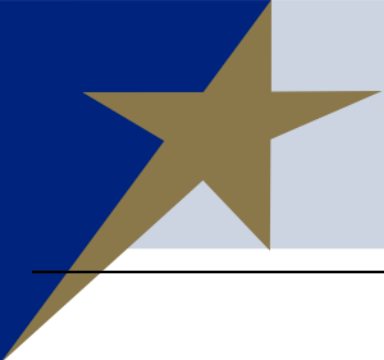


Changing Demographics in Texas

Corpus Christi
Chapter of the American
Advertising Federation
June 14, 2011
Corpus Christi, TX



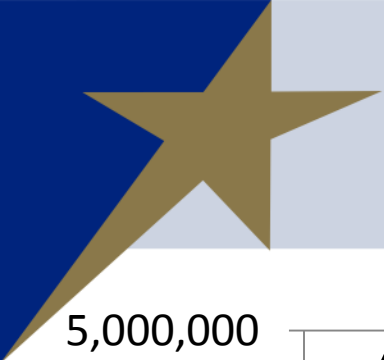


Growing States, 2000-2010

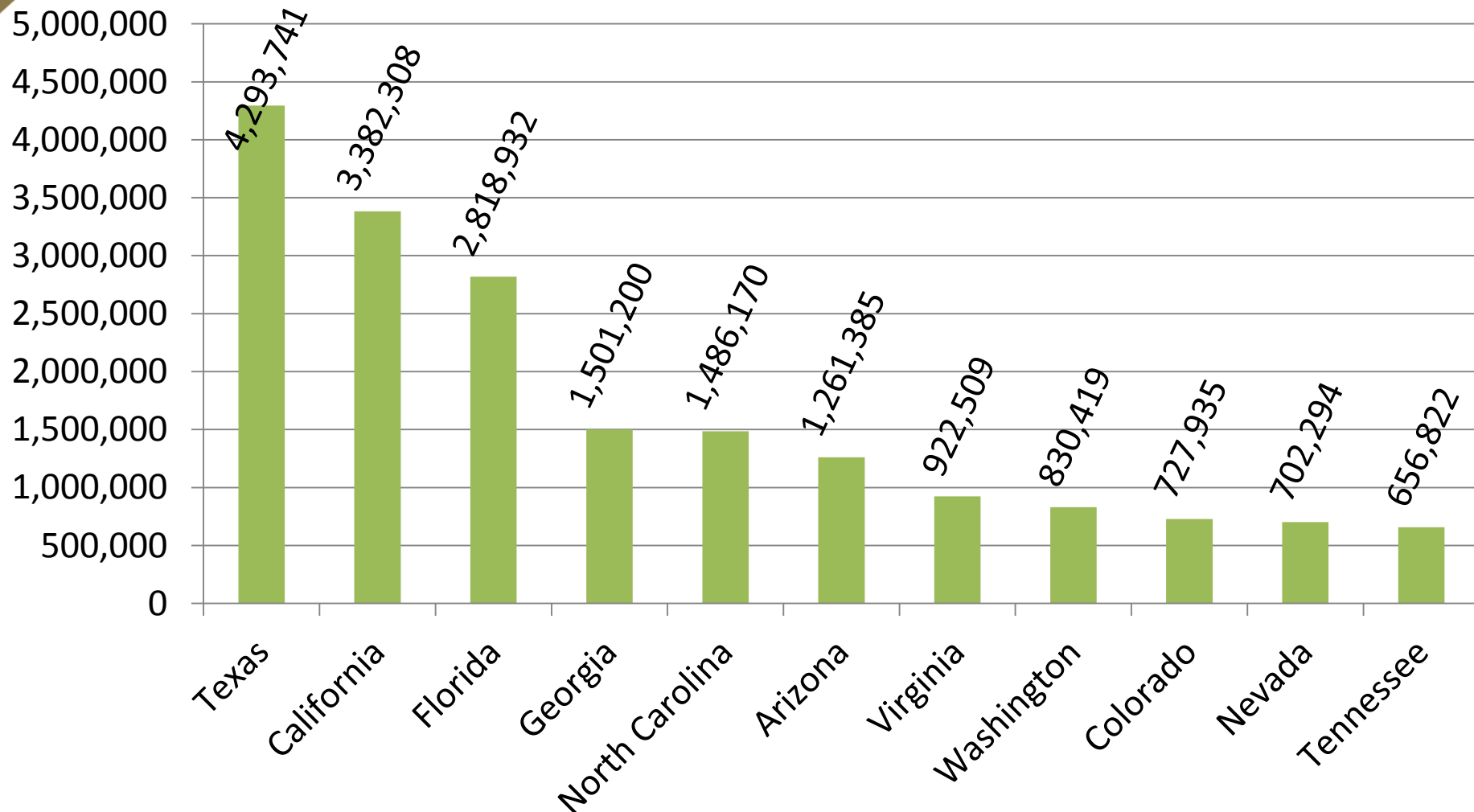
	2000 Population*	2010 Population*	Numerical Change 2000-2010	Percent Change 2000-2010
United States	281,421,906	308,745,538	27,323,632	9.7%
Texas	20,851,820	25,145,561	4,293,741	20.6%
California	33,871,648	37,253,956	3,382,308	10.0%
Florida	15,982,378	18,801,310	2,818,932	17.6%
Georgia	8,186,453	9,687,653	1,501,200	18.3%
North Carolina	8,049,313	9,535,483	1,486,170	18.5%
Arizona	5,130,632	6,392,017	1,261,385	24.6%

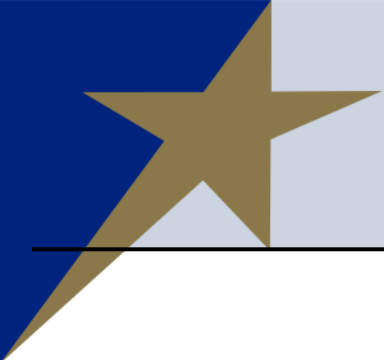
15.7% of numerical
change in U.S.

Population values are decennial census counts for April 1 for 2000 and 2010.



Population Change of Fast Growing States between 2000 and 2010





Total Population and Components of Population Change in Texas, 1950-2009

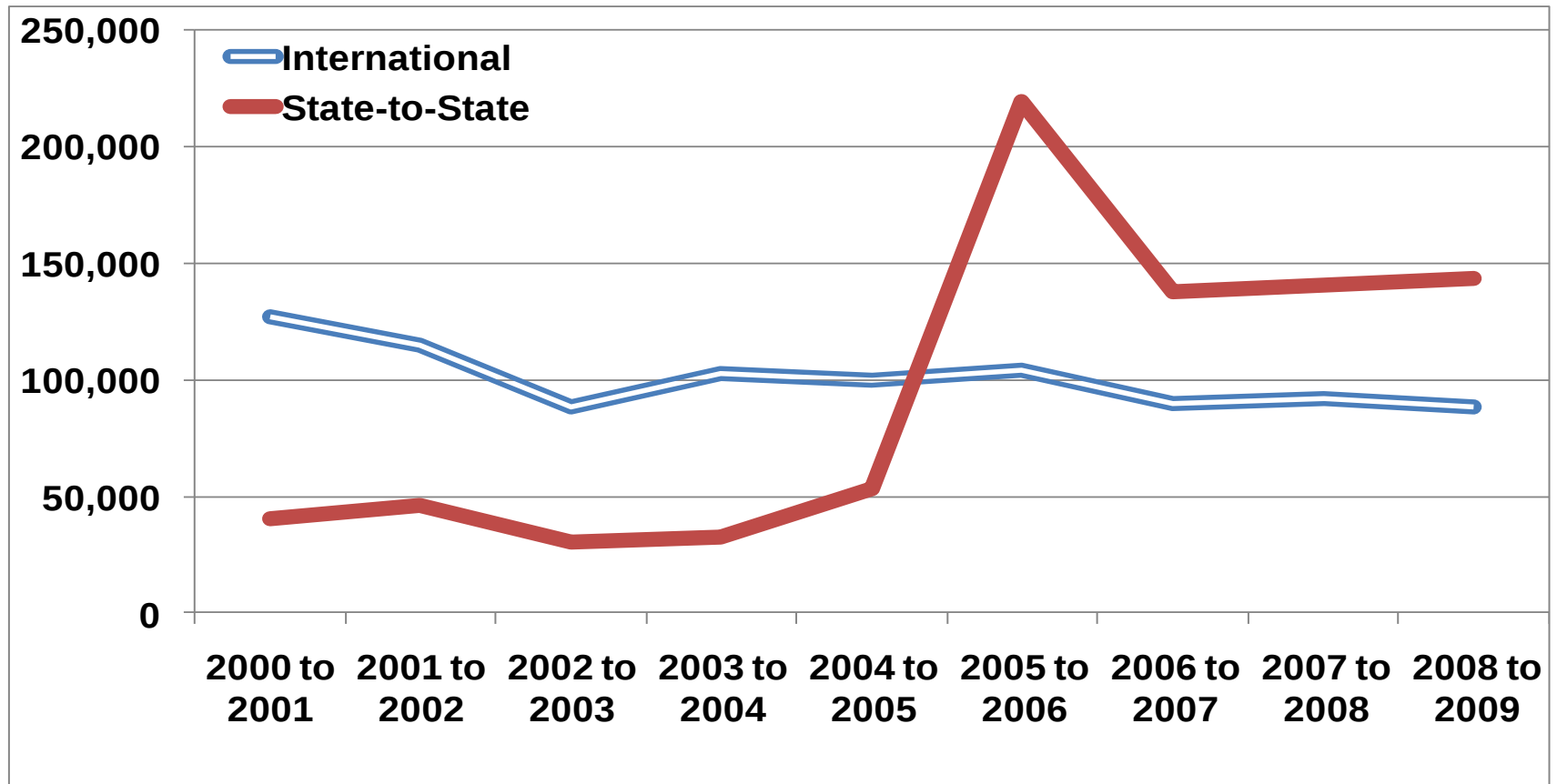
Year*	Population	Numerical Change	Natural Increase	Net Migration	Percent Change	Percent Change Due to	
						Natural Increase	Net Migration
1950	7,711,194	--	--	--	--	--	--
1960	9,579,677	1,868,483	1,754,652	113,831	24.2	93.91	6.09
1970	11,196,730	1,617,053	1,402,683	214,370	16.9	86.74	13.26
1980	14,229,191	3,032,461	1,260,794	1,771,667	27.1	41.58	58.42
1990	16,986,510	2,757,319	1,815,670	941,649	19.9	65.85	34.15
2000	20,851,820	3,865,310	1,919,281	1,946,029	22.8	49.65	50.35
2009	24,782,302	3,930,484	2,124,124	1,781,785	18.8	54.04	45.33

* All values for the decennial dates are for the indicated census year. Values for 2009 is for July 1 as estimated by the U.S. Bureau of the Census.

Source: Derived from U.S. Bureau of the Census Estimates for dates indicated by the Texas State Data Center, University of Texas at San Antonio.

Note: Residual values are not presented in this table.

