



# Research Findings

## Zillow Housing Metropolitan Study – March 2019

### Ipsos Poll conducted on behalf of Zillow

Washington, DC, May 29, 2019 –

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

	<b>All Respondents</b> (n=10,151)
Suburban	61%
Urban	31%
Rural	8%

2. How many jobs do you have?

<b>Base: Those who said "Employed full-time" or "Employed part-time" or "Self-employed" or "Military"</b>	<b>All Respondents</b> (n=6,301)
One job	86%
Multiple jobs	14%

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

	<b>All Respondents</b> (n=10,151)
Confident (Net)	89%
Very confident	52%
Somewhat confident	37%
Not Confident (Net)	11%
Not very confident	9%
Not confident at all	3%



# Research Findings

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

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
Confident (Net)	63%
Very confident	27%
Somewhat confident	35%
Not Confident (Net)	37%
Not very confident	21%
Not confident at all	16%

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

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
More than 5 years from now	25%
3 to 5 years from now	24%
1 to 2 years from now	16%
Never	14%
Within the next 12 months	5%
Not sure	16%

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

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
More than 5 years from now	24%
Never	20%
3 to 5 years from now	16%
1 to 2 years from now	10%
Within the next 12 months	5%
Not sure	25%



# Research Findings

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

%Excellent/Good investment Summary	All Respondents
	(n=10,151)
Your home	69%
Real estate (e.g., investment properties, commercial properties, etc.)	63%
Stocks	50%
Bonds	37%
Business investments	36%

a. Your home

	All Respondents
	(n=10,151)
Positive Investment (Net)	69%
Excellent investment	27%
Good investment	42%
Average investment	24%
Negative Investment (Net)	7%
Poor investment	5%
Terrible investment	2%

b. Stocks

	All Respondents
	(n=10,151)
Positive Investment (Net)	50%
Excellent investment	11%
Good investment	39%
Average investment	38%
Negative Investment (Net)	12%
Poor investment	9%
Terrible investment	3%



# Research Findings

## c. Bonds

	<b>All Respondents</b> (n=10,151)
Positive Investment (Net)	37%
Excellent investment	7%
Good investment	29%
Average investment	48%
Negative Investment (Net)	15%
Poor investment	12%
Terrible investment	3%

## d. Business investments

	<b>All Respondents</b> (n=10,151)
Positive Investment (Net)	36%
Excellent investment	7%
Good investment	28%
Average investment	49%
Negative Investment (Net)	15%
Poor investment	12%
Terrible investment	3%

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

	<b>All Respondents</b> (n=10,151)
Positive Investment (Net)	63%
Excellent investment	20%
Good investment	42%
Average investment	29%
Negative Investment (Net)	8%
Poor investment	6%
Terrible investment	2%



# Research Findings

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

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
Often (Net)	70%
Very often	34%
Somewhat often	36%
Not Often (Net)	30%
Not very often	20%
Not at all	10%

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

%Agree Summary	All Respondents
	(n=10,151)
Owning a home increases your standing in the local community	70%
Owning a home is a key to a higher social status	64%
Owning a home is necessary to live The American Dream	62%

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

	All Respondents
	(n=10,151)
Agree (Net)	62%
Strongly agree	25%
Somewhat agree	37%
Disagree (Net)	36%
Somewhat disagree	24%
Strongly disagree	12%
Don't know	3%



# Research Findings

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

	<b>All Respondents</b> (n=10,151)
Agree (Net)	70%
Strongly agree	24%
Somewhat agree	46%
Disagree (Net)	25%
Somewhat disagree	18%
Strongly disagree	7%
Don't know	5%

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

	<b>All Respondents</b> (n=10,151)
Agree (Net)	64%
Strongly agree	21%
Somewhat agree	42%
Disagree (Net)	33%
Somewhat disagree	23%
Strongly disagree	9%
Don't know	4%

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

<b>%Owning Summary</b>	<b>All Respondents</b> (n=10,151)
Raising a family	95%
Making ties to your community	91%
Quality of life	89%
Monthly housing costs	67%
Financial flexibility	60%



# Research Findings

%Renting Summary	All Respondents
	(n=10,151)
Financial flexibility	40%
Monthly housing costs	33%
Quality of life	11%
Making ties to your community	9%
Raising a family	5%

a. Financial flexibility

	All Respondents
	(n=10,151)
Owning	60%
Renting	40%

b. Making ties to your community

	All Respondents
	(n=10,151)
Owning	91%
Renting	9%

c. Monthly housing costs

	All Respondents
	(n=10,151)
Owning	67%
Renting	33%

d. Quality of life

	All Respondents
	(n=10,151)
Owning	89%
Renting	11%



# Research Findings

e. Raising a family

	<b>All Respondents</b> (n=10,151)
Owning	95%
Renting	5%

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

	<b>All Respondents</b> (n=10,151)
Affording the down payment	69%
Debt	58%
Qualifying for a mortgage	57%
Job security	43%
Not in a position to settle down	22%
Not enough homes for sale	16%
Discrimination	14%
Other	5%
None of these	7%

