



Date: 11/05/10

Current Geography Selection: (1 Selected) Counties: Richland County

Your title for this geography: Richland County

Current Index Base: State - undefined

2000 Census Employment Summary

2000 Occupation & Employment

Employed (Age 16+) 150,195

Means of Transportation to Work

Bicycle	0.2%
Carpooled	12.2%
Drove alone	76.7%
Motorcycle	0.1%
Other means	1.2%
Public Transportation	2.0%
Walked	5.4%
Worked at home	2.2%

Travel Time to Work (in Minutes)

0 to 4	3.3%
5 to 9	11.5%
10 to 14	16.4%
15 to 19	20.0%
20 to 30	24.6%
30 to 44	16.8%
45 to 60	3.3%
60 +	4.1%
<i>Median Travel Time</i>	19.70

Employment by Industry

Admin Waste Services	3.3%
Agriculture Mining and Construction	3.3%
Educational Services	24.1%
Entertainment Services	8.3%
Finance, Insurance and Real Estate	9.1%
Information	3.2%
Management Services	0.0%
Manufacturing	8.6%
Other Professional Services	4.8%
Professional Services	5.3%
Public Administration	9.7%
Transportation	4.1%
Wholesale Retail	13.6%

Occupation

<i>White Collar</i>	
Healthcare Support	2.3%
Managerial Executive	14.1%
Office Administrative	15.9%
Professional Specialty	24.8%
Sales	11.7%
<i>% in White Collar Occupations</i>	68.8%
<i>Blue Collar</i>	
Building Maintenance and Cleaning	3.3%
Construction	7.1%
Farming, Fishing and Forestry	0.2%
Food Preparation and Serving	5.1%
Personal Care	2.6%
Production Transportation	10.5%
Protective	2.4%
<i>% in Blue Collar Occupations</i>	31.3%

2000 Census Housing Value Summary

Housing Units 2000

Housing Units	129,793
Owner-Occupied	56.8%
Renter-Occupied	35.7%
Vacant	7.5%

Year Structure Built

Built 1939 or earlier	5.5%
Built 1940 to 1949	5.3%
Built 1950 to 1959	11.9%
Built 1960 to 1969	15.6%
Built 1970 to 1979	21.4%
Built 1980 to 1989	18.8%
Built 1990 to 2000	21.3%

Units in Structure

1 - Attached Unit	65.1%
2 - 9 Units	17.8%
10 or more Units	10.5%
Mobile Trailers	6.6%
Other	0.0%

Housing Value: Owner Occupied

\$ 0 to \$69,999	24.9%
\$ 70,000 to \$79,999	9.5%
\$ 80,000 to \$89,999	10.8%
\$ 90,000 to \$99,999	9.5%
\$ 100,000 to \$124,999	12.7%
\$ 125,000 to \$149,999	8.9%
\$ 150,000 to \$174,999	6.6%
\$ 175,000 to \$199,999	4.1%
\$ 200,000 to \$299,999	7.3%
\$ 300,000 to \$399,999	3.1%
\$ 400,000 to \$499,999	1.2%
\$ 500,000 +	1.4%
Owner Occupied Housing Units	73,759
Median Housing Value	\$94,747

Rent: Cash Rent

\$ 0 to \$200	5.3%
\$ 200 to \$299	5.0%
\$ 300 to \$399	8.6%
\$ 400 to \$499	16.0%
\$ 500 to \$599	21.7%
\$ 600 to \$699	17.9%
\$ 700 to \$799	11.8%
\$ 800 to \$899	6.4%
\$ 900 to \$999	3.3%
\$1,000 or more	4.0%
Total Rental Units	43,692
Median Cash Rent	\$569

Ancestry and Language Summary Report

Ancestry Total Population - Q2 2010

American	26,888	7.1%
Hawaiian/Pacific Islander	207	0.1%
Middle Eastern	994	0.3%
Native American (Indian/Eskimo)	1,191	0.3%
Other	154,956	40.9%
Unclassified	70,805	18.7%
<i>Asian Detail</i>		

Language - Q2 2010

Total Population Age 5 and above	355,090
Speak only English	329,231 92.7%
Spanish or Spanish Creole	12,057 3.4%
<i>Asian/Pacific</i>	
Chinese	1,310 0.4%
Japanese	381 0.1%
Korean	1,523 0.4%

