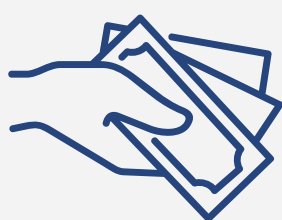


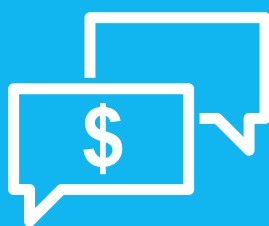
# RENTER RESEARCH

A new Freddie Mac survey indicates that affordability and changing attitudes toward renting are playing a significant role in the growing demand for rental housing.



## RENTING IS MORE AFFORDABLE

More than **70%** of renters view renting as more affordable than owning — up more than 10 points from a year ago



## AFFORDABILITY ACROSS GENERATIONS

Compared with last year, every generation experienced at least a **10%** increase on the view that renting is more affordable.



## RENTING FITS MY LIFESTYLE

Over half of renters — **58%** — believe that "renting fits my current lifestyle" including 63% of young millennials and baby boomers.



## REASONS FOR RENTING

Renters said the top two reasons for renting instead of buying were **affordability and location**



## RENTER SATISFACTION

Approximately **60%** of renters expressed satisfaction with their overall rental experience