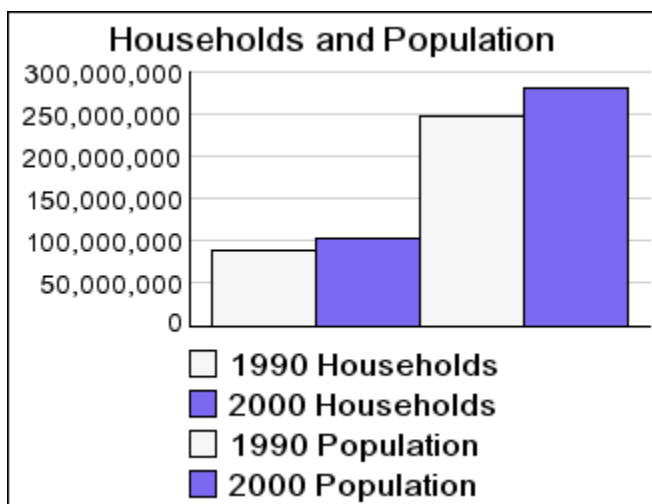


Date: February 8, 2004

Current Geography Selection: Entire US: Entire US

## Executive Summary Report with Charts

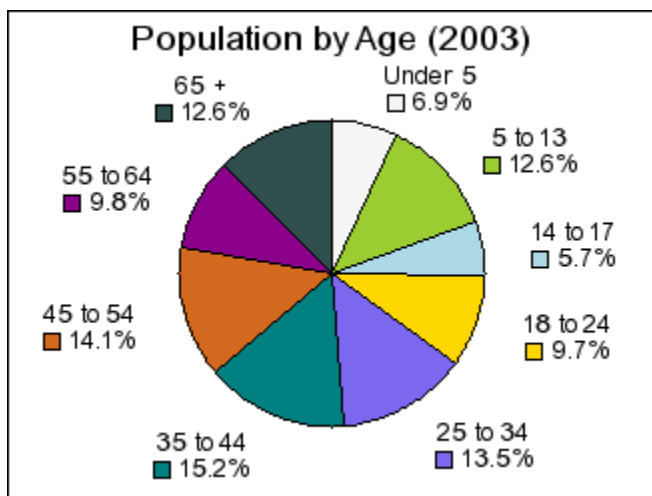
### Population Demographics



The number of households in the study area in 1990 was **91,947,641** and changed to **105,480,101** in 2000, representing a change of **15%**. The household count in 2003 was **109,810,264** and the household projection for 2008 is **116,512,417**, a change of **6%**. The population in the study area in 1990 was **248,710,012** and in 2000 it was **281,421,906**, roughly a **13%** change. The population in 2003 was **291,456,161** and the projection for 2008 is **306,893,477** representing a change of **5%**.

|                  | 1990 Census | 2000 Census | 2003 Estimate | 2008 Projection | Percent Change |              |
|------------------|-------------|-------------|---------------|-----------------|----------------|--------------|
|                  |             |             |               |                 | 1990 to 2000   | 2003 to 2008 |
| Total Population | 248,710,012 | 281,421,906 | 291,456,161   | 306,893,477     | 13.2%          | 5.3%         |
| Total Households | 91,947,641  | 105,480,101 | 109,810,264   | 116,512,417     | 14.7%          | 6.1%         |

### Population by Age



In 1990, the median age of the total population in the study area was **32.9**, and in 2000, it was **35.3**. The median age in 2003 is **36.1** and it is predicted to change in five years to **37.2** years.

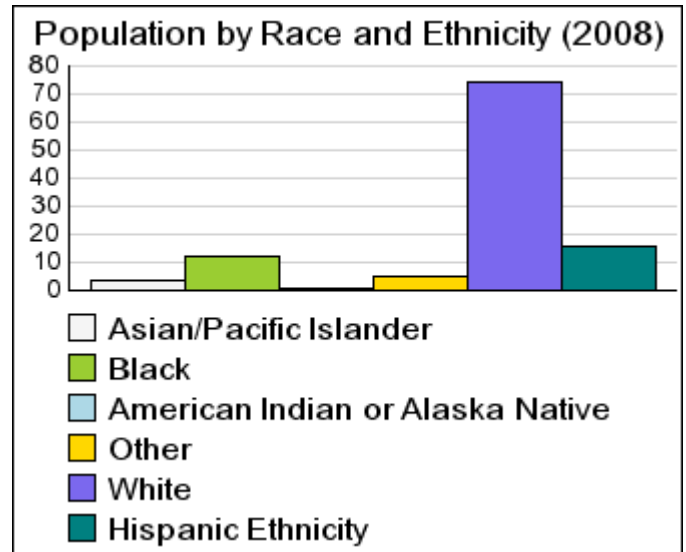
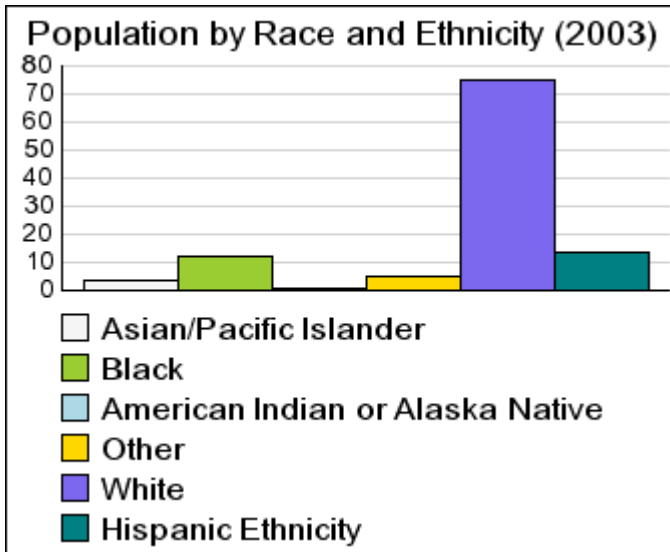
In 2003, females represented **50.8%** of the population with a median age of **37.4** and males represented **49.2%** of the population with a median age of **34.8** years.

