

pinpoint

DEMOGRAPHICS



America's Neighborhoods-U.S. Counties *2010 edition*

3,100+ U.S. Counties

Population Demographics

Consumer Spending

Methodology & Definitions

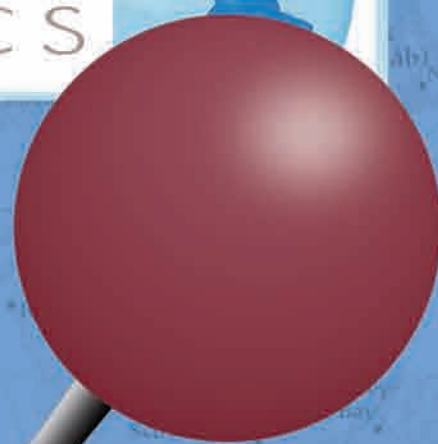


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METHODOLOGY

Pinpoint Demographics uses regression analysis to estimate the most accurate and timely current year population demographics and consumer spending.

The following steps were used in calculating the estimates in the Population Demographics database:

- 1) 1990 and 2009 zip codes data from the U.S. Census were matched. Where zip codes were not able to be matched, data from neighboring zip codes were considered in adjusting data.
- 2) Regression analysis was used on 1990 and 2000 data to calculate the estimates for the current year.
- 3) Where the percent change of data from 2000 to current year were too low or too high from an acceptable range, data from neighboring zip codes were considered in adjusting data.
- 4) Population Density categories and Population Segments categories were added according to the definitions in the U.S. Population Demographics database.

The following steps were used in calculating the estimates in the Consumer Spending database:

- 1) The Consumer Spending database were calculated based on the U.S. Census' "Consumer Expenditure Survey" and Pinpoint Demographics' U.S. Population Demographics database.
- 2) Consumer Spending categories are based on the family income categories, such as \$25,000 to \$49,999 income each year.

Consumer Spending Database Categories

The Consumer Spending Database has a hierarchy ranking of categories, include the Main category and three sub-categories, notated 1), 2) and 3). The following example describes the hierarchy:

- Main Category: Food
 - Sub-category 1): Food-at-home
 - Sub-category 2): Cereals and bakery products
 - Sub-category 3): Cereals and cereal products
 - Sub-category 3): Bakery products

Sub-categories 3) will add up to sub-category 2). Sub-categories 2) will add up to sub-category 1), etc.

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POPULATION SEGMENTS-DEFINITIONS

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| | Urban | Suburban | Rural |
|--------------------------------------|--|--|--|
| Population Density Definition | Population within zip code is greater than 50,000 | Population within zip code is between than 10,000 and 50,000 | Population within zip code is less than 10,000 |
| Pop Increasing Growth | Population growth is greater than 25% from 2000 to 2009 | Population growth is greater than 25% from 2000 to 2009 | Population growth is greater than 25% from 2000 to 2009 |
| High Black Ratio | Black population is greater than 50% of total population | Black population is greater than 50% of total population | Black population is greater than 50% of total population |
| High Hispanic Ratio | Hispanic population is greater than 50% of total population | Hispanic population is greater than 50% of total population | Hispanic population is greater than 50% of total population |
| Diverse Ratio | Black and/or Hispanic population is greater than 25% of total population | Black and/or Hispanic population is greater than 25% of total population | Black and/or Hispanic population is greater than 25% of total population |
| Declining White Growth | White population has declined by more than 25% from 2000 to 2009 | White population has declined by more than 25% from 2000 to 2009 | White population has declined by more than 25% from 2000 to 2009 |
| Increasing Minority Growth | Black and/or Hispanic population has increased by more than 25% from 2000 to 2009 | Black and/or Hispanic population has increased by more than 25% from 2000 to 2009 | Black and/or Hispanic population has increased by more than 25% from 2000 to 2009 |
| Wealth White Collar High Ed | Population has more than 25% of high per capita income and/or white collar workers and/or college graduates | Population has more than 25% of high per capita income and/or white collar workers and/or college graduates | Population has more than 25% of high per capita income and/or white collar workers and/or college graduates |
| Poverty Blue Collar Low Ed | Population has more than 25% of low per capita income and/or blue collar workers and/or high school dropouts | Population has more than 25% of low per capita income and/or blue collar workers and/or high school dropouts | Population has more than 25% of low per capita income and/or blue collar workers and/or high school dropouts |
| Young Ratio | Youth population (younger than 25 years old) is greater than 25% of total population | Youth population (younger than 25 years old) is greater than 25% of total population | Youth population (younger than 25 years old) is greater than 25% of total population |
| Young Growth | Youth population (younger than 25 years old) has increased by more than 25% from 2000 to 2009 | Youth population (younger than 25 years old) has increased by more than 25% from 2000 to 2009 | Youth population (younger than 25 years old) has increased by more than 25% from 2000 to 2009 |
| Farming | -- | Farming jobs are more than 25% of all jobs | Farming jobs are more than 25% of all jobs |

