

4| DEMOGRAPHIC AND SOCIAL TRENDS

OBSERVATIONS

National Trends

Race and Ethnicity

- The United States is becoming increasingly more racially and ethnically diverse, experiencing faster growth rates in the non-white and Hispanic populations than in the white population.
- The white alone category represents the largest race both numerically and proportionally in the United States, it had the slowest growth rate at 5.7 percent.
- Nationally, the Asian population grew faster than any other major racial group, increasing 43 percent between 2000 and 2010, and now represents over fourteen million people and 4.8 percent of total US population.
- The Hispanic population* contributed to more than one-half of the growth in the total US population and now account for 16 percent of the population.
 - The Hispanic and Asian populations had higher growth rates due largely in part to higher levels of immigration.
 - The largest increase in the Hispanic population occurred in the South.

Age

- With respect to age, the older age categories grew at a faster rate than the younger ages. The median age in the US has increased to 37.2 in 2010 from 35.3 in 2000;

North Carolina Trends

Race and Ethnicity

- North Carolina had the sixth largest increase in the Hispanic Population, after South Carolina, Alabama, Tennessee, Kentucky, and Arkansas.
- North Carolina contains the sixth largest African-American population and the eleventh largest Hispanic population in the US.

Age

- *North Carolina has a larger share of people in the 55-64 Age Category (12.4%) than the US (8%) and Greensboro (10.6%).*
- North Carolina's median age is on par with the US at 37.4.

Local Trends

Race and Ethnicity

- In Greensboro and other major metropolitan areas in North Carolina, such as Charlotte and Durham, the non-white population represents a majority of the population.
- Greensboro's non-white population is 51.6 percent versus 48.4 percent white.
- People of Hispanic origin represent 7.5 percent of Greensboro's population, up from 4 percent in 2000; nearly one-quarter of Greensboro's population growth over the past decade was due to the increase in this population.
- The Asian population experienced tremendous growth in Greensboro over the decade, increasing by 69 percent; however, the total number of Asians in Greensboro remains

relatively small, representing 10,000 people and 4 percent of Greensboro's total population.

Age

- Age projections for Guilford County indicate the older population will continue to grow at a faster rate into 2030 and beyond, as the share of older adults 65+ increases to 16.9 percent.
- Greensboro's median age is lower than the State and US at 34 and can be attributed to the large number of students who live in Greensboro and attend one of the seven institutions of higher education in Greensboro.

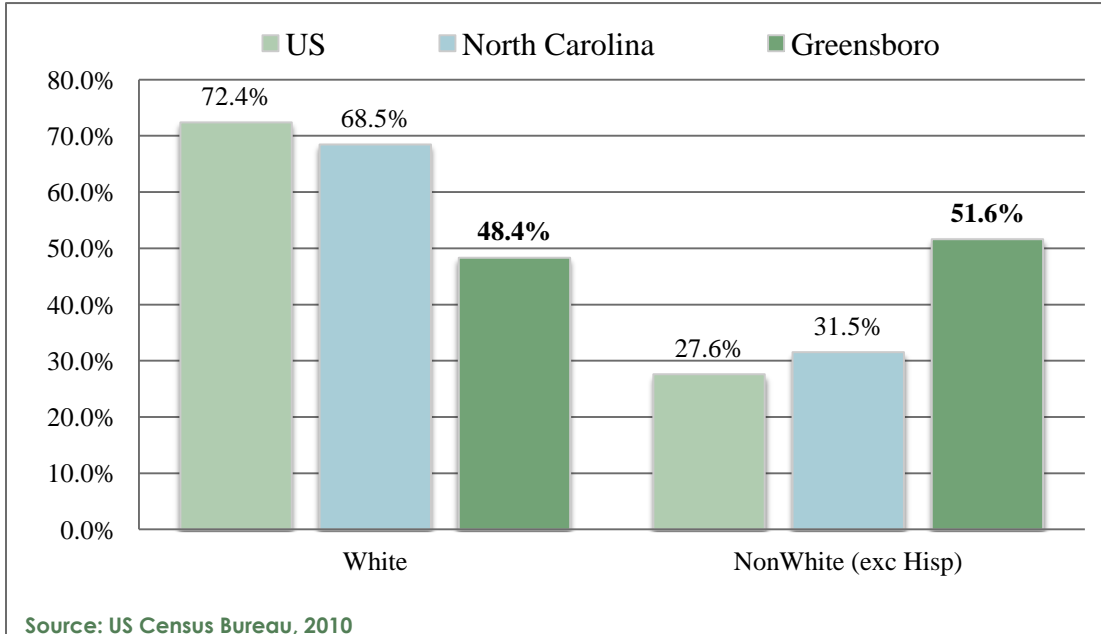
Education

- Greensboro has a larger share of the population who attended some college (62.3%) than the state (54.4%) and US (55.3%), with 41 percent completing an Associate's degree or higher.
- The numbers indicate a strong connection between poverty and the level of education attained.

*Note: Hispanic/Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture regardless of race. It is considered by the US Census Bureau to be an ethnicity and not a race.

