

# Rebooting Extension: Outreach Strategies for the Decade Ahead



**308,745,538**

United States  
**Census**  
2010

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# TIPPING POINTS

# Population

# Total U.S. Population 2010



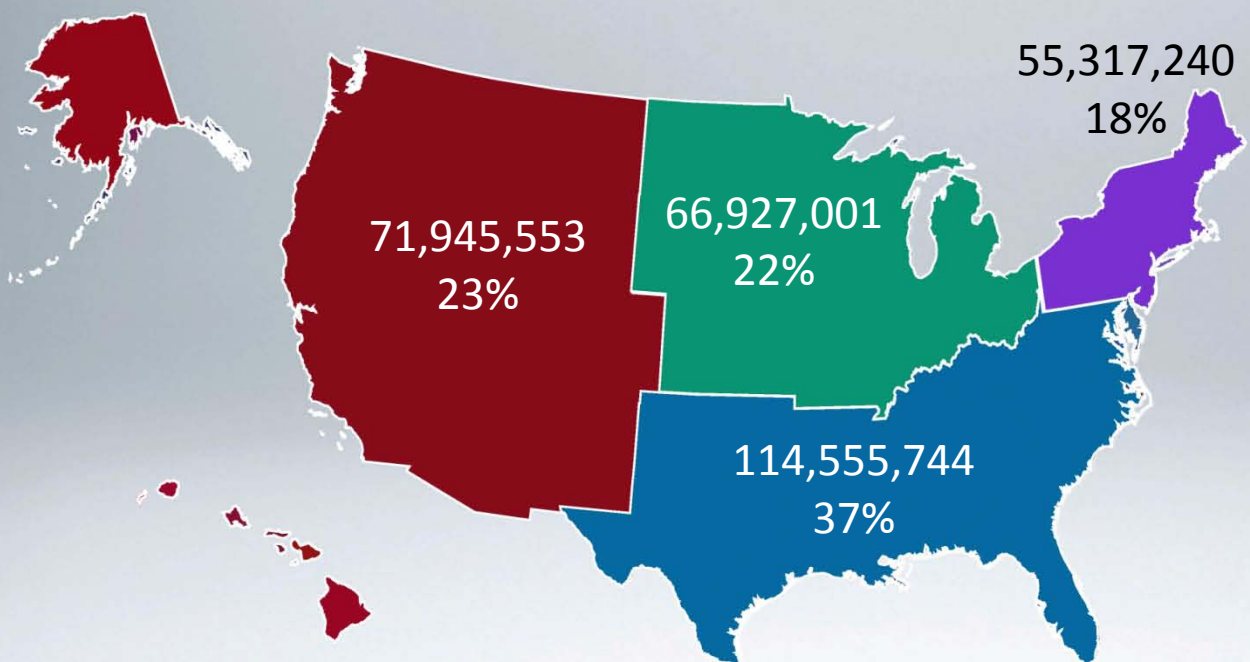
**308,745,538**

United States<sup>®</sup>  
**Census**  
**2010**

2000:  
281,421,906

2010:  
308,745,538

RATE OF CHANGE : + 9.7% 2000-2010



Growth by Region	
Northeast	3.2%
Midwest	3.9%
South	14.3%
West	13.8%

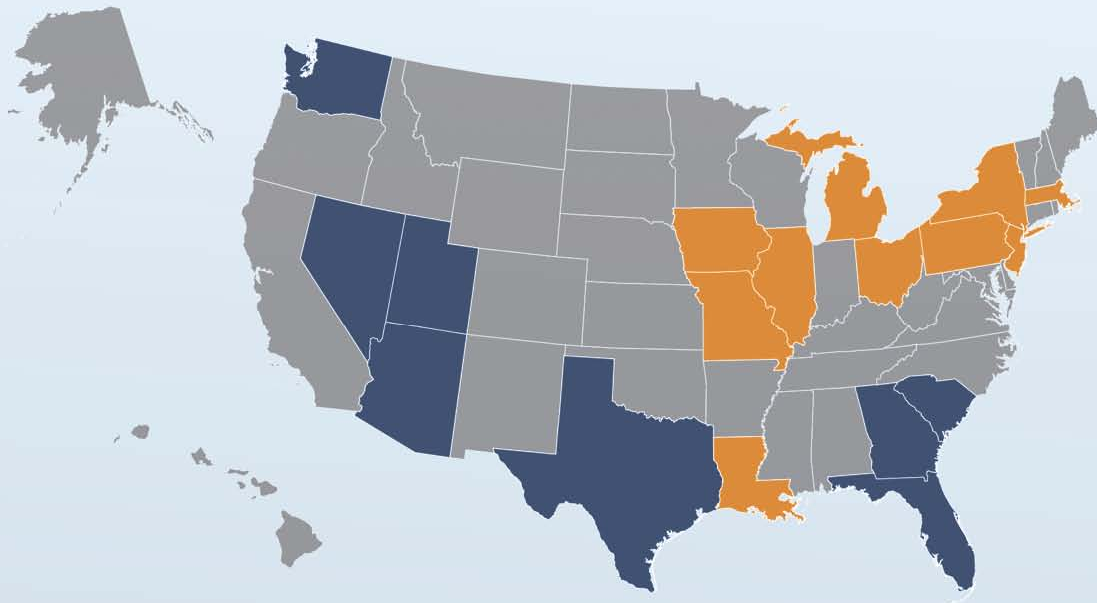
Key 2010 Census Findings and Apportionment  
Robert M. Groves, Director, U.S. Census Bureau



