Affordable Housing Perceptions & Remote Working

National Housing Survey



Q3 2021



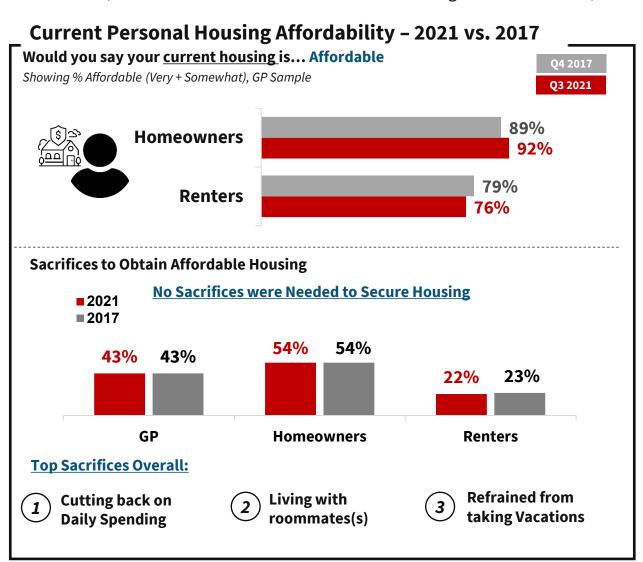
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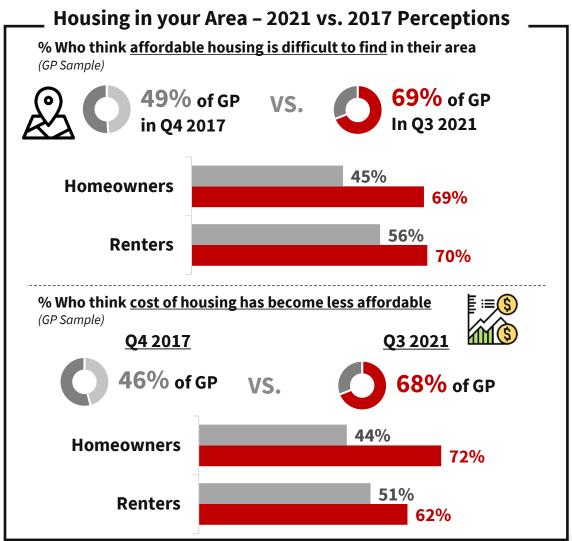
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Consumer concern over housing affordability has dramatically increased since 2017.

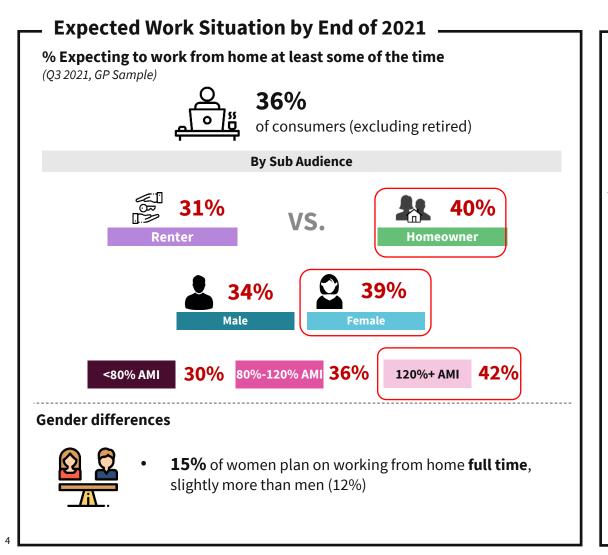
- 69% of the general population thinks affordable housing is difficult to find in their area, an increase of 20 percentage points since 2017.
- Both homeowners and renters have significantly increased perceptions that housing has become less affordable and difficult to find in their area.
- However, most consumers think their current housing is still affordable, with little change from 2017.





Remote-working renters are more willing to live further away and have longer commutes vs. remote-working homeowners.

- One-third of consumers expect to work at home by the end of 2021 homeowners and higher income groups are more likely to work remotely.
- Over 80% of remote-working homeowners say their work situation has no impact on willingness to commute; they will continue living in their current area.
- Among near-term homebuyers, owners say moving is due to work or personal/lifestyle reasons, while renters cite buying as a better alternative to rising rent.



Housing Preferences due to Remote Work

How far away to live from the workplace

Among those who who expect to work at home at least some of the time by end of year (Q3 2021, N=831)



- 81% of homeowners say remote work has no impact on distance they'd be willing to commute
- **39%** of renters vs. **17%** of homeowners say they would be willing to live farther away and have longer commute times, or relocate to another region

Among those who who plan to move in less than a year and buy on their next move... (Q3 2021, N=192, remote & non-remote workers)

Top reason to buy a home



- **33%** of **renters** believe **rent prices are going up** and buying is a better alternative
- 59% of homeowners say they need to move for personal/ lifestyle reasons

Home features desired from working remotely



- 43% of renters want a yard/outdoor space
- 29% of homeowners want to live further away from other people

