

Imprints
Grey House Publishing
Sedgwick Press
Universal Reference Publications



518-789-8700
800-562-2139
Fax: 518-789-0556
E-mail: books@greyhouse.com
www.greyhouse.com

For Immediate Release

February 5, 2008

Contact: Jessica Moody, Vice President, Marketing
Grey House Publishing
(800) 562-2139 x 101
jmoody@greyhouse.com

**Grey House Publishing announces the Second Edition of
*Profiles of Florida***

“Profiles of Florida is a comprehensive portrait of the economic and social condition of the state. This book includes a wide variety of data including answers to frequently asked demographic and economic questions. Small businesses... rely heavily on this... data. This is an excellent reference tool for all types of libraries.”

- *Journal of Business & Finance Librarianship*

Grey House Publishing is proud to announce the publication of the Second Edition of *Profiles of Florida*. We built our *Profiles of...* series based on the concept of Grey House Publishing's *Profiles of America* – a 4-volume compilation of information on more than 42,000 places in the United States. From here, we added entire chapters of specific demographics plus ranking sections, so that *Profiles of Florida* is the most comprehensive portrait ever published of the state of Florida.

Profiles of Florida is divided into seven major sections that cover everything from **Education** to **Ethnic Backgrounds** and **Climate**. All sections include **Comparative Statistics** or Rankings, and full-color Maps at the back of the book to provide valuable information in a quickly processed, visual format. Following the introduction is an extensive User's Guide that is segmented into six sections. It examines in some detail, each data field in the individual profiles and comparative sections for all chapters. It provides sources for all data points and statistical definitions as necessary.

The first section, **Profiles**, is organized by county and gives a detailed profile for each of the 941 places and 61 counties of Florida. This information is based on the 2000 census, but has been so extensively updated, that nearly 80% of this section has been updated with 2007 numbers.

--continued--

Grey House Publishing announces the Second Edition of *Profiles of Florida*

In addition we've added current government statistics and original research, so that these profiles pull together statistical and descriptive information on every Census-recognized place in the state. Major fields of information include Geography, Housing, Education, Religion, Ancestry, Transportation, Population, Climate, Economy, Industry and Health. In addition to place profiles, this section includes an Alphabetical Place Index and Comparative Statistics that compare Florida's 100 largest communities by dozens of data points.

Education, the second section, begins with an **Educational State Profile**, summarizing number of schools, students, diplomas granted, and educational dollars spent. Following the state profiles are **School District Rankings** on 16 topics ranging from *Teacher/Student Ratios* to *High School Drop-Out Rates*. Following these rankings are statewide *National Assessment of Educational Progress* (NAEP) results and data from the *Florida Comprehensive Assessment Test* (FCAT) - an overview of student performance by subject, including easy-to-read charts and graphs.

The third section, **Ancestry**, provides a detailed look at the ancestral and racial makeup of Florida. 217 ethnic categories are ranked three ways: 1) by number, based on all places regardless of population; 2) by percent, based on all places regardless of population; 3) by percent, based on places with populations of 10,000 or more.

The fourth section, **Hispanic Population** defines Florida's Hispanic population by 23 Hispanic backgrounds from Argentinean to Venezuelan. It ranks each of 15 categories, from Median Age to Median Home Value, by each Hispanic background. The fifth section, similar in format to the section on Hispanic Population, **Asian Population** defines Florida's Asian population by 21 Asian backgrounds from Bangladeshi to Vietnamese. It ranks each of 14 categories, from Median Age to Median Home Value, by each Asian background.

The sixth section on **Weather**, an important topic that is explored in detail in this section. It includes a State Summary, a map of the state's weather stations, and profiles of both National and Cooperative Weather Stations. In addition, you'll find Weather Station Rankings, where you'll see that, over the 30-year recorded period, Key West International Airport reported the lowest annual precipitation with 39.3 inches. This section also includes current Storm data, with the most destructive weather events ranked by both fatalities and property damage, from 1982-2007.

The last section, **Maps**, gives a more visual point of view with 16 full-color maps of Florida at the back of the book. They provide information on topics such as Populated Places, Transportation and Physical Features, Core-Based Statistical Areas and Counties, Population Demographics, Household Size, Median Age, Income, Median Home Values, Educational Attainment, and another look at who voted for George Bush in 2004.

Since the publication of the first edition of *Profiles of Florida*, we've expanded this series to include 14 more individual state volumes. Profiles of Florida is a must for public libraries, large and small, university libraries, high school libraries and many other reference collections.

Profiles of Florida, Second Edition

Softcover ISBN: 1-59237-354-3

800 pages

\$149.00

Publisher: Leslie Mackenzie

Editor: Laura Mars-Proietti