# Congressional Seats

## APPORTIONMENT

2010  
OFFICIAL RESULTS



### GAINED

### LOST

Arizona +1

Illinois -1

Florida +2

Iowa -1

Georgia +1

Louisiana -1

Nevada +1

Massachusetts -1

South Carolina +1

Michigan -1

Texas +4

Missouri -1

Utah +1

New Jersey -1

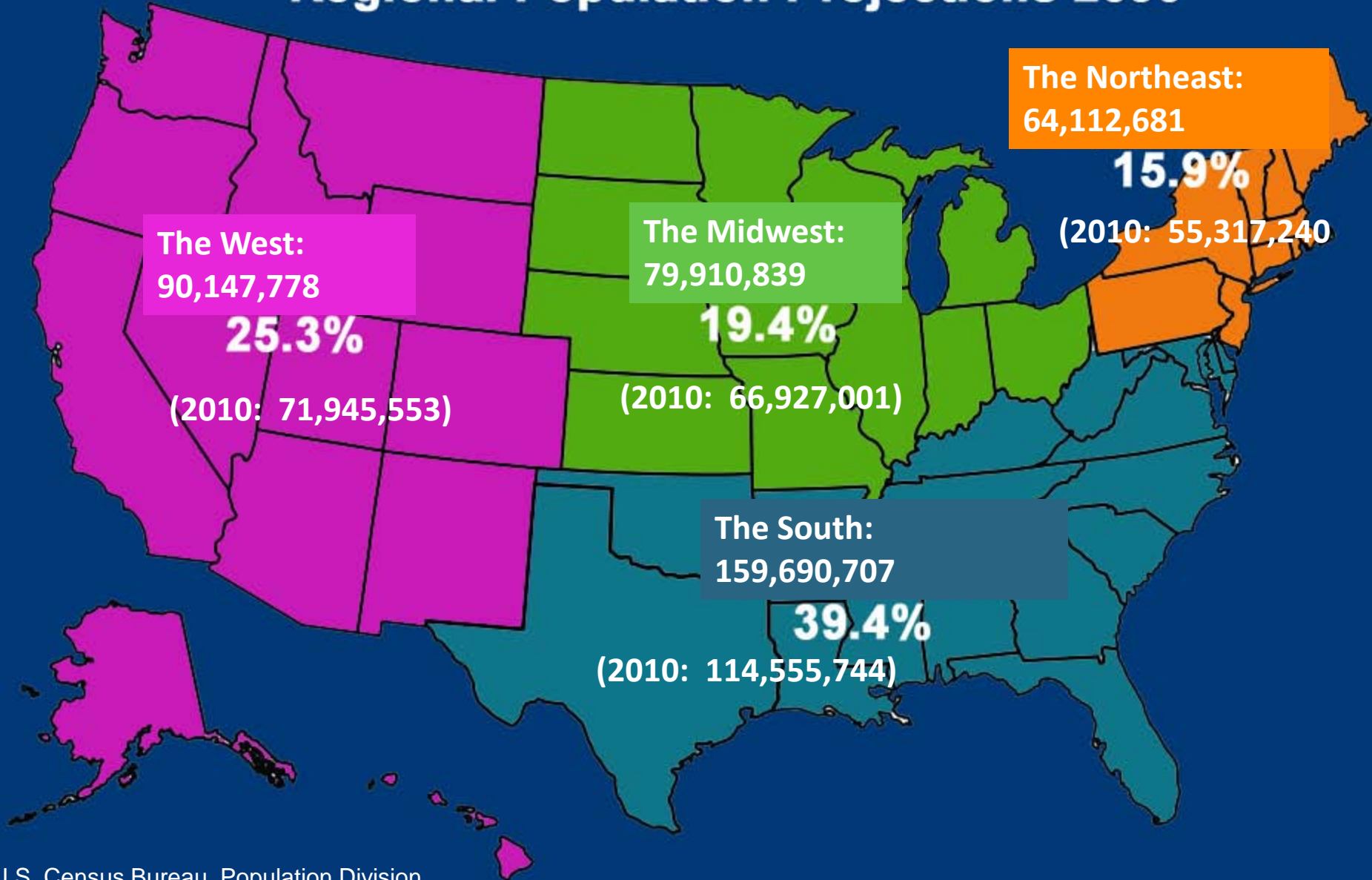
Washington +1

New York -2

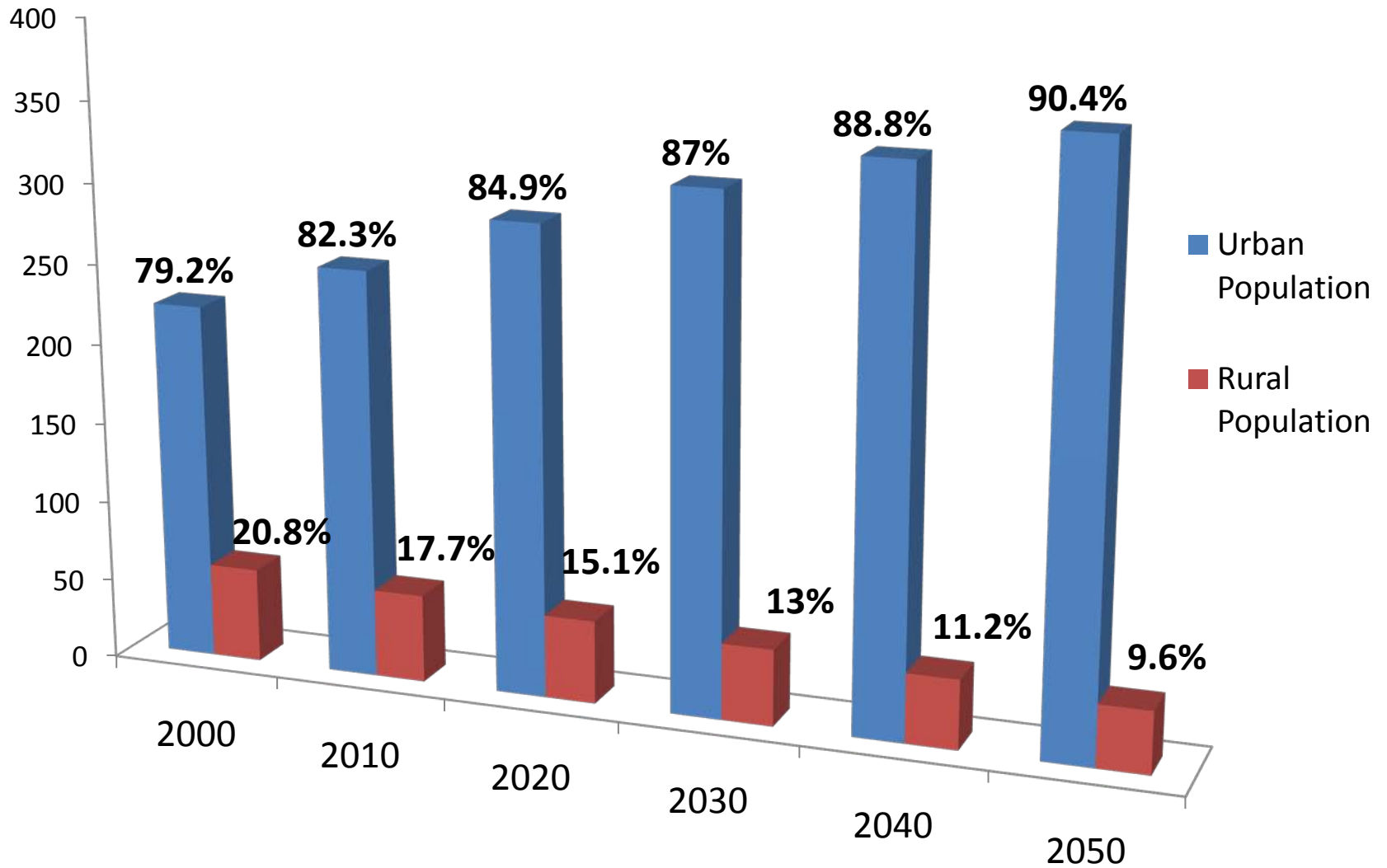
Ohio -2

Pennsylvania -1

# Regional Population Projections 2030

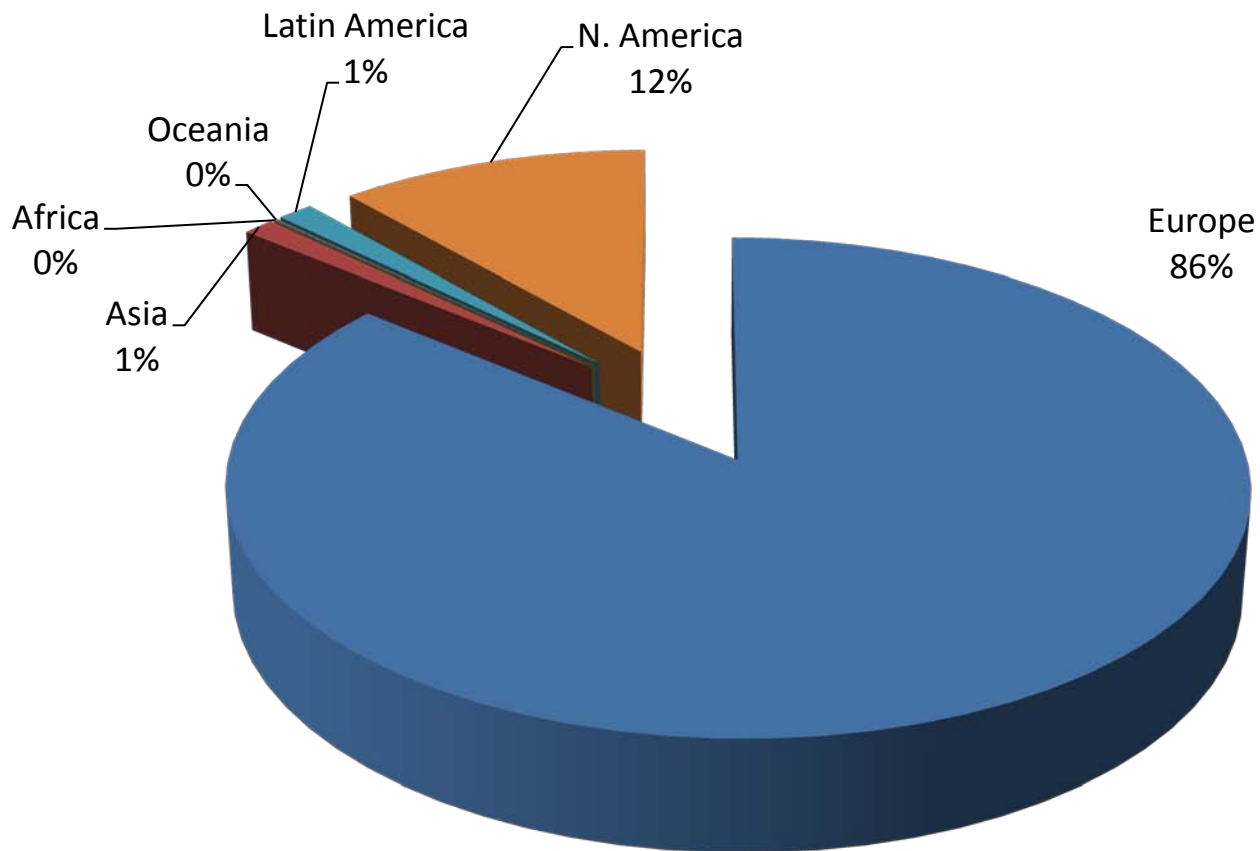


