



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

While owners treat their home as a reflection of who they are rather than an investment, they nonetheless see the benefits of taking a DIY approach to repairs, and manage their homes for maximum financial security. They refinance periodically to obtain the best mortgage rate and track their home's value so that they understand their equity position and local market.



Today's homeowner likely lives in the suburbs and stays in their home for a longer period of time



More than half of all homeowners purchase a property that needs updates



62% of homeowners making home repairs prefer to do the work themselves over hiring a professional



Homeowners are married, educated and affluent

All findings are from the Zillow Group 2016 Consumer Report