In 2003, the most prominent age group in this geography is **35 to 44** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the 2003 Estimate for the Age Groups.

| Age Groups Sorted By 2003 | 1990 | 2000 | *2003 | 2008 | Percent Change |              |
|---------------------------|------|------|-------|------|----------------|--------------|
|                           |      |      |       |      | 1990 to 2000   | 2003 to 2008 |

| <i>Estimate</i> | Census     |       | Census     |       | <i>Estimate</i> |       | Projection |       | 2000  | 2008  |
|-----------------|------------|-------|------------|-------|-----------------|-------|------------|-------|-------|-------|
| 35 to 44        | 37,578,931 | 15.1% | 45,148,527 | 16.0% | 44,369,292      | 15.2% | 42,409,061 | 13.8% | 20.1% | -4.4% |
| 45 to 54        | 25,223,204 | 10.1% | 37,677,952 | 13.4% | 41,020,314      | 14.1% | 45,100,214 | 14.7% | 49.4% | 9.9%  |
| 25 to 34        | 43,175,849 | 17.4% | 39,891,724 | 14.2% | 39,414,065      | 13.5% | 40,305,923 | 13.1% | -7.6% | 2.3%  |
| 5 to 13         | 31,970,214 | 12.9% | 37,025,346 | 13.2% | 36,607,468      | 12.6% | 36,764,475 | 12.0% | 15.8% | 0.4%  |
| 55 to 64        | 21,147,861 | 8.5%  | 24,274,684 | 8.6%  | 28,430,978      | 9.8%  | 35,067,798 | 11.4% | 14.8% | 23.3% |
| 18 to 24        | 26,737,593 | 10.8% | 27,143,454 | 9.6%  | 28,337,512      | 9.7%  | 29,771,522 | 9.7%  | 1.5%  | 5.1%  |
| 0 to 4          | 18,354,443 | 7.4%  | 19,175,798 | 6.8%  | 20,024,197      | 6.9%  | 20,637,369 | 6.7%  | 4.5%  | 3.1%  |
| 65 to 74        | 18,106,687 | 7.3%  | 18,390,986 | 6.5%  | 18,769,579      | 6.4%  | 21,159,058 | 6.9%  | 1.6%  | 12.7% |
| 75 +            | 13,135,086 | 5.3%  | 16,600,767 | 5.9%  | 17,873,016      | 6.1%  | 18,733,454 | 6.1%  | 26.4% | 4.8%  |
| 14 to 17        | 13,279,537 | 5.3%  | 16,092,668 | 5.7%  | 16,609,740      | 5.7%  | 16,944,603 | 5.5%  | 21.2% | 2.0%  |

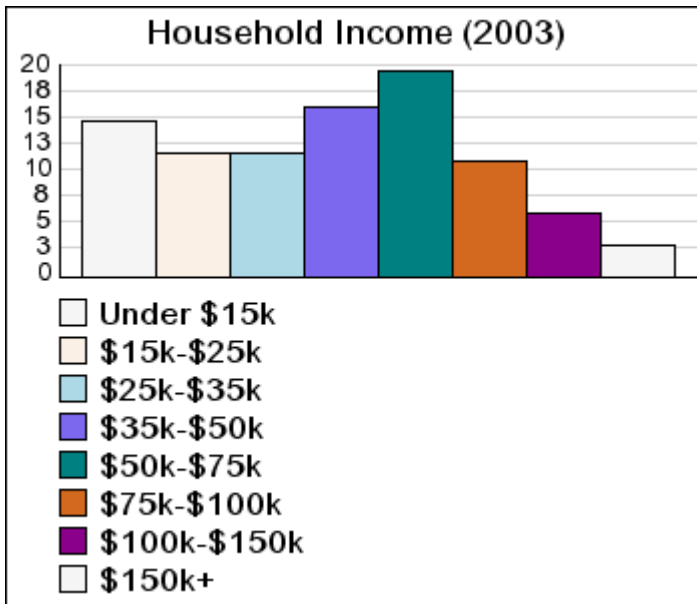
### Population by Race/Ethnicity



In 2003, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Ala**. Note that the following table is sorted by the predominant Race for 2003.

