

# 7 USEFUL FACTS ABOUT RENTERS

1

**\$41,000**  
IN EQUITY



**RENTERS MISSED OUT ON** **BY NOT BUYING**  
3 YEARS AGO

Source: NAR Chief Economist Lawrence Yun, March 2014

2

**32%** ←

**OF POTENTIAL HOMEBUYERS PLAN TO BUY IN THE NEXT TWO YEARS**



Source: PulteGroup, May 01, 2014

3

**89%**

of renters think owning a home is part of the **AMERICAN DREAM**

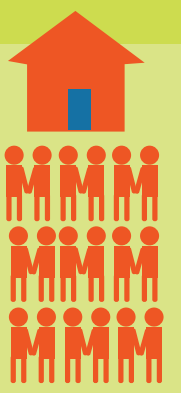


4

**6.2** MILLION RENTERS

entered the U.S. market between 2007 and 2013  
During the same time **208,000** people became homeowners

RIGHT NOW **90%** OF MILLENNIALS prefer **owning** a home over renting



Source: Zillow chief economist Stan Humphries

Source: CNNMoney June 1, 2014

**Facebook** was the most used social media platform among renters

**80%** Facebook **31%** Google+

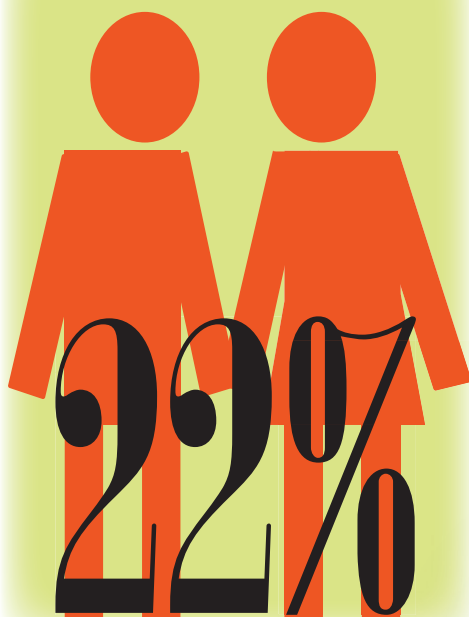
**Google+** was second

5



**24%** have a **BACHELORS DEGREE**

444 RENT



of RENTERS are MARRIED with NO CHILDREN

NATIONALLY

**50%** of all renters spend more than **30%** of income on HOUSING up from **38%** in 2000



Source: NYTimes April 2014



6

Source: ForRent.com & Homes.com survey April/May 2014

7