



2019

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# State of The American Renter

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OCTOBER 2019 // 4TH ANNUAL SURVEY

# Methodology

A total of 10,219 respondents age 18+ from all 50 U.S. states as well as Washington, D.C. completed the full survey. The survey was sent to Zumper and PadMapper users based in the United States and shared among their family/friends. All responses were gathered online. There are a number of other surveys designed to gather similar data, most notably the American Housing Survey, which is gathered by the Census Bureau. We acknowledge that our data and findings may be impacted by various biases due to the differences between our user base, usually younger with a higher concentration in cities, and the income related biases involved by offering the opportunity to win the survey's prizes, equal to (2) \$1,000 prizes. To help mitigate potential biases in sampling, we strived for the highest possible number of respondents and encouraged sharing to capture as much and as diverse data as possible.

**Based on the responses from over 10,000 people who took this year's survey, we found that the typical respondent:**



Has a median age of 37



Identifies as female



Has some college education



Is single and never married



Has a median current annual income between \$25,000 - \$49,999



Has a median monthly rent payment of \$900



Has lived at their current residence for 2 years or less



Commutes 30 minutes or less to work

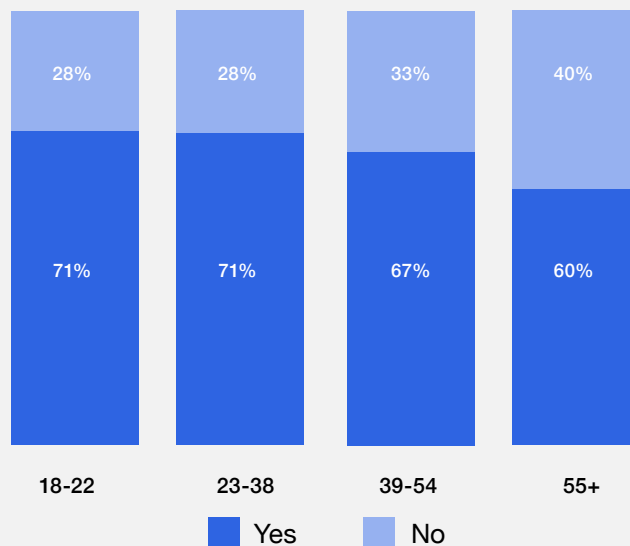
# Key Findings

## The American Dream & Homeownership

### Age Group

Overall, 32% of respondents said they do not believe that the American Dream involves homeownership.

- » Down 1 point from the 2018 Annual Renter Survey (33%).
- » Same as the 2017 Annual Renter Survey (32%).
- » Up 3 points from the 2016 Annual Renter Survey (29%).
- » As age rises, people are less likely to believe that homeownership is part of the American Dream.

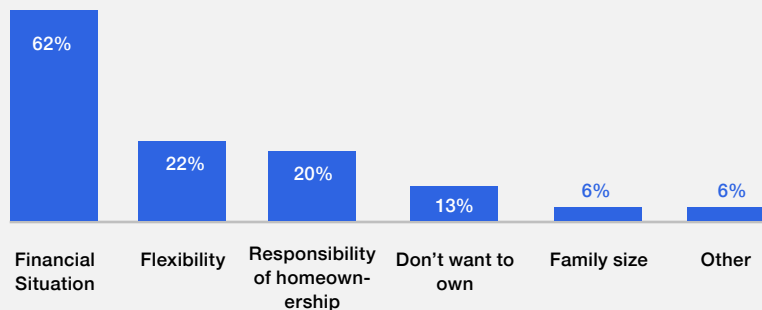


## Renting vs. Homeownership

### Reason For Renting Instead of Owning

Financial situation was the overwhelmingly top reason that our respondents said they rented instead of owned.

Flexibility and responsibility of homeownership followed after so it seems even if people had the option to purchase, the desire to move freely is more enticing.



