N Δ ⫶ ⚡ ®
National Association
of Independent Schools

The NAIS Demographic Center
2012 Local Area Reports

CBSA : Cincinnati-Middletown, OH-KY-IN

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 279,401 to 274,970 (-1.59 percent) in the CBSA of **Cincinnati-Middletown, OH-KY-IN**. This number is expected to decrease by -2.41 percent during the next five years, totaling 268,331 in 2017.

2. The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 1.15 percent, the population of children *Age 0 to 17 Years* is projected to increase by 3.77 percent from 537,512 in 2012 to 557,795 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.34 percent from 261,700 in 2012 to 267,827 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 5.13 percent from 275,812 in 2012 to 289,968 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 7.82 percent from 74,215 in 2012 to 80,022 in 2017, and increase by 19.77 percent for boys in the same age group from 81,118 in 2012 to 97,151 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	71,797	67,971	-5.33	69,202	64,384	-6.96
Age 5 to 9 Years	81,118	97,151	19.77	74,215	80,022	7.82
Age 10 to 13 Years	60,920	61,273	0.58	59,483	63,676	7.05
Age 14 to 17 Years	61,977	63,573	2.58	58,800	59,745	1.61

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 17.05 percent and 22.07 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 10.35 percent from 38,068 in 2012 to 42,008 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.37 percent and increase 11.29 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	38,068	42,008	10.35	19,384	21,573	11.29	18,684	20,435	9.37
Kindergarten	30,336	35,507	17.05	15,842	19,470	22.90	14,494	16,037	10.65
Grades 1 to 4	133,106	162,478	22.07	69,511	89,093	28.17	63,595	73,385	15.39
Grades 5 to 8	122,086	133,494	9.34	61,771	65,463	5.98	60,315	68,031	12.79
Grades 9 to 12	126,057	136,734	8.47	64,687	70,489	8.97	61,370	66,245	7.94

Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.75 percent during the years 2010-2012; and is expected to increase by 5.50 percent in 2017 from 83,191 in 2012 to 87,764 in 2017. While total public school enrollment increased 4.63 percent during the years 2010-2012, it will increase by 15.28 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools increased by 2.29 percent and female preprimary enrollment by 1.74 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to increase by 10.28 percent from 9,782 in 2012 to 10,788 in 2017; while female preprimary enrollment is expected to increase by 8.39 percent from 9,428 in 2012 to 10,219 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 5.60 percent and 3.00 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 3.93 percent between 2010-2012; the population of Hispanics increased by 9.63 percent; the Asian population increased by 9.14 percent; the American Indian and Alaska Native population increased by 2.90 percent. The Other Race population increased by 4.99 percent; and the population of Two or More Races increased by 7.60 percent; and the White population decreased by -0.31 percent during the years 2010-2012.

9. While the White population represents 82.18 percent of the total population, it is expected to decrease from 1,760,895 in 2012 to 1,748,233 in 2017 (-0.72 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 60,429 in 2012 to 78,765 in 2017 (30.34 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 5,059 in 2012 to 6,293 in 2017 (24.39 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	8,701	8,419	-3.24	5,460	6,420	17.58	5,059	6,293	24.39	2,734	4,084	49.38	2,050	3,185	55.37
Aged 5-9	9,585	11,270	17.58	6,015	8,595	42.89	5,573	8,424	51.16	3,012	5,467	81.51	2,259	4,263	88.71
Aged 10-13	7,430	7,948	6.97	4,662	6,061	30.01	4,320	5,941	37.52	2,334	3,855	65.17	1,751	3,007	71.73

Aged 14-17	7,453	7,844	5.25	4,676	5,982	27.93	4,333	5,863	35.31	2,342	3,805	62.47	1,756	2,967	68.96

