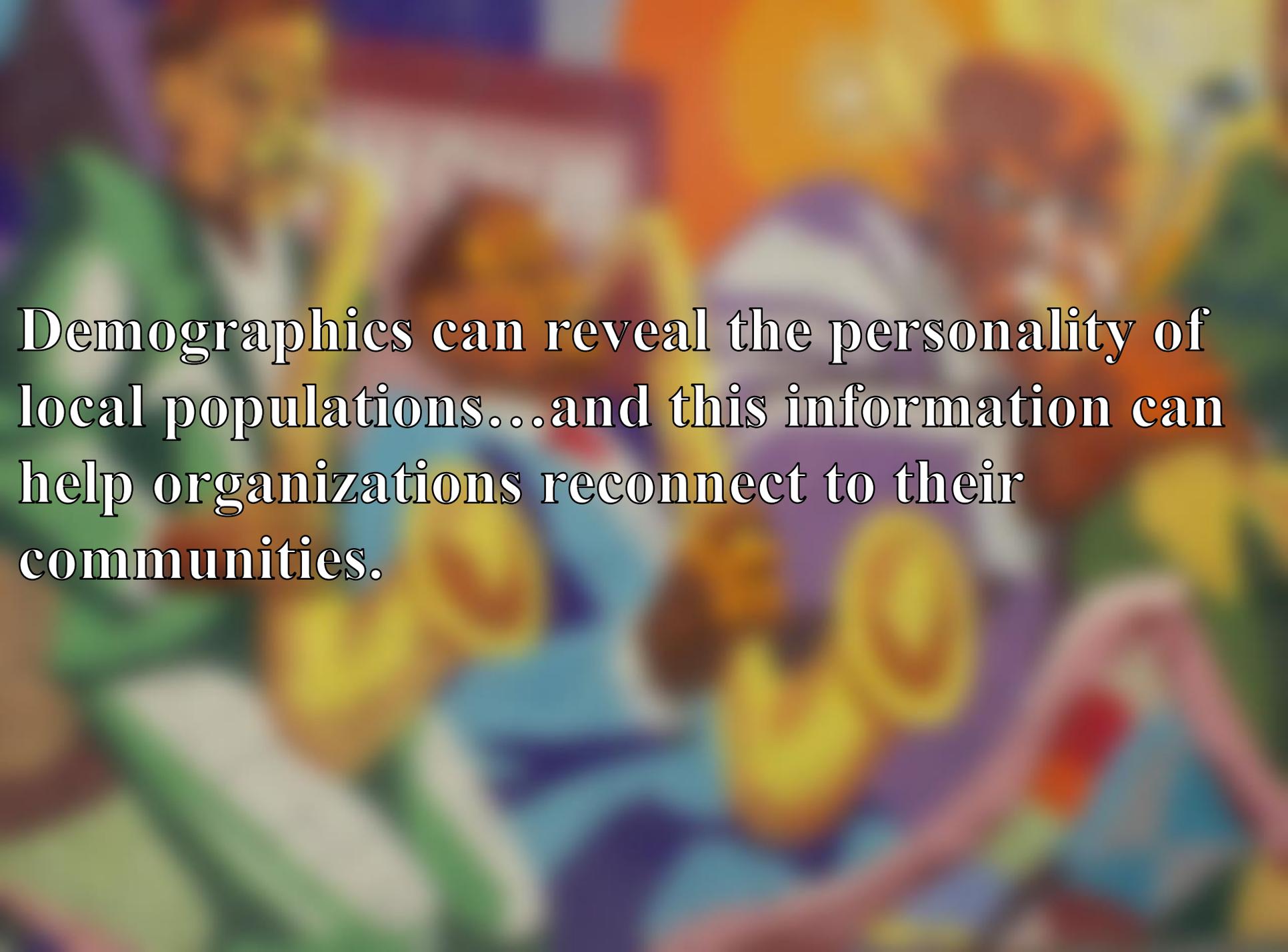


# Know Thyself...and Thy Neighbor

2016 Story of Texas Workshop

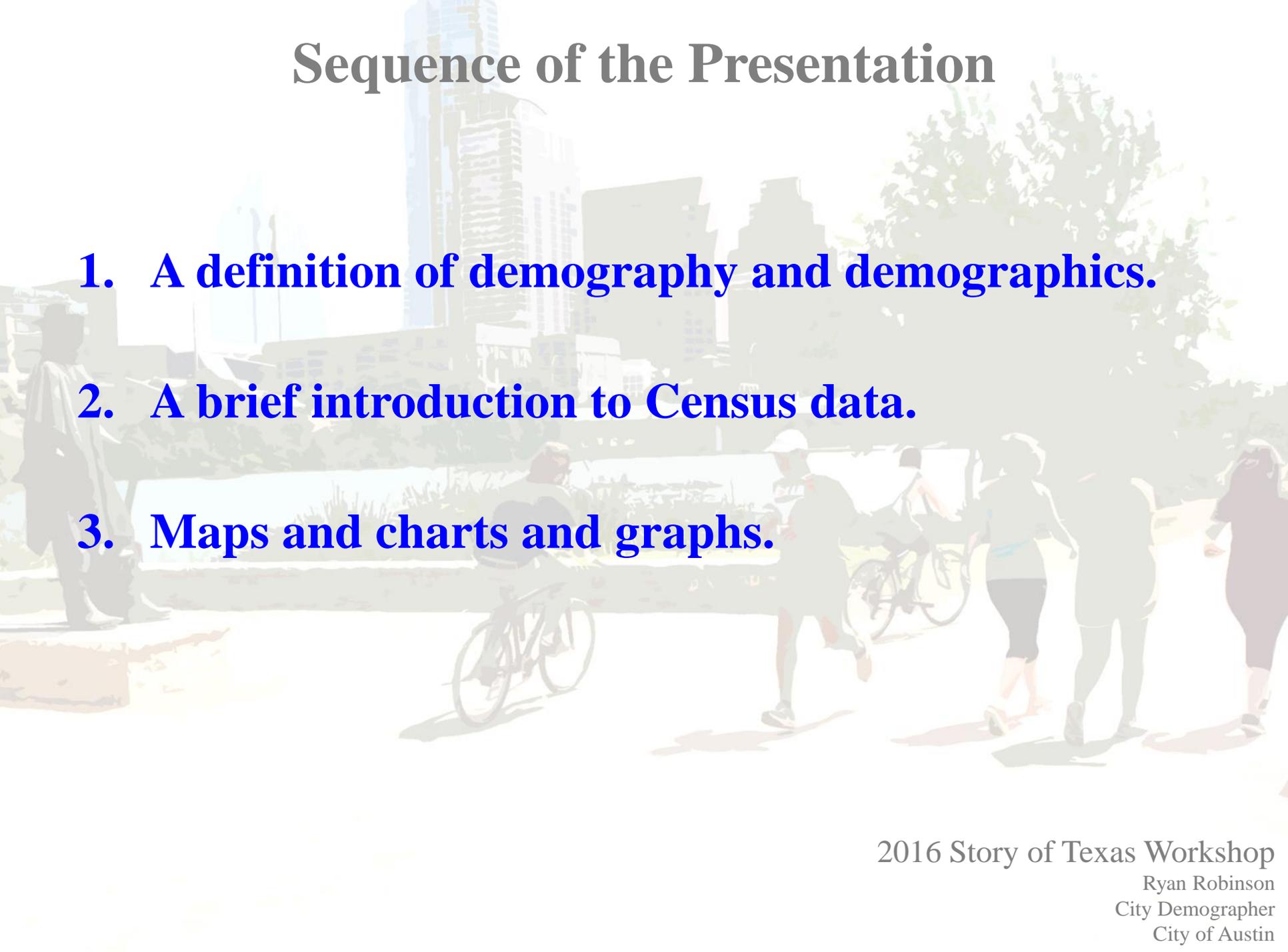
September 26, 2016

Ryan Robinson  
City Demographer,  
Planning and Zoning Department, City of Austin



Demographics can reveal the personality of local populations...and this information can help organizations reconnect to their communities.

# Sequence of the Presentation

The background of the slide features a bright, slightly faded image of a city skyline with several tall buildings. In the foreground, there is a park-like setting with a paved path. Several people are visible: a person walking on the left, a person riding a bicycle in the center, and a group of people walking on the right. The overall scene is bright and sunny.

- 1. A definition of demography and demographics.**
- 2. A brief introduction to Census data.**
- 3. Maps and charts and graphs.**

2016 Story of Texas Workshop

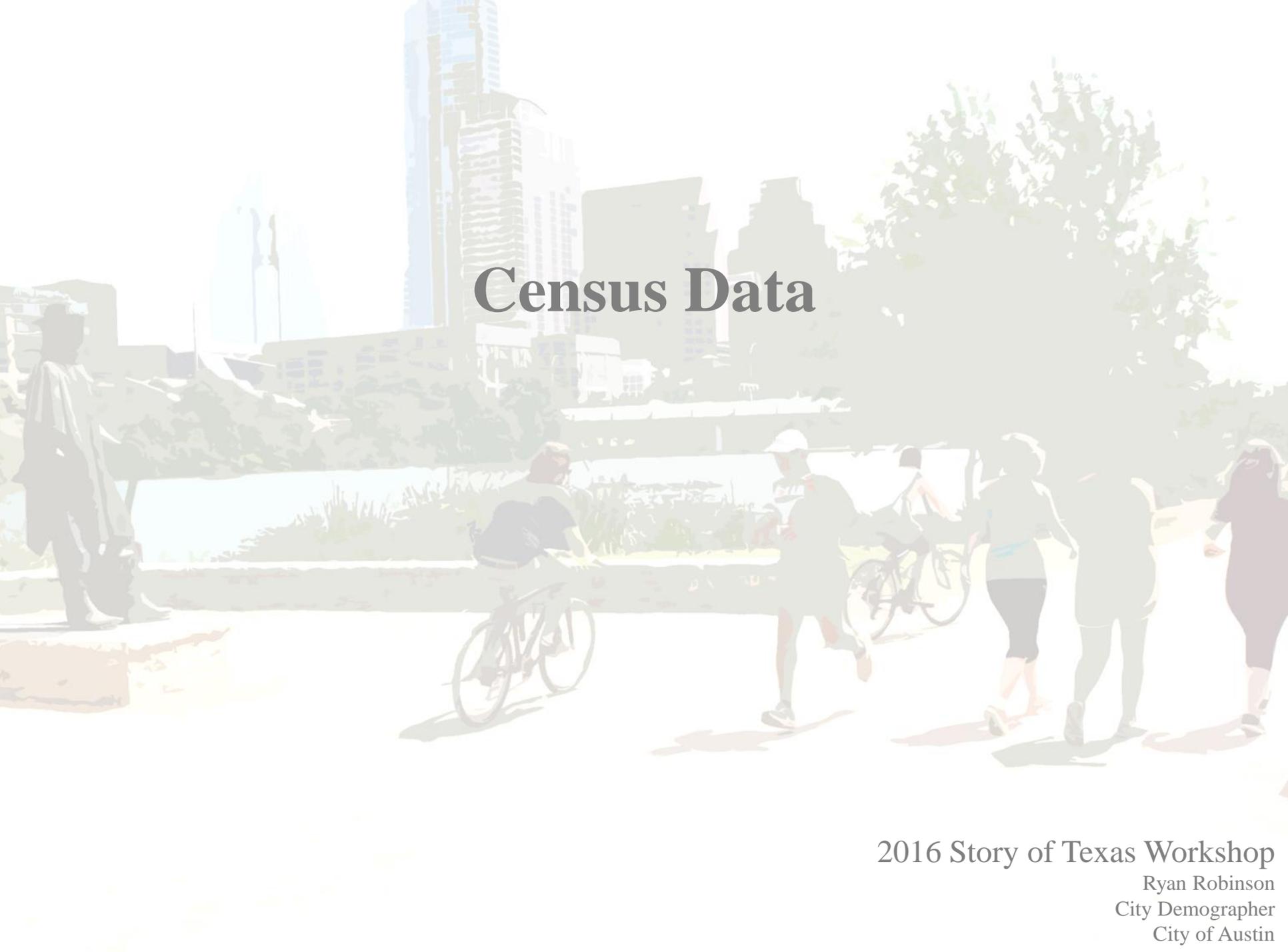
Ryan Robinson  
City Demographer  
City of Austin



...measuring people...

2016 Story of Texas Workshop

Ryan Robinson  
City Demographer  
City of Austin



# Census Data

2016 Story of Texas Workshop

Ryan Robinson  
City Demographer  
City of Austin

# Decennial Census Data



- Topics: Population, Economy
- Geography: Maps, Products
- Library: Infographics, Publications
- Data: Tools, Developers
- Surveys/Programs: Respond, Survey Data
- Newsroom: News, Blogs
- About Us: Our Research

--once every ten years  
 --a full count of every household in the country  
 --just the basics: population and housing

## 2015 Income, Poverty and Health Insurance Coverage and Supplemental Poverty Measure

Real median household income increased by 5.2 percent between 2014 and 2015 while the official poverty rate decreased 1.2 percentage points.



### POPULATION CLOCK

U.S. Population: 324,342,735

World Population: 7,373,832,222

Sep 22, 2016 19:58 UTC (Eastern+5) [Learn More >>](#)

### QUICKFACTS

**Did You Know?**  
 Population per square mile in North Carolina is 196.1

Source: 2010 Census

Select a state to begin

### U.S. Census Bureau Economic Indicators

U.S. Retail Sales Report	1,142,000	↓
August 2016 Report	Housing starts	-5.8%
Released 8:30 AM EDT, 9/20/16		
Business Inventories	\$1,813.2 B	↑
July 2016 Report		0.0%
Released 10:00 AM EDT, 9/15/16		
Advance Monthly Retail Sales	\$456.3 B	↑

\* change not statistically significant  
 \* significance not reported / applicable

# The American Community Survey

--performed every year  
 --based on a tiny sample...~1.8%

### Latest News

-  **2015 Forum on Ethnic Groups From the Middle East and North Africa**  
 September 22, 2016  
 Meeting summary and main findings report from the Census Bureau's forum on testing a Middle Eastern or North African category on the 2015 National Content Test.
-  **Annual Survey of Entrepreneurs Webinar**  
 September 20, 2016  
 The U.S. Census Bureau will hold a webinar to highlight statistics released from the Annual Survey of Entrepreneurs.
-  **State and Local Government Tax Revenue: Second Quarter 2016**  
 September 20, 2016  
 Provides quarterly estimates of state and local government tax revenue at a national level, as well as detailed tax revenue data for individual states.
- Encuesta sobre la Comunidad Estadounidense del 2015**

### Stat of the Day

#### Poverty Rates

Poverty rates in 2015 ranged from a low of 8.2 percent in New Hampshire to a high of 22.0 percent in Mississippi.

