



The LGBT Community: Buying and Renting Homes

Presented by: Community Marketing & Insights

May 2018

LGBT Homeownership Rates and Types of Homes

LGBT Homeownership Rate



- This study found the overall LGBT homeownership to be 49% for participants age 22 to 72, which is much less than the overall U.S. general population homeownership rate of 64% (from U.S. Census).
- Gay men and lesbians had a homeownership rate of 52%, while gender-expansive community members had the lowest real estate ownership rate.
- White, Black, Latino and Asian real estate ownership rates are all lower than expected compared to the general population census data.

United States General Population Homeownership Rate: 64% (White Non-Hispanic 72%, Hispanic/Latino, 48%, Black/African American 42%)

LGBT Community: I own my home or primary living space.

49%	52%	52%	48%	33%	23%	56%	73%	58%	35%	30%
All LGBT	Lesbians	Gay Men	Bisexual	Gender-Expansive	Millennial	Gen x	Boomers	White / Non-Hispanic	Latino	Black
N=2,313	714	802	583	366	846	760	707	1,441	354	263

Bases: All LGBT n=2,313; other bases vary by group

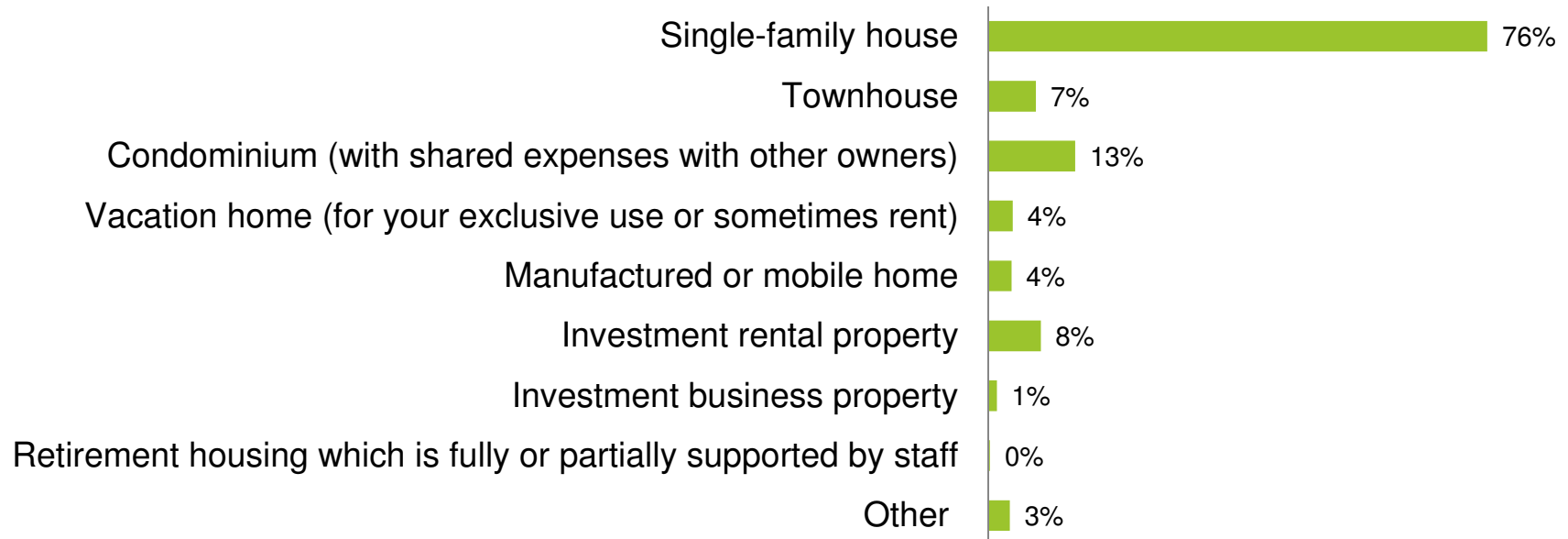
General population source: Source: U.S. Census Bureau, Quarterly Residential Vacancies and Homeownership, First Quarter 2018

Types of Properties Currently Owned



- Of categories presented, 76% of LGBT participants indicated owning a single-family house.
- The “other” category was reviewed and the answers recoded/added into the percentages below.

What type of real estate do you currently own? (Please mark all that apply.)



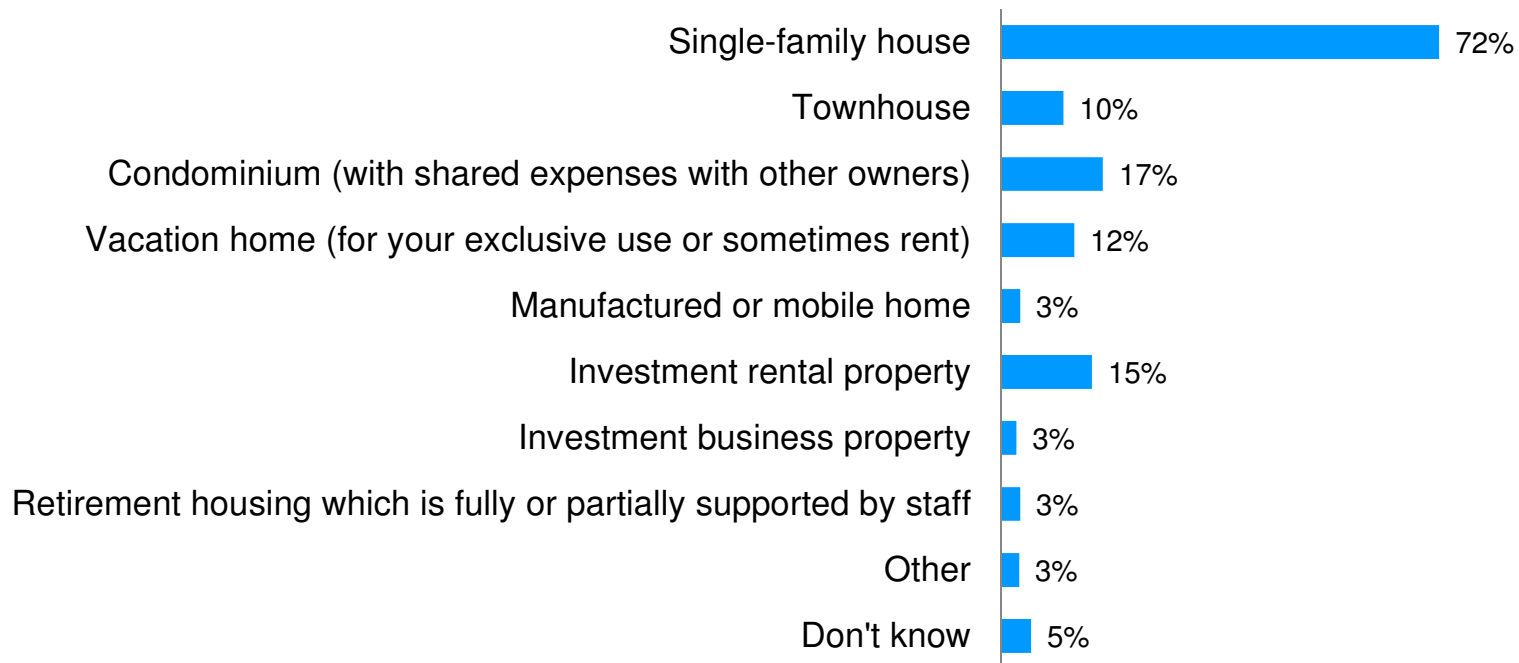
Bases: All LGBT real estate owners n=1,169 (which includes those that rent their primary home, but own real estate)

Real Estate Ownership in Five Years



- Categories for interest in future real estate ownership were relatively stable compared to current ownership.
- Increases of 6% or more were noted only for vacation homes and investment rental property.

**Imagine five years from now. What type of real estate do you think you will own in 2023?
(Please mark all that apply)**



Bases: All LGBT real estate owners n=1,169 (which includes those that rent their primary home, but own real estate)

Understanding the LGBT Community - Mobility

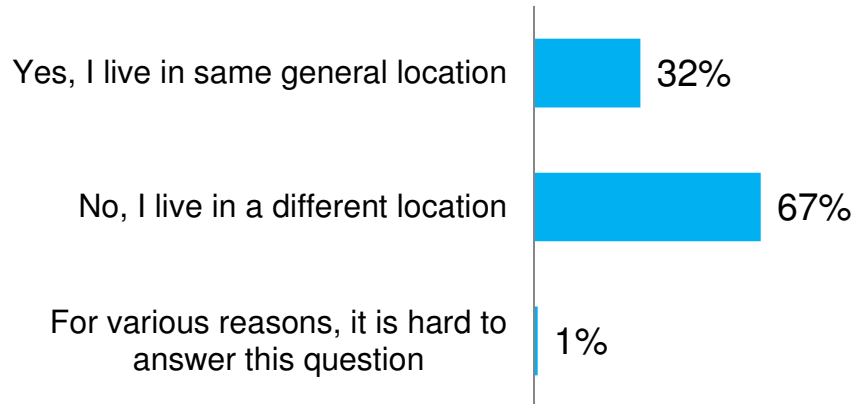
Moving Away from Their Home Town



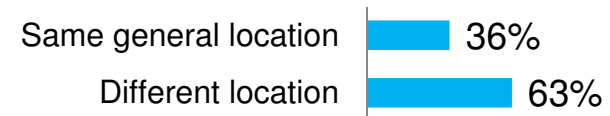
- Two in three LGBT community members do not live in the same area in which they grew up.

Do you now live in the same general location (i.e. city, county or metro area), as where you went to high school?

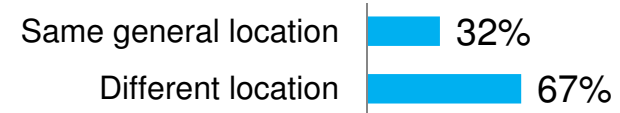
ALL LGBT Participants



Millennials



Generation X



Baby Boomers



Bases: All LGBT n=2,313; Millennials n=846; Gen X n=760; Baby Boomers n=707

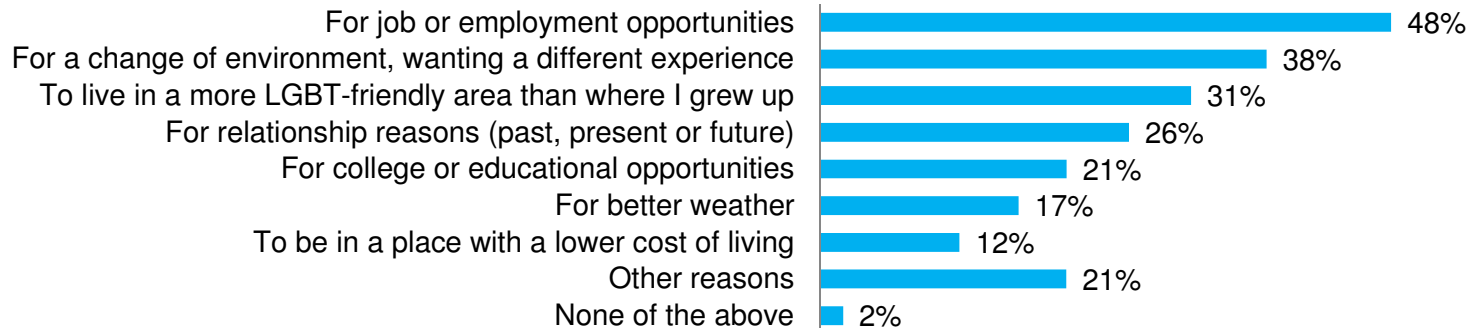
Reasons to Leave Home Town



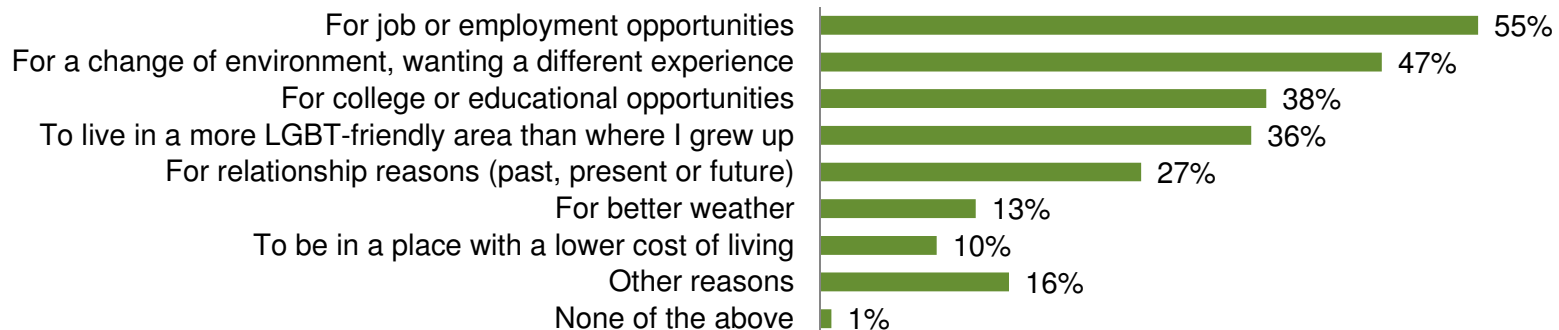
- The top reasons to move from where you grew up were economic opportunity, change in environment and seeking a more LGBT-friendly location.

Why do you live in a different region than where you grew up? (Mark all that apply)

Why LGBT Participants Left (All Three Generations)



Why LGBT Millennials Left













Bases: LGBT living in different location n=1,559. Millennials living in different location n=533.















