## Americans 55+ Assess Current and Future Housing Options Renters Data (Multifamily vs. Single-Family Demographic Differences)

Prepared for Freddie Mac By GfK Public Affairs and Corporate Communications

June 2016



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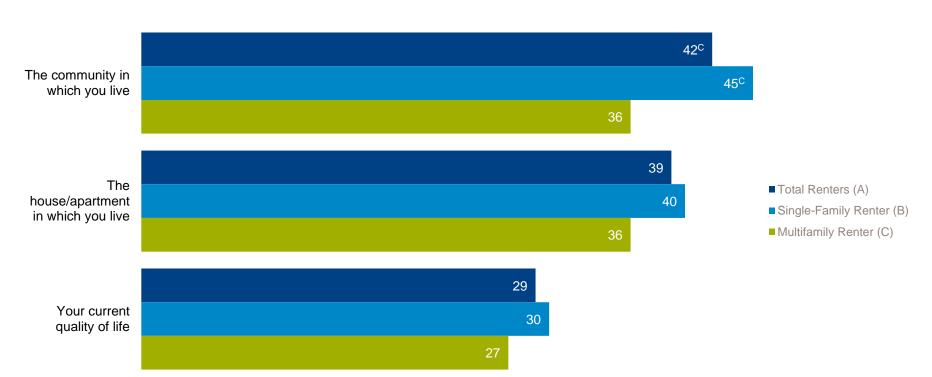


## **Detailed Findings**

## Satisfaction with Current Housing Situation

### **Respondents Express Satisfaction with Current Life Situation**

Single-Family Renters express higher levels of satisfaction than Multifamily Renters with each of these elements of their lives.



% "Very Satisfied"

Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) A01. In general, how satisfied are you with... The community in which you live. A01. In general, how satisfied are you with... The house/apartment in which you live. A01. In general, how satisfied are you with... Your current quality of life.



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Differences that emerge among Multifamily Renters in terms of very satisfied with their current life situation: their community, their home, and the quality of their life.

Age

- The older respondents are much more likely to say they are very satisfied with elements of their current life situation:
  - Their home: Younger Boomers (26%); Older Boomers (38%); Silent Generation (45%)
  - Quality of their life: Younger Boomers (15%); Older Boomers (33%); Silent Generation (35%)

**Retirement status** 

- Those who are retired are much more likely than those who are still working to feel very satisfied with elements of their life:
  - Their home: Still working (28%); Retired (43%)
  - Quality of their life: Still working (21%); Retired (35%)

Differences that emerge among Single-Family Renters in terms of very satisfied with their current life situation: their community, their home, and the quality of their life.

Age

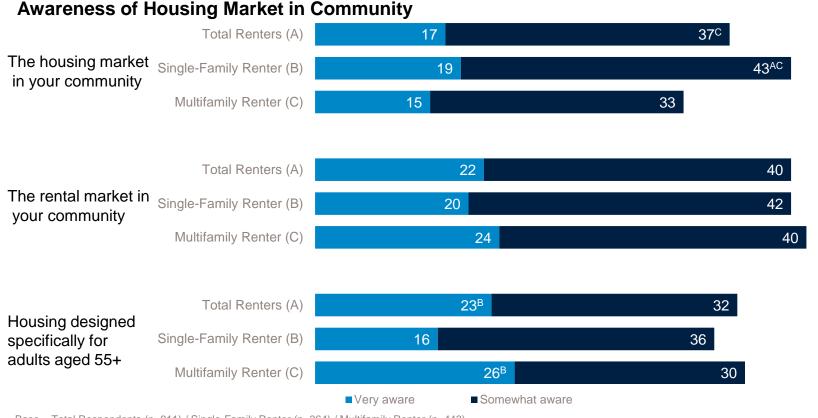
- The oldest respondents are much more likely to say they are "very satisfied" with elements of their current life situation:
  - Their community: Younger Boomers (42%); Older Boomers (40%); Silent Generation (60%)

Income

- The more the income, the more satisfied one is in these cases:
  - Their community: Less than \$30K (40%); \$30-59K (49%); \$60-99K (48%); \$100K+ (60%)
  - Quality of their life: Less than \$30K (29%); \$30-59K (25%); \$60-99K (30%); \$100K+ (54%)

### Awareness of Housing Properties in Community Varies by Current Housing

Single-Family Renters are more aware than Multifamily Renters of the housing market in their community. Multifamily Renters are more aware of housing for adults aged 55+.



Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443)

C01. Thinking about your community, how would you rate your awareness of the following: The housing market in your community

C01. Thinking about your community, how would you rate your awareness of the following: The rental market in your community

C01. Thinking about your community, how would you rate your awareness of the following: Housing designed specifically for adults aged 55+.

Differences that emerge among Multifamily Renters in terms of awareness (very + somewhat) with the housing, rental and 55+ communities.

Housing Market

• Caucasians (52%) are more aware of the housing market than African Americans (38%)

**Rental Market** 

• Caucasians (74%) are more aware of the rental market than African Americans (54%) and Hispanic Americans (53%)

55+ Community

- Women (61%) are more aware than Men (48%) regarding 55+ Communities in their area
- Silent Generation (70%) is more aware of 55+ Communities than Older Boomers (56%) and Young Boomers (44%)
- Retired (66%) versus those still working (40%)

Differences that emerge among Single-Family Renters in terms of awareness (very + somewhat) with the housing, rental and 55+ communities.

