

National Association of REALTORS®

2018 PROFILE OF HOME BUYERS AND SELLERS

Buyer Bios

Profiles of Recent Home Buyers and Sellers

November 2, 2018

National Association of REALTORS®
Research Group



Methodology



In July 2018, NAR mailed out a 129-question survey using a random sample weighted to be representative of sales on a geographic basis to 155,250 recent home buyers. The recent home buyers had to have purchased a primary residence home between July of 2017 and June of 2018. A total of 7,191 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 4.6 percent.

Respondents had the option to fill out the survey via hard copy or online. The online survey was available in English and Spanish.

Consumer names and addresses were obtained from Experian, a firm that maintains an extensive database of recent home buyers derived from county records. Information about sellers comes from those buyers who also sold a home.

All information in this Profile is characteristic of the 12-month period ending June 2018, with the exception of income data, which are reported for 2017. In some sections comparisons are also given for results obtained in previous surveys. Not all results are directly comparable due to changes in questionnaire design and sample size. Some results are presented for the four U.S. Census regions: Northeast, Midwest, South, and West. The median is the primary statistical measure used throughout this report. Due to rounding and omissions for space, percentage distributions may not add to 100 percent.

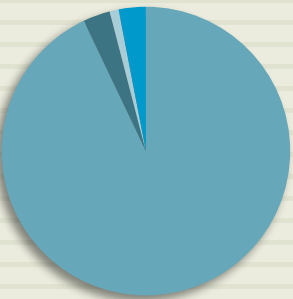
Data gathered in the report is based on primary residence home buyers. From the *2017 Investment and Vacation Home Buyer Survey*, 70 percent of home buyers were primary residence buyers, which accounts for 4,207,000 homes sold in 2016. Using that calculation, the sample at the 95 percent confidence level has a confidence interval of plus-or-minus 1.15%.

Demographic Changes

	2013 Profile	2014 Profile	2015 Profile	2016 Profile	2017 Profile	2018 Profile
Median Age	42	44	44	44	45	46
Gross Household Income	\$83,300	\$84,500	\$86,100	\$88,500	\$88,800	\$91,600
Household Composition	66% married couples, 16% single females, 9% single males, 7% unmarried couples	65% married couples, 16% single females, 9% single males, 8% unmarried couples	67% married couples, 15% single females, 9% single males, 7% unmarried couples	66% married couples, 17% single females, 7% single males, 8% unmarried couples	65% married couples, 18% single females, 7% single males, 8% unmarried couples	63% married couples, 18% single females, 9% single males, 8% unmarried couples
Children in Home	40%	35%	37%	38%	37%	34%
Own a 2 nd Home	19%	21%	19%	15%	17%	17%

Married with Kids

Type of Home Purchased



- Detached single-family, 92%
- Townhouse/row house, 3%
- Duplex/apartment/condo, 1%
- Other, 3%

Buyer Facts

- Median Age: 38
- Median Income: \$106,250
- 32% are first-time buyers
- 85% are buyers of previously owned homes
- 86% bought through an agent/broker
- Median square feet of home purchased: 2,280
- Median home price: \$305,000

Unique to these buyers:

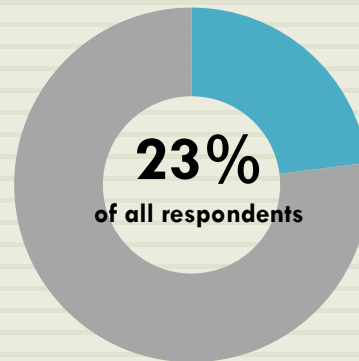
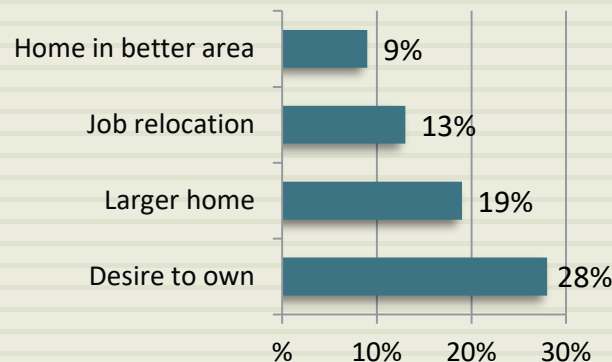
52% found the convenience to schools important

A median of 2 children under 18 reside in the home

68% were repeat buyers

Typical home had 4 bedrooms and 2 bathrooms

Reasons to Purchase Home



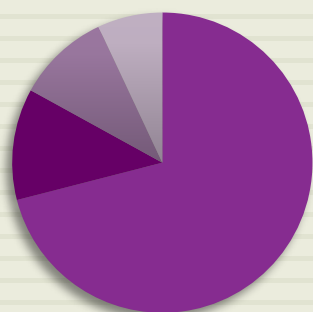
13% of buyers bought multi-generational home Reasons:

- Aging family members: 50%
- Young adults over age 18: 43%



Single Females

Type of Home Purchased



- Detached single-family, 71%
- Townhouse/row house, 12%
- Duplex/apartment/condo, 10%
- Other, 7%

Buyer Facts

- Median Age: 54
- Median Income: \$61,360
- 32% are first-time buyers
- 89% are buyers of previously owned homes
- 87% bought through an agent/broker
- Median square feet of home purchased: 1,550
- Median home price: \$189,000

Unique to these buyers:

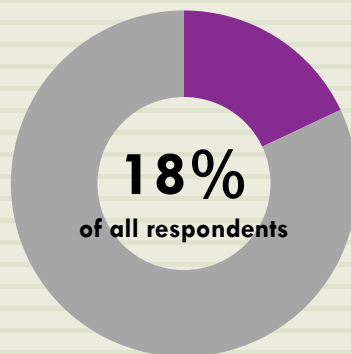
Convenience to friends and family was important for 47%

49% purchased in a suburb/subdivision

19% had children under the age of 18 in the home

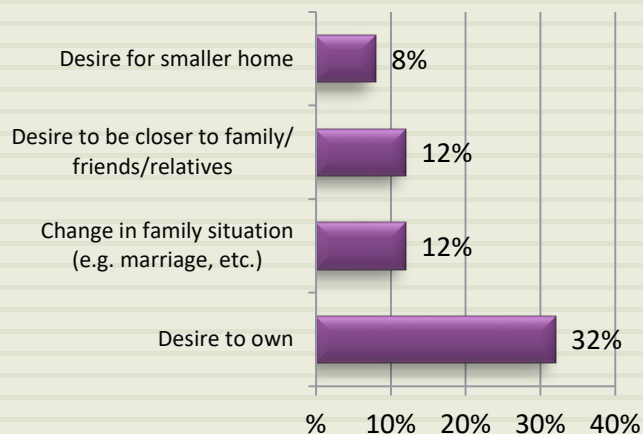
39% made no compromises when choosing a home

Reasons to Purchase Home



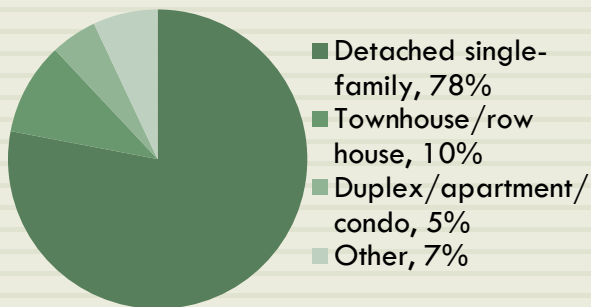
13% of buyers bought multi-generational home Reasons:

- Aging family members: 40%
- Young adults over age 18: 33%

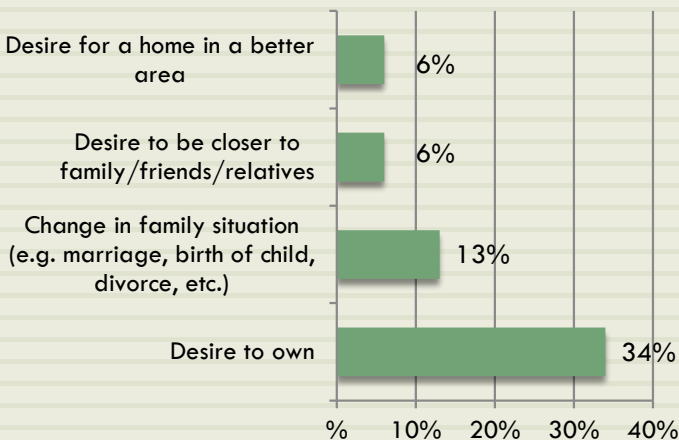


Single Males

Type of Home Purchased

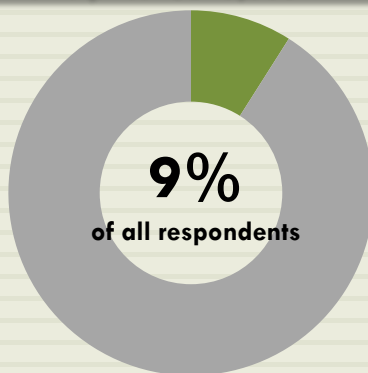


Reasons to Purchase Home



Buyer Facts

- Median Age: 52
- Median Income: \$73,180
- 36% are first-time buyers
- 88% are buyers of previously owned homes
- 86% bought through an agent/broker
- Median square feet of home purchased: 1,590
- Median home price: \$215,000



10% of buyers bought multi-generational home

Reasons:

- Aging family members: 34%
- Young adults over age 18: 29%

Unique to these buyers:

39% found convenience to job an influencing neighborhood factor

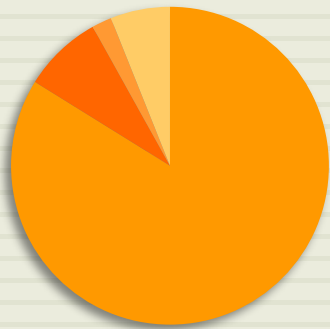
45% said the overall affordability of homes was important

12% had children under the age of 18 in the home

20% purchased in urban area/central city

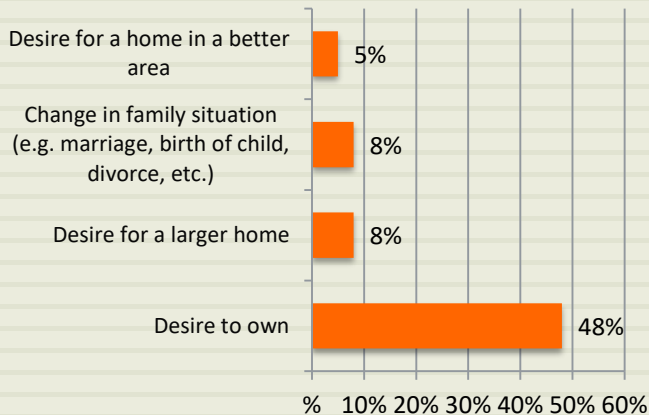
Unmarried Couples

Type of Home Purchased



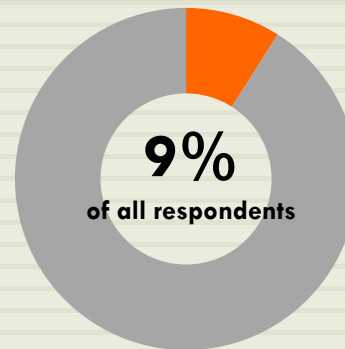
- Detached single-family, 83%
- Townhouse/row house, 8%
- Duplex/apartment/condo, 2%
- Other, 6%

Reasons to Purchase Home



Buyer Facts

- Median Age: 34
- Median Income: \$88,750
- 60% are first-time buyers
- 91% are buyers of previously owned homes
- 89% bought through an agent/broker
- Median square feet of home purchased: 1,630
- Median home price: \$219,000



7% of buyers bought multi-generational home Reasons:

- Young adults over age 18 : 82%
- Aging family members: 12%

Unique to these buyers:

Quality of neighborhood was an influencing factor, 63%

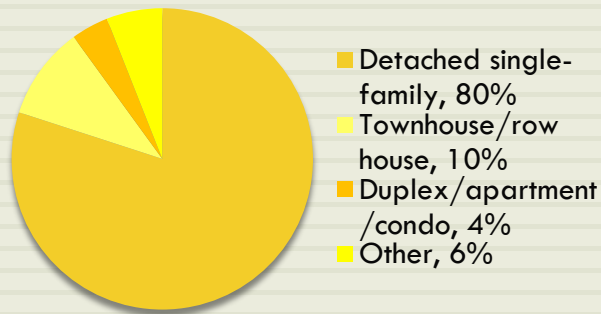
69% had no children under the age of 18 living in their home

23% of unmarried couples compromised on condition of their home

54% rented an apartment or house before their recent purchase

First-time Buyers

Type of Home Purchased



Buyer Facts

- Median Age: 32
- Median Income: \$75,000
- 91% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,600
- Median home price: \$203,680

Unique to these buyers:

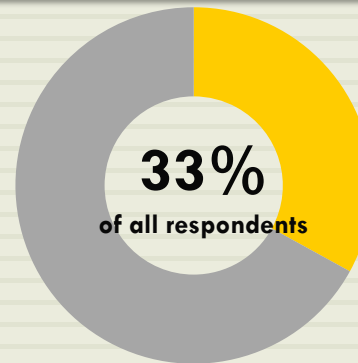
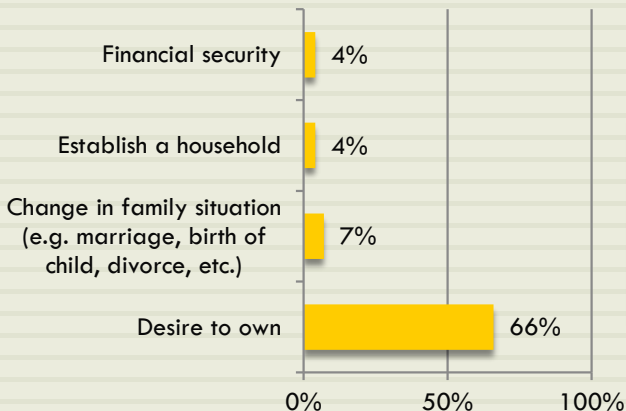
The expected tenure of first-time buyers was a median of 10 years

54% were married couples, 18% single females, 16% unmarried couples, 10% single males

Convenience to job was an important neighborhood factor, 60%

71% rented an apartment or house before buying

Reasons to Purchase Home

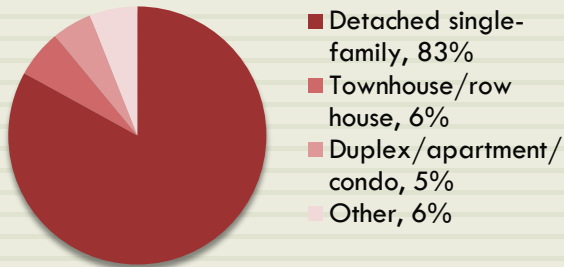


12% of buyers bought multi-generational home Reasons:

