



HOUSTON AREA SURVEY--2010: Perspectives on a City in Transition, From 29 Years of Houston Surveys

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The GHP-IUR Luncheon and Release of the Findings

21 April 2010



FIGURE 1: POSITIVE RATINGS OF JOB OPPORTUNITIES IN THE HOUSTON AREA (1982-2010)

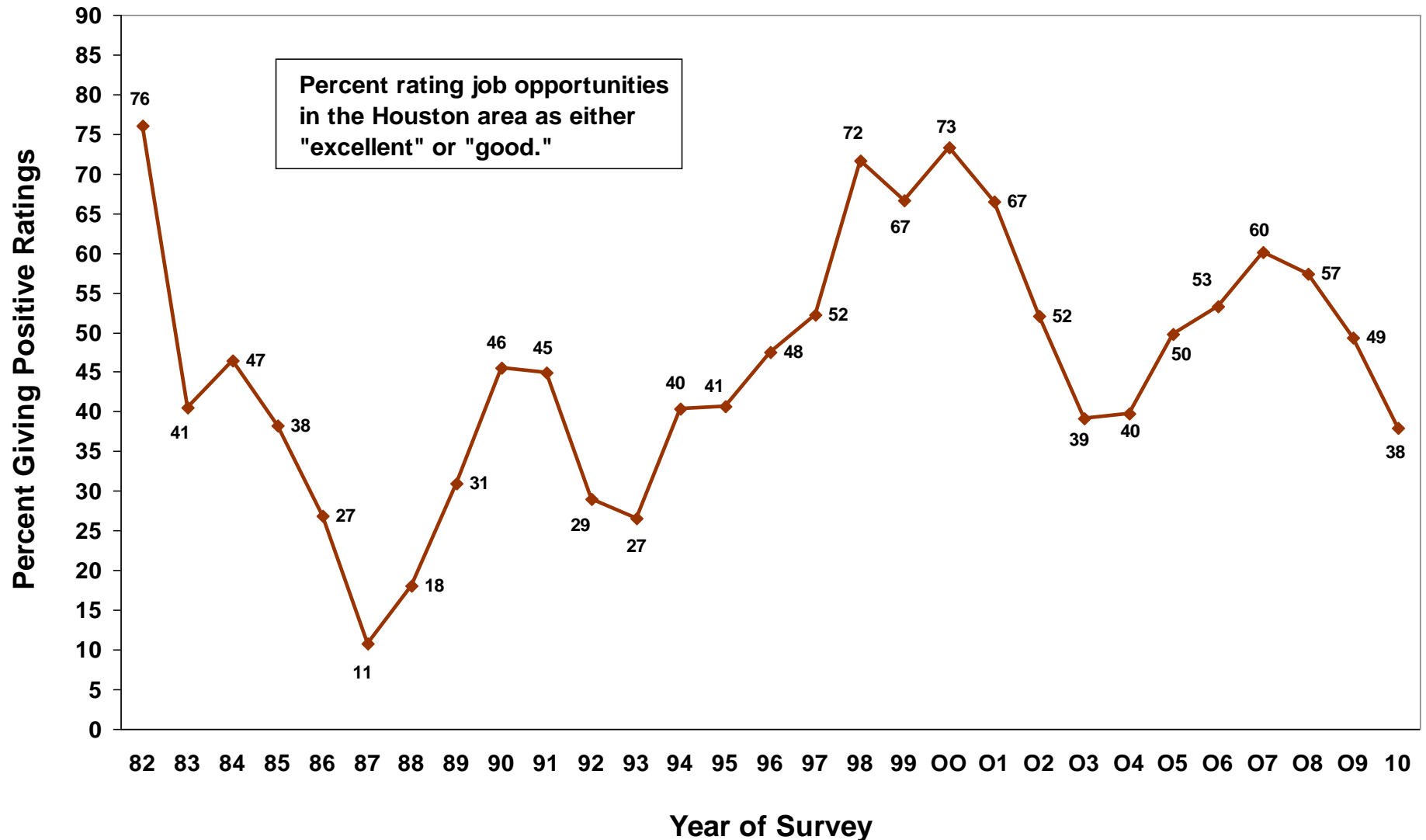


FIGURE 2: NEGATIVE RATINGS OF JOB OPPORTUNITIES IN RELATION TO THE OFFICIAL UNEMPLOYMENT RATES (1982-2010)

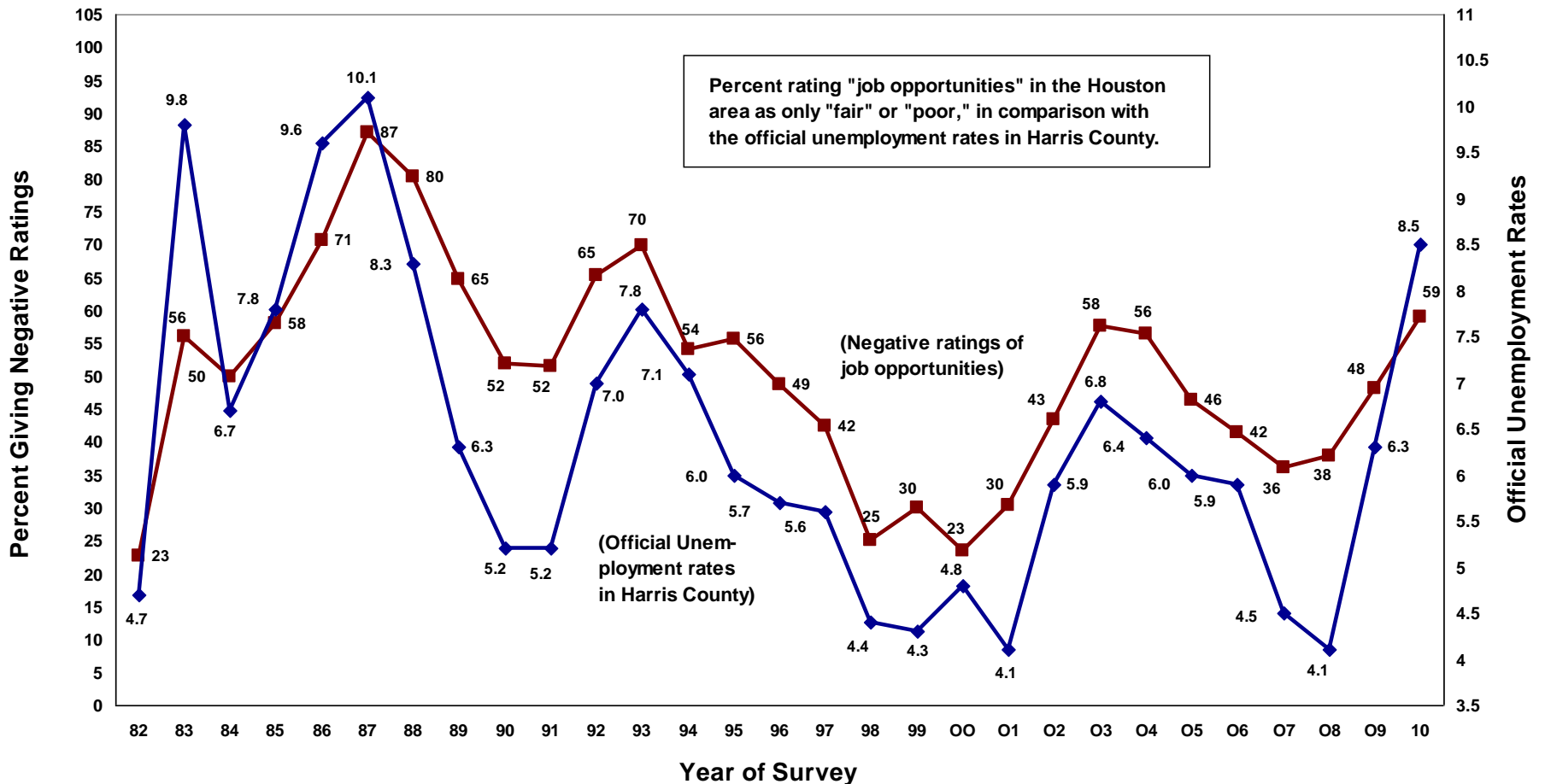
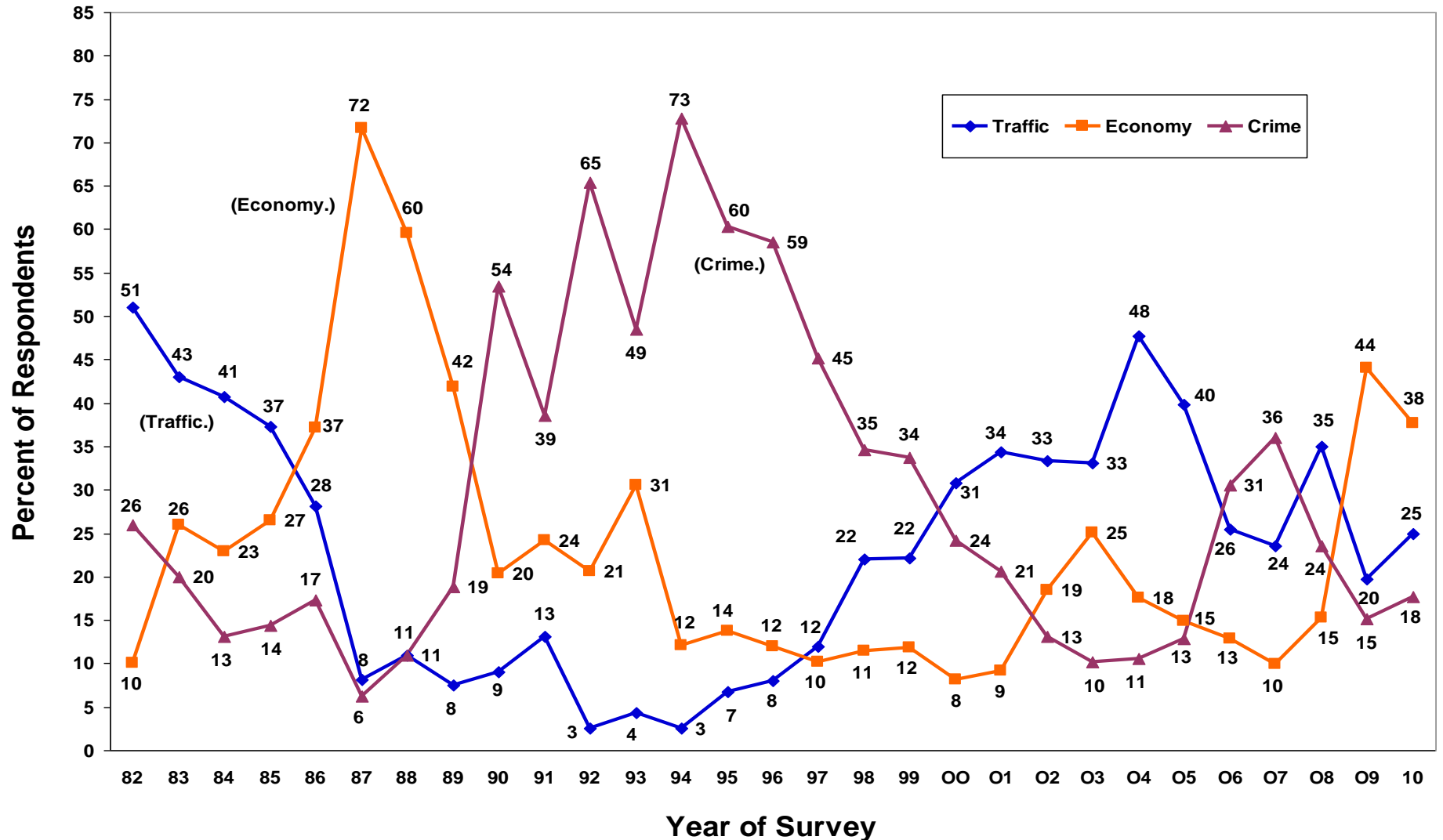


