



Profile of Today's Renter Multifamily Renter Research June 2015



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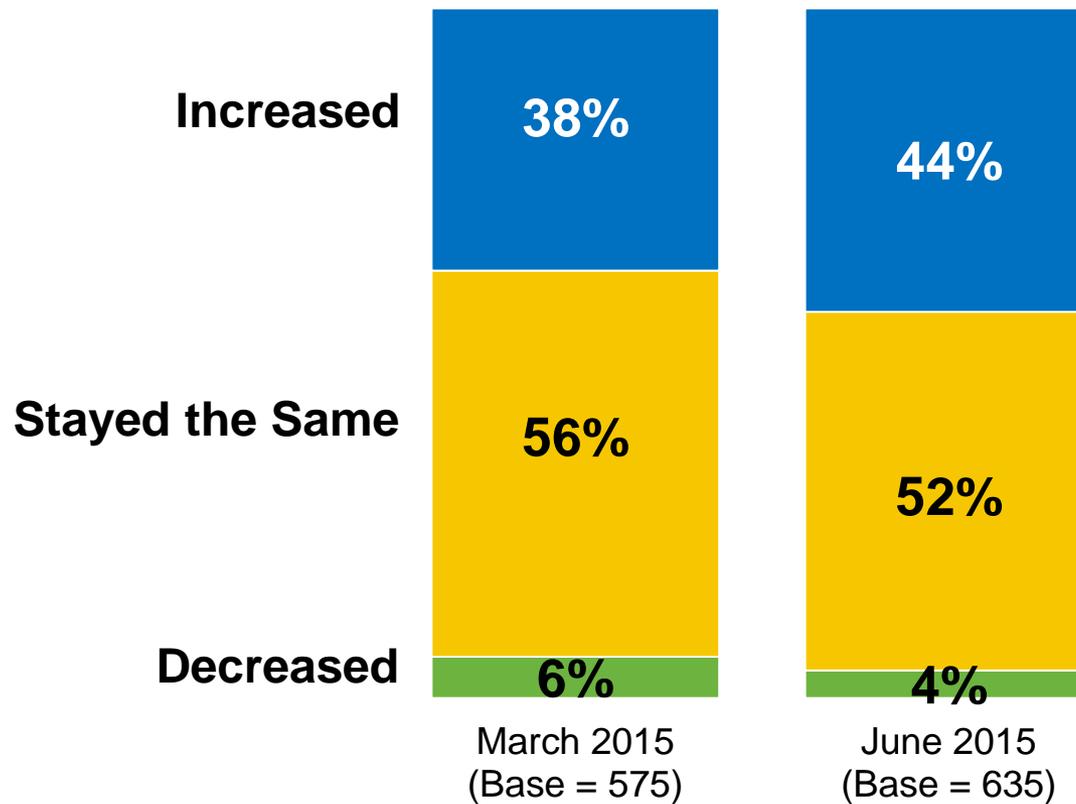
- Freddie Mac has commissioned Harris Poll to survey more than 2,000 U.S. adults online in August 2014, March 2015, and June 2015 to get their perceptions about renting in the post financial crisis marketplace.
- Freddie Mac intends to do this type of research quarterly to learn about renters' preferences towards the housing choices available to them, the constraints preventing them from obtaining housing that they think would better suit their needs and the drivers for their decisions.

- Harris Poll on behalf of Freddie Mac conducted an online survey within the United States via its QuickQuery product three different times between August 2014 – June 2015:
 - » The June 2015 survey was conducted between June 19-23, 2015 among 2,024 adults (aged 18 and over), among which 727 were renters.
 - » The March 2015 survey was conducted between March 26-30, 2015 among 2,030 adults (aged 18 and over), among which 646 were renters.
 - » The August 2014 survey was conducted between August 7-11, 2014 among 2,044 adults (ages 18 and older), among which 672 were renters
- For all surveys figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.
- All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, the words “margin of error” are avoided as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.
- Respondents for this survey were selected from among those who have agreed to participate in our surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the online panel, no estimates of theoretical sampling error can be calculated.