- Aging family members: 50%
- Young adults over age 18: 31%

Repeat Buyers

Type of Home Purchased



Buyer Facts

- Median Age: 55
- Median Income: \$100,000
- 83% are buyers of previously owned homes
- 85% bought through an agent/broker
- Median square feet of home purchased: 2,000
- Median home price: \$280,000

Unique to these buyers:

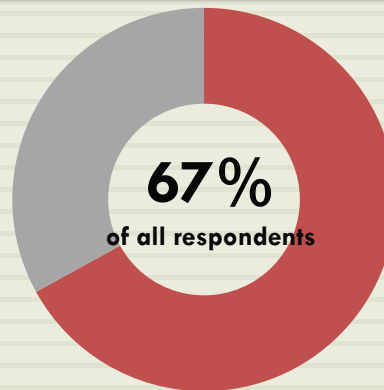
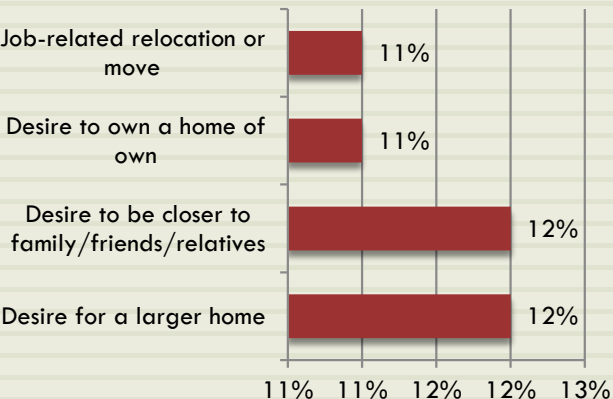
18% contacted a real estate agent as their first step in buying

Expect to stay in their home for 15 years

38% made no compromises on the characteristics of their home

52% purchased in a suburb/subdivision

Reasons to Purchase Home



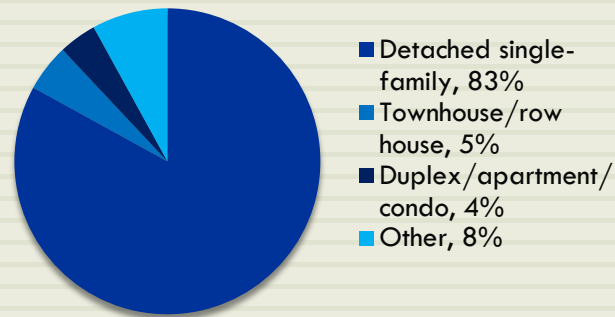
12% of buyers bought multi-generational home

Reasons:

- Aging family members: 40%
- Young adults over age 18: 39%

Buyers of Multi-Generational Housing

Type of Home Purchased



Buyer Facts

- Median Age: 51
- Median Income: \$89,500
- 31% are first-time buyers
- 83% are buyers of previously owned homes
- 84% bought through an agent/broker
- Median square feet of home purchased: 2,070
- Median home price: \$264,100

Unique to these buyers:

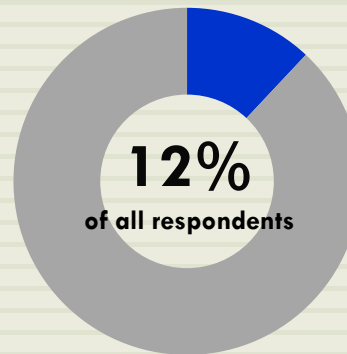
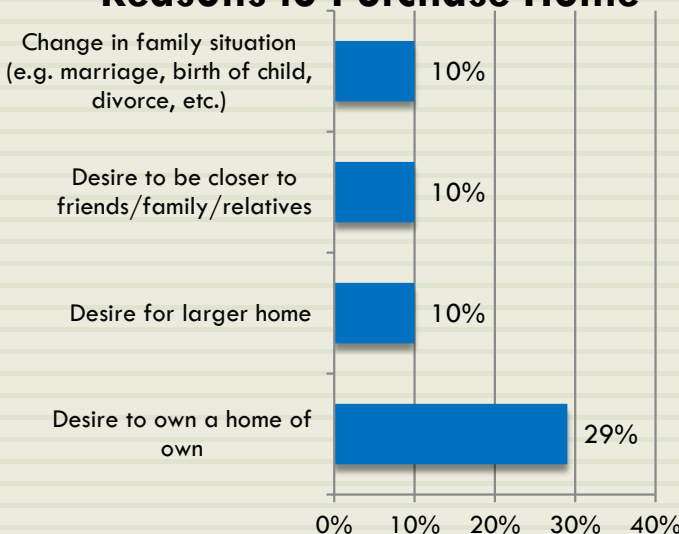
39% had children under the age of 18 in the home

58% found the quality of the neighborhood to be important

63% were married couples, 19% single females, 7% single males, 5% unmarried couples

49% were located in a suburb/subdivision

Reasons to Purchase Home



Reasons for purchasing multi-generational home:

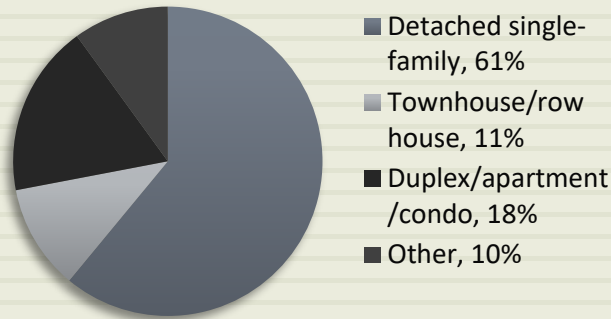
- Aging family members: 44%
- Young adults over age 18: 37%



Buyers of Senior Housing

(Among those 50 years of age or older)

Type of Home Purchased



Buyer Facts

- Median Age: 69
- Median Income: \$72,800
- 7% are first-time buyers
- 72% are buyers of previously owned homes
- 79% bought through an agent/broker
- Median square feet of home purchased: 1,700
- Median home price: \$239,100

Unique to these buyers:

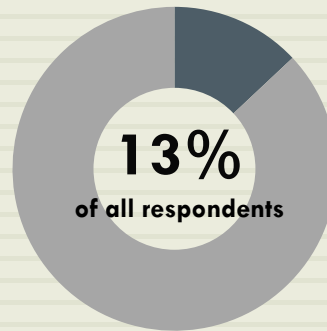
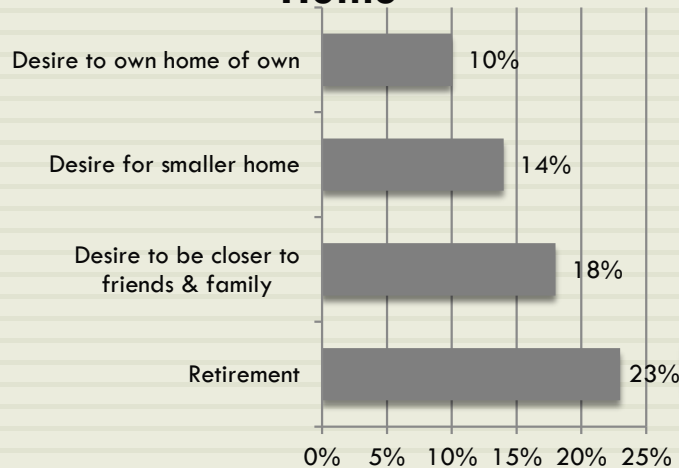
49% made no compromises when purchasing

