



Profile of Today's Renter

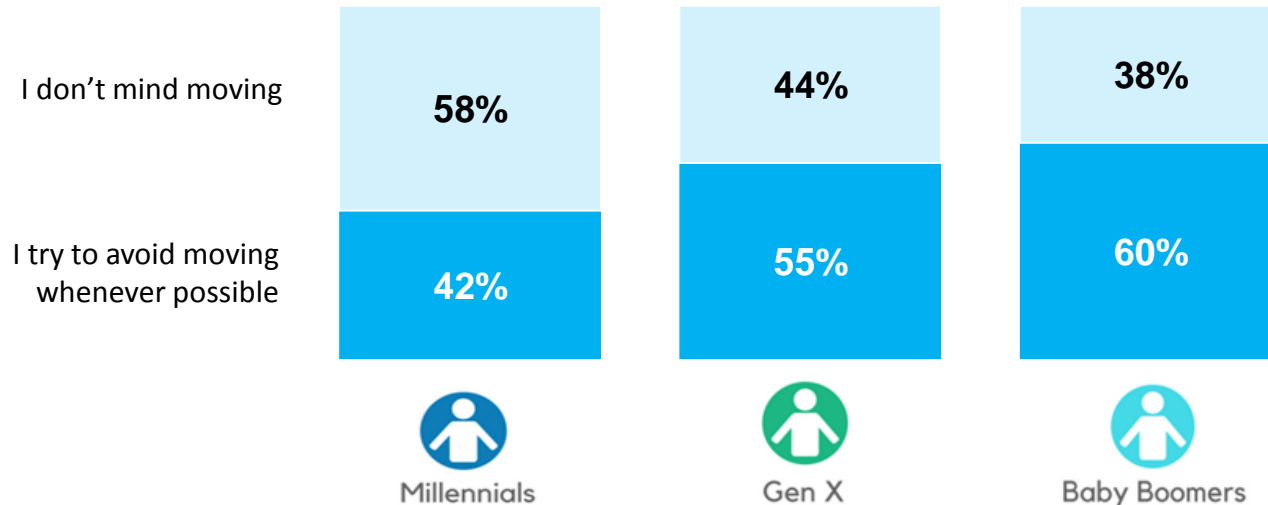
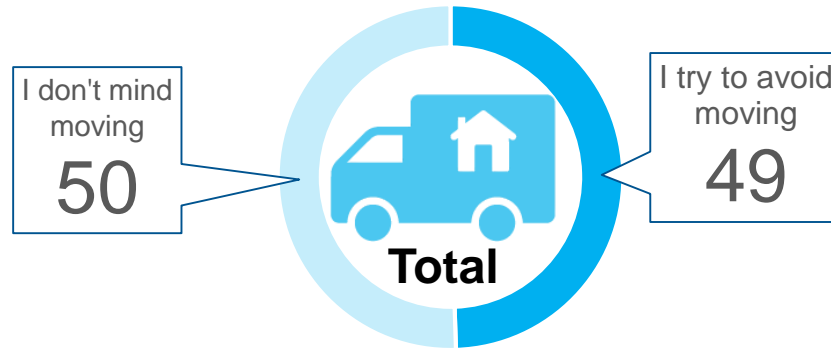
GfK Knowledge Panel®
Mobility Trends

Market Insights, Corporate Communications & Marketing

February 2018

Half of Renters Say They Try to Avoid Moving

Q: What statement comes closer to your point of view?



(Total Renter Base = 1,247)
(Millennial Renter= 396, Gen X Renter= 424 and Baby Boomer Renter=406)

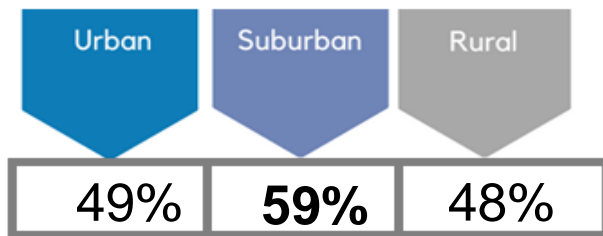
Suburban Renters Prefer Not to Move



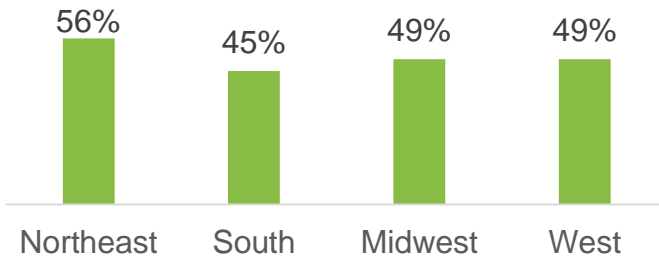
Q: What statement comes closer to your point of view?

