



HISPANIC WOMEN:

Real Estate's Newest Power Player

As the housing market continues to rebound, it's more important than ever to consider the buying potential of different demographics contributing to its recovery. One such group is Hispanic women, also called Latinas, who are taking charge when it comes to household financial decisions. Better Homes and Gardens® Real Estate, along with the National Association of Hispanic Real Estate Professionals, conducted a survey of approximately 1,000 Hispanic women to uncover what Latinas are looking for in their real estate search.

PURCHASE POWER IS GROWING



\$1.2 trillion

The impressive, collective buying power of Hispanics



86%

of Latina women are at the helm of purchasing decisions in households

Hispanic women are the growth engine of the U.S. female population



They are expected to represent **30% of the total female population by 2060**, while the non-Hispanic white female population is expected to drop to 43%

HOME BUYING STILL THE AMERICAN DREAM

Nearly all respondents

91%

think buying a home is the best financial investment they can make



61%

of Latinas say they will play a larger role than their partner in their next home purchase

59%

envision being more involved than their partners when it comes to researching homes to visit



54%

say they will be more involved than their partners in deciding which home to eventually purchase

43%

say they will be more involved than their partner in researching the finances, such as mortgage options



What Else Matters

HOME IS WHERE THE HEART IS

87%

want their home to be the main gathering place for celebrations



BEYOND THE NUCLEAR

62%

would buy a home with room for more people than currently live with them



LIFE'S LUXURIES:

Amenities that Latinas desire in their new homes



50% IN-GROUND POOL



50% GOURMET CHEF'S KITCHEN



47% SPA-LIKE BATHROOM



29% IN-HOME THEATER SYSTEM



SOURCES:
Better Homes and Gardens Real Estate/National Association of Hispanic Real Estate Professionals Survey
Nielsen <http://www.nielsen.com/us/en/insights/news/2013/latinas-are-a-driving-force-behind-hispanic-purchasing-power-in-.html>
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