

Recent Home Buyer Profiles



National Association of REALTORS®

2015
PROFILE OF HOME BUYERS
AND SELLERS

The Voice for Real Estate®



November 13, 2015
National Association of REALTORS®
Research Division

Methodology

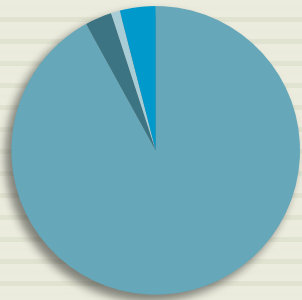
- ❑ Survey conducted among recent home buyers who purchased a home between July 2014– June 2015
- ❑ Seller information gathered from those home buyers who sold a home
- ❑ Mailed 94,971 questionnaires- response rate of 6.7%
- ❑ Names obtained from Experian
- ❑ Data in the presentation is based on medians or the typical buyer in the category and is not all-encompassing

Demographic Changes

	2010 Profile	2011 Profile	2012 Profile	2013 Profile	2014 Profile	2015 Profile
Median Age	39	45	42	42	44	44
Gross HH Income	\$72,200	\$80,900	\$78,600	\$83,300	\$84,500	\$86,100
Household Composition	58% married couples, 20% single females, 12% single males, 8% unmarried couples	64% married couples, 18% single females, 10% single males, 7% unmarried couples	65% married couples, 16% single females, 9% single males, 8% unmarried couples	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
Children in Home	35%	36%	41%	40%	35%	37%
Own a 2 nd Home	14%	19%	19%	19%	21%	19%

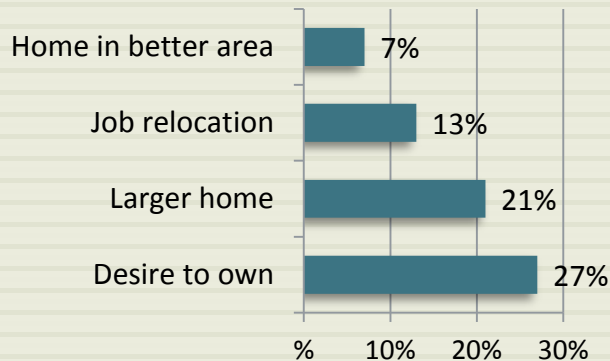
Married with Kids

Type of Home Purchased



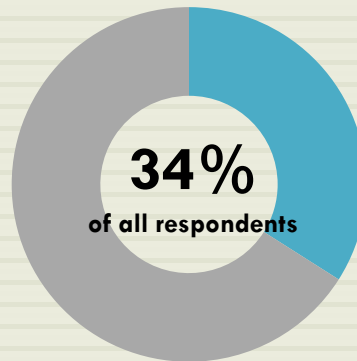
- Single Family, 92%
- Townhouse, 3%
- Apt/condo, 1%
- Other, 4%

Reasons to Purchase Home



Buyer Facts

- Median Age: 36
- Median Income: \$100,000
- 27% are first-time buyers
- 82% are buyers of previously owned homes
- 85% bought through an agent/broker
- Median square feet of home purchased: 2,200
- Median home price: \$260,000



14% of buyers bought multi-generational home

Reasons:

- Health/caretaking of aging parents-28%
- Cost savings- 15%
- To spend more time with aging parents- 12%
- Children/relatives over 18 moving back into house-7%

Unique to these buyers:

43% found the distance to schools important

9% bought directly from a builder or builder's agent

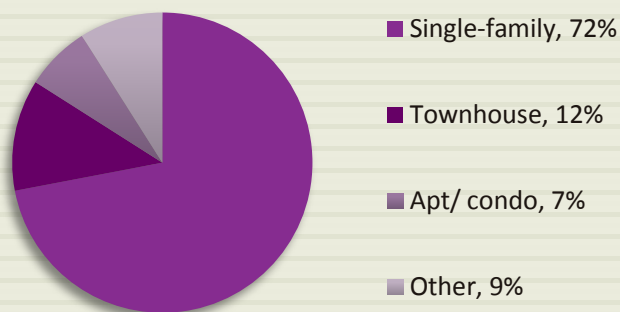
68% were repeat buyers

Typical home had 4 bedrooms and 2 bathrooms



Single Females

Type of Home Purchased



Buyer Facts

- Median Age: 50
- Median Income: \$57,300
- 39% are first-time buyers
- 87% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,600
- Median home price: \$169,100

Unique to these buyers:

