



Zillow Metropolitan Housing Study

Ipsos Poll conducted on behalf of Zillow

Washington, DC, April 17, 2017

1. How would you describe the area in which you live?

	Total N=10,064
Suburban	60%
Urban	30%
Rural	10%

2. How many jobs do you have?

	Total N=5,407
One job	88%
Multiple jobs	12%

3. How confident are you that you will be able to afford to stay in your current home as long as you want?

	Total N=10,064
Very confident	54%
Somewhat confident	35%
Not very confident	8%
Not confident at all	3%

4. How confident are you that you will be able to afford to own a home someday?

	Total N=4,043
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Very confident	28%
Somewhat confident	33%
Not very confident	21%
Not confident at all	18%

5. When, if ever, do you expect to buy your own home?

	Total N=4,043
3 to 5 years from now	24%
More than 5 years from now	20%
1 to 2 years from now	17%
Never	16%
Within the next 12 months	6%
Not sure	17%

6. When, if ever, do you expect to buy a different home?

	Total N=6,021
Never	23%
More than 5 years from now	22%
3 to 5 years from now	15%
1 to 2 years from now	11%
Within the next 12 months	5%
Not sure	23%

7. Of the following, how would you rate the following long term investments?

a. Your home

	Total N=10,064
Excellent investment	29%

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Good investment	42%
Average investment	23%
Poor investment	5%
Terrible investment	2%

b. Stocks

	Total N=10,064
Excellent investment	11%
Good investment	40%
Average investment	37%
Poor investment	9%
Terrible investment	3%

c. Bonds

	Total N=10,064
Excellent investment	7%
Good investment	31%
Average investment	46%
Poor investment	12%
Terrible investment	3%

d. Business investments

	Total N=10,064
Excellent investment	7%
Good investment	28%
Average investment	48%
Poor investment	14%
Terrible investment	3%

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e. Real estate (e.g., investment properties, commercial properties, etc.)

	Total N=10,064
Excellent investment	18%
Good investment	43%
Average investment	30%
Poor investment	7%
Terrible investment	2%

8. How often do you think about owning your own home?

	Total N=4,043
Very often	34%
Somewhat often	35%
Not very often	20%
Not at all	11%

9. Do you agree or disagree with the following statement?

a. Owning a home is necessary to live The American Dream

	Total N=10,064
Strongly agree	27%
Somewhat agree	38%
Somewhat disagree	23%
Strongly disagree	10%

b. Owning a home increases your standing in the local community

	Total N=10,064
Strongly agree	25%

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Somewhat agree	47%
Somewhat disagree	18%
Strongly disagree	6%

c. Owning a home is a key to a higher social status

	Total N=10,064
Strongly agree	22%
Somewhat agree	43%
Somewhat disagree	24%
Strongly disagree	9%

10. Is owning or renting a home better for the following:

a. Financial flexibility

	Total N=10,064
Owning	62%
Renting	38%

b. Making ties to your community

	Total N=10,064
Owning	92%
Renting	8%

c. Monthly housing costs

	Total N=10,064
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Owning	68%
Renting	32%

d. Quality of life

	Total N=10,064
Owning	90%
Renting	10%

e. Raising a family

	Total N=10,064
Owning	96%
Renting	4%

11. Which of the following do you consider to be barriers to owning a home?

	Total N=10,064
Affording the down payment	66%
Qualifying for a mortgage	56%
Debt	55%
Job security	44%
Not in a position to settle down	18%
Not enough homes for sale	13%
Other	5%
None of these	6%

12. Why do you rent a home?

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	Total N= 4,043
Can't afford to buy a house	61%
Low maintenance and repair costs	38%
Housing costs	37%
Short-term commitment	27%
Job/Career	18%
Lifestyle preference	18%
In transition	18%
Other	5%
None of these	5%

13. Why do you own a home?

	Total N=6,021
Lifestyle preference	68%
Privacy	52%
Pride of ownership	49%
Stable housing costs	38%
Investment opportunity	35%
Tax incentives	30%
Building wealth	29%
Other	4%
None of these	2%

14. How far away do you live from your nearest extended family member (e.g., parents, in-laws, siblings, children, etc.)?

	Total N=10,064
Less than 10 miles	36%
10 to less than 50 miles	29%
50 to less than 100 miles	9%
100 to less than 150 miles	4%

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More than 150 miles	20%
Prefer not to answer	2%

15. How much does proximity to your extended family impact your decision where to move?

	Total N=10,064
5 - Completely impacts decision	15%
4	21%
3	27%
2	11%
1 - Has no impact on decision	26%

16. What was the primary reason for your last move?

	Total N=10,064
Upgrading	18%
Job/career	16%
Affordability	15%
Family	14%
Relationship change	10%
Schools	5%
Downsizing	4%
Aging	3%
Other	8%
Haven't moved	6%

17. Do you rely on extended family for assistance for the following:

a. Childcare

	Total N=10,064
Yes	14%

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No	86%
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b. Elderly care

	Total N=10,064
Yes	10%
No	90%

c. Education

	Total N=10,064
Yes	12%
No	88%

d. Housing

	Total N=10,064
Yes	17%
No	83%

e. Transportation

	Total N=10,064
Yes	14%
No	86%

f. Medical care

	Total N=10,064
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Yes	13%
No	87%

g. Living expenses

	Total N=10,064
Yes	16%
No	84%

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About the Study

These are findings from an Ipsos poll conducted March 1st – 15th, 2017. For the survey, a combined sample of 10,064 U.S. adults from 20 U.S. core-based statistical area (CBSA) metropolitans (Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, Las Vegas, Miami, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Diego, San Francisco, San Jose, Seattle, Tampa, and Washington, D.C.) age 18+ was surveyed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method), and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The survey has a credibility interval of plus or minus 1.1 percentage points for all respondents from the 20 U.S. metropolitans and approximately 5.0 percentage points for an individual U.S. metropolitan. This study has a credibility interval adjusted for design effect of the following (n=10,000, DEFF=1.5, adjusted Confidence Interval=2.6) for the combined sample of 20 U.S. metropolitans and (approximately n=500, DEFF=1.5, Confidence Interval=6.5) for individual U.S. metropolitans.

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,785.3 million (\$1,981 million) in 2015.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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