

THE STATE OF HISPANICS DATA SUMMIT

Hispanics in Houston and Texas



Hobby School of Public Affairs
UNIVERSITY OF HOUSTON

Presented by the Hobby School of Public Affairs

Houston Hispanic Market

Hispanic Texans play a crucial role in driving population growth, meeting state workforce needs, contributing to taxes and spending, and holding substantial voting power.

Houston Hispanic Market

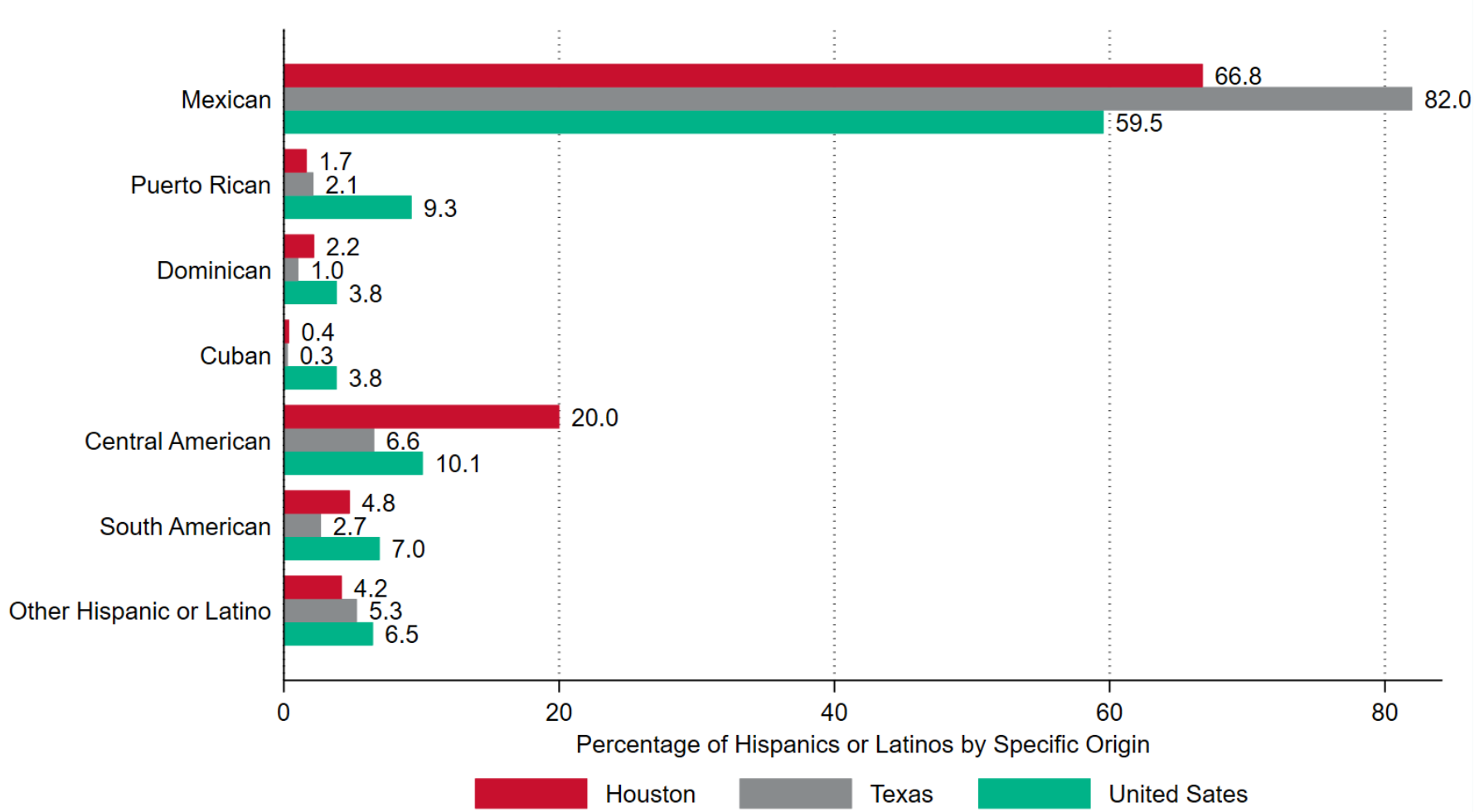
- Hispanic population has increased by 9.5% between 2010 and 2021¹
- Hispanics are 41.6% of the Houston labor force ¹
- Around 16% of Hispanic earnings went to federal taxes, 9% to state and local taxes, and 76% to other spending ²
- Hispanic population made up 27.8% of the electorate in the metro area ²
- There are more than 11,350 Hispanic-owned employer businesses in the Houston area, which represents 17 Hispanic-owned employer businesses for every 100 white-owned employer businesses. ³
- Houston has a higher concentration of Hispanic-owned employer businesses than the U.S. ³

Hispanic Population Trends in Houston

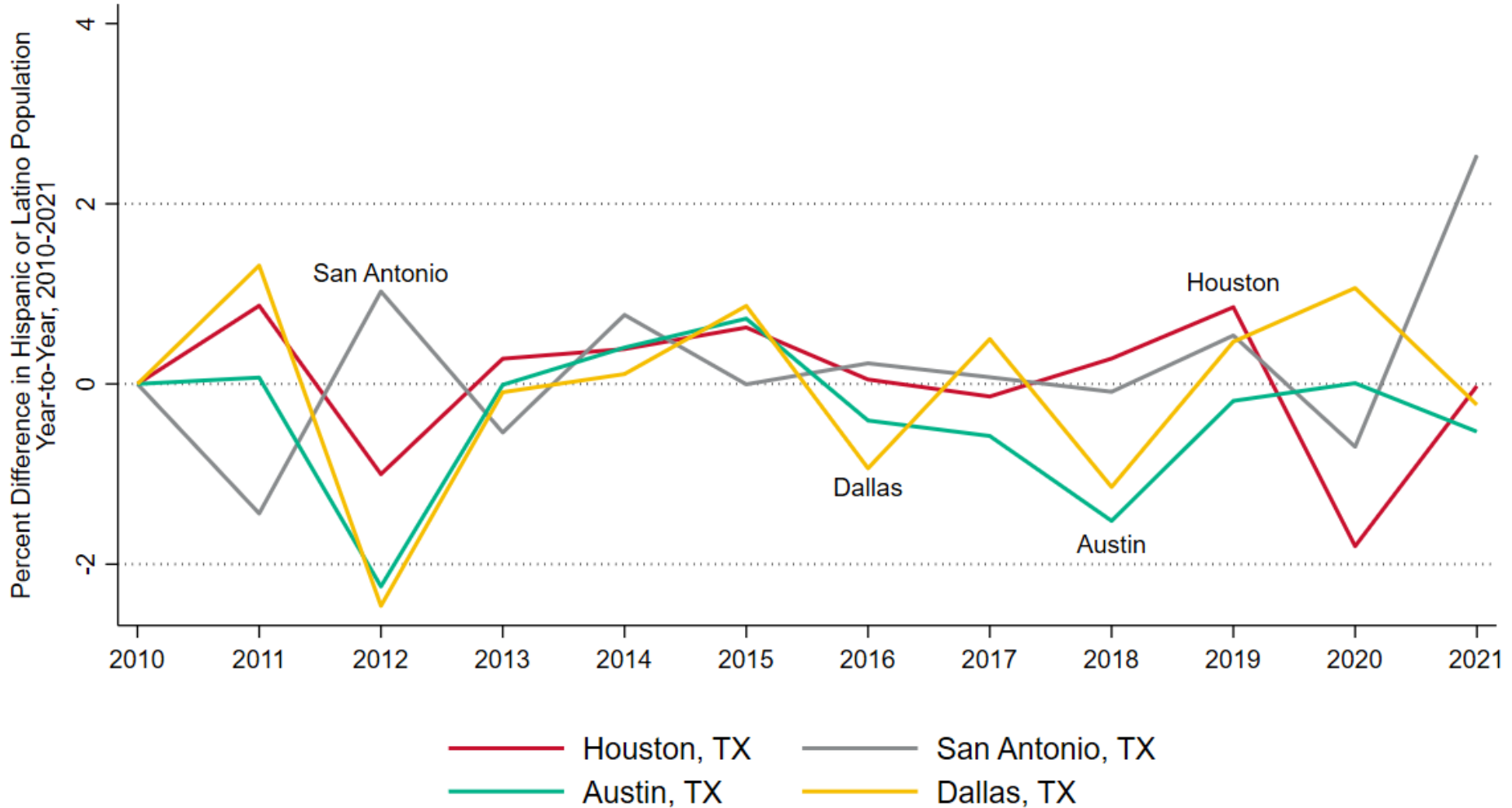
Hispanic Population Trends in Houston

- Mexicans are the largest Hispanic group in the city of Houston, the state of Texas, and the U.S.; however, compared to Texas, there are less Mexicans in Houston.
- Between 2019 and 2020 there was a decrease in the Hispanic population in Houston and Texas.
- By 2021, the percent of the Hispanic population increased in Texas but remained about the same in Houston.

