



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Buffalo-Niagara Falls, NY

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 – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* shrank from 140,326 to 138,824 (-1.07 percent) in the CBSA of **Buffalo-Niagara Falls, NY**. This number is expected to decrease by -6.88 percent during the next five years, totaling 129,273 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.96 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -8.08 percent from 243,083 in 2011 to 223,440 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -8.87 percent from 118,581 in 2011 to 108,068 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -7.33 percent from 124,502 in 2011 to 115,372 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -12.86 percent from 30,682 in 2011 to 26,737 in 2016, and increase by 2.87 percent for boys in the same age group from 31,453 in 2011 to 32,355 in 2016. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Age 0 to 4 Years	29,846	29,219	-2.10	27,909	25,380	-9.06
Age 5 to 9 Years	31,453	32,355	2.87	30,682	26,737	-12.86
Age 10 to 13 Years	29,901	23,997	-19.75	28,537	26,566	-6.91
Age 14 to 17 Years	33,302	29,801	-10.51	31,453	29,385	-6.57

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 5.00 percent and -3.59 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 0.39 percent from 15,742 in 2011 to 15,803 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -3.43 percent and increase 3.96 percent, respectively, during the period 2011-2016. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	15,742	15,803	0.39	8,135	8,457	3.96	7,607	7,346	-3.43
Kindergarten	12,751	13,389	5.00	6,455	7,331	13.57	6,296	6,058	-3.78
Grades 1 to 4	53,101	51,196	-3.59	26,880	28,032	4.29	26,221	23,164	-11.66
Grades 5 to 8	58,250	51,672	-11.29	29,805	24,523	-17.72	28,445	27,149	-4.56
Grades 9 to 12	62,583	54,607	-12.74	32,185	27,496	-14.57	30,398	27,111	-10.81

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-1.67** percent during the years 2010-2011; and is expected to decrease by **-14.12** percent in 2016 from 30,277 in 2011 to 26,002 in 2016. While total public school enrollment decreased **-0.93** percent during the years 2010-2011, it will decrease by **-6.67** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-1.32** percent and female preprimary enrollment by **-2.24** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-13.40** percent from 3,598 in 2011 to 3,116 in 2016; while female preprimary enrollment is expected to decrease by **-19.55** percent from 3,365 in 2011 to 2,707 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-12.88** percent and **-14.04** percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by **-0.02** percent between 2010-2011; the population of Hispanics increased by 76.62 percent; the Asian population increased by 0.61 percent; the American Indian and Alaska Native population increased by 0.78 percent. The Other Race population decreased by **-2.01** percent; and the population of Two or More Races increased by 45.78 percent; and the White population decreased by **-0.07** percent during the years 2010-2011.
- While the White population represents 81.58 percent of the total population, it is expected to decrease from 926,226 in 2011 to 910,819 in 2016 (**-1.66** percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 47,128 in 2011 to 52,803 in 2016 (12.04 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2016 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 2,046 in 2011 to 2,843 in 2016 (38.95 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		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Aged 0-4	3,935	4,152	5.51	2,435	3,095	27.10	2,046	2,843	38.95	1,084	1,803	66.33	687	1,117	62.59
Aged 5-9	4,234	4,493	6.12	2,620	3,350	27.86	2,201	3,077	39.80	1,166	1,952	67.41	739	1,208	63.46
Aged 10-13	3,982	3,845	-3.44	2,464	2,867	16.36	2,070	2,633	27.20	1,097	1,670	52.23	695	1,034	48.78
Aged 14-17	4,412	4,501	2.02	2,730	3,356	22.93	2,293	3,082	34.41	1,215	1,955	60.91	770	1,210	57.14

- 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 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 61.54 percent, from 117 in 2011 to 189 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	2,066	2,479	19.99	543	998	83.79	237	595	151.05	214	560	161.68	507	925	332.24
Income \$125,000 to \$149,999	1,063	1,336	25.68	270	396	46.67	143	208	45.45	117	189	61.54	353	518	46.74
Income \$150,000 to \$199,999	627	853	36.04	468	325	-30.56	114	162	42.11	54	114	111.11	288	411	42.71
Income \$200,000 and Over	429	560	30.54	361	667	84.76	32	122	281.25	27	73	170.37	141	408	189.36

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 106 in 2011 to 207 in 2016 (95.28 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	573	980	71.03
Income \$125,000 to \$149,999	355	340	-4.23
Income \$150,000 to \$199,999	232	459	97.84
Income \$200,000 and Over	106	207	95.28

