

CONSUMER HOUSING TRENDS REPORT 2024

A data-driven look at buyer preferences and
the new construction market in 2024



SPONSOR:

Kenny McCray

DATA & ANALYSES:

Manny Garcia and Edward Berchick,
ZG Population Science

CONTRIBUTORS:

Heather Blackford, Orphe Divounguy, Sanjit
Dosanjh, Isabel Foley, Radmila Zelic Josimov,
Susan Kelleher, Stuart Pidrak, Ian Port,
Ariel Smith, Jordan Teicher, Randy Wilcox

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FOREWORD AND KEY FINDINGS

The appetite for new construction continues to grow, even as affordability remains a challenge for many.



FOREWORD

If you're looking for a sign of where new construction might be headed in 2024, consider this: Approximately 23% of U.S. adults say they intend to buy a home in the next year, but only about 5% have succeeded in any given recent year. Put another way, roughly 34 million prospective buyers are competing for no more than 6 million homes – about 4 million of which are existing construction.

Given the wide gap between supply and demand, builders can continue to expect an ample customer base. Many aspiring homeowners report a strong desire to buy a newly built home and a willingness to tap multiple sources to pay for it, even in the face of stiff affordability challenges.

These are some of the findings in Zillow's 2024 New Construction Consumer Housing Trends Report, which is based on a 2023 survey of 6,500 buyers who purchased a home in the past two years – 2,500 of them new construction. The report reveals who is buying new construction, what they want, the tools they use to find their homes, and pain points along the way. It also shows the preferences of prospective buyers currently in the market for a home.

The report defines new construction buyers as household decision makers who own and live in a new construction home they bought in the past two years, while existing home buyers are those who bought a resale home in the past two years. Prospective buyers are those who say they intend to buy a home in the next year.

The findings suggest that builders have reason for optimism, provided they can continue to meet the moment by helping buyers keep monthly costs down in the face of rising land and labor costs, labor shortages, and the one-two punch of rising home prices and interest rates.

“One big surprise was the increase in housing starts that we saw at the start of 2023,” says Zillow Senior Economist Orphe Divounguy. “Builders realized that existing homes weren't coming on the market and that there was still enough demand out there – or potential demand out there, so they started building again.”

The result: a big year for new construction in 2023, with more interest on the way in 2024.

KEY FINDINGS FOR 2024



89% of new construction buyers say that staying within their initial budget is highly important.

Takeaway: Take this as a sign that buyers are keenly focused on the bottom line. Rate buydowns can be a major draw, and future deals may depend on them, especially if price increases and mortgage rates remain major sticking points for buyers.



42% of new construction buyers were only interested in exploring new construction homes when they started their search – a trend that has grown for three straight years.

Takeaway: Lean into the features buyers would have a harder time finding in older existing homes, like smart home technology, close-in dog parks, hot tubs, and other communal perks and spaces that buyers say they want.



60% of new construction buyers said they moved into a new subdivision, down from 67% a year prior. The share of new construction purchases in existing communities increased for the third consecutive year.

Takeaway: As the labor market softens and some people are required to return to the office, living close to your job could be making a comeback. Zillow research shows that demand for homes near urban job centers will likely grow, making infill lots desirable for a growing share of buyers.



63% of buyers viewed smart home capabilities as highly important

Takeaway: This is another area where builders have a clear advantage over existing homes, which are tougher to customize. Zillow research found that smart security features, thermostats, and other tech add outsized value. The share of buyers highly interested in smart home features jumped 29 percentage points since 2019.



About half of buyers want the opportunity to rent out their homes, now and in the future.

Takeaway: This striking trend underscores how more buyers may see rental income as a way to make ownership more affordable. In 2019, only 23% placed high importance on the opportunity to rent out their home in the future. You could also draw implications here tied to the way homes are configured for shared living and the rising interest in accessory dwelling units.



Nearly 3 in 4 new construction buyers have a pet – the most common being a dog – and those pets play a big role in buyer decisions.

Takeaway: Treat pets as family and incorporate them into your marketing materials to give buyers a clear picture of how their lives might unfold in your homes. Accommodate pets' needs for safety, play, and comfort or buyers could look elsewhere.

MAJOR CHANGES FROM LAST YEAR

A global pandemic, historic economic change, and an unprecedented shift in the housing market have been hallmarks of the past few years. While some buyer behaviors and preferences stayed consistent through it all, we uncovered a number of notable differences from last year's report.



Buyers who say it's very important their home be **within their initial budget**

+9%



Buyers who say an **energy efficient home** is very important to them

+9%



Share of buyers who **finance their down payment** with the sale of a previous home

-8%



New construction buyers who bought a home in **an existing community**

+7%



Shoppers who say they want **more dynamic floor plans**

+7%



Buyers who **want a completed home**

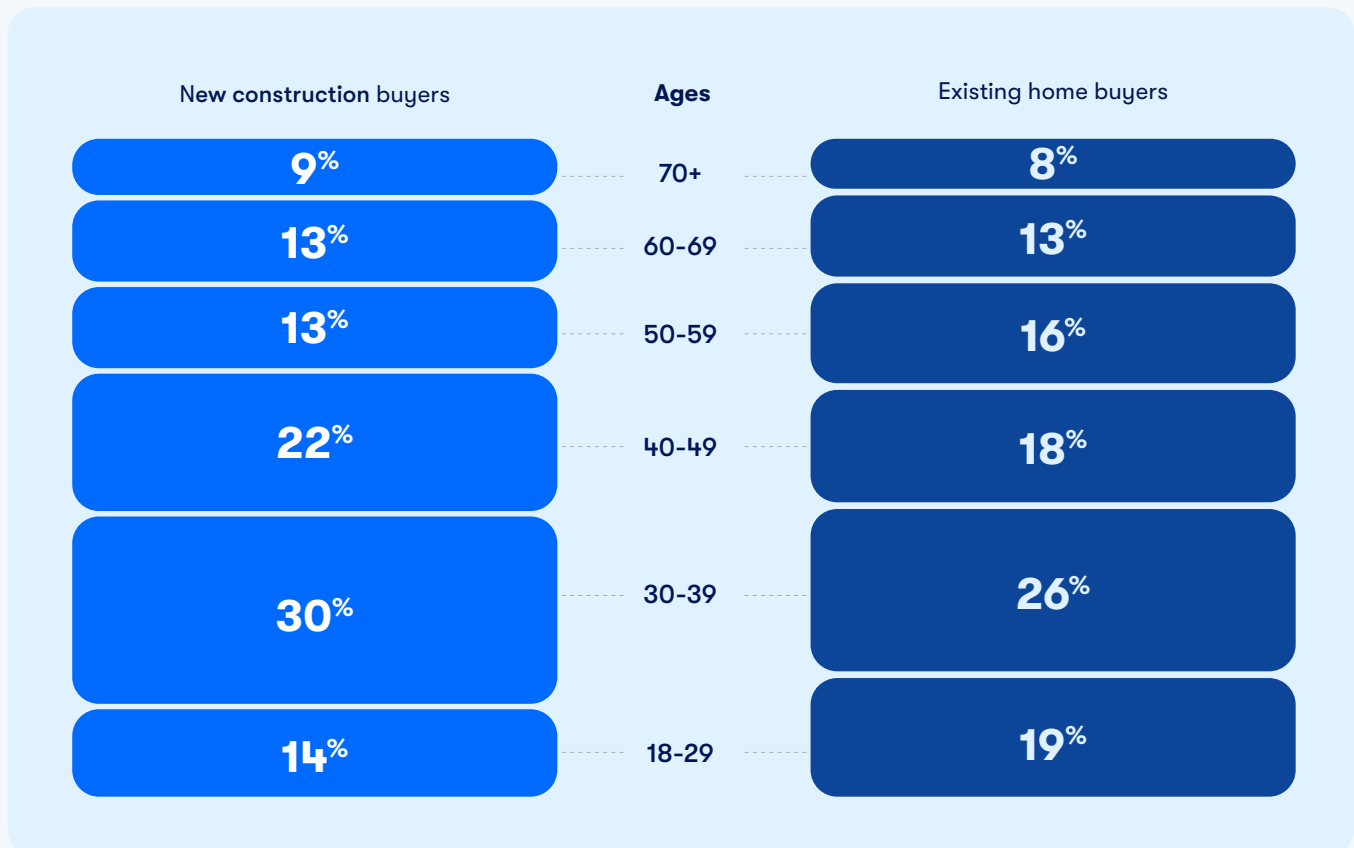
+4%

THE TYPICAL NEW CONSTRUCTION BUYER IN 2023

The typical new construction buyer is a pet-owning, college-educated 42-year-old who is coupled up and has an annual household income of \$118,054, about 40% higher than the 2022 national median of \$70,784.

AGE

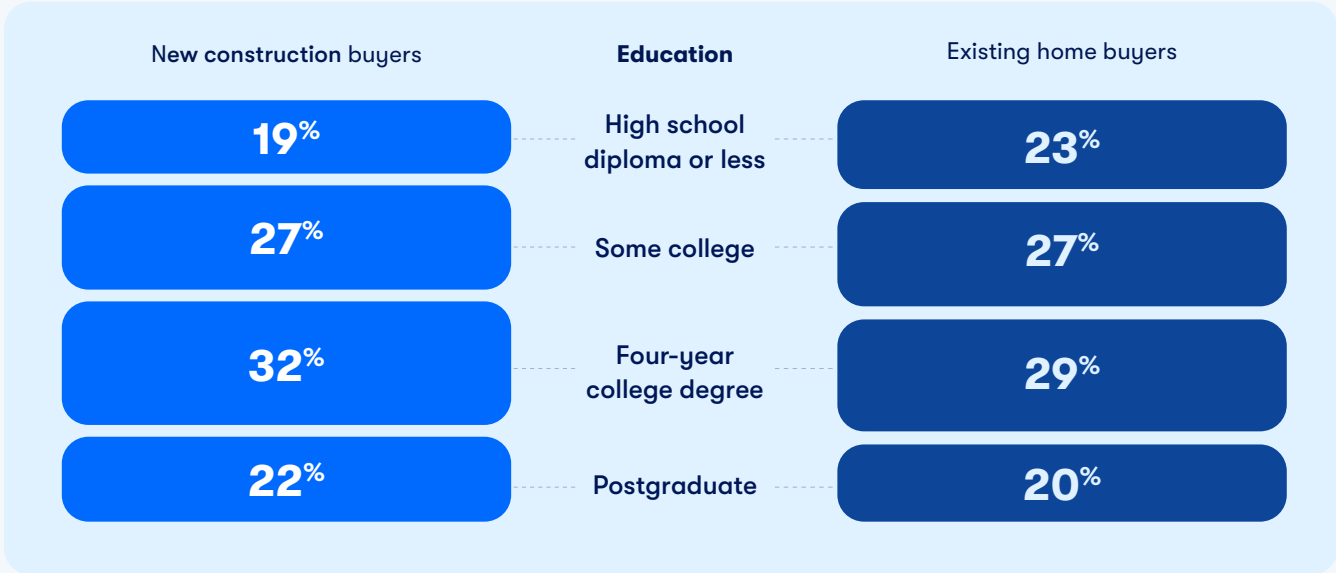
New construction and existing home buyers are generally similar in age. The median ages of both types of buyers are remarkably similar – differing by no more than one year.



