

THE REMARKABLE RISE OF WOMEN HOMEOWNERS



Get to know this determined and resourceful demographic to boost your business.

Demographics

38

median age¹

10.95M

homes owned by single women²

1.2M

bachelor's degree³

Financial challenges

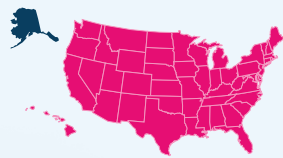


82¢ vs. \$1

amount a woman earns to every dollar a man earns⁶

\$69,600 vs. \$83,300

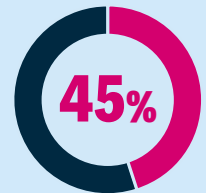
median income of single women first-time homebuyers compared to men¹



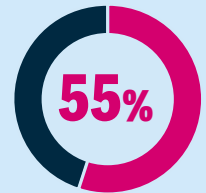
49 of 50

states in which women pay higher mortgage rates⁷

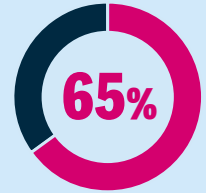
Unique characteristics



make financial sacrifices to buy a home¹



want to live close to family and friends¹



would buy a home without being married⁴

1/3

have a partner but buy alone because of their stronger financial position⁵

Homebuyers by household¹

19%

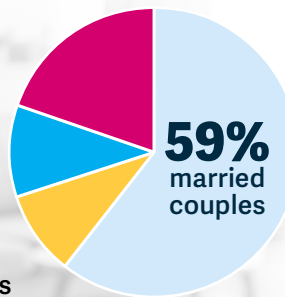
single females

10%

single males

9%

unmarried couples



Single women homebuyers have surmounted inequities in a relatively short time to become the second-largest group of homebuyers, surpassed only by married couples.¹

Lender Pros:

Support the growth of women homebuyers

Become their trusted advisor by sharing educational resources with them.

mgic.com/helping-homebuyers