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 2.35 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 3,933 in 2011 to 4,617 in 2016 (17.39 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	292,270	291,699	287,105	-0.20	-1.57
\$250,000-\$299,999	11,086	11,346	13,267	2.35	16.93
\$300,000-\$399,999	9,936	10,149	11,783	2.14	16.10
\$400,000-\$499,999	3,835	3,933	4,617	2.56	17.39
\$500,000-\$749,999	3,364	3,457	4,239	2.76	22.62
\$750,000-\$999,999	690	711	895	3.04	25.88
More than \$1,000,000	862	874	1,045	1.39	19.57

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Buffalo-Niagara Falls, NY** increased 1.12 percent, from 119,081 in 2010 to 120,411 in 2011. This number is expected to increase by 5.94 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 92,113 in 2010 to 94,014 in 2011 (2.06 percent), and it is forecasted this population will increase an additional 13.80 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Buffalo-Niagara Falls, NY** 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* (free to download at www.nais.org/go/advocacy), 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* (free to download at www.nais.org/go/advocacy) 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* (free to download at www.nais.org/go/advocacy).
 - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

www.nais.org/go/advocacy).

- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *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 (www.nais.org/sustainableschools/), 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](#), NAIS Leadership Series (Article 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

[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/resources/seriesdoc.cfm?ItemNumber=148270>.

[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 - 2011

CBSA Name: Buffalo-Niagara Falls, NY

CBSA Code: 15380

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

State Name: New York

Dominant Profile: NO_CAR

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
Total Population and Households					
Population	1,135,509	1,135,335	1,123,215	-0.02	-1.07
Households	473,720	474,638	482,243	0.19	1.60
Households with School Age Population					
Households with Children Age 0 to 17 Years	140,326	138,824	129,273	-1.07	-6.88
Percent of Households with Children Age 0 to 17 Years	29.62	29.25	26.81	-1.25	-8.34
School Age Population					
Population Age 0 to 17 Years	245,434	243,083	223,440	-0.96	-8.08
Population Age 0 to 4 Years	58,067	57,755	54,599	-0.54	-5.46
Population Age 5 to 9 Years	62,599	62,135	59,092	-0.74	-4.90
Population Age 10 to 13 Years	59,426	58,438	50,563	-1.66	-13.48
Population Age 14 to 17 Years	65,342	64,755	59,186	-0.90	-8.60
School Age Population by Gender					
Male Population Age 0 to 17 Years	125,696	124,502	115,372	-0.95	-7.33
Female Population Age 0 to 17 Years	119,738	118,581	108,068	-0.97	-8.87
Male School Age Population by Age					
Male Population Age 0 to 4 Years	29,866	29,846	29,219	-0.07	-2.10
Male Population Age 5 to 9 Years	31,374	31,453	32,355	0.25	2.87
Male Population Age 10 to 13 Years	30,712	29,901	23,997	-2.64	-19.75
Male Population Age 14 to 17 Years	33,744	33,302	29,801	-1.31	-10.51
Female School Age Population by Age					
Female Population Age 0 to 4 Years	28,201	27,909	25,380	-1.04	-9.06
Female Population Age 5 to 9 Years	31,225	30,682	26,737	-1.74	-12.86
Female Population Age 10 to 13 Years	28,714	28,537	26,566	-0.62	-6.91
Female Population Age 14 to 17 Years	31,598	31,453	29,385	-0.46	-6.57
Population in School					
Nursery or Preschool	15,712	15,742	15,803	0.19	0.39
Kindergarten	12,694	12,751	13,389	0.45	5.00
Grades 1 to 4	53,380	53,101	51,196	-0.52	-3.59
Grades 5 to 8	59,131	58,250	51,672	-1.49	-11.29
Grades 9 to 12	63,635	62,583	54,607	-1.65	-12.74
Population in School by Gender					
Male Enrolled in School	104,619	103,459	95,838	-1.11	-7.37
Female Enrolled in School	99,933	98,968	90,829	-0.97	-8.22
Male Population in School by Grade					
Male Nursery or Preschool	8,081	8,135	8,457	0.67	3.96
Male Kindergarten	6,362	6,455	7,331	1.46	13.57
Male Grades 1 to 4	26,754	26,880	28,032	0.47	4.29
Male Grades 5 to 8	30,559	29,805	24,523	-2.47	-17.72
Male Grades 9 to 12	32,863	32,185	27,496	-2.06	-14.57