I try to avoid moving whenever possible

By Area

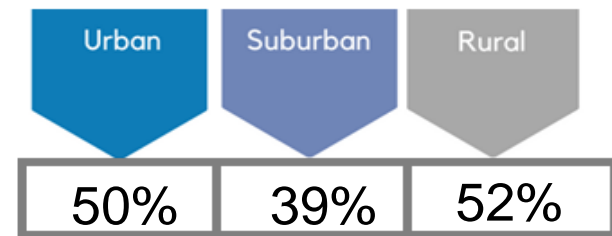


By Region

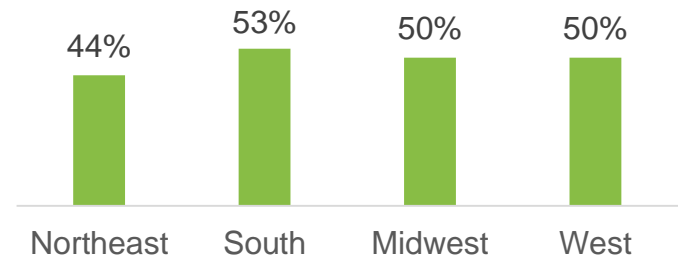


I don't mind moving

By Area



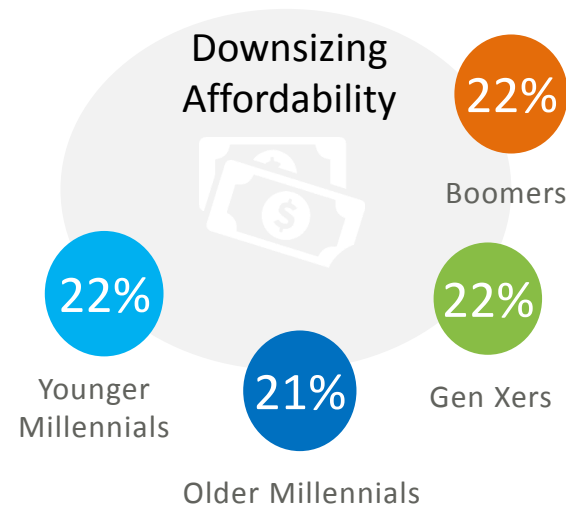
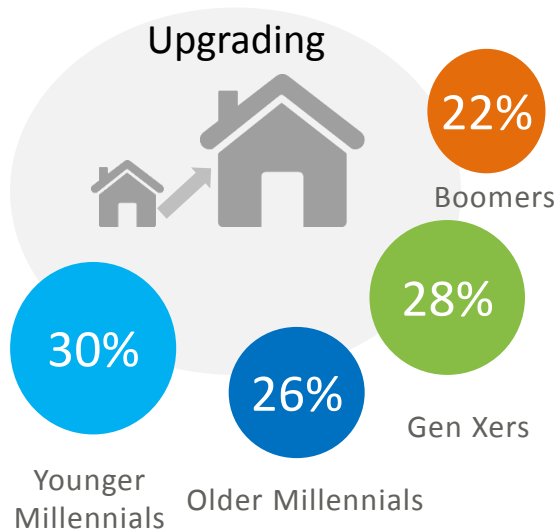
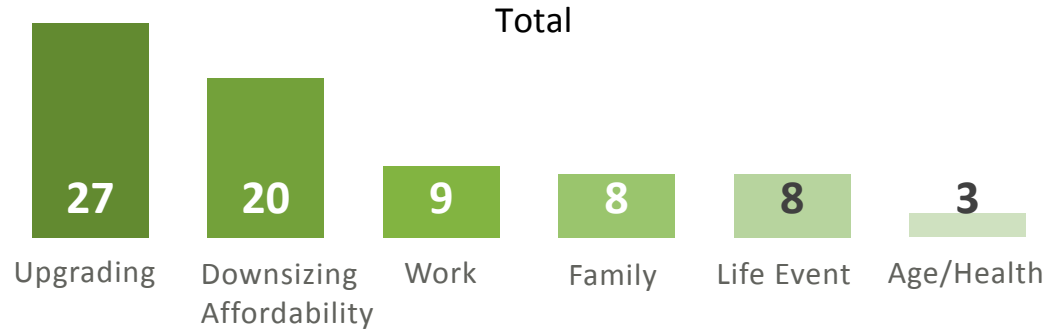
By Region



(Urban Renters=604, Suburban Renters=111, and Rural Renters=532)
(Northeast Renters=255, South Renters=413, Midwest Renters=244, and West Renters=335)

Upgrading and Affordability Are the Main Reasons for Moving

Q: What is the main reason why you would consider moving from your current residence?