Mobility and Stability Questions



- The survey asked four questions about past and future mobility.

All LGBT

	# Homes or Apartments (Owned or Rented) in the past 10 Years 	Regions of the Country/World Lived in the past 10 Years 
1	 25%	 63%
2 or 3	 38%	 33%
4 or 5	 19%	 3%
6 or more	 17%	 1%




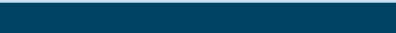


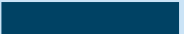



	Time at Current Primary Residence 	Next Expected Primary Residence Move 
Less than a year	 20%	 16%
1 to less than 2 years	 15%	 16%
2 to less than 5 years	 25%	 15%
5 to less than 10 years	 15%	 10%
10 or more years	 25%	 9%
Not Sure		 21%
Never		 12%













Bases: All LGBT n=2,313, homeowners, renters and other living situations

Mobility and Stability Questions (Renters)



LGBT Renters

	# Homes or Apartments (Owned or Rented) in the past 10 Years 	Regions of the Country/World Lived in the past 10 Years 
1	 10%	 51%
2 or 3	 37%	 43%
4 or 5	 26%	 5%
6 or more	 27%	 1%



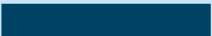
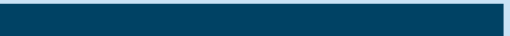
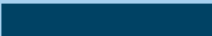
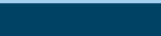




	Time at Current Primary Residence 	Next Expected Primary Residence Move 
Less than a year	 29%	 27%
1 to less than 2 years	 23%	 26%
2 to less than 5 years	 27%	 19%
5 to less than 10 years	 12%	 5%
10 or more years	 8%	 2%













Bases: All Renters n=1,041

Mobility and Stability Questions (Homeowners)



LGBT Homeowners

	# Homes or Apartments (Owned or Rented) in the past 10 Years 	Regions of the Country/World Lived in the past 10 Years 
1	 38%	 74%
2 or 3	 39%	 24%
4 or 5	 14%	 2%
6 or more	 9%	 1%

	Time at Current Primary Residence 	Next Expected Primary Residence Move 
Less than a year	 11%	 6%
1 to less than 2 years	 9%	 7%
2 to less than 5 years	 24%	 11%
5 to less than 10 years	 18%	 15%
10 or more years	 39%	 17%

Bases: All Homeowners n=1,105

Understanding the LGBT Community

Finding Safe Communities

Type and Size of Community



- Participants in this research reside in many types of communities across America.

How would you best describe the community in which you live?



Big or medium size city / urban area

35%

of all LGBT participants



Suburb of a big or medium size city

30%

of all LGBT participants



Small Communities*

35%

of all LGBT participants

	Renters	Homeowners
Big or medium size city / urban area	44%	28%
Suburb of a big or medium size city	25%	35%
Small communities*	31%	37%

Bases: All LGBT n=2,313; Homeowners n=1,105; Renters n=1,041

*Small communities include: Rural areas, small towns and small cities.

Type and Size of Community



- Gay men tend to be more urban-focused; lesbians and gender-expansive community members are more dispersed in many types of communities, while bisexuals have higher numbers in the suburbs.

How would you best describe the community In which you live?	Identity				Generation		
	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive	Millennials	Generation X	Baby Boomers
Big or medium size city/urban area	32%	39%	32%	30%	39%	36%	29%
Suburb of a big or medium size city	31%	26%	37%	28%	29%	32%	31%
Small Communities*	37%	35%	30%	42%	33%	33%	40%
<i>Bases:</i>	714	802	583	366	846	760	707

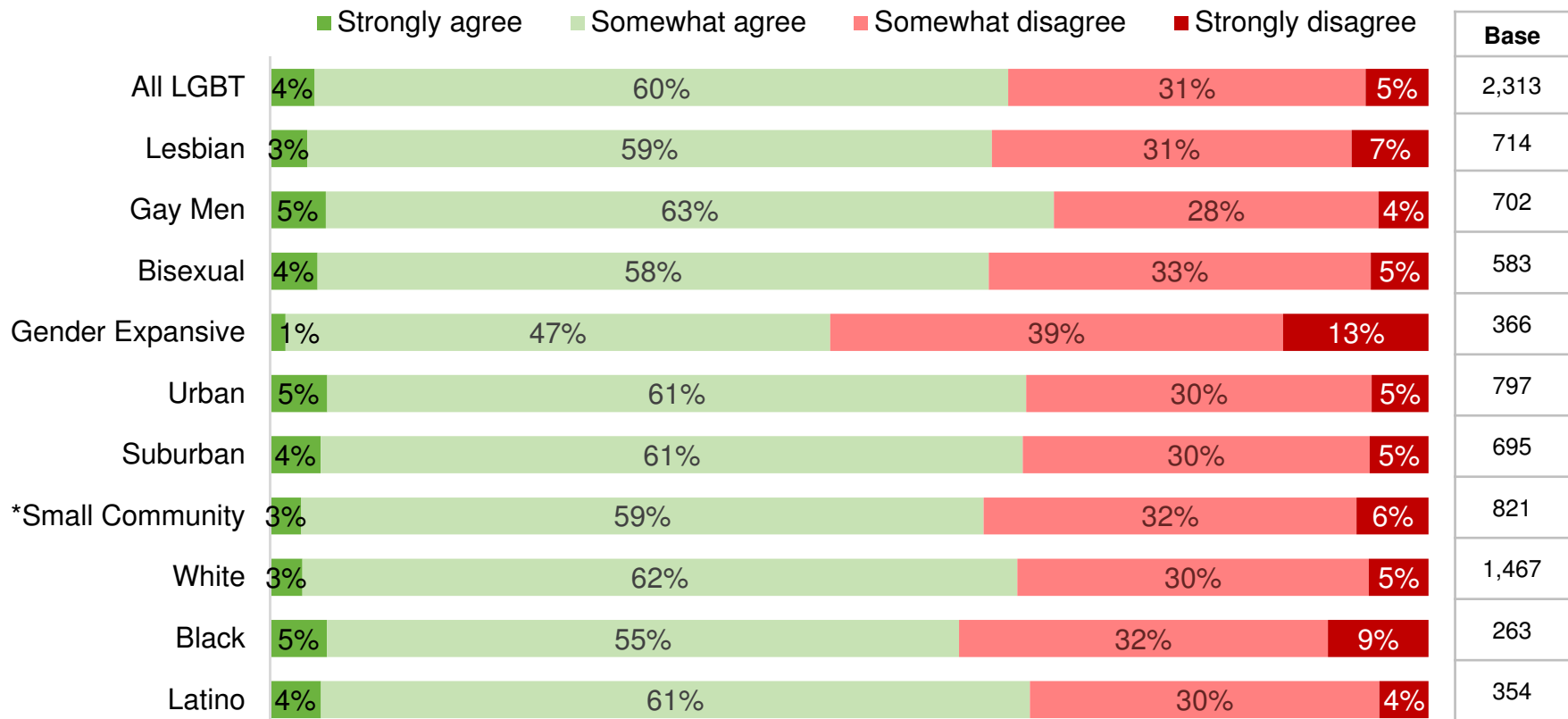
*Small communities include: Rural areas, small towns, and small cities

LGBT-Friendly Perception of the United States



- Most LGBT community members think the United States is somewhat LGBT-friendly and only a few felt the United States is very LGBT-friendly.
- The gender expansive community was far less favorable on this sentiment.

The United States is LGBT-friendly



*Small communities include: Rural areas, small towns, and small cities

LGBT-Friendly Perception of Living Environment



- LGBT community members are mixed if they live in an LGBT-friendly state.
- Overall, percentages typically improve for their city or town and neighborhood.
- Only 21% of all LGBT people report living in an LGBT-unfriendly city or town, and similarly, 25% report living in an LGBT-unfriendly neighborhood.

		All LGBT	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive
I live in an LGBT-friendly <u>state</u>	Strongly Agree	25%	25%	26%	25%	25%
	Somewhat Agree	40%	38%	40%	41%	39%
	Somewhat Disagree	22%	22%	22%	22%	19%
	Strongly Disagree	13%	15%	12%	12%	18%
I live in an LGBT-friendly <u>city or town</u>	Strongly Agree	35%	34%	36%	34%	29%
	Somewhat Agree	44%	44%	44%	44%	39%
	Somewhat Disagree	16%	16%	14%	16%	21%
	Strongly Disagree	5%	5%	6%	5%	11%
I live in an LGBT-friendly <u>neighborhood</u>	Strongly Agree	27%	27%	30%	24%	19%
	Somewhat Agree	47%	48%	46%	49%	41%
	Somewhat Disagree	19%	17%	19%	22%	28%
	Strongly Disagree	6%	7%	6%	5%	11%
Base		2,313	714	802	583	366

LGBT-Friendly Perception of Living Environment



- Among those living in small communities, 64% say that they live in an LGBT-friendly city or town, and 64% say they live in an LGBT-friendly neighborhood.

		Urban	Suburban	Small Communities*		White	Black	Latino
I live in an LGBT-friendly <u>state</u>	Strongly Agree	30%	26%	21%		23%	25%	30%
	Somewhat Agree	40%	43%	36%		40%	39%	39%
	Somewhat Disagree	19%	20%	26%		23%	24%	20%
	Strongly Disagree	12%	11%	16%		14%	13%	11%
I live in an LGBT-friendly <u>city or town</u>	Strongly Agree	53%	29%	22%		32%	34%	40%
	Somewhat Agree	40%	50%	42%		45%	45%	43%
	Somewhat Disagree	6%	17%	25%		17%	16%	13%
	Strongly Disagree	2%	4%	11%		6%	5%	4%
I live in an LGBT-friendly <u>neighborhood</u>	Strongly Agree	43%	18%	19%		26%	25%	28%
	Somewhat Agree	43%	54%	45%		48%	45%	46%
	Somewhat Disagree	11%	22%	25%		19%	23%	21%
	Strongly Disagree	2%	5%	11%		7%	7%	5%
Base		797	695	821		1,467	263	354

*Small communities include: Rural areas, small towns, and small cities

Understanding the LGBT Community

Marriage, Relationships and Parenthood

Gender and Relationship Status



- Lesbian women are more likely than gay men to be married.
- Gay men and the gender expansive population are more likely to be single as compared to lesbian women.

Which of the following best describes your current relationship status? (Please select the best response.)	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive
Single	24%	44%	36%	40%
Dating but not living together	10%	9%	13%	11%
In a relationship and living with partner	17%	16%	12%	13%
Engaged to be married	4%	3%	2%	4%
Civil union or domestic partner	3%	2%	1%	0%
Married	41%	26%	34%	30%
Other	1%	0%	2%	3%

Bases: Lesbian Women n=714; Gay Men n=802; Bisexual Men and Women n=583; Gender-expansive n=366

Gender and Type of Relationship



- Among participants in a relationship, the majority of gay men and lesbians are in same-sex couples.
- More bisexuals were in opposite-sex than same-sex couple relationships.
- For the gender-expansive community, many are in relationships that are non-binary, where at least one partner identifies other than male or female.

You indicated that you are in a relationship. How would you describe your relationship?

	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive
Same-sex relationship	97%	100%	39%	37%
Opposite-sex relationship	0%	0%	52%	21%
Non-binary identified relationship (at least one partner identifies other than male or female)	3%	0%	5%	34%
Other	1%	0%	4%	8%

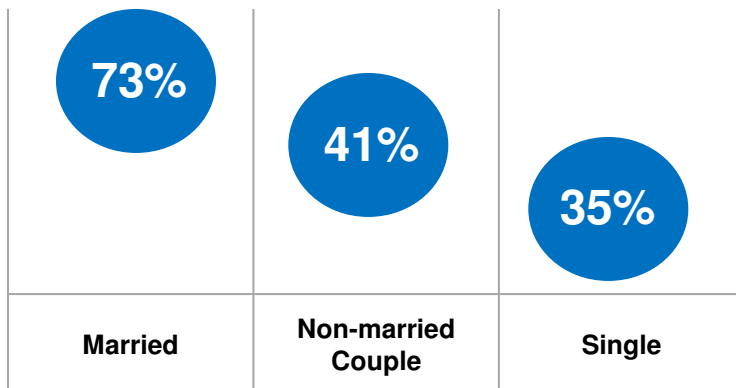
Bases: Those in a relationship - Lesbian Women n=458; Gay Men n=373; Bisexual Men and Women n=282; Gender-expansive n=170

Marriage and Homeownership



- Within the LGBT community, there is a correlation between marriage and homeownership.
- 73% of LGBT community members that are married own their home, compared to 41% of non-married couples and 35% of singles
- Further, 57% of LGBT married couples feel that owning a home helps make their marriage more stable, with only 20% strongly disagreeing with the statement.

Do you rent or own your home or primary living space?



own home

To what extent do you agree or disagree with the following statements about homeownership?

Owning a home helps make my marriage more stable	
Strongly agree	16%
Somewhat agree	40%
Somewhat disagree	24%
Strongly disagree	20%

Bases: LGBT Married n=758; Non-married Couple (includes every category but Married) n=689; Single (includes Single widow/Single divorced/Single) n=832

LGBT Parents



- The overall LGBT parent rate (with a child of any age) was 24% in this research.