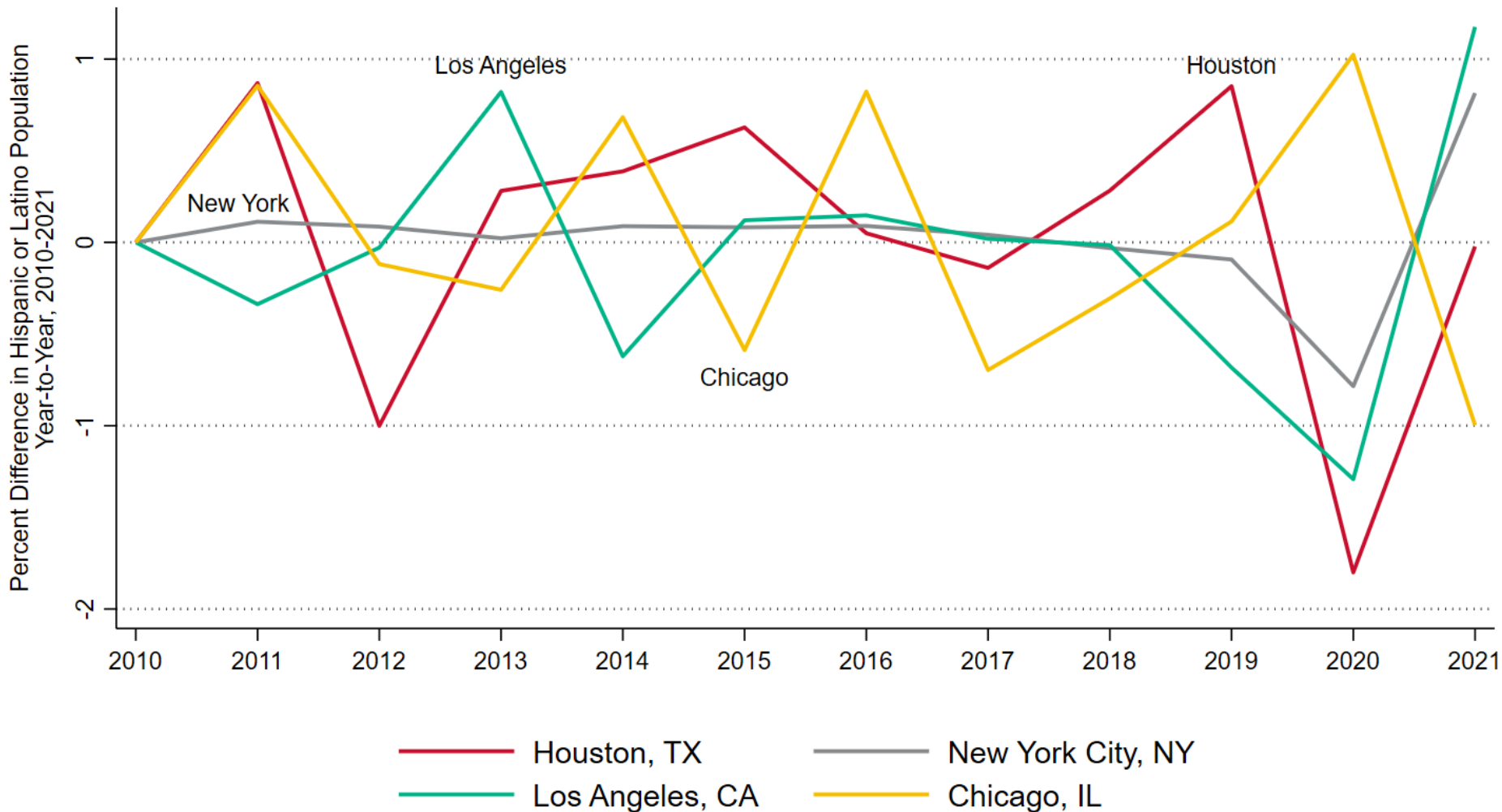
Hispanics by Origin



Growth of Hispanics in Houston vs. Other Major Texas Cities

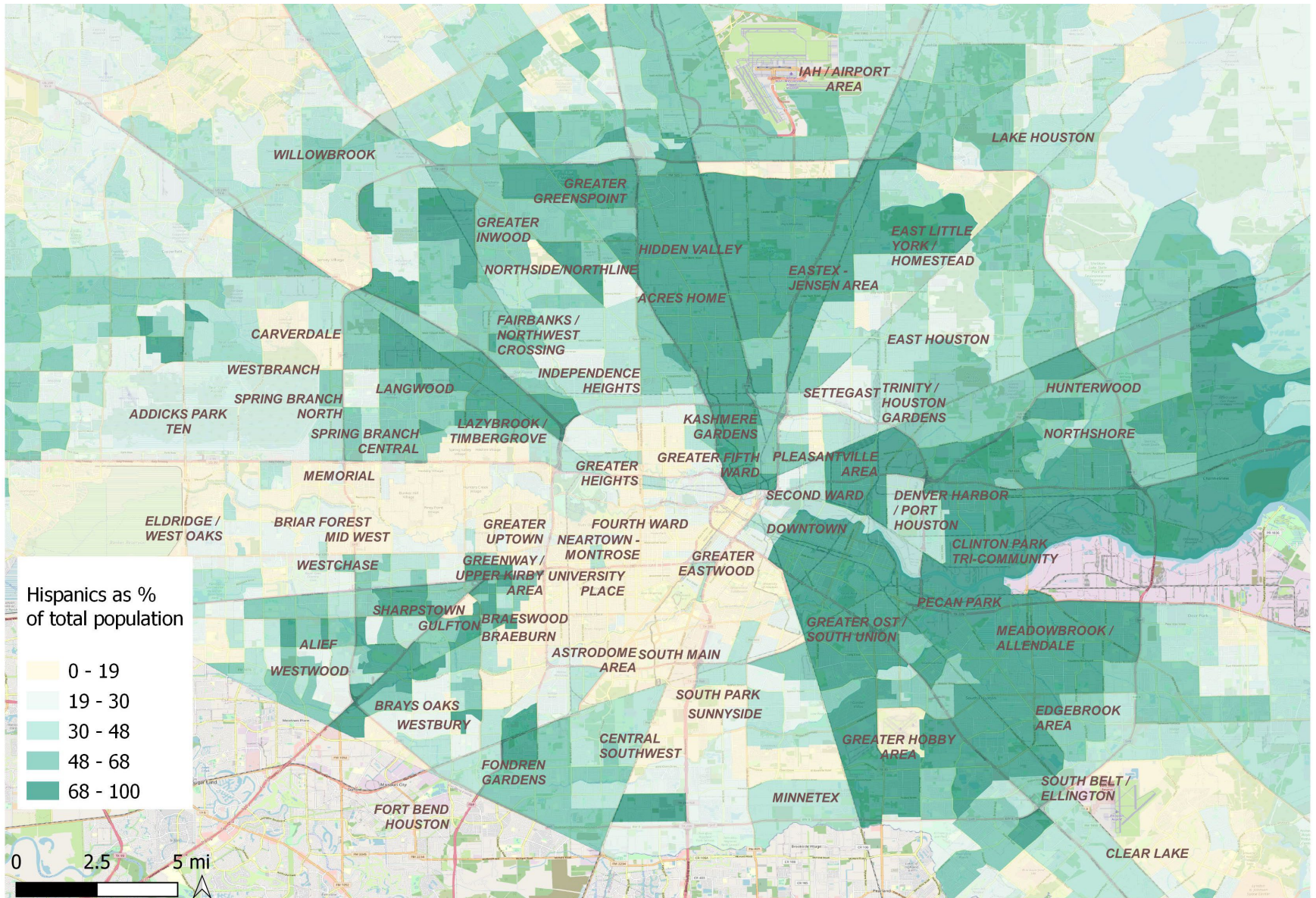


Growth of Hispanics in Houston vs. Other Major Cities



Where are Hispanics in Houston?

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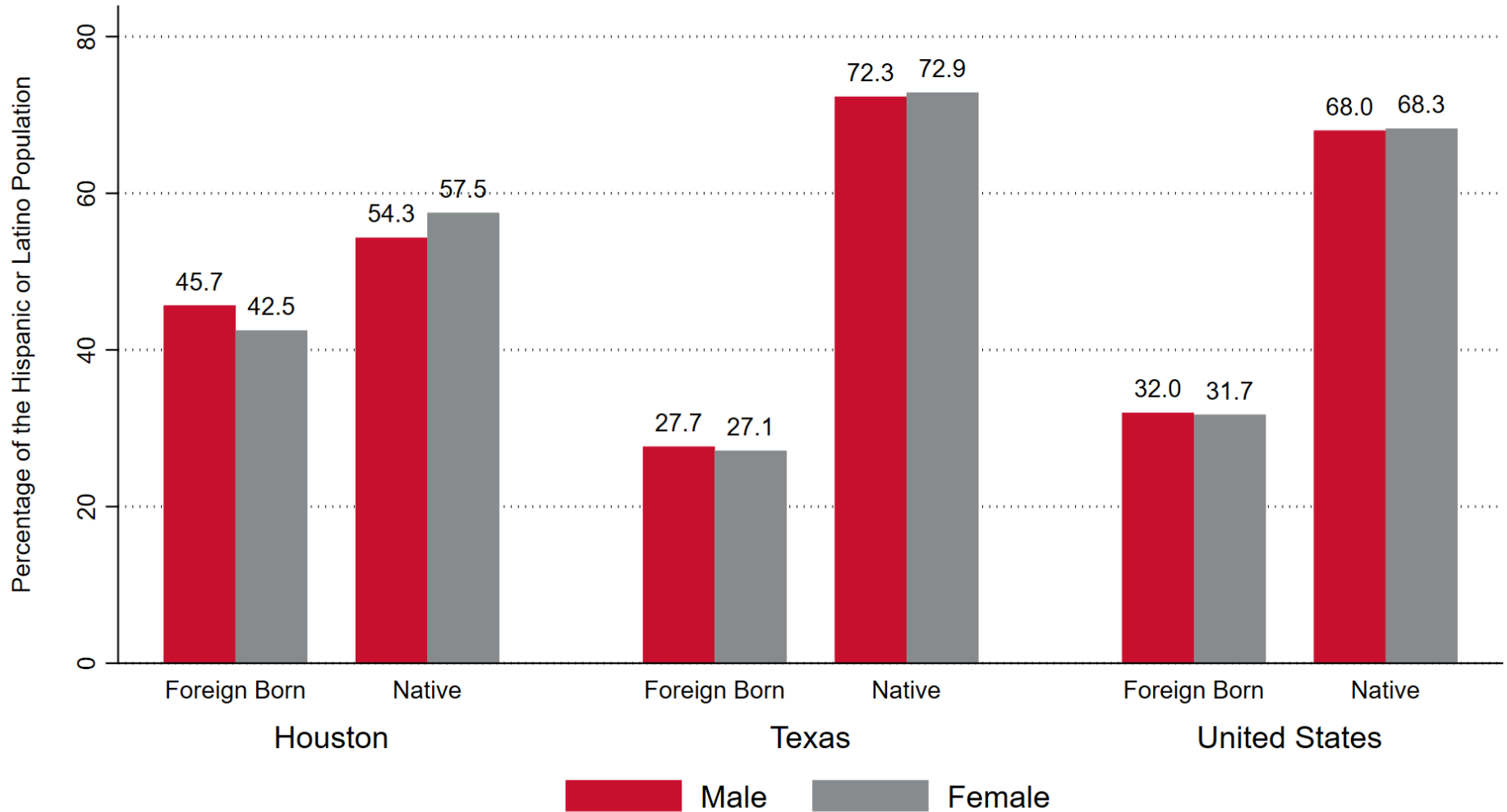


Hispanic Demographic Information in 2021

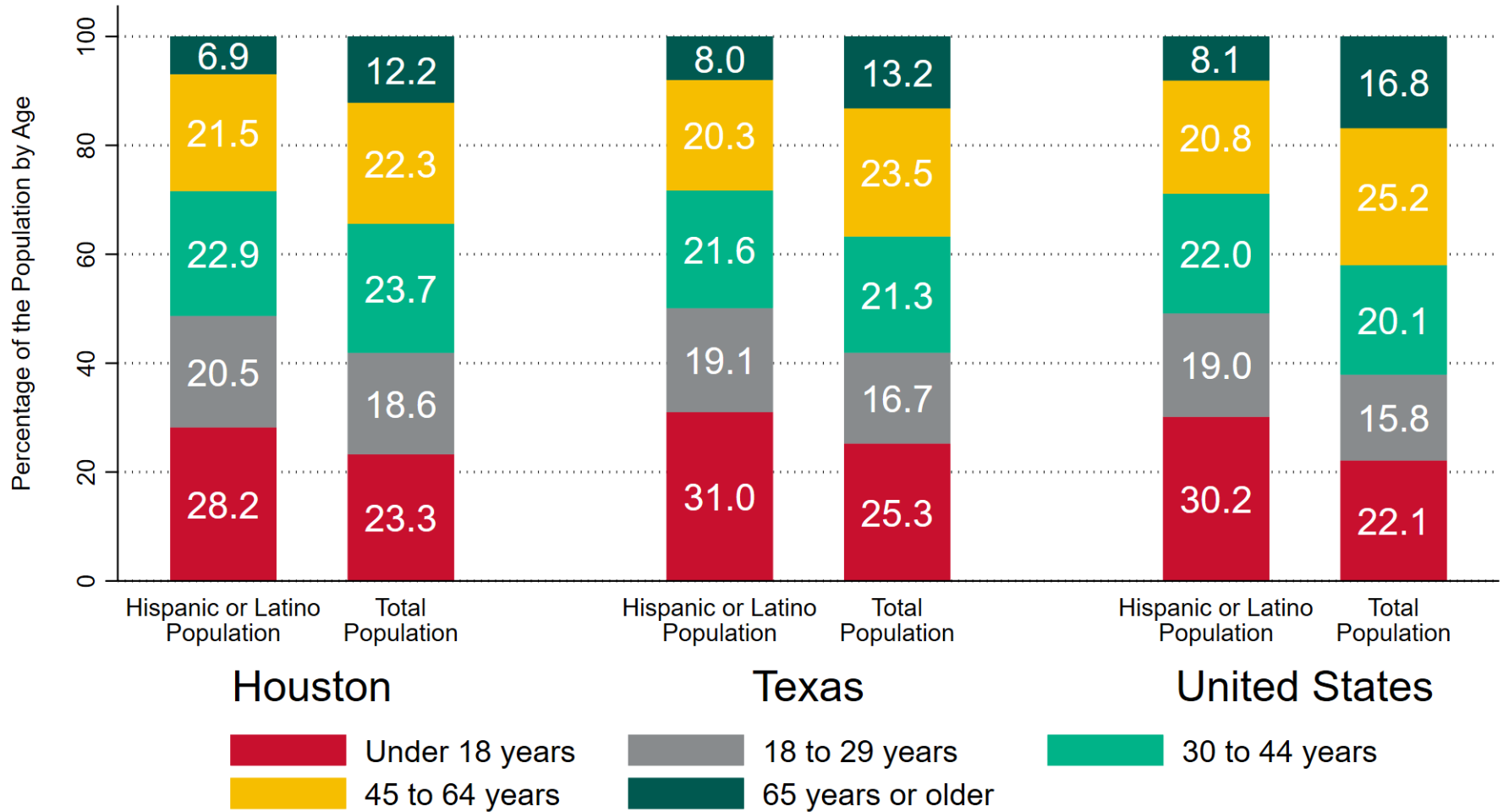
Hispanic Demographic Information

- Among Hispanics in Houston, the majority (~55.9) of the Hispanic population were native-born in the U.S., and about 44% were foreign-born.
- When it comes to age, close to a third of Houston Hispanics are under 18. About 41% of the Houston Hispanic population are between 18 and 44.
- Compared to Houston, Texas, and the U.S. populations, the Hispanic population had lower educational attainment.
- Compared to Texas and the U.S., Hispanics in Houston speak more Spanish at their homes.
- Around half of the Hispanic population in Houston speaks English very well (48%), while 16.3% not well, and 19.5% not at all.