## Rural and Urban Population Projections: 2000 to 2050



# Immigration

## Region of Birth of the Foreign-Born Population: 1900



■ Europe

■ Asia

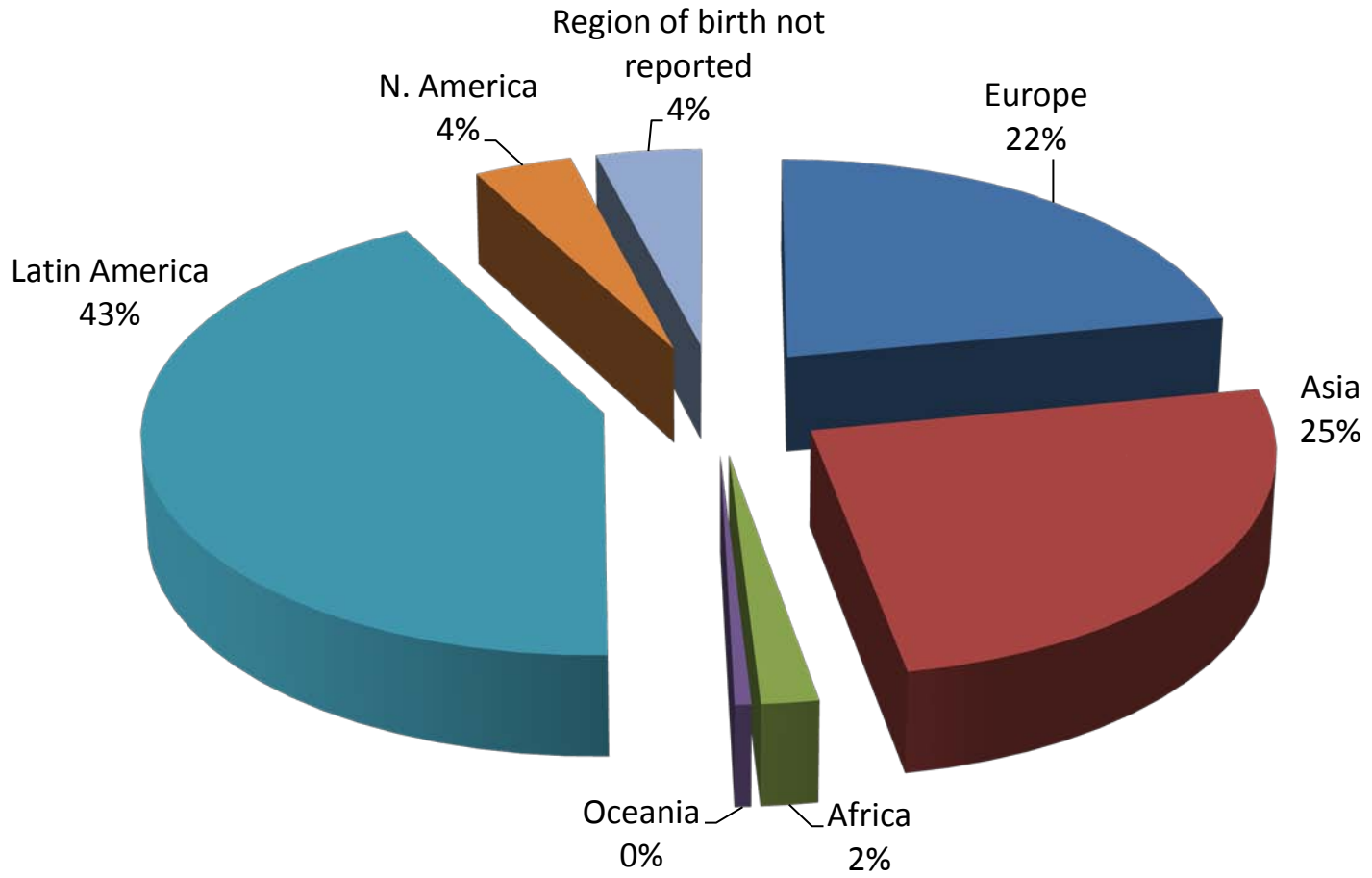
■ Africa

■ Oceania

■ Latin America

■ N. America

# Region of Birth of the Foreign-Born Population: 1990

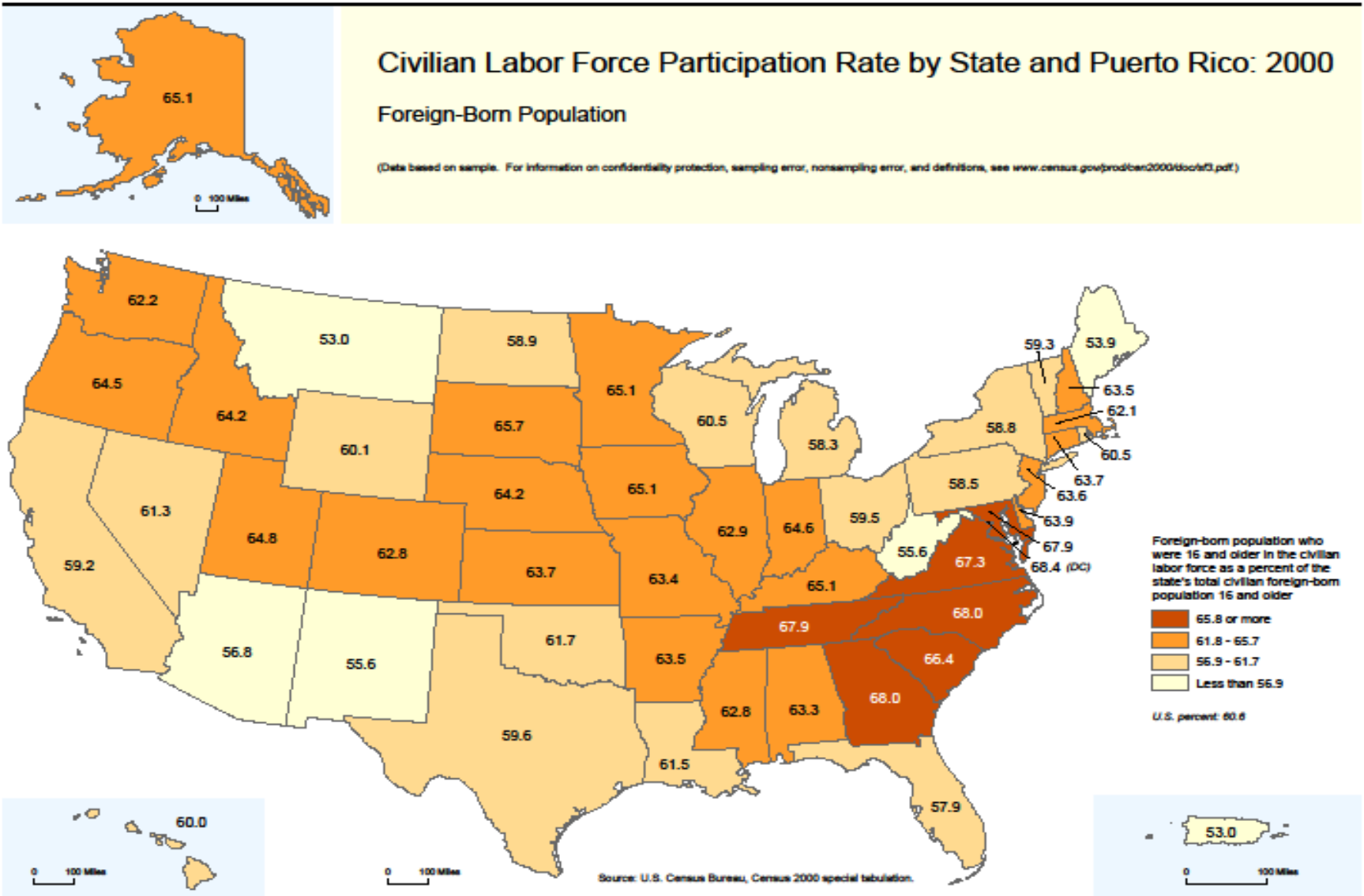


■ Europe ■ Asia ■ Africa ■ Oceania ■ Latin America ■ N. America ■ Region of birth not reported