Do you have Any children?	Millennials			Generation X			Baby Boomers		
	Men	Women	GE	Men	Women	GE	Men	Women	GE
Yes, I have children under age 18, living in my home, full-time or part-time	1%	12%	11%	10%	30%	16%	2%	5%	Data set too small
Yes, I have children under age 18, not living in my home	2%	0%	2%	3%	5%	5%	2%	1%	
Yes, I have children over age 18	0%	1%	0%	9%	20%	17%	25%	32%	
No, I do not have children	97%	87%	88%	80%	55%	65%	72%	64%	

Bases: Millennials: Men n=348; Women n=328; GE n=170; Generation X: Men n= 348; Women n=305; GE n=107; Baby Boomers: Men n=344; Women n=274; GE n=89

LGBT Parents in the Future



- The majority of LGBT Millennials either want children in the future or are not sure.
- Interest in having children in the future runs positively across all genders.

Do you have any children? (Please mark all that apply.)	Millennials			Generation X			Baby Boomers		
	Men	Women	GE	Men	Women	GE	Men	Women	GE*
No, I do not have children	97%	87%	88%	80%	55%	65%	72%	64%	

*Data set too small to report



Millennials: Do you want to have children in the future?	Lesbian Women n=210	Gay Men n=258	Bisexual Men and Women n=216	Gender-Expansive n=150
Yes	49%	43%	43%	32%
No	28%	29%	27%	41%
Unsure	24%	27%	30%	27%

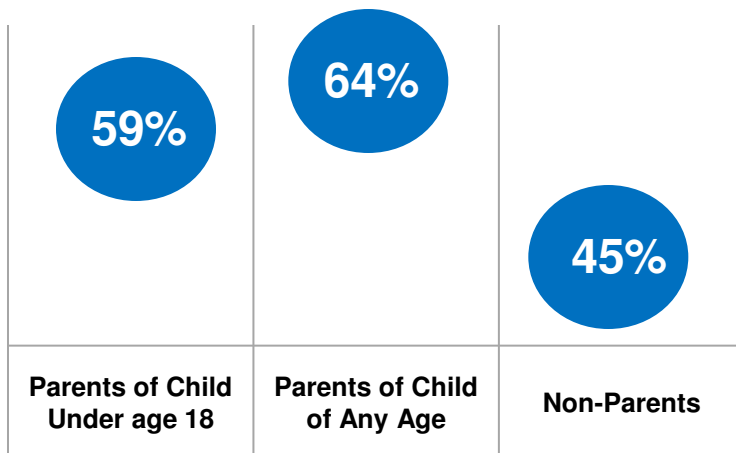
Bases: Millennials: Men n=348; Women n=328; GE n=170; Generation X: Men n= 348; Women n=305; GE n=107; Baby Boomers: Men n=344; Women n=274; GE n=89

Parent Status and Homeownership



- Being an LGBT parent has a correlation with homeownership.
- Higher homeownership rates are not just for current parents; being a parent of a child of any age correlates to higher homeownership rates.

Do you rent or own your home or primary living space?



own home

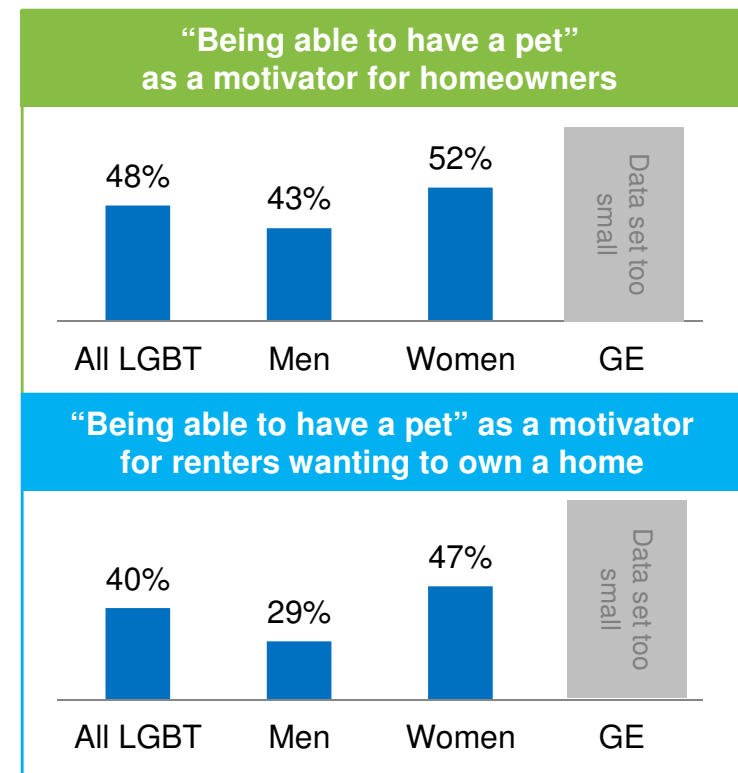
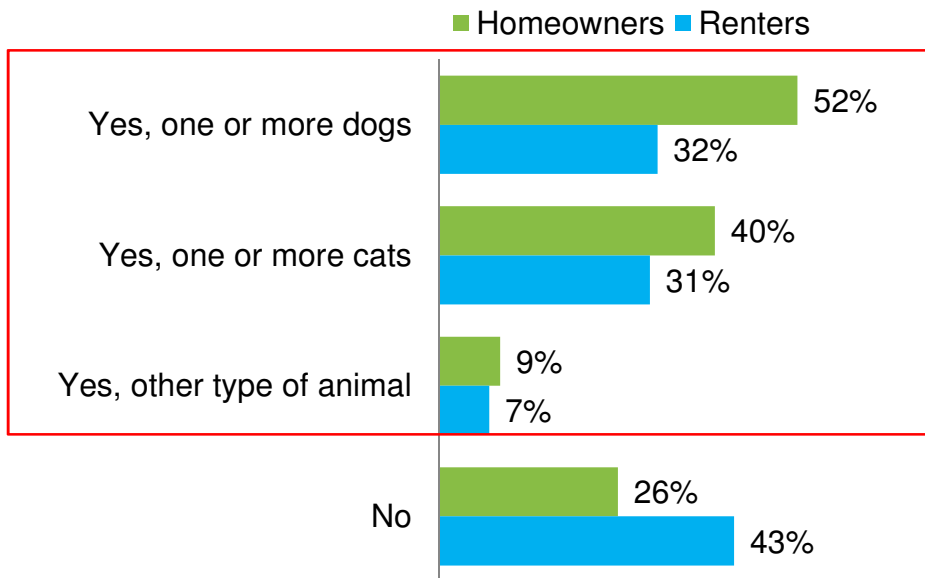
To what extent do you agree or disagree with the following statements about homeownership?

If I had children, I would want to own a home instead of renting (among non-parents wanting children in future)		As a parent, I would prefer to own a home instead of renting (among parents)	
Strongly agree	62%	Strongly agree	69%
Somewhat agree	28%	Somewhat agree	24%
Somewhat disagree	7%	Somewhat disagree	5%
Strongly disagree	3%	Strongly disagree	2%

Bases: Parent of under 18 n=273, Parents of any age (includes Parents of under 18) n=568, Non-Parents n=1,745

- 66% of all participants said that they care for at least one pet at home
- Caring for a pet is an important home purchasing motivator for 48% of LGBT homeowners and 39% of renters wanting to own a home in the future.

Do you care for a pet at home?



Bases: Home Owners n=1,105; Renters n=1,041

Care for a Pet at Home Among Homeowners: All LGBT n=818; Men n=350; Women n=374; Gender-Expansive n=94

Care for a Pet at Home Among Renters: All LGBT n=537; Men n=182; Women n=242; Gender-Expansive n=113

Living in the Home



With whom do you live in your primary residence? (Please mark all that apply.)

	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive	Home-owners	Renters
Live by myself	20%	31%	26%	23%	22%	32%
With partner or spouse	63%	45%	50%	46%	68%	41%
With friends or roommates	11%	15%	15%	21%	6%	23%
With my children under age 18	13%	2%	14%	10%	12%	7%
With my children age 18 or older	3%	0%	5%	3%	4%	2%
With my parents or my partner's parents	6%	8%	7%	12%	3%	5%
With brothers, sisters or other relatives	3%	4%	6%	6%	2%	3%
With other people not mentioned above	1%	2%	4%	3%	2%	2%

Bases: Lesbian Women n=714; Gay Men n=802; Bisexual Men and Women n=583; Gender-expansive n=366; Homeowners n=1,105; Renters n=1,041

LGBT Perceptions of Owning a Home

Choosing a Location to Live

Homeowners vs. Renters



- Convenience (walkable, access to public transportation, close to work) seems more important to renters than homeowners.

On a 4-point scale, how important are these considerations when choosing a location to live?

% Total Important Four-point scale used: 4-Very important, 3, 2, 1-Not important	Homeowners	Renters
Reasonable cost of homes or apartments	91%	96%
Low crime rates	90%	84%
Neighborhood homes are well maintained	89%	78%
Considered to be an LGBT-friendly place to live	78%	84%
There is diversity in the people that live there	77%	80%
Close to parks or outdoor recreation	68%	65%
Close to my work	63%	74%
Close to my existing friends	54%	56%
Walkable to restaurants and shops	47%	64%
Good access to public transportation	42%	60%
Good place to raise children or good schools	37%	36%
Close to my biological family	31%	30%

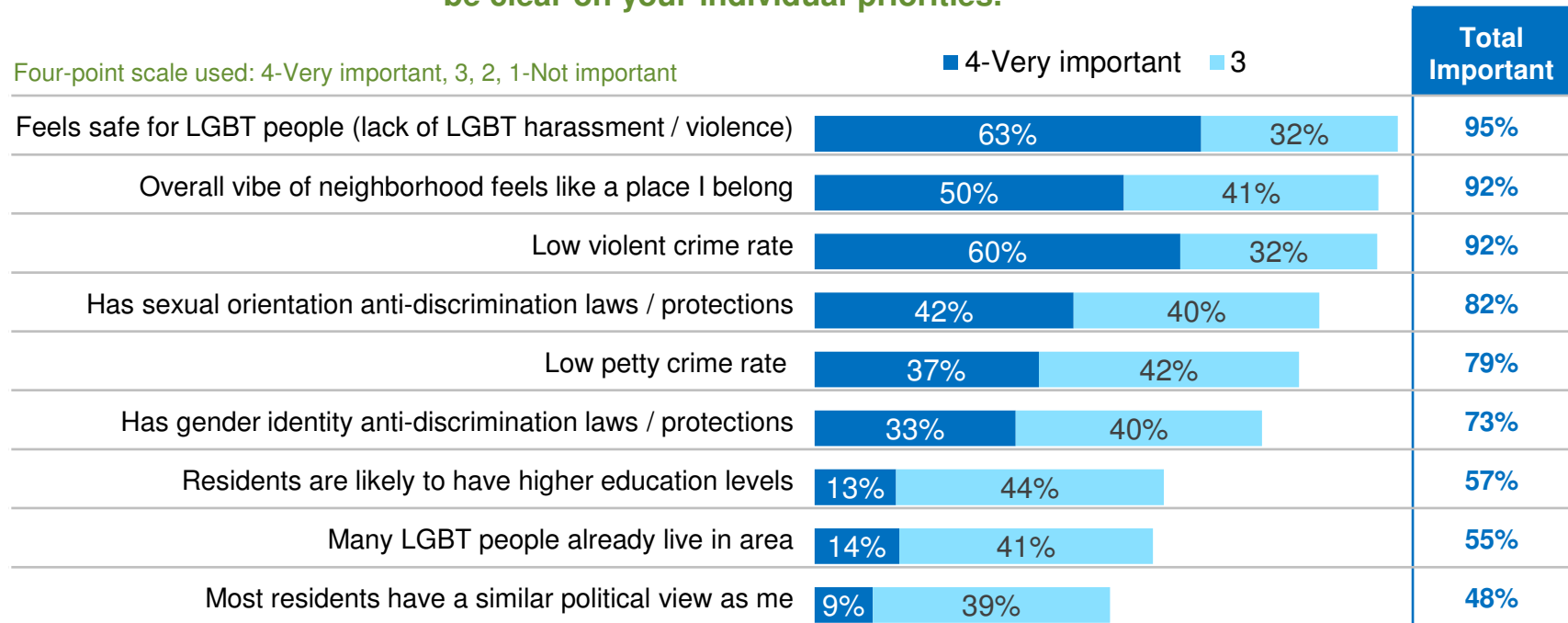
Bases: All Homeowners n=1,105; All Renters n=1,041

Location and Potential LGBT Concerns



- Participants were asked to prioritize concerns. LGBT safety and an overall feeling that they belong were the most common considerations.

When it comes to selecting a community or neighborhood to live in, what is most important to you? Try not to choose “very important” for all of the answers so we can be clear on your individual priorities.



Bases: All LGBT n=2,313

Location and Potential LGBT Concerns

Homeowners vs. Renters



- Homeowners are more concerned than renters about crime.

When it comes to selecting a community or neighborhood to live in, what is most important to you?
 Try not to choose “very important” for all of the answers so we can be clear on your individual priorities.