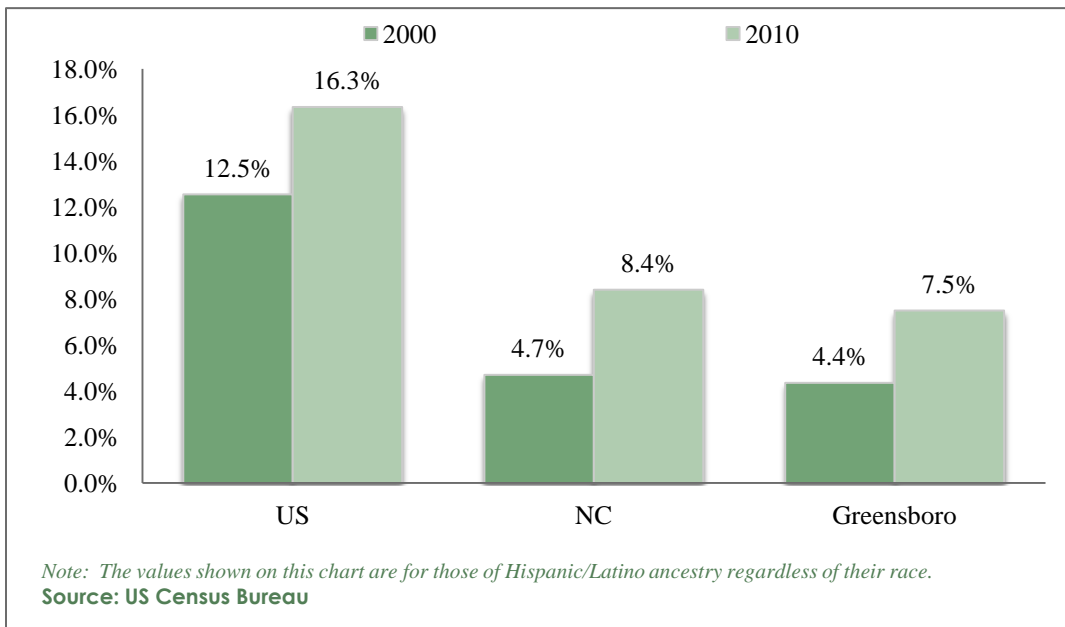
RACE AND ETHNICITY

RACE/ETHNIC COMPARISONS, AS A PERCENT OF POPULATION, 2010



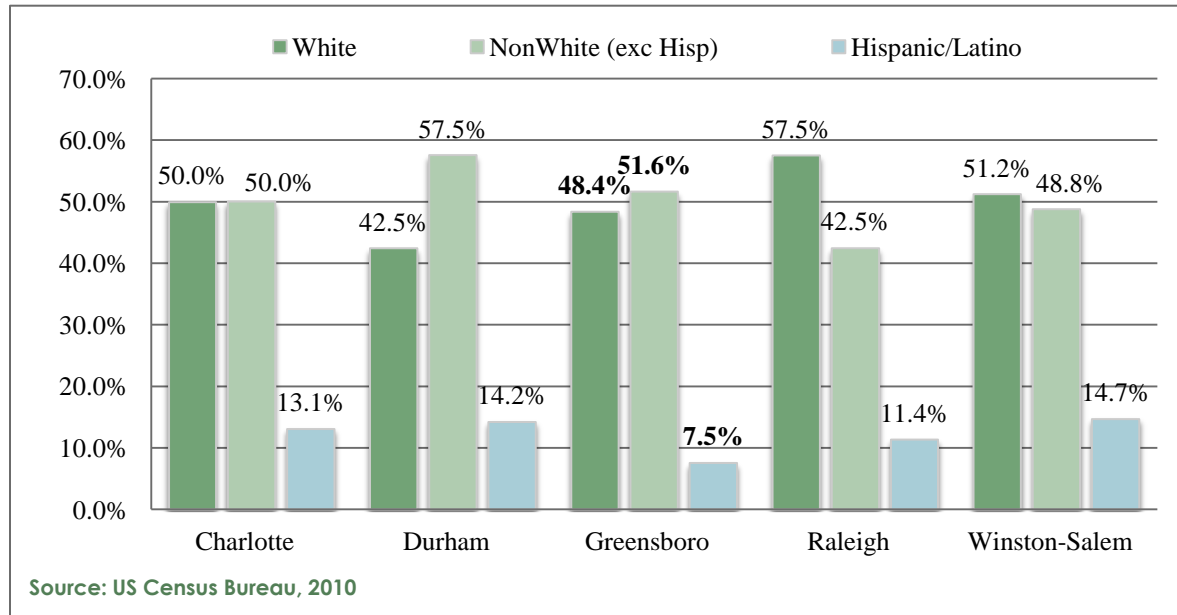
- The non-white category includes: African-American, Asian, Native American, Alaskan, Hawaiian, Pacific Islander, Two or More Races, and other. White/non-white categories are based on race and not ethnicity.

HISPANIC/LATINO COMPARISONS, AS A PERCENT OF POPULATION, 2000/2010



Hispanic/Latino populations have increased significantly since 2000.

RACE/ETHNIC COMPARISON BY MUNICIPALITY: 2010



- Three of the five largest cities in the state have a larger share of non-white populations than white.

Note: The non-white category includes: African-American, Asian, Native American, Alaskan, Pacific Islander, Hawaiian, Two or More Races, and other. White/non-white categories are based on race and sum to 100%. Hispanic /Latino is an ethnicity and not a race. The values shown on this chart are for those of Hispanic/Latino ancestry regardless of race.