FIGURE 3: “WHAT IS THE BIGGEST PROBLEM IN THE HOUSTON AREA TODAY?” (1982-2010)



**FIGURE 4: PERCENT DOING BETTER FINAN-
 CIALLY IN LAST FEW YEARS AND EXPECTING
 TO DO BETTER IN NEXT FEW YEARS (1982-2010)**

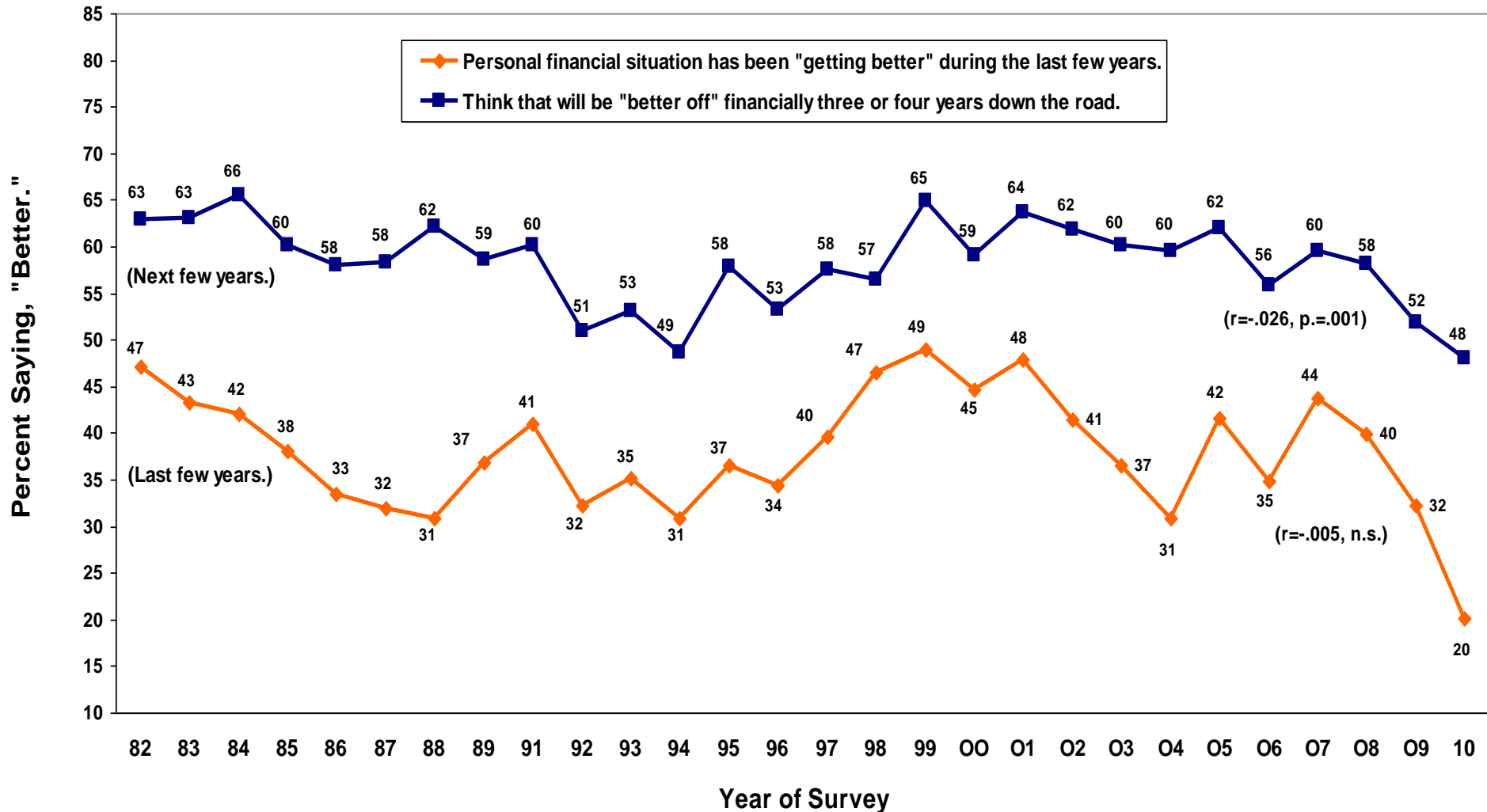


FIGURE 5: TWO MEASURES OF BELIEF IN THE “AMERICAN WORK ETHIC” (1982-2010)

