N National Association
of Independent Schools

The NAIS Demographic Center
2012 Local Area Reports

CBSA : Boston-Cambridge-Quincy, MA-NH

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* shrank from 544,162 to 540,893 (-0.60 percent) in the CBSA of **Boston-Cambridge-Quincy, MA-NH**. This number is expected to decrease by -0.87 percent during the next five years, totaling 536,200 in 2017.

2. The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 0.27 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.29 percent from 985,964 in 2012 to 988,798 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.48 percent from 480,581 in 2012 to 478,255 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 1.02 percent from 505,383 in 2012 to 510,543 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 3.59 percent from 133,607 in 2012 to 138,399 in 2017, and increase by 9.19 percent for boys in the same age group from 142,030 in 2012 to 155,079 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	126,072	111,087	-11.89	120,780	106,356	-11.94
Age 5 to 9 Years	142,030	155,079	9.19	133,607	138,399	3.59
Age 10 to 13 Years	114,771	114,134	-0.56	110,590	112,945	2.13
Age 14 to 17 Years	122,510	130,243	6.31	115,604	120,555	4.28

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 18.76 percent and 8.01 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 2.86 percent from 82,169 in 2012 to 84,515 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.82 percent and increase 2.89 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	82,169	84,515	2.86	41,965	43,177	2.89	40,204	41,338	2.82
Kindergarten	61,953	73,576	18.76	31,923	38,879	21.79	30,030	34,697	15.54
Grades 1 to 4	223,626	241,533	8.01	115,230	127,630	10.76	108,396	113,903	5.08
Grades 5 to 8	226,501	235,141	3.81	115,352	118,186	2.46	111,149	116,955	5.22
Grades 9 to 12	244,765	259,319	5.95	125,932	134,668	6.94	118,833	124,651	4.90

Enrollment in Private Schools

6. The population enrolled in private schools decreased by -1.99 percent during the years 2010-2012; and is expected to decrease by -4.48 percent in 2017 from 134,320 in 2012 to 128,305 in 2017. While total public school enrollment increased 3.16 percent during the years 2010-2012, it will increase by 8.67 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -0.79 percent and female preprimary enrollment by -0.78 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -1.82 percent from 24,576 in 2012 to 24,129 in 2017; while female preprimary enrollment is expected to decrease by -1.88 percent from 23,544 in 2012 to 23,101 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -5.25 percent and -6.68 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 8.62 percent between 2010-2012; the population of Hispanics increased by 9.36 percent; the Asian population increased by 10.56 percent; the American Indian and Alaska Native population decreased by -2.28 percent. The Other Race population increased by 2.43 percent; and the population of Two or More Races increased by 10.84 percent; and the White population decreased by -0.61 percent during the years 2010-2012.

9. While the White population represents 77.38 percent of the total population, it is expected to decrease from 3,565,796 in 2012 to 3,436,697 in 2017 (-3.62 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 448,949 in 2012 to 564,752 in 2017 (25.79 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 15,712 in 2012 to 16,635 in 2017 (5.87 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	17,601	14,010	-20.40	13,798	12,722	-7.80	15,712	16,635	5.87	10,794	14,737	36.53	8,195	11,368	38.72
Aged 5-9	19,653	18,908	-3.79	15,407	17,171	11.45	17,544	22,451	27.97	12,052	19,890	65.03	9,150	15,343	67.68
Aged 10-13	16,068	14,630	-8.95	12,597	13,286	5.47	14,344	17,372	21.11	9,854	15,390	56.18	7,481	11,871	58.68

Aged 14-17	16,978	16,159	-4.82	13,310	14,674	10.25	15,156	19,186	26.59	10,411	16,997	63.26	7,905	13,111	65.86

