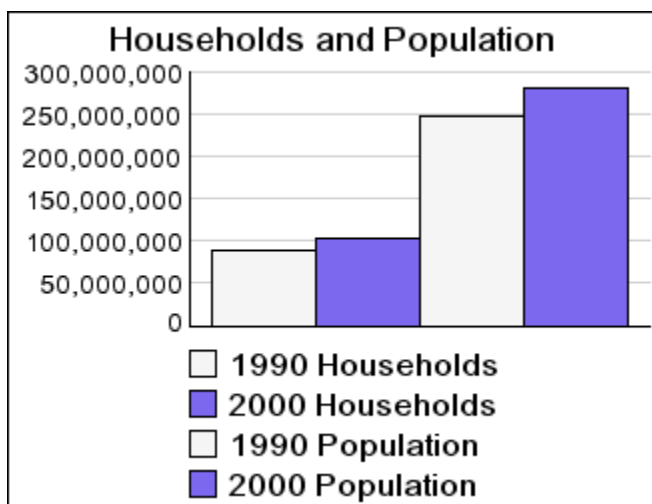


Date: February 8, 2004

Current Geography Selection: Entire US: Entire US

Executive Summary Report with Charts

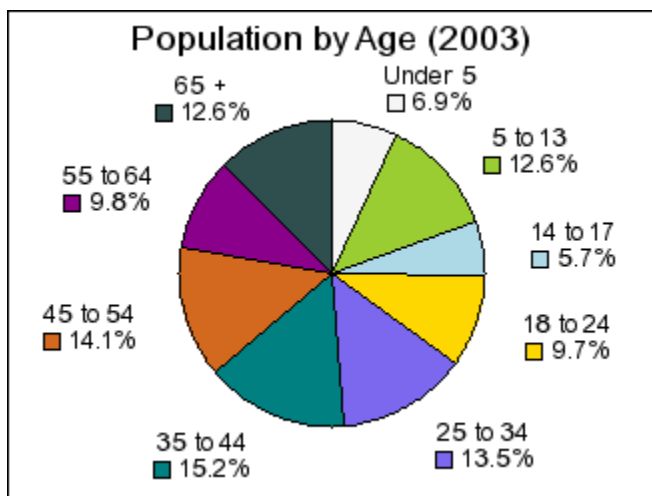
Population Demographics



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.

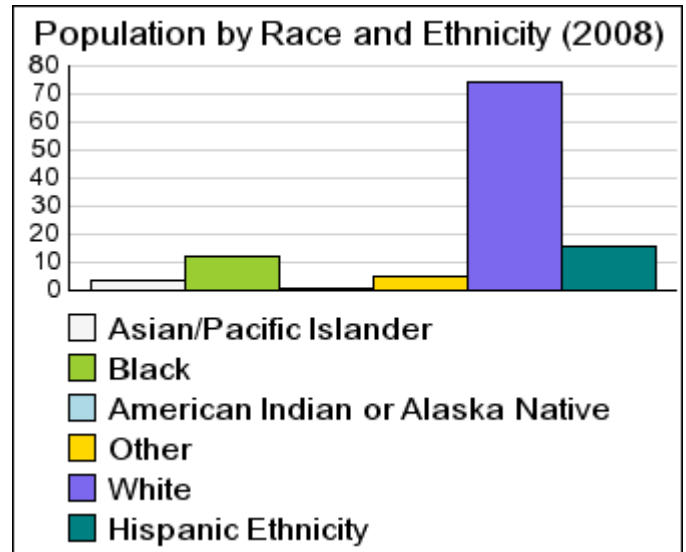
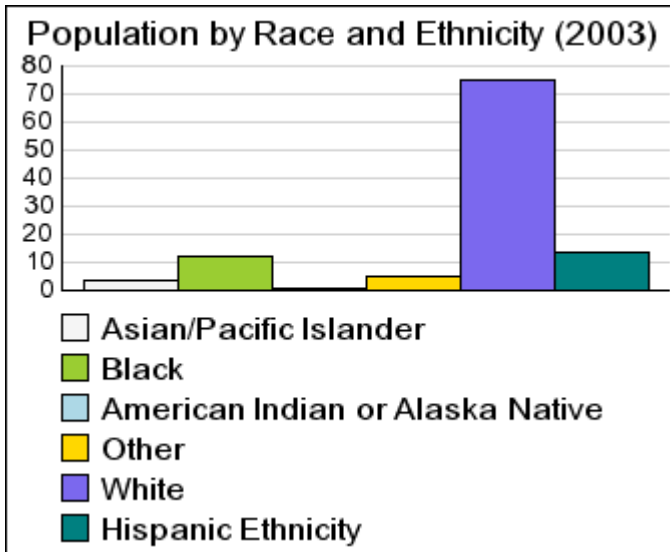
In 2003, females represented **50.8%** of the population with a median age of **37.4** and males represented **49.2%** of the population with a median age of **34.8** years.