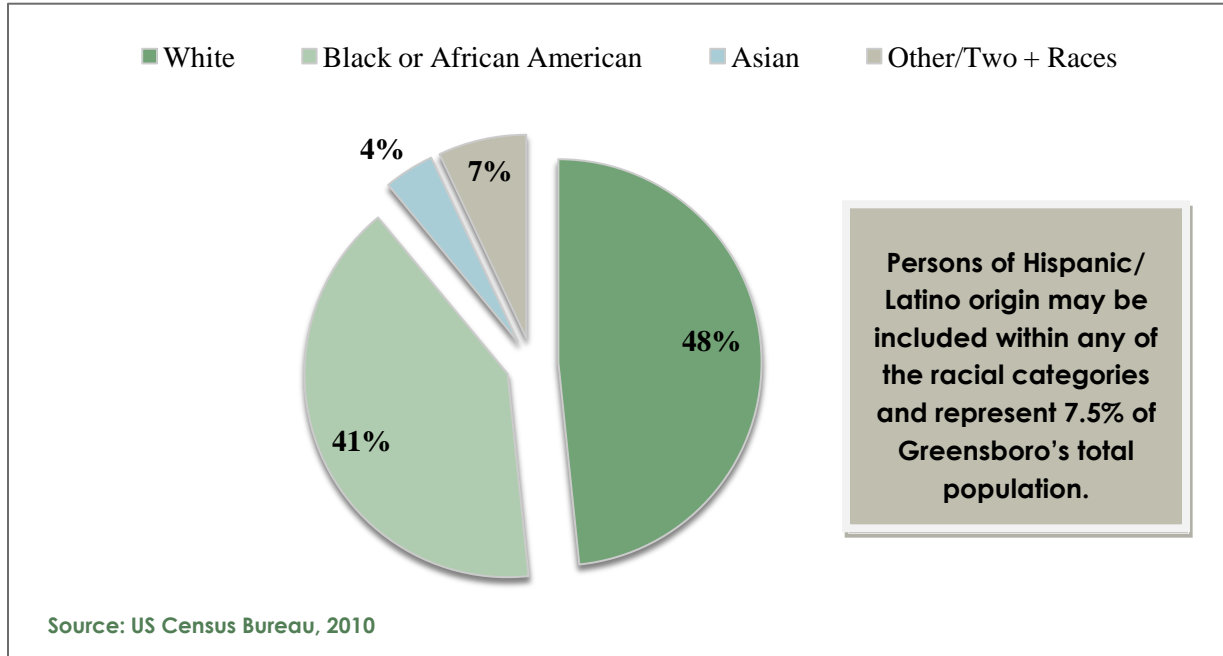
PERCENT CHANGE IN RACE, BY MUNICIPALITY: BETWEEN 2000/2010

	Charlotte	Durham	Greensboro	Raleigh	Winston-Salem
Total population	35.2%	22.1%	20.4%	46.3%	23.6%
White	16.0%	13.9%	5.0%	32.9%	13.9%
NonWhite (exc Hisp)	62.1%	28.9%	39.8%	69.3%	35.7%
Hispanic/Latino (Ethnicity)	140.4%	103.7%	108.7%	138.6%	110.4%
Break-outs by Race					
Black or African American	44.8%	14.1%	30.9%	54.3%	15.5%
Asian	97.6%	69.8%	69.5%	86.9%	117.3%
Other/Two + Races	141.6%	99.9%	97.8%	133.9%	142.0%

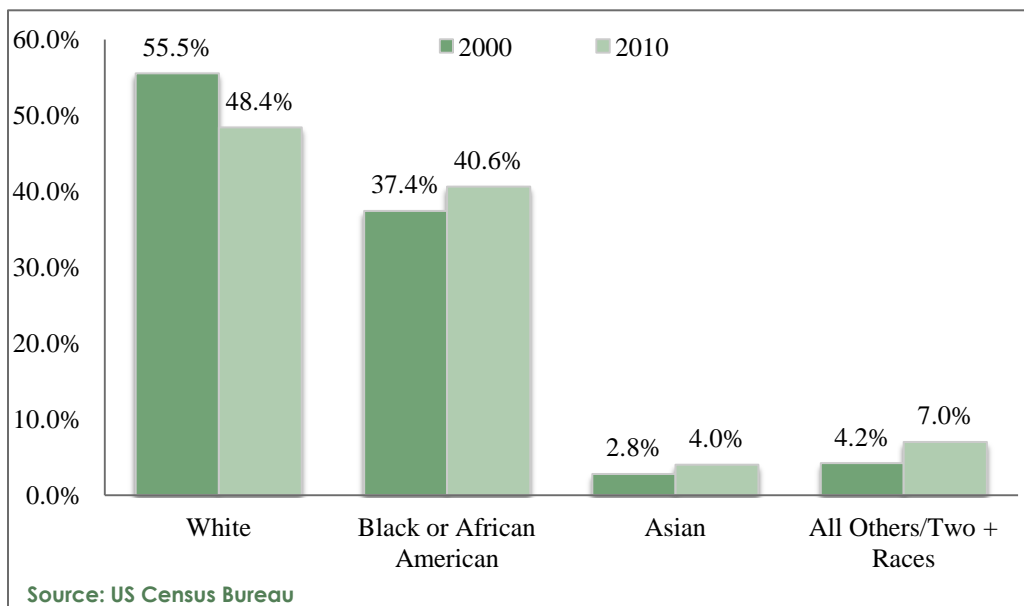
Source: US Census Bureau, 2010

- The growth of the white population slowed and is exceeded in pace by all other race and ethnicity categories. Greensboro had the lowest growth in the white population of the five largest cities in the state.

GREENSBORO BY RACE, AS A PERCENT OF POPULATION: 2010



RACE AS A PERCENT OF POPULATION, GREENSBORO: 2000 AND 2010



- The share of the white population has decreased by seven percentage points since 2000 and now represents less than one-half of Greensboro's population. All other race categories have grown in their share (as a percent of population).**

RACE/ETHNIC PERCENT CHANGE, GREENSBORO: 2000 AND 2010

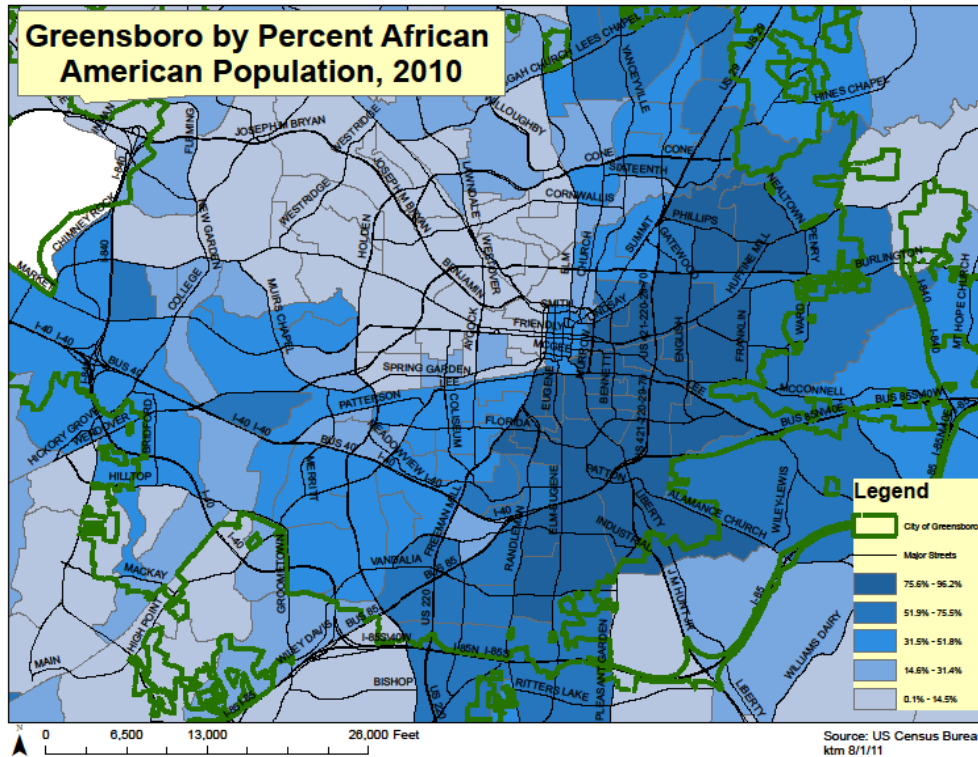
Race/Ethnicity	2000	2010	% Change 2000/2010
Total Population:	223,891	269,666	20.4%
White alone	124,243	130,396	5.0%
Black/African American alone	83,728	109,586	30.9%
Asian alone	6,357	10,772	69.5%
Other/Two + Races	9,563	18,912	97.8%
Hispanic/Latino (Ethnicity)	9,742	20,336	108.7%

