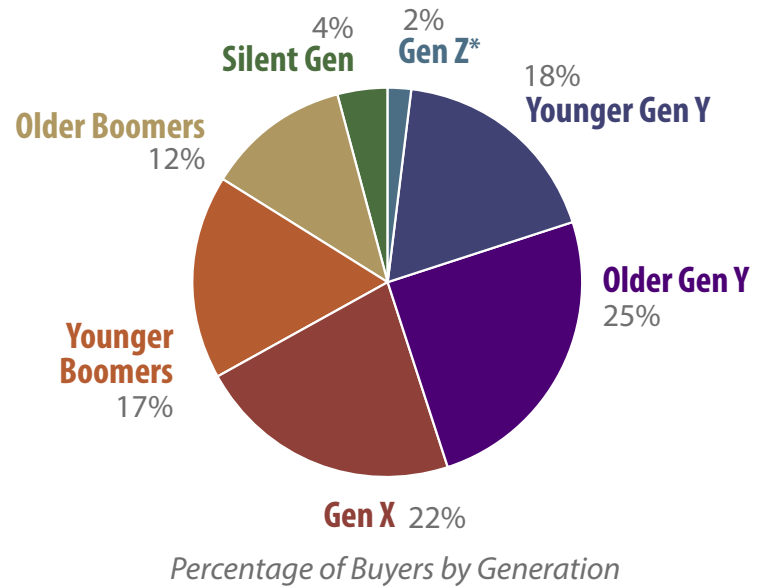


# Buyer Characteristics by Generation – 2022

The National Association of Realtors performed a comprehensive survey of homebuyers in 2022 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](http://www.nar.realtor)



## Silent Generation Ages 76-96

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
1800 sq ft	\$296K	\$74K	2000

## Younger Gen Y / Millennials Ages 23-31

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
2100 sq ft	\$250K	\$90K	2000

## Older Boomers Ages 67-75

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
2000 sq ft	\$295K	\$85K	2003

## Older Gen Y / Millennials Ages 32-41

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
2400 sq ft	\$315K	\$110K	1998

## Younger Boomers Ages 57-66

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
2000 sq ft	\$301K	\$98K	2002

## Gen X Ages 42-56

MEDIANS			
House Size	Sale Price	Buyer Income	Year Built
2300 sq ft	\$320K	\$125K	1998