Estimated Annual Net Migration to Texas, 2000 to 2009



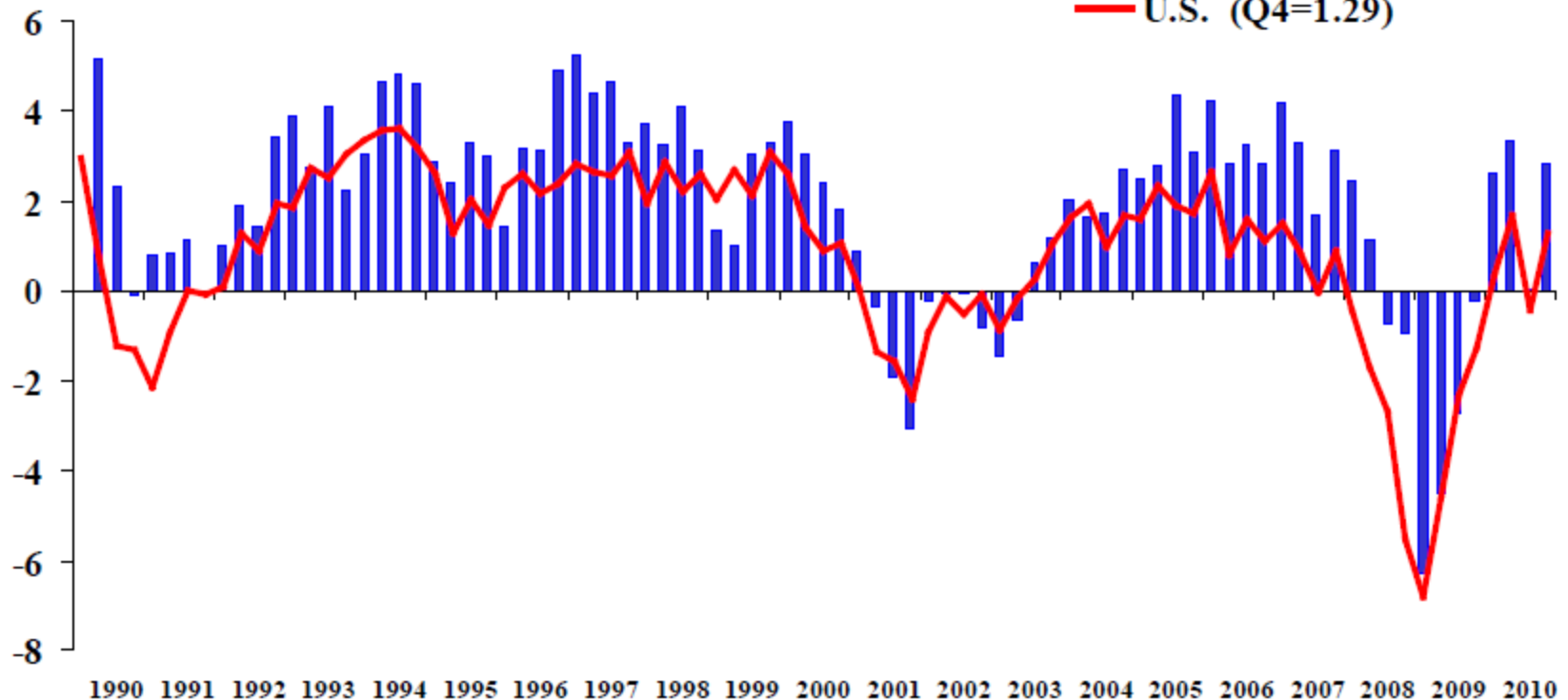
Texas Total Nonfarm Employment

Quarterly Growth

1-quarter % change,
SAAR

■ Texas (Q4=2.83)

— U.S. (Q4=1.29)

