



THE POWER TO PERFORM

Growth Fund 2

Counties: Franklin County

Prepared For:

Frank Norton Jr

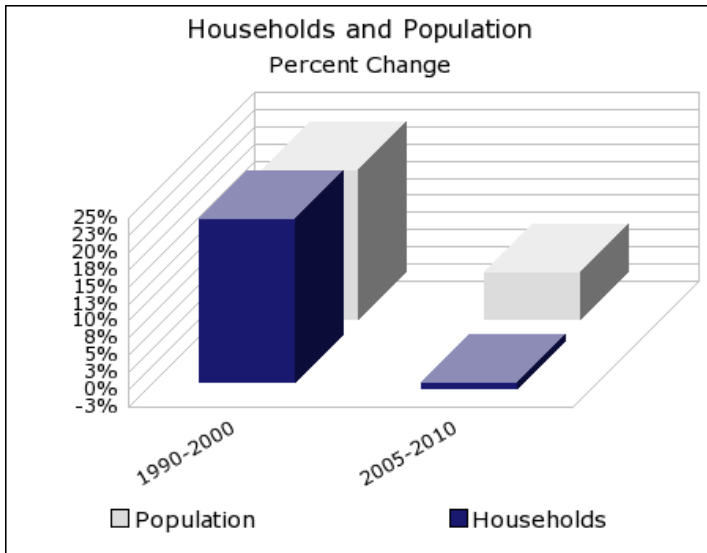
July 25, 2006

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Date: 05/25/06
 Current Geography Selection: Counties: Franklin County
 Current Index Base: Entire US

Executive Summary Report with Charts

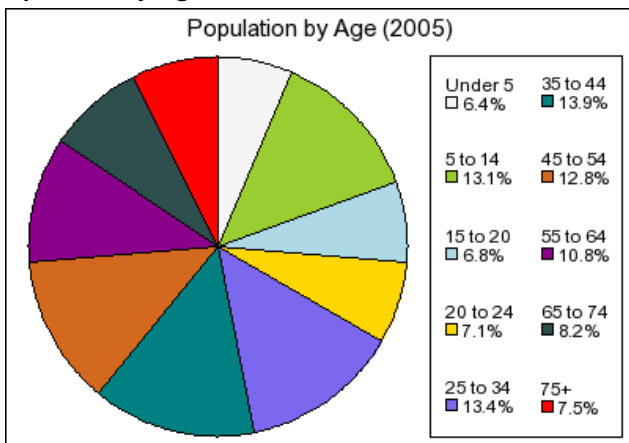
Population Demographics



The number of households in the study area in 1990 was **6,365** and changed to **7,888** in 2000, representing a change of **24%**. The household count in 2005 was **7,749** and the household projection for 2010 is **7,688**, a change of **-1%**. The population in the study area in 1990 was **16,650** and in 2000 it was **20,285**, roughly a **22%** change. The population in 2005 was **21,850** and the projection for 2010 is **23,353** representing a change of **7%**.

	1990 Census	2000 Census	2005 Estimate	2010 Projection	Percent Change	
					1990 to 2000	2005 to 2010
Total Population	16,650	20,285	21,850	23,353	21.8%	6.9%
Total Households	6,365	7,888	7,749	7,688	23.9%	-0.8%

Population by Age



In 1990, the median age of the total population in the study area was **35.9**, and in 2000, it was **37.6**. The median age in 2005 is **37.3** and it is predicted to change in five years to **38.1** years.

In 2005, females represented **51.3%** of the population with a median age of **38.6** and males represented **48.7%** of the population with a median age of **36.1** years.

