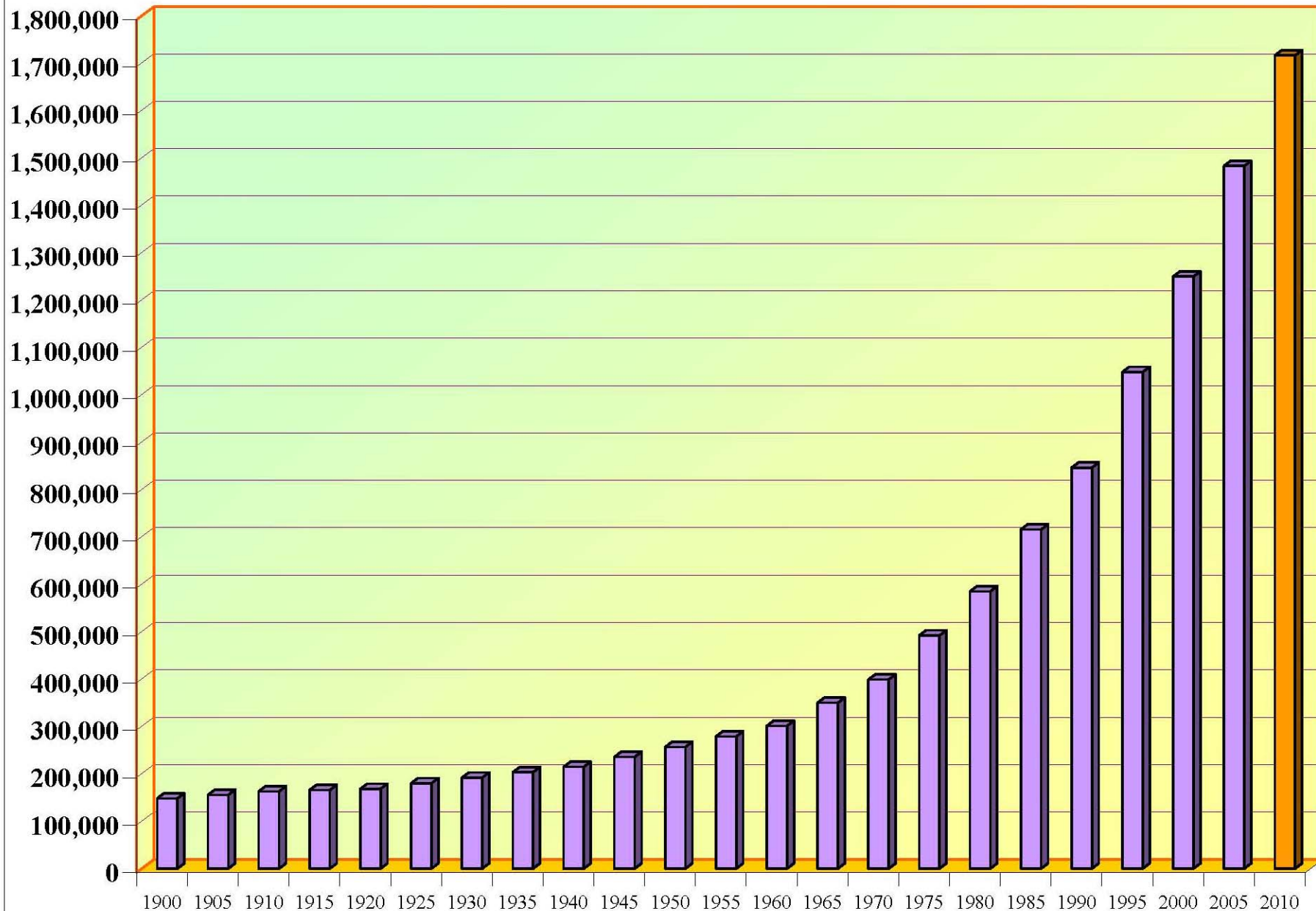


Austin Demographics



Population Growth

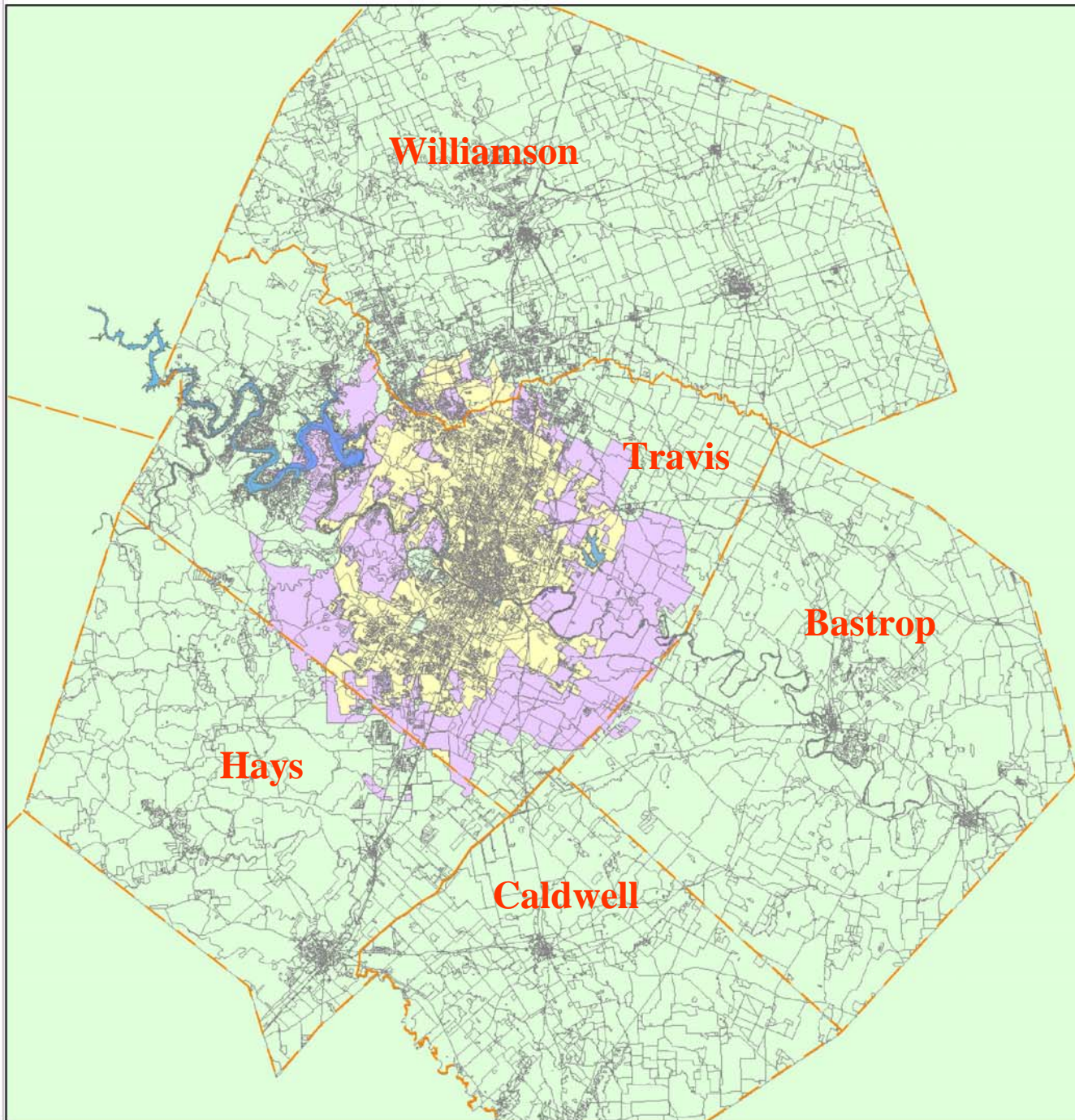
Austin MSA Population History: 1900 to 2010

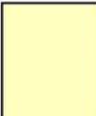



Austin MSA

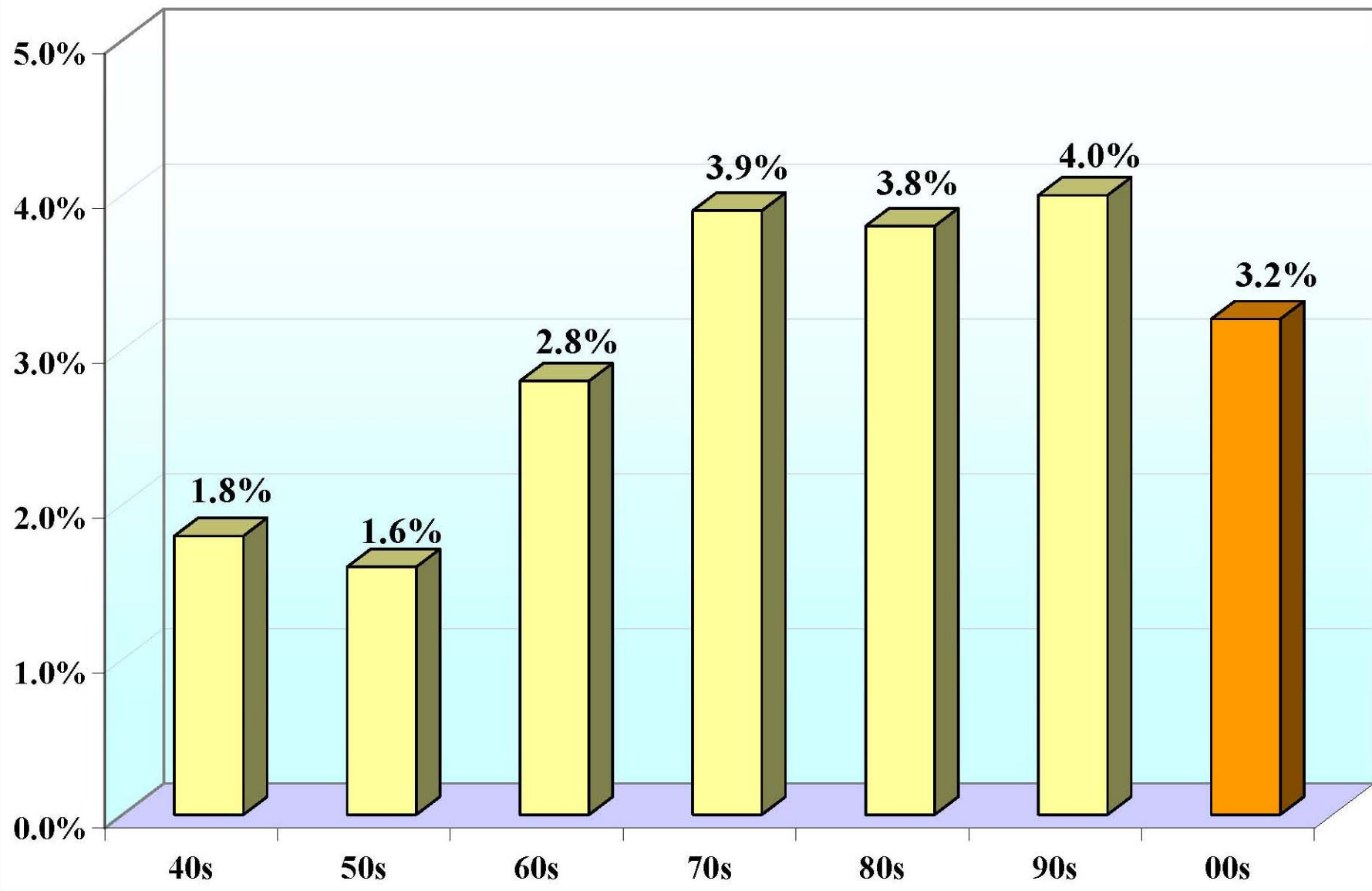
Metropolitan Statistical Area

as of July 2008

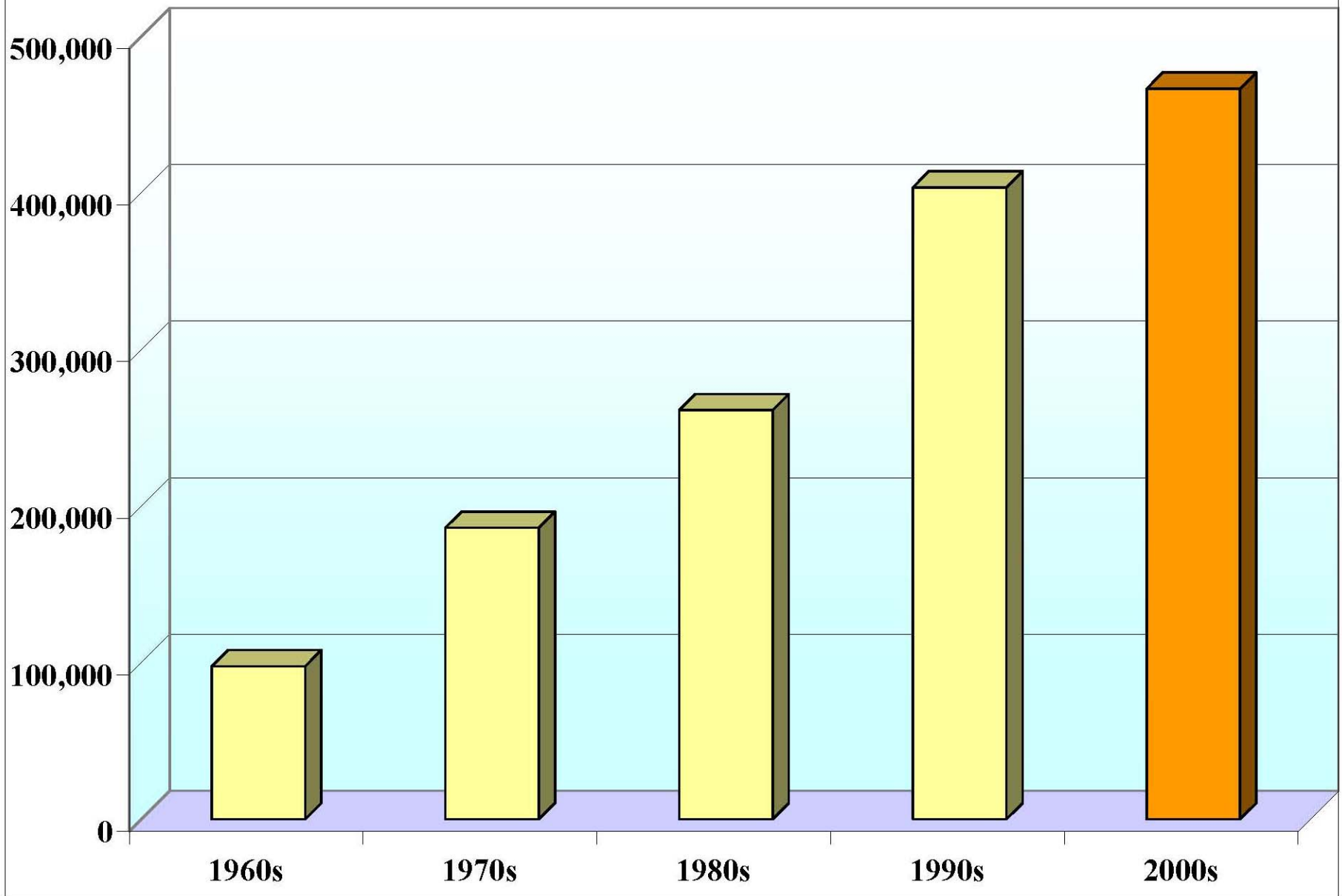


-  City of Austin
Full and Limited
Jurisdiction
-  City of Austin
Extra-Territorial
Jurisdiction

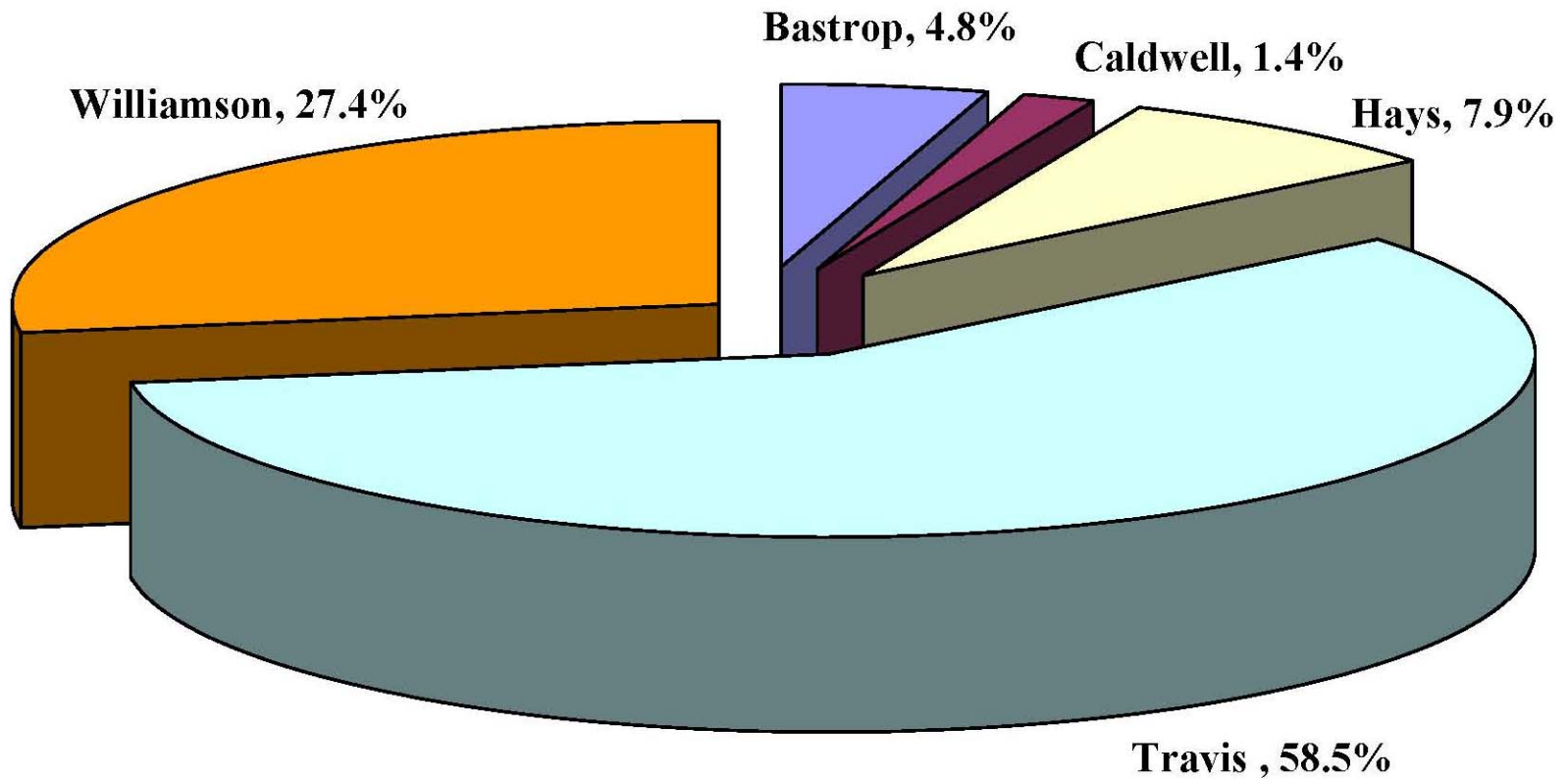
Austin MSA Annualized Population Growth Rates



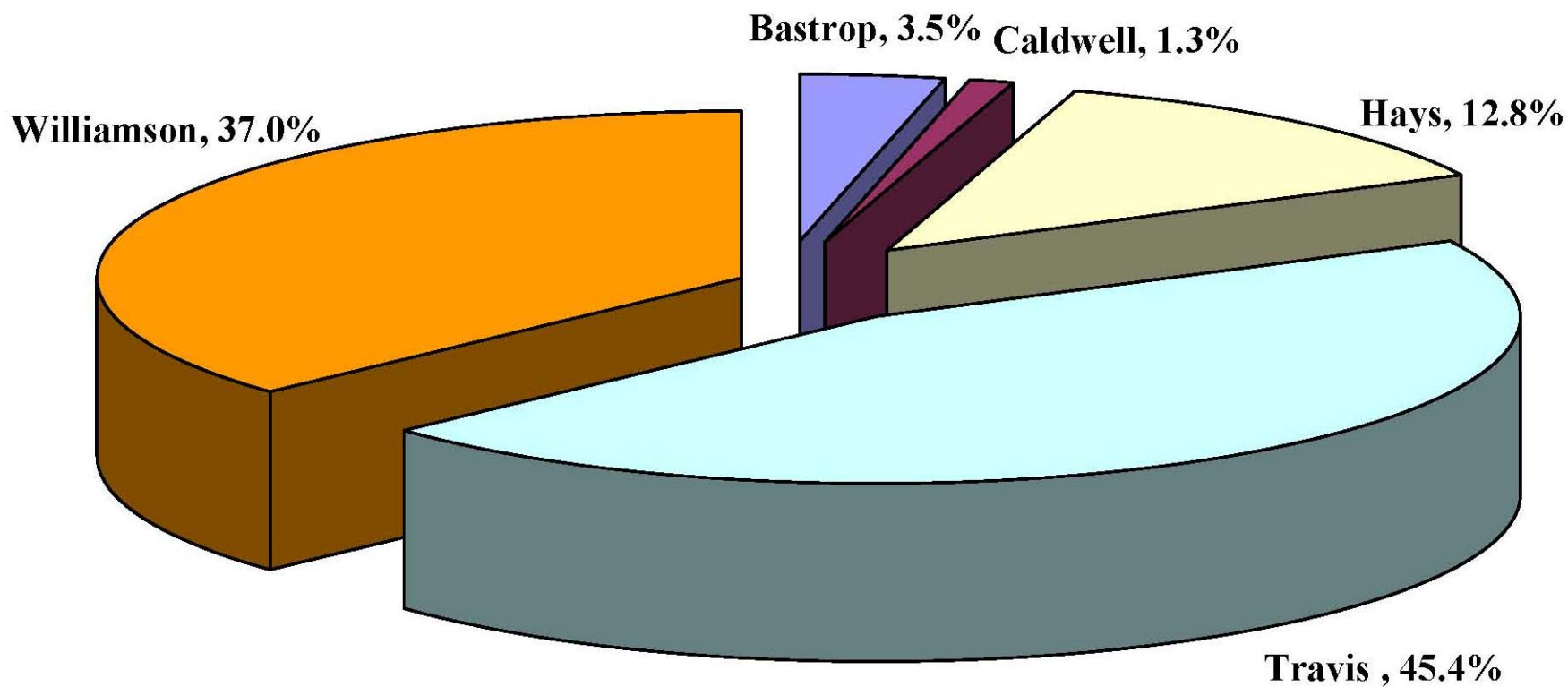
Austin MSA Total Population Growth by Decade: 1960 to 2010