- **Renter perceptions are largely unchanged since March 2015.**
- **Today, slightly more renters who have lived in their home two years or more are indicating the rent for their current home has increased.**
- **There is little to no change from March 2015 on behaviors and plans among those who say they experienced a rent increase.**
 - » More than half (55%) say they are making no changes to their spending plans and 49% say they like where they live and will stay regardless of rent changes, compared to 53% and 46% respectively in March.
 - » Seven in ten (71%) agree they would like to buy a home but cannot afford to at this point, compared to 70% in March.
 - » 44 percent indicate they'd like to buy a home and have started looking – March (44%).
 - » Nearly three in ten (29%) say they are considering or have gotten a roommate – unchanged from March (28%).
 - » 44 percent agree with the statement that they now have to put off their plans to purchase a home, down from March (51%).
- **However, rent increases seem to have very modest impact on their spending.**
 - » Renters are still making similar adjustments to essential (51%, up from 47%) and non-essential (56%, down from 61% in March) spending.
 - » While almost half (49%) say they like where they live and will stay regardless of rent changes, 27% whose rent increased in the past two years agreed that they like where they live, but can no longer afford the rent.
 - » One in five (20%) indicate they need to move into a smaller rental, down from 28% in March.
- **Two-thirds of renters continue to be satisfied with their rental experience (64%).**
 - » Those who are satisfied are significantly more likely to continue renting (68% vs. 32%).
 - » Multifamily property renters are less likely to be looking to purchase a home in the near future.
- **Top favorable views of renting remain consistent from March 2015 as do those views across Millennial/GenX/Baby Boomer generations.**

Perceived Change in Rent in the Past Two Years

Q: How much, if at all, has the rent for your current home changed in the past 2 years?*

