



Power of the Purse: Contributions of Hispanic Americans in Dallas & Fort Worth

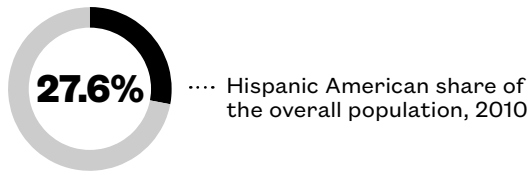
A Snapshot of the Demographic and Economic Contributions of Hispanic Americans in the Dallas-Fort Worth Metro Area

OVERVIEW

Nearly

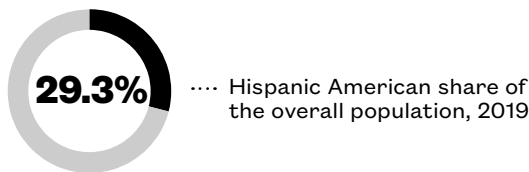
1.8 million

Hispanic Americans lived in the metro area in 2010.

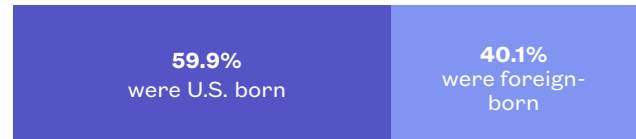


By 2019, the Hispanic population had increased by **25.4%** to reach a total of more than

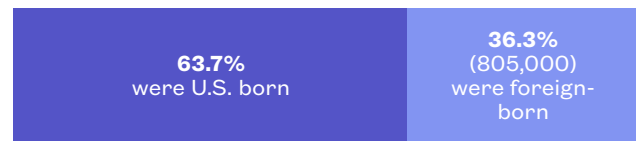
2.2 million



Of the Hispanic Americans in the Dallas-Fort Worth metro area in 2010....



Of the Hispanic Americans in the Dallas-Fort Worth metro area in 2019....



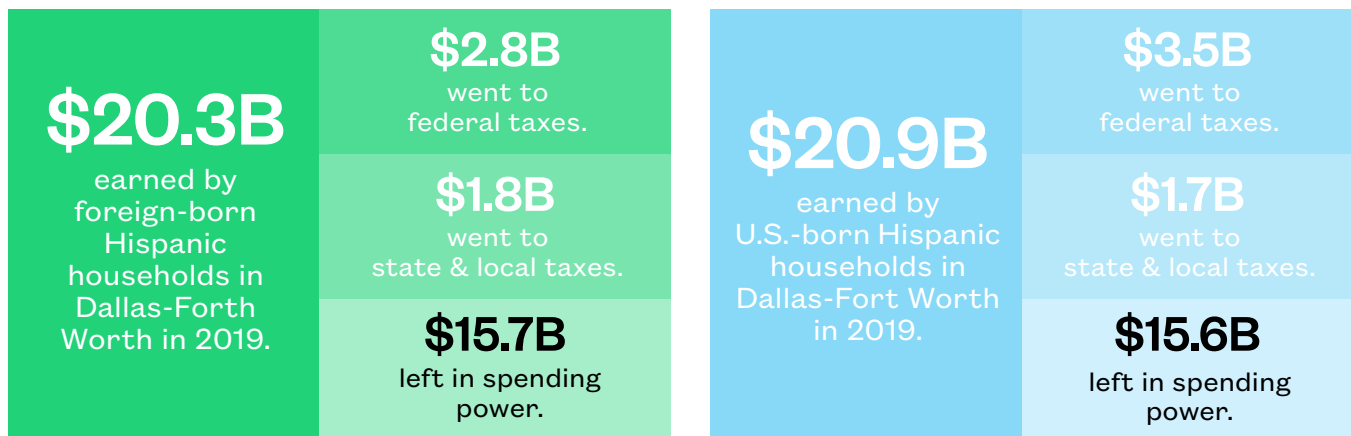
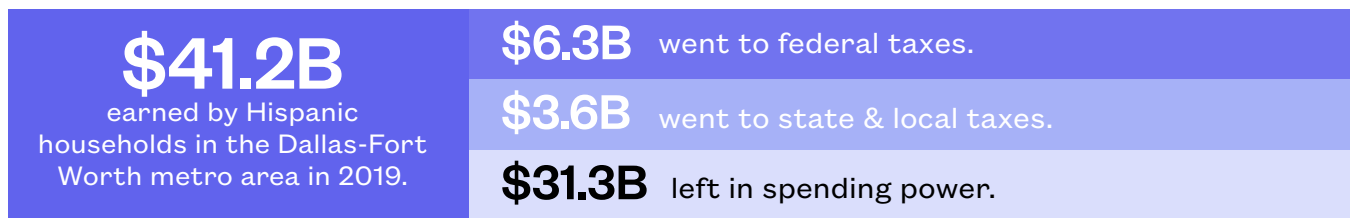
Population growth

2010-2019

U.S.-BORN HISPANIC POPULATION - **33.4%**

FOREIGN-BORN HISPANIC POPULATION - **13.5%**

HOUSEHOLD INCOME



LABOR FORCE PARTICIPATION

Nearly

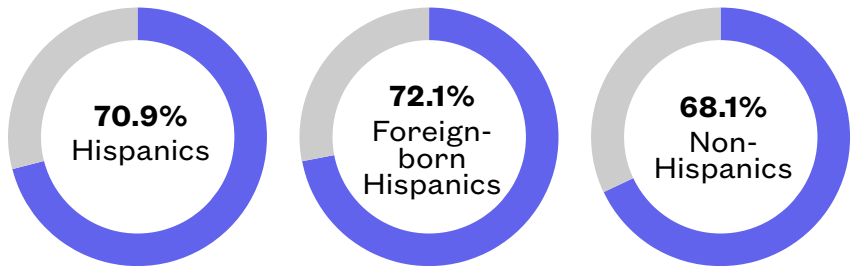
1.1 million

Hispanic Americans are active in the labor force in the Dallas-Fort Worth metro area, making up



of the total labor force.

Labor force participation rates in the Dallas-Fort Worth metro area:



VOTING POWER

In 2019, there were more than

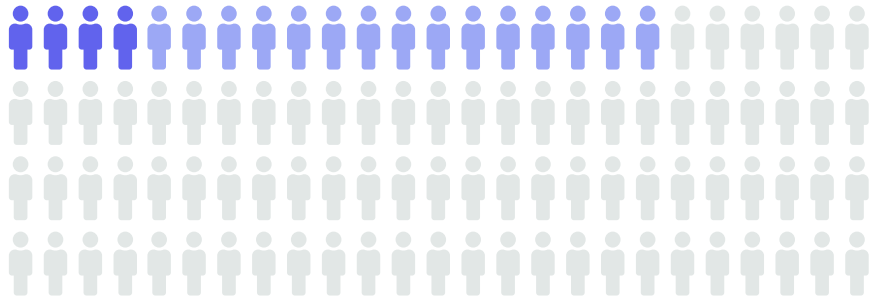
888,000

eligible Hispanic voters in the Dallas-Fort Worth metro area, including more than

191,000

Hispanic naturalized citizens.

Overall, the Hispanic population made up **18.8%** of the electorate in the metro area, including Hispanic naturalized citizens who on their own made up **4.1%**.



Data comes from NAE analysis of the American Community Survey from 2010 and 2019 and figures refer to the Dallas-Fort Worth Metro Area including the counties of Collin, Dallas, Denton, Ellis, Hunt, Johnson, Kaufman, Parker, Tarrant, Rockwall, and Wise.