile homes

# Rent Increase

**Q: How much, if at all, has the rent for your current home changed in the past 2 years?**

## Rental Change in Past Two Years

■ Increase ■ Same ■ Decrease



*(February 2018 Base = 1,098 renters who indicate they have been in their current home two years or more)*

# Living Situation Changes Due to Rent Increase

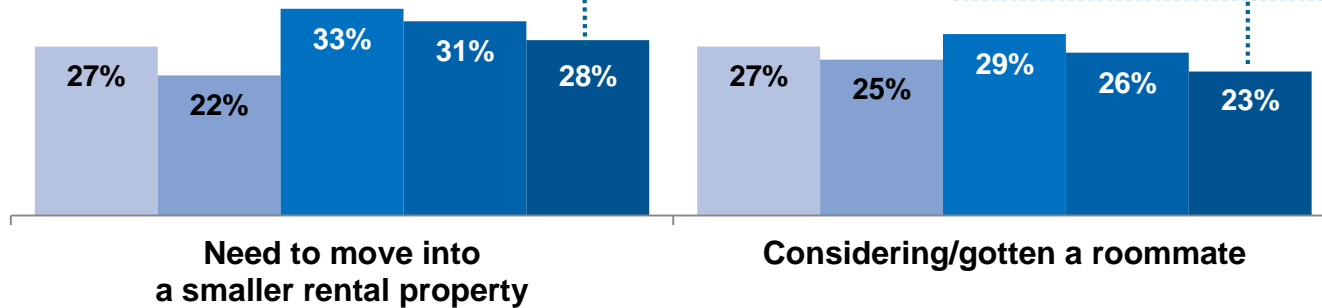
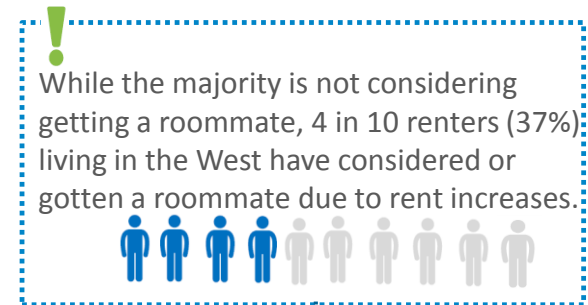
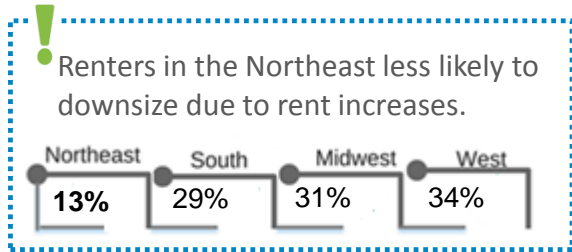
**Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.**

*Because of the changes in your rent...*

## Living Situation Changes

*% Strongly Agree/Somewhat Agree*

■ January 2016 (Base = 513)  
 ■ September 2016 (Base = 500)  
 ■ March 2017 (Base = 490)  
 ■ August 2017 (Base = 525)  
 ■ February (Base = 483)



*(Base = Renters who indicate they have experienced a rent increase in the past two years)*