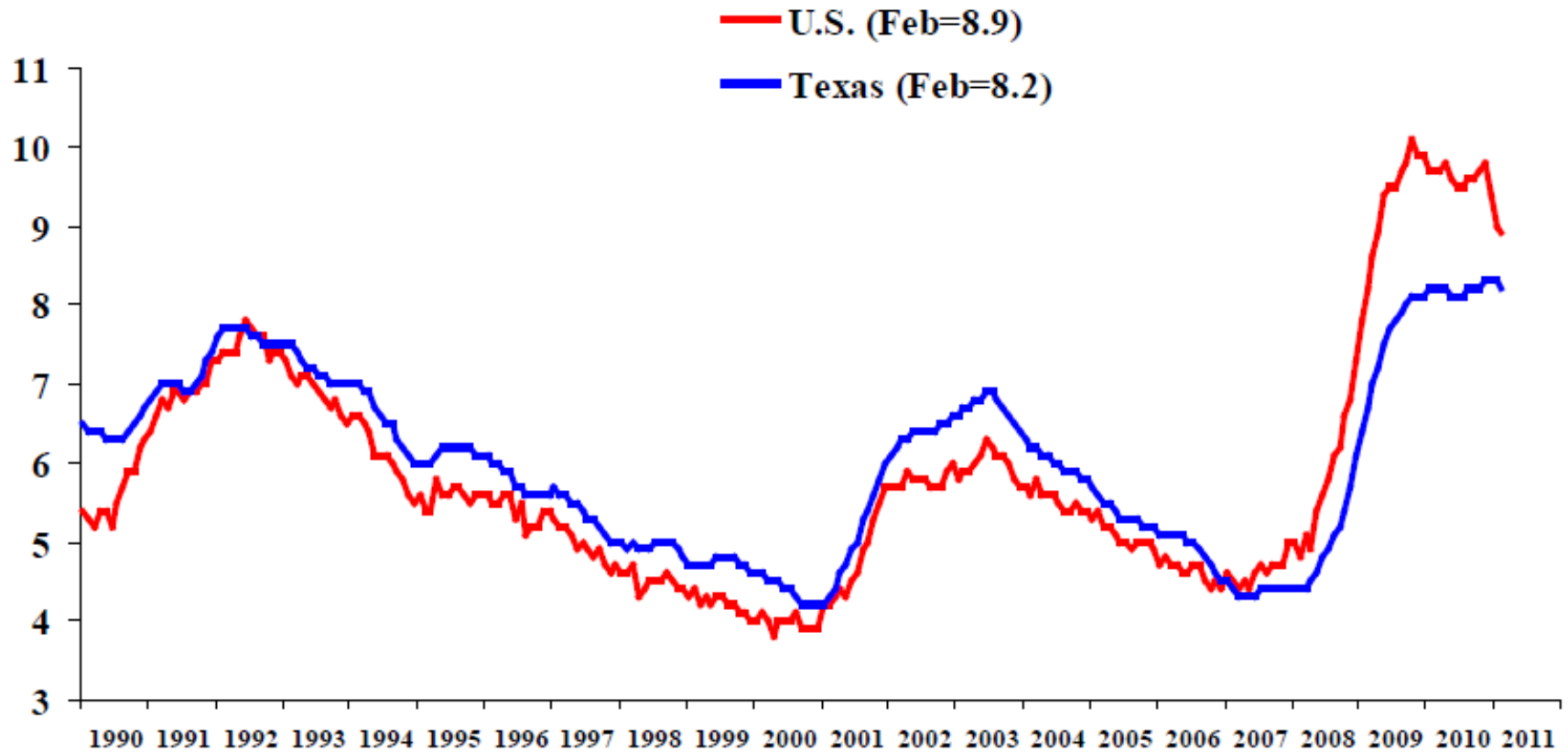


Source: BLS/TWC, seasonal and other adjustments by FRB Dallas

<http://www.dallasfed.org>

Texas and U.S. Unemployment Rate

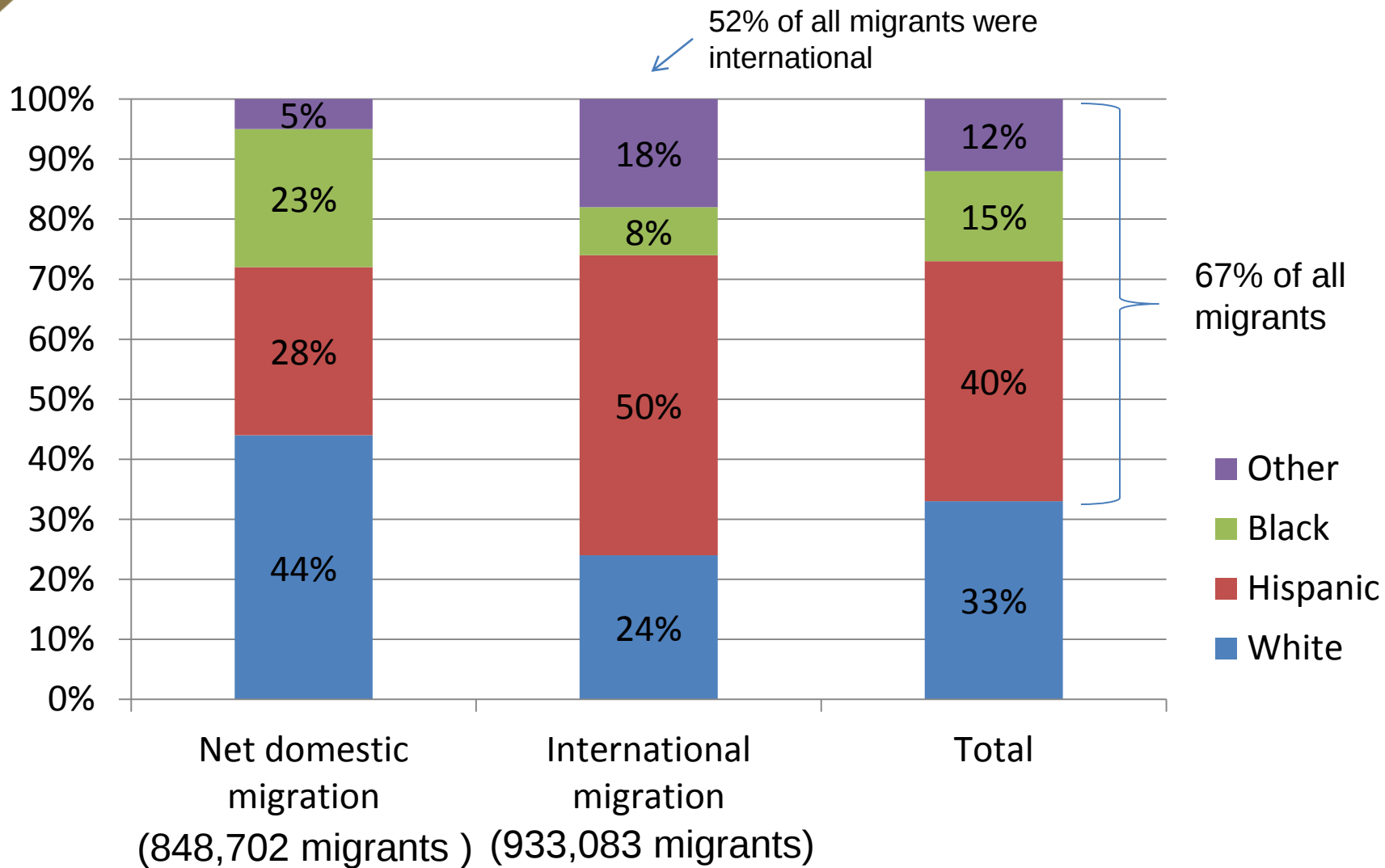
Percent, SA



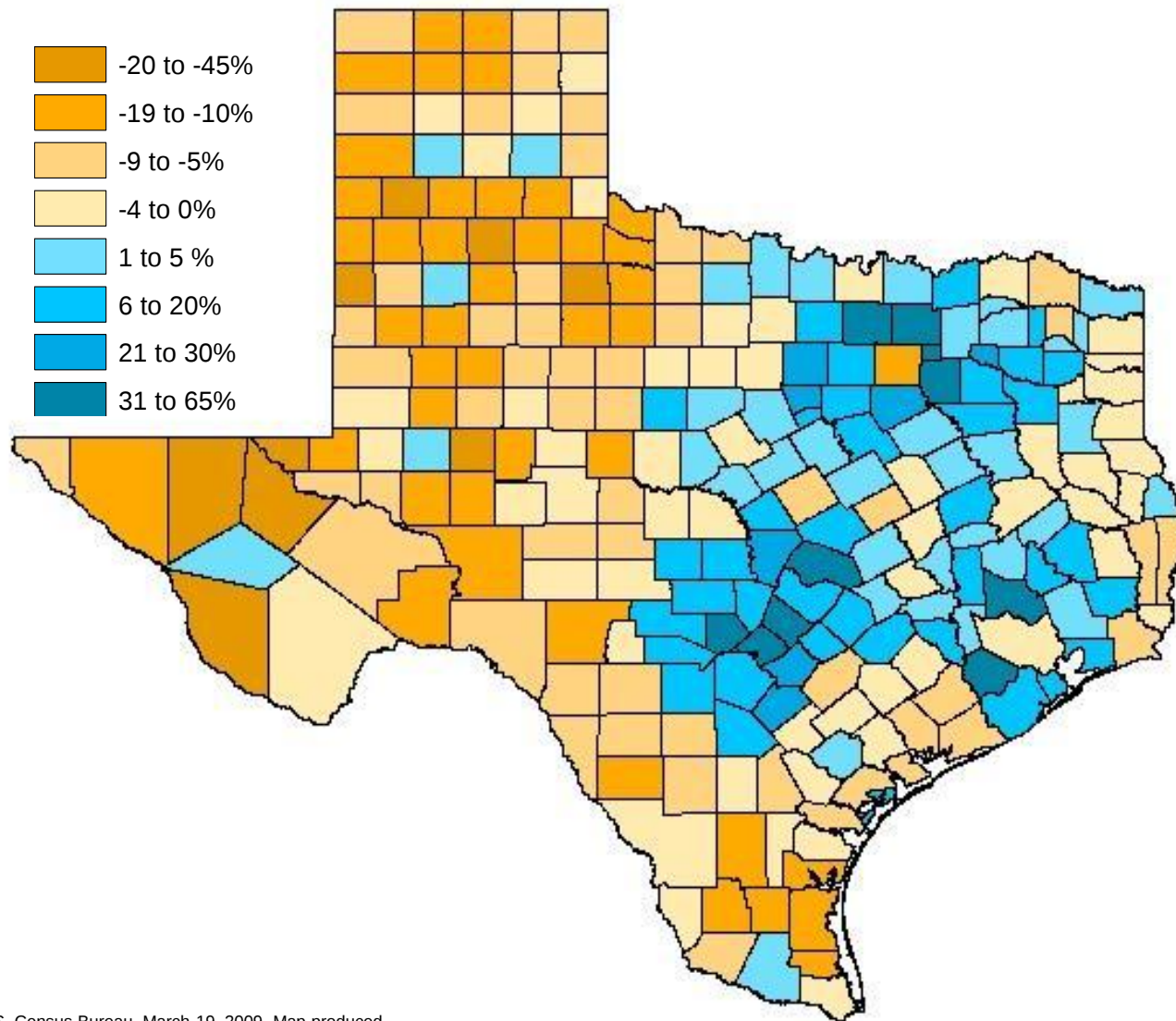
Source: BLS

<http://www.dallasfed.org>

Percent of Migrants to Texas between 2000 and 2009 by Race and Ethnicity

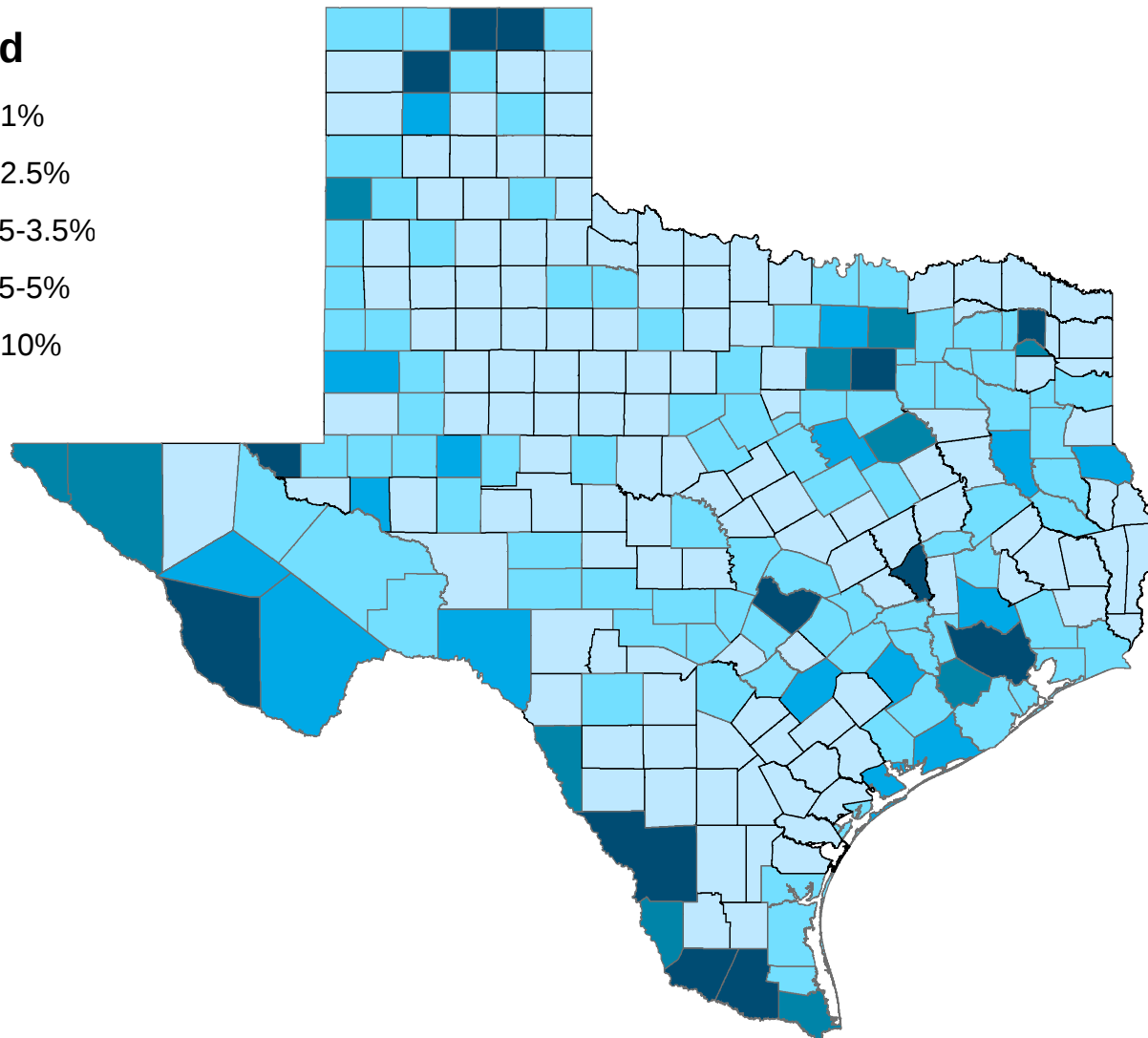
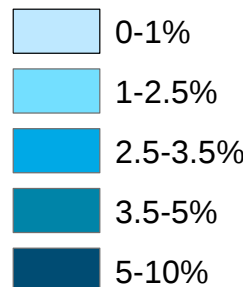


Estimated domestic migration (2000-2008) by county as a percentage of 2000 population



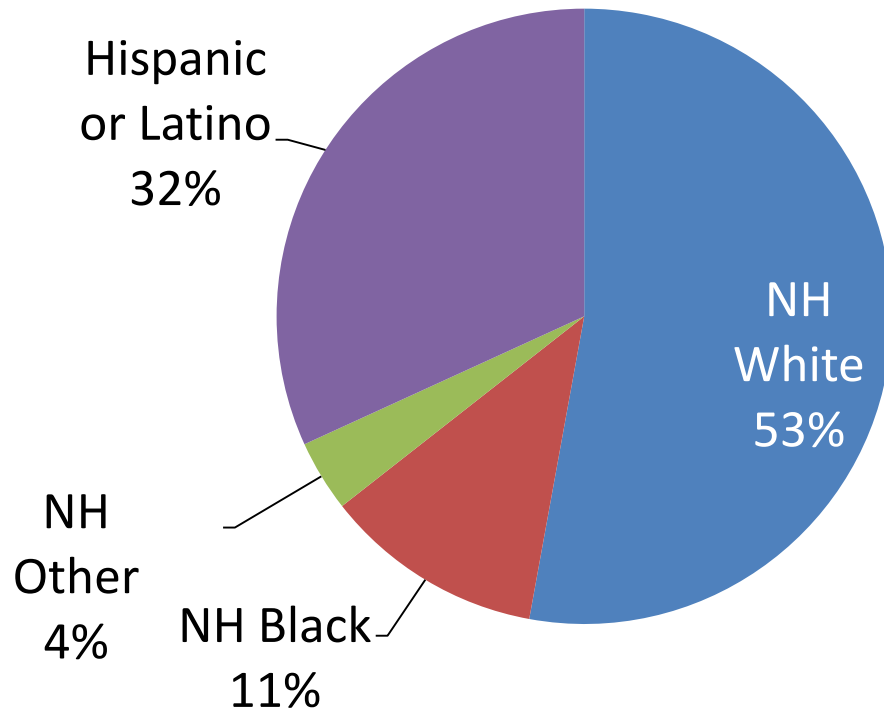
Estimated international migration (2000-2008) by county as a percentage of 2000 population

