

# The Economic Impact of Latinos in Houston

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## Houston: 24<sup>th</sup> Largest GDP in The World

- Houston as a country's GDP, would be larger than Belgium, Thailand, Austria, Norway, United Arab Emirates or Israel
- Over half a trillion dollars in 2015 (\$503 billion)
- 12<sup>th</sup> fastest growing over past five years (20% growth from 2011 to 2015)
- Grew 4.6% year over year (2014 – 2015)
- Contributes 3.1% of national GDP

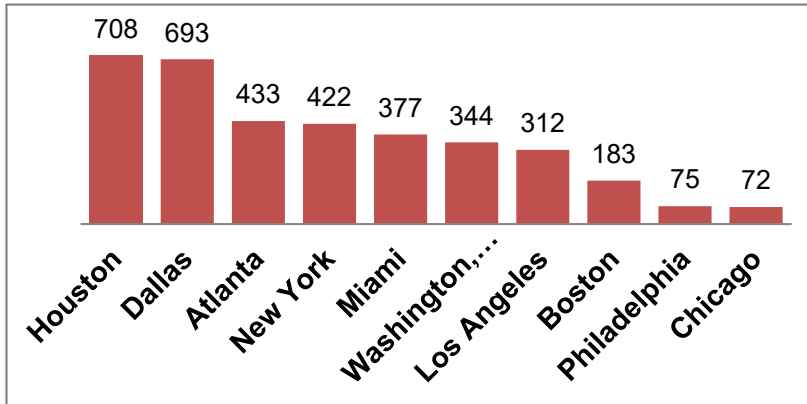


Source: Latino Futures Research, LDC – June 2017



# Fastest Growing Major DMA in the Country

2012 – 2017 Population Growth by Metro Area  
(Thousands)

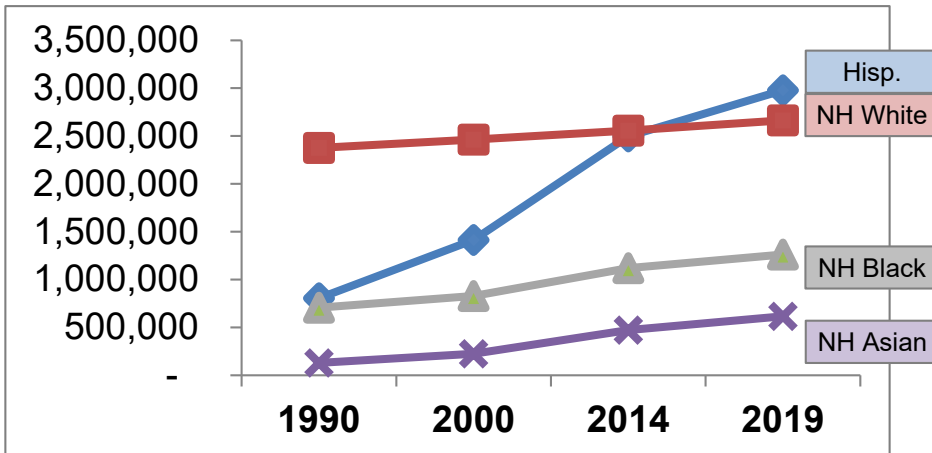


Source: US Census Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2017, Metropolitan Statistical Areas



# Houston Population Growth Driven by Multicultural

## Houston Population by Ethnicity



Source: Geoscape

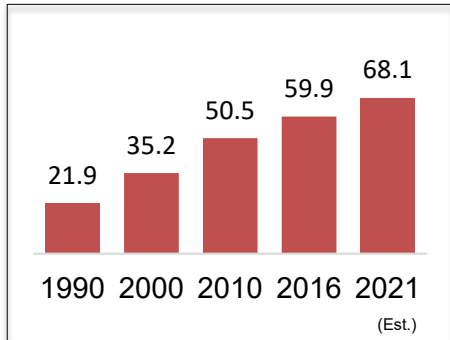
Since 2000, multicultural households (primarily Hispanic) have accounted for 80% of all population growth in Houston.