Female Population in School by Grade

Female Nursery or Preschool	7,631	7,607	7,346	-0.31	-3.43
Female Kindergarten	6,332	6,296	6,058	-0.57	-3.78
Female Grades 1 to 4	26,626	26,221	23,164	-1.52	-11.66
Female Grades 5 to 8	28,572	28,445	27,149	-0.44	-4.56
Female Grades 9 to 12	30,772	30,398	27,111	-1.22	-10.81

Population in School

Education, Total Enrollment (Pop 3+)	204,552	202,427	186,667	-1.04	-7.79
Education, Not Enrolled in School (Pop 3+)	807,406	808,703	807,582	0.16	-0.14

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	30,792	30,277	26,002	-1.67	-14.12
Education, Enrolled Private Preprimary (Pop 3+)	7,088	6,963	5,823	-1.76	-16.37
Education, Enrolled Private Elementary or High School (Pop 3+)	23,704	23,314	20,179	-1.65	-13.45
Education, Enrolled Public Schools (Pop 3+)	173,760	172,150	160,665	-0.93	-6.67
Education, Enrolled Public Preprimary (Pop 3+)	8,624	8,779	9,980	1.80	13.68
Education, Enrolled Public Elementary or High School (Pop 3+)	165,136	163,371	150,685	-1.07	-7.77

Population in Public vs Private School by Gender**Male Population in Public vs Private School**

Male Education, Enrolled Private Schools (Pop 3+)	15,752	15,496	13,483	-1.63	-12.99
Male Education, Enrolled Private Preprimary (Pop 3+)	3,646	3,598	3,116	-1.32	-13.40
Male Education, Enrolled Private Elementary or High School (Pop 3+)	12,106	11,898	10,366	-1.72	-12.88
Male Education, Enrolled Public Schools (Pop 3+)	88,867	87,963	82,356	-1.02	-6.37
Male Education, Enrolled Public Preprimary (Pop 3+)	4,436	4,537	5,341	2.28	17.72
Male Education, Enrolled Public Elementary or High School (Pop 3+)	84,432	83,427	77,015	-1.19	-7.69

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	15,040	14,781	12,519	-1.72	-15.30
Female Education, Enrolled Private Preprimary (Pop 3+)	3,442	3,365	2,707	-2.24	-19.55
Female Education, Enrolled Private Elementary or High School (Pop 3+)	11,598	11,416	9,813	-1.57	-14.04
Female Education, Enrolled Public Schools (Pop 3+)	84,893	84,187	78,309	-0.83	-6.98
Female Education, Enrolled Public Preprimary (Pop 3+)	4,188	4,242	4,639	1.29	9.36
Female Education, Enrolled Public Elementary or High School (Pop 3+)	80,704	79,944	73,670	-0.94	-7.85

Population by Race

White Population, Alone	926,917	926,226	910,819	-0.07	-1.66
Black Population, Alone	138,782	138,754	137,936	-0.02	-0.59
Asian Population, Alone	25,893	26,052	27,432	0.61	5.30
American Indian and Alaska Native Population, Alone	8,193	8,257	8,556	0.78	3.62
Other Race Population, Alone	14,535	14,243	11,788	-2.01	-17.24
Two or More Races Population	21,189	21,803	26,684	2.90	22.39

Population by Ethnicity

Hispanic Population	46,425	47,128	52,803	1.51	12.04
White Non-Hispanic Population	903,909	902,384	882,417	-0.17	-2.21

Population by Race As Percent of Total Population

Percent of White Population, Alone	81.63	81.58	81.09	-0.06	-0.60
Percent of Black Population, Alone	12.22	12.22	12.28	0.00	0.49
Percent of Asian Population, Alone	2.28	2.29	2.44	0.44	6.55
Percent of American Indian and Alaska Native Population, Alone	0.72	0.73	0.76	1.39	4.11
Percent of Other Race Population, Alone	1.28	1.25	1.05	-2.34	-16.00
Percent of Two or More Races Population, Alone	1.87	1.92	2.38	2.67	23.96

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	4.09	4.15	4.70	1.47	13.25
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Percent of White Non-Hispanic Population 79.60 79.48 78.56

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	119,081	120,411	127,568	1.12	5.94
Education Attainment, Master's Degree (Pop 25+)	68,747	70,145	79,546	2.03	13.40
Education Attainment, Professional Degree (Pop 25+)	15,035	15,281	16,897	1.64	10.58
Education Attainment, Doctorate Degree (Pop 25+)	8,331	8,588	10,542	3.08	22.75

Household Income

Household Income, Median (\$)	54,097	54,145	63,330	0.09	16.96
Household Income, Average (\$)	67,444	67,486	80,894	0.06	19.87