EDUCATION

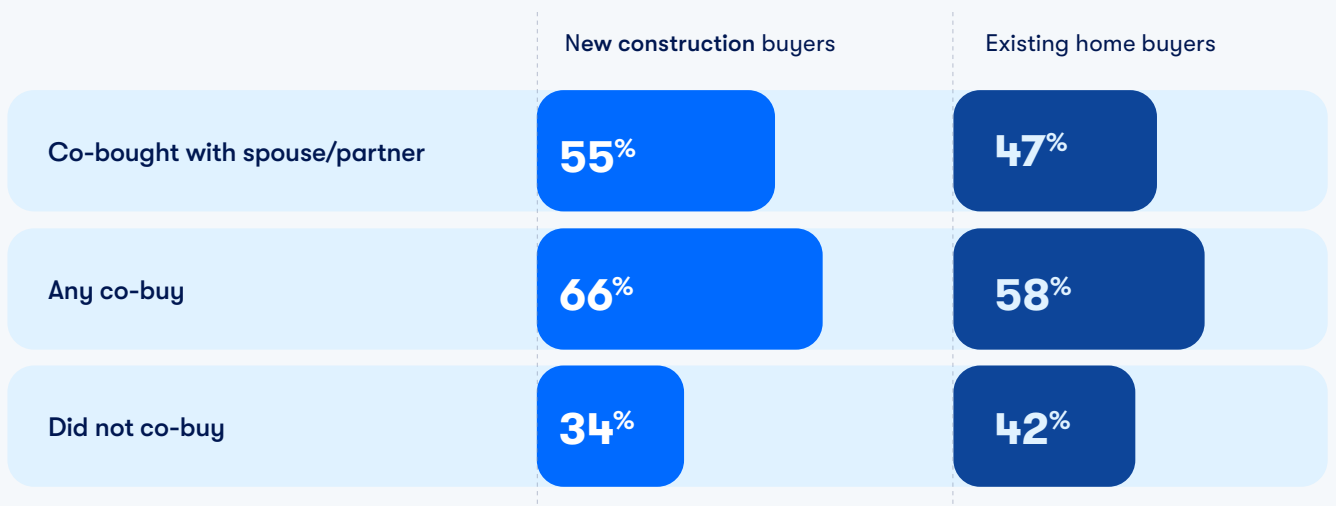
New construction buyers tend to have a higher level of education than the overall population of U.S. adults.

- 81% have attended college in some form
- 55% have a four-year degree or higher



SOLO VERSUS CO-BUYING

Buying and sharing ownership of their home with at least one other person is the norm for most buyers (62%) and even more common for those buying new construction (66%). This difference is largely due to the higher share of new construction buyers who are married or partnered. New construction and existing home buyers were similarly likely to co-buy with a friend or relative.



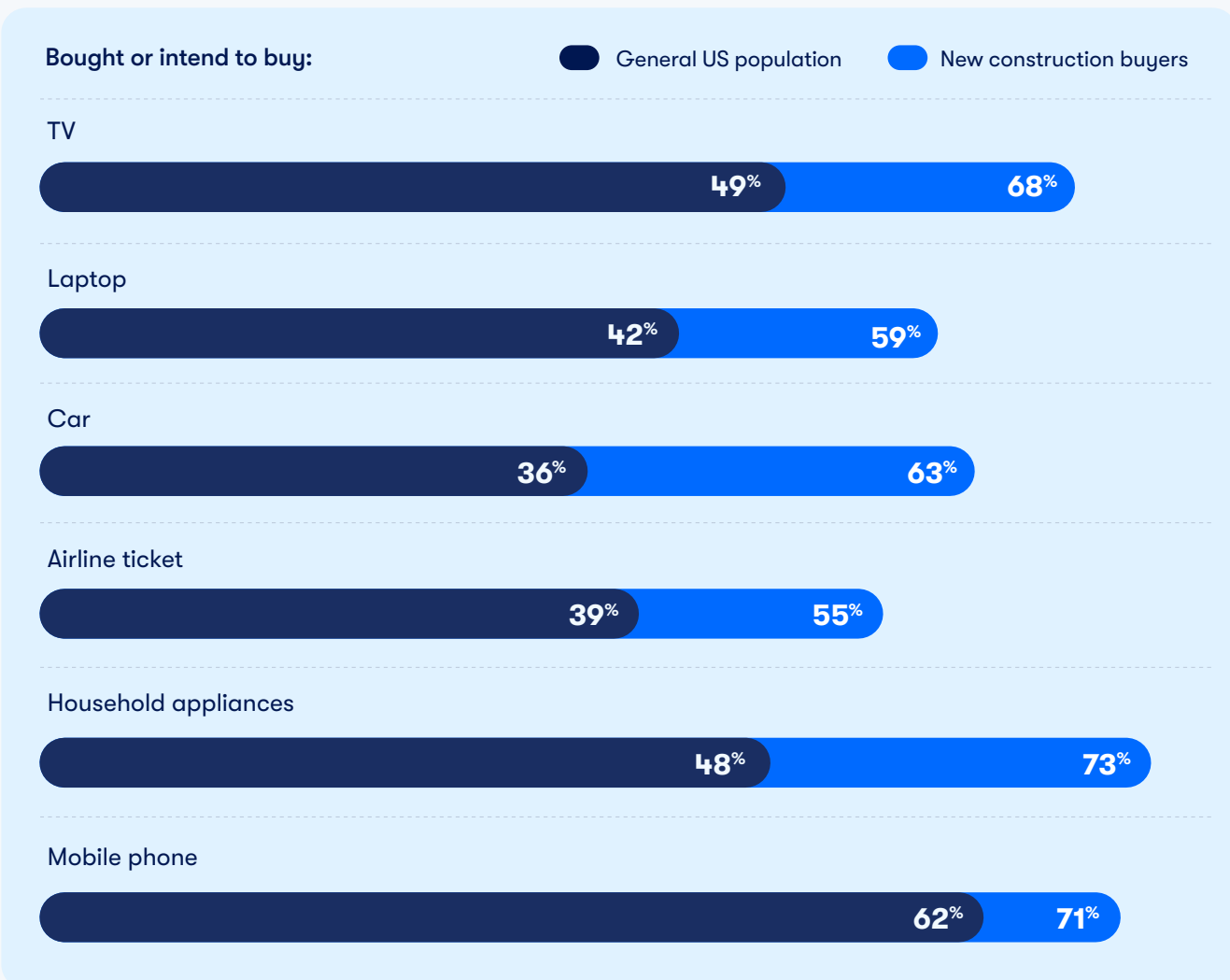
PETS ARE FAMILY MEMBERS

Most new construction buyers (74%) say that at least one pet lives in their home with them. About two thirds (66%) have a dog. Almost half (44%) have a cat, and 12% have another kind of pet.



NEW CONSTRUCTION BUYERS REPORT MORE BIG PURCHASES

New construction buyers are noteworthy consumers. They're more likely than the U.S. population as a whole to say that they bought a big-ticket item within the past two years or plan to do so within the next 12 months.



Information about new buyers comes from CHTR, and information about other groups comes from ZG Population Science analyses using ACS data.

02

SHOPPING

Interest in new construction is on the rise, and buyers want more digital tools when searching.



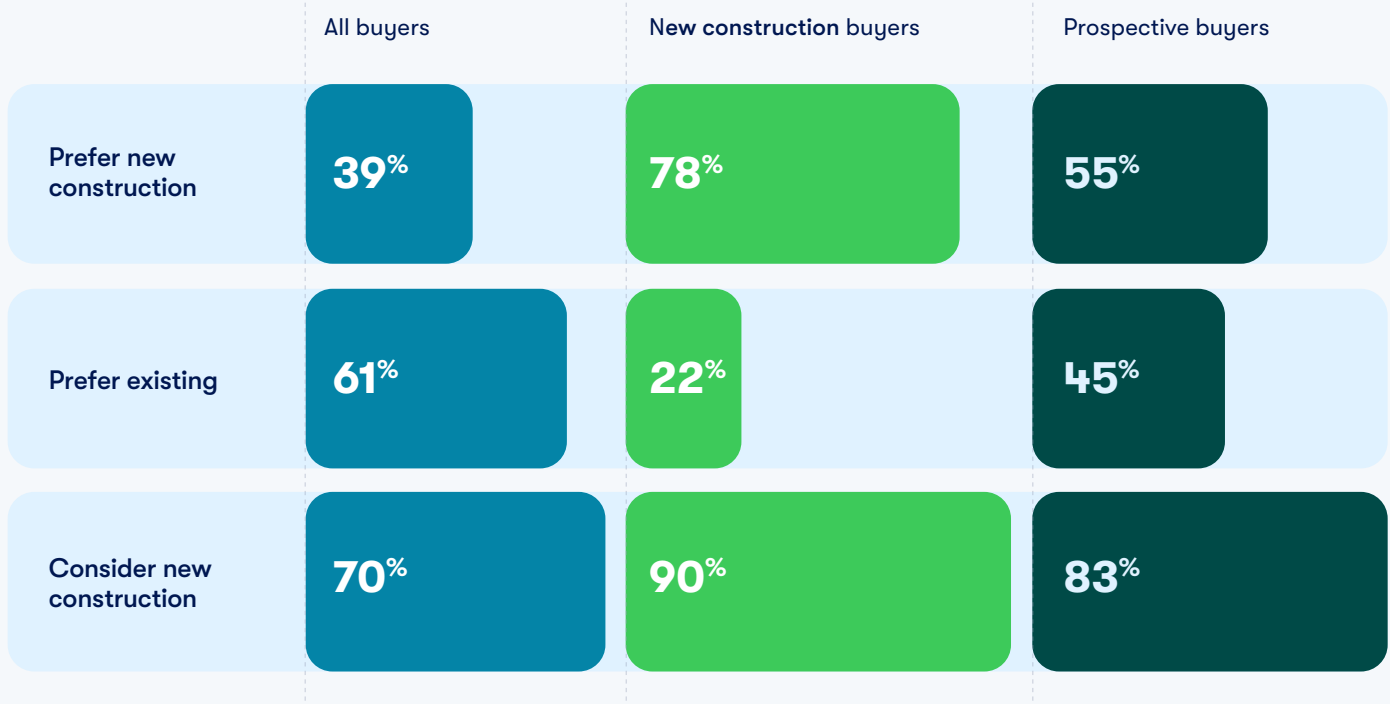
MORE BUYERS ARE ONLY INTERESTED IN NEW CONSTRUCTION

42% of **new construction buyers** say they are **only** interested in new construction homes

New construction buyers are more ardent in their preference for newly built homes than in years past. About two in five (42%) say they are exclusively interested in new construction homes when they start their home search, an

increase of 6 percentage points from 2022 and a 10-point bump from 2021. Still, 1 in 10 of these buyers say they began their search interested only in pre-owned homes, but ended up buying new construction instead.

More than half (55%) of prospective buyers express a preference for brand-new homes. That share is 16 points higher than the 39% of buyers who actually bought new construction, a signal that there is quite a bit of unmet demand.



EXISTING COMMUNITIES GAIN GROUND ON NEW SUBDIVISIONS

The share of buyers who reported purchasing a home in a new subdivision or community of other newly built homes dropped for the third straight year as **more buyers snapped up new homes in existing communities.**

Six in 10 buyers said they opted to purchase in a new subdivision in 2023, a 17-point drop from 2020, when 77% of buyers reported buying in an emerging community.

Multi-family construction in and near urban areas, along with infill options in existing communities, may help explain this trend – especially in a market starved for inventory.

47% of all **prospective buyers** said they would choose a new home in an existing community

Existing communities also hold broad appeal for buyers planning to move in the next year. Given their druthers, 47% of all prospective buyers say they would choose a new home in an existing community. This suggests new construction in existing communities still has room to grow to meet prospective buyer demand.

