The NAIS Demographic Center
2012 Local Area Reports

CBSA : Baltimore-Towson, MD

Local Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2012. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center .

Key Findings

School Age Population

1. During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 342,087 to 342,422 (0.10 percent) in the CBSA of **Baltimore-Towson, MD**. This number is expected to increase by 1.70 percent during the next five years, totaling 348,244 in 2017.

2. The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 0.08 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.12 percent from 623,581 in 2012 to 624,344 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.13 percent from 305,321 in 2012 to 304,931 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 0.36 percent from 318,260 in 2012 to 319,413 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 7.98 percent from 85,173 in 2012 to 91,974 in 2017, and increase by 6.31 percent for boys in the same age group from 87,938 in 2012 to 93,487 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	83,192	76,114	-8.51	81,213	77,120	-5.04
Age 5 to 9 Years	87,938	93,487	6.31	85,173	91,974	7.98
Age 10 to 13 Years	71,149	70,661	-0.69	67,580	64,695	-4.27
Age 14 to 17 Years	75,981	79,151	4.17	71,355	71,142	-0.30

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 14.05 percent and 15.85 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 11.74 percent from 48,306 in 2012 to 53,976 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 13.84 percent and increase 9.68 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	48,306	53,976	11.74	24,444	26,811	9.68	23,862	27,165	13.84
Kindergarten	35,499	40,486	14.05	18,033	20,408	13.17	17,466	20,078	14.95
Grades 1 to 4	139,244	161,321	15.85	70,734	81,319	14.96	68,510	80,002	16.77
Grades 5 to 8	130,586	123,255	-5.61	66,973	64,344	-3.93	63,613	58,911	-7.39
Grades 9 to 12	151,636	152,694	0.70	78,199	80,416	2.84	73,437	72,278	-1.58

Enrollment in Private Schools

6. The population enrolled in private schools decreased by -1.19 percent during the years 2010-2012; and is expected to decrease by -0.36 percent in 2017 from 95,346 in 2012 to 94,999 in 2017. While total public school enrollment increased 2.00 percent during the years 2010-2012, it will increase by 6.54 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -0.99 percent and female preprimary enrollment by 0.10 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to increase by 0.52 percent from 12,598 in 2012 to 12,664 in 2017; while female preprimary enrollment is expected to increase by 4.34 percent from 12,298 in 2012 to 12,832 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -0.29 percent and -2.45 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 2.55 percent between 2010-2012; the population of Hispanics increased by 9.80 percent; the Asian population increased by 12.19 percent; the American Indian and Alaska Native population increased by 0.54 percent. The Other Race population increased by 11.33 percent; and the population of Two or More Races increased by 11.31 percent; and the White population decreased by -1.28 percent during the years 2010-2012.

9. While the White population represents 60.76 percent of the total population, it is expected to decrease from 1,662,920 in 2012 to 1,582,141 in 2017 (-4.86 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 135,887 in 2012 to 177,609 in 2017 (30.70 percent).

Numbers of Affluent Families

10. The number of families with school-age children and incomes of at least $100,000 per year is predicted to change through 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income $150,000 and $199,999* is expected to increase from 9,544 in 2012 to 10,647 in 2017 (11.56 percent).

	INCOME $100,000 TO $124,999			INCOME $125,000 TO $149,999			INCOME $150,000 TO $199,999			INCOME $200,000 TO $349,999			INCOME $350,000 AND OVER		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	11,519	10,173	-11.69	8,581	8,719	1.61	9,544	10,647	11.56	5,865	8,707	48.46	4,402	6,639	50.82
Aged 5-9	12,129	12,313	1.52	9,035	10,553	16.80	10,050	12,887	28.23	6,175	10,538	70.66	4,635	8,035	73.35
Aged 10-13	9,720	8,986	-7.55	7,240	7,702	6.38	8,054	9,405	16.77	4,949	7,691	55.41	3,714	5,865	57.92

Aged 14-17	10,323	9,978	-3.34	7,690	8,552	11.21	8,553	10,443	22.10	5,256	8,539	62.46	3,945	6,512	65.07