13% purchased in a resort/recreation area

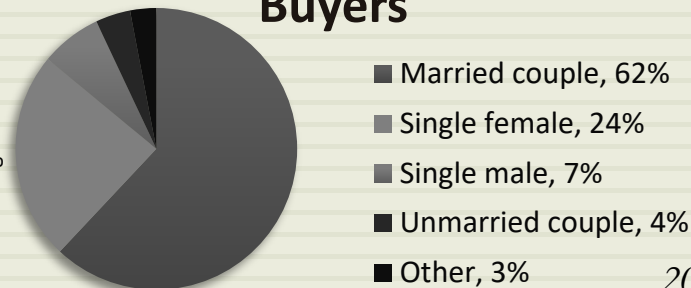
49% found the quality of the neighborhood important

Homes typically had 2 bedrooms and 2 bathrooms

Reasons to Purchase Home

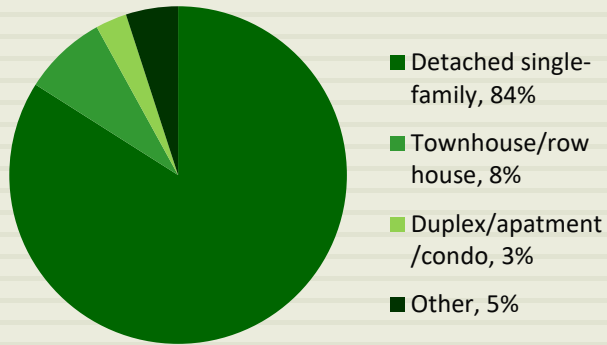


Household Composition of Buyers

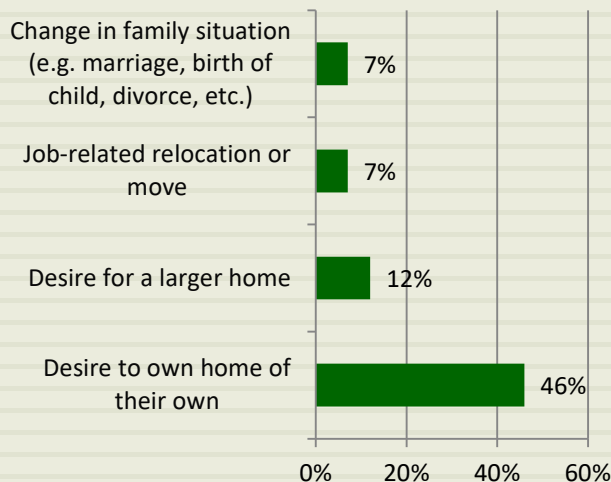


Buyers with Student Loan Debt

Type of Home Purchased

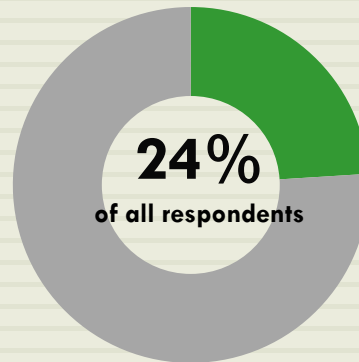


Reasons to Purchase Home



Buyer Facts

- Median Age: 35
- Median Income: \$90,800
- 55% are first-time buyers
- 89% are buyers of previously owned homes
- 88% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$234,000



11% of buyers bought multi-generational home Reasons:

- Aging family members: 46%
- Young adults over age 18: 35%

Unique to these buyers:

Typically had \$28,000 of student loan debt

Debt delayed buyers from saving for a downpayment for 2 years

27% cited saving for the downpayment as the most difficult step in the home buying process

39% cut spending on luxury or non-essential items to purchase home

Buyer, Self, or Spouse are Active in the Armed Forces or Veteran

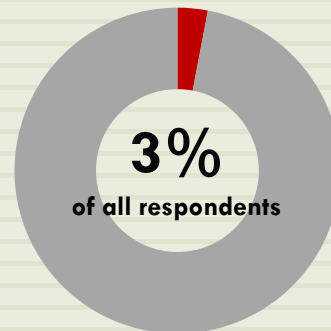
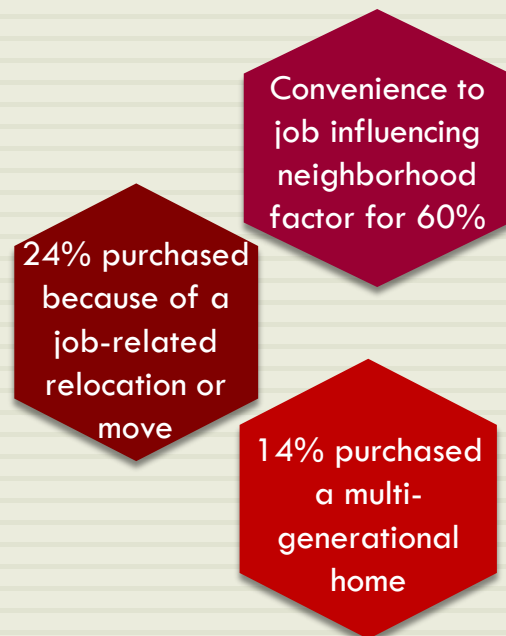
Active in the Armed Forces Buyer Facts

- Median Age: 31
- Median Income: \$80,000
- 52% are first-time buyers
- 84% are buyers of previously owned homes
- 91% bought through an agent/broker
- Median square feet of home purchased: 1,960
- Median home price: \$251,000

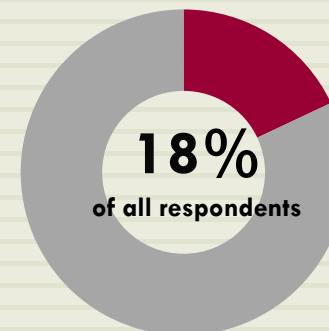
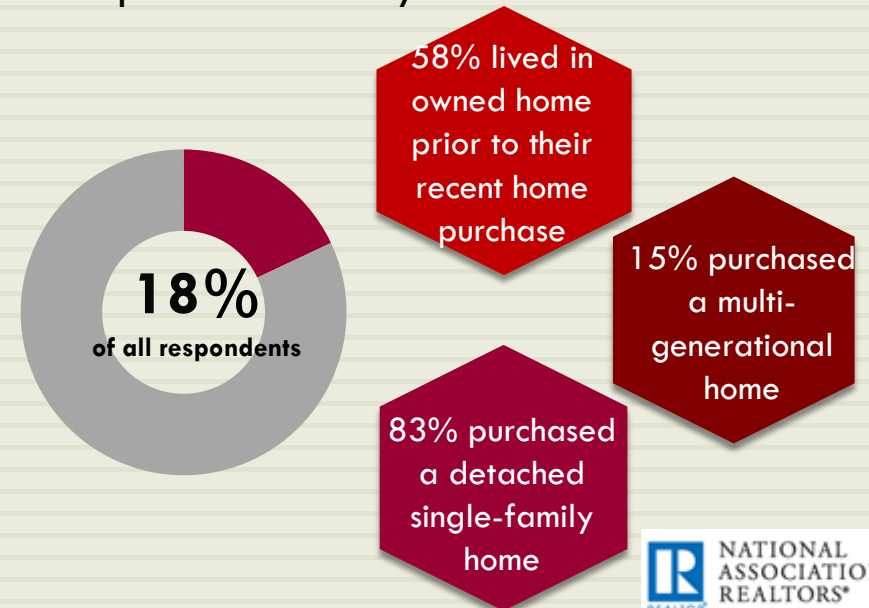
Veteran Buyer Facts