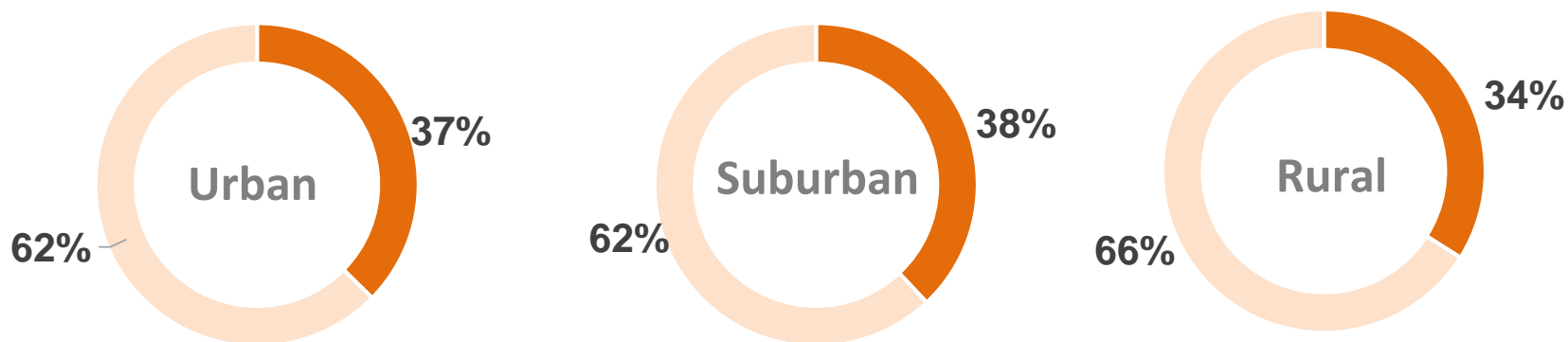


(Respondents considering moving from current residence=1,152)
 (Younger Millennial Renters=145, Older Millennial Renters=238, Gen X Renters=399, and Baby Boomer Renters=350)
 (Excludes "Gen Z" generational renters (18-20) given extremely small sample size)

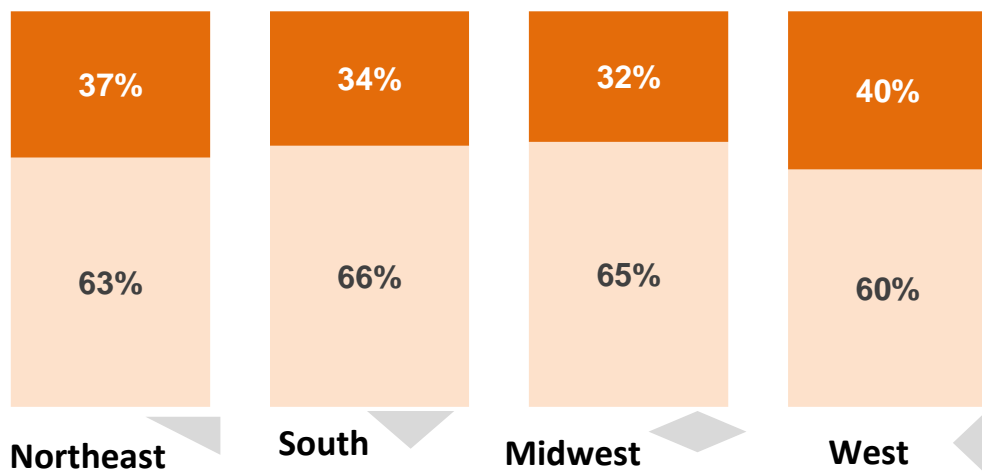
Regardless of Where Living, Price Beats Location

Q. Which is more important to you, being in the exact location you want or staying within your price range?

Renters



■ Location
■ Price

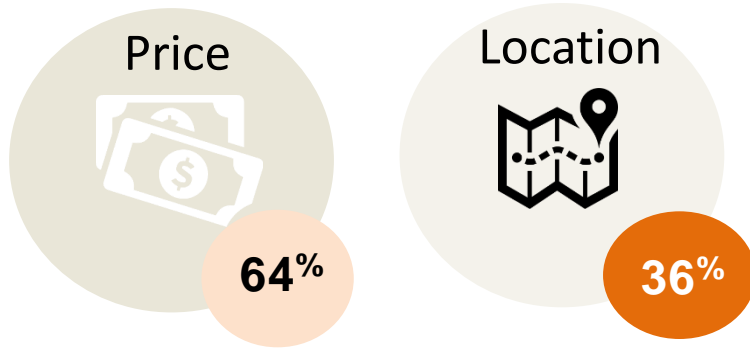


(Northeast Renters = 255 , South Renters=413 , Midwest Renters=244, West Renter= 335)
 (Urban Renters=604 , Suburban Renters=111 and Rural Renters=532)

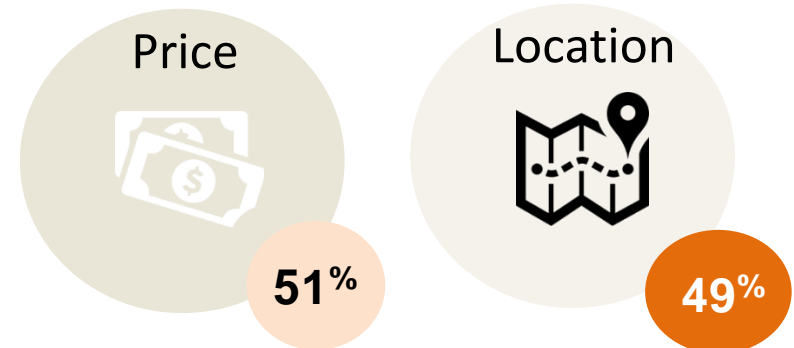
Price is the Most Important Factor When Choosing Next Home