Legend

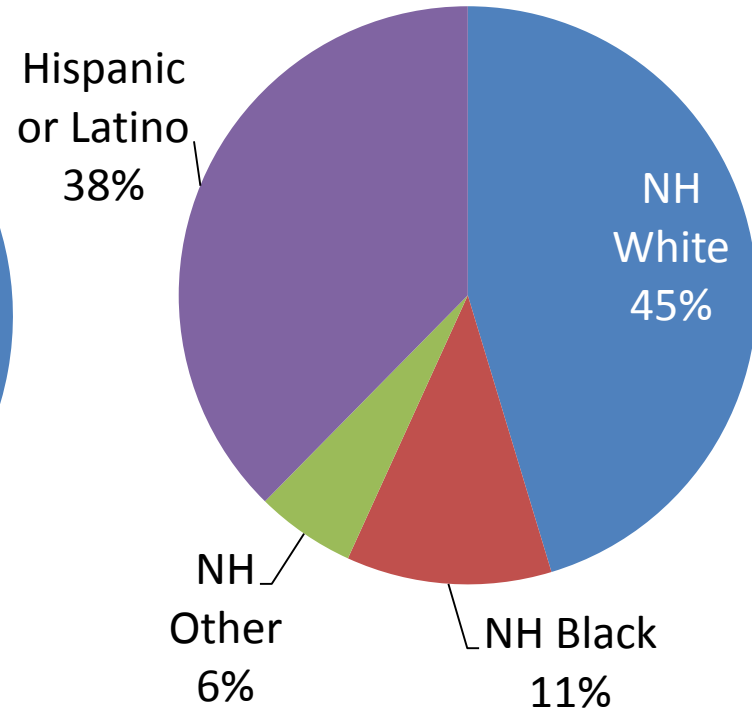


Texas Racial and Ethnic Composition, 2000 and 2010

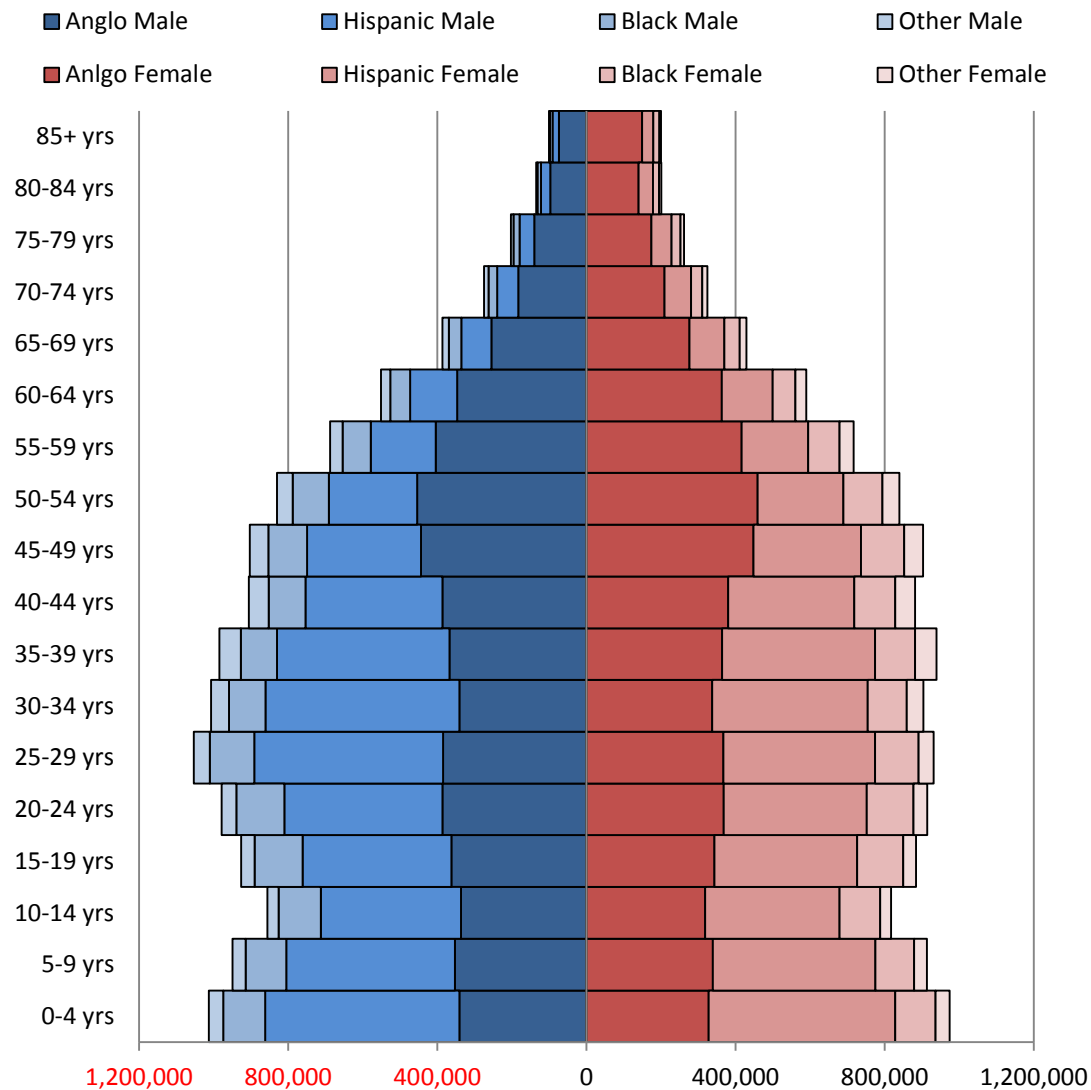
2000



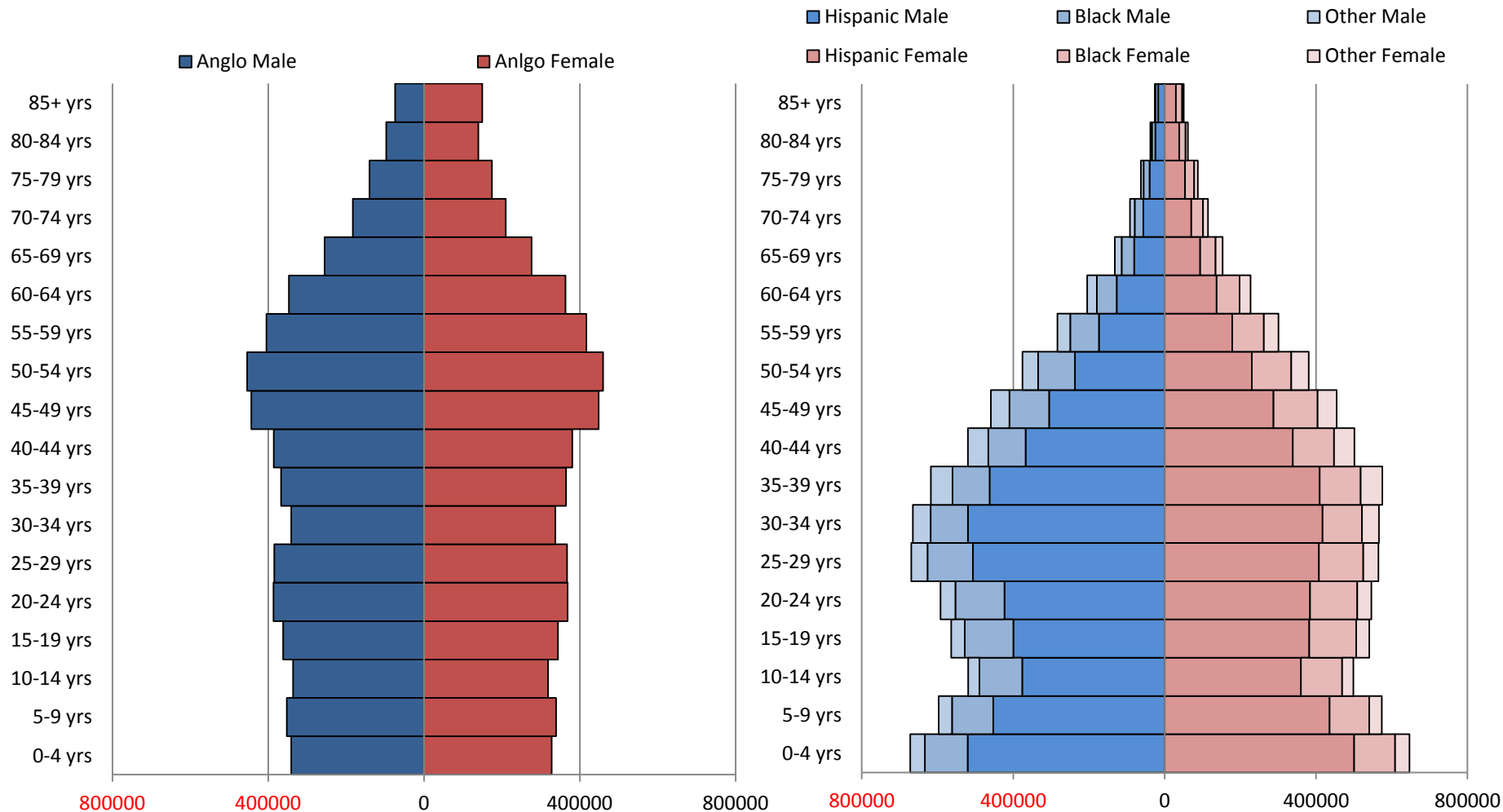
2010



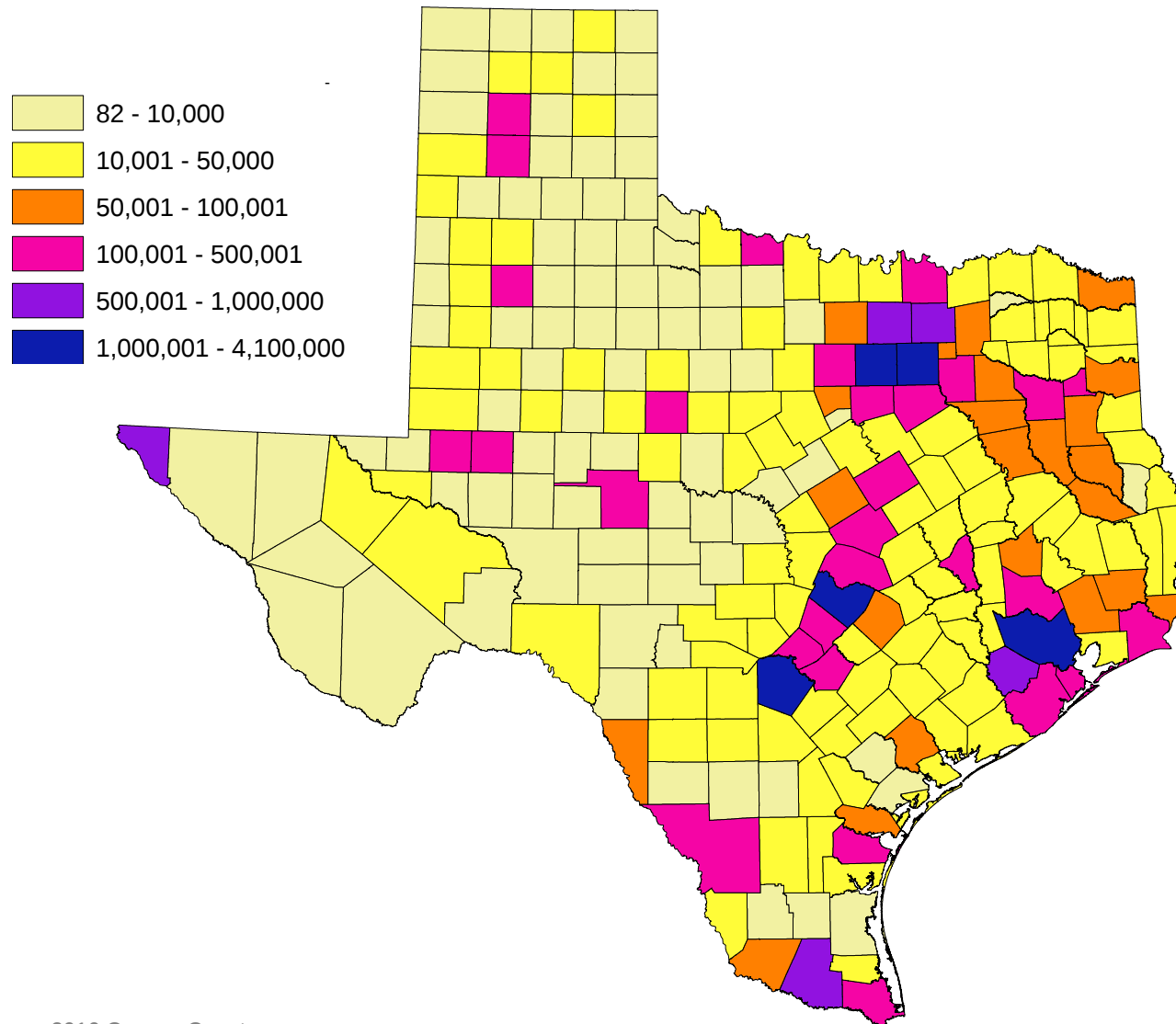
Projected Texas Population Pyramid by Race/Ethnicity, 2010



