



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children Age 0 to 17 Years shrank from 132,873 to 129,470 (-2.56 percent) in the CBSA of **Buffalo-Niagara Falls, NY**. This number is expected to decrease by -3.26 percent during the next five years, totaling 125,248 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of -0.62 percent, the population of children Age 0 to 17 Years is projected to decrease by -2.88 percent from 243,924 in 2012 to 236,908 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -2.09 percent from 119,883 in 2012 to 117,379 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by -3.64 percent from 124,041 in 2012 to 119,529 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -1.15 percent from 32,666 in 2012 to 32,289 in 2017, and increase by 5.33 percent for boys in the same age group from 34,382 in 2012 to 36,216 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	29,926	27,311	-8.74	29,283	27,837	-4.94
Age 5 to 9 Years	34,382	36,216	5.33	32,666	32,289	-1.15
Age 10 to 13 Years	28,793	27,173	-5.63	28,394	29,202	2.85
Age 14 to 17 Years	30,940	28,829	-6.82	29,540	28,051	-5.04

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 14.53 percent and 7.67 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 7.71 percent from 16,678 in 2012 to 17,964 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.94 percent and increase 5.53 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	16,678	17,964	7.71	8,430	8,896	5.53	8,248	9,068	9.94
Kindergarten	14,037	16,077	14.53	7,198	8,499	18.07	6,839	7,578	10.81
Grades 1 to 4	55,806	60,084	7.67	28,617	31,764	11.00	27,189	28,320	4.16
Grades 5 to 8	59,282	59,613	0.56	29,847	28,734	-3.73	29,435	30,879	4.91
Grades 9 to 12	62,399	60,650	-2.80	31,922	30,740	-3.70	30,477	29,910	-1.86

Enrollment in Private Schools

- The population enrolled in private schools decreased by -3.78 percent during the years 2010-2012; and is expected to decrease by -9.06 percent in 2017 from 27,655 in 2012 to 25,150 in 2017. While total public school enrollment increased 1.78 percent during the years 2010-2012, it will increase by 4.81 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -6.80 percent and female preprimary enrollment by -6.22 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -19.25 percent from 2,972 in 2012 to 2,400 in 2017; while female preprimary enrollment is expected to decrease by -15.88 percent from 2,909 in 2012 to 2,447 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -7.06 percent and -6.44 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.73 percent between 2010-2012; the population of Hispanics increased by 9.80 percent; the Asian population increased by 8.31 percent; the American Indian and Alaska Native population increased by 2.76 percent. The Other Race population decreased by -0.62 percent; and the population of Two or More Races increased by 9.68 percent; and the White population decreased by -0.76 percent during the years 2010-2012.
- While the White population represents 81.13 percent of the total population, it is expected to decrease from 919,878 in 2012 to 891,066 in 2017 (-3.13 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 50,976 in 2012 to 66,585 in 2017 (30.62 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 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 1,851 in 2012 to 2,625 in 2017 (41.82 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	3,692	3,938	6.66	2,191	2,929	33.68	1,851	2,625	41.82	848	1,462	72.41	677	1,174	73.41
Aged 5-9	4,181	4,892	17.01	2,481	3,638	46.63	2,096	3,261	55.58	960	1,816	89.17	766	1,459	90.47
Aged 10-13	3,566	4,026	12.90	2,116	2,994	41.49	1,788	2,683	50.06	819	1,495	82.54	654	1,201	83.64

Aged 14-17	3,772	4,062	7.69	2,238	3,021	34.99	1,891	2,708	43.20	866	1,508	74.13	691	1,211	75.25
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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 476.32 percent, from 38 in 2012 to 219 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	2,020	2,338	15.74	501	1,034	106.39	282	529	87.59	252	483	91.67	732	780	209.52
Income \$125,000 to \$149,999	1,047	1,245	18.91	293	678	131.40	140	275	96.43	38	219	476.32	448	838	87.05
Income \$150,000 to \$199,999	751	900	19.84	370	462	24.86	68	134	97.06	123	43	-65.04	312	542	73.72
Income \$200,000 and Over	441	550	24.72	289	752	160.21	28	94	235.71	35	123	251.43	257	645	150.97

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 309 in 2012 to 357 in 2017 (15.53 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	722	998	36.84
Income \$125,000 to \$149,999	986	641	-35.39
Income \$150,000 to \$199,999	531	483	-9.04
Income \$200,000 and Over	309	357	15.53