Q. Which is more important to you, being in the exact location you want or staying within your price range?

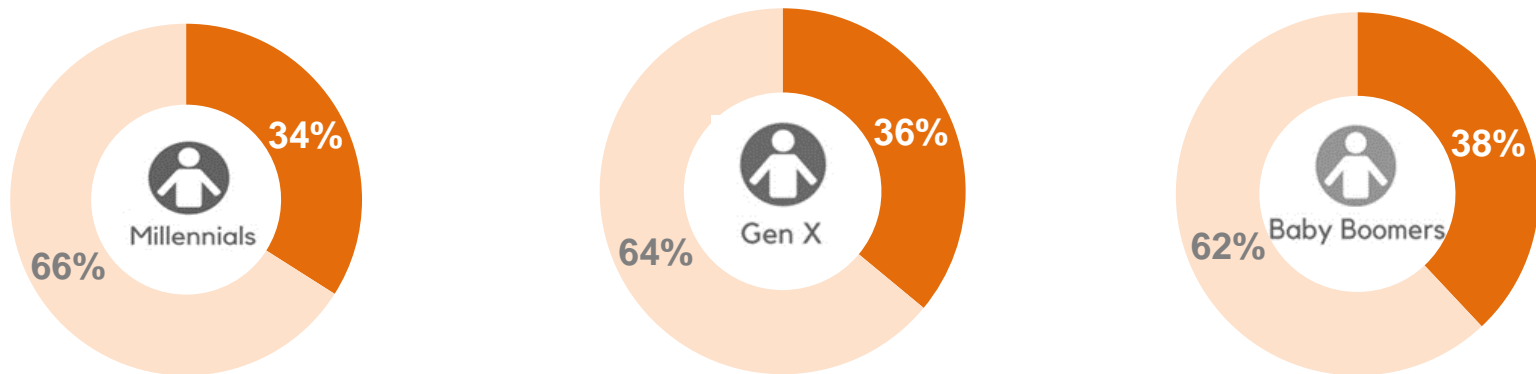
Renter



Homeowner



Renter by Generation



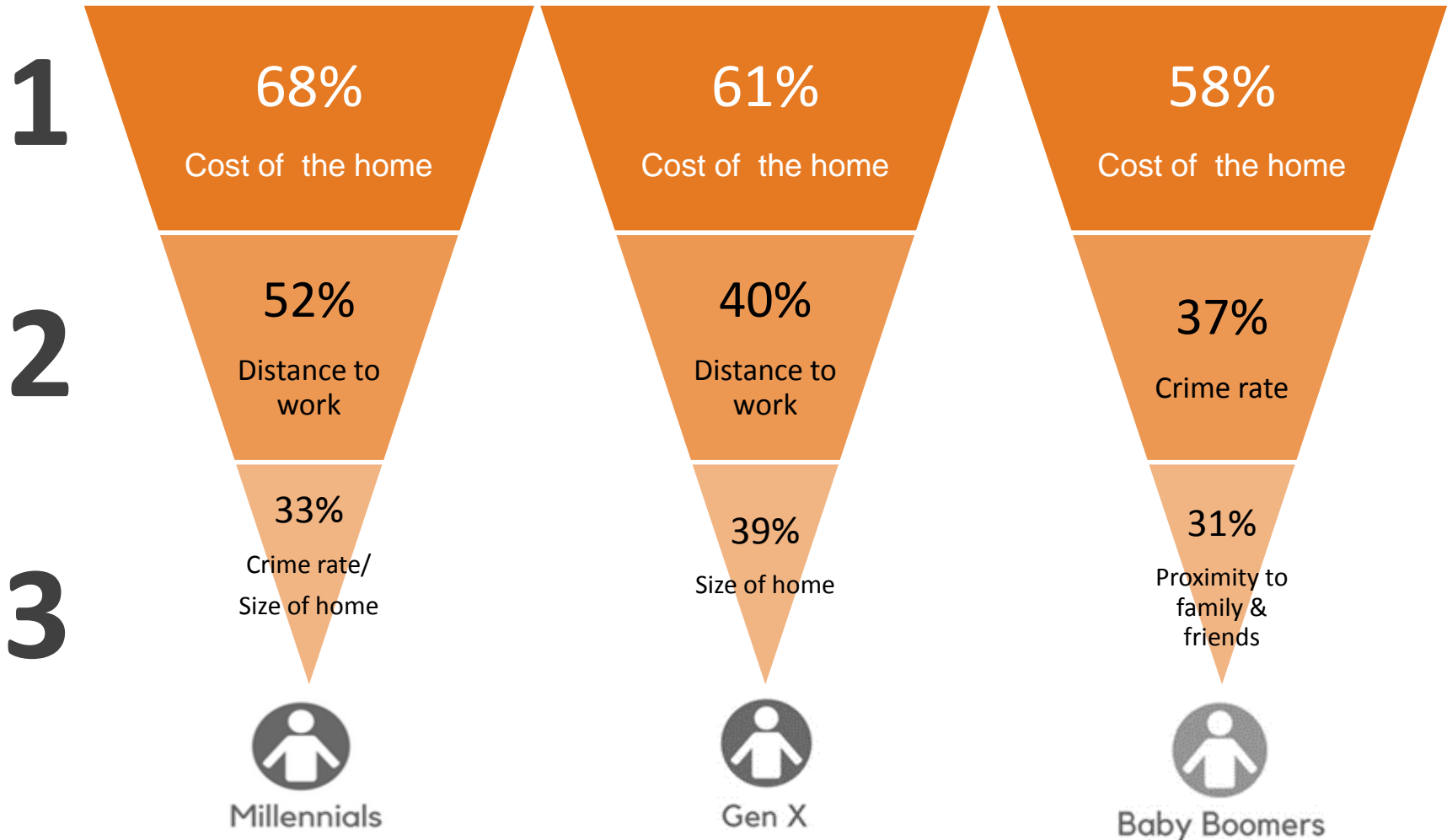
Price Location

(Total Renter Base = 1,247, Total Homeowner Base 1,294)
 (Millennial Renter=396, Gen X Renters=424, Baby Boomer Renters = 406)
