

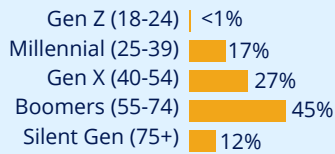
# Homeowners

Understanding the housing market requires in-depth knowledge about the participants. Each year, Zillow surveys more than 10,000 market participants -- homeowners, buyers, sellers and renters -- to learn more about them and gauge their attitudes and behavior. Here's a small slice of what we know in 2019 about homeowners (defined as households who own their home and haven't moved their primary residence in the past year). For more information, contact [press@zillow.com](mailto:press@zillow.com).

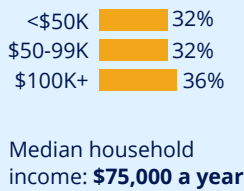
## TYPICAL HOMEOWNER



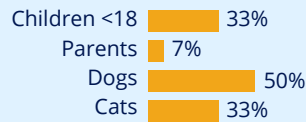
## GENERATION



## INCOME\*

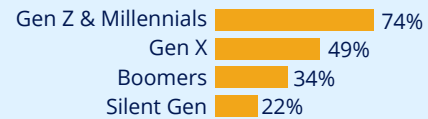


## LIVES WITH



## ORIGINAL HOME

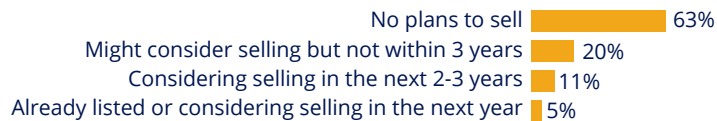
**43%** of homeowners still live in the first home they purchased. By generation:



## TO SELL OR NOT TO SELL

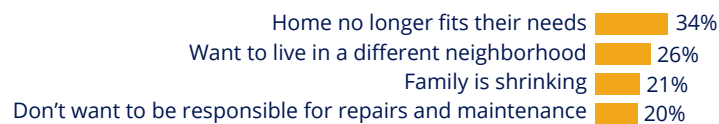
### MOST DO NOT WANT TO SELL

Most homeowners do not plan to sell any time soon:



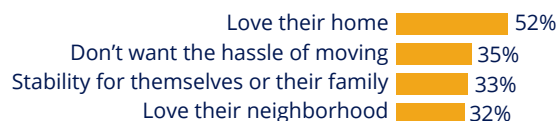
### WHY THEY MIGHT SELL

Among homeowners with plans to sell in the next three years, their top reasons are:



### WHY MOST WANT TO STAY PUT

Among the **63%** of homeowners with no plans to sell in the next three years, their top reasons are:



### GENERATIONAL DIFFERENCES

Older generations are the least likely to be planning to sell in the next three years. Here's the share of each generation that is planning to:



**60%** of homeowners are still paying off their mortgages and **90%** do not use their home to generate income

## SATISFACTION LEVELS

**Three-quarters** of homeowners say they would buy the same home again.



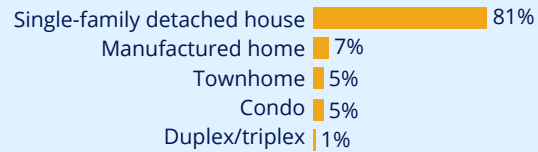
Owners of larger homes and those who have owned other homes before are more likely to say they would buy their current home again.

\*Homeowner income data are from a Zillow analysis of the U.S. Census Bureau, American Community Survey, 2017

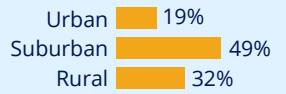
## TYPICAL HOME OWNED



## HOME TYPE



## URBANICITY



## IMPROVEMENT & MAINTENANCE

### HOME CONDITION

Only **19%** of homeowners say their homes are like new. The rest say their homes need:



### IMPROVEMENTS

Among the **69%** of homeowners who did some improvement in the past year, the average number of improvements was **2.7**. The most common for all homeowners were:



### COST & EXPECTATIONS

Among those making improvements, the most common amount spent was between **\$1,000** and **\$5,000** (**32%** spent this amount). Improvements took:



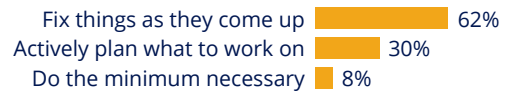
### UNFINISHED BUSINESS

Younger homeowners were more likely to make improvements and more likely to have an unfinished project.



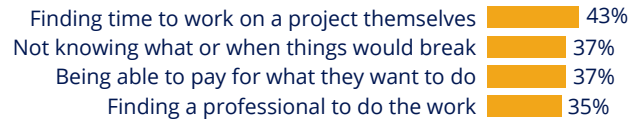
Of homeowners started a home improvement project and have not finished it.

### MAINTENANCE (LACK OF) PLANNING



### PAIN POINTS

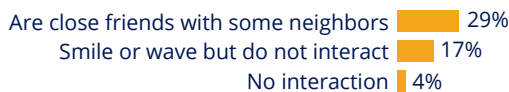
These home-improvement decisions proved to be the most difficult:



Gen X is the most likely generation to have difficulty finding time to work on projects themselves (**52%**).

## NEIGHBORS

**51%** of homeowners say they talk occasionally when they see their neighbors outside their homes. The rest:



## WHO CAN AFFORD A \$1K UNEXPECTED EXPENSE

In contrast to just **51%** of renters saying they could afford a **\$1,000** unexpected expense, **80%** of homeowners say they could. The share who say they can varies by generation:



## ZILLOW

Zillow is transforming how people buy, sell, rent and finance homes by creating seamless real estate transactions for today's on-demand consumer. Zillow also operates an industry-leading economic research bureau of economists, data analysts, applied scientists and engineers led by Zillow Group's Chief Economist Dr. Svenja Gudell. Launched in 2006, Zillow is owned and operated by Zillow Group, Inc. (NASDAQ:Z and ZG), and headquartered in Seattle.

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