Households by Income

Households with Income Less than \$25,000	112,108	112,194	98,252	0.08	-12.43
Households with Income \$25,000 to \$49,999	110,952	111,127	100,496	0.16	-9.57
Households with Income \$50,000 to \$74,999	84,205	84,418	79,469	0.25	-5.86
Households with Income \$75,000 to \$99,999	63,164	63,323	63,198	0.25	-0.20
Households with Income \$100,000 to \$124,999	40,740	40,849	48,476	0.27	18.67
Households with Income \$125,000 to \$149,999	24,636	24,694	32,935	0.24	33.37
Households with Income \$150,000 to \$199,999	20,388	20,416	29,818	0.14	46.05
Households with Income \$200,000 and Over	17,527	17,617	29,599	0.51	68.01

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,940	3,935	4,152	-0.13	5.51
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,248	4,234	4,493	-0.33	6.12
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	4,033	3,982	3,845	-1.26	-3.44
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	4,434	4,412	4,501	-0.50	2.02
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,442	2,435	3,095	-0.29	27.10
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,632	2,620	3,350	-0.46	27.86
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,499	2,464	2,867	-1.40	16.36
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,748	2,730	3,356	-0.66	22.93
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	2,047	2,046	2,843	-0.05	38.95
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,207	2,201	3,077	-0.27	39.80
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	2,095	2,070	2,633	-1.19	27.20
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,303	2,293	3,082	-0.43	34.41
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,083	1,084	1,803	0.09	66.33
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,167	1,166	1,952	-0.09	67.41
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,108	1,097	1,670	-0.99	52.23
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,219	1,215	1,955	-0.33	60.91
Families with one or more children aged 0-4 and Income \$350,000 and over	686	687	1,117	0.15	62.59
Families with one or more children aged 5-9 and Income \$350,000 and over	740	739	1,208	-0.14	63.46
Families with one or more children aged 10-13 and Income \$350,000 and over	702	695	1,034	-1.00	48.78
Families with one or more children aged 14-17 and Income \$350,000 and over	772	770	1,210	-0.26	57.14

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	292,270	291,699	287,105	-0.20	-1.57
Housing, Owner Households Valued \$250,000-\$299,999	11,086	11,346	13,267	2.35	16.93
Housing, Owner Households Valued \$300,000-\$399,999	9,936	10,149	11,783	2.14	16.10
Housing, Owner Households Valued \$400,000-\$499,999	3,835	3,933	4,617	2.56	17.39
Housing, Owner Households Valued \$500,000-\$749,999	3,364	3,457	4,239	2.76	22.62
Housing, Owner Households Valued \$750,000-\$999,999	690	711	895	3.04	25.88
Housing, Owner Households Valued More than \$1,000,000	862	874	1,045	1.39	19.57

Households by Length of Residence

Length of Residence Less than 2 Years	36,006	37,759	51,087	4.87	35.30
Length of Residence 3 to 5 Years	54,010	56,638	76,631	4.87	35.30
Length of Residence 6 to 10 Years	172,149	170,517	159,409	-0.95	-6.51

Length of Residence More than 10 Years 211,556 209,724 195,116

Households by Race and Income**White Households by Income**

White Households with Income Less than \$25,000	79,465	79,596	67,293	0.16	-15.46
White Households with Income \$25,000 to \$49,999	91,896	92,073	81,748	0.19	-11.21
White Households with Income \$50,000 to \$74,999	73,057	73,309	68,364	0.34	-6.75
White Households with Income \$75,000 to \$99,999	55,204	55,355	56,075	0.27	1.30
White Households with Income \$100,000 to \$124,999	37,197	37,282	42,919	0.23	15.12
White Households with Income \$125,000 to \$149,999	22,715	22,748	30,288	0.15	33.15
White Households with Income \$150,000 to \$199,999	18,829	18,865	27,953	0.19	48.17
White Households with Income \$200,000 and Over	16,579	16,627	27,769	0.29	67.01

Black Households by Income

Black Households with Income Less than \$25,000	25,312	25,375	24,856	0.25	-2.05
Black Households with Income \$25,000 to \$49,999	14,333	14,375	14,490	0.29	0.80
Black Households with Income \$50,000 to \$74,999	7,648	7,650	7,959	0.03	4.04
Black Households with Income \$75,000 to \$99,999	4,269	4,282	4,824	0.30	12.66
Black Households with Income \$100,000 to \$124,999	2,058	2,066	2,479	0.39	19.99
Black Households with Income \$125,000 to \$149,999	1,063	1,063	1,336	0.00	25.68
Black Households with Income \$150,000 to \$199,999	624	627	853	0.48	36.04
Black Households with Income \$200,000 and Over	428	429	560	0.23	30.54

