
**STATE OF
HISPANICS DATA
SUMMIT**

**HISPANIC AND LATINO
POPULATION IN
HOUSTON, TEXAS**

Presented by the Hobby School of Public Affairs

Houston Hispanic Market

Hispanic Texans play a key role in driving population growth, meeting workforce needs of the state, contributing with taxes and spending, and holding substantial voting power. Houston contributes in large part:

- Hispanic population has increased 26.9% over the last 10 years
- Hispanics are 36.1% of the Houston labor force
- Around 16% of Hispanic earnings went to federal taxes, 9% to state and local taxes, and 76% to other spending
- Hispanic population made up 27.8% of the electorate in the metro area
- The Houston metropolitan area has more than 9,800 Hispanic owned businesses, accounting for about 11% of all businesses in the region*

Hispanics Defined

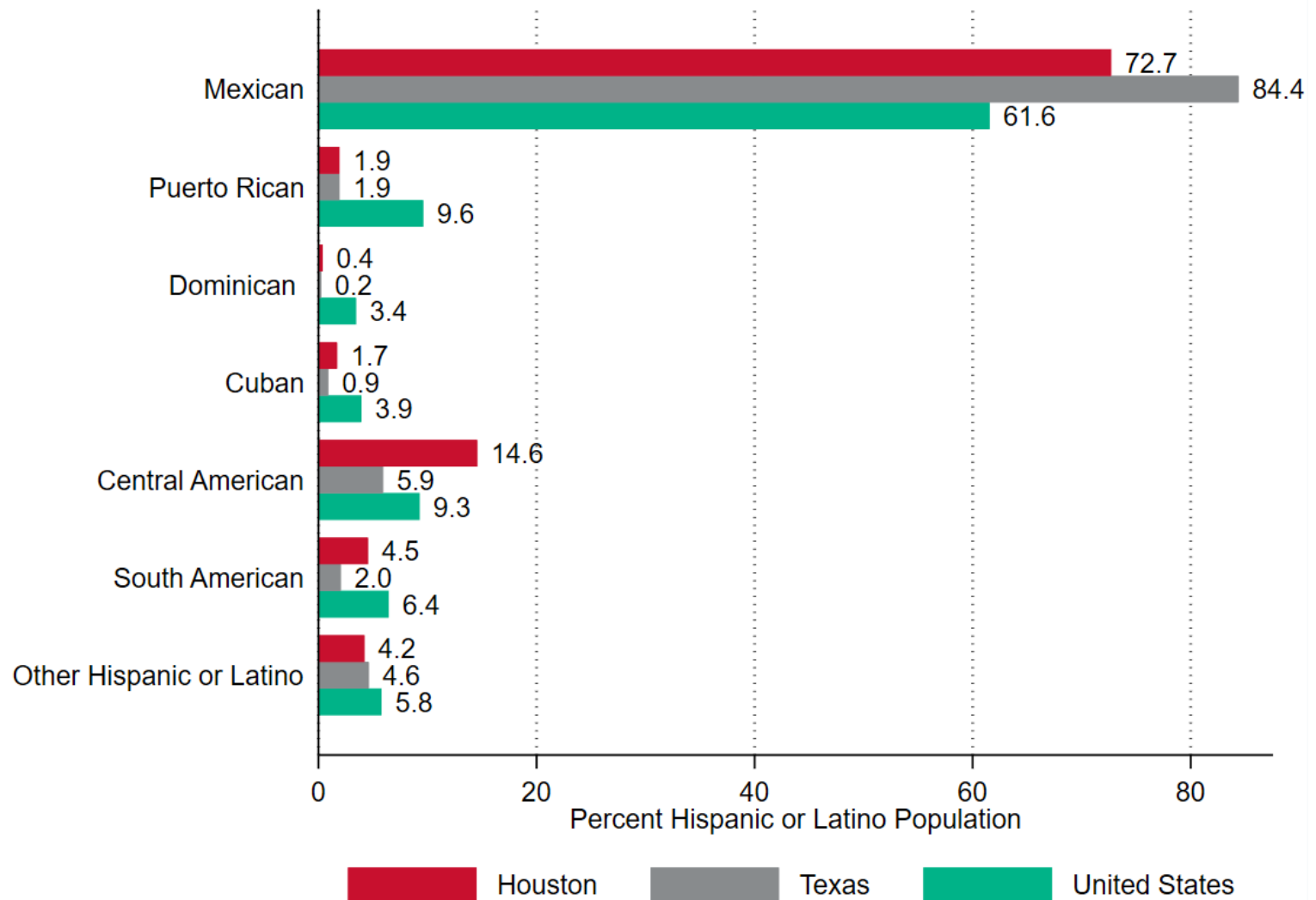
- People of Hispanic origin may be of any race(s). The Census Bureau collects these data in accordance with the 1997 Office of Management and Budget standards on race and ethnicity.
- OMB requires federal agencies to use a minimum of two ethnicities in collecting and reporting data: Hispanic or Latino and Not Hispanic or Latino. OMB defines "Hispanic or Latino" as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.
- People who identify with the terms "Hispanic" or "Latino" are those who classify themselves in one of the specific Hispanic or Latino categories listed on the American Community Survey questionnaire and various Census Bureau survey questionnaires - "Mexican, Mexican American, Chicano" or "Puerto Rican" or "Cuban" - as well as those who indicate that they are "another Hispanic, Latino, or Spanish origin."

Hispanic Population Trends in Houston

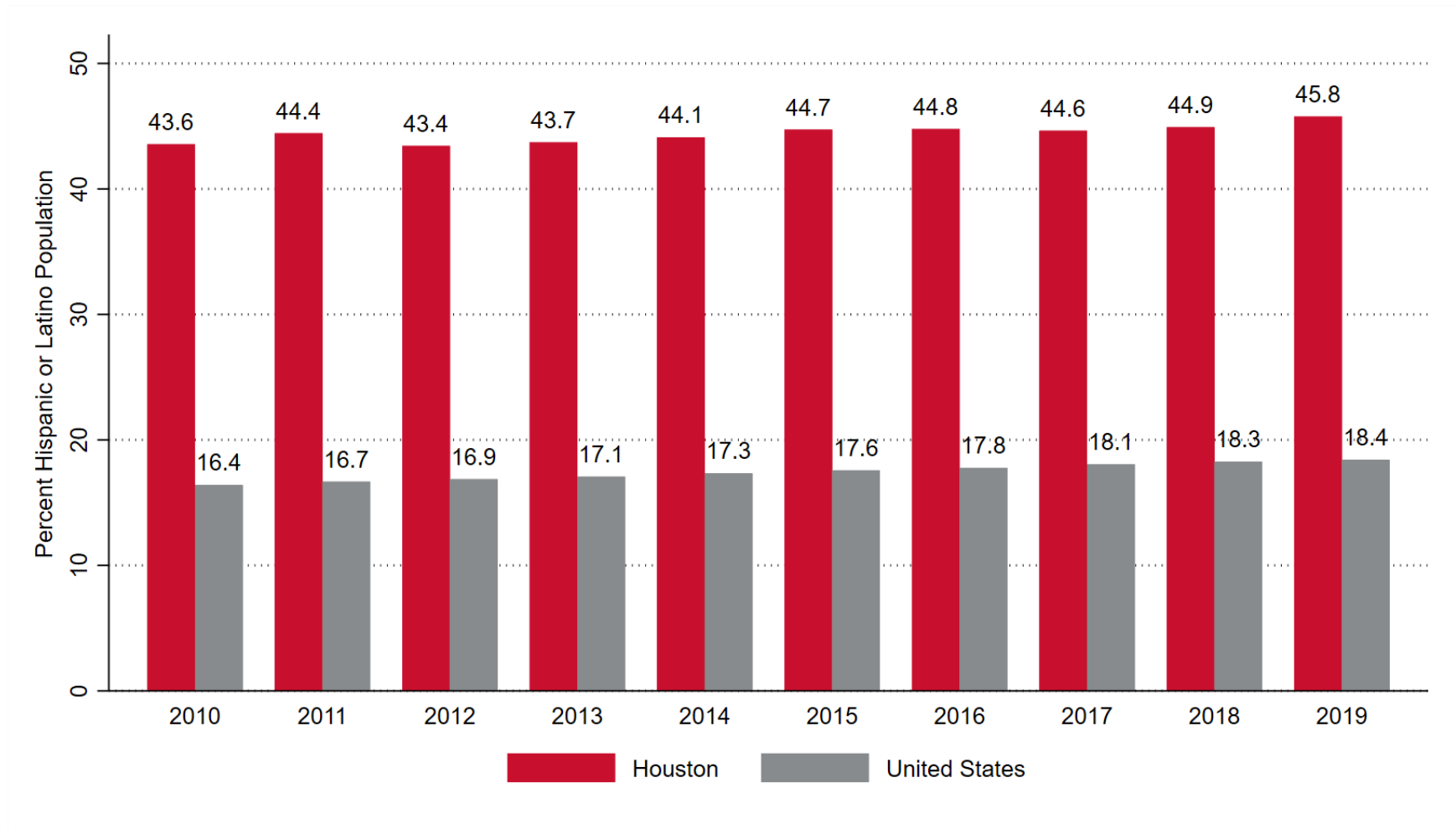
Hispanic Population Trends in Houston

- Mexicans are the largest Hispanic group in the City of Houston, Texas, and the United States; however, compared to Texas, there are less Mexicans in Houston.
- Since 2010, we have seen an increase in the Hispanic population of the City of Houston and in the United States.
- Houston saw the largest percent increases in the Hispanic population from 2010 to 2011 (about 0.9%; an increase of about 35,500 Hispanics) and from 2018 to 2019 (about 0.9%; and increase of about 15,600 Hispanics).
- The overall growth of the Hispanic populations have increased close to the same rates over the past 11 years for the City of Houston and the United States (increase of 0.25% on average).

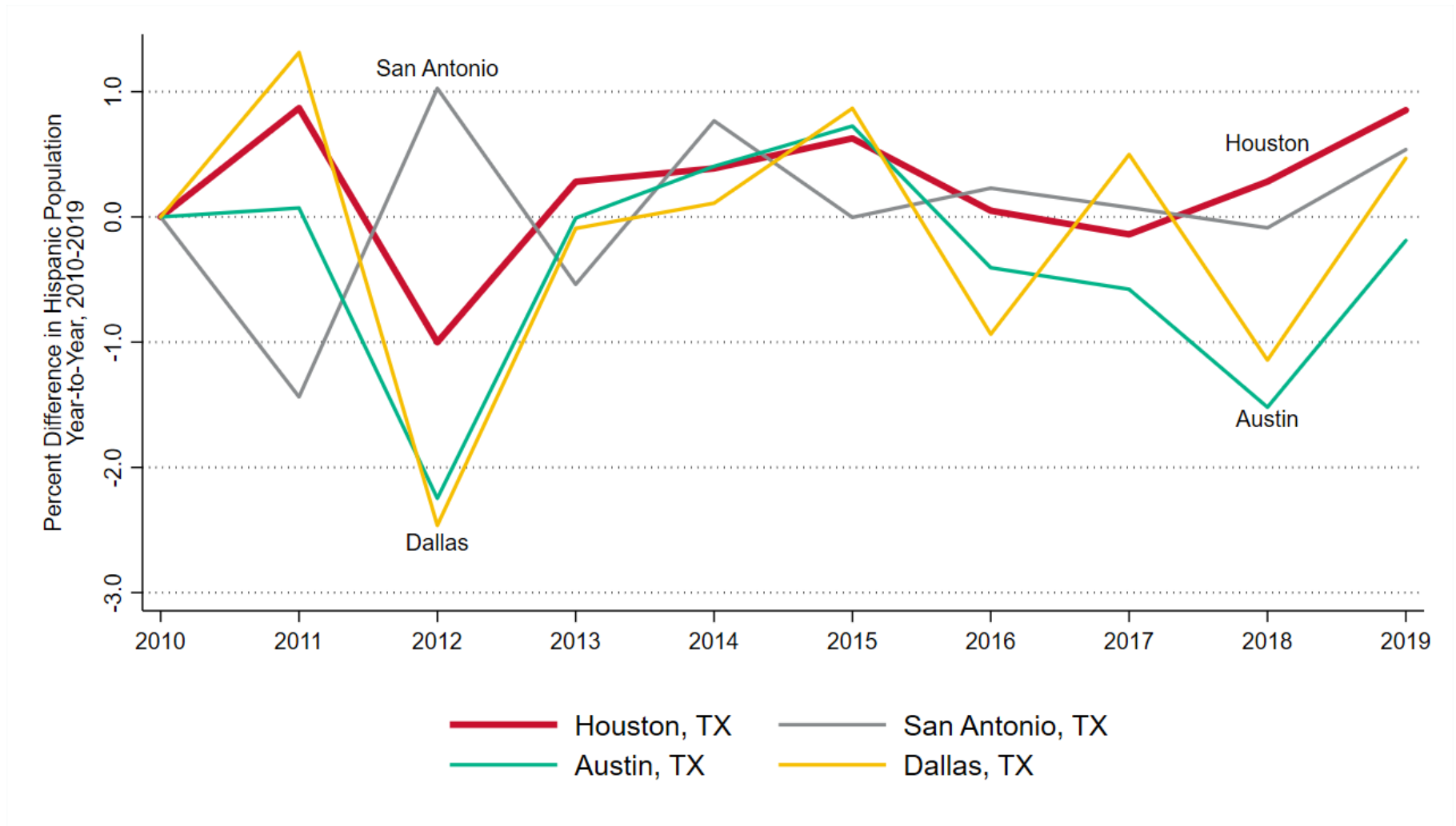
Hispanics by Origin



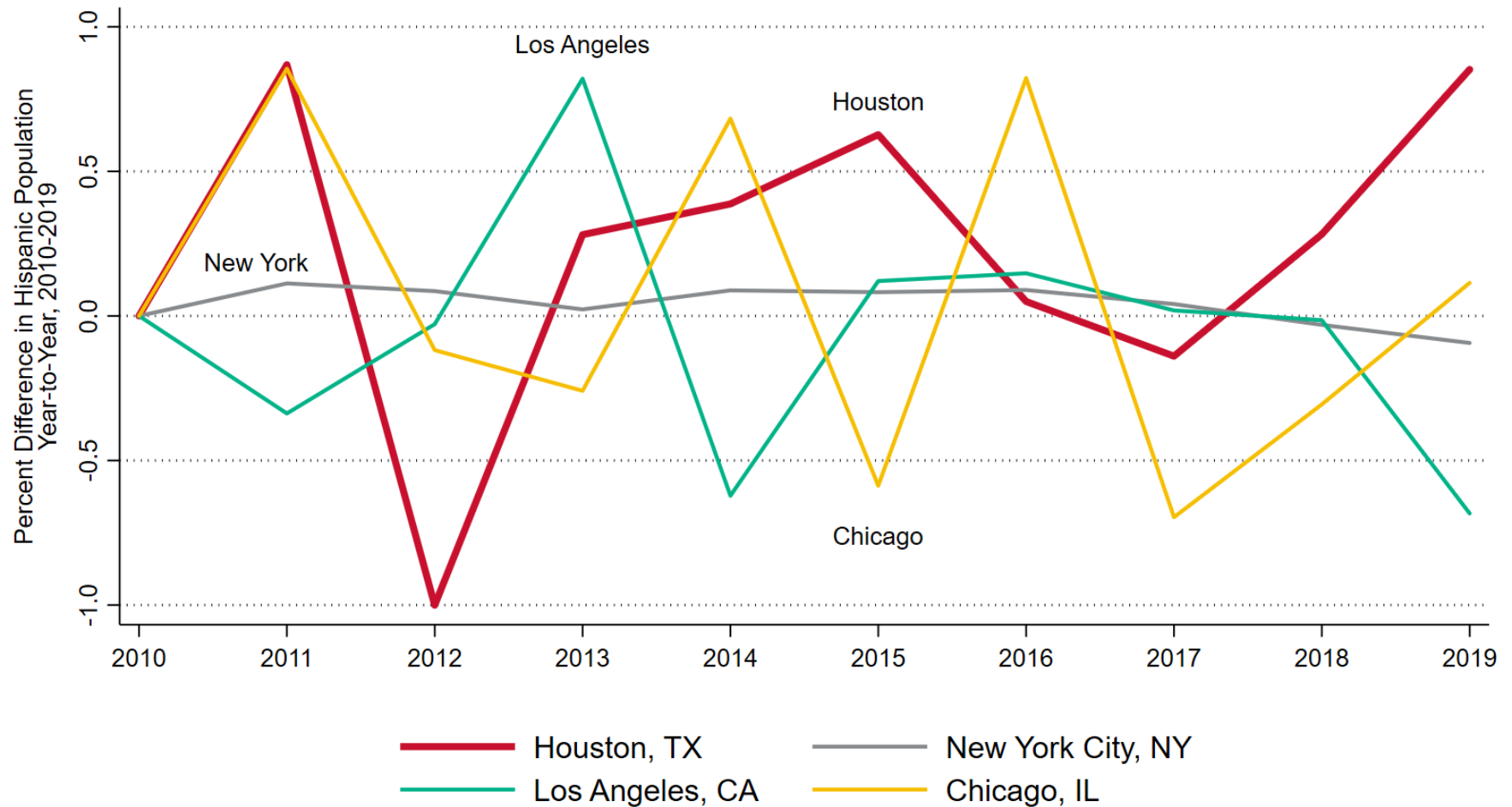
Percentage of Hispanics in Houston and Nationally



Growth of Hispanics in Houston vs. Other Major Texas Cities



Growth of Hispanics in Houston vs. Other Major Cities

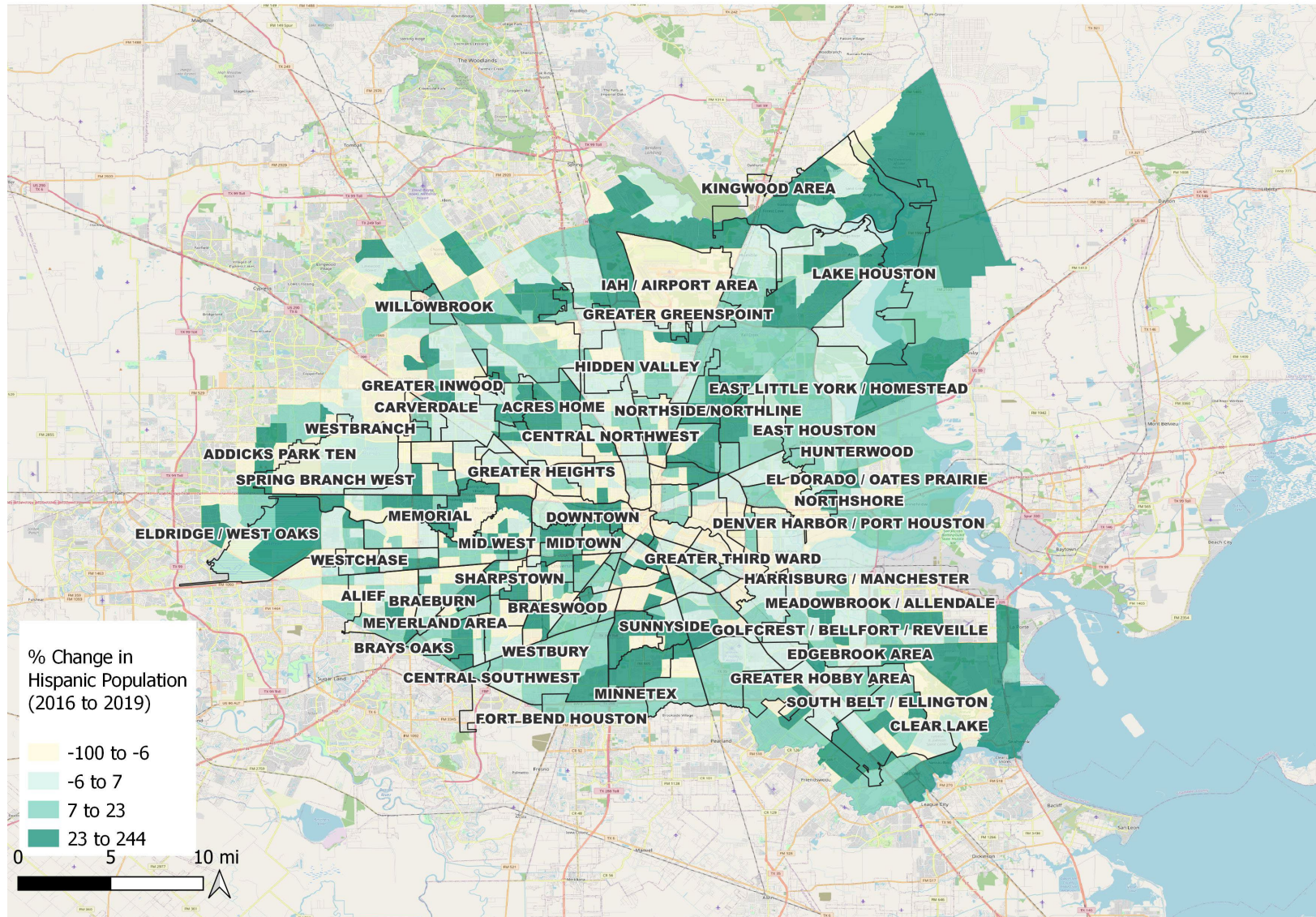


Where are Hispanics in Houston?

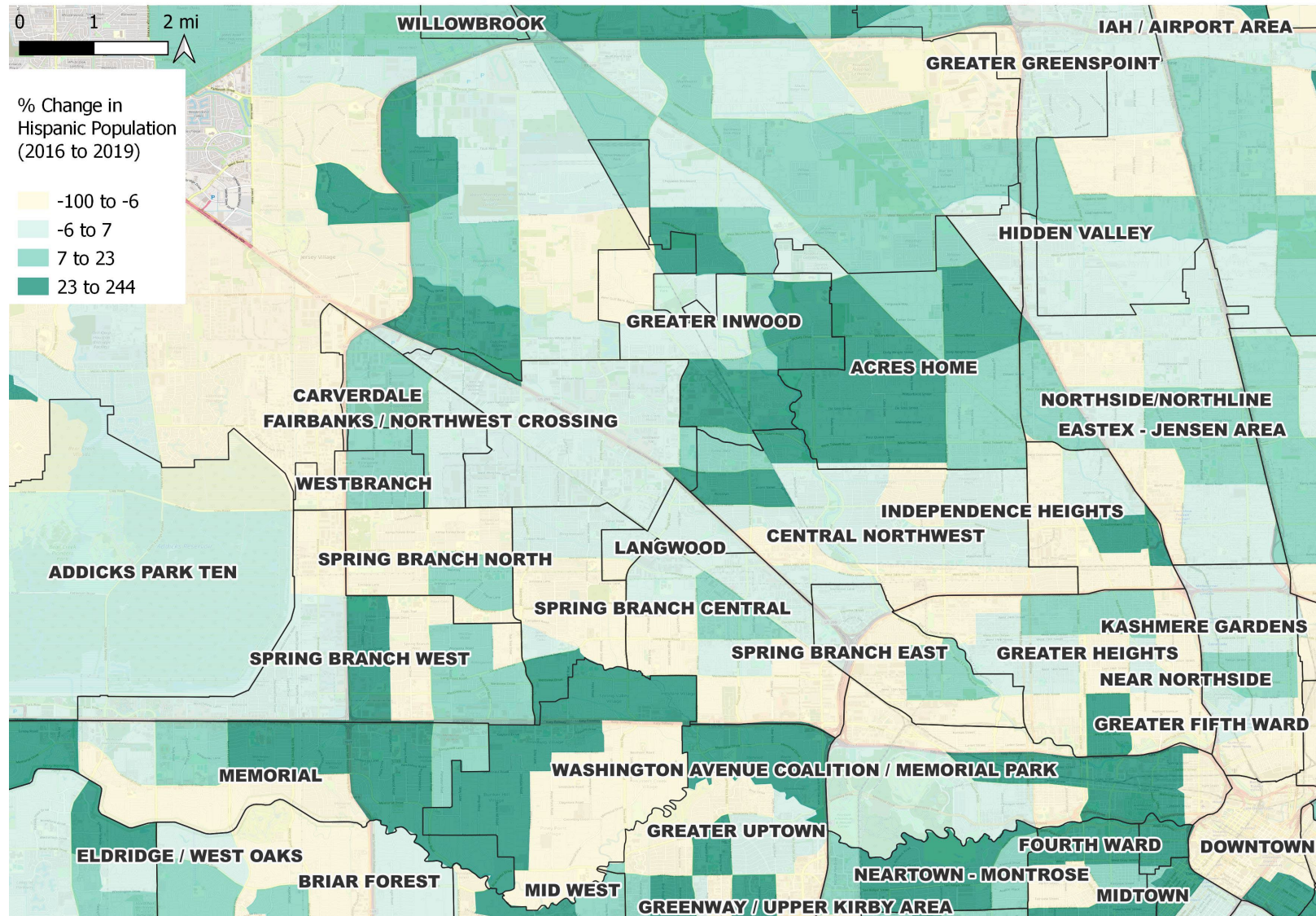
Where are Hispanics in Houston?