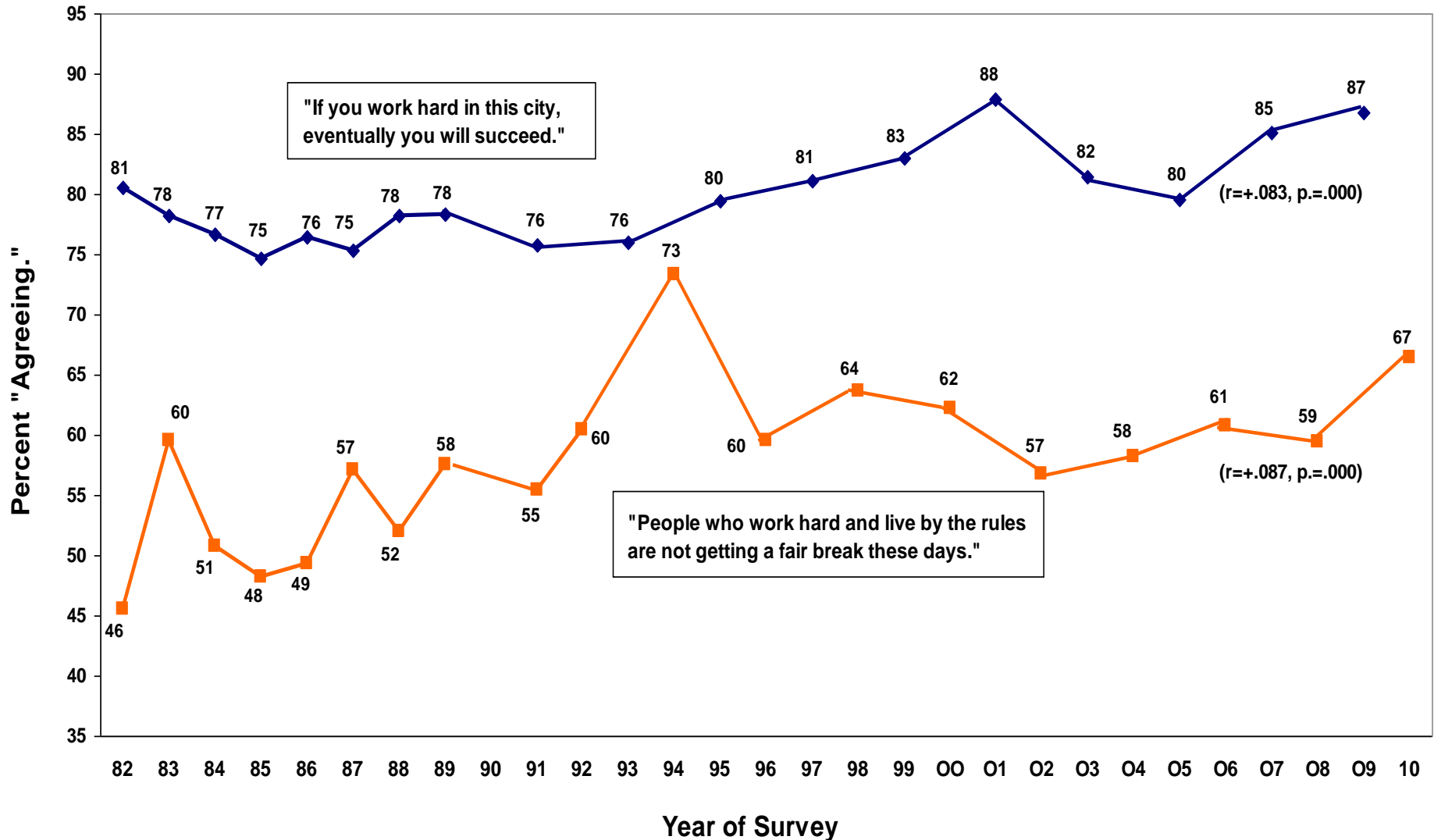


FIGURE 6: RATINGS OF THE HOUSTON AREA IN GENERAL AS A PLACE TO LIVE (1996-2010)

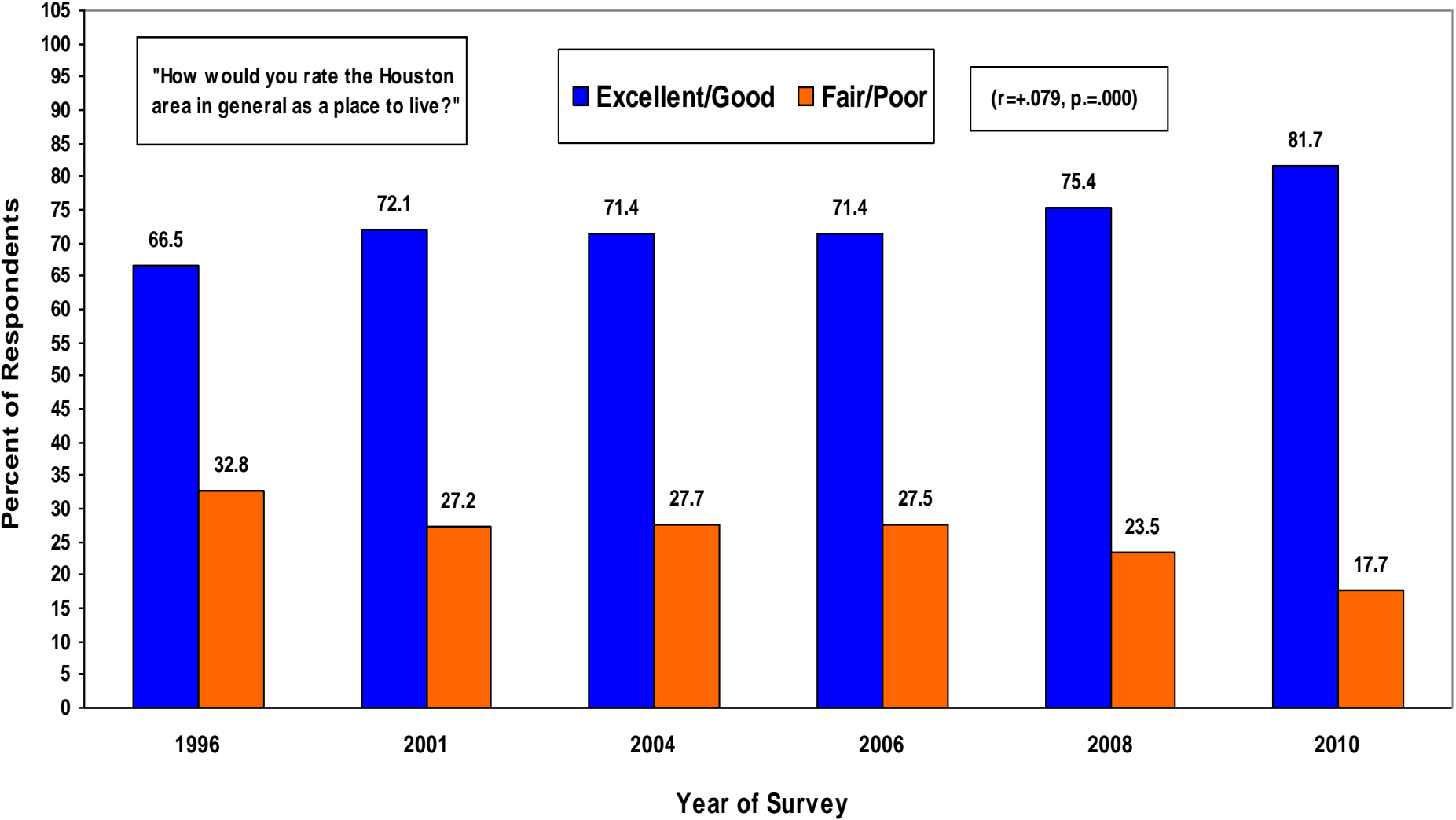


FIGURE 7: CHANGING PERSPECTIVES ON THE AMERICAN ECONOMY (1994-2010)