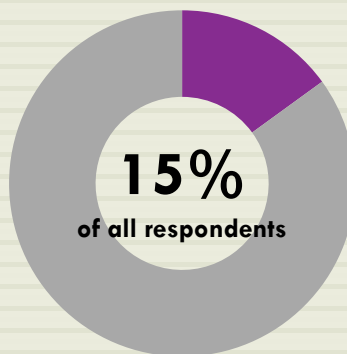
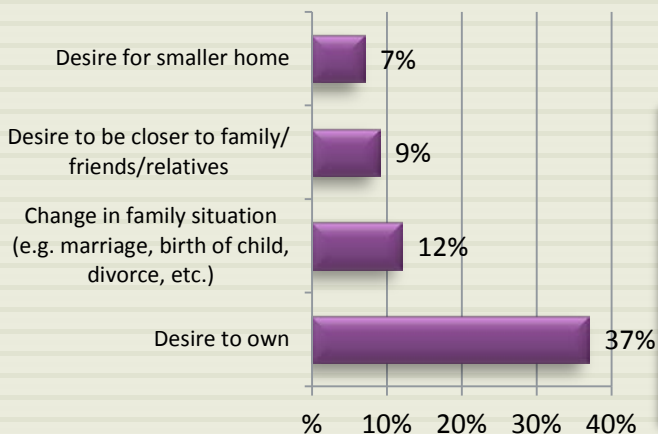
72%
purchased a
detached
single-family
home

12%
purchased a
townhouse/row
house

Convenience to
friends and family
was an influencing
factor, 43%

Typical home
had 3
bedrooms and
2 bathrooms

Reasons to Purchase Home

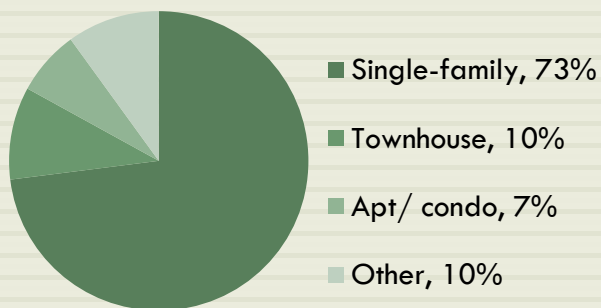


11% of buyers bought multi-generational home Reasons:

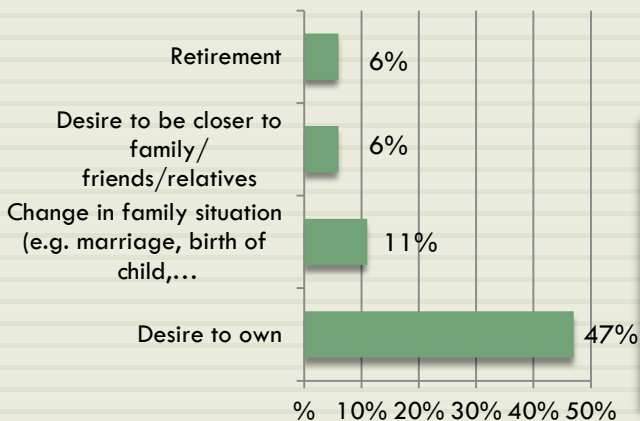
- Health/caretaking of aging parents-14%
- Children / relatives over 18 moving back into house-13%
- Cost savings- 9%
- Wanted a larger home that multiple incomes could afford together- 6%

Single Males

Type of Home Purchased

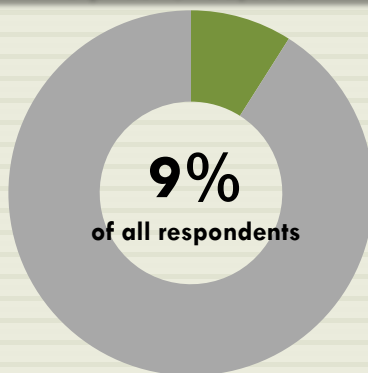


Reasons to Purchase Home



Buyer Facts

- Median Age: 45
- Median Income: \$67,000
- 39% are first-time buyers
- 90% are buyers of previously owned homes
- 89% bought through an agent/broker
- Median square feet of home purchased: 1,500
- Median home price: \$160,000



10% of buyers bought multi-generational home Reasons:

- Cost savings-27%
- Children over 18 moving back into house-13%
- Health/caretaking of aging parents-10%
- Wanted a larger home that multiple incomes could afford together- 10%

Unique to these buyers:

47% purchased because of the desire to own a home of their own

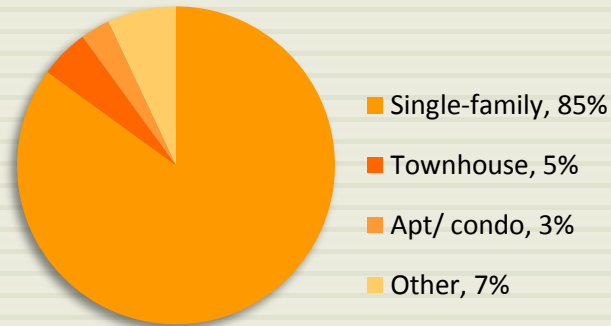
20% lived with parents, relatives, or friends prior to purchasing

Share of single males has dropped from 12% in 2010 to 9% in 2015

Typical home had 3 bedrooms and 2 bathrooms

Unmarried Couples

Type of Home Purchased



Buyer Facts

- Median Age: 33
- Median Income: \$87,600
- 57% are first-time buyers
- 91% are buyers of previously owned homes
- 88% bought through an agent/broker
- Median square feet of home purchased: 1,700
- Median home price: \$187,400

Unique to these buyers:

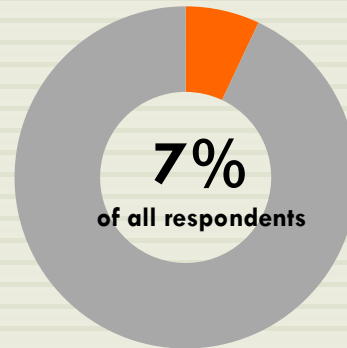
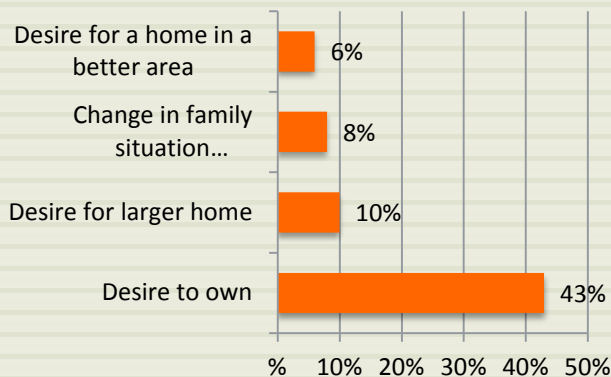
Convenience to job was an influencing factor more than any other group, 53%

57% rented an apartment or house prior to buying

Most optimistic their home is a good financial investment at 83%

Share of unmarried couples fell from 8% in 2014 to 7% in 2015

Reasons to Purchase Home

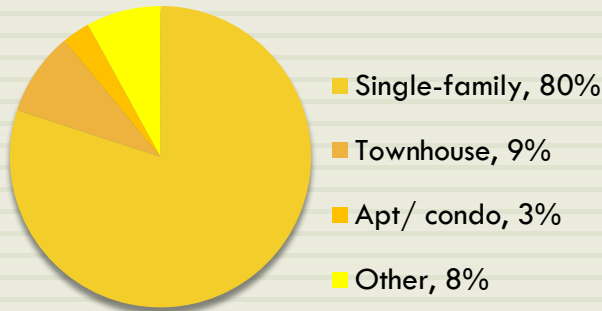


8% of buyers bought multi-generational home Reasons:

- Health/caretaking of aging parents-22%
- Cost savings-14%
- Children over 18 moving back into house-14%
- Wanted a larger home that multiple incomes could afford together- 8%

First-time Buyers

Type of Home Purchased



Buyer Facts

- Median Age: 31
- Median Income: \$69,400
- 88% are buyers of previously owned homes
- 88% bought through an agent/broker
- Median square feet of home purchased: 1,600
- Median home price: \$170,000

Unique to these buyers:

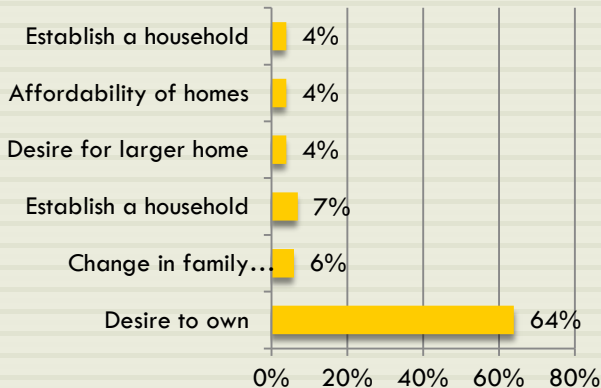
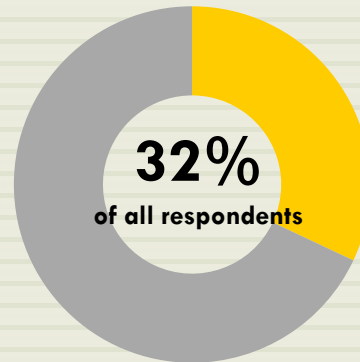
All-time lowest percent of first-time buyers at 32%

56% of first-time buyers were married couples, and 18% were single females

64% purchased for the desire to own a home of their own

33% of first-time buyers first looked online for properties for sale

Reasons to Purchase Home



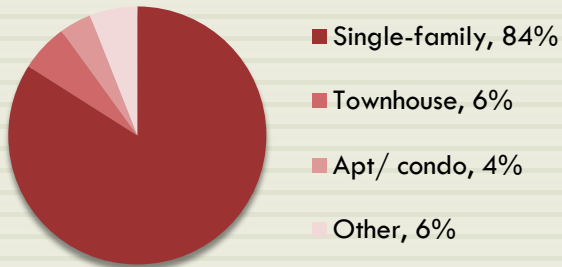
12% of buyers bought multi-generational home

Reasons:

- Cost savings-18%
- Health/caretaking of aging parents-17%
- Children over 18 never left home-8%
- Children over 18 moving back into house-7%

Repeat Buyers

Type of Home Purchased



Buyer Facts

- Median Age: 53
- Median Income: \$98,700
- 81% are buyers of previously owned homes
- 86% bought through an agent/broker
- Median square feet of home purchased: 2,000
- Median home price: \$246,400

Unique to these buyers:

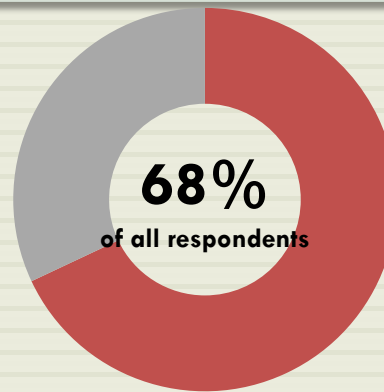
15% first contacted a real estate agent during the home buying process

Expect to stay in their home for 15 years

39% made no compromises on the characteristics of their home

Purchased to have a larger home and the desire to own a home of their own

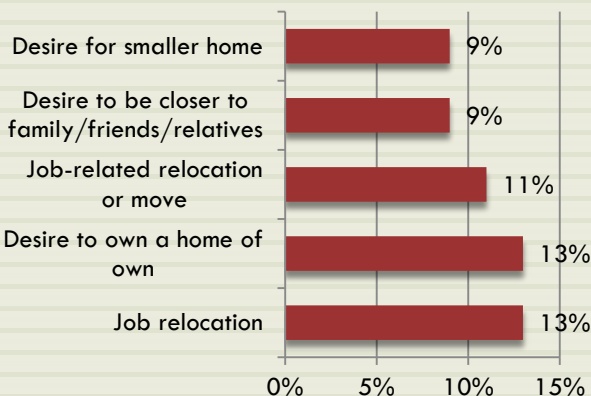
Reasons to Purchase Home



13% of buyers bought multi-generational home

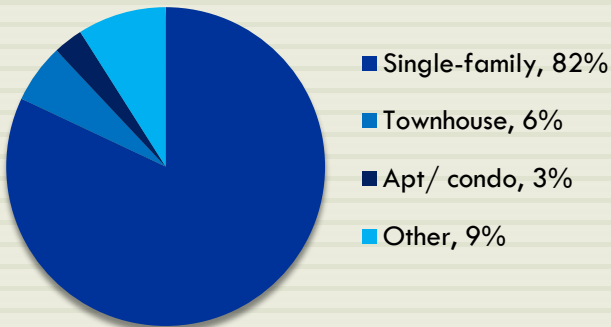
Reasons:

- Health/caretaking of aging parents-23%
- Cost savings-13%
- Children over 18 moving back into house-13%
- To spend more time with aging parents- 9%



Buyers of Multi-Generational Housing

Type of Home Purchased



Buyer Facts

- Median Age: 49
- Median Income: \$82,500
- 30% are first-time buyers
- 80% are buyers of previously owned homes
- 84% bought through an agent/broker
- Median square feet of home purchased: 2,200
- Median home price: \$231,000