POPULATION DEMOGRAPHICS CATEGORIES

© Pinpoint Demographics

| Population Demographics Categories | Occupation Categories | Education Categories | Population Segments |
|---|--------------------------------|---------------------------------|-------------------------------------|
| Total population | Managerial | Less than 9th grade | Population Density Definition |
| Population by gender | Sales occupations | 9th to 12th grade, no diploma | Pop Increasing Growth |
| Population by race | Administrative support | High school graduate | High Black Ratio |
| Population by age | Service | Some college, no degree | High Hispanic Ratio |
| Population by occupation | Farming, forestry, and fishing | Associate degree | Diverse Ratio |
| Population by educational attainment | Production | Bachelor's degree | Declining White Growth |
| Population by family income | | Graduate or professional degree | Increasing Minority Growth |
| Population by per capita income by race | | | Wealthy White Collar High Education |
| | | | Poverty Blue Collar Low Education |
| | | | Young Ratio |
| | | | Young Growth |
| | | | Farming |

CONSUMER SPENDING CATEGORIES

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| Food Categories | Housing Categories | Transportation Categories | Other Categories |
|-------------------------------|---------------------------------------|----------------------------------|-------------------------------------|
| Food | Housing | Transportation | Healthcare |
| Food at home | Owned dwellings | Vehicle purchases (net outlay) | Health insurance |
| Cereals and bakery products | Mortgage interest and charges | Cars and trucks, new | Medical services |
| Meats, poultry, fish and eggs | Maintenance, repairs, insurance | Cars and trucks, used | Drugs |
| Dairy Products | Rented dwellings | Gasoline and motor oil | Medical supplies |
| Fruits and vegetables | Utilities, fuels, and public services | Maintenance and repairs | Entertainment |
| Nonalcoholic beverages | Natural gas | Vehicle insurance | Personal care products and services |
| Food away from home | Electricity | Vehicle rental, leases, licenses | Reading |
| Alcoholic beverages | Fuel oil and other fuels | Public transportation | Education |
| | Telephone services | | Personal insurance and pensions |
| | Water and other public services | | Life and other personal insurance |
| | Household operations | | Pensions and Social Security |
| | Personal services | | Furniture |
| | Household supplies | | Floor coverings |
| | Laundry and cleaning supplies | | Major appliances |
| | Household furnishings and equipment | | Small appliances, misc. housewares |