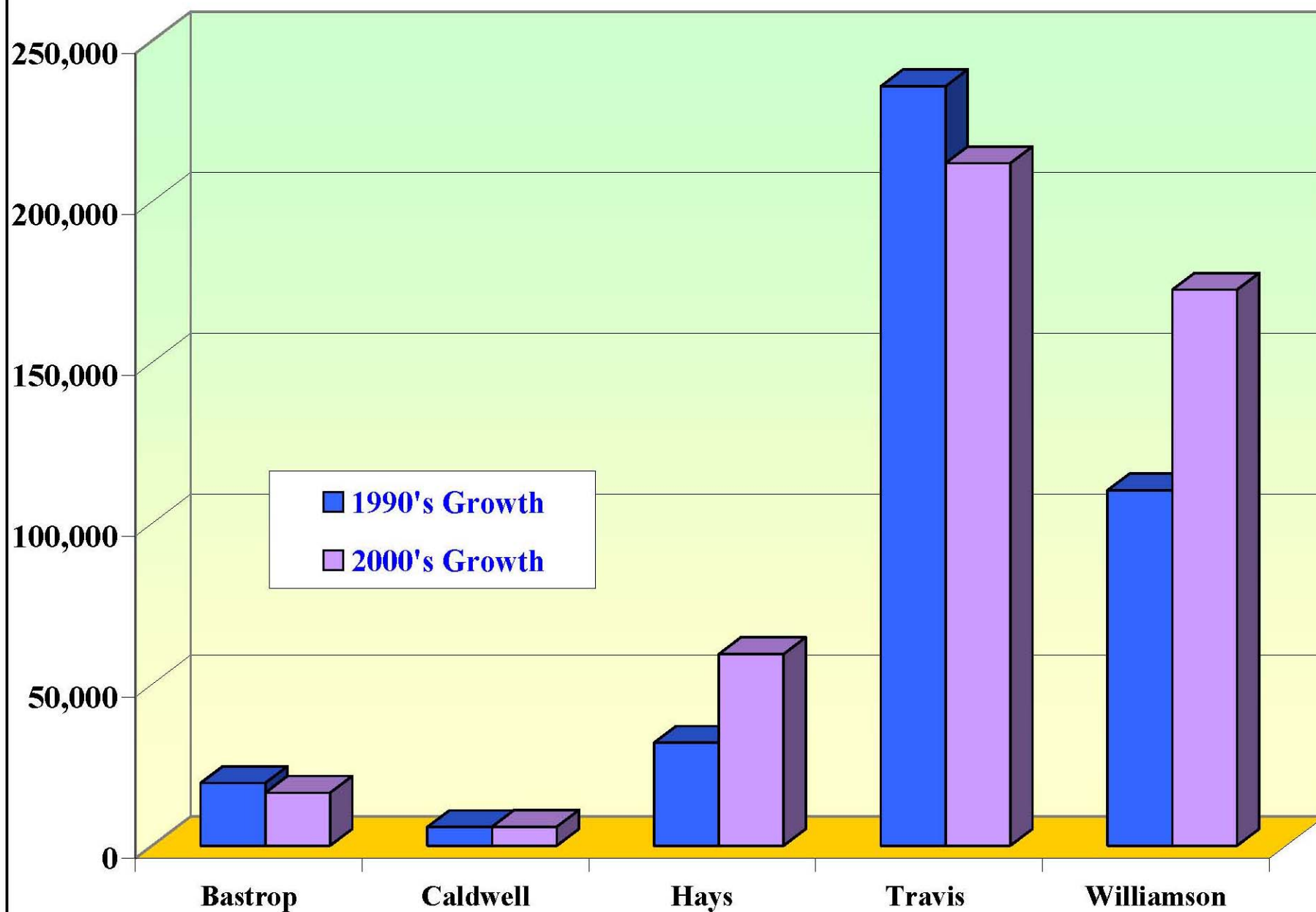
Share of Total Austin MSA Population Growth 1990 to 2000 by County



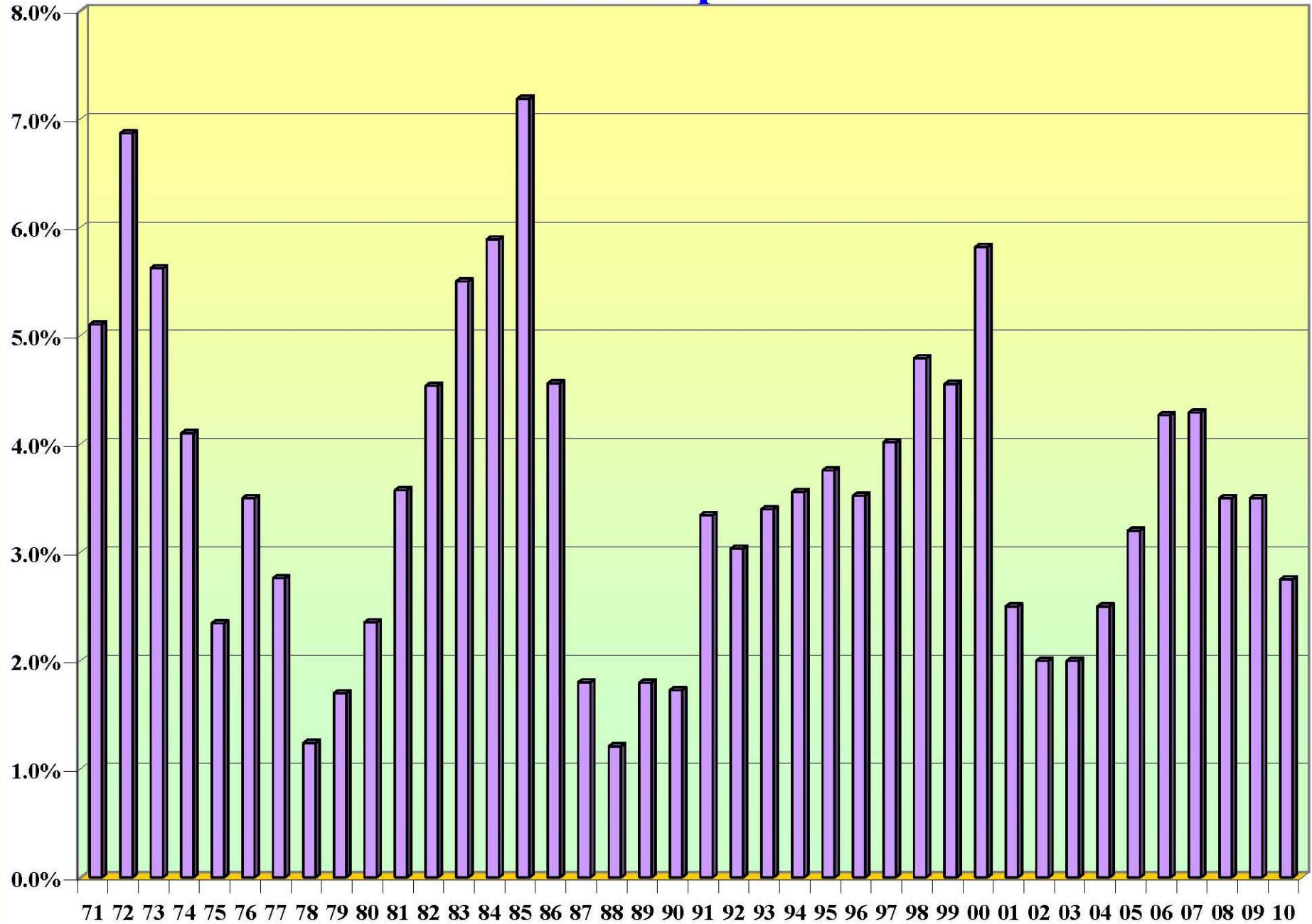
Share of Total Austin MSA Population Growth 2000 to 2010 by County



Population Growth by Decade by MSA County



Austin MSA Annual Population Growth Rates



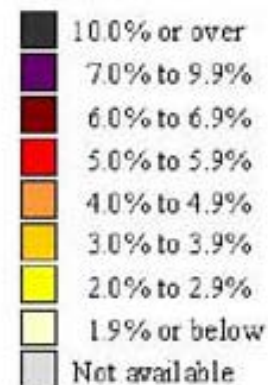
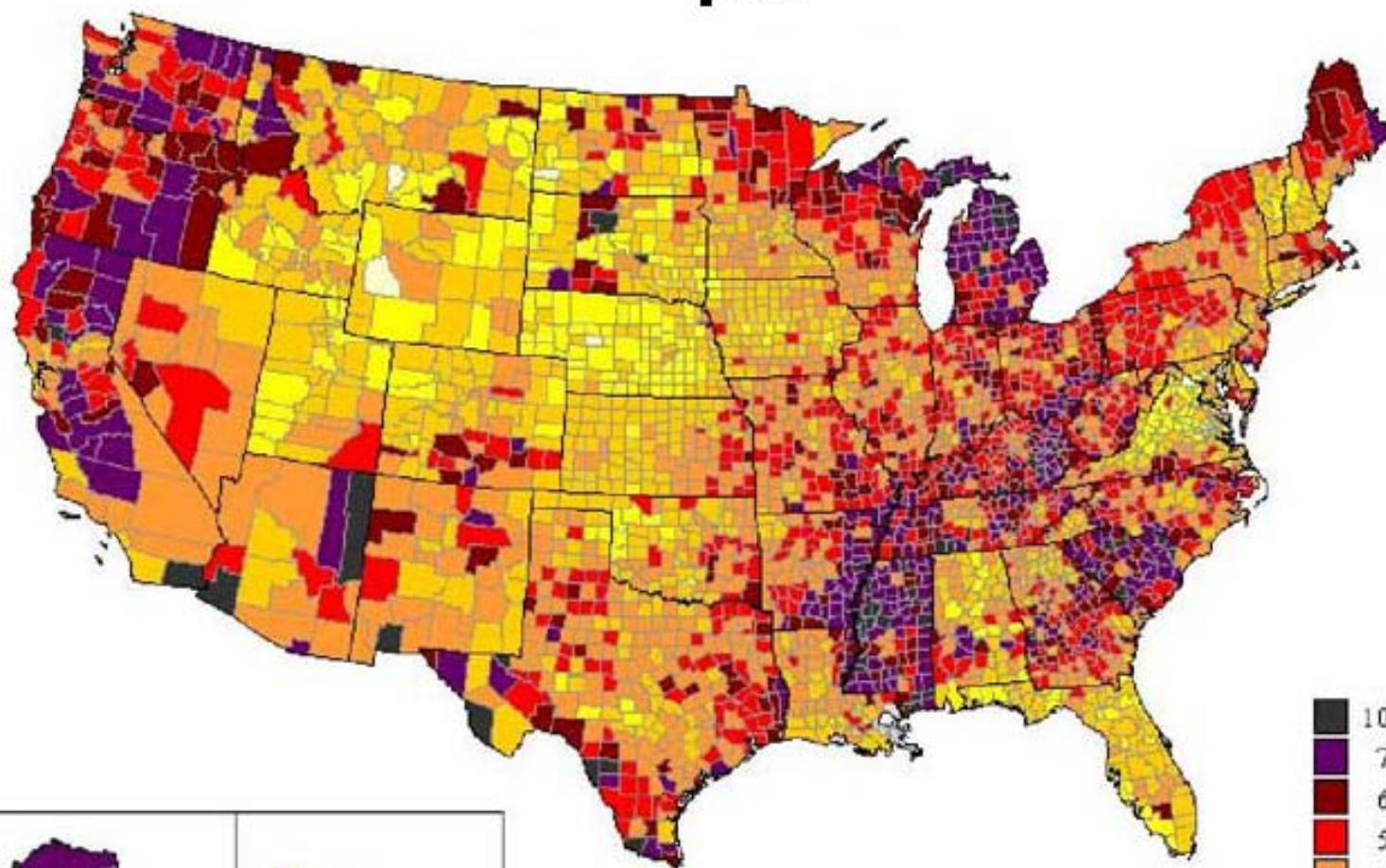
Population Growth Drivers: 1970s to 2010

- Job creation.
- Quality of life relative to competitor cities.
- Extremely strong sense of place.
- Synergy of Opportunity: created by the triple-whammy presence of: the University of Texas, thriving private-sector Tech Clusters and being the state capital.
- Physical setting of central Texas. Austin straddles an ecotone, a confluence of ecosystems.
- The state's enormous growth has had great influence.
- International Immigration: Austin has become an emerging gateway.

Unemployment Rates by County

January 2007

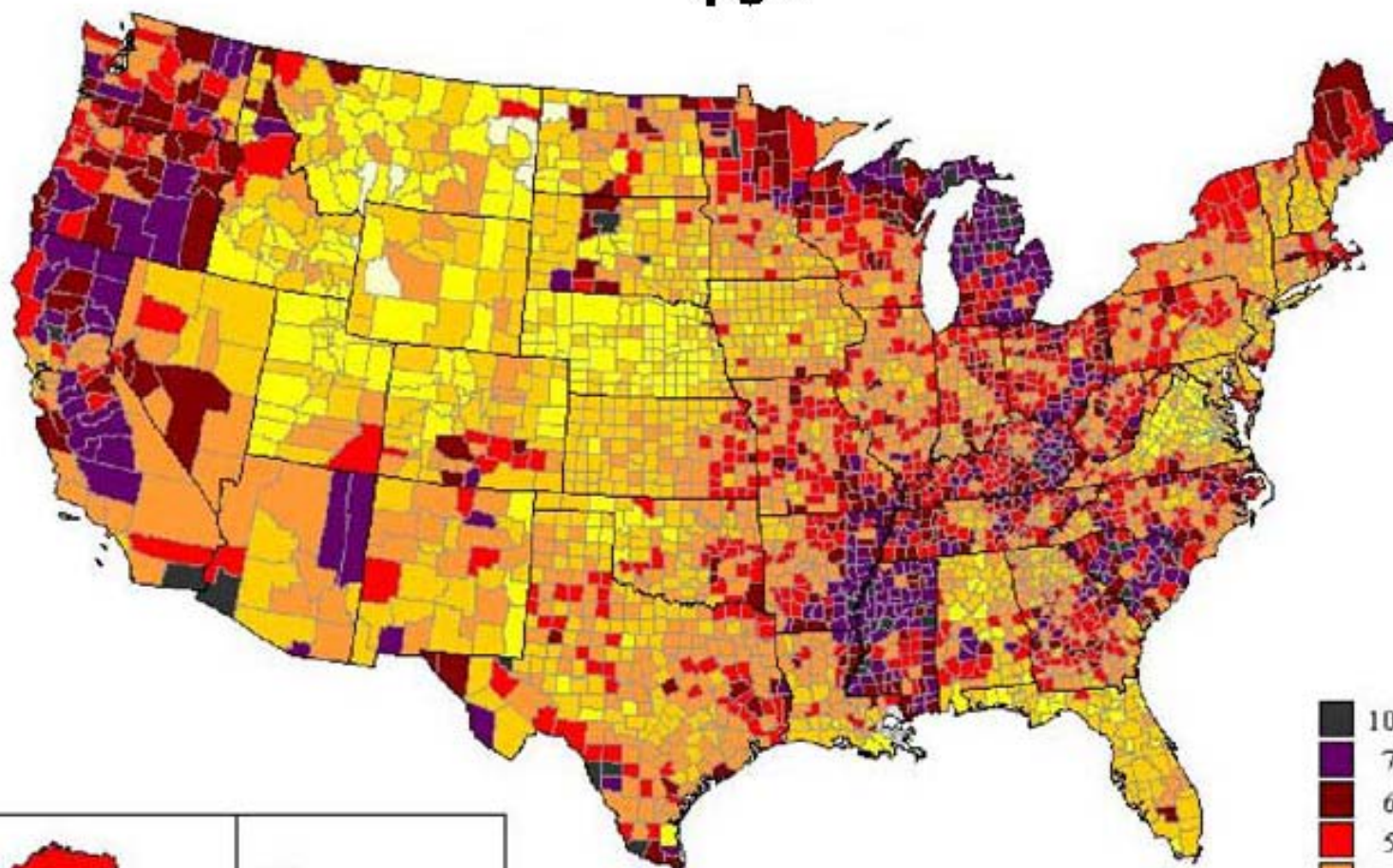
4.6%



Unemployment Rates by County

June 2007

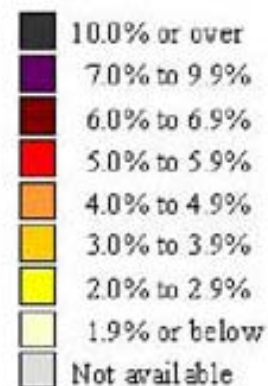
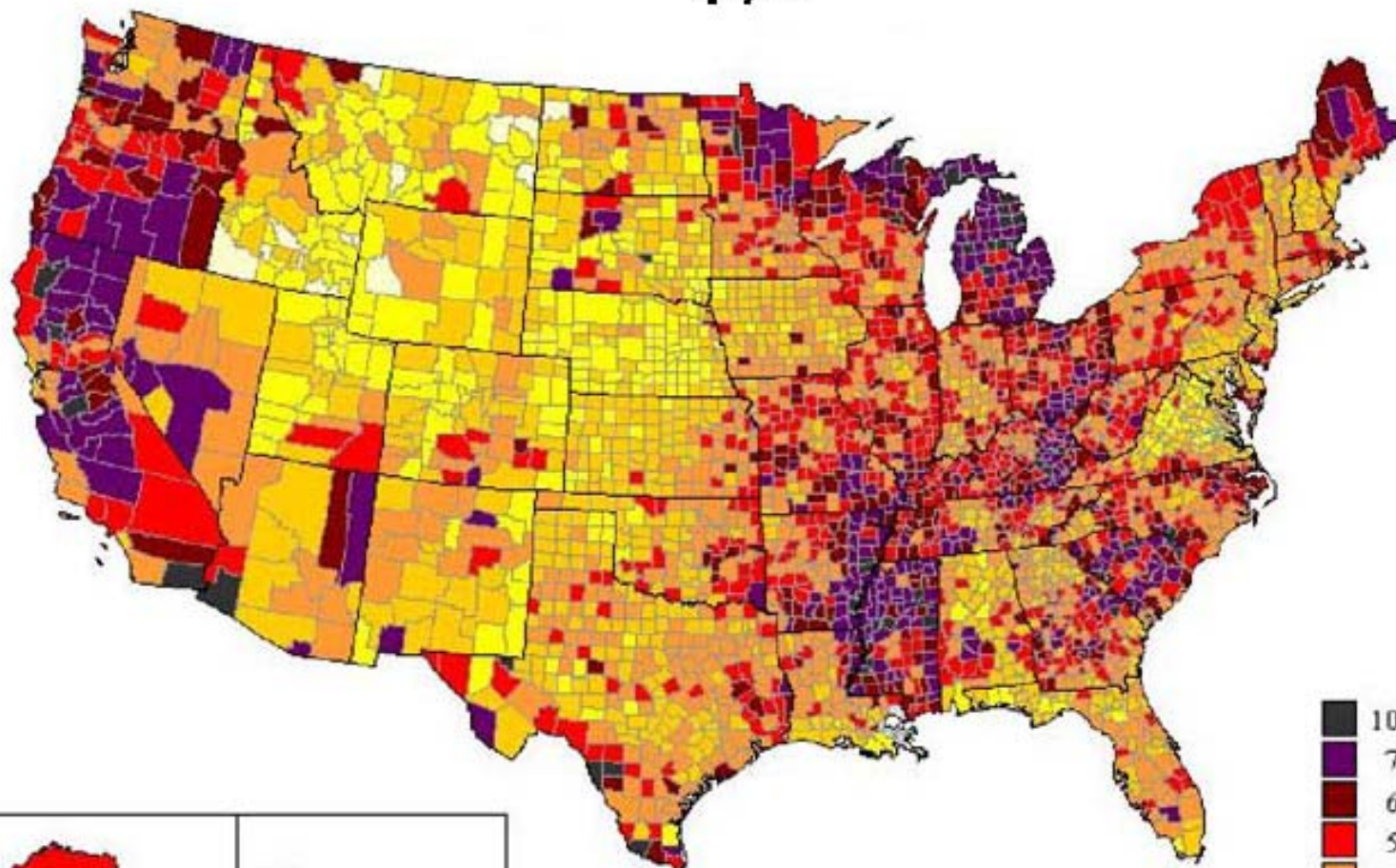
4.5%



