October 2nd, 2014

Welcome to the Eighth Annual National Team Selling Competition! We are looking forward to meeting all of you when you arrive at the Indiana University campus in Bloomington, Indiana on October 16th.

We hope everyone will find the case challenging as well as learn from the experience. At the same time, we want everyone to have fun working with your teams, interacting with Altria and 3M and meeting students from universities across the United States.

As the corporate sponsors of the competition, we worked closely with the faculty and staff at the Center for Global Sales Leadership at Indiana University's Kelley School of Business to develop a case that would showcase your abilities. Our goal is to give you the opportunity to take your classroom knowledge and experience and apply those skills in a selling situation that is realistic and relevant in today's market.

The Altria and 3M employees participating in the case competition have a wide range of sales and other career experiences. During your visit, we hope you will take the opportunity to get to know us better.

On behalf of Altria Group Distribution Company and 3M, we wish you good luck and great selling!

Altria

3M

2014

Case Overview and Objectives

Note: The case is a fictional situation.

The following case situation was developed for the Indiana University National Team Selling Competition presented by Altria Group Distribution Company and 3M. Although it reflects real-life conditions, both the company you are representing and the account you are selling to are fictitious. All similarities to actual companies are coincidental and unintended. Any actual trademarks used or mentioned are the property of their respective owners.

In this case, you will find the use of actual and fictional market data about the food industry to develop the case scenario. The market and volume data is not intended to reflect real life market data for companies mentioned. The selling situation depicts a fictitious grocery. The market volume and pricing data for the account has been fabricated. Market information about the company you are representing was also fabricated.

Case Overview

At Simply Salt, your current responsibilities include sales and marketing in top accounts. As one of the top performing managers, you are always looking for ways to grow the business that align with the client's needs. This week you and your sales team are meeting with an existing account, Our Foods.

Our Foods is a chain of unique grocery markets located throughout the United States. Boasting 237 stores, each store is catered to the local community to enjoy the roots of their heritage. Each offers a variety of local foods with knowledgeable staff that can share how to care for the foods and prepare them.

Case Objectives

Your sales team represents the company Simply Salt and has two appointments scheduled with Our Foods. Following the appointments, if chosen as a top three finalist, you will present at the Our Foods National Sales Manager Meeting to get their organization excited about the new private label salty snack launch. Time is limited, so being prepared will be essential for success. Your objectives are:

1) Sell the benefits of Our Foods partnering with Simply Salt
2) Create a brand name for the private label salty snacks and sell how the eight designated SKUs and one newly-created flavor will appeal to the recommended test market
3) Design a social media plan to launch the new private label salty snack with specific steps to appeal to the Hispanic population within the 25-34 age demographic in the test market

First Appointment (15 Minutes)

Your team will be meeting with Dusty, the Lead Buyer from Our Foods. Your primary objectives are to gather information and test possible solutions. You will need to sell the benefits of partnering with Simply Salt and convey rationale for the city you have chosen as the test market.

Second Appointment (20 Minutes)

Your team will be providing a sales presentation to Dusty and Ollie, the National Manager of Our Foods. In the first half of the meeting, you will sell how the eight designated SKUs and new private label snack will align with your chosen test market. The new flavor can be used on any of the Simply Salt base product lines. In the second half of the meeting, you will deliver a Launch Presentation for the new SKU. It should include the social media plan with specific steps to appeal to the Hispanic 25-34 age demographic in the test market.

Final Round (10 Minutes) TOP 3 FINALISTS ONLY

If selected, your team will present at the Our Foods National Sales Managers Meeting. This meeting includes all Sales Managers throughout the U.S. You will have a maximum of 10 minutes to share the Launch Presentation from your second appointment. Your goal is to generate excitement about the private label launch to the Our Foods Sales Managers. The Launch Presentation provided on the zip drive submitted at the second appointment will be the only presentation allowed. No new materials are permissible.

Our Foods

A Time of Change

Mom and Dad opened their corner grocery in 1952. There was sparse competition in the early days with few fast-food restaurants and limited carry out. Almost every meal was prepared and eaten at home. In 1974, Dad began slowing down, and Ollie soon found that daily management of the store was now on his plate. Ollie loved the idea of providing food for the neighborhood. He felt pride that the groceries the store supplied would bring families together. In October 1977, the mayor announced that GroCo, the nation's largest supermarket chain, was going to break ground on a new store within two miles of Ollie's family store. As a member of the town council, Ollie was contacted by many small shop owners asking what they could do to stop GroCo from building a new store in town. Many of the owners' stores were even smaller than Ollie's.

Ollie understood how important the new GroCo would be to their community. Ollie had made contact with several other small business owners across the state during his involvement raising money for the Children's Hospital Organization. He had learned that the addition of a GroCo to a community was actually a sign of a growing marketplace. Many of the owners shared with Ollie how businesses and communities thrived after new GroCo stores opened. The ultimate result was thousands of good-paying jobs; however, Ollie knew that the survival instinct of many small business owners in his town would be to fight the GroCo permit process. His role as a civil servant demanded that his first priority be what was best for the community

Ollie knew the issue would not go away, the community was about to face major change. As he walked home, he felt a chill on the back of his neck from the cool, October breeze. A shiver ran across his shoulders and down his back, and he shuddered and squinted at the setting sun. There was change all about that evening. The trees were aglow, their leaves turning to bright yellow and orange preparing for winter. The town had to prepare for change as well.

Ollie thought about his contacts across the State and what he had learned from them. He had heard stories of how major retailers had impacted local business when they moved into town. There were two very different emotions generated. One group feared the new competition, and another group was excited for the future. The interesting thing to Ollie was that they were both right. Those that were fearful usually tried to fight to stay the same. They cut service, prices and inventories to match everyone else in their towns. Many had not been successful. The second group took a different approach. They identified their own strengths and made plans to capitalize on the growth that would come with these new businesses. The path to success was clear. Ollie needed to identify his strengths in the coming environment

Ollie arrived at his office before the sun rose the next morning and began listing what he saw as strengths and weaknesses in the coming months. Ollie knew the community well, because he had grown up there. As people with different heritages had moved in, he welcomed them, listened to them and added new lines in his store to make them welcome. His biggest strength was his tie to the community and his ability to appeal to each group

on a personal level. He also knew that these were areas of opportunity for GroCo. They existed to provide the same goods at the lowest cost in every community they entered. They were very good at what they did. They sold a lot of basic products for low prices. Their employees kept the shelves stocked but were not knowledgeable about the products they sold.

As Ollie began thinking about ways to sell more specialty olives than the new competition, there came a knock on his office door that would change everything. Ollie remembers being startled by the knock and looking at the clock; it was exactly 5:52 AM. At the door was Mr. Kapitz, he owned a Bohemian Bakery and had just delivered a load of bread for Ollie to sell that day. The 73 year old still delivered his fresh goods every morning. Today, Mr. Kapitz had more than bread on his mind. He slowly sat down in the chair across the desk from Ollie. His bushy white hair framed his head like a lion as he leaned forward in his seat. He adjusted his thick, black-rimmed glasses as he leaned forward and peered over the top of the thick rims. "We need to change," he began, "People making separate stops for bread, meat and milk is old. People want to save time. I deliver bread to you, the meat store, the deli and the restaurants. You all are very good at what you do, but people are moving faster, and they want fewer stops." He raised his head and looked skyward, "I want fewer Stops!"

Ollie felt a rush of excitement. His back straightened as the concept rolled around in his head. He could feel a pulse of energy rush through his shoulders and down through his fingertips. He sat upright, gripped the edge of his desk and asked Mr. Kapitz, "Do you think others will listen?" Mr. Kapitz rose from his chair, raised his index finger and pointed it at his temple, "The ones that think about the future will." Over the next two weeks Ollie and Mr. Kapitz held meetings with several local businesses. There were delis, restaurants, bakeries and shops catering to local ethnicities. Ollie and Mr. Kapitz sold the idea of a single store where customers could make one stop to buy food and products unique to their communities from people who were knowledgeable about the market and the products. The idea of "Our Foods" was born. The excitement rose as one after another began to see Mr. Kapitz's vision, and the idea took root. While the business owners would maintain their current store fronts, they viewed Our Foods as an opportunity to expand. Those sharing the vision came together with a plan for the future.

Local Owners Dream Becomes Reality

The first Our Foods store opened in 1978, a few months before GroCo. The store was unique. The perimeter of the store featured eight different 20' x 20' mini stores with a wide variety grocery items tailored to the local market on gondolas in the middle of the store. Each mini store featured specialty items from the local business owners. They were staffed by people who were willing and able to answer questions about their products and offer recipe suggestions. In the rear of the store, there were three hot food areas operated by local restaurants.

When GroCo opened, store traffic slowed. Many of the owners thought they were doomed. Then gradually the customers began coming back. Many of the customers were coming to Our Foods after going to GroCo. These customers were buying their basic staples at GroCo and then stopping by Our Foods to buy specialty items where they could talk to someone to learn about the products. The specialty products being sold at Our Foods delivered high profits with healthy margins.

Ollie began tracking their customers. When visiting the store, each customer shopped, on average, at three of the specialty mini stores, and many continued to the grocery aisles. Customers were given the chance to sign up

for monthly Our Foods Rewards. This allowed them to be eligible to win a free meal at one of the local businesses represented in the store. Each month, fifty of the Our Foods Rewards members were invited to a customer feedback lunch. At the lunches, Ollie and the business owners went from table to table asking questions and gathering feedback. These sessions led to ideas such as meal of the week, wine and beverage suggestions and home delivery that the store implemented. The sessions also provided timely feedback on innovative ideas.

Not only were the shop owners able to survive, Our Foods thrived and began attracting people from miles around. Within three years the store was featured in two national magazines as "The Unique Store" where different cultures shop to buy "Our Foods" to savor "Our Flavors". The timing of the concept was perfect. America was awakening to embrace its heritage. Our Foods provided the opportunity to sample diverse flavors in one stop. Mr. Kapitz's idea to come together was succeeding.

As Our Foods popularity and foot traffic increased, many people expressed their desire to have an Our Foods store in their own neighborhood. Ollie began to think of expansion and decided to present the idea at a monthly meeting of the owners. A committee was appointed to research the possibility of expansion. The committee visited three cities where recent visitors had expressed interest. In each city, the committee assembled a group of local shop owners to discuss the concept and test for their willingness to participate or invest. They found that most local owners were more willing to participate than invest.

The committee reported their findings, and in 1984, Our Foods began their expansion. Each store followed the same concept as the first. There were eight perimeter mini stores offering goods from area merchants and three hot food areas staffed by local restaurants. The New Orleans location buzzed with Cajun music and cuisine. In Lancaster, Pennsylvania there was Dutch and German flair complete with Oktoberfest music. In Miami, the festive Latin atmosphere even featured a dance demonstration on the weekends. Each location appealed to the desire of the local community to enjoy the roots of their heritage while sampling the flavors of others in their community. While the formats were the same, the mix of mini stores was different for each community. As a result of the expansion, Ollie stepped away from his store manager role at the first local Our Foods store to take on more responsibility. Ollie is now the National Manager at Our Foods, which has grown to 237 stores across the United States. He has four Regional Managers reporting to him.

Identifying Customer Needs

In each community, Our Foods found people eager to embrace their local heritage and reward a store that offered a variety of local foods with knowledge about what they were and how to prepare them. Each location continued to conduct monthly customer feedback lunches to stay on top of local trends. Sign-up boxes were replaced by loyalty cards that consumers scanned when they entered each mini store. The data and feedback collected placed Our Foods in the forefront of understanding their customers and responding to their needs. Since 2010, Our Foods has seen two alarming trends in their data. First, their customer base, while very loyal, has been getting older at a rapid pace. Second, while they have mastered staying in touch with their customers through e-mail, they have not developed a way to reach current or potential customers with social media. Monthly meetings since April noted 27% of customers asking for new ways to connect with Our Foods. One of

Our Foods top priorities for the year is developing social media contacts with a special emphasis on using it to attract the profitable 25-34 age demographic to solidify future sustainability.

As the economy slowed, customers began asking Our Foods managers for lower price options. Our Foods decided it was time to add a private label. The Detroit location was the first to add a private label line of Our Foods canned vegetables called VegOut. A contract was signed with the lowest priced vendor submitting a bid. When they measured sales after 10 weeks, they found that 27% of their customers tried the lower priced canned goods, but repurchase rates were only six percent. Further research indicated that the quality of VegOut did not meet the Our Foods customer expectations. Customers wanted high quality alternatives at a lower price. Monthly customer feedback panels found that 22% of customers that tried VegOut were so dissatisfied, that they strongly considered shopping at a competitor. Over half of those that tried VegOut told three or more friends about their dissatisfaction. This experience helped Our Foods re-examine their processes. Our Foods realized they had strayed from their strength. They acted without complete information and a strategic plan when they added private label vegetables. They realized that for any private label to be successful in Our Foods, it had to offer quality as well as a low price.

A framework was developed with Our Foods. The process had three main components. First, identify the situation; second, gather the facts and agree on solution; third, test the solution. The process was implemented, and a new supplier for private label vegetables was found. The supplier was not priced as low but offered quality scores on par with national brands. The Our Foods canned vegetable line was re-launched in Detroit. To overcome the dissatisfaction with the original launch, every customer visiting the store for the first two weeks received a free can of Our Foods vegetables. The quality of the new line met customer expectations. The free can offer not only overcame the dissatisfaction from the first launch but spurred the new line to gain 19% of sales in the first six months.

In 2009, the Our Foods canned vegetable line was added to all stores in the United States. After one year on the shelf, the private label canned goods line attained a 15% share of canned vegetable sales. It delivered a profit margin of 12% versus the eight percent of the national brand canned vegetables carried by Our Foods. Since it was a private label and exclusive to Our Foods, its success led to the desire to find additional lines of private label products.

What is a Private Label?
Private label products are typically manufactured by one company for offer under another company's brand. Private label goods are available in a wide range of industries from food to cosmetics to web hosting, etc. They are often positioned as lower cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands.

Focusing on Quality

To protect from another customer service disaster, Our Foods remains committed to a quality-centered process to select private label products. For each new product, Our Foods researches their category performance, asks

customers for feedback and then decides the optimal number of items or stock keeping units (SKUs). When selecting a supplier, they conduct interviews with each supplier's existing customers, reach out to get consumers feedback and do extensive research into their financial stability. This process is used to narrow the field to seven potential suppliers. These potential suppliers are then asked to come to Our Foods Headquarters and present their SKUs and implementation plan. Each of the seven potential suppliers has two appointments. During the first appointment they are given the opportunity to ask questions to gather information for their proposal. During the second appointment, the supplier makes a sales presentation to Ollie, the National Manager of Our Foods. Ollie then selects the best supplier. Whenever possible these selection meetings are timed to coincide with Our Foods National Sales Managers Meetings. This timing permits the winning supplier to share their new private label products and marketing plan to the entire Our Foods store management team.

One issue discovered early in their process was inconsistent demographic data presented in supplier proposals. To promote consistency, Our Foods implemented a source requirement that only current U.S. Census Data can be used. Since 2009, private label product lines have been added to paper products, laundry detergent, pet food and coffee. Key targets for this year include salty snacks, bottled drinks, cereal and condiments. The quality-focused process has allowed the private label SKUs to perform 30% better than private labels SKUs in U.S. supermarkets.

The first category that Our Foods will tackle this year is salty snacks. Research indicates that salty snacks are not only a viable and growing category, but that they also are very appealing to the 25-34 age demographic. The Our Foods private-label team has narrowed its list of potential suppliers to seven. The Our Foods team has decided to test nine SKUs that offer the best fit to the test market demographics and preferred tastes. This will include eight designated SKUs requested by Our Foods, plus one newly-created SKU that will have a flavor that appeals to the local test market.

The seven suppliers have been selected based on their track record as quality suppliers, and their ability to devise a flavor that will link to local markets. The meetings with each potential supplier are scheduled for this week. There are several considerations that will be used to select a partner for Our Foods. One will be the supplier's ability to help us connect with the Hispanic 25-34 age demographic as these consumers attribute to future success. Another will be based on each supplier's plan to launch the new private label salty snack with a social media campaign. The list of geographies to test market the products has been narrowed down to the following six cities:

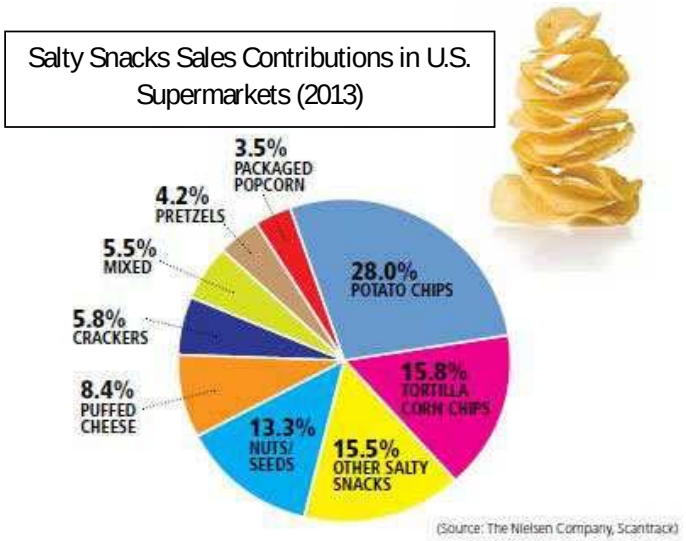
- Albuquerque, NM
- Austin-Round Rock-San Marcos, TX
- Denver-Aurora-Broomfield, CO
- Las Vegas-Paradise, NV
- Orlando-Kissimmee-Sanford, FL
- San Francisco-Oakland-Fremont, CA

Salty Snack Category Performance

Our Foods shared the following data with each of the prospective suppliers on salty snack category contributions and sales in U.S. supermarkets. Additionally, Our Foods shared the sales of their current salty snack category.

Average Salty Snack Sales Per Store

Salty Snack Variety	2012	2013
Potato Chips	$643,335	$681,935
Tortilla Corn Chips	$483,164	$491,861
Other Salty Snacks	$374,320	$397,214
Nuts/Seeds	$355,663	$387,673
Puffed Cheese	$127,754	$130,309
Crackers	$221,210	$229,837
Mixed	$159,383	$174,844
Pretzels	$135,089	$147,247
Packaged Popcorn	$126,509	$132,455
Total	**$2,626,427**	**$2,773,374**



Average Salty Snack Sales Per Store				
	U.S. Supermarkets (All Sales)		U.S. Supermarkets (Private Label Sales)	
Salty Snack Variety	**2012**	**2013**	**2012**	**2013**
Potato Chips	$214,445	$233,365	$17,156	$20,069
Tortilla Corn Chips	$120,791	$125,389	$14,495	$16,301
Other Salty Snacks	$118,580	$128,238	$13,159	$12,236
Nuts/Seeds	$101,618	$112,222	$6,097	$7,856
Puffed Cheese	$63,877	$65,582	$3,833	$3,935
Crackers	$44,242	$46,420	$4,867	$5,385
Mixed	$41,943	$46,145	$7,550	$8,721
Pretzels	$32,164	$35,134	$7,076	$8,432
Packaged Popcorn	$26,356	$27,830	$6,325	$6,401
Total	**$764,016**	**$820,325**	**$80,557**	**$89,335**

Based upon Our Foods research into their existing category and available space, they will be limited to adding a total of nine SKUs of private label salty snacks in the test market. Eight of these SKUs have already been selected based on industry-wide data. The ninth SKU will be a suggested product and flavor from each potential private label supplier that will appeal to the test market and help expand Our Food's demographic base.

Private Label Salty Snack Expansion- Designated SKUs		
Salty Snack Variety	**Flavor**	**Size**
Potato Chips	Original	10 oz.
Potato Chips	BBQ	10 oz.
Tortilla Corn Chips	Original	10 oz.
Tortilla Corn Chips	Nacho Cheese	10 oz.
Soft Puffed Cheese	Original	10 oz.
Crunchy Puffed Cheese	Original	10 oz.
Pretzel Twists	Original	8 oz.
Pretzel Sticks	Original	8 oz.

Simply Salt

Simply Salt History

Kenneth was always a scientist at heart and loved experimenting. He mimicked his father's love for birds and soon began making his own bird seed to attract rare birds to his home. He quickly found that sunflower seeds attract the widest variety of birds. Birds love both the black oil "oilers" and striped sunflower seeds, unfortunately so do squirrels. Kenneth began to experiment with different seeds and seed mixtures. He tried pumpkin, safflower, white proso millet, corn, peanuts, flax, milo and others. Of course, he tasted the seeds as he experimented. The key ingredient that set his creations apart was a dash of specialty salts.

In high school, Kenneth took a Food Science class and, to his surprise, learned a few interesting facts including how salt is made. Salt is chemically defined as the product formed as a reaction between an acid and an alkali. Salt adds a distinct taste and flavor to food, and is also essential for the body. Common salt (table salt) or sodium chloride (NaCl) is found in many forms, and each of these has their own distinct flavor. There are five popular types of salts including table salt, iodized salt, kosher salt, sea salt and rock salt. Kenneth always used sea salt or rock salt with his seeds, knowing the birds would seek out the original taste and consistently return for more.

Sea salt is obtained by the evaporation of sea water, and there are a wide variety of sea salts available in the market. One can even purchase exotic sea salts from different regions of the world. In contrast, rock salt is mined from under the earth in salt beds. Salt beds are located in places which were once under the sea and were formed by the sedimentation of salts for millions of years. Rock salt doesn't readily dissolve in water. This makes it a unique ingredient for cooking.

Kenneth's seed creations were so good that he found himself snacking as he filled his bird feeders, but he never thought about mass producing them until the fall of 1954. On Halloween, Kenneth forgot to purchase candy to pass out to neighborhood children. As the doorbell rang, Kenneth panicked and quickly bagged some of his bird seed in desperation. The next day, as he walked his dog, six neighbors sought out Kenneth and thanked him for the homemade nutritious treats for their children. As it turns out, Kenneth's seeds were as attractive to people as they were to his winged friends. At Christmas time, he gave home-grown sunflower and pumpkin seeds to family and friends. Soon he had requests for seed orders, and a small business was born. The salty snack food company, Simply Salt, was founded in 1955. Products were made out of Kenneth's home until 1965. That year he invested in a warehouse and built an industrial size "Innovation Kitchen". The Innovation Kitchen was used to create and test unique flavor combinations. As business continued to grow, Kenneth looked for additional ways to build a solid future for Simply Salt. Through his research and experimentation, he made two key power moves that propelled the company forward.