12. Why do you rent a home?

<b>Base: Those who said "Rent", "Live with parents/relatives", or "Other"</b>	<b>All Respondents</b> (n=4,302)
Can't afford to buy a house	60%
Low maintenance and repair costs	38%
Housing costs	37%
Short-term commitment	29%
Job/Career	20%
Lifestyle preference	19%
In transition	17%
Other	5%
None of these	6%



# Research Findings

13. Why do you own a home?

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
Lifestyle preference	66%
Pride of ownership	50%
Privacy	49%
Stable housing costs	40%
Investment opportunity	36%
Building wealth	31%
Tax incentives	26%
Other	3%
None of these	3%

14. Thinking about politics and government, do you consider yourself:

	All Respondents
	(n=10,151)
Moderately liberal	20%
Moderately conservative	18%
Lean liberal	14%
Lean conservative	13%
Very liberal	12%
Very conservative	9%
Don't know	10%
Refused	4%



# Research Findings

15. Do you consider yourself a Democrat, a Republican, an Independent, or none of these?

	<b>All Respondents</b> (n=10,151)
Democrat (Net)	44%
Strong Democrat	17%
Moderate Democrat	16%
Lean Democrat	11%
Republican (Net)	26%
Moderate Republican	10%
Strong Republican	8%
Lean Republican	8%
Independent	20%
None of these	4%
Don't know	4%
Refused	3%



# Research Findings

16. When it comes to owning a home, there may be things you wish you did differently. Have you ever considered any of the following to be regrets you have toward owning your current home?

<b>Base: Those who said "Own a house" or "Own a condo/co-op"</b>	<b>All Respondents</b>
<b>%Yes, I have regrets about this Summary</b>	<b>(n=5,849)</b>
Unexpected maintenance or repairs	36%
Not being able to move to a new home or location without selling	27%
Too much yard/maintenance work	25%
Undesirable home finishes or layout	25%
Size - too small	21%
Too high of mortgage payments	19%
Rushed the decision or process without evaluating all my options	19%
I don't like my neighbors	18%
Paid too much for it	17%
Interest rate is too high	16%
Too long of commute	15%
Undesirable location	14%
The type of mortgage	13%
Size - too big	11%
Purchasing a home instead of renting	8%



# Research Findings

<b>Base: Those who said "Own a house" or "Own a condo/co-op"</b>	<b>All Respondents</b>
<b>%No, I have no regrets about this Summary</b>	(n=5,849)
Purchasing a home instead of renting	92%
Size - too big	89%
The type of mortgage	87%
Undesirable location	86%
Too long of commute	85%
Interest rate is too high	84%
Paid too much for it	83%
I don't like my neighbors	82%
Rushed the decision or process without evaluating all my options	81%
Too high of mortgage payments	81%
Size - too small	79%
Undesirable home finishes or layout	75%
Too much yard/maintenance work	75%
Not being able to move to a new home or location without selling	73%
Unexpected maintenance or repairs	64%

a. Purchasing a home instead of renting

<b>Base: Those who said "Own a house" or "Own a condo/co-op"</b>	<b>All Respondents</b>
	(n=5,849)
No, I have no regrets about this	92%
Yes, I have regrets about this	8%

b. Not being able to move to a new home or location without selling

<b>Base: Those who said "Own a house" or "Own a condo/co-op"</b>	<b>All Respondents</b>
	(n=5,849)
No, I have no regrets about this	73%
Yes, I have regrets about this	27%



# Research Findings

c. The type of mortgage

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	87%
Yes, I have regrets about this	13%

d. Interest rate is too high

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	84%
Yes, I have regrets about this	16%

e. Undesirable location

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	86%
Yes, I have regrets about this	14%

f. Too long of commute

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	85%
Yes, I have regrets about this	15%

g. Too high of mortgage payments

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	81%
Yes, I have regrets about this	19%



# Research Findings

h. Size - too big

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	89%
Yes, I have regrets about this	11%

i. Size - too small

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	79%
Yes, I have regrets about this	21%

j. Unexpected maintenance or repairs

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	64%
Yes, I have regrets about this	36%

k. Undesirable home finishes or layout

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	75%
Yes, I have regrets about this	25%

l. Too much yard/maintenance work

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	75%
Yes, I have regrets about this	25%



# Research Findings

m. I don't like my neighbors

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	82%
Yes, I have regrets about this	18%

n. Paid too much for it

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	83%
Yes, I have regrets about this	17%

o. Rushed the decision or process without evaluating all my options

Base: Those who said "Own a house" or "Own a condo/co-op"	All Respondents
	(n=5,849)
No, I have no regrets about this	81%
Yes, I have regrets about this	19%



# Research Findings

17. When it comes to renting a home, there may be things you wish you did differently. Have you ever considered any of the following to be regrets you have toward the current home you rent?

Base: Those who said “Rent”, “Live with parents/relatives”, or “Other” %Yes, I have regrets about this	All Respondents (n=4,302)
Renting prevents me from earning equity	52%
I can't customize or improve the property	52%
Rent is too high	50%
Lacking private outdoor space	49%
Renting a home instead of owning	45%
Size - too small	40%
Undesirable home finishes or layout	38%
Not enough parking	34%
Pet ownership is too limited	31%
Landlord is not responsive	29%
I don't like my neighbors	28%
Undesirable location	27%
The duration of my lease	23%
Too long of commute	19%
Size - too big	9%



# Research Findings

<b>Base: Those who said “Rent”, “Live with parents/relatives”, or “Other”</b>	<b>All Respondents</b>
<b>%No, I have no regrets about this</b>	(n=4,302)
Size - too big	91%
Too long of commute	81%
The duration of my lease	77%
Undesirable location	73%
I don't like my neighbors	72%
Landlord is not responsive	71%
Pet ownership is too limited	69%
Not enough parking	66%
Undesirable home finishes or layout	62%
Size - too small	60%
Renting a home instead of owning	55%
Lacking private outdoor space	51%
Rent is too high	50%
I can't customize or improve the property	48%
Renting prevents me from earning equity	48%

a. Renting a home instead of owning

<b>Base: Those who said “Rent”, “Live with parents/relatives”, or “Other”</b>	<b>All Respondents</b>
	(n=4,302)
No, I have no regrets about this	55%
Yes, I have regrets about this	45%

b. Renting prevents me from earning equity

<b>Base: Those who said “Rent”, “Live with parents/relatives”, or “Other”</b>	<b>All Respondents</b>
	(n=4,302)
No, I have no regrets about this	52%
Yes, I have regrets about this	48%



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c. Rent is too high

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	50%
Yes, I have regrets about this	50%

d. Undesirable location

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	73%
Yes, I have regrets about this	27%

e. Too long of commute

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	81%
Yes, I have regrets about this	19%

f. Size - too big

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	91%
Yes, I have regrets about this	9%

g. Size - too small

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	60%
Yes, I have regrets about this	40%



# Research Findings

h. Landlord is not responsive

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	71%
Yes, I have regrets about this	29%

i. Not enough parking

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	66%
Yes, I have regrets about this	34%

j. Lacking private outdoor space

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	51%
Yes, I have regrets about this	49%

k. Undesirable home finishes or layout

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	62%
Yes, I have regrets about this	38%

l. I don't like my neighbors

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	72%
Yes, I have regrets about this	28%



# Research Findings

m. The duration of my lease

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	77%
Yes, I have regrets about this	23%

n. Pet ownership is too limited

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	69%
Yes, I have regrets about this	31%

o. I can't customize or improve the property

Base: Those who said "Rent", "Live with parents/relatives", or "Other"	All Respondents
	(n=4,302)
No, I have no regrets about this	52%
Yes, I have regrets about this	48%

18. How much do you think climate change will affect your home or community in your lifetime?

	All Respondents
	(n=10,151)
A great deal/Somewhat (Net)	50%
A great deal	17%
Somewhat	34%
A little/Not at all (Net)	50%
A little	25%
Not at all	25%



# Research Findings

19. Which of the following would you support to reduce the impact of climate change on your home and your community?

%Yes, I would support	All Respondents
	(n=10,151)
Laws to stop building in high-risk areas	71%
Make structural changes to your home	62%
Require homeowners to purchase disaster insurance in high-risk areas	59%
Move to a lower risk area	55%
Pay higher taxes to fund defensive infrastructure such as seawalls, jetties, artificial dunes, pumps, levees, deforested zones, fire trenches etc.	42%
Pay higher taxes to support relocation and demolition of most at-risk communities	27%

%No, I would not support	All Respondents
	(n=10,151)
Pay higher taxes to support relocation and demolition of most at-risk communities	73%
Pay higher taxes to fund defensive infrastructure such as seawalls, jetties, artificial dunes, pumps, levees, deforested zones, fire trenches etc.	58%
Move to a lower risk area	45%
Require homeowners to purchase disaster insurance in high-risk areas	41%
Make structural changes to your home	38%
Laws to stop building in high-risk areas	29%

- a. Pay higher taxes to fund defensive infrastructure such as seawalls, jetties, artificial dunes, pumps, levees, deforested zones, fire trenches etc.

	All Respondents
	(n=10,151)
Yes, I would support	42%
No, I would not support	58%



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b. Laws to stop building in high-risk areas

	<b>All Respondents</b> (n=10,151)
Yes, I would support	71%
No, I would not support	29%

c. Require homeowners to purchase disaster insurance in high-risk areas

	<b>All Respondents</b> (n=10,151)
Yes, I would support	59%
No, I would not support	41%

d. Pay higher taxes to support relocation and demolition of most at-risk communities

	<b>All Respondents</b> (n=10,151)
Yes, I would support	27%
No, I would not support	73%

e. Move to a lower risk area

	<b>All Respondents</b> (n=10,151)
Yes, I would support	55%
No, I would not support	45%

f. Make structural changes to your home

	<b>All Respondents</b> (n=10,151)
Yes, I would support	62%
No, I would not support	38%



# Research Findings

## About the Study

These are findings from an Ipsos poll conducted April 2019. For the survey, a combined sample of 10,151 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 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 ( $n=10,151$ ,  $DEFF=1.5$ , 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.

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# Research Findings

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