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 293.15 percent, from 146 in 2012 to 574 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	4,888	5,872	20.13	1,379	2,248	63.02	149	945	534.23	571	1,225	114.54	1,184	1,427	149.91
Income $125,000 to $149,999	2,434	3,134	28.76	880	1,740	97.73	56	160	185.71	146	574	293.15	847	1,251	47.70
Income $150,000 to $199,999	1,790	2,358	31.73	1,169	1,415	21.04	19	65	242.11	480	362	-24.58	684	1,224	78.95
Income $200,000 and Over	1,271	1,670	31.39	437	1,656	278.95	1	24	2,300.00	166	547	229.52	745	1,607	115.70

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 712 in 2012 to 823 in 2017 (15.59 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	1,081	1,590	47.09
Income $125,000 to $149,999	1,022	1,130	10.57
Income $150,000 to $199,999	1,042	970	-6.91
Income $200,000 and Over	712	823	15.59

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 7.26 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to increased from 16,238 in 2012 to 17,440 in 2017 (7.40 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	437,780	430,009	416,744	-1.78	-3.08
$250,000-$299,999	41,209	44,200	54,229	7.26	22.69
$300,000-$399,999	42,655	43,714	47,356	2.48	8.33
$400,000-$499,999	15,991	16,238	17,440	1.54	7.40
$500,000-$749,999	14,152	14,476	15,477	2.29	6.91
$750,000-$999,999	3,879	3,723	3,347	-4.02	-10.10
More than $1,000,000	4,543	4,603	4,856	1.32	5.50

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Cincinnati-Middletown, OH-KY-IN** increased 3.39 percent, from 263,062 in 2010 to 271,991 in 2012. This number is expected to increase by 9.37 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 153,994 in 2010 to 161,253 in 2012 (4.71 percent), and it is forecasted this population will increase an additional 13.01 percent by the year 2017.

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Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Cincinnati-Middletown, OH-KY-IN** 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?

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- 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: Cincinnati-Middletown, OH-KY-IN