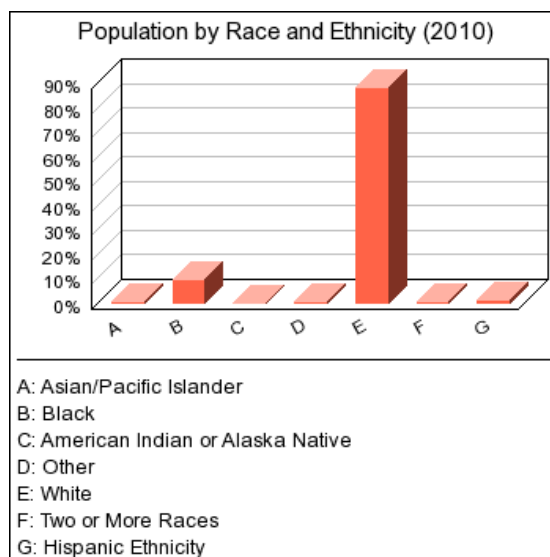
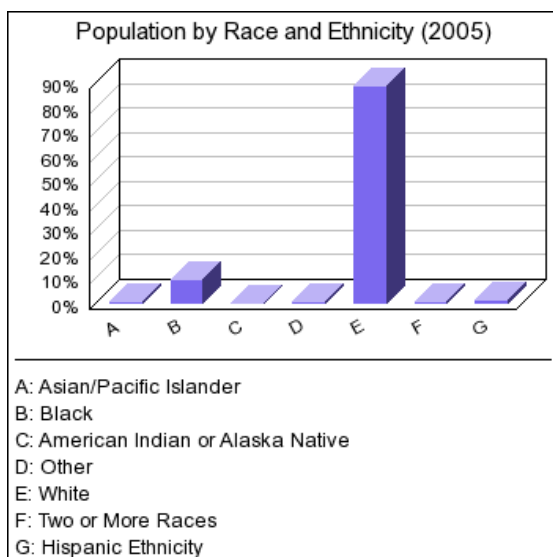
In 2005, the most prominent age group in this geography is **35 to 44** years. The age group least represented in this geography is **0 to 4** years.

Age Groups

Percent Change

	1990 Census		2000 Census		2005 Estimate		2010 Projection		1990 to 2000	2005 to 2010
0 to 4	1,074	6.5%	1,284	6.3%	1,395	6.4%	1,520	6.5%	19.6%	9.0%
5 to 14	2,149	12.9%	2,759	13.6%	2,851	13.0%	2,914	12.5%	28.4%	2.2%
15 to 19	1,306	7.8%	1,454	7.2%	1,489	6.8%	1,542	6.6%	11.3%	3.6%
20 to 24	1,223	7.3%	1,305	6.4%	1,556	7.1%	1,566	6.7%	6.7%	0.6%
25 to 34	2,370	14.2%	2,580	12.7%	2,937	13.4%	3,210	13.7%	8.9%	9.3%
35 to 44	2,243	13.5%	2,960	14.6%	3,040	13.9%	3,069	13.1%	32.0%	1.0%
45 to 54	1,935	11.6%	2,641	13.0%	2,803	12.8%	3,117	13.3%	36.5%	11.2%
55 to 64	1,761	10.6%	2,194	10.8%	2,352	10.8%	2,614	11.2%	24.6%	11.1%
65 to 74	1,528	9.2%	1,702	8.4%	1,790	8.2%	2,004	8.6%	11.4%	12.0%
75 +	1,061	6.4%	1,406	6.9%	1,631	7.5%	1,787	7.7%	32.5%	9.6%

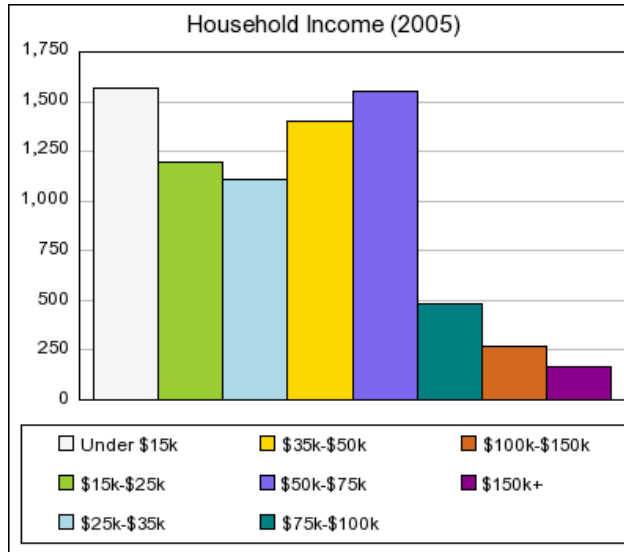
Population by Race/Ethnicity



In 2005, the predominant race/ethnicity category in this study area is **White**. The race ethnicity category least represented in this geography is **American Indian, Ala.**