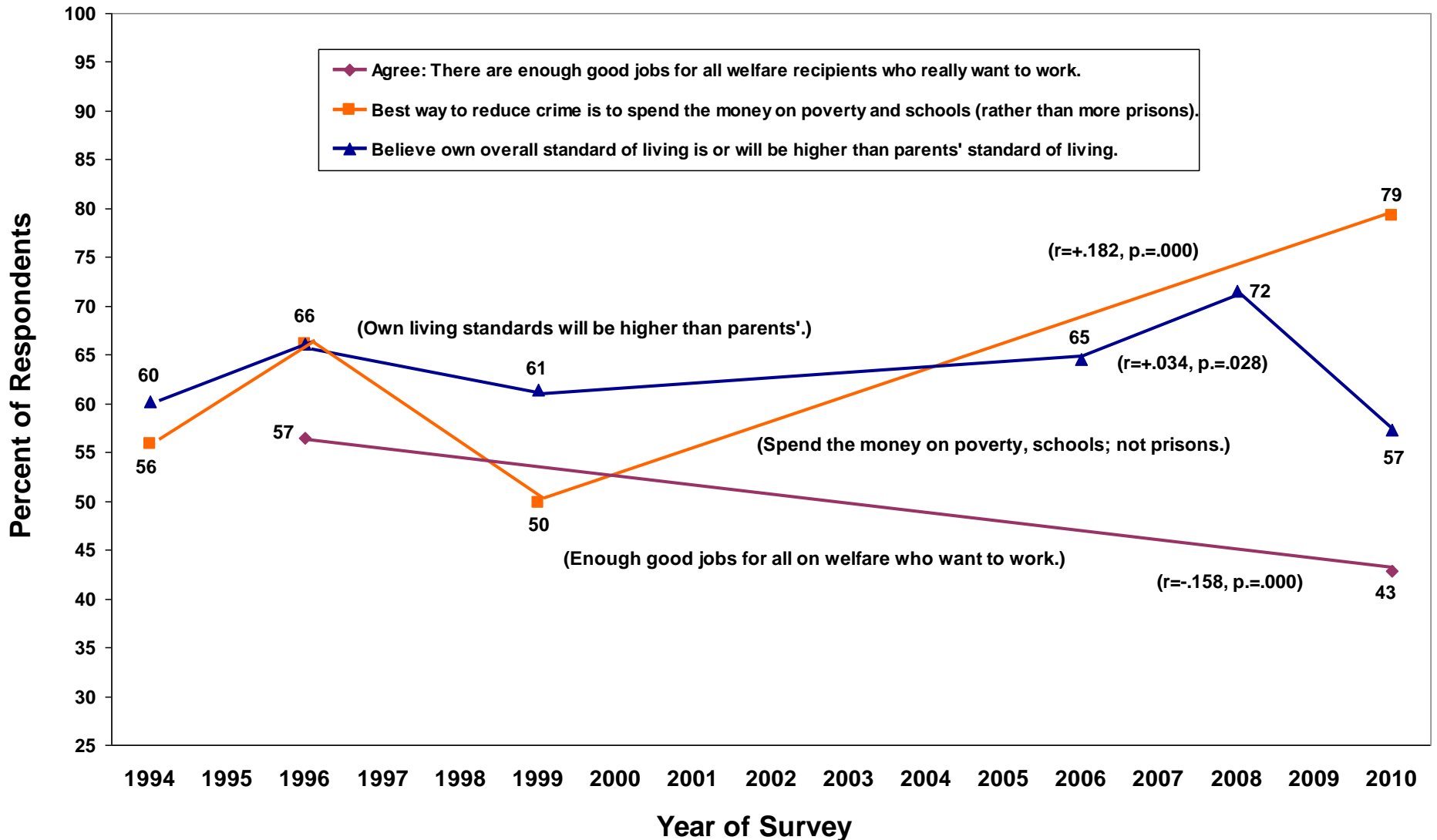


FIGURE 8: SUPPORT FOR GOVERNMENT INITIATIVES (FROM 1992 THROUGH 2010)

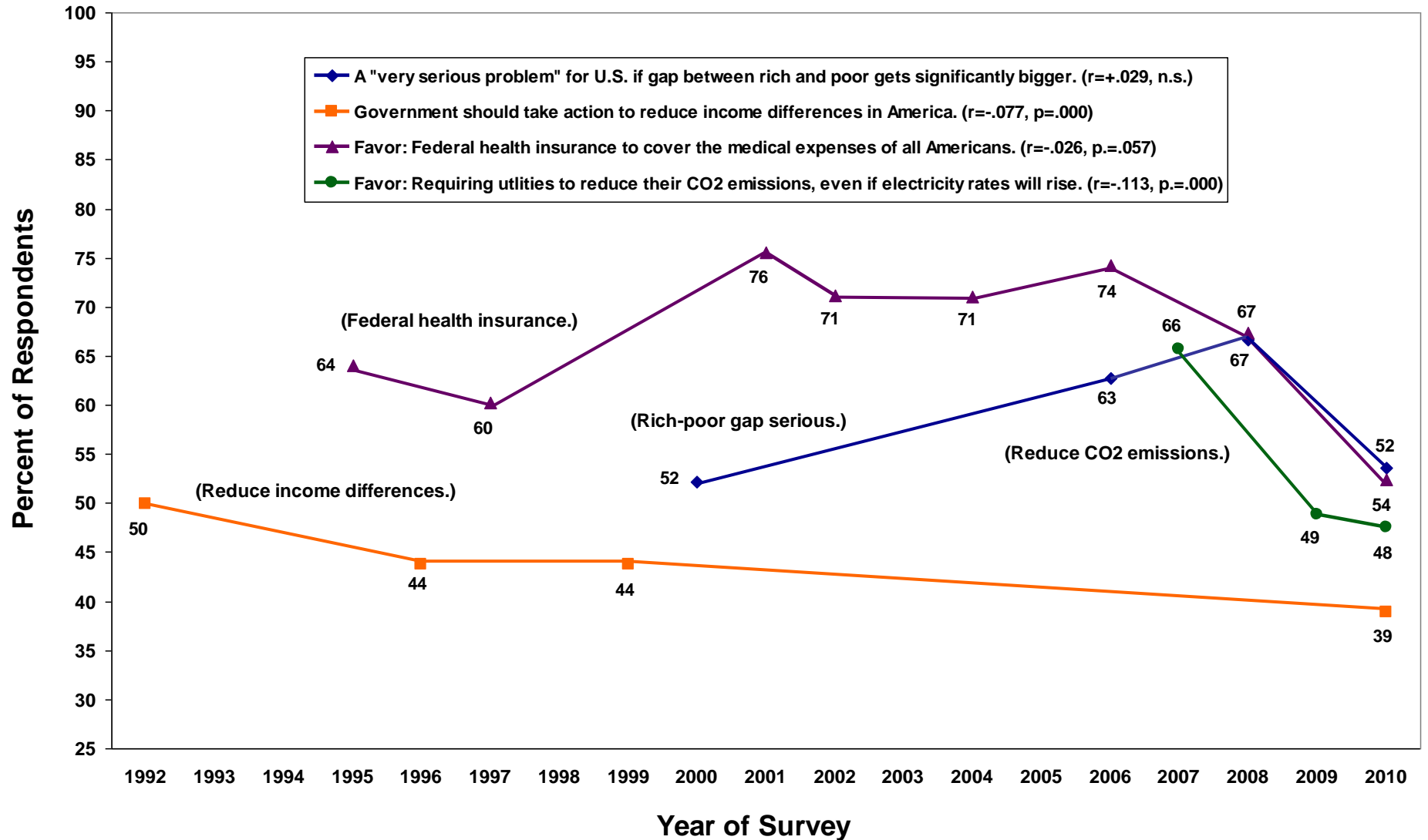


FIGURE 9: ATTITUDES TOWARD LAND-USE PLANNING AND URBAN LIFESTYLES (2009-2010)