Chinese	1,373	0.4%	Tagalog and Other Pacific Languages	456	0.1%
Japanese	545	0.1%	Vietnamese	576	0.2%
Korean	2,013	0.5%	Other Asian Languages	711	0.2%
South Central Asian (e.g. Indian)	2,291	0.6%	<i>European/Indo-European</i>		
South East Asian (e.g. Vietnamese)	1,855	0.5%	French or French Creole	2,618	0.7%
Other Asian	243	0.1%	German	2,433	0.7%
<i>European Detail</i>			Italian	403	0.1%
British	23,330	6.2%	Portuguese or Portuguese Creole	137	0.0%
Dutch	1,713	0.5%	Yiddish or Hebrew	100	0.0%
French	3,928	1.0%	Other Indic Languages	1,004	0.3%
German	23,533	6.2%	Other Indo-European Languages	374	0.1%
Italian	6,332	1.7%	Other Slavic Languages	1,035	0.3%
Polish	2,419	0.6%	<i>Other Languages</i>		
Scandinavian	2,919	0.8%	Arabic	397	0.1%
Scotch - Irish	29,516	7.8%	Other and Unspecified Languages	344	0.1%
Other European (e.g. Greek/Russian)	7,038	1.9%			
<i>Hispanic Detail</i>					
Central American	1,120	0.3%			
Cuban	686	0.2%			
Dominican	171	0.1%			
Mexican	5,070	1.3%			
Puerto Rican	4,905	1.3%			
South American	755	0.2%			
Other Hispanic	2,455	0.7%			

Complete Demographic Summary Report

Population Demographics

	2000 Census	Q2 2010 Estimate	2015 Projection	Percent Change Q2 2010 to 2015
Total Population	320,677	379,251	394,773	4.1
Population Density (Pop/ Sq Mi)	415.71	491.64	511.76	4.09
Total Households	120,034	141,201	145,640	3.1

Population by Race/Ethnicity (Hispanics Shown Separately)

	2000 Census	%	Q2 2010 Estimate	%	2015 Projection	%	Percent Change Q2 2010 to 2015
White	157,862	49.2	170,895	45.1	174,581	44.2	2.2
Black	143,696	44.8	178,404	47.0	180,125	45.6	1.0
Asian	5,547	1.7	8,320	2.2	10,331	2.6	24.2
Other Race	5,051	1.6	6,470	1.7	8,624	2.2	33.3

Hispanic Ethnicity	8,521	2.7	15,162	4.0	21,112	5.4	39.2
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Population by Age

	2000 Census	%	Q2 2010 Estimate	%	2015 Projection	%	Percent Change Q2 2010 to 2015
0 to 4	20,053	6.3	24,161	6.4	23,184	5.9	-4.0
5 to 13	35,450	11.1	43,649	11.5	45,152	11.4	3.4
14 to 17	22,117	6.9	19,827	5.2	19,834	5.0	0.0
18 to 24	44,354	13.8	48,832	12.9	48,416	12.3	-0.9
25 to 34	49,122	15.3	49,649	13.1	53,389	13.5	7.5
35 to 44	52,254	16.3	52,190	13.8	49,002	12.4	-6.1
45 to 54	42,300	13.2	55,857	14.7	54,316	13.8	-2.8
55 to 64	23,985	7.5	44,438	11.7	51,113	12.9	15.0
65 to 74	16,965	5.3	23,082	6.1	31,800	8.1	37.8
75 +	14,077	4.4	17,566	4.6	18,567	4.7	5.7
Median Age	33		36		37		

Households by Income

	2000 Census	%	Q2 2010 Estimate	%	2015 Projection	%	Percent Change Q2 2010 to 2015
\$0 - \$19,999	27,545	23.0	22,917	16.2	19,271	13.2	-15.9
\$20,000 - \$49,999	45,747	38.1	45,345	32.1	40,338	27.7	-11.0
\$50,000 - \$74,999	22,512	18.8	29,183	20.7	29,332	20.1	0.5
\$75,000 - \$99,999	11,301	9.4	18,093	12.8	21,362	14.7	18.1
\$100,000 - \$149,999	7,823	6.5	16,166	11.4	21,203	14.6	31.2
\$150,000 +	5,106	4.3	9,497	6.7	14,134	9.7	48.8
Average Hhld Income	\$53,816		\$67,950		\$78,352		
Median Hhld Income	\$39,966		\$51,722		\$60,369		
Per Capita Income	\$20,144		\$25,299		\$28,906		

