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

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

- 2000: 4.2 million
- 2013: 6.8 million

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**

<table>
<thead>
<tr>
<th>Median age (years)</th>
<th>Hispanic living in the United States</th>
<th>White Non-Hispanic living in United States</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.7</td>
<td>42.6</td>
</tr>
</tbody>
</table>

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