

DESKTOP DATA FILES

Complete historical and projected data
for any variable in the Woods & Poole Database...

- ✓ Data for all years 1969-2040
- ✓ Data for all geographic areas down to the county level
- ✓ Data for any economic or demographic variable in the Woods & Poole database
- ✓ Data in a single file on CD-ROM
- ✓ Includes projections using 2010 Census data



DESKTOP DATA FILES MAKE IT EASY FOR YOU TO

- combine Woods & Poole's data with your own database or desktop marketing system.
- purchase only the variables you need to analyze.
- analyze the data in Access, Excel, dBase, ArcView, and almost any other spreadsheet, database, or mapping software on a PC or Macintosh.
- use data in GIS software

CONTENTS

Each *Desktop Data File* includes data, 1969-2040, for the following geographic areas:

- ALL Counties
- ALL Metropolitan & Combined Statistical Areas (MSAs & CSAs)
- ALL Regions
- ALL Micropolitan Statistical Areas and Metropolitan Divisions
- ALL States
- the U.S. as a whole

VARIABLES AVAILABLE

More than 900 economic and demographic variables are available (see the list of variables on the reverse). Historical data is 1969 to 2009 (1969 to 2010 for population); projected data is 2010 to 2040 (2011 to 2040 for population). Woods & Poole can also aggregate data to create special variables, e.g. total population age 18-22. In addition to the variables listed on the reverse Woods & Poole has population by single year of age by race by sex.

FORMAT

Desktop Data Files can be imported into any mapping database or spreadsheet software; they can also be integrated easily into most desktop marketing systems. This enables you to use Woods & Poole's long-range regional projections along with your own software.

Desktop Data Files are in comma separated value (CSV) format on a CD-ROM. Each variable is in separate CSV file. The CSV files are comma-delimited with county names and FIPS codes in quotes; these files can be opened as spreadsheet files in Excel or any spreadsheet software. (Other formats are available.)

COST

\$295 for the first variable and \$147.50 for each additional variable ordered at the same time.

HOW TO ORDER

Check off the variables you want from the list on the reverse, then complete the bottom portion of the order form. **To order by phone please call (800)786-1915 or fax the order form to (202)332-6466.**

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DESKTOP DATA FILES ORDER FORM

(Please check the variables you want)

TOTAL POPULATION

- UNDER 5 YEARS
- 5 to 9 YEARS
- 10 to 14 YEARS
- 15 to 19 YEARS
- 20 to 24 YEARS
- 25 to 29 YEARS
- 30 to 34 YEARS
- 35 to 39 YEARS
- 40 to 44 YEARS
- 45 to 49 YEARS
- 50 to 54 YEARS
- 55 to 59 YEARS
- 60 to 64 YEARS
- 65 to 69 YEARS
- 70 to 74 YEARS
- 75 to 79 YEARS
- 80 to 84 YEARS
- 85 YEARS and OVER
- MEDIAN AGE OF POPULATION

- WHITE NON-HISPANIC POPULATION
- BLACK NON-HISPANIC POPULATION
- NATIVE AMERICAN NON-HISPANIC POP
- ASIAN AMERICAN NON-HISPANIC POP
- HISPANIC POPULATION, ANY RACE

- POPULATION 0 to 17 YEARS
- POPULATION AGE 15 to 17 YEARS
- POPULATION AGE 18 to 24 YEARS
- POPULATION AGE 65 YEARS and OVER
- MALE POPULATION

Desktop Data Files are also available for population by single year of age (0, 1, 2, 3 ... 84, 85+), by gender and by race (White, Black, Native American, Asian American/Pacific Islander, and Hispanic).

TOTAL EMPLOYMENT

- FARM EMPLOYMENT
- FORESTRY, FISHING, & OTHER
- MINING
- UTILITIES
- CONSTRUCTION
- MANUFACTURING
- WHOLESALE TRADE
- RETAIL TRADE
- TRANSPORTATION & WAREHOUSING
- INFORMATION
- FINANCE & INSURANCE
- REAL ESTATE & RENTAL & LEASING
- PROFESSIONAL & TECHNICAL SVCS
- MANAGEMENT of COs. & ENTERPRISES
- ADMINISTRATIVE & WASTE SERVICES
- EDUCATIONAL SERVICES
- HEALTH CARE & SOCIAL ASSISTANCE
- ARTS, ENTERTAINMENT, & RECREATION
- ACCOMMODATION & FOOD SERVICES
- OTHER SERVICES
- FEDERAL CIVILIAN GOVERNMENT
- FEDERAL MILITARY GOVERNMENT
- STATE & LOCAL GOVERNMENT

TOTAL EARNINGS of EMPLOYEES

- NUMBER of HOUSEHOLDS**
- PERSONS PER HOUSEHOLD
- RETAIL SALES PER HOUSEHOLD (in 2005 \$)
- MEAN HOUSEHOLD INCOME (in 2005 \$)
- MEAN HOUSEHOLD INC (in CURRENT \$)

GROSS REGIONAL PRODUCT (in 2005 \$)

Desktop Data Files are also available for Earnings of Employees by NAICS industries (the same as Employment).

PERSONAL INCOME

- WAGES & SALARIES
- OTHER LABOR INCOME
- PROPRIETORS INCOME
- DIVIDENDS, INTEREST & RENT
- TRANSFER PAYMENTS TO PERSONS
- LESS SOCIAL INSURANCE CONTRIBUTIONS
- RESIDENCE ADJUSTMENT
- INCOME PER CAPITA (in 2005 \$)
- INCOME PER CAPITA (in CURRENT \$)
- WOODS & POOLE WEALTH INDEX (U.S.=100)

HOUSEHOLDS with MONEY INCOME (1990-2040 ONLY)

- LESS than \$10,000 (in 2000 dollars)
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$44,999
- \$45,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or MORE

TOTAL RETAIL SALES

- MOTOR VEHICLE & PARTS DEALERS
- FURNITURE, HOME FURNISHINGS
- ELECTRONICS & APPLIANCE STORES
- BUILDING MATERIALS & GARDEN EQUIP
- FOOD & BEVERAGE STORES
- HEALTH & PERSONAL CARE STORES
- GASOLINE STATIONS
- CLOTHING & ACCESSORIES
- SPORTING GOODS, HOBBY, & BOOK STORES
- GENERAL MERCHANDISE STORES
- MISCELLANEOUS RETAIL STORES
- NONSTORE RETAILERS
- EATING & DRINKING PLACES SALES

Number of Variables	Unit Price	Amount
First Variable ×	\$295.00 =	<u>\$295.00</u>
Additional Variables ×	\$147.50 =	\$ _____
Total Amount		\$ _____

- Payment Enclosed
- Please Bill My Company
- VISA MC AmEx
- Expiration Date _____
- Credit Card Number _____

Shipments to District of Columbia please add sales tax.

Name _____ Title or Dept. _____

Company _____ Phone _____

Street Address _____

City/State/ZIP _____

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