*\* Question added in 2017*

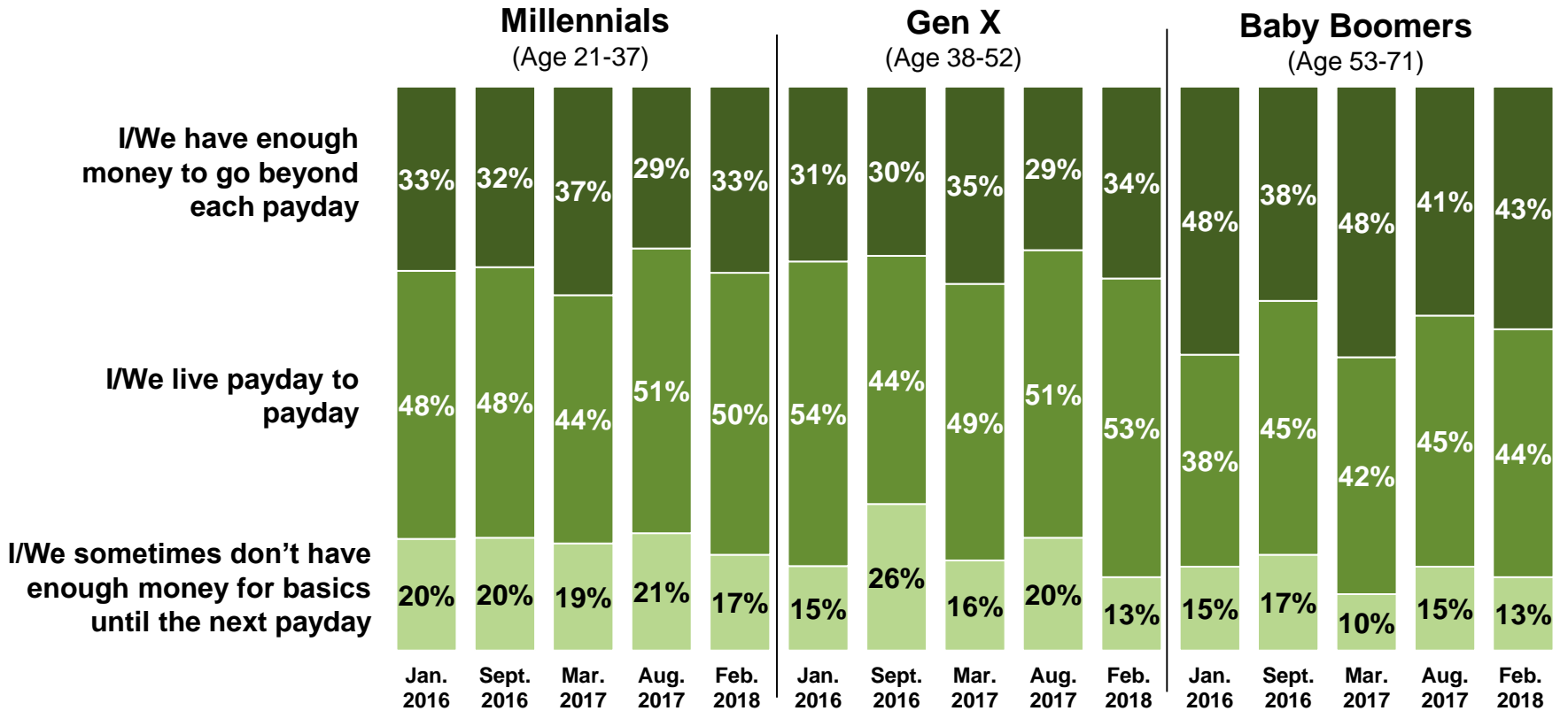


# Views On General Finance & Debt

# Millennials Feeling Slightly Better About Their Financial Situation



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



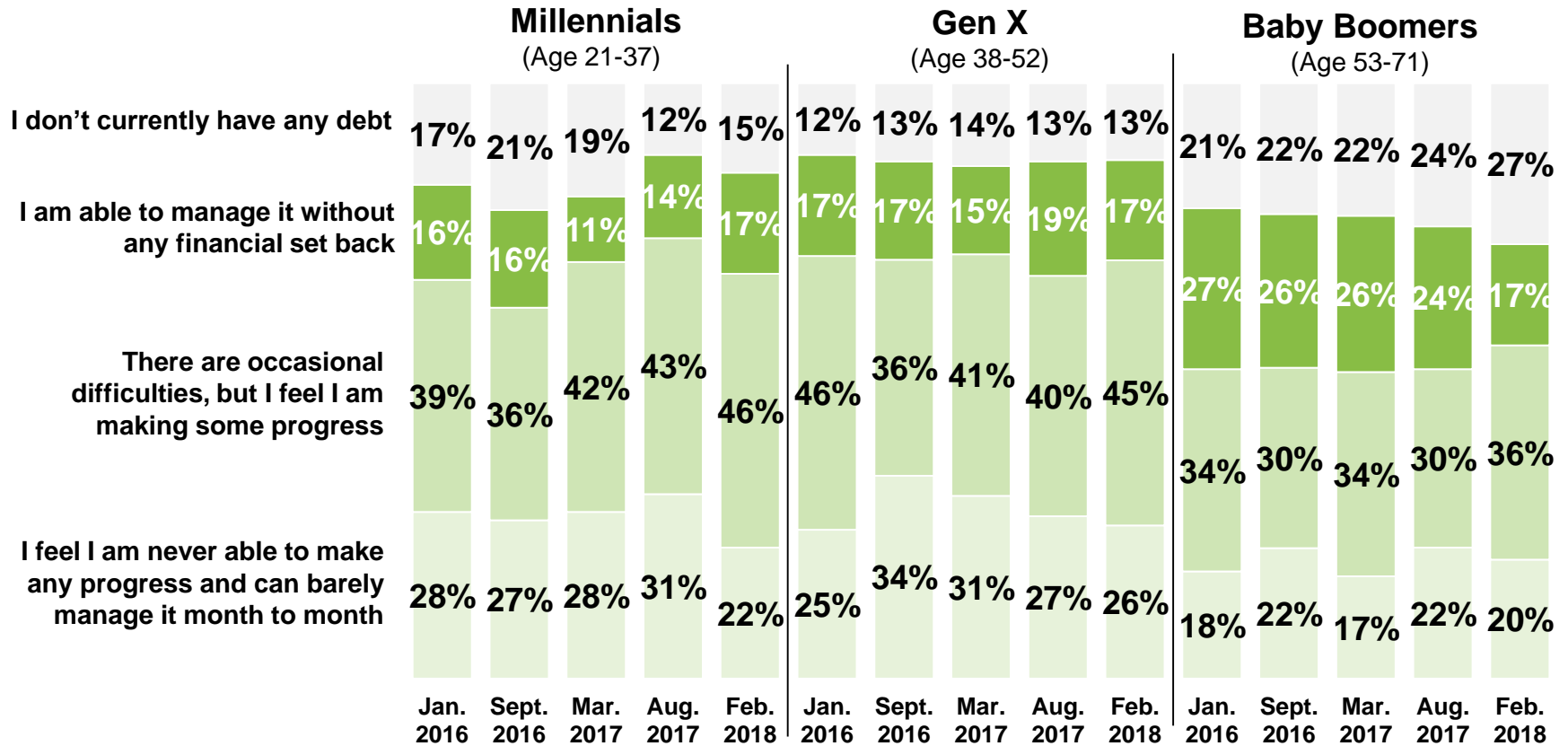
Please refer to table Appendix C for detailed sample size information.

Excludes "Mature" generational renters (Age 69+) given extremely small sample size.

# General Feelings About Debt Improving



Q: Which of the following statements best describes your general feelings about your current debt?