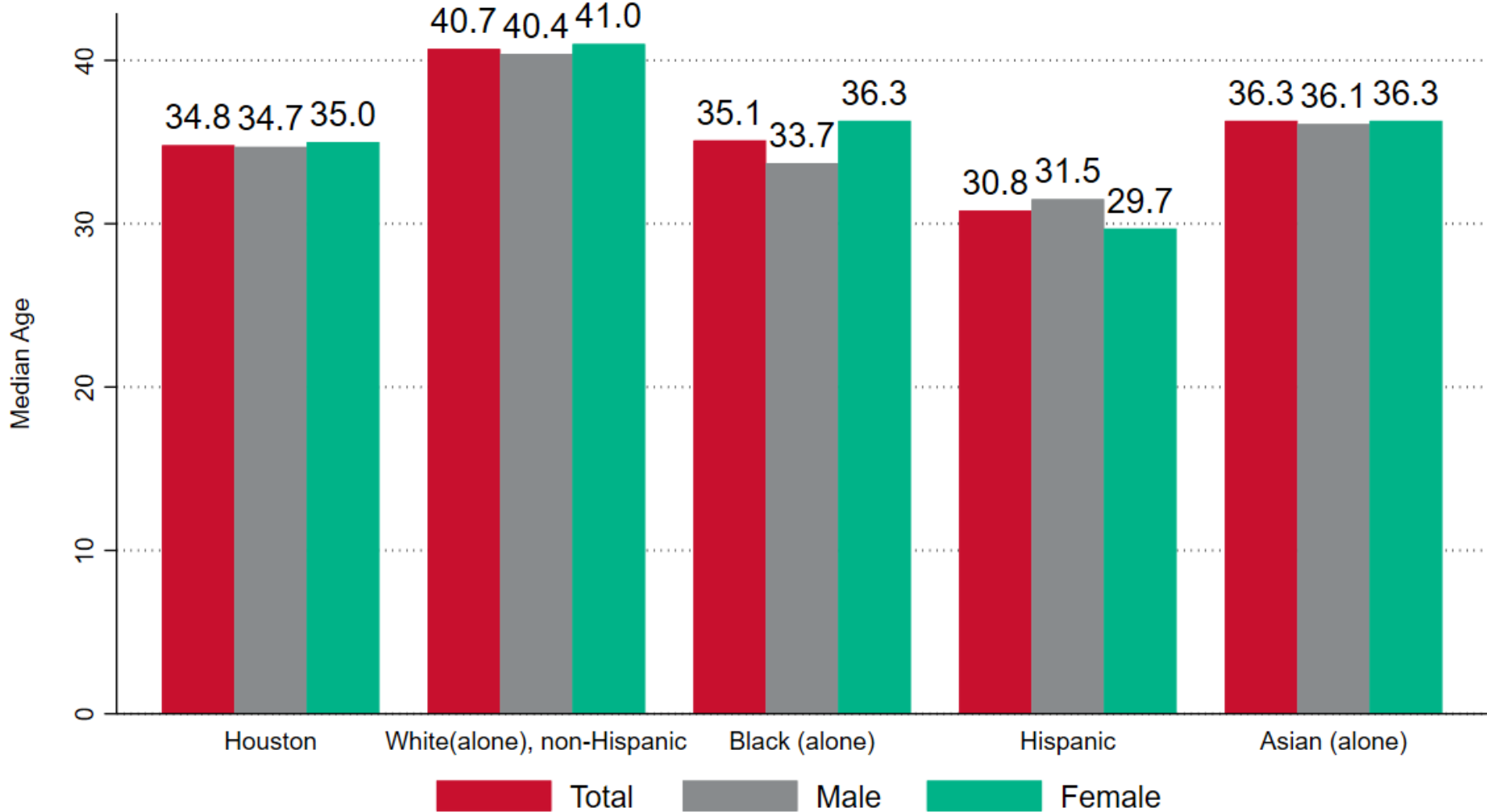
Hispanic Population by Gender and Nativity



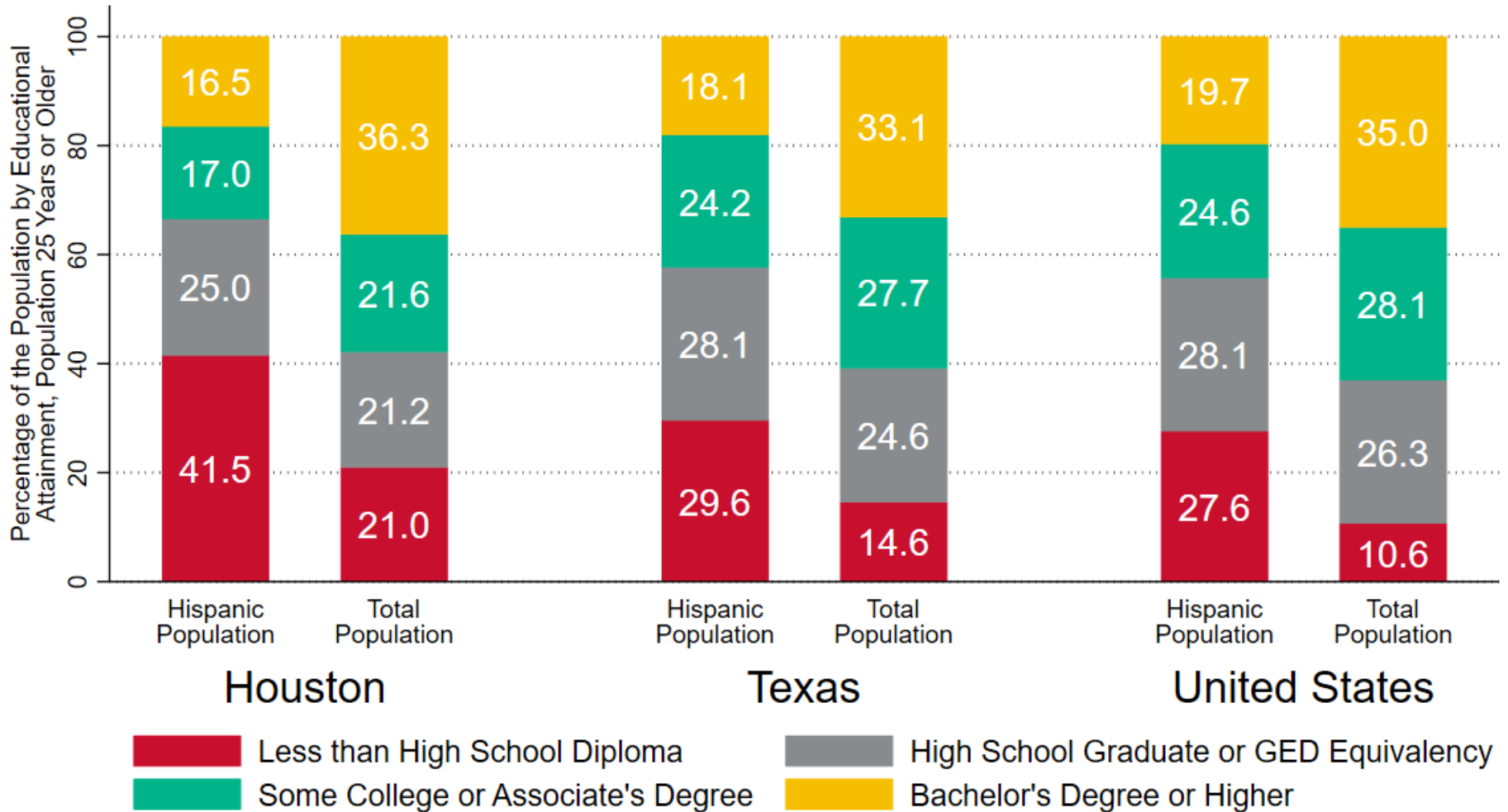
Hispanic vs. General Population by Age



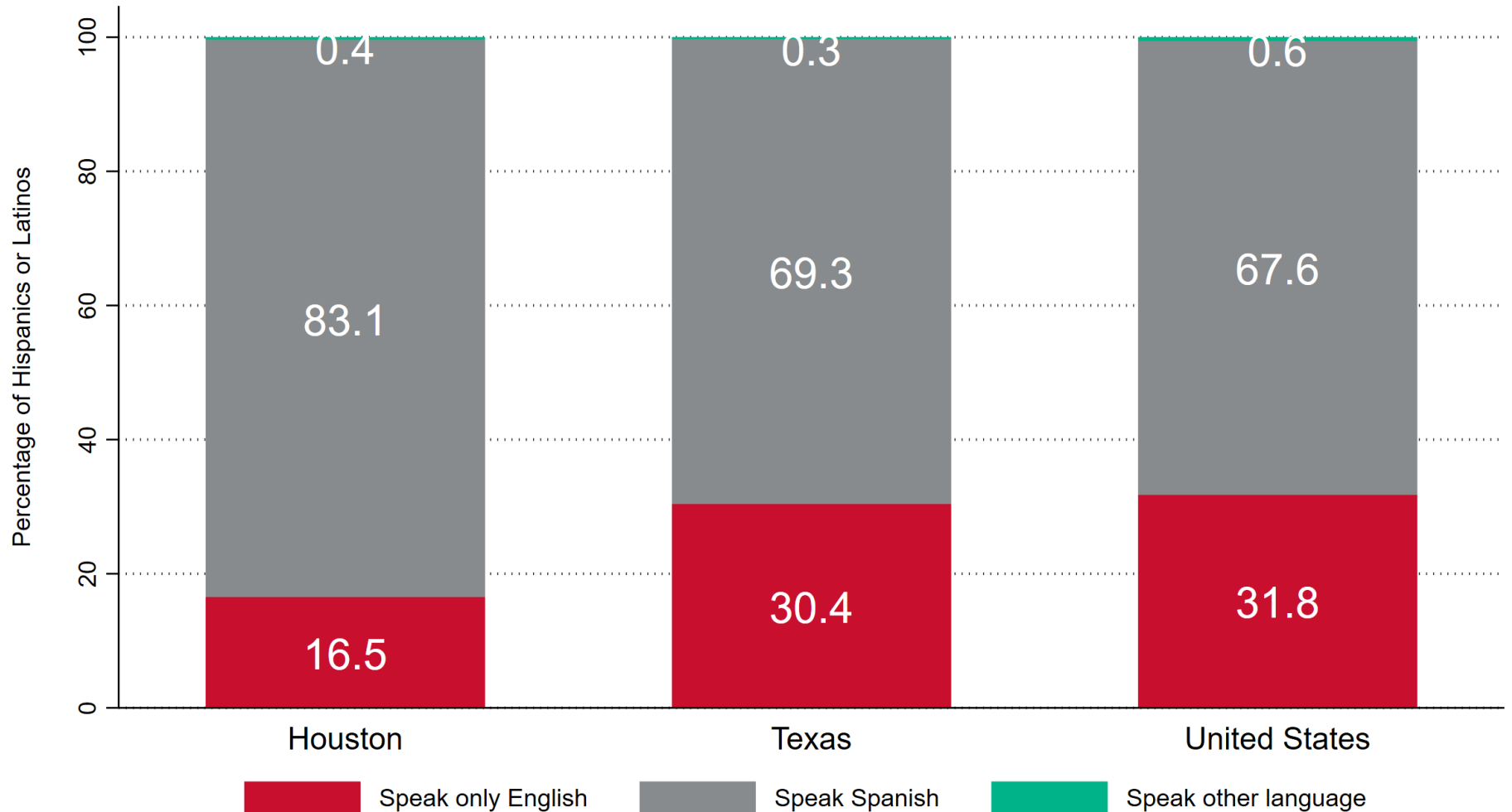
Median Age by Race/Ethnicity and Gender in Houston, 2021