Race Ethnicity	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
White	14,906	89.5%	18,153	89.5%	19,413	88.9%	20,600	88.2%	21.8%	6.1%
Black	1,681	10.1%	1,792	8.8%	2,053	9.4%	2,320	9.9%	6.6%	13.0%
American Indian or Alaska Native	29	0.2%	42	0.2%	45	0.2%	48	0.2%	44.8%	6.7%
Asian	27	0.2%	55	0.3%	72	0.3%	93	0.4%	103.7%	29.2%
Other Race	7	0.0%	84	0.4%	93	0.4%	155	0.7%	1,100.0%	66.7%
Two or More Races			159	0.8%	174	0.8%	137	0.6%		-21.3%
Hispanic Ethnicity	77	0.5%	187	0.9%	281	1.3%	373	1.6%	142.9%	32.7%
Not Hispanic or Latino	16,573	99.5%	20,098	99.1%	21,569	98.7%	22,980	98.4%	21.3%	6.5%

Households by Income

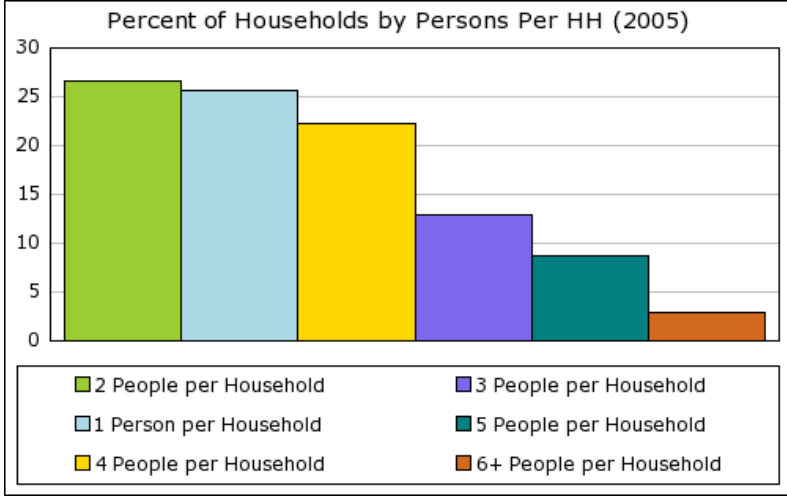
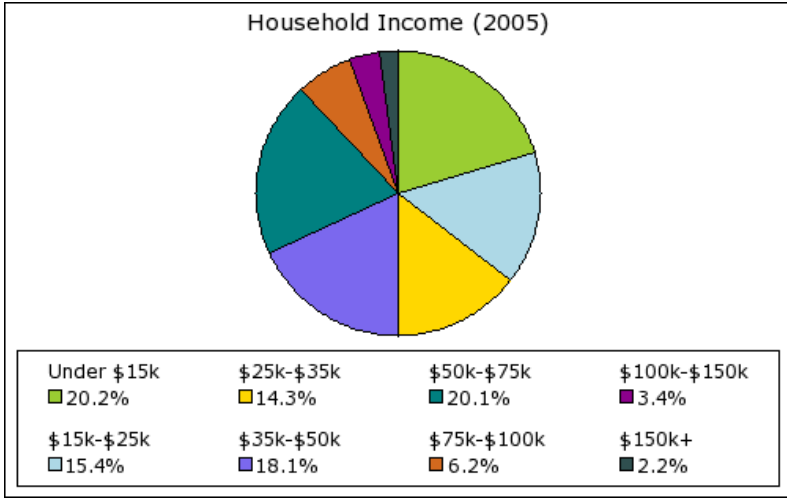