- The Hispanic population has been growing in several neighborhoods in the City of Houston, with few exceptions:
- In northwest Houston, the highest growth is found near Willowbrook, Acres Home, and in the Memorial and Montrose areas.
- Few neighborhoods in southwest Houston experienced a small change in the Hispanic population, including Briar Forest, Westbury, and Alief.
- In northeast Houston, the Hispanic population has been growing in East Little York, East Houston, and Houston Gardens, mostly.
- The southeast part of Houston is where the Hispanic population growth is more noticeable. This area has been growing at slow rates or decreasing in most neighborhoods.

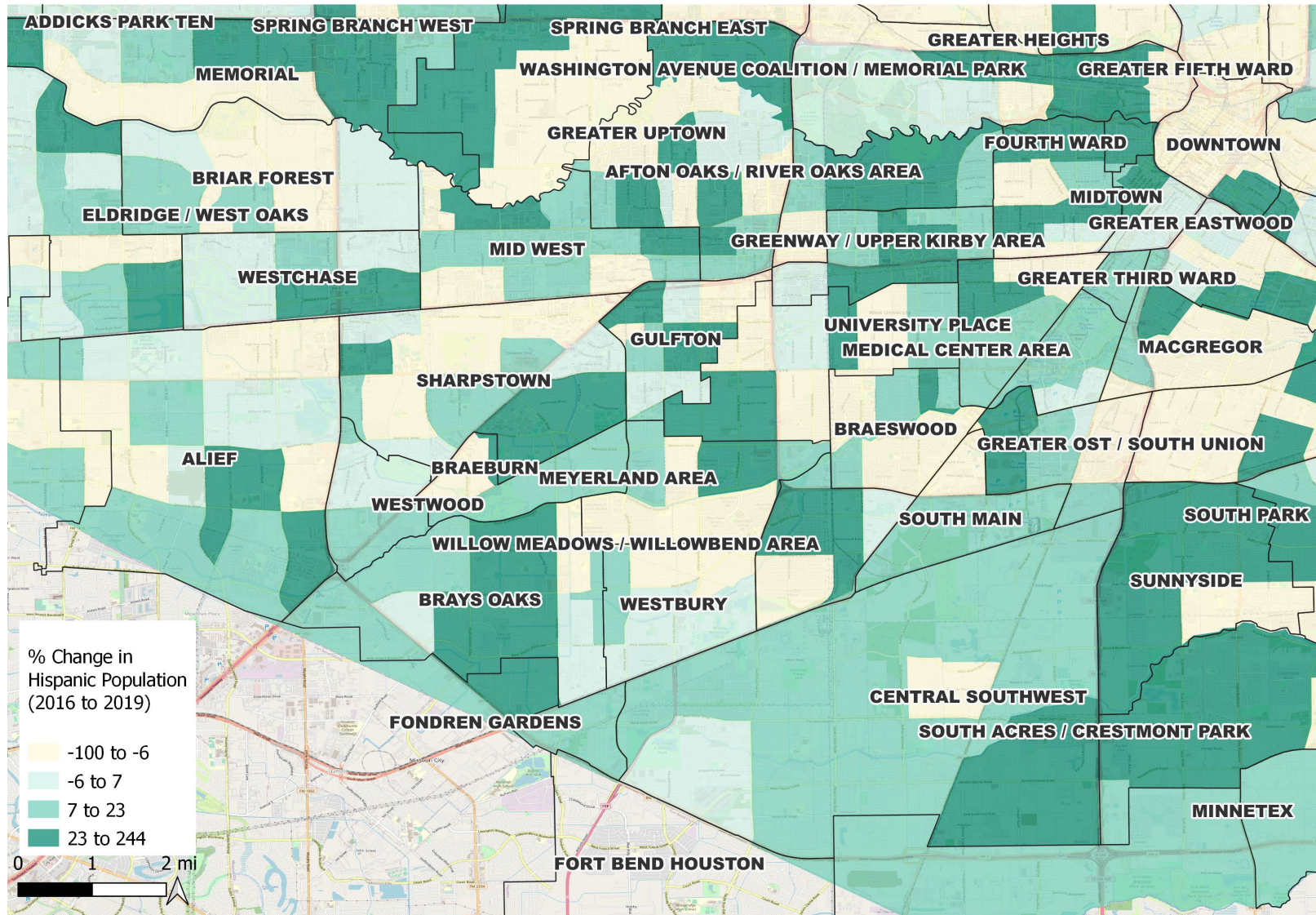
Geographic Areas in Houston with High Growth in the Hispanic Population



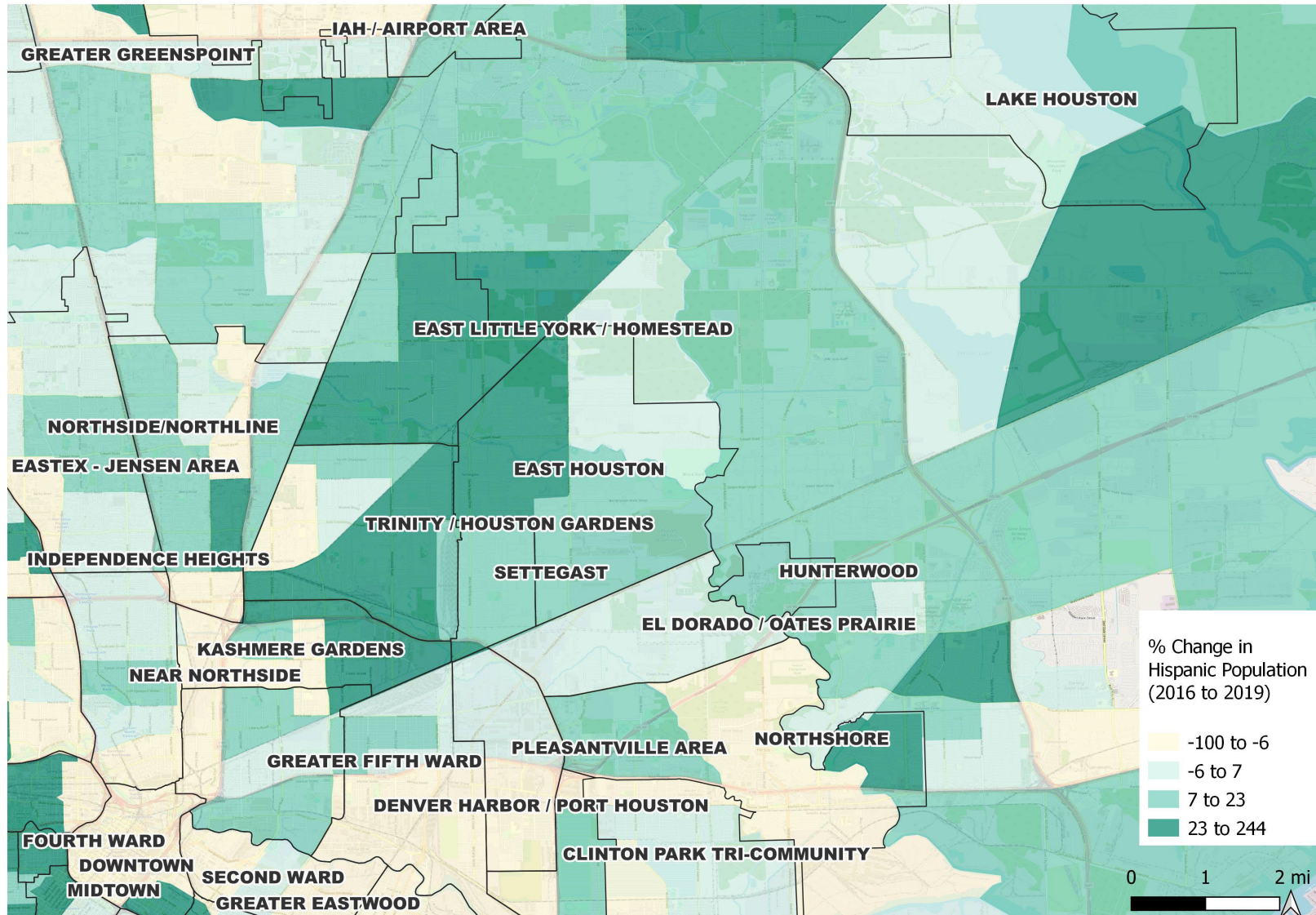
Geographic Areas in Northwest Houston with High Growth in the Hispanic Population



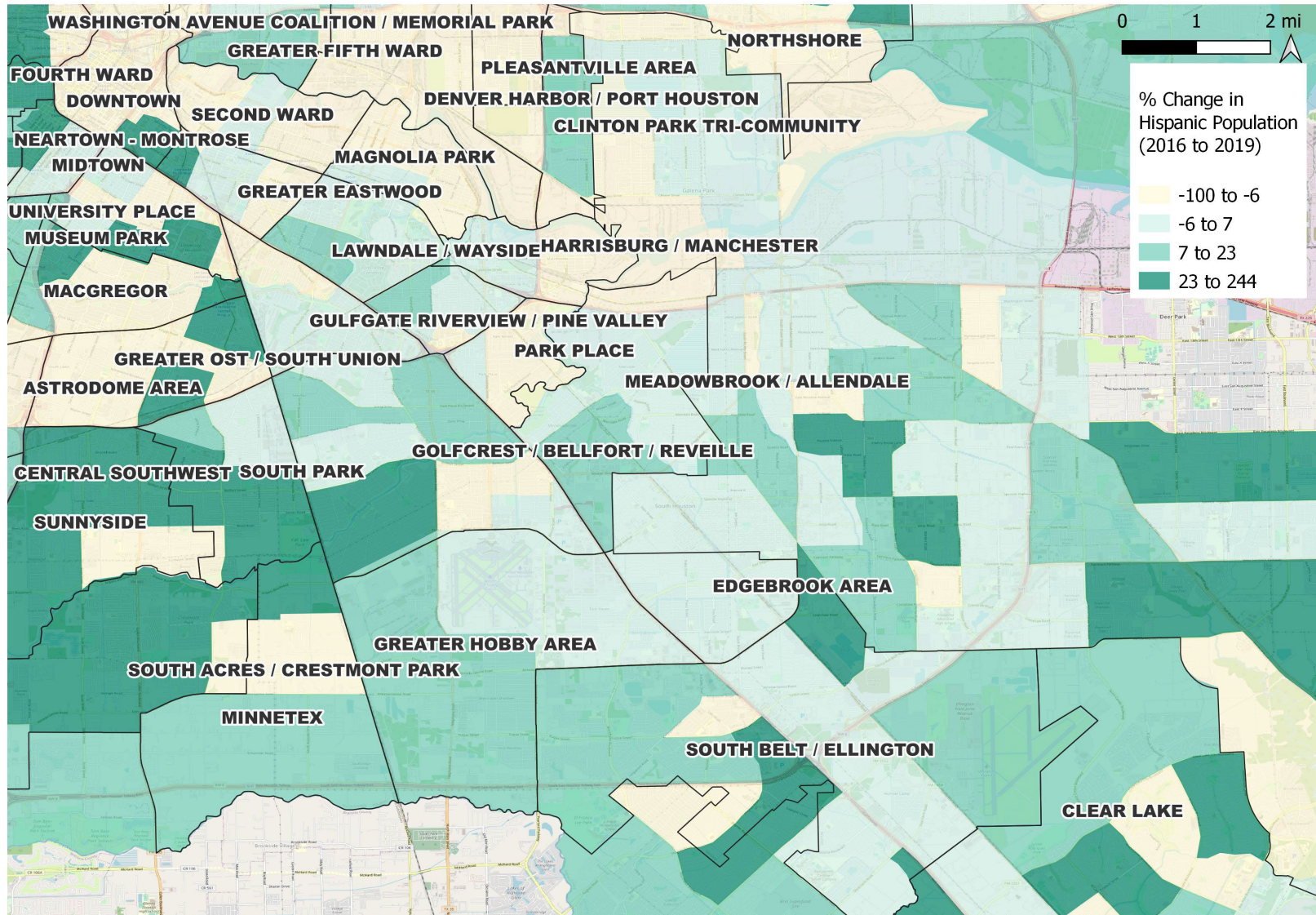
Geographic Areas in Southwest Houston with High Growth in the Hispanic Population



Geographic Areas in Northeast Houston with High Growth in the Hispanic Population



Geographic Areas in Southeast Houston with High Growth in the Hispanic Population