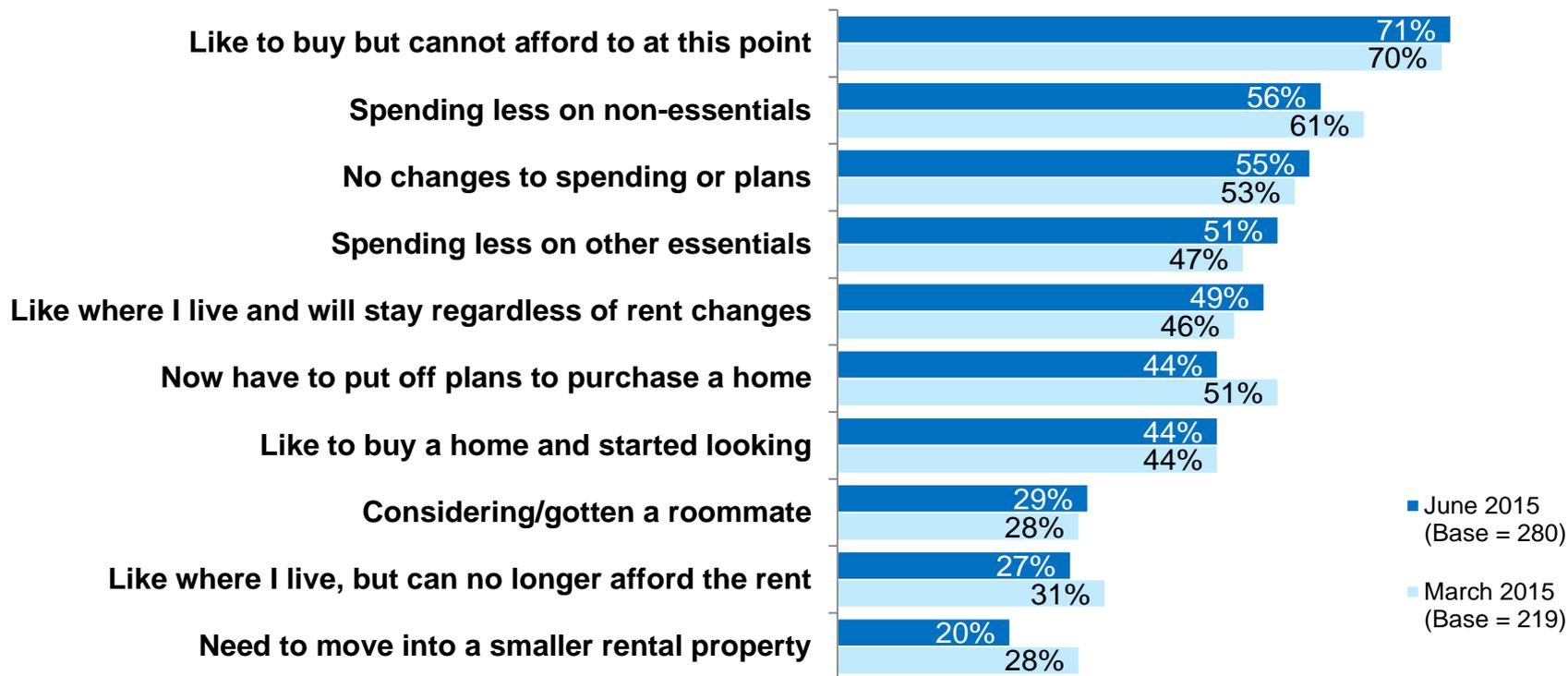


**Includes only renters who indicate they have been in their current home two years or more.*

Rent Increases Have Modest Impact to Renter Spending Habits and Plans

Q: Given the recent changes in your rent, please indicate how much you agree or disagree with each statement regarding what, if any, changes you have had to make or how this change has impacted you.*

% Strongly Agree/Somewhat Agree

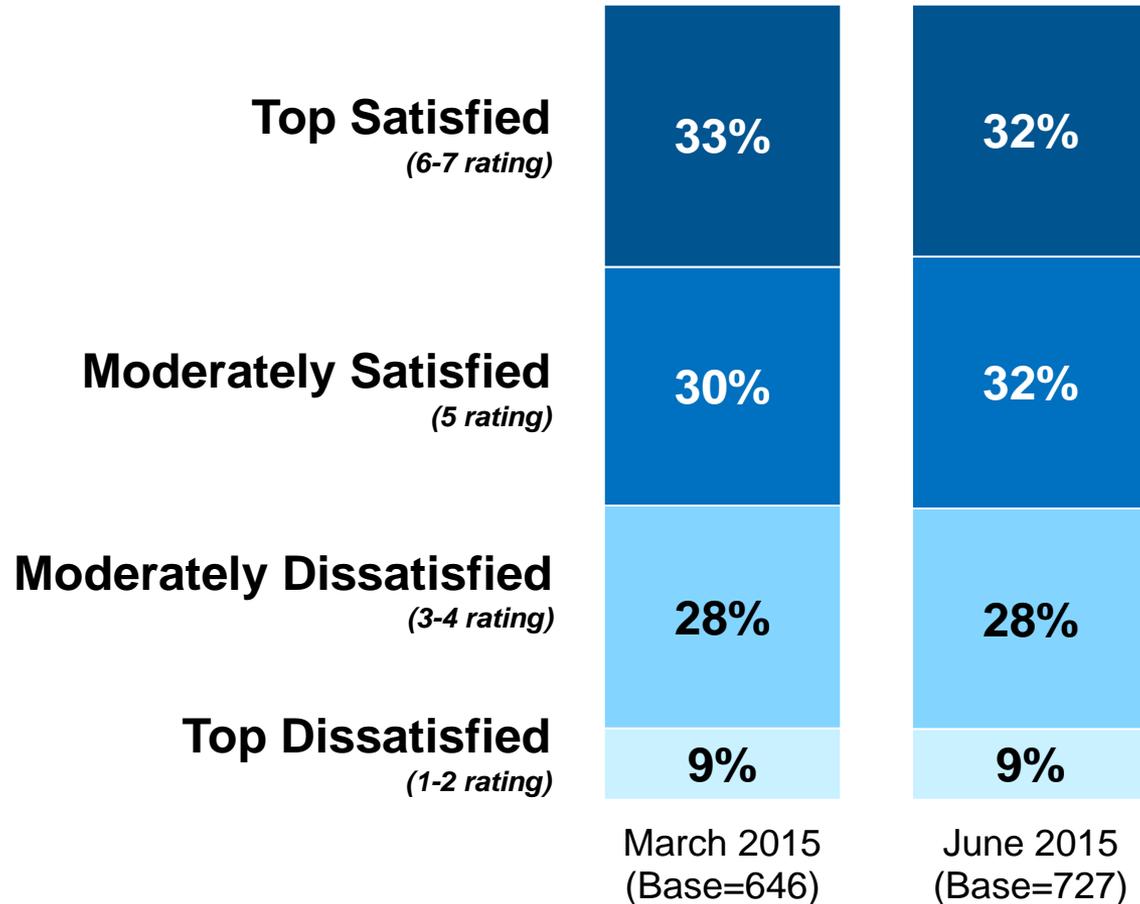


*Includes only renters who indicate they have experienced a rent increase in the past two years.

