



Economic Status of Latinas *Texas Fact Sheet*

INSIGHTS ON POPULATION GROWTH, WORKFORCE
OPPORTUNITY, AND ECONOMIC PROGRESS
FOR LATINA TEXANS

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Introduction

Latinas are a major force in Texas' demographic and economic future. As a rapidly growing part of the state's workforce, business community, and education pipeline, Latina Texans contribute significantly to local economies across both urban and rural regions. This fact sheet highlights key trends in workforce participation, earnings, education, health access, and entrepreneurship to inform decision-making and strengthen strategies that support Texas' long-term prosperity.

A Growing Force Shaping Texas' Future



- **Hispanics are the largest racial/ethnic demographic group in Texas in 2024, at 40.3%**, followed by White, non-Hispanics at 38.1%. Latinas made up 20.2% (6,326,336) of the state's population, comprising nearly 40% of all women in the state. By 2060, Hispanic women are projected to be 23.3% (9.9 million) of the state's total population.¹
- **The Houston-Pasadena-The Woodlands metro area has the largest number of Latinas**, at 1,512,389 (19.4% of the total population), comprising 38% of all women in the metro area. The second largest is the Dallas-Ft. Worth-Arlington metro area with 1,266,724 Latinas comprising 30% of women.²
- **Texas' Latina population grew by nearly 10% during the pandemic** between 2020 and 2024, while Texas experienced population growth of 7%.³
- **71.7% of Hispanic women in Texas are native-born**, higher than the national rate of 67%, and increasing from 69.6% in 2010.⁴
- **Latinas are a young demographic.** The median age of Latinas in Texas was 31.0 in 2024, 0.6 years younger than the national median age of Latinas, and 3.7 years younger than the total state median age of 35.9 years.⁵ This young and growing population represents a crucial pipeline of future talent for Texas employers, schools, and communities.

Workforce and Earnings Trends Impacting Economic Mobility



- **Latinas working full-time, year-round in Texas earn 47 cents for every dollar earned by White, non-Hispanic men**, reflecting one of the widest wage gaps in the country, and less than the national average for Latinas of 58 cents. The Latina wage gap is considerably wider compared to 74 cents for White women.⁶
- **The average Latina with any earnings, including full-time, part-time and seasonal workers, made 42 cents for every dollar earned by a White man** in 2023 and less than the 71 cents earned by all women combined.⁷
- Over a 40-year career, this wage gap translates into an estimated **\$1.7 million in lost earnings** for a Latina working in Texas compared to White, non-Hispanic men.⁸
- **Hispanic household income (\$62,906) was 83% of the state median** and only 70% of the median White household in 2023.⁹
- **Hispanics in Texas have a poverty rate of 18.9%**, more than double that of Asian and Pacific Islanders (9.4%) and White, non-Hispanics (8.3%), and higher than statewide (13.7%) and national (11.5%) poverty rates.¹⁰
- **Labor force participation for Hispanic women declined slightly to 54.7%** in 2024 and remains below that of the state overall, signaling opportunities to strengthen workforce engagement and retention.¹¹
- **The 2024 annual unemployment rate for Latinas in Texas dropped to 4.8% from 5%** in 2023 but remains higher than the state unemployment rate of 4.1%. In contrast, the unemployment rates for both Black and Asian women increased notably by 1.7 and 1.9 percentage points, respectively.¹²
- **The Texas Hispanic homeownership rate dropped half a percentage point to 58.7%** in 2024 from 59.2% in 2022. The national Hispanic homeownership rate dropped 1.1 percentage points in the same period to 49%, 10 percentage points lower than the state-level rate.¹³

Health Gaps Hindering Economic and Social Mobility



- **The uninsured rate for Hispanic women in Texas was 24.2%** in 2023, compared to 16.8% statewide, and 27.7% for Hispanic men.¹⁴ The uninsured rate for all Hispanics in Texas was 26.4% in 2024, nearly three times higher than for White, non-Hispanics (9.1%).¹⁵
- **Latina Texans ages 18 and over are more likely (35%)** than Asian (15%), Black (14%) and White (15%) women **not to have a personal doctor or health care provider**, and more likely (28%) than Black (18%) and White (16%) women not to have seen a doctor in the previous 12 months.¹⁶
- These trends have direct implications for **workforce readiness, family stability, and long-term economic participation.**

Latinas Strengthening Texas' Educational Pipeline



- **At 53.4%, Hispanic students are the largest demographic group in Texas PreK-12 public schools** in 2024-25, an increase of 9% since 2014-15.¹⁷ Latinas comprise 26.2% of the PreK-12 public school population and 53.7% of all female students.¹⁸
- **The Latina public four-year high school graduation rate in Texas rose to 91.2% in 2024**, surpassing the rates for Latino men (87.4%) and for all students combined (90.7%). Graduation rates recovered following the pandemic but remain below the 2020 rate (91.4%).^{19,20}
- **21.1% of all Latinas 25 years and older had at least a bachelor's degree in 2023**, rising from 16% in 2019. Statewide, 34.2% of the population 25 and older has at least a bachelor's degree. However, Latina Texans fall below the national Latina rate of 22.9%, and lag 15 percentage points behind the national rate (36.1%).²¹
- As the state continues to expand its skilled workforce, **increasing degree attainment among Latina Texans is essential to meeting employer demand in fast-growing industries.**

Latina-Owned Businesses Powering Local Economies



- **There were 18,400 Latina-owned employer businesses statewide in 2022**, and 17.7% of all women-owned small businesses in Texas were owned by Hispanic women.²²
- **Latina-owned employer businesses generated 188,151 jobs in the state in 2022 and produced an annual payroll of \$6.153 billion,**²³ demonstrating the important role Latina entrepreneurs play across Texas' small-business economy.

Latinas' Leadership Potential Outpaces Representation



- **Latinas are underrepresented in elected office.** They make up 6.5% (2) of state senators, 12% (18) of state representatives, and 8.1% (3) of U.S. Representatives from Texas.²⁴
- As Texas continues to grow, opportunities to expand Latina participation in civic and business leadership roles will be **critical to ensuring the state's leadership reflects its population and talent base.**

About HOPE

Hispanas Organized for Political Equality® (HOPE) is a nonprofit, nonpartisan organization committed to ensuring political and economic parity for Latinas through leadership, advocacy, and education to benefit all communities and the status of women.

For more than 35 years, HOPE's innovative programs have trained and inspired over 65,000 participants nationwide, while our public education and advocacy efforts have reached millions more. Our work highlights the experiences and contributions of Latinas to the U.S. economy and society, helping to strengthen civic participation and build stronger, more representative communities.

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