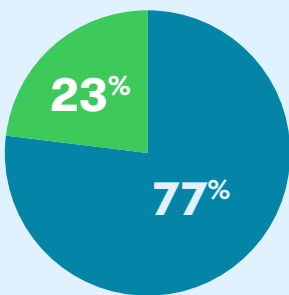
Where new construction buyers reported purchasing homes



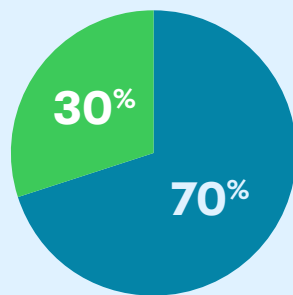
A new subdivision or community of other new construction homes



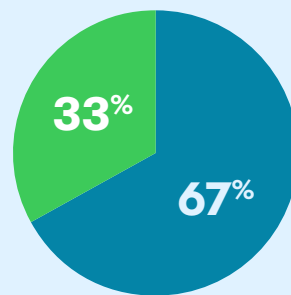
An existing community



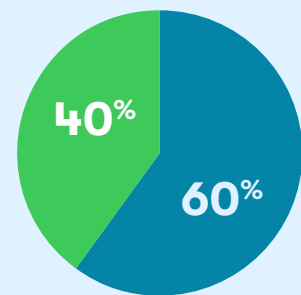
2020



2021



2022



2023



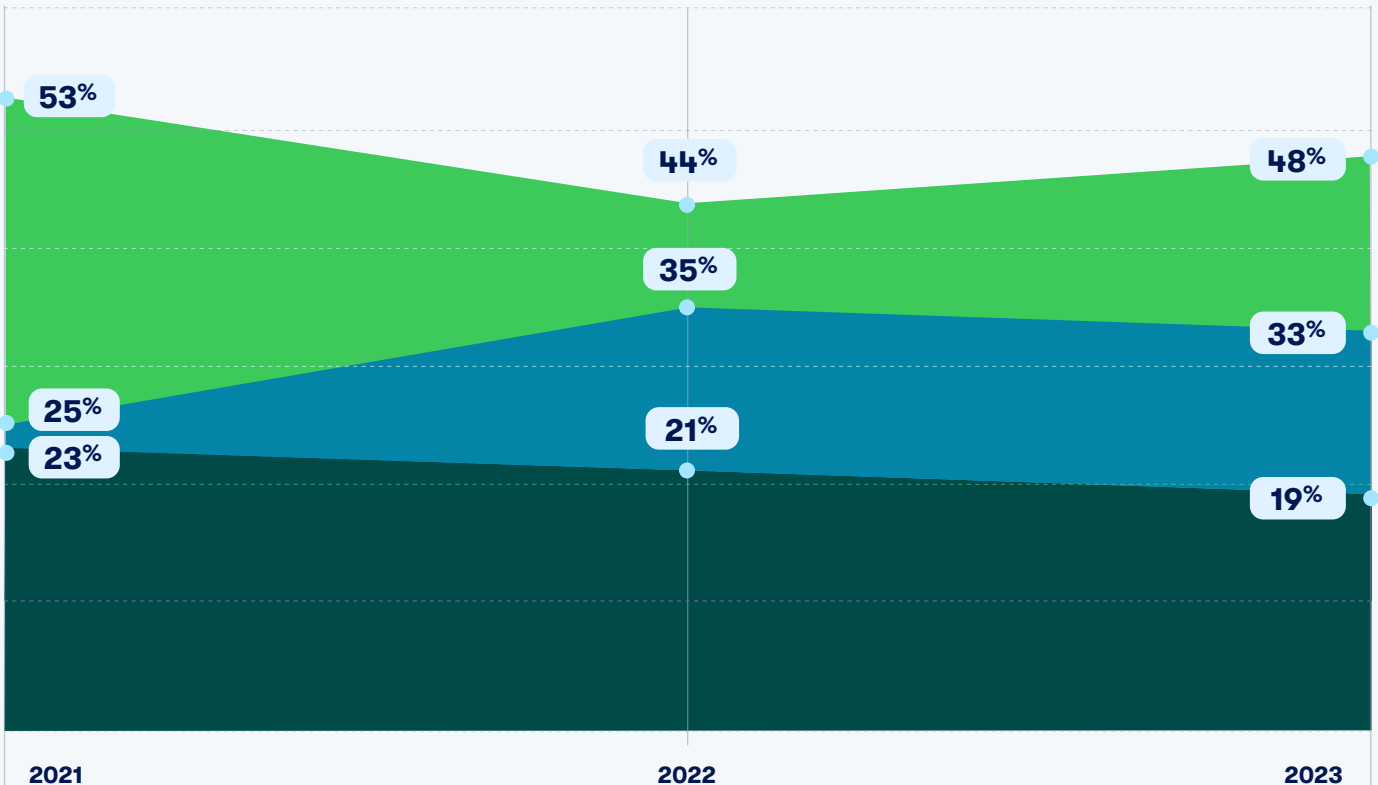
TURN-KEY VS. CUSTOMIZABLE: BUYERS ARE SPLIT

New construction buyers are roughly split in their initial preference for a completed home versus one they can tailor to their liking. **Nearly half (48%) express preference for a completed home** compared to 33% who favor working with a builder to construct one from scratch and 19% who would rather customize a home already being built.

Almost 1 in 5 buyers who ended up buying an existing home initially wanted a customizable home. Of that group, 9% say they sought a home they could build from scratch and another 9% say they wanted a hand in shaping one.

Share of new construction buyers who initially wanted to buy

- A completed home
- A home I could work with a builder to construct from scratch
- An under-construction home I could customize



PROSPECTIVE BUYERS HAVE MORE TIME TO THINK THINGS THROUGH



Half of the buyers who expect to buy in the next year report a relaxed timeline for buying, which is 9 percentage points higher than successful buyers surveyed in 2022. That relaxed mindset could make them more tolerant of delays and uncertainties around construction, and could explain why **prospective buyers are more likely to say they intend to buy a home they can customize or build from scratch.**

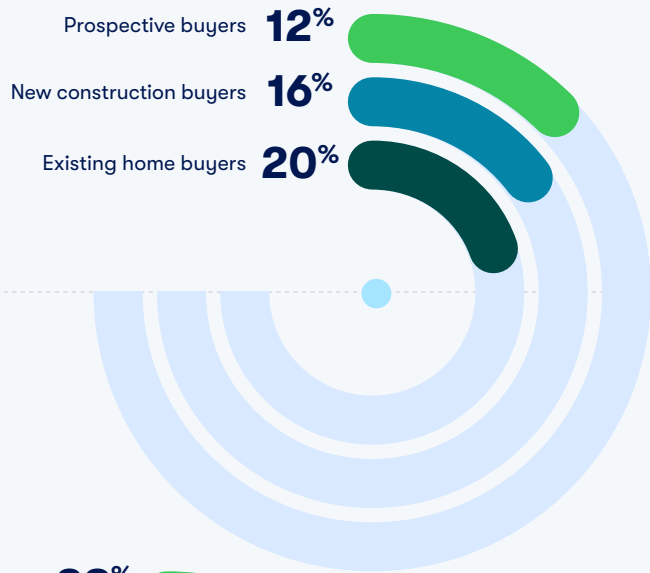
However, buyers who recently bought an existing home were disproportionately up against the clock: 65% say they either had to buy a home quickly (20%) or had some urgency around their purchase (45%).



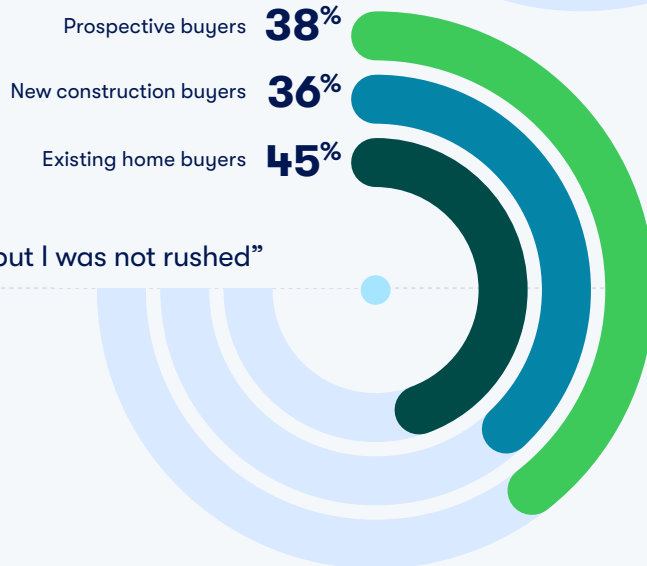
How urgently buyers had to shop for a home



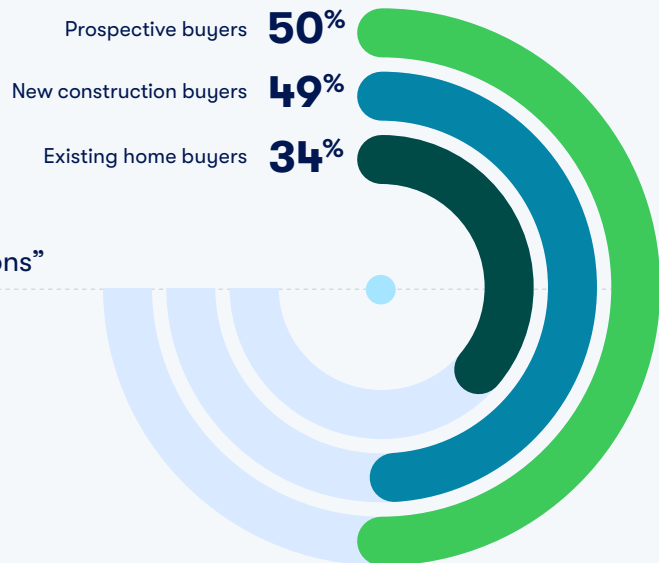
“I had to buy a home quickly”



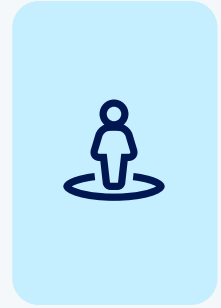
“There was some urgency, but I was not rushed”



“I was able to take time and explore options”



BUYERS DESIRE 3D TOURS AND DIGITAL CONVENIENCES



Overall, the trend is toward more virtual experiences, especially around dynamic floor plans and 3D tours. Compared to existing home buyers, **new construction buyers had stronger preferences for digital shopping tools**, especially 3D tours.

A whopping 80% agreed that dynamic floor plans would help them determine if a home is right for them, while 72% say they wish more listings had 3D tours available. About the

same share say 3D tours would help them get a better feel for the space than static photos, and that it would be easier for them to unlock properties with their phone and tour them in person on their own time.

All told, the data suggests there are opportunities **to reach more potential buyers with virtual tools** that give them the kinds of experiences that help them assess a home and save time shopping.