Majority of Renters Continue to Be Satisfied



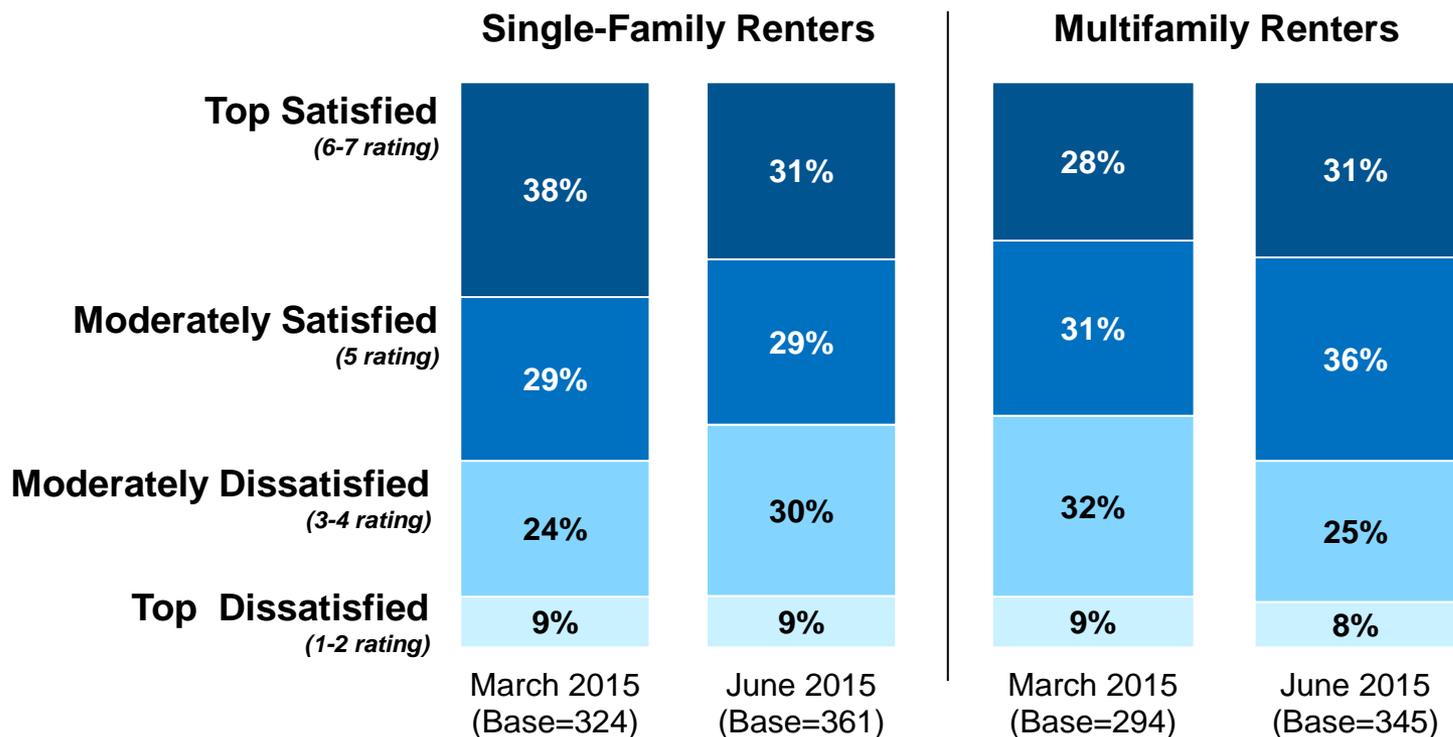
Q: How satisfied have you been with your overall rental experience?



Satisfaction Consistent Between Renters of Single-Family and Multifamily Properties

Q: How satisfied have you been with your overall rental experience?

Satisfaction With Rental Experience By Renter Type*



*Excludes renters who selected "Other" type of rental dwelling.

