Table Of Contents

CHAPTER ONE: U.S. POPULATION PROFILE 1
Introduction 3

Section One: Total Population And Age Trends 8
U.S. Population Growth: 1950-2025 9
Annual Births And Deaths For The U.S. Population: 1950-2003 10
Trends In Life Expectancy At Selected Ages By Sex: 1900-2001 11
Median Age Of The U.S. Resident Population: 1850-2020 12
Projected Growth In The U.S. Resident Population By Age Group: 2005-2015 13
Distribution Of The U.S. Resident Population By Age Group: 1950-2030 14
Profile Of The U.S. Resident Population By Sex And Age: 2000-10 15
Profile Of The U.S. Adult Resident Population By Sex And Age: 2000-20 16

Section Two: Marital Status 17
Annual Marriages & Divorces For The U.S. Population: 1950-2003 18
Distribution Of The Population Aged 15+ By Age & Marital Status: 2003 19
Median Age Of First Marriage By Sex: 1950-2003 20
Adult Population That Has Never Married: 1950-2003 21
Adult Population By Age And Sex That Has Never Married: 1970 vs. 2003 22
Distribution Of The 15+ Population By Sex & Marital Status: 1950-2003 23
Marital Status Of The Adult Population By Age & Sex: 2003 24

Section Three: Education 25
Educational Attainment Of The Adult Population By Sex & Age Groups: 2003 26
College & University Enrollment For Public & Private Schools: 1950-2000 27
Post Secondary Schools By Type & Enrollment: 1970-2001/02 28
Profile Of The College/University Population: 2002 29
Bachelor's Degrees Earned By Major & By Sex: 1971 vs. 2001 30

Section Four: Employment & Occupation 31
Employed Persons Aged 16+ By Sex: 1950-2004 32
U.S. Adults By Employment Status & Age: 2004 33
Profile Of Employed & Unemployed Adults By Age: October 2004 34
Employed Males & Females Aged 20+ By Occupation: November 2004 35
Longest Job Held, By Sex Of Worker And Median Income: 2003 36
Profile Of Persons Employed In The Managerial & Professional Fields: 2003 37
Profile Of Persons Employed In The Technical, Sales, Admin. Support & Service Fields: 2003 38
Profile Of Persons Employed In Blue Collar Professions: 2003 39

Section Five: Income 40
Median Income Of Employed Persons Aged 15+ By Sex: 1960-2003 41
Males & Females Aged 15+ With Incomes And Median Income: 2003 42
Trends In The Number Of Persons/Income Earners Per Household: 1950-2003 43
Median Household Income Trends: 1950-2003 44
Distribution Of U.S. Households By Income Level: 1950-2003 45

Copyright © 2005 by Media Dynamics, Inc. Materials may not be reproduced or distributed in any format without written consent. Violators will be prosecuted to the fullest extent of the law.

CHAPTER ONE: U.S. POPULATION PROFILE, CONT.

Section Five: Income, cont.
Median & Mean Household Income By Selected Characteristics: 2003 46
Median & Mean Household Income By Education Of Household Head: 2003 47

Section Six: Regional & Metropolitan Area Trends 48
Growth Rate Of The U.S. Population By Region: 1970-2010 49
U.S. Regional Population By Household Income: 2003 50
Profile Of Large Metropolitan Areas By Age & Race: 2000 51

Section Seven: Immigration, Ancestral Origin & Race 55
U.S. Population That Is Foreign Born: 1900-2003 57
Distribution Of Immigrants By Geographic Origin: 1900-2003 58
Top 25 U.S. Population Groups By Ancestry: 1990-2000 59
Profile Of The Resident Population By Racial Origin: 1950-2050 60
Age Profile Of The Resident Population By Racial Origin: 2003 61
Profile Of Adults By Racial Origin: 2003 62
Racial Profile Of U.S. Households By Age Of Head, HH Size & HH Type: 2003 63
Household Income By Race: 2003 64
Consumer Expenditure By Race Of Household Head 65

Section Eight: The Household Unit 66
Growth Of U.S. Households & Number Of Persons Per Home: 1950-2003 67
Households By Family Status: 1970-2003 68
Profile Of Households By Age Of HH Head: 1950-2003 69
Unit Profile & Incomes / Expenditures By Age Of HH Head 70
Unit Profile & Incomes / Expenditures By HH Income 71

Section Nine: Consumer Expenditure Profiles 72
Annual Expenditures By U.S. Households On Food At Home & Food Away From Home By Select Demos: 2003 73
Annual Expenditures By U.S. Households On Food Products By Type & By Select Demos: 2003 74
Annual Expenditures By U.S. Households On Personal Care Products & Apparel By Select Demos: 2003 75
Annual Expenditures By U.S. Households On Health Care & Insurance / Pensions By Select Demos: 2003 76
Annual Expenditures By U.S. Households On Entertainment By Select Demos: 2003 77
Annual Expenditures By U.S. Households On Vehicles & Vehicle Maintenance By Select Demos: 2003 78
Annual Expenditures By U.S. Households On Housekeeping Supplies, Furnishings & Equipment By Select Demos: 2003 79
Annual Expenditures By U.S. Households On Housing & Utilities By Select Demos: 2003 80

CHAPTER TWO: CONSUMER MINDSETS & ACTIVITIES 81
Section One: MRI Consumer Mindsets & Activities 82
MRI Buying Styles: 2004 83
MRI Health & Lifestage Mindsets: 2004 95
MRI Miscellaneous Mindsets: 2004 98
MRI Leisure Activities: 2004 109

Section Two: Forrester Technographics 124

Copyright © 2005 by Media Dynamics, Inc. Materials may not be reproduced or distributed in any format without written consent. Violators will be prosecuted to the fullest extent of the law.

CHAPTER TWO: CONSUMER MINDSETS & ACTIVITIES, CONT.

Section Three: Advertising Receptivity Index Mindset Data **129**
ARI Mindset Data By Demographics: 2003 131
ARI Mindset Data By Product Usage: 2003 135
ARI Mindset Data By Female Product Usage: 2003 154

Information Sources **157**

Copyright © 2005 by Media Dynamics, Inc. Materials may not be reproduced or distributed in any format without written consent. Violators will be prosecuted to the fullest extent of the law.