Kenneth became interested in the research of Virginia Collings. She too had an interest in food science. In 1974, she confirmed that all tastes exist on all parts of the human tongue, but the thresholds of sensitivity differ. In different areas, the tongue was more sensitive towards different tastes including bitter, sour, salt and sweet. Taste helps people detect harmful or beneficial substances. Sweetness helps to identify energy-rich foods while bitterness serves as a warning sign of possible poisons.

The Flavorador (flā-vor-ā-dor)

Collings research initiative sparked an idea for Kenneth. Knowing that taste is the sensation produced when the food chemically reacts with taste buds, he sought to create a machine that could shape flavor crystals to be better received by the specific bitter, sour, salty and sweet receptors on the human tongue. As a result, when a person consumed a product with the crystals, it would create a unique and more flavorful experience. The products would produce a higher flavor sensation for consumers. Kenneth worked with an engineer for four years to build this type of machine, and he lovingly deemed it the "Flavorador". The Flavorador developed crystals shaped to deliver more flavor to the sensory areas of the tongue. Sweet and bitter tastes are created when substances bind with G protein-coupled receptors. Saltiness and sourness are created when hydrogen ions enter taste buds. The crystal shapes created by the Flavorador enabled Kenneth to develop any flavor sensation he could imagine.

The Flavorador was patented in 1978 to protect his invention. In 1979, Kenneth contracted with a salt mining company based in Laramie, Wyoming to purchase a rare form of salt. The Kohyto salt mined there has a unique combination of traditional sodium chloride and a minute trace of selenium. This unique combination was found to excite human taste buds 27% more than traditional salts. Purchasing from this company allowed him to get large salt shipments at wholesale prices. With affordable quality raw materials and the Flavorador, the Innovation Kitchen was boundless. Simply Salt has the capability to mass produce specialty items, including gourmet salts. As Kenneth watched his company grow, he wanted to provide the best foods available for future generations. He continued his food science research, and in 1997, the Flavorador II was born. Unlike its predecessor, this machine operated off 100% all-natural, organic ingredients. No longer were artificial flavors used. All consumable creations were infused with natural flavor combinations. Kenneth declared the Flavorador II was "the tongue-teasing, flavorful delivery system to take Simply Salt into the future."

Simply Salt continues to be known for creativity and for producing premium quality products. The Innovation Kitchen continues to be a distinctive advantage versus other manufacturers. The Innovation Kitchen can customize products based off of client needs and desires. The Flavorador II enables Simply Salt to develop any flavor that is requested. It can customize taste preferences to meet the needs of any consumer group. With a state-of-the-art distribution network, Simply Salt can delivery product to stores within 48 hours of being created. Through six months of rigorous testing, the Flavorador II consistently provided consumers with 35% more flavor than other comparable products. Each of Simply Salt's products achieved a 90% or greater satisfaction level with consumers compared to the industry standard of 68%.

Simply Salt continues to strive to meet consumer needs. Continual growth and research is a key cornerstone for the growing manufacturing company. Research shows that human taste perception fades with age. On average, people lose half their taste receptors by the time they turn age 20. The basic tastes contribute only partially to the sensation and flavor of the food — other factors include smell, texture and temperature. Simply Salt leverages the Innovation Kitchen to master all of the taste factors to maximize the flavorful experience for every age group. Knowing that a large segment of Simply Salt's consumers are above the age of 20, the company has gone to great lengths to understand their consumption habits, preferences and emerging trends. Simply Salt has produced flavor combinations unprecedented in the food industry, most recently with the introduction of their broccoli, cheese and chive flavors.

Simply Salt has grown to a multi-million dollar manufacturing business with 14 base product lines and distribution facilities in five states throughout the U.S. Base products are run through the Flavorador II to create unique combinations. For example, blueberry cinnamon Fleur de Sel sunflower seeds were created last year to meet a customer request. Simply Salt creates original private label products to fulfill their customer needs.

Simply Salt Base Product Lines	
Variety	**Size**
Gourmet Salts	3 oz. / 6 oz. / 9 oz.
Pumpkin Seeds	8 oz. / 10 oz.
Sunflower Seeds	8 oz. / 10 oz.
Nuts- Peanuts	6.3 oz. / 16 oz.
Nuts- Almonds	6.3 oz. / 16 oz.
Crackers	8 oz. / 10 oz.
Trail Mix	12 oz. / 16 oz.
Potato Chips	8 oz. / 10 oz.
Sweet Potato Chips	8 oz. / 10 oz.
Vegetable Bite Chips	8 oz. / 10 oz.
Tortilla Corn Chips	8 oz. / 10 oz.
Puffed Cheese	8 oz. / 10 oz.
Popcorn	8 oz. / 10 oz.
Pretzels	8 oz. / 10 oz.

Kenneth is widely known throughout the industry as the "Father of Flavor". Simply Salt is so good at flavors that a side business sprouted organically as a result of Kenneth's research. Within Simply Salt headquarters, there is a consulting wing that contracts with multiple national restaurant chains and four of the top ten culinary institutes in the U.S. Simply Salt performs studies, focus groups and data research on emerging flavors and flavor trends. They focus on key demographic trends and help other companies reach their target markets. Simply Salt is renowned for their extensive research capabilities and their relentless pursuit to meet their customer's needs.

Simply Salt Today

Monty has worked at the Simply Salt headquarters in Fairfield, Ohio since July of 2001. In Monty's current role, the responsibilities include sales and marketing in top accounts. In this team-focused company, every employee is always looking for ways to grow the business that align with the client's needs.

At Simply Salt, annual employee performance is determined by three elements:

1) Simply Salt distribution growth (number of stores and SKUs)
2) Simply Salt volume change
3) Product/marketing innovation

The innovation objective is to develop a new flavor and marketing campaign for a salty snack that aligns with emerging consumer trends and taste preferences. Each individual is challenged to stay abreast of consumer insights to provide superior service to all clients. Once a new flavor and marketing campaign is developed, it can be used as a method to improve Simply Salt distribution and volume.

One of Monty's accounts is Our Foods. Simply Salt has been doing business with Our Foods for the last six years supplying gourmet salts for on-site cooking needs. There are many similarities of the two businesses. Both focus on quality and affordability. At least three times a year, Monty has attempted to gain further business

from Our Foods by offering additional products. Monty meets with the Our Foods lead buyer, Dusty, twice a year to discuss business trends and account needs. Dusty is new to Our Foods and eager to make a mark.

Last week, Monty received a text message from Dusty. It was not uncommon for Dusty to text with a question, but this one was different. The message said, "Salty snack upgrade for 2015. We need a F2F." Once Monty figured out that F2F meant "face-to-face", a phone call was immediately placed. Dusty shared that Simply Salt was in the top three companies that Our Foods wants to meet with in the next two weeks. Dusty explained that Our Foods will be adding a private label salty snack line and plans to partner with the company that "best meets our needs". The salty snack upgrade was one part of a company overhaul to meet the needs of their customers by introducing new private label lines. Monty had been aware of Our Foods process in sourcing suppliers. He was happy that he had taken the time to sell the quality and values of Simply Salt over the last six years. Monty was eager to set up the meeting, but wisely chose to be the last of the three companies. Preparation is going to be the key in securing this sale.

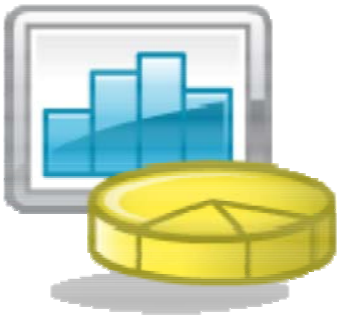
The meeting is set for two weeks from today. Simply Salt always operates with team selling for big accounts, and typical teams have four to five people. Monty will need to get a solid team together to prepare and sell their salty snack line-up. The team needs to create a persuasive sell story to convince Our Foods that Simply Salt is the best company to help them succeed. Monty and the sales team meet and decide the key topics for the big meeting. If Our Foods is looking for the company that best meets their needs, Simply Salt must uncover their needs and stress why they can provide the best partnership.

Monty's plan to win the private label salty snack business at Our Foods is to research each potential test market's demographics, identify each market's flavor profile and develop a unique flavor recommendation based on the U.S. Census demographic information.

Monty is confident that Simply Salt's ability to research public data will allow them to identify the best flavor option. Combined with the Flavorador's superior ability to deliver flavor, Monty is confident they will win the contract. Once a new SKU is created, Monty will need to create an exciting launch campaign with a brand name for the private label salty snack and marketing to support it. Monty's team is ready for this challenge!

Simply Salt Salty Snack Price List					
Salty Snack Variety	**Count**	**Size**	**Case Cost**	**Unit Cost**	**Suggested Retail Price**
Seeds	24	10 oz.	$16.48	$0.67	$1.09
Nuts	24	6.3 oz.	$17.52	$0.73	$1.19
Crackers	24	10 oz.	$19.73	$0.82	$1.39
Trail Mix	24	10 oz.	$21.67	$0.90	$1.49
Potato Chips	24	10 oz.	$17.52	$0.73	$1.19
Sweet Potato Chips	24	8 oz.	$17.52	$0.73	$1.19
Vegetable Bites	24	8 oz.	$19.23	$0.80	$1.29
Tortilla Corn Chips	24	10 oz.	$16.84	$0.70	$1.09
Puffed Cheese	24	10 oz.	$18.48	$0.77	$1.29
Popcorn	24	10 oz.	$15.52	$0.65	$0.99
Pretzels	24	8 oz.	$17.52	$0.73	$1.19

U.S. Census Data



During Simply Salt's research, Monty's team accessed the 2012 U.S. Census to gather facts on Our Foods potential test markets for the private label salty snacks. Attachments to this document include the following 2012 U.S. Census Data Reports:

- Table B-3 Metro Areas – Population by Age, Race and Sex
- Table B-7 Metro Areas – Median Income, Household Income, Distribution and Poverty Status
- Table 23 Metro Statistical Areas, Population by Race and Hispanic or Latino Origin

Table B–3. Metropolitan Areas — Population by Age, Race, and Sex

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)						
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone	Hispanic or Latino origin,[1] (percentage)	Males per 100 females
Abilene, TX	7.5	13.1	16.8	13.3	12.3	13.3	9.6	7.1	4.7	2.2	89.0	7.1	1.3	0.8	0.1	20.2	99.8
Akron, OH	5.9	12.8	14.4	12.2	13.5	15.7	11.9	6.9	4.7	1.9	84.8	11.9	1.8	0.2	(Z)	1.2	94.1
Albany, GA	7.1	14.2	15.6	13.0	12.7	14.0	11.3	6.5	3.9	1.6	48.0	50.0	0.9	0.3	(Z)	1.6	90.3
Albany-Schenectady-Troy, NY	5.5	11.6	15.2	13.2	13.7	15.2	12.1	6.7	4.8	2.2	87.6	7.6	3.0	0.3	(Z)	3.4	95.5
Albuquerque, NM	7.4	13.5	13.8	14.3	13.3	14.3	11.2	6.4	4.0	1.7	85.8	3.7	2.0	6.2	0.2	44.6	96.9
Alexandria, LA	7.2	14.0	13.4	13.8	12.7	14.2	11.1	7.3	4.5	1.8	68.5	28.8	0.9	0.8	(Z)	2.1	93.0
Allentown-Bethlehem-Easton, PA-NJ	6.0	12.4	13.2	12.1	14.1	15.7	11.6	7.0	5.3	2.5	91.4	4.7	2.4	0.2	0.1	11.3	95.6
Altoona, PA	5.8	11.5	12.2	12.7	12.7	15.2	12.6	8.1	6.4	2.8	97.0	1.6	0.5	0.1	(Z)	0.7	93.1
Amarillo, TX	8.0	14.4	14.9	14.4	13.2	13.6	10.1	5.8	3.9	1.7	89.3	6.4	1.9	0.9	0.1	24.0	99.6
Ames, IA	5.7	9.8	30.8	15.0	9.7	10.5	8.3	4.9	3.5	1.9	90.6	2.3	5.7	0.2	0.1	2.2	107.0
Anchorage, AK	7.6	13.8	15.0	15.7	14.3	15.9	10.6	4.5	2.0	0.7	75.6	5.8	5.3	7.6	1.0	7.1	105.5
Anderson, IN	6.2	12.3	12.4	13.0	13.7	14.1	12.4	8.2	5.4	2.3	89.8	8.3	0.5	0.3	(Z)	2.3	99.4
Anderson, SC	6.6	13.1	12.2	13.2	13.4	14.4	12.5	8.1	4.9	1.8	81.4	16.7	0.7	0.2	(Z)	2.2	93.3
Ann Arbor, MI	6.0	11.9	20.2	13.8	14.5	13.7	10.5	5.2	3.0	1.2	76.9	12.3	8.2	0.4	(Z)	3.4	100.2
Anniston-Oxford, AL	6.7	12.5	13.9	12.3	12.7	14.6	12.1	8.0	5.2	1.9	77.9	19.9	0.7	0.4	0.1	2.3	92.0
Appleton, WI	6.8	13.6	13.3	13.2	14.8	15.9	10.6	6.0	3.9	1.7	94.5	0.8	2.3	1.3	(Z)	2.7	100.4
Asheville, NC	6.0	11.5	11.5	12.6	13.4	14.3	12.9	8.8	6.3	2.8	92.5	5.1	0.8	0.4	(Z)	5.1	93.0
Athens-Clarke County, GA	6.6	11.7	23.4	15.6	12.4	11.5	9.1	5.3	3.1	1.4	76.9	19.1	2.6	0.2	0.1	6.9	95.8
Atlanta-Sandy Springs-Marietta, GA	7.8	14.7	13.1	14.4	16.5	14.8	10.3	4.9	2.4	1.0	62.4	31.5	4.2	0.4	0.1	9.7	97.7
Atlantic City-Hammonton, NJ	6.5	13.0	12.9	12.7	14.8	15.6	10.4	7.2	5.0	2.1	73.7	17.6	6.6	0.3	0.1	14.9	94.6
Auburn-Opelika, AL	6.1	12.4	25.1	13.8	12.5	12.3	9.0	5.1	2.7	1.0	73.8	23.2	1.8	0.2	(Z)	2.1	98.1
Augusta-Richmond County, GA-SC	7.1	13.7	14.6	12.8	13.1	14.9	11.6	6.7	4.1	1.5	60.9	35.6	1.6	0.4	0.1	3.1	93.0
Austin-Round Rock, TX	8.1	14.1	15.2	17.0	15.7	13.5	8.9	4.2	2.4	1.0	85.1	7.8	4.5	0.7	0.1	30.1	104.8
Bakersfield, CA	9.1	15.7	16.0	16.8	13.2	12.3	7.9	4.8	3.0	1.2	85.4	6.4	4.0	1.8	0.2	47.1	107.2
Baltimore-Towson, MD	6.5	12.9	14.1	12.8	14.4	15.6	11.5	6.5	4.1	1.7	65.4	28.8	3.9	0.3	0.1	3.3	93.1
Bangor, ME	5.6	10.9	15.4	12.3	13.1	16.1	12.7	7.4	4.7	1.7	96.3	0.8	0.9	1.0	(Z)	1.0	95.9
Barnstable Town, MA	4.3	9.6	10.9	10.8	12.1	15.1	13.2	10.4	9.4	4.2	94.9	2.2	1.0	0.6	(Z)	1.8	89.8
Baton Rouge, LA	7.1	14.0	16.5	14.3	13.3	14.0	10.5	5.7	3.3	1.3	61.8	35.5	1.6	0.3	(Z)	2.6	96.4
Battle Creek, MI	6.6	13.1	13.5	12.7	13.2	14.7	12.0	7.3	4.8	2.1	85.1	10.4	1.6	0.7	(Z)	4.0	94.7
Bay City, MI	5.8	12.0	12.8	12.2	12.7	15.8	13.0	7.9	5.2	2.5	95.8	1.6	0.6	0.6	(Z)	4.2	94.6
Beaumont-Port Arthur, TX	6.8	13.2	14.1	13.7	12.8	14.9	11.1	6.9	4.7	1.9	71.2	25.2	2.1	0.5	(Z)	10.9	100.4
Bellingham, WA	5.8	11.8	17.6	14.6	12.5	13.5	11.5	6.4	4.4	1.9	89.9	1.1	3.7	2.9	0.2	6.7	97.9
Bend, OR	6.4	11.9	11.6	16.0	13.1	14.5	12.4	7.7	4.7	1.8	95.1	0.7	1.1	1.2	0.1	6.5	97.5
Billings, MT	6.8	13.0	12.7	13.0	12.7	15.6	12.2	7.0	4.7	2.2	92.1	1.3	0.8	3.9	0.1	5.0	96.9
Binghamton, NY	5.3	11.1	16.0	12.9	11.5	15.3	11.6	7.9	5.7	2.7	91.5	3.8	2.9	0.2	(Z)	2.4	94.8
Birmingham-Hoover, AL	6.9	13.3	13.0	13.2	13.9	14.9	11.8	6.9	4.3	1.8	69.6	28.0	1.1	0.3	(Z)	3.2	93.2
Bismarck, ND	6.5	11.9	15.3	15.0	11.9	14.7	11.1	6.6	4.8	2.3	93.8	0.6	0.6	4.0	(Z)	1.3	97.3
Blacksburg-Christiansburg-Radford, VA	4.8	9.4	27.1	14.2	11.8	11.1	9.7	6.4	3.9	1.5	90.7	4.8	3.0	0.2	(Z)	1.7	104.9
Bloomington, IN	5.4	10.6	23.2	15.1	12.0	12.2	9.7	6.1	4.0	1.7	92.6	2.5	3.2	0.3	(Z)	1.9	97.4
Bloomington-Normal, IL	6.7	12.3	21.8	14.5	12.7	13.0	9.1	5.0	3.4	1.5	88.1	7.2	3.0	0.2	(Z)	3.5	94.7
Boise City-Nampa, ID	8.2	15.3	12.9	15.5	14.1	13.4	10.2	5.7	3.3	1.5	93.8	1.4	1.7	1.0	0.2	11.7	101.4
Boston-Cambridge-Quincy, MA-NH	6.0	12.1	14.0	12.8	15.2	15.7	11.5	6.4	4.3	2.0	84.4	7.8	6.0	0.3	0.1	8.1	94.8
Boston-Quincy, MA	6.1	11.9	14.8	13.7	15.3	14.9	11.0	6.3	4.1	2.0	79.1	13.0	6.1	0.3	0.1	8.8	94.2
Cambridge-Newton-Framingham, MA	5.9	12.0	13.5	12.8	15.5	15.8	11.6	6.6	4.4	2.0	85.4	4.3	8.6	0.2	0.1	5.8	95.6
Peabody, MA	6.1	12.9	13.5	11.4	14.1	16.2	12.1	6.7	4.8	2.3	89.5	5.3	3.1	0.3	0.1	14.6	93.5
Rockingham County-Strafford County, NH	5.9	12.6	13.6	10.9	15.3	17.6	12.5	6.3	3.7	1.6	96.1	0.9	1.7	0.2	(Z)	1.9	97.0
Boulder, CO[2]	6.0	11.4	16.9	14.2	14.6	16.2	11.9	5.1	2.6	1.0	92.5	1.2	3.8	0.8	0.1	13.4	103.3
Bowling Green, KY	6.7	12.5	17.0	15.0	13.1	13.5	10.7	6.4	3.7	1.5	89.3	8.0	1.2	0.3	0.1	3.7	96.5
Bradenton-Sarasota-Venice, FL	5.2	10.0	9.6	11.2	11.4	13.1	12.6	11.3	10.3	5.3	90.5	6.7	1.3	0.3	0.1	10.1	93.5
Bremerton-Silverdale, WA	6.1	12.7	13.7	12.8	13.2	15.8	13.3	6.9	4.0	1.6	85.8	2.8	4.6	1.7	0.8	4.9	102.1
Bridgeport-Stamford-Norwalk, CT	6.5	14.0	12.9	10.2	15.0	16.5	11.6	6.8	4.4	2.0	83.3	10.7	4.3	0.3	0.1	15.4	95.7
Brownsville-Harlingen, TX	11.0	17.9	15.7	12.8	12.0	10.8	8.3	5.5	4.2	1.8	96.9	1.2	0.6	0.6	0.1	86.3	92.0
Brunswick, GA	6.9	13.5	12.9	13.4	12.9	14.4	11.8	7.8	4.7	1.7	74.5	23.3	0.7	0.3	0.1	4.0	94.1
Buffalo-Niagara Falls, NY	5.3	11.9	15.0	11.8	12.7	15.8	12.0	7.4	5.6	2.6	84.0	12.2	1.7	0.8	(Z)	3.5	93.1
Burlington, NC	6.7	13.0	14.0	12.7	14.4	14.1	11.2	7.0	4.8	2.0	78.5	18.7	1.2	0.5	(Z)	11.3	93.4
Burlington-South Burlington, VT	5.6	12.2	15.8	12.0	14.7	16.7	12.0	6.1	3.5	1.4	94.7	1.4	2.0	0.5	(Z)	1.6	96.8
Canton-Massillon, OH	5.9	12.5	12.8	12.1	12.7	15.7	12.7	7.8	5.5	2.4	90.6	7.0	0.7	0.3	(Z)	1.2	93.3
Cape Coral-Fort Myers, FL	6.2	11.2	10.1	13.1	12.1	12.6	11.7	10.7	8.6	3.6	89.0	8.0	1.3	0.4	0.1	17.5	97.8
Carson City, NV	6.8	12.4	11.9	12.3	13.5	14.0	12.7	8.3	5.8	2.3	91.2	2.1	2.2	2.4	0.2	20.1	106.7
Casper, WY	7.4	13.2	13.6	14.4	12.2	15.3	11.5	6.3	4.4	1.7	95.1	1.5	0.6	1.3	0.1	6.0	98.8
Cedar Rapids, IA	6.8	13.4	13.3	13.5	14.1	14.7	11.0	6.7	4.4	2.2	93.3	3.2	1.7	0.4	0.1	2.1	98.0
Champaign-Urbana, IL	6.1	10.8	25.6	14.9	11.3	11.7	8.6	5.4	3.8	1.7	80.8	10.0	7.1	0.3	(Z)	3.9	102.4
Charleston, WV	6.1	12.0	10.9	12.4	13.2	15.9	13.7	8.3	5.4	2.1	92.4	5.2	0.9	0.3	(Z)	1.2	93.9
Charleston-North Charleston-Summerville, SC	7.2	13.1	14.9	13.4	13.9	14.5	11.9	6.4	3.4	1.4	67.8	28.6	1.7	0.5	0.1	3.8	95.8
Charlotte-Gastonia-Concord, NC-SC	7.9	14.2	13.0	14.1	16.0	14.5	10.8	5.4	2.9	1.2	72.1	23.4	2.7	0.5	0.1	8.9	96.5
Charlottesville, VA	6.0	11.4	17.5	14.1	13.2	13.6	10.6	7.0	4.8	1.8	81.6	13.2	3.5	0.2	(Z)	3.3	91.8
Chattanooga, TN-GA	6.2	12.5	13.0	12.9	13.5	14.9	12.6	7.7	4.8	1.9	83.3	14.1	1.2	0.3	0.1	2.5	93.2
Cheyenne, WY	7.6	13.7	13.1	13.5	14.0	14.8	11.1	6.5	3.9	1.8	90.7	4.0	1.4	1.5	0.3	11.7	102.5
Chicago-Naperville-Joliet, IL-IN-WI	7.2	14.0	14.1	13.7	14.6	14.7	10.5	5.9	3.6	1.6	75.0	17.9	5.3	0.4	0.1	19.9	97.2
Chicago-Naperville-Joliet, IL	7.3	13.9	14.1	14.0	14.8	14.5	10.4	5.9	3.6	1.6	73.5	19.1	5.7	0.4	0.1	20.8	97.0
Gary, IN	6.8	13.9	13.7	12.6	13.0	15.4	11.8	6.8	4.3	1.8	78.3	19.1	1.1	0.4	0.1	12.3	94.1
Lake County-Kenosha County, IL-WI	7.0	15.3	14.4	12.5	14.4	15.8	10.6	5.5	3.2	1.2	86.3	6.7	5.0	0.4	0.1	17.8	100.7

See footnotes at end of table.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)						
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone	Hispanic or Latino origin,[1] (percentage)	Males per 100 females
Chico, CA	5.8	11.2	19.2	14.8	10.8	12.7	10.6	6.9	5.3	2.8	88.8	1.7	4.1	2.2	0.2	12.9	96.7
Cincinnati-Middletown, OH-KY-IN	7.0	13.7	13.8	12.9	14.2	15.4	11.0	6.3	4.0	1.7	84.7	12.2	1.7	0.2	(Z)	2.0	95.5
Clarksville, TN-KY	8.3	16.0	14.7	13.8	14.6	13.0	9.4	5.7	3.2	1.2	76.8	18.8	1.5	0.5	0.2	5.4	96.8
Cleveland, TN	6.4	12.6	12.8	14.4	13.7	14.1	11.9	8.1	4.5	1.6	93.8	3.9	0.7	0.3	(Z)	3.2	95.8
Cleveland-Elyria-Mentor, OH	6.1	13.0	12.9	11.3	13.7	16.1	12.2	7.3	5.0	2.3	76.8	19.8	1.8	0.2	0.1	4.3	92.7
Coeur d'Alene, ID	6.4	13.7	12.8	13.6	13.0	14.1	12.0	7.6	4.7	2.0	95.6	0.6	0.7	1.3	0.1	3.6	98.7
College Station-Bryan, TX	7.2	11.8	29.2	15.0	10.7	9.9	7.3	4.6	3.0	1.4	82.6	11.9	3.8	0.4	0.1	20.4	102.8
Colorado Springs, CO	7.3	14.1	14.0	15.0	14.2	15.2	10.5	5.4	3.1	1.1	85.5	6.8	3.0	1.2	0.3	13.3	99.3
Columbia, MO	6.6	11.9	21.5	15.0	12.7	12.9	9.5	5.2	3.1	1.5	86.1	8.6	3.0	0.4	(Z)	2.5	94.3
Columbia, SC	6.8	12.9	15.7	12.6	13.9	14.8	12.0	6.3	3.6	1.4	63.0	33.7	1.6	0.4	0.1	3.9	93.9
Columbus, GA-AL	7.5	14.1	15.2	13.1	13.2	14.1	10.5	6.4	4.2	1.6	54.4	41.7	1.6	0.4	0.2	4.2	92.6
Columbus, IN	7.1	13.8	11.8	12.4	14.0	14.7	11.9	7.9	4.6	1.8	93.6	2.1	3.0	0.2	0.1	4.3	97.5
Columbus, OH	7.5	13.9	14.0	14.7	15.0	14.6	10.2	5.6	3.3	1.3	80.7	14.2	3.2	0.3	0.1	3.0	97.6
Corpus Christi, TX	7.7	14.6	14.6	12.7	12.6	14.3	11.0	6.6	4.4	1.7	92.5	3.9	1.4	0.9	0.1	56.3	95.6
Corvallis, OR	5.0	9.7	23.7	13.2	10.9	13.7	12.2	6.0	3.9	1.8	89.8	1.1	5.4	1.0	0.3	6.1	100.6
Cumberland, MD-WV	4.9	10.6	15.0	13.2	13.3	13.8	12.2	8.4	5.9	2.6	92.8	5.5	0.6	0.2	(Z)	1.0	101.2
Dallas-Fort Worth-Arlington, TX	8.4	15.2	13.3	15.6	15.6	14.1	9.5	4.8	2.5	1.0	78.4	14.4	4.8	0.8	0.2	27.5	101.2
Dallas-Plano-Irving, TX	8.4	15.2	13.2	15.8	16.0	14.0	9.3	4.7	2.4	1.0	77.0	15.4	5.3	0.7	0.1	29.1	101.8
Fort Worth-Arlington, TX	8.3	15.0	13.5	15.3	14.9	14.2	9.8	5.1	2.7	1.1	81.2	12.4	3.7	0.8	0.2	24.1	100.0
Dalton, GA	9.2	15.8	11.9	14.2	14.5	13.5	10.5	6.2	3.1	1.1	94.5	3.0	1.0	0.5	0.1	25.0	99.8
Danville, IL	6.7	13.1	12.3	13.7	12.1	14.0	11.4	8.3	5.8	2.5	85.8	11.9	0.7	0.2	(Z)	3.8	97.1
Danville, VA	5.8	11.5	12.0	12.0	12.6	15.1	13.3	8.9	6.3	2.5	65.8	32.7	0.5	0.2	(Z)	2.2	90.4
Davenport-Moline-Rock Island, IA-IL	6.7	12.8	13.6	12.6	12.5	15.0	12.1	7.4	4.9	2.3	89.9	6.3	1.7	0.4	(Z)	6.9	96.4
Dayton, OH	6.3	12.6	14.4	12.0	13.1	15.0	12.1	7.6	4.9	2.0	82.0	14.6	1.6	0.3	(Z)	1.8	94.1
Decatur, AL	6.5	12.9	12.2	12.6	14.3	15.1	12.2	8.0	4.7	1.6	83.9	12.0	0.5	1.8	(Z)	5.0	96.8
Decatur, IL	6.3	12.5	14.2	12.2	11.2	14.8	12.7	7.8	5.7	2.5	82.2	14.9	1.0	0.2	(Z)	1.4	91.4
Deltona-Daytona Beach-Ormond Beach, FL	5.3	10.6	12.6	12.5	11.9	13.9	12.5	9.7	7.7	3.5	86.3	10.5	1.5	0.4	(Z)	10.7	96.0
Denver-Aurora, CO[2]	7.7	13.7	12.4	14.8	15.4	15.2	11.1	5.4	3.0	1.2	87.6	5.8	3.4	1.1	0.2	22.4	101.0
Des Moines-West Des Moines, IA	7.8	14.3	12.6	14.3	14.7	14.5	10.6	5.8	3.7	1.7	91.3	4.4	2.6	0.4	0.1	6.0	95.9
Detroit-Warren-Livonia, MI	6.3	13.7	13.1	11.7	14.8	16.0	11.9	6.5	4.2	1.8	72.0	23.0	3.2	0.4	(Z)	3.7	95.6
Detroit-Livonia-Dearborn, MI	6.7	14.3	13.8	11.8	14.6	15.4	11.4	6.0	4.1	1.9	54.8	40.9	2.4	0.4	0.1	5.1	93.1
Warren-Troy-Farmington Hills, MI	5.9	13.2	12.7	11.7	15.0	16.5	12.3	6.8	4.2	1.8	85.5	8.9	3.8	0.3	(Z)	2.7	97.5
Dothan, AL	6.7	13.2	12.2	12.7	13.1	14.3	12.2	8.2	5.2	2.3	74.5	23.6	0.6	0.4	(Z)	2.1	91.6
Dover, DE	7.3	13.7	14.2	13.7	13.5	13.9	10.6	7.1	4.3	1.7	72.4	22.8	2.0	0.6	0.1	4.5	91.9
Dubuque, IA	6.6	13.2	14.8	11.2	12.6	14.7	11.6	7.5	5.2	2.6	96.3	1.7	0.8	0.2	0.1	1.9	96.1
Duluth, MN-WI	5.6	10.8	15.9	12.2	11.6	15.7	12.7	7.4	5.2	2.8	94.0	1.1	0.7	2.6	(Z)	1.0	98.4
Durham, NC	7.0	12.2	15.9	14.5	15.0	14.0	10.9	5.5	3.4	1.5	66.8	27.2	4.1	0.4	(Z)	10.1	94.4
Eau Claire, WI	6.2	11.9	17.4	13.8	12.5	14.0	11.2	6.4	4.6	2.1	95.8	0.6	2.0	0.5	(Z)	1.2	98.7
El Centro, CA	9.6	14.7	17.6	14.6	13.0	12.0	7.9	5.1	4.1	1.5	89.9	4.2	2.5	2.1	0.2	76.8	107.2
Elizabethtown, KY	7.6	13.4	14.3	11.9	13.7	15.6	11.1	6.9	4.1	1.5	85.4	10.3	1.8	0.4	0.1	3.5	97.5
Elkhart-Goshen, IN	8.5	15.3	12.2	14.6	14.0	13.7	10.3	5.9	3.7	1.7	91.3	5.6	1.2	0.4	0.1	14.4	100.1
Elmira, NY	5.7	11.7	14.0	13.9	12.2	15.2	11.9	7.2	5.5	2.6	90.5	6.3	1.1	0.3	(Z)	2.2	98.9
El Paso, TX	9.7	16.3	16.3	12.2	13.1	12.8	8.9	5.5	3.8	1.4	92.6	3.6	1.2	1.1	0.2	81.8	92.6
Erie, PA	5.9	12.5	15.7	11.9	12.7	15.1	11.7	6.9	5.1	2.4	91.0	6.7	0.8	0.2	(Z)	2.9	96.6
Eugene-Springfield, OR	5.4	11.0	15.0	14.5	12.2	14.4	13.1	7.3	4.8	2.3	91.7	1.1	2.9	1.2	0.2	6.4	97.0
Evansville, IN-KY	6.5	12.7	13.6	12.5	13.0	15.6	11.9	7.1	4.9	2.2	91.8	6.0	0.9	0.2	(Z)	1.4	93.8
Fairbanks, AK	8.2	14.6	17.8	17.7	13.5	13.5	9.0	3.5	1.6	0.6	80.0	5.9	2.5	7.3	0.3	6.6	113.4
Fargo, ND-MN	7.0	12.0	19.3	16.0	12.7	13.2	9.3	5.1	3.6	1.9	94.1	1.7	1.3	1.6	0.1	2.6	100.0
Farmington, NM	8.1	14.8	15.3	14.4	12.2	14.3	10.1	6.1	3.5	1.3	59.1	1.4	0.5	37.0	0.1	17.8	98.5
Fayetteville, NC	8.4	15.1	16.5	12.5	14.5	13.9	10.0	5.5	2.8	0.9	55.8	36.7	2.0	2.6	0.3	7.3	94.5
Fayetteville-Springdale-Rogers, AR-MO	8.4	14.7	14.2	15.1	13.8	12.8	10.0	5.9	3.5	1.5	91.3	2.6	2.0	1.8	0.4	13.8	99.8
Flagstaff, AZ	7.9	13.2	19.1	13.6	11.7	14.6	11.6	5.3	2.2	0.7	66.1	1.4	1.1	29.4	0.1	12.3	99.6
Flint, MI	6.7	13.9	13.0	13.0	13.4	15.2	11.7	7.0	4.4	1.6	77.0	19.4	0.9	0.6	(Z)	2.5	92.6
Florence, SC	7.0	13.2	13.5	12.4	13.2	14.6	12.8	7.3	4.2	1.8	57.0	41.3	0.7	0.3	(Z)	1.5	89.3
Florence-Muscle Shoals, AL	5.6	11.9	13.7	12.0	13.1	14.5	12.4	8.9	5.6	2.4	85.8	12.5	0.4	0.3	(Z)	1.6	91.7
Fond du Lac, WI	6.1	12.0	13.9	13.3	13.1	15.6	11.8	6.8	4.9	2.5	96.4	1.4	0.9	0.5	(Z)	3.4	96.3
Fort Collins-Loveland, CO	6.2	11.6	17.0	15.7	13.0	14.8	10.9	5.8	3.6	1.5	94.5	1.1	1.8	0.8	0.1	10.0	100.4
Fort Smith, AR-OK	7.4	14.1	12.4	13.6	13.1	14.1	11.7	7.5	4.3	1.8	84.5	3.8	1.9	5.9	0.1	7.6	97.4
Fort Walton Beach-Crestview-Destin, FL	7.2	12.4	12.6	12.0	13.4	15.7	12.9	8.4	4.1	1.1	83.4	9.9	2.8	0.7	0.2	6.0	99.7
Fort Wayne, IN	7.4	14.5	13.1	13.1	13.6	14.9	11.2	6.1	4.1	1.9	86.2	10.1	1.7	0.4	0.1	5.4	96.9
Fresno, CA	9.0	15.7	16.6	15.2	12.8	12.2	8.7	5.0	3.3	1.5	81.2	5.8	8.7	2.0	0.2	48.7	101.6
Gadsden, AL	6.2	12.8	12.3	13.1	13.1	14.0	12.5	8.3	5.6	2.3	83.4	14.8	0.5	0.4	(Z)	2.9	92.3
Gainesville, FL	5.7	9.9	25.3	14.5	11.2	12.1	10.3	6.0	3.5	1.5	74.9	18.7	4.3	0.3	(Z)	7.2	98.0
Gainesville, GA	8.9	15.7	12.5	16.3	14.8	12.3	9.3	5.9	3.2	1.1	89.8	7.0	1.7	0.4	0.2	26.3	102.9
Glens Falls, NY	5.0	10.8	13.4	14.1	13.5	15.2	12.1	8.1	5.6	2.3	96.0	2.1	0.7	0.2	(Z)	2.0	100.7
Goldsboro, NC	7.7	13.7	13.4	12.1	13.7	15.0	11.6	7.2	4.2	1.4	64.8	32.6	0.8	0.4	0.1	7.1	95.0
Grand Forks, ND-MN	6.6	11.4	22.3	12.6	11.2	13.6	9.9	5.9	4.3	2.3	94.0	1.3	1.0	2.4	0.1	3.7	103.3
Grand Junction, CO	7.0	12.1	13.1	16.0	11.9	13.8	10.9	7.3	5.6	2.3	95.6	1.0	0.7	1.1	0.1	12.1	96.6
Grand Rapids-Wyoming, MI	7.4	14.3	14.2	13.8	14.1	14.9	10.3	5.7	3.7	1.6	88.2	7.8	1.7	0.5	0.1	8.2	100.0
Great Falls, MT	7.0	13.3	12.4	11.6	12.5	15.5	12.3	8.0	5.1	2.3	90.6	1.7	0.7	4.5	0.1	3.4	98.2
Greeley, CO[2]	8.4	14.4	15.7	17.5	13.9	12.8	9.1	4.5	2.5	1.0	95.1	1.1	1.3	1.0	0.1	27.4	101.5
Green Bay, WI	6.7	13.0	13.5	13.5	14.3	15.6	11.0	6.4	4.0	1.9	93.1	1.6	1.9	2.2	(Z)	5.2	99.8
Greensboro-High Point, NC	6.6	12.9	13.5	12.8	14.7	14.7	11.9	6.9	4.2	1.7	71.0	24.8	2.4	0.5	0.1	7.1	93.8
Greenville, NC	7.2	12.6	19.3	14.5	13.3	13.0	9.9	5.5	3.3	1.4	63.2	34.4	1.0	0.3	0.1	5.6	94.0

See footnotes at end of table.

Table B–3. Metropolitan Areas — Population by Age, Race, and Sex—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)						
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone	Hispanic or Latino origin,[1] (percentage)	Males per 100 females
Greenville-Mauldin-Easley, SC	6.8	12.8	14.3	13.0	14.2	14.3	12.0	6.9	4.0	1.7	79.7	17.0	1.7	0.4	0.1	6.0	97.0
Gulfport-Biloxi, MS	7.3	14.1	14.0	11.5	13.8	15.3	11.9	6.8	4.0	1.3	75.0	19.7	2.3	0.7	0.1	3.8	97.4
Hagerstown-Martinsburg, MD-WV	6.6	13.2	11.5	15.8	15.0	14.4	10.6	6.7	4.4	1.8	89.3	8.1	1.1	0.2	(Z)	2.9	101.6
Hanford-Corcoran, CA	8.5	14.3	16.4	19.3	15.6	11.6	6.5	4.1	2.5	1.0	84.0	8.3	3.2	2.2	0.3	49.3	136.4
Harrisburg-Carlisle, PA	6.0	11.9	13.1	12.3	14.0	15.7	12.5	7.1	5.0	2.2	86.0	10.0	2.4	0.2	(Z)	3.8	95.0
Harrisonburg, VA	6.2	11.1	22.7	13.5	12.1	12.5	9.6	6.2	4.4	1.9	93.1	3.7	1.7	0.2	(Z)	8.1	96.6
Hartford-West Hartford-East Hartford, CT	5.8	12.5	14.0	11.6	14.4	15.9	11.9	6.9	4.7	2.3	83.7	11.1	3.3	0.3	0.1	11.3	95.1
Hattiesburg, MS	7.8	14.0	18.2	14.8	12.4	12.6	9.4	5.8	3.6	1.4	70.5	27.6	0.9	0.2	(Z)	1.8	92.6
Hickory-Lenoir-Morganton, NC	6.2	12.7	11.7	13.2	14.8	14.6	12.5	8.0	4.6	1.8	89.2	7.1	2.3	0.3	0.1	6.5	98.7
Hinesville-Fort Stewart, GA	9.9	19.0	15.9	15.6	15.0	12.0	6.3	3.7	1.9	0.7	54.5	39.6	1.7	0.7	0.5	7.2	96.1
Holland-Grand Haven, MI	6.9	14.2	16.8	13.3	13.3	14.3	10.0	5.8	3.7	1.8	94.7	1.5	2.3	0.4	(Z)	8.2	96.9
Honolulu, HI	6.8	11.5	13.8	13.7	13.8	13.6	11.4	7.1	5.7	2.6	25.7	4.0	44.6	0.6	8.5	7.9	101.0
Hot Springs, AR	6.1	11.7	10.9	12.4	12.2	13.3	12.1	10.1	7.9	3.2	88.9	8.2	0.6	0.6	(Z)	3.9	93.8
Houma-Bayou Cane-Thibodaux, LA	7.1	14.0	14.1	14.6	13.6	14.6	10.6	6.3	3.7	1.4	77.5	16.3	0.9	3.9	(Z)	2.5	95.9
Houston-Sugar Land-Baytown, TX	8.4	15.3	13.9	15.0	14.8	14.4	10.0	4.8	2.5	0.9	75.0	17.1	5.8	0.6	0.1	34.0	100.5
Huntington-Ashland, WV-KY-OH	6.0	11.7	13.2	13.0	13.1	14.4	12.7	8.5	5.4	2.0	95.4	2.8	0.5	0.2	(Z)	0.9	94.3
Huntsville, AL	6.4	13.4	14.2	12.9	14.2	15.3	11.1	7.3	3.9	1.3	73.6	22.1	1.9	0.7	0.1	3.2	97.0
Idaho Falls, ID	9.7	16.1	13.9	15.0	11.3	13.4	10.2	5.7	3.4	1.3	96.6	0.7	0.7	0.8	0.1	9.8	100.8
Indianapolis-Carmel, IN	7.6	14.6	12.6	14.0	15.1	15.0	10.3	5.7	3.5	1.5	81.8	14.7	1.8	0.3	0.1	4.9	96.6
Iowa City, IA	6.5	11.7	22.2	15.5	12.7	12.5	9.4	4.8	3.1	1.5	90.7	3.6	4.0	0.3	(Z)	3.4	98.7
Ithaca, NY	4.4	7.9	30.8	17.4	9.6	10.9	9.2	4.8	3.4	1.6	83.5	4.0	9.9	0.4	(Z)	3.9	100.3
Jackson, MI	6.4	12.8	13.0	13.3	14.1	15.4	11.6	6.9	4.5	2.0	89.2	7.7	0.7	0.5	0.1	2.8	103.6
Jackson, MS	7.7	14.5	15.0	13.2	13.5	14.4	10.7	5.9	3.6	1.6	51.4	46.7	0.9	0.2	(Z)	1.7	91.8
Jackson, TN	6.8	13.4	14.9	13.0	13.3	14.4	11.4	6.6	4.3	2.0	67.5	30.5	0.8	0.2	(Z)	2.8	92.8
Jacksonville, FL	7.1	13.2	13.1	13.4	14.4	15.2	12.1	6.7	3.5	1.3	72.5	22.4	3.0	0.4	0.1	5.9	95.6
Jacksonville, NC	9.7	14.5	24.4	14.3	11.0	10.8	8.0	4.5	2.1	0.7	76.8	17.4	2.0	0.8	0.2	7.1	119.4
Janesville, WI	6.7	13.4	12.9	13.1	14.0	15.4	11.3	6.8	4.3	1.9	92.7	4.4	1.0	0.4	0.1	6.3	98.3
Jefferson City, MO	6.6	12.7	14.0	14.3	14.2	14.7	11.4	6.4	4.0	1.9	90.0	7.3	1.0	0.4	(Z)	1.8	104.7
Johnson City, TN	5.7	11.3	12.8	13.9	14.0	14.3	12.2	8.5	5.1	2.1	95.0	3.1	0.6	0.3	(Z)	2.1	96.0
Johnstown, PA	5.2	10.4	13.5	11.3	12.5	15.3	13.1	8.2	7.1	3.4	95.0	3.5	0.6	0.1	(Z)	1.2	96.6
Jonesboro, AR	7.3	13.5	14.7	14.9	13.2	12.8	10.9	6.9	4.1	1.7	87.4	10.6	0.6	0.3	(Z)	3.1	94.9
Joplin, MO	7.6	14.0	12.9	14.7	12.6	13.6	10.8	7.0	4.6	2.1	93.5	1.5	1.0	1.6	0.2	5.2	95.3
Kalamazoo-Portage, MI	6.5	12.8	17.4	13.0	12.4	14.5	11.2	6.4	4.1	1.8	86.8	8.6	1.9	0.6	(Z)	4.9	95.5
Kankakee-Bradley, IL	7.1	13.5	15.1	14.7	12.7	13.7	10.3	6.5	4.5	1.9	82.9	14.7	0.9	0.2	(Z)	7.4	95.6
Kansas City, MO-KS	7.4	14.0	12.7	13.5	14.4	15.2	11.2	6.1	3.7	1.7	83.4	12.2	2.1	0.6	0.1	7.2	96.5
Kennewick-Pasco-Richland, WA	8.4	15.2	14.1	15.4	12.8	13.6	10.5	5.6	3.2	1.3	93.1	1.8	2.3	1.0	0.1	26.5	102.7
Killeen-Temple-Fort Hood, TX	9.3	16.2	15.2	16.4	14.7	11.5	7.8	4.7	2.9	1.4	72.1	20.3	2.6	1.1	0.5	18.4	98.5
Kingsport-Bristol-Bristol, TN-VA	5.4	11.2	11.1	12.7	13.7	14.8	13.4	9.6	5.8	2.3	96.3	2.2	0.5	0.2	(Z)	1.1	93.5
Kingston, NY	5.0	10.9	15.1	12.5	13.5	16.1	12.8	7.2	4.7	2.0	89.8	6.5	1.7	0.3	(Z)	7.6	99.6
Knoxville, TN	6.1	12.1	13.4	13.2	13.8	14.7	12.2	7.6	4.7	1.9	90.3	6.7	1.4	0.3	(Z)	2.4	94.3
Kokomo, IN	6.5	13.4	11.3	12.7	12.8	15.1	13.0	8.5	4.9	1.9	91.4	5.7	1.1	0.4	(Z)	2.1	94.3
La Crosse, WI-MN	5.9	11.7	17.8	13.0	12.6	14.5	11.1	6.4	4.8	2.4	94.6	1.1	2.8	0.4	(Z)	1.1	95.5
Lafayette, IN	6.6	11.7	24.3	15.1	11.5	11.5	8.9	5.3	3.5	1.6	90.9	3.2	4.5	0.3	(Z)	6.8	106.0
Lafayette, LA	7.4	14.2	15.3	14.6	13.2	15.0	10.0	5.6	3.4	1.3	70.8	26.6	1.3	0.3	(Z)	2.3	95.4
Lake Charles, LA	7.2	14.0	14.2	13.8	12.5	15.0	10.8	6.7	4.3	1.5	73.9	23.8	0.8	0.4	(Z)	2.2	95.3
Lake Havasu City-Kingman, AZ	6.2	11.9	10.5	12.9	11.0	12.9	12.8	11.6	7.6	2.6	92.9	1.5	1.2	2.5	0.1	14.3	97.7
Lakeland-Winter Haven, FL	7.2	12.9	12.4	13.8	12.7	12.6	10.9	8.5	6.4	2.7	82.2	14.4	1.5	0.5	0.1	16.2	97.5
Lancaster, PA	7.0	13.6	13.0	13.0	13.0	14.6	11.0	7.1	5.2	2.4	93.2	3.7	1.7	0.2	0.1	7.3	96.0
Lansing-East Lansing, MI	6.1	12.3	19.0	12.7	12.8	14.4	11.6	6.1	3.6	1.6	85.8	8.4	3.2	0.6	0.1	5.0	95.2
Laredo, TX	12.6	19.5	16.4	12.7	12.7	10.7	7.0	4.4	2.8	1.2	97.7	0.8	0.5	0.6	(Z)	94.6	92.9
Las Cruces, NM	8.6	14.4	17.7	14.6	11.6	11.9	9.0	6.3	4.3	1.6	92.7	3.2	1.0	1.6	0.1	65.0	97.8
Las Vegas-Paradise, NV	8.0	14.3	12.0	15.5	15.3	13.5	10.8	6.2	3.3	1.1	77.7	10.4	7.3	1.1	0.6	28.4	103.6
Lawrence, KS	5.5	10.3	26.0	17.6	11.5	11.4	8.5	4.6	3.2	1.4	87.0	4.3	3.8	2.4	0.1	4.0	100.0
Lawton, OK	8.3	15.0	17.8	11.6	13.2	13.5	9.5	6.1	3.6	1.4	70.0	18.7	2.2	5.7	0.4	9.9	104.4
Lebanon, PA	6.3	12.2	12.0	13.2	13.3	14.7	11.7	8.0	6.0	2.7	96.0	2.0	1.0	0.2	(Z)	7.1	95.4
Lewiston, ID-WA	6.0	12.1	13.0	12.4	11.6	14.2	12.0	8.9	6.5	3.2	92.5	0.5	0.9	4.1	0.1	2.7	95.4
Lewiston-Auburn, ME	6.4	12.1	12.5	12.7	14.3	15.4	12.2	7.2	4.9	2.4	95.7	1.9	0.7	0.3	(Z)	1.6	95.3
Lexington-Fayette, KY	7.0	12.4	14.9	14.9	14.6	14.4	10.9	6.0	3.5	1.4	85.8	10.4	2.2	0.3	(Z)	4.7	96.9
Lima, OH	6.8	13.2	13.7	13.3	12.0	14.7	11.6	7.3	5.1	2.4	85.6	11.7	0.7	0.2	(Z)	1.9	98.3
Lincoln, NE	7.4	12.7	17.7	15.3	13.1	13.2	10.0	5.4	3.7	1.6	91.3	3.3	3.0	0.8	0.1	4.7	101.1
Little Rock-North Little Rock-Conway, AR	7.3	13.7	13.6	13.6	13.8	14.5	11.5	6.6	3.8	1.6	74.1	22.4	1.3	0.6	0.1	3.6	94.3
Logan, UT-ID	10.9	16.7	21.6	16.5	9.8	9.7	6.7	4.2	2.6	1.3	95.6	0.7	1.9	0.7	0.2	9.0	99.2
Longview, TX	7.6	13.4	13.4	14.1	12.4	13.9	11.0	7.3	4.9	2.0	79.7	17.7	0.7	0.6	(Z)	11.5	97.7
Longview, WA	6.6	13.0	13.1	14.4	12.5	14.4	12.2	7.3	4.5	2.0	93.6	0.7	1.4	1.7	0.2	6.7	98.3
Los Angeles-Long Beach-Santa Ana, CA	7.2	14.0	15.0	13.7	15.3	14.2	9.9	5.7	3.6	1.6	75.1	7.7	13.9	1.0	0.3	44.4	98.7
Los Angeles-Long Beach-Glendale, CA	7.2	14.0	15.2	13.8	15.3	14.0	9.7	5.6	3.5	1.6	74.1	9.4	13.2	1.0	0.3	47.7	98.2
Santa Ana-Anaheim-Irvine, CA	7.1	13.9	14.3	13.1	15.4	14.6	10.2	6.1	3.7	1.6	78.4	2.0	16.2	0.9	0.4	33.8	100.3
Louisville/Jefferson County, KY-IN	6.7	13.3	12.3	13.3	14.2	15.6	12.0	6.7	4.2	1.7	83.5	13.5	1.3	0.3	0.1	2.9	94.8
Lubbock, TX	7.8	13.7	19.0	14.6	11.8	12.5	9.2	5.9	3.9	1.7	89.2	7.5	1.4	0.8	0.1	31.1	96.9
Lynchburg, VA	5.6	11.6	15.2	12.9	12.9	14.2	11.8	8.1	5.3	2.2	79.7	17.7	1.1	0.3	(Z)	1.4	92.6
Macon, GA	7.2	14.1	14.1	12.4	13.4	14.6	11.4	6.9	4.1	1.7	55.1	42.6	1.2	0.2	(Z)	1.7	89.1
Madera, CA	8.4	14.7	14.9	17.2	13.5	12.0	9.1	5.4	3.6	1.4	87.6	4.5	2.1	3.3	0.3	50.8	92.2
Madison, WI	6.5	12.0	16.0	14.5	14.7	14.9	11.2	5.4	3.4	1.6	90.0	4.0	4.0	0.5	(Z)	4.6	99.9

See footnotes at end of table.

Table B–3. Metropolitan Areas — Population by Age, Race, and Sex—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)						
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone	Hispanic or Latino origin,[1] (percentage)	Males per 100 females
Manchester-Nashua, NH	6.4	13.4	12.6	11.3	15.6	17.1	12.0	6.2	3.7	1.6	93.2	2.2	3.1	0.3	0.1	5.0	98.3
Mansfield, OH	6.2	12.3	12.3	13.1	12.9	15.2	12.2	8.3	5.4	2.2	88.0	9.6	0.6	0.2	(Z)	1.2	102.5
McAllen-Edinburg-Mission, TX	11.9	18.8	15.8	14.2	12.4	10.1	7.1	4.6	3.6	1.5	96.7	1.2	0.9	0.6	0.1	89.6	95.1
Medford, OR	5.8	11.7	12.8	13.3	11.6	14.4	13.4	8.4	5.9	2.8	94.3	0.7	1.3	1.2	0.2	9.2	94.2
Memphis, TN-MS-AR	7.6	14.8	14.2	12.9	14.0	14.8	11.2	5.8	3.3	1.3	51.3	45.5	1.8	0.3	0.1	4.0	92.6
Merced, CA	9.0	16.7	16.7	15.1	12.7	11.8	8.0	5.3	3.3	1.3	85.0	4.1	6.6	1.6	0.3	52.9	100.7
Miami-Fort Lauderdale-Pompano Beach, FL	6.2	12.0	12.8	11.3	14.7	14.9	11.3	7.8	5.8	3.1	75.2	20.8	2.2	0.5	0.1	39.6	94.5
Fort Lauderdale-Pompano Beach-Deerfield Beach, FL	6.3	12.8	12.2	11.2	15.3	16.0	11.7	6.8	4.7	3.0	69.2	25.5	3.1	0.5	0.2	24.0	94.8
Miami-Miami Beach-Kendall, FL	6.4	11.9	14.0	11.6	15.1	14.6	11.0	7.9	5.2	2.3	77.4	19.5	1.6	0.4	0.1	62.4	94.0
West Palm Beach-Boca Raton-Boynton Beach, FL	5.9	11.3	11.1	11.0	13.0	14.2	11.4	8.9	8.5	4.7	79.4	16.5	2.2	0.6	0.1	17.8	95.2
Michigan City-La Porte, IN	6.1	12.6	12.6	13.6	13.9	15.1	12.2	7.0	4.9	2.0	87.1	10.6	0.5	0.3	(Z)	4.5	106.4
Midland, TX	8.4	14.9	14.9	13.3	11.6	15.1	10.0	5.8	4.3	1.6	90.1	7.0	1.0	0.8	0.1	36.9	94.9
Milwaukee-Waukesha-West Allis, WI	7.0	13.6	13.7	11.9	13.9	15.8	11.6	6.3	4.2	1.9	78.8	16.4	2.7	0.7	0.1	8.5	95.7
Minneapolis-St. Paul-Bloomington, MN-WI	7.2	13.7	13.3	13.7	15.1	16.0	10.9	5.5	3.2	1.5	85.6	6.7	5.0	0.8	0.1	4.8	99.0
Missoula, MT	6.0	11.4	17.1	15.6	12.9	14.5	11.9	5.8	3.3	1.5	93.5	0.8	1.2	2.7	0.1	2.5	101.7
Mobile, AL	7.3	14.4	14.1	13.0	12.7	14.8	11.5	6.6	4.0	1.6	61.9	34.4	1.8	0.7	(Z)	1.9	91.7
Modesto, CA	8.1	15.4	15.4	15.3	13.2	13.2	9.0	5.5	3.5	1.6	86.8	3.2	5.0	1.6	0.6	39.6	98.0
Monroe, LA	7.5	14.0	15.7	13.9	12.2	13.4	10.3	6.9	4.4	1.8	64.2	34.0	0.8	0.3	(Z)	1.9	91.0
Monroe, MI	5.8	13.0	13.6	13.2	13.8	16.1	12.2	6.9	4.1	1.5	95.3	2.4	0.7	0.3	(Z)	2.7	98.5
Montgomery, AL	7.1	13.8	15.3	12.9	13.6	14.4	11.0	6.5	3.9	1.6	54.9	42.7	1.0	0.3	(Z)	1.9	93.6
Morgantown, WV	5.4	10.1	22.3	14.2	12.4	12.9	11.0	6.2	3.9	1.6	93.9	3.0	1.8	0.2	(Z)	1.2	103.1
Morristown, TN	6.4	12.4	11.9	14.5	14.1	13.6	12.0	8.8	4.7	1.7	95.1	2.9	0.6	0.4	0.1	6.3	98.1
Mount Vernon-Anacortes, WA	6.5	12.6	13.1	14.8	12.3	13.7	11.8	7.4	5.3	2.5	93.0	0.8	2.0	2.1	0.2	14.8	97.9
Muncie, IN	5.5	11.2	20.7	12.5	11.8	12.7	11.1	7.6	4.9	2.1	90.6	6.8	1.0	0.3	0.1	1.4	92.6
Muskegon-Norton Shores, MI	6.7	13.5	13.7	14.0	13.1	15.1	11.0	6.5	4.4	1.9	83.3	13.4	0.5	0.8	(Z)	4.5	98.8
Myrtle Beach-North Myrtle Beach-Conway, SC	6.4	11.5	11.1	14.6	13.7	13.1	12.2	9.4	6.0	1.9	83.1	14.3	1.0	0.4	0.1	4.5	96.0
Napa, CA	6.3	12.2	13.5	13.6	13.3	14.5	12.1	7.2	4.9	2.5	88.1	2.0	6.1	1.0	0.3	30.1	102.3
Naples-Marco Island, FL	6.3	10.8	9.4	11.8	11.8	12.1	11.3	12.3	10.1	4.0	92.0	5.7	1.1	0.4	0.1	25.5	102.3
Nashville-Davidson—Murfreesboro—Franklin, TN	7.2	13.5	13.1	14.2	15.1	15.1	11.1	6.0	3.3	1.3	80.7	15.5	2.1	0.4	0.1	5.5	96.8
New Haven-Milford, CT	6.1	12.7	14.0	12.4	14.3	15.2	11.3	6.6	4.7	2.5	81.6	13.0	3.5	0.4	0.1	13.3	93.7
New Orleans-Metairie-Kenner, LA	6.5	12.8	14.8	11.8	13.2	15.9	12.7	6.6	4.1	1.6	61.6	34.0	2.6	0.5	0.1	6.3	92.0
New York-Northern New Jersey-Long Island, NY-NJ-PA	6.5	12.7	13.4	12.9	15.2	15.1	11.2	6.7	4.4	2.0	68.9	19.4	9.4	0.5	0.1	21.6	93.9
Edison-New Brunswick, NJ	6.4	13.0	12.6	11.9	14.8	15.6	11.1	7.0	5.2	2.4	80.3	8.0	10.1	0.3	0.1	11.9	95.9
Nassau-Suffolk, NY	5.8	13.2	14.0	10.0	13.9	16.6	12.6	7.3	4.8	1.9	83.7	9.5	5.1	0.3	0.1	13.3	96.2
Newark-Union, NJ-PA	6.5	13.6	13.2	11.5	15.1	16.1	11.7	6.6	3.9	1.8	71.2	22.1	5.0	0.3	0.1	16.7	95.4
New York-White Plains-Wayne, NY-NJ	6.7	12.4	13.4	14.0	15.6	14.4	10.8	6.6	4.2	1.9	62.6	23.6	11.2	0.6	0.2	26.5	92.6
Niles-Benton Harbor, MI	6.5	13.1	13.3	11.1	12.6	15.3	12.5	7.8	5.4	2.4	81.9	14.6	1.5	0.5	0.1	4.0	94.3
Norwich-New London, CT	6.0	12.7	12.9	12.6	15.3	16.2	10.9	6.7	4.7	2.0	86.5	6.4	3.7	0.9	0.1	6.7	96.4
Ocala, FL	5.6	10.8	11.0	12.9	11.8	12.3	10.8	11.1	9.9	3.8	85.1	11.9	1.3	0.5	(Z)	9.6	94.1
Ocean City, NJ	4.9	10.9	12.0	11.2	12.5	15.2	12.5	9.7	7.6	3.4	92.6	5.1	0.9	0.2	(Z)	4.7	93.0
Odessa, TX	9.4	15.6	15.4	14.0	11.8	13.5	9.5	5.8	3.8	1.3	92.2	4.8	0.8	1.1	0.1	50.6	95.9
Ogden-Clearfield, UT	9.7	16.7	15.7	16.4	11.9	12.1	8.6	4.8	2.9	1.1	94.2	1.5	1.6	0.8	0.3	11.1	102.3
Oklahoma City, OK	7.6	13.5	14.6	14.5	13.0	14.1	10.8	6.4	3.9	1.6	79.0	10.9	3.0	3.9	0.1	9.7	97.2
Olympia, WA	6.0	12.0	13.5	15.4	13.2	14.8	12.6	6.6	4.0	1.8	86.2	3.1	4.9	1.7	0.6	6.1	96.7
Omaha-Council Bluffs, NE-IA	8.0	14.3	14.0	14.0	13.7	14.5	10.5	5.8	3.6	1.6	87.8	7.9	2.0	0.7	0.1	7.6	97.9
Orlando-Kissimmee, FL	6.9	12.8	13.2	14.0	14.7	14.3	10.8	7.0	4.5	1.8	77.9	16.0	3.7	0.5	0.1	23.0	98.1
Oshkosh-Neenah, WI	5.8	11.9	15.0	13.9	14.0	15.4	11.1	6.5	4.2	2.1	95.1	1.5	1.8	0.6	(Z)	3.0	101.1
Owensboro, KY	7.0	13.3	12.5	12.6	12.8	15.0	12.1	7.6	4.9	2.2	93.9	4.2	0.5	0.2	(Z)	1.6	93.8
Oxnard-Thousand Oaks-Ventura, CA	7.4	13.8	15.0	12.8	13.5	15.1	11.0	6.1	3.7	1.6	87.3	2.2	6.6	1.3	0.3	38.0	100.4
Palm Bay-Melbourne-Titusville, FL	5.2	10.8	12.1	11.4	12.3	15.4	12.4	10.0	7.5	3.1	85.6	10.1	2.0	0.4	0.1	7.2	96.5
Palm Coast, FL	5.1	10.3	10.3	15.1	11.6	11.6	11.3	11.8	9.6	3.2	85.6	10.8	2.0	0.2	(Z)	8.3	94.6
Panama City-Lynn Haven, FL	7.0	11.9	12.0	13.0	13.3	15.2	12.9	8.5	4.6	1.5	83.3	11.7	1.9	0.8	0.1	3.7	97.9
Parkersburg-Marietta-Vienna, WV-OH	5.6	11.8	12.0	11.7	13.1	15.8	13.2	9.0	5.5	2.3	97.0	1.2	0.5	0.3	(Z)	0.8	94.7
Pascagoula, MS	7.3	14.5	13.7	12.4	13.6	15.1	11.9	6.9	3.4	1.1	76.2	20.4	1.6	0.4	(Z)	3.5	97.7
Pensacola-Ferry Pass-Brent, FL	6.6	12.0	14.9	12.4	12.8	14.7	12.6	8.2	4.4	1.6	77.3	17.0	2.3	1.0	0.1	3.8	98.8
Peoria, IL	6.7	12.9	13.8	13.5	12.5	14.3	11.7	7.2	5.1	2.4	87.9	9.0	1.6	0.3	(Z)	2.2	95.2
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	6.5	13.0	14.1	11.9	14.3	15.5	11.4	6.7	4.5	2.0	72.9	21.0	4.4	0.3	0.1	6.7	93.7
Camden, NJ	6.3	13.0	13.5	12.9	14.8	15.7	11.1	6.5	4.3	1.7	77.1	17.0	3.9	0.3	0.1	8.0	95.9
Philadelphia, PA	6.6	13.0	14.3	11.4	14.2	15.5	11.4	6.7	4.7	2.2	71.1	22.5	4.8	0.3	0.1	6.4	92.8
Wilmington, DE-MD-NJ	6.6	12.9	14.2	12.7	14.5	15.2	11.7	6.5	3.9	1.6	75.3	19.8	3.1	0.3	0.1	6.5	94.9
Phoenix-Mesa-Scottsdale, AZ	8.4	14.7	13.1	15.3	14.3	12.9	9.9	6.0	3.8	1.7	87.7	4.9	2.9	2.5	0.2	30.9	102.2
Pine Bluff, AR	6.5	12.5	15.1	12.9	13.1	14.7	11.9	6.9	4.3	2.1	50.7	47.0	0.9	0.4	(Z)	1.7	102.4
Pittsburgh, PA	5.2	11.4	13.1	10.7	13.2	16.3	12.8	8.0	6.3	2.9	88.8	8.3	1.5	0.2	(Z)	1.1	92.9
Pittsfield, MA	4.8	10.3	14.5	11.5	11.8	15.6	13.2	8.5	6.5	3.3	94.3	2.6	1.4	0.2	(Z)	2.6	92.7
Pocatello, ID	9.1	15.2	16.5	13.7	11.3	12.9	10.8	5.6	3.4	1.4	92.8	0.8	1.2	3.4	0.2	7.8	98.5
Portland-South Portland-Biddeford, ME	5.5	11.9	12.3	10.6	14.8	17.3	13.4	7.3	4.7	2.1	95.7	1.5	1.3	0.4	(Z)	1.6	95.1
Portland-Vancouver-Beaverton, OR-WA	6.8	13.3	12.3	14.8	14.9	15.2	12.1	5.8	3.3	1.5	87.5	3.1	5.4	1.0	0.4	10.5	99.5
Port St. Lucie, FL	6.0	11.3	11.2	12.9	11.9	13.2	11.3	9.6	8.6	3.9	82.7	13.8	1.4	0.7	0.1	13.9	97.1
Poughkeepsie-Newburgh-Middletown, NY	6.2	13.5	15.7	13.1	13.7	15.6	10.9	6.1	3.7	1.5	84.5	10.6	2.8	0.4	0.1	13.3	100.9
Prescott, AZ	5.5	10.8	11.4	12.7	10.3	13.1	13.0	11.4	8.5	3.3	94.7	1.1	0.8	1.7	0.1	13.3	96.5
Providence-New Bedford-Fall River, RI-MA	5.8	12.1	14.4	12.7	14.3	15.3	11.5	6.6	4.9	2.4	89.9	5.5	2.4	0.5	0.1	9.4	93.7
Provo-Orem, UT	11.6	18.7	20.7	17.4	10.6	8.6	6.1	3.5	2.1	0.9	94.9	0.7	1.4	0.7	0.6	9.5	99.8
Pueblo, CO	6.7	13.2	13.7	14.5	12.5	13.7	10.8	7.0	5.6	2.4	92.9	2.5	0.8	2.0	0.1	39.1	96.3

See footnotes at end of table.

Table B–3. Metropolitan Areas — Population by Age, Race, and Sex—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)					Hispanic or Latino origin,[1] (percentage)	Males per 100 females
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone		
Punta Gorda, FL	3.9	9.0	9.2	10.6	10.5	12.8	14.1	12.9	11.6	5.3	91.3	6.0	1.3	0.3	(Z)	5.6	92.6
Racine, WI	6.6	13.8	13.2	12.3	13.8	16.1	11.8	6.5	4.2	1.9	86.6	10.6	0.9	0.5	0.1	10.2	99.0
Raleigh-Cary, NC	7.9	14.2	13.6	14.7	16.4	14.7	10.3	4.7	2.4	0.9	74.1	20.1	3.8	0.5	0.1	9.1	98.8
Rapid City, SD	7.9	13.6	13.5	13.0	12.2	15.0	11.9	6.9	4.2	1.8	87.9	1.5	0.9	7.0	0.1	3.9	99.0
Reading, PA	6.5	12.8	13.8	12.5	13.9	15.0	11.4	6.9	5.0	2.3	92.0	5.2	1.3	0.3	0.1	14.1	97.0
Redding, CA	6.0	11.8	14.1	15.0	11.6	14.2	12.1	7.9	5.2	2.1	90.2	1.1	2.3	3.0	0.1	8.0	95.7
Reno-Sparks, NV	7.2	13.1	13.1	13.8	13.7	14.9	12.3	6.8	3.7	1.4	87.5	2.6	4.9	2.1	0.5	21.0	103.2
Richmond, VA	6.6	12.8	13.9	13.8	14.6	15.2	11.4	6.3	3.9	1.6	65.4	30.1	2.6	0.5	0.1	4.0	94.5
Riverside-San Bernardino-Ontario, CA	8.1	15.4	15.8	16.4	13.7	12.6	8.1	5.1	3.5	1.5	82.0	8.0	5.7	1.4	0.4	45.7	100.2
Roanoke, VA	5.9	11.6	12.2	12.5	13.5	15.1	12.9	8.2	5.6	2.4	84.5	12.8	1.3	0.2	(Z)	2.1	92.4
Rochester, MN	7.5	13.5	12.5	13.9	14.1	15.6	10.4	6.4	4.0	2.1	91.4	3.1	4.1	0.3	(Z)	3.1	98.7
Rochester, NY	5.6	12.2	16.1	11.7	13.2	15.6	12.1	6.9	4.5	2.2	84.4	11.5	2.2	0.3	(Z)	5.2	95.4
Rockford, IL	6.9	13.9	13.0	14.7	13.9	14.2	10.7	6.5	4.3	1.9	86.0	10.1	1.9	0.4	(Z)	11.8	97.7
Rocky Mount, NC	6.8	13.3	13.2	11.8	13.2	15.6	12.6	7.2	4.6	1.7	53.9	44.3	0.6	0.5	(Z)	4.5	90.2
Rome, GA	7.4	13.3	14.0	13.5	13.4	13.4	10.8	7.5	4.8	2.1	83.6	13.3	1.5	0.3	0.1	8.1	94.9
Sacramento—Arden-Arcade—Roseville, CA	7.0	13.2	14.6	15.4	13.7	14.0	10.1	6.1	4.0	1.7	75.6	7.6	11.1	1.2	0.7	18.9	96.9
Saginaw-Saginaw Township North, MI	6.2	13.1	14.6	11.3	12.4	15.0	12.7	7.6	4.8	2.3	78.5	18.5	1.0	0.5	(Z)	7.4	93.0
St. Cloud, MN	6.8	12.5	17.9	15.0	12.9	13.6	9.6	5.8	4.1	1.9	95.4	1.6	1.7	0.4	(Z)	1.8	101.1
St. George, UT	9.6	15.3	13.8	17.9	9.8	8.6	6.8	7.6	7.4	3.2	95.2	0.7	0.8	1.4	0.5	7.9	98.3
St. Joseph, MO-KS	6.4	12.2	14.0	14.0	13.4	14.6	10.9	6.9	4.8	2.6	93.0	4.6	0.5	0.5	(Z)	3.0	103.0
St. Louis, MO-IL[3]	6.5	13.1	13.8	12.6	13.6	15.8	11.5	6.7	4.4	1.9	78.3	18.2	1.9	0.3	(Z)	2.2	93.8
Salem, OR	7.5	13.9	13.9	14.7	12.8	13.3	11.0	6.4	4.3	2.3	92.6	1.2	1.9	1.7	0.4	20.5	100.8
Salinas, CA	8.8	14.1	15.7	15.3	13.6	13.0	9.4	5.2	3.5	1.5	85.4	3.6	6.4	1.4	0.5	53.2	107.8
Salisbury, MD	6.4	11.8	16.6	14.7	12.9	13.6	10.4	6.9	4.8	1.9	69.2	27.6	1.6	0.3	(Z)	3.2	96.3
Salt Lake City, UT	9.2	15.9	14.8	15.9	13.5	12.9	9.2	4.8	2.7	1.1	91.1	1.8	2.9	1.1	1.3	15.9	103.4
San Angelo, TX	7.6	13.4	17.2	12.7	11.9	13.1	10.3	6.8	4.8	2.3	92.1	4.4	1.1	0.8	0.1	34.4	93.7
San Antonio, TX	8.1	15.1	14.7	14.3	13.8	13.3	9.9	5.7	3.6	1.5	88.5	6.8	1.9	1.0	0.2	53.2	96.1
San Diego-Carlsbad-San Marcos, CA	7.5	13.2	15.9	14.5	14.3	13.8	9.5	5.5	4.0	1.8	79.5	5.5	10.3	1.0	0.5	30.9	101.3
Sandusky, OH	5.6	12.2	11.8	11.1	12.3	16.1	13.7	8.8	6.0	2.4	88.7	8.7	0.6	0.3	(Z)	2.5	95.2
San Francisco-Oakland-Fremont, CA	6.4	11.6	12.5	13.0	16.3	15.6	12.0	6.5	4.1	2.0	64.0	9.0	22.2	0.7	0.7	20.4	99.0
Oakland-Fremont-Hayward, CA	6.7	12.9	13.7	12.9	15.2	15.5	11.7	6.1	3.6	1.7	62.7	11.9	20.3	0.8	0.7	22.2	97.5
San Francisco-San Mateo-Redwood City, CA	5.9	9.7	10.8	13.1	17.8	15.8	12.6	7.1	4.8	2.4	66.0	4.8	24.8	0.5	0.8	17.9	101.2
San Jose-Sunnyvale-Santa Clara, CA	7.5	13.0	13.1	13.4	16.7	15.1	10.4	6.0	3.4	1.5	62.9	2.8	30.3	0.8	0.4	26.8	105.0
San Luis Obispo-Paso Robles, CA	5.2	9.8	19.0	13.8	11.8	14.5	11.5	6.9	5.2	2.4	90.9	2.1	3.2	1.1	0.1	19.1	105.8
Santa Barbara-Santa Maria-Goleta, CA	7.4	12.1	18.8	13.3	12.3	13.3	9.9	6.1	4.6	2.2	88.7	2.4	4.5	1.7	0.2	39.5	101.9
Santa Cruz-Watsonville, CA	6.6	11.0	17.1	12.5	13.2	15.9	13.1	5.5	3.4	1.7	90.3	1.3	4.1	1.2	0.2	29.3	100.6
Santa Fe, NM	5.8	11.4	12.4	12.6	13.7	15.6	14.9	7.8	4.3	1.7	92.4	1.3	1.2	3.4	0.1	50.1	97.4
Santa Rosa-Petaluma, CA	6.2	11.7	14.4	12.6	12.9	15.7	13.3	6.5	4.4	2.2	89.7	1.7	3.9	1.6	0.3	23.2	98.4
Savannah, GA	7.7	14.0	15.1	14.1	13.3	13.9	10.5	6.0	3.8	1.6	62.3	34.0	1.9	0.3	0.1	3.0	93.3
Scranton—Wilkes-Barre, PA	5.4	11.0	13.4	11.4	13.2	14.9	12.7	8.2	6.5	3.2	95.7	2.5	0.9	0.1	(Z)	3.8	93.7
Seattle-Tacoma-Bellevue, WA	6.6	12.5	12.7	14.0	15.7	16.1	11.9	5.7	3.3	1.5	78.2	5.7	10.6	1.2	0.7	7.6	100.1
Seattle-Bellevue-Everett, WA	6.5	12.2	12.3	13.8	16.2	16.4	12.2	5.7	3.3	1.6	77.7	5.2	12.0	1.1	0.6	7.6	100.4
Tacoma, WA	6.9	13.5	14.0	14.8	14.3	15.0	10.9	5.8	3.4	1.4	79.8	7.3	5.8	1.6	1.0	7.8	99.0
Sebastian-Vero Beach, FL	5.5	10.2	10.7	12.3	11.0	13.1	11.8	10.3	10.2	4.8	88.7	8.9	1.1	0.3	(Z)	10.3	95.4
Sheboygan, WI	6.3	12.6	12.6	13.2	13.5	16.1	11.8	6.8	4.9	2.3	93.2	1.5	3.9	0.4	(Z)	5.0	102.0
Sherman-Denison, TX	7.0	13.1	13.2	13.9	12.5	14.1	11.1	7.5	5.2	2.4	89.8	5.9	0.8	1.6	0.1	10.2	95.3
Shreveport-Bossier City, LA	7.4	14.0	14.4	13.6	12.5	14.1	10.7	6.8	4.4	2.0	58.0	39.1	1.1	0.5	0.1	3.0	92.1
Sioux City, IA-NE-SD	7.9	14.9	13.4	11.8	13.2	14.4	11.3	6.5	4.4	2.1	91.4	2.3	2.5	2.0	0.1	13.4	97.7
Sioux Falls, SD	7.9	13.8	12.9	15.1	13.6	14.4	10.5	5.8	3.9	2.0	93.6	2.2	0.9	2.0	0.1	3.4	99.5
South Bend-Mishawaka, IN-MI	6.9	13.6	15.4	11.7	13.0	14.8	11.6	6.3	4.7	2.2	85.0	11.0	1.5	0.5	0.1	5.9	94.8
Spartanburg, SC	6.7	13.0	13.1	13.2	14.2	14.3	12.1	7.3	4.2	1.8	76.0	20.8	1.8	0.3	(Z)	5.1	95.2
Spokane, WA	6.5	12.7	14.7	14.8	12.6	14.5	11.5	6.4	4.2	2.2	91.5	1.9	2.1	1.6	0.2	4.0	97.1
Springfield, IL	6.4	12.7	12.5	13.4	13.3	15.6	12.1	7.1	4.7	2.2	86.7	10.3	1.2	0.2	(Z)	1.4	92.3
Springfield, MA	5.5	11.7	17.2	12.5	12.7	14.9	11.8	6.5	4.8	2.4	88.8	7.0	2.1	0.3	0.1	14.0	92.1
Springfield, MO	6.9	12.8	14.9	15.2	12.9	13.4	10.4	6.8	4.6	2.1	94.7	2.1	1.0	0.7	0.1	2.5	95.4
Springfield, OH	6.3	12.8	12.8	12.4	12.6	14.4	12.7	8.3	5.3	2.4	88.4	8.7	0.7	0.3	(Z)	1.8	93.1
State College, PA	4.6	8.8	30.5	13.4	11.5	11.2	8.5	5.8	3.9	1.6	90.7	3.1	4.9	0.2	0.1	2.2	106.4
Stockton, CA	8.3	15.5	15.3	15.3	13.4	13.0	9.0	5.3	3.4	1.5	72.7	8.0	13.8	1.4	0.5	37.0	100.3
Sumter, SC	7.6	14.2	14.5	11.1	13.0	14.7	11.4	7.4	4.3	1.9	49.6	47.6	1.1	0.3	0.1	2.5	91.3
Syracuse, NY	5.7	12.3	16.4	12.6	12.8	15.4	11.4	6.7	4.6	2.1	87.8	7.6	1.9	0.9	(Z)	2.6	94.2
Tallahassee, FL	6.2	11.1	20.7	14.5	12.7	13.3	11.3	5.9	3.0	1.2	63.3	33.1	2.0	0.3	(Z)	5.0	95.1
Tampa-St. Petersburg-Clearwater, FL	6.1	11.8	11.8	12.4	13.6	14.6	12.3	8.3	6.1	3.1	83.4	11.8	2.7	0.5	0.1	14.6	94.8
Terre Haute, IN	6.1	12.1	15.6	13.6	13.0	14.1	11.3	7.0	4.9	2.3	92.1	5.2	1.1	0.3	(Z)	1.4	101.3
Texarkana, TX-Texarkana, AR	6.6	13.3	12.8	14.9	13.3	13.9	11.6	6.9	4.6	2.1	72.8	24.4	0.6	0.7	(Z)	4.7	100.2
Toledo, OH	6.6	12.9	15.7	12.6	12.9	14.8	11.5	6.5	4.5	2.0	84.2	12.7	1.3	0.3	(Z)	5.2	94.6
Topeka, KS	7.0	13.1	12.9	13.0	12.5	15.1	12.3	7.3	4.7	2.2	87.7	7.2	1.1	1.6	0.1	7.5	95.9
Trenton-Ewing, NJ	6.3	12.6	15.1	13.0	14.7	15.1	11.0	6.2	4.1	1.9	69.4	20.5	8.2	0.3	0.2	13.3	97.0
Tucson, AZ	6.9	12.8	14.3	13.3	12.6	13.6	11.4	7.4	5.4	2.4	88.1	3.7	2.6	3.6	0.2	33.1	96.0
Tulsa, OK	7.5	13.9	13.4	13.5	13.2	14.6	11.5	6.7	4.1	1.7	77.7	9.1	1.5	7.3	0.1	7.5	96.5
Tuscaloosa, AL	6.5	12.8	18.6	14.4	12.4	13.2	10.5	6.0	4.0	1.5	62.6	35.3	1.1	0.2	(Z)	1.7	94.2
Tyler, TX	7.7	13.8	13.9	14.1	12.3	13.1	10.3	7.3	5.1	2.2	79.5	17.9	0.9	0.5	0.1	15.6	93.3

See footnotes at end of table.

Table B–3. Metropolitan Areas — Population by Age, Race, and Sex—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Population characteristics, 2008																	
	Age (percentage)											One race (percentage)					Hispanic or Latino origin,[1] (percentage)	Males per 100 females
	Under 5 years	5 to 14 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 to 84 years	85 years and over	White alone	Black or African American alone	Asian alone	American Indian and Alaska Native alone	Native Hawaiian and Other Pacific Islander alone		
Utica-Rome, NY	5.4	11.4	14.3	13.0	13.0	14.8	11.9	7.6	5.6	2.9	92.0	5.2	1.3	0.3	(Z)	3.5	98.9
Valdosta, GA	7.9	13.7	17.3	15.3	13.6	12.7	9.1	5.8	3.3	1.4	64.1	33.1	1.0	0.4	0.1	4.2	97.9
Vallejo-Fairfield, CA	6.8	13.7	14.8	13.5	13.8	15.2	10.9	5.9	3.8	1.6	63.6	15.4	14.1	1.0	0.9	22.6	101.1
Victoria, TX	7.6	14.4	14.1	11.9	12.3	14.5	11.1	7.2	4.8	1.9	91.2	5.7	1.5	0.7	0.1	41.8	96.1
Vineland-Millville-Bridgeton, NJ	7.6	12.6	12.8	16.1	14.8	13.3	10.2	6.4	4.3	1.9	73.8	21.9	1.2	1.1	0.1	24.2	106.4
Virginia Beach-Norfolk-Newport News, VA-NC	7.0	13.5	15.5	13.7	14.2	14.7	10.0	6.1	3.8	1.5	62.2	31.9	3.1	0.5	0.1	4.3	95.7
Visalia-Porterville, CA	9.7	16.8	16.3	15.6	12.1	11.7	8.3	5.0	3.2	1.4	90.7	2.1	3.5	1.9	0.2	57.5	101.0
Waco, TX	7.5	13.9	18.7	13.7	11.6	12.7	9.5	6.1	4.2	2.1	81.7	14.9	1.5	0.6	0.1	21.8	95.6
Warner Robins, GA	7.6	14.6	14.4	13.7	13.9	15.1	10.1	6.0	3.4	1.2	68.2	27.6	2.0	0.4	0.1	4.1	94.1
Washington-Arlington-Alexandria, DC-VA-MD-WV	7.1	13.0	13.4	13.8	15.7	15.5	11.4	5.8	3.0	1.3	62.4	26.5	8.6	0.4	0.1	12.3	95.4
Bethesda-Frederick-Gaithersburg, MD	6.9	13.2	12.7	11.7	15.0	16.4	12.0	6.4	3.9	1.8	70.5	15.4	11.6	0.4	0.1	13.1	93.9
Washington-Arlington-Alexandria, DC-VA-MD-WV	7.2	13.0	13.6	14.3	15.9	15.2	11.2	5.6	2.8	1.1	60.1	29.6	7.8	0.4	0.1	12.1	95.8
Waterloo-Cedar Falls, IA	6.5	11.8	18.2	12.1	11.1	13.8	11.7	7.1	5.1	2.7	91.0	6.6	1.1	0.2	(Z)	2.4	94.3
Wausau, WI	6.3	12.9	12.8	12.6	13.8	15.8	12.0	6.9	4.6	2.3	93.5	0.6	4.6	0.4	(Z)	1.3	100.4
Weirton-Steubenville, WV-OH	5.1	10.7	12.5	10.1	12.4	16.0	14.1	9.5	6.9	2.8	94.3	4.0	0.4	0.2	(Z)	0.8	92.4
Wenatchee, WA	6.9	13.7	13.7	12.7	11.9	14.5	11.4	7.6	5.4	2.3	95.2	0.7	1.0	1.4	0.2	23.8	98.7
Wheeling, WV-OH	5.2	10.7	12.9	11.2	12.7	15.9	13.6	8.4	6.5	2.9	94.8	3.5	0.6	0.1	(Z)	0.6	95.6
Wichita, KS	7.9	14.6	13.9	13.3	13.1	14.7	10.5	6.0	4.2	1.9	85.5	8.0	3.2	1.1	0.1	9.7	98.6
Wichita Falls, TX	7.1	13.4	17.1	12.8	12.3	14.0	10.2	6.8	4.6	1.9	85.2	9.4	1.8	1.2	0.1	13.9	101.6
Williamsport, PA	5.8	11.1	14.5	11.7	12.6	15.3	12.4	8.0	5.9	2.6	93.6	4.6	0.5	0.3	(Z)	1.0	96.1
Wilmington, NC	6.2	11.8	13.1	14.2	13.7	13.7	12.0	8.5	5.2	1.7	82.5	15.0	0.9	0.5	0.1	3.9	95.1
Winchester, VA-WV	6.8	12.8	12.3	15.5	14.4	14.3	10.6	7.1	4.5	1.6	92.1	5.2	1.1	0.2	(Z)	6.4	99.5
Winston-Salem, NC	6.9	13.1	12.8	12.5	14.5	14.8	12.0	7.2	4.4	1.7	76.8	20.4	1.2	0.4	0.1	9.5	93.6
Worcester, MA	6.2	13.0	14.1	12.6	14.7	16.0	11.2	6.0	4.2	2.1	90.9	3.8	3.6	0.3	0.1	8.3	96.5
Yakima, WA	9.1	16.2	14.5	13.3	12.4	12.8	10.2	5.9	3.8	1.9	89.9	1.6	1.3	5.2	0.3	41.4	99.9
York-Hanover, PA	6.3	12.5	12.1	13.0	14.4	15.9	12.0	7.1	4.7	2.1	92.0	5.4	1.2	0.2	(Z)	4.5	97.3
Youngstown-Warren-Boardman, OH-PA	5.4	11.9	13.1	11.3	12.4	15.6	13.1	8.2	6.2	2.8	87.2	10.9	0.5	0.2	(Z)	2.1	93.7
Yuba City, CA	8.6	14.5	14.6	16.7	12.8	12.6	9.0	6.0	3.6	1.5	80.7	2.9	10.4	2.1	0.2	25.5	99.5
Yuma, AZ	8.7	14.9	14.7	11.5	11.5	11.2	8.6	8.7	7.5	2.7	92.4	3.2	1.2	1.8	0.2	55.6	98.8

Z Less than 500 or .05 percent.

[1]People of Hispanic origin may be any race.

[2]The Denver-Aurora metropolitan statistical area includes Broomfield County. Broomfield County, CO, was formed from parts of Adams, Boulder, Jefferson, and Weld counties on November 15, 2001, and is coextensive with Broomfield city. For the purposes of defining and presenting data for the Denver-Aurora metropolitan statistical area, Broomfield city is treated as if it were a county when data are available to do so. In many cases, the data will not be available.

[3]The portion of Sullivan city in Crawford County, MO, is legally part of the St. Louis, MO-IL MSA. That portion is not included in these figures for the St. Louis MSA.

Note: Covers metropolitan statistical areas and metropolitan divisions as defined by the Office of Management and Budget as of November 2007. For information, see OMB Bulletin 08-01 at <http://www.whitehouse.gov/omb/assets/omb/bulletins/fy2008/b08-01.pdf>.

Survey, Census, or Data Collection Method: Based on the "component of population change method"; for more information, see Appendix B, Limitations of the Data and Methodology, and Internet site <http://www.census.gov/popest/topics/methodology/>.

Source: U.S. Census Bureau, "Annual County Resident Population Estimates by Age, Sex, Race, and Hispanic Origin: April 1, 2000 to July 1, 2008," released May 14, 2009 (related Internet site <http://www.census.gov/popest/datasets.html/>).