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%

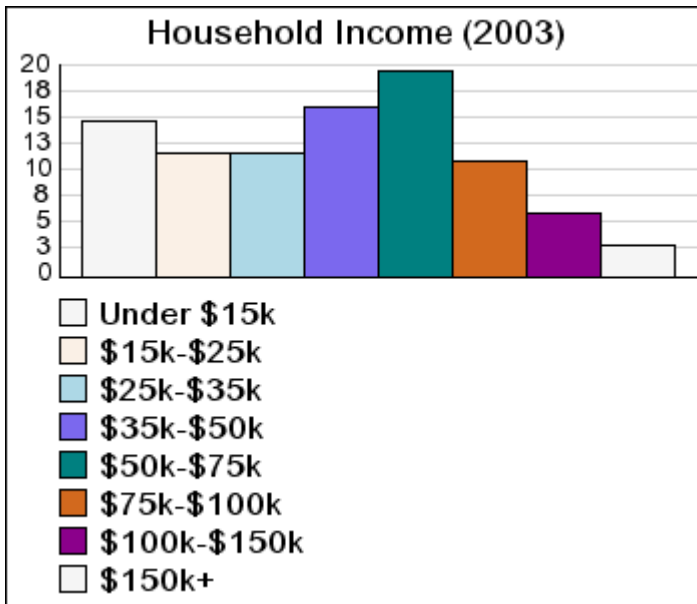
Population by Race/Ethnicity



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 <i>Sorted By 2003 Race Estimate</i>	1990 Census		2000 Census		*2003 Estimate		2008 Projection		Percent Change	
	Population	%	Population	%	Population	%	Population	%	1990 to 2000	2003 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

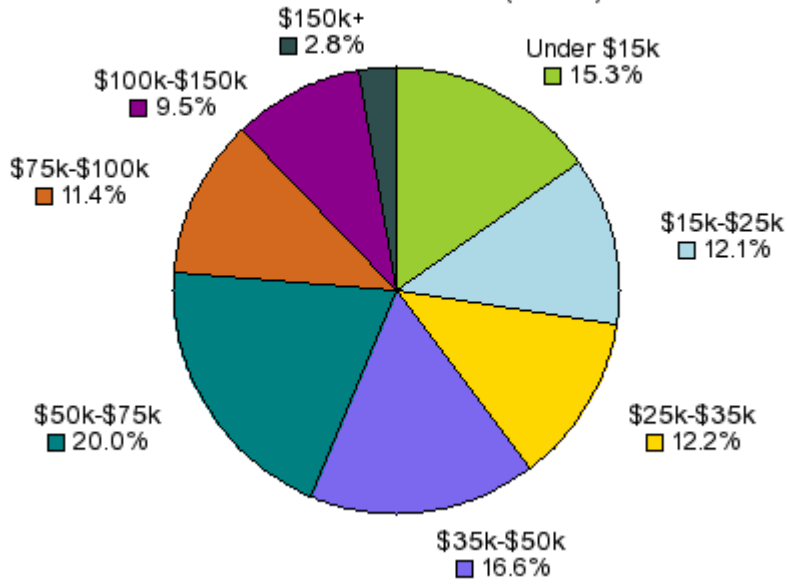


In 2003 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the 2003 Income Classes.