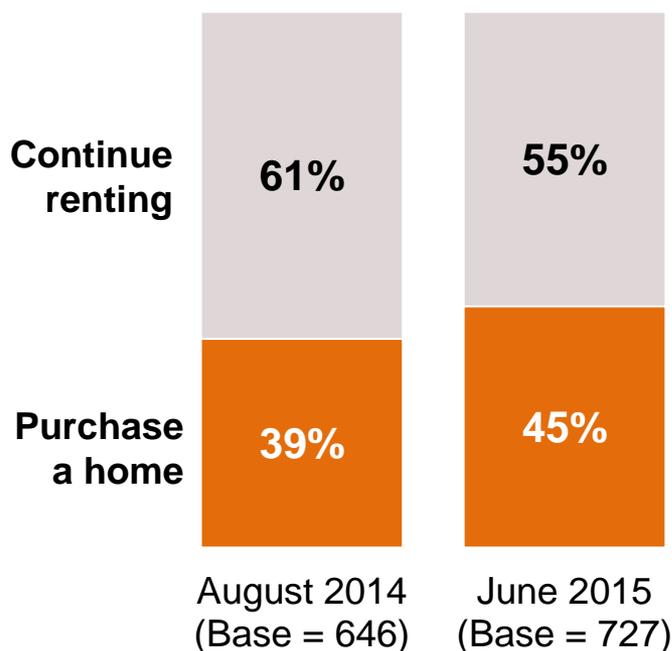
Satisfied Renters More Likely to Continue Renting in the Next Three Years



Q: In the next three years, do you expect to...? We realize you may be unsure, but please provide your best assumptions.

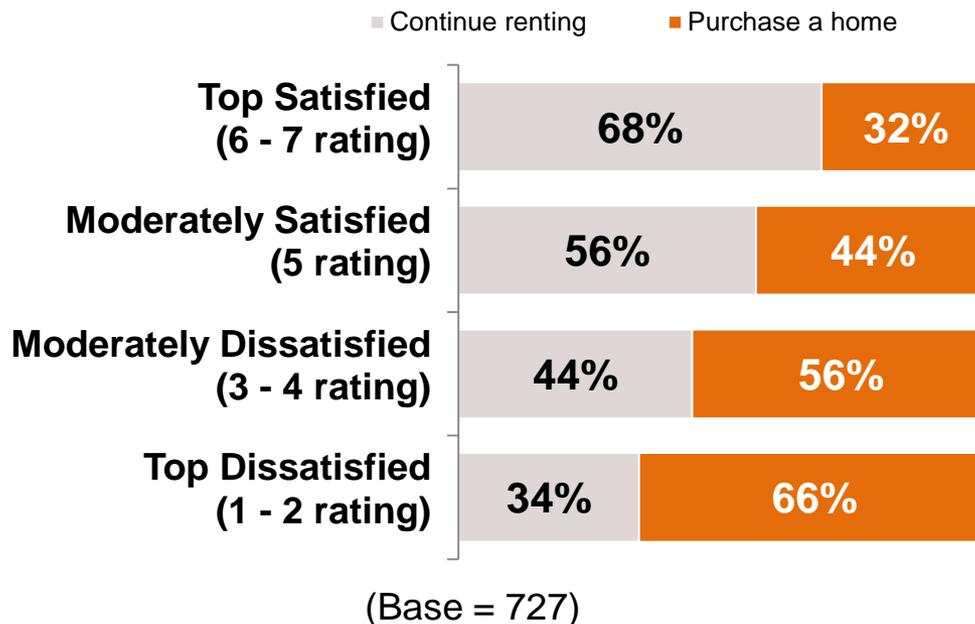
Q: How satisfied have you been with your overall rental experience?