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Abilene, TX	47,951	39,371	60,536	30.3	31.3	19.1	9.6	8.6	1.1	4,789	23,761	9,080
Akron, OH	61,537	47,336	279,518	24.7	27.6	19.1	12.5	13.6	2.6	15,762	84,876	26,890
Albany, GA	46,381	39,166	60,574	33.4	28.0	17.2	9.6	9.7	2.2	6,778	32,606	12,529
Albany-Schenectady-Troy, NY	70,200	54,755	337,537	21.0	24.6	19.5	14.6	17.5	2.8	13,985	86,744	24,906
Albuquerque, NM	56,000	45,634	320,462	25.8	28.0	19.1	11.6	13.1	2.3	22,588	118,917	42,423
Alexandria, LA	45,359	36,753	57,460	35.0	27.5	16.5	10.0	9.4	1.7	6,026	28,658	10,594
Allentown-Bethlehem-Easton, PA-NJ	66,012	54,420	305,867	20.9	24.5	20.8	13.7	17.2	2.9	12,595	66,967	22,482
Altoona, PA	50,444	40,196	51,384	30.6	30.3	19.9	10.1	8.2	1.0	3,106	15,570	4,652
Amarillo, TX	52,492	41,944	87,799	29.3	28.2	17.6	11.4	11.1	2.3	7,089	37,697	14,690
Ames, IA	69,942	45,991	31,467	26.7	27.3	16.9	13.0	14.0	2.2	1,106	13,419	1,495
Anchorage, AK	76,328	65,534	124,200	15.7	21.3	20.1	15.7	22.9	4.3	5,839	32,639	11,872
Anderson, IN	53,512	42,616	51,392	27.3	30.3	20.5	11.9	9.0	1.0	3,225	16,121	5,650
Anderson, SC	49,839	41,078	68,821	31.1	28.3	18.1	12.2	8.7	1.6	5,797	26,927	9,782
Ann Arbor, MI	80,779	59,887	132,861	22.4	20.3	18.1	12.8	20.9	5.4	5,782	45,634	9,134
Anniston-Oxford, AL	48,175	37,736	46,849	34.3	28.0	17.6	9.9	8.8	1.4	4,199	18,823	6,472
Appleton, WI	67,888	56,436	85,071	19.0	25.2	22.6	17.1	14.4	1.7	2,948	15,614	5,225
Asheville, NC	53,098	42,153	169,116	28.5	29.2	19.3	10.8	10.0	2.2	9,706	47,900	14,810
Athens-Clarke County, GA	53,526	40,115	68,554	34.9	24.4	17.9	9.5	10.4	2.8	5,046	37,287	8,371
Atlanta-Sandy Springs-Marietta, GA	67,568	57,307	1,820,162	18.6	24.8	19.8	13.6	18.5	4.8	104,900	581,159	219,907
Atlantic City-Hammonton, NJ	64,812	53,473	102,672	22.0	24.1	20.8	13.3	16.8	3.0	5,293	28,076	8,792
Auburn-Opelika, AL	56,716	38,849	52,996	35.4	24.1	17.4	10.7	11.0	1.4	3,726	23,845	5,452
Augusta-Richmond County, GA-SC	52,523	43,190	197,580	29.0	27.3	17.5	12.1	12.1	2.0	18,549	82,650	32,547
Austin-Round Rock, TX	69,012	54,827	560,375	20.3	25.1	19.0	12.9	18.1	4.7	29,757	196,433	62,797
Bakersfield, CA	49,210	44,620	235,842	27.6	27.6	17.8	11.3	13.4	2.3	29,619	147,388	64,019
Baltimore-Towson, MD	77,501	62,524	998,382	18.6	21.2	18.6	14.0	22.2	5.3	41,183	244,577	79,953
Bangor, ME	51,792	41,336	60,477	30.8	29.6	18.2	10.3	9.2	1.9	3,384	19,767	5,157
Barnstable Town, MA	72,026	58,422	98,989	18.3	24.3	20.0	15.4	18.0	3.9	2,388	13,208	2,651
Baton Rouge, LA	56,360	44,303	279,761	29.3	25.6	17.4	11.6	13.5	2.5	24,632	128,800	46,461
Battle Creek, MI	52,226	42,181	54,257	30.2	27.5	19.2	10.9	10.8	1.4	4,589	21,982	8,573
Bay City, MI	53,019	43,353	44,733	26.6	30.5	20.4	10.5	10.7	1.3	2,497	12,218	3,576
Beaumont-Port Arthur, TX	51,535	42,056	141,740	30.7	26.5	18.2	11.3	11.6	1.8	13,027	59,772	22,216
Bellingham, WA	61,409	46,766	74,831	27.2	25.6	19.5	12.8	12.6	2.2	3,714	26,721	5,826
Bend, OR	61,001	53,436	60,302	18.9	26.9	23.8	14.4	13.6	2.3	2,130	11,692	3,010
Billings, MT	57,181	44,925	59,100	26.4	28.7	19.5	12.4	11.1	1.8	2,996	16,255	5,222
Binghamton, NY	54,771	42,930	100,631	29.1	27.6	19.0	11.7	11.1	1.6	6,565	33,330	9,661
Birmingham-Hoover, AL	57,774	46,667	429,594	27.2	25.7	18.8	11.3	13.7	3.3	29,935	144,987	51,694
Bismarck, ND	61,750	48,261	41,532	25.3	26.3	22.1	12.4	12.2	1.7	1,427	8,470	2,078
Blacksburg-Christiansburg-Radford, VA	54,304	37,827	59,507	33.8	26.8	17.9	11.1	9.4	0.9	3,332	28,794	3,793
Bloomington, IN	55,729	39,395	68,901	33.7	26.2	17.9	11.0	9.4	1.8	4,307	38,026	7,142
Bloomington-Normal, IL	70,880	54,252	61,177	22.7	23.6	19.7	13.6	18.1	2.2	2,829	19,140	4,964
Boise City-Nampa, ID	58,993	50,297	212,275	21.3	28.4	22.3	12.6	12.9	2.6	11,294	60,718	21,867
Boston-Cambridge-Quincy, MA-NH	83,103	66,870	1,684,779	18.9	18.8	17.5	13.9	23.9	7.1	69,080	406,889	113,697
Boston-Quincy, MA	79,231	63,620	696,066	21.0	18.8	17.3	13.6	22.6	6.7	32,874	202,630	56,190
Cambridge-Newton-Framingham, MA	91,461	74,010	556,748	15.9	17.7	17.0	14.1	26.5	8.7	17,098	103,360	25,907
Peabody, MA	78,656	61,505	273,755	21.8	19.5	17.4	12.9	22.4	6.0	14,589	72,974	23,856
Rockingham County-Strafford County, NH	80,257	67,353	158,210	14.8	21.3	19.7	16.2	23.4	4.6	4,519	27,925	7,744
Boulder, CO[2]	84,019	63,064	113,419	19.9	21.5	16.4	12.3	22.9	7.1	4,217	33,845	7,217
Bowling Green, KY	51,360	42,383	44,622	29.7	28.7	18.1	10.9	10.9	1.8	3,516	18,010	5,493
Bradenton-Sarasota-Venice, FL	58,688	48,445	299,995	22.4	29.2	19.8	11.3	13.6	3.7	11,776	64,744	18,723
Bremerton-Silverdale, WA	67,538	57,139	91,579	18.3	24.5	22.2	13.9	18.3	2.8	3,499	20,078	5,637
Bridgeport-Stamford-Norwalk, CT	96,279	78,353	324,360	15.4	16.9	15.7	12.7	24.1	15.3	11,331	60,735	18,907
Brownsville-Harlingen, TX	30,024	28,026	114,787	45.4	28.1	12.7	6.0	6.5	1.3	30,043	139,788	62,472
Brunswick, GA	55,494	44,613	39,019	27.3	28.1	18.6	11.3	11.5	3.2	2,571	14,401	5,474
Buffalo-Niagara Falls, NY	59,763	44,747	465,947	28.2	26.4	18.5	12.0	12.8	2.0	28,654	148,997	47,882
Burlington, NC	49,914	42,370	56,608	29.1	30.1	19.1	11.1	9.2	1.5	4,752	20,645	7,603
Burlington-South Burlington, VT	71,438	56,284	80,394	20.2	23.5	20.6	14.9	17.9	2.9	3,260	19,655	5,849
Canton-Massillon, OH	54,456	44,530	161,150	27.1	28.8	20.4	11.3	10.7	1.7	10,008	46,454	15,839
Cape Coral-Fort Myers, FL	57,475	49,742	243,673	20.0	30.2	20.7	11.6	13.5	3.9	10,754	53,772	17,356
Carson City, NV	61,074	50,140	21,330	23.4	26.4	21.7	13.8	12.6	2.1	(NA)	6,613	2,460
Casper, WY	61,187	47,648	27,359	25.3	26.2	19.4	13.7	13.8	1.7	1,199	6,785	2,342
Cedar Rapids, IA	63,327	49,948	102,404	22.5	27.6	21.0	13.3	13.1	2.5	4,364	25,740	8,580
Champaign-Urbana, IL	61,644	44,115	87,476	30.1	25.3	18.4	11.5	12.2	2.5	4,546	35,913	7,054
Charleston, WV	49,325	39,526	126,252	32.3	28.4	18.1	10.0	9.4	1.8	9,835	46,325	15,570
Charleston-North Charleston-Summerville, SC	57,487	48,315	234,599	24.1	27.7	19.7	12.2	13.1	3.2	14,885	82,287	29,367
Charlotte-Gastonia-Concord, NC-SC	62,594	51,702	616,835	21.8	26.6	19.3	12.3	15.7	4.2	34,937	180,522	62,697
Charlottesville, VA	68,005	53,076	76,147	22.8	23.8	20.1	12.8	15.9	4.5	3,065	23,865	5,632
Chattanooga, TN-GA	52,990	42,801	202,514	28.4	28.4	18.5	11.4	10.6	2.7	13,511	66,405	22,167
Cheyenne, WY	59,468	49,748	33,640	20.7	29.5	22.7	12.1	12.9	2.1	1,129	6,595	2,231
Chicago-Naperville-Joliet, IL-IN-WI	70,715	58,946	3,385,546	20.2	22.3	19.2	13.7	19.5	5.1	199,492	1,087,895	399,240
Chicago-Naperville-Joliet, IL	70,409	58,624	2,829,188	20.4	22.3	19.1	13.6	19.6	5.1	169,968	932,466	338,100
Gary, IN	60,992	50,440	262,903	24.3	25.2	20.8	13.9	13.8	1.9	18,882	94,430	38,735
Lake County-Kenosha County, IL-WI	83,670	71,683	293,455	14.2	19.8	18.4	15.1	23.9	8.6	10,642	60,999	22,405

See footnotes at end of table.

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Chico, CA	53,214	40,011	84,607	32.4	26.6	17.3	11.1	11.0	1.6	5,597	37,757	9,119
Cincinnati-Middletown, OH-KY-IN	65,396	51,926	803,129	23.0	25.2	19.8	13.0	15.8	3.2	43,297	236,477	82,462
Clarksville, TN-KY	50,682	44,531	92,608	26.5	29.6	21.4	11.3	10.0	1.2	7,752	35,950	15,542
Cleveland, TN	48,300	38,605	44,083	31.1	31.1	17.0	10.8	8.9	1.1	3,483	16,690	5,280
Cleveland-Elyria-Mentor, OH	61,193	47,600	840,369	26.4	25.6	19.0	12.2	14.0	2.8	54,016	268,666	97,845
Coeur d'Alene, ID	51,631	41,576	50,628	27.1	31.4	18.2	12.9	8.6	1.7	3,358	15,558	5,567
College Station-Bryan, TX	53,671	36,599	73,853	38.4	23.0	16.5	9.5	10.2	2.5	6,589	49,596	10,784
Colorado Springs, CO	67,245	55,064	226,360	20.2	25.0	20.1	14.2	17.4	3.0	11,156	58,437	19,806
Columbia, MO	59,239	43,063	66,342	28.9	27.2	18.4	10.6	12.7	2.2	3,852	25,148	6,175
Columbia, SC	58,734	46,973	271,279	25.3	27.5	19.4	12.4	13.0	2.4	17,535	89,052	30,241
Columbus, GA-AL	48,121	38,924	108,447	33.5	27.3	17.5	10.1	9.9	1.6	11,672	50,635	21,113
Columbus, IN	62,278	52,172	27,992	20.7	26.6	23.5	13.1	13.3	2.9	1,690	7,769	3,008
Columbus, OH	64,886	51,687	677,522	22.5	26.0	19.5	12.8	16.1	3.2	39,120	217,778	73,745
Corpus Christi, TX	47,067	39,723	149,080	32.3	27.1	17.1	10.2	11.4	2.0	16,231	77,845	30,387
Corvallis, OR	67,007	47,117	32,517	27.4	24.5	16.4	12.2	17.4	2.1	1,306	13,177	1,699
Cumberland, MD-WV	47,876	35,787	40,370	34.8	30.5	16.6	9.7	7.5	0.9	2,633	14,279	3,705
Dallas-Fort Worth-Arlington, TX	63,719	53,748	2,080,056	20.7	25.7	18.6	12.8	17.5	4.7	144,167	759,134	300,507
Dallas-Plano-Irving, TX	64,621	54,180	1,388,775	20.6	25.5	18.2	12.6	17.8	5.3	95,968	514,470	203,313
Fort Worth-Arlington, TX	62,178	52,888	691,281	21.0	26.1	19.5	13.2	16.8	3.4	48,199	244,664	97,194
Dalton, GA	47,598	40,011	44,878	29.2	31.5	19.3	9.1	9.0	1.9	3,971	21,025	7,673
Danville, IL	46,566	37,784	32,857	33.4	30.7	18.3	9.9	7.0	0.7	3,462	15,428	6,002
Danville, VA	43,715	34,570	45,391	36.9	30.0	16.7	8.5	7.0	0.8	4,272	18,737	6,383
Davenport-Moline-Rock Island, IA-IL	57,684	46,028	151,011	25.7	28.2	19.5	12.2	12.1	2.3	8,669	44,654	16,574
Dayton, OH	58,418	46,249	340,416	25.4	28.0	19.1	12.0	13.4	2.0	21,253	105,624	37,162
Decatur, AL	51,217	42,204	58,878	30.2	28.5	17.8	11.3	11.0	1.2	4,581	22,371	8,160
Decatur, IL	55,890	43,316	46,343	29.4	26.0	19.2	11.3	12.0	2.0	3,416	16,891	6,729
Deltona-Daytona Beach-Ormond Beach, FL	52,576	41,772	201,368	28.0	30.3	19.9	10.2	9.3	2.4	10,454	60,399	16,411
Denver-Aurora, CO[2]	71,531	58,039	941,502	19.3	23.7	19.5	13.5	19.3	4.6	48,116	266,098	96,192
Des Moines-West Des Moines, IA	67,521	55,342	214,297	18.8	26.2	21.5	14.7	15.6	3.2	7,719	42,422	14,770
Detroit-Warren-Livonia, MI	66,930	53,593	1,689,695	22.9	24.0	18.6	13.2	17.8	3.5	108,599	587,961	218,819
Detroit-Livonia-Dearborn, MI	53,805	43,232	716,137	30.1	25.8	17.7	11.4	13.1	1.9	71,071	394,901	157,480
Warren-Troy-Farmington Hills, MI	76,459	61,987	973,558	17.6	22.6	19.4	14.6	21.2	4.6	37,528	193,060	61,339
Dothan, AL	48,465	37,137	53,191	34.4	27.6	16.7	10.2	9.3	1.7	4,431	21,325	7,679
Dover, DE	56,130	50,112	55,685	23.4	26.5	20.7	12.9	14.8	1.7	3,502	17,365	6,943
Dubuque, IA	58,822	46,633	36,520	24.4	29.5	22.1	12.1	9.9	2.0	1,719	7,814	2,565
Duluth, MN-WI	56,596	43,582	116,391	28.5	28.1	20.6	11.5	9.9	1.5	5,948	34,367	8,859
Durham, NC	61,859	47,808	187,049	25.7	26.2	17.9	10.5	15.2	4.5	11,304	67,577	18,786
Eau Claire, WI	58,807	46,360	62,096	25.9	27.8	21.7	12.4	10.4	1.8	2,839	17,792	4,785
El Centro, CA	40,088	35,933	45,561	34.8	27.8	16.4	9.9	9.9	1.2	6,783	30,334	12,261
Elizabethtown, KY	52,199	44,912	42,038	24.7	31.2	18.5	12.3	12.0	1.3	2,861	12,079	4,288
Elkhart-Goshen, IN	54,926	47,999	70,835	22.2	29.5	22.9	12.6	10.6	2.3	4,148	21,506	8,963
Elmira, NY	50,169	39,989	34,767	30.8	29.1	18.5	8.4	11.2	2.0	2,837	12,519	4,585
El Paso, TX	36,817	33,684	229,655	38.6	28.2	15.4	8.3	8.0	1.4	44,014	200,125	87,213
Erie, PA	53,224	42,073	107,218	29.5	28.3	19.5	11.1	10.0	1.7	7,078	40,819	13,851
Eugene-Springfield, OR	54,100	42,079	137,630	28.7	28.8	20.5	10.4	9.7	1.9	8,056	52,173	11,407
Evansville, IN-KY	58,046	45,162	141,508	27.4	27.2	19.5	12.9	11.1	2.0	7,515	37,956	12,445
Fairbanks, AK	71,807	63,044	32,550	17.1	21.7	20.6	15.6	22.5	2.6	1,390	7,352	2,580
Fargo, ND-MN	64,053	45,513	80,333	27.1	26.9	19.7	11.7	12.2	2.4	3,478	22,765	5,214
Farmington, NM	49,425	42,331	38,466	29.7	28.7	17.1	12.1	11.1	1.4	3,847	21,142	7,379
Fayetteville, NC	49,222	42,051	130,880	30.1	27.7	20.3	11.1	9.7	1.1	13,264	57,980	23,379
Fayetteville-Springdale-Rogers, AR-MO	53,405	44,732	158,750	25.5	29.6	20.0	11.7	10.9	2.2	10,652	55,417	19,422
Flagstaff, AZ	56,635	48,171	43,286	24.4	27.5	19.1	11.9	14.3	2.8	3,210	20,398	6,571
Flint, MI	54,889	44,277	173,622	27.3	28.0	19.4	11.7	12.2	1.4	14,537	70,481	27,311
Florence, SC	47,647	39,414	72,678	31.9	28.6	18.4	10.1	9.4	1.6	6,974	33,595	12,332
Florence-Muscle Shoals, AL	47,903	36,755	58,668	36.0	26.6	16.2	10.3	9.4	1.4	5,673	24,922	8,350
Fond du Lac, WI	61,523	50,647	39,184	21.0	28.2	24.3	14.7	10.5	1.4	1,416	7,862	2,167
Fort Collins-Loveland, CO	71,135	53,502	111,524	21.5	25.2	18.6	13.5	17.8	3.4	4,960	35,499	8,002
Fort Smith, AR-OK	43,517	35,726	107,262	35.9	29.3	17.9	8.7	7.1	1.2	10,310	51,565	19,839
Fort Walton Beach-Crestview-Destin, FL	65,011	54,999	74,771	18.8	26.6	21.9	13.3	15.9	3.5	3,625	17,147	6,897
Fort Wayne, IN	59,606	48,006	159,348	22.8	28.9	21.5	12.9	11.8	2.0	8,661	42,257	16,276
Fresno, CA	50,665	44,979	276,929	28.3	26.2	17.6	11.9	13.5	2.5	32,823	178,697	78,140
Gadsden, AL	41,749	34,207	43,059	36.5	30.3	16.1	8.9	7.7	0.5	3,964	16,259	5,259
Gainesville, FL	57,298	38,561	101,425	34.5	25.7	15.4	9.6	11.6	3.1	6,176	54,400	10,056
Gainesville, GA	54,765	49,474	54,184	21.7	28.7	20.4	13.6	12.8	2.7	3,494	20,530	7,906
Glens Falls, NY	56,046	46,168	51,110	24.5	29.3	20.7	12.1	12.2	1.2	2,612	13,175	3,986
Goldsboro, NC	47,060	39,316	44,116	31.7	30.0	20.2	9.0	7.9	1.2	3,893	19,008	6,836
Grand Forks, ND-MN	58,259	42,516	39,388	30.0	27.7	20.9	10.6	9.6	1.1	1,873	14,224	3,137
Grand Junction, CO	55,722	46,490	53,533	25.4	29.0	19.8	12.3	11.1	2.4	3,278	17,816	5,577
Grand Rapids-Wyoming, MI	59,498	48,889	288,574	22.7	28.5	20.9	12.7	12.7	2.5	17,856	93,501	34,382
Great Falls, MT	51,269	41,802	32,190	29.4	29.5	20.3	11.1	7.9	1.8	2,046	10,291	3,693
Greeley, CO[2]	61,189	52,457	81,024	22.3	25.3	21.3	14.0	15.1	1.9	5,174	31,990	9,214
Green Bay, WI	61,644	50,910	119,412	22.4	26.6	22.0	14.0	12.9	2.1	5,946	29,406	9,944
Greensboro-High Point, NC	54,827	42,789	275,069	28.8	27.9	18.8	10.9	11.1	2.6	21,106	104,973	36,994
Greenville, NC	51,164	36,498	68,011	37.3	25.6	15.9	9.4	10.2	1.7	6,271	35,203	10,201

See footnotes at end of table.