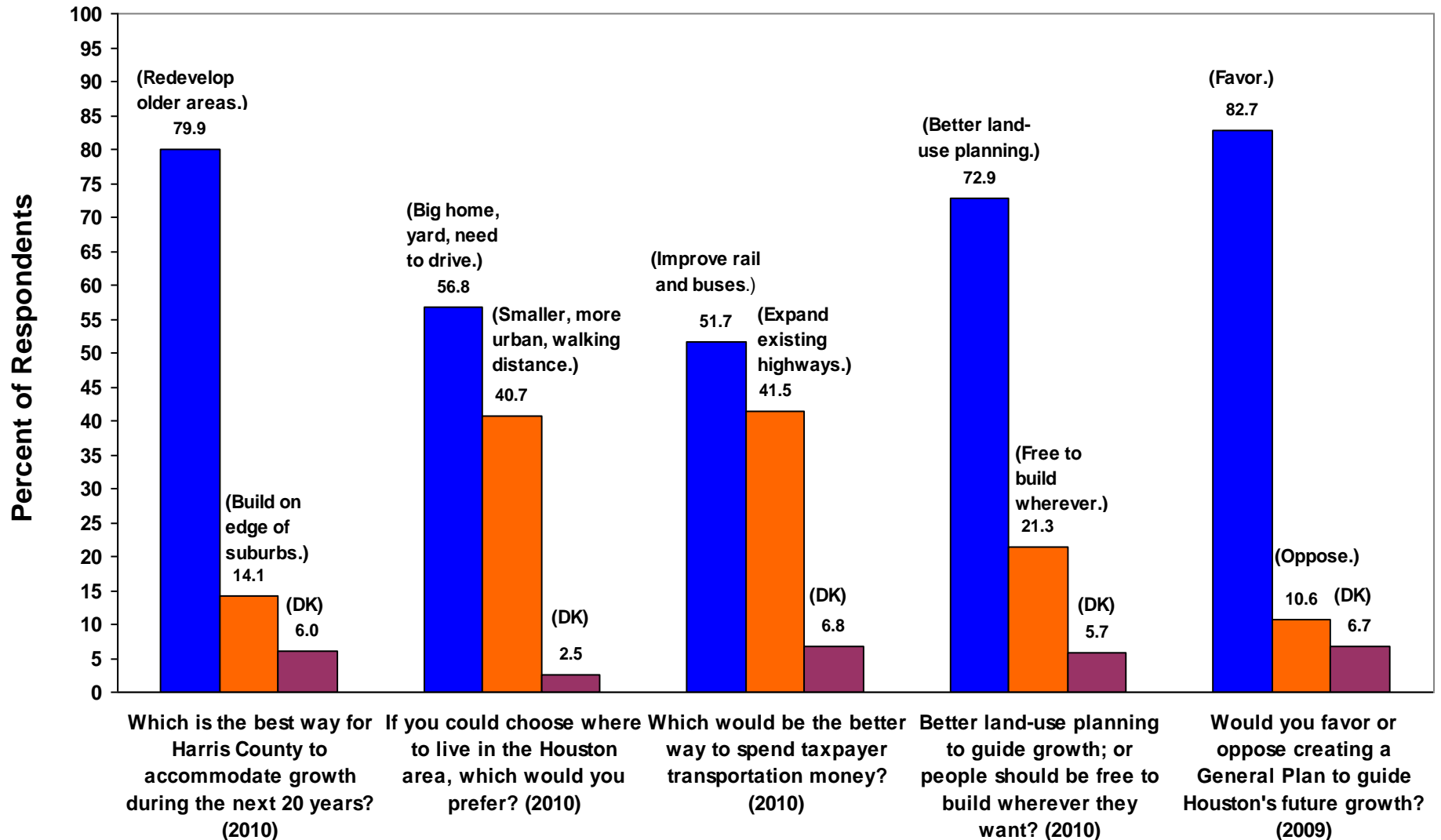


FIGURE 10: THE INTEREST AMONG ANGLOS IN MOVING FROM SUBURBS TO CITY AND FROM CITY TO SUBURBS (1999-2010)

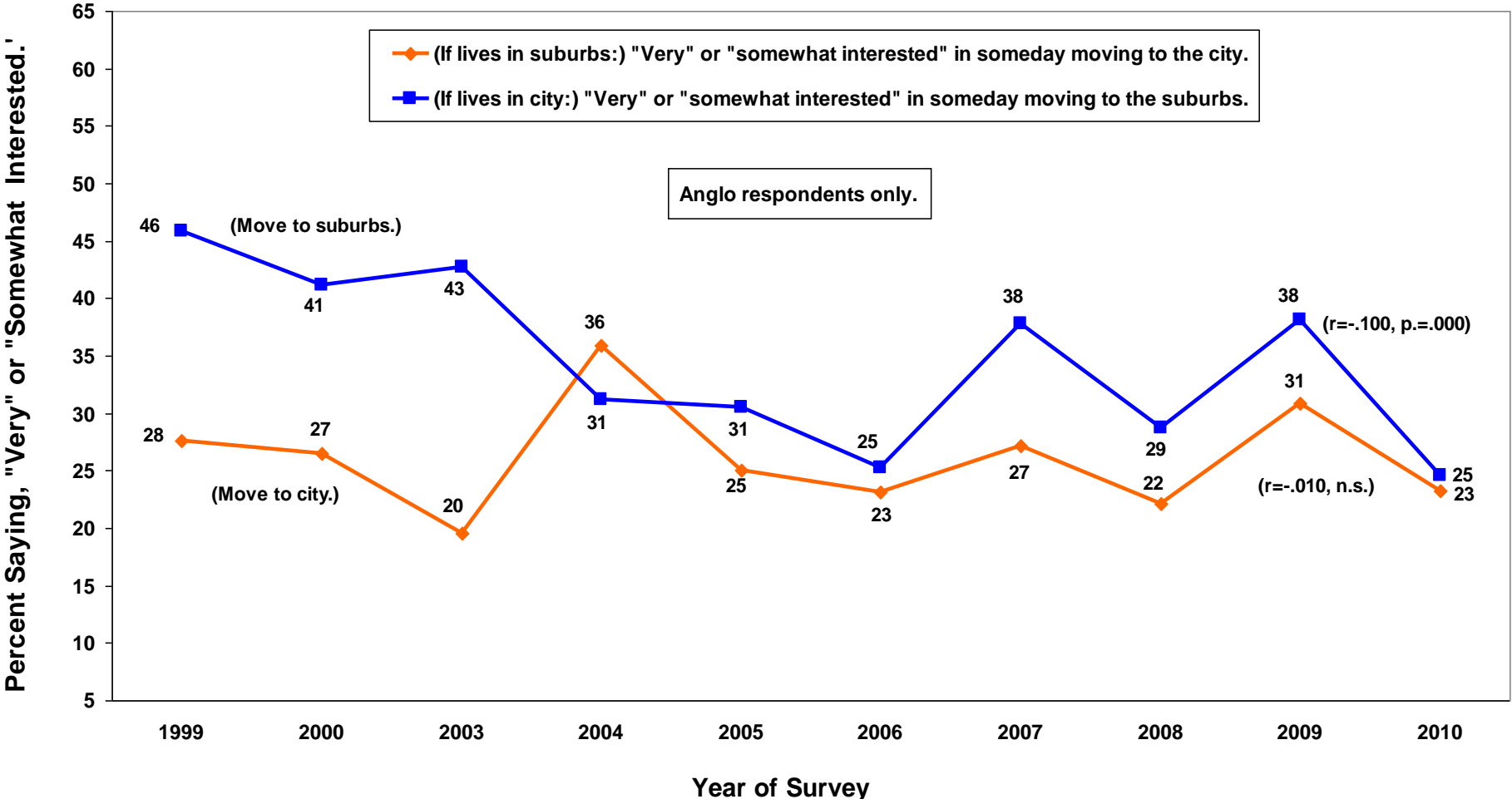


FIGURE 11: ON PENSION FUNDS, TERM LIMITS, DRUG POLICIES, AND LOCAL FOOD (HAS-2010)