Hispanic vs. General Population by Educational Attainment



Percentage of Hispanics Who Speak English vs. Spanish

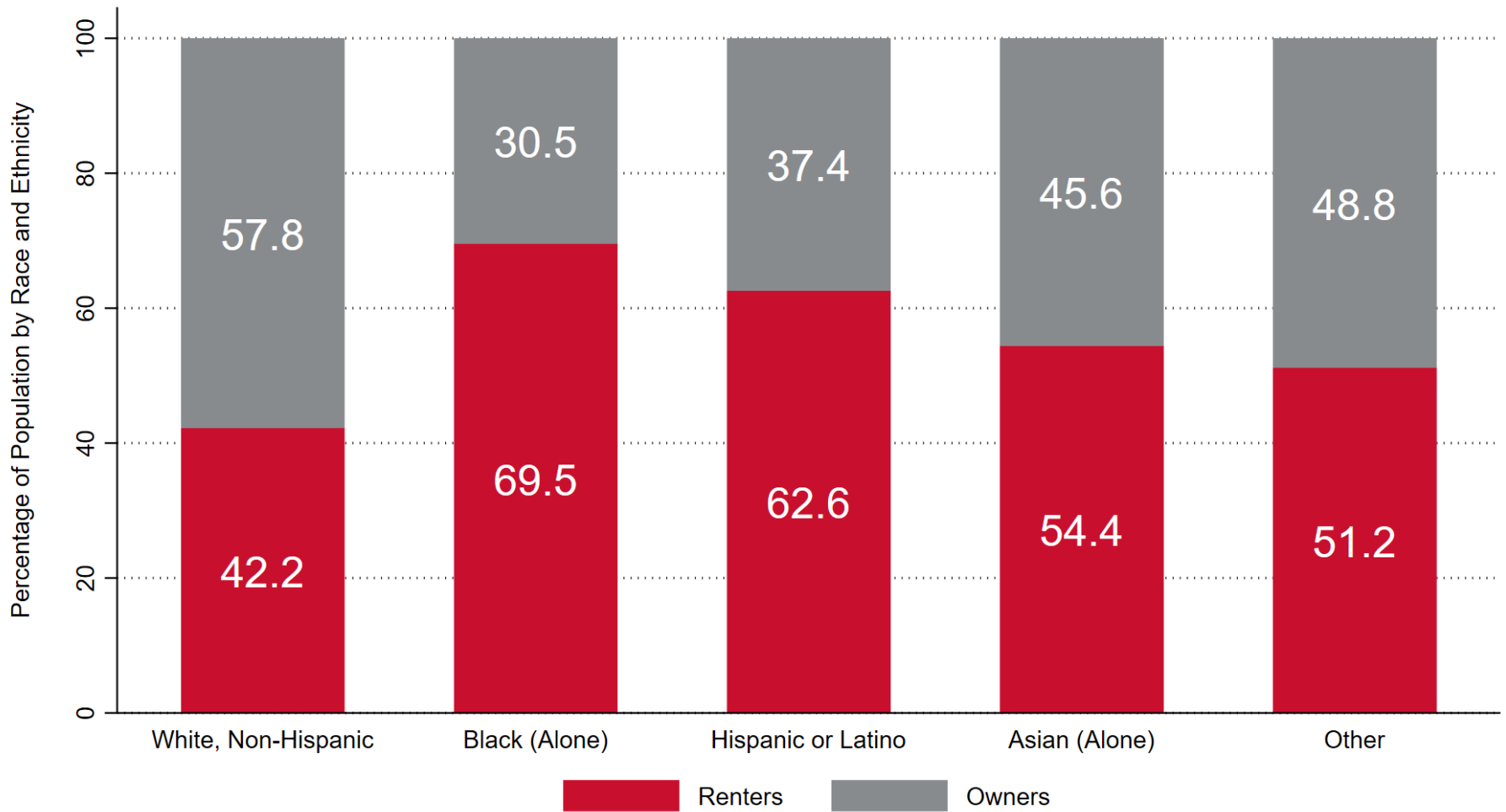


Houston Hispanic Socio-Economic Information

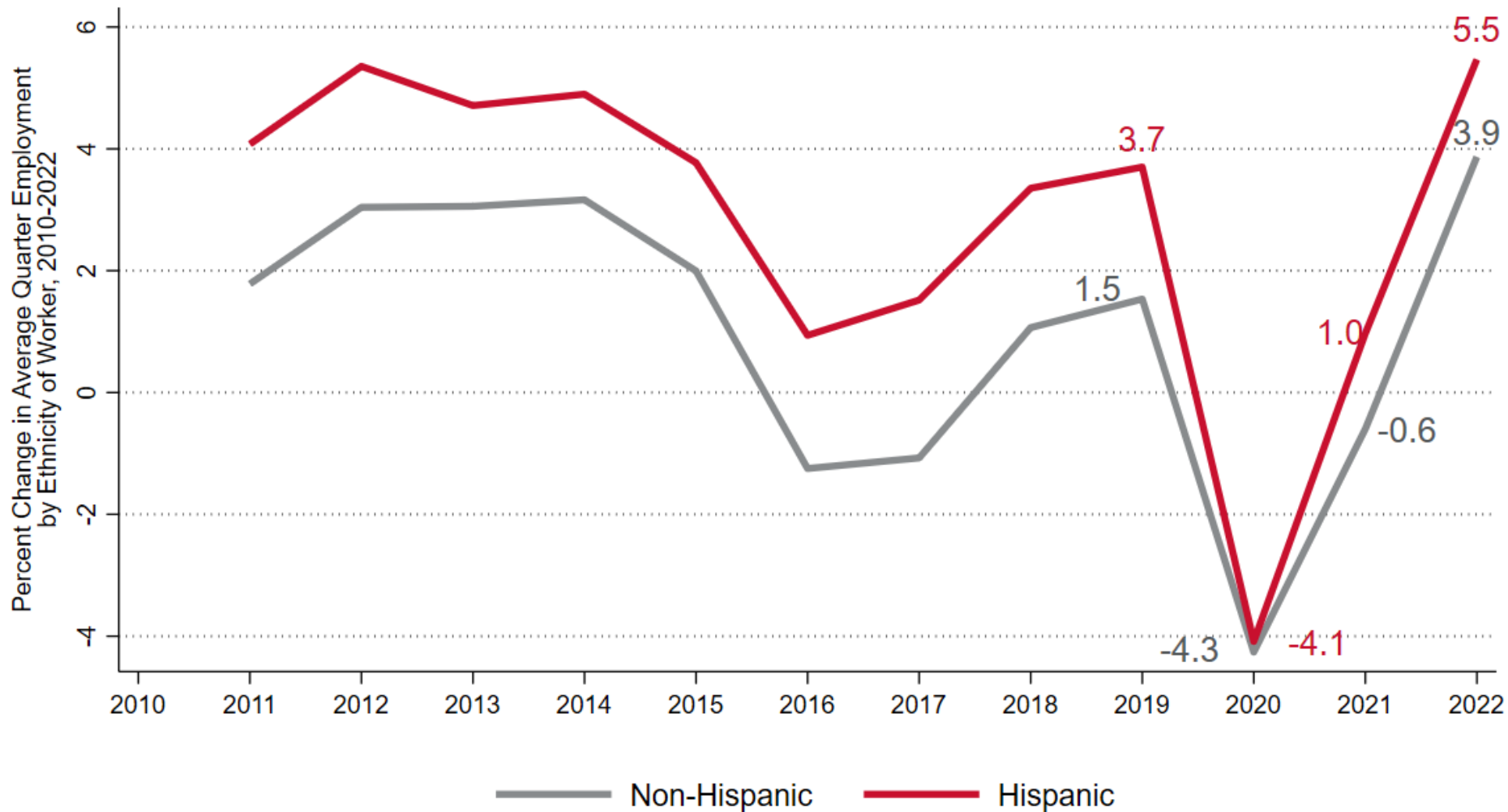
Houston Hispanic Socio-Economic Information

- Almost 38% of Hispanic households in Houston own the place where they live
- Nearly three-fifths of Hispanics in Houston are renters
- Most Hispanics in Houston work in service occupations
- Over half of the Hispanic population in Houston (~53%) had a past-year household income of less than \$50,000 in 2021
- In the past 7 years, the average monthly income for Hispanics in Houston has increased over \$1,100
- Hispanics spent the highest amount of their income on housing, followed by transportation and food
- The average quarterly employment for Hispanics in Harris county has increased by 5.4% between 2021 and 2022

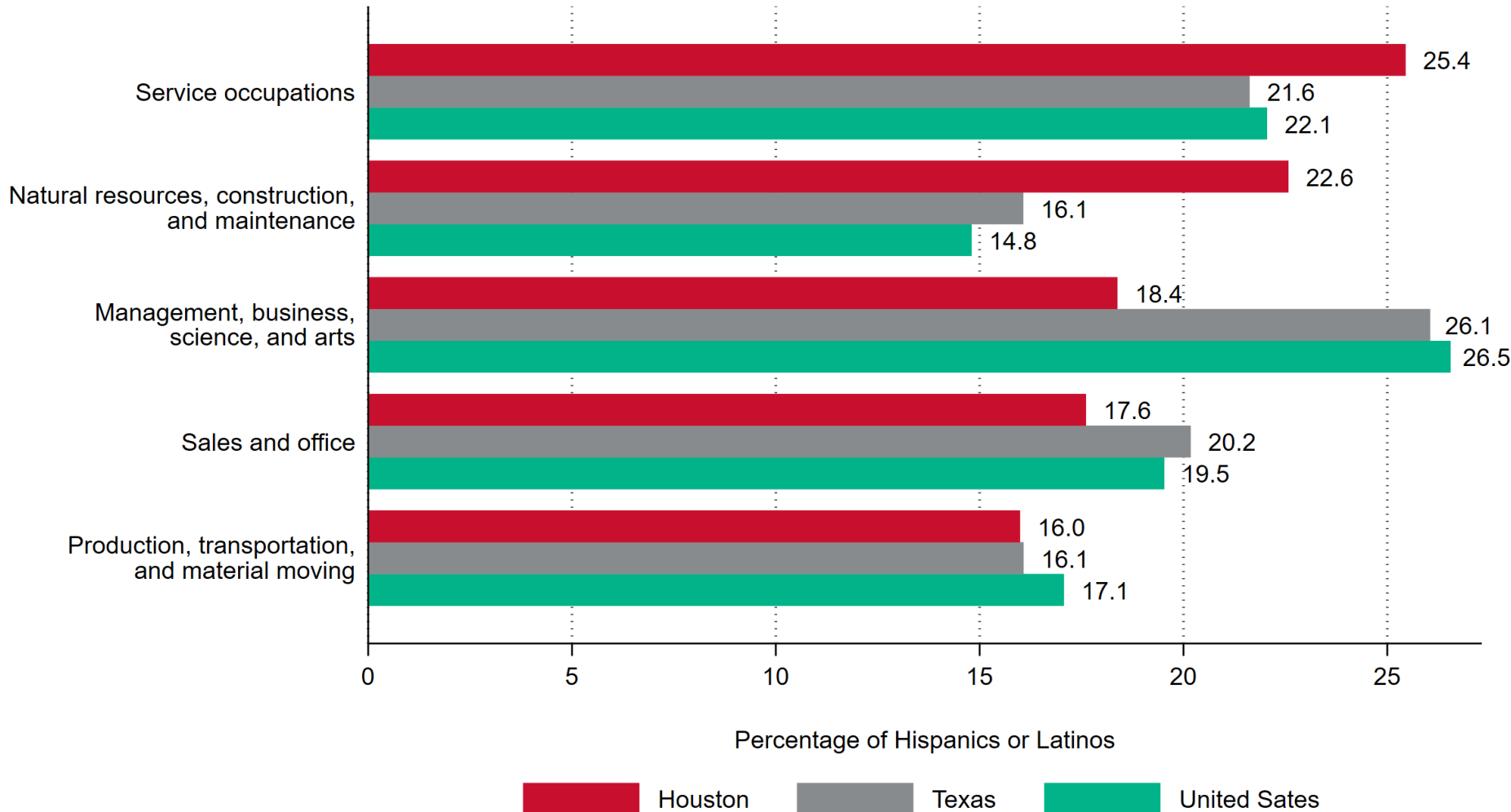
Houston Households that Rent or Own by Race and Ethnicity