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 96.27 percent, from 2,012 in 2012 to 3,949 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	9,829	12,601	28.20	8,980	15,444	71.98	351	1,706	386.04	4,582	6,758	47.49	4,328	5,406	17.98
Income $125,000 to $149,999	5,394	7,327	35.84	6,710	10,750	60.21	174	334	91.95	2,012	3,949	96.27	3,326	5,152	54.90
Income $150,000 to $199,999	4,884	6,692	37.02	8,546	11,598	35.71	76	199	161.84	2,100	2,765	31.67	2,782	5,484	97.12
Income $200,000 and Over	3,463	4,945	42.80	4,204	13,557	222.48	37	119	221.62	1,245	2,716	118.15	3,187	6,515	104.42

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 4,178 in 2012 to 4,977 in 2017 (19.12 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	9,321	11,951	28.22
Income $125,000 to $149,999	6,035	7,037	16.60
Income $150,000 to $199,999	5,255	5,709	8.64
Income $200,000 and Over	4,178	4,977	19.12

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 8.09 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 171,924 in 2012 to 143,577 in 2017 (-16.49 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	197,693	200,367	209,811	1.35	4.71
$250,000-$299,999	117,228	126,709	156,720	8.09	23.68
$300,000-$399,999	289,425	284,309	268,839	-1.77	-5.44
$400,000-$499,999	182,432	171,924	143,577	-5.76	-16.49
$500,000-$749,999	193,042	185,689	164,694	-3.81	-11.31
$750,000-$999,999	55,421	53,400	47,977	-3.65	-10.16
More than $1,000,000	47,447	47,688	48,362	0.51	1.41

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Boston-Cambridge-Quincy, MA-NH** increased 3.06 percent, from 745,515 in 2010 to 768,321 in 2012. This number is expected to increase by 6.88 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 588,110 in 2010 to 613,869 in 2012 (4.38 percent), and it is forecasted this population will increase an additional 10.96 percent by the year 2017.

12/21/2012

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Boston-Cambridge-Quincy, MA-NH** 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: Boston-Cambridge-Quincy, MA-NH

