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# CONSUMER TRENDS AND INSIGHTS

YOUR TOOLKIT TO CREATE IMPACTFUL MARKETING

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## GEN Z & HOMEOWNERSHIP

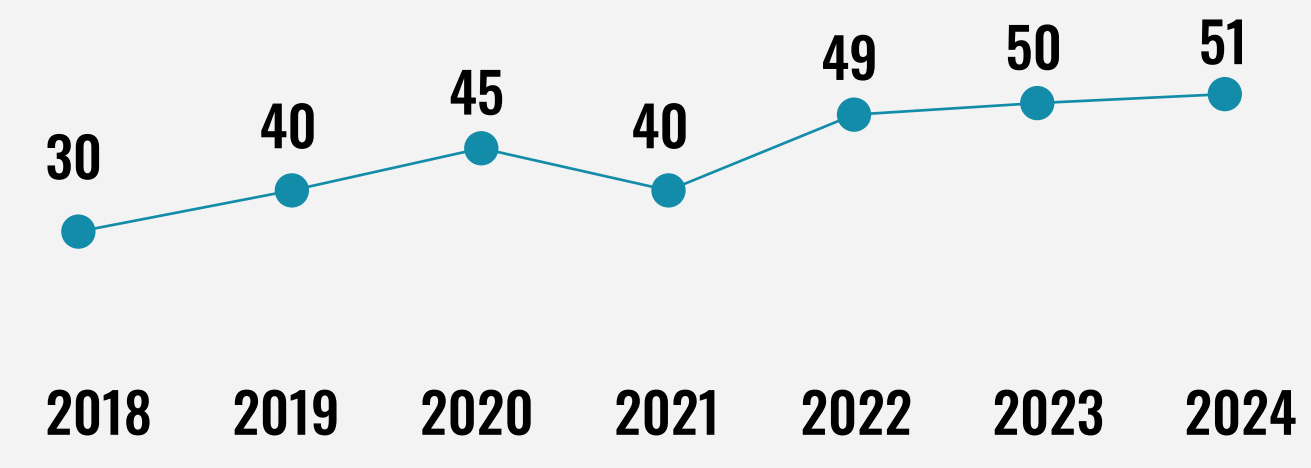
# GEN Z HAS THEIR EYE ON HOMEOWNERSHIP, AND THEY ARE INCREASINGLY ENTERING THE MARKET

SHARE OF AMERICANS AGES 18-29 WHO:



SOURCE: FEDERAL RESERVE 2024

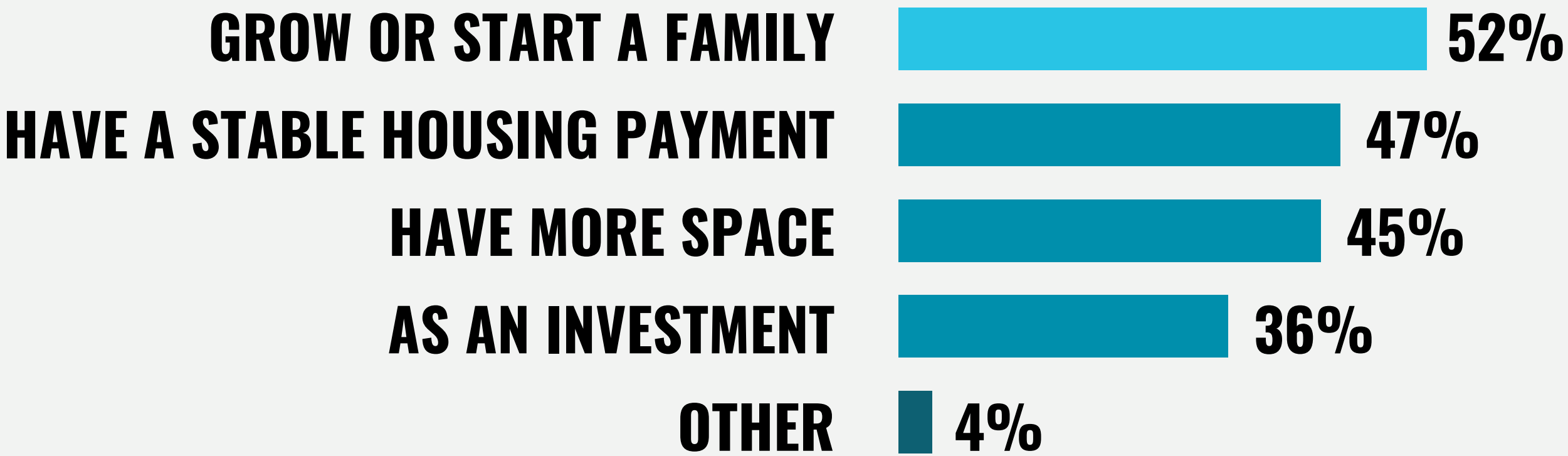
I PLAN TO PURCHASE MY FIRST OR NEXT HOME  
WITHIN THE NEXT FIVE YEARS



SOURCE: KANTAR U.S. MONITOR 2018-2024

# GEN Z'S HOMEOWNERSHIP ASPIRATIONS ARE DRIVEN BY BOTH LIFESTYLE CHANGES AND A DESIRE FOR FINANCIAL SECURITY

FOR WHICH OF THE FOLLOWING REASONS DO YOU PLAN TO BUY YOUR FIRST OR NEXT HOME?  
(AMONG GEN Z WHO INTEND TO BECOME HOMEOWNERS)



SOURCE: KANTAR U.S. MONITOR 2024 (YOUTH). ALL DATA ARE AMONG GEN Z AGES 18+ UNLESS OTHERWISE NOTED.

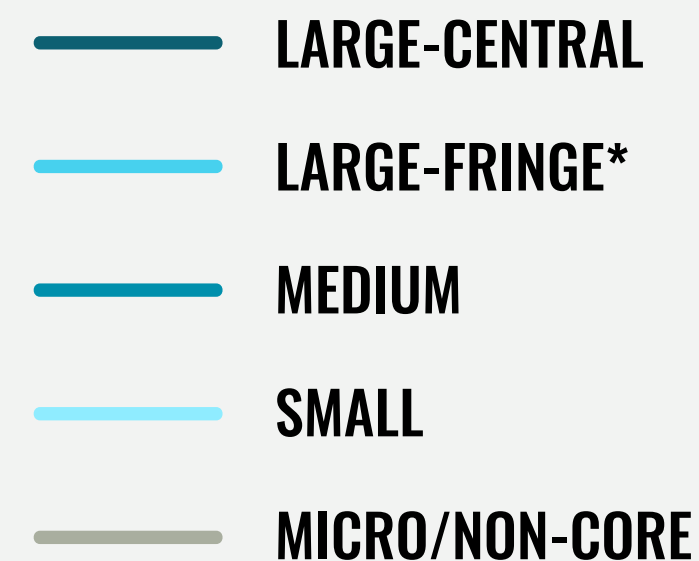
# WHILE SINGLE-FAMILY HOMES ARE STILL THE MAIN ASPIRATION, THE LOCATION OF HOMES MAY BE DIFFERENT

WHEN YOU ARE READY TO MOVE NEXT, WHICH OF THE FOLLOWING OPTIONS ARE YOU CONSIDERING AS YOUR NEXT PRIMARY PLACE OF RESIDENCE? (AMONG GEN Z WHO INTEND TO BECOME HOMEOWNERS)