- Median Age: 59
- Median Income: \$89,000
- 19% are first-time buyers
- 82% are buyers of previously owned homes
- 86% bought through an agent/broker
- Median square feet of home purchased: 1,950
- Median home price: \$250,000

Unique to these buyers:



Unique to these buyers:

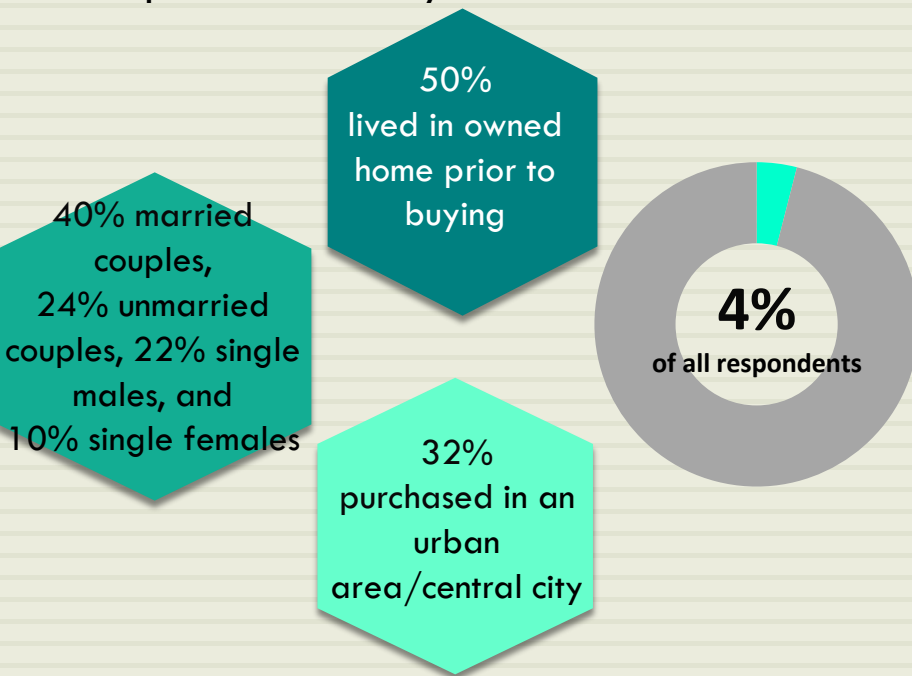


Gay/Lesbian or Bisexual

Gay/Lesbian Buyer Facts

- Median Age: 44
- Median Income: \$98,500
- 35% are first-time buyers
- 86% are buyers of previously owned homes
- 87% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$253,800

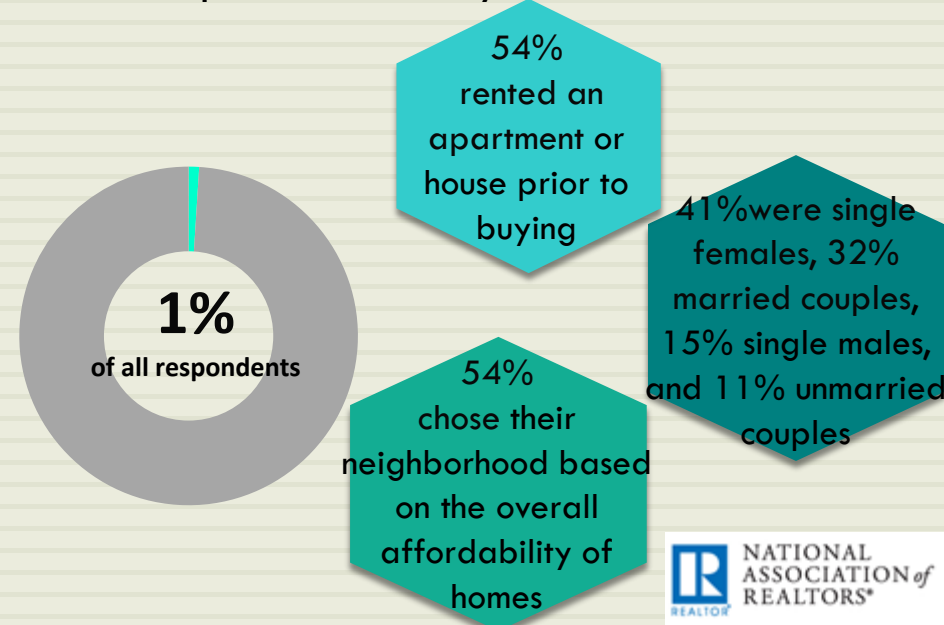
Unique to these buyers:



Bisexual Buyer Facts

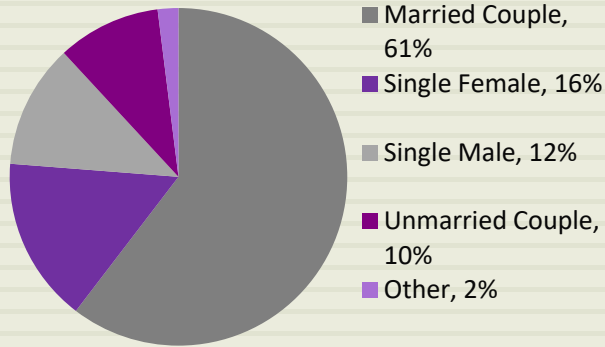
- Median Age: 36
- Median Income: \$63,300
- 64% are first-time buyers
- 98% are buyers of previously owned homes
- 89% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$216,500

Unique to these buyers:



Buyers Who Were Rejected by a Mortgage Lender

Household Composition



Buyer Facts

- Median Age: 40
- Median Income: \$72,690
- 50% are first-time buyers
- 87% are buyers of previously owned homes
- 86% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$195,450

Unique to these buyers:

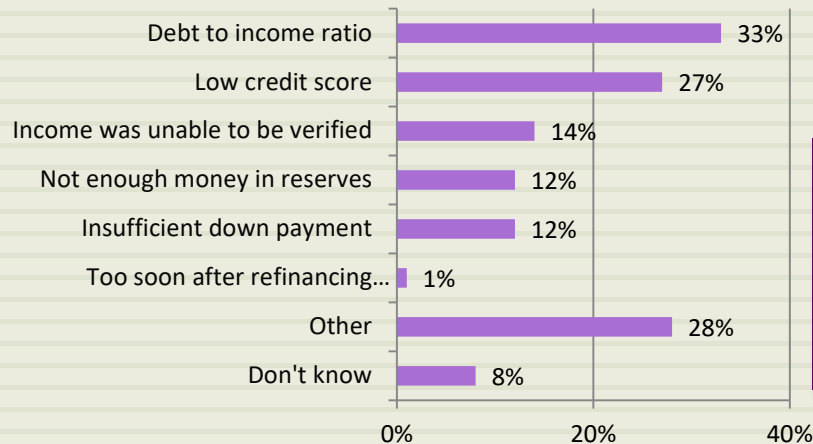
Mortgage application was typically denied one time

Debt typically delayed buyers for 2 years from saving for a down payment or buying