 (Excludes "Gen Z" generational renters (18-20) given extremely small sample size)

Across Generations, Price Beats All



Q: Thinking about your next move, which THREE of the following are the most important to you?

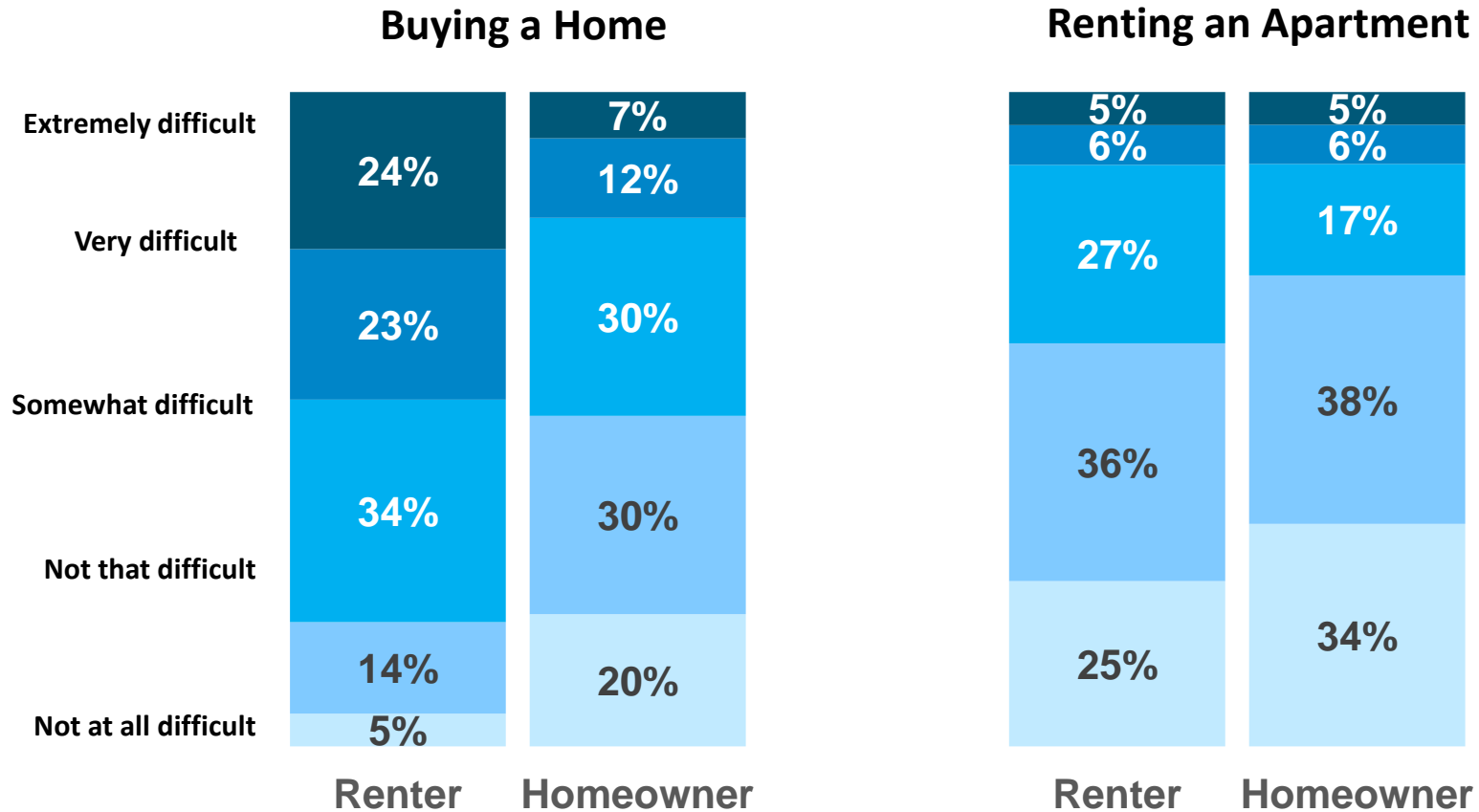


*(Millennial Renters=383, Gen X Renters=399, and Baby Boomer Renters=350)
(Excludes "Gen Z" generational renters (18-20) given extremely small sample size)*

