



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Chicago-Joliet-Naperville, IL-IN-WI

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 1,252,459 to 1,245,084 (-0.59 percent) in the CBSA of **Chicago-Joliet-Naperville, IL-IN-WI**. This number is expected to decrease by -1.75 percent during the next five years, totaling 1,223,342 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.29 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -0.67 percent from 2,370,806 in 2011 to 2,354,909 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.68 percent from 1,157,732 in 2011 to 1,149,875 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -0.66 percent from 1,213,074 in 2011 to 1,205,034 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -0.79 percent from 310,080 in 2011 to 307,635 in 2016, and decrease by -0.09 percent for boys in the same age group from 320,929 in 2011 to 320,626 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	332,985	339,178	1.86	320,455	324,534	1.27
Age 5 to 9 Years	320,929	320,626	-0.09	310,080	307,635	-0.79
Age 10 to 13 Years	275,410	264,320	-4.03	260,757	253,748	-2.69
Age 14 to 17 Years	283,750	280,910	-1.00	266,440	263,958	-0.93

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -2.51 percent and -0.03 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 12.15 percent from 185,866 in 2011 to 208,452 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 11.82 percent and increase 12.47 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	185,866	208,452	12.15	94,715	106,526	12.47	91,151	101,926	11.82
Kindergarten	131,356	128,064	-2.51	66,807	65,356	-2.17	64,549	62,708	-2.85
Grades 1 to 4	522,023	521,847	-0.03	265,499	266,319	0.31	256,524	255,528	-0.39
Grades 5 to 8	538,931	519,264	-3.65	276,830	264,930	-4.30	262,101	254,334	-2.96
Grades 9 to 12	553,915	549,984	-0.71	285,671	283,548	-0.74	268,244	266,436	-0.67

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.64** percent during the years 2010-2011; and is expected to decrease by **-5.02** percent in 2016 from 296,318 in 2011 to 281,446 in 2016. While total public school enrollment decreased **-0.07** percent during the years 2010-2011, it will increase by 0.64 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 0.05 percent and female preprimary enrollment by 0.04 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 2.98 percent from 42,734 in 2011 to 44,009 in 2016; while female preprimary enrollment is expected to increase by 2.39 percent from 41,125 in 2011 to 42,109 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-8.12** percent and **-8.00** percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by **-0.07** percent between 2010-2011; the population of Hispanics increased by 623.06 percent; the Asian population increased by 1.11 percent; the American Indian and Alaska Native population increased by 1.99 percent. The Other Race population decreased by **-1.84** percent; and the population of Two or More Races decreased by **-72.23** percent; and the White population increased by 0.29 percent during the years 2010-2011.
- While the White population represents 65.46 percent of the total population, it is expected to increase from 6,202,031 in 2011 to 6,390,602 in 2016 (3.04 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 1,992,219 in 2011 to 2,216,730 in 2016 (11.27 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 30,436 in 2011 to 38,777 in 2016 (27.41 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	41,867	42,636	1.84	29,897	34,259	14.59	30,436	38,777	27.41	21,740	33,621	54.65	13,118	19,453	48.29
Aged 5-9	40,430	40,359	-0.18	28,871	32,429	12.32	29,391	36,706	24.89	20,993	31,825	51.60	12,668	18,414	45.36
Aged 10-13	34,353	33,280	-3.12	24,531	26,741	9.01	24,974	30,268	21.20	17,838	26,243	47.12	10,764	15,184	41.06
Aged	35,252	35,002	-0.71	25,173	28,124	11.72	25,627	31,833	24.22	18,305	27,601	50.78	11,045	15,970	44.59

14-17

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 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 43.65 percent, from 7,368 in 2011 to 10,584 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	37,252	41,289	10.84	19,312	27,713	43.50	1,227	4,571	272.53	14,719	19,799	34.51	6,560	9,557	-35.07
Income \$125,000 to \$149,999	21,096	25,070	18.84	11,742	20,367	73.45	785	1,258	60.25	7,368	10,584	43.65	4,765	5,871	23.21
Income \$150,000 to \$199,999	16,580	20,579	24.12	15,298	16,341	6.82	313	882	181.79	4,757	7,462	56.86	3,751	5,829	55.40
Income \$200,000 and Over	11,151	15,142	35.79	9,449	25,000	164.58	109	428	292.66	2,098	4,747	126.26	2,566	5,580	117.46

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 7,762 in 2011 to 14,419 in 2016 (85.76 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	39,250	55,011	40.16
Income \$125,000 to \$149,999	21,173	29,604	39.82
Income \$150,000 to \$199,999	14,855	23,504	58.22
Income \$200,000 and Over	7,762	14,419	85.76

