

DESKTOP DATA FILES

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

- ✓ Annual data for 1970-2060 or 1990-2060
- ✓ Data for geographic areas down to the county level
- ✓ Data for any economic or demographic variable in the Woods & Poole database
- ✓ Data in a single file by download
- ✓ Includes Census Bureau total population data based on the 2020 Census

DESKTOP DATA FILES MAKE IT EASY FOR YOU TO

- combine Woods & Poole's data with your own database or desktop marketing system
- obtain only the variables you need to analyze
- analyze the data in almost any spreadsheet, database, or mapping software
- use data in GIS software

CONTENTS

Each *Desktop Data File* includes data for the following geographic areas:

- Counties
- Metropolitan & Combined Statistical Areas (MSAs & CSAs)
- Regions
- Micropolitan Statistical Areas and Metropolitan Divisions
- 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 income, total population, and employment data from 1970 to 2022; all data from 2023 to 2060 are projected. 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 almost 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 by download. 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 almost any spreadsheet software.

COST

\$395 for the first variable and \$197.50 for each additional variable ordered at the same time.

HOW TO ORDER

Order on-line at www.woodsandpoole.com Or 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 or Order On-Line

(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 not HISPANIC POPULATION
- BLACK not HISPANIC POPULATION
- AMERICAN INDIAN not HISPANIC POP
- ASIAN & PACIFIC ISLANDER not HISPANIC POP
- HISPANIC or LATINO 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, American Indian, Asian & Pacific Islander, and Hispanic or Latino, 1990-2060 only).

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 2017 \$)
- MEAN HOUSEHOLD INCOME (in 2017 \$)
- MEAN HOUSEHOLD INC (in CURRENT \$)

GROSS DOMESTIC PRODUCT (in 2017 \$)

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

PERSONAL INCOME

- WAGES & SALARIES
- SUPPLEMENTS TO WAGES & SALARIES
- PROPRIETORS INCOME
- DIVIDENDS, INTEREST & RENT
- PERSONAL CURRENT TRANSFER RECEIPTS
- CONTRIBUTIONS for GOVT SOCIAL INS.
- RESIDENCE ADJUSTMENT
- INCOME PER CAPITA (in 2017 \$)
- INCOME PER CAPITA (in CURRENT \$)
- WOODS & POOLE WEALTH INDEX (U.S.=100)

HOUSEHOLDS with MONEY INCOME (1990-2050 ONLY)

- LESS than \$10,000 (in 2009 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	× \$395.00 =	<u>\$395.00</u>
Additional Variables	× \$197.50 =	\$ _____
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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