Unemployment Rates by County

January 2008

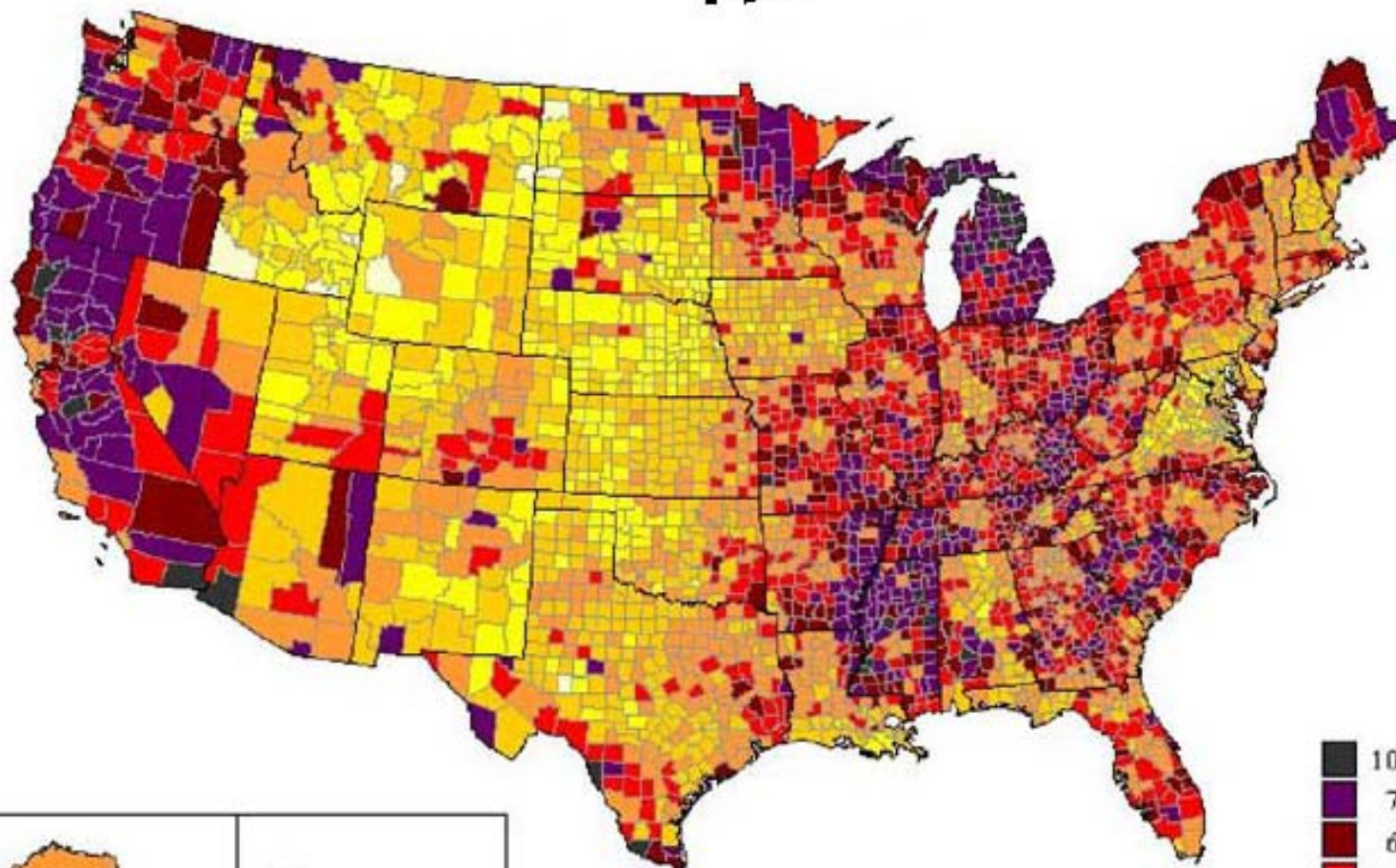
4.7%



Unemployment Rates by County

June 2008

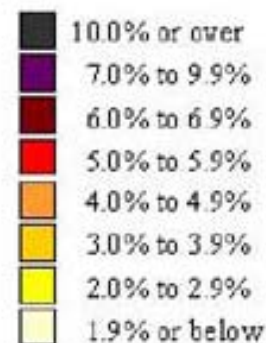
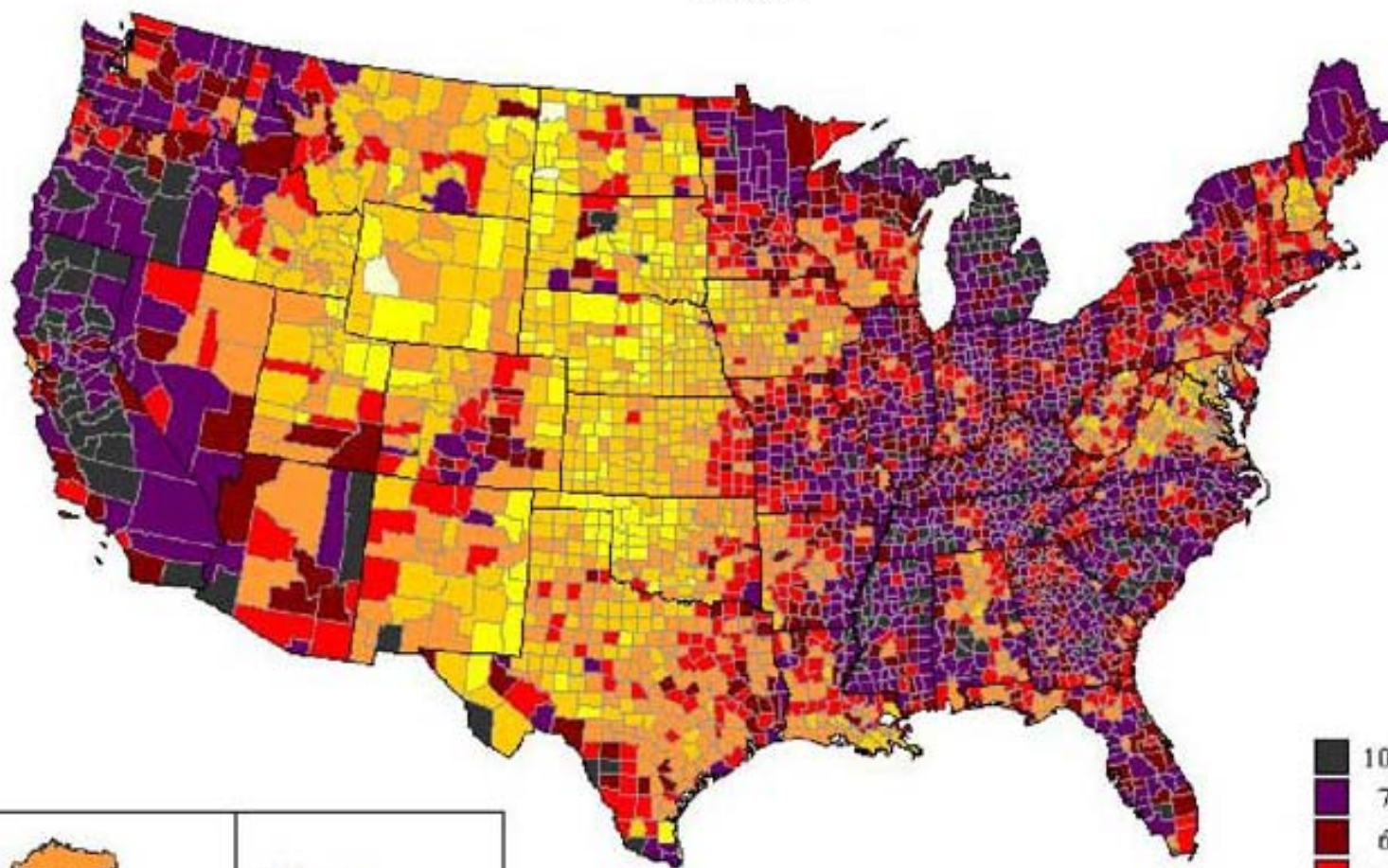
4.9%



Unemployment Rates by County

January 2009

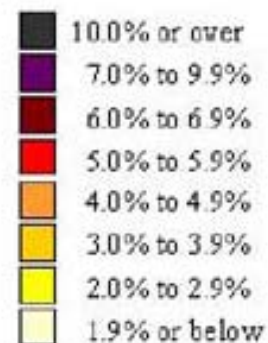
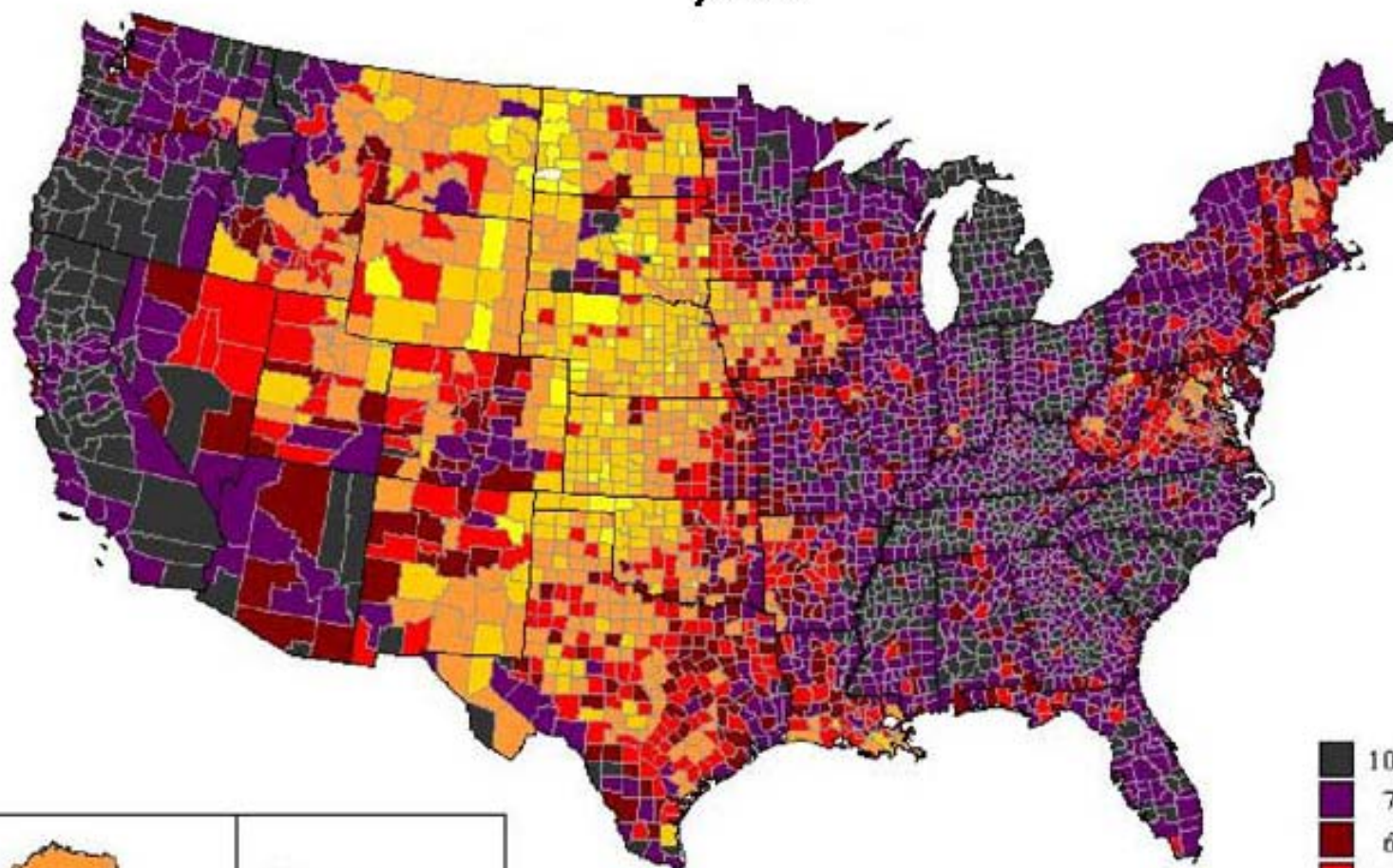
6.0%



Unemployment Rates by County

June 2009

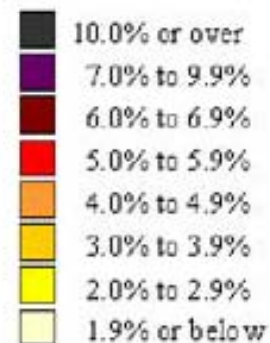
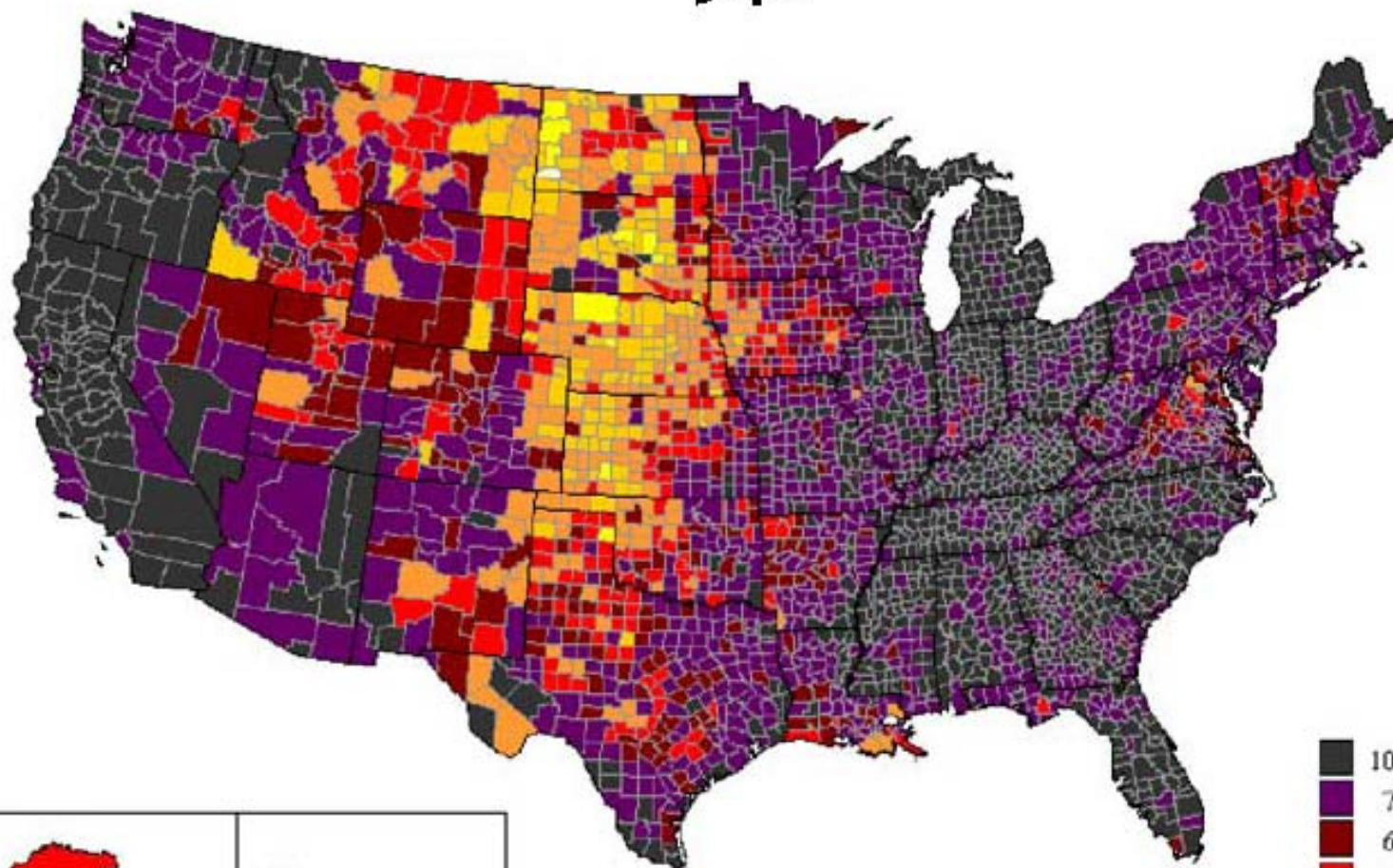
7.6%



Unemployment Rates by County

January 2010

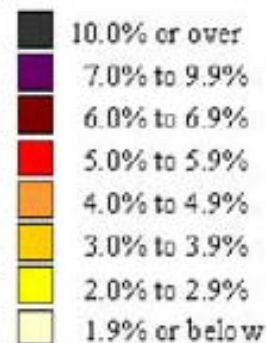
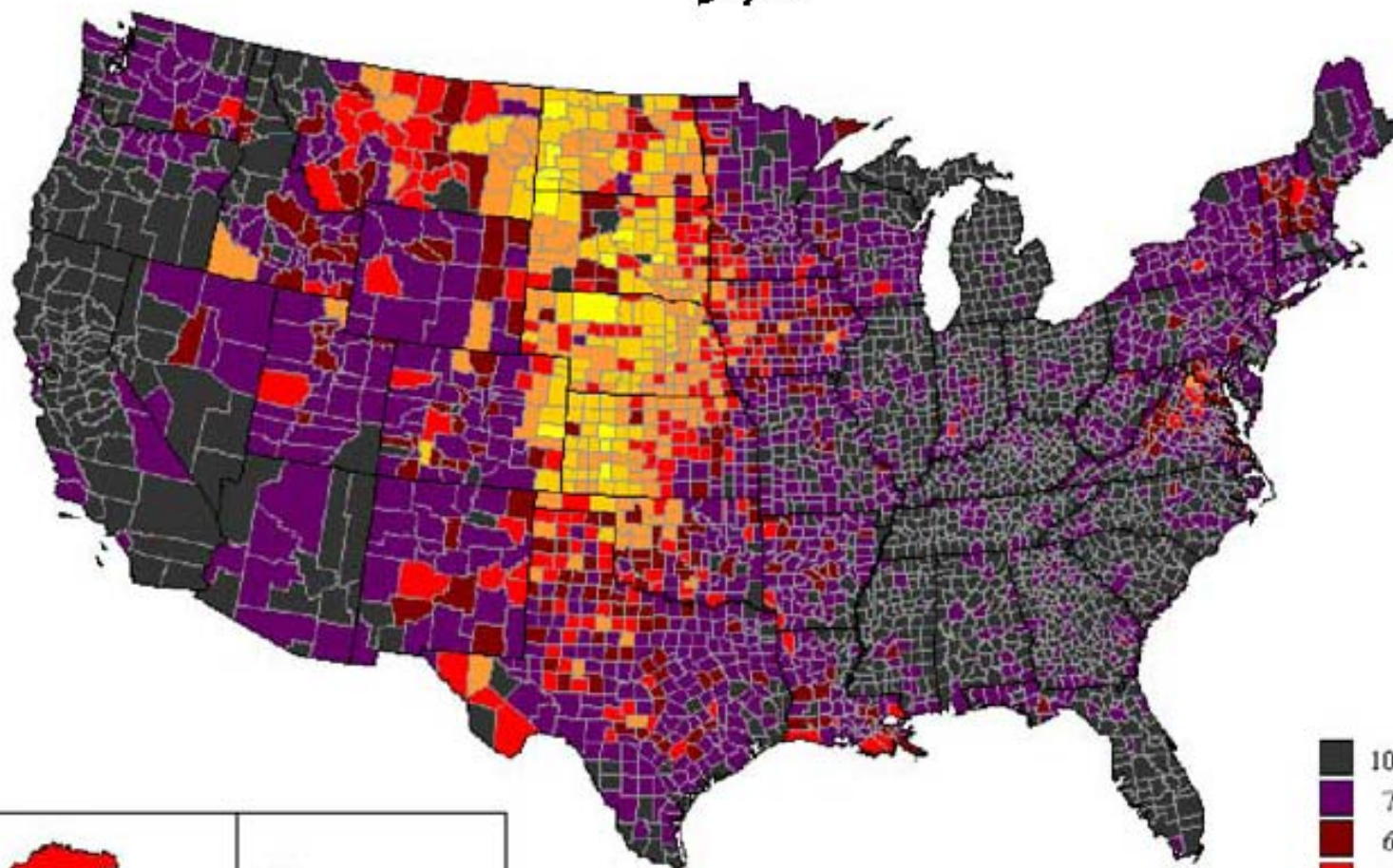
9.4%