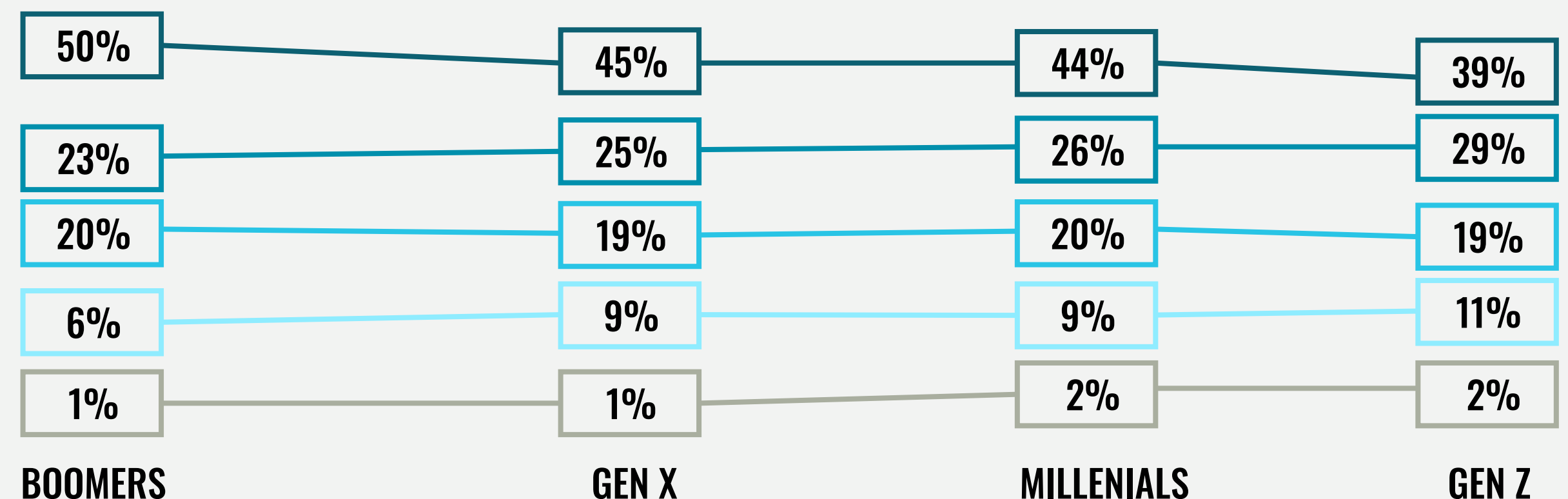


## LOCATIONS OF THE POPULATION 20-19 YEARS OF AGE BY COHORT (METROS)

SOURCE: FEDERAL RESERVE BANK OF ST. LOUIS, 2024

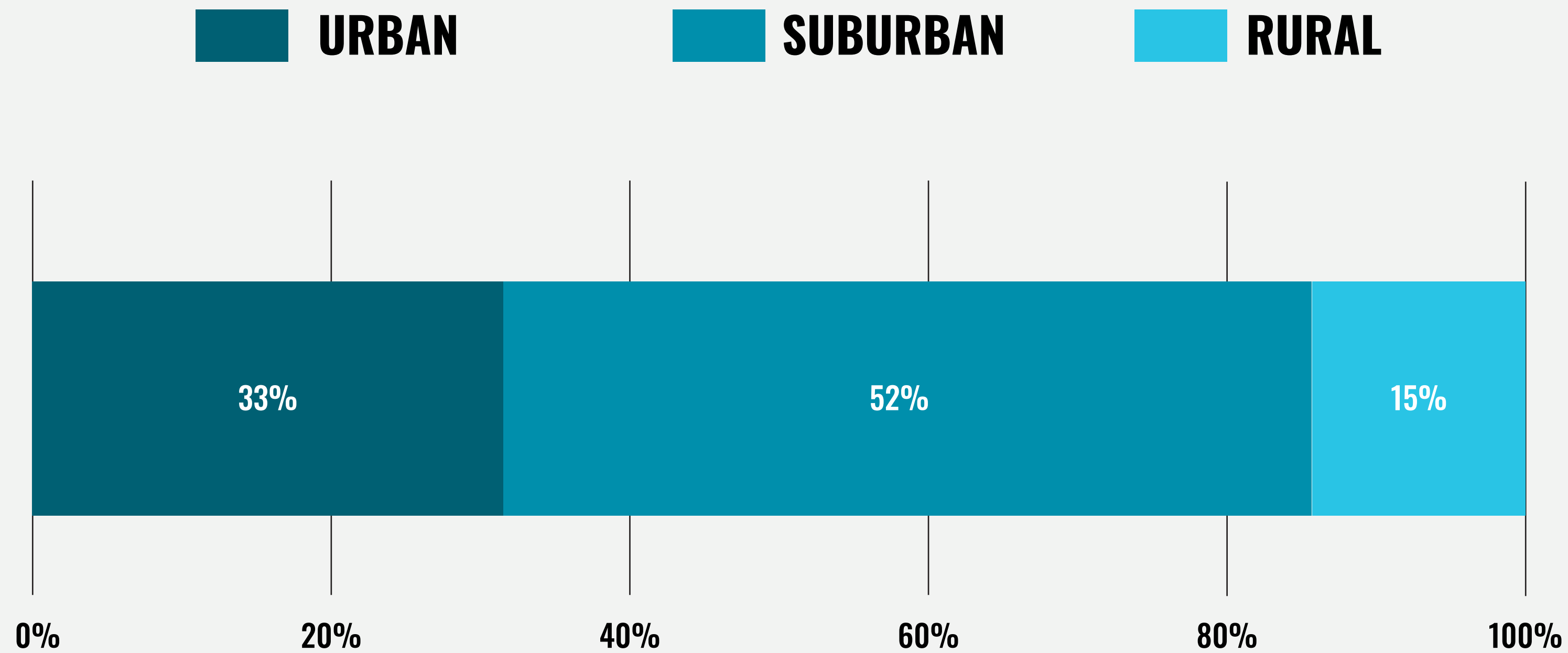


\*Counties containing over 1 million in population not contained in their largest principal city or a city of over 250,000 residents.



