STATE OF HISPANIC HOMEOWNERSHIP SOUTHEAST REGION

HISPANIC HOMEOWNERSHIP RATE BY STATE AND TERRITORY

- Alabama: 50.5%
- Florida: 52.0%
- Georgia: 51.3%
- Louisiana: 44.8%
- Maryland: 52.5%
- Mississippi: 55.5%
- North Carolina: 47.2%
- Puerto Rico: 68.7%
- South Carolina: 50.1%
- Virginia: 49.6%
- Washington D.C.: 39.4%

DID YOU KNOW?
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

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%.

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

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

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

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

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