Housing Market

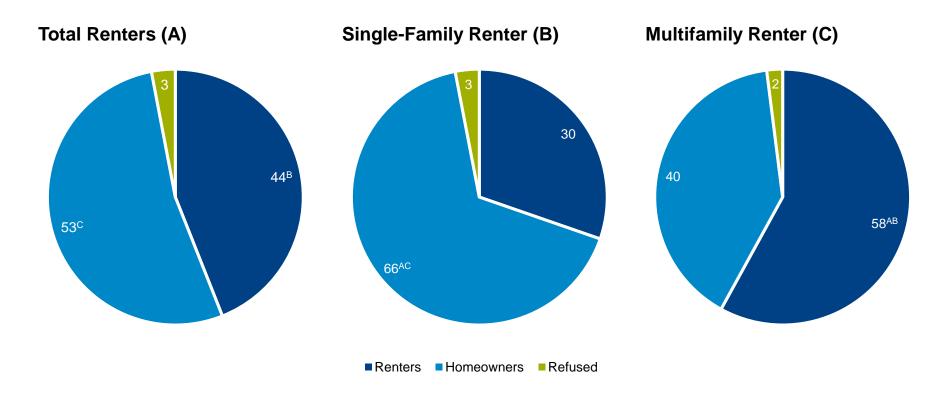
- **Caucasians (65%)** are more aware of the housing market than Hispanic Americans (46%)
- Those with midrange incomes of \$30-59K (70%) more aware than those with income less than \$30K (57%)

55+ Community

- African Americans (65%) and Caucasians (53%) more aware than Hispanic Americans (32%)
- Those living by themselves (66%) vs those living with a spouse (51%)

### Renters See Local Area as Better Suited for Homeowners

Half of renters believe their city/town is better suited for homeowners than renters. This view is largely driven by Single-Family Renters, while Multifamily Renters feel their town is better suited for renters.





Differences that emerge among Multifamily Renters who feel their town is better suited for renters

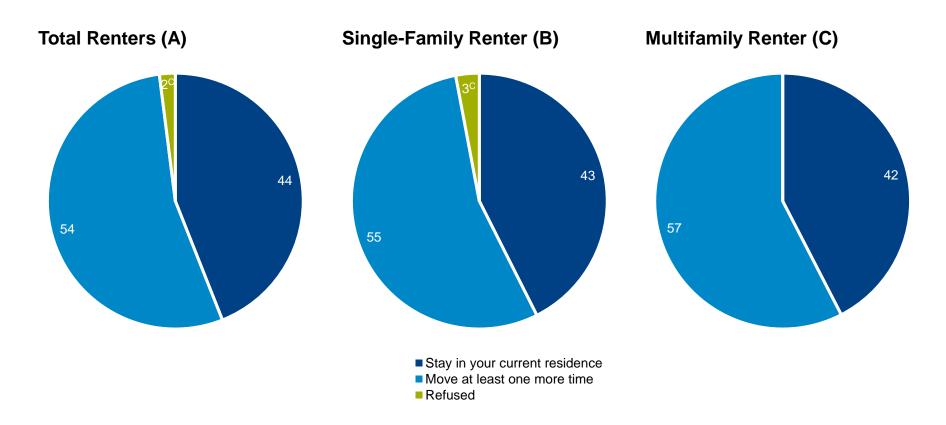
- Income less than \$30K (63%) versus those whose incomes are \$30-59K (50%)
- Hispanics (75%) and African Americans (64%) versus Caucasians (49%)
- Northeast (69%) versus South (49%) and Midwest (60%)

Differences that emerge among Single-Family Renters who feel their town is better suited for owners

- Caucasians (71%) more than African Americans (51%)
- West (78%) more than those in the South (58%)

## A Majority of Renters Prefer to Move Again

When asked to state their preference – if they could choose and had complete control over the decision – half say they would move again rather than stay in their current residence.



Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443)

B07. If you could choose and had complete control over it, would you prefer to stay in your current residence or move at least one more time in your life?



Differences that emerge among Multifamily Renters who – if they had complete control over the decision - would prefer to stay in their current residence versus moving one more time.

- Silent Generation (53%) more likely than Older Boomers (42%) and Younger Boomers (34%) to expect to stay in their current residence, should they have full control over the situation
- Retired (49%) versus those who are still employed (30%)

Differences that emerge among Single-Family Renters who – if they had complete control over the decision - would prefer to stay in their current residence versus moving one more time.

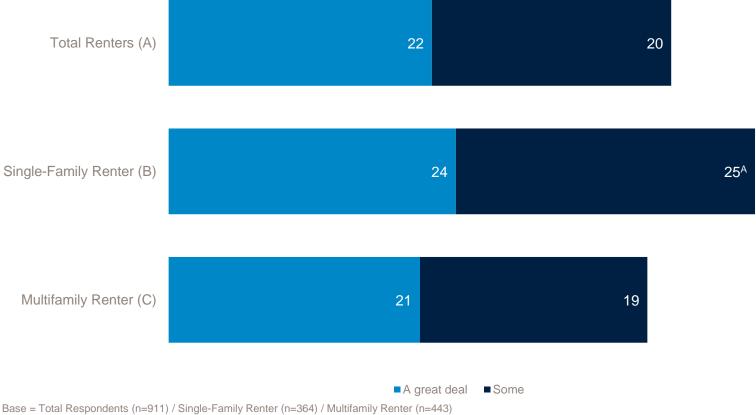
- Those whose incomes are the highest at \$100K+ (71%) more likely than those with the least amount of income at \$30K or less (49%) to move one more time
- Those who are employed (71%) are more likely than those who are Retired (45%) to move one more time

## Views on Retirement

### Respondents 55+ Spend Time Envisioning Retirement

Four in ten renters say they have given a great deal or some thought to their retirement years (what they will do, where they will live, etc.). Single-Family Renters are much more likely than Multifamily Renters to report giving thought to retirement.

