Power of the Purse: Contributions of Hispanic Americans in San Antonio
A Snapshot of the Demographic and Economic Contributions of Hispanic Americans in the San Antonio Metro Area

OVERVIEW

Nearly 1.2 million Hispanic Americans lived in the metro area in 2010.

By 2019, the Hispanic population had increased by 21.9%, to reach a total of more than 1.4 million.

Of the Hispanic Americans in San Antonio in 2010....

- 82.3% were U.S. born
- 17.7% were foreign-born

Of the Hispanic Americans in San Antonio in 2019....

- 85.2% were U.S. born
- 14.8% (210,000), were foreign-born

Population growth 2010-2019

- U.S.-BORN HISPANIC POPULATION - 26.2%
- FOREIGN-BORN HISPANIC POPULATION - 1.8%

HOUSEHOLD INCOME

$27.6B earned by Hispanic households in the San Antonio metro area in 2019.

- $4.4B went to federal taxes.
- $2.4B went to state & local taxes.
- $20.8B left in spending power.


- $772.8M went to federal taxes.
- $441.7M went to state & local taxes.
- $3.9B left in spending power.

$22.5B earned by U.S.-born Hispanic households in San Antonio in 2019.

- $2.4B went to federal taxes.
- $19.1B left in spending power.

$3.6B went to federal taxes.

$16.9B left in spending power.
**LABOR FORCE PARTICIPATION**

More than **711,000** Hispanic Americans are active in the labor force in the San Antonio metro area, making up **55.3%** of the total labor force.

Labor force participation rates in the San Antonio metro area:

- **67%** Hispanics
- **63.1%** Foreign-born Hispanics
- **62.9%** Non-Hispanics

**VOTING POWER**

In 2019, there were nearly **873,000** eligible Hispanic voters in the San Antonio metro area, including more than **73,000** Hispanic naturalized citizens.

Overall, the Hispanic population made up **51.1%** of the electorate in the metro area, including Hispanic naturalized citizens who on their own made up **4.3%**.

Data comes from NAE analysis of the American Community Survey from 2010 and 2019 and figures refer to the San Antonio Metro Area including the counties of Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson.