

Power of the Purse: Contributions of Hispanic Americans in the Rio Grande Valley



A Snapshot of the Demographic and Economic Contributions of Hispanic Americans in the Region

OVERVIEW

In 2010, more than

1.1 million

Hispanic Americans lived in the Rio Grande Valley, making up



of the total population.

By 2019, the Hispanic population had increased by

+10.6%



to reach a total of nearly

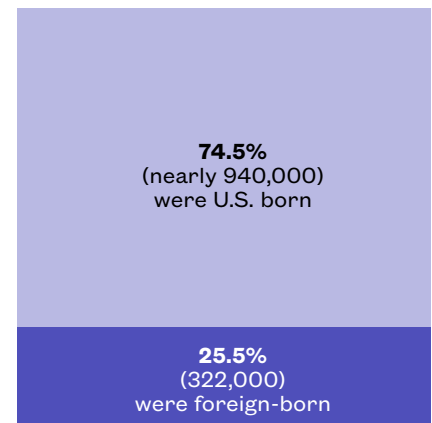
1.3 million

or



of the total population.

Of the Hispanic Americans in the region in 2019....



HOUSEHOLD INCOME

\$19.1B

earned by Hispanic households in the Rio Grande Valley in 2019.

\$2.6B went to federal taxes.

\$1.7B went to state & local taxes.

\$14.8B left in spending power.

\$6.4B

earned by foreign-born Hispanic households in the Rio Grande Valley in 2019.

\$737M
went to federal taxes.

\$611M
went to state & local taxes.

\$5.0B
left in spending power.

\$12.7B

earned by U.S.-born Hispanic households in the Rio Grande Valley in 2019.

\$1.9B
went to federal taxes.

\$1.1B
went to state & local taxes.

\$9.7B
left in spending power.

LABOR FORCE PARTICIPATION

Nearly

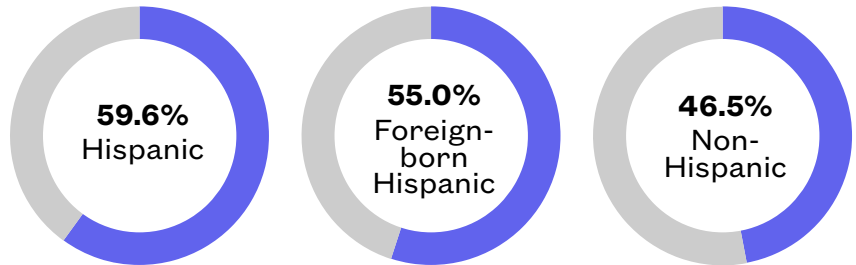
582,000

Hispanic Americans are active in the labor force in the Rio Grande Valley, making up



of the total labor force.

Labor force participation rates in the Rio Grande Valley in 2019:



VOTING POWER

In 2019, there were

631,000

eligible Hispanic voters in the Rio Grande Valley, including

96,000

who were foreign-born.

Overall, the Hispanic population made up **87.7%** of the electorate in the Rio Grande Valley, including the foreign-born Hispanic population who made up **13.3%**.