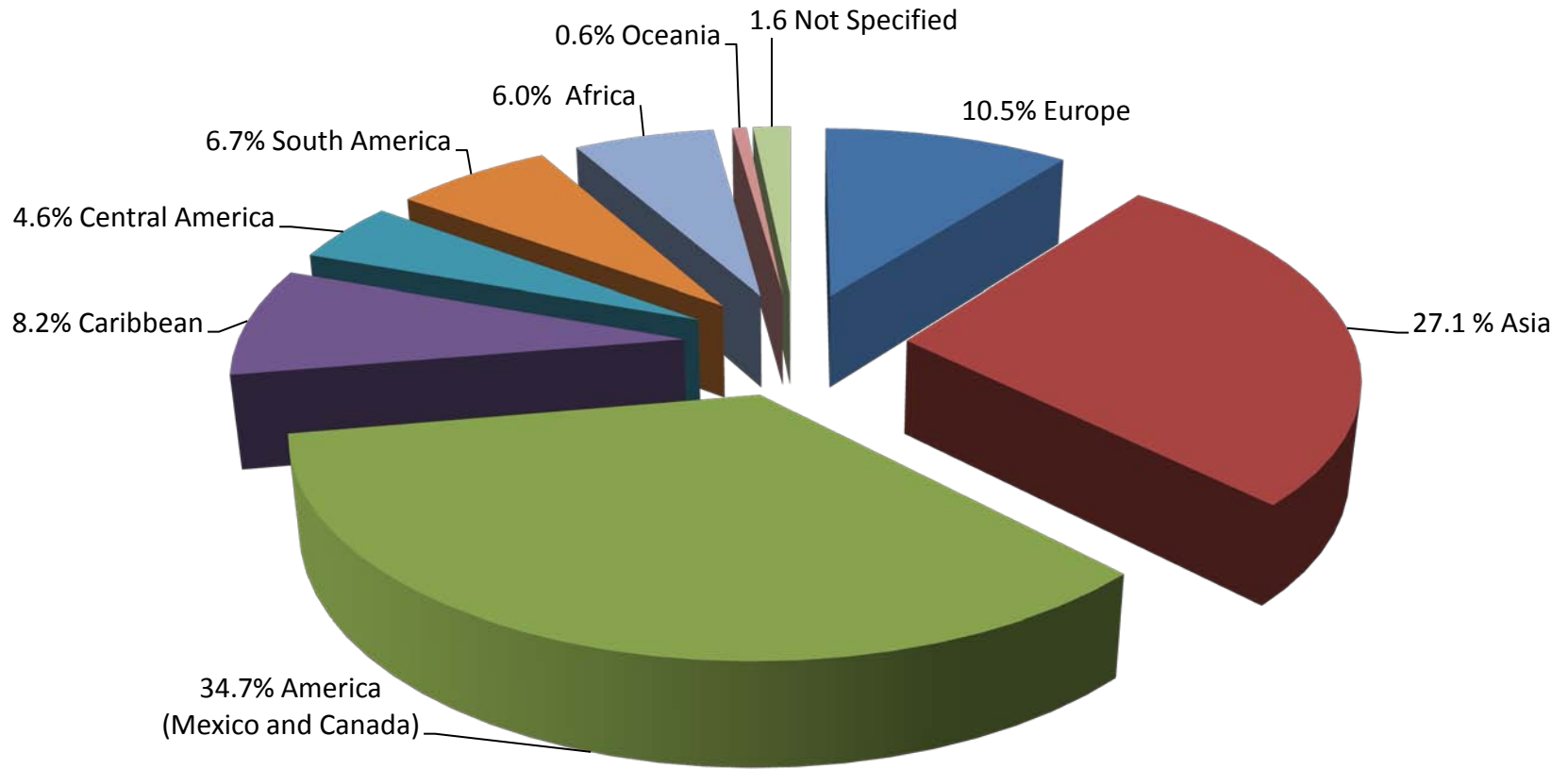
# Civilian Labor Force Participation Rate by State and Puerto Rico: 2000

## Foreign-Born Population

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [www.census.gov/prod/cen2000/doc/hf0.pdf](http://www.census.gov/prod/cen2000/doc/hf0.pdf))

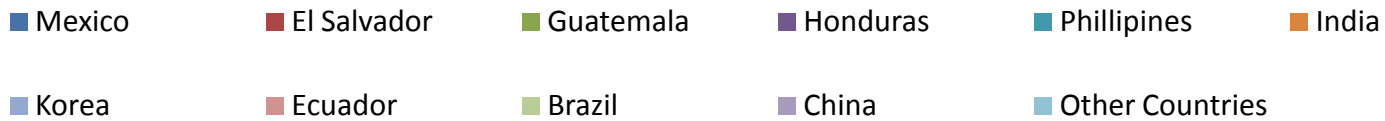
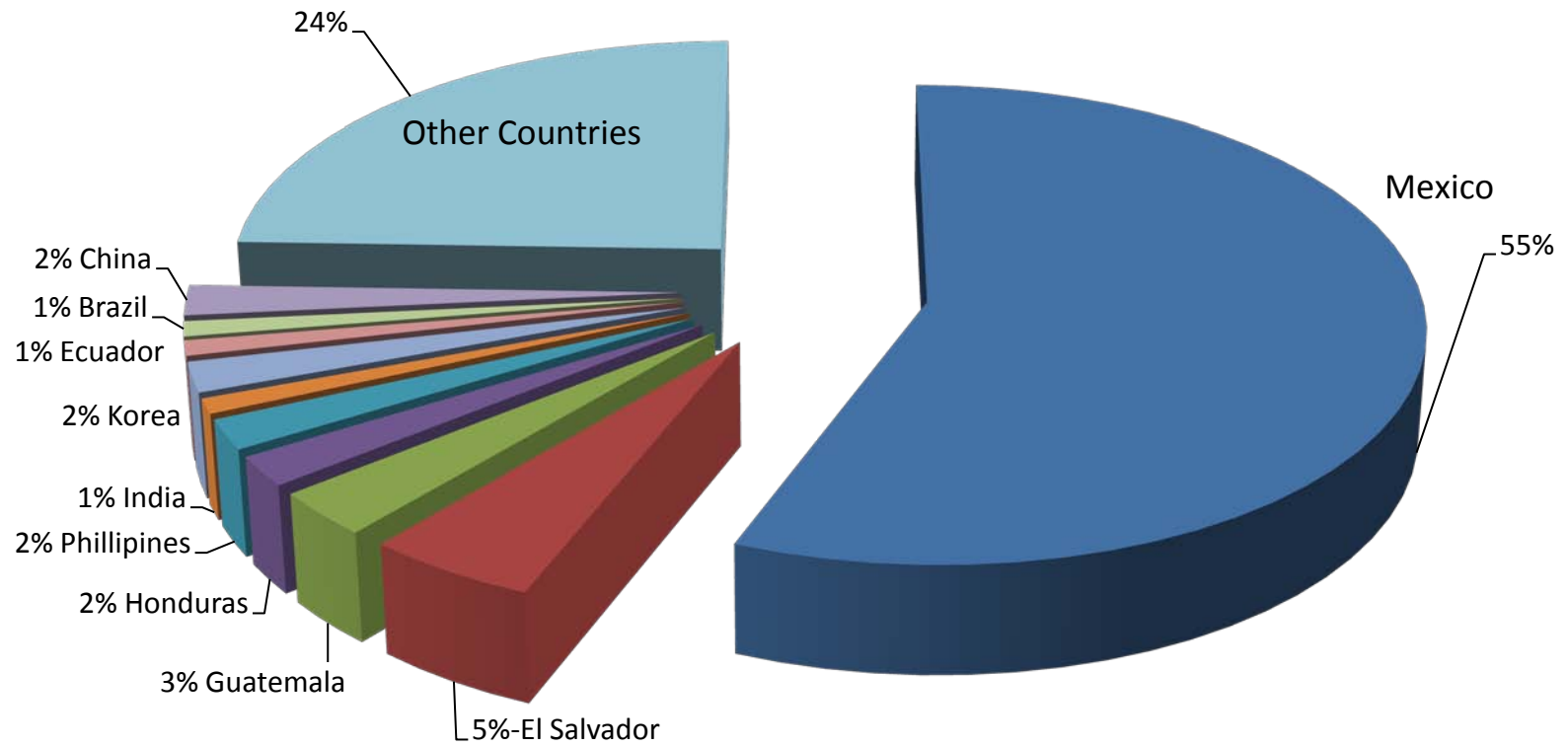


# Percent Total Persons Obtaining Legal Permanent Resident Status by Region of Last Residence: Fiscal year 2000 to 2009



■ Europe ■ Asia ■ America ■ Caribbean ■ Central America ■ South America ■ Africa ■ Oceania ■ Not specified

# Country of Birth of the Unauthorized Immigrant Population (2000)



Source: U.S. Homeland Security.

Estimates of the Unauthorized Immigrant Population Residing in the United States: January 2009.