Unemployment Rates by County

June 2010

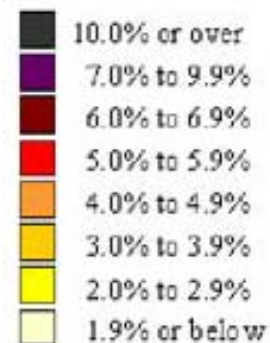
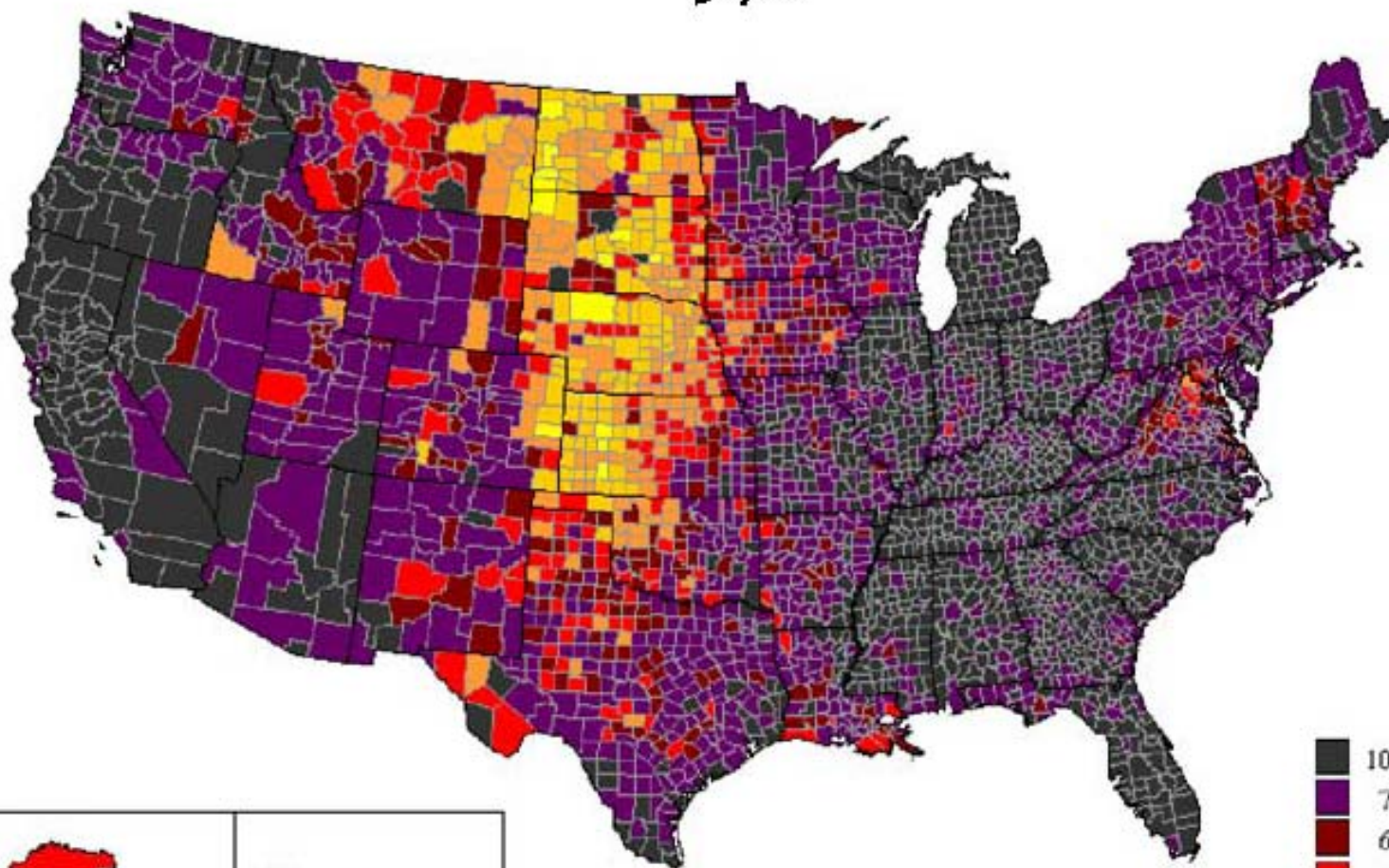
9.7%



Unemployment Rates by County

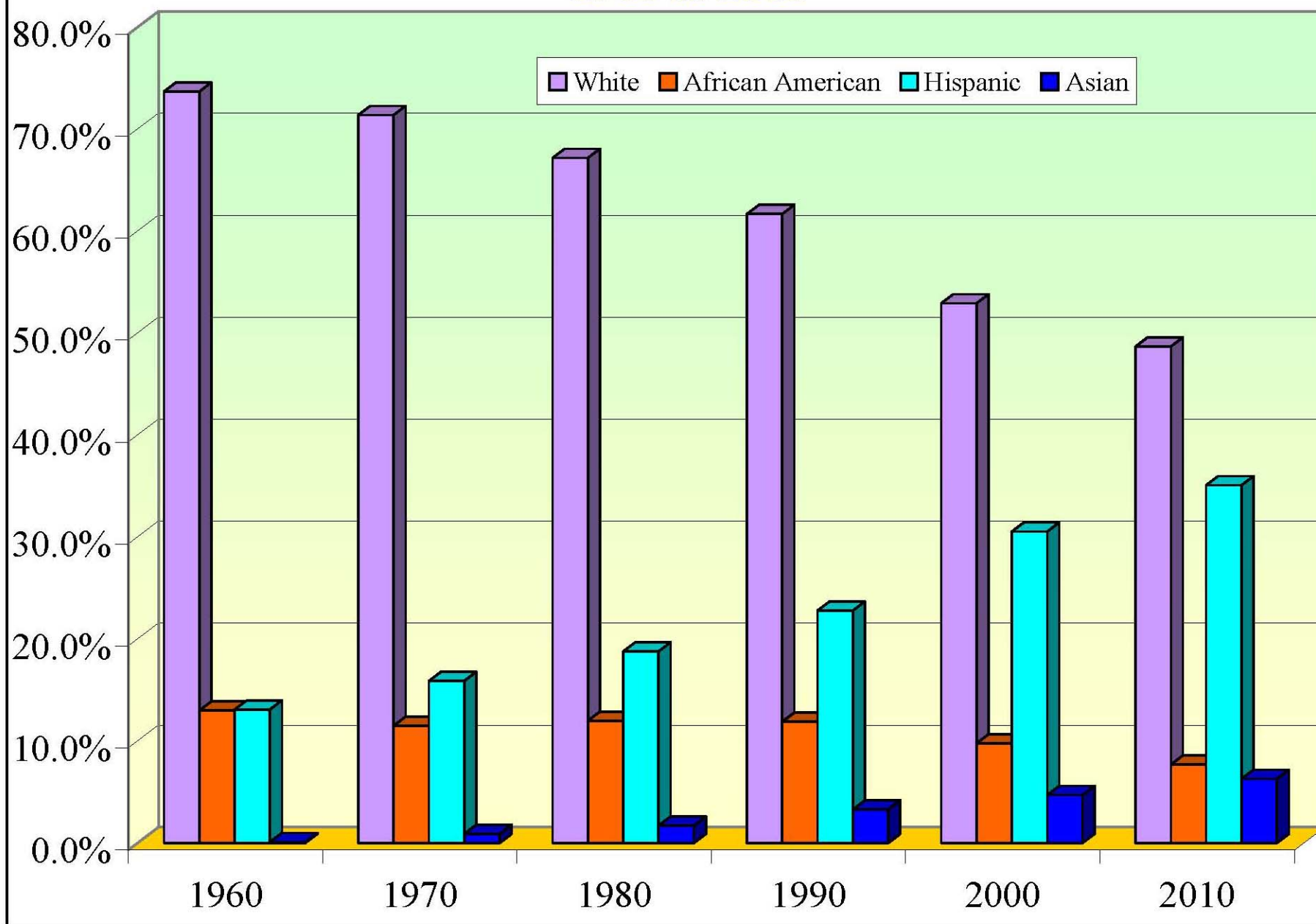
January 2011

9.7%

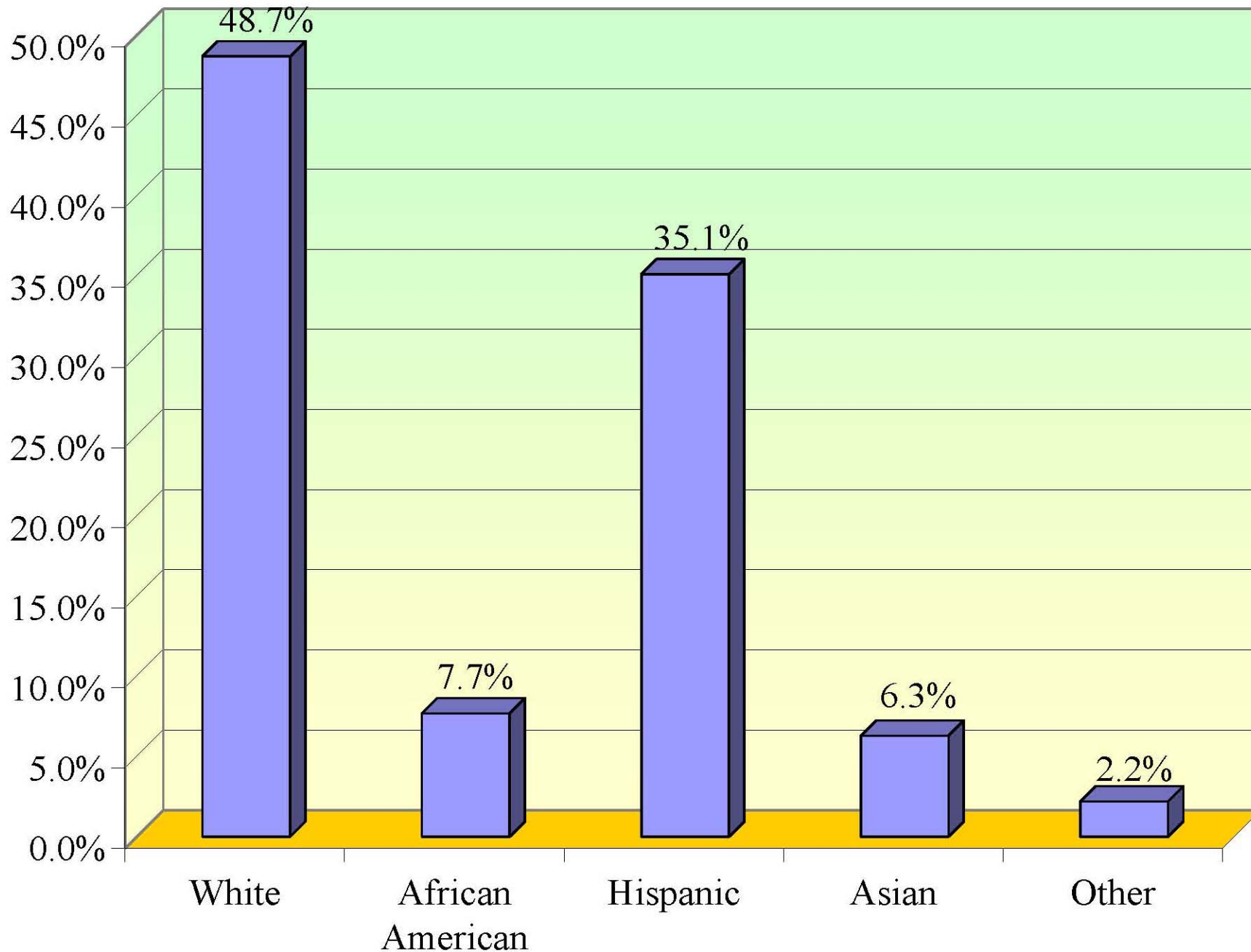


Diversification

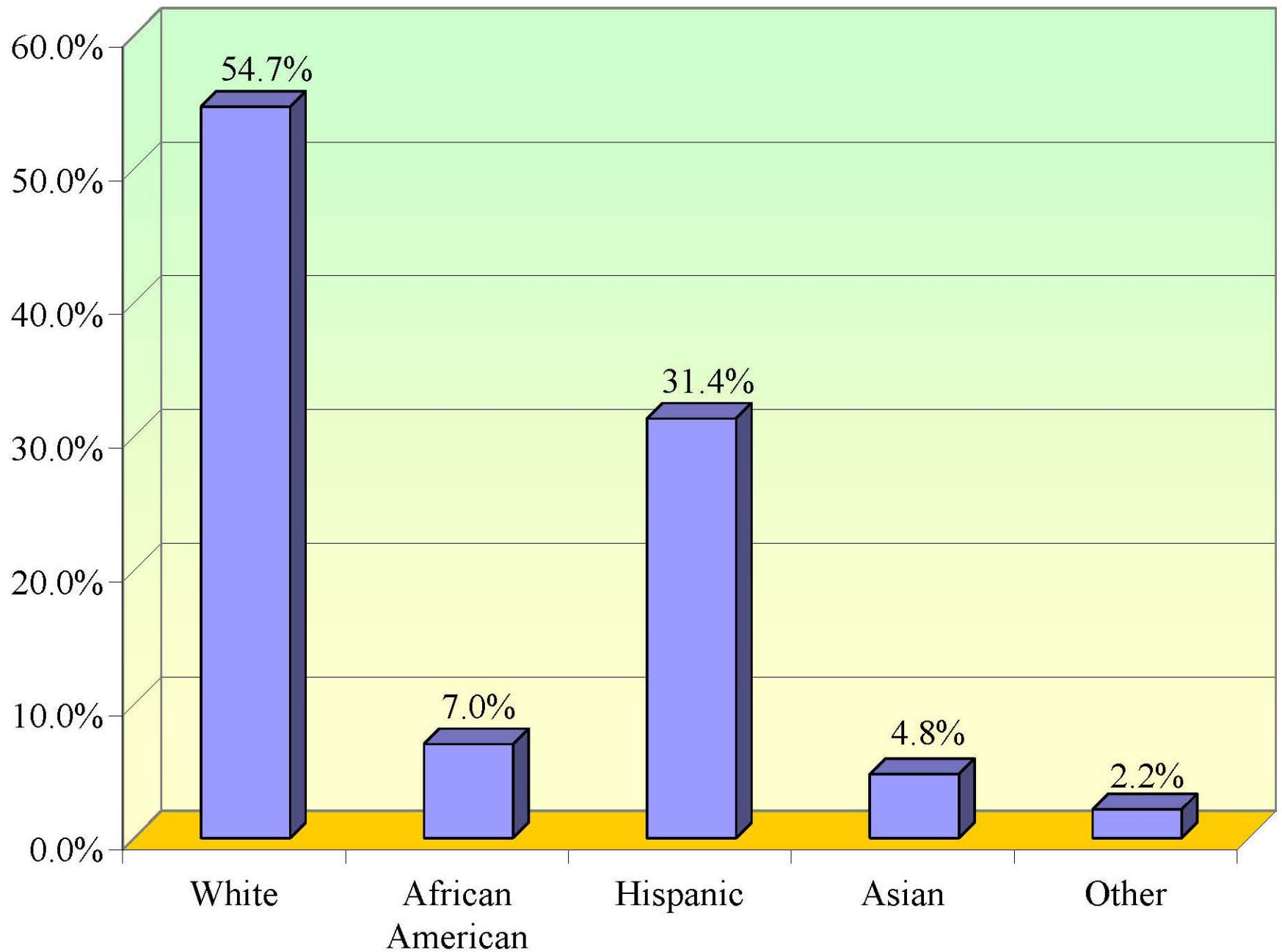
City of Austin Racial and Ethnicity Shares History: 1960 to 2010



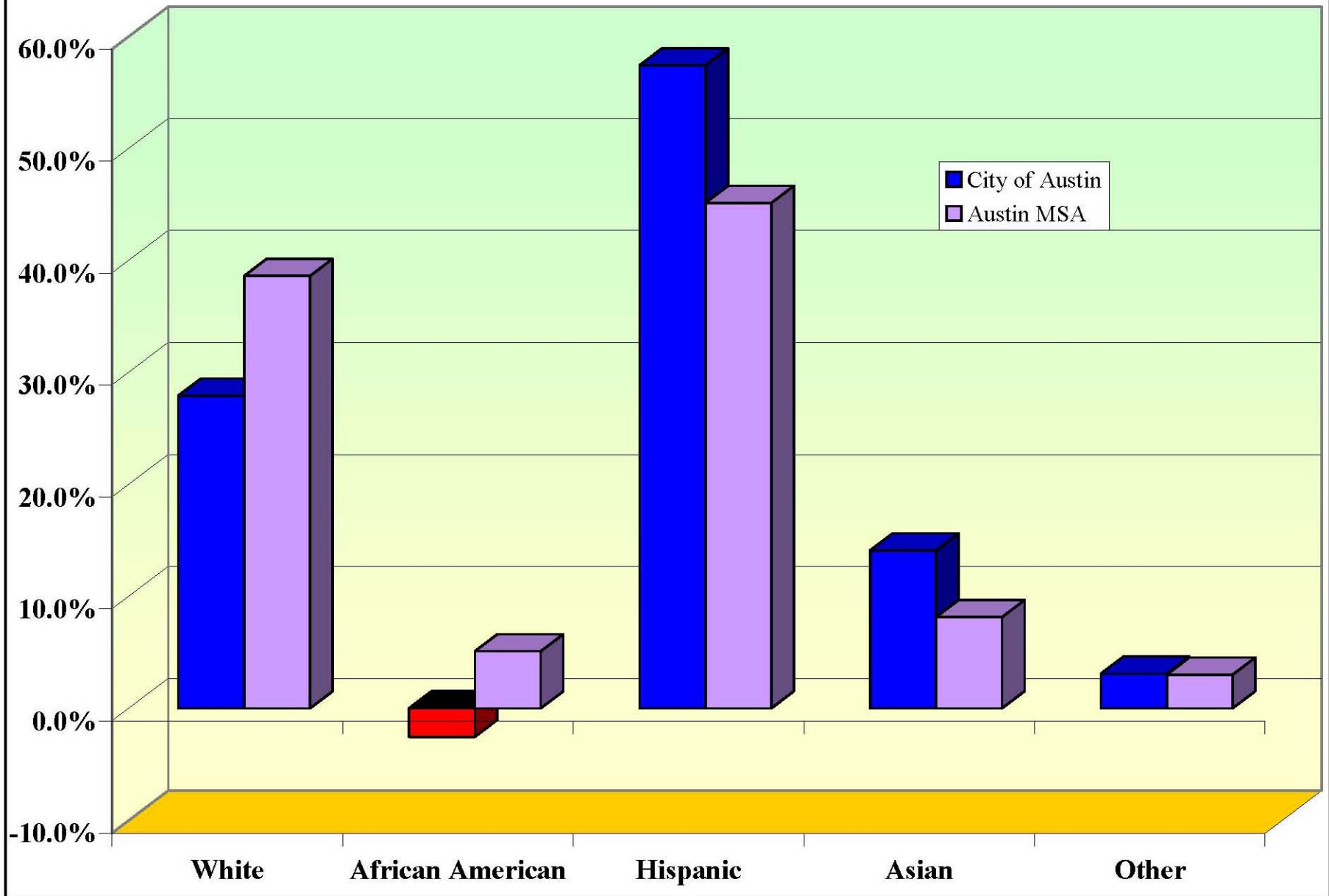
City of Austin Racial and Ethnicity Shares: 2010



Austin MSA Racial and Ethnicity Shares: 2010



Share of Total Population Growth from Growth of Ethnic Groups: 2000s

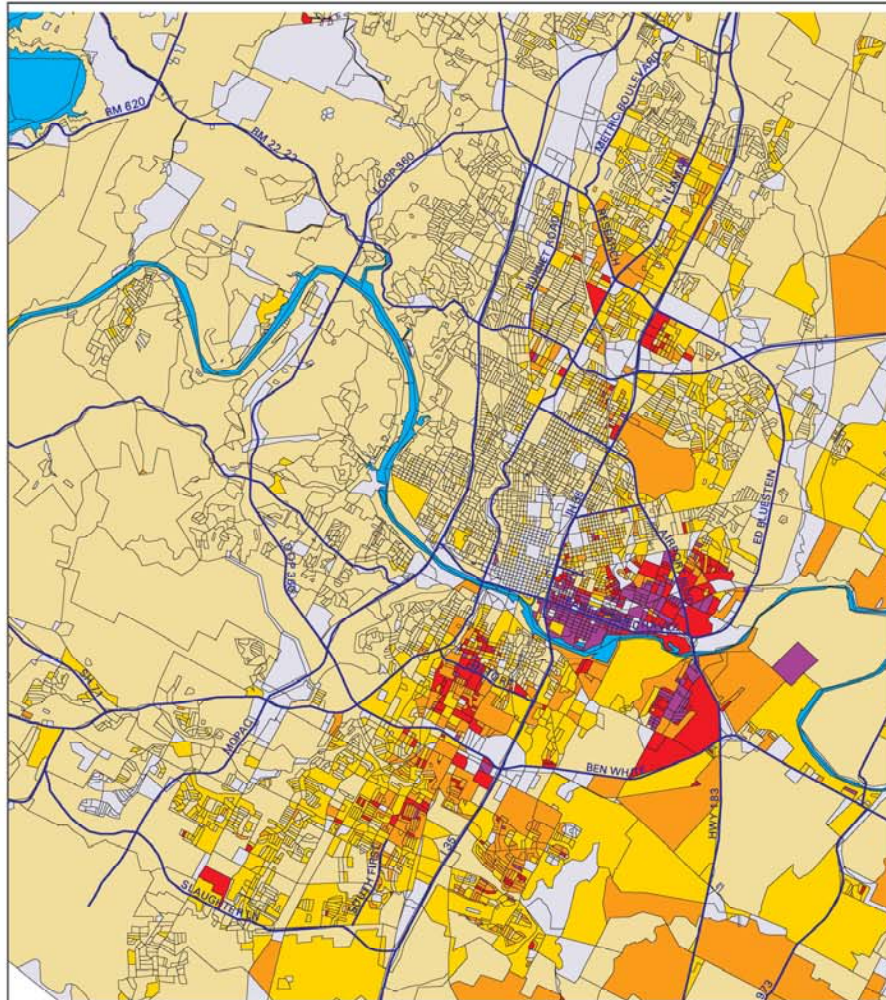


Landscapes

Changing Hispanic Landscape

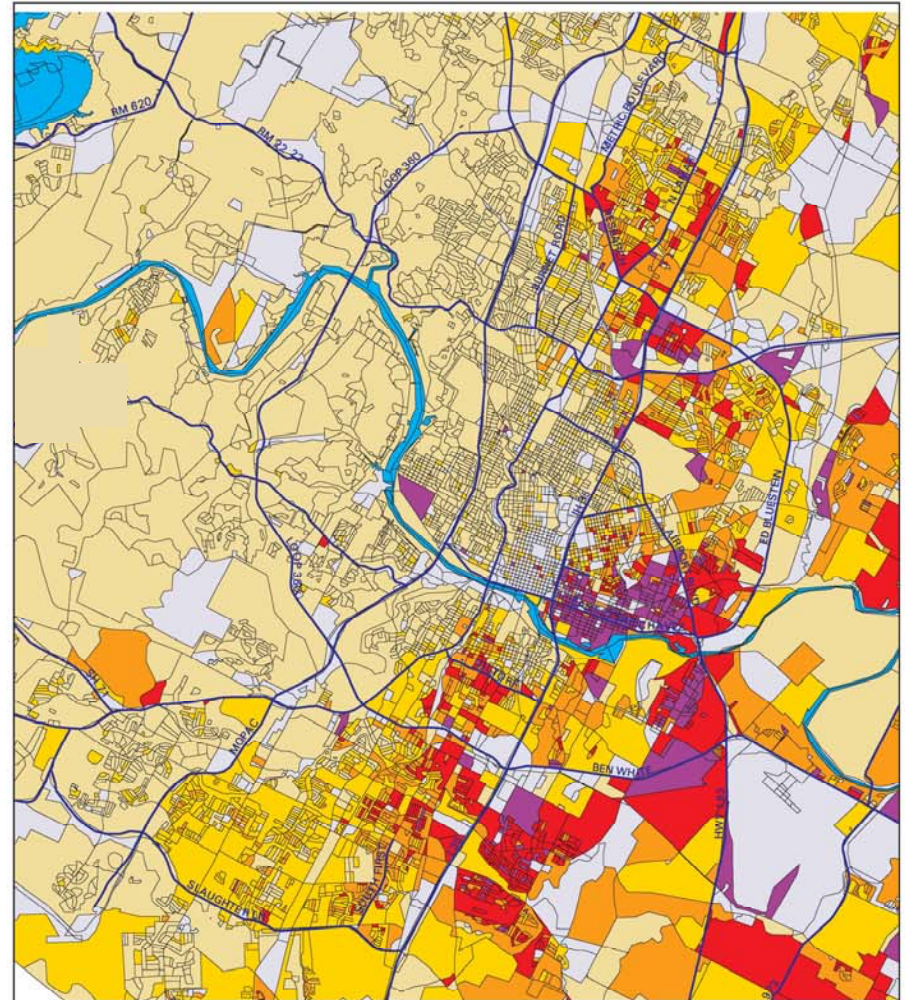
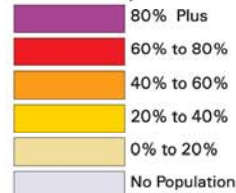
Hispanic Population Concentrations, 1990 and 2000.

