

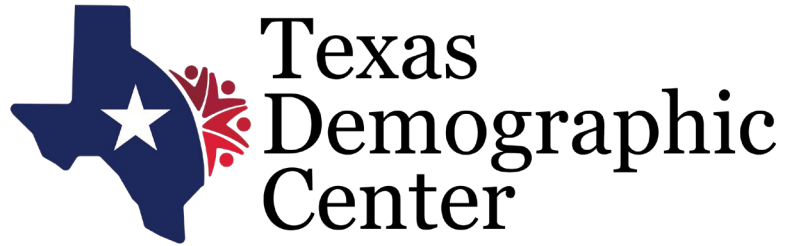
Demographic Trends and Characteristics in Texas and Williamson County

Presented to

**Williamson County Economic
Development Partnership**

August 15, 2024





State Demographer

Lloyd B. Potter, PhD

Affiliated with

The University of Texas at
San Antonio

Institute for Demographic
and Socioeconomic
Research (IDSER)

Major Function

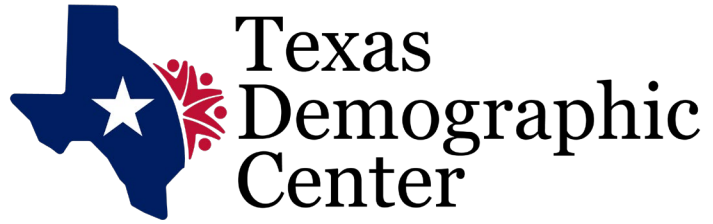
Produce annual population estimates and biennial population projections

Other Services

- Disseminate demographic and socioeconomic information from the Census Bureau and other reliable sources.
- Provide training and technical expertise.
- Custom data analyses.

Partnerships

- U.S. Census Bureau
- TDC Affiliates



Population Growth and the Drivers of Growth



States with Most Population Growth, 2020 to 2023



Population Estimate (as of July 1)

Geographic Area	2020	2021	2022	2023	Change 22-23	Rank Change 22-23	Pct. Change 22-23	Rank Pct. Change 22-23
United States	331,511,512	332,031,554	333,287,557	334,914,895	1,643,484		0.5%	
Texas	29,234,361	29,561,286	30,029,848	30,503,301	473,453	1	1.6%	3
Florida	21,591,299	21,830,708	22,245,521	22,610,726	365,205	2	1.6%	2
North Carolina	10,453,812	10,567,100	10,695,965	10,835,491	139,526	3	1.3%	5
Georgia	10,732,390	10,790,385	10,913,150	11,029,227	116,077	4	1.1%	10
South Carolina	5,132,151	5,193,848	5,282,955	5,373,555	90,600	5	1.7%	1
Tennessee	6,926,091	6,963,709	7,048,976	7,126,489	77,513	6	1.1%	8
Arizona	7,186,683	7,272,487	7,365,684	7,431,344	65,660	7	0.9%	12
Virginia	8,637,193	8,657,348	8,679,099	8,715,698	36,599	8	0.4%	23
Colorado	5,785,219	5,811,596	5,841,039	5,877,610	36,571	9	0.6%	18
Utah	3,283,982	3,339,284	3,381,236	3,417,734	36,498	10	1.1%	9

2020-2021 → **902**

2021-2022 → **1,290**

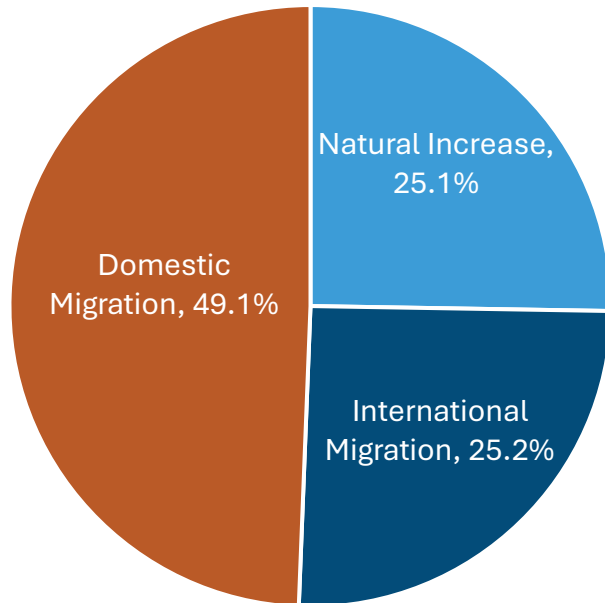
2022-2023 → **1,297**

New Texans per day

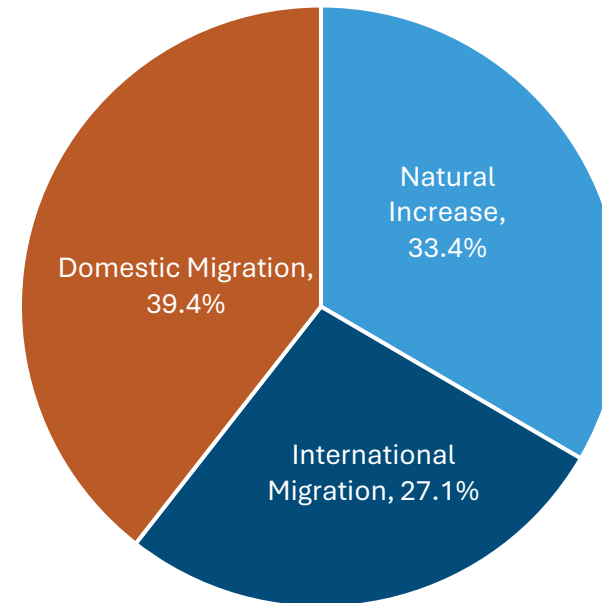
Estimated Components of Population Change for Texas, 2021-2022, and 2022-2023



