



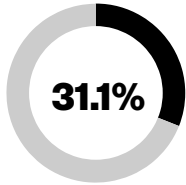
Power of the Purse: Contributions of Hispanic Americans in Austin

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

OVERVIEW

537,000

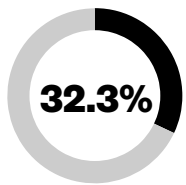
Hispanic Americans lived in the metro area in 2010.



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...



Of the Hispanic Americans in Austin in 2019...



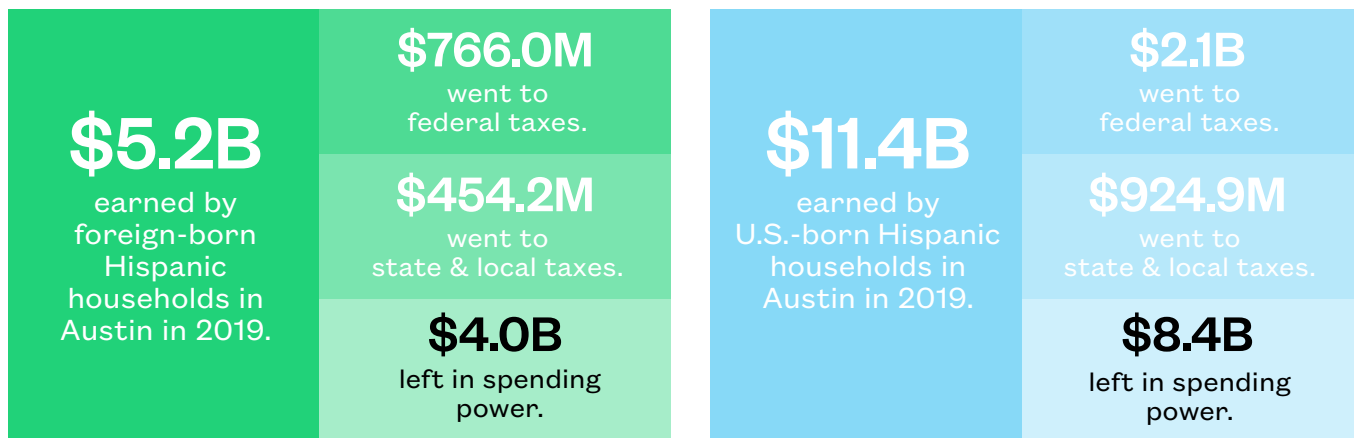
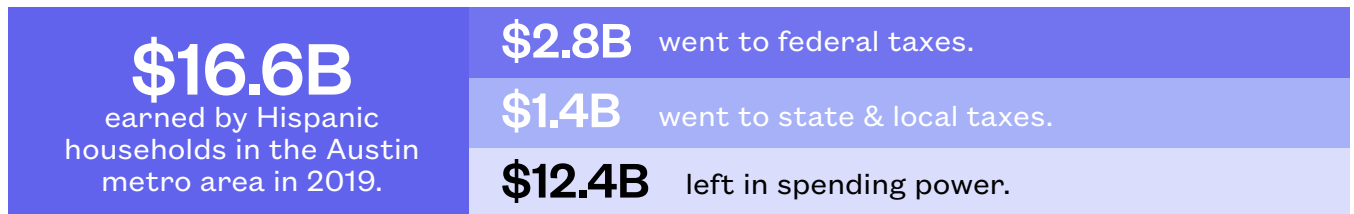
Population growth

2010-2019

U.S.-BORN HISPANIC POPULATION - **39.4%**

FOREIGN-BORN HISPANIC POPULATION - **19.7%**

HOUSEHOLD INCOME



LABOR FORCE PARTICIPATION

More than

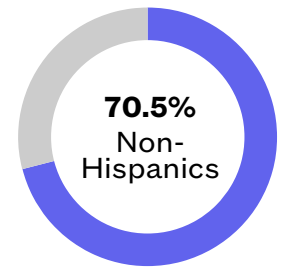
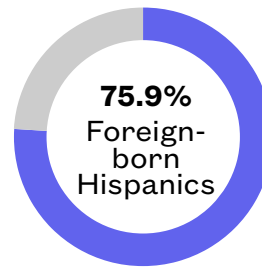
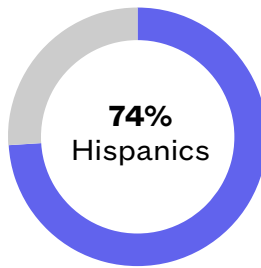
390,000

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



of the total labor force.

Labor force participation rates in the Austin metro area:



VOTING POWER

In 2019, there were more than

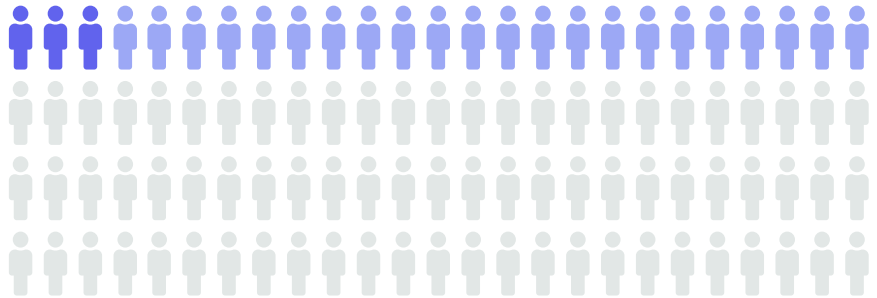
370,000

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.