

TO: Interested Parties

FROM: Hart Research Associates

DATE: June 3, 2014

RE: 2014 How Housing Matters Survey Findings Reveal Millennials Face Challenges Finding Affordable Quality Housing and Are More Receptive to Renting

Millennials, or 18- to 34-year-olds, have come of age during a time of rapid cultural change and in a housing environment more volatile than that of previous generations. Their attitudes, experiences, and expectations related to housing are reflective of this reality as captured in the recent national MacArthur Foundation's How Housing Matters Survey.

1 Many young Americans are not sold on the idea that homeownership is the path to financial security it once was.

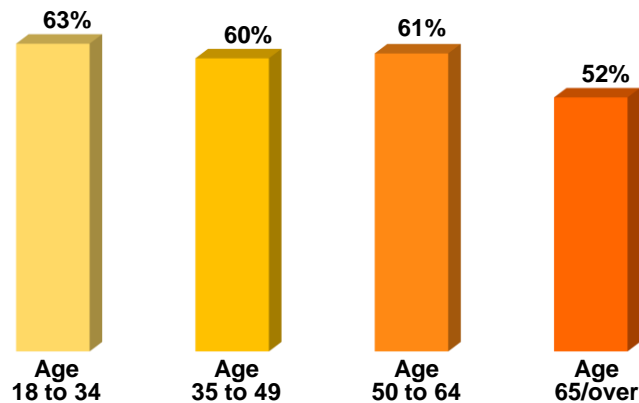
- While 52% of Millennials believe that buying a home is an excellent long-term investment, a significant minority (40%) think that is no longer the case.
- More than three in five (62%) Millennials believe it is less likely today than it was 20 to 30 years ago for a family to build equity and wealth through homeownership, and more than four in five (81%) think it is more likely today than 20 to 30 years ago for banks to foreclose on homeowners.

2 Despite the challenges, a large majority of Millennials aspire to own their own home someday. However, Millennials both feel the challenges associated with finding affordable housing to buy and recognize renting as a viable housing option at much higher rates than their older counterparts.

- Millennials aspire to homeownership at very high rates. More than four in five (85%) Millennials that do not currently own would like to own their home someday.
- However, 63% say that it is challenging to find affordable quality housing to buy in their community and seven in 10 (71%) say it is challenging for young people just entering the workforce to find affordable quality housing in their community.

Finding affordable quality housing to buy in my community is somewhat or very challenging:

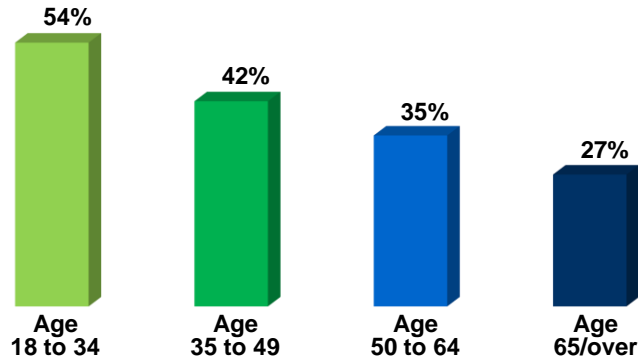
(All adults by age)



- More than half (53%) of Millennials believe that renting has become more appealing in recent years and 54% of Millennials who currently own their homes would consider renting in the future, compared with just 34% of current owners over age 34.
- Perhaps not surprisingly, given these favorable attitudes about renting, Millennials are much more likely to think renters can be just as successful as owners at achieving the American Dream, with 66% expressing this view compared with 55% of people over age 34.

I would consider renting a house or apartment as a housing option in the future, whether in the near future or closer to retirement:

(Current homeowners by age)



Hart Research conducted quantitative public opinion research to inform the work of the John D. and Catherine T. MacArthur Foundation's How Housing Matters Initiative. Telephone interviews, including both landline and cell phones, were conducted from April 8 to 14, 2014, among a nationally representative sample of 1,355 adults. The complete 2014 How Housing Matters Survey is available at <http://www.macfound.org/programs/how-housing-matters/>.