11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least $100,000 per year will shift between 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income $125,000 and $149,999* are projected to increase by 182.11 percent, from 531 in 2012 to 1,498 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)	2012	2017	%Growth (2012-2017)	2012	2017	%Growth (2012-2017)	2012	2017	%Growth (2012-2017)	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	22,081	24,384	10.43	4,245	7,437	75.19	376	1,144	204.26	1,413	2,478	75.37	2,470	2,963	109.70
Income $125,000 to $149,999	13,172	14,768	12.12	3,004	5,181	72.47	188	379	101.60	531	1,498	182.11	1,946	3,020	55.19
Income $150,000 to $199,999	11,119	12,636	13.64	3,535	5,182	46.59	87	223	156.32	1,005	1,140	13.43	1,495	3,176	112.44
Income $200,000 and Over	7,350	8,699	18.35	1,914	6,029	214.99	34	121	255.88	437	1,338	206.18	1,871	3,688	97.11

12. The number of Hispanic households with annual incomes of at least $100,000 per year is also forecasted to change as shown in the table below. For example, *Hispanic Households with Income $200,000 and Over* are projected to increase from 2,309 in 2012 to 2,489 in 2017 (7.80 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	3,577	4,402	23.06
Income $125,000 to $149,999	2,567	2,947	14.80
Income $150,000 to $199,999	2,688	2,668	-0.74
Income $200,000 and Over	2,309	2,489	7.80

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between $250,000 and $299,999 increased by 5.68 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 77,751 in 2012 to 74,803 in 2017 (-3.79 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	253,954	241,680	213,081	-4.83	-11.83
$250,000-$299,999	85,405	90,254	105,885	5.68	17.32
$300,000-$399,999	140,916	144,189	155,221	2.32	7.65
$400,000-$499,999	78,984	77,751	74,803	-1.56	-3.79
$500,000-$749,999	90,437	91,801	96,251	1.51	4.85
$750,000-$999,999	25,570	25,082	23,801	-1.91	-5.11
More than $1,000,000	16,454	16,116	15,252	-2.05	-5.36

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Baltimore-Towson, MD** increased 3.08 percent, from 367,580 in 2010 to 378,908 in 2012. This number is expected to increase by 7.40 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 284,818 in 2010 to 300,378 in 2012 (5.46 percent), and it is forecasted this population will increase an additional 15.16 percent by the year 2017.

12/21/2012

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Baltimore-Towson, MD** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?

- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?

- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?

- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?

- If our school is in high demand, what tuition policy should it follow?

- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?

- What percentage of all children would we need to attract to survive? Is that doable?

- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?

- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?

- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?

- Can we work with local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?

- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?

- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?

- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?

- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?

- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?

- Are building improvements needed?

- Can we afford to offer better salaries or benefits? What major investment projects are needed?

- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)?[1]

- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline [2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
   - √ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
   - √ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
   - √ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).

3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents*, provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.

4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
   - √ *Values Added: The Lifelong Returns of an Independent School Education*.
   - √ *Admission and Marketing Tools* (brochures, ad templates, video clips, etc).
   - √ *Communications Handbook* (Indpendent School Advocacy Initiative).
   - √ *NAIS Parent Guide* (information about admission and financial aid designed for parents *www.nais.org/go/parents*).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

   - √ Parents Views on Independent Schools under the Current Economic Situation.
   - √ Demography and the Economy
   - √ AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett
   - √ Admission Trends, Families, and the School Search
   - √ Enrollment Dilemmas, Part I and Part II
   - √ Sticky Messages
   - √ *Net Tuition Revenue Management: The Why, When, and How*, Financially Sustainable Schools – Leadership Series: No. 12
   - √ *Enrollment and Marketing Considerations in a Tight Financial Market*

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[1] The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx..