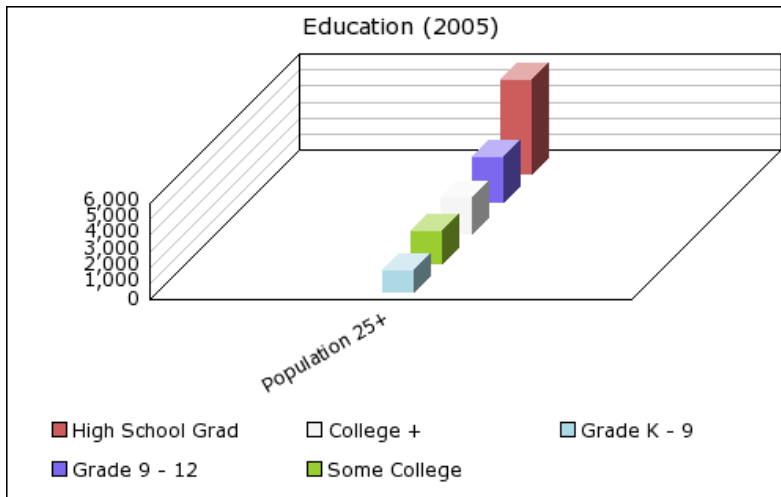
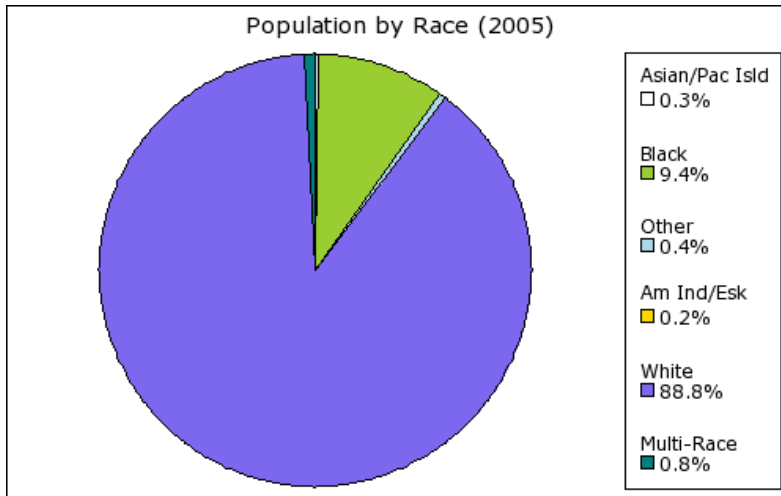
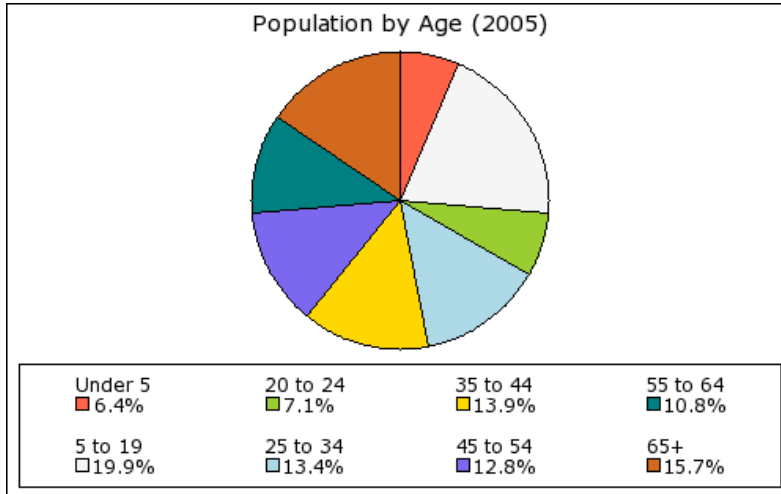
In 2005 the predominant household income category in this study area is **\$0 – \$15K**, and the income group that is least represented in this geography is **\$150K +**.