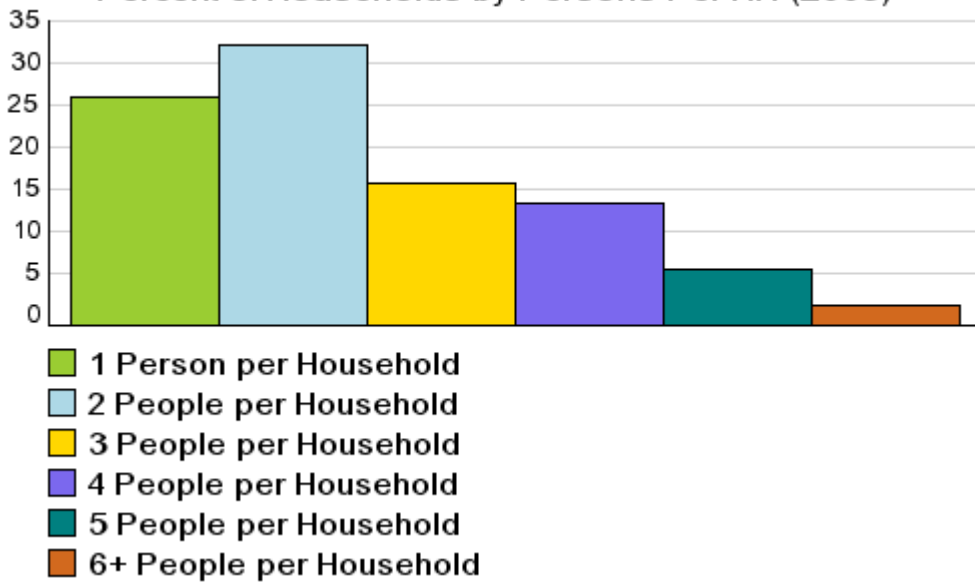
HH Income Categories <i>Sorted By 2003 Income</i>	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
	Population	%	Population	%	Population	%	Population	%	1990 to 2000	*2003 to 2008
\$50,000 - \$74,999	11,933,921	13.0%	20,529,299	19.5%	21,419,147	19.5%	21,907,902	18.8%	72.0%	2.3%
\$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%

Demographic Snapshot Summary Report with Charts

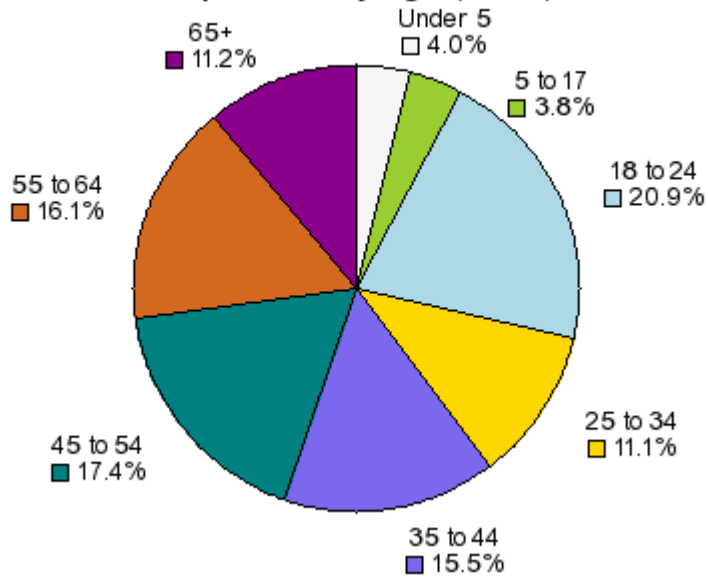
Household Income (2003)



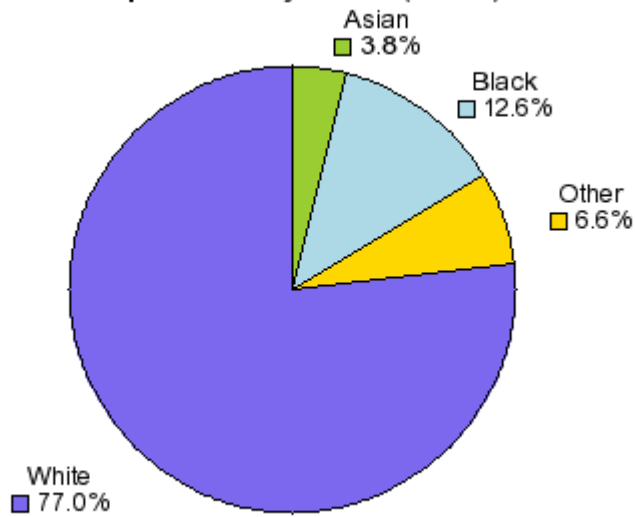
Percent of Households by Persons Per HH (2003)