| State | County | U.S. Population | | | 2010 Gender | | 2010 Race | | | |
|----------|------------------------|-----------------|------------------|------------|-------------|---------|-----------|--------|------------|----------|
| | | Total 2010 | 2000-2010 % chg. | Total 2015 | Male | Female | White | Black | Other Race | Hispanic |
| AK | ALEUTIANS EAST | 3,277 | 22% | 3,740 | 2,116 | 1,161 | 293 | 27 | 2,460 | 498 |
| | ALEUTIANS WEST | 4,749 | -12% | 4,655 | 3,086 | 1,663 | 3,040 | 45 | 1,445 | 219 |
| | ANCHORAGE | 291,144 | 12% | 310,092 | 146,897 | 144,247 | 145,557 | 12,342 | 114,019 | 19,225 |
| | BETHEL | 17,199 | 8% | 19,029 | 9,111 | 8,088 | 1,338 | 109 | 15,585 | 167 |
| | BRISTOL BAY | 628 | -23% | 585 | 338 | 289 | 576 | 0 | 50 | 1 |
| | DENALI | 3,054 | 61% | 6,122 | 1,790 | 1,264 | 2,727 | 55 | 215 | 57 |
| | DILLINGHAM | 4,841 | -2% | 4,857 | 2,524 | 2,317 | 314 | 5 | 4,407 | 115 |
| | FAIRBANKS NORTH STAR | 84,939 | 3% | 86,528 | 44,423 | 40,516 | 49,087 | 3,819 | 27,871 | 4,163 |
| | HAINES | 2,721 | 8% | 2,834 | 1,375 | 1,345 | 1,953 | 12 | 721 | 35 |
| | JUNEAU | 34,104 | 11% | 36,025 | 17,179 | 16,924 | 16,512 | 140 | 16,496 | 956 |
| | KENAI PENINSULA | 58,229 | 17% | 64,290 | 30,269 | 27,960 | 39,860 | 261 | 17,202 | 906 |
| | KETCHIKAN GATEWAY | 13,696 | -3% | 13,564 | 6,994 | 6,702 | 5,347 | 28 | 8,184 | 138 |
| | KODIAK ISLAND | 13,200 | -5% | 12,912 | 6,984 | 6,216 | 6,130 | 69 | 6,028 | 973 |
| | LAKE AND PENINSULA | 2,097 | -4% | 2,133 | 1,112 | 986 | 428 | 5 | 1,643 | 22 |
| | MATANUSKA SUSITNA | 80,049 | 35% | 96,109 | 41,522 | 38,527 | 51,981 | 1,196 | 24,822 | 2,050 |
| | NOME | 10,053 | 10% | 10,615 | 5,421 | 4,632 | 1,264 | 25 | 8,708 | 57 |
| | NORTH SLOPE | 8,660 | 18% | 9,457 | 4,588 | 4,072 | 975 | 69 | 7,423 | 193 |
| | NORTHWEST ARCTIC | 7,094 | 3% | 7,400 | 3,698 | 3,396 | 856 | 10 | 6,122 | 106 |
| | PRINCE WALES KETCHIKAN | 5,884 | 3% | 6,156 | 3,196 | 2,688 | 1,433 | 21 | 4,363 | 67 |
| | SITKA | 8,624 | -2% | 8,565 | 4,395 | 4,229 | 2,662 | 13 | 5,685 | 263 |
| | SKAGWAY HOONAH ANGOON | 2,819 | -12% | 2,831 | 1,523 | 1,296 | 1,717 | 5 | 933 | 164 |
| | SOUTHEAST FAIRBANKS | 5,410 | -12% | 5,096 | 2,800 | 2,611 | 4,001 | 46 | 1,241 | 123 |
| | VALDEZ CORDOVA | 8,324 | -18% | 7,892 | 4,455 | 3,870 | 4,811 | 34 | 3,285 | 195 |
| | WADE HAMPTON | 9,321 | 33% | 13,128 | 4,921 | 4,400 | 375 | 7 | 8,907 | 32 |
| | WRANGELL PETERSBURG | 6,040 | -8% | 5,927 | 3,144 | 2,895 | 3,060 | 1 | 2,916 | 62 |
| | YAKUTAT | 634 | -7% | 614 | 342 | 292 | 199 | 2 | 429 | 4 |
| | YUKON KOYUKUK | 6,340 | 1% | 6,681 | 3,428 | 2,912 | 1,684 | 3 | 4,485 | 169 |
| AK Total | | 693,129 | 11% | 747,837 | 357,631 | 335,498 | 348,180 | 18,347 | 295,644 | 30,958 |

