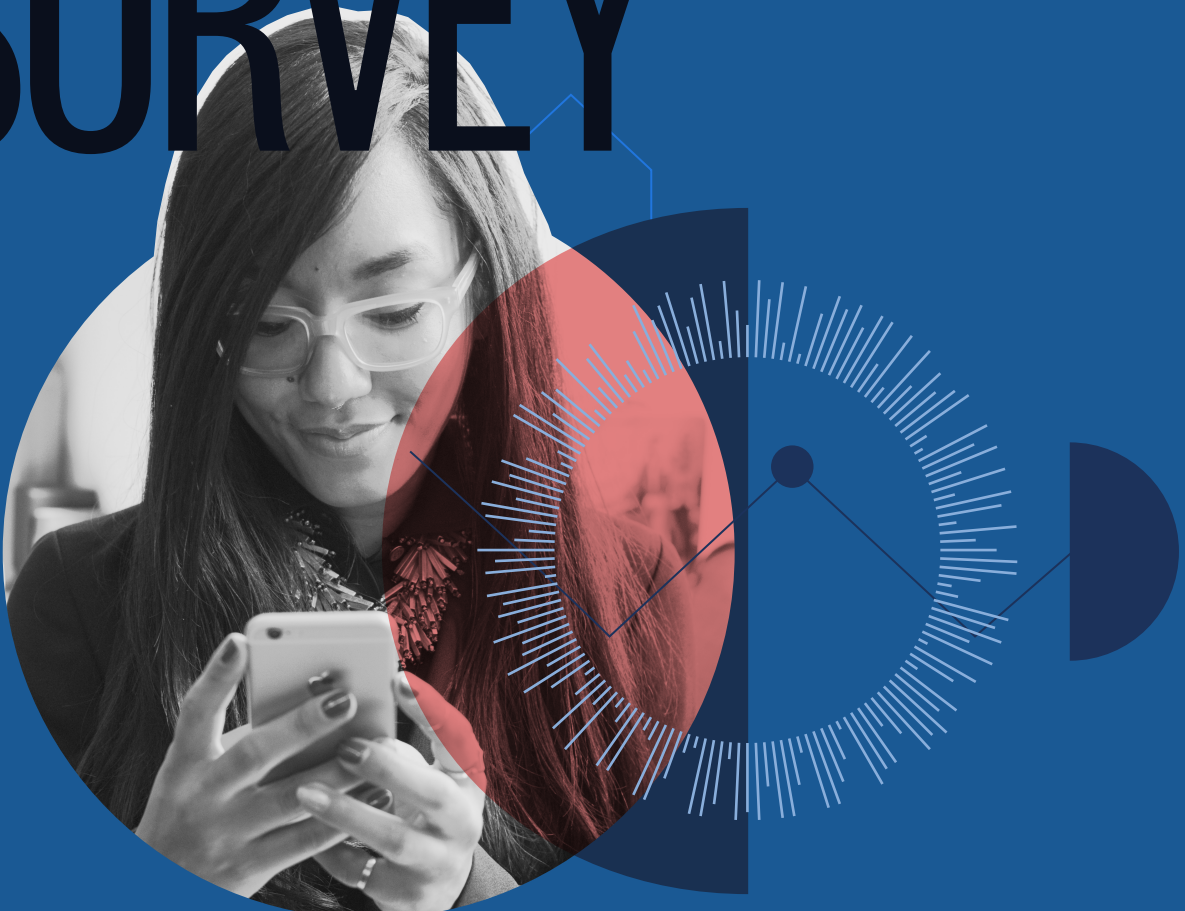


2020 ANNUAL RENTER SURVEY



Methodology

A total of 14,321 renters aged 18+ from all 50 U.S. states as well as Washington, D.C. were surveyed June through August 2020.

The survey was sent to Zumper and PadMapper users based in the United States and shared among their family and friends. All responses were gathered online, with a monetary incentive of the chance to win one of four \$500 cash prizes.

In an effort to minimize sampling bias and improve the representativeness of the American renter population, survey responses were calibrated on several renter characteristics to more closely match the makeup of the American renter population as estimated in the 2019 American Community Survey conducted by the U.S. Census Bureau. Responses were calibrated on renter age, race, sex, and educational attainment using the raking algorithm used by American National Election Studies.

