

# Hispanic homeownership:

## Poised to drive demand for decades



# MGIC

Compelling growth in population, employment, income & homeownership opportunities<sup>1</sup>

# 19 MILLION

are in their prime homebuying years<sup>2</sup>

## 32%

live in  
multigenerational  
households

### How they combat market challenges:

1. Willingness to relocate to affordable areas
2. Co-borrowing and multigenerational living
3. Down payment assistance programs
4. Independent work to supplement income

## 17%

homebuyers who  
added a child to their  
household in 2024

## 43%

Hispanic homebuyers  
under the age of 45  
in 2023

## 31

median age (8 yrs.  
younger than the  
general population)  
in 2023

## 97.5%

U.S. population growth attributed to  
Hispanics between 2022 and 2023

### Top 5 reasons Hispanics moved in 2024

Upsizing	35%
Different neighborhood vibe	31%
Want new city/town	29%
Change in personal finances	28%
Greater affordability	26%

## \$69,467

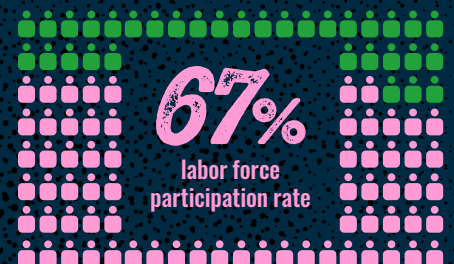
median household income<sup>1</sup>  
(5.4% YoY increase)

### Top 3 sources they use to find a home

Real estate agent	80%
Real estate website/app	76%
Social media	56%

### Workforce increase (last 20 years)

Hispanic	69%
Non-Hispanic	6%



Use our library of Hispanic homebuyer resources to help this  
growing demographic achieve their dream of homeownership!

[mgic.com/hispanic-marketing](https://mgic.com/hispanic-marketing)