

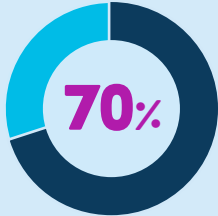
# HISPANICS DRIVE HOMEOWNERSHIP GROWTH



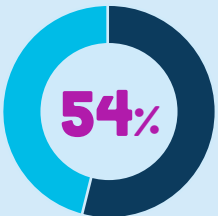
Take a closer look at this vibrant, expanding market.

## Demographics

**Median age: 30**



70% of homebuyers are under the age of 45



54% U.S. population growth in the last ~10 years



20% bachelor's degree or higher

## Financially ready

**7.9M**

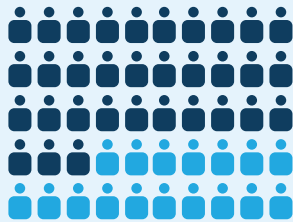
mortgage-ready homebuyers under age 45

**\$60,566**

median household income

**669**

median credit score



**66%**

labor force participation rate

## Unique characteristics

**#1**

highest share of homebuyers under age 25

**1.7X**

more likely to start a business



1/3 live in multigenerational households



13% of small businesses are owned by Latinos

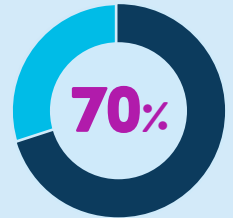
## Homeownership growth

**2.3M**

new Hispanic households since 2014

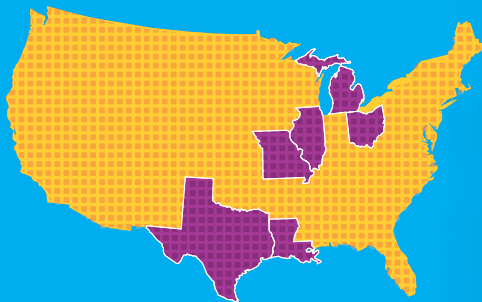
**628,000**

new Latino households formed in 2022



70% expected homeownership growth in next 20 years

## Top 5 opportunity markets for mortgage-ready Latinos



1. Texas
2. Ohio
3. Michigan
4. Missouri/Illinois
5. Louisiana



**Lender Pros:**

**The future of homeownership is Latino!**

Start building stronger connections with this fast-growing demographic with MGIC's expanded Hispanic marketing resources library.

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