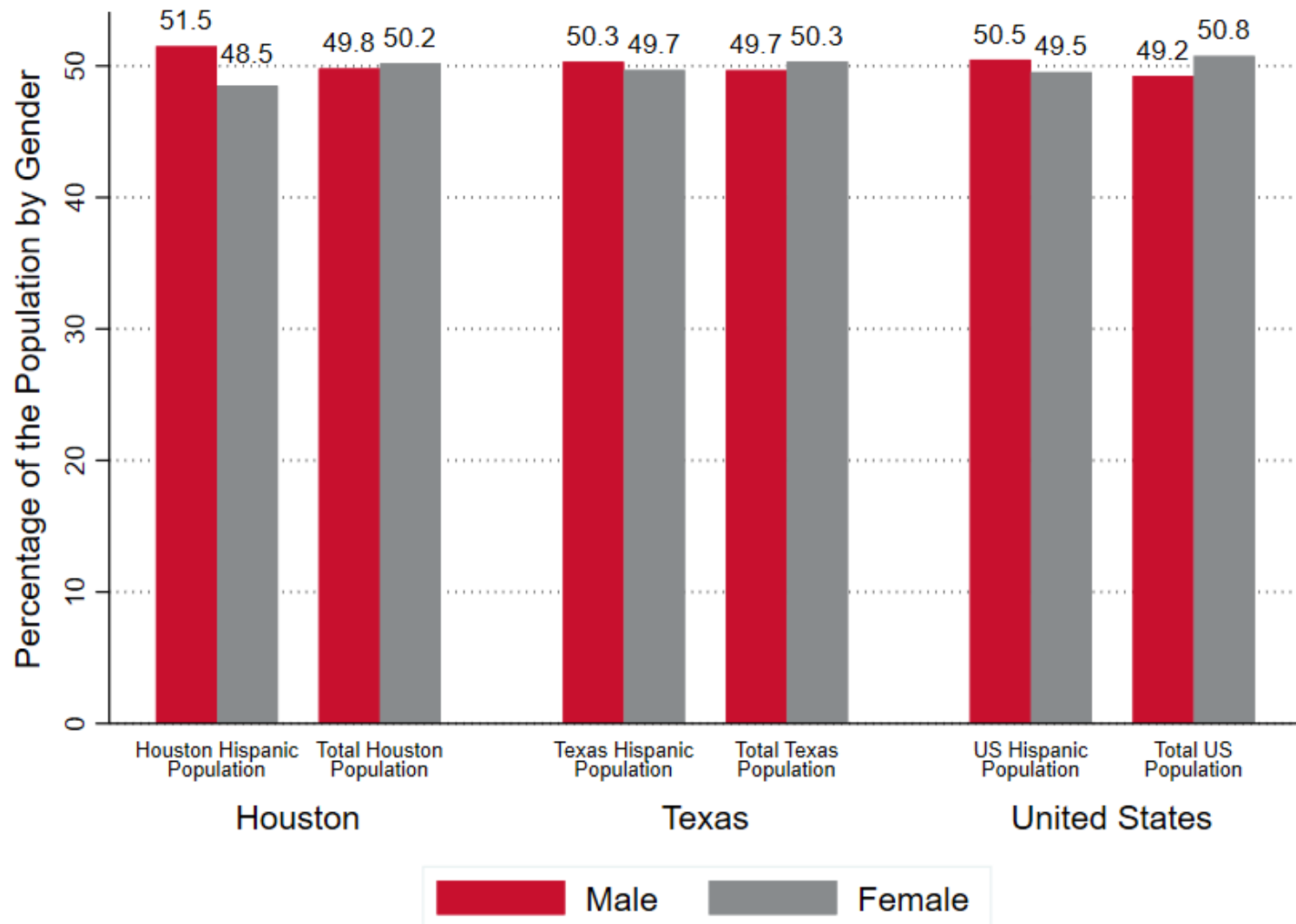


Hispanic Demographic Information in 2020

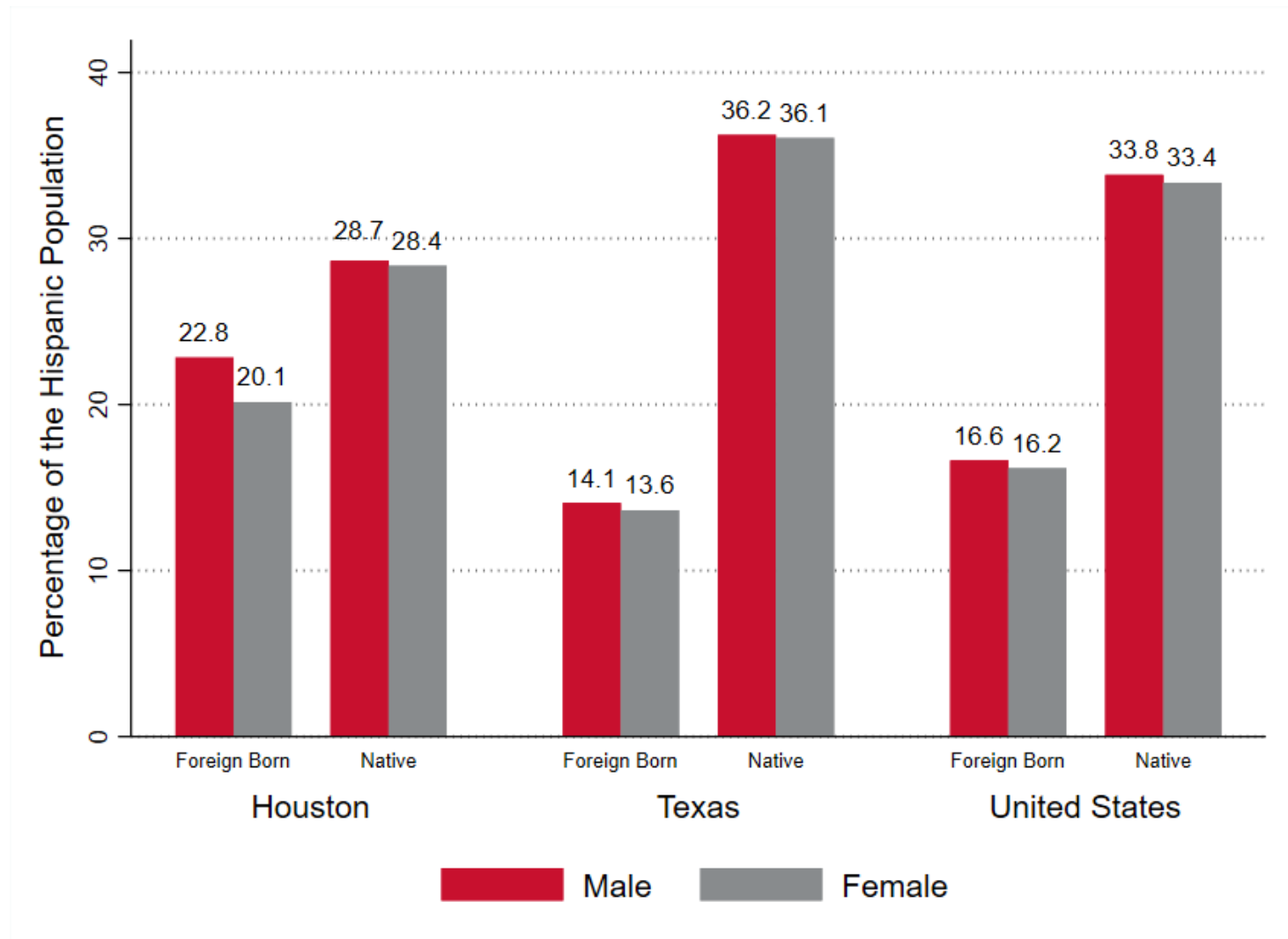
Hispanic Demographic Information

- Compared to Texas and the US, there was less than half a percent difference among males and females in total population in 2020, however, among Houston Hispanics, males outnumbered females by about 3%.
- Among Hispanics in Houston, the majority (~57.1) of the Hispanic population were native born in the US, and about 43% were foreign-born.
- When it comes to age, close to a third of Houston Hispanics are under the age of 18. About 43% of the Houston Hispanic population are between the ages of 18 and 44.
- Compared to the total populations of Houston, Texas, and the US, we saw the Hispanic populations had lower educational attainment.
- Compared to the Texas and the US, Hispanics in Houston speak more Spanish at their homes.
 - Around half of the Hispanic population in Houston speaks English very well (50%), while 18% not well, and 13% not at all.

Hispanic vs. General Population by Gender



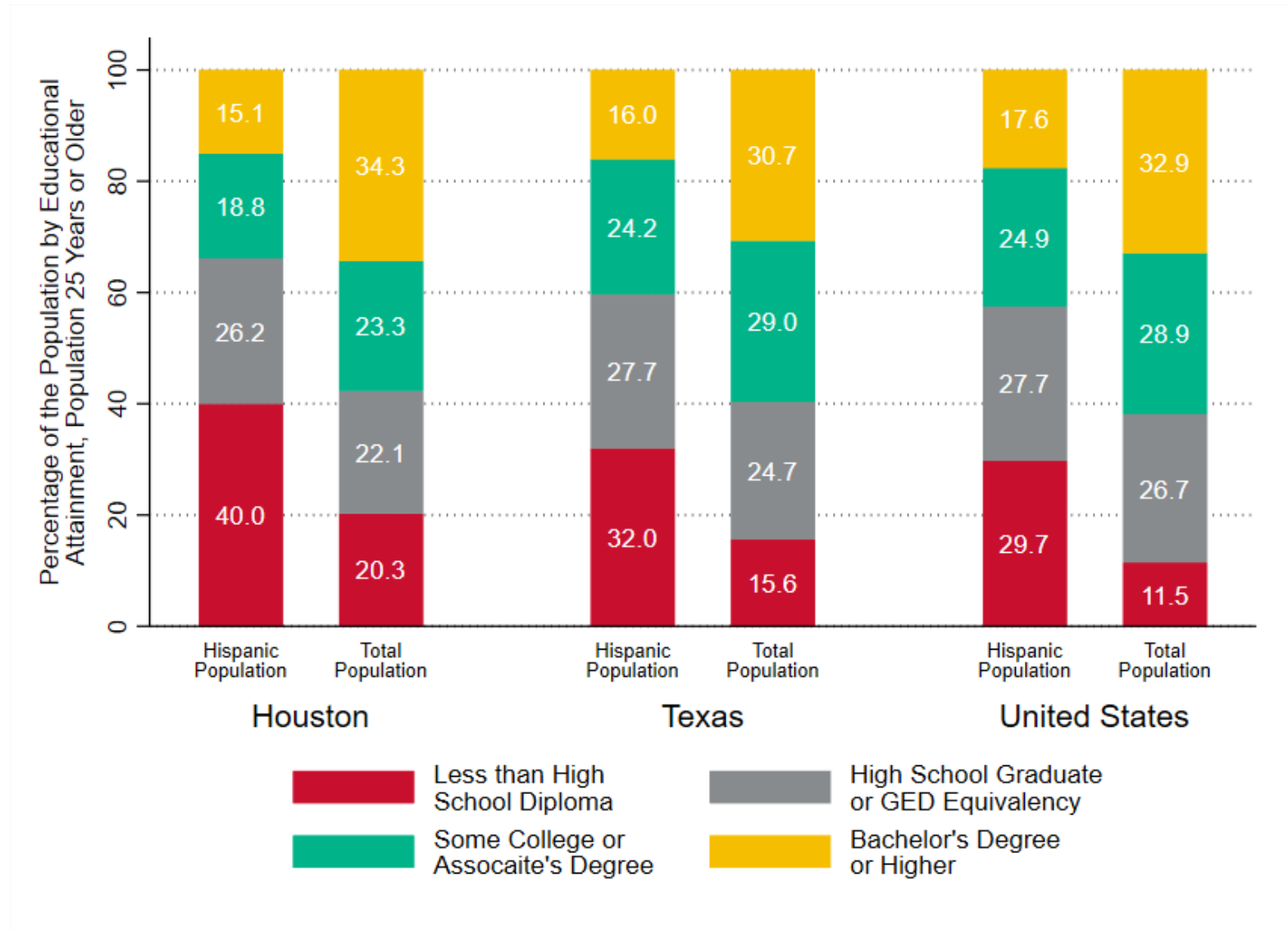
Hispanic Population by Gender and Nativity



