



# 2023 CONSUMER HOUSING TRENDS

Source: Zillow

## THE TYPICAL PROSPECTIVE BUYER

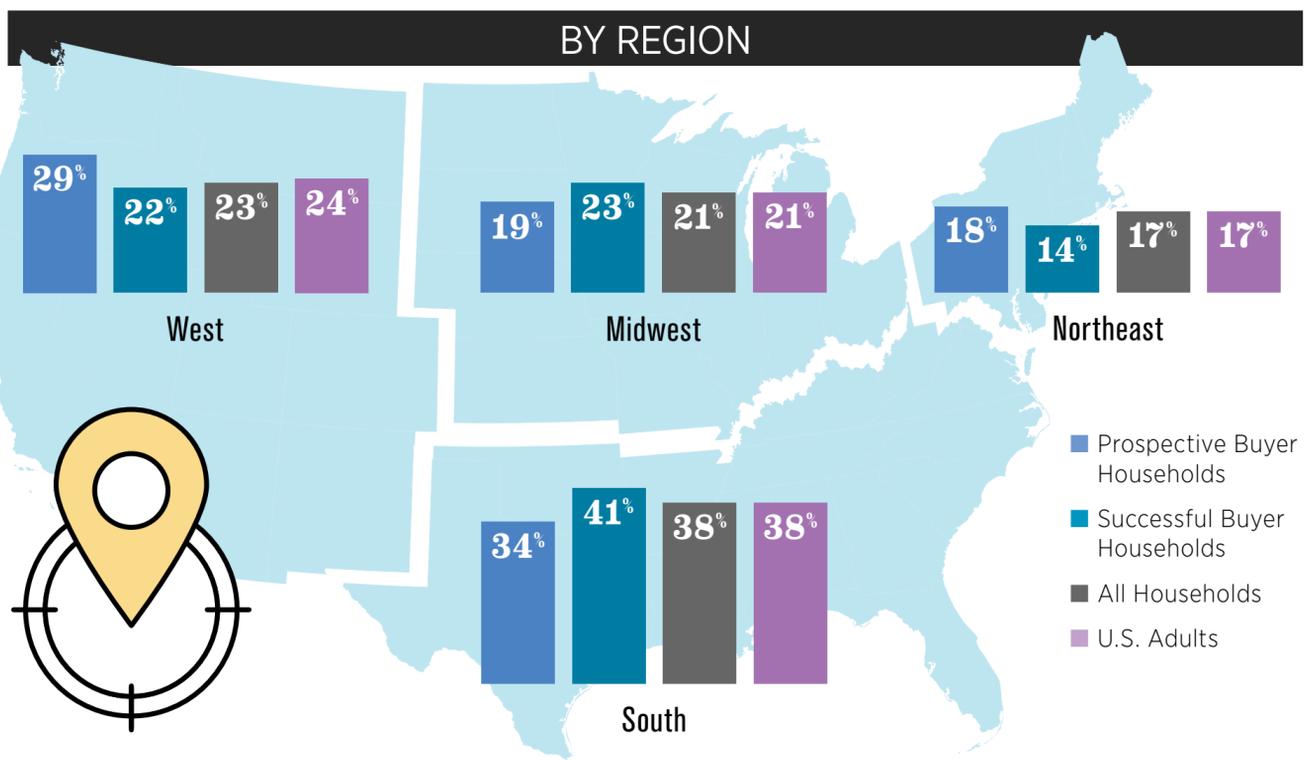
BY GENERATION	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
Gen Z (18-28)	20%	17%	13%	18%
Millennial (29-43)	43%	37%	27%	26%
Gen X (44-58)	27%	23%	24%	24%
Baby Boomer (59-78)	10%	21%	30%	27%
Silent Generation (79+)	<1%	3%	7%	5%

BY RACE & ETHNICITY	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
White or Caucasian	61%	69%	64%	61%
Latinx or Hispanic	18%	12%	12%	12%
Black or African American	13%	7%	15%	17%
Asian or Pacific Islander	4%	7%	5%	6%
Other	4%	5%	4%	5%

BY RELATIONSHIP STATUS	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
Never Married	22%	15%	18%	25%
Married or Partnered	70%	70%	59%	60%
Divorced, Separated or Widowed	9%	15%	23%	16%

 **23%** of U.S. adults say they intend to buy a home in the next year.

To access and read Zillow's 2023 Consumer Housing Trends Report, visit [bit.ly/Prospective-Buyers](#).



EDUCATION	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
High School Diploma or Less	27%	24%	35%	39%
Some College	19%	28%	27%	26%
Four-year College Degree	29%	29%	24%	22%
Postgraduate	25%	20%	14%	13%



The annual median household income among successful buyers is approximately **\$96,590**.