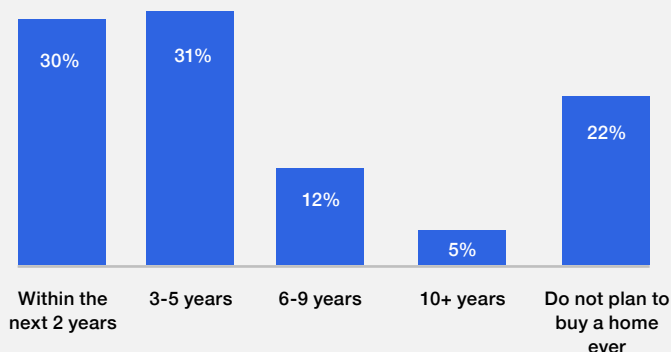
### Time Frame For Buying A Home

30% of respondents said they planned to buy a home in the next 2 years.

- » Down 14 points from the 2018 Annual Renter Survey (44%).

22% of respondents do not want to purchase a home ever.

- » Up 1 point from the 2018 Annual Renter Survey (21%).



# Living Behavior

## Home Size

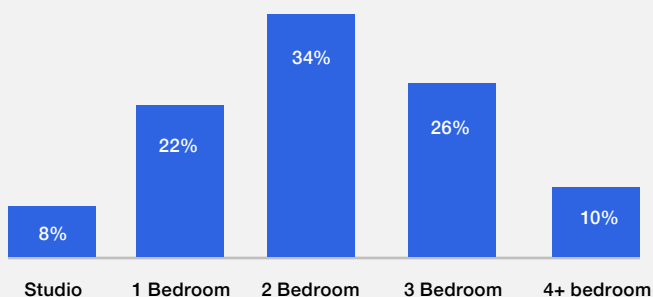
24% of respondents live with roommates who aren't their parents or significant others.

Of the people who have significant others, 40% live with them.

13% of respondents currently live with their parents.

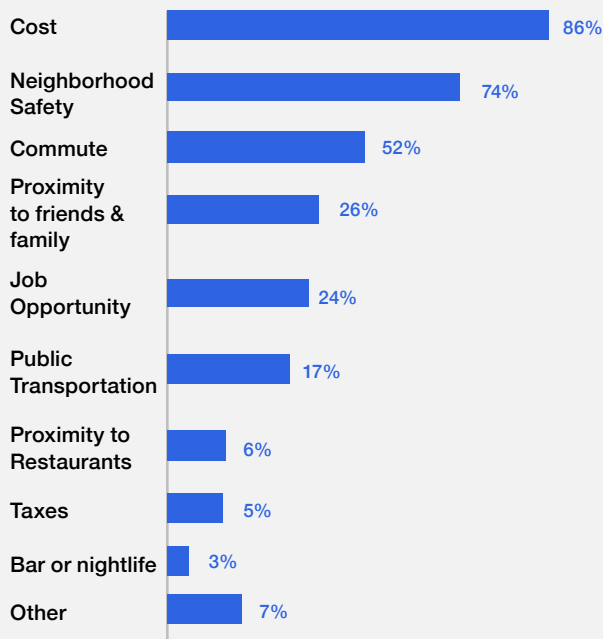
- » Up 3 points from the 2018 Annual Renter Survey (10%).

In terms of bedroom types, 2 bedrooms were the most common, followed by 3 and 1 bedrooms.



## Factor In Deciding Where to Live

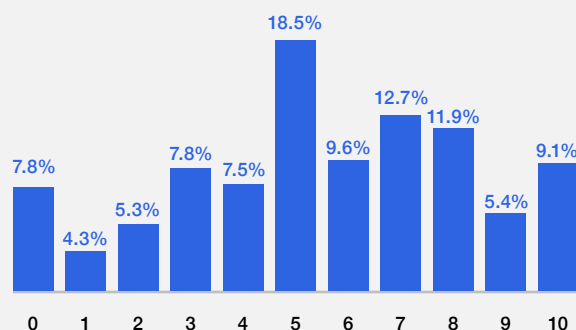
Having our respondents choose up to 3 factors, cost, neighborhood safety, and commute were the most important when deciding where to live, which was the same as last year's results.



## Satisfied With Current Home Score

The average respondent score for home satisfaction was 5.4.

In general, the sentiment for respondent living situation was neutral erring to satisfied.



## Pet Type

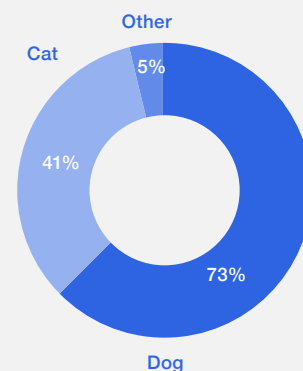
43% of respondents own a pet.