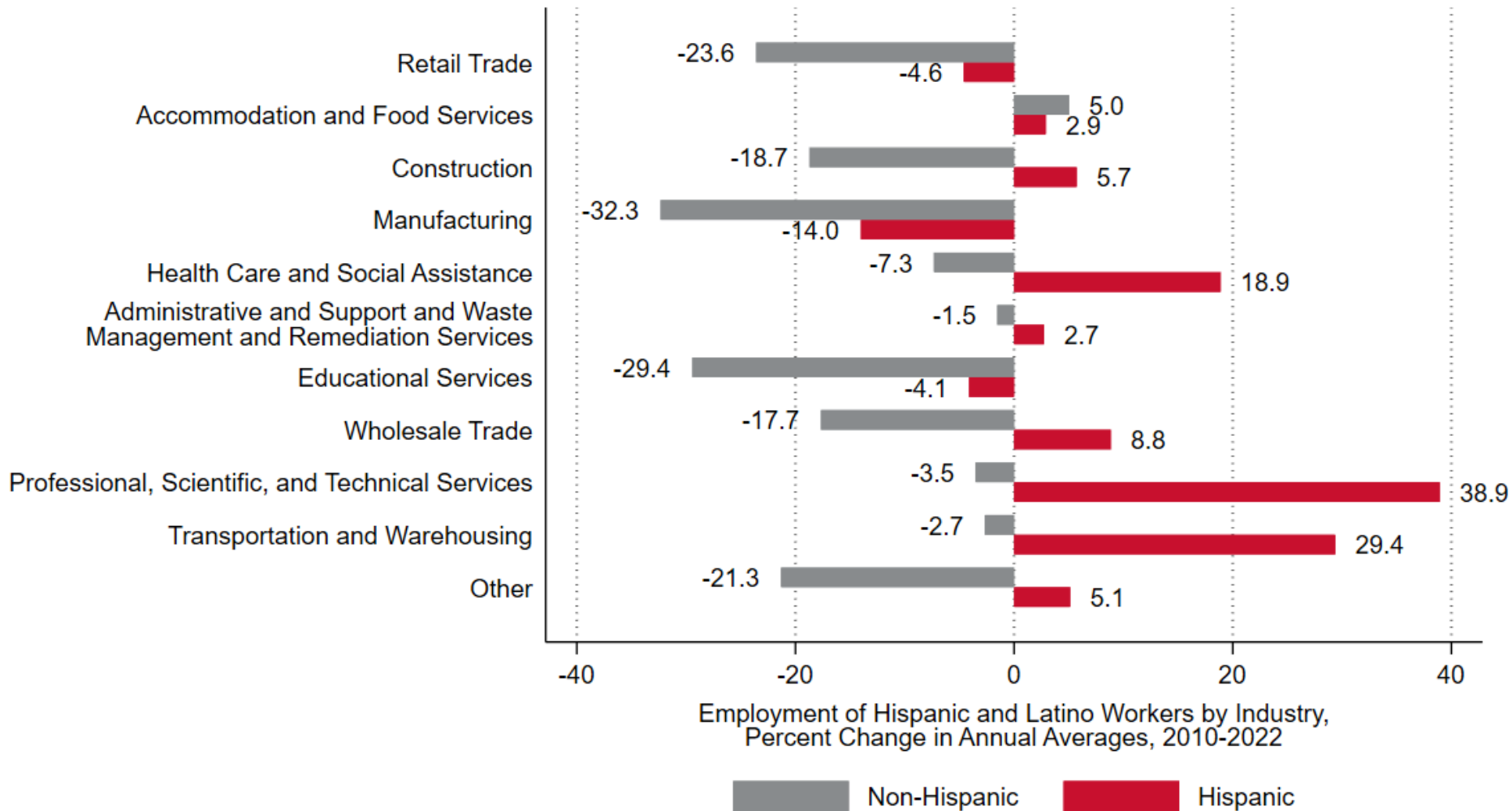
Average Quarterly Employment for Harris County, 2010-2022



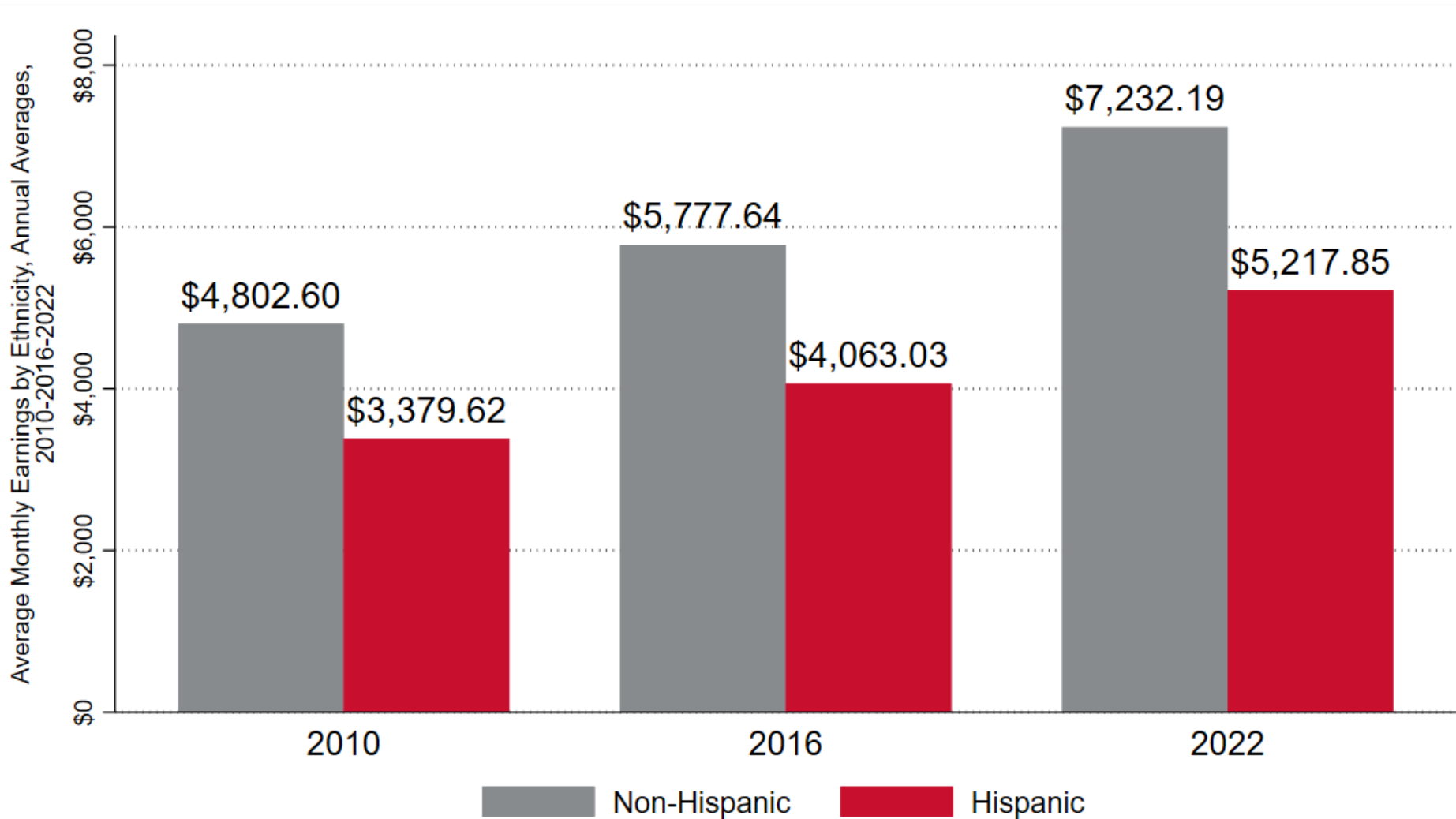
Common Industries by Occupation



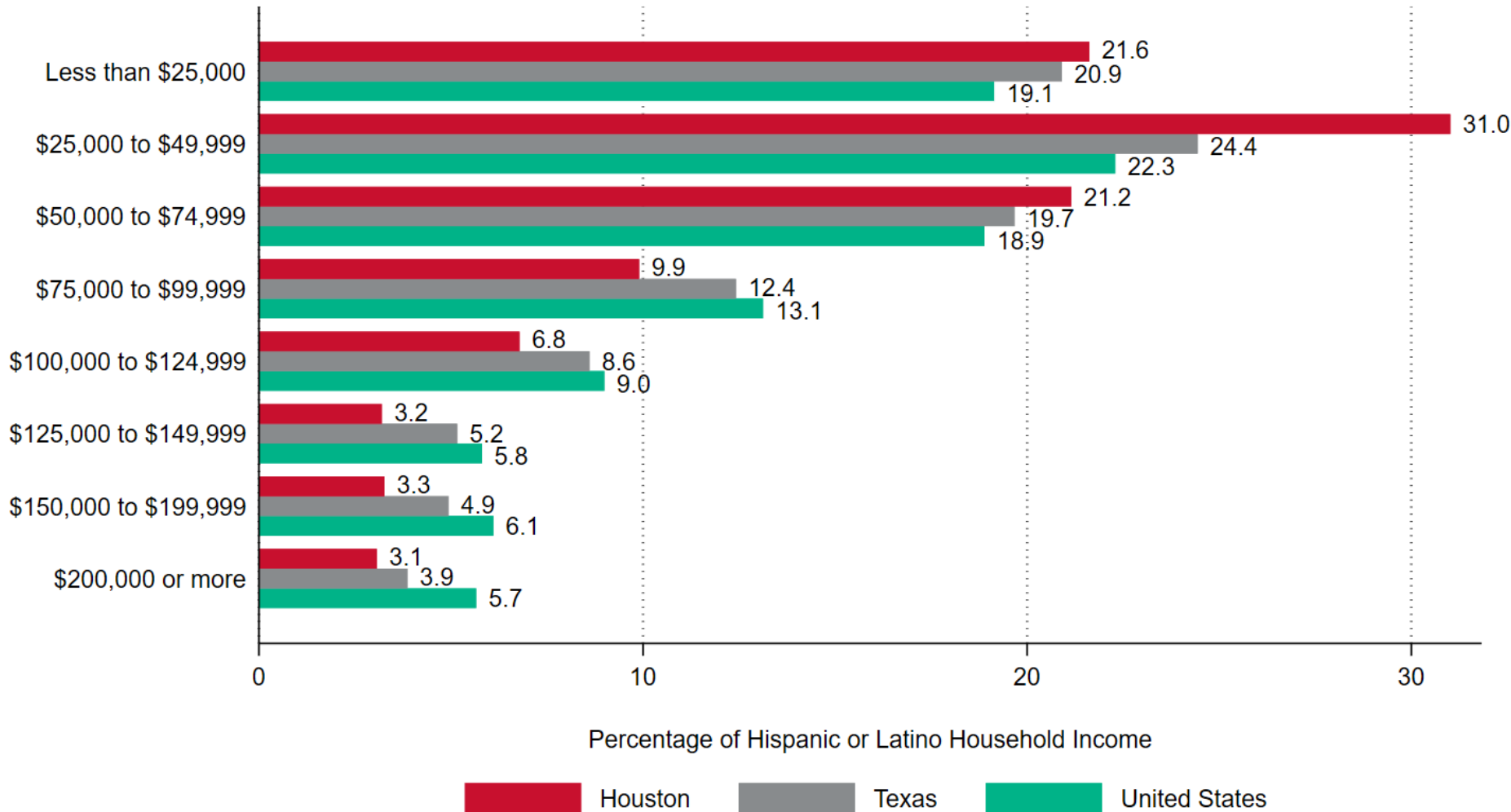
Employment of Hispanic Workers by Industry, 2010-2022 Harris County