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 3.54 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 4,533 in 2012 to 5,250 in 2017 (15.82 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	277,150	272,735	270,543	-1.59	-0.80
\$250,000-\$299,999	12,684	13,133	14,874	3.54	13.26
\$300,000-\$399,999	11,174	11,566	13,080	3.51	13.09
\$400,000-\$499,999	4,349	4,533	5,250	4.23	15.82
\$500,000-\$749,999	3,846	4,043	4,841	5.12	19.74
\$750,000-\$999,999	960	1,019	1,250	6.15	22.67
More than \$1,000,000	752	701	620	-6.78	-11.55

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 2.08 percent, from 123,208 in 2010 to 125,768 in 2012. This number is expected to increase by 4.80 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 94,949 in 2010 to 96,389 in 2012 (1.52 percent), and it is forecasted this population will increase an additional 3.59 percent by the year 2017.

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](#), 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](#) (Independent 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](#)

^[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: Buffalo-Niagara Falls, NY

CBSA Code: 15380

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

State Name: New York

Dominant Profile: NO_CAR

Description	2010	2012	2017 (2010-2012)	% Growth Forecast
Total Population and Households				
Population	1,135,509	1,133,820	1,121,892	-0.15
Households	473,720	472,158	486,391	-0.33
Households with School Age Population				
Households with Children Age 0 to 17 Years	132,873	129,470	125,248	-2.56
Percent of Households with Children Age 0 to 17 Years	28.05	27.42	25.75	-2.25
School Age Population				
Population Age 0 to 17 Years	245,434	243,924	236,908	-0.62
Population Age 0 to 4 Years	60,618	59,209	55,148	-2.32
Population Age 5 to 9 Years	66,244	67,048	68,505	1.21
Population Age 10 to 13 Years	57,207	57,187	56,374	-0.03
Population Age 14 to 17 Years	61,365	60,480	56,881	-1.44
School Age Population by Gender				
Male Population Age 0 to 17 Years	125,088	124,041	119,529	-0.84
Female Population Age 0 to 17 Years	120,346	119,883	117,379	-0.38
Male School Age Population by Age				
Male Population Age 0 to 4 Years	30,730	29,926	27,311	-2.62
Male Population Age 5 to 9 Years	33,728	34,382	36,216	1.94
Male Population Age 10 to 13 Years	29,240	28,793	27,173	-1.53
Male Population Age 14 to 17 Years	31,390	30,940	28,829	-1.43
Female School Age Population by Age				
Female Population Age 0 to 4 Years	29,888	29,283	27,837	-2.02
Female Population Age 5 to 9 Years	32,516	32,666	32,289	0.46
Female Population Age 10 to 13 Years	27,967	28,394	29,202	1.53
Female Population Age 14 to 17 Years	29,975	29,540	28,051	-1.45
Population in School				
Nursery or Preschool	16,360	16,678	17,964	1.94
Kindergarten	13,445	14,037	16,077	4.40