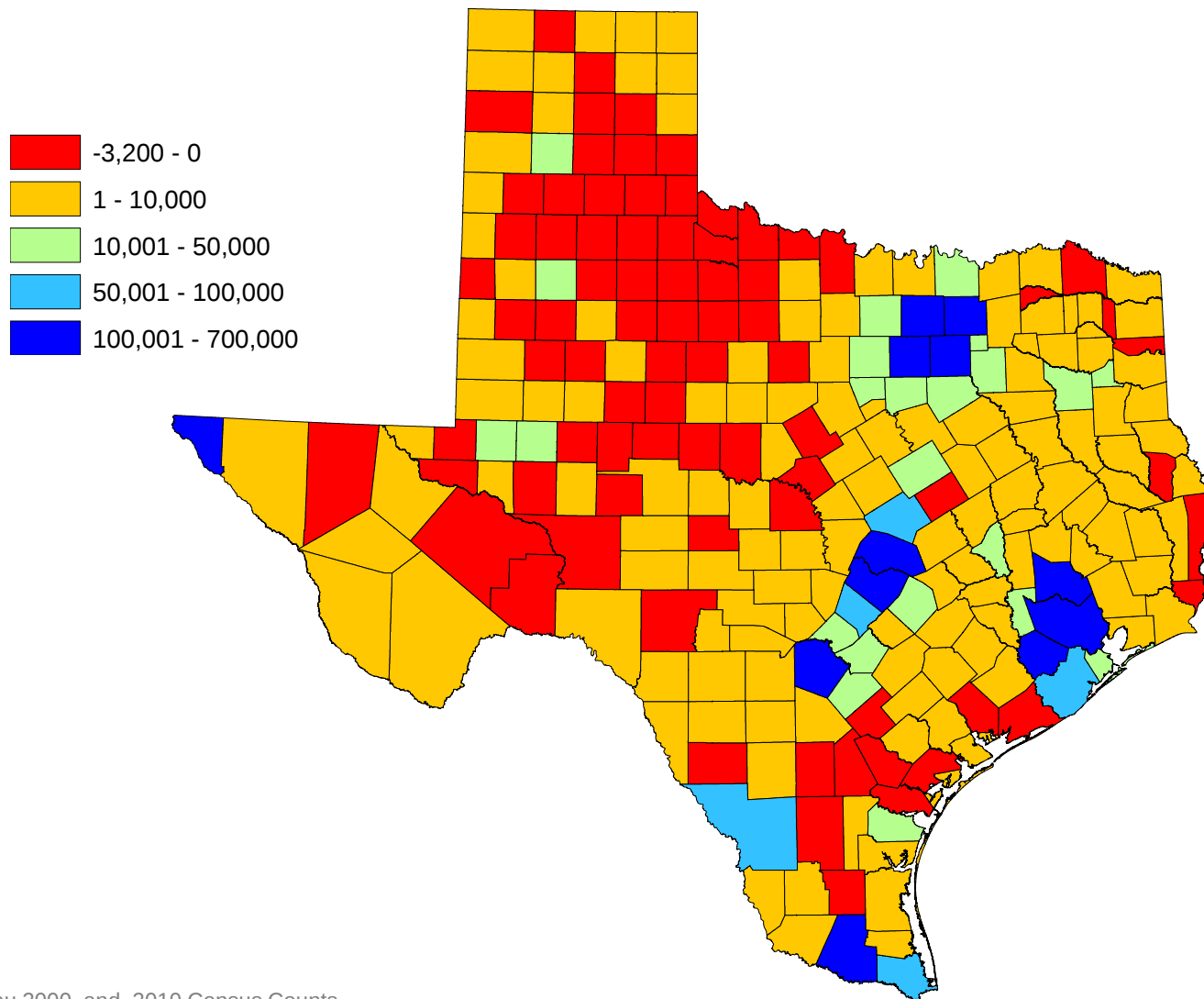
Projected Texas Population Pyramids by Race/Ethnicity, 2010



