

TINY HOUSES

And the people who live in them

The tiny house phenomenon redefines what makes a house a home, empowers the people for a better future and leads a movement that breaks the mold every day. Tiny house people come from all walks of life. This is their story.



SIXTY-EIGHT PERCENT
of tiny house people have no mortgage,
compared to 29.3% of all U.S. homeowners.¹

YOU CAN BANK ON IT



55% of tiny house people have more savings than the average American, with a median of \$10,972 in the bank.

A HOME THAT YOU OWN



78% of tiny house people own their home, compared to 65% of homeowners with traditional houses.²

✂ THE REAL COST OF HOUSING ✂

The average cost to build a tiny house is \$23,000 if built by the owner.



The average cost of a standard-sized house is approximately \$272,000.³



Add \$209,704 interest on a 4.25% 30-year loan and it's \$481,704!



TINY HOUSE, BIG LIVING



The average tiny house is 186 sq/ft while the standard U.S. house takes up nearly 2100 sq/ft. That adds up to nearly 11.3 Tiny Houses!⁴

APPROXIMATELY
2 OUT OF 5
TINY HOME OWNERS ARE OVER
50 YEARS
OF AGE

ISLAND SAVINGS TIME

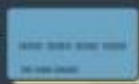
32% of tiny house people have more than \$10,000 saved for retirement.

62% of tiny house people have less than \$5,000 saved for retirement.



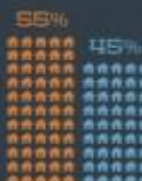
GIVE YOURSELF SOME CREDIT

89% of tiny house people have less credit card debt than the average American, with 65% of tiny house people having zero credit card debt.⁵



THE FAIRER SEX WINS

More women own tiny houses than men.



\$42,038
per capita income of tiny house people.
EARNING \$478
more annually than the average American.



Tiny house people are twice as likely to have a masters degree, while they are on par with the average college graduation rates.