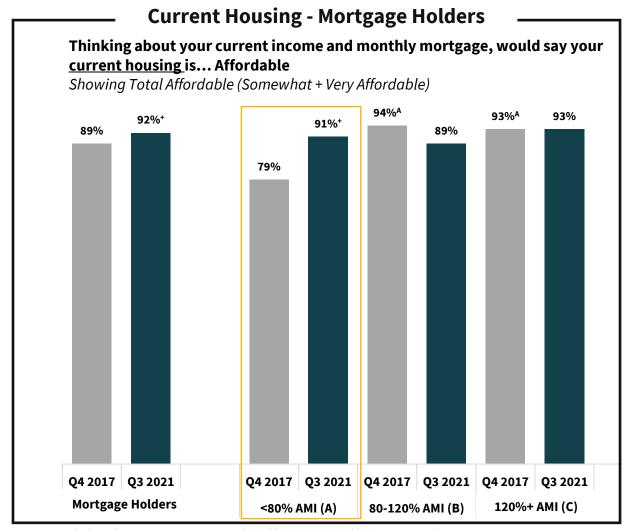


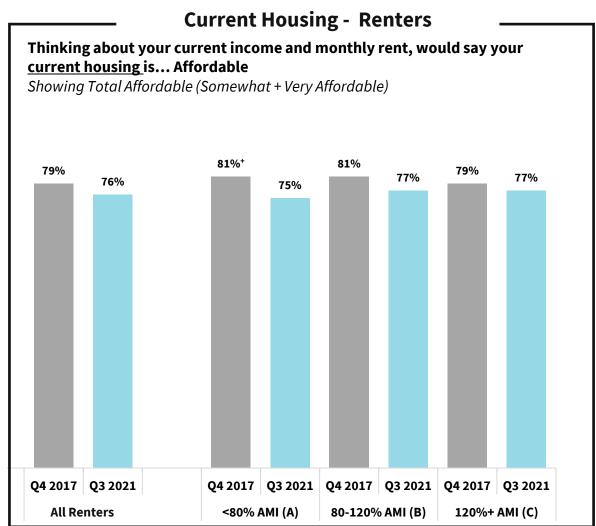
- Only **4%** of consumers want to be closer to mass transit while only **2%** want to be closer to airports
- 24% say it has had no impact

Housing Affordability

The majority of both mortgage holders and renters still think their <u>current</u> housing is affordable.

- Among lower-income mortgage holders, the perceived affordability of their current housing has significantly increased since 2017.
- Renters overall find their housing to be less affordable than mortgage holders, and this has not changed since 2017.





+ denotes a % is significantly higher between 2017 and 2021 at the 95% confidence level

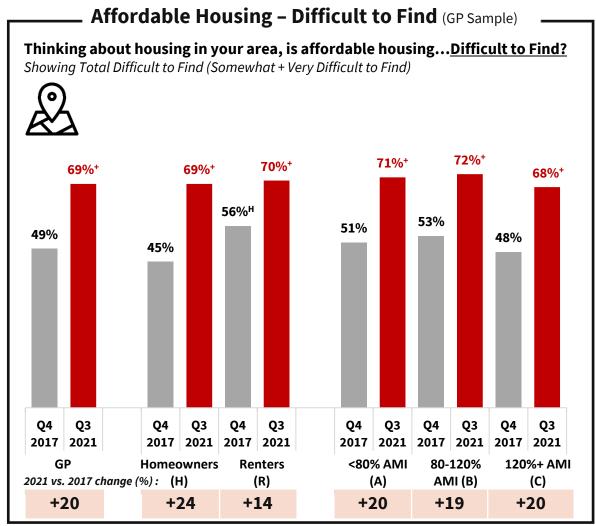


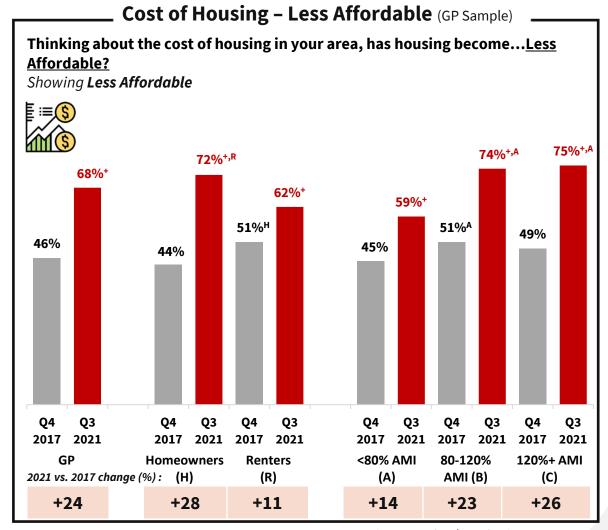
Q3 2021 National Housing Survey

Q: Thinking about your current income and monthly mortgage, would say your current housing is...

A majority of both owners and renters now think affordable housing is difficult to find in their area and has become less affordable since 2017.

• In particular, homeowners had the greatest shifts in perceived affordability of housing in their area as well as the cost of housing over time.