Unique to these buyers:

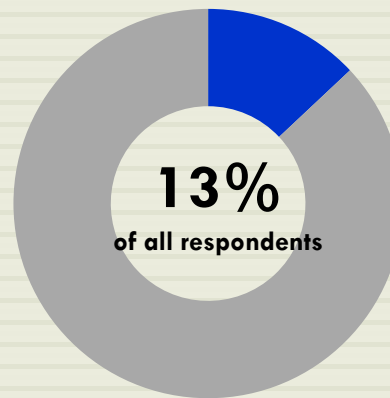
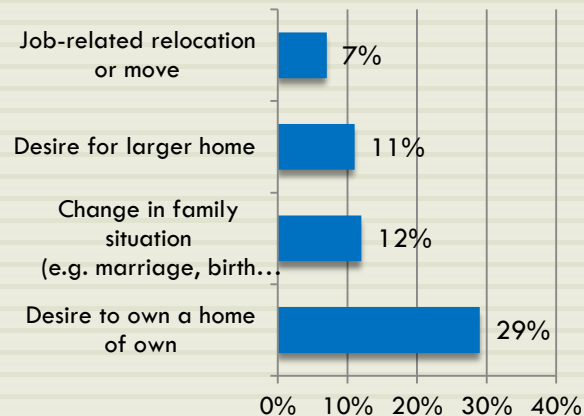
Homes typically had 4 bedrooms and 2 bathrooms

11% purchased because of the desire for a larger home

69% were married couples, and 13% were single females

7% were single males, and 4% were unmarried couples

Reasons to Purchase Home



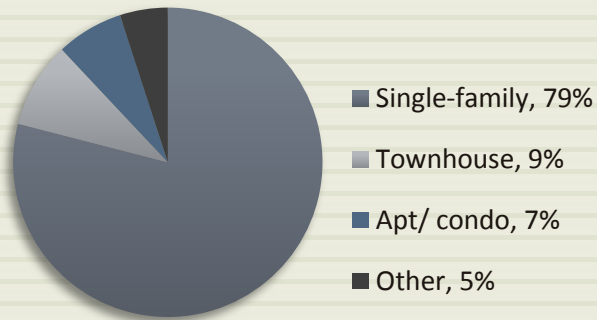
Reasons for purchasing multi-generational home:

- Health/caretaking of aging parents-22%
- Cost savings-14%
- Children/relative over 18 moving back into house-12%
- To spend more time with aging parents- 8%
- Children/relatives over 18 never left home- 8%

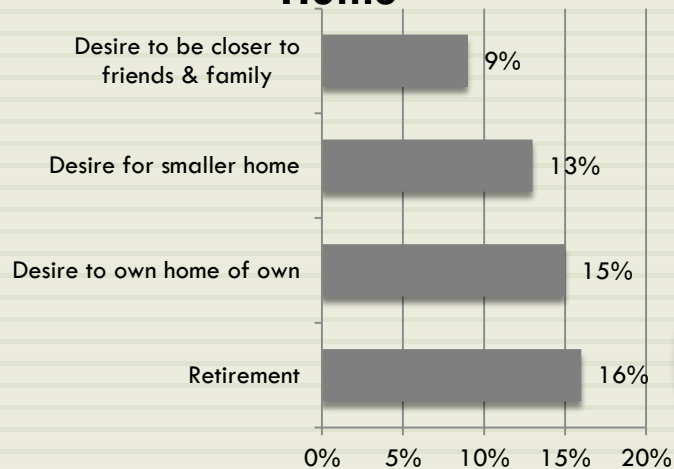


Buyers of Senior Housing

Type of Home Purchased



Reasons to Purchase Home



Buyer Facts

- Median Age: 66
- Median Income: \$78,800
- 5% are first-time buyers
- 77% are buyers of previously owned homes
- 80% bought through an agent/broker
- Median square feet of home purchased: 1,850
- Median home price: \$220,000

Unique to these buyers:

