



50+ African American Quick Facts Columbia, South Carolina



2014 Population and Projected Growth to 2019

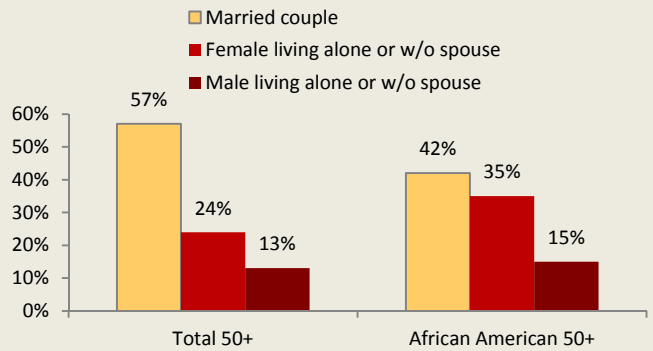
	Columbia DMA		Richland County	
	2014	2019	2014	2019
Total Population				
Total	1,085,455	+4%	400,047	+5%
African American	410,766	+3%	182,323	+4%
50+ Population				
Total	361,485	+9%	116,127	+13%
African American	116,804	+8%	46,829	+12%

African American as a % of the Population 2014 & 2019

	Columbia DMA		Richland County	
	2014	2019	2014	2019
Total population	38%	38%	46%	45%
50+ population	32%	32%	40%	40%

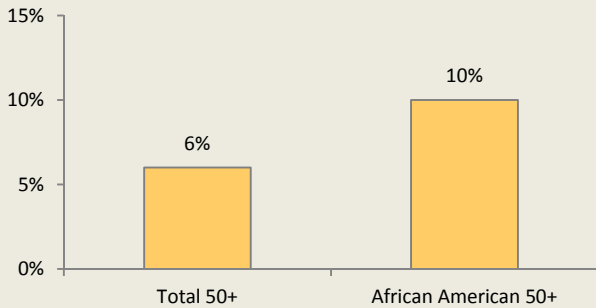
Source: Nielsen Pop-Facts® Advanced demographic data, 2014

Columbia DMA 50+ Household Types



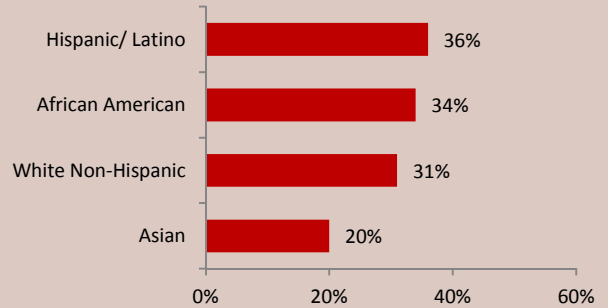
Source: 2012 American Community Survey PUMS. Prepared by AARP Research

Grandchildren Under 18 Living in the Household: Columbia DMA



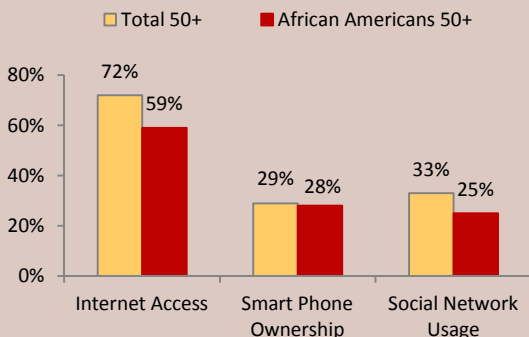
Source: 2012 American Community Survey PUMS. Prepared by AARP Research

Prevalence of Caregiving among U.S. Adults 18+ by Race & Ethnicity



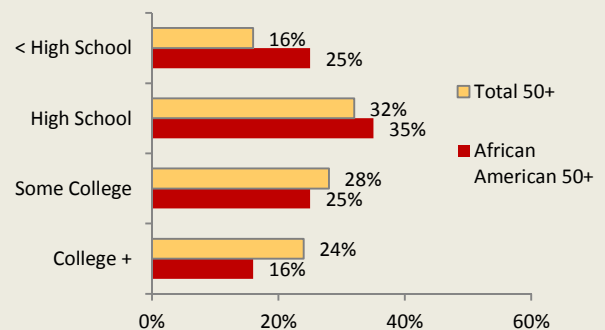
"Caregiving in the U.S. 2009," a study by the National Alliance for Caregiving in Collaboration with AARP