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Greenville-Mauldin-Easley, SC	53,602	43,711	233,053	28.2	28.5	18.3	11.0	11.6	2.3	16,088	81,284	26,848
Gulfport-Biloxi, MS	49,092	43,241	91,367	29.0	29.0	18.4	10.1	11.8	1.7	7,254	34,227	11,295
Hagerstown-Martinsburg, MD-WV	60,791	50,783	99,509	22.1	27.3	21.4	14.2	12.8	2.2	4,928	23,926	7,664
Hanford-Corcoran, CA	50,164	45,796	38,808	25.2	28.6	19.7	13.1	12.2	1.2	4,508	24,616	10,156
Harrisburg-Carlisle, PA	66,778	53,496	211,113	20.4	26.2	21.0	14.5	15.4	2.6	8,050	43,804	14,172
Harrisonburg, VA	55,628	44,860	42,427	26.5	28.8	21.3	11.2	10.3	1.9	1,499	16,360	2,623
Hartford-West Hartford-East Hartford, CT	80,428	64,989	455,433	18.3	20.3	18.2	15.5	22.4	5.3	18,561	99,362	32,553
Hattiesburg, MS	44,353	36,285	49,040	35.0	28.4	17.3	8.6	8.7	1.9	5,212	26,690	9,025
Hickory-Lenoir-Morganton, NC	48,818	39,793	136,948	31.2	30.4	19.3	9.9	7.7	1.5	9,460	48,096	14,072
Hinesville-Fort Stewart, GA	44,363	40,970	24,081	28.7	34.4	20.4	10.5	5.8	0.2	2,750	12,673	6,295
Holland-Grand Haven, MI	66,986	57,536	90,396	15.9	26.6	23.3	15.4	16.4	2.3	2,197	15,682	4,280
Honolulu, HI	74,667	64,355	301,189	16.4	21.6	19.7	14.8	22.9	4.6	13,078	75,623	19,999
Hot Springs, AR	44,620	34,451	38,796	35.8	29.8	16.3	9.6	6.2	2.2	3,095	16,149	5,191
Houma-Bayou Cane-Thibodaux, LA	50,882	42,856	70,932	30.0	26.2	17.8	12.1	11.9	1.9	6,896	33,001	12,577
Houston-Sugar Land-Baytown, TX	60,188	51,685	1,857,040	23.3	25.2	17.6	12.0	17.3	4.7	158,644	820,173	334,890
Huntington-Ashland, WV-KY-OH	45,336	34,606	114,923	36.7	28.4	16.0	9.4	7.8	1.6	11,455	54,327	16,110
Huntsville, AL	63,923	51,275	147,283	23.3	25.7	17.9	12.2	18.1	2.8	8,173	42,133	14,248
Idaho Falls, ID	55,636	47,099	40,910	23.3	29.2	21.0	12.6	12.0	2.0	2,436	13,246	5,420
Indianapolis-Carmel, IN	64,343	52,607	651,395	21.3	26.0	20.4	13.2	15.8	3.3	34,186	176,331	65,322
Iowa City, IA	67,853	49,075	58,529	27.2	23.8	19.5	11.6	14.7	3.1	2,796	22,756	4,260
Ithaca, NY	68,796	46,225	37,374	28.6	24.4	17.2	11.7	15.1	3.0	1,175	17,397	1,605
Jackson, MI	55,325	45,946	60,667	27.1	27.3	20.0	12.5	11.8	1.4	4,751	21,787	8,068
Jackson, MS	53,852	42,921	193,661	29.3	27.0	17.9	10.2	12.7	2.9	16,176	87,569	35,758
Jackson, TN	48,166	38,352	44,360	33.2	27.8	17.9	9.2	10.0	1.9	4,813	20,485	7,061
Jacksonville, FL	61,488	51,269	498,655	21.1	27.5	20.4	13.1	14.6	3.3	26,906	139,972	49,113
Jacksonville, NC	46,771	42,173	54,259	26.4	32.7	20.4	10.5	8.9	1.2	4,800	20,375	9,382
Janesville, WI	60,669	48,698	62,035	22.1	29.0	21.3	14.7	11.1	1.7	3,414	15,532	5,335
Jefferson City, MO	58,099	46,672	54,568	24.1	29.3	21.6	13.6	10.5	1.0	3,135	16,196	4,956
Johnson City, TN	45,747	36,853	76,443	33.7	29.8	18.8	8.7	7.2	1.7	6,153	31,102	9,197
Johnstown, PA	46,249	37,030	59,305	32.9	30.4	18.7	9.4	6.9	1.7	4,254	18,725	6,090
Jonesboro, AR	46,983	36,527	44,114	34.5	28.1	18.0	9.5	8.4	1.4	4,533	20,640	8,098
Joplin, MO	44,564	37,158	64,286	32.5	30.4	20.1	8.8	6.9	1.4	5,656	27,906	9,938
Kalamazoo-Portage, MI	59,672	45,011	127,037	27.5	26.7	18.1	11.9	13.4	2.4	8,345	52,333	14,970
Kankakee-Bradley, IL	58,796	49,931	40,249	23.3	26.8	22.3	14.2	12.4	1.0	2,600	14,754	5,004
Kansas City, MO-KS	66,504	53,564	767,120	20.9	25.8	20.0	13.6	16.6	3.1	38,876	203,168	75,033
Kennewick-Pasco-Richland, WA	60,650	50,907	76,486	23.0	26.0	19.6	11.8	16.9	2.7	6,013	31,566	13,452
Killeen-Temple-Fort Hood, TX	51,950	45,577	120,975	23.2	31.6	21.2	11.8	10.2	2.0	9,598	48,549	23,013
Kingsport-Bristol-Bristol, TN-VA	45,703	36,017	129,524	35.0	29.2	17.6	9.4	7.4	1.4	11,455	48,336	14,815
Kingston, NY	66,715	54,871	69,354	21.3	24.5	19.9	13.4	17.9	3.0	3,333	20,263	6,089
Knoxville, TN	55,685	44,511	276,343	28.0	27.6	19.4	10.8	11.6	2.7	18,315	90,962	27,001
Kokomo, IN	55,755	47,040	41,471	24.8	27.6	19.8	13.7	12.8	1.3	3,534	14,100	5,326
La Crosse, WI-MN	59,909	47,259	52,240	25.7	27.3	21.8	12.1	10.8	2.3	2,322	16,612	4,546
Lafayette, IN	56,324	42,250	72,091	30.0	27.1	18.7	11.3	11.5	1.5	3,949	28,139	6,225
Lafayette, LA	54,882	42,596	99,436	29.6	26.8	17.7	9.9	13.0	3.0	8,149	40,168	13,917
Lake Charles, LA	50,245	40,312	74,958	32.9	25.3	17.2	10.7	11.1	2.8	6,849	31,872	11,426
Lake Havasu City-Kingman, AZ	45,023	37,941	75,033	29.0	35.3	16.3	9.2	8.3	1.9	5,872	27,994	9,837
Lakeland-Winter Haven, FL	48,969	42,534	222,196	26.4	31.3	20.3	11.2	9.2	1.6	15,837	72,129	26,636
Lancaster, PA	63,499	52,933	185,001	19.3	27.4	22.2	14.4	14.2	2.4	7,990	43,280	16,358
Lansing-East Lansing, MI	63,360	49,169	177,581	25.3	25.4	19.4	13.3	14.3	2.2	10,675	65,975	17,404
Laredo, TX	35,471	34,236	60,859	38.8	27.2	16.1	9.0	8.0	1.0	13,755	68,732	33,847
Las Cruces, NM	39,453	34,118	68,164	38.3	29.2	15.1	8.2	8.3	1.0	9,756	47,068	18,219
Las Vegas-Paradise, NV	61,701	54,299	662,025	18.9	26.7	21.5	13.5	16.1	3.3	34,656	186,748	69,060
Lawrence, KS	65,197	44,547	42,996	28.6	26.7	17.0	12.6	12.6	2.5	1,897	18,439	2,887
Lawton, OK	47,527	41,902	41,060	29.3	30.1	19.7	11.7	8.4	0.8	4,414	18,682	8,690
Lebanon, PA	60,588	49,805	49,465	20.9	29.3	22.2	15.1	11.0	1.6	1,928	9,416	3,264
Lewiston, ID-WA	49,953	41,009	24,405	30.3	28.9	20.1	10.7	8.3	1.7	2,035	8,697	3,020
Lewiston-Auburn, ME	51,660	42,725	43,450	28.4	28.8	22.2	11.1	8.4	1.1	3,037	16,538	6,120
Lexington-Fayette, KY	60,966	46,311	181,595	27.0	26.2	18.5	11.6	14.1	2.6	11,864	64,979	19,563
Lima, OH	53,960	43,466	40,596	26.9	31.2	19.3	11.1	9.8	1.7	2,969	14,133	5,174
Lincoln, NE	64,276	49,920	114,228	23.7	26.3	21.5	13.3	12.9	2.2	4,690	31,555	8,964
Little Rock-North Little Rock-Conway, AR	57,656	45,554	259,043	25.7	28.8	19.1	11.6	12.2	2.6	17,154	88,033	31,844
Logan, UT-ID	52,647	44,389	35,397	24.5	30.4	20.3	12.8	10.4	1.7	2,635	17,128	4,987
Longview, TX	49,711	40,170	74,749	30.6	28.7	17.6	10.2	10.9	1.9	5,919	29,834	11,293
Longview, WA	51,150	44,227	37,931	25.9	31.2	19.4	12.1	10.7	0.6	3,049	15,253	5,165
Los Angeles-Long Beach-Santa Ana, CA	63,569	56,680	4,148,481	21.6	23.0	17.9	12.2	19.3	6.1	309,123	1,774,329	666,156
Los Angeles-Long Beach-Glendale, CA	58,647	52,628	3,176,441	23.8	23.9	17.9	11.7	17.4	5.3	264,977	1,499,713	573,636
Santa Ana-Anaheim-Irvine, CA	81,260	71,601	972,040	14.4	19.8	17.9	13.7	25.7	8.5	44,146	274,616	92,520
Louisville/Jefferson County, KY-IN	57,879	46,095	489,689	26.0	27.7	19.7	11.7	12.5	2.4	30,479	154,453	53,163
Lubbock, TX	50,893	39,955	102,286	31.1	29.1	17.9	10.0	9.5	2.3	7,758	45,352	13,975
Lynchburg, VA	54,228	43,161	95,650	27.3	29.7	19.5	11.6	10.2	1.8	6,333	30,994	9,406
Macon, GA	51,427	39,652	84,844	33.7	25.9	16.5	10.9	11.0	2.0	8,410	44,158	17,623
Madera, CA	50,255	44,534	41,849	24.6	30.3	17.7	12.0	13.1	2.3	4,587	23,856	10,014
Madison, WI	76,205	58,090	219,711	18.1	23.9	21.1	14.9	17.8	4.1	5,868	54,318	12,086

See footnotes at end of table.

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Manchester-Nashua, NH	79,222	67,276	149,761	15.7	19.5	20.6	16.2	23.8	4.2	5,144	28,150	10,391
Mansfield, OH	52,655	41,563	49,720	28.3	29.7	19.7	11.3	9.8	1.0	2,644	14,049	5,311
McAllen-Edinburg-Mission, TX	30,000	28,328	201,366	44.5	26.7	14.6	6.7	6.5	1.0	55,065	256,353	118,105
Medford, OR	52,558	43,446	80,058	27.5	29.6	19.9	11.4	10.0	1.8	4,523	25,098	6,929
Memphis, TN-MS-AR	54,479	44,495	475,835	28.4	26.8	17.9	10.8	13.2	3.0	45,916	224,626	91,700
Merced, CA	47,558	44,141	72,599	29.3	26.7	19.4	10.2	12.2	2.1	9,184	46,677	20,379
Miami-Fort Lauderdale-Pompano Beach, FL	55,749	47,527	2,015,132	26.1	26.0	17.9	11.1	14.7	4.3	133,088	713,001	220,538
Fort Lauderdale-Pompano Beach-Deerfield Beach, FL	61,758	51,221	676,384	23.2	25.6	19.0	11.8	16.3	4.0	35,208	197,045	64,542
Miami-Miami Beach-Kendall, FL	47,800	41,943	830,844	30.6	26.9	16.6	9.9	12.4	3.7	75,149	384,237	113,633
West Palm Beach-Boca Raton-Boynton Beach, FL	63,456	52,351	507,904	22.5	25.2	18.4	12.1	16.2	5.6	22,731	131,719	42,363
Michigan City-La Porte, IN	55,282	46,546	41,694	24.4	29.2	21.3	13.1	11.0	1.1	2,618	12,303	4,655
Midland, TX	57,500	47,163	46,331	27.1	25.1	18.6	10.0	14.8	4.5	3,659	18,051	7,044
Milwaukee-Waukesha-West Allis, WI	66,707	51,669	607,687	23.0	25.4	19.2	13.5	15.7	3.2	34,372	193,144	74,126
Minneapolis-St. Paul-Bloomington, MN-WI	79,158	63,866	1,233,149	16.2	22.0	20.1	15.5	21.5	4.7	45,207	267,494	88,739
Missoula, MT	54,759	42,687	40,636	30.0	27.2	18.6	11.0	11.0	2.3	2,121	16,888	3,515
Mobile, AL	45,874	38,596	150,853	33.5	27.7	17.9	9.6	9.3	1.9	17,235	78,620	32,401
Modesto, CA	56,338	50,375	158,836	23.4	26.1	20.2	12.5	15.0	2.8	12,489	70,510	27,686
Monroe, LA	45,547	36,364	63,125	36.4	27.1	16.6	8.9	9.5	1.7	7,443	36,439	14,770
Monroe, MI	65,864	55,922	57,946	18.2	26.1	21.6	14.7	17.7	1.6	2,311	11,737	3,763
Montgomery, AL	54,459	43,654	136,874	29.0	26.6	18.2	11.6	11.9	2.6	12,391	56,868	21,970
Morgantown, WV	49,793	36,283	42,921	35.1	28.0	16.4	9.5	8.7	2.2	2,879	20,460	3,594
Morristown, TN	45,388	37,368	51,621	34.5	29.9	18.8	8.8	6.4	1.7	4,692	21,920	6,913
Mount Vernon-Anacortes, WA	57,292	50,107	42,982	22.5	27.4	22.3	11.9	13.5	2.4	2,680	15,775	5,329
Muncie, IN	47,718	36,853	46,513	32.5	31.5	17.0	9.3	8.7	1.0	3,569	20,199	5,249
Muskegon-Norton Shores, MI	51,789	41,984	65,259	28.2	30.3	20.1	11.5	8.7	1.2	5,105	26,951	9,310
Myrtle Beach-North Myrtle Beach-Conway, SC	49,084	41,975	105,192	27.7	31.4	19.5	10.4	9.2	1.8	7,915	36,989	12,603
Napa, CA	77,480	66,663	48,312	16.7	21.0	18.2	13.1	24.5	6.5	1,678	12,835	3,230
Naples-Marco Island, FL	66,846	57,166	119,883	18.1	25.8	18.7	13.2	16.8	7.2	5,206	30,540	10,954
Nashville-Davidson—Murfreesboro—Franklin, TN	61,255	49,979	574,448	23.1	27.0	20.3	12.1	13.8	3.7	33,545	177,703	62,519
New Haven-Milford, CT	73,188	58,528	322,561	21.2	22.1	18.2	13.5	20.5	4.5	16,525	83,602	30,065
New Orleans-Metairie-Kenner, LA	56,375	45,802	392,659	28.1	25.8	17.2	11.9	13.8	3.2	30,408	176,228	63,349
New York-Northern New Jersey-Long Island, NY-NJ-PA	73,088	60,964	6,717,007	21.9	20.1	16.7	12.4	21.2	7.6	438,613	2,324,289	769,852
Edison-New Brunswick, NJ	87,519	73,063	836,032	15.4	18.4	17.4	14.7	26.5	7.7	27,618	149,457	45,300
Nassau-Suffolk, NY	96,243	84,099	916,091	12.0	15.3	16.9	15.0	31.0	9.8	24,270	144,197	41,429
Newark-Union, NJ-PA	83,280	68,264	759,711	17.8	19.2	16.9	13.3	23.5	9.3	34,337	184,655	61,465
New York-White Plains-Wayne, NY-NJ	61,174	52,633	4,205,173	26.1	21.7	16.6	11.3	17.6	6.8	352,388	1,845,980	621,658
Niles-Benton Harbor, MI	53,041	42,188	63,400	29.8	27.5	17.8	11.4	11.5	2.0	5,292	25,717	9,929
Norwich-New London, CT	76,734	61,842	104,132	15.2	24.4	20.0	15.1	21.5	3.7	2,806	15,537	4,545
Ocala, FL	46,180	39,295	127,764	29.6	33.1	19.2	8.9	7.3	1.9	8,370	39,864	13,389
Ocean City, NJ	63,359	52,771	47,229	21.5	25.7	19.8	13.7	15.6	3.7	2,060	9,226	2,874
Odessa, TX	49,478	41,322	45,434	30.8	27.8	18.3	11.7	9.2	2.1	4,652	21,120	8,841
Ogden-Clearfield, UT	64,677	57,743	160,434	15.7	25.5	24.5	15.0	16.8	2.5	7,850	38,943	16,029
Oklahoma City, OK	55,168	43,652	459,394	27.4	28.9	18.9	10.5	11.6	2.6	31,726	169,554	60,346
Olympia, WA	65,774	55,129	91,918	20.2	24.6	20.8	14.6	17.1	2.6	4,789	24,168	7,453
Omaha-Council Bluffs, NE-IA	66,058	52,914	317,650	21.0	26.1	20.4	14.0	15.6	2.8	16,283	84,543	30,051
Orlando-Kissimmee, FL	57,186	49,789	752,280	21.4	28.8	20.4	12.0	14.1	3.3	41,573	221,390	73,612
Oshkosh-Neenah, WI	62,903	49,395	65,897	22.7	27.9	22.4	13.3	11.8	1.8	2,551	15,126	4,029
Owensboro, KY	51,700	40,819	45,945	32.4	26.1	20.0	10.8	9.8	0.9	4,136	17,283	6,628
Oxnard-Thousand Oaks-Ventura, CA	81,187	72,984	255,527	14.5	19.1	17.7	14.9	26.6	7.3	12,122	70,620	27,000
Palm Bay-Melbourne-Titusville, FL	59,004	47,973	217,708	23.5	28.4	19.2	12.4	14.0	2.4	9,355	49,761	13,649
Palm Coast, FL	51,698	45,486	37,601	25.1	29.5	22.5	11.1	9.9	1.9	2,346	8,669	2,403
Panama City-Lynn Haven, FL	53,578	46,106	71,417	25.2	28.5	21.0	11.8	11.4	2.0	4,926	20,991	7,658
Parkersburg-Marietta-Vienna, WV-OH	47,276	37,685	67,453	34.0	27.6	19.5	9.6	7.6	1.8	5,898	27,338	9,327
Pascagoula, MS	51,716	44,580	55,071	27.2	28.3	20.7	11.0	11.3	1.5	5,365	23,371	8,962
Pensacola-Ferry Pass-Brent, FL	54,245	45,288	168,016	26.2	28.5	19.9	12.3	11.1	2.0	11,436	57,918	21,033
Peoria, IL	62,330	49,795	148,604	22.9	27.3	21.0	13.1	13.4	2.3	8,023	37,219	13,998
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	73,536	57,831	2,169,515	21.7	21.9	18.0	13.3	20.1	4.9	115,939	662,178	223,266
Camden, NJ	78,316	65,494	455,256	16.8	20.4	19.6	15.4	23.6	4.2	19,629	98,990	32,746
Philadelphia, PA	71,373	54,566	1,459,832	23.9	22.3	17.2	12.4	18.9	5.3	85,171	496,567	169,315
Wilmington, DE-MD-NJ	74,467	61,031	254,427	18.0	22.7	19.6	15.0	21.0	3.8	11,139	66,621	21,205
Phoenix-Mesa-Scottsdale, AZ	62,143	52,857	1,421,271	20.7	26.4	19.8	13.1	16.2	3.8	87,537	512,066	195,261
Pine Bluff, AR	44,207	34,348	38,057	37.4	29.1	16.6	8.7	7.2	0.9	4,132	20,248	7,927
Pittsburgh, PA	59,095	44,814	984,179	28.2	26.4	18.9	11.4	12.6	2.6	50,204	265,392	76,128
Pittsfield, MA	63,294	48,836	55,127	26.3	24.4	19.6	13.3	13.7	2.7	2,672	14,332	3,349
Pocatello, ID	49,600	39,755	31,690	30.0	29.6	18.2	11.3	9.3	1.5	2,823	13,443	4,690
Portland-South Portland-Biddeford, ME	64,807	53,270	207,652	21.4	24.9	21.9	13.7	15.0	3.1	8,633	48,363	13,683
Portland-Vancouver-Beaverton, OR-WA	66,077	53,935	817,906	21.0	25.0	20.3	13.3	16.7	3.6	42,632	250,103	78,564
Port St. Lucie, FL	56,525	48,391	157,673	21.9	29.5	20.5	11.5	13.3	3.3	7,535	39,594	13,422
Poughkeepsie-Newburgh-Middletown, NY	77,427	66,376	225,330	16.6	19.9	19.9	15.2	24.5	4.0	10,783	60,474	23,176
Prescott, AZ	51,396	43,170	84,352	26.0	31.9	19.5	10.7	10.1	1.9	4,724	25,500	7,767
Providence-New Bedford-Fall River, RI-MA	68,515	54,064	613,430	23.9	22.6	18.3	14.0	18.1	3.2	33,081	173,720	57,724
Provo-Orem, UT	59,384	53,590	128,810	18.1	27.9	23.1	14.0	14.5	2.4	8,536	58,764	15,798
Pueblo, CO	48,623	39,570	58,819	32.7	27.8	18.3	10.0	9.6	1.5	6,091	27,009	9,859

See footnotes at end of table.