67% purchased detached single-family homes

Primarily purchased for retirement, 16%

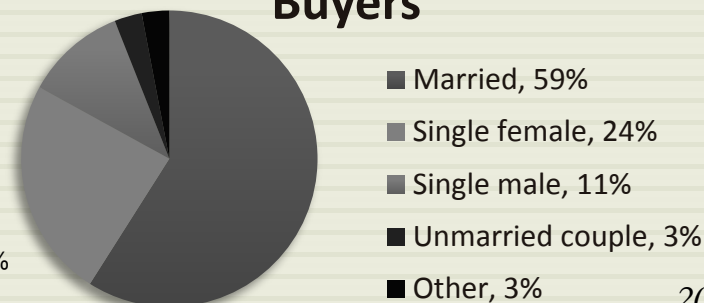
68% were married couples, and 16% were single females

Homes typically had 3 bedrooms and 2 bathrooms

8%

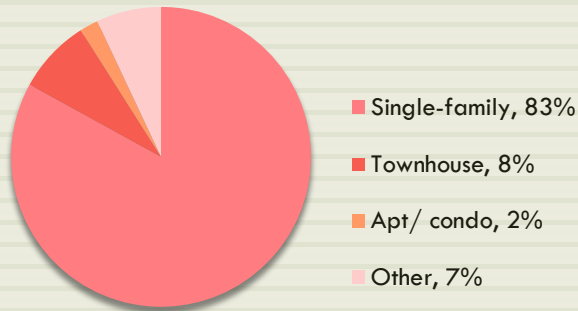
of all respondents

Household Composition of Buyers



Buyers Who Found Commuting Costs Very Important

Type of Home Purchased



Buyer Facts

- Median Age: 39
- Median Income: \$82,000
- 40% are first-time buyers
- 83% are buyers of previously owned homes
- 85% bought through an agent/broker
- Median square feet of home purchased: 1,900
- Median home price: \$212,000

Unique to these buyers:

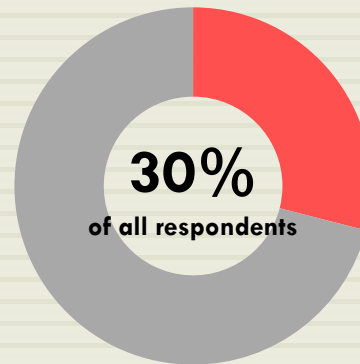
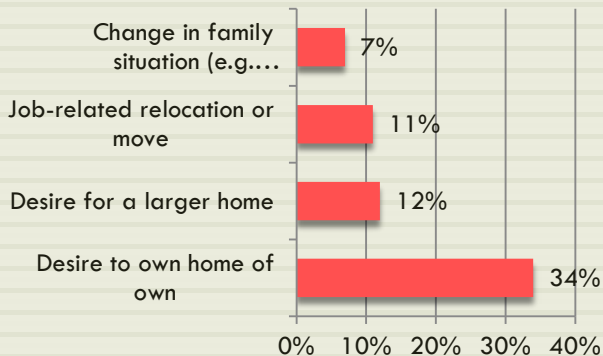
64% said that convenience to their job was most important when choosing a neighborhood

Typical home had 3 bedrooms and 2 bathrooms

23% compromised on the price of their home

53% purchased in a suburb/subdivision

Reasons to Purchase Home



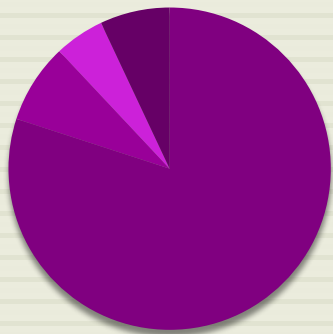
14% of buyers bought multi-generational home

Reasons:

- Cost savings-22%
- Health/caretaking of aging parents-17%
- Children over 18 moving back into house-9%
- Wanted a larger home that multiple incomes could afford- 6%
- Children/relatives over 18 never left home- 6%

Buyers Who Downsized Their Home

Type of Home Purchased



- Single-family, 80%
- Townhouse, 8%
- Apt/ condo, 5%
- Other, 7%

Buyer Facts

- Median Age: 60
- Median Income: \$92,000
- 1% are first-time buyers
- 82% are buyers of previously owned homes
- 85% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$220,000

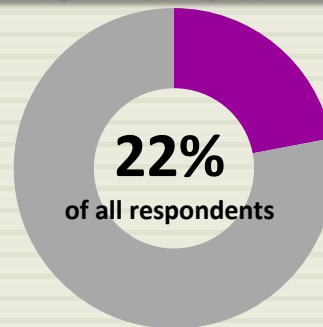
Unique to these buyers:

67% were married couples, 18% were single females

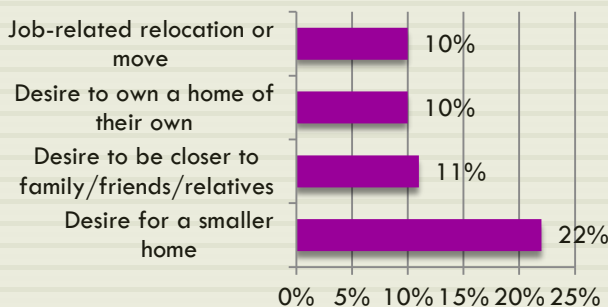
55% purchased a home in a suburb or subdivision

Typical home had 3 bedrooms and 2 bathrooms

Homes purchased were typically 700 square feet smaller than homes sold



Reasons to Purchase Home



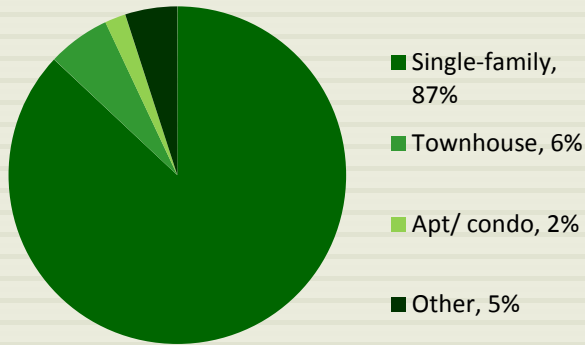
10% of buyers bought multi-generational home

Reasons:

- Children/relatives over 18 moving back into house- 24%
- Health/caretaking of aging parents-17%
- Cost savings-11%
- To spend more time with aging parents- 8%
- Children/relatives over 18 never left home- 8%

Buyers with Student Loan Debt

Type of Home Purchased



Buyer Facts

- Median Age: 33
- Median Income: \$86,400
- 54% are first-time buyers
- 87% are buyers of previously owned homes
- 89% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$207,000

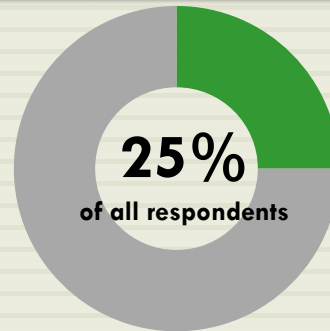
Unique to these buyers:

Typically had \$25,000 of student loan debt

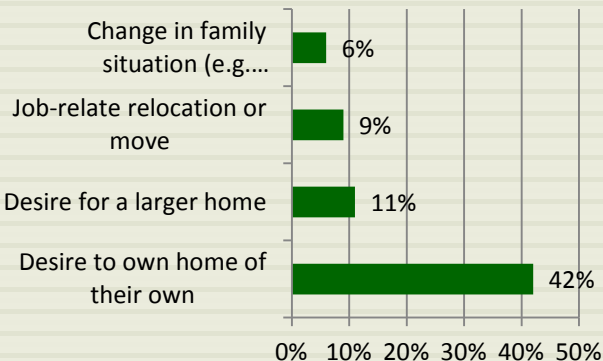
Debt delayed buyers from saving for a downpayment for 3 years

23% cited saving for the downpayment as the most difficult step in the homebuying process

49% cut spending on luxury and non-essential items to be able to make their home purchase



Reasons to Purchase Home



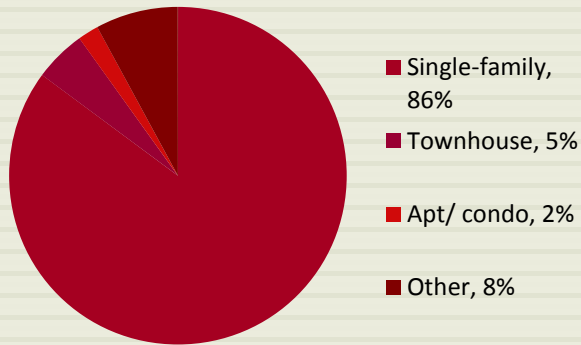
11% of buyers bought multi-generational home

Reasons:

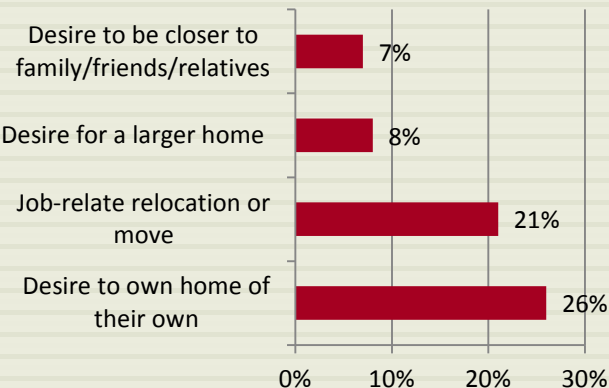
- Health/caretaking of aging parents-28%
- Cost savings-15%
- Children/relatives over 18 moving back into house-10%
- Children/relatives over 18 never left home- 8%
- Wanted larger home that multiple incomes could afford together- 9%

Buyers who are Active Military and Veterans

Type of Home Purchased

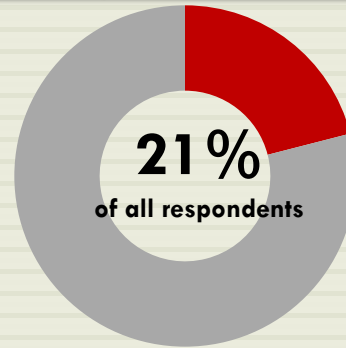


Reasons to Purchase Home



Buyer Facts

- Median Age: 48
- Median Income: \$79,500
- 28% are first-time buyers
- 81% are buyers of previously owned homes
- 85% bought through an agent/broker
- Median square feet of home purchased: 2,100
- Median home price: \$223,000



18% of buyers bought multi-generational home

Reasons:

- Children/relatives over 18 never left home- 13%
- Cost savings-12%
- Children/relatives over 18 moving back into house-12%
- To spend more time with aging parents- 11%

Unique to these buyers:

50% rented an apartment or house prior to their recent home purchase

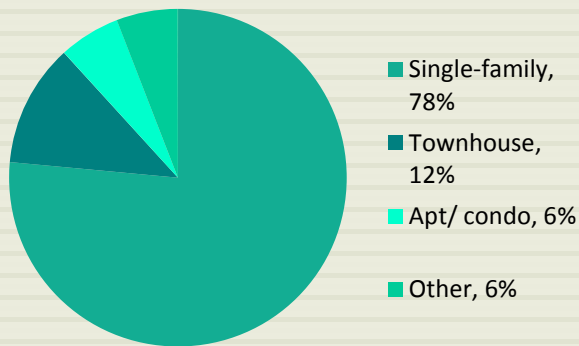
78% were married couples, 9% single males, and 6% single females

Virtual home tours were very useful to 41% of buyers

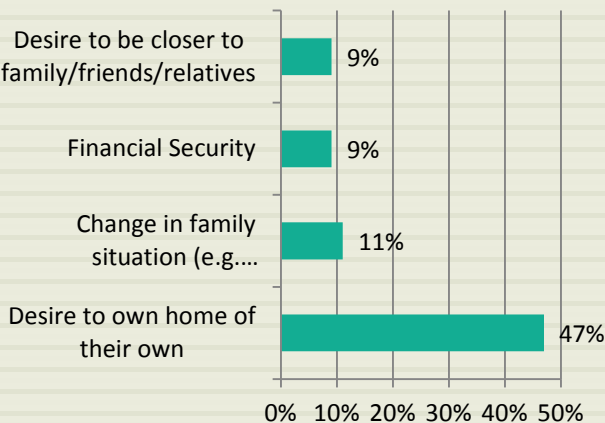
Active duty buyers were typically 34 years old, and veteran buyers were 61 years old

LGBT

Type of Home Purchased

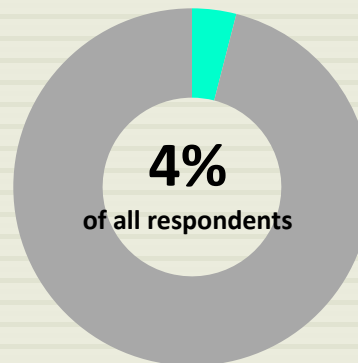


Reasons to Purchase Home



Buyer Facts

- Median Age: 39
- Median Income: \$61,000
- 50% are first-time buyers
- 90% are buyers of previously owned homes
- 91% bought through an agent/broker
- Median square feet of home purchased: 1,500
- Median home price: \$179,000



7% of buyers bought multi-generational home Reasons:

- Wanted a larger home that multiple income could afford- 34%
- Health/Caretaking of aging parents- 18%
- Cost savings- 6%

Unique to these buyers:

34% were married couples, and 12% unmarried couples

28% were single males, and 25% single females

54% rented an apartment or house prior to buying

43% owned their previous residence prior to their recent purchase