



Connect with homeowners and help them make updates to the place they call home

Homeowners

The homeowners audience segment features users that have frequently consumed content that relates to homeownership across Zillow Group's sites. For many people, their home is their biggest investment and Zillow Group is there to help them manage their property and feel more confident about their decisions.

AUDIENCE DATA SIGNALS

- Consuming information about the real estate market
- Researching home values
- Claiming a home on Zillow
- Managing the public view of their property
- Learning more about home improvement

Contact your Account Executive to discuss Zillow Group Audience Targeting and cookie pool sizes

ZILLOW INSIGHTS

Most homeowners view their homes as an investment. In the best of circumstances, their home fulfills dreams, helping to pay for college, fund retirement investments, even buy a vacation home. Once planted, people typically stay rooted for 16 years, long enough to know the neighbors, dig deep into the community and watch as the neighborhood evolves, adding new people and businesses. The typical homeowner is 55 years old with a median household income of \$72,500.



83% of homeowners have no plans to sell in the next three years



60% of homeowners plan to make at least one home improvement in the next year



The typical mortgaged homeowner still owns 62% of their home's value



Majority of homeowners are married, educated and affluent