Renters View Buying a Home Significantly More Difficult Than Homeowners



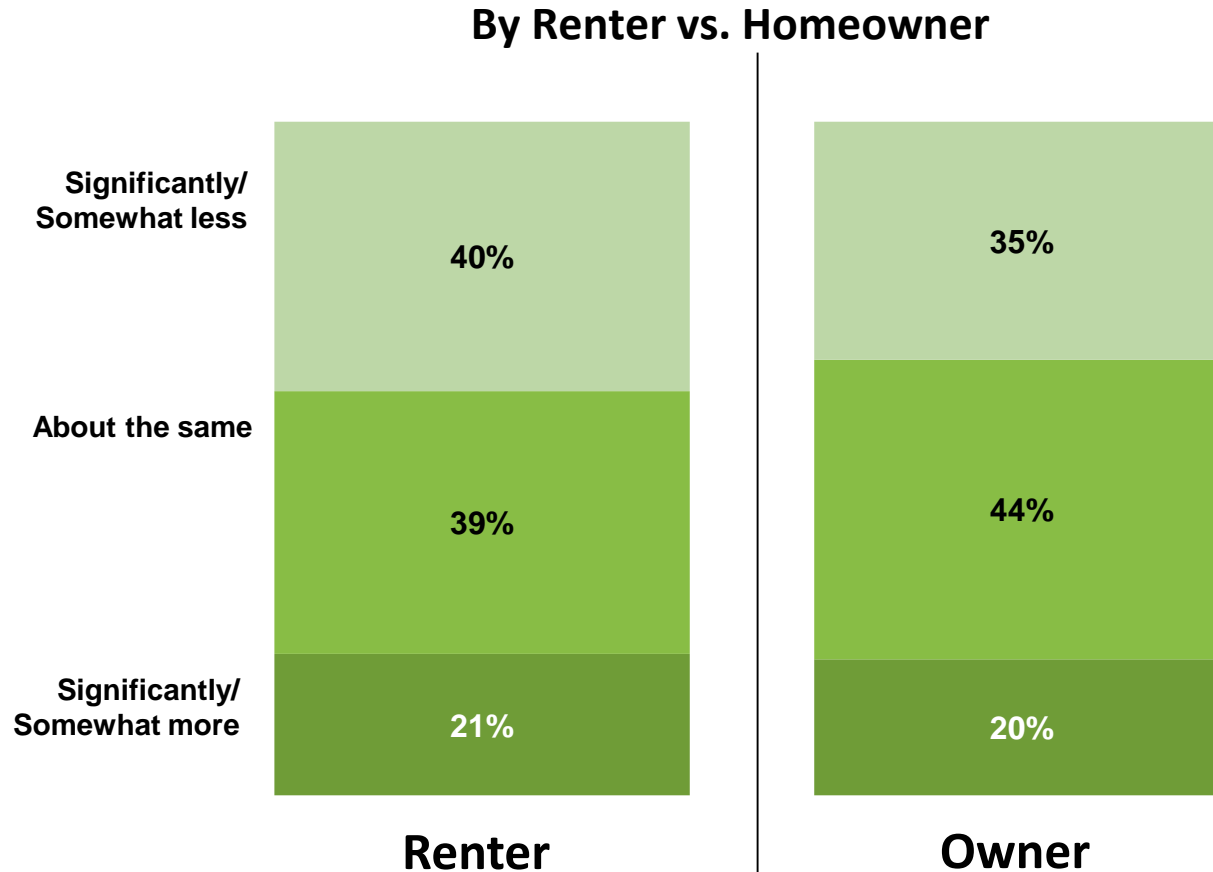
Q: Please indicate how difficult you anticipate it would be for you to do the following...



(Total Renter Base = 1,247 and Total Homeowner Base = 1,294)