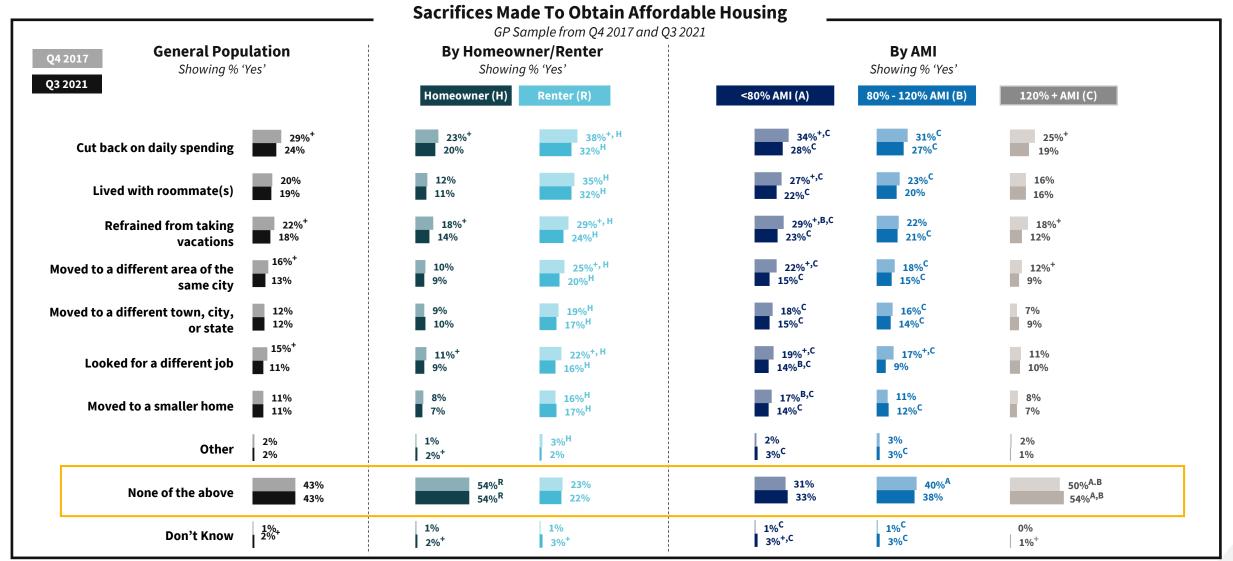


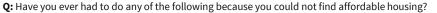


Q: Thinking about the housing in your area, is affordable housing...

While affordable housing perceptions have shifted negatively since 2017, more than two-fifths of consumers say they have not made sacrifices to afford their housing (similar to 2017).

• Cutting back on daily spending, living with roommate(s), and not taking vacations remain the three main sacrifices made by consumers to obtain affordable housing. Renters are significantly more likely than owners to have made sacrifices.

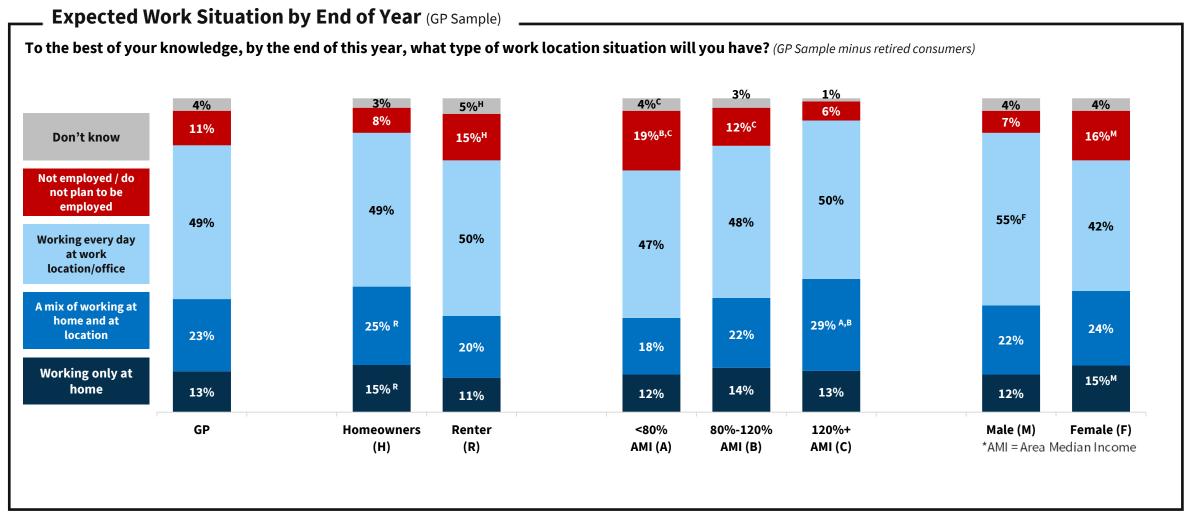




Remote Working & Ready Buyers

About one-third of consumers indicate they will be working at least part of the time at home by the end of 2021.

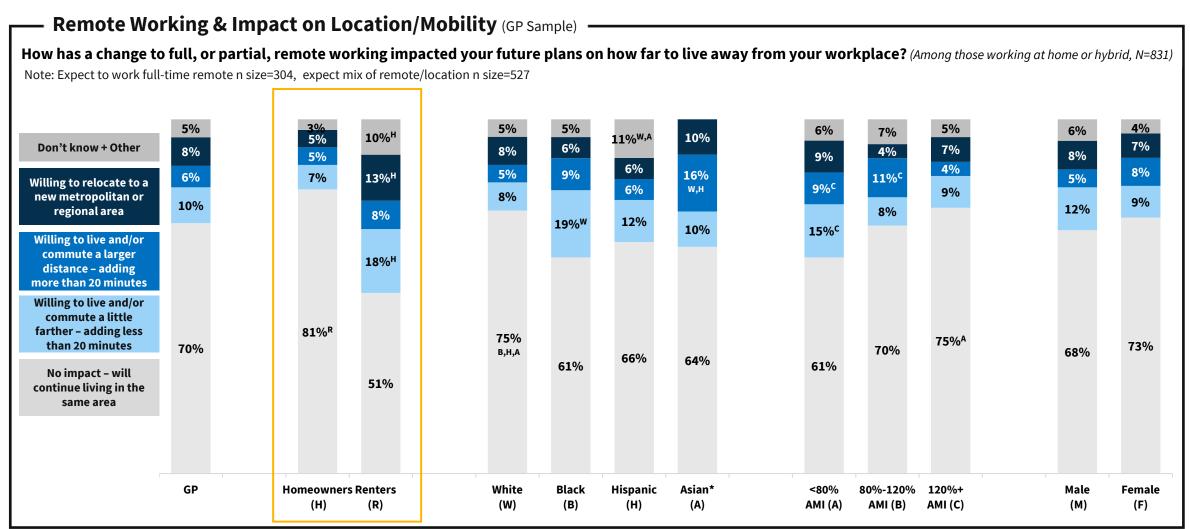
Homeowners and higher-income groups skew higher in remote working.



Q: To the best of your knowledge, by the end of this year, what type of work location situation will you have?

Remote-working renters are more willing to live further away than remote-working homeowners

Minorities and those with lower incomes are also more willing to commute longer or live a further distance from their workplace.



Q: [Among those working at home or hybrid] How has a change to full, or partial, remote working impacted your future plans on how far to live away from your workplace?

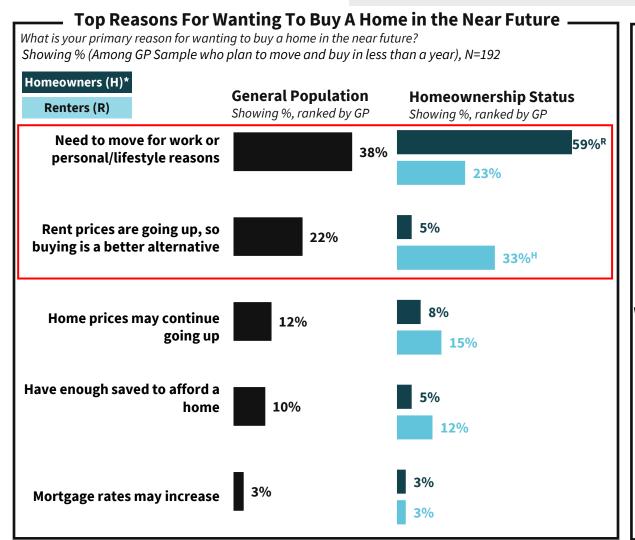
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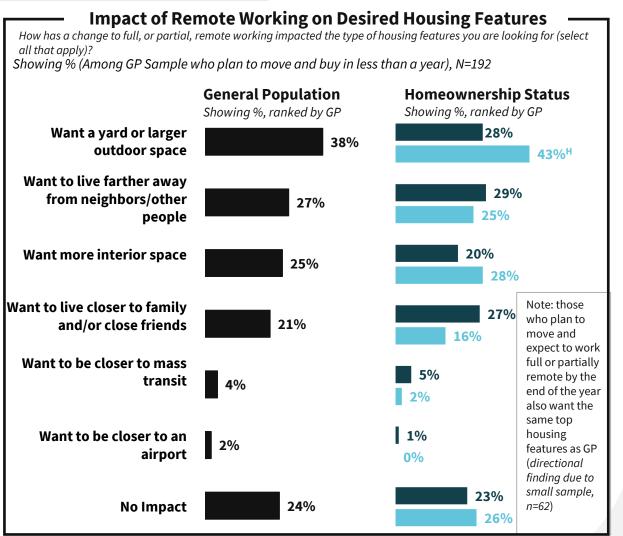
^{*} Small sample size: Asian (N=77)

Among likely near-term homebuyers, current homeowners plan to move for personal/lifestyle reasons, while renters are more likely to cite increasing rental prices as the primary reason to buy a home.

• Due to remote working, renters who want to buy in the near term are most likely to want a yard or larger outdoor space, while existing homeowners prefer a combination of features, including a yard, to live further away from neighbors, and to move closer to family/friends.

Consumers Who Plan to Buy a Home in Less Than a Year





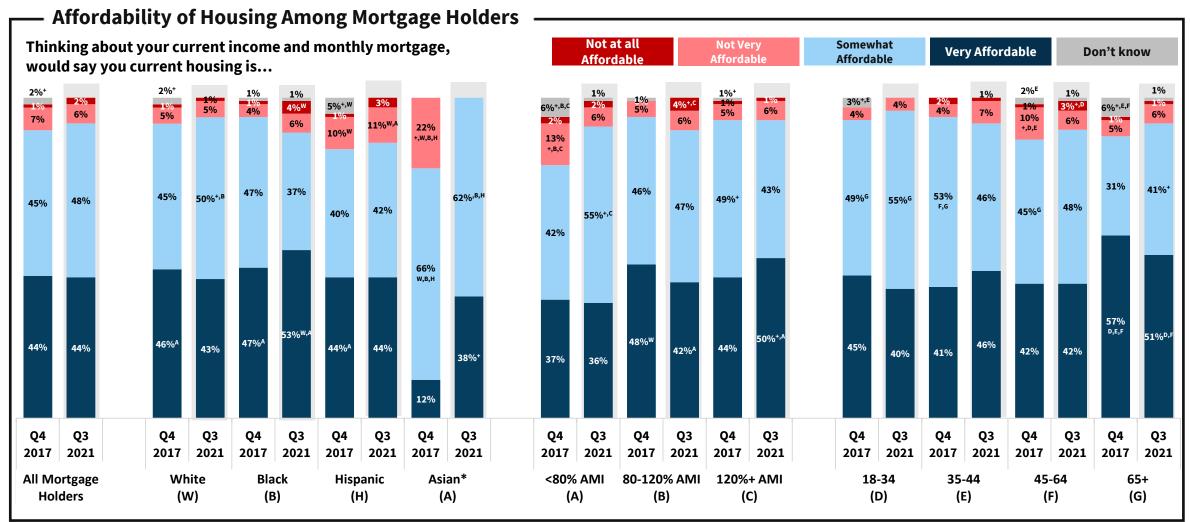
Q: [Among GP who plan to move in less than 1 year and buy on their next move] What is your primary reason for wanting to buy a home in the near future?



Q: [Among GP who plan to move in less than 1 year and buy on their next move] How has a change to full, or partial, remote working impacted the type of housing features you are looking for? Please tell me all that apply.