Grades 1 to 4	54,359	55,806	60,084	2.66
Grades 5 to 8	59,125	59,282	59,613	0.27
Grades 9 to 12	62,837	62,399	60,650	-0.70
Population in School by Gender				
Male Enrolled in School	105,179	106,014	108,633	0.79
Female Enrolled in School	100,947	102,188	105,755	1.23
Male Population in School by Grade				
Male Nursery or Preschool	8,294	8,430	8,896	1.64
Male Kindergarten	6,845	7,198	8,499	5.16
Male Grades 1 to 4	27,677	28,617	31,764	3.40
Male Grades 5 to 8	30,220	29,847	28,734	-1.23
Male Grades 9 to 12	32,143	31,922	30,740	-0.69
Female Population in School by Grade				
Female Nursery or Preschool	8,066	8,248	9,068	2.26
Female Kindergarten	6,600	6,839	7,578	3.62
Female Grades 1 to 4	26,682	27,189	28,320	1.90
Female Grades 5 to 8	28,905	29,435	30,879	1.83
Female Grades 9 to 12	30,694	30,477	29,910	-0.71
Population in School				
Education, Total Enrollment (Pop 3+)	206,126	208,202	214,388	1.01
Education, Not Enrolled in School (Pop 3+)	797,634	789,850	759,591	-0.98
Population in Public vs Private School				
Education, Enrolled Private Schools (Pop 3+)	28,740	27,655	25,150	-3.78
Education, Enrolled Private Preprimary (Pop 3+)	6,291	5,881	4,847	-6.52
Education, Enrolled Private Elementary or High School (Pop 3+)	22,449	21,774	20,303	-3.01
Education, Enrolled Public Schools (Pop 3+)	177,386	180,547	189,238	1.78
Education, Enrolled Public Preprimary (Pop 3+)	10,069	10,797	13,117	7.23
Education, Enrolled Public Elementary or High School (Pop 3+)	167,317	169,750	176,121	1.45
Population in Public vs Private School by Gender				
Male Population in Public vs Private School				
Male Education, Enrolled Private Schools (Pop 3+)	14,649	14,065	12,709	-3.99
Male Education, Enrolled Private Preprimary (Pop 3+)	3,189	2,972	2,400	-6.80
Male Education, Enrolled Private Elementary or High School (Pop 3+)	11,460	11,092	10,309	-3.21
Male Education, Enrolled Public Schools (Pop 3+)	90,530	91,949	95,924	1.57
Male Education, Enrolled Public Preprimary (Pop 3+)	5,104	5,457	6,496	6.92
Male Education, Enrolled Public Elementary or High School (Pop 3+)	85,426	86,492	89,428	1.25
Female Population in Public vs Private School				
Female Education, Enrolled Private Schools (Pop 3+)	14,091	13,590	12,441	-3.56
Female Education, Enrolled Private Preprimary (Pop 3+)	3,102	2,909	2,447	-6.22
Female Education, Enrolled Private Elementary or High School (Pop 3+)	10,989	10,682	9,994	-2.79
Female Education, Enrolled Public Schools (Pop 3+)	86,856	88,598	93,314	2.01
Female Education, Enrolled Public Preprimary (Pop 3+)	4,965	5,340	6,621	7.55
Female Education, Enrolled Public Elementary or High School (Pop 3+)	81,891	83,258	86,693	1.67
Population by Race				
White Population, Alone	926,917	919,878	891,066	-0.76
Black Population, Alone	138,782	139,793	142,082	0.73
Asian Population, Alone	25,893	28,045	35,043	8.31