2021-2022



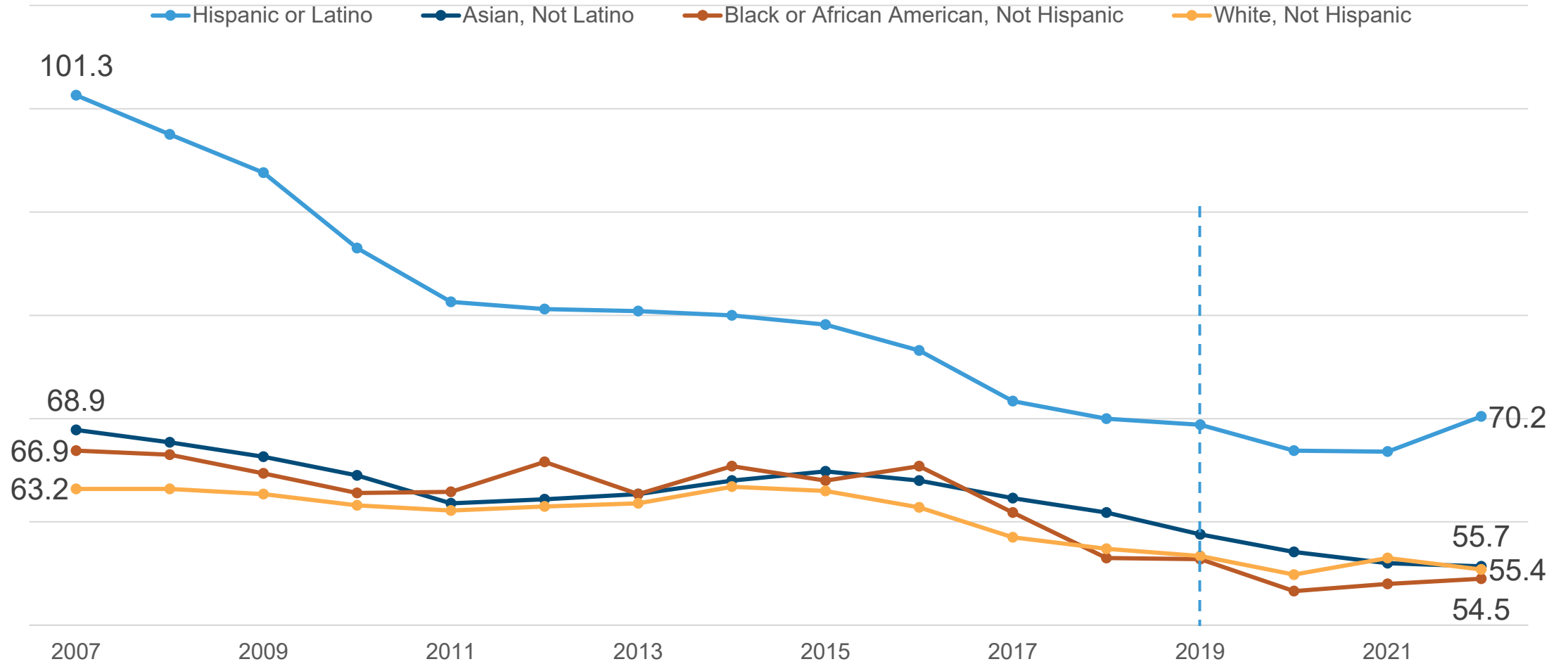
2022-2023



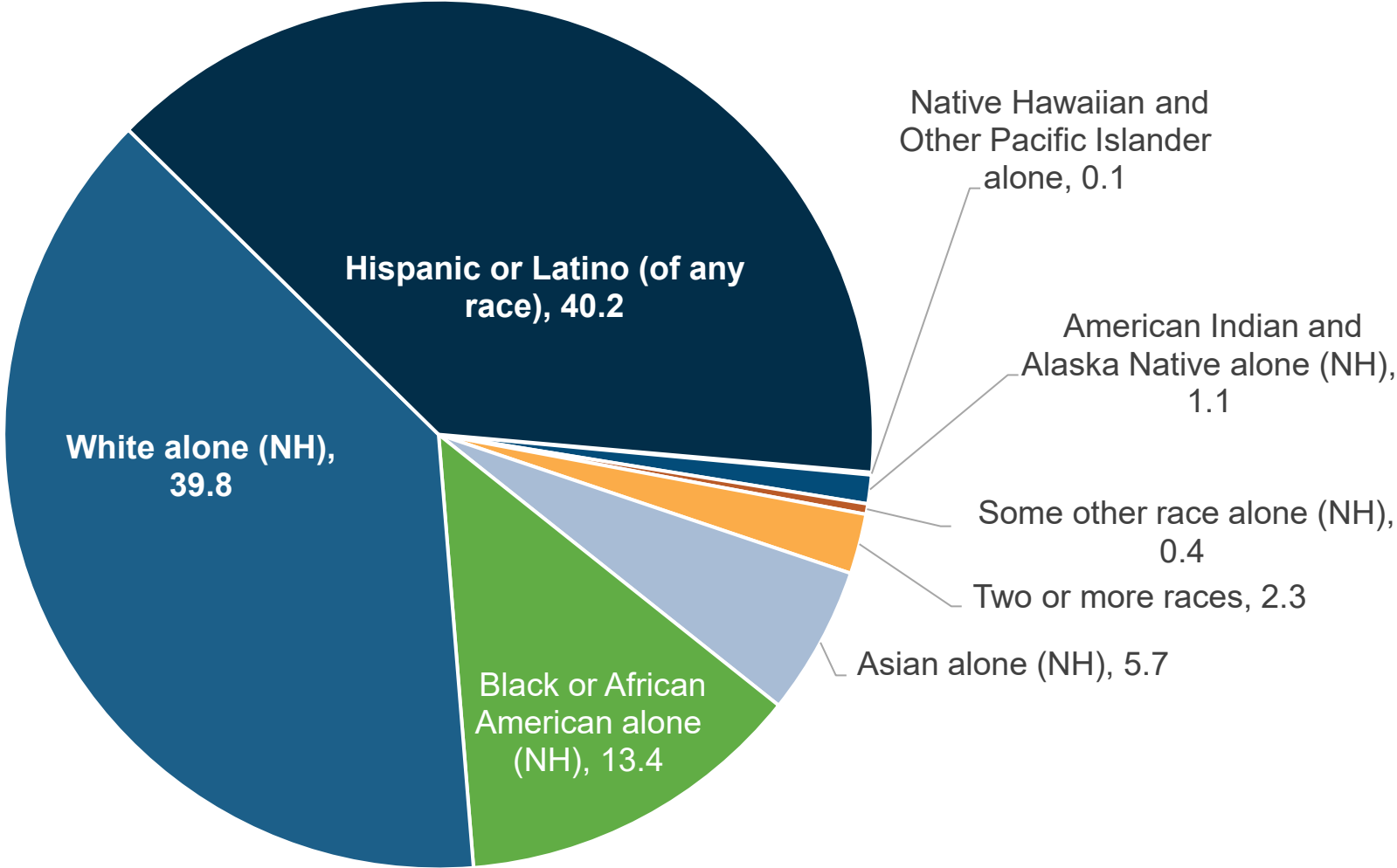
Texas Birth Rates, 2007-2022



Births per 1,000 women aged 15-44



Estimated Racial/Ethnic Composition of Texas Population, 2022

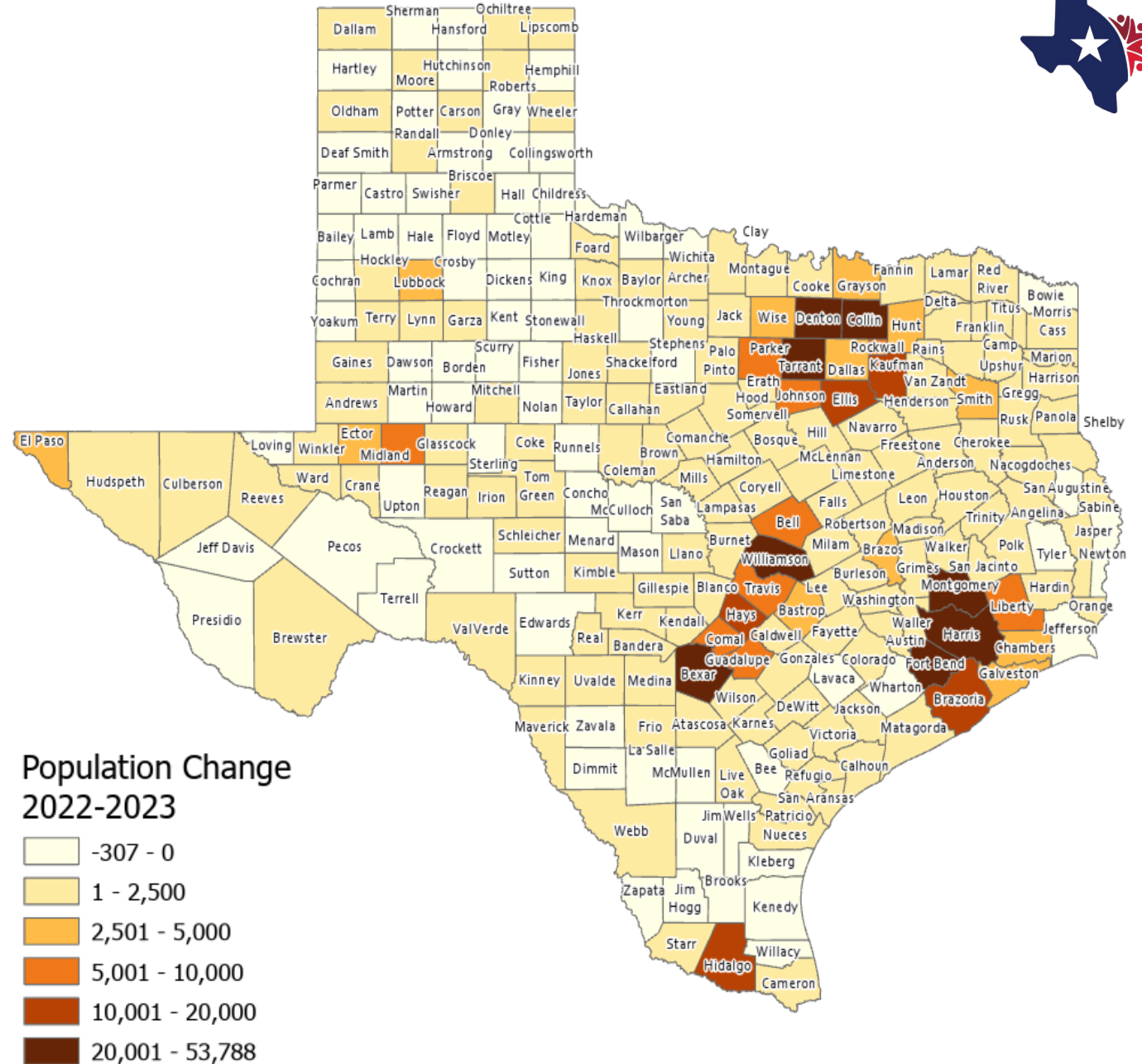


Source: U.S. Census Bureau, 2022 Vintage Population Estimates



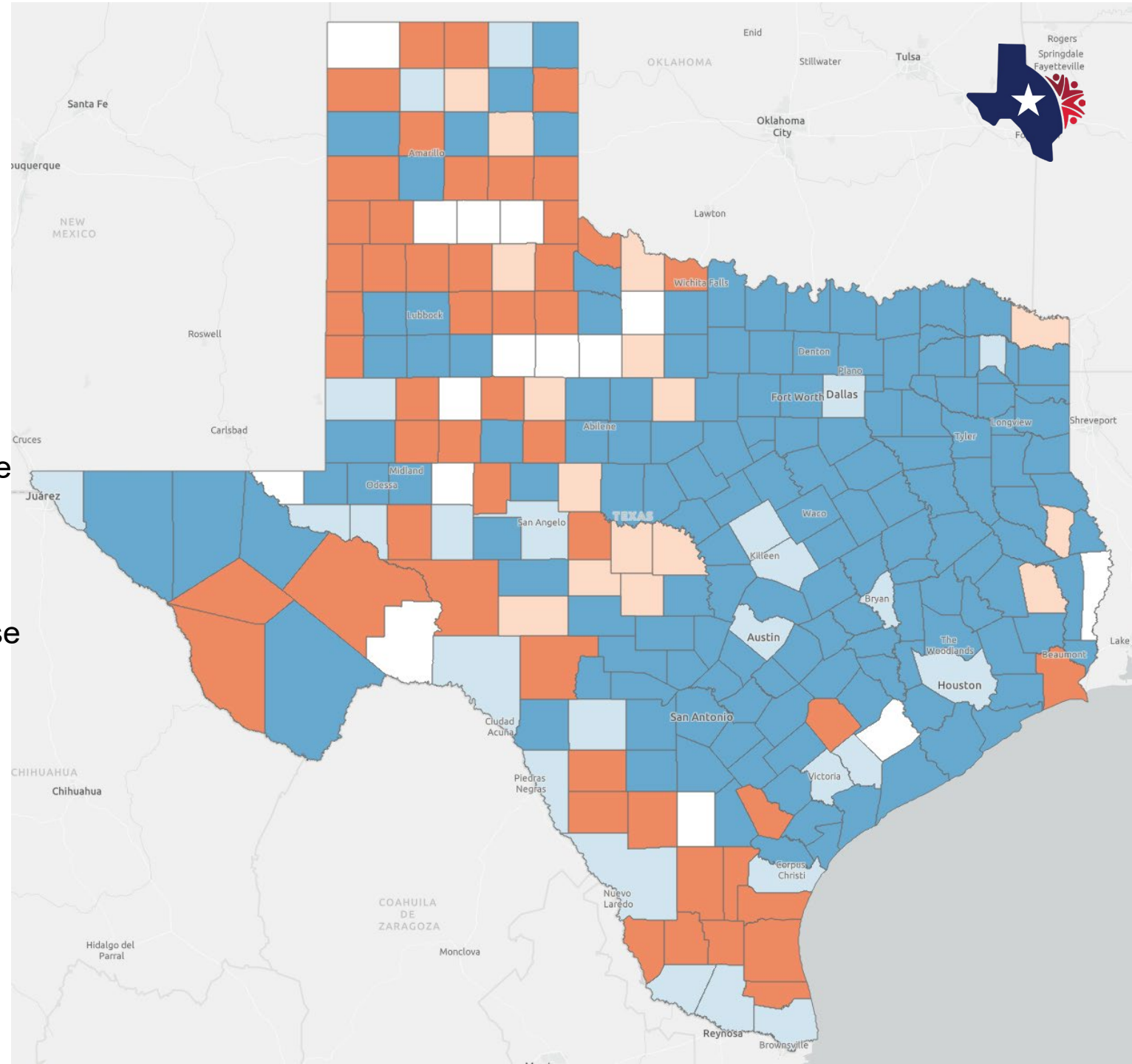
Estimated Numeric Change, Texas Counties, 2022-2023

75 (29.5%) of Texas counties lost population



Estimated Drivers of Population Change, Texas Counties, 2022-2023

- Population decline driven by out-migration
- Population decline driven by natural decrease
- Population change less than 10
- Population increase driven by natural increase
- Population increase driven by in-migration