Hispanic vs. General Population by Age



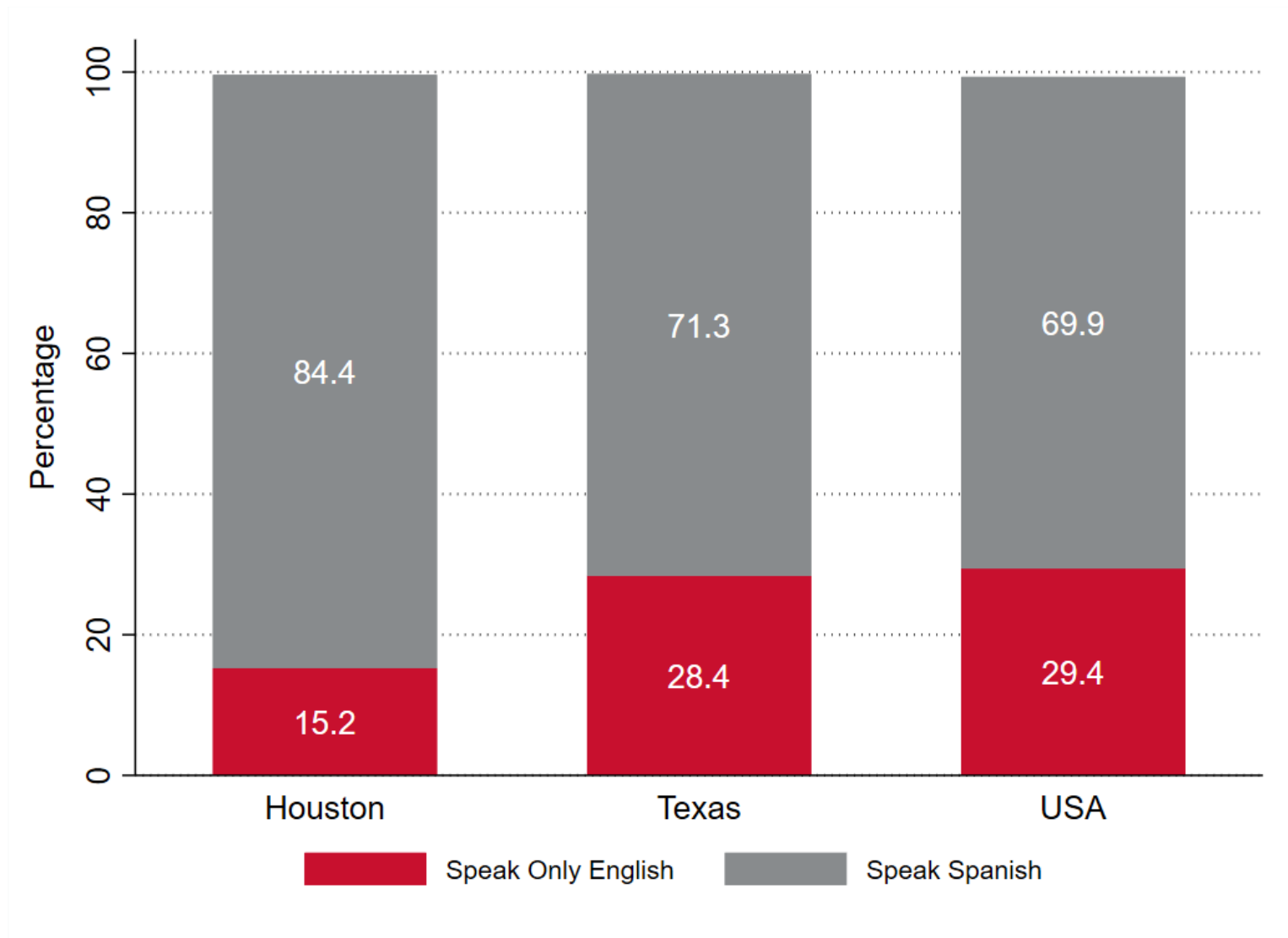
Hispanic vs. General Population by Educational Attainment



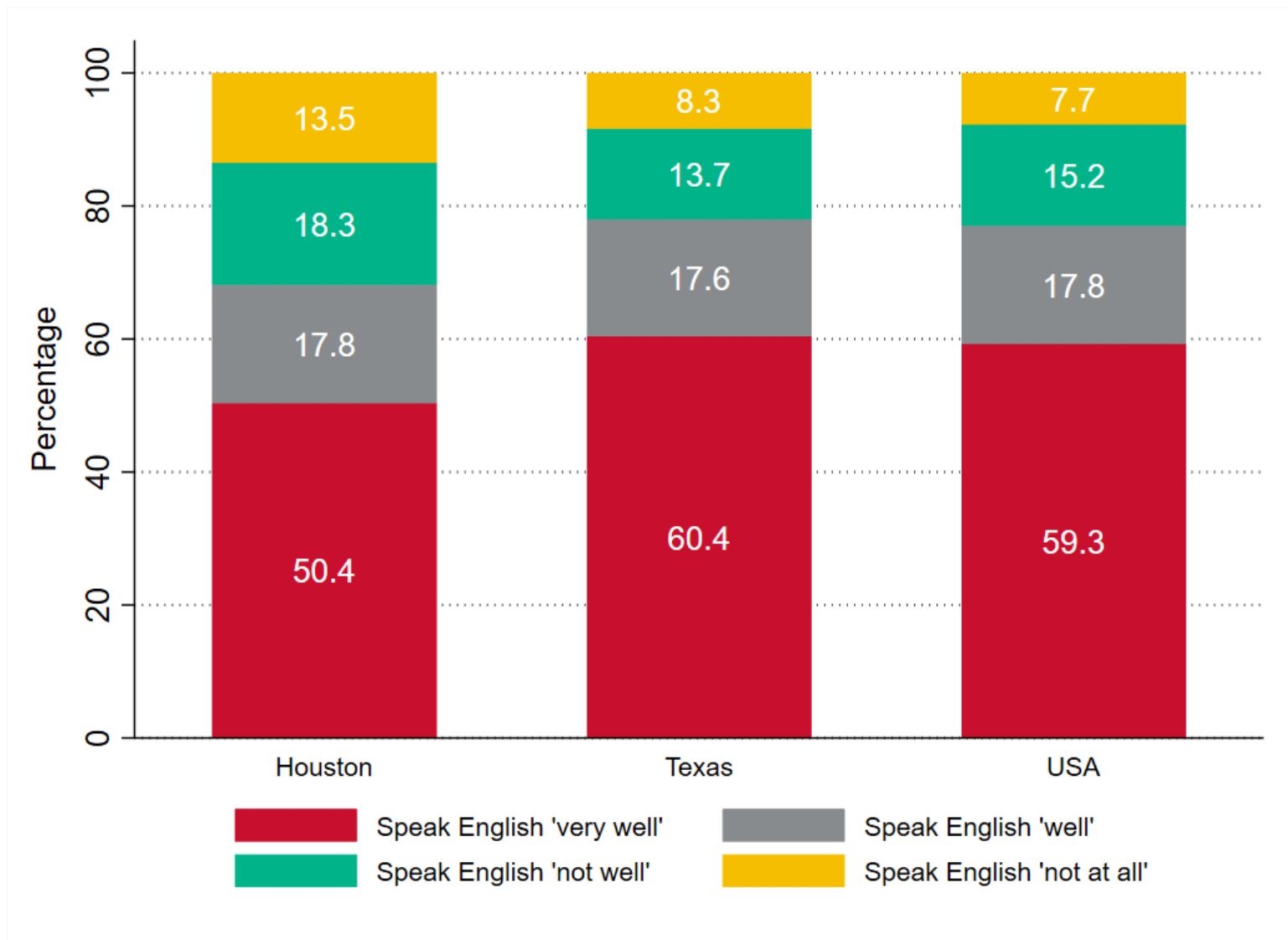
Source: American Community Survey, Table S1501, EDUCATIONAL ATTAINMENT, 5-year estimates 2020;

American Community Survey, Table C15002I, SEX BY EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER (HISPANIC OR LATINO), 5-year estimates 2020