Based on the responses from over 14,000 people who took this year's survey, we found that the median renter:



**Is 31
years old**



**Is single
and never
married**



**Has some
college
education**



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



**Has lived at
their current
residence for 2
years or less**



**Is registered
to vote**

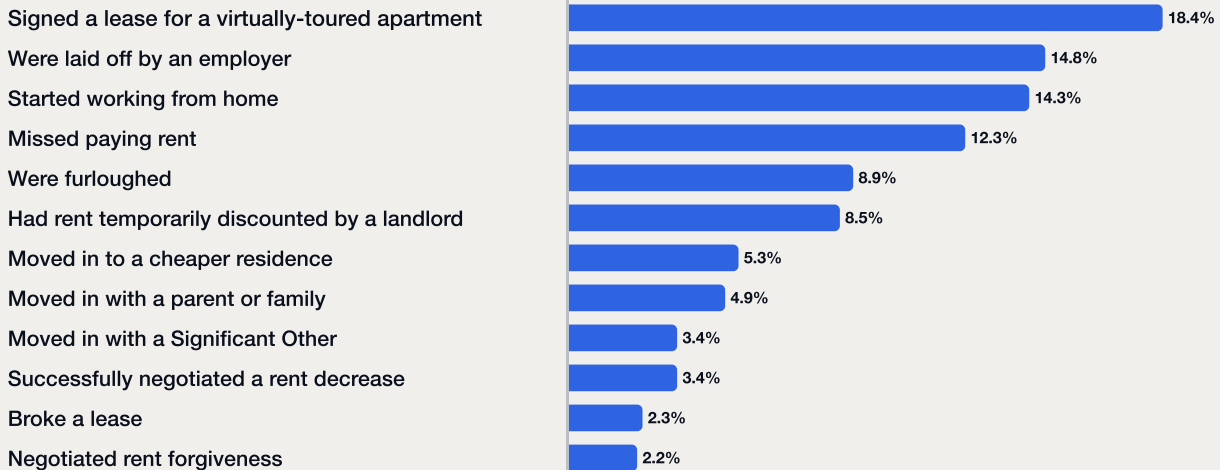


**Commutes
30 minutes
or less to
work**

Key Findings

Covid's effects on renters

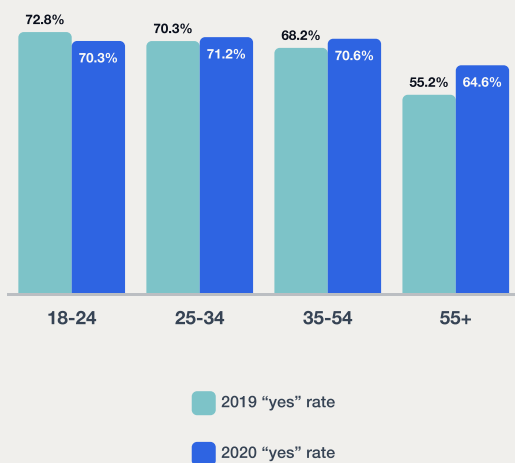
As a direct result of the pandemic, renters were affected in the following ways:



Homeownership & renting

Does the American Dream involve homeownership?

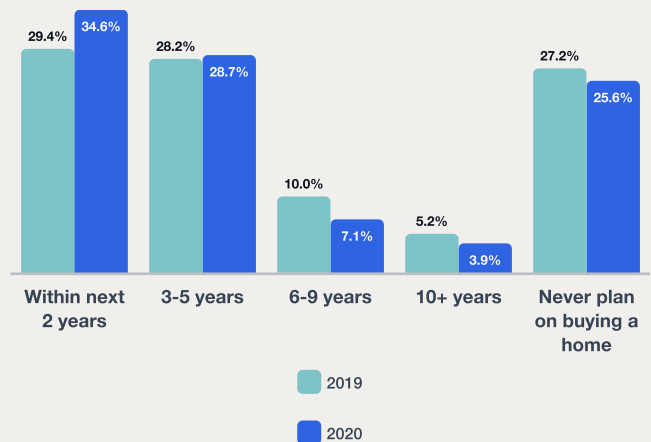
Overall, 68.9% of renters said they believe that the American Dream involves homeownership, a 3 point increase from last year.



When do you plan on buying a home?