% Total Important Four-point scale used: 4-Very important, 3, 2, 1-Not important	Homeowners Top% (4,3)	Renters Top% (4,3)
Low violent crime rate	94%	89%
Feels safe for LGBT people (lack of LGBT harassment / violence)	94%	95%
Overall vibe of neighborhood feels like a place I belong	93%	91%
Low petty crime rate	84%	74%
Has sexual orientation anti-discrimination laws / protections	80%	84%
Has gender identity anti-discrimination laws / protections	70%	76%
Residents are likely to have higher education levels	63%	51%
Many LGBT people already live in area	52%	58%
Most residents have a similar political view as me	47%	50%

Bases: All Homeowners n=1,105; All Renters n=1,041

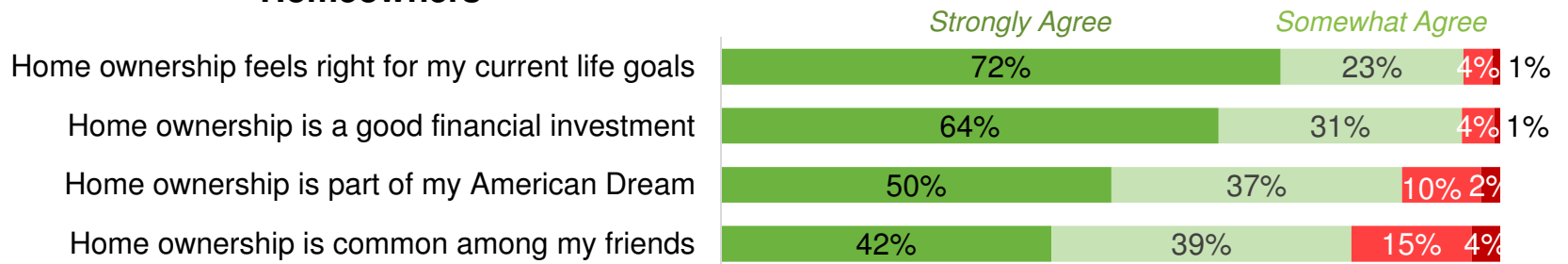
Perceptions of Homeownership



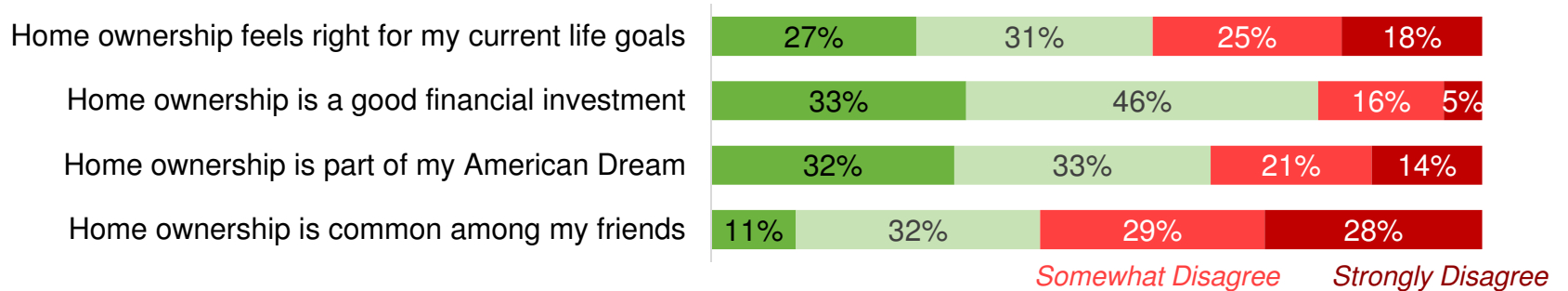
- Not surprisingly, there are differences between LGBT homeowners and renters in attitudes about homeownership.
- Despite these differences, the majority of LGBT renters agree homeownership is a good financial investment and is part of the American Dream.

To what extent do you agree or disagree with the following statements about homeownership?

Homeowners



Renters



Bases: LGBT Homeowners n=1,105; LGBT Renters n=1,041

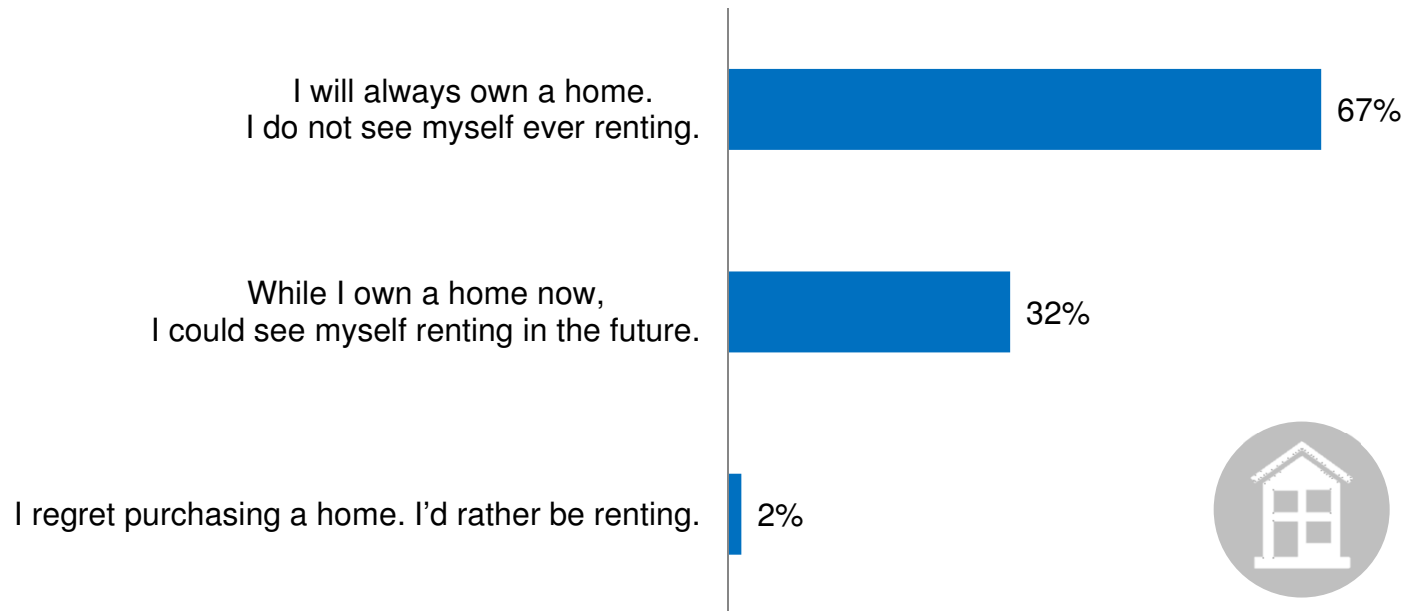
LGBT Homeowner Insights

Opinion of Homeownership



- 67% of LGBT homeowners have a positive outlook on homeownership and do not see themselves ever renting again.

Overall, what is your opinion of homeownership?



Bases: LGBT community members that own their home n=1,105

Homeownership Motivation



- Top tier reasons to be a homeowner among homeowners were a financial investment and not having to pay rent.

**Of the list below, what are your most important motivations to be a homeowner?
For this question, read all the responses first then pick the most important motivations.
You can pick up to 5 top priorities.**

	All LGBT	Millennials	Generation X	Baby Boomers
Financial investment for my future	68%	72%	67%	68%
To stop paying rent to someone else	63%	66%	66%	59%
Better life for myself and/or family	45%	51%	45%	42%
Freedom and control over decorating my personal space	43%	52%	43%	40%
To provide my life / family more stability	41%	43%	45%	37%
Being able to have a pet	38%	38%	39%	38%
Pride in being a homeowner	38%	38%	38%	38%
Tax savings	35%	20%	35%	40%
Control over housing / can't be evicted	32%	21%	29%	38%
Take advantage of low interest rates	24%	30%	24%	21%
Other reason	5%	5%	7%	4%

Bases: LGBT community members that own their home n=1,105; Millennials n=183; Generation X n=417; Baby Boomers n=505

Decision on Current Home



- After price, the top reasons homeowners purchased their current home were around neighborhood (quiet, safe) and outdoor space.

Of the list below, what were your most important reasons that you purchased your current home? For this question, read all the responses first then pick the most important reasons. You can pick up to 5 top priorities.

	All LGBT	Millennials	Generation X	Baby Boomers	Purchased in past 3 years
Value price for quality of home	67%	77%	66%	64%	70%
Quiet neighborhood	57%	57%	56%	58%	56%
Appealing yard or outdoor space	43%	44%	44%	42%	41%
Neighborhood has low crime rate	39%	34%	37%	41%	34%
Close to stores and restaurants	27%	30%	27%	26%	29%
Close to parks and outdoor recreation	25%	23%	26%	24%	26%
Close to friends and/or family	25%	27%	25%	23%	26%
Completed upgrades or good condition	20%	30%	22%	14%	31%
Fixer/opportunity to create my own space	17%	18%	15%	18%	16%
Neighborhood considered to be LGBT-friendly	16%	13%	17%	17%	17%
Home has a view	15%	10%	10%	20%	10%
New home or recently built home	15%	12%	14%	16%	12%
Good school or school district	14%	19%	18%	9%	16%
Close to public transportation	13%	15%	11%	13%	12%
Other reason	14%	13%	12%	15%	13%

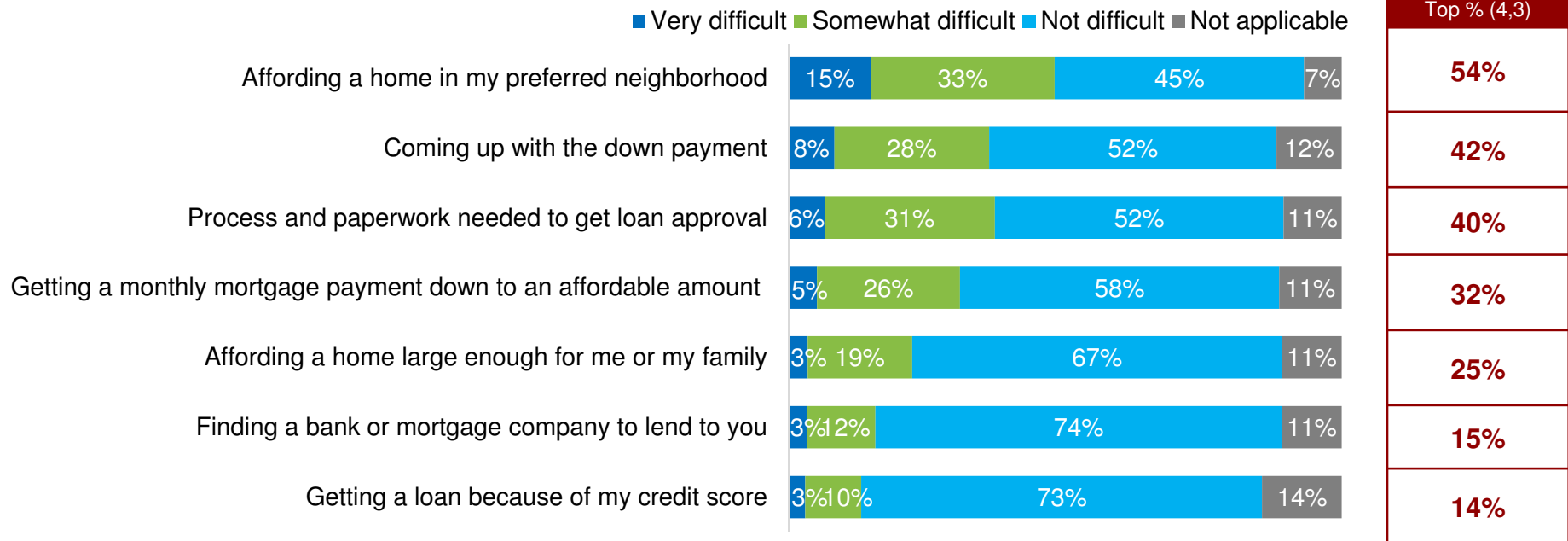
Bases: LGBT community members that own their home n=1,105; Millennials n=183; Generation X n=417; Baby Boomers n=505
 Purchased Home in the Past 3 Years n=294

Financial Aspects in Purchasing Current Home



- The most difficult financial aspect of purchasing their home was affording a home in their preferred neighborhood for 48% of all LGBT homeowners and 54% of those purchasing in past 3 years.
- Coming up with the down payment was the second hardest financial task for 37% of all LGBT homeowners and 41% of those purchasing in past 3 years.

How difficult were these financial aspects of purchasing your current home?



Bases: LGBT community members who own their home n=1,105; Those purchased home in the past 3 years n=294

Use of Real Estate Agents in Past Five Years



- 94% of LGBT participants that bought or sold a home in the past five years used a real estate agent.
- Of the 65% who used an LGBT-identified or LGBT-friendly real estate agent, 57% indicated that the agent’s LGBT or LGBT ally identity influenced their decision to work with the agent.

Think about the real estate agent used the last time you bought or sold a house. What was the agent’s relationship with the LGBT community? Please mark all that apply

Among Homeowners Purchased Their Home in the Past 5 Years

My agent was straight but LGBT-friendly or an LGBT ally	44%
My agent identifies as a member of the LGBT community	21%
My agent has a history of assisting LGBT clients	11%
My agent advertises in the LGBT media or LGBT agent listing services	6%
My agent’s LGBT or LGBT ally status is unknown and/or did not matter to me	28%
I did not use a real estate agent	6%

Did the LGBT or LGBT ally identity of your real estate agent influence your decision to work with the agent?



Of those that worked with an LGBT or LGBT Ally agent

Yes, strongly influenced me to work with agent	33%
Yes, somewhat influenced me to work with agent	24%
Not sure	6%
No, did not influence me to work with agent	37%




Bases: LGBT community members that purchased their home in the past 5 years n=450; Worked with LGBT or Ally agent n=278

Helpful Resources When Buying a Home



- Real estate agents were identified as the most helpful resource to navigate the home buying process.