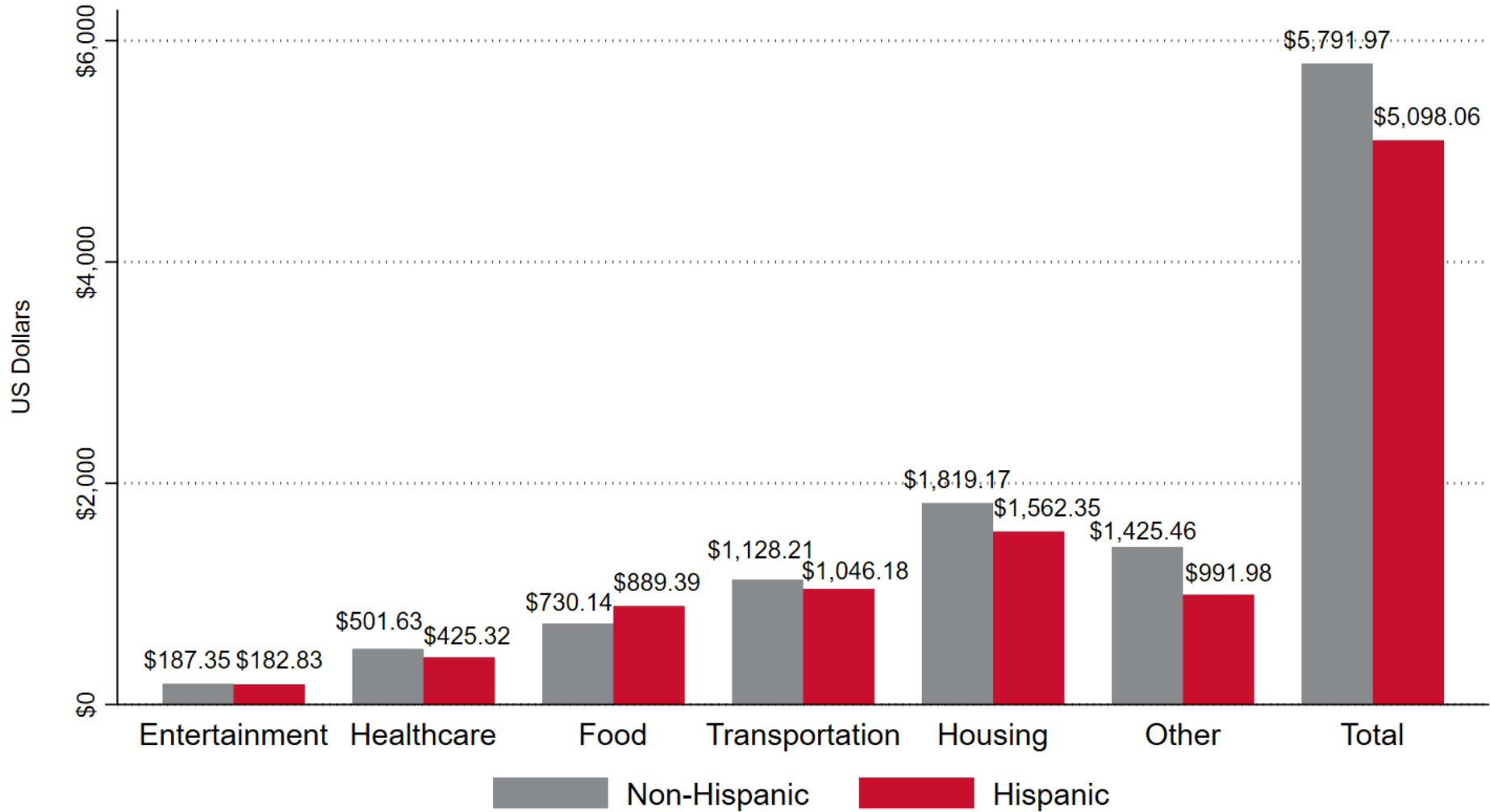
Average Monthly Earnings by Ethnicity, Annual Averages, 2010-2016-2022



Houston Hispanic Household Income



Houston Hispanic Spending Disaggregated, 2022

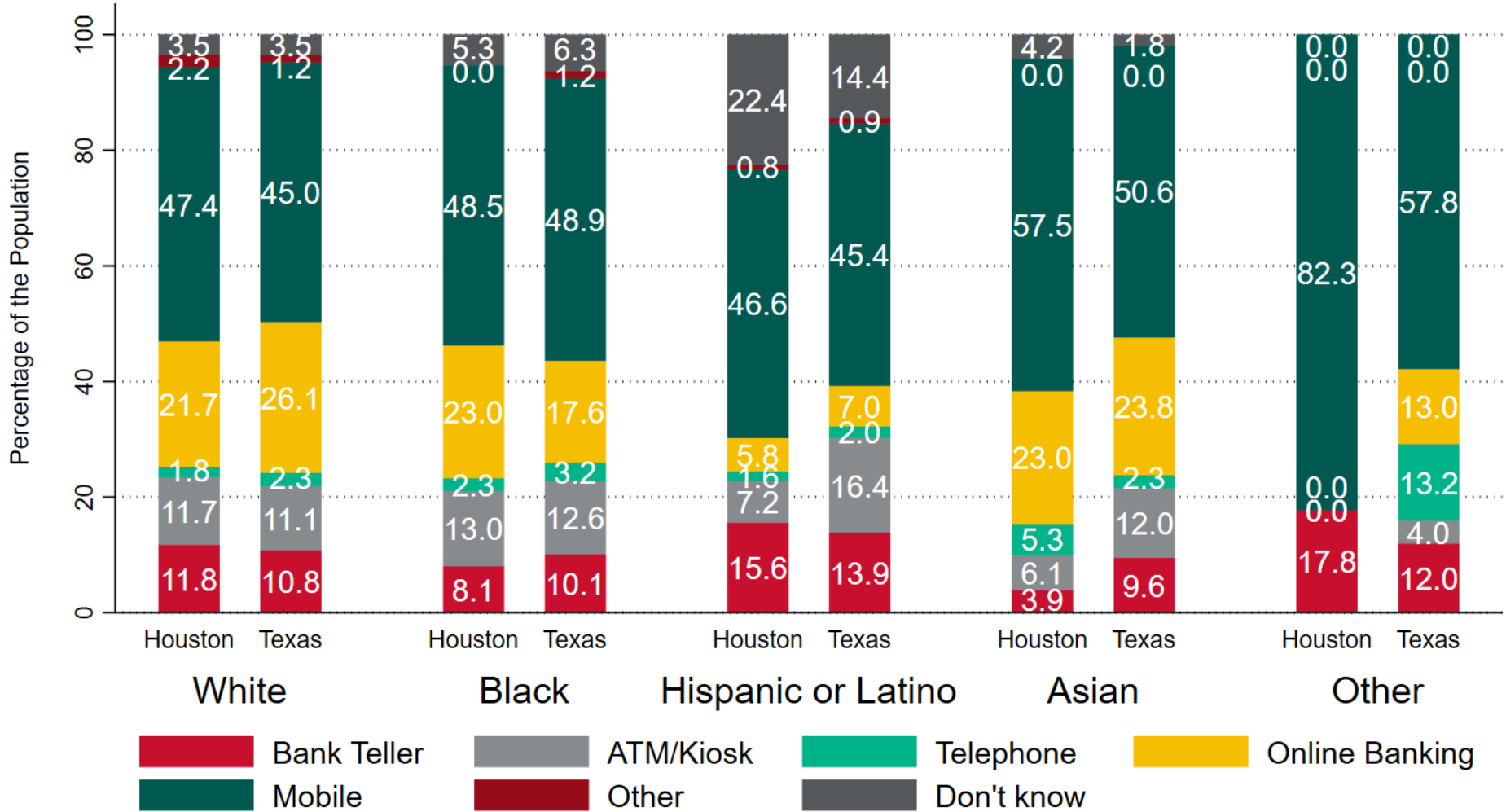


Hispanic Banking Habits

Hispanics and Banking Habits

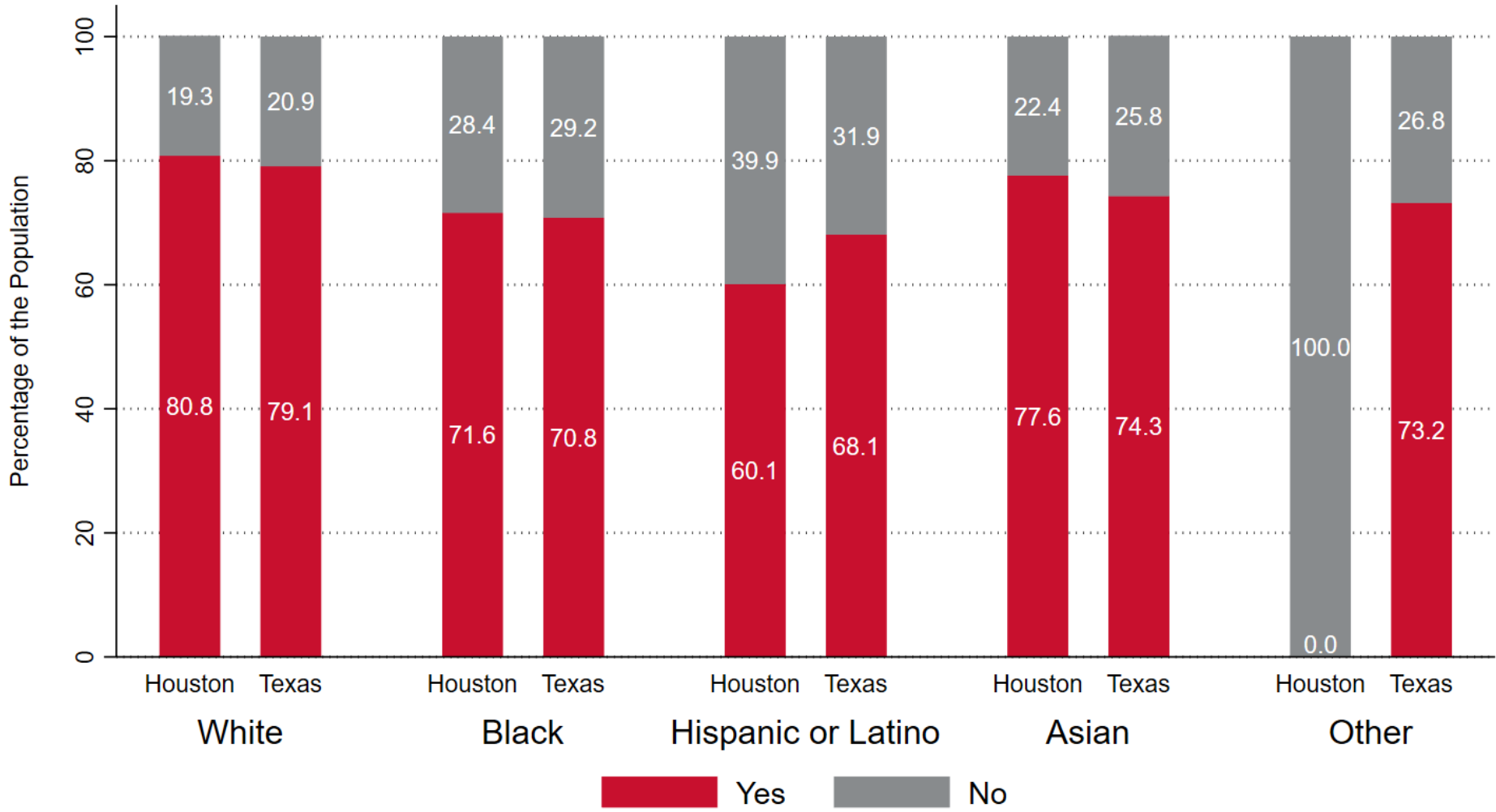
- After Blacks, Hispanics in Houston are the ethnic group who reported more people without banking access methods.
- The most common ways Hispanics in Houston access their bank accounts are: mobile banking, seeing a bank teller, or using an ATM/Kiosk.
- Hispanics were the least likely ethnic group to visit a bank branch in the past 12 months.
- Most Hispanics in Houston (55%) did not have a credit card in the past 12 months, compared to 23.5% of whites.