Appendix

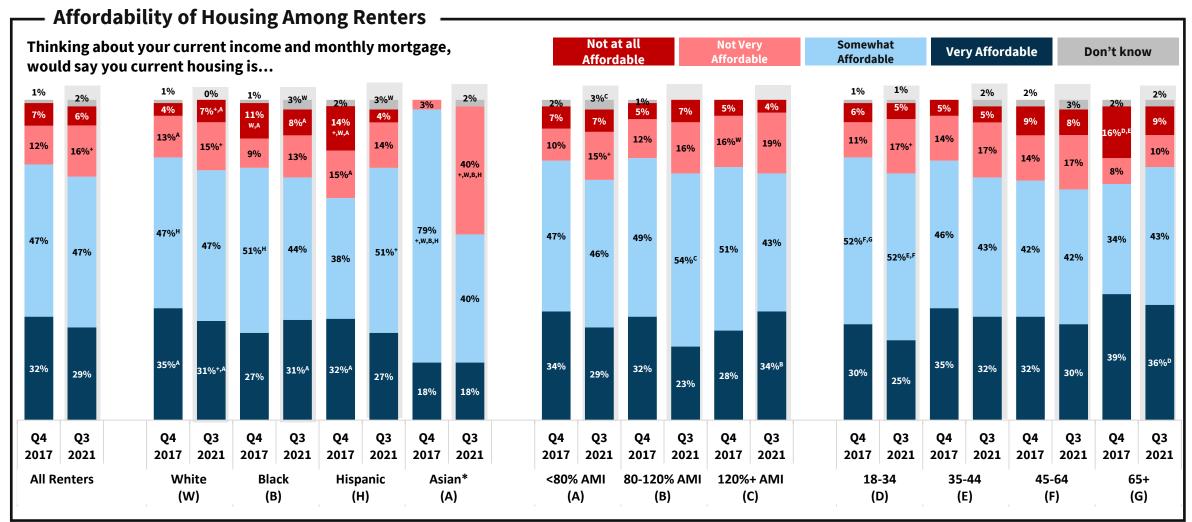
Affordable of Housing Among Mortgage Holders – Full Scale Results



Q: Thinking about your current income and monthly mortgage, would say you current housing is...

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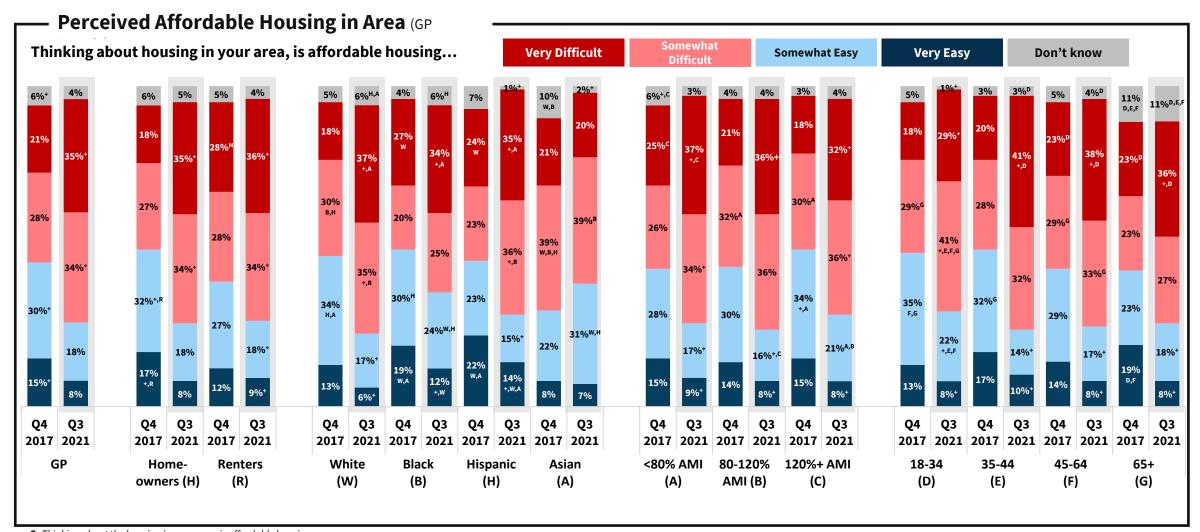
Affordable of Housing Among Renters – Full Scale Results

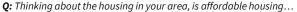


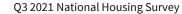
Q: Thinking about your current income and monthly mortgage, would say you current housing is...



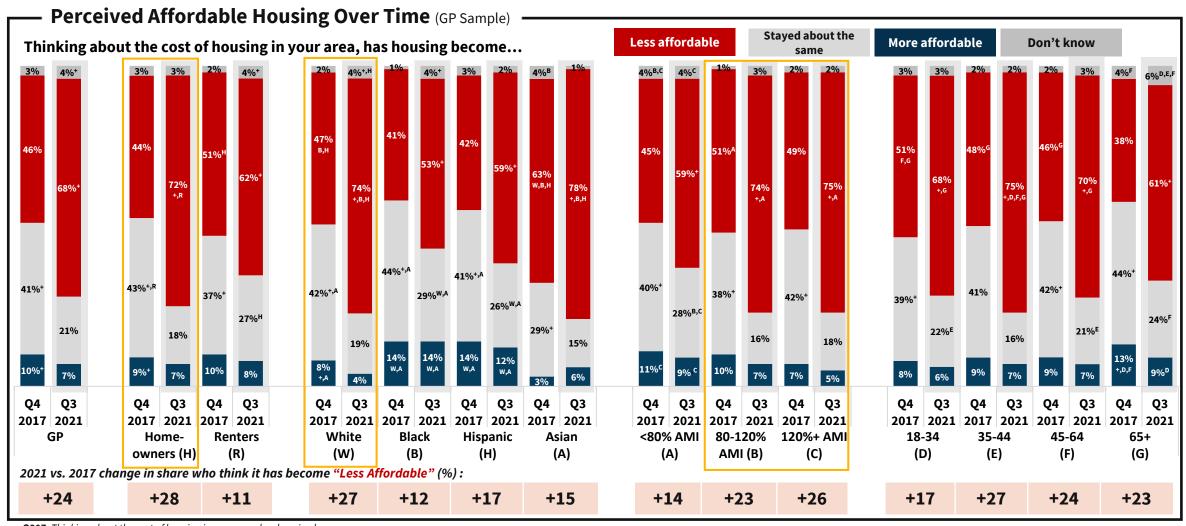
Perceived Affordable Housing in Area – Full Scale Results