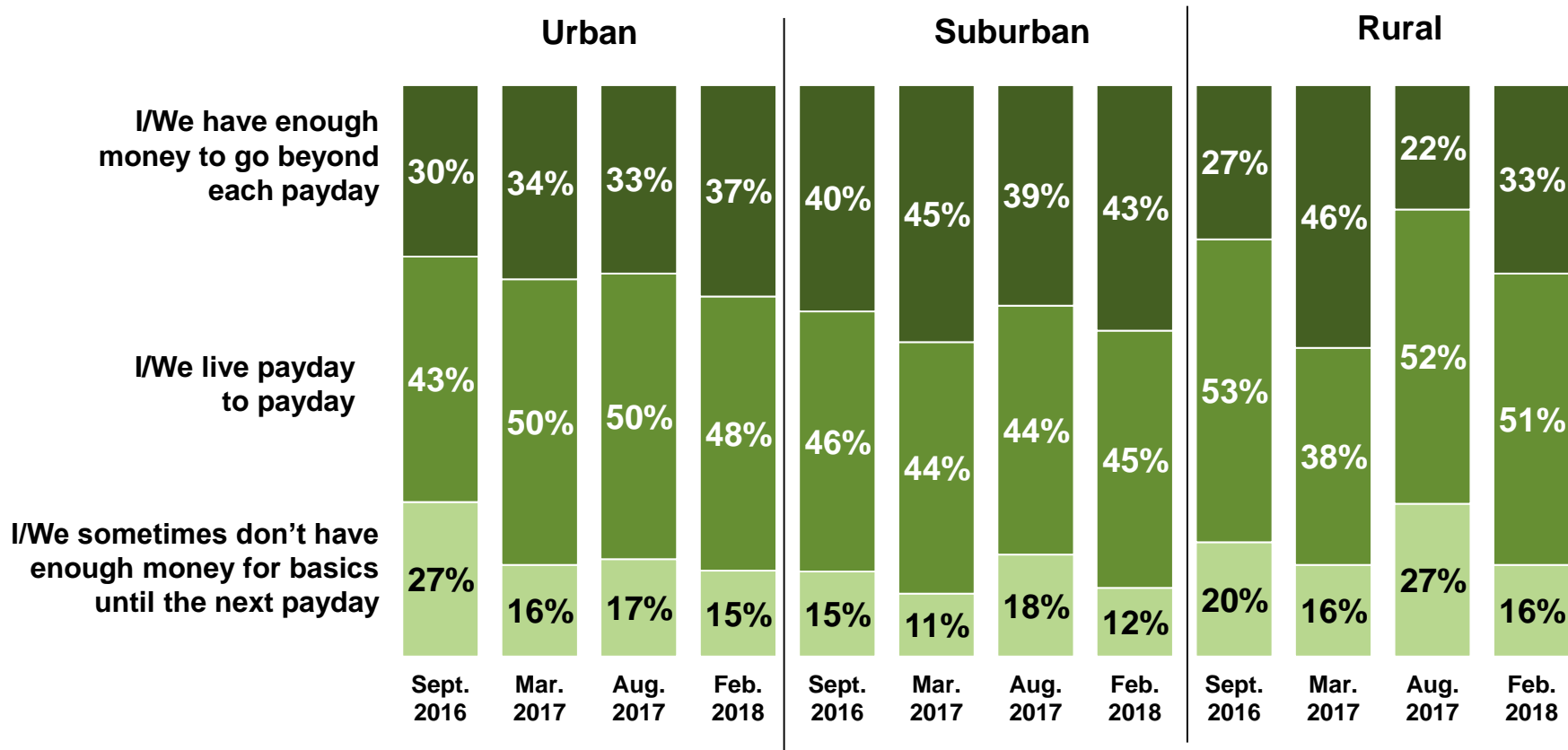
Please refer to table Appendix C for detailed sample size information.

Excludes "Mature" generational renters (Age 69+) given extremely small sample size.