#### Amount of Thought Given to Retirement Years Among



A02. Regardless of how far down the road it might be, how much thought, if any, have you given to your retirement years-what you'll do, what you'll live on, where you'll live, etc.?



Differences that emerge among Multifamily Renters who are much more likely to report giving thought to retirement (a great deal or somewhat).

• Younger Boomers (81%) are much more likely to have given thought to life in retirement than Older Boomers (51%) and the Silent Generation (29%)

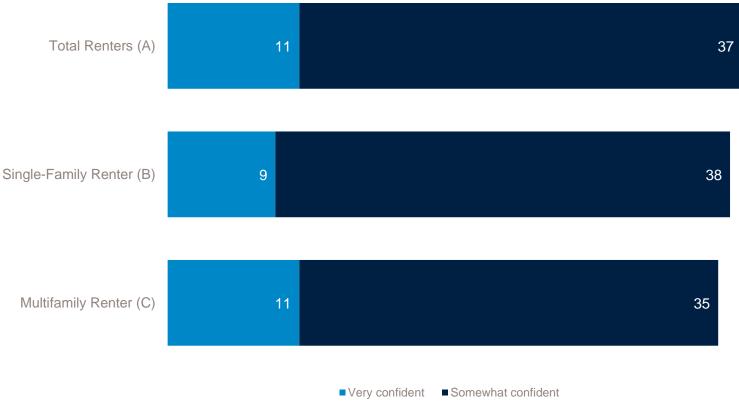
Differences that emerge among Single-Family Renters who are much more likely to report giving thought to retirement (a great deal or somewhat).

- Those with higher incomes are more likely than those with lower incomes to have given thought to life in retirement: **\$100K+ (58%); \$60-99K (63%); and \$30-59K (54%)** vs Less than \$30K (40%)
- Those in the **West (58%)** more likely than those in the South (42%) to have given thought to life in retirement
- Those who are **current employed (64%)** are more likely than those who are retired (30%) to be thinking about life in retirement

### Foreseeing a Comfortable Retirement

Only one in ten renter respondents are very confident they will be financially comfortable during retirement, with a third (37%) feeling somewhat confident.

#### **Confidence in a Financially Comfortable Retirement**



Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) A03. How confident are you that you will have a financially comfortable retirement?



Differences that emerge among Multifamily Renters who are confident in their financial situation in retirement (very or somewhat).

• The Silent Generation (56%) and Older Boomers (49%) are much more confident than Younger Boomers (36%) when it comes to having a financially comfortable retirement

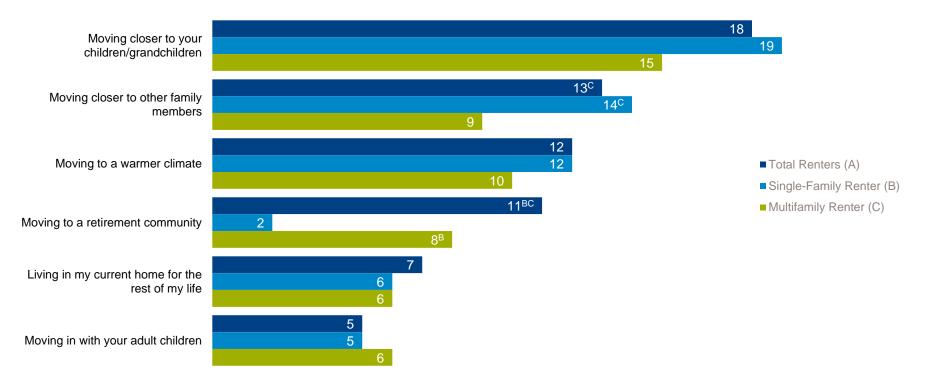
Differences that emerge among Single-Family Renters who are confident in their financial situation in retirement (very or somewhat).

- The Silent Generation (58%) and Older Boomers (51%) are much more confident than Younger Boomers (40%) when it comes to having a financially comfortable retirement
- Those with more income are much more confident about life in retirement
  - Over \$100K (91%); \$60-99K (46%); \$30-59K (52%) vs Under \$30K (38%)
- Caucasians (51%) are more confident about their finances in retirement than are Hispanic Americans (30%)

## Retirement Changes: Desire to Be Closer to Family Has Spurred Moves

The most common life change related to moving that respondents have already experienced in retirement (though cited by fewer than one in five) is that they have moved closer to their children/grandchildren and other family members.

#### In Retirement: Has Already Happened



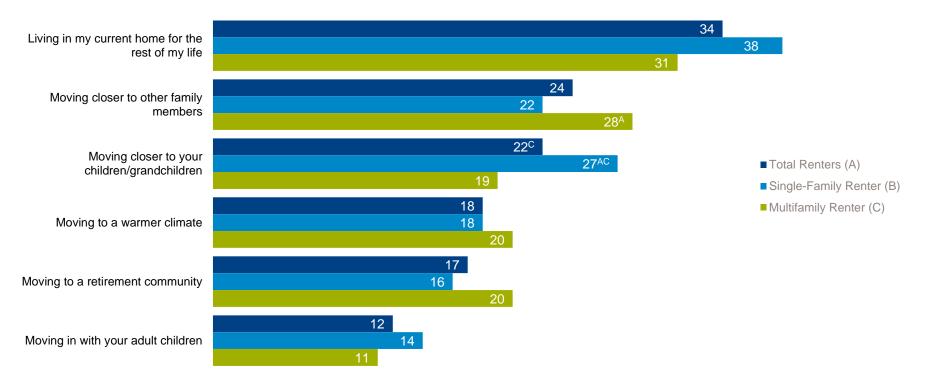
Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) A04. Thinking about your retirement, how likely or unlikely are each of the following to happen? - Summary of Has Already Happened



# Retirement Plans: Plurality of Renters Predict Staying in Their Current Residence

The most common housing-related item that respondents predict will happen in retirement is staying in their current residence for the rest of their lives.

