2023 CONSUMER HOUSING TRENDS

Source: Zillow

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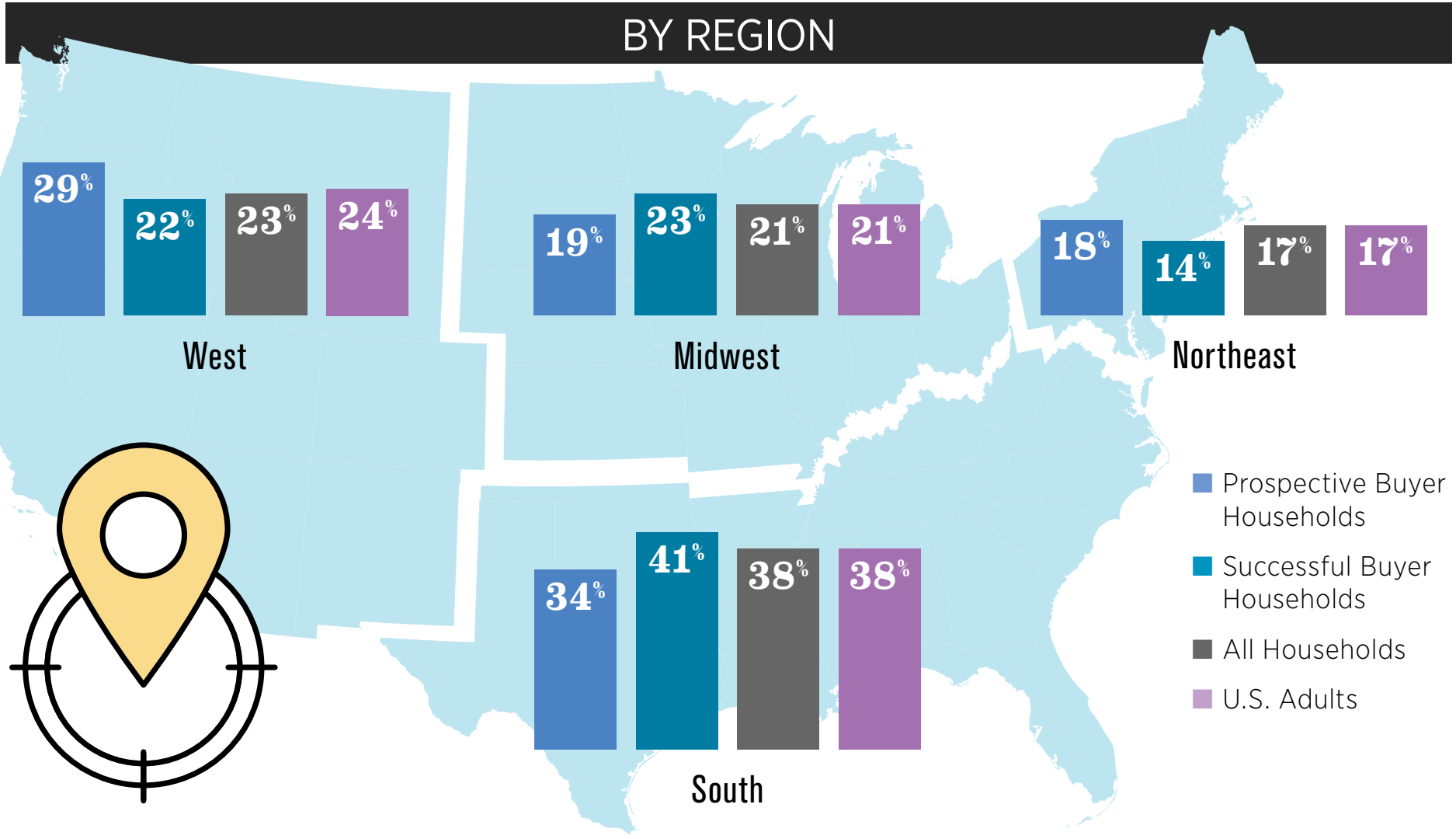
BY GENERATION	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
Gen Z (18–28)	20%	17%	13%	18%
Millennial (29–43)	43%	37%	27%	26%
Gen X (44–58)	27%	23%	24%	24%
Baby Boomer (59–78)	10%	21%	30%	27%
Silent Generation (79+)	<1%	3%	7%	5%

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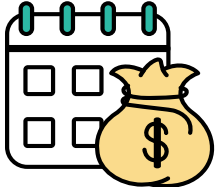
BY RELATIONSHIP STATUS	Prospective Buyers	Successful Buyers	Household Decision Makers	U.S. Adults
Never Married	22%	15%	18%	25%
Married or Partnered	70%	70%	59%	60%
Divorced, Separated or Widowed	9%	15%	23%	16%

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**.

BY REGION

West — 29%, 22%, 23%, 24%

Midwest — 19%, 23%, 21%, 21%

Northeast — 18%, 14%, 17%, 17%

South — 34%, 41%, 38%, 38%

Legend:
- Prospective Buyer Households
- Successful Buyer Households
- All Households
- U.S. Adults

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**.

BY INCOME

- Prospective Buyer Households
- Successful Buyer Households
- All Households

Less than $50,000 — 16%, 19%, 36%

$50,000–$99,999 — 28%, 27%, 28%

$100,000 or more — 56%, 42%, 36%