| State | County | 2010 Age Ranges (Years) | | | | | | | | 2010 Occupations | | | | | |
|----------|------------------------|-------------------------|---------|--------|--------|---------|---------|--------|---------|------------------|-------|------------------|---------|----------------------------------|-----------------|
| | | 1-9 | 10-19 | 20-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70 over | Man- gerial | Sales | Admin support | Service | Farming, forestry, fishing | Prod- uction |
| AK | ALEUTIANS EAST | 176 | 337 | 244 | 635 | 831 | 806 | 180 | 58 | 126 | 155 | 112 | 199 | 117 | 428 |
| | ALEUTIANS WEST | 173 | 326 | 417 | 1,302 | 1,797 | 520 | 137 | 64 | 63 | 12 | 59 | 41 | 359 | 370 |
| | ANCHORAGE | 38,511 | 47,786 | 31,647 | 36,304 | 55,753 | 43,002 | 16,221 | 21,368 | 13,629 | 4,090 | 6,697 | 6,846 | 236 | 7,991 |
| | BETHEL | 3,174 | 4,439 | 1,475 | 2,237 | 2,612 | 1,913 | 662 | 662 | 787 | 218 | 282 | 348 | 44 | 446 |
| | BRISTOL BAY | 61 | 77 | 28 | 124 | 223 | 67 | 39 | 6 | 26 | 11 | 17 | 13 | 1 | 35 |
| | DENALI | 230 | 355 | 213 | 302 | 1,110 | 734 | 75 | 20 | 348 | 56 | 34 | 66 | 1 | 135 |
| | DILLINGHAM | 713 | 1,216 | 409 | 531 | 939 | 596 | 216 | 213 | 229 | 61 | 78 | 95 | 85 | 112 |
| | FAIRBANKS NORTH STAR | 11,115 | 14,302 | 12,001 | 10,161 | 16,031 | 12,686 | 3,861 | 4,610 | 5,235 | 1,181 | 2,142 | 2,479 | 74 | 2,804 |
| | HAINES | 196 | 434 | 136 | 217 | 632 | 583 | 210 | 306 | 230 | 75 | 144 | 60 | 13 | 139 |
| | JUNEAU | 3,493 | 5,564 | 3,052 | 3,718 | 7,080 | 7,540 | 2,032 | 1,534 | 1,661 | 317 | 722 | 547 | 209 | 606 |
| | KENAI PENINSULA | 5,474 | 9,617 | 3,793 | 4,798 | 14,098 | 11,599 | 3,525 | 5,167 | 2,989 | 939 | 1,501 | 2,449 | 598 | 3,000 |
| | KETCHIKAN GATEWAY | 1,561 | 2,166 | 958 | 1,748 | 2,629 | 2,856 | 686 | 1,065 | 471 | 177 | 444 | 431 | 45 | 355 |
| | KODIAK ISLAND | 1,865 | 2,424 | 946 | 1,707 | 2,764 | 2,304 | 707 | 454 | 340 | 181 | 315 | 254 | 227 | 563 |
| | LAKE AND PENINSULA | 350 | 527 | 101 | 185 | 374 | 423 | 70 | 64 | 90 | 36 | 28 | 73 | 14 | 58 |
| | MATANUSKA SUSITNA | 8,742 | 15,499 | 6,657 | 8,070 | 18,799 | 13,427 | 4,958 | 3,704 | 3,646 | 1,228 | 2,005 | 2,261 | 224 | 3,188 |
| | NOME | 1,432 | 2,093 | 1,023 | 1,138 | 2,080 | 1,227 | 449 | 592 | 567 | 175 | 236 | 393 | 14 | 323 |
| | NORTH SLOPE | 1,148 | 2,386 | 678 | 1,158 | 1,687 | 887 | 467 | 235 | 330 | 61 | 135 | 187 | 2 | 196 |
| | NORTHWEST ARCTIC | 1,194 | 1,962 | 746 | 934 | 1,067 | 656 | 273 | 253 | 266 | 53 | 124 | 132 | 0 | 308 |
| | PRINCE WALES KETCHIKAN | 643 | 1,033 | 416 | 572 | 1,385 | 1,110 | 383 | 329 | 225 | 88 | 109 | 128 | 193 | 171 |
| | SITKA | 810 | 1,415 | 886 | 892 | 1,822 | 1,161 | 810 | 813 | 492 | 96 | 166 | 246 | 147 | 193 |
| | SKAGWAY HOONAH ANGOON | 208 | 367 | 204 | 233 | 689 | 702 | 243 | 164 | 121 | 92 | 86 | 76 | 86 | 157 |
| | SOUTHEAST FAIRBANKS | 532 | 1,052 | 354 | 427 | 1,098 | 1,018 | 557 | 361 | 424 | 71 | 258 | 178 | 29 | 314 |
| | VALDEZ CORDOVA | 804 | 1,493 | 761 | 734 | 1,902 | 1,690 | 363 | 556 | 474 | 108 | 305 | 183 | 92 | 470 |
| | WADE HAMPTON | 1,770 | 3,220 | 985 | 868 | 1,196 | 708 | 303 | 263 | 355 | 62 | 187 | 168 | 2 | 261 |
| | WRANGELL PETERSBURG | 600 | 1,156 | 329 | 537 | 1,399 | 985 | 369 | 650 | 291 | 82 | 132 | 169 | 150 | 179 |
| | YAKUTAT | 66 | 120 | 19 | 65 | 163 | 129 | 26 | 44 | 25 | 5 | 15 | 6 | 14 | 10 |
| | YUKON KOYUKUK | 610 | 1,508 | 790 | 485 | 1,174 | 1,088 | 351 | 321 | 340 | 60 | 147 | 184 | 45 | 410 |
| AK Total | | 85,652 | 122,873 | 69,267 | 80,081 | 141,334 | 110,416 | 38,172 | 43,876 | 33,780 | 9,694 | 16,479 | 18,210 | 3,017 | 23,222 |