Austin, Texas. 1990 Census and Census 2000 Data.



1990 Population

Percent Hispanic



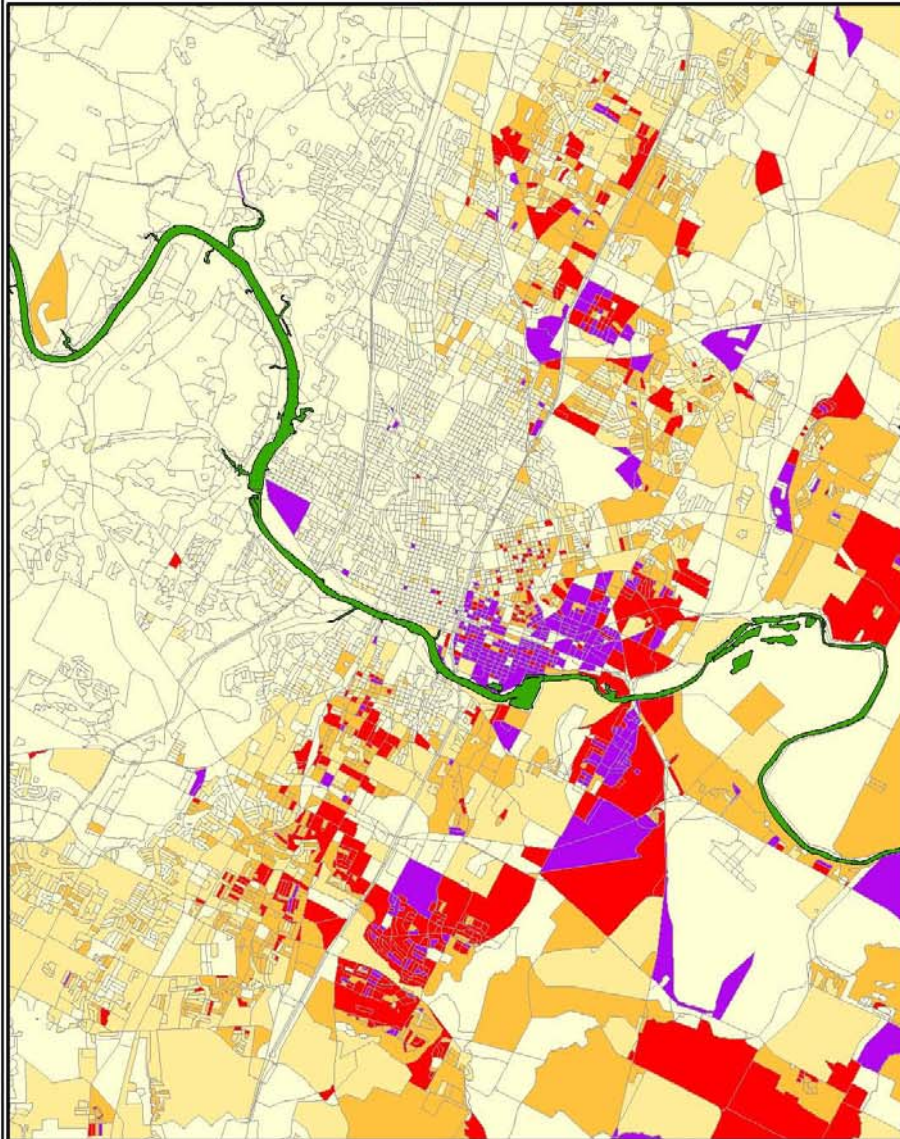
2000 Population

Percent Hispanic



Changing Hispanic Landscape

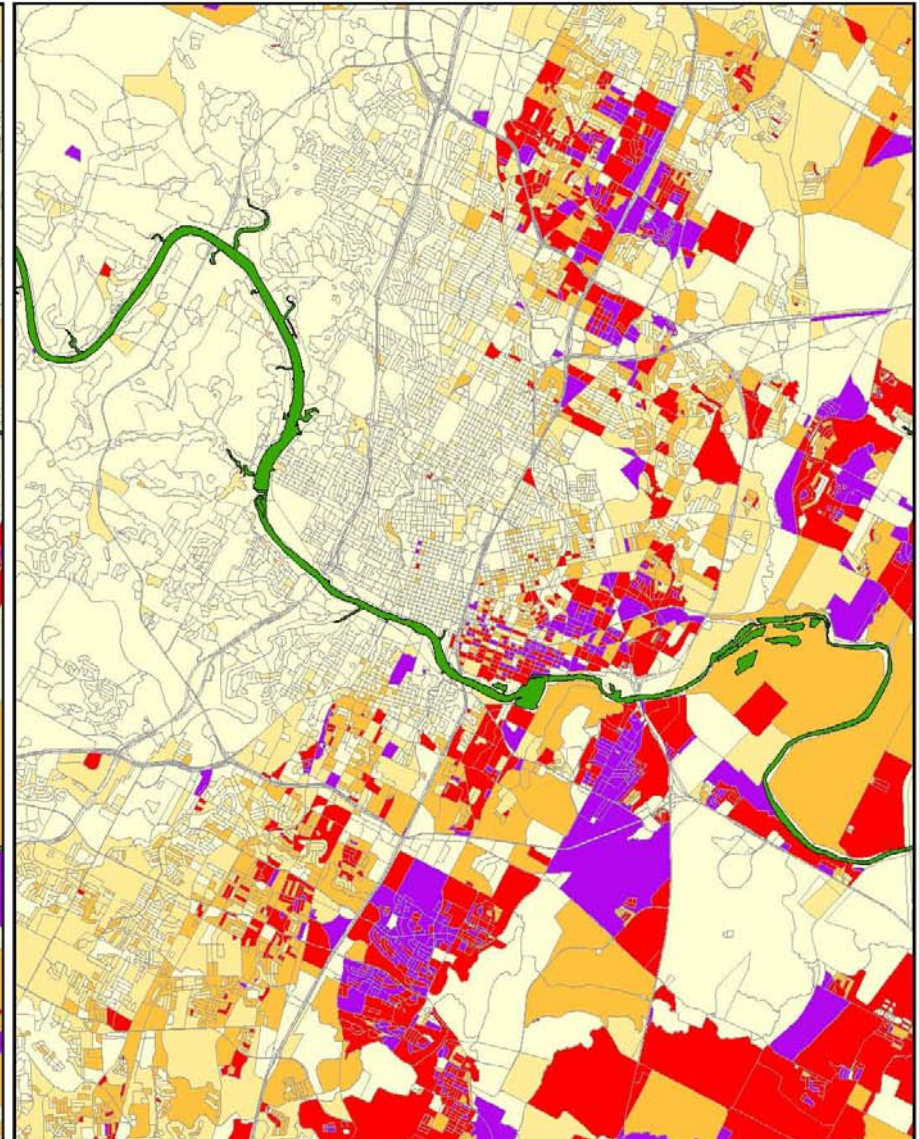
Hispanic--Latino Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



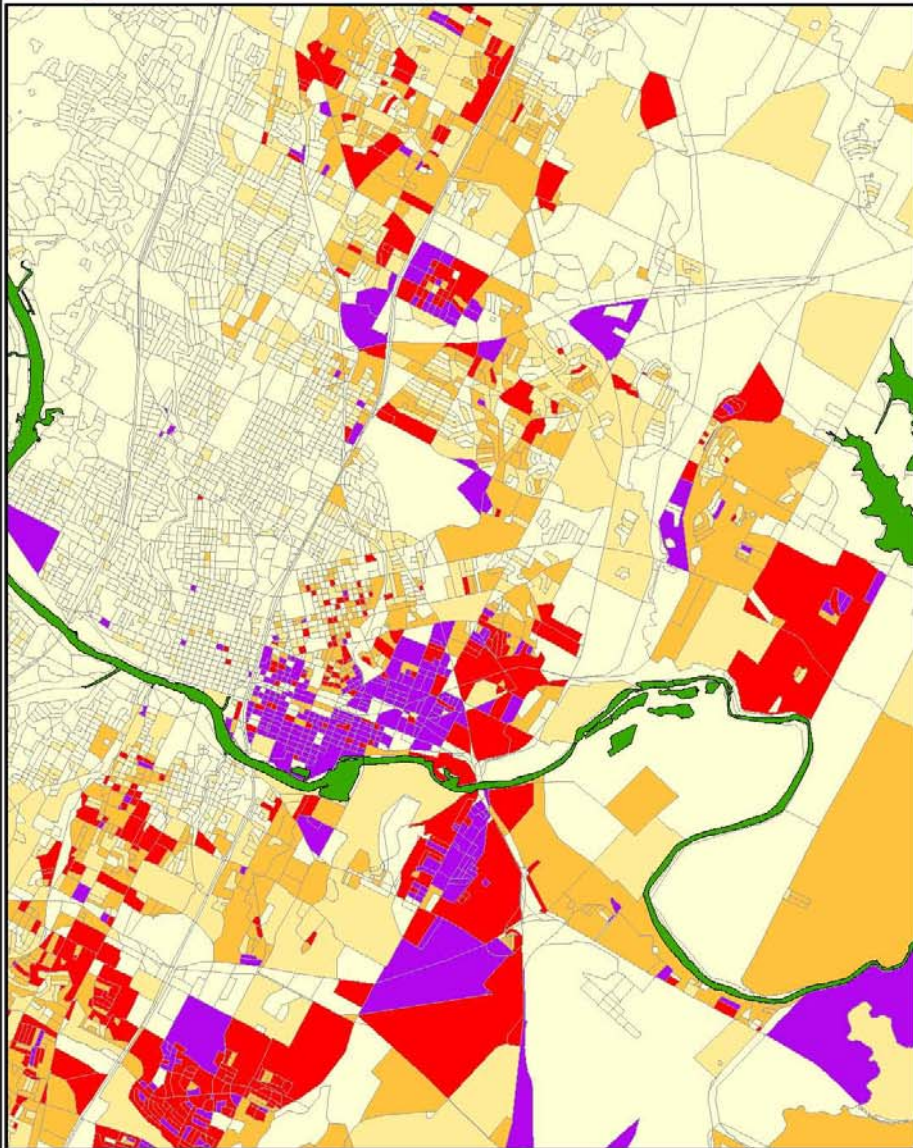
Census 2010 Data
Census Blocks

Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Changing Hispanic Landscape--Urban Core

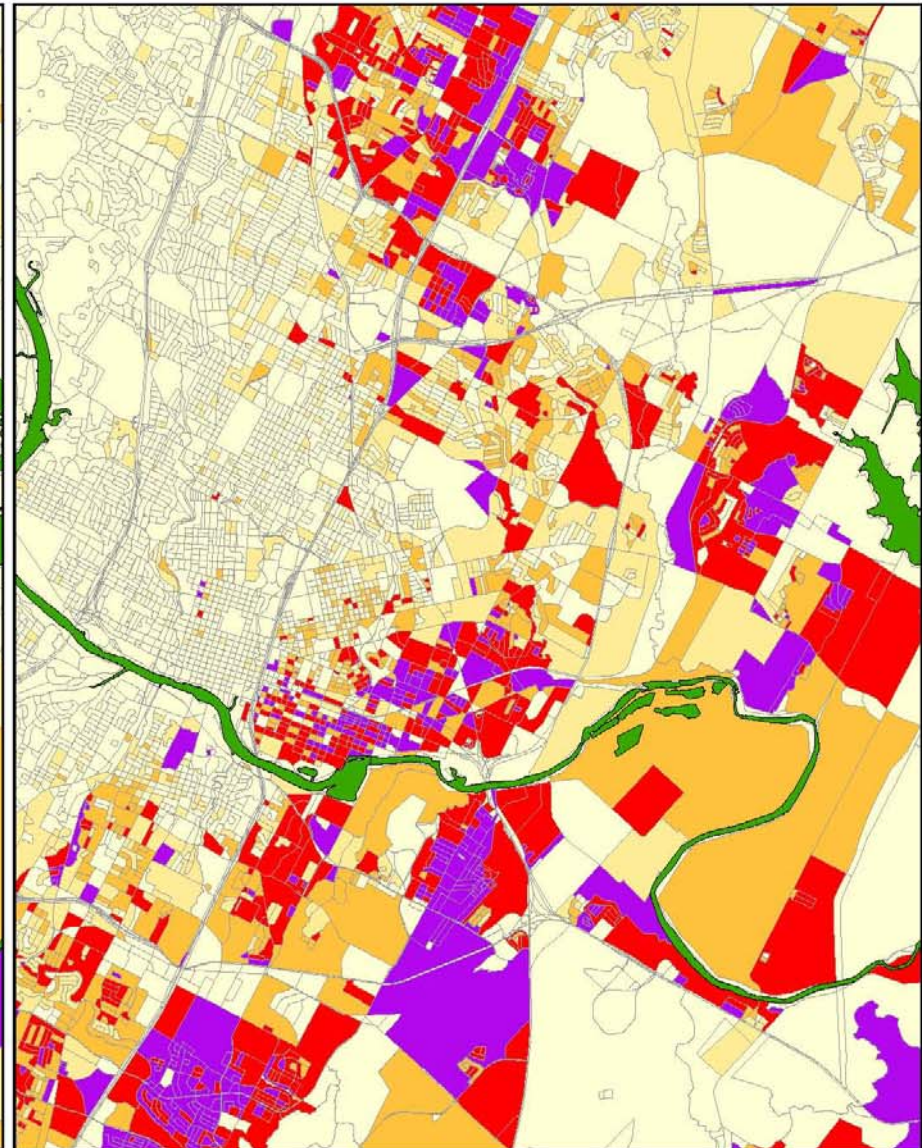
Hispanic--Latino Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



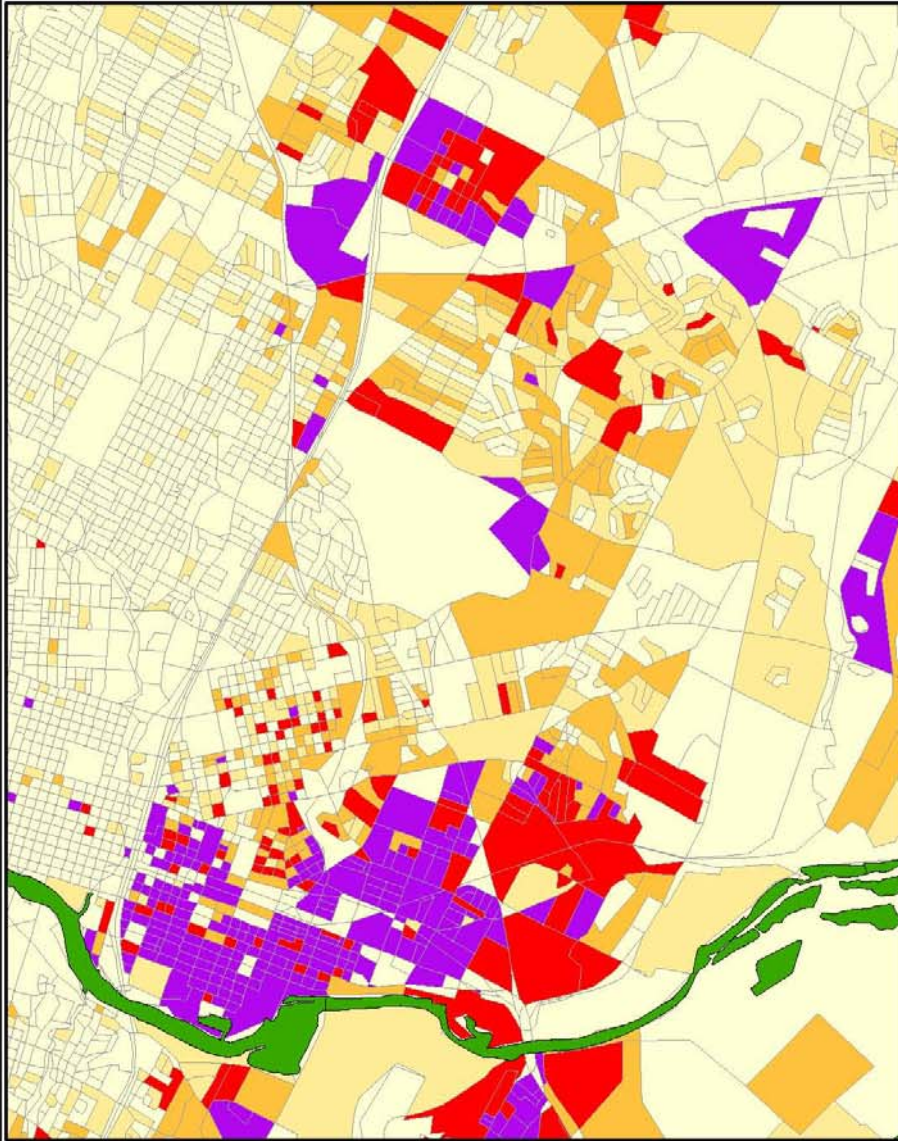
Census 2010 Data
Census Blocks

Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Changing Hispanic Landscape--Eastern Urban Core