Renters Perceive Homeownership as Less Accessible Compared to Three Years Ago

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

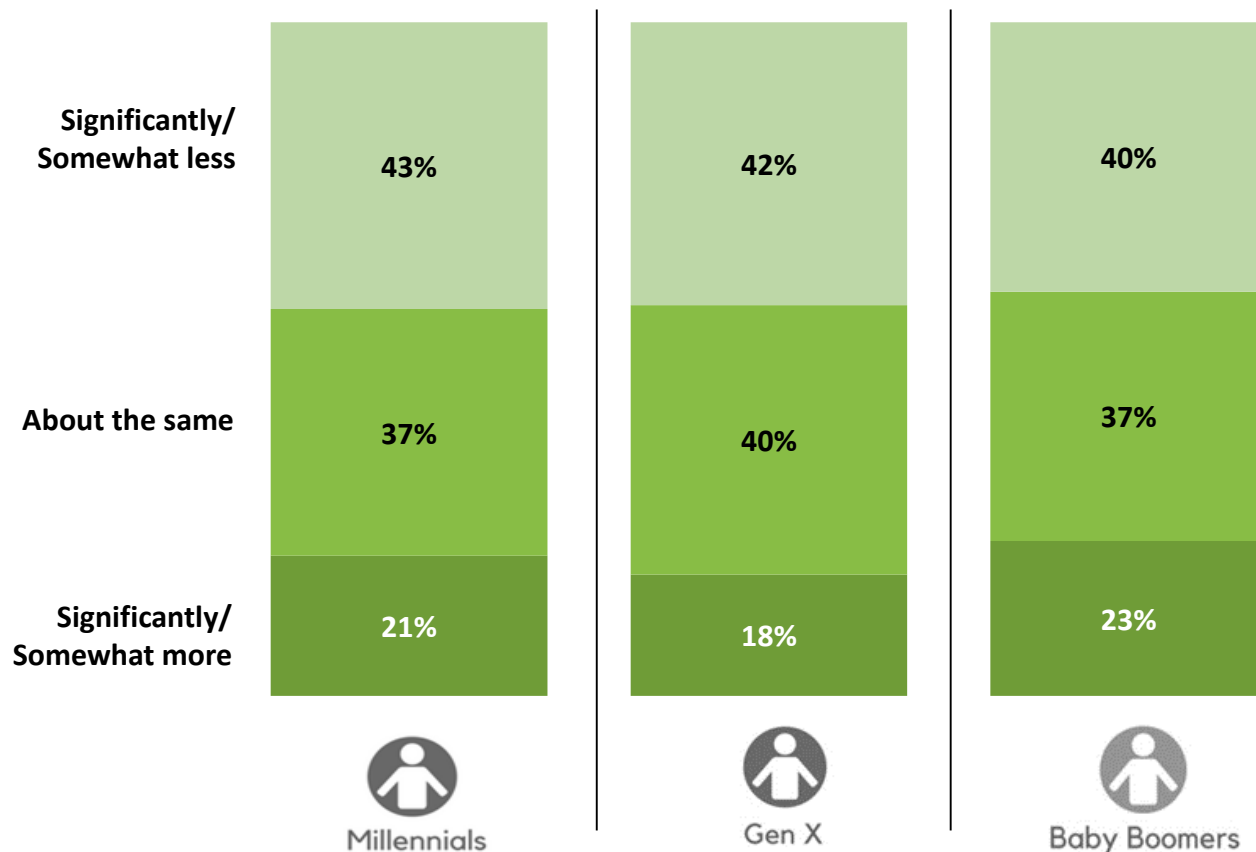


(Total Renter Base = 1,247; Total Homeowner Base = 1,294)

