STATE OF HISPANIC HOMEOWNERSHIP
SOUTHWEST REGION

HISPANIC HOMEOWNERSHIP RATE BY STATE

Arizona: 55.4%
California: 44.0%
Hawaii: 37.4%

TOP STATES IN THE SOUTHWEST REGION

HOUSEHOLD FORMATIONS
BEST MARKER FOR HOUSING DEMAND

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

71.0% of household formation growth in CALIFORNIA
43.4% of household formation growth in HAWAII
42.8% of household formation growth in ARIZONA

HOMEOWNERSHIP GROWTH

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

75.7% of homeownership growth in CALIFORNIA
37.5% of homeownership growth in ARIZONA
15.3% of homeownership growth in HAWAII

The Southwest Region has gained nearly 325,000 new Latino homeowners since 2010.

Arizona has seen the fastest growth in Hispanic household formations in the region, with an increase of 26.6% since 2010.

DID YOU KNOW?

With a Latino population of more than 15.5 million, California houses more Latinos than any other state in the country. In fact, 1 in every 4 Latinos lives in California.
**POPULATION GROWTH**

Over the last ten years, Latinos were responsible for:

- **68.7%** of population growth in **California**
- **57.2%** of population growth in **Hawaii**
- **46.4%** of population growth in **Arizona**

**BIG NUMBERS!**

California has added more than 1.4 million Latinos since 2010.

**DID YOU KNOW?**

The Southwest Region is home to 4 of the top 10 most populous Latino markets. They are also some of the most affordable. Latinos living in the San Diego, Chula Vista, Carlsbad metro area would need to increase their median household income by 48.5% to afford a median priced home in that area.

**DID YOU KNOW?**

The state of California has the highest concentration of Latinos of Chilean, Mexican, Costa Rican, Salvadorian, and Guatemalan descent.

### Southwestern 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. Maricopa County, AZ</td>
<td>(+12,320)</td>
<td>$293,600</td>
</tr>
<tr>
<td>2. Pima County, AZ</td>
<td>(+5,539)</td>
<td>$211,600</td>
</tr>
<tr>
<td>3. San Bernardino County, CA</td>
<td>(+4,412)</td>
<td>$369,900</td>
</tr>
<tr>
<td>4. Los Angeles County, CA</td>
<td>(+3,343)</td>
<td>$644,100</td>
</tr>
<tr>
<td>5. Pinal County, AZ</td>
<td>(+2,189)</td>
<td>$213,300</td>
</tr>
</tbody>
</table>

### Southwestern 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. Pinal County, AZ</td>
<td>10.1%</td>
<td>$213,300</td>
</tr>
<tr>
<td>2. Pima County, AZ</td>
<td>8.8%</td>
<td>$211,600</td>
</tr>
<tr>
<td>3. Maricopa County, AZ</td>
<td>6.9%</td>
<td>$293,600</td>
</tr>
<tr>
<td>4. San Bernardino County, CA</td>
<td>2.8%</td>
<td>$369,900</td>
</tr>
<tr>
<td>5. Imperial County, CA</td>
<td>2.7%</td>
<td>$229,600</td>
</tr>
</tbody>
</table>

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