

# LATINOS AND THE AMERICAN DREAM

**Latinos Believe in Homeownership. We want to buy, and buy in California.**

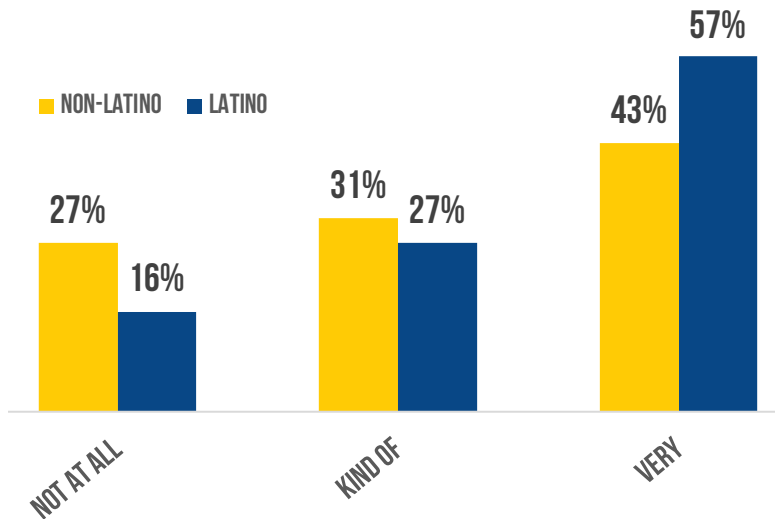


of Latino Renters surveyed say that home-ownership is Very Important.



of Latino Renters who are actively looking to purchase say that home-ownership is Very Important.

How Important is Homeownership to You?



of Latino Renters plan to buy after their current residence (compared to 30% of non-Latino counterparts)

## SO, WHAT'S STOPPING LATINO BUYERS?

**AFFORDABILITY**

1. 75% say they would be interested in purchasing if lower down-payments were available.
2. But, 35% of all Latino renters believe that you need more than 30%.
3. And, only 30% of Latino Respondents were aware of 3.5% FHA-backed loans

For more resources and information please visit [on.car.org/progdiv](http://on.car.org/progdiv)