American Indian and Alaska Native Population, Alone	8,193	8,419	9,517	2.76	13.04
Other Race Population, Alone	14,535	14,445	14,068	-0.62	-2.61
Two or More Races Population	21,189	23,240	30,116	9.68	29.59
Population by Ethnicity					
Hispanic Population	46,425	50,976	66,585	9.80	30.62
White Non-Hispanic Population	903,063	891,070	853,707	-1.33	-4.19
Population by Race As Percent of Total Population					
Percent of White Population, Alone	81.63	81.13	79.43	-0.61	-2.10
Percent of Black Population, Alone	12.22	12.33	12.66	0.90	2.68
Percent of Asian Population, Alone	2.28	2.47	3.12	8.33	26.32
Percent of American Indian and Alaska Native Population, Alone	0.72	0.74	0.85	2.78	14.86
Percent of Other Race Population, Alone	1.28	1.27	1.25	-0.78	-1.57
Percent of Two or More Races Population, Alone	1.87	2.05	2.68	9.63	30.73
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	4.09	4.50	5.94	10.02	32.00
Percent of White Non-Hispanic Population	79.53	78.59	76.10	-1.18	-3.17
Educational Attainment					
Education Attainment, Bachelor's Degree (Pop 25+)	123,208	125,768	131,800	2.08	4.80
Education Attainment, Master's Degree (Pop 25+)	68,973	68,877	67,937	-0.14	-1.36
Education Attainment, Professional Degree (Pop 25+)	16,655	17,614	20,402	5.76	15.83
Education Attainment, Doctorate Degree (Pop 25+)	9,321	9,898	11,513	6.19	16.32
Household Income					
Household Income, Median (\$)	51,693	52,419	64,269	1.40	22.61
Household Income, Average (\$)	67,210	68,094	85,104	1.32	24.98
Households by Income					
Households with Income Less than \$25,000	116,945	114,983	98,062	-1.68	-14.72
Households with Income \$25,000 to \$49,999	114,119	112,870	99,873	-1.09	-11.52
Households with Income \$50,000 to \$74,999	85,599	85,012	79,298	-0.69	-6.72
Households with Income \$75,000 to \$99,999	61,034	61,220	63,818	0.30	4.24
Households with Income \$100,000 to \$124,999	39,122	39,499	49,216	0.96	24.60
Households with Income \$125,000 to \$149,999	22,355	22,946	34,874	2.64	51.98
Households with Income \$150,000 to \$199,999	19,025	19,508	30,442	2.54	56.05
Households with Income \$200,000 and Over	15,521	16,120	30,808	3.86	91.12
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,801	3,692	3,938	-2.87	6.66
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,153	4,181	4,892	0.67	17.01
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,587	3,566	4,026	-0.59	12.90
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,847	3,772	4,062	-1.95	7.69
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,219	2,191	2,929	-1.26	33.68
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,425	2,481	3,638	2.31	46.63
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,094	2,116	2,994	1.05	41.49
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,246	2,238	3,021	-0.36	34.99
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,877	1,851	2,625	-1.39	41.82
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,052	2,096	3,261	2.14	55.58
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,772	1,788	2,683	0.90	50.06
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,901	1,891	2,708	-0.53	43.20
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	847	848	1,462	0.12	72.41
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	926	960	1,816	3.67	89.17
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	799	819	1,495	2.50	82.54
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	857	866	1,508	1.05	74.13
Families with one or more children aged 0-4 and Income \$350,000 and over	675	677	1,174	0.30	73.41
Families with one or more children aged 5-9 and Income \$350,000 and over	738	766	1,459	3.79	90.47
Families with one or more children aged 10-13 and Income \$350,000 and over	637	654	1,201	2.67	83.64
Families with one or more children aged 14-17 and Income \$350,000 and over	684	691	1,211	1.02	75.25
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	277,150	272,735	270,543	-1.59	-0.80
Housing, Owner Households Valued \$250,000-\$299,999	12,684	13,133	14,874	3.54	13.26
Housing, Owner Households Valued \$300,000-\$399,999	11,174	11,566	13,080	3.51	13.09
Housing, Owner Households Valued \$400,000-\$499,999	4,349	4,533	5,250	4.23	15.82
Housing, Owner Households Valued \$500,000-\$749,999	3,846	4,043	4,841	5.12	19.74
Housing, Owner Households Valued \$750,000-\$999,999	960	1,019	1,250	6.15	22.67
Housing, Owner Households Valued More than \$1,000,000	752	701	620	-6.78	-11.55
Households by Length of Residence					
Length of Residence Less than 2 Years	50,740	55,231	71,271	8.85	29.04
Length of Residence 3 to 5 Years	76,111	82,846	106,907	8.85	29.04
Length of Residence 6 to 10 Years	154,867	149,916	141,447	-3.20	-5.65
Length of Residence More than 10 Years	192,002	184,166	166,766	-4.08	-9.45
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	83,089	81,475	62,895	-1.94	-22.80
White Households with Income \$25,000 to \$49,999	96,076	94,586	80,045	-1.55	-15.37
White Households with Income \$50,000 to \$74,999	75,181	74,358	67,655	-1.09	-9.01
White Households with Income \$75,000 to \$99,999	54,753	54,424	56,527	-0.60	3.86
White Households with Income \$100,000 to \$124,999	35,669	35,712	44,052	0.12	23.35
White Households with Income \$125,000 to \$149,999	20,668	20,980	31,619	1.51	50.71
White Households with Income \$150,000 to \$199,999	17,562	17,884	28,361	1.83	58.58
White Households with Income \$200,000 and Over	14,676	15,070	28,644	2.68	90.07
Black Households by Income					
Black Households with Income Less than \$25,000	26,962	26,528	28,555	-1.61	7.64
Black Households with Income \$25,000 to \$49,999	13,918	14,114	15,435	1.41	9.36
Black Households with Income \$50,000 to \$74,999	7,329	7,478	8,311	2.03	11.14
Black Households with Income \$75,000 to \$99,999	3,707	4,135	4,734	11.55	14.49
Black Households with Income \$100,000 to \$124,999	1,765	2,020	2,338	14.45	15.74
Black Households with Income \$125,000 to \$149,999	901	1,047	1,245	16.20	18.91
Black Households with Income \$150,000 to \$199,999	636	751	900	18.08	19.84

