

OUT & EQUAL

2018 WORKPLACE SUMMIT



LGBTQ Housing Intersect with Income, Employment, Mobility, Discrimination, Marriage Equality

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The LGBT Community: Buying and Renting 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	647	764	530	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

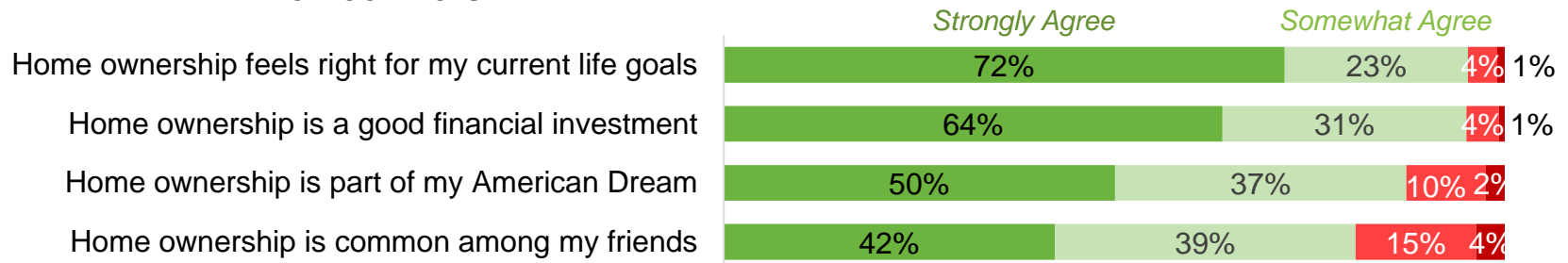
Perceptions of Homeownership



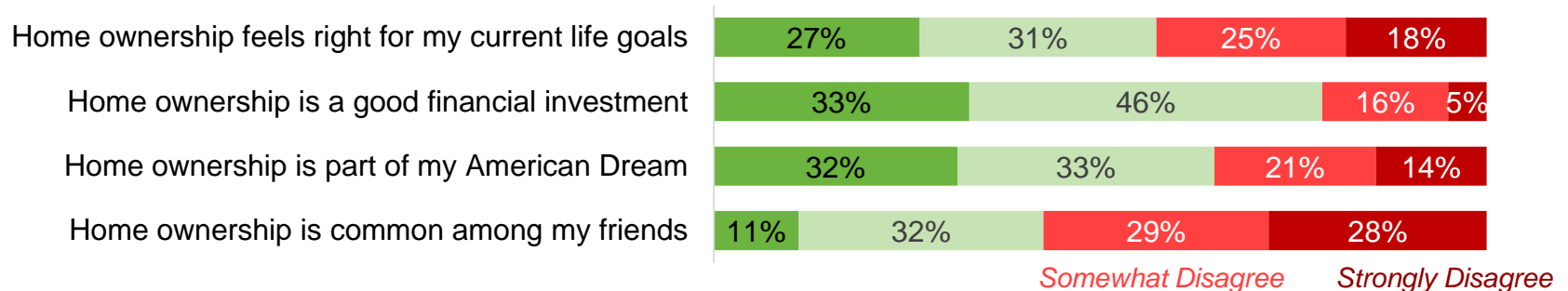
- Not surprisingly, there are differences between LGBT homeowners and renters in attitudes about homeownership.
- Despite these differences, the majority of LGBT renters agree homeownership is a good financial investment and is part of the American Dream.

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

Homeowners



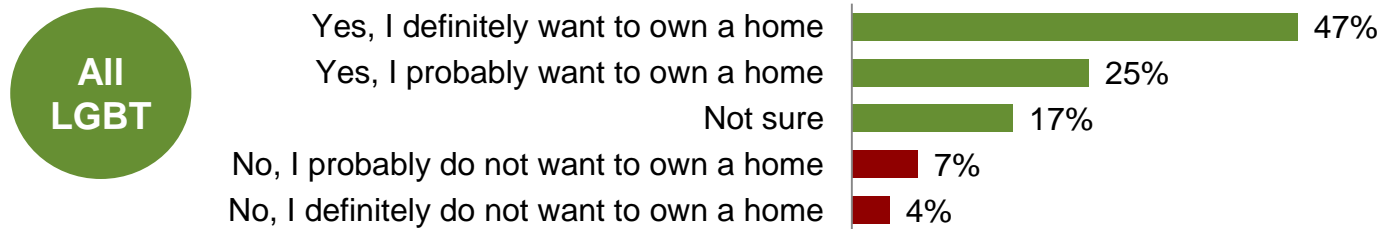
Renters



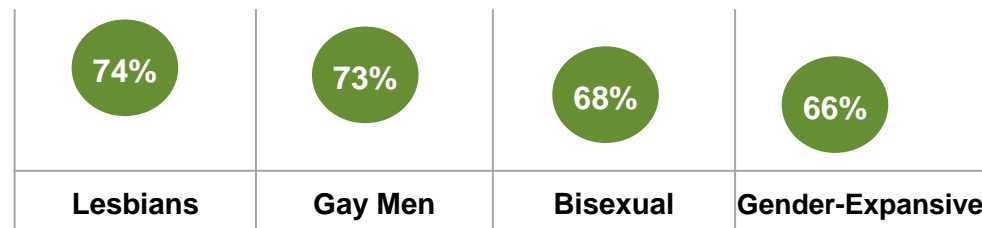
Bases: LGBT Homeowners n=1,105; LGBT Renters n=1,041

- Among all LGBT renters, 72% want to own a homes in the future. Only 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.