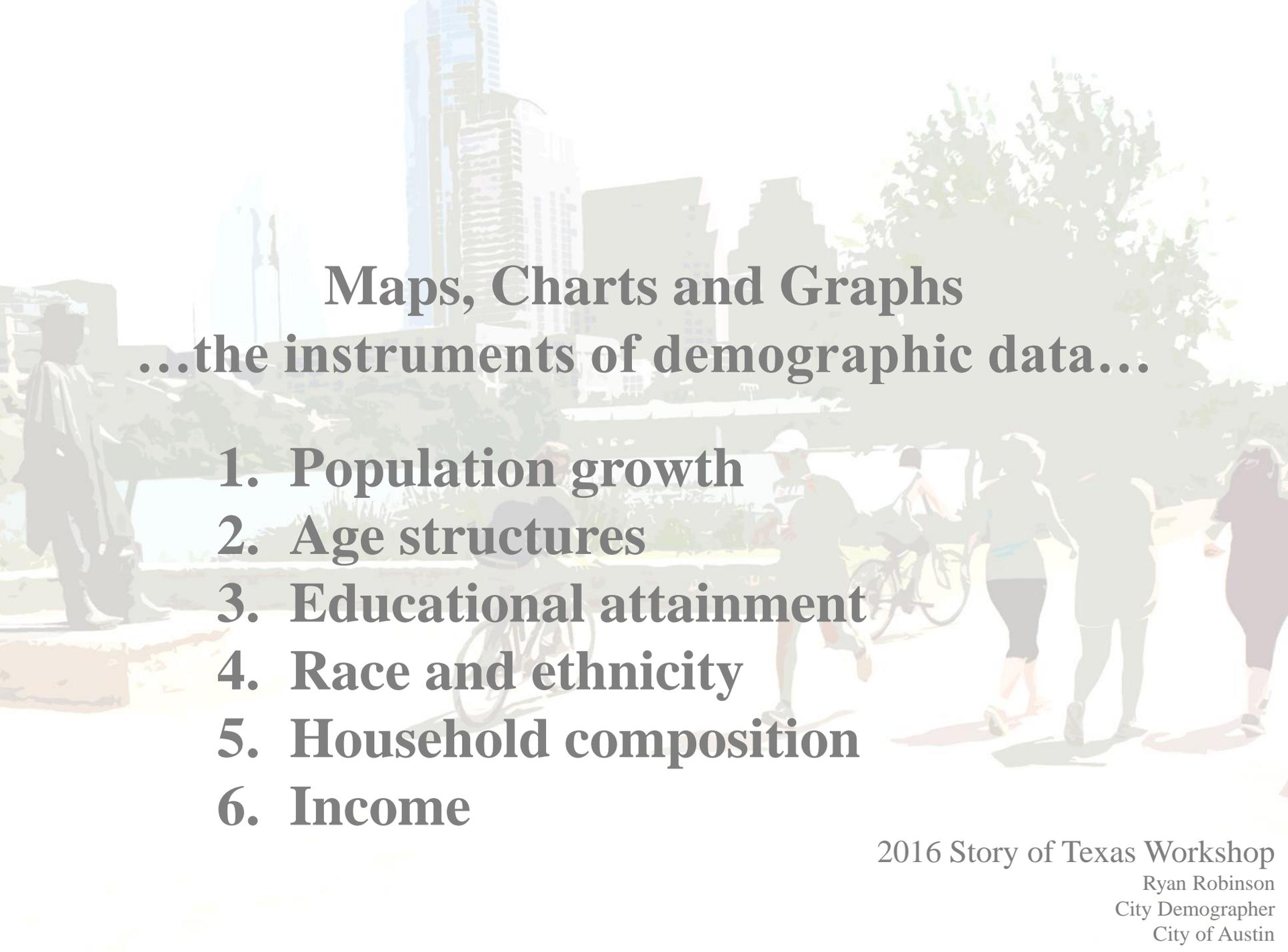
[Read More](#)



## Are You in a Survey?

[Learn more >>](#)

### The Week Ahead



# Maps, Charts and Graphs ...the instruments of demographic data...

1. Population growth
2. Age structures
3. Educational attainment
4. Race and ethnicity
5. Household composition
6. Income

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Ryan Robinson  
City Demographer  
City of Austin

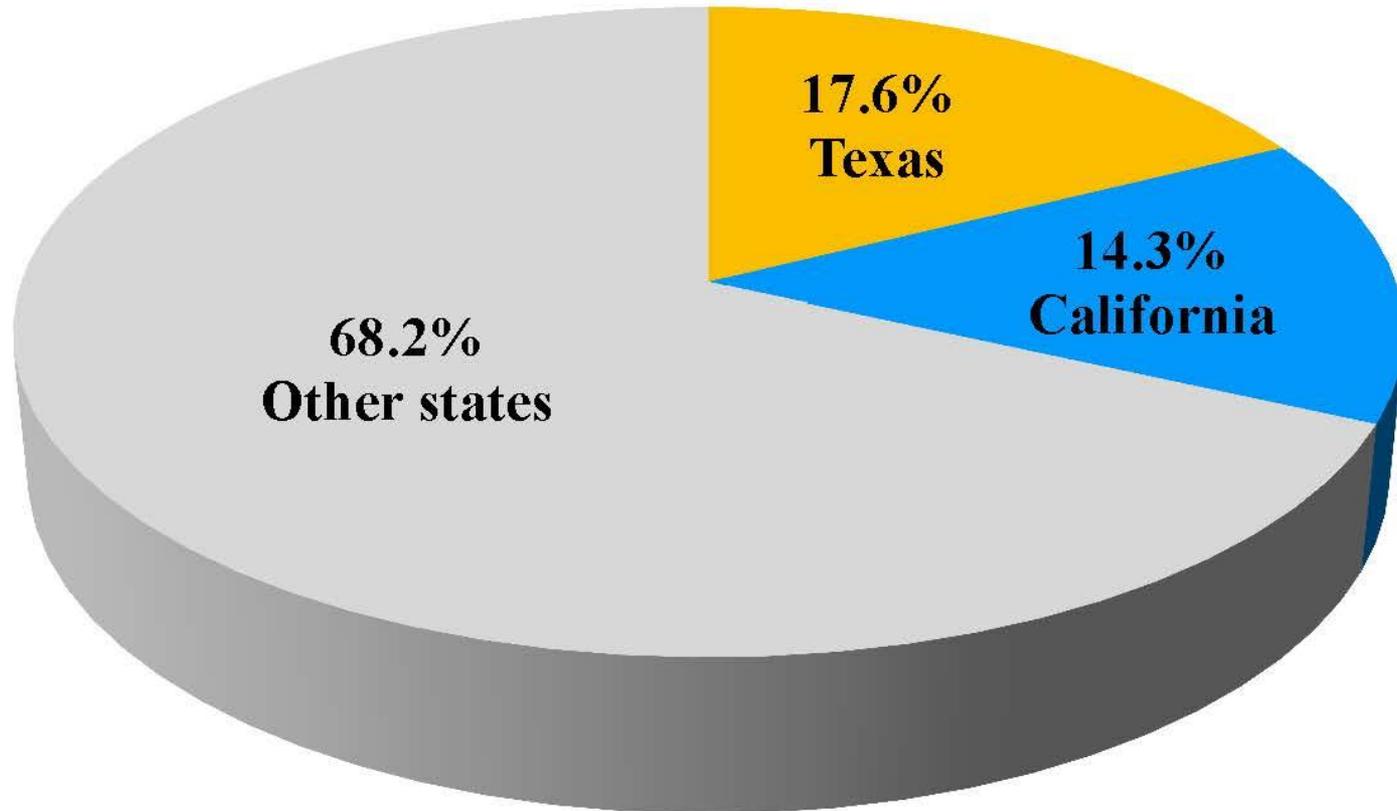


# Population Growth

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City Demographer  
City of Austin

## Share of Total Growth: Texas, California and all other states, 2010 to 2015

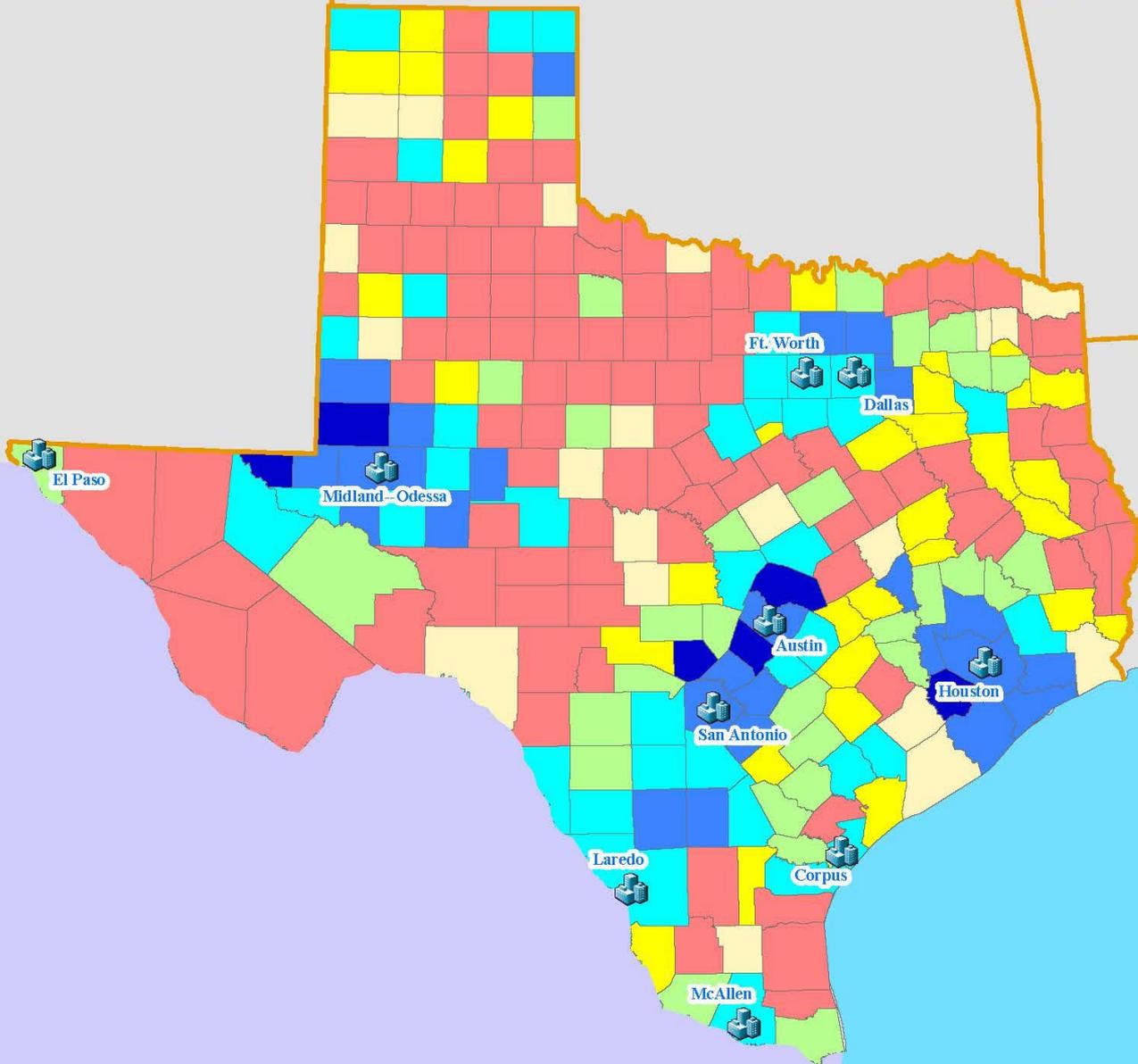
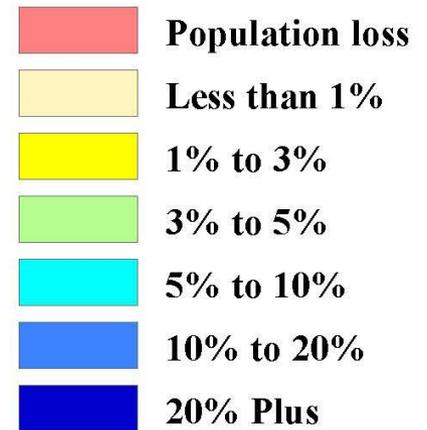


**Texas got 17.6% of the total growth in the United States from 2010 to 2015...that's 2.3 million out of 12.6 million.**

# Texas Counties: Percentage Population Growth, 2010 to 2015

Census 2010 and  
2015 population estimates

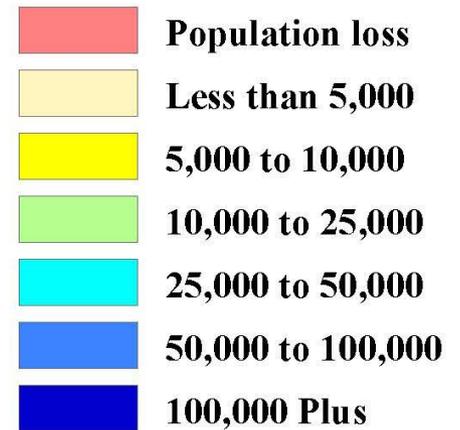
## Percent Population Change: 2010 to 2015