Share of buyers who agree somewhat or completely

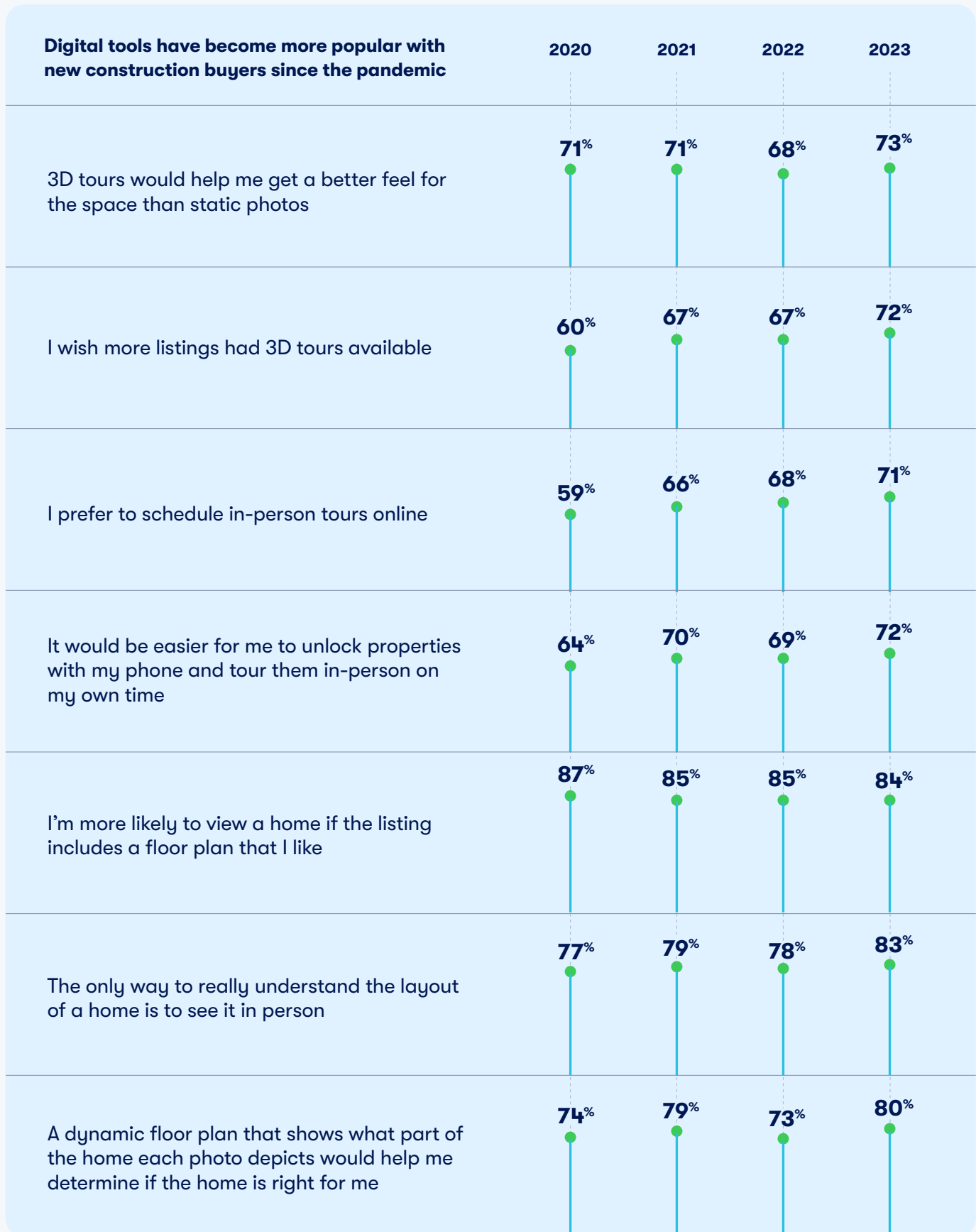
 New construction buyers  Existing home buyers

I wish more listings had 3D tours available



I prefer 3D tours over in-person viewings







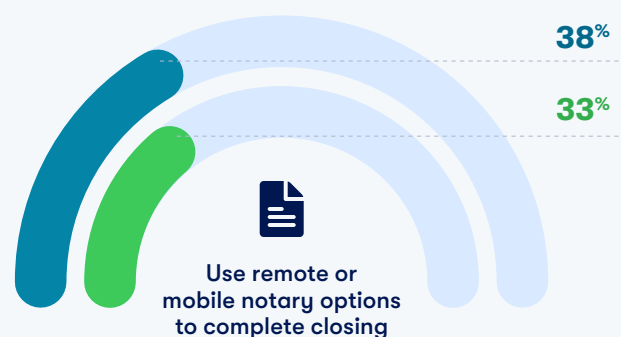
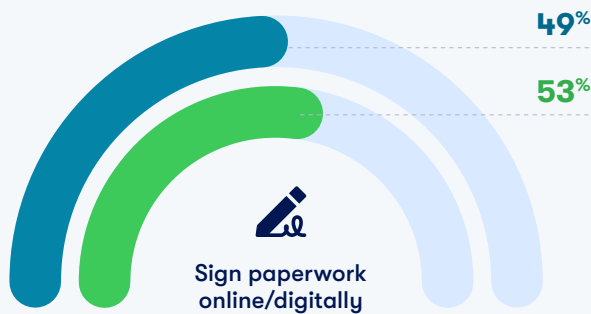
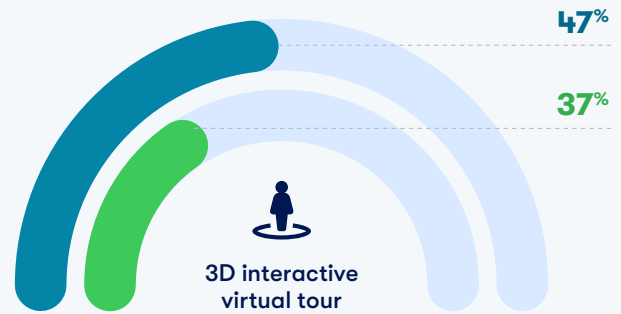
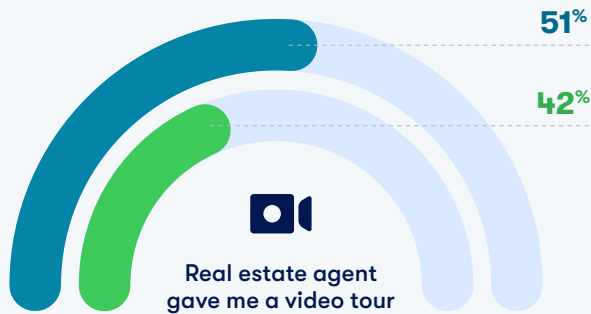
MOST NEW CONSTRUCTION BUYERS (about 9 out of 10) USE AT LEAST ONE DIGITAL TOOL

New construction buyers are generally more keen on using digital tools than their existing home counterparts. About 9 in 10 report using at least one tool. Video tours with a real estate agent are the most popular (51%), followed by electronic signings (49%) and 3D interactive tours (47%).

Digital tools used by recent buyers

 New construction buyers

 Total buyers



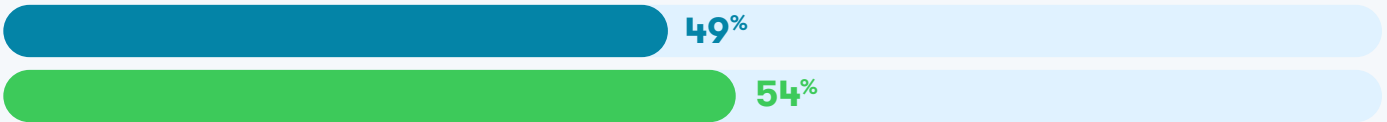
Still, there's a gap between desire and reality when it comes to digital tools for buyers, especially when it comes to being able to unlock properties and tour homes in person on their own time and sign paperwork electronically.

Percent of new construction buyers who...

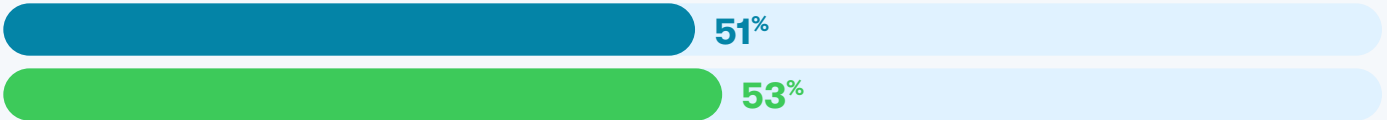
Used the digital tool

Would ideally use the digital tool

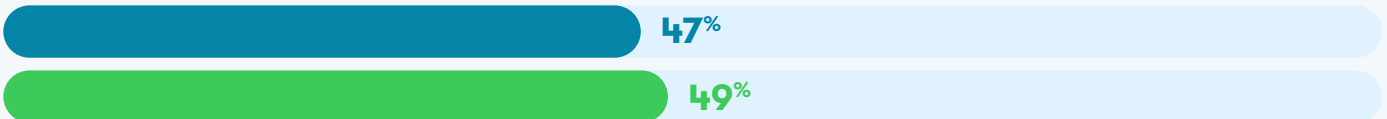
Sign paperwork online/digitally



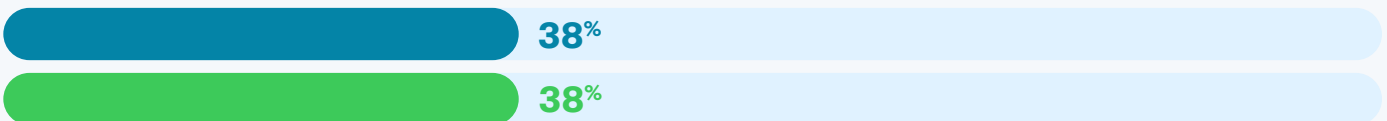
Real estate agent gave me a video tour



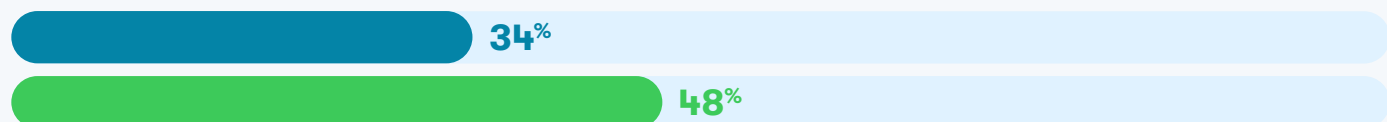
3D interactive virtual tour



Use remote or mobile notary options to complete closing



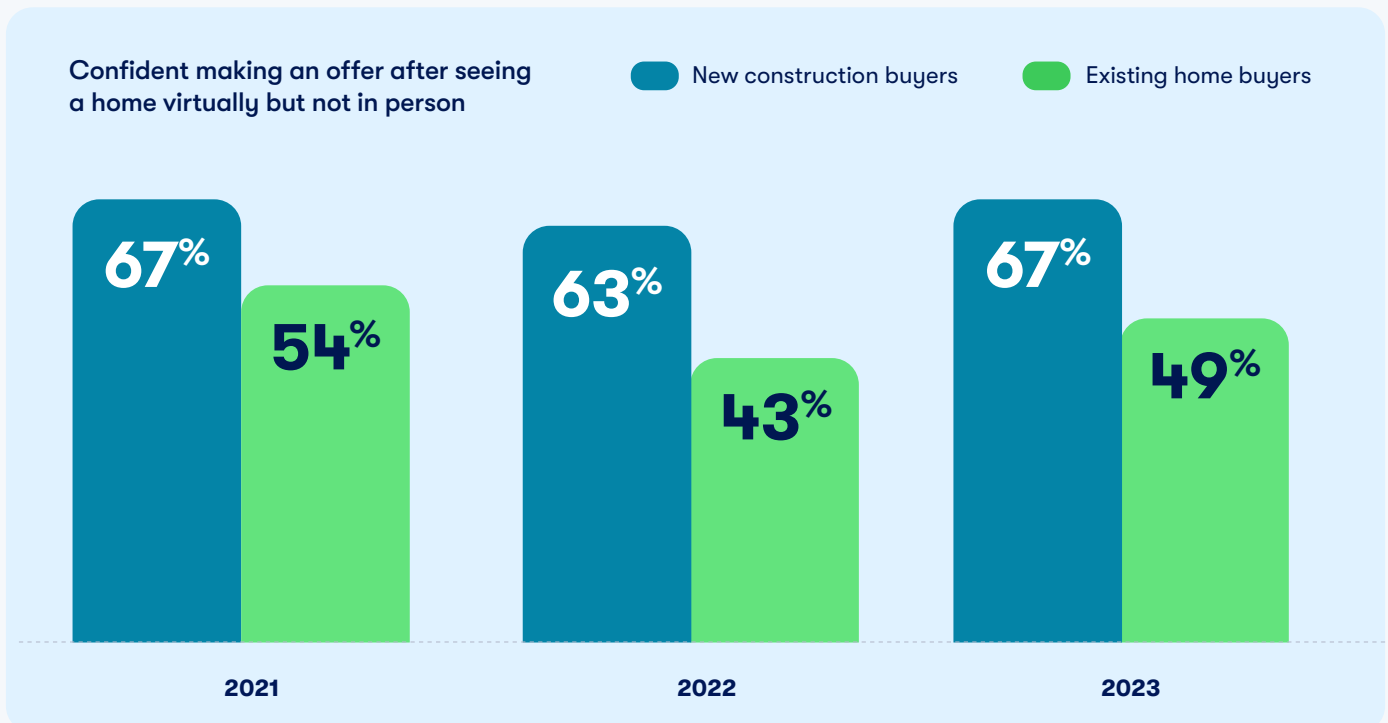
Unlock properties with my phone and tour them in-person on my own time



VIRTUAL TOURS CAN INSPIRE CONFIDENCE IN NEW CONSTRUCTION BUYERS

A majority of new construction buyers (67%) say they're confident making an offer after only seeing the home through a virtual tour. That's 18 points higher than the 49% of existing home buyers who express the same sentiment. Interestingly, **buyer confidence in making an offer on a new construction home after only a virtual tour increased compared to 2022**, but existing home buyers say they are less confident in virtual tours than they were in 2021, when 54% expressed confidence in buying without first seeing it.