Percentage of Hispanics Who Speak English vs. Spanish



English Fluency among Hispanics

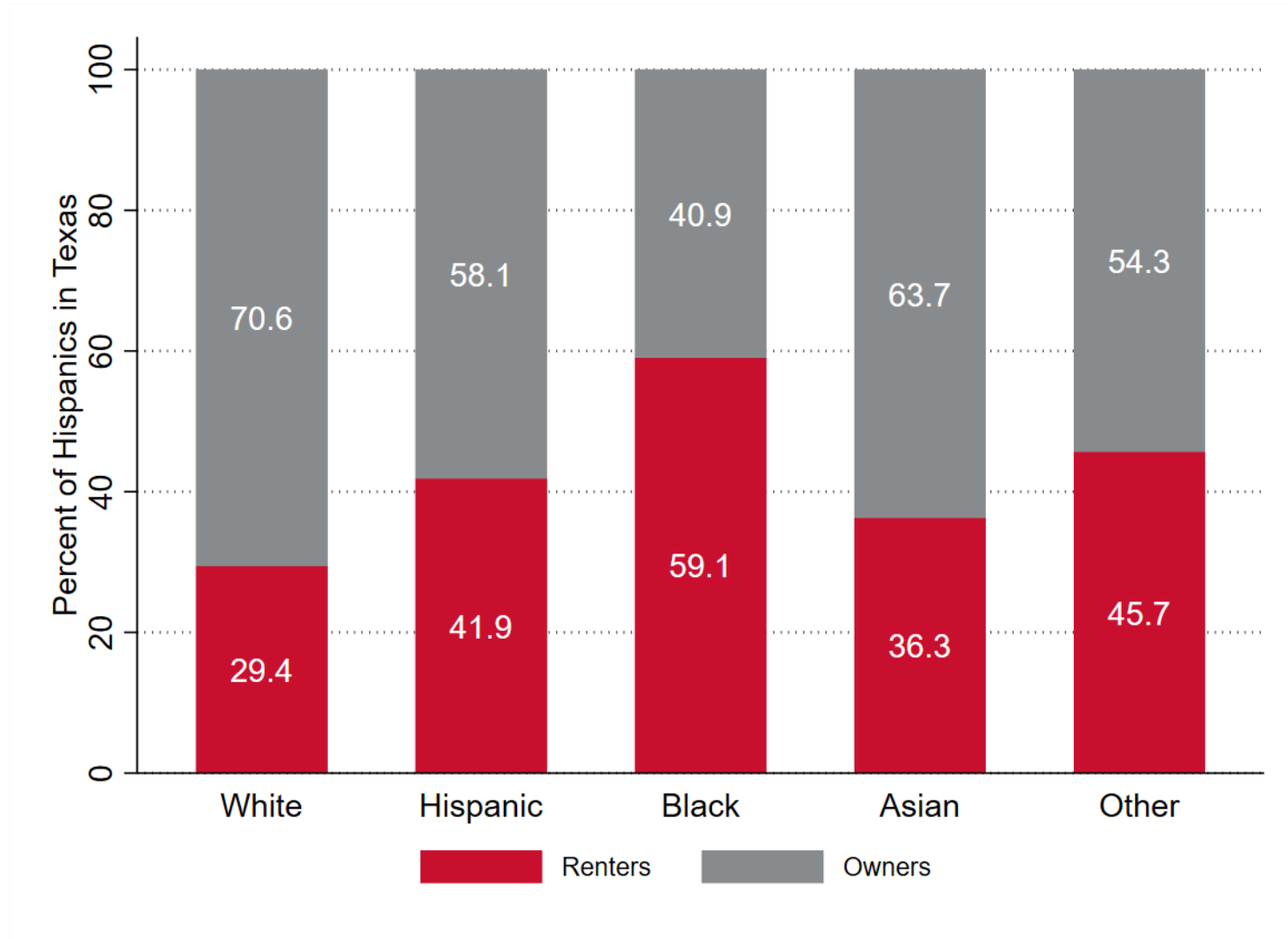


Houston Hispanic Socio-economic Information

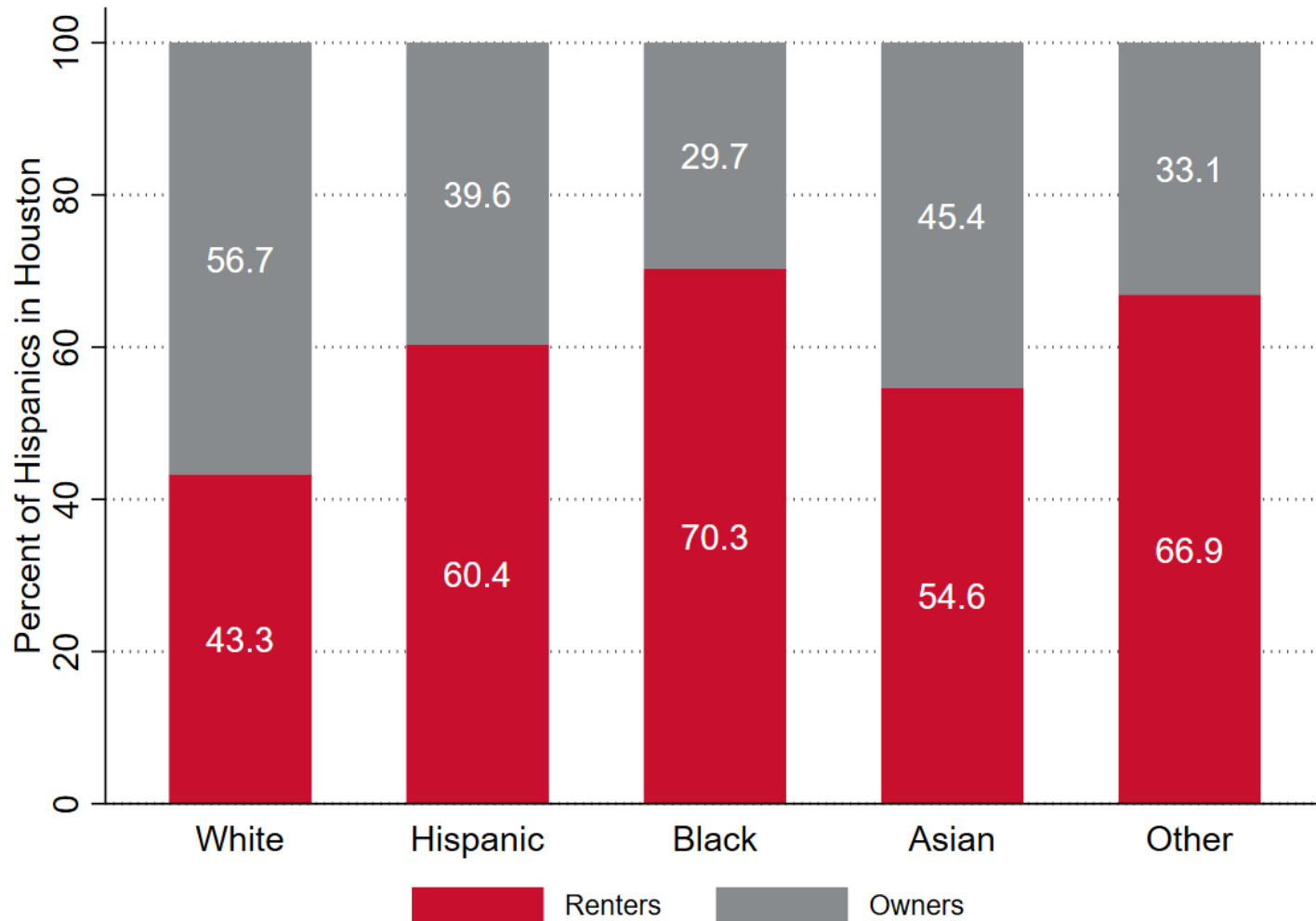
Houston Hispanic Socio-economic Information

- Almost 40% of Hispanic households in Houston own the place where they live
- Most Hispanics in Houston work in service occupations
- Over half of the Hispanic population in Houston (~55%) had a past-year household income of less than \$50,000 in 2020
- Hispanics spent the highest amount of their income on housing, followed by food and transportation
- Compared to non-Hispanics, Hispanics in Houston spend more on food and transportation but less on housing

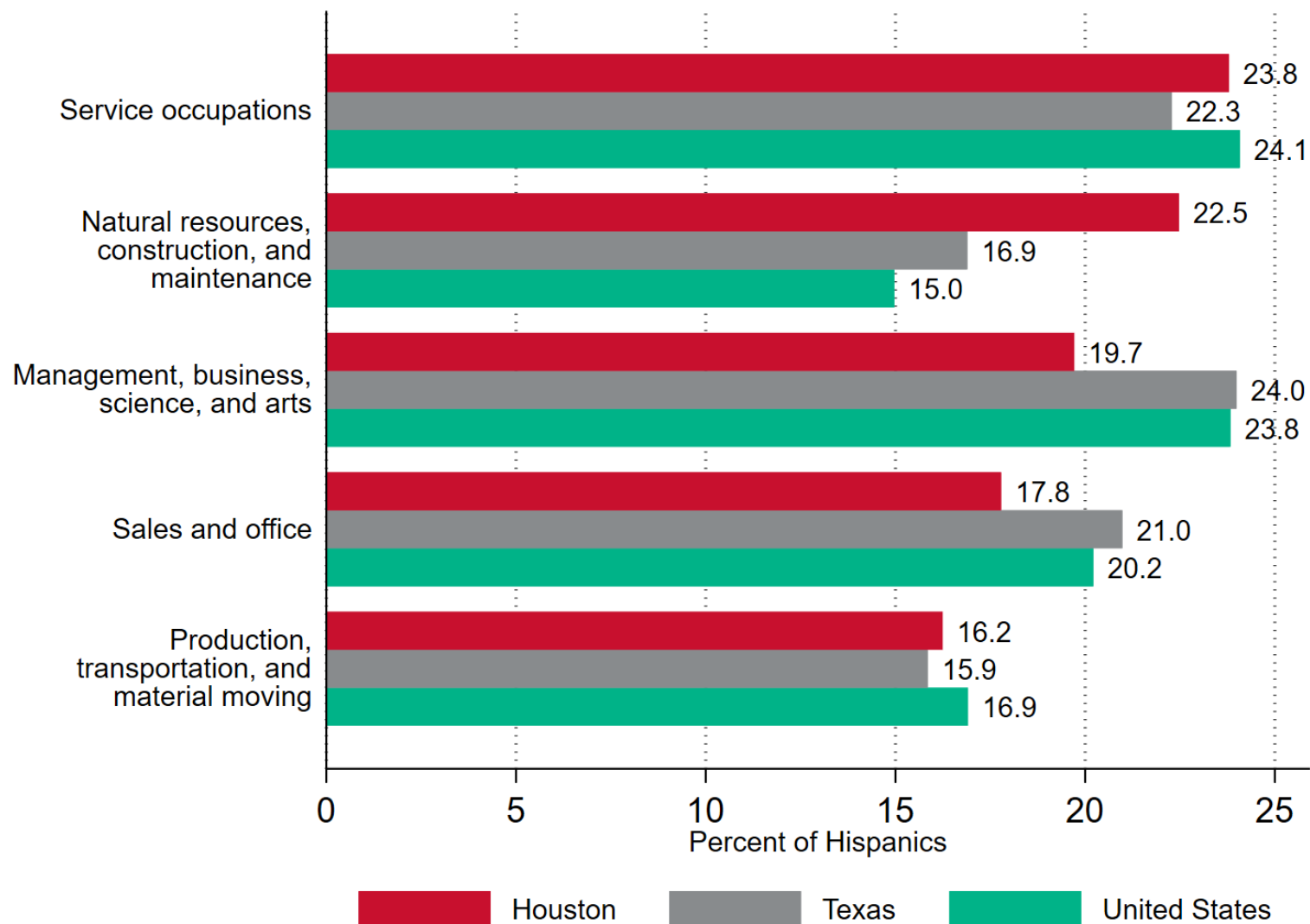
Texas Hispanic Households that Rent or Own



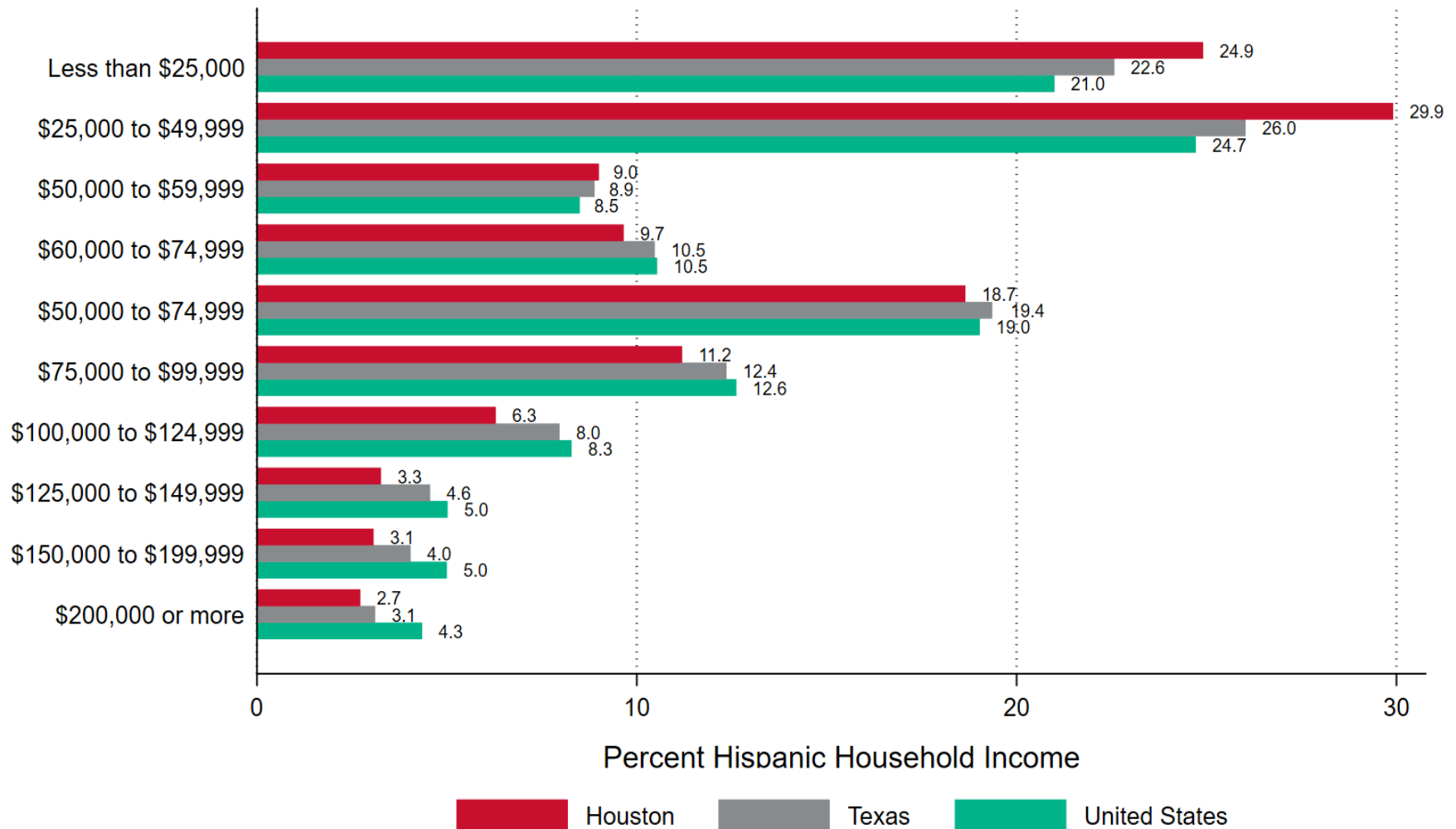
Houston Hispanic Households that Rent or Own