CBSA Code: 14460

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

State Name: Massachusetts

Dominant Profile: NO_CAR

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	4,552,402	4,608,075	4,717,412	1.22	2.37
Households	1,760,584	1,780,097	1,848,153	1.11	3.82
Households with School Age Population					
Households with Children Age 0 to 17 Years	544,162	540,893	536,200	-0.60	-0.87
Percent of Households with Children Age 0 to 17 Years	30.91	30.39	29.01	-1.68	-4.54
School Age Population					
Population Age 0 to 17 Years	983,268	985,964	988,798	0.27	0.29
Population Age 0 to 4 Years	256,902	246,852	217,443	-3.91	-11.91
Population Age 5 to 9 Years	268,753	275,637	293,478	2.56	6.47
Population Age 10 to 13 Years	224,035	225,361	227,079	0.59	0.76
Population Age 14 to 17 Years	233,578	238,114	250,798	1.94	5.33
School Age Population by Gender					
Male Population Age 0 to 17 Years	502,714	505,383	510,543	0.53	1.02
Female Population Age 0 to 17 Years	480,554	480,581	478,255	0.01	-0.48
Male School Age Population by Age					
Male Population Age 0 to 4 Years	131,218	126,072	111,087	-3.92	-11.89
Male Population Age 5 to 9 Years	137,132	142,030	155,079	3.57	9.19
Male Population Age 10 to 13 Years	114,562	114,771	114,134	0.18	-0.56
Male Population Age 14 to 17 Years	119,802	122,510	130,243	2.26	6.31
Female School Age Population by Age					
Female Population Age 0 to 4 Years	125,684	120,780	106,356	-3.90	-11.94
Female Population Age 5 to 9 Years	131,621	133,607	138,399	1.51	3.59
Female Population Age 10 to 13 Years	109,473	110,590	112,945	1.02	2.13
Female Population Age 14 to 17 Years	113,776	115,604	120,555	1.61	4.28
Population in School					
Nursery or Preschool	81,707	82,169	84,515	0.57	2.86
Kindergarten	58,549	61,953	73,576	5.81	18.76
Grades 1 to 4	217,167	223,626	241,533	2.97	8.01
Grades 5 to 8	223,043	226,501	235,141	1.55	3.81
Grades 9 to 12	239,682	244,765	259,319	2.12	5.95
Population in School by Gender					
Male Enrolled in School	419,406	430,402	462,540	2.62	7.47
Female Enrolled in School	400,742	408,612	431,544	1.96	5.61
Male Population in School by Grade					
Male Nursery or Preschool	41,734	41,965	43,177	0.55	2.89
Male Kindergarten	29,875	31,923	38,879	6.86	21.79
Male Grades 1 to 4	110,810	115,230	127,630	3.99	10.76
Male Grades 5 to 8	114,055	115,352	118,186	1.14	2.46
Male Grades 9 to 12	122,932	125,932	134,668	2.44	6.94
Female Population in School by Grade					
Female Nursery or Preschool	39,973	40,204	41,338	0.58	2.82
Female Kindergarten	28,674	30,030	34,697	4.73	15.54
Female Grades 1 to 4	106,357	108,396	113,903	1.92	5.08
Female Grades 5 to 8	108,988	111,149	116,955	1.98	5.22
Female Grades 9 to 12	116,750	118,833	124,651	1.78	4.90
Population in School					
Education, Total Enrollment (Pop 3+)	820,148	839,014	894,084	2.30	6.56
Education, Not Enrolled in School (Pop 3+)	3,161,062	3,186,312	3,202,951	0.80	0.52
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	137,051	134,320	128,305	-1.99	-4.48
Education, Enrolled Private Preprimary (Pop 3+)	48,500	48,120	47,230	-0.78	-1.85
Education, Enrolled Private Elementary or High School (Pop 3+)	88,551	86,200	81,075	-2.65	-5.95
Education, Enrolled Public Schools (Pop 3+)	683,097	704,694	765,779	3.16	8.67
Education, Enrolled Public Preprimary (Pop 3+)	33,207	34,049	37,285	2.54	9.50
Education, Enrolled Public Elementary or High School (Pop 3+)	649,890	670,645	728,494	3.19	8.63
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	70,069	68,814	66,044	-1.79	-4.03
Male Education, Enrolled Private Preprimary (Pop 3+)	24,772	24,576	24,129	-0.79	-1.82
Male Education, Enrolled Private Elementary or High School (Pop 3+)	45,297	44,238	41,915	-2.34	-5.25
Male Education, Enrolled Public Schools (Pop 3+)	349,337	361,588	396,496	3.51	9.65
Male Education, Enrolled Public Preprimary (Pop 3+)	16,961	17,389	19,048	2.52	9.54
Male Education, Enrolled Public Elementary or High School (Pop 3+)	332,376	344,199	377,448	3.56	9.66
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	66,982	65,506	62,261	-2.20	-4.95
Female Education, Enrolled Private Preprimary (Pop 3+)	23,728	23,544	23,101	-0.78	-1.88
Female Education, Enrolled Private Elementary or High School (Pop 3+)	43,254	41,962	39,160	-2.99	-6.68
Female Education, Enrolled Public Schools (Pop 3+)	333,760	343,106	369,283	2.80	7.63
Female Education, Enrolled Public Preprimary (Pop 3+)	16,246	16,660	18,237	2.55	9.47
Female Education, Enrolled Public Elementary or High School (Pop 3+)	317,514	326,446	351,046	2.81	7.54
Population by Race					
White Population, Alone	3,587,540	3,565,796	3,436,697	-0.61	-3.62
Black Population, Alone	331,292	359,833	444,938	8.62	23.65
Asian Population, Alone	295,994	327,254	426,339	10.56	30.28

American Indian and Alaska Native Population, Alone	11,338	11,080	10,257	-2.28	-7.43
Other Race Population, Alone	208,037	213,093	226,466	2.43	6.28
Two or More Races Population	118,201	131,019	172,715	10.84	31.82

Population by Ethnicity

Hispanic Population	410,516	448,949	564,752	9.36	25.79
White Non-Hispanic Population	3,408,584	3,374,593	3,224,636	-1.00	-4.44