Source: US Census Bureau

- **The combined non-white population has been growing at a faster pace and now represents a majority of the City.**

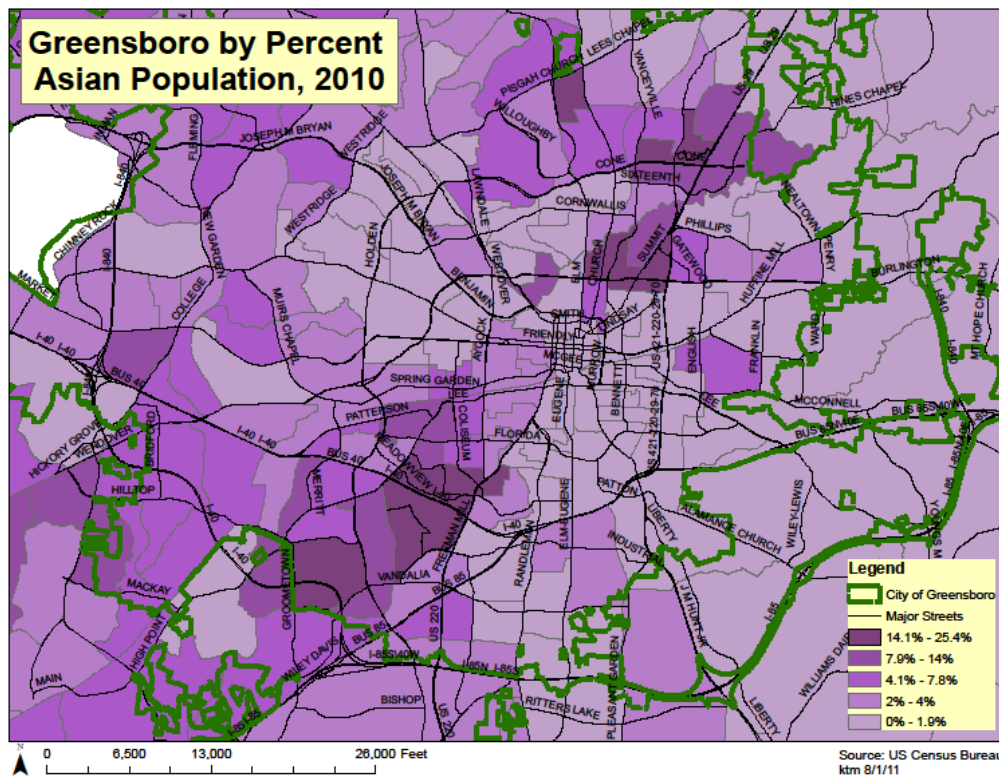
Note: Small base numbers in this category lead to a large change in percents.

GREENSBORO POPULATION DISTRIBUTION FOR AFRICAN AMERICANS: 2010



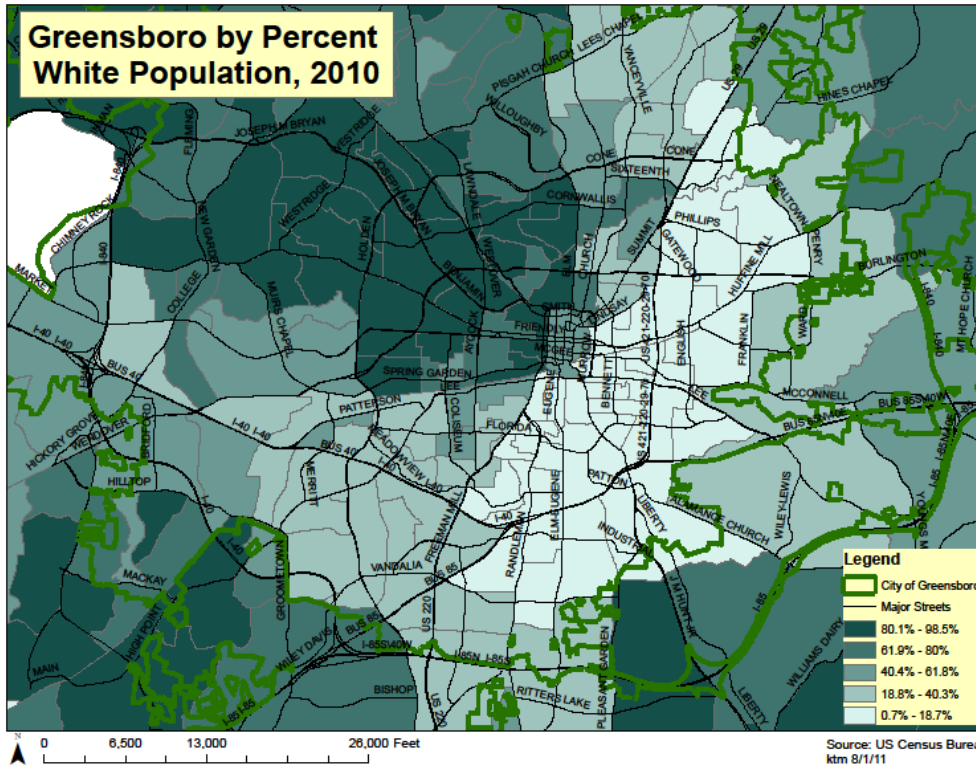
The highest concentrations of African-Americans as a percent of population by census tract are found in the East/Southeast areas of the city.