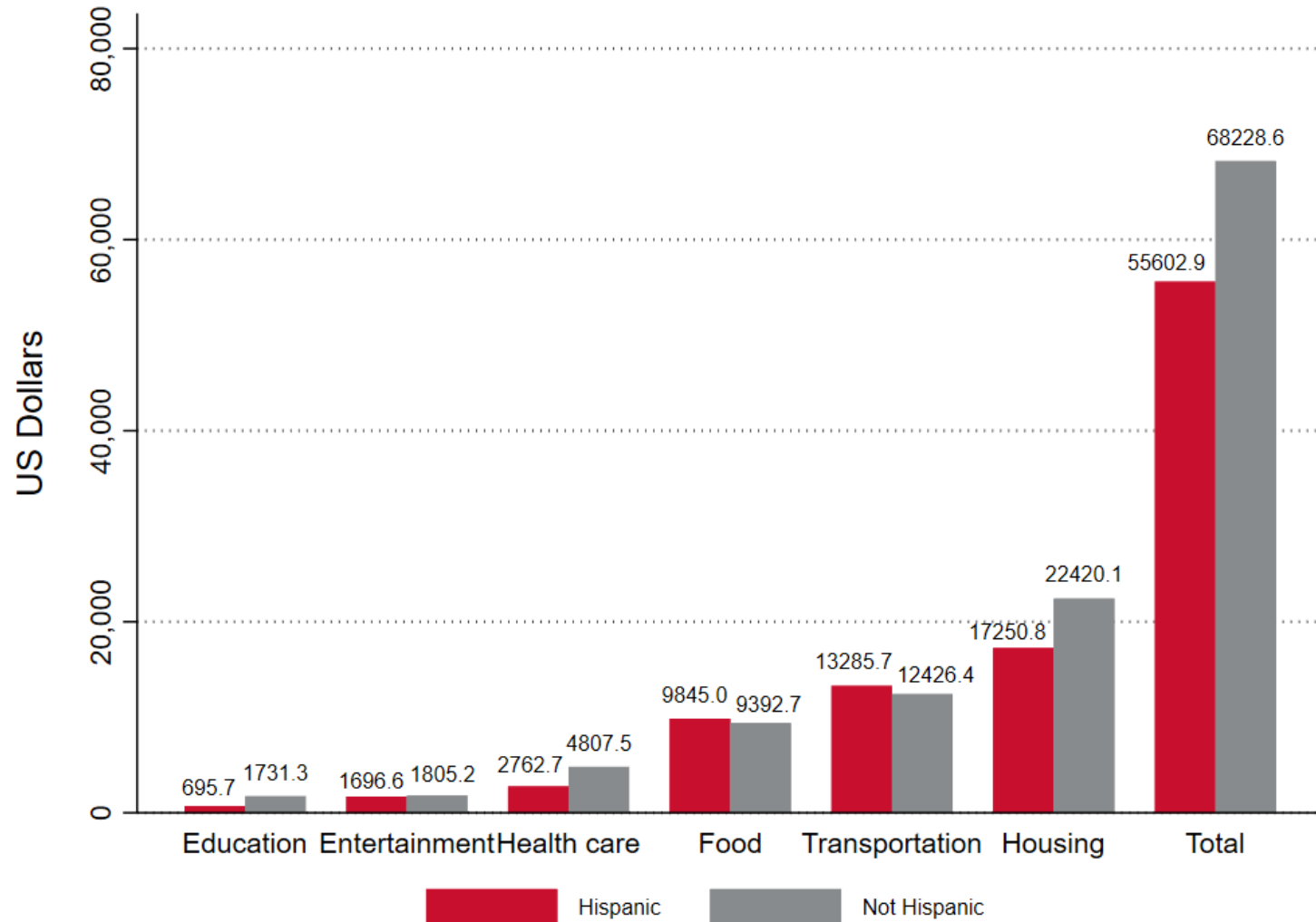
Common Industries by Occupation



Houston Hispanic Household Income



Houston Hispanic Spending Disaggregated

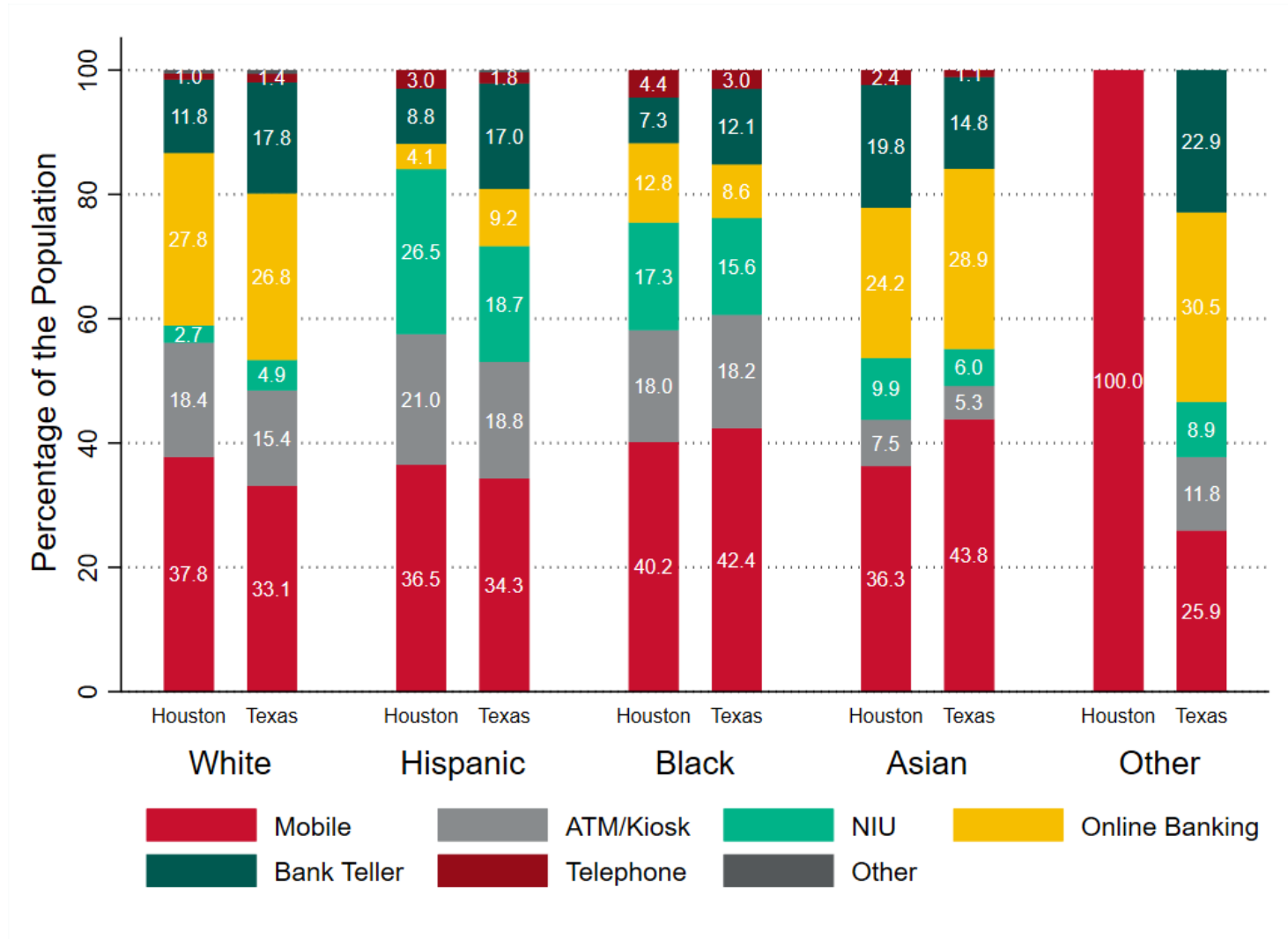


Hispanic Banking Habits

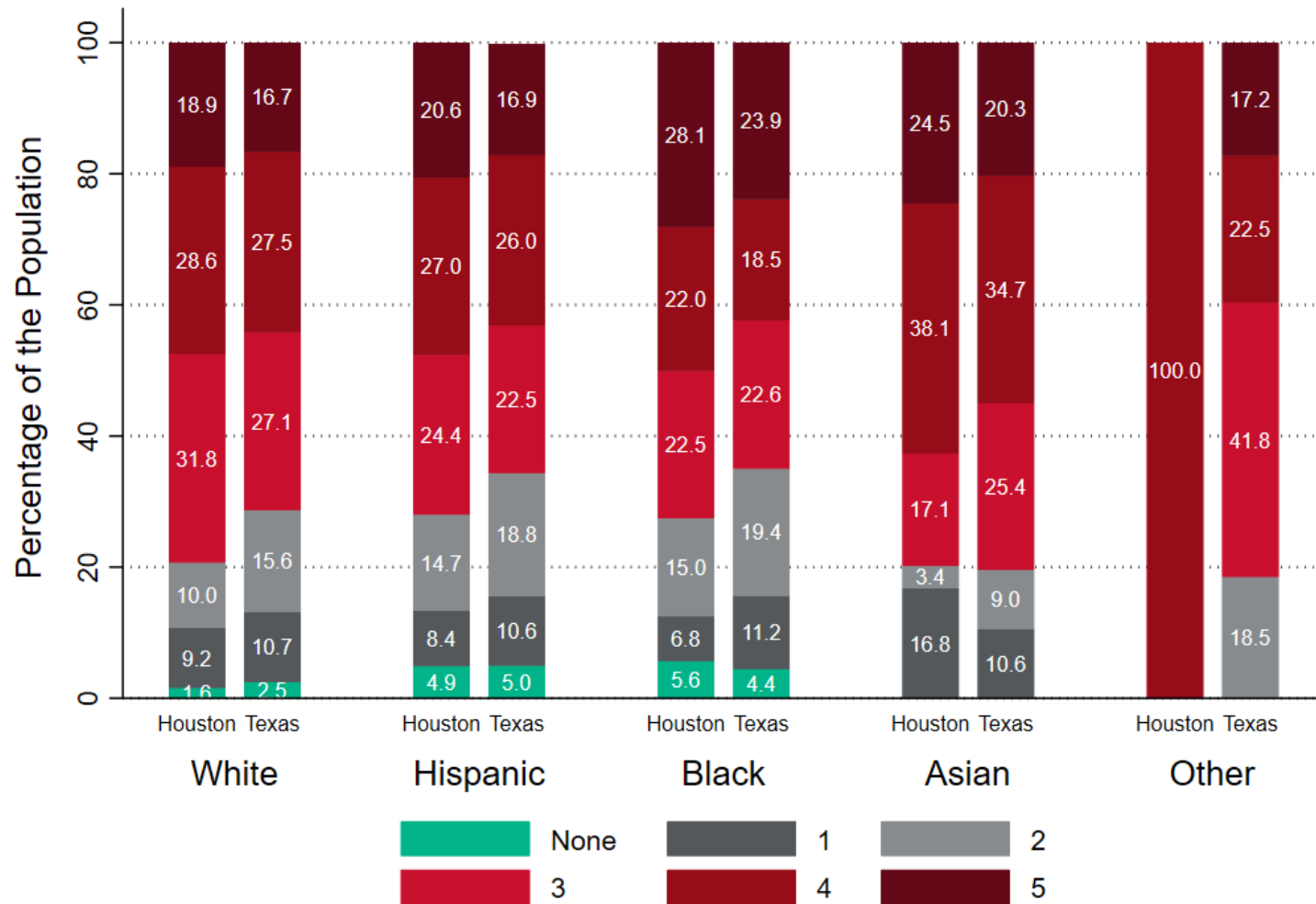
Hispanics and Banking Habits

- After Blacks, Hispanics in Houston are the ethnic group who reported more people without banking access methods
- However, the most common ways in which Hispanics in Houston access their bank accounts are: Mobile banking and ATM/Kiosks
- Hispanics were the least likely ethnic group to visit a bank branch in the past 12 months
- Most Hispanics in Houston (53%) did not have a credit card in the past 12 months compared to 19% of whites
- More than half of the Hispanics in Houston have between 3 and 4 credit cards