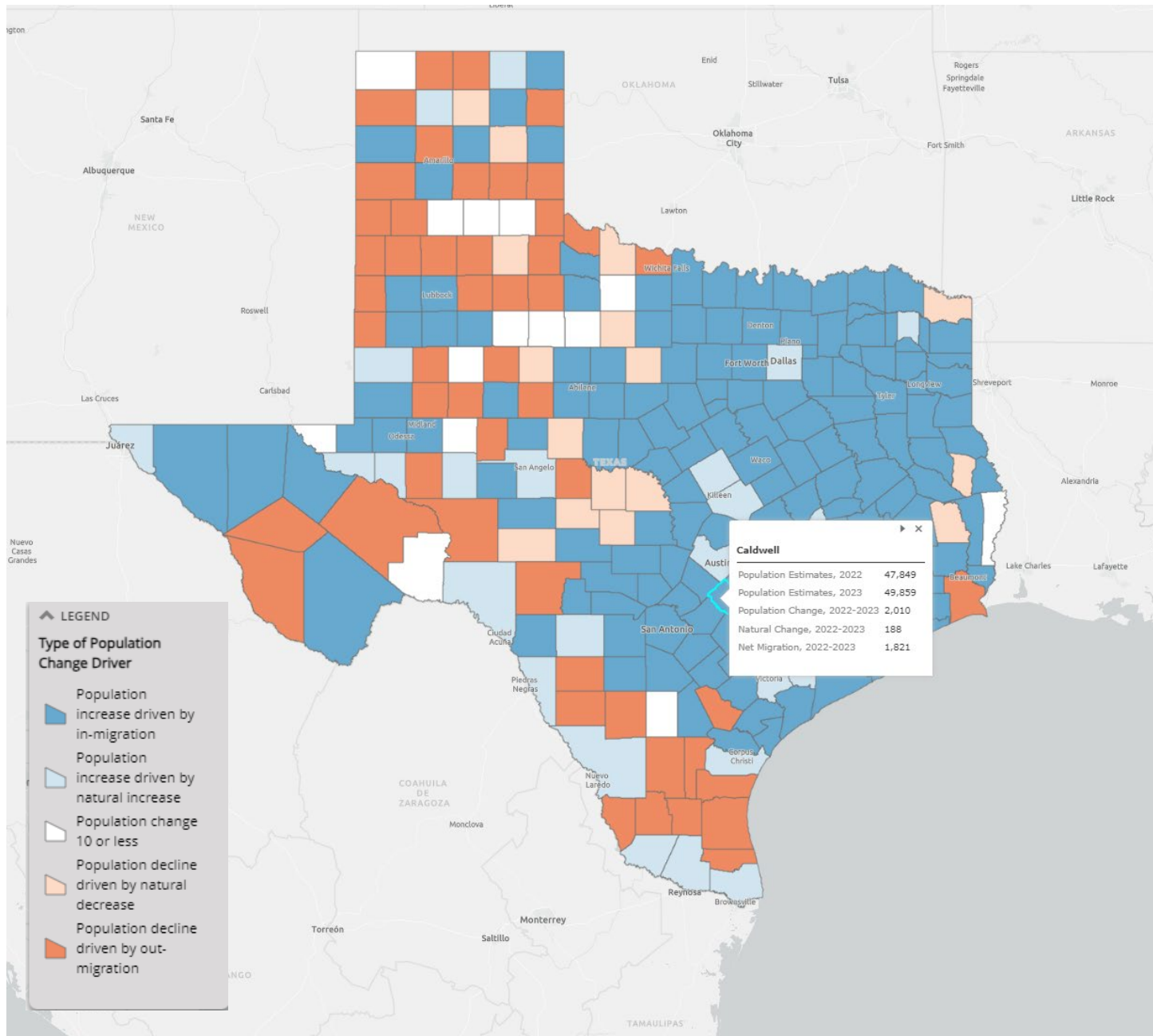




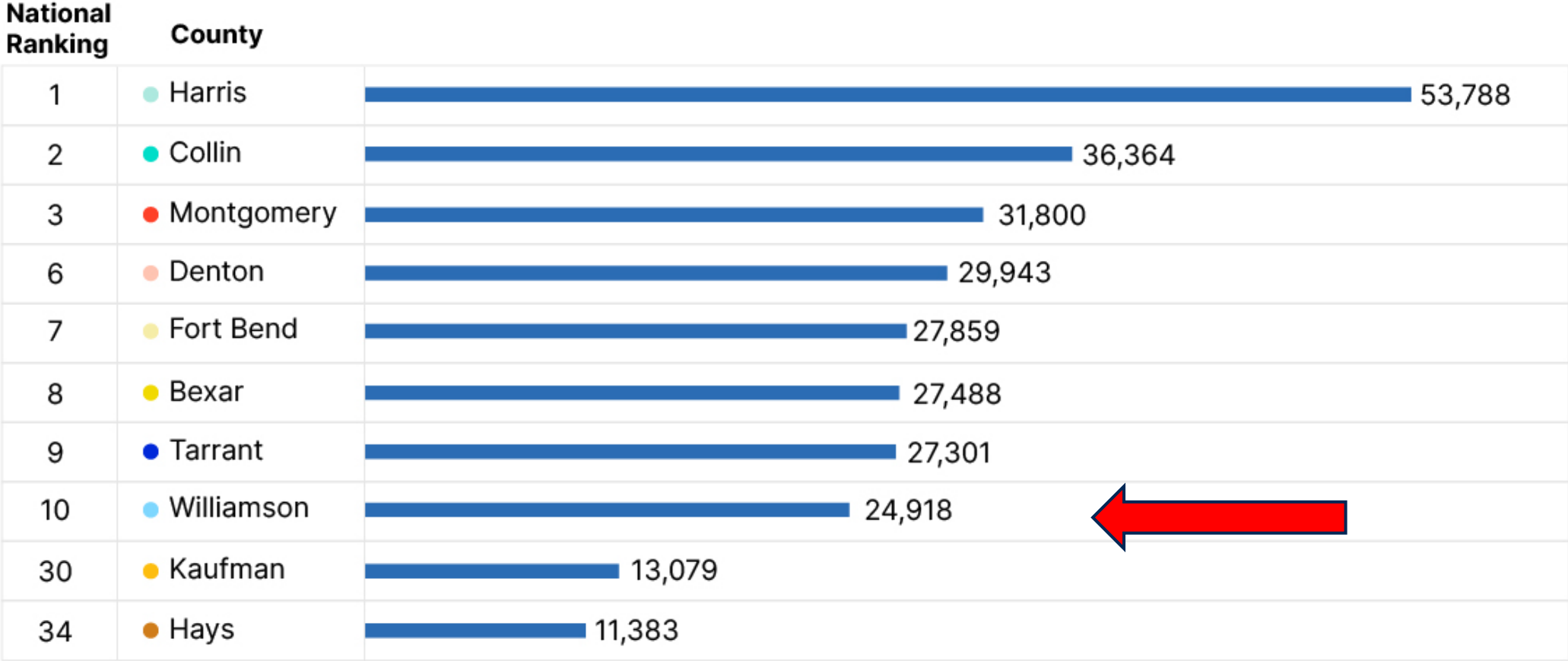
Interactive Map “What’s Driving Population Change in Texas Counties?”

Visit our
interactive map
tools on our
website!

demographics.texas.gov



Texas Counties With the Largest Numeric Growth From 2022 to 2023 and Their Ranks in the U.S.



Source: U.S. Census Bureau, Vintage 2023 Population Estimates.

Texas Places with the Largest Numeric Growth from 2022-2023 and Ranks in the U.S.



National Ranking	City	
1	San Antonio	21,970
2	Fort Worth	21,365
7	Houston	11,669
8	Georgetown	9,250
9	Celina	9,110
11	Fulshear	8,678
13	Denton	7,914
16	Conroe	6,689
18	New Braunfels	6,229
23	McKinney	5,906

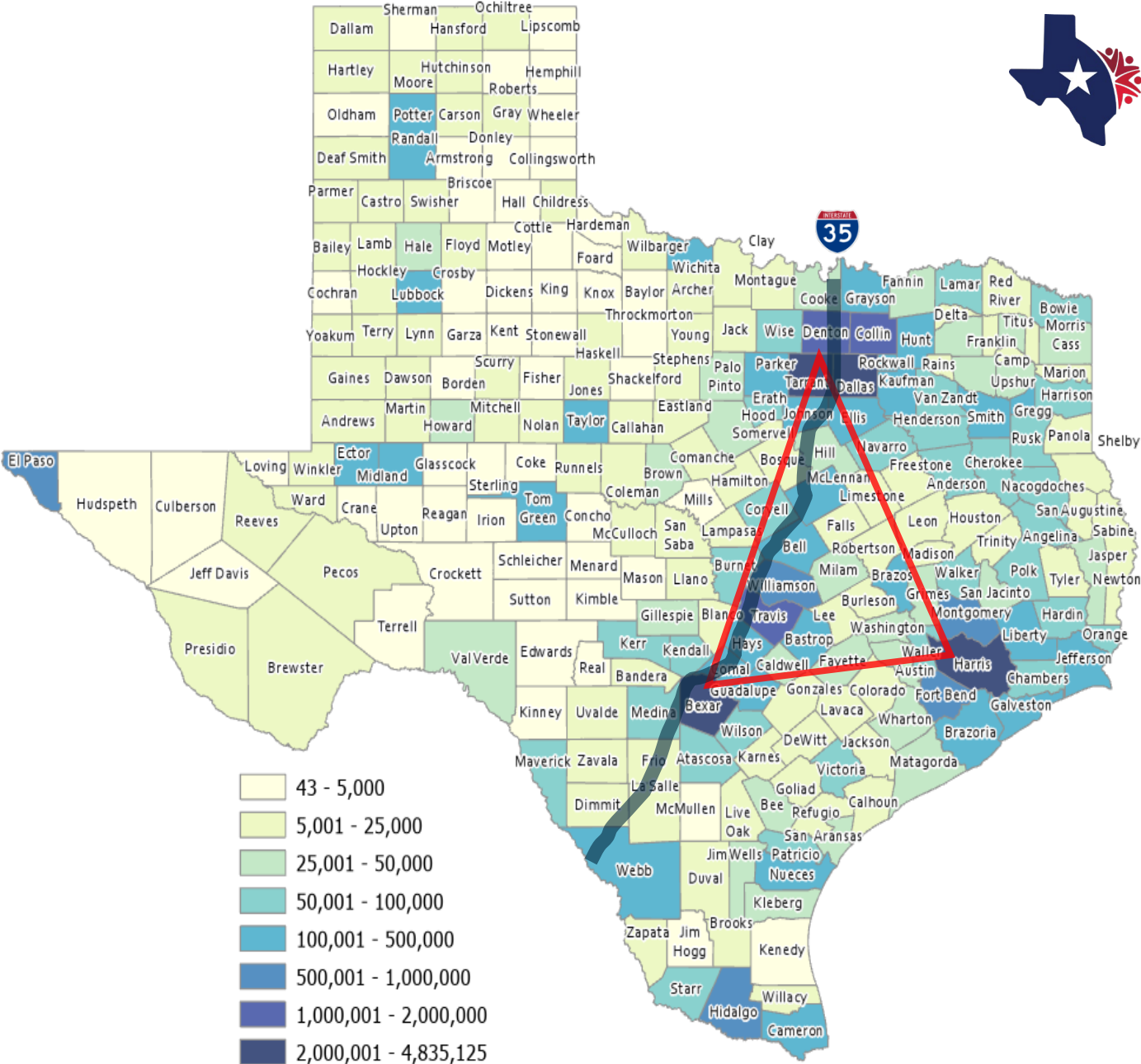


Source: U.S. Census Bureau, Population Estimates, 2023 Vintage

Note: Ranked among cities with resident population of 20,000 and over.