# Rural Renter Perceptions of Their Finances Fluctuating Seasonally



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



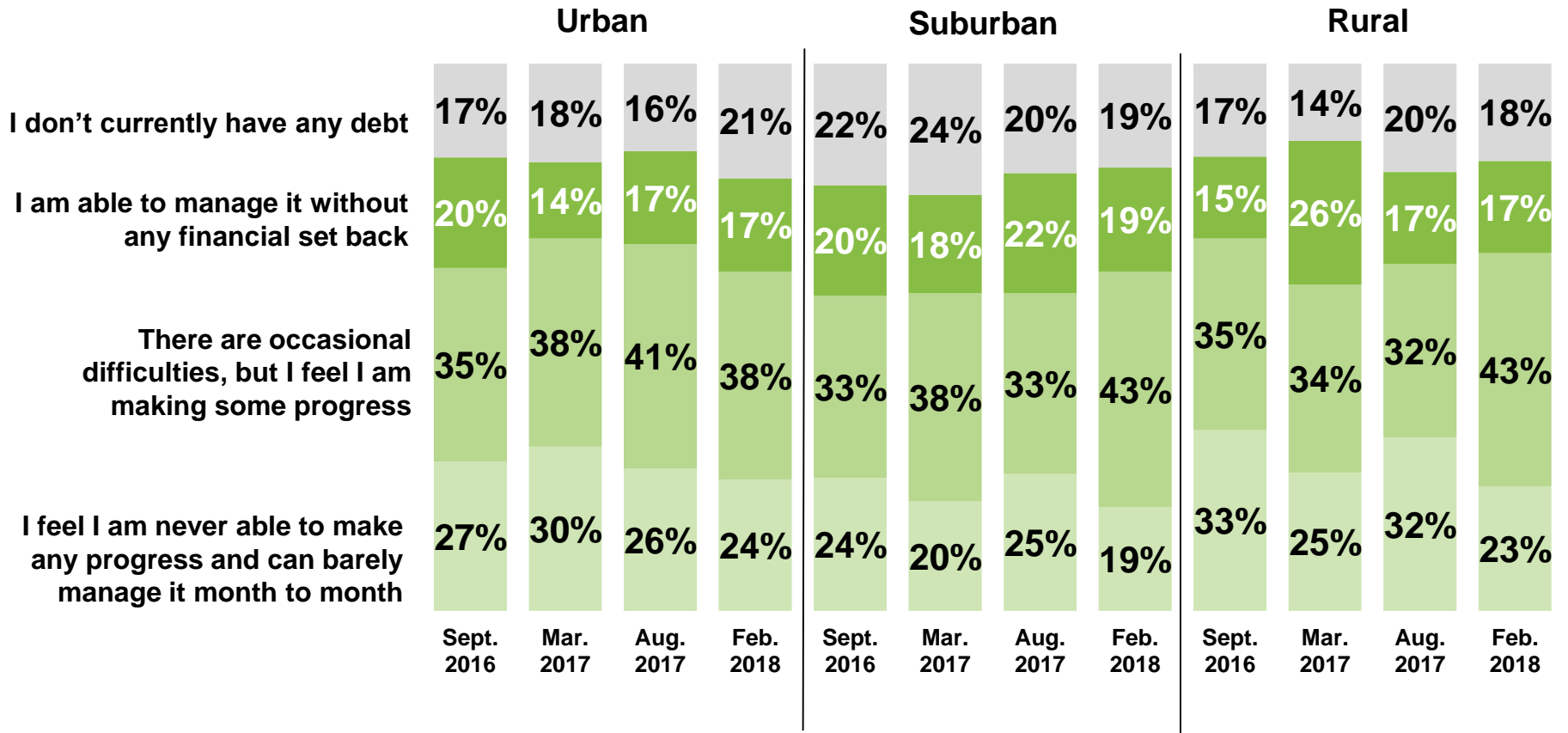
Please refer to table Appendix C for detailed sample size information.

(Base=Total Renters)

