



TDHCA Outreach and Media Analysis, January 2026

A compilation of TDHCA media analysis designed to enhance the awareness of TDHCA programs and services among key stakeholder groups and the general public, and outreach activities, such as trainings and webinars. The following is an analysis of print, online and broadcast news, and social media reporting for the time period of January 1-31, 2026 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 46

Breakdown by Medium:¹

- Print: 4 (Editorials/Columnists = 0)
- Broadcast: 12
- Trade, Government or Internet-Based Publications: 30

Figure 1 News Tone

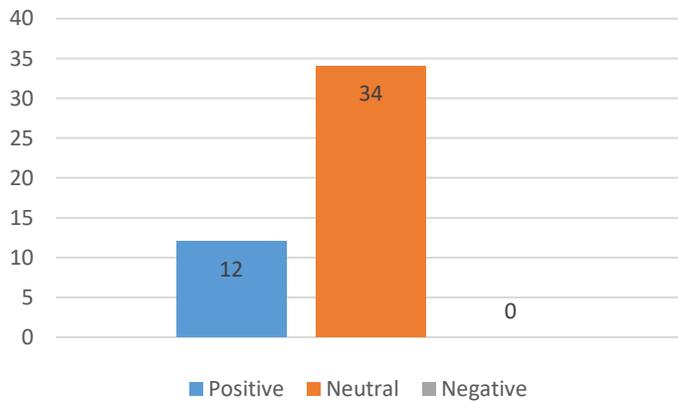
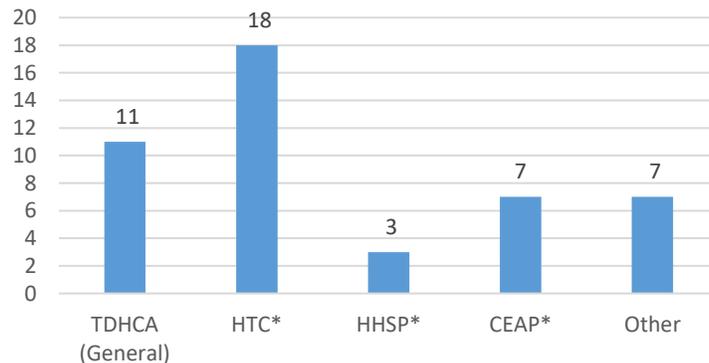
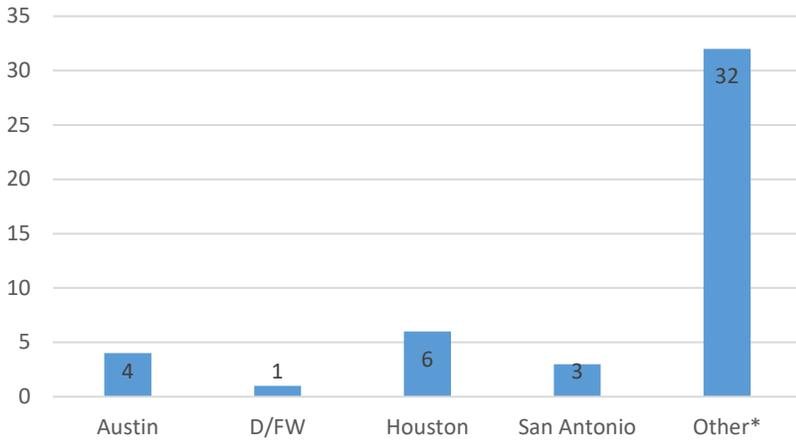


Figure 2 News Topic²



¹ Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. ² News Topics: Programs include Housing Tax Credit, Homeless Housing and Services Program, Comprehensive Energy Assistance Program.

Figure 3 Media Market



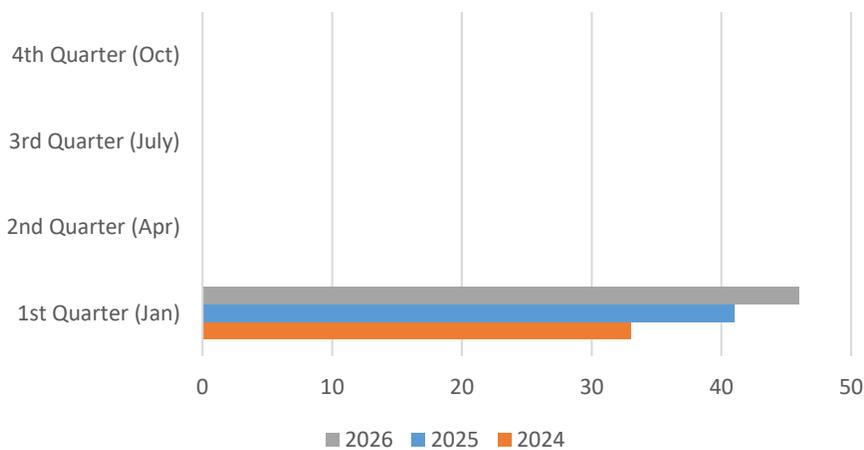
Summary:

Reporting on TDHCA activities by the news media totaled 46 references in January 2026. A majority of the news stemmed from local city and county resolutions of support for upcoming tax credit applications (2026 9% HTC cycle) and grand openings. There were also numerous articles related to Governor Abbott’s letter to HUD in which he offered TDHCA’s assistance with an ID verification pilot program.

News mentions during the month were on track, although slightly higher, than January 2025 (41 total).

The following table illustrates the number of news mentions during each month or quarter of 2026 compared to 2025 and 2024. Through the first month of the first quarter of 2026 (January through March), total news mentions tracked higher (46 total) compared to the number of mentions during the same timeframe of 2025 (41 total) and 2024 (33 total).