GREENSBORO POPULATION DISTRIBUTION FOR ASIAN AMERICANS: 2010



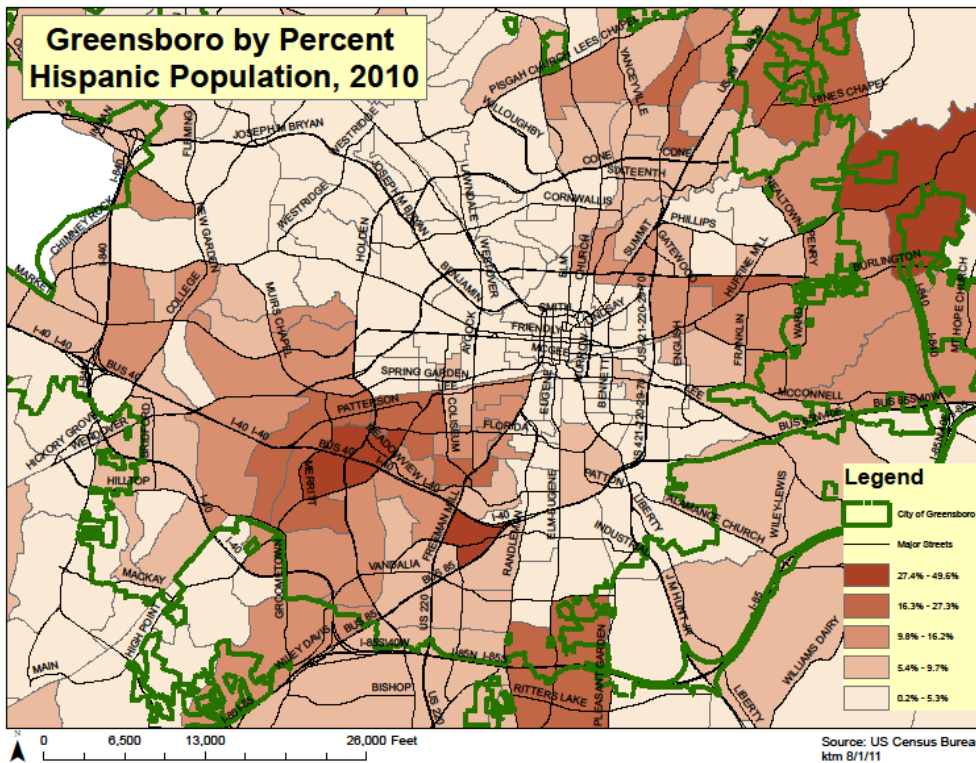
The highest concentrations of Asian Americans as a percent of population by census tract are found to the North and Southwest.

GREENSBORO POPULATION DISTRIBUTION FOR WHITES: 2010



The highest concentrations of Whites as a percent of population by census tract are found to the Northwest.

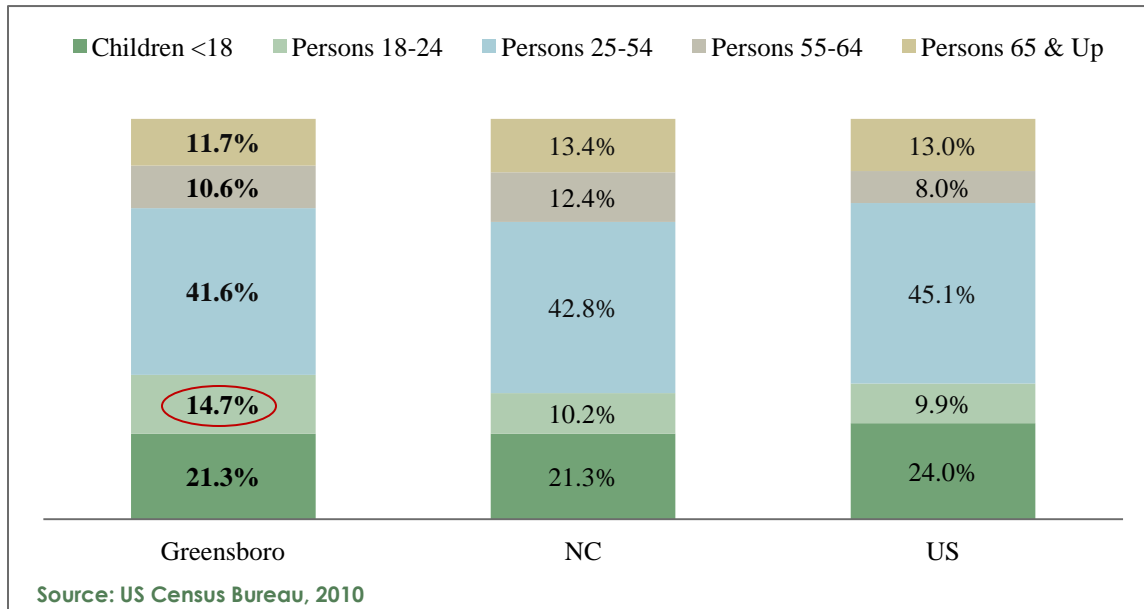
GREENSBORO POPULATION DISTRIBUTION FOR HISPANIC/LATINO: 2010



The highest concentrations of Hispanics as a percent of population by census tract are found to the Southwest and Northeast.