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Punta Gorda, FL	51,172	44,576	70,376	23.6	32.8	20.4	11.4	9.8	2.1	3,185	13,064	3,253
Racine, WI	62,941	53,250	75,140	20.9	26.2	22.0	14.1	14.8	2.0	3,815	20,149	6,873
Raleigh-Cary, NC	72,792	57,974	374,606	19.0	24.3	18.3	13.6	20.3	4.4	16,599	97,793	33,499
Rapid City, SD	52,706	44,865	47,419	24.3	32.4	20.1	11.5	9.4	2.3	2,923	15,316	5,752
Reading, PA	61,446	52,241	149,410	22.2	25.6	22.0	13.6	14.5	2.1	8,083	43,107	15,684
Redding, CA	53,998	43,988	68,762	27.9	27.0	20.4	10.6	11.8	2.3	5,448	25,469	8,249
Reno-Sparks, NV	66,403	53,584	157,000	20.2	26.0	19.6	14.0	16.4	3.8	6,763	42,676	12,872
Richmond, VA	68,856	56,277	459,039	19.1	24.8	20.7	13.8	17.8	3.8	21,688	116,806	41,065
Riverside-San Bernardino-Ontario, CA	61,062	54,991	1,227,896	20.6	24.9	19.6	13.6	18.2	3.2	92,536	500,543	198,161
Roanoke, VA	57,517	46,103	123,888	24.3	29.6	20.0	11.8	11.8	2.4	5,938	29,759	8,636
Rochester, MN	74,049	60,342	70,452	16.8	24.1	21.5	15.2	18.1	4.4	2,235	13,029	3,956
Rochester, NY	62,048	49,508	399,531	24.5	26.0	19.6	12.9	14.7	2.4	22,929	122,854	39,996
Rockford, IL	58,962	48,282	126,794	25.7	25.5	21.3	12.4	13.2	1.9	8,713	45,345	17,312
Rocky Mount, NC	46,619	38,195	57,073	33.5	29.4	17.4	9.1	8.9	1.7	5,341	25,801	9,673
Rome, GA	48,630	39,987	34,506	33.7	26.7	18.8	9.4	10.0	1.4	3,602	16,787	6,595
Sacramento—Arden-Arcade—Roseville, CA	68,928	58,480	756,162	19.2	23.5	19.2	14.1	20.0	4.1	39,492	231,898	77,679
Saginaw-Saginaw Township North, MI	52,446	42,074	77,707	30.0	27.7	18.7	10.4	11.6	1.6	7,267	35,037	12,805
St. Cloud, MN	63,526	50,972	69,272	21.7	27.4	21.7	14.9	12.2	2.1	2,762	19,585	4,797
St. George, UT	51,840	46,993	43,121	18.8	35.5	20.3	12.7	10.6	2.1	1,954	10,443	3,856
St. Joseph, MO-KS	51,554	40,820	46,675	30.5	28.8	20.5	10.3	8.6	1.2	3,048	14,632	4,658
St. Louis, MO-IL[3]	64,111	51,713	1,090,503	22.9	25.4	19.9	13.2	15.5	3.1	57,373	305,805	109,939
Salem, OR	54,751	45,814	136,003	25.2	28.6	21.0	12.1	11.3	1.8	10,067	54,483	19,606
Salinas, CA	63,394	58,197	124,146	18.1	24.9	19.3	14.2	19.2	4.3	8,053	46,882	17,997
Salisbury, MD	58,043	46,657	43,669	25.4	27.1	19.3	12.5	13.0	2.6	2,652	15,574	5,253
Salt Lake City, UT	63,851	55,064	352,665	17.9	26.6	22.0	13.8	16.5	3.2	17,482	100,620	37,058
San Angelo, TX	50,646	39,047	41,514	32.0	27.5	18.9	11.2	8.8	1.6	3,613	17,933	6,374
San Antonio, TX	54,141	46,203	660,410	26.4	27.1	19.0	11.3	13.4	2.9	57,370	297,224	118,502
San Diego-Carlsbad-San Marcos, CA	71,139	60,970	1,041,790	18.5	23.0	18.4	13.4	21.2	5.6	53,840	323,757	110,307
Sandusky, OH	59,617	46,476	31,874	25.3	28.2	19.0	12.9	12.9	1.7	1,828	8,763	2,777
San Francisco-Oakland-Fremont, CA	86,560	72,059	1,556,247	17.2	18.0	16.4	13.2	25.4	9.7	63,551	398,953	106,737
Oakland-Fremont-Hayward, CA	84,040	70,506	881,418	17.2	18.7	16.9	13.6	25.5	8.1	43,002	245,741	75,908
San Francisco-San Mateo-Redwood City, CA	90,839	74,560	674,829	17.2	17.1	15.9	12.8	25.3	11.7	20,549	153,212	30,829
San Jose-Sunnyvale-Santa Clara, CA	95,980	82,664	598,755	14.4	16.1	15.2	13.2	29.4	11.8	24,860	152,767	44,315
San Luis Obispo-Paso Robles, CA	67,217	53,589	103,026	23.3	23.5	19.3	12.5	17.1	4.3	4,248	32,886	5,836
Santa Barbara-Santa Maria-Goleta, CA	66,013	57,059	140,137	19.7	24.0	19.1	12.2	18.6	6.3	7,483	53,663	15,669
Santa Cruz-Watsonville, CA	80,052	63,333	93,518	17.9	21.1	18.0	13.5	21.8	7.7	3,866	27,493	7,363
Santa Fe, NM	61,796	51,341	52,956	23.5	25.1	18.1	11.8	16.2	5.4	2,790	19,239	5,629
Santa Rosa-Petaluma, CA	75,319	62,311	177,331	18.2	21.6	19.5	14.4	20.9	5.4	6,553	43,132	12,282
Savannah, GA	55,904	46,084	123,263	26.5	26.7	19.3	11.5	13.0	3.1	8,489	44,722	16,745
Scranton—Wilkes-Barre, PA	53,337	40,737	227,132	31.2	27.8	19.0	11.0	9.5	1.6	13,345	66,999	21,245
Seattle-Tacoma-Bellevue, WA	75,625	61,740	1,294,535	17.6	22.8	19.2	14.4	21.0	5.0	51,351	314,403	91,352
Seattle-Bellevue-Everett, WA	79,692	64,060	1,008,811	17.0	21.9	18.6	14.5	22.2	5.7	35,587	230,269	64,251
Tacoma, WA	64,399	54,440	285,724	19.7	25.8	21.4	13.8	16.7	2.5	15,764	84,134	27,101
Sebastian-Vero Beach, FL	54,232	46,397	58,175	23.4	30.3	20.2	9.4	12.1	4.6	3,509	13,813	4,056
Sheboygan, WI	63,925	51,464	46,278	19.0	29.8	22.7	14.4	12.3	1.9	1,567	7,516	2,700
Sherman-Denison, TX	56,193	44,045	43,845	27.2	27.5	19.7	13.3	10.0	2.4	3,188	15,074	4,613
Shreveport-Bossier City, LA	49,103	38,219	148,406	33.9	26.9	16.8	10.0	10.4	2.0	15,085	77,296	31,116
Sioux City, IA-NE-SD	54,982	44,787	54,302	26.6	29.2	22.0	10.7	10.2	1.2	3,513	18,614	7,349
Sioux Falls, SD	62,259	50,162	83,973	21.5	28.3	21.7	14.0	12.0	2.6	3,293	19,073	6,209
South Bend-Mishawaka, IN-MI	57,316	44,181	121,616	25.6	29.9	19.7	11.6	10.9	2.2	6,918	38,401	13,476
Spartanburg, SC	51,284	40,743	104,536	30.5	28.1	18.8	10.4	10.2	2.0	8,149	36,991	13,234
Spokane, WA	56,939	44,694	178,952	27.0	28.2	20.8	11.0	10.7	2.3	9,943	60,199	17,890
Springfield, IL	61,796	49,116	86,365	24.3	26.7	20.0	12.1	14.6	2.3	5,128	25,902	8,595
Springfield, MA	63,225	48,265	261,819	27.6	23.9	18.6	13.6	13.9	2.4	17,751	97,574	32,762
Springfield, MO	50,295	40,455	164,626	29.8	31.0	18.9	10.4	8.2	1.7	10,141	53,169	17,085
Springfield, OH	52,616	43,109	55,422	28.9	28.0	20.1	12.0	9.8	1.2	4,139	20,845	7,848
State College, PA	62,306	42,976	51,319	29.6	26.6	17.6	12.4	11.4	2.3	1,724	23,135	2,475
Stockton, CA	60,334	52,872	207,792	22.2	25.1	18.8	13.1	17.6	3.2	16,978	93,400	36,746
Sumter, SC	43,794	36,194	38,817	35.5	29.7	16.9	9.7	6.9	1.3	3,919	19,115	7,626
Syracuse, NY	59,714	47,315	253,475	26.1	26.1	20.1	11.9	13.8	2.0	15,237	84,462	28,362
Tallahassee, FL	60,237	44,495	138,401	28.6	25.9	18.8	11.6	12.8	2.3	8,894	60,815	13,515
Tampa-St. Petersburg-Clearwater, FL	55,991	45,243	1,110,157	25.6	28.9	18.9	11.0	12.6	3.0	60,438	313,859	98,045
Terre Haute, IN	49,432	38,401	66,964	31.4	30.7	18.0	10.0	8.9	1.0	4,499	26,354	8,885
Texarkana, TX-Texarkana, AR	46,386	38,650	50,597	33.8	28.2	18.0	9.7	8.2	2.1	4,670	21,324	7,395
Toledo, OH	58,367	45,865	260,925	27.5	26.7	19.4	11.6	12.8	2.1	17,722	93,194	30,321
Topeka, KS	57,257	45,781	93,869	25.2	29.1	20.2	11.5	12.1	1.8	5,773	27,901	9,465
Trenton-Ewing, NJ	85,169	68,582	127,253	17.6	19.5	16.6	13.5	24.9	8.0	5,656	30,775	10,180
Tucson, AZ	54,297	44,386	370,126	26.8	28.6	18.6	10.8	12.5	2.6	23,793	140,227	47,163
Tulsa, OK	54,050	43,749	350,732	27.8	28.1	18.6	11.0	12.0	2.5	27,565	129,522	50,761
Tuscaloosa, AL	52,271	37,083	80,443	37.2	24.4	16.6	10.4	9.2	2.1	7,186	42,287	12,740
Tyler, TX	52,057	42,934	69,168	29.0	27.8	17.5	11.2	11.1	3.3	5,671	30,477	11,437

See footnotes at end of table.

Table B–7. Metropolitan Areas — Median Income, Household Income Distribution, and Poverty Status: 2005–2007—Con.

Metropolitan statistical area Metropolitan statistical area with metropolitan divisions Metropolitan division	Median family income in 2007 dollars	Median household income in 2007 dollars	Total number of households	Percentage of households by income level						Number whose income in the past 12 months is below poverty level[1]		
				Under $25,000	$25,000–$49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$199,999	$200,000 and over	Families	Individuals	Children
Utica-Rome, NY	52,109	42,105	117,631	28.9	29.0	19.7	10.7	10.4	1.3	8,063	39,517	13,655
Valdosta, GA	46,100	38,696	48,739	31.8	30.1	18.0	9.4	9.6	1.2	5,286	24,049	8,202
Vallejo-Fairfield, CA	74,628	65,533	135,704	16.0	21.5	19.4	16.3	22.9	3.9	7,366	39,360	14,054
Victoria, TX	50,303	43,375	42,288	27.1	30.0	19.1	10.9	10.8	2.2	3,455	16,868	6,990
Vineland-Millville-Bridgeton, NJ	56,926	48,464	50,165	26.8	24.6	21.0	12.2	13.8	1.6	4,638	21,810	8,801
Virginia Beach-Norfolk-Newport News, VA-NC	64,198	54,442	620,138	19.6	26.0	21.2	14.2	16.5	2.5	33,041	162,267	63,527
Visalia-Porterville, CA	44,212	41,837	121,457	29.0	29.8	17.0	10.8	11.6	1.9	17,832	92,486	40,715
Waco, TX	48,787	39,088	80,973	33.5	27.5	18.9	9.1	9.1	1.9	6,962	41,560	13,619
Warner Robins, GA	64,391	51,713	48,519	23.0	25.0	20.3	14.5	15.5	1.7	3,237	15,878	6,646
Washington-Arlington-Alexandria, DC-VA-MD-WV	97,095	81,163	1,949,715	11.9	17.1	17.2	14.4	29.3	10.1	60,276	366,635	111,256
Bethesda-Frederick-Gaithersburg, MD	102,523	86,522	422,977	9.2	16.8	17.0	14.1	30.6	12.2	8,599	52,837	13,162
Washington-Arlington-Alexandria, DC-VA-MD-WV	95,341	79,720	1,526,738	12.7	17.2	17.3	14.5	28.9	9.5	51,677	313,798	98,094
Waterloo-Cedar Falls, IA	56,015	44,061	65,857	28.0	27.4	22.2	11.1	9.5	1.9	3,474	21,516	6,191
Wausau, WI	63,310	52,241	52,251	20.2	27.4	23.4	14.6	12.2	2.2	1,701	8,738	2,869
Weirton-Steubenville, WV-OH	47,101	37,412	53,076	32.8	31.4	17.6	9.2	8.2	0.8	3,732	17,208	5,330
Wenatchee, WA	51,936	43,977	39,078	25.9	29.5	20.3	11.9	11.0	1.5	3,210	14,001	6,032
Wheeling, WV-OH	44,285	34,783	62,371	36.0	29.9	17.3	9.3	6.3	1.2	5,360	22,854	6,998
Wichita, KS	59,051	46,797	230,159	24.5	28.4	19.7	11.9	13.3	2.2	14,309	70,865	25,270
Wichita Falls, TX	50,308	41,541	56,573	28.4	31.4	18.1	10.8	9.1	2.2	4,356	20,216	7,127
Williamsport, PA	48,929	40,430	47,719	30.7	30.5	19.6	9.9	8.0	1.4	2,893	15,620	4,803
Wilmington, NC	54,494	43,940	142,936	27.4	28.7	18.9	10.8	11.2	3.0	8,069	43,113	12,181
Winchester, VA-WV	60,591	51,970	44,934	21.2	27.4	19.8	13.1	16.1	2.5	2,236	12,545	4,191
Winston-Salem, NC	55,957	45,112	181,355	26.2	28.4	19.6	11.3	11.8	2.8	12,164	58,710	22,566
Worcester, MA	75,514	60,709	287,535	20.7	20.9	18.3	14.4	21.8	4.0	13,110	71,699	22,231
Yakima, WA	47,817	40,321	76,698	31.5	28.0	19.9	10.2	8.7	1.7	8,622	46,695	20,339
York-Hanover, PA	63,291	53,641	162,264	19.5	26.2	22.7	14.7	14.9	1.9	6,187	33,667	11,141
Youngstown-Warren-Boardman, OH-PA	51,113	40,503	233,944	30.6	29.3	19.0	10.4	9.3	1.3	15,924	75,684	26,504
Yuba City, CA	54,084	47,253	54,232	24.1	27.9	18.9	12.8	14.1	2.2	3,804	20,897	7,948
Yuma, AZ	41,367	38,502	68,857	31.1	31.5	18.8	9.0	8.3	1.3	7,846	33,135	13,729

NA Not available.

[1]The poverty status was determined for all people except institutionalized people, people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old.
[2]The Denver-Aurora metropolitan statistical area includes Broomfield County. Broomfield County, CO, was formed from parts of Adams, Boulder, Jefferson, and Weld Counties on November 15, 2001, and is coextensive with Broomfield city. For the purposes of defining and presenting data for the Denver-Aurora metropolitan statistical area, Broomfield city is treated as if it were a county when data are available to do so. In many cases, the data will not be available.
[3]The portion of Sullivan city in Crawford County, MO, is legally part of the St. Louis, MO-IL MSA. That portion is not included in these figures for the St. Louis, MSA.

Note: Covers metropolitan statistical areas and metropolitan divisions as defined by the Office of Management and Budget as of November 2007. For information, see OMB Bulletin 08-01 at <http://www.whitehouse.gov/omb/assets/omb/bulletins/fy2008/b08-01.pdf>. While the 2007 American Community Survey (ACS) data generally reflect the December 2006 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Survey, Census, or Data Collection Method: Educational attainment—Based on the American Community Survey; the 2005–2007 ACS 3-year estimates represent the average characteristics over the 3-year period of time, for more information, see Appendix B, Limitations of the Data and Methodology, and also <http://www.census.gov/acs/www/AdvMeth/index.htm>.

Source: U.S. Census Bureau, American Community Survey, ''DP3YR-3. Selected Economic Characteristics: 2005–2007,'' using American FactFinder, accessed February 1, 2009 (related Internet site <http://factfinder.census.gov>).

Table 23. Metropolitan Statistical Areas With More Than 750,000 Persons in 2010—Population by Race and Hispanic or Latino Origin: 2010

[In thousands (871 represents 871,000). As of April 1. Covers metropolitan statistical areas as defined by the U.S. Office of Management and Budget as of December 2009. All geographic boundaries are defined as of January 1, 2010. For definitions and components of all metropolitan and micropolitan areas, see Appendix II]

Metropolitan statistical area	Total	White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Two or more races	Hispanic or Latino origin [1]
Albany-Schenectady-Troy, NY	871	739	67	2	27	(Z)	21	36
Albuquerque, NM	887	618	24	52	18	1	38	414
Allentown-Bethlehem-Easton, PA-NJ	821	694	41	2	20	(Z)	19	107
Atlanta-Sandy Springs-Marietta, GA	5,269	2,920	1,708	18	254	3	126	547
Austin-Round Rock-San Marcos, TX	1,716	1,250	127	13	82	1	55	538
Bakersfield-Delano, CA	840	500	49	13	35	1	38	413
Baltimore-Towson, MD	2,710	1,684	779	9	123	1	68	124
Baton Rouge, LA	802	480	286	2	14	(Z)	10	27
Birmingham-Hoover, AL	1,128	753	318	3	14	1	13	49
Boston-Cambridge-Quincy, MA-NH	4,552	3,588	331	11	295	1	118	411
Bridgeport-Stamford-Norwalk, CT	917	686	99	2	42	(Z)	24	155
Buffalo-Niagara Falls, NY	1,136	927	139	8	26	(Z)	21	46
Charlotte-Gastonia-Rock Hill, NC-SC	1,758	1,145	421	9	55	1	39	173
Chicago-Joliet-Naperville, IL-IN-WI	9,461	6,184	1,646	37	533	3	230	1,957
Cincinnati-Middletown, OH-KY-IN	2,130	1,766	256	4	40	1	39	55
Cleveland-Elyria-Mentor, OH	2,077	1,538	417	4	41	(Z)	42	98
Columbia, SC	768	464	255	3	13	1	15	39
Columbus, OH	1,837	1,424	274	4	57	1	46	66
Dallas-Fort Worth-Arlington, TX	6,372	4,161	962	43	342	6	180	1,752
Dayton, OH	842	673	126	2	15	(Z)	19	17
Denver-Aurora-Broomfield, CO [2]	2,543	1,983	143	25	94	3	91	571
Detroit-Warren-Livonia, MI	4,296	3,011	980	15	141	1	95	168
El Paso, TX	801	657	25	6	8	1	20	658
Fresno, CA	930	515	50	16	89	1	42	468
Grand Rapids-Wyoming, MI	774	643	62	4	15	(Z)	21	65
Hartford-West Hartford-East Hartford, CT	1,212	932	132	3	47	(Z)	30	151
Honolulu, HI	953	199	19	2	418	91	213	77
Houston-Sugar Land-Baytown, TX	5,947	3,581	1,026	38	389	4	180	2,099
Indianapolis-Carmel, IN	1,756	1,353	263	5	40	1	38	108
Jacksonville, FL	1,346	940	293	5	46	1	35	93
Kansas City, MO-KS	2,035	1,597	255	10	46	3	56	167
Las Vegas-Paradise, NV	1,951	1,188	204	14	169	14	99	569
Los Angeles-Long Beach-Santa Ana, CA	12,829	6,767	908	91	1,885	35	567	5,701
Louisville/Jefferson County, KY-IN	1,284	1,037	176	3	20	1	26	50
McAllen-Edinburg-Mission, TX	775	682	5	3	7	(Z)	10	702
Memphis, TN-MS-AR	1,316	631	601	3	24	1	18	65
Miami-Fort Lauderdale-Pompano Beach, FL	5,565	3,914	1,169	16	126	2	140	2,313
Milwaukee-Waukesha-West Allis, WI	1,556	1,147	261	8	46	1	36	148
Minneapolis-St. Paul-Bloomington, MN-WI	3,280	2,657	243	23	188	1	91	176
Nashville-Davidson–Murfreesboro–Franklin, TN	1,590	1,222	242	5	36	1	33	105
New Haven-Milford, CT	862	645	110	2	30	(Z)	23	130
New Orleans-Metairie-Kenner, LA	1,168	680	397	5	32	1	23	92
New York-Northern New Jersey-Long Island, NY-NJ-PA	18,897	11,178	3,363	93	1,878	9	613	4,328
Oklahoma City, OK	1,253	901	131	51	35	1	65	142
Omaha-Council Bluffs, NE-IA	865	714	68	5	18	1	22	78
Orlando-Kissimmee-Sanford, FL	2,134	1,494	345	9	85	2	69	539
Oxnard-Thousand Oaks-Ventura, CA	823	566	15	8	55	2	37	332
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	5,965	4,068	1,242	16	296	2	139	468
Phoenix-Mesa-Glendale, AZ	4,193	3,059	208	99	139	9	146	1,236
Pittsburgh, PA	2,356	2,069	197	3	41	(Z)	37	30
Portland-Vancouver-Hillsboro, OR-WA	2,226	1,804	64	21	127	10	91	242
Providence-New Bedford-Fall River, RI-MA	1,601	1,342	78	8	41	1	49	164
Raleigh-Cary, NC	1,130	763	228	6	50	(Z)	27	115
Richmond, VA	1,258	780	375	5	39	1	29	63
Riverside-San Bernardino-Ontario, CA	4,225	2,488	322	46	259	14	207	1,996
Rochester, NY	1,054	855	123	3	27	(Z)	24	65
Sacramento–Arden-Arcade–Roseville, CA	2,149	1,390	158	22	256	16	127	434
St. Louis, MO-IL [3]	2,813	2,153	516	7	60	1	51	72
Salt Lake City, UT	1,124	922	17	10	35	16	35	187
San Antonio-New Braunfels, TX	2,143	1,617	141	17	45	3	70	1,158
San Diego-Carlsbad-San Marcos, CA	3,095	1,981	158	26	336	15	158	991
San Francisco-Oakland-Fremont, CA	4,335	2,240	364	25	1,006	32	240	939
San Jose-Sunnyvale-Santa Clara, CA	1,837	872	47	14	572	7	90	510
Seattle-Tacoma-Bellevue, WA	3,440	2,475	192	37	393	28	184	309
Tampa-St. Petersburg-Clearwater, FL	2,783	2,193	329	10	81	2	73	452
Tucson, AZ	980	729	35	33	26	2	36	339
Tulsa, OK	937	665	79	77	17	1	60	78
Virginia Beach-Norfolk-Newport News, VA-NC	1,672	997	522	7	58	2	57	90
Washington-Arlington-Alexandria, DC-VA-MD-WV	5,582	3,059	1,438	23	517	4	206	771
Worcester, MA	799	683	33	2	32	(Z)	19	75

Z Less than 500. [1] Persons of Hispanic origin may be any race. [2] See footnote 1, Table 20. [3] The portion of Sullivan city in Crawford County, Missouri, is legally part of the St. Louis, MO-IL MSA. Data shown here do not include this area.

Source: U.S. Census Bureau, USA Counties, <http://censtats.census.gov/usa/usa.shtml>, accessed June 2011.