



HISPANIC HOMEBUYER DEMOGRAPHIC

HISPANIC REPRESENTATION IN THE HOMEBUYING MARKET

- Approximately **62 million** Hispanics live in the US. Their collective purchasing power amounts to more than \$2.6 trillion dollars, despite being overrepresented in low-wage occupations. *Source: NAHREP*
- Approximately **50%** of eligible Hispanic Americans are current homeowners, and the median wealth currently stands at \$47,600. *Source: NAHREP*
- Approximately **17.2%** of Hispanic Americans are living below the poverty line. *Source: NAHREP*
- Hispanic Americans launch businesses more frequently than other American population, which contributes to their substantial purchasing power. *Source: US Census, 2022*
- Hispanics are expected to attribute to more homeownership growth than any other American demographic in the next 20 years, with expectations of over 50% of new households by 2040 expected to be Hispanic Americans:

