The NAIS Demographic Center
2012 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 – 2012. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center .

Key Findings

School Age Population

1. During 2010-2012, the number of households with children *Age 0 to 17 Years* shrank from 1,216,550 to 1,204,374 (-1.00 percent) in the CBSA of **Chicago-Joliet-Naperville, IL-IN-WI**. This number is expected to decrease by -0.19 percent during the next five years, totaling 1,202,091 in 2017.

2. The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of -1.25 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -3.60 percent from 2,348,206 in 2012 to 2,263,603 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -3.14 percent from 1,152,095 in 2012 to 1,115,974 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by -4.05 percent from 1,196,111 in 2012 to 1,147,629 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -2.62 percent from 316,966 in 2012 to 308,667 in 2017, and increase by 0.73 percent for boys in the same age group from 333,752 in 2012 to 336,178 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	303,199	251,843	-16.94	294,322	249,577	-15.20
Age 5 to 9 Years	333,752	336,178	0.73	316,966	308,667	-2.62
Age 10 to 13 Years	267,588	248,506	-7.13	261,433	253,071	-3.20
Age 14 to 17 Years	291,572	311,102	6.70	279,374	304,659	9.05

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 0.40 percent and 0.86 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -5.11 percent from 167,483 in 2012 to 158,931 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -4.11 percent and decrease -6.07 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	167,483	158,931	-5.11	84,986	79,825	-6.07	82,497	79,106	-4.11
Kindergarten	128,515	129,027	0.40	65,915	67,266	2.05	62,600	61,761	-1.34
Grades 1 to 4	514,225	518,661	0.86	263,745	270,394	2.52	250,480	248,267	-0.88
Grades 5 to 8	524,146	519,091	-0.96	265,122	257,183	-2.99	259,024	261,908	1.11
Grades 9 to 12	599,633	668,340	11.46	306,222	337,667	10.27	293,411	330,673	12.70

Enrollment in Private Schools

6. The population enrolled in private schools decreased by -3.81 percent during the years 2010-2012; and is expected to decrease by -7.24 percent in 2017 from 261,056 in 2012 to 242,144 in 2017. While total public school enrollment increased 1.55 percent during the years 2010-2012, it will increase by 4.72 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -2.88 percent and female preprimary enrollment by -2.26 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -3.81 percent from 38,016 in 2012 to 36,569 in 2017; while female preprimary enrollment is expected to decrease by -1.80 percent from 36,903 in 2012 to 36,240 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -9.23 percent and -8.81 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 0.38 percent between 2010-2012; the population of Hispanics increased by 6.59 percent; the Asian population increased by 8.28 percent; the American Indian and Alaska Native population increased by 6.70 percent. The Other Race population decreased by -1.41 percent; and the population of Two or More Races increased by 7.92 percent; and the White population increased by 0.02 percent during the years 2010-2012.

9. While the White population represents 64.96 percent of the total population, it is expected to decrease from 6,185,237 in 2012 to 6,157,572 in 2017 (-0.45 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 2,086,123 in 2012 to 2,408,017 in 2017 (15.43 percent).

Numbers of Affluent Families

10. The number of families with school-age children and incomes of at least $100,000 per year is predicted to change through 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income $150,000 and $199,999* is expected to increase from 26,195 in 2012 to 29,472 in 2017 (12.51 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	37,356	33,255	-10.98	25,763	26,853	4.23	26,195	29,472	12.51	16,535	22,818	38.00	12,394	17,467	40.93
Aged 5-9	40,681	42,767	5.13	28,057	34,534	23.09	28,527	37,902	32.86	18,007	29,345	62.96	13,498	22,463	66.42
Aged 10-13	33,073	33,266	0.58	22,809	26,861	17.76	23,192	29,481	27.12	14,639	22,825	55.92	10,973	17,472	59.23

Aged 14-17	35,694	40,839	14.41	24,617	32,976	33.96	25,030	36,193	44.60	15,800	28,021	77.35	11,843	21,450	81.12