# Texas Counties: Total Population Growth, 2010 to 2015

Census 2010 and  
2015 population estimates

## Total Population Change: 2010 to 2015



El Paso

Midland-Odessa

Ft. Worth

Dallas

Austin

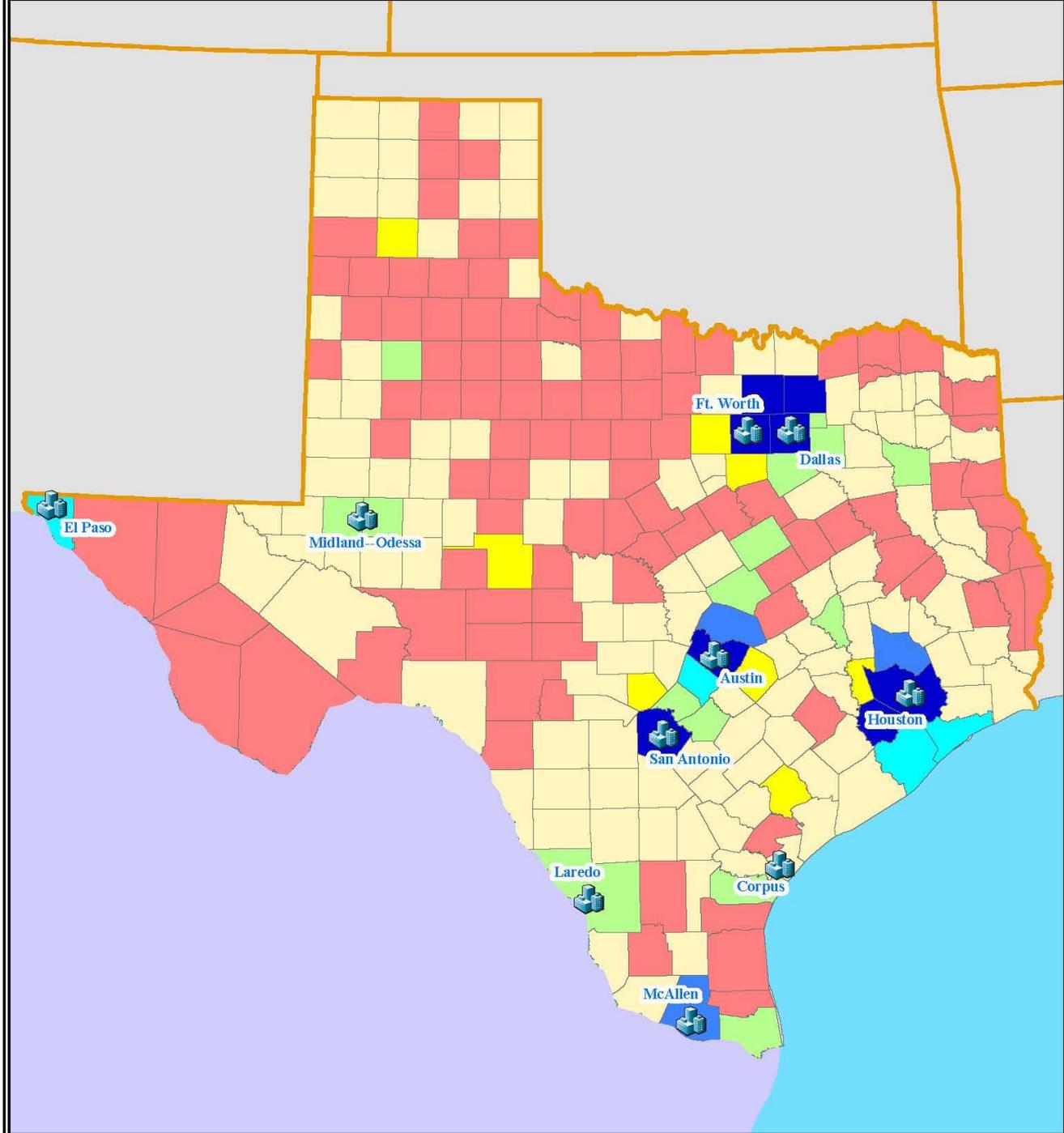
San Antonio

Houston

Laredo

Corpus

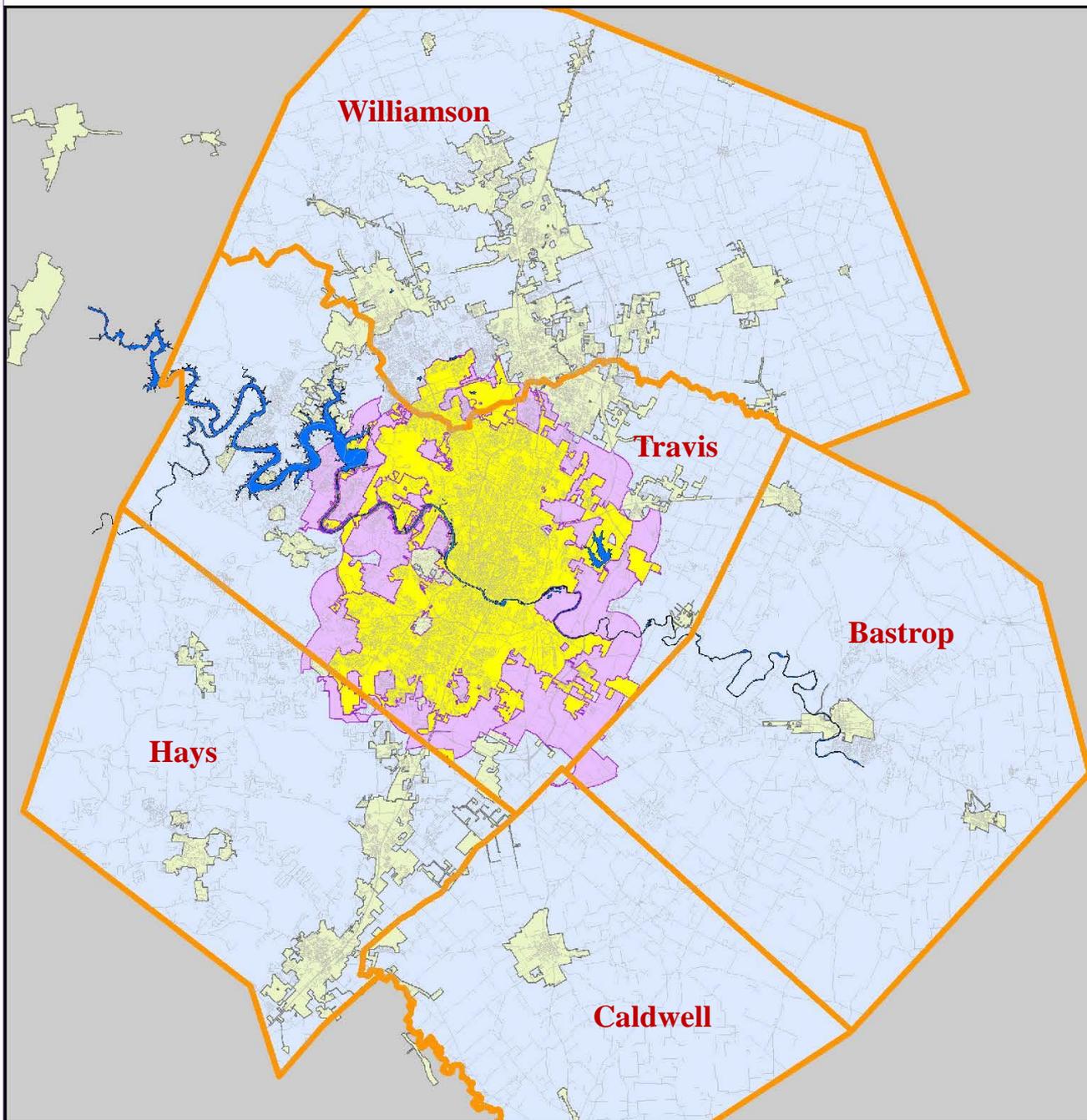
McAllen

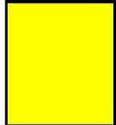


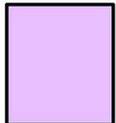
# Austin-- Round Rock MSA

## Metropolitan Statistical Area

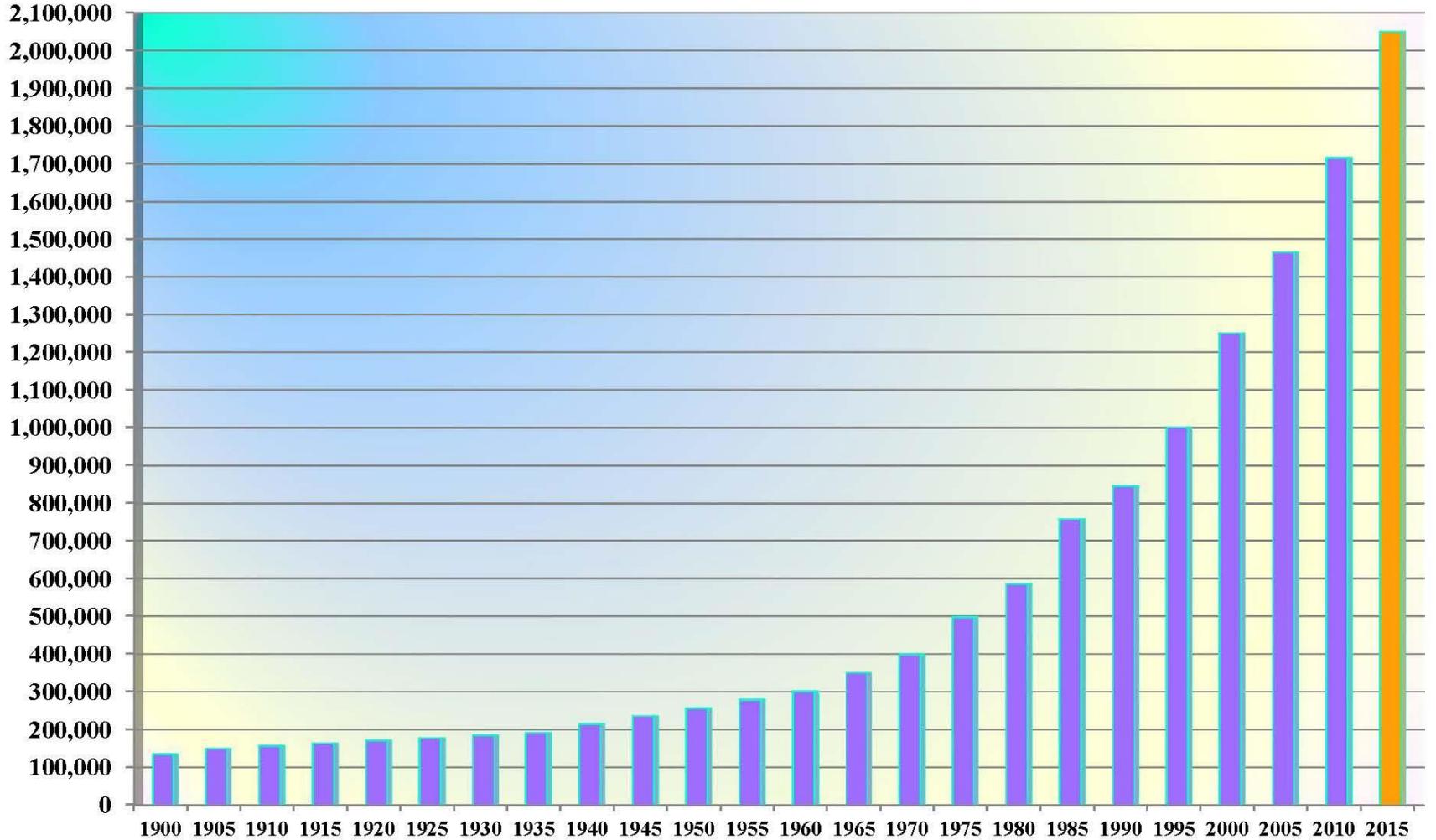
April 2016

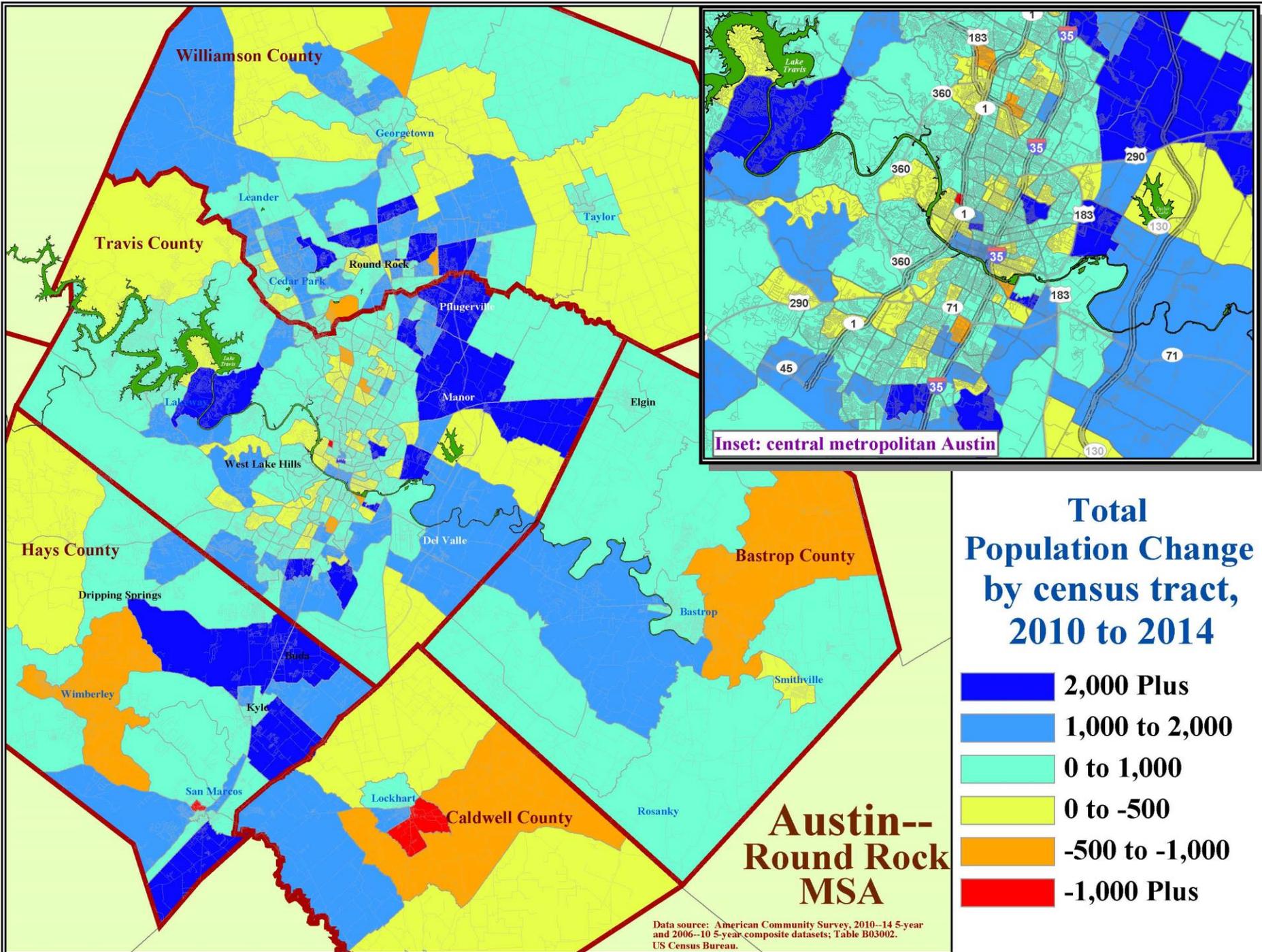


 City of Austin  
Full and Limited  
Jurisdiction

 City of Austin  
Extra-Territorial  
Jurisdiction

# Austin MSA Population History: 1900 to 2015





Williamson County

Georgetown

Leander

Taylor

Travis County

Cedar Park

Round Rock

Pflugerville

Manor

Elgin

West Lake Hills

Del Valle

Hays County

Dripping Springs

Bastrop County

Bastrop

Smithville

Wimberley

Buda

Kyle

San Marcos

Lockhart

Caldwell County

Rosanky

Inset: central metropolitan Austin

# Total Population Change by census tract, 2010 to 2014

- 2,000 Plus
- 1,000 to 2,000
- 0 to 1,000
- 0 to -500
- 500 to -1,000
- 1,000 Plus

## Austin--Round Rock MSA

Data source: American Community Survey, 2010-14 5-year and 2006-10 5-year composite datasets; Table B03002. US Census Bureau.

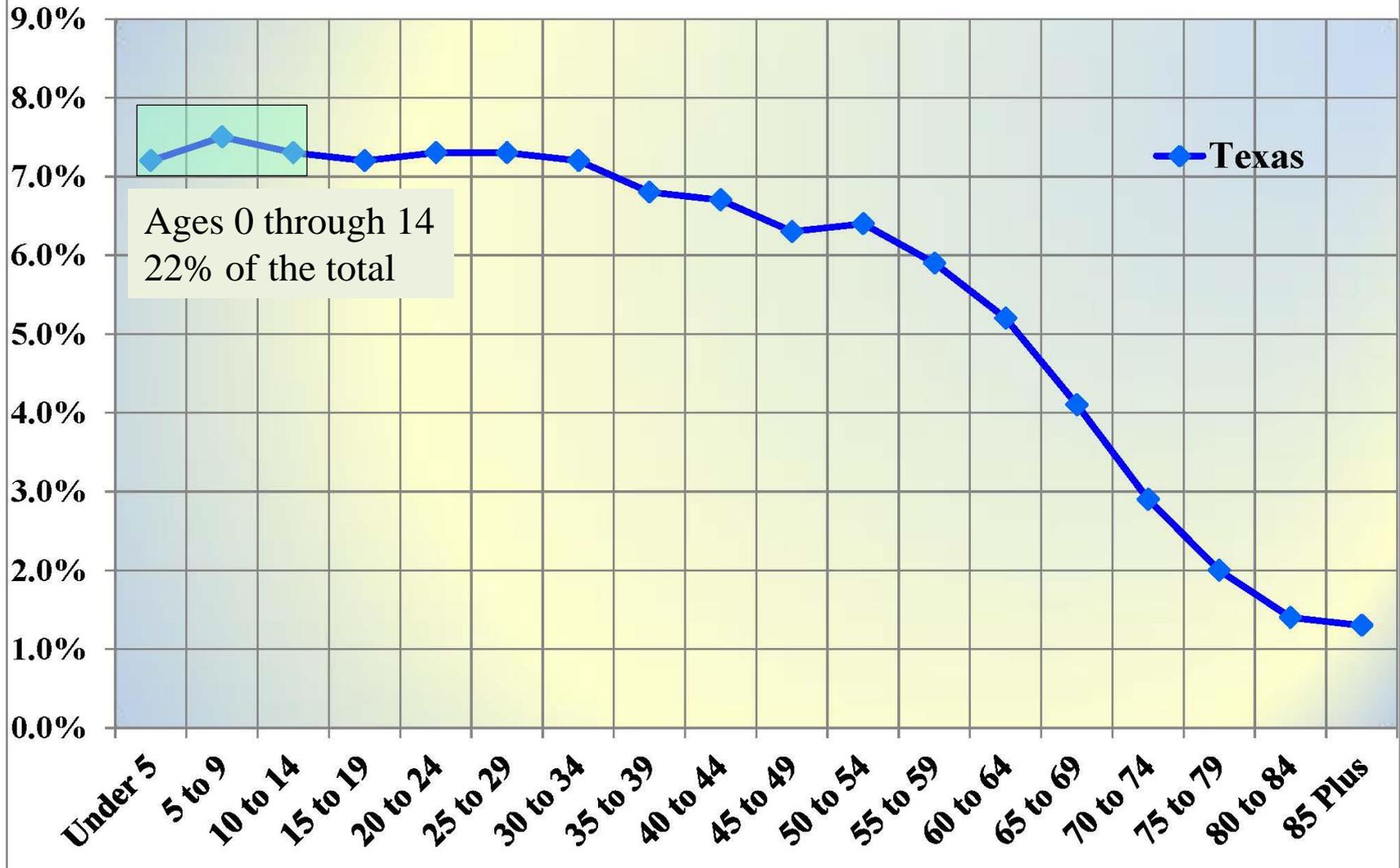
A photograph of a park with people exercising and a city skyline in the background. The scene is bright and sunny, with long shadows cast on the ground. In the foreground, a person is riding a bicycle, a runner is jogging, and a group of people is walking. In the background, there are several tall buildings and a large tree.