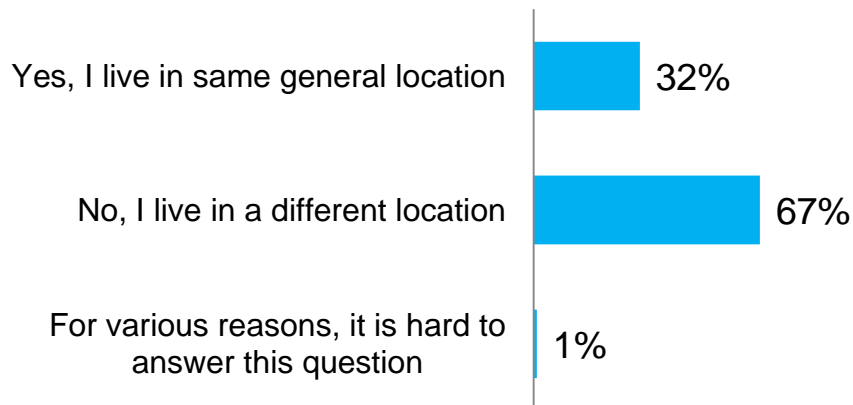
Moving Away from Their Home Town



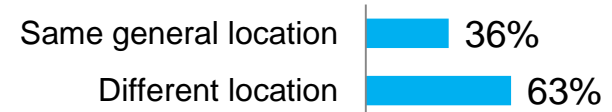
- Two in three LGBT community members do not live in the same area in which they grew up.

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

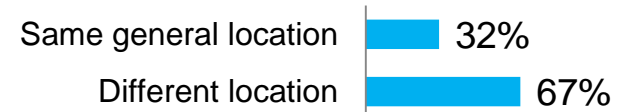
ALL LGBT Participants



Millennials



Generation X



Baby Boomers



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

Type and Size of Community

- Participants in this research reside in many types of communities across America.
- The more urban the community, the higher proportion of LGBT renters in that type of community.

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.

Discrimination During Home Buying Process

- While 13% of homeowners over time expressed experiences of discrimination, only 4% of homeowners purchasing in the past 5 years documented experiences of discrimination.
- LGBT African Americans report higher actual discrimination when trying to purchase a home.

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 (Base = 1,105)	Lesbian Women (Base = 1,105)	Gay Men (Base =)	Bisexual (Base =)	Gender-Expansive (Base =)	White (Base =)	Black (Base =)	Latino (Base =)
	13%	19%	10%	10%	14%	11%	23%	15%
Yes	13%	19%	10%	10%	14%	11%	23%	15%
Not Sure	11%	12%	8%	11%	21%	11%	8%	17%
No	76%	69%	82%	78%	65%	77%	69%	68%



Base: LGBT community members that own their home

Choosing a Location to Live

Homeowners vs. Renters



- Convenience seems more important to the renters and slightly more likely than homeowners to desire a place that is considered to be an LGBT-friendly place to live.

