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

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

*2018 Profile of Home Buyers and Sellers*
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

**Reasons to Purchase Home**

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home in better area</td>
<td>9%</td>
</tr>
<tr>
<td>Job relocation</td>
<td>13%</td>
</tr>
<tr>
<td>Larger home</td>
<td>19%</td>
</tr>
<tr>
<td>Desire to own</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Unique to these buyers:**
- 13% of buyers bought multi-generational home
- 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

13% of buyers bought multi-generational home

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

2018 Profile of Home Buyers and Sellers
Single Females

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

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

Reasons to Purchase Home
- Desire to own: 32%
- Desire for smaller home: 8%
- Desire to be closer to family/friends/relatives: 12%
- Change in family situation (e.g., marriage, etc.): 12%

13% of buyers bought multi-generational home
Reasons:
- Aging family members: 40%
- Young adults over age 18: 33%

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
Single Males

Type of Home Purchased
- Detached single-family, 78%
- Townhouse/row house, 10%
- Duplex/apartment/condo, 5%
- Other, 7%

Reasons to Purchase Home
- Desire for a home in a better area: 6%
- Desire to be closer to family/friends/relatives: 6%
- Change in family situation (e.g., marriage, birth of child, divorce, etc.): 13%
- Desire to own: 34%

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

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

10% of buyers bought multi-generational home
Reasons:
- Aging family members: 34%
- Young adults over age 18: 29%

2018 Profile of Home Buyers and Sellers
Unmarried Couples

**Type of Home Purchased**
- Detached single-family, 83%
- Townhouse/row house, 8%
- Duplex/apartment/condo, 2%
- Other, 6%

**Reasons to Purchase Home**
- Desire for a home in a better area: 5%
- Change in family situation (e.g., marriage, birth of child, divorce, etc.): 8%
- Desire for a larger home: 8%
- Desire to own: 48%

**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

**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

**7% of buyers bought multi-generational home Reasons:**
- Young adults over age 18: 82%
- Aging family members: 12%
First-time Buyers

Type of Home Purchased
- Detached single-family, 80%
- Townhouse/row house, 10%
- Duplex/apartment /condo, 4%
- Other, 6%

Reasons to Purchase Home
- Desire to own: 66%
- Change in family situation (e.g. marriage, birth of child, divorce, etc.): 7%
- Establish a household: 4%
- Financial security: 4%

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

12% of buyers bought multi-generational home
Reasons:
- Aging family members: 50%
- Young adults over age 18: 31%

2018 Profile of Home Buyers and Sellers
Repeat Buyers

**Type of Home Purchased**

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

**Reasons to Purchase Home**

- Job-related relocation or move: 11%
- Desire to own a home of own: 11%
- Desire to be closer to family/friends/relatives: 12%
- Desire for a larger home: 12%

**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

12% of buyers bought multi-generational home

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

- 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

2018 Profile of Home Buyers and Sellers
Buyers of Multi-Generational Housing

**Type of Home Purchased**
- Detached single-family, 83%
- Townhouse/row house, 5%
- Duplex/apartment/condo, 4%
- Other, 8%

**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

**Reasons for purchasing multi-generational home:**
- Aging family members: 44%
- Young adults over age 18: 37%

**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**
- Change in family situation (e.g. marriage, birth of child, divorce, etc.): 10%
- Desire to be closer to friends/family/relatives: 10%
- Desire for larger home: 10%
- Desire to own a home of own: 29%
Buyers of Senior Housing
(Among those 50 years of age or older)

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

Type of Home Purchased
- Detached single-family, 61%
- Townhouse/row house, 11%
- Duplex/apartment/condo, 18%
- Other, 10%

Reasons to Purchase Home
- Desire to own home of own: 10%
- Desire for smaller home: 14%
- Desire to be closer to friends & family: 18%
- Retirement: 23%

13% of all respondents

Household Composition of Buyers
- Married couple, 62%
- Single female, 24%
- Single male, 7%
- Unmarried couple, 4%
- Other, 3%

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

2018 Profile of Home Buyers and Sellers
Buyers with Student Loan Debt

**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

**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

**Type of Home Purchased**
- Detached single-family, 84%
- Townhouse/row house, 8%
- Duplex/apartment/condo, 3%
- Other, 5%

**Reasons to Purchase Home**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in family situation (e.g., marriage, birth of child, divorce, etc.)</td>
<td>7%</td>
</tr>
<tr>
<td>Job-related relocation or move</td>
<td>7%</td>
</tr>
<tr>
<td>Desire for a larger home</td>
<td>12%</td>
</tr>
<tr>
<td>Desire to own home of their own</td>
<td>46%</td>
</tr>
</tbody>
</table>

11% of buyers bought multi-generational home

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

- 3% of all respondents
  - Convenience to job influencing neighborhood factor for 60%

Unique to these buyers:

- 18% of all respondents
  - 58% lived in owned home prior to their recent home purchase
  - 83% purchased a detached single-family home
  - 15% purchased a multi-generational home

24% purchased because of a job-related relocation or move

14% purchased a multi-generational home

2018 Profile of Home Buyers and Sellers
Gay/Lesbian or Bisexual

**Gay/Lesbian Buyer Facts**
- Median Age: 36
- Median Income: $63,300
- 64% 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: $216,500

**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:
- 54% chose their neighborhood based on the overall affordability of homes
- 41% were single females, 32% married couples, 15% single males, and 11% unmarried couples
- 54% rented an apartment or house prior to buying
- 4% of all respondents purchased in an urban area/central city
- 54% of all respondents lived in owned home prior to buying
- 1% of all respondents

40% married couples, 24% unmarried couples, 22% single males, and 10% single females
Buyers Who Were Rejected by a Mortgage Lender