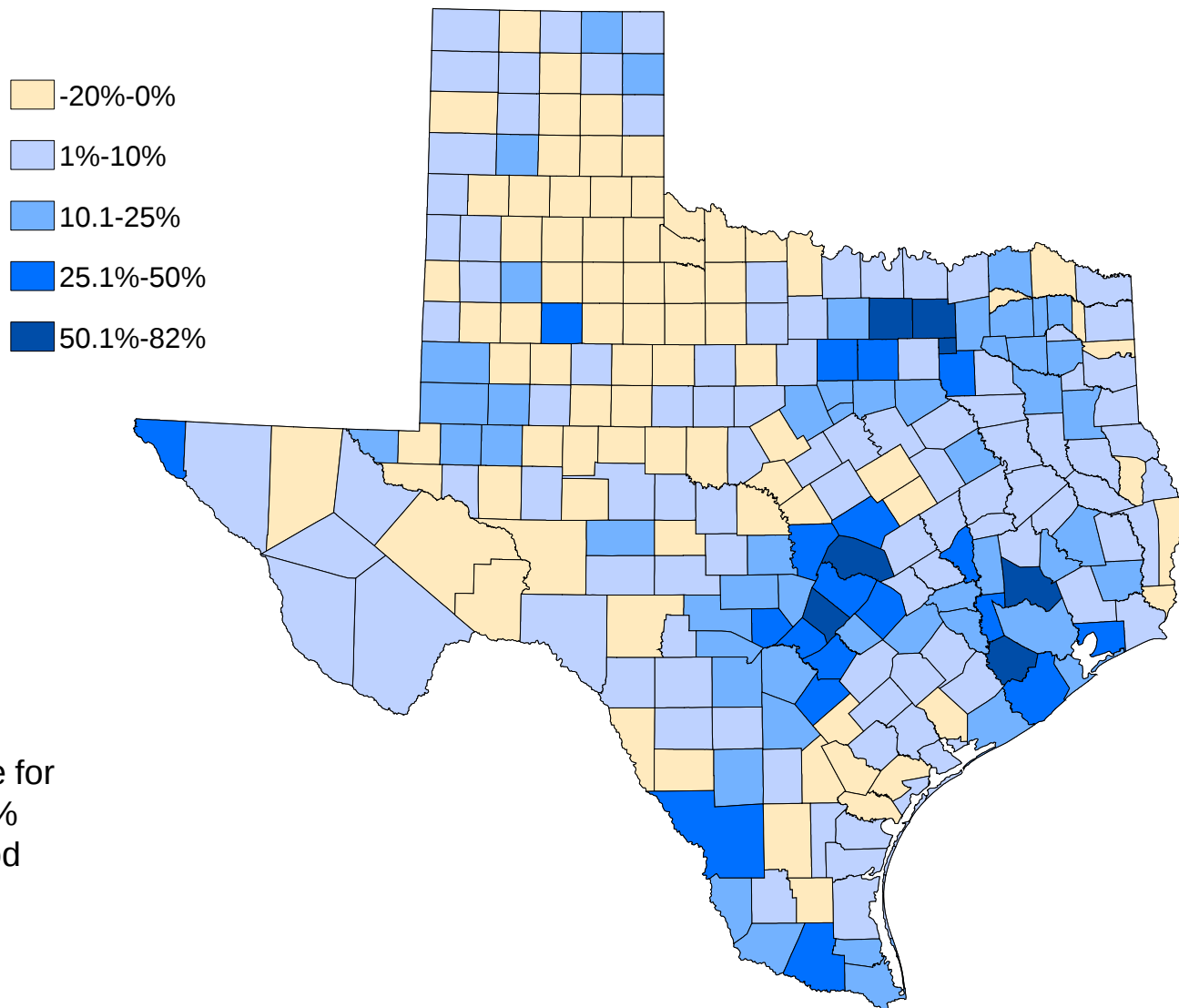
Total Population by County, 2010



Change of the Total Population by County, 2000 to 2010

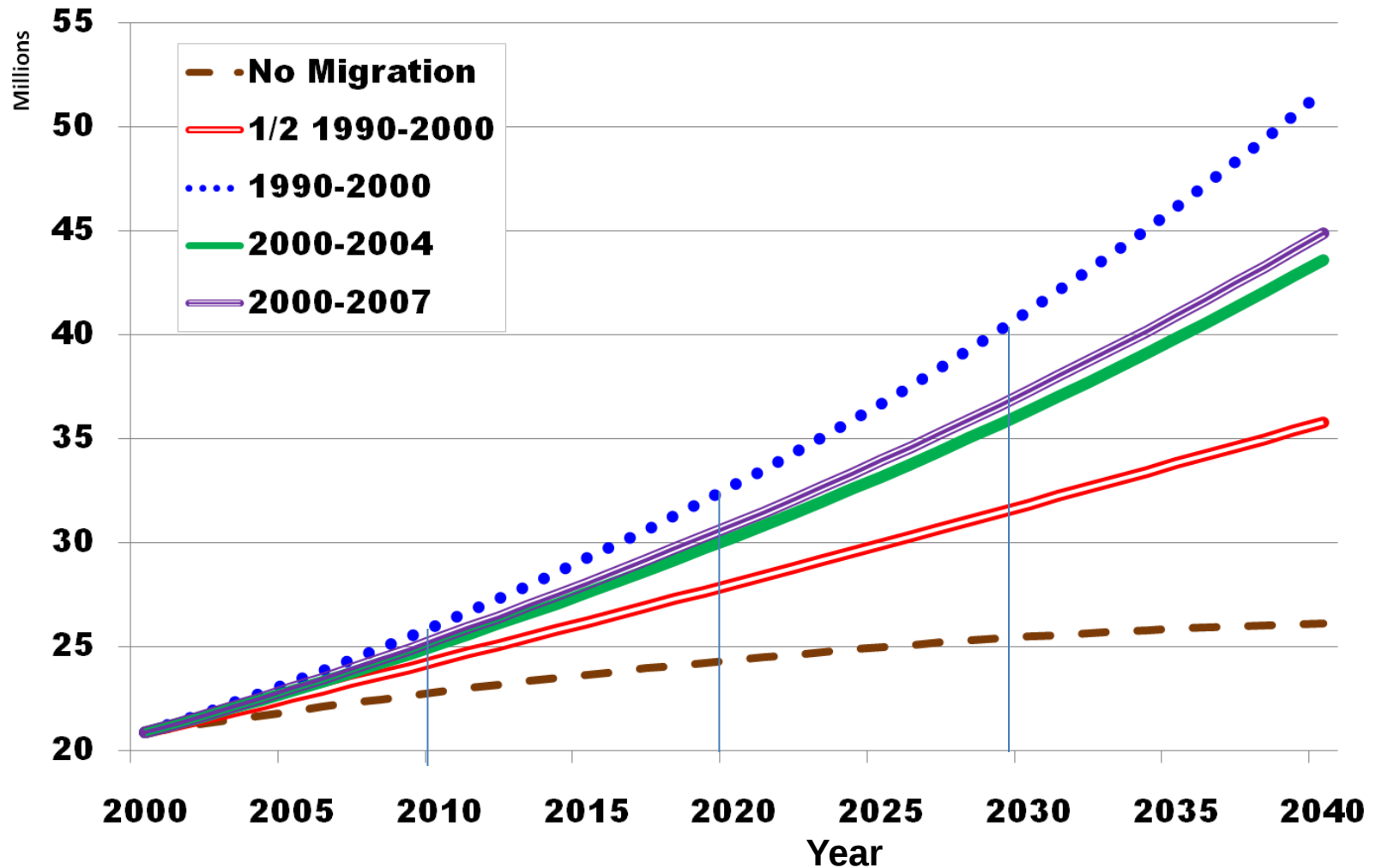


Percent Change of Total Population in Texas Counties, 2000-2010

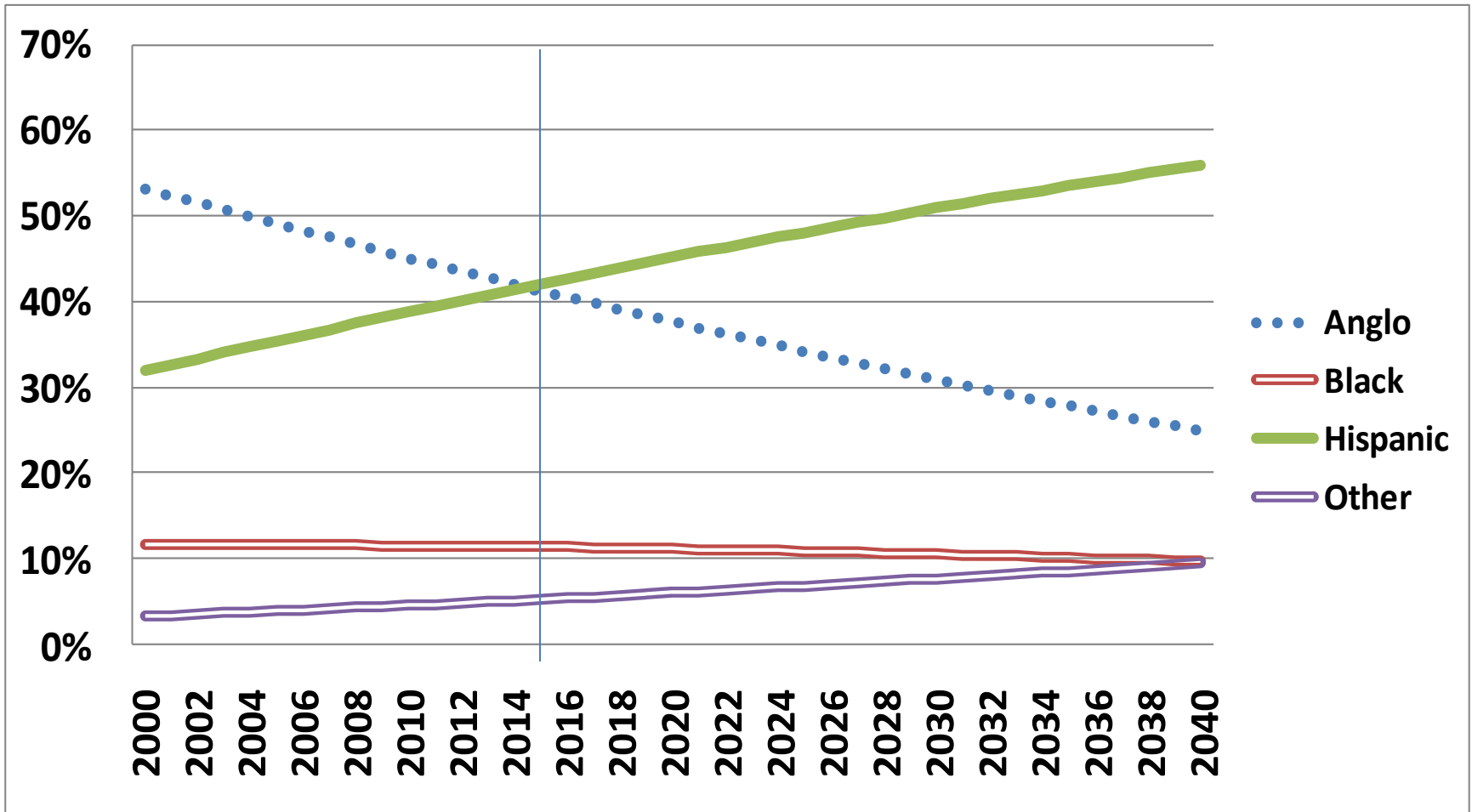


Population increase for
Texas was 20.6%
during this period

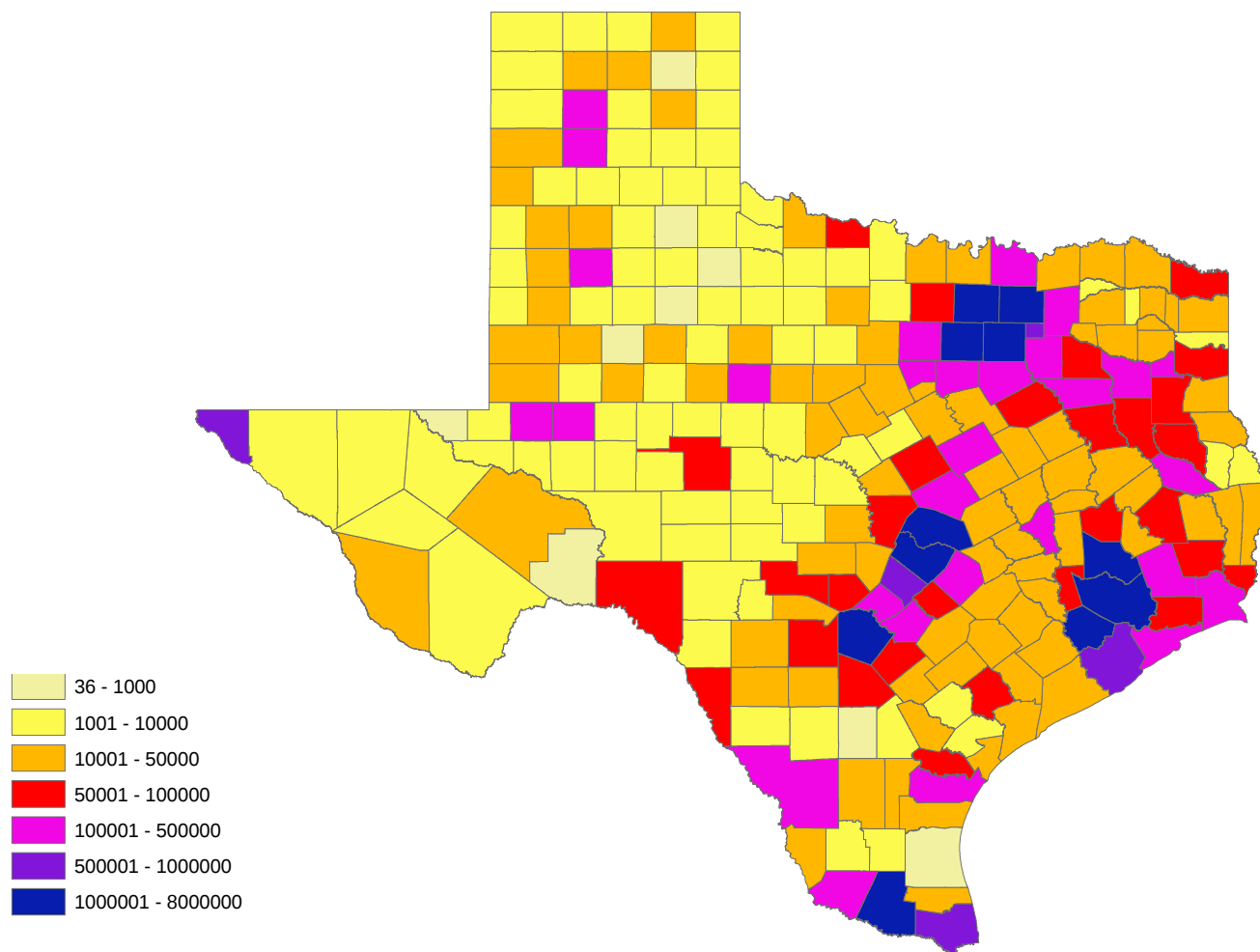
Projected Population Growth in Texas, 2000-2040