Housing Units

	2000 Census	%	Q2 2010 Estimate	%
Total Housing Units	129,793		151,690	
Owner Occupied	73,759	56.8	87,847	57.9
Renter Occupied	46,342	35.7	53,354	35.2
Vacant	9,692	7.5	10,489	6.9

Vehicles Available

	2000 Census	%	Q2 2010 Estimate	%
Total Vehicles	198,753		241,493	
No Vehicle Available	10,776	9.0	11,195	7.9
1 Vehicle Available	44,894	37.4	49,818	35.3

2 Vehicles Available	45,359	37.8	56,316	39.9
3 + Vehicles Available	19,072	15.9	23,872	16.9

Educational Attainment

	2000 Census	%	Q2 2010 Estimate	%
Total Educated	198,703		242,782	
Grade K - 8	9,213	4.6	10,734	4.4
Grade 9 - 12	20,293	10.2	23,235	9.6
High School Graduate	45,375	22.8	55,033	22.7
Some College, No Degree	43,981	22.1	54,397	22.4
College	79,841	40.2	99,383	40.9
Higher Degrees	23,637	11.9	29,004	11.9

Employment and Business

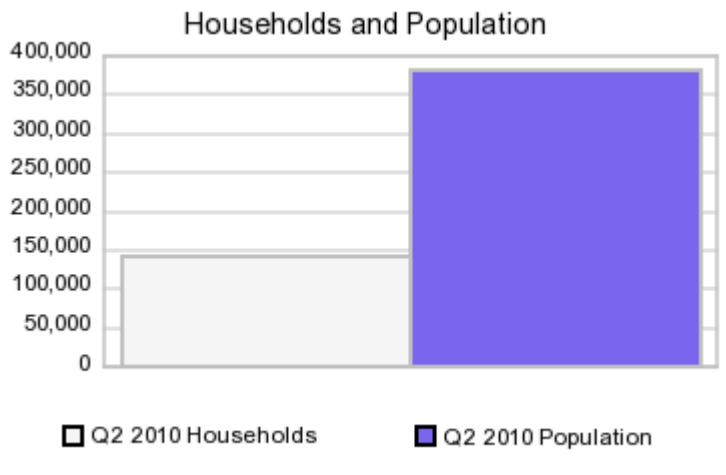
Q2 2010 Workplace Employees (Full Time Employment)	225,158
Q2 2010 Workplace Establishments	10,453

Mobile Populations (Puerto Rico not included)

	Q2 2010 Estimate		Q2 2010 Estimate
Seasonal Est 08Q2	360	Transient Est 08Q2	4,631
Seasonal Est 08Q3	1,140	Transient Est 08Q3	4,507
Seasonal Est 08Q4	1,347	Transient Est 08Q4	4,507
Seasonal Est 09Q1	80	Transient Est 09Q1	4,155
Seasonal Est 09Q2	382	Transient Est 09Q2	4,507
Seasonal Est 09Q3	1,127	Transient Est 09Q3	4,483
Seasonal Est 09Q4	1,142	Transient Est 09Q4	4,255
Seasonal Est 10Q1	162	Transient Est 10Q1	4,166
Seasonal Est Cur Qtr	382	Transient Est Cur Qtr	4,318

Executive Summary Report with Charts

Population Demographics

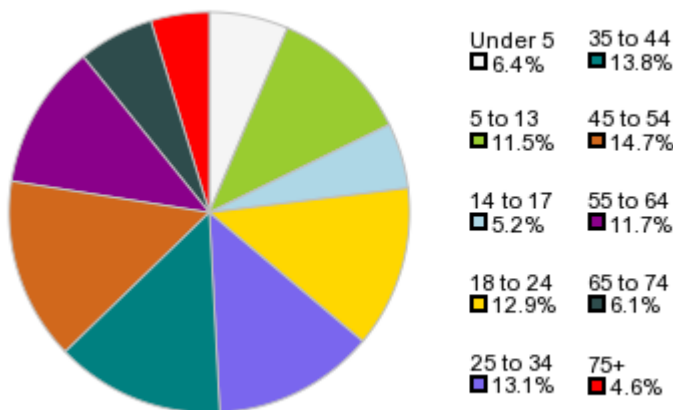


The number of households in the study area in 2000 was **120,034**. The household count in Q2 2010 is estimated to be **141,201**. For 2015, the High Range of the Five Year forecast was **176,038** and the Low Range was **135,261** with the actual household projection estimated at **145,640**, a change of **3.1%**. The population in the study area in 2000 it was **320,677**. The population in Q2 2010 is estimated to be **379,251**. For 2015, the High Range of the Five Year forecast was **470,319** and the Low Range was **368,206** with the actual household projection estimated at **394,773** representing a change of **4.1%**.