# Renters in All Areas Struggling Less to Manage Their Debt



**Q: Which of the following statements best describes your general feelings about your current debt?**



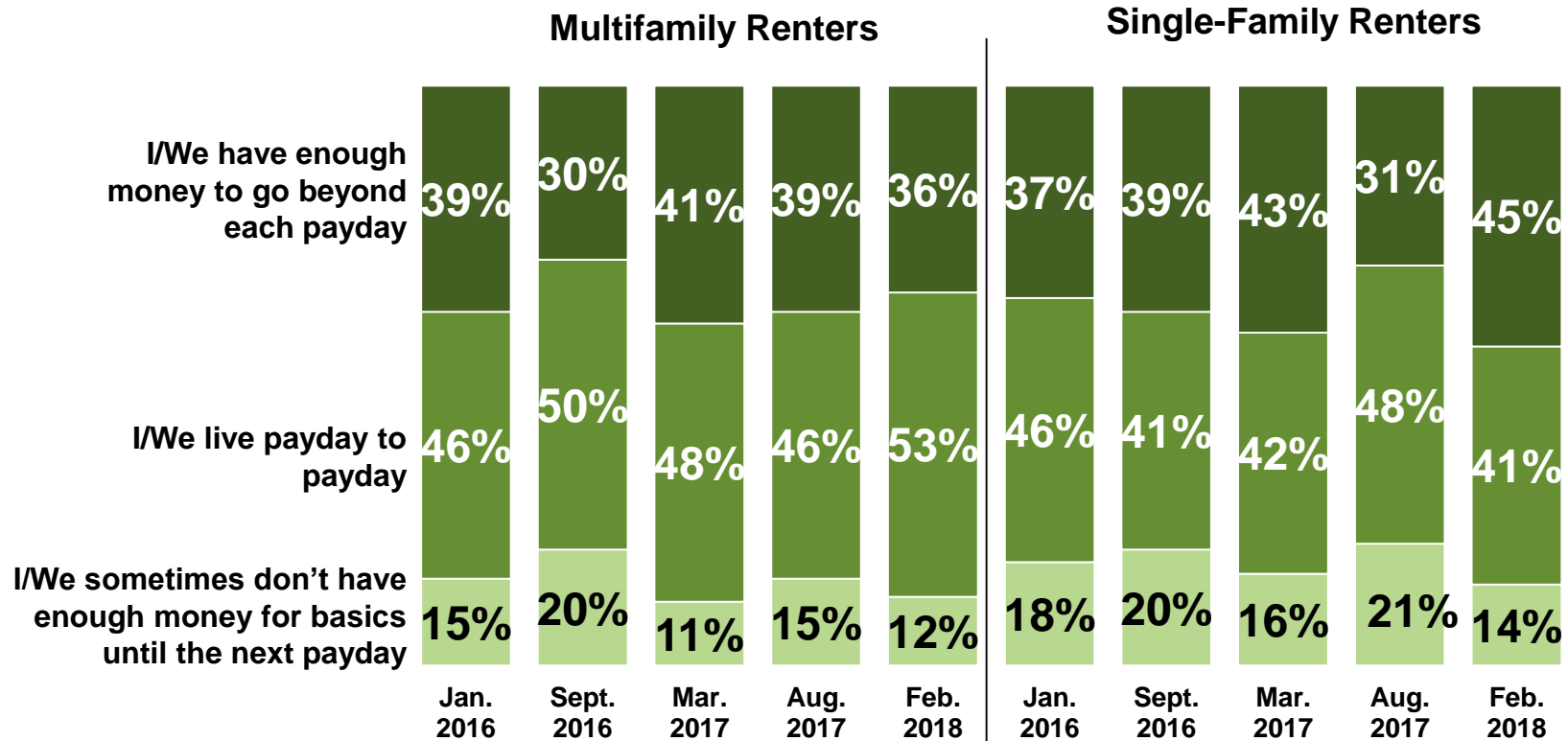
Please refer to table Appendix C for detailed sample size information.