Sight-unseen offers remain rare, though. Only 4% of new construction and 5% of existing home buyers make an offer without the buyer themselves, their spouse, partner, real estate agent, or a colleague, friend or family member first stepping into the home.



03

HOME AND NEIGHBORHOOD PREFERENCES

Budget concerns loom large. Plus, see the impact pets, rental income, and more have on buying decisions.



A MOVE-IN READY HOME WAS THE DECIDING FACTOR FOR MANY BUYERS

Top reasons why new construction buyers purchased their homes

■ Number 1 reason ■ In the top 3 reasons

Move-in ready (no need for repairs or updates)



Home customization



Modern floor plan



Lower maintenance cost



Energy efficiency



A significant share of new construction buyers want a home they can move into immediately. About **two in five (43%)** say the prospect of a turn-key home that didn't need repairs or updates was their number one reason for buying a newly built home. Three in four (74%) cited it among their top three reasons. Customization ran a distant second, with roughly one in five new construction buyers citing it as the main reason for their purchase, and 57% citing it as one of their top three reasons.

FINANCING IS A MAJOR STICKING POINT

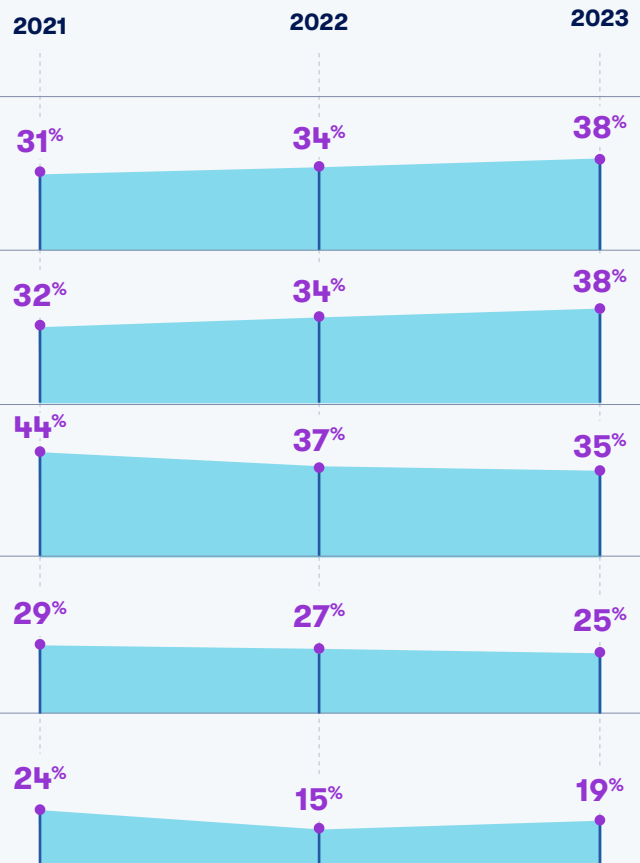
In years past, a lack of new construction homes in a desired location was the main reason why buyers gravitated to existing homes, even if they started out shopping for a newly built one. Today, **financing and home style have overtaken the top spots for reasons they didn't buy or consider new construction.**

With a larger share of new construction options available in existing communities, it makes sense that only 35% of buyers cited location

issues in their buying decisions compared to 37% in 2022 and 44% in 2021.

Instead, amid high prices and mortgage rates over the past two years, financing emerged as a top issue for buyers who opted out of new construction. Thirty-eight percent of buyers who purchased an existing home say it was too difficult to finance a new home or it was easier to get a loan for a pre-owned home – an increase of 7 points from 2021.

Reasons existing home buyers say they didn't buy/
didn't initially consider new construction



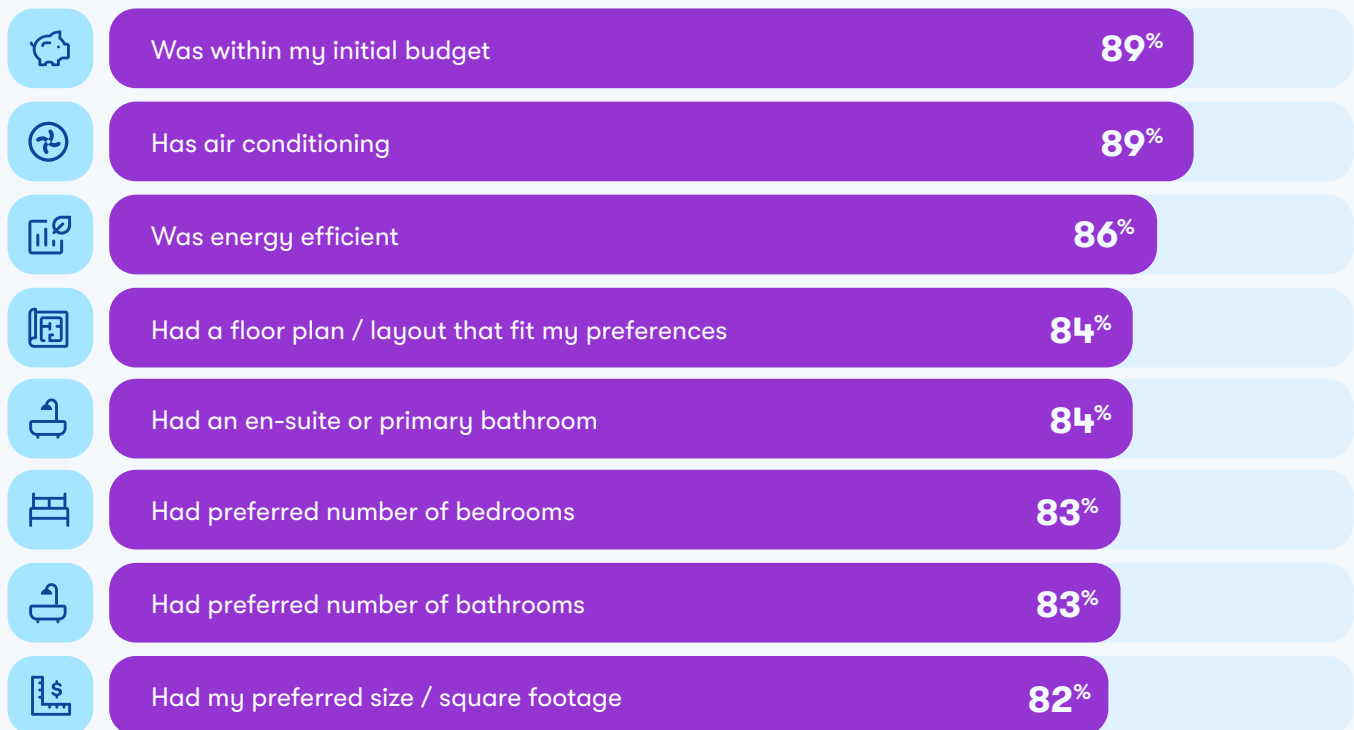
BUYERS WANT IT ALL WHEN IT COMES TO NEW HOME FEATURES

New construction buyers are clear about what they want: pretty much everything.

When asked to rate their preferences for a variety of home characteristics, **new construction buyers were more likely than existing home buyers to consider every characteristic highly important.** Affordability, air conditioning, and energy efficiency topped the wish list, followed closely by a preferred layout and a primary bathroom.

Despite typically having higher incomes than other homeowners, new construction buyers weren't immune to the historically high cost of homeownership and increased mortgage rates. In 2022, 80% of new construction buyers said that being within their initial budget was highly important. Today, that share is 89%.

Top home characteristics for new construction buyers



SMART HOME FEATURES AND ENERGY EFFICIENCY ARE ON THE RISE



Since 2019, shifts in buyer preferences around smart home capabilities and energy efficient homes appear to have staying power. In 2019, just 34% of new construction buyers considered smart home capabilities highly important. In 2023, that skyrocketed to 63%. The desire for energy efficiency increased 10 percentage points over the same time period. And shared community amenities, which may have been taken for granted prior to the pandemic, jumped 20 percentage points since 2019.



Home features that have grown more popular since the pandemic



48%

22%

Opportunity to rent out a portion of the home for rental income while living in the home



49%

25%

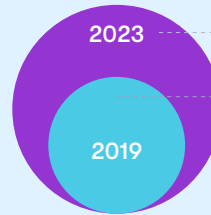
Had a hot tub or pool



51%

23%

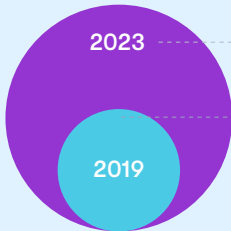
Opportunity to rent out entire home in the future to produce rental income



58%

38%

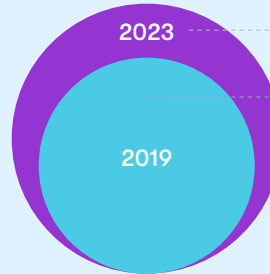
Offered shared community amenities



63%

34%

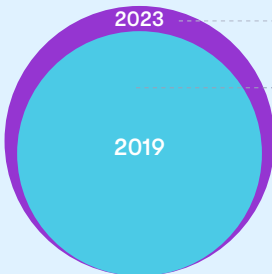
Had smart home capabilities



75%

61%

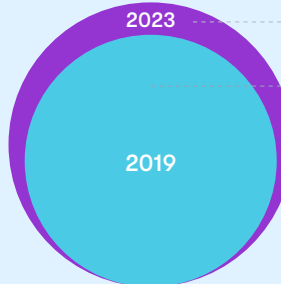
Offered me my own assigned parking space