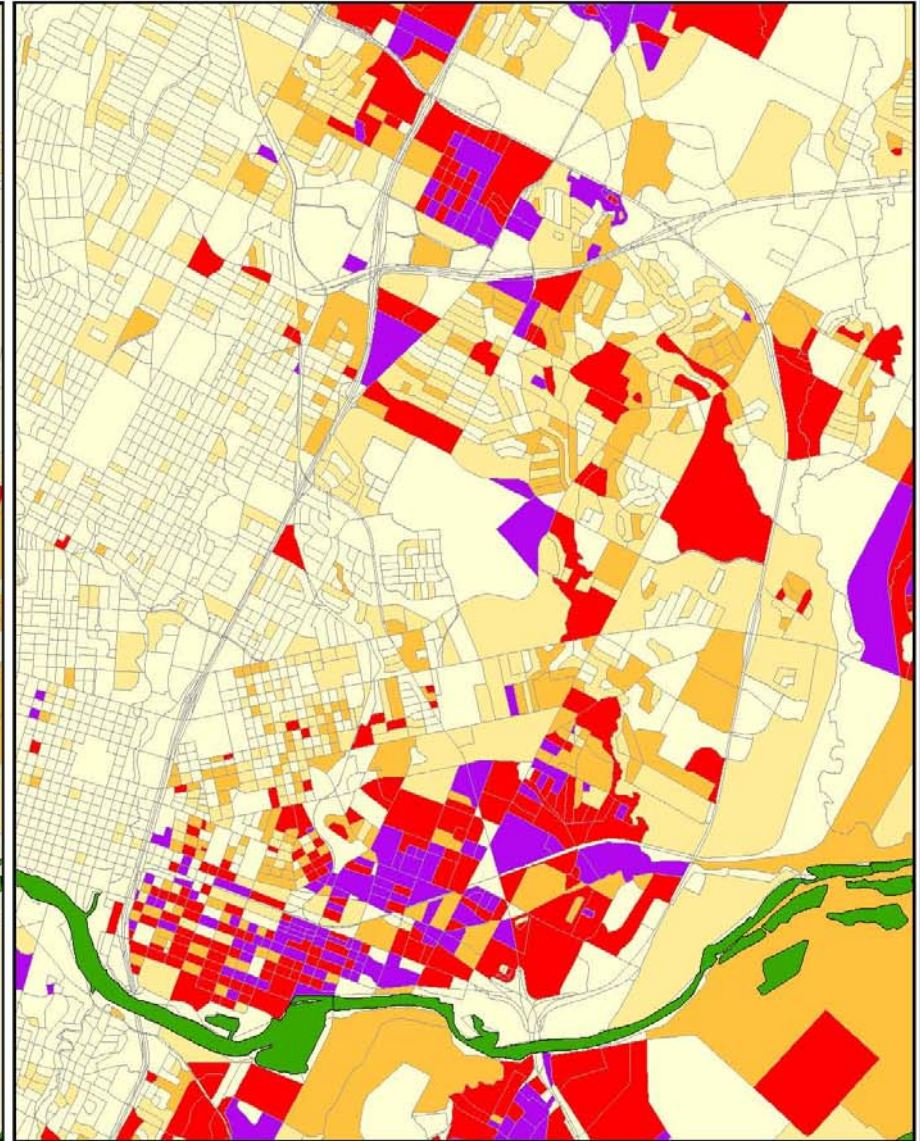
Hispanic--Latino Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



Census 2010 Data
Census Blocks

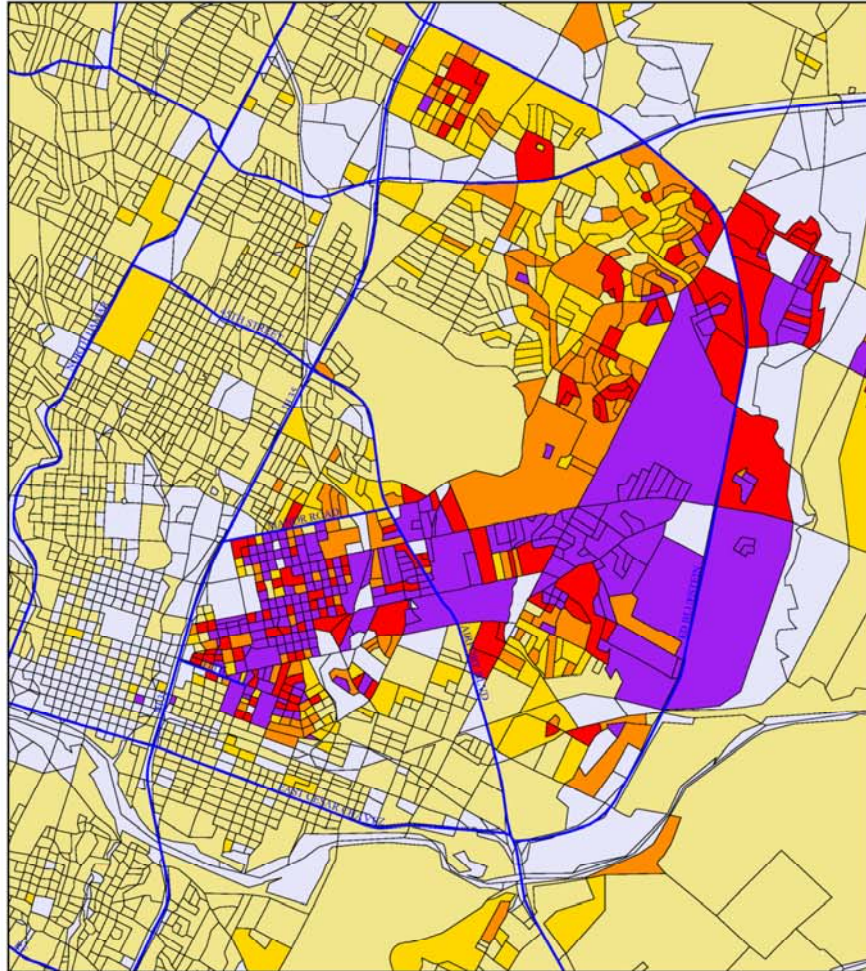
Percentage of the
Total Population
that is of
Hispanic Origin

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Changing African-American Landscape in East Austin

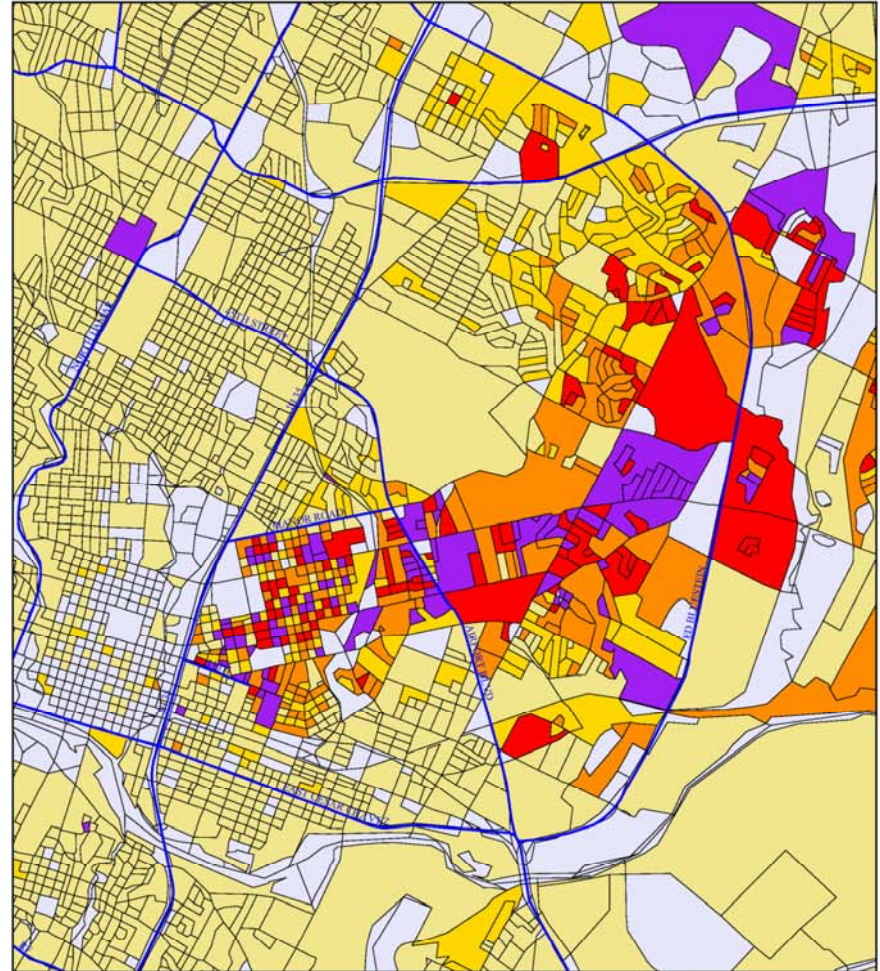
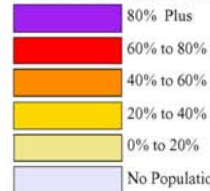
African-American Population Concentrations, 1990 and 2000.

Austin, Texas. 1990 Census and Census 2000 Data.



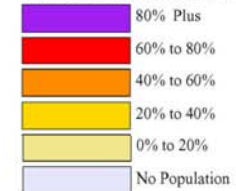
1990 Population

Percent African-American



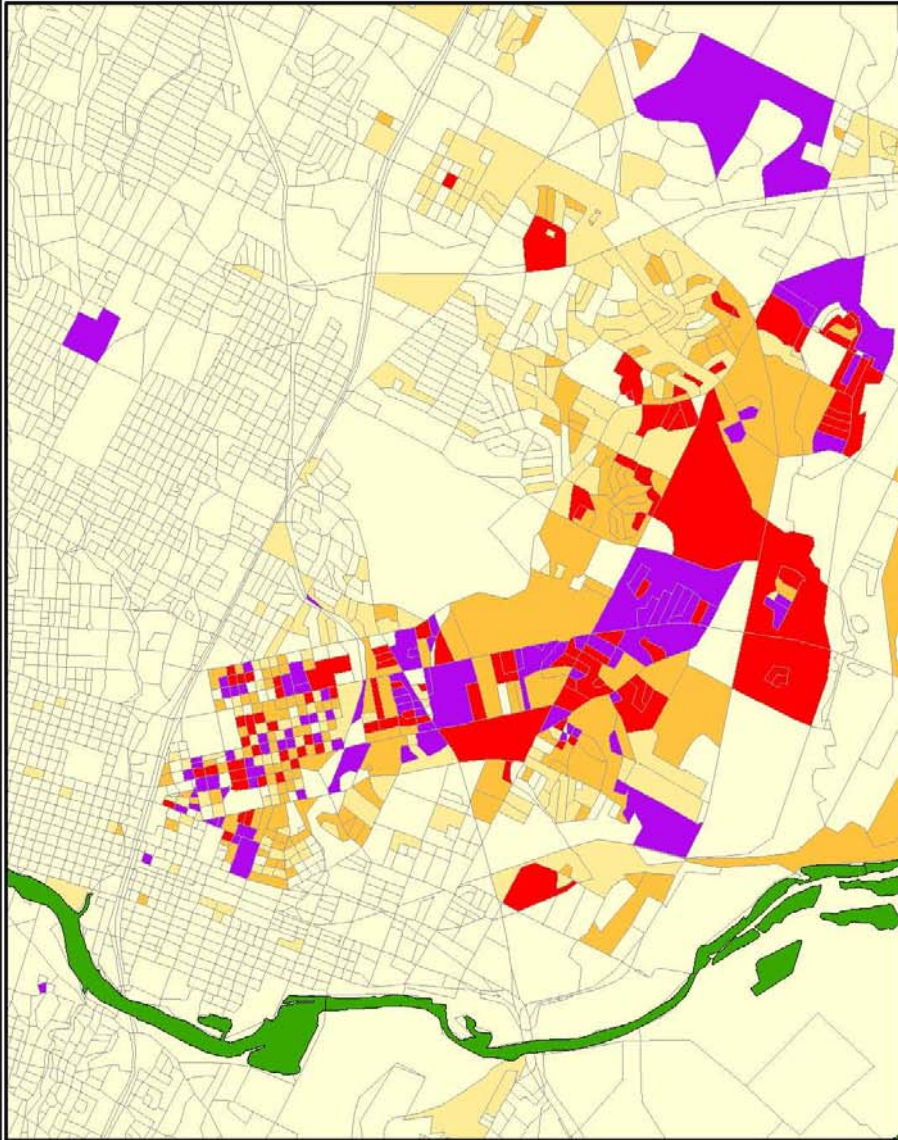
2000 Population

Percent African-American



Changing African American Landscape--Eastern Core

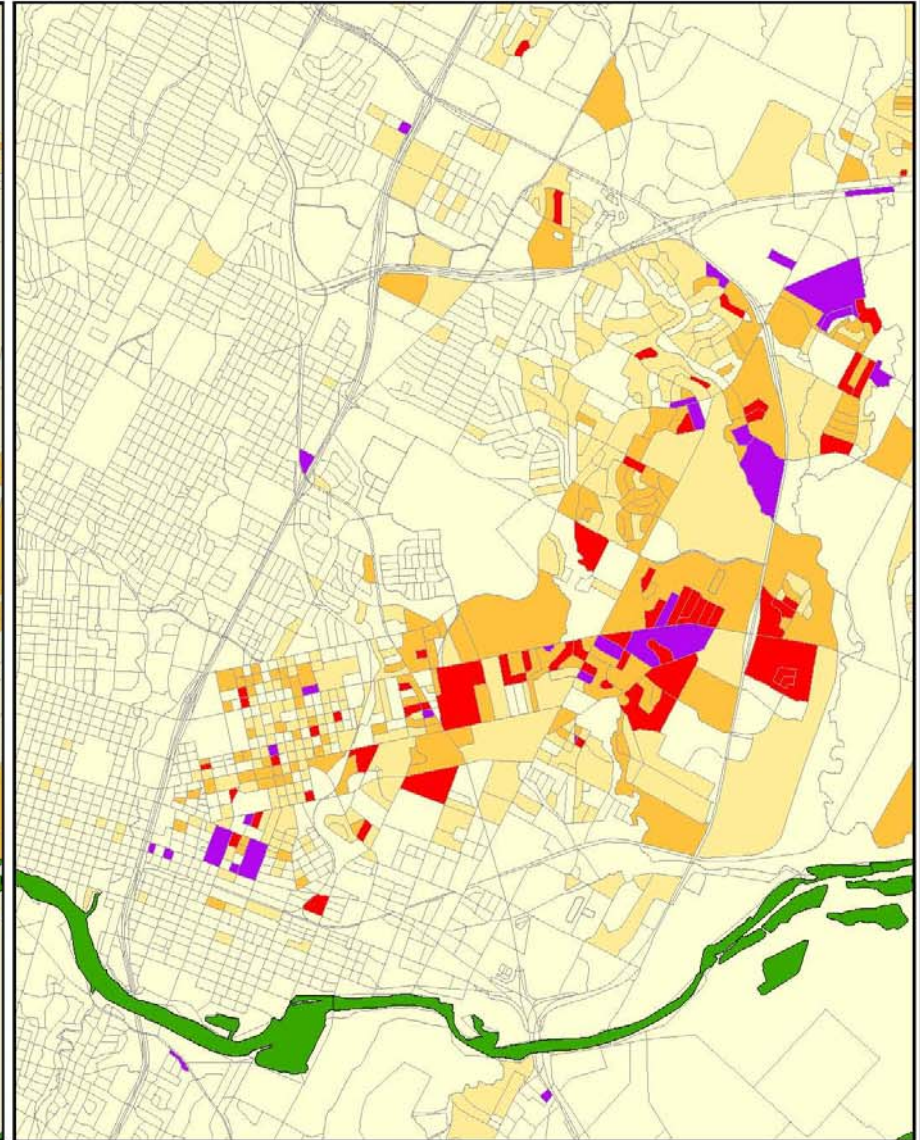
African American Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is
African American

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



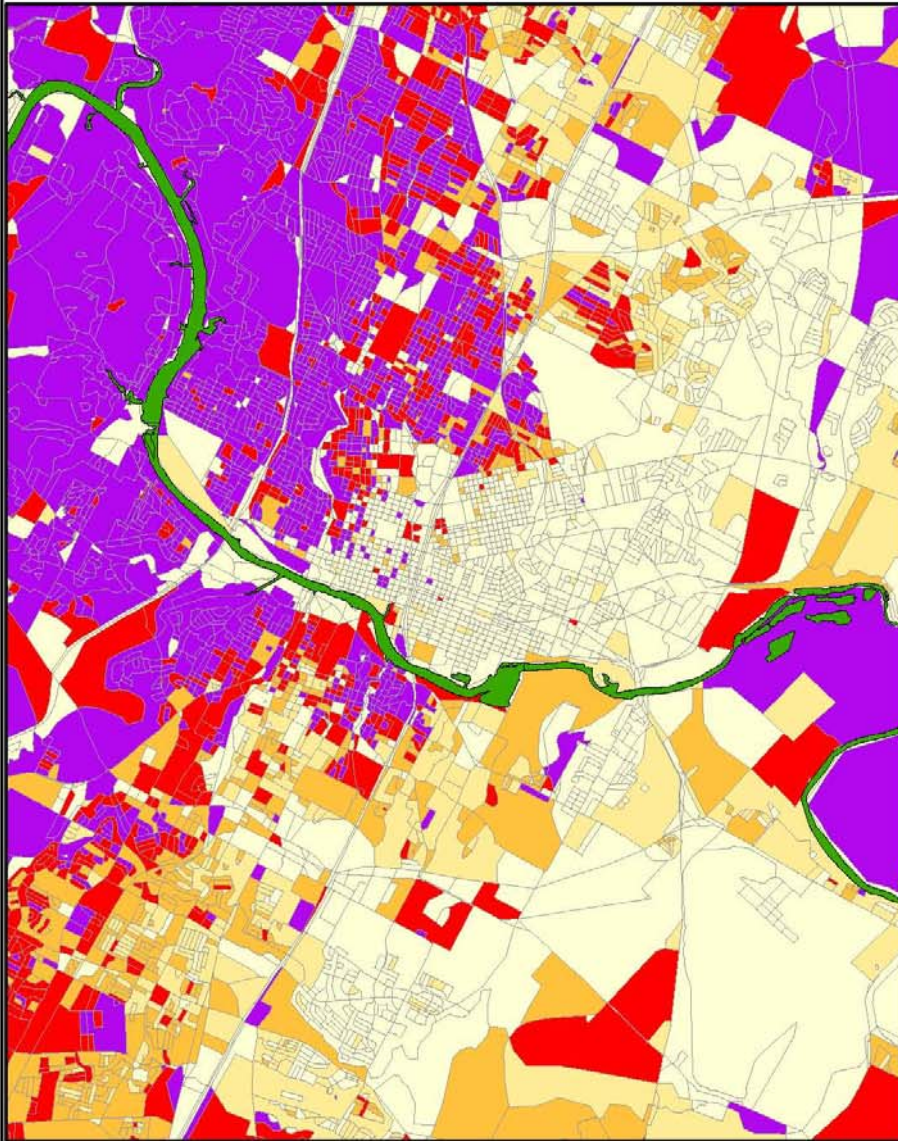
Census 2010 Data
Census Blocks

Percentage of the
Total Population
that is
African American

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Changing White Landscape--Urban Core

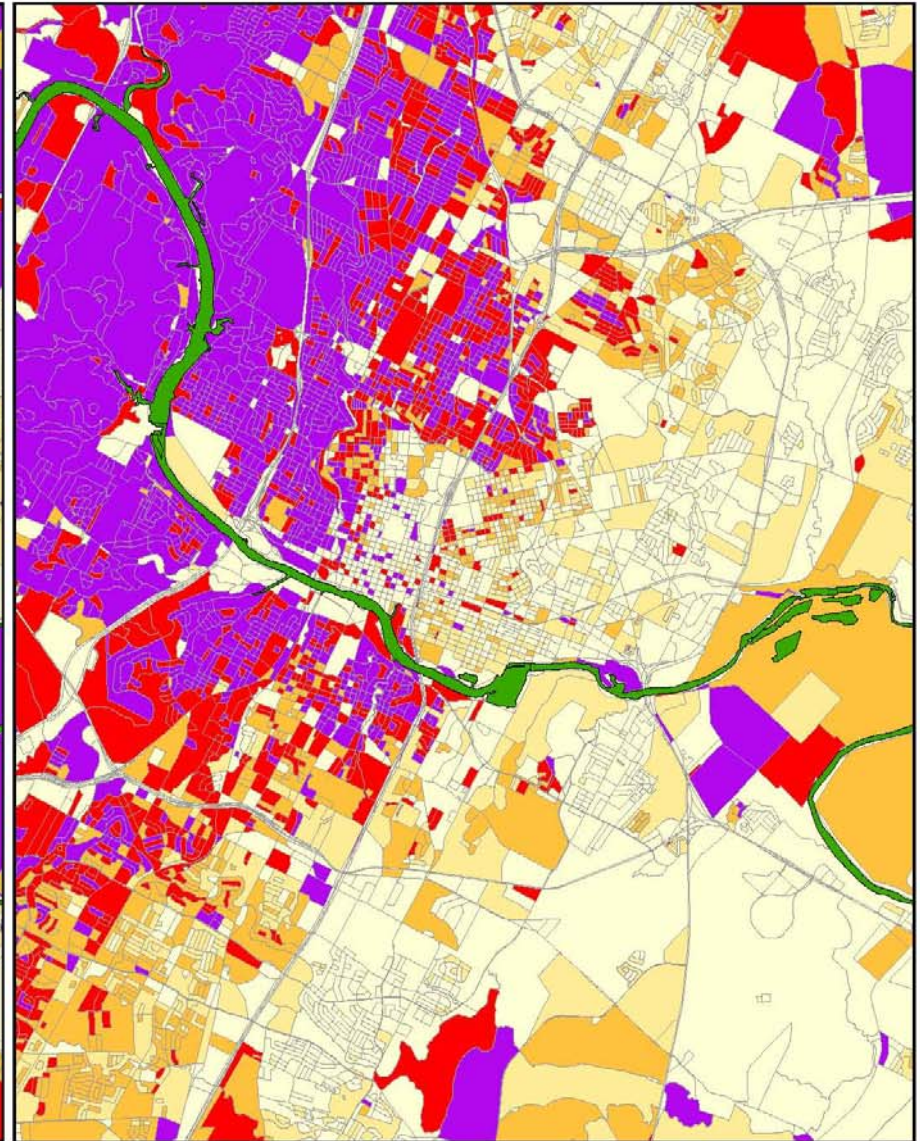
non-Hispanic White Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is
non-Hispanic White