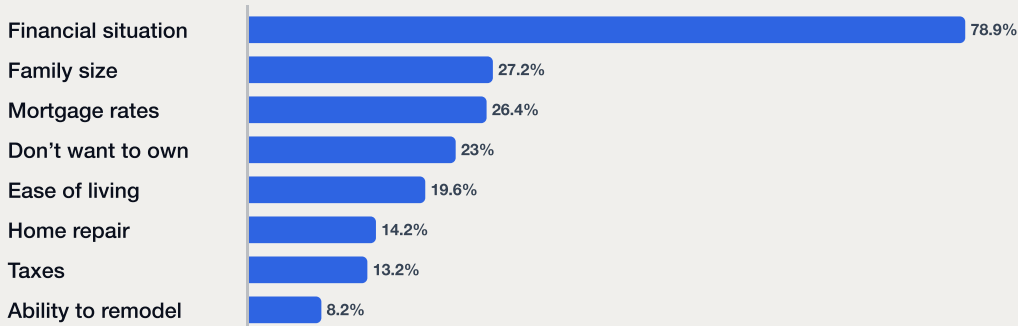
25.6% of renters do not ever plan on buying a home, about a 1.6 point decrease from last year.

Of those who do plan on purchasing a home, the majority plan to do it within the next 5 years.



Factors when deciding whether to rent or own

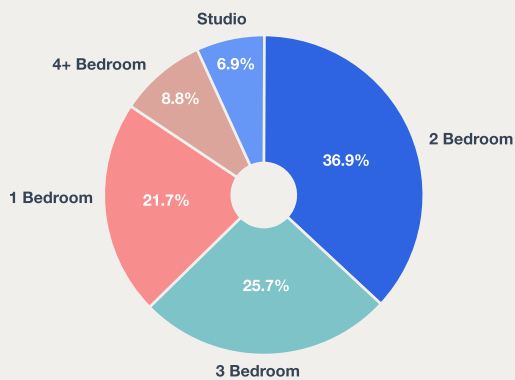
When deciding whether to rent or own, financial situation, family size, and mortgage rates were the most important factors.



Living behavior

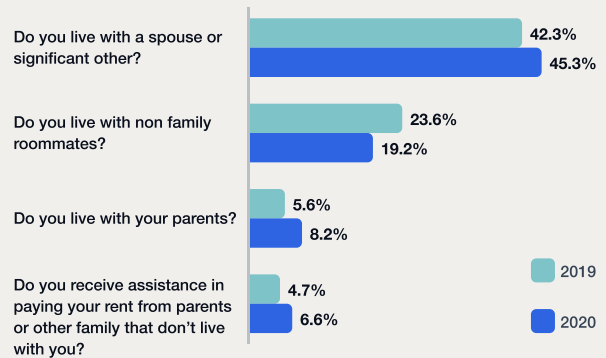
Apartment type

2 bedrooms were the most common apartment type, followed by 3 bedrooms.



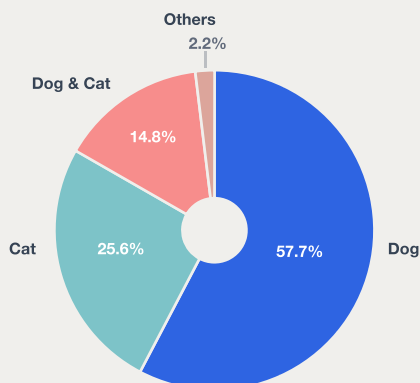
Roommates

Renters shifted away from living with non-family roommates in favor of living with parents or significant others. More renters received familial assistance this year than last.



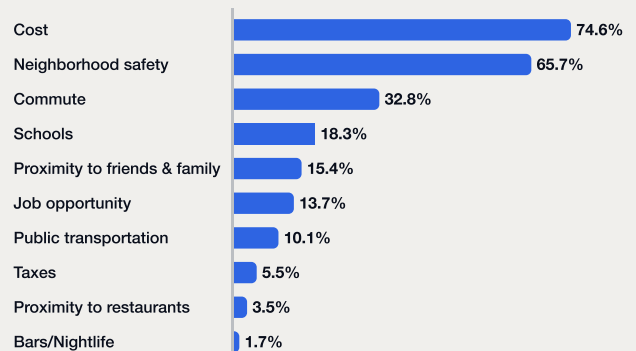
Pets

40.5% of renters own a pet.



Factors when deciding where to live

Cost and neighborhood safety were the most important factors to renters when deciding where to live.