Of those pet owners, dogs were the most popular type, followed by cats and then a combination of both.

The most notable "other" pet was a bearded dragon.

Female respondents (45%) tended to have pets more than male respondents (36%).

The millennial age group had the fewest pets (39%).



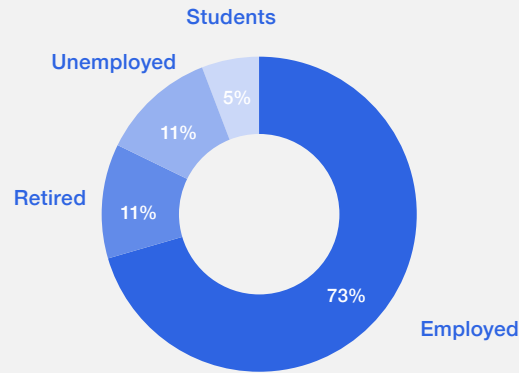
# Financial Situation

## Employment Situation

About 3 in 4 respondents were employed when taking this survey while the rest were either retired, students, or unemployed.

Of the employed individuals, 7% participated in the “gig economy” (e.g Uber, Lyft, Postmates etc).

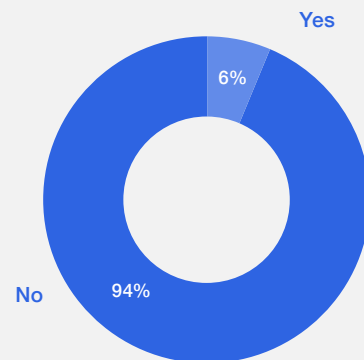
Of the employed individuals, about 1 in 3 worked remotely.



## Parents Help Pay For Rent

While the vast majority of our respondents did not have their parents help pay for rent, 6% did.

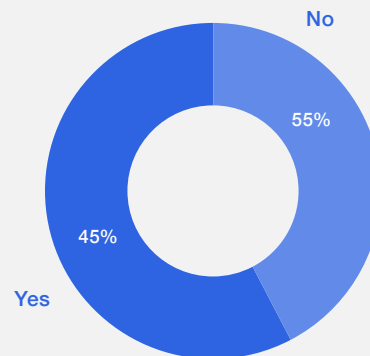
- » Down about 2 points from the 2018 Annual Renter Survey (8%).



## Remaining Student Loans

Overall, nearly half of all respondents still had remaining student loans.

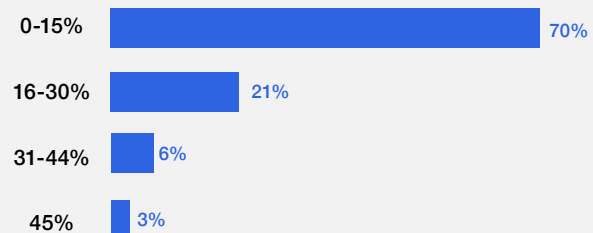
- » Up 7 points from the 2018 Annual Renter Survey (38%).



## Income Saved Every Month

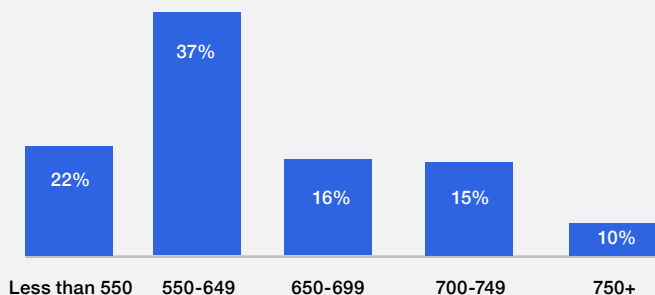
A majority of our respondents save between 0 - 15% of their income every month.

A tiny 3% save nearly half or more of their income every month.



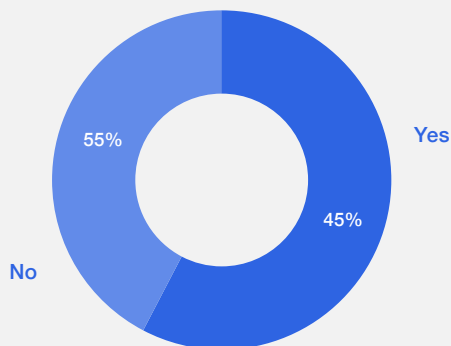
## Credit Score

Overall, the most common credit score of our respondents was in the 550-649 range, followed by less than 550.