Technology Use Among U.S. Adults 50+



Source: Nielsen Scarborough USA+ 2013 Release 2

50+ Education: Columbia DMA



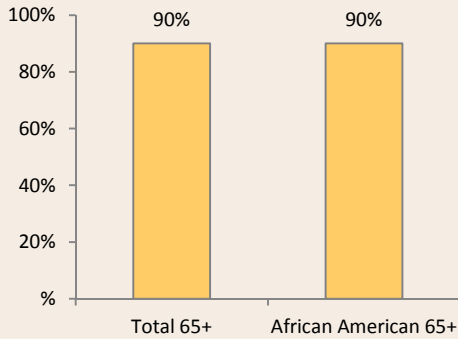
Source: 2012 American Community Survey PUMS. Prepared by AARP Research

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A snapshot of 50+ African American/Black residents in Columbia

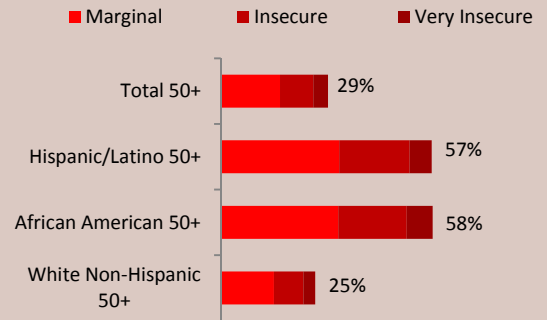


% 65+ in Columbia DMA Receiving Any Social Security Income



Source: 2012 American Community Survey PUMS. Prepared by AARP Research
Note: small sample size for African Americans in ACS

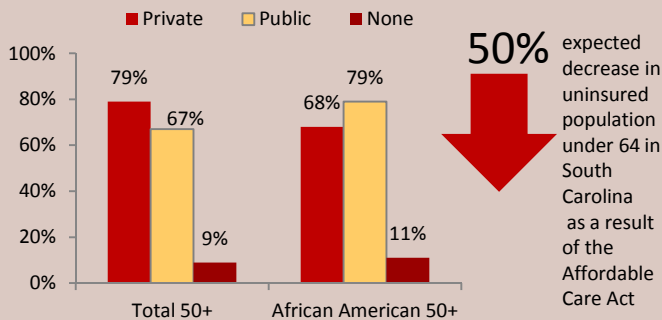
50+ National Food Insecurity Rates by Race/Ethnicity



Food Insecurity as defined by the USDA: Limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

"Food Insecurity among Older Adults," a 2011 study by AARP Foundation

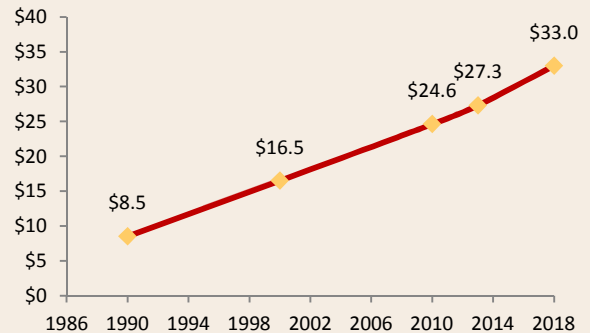
Healthcare for African Americans 50+: Columbia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research. (Note: data pre-dates ACA.)

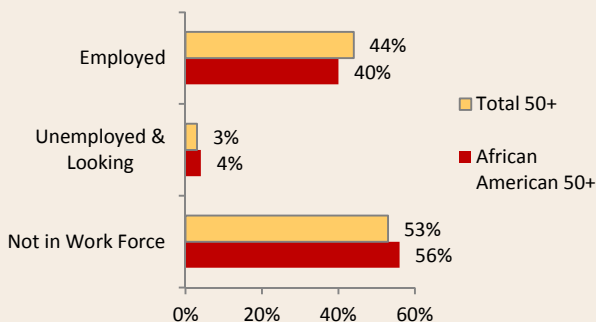
Zooming in on Health Reform 2013 (kff.org)

African American Buying Power: South Carolina (in billions)



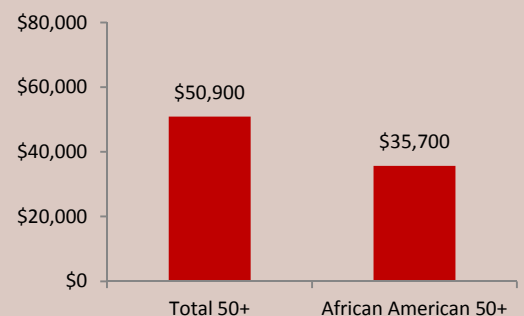
"The Multicultural Economy 2013," a study by the Selig Center for Economic Growth

50+ Employment: Columbia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research

2012 Total Median Household Income: Columbia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research