[2] StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2012

CBSA Name: Baltimore-Towson, MD

CBSA Code: 12580

CBSA Type (1=Metro, 2=Micro): 1

State Name: Maryland

Dominant Profile: SUB_BUS

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	2,710,489	2,737,010	2,801,155	0.98	2.34
Households	1,038,765	1,046,940	1,090,198	0.79	4.13
Households with School Age Population					
Households with Children Age 0 to 17 Years	342,087	342,422	348,244	0.10	1.70
Percent of Households with Children Age 0 to 17 Years	32.93	32.71	31.94	-0.67	-2.35
School Age Population					
Population Age 0 to 17 Years	623,056	623,581	624,344	0.08	0.12
Population Age 0 to 4 Years	167,899	164,405	153,234	-2.08	-6.79
Population Age 5 to 9 Years	168,772	173,111	185,461	2.57	7.13
Population Age 10 to 13 Years	139,866	138,729	135,356	-0.81	-2.43
Population Age 14 to 17 Years	146,519	147,336	150,293	0.56	2.01
School Age Population by Gender					
Male Population Age 0 to 17 Years	317,591	318,260	319,413	0.21	0.36
Female Population Age 0 to 17 Years	305,465	305,321	304,931	-0.05	-0.13
Male School Age Population by Age					
Male Population Age 0 to 4 Years	85,420	83,192	76,114	-2.61	-8.51
Male Population Age 5 to 9 Years	86,185	87,938	93,487	2.03	6.31
Male Population Age 10 to 13 Years	71,154	71,149	70,661	-0.01	-0.69
Male Population Age 14 to 17 Years	74,832	75,981	79,151	1.54	4.17
Female School Age Population by Age					
Female Population Age 0 to 4 Years	82,479	81,213	77,120	-1.53	-5.04
Female Population Age 5 to 9 Years	82,587	85,173	91,974	3.13	7.98
Female Population Age 10 to 13 Years	68,711	67,580	64,695	-1.65	-4.27
Female Population Age 14 to 17 Years	71,688	71,355	71,142	-0.46	-0.30
Population in School					
Nursery or Preschool	46,912	48,306	53,976	2.97	11.74
Kindergarten	34,086	35,499	40,486	4.15	14.05
Grades 1 to 4	132,472	139,244	161,321	5.11	15.85
Grades 5 to 8	133,732	130,586	123,255	-2.35	-5.61
Grades 9 to 12	151,172	151,636	152,694	0.31	0.70
Population in School by Gender					
Male Enrolled in School	254,163	258,382	273,297	1.66	5.77
Female Enrolled in School	244,211	246,889	258,435	1.10	4.68
Male Population in School by Grade					
Male Nursery or Preschool	23,867	24,444	26,811	2.42	9.68
Male Kindergarten	17,406	18,033	20,408	3.60	13.17
Male Grades 1 to 4	67,648	70,734	81,319	4.56	14.96
Male Grades 5 to 8	68,034	66,973	64,344	-1.56	-3.93
Male Grades 9 to 12	77,208	78,199	80,416	1.28	2.84
Female Population in School by Grade					
Female Nursery or Preschool	23,045	23,862	27,165	3.55	13.84
Female Kindergarten	16,680	17,466	20,078	4.71	14.95
Female Grades 1 to 4	64,824	68,510	80,002	5.69	16.77
Female Grades 5 to 8	65,698	63,613	58,911	-3.17	-7.39
Female Grades 9 to 12	73,964	73,437	72,278	-0.71	-1.58
Population in School					
Education, Total Enrollment (Pop 3+)	498,374	505,271	531,732	1.38	5.24
Education, Not Enrolled in School (Pop 3+)	1,883,440	1,896,784	1,914,765	0.71	0.95
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	96,494	95,346	94,999	-1.19	-0.36
Education, Enrolled Private Preprimary (Pop 3+)	25,010	24,896	25,496	-0.46	2.41
Education, Enrolled Private Elementary or High School (Pop 3+)	71,484	70,450	69,503	-1.45	-1.34
Education, Enrolled Public Schools (Pop 3+)	401,880	409,925	436,733	2.00	6.54
Education, Enrolled Public Preprimary (Pop 3+)	21,902	23,410	28,480	6.89	21.66
Education, Enrolled Public Elementary or High School (Pop 3+)	379,978	386,515	408,253	1.72	5.62
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	49,188	48,675	48,636	-1.04	-0.08
Male Education, Enrolled Private Preprimary (Pop 3+)	12,724	12,598	12,664	-0.99	0.52
Male Education, Enrolled Private Elementary or High School (Pop 3+)	36,464	36,077	35,972	-1.06	-0.29
Male Education, Enrolled Public Schools (Pop 3+)	204,975	209,707	224,660	2.31	7.13
Male Education, Enrolled Public Preprimary (Pop 3+)	11,143	11,846	14,147	6.31	19.42
Male Education, Enrolled Public Elementary or High School (Pop 3+)	193,833	197,861	210,514	2.08	6.39
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	47,306	46,671	46,363	-1.34	-0.66
Female Education, Enrolled Private Preprimary (Pop 3+)	12,286	12,298	12,832	0.10	4.34
Female Education, Enrolled Private Elementary or High School (Pop 3+)	35,020	34,373	33,531	-1.85	-2.45
Female Education, Enrolled Public Schools (Pop 3+)	196,905	200,218	212,073	1.68	5.92
Female Education, Enrolled Public Preprimary (Pop 3+)	10,759	11,564	14,333	7.48	23.95
Female Education, Enrolled Public Elementary or High School (Pop 3+)	186,145	188,654	197,739	1.35	4.82
Population by Race					
White Population, Alone	1,684,436	1,662,920	1,582,141	-1.28	-4.86
Black Population, Alone	778,879	798,776	849,958	2.55	6.41
Asian Population, Alone	124,378	139,539	189,575	12.19	35.86