Common Ways to Access a Bank Account

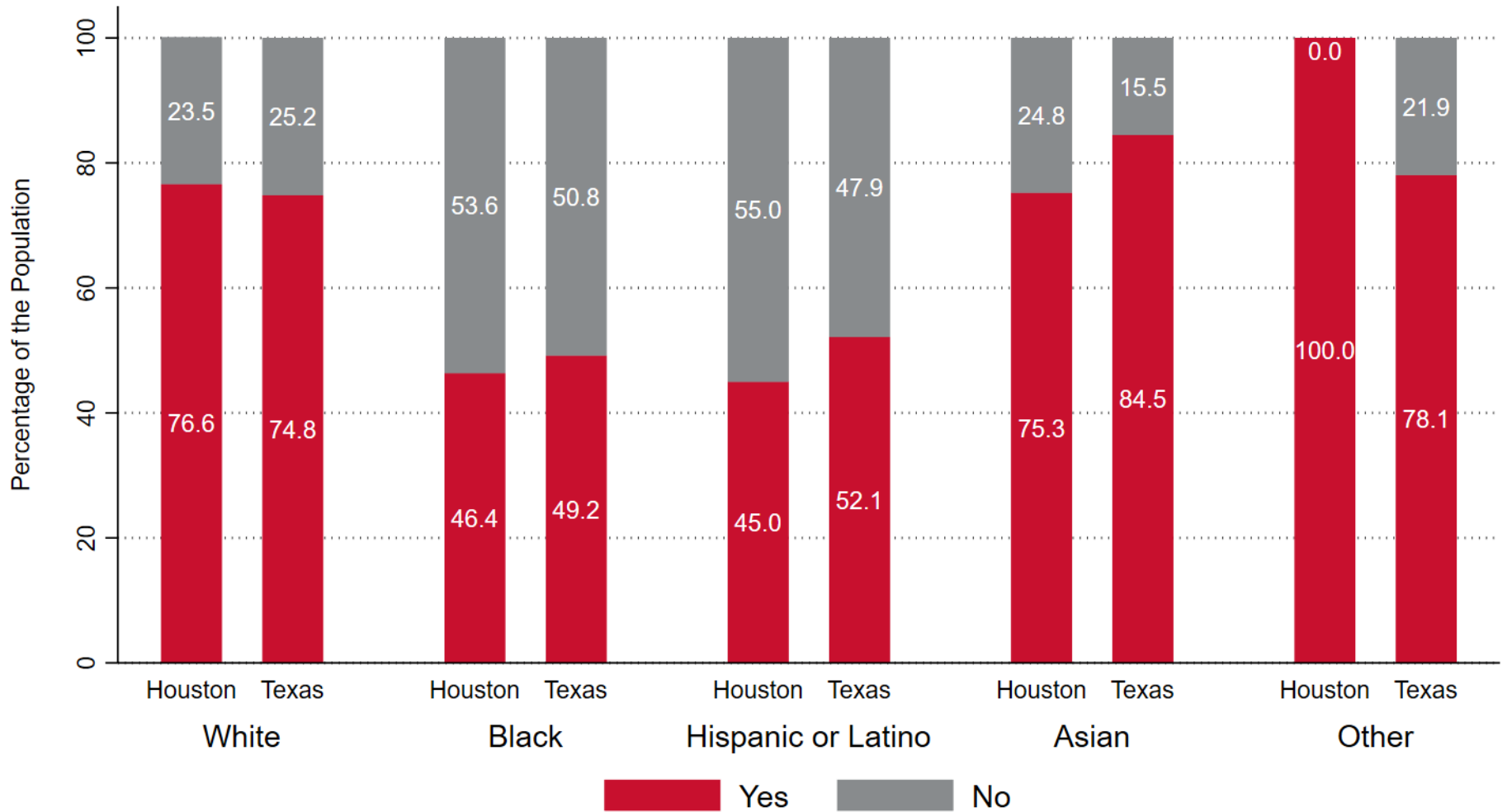


Source: FDIC Survey of Household Use of Banking and Financial Services (2021)

Visited Bank Branch in the Past 12 Months



Had Visa, MasterCard, American Express, or Discover Credit Card in the Past 12 Months by Race and Ethnicity

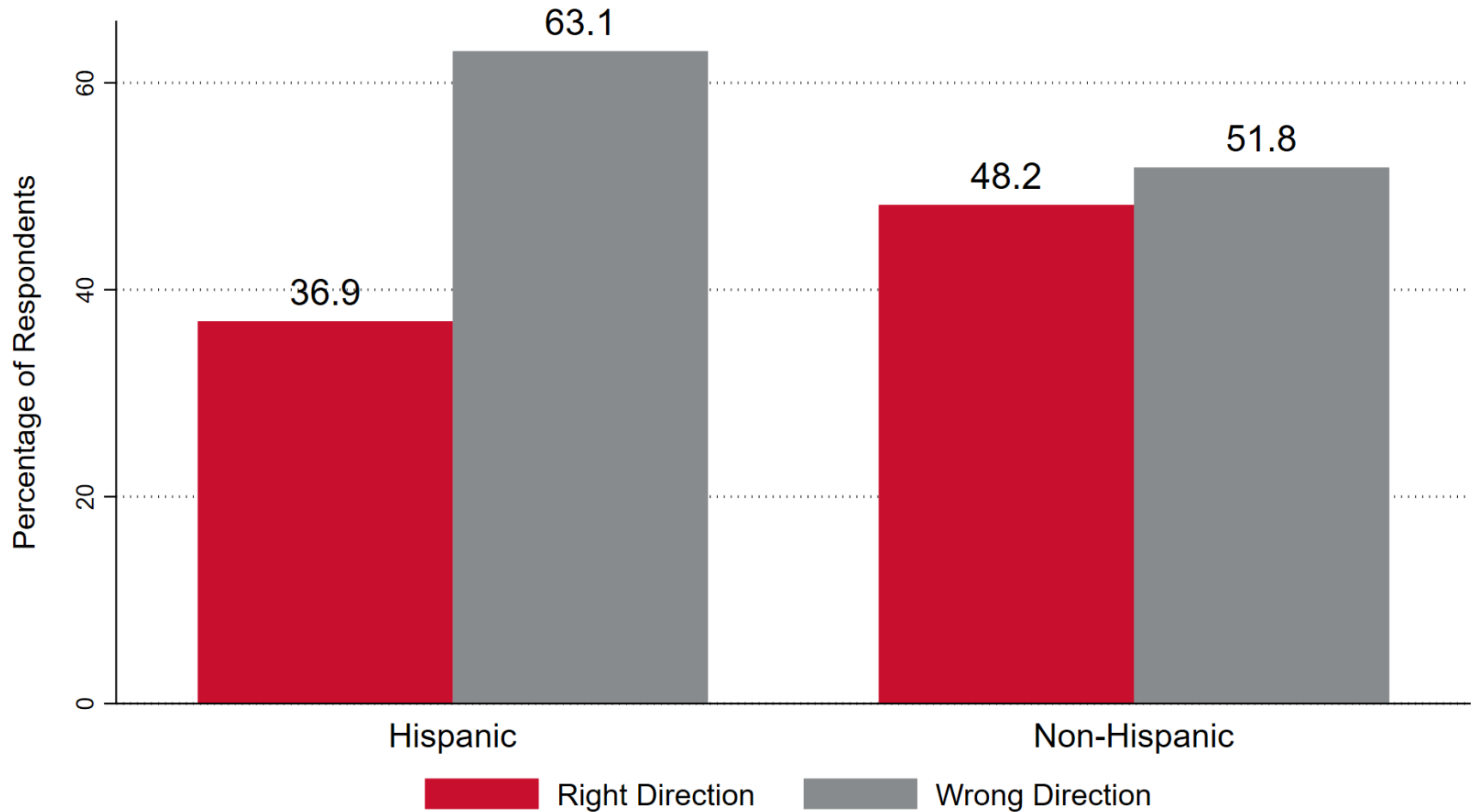


Policy Issues Houston Election 2023

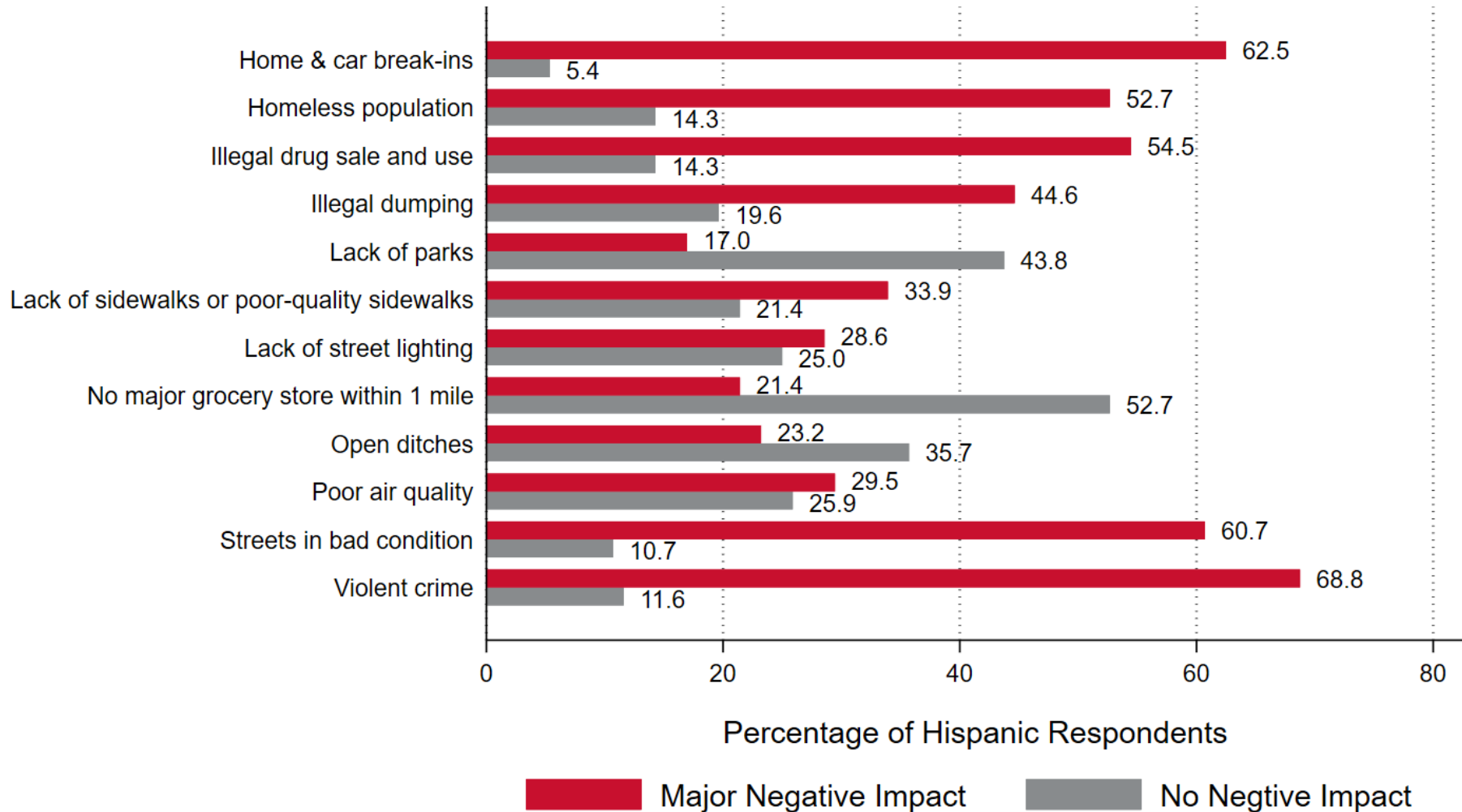
Policy Issues and Opinions

- Over three-fifths of Hispanics in Houston feel like Houston is heading in the wrong direction.
- Hispanic Houstonians indicated violent crime, home and car break-ins, and street conditions were the top three issues that had a negative impact on the quality of life in their neighborhoods.
- Hispanics said that the top issues the next Houston mayor should tackle are crime, flooding, and road and street conditions.
- Increasing shelters or temporary housing is also a significant concern Hispanics in Houston believe the next mayor should prioritize.