# Immigrants as a percent of U.S. Population

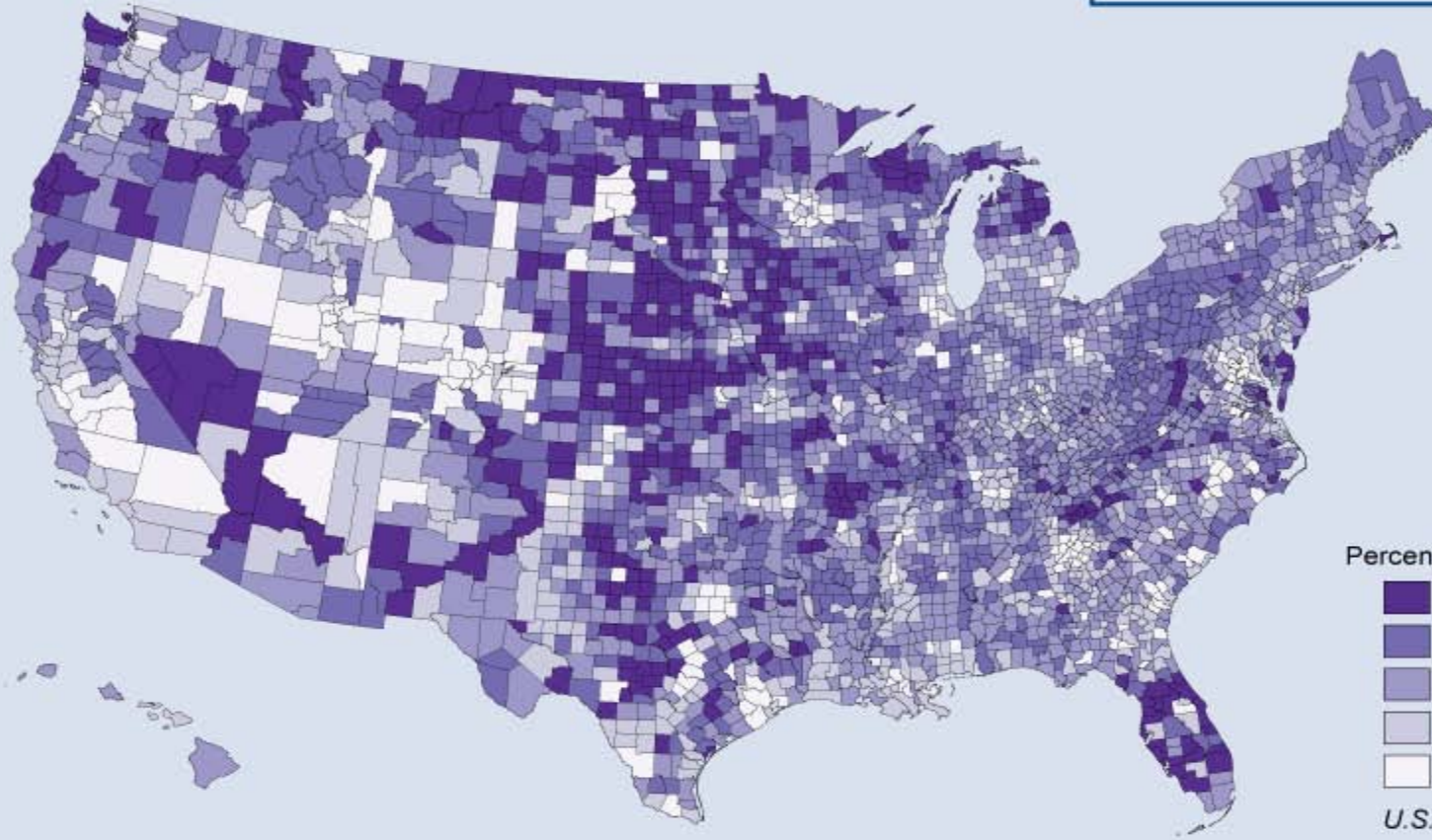
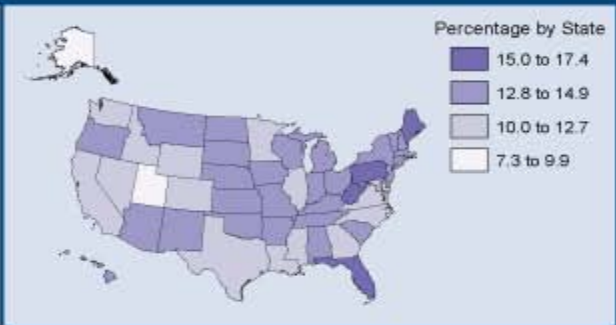
- 1900 percent immigrant: 13.6%
- 1950 percent immigrant: 6.9%
- 2000 percent immigrant: 10.4%
- School-age (5-17 years) population: 16.3%  
with immigrant mothers

# Immigrant Projections

- In 2050, nearly one in five Americans (19%) will be an immigrant compared to one in eight in 2005.
- Among children, the share who are immigrant, or who have an immigrant parent will rise to 34% in 2050 from 23% in 2005.

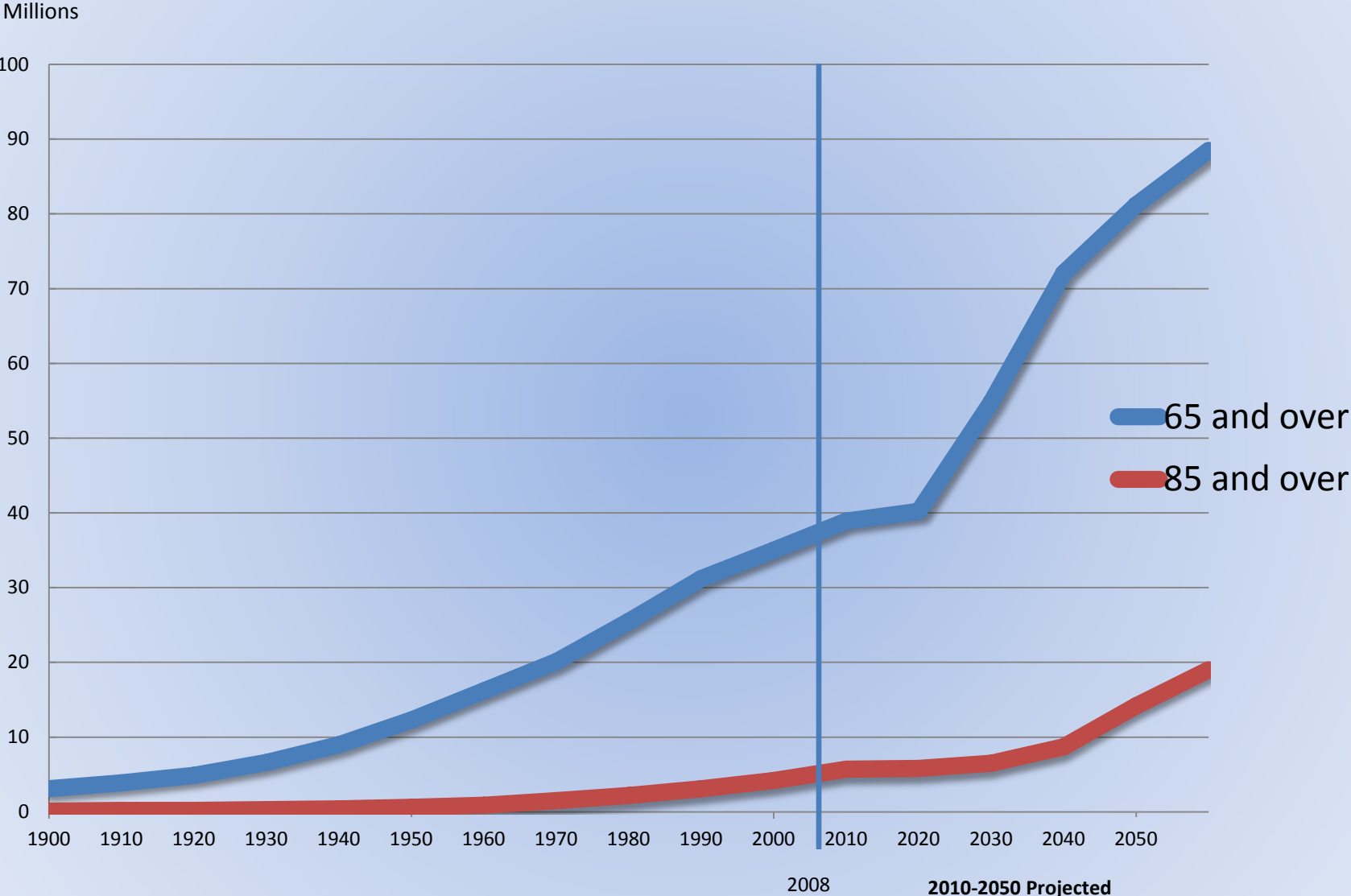
# Aging Demographics

# Percentage of the population age 65 and over, by county and State, 2008



Reference population: These data refer to the resident population.  
SOURCE: U.S. Census Bureau, July 1, 2008 Population Estimates.

# Population age 65 and over, and age 85 and over, selected years 1900-2008 and projected 2010-2050



Reference population: These data refer to the resident population.  
SOURCE: Federal Interagency Forum on Aging  
U.S. Census Bureau, Decennial Census, Population Estimates and Projections.