American Indian and Alaska Native Population, Alone	8,517	8,563	9,241	0.54	7.92
Other Race Population, Alone	46,623	51,907	69,366	11.33	33.64
Two or More Races Population	67,656	75,305	100,874	11.31	33.95

Population by Ethnicity

Hispanic Population	123,754	135,887	177,609	9.80	30.70
White Non-Hispanic Population	1,626,197	1,598,202	1,508,113	-1.72	-5.64

Population by Race As Percent of Total Population

Percent of White Population, Alone	62.15	60.76	56.48	-2.24	-7.04
Percent of Black Population, Alone	28.74	29.18	30.34	1.53	3.98
Percent of Asian Population, Alone	4.59	5.10	6.77	11.11	32.75
Percent of American Indian and Alaska Native Population, Alone	0.31	0.31	0.33	0.00	6.45
Percent of Other Race Population, Alone	1.72	1.90	2.48	10.47	30.53
Percent of Two or More Races Population, Alone	2.50	2.75	3.60	10.00	30.91

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	4.57	4.96	6.34	8.53	27.82
Percent of White Non-Hispanic Population	60.00	58.39	53.84	-2.68	-7.79

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	367,580	378,908	406,951	3.08	7.40
Education Attainment, Master's Degree (Pop 25+)	198,365	209,639	242,493	5.68	15.67
Education Attainment, Professional Degree (Pop 25+)	52,560	54,569	60,149	3.82	10.23
Education Attainment, Doctorate Degree (Pop 25+)	33,893	36,170	43,283	6.72	19.67

Household Income

Household Income, Median ($)	70,598	72,101	84,653	2.13	17.41
Household Income, Average ($)	92,063	93,859	115,148	1.95	22.68

Households by Income

Households with Income Less than $25,000	171,137	167,847	151,437	-1.92	-9.78
Households with Income $25,000 to $49,999	199,518	196,553	176,919	-1.49	-9.99
Households with Income $50,000 to $74,999	180,512	179,936	162,728	-0.32	-9.56
Households with Income $75,000 to $99,999	143,242	144,984	139,890	1.22	-3.51
Households with Income $100,000 to $124,999	107,226	109,926	115,604	2.52	5.17
Households with Income $125,000 to $149,999	74,804	77,344	92,719	3.40	19.88
Households with Income $150,000 to $199,999	80,085	83,336	105,365	4.06	26.43
Households with Income $200,000 and Over	82,241	87,014	145,536	5.80	67.26