| Race & Ethnicity<br><i>Sorted By 2003 Race Estimate</i> | 1990 Census |       | 2000 Census |       | *2003 Estimate |       | 2008 Projection |       | Percent Change |              |
|---|-------------|-------|-------------|-------|----------------|-------|-----------------|-------|----------------|--------------|
|   | Population  | %     | Population  | %     | Population     | %     | Population      | %     | 1990 to 2000   | 2000 to 2008 |
| White   | 199,686,676 | 80.3% | 211,460,626 | 75.1% | 218,758,033    | 75.1% | 229,984,887     | 74.9% | 5.9%           | 5.1%         |
| Black   | 29,986,018  | 12.1% | 34,658,190  | 12.3% | 35,845,897     | 12.3% | 37,673,097      | 12.3% | 15.6%          | 5.1%         |
| Other   | 9,804,230   | 3.9%  | 15,359,073  | 5.5%  | 16,088,113     | 5.5%  | 17,209,687      | 5.6%  | 56.7%          | 7.0%         |
| Asian/Pacific Islander                                  | 7,270,823   | 2.9%  | 10,641,833  | 3.8%  | 10,666,316     | 3.7%  | 11,317,552      | 3.7%  | 46.4%          | 6.1%         |
| Am Indian or Alaska Native                              | 1,958,777   | 0.8%  | 2,475,956   | 0.9%  | 2,576,523      | 0.9%  | 2,731,264       | 0.9%  | 26.4%          | 6.0%         |
| Hispanic Ethnicity                                      | 22,353,238  | 9.0%  | 35,305,818  | 12.5% | 40,203,299     | 13.8% | 48,300,328      | 15.7% | 57.9%          | 20.1%        |

### Households by Income



In 2003 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the 2003 Income Classes.

| HH Income Categories<br><i>Sorted By 2003 Income</i> | 1990 Census |       | 2000 Census |       | 2003 Estimate |       | 2008 Projection |       | Percent Change |               |
|--|-------------|-------|-------------|-------|---------------|-------|-----------------|-------|----------------|---------------|
|  | Count       | %     | Count       | %     | Count         | %     | Count           | %     | 1990 to 2000   | *2003 to 2008 |
| \$50,000 - \$74,999                                  | 11,933,921  | 13.0% | 20,529,299  | 19.5% | 21,419,147    | 19.5% | 21,907,902      | 18.8% | 72.0%          | 2.3%          |
| \$35,000 - \$49,999                                  | 16,439,081  | 17.9% | 17,435,887  | 16.5% | 17,773,412    | 16.2% | 23,803,482      | 20.4% | 6.1%           | 33.9%         |
| \$0 - \$14,999                                       | 22,274,862  | 24.2% | 16,715,634  | 15.8% | 16,363,032    | 14.9% | 15,424,265      | 13.2% | 18.0%          | -5.7%         |
| \$25,000 - \$34,999                                  | 14,570,877  | 15.8% | 13,511,359  | 12.8% | 13,047,768    | 11.9% | 12,496,234      | 10.7% | -7.3%          | -4.2%         |
| \$15,000 - \$24,999                                  | 16,100,863  | 17.5% | 13,529,598  | 12.8% | 12,927,377    | 11.8% | 12,064,693      | 10.4% | -16.0%         | -6.7%         |
| \$75,000 - \$99,999                                  | 4,711,982   | 5.1%  | 10,793,177  | 10.2% | 12,209,413    | 11.1% | 14,529,032      | 12.5% | 129.1%         | 19.0%         |
| \$100,000 - \$149,999                                | 2,597,988   | 4.9%  | 5,488,345   | 7.7%  | 8,143,204     | 9.2%  | 13,802,034      | 7.6%  | 213.4%         | 36.4%         |
| \$150,000 +  | 1,444,181   | 1.6%  | 4,821,943   | 5.2%  | 5,953,290     | 5.4%  | 8,669,110       | 7.4%  | 233.9%         | 79.8%         |
| Average Hhld Income                                  | \$38,900    |       | \$56,675    |       | \$60,600      |       | \$68,062        |       |                | 12.3%         |
| Median Hhld Income                                   | \$30,110    |       | \$42,257    |       | \$45,128      |       | \$50,610        |       | 40.3%          | 12.1%         |
| Per Capita Income                                    | \$14,198    |       | \$21,234    |       | \$23,201      |       | \$26,239        |       | 49.6%          | 13.1%         |

Current year data is for the year **2003**, 5 year projected data is for the year **2008**. More [About Our Data](#).  
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