(Base=Total Renters)

# Single-Family Renters Back to Being Confident About Their Finances



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



(Base=Total Renters)

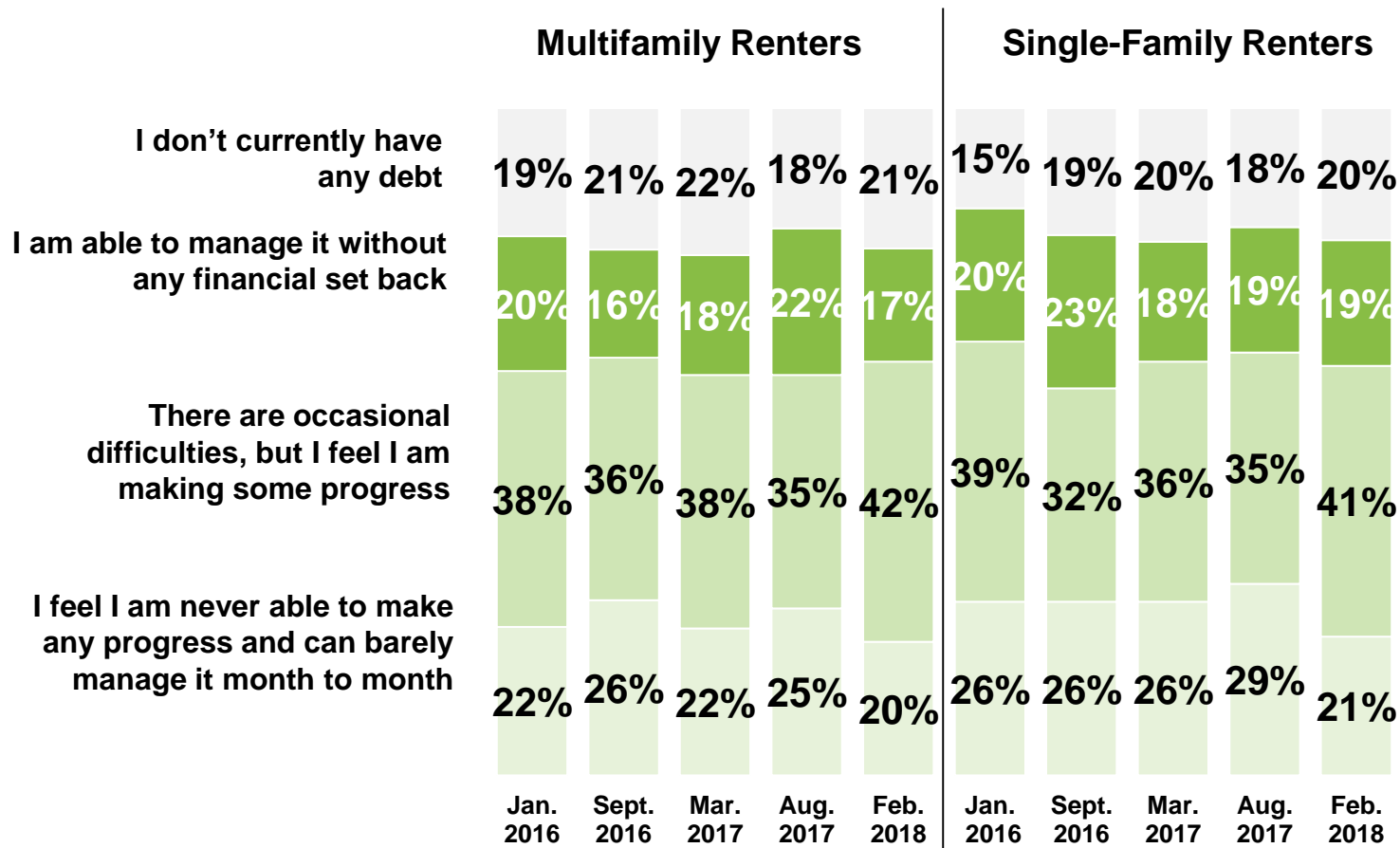
Please refer to table Appendix C for detailed sample size information.

