THE STATE OF HISPANICS
DATA SUMMIT

Hispanics in Houston and Texas
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 2021\(^1\)
- 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. \(^3\)

Sources:  
\(^1\) American Community Survey, Table S2301, Employment Status, 5-year estimates 2021  
\(^2\) American Immigration Council (2019) Power of the Purse: Contributions of Hispanic Americans in Houston  
\(^3\) Houston Metropolitan Area: Gomez-Aguinaga, et al. (2022) Houston Metropolitan Area: 2021 State of Latino Entrepreneurship
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

- **Mexican**: 82.0% (Houston), 59.5% (Texas), 66.8% (United States)
- **Puerto Rican**: 9.3% (Houston), 3.8% (Texas), 2.1% (United States)
- **Dominican**: 3.8% (Houston), 2.2% (Texas), 1.0% (United States)
- **Cuban**: 3.8% (Houston), 0.3% (Texas), 0.4% (United States)
- **Central American**: 10.1% (Houston), 6.6% (Texas), 20.0% (United States)
- **South American**: 7.0% (Houston), 4.8% (Texas), 2.7% (United States)
- **Other Hispanic or Latino**: 6.5% (Houston), 5.3% (Texas), 4.2% (United States)

Source: American Community Survey, Table B03001, HISPANIC OR LATINO ORIGIN BY SPECIFIC ORIGIN, 1-year estimates 2021
Growth of Hispanics in Houston vs. Other Major Texas Cities

Source: American Community Survey, Table B03003, Hispanic or Latino Origin, 1-year estimates 2010-2019, 2021; Table P2, HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE, 2020
Growth of Hispanics in Houston vs. Other Major Cities

Source: American Community Survey, Table B03003, Hispanic or Latino Origin, 1-year estimates 2010-2019, 2021; Table P2, HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE, 2020
Where are Hispanics in Houston?
Where are Hispanics in Houston?

Hispanics as % of total population:
- 0 - 19
- 19 - 30
- 30 - 48
- 48 - 68
- 68 - 100

Source: American Community Survey, Microdata, 5-year estimates 2021
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

Source: American Community Survey, Table B05003I, SEX BY AGE BY NATIVITY AND CITIZENSHIP STATUS (HISPANIC OR LATINO), 1-year estimates 2021; Table S0101, AGE AND SEX, 1-year estimates 2021
Hispanic vs. General Population by Age

Source: American Community Survey, Table S0101, AGE AND SEX, 1-year estimates 2021; Table B01001I, SEX BY AGE (HISPANIC OR LATINO), 1-year estimates 2021
Median Age by Race/Ethnicity and Gender in Houston, 2021

Source: American Community Survey, Table S0101, AGE AND SEX, 1-year estimates 2021; Table B01001I, SEX BY AGE (HISPANIC OR LATINO), 1-year estimates 2021; Table B01002H, White, non-Hispanic; Table B01002B, Black (alone); Table B01002D, Asian (alone)
Hispanic vs. General Population by Educational Attainment

Source: American Community Survey, Table S1501, EDUCATIONAL ATTAINMENT, 1-year estimates 2021; Table C15002I, SEX BY EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER (HISPANIC OR LATINO), 1-year estimates 2021
Percentage of Hispanics Who Speak English vs. Spanish

Source: American Community Survey, Table B16005I, NATIVITY BY LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER (HISPANIC OR LATINO), 1-year estimates 2021
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

Source: American Community Survey, Table S2502, DEMOGRAPHIC CHARACTERISTICS FOR OCCUPIED HOUSING UNITS), 1-year estimates 2021
Average Quarterly Employment for Harris County, 2010-2022

Source: US Census Bureau, Quarterly Workforce Indicators (QWI), Microdata, 2010-2022
Common Industries by Occupation

- **Service occupations**
  - Houston: 21.6%
  - Texas: 22.1%
  - United States: 22.6%

- **Natural resources, construction, and maintenance**
  - Houston: 16.1%
  - Texas: 14.8%

- **Management, business, science, and arts**
  - Houston: 18.4%
  - Texas: 26.1%
  - United States: 26.5%

- **Sales and office**
  - Houston: 17.6%
  - Texas: 17.6%
  - United States: 19.5%

- **Production, transportation, and material moving**
  - Houston: 16.0%
  - Texas: 16.1%
  - United States: 17.1%

Source: American Community Survey, Table B24010I, SEX BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER (HISPANIC OR LATINO), 1-year estimates 2021
Employment of Hispanic Workers by Industry, 2010-2022 Harris County

- Retail Trade: -23.6%
- Accommodation and Food Services: -4.6%
- Construction: 2.9%
- Manufacturing: 5.7%
- Health Care and Social Assistance: -18.7%
- Administrative and Support and Waste Management and Remediation Services: -14.0%
- Educational Services: -7.3%
- Wholesale Trade: -1.5%
- Professional, Scientific, and Technical Services: 2.7%
- Transportation and Warehousing: 8.8%
- Other: 5.1%
- Employment of Hispanic and Latino Workers by Industry, Percent Change in Annual Averages, 2010-2022

Source: US Census Bureau, Quarterly Workforce Indicators (QWI), Microdata, 2010-2022
Average Monthly Earnings by Ethnicity, Annual Averages, 2010-2016-2022

Source: US Census Bureau, Quarterly Workforce Indicators (QWI), Microdata, 2010, 2016, and 2022
Houston Hispanic Household Income

Source: American Community Survey, Table B19001I, HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2021 INFLATION-ADJUSTED DOLLARS) (HISPANIC OR LATINO HOUSEHOLDER), 1-year estimates 2021
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

Source: FDIC Survey of Household Use of Banking and Financial Services (2021)
Had Visa, MasterCard, American Express, or Discover Credit Card in the Past 12 Months by Race and Ethnicity

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

Source: Hobby School of Public Affairs, Houston Election 2023 Report, https://uh.edu/hobby/houston2023/
Are Things in Houston Heading in the Right or Wrong Direction?

Source: Hobby School of Public Affairs, Houston Election 2023 Report, [https://uh.edu/hobby/houston2023/](https://uh.edu/hobby/houston2023/)
Impact of Issues on Neighborhood Quality

Source: Hobby School of Public Affairs, Houston Election 2023 Report, https://uh.edu/hobby/houston2023/
Top Priority Issues for Houston's Next Mayor and City Council

Source: Hobby School of Public Affairs, Houston Election 2023 Report, https://uh.edu/hobby/houston2023/
Housing Policy Agenda Priorities for Houston’s Next Mayor and City Council

Source: Hobby School of Public Affairs, Houston Election 2023 Report, https://uh.edu/hobby/houston2023/
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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