

Using ACS data to  
profile the  
homebuyers & sellers  
*by metro area*

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# Profile of Homebuyers and Sellers

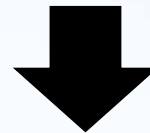
Nationwide, based on the National Association of REALTORS®' Home Buyers and Sellers Report:

A typical buyer  
was  
**46 years old**  
earned  
**\$92,000**



A typical seller  
was  
**55 years old**  
earned  
**\$89,000**

**However, real estate is local and  
home prices vary from area to area.**

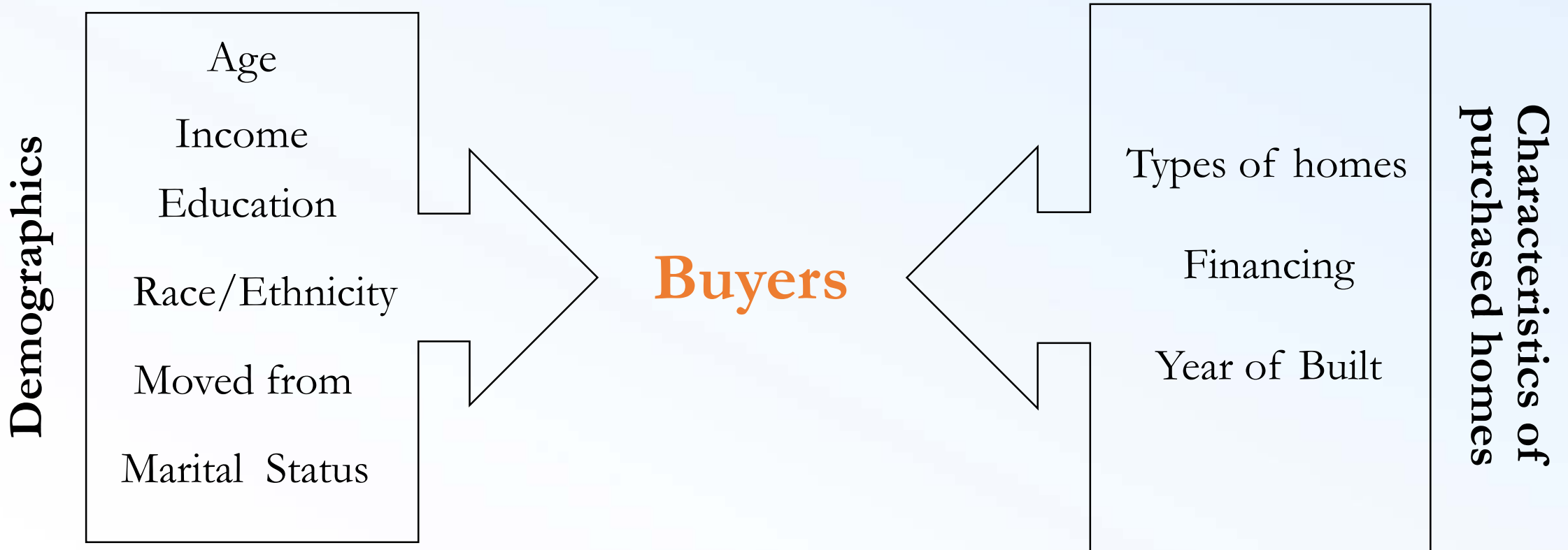


**Create the profile of homebuyers and sellers  
for each of the local markets**

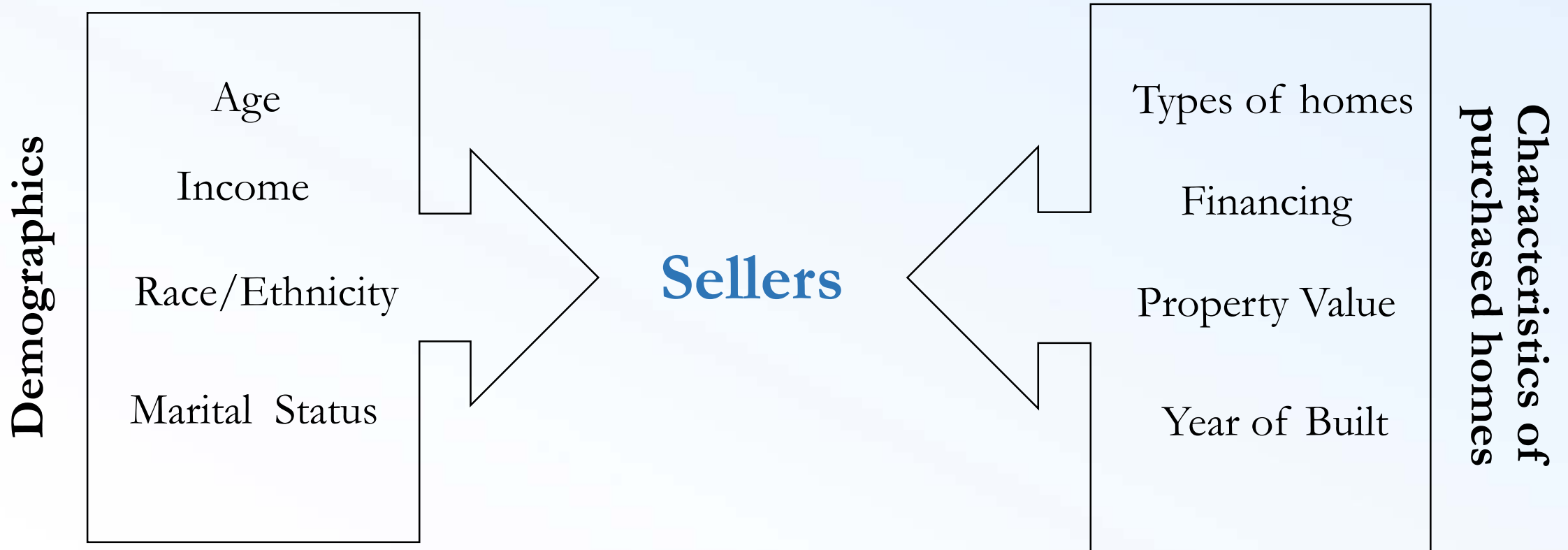
# Methodology and Data

- Used the 2017 1-year Public Use Microdata Sample (PUMS) ACS files
  - Housing PUMS dataset
  - Population PUMS dataset
- Converted the PUMA estimates to metropolitan area level estimates.  
*(population and housing weights based on the Missouri Census Data Center)*
- **Buyers** ➡ owners who moved into their home within the last year.
- **Sellers** ➡ owners who moved into their home in the last 5-9 years.  