Perceived Affordable Housing Over Time – Full Scale Results

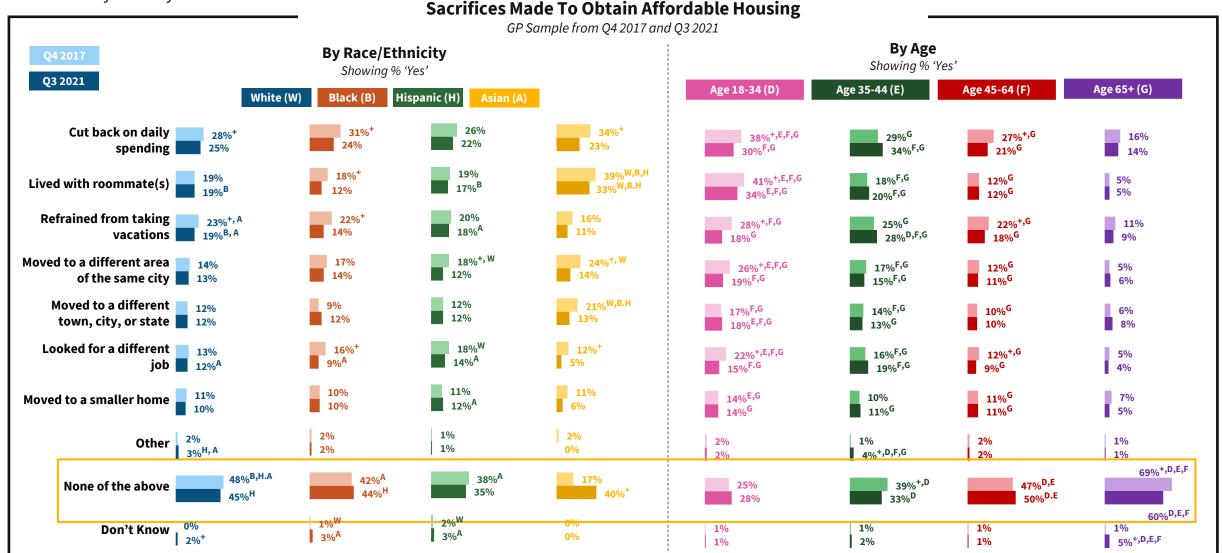


Q307: Thinking about the cost of housing in your area, has housing become...

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Older consumers tend to make less sacrifices to obtain affordable housing compared to younger consumers.

• Consumers age 35-44 and those age 65+ have had to make less sacrifices than in 2017, though overall the shares who have had to make sacrifices has stayed fairly similar.





A Note on July-September 2021 Survey Collection

Due to the spread of the novel coronavirus (COVID-19), PSB's in-house phone room closed partially due to a shelter in place order in Denver, CO. Because of this, PSB has partnered with ReconMR (our previous vendor partner Opinion Access has merged with ReconMR) and Dynata to conduct the NHS interviews on our behalf. PSB continues to process and analyze the data and complete all regular deliverables.

While ReconMR and Dynata have call centers based in Florida, Texas, and Utah, they also have a very extensive remote workforce that can conduct interviews from their homes. This ensures our continued work on the NHS even if their call centers are forced to close or if a portion of the work force gets sick.

PSB trained all interviewers to ensure interviewing is consistent with PSB's procedures. We also are monitoring interviews for quality control. This minimized any noise in the data from using different interviewers. PSB also regularly reviews the results of the interviews as they are completed to ensure everything is fielding properly.

There were no changes in the sample composition, as PSB provided our vendor partners with the survey sample and dialing procedures. The sample quotas and targets remained unchanged from previous months and the data was weighted by PSB in the same way as past months to be representative of the US population.

Research Methodology: Q3 2021 GP Sample

- Each month, beginning in June 2010, approximately 1,000 live (not automated) telephone interviews with Americans age 18 and older via landline and cell phone are conducted by PSB, in coordination with Fannie Mae. For the sample to accurately represent the U.S. population, 70% of calls are made to cell phones. The margin of error for the total sample is ±3.1% at the 95% confidence level and larger for sub-groups. Most of the data collection occurs during the first two weeks of each month.
- The General Population data presented in this study has been weighted to make it reflective of the U.S. Census American Community Survey demographic statistics in terms of gender, age, race/ethnicity, income, education, housing tenure, and the Centers for Disease Control (CDC) National Health Interview Survey (NHIS) phone type statistics.
- Respondents can volunteer a "don't know" response on each question, which is why, in some cases, the total responses may not add up to 100%.

	Sample Size	Margin of Error
General Population (GP), including:	3,004	±1.79%
Mortgage Holders	1,202	±2.83%
Owners	1,923	±2.23%
Renters	1,021	±3.07%

Research Methodology - Sample Sizes by Demographic Groups (GP Sample)

Q3 2021 Sample	Sample Size	Margin of Error
By Income		
<80% AMI	961	±3.16%
80%-120% AMI	471	±4.52%
120%+ AMI	1089	±2.97%
By Race		
White, non-Hispanic	1,769	±2.33%
Hispanic	589	±4.04%
Black, non-Hispanic	355	±5.20%
Asian, non-Hispanic	181	±7.28%
By Age		
18-34	902	±3.26%
35-44	511	±4.34%
45-64	961	±3.16%
65+	619	±3.94%

^{*}AMI ratio status for NHS respondents was determined by matching zip code to AMI, and using the mid point of a respondent's income category in Q142 as a proxy for income. Those who answered with "don't know" for income or zip code, or where AMI data was not available for a zip code were not able to be coded.