# Age Structures

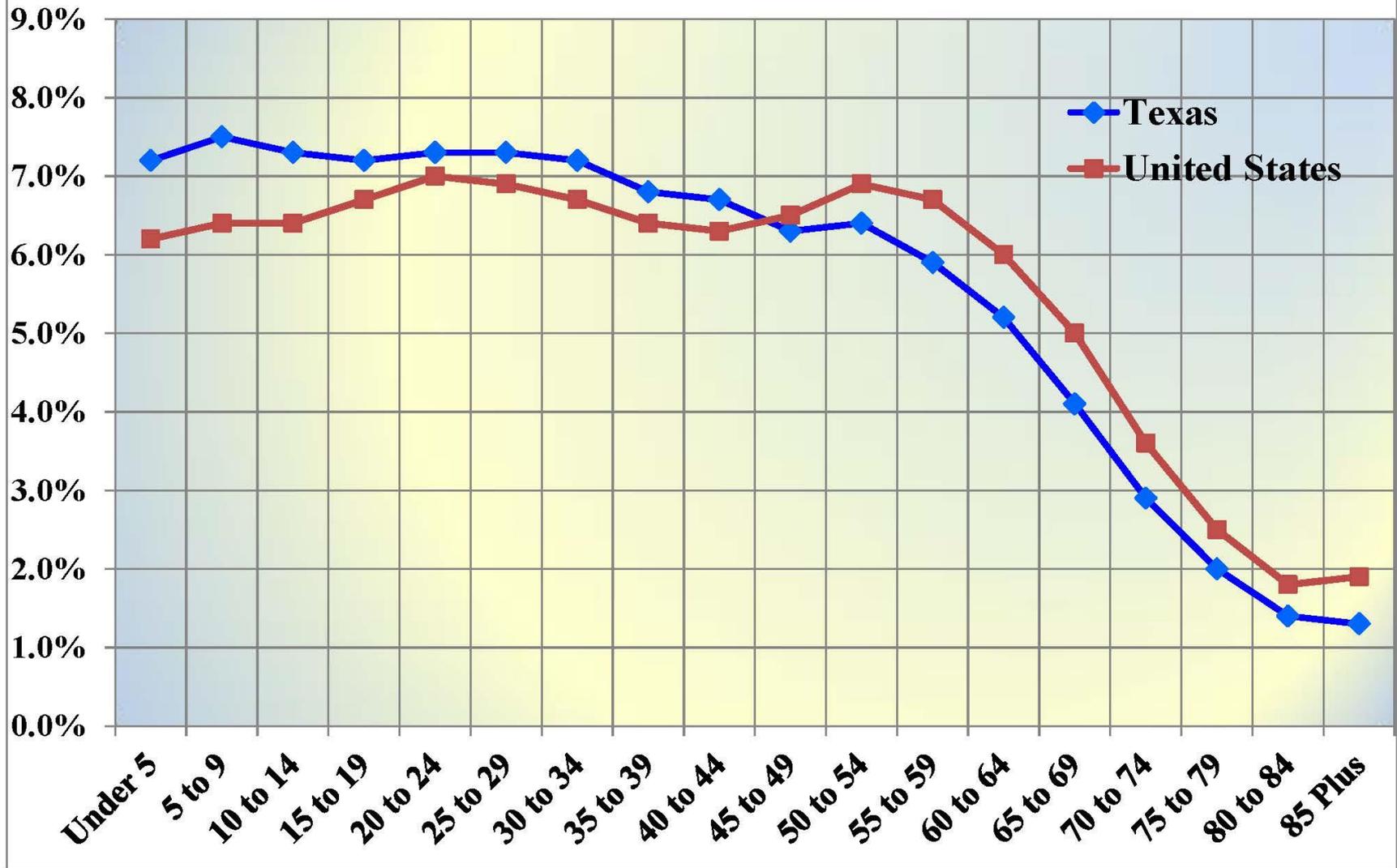
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Ryan Robinson  
City Demographer  
City of Austin

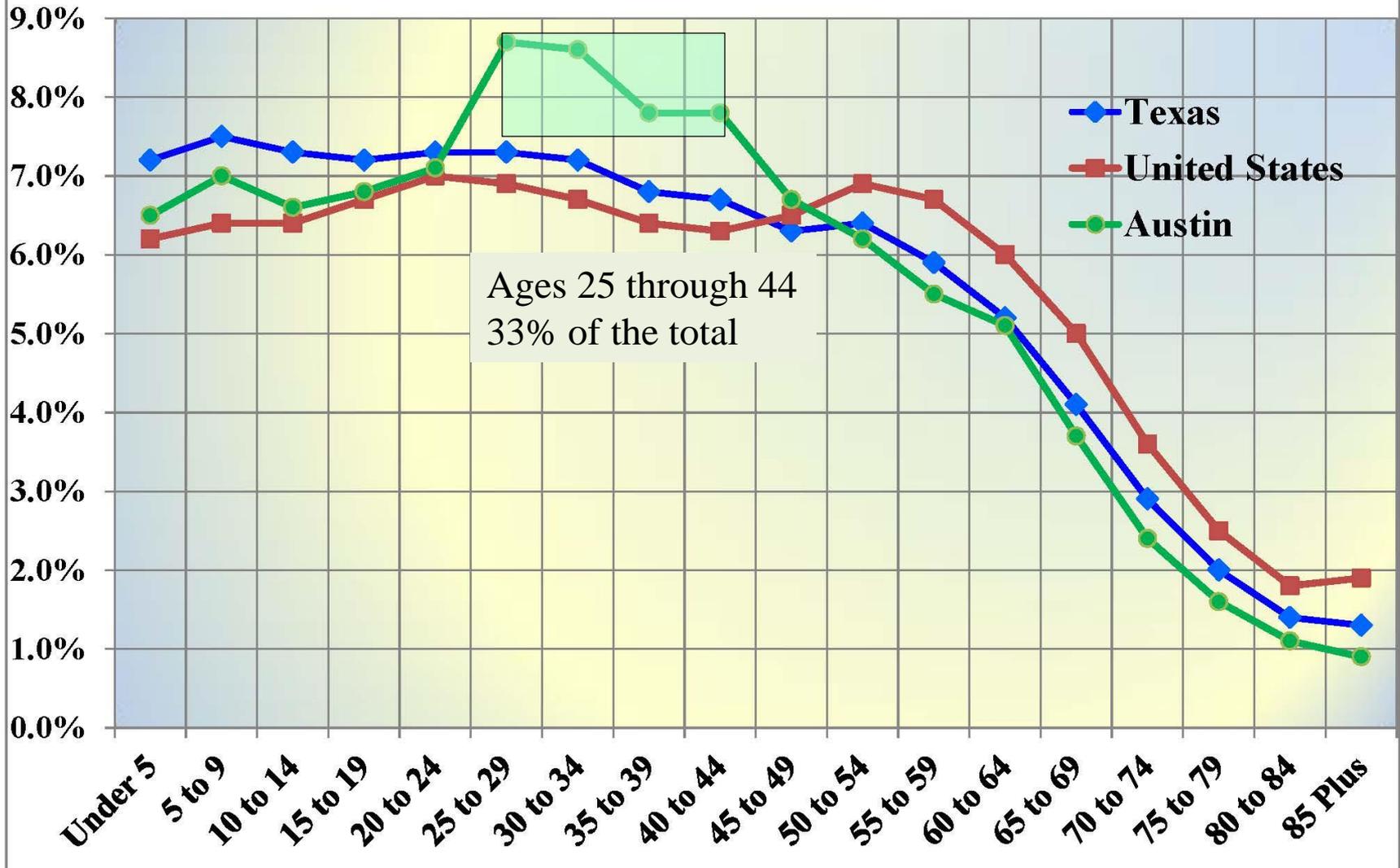
# Age Structures, 2014



# Age Structures, 2014



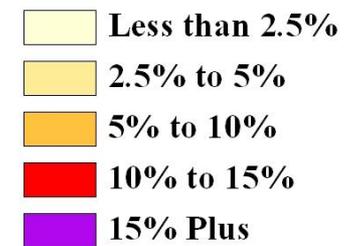
# Age Structures, 2014



# Age 0--9 Population Concentrations

Austin, Texas  
Census 2010 Data

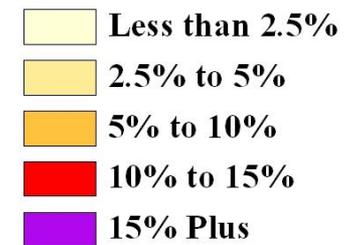
Percentage of  
Total Population  
Age 0 to 9



# Age 25--34 Population Concentrations

Austin, Texas  
Census 2010 Data

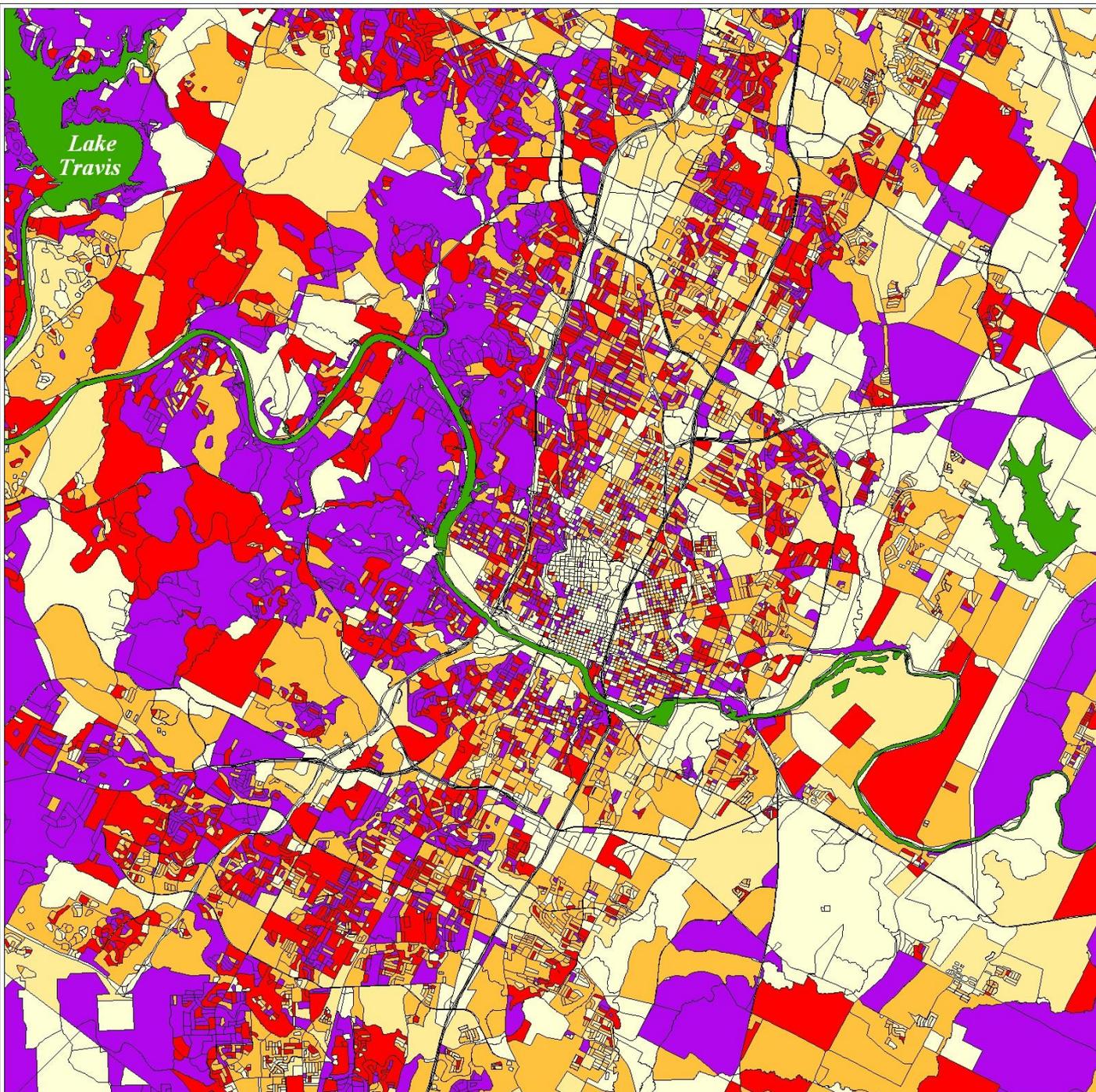
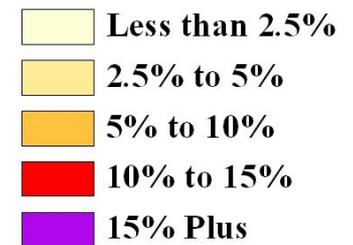
Percentage of  
Total Population  
Age 25 to 34