**What were the most helpful resources for you as you navigated the home buying process?
Please mark all that apply**

	All LGBT Homeowners	Purchased Home in the Past 5 Years
 Real estate agent	69%	76%
Real estate listing websites	36%	48%
 Bank or mortgage provider / loan officer	31%	36%
Family	30%	30%
LGBT friends	18%	18%
Non-LGBT friends	13%	14%
 Coworkers	7%	8%
Other	8%	7%

Bases: LGBT community members that own their home n=1,105; Purchased Home in the Past 5 Years n=450

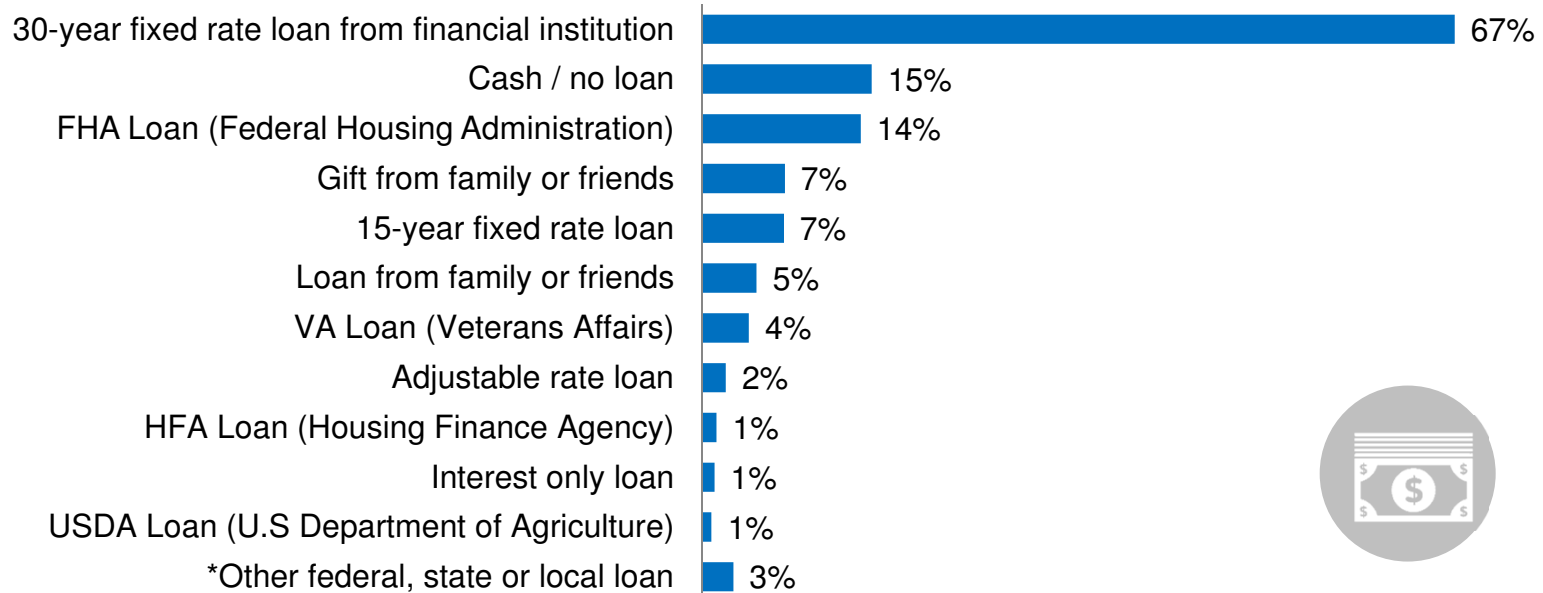
Financing Current Home



- Among homeowners who purchased in the past 10 years, most took some type of loan

How did you initially pay for your current home? (Please mark all that apply.)

Among Those Purchased Their Current Home in the Past 10 Years

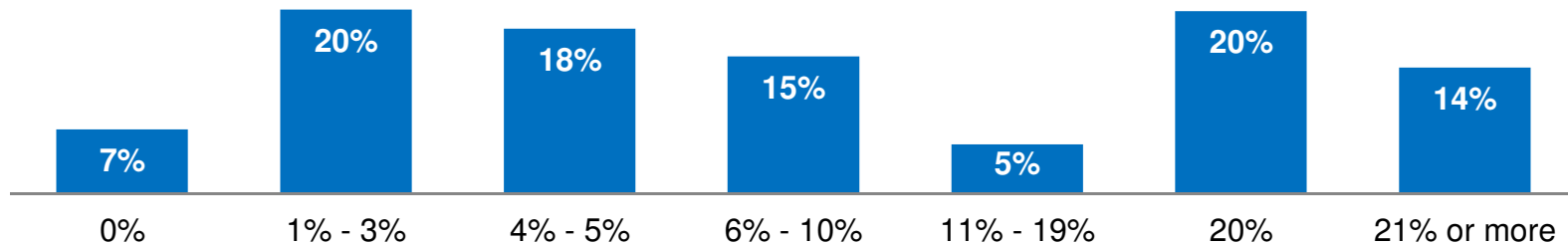


*Other federal, state or local loan or homeowner financial assistance program not mentioned above
Bases: LGBT community members that purchased their home in the past 10 years n=661

Actual Down Payment for Current Home

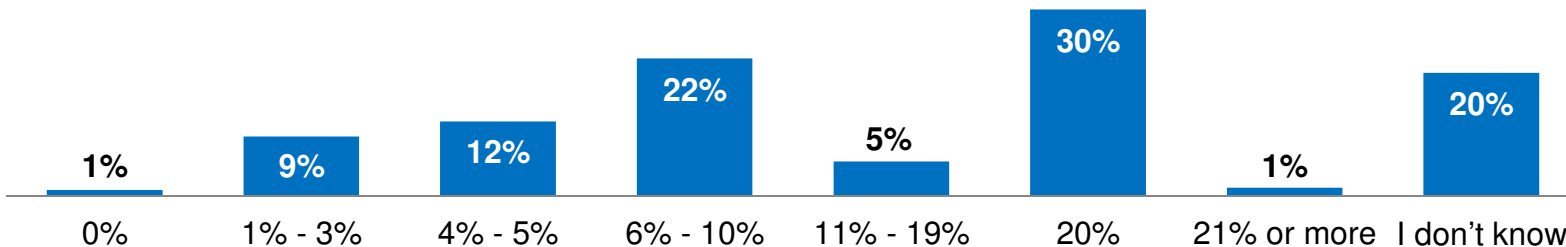


What percentage of the home's sale price or appraised value were you able to pay as a down payment, when you applied for a mortgage loan?
Among Those Purchased Their Current Home in the Past 10 Years Using a Mortgage Loan



7% in the original results said that they did not know, and were not part of the above calculation.

To the best of your knowledge... if you purchased a home today, what is the percentage of a home's sale price lenders require borrowers to pay as a down payment for a typical mortgage?
Among Those Purchased Their Current Home in the Past 10 Years



Bases: LGBT community members that purchased their home in the past 10 years using a mortgage loan n=555
LGBT community members that purchased their home in the past 10 years n=661

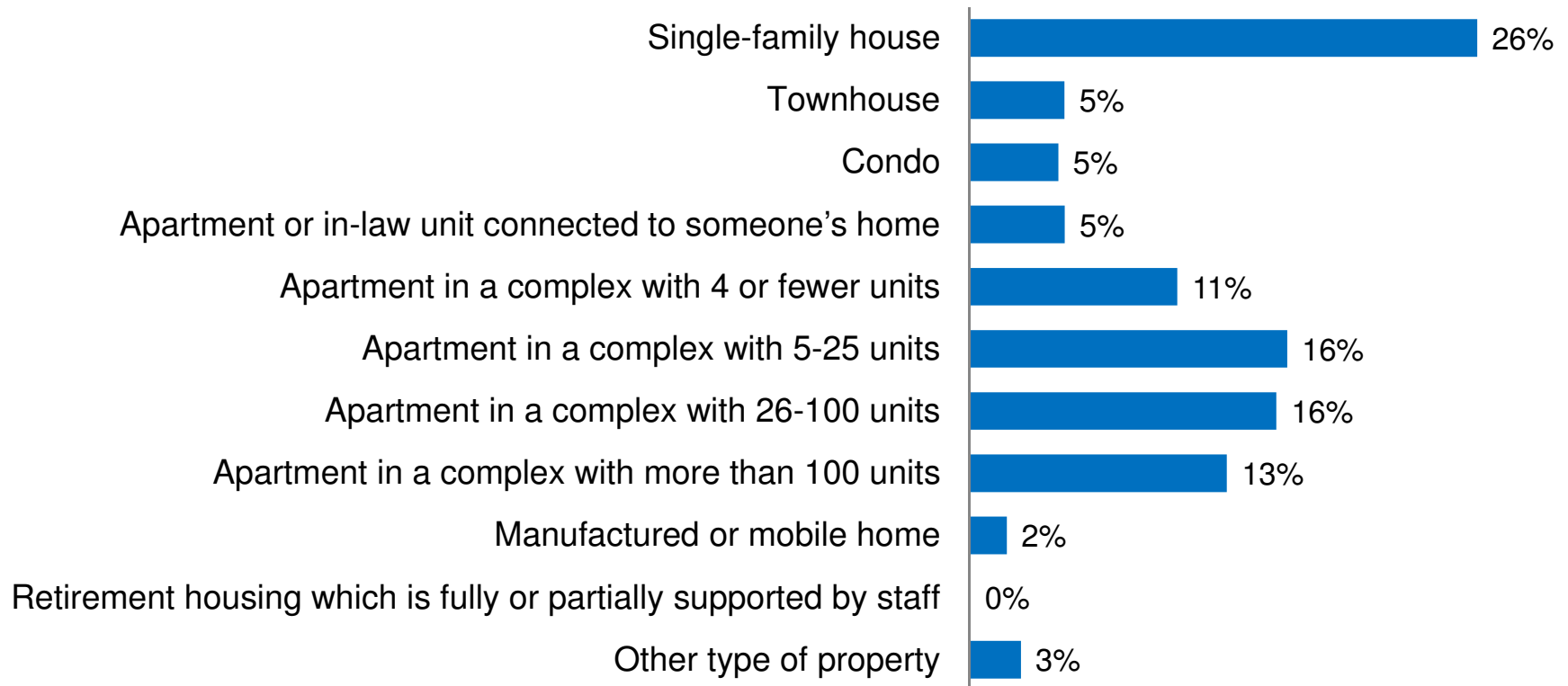
LGBT Renter Insights

Type of Property for Current Renters



- For LGBT renters, 56% reside in apartment complexes of various sizes, 26% reside in single-family houses and 18% in other types of properties.

What type of property do you currently rent as your primary home? (Pick the best response.)



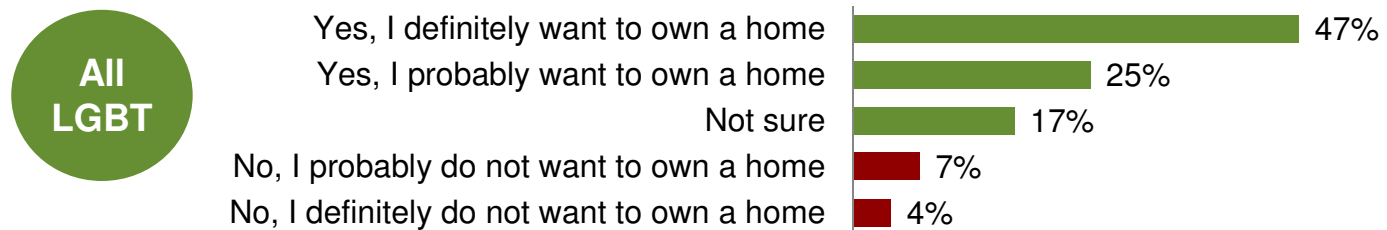
Bases: LGBT community members that rent their home n=1,041

Desire to Own Their Home

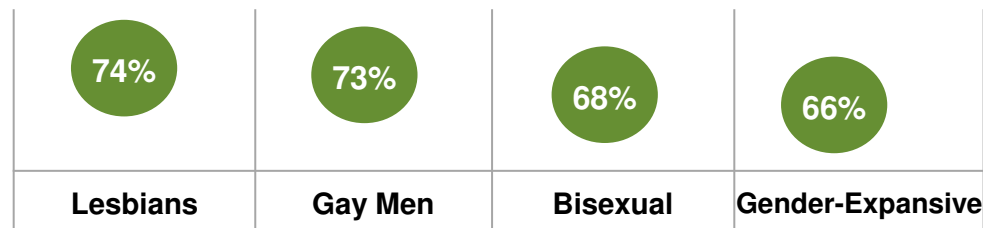


- Among all LGBT renters, 72% want to own a homes in the future.
- 11% said that they do not want to own a home in the future.

You said that you rent your primary home. Do you want to own a home in the future?



% by Identity: I definitely want to own a home + I probably want to own a home



Base: LGBT community members who rent their home n=1,041; This question helped determine renter section questions of the survey.

Desire to Own Their Home by Demographic



- Baby Boomer renters had the least interest in homeownership by generation.

You said that you rent your primary home. Do you want to own a home in the future?