40% have student loan debt, with a median debt of \$33,000

47% said getting a mortgage was the most difficult step in the home buying process

Reasons Mortgage Application was Rejected



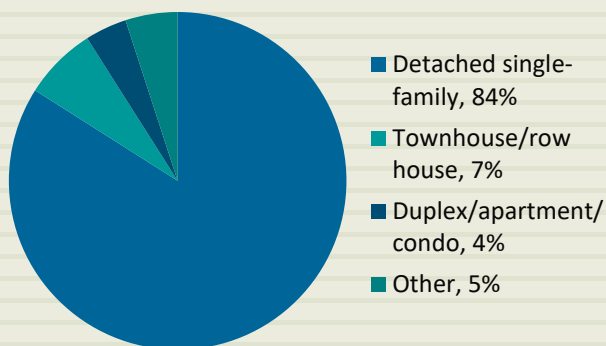
4%
of all respondents

Race/Ethnicity

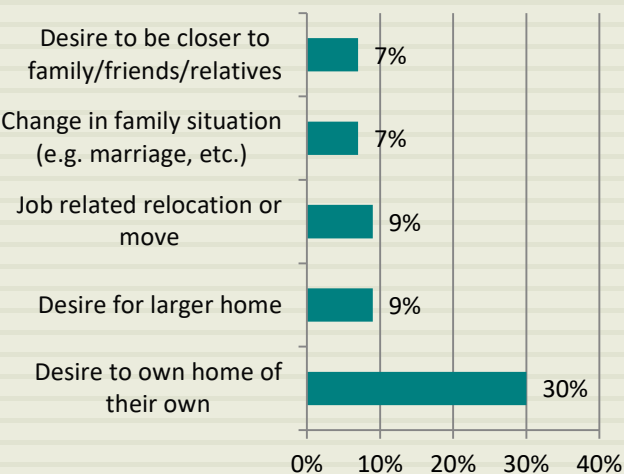
- 77%, White/Caucasian
- 12%, Black/African American
- 10%, Hispanic/Latino/Mexican/Puerto Rican
- 4%, Asian/Pacific Islander
- 3%, Other

Buyers Who Frequently Used the Internet to Search for Their Home

Type of Home Purchased

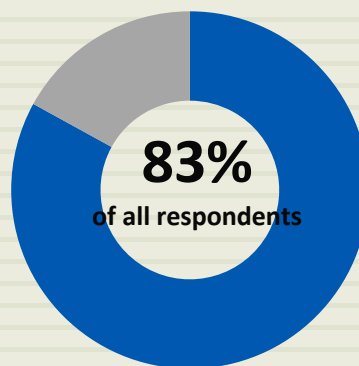


Reasons to Purchase Home



Buyer Facts

- Median Age: 43
- Median Income: \$93,750
- 35% are first-time buyers
- 87% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,900
- Median home price: \$258,000



12% of buyers bought multi-generational home

Reasons:

- Aging family members: 46%
- Young adults over age 18: 37%

Unique to these buyers:

65% married couples, 17% single females, 9% unmarried couples, and 7% single males

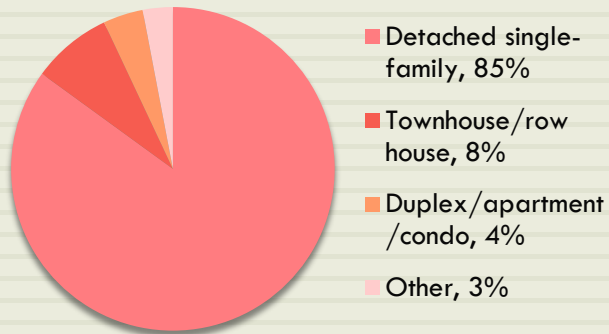
50% first looked online for properties for sale during buying process

88% found detailed property information very useful when searching for homes online

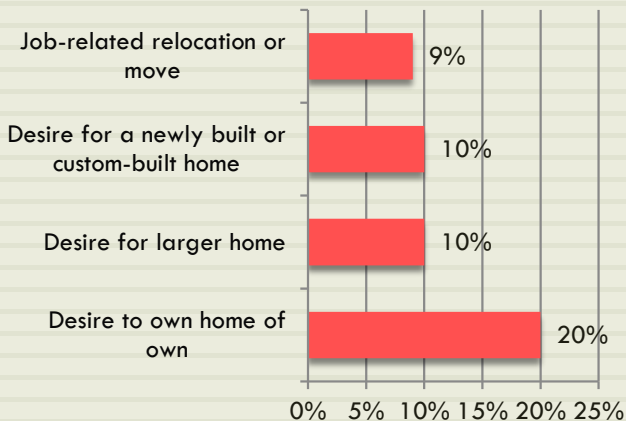
90% found photos very useful when searching for homes online

Buyers of New Homes

Type of Home Purchased

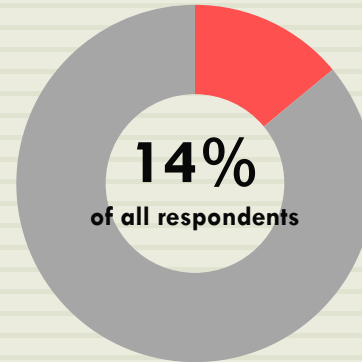


Reasons to Purchase Home



Buyer Facts

- Median Age: 52
- Median Income: \$111,770
- 20% are first-time buyers
- 59% bought through an agent/broker
- 39% bought directly from the builder
- Median square feet of home purchased: 2,240
- Median home price: \$329,200



14% of buyers bought multi-generational home Reasons:

- Aging family members: 42%
- Young adults over age 18: 36%

Unique to these buyers:

39% purchased a new home to avoid renovations or problems with plumbing or electricity

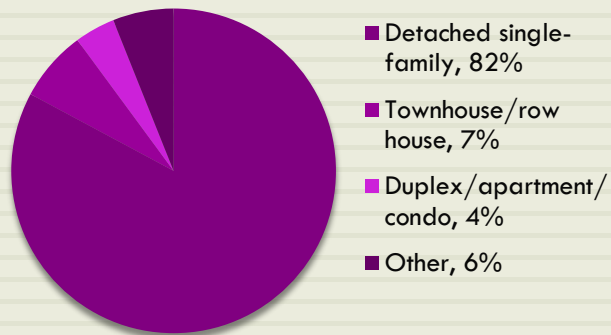
32% purchased a new home to choose and customize design features

22% purchased a new home for the amenities of new home construction communities

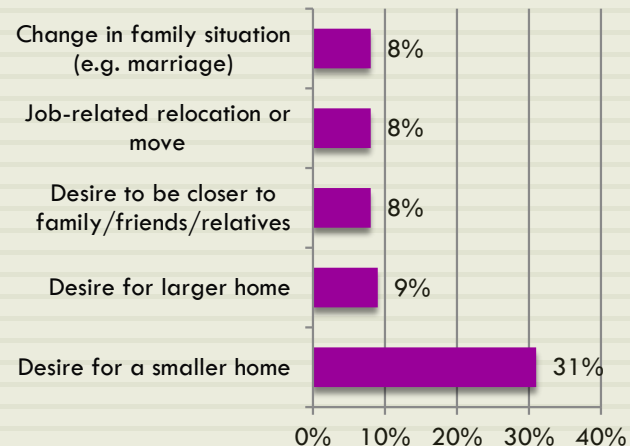
62% purchased in a suburb/subdivision

Buyers of Previously Owned Homes

Type of Home Purchased

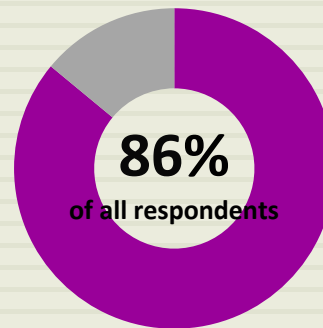


Reasons to Purchase Home



Buyer Facts

- Median Age: 44
- Median Income: \$89,100
- 35% are first-time buyers
- 92% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$239,800



