

# INSIGHTS ON Millennials' Emotional Drivers & Barriers to Homeownership



Homeownership may seem out of reach for many millennials who are uncertain they have the financial means to invest in a home. A survey by Essent, which contained a total of 2,000 millennials across the U.S., generated several revealing statistics on millennials and homeownership. From the survey, Essent identified five key insights that loan officers can utilize to help educate millennials about the homebuying process.

## 1 Millennials want to know more about buying a home before they enter the purchasing process.



Only 13% of potential buyers feel extremely knowledgeable about financially preparing to buy a home.



93% of potential buyers say it would be helpful to have a step-by-step guide that walks them through the homebuying process.

## 2 Millennials and non-buyers want more stability in their lives before they purchase a home.

### more than half

of non-buyers believe they'll be ready to purchase a home when they feel more established in their careers.



one-third of non-buyers believe they'll be ready when they feel comfortable committing to staying in one place.

## 3 Age and perceived life stage play a key role in many millennials' desire to purchase a home.



More than 50% of potential buyers consider buying a home because it feels like the "right next step" at their age.



Nearly half of current owners who are millennials say they purchased a home for this reason.

## 4 Owners and potential buyers see homeownership as a measure of personal success.

64%

of homeowners and potential buyers feel that a person should own his/her own home by the age of 30.

50%

of owners in our survey purchased their first home by the age of 25.

## 5 Once millennials are educated about the homebuying process, their negative emotions diminish significantly.



34% of non-buyers describe the homebuying process as "overwhelming" and "nerve racking."



50% of potential buyers and owners associate homebuying with excitement and happiness once educated about the homebuying process.

Source: Essent 2017 Millennial Home Purchasing Study. For the purposes of the study, millennials were defined as those born between 1980 and 1998.

To get the complete study visit: [essent.us/millennialstudy](https://essent.us/millennialstudy).

EssentIQ® was created to educate millennials and other first-time homebuyers who may not be aware of homebuying options that are available to them outside of the conventional 20% down. Through education and accessible resources, such as EssentIQ, homeownership and the American dream may be more achievable than many millennials think.

EssentIQ is available in English and Spanish at [essent.us/essentiq](https://essent.us/essentiq).

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