Asian Households by Income

Asian Households with Income Less than \$25,000	2,688	2,572	1,814	-4.32	-29.47
Asian Households with Income \$25,000 to \$49,999	1,722	1,673	1,217	-2.85	-27.26
Asian Households with Income \$50,000 to \$74,999	1,354	1,303	920	-3.77	-29.39
Asian Households with Income \$75,000 to \$99,999	1,326	1,322	989	-0.30	-25.19
Asian Households with Income \$100,000 to \$124,999	525	543	998	3.43	83.79
Asian Households with Income \$125,000 to \$149,999	246	270	396	9.76	46.67
Asian Households with Income \$150,000 to \$199,999	478	468	325	-2.09	-30.56
Asian Households with Income \$200,000 and Over	320	361	667	12.81	84.76

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	672	666	553	-0.89	-16.97
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	523	525	457	0.38	-12.95
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	537	538	409	0.19	-23.98
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	748	745	177	-0.40	-76.24
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	238	237	595	-0.42	151.05
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	142	143	208	0.70	45.45
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	116	114	162	-1.72	42.11
American Indian and Alaska Native Households with Income \$200,000 and Over	32	32	122	0.00	281.25

Other Race Households by Income

Other Race Households with Income Less than \$25,000	2,205	2,193	1,817	-0.54	-17.15
Other Race Households with Income \$25,000 to \$49,999	933	924	880	-0.96	-4.76
Other Race Households with Income \$50,000 to \$74,999	602	602	587	0.00	-2.49
Other Race Households with Income \$75,000 to \$99,999	709	706	200	-0.42	-71.67
Other Race Households with Income \$100,000 to \$124,999	214	214	560	0.00	161.68
Other Race Households with Income \$125,000 to \$149,999	117	117	189	0.00	61.54
Other Race Households with Income \$150,000 to \$199,999	54	54	114	0.00	111.11
Other Race Households with Income \$200,000 and Over	27	27	73	0.00	170.37

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	1,766	1,792	1,919	1.47	7.09
Two or More Races Households with Income \$25,000 to \$49,999	1,545	1,557	1,704	0.78	9.44
Two or More Races Households with Income \$50,000 to \$74,999	1,007	1,016	1,230	0.89	21.06

Two or More Races Households with Income \$75,000 to \$99,999	908	913	933	0.55	2.19
Two or More Races Households with Income \$100,000 to \$124,999	508	507	925	-0.20	82.45
Two or More Races Households with Income \$125,000 to \$149,999	353	353	518	0.00	46.74
Two or More Races Households with Income \$150,000 to \$199,999	287	288	411	0.35	42.71
Two or More Races Households with Income \$200,000 and Over	141	141	408	0.00	189.36

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	6,237	6,366	7,206	2.07	13.20
Hispanic Households with Income \$25,000 to \$49,999	3,030	3,080	3,721	1.65	20.81
Hispanic Households with Income \$50,000 to \$74,999	1,434	1,480	1,890	3.21	27.70
Hispanic Households with Income \$75,000 to \$99,999	1,058	1,080	1,335	2.08	23.61
Hispanic Households with Income \$100,000 to \$124,999	566	573	980	1.24	71.03
Hispanic Households with Income \$125,000 to \$149,999	351	355	340	1.14	-4.23
Hispanic Households with Income \$150,000 to \$199,999	222	232	459	4.50	97.84
Hispanic Households with Income \$200,000 and Over	102	106	207	3.92	95.28

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	77,164	77,163	62,862	-0.00	-18.53
White Non-Hispanic Households with Income \$25,000 to \$49,999	90,497	90,634	78,948	0.15	-12.89
White Non-Hispanic Households with Income \$50,000 to \$74,999	72,271	72,556	67,748	0.39	-6.63
White Non-Hispanic Households with Income \$75,000 to \$99,999	54,594	54,506	55,382	-0.16	1.61
White Non-Hispanic Households with Income \$100,000 to \$124,999	36,746	36,840	42,346	0.26	14.95
White Non-Hispanic Households with Income \$125,000 to \$149,999	22,424	22,493	30,161	0.31	34.09
White Non-Hispanic Households with Income \$150,000 to \$199,999	18,551	18,648	27,898	0.52	49.60
White Non-Hispanic Households with Income \$200,000 and Over	16,304	16,533	27,731	1.40	67.73

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.

All estimates are as of 1/1/2011 unless otherwise stated.

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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:

<u>Nickname</u>	<u>Full Name</u>	<u>Characteristic</u>
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+)