Projected Racial and Ethnic Percent, Texas, 2000-2040

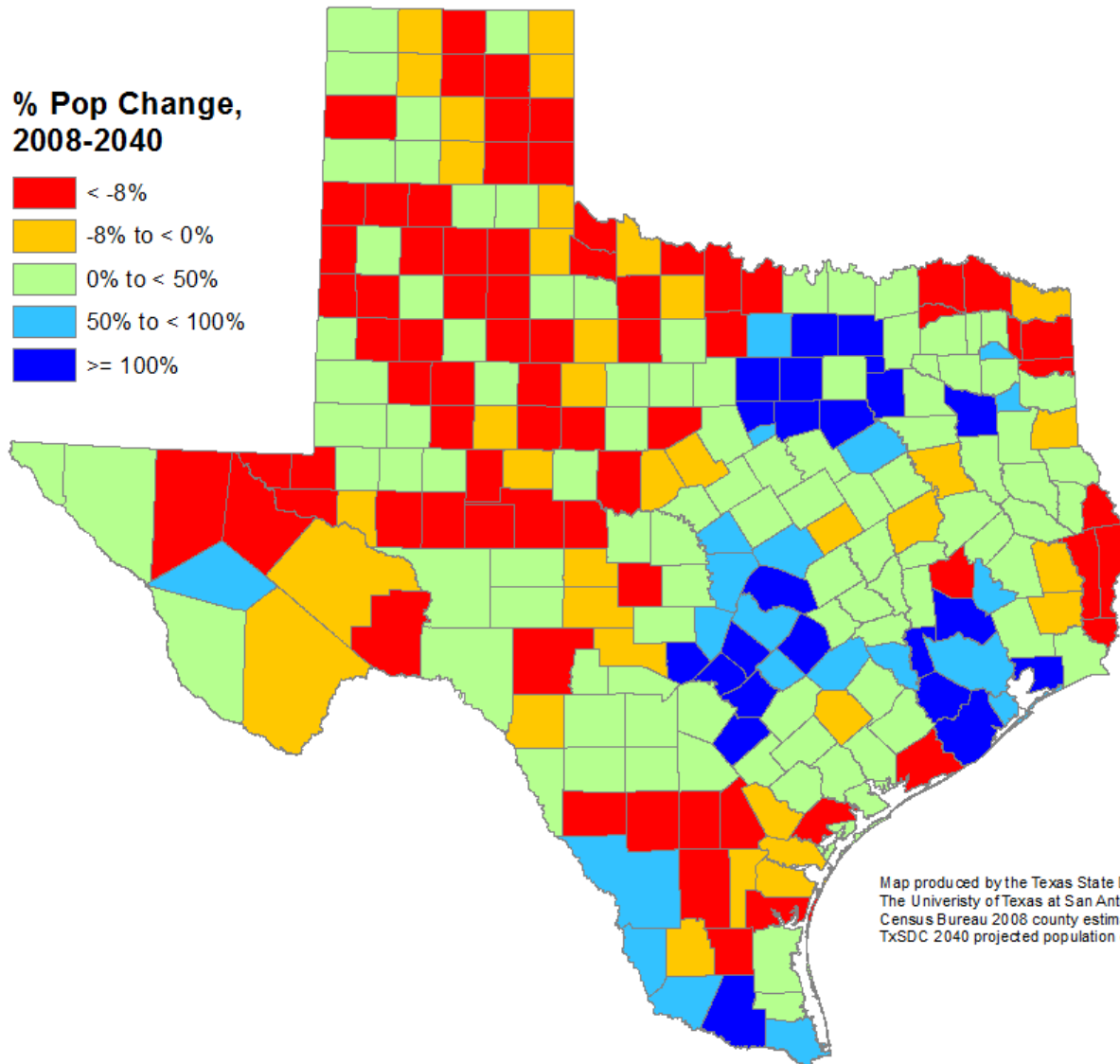


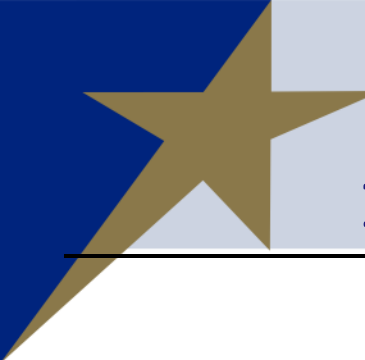
Projected population by county, Texas, 2040



Texas State Data Center, vintage 2008 population projections. Migration scenario 2 (2000-2007).

Percent Projected Change of Total Population in Texas Counties, 2008-2040

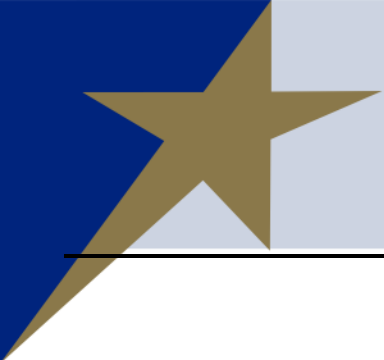




Population Growth in Corpus Christi MSA, 1980-2040 (2000-2008 Migration Scenario)

County	1980	1990	2000	2010	2040
Aransas	14,260	17,892	22,497	23,158	27,436
Nueces	268,215	291,145	313,645	340,223	305,904
San Patricio	58,013	58,749	67,138	64,804	69,221
Total	340,488	367,786	403,280	428,185	402,561

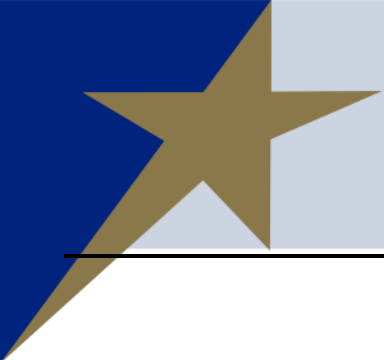
Sources: 1980-2010. U.S. Census Bureau Counts;
2040: State Data Center 2000-2008 Migration Scenario Projection



Population Growth in Corpus Christi MSA by Area, 1980-2040

County	1980	1990	2000	2010	2040
Number of Inhabitants by Area					
Nueces	268,215	291,145	313,645	340,223	305,904
Others	72,273	76,641	89,635	87,962	96,657
Total	340,488	367,786	403,280	428,185	402,561
Percent of Population in Area					
Nueces	79	79	78	79	76
Others	21	21	22	21	24
Total	100	100	100	100	100

Sources: 1980-2010. U.S. Census Bureau Counts;
2040: State Data Center 2000-2008 Migration Scenario Projection

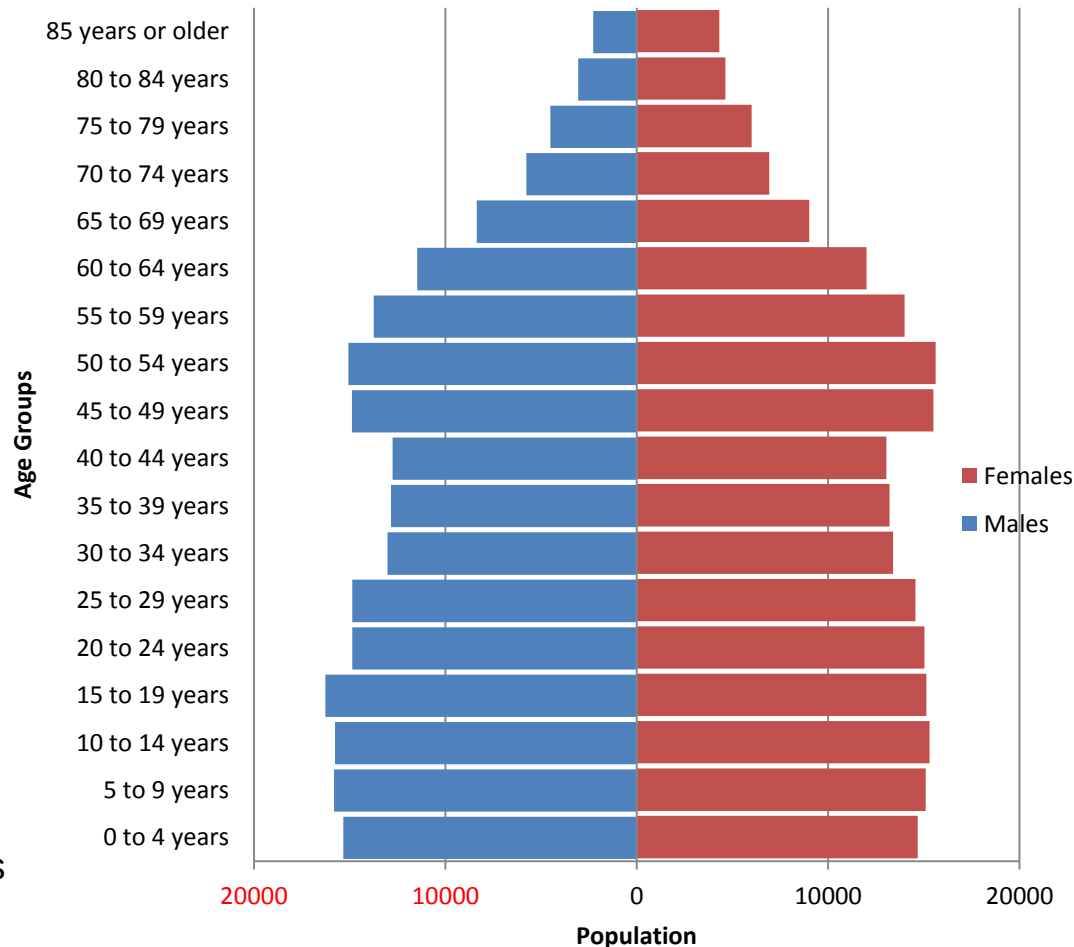


Components of Change for Corpus Christi MSA, 2000 to 2009

County	Population			Births- Deaths	Migration	
	2000	2009	Change		Foreign	Domestic
Aransas	22,497	24,826	2,329	-222	348	2,298
Nueces	313,645	323,046	9,401	23,793	3,005	-15,566
San Patricio	67,138	68,223	1,085	5,719	-36	-4,387
Total	403,280	416,095	12,815	29,290	3,317	-17,655

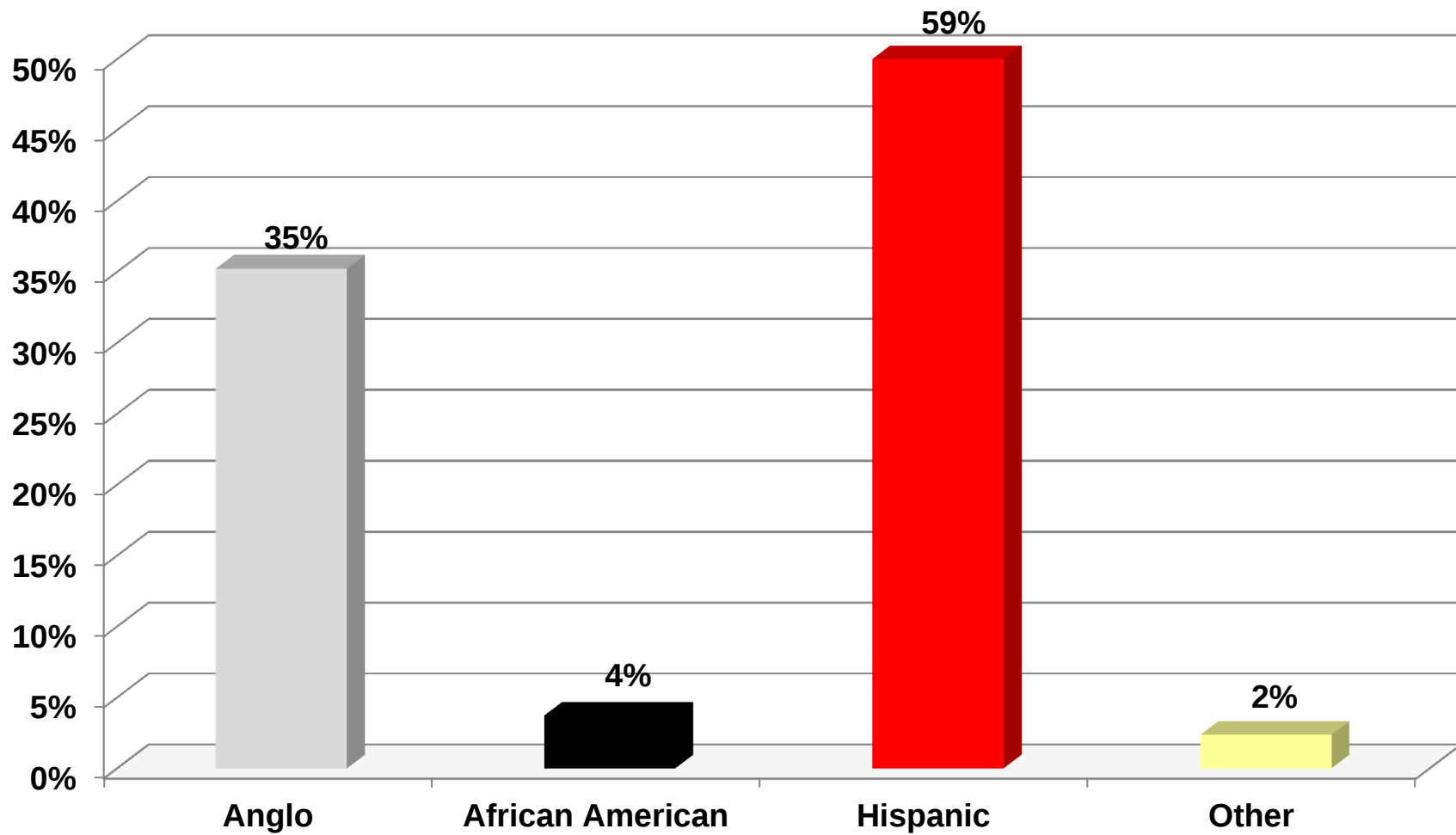
Source: U.S. Bureau of the Census Counts (2000); Estimate (2009)