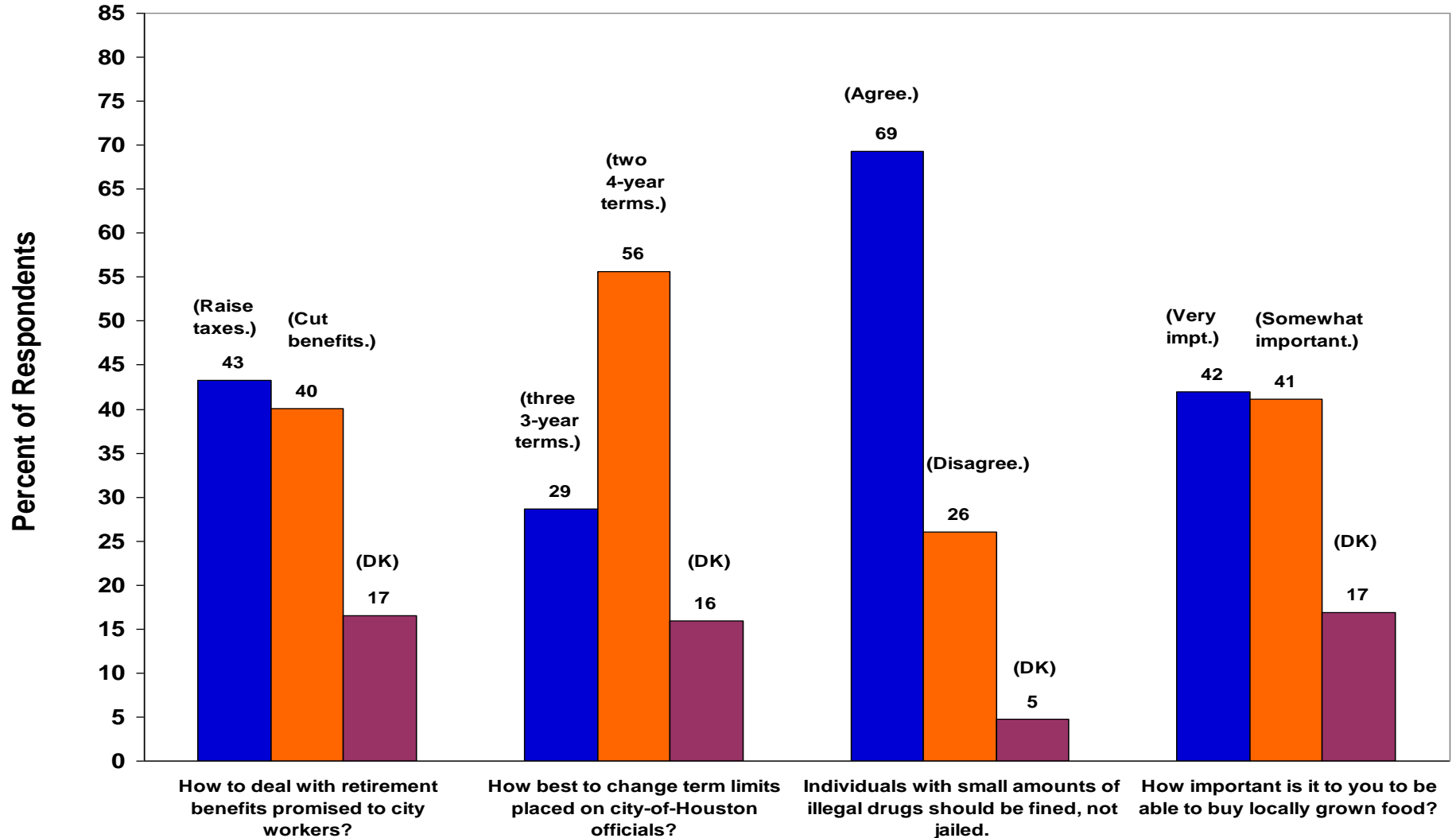
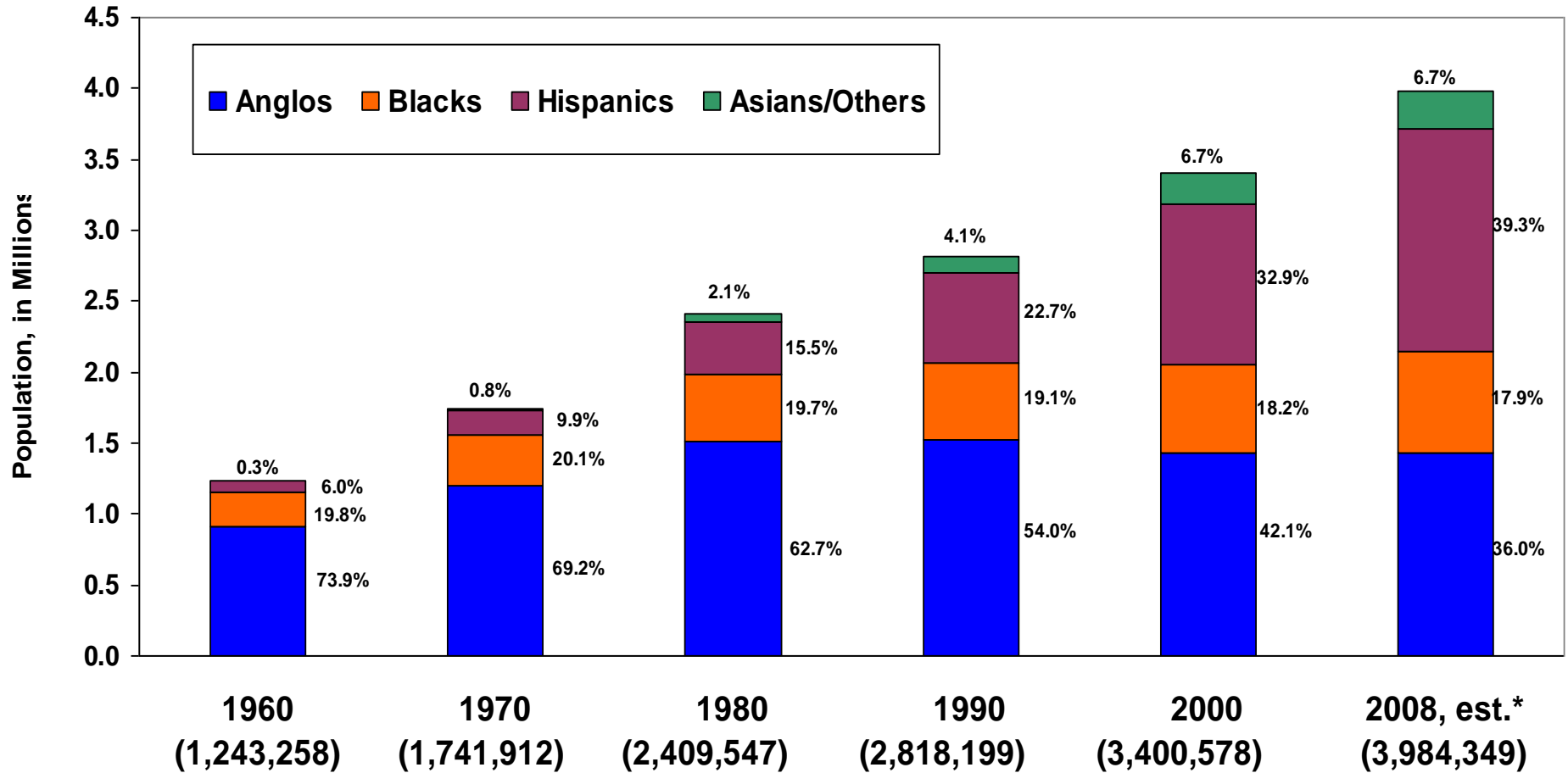


FIGURE 12: THE DEMOGRAPHIC TRANSFORMATIONS OF HARRIS COUNTY (1960-2008)



Source: U.S. Census (www.census.gov); classifications based on Texas State Data Center conventions; total populations are given in parentheses; *from the 2008 Official Population Estimates.