	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive	Millennials	Gen X	Baby Boomers	White	Black	Latino
Yes , I definitely want to own a home	47%	48%	45%	41%	52%	48%	29%	41%	53%	55%
Yes , I probably want to own a home	27%	24%	24%	25%	27%	26%	16%	24%	25%	24%
Not sure	17%	15%	20%	22%	15%	17%	25%	20%	14%	13%
No , I probably do not want to own a home	6%	8%	9%	6%	5%	7%	16%	9%	7%	7%
No , I definitely do not want to own a home	3%	5%	2%	5%	1%	3%	14%	6%	2%	1%
Base	300	356	266	193	560	299	182	567	160	196

Renters Interested in Owning Their Own Home

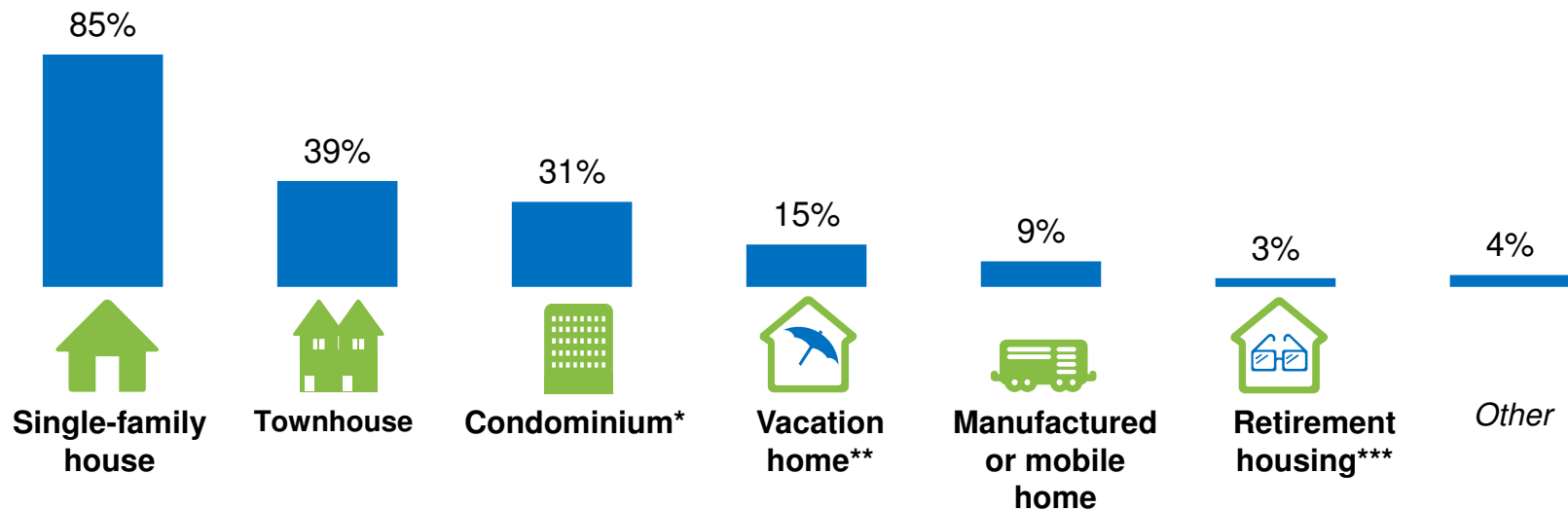
Type of Home that Renters Desire



Methodology Note: This section includes LGBT community members who rent, and want to own a home or are not sure about homeownership. It does not include rejecters of homeownership

- Renters interested in owning a home are open to a wide variety of building types, but a single-family house was the top priority.

You said that you want to own a home or are not sure. What type of home would you look to purchase when the time is right? (Please mark all that apply.)



*With shared expenses with other owners./ **For your exclusive use or sometimes rent./ ***Which is fully or partially supported by staff.

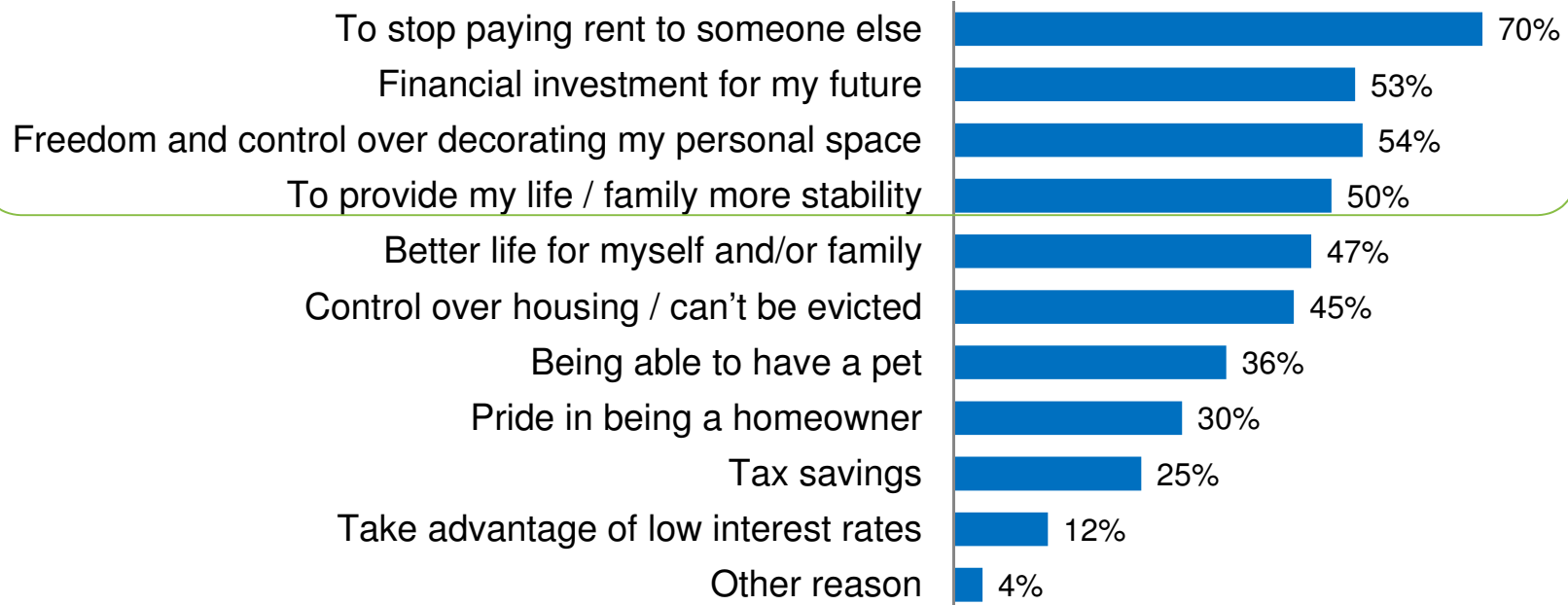
Bases: LGBT community members who rent, and want to own a home or are not sure. n=922

Home Purchase Motivations



- Among renters interested in owning a home, the top reason to become a homeowner was to stop paying rent.

**Of the list below, what are your most important motivations to be a future homeowner?
For this question, read all the responses first then pick the most important motivations.
You can pick up to 5 top priorities.**



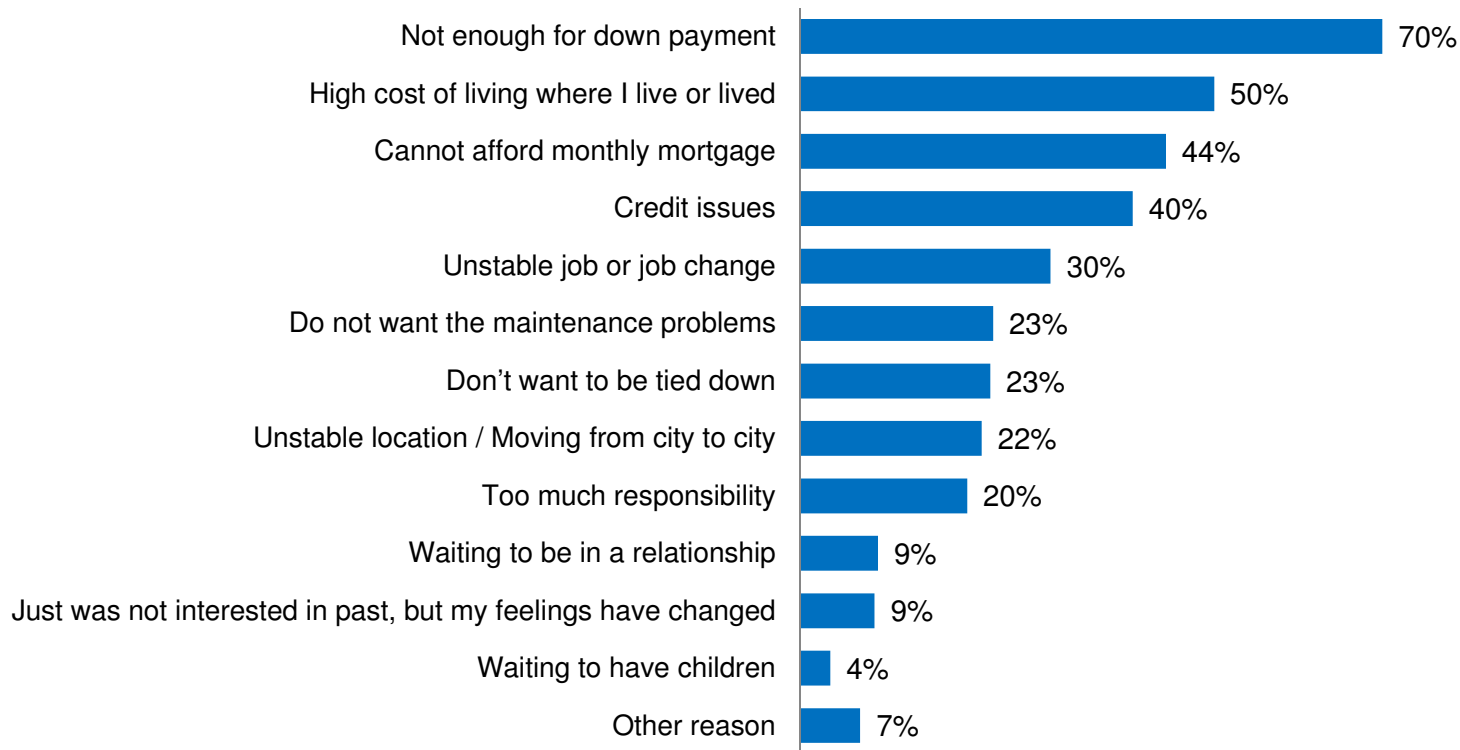
Bases: LGBT community members who rent, and want to own a home or are not sure. n=922

Homeowner Hurdles



- Not having the down payment is the top obstacle for LGBT renters interested in owning a home, followed by the high cost of living in their area and inability to afford the monthly mortgage.

What has prevented you from owning a home to date? (Please mark all that apply.)



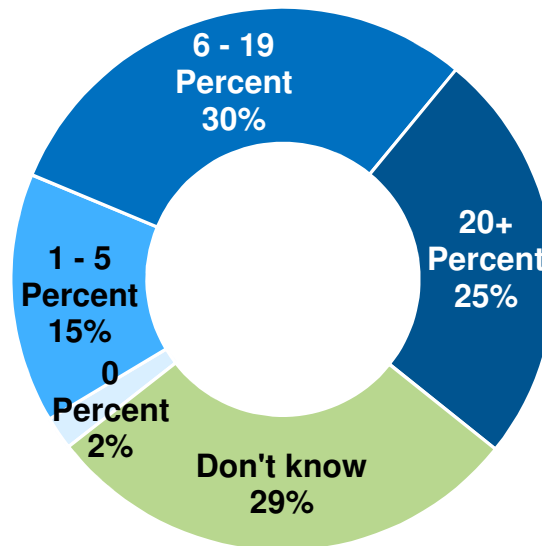
Base: LGBT community members who rent, and want to own a home or are not sure. n=922

Down Payment Knowledge



- When LGBT renters interested in owning a home were asked about their perceptions of down payments, 29% did not know what was required and 25% thought it was 20% or more.

To the best of your knowledge... if you purchased a home today, what is the percentage of a home's sale price do lenders require borrowers to pay as a down payment for a typical mortgage?



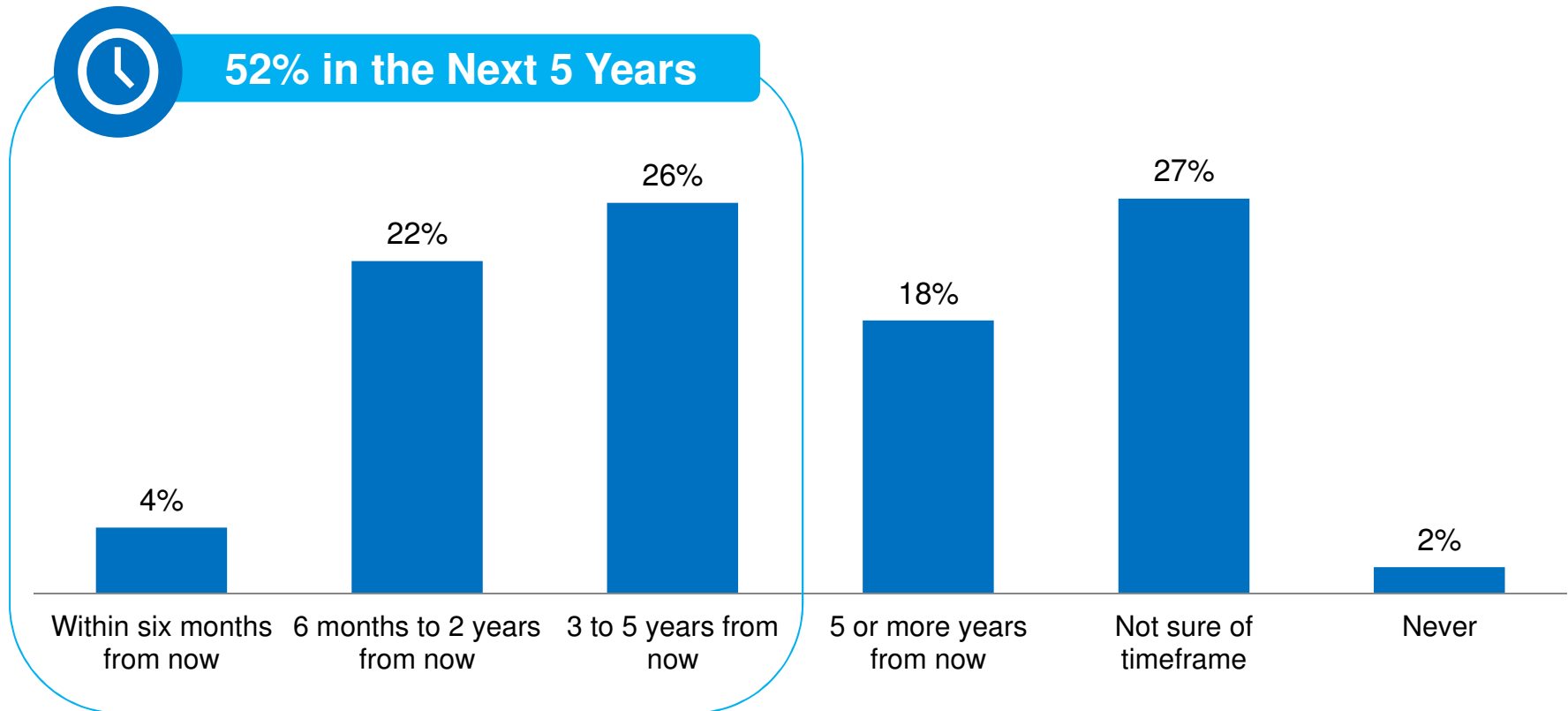
Base: LGBT community members who rent, and want to own a home or are not sure. n=922

Homeownership Timeline



- 52% of renters interested in owning a home expect to seriously pursue buying a home in the next five years; 26% expect to in the next two years.