	2000 Census	Q2 2010 Estimate	2015 Projection	Percent Change 2010 to 2015
Total Population	320,677	379,251	394,773	4.1%
Total Households	120,034	141,201	145,640	3.1%

Population by Age

Population by Age (Q2 2010)



In 2000, the median age of the population was **33**. The median age in Q2 2010 is estimated to be **36** and it is predicted to change in five years to **37** years.

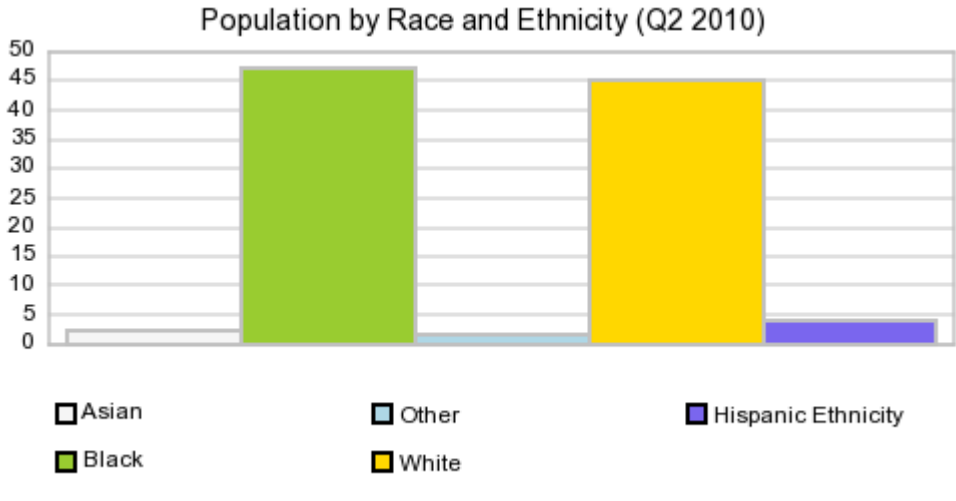
In Q2 2010, females represented **51.5%** of the population with a median age of **38** and males represented **48.5%** of the population with a median age of **34** years.

In Q2 2010, the most prominent age group in this geography is **Age 45 to 54** years. The age group least represented in this geography is **Age 75 +** years.

Population by Age

	2000 Census		Q2 2010 Estimate		2015 Projection		Percent Change 2010 to 2015
0 to 4	20,053	6.3%	24,161	6.4%	23,184	5.9%	-4.0%
5 to 13	35,450	11.1%	43,649	11.5%	45,152	11.4%	3.4%
14 to 17	22,117	6.9%	19,827	5.2%	19,834	5.0%	0.0%
18 to 24	44,354	13.8%	48,832	12.9%	48,416	12.3%	-0.9%
25 to 34	49,122	15.3%	49,649	13.1%	53,389	13.5%	7.5%
35 to 44	52,254	16.3%	52,190	13.8%	49,002	12.4%	-6.1%
45 to 54	42,300	13.2%	55,857	14.7%	54,316	13.8%	-2.8%
55 to 64	23,985	7.5%	44,438	11.7%	51,113	12.9%	15.0%
65 to 74	16,965	5.3%	23,082	6.1%	31,800	8.1%	37.8%
75 +	14,077	4.4%	17,566	4.6%	18,567	4.7%	5.7%

Population by Race/Ethnicity (Hispanic shown separately)