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 2.89 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 213,130 in 2011 to 233,949 in 2016 (9.77 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	1,183,800	1,165,390	1,062,758	-1.56	-8.81
\$250,000-\$299,999	264,877	272,541	334,791	2.89	22.84
\$300,000-\$399,999	423,975	424,380	439,267	0.10	3.51
\$400,000-\$499,999	210,704	213,130	233,949	1.15	9.77
\$500,000-\$749,999	192,498	192,039	193,509	-0.24	0.77
\$750,000-\$999,999	60,087	60,559	64,476	0.79	6.47
More than \$1,000,000	51,984	52,819	59,314	1.61	12.30

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Chicago-Joliet-Naperville, IL-IN-WI** increased 0.97 percent, from 1,274,382 in 2010 to 1,286,757 in 2011. This number is expected to increase by 7.65 percent through 2016. For people

older than 25 years of age who hold graduate degrees, their numbers increased from 782,815 in 2010 to 793,047 in 2011 (1.31 percent), and it is forecasted this population will increase an additional 9.67 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Chicago-Joliet-Naperville, IL-IN-WI** 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: Chicago-Joliet-Naperville, IL-IN-WI

CBSA Code: 16980

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

State Name: Illinois

Dominant Profile: SUB_BUS

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
Total Population and Households					
Population	9,461,105	9,474,616	9,667,971	0.14	2.04
Households	3,475,726	3,477,877	3,563,821	0.06	2.47
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,252,459	1,245,084	1,223,342	-0.59	-1.75
Percent of Households with Children Age 0 to 17 Years	36.03	35.80	34.33	-0.64	-4.11
School Age Population					
Population Age 0 to 17 Years	2,377,810	2,370,806	2,354,909	-0.29	-0.67
Population Age 0 to 4 Years	653,976	653,440	663,712	-0.08	1.57
Population Age 5 to 9 Years	633,710	631,009	628,261	-0.43	-0.44
Population Age 10 to 13 Years	539,021	536,167	518,068	-0.53	-3.38
Population Age 14 to 17 Years	551,103	550,190	544,868	-0.17	-0.97
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,217,012	1,213,074	1,205,034	-0.32	-0.66
Female Population Age 0 to 17 Years	1,160,798	1,157,732	1,149,875	-0.26	-0.68
Male School Age Population by Age					
Male Population Age 0 to 4 Years	333,260	332,985	339,178	-0.08	1.86
Male Population Age 5 to 9 Years	322,240	320,929	320,626	-0.41	-0.09
Male Population Age 10 to 13 Years	277,297	275,410	264,320	-0.68	-4.03
Male Population Age 14 to 17 Years	284,215	283,750	280,910	-0.16	-1.00
Female School Age Population by Age					
Female Population Age 0 to 4 Years	320,716	320,455	324,534	-0.08	1.27
Female Population Age 5 to 9 Years	311,470	310,080	307,635	-0.45	-0.79
Female Population Age 10 to 13 Years	261,724	260,757	253,748	-0.37	-2.69
Female Population Age 14 to 17 Years	266,888	266,440	263,958	-0.17	-0.93
Population in School					
Nursery or Preschool	183,487	185,866	208,452	1.30	12.15
Kindergarten	132,250	131,356	128,064	-0.68	-2.51
Grades 1 to 4	522,307	522,023	521,847	-0.05	-0.03
Grades 5 to 8	542,030	538,931	519,264	-0.57	-3.65
Grades 9 to 12	555,099	553,915	549,984	-0.21	-0.71
Population in School by Gender					
Male Enrolled in School	991,465	989,522	986,678	-0.20	-0.29
Female Enrolled in School	943,708	942,569	940,933	-0.12	-0.17
Male Population in School by Grade					
Male Nursery or Preschool	93,503	94,715	106,526	1.30	12.47
Male Kindergarten	67,249	66,807	65,356	-0.66	-2.17
Male Grades 1 to 4	265,592	265,499	266,319	-0.04	0.31
Male Grades 5 to 8	278,845	276,830	264,930	-0.72	-4.30
Male Grades 9 to 12	286,276	285,671	283,548	-0.21	-0.74

Female Population in School by Grade

Female Nursery or Preschool	89,984	91,151	101,926	1.30	11.82
Female Kindergarten	65,001	64,549	62,708	-0.70	-2.85
Female Grades 1 to 4	256,715	256,524	255,528	-0.07	-0.39
Female Grades 5 to 8	263,185	262,101	254,334	-0.41	-2.96
Female Grades 9 to 12	268,823	268,244	266,436	-0.22	-0.67

