Renters

Understanding the housing market requires in-depth knowledge about the participants. Each year, Zillow surveys more than 10,000 market participants -- homeowners, buyers, sellers and renters -- to learn more about them and gauge their attitudes and behavior. Here's a small slice of what we know in 2019 about renters (defined as households who moved into a rental home within the last year). For more information, contact press@zillow.com.

TYPICAL RENTER

33

Years old

34%

High school grad or lower

57%

White

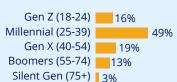
11%

Identifies as LGBTQ+

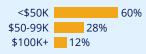
47%

Married or partnered

GENERATION

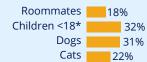


INCOME

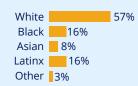


Median household income: **\$37,500 a year**

LIVES WITH



RACE/ETHNICITY



TYPICAL MONTHLY RENT INCREASE

BY RACE



BY URBANICITY



78%

Of renters experienced a rent increase

55%

Say it affected their decision to move

\$196

Typical rent increase

MOVING

WHY RENTERS MOVE



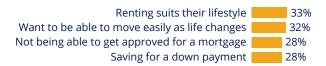
NEXT MOVE



Of renters who moved in the past year already plan to move again in the next year

Among renters who plan to buy their next home, 43% say their primary reason is that they do not consider paying rent to be a good investment.

REASONS FOR RENTING



Reasons for renting for LGBTQ+ and cisgender† heterosexual renters:

Ability to move easily as life changes

Not sure where to buy a home

Don't want to be responsible for yard work

30%

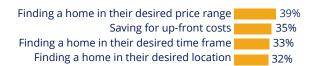
15%

13%

RENTING CHALLENGES

BIGGEST HURDLES

About a third or more of renters found these aspects of renting difficult:



*Zillow analysis of the U.S. Census Bureau, American Community Survey, 2017 †gender identity corresponds to the sex assigned at birth

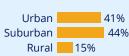
TYPICAL RENTAL

2 **Beds** Bath

1,200

\$1,067 Monthly median rent[‡]

URBANICITY



31% of **Gen X** renters home, compared with **26%** of all renters

TYPE OF RENTAL



26% Single-family detached house



18% Apartment in building with <10 units



17% Apartment in building with 10-49 units



18% Apartment in building with 50+ units

WHAT RENTERS WANT IN A RENTAL

'HIGHLY IMPORTANT' RENTAL HOME CHARACTERISTICS

- Within initial budget: 85%
- Air conditioning: 69%
- Preferred number of bedrooms: 68%

TOP-RANKED BUILDING LUXURY AMENITIES

- Fitness center or gym: 20%
- Pet area, business center or other shared amenity: 17%
- Recreation space such as game room or movie theater: 15%
- Hot tub or pool: 14%

'HIGHLY IMPORTANT' NEIGHBORHOOD CHARACTERISTICS

- Feeling safe: 77%
- Commute to work or school: 57%
- Walkable: 56%

PARKING



Renters out West say having their own assigned parking space is highly important (44%) at a higher rate than U.S. renters overall (37%).

THE SEARCH PROCESS



Average months searching



Average number of landlords/property managers contacted



Average number of tours



Average number of applications submitted

INCOME DIFFERENCES

Determining what type of home to rent was difficult for:

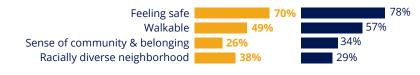
High-income renters (>\$100K) Middle-income renters (\$50-100K) 12% Lower-income renters (<\$50K) 16%

Getting timely responses from landlords or property managers was difficult for:

> High-income renters (>\$100K) 15% Middle-income renters (\$50-100K) 19% Lower-income renters (<\$50K) 23%

GENDER IDENTITY & SEXUAL ORIENTATION DIFFERENCES

Highly important neighborhood feature differences for LGBTQ+ and cisgender hetrosexual renters



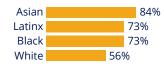
FINANCES

APPLICATION FEES

64% of renters pay an application fee. Among those that pay one, the typical amount is **\$50**. Of all upfront rental costs, a security deposit is the most common: **87**% of renters pay one, and the typical amount is **\$600**.

RACIAL/URBANICITY DIFFERENCES IN APPLICATION FEES

Overall share of renters who pay application fees:



In **urban** areas, the share of renters who pay application fees is higher but still different by race:

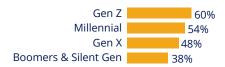


GENDER IDENTITY & SEXUAL ORIENTATION DIFFERENCES

LGBTQ+ renters are more likely to pay an application fee (73%) than **cisgender heterosexual** renters (63%).

ONLY HALF CAN AFFORD A \$1K UNEXPECTED EXPENSE

Only **51%** of renters say they could afford a **\$1,000** unexpected expense — and the generational pattern is the opposite of homeowners. Can afford an unexpected **\$1,000** expense:



PLANS TO MOVE

Most renters who plan to move in the next year plan to continue renting:



MAKING THE BUDGET

Most renters don't break the budget, they pay:



OVER BUDGET



BREAKING THE BUDGET

Among the 31% of renters who pay more than they budgeted, here's why:

Their initial budget was unrealistic for their desired neighborhood

Their initial budget was unrealistic for their desired home size

23%

They fell in love with a home above their price point

23%

HELP WITH THE RENT

Gen Z gets help from parents or other family in paying the rent at a higher rate than other generations:



The average Gen Z renter getting help from family receives **67%** of their rent that way. For millennials, the help amounts to **47%** of their rent.

SACRIFICES TO AFFORD RENT

66% of renters make at least one sacrifice to afford their rent. Here are the most common:



ZILLOW

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