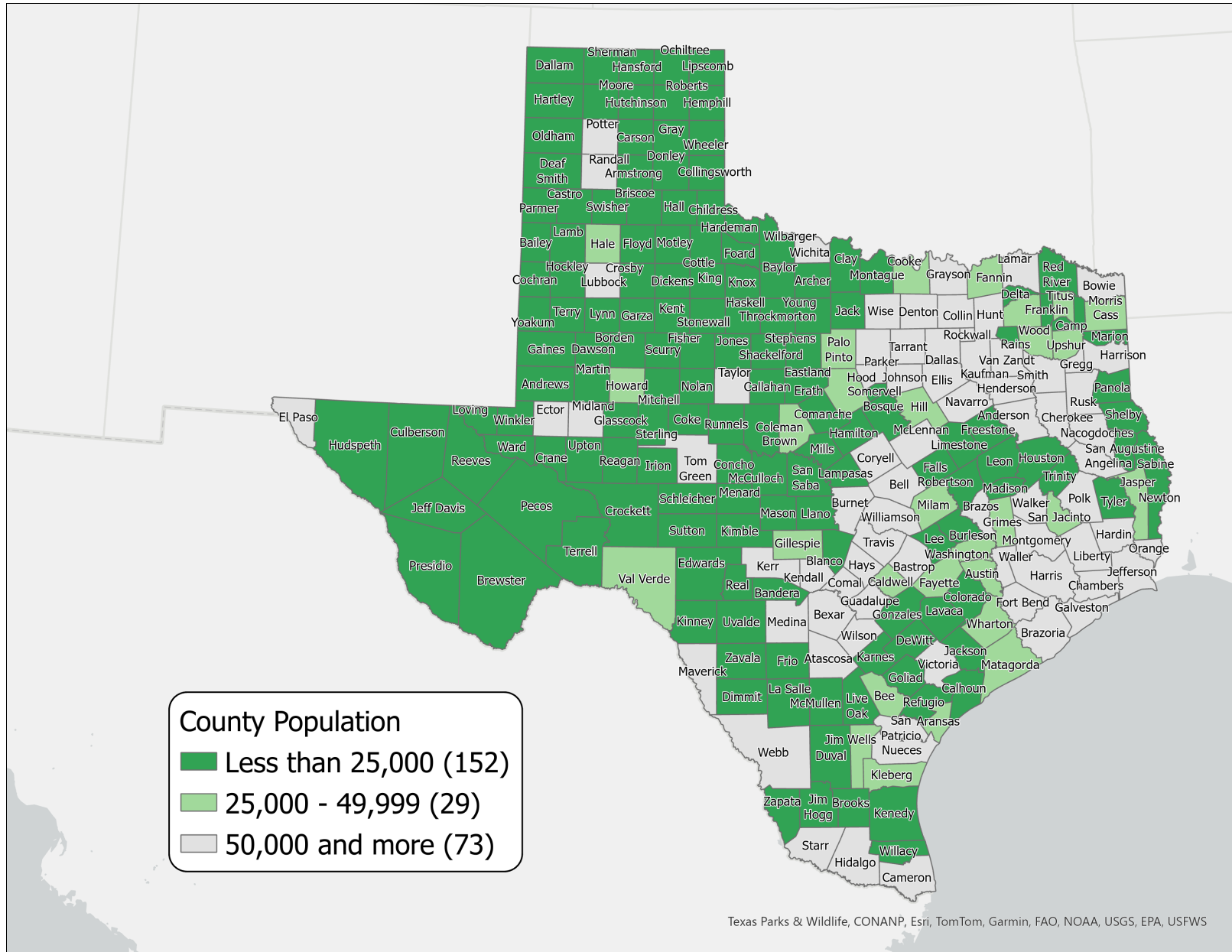


Estimated Population, Texas Counties, 2023



Source: U.S. Census Bureau, Population Estimates, 2023 Vintage

Texas Rural Counties by Population, 2023



181 Rural Counties

➤ Total pop.= 2.4 million
(8.1% of Texas pop.)

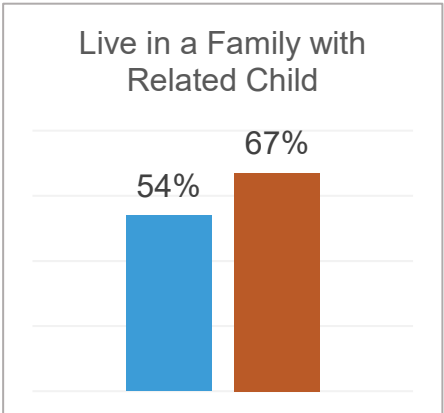
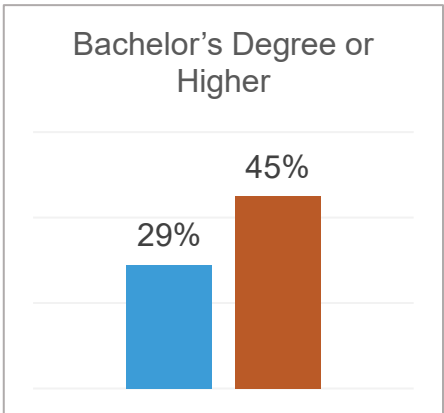
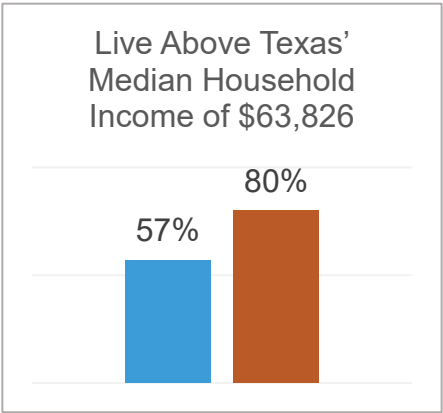
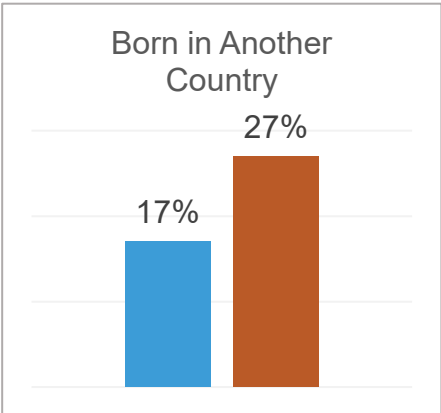
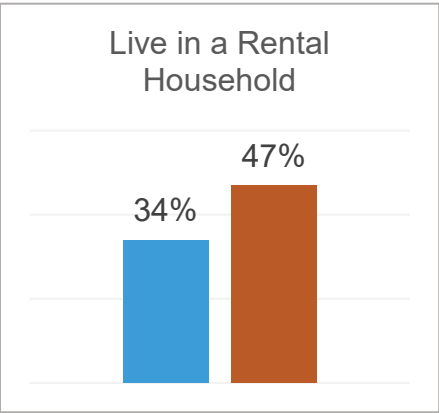
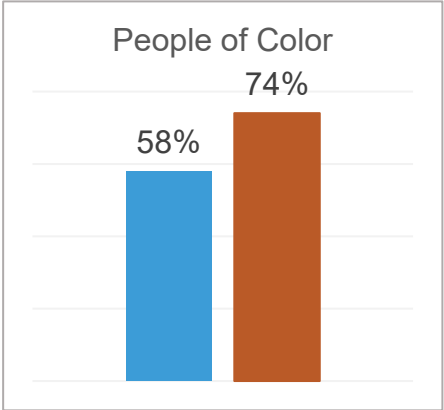
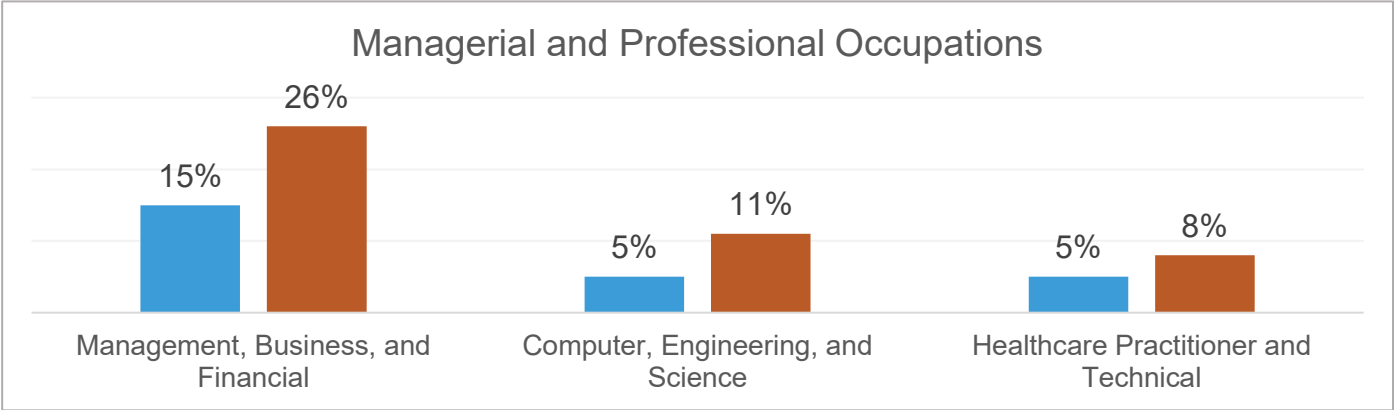
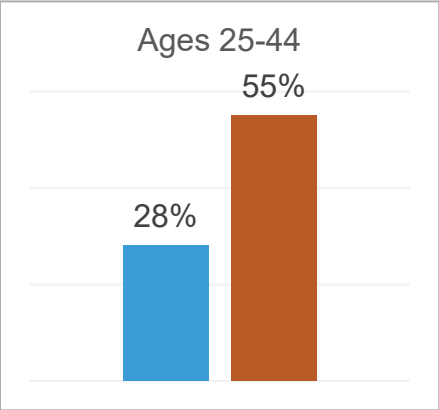
➤ 88 of these counties
lost population
between 2020-2023