75%

68%

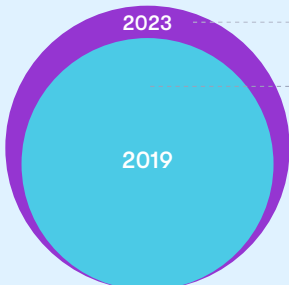
Had preferred utilities



79%

70%

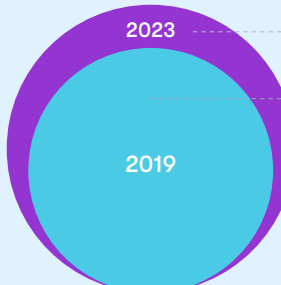
Had a spare or guest bedroom



79%

70%

Had private outdoor space



80%

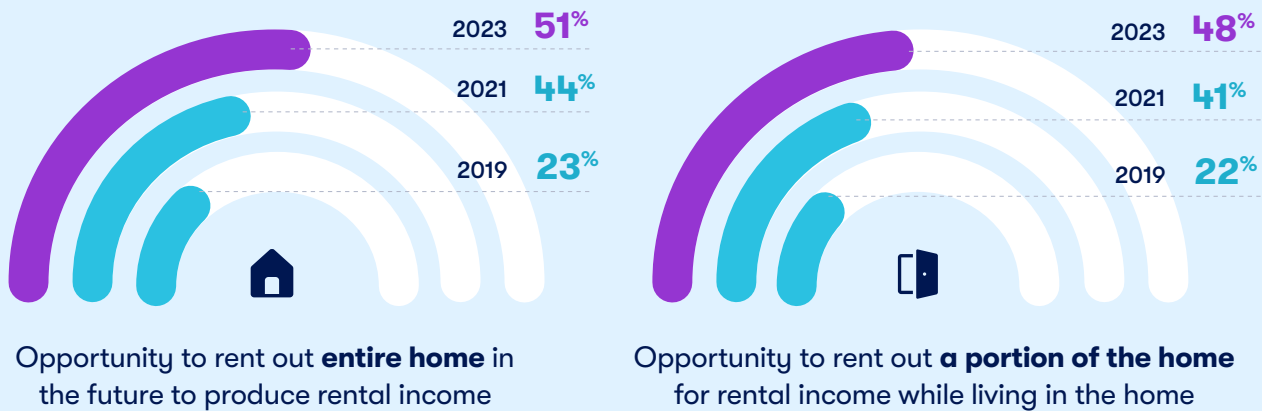
68%

Offered off-street parking or a garage

MORE THAN HALF OF BUYERS EYE RENTAL INCOME

Today's new construction buyers are more likely to eye the rental potential of their homes than they have in the past. More than half (**51%**) place **high importance on the opportunity to generate income** by renting out their entire home in the future – a 28-point gain from 2019. And 48% say it's very or extremely important that they have an opportunity to rent out a portion of their home while living there, a 26-point jump from pre-pandemic sentiments.

Share of new construction buyers who place high importance on rental potential



The growth in rental income since 2019 not only speaks to affordability issues faced by today's buyers but also presents opportunities for builders to rethink home layouts. For example, they could consider building homes suited for roommates, Accessory Dwelling Units attached to the home, or stand-alone spaces that homeowners can convert as their needs change.



PETS ARE FULL-FLEDGED FAMILY MEMBERS THAT NEED TO BE CONSIDERED

Most new construction buyers also appear to be making decisions with pets in mind, and are more likely to consider at least one pet feature as “essential” in their home (73%) versus existing home buyers (67%). **The most common essential pet feature was a fenced backyard (59%),** followed by a doghouse (34%), and being within walking distance of a dog park (26%).

73% of **new construction buyers** consider at least one pet feature as essential in their home

Since 78% of all buyers say they own a pet, providing custom accommodations for pets is another edge new construction may have over existing homes.



GENERATIONAL PREFERENCES ARE STARKLY DIFFERENT



Zillow research found that Baby Boomers are more active in the housing market than they were a decade ago, but the massive millennial generation makes up the largest share of new construction buyers. Building turn-key homes that appeal to both groups could be a challenge since their home and neighborhood preferences differ significantly.

Overall, **millennial buyers are more likely to consider every home and neighborhood characteristic as highly important compared to Baby Boomers and older buyers.** Millennial buyers are more likely to be married (rather than widowed/separated/divorced) and more

likely to have kids, pets, and plants. More people can translate to greater importance of beds, baths, and floor plans, even though they may have fewer years to save money and more expenses.

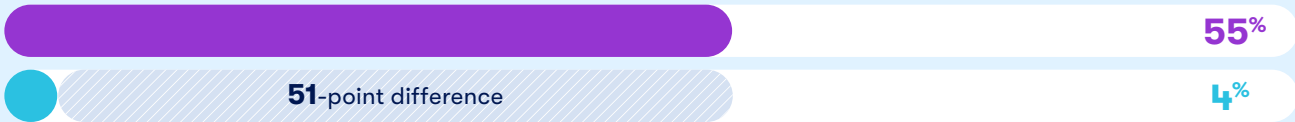
Meanwhile, Baby Boomers may have already owned a home and know what they need. And when you're paying as much for a home as buyers are today, both groups want to be sure they're getting their money's worth. Speaking of, there was one area of strong agreement among the generations: **They overwhelmingly want a home within their budget.**

Buyer preferences across generations

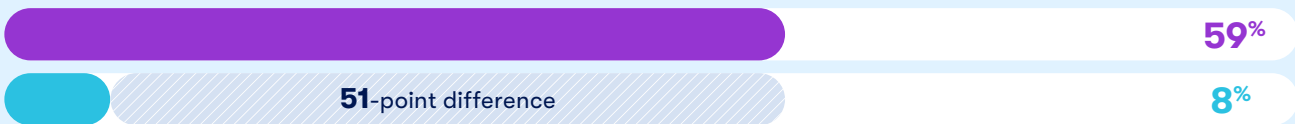
Millennial
(29-43)

Boomers + Silent
Gen (59+)

Opportunity to **rent out a portion of the home** while living in it



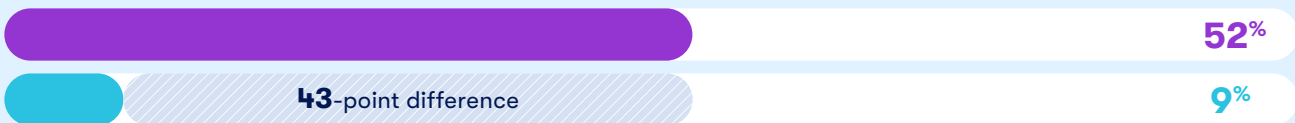
Opportunity to **rent out entire home**



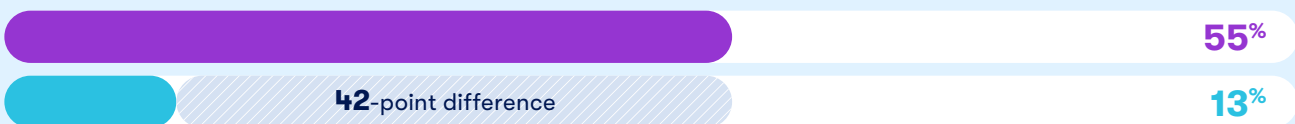
Offered **shared community amenities**



Had a **hot tub or pool**



Had **“smart home” capabilities**



04

AFFORDABILITY AND COSTS

Rate buydowns are popular, pre-approval is the norm, and down payments are changing.



BUYERS MAKE BIGGER DOWN PAYMENTS FOR NEW CONSTRUCTION

The double-whammy of higher home prices and interest rates has resulted in more buyers who are well prepared to make larger down payments, but who tap more financial resources to do so, including gifts from family and friends. As in previous years, a majority of all buyers – 76% of new construction buyers and 78% of those buying existing homes – finance their purchase with a mortgage. The big change is where they come up with the funds for the down payment.

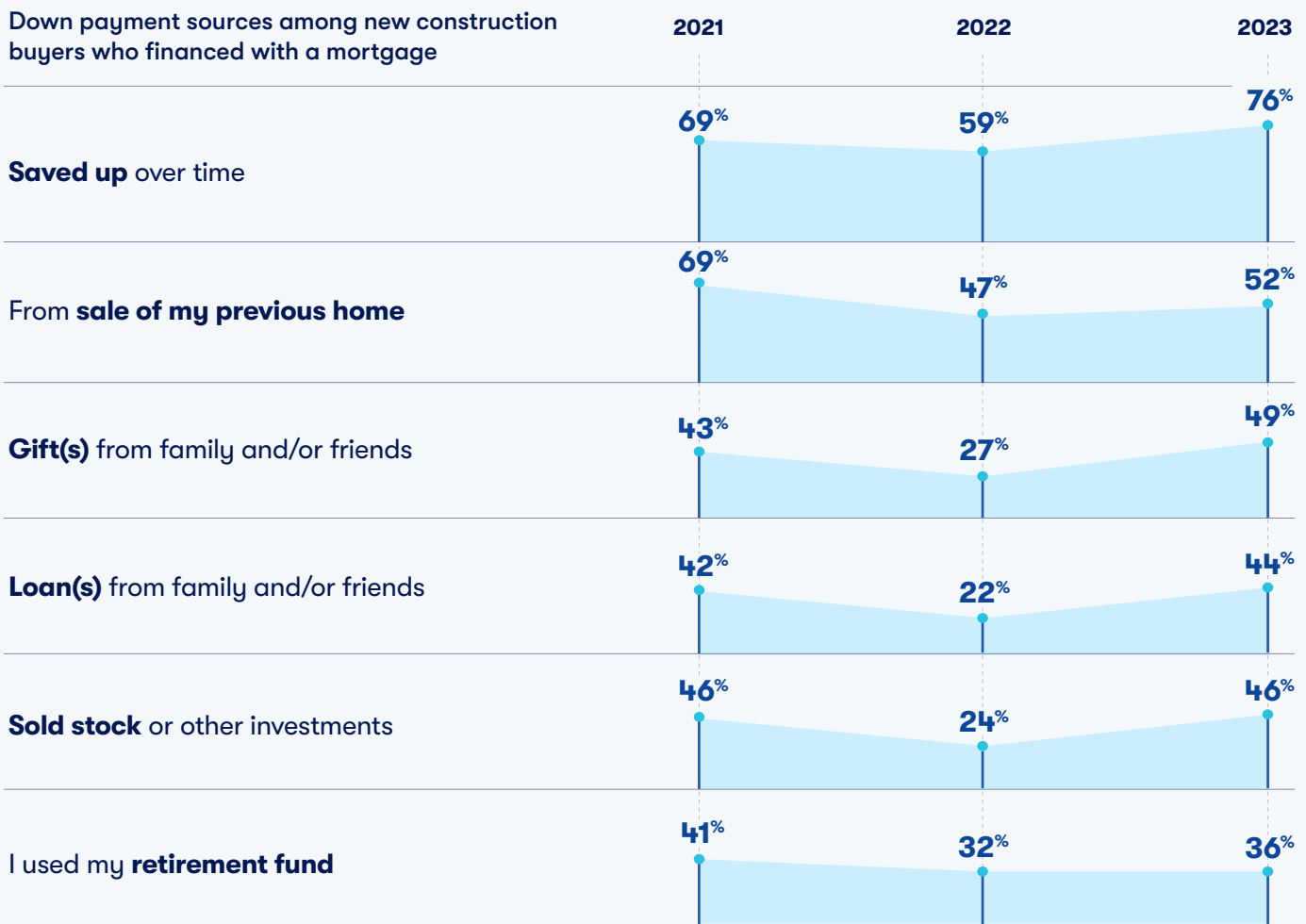
35% of new construction buyers say they put down 21% or more for their down payment

Mortgaged buyers of newly built homes are more likely to put down a heftier down payment on their homes than buyers of existing homes: 35% say they put down 21% or more versus 22% of existing home buyers who say the same.