#### In Retirement: Definitely/Probably Will Happen



 $Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) \\ A04. Thinking about your retirement, how likely or unlikely are each of the following to happen? - Summary of Will Happen \\ Renter (n=443) + Single-Family Renter (n=443) + Single-Fam$ 



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#### Differences that emerge among Multifamily Renters -- Will Happen in the Future

#### Move Closer to Kids/Grandkids

- Youngest Boomers (26%) most likely to move closer to children/grandchildren than Older Boomers (15%) and Silent Generation (14%)
- Those in the West (26%) versus the Midwest (13%)
- Hispanics (37%) and African Americans (21%) more than Caucasians (12%)

#### Move in with Adult Child

• Asian Americans (40%) and Hispanics (18%) most likely to do so

#### Living in my Current Home for the Rest of My Life

- Silent Generation (44%) much more likely than Older Boomers (28%) and Younger Boomers (24%)
- Retired (40%) much more than Employed (23%)

#### Differences that emerge among Single-Family Renters -- Will Happen in the Future

#### Move Closer to Kids/Grandkids

• Hispanics (44%) more than Caucasians (20%)

#### Move in with Adult Child

• Lower Incomes of \$59K or below (18%) more than those with Incomes of \$60K+ (4%)

Living in my Current Home for the Rest of My Life

• Income: Under \$30K (42%); \$30-59K (40%); \$60-99K (35%) vs \$100K+ (12%)

#### Moving to a Warmer Climate

- Employed (24%) vs Retired (11%)
- Younger Boomers (26%) vs Older Boomers (12%) or Silent Generation (8%)

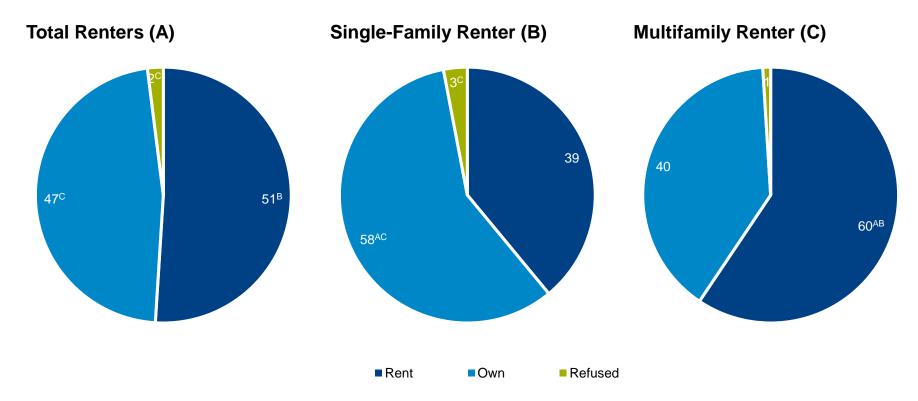
#### Living in Retirement Community

• African Americans (27%) vs Caucasians (12%)

## **Future Moving Plans**

## Renters Divided on Whether to Rent or Own

When asked whether they would prefer to own or rent, regardless of what they currently do, half of respondents say they would rather rent than own. However, Single-Family Renters would prefer to own while Multifamily Renters would prefer to rent.



Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) E13. Regardless of the type of home you currently have, would you say that you would prefer to own or rent?



Differences that emerge among Multifamily Renters -- Those Who Prefer to Rent

- Silent Generation (70%), Older Boomers (63%) more likely than those who are Younger Boomers (49%)
- Those in the Midwest (70%) and Northeast (64%) more likely than those in the West (46%)
- Those Retired (70%) versus more likely than those who are Employed (45%)

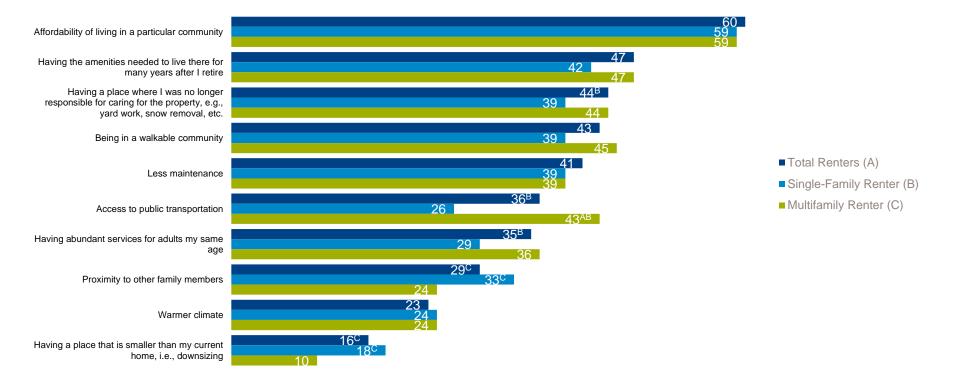
Differences that emerge among Single-Family Renters -- Those Who Prefer to Own

- Silent Generation (42%) less likely than those who are Younger Boomers (64%) to want to own
- Income of \$60K+ more likely to prefer to own: \$60-99K (75%) and \$100K+ (69%)

# Cost and Convenience are Top Factors In Deciding Whether to Move and Where to Live

Affordability is the top factor influencing respondents' decision of where to move next, followed by retirement amenities and less maintenance. This is particularly true among Multifamily Renters.