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 66.15 percent, from 7,714 in 2012 to 12,817 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	36,713	39,779	8.35	17,951	29,295	63.19	1,279	5,278	312.67	16,765	21,660	29.20	7,690	10,462	-37.60
Income $125,000 to $149,999	20,781	22,959	10.48	11,452	21,047	83.78	779	1,402	79.97	7,714	12,817	66.15	6,088	8,712	43.10
Income $150,000 to $199,999	16,936	19,095	12.75	13,587	17,623	29.70	294	1,282	336.05	6,183	8,997	45.51	5,070	8,602	69.66
Income $200,000 and Over	11,793	13,613	15.43	6,319	19,543	209.27	89	538	504.49	2,701	6,320	133.99	5,914	10,874	83.87

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 12,938 in 2012 to 13,530 in 2017 (4.58 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	45,783	52,214	14.05
Income $125,000 to $149,999	27,012	29,253	8.30
Income $150,000 to $199,999	20,994	21,397	1.92
Income $200,000 and Over	12,938	13,530	4.58

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 6.61 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 185,246 in 2012 to 170,878 in 2017 (-7.76 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	1,119,713	1,105,140	1,094,741	-1.30	-0.94
$250,000-$299,999	286,049	304,958	372,581	6.61	22.17
$300,000-$399,999	409,572	410,046	417,435	0.12	1.80
$400,000-$499,999	191,696	185,246	170,878	-3.36	-7.76
$500,000-$749,999	177,624	173,419	164,726	-2.37	-5.01
$750,000-$999,999	57,910	58,086	59,223	0.30	1.96
More than $1,000,000	51,273	51,834	54,228	1.09	4.62

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 3.96 percent, from 1,323,144 in 2010 to 1,375,550 in 2012. This number is expected to increase by 10.70 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 809,566 in 2010 to 835,604 in 2012 (3.22 percent), and it is forecasted this population will increase an additional 9.14 percent by the year 2017.