TDHCA News Trends



Social media:

Through January 2026, TDHCA has 3,736 followers to its X account (level from December 2025), and 8,257 followers to its Facebook page (a slight uptick from December 2025). Top FB posts were related to Homebuyer Education and Quick Check Eligibility Tool. TDHCA’s YouTube channel had 8,068 views in January. The following is a summary analysis of TDHCA’s efforts to inform stakeholders and the public on federal and state resources, initiatives, and programs.

					
Month/Yr	Posts	Clicks	Engagements	Shared posts	Reactions
January 2026	48	71	50 (includes Comments)	4	45

* Clicks = number of times an individual clicked on a link provided in a post; however, FB only tracks clicks for posts that reach a minimum engagement level of 30. Engagements = any action a person takes on our post including shares, comments and reactions.

					
Month/Yr	Posts	Clicks	Engagements	Retweets	Liked posts
January 2026	50	27	6	2	4

* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post



Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2026	8,068	670.3	4:59	22.1%	6,011

Understanding the YouTube Analytics

- **Views:** number of times your videos were viewed
- **Watch Time:** total number of hours your videos were watched by viewers
- **Average View Duration:** total watch time of your video divided by the total number of video plays, including replays. This metric measures your video’s ability to engage viewers. The higher the view duration, the more engaging the videos.
- **Average Pct Viewed:** the percent of each video the average viewer watched. It measures your video’s ability to hold viewers’ attention for its entirety. YouTube generally rewards videos that can hold people’s attention with higher search and recommendation rankings.
- **Unique viewers:** the estimated number of individuals who watch your videos over a certain period of time. It helps determine the size of our audience.

Top 25 videos for January 2026

Duration	Publish date		Views ↓	Watch time (hours)	Average view duration	centage viewed	Unique viewers
<input type="checkbox"/>	Total		8,068	670.3	4:59	22.1%	6,011
<input type="checkbox"/>	 3:24		3,882 48.1%	100.4 15.0%	1:33	45.6%	3,575 59.5%
<input type="checkbox"/>	 4:09		1,368 17.0%	68.8 10.3%	3:01	72.8%	1,261 21.0%
<input type="checkbox"/>	 6:18		1,296 16.1%	89.3 13.3%	4:08	65.6%	1,186 19.7%
<input type="checkbox"/>	 0:52		285 3.5%	3.3 0.5%	0:42	81.2%	278 4.6%
<input type="checkbox"/>	 1:42:33		65 0.8%	14.0 2.1%	12:58	12.7%	50 0.8%
<input type="checkbox"/>	 6:04:10		57 0.7%	18.6 2.8%	19:33	5.4%	42 0.7%
<input type="checkbox"/>	 5:12:47		43 0.5%	20.8 3.1%	29:00	9.3%	30 0.5%
<input type="checkbox"/>	 1:45:18		40 0.5%	4.6 0.7%	6:57	6.6%	27 0.5%
<input type="checkbox"/>	 1:27:09		33 0.4%	3.8 0.6%	6:52	7.9%	29 0.5%
<input type="checkbox"/>	 1:00:52		30 0.4%	2.3 0.3%	4:34	7.5%	27 0.5%
<input type="checkbox"/>	 2:46:29		29 0.4%	30.4 4.5%	1:02:49	37.7%	10 0.2%
<input type="checkbox"/>	 5:43:58		28 0.4%	84.5 12.6%	3:01:08	52.7%	11 0.2%
<input type="checkbox"/>	 4:54:53		24 0.3%	10.3 1.5%	25:48	8.8%	13 0.2%
<input type="checkbox"/>	 1:32:18		23 0.3%	15.9 2.4%	41:33	45.0%	18 0.3%
<input type="checkbox"/>	 1:20:26		22 0.3%	0.2 0.0%	0:36	0.8%	21 0.4%
<input type="checkbox"/>	 1:53		22 0.3%	0.6 0.1%	1:30	80.3%	22 0.4%
<input type="checkbox"/>	 2:49:57		22 0.3%	8.8 1.3%	24:01	14.1%	20 0.3%
<input type="checkbox"/>	 4:48:58		22 0.3%	2.2 0.3%	6:01	2.1%	19 0.3%
<input type="checkbox"/>	 1:47:05		21 0.3%	8.7 1.3%	24:44	23.1%	17 0.3%
<input type="checkbox"/>	 57:53		21 0.3%	3.4 0.5%	9:51	17.0%	20 0.3%
<input type="checkbox"/>	 1:25:32		19 0.2%	14.7 2.2%	46:17	54.1%	11 0.2%
<input type="checkbox"/>	 1:19:05		19 0.2%	1.9 0.3%	5:58	7.6%	19 0.3%
<input type="checkbox"/>	 1:21:07		18 0.2%	3.6 0.5%	12:06	14.9%	16 0.3%
<input type="checkbox"/>	 5:18:57		18 0.2%	4.8 0.7%	15:59	5.0%	14 0.2%
<input type="checkbox"/>	 1:38:54		18 0.2%	2.8 0.4%	9:18	9.4%	14 0.2%

TDHCA Outreach January 2026

A compilation of outreach activities such as meetings, trainings and webinars.

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Community Affairs/CEAP	Jan. 7	Virtual Training Session/Multiple subs	12
Community Affairs/CEAP	Jan. 8	Virtual Training Session/Multiple subs	12
Compliance	Jan. 9	January Office Hours: QAP, Application and the LURA	103
Real Estate Analysis	Jan. 13	Inside the Numbers, 2026 Operating Trends and Underwriting	62
Compliance	Jan. 21	Housing Tax Credit Training	502
Section 8	Jan. 22	Referral Agent Training and Refresher	99