FIGURE 13: THE PROPORTIONS IN FOUR AGE GROUPS WHO ARE ANGLO, BLACK, LATINO, AND ASIAN OR OTHER (2006-2010, COMBINED)

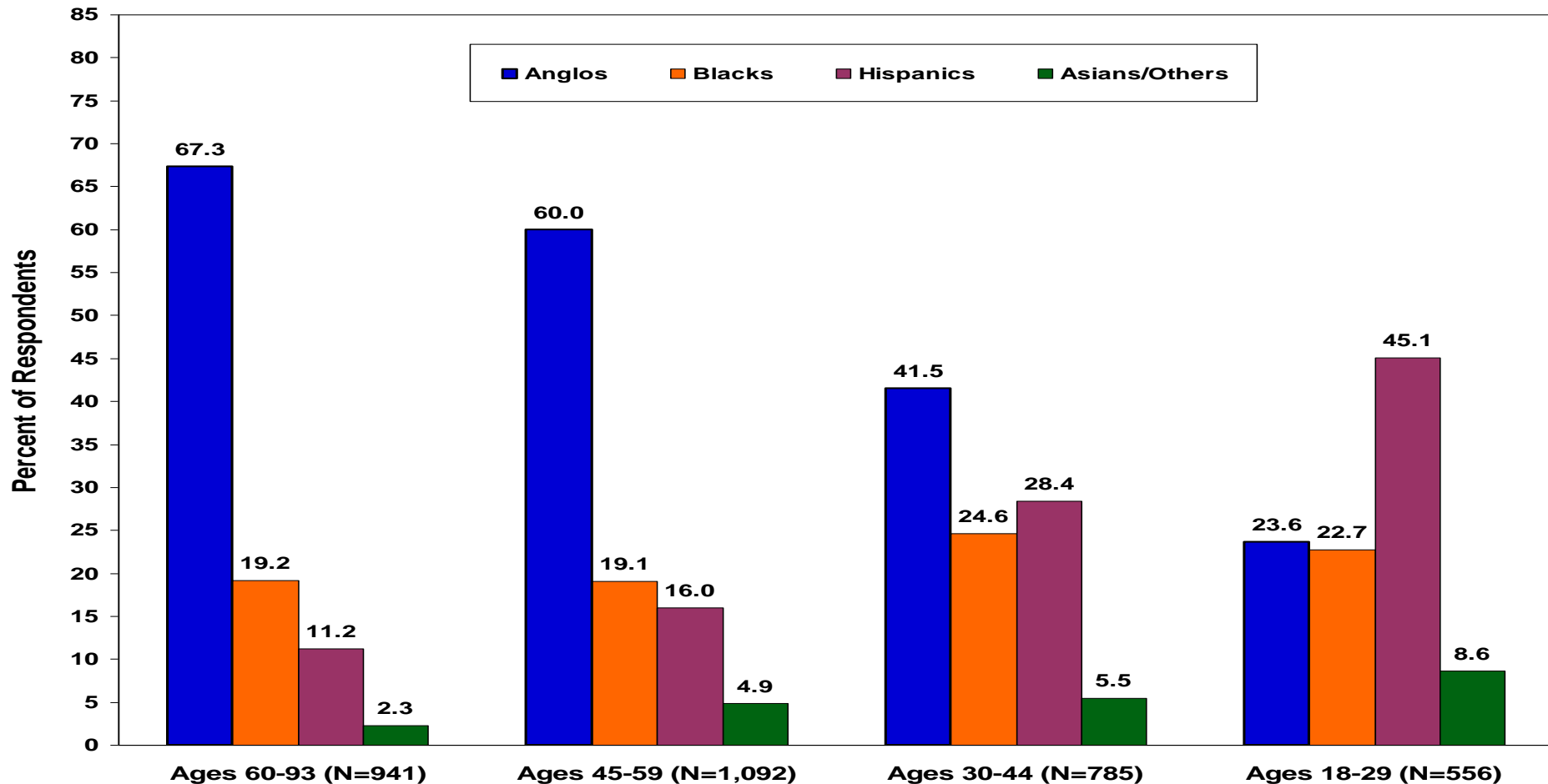


FIGURE 14: ATTITUDES TOWARD “ILLEGAL” IMMIGRANTS IN HOUSTON (2006-2010)

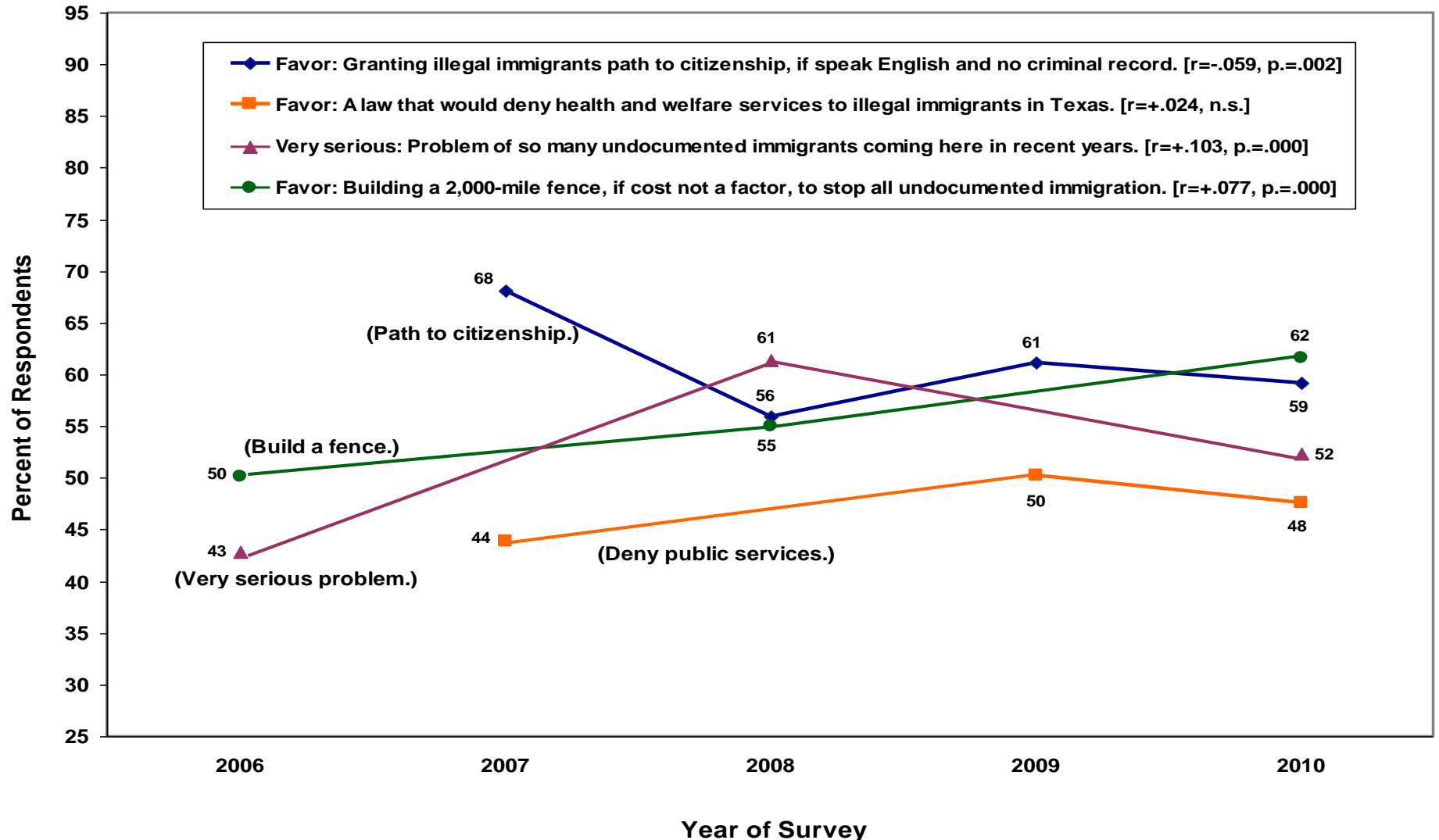


FIGURE 15: CHANGING ASSESSMENTS OF HOUSTON'S ETHNIC DIVERSITY (1994–2010)