Population by Race As Percent of Total Population

Percent of White Population, Alone	78.81	77.38	72.85	-1.81	-5.85
Percent of Black Population, Alone	7.28	7.81	9.43	7.28	20.74
Percent of Asian Population, Alone	6.50	7.10	9.04	9.23	27.32
Percent of American Indian and Alaska Native Population, Alone	0.25	0.24	0.22	-4.00	-8.33
Percent of Other Race Population, Alone	4.57	4.62	4.80	1.09	3.90
Percent of Two or More Races Population, Alone	2.60	2.84	3.66	9.23	28.87

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	9.02	9.74	11.97	7.98	22.90
Percent of White Non-Hispanic Population	74.87	73.23	68.36	-2.19	-6.65

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	745,515	768,321	821,217	3.06	6.88
Education Attainment, Master's Degree (Pop 25+)	405,770	423,620	469,522	4.40	10.84
Education Attainment, Professional Degree (Pop 25+)	99,907	103,304	112,019	3.40	8.44
Education Attainment, Doctorate Degree (Pop 25+)	82,433	86,945	99,588	5.47	14.54

Household Income

Household Income, Median ($)	74,936	75,818	91,980	1.18	21.32
Household Income, Average ($)	98,705	99,749	125,270	1.06	25.59

Households by Income

Households with Income Less than $25,000	303,303	303,738	264,831	0.14	-12.81
Households with Income $25,000 to $49,999	298,309	298,317	260,289	0.00	-12.75
Households with Income $50,000 to $74,999	279,391	280,192	245,646	0.29	-12.33
Households with Income $75,000 to $99,999	236,748	238,497	225,724	0.74	-5.36
Households with Income $100,000 to $124,999	186,975	189,567	197,052	1.39	3.95
Households with Income $125,000 to $149,999	135,459	138,409	164,393	2.18	18.77
Households with Income $150,000 to $199,999	149,692	153,552	196,438	2.58	27.93
Households with Income $200,000 and Over	170,707	177,825	293,780	4.17	65.21

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	18,352	17,601	14,010	-4.09	-20.40
Families with one or more children aged 5-9 and Income $100,000 to $124,999	19,199	19,653	18,908	2.36	-3.79
Families with one or more children aged 10-13 and Income $100,000 to $124,999	16,005	16,068	14,630	0.39	-8.95
Families with one or more children aged 14-17 and Income $100,000 to $124,999	16,686	16,978	16,159	1.75	-4.82
Families with one or more children aged 0-4 and Income $125,000 to $149,999	14,259	13,798	12,722	-3.23	-7.80
Families with one or more children aged 5-9 and Income $125,000 to $149,999	14,917	15,407	17,171	3.28	11.45
Families with one or more children aged 10-13 and Income $125,000 to $149,999	12,435	12,597	13,286	1.30	5.47
Families with one or more children aged 14-17 and Income $125,000 to $149,999	12,965	13,310	14,674	2.66	10.25
Families with one or more children aged 0-4 and Income $150,000 to $199,999	16,186	15,712	16,635	-2.93	5.87
Families with one or more children aged 5-9 and Income $150,000 to $199,999	16,933	17,544	22,451	3.61	27.97
Families with one or more children aged 10-13 and Income $150,000 to $199,999	14,115	14,344	17,372	1.62	21.11
Families with one or more children aged 14-17 and Income $150,000 to $199,999	14,716	15,156	19,186	2.99	26.59
Families with one or more children aged 0-4 and Income $200,000 to $349,999	10,964	10,794	14,737	-1.55	36.53
Families with one or more children aged 5-9 and Income $200,000 to $349,999	11,469	12,052	19,890	5.08	65.03
Families with one or more children aged 10-13 and Income $200,000 to $349,999	9,561	9,854	15,390	3.06	56.18
Families with one or more children aged 14-17 and Income $200,000 to $349,999	9,968	10,411	16,997	4.44	63.26
Families with one or more children aged 0-4 and Income $350,000 and over	8,261	8,195	11,368	-0.80	38.72
Families with one or more children aged 5-9 and Income $350,000 and over	8,642	9,150	15,343	5.88	67.68
Families with one or more children aged 10-13 and Income $350,000 and over	7,204	7,481	11,871	3.85	58.68
Families with one or more children aged 14-17 and Income $350,000 and over	7,511	7,905	13,111	5.25	65.86