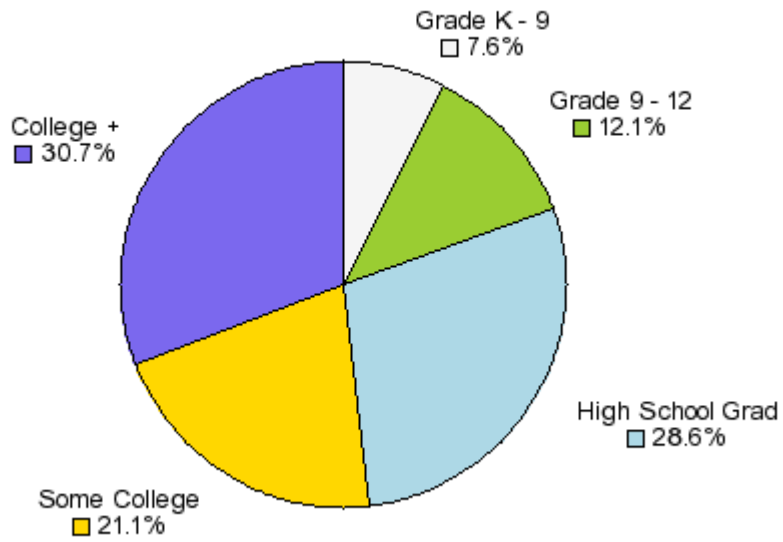
Population by Age (2003)



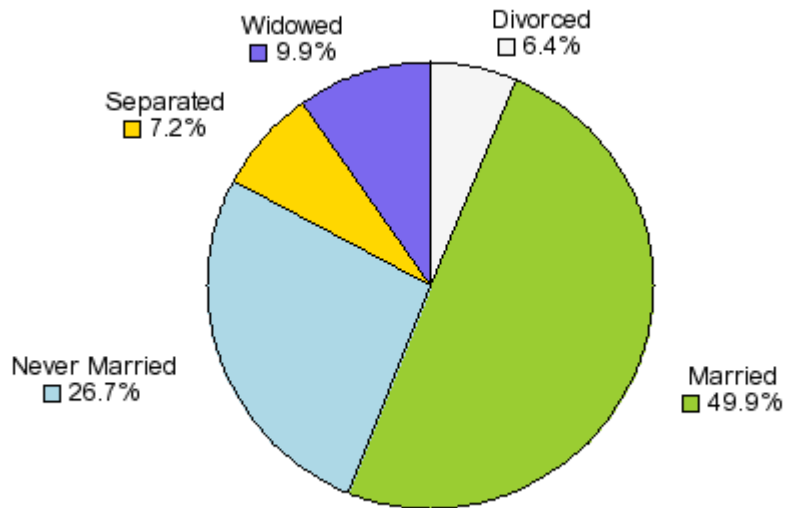
Population by Race (2003)

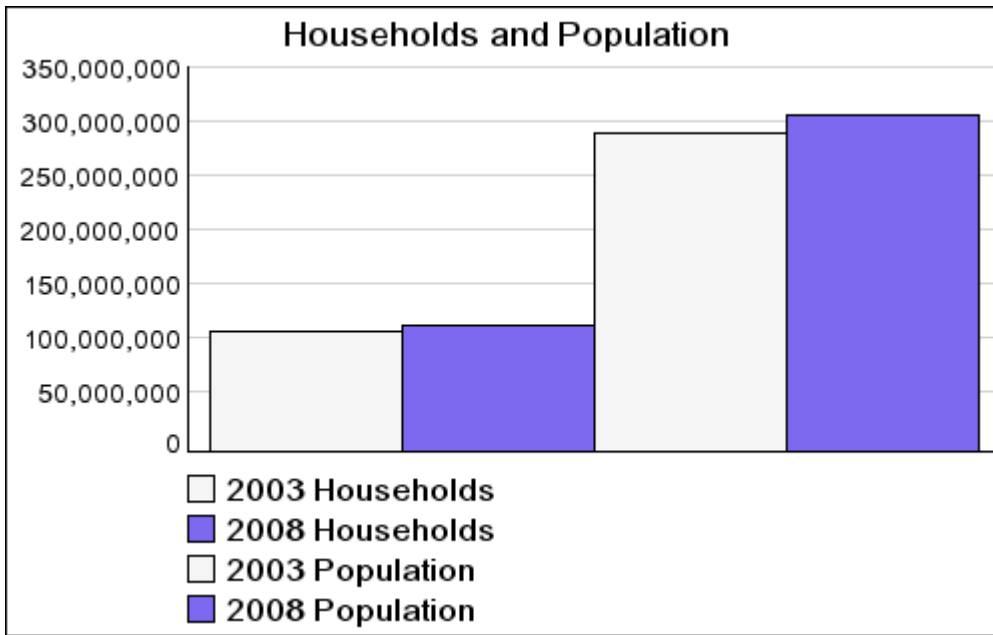


Education (2003)