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	11,582	11,519	10,173	-0.54	-11.69
Families with one or more children aged 5-9 and Income $100,000 to $124,999	11,642	12,129	12,313	4.18	1.52
Families with one or more children aged 10-13 and Income $100,000 to $124,999	9,648	9,720	8,986	0.75	-7.55
Families with one or more children aged 14-17 and Income $100,000 to $124,999	10,107	10,323	9,978	2.14	-3.34
Families with one or more children aged 0-4 and Income $125,000 to $149,999	8,558	8,581	8,719	0.27	1.61
Families with one or more children aged 5-9 and Income $125,000 to $149,999	8,603	9,035	10,553	5.02	16.80
Families with one or more children aged 10-13 and Income $125,000 to $149,999	7,129	7,240	7,702	1.56	6.38
Families with one or more children aged 14-17 and Income $125,000 to $149,999	7,469	7,690	8,552	2.96	11.21
Families with one or more children aged 0-4 and Income $150,000 to $199,999	9,463	9,544	10,647	0.86	11.56
Families with one or more children aged 5-9 and Income $150,000 to $199,999	9,512	10,050	12,887	5.66	28.23
Families with one or more children aged 10-13 and Income $150,000 to $199,999	7,883	8,054	9,405	2.17	16.77
Families with one or more children aged 14-17 and Income $150,000 to $199,999	8,258	8,553	10,443	3.57	22.10
Families with one or more children aged 0-4 and Income $200,000 to $349,999	5,733	5,865	8,707	2.30	48.46
Families with one or more children aged 5-9 and Income $200,000 to $349,999	5,763	6,175	10,538	7.15	70.66
Families with one or more children aged 10-13 and Income $200,000 to $349,999	4,776	4,949	7,691	3.62	55.41
Families with one or more children aged 14-17 and Income $200,000 to $349,999	5,003	5,256	8,539	5.06	62.46
Families with one or more children aged 0-4 and Income $350,000 and over	4,271	4,402	6,639	3.07	50.82
Families with one or more children aged 5-9 and Income $350,000 and over	4,293	4,635	8,035	7.97	73.35
Families with one or more children aged 10-13 and Income $350,000 and over	3,558	3,714	5,865	4.38	57.92
Families with one or more children aged 14-17 and Income $350,000 and over	3,727	3,945	6,512	5.85	65.07

Households by Home Value

Housing, Owner Households Valued Less than $250,000	253,954	241,680	213,081	-4.83	-11.83
Housing, Owner Households Valued $250,000-$299,999	85,405	90,254	105,885	5.68	17.32
Housing, Owner Households Valued $300,000-$399,999	140,916	144,189	155,221	2.32	7.65
Housing, Owner Households Valued $400,000-$499,999	78,984	77,751	74,803	-1.56	-3.79
Housing, Owner Households Valued $500,000-$749,999	90,437	91,801	96,251	1.51	4.85
Housing, Owner Households Valued $750,000-$999,999	25,570	25,082	23,801	-1.91	-5.11
Housing, Owner Households Valued More than $1,000,000	16,454	16,116	15,252	-2.05	-5.36

Households by Length of Residence

Length of Residence Less than 2 Years	123,148	136,116	178,559	10.53	31.18
Length of Residence 3 to 5 Years	184,722	204,174	267,839	10.53	31.18
Length of Residence 6 to 10 Years	377,173	365,410	337,201	-3.12	-7.72
Length of Residence More than 10 Years	353,722	341,240	306,599	-3.53	-10.15

Households by Race and Income

White Households by Income

White Households with Income Less than $25,000	82,898	81,298	61,455	-1.93	-24.41
White Households with Income $25,000 to $49,999	110,187	108,183	83,669	-1.82	-22.66
White Households with Income $50,000 to $74,999	113,178	111,502	88,799	-1.48	-20.36
White Households with Income $75,000 to $99,999	97,076	96,345	86,519	-0.75	-10.20
White Households with Income $100,000 to $124,999	79,594	79,341	77,198	-0.32	-2.70
White Households with Income $125,000 to $149,999	58,117	58,503	67,873	0.66	16.02
White Households with Income $150,000 to $199,999	65,359	66,095	83,008	1.13	25.59
White Households with Income $200,000 and Over	73,371	75,408	125,661	2.78	66.64

