

ESRI® 2007/2012 Demographic Data Trends

Changes in the U.S. Demographic Landscape

The U.S. demographic landscape is changing—people are moving, aging, establishing households, buying second homes, and anticipating retirement. ESRI revised its 2007 demographic data methodologies to capture the intricacies of this changing landscape and to ensure the accuracy of its demographic data.

Government agencies, companies, and organizations can use ESRI® 2007/2012 demographic data as part of their strategic decision-making processes to select and evaluate sites, analyze market areas, determine community services, predict area population changes, or study workforce growth potential.

ESRI's 2007/2012 demographic data is available for standard geographies such as United States, state, county, census tract, and block group. The data can be delivered via CD, DVD, e-mail, or FTP and is available in a variety of formats such as Excel™, shapefile, and comma delimited (CSV).

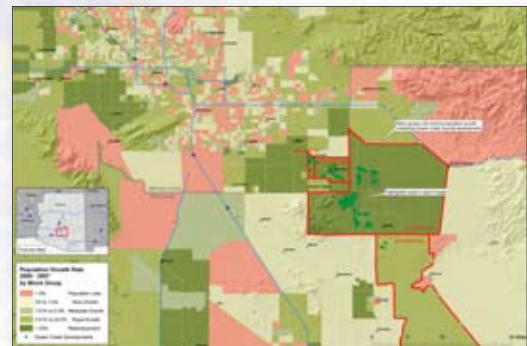
Trends revealed in ESRI's 2007/2012 demographic data updates include

Demographic Changes

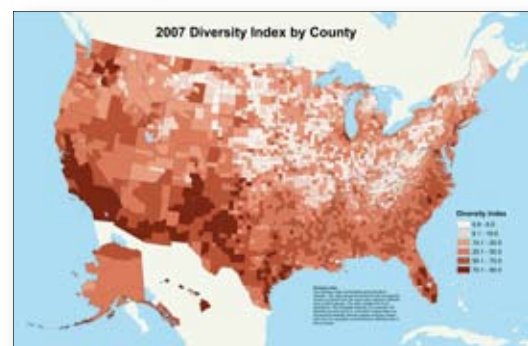
- Generation Y forming households
- Baby Boomers entering retirement years
- Fastest growth areas: sprawling suburbs of growing metropolitan areas
- Fastest growing U.S. counties include
 - Flagler County, Florida
 - Loudoun County, Virginia (Washington, D.C., metro area)
 - Kendall County, Illinois (Chicago metro area)
 - Rockwall County, Texas (Dallas metropolitan area)
 - Douglas County, Colorado (Denver metropolitan area)
- Household types changing
 - Nontraditional families and single-person household types growing
 - Married-couple households declining

Housing

- 2007 median home value: \$192,300
- Market slowing
- Existing home prices and sales declining in some markets
- Home value appreciation decelerating in most markets
- More new and existing homes for sale
- 68 percent of U.S. householders own their homes
- Homeownership rate leveling



ESRI's proprietary Address-Based Allocation Population Estimation Methodology reveals sprawl and developments across the U.S. since Census 2000.



The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different rates or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Trends revealed in ESRI's 2007/2012 demographic data updates include cont.

Income

- Highest county median income: Douglas County, Colorado—over \$111,000
- Other areas with median household income above \$100,000
 - Loudoun County, Virginia—\$108,100
 - Fairfax County, Virginia—\$104,500
 - Hunterdon County, New Jersey—\$103,800
- U.S. 2007 median disposable income: \$41,640
- Householders aged 45–54: median net worth—\$155,000, average net worth—\$625,000

Economic Trends

- Labor productivity (output per hour worked) weakening
- Employment expanding
- Recent productivity trends perhaps indicating future higher inflation
- GDP growth slowing in 2007
- Federal Reserve prediction: moderate growth in 2007 for overall economy

Immigration/Population Growth

- U.S. Diversity Index: 59, increasing by 1 annually since 2000
- 2007 Hispanic population: 46 million, 15 percent of total U.S. population
- 2012 Hispanic population growth: 54.7 million, 17 percent of total U.S. population
- 2007 Asian population growth rate: 3.8 percent
- 2007 non-Hispanic multiracial population growth rate: 3.1 percent

Gulf Coast Employment Status

- Civilian labor force improving
- Economy slowly recovering
- Job losses reversing; more than 117,000 jobs added in Louisiana since 2006
- Louisiana state unemployment rate: 7.7 percent
- Metro economy employing 485,000; 83 percent of 2005 employment
- New Orleans unemployment rate: 6.7 percent; one-tenth percent above the U.S. rate



Population changes for New Orleans from January/February 2006 to July 2007.



Population changes for New Orleans from July 2005 to July 2007.

ESRI's 2007 Demographic Data Estimates show the slow progress of recovery in New Orleans. To capture the population changes following Katrina, ESRI developed an entirely separate demographic update methodology.

To learn more about ESRI's 2007/2012 demographic data, visit
www.esri.com/demographicdata.