



Power of the Purse: Contributions of Hispanic Americans in Houston

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

OVERVIEW

More than

2.1 million

Hispanic Americans lived in the metro area in 2010.

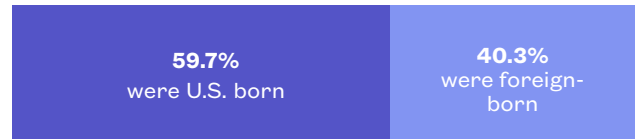


By 2019, the Hispanic population had increased by **26.9%** to reach nearly

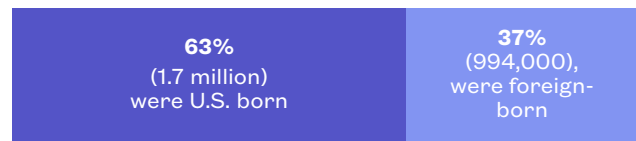
2.7 million



Of the Hispanic Americans in Houston in 2010....



Of the Hispanic Americans in Houston in 2019....



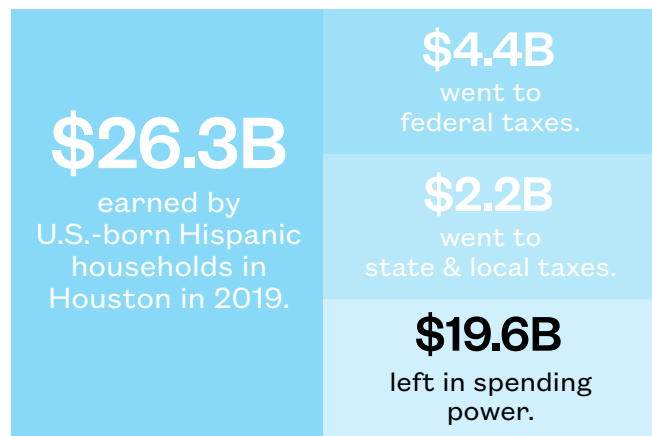
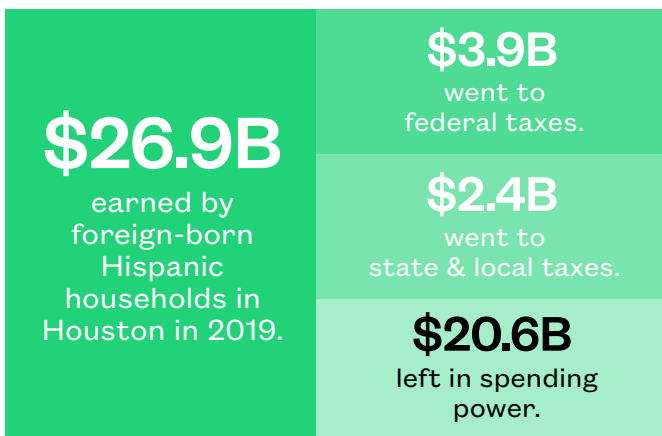
Population growth

2010-2019

U.S.-BORN HISPANIC POPULATION - **33.9%**

FOREIGN-BORN HISPANIC POPULATION - **16.7%**

HOUSEHOLD INCOME



LABOR FORCE PARTICIPATION

More than

1.3 million

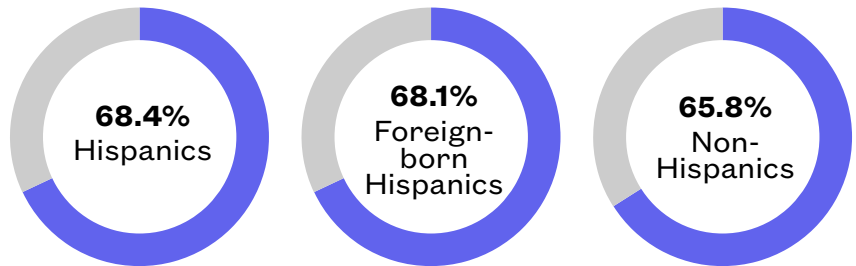
Hispanic Americans are active in the labor force in the Houston metro area, making up



36.1%

of the total labor force.

Labor force participation rates in the Houston metro area:



VOTING POWER

In 2019, there were nearly

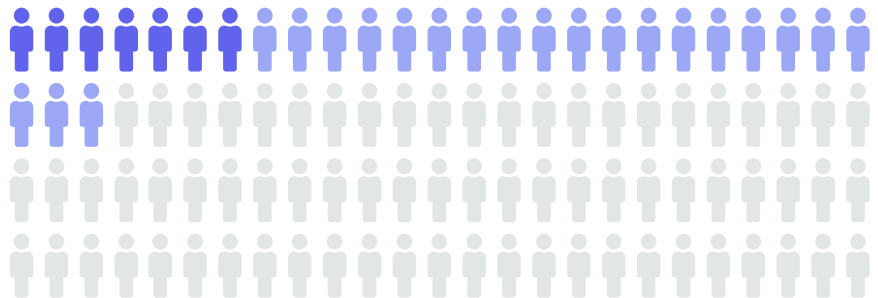
1.2 million

eligible Hispanic voters in the metro area, including more than

312,000

Hispanic naturalized citizens.

Overall, the Hispanic population made up **27.8%** of the electorate in the metro area, including Hispanic naturalized citizens who on their own made up **7.3%**.



Data comes from NAE analysis of the American Community Survey from 2010 and 2019 and figures refer to the Houston Metro Area including the counties of Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, and Waller.