Black Households by Income

Black Households with Income Less than $25,000	77,874	75,564	78,203	-2.97	3.49
Black Households with Income $25,000 to $49,999	75,847	74,287	78,058	-2.06	5.08
Black Households with Income $50,000 to $74,999	54,363	54,594	58,282	0.42	6.76
Black Households with Income $75,000 to $99,999	34,566	36,308	39,285	5.04	8.20
Black Households with Income $100,000 to $124,999	20,095	22,081	24,384	9.88	10.43
Black Households with Income $125,000 to $149,999	11,651	13,172	14,768	13.05	12.12
Black Households with Income $150,000 to $199,999	9,657	11,119	12,636	15.14	13.64

Black Households with Income $200,000 and Over	5,675	7,350	8,699	29.52	18.35

Asian Households by Income

Asian Households with Income Less than $25,000	6,455	6,904	7,441	6.96	7.78
Asian Households with Income $25,000 to $49,999	8,524	8,879	9,442	4.16	6.34
Asian Households with Income $50,000 to $74,999	7,565	8,182	9,433	8.16	15.29
Asian Households with Income $75,000 to $99,999	6,167	6,717	8,570	8.92	27.59
Asian Households with Income $100,000 to $124,999	3,622	4,245	7,437	17.20	75.19
Asian Households with Income $125,000 to $149,999	2,524	3,004	5,181	19.02	72.47
Asian Households with Income $150,000 to $199,999	3,094	3,535	5,182	14.25	46.59
Asian Households with Income $200,000 and Over	1,283	1,914	6,029	49.18	214.99

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	241	240	157	-0.41	-34.58
American Indian and Alaska Native Households with Income $25,000 to $49,999	267	265	188	-0.75	-29.06
American Indian and Alaska Native Households with Income $50,000 to $74,999	737	735	252	-0.27	-65.71
American Indian and Alaska Native Households with Income $75,000 to $99,999	1,114	1,098	517	-1.44	-52.91
American Indian and Alaska Native Households with Income $100,000 to $124,999	376	376	1,144	0.00	204.26
American Indian and Alaska Native Households with Income $125,000 to $149,999	188	188	379	0.00	101.60
American Indian and Alaska Native Households with Income $150,000 to $199,999	88	87	223	-1.14	156.32
American Indian and Alaska Native Households with Income $200,000 and Over	34	34	121	0.00	255.88

Other Race Households by Income

Other Race Households with Income Less than $25,000	1,385	1,523	1,776	9.96	16.61
Other Race Households with Income $25,000 to $49,999	2,366	2,589	2,797	9.43	8.03
Other Race Households with Income $50,000 to $74,999	2,366	2,564	3,193	8.37	24.53
Other Race Households with Income $75,000 to $99,999	2,059	2,201	2,517	6.90	14.36
Other Race Households with Income $100,000 to $124,999	1,317	1,413	2,478	7.29	75.37
Other Race Households with Income $125,000 to $149,999	522	531	1,498	1.72	182.11
Other Race Households with Income $150,000 to $199,999	833	1,005	1,140	20.65	13.43
Other Race Households with Income $200,000 and Over	411	437	1,338	6.33	206.18

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	2,284	2,318	2,405	1.49	3.75
Two or More Races Households with Income $25,000 to $49,999	2,327	2,350	2,765	0.99	17.66
Two or More Races Households with Income $50,000 to $74,999	2,303	2,359	2,769	2.43	17.38
Two or More Races Households with Income $75,000 to $99,999	2,260	2,315	2,482	2.43	7.21
Two or More Races Households with Income $100,000 to $124,999	2,222	2,470	2,963	11.16	19.96
Two or More Races Households with Income $125,000 to $149,999	1,802	1,946	3,020	7.99	55.19
Two or More Races Households with Income $150,000 to $199,999	1,054	1,495	3,176	41.84	112.44
Two or More Races Households with Income $200,000 and Over	1,467	1,871	3,688	27.54	97.11

