

**DEMOGRAPHIC CENSUS PROFILES—THE POLIDATA AREA PROFILE**

The basic format by which the hundreds of demographic and political factors are summarized for any area of geography is the census/political profile. Each volume in the POLIDATA® DEMOGRAPHIC GUIDES series uses this format to provide a concise and readable summary of the selected factors.

- ⇒ Each profile contains several data paragraphs combining related factors. For each item in the paragraphs, the appropriate percentages as calculated.
- ⇒ To provide a relative perspective on otherwise plain vanilla numbers, relativity indicators are included for most factors. These indicators compare the value for the subject area with the same value for the state. In a glance the researcher can determine not only if the value is *above or below* the state average, and whether it is *just above/below* or *far above/below*.
- ⇒ There are eleven data paragraphs which might be included: 1) Geography; 2) Population Characteristics; 3) Income and Labor Force; 4) Housing; 5) Socio - Economic Status (SES) Indicators; 6) Political Districts; 7) General Election Results; 8) Voter Registration (Census Year); 9) Registration and Turnout (Election Years); 10) Partisan Averages; and 11) Presidential Primaries.
- ⇒ The data paragraphs contained in the profiles will vary depending upon the level of geography and the volume in which it is included. Demographic volumes, e.g., DEMOGRAPHIC GUIDES and DEMOGRAPHIC ATLASES, will include paragraphs 1 and 2, 3, 4 and 5. Political volumes, e.g., POLITICAL GUIDES and ELECTION YEARBOOKS, would only include paragraphs 1 and 6, 7, 8, 9, 10, and 11, depending upon the state. Combined Demographic and Political volumes, e.g., DEMOGRAPHIC AND POLITICAL GUIDES, could include all eleven data paragraphs.
- ⇒ Appendix material which explain the data paragraphs more fully include 1) a Data Dictionary and 2) a Full Data Record which enable detailed comparison between selected areas and lists each data item with a full label
- ⇒ The geographic data paragraph, always included in any profile, contains the data summary level for the subject area. It also indicates the region into which the area is assigned for several combinations of geography used in statewide analysis: 1) OMB's Metropolitan Statistical Areas (MSAs), Nielsen's Designated Marketing Areas (DMAs), and Polidata's Internal State Regions (ISRs).

The Data Paragraphs are designed to provide basic information for any level of geography. Another POLIDATA demographic tool tailored specifically to the state involved. A handy means of relaying much information in a concise format, all alphabetically arranged so that any area can be found in a moment.

**Ada village**

**Geography:** Village (Place), in HARDIN COUNTY; in LIBERTY TOWNSHIP; Northwest Region. **Markets:** Not part of an MSA; Part of the Columbus, OH DMA. **Rank:** 17.4% of county pop., ranked 2nd of 9 CDPs. **Density:** Land Area: 1.6 sq. mi.; persons per mile: 3470▲; Households: 1,696; persons per HH: 3.2▲; voting age persons per HH: 2.6▲; Housing units: 1,857. **Urban:** %Urban: 100.0▲.

**Population(1990):** 5,413 total; 4,478 of voting age (82.7%↑). **Sex:** %Female: 48.0↓. **Group Quarters:** %Pop.= 29.2▲; %Coll.: 29.2▲. **Age:** %5-17: 12.4▼; (672); %18-24: 41.4▲; %25-44: 22.3▼; %45-64: 10.8▼; %65+: 8.3▼; (447). **Education:** %<9th: 3.6▼; %HS Grad: 87.1↑; %College: 30.1▲; %PostGrad: 15.6▲. **Marital Status:** %Never: 52.4▲; %Now: 36.4▼; %Wid.: 5.4▼; %Div.: 5.8▼. **Military:** %Military Now: 0.; %Vietnam: 20.5▼. **Birth:** %Native Pop: 76.4; %VAP Non Citizen: 1.2↑ (54). **Ancestry:** Germ, 2,792; Iris, 994; Engl, 725; Ital, 224; Dutc, 216.

**Income & Labor Force:** %Workplace in County: 59.7↓; %Unemployed: 4.4; %Women in force: 51.1↓; %Force women: 45.4. **Work Sector:** %Private: 85.1; %Govt.: 10.3↓; %Self: 4.6↓. **Industry:** %Agr.: 1.0▼; %Con.: 2.6▼; %Man.: 17.1▼; %Tra.: 19.4↓; %Fin.: 3.4▼; %Prof.: 46.6▲. **Occupation:** %Mgmt./Prof.: 32.7▲; %Tech./Admn.: 31.8; %Serv.: 13.4; %Farm.: 1.0▼; %Prec.: 6.1▼; %Oper.: 15.0↓; %White: 64.5↑; %Blue: 21.1▼. **Commuting Time:** %<30min.: 71.3↑; %30-60min.: 16.2↓; %>60min.: 1.7▼. **Leave for Work:** %<5am: 1.7↓; %5-6am: 5.3; %6-7am: 10.3▼; %7-8am: 21.8▼; %8-9am: 11.2↓; %>9am: 37.3▲. **HH Income:** %<15k: 38.8▲; %15-35k: 37.0↑; %35-50k: 9.8▼; %50-100k: 14.0▼; %100-150k: 0; %>150k: 0. Med.: \$21801▼. **Poverty Status:** %<18yrs.: 5.1↑; %18-64yrs.: 15.6▲; %>65yrs.: 1.0▼. **Income Type:** %Int.: 41.9; %S.S.: 21.8▼; %Pub.: 4.4▼; %Ret.: 12.2▼.

**Housing:** %Own: 53.1▼; %Vacation: 0. **Home Value:** %<50k: 52.4▲; %50-100k: 45.0↓; %100-200k: 2.6▼; %200-300k: 0; %>300k: 0. Med.: \$48400▼. **Units in Structure:** %1: 51.3▼; %>4: 10.4▼; %Mobile: 13.9▲. **Year Built:** %<50: 35.3; %50-70: 25.4▼; %70-80: 21.4↑; %80-90: 17.9▲; Med.: 1963. **Persons in HH:** %1: 35.6▲; %2: 30.1↓; %3-4: 27.1↓; %5+: 7.2▼. **HH With Children:** %All HH: 31.0↓; (525) %Couple: 24.7↓; %Other: 6.3▼.

**SES Indicators:** High Educ: 177%; Prof Spec: 199%; High Income: 13%; High Home Value: 0%; AVERAGE= 97% (as % of 4 values for State). **Home Purchase Index:** Med. HH Income: \$21,801; Med. Home Value: \$48,400; INDEX: 2.2. [st39-pl0010-cj065]