12/21/2012

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

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

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

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

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

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

EASI NAIS Detailed Trend Report & Analysis - 2012

CBSA Name: 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	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	9,461,105	9,522,028	9,681,623	0.64	1.68
Households	3,475,726	3,491,544	3,631,316	0.46	4.00
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,216,550	1,204,374	1,202,091	-1.00	-0.19
Percent of Households with Children Age 0 to 17 Years	35.00	34.49	33.10	-1.46	-4.03
School Age Population					
Population Age 0 to 17 Years	2,377,810	2,348,206	2,263,603	-1.25	-3.60
Population Age 0 to 4 Years	632,763	597,521	501,420	-5.57	-16.08
Population Age 5 to 9 Years	652,898	650,718	644,845	-0.33	-0.90
Population Age 10 to 13 Years	536,459	529,021	501,577	-1.39	-5.19
Population Age 14 to 17 Years	555,690	570,946	615,761	2.75	7.85
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,213,682	1,196,111	1,147,629	-1.45	-4.05
Female Population Age 0 to 17 Years	1,164,128	1,152,095	1,115,974	-1.03	-3.14
Male School Age Population by Age					
Male Population Age 0 to 4 Years	322,095	303,199	251,843	-5.87	-16.94
Male Population Age 5 to 9 Years	332,928	333,752	336,178	0.25	0.73
Male Population Age 10 to 13 Years	273,886	267,588	248,506	-2.30	-7.13
Male Population Age 14 to 17 Years	284,773	291,572	311,102	2.39	6.70
Female School Age Population by Age					
Female Population Age 0 to 4 Years	310,668	294,322	249,577	-5.26	-15.20
Female Population Age 5 to 9 Years	319,970	316,966	308,667	-0.94	-2.62
Female Population Age 10 to 13 Years	262,573	261,433	253,071	-0.43	-3.20
Female Population Age 14 to 17 Years	270,917	279,374	304,659	3.12	9.05
Population in School					
Nursery or Preschool	172,163	167,483	158,931	-2.72	-5.11
Kindergarten	129,017	128,515	129,027	-0.39	0.40
Grades 1 to 4	513,184	514,225	518,661	0.20	0.86
Grades 5 to 8	527,066	524,146	519,091	-0.55	-0.96
Grades 9 to 12	577,412	599,633	668,340	3.85	11.46
Population in School by Gender					
Male Enrolled in School	980,105	985,990	1,012,335	0.60	2.67
Female Enrolled in School	938,737	948,012	981,715	0.99	3.56
Male Population in School by Grade					
Male Nursery or Preschool	87,636	84,986	79,825	-3.02	-6.07
Male Kindergarten	65,789	65,915	67,266	0.19	2.05
Male Grades 1 to 4	261,685	263,745	270,394	0.79	2.52
Male Grades 5 to 8	269,091	265,122	257,183	-1.47	-2.99
Male Grades 9 to 12	295,905	306,222	337,667	3.49	10.27
Female Population in School by Grade					
Female Nursery or Preschool	84,527	82,497	79,106	-2.40	-4.11
Female Kindergarten	63,228	62,600	61,761	-0.99	-1.34
Female Grades 1 to 4	251,499	250,480	248,267	-0.41	-0.88
Female Grades 5 to 8	257,975	259,024	261,908	0.41	1.11
Female Grades 9 to 12	281,507	293,411	330,673	4.23	12.70
Population in School					
Education, Total Enrollment (Pop 3+)	1,918,842	1,934,002	1,994,050	0.79	3.10
Education, Not Enrolled in School (Pop 3+)	6,477,788	6,539,507	6,674,033	0.95	2.06
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	271,388	261,056	242,144	-3.81	-7.24
Education, Enrolled Private Preprimary (Pop 3+)	76,900	74,919	72,809	-2.58	-2.82
Education, Enrolled Private Elementary or High School (Pop 3+)	194,488	186,137	169,335	-4.29	-9.03
Education, Enrolled Public Schools (Pop 3+)	1,647,454	1,672,946	1,751,906	1.55	4.72
Education, Enrolled Public Preprimary (Pop 3+)	95,263	92,564	86,122	-2.83	-6.96
Education, Enrolled Public Elementary or High School (Pop 3+)	1,552,191	1,580,382	1,665,784	1.82	5.40
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	138,496	132,973	122,758	-3.99	-7.68
Male Education, Enrolled Private Preprimary (Pop 3+)	39,144	38,016	36,569	-2.88	-3.81
Male Education, Enrolled Private Elementary or High School (Pop 3+)	99,352	94,957	86,189	-4.42	-9.23
Male Education, Enrolled Public Schools (Pop 3+)	841,609	853,017	889,576	1.36	4.29
Male Education, Enrolled Public Preprimary (Pop 3+)	48,492	46,970	43,256	-3.14	-7.91
Male Education, Enrolled Public Elementary or High School (Pop 3+)	793,117	806,048	846,321	1.63	5.00
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	132,892	128,083	119,386	-3.62	-6.79
Female Education, Enrolled Private Preprimary (Pop 3+)	37,756	36,903	36,240	-2.26	-1.80
Female Education, Enrolled Private Elementary or High School (Pop 3+)	95,136	91,180	83,146	-4.16	-8.81
Female Education, Enrolled Public Schools (Pop 3+)	805,845	819,929	862,330	1.75	5.17
Female Education, Enrolled Public Preprimary (Pop 3+)	46,771	45,594	42,866	-2.52	-5.98
Female Education, Enrolled Public Elementary or High School (Pop 3+)	759,074	774,334	819,463	2.01	5.83
Population by Race					
White Population, Alone	6,183,881	6,185,237	6,157,572	0.02	-0.45
Black Population, Alone	1,645,993	1,652,221	1,653,212	0.38	0.06
Asian Population, Alone	535,762	580,109	719,454	8.28	24.02

American Indian and Alaska Native Population, Alone	36,525	38,972	49,286	6.70	26.47
Other Race Population, Alone	828,776	817,095	793,561	-1.41	-2.88
Two or More Races Population	230,168	248,394	308,538	7.92	24.21

Population by Ethnicity

Hispanic Population	1,957,080	2,086,123	2,408,017	6.59	15.43
White Non-Hispanic Population	5,204,488	5,089,435	4,847,161	-2.21	-4.76