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	5,007	4,786	6,486	-4.41	35.52
Hispanic Households with Income $25,000 to $49,999	7,007	6,600	8,919	-5.81	35.14
Hispanic Households with Income $50,000 to $74,999	6,528	6,509	8,606	-0.29	32.22
Hispanic Households with Income $75,000 to $99,999	5,217	5,665	7,451	8.59	31.53
Hispanic Households with Income $100,000 to $124,999	2,996	3,577	4,402	19.39	23.06
Hispanic Households with Income $125,000 to $149,999	1,973	2,567	2,947	30.11	14.80
Hispanic Households with Income $150,000 to $199,999	1,824	2,688	2,668	47.37	-0.74
Hispanic Households with Income $200,000 and Over	1,566	2,309	2,489	47.45	7.80

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	81,175	77,545	56,395	-4.47	-27.27
White Non-Hispanic Households with Income $25,000 to $49,999	108,221	103,754	77,469	-4.13	-25.33
White Non-Hispanic Households with Income $50,000 to $74,999	111,597	107,600	83,110	-3.58	-22.76
White Non-Hispanic Households with Income $75,000 to $99,999	95,522	93,374	82,446	-2.25	-11.70
White Non-Hispanic Households with Income $100,000 to $124,999	78,127	77,184	74,307	-1.21	-3.73
White Non-Hispanic Households with Income $125,000 to $149,999	56,428	56,860	66,072	0.77	16.20
White Non-Hispanic Households with Income $150,000 to $199,999	63,437	64,577	81,055	1.80	25.52
White Non-Hispanic Households with Income $200,000 and Over	69,280	73,564	123,300	6.18	67.61

Footnotes:

Beginning in the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2012 unless otherwise stated.

12/21/2012

EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

Nickname	Full Name	Characteristic
AB_AV_EDU	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
APT20	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
ARMFORCE	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
ASIAN_LANG	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
BEL_EDU	Below Average Education	Education Attainment, < High School (Pop 25+)
BLUE_EMPL	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
BORN_USA	Born in America	Population, Citizenship - Native
EXP_HOMES	Expensive Homes	Housing, Owner Households Valued More than $1,000,000
FOR_SALE	House for Sale	Housing, Vacant Units For Sale
LAR_FAM	Large Families	Families, 5 Person
MANY_CARS	Lots of Cars	Households with 4+ Vehicles
MED_AGE	Median Age	Population, Median Age
MED_INC	Median Income	Household Income, Median ($)
NEW_HOMES	New Homes	Housing, Built 1999 or Later
NO_CAR	No Cars	Households with No Vehicles
NO_LABFOR	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
NO_MOVE	Long Time Residents	Housing, Year Moved in 1969 or Earlier
NO_TEENS	Few Teens	Population Aged 12 to 17 Years
OLD_HOMES	Old Homes	Housing, Built 1939 or Earlier
PRESCHL	Pre-School	Population Aged 0 to 5 Years
RECENT_MOV	Recent Movers	Housing, Year Moved in 1999 or Later
RENTAL	Available Renting Units	Housing, Vacant Units For Rent
RETIRED	Retired	Population Aged 65 to 74 Years
RICH_ASIAN	Very Rich Asians	Asian Household Income, High Income Average ($)
RICH_BLK	Very Rich Blacks	Black Household Income, High Income Average ($)
RICH_FAM	Very Rich Families	Family Income, High Income Average ($)
RICH_HISP	Very Rich Hispanics	Hispanic Household Income, High Income Average ($)
RICH_NFAM	Very Rich Non Families	Non-Family Income, High Income Average ($)
RICH_OLD	Old and Rich Households	Household Head Aged 75+ and Income $200K+
RICH_WHT	Very Rich Whites	White Household Income, High Income Average ($)
RICH_YOUNG	Young and Rich Households	Household Head Aged <25 and Income $200K+
SERV_EMPL	Service Employment	Occupation, Service (Pop 16+)
SPAN_LANG	Very Spanish	Population, Speaks Spanish (Pop 5+)
SUB_BUS	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
TRAILER	Trailer Park City	Housing, Occupied Structure Trailer
UNATTACH	Unattached	Population, Males Never Married (Pop 15+)
UNEMPL	Unemployed	Employment, Unemployed Males (Pop 16+)
VERY_RICH	Very Rich Households	Household Income, High Income Average ($)
WORK_HOME	Work at Home	Employment, Work at Home (Empl 16+)