

Hispanic Millennials

ON A MISSION

Buying a home is an important goal for many Hispanic millennials in California. Check out some of the differences in the attitudes and perceptions surrounding homeownership of Spanish-dominant speaking vs bilingual/English-dominant speaking Hispanics.

SPANISH-DOMINANT SPEAKERS



More likely to live at home with their parents/family.

Preferred home price:

\$249,000



More interested in purchasing a condo.



plan to purchase a home in the next 2 years.

BILINGUAL/ENGLISH-DOMINANT SPEAKERS



More likely to start the home search process by speaking with an agent.

Preferred home price:

\$271,000



More likely to have gotten pre-qualified by a lender.



plan to purchase a home in the next 2 years.

PRIMARY BENEFITS OF HOMEOWNERSHIP:

An improved quality of life for my family:

61%

60%

Having the freedom to do what I want with my home:

63%

56%

I need my own space:

60%

51%