

HOMEOWNERSHIP RATE

55.1%
LATINO

76.4%
NON-HISPANIC
WHITE

Latinos were responsible for **35.6%** of homeownership growth and **45.1%** of household formation growth over the last 10 years.

Did you know?

Tampa-St. Petersburg-Clearwater, FL is home to 79,000 mortgage-ready¹ Latinos aged 45 and under.

POPULATION

5.8
MILLION
LATINOS

26.8%
OF THE OVERALL
POPULATION

37.3
LATINO MEDIAN AGE

Latinos accounted for **54.7%** of Florida's population growth, adding **1,400,000 million** Latinos over the last decade.

Did you know?

Nearly one third (31.5%) of the under 18 population in Florida are Latino.



Did you know?

Over a quarter (30.2%) of Latino households are multigenerational in Florida.

ECONOMIC INDICATORS

\$58,126
LATINO MEDIAN
HOUSEHOLD INCOME

27.5%
OF LATINOS 25
YEARS AND OLDER
HAVE A BACHELOR'S
DEGREE OR HIGHER

63.6%
LATINO
LABOR FORCE
PARTICIPATION RATE

GROWTH IN THE NUMBER OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

METROPOLITAN STATISTICAL AREA (MSA)	LATINO OWNED-HOUSEHOLDS ADDED (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Miami-Fort Lauderdale-Pompano Beach	+ 68,046	\$ 362,500
2. Orlando-Kissimmee-Sanford	+ 28,404	\$ 303,300
3. Tampa-St. Petersburg-Clearwater	+ 25,401	\$ 279,600
4. Lakeland-Winter Haven	+ 9,802	\$ 212,500
5. Cape Coral-Fort Myers	+ 8,631	\$ 286,000

GROWTH RATE OF LATINO OWNED-HOUSEHOLDS BETWEEN 2019-2021

METROPOLITAN STATISTICAL AREA (MSA)	LATINO HOMEOWNERSHIP GROWTH RATE (2019 - 2021)	MEDIAN PROPERTY VALUE
1. Crestview-Fort Walton Beach-Destin	89.9%	\$ 314,300
2. Naples-Marco Island	52.4%	\$ 416,200
3. Pensacola-Ferry Pass-Brent	42.6%	\$ 242,900
4. Lakeland-Winter Haven	39.2%	\$ 212,500
5. Cape Coral-Fort Myers	35.8%	\$ 286,000

¹Freddie Mac defines "Mortgage Ready" as a group of potential future borrowers ages 45 and younger, who exhibit the following characteristics to qualify for a mortgage: Credit score equal to or greater than 661, DTI equal to or less than 25 percent, no foreclosures or bankruptcies in the past 84 months, and no severe delinquencies in past 12 months.

Markets with fewer than 25,000 Latino residents were excluded from rankings.

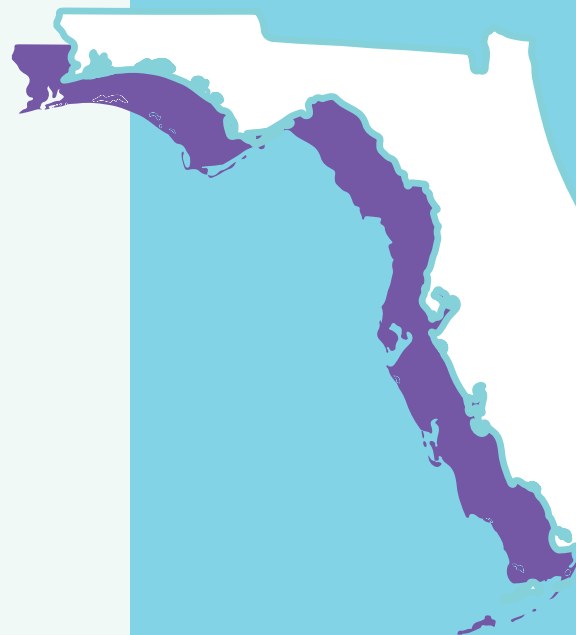
MOST AND LEAST AFFORDABLE MARKETS FOR LATINOS IN 2022

Ranked by the difference between the median Hispanic household income in the market and the income needed to afford the median priced home.

METROPOLITAN STATISTICAL AREA (MSA)	AFFORDABILITY GAP
Jacksonville, FL	\$11,100
Cape Coral-Fort Myers, FL	-\$8,200
Orlando-Kissimmee-Sanford, FL	-\$8,500
Tampa-St. Petersburg-Clearwater, FL	-\$10,000
North Port-Sarasota-Bradenton, FL	-\$13,800
Fort Lauderdale-Pompano Beach-Sunrise, FL	-\$20,300
Miami-Miami Beach-Kendall, FL	-\$22,800
West Palm Beach-Boca Raton-Boynton Beach, FL	-\$25,600

Did you know?

With the exception of Jacksonville, the income needed to afford the median-priced home exceeds the Hispanic household income in each major market in Florida.



SHARE OF INVESTOR PURCHASES IN Q3 OF 2022

METROPOLITAN STATISTICAL AREA (MSA)	SHARE OF INVESTOR PURCHASES
Orlando-Kissimmee-Sanford, FL	28.3%
Tampa-St. Petersburg-Clearwater, FL	28.2%
Lakeland-Winter Haven, FL	27.3%
Jacksonville, FL	26.3%
Deltona-Daytona Beach-Ormond Beach, FL	25.7%

Did you know?

While investor purchase activity is down nationally compared to 2021 record highs, investors purchased more than 25% of housing inventory in Florida's most populous Latino metros.

Did you know?

During the pandemic, Florida saw a net gain of 8,000 Latinos in Florida between 2020 and 2022.

TOP 3 MARKETS WITH THE HIGHEST YEAR-OVER-YEAR INCREASE IN MONTHLY MORTGAGE PAYMENTS

In 2022, the rise in interest rates dramatically increased monthly mortgage payments, even in markets that experienced price reductions. The following markets had the highest year-over-year increase in monthly mortgage payments between 2021 and 2022.

METROPOLITAN STATISTICAL AREA (MSA)	YOY % CHANGE IN MONTHLY MORTGAGE PAYMENT
Miami-Fort Lauderdale-Pompano Beach, FL	75.6%
Tallahassee, FL	68.0%
Deltona-Daytona Beach-Ormond Beach, FL	62.4%