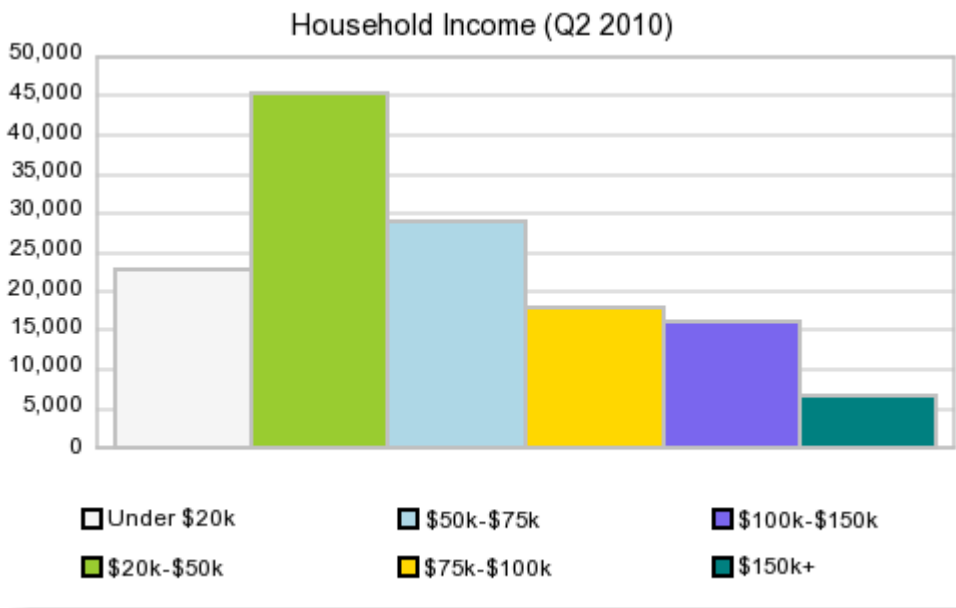


In Q2 2010, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Other**.

Population by Race/Ethnicity (Hispanic shown separately)

	2000 Census		Q2 2010 Estimate	
White	157,862	49.2%	170,895	45.1%
Black	143,696	44.8%	178,404	47.0%
Asian	5,547	1.7%	8,320	2.2%
Other Race	5,051	1.6%	6,470	1.7%
Hispanic Ethnicity	8,521	2.7%	15,162	4.0%

Households by Income



In Q2 2010 the predominant household income category in this study area is **\$20K - \$50K**, and the income group that is least represented in this geography is **\$150K +**.

Households by Income

	2000 Census		Q2 2010 Estimate	
\$0 - \$19,999	27,545	23.0%	22,917	16.2%

\$20,000 - \$49,999	45,747	38.1%	45,345	32.1%
\$50,000 - \$74,999	22,512	18.8%	29,183	20.7%
\$75,000 - \$99,999	11,301	9.4%	18,093	12.8%
\$100,000 - \$149,999	7,823	6.5%	16,166	11.4%
\$150,000 +	5,106	4.3%	6,672	4.7%
Average Hhld Income	\$53,816		\$67,950	
Median Hhld Income	\$39,966		\$51,722	
Per Capita Income	\$20,144		\$25,299	

Housing Value Summary Report

Housing Units Q2 2010

Housing Units	151,690
Owner-Occupied	57.9%
Renter-Occupied	35.2%
Vacant	6.9%

Housing Value

Under \$10,000	0.4%
\$ 10,000 to \$14,999	0.6%
\$ 15,000 to \$19,999	0.6%
\$ 20,000 to \$25,000	0.5%
\$ 25,000 to \$29,999	0.3%
\$ 30,000 to \$34,999	0.6%
\$ 35,000 to \$39,999	0.8%
\$ 40,000 to \$49,999	1.1%
\$ 50,000 to \$59,999	2.7%
\$ 60,000 to \$69,999	2.3%
\$ 70,000 to \$79,999	3.0%
\$ 80,000 to \$89,999	5.9%
\$ 90,000 to \$99,999	4.8%
\$ 100,000 to \$124,999	17.7%
\$ 125,000 to \$149,999	13.3%
\$ 150,000 to \$174,999	9.8%
\$ 175,000 to \$199,999	7.6%
\$ 200,000 to \$249,999	10.8%
\$ 250,000 to \$299,999	6.1%
\$ 300,000 to \$399,999	5.6%
\$ 400,000 to \$499,999	2.5%
\$ 500,000 to \$749,999	2.0%
\$ 750,000 to \$999,999	0.6%
Over \$1,000,000	0.4%

Average Home Value by Quarter

Average Home Value 08Q2	\$187,087
Average Home Value 08Q3	\$187,334
Average Home Value 08Q4	\$185,946
Average Home Value 09Q1	\$186,472
Average Home Value 09Q2	\$187,449
Average Home Value 09Q3	\$186,484
Average Home Value 09Q4	\$181,719
Average Home Value 10Q1	\$182,210
Average Home Value Current Qtr	\$181,853
Median Home Value Q2 2010	\$140,439