Population by Race As Percent of Total Population

Percent of White Population, Alone	65.36	64.96	63.60	-0.61	-2.09
Percent of Black Population, Alone	17.40	17.35	17.08	-0.29	-1.56
Percent of Asian Population, Alone	5.66	6.09	7.43	7.60	22.00
Percent of American Indian and Alaska Native Population, Alone	0.39	0.41	0.51	5.13	24.39
Percent of Other Race Population, Alone	8.76	8.58	8.20	-2.05	-4.43
Percent of Two or More Races Population, Alone	2.43	2.61	3.19	7.41	22.22

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	20.69	21.91	24.87	5.90	13.51
Percent of White Non-Hispanic Population	55.01	53.45	50.07	-2.84	-6.32

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	1,323,144	1,375,550	1,522,750	3.96	10.70
Education Attainment, Master's Degree (Pop 25+)	586,587	609,633	675,850	3.93	10.86
Education Attainment, Professional Degree (Pop 25+)	148,390	148,463	148,796	0.05	0.22
Education Attainment, Doctorate Degree (Pop 25+)	74,589	77,508	87,364	3.91	12.72

Household Income

Household Income, Median ($)	65,693	66,673	79,648	1.49	19.46
Household Income, Average ($)	86,389	87,687	108,785	1.50	24.06

Households by Income

Households with Income Less than $25,000	641,722	632,816	553,613	-1.39	-12.52
Households with Income $25,000 to $49,999	710,061	704,214	617,868	-0.82	-12.26
Households with Income $50,000 to $74,999	615,064	612,884	555,586	-0.35	-9.35
Households with Income $75,000 to $99,999	481,080	484,375	476,541	0.68	-1.62
Households with Income $100,000 to $124,999	340,300	346,151	393,853	1.72	13.78
Households with Income $125,000 to $149,999	222,974	228,980	299,508	2.69	30.80
Households with Income $150,000 to $199,999	223,513	230,271	312,271	3.02	35.61
Households with Income $200,000 and Over	241,012	251,853	422,076	4.50	67.59

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	38,900	37,356	33,255	-3.97	-10.98
Families with one or more children aged 5-9 and Income $100,000 to $124,999	40,137	40,681	42,767	1.36	5.13
Families with one or more children aged 10-13 and Income $100,000 to $124,999	32,979	33,073	33,266	0.29	0.58
Families with one or more children aged 14-17 and Income $100,000 to $124,999	34,161	35,694	40,839	4.49	14.41
Families with one or more children aged 0-4 and Income $125,000 to $149,999	26,612	25,763	26,853	-3.19	4.23
Families with one or more children aged 5-9 and Income $125,000 to $149,999	27,459	28,057	34,534	2.18	23.09
Families with one or more children aged 10-13 and Income $125,000 to $149,999	22,562	22,809	26,861	1.09	17.76
Families with one or more children aged 14-17 and Income $125,000 to $149,999	23,371	24,617	32,976	5.33	33.96
Families with one or more children aged 0-4 and Income $150,000 to $199,999	26,975	26,195	29,472	-2.89	12.51
Families with one or more children aged 5-9 and Income $150,000 to $199,999	27,833	28,527	37,902	2.49	32.86
Families with one or more children aged 10-13 and Income $150,000 to $199,999	22,869	23,192	29,481	1.41	27.12
Families with one or more children aged 14-17 and Income $150,000 to $199,999	23,689	25,030	36,193	5.66	44.60
Families with one or more children aged 0-4 and Income $200,000 to $349,999	16,829	16,535	22,818	-1.75	38.00
Families with one or more children aged 5-9 and Income $200,000 to $349,999	17,365	18,007	29,345	3.70	62.96
Families with one or more children aged 10-13 and Income $200,000 to $349,999	14,268	14,639	22,825	2.60	55.92
Families with one or more children aged 14-17 and Income $200,000 to $349,999	14,779	15,800	28,021	6.91	77.35
Families with one or more children aged 0-4 and Income $350,000 and over	12,484	12,394	17,467	-0.72	40.93
Families with one or more children aged 5-9 and Income $350,000 and over	12,881	13,498	22,463	4.79	66.42
Families with one or more children aged 10-13 and Income $350,000 and over	10,584	10,973	17,472	3.68	59.23
Families with one or more children aged 14-17 and Income $350,000 and over	10,963	11,843	21,450	8.03	81.12

