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



TYPICAL MONTHLY RENT INCREASE

BY RACE

White	\$150	
Black		\$200
Asian		\$200
Latinx		\$200

BY URBANICITY

Urban 200 Suburban 200 Rural 200 \$125

REASONS FOR RENTING

Renting suits their lifestyle	33%
Want to be able to move easily as life changes	32%
Not being able to get approved for a mortgage	28%
Saving for a down payment	28%

78%

rent increase

55%

\$196

Say it affected their decision to move

Typical rent increase

Of renters experienced a

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

Ability to move easily as life changes	50%	30%
Not sure where to buy a home	33%	15%
Don't want to be responsible for yard work	26%	13%

MOVING

WHY RENTERS MOVE



NEXT MOVE



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

43% say their

that they do not

RENTING CHALLENGES

BIGGEST HURDLES

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

Finding a home in their desired price range	39%
Saving for up-front costs	35%
Finding a home in their desired time frame	33%
Finding a home in their desired location	32%

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

ZILLOW GROUP CONSUMER HOUSING TRENDS REPORT 2019



'HIGHLY IMPORTANT' RENTAL HOME CHARACTERISTICS

- 1 Within initial budget: **85%**
- 2 Air conditioning: 69%
- 3 Preferred number of bedrooms: 68%

TOP-RANKED BUILDING LUXURY AMENITIES

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

'HIGHLY IMPORTANT' NEIGHBORHOOD CHARACTERISTICS

- Feeling safe: 77%
- 2 Commute to work or school: **57%**
- 3 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%**).



INCOME DIFFERENCES

Determining what type of home to rent was difficult for:

High-income renters (>\$100K) 23% 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

Feeling safe Walkable Sense of community & belonging Racially diverse neighborhood



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:

Asian		84%
Latinx		73%
Black		73%
White	56%	6

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 heterosexua**l 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 26% 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:

Gen Z	20%
Millennial	7%
Gen X	5%
oomers & Silent Gen	5%

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

В

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



ZILLOW

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