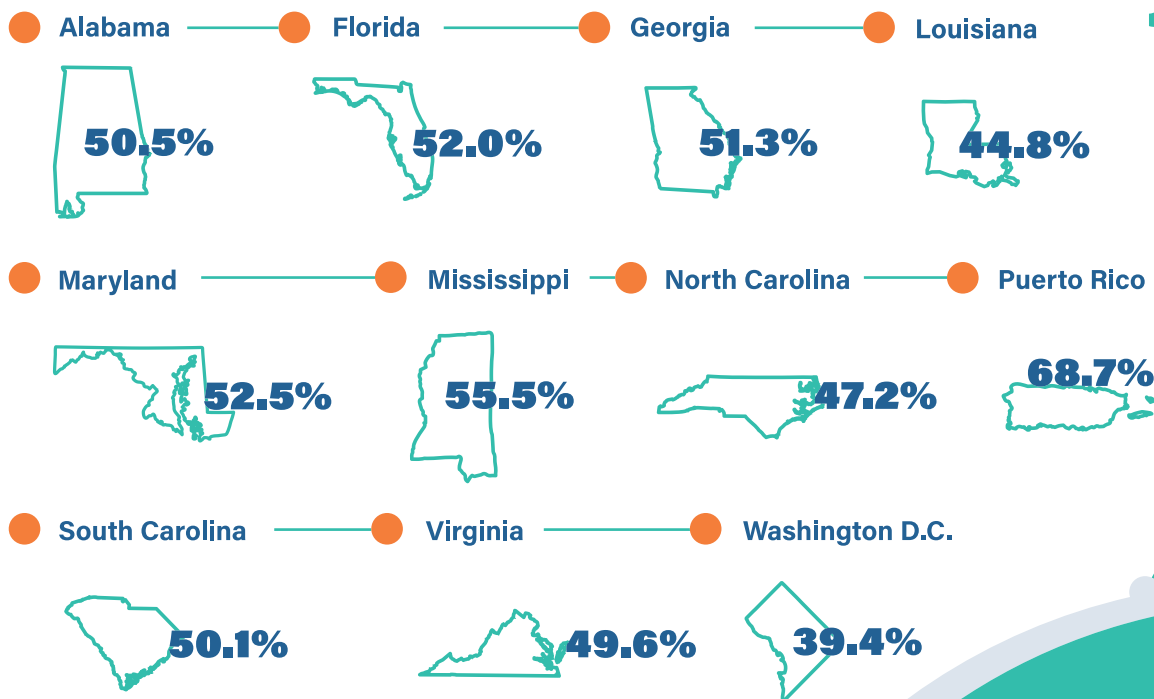


STATE OF HISPANIC HOMEOWNERSHIP SOUTHEAST REGION

HISPANIC HOMEOWNERSHIP RATE BY STATE AND TERRITORY



DID YOU KNOW?

1 Florida is home to the most Latino diversity in the U.S., with the highest concentration of Latinos of Argentinian, Peruvian, Cuban, Panamanian, Uruguayan, Colombian, Nicaraguan, Puerto Rican, and Venezuelan descent.

TOP STATES IN THE SOUTHEAST REGION

HOUSEHOLD FORMATIONS BEST MARKER FOR HOUSING DEMAND

OVER THE LAST TEN YEARS, LATINOS WERE RESPONSIBLE FOR..

53.7% of household formation growth in **FLORIDA**

42.5% of household formation growth in **MARYLAND**

31.8% of household formation growth in **VIRGINIA**

South Carolina has seen the fastest growth in Hispanic household formations in the region, with an increase of 41% since 2010.

HOMEOWNERSHIP GROWTH

OVER THE LAST TEN YEARS, LATINOS WERE RESPONSIBLE FOR..

46.3% of homeownership growth in **FLORIDA**

41.4% of homeownership growth in **VIRGINIA**

40.8% of homeownership growth in **ALABAMA**

Mississippi lost over 12,000 homeowners since 2010, while Latinos in the state increased their number of owner-households by 70.8%.

POPULATION GROWTH

OVER THE LAST TEN YEARS, LATINOS WERE RESPONSIBLE FOR..

273.3% of population growth in **MISSISSIPPI**

65.2% of population growth in **MARYLAND**

54.9% of population growth in **LOUISIANA**

BIG NUMBERS!

Florida has added more than

1.4 million

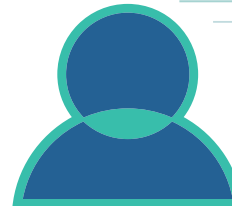
Latinos since 2010.

DID YOU KNOW?

2 More than **80%** of the states and territories in the Southeast Region have a Hispanic homeownership rate above the national average, with South Carolina experiencing the fastest growth in Hispanic homeownership, reporting a record high homeownership rate of **50.1%** in 2019.

DID YOU KNOW?

3 In the Southeast Region, **FLORIDA, PUERTO RICO, GEORGIA, AND NORTH CAROLINA**, all have a population of at least **ONE MILLION LATINOS**,



with **FLORIDA** taking the lead with more than **5.6 MILLION LATINO RESIDENTS IN 2019**.

SOUTHEAST MARKETS THAT ADDED THE MOST HISPANIC OWNER-HOUSEHOLDS BETWEEN 2018-2019

MARKET	HISPANIC OWNER HOUSEHOLDS ADDED	MEDIAN PROPERTY VALUE
1. ORLANDO-KISSIMMEE-SANFORD, FL	(+9,188)	\$255,500
2. TAMPA-ST. PETERSBURG-CLEARWATER, FL	(+4,866)	\$224,300
3. PALM BAY-MELBOURNE-TITUSVILLE, FL	(+3,602)	\$228,500
4. DURHAM-CHAPEL HILL, NC	(+3,259)	\$251,900
5. JACKSONVILLE, FL	(+2,858)	\$230,100

SOUTHEAST MARKETS THAT EXHIBITED THE LARGEST GROWTH RATE IN NEW HISPANIC OWNER-HOUSEHOLDS BETWEEN 2018-2019

MARKET	HISPANIC HOMEOWNERSHIP GROWTH RATE	MEDIAN PROPERTY VALUE
1. DURHAM-CHAPEL HILL, NC	49.2%	\$251,900
2. FAYETTEVILLE, NC	36.0%	\$144,800
3. PALM BAY-MELBOURNE-TITUSVILLE, FL	33.4%	\$228,500
4. GAINESVILLE, GA	20.1%	\$227,800
5. WINSTON-SALEM, NC	15.9%	\$164,800

Markets with fewer than 50,000 Latino residents were excluded from rankings.