Perceived Affordable Housing in Area

Thinking about housing in your area, is affordable housing...?

Among all respondents

		OWNE	RSHIP ST	ATUS		RA	CE		A	MI STATU	S		AC	jΕ	
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	3004	1202	1923	1021	1769	589	355	181	961	471	1089	902	511	961	619
Very easy to find	8%	7%	8%	9%	6%	14%	12%	7%	9%	8%	8%	8%	10%	8%	8%
Somewhat easy to find	18%	16%	18%	18%	17%	15%	24%	31%	17%	16%	21%	22%	14%	17%	18%
Somewhat difficult to find	34%	37%	34%	34%	35%	36%	25%	39%	34%	36%	36%	41%	32%	33%	27%
Very difficult to find	35%	37%	35%	36%	37%	35%	34%	20%	37%	36%	32%	29%	41%	38%	36%
Don't Know	4%	4%	5%	4%	6%	1%	6%	2%	3%	4%	4%	1%	3%	4%	11%



Perceived Affordable Housing in Area Over Time

And thinking about the cost of housing in your area, would you say that housing has become more affordable, less affordable, or stayed about the same over the past few years?

Among all respondents

		OWNE	RSHIP STA	ATUS		RA	CE			MI STATU			AC	Ε	
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	3004	1202	1923	1021	1769	589	355	181	961	471	1089	902	511	961	619
More affordable	7%	6%	7%	8%	4%	12%	14%	6%	9%	7%	5%	6%	7%	7%	9%
Less affordable	68%	77%	72%	62%	74%	59%	53%	78%	59%	74%	75%	68%	75%	70%	61%
Stayed about the same	21%	15%	18%	27%	19%	26%	29%	15%	28%	16%	18%	22%	16%	21%	24%
Don't know	4%	3%	3%	4%	4%	2%	4%	1%	4%	3%	2%	3%	2%	3%	6%



Affordability of Current Housing for Mortgage Holders

Thinking about your current income and monthly mortgage, would you say your current housing is...?

Among Mortgage Holders

		OWNE	RSHIP ST	ATUS		RA	CE		A	MI STATU	S		AC	iΕ	
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	1202	1202	1202	0	807	174	124	63	246	207	600	220	253	529	194
Very affordable	44%	44%	44%	0%	43%	44%	53%	38%	36%	42%	50%	40%	46%	42%	51%
Somewhat affordable	48%	48%	48%	0%	50%	42%	37%	62%	55%	47%	43%	55%	46%	48%	41%
Not very affordable	6%	6%	6%	0%	5%	11%	6%	0%	6%	6%	6%	4%	7%	6%	6%
Not at all affordable	2%	2%	2%	0%	1%	3%	4%	0%	2%	4%	1%	0%	1%	3%	1%
Don't Know	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%



Affordability of Current Housing for Renters

Thinking about your current income and monthly rent, would you say your current housing is...?

Among Renters

		OWNE	RSHIP STA	\TUS		RA	CE		A	MI STATU	S		AC	βE	
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	1021	0	0	1021	459	278	156	80	485	150	201	527	185	196	112
Very affordable	29%	0%	0%	29%	31%	27%	31%	18%	29%	23%	34%	25%	32%	30%	36%
Somewhat affordable	47%	0%	0%	47%	47%	51%	44%	40%	46%	54%	43%	52%	43%	42%	43%
Not very affordable	16%	0%	0%	16%	15%	14%	13%	40%	15%	16%	19%	17%	17%	17%	10%
Not at all affordable	6%	0%	0%	6%	7%	4%	8%	0%	7%	7%	4%	5%	5%	8%	9%
Don't Know	2%	0%	0%	2%	0%	3%	3%	2%	3%	0%	0%	1%	2%	3%	2%



Sacrifices Made To Obtain Affordable Housing

Have you ever had to do any of the following because you could not find affordable housing?

Among all respondents

		OWNE	RSHIP STA	ATUS		RA	CE		ļ A	AMI STATU	S		A	GE	
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	3004	1202	1923	1021	1769	589	355	181	961	471	1089	902	511	961	619
Cut back on daily spending	24%	22%	20%	32%	25%	22%	24%	23%	28%	27%	19%	30%	34%	21%	14%
Lived with roommate(s)	19%	13%	11%	32%	19%	17%	12%	33%	22%	20%	16%	34%	20%	12%	5%
Refrained from taking vacations	18%	16%	14%	24%	19%	18%	14%	11%	23%	21%	12%	18%	28%	18%	9%
Moved to a different area of the same city that had more affordable housing, even if it meant a longer commute to work and other trade-offs	13%	11%	9%	20%	13%	12%	14%	14%	15%	15%	9%	19%	15%	11%	6%
Moved to a different town, city, or state	12%	11%	10%	17%	12%	12%	12%	13%	15%	14%	9%	18%	13%	10%	8%
Moved to a smaller home	11%	7%	7%	17%	10%	12%	10%	6%	14%	12%	7%	14%	11%	11%	5%
Looked for a different job	11%	10%	9%	16%	12%	14%	9%	5%	14%	9%	10%	15%	19%	9%	4%
None of the above	43%	51%	54%	22%	45%	35%	44%	40%	33%	38%	54%	28%	33%	50%	60%
Other	2%	2%	2%	2%	3%	1%	2%	0%	3%	3%	1%	2%	4%	2%	1%
Don't Know	2%	1%	2%	3%	2%	1%	2%	3%	3%	3%	1%	1%	2%	1%	5%

Primary Reason for Buying a Home in the Near Future

What is your primary reason for wanting to buy a home in the near future? Among those who plan to move in less than 1 year and plan to buy on their next move