Texas Residents and Newcomers from other States

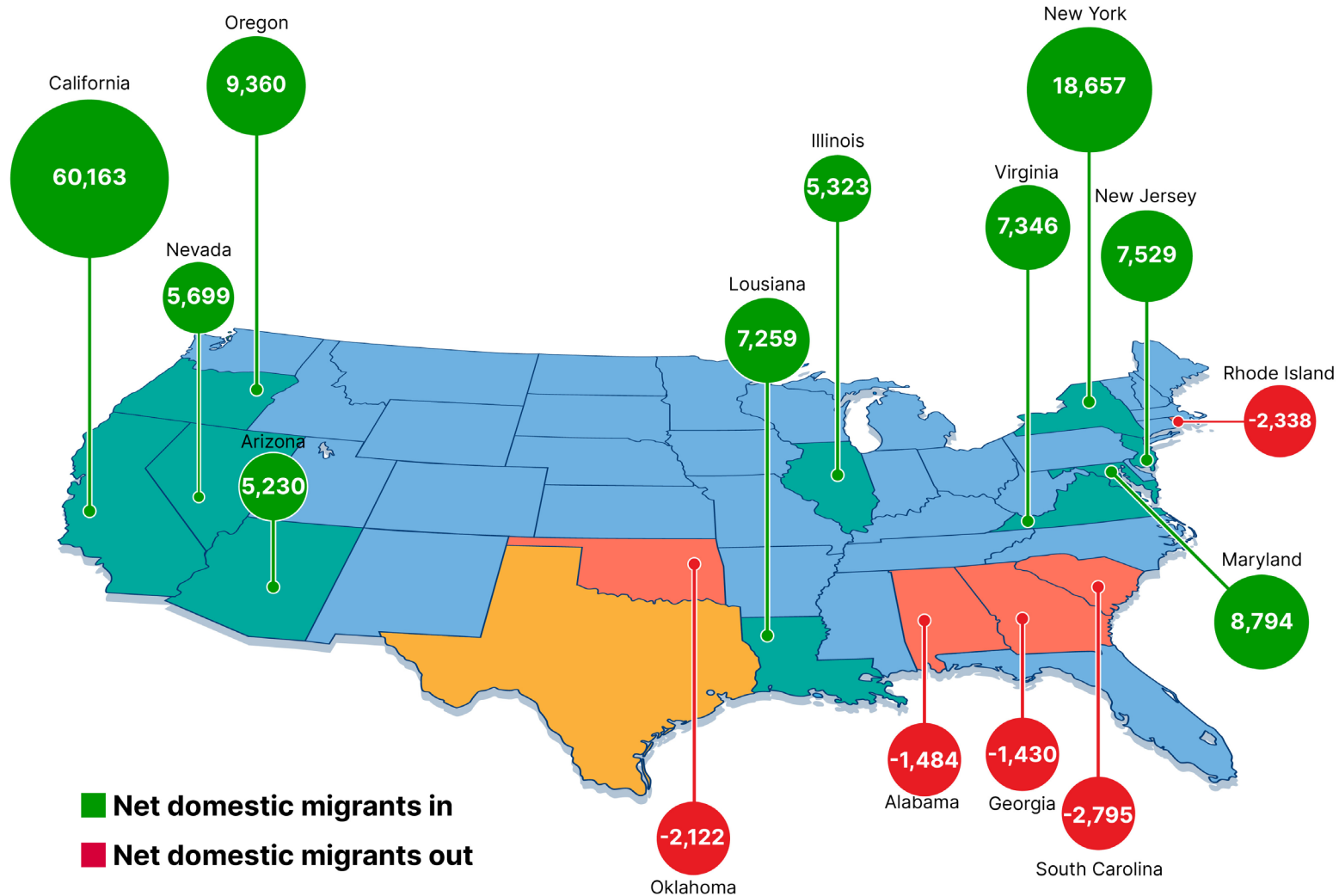


Residents: Current Texas residents who have lived in Texas for a year or more.

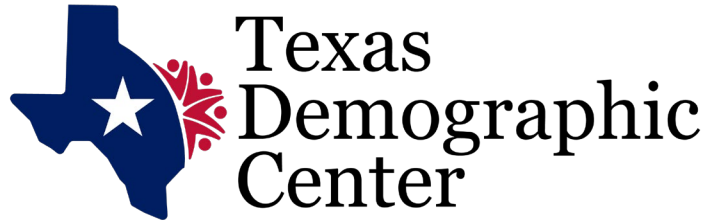
Net Domestic Migrants: The difference in the number of people who moved to Texas from another state in the U.S. and those who moved out of Texas in the last year.



Texas State-to-State Net Domestic Migration, 2022



Note: The data displayed are estimates based on a sample survey and are subject to error.
Source: U.S Census Bureau, 2022 State-to-State Migration Flows Statistics.



Social and Economic Characteristics

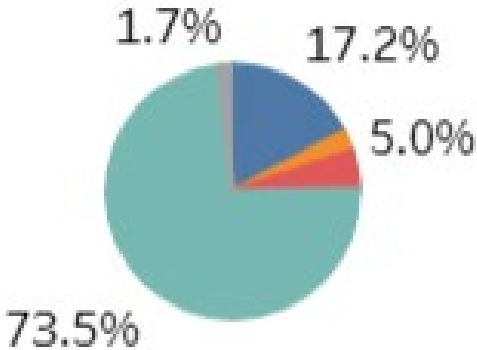
Williamson County



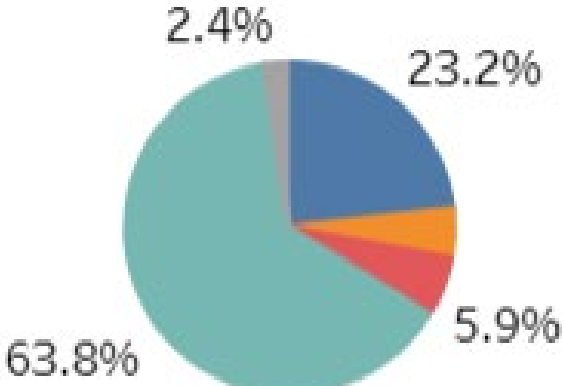
Williamson County 2000-2020



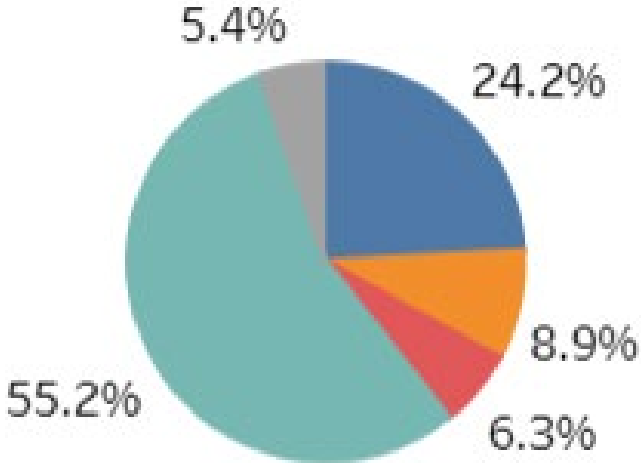
2000
Pop. 249,967



2010
Pop. 422,679



2020
Pop. 609,017



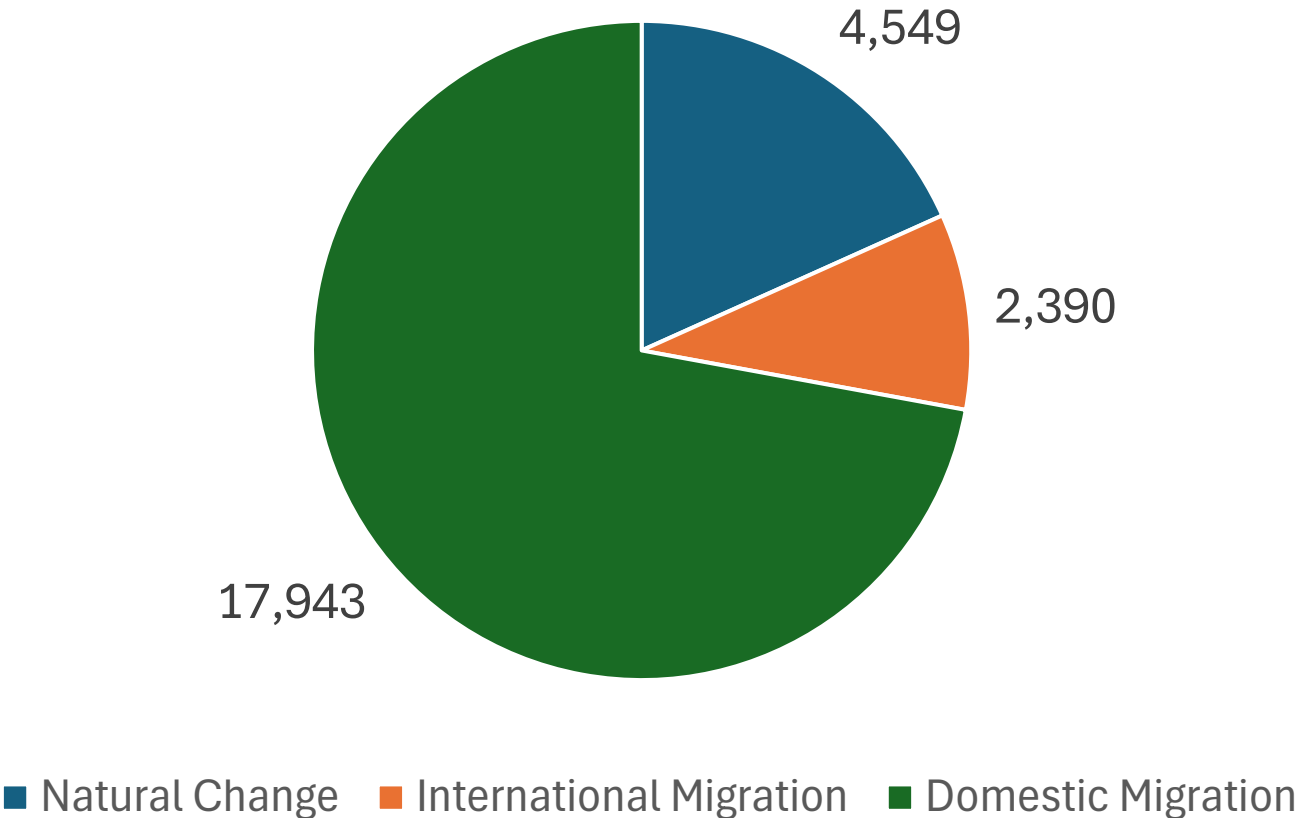
- Hispanic
- NH Black
- NH Other
- NH Asian
- NH White

Source: U.S. Census Bureau, Decennial Census P.L. 94-171 Redistricting Data

Components of Population Change, 2020-2023, Counties in the Austin Region

County	Total Population Change	Natural Change	International Net Migration	Domestic Net Migration
Williamson	88,185	14%	6%	81%
Travis	44,743	9%	1%	90%
Hays	39,429	12%	3%	86%
Bastrop	13,560	9%	1%	90%
Burnet	4,864	-9%	0%	110%
Caldwell	3,979	12%	5%	83%
Blanco	1,673	-13%	0%	114%
Llano	1,627	-36%	5%	134%
Fayette	1,041	-41%	6%	136%
Gillespie	1,007	-51%	26%	128%
Lee	757	-6%	-1%	104%