12% of buyers bought multi-generational home

Reasons:

- Aging family members: 42%
- Young adults over age 18: 37%

Unique to these buyers:

32% purchased a previously owned home for the better price

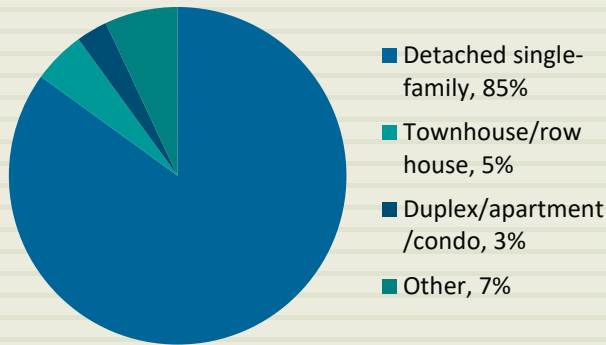
31% purchased a previously owned home for the better overall value

58% said the quality of the neighborhood was important

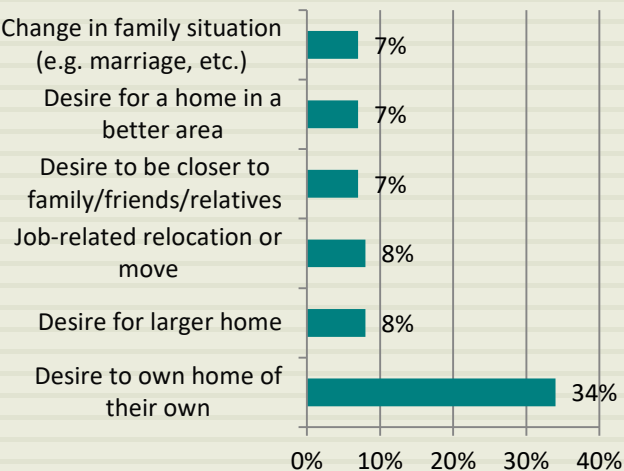
22% purchased a previously owned home for the charm and character

Buyers' Neighborhood Choice was Because of Pet

Type of Home Purchased

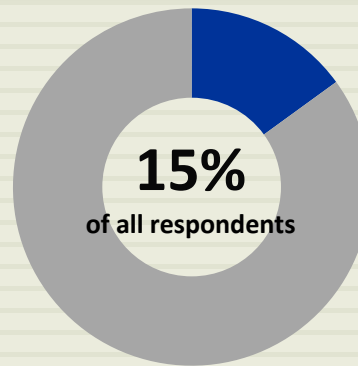


Reasons to Purchase Home



Buyer Facts

- Median Age: 40
- Median Income: \$85,000
- 40% are first-time buyers
- 91% are buyers of previously owned homes
- Median square feet of home purchased: 1,800
- Median home price: \$225,000



Household Composition

- Married couple: 61%
- Single female, 21%
- Single male, 5%
- Unmarried couple, 11%
- Other, 1%

Unique to these buyers:

33% chose their neighborhood based on convenience to parks/recreational facilities

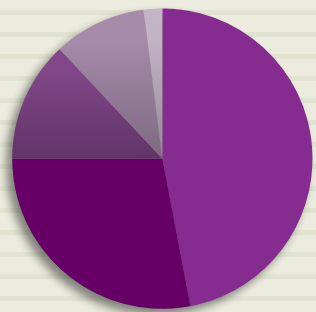
4% purchased to have a better home for their pets

66% said the quality of the neighborhood was important

49% purchased in a suburb/subdivision, and 18% purchased in a small town

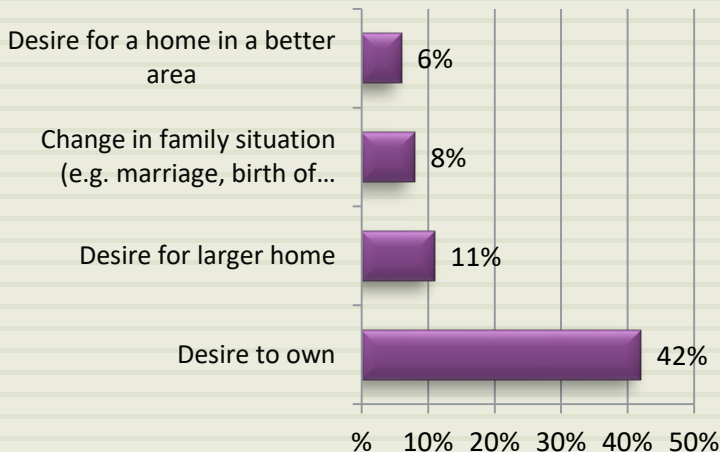
Black/African-American

Household Composition



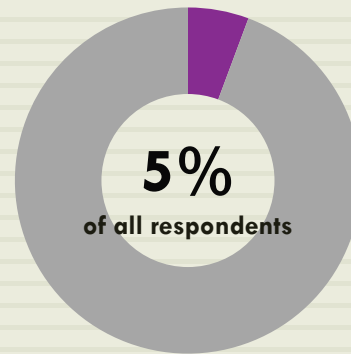
- Married couple, 47%
- Single female, 28%
- Single male, 13%
- Unmarried couple, 10%
- Other, 2%

Reasons to Purchase Home



Buyer Facts

- Median Age: 44
- Median Income: \$82,140
- 50% are first-time buyers
- 82% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$210,000



Type of Home Purchased

- Detached single-family- 83%
- Townhouse/row house- 11%
- Duplex/apartment/condo- 2%
- Other- 4%

Unique to these buyers:

22%
compromised on
the style and size
of the home
purchased

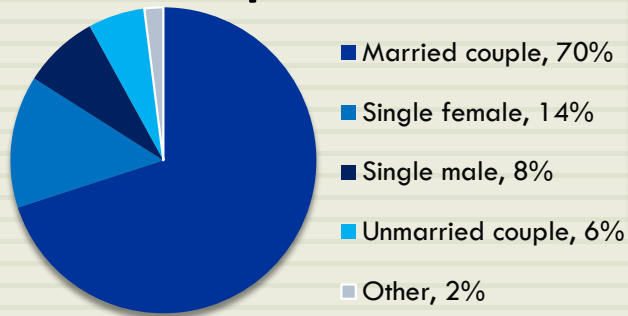
22%
purchased a
multi-
generational
home

Quality of the
neighborhood
was an influencing
factor, 62%

56%
rented an
apartment or
house prior to
purchasing

Asian/Pacific Islander

Household Composition



Buyer Facts

- Median Age: 36
- Median Income: \$113,890
- 59% are first-time buyers
- 80% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,970
- Median home price: \$390,200

Unique to these buyers:

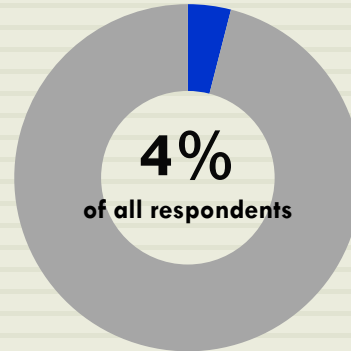
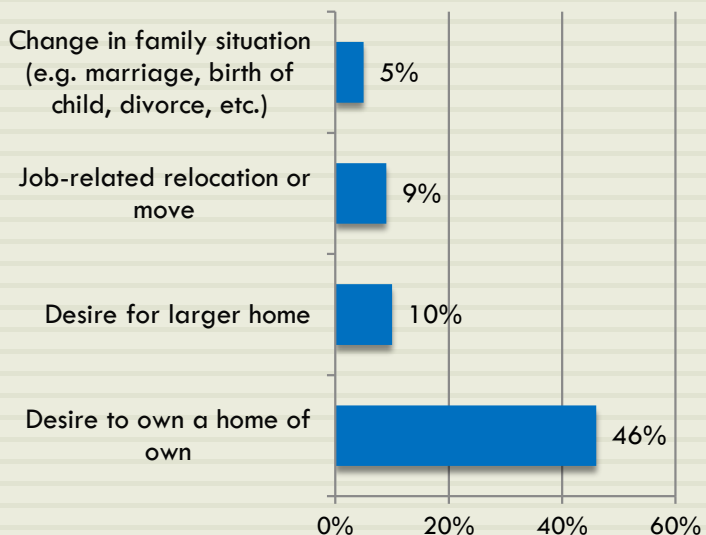
51% rented an apartment or house prior to purchasing

69% found the quality of the neighborhood to be important

34% made compromises on the price of their home

21% purchased a multi-generational home

Reasons to Purchase Home

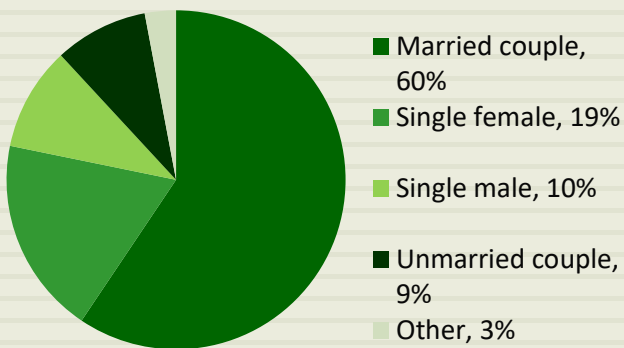


Type of Home Purchased

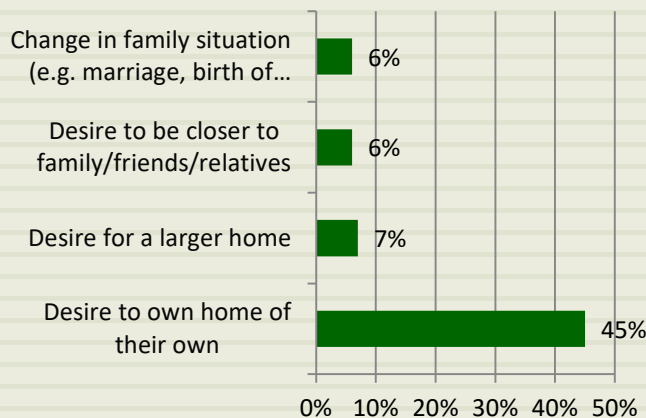
- Detached single-family- 82%
- Townhouse/row house- 13%
- Duplex/apartment/condo- 2%
- Other- 2%

Hispanic/Latino/ Mexican/Puerto Rican

Household Composition

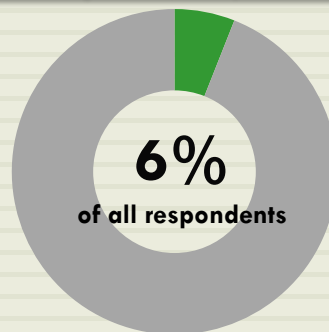


Reasons to Purchase Home



Buyer Facts

- Median Age: 41
- Median Income: \$87,730
- 46% are first-time buyers
- 82% are buyers of previously owned homes
- 88% bought through an agent/broker
- Median square feet of home purchased: 1,850
- Median home price: \$245,000



Type of Home Purchased

- Detached single-family- 80%
- Townhouse/row house- 9%
- Duplex/apartment/condo- 3%
- Other- 8%

Unique to these buyers:

Quality of the neighborhood was an influencing factor, 54%

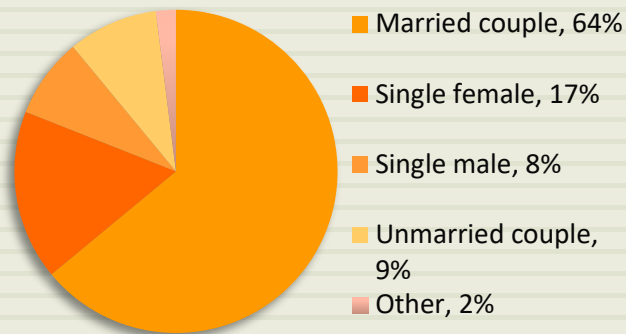
29% made compromises on the price of their home

23% purchased a multi-generational home

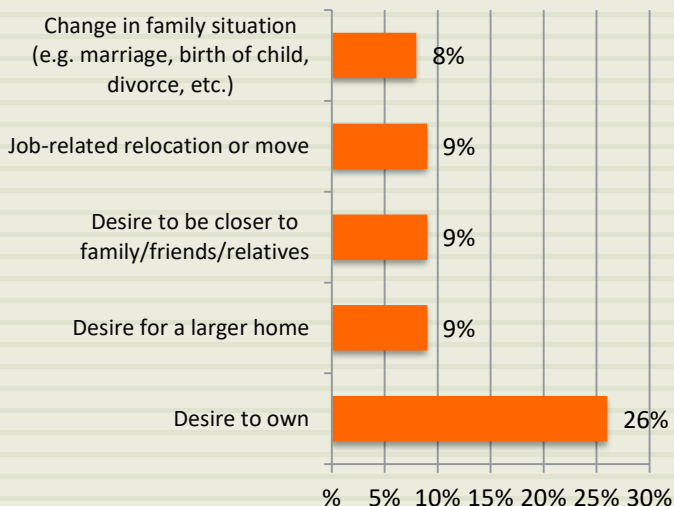
33% moved from owned home prior to buying

White / Caucasian

Household Composition



Reasons to Purchase Home



Buyer Facts

- Median Age: 47
- Median Income: \$91,820
- 29% are first-time buyers
- 86% are buyers of previously owned homes
- 87% bought through an agent/broker
- Median square feet of home purchased: 1,900
- Median home price: \$250,000

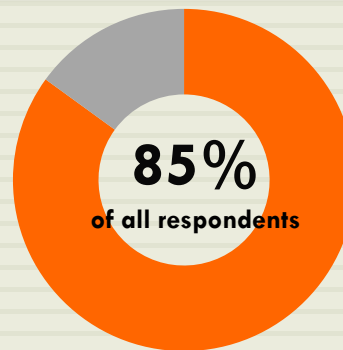
Unique to these buyers:

Convenience to job was an influencing factor at 44%

21% compromised on the price of their home

10% purchased a multi-generational home

54% moved from owned home prior to buying



Type of Home Purchased

- Detached single-family- 83%
- Townhouse/row house- 6%
- Duplex/apartment/condo- 5%
- Other- 6%