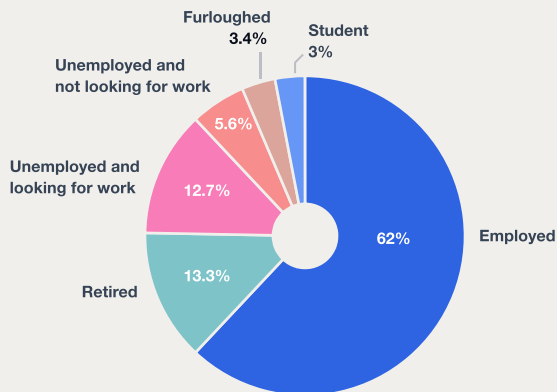


Financial situation

22.7% of renters still had remaining student loans, about the same as last year.

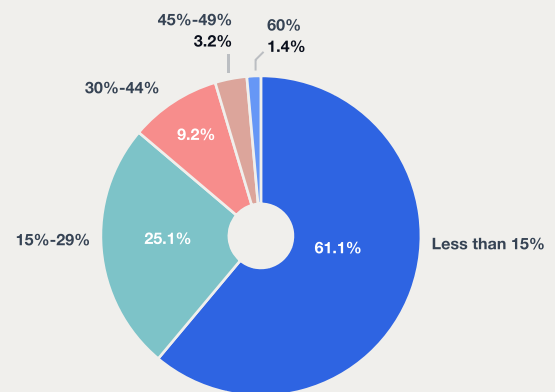
Employment Status

62% of renters were employed, down 8 points from last year. Renters had an unemployment rate of 12.7%, which was 1.6 points higher than the national rate when the survey was active.



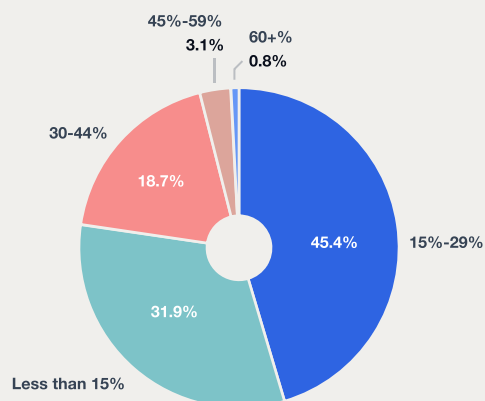
% income saved

Majority of renters were saving less than 15% of their income every month.



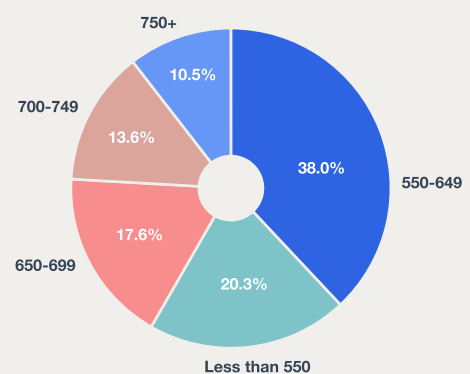
% of monthly income one should spend on rent

The majority of renters think one should spend less than 30% of their income on rent.



Credit score

The most common credit score was in the 550-649 range, followed by less than 550.

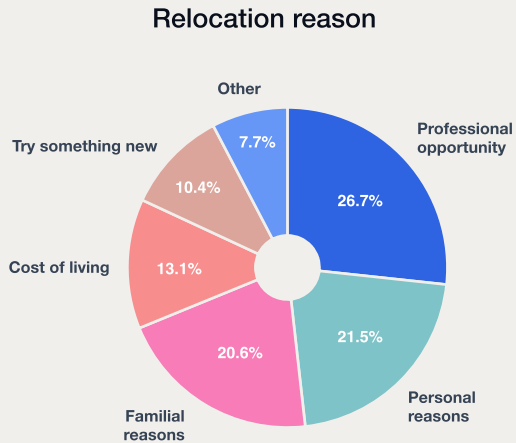


Migration

24.5% of renters said they relocated cities in the past year, an increase of 6 points from last year.

Zumper's overall migration rate increased 5.2 percentage points from a year ago. When considering the most expensive cities only, migration is up 12.1 percentage points.

The most prominent reason for relocating was for a professional opportunity.



Renter sentiment

The majority of renters think the US economy is not in good condition.

Renters are evenly split on whether they think now is a good time to purchase a home or not.

42.9% of renters have felt discriminated against while searching for housing.

44.4% of renters believe a college education is necessary to succeed in America.

57.8% of renters think they're getting a good deal on their current apartment.

How much do you agree with the statement
"The US economy is in good condition"?