		OWNE	RSHIP ST	ATUS		RA	CE		F	MI STATU	S		A	GE		GEN	DER
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+	MALE	FEMALE
N=	192	51	77	111	99	49	33	0	69	28	67	73	45	50	24	105	87
Need to move for work or personal/lifestyle reasons	38%	58%	59%	23%	49%	20%	36%	100%	36%	30%	44%	37%	25%	43%	52%	29%	48%
Rent prices are going up, so buying is a better alternative	22%	4%	5%	33%	6%	41%	43%	0%	33%	29%	12%	14%	41%	21%	11%	20%	24%
Home prices may continue going up	12%	10%	8%	15%	13%	9%	14%	0%	11%	19%	9%	21%	9%	5%	7%	18%	6%
Have enough saved to afford a home	10%	2%	5%	12%	9%	16%	2%	0%	4%	18%	16%	12%	12%	7%	4%	12%	6%
Mortgage rates may increase	3%	1%	3%	3%	3%	3%	3%	0%	2%	2%	2%	2%	4%	3%	3%	4%	2%
Other	14%	24%	18%	11%	17%	12%	3%	0%	10%	2%	17%	14%	5%	18%	21%	16%	11%
Don't Know	2%	1%	2%	3%	3%	1%	0%	0%	4%	0%	1%	0%	4%	4%	2%	2%	3%

Impact of Remote Working on Desired Housing Features

How has a change to full, or partial, remote working impacted the type of housing features you are looking for?

Among those who plan to move in less than 1 year and plan to buy on their next move

		OWNE	RSHIP STA	ATUS		RA	CE		l l	AMI STATU	S		AC	E		GEN	IDER
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+	MALE	FEMALE
N=	192	51	77	111	99	49	33	0	69	28	67	73	45	50	24	105	87
Want a yard or larger outdoor space	38%	36%	28%	43%	30%	51%	39%	0%	46%	56%	24%	39%	60%	31%	5%	41%	33%
Want to live farther away from neighbors/other people	27%	25%	29%	25%	26%	29%	28%	0%	25%	31%	29%	23%	30%	38%	8%	36%	16%
Want more interior space	25%	23%	20%	28%	25%	15%	42%	0%	25%	24%	28%	41%	30%	10%	1%	27%	23%
Want to live closer to family and/or close friends	21%	34%	27%	16%	30%	14%	2%	100%	21%	38%	14%	33%	5%	18%	18%	22%	19%
Want to be closer to mass transit	4%	6%	5%	2%	5%	2%	2%	100%	1%	7%	4%	6%	0%	3%	4%	7%	0%
Want to be closer to an airport	2%	0%	1%	0%	1%	4%	2%	0%	0%	2%	3%	2%	1%	2%	0%	2%	1%
No Impact	24%	18%	23%	26%	27%	18%	23%	0%	18%	18%	30%	26%	20%	17%	41%	22%	27%
Other	7%	19%	15%	2%	7%	7%	9%	0%	5%	5%	13%	7%	5%	2%	24%	7%	8%
Don't Know	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%

Expected Work Situation by End of Year

To the best of your knowledge, by the end of the year, what type of work location situation will you have?

Among employed respondents (part-time and full-time, excluding retired and don't know)

		OWNE	RSHIP STA	ATUS		RA	CE			AMI STATU	S		A	GE		GEN	DER
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+	MALE	FEMALE
N=	2318	969	1368	897	1266	527	271	170	695	373	921	895	493	811	109	1210	1105
Working only at home	13%	15%	15%	11%	13%	13%	17%	13%	12%	14%	13%	12%	17%	12%	16%	12%	15%
A mix of working at home and at your work location/office	23%	26%	25%	20%	24%	17%	22%	32%	18%	22%	29%	26%	21%	21%	16%	22%	24%
Working every day at your work location/office	49%	50%	49%	50%	50%	52%	41%	49%	47%	48%	50%	48%	53%	50%	35%	55%	42%
Not currently employed and/or do not plan to be employed	11%	7%	8%	15%	11%	13%	12%	5%	19%	12%	6%	11%	7%	13%	25%	7%	16%
Don't Know	4%	2%	3%	5%	2%	4%	8%	1%	4%	3%	1%	4%	2%	4%	8%	4%	4%



Remote Working & Impact on Location/Mobility

How has a change to full, or partial, remote working impacted your future plans on how far to live away from your workplace?

Among respondents working at home or in a hybrid setting

		OWNER	SHIP STA	ATUS		RA	CE		A	MI STATU	S		A	GE		GEN	DER
GP Sample	GP	MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%- 120% AMI	120%+ AMI	18-34	35-44	45-64	65+	MALE	FEMALE
N=	831	400	548	272	465	163	105	77	211	137	390	337	188	267	35	406	425
No impact – will continue living in the same area	70%	79%	81%	51%	75%	66%	61%	64%	61%	70%	75%	60%	71%	80%	93%	68%	73%
Willing to live and/or commute a little farther – adding less than 20 minutes	10%	6%	7%	18%	8%	12%	19%	10%	15%	8%	9%	15%	10%	7%	0%	12%	9%
Willing to live and/or commute a larger distance – adding more than 20 minutes	6%	6%	5%	8%	5%	6%	9%	16%	9%	11%	4%	7%	8%	4%	2%	5%	8%
Willing to relocate to a new metropolitan or regional area	8%	6%	5%	13%	8%	6%	6%	10%	9%	4%	7%	11%	6%	4%	0%	8%	7%
Other	2%	2%	1%	4%	2%	7%	0%	0%	1%	2%	4%	3%	1%	2%	2%	3%	1%
Don't know	3%	2%	2%	6%	3%	4%	5%	0%	5%	5%	1%	3%	4%	3%	2%	3%	3%