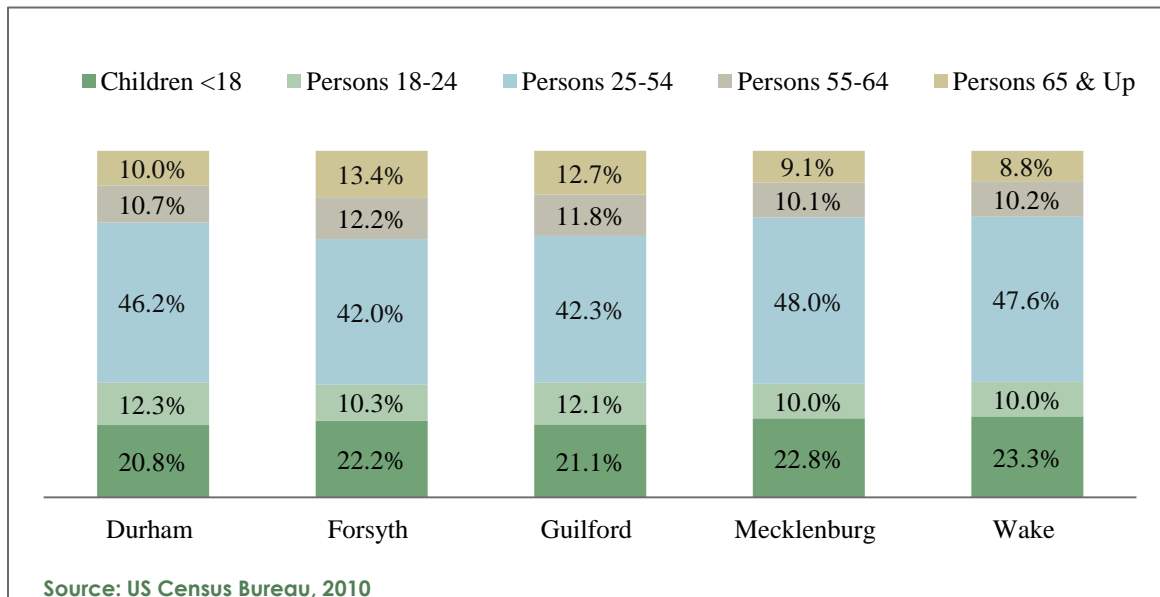
AGE

AGE CATEGORY COMPARISONS: 2010



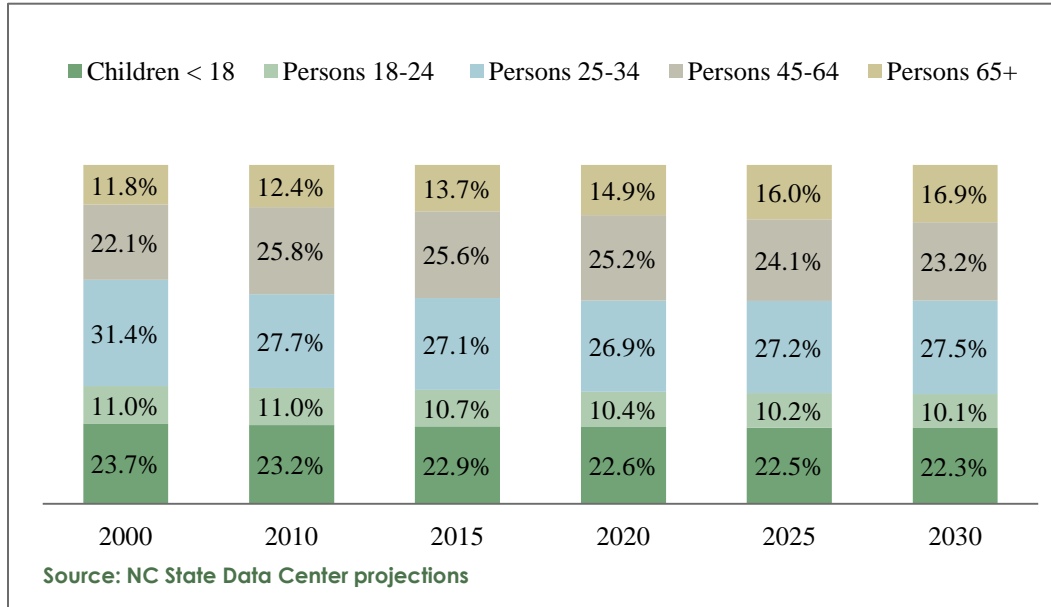
- Greensboro has a larger percent of young people aged 18-24 than both the State and US, due in part to the large number of college students.

AGE CATEGORY COMPARISONS BY COUNTY: 2010



- Guilford and Durham have the largest percents of young people, again due in part to the large college populations. Forsyth County has the “oldest” population.

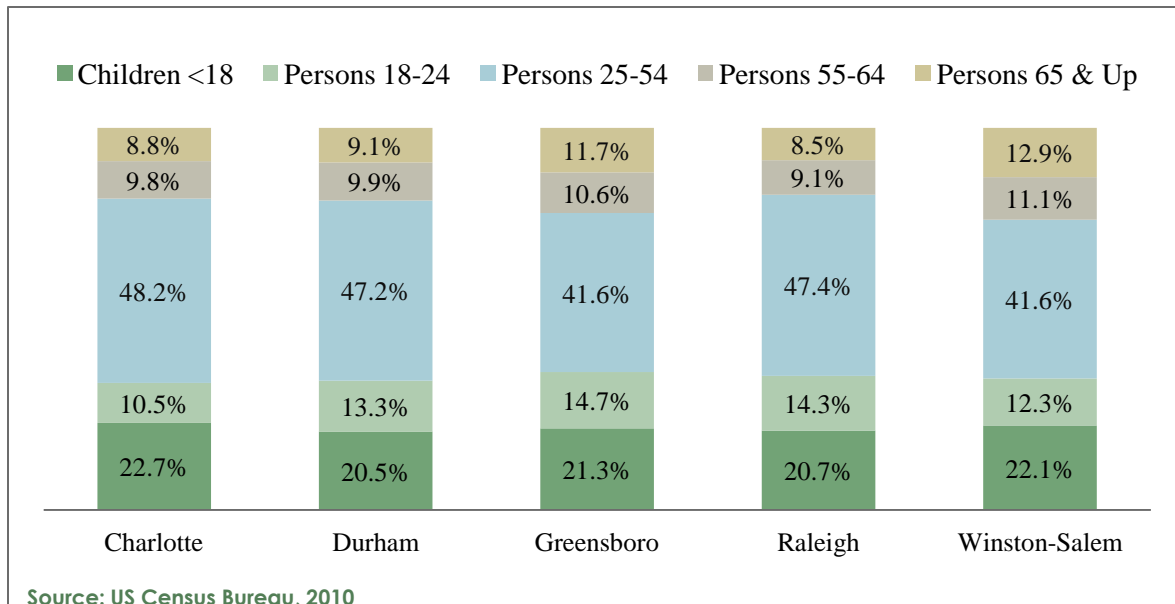
AGE CATEGORY PROJECTIONS FOR GUILFORD COUNTY: 2000-2030



- **The percent of adults over 65 is expected to grow and will represent a larger percent of the population than the young adults IN 2030.**

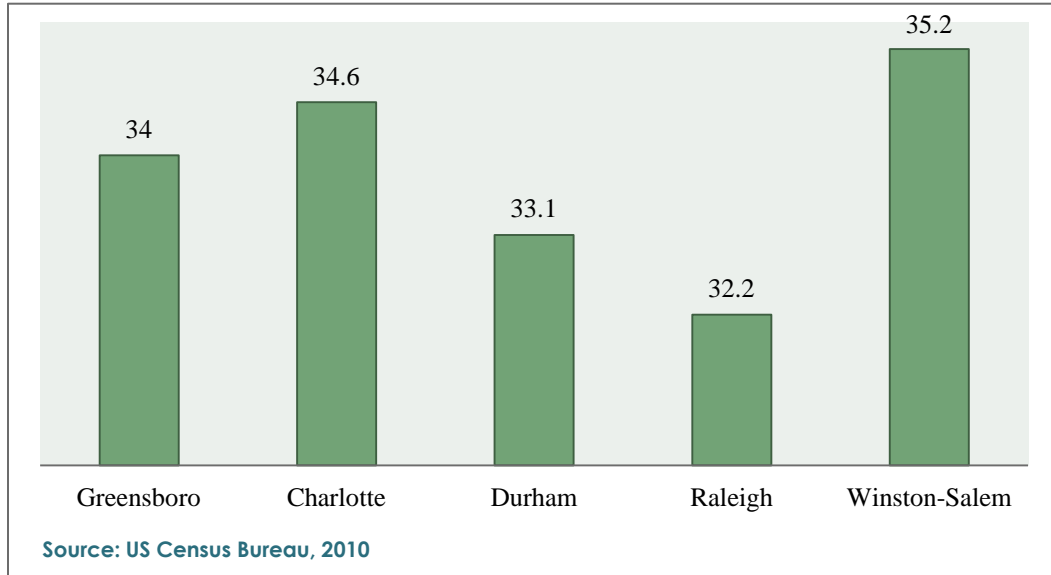
Note: This data represents projections prepared by the NC State Data Center and differs slightly from the values provided by the US Census Bureau collected in the 2010 Census.

