

# Hispanic homeownership:

## Poised to drive demand for decades



**MGIC**

Compelling growth in population, employment, income & homeownership opportunities!

**19 MILLION**  
are in their prime homebuying years<sup>2</sup>

**36%**  
of new U.S. businesses in '23 started by Latinos

**49%**  
Hispanic homeownership rate

**\$69,467**  
median household income<sup>1</sup>  
(5.4% YoY increase)

**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

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

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

**17%**  
homebuyers who added a child to their household in 2024



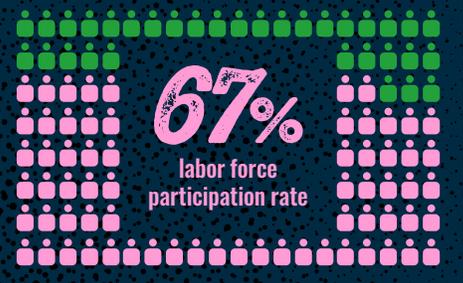
**Workforce increase (last 20 years)**

Hispanic	69%
Non-Hispanic	6%

**43%**  
Hispanic homebuyers under the age of 45 in 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%



**31**  
median age (8 yrs. younger than the general population) in 2023

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)