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



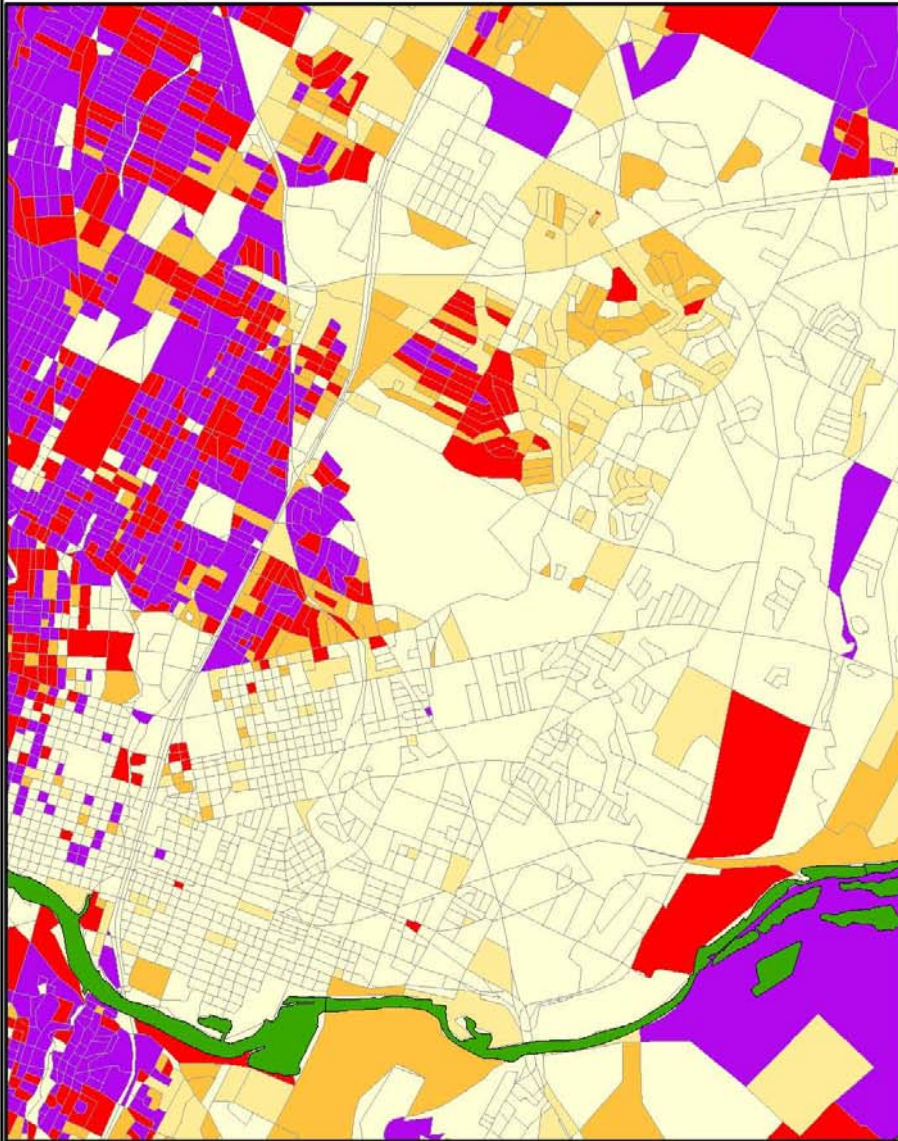
Census 2010 Data
Census Blocks

Percentage of the
Total Population
that is
non-Hispanic White

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Changing White Landscape--Eastern Urban Core

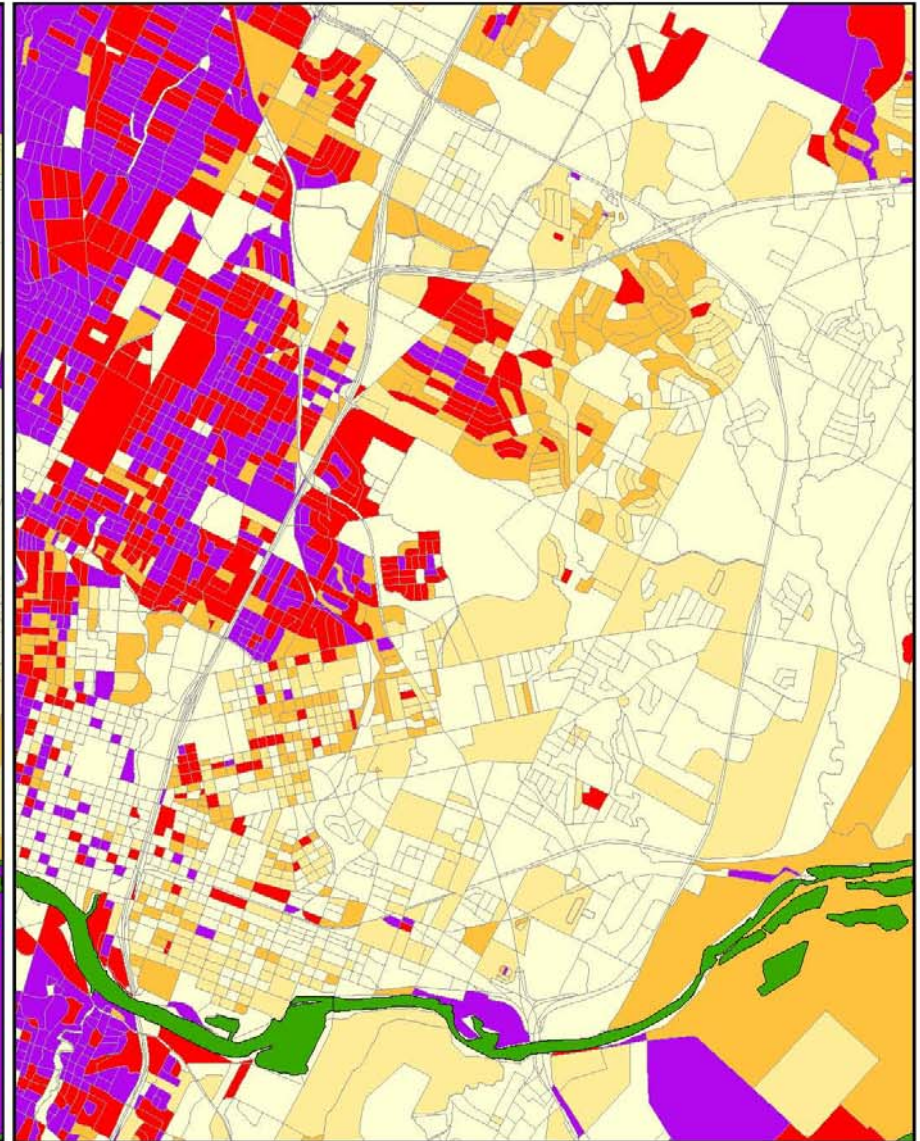
non-Hispanic White Population Concentrations, 2000 and 2010



Census 2000 Data
Census Blocks

Percentage of the
Total Population
that is
non-Hispanic White

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus



Census 2010 Data
Census Blocks

Percentage of the
Total Population
that is
non-Hispanic White

Less than 20%
20% to 40%
40% to 60%
60% to 80%
80% Plus

Change in the White Percentage of Total Population 2000 to 2010

Travis County

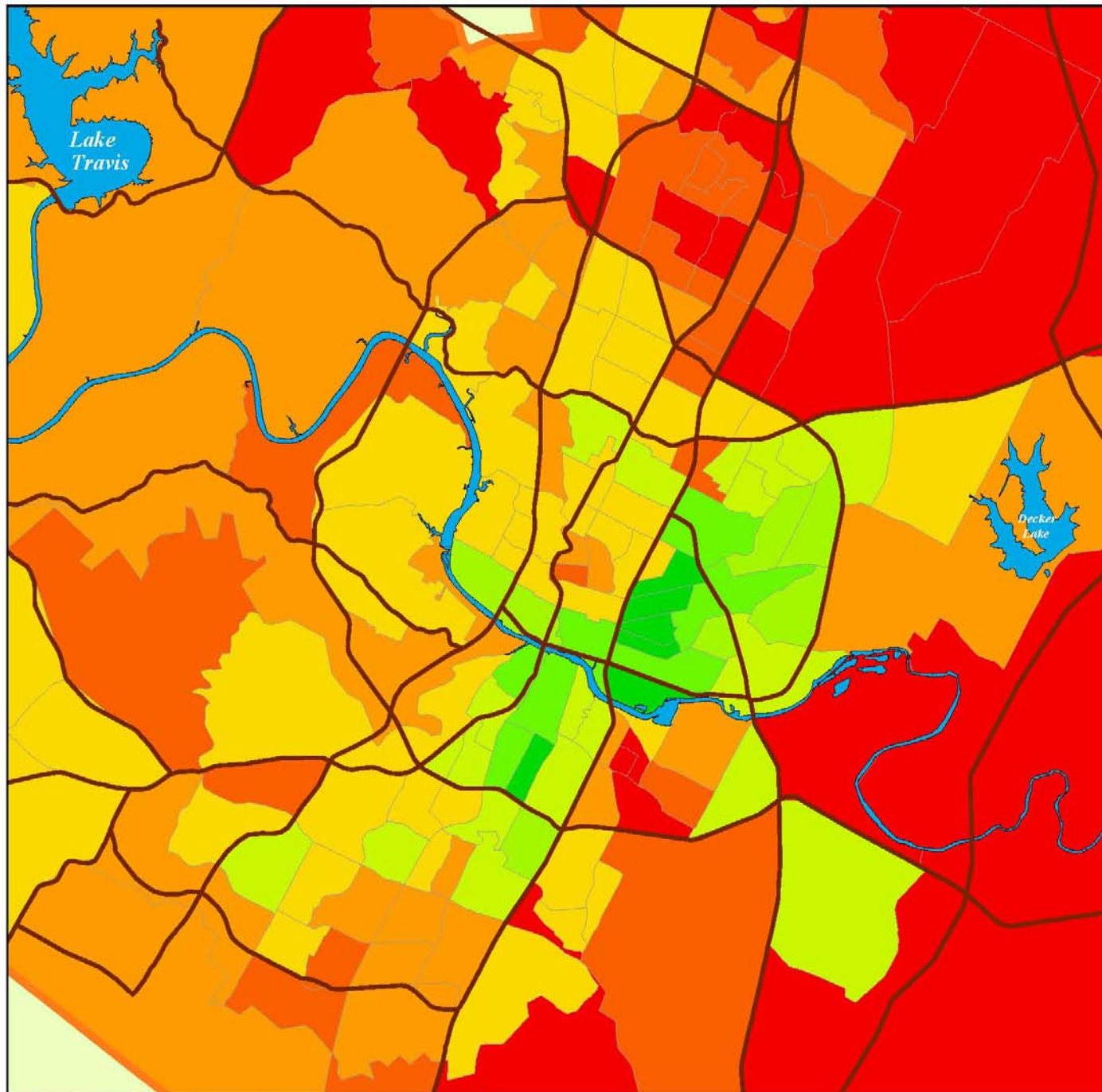
Decennial data from
the US Census Bureau

Change in a Census
Tract's Percentage of
Total Population that
is non-Hispanic White
from 2000 to 2010
at the 2000 tract-level

Example: 50% in 2000,
59% in 2010 = 9 Point Gain

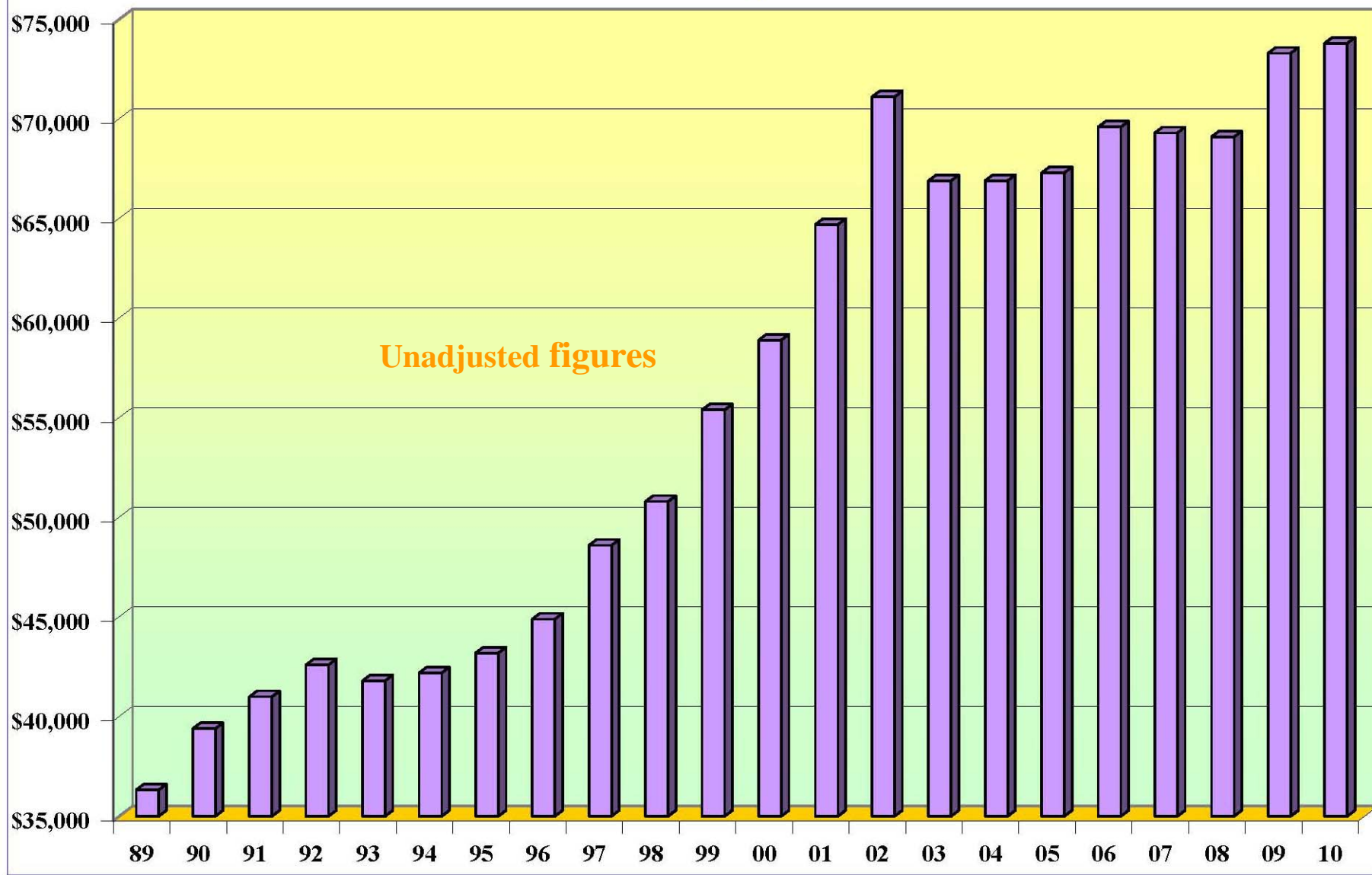
Point Gain or Loss

- 15 Points Plus
- 10 to 15 Points
- 5 to 10 Points
- 0 to 5 Points
- 0 to -5 Points
- 10 to -5 Points
- 15 to -10 Points
- 15 Points Plus

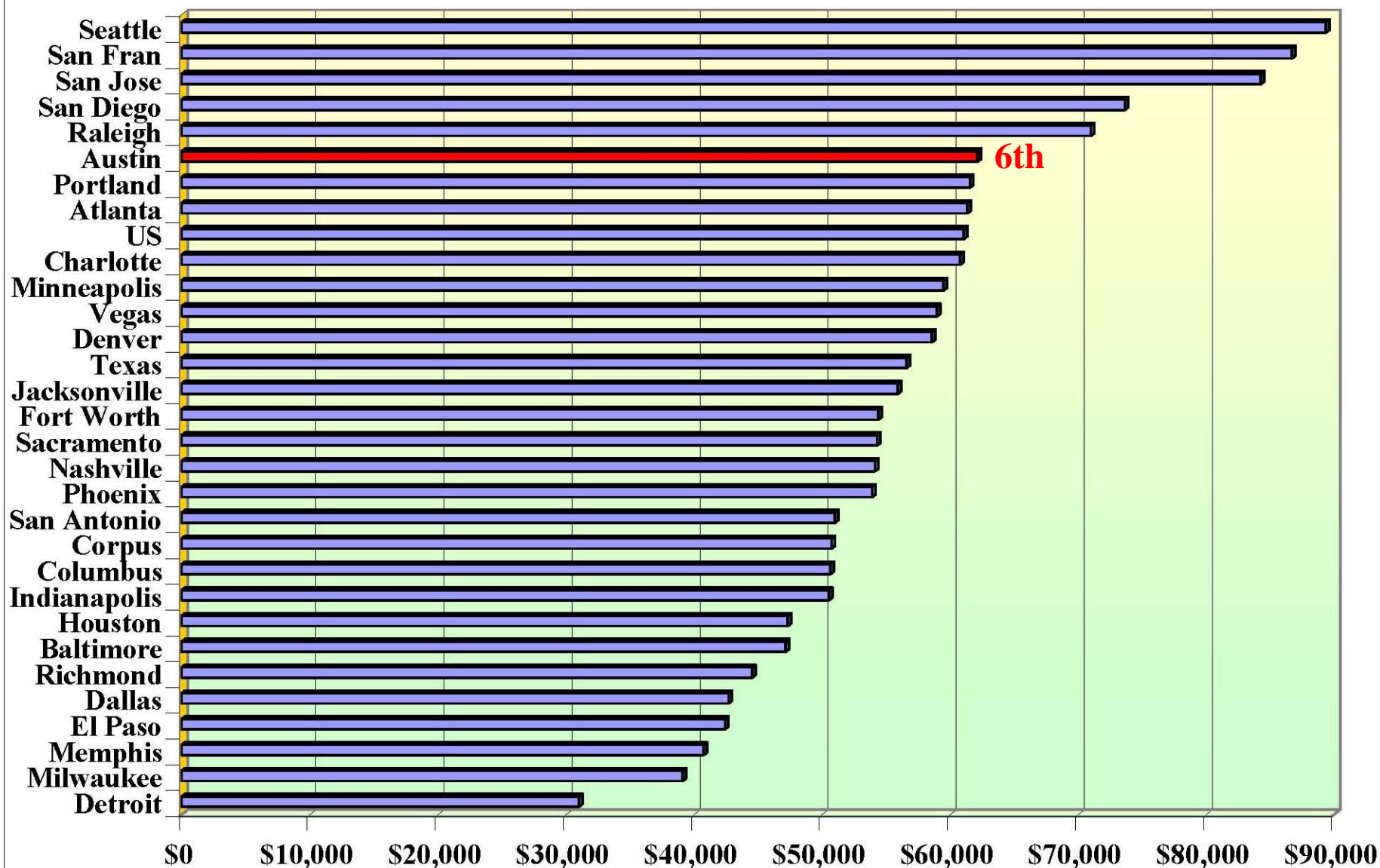


Increasingly Divided

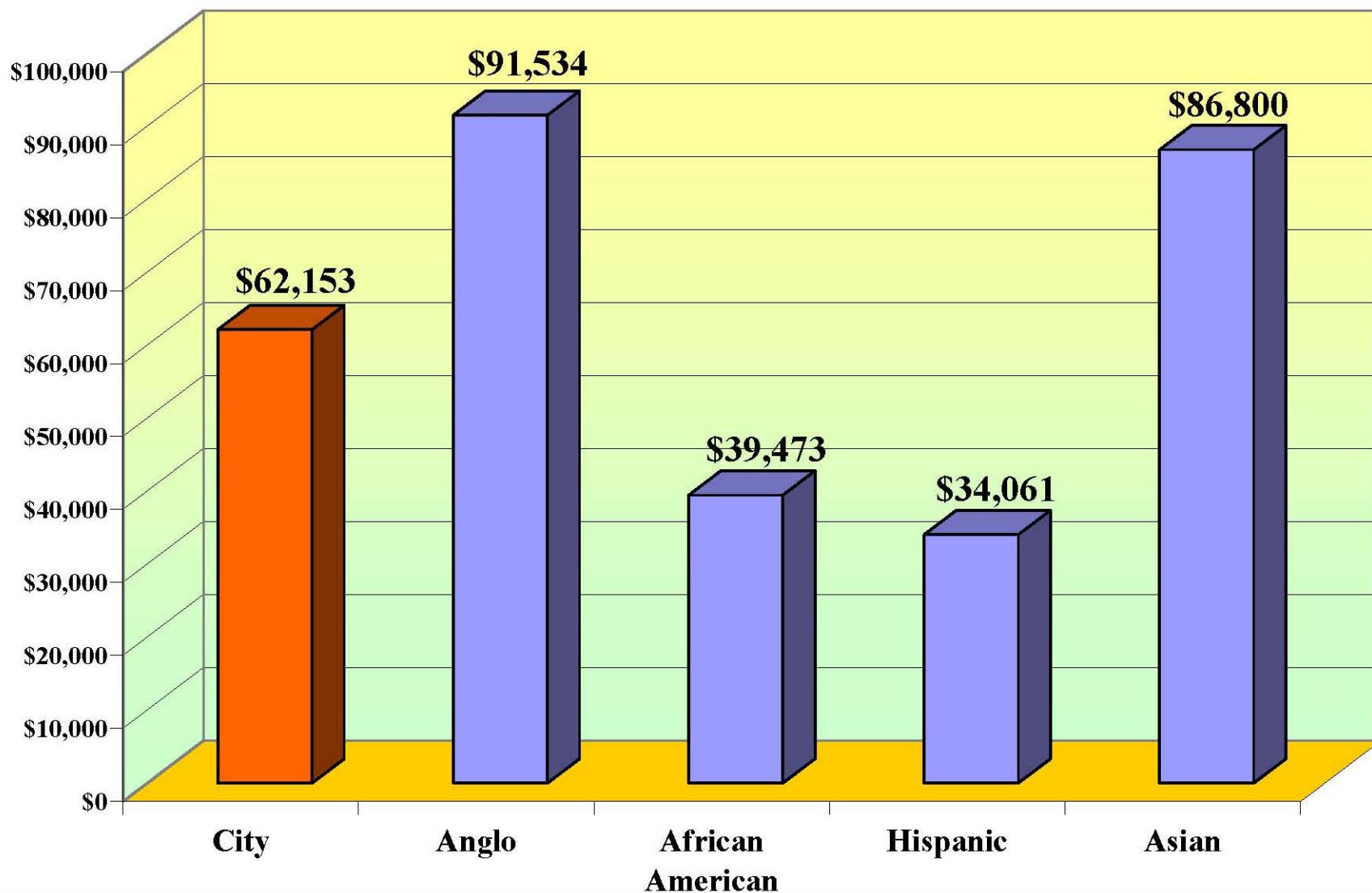
Austin MSA Median Family Income: 1989 to 2010