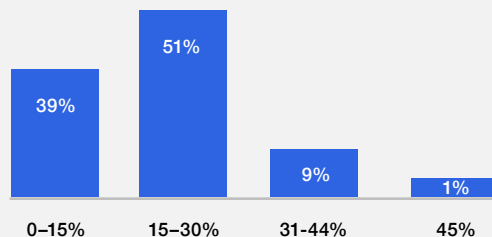
## Believe Apartment is a Good Deal

- » 55% of respondents who are renting believe that they are getting a good deal.
  - + This was down 2 points from the 2018 Annual Rent Survey (57%).
- » As age increases, so does the likelihood of respondents thinking they were getting a good deal.
  - + Most likely due to increased income.



## Reported vs % of Income Someone Should Spend on Rent

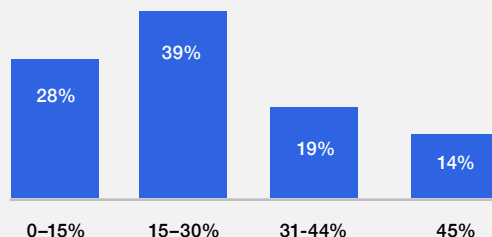
Over half of all respondents believed that they should spend 15 - 30% of their pre-tax income on rent, followed closely by 40% of respondents choosing the 0 - 15% range.



## % Income Actually Spent on Rent

In line with expectations with the graph above, the bracket that was chosen the most for actual income spent on rent was 15 - 30%.

- » Though, 1 in 3 respondents spend over 30% of their monthly income on rent.
- » The highest discrepancy was only 1% of respondents believed they should spend 45%+ of their income on rent while 14% actually do.



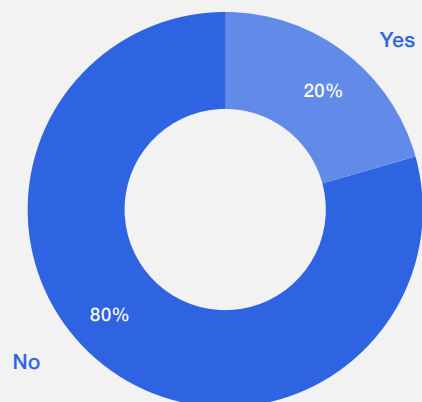
## Relocation

### Relocation in The Past Year

About 20% of respondents have relocated in the past year.

The top 10 cities they left were

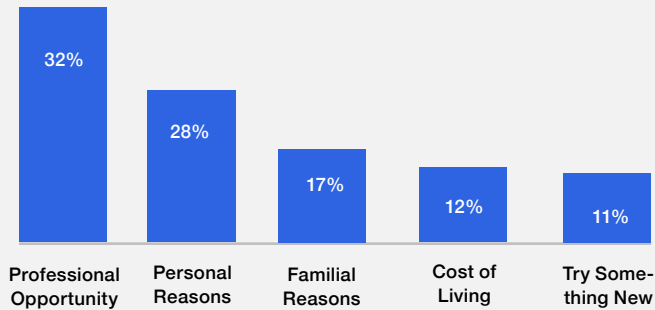
- » New York, NY
- » Washington, DC
- » Denver, CO
- » Los Angeles, CA
- » Boston, MA
- » Philadelphia, PA
- » Chicago, IL
- » Dallas, TX
- » San Francisco, CA
- » Atlanta, GA



## Relocation in The Past Year

The biggest reason as to why respondents have relocated in the past year was due to professional opportunity.

Personal reasons followed closely behind at 28%.



## Reason of Relocation

25% of respondents are planning to relocate within the next year, compared to the 20% who actually did this past year.

The majority of people seemed content enough to stay at their current living situation.

The top 10 cities respondents were planning to relocate to were:

- |                   |                     |
|-------------------|---------------------|
| » Los Angeles, CA | » San Francisco, CA |
| » Atlanta, GA     | » Portland, OR      |
| » New York, NY    | » Tampa, FL         |
| » Boston, MA      | » Dallas, TX        |
| » Chicago, IL     | » Las Vegas, NV     |