Households by Home Value

Housing, Owner Households Valued Less than $250,000	1,119,713	1,105,140	1,094,741	-1.30	-0.94
Housing, Owner Households Valued $250,000-$299,999	286,049	304,958	372,581	6.61	22.17
Housing, Owner Households Valued $300,000-$399,999	409,572	410,046	417,435	0.12	1.80
Housing, Owner Households Valued $400,000-$499,999	191,696	185,246	170,878	-3.36	-7.76
Housing, Owner Households Valued $500,000-$749,999	177,624	173,419	164,726	-2.37	-5.01
Housing, Owner Households Valued $750,000-$999,999	57,910	58,086	59,223	0.30	1.96
Housing, Owner Households Valued More than $1,000,000	51,273	51,834	54,228	1.09	4.62

Households by Length of Residence

Length of Residence Less than 2 Years	430,030	469,681	603,424	9.22	28.48
Length of Residence 3 to 5 Years	645,045	704,522	905,137	9.22	28.48
Length of Residence 6 to 10 Years	1,293,004	1,249,669	1,157,439	-3.35	-7.38
Length of Residence More than 10 Years	1,107,647	1,067,671	965,316	-3.61	-9.59

Households by Race and Income
White Households by Income

White Households with Income Less than $25,000	342,586	339,450	262,768	-0.92	-22.59
White Households with Income $25,000 to $49,999	454,550	450,237	366,695	-0.95	-18.56
White Households with Income $50,000 to $74,999	426,103	422,802	359,566	-0.77	-14.96
White Households with Income $75,000 to $99,999	353,528	352,203	332,612	-0.37	-5.56
White Households with Income $100,000 to $124,999	265,370	265,753	287,379	0.14	8.14
White Households with Income $125,000 to $149,999	180,439	182,166	232,571	0.96	27.67
White Households with Income $150,000 to $199,999	185,703	188,201	256,672	1.35	36.38
White Households with Income $200,000 and Over	220,059	225,037	371,188	2.26	64.95

Black Households by Income

Black Households with Income Less than $25,000	216,914	209,931	215,710	-3.22	2.75
Black Households with Income $25,000 to $49,999	148,155	146,550	152,328	-1.08	3.94
Black Households with Income $50,000 to $74,999	99,128	99,052	103,882	-0.08	4.88
Black Households with Income $75,000 to $99,999	59,766	62,856	67,042	5.17	6.66
Black Households with Income $100,000 to $124,999	33,569	36,713	39,779	9.37	8.35
Black Households with Income $125,000 to $149,999	18,127	20,781	22,959	14.64	10.48
Black Households with Income $150,000 to $199,999	14,881	16,936	19,095	13.81	12.75

Black Households with Income $200,000 and Over	9,468	11,793	13,613	24.56	15.43

Asian Households by Income

Asian Households with Income Less than $25,000	33,488	34,853	35,763	4.08	2.61
Asian Households with Income $25,000 to $49,999	38,335	39,208	39,921	2.28	1.82
Asian Households with Income $50,000 to $74,999	35,280	37,347	40,395	5.86	8.16
Asian Households with Income $75,000 to $99,999	25,984	28,123	36,582	8.23	30.08
Asian Households with Income $100,000 to $124,999	15,897	17,951	29,295	12.92	63.19
Asian Households with Income $125,000 to $149,999	9,702	11,452	21,047	18.04	83.78
Asian Households with Income $150,000 to $199,999	12,362	13,587	17,623	9.91	29.70
Asian Households with Income $200,000 and Over	4,122	6,319	19,543	53.30	209.27