Components of Population Change, 2022-2023, Williamson County



➤ 24,918 new residents between 2022-2023

➤ 68 new residents per day

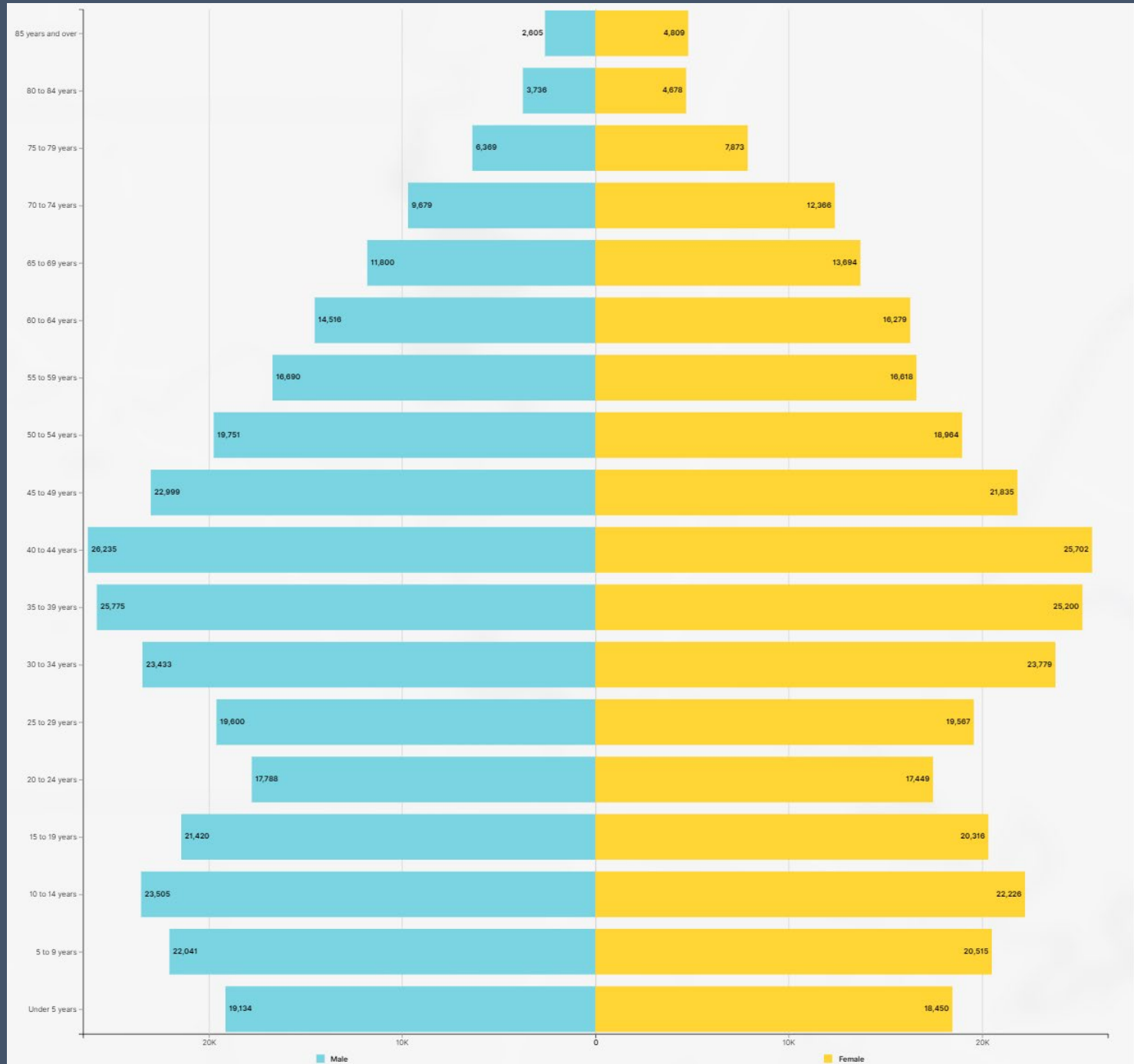
Source: US Census Bureau, Population Estimates, 2023 Vintage

1 Total population change includes a residual. This residual represents the change in population that cannot be attributed to any specific demographic component. See Population Estimates Terms and Definitions at <https://www.census.gov/programs-surveys/popest/about/glossary.html>.