CBSA Code: 17140

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

State Name: Ohio

Dominant Profile: SUB_BUS

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	2,130,151	2,142,720	2,188,064	0.59	2.12
Households	830,608	833,721	861,553	0.37	3.34
Households with School Age Population					
Households with Children Age 0 to 17 Years	279,401	274,970	268,331	-1.59	-2.41
Percent of Households with Children Age 0 to 17 Years	33.64	32.98	31.15	-1.96	-5.55
School Age Population					
Population Age 0 to 17 Years	531,378	537,512	557,795	1.15	3.77
Population Age 0 to 4 Years	144,269	140,999	132,355	-2.27	-6.13
Population Age 5 to 9 Years	148,322	155,333	177,173	4.73	14.06
Population Age 10 to 13 Years	118,796	120,403	124,949	1.35	3.78
Population Age 14 to 17 Years	119,991	120,777	123,318	0.66	2.10
School Age Population by Gender					
Male Population Age 0 to 17 Years	271,251	275,812	289,968	1.68	5.13
Female Population Age 0 to 17 Years	260,127	261,700	267,827	0.60	2.34
Male School Age Population by Age					
Male Population Age 0 to 4 Years	73,268	71,797	67,971	-2.01	-5.33
Male Population Age 5 to 9 Years	75,885	81,118	97,151	6.90	19.77
Male Population Age 10 to 13 Years	60,687	60,920	61,273	0.38	0.58
Male Population Age 14 to 17 Years	61,411	61,977	63,573	0.92	2.58
Female School Age Population by Age					
Female Population Age 0 to 4 Years	71,001	69,202	64,384	-2.53	-6.96
Female Population Age 5 to 9 Years	72,437	74,215	80,022	2.45	7.82
Female Population Age 10 to 13 Years	58,109	59,483	63,676	2.36	7.05
Female Population Age 14 to 17 Years	58,580	58,800	59,745	0.38	1.61
Population in School					
Nursery or Preschool	37,219	38,068	42,008	2.28	10.35
Kindergarten	29,034	30,336	35,507	4.48	17.05
Grades 1 to 4	124,610	133,106	162,478	6.82	22.07
Grades 5 to 8	118,895	122,086	133,494	2.68	9.34
Grades 9 to 12	123,058	126,057	136,734	2.44	8.47
Population in School by Gender					
Male Enrolled in School	221,228	231,195	266,089	4.51	15.09
Female Enrolled in School	211,588	218,458	244,132	3.25	11.75
Male Population in School by Grade					
Male Nursery or Preschool	18,902	19,384	21,573	2.55	11.29
Male Kindergarten	14,854	15,842	19,470	6.65	22.90
Male Grades 1 to 4	63,753	69,511	89,093	9.03	28.17
Male Grades 5 to 8	60,738	61,771	65,463	1.70	5.98
Male Grades 9 to 12	62,980	64,687	70,489	2.71	8.97
Female Population in School by Grade					
Female Nursery or Preschool	18,317	18,684	20,435	2.00	9.37
Female Kindergarten	14,180	14,494	16,037	2.21	10.65
Female Grades 1 to 4	60,857	63,595	73,385	4.50	15.39
Female Grades 5 to 8	58,157	60,315	68,031	3.71	12.79
Female Grades 9 to 12	60,078	61,370	66,245	2.15	7.94
Population in School					
Education, Total Enrollment (Pop 3+)	432,816	449,653	510,221	3.89	13.47
Education, Not Enrolled in School (Pop 3+)	1,453,978	1,444,550	1,412,011	-0.65	-2.25
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	82,571	83,191	87,764	0.75	5.50
Education, Enrolled Private Preprimary (Pop 3+)	18,830	19,210	21,007	2.02	9.35
Education, Enrolled Private Elementary or High School (Pop 3+)	63,741	63,981	66,757	0.38	4.34
Education, Enrolled Public Schools (Pop 3+)	350,245	366,462	422,457	4.63	15.28
Education, Enrolled Public Preprimary (Pop 3+)	18,389	18,858	21,001	2.55	11.36
Education, Enrolled Public Elementary or High School (Pop 3+)	331,856	347,604	401,456	4.75	15.49
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	42,163	42,702	45,553	1.28	6.68
Male Education, Enrolled Private Preprimary (Pop 3+)	9,563	9,782	10,788	2.29	10.28
Male Education, Enrolled Private Elementary or High School (Pop 3+)	32,600	32,920	34,765	0.98	5.60
Male Education, Enrolled Public Schools (Pop 3+)	179,065	188,493	220,536	5.27	17.00
Male Education, Enrolled Public Preprimary (Pop 3+)	9,339	9,603	10,785	2.83	12.31
Male Education, Enrolled Public Elementary or High School (Pop 3+)	169,726	178,891	209,751	5.40	17.25
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	40,408	40,489	42,211	0.20	4.25
Female Education, Enrolled Private Preprimary (Pop 3+)	9,267	9,428	10,219	1.74	8.39
Female Education, Enrolled Private Elementary or High School (Pop 3+)	31,141	31,061	31,992	-0.26	3.00
Female Education, Enrolled Public Schools (Pop 3+)	171,180	177,969	201,921	3.97	13.46
Female Education, Enrolled Public Preprimary (Pop 3+)	9,050	9,255	10,216	2.27	10.38
Female Education, Enrolled Public Elementary or High School (Pop 3+)	162,130	168,713	191,705	4.06	13.63
Population by Race					
White Population, Alone	1,766,445	1,760,895	1,748,233	-0.31	-0.72
Black Population, Alone	255,905	265,967	294,528	3.93	10.74
Asian Population, Alone	41,819	45,643	59,282	9.14	29.88

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American Indian and Alaska Native Population, Alone	4,105	4,224	5,092	2.90	20.55
Other Race Population, Alone	22,490	23,612	27,967	4.99	18.44
Two or More Races Population	39,387	42,379	52,962	7.60	24.97

Population by Ethnicity

Hispanic Population	55,120	60,429	78,765	9.63	30.34
White Non-Hispanic Population	1,738,774	1,722,683	1,695,228	-0.93	-1.59

