



Customer Demographic Profile

File: C:\Samples\Sample_Records_out.xls
Sample

Number of Records: 19,864

<p>A. There is a 75.3% chance that two people in your area, chosen at random, will belong to different race or ethnic groups. A diversity index of 100% represents an area where a variety of races are evenly represented.</p> <p>B. 51.8 is the ratio of the young population (<15 years) and the older population (65+ years) to the working age population (15-64 years) in your area.</p> <p>C. 16.8% of all married couple families contain their own children age <18. Children under age 18 are classified as own children by birth, marriage (a stepchild), or adoption.</p> <p>D. 94.6% of the housing units in your area are located in urban areas, as defined by the Census.</p> <p>E. 69.4% of the housing units in your area are specified owner occupied housing units with a mortgage. Specified owner occupied housing units exclude mobile homes, houses with a business or medical office, houses on 10 or more acres, and housing units in multiunit buildings.</p> <p>F. 37.7% of the homes in your area are owner-occupied.</p> <p>G. The median contract rent for Specified Renter Occupied HUs in your area is \$487. Specified Renter Occupied HUs exclude houses on 10+ acres. Contract rent is the monthly rent contracted for, regardless of furnishings, utilities, fees, meals, or services that may be included.</p>	<p>DEMOGRAPHIC CHARACTERISTICS</p> <p>Annual Compound Growth Rates</p> <table border="1"> <thead> <tr> <th></th> <th>2000-2005</th> <th>2005-2010</th> </tr> </thead> <tbody> <tr> <td>Population</td> <td>0.8</td> <td>0.9</td> </tr> <tr> <td>Households</td> <td>0.8</td> <td>1.0</td> </tr> <tr> <td>Families</td> <td>0.5</td> <td>0.6</td> </tr> <tr> <td>Per Capita Income</td> <td>3.7</td> <td>4.1</td> </tr> </tbody> </table> <p>2005 Population by Race/Ethnicity</p> <table border="1"> <tbody> <tr> <td>White Alone</td> <td>56.1</td> </tr> <tr> <td>Black Alone</td> <td>23.2</td> </tr> <tr> <td>American Indian Alone</td> <td>0.9</td> </tr> <tr> <td>Asian or Pacific Islander Alone</td> <td>5.7</td> </tr> <tr> <td>Some Other Race Alone</td> <td>10.5</td> </tr> <tr> <td>Population of 2+ Races</td> <td>3.7</td> </tr> <tr> <td>Hispanic Origin *</td> <td>21.3</td> </tr> <tr> <td>Diversity Index **</td> <td>75.3</td> </tr> </tbody> </table> <p>2005 Population by Age</p> <table border="1"> <tbody> <tr> <td>0-4</td> <td>7.8</td> </tr> <tr> <td>5-14</td> <td>13.9</td> </tr> <tr> <td>15-19</td> <td>7.0</td> </tr> <tr> <td>20-24</td> <td>8.7</td> </tr> <tr> <td>25-44</td> <td>29.7</td> </tr> <tr> <td>45-64</td> <td>20.5</td> </tr> <tr> <td>65-84</td> <td>10.3</td> </tr> <tr> <td>85+</td> <td>2.1</td> </tr> <tr> <td>Median Age</td> <td>33.0</td> </tr> <tr> <td>Age Dependency Index ***</td> <td>51.8</td> </tr> </tbody> </table> <p>2000 Household Type</p> <table border="1"> <tbody> <tr> <td>Nonfamily Households: 1-Person</td> <td>34.2</td> </tr> <tr> <td>Married-couple Families</td> <td>35.8</td> </tr> <tr> <td>MC Fam. W/Own Children <18</td> <td>16.8</td> </tr> </tbody> </table> <p>2000 Population 5+ by Residence in 1995:</p> <table border="1"> <tbody> <tr> <td>Different House – Same County</td> <td>31.1</td> </tr> <tr> <td>Different County, State, Country</td> <td>22.5</td> </tr> </tbody> </table> <p>2000 Median Year H'holder Move in 1996</p> <p>2000 % Population by Place of Birth:</p> <table border="1"> <tbody> <tr> <td>Foreign-Born</td> <td>16.3</td> </tr> </tbody> </table> <p>2005 Average Household Size 2.43</p>		2000-2005	2005-2010	Population	0.8	0.9	Households	0.8	1.0	Families	0.5	0.6	Per Capita Income	3.7	4.1	White Alone	56.1	Black Alone	23.2	American Indian Alone	0.9	Asian or Pacific Islander Alone	5.7	Some Other Race Alone	10.5	Population of 2+ Races	3.7	Hispanic Origin *	21.3	Diversity Index **	75.3	0-4	7.8	5-14	13.9	15-19	7.0	20-24	8.7	25-44	29.7	45-64	20.5	65-84	10.3	85+	2.1	Median Age	33.0	Age Dependency Index ***	51.8	Nonfamily Households: 1-Person	34.2	Married-couple Families	35.8	MC Fam. 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Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

* Persons of Hispanic Origin may be of any race.

** The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

*** The Age Dependency Index is the ratio of population age <15 plus age 65+ to the working age population age 15-64, times 100.



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<p>H. The unemployment rate in your area is 9.7%.</p> <p>I. The education index in your area is 87.5%. This is the ratio of the percent of college graduates in your area to the percent of college graduates in the US, times 100.</p> <p>J. The median disposable income, or after-tax income, in your area is \$29,713.</p> <p>K. 20.1% of the households in your area have an income that falls below the poverty level.</p> <p>L. The median net worth, or total household wealth minus debt (secured and unsecured), among your customers is \$76,857.</p>	<p><u>SOCIOECONOMIC CHARACTERISTICS</u></p> <p>Percent</p> <p>2005 Employed Civilian Pop 16+</p> <p>Management 11.5</p> <p>Professional 20.5</p> <p>Services 19.9</p> <p>Sales/Related 11.3</p> <p>Office/Administrative Support 14.8</p> <p>Farming/Fishing/Forestry 0.5</p> <p>Construction/Extraction 5.5</p> <p>Installation/Maintenance/Repair 3.3</p> <p>Production 6.8</p> <p>Transportation/Material Moving 6.1</p> <p>Unemployment Rate H → 9.7</p> <p>2000 Women in Labor Force 29.3</p> <p>2000 Women in Labor Force w/Children 2.1</p> <p>2000 Average Travel Time to Work (in minutes) 24.5</p>	<p>2000 Pop 25+ by Educational Attainment</p> <p>Percent</p> <p>Less than High School Graduate 26.1</p> <p>High School Grad/Some College 52.5</p> <p>College Grad or More 21.4</p> <p>Education Index * I → 87.5</p> <p>2005 Household Income</p> <p><\$15K 22.0</p> <p>\$15-24,999K 13.8</p> <p>\$25-34,999K 12.2</p> <p>\$35-49,999K 15.2</p> <p>\$50-74,999K 16.2</p> <p>\$75-99,999K 8.8</p> <p>\$100-249,999K 10.5</p> <p>\$250-499,999K 1.0</p> <p>\$500K+ 0.3</p> <p>Median Household Income \$36,691</p> <p>Median Disposable Income J → \$29,713</p> <p>2000 Households w/Income < Poverty Level K → 20.1</p> <p>2005 Median Net Worth L → \$76,857</p>
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Data Note: Income is expressed in current dollars. Detail may not sum to totals due to rounding.
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* The Education Index is the ratio of percent college graduates to the U.S. percent of college graduates, times 100.