*Based on the NAR's Home Buyers and Sellers Survey, the average tenure of owners was 9 years*
- Used Tableau Software to visualize the profile of homebuyers and sellers.

# Buyers by metro area



# Sellers by metro area

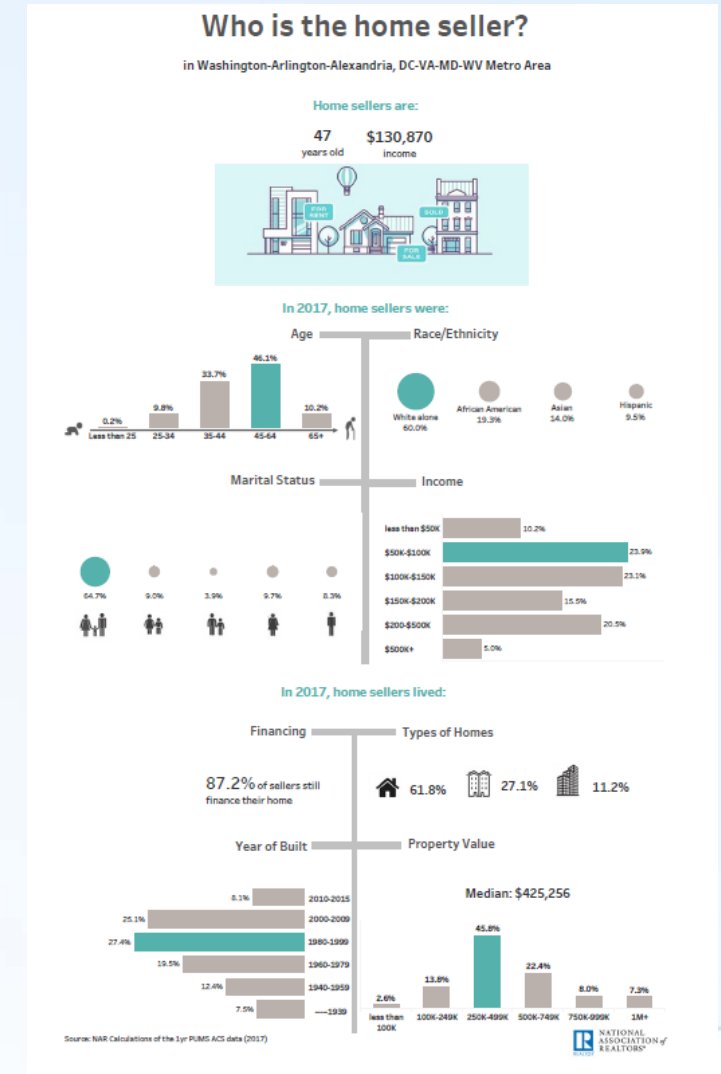


# Live Demo



<https://www.nar.realtor/research-and-statistics/housing-statistics/home-buyers-by-metropolitan-statistical-area>

<https://www.nar.realtor/research-and-statistics/housing-statistics/home-sellers-by-metropolitan-statistical-area>



# Future Projects

- **Metro areas with the youngest homebuyers (median age less than 32):**

Bismarck, ND, Goldsboro, NC, Greenville, NC, Columbia, MO, College Station-Bryan, TX

- **Metro areas with the oldest homebuyers (median age greater than 61):**

Sebring, FL, The Villages, FL, Homosassa Springs, FL, Sebastian-Vero Beach, FL, Prescott, AZ

- **Metro areas where homebuyers had the highest median income (above \$115,000):**

San Jose-Sunnyvale-Santa Clara, CA, San Francisco-Oakland-Hayward, CA, Trenton, NJ, Washington-Arlington-Alexandria, DC-VA-MD-WV, Boston-Cambridge-Newton, MA-NH

# Thank you

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