



Power of the Purse: Contributions of Hispanic Americans in Austin

A Snapshot of the Demographic and Economic Contributions of Hispanic Americans in the Austin Metro Area

OVERVIEW

537,000

Hispanic Americans lived in the metro area in 2010.

31.1%

Hispanic American share of the overall population, 2010

By 2019, the Hispanic population had increased by **33.8%** to reach a total of

719,000



 Hispanic American share of the overall population, 2019

Of the Hispanic Americans in Austin in 2010....

71.6%	28.4%
were U.S. born	were foreign- born

Of the Hispanic Americans in Austin in 2019....

74.6% were U.S. born	25.4% (182,000), were foreign- born
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Population growth

2010-2019

U.S.-BORN HISPANIC POPULATION - 39.4%

FOREIGN-BORN HISPANIC POPULATION - 19.7%

HOUSEHOLD INCOME

\$16.6B earned by Hispanic households in the Austin metro area in 2019. **\$2.8B** went to federal taxes.

\$1.4B went to state & local taxes.

\$12.4B left in spending power.

\$5.2B

earned by foreign-born Hispanic households in Austin in 2019.

\$766.0M

federal taxes.

\$454.2M went to state & local taxes.

\$4.0B left in spending power. \$11.4B

earned by U.S.-born Hispanic households in Austin in 2019. \$2.1B went to federal taxes

\$924.9M

went to state & local taxes.

\$8.4B left in spending power.

LABOR FORCE PARTICIPATION

More than

390,000

Hispanic Americans are active in the labor force in the Austin metro area, making up



of the total labor force.

VOTING POWER

In 2019, there were more than

370,000

eligible Hispanic voters in the Austin metro area, including more than

49,000

Hispanic naturalized citizens.

Labor force participation rates in the Austin metro area:



Overall, the Hispanic population made up **25.1%** of the electorate in the metro area, including Hispanic naturalized citizens who on their own made up **3.3%**.



Data comes from NAE analysis of the American Community Survey from 2010 and 2019 and figures refer to the Austin Metro Area including the counties of Bastrop, Caldwell, Hays, Travis, and Williamson.