Population in School

Education, Total Enrollment (Pop 3+)	1,935,173	1,932,091	1,927,611	-0.16	-0.23
Education, Not Enrolled in School (Pop 3+)	6,438,593	6,455,532	6,643,108	0.26	2.91

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	298,235	296,318	281,446	-0.64	-5.02
Education, Enrolled Private Preprimary (Pop 3+)	83,821	83,859	86,118	0.05	2.69
Education, Enrolled Private Elementary or High School (Pop 3+)	214,414	212,459	195,328	-0.91	-8.06
Education, Enrolled Public Schools (Pop 3+)	1,636,938	1,635,773	1,646,165	-0.07	0.64
Education, Enrolled Public Preprimary (Pop 3+)	99,666	102,007	122,334	2.35	19.93
Education, Enrolled Public Elementary or High School (Pop 3+)	1,537,272	1,533,766	1,523,831	-0.23	-0.65

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

Male Education, Enrolled Private Schools (Pop 3+)	152,560	151,537	143,973	-0.67	-4.99
Male Education, Enrolled Private Preprimary (Pop 3+)	42,714	42,734	44,009	0.05	2.98
Male Education, Enrolled Private Elementary or High School (Pop 3+)	109,846	108,804	99,964	-0.95	-8.12
Male Education, Enrolled Public Schools (Pop 3+)	838,904	837,985	842,705	-0.11	0.56
Male Education, Enrolled Public Preprimary (Pop 3+)	50,789	51,982	62,517	2.35	20.27
Male Education, Enrolled Public Elementary or High School (Pop 3+)	788,115	786,004	780,188	-0.27	-0.74

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	145,675	144,781	137,473	-0.61	-5.05
Female Education, Enrolled Private Preprimary (Pop 3+)	41,107	41,125	42,109	0.04	2.39
Female Education, Enrolled Private Elementary or High School (Pop 3+)	104,568	103,655	95,364	-0.87	-8.00
Female Education, Enrolled Public Schools (Pop 3+)	798,034	797,788	803,460	-0.03	0.71
Female Education, Enrolled Public Preprimary (Pop 3+)	48,877	50,025	59,817	2.35	19.57
Female Education, Enrolled Public Elementary or High School (Pop 3+)	749,157	747,762	743,643	-0.19	-0.55

Population by Race

White Population, Alone	6,183,881	6,202,031	6,390,602	0.29	3.04
Black Population, Alone	1,645,993	1,644,816	1,635,033	-0.07	-0.59
Asian Population, Alone	535,762	541,706	584,178	1.11	7.84
American Indian and Alaska Native Population, Alone	36,525	37,253	47,493	1.99	27.49
Other Race Population, Alone	828,776	813,529	735,140	-1.84	-9.64
Two or More Races Population	230,168	235,281	275,525	2.22	17.10

Population by Ethnicity

Hispanic Population	1,957,080	1,992,219	2,216,730	1.80	11.27
White Non-Hispanic Population	5,212,650	5,193,275	5,181,269	-0.37	-0.23

Population by Race As Percent of Total Population

Percent of White Population, Alone	65.36	65.46	66.10	0.15	0.98
Percent of Black Population, Alone	17.40	17.36	16.91	-0.23	-2.59
Percent of Asian Population, Alone	5.66	5.72	6.04	1.06	5.59
Percent of American Indian and Alaska Native Population, Alone	0.39	0.39	0.49	0.00	25.64
Percent of Other Race Population, Alone	8.76	8.59	7.60	-1.94	-11.53
Percent of Two or More Races Population, Alone	2.43	2.48	2.85	2.06	14.92

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	20.69	21.03	22.93	1.64	9.03
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Percent of White Non-Hispanic Population 55.10 54.81 53.59

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	1,274,382	1,286,757	1,385,201	0.97	7.65
Education Attainment, Master's Degree (Pop 25+)	561,261	571,288	646,611	1.79	13.18
Education Attainment, Professional Degree (Pop 25+)	150,282	150,286	148,408	0.00	-1.25
Education Attainment, Doctorate Degree (Pop 25+)	71,272	71,473	74,683	0.28	4.49

Household Income

Household Income, Median (\$)	68,378	68,501	80,039	0.18	16.84
Household Income, Average (\$)	85,338	85,491	103,107	0.18	20.61

