

Aspirational, but Practical

First-time millennial homeowners – those who have owned their home for five years or less – are aspirational, but practical about homeownership.



While this group may have aspirational dream homes, they have a realistic approach to their goals and budgets when it comes to home buying and renovating.

85%

see homeownership as
a good investment

90%

are very or extremely interested in
learning about home repair and
home improvement projects

64%

are more likely to live in
lower-end homes that are
aging and in need of fixing up

50%

are unwilling to get a loan to
take advantage of a deal

75%

do some degree of DIY
in their home

Source: Better Homes & Gardens

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