# United States Age Distribution

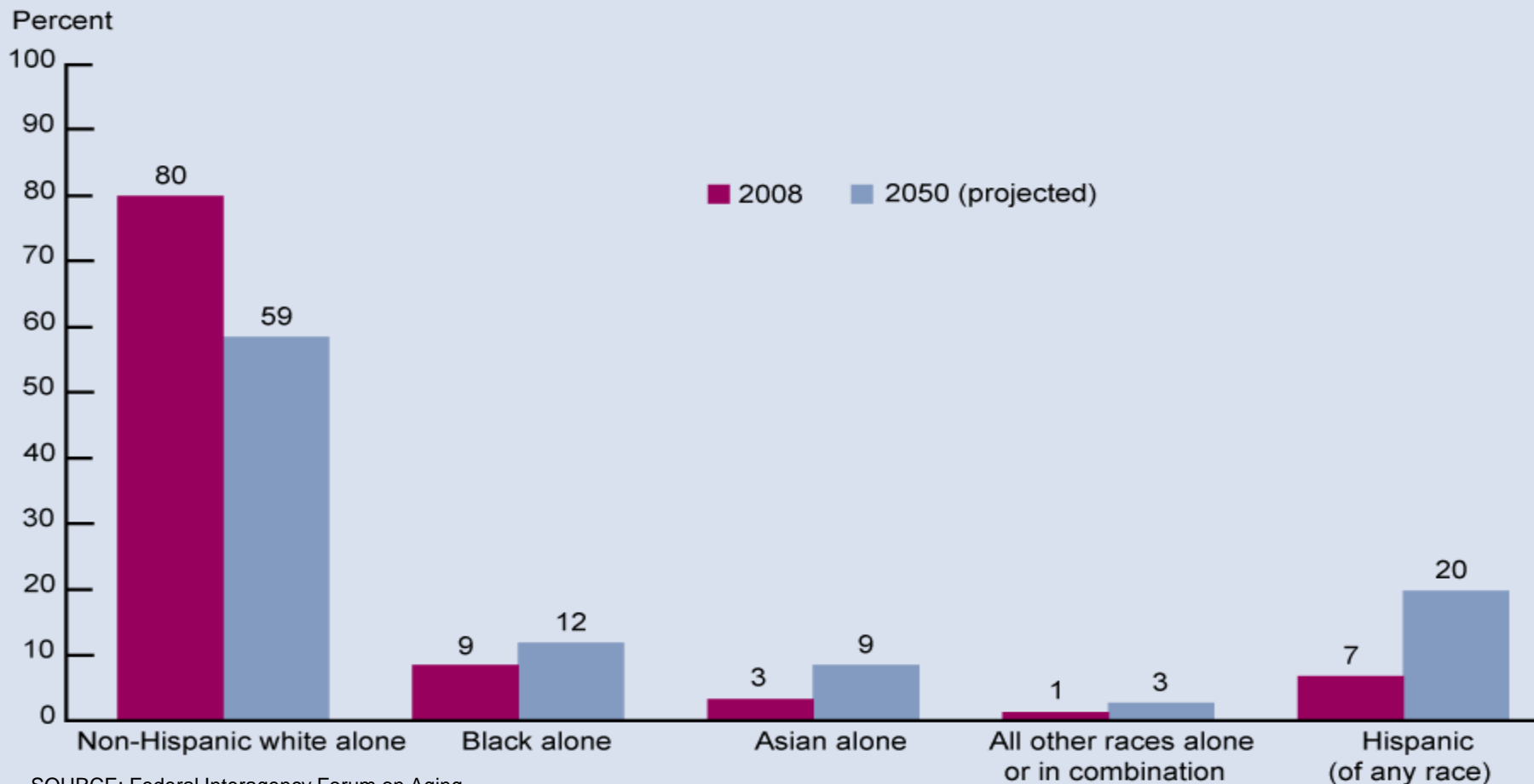


The importance of those under 18 years  
being successful adults....



# Aging: Racial and Ethnic Composition

## Population age 65 and over, by race and Hispanic origin, 2008 and projected 2050



SOURCE: Federal Interagency Forum on Aging

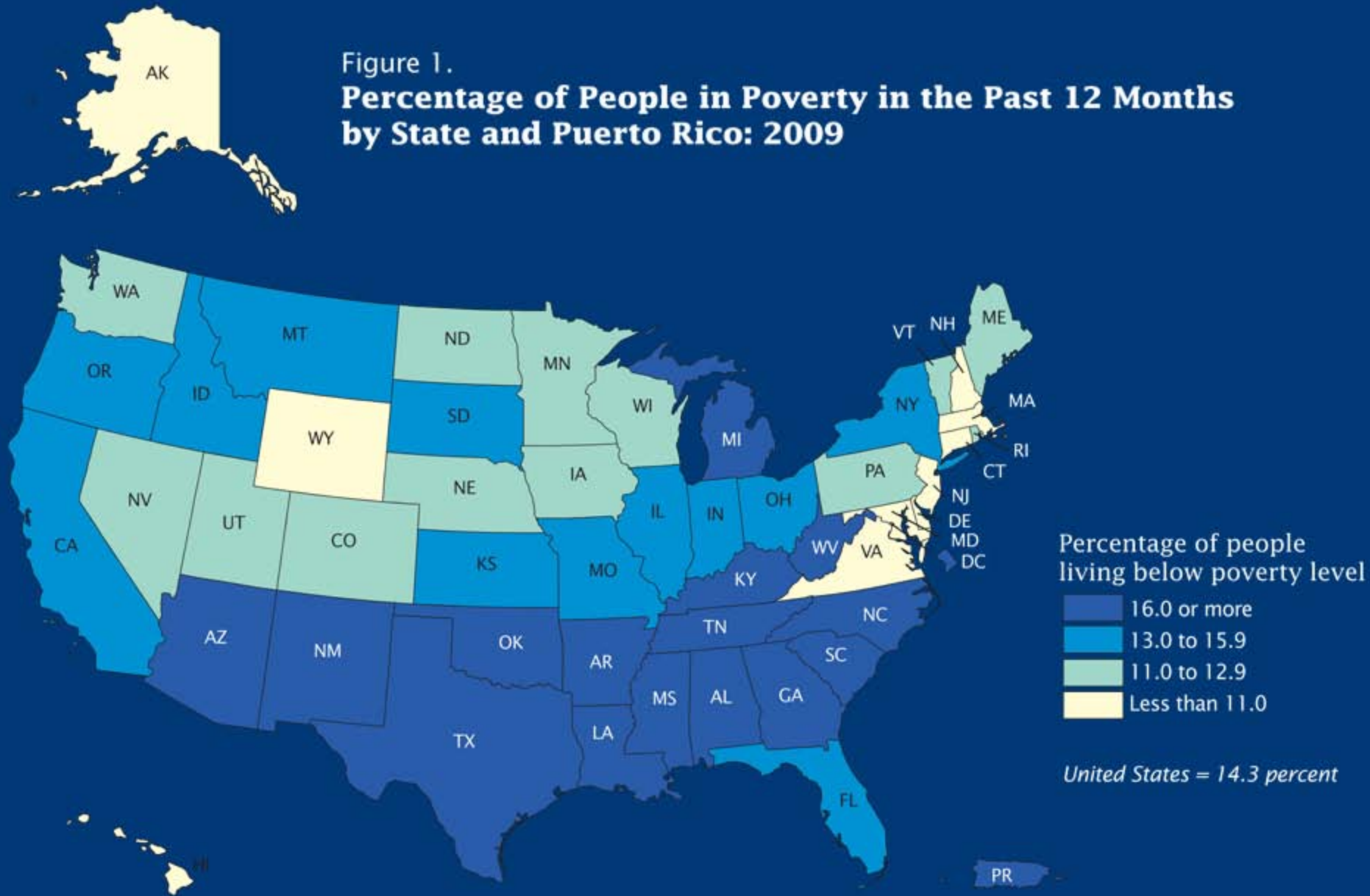
NOTE: The term "non-Hispanic white alone" is used to refer to people who reported being white and no other race and who are not Hispanic. The term "black alone" is used to refer to people who reported being black or African American and no other race, and the term "Asian alone" is used to refer to people who reported only Asian as their race. The use of single-race populations in this report does not imply that this is the preferred method of presenting or analyzing data. The U.S. Census Bureau uses a variety of approaches. The race group "All other races alone or in combination" includes American Indian and Alaska Native alone; Native Hawaiian and Other Pacific Islander alone; and all people who reported two or more races.

Reference population: These data refer to the resident population.

SOURCE: U.S. Census Bureau, Population Estimates and Projections. 2008.

# Poverty

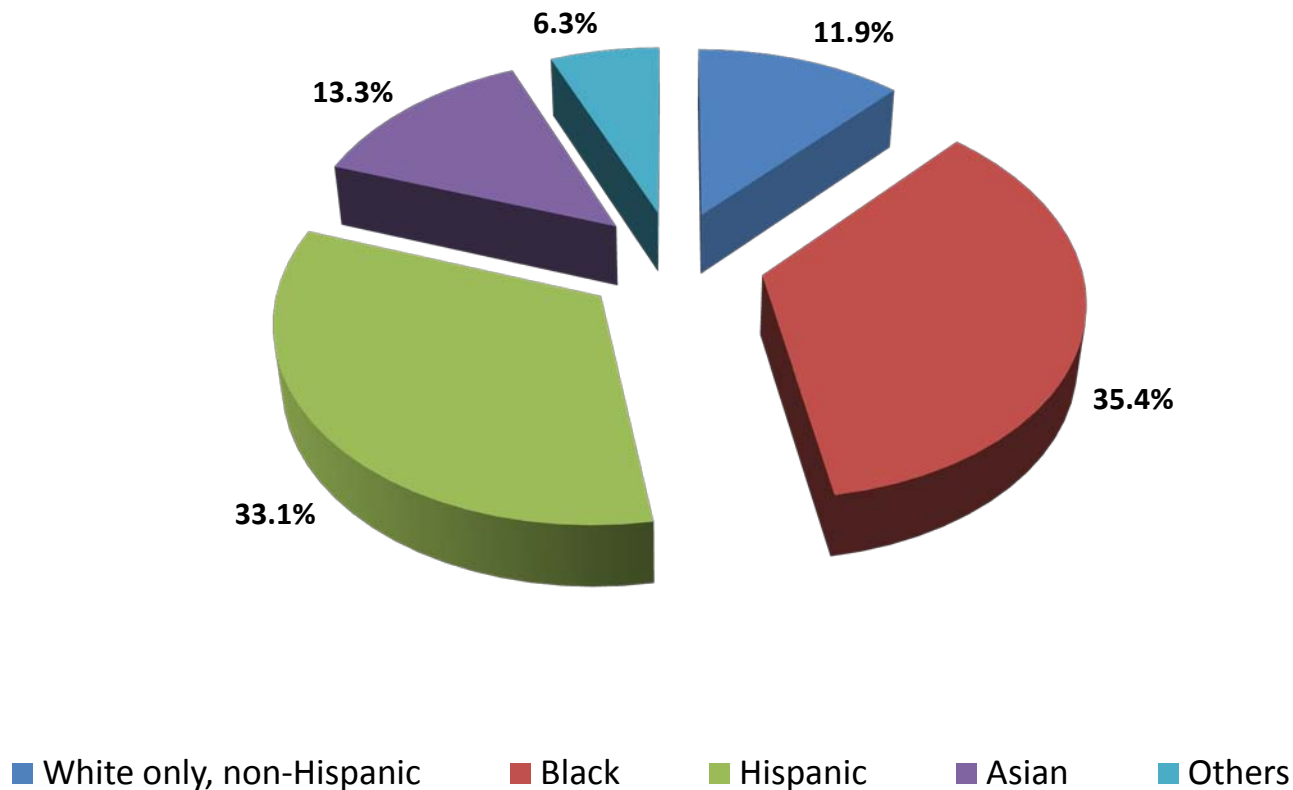
Figure 1.  
**Percentage of People in Poverty in the Past 12 Months  
 by State and Puerto Rico: 2009**