BUYERS TAP MULTIPLE SOURCES FOR THEIR DOWN PAYMENTS

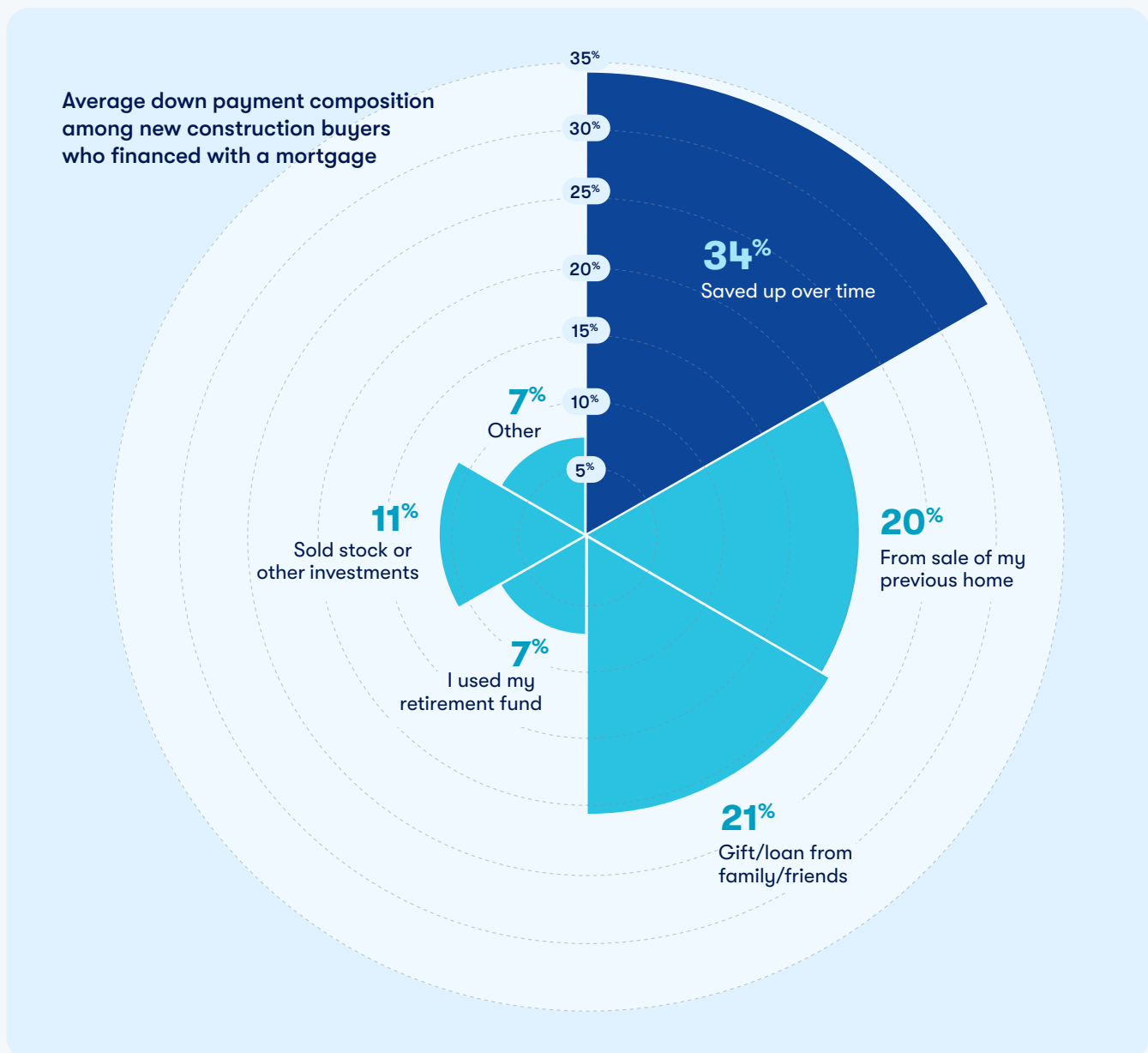
Down payment sources among new construction buyers who financed with a mortgage



Most new construction buyers with mortgages (79%) tap their savings for the down payment, but gifts and loans from family and/or friends now account for a larger share of that down payment than it did a year earlier. Almost half (49%) say their down payment included a gift of funds from family and/or friends, and 44% report getting a loan from family and/or friends – a jump of 22 percentage points for each source compared to a year earlier.

Gifts and loans from family and friends – sometimes referred to as “The Bank of Mom and Dad” – have taken on greater importance in helping fund the purchase of mortgaged new construction buyers. They went from being about a tenth (11%) of the average new construction down payment reported in 2019 to a fifth (21%) in 2023. **Compared to existing home buyers, new construction buyers are more likely to draw from every source.**

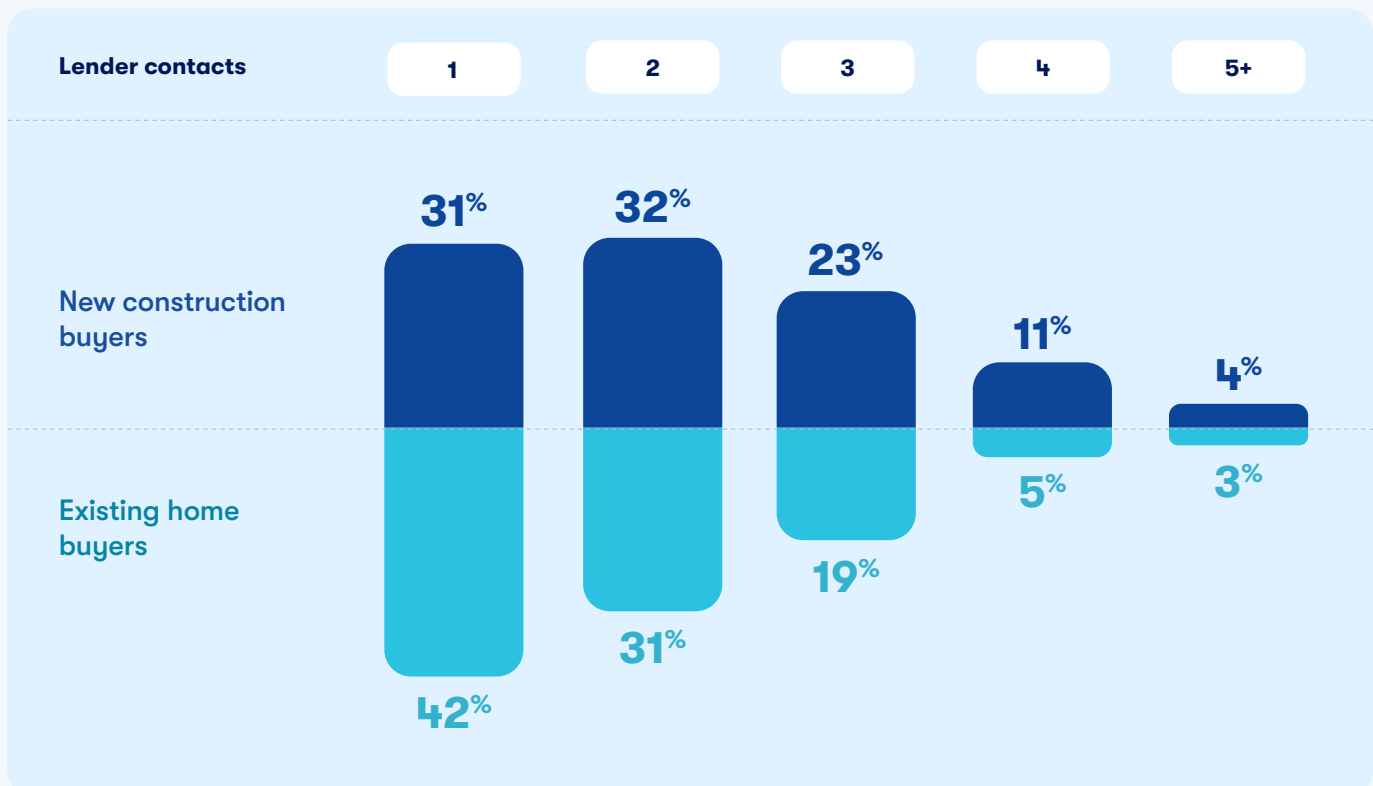
Out of the seven sources we asked about, new construction buyers with mortgages report an average of 3.3 sources for their down payment compared to 2.3 sources for their existing home counterparts.



NEW CONSTRUCTION BUYERS ARE MORE LIKELY TO SHOP AROUND FOR MORTGAGES

Since new construction buyers are more likely to report being on a relaxed timeline when home shopping, it makes sense that they would contact more lenders than existing home buyers, who tend to say they're more pressed for time.

Only about a third (31%) of new construction buyers report using the first and only lender they contacted, compared to 42% of existing home buyers. Instead, 32% who bought a brand new home contacted two lenders, 23% reached out to three, 11% connected with four, and 4% connected with five or more.



PRE-APPROVAL IS THE NORM AMONG ALL BUYERS WITH MORTGAGES



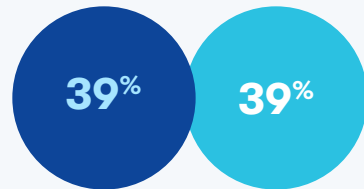
Nearly all buyers seek financing in today's market, but they do so for different reasons. New construction buyers are more likely to seek pre-approval because they found a home they wanted to make an offer on, while existing home buyers are more likely to say they sought pre-approval so they could make an offer at a moment's notice.

Thirty-nine percent of pre-approved buyers said they used the pre-approval process to understand how much home they could afford. This underscores the importance of financing education since a **significant share of buyers appear to be shopping even before they nail down what they can afford**, or perhaps to know how much customization or upgrades their budget allows.

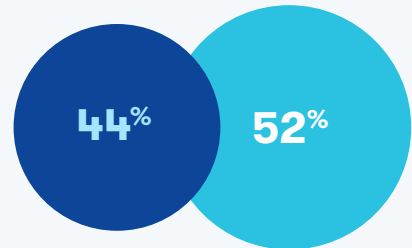
Reasons for getting pre-approved among pre-approved buyers

● New Construction ● Existing Home

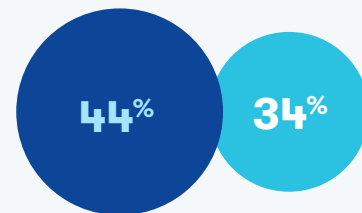
To know my budget



To be ready to make an offer at a moment's notice



I found a home and wanted a pre-approval to make an offer



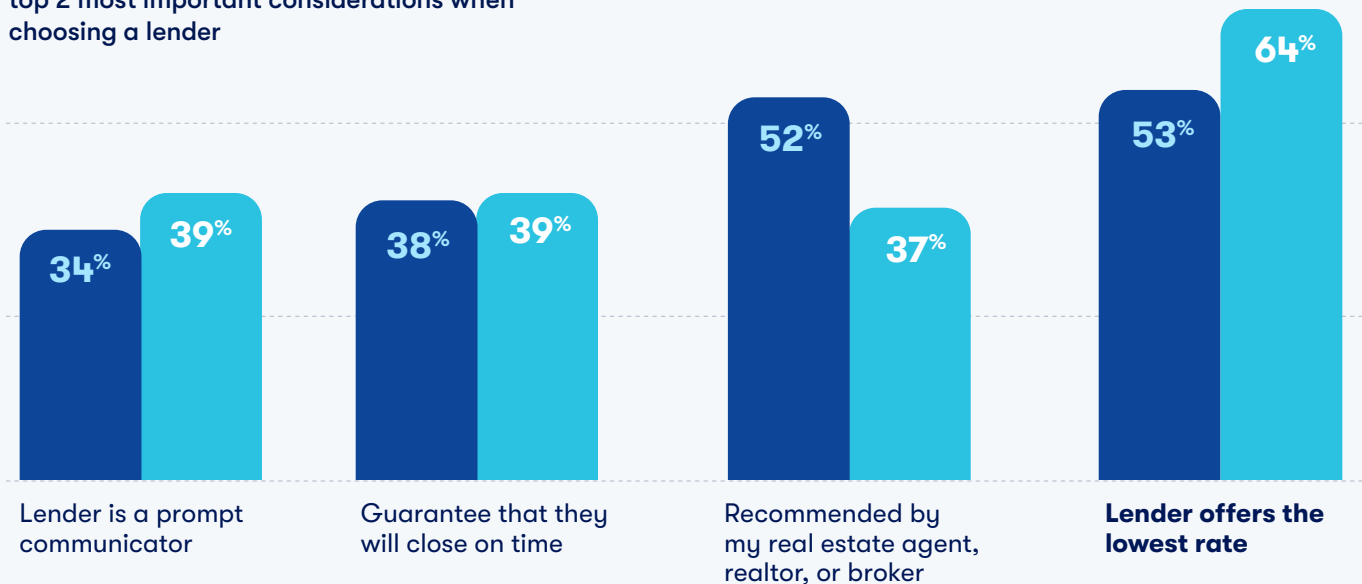
Another reason



GETTING THE LOWEST RATE IS ONLY PART OF THE FINANCING EQUATION

Mortgage buyers ranked each among their top 2 most important considerations when choosing a lender

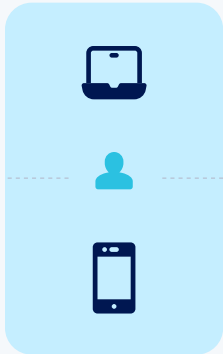
● New Construction ● Existing Home



Mortgage rates are a top consideration among new construction buyers, but not the only one. More than half (53%) rate it among their top two most important considerations when choosing a lender. They also assign about the same importance to a recommendation from their real estate agent, realtor, or broker (52%).