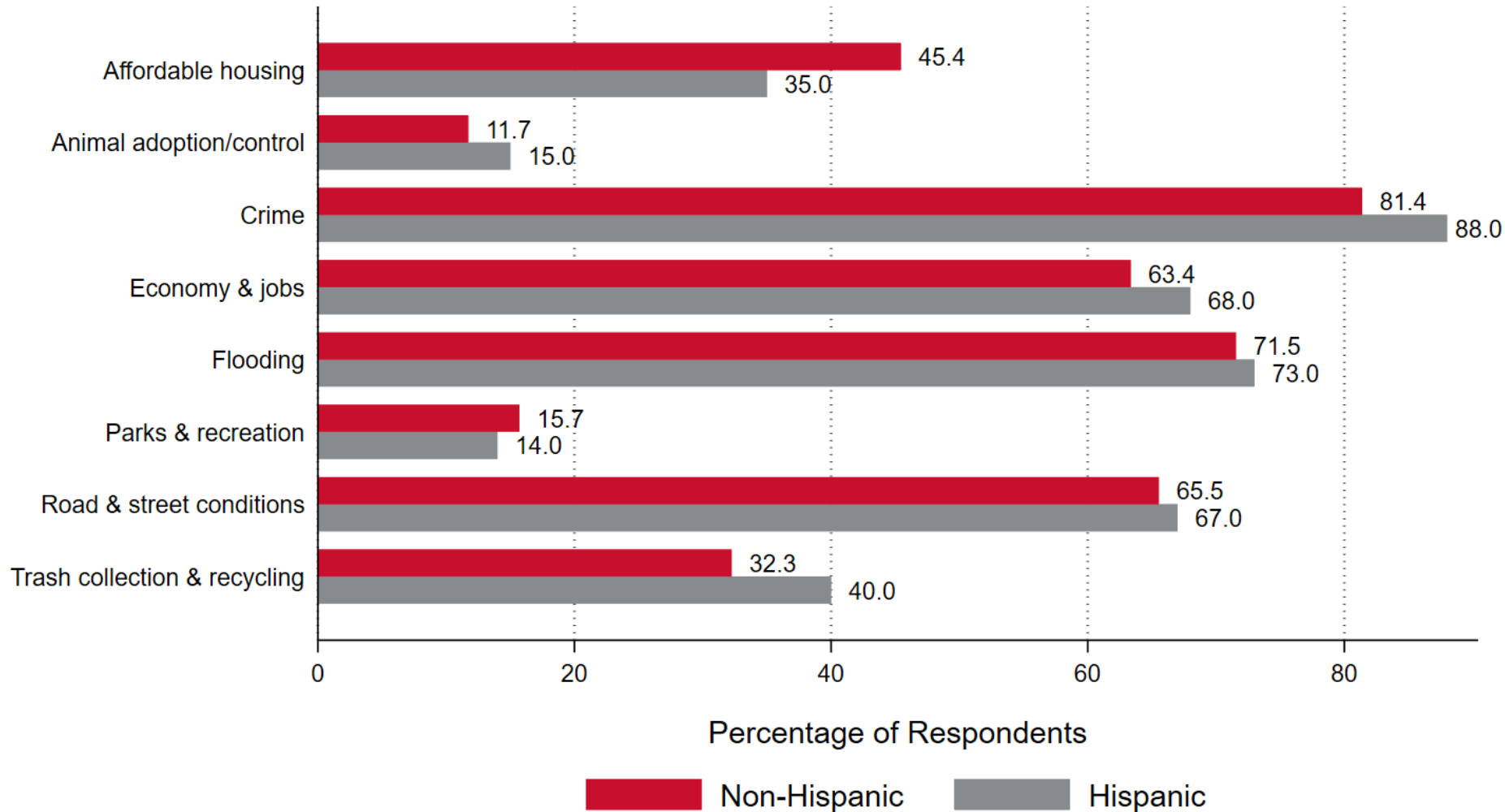
Are Things in Houston Heading in the Right or Wrong Direction?



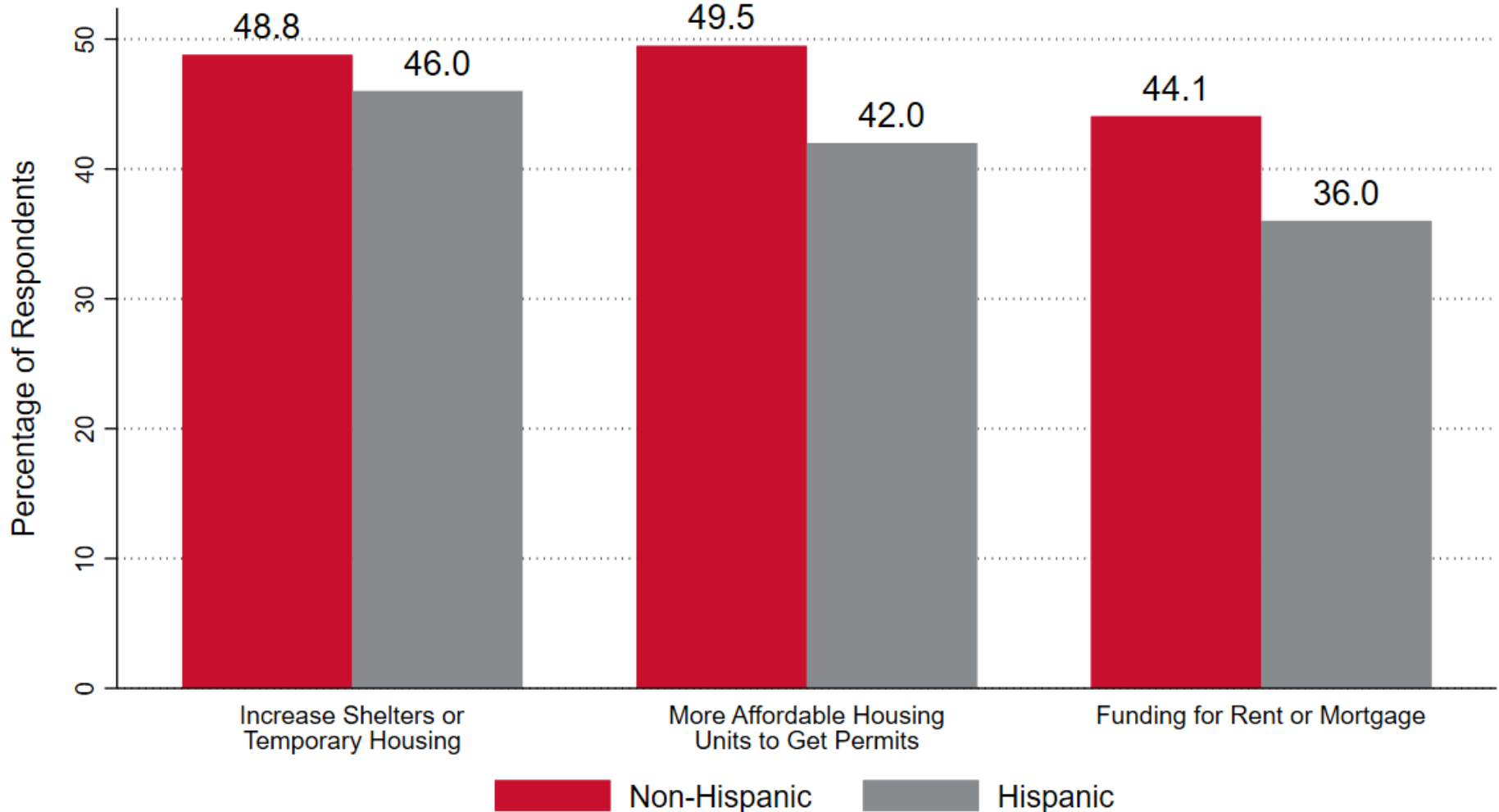
Impact of Issues on Neighborhood Quality



Top Priority Issues for Houston's Next Mayor and City Council

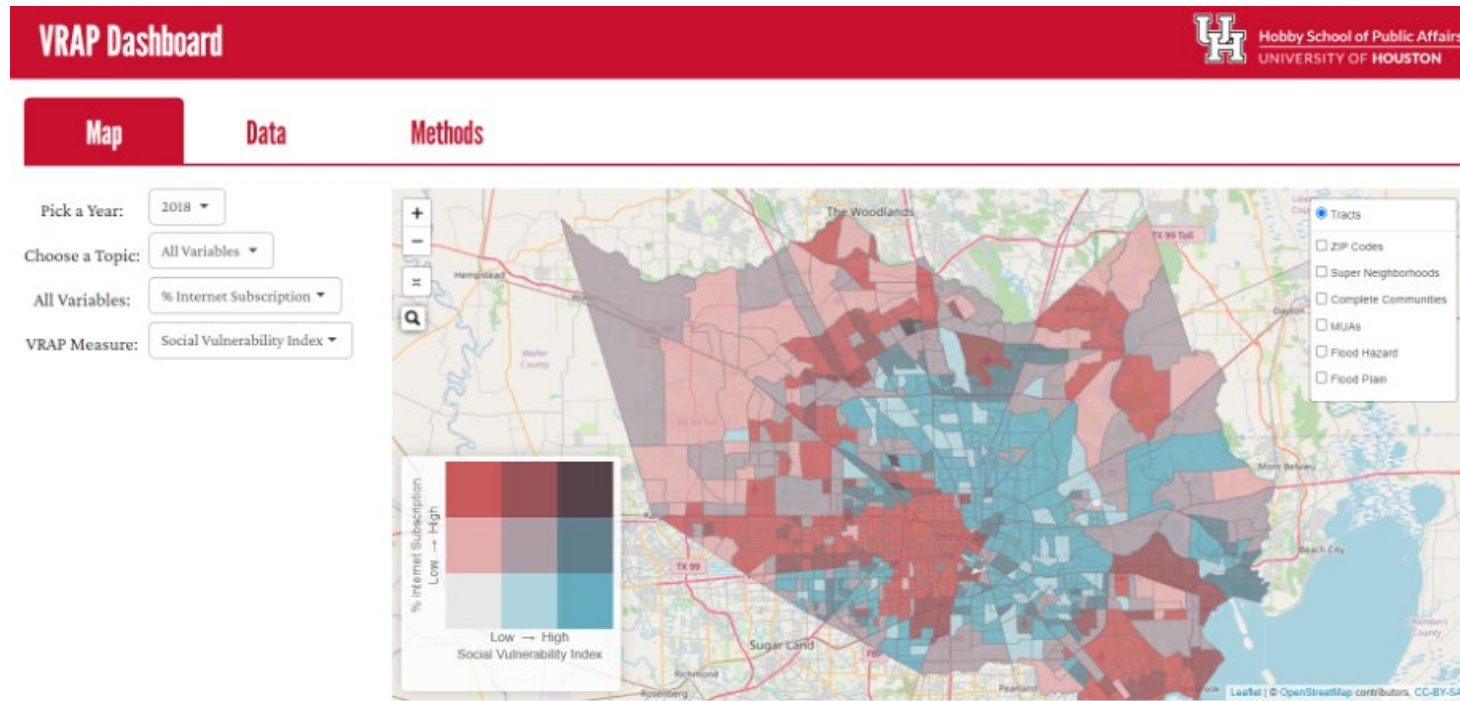


Housing Policy Agenda Priorities for Houston's Next Mayor and City Council



Dashboard

Most of the data shared will be available on our website, uh.edu/hobby, via an interactive mapping dashboard available later this year. Users can map various variables related to social vulnerability and resiliency.



THANK YOU



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