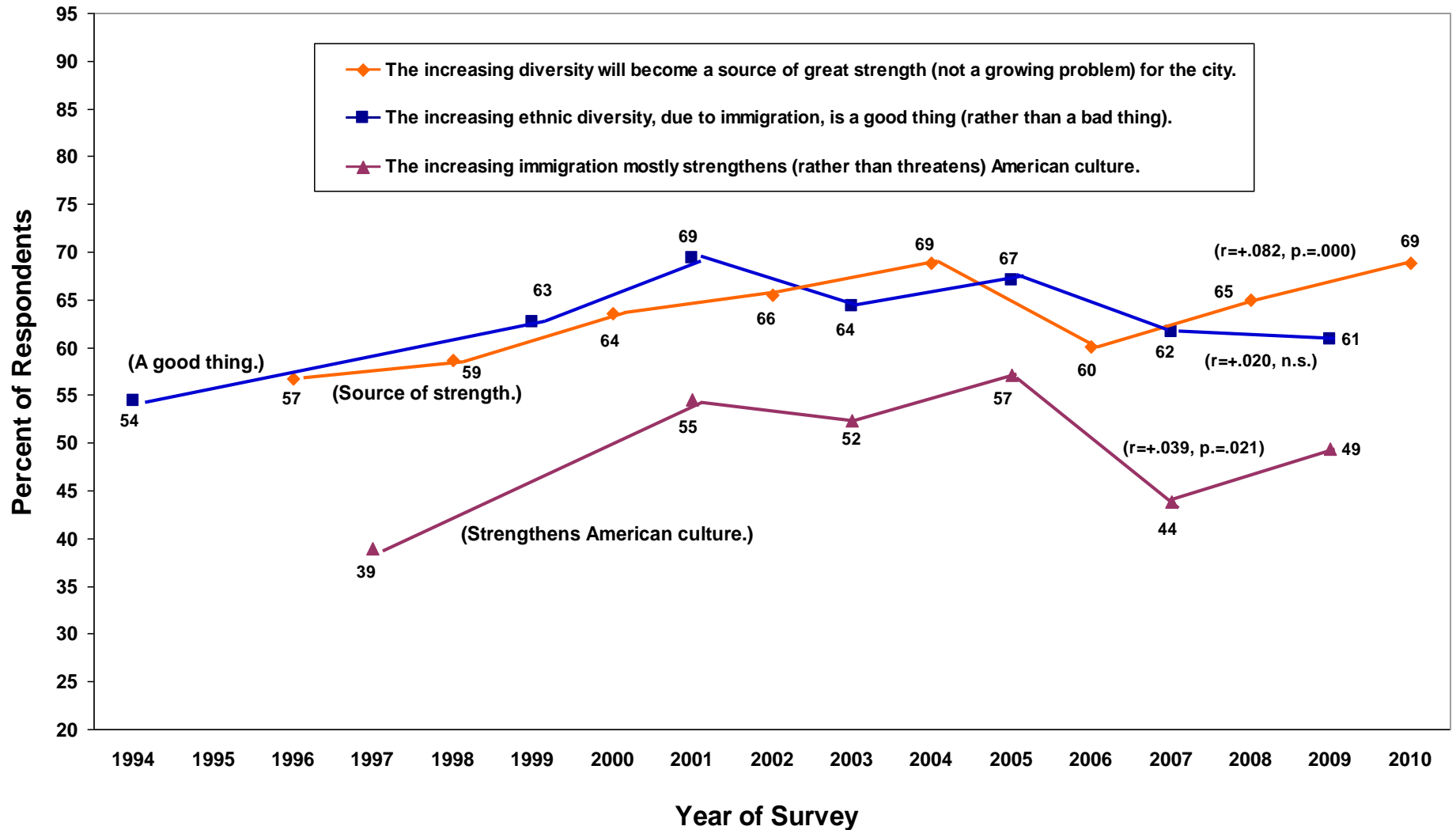
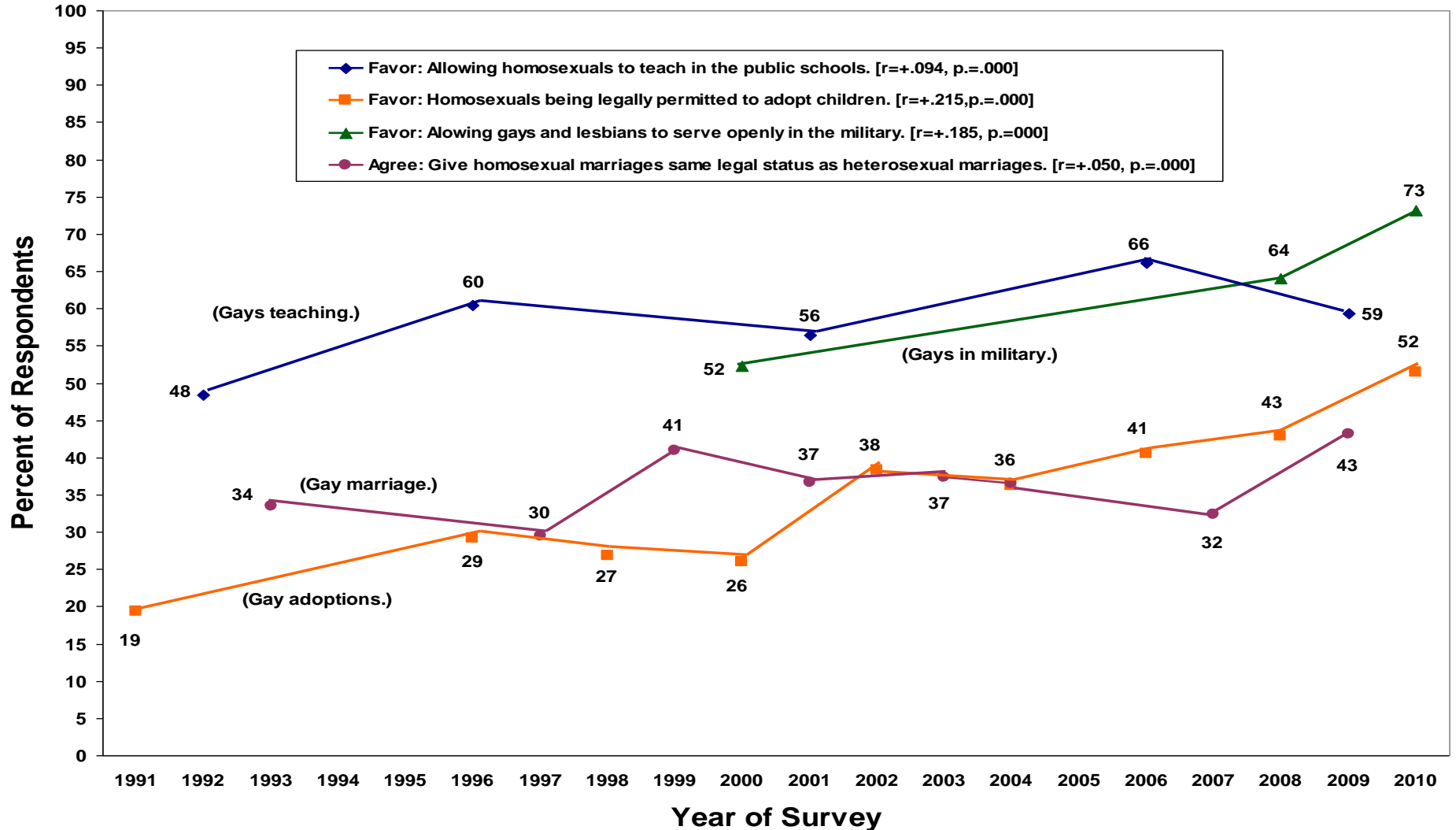


FIGURE 16: SUPPORT FOR GAY RIGHTS (FROM 1991 THROUGH 2010)



A SUMMARY OF THIS YEAR'S FINDINGS:

- When asked how things were going for them, only 20% said their financial situation was getting better -- the lowest number ever recorded in all of the 29 years of Houston surveys.
- These financial concerns are influencing area residents' attitudes toward jobs, immigration, and the role of government, but they have not dampened enthusiasm for Houston as a place to live nor for its efforts to provide more urban lifestyles.
- Harris County residents appear to be increasingly comfortable with the demographic transformations of the region. Growing percentages believe that Houston's burgeoning diversity will be a source of great strength for the city, and their support for gay rights continues to grow across all questions and years.

CONTACT INFORMATION



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Contact Rice University (at: has@rice.edu; or call
713-348-4225) for copies of the following publications:

- * the report on the first 24 years of Houston surveys
(*Public Perceptions in Remarkable Times*, 2005)
- * the report on survey findings in the six major sectors of
the greater Houston area (*Regional Perspectives*, 2007)

For further information, or to download additional reports
and PowerPoint slides, please visit the Institute’s websites,
at: www.houstonareasurvey.org or www.iur.rice.edu