

Renter demographics

Q1 2025 **Renter demographics reflect shifting social and economic dynamics**, from the prevalence of married-couple households (HHs) to the rising number of young adults living with their parents.

\$51,719

Median annual household income for renters

67%

HHs that rent are made up of single persons, single-parent families, and nonfamily HHs

43

the median age for renters (compared to 57 for homeowners) (2021)

55%

black HHs are renters

41%

of Hispanic or Latino HHs are renters

36.5%

Asian HHs are renters

26%

white, non-Hispanic HHs are renters

Renting plays a crucial role in the market, offering flexibility and affordability in an era of rising home prices. With economic factors, migration, and shifting lifestyle preferences shaping housing decisions, the demand for rental properties remains strong—particularly among younger generations, urban dwellers, and those facing financial barriers to homeownership.

31.4%

of Americans rent their homes

68.6%

of Americans own their homes



SOURCE: APARTMENT LIST