

Single-Family Renters

Understanding the housing market requires in-depth knowledge about the participants. Zillow's research offers insights on current single-family housing renters — including their wants, needs, demographics and search experiences.



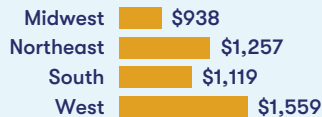
RENTERS' WANTS AND NEEDS

THE TYPICAL SINGLE-FAMILY RENTAL

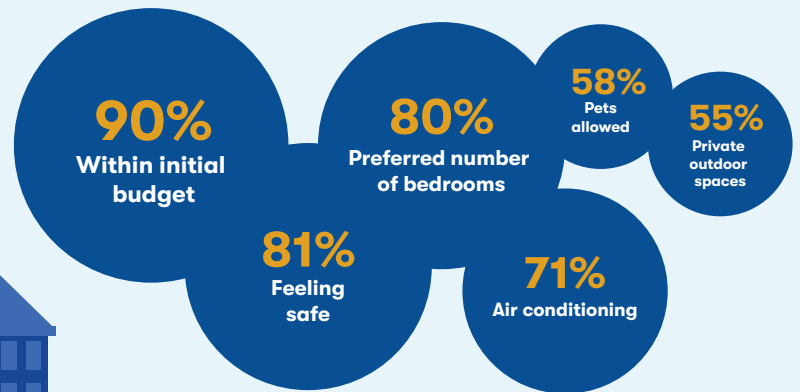


REGIONAL RENT PRICES

While the median number of bedrooms stayed the same across all regions, the median rent price varied by region.¹



TOP "HIGHLY IMPORTANT" RENTAL CHARACTERISTICS



THE TYPICAL SEARCH PROCESS



2
Landlords or property managers contacted



2
Tours taken



1
Applications submitted



2
Months searching



49%
Hear back in a timely manner



40%
Say finding the right price is difficult or very difficult



40%
Have difficulty finding a home within their desired time frame

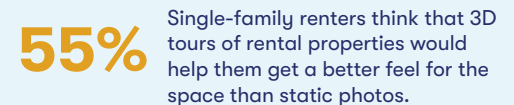


54%
Say a rent increase impacted their decision to move

TOP "HIGHLY IMPORTANT" SEARCH FACTORS

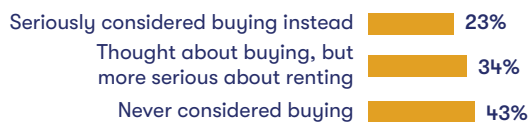


VALUE OF 3D TOURS

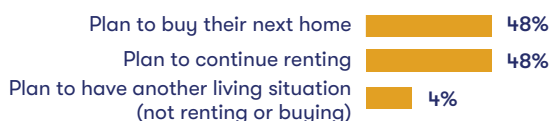


RENTING VERSUS BUYING

More than half of single-family renters (57%) consider buying.



Almost half of single-family renters who plan to move in the next year (48%) plan to buy their next home.



Single-family renters are more likely to plan to buy their next home (48% plan to buy compared to 34% of all renters). Those who plan to continue renting are likely to cite these reasons:

33%

Saving for a down payment

30%

Don't want to be tied to a mortgage

29%

Can't afford to purchase in their desired neighborhood

29%

Want to be able to move easily as life changes

27%

Don't want to be responsible for repairs or maintenance

27%

Can't get approved for a mortgage

THE TYPICAL SINGLE-FAMILY RENTER

36

Years old

39%

High school grad or lower

61%

White

38%

Married or partnered

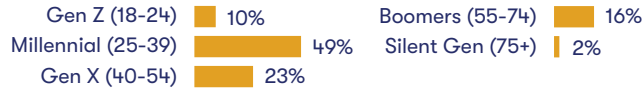
50%

Live with children under 18

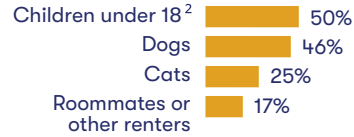
\$49,800

Median household income¹

GENERATION



LIVES WITH



RESIDENTIAL LOCATION



REGIONAL DEMOGRAPHICS³

MIDWESTERN SINGLE-FAMILY RENTERS

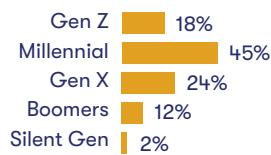
\$41,600

Median household income

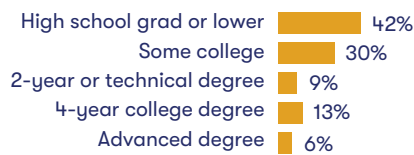
47%

Live with children under 18

GENERATION



EDUCATION



MARITAL STATUS



NORTHEASTERN SINGLE-FAMILY RENTERS

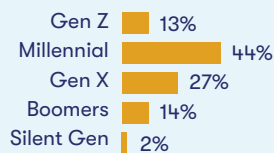
\$54,000

Median household income

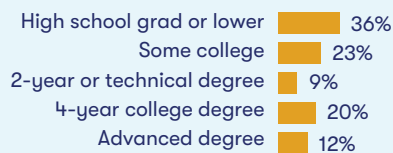
48%

Live with children under 18

GENERATION



EDUCATION



MARITAL STATUS



SOUTHERN SINGLE-FAMILY RENTERS

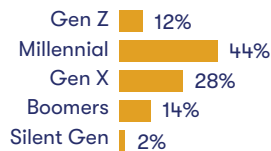
\$47,400

Median household income

51%

Live with children under 18

GENERATION



EDUCATION



MARITAL STATUS



WESTERN SINGLE-FAMILY RENTERS

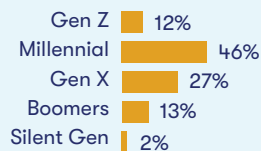
\$61,800

Median household income

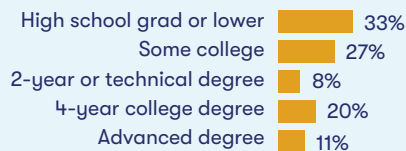
49%

Live with children under 18

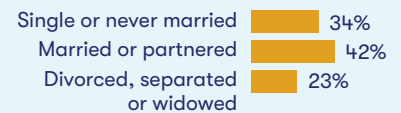
GENERATION



EDUCATION



MARITAL STATUS



1. Zillow analysis of the U.S. Census Bureau, American Community Survey, 2017, in inflation-adjusted 2019 dollars.
 2. Zillow analysis of the U.S. Census Bureau, American Community Survey, 2017.
 3. Zillow analysis of the U.S. Census Bureau, American Community Survey, 2017, income figures are inflation-adjusted to 2019 dollars.