Households by Income

Households with Income Less than \$25,000	607,467	607,444	532,565	-0.00	-12.33
Households with Income \$25,000 to \$49,999	684,777	683,570	602,457	-0.18	-11.87
Households with Income \$50,000 to \$74,999	606,171	605,269	551,190	-0.15	-8.93
Households with Income \$75,000 to \$99,999	488,799	488,486	474,757	-0.06	-2.81
Households with Income \$100,000 to \$124,999	349,543	350,183	390,800	0.18	11.60
Households with Income \$125,000 to \$149,999	236,810	238,230	291,226	0.60	22.25
Households with Income \$150,000 to \$199,999	236,198	236,495	307,279	0.13	29.93
Households with Income \$200,000 and Over	265,961	268,200	413,547	0.84	54.19

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	41,994	41,867	42,636	-0.30	1.84
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	40,693	40,430	40,359	-0.65	-0.18
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	34,612	34,353	33,280	-0.75	-3.12
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	35,388	35,252	35,002	-0.38	-0.71
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	29,774	29,897	34,259	0.41	14.59
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	28,851	28,871	32,429	0.07	12.32
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	24,540	24,531	26,741	-0.04	9.01
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	25,090	25,173	28,124	0.33	11.72
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	30,466	30,436	38,777	-0.10	27.41
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	29,522	29,391	36,706	-0.44	24.89
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	25,111	24,974	30,268	-0.55	21.20
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	25,674	25,627	31,833	-0.18	24.22
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	21,663	21,740	33,621	0.36	54.65
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	20,991	20,993	31,825	0.01	51.60
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	17,855	17,838	26,243	-0.10	47.12
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	18,255	18,305	27,601	0.27	50.78
Families with one or more children aged 0-4 and Income \$350,000 and over	13,017	13,118	19,453	0.78	48.29
Families with one or more children aged 5-9 and Income \$350,000 and over	12,613	12,668	18,414	0.44	45.36
Families with one or more children aged 10-13 and Income \$350,000 and over	10,729	10,764	15,184	0.33	41.06
Families with one or more children aged 14-17 and Income \$350,000 and over	10,969	11,045	15,970	0.69	44.59

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,183,800	1,165,390	1,062,758	-1.56	-8.81
Housing, Owner Households Valued \$250,000-\$299,999	264,877	272,541	334,791	2.89	22.84
Housing, Owner Households Valued \$300,000-\$399,999	423,975	424,380	439,267	0.10	3.51
Housing, Owner Households Valued \$400,000-\$499,999	210,704	213,130	233,949	1.15	9.77
Housing, Owner Households Valued \$500,000-\$749,999	192,498	192,039	193,509	-0.24	0.77
Housing, Owner Households Valued \$750,000-\$999,999	60,087	60,559	64,476	0.79	6.47
Housing, Owner Households Valued More than \$1,000,000	51,984	52,819	59,314	1.61	12.30

Households by Length of Residence

Length of Residence Less than 2 Years	310,248	325,463	445,377	4.90	36.84
Length of Residence 3 to 5 Years	465,372	488,195	668,065	4.90	36.84
Length of Residence 6 to 10 Years	1,474,224	1,453,452	1,334,931	-1.41	-8.15

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	315,319	316,188	270,096	0.28	-14.58
White Households with Income \$25,000 to \$49,999	425,580	426,533	370,439	0.22	-13.15
White Households with Income \$50,000 to \$74,999	412,607	413,387	371,119	0.19	-10.22
White Households with Income \$75,000 to \$99,999	351,237	351,843	338,601	0.17	-3.76
White Households with Income \$100,000 to \$124,999	270,705	271,113	287,871	0.15	6.18
White Households with Income \$125,000 to \$149,999	192,226	192,474	228,076	0.13	18.50
White Households with Income \$150,000 to \$199,999	195,567	195,796	256,186	0.12	30.84
White Households with Income \$200,000 and Over	242,701	242,827	362,650	0.05	49.35

Black Households by Income

Black Households with Income Less than \$25,000	203,069	203,129	193,614	0.03	-4.68
Black Households with Income \$25,000 to \$49,999	143,564	143,566	140,383	0.00	-2.22
Black Households with Income \$50,000 to \$74,999	96,867	96,824	96,311	-0.04	-0.53
Black Households with Income \$75,000 to \$99,999	62,731	62,762	66,200	0.05	5.48
Black Households with Income \$100,000 to \$124,999	37,251	37,252	41,289	0.00	10.84
Black Households with Income \$125,000 to \$149,999	21,093	21,096	25,070	0.01	18.84
Black Households with Income \$150,000 to \$199,999	16,551	16,580	20,579	0.18	24.12
Black Households with Income \$200,000 and Over	11,141	11,151	15,142	0.09	35.79