#### Factors Rated "Very Important" In Deciding Whether to Move/Where to Live

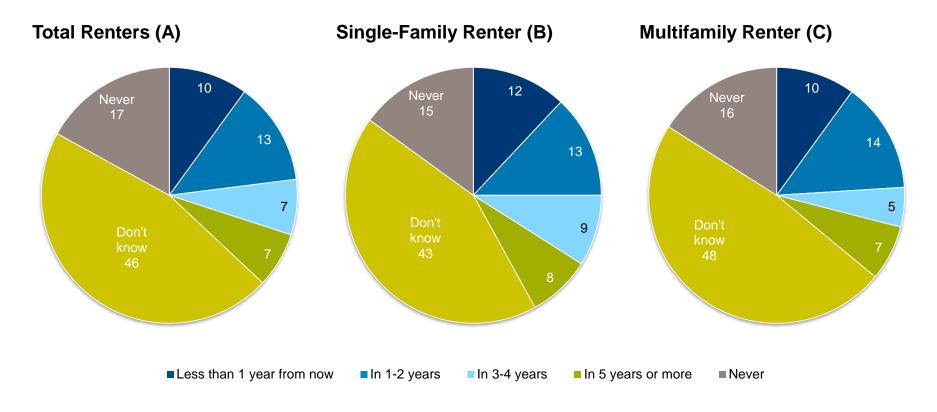


Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) B01. If you have moved recently or if you were ever to move again, how much of a factor are each of the following in deciding whether to move and where to live? Summary of Very important



## Many Don't Know When Next Move Will Be

A plurality of renters simply "don't know" when their next move will be. "Never" was cited by one in six. Among those who expect to move, one-quarter of renters think it will be soon – in two years or less.

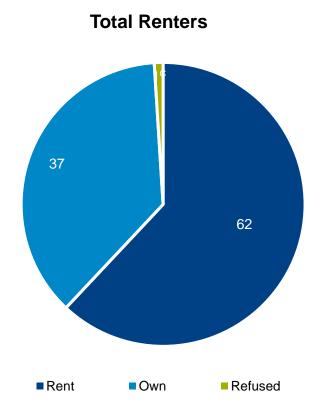


Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) B02. When do you expect to move next?



Renters Who Expect to Move in the Next Four Years Or Less

Of those who say they expect to move in the next four years or less, the majority will most likely continue to rent.



Base = Total Respondents who say they will move in the next 4 years or less (n=301) B02. When do you expect to move next?

B05. For your next residence, which of the following would you be most likely to do?

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Differences that emerge among Multifamily Renters -- Those Who Plan to Move in Next 4 Years

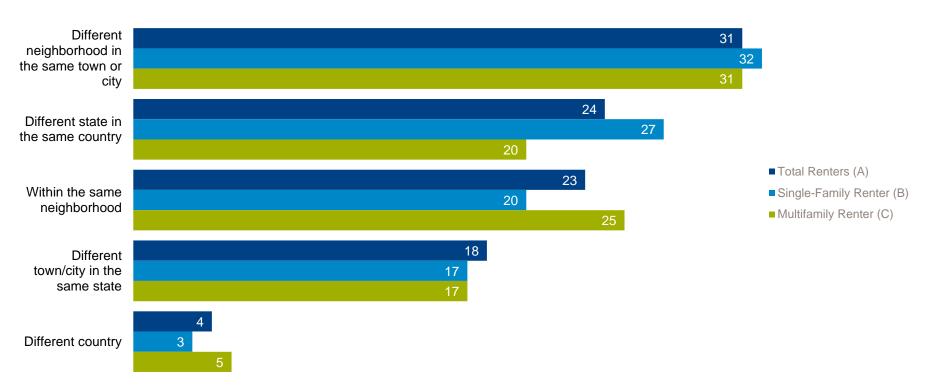
- Younger Boomers (36%) versus Older Boomers (26%) and the Silent Generation (23%)
- Those with incomes of less than \$30K (26%); \$30-59K (32%); \$60-99K (46%); \$100K+ (33%)
- Employed (38%) more than those who are Retired (29%)

Differences that emerge among Single-Family Renters -- Those Who Plan to Move in Next 4 Years

- Younger Boomers (43%) versus Older Boomers (30%) and the Silent Generation (13%)
- Those making less than \$30K (26%); \$30-59K (30%); \$60-99K (49%); \$100K+ (64%)
- Male (39%) versus Female (28%)
- Employed (41%) more so than those Retired (16%)

## Ideal Move for a Renter is Local

Excluding those who say they will "never" move, renters say their ideal move would be to a different neighborhood in their same town.



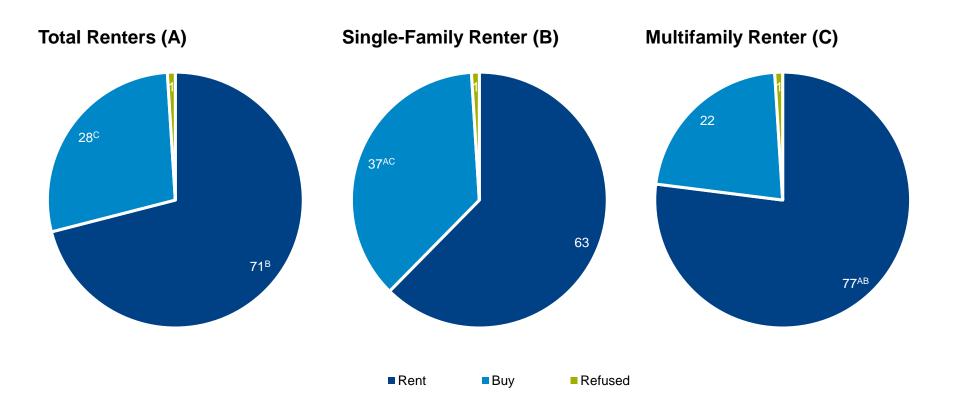
### Locations for Next Move

Base = Plans to move or doesn't know if they will move (n=763) / Single-Family Renter (n=308) / Multifamily Renter (n=381) B03. To which of the following locations would you most want to move?



