

Hispanics Lead Homebuying Market

Hispanics are the fastest-growing group in the U.S. homebuying market. Since key indicators show they will continue to lead home purchases for years, this is an important market for growing your purchase money business.

Hispanic Homeowner Growth 2000–2013

Growth in the number of **total** owner households between 2000 and 2013:

2000: **69.2** million

2013: **74.7** million

8 % increase

Growth in the number of **Hispanic** owner households between 2000 and 2013:

2000: **4.2** million

2013: **6.8** million

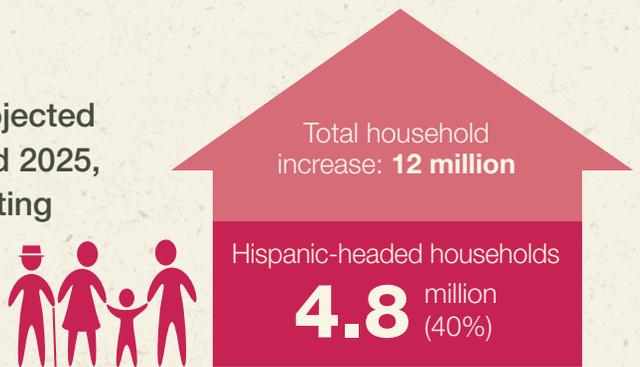
59 % increase

Source: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey

Hispanic Household Growth 2015–2025

The number of households in the U.S. is projected to increase by **12 million** between 2015 and 2025, with Hispanic-headed households representing **40 percent** of this net increase.

Source: Harvard University, Joint Center for Housing Studies, W14-1, March 2014, Middle Projection.



Median Age

Median age (years) of **Hispanics** living in the United States

27.7

42.6

Median age of **White Non-Hispanics** living in United States

Assuming that most people who will buy homes in the next two decades are now under the age of 44, Hispanic buyers represent an important opportunity in the purchase market.

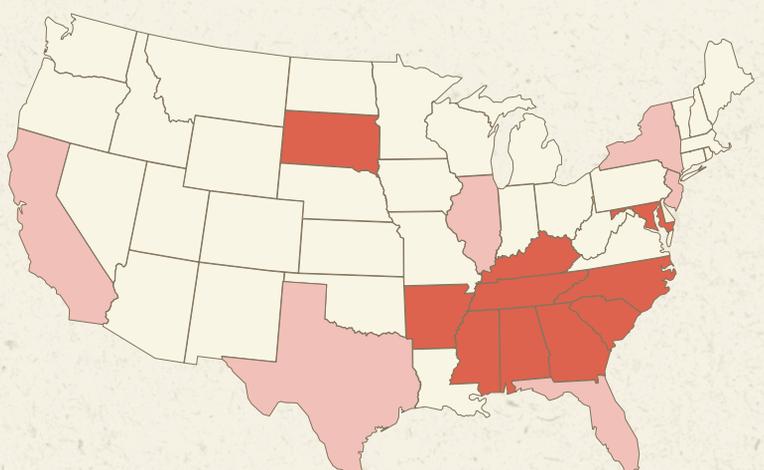
Source: U.S. Census Bureau, 2012 American Community Survey

Location Trends

Historically, most Hispanic homebuyers were located in California, New York, Texas, Florida, New Jersey, and Illinois. Now they are buying homes all over the country, including in rural states and counties.

10 Fastest Growing Hispanic States, 2000–2011

Alabama, South Carolina, Tennessee, Kentucky, South Dakota, Arkansas, North Carolina, Mississippi, Maryland, Georgia



Source: Pew Research Center