

U.S. Census Bureau News

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Profile America
Facts for
Features

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2014 NCAA Men's Final Four: April 5-7

The NCAA Final Four men's college basketball games will be played April 5 and April 7 at AT&T Stadium in Arlington, Texas. Sometimes known as March Madness or the Big Dance, the NCAA Division I Men's Basketball Tournament has grown from an eight-team tournament in 1939 to a 68-team, single-elimination playoff with mass appeal. The semifinals and championship games are each expecting more than 100,000 fans, and about 15 million viewers are expected to watch each game on TV. To commemorate this occasion, the Census Bureau has compiled a collection of facts examining the demographics of the host city, as well as the cities represented by the four remaining teams — Madison, Wis. (University of Wisconsin), Gainesville, Fla. (University of Florida), Storrs, Conn. (University of Connecticut) and Lexington-Fayette, Ky. (University of Kentucky).

Game Trends

7

Out of the past 10 national championship games, the school from the city with a smaller population has won seven times (70 percent).

Source: QuickFacts, Population Estimates and NCAA

<<http://quickfacts.census.gov/qfd/index.html>>, <<http://www.ncaa.com/final-four>>

50%

Out of the past 10 years of national semifinal games, the school from the city with a smaller population has won half (10 out of 20) of the games.

Source: QuickFacts, Population Estimates and NCAA

<<http://quickfacts.census.gov/qfd/index.html>>, <<http://www.ncaa.com/final-four>>

Arlington, Texas

(Home of AT&T Stadium, site of the Men's Final Four)

Population: 375,600

Median household income: \$53,341

Percentage completed high school or higher (25 and older): 84.2%

Percentage bachelor's degree or higher (25 and older): 28.7%

Source: QuickFacts
<<http://quickfacts.census.gov/qfd/states/48/4804000.html>>

Gainesville, Fla.
(Home of the University of Florida Gators)

Population: 126,047
Median household income: \$32,145
Percentage completed high school or higher (25 and older): 90.9%
Percentage bachelor's degree or higher (25 and older): 43.7%
Source: QuickFacts
<<http://quickfacts.census.gov/qfd/states/12/1225175.html>>

Storrs, Conn.
(Home of the University of Connecticut Huskies)

Population: 14,031
Median household income: \$34,924
Percentage completed high school or higher (25 and older): 95.0%
Percentage bachelor's degree or higher (25 and older): 49.4%
Source: QuickFacts and 2008-2012 American Community Survey
<<http://quickfacts.census.gov/qfd/states/09/0973980.html>>
<http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_5YR_B01003&prodType=table>

Madison, Wis.
(Home of the University of Wisconsin Badgers)

Population: 240,323
Median household income: \$53,958
Percentage completed high school or higher (25 and older): 94.8%
Percentage bachelor's degree or higher (25 and older): 53.3%
Source: QuickFacts
<<http://quickfacts.census.gov/qfd/states/55/5548000.html>>

Lexington-Fayette, Ky.
(Home of the University of Kentucky Wildcats)

Population: 305,489
Median household income: \$48,779
Percentage completed high school or higher (25 and older): 88.7%
Percentage bachelor's degree or higher (25 and older): 39.9%
Source: QuickFacts
<<http://quickfacts.census.gov/qfd/states/21/2146027.html>>

Some estimates presented here are derived from sample data, and thus have sampling error that may render some apparent differences between geographies statistically indistinguishable. Go to <<http://quickfacts.census.gov>> and click the “i” icon beside any label to learn about its sampling error.

Following is a list of observances typically covered by the Census Bureau’s *Profile America Facts for Features* series:

African-American History Month (February)	Back to School (August)
Super Bowl (usually first Sunday in February)	Labor Day (first Monday in September)
Valentine’s Day (Feb. 14)	Grandparents Day (first Sunday after Labor Day)
Women’s History Month (March)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Irish-American Heritage Month (March)/ St. Patrick’s Day (March 17)	Unmarried and Single Americans Week (third full week of September)
Asian/Pacific American Heritage Month (May)	Halloween (Oct. 31)
Older Americans Month (May)	American Indian/Alaska Native Heritage Month (November)
Mother’s Day (second Sunday in May)	Veterans Day (Nov. 11)
Hurricane Season Begins (June 1)	Thanksgiving Day (fourth Thursday in November)
Father’s Day (third Sunday in June)	The Holiday Season (December)
The Fourth of July (July 4)	
Anniversary of Americans With Disabilities Act (July 26)	

Editor’s note: The preceding data were collected from a variety of sources and may be subject to sampling variability and other sources of error. Profile America Facts for Features are customarily released about two months before an observance in order to accommodate magazine production timelines. Questions or comments should be directed to the Census Bureau’s Public Information Office: telephone: 301-763-3030; or email: <PIO@census.gov>.