## Next Move: Rent or Buy?

For their next move (among those who would consider moving), seven in ten renters would plan to rent their next residence. Multifamily Renters feel this much stronger than Single-Family Renters.



Base = Plans to move or doesn't know if they will move (n=763) / Single-Family Renter (n= 308) / Multifamily Renter (n=381) B05. For your next residence, which of the following would you be most likely to do?



# Statistical Differences by Demographic Groups: Multifamily (N=381)

Differences that emerge among Multifamily Renters -- Those Who Prefer to Rent their Next Residence

- Silent Generation (88%), Older Boomers (81%) versus Younger Boomers (68%)
- Those in the Midwest (86%) and Northeast (79%) versus those in the West (70%)
- Those Retired (83%) versus those who are Employed (64%)

# Statistical Differences by Demographic Groups: Single-Family (N=308)

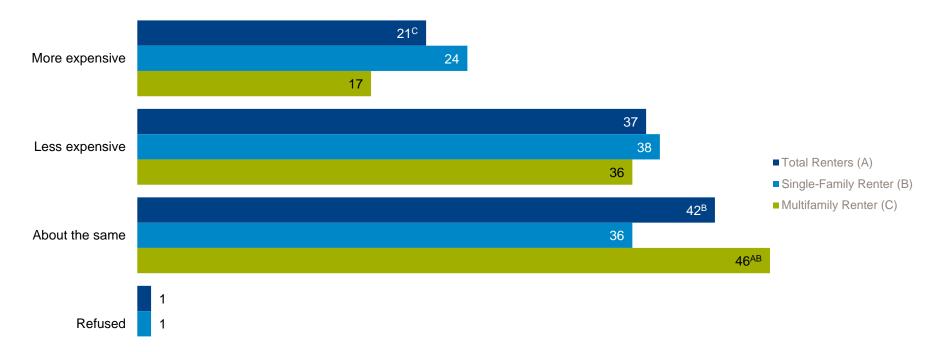
Differences that emerge among Single-Family Renters -- Those Who Prefer to Rent their Next Residence

- Those Retired (75%) versus those who are Employed (54%)
- Those with less income: Under \$30K (72%) and \$30-59K (71%) vs \$60-99K (26%) and \$100K+ (37%)

## Respondents Projecting Next Property Will Be the Same or Less Expensive

More respondents (who would consider moving) predict that their next property will be less expensive than their current one.

### **Projected Expense of Next Property**



Base = Plans to move or doesn't know if they will move (n=763) / Single-Family Renter (n=308) / Multifamily Renter (n=381) B06. Do you believe your next move will be to a property that, in an average month, will be more expensive, less expensive, or about the same in terms of housing expenses compared to your current residence?

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# **Financial Pressures Related to Housing**

# Many 55+ Renters are Struggling Financially

Nearly half of renters say they live payday to payday with just enough to get by, with more than one in ten saying they are in even worse shape.

### Total Renters (A) 38 13 47 Single-Family Renter (B) 11 49 37 Multifamily Renter (C) 14 37 49

#### Household's General Financial Situation

■ I/We sometimes don't have enough money for basics, like food and housing, until the next payday.

■ I/We live payday to payday, with just enough money to get by.

I/We have enough extra money to go beyond each payday (e.g., spend money on things I/we want, put money in savings).

Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) D01. Which of the following statements best describes your household's general financial situation?



# Statistical Differences by Demographic Groups: Multifamily (N=443)

Differences that emerge among Multifamily Renters -- Financial Situation Day to Day

I/We Sometimes don't have enough money for the basics until next payday

• None

Live Payday to Payday

• Women (53%) versus Men (42%)

I/We have Enough Extra Money to go beyond each payday

- Silent Generation (47%), Older Boomers (37%), versus Younger Boomers (29%)
- Income \$100K+ (73%); \$60-99K (65%); \$30-59K (47%); Less than \$30K (26%)
- White (39%) versus Hispanic (18%)

# Statistical Differences by Demographic Groups: Single-Family (N=364)

Differences that emerge among Single-Family Renters -- Financial Situation Day to Day

I/We Sometimes don't have enough money for the basics until next payday

• Younger Boomers (16%) versus the Silent Generation (4%)

Live Payday to Payday

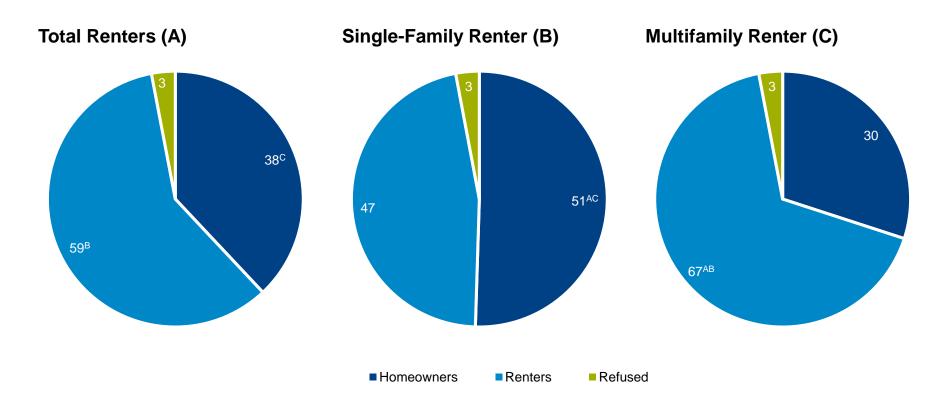
• Older Boomers (60%) versus Younger Boomers (44%)