When are you likely to seriously pursue homeownership?



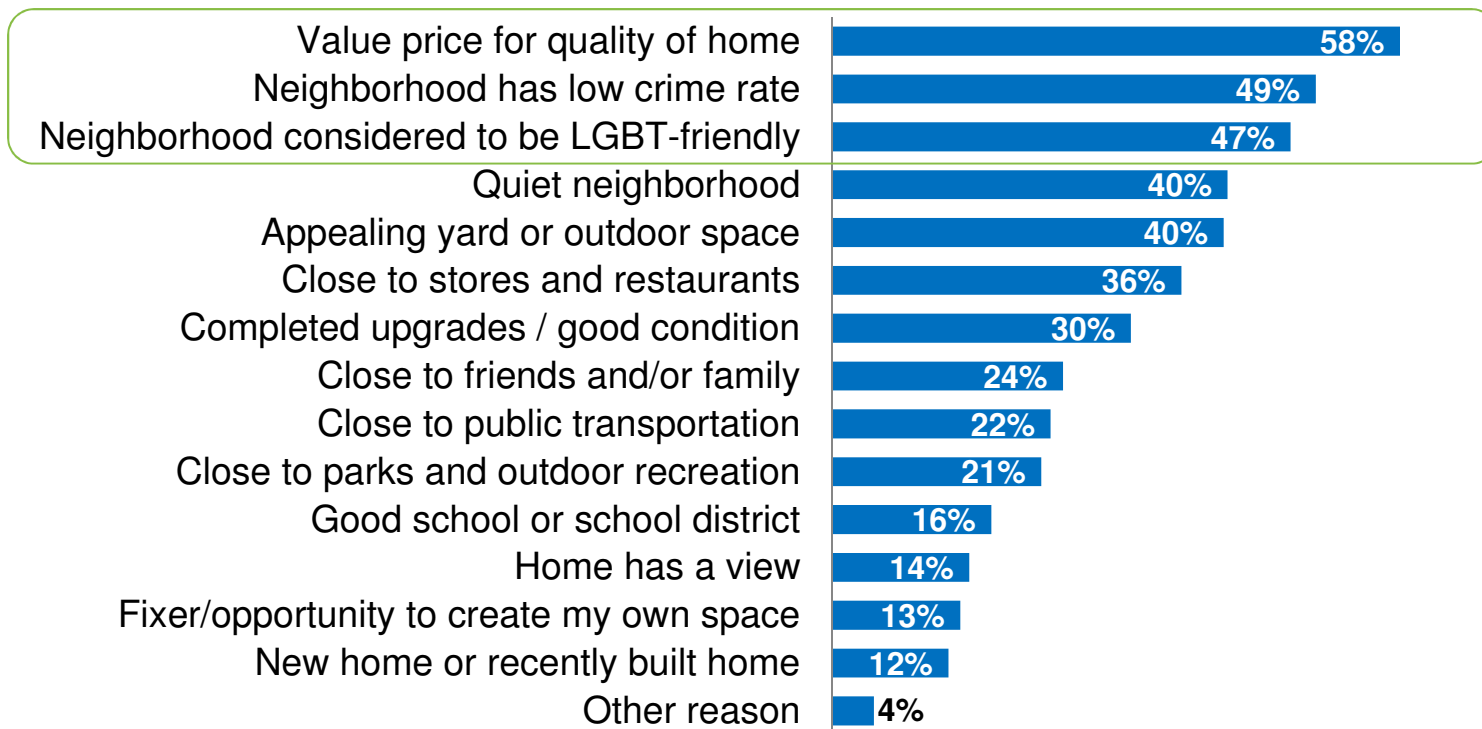
Bases: LGBT community members who rent, and want to own a home or are not sure. n=922

Home Purchase Priorities



- Value price was the top attribute that renters were looking for when purchasing a home, followed by low crime rates, and then LGBT-friendly neighborhoods.

Of the list below, what were the most important attributes you are looking for in purchasing a home? For this question, read all the responses first then pick the most important attributes. You can pick up to 5 top priorities.



Bases: LGBT community members who rent, and want to own a home or are not sure. n=922

Down Payment Funds



- Only 16% of renters interested in owning a home have the down payment for the home, although half of them question whether it is a good use of their funds.
- 50% indicated they do not believe they will have that much savings in the next three (3) years.

Do you currently have the savings needed for the down payment to purchase a home?

No, but I am saving, and I will have the funds in the next three (3) years.

Yes, and I'm willing to use it for a home down payment.



Yes, but I do not feel that is a good use of these funds.

No, and I do not believe that I will have this much savings in the next three (3) years.

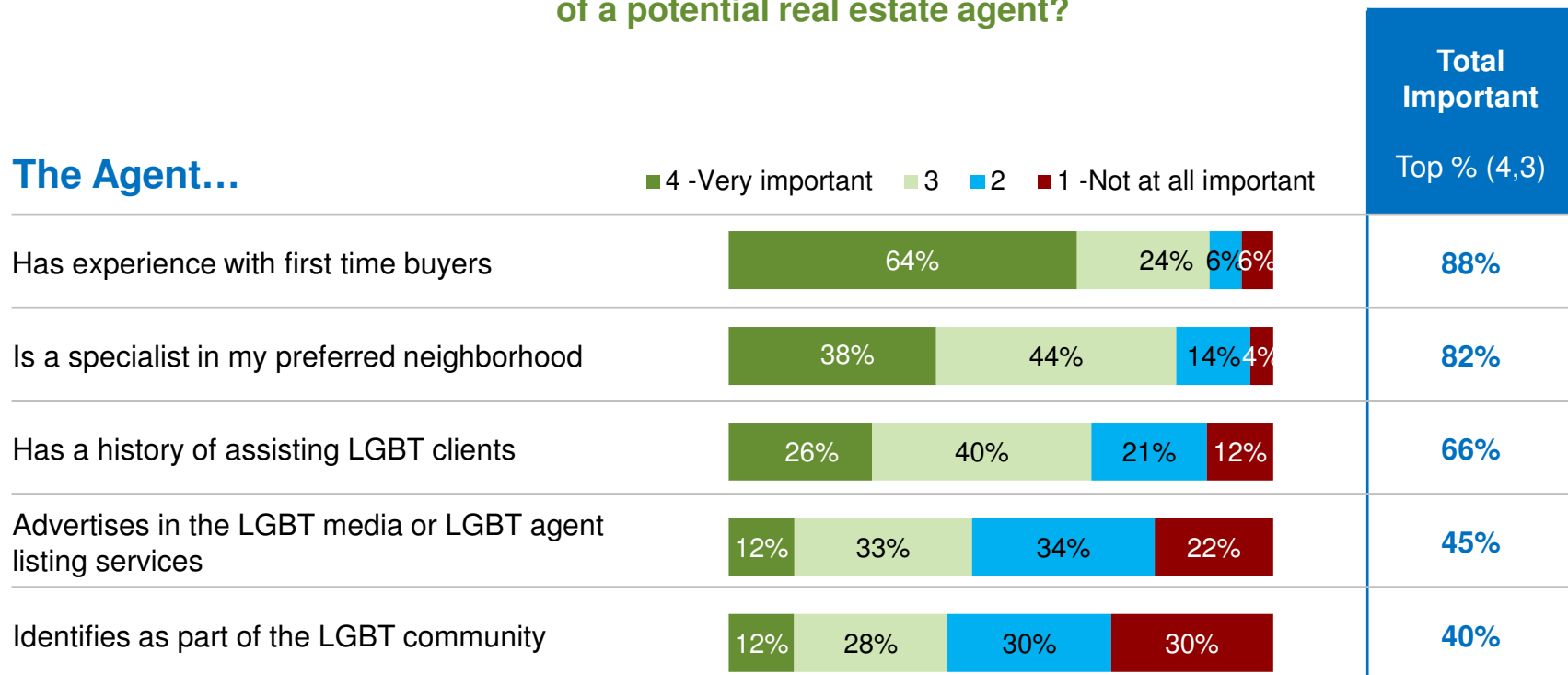
Bases: LGBT community members who rent, and want to own a home or are not sure. n=922

Real Estate Agent Attributes



- The primary attributes that renters interested in owning a home will look for in an agent are first-time homebuyers experience, followed by an agent specializing in their preferred neighborhood.

On a 4-point scale, how important are these attributes of a potential real estate agent?



Bases: LGBT community members who rent, and want to own a home or are not sure n=922

Discrimination in the Buying and Renting of Homes

Discrimination During Home Buying Process



- While 13% of homeowners over time expressed experiences of discrimination, only 4% of homeowners purchasing in the past five (5) years documented experiences of discrimination.

Looking back in your life, have you ever experienced discrimination or prejudice of any kind when trying to purchase a home? This could be at any part of the home buying process including lenders, loan officers, real estate agents, or sellers.

Among All Homeowners

	All LGBT Homeowners	Lesbian Women	Gay Men	Bisexual	Gender-Expansive	White	Black	Latino
Yes	13%	19%	10%	10%	14%	11%	Data set too small	15%
Not Sure	11%	12%	8%	11%	21%	11%		17%
No	76%	69%	82%	78%	65%	77%		68%
Base	1,105	335	394	253	122	807	79	114



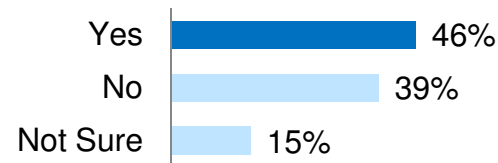
Discrimination Fears of Renters



- There are mixed results when it comes to fear of discrimination in buying a home. 46% LGBT renters fear discrimination in the future home buying process, with an additional 39% who indicated they do not fear any type of discrimination. Fears are greatest among lesbians, gender-expansive community members, Millennials, African American renters, and parents.

Regardless of whether you want to purchase a home or not, do you fear any type of discrimination in the home buying process?

LGBT Total Renters (n=1,041)



Percentage that indicated, Yes, I fear discrimination in the home buying process

	54%	34%	45%	69%	55%	39%	29%	40%	49%	53%
	Lesbians	Gay Men	Bisexual	Gender-Expansive	Millennial	Gen x	Boomers	White/Non-Hispanic	Latino	Black
Base	269	332	242	193	560	299	182	555	160	196

Discrimination Fears of Renters



- Of those who fear discrimination:
 - 90% of gender-expansive community members expressed discrimination fears about gender identity.
 - 89% of African American/Black participants had fears about race and ethnicity. The fears were greater for race and ethnicity, than sexual orientation.

What type of discrimination would you fear when purchasing a home? (Please mark all that apply.)

