

Multicultural Engagement Texas Fact Sheet



Multicultural Population and Growth

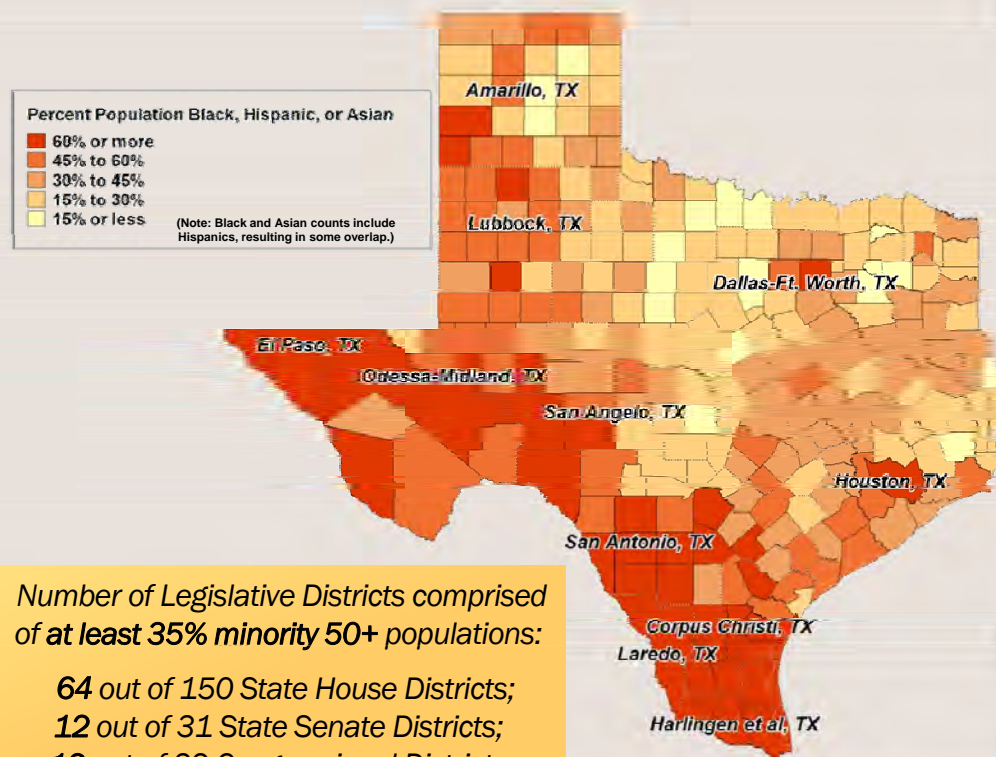
2011 Total Population	Texas State	Houston	Dallas-Ft. Worth	San Antonio	% in top 3 DMAs
Total	25,435,311	6,345,466	7,283,340	2,446,839	63%
African-American/Black	2,921,490	1,046,780	985,960	143,894	75%
Hispanic/Latino	9,502,049	2,179,644	1,979,381	1,334,434	58%
Asian	885,207	357,714	325,055	40,062	82%
2011 50+ Population					
Total	6,960,466	1,670,314	1,906,780	710,462	62%
African-American/Black	646,893	239,760	198,049	34,408	73%
Hispanic/Latino	1,686,937	342,102	266,923	291,266	53%
Asian	211,850	96,164	70,503	10,734	84%

Almost two-thirds (63%) of Texas' three main multicultural populations reside in Houston, Dallas Ft. Worth and San Antonio combined. The Houston DMA ranks first in population size for Hispanic/Latino and African-American/Black residents. The Asian population is relatively even across the Houston and Dallas-Ft. Worth DMA markets with 5.6% and 4.5% respectively.

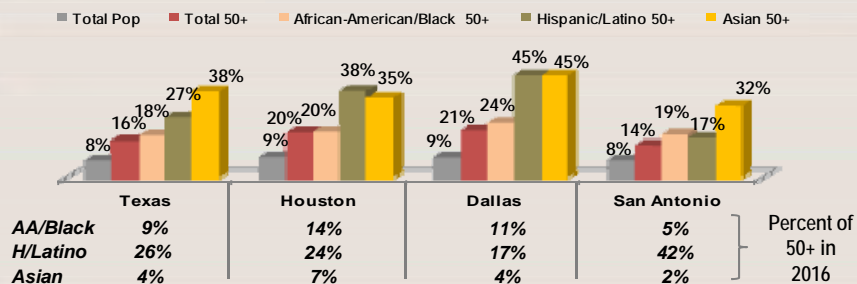
By 2016, Hispanics will represent 42% of the 50+ population in San Antonio and 26% of Texas as a whole.