Perceptions on Accessibility of Homeownership Are Consistent Across Generations

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

Renter By Generation

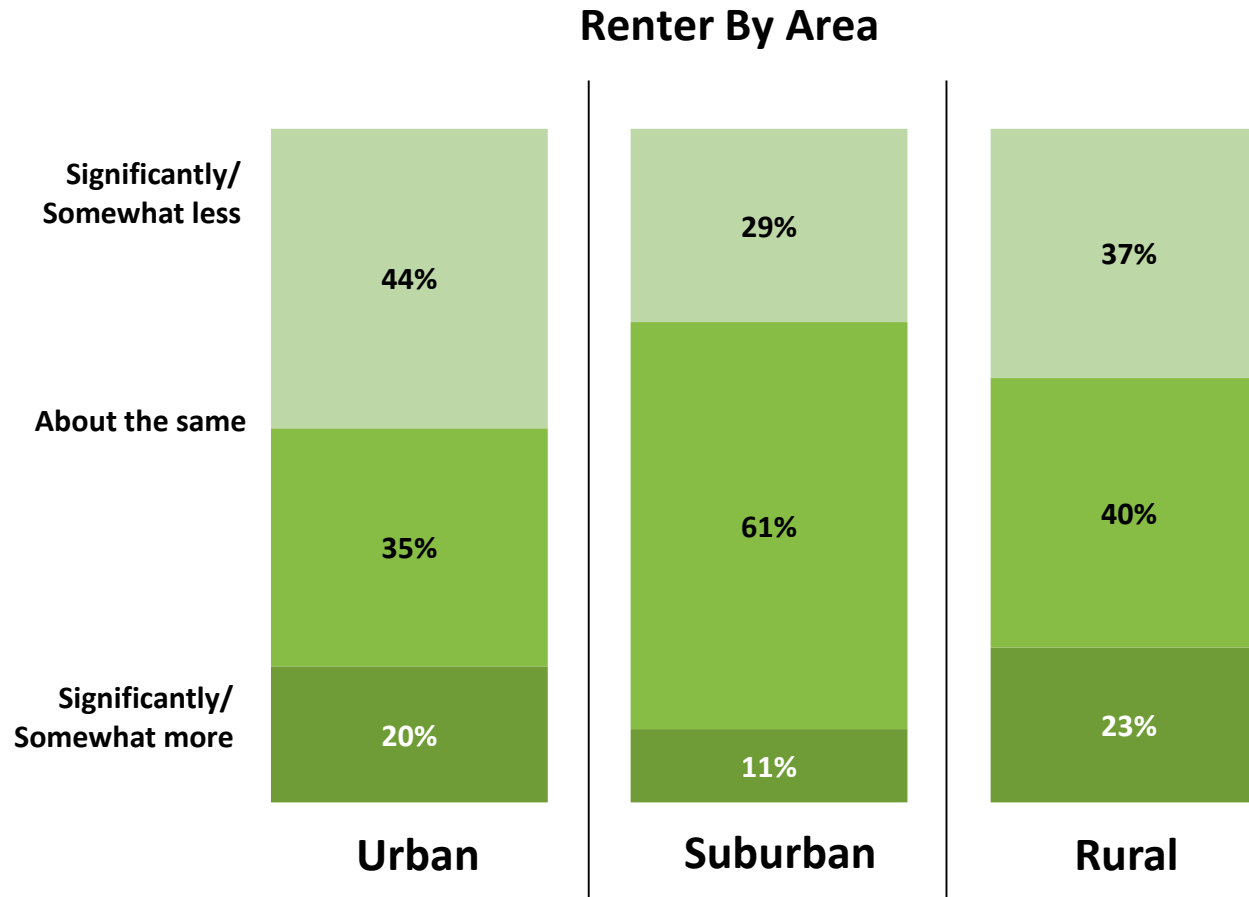


(Millennial Renter=396, Gen X Renter=424 and Baby Boomer Renter=406)
(Excludes "Gen Z" generational renters (18-20) given extremely small sample size)

Urban Renters See Homeownership as a Bigger Hurdle



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



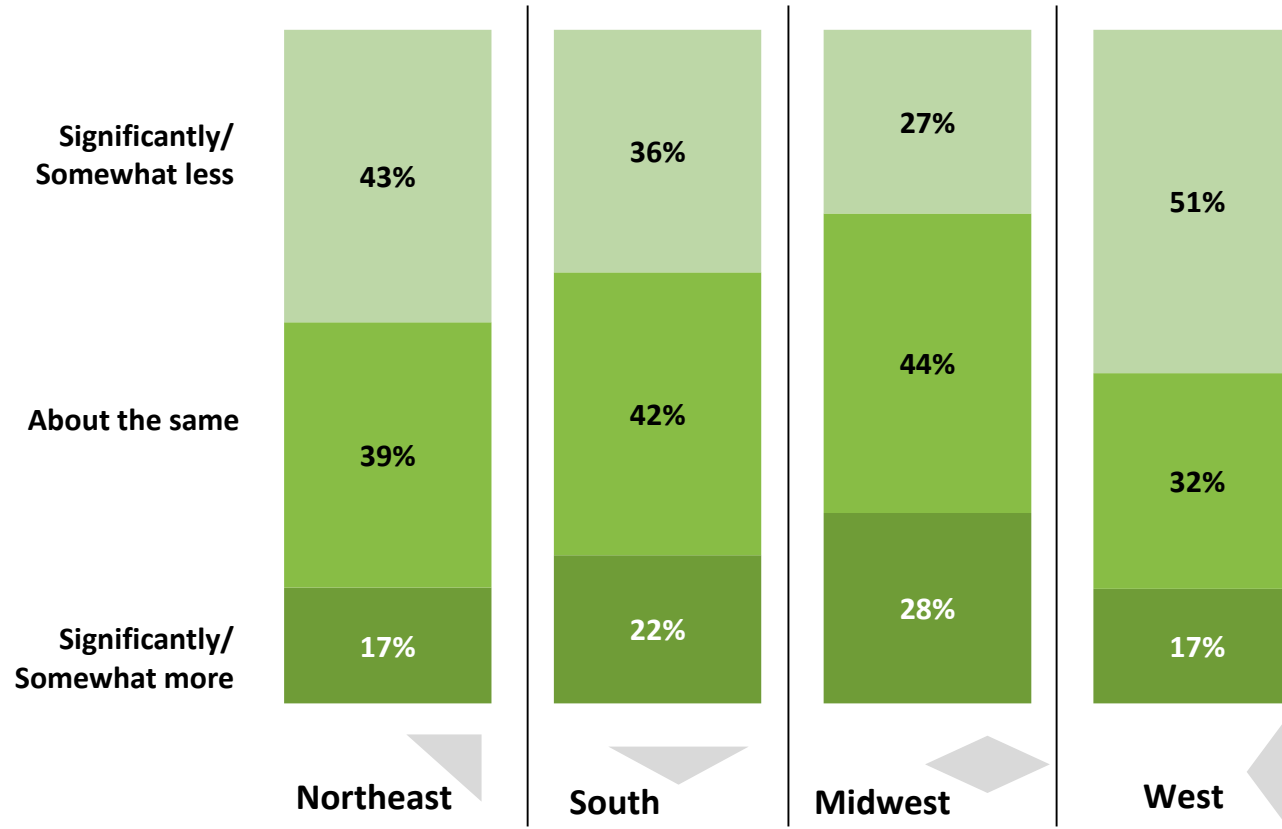
(Urban Renters=604 , Suburban Renters=111 and Rural Renters=532)

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)