Williamson County Population Pyramid

- Largest age group is between 35-44 years
- Small population under 5 years

Source: U.S. Census Bureau, 2022 ACS 5-year Estimates

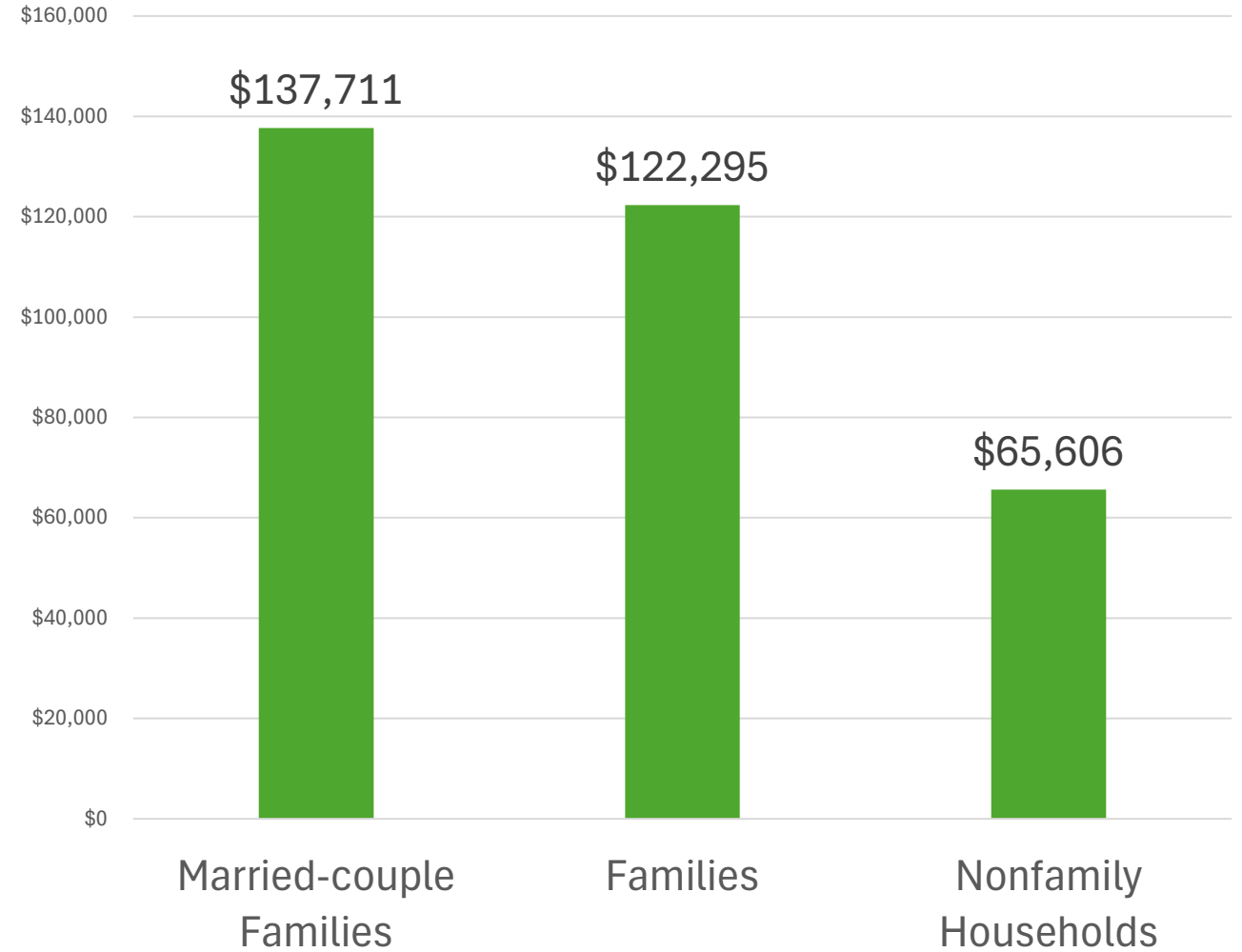


Median Household Income

Williamson County= \$101,323

Texas= \$72,284

Median Income by Types of Families, Williamson County, 2022

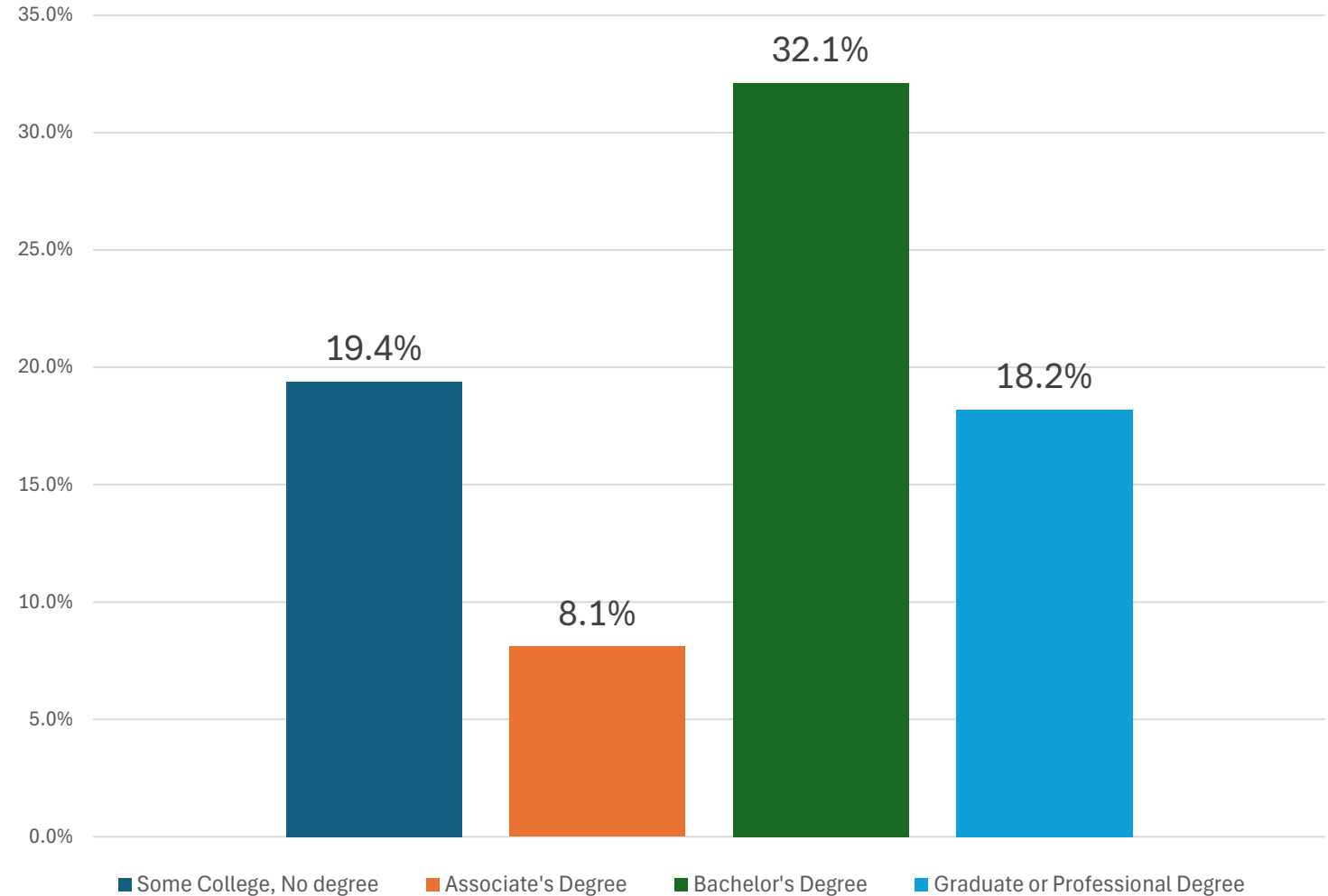


Educational Attainment Bachelor's Degree or Higher

Williamson County= **50.3%**

Texas= **33.9%**

Educational Attainment, 25 years and Older Williamson County, 2022



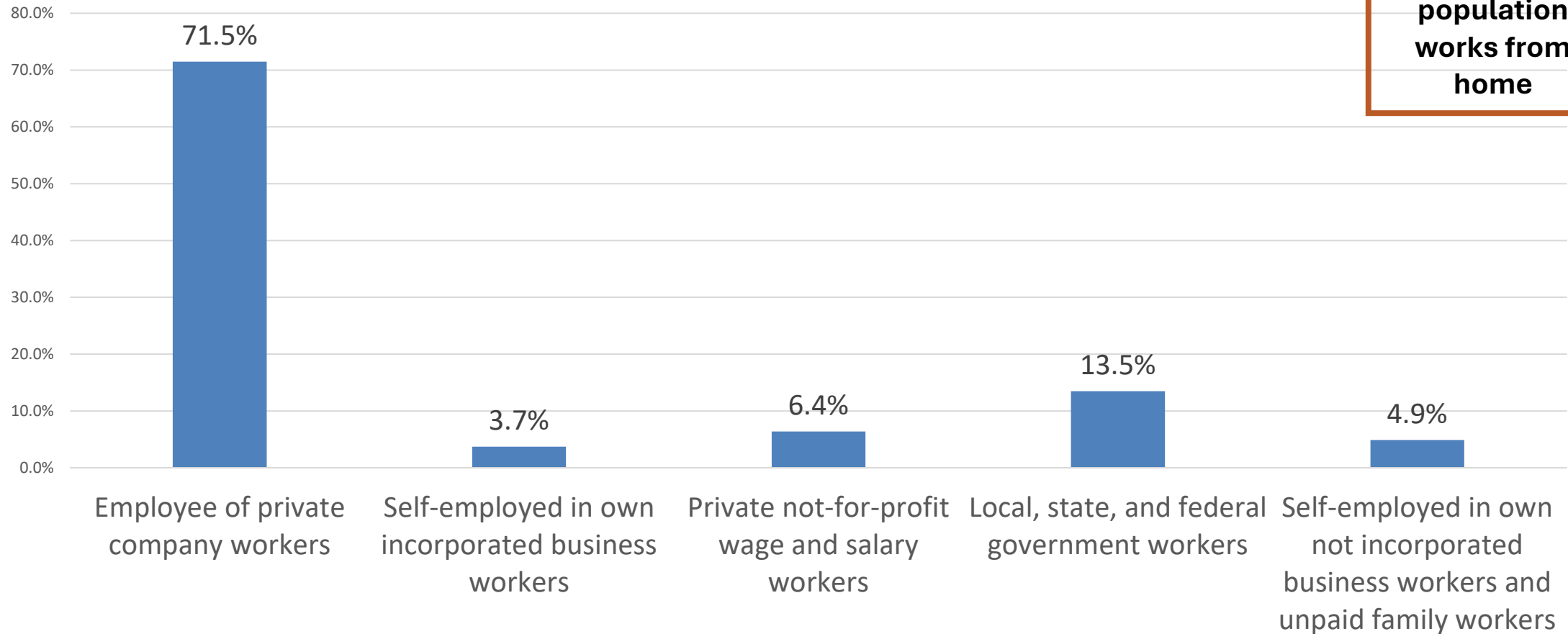
Housing Characteristics Williamson County, 2022



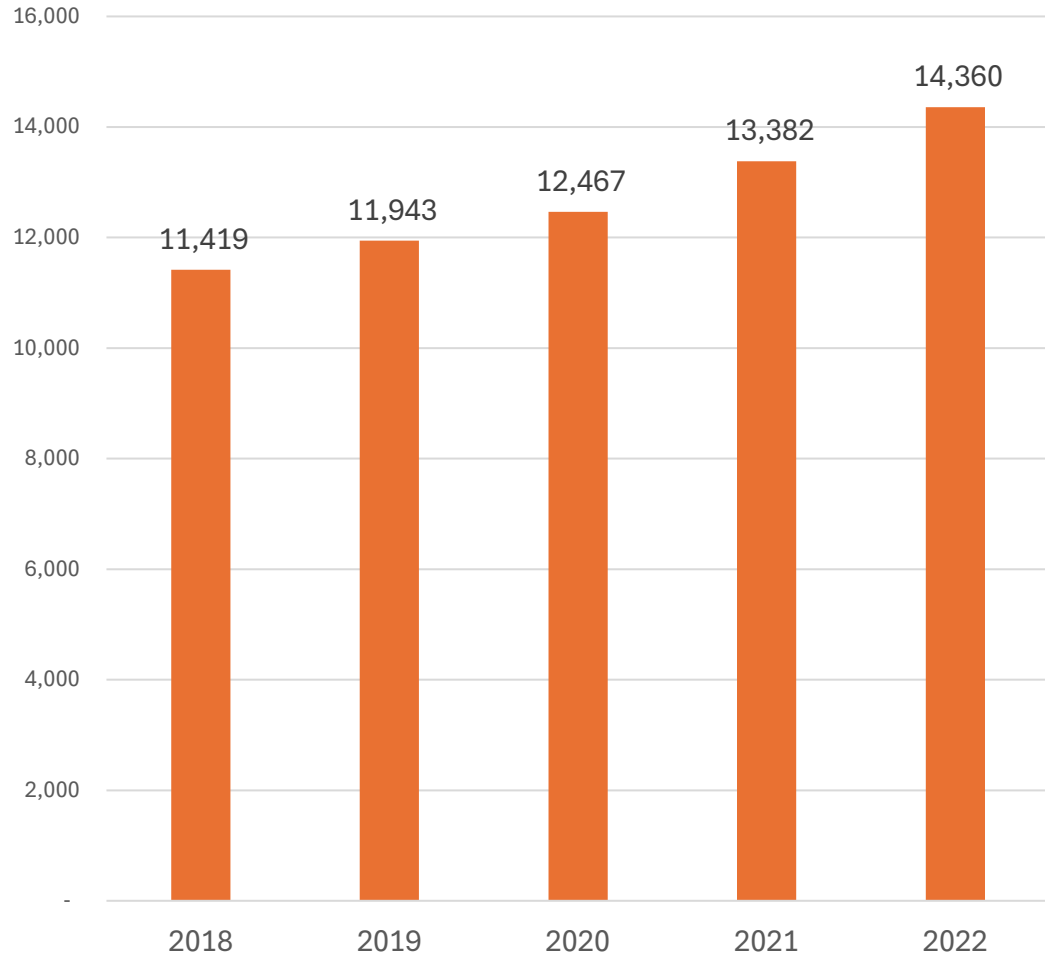
Median Home Value	\$472,000
Median Monthly Homeowner Cost	\$2,215
Percent of Homeowners Cost-Burdened	25%
Median Monthly Renter Cost	\$1,748
Percent of Renters Cost-Burdened	50%

Civilian Employed Population 16 years and over Class of Worker, Williamson County, 2022

20% civilian
employed
population
works from
home



Employer Establishments, Williamson County, 2022



Total of All Employer Establishments in 2022= **14,360**

Average employment per employer	13
Establishments with less than 5 employees	8,210
Establishments with 5 to 9 employees	2,474
Average payroll per employee	63,361
Establishments with 10 to 19 employees	1,699
Establishments with 20 to 49 employees	1,301
Establishments with 50 to 99 employees	396
Population per employer	44
Establishments with 100 to 249 employees	188
Establishments with 250 to 499 employees	63
Establishments with 500 to 999 employees	26
Establishments with 1,000 employees or more	3
Total employment of employers	191,078
Total annual payroll of employers (\$1,000)	12,122,367
Number of farm operations (Ag only)	155

Top 5 Employer Establishments, Williamson County

Professional, Scientific, and Technical Services	2,258
Health Care and Social Services	1,657
Construction	1,649
Retail	1,626
Other Services	1,300

