



# Home Buyer Profile

First Step Taken During the Home Buying Process	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Looked online for properties for sale	42%	41%	46%	44%	41%	35%
Contacted a real estate agent	17	13	15	20	21	28
Looked online for info about the home buying process	14	18	14	11	8	6
Drove by homes/neighborhoods	7	4	5	8	10	10
Contacted a bank or mortgage lender	6	9	7	6	3	2
Talked w/ a friend/relative about the home buying process	5	9	5	3	3	3
Visited open houses	3	2	2	3	4	7
Contacted builder/visited builder models	2	1	1	2	3	2
Looked in newspapers, magazines or home buying guides	1	1	1	2	2	3
Contacted a home seller directly	1	1	1	1	1	2

Information Sources Used in Home Search	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Online website	89%	94%	92%	89%	82%	73%
Real estate agent	89	90	88	89	86	89
Yard sign	51	50	51	56	49	52
Open house	45	42	48	49	45	41
Mobile or tablet website or application	45	58	53	34	20	16
Online video site	27	20	28	34	32	30
Print newspaper advertisement	23	18	21	27	30	32
Home builder	17	14	19	18	18	5
Home book or magazine	15	14	15	14	17	17
Billboard	5	3	6	5	3	5
Television	4	4	5	4	4	3
Relocation Company	3	2	4	3	2	2

Length of Search	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Number of weeks searched	12	12	12	12	10	8
Number of weeks searched before contacting an agent	2	2	2	2	2	2
Number of homes viewed	10	10	10	10	10	10

Where Buyer Found the Home They Purchased	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Internet	43%	52%	48%	39%	33%	24%
Real estate agent	33	31	29	36	36	44
Yard sign/open house sign	9	7	8	11	13	13
Friend, relative or neighbor	6	4	6	6	7	4
Home builder or their agent	5	4	6	6	7	4
Directly from sellers/Knew the sellers	2	2	2	1	2	3
Print newspaper advertisement	1	*	1	1	1	1
Home book of magazine	*	*	*	*	*	*
Other	1	*	1	1	1	1

\* Less than 1%