In the coming decade, the growth rate of the 50+ multicultural segments will outpace the total 'boomer' age demographic.

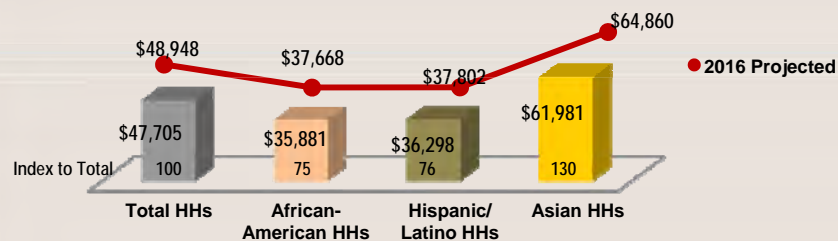
Map of Texas' Multicultural Population by County



Projected 50+ Population Growth 2011 to 2016



2011 Total Median Household Income – Texas State



Number of Legislative Districts comprised of at least 35% minority 50+ populations:

- 64 out of 150 State House Districts;
- 12 out of 31 State Senate Districts;
- 12 out of 32 Congressional Districts.

Source: Claritas, Inc., 2011. Prepared by AARP Research & Strategic Analysis.

Priorities

Needs Among 50+ Hispanic/Latino Constituents in Texas¹

- **Long Term Care** – 82% of Hispanics age 50+ in Texas consider it “extremely” or “very important” that long term care services allow aging-in-place but concern about cost and quality are prevalent. 79% worry about how they will pay for long term care. An equal proportion support strengthening the enforcement of quality standards for nursing homes in Texas.
- **Financial Security** – Few feel they have everything they need to receive Social Security when needed (28%) or Medicare (38%).
- **Utility Costs** – Over two-thirds (72%) are “extremely” or “very concerned” about home electricity costs increasing and 61% do not believe that their state elected officials are doing enough to lower the cost of their electricity bill.
- **Consumer Protection** – 55% of 50+ Latino Texans are “extremely” or “very worried” about protecting themselves from unfair or deceptive business practices.
- **Transportation Options** – 45% are worried about driving around in their community as they age.

AARP-TX’s 2012 Priorities

- Medicaid reform and long term care
- Home and community based services
- Nursing home quality
- Home energy affordability
- Payday and auto-title lending reform
- Safe transportation options

AARP Presence

AARP Texas’ presence in our communities reflects the richness of Texas diversity, enables engagement and channels value for people 50+ where they live.



Embedding our Work

AARP Texas has strived to embed work such as the Protect Seniors campaign, retirement planning, mobility, Medicare fraud and ACA education in Hispanic communities across the state. We are identifying community partners and leadership that can help AARP engage and demonstrate our relevance to the 50+ populations in Hispanic communities.



Capacity & Volunteer Outreach

AARP Texas is actively recruiting bilingual volunteers to assist in advocacy work and provide leadership in communities. This effort is ongoing as we continue to build our relevance within the Hispanic community. Hispanic elected officials and volunteer constituent activists are identified and recruited to carry AARP’s public policy position forward to the legislators.



Animadoras Initiative

In partnership with La Fe, Neighborhood Alliance and Martinez Women’s Street, the Animadoras Initiative, similar to the Promotora model, seeks to educate and inform the Hispanic community about AARP and the issues on which the Association focuses. Animadoras are trusted community advisors that have grassroots relationships with the residents in their community.



Platicas

AARP Texas has conducted platicas throughout South Texas to listen and learn from Hispanics 50+ about issues of concern, and identify opportunities to engage build presence .



Community Engagement

In partnership with the City of San Antonio and Neighborhood Associations, AARP Texas has set up conversations and awareness forums in Senior centers. We are attending Neighborhood Association meetings to identify issues and train activists to effectively engage around these issues. This gives AARP the opportunity to connect it’s advocacy efforts to the community.

“Our community is the place where we can be most effective.”

—Dr. Ethel Percy Andrus, AARP Founder

¹ Source: Voices of 50+ Hispanics in Texas, AARP, February 2011