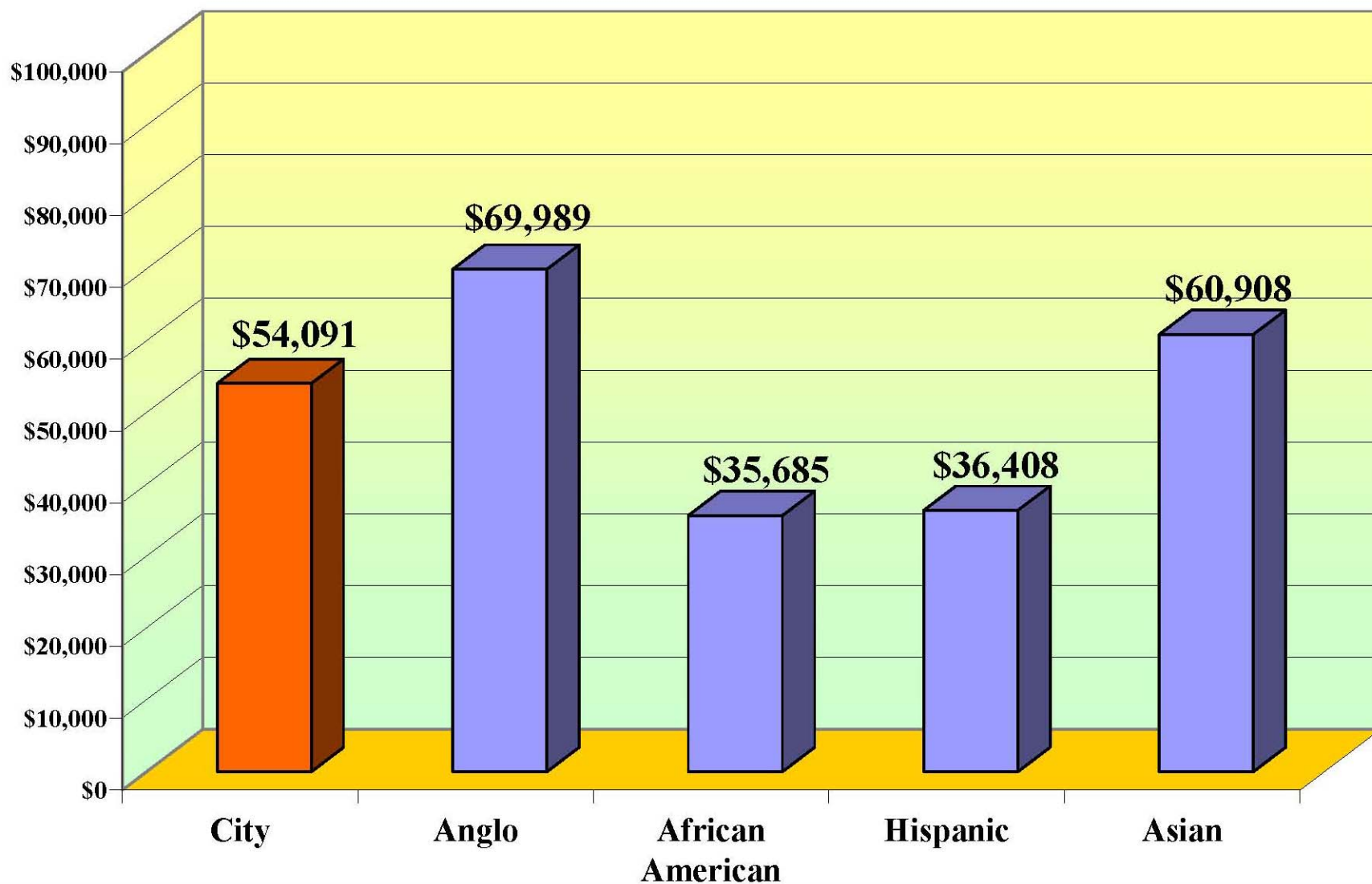
Median Family Income, 2009, Selected Cities, Texas & US



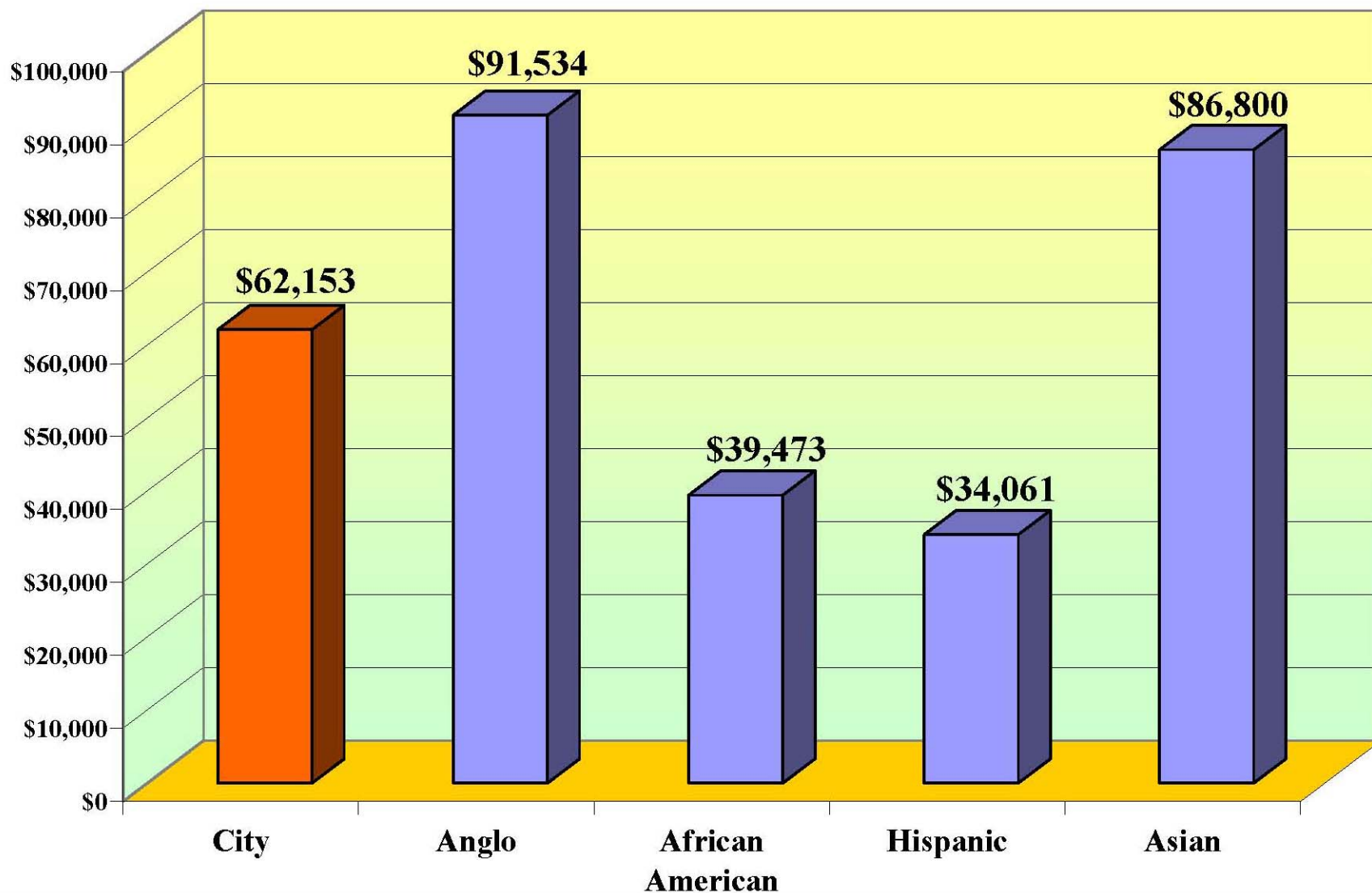
Median Family Income by Ethnicity, City of Austin, 2009



Median Family Income by Ethnicity, City of Austin, 2000

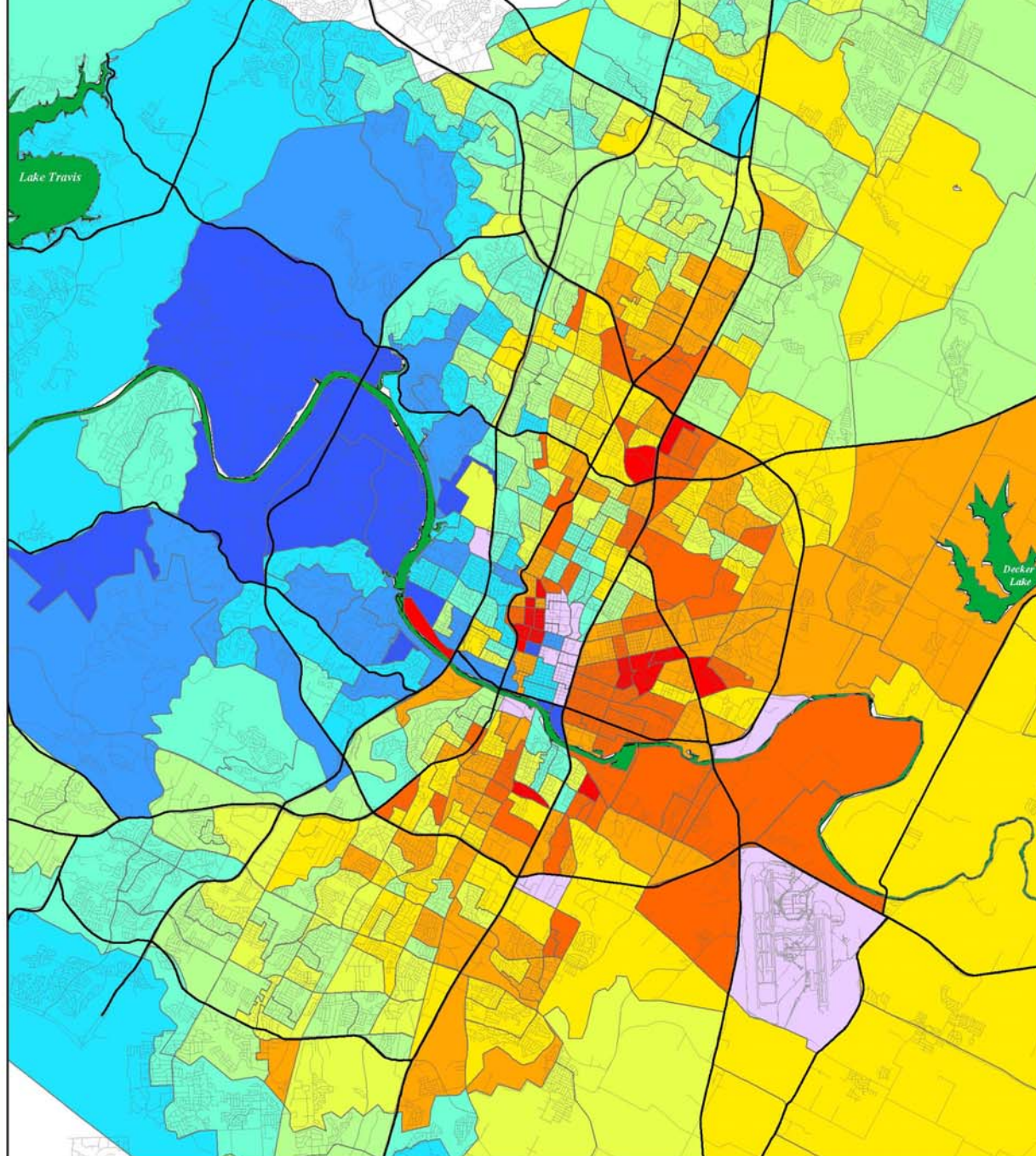


Median Family Income by Ethnicity, City of Austin, 2009



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

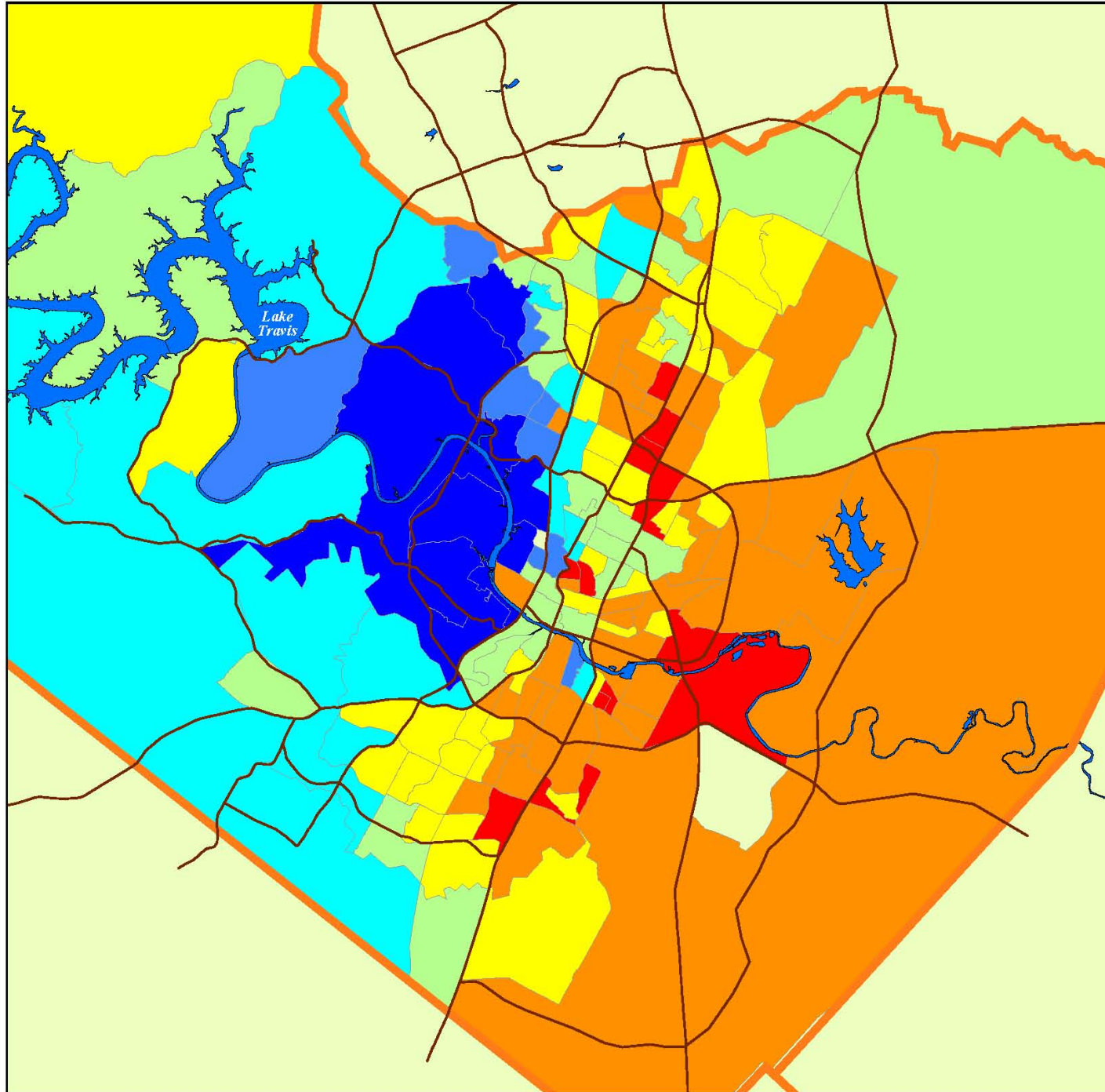
0 0.4 0.8 1.6 2.4 Miles



Median Family Income

American Community Survey 5-Year Estimate
Data: 2005--2009
US Census Bureau

Travis County



Median Family Income

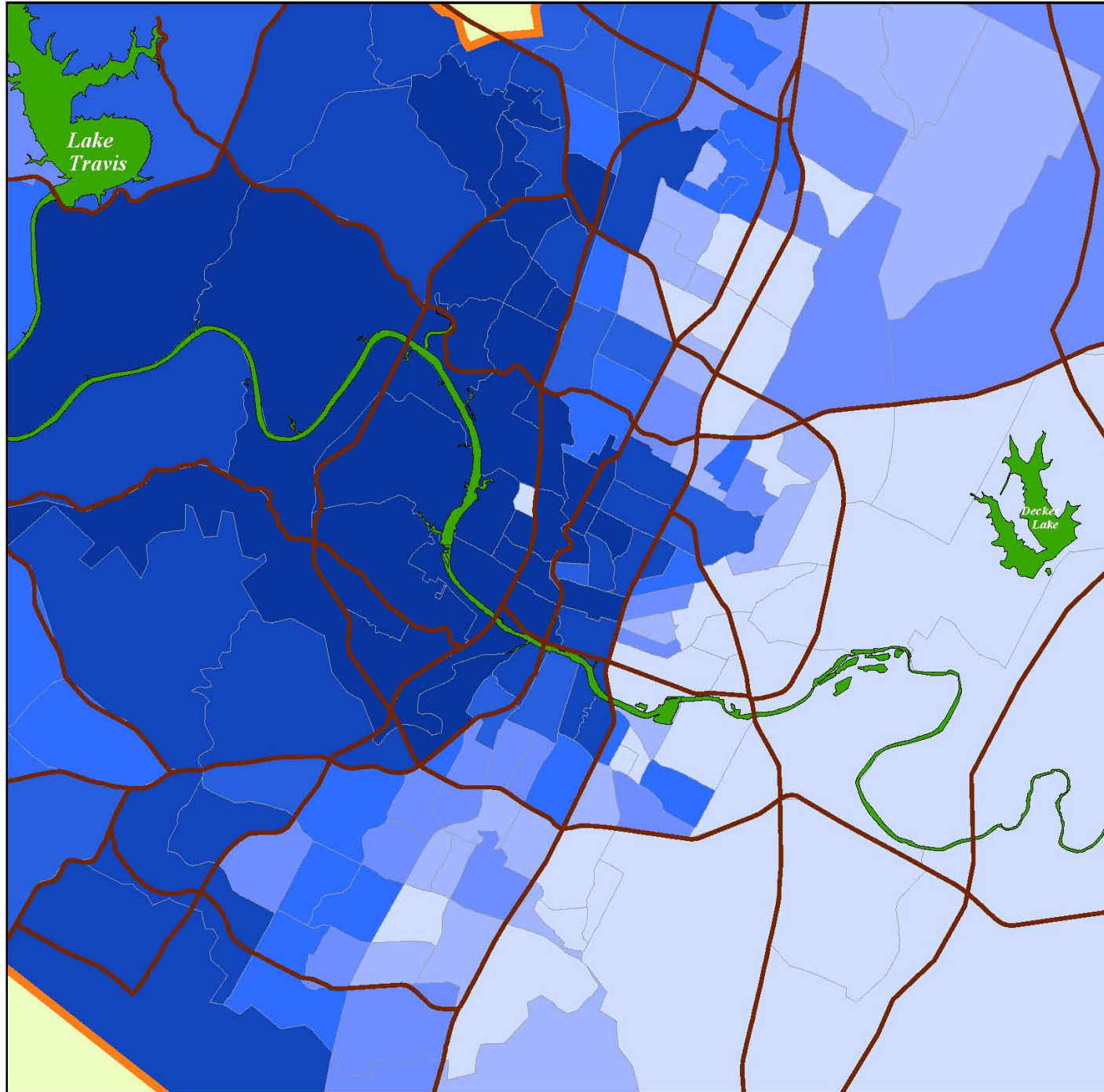
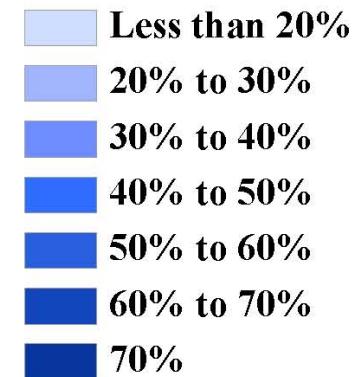
- Less than \$30,000
- \$30,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- \$100,000 to \$125,000
- \$125,000 to \$150,000
- \$150,000 Plus

Concentrations of Adults with at Least a Bachelors Degree

American Community
Survey 5-Year Estimate
Data: 2005--2009
US Census Bureau

Travis County

Percentage of Adults
Age 25 Plus with at
Least a Bachelors Degree



Data source: American Community Survey 5-Year Estimates;
Table B15002, vintage 2005-09 dataset. US Census Bureau.