Households by Home Value

Housing, Owner Households Valued Less than $250,000	197,693	200,367	209,811	1.35	4.71
Housing, Owner Households Valued $250,000-$299,999	117,228	126,709	156,720	8.09	23.68
Housing, Owner Households Valued $300,000-$399,999	289,425	284,309	268,839	-1.77	-5.44
Housing, Owner Households Valued $400,000-$499,999	182,432	171,924	143,577	-5.76	-16.49
Housing, Owner Households Valued $500,000-$749,999	193,042	185,689	164,694	-3.81	-11.31
Housing, Owner Households Valued $750,000-$999,999	55,421	53,400	47,977	-3.65	-10.16
Housing, Owner Households Valued More than $1,000,000	47,447	47,688	48,362	0.51	1.41

Households by Length of Residence

Length of Residence Less than 2 Years	211,704	235,302	308,886	11.15	31.27
Length of Residence 3 to 5 Years	317,556	352,953	463,329	11.15	31.27
Length of Residence 6 to 10 Years	602,409	587,740	547,278	-2.44	-6.88
Length of Residence More than 10 Years	628,916	604,102	528,661	-3.95	-12.49

Households by Race and Income

White Households by Income

White Households with Income Less than $25,000	219,522	215,635	165,992	-1.77	-23.02
White Households with Income $25,000 to $49,999	233,137	229,983	183,184	-1.35	-20.35
White Households with Income $50,000 to $74,999	227,936	225,425	182,127	-1.10	-19.21
White Households with Income $75,000 to $99,999	195,820	194,663	173,959	-0.59	-10.64
White Households with Income $100,000 to $124,999	161,845	161,497	155,137	-0.22	-3.94
White Households with Income $125,000 to $149,999	120,058	120,793	136,881	0.61	13.32
White Households with Income $150,000 to $199,999	133,614	135,164	169,700	1.16	25.55
White Households with Income $200,000 and Over	161,658	165,689	265,928	2.49	60.50

Black Households by Income

Black Households with Income Less than $25,000	36,124	37,638	45,574	4.19	21.09
Black Households with Income $25,000 to $49,999	26,502	27,907	34,212	5.30	22.59
Black Households with Income $50,000 to $74,999	19,124	20,445	25,382	6.91	24.15
Black Households with Income $75,000 to $99,999	14,506	15,872	19,786	9.42	24.66
Black Households with Income $100,000 to $124,999	8,591	9,829	12,601	14.41	28.20
Black Households with Income $125,000 to $149,999	4,329	5,394	7,327	24.60	35.84
Black Households with Income $150,000 to $199,999	4,276	4,884	6,692	14.22	37.02

Black Households with Income $200,000 and Over	2,609	3,463	4,945	32.73	42.80

Asian Households by Income

Asian Households with Income Less than $25,000	21,665	23,323	26,180	7.65	12.25
Asian Households with Income $25,000 to $49,999	18,818	19,755	21,050	4.98	6.56
Asian Households with Income $50,000 to $74,999	16,645	18,000	20,585	8.14	14.36
Asian Households with Income $75,000 to $99,999	12,923	14,202	18,409	9.90	29.62
Asian Households with Income $100,000 to $124,999	7,764	8,980	15,444	15.66	71.98
Asian Households with Income $125,000 to $149,999	5,827	6,710	10,750	15.15	60.21
Asian Households with Income $150,000 to $199,999	7,568	8,546	11,598	12.92	35.71
Asian Households with Income $200,000 and Over	2,753	4,204	13,557	52.71	222.48