Marital Status (2003)





Demographic Detail Summary Report

Population Demographics

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
	Value	%	Value	%	Value	%	Value	%	1990 to 2000	2003 to 2008
Total Population	248,710,012		281,421,906		291,456,161		306,893,477		13.2%	5.3%
Population Density (Pop/Sq Mi)	67.5		76.4		79.1		83.3		13.2%	5.3%
Total Households	91,947,641		105,480,101		109,810,264		116,512,417		14.7%	6.1%

Population by Gender:

	1990		2000		2003		2008		Percent Change	
	Value	%	Value	%	Value	%	Value	%	1990 to 2000	2003 to 2008
Male	121,239,393	48.7%	138,053,563	49.1%	143,302,164	49.2%	151,301,775	49.3%	13.9%	5.6%
Female	127,470,619	51.3%	143,368,343	50.9%	148,153,997	50.8%	155,591,702	50.7%	12.5%	5.0%

Population by Race/Ethnicity

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
	Value	%	Value	%	Value	%	Value	%	1990 to 2000	2003 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%
American 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%
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%
Some Other Race	9,804,230	3.9%	15,359,073	5.5%	16,088,113	5.5%	17,209,687	5.6%	56.7%	7.0%
Two or More Races			6,826,228	2.4%	7,104,025	2.4%	7,531,398	2.5%		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%
Not Hispanic or	226,356,639	91.0%	246,116,088	87.5%	251,252,862	86.2%	258,593,149	84.3%	8.7%	2.9%

Latino

Population by Age

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
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%
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%
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%
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%
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%
35 to 44	37,578,931	15.1%	45,148,527	16.0%	44,369,292	15.2%	42,409,061	13.8%	18.1%	-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%	62.6%	9.9%
55 to 64	21,147,861	8.5%	24,274,684	8.6%	28,430,978	9.8%	35,067,798	11.4%	34.4%	23.3%
65 to 74	18,106,687	7.3%	18,390,986	6.5%	18,769,579	6.4%	21,159,058	6.9%	3.7%	12.7%
75 to 84	10,055,076	4.0%	12,361,180	4.4%	13,006,795	4.5%	13,488,744	4.4%	29.4%	3.7%
85+	3,080,010	1.2%	4,866,221	1.7%	4,239,587	1.5%	5,244,710	1.7%	58.0%	7.8%

Median Age:

Total Population	32.9	35.3	36.1	37.2
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Households by Income

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
\$0 - \$15,000	22,274,862	24.2%	16,715,634	15.8%	16,363,032	14.9%	15,424,265	13.2%	-26.5%	-5.7%
\$15,000 - \$24,999	16,100,863	17.5%	13,529,598	12.8%	12,927,377	11.8%	12,064,693	10.4%	-19.7%	-6.7%
\$25,000 - \$34,999	14,570,877	15.8%	13,511,359	12.8%	13,047,768	11.9%	12,496,234	10.7%	-10.5%	-4.2%
\$35,000 - \$49,999	16,439,081	17.9%	17,435,887	16.5%	17,773,412	16.2%	17,619,147	15.1%	8.1%	0.2%
\$50,000 - \$74,999	13,795,934	15.0%	20,529,299	19.5%	21,419,147	19.5%	21,907,902	18.8%	55.3%	2.3%
\$75,000 - \$99,999	4,711,982	5.1%	10,793,177	10.2%	12,209,413	11.1%	14,529,032	12.5%	159.1%	19.0%
\$100,000 - \$149,999	2,597,988	2.8%	8,143,204	7.7%	10,116,825	9.2%	13,802,034	11.8%	289.4%	36.4%
\$150,000 +	1,444,181	1.6%	4,821,943	4.6%	5,953,290	5.4%	8,669,110	7.4%	312.2%	45.6%
Average Hhld Income	\$38,900		\$56,675		\$60,600		\$68,062		45.7%	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%