# IN WHAT AREA ARE YOU MOST LIKELY TO BUY YOUR FIRST OR NEXT HOME?

(AMONG GEN ZS WHO INTEND TO BECOME HOMEOWNERS)



SOURCE: KANTAR U.S. MONITOR 2024 (YOUTH)

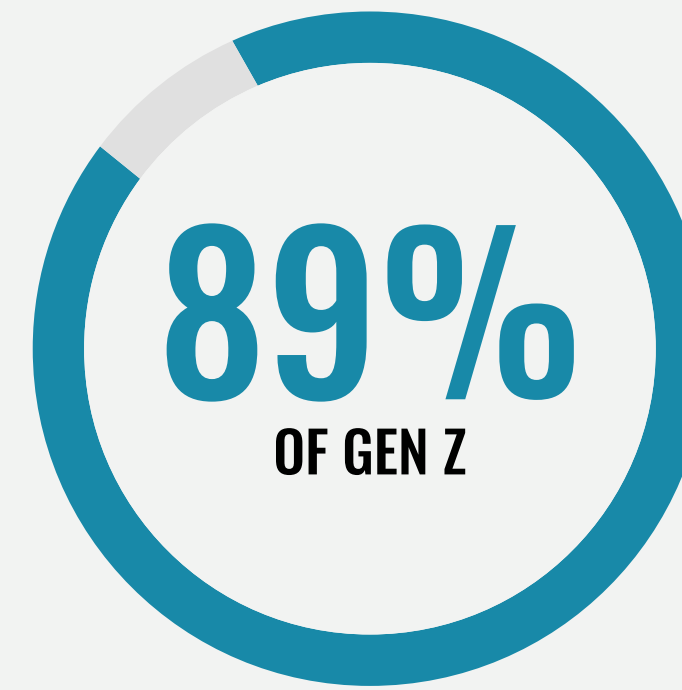
# GEN Z PRIORITIZES WALKABILITY AND NEARBY ACTIVITIES

VERY/SOMEWHAT IMPORTANT  
IN DETERMINING WHERE TO LIVE?  
(RANK SUMMARY AMONG GEN Z WHO  
INTEND TO BECOME HOMEOWNERS)

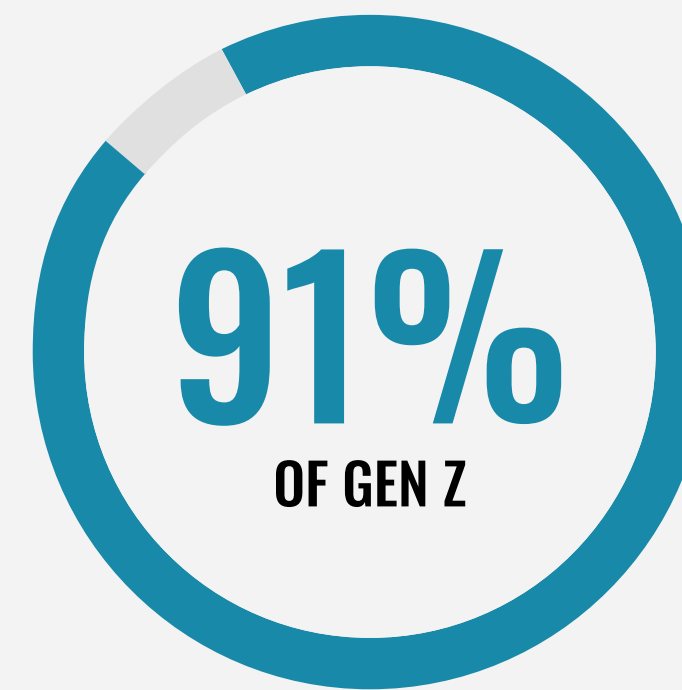
	TOTAL GEN Z RANK
WALKABILITY	1
PROXIMITY TO SHOPPING & ENTERTAINMENT	2
PET-FRIENDLY	3
GREEN SPACES NEARBY	4
FEELS LIKE A COMMUNITY	5
GOOD SCHOOL SYSTEM	6
PROXIMITY TO FAMILY	7
DIVERSE NEIGHBORHOOD AMENITIES	8
	9

SOURCE: KANTAR U.S. MONITOR 2024 (YOUTH)

# **GEN Z VIEWS HOMEOWNERSHIP AS A WORTHWHILE INVESTMENT, EVEN IF IT MEANS MAKING TRADEOFFS**



**AGREE: I BELIEVE BUYING A HOME  
IS A GOOD INVESTMENT**



**SAY OWNING THEIR OWN HOME  
IS VERY/SOMEWHAT IMPORTANT  
TO PERSONALLY ACHIEVE IN THEIR LIFE**

SOURCE: KANTAR U.S. MONITOR 2024 (YOUTH)