Among existing home buyers with a mortgage, getting the lowest rate is the top consideration when choosing a lender. Almost two thirds of these buyers (64%) ranked it among their top two.

When it comes to getting the lowest rate, the gap between existing and new construction buyers may be due to the higher incomes associated with new construction buyers, their ability to put down larger down payments, and buy down rates at closing.



BUYERS TEND TO FIRST FIND THEIR LENDERS **ONLINE**



Compared to existing home buyers, buyers of newly built homes are more likely to shop for a lender on a social networking site or app (45% versus 32%) as well as a financial website or app (50% versus 39%).

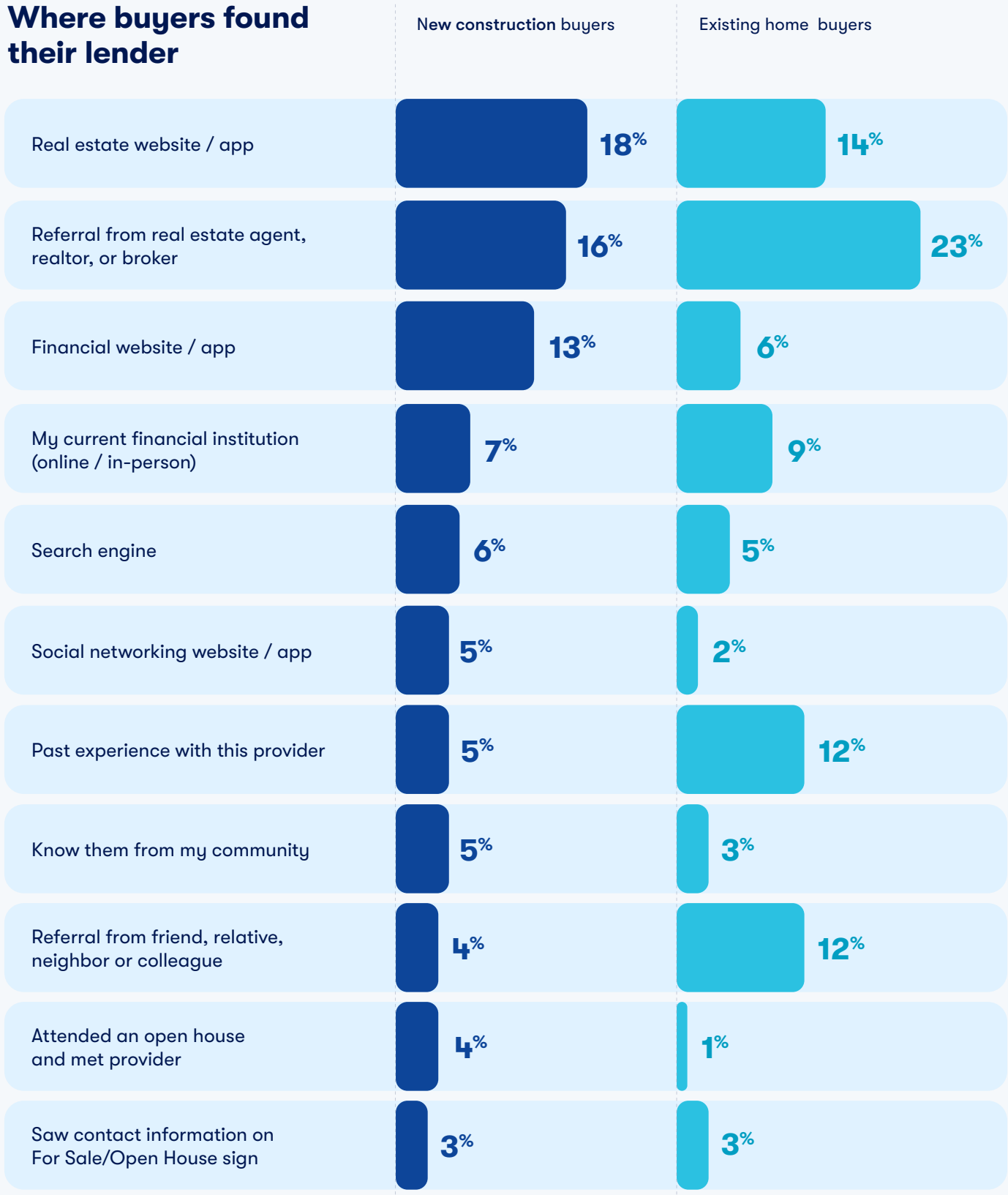
But when it comes to actually choosing a lender, the largest share of buyers with mortgages say they first found their lender on a real estate website (18% of new construction and 14% of existing home buyers).

50%

of **new construction buyers** reported shopping for a lender on a financial website or app

New construction buyers with a mortgage are about twice as likely to report finding their lender on a financial website/app (13% versus 6% of existing home buyers), and they're more likely to find them via a social networking site/app (5% versus 2%).

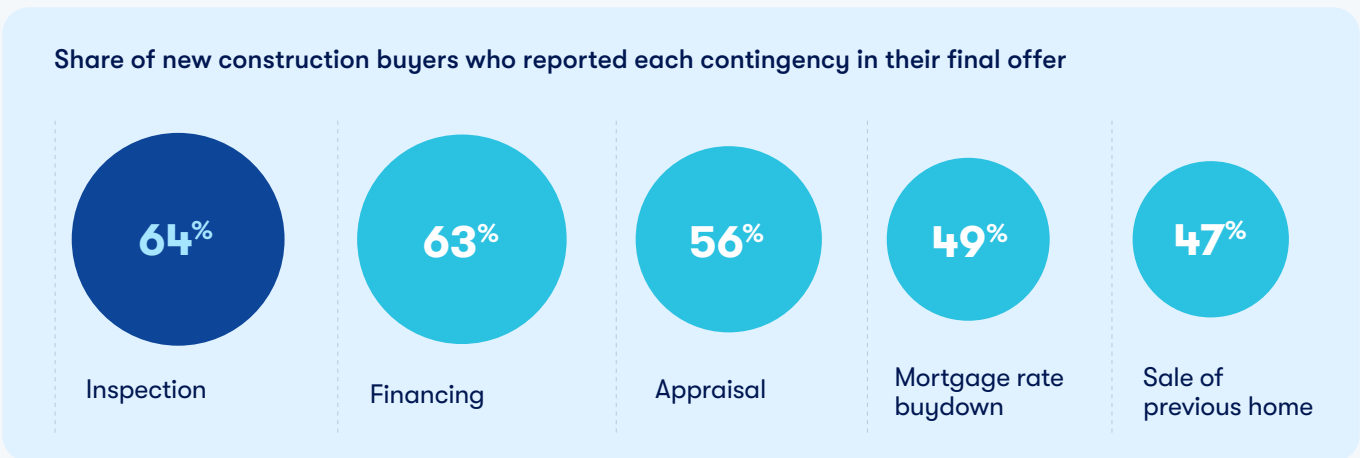
Where buyers found their lender



HALF OF NEW CONSTRUCTION BUYERS SAY THEIR SALE WAS CONTINGENT ON A RATE BUYDOWN



Getting help from their builder to buy down monthly mortgage costs is a priority for new construction buyers. Nearly half (49%) of new construction buyers say their final offer was contingent on a mortgage rate buydown compared to 35% of existing home buyers. It may be that new construction buyers prioritize low monthly costs, or they have the funds and the budgets to win them. Builders also may be more likely to offer this type of financing or concession than existing sellers.



Other contingencies, including appraisals, inspections and sale of a previous home, remained stable from last year. Builders' ability to offer rate buydowns was a significant attraction for home shoppers navigating volatile mortgage rates, and it appears that will likely be the case as long as interest rates remain higher for longer.

Although contingencies remained stable year over year, they may become more common in 2024 as more homeowners list their homes for sale.

05

SURVEY METHODOLOGY

RESEARCH APPROACH

In order to gain a comprehensive understanding of U.S. new construction buyers, Zillow Group Population Science conducted a nationally representative survey of more than 2,500 new construction buyers – buyers who purchased a new construction home in the past two years. To compare with existing home buyers, the survey also sampled over 4,000 existing home buyers who purchased in the past two years. The study was fielded between April and July 2023. Wherever possible, survey questions from previous years were asked in the same manner this year to allow for the measurement of year-to-year trends in key areas of interest.

For the purpose of this study, “new construction buyers” refers to household decision makers 18 years of age or older who moved to a newly built primary residence that they purchased in the past two years. To qualify, the residence had to be built in the past two years, and they had to be the first household to live there.

SAMPLING & WEIGHTING

Results from this survey are nationally representative of new construction buyers. To achieve representativeness, ZG Population Science used a two-prong approach. First, the initial recruitment to the sample was balanced to all new construction buyers from the U.S. Census Bureau, 2021 American Community Survey (ACS) on the basis of age, relationship status, income, ethnicity/race, education, region, and sex. Additional targeted subgroups were sampled based on all key household demographic characteristics. Second, statistical raking was used to create calibration weights to ensure that the distribution of survey respondents matched the U.S. population with respect to a number of key demographic characteristics.

Because home build year is not included in the Current Population Survey Annual Social and Economic Supplement (CPS ASEC), weighting for existing home and new construction buyers is based exclusively on the ACS. Data on buyers as a whole, however, utilizes both CPS and ACS for weighting. In some cases, these differing benchmarks may cause total buyer estimates to not be at the exact population-weighted midpoint of new construction and existing home buyers.

QUALITY CONTROL

To reduce response bias, survey respondents did not know that Zillow Group was conducting the survey. Several additional quality control measures were also taken to ensure data accuracy:

- We identified and terminated any professional respondents, robots, or those taking the survey on multiple devices.
- Completion times were recorded to ensure that surveys submitted by the fastest respondents, who may have rushed through the survey, did not provide poor quality data. If necessary, these respondents were removed from the sample.
- In-survey quality control checks identified illogical or unrealistic responses.

ADDITIONAL DATA SOURCES

Unless otherwise specified, estimates in this report come from the Consumer Housing Trends Report (CHTR) 2024, and year-over-year comparisons also use data from CHTR 2018, CHTR 2019, CHTR 2020, CHTR 2021, and CHTR 2023. To provide a fuller picture of the state of home rentals and buyers' characteristics, preferences and behaviors, we also analyzed data from other sources:

- U.S. Census Bureau, 2021 and 2022 American Community Survey - The most recently available dataset from the U.S. Census Bureau's survey of the U.S. population. The ACS is the nation's largest survey and is based on a probability sample; as such, it is considered one of the leading sources of information on U.S. population and housing.
- U.S. Census Bureau, 2022 Current Population Survey Annual Social and Economic Supplement - The CPS ASEC offers the most recent demographic estimates on the U.S. population.
- Zillow.com website metrics - To provide additional context for survey results, ZG Population Science also examined internal Zillow data on listing information.