**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:**
- 8%
- 28%
- 1%
- 12%
- 12%
- 14%
- 27%
- 33%

**Reasons Mortgage Application was Rejected**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt to income ratio</td>
<td>33%</td>
</tr>
<tr>
<td>Low credit score</td>
<td>27%</td>
</tr>
<tr>
<td>Income was unable to be verified</td>
<td>14%</td>
</tr>
<tr>
<td>Not enough money in reserves</td>
<td>12%</td>
</tr>
<tr>
<td>Insufficient down payment</td>
<td>12%</td>
</tr>
<tr>
<td>Too soon after refinancing</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Household Composition**
- Married Couple, 61%
- Single Female, 16%
- Single Male, 12%
- Unmarried Couple, 10%
- Other, 2%

**Household Composition**
- Married Couple, 61%
- Single Female, 16%
- Single Male, 12%
- Unmarried Couple, 10%
- Other, 2%

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

**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**

2018 Profile of Home Buyers and Sellers
Buyers Who Frequently Used the Internet to Search for Their 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%

**Type of Home Purchased**
- Detached single-family, 84%
- Townhouse/row house, 7%
- Duplex/apartment/condo, 4%
- Other, 5%

**Reasons to Purchase Home**
- 83% of all respondents
- Desire to be closer to family/friends/relatives: 7%
- Change in family situation (e.g., marriage, etc.): 7%
- Job related relocation or move: 9%
- Desire for larger home: 9%
- Desire to own home of their own: 30%

**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

2018 Profile of Home Buyers and Sellers
Buyers of New Homes

**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

**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

**Type of Home Purchased**
- Detached single-family, 85%
- Townhouse/row house, 8%
- Duplex/apartment/condo, 4%
- Other, 3%

**Reasons to Purchase Home**
- Job-related relocation or move: 9%
- Desire for a newly built or custom-built home: 10%
- Desire for larger home: 10%
- Desire to own home of own: 20%

**14% of buyers bought multi-generational home**
- Aging family members: 42%
- Young adults over age 18: 36%

*2018 Profile of Home Buyers and Sellers*
Buyers of Previously Owned Homes

**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

**Type of Home Purchased**
- Detached single-family, 82%
- Townhouse/row house, 7%
- Duplex/apartment/condo, 4%
- Other, 6%

**Reasons to Purchase Home**
- Change in family situation (e.g. marriage): 8%
- Job-related relocation or move: 8%
- Desire to be closer to family/friends/relatives: 8%
- Desire for larger home: 9%
- Desire for a smaller home: 31%

12% of buyers bought multi-generational home
- Aging family members: 42%
- Young adults over age 18: 37%

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

2018 Profile of Home Buyers and Sellers
Buyers’ Neighborhood Choice was Because of Pet

**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

**Type of Home Purchased**
- Detached single-family, 85%
- Townhouse/row house, 5%
- Duplex/apartment /condo, 3%
- Other, 7%

**Reasons to Purchase Home**
- Change in family situation (e.g. marriage, etc.): 7%
- Desire for a home in a better area: 7%
- Desire to be closer to family/friends/relatives: 7%
- Job-related relocation or move: 8%
- Desire for larger home: 8%
- Desire to own home of their own: 34%
- Desire to have a better home for their pets: 4%
- Desire to be closer to family/friends/relatives: 66%
- Change in family situation (e.g. marriage, etc.): 7%
- Desire for larger home: 8%
- Desire to own home of their own: 34%
- Desire to have a better home for their pets: 4%

**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

2018 Profile of Home Buyers and Sellers
Black/African-American

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

**Reasons to Purchase Home**
- Desire for a home in a better area: 6%
- Change in family situation (e.g., marriage, birth of...): 8%
- Desire for larger home: 11%
- Desire to own: 42%

**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

2018 Profile of Home Buyers and Sellers
Asian/Pacific Islander

**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

**Type of Home Purchased**
- Detached single-family- 82%
- Townhouse/row house- 13%
- Duplex/apartment/condo- 2%
- Other- 2%

**Reasons to Purchase Home**
- Desire to own a home of own: 46%
- Desire for larger home: 10%
- Job-related relocation or move: 9%
- Change in family situation (e.g. marriage, birth of child, divorce, etc.): 5%

**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

**Household Composition**
- Married couple, 70%
- Single female, 14%
- Single male, 8%
- Unmarried couple, 6%
- Other, 2%
Hispanic/Latino/Mexican/Puerto Rican

**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%

**Reasons to Purchase Home**
- Desire to own home of their own: 45%
- Desire to be closer to family/friends/relatives: 6%
- Desire for a larger home: 7%
- Change in family situation (e.g. marriage, birth of...): 6%

**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

**Household Composition**
- Married couple, 60%
- Single female, 19%
- Single male, 10%
- Unmarried couple, 9%
- Other, 3%
White/Caucasian

**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

**Reasons to Purchase Home**
- Change in family situation (e.g., marriage, birth of child, divorce, etc.): 8%
- Job-related relocation or move: 9%
- Desire to be closer to family/friends/relatives: 9%
- Desire for a larger home: 9%
- Desire to own: 26%
- Convenience to job: 44%
- Compromised on the price of their home: 21%
- Purchased a multi-generational home: 10%
- Moved from owned home prior to buying: 54%

**Type of Home Purchased**
- Detached single-family: 83%
- Townhouse/row house: 6%
- Duplex/apartment/condo: 5%
- Other: 6%

**Household Composition**
- Married couple: 64%
- Single female: 17%
- Single male: 8%
- Unmarried couple: 9%
- Other: 2%

**Unique to these buyers**
- 10% purchased a multi-generational home
- 21% compromised on the price of their home
- 54% moved from owned home prior to buying

2018 Profile of Home Buyers and Sellers