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 89.6% of the total population. By 2019, the Hispanic population had increased by +10.6% to reach a total of nearly 1.3 million or 91.5% of the total population. Of the Hispanic Americans in the region in 2019:

- 74.5% (nearly 940,000) were U.S. born
- 25.5% (322,000) were foreign-born

**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.

  - **$737M** went to federal taxes.
  - **$611M** went to state & local taxes.
  - **$5.0B** left in spending power.

  - **$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 **92.1%** of the total labor force.

**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%**.

Data comes from the American Immigration Council analysis of the American Community Survey from 2010 and 2019 and figures refer to the Rio Grande Valley.