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	763	789	761	3.41	-3.55
American Indian and Alaska Native Households with Income $25,000 to $49,999	1,124	1,149	882	2.22	-23.24
American Indian and Alaska Native Households with Income $50,000 to $74,999	2,509	2,530	1,644	0.84	-35.02
American Indian and Alaska Native Households with Income $75,000 to $99,999	3,740	3,964	2,442	5.99	-38.40
American Indian and Alaska Native Households with Income $100,000 to $124,999	1,275	1,279	5,278	0.31	312.67
American Indian and Alaska Native Households with Income $125,000 to $149,999	777	779	1,402	0.26	79.97
American Indian and Alaska Native Households with Income $150,000 to $199,999	290	294	1,282	1.38	336.05
American Indian and Alaska Native Households with Income $200,000 and Over	89	89	538	0.00	504.49

Other Race Households by Income

Other Race Households with Income Less than $25,000	39,566	39,475	31,078	-0.23	-21.27
Other Race Households with Income $25,000 to $49,999	59,605	58,926	49,357	-1.14	-16.24
Other Race Households with Income $50,000 to $74,999	43,676	42,880	41,108	-1.82	-4.13
Other Race Households with Income $75,000 to $99,999	29,764	28,932	29,378	-2.80	1.54
Other Race Households with Income $100,000 to $124,999	17,184	16,765	21,660	-2.44	29.20
Other Race Households with Income $125,000 to $149,999	8,160	7,714	12,817	-5.47	66.15
Other Race Households with Income $150,000 to $199,999	6,316	6,183	8,997	-2.11	45.51
Other Race Households with Income $200,000 and Over	2,809	2,701	6,320	-3.84	133.99

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	8,405	8,318	7,533	-1.04	-9.44
Two or More Races Households with Income $25,000 to $49,999	8,292	8,144	8,685	-1.78	6.64
Two or More Races Households with Income $50,000 to $74,999	8,368	8,273	8,991	-1.14	8.68
Two or More Races Households with Income $75,000 to $99,999	8,298	8,297	8,485	-0.01	2.27
Two or More Races Households with Income $100,000 to $124,999	7,005	7,690	10,462	9.78	36.05
Two or More Races Households with Income $125,000 to $149,999	5,769	6,088	8,712	5.53	43.10
Two or More Races Households with Income $150,000 to $199,999	3,961	5,070	8,602	28.00	69.66
Two or More Races Households with Income $200,000 and Over	4,465	5,914	10,874	32.45	83.87

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	102,571	93,454	110,250	-8.89	17.97
Hispanic Households with Income $25,000 to $49,999	144,197	135,778	159,341	-5.84	17.35
Hispanic Households with Income $50,000 to $74,999	104,163	106,375	124,892	2.12	17.41
Hispanic Households with Income $75,000 to $99,999	66,344	75,445	87,832	13.72	16.42
Hispanic Households with Income $100,000 to $124,999	35,373	45,783	52,214	29.43	14.05
Hispanic Households with Income $125,000 to $149,999	19,016	27,012	29,253	42.05	8.30
Hispanic Households with Income $150,000 to $199,999	13,152	20,994	21,397	59.63	1.92
Hispanic Households with Income $200,000 and Over	7,551	12,938	13,530	71.34	4.58

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	296,519	283,260	203,146	-4.47	-28.28
White Non-Hispanic Households with Income $25,000 to $49,999	394,983	378,999	287,564	-4.05	-24.13
White Non-Hispanic Households with Income $50,000 to $74,999	381,891	367,753	292,186	-3.70	-20.55
White Non-Hispanic Households with Income $75,000 to $99,999	321,232	313,003	279,420	-2.56	-10.73
White Non-Hispanic Households with Income $100,000 to $124,999	242,889	240,592	249,274	-0.95	3.61
White Non-Hispanic Households with Income $125,000 to $149,999	164,180	166,556	206,905	1.45	24.23
White Non-Hispanic Households with Income $150,000 to $199,999	171,841	175,576	231,791	2.17	32.02
White Non-Hispanic Households with Income $200,000 and Over	203,544	213,910	347,474	5.09	62.44

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+)