Black Households with Income \$200,000 and Over	360	441	550	22.50	24.72
Asian Households by Income					
Asian Households with Income Less than \$25,000	2,699	2,881	3,151	6.74	9.37
Asian Households with Income \$25,000 to \$49,999	1,702	1,785	2,136	4.88	19.66
Asian Households with Income \$50,000 to \$74,999	1,348	1,425	1,633	5.71	14.60
Asian Households with Income \$75,000 to \$99,999	795	891	1,413	12.08	58.59
Asian Households with Income \$100,000 to \$124,999	444	501	1,034	12.84	106.39
Asian Households with Income \$125,000 to \$149,999	246	293	678	19.11	131.40
Asian Households with Income \$150,000 to \$199,999	348	370	462	6.32	24.86
Asian Households with Income \$200,000 and Over	218	289	752	32.57	160.21
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	769	761	571	-1.04	-24.97
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	614	606	433	-1.30	-28.55
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	616	607	402	-1.46	-33.77
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	629	619	493	-1.59	-20.36
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	282	282	529	0.00	87.59
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	138	140	275	1.45	96.43
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	68	68	134	0.00	97.06
American Indian and Alaska Native Households with Income \$200,000 and Over	28	28	94	0.00	235.71
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	2,202	2,132	1,767	-3.18	-17.12
Other Race Households with Income \$25,000 to \$49,999	941	915	873	-2.76	-4.59
Other Race Households with Income \$50,000 to \$74,999	592	587	584	-0.84	-0.51
Other Race Households with Income \$75,000 to \$99,999	577	573	160	-0.69	-72.08
Other Race Households with Income \$100,000 to \$124,999	255	252	483	-1.18	91.67
Other Race Households with Income \$125,000 to \$149,999	40	38	219	-5.00	476.32
Other Race Households with Income \$150,000 to \$199,999	131	123	43	-6.11	-65.04
Other Race Households with Income \$200,000 and Over	37	35	123	-5.41	251.43
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	1,224	1,206	1,123	-1.47	-6.88
Two or More Races Households with Income \$25,000 to \$49,999	868	864	951	-0.46	10.07
Two or More Races Households with Income \$50,000 to \$74,999	533	557	713	4.50	28.01
Two or More Races Households with Income \$75,000 to \$99,999	573	578	491	0.87	-15.05
Two or More Races Households with Income \$100,000 to \$124,999	707	732	780	3.54	6.56
Two or More Races Households with Income \$125,000 to \$149,999	362	448	838	23.76	87.05
Two or More Races Households with Income \$150,000 to \$199,999	280	312	542	11.43	73.72
Two or More Races Households with Income \$200,000 and Over	202	257	645	27.23	150.97
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	6,784	6,837	9,208	0.78	34.68
Hispanic Households with Income \$25,000 to \$49,999	3,232	3,524	4,565	9.03	29.54
Hispanic Households with Income \$50,000 to \$74,999	1,540	1,768	2,398	14.81	35.63
Hispanic Households with Income \$75,000 to \$99,999	1,124	1,326	1,812	17.97	36.65
Hispanic Households with Income \$100,000 to \$124,999	666	722	988	8.41	36.84
Hispanic Households with Income \$125,000 to \$149,999	385	586	641	52.21	9.39
Hispanic Households with Income \$150,000 to \$199,999	336	531	483	58.04	-9.04
Hispanic Households with Income \$200,000 and Over	203	309	357	52.22	15.53
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	80,863	77,991	57,963	-3.55	-25.68
White Non-Hispanic Households with Income \$25,000 to \$49,999	94,992	92,473	76,432	-2.65	-17.35
White Non-Hispanic Households with Income \$50,000 to \$74,999	74,633	73,314	65,935	-1.77	-10.06
White Non-Hispanic Households with Income \$75,000 to \$99,999	54,124	53,816	55,709	-0.57	3.52
White Non-Hispanic Households with Income \$100,000 to \$124,999	34,887	35,341	43,598	1.30	23.36
White Non-Hispanic Households with Income \$125,000 to \$149,999	19,953	20,780	31,359	4.14	50.91
White Non-Hispanic Households with Income \$150,000 to \$199,999	16,947	17,718	28,053	4.55	58.33
White Non-Hispanic Households with Income \$200,000 and Over	13,794	14,899	28,399	8.01	90.61

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.

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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:

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+)