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

32.3% Hispanic American share of the overall population, 2019

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

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

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

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

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 went to 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 30.7% of the total labor force.

Labor force participation rates in the Austin metro area:

- 74% Hispanics
- 75.9% Foreign-born Hispanics
- 70.5% Non-Hispanics

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.

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.