AGE CATEGORY COMPARISONS BY CITY: 2010



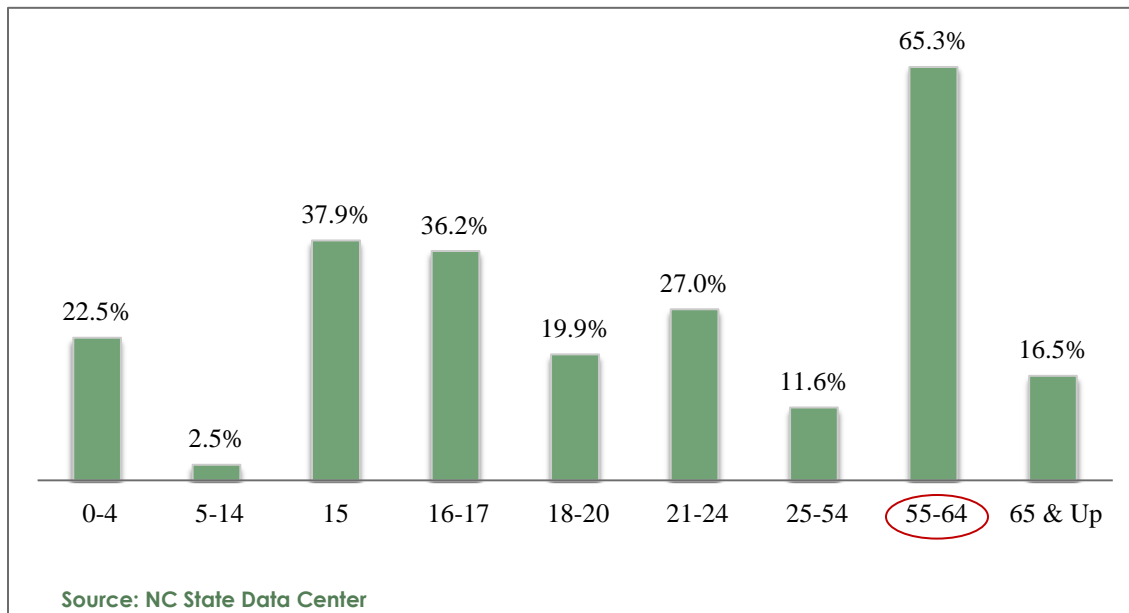
- **Raleigh and Charlotte, with the fastest overall population growth rates, have a smaller share of older adults.**

MEDIAN AGE BY CITY: 2010



- Greensboro's median age was 34, in the middle of the five largest cities.

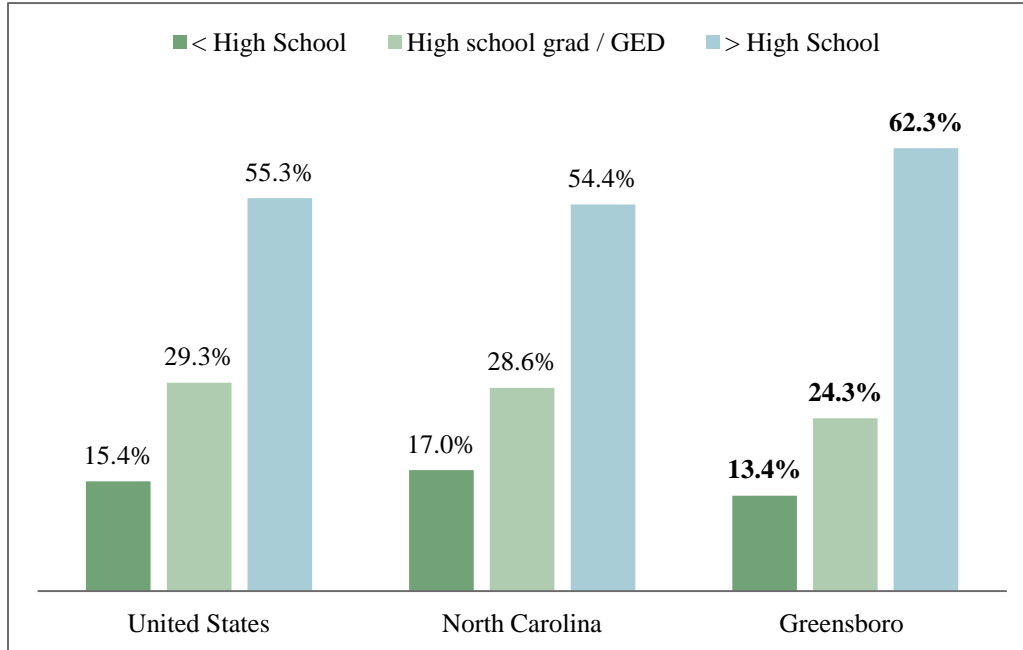
PERCENT GROWTH BY AGE CATEGORY, GREENSBORO: BETWEEN 2000 AND 2010



- The 55-64 age category had the highest rate of growth with an increase of 65 percent and will soon represent a large share of those aging out of the workforce.