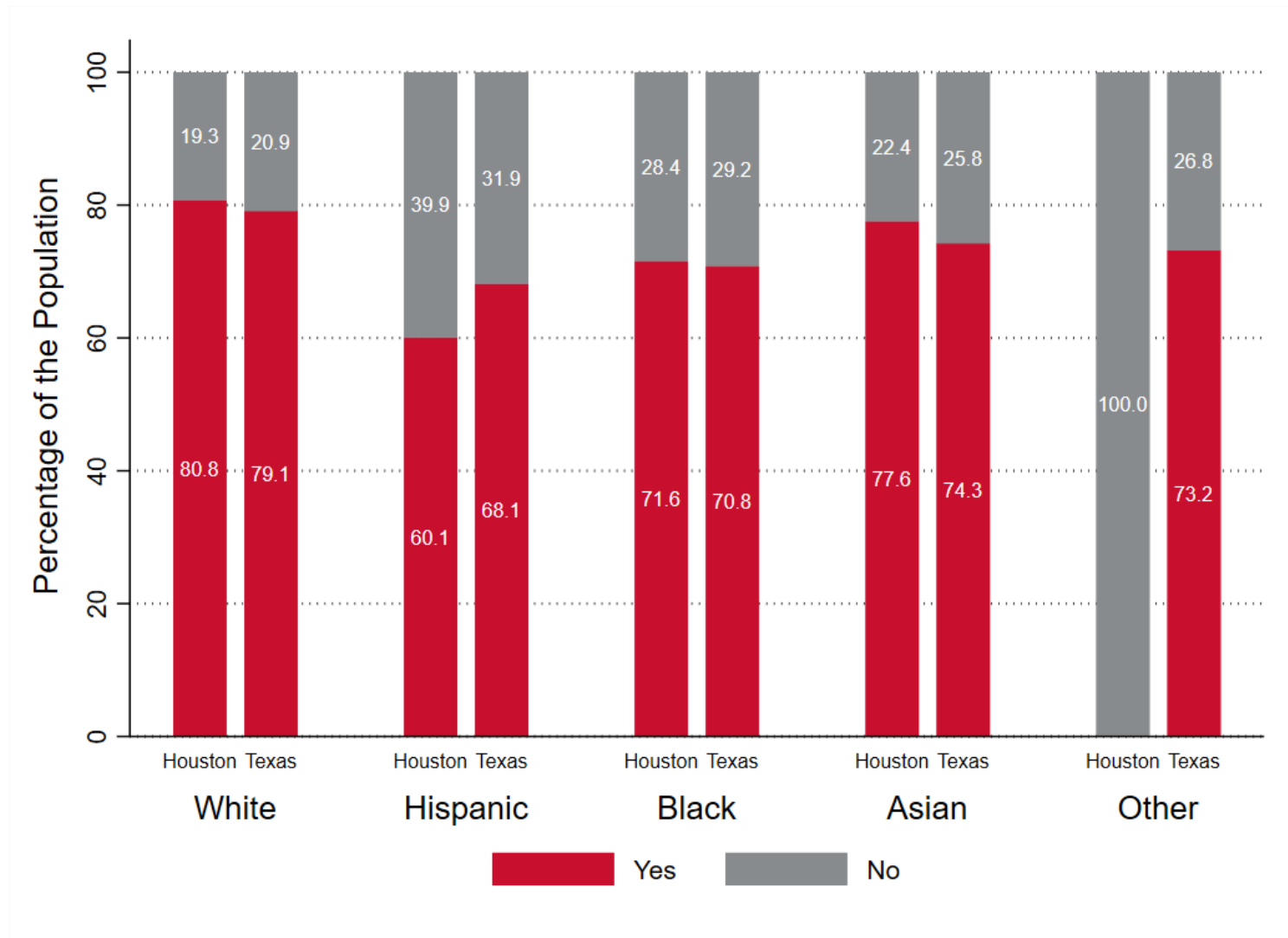
Common Ways to Access a Bank Account



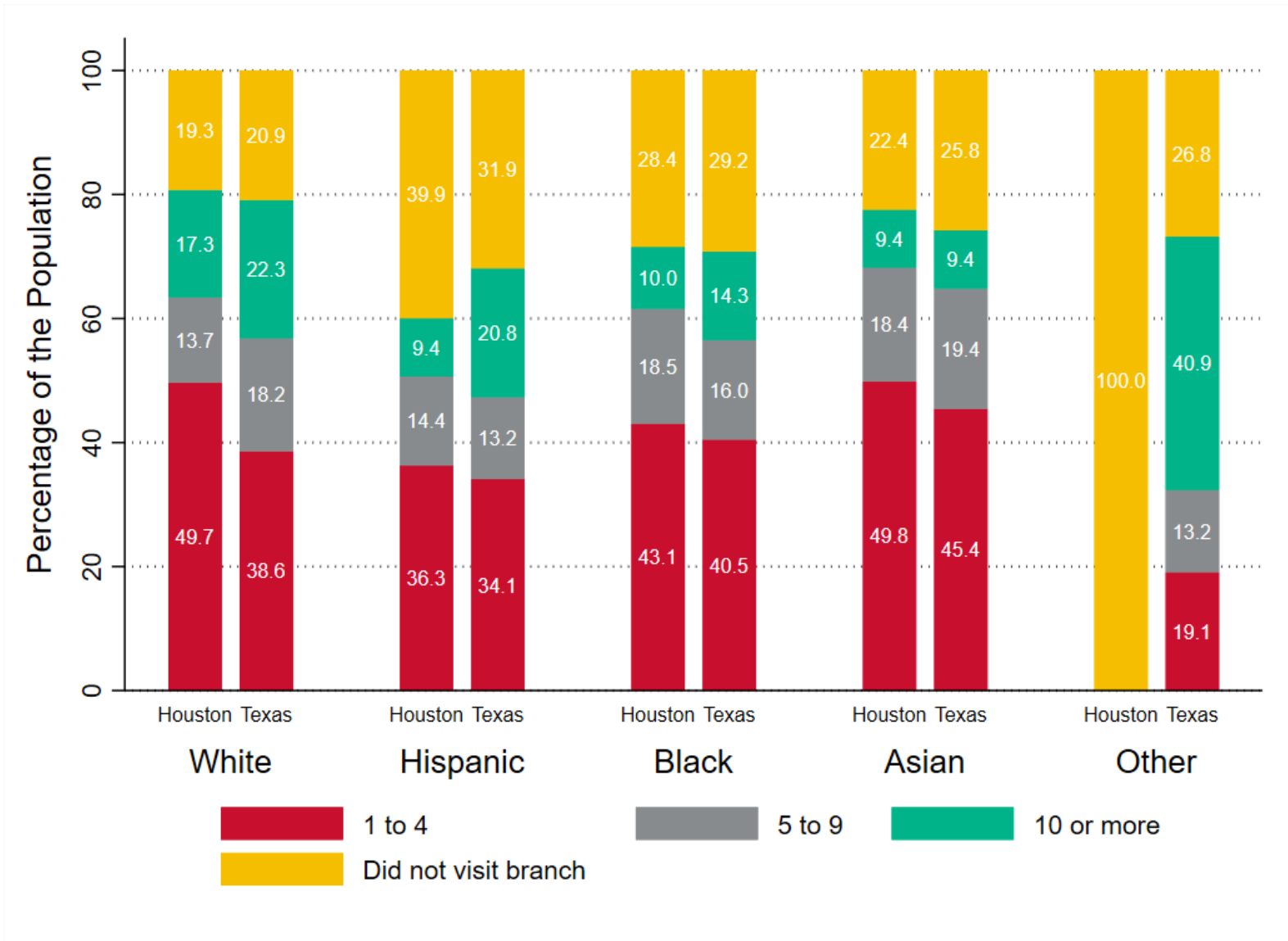
Number of Banking Access Methods



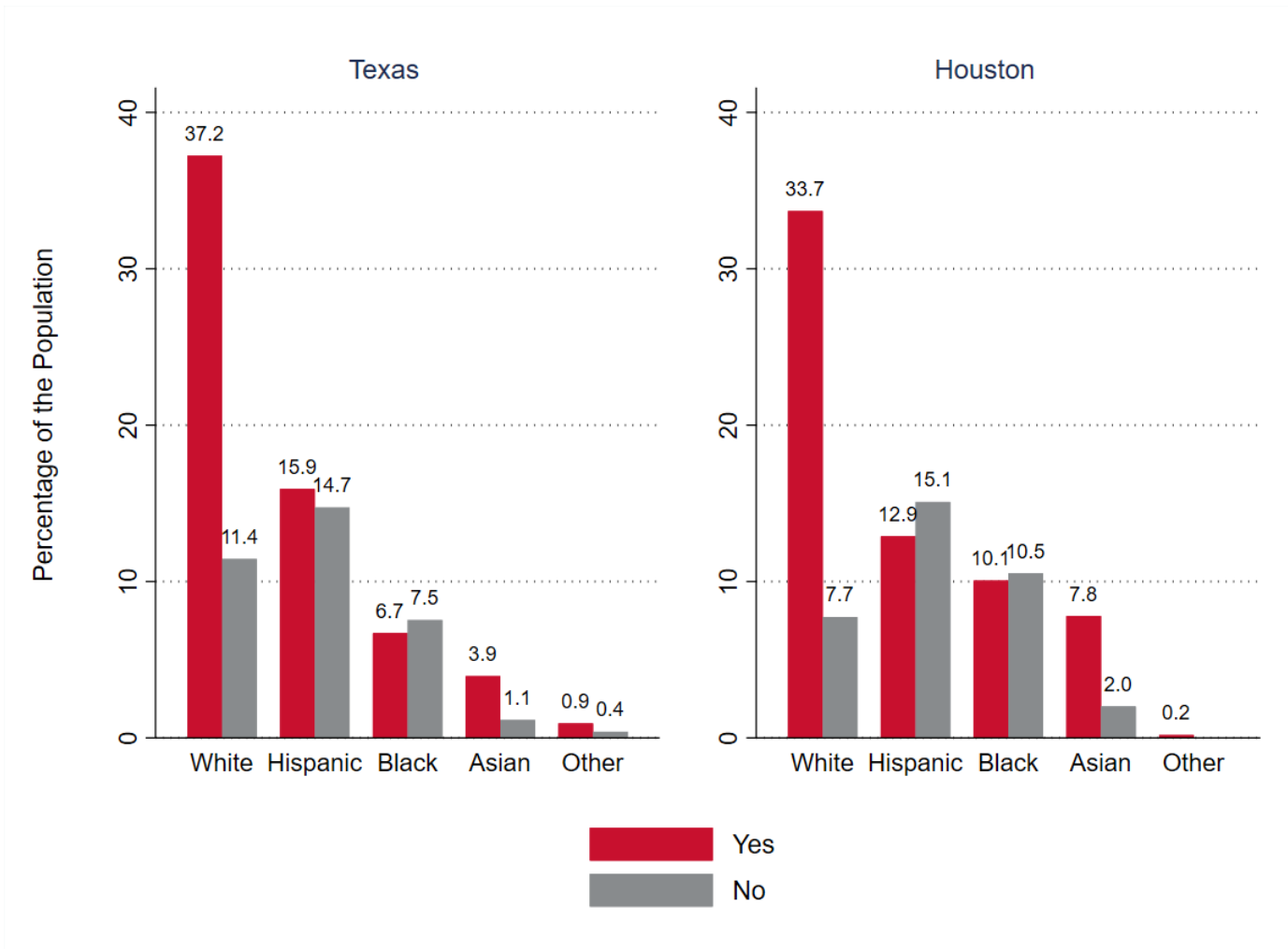
Visited Bank Branch in the Past 12 Months



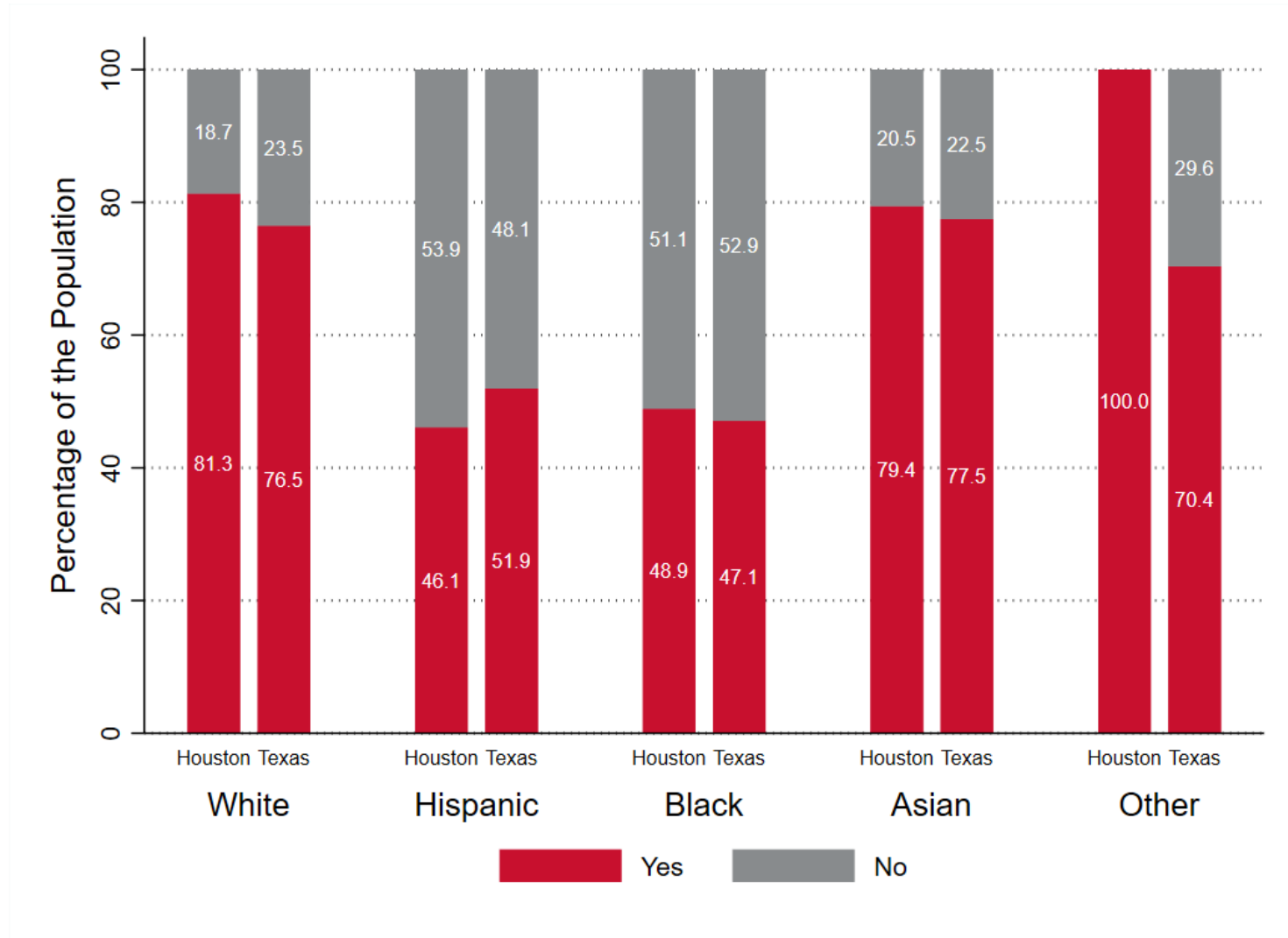
Percentage of Bank Branch Visits in the Past 12 Months



Had Visa, MasterCard, American Express, or Discover Credit Card in the Past 12 Months



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



THANK YOU

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