I/We have Enough Extra Money to go beyond each payday

- Silent Generation (51%), Older Boomers (29%), versus Younger Boomers (37%)
- Income \$100K+ (88%); \$60-99K (49%); \$30-59K (40%); Less than \$30K (25%)

Views on Whether it Makes Financial Sense for those 55+ to Be Owners or Renters Depends on Current Situation

Most renters feel it makes the most sense for people their age to rent, rather than own. This view is even stronger among Multifamily Renters.





Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) D03. Do you think it makes the most financial sense for people your age to be home owners or renters?

# Statistical Differences by Demographic Groups: Multifamily (N=443)

### Differences that emerge among Multifamily Renters -- Better to Rent than Own

#### Gender

• Women (72%) versus Men (60%)

Age/Generation

• Silent Generation (83%) more than Older Boomers (66%) and Younger Boomers (56%)

Work Status

• Retired (79%) more than Employed (57%)

# Statistical Differences by Demographic Groups: Single-Family (N=364)

Differences that emerge among Single-Family Renters -- Better to Rent than Own or Own than Rent

Those that Prefer to Rent than Own

- Lower Income: Less than \$30K (52%); \$30-59K (50%); \$60-99K (24%); and \$100K+ (34%)
- Region of the Country: Midwest (53%) and South (51%) versus the West (31%)

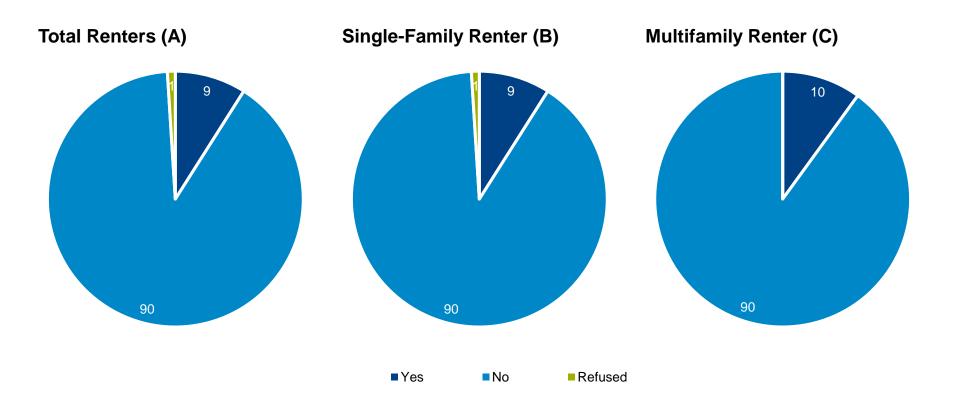
Those that Prefer to Own than Rent

- Gender: Men (58%) versus Women (45%)
- Higher Income: \$60-99K (75%) and \$100K+ (64%)
- Region of the Country: West (67%) much more than South (45%) and Midwest (44%)

# Support for Other Family Members

Few Provide Financial Support for Others Outside of Their Home

Only about one in ten respondents say they currently give financial support to others outside of their home.



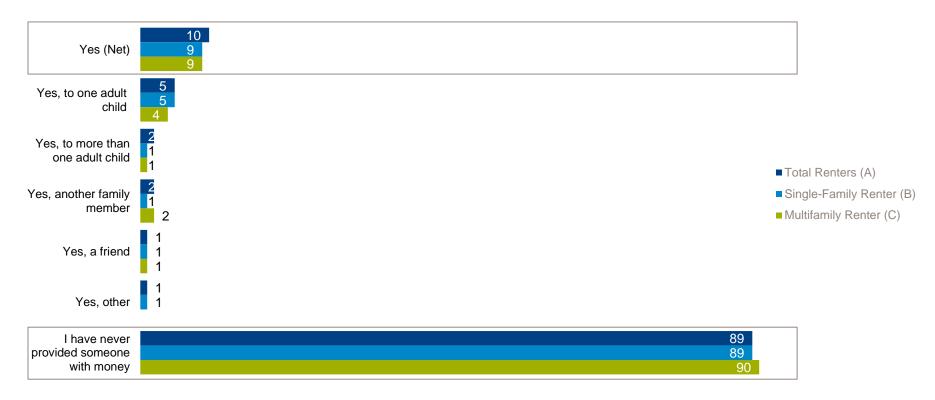
Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) E10. Do you currently provide any financial support for someone living outside of your home?



## One in Ten Have Helped Others With a Down Payment

Nine in ten renter respondents have not helped someone with a down payment on a house.