Sources: U.S. Census Bureau, American Community Survey, 2009, Puerto Rico Community Survey, 2009.

## Distribution by Race of Children Living in Poverty in 2008

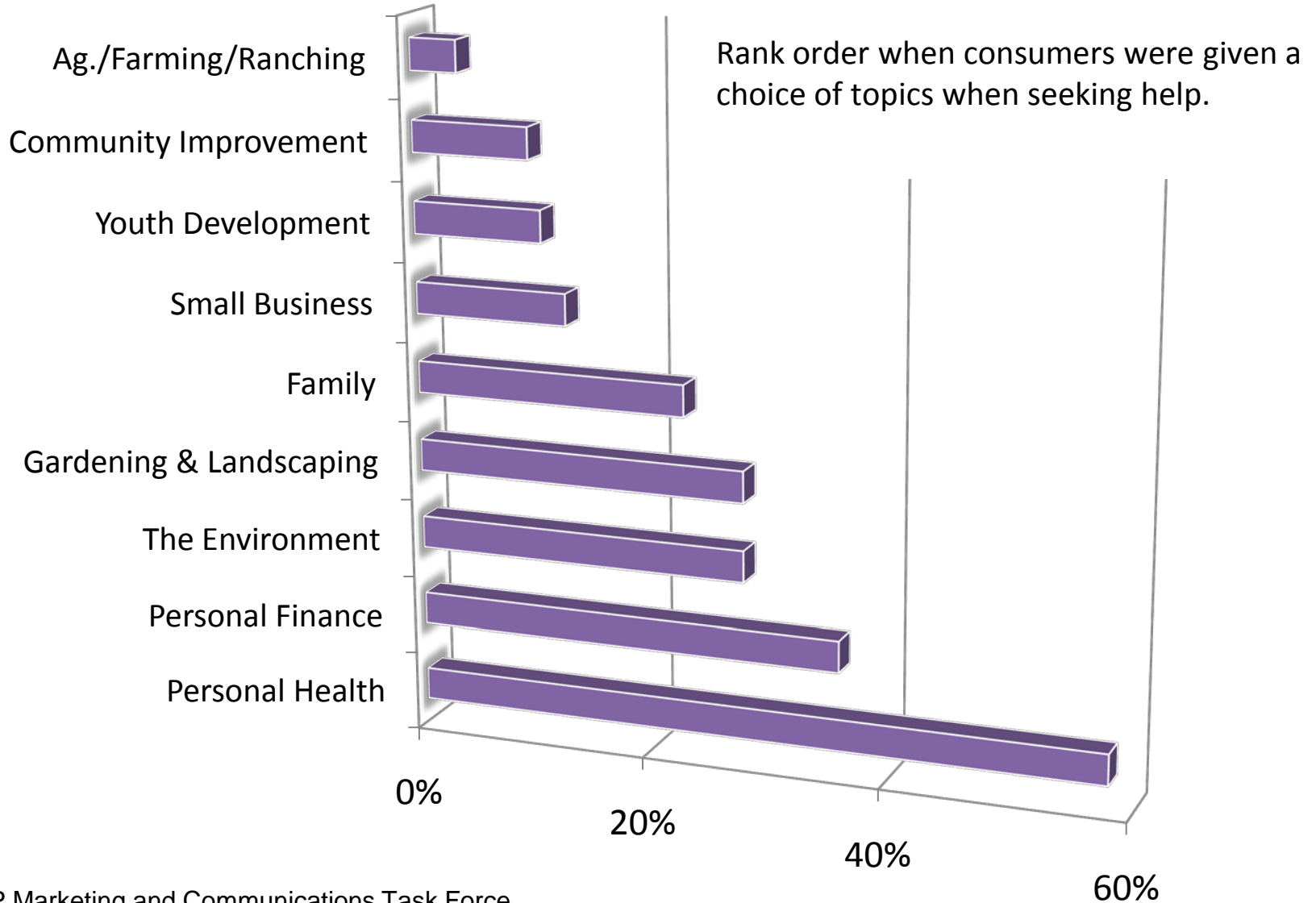
- Children (under 18 years) represent 25% of the total population
- In 2008, 20.7% of children were living in poverty



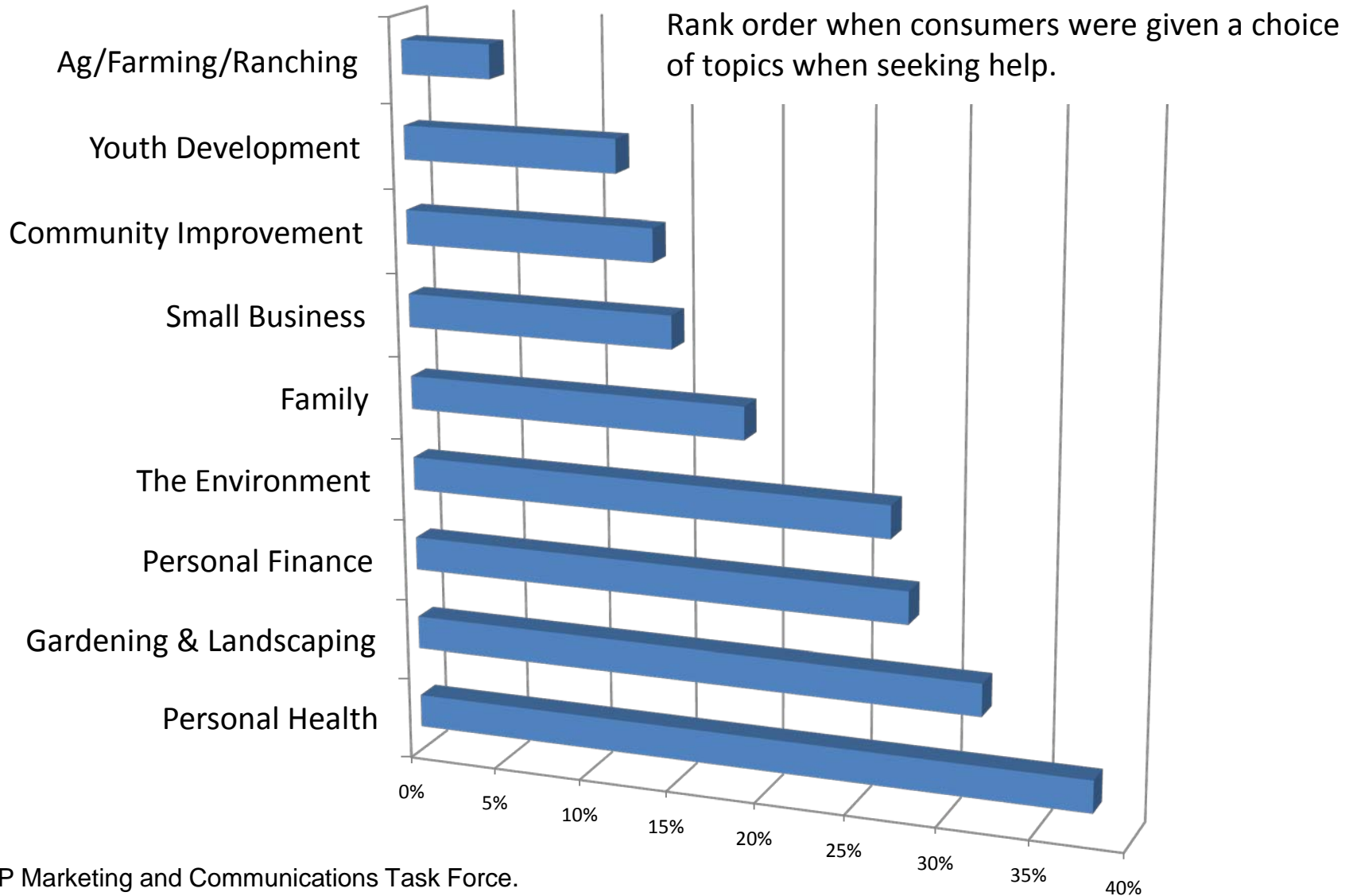
Source: U.S. Bureau of the Census, Income, Poverty, and Health Insurance Coverage in the United State: 2009, Report p60, n. 238, Table B-2, pp. 62-7