Age-Sex Population Pyramid for Corpus Christi MSA, 2010



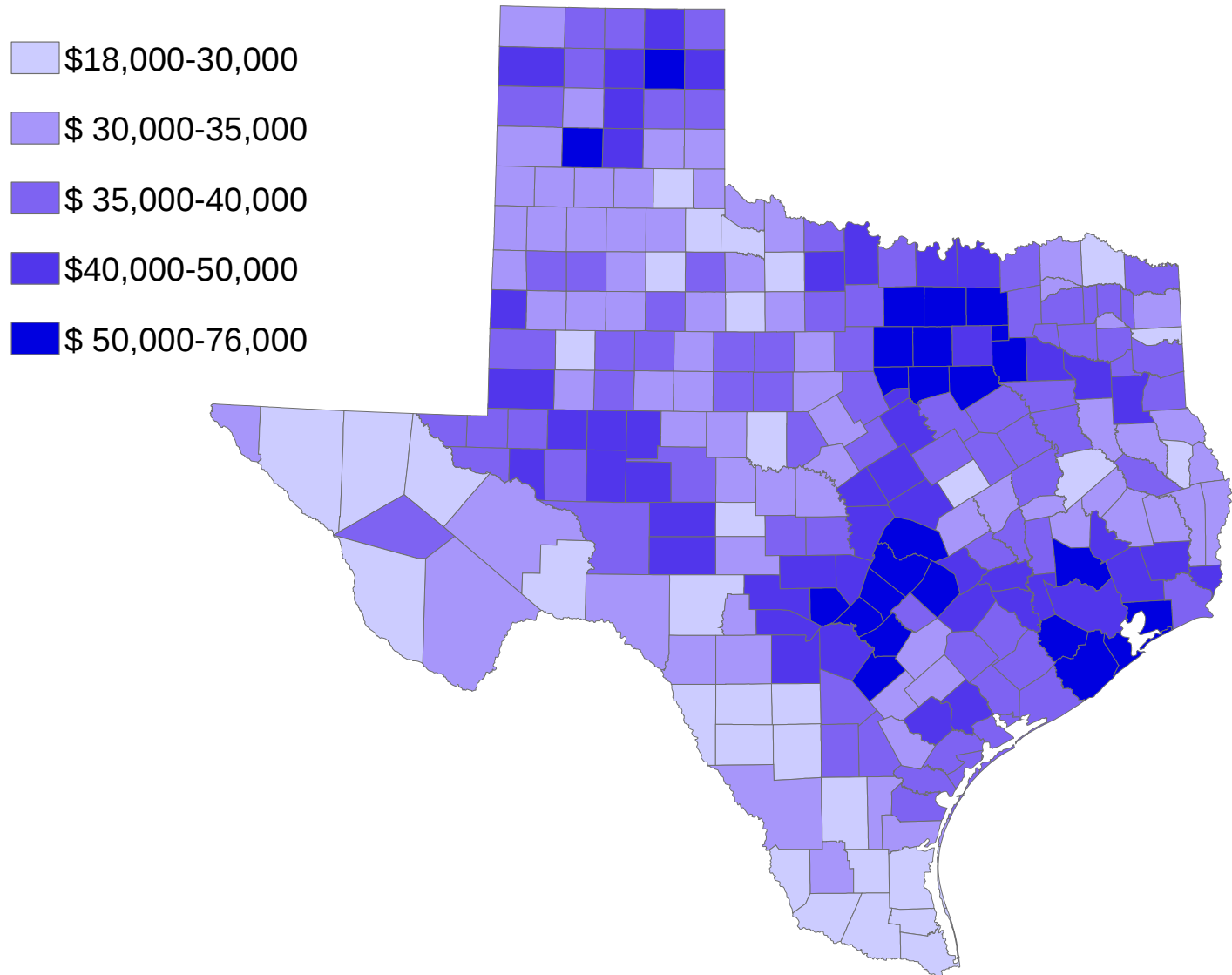
Median Age
Total: 36 Years
Males: 34.8 Years
Females: 37.2 Years

Ethnic Composition of Corpus Christi MSA, 2009

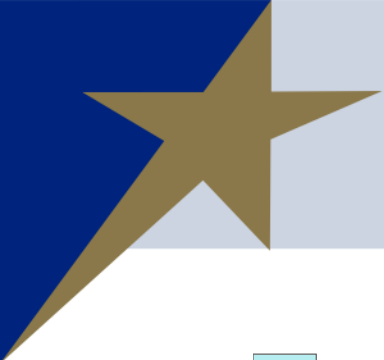


Source: State Data Center 2009 Population Estimates

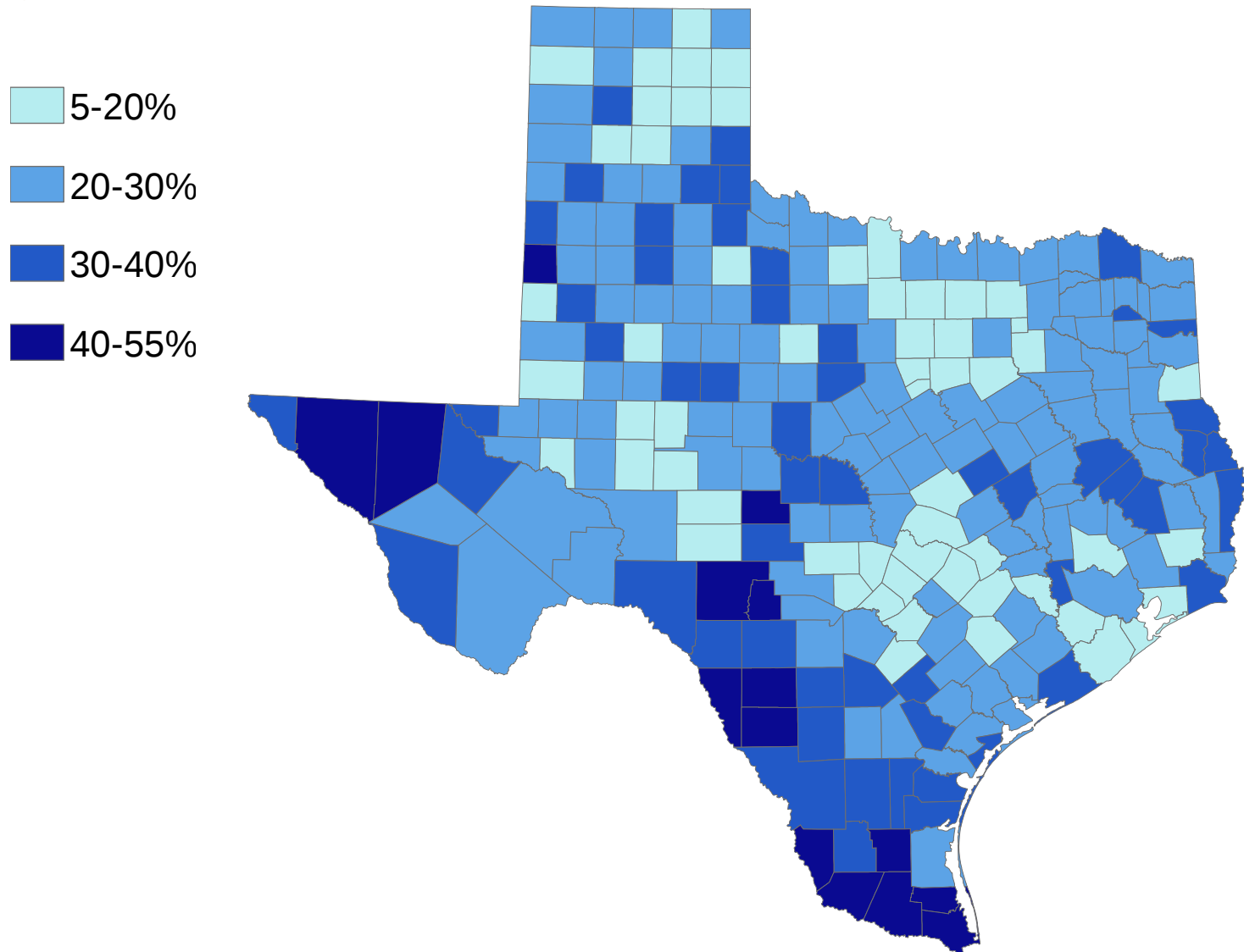
Median Household Income by County, 2006-2008



Source: U.S. Census Bureau, American Community Survey, 3-Year Sample 2006-2008



Percent of the Population Less than 18 Years of Age, Living Under Poverty for During Past 12 Months, 2006-2008



Source: U.S. Census Bureau, American Community Survey, 3-Year Sample 2006-2008

Demographics and Destiny



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Internet: <http://osd.state.tx.us>

25 Million Reasons to be Proud of Texas (among a few more)

Demographic Highlights

TEXAS is:

big. The population of Texas is the second largest in the United States, exceeding 25 million people in 2010.⁷

young. Approximately 28% of Texas' population is under 18 and only 10% of the population is older than 65 years.¹ Webb County in Texas, has the youngest population in the U.S. with children younger than 5 comprising 12.8% of the population.⁸

embracing of culture and diversity. Approximately 9 million or 38% of Texans are of Hispanic descent, 2.8 million or 12% are African Americans, and 1 million or 4% are other (non-Anglo mainly of Asian descent).¹ In about a decade, it is expected that Texas' population will have more persons of Hispanic descent than any other racial or ethnic group.⁴

a desired place to live and work. Net in-migration to Texas accounts for almost half of the population growth in recent years.¹ More than 171,900 college graduates moved into Texas each year between 2006 and 2008, placing Texas as 2nd in the Nation by this measure.

urban. Texas has three of the top 10 largest cities in the Nation.³ Several of the metropolitan areas in Texas are among the most rapidly growing in the Nation.⁵

25 Million Reasons to be Proud of Texas (among a few more)

Demographic Highlights

TEXAS is:

rural. Texas is the second largest state in the Nation in terms of square miles (268,601) and approximately 17% of the population lives in rural areas.¹

a working state. Texas has a civilian labor force of more than twelve million workers and an unemployment rate lower than in most States.⁶

family oriented. Texas ranks 3rd among states for the percent of households which are married-couple families with children (24.4%).²

multigenerational. Texas ranks 3rd among states for percent of households which are multigenerational (4.5%).²

growing – fast. Texas gained more population than any other state in the last estimate year (between 2000 and 2010), adding **4,293,741** people.⁷ Among cities over 100,000 population in the U.S., 4 of the 10 fastest growing areas are in Texas (2007-2008 change).⁷