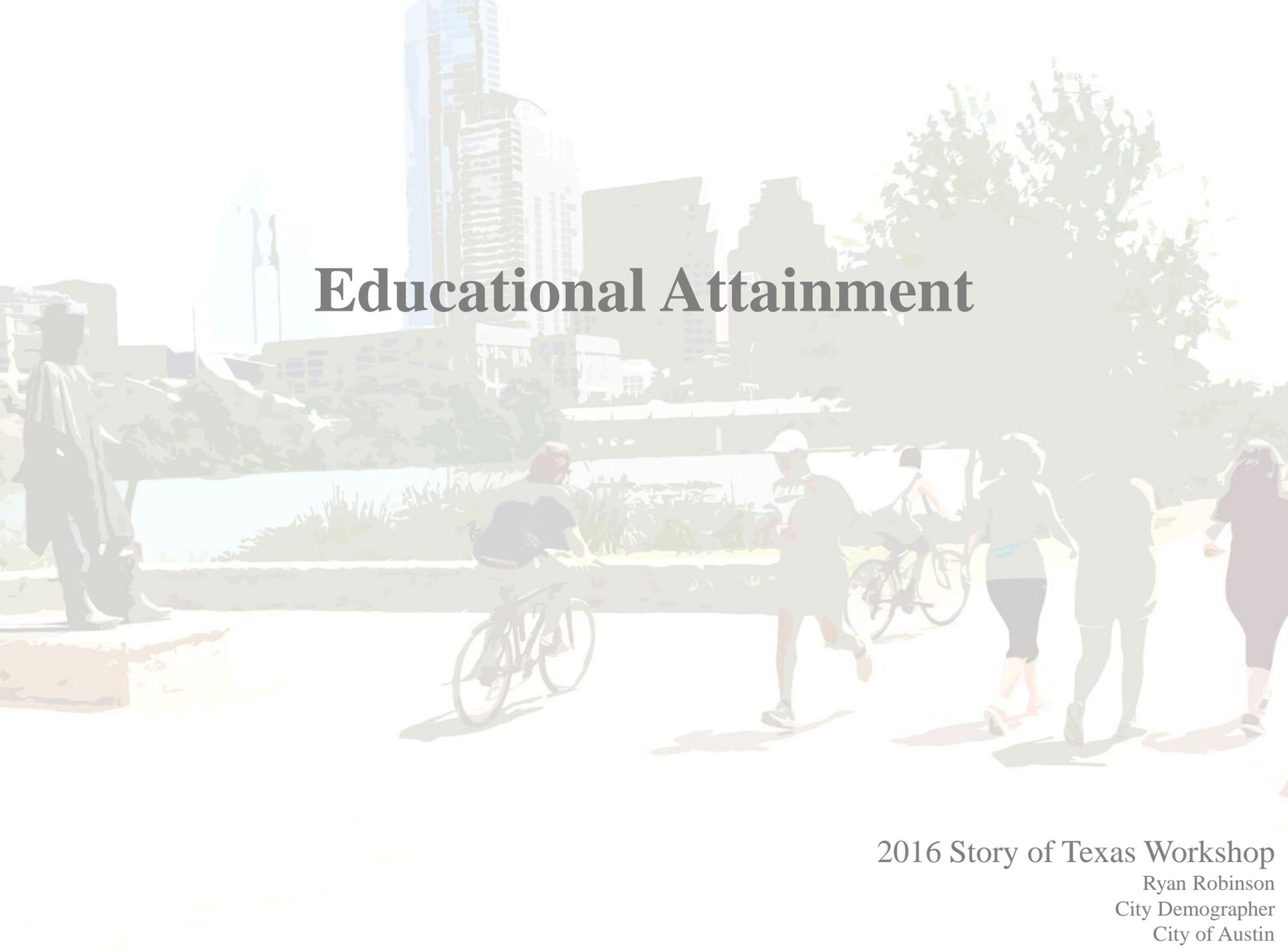


# Age 55--64 Population Concentrations

Austin, Texas  
Census 2010 Data

Percentage of  
Total Population  
Age 55 to 64



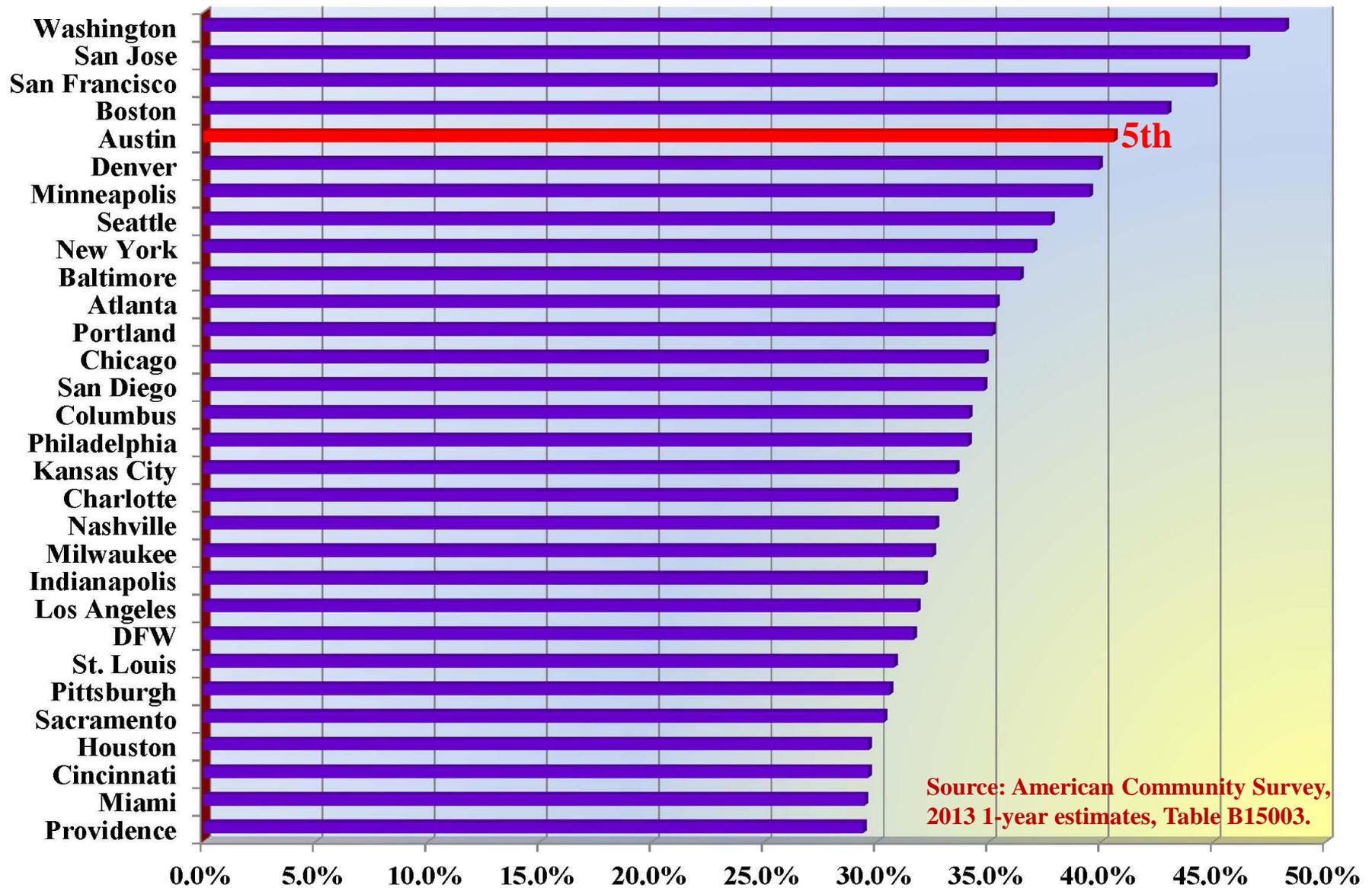


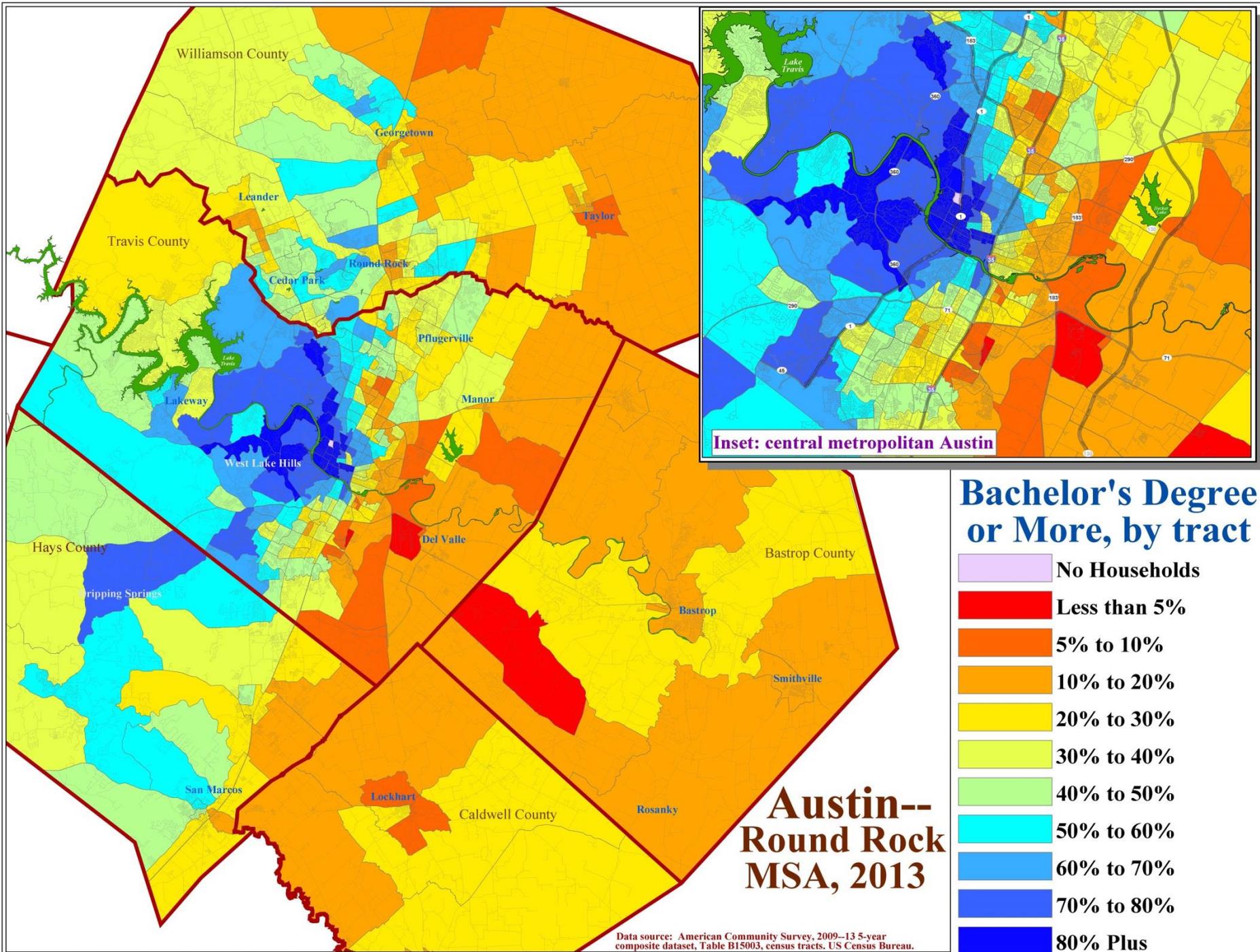
# Educational Attainment

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Ryan Robinson  
City Demographer  
City of Austin

## Educational Attainment, Top 30 Metros, 2013: percentage of age 25 Plus with at least a Bachelor's



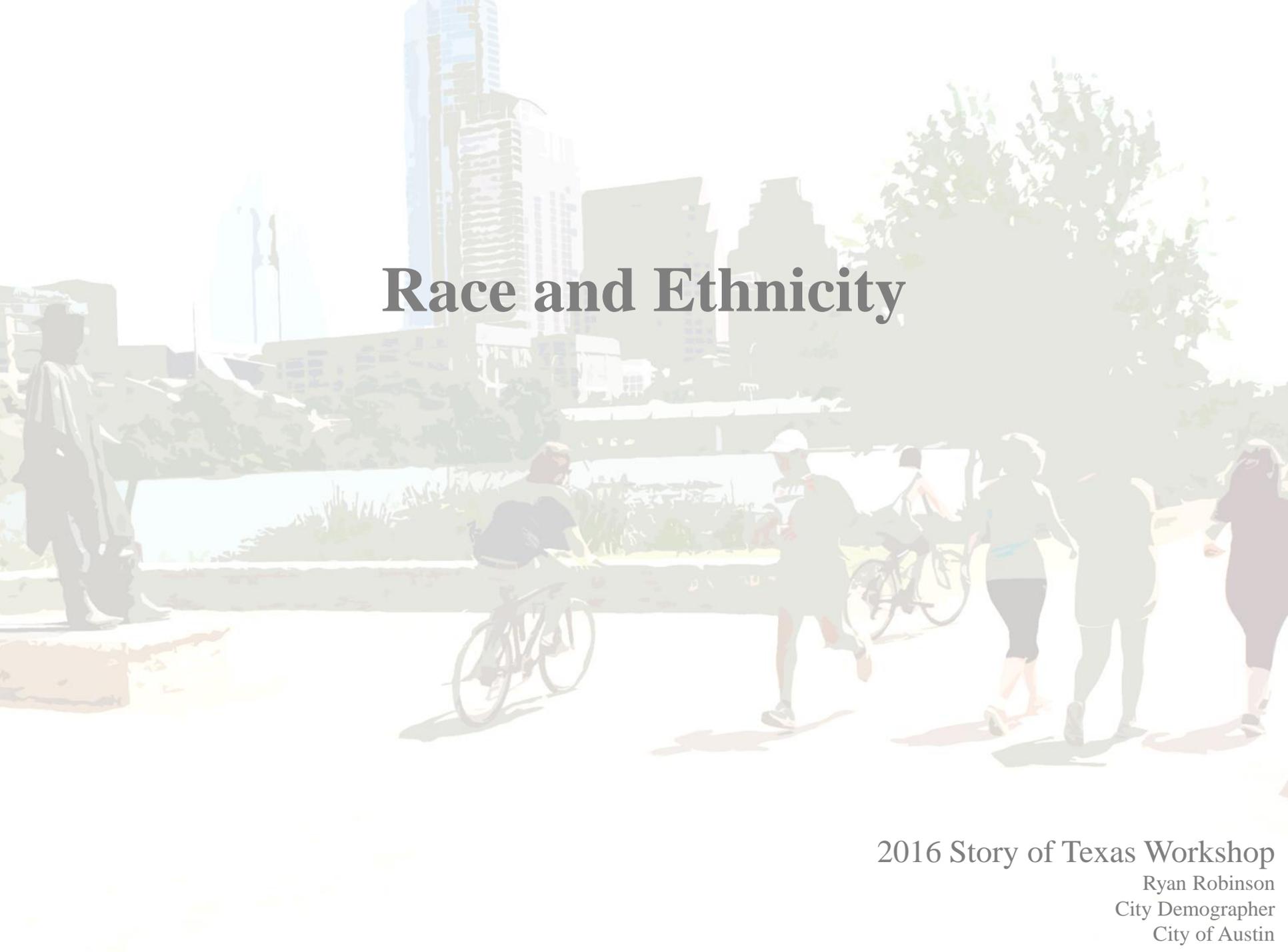


**Inset: central metropolitan Austin**

**Austin--Round Rock MSA, 2013**

Data source: American Community Survey, 2009–13 5-year composite dataset, Table B15003, census tracts. US Census Bureau.

Map produced by Ryan Robinson, City Demographer, Department of Planning, City of Austin. February 2015.

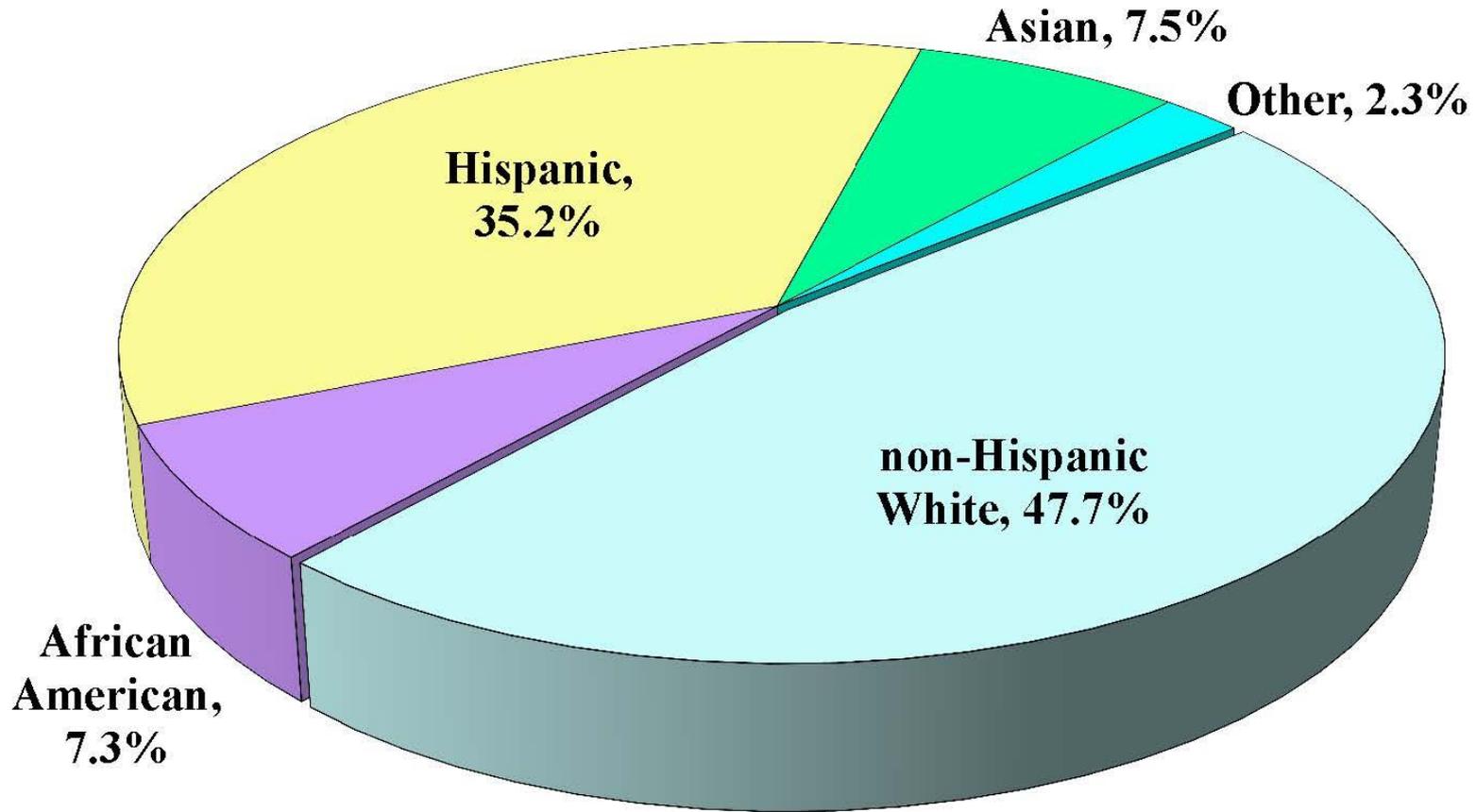


# Race and Ethnicity

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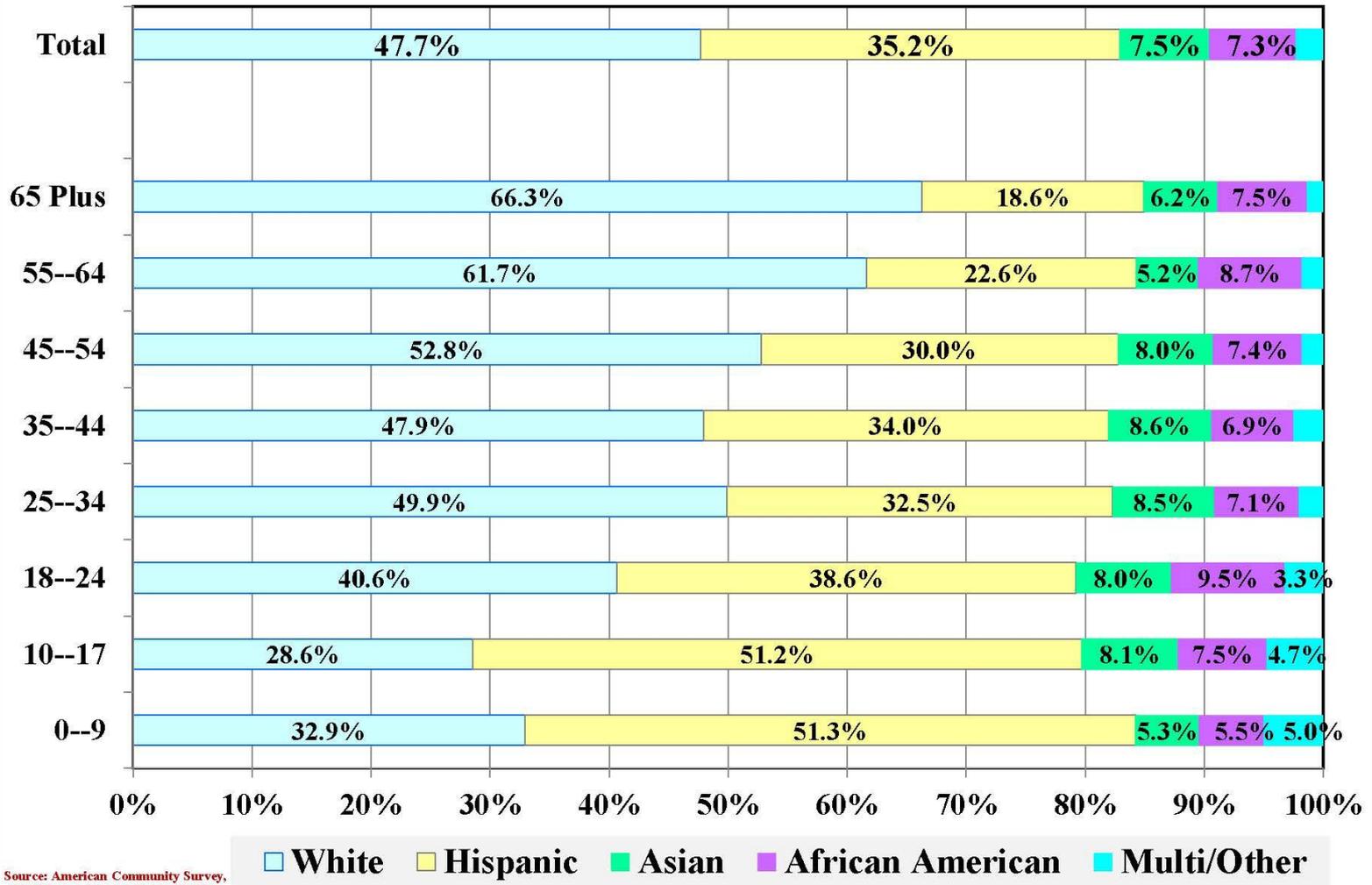
Ryan Robinson  
City Demographer  
City of Austin

# Racial and Ethnic Mix, City of Austin, 2015 ACS Census Estimates



Data Source: American Community Survey, 2015 1-year data.  
Table B03002, US Census Bureau.