Employment and Business

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
Age 16 + Population	191,820,153		217,149,127		226,527,774		241,142,032		13.2%	6.5%
Employed	115,716,550	60.3%	129,729,301	59.7%	135,365,875	59.8%	144,133,718	59.8%	12.1%	6.5%
Unemployed	7,780,384	4.1%	7,947,456	3.7%	8,294,549	3.7%	8,835,999	3.7%	2.1%	6.5%
In Armed Forces	1,706,113	0.9%	1,152,977	0.5%	1,215,840	0.5%	1,312,813	0.5%	-32.4%	8.0%

Not In Labor Force	66,603,437	34.7%	78,319,393	36.1%	81,651,510	36.0%	86,859,502	36.0%	17.6%	6.4%
Number of Employees (Daytime Pop)	131,736,815									
Number of Establishments	11,601,506									
Emp in Blue Collar Occupations	50,724,196 39.3%									
Emp in White Collar Occupations	78,249,658 60.7%									

Housing Units

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
Total Housing Units	102,264,022		115,904,641		120,683,258		128,201,625		13.3%	6.2%
Owner Occupied	59,025,095	57.7%	69,815,753	60.2%	73,359,325	60.8%	78,936,881	61.6%	18.3%	7.6%
Renter Occupied	32,922,614	32.2%	35,664,348	30.8%	36,450,939	30.2%	37,575,536	29.3%	8.3%	3.1%
Vacant	10,316,417	10.1%	10,424,540	6.9%	10,872,994	9.0%	11,689,208	9.1%	1.0%	7.5%

Vehicles Available

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
Average Vehicles Per Household	1.67		1.69		1.71		1.72		1.1%	0.7%
0 Vehicles Available	10,575,347	11.5%	10,860,484	10.3%	11,601,624	10.6%	11,601,624	10.0%	2.7%	0.0%
1 Vehicle Available	30,985,916	33.7%	36,124,630	34.2%	37,487,729	34.1%	39,579,587	34.0%	16.6%	5.6%
2+ Vehicles Available	50,318,587	54.7%	58,494,987	55.5%	61,166,092	55.7%	65,331,206	56.1%	16.2%	6.8%

Marital Status

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
Age 15+ Population	195,141,759		221,168,531		242,720,918		242,073,695		13.3%	-0.3%
Married, Spouse Present	106,925,513	54.8%	113,074,485	51.1%	121,019,942	49.9%	120,137,898	49.6%	5.8%	-0.7%
Married, Spouse Absent	4,573,109	2.3%	11,942,984	5.4%	17,401,822	7.2%	14,073,098	5.8%	161.2%	-19.1%
Divorced	16,584,021	8.5%	21,559,244	9.7%	15,615,586	6.4%	15,239,266	6.3%	30.0%	-2.4%
Widowed	14,499,392	7.4%	14,662,855	6.6%	23,912,973	9.9%	25,854,043	10.7%	1.1%	8.1%
Never Married	52,559,766	26.9%	59,928,963	27.1%	64,770,595	26.7%	66,769,390	27.6%	14.0%	3.1%

Educational Attainment

	1990 Census		2000 Census		2003 Estimate		2008 Projection		Percent Change	
									1990 to 2000	2003 to 2008
Age 25+ Population	158,367,618		178,617,835		189,877,244		202,775,508		12.8%	6.8%
Grade K - 8	16,427,398	10.4%	13,736,680	7.7%	14,379,163	7.6%	15,419,276	7.6%	-16.4%	7.2%
Grade 9 - 12, no	22,754,148	14.4%	18,565,667	10.4%	22,883,583	12.1%	24,431,901	12.1%	-18.4%	-54.9%

diploma

High School Graduate	47,500,437	30.0%	52,101,837	29.2%	54,213,236	28.6%	57,680,246	28.4%	9.7%	152.1%
Some College, No Degree	29,691,308	18.7%	38,303,916	21.4%	40,048,140	21.1%	42,895,156	21.2%	29.0%	7.1%
Associates Degree	9,765,020	6.2%	11,497,392	6.4%	12,000,012	6.3%	12,822,435	6.3%	17.7%	6.9%
Bachelor's Degree	20,772,650	13.1%	28,285,315	15.8%	29,536,631	15.6%	31,583,609	15.6%	36.2%	6.9%
Graduate Degree	11,448,835	7.2%	16,127,028	9.0%	16,816,479	8.9%	17,942,885	8.8%	40.9%	6.7%

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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