Effects of Rising Prices on Housing
Survey Overview

This 20-question survey gauges the impact of rising prices on consumers’ finances and housing choices. A panel of questions in the survey investigates the interaction of rent hikes and wage increases among renters.

**SURVEY**
A nationally representative online survey June 6-10, 2022.

**FOCUS POPULATION**
The poll was conducted among a national sample of 2,000 American consumers, aged 18 and older.
Price hikes drive household spending choices

In the past 12 months, where have price increases impacted your household spending?

(Among All Respondents)

- Groceries/household supplies: 66%
- Transportation costs: 54%
- Eating out: 51%
- Utilities: 49%
- Clothing: 35%
- Household goods/appliances: 30%
- Healthcare costs: 28%
- Travel/leisure activities: 28%
- Internet service: 25%
- Cell phone equipment and service: 23%
- Home repairs and maintenance: 22%
- Costs to buy a car (new or used): 22%
- Costs to rent a home: 22%
- Costs to buy a home: 14%
- Education expenses: 12%
- Childcare costs: 8%
- I haven’t noticed any change in prices: 4%

Q. In the past 12 months, where have price increases impacted your household spending? Please select all that apply. N=2000 consumers
Consumers tighten budgets – nearly half cut non-essentials

In the past 12 months, which of the following have you had to do because of rising prices?

(Among All Respondents)

- Spend less on non-essential items such as entertainment: 48%
- Put less money toward savings: 44%
- Spend less on food, utilities, and other essentials: 41%
- Delay non-essential repairs/improvements to my home: 25%
- Increase spending on credit cards to cover my expenses: 18%
- Delay essential repairs to my home: 18%
- Make tradeoffs on which bills I can afford to pay for the month: 18%
- Get a second job or find an additional source of income: 17%
- Move to a less expensive neighborhood: 7%
- Move to a less expensive home in the same area: 7%
- Get a roommate or lease part of your home: 7%
- Move in with extended family: 6%
- Move farther from work (30+ minutes away or farther): 4%
- None of the above: 13%

Q. In the past 12 months, which of the following have you had to do because of rising prices? Please select all that apply. N=2000 consumers
Which of the following statements best describes your household’s general financial situation?

(Among All Respondents)

- I/We sometimes don’t have enough money for basics, like food and housing, until the next payday 20%
- I/We live payday to payday, with just enough money to get by 41%
- I/We have enough money to go beyond each payday (e.g., money for things I/we want, money for savings) 39%

Q. Which of the following statements best describes your household’s general financial situation? N=2000 consumers
Over 3 in 5 households are somewhat or very concerned about their ability to pay for housing within the next 12 months

<table>
<thead>
<tr>
<th>Concern</th>
<th>Somewhat/very concerned</th>
<th>Not at all/not very concerned</th>
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<tbody>
<tr>
<td>An impending economic recession</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Rising interest rates</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Having less money to put toward savings</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Negative changes to my financial situation</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Not being able to pay for large expenses</td>
<td>72%</td>
<td>28%</td>
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<tr>
<td>Higher home prices</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Defaulting on other debts</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Not being able to pay for housing</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Not being able to pay for essentials</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Defaulting on student loans</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Losing my job</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Q. How concerned are you with each of the following impacting you personally within the next 12 months? N=2000 consumers
Nearly half of renters experienced a rent hike

In the past 12 months, has your rent payment changed?  
(Among All Renters)

- Increased by 10% or less: 26%
- Increased by more than 10%: 15%
- Increased by more than 20%: 11%
- Increased by more than 30%: 6%
- No change: 40%
- It decreased: 2%

Q. In the past 12 months, has your rent payment changed? N=756 renters
Renters were less likely to get a raise than consumers overall

In the past 12 months, did you get a raise at work?
- Yes, I got a raise 48%
- No, I didn’t get a raise 52%

(Among Employed Renters)

(Among Employed Respondents)

Q. In the past 12 months, did you get a raise at work? N=1212 employed consumers, 530 employed renters
Rents outpaced raises for a third of renters who received a raise

Has your raise at work been sufficient to cover your increased rent?
(Among Renters with a Wage Increase in the Past 12 Months)

- Wage increase was sufficient
- My rent increased more

Q. Has your raise at work been sufficient to cover your increased rent? N=175 renters who got a raise within the past 12 months
Nearly 1 in 5 renters who experienced a rent increase say they are extremely likely to miss a rent payment.

**Has your rent increase made it more likely that you may miss a rent payment?**
*(Among Renters with a Rent Increase in the Past 12 Months)*

- Extremely likely: 19%
- Somewhat likely: 38%
- Not very likely: 29%
- Not at all likely: 14%

Q. Has your rent increase made it more likely that you may miss a rent payment? N=434 renters who had a rent increase in the past 12 months
More than half of renters who changed their housing plans in the past 12 months said they are now less likely to buy

How have your plans to buy a home changed in the past year?

(Among All Renters)

- 65% Plans to buy have not changed
- 35% Plans to buy have changed

Among Renters Who Changed Plans:

- Significantly less likely: 42%
- Slightly less likely: 31%
- Significantly more likely: 18%
- Slightly more likely: 10%

Q. How have your plans to buy a home changed in the past year? N=757 renters, 491 renters who changed plans
Among those less likely to buy, half of renters cite high home prices

Which of the following made you less likely to buy a home over the past year?
*(Top 5 Reasons Among Renters Less Likely to Buy)*

- Home prices have increased: 50%
- I am not able to save enough for a downpayment: 39%
- My credit score isn't high enough: 36%
- Interest rates have increased: 34%
- Renting is more affordable for me right now: 32%

Q. Which of the following made you less likely to buy a home over the past year? N=354 renters less likely to buy a home