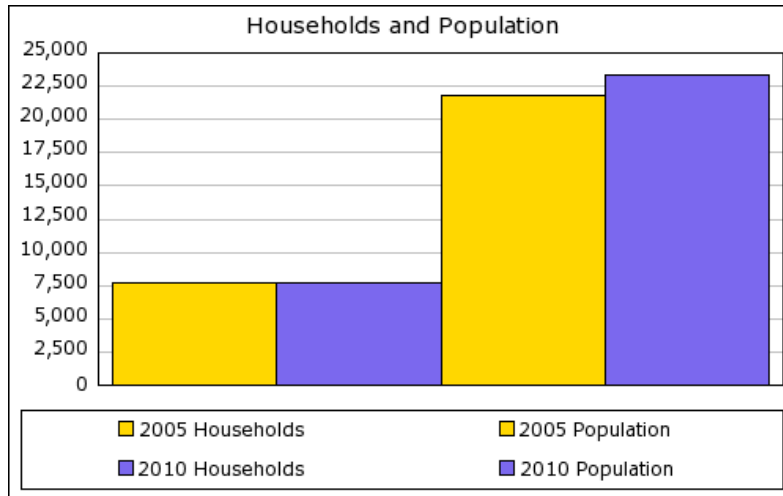
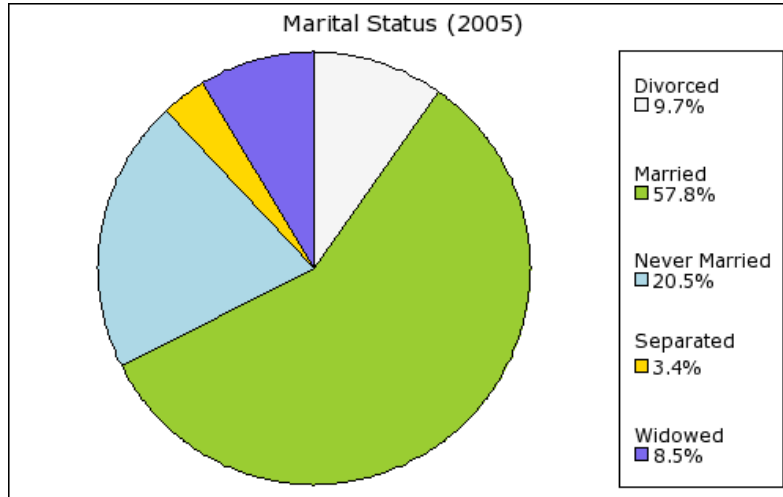
HH Income Categories	1990		2000		2005		2010		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2005 to 2010
\$0 – \$15,000	2,258	35.5%	1,728	21.9%	1,566	20.2%	1,438	18.7%	-23.5%	-8.2%
\$15,000 – \$24,999	1,308	20.5%	1,312	16.6%	1,194	15.4%	1,062	13.8%	0.3%	-11.1%
\$25,000 – \$34,999	1,125	17.7%	1,271	16.1%	1,111	14.3%	1,031	13.4%	13.0%	-7.2%
\$35,000 – \$49,999	947	14.9%	1,549	19.6%	1,405	18.1%	1,269	16.5%	63.6%	-9.7%
\$50,000 – \$74,999	525	8.2%	1,328	16.8%	1,554	20.1%	1,652	21.5%	320.3%	6.3%
\$75,000 – \$99,999	122	1.9%	368	4.7%	483	6.2%	628	8.2%	201.6%	30.0%
\$100,000 – \$149,999	58	0.9%	188	2.4%	267	3.4%	388	5.0%	224.1%	45.3%
\$150,000 +	27	0.4%	144	1.8%	169	2.2%	220	2.9%	433.3%	30.2%
Average Hhld Income	\$26,788		\$39,849		\$44,172		\$47,461		48.8%	7.4%
Median Hhld Income	\$21,567		\$32,124		\$35,031		\$38,163		49.0%	8.9%
Per Capita Income	\$10,327		\$15,496		\$16,039		\$15,993		50.1%	-0.3%

Date: 05/25/06
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Current Index Base: Entire US

Demographic Snapshot Summary Report with Charts







Date: 05/25/06

Current Geography Selection: Counties: Franklin County

Current Index Base: Entire US

Demographic Detail Summary Report

Population Demographics

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
Total Population	16,650		20,285		21,850		23,353		21.8%	6.9%
Population Density (Pop/Sq Mi)	62.5		76.2		82.0		87.7		21.8%	6.9%
Total Households	6,365		7,888		7,749		7,688		23.9%	-0.8%

Population by Gender:

	1990		2000		2005		2010		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
Male	7,961	47.8%	9,834	48.5%	10,645	48.7%	11,428	48.9%	23.5%	7.4%
Female	8,689	52.2%	10,451	51.5%	11,205	51.3%	11,925	51.1%	20.3%	6.4%

Population by Race/Ethnicity

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
White	14,906	89.5%	18,153	89.5%	19,413	88.9%	20,600	88.2%	21.8%	6.1%
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American Indian or Alaska Native	29	0.2%	42	0.2%	45	0.2%	48	0.2%	44.8%	6.7%
Asian	27	0.2%	55	0.3%	72	0.3%	93	0.4%	103.7%	29.2%
Some Other Race	7	0.0%	84	0.4%	93	0.4%	155	0.7%	1,100.0%	66.7%
Two or More Races			159	0.8%	174	0.8%	137	0.6%		-21.3%
Hispanic Ethnicity	77	0.5%	187	0.9%	281	1.3%	373	1.6%	142.9%	32.7%
Not Hispanic or Latino	16,573	99.5%	20,098	99.1%	21,569	98.7%	22,980	98.4%	21.3%	6.5%

Population by Age

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
0 to 4	1,074	6.5%	1,284	6.3%	1,395	6.4%	1,520	6.5%	19.6%	9.0%
5 to 14	2,149	12.9%	2,759	13.6%	2,851	13.0%	2,914	12.5%	28.4%	2.2%
15 to 19	1,306	7.8%	1,454	7.2%	1,489	6.8%	1,542	6.6%	11.3%	3.6%
20 to 24	1,223	7.3%	1,305	6.4%	1,556	7.1%	1,566	6.7%	6.7%	0.6%
25 to 34	2,370	14.2%	2,580	12.7%	2,937	13.4%	3,210	13.7%	8.9%	9.3%
35 to 44	2,243	13.5%	2,960	14.6%	3,040	13.9%	3,069	13.1%	32.0%	1.0%

Growth Fund 2 – Prepared on July 25, 2006

45 to 54	1,935	11.6%	2,641	13.0%	2,803	12.8%	3,117	13.3%	36.5%	11.2%
55 to 64	1,761	10.6%	2,194	10.8%	2,352	10.8%	2,614	11.2%	24.6%	11.1%
65 to 74	1,528	9.2%	1,702	8.4%	1,790	8.2%	2,004	8.6%	11.4%	12.0%
75 to 84	833	5.0%	1,061	5.2%	1,166	5.3%	1,288	5.5%	27.4%	10.5%
85+	228	1.4%	345	1.7%	465	2.1%	499	2.1%	51.3%	7.3%
Total Age 18 to 49	7,462		8,798		9,610		10,061			
Median Age	35.9		37.6		37.3		38.1			

Households by Income

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
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\$75,000 – \$99,999	122	1.9%	368	4.7%	483	6.2%	628	8.2%	201.6%	30.0%
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\$150,000 +	27	0.4%	144	1.8%	169	2.2%	220	2.9%	433.3%	30.2%
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Median Hhld Income	\$21,567		\$32,124		\$35,031		\$38,163		49.0%	8.9%
Per Capita Income	\$10,327		\$15,496		\$16,039		\$15,993		50.1%	-0.3%

Employment and Business

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 16 + Population	13,171		15,965		17,303		18,607		21.2%	7.5%
In Labor Force	7,956	60.4%	9,428	59.1%	10,182	58.9%	10,910	58.6%	18.5%	7.1%
Employed	7,600	95.5%	9,039	95.9%	9,753	95.8%	10,444	95.7%	18.9%	7.1%
Unemployed	366	4.6%	389	4.1%	428	4.2%	463	4.2%	6.3%	8.2%
In Armed Forces	0	0.0%	0	0.0%	1	0.0%	3	0.0%	N/A	200.0%
Not In Labor Force	5,215	39.6%	6,537	41.0%	7,120	41.1%	7,694	41.4%	25.4%	8.1%
Number of Employees (Daytime Pop)					7,720					
Number of Establishments					866					

Growth Fund 2 – Prepared on July 25, 2006

Emp in Blue Collar Occupations	4,842	53.6%
Emp in White Collar Occupations	4,197	46.4%