## Age Structure by Race and Ethnicity, City of Austin, 2015 Estimates

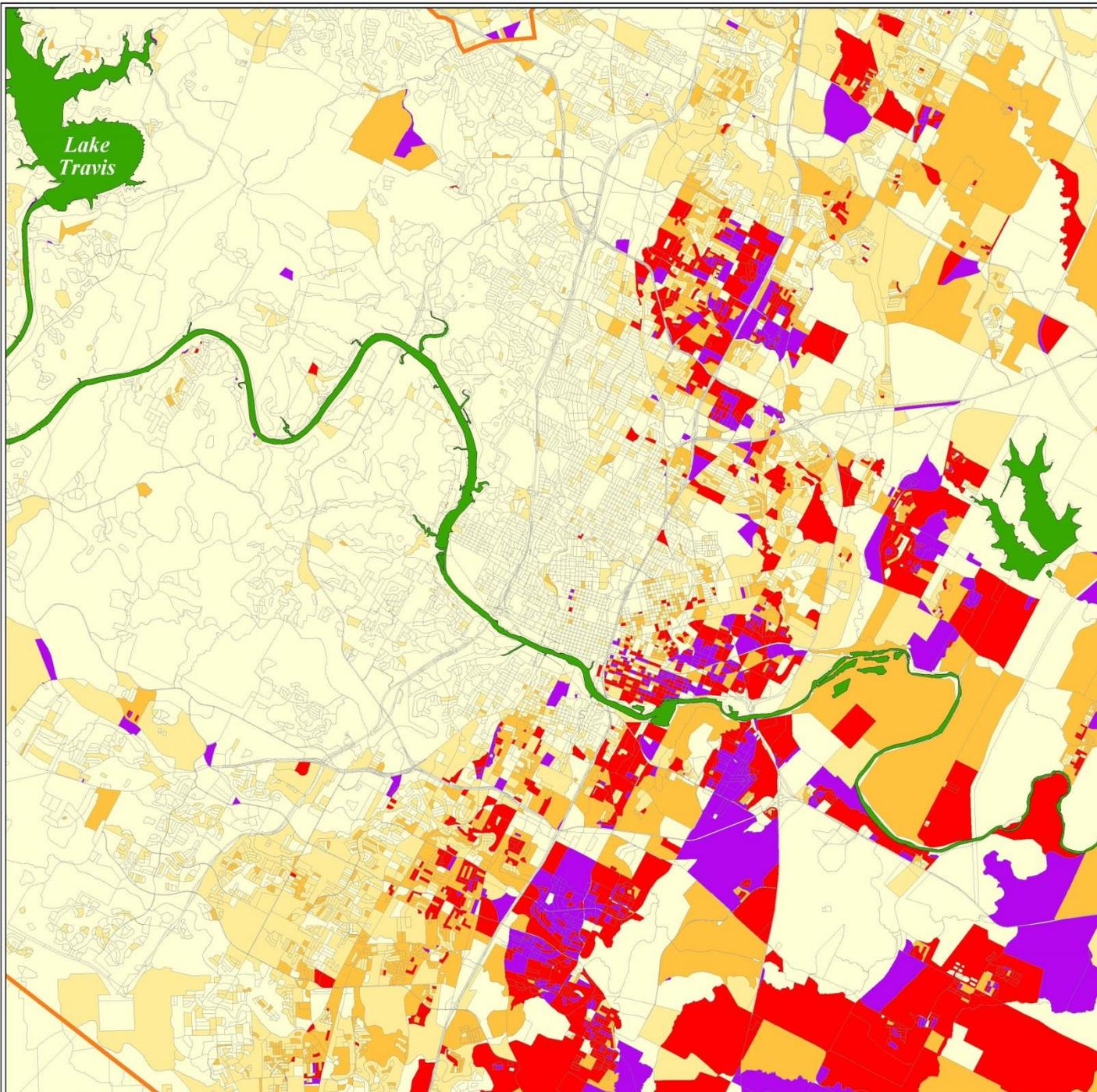
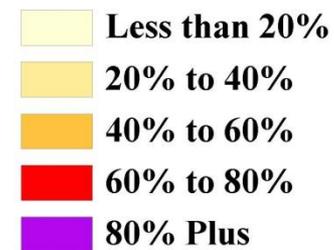


Source: American Community Survey, 2015 1-year datasets, Table B01001.

# Latino--Hispanic Population Concentrations

Austin, Texas  
Census 2010 Data

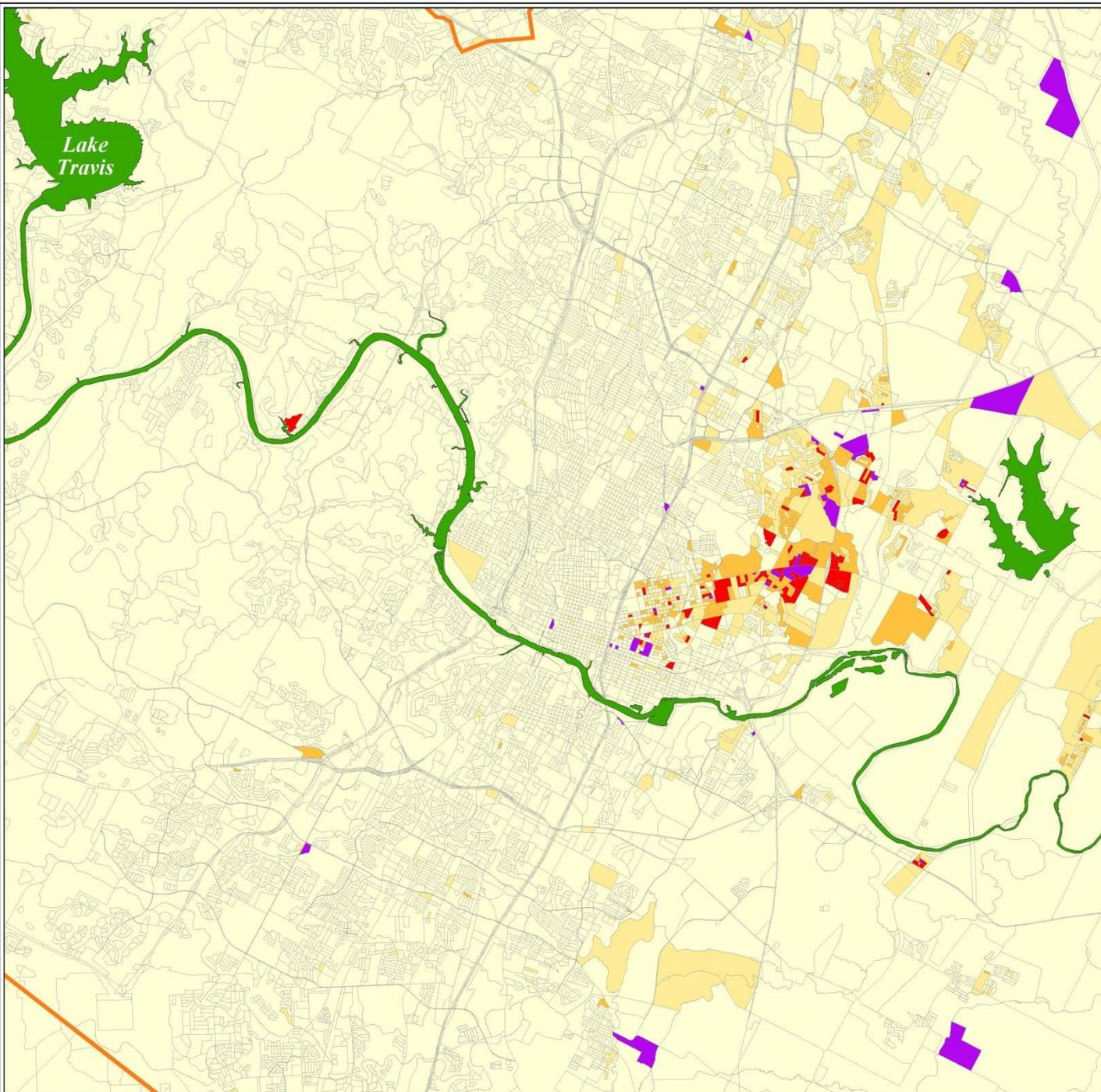
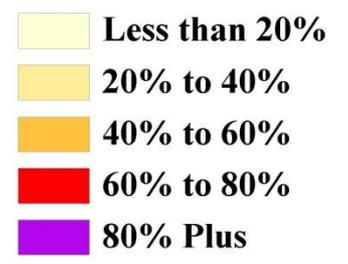
Percentage of the total  
Population that is  
Latino--Hispanic



# African American Population Concentrations

Austin, Texas  
Census 2010 Data

Percentage of the total Population that is African American

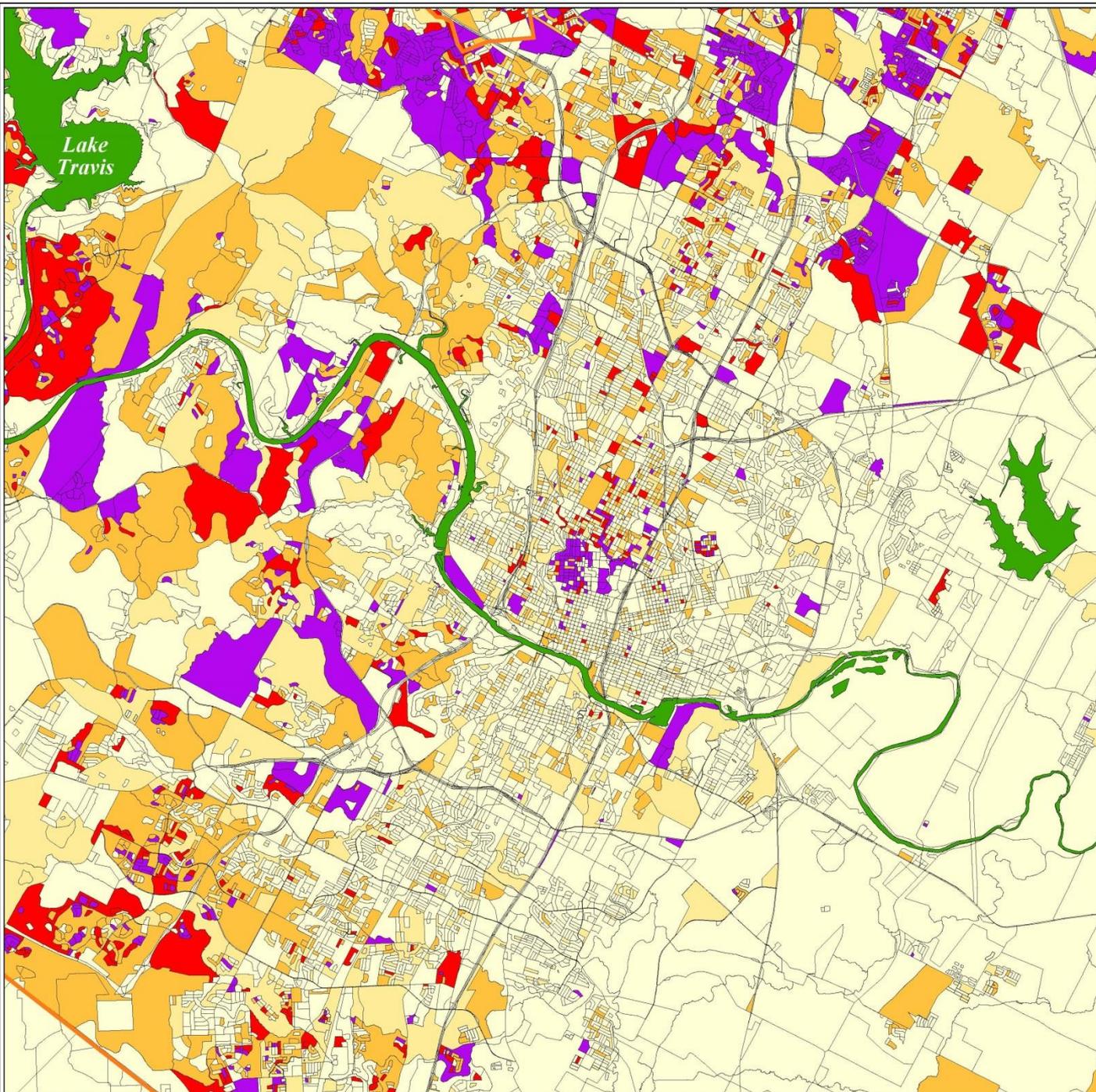
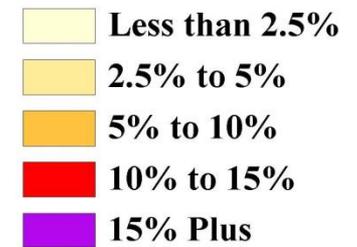


Map produced by Ryan Robinson, City Demographer, Department of Planning, City of Austin, July 2011.