Asian Households by Income

Asian Households with Income Less than \$25,000	30,046	29,182	23,592	-2.88	-19.16
Asian Households with Income \$25,000 to \$49,999	33,879	32,561	25,591	-3.89	-21.41
Asian Households with Income \$50,000 to \$74,999	33,938	33,217	27,509	-2.12	-17.18
Asian Households with Income \$75,000 to \$99,999	29,019	29,021	28,714	0.01	-1.06
Asian Households with Income \$100,000 to \$124,999	18,593	19,312	27,713	3.87	43.50
Asian Households with Income \$125,000 to \$149,999	10,235	11,742	20,367	14.72	73.45
Asian Households with Income \$150,000 to \$199,999	15,207	15,298	16,341	0.60	6.82
Asian Households with Income \$200,000 and Over	7,221	9,449	25,000	30.85	164.58

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	790	793	895	0.38	12.86
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,107	1,108	1,204	0.09	8.66
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,343	2,343	2,401	0.00	2.48
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	4,475	4,489	2,230	0.31	-50.32
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,225	1,227	4,571	0.16	272.53
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	787	785	1,258	-0.25	60.25
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	311	313	882	0.64	181.79
American Indian and Alaska Native Households with Income \$200,000 and Over	110	109	428	-0.91	292.66

Other Race Households by Income

Other Race Households with Income Less than \$25,000	46,756	46,578	33,442	-0.38	-28.20
Other Race Households with Income \$25,000 to \$49,999	67,039	66,128	51,557	-1.36	-22.03
Other Race Households with Income \$50,000 to \$74,999	46,980	46,003	41,201	-2.08	-10.44
Other Race Households with Income \$75,000 to \$99,999	31,020	30,025	28,795	-3.21	-4.10
Other Race Households with Income \$100,000 to \$124,999	15,192	14,719	19,799	-3.11	34.51
Other Race Households with Income \$125,000 to \$149,999	7,658	7,368	10,584	-3.79	43.65
Other Race Households with Income \$150,000 to \$199,999	4,849	4,757	7,462	-1.90	56.86
Other Race Households with Income \$200,000 and Over	2,174	2,098	4,747	-3.50	126.26

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	11,487	11,574	10,926	0.76	-5.60
Two or More Races Households with Income \$25,000 to \$49,999	13,608	13,674	13,283	0.49	-2.86
Two or More Races Households with Income \$50,000 to \$74,999	13,436	13,495	12,649	0.44	-6.27

Two or More Races Households with Income \$75,000 to \$99,999	10,317	10,346	10,217	0.28	-1.25
Two or More Races Households with Income \$100,000 to \$124,999	6,577	6,560	9,557	-0.26	45.69
Two or More Races Households with Income \$125,000 to \$149,999	4,811	4,765	5,871	-0.96	23.21
Two or More Races Households with Income \$150,000 to \$199,999	3,713	3,751	5,829	1.02	55.40
Two or More Races Households with Income \$200,000 and Over	2,614	2,566	5,580	-1.84	117.46

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	106,487	106,312	102,896	-0.16	-3.21
Hispanic Households with Income \$25,000 to \$49,999	148,896	148,864	147,042	-0.02	-1.22
Hispanic Households with Income \$50,000 to \$74,999	112,217	113,610	121,046	1.24	6.55
Hispanic Households with Income \$75,000 to \$99,999	71,088	72,911	86,573	2.56	18.74
Hispanic Households with Income \$100,000 to \$124,999	37,437	39,250	55,011	4.84	40.16
Hispanic Households with Income \$125,000 to \$149,999	20,095	21,173	29,604	5.36	39.82
Hispanic Households with Income \$150,000 to \$199,999	13,825	14,855	23,504	7.45	58.22
Hispanic Households with Income \$200,000 and Over	7,225	7,762	14,419	7.43	85.76

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	270,615	270,620	226,252	0.00	-16.39
White Non-Hispanic Households with Income \$25,000 to \$49,999	368,237	367,029	299,926	-0.33	-18.28
White Non-Hispanic Households with Income \$50,000 to \$74,999	365,944	366,235	315,773	0.08	-13.78
White Non-Hispanic Households with Income \$75,000 to \$99,999	317,408	316,245	292,801	-0.37	-7.41
White Non-Hispanic Households with Income \$100,000 to \$124,999	248,473	247,841	250,192	-0.25	0.95
White Non-Hispanic Households with Income \$125,000 to \$149,999	178,557	176,860	201,239	-0.95	13.78
White Non-Hispanic Households with Income \$150,000 to \$199,999	184,043	183,866	228,380	-0.10	24.21
White Non-Hispanic Households with Income \$200,000 and Over	232,855	234,060	350,332	0.52	49.68

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+)