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

# Both Multifamily and Single-Family Renters Feel Better About Managing Debt



Q: Which of the following statements best describes your general feelings about your current debt?



(Base=Total Renters)

Please refer to table Appendix C for detailed sample size information.

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

# Appendix C

## Background and Methodology



- Freddie Mac has commissioned Harris Poll to survey more than 4,000 U.S. adults to get their perceptions about renting in the post financial crisis marketplace.
- Freddie Mac has conducted this research to learn about renters':
  - » Preferences towards the housing choices available to them;
  - » Financial views and behavior;
  - » Views on renting and owning;
  - » The drivers for their housing decisions.

- Harris Poll on behalf of Freddie Mac conducted an online survey within the United States via its QuickQuery product five different times between August 2014 and February 2018. Information regarding the last six waves is included below:

Waves	Data Collection	Total (aged 18 and over)	Renters (aged 18 and over)
October 2015	October 8 – 12	2,020	703
January 2016	January 2016 – February 1	4,063	1,263
September 2016	August 31 – September 6	4,105	1,362
March 2017	March 3 - 6	4,283	1,282
August 2017	August 28 -30	4,459	1,342
February 2018	January 30 – February 1	4,115	1,209

- 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' propensity to be online.
- All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and 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 have agreed to participate in our 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%

# Appendix C

## Detailed Sample Information by Wave

# N Sizes for Comparison and Tracking



	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018
<b>TOTAL</b>	676	703	1,527	1,362	1,282	1,342	1,209

## GENERATION

	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018
Millennials	286	307	644	587	388	456	389
Gen X	165	188	408	405	383	361	367
Boomers	194	170	395	371	395	420	370

## AREA

	March 2015	October 2015	January 2016	September 2016	March 2017	August 2017	February 2018
Urban	N/A	N/A	N/A	500	463	478	441
Suburban	N/A	N/A	N/A	625	586	597	535
Rural	N/A	N/A	N/A	237	233	267	233

# N Sizes for Comparison and Tracking Contd.



## REGION

	March 2015	October 2015	January 2016	September 2016	March 2017	September 2017	February 2018
Northeast	164	478	365	285	289	314	300
South	189	652	508	501	386	457	383
Midwest	165	515	345	279	312	259	269
West	158	375	309	297	295	312	257

## RENTER TYPE

	March 2015	October 2015	January 2016	September 2016	March 2017	September 2017	February 2018
Multifamily	294	269	656	607	531	578	553
Single-Family	324	390	783	673	668	653	573