Anticipated Three Year Plan to Rent or Purchase



Anticipated Three Year Plan to Rent or Purchase

By Rental Experience Satisfaction

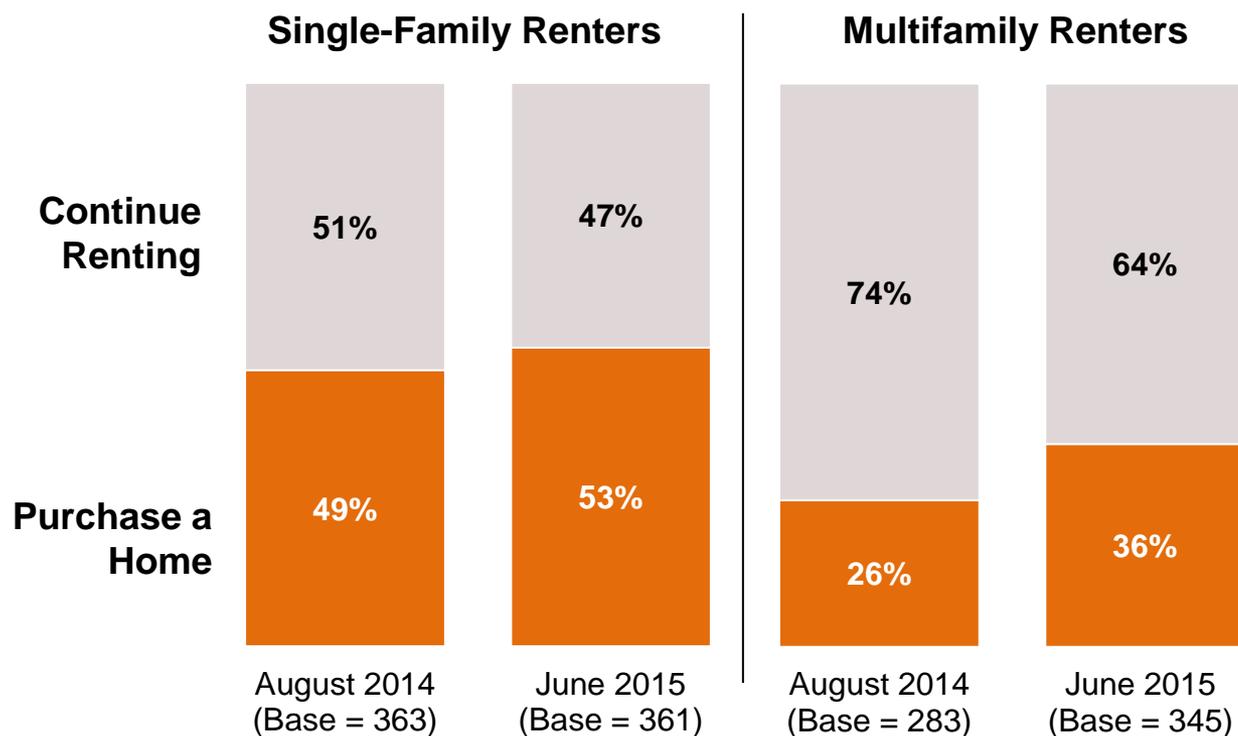


Despite Increase, Renters of Multifamily Properties Remain Less Likely to Plan a Purchase

Q: In the next three years, do you expect to...? We realize you may be unsure, but please provide your best assumptions.

Anticipated Three Year Plan to Rent or Purchase

*By Renter Type**



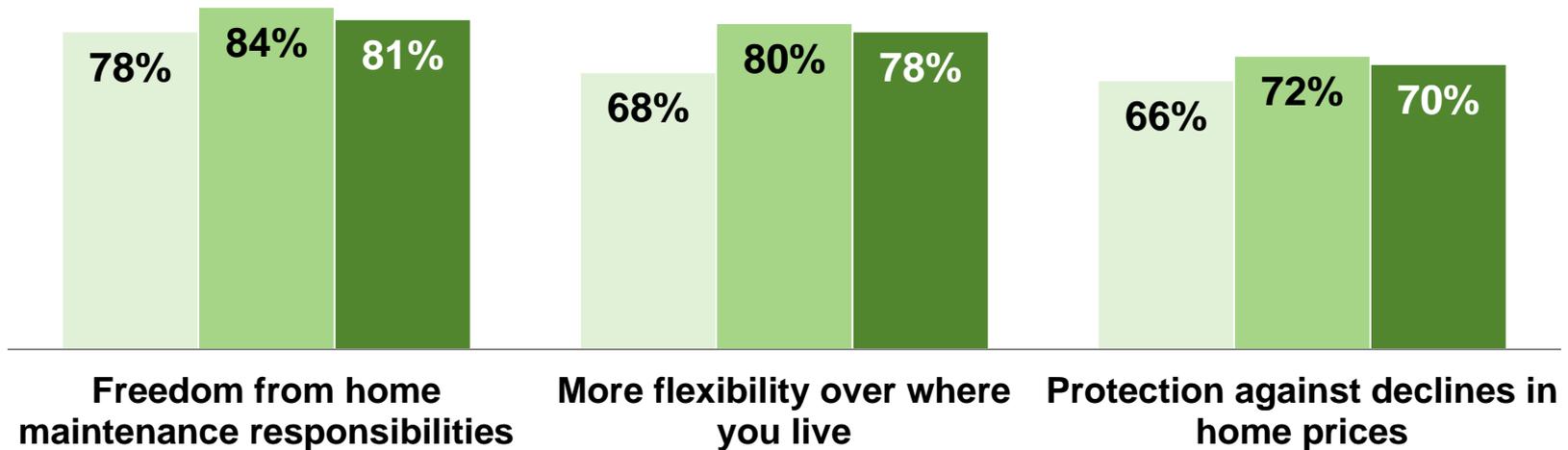
**Excludes renters who selected "Other" type of rental dwelling.*