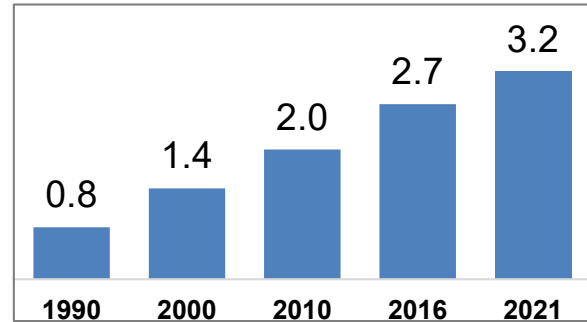


# Hispanic Population Explosion

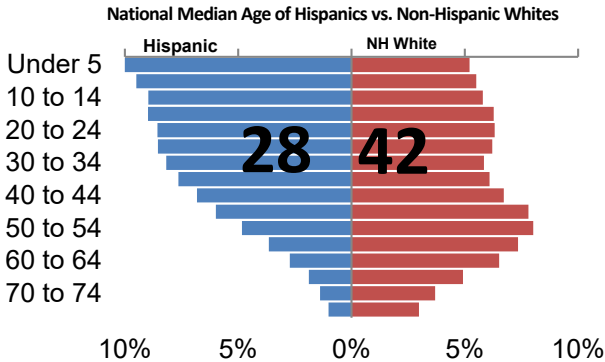
US Hispanic Population Growth  
(Millions)



Houston Hispanic Population Growth  
(Millions)



# Hispanics: Noticeably Younger



Median Age	
Total US	37
Houston	32
Houston Hispanic	28
NH White	42

Source: US Census 2015 American Community Survey Table B01003, US Census Hispanic/Latino Ancestry by Block Group



# Houston Hispanics Less Acculturated, More Spanish-Dependent

	US Hisp	HOU Hisp
% Foreign-born	35%	39%
Spanish at Home	73%	79%
Speak English Less than "Very Well"	31%	39%

Source: US Census 2015 American Community Survey Table B01003

**Large foreign-born population:**

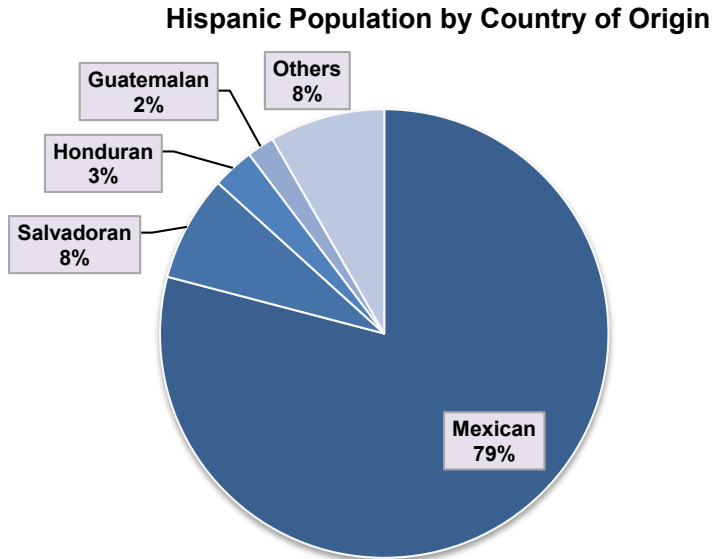
Many either adapting to new customs or teaching their families in environment they did not grow up in.

**Very high rates of Spanish spoken at home, significant portion Spanish-dependent:**

In-language communications are vital.



# Heavily Mexican, Central American Backgrounds



Source: US Census 2015 American Community Survey Table B01003

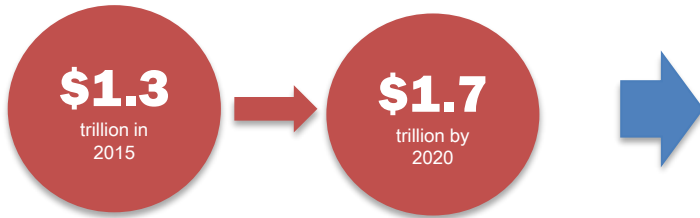




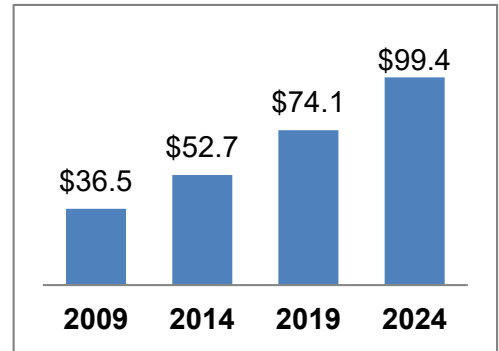


# Hispanic Purchasing Power

National Hispanic Consumer Spend  
(Billions)



Houston Hispanic Consumer Spend (Billions)



Source: Geoscape American MarketScape Datastream 2016 Series



# Hispanic Home Ownership

In 2016, **7,301,000** Hispanics households owned their home, accounting for:

# 74.9%

overall net growth in U.S. homeownership from 2015 – 2016

2015	% of total Hispanic Population	% of total Hispanic Home Buyers	Index	% of total Hispanic Home Owners	Index
DALLAS	4%	5%	152	3%	95
HOUSTON	4%	7%	152	6%	129
LOS ANGELES	16%	11%	69	14%	89
MIAMI	5%	6%	120	5%	104
NEW YORK	10%	8%	84	6%	65

2018	% of total Hispanic Population	% of total Hispanic Home Buyers (last 12 months)	Index	% of total Hispanic Home Owners	Index
DALLAS	3%	4%	113	3%	106
HOUSTON	5%	4%	81	5%	111
LOS ANGELES	15%	8%	55	13%	90
MIAMI	6%	5%	90	5%	91
NEW YORK	9%	9%	100	5%	57



# Houston Hispanics Face Other Challenges

	US	US Hisp.	HOU	HOU Hisp.
Median Age	37.8	28.7	34.1	28.1
Median HHI	\$56K	\$45K	\$61K	\$47K
% College Grad	31%	15%	32%	13%

Source: US Census 2015 American Community Survey Table B01003

- **Younger than general population:** Education and outreach are key
- **Lower household incomes:** financial considerations and pressures are front of mind.
- **Lower college attainment:** communications should reach wide audience with array of backgrounds; focus on clear, relatable messaging.

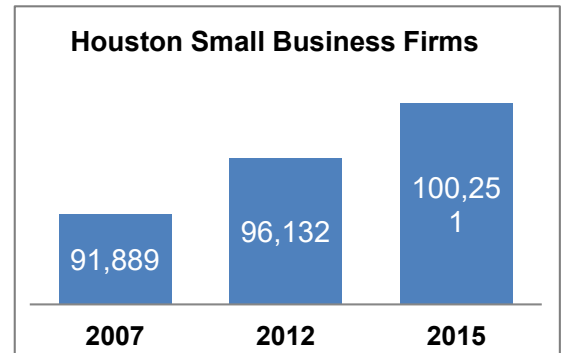
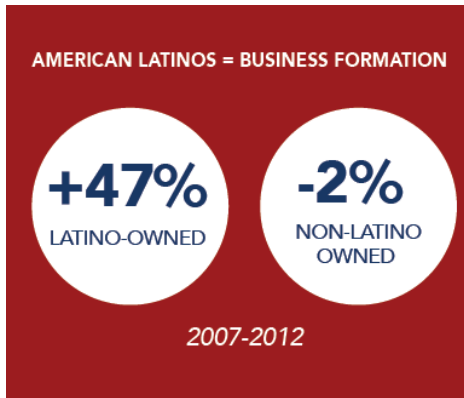


# Houston Hispanic-Owned Businesses





# Hispanic-Owned Business Growth



Source: US Census Survey of Business Owners 2007, 2012; 2015 Annual Survey of Entrepreneurs

**Houston has seen 9% growth between 2007 and 2015 in the number of small businesses.**



# Hispanic-Owned Businesses Thrive in Houston

## Hispanic-Owned Firms in Houston, 2015

	Number of Firms	Share of Total Firms
Total for all sectors	9,806	11%
Construction	1,572	20%
Retail trade	1,212	11%
Professional, scientific and technical services	1,181	8%
Healthcare and social assistance	1,006	9%
Accommodation and food services	941	12%
Wholesale trade	651	9%
Transportation and warehousing	592	21%
Manufacturing	565	14%
Administrative, support, waste management, and remediation services	444	9%
Real estate and rental and leasing	381	8%
Finance and insurance	335	7%

Source: US Census 2015 Annual Survey of Entrepreneurs, Table SE1400CSA01

- Hispanic-owned businesses make up 11% of all Houston firms, at nearly 10,000
- Construction firms are the largest contingent of Hispanic-owned businesses
  - Electricity and workplace safety key
- Other businesses are also well represented by Hispanic owners:
  - Restaurant
  - Professional Services
  - Healthcare
  - Retail
  - Wholesale



# Houston Hispanic-Owned Firms Top National Revenue List

Metro Area	# Hispanic Owned Firms w/ Paid Employees	Sales receipts (\$Millions)	Sales/Firm (\$Millions)
Miami	44,367	\$60,494	\$1.36
LA	35,990	\$40,871	\$1.14
NYC	30,612	\$24,777	\$0.81
Chicago	11,344	\$12,706	\$1.12
San Francisco	11,333	\$13,895	\$1.23
Houston	9,315	\$17,466	\$1.88
DFW	7,039	\$9,899	\$1.41
Washington DC	6,837	\$9,553	\$1.40

Source: US Census Data



**Gracias**