LandScape Detail Charts

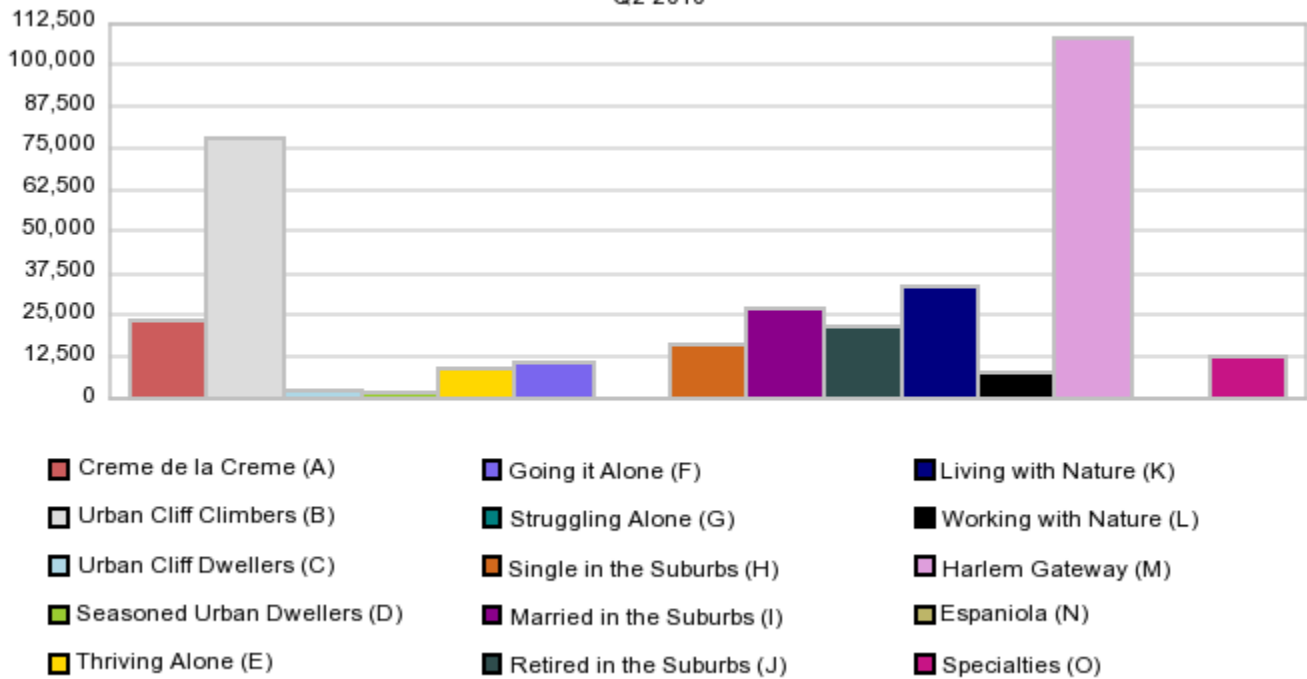
Demographic Overview (Q2 2010)

Total Population	379,251	Median Income	\$51,722
% Male Population	48.5%	Per Capita Income	\$25,299
% Female Population	51.5%	Average Household Income	\$67,950
Median Age	35.7	Employees	225,158
Total Households	141,201	Establishments	10,453
Persons per HH	2.5	Owner Occupied Housing Units	87,847
% Household Change - 2000 to Current Year	17.6%	Renter Occupied Housing Units	53,354
% Household Change - Over Last Year - Same Quarter	1.6%	Vacant Housing Units	10,489

LandScape Categories

LandScape Categories (HH Pop Count)

Q2 2010



Sorted By LandScape Categories

HH Pop Est (Q2 2010)

Group M-Harlem Gateway	107,961
Group B-Urban Cliff Climbers	78,038
Group K-Living with Nature	33,998
Group I-Married in the Suburbs	27,081
Group A-Creme de la Creme	23,347
Group J-Retired in the Suburbs	21,384
Group H-Single in the Suburbs	16,246
Group O-Specialties	12,498
Group F-Going it Alone	10,703
Group E-Thriving Alone	8,767

Sorted By LandScape Categories

HH Pop Est (Q2 2010)

Group L-Working with Nature	7,787
Group C-Urban Cliff Dwellers	2,381
Group D-Seasoned Urban Dwellers	1,479
Group N-Espaniola	0
Group G-Struggling Alone	0

Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.
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