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	442	440	363	-0.45	-17.50
American Indian and Alaska Native Households with Income $25,000 to $49,999	277	276	184	-0.36	-33.33
American Indian and Alaska Native Households with Income $50,000 to $74,999	819	818	247	-0.12	-69.80
American Indian and Alaska Native Households with Income $75,000 to $99,999	1,562	1,549	656	-0.83	-57.65
American Indian and Alaska Native Households with Income $100,000 to $124,999	351	351	1,706	0.00	386.04
American Indian and Alaska Native Households with Income $125,000 to $149,999	174	174	334	0.00	91.95
American Indian and Alaska Native Households with Income $150,000 to $199,999	76	76	199	0.00	161.84
American Indian and Alaska Native Households with Income $200,000 and Over	37	37	119	0.00	221.62

Other Race Households by Income

Other Race Households with Income Less than $25,000	18,639	19,589	18,998	5.10	-3.02
Other Race Households with Income $25,000 to $49,999	14,825	15,498	15,834	4.54	2.17
Other Race Households with Income $50,000 to $74,999	10,845	11,298	12,284	4.18	8.73
Other Race Households with Income $75,000 to $99,999	7,698	7,875	8,478	2.30	7.66
Other Race Households with Income $100,000 to $124,999	4,517	4,582	6,758	1.44	47.49
Other Race Households with Income $125,000 to $149,999	2,047	2,012	3,949	-1.71	96.27
Other Race Households with Income $150,000 to $199,999	2,079	2,100	2,765	1.01	31.67
Other Race Households with Income $200,000 and Over	1,245	1,245	2,716	0.00	118.15

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	6,911	7,113	7,724	2.92	8.59
Two or More Races Households with Income $25,000 to $49,999	4,750	4,898	5,825	3.12	18.93
Two or More Races Households with Income $50,000 to $74,999	4,022	4,206	5,021	4.57	19.38
Two or More Races Households with Income $75,000 to $99,999	4,239	4,336	4,436	2.29	2.31
Two or More Races Households with Income $100,000 to $124,999	3,907	4,328	5,406	10.78	24.91
Two or More Races Households with Income $125,000 to $149,999	3,024	3,326	5,152	9.99	54.90
Two or More Races Households with Income $150,000 to $199,999	2,079	2,782	5,484	33.81	97.12
Two or More Races Households with Income $200,000 and Over	2,405	3,187	6,515	32.52	104.42

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	41,078	40,902	53,628	-0.43	31.11
Hispanic Households with Income $25,000 to $49,999	28,402	29,471	38,068	3.76	29.17
Hispanic Households with Income $50,000 to $74,999	19,006	20,306	26,781	6.84	31.89
Hispanic Households with Income $75,000 to $99,999	13,063	15,041	19,850	15.14	31.97
Hispanic Households with Income $100,000 to $124,999	7,570	9,321	11,951	23.13	28.22
Hispanic Households with Income $125,000 to $149,999	4,015	6,035	7,037	50.31	16.60
Hispanic Households with Income $150,000 to $199,999	3,493	5,255	5,709	50.44	8.64
Hispanic Households with Income $200,000 and Over	2,615	4,178	4,977	59.77	19.12

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	206,845	198,146	147,174	-4.21	-25.72
White Non-Hispanic Households with Income $25,000 to $49,999	223,979	215,977	166,507	-3.57	-22.91
White Non-Hispanic Households with Income $50,000 to $74,999	222,183	215,300	169,279	-3.10	-21.38
White Non-Hispanic Households with Income $75,000 to $99,999	190,758	187,062	164,611	-1.94	-12.00
White Non-Hispanic Households with Income $100,000 to $124,999	157,977	156,289	148,258	-1.07	-5.14
White Non-Hispanic Households with Income $125,000 to $149,999	116,525	117,378	132,271	0.73	12.69
White Non-Hispanic Households with Income $150,000 to $199,999	130,025	132,221	165,036	1.69	24.82
White Non-Hispanic Households with Income $200,000 and Over	153,723	162,337	260,524	5.60	60.48

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+)