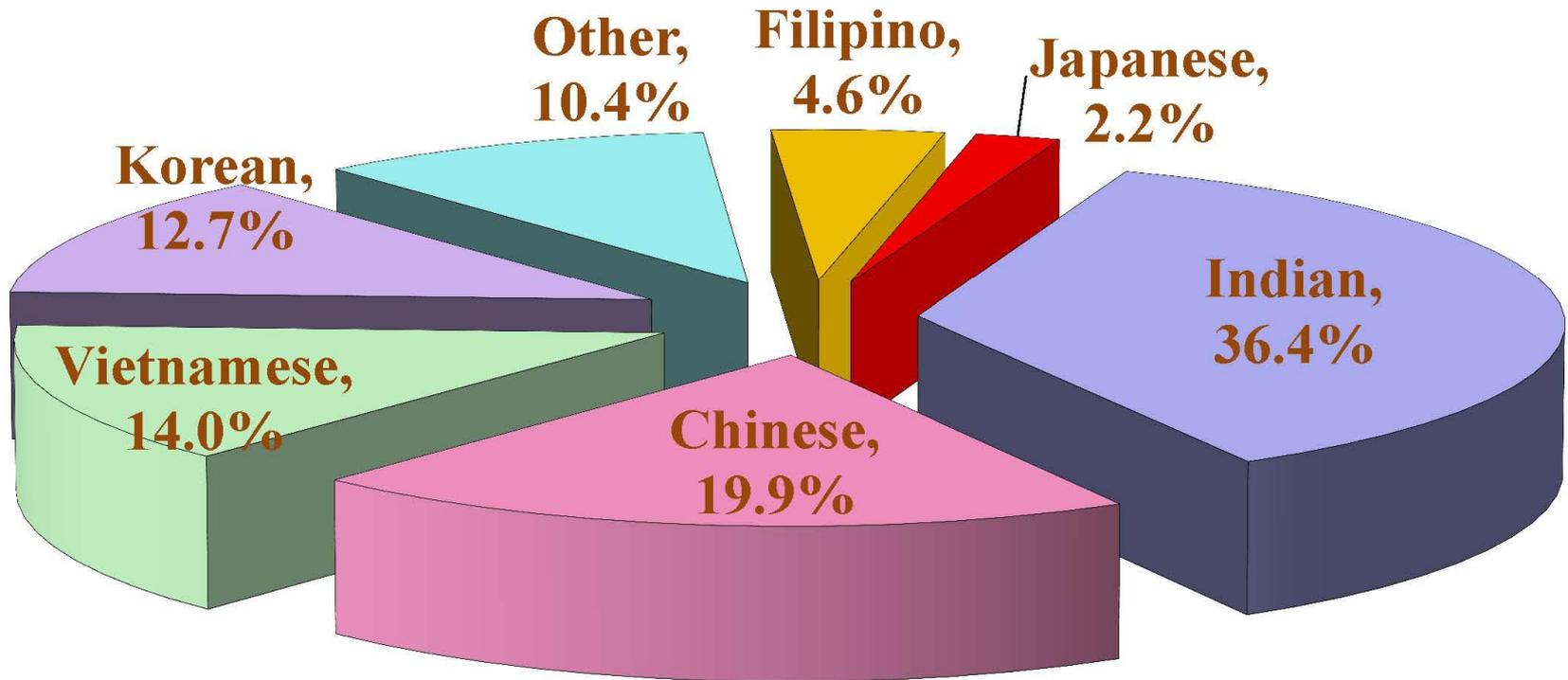
# Asian Population Concentrations

Austin, Texas  
Census 2010 Data

Percentage of the total  
Population that is  
Asian



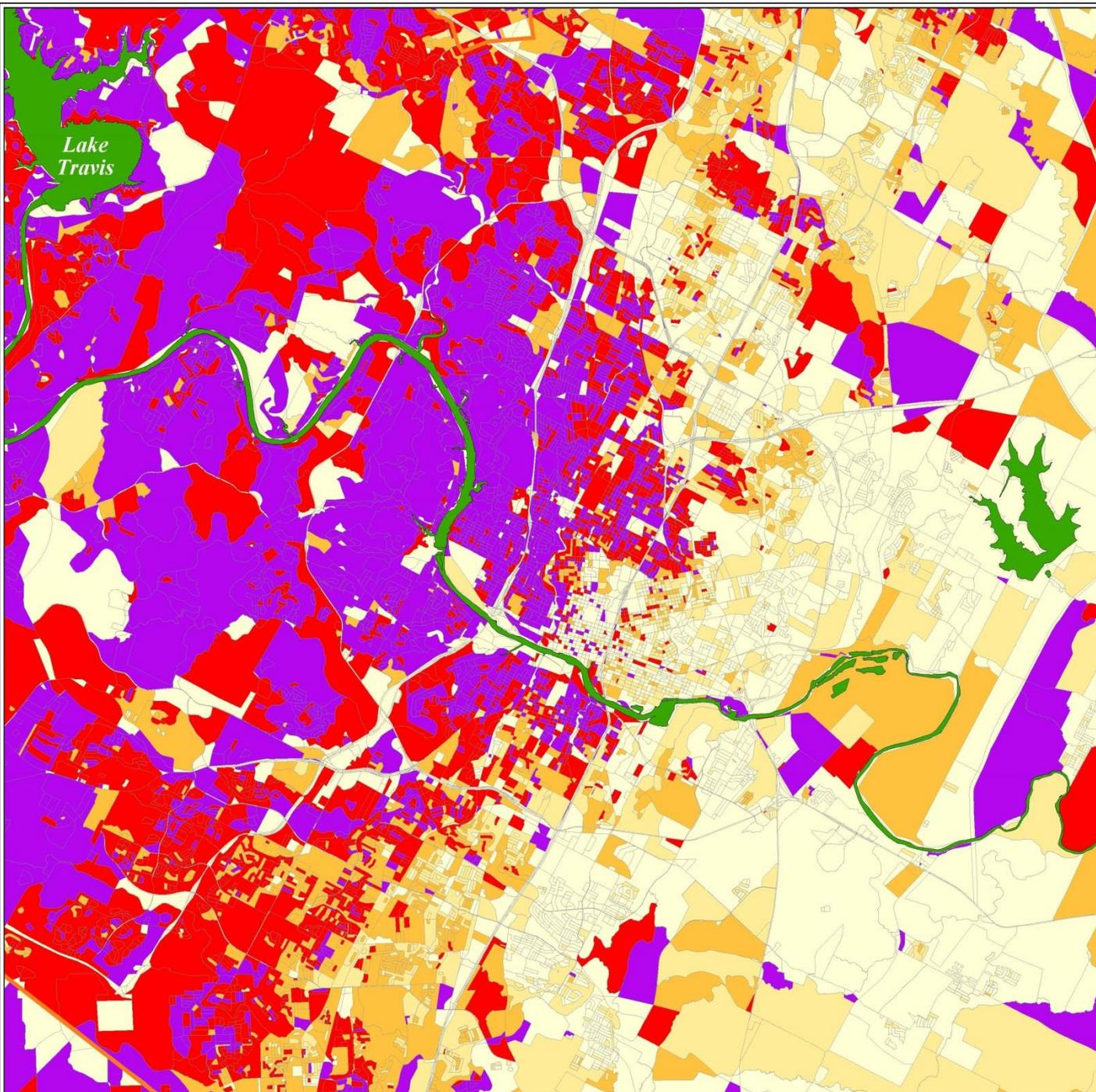
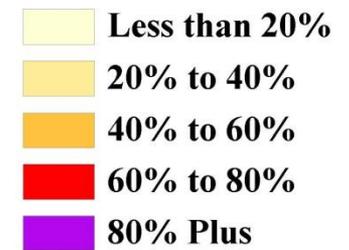
## Breakout of Asians in Austin, ACS 2014 data



# Anglo Population Concentrations

Austin, Texas  
Census 2010 Data

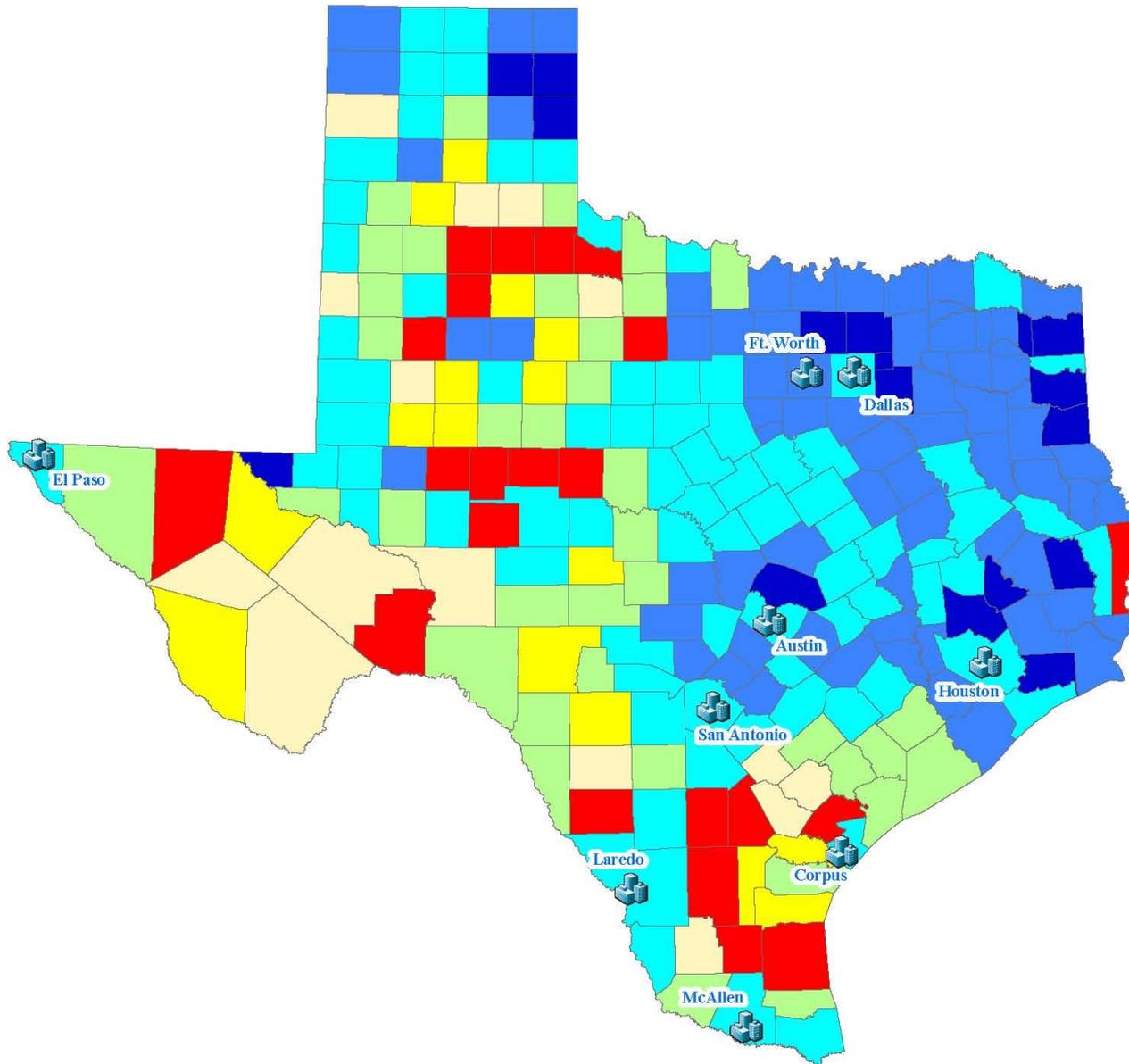
Percentage of the total  
Population that is  
non-Hispanic White

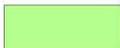


# Texas Counties: Percentage Growth of Hispanics 2000 to 2010

Census 2000 and  
Census 2010 data

Percent Hispanic  
Change: 2000 to 2010



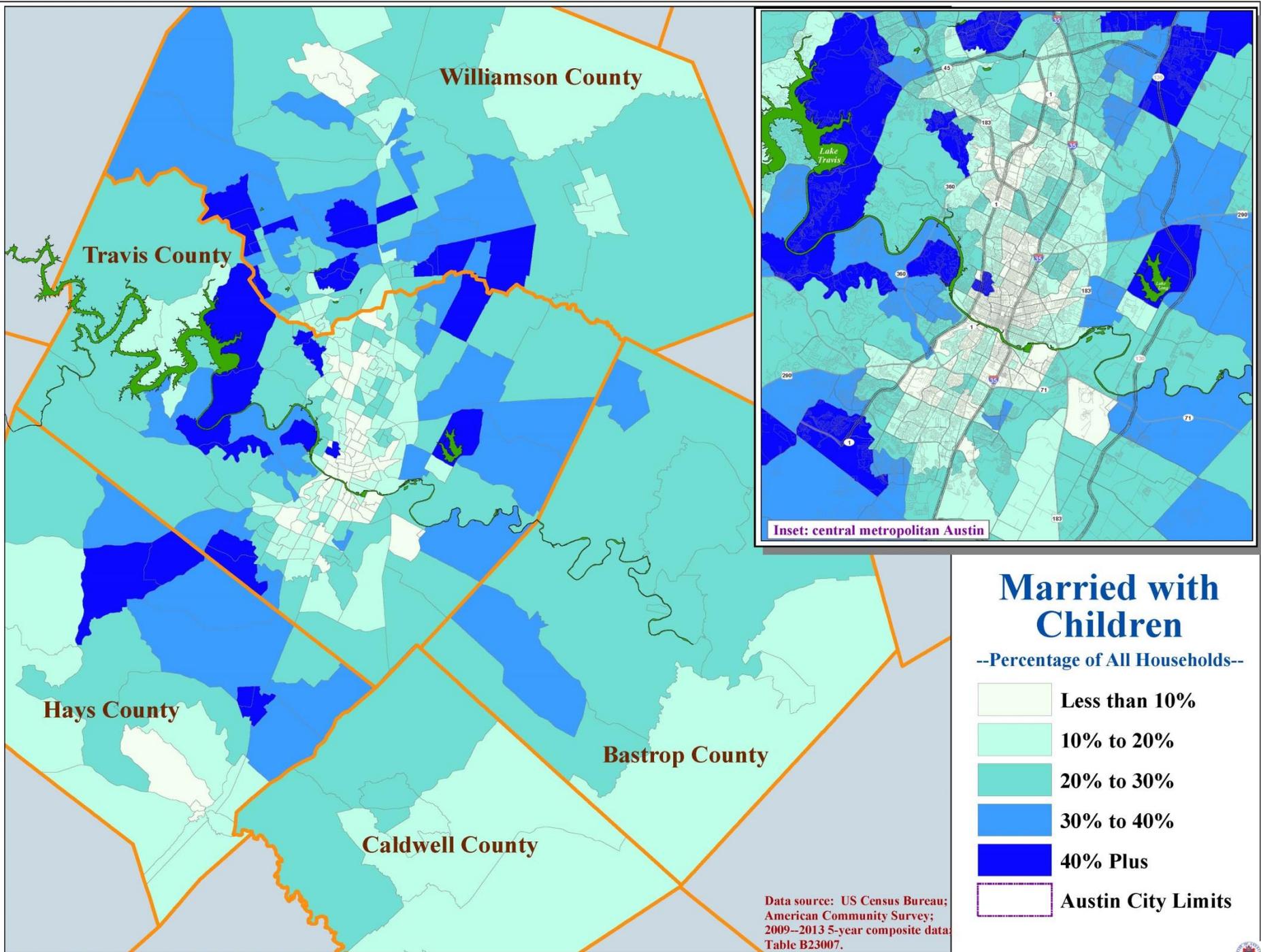
-  Loss of Hispanics
-  Less than 5%
-  5% to 10%
-  10% to 20%
-  20% to 50%
-  50% to 100%
-  100% Plus