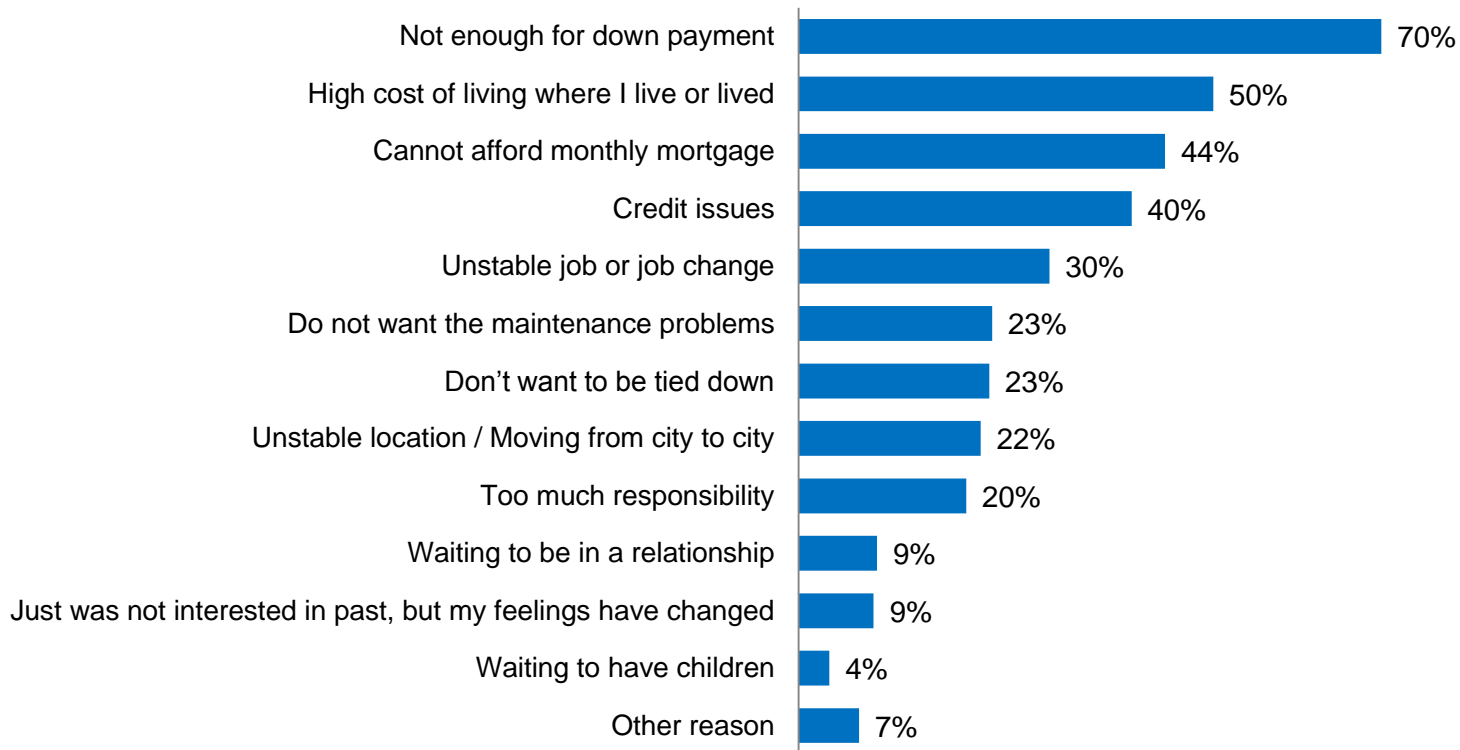
On a 4-point scale, how important are these considerations when choosing a location to live?

% 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

- 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.

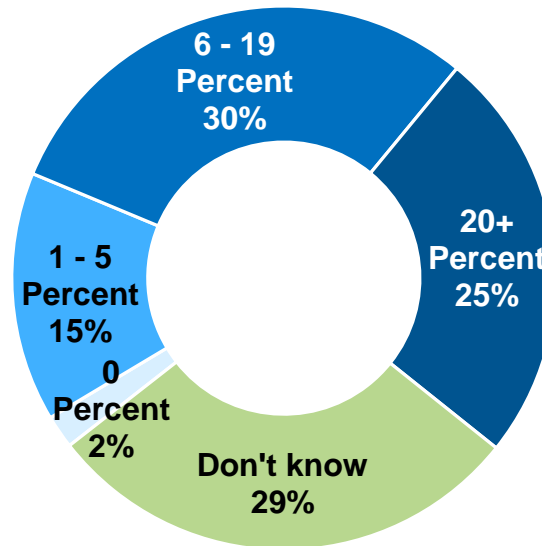
What has prevented you from owning a home to date? (Please mark all that apply.)



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

- 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?



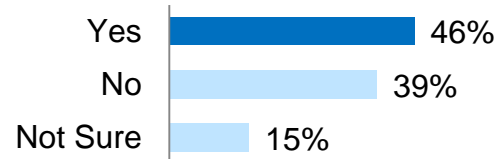
Base: LGBT community members who rent, and want to own a home or are not sure. n=922

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%	58%
Lesbians	Gay Men	Bisexual	Gender-Expansive	Millennial	Gen x	Boomers	White/Non-Hispanic	Latino	Black	Parents
(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)	(Base =)

Bases: LGBT community members who rent N=1,041

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%

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

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%

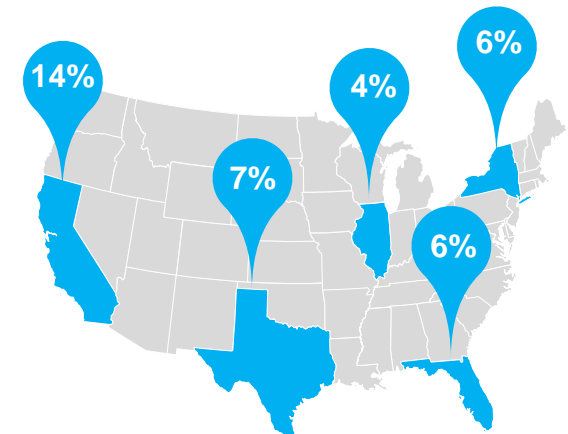
Gender Identity	
Male	45%
Female	39%
Gender-Expansive	16%

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%

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

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.