EDUCATIONAL ATTAINMENT

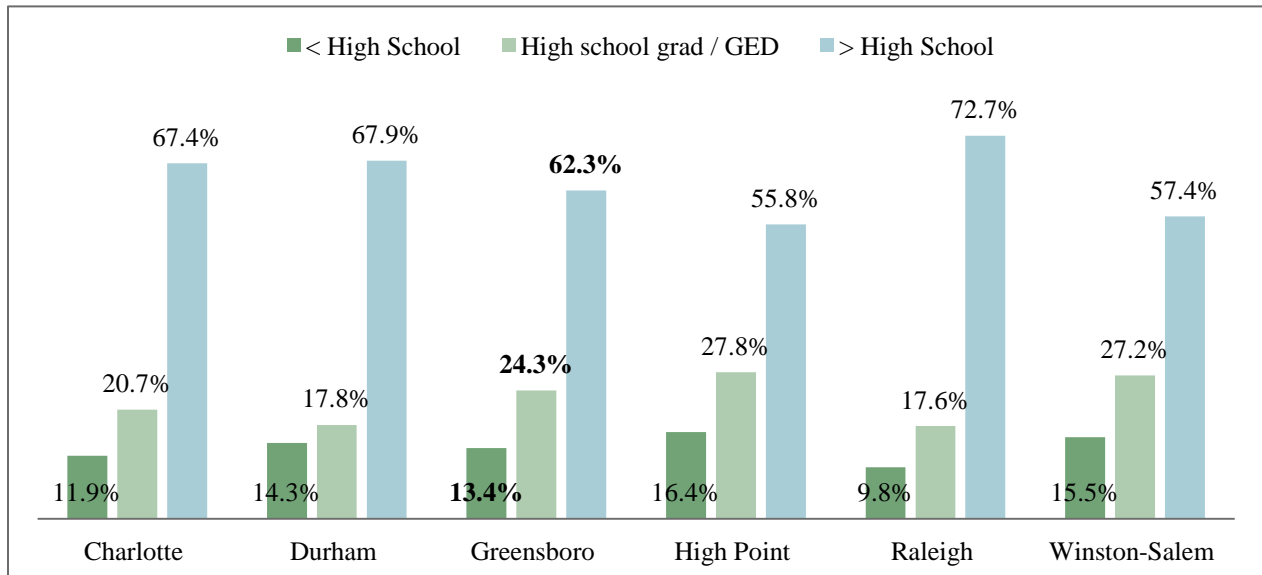
EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER



Greensboro has a larger share of the population who have attended at least college some college than the state and US.

Source: American Community Survey, 2005-2009

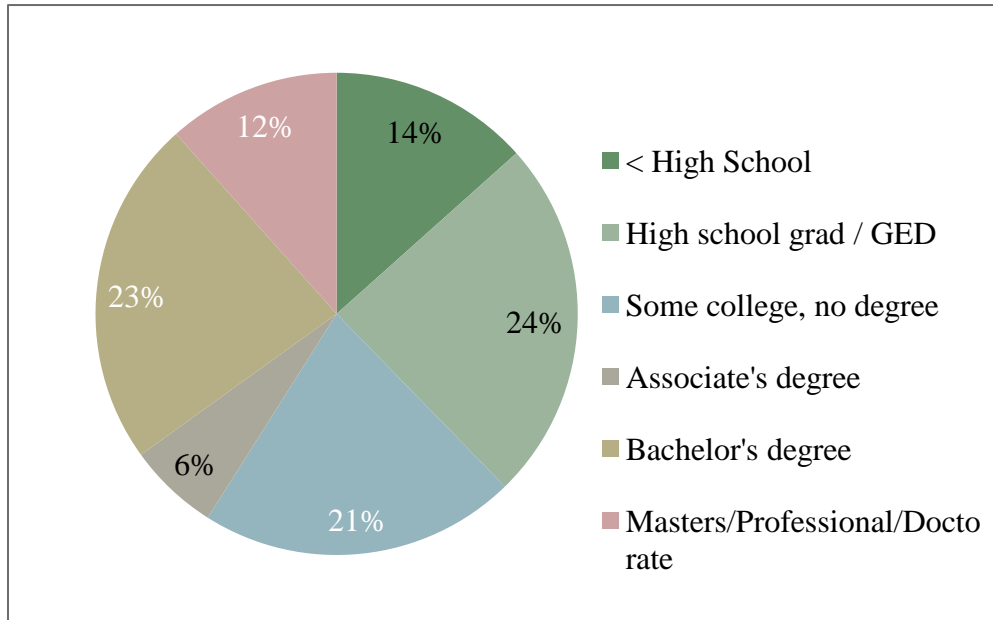
EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER, BY CITY



Source: American Community Survey, 2005-2009

- Raleigh has the largest percent of those who have had at least some college.

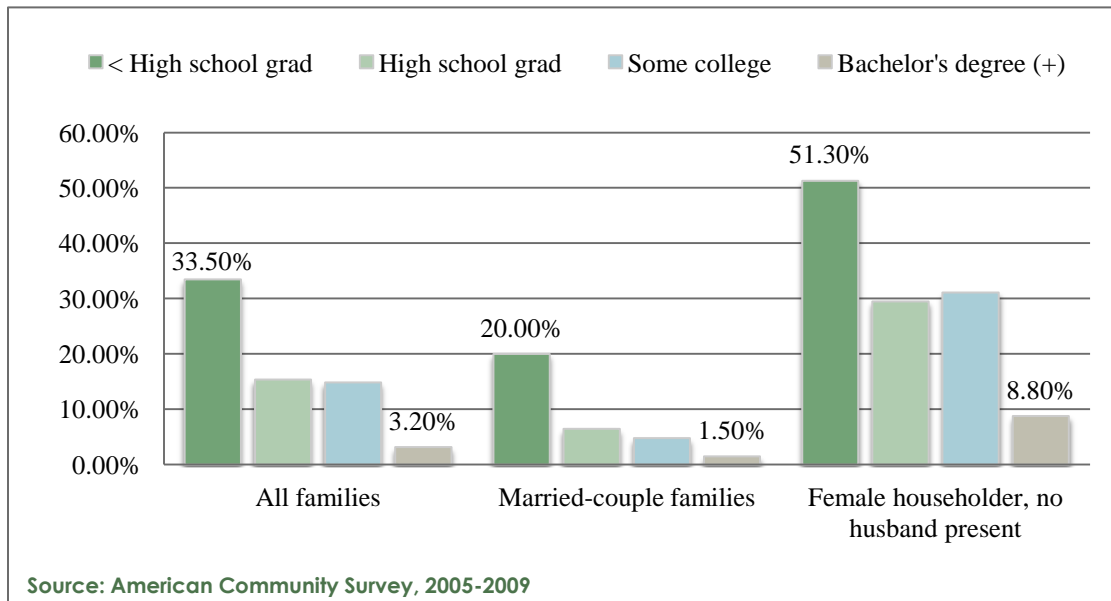
EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER, BY DEGREE EARNED, GREENSBORO



Nearly a quarter of Greensboro's residents have at least a Bachelor's degree.

Source: American Community Survey, 2005-2009

POVERTY STATUS BY EDUCATIONAL ATTAINMENT, GREENSBORO



Source: American Community Survey, 2005-2009

- There is a strong connection between poverty and the level of education attained. Those without a high school diploma are at least ten times more likely to be in poverty than those with a bachelor's degree.