# Market Research

# Seeking Help



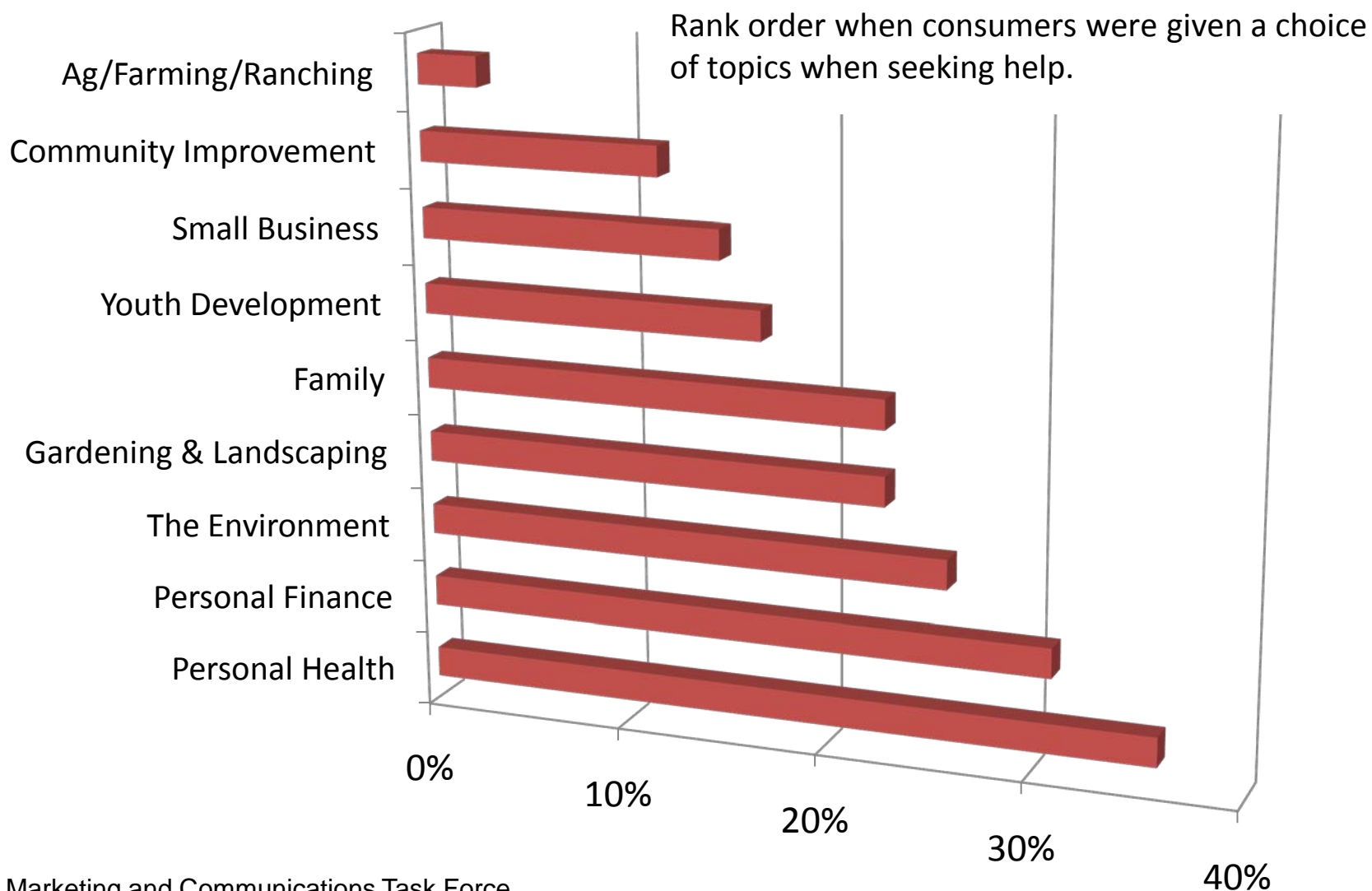
# Likelihood to use Extension



ECOP Marketing and Communications Task Force.

Prepared for National Extension Directors/Administrators Conference, March 16, 2010

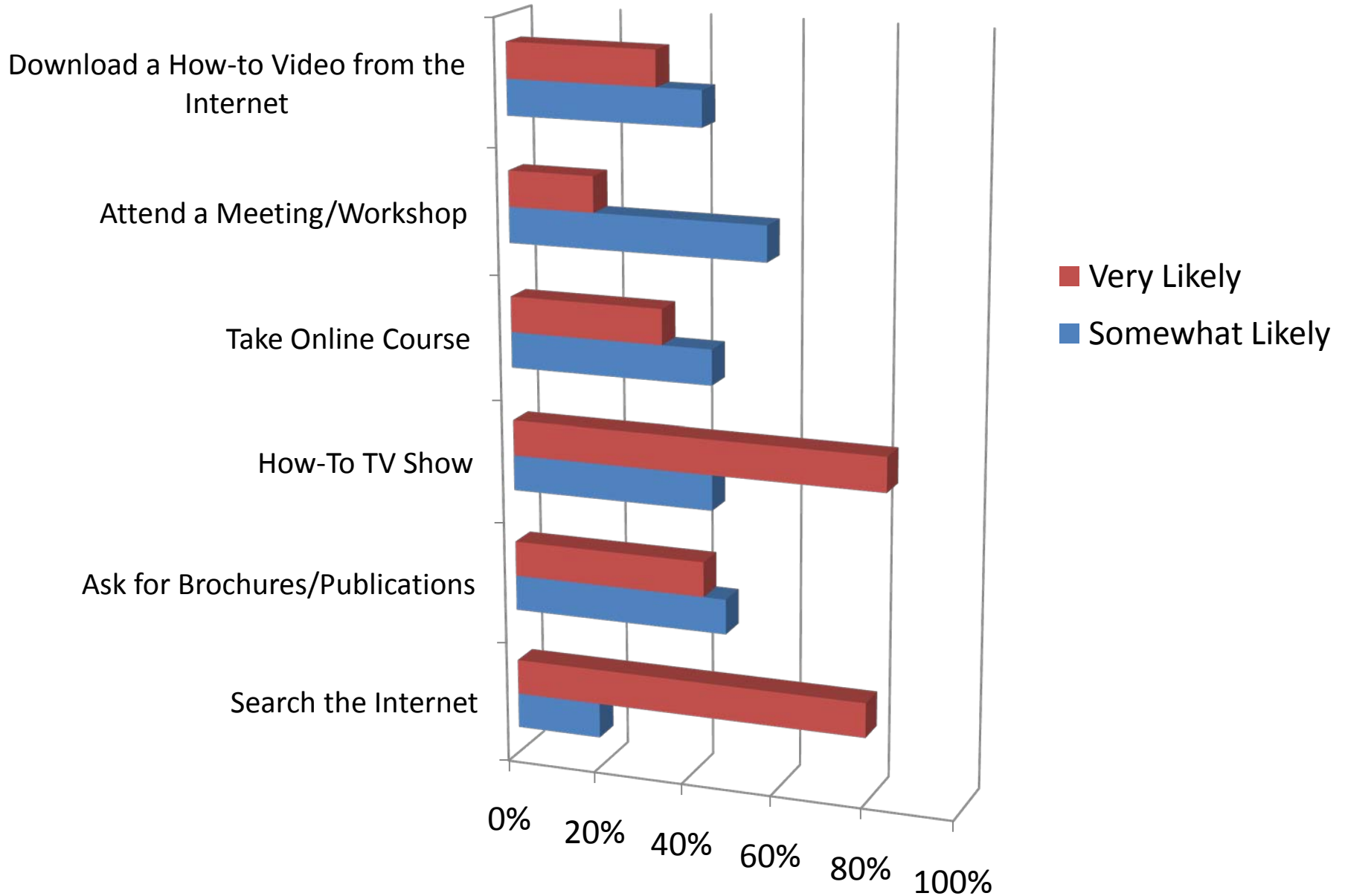
## Likelihood to use Extension among younger people, 18-34



ECOP Marketing and Communications Task Force.

Prepared for National Extension Directors/Administrators Conference, March 16, 2010

# Method of Accessing Extension



# Strategies for the Decade Ahead



# FLIGHT PLAN



**DISTINGUISH**

**YOUR**

**PROGRAM**



**EDUCATIONAL SUPERMARKET**

<http://>



www

**NEW TECHNOLOGIES**

***Thank you!***