Top Favorable Factors About Renting Remain the Same

Q: The list below contains some views people have about renting. Please indicate how much you agree or disagree with each statement.

% Strongly/Somewhat Agree

■ August 2014 (Base = 672) ■ March 2015 (Base = 646) ■ June 2015 (Base = 727)

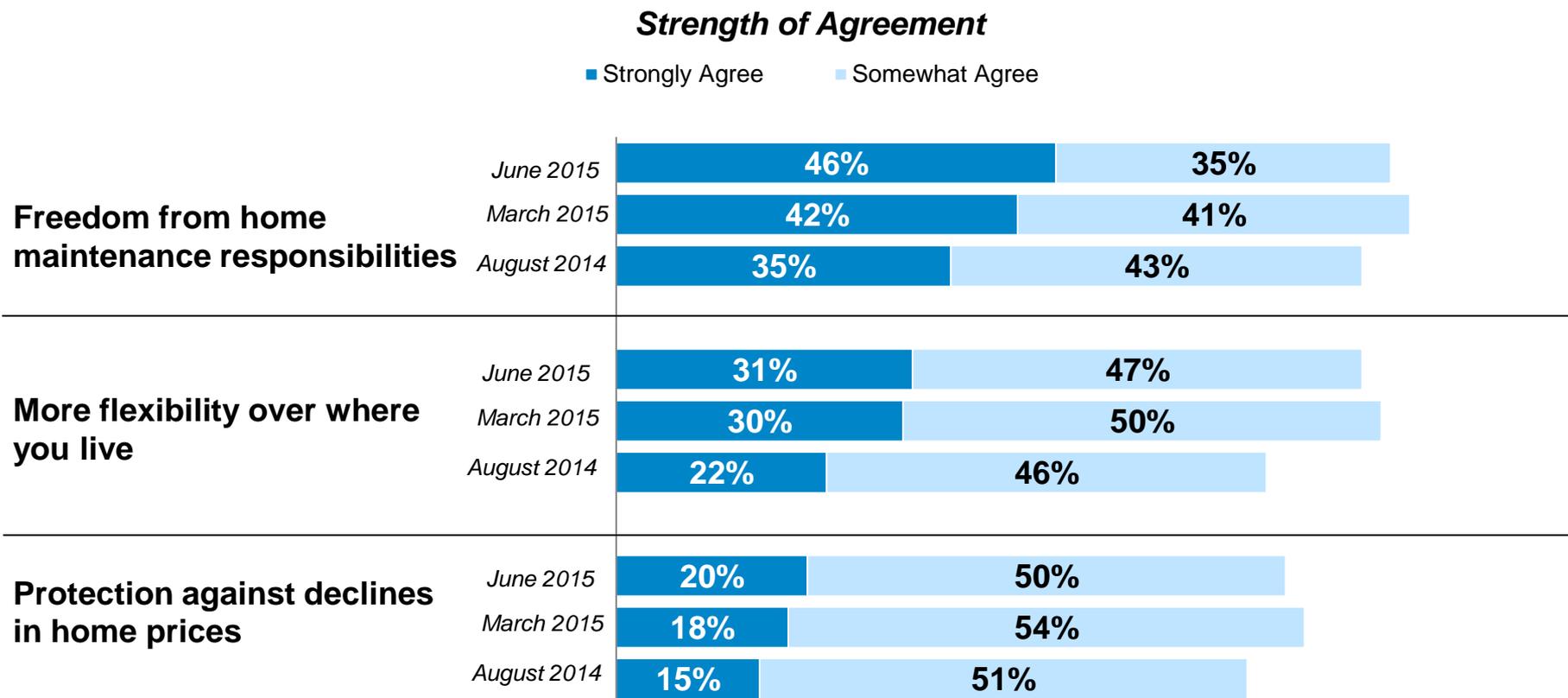


(Base = Total Renters)

Strength of Favorable Rental Views Steady or Rising



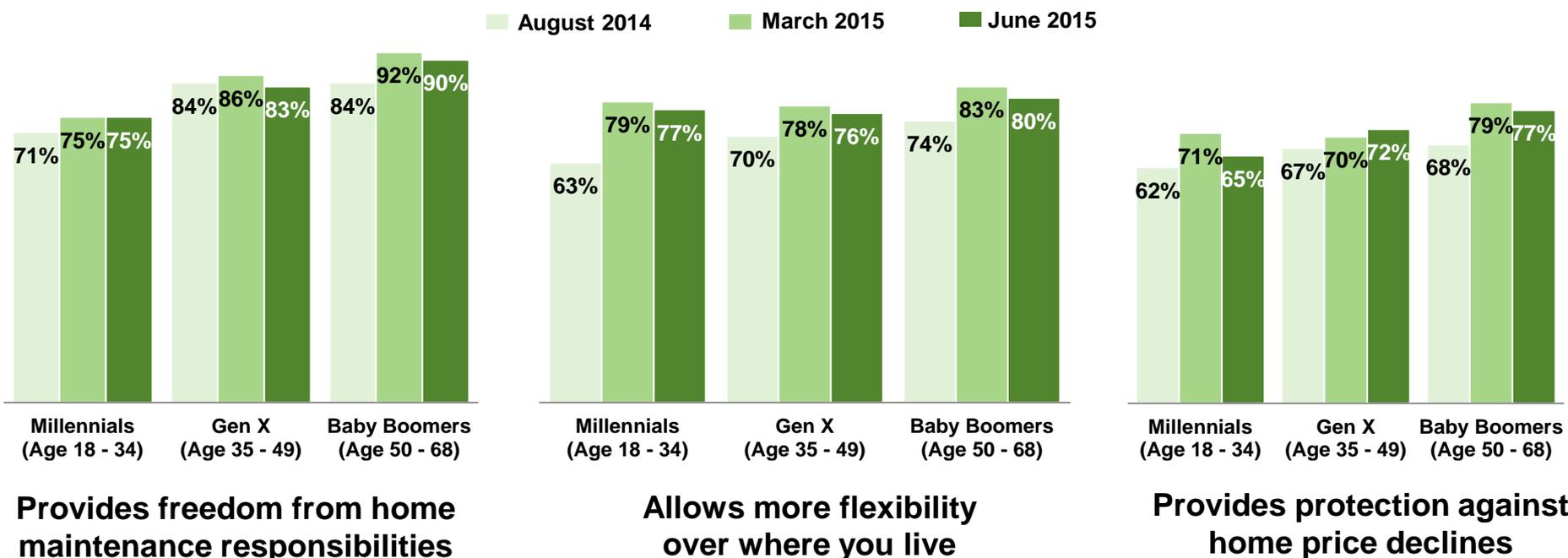
Q: The list below contains some views people have about renting. Please indicate how much you agree or disagree with each statement.



(June 2015 Base = 727 Total Renters); (March 2015 Base = 646 Total Renters); (August 2014 Base = 672 Total Renters)

Top Favorable Factors About Renting By Generation Remain the Same

Q: The list below contains some views people have about renting. Please indicate how much you agree or disagree with each statement.



(June 2015 Base = 352 Millennials, 177 Gen X and 172 Baby Boomers); (March 2015 Base = 260 Millennials, 177 Gen X and 182 Baby Boomers); (August 2014 Base = 286 Millennials, 216 Gen X and 147 Baby Boomers)

Excludes "Mature" generational renters given extremely small sample size.