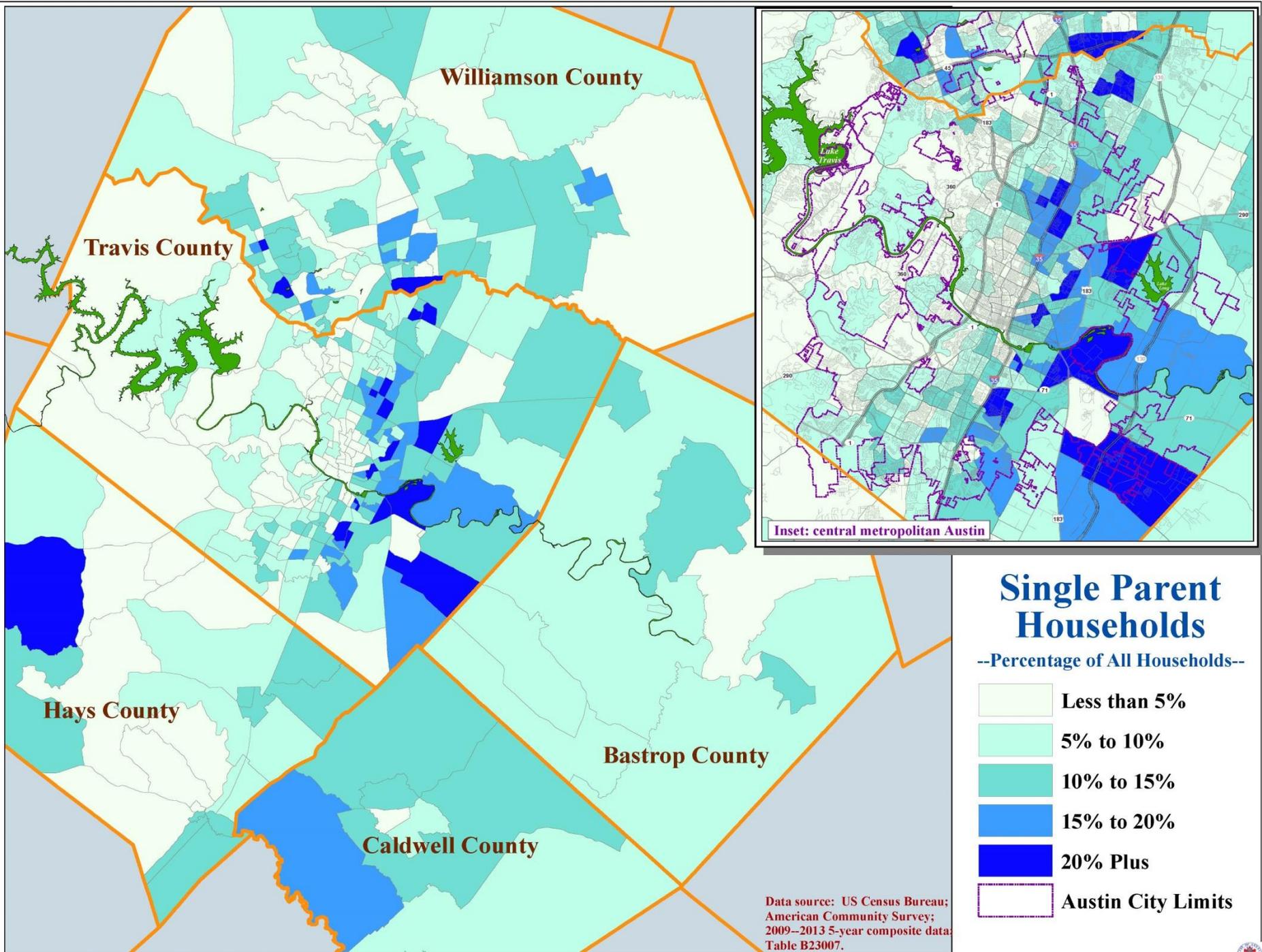


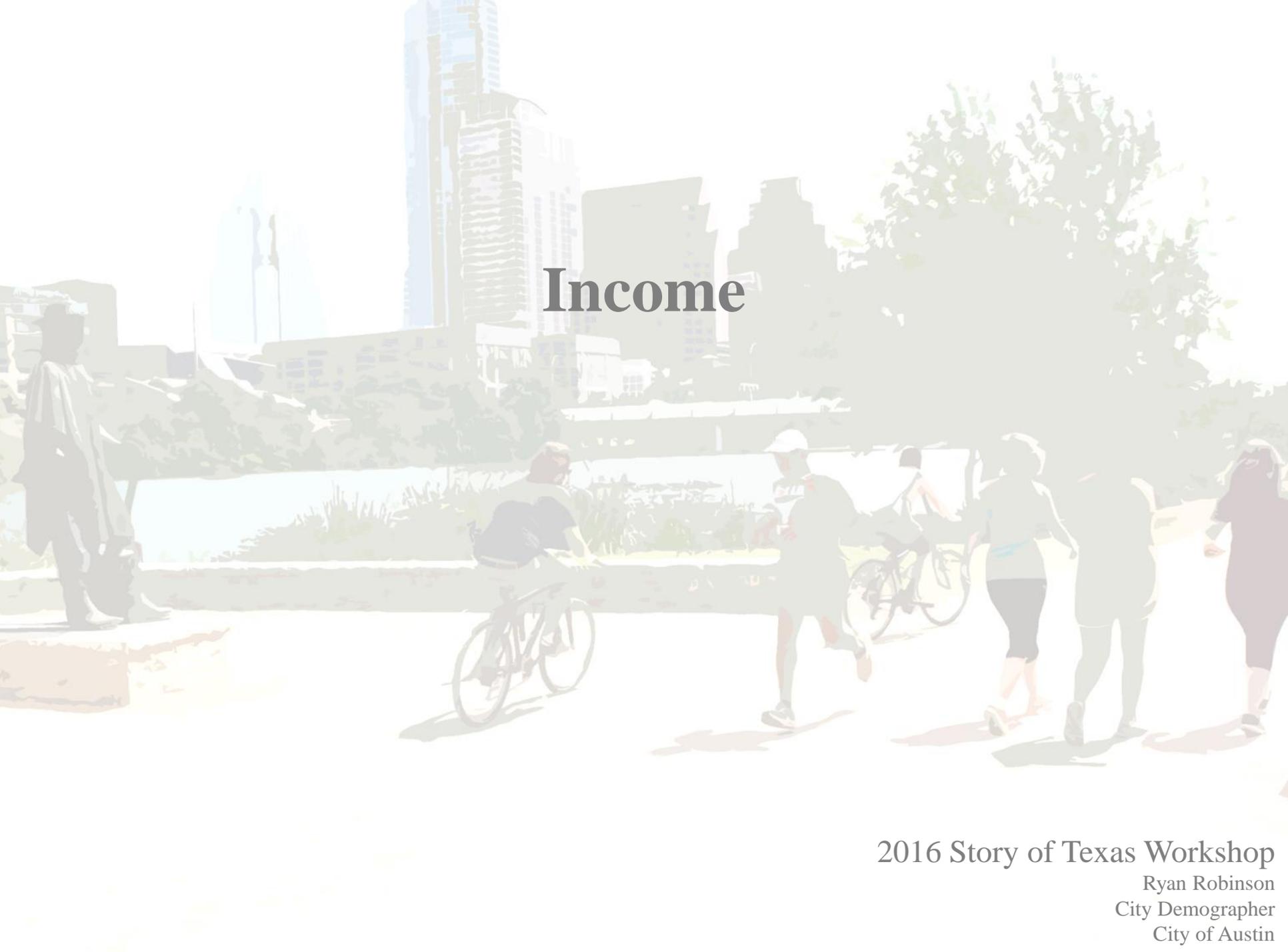
# Household Composition

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City Demographer  
City of Austin





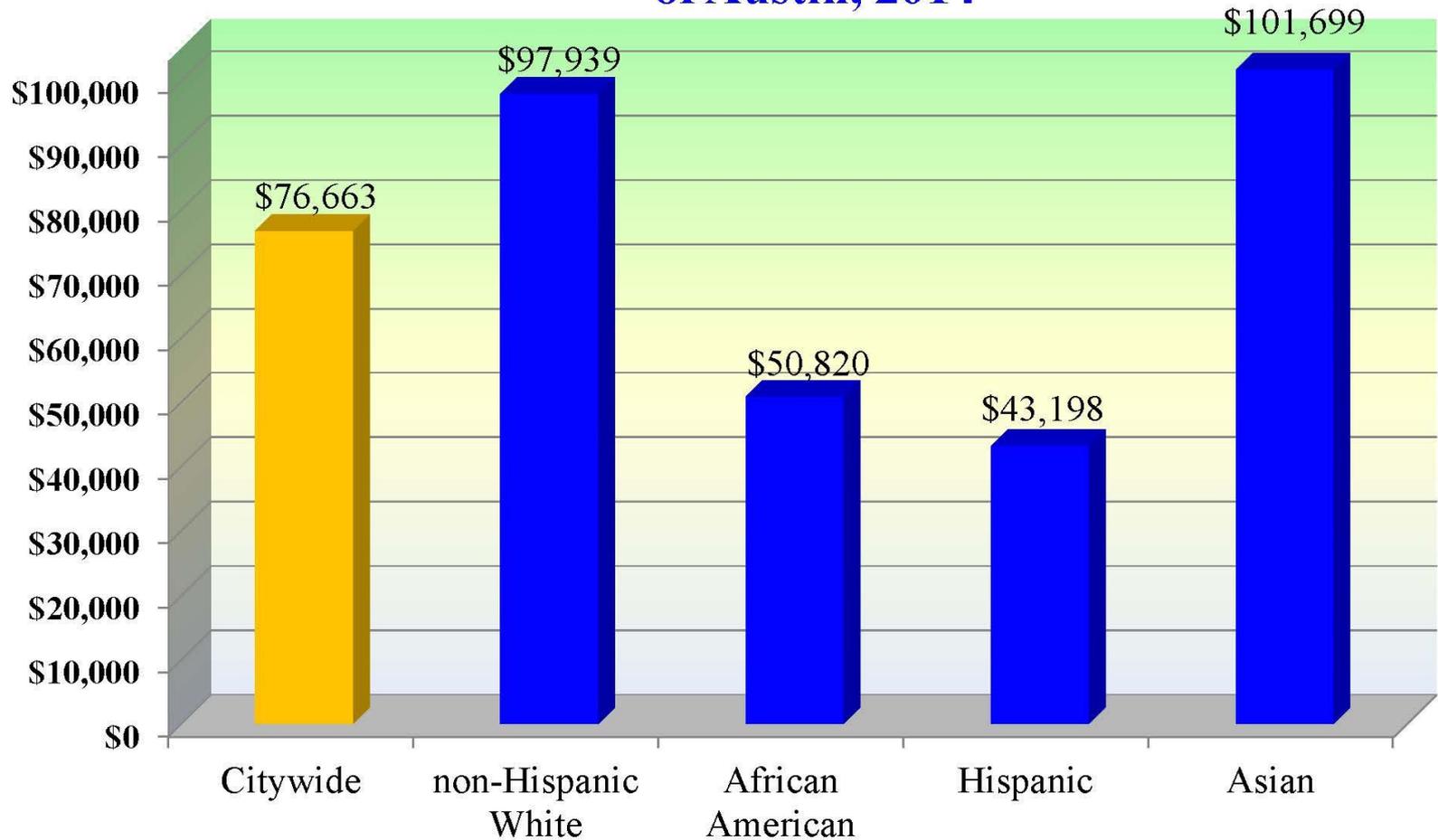
A photograph of a city park with people exercising and a city skyline in the background. The scene is bright and sunny, with long shadows cast on the ground. In the foreground, a man is riding a bicycle, a man is jogging, and a group of people is walking. In the background, there are several tall buildings and a large tree.

# Income

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Ryan Robinson  
City Demographer  
City of Austin

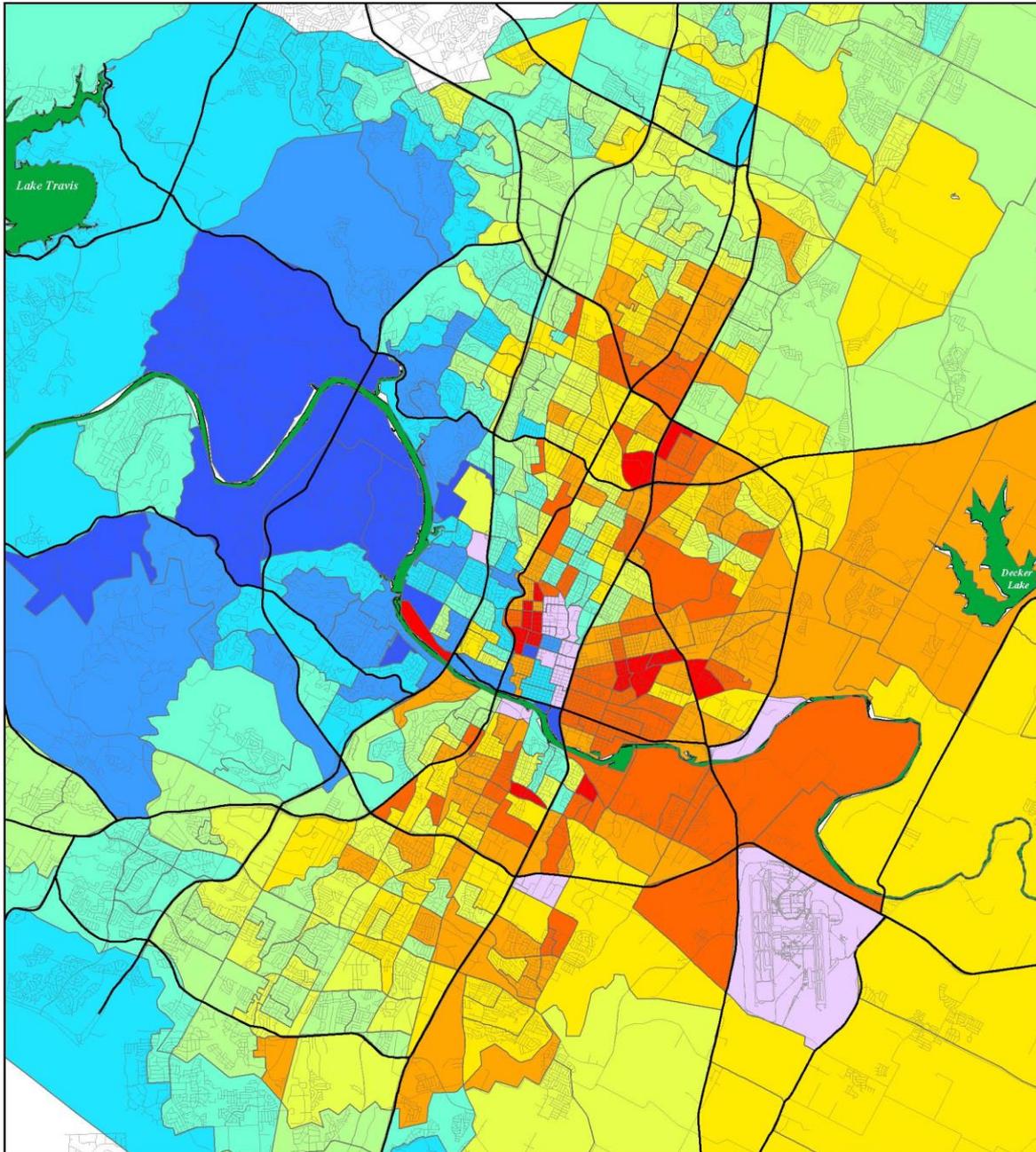
## Median Family Income by Race and Ethnicity, City of Austin, 2014



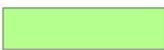
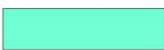
Source: American Community Survey, 2014 1-year estimates, Table B19113, US Census Bureau.

# Median Family Income

## Austin, Texas Census 2000 Data



### Income Category

	No Households
	Less than \$20,000
	\$20,000 to \$30,000
	\$30,000 to \$40,000
	\$40,000 to \$50,000
	\$50,000 to \$60,000
	\$60,000 to \$75,000
	\$75,000 to \$100,000
	\$100,000 to \$125,000
	\$125,000 to \$150,000
	\$150,000 Plus

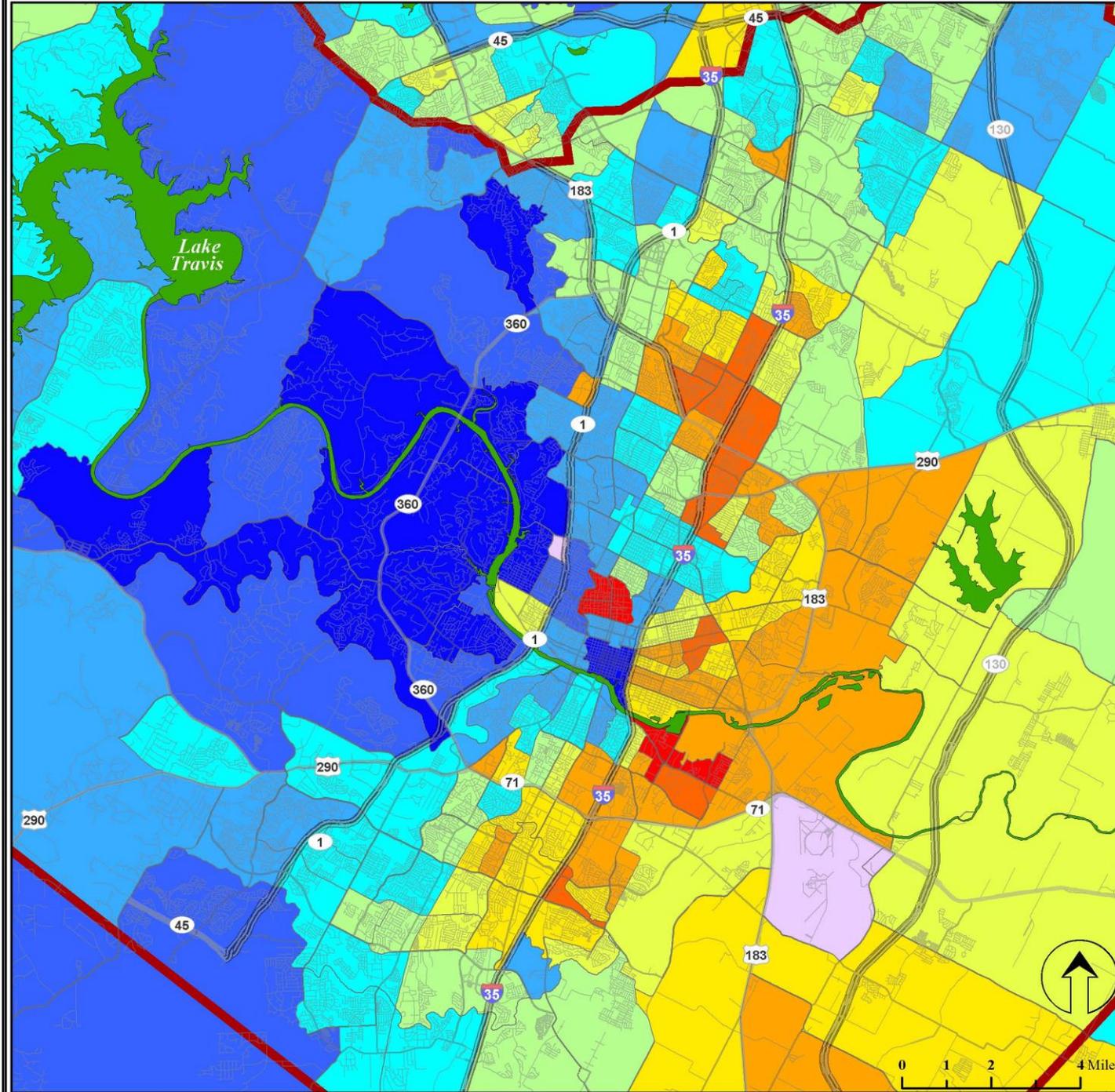
0 0.4 0.8 1.6 2.4 Miles



# Median Family Income

Austin, 2014 data

## Income Bracket



# Conclusions

1. **Simple demographic data can say a lot about a community—where it is today and how it's changing over time.**
2. **Learning how to access demographic data can be your way of keeping a finger on the pulse of your community.**

