

HOMEOWNERSHIP RATE

58.7% LATINO
71.3% NON-HISPANIC WHITE

Latinos were responsible for **49.8%** of homeownership growth and **49.9%** of household formation growth over the last 10 years.

Did you know?

McAllen-Edinburg-Mission, TX is the #1 opportunity market for Latinos in the U.S., home to 68,000 mortgage-ready¹ Latinos aged 45 and under.

POPULATION

11.9 MILLION LATINOS
40.2% OF THE OVERALL POPULATION

29.9 LATINO MEDIAN AGE

Latinos accounted for **54.7%** of Texas population growth, adding **1.9 million** Latinos over the last decade.

Did you know?

Almost half (49.3%) of the under 18 population in Texas are Latino.



Did you know?

Nearly one-third (30.9%) of Latino households in Texas are multigenerational.

ECONOMIC INDICATORS

\$54,857
LATINO MEDIAN HOUSEHOLD INCOME

18.1%
OF LATINOS 25 YEARS AND OLDER HAVE A BACHELOR'S DEGREE OR HIGHER

64.6%
LATINO LABOR FORCE PARTICIPATION RATE

GROWTH IN THE NUMBER OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

METROPOLITAN STATISTICAL AREA (MSA)	LATINO OWNED-HOUSEHOLDS ADDED (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Houston-The Woodlands-Sugar Land, TX	+ 59,806	\$ 252,300
2. Dallas-Fort Worth-Arlington, TX	+ 47,300	\$ 294,900
3. San Antonio-New Braunfels, TX	+ 45,636	\$ 233,500
4. El Paso, TX	+ 29,602	\$ 148,000
5. Austin-Round Rock-Georgetown, TX	+ 29,288	\$ 397,100

GROWTH RATE OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

METROPOLITAN STATISTICAL AREA (MSA)	LATINO HOMEOWNERSHIP GROWTH RATE (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Wichita Falls, TX	42.6%	\$ 127,000
2. Odessa, TX	37.7%	\$ 176,500
3. Beaumont-Port Arthur, TX	30.6%	\$ 151,400
4. Killeen-Temple, TX	30.1%	\$ 195,300
5. Austin-Round Rock-Georgetown, TX	29.3%	\$ 397,100

¹Freddie Mac defines "Mortgage Ready" as a group of potential future borrowers ages 45 and younger, who exhibit the following characteristics to qualify for a mortgage: Credit score equal to or greater than 661, DTI equal to or less than 25 percent, no foreclosures or bankruptcies in the past 84 months, and no severe delinquencies in past 12 months.

Markets with fewer than 25,000 Latino residents were excluded from rankings.



MOST AND LEAST AFFORDABLE MARKETS FOR LATINOS IN 2022

Ranked by the difference between the median Hispanic household income in the market and the income needed to afford the median priced home.

METROPOLITAN STATISTICAL AREA (MSA)	AFFORDABILITY GAP
El Paso, TX	\$13,900
San Antonio-New Braunfels, TX	\$10,800
Houston-The Woodlands-Sugar Land, TX	\$8,900
Fort Worth-Arlington-Grapevine, TX	\$8,400
Austin-Round Rock-Georgetown, TX	-\$4,000
Dallas-Plano-Irving, TX	-\$6,400

Did you know?

El Paso is the most affordable of Texas' most populous Latino markets. The median Latino household income in the market exceeds the income needed to afford the median priced home by \$13,900.

Did you know?

During the pandemic, Texas saw a net gain of 146,700 Latinos between 2020 and 2022.

SHARE OF INVESTOR PURCHASES IN Q3 OF 2022

METROPOLITAN STATISTICAL AREA (MSA)	SHARE OF INVESTOR PURCHASES
McAllen-Edinburg-Mission, TX	34.4%
El Paso, TX	33.1%
San Antonio-New Braunfels, TX	33.0%
Corpus Christi, TX	32.6%
Dallas-Fort Worth-Arlington, TX	32.3%
Houston-The Woodlands-Sugar Land, TX	31.3%
Austin-Round Rock, TX	29.2%
Killeen-Temple, TX	26.0%

Did you know?

While investor purchase activity is down nationally compared to 2021 record highs, investors purchased more than 25% of housing inventory in Texas most populous Latino metros.

TOP 3 MARKETS WITH THE HIGHEST YEAR-OVER-YEAR INCREASE IN MONTHLY MORTGAGE PAYMENTS

In 2022, the rise in interest rates dramatically increased monthly mortgage payments, even in markets that experienced price reductions. The following markets had the highest year-over-year increase in monthly mortgage payments between 2021 and 2022.

METROPOLITAN STATISTICAL AREA (MSA)	YOY % CHANGE IN MONTHLY MORTGAGE PAYMENT
Killeen-Temple, TX	68.3%
El Paso, TX	65.8%
Corpus Christi, TX	60.7%