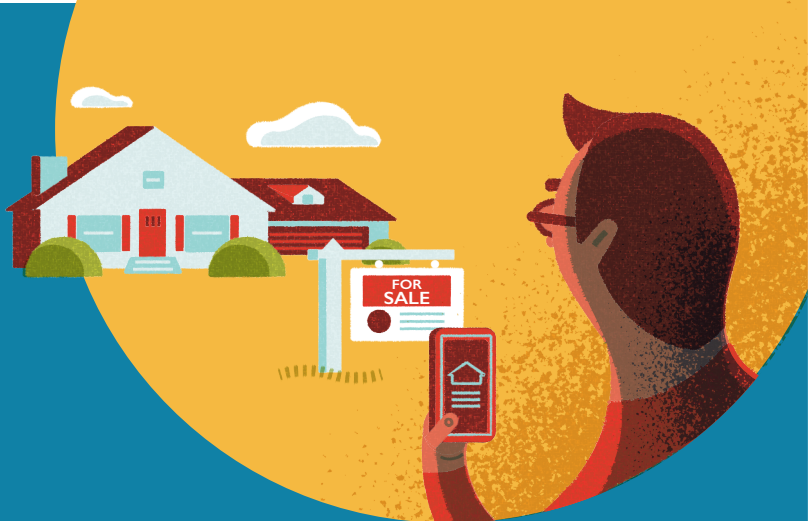


# Get to know the Gen Z Homebuyer



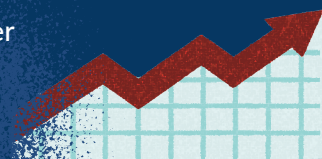
“Gen Z” refers to those born between 1997 and 2012.

It's the first generation to grow up with the Internet and social media close at hand — they're often referred to as the first “digital natives.”

Learn more about their unique desires and the challenges they face on the road to homeownership.

They've always faced a tough housing market...

**51.1%** Climb in starter home prices since 2019



...yet, they're committed to homeownership



**89%** feel that owning a home is a good investment

Accommodating lifestyle changes and improving financial security are their top motivators to becoming homeowners

**52%** Desire to start a family



**47%** Want a stable housing payment

They're prepared to make financial tradeoffs to reach their homeownership goals

**91%**

Owning a home is an important goal



What first-time home buyers are willing to sacrifice to make homeownership happen



**26%**

Luxury items



**21%**

Entertainment



**15%**

Clothes

Gen Z prioritizes walkability...

...ranking it **#1** across all subgroups



Sources: U.S. Bureau of Labor Statistics, Kantar US MONITOR (Youth) 2024, Redfin



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