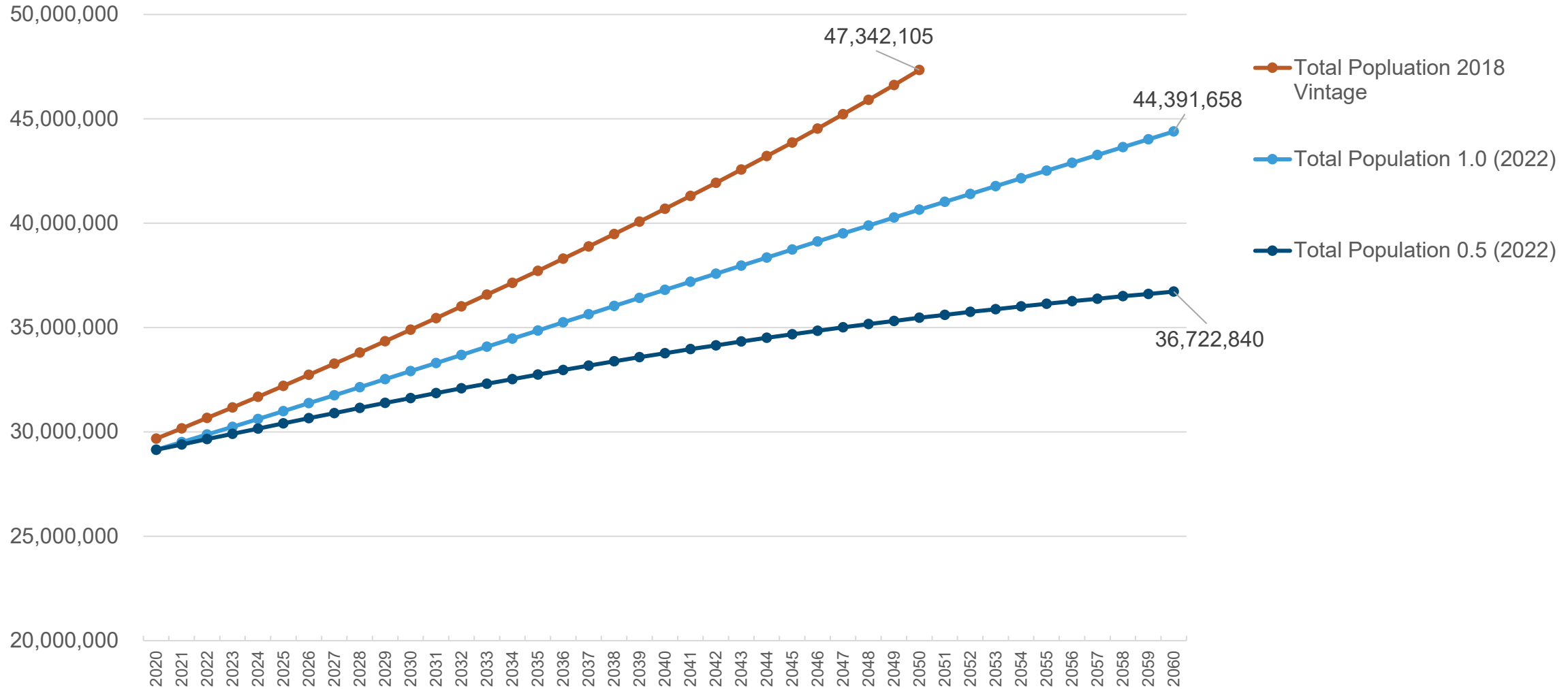


A Look into the Future of Texas

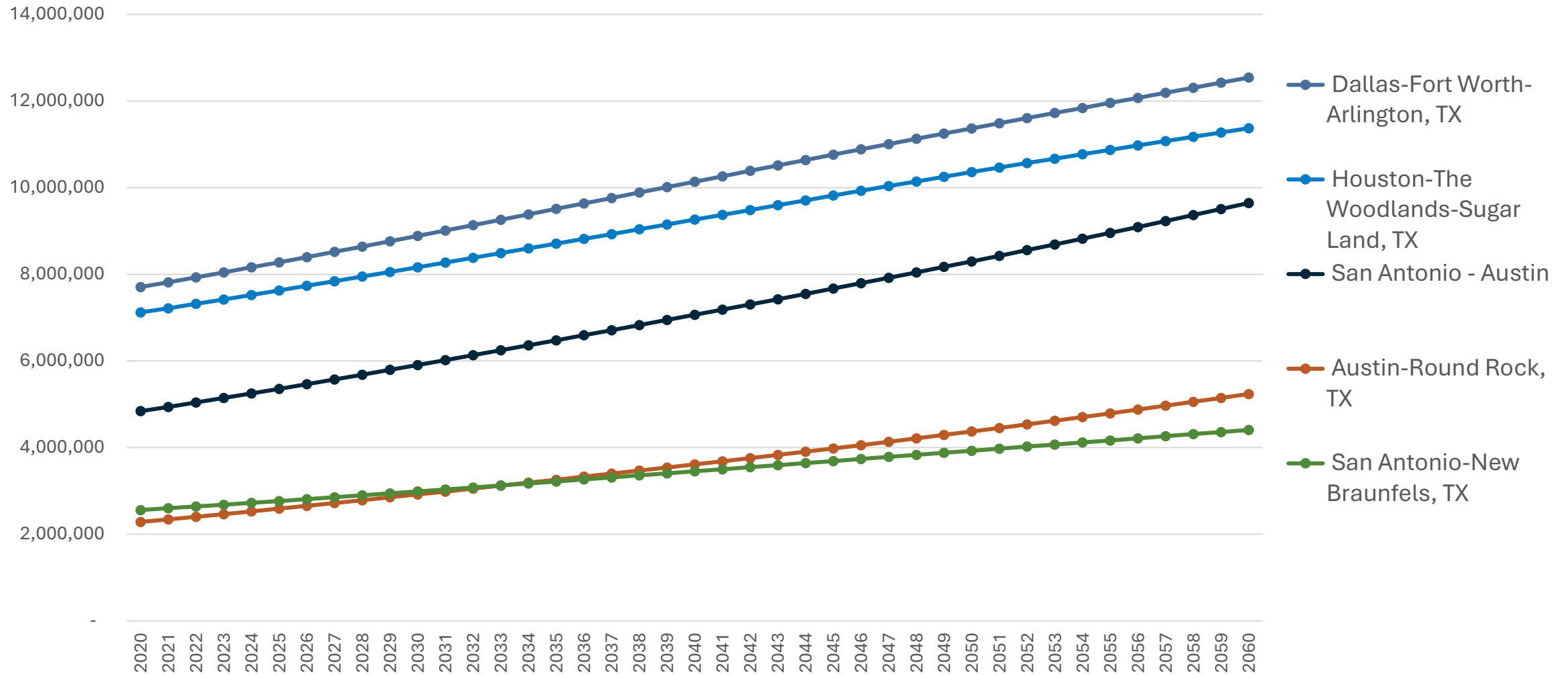




Projected Population Growth in Texas, 2020-2060

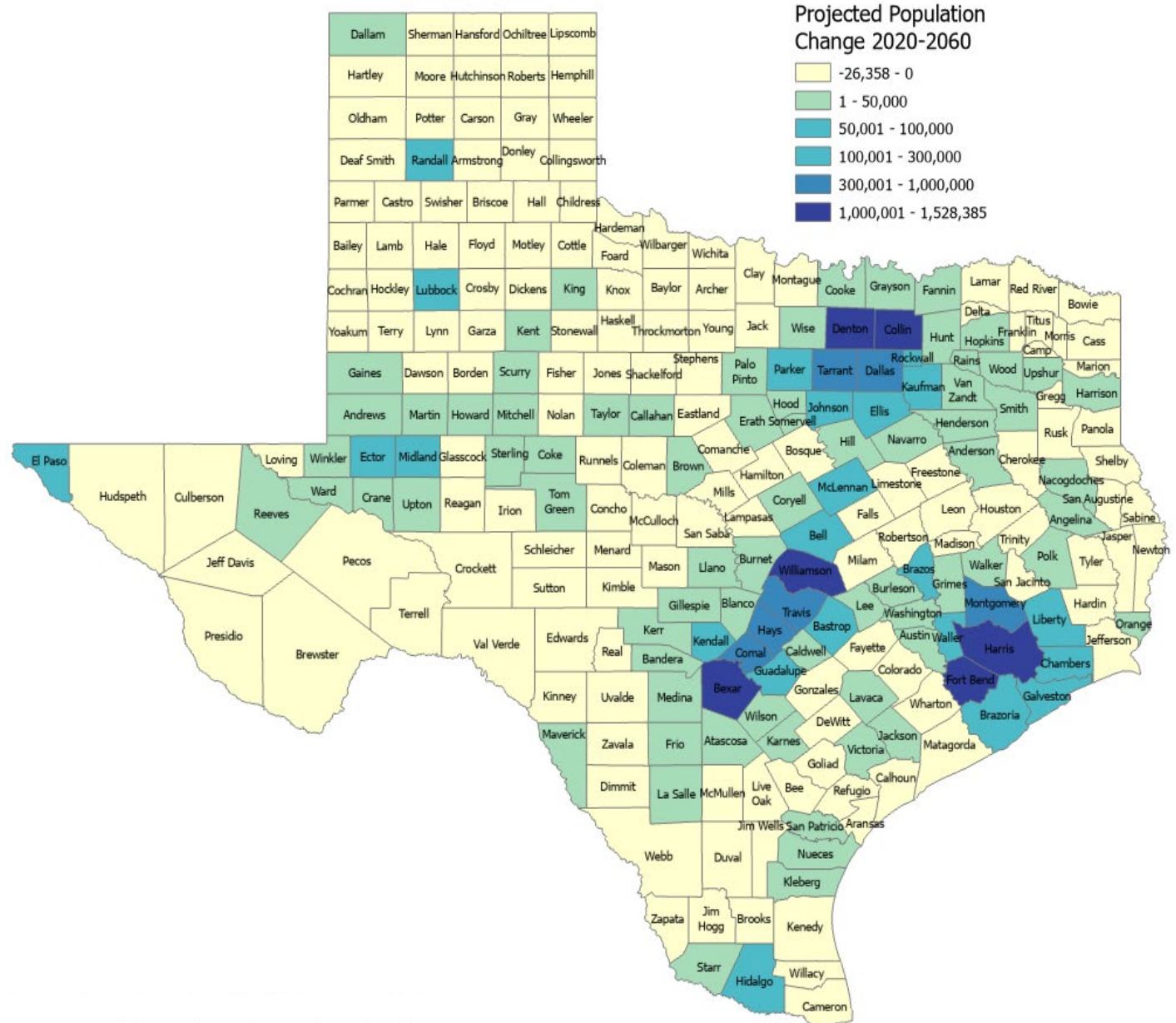


Projected Population of Select Metropolitan Statistical Areas, 2020-2060



Source: Texas Demographic Center 2022 Population Projections

Projected Population Change, Texas Counties, 2020-2060



Source: Texas Demographic Center, 2022 Population Projections, 1.0 Migration Scenario



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In 2020, American Indian and Alaska Native (AIAN) population made up 2.73% of the TX population. Higher shares were observed in Panhandle, Big Bend, Gulf Coast, and Oklahoma border counties. Major metros and federally recognized reservations also had significant AIAN residents.

American Indian and Alaska Native Heritage Month
Percent Population of American Indian and Alaska Native (AIAN) for Texas Counties, 2020

Map prepared by the Texas Demographic Center.

Source: U.S. Census Bureau, 2020 Decennial Redistricting Data (PL 94-171).
Note: American Indian and Alaska Native alone or in combination with one or more races.

8K 3K 11K

Texas Demographic Center
15 min

On Nov. 11, Texans gathered to honor the service of veterans across the state. The 1.4 million veterans represent 6.2% of the civilian population 18 and over. Veterans today are more diverse, and better educated, with higher numbers of women serving compared to the last decade.

Veterans Day
A Look at Texas Veterans, 2022

Race/Ethnicity

White alone, not Hispanic or Latino of any race	56.9%
Hispanic or Latino of any race	22.4%
Black or African American alone	14.9%
Two or more races	14.6%
Some other race alone	4.9%
Asian alone	1.7%
American Indian and Alaska Native alone	0.8%
Native Hawaiian and Other Pacific Islander alone	0.2%

Age

18 to 34	11.4%
35 to 54	30.9%
55 to 64	20.3%
65 to 74	17.0%
75+	20.4%

Educational Attainment

Some college or associate's degree	38.9%
Bachelor's degree or higher	34.9%

Sex

Male	88.2%
Female	11.8%

Source: U.S. Census Bureau, ACS 1-Year Estimates Subject Tables, 2022.
Created by the Texas Demographic Center.

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American Indian and Alaska Native Heritage Month

DID YOU KNOW? Cherokee is the largest American Indian alone group in Texas with a total of **14,285**. It is the total American Indian and Alaska Native population alone or in combination in Texas.

794,062 is the total American Indian and Alaska Native population alone or in combination in Texas.

The 5 distinct, federally recognized American Indian reservations in Texas are: **Alabama-Coushatta Indian Reservation (Polk County)**, **Yalefa del Sur Pueblo (El Paso County)**, **Kickapoo Indian Reservation (Maverick County)**, **Aleut with 139** and **Eskimo with 139**.

Texas is home to **11,641** single-race American Indian and Alaska Native veterans of the U.S. armed forces.

10.328 views
texasdemographiccenter In November, we celebrate the rich heritage of the American Indian and Alaska Native
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247 followers
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Welcome to Texas! In 2022, domestic migrants moving into the state largely originated from California, New York, and Oregon. On the other hand, net domestic migration out of the state was highest for those moving to South Carolina, Rhode Island, and Oklahoma.

Texas State-to-State Net Domestic Migration, 2022


Legend: Net domestic migrants in (green), Net domestic migrants out (red).

Source: U.S. Census Bureau, 2022 State-to-State Migration Flows Statistics.
Note: The data displayed are estimates based on a sample survey and are subject to error.
Graph created by the Texas Demographic Center.

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