Housing Units

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Total Housing Units	7,613		9,303		9,475		9,421		22.2%	-0.6%
Owner Occupied	4,965	65.2%	6,255	67.2%	6,114	64.5%	6,038	64.1%	26.0%	-1.2%
Renter Occupied	1,400	18.4%	1,633	17.6%	1,635	17.3%	1,650	17.5%	16.6%	0.9%
Vacant	1,248	16.4%	1,415	15.2%	1,726	18.2%	1,733	18.4%	13.4%	0.4%

Vehicles Available

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Average Vehicles Per Household	1.90		1.70		2.10		2.10		-12.0%	2.1%
0 Vehicles Available	623	9.4%	501	6.4%	438	5.7%	382	5.0%	-19.6%	-12.8%
1 Vehicle Available	1,756	26.4%	2,179	27.6%	2,064	26.6%	2,008	26.1%	24.1%	-2.7%
2+ Vehicles Available	4,268	64.2%	5,208	66.0%	5,247	67.7%	5,298	68.9%	22.0%	1.0%

Marital Status

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 15+ Population	13,427		16,242		17,598		18,909		21.0%	7.4%
Married, Spouse Present	8,290	61.7%	9,313	57.3%	10,164	57.8%	10,690	56.5%	12.3%	5.2%
Married, Spouse Absent	220	1.6%	543	3.3%	602	3.4%	785	4.2%	146.8%	30.4%
Divorced	978	7.3%	1,577	9.7%	1,712	9.7%	1,950	10.3%	61.2%	13.9%
Widowed	1,292	9.6%	1,418	8.7%	1,496	8.5%	1,554	8.2%	9.8%	3.9%
Never Married	2,647	19.7%	3,391	20.9%	3,607	20.5%	3,895	20.6%	28.1%	8.0%

Educational Attainment

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 25+ Population	10,898		13,483		14,553		15,801		23.7%	-10.2%

Growth Fund 2 – Prepared on July 25, 2006

Grade K – 8	2,193	20.1%	1,328	9.8%	1,391	9.6%	1,274	8.1%	-39.4%	-8.4%
Grade 9 – 12	2,813	25.8%	2,956	21.9%	2,896	19.9%	2,807	17.8%	5.1%	-3.1%
High School Graduate	3,104	28.5%	5,052	37.5%	5,888	40.5%	6,839	43.3%	62.8%	16.2%
Some College, No Degree	1,290	11.8%	1,980	14.7%	2,074	14.3%	2,215	14.0%	53.5%	6.8%
Associates Degree	476	4.4%	611	4.5%	720	5.0%	834	5.3%	28.4%	15.8%
Bachelor's Degree	682	6.3%	866	6.4%	981	6.7%	1,137	7.2%	27.0%	15.9%
Graduate Degree	339	3.1%	528	3.9%	603	4.1%	695	4.4%	55.8%	15.3%
No Schooling Completed			162	1.2%						

Growth Fund 2 – Prepared on July 25, 2006

Current year data is for the year **2005**, 5 year projected data is for the year **2010**.
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Addendum Data Methodology

The demographic data used in STDB Online are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from Experian's INSOURCE™ household level data file, the Census Bureau's American Community Survey (ACS) results, current year estimates from the Census Bureau, Postal Service delivery counts, and economic forecasts from private sources. In addition:

- * A unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections (other than total population and households) introduce unacceptable levels of uncertainty.
- * Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- * AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- * Also included are Medicare eligible population counts at the ZIP code level, including population by sex and 5-year age cohorts, provided by the Health Care Financing Administration of Social Security. These counts provide a very accurate local count of the population aged 65 and higher.
- * With a foundation of the Experian household level databases and over fifteen years of experience in demographic forecasting, AGS offers the highest quality demographic estimates in the marketplace today.
- * AGS made extensive efforts to incorporate the Census Bureau's American Community Survey (ACS) results in the 2005 estimates. The ACS is an annual survey which over the course of several years will result in a national rolling estimates database which is eventually intended to replace the decennial SF3 sample database. The ACS results at the county scale are an excellent means of tracking demographic attributes over the course of the decade. ACS results were used at the state level and for two hundred and forty-one counties accounting for just over 60% of the nation's population.

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