

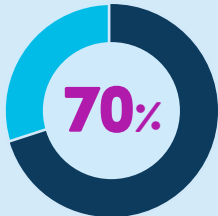
HISPANICS DRIVE HOMEOWNERSHIP GROWTH



Take a closer look at this vibrant, expanding market.

Demographics

Median age: 31¹



of homebuyers are under the age of 45¹



U.S. population growth in the last 10 years¹



bachelor's degree or higher¹

Financially ready

7.9M

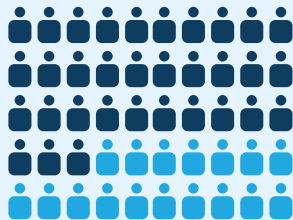
mortgage-ready homebuyers under age 45²

\$65,882

median household income¹

669

median credit score²



66%

labor force participation rate²

Unique characteristics

#1

highest share of homebuyers under age 25²

1.7X

more likely to start a business²



live in multigenerational households²



of small businesses are owned by Latinos²

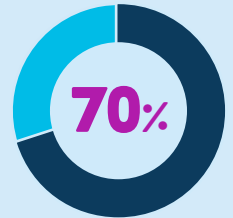
Homeownership growth

4.6M

new Hispanic households since 2014¹

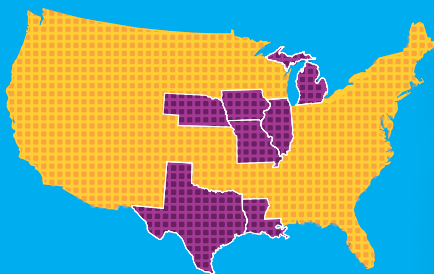
450,000

new Latino households formed in 2023¹



expected homeownership growth in next 20 years²

Is your market in the top 25? Here are the highest-ranked opportunity markets based on affordability.¹



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



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