Because of...	All LGBT	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive	Millennials	Gen X	Baby Boomers	White/ Non-Hispanic	Black	Latino
My sexual orientation	78%	88%	82%	66%	59%	83%	73%	Data set too small	78%	70%	79%
My gender or gender identity	32%	39%	12%	31%	90%	35%	30%		35%	24%	30%
My race or ethnicity	34%	27%	44%	31%	25%	38%	32%		1%	89%	52%
My age	36%	35%	36%	39%	31%	33%	25%		35%	34%	39%
A disability	13%	8%	11%	20%	20%	9%	18%		15%	8%	10%
Other	12%	11%	7%	17%	14%	10%	16%		16%	3%	9%
None of the above	1%	0%	1%	3%	0%	1%	1%		2%	0%	0%
Bases	662	215	175	178	162	400	167	95	340	106	130

Bases: LGBT community members who rent, and may have a fear of discrimination during the home purchase process n=662

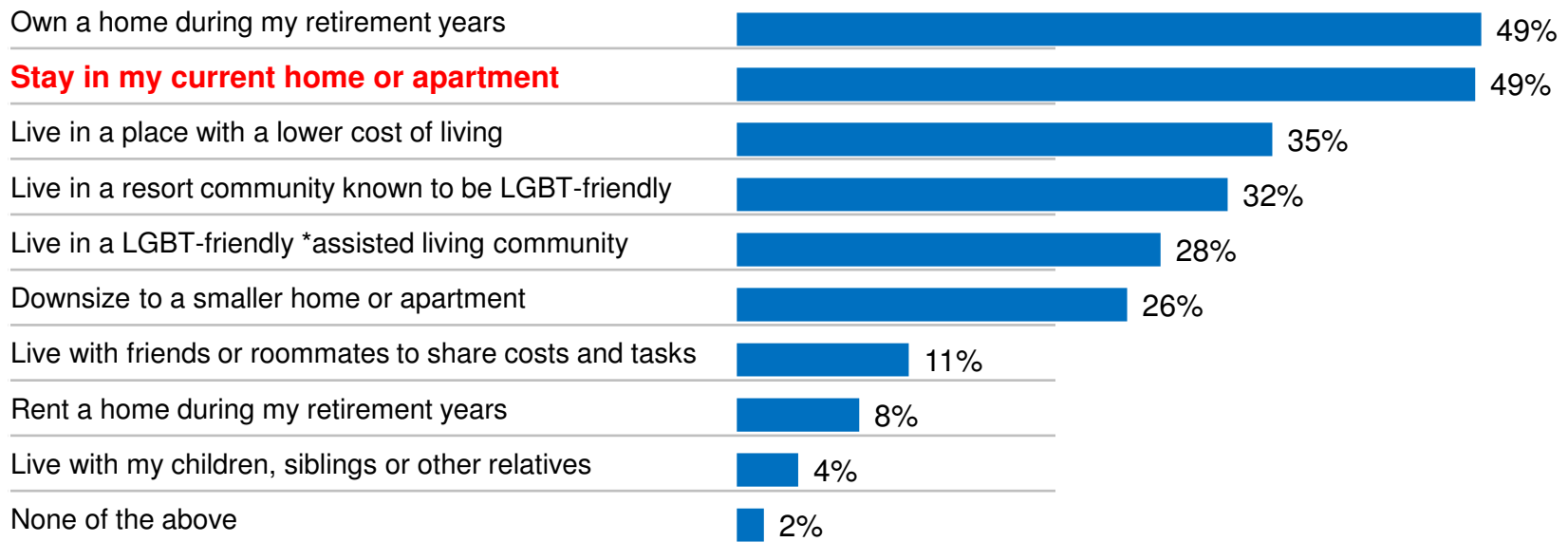
Retirement Housing

Housing During Retirement (All 55+)



- When all participants age 55+ were asked about future housing situations, just under half (49%) said they would like to stay in their current home.

You said that you are over age 55. Let's think about your retirement years. How would you describe your ideal environment for your retirement? Please mark all that are both ideal and realistic for you.



*Staff that assists with some tasks.

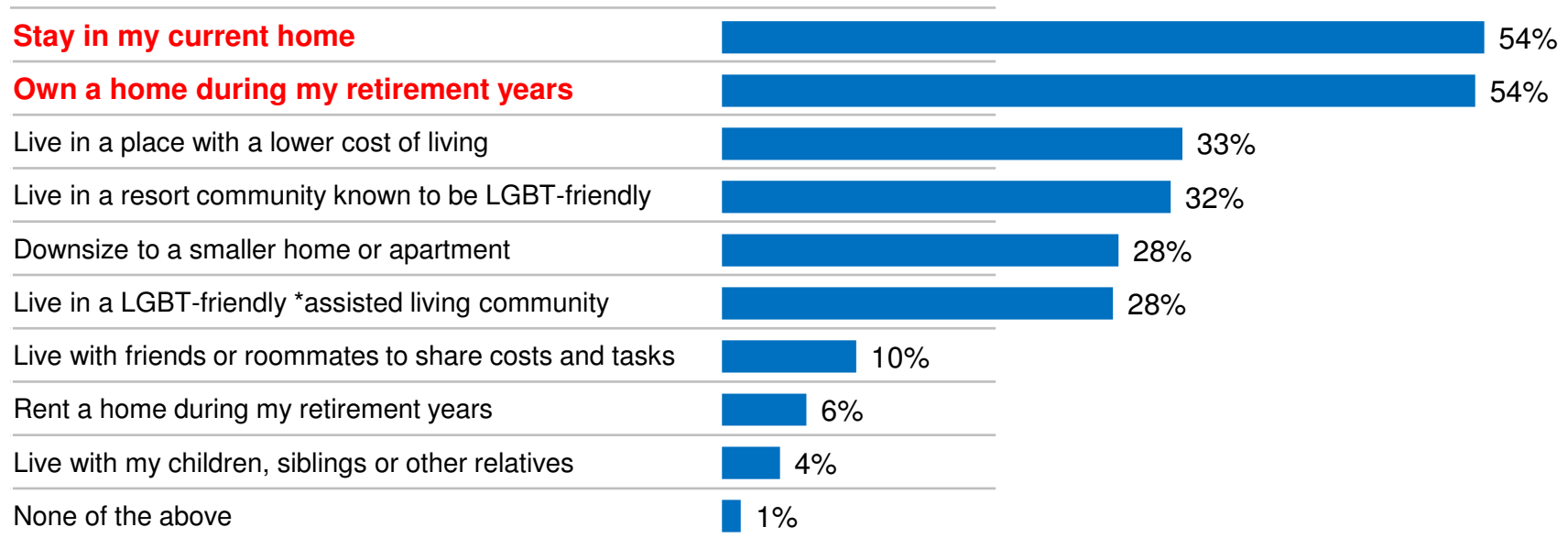
Bases: LGBT Community Members Age 55+ n=707

Housing During Retirement (Homeowners)



- For homeowners age 55+, just over half (54%) said they would like to stay in their current home.

You said that you are over age 55. Let's think about your retirement years. How would you describe your ideal environment for your retirement? Please mark all that are both ideal and realistic for you.



**Staff that assists with some tasks.*

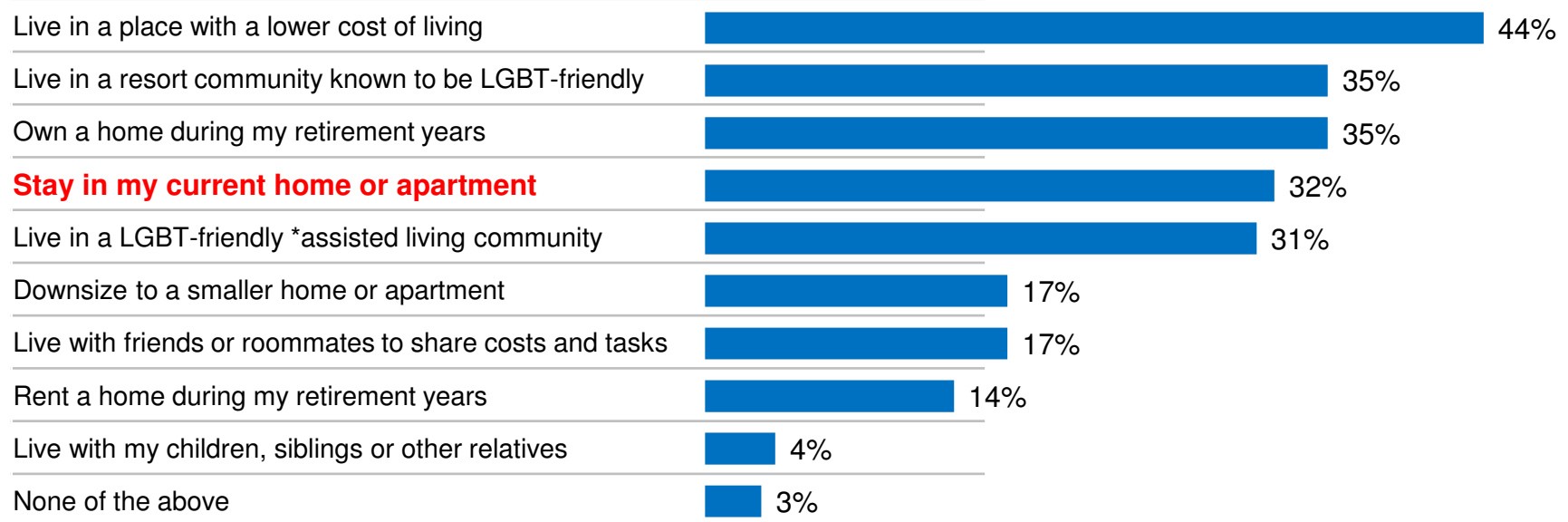
Bases: LGBT Homeowners Age 55+ n=505

Housing During Retirement (Renters)



- For renters age 55+, 32% wanted to stay in their current apartment.
- 44% were looking for a place with a lower cost of living.

You said that you are over age 55. Let's think about your retirement years. How would you describe your ideal environment for your retirement? Please mark all that are both ideal and realistic for you.



*Staff that assists with some tasks.

Bases: LGBT Renters Age 55+ n=182

Retirement Living and Discrimination



- Nearly half of LGBT participants age 55+ fear sexual orientation discrimination if moving to an assisted living situation for elders.

When you think of the potential of moving into an assisted living situation for elders, such as an assisted living apartment or a long-term care facility, do you fear any type of discrimination? (Please mark all that apply.)

	All LGBT 55+	Lesbian Women	Gay Men	Bisexual Men and Women	Gender-Expansive	White / Non-Hispanic	Black	Latino
Yes , I fear discrimination based on my sexual orientation.	48%	57%	50%	29%	Data set too small	48%	Data set too small	Data set too small
Yes , I fear discrimination based on my gender identity.	8%	9%	2%	11%		7%		
Yes , I fear discrimination based on race or ethnicity.	7%	9%	6%	6%		2%		
No , I do not fear discrimination.	35%	30%	36%	44%		35%		
Not sure.	14%	11%	13%	20%		14%		
Base	707	251	262	150	89	539	59	50

About the Study

In April 2018, Community Marketing & Insights (CMI) fielded an online survey for Freddie Mac to better understand LGBT homeowners and renters. 2,313 LGBT community members living in the United States completed the 10-minute survey.

The research used a random sample of CMI's internal 85,000+ member LGBT research panel born between 1946 to 1996 (Millennials, Generation X, and Baby Boomers). CMI's LGBT research panel was developed over a 20-year period by partnership with over 300 LGBT-specific media, events, organizations, and social media. An oversample of gender-expansive community members were invited to assure sufficient completes for analysis.

Importantly, the panel consists of fewer LGBT community members who are “closeted” about their sexual orientation or gender identity, or cannot be reached through LGBT media, events or social media. The sample used for this report is not fully generalizable to the entire LGBT community. It excludes those age 21 and under and age 73 and over; it includes fewer “closeted” members of the LGBT community; and does not include those with no interaction with LGBT media, organizations, social media or community events from which the panel was derived.

Weighting

No gold standard LGBT population estimate is currently available from the U.S. Census Bureau or other public data resource. However, the survey sample was compared to the full CMI LGBT panel as well as same-sex households and total population data from various U.S. Census reports in order to assure demographic ratios were reasonably in balance with the overall United States population. With the goal of providing a balanced opinion by gender, and because of an oversample of gender-expansive participants, all LGBT results were weighted as follows: 47% female, 47% male and 6% gender-expansive. Results were not weighed by age or ethnicity as the sample already had a reasonable distribution by other demographics.

Additional Information

- Representation was from all 50 states, Puerto Rico and the District of Columbia, and closely matches state percentages from US Census for same-sex couples.
- Percentages may not add up to 100% in some places of the report due to rounding or multiple selections allowed.
- The survey has a margin of error of $\pm 2.10\%$ at a 95% level of confidence.

Participant Profile: Unweighted



LGBT Identity	
Lesbian Women	28%
Gay Men	33%
Bisexual Men and Women	23%
Gender-Expansive *	16%

Gender Identity	
Male	45%
Female	39%
Gender-Expansive	16%

Generation	
Baby Boomers (1946-1964)	31%
Generation X (1965-1980)	33%
Millennials (1981-1996)	37%

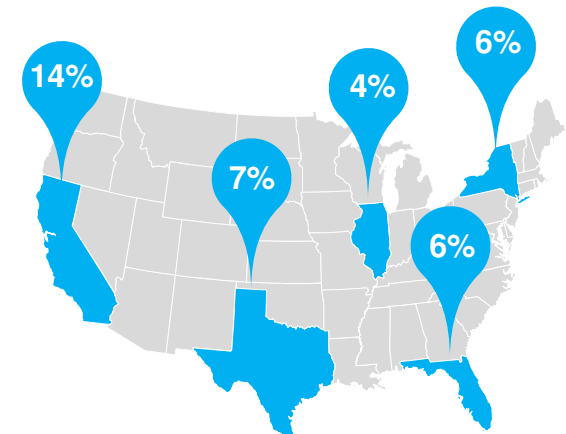
Education	
High School (No BA)	59%
Bachelor's Degree	31%
Master's Degree or Greater	10%

Household Income	
Under \$25,000	17%
\$25,000 to \$49,999	24%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	13%
\$100,000 to \$149,999	14%
\$150,000 or more	9%
Prefer not to answer	5%

Ethnicity	
Asian or Pacific Islander	5%
Black or African American	11%
Hispanic, Latino, Latina or Latinx	15%
Native American	3%
White or Caucasian (non-Hispanic)	63%
Mixed ethnicity or race	6%
Other	1%
Prefer not to answer	2%

All 50 United States, District of Columbia, and Puerto Rico Represented

Top Five States by Percentage



*Gender-expansive includes participants who identify as transgender or non-binary, including transgender, trans woman, trans man, intersex, agender, non-binary, genderqueer, and gender fluid.