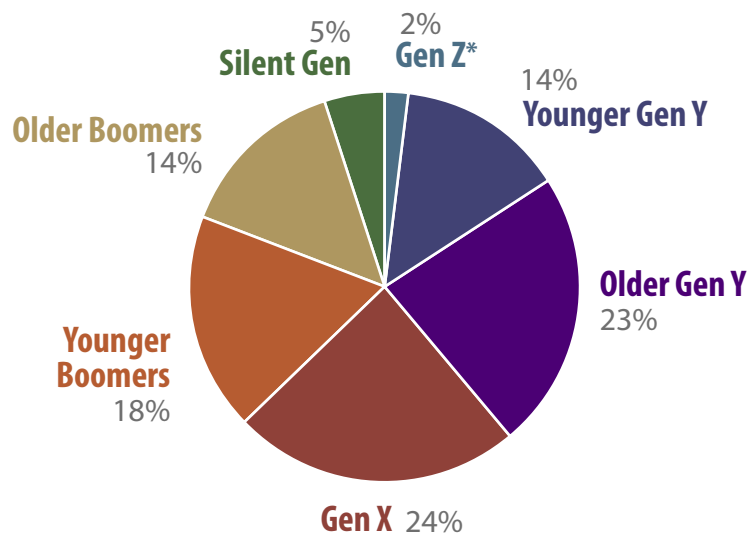


Buyer Characteristics by Generation – 2021

The National Association of Realtors performed a comprehensive survey of homebuyers in 2021 to find out who they are, what they purchased and more.

We put together a visual synopsis of some tangible data that may help Realtors tailor their marketing to focus on Buyers' most common traits.

The data below represents the medians of the complete data set. The full report is available on NAR's website, www.nar.realtor



Percentage of Buyers by Generation

Silent Generation Ages 75-95

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
1850 sq ft	\$267K	\$72K	1998

Younger Gen Y / Millennials Ages 22-30

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
1650 sq ft	\$229K	\$80K	1979

Older Boomers Ages 66-74

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
1900 sq ft	\$271K	\$82K	2000

Older Gen Y / Millennials Ages 31-40

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
2000 sq ft	\$300K	\$105K	1989

Younger Boomers Ages 56-65

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
1900 sq ft	\$277K	\$96K	1995

Gen X Ages 41-55

MEDIANS

House Size	Sale Price	Buyer Income	Year Built
2100 sq ft	\$305K	\$113K	1994