### Helped Others With a Down Payment



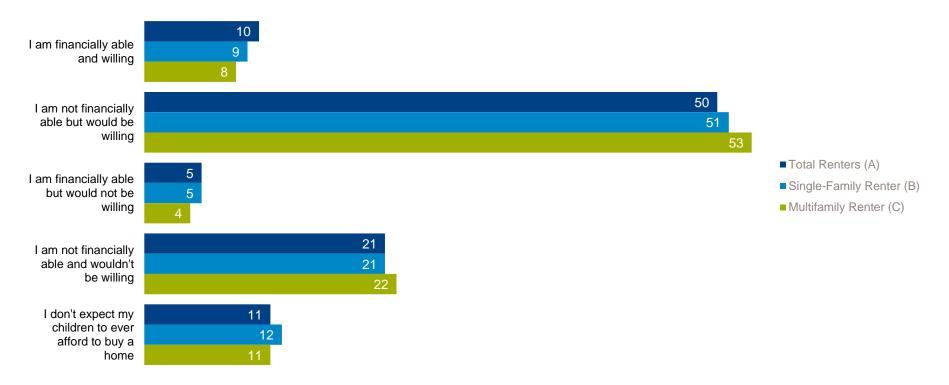
 $\begin{array}{l} \text{Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) \\ \text{E11. Have you ever provided someone with money that they used to make a down payment on a home? } \end{array} \\ \end{array}$ 



## Ability and Willingness to Help Child With a Down Payment

Six in ten renters with children say they are willing and able to help an adult child with a down payment; however most of those respondents are not financially able to do so.

### Views On Helping Child With a Down Payment



Base = Has child (n=610) / Single-Family Renter (n= 280) / Multifamily Renter (n=252) E12. Which of the following statements come closest to your view on providing an adult child with funds for a down payment on a home.



# Likelihood of Child Moving In

Most respondents do not expect to have an adult child move in with them in the next five years. Single-Family Renters more likely to anticipate a child moving back in than Multifamily Renters.

### Likelihood of Child Moving In





F02. What is the likelihood of a child moving in with you in the next 5 years?

# Likelihood of Parent Moving In

Most respondents do not expect to have a parent move in with them in the next five years.

### Likelihood of Adult Moving In



Base = Total Respondents (n=911) / Single-Family Renter (n=364) / Multifamily Renter (n=443) F03. What is the likelihood of a parent moving in with you in the next 5 years?

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Appendix:

- Objectives and Methodology
- Demographic Profile of 55+ Renters

## **Objectives and Methodology**

- This report presents the results of an online survey among Americans aged 55 and older, which was conducted by GfK Public Affairs & Corporate Communications for Freddie Mac.
- The objective was to explore older Americans' attitudes toward their current and future housing arrangements and to provide thought leadership on the challenges and housing-related issues facing them as they move through their retirement years.
- To qualify, all respondents had to be aged 55 or over.
- A total of 5,914 interviews were completed online, including oversamples of African Americans (n=300), Hispanics (n=300), and Asians (n=300).
- Sample was provided by the KnowledgePanel<sup>™</sup>, which is projectable to the population it represents. Additional opt-in sample was also utilized to achieve the augments of African Americans, Hispanics, and Asians.
- Interviewing took place 2/10-23/2016. Interviews were conducted in both English and Spanish.
- The median survey length was 20 minutes.



## Objectives and Methodology (cont.)

- Data were weighted to the U.S. population of adults aged 55 and older.
- The margin of sampling error was +/- 1.27 percentage points for the full sample. Sampling error is higher for subgroups.
- The reader will note that each slide shows the percentage of response by total, single-family, and multifamily renters.
- In addition, analysis was conducted to look for differences among Younger Boomers age 55 to 61 (n=2,116), Older Boomers age 62 to 70 (n=2,295), and the Silent Generation age 71 and older (1,503).



# Demographic Profile of 55+ Renters

Note to reader: One focus of this report is to compare 55+ Single-Family Renters and Multifamily Renters. The following demographic profile will help put these groups in context.

Base:	Total Renters (A) (911)	Single-Family Renter (B) (364)	Multifamily Renter (C) (443)
Gender			
Male	42	44	41
Female	58	56	59
Age			
Mean	65.4 <sup>B</sup>	63.8	65.7 <sup>B</sup>
Income			
Median (in thousands)	24.8\$	29.8\$	20.4\$
Race/Ethnicity			
Caucasian	56 <sup>c</sup>	58	52
Hispanic	14	14	14
Asian	6	7	6
African American	22	18	26 <sup>AB</sup>
Other	2	2	2



## Demographic Profile of 55+ Renters (cont.)

Base:	Total Renters (A) (911)	Single-Family Renter (B) (364)	Multifamily Renter (C) (443)
Length of Time at Current Residence			
0-4 Years	35 <sup>c</sup>	35	31
5-9 Years	24	25	22
10-14 Years	13	14	14
15+	27	24	32 <sup>AB</sup>
Region:			
Northeast	24 <sup>B</sup>	11	34 <sup>AB</sup>
Midwest	20	22	20
South	32 <sup>c</sup>	42 <sup>AC</sup>	23
West	24	24	23

Base = Total Respondents (n=911) / Single-Family Renter (n= 364) / Multifamily Renter (n=443) E01. How long have you lived in your current residence? If you have lived in your current residence for less than a year please enter "0".



## Demographic Profile of 55+ Renters (cont.)

Base:	Total Renters (A) (911)	Single-Family Renter (B) (364)	Multifamily Renter (C) (443)
Household Composition:			
By myself	47 <sup>B</sup>	26	61 <sup>AB</sup>
Spouse/Significant other	34 <sup>c</sup>	51 <sup>AC</sup>	22
Child (Net)	18 <sup>c</sup>	26 <sup>AC</sup>	13
Children under the age of 18	6 <sup>C</sup>	11 <sup>AC</sup>	3
Children 18 to 24	3	5 <sup>AC</sup>	2
Children 25 years of age or over	11	15 <sup>AC</sup>	9
Parent(s)	2	2	2
Other family members (excluding significant other, children or parents)	5	74	4
Roommate(s)	2	2	2
With someone else	1	1	1
Refused	2 <sup>C</sup>	3	1