Population by Race As Percent of Total Population

Percent of White Population, Alone	82.93	82.18	79.90	-0.90	-2.77
Percent of Black Population, Alone	12.01	12.41	13.46	3.33	8.46
Percent of Asian Population, Alone	1.96	2.13	2.71	8.67	27.23
Percent of American Indian and Alaska Native Population, Alone	0.19	0.20	0.23	5.26	15.00
Percent of Other Race Population, Alone	1.06	1.10	1.28	3.77	16.36
Percent of Two or More Races Population, Alone	1.85	1.98	2.42	7.03	22.22

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	2.59	2.82	3.60	8.88	27.66
Percent of White Non-Hispanic Population	81.63	80.40	77.48	-1.51	-3.63

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	263,062	271,991	297,469	3.39	9.37
Education Attainment, Master's Degree (Pop 25+)	112,444	118,466	135,864	5.36	14.69
Education Attainment, Professional Degree (Pop 25+)	25,894	26,585	28,650	2.67	7.77
Education Attainment, Doctorate Degree (Pop 25+)	15,656	16,202	17,726	3.49	9.41

Household Income

Household Income, Median ($)	58,927	59,684	71,846	1.28	20.38
Household Income, Average ($)	75,863	76,810	95,875	1.25	24.82

Households by Income

Households with Income Less than $25,000	172,052	170,048	146,758	-1.16	-13.70
Households with Income $25,000 to $49,999	188,374	187,361	161,892	-0.54	-13.59
Households with Income $50,000 to $74,999	153,683	153,486	139,757	-0.13	-8.94
Households with Income $75,000 to $99,999	112,809	113,868	116,070	0.94	1.93
Households with Income $100,000 to $124,999	75,926	77,090	92,134	1.53	19.51
Households with Income $125,000 to $149,999	45,768	47,144	67,270	3.01	42.69
Households with Income $150,000 to $199,999	42,557	43,724	63,958	2.74	46.28
Households with Income $200,000 and Over	39,439	41,000	73,714	3.96	79.79

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	9,056	8,701	8,419	-3.92	-3.24
Families with one or more children aged 5-9 and Income $100,000 to $124,999	9,310	9,585	11,270	2.95	17.58
Families with one or more children aged 10-13 and Income $100,000 to $124,999	7,457	7,430	7,948	-0.36	6.97
Families with one or more children aged 14-17 and Income $100,000 to $124,999	7,532	7,453	7,844	-1.05	5.25
Families with one or more children aged 0-4 and Income $125,000 to $149,999	5,606	5,460	6,420	-2.60	17.58
Families with one or more children aged 5-9 and Income $125,000 to $149,999	5,763	6,015	8,595	4.37	42.89
Families with one or more children aged 10-13 and Income $125,000 to $149,999	4,616	4,662	6,061	1.00	30.01
Families with one or more children aged 14-17 and Income $125,000 to $149,999	4,663	4,676	5,982	0.28	27.93
Families with one or more children aged 0-4 and Income $150,000 to $199,999	5,209	5,059	6,293	-2.88	24.39
Families with one or more children aged 5-9 and Income $150,000 to $199,999	5,356	5,573	8,424	4.05	51.16
Families with one or more children aged 10-13 and Income $150,000 to $199,999	4,289	4,320	5,941	0.72	37.52
Families with one or more children aged 14-17 and Income $150,000 to $199,999	4,333	4,333	5,863	0.00	35.31
Families with one or more children aged 0-4 and Income $200,000 to $349,999	2,790	2,734	4,084	-2.01	49.38
Families with one or more children aged 5-9 and Income $200,000 to $349,999	2,869	3,012	5,467	4.98	81.51
Families with one or more children aged 10-13 and Income $200,000 to $349,999	2,298	2,334	3,855	1.57	65.17
Families with one or more children aged 14-17 and Income $200,000 to $349,999	2,321	2,342	3,805	0.90	62.47
Families with one or more children aged 0-4 and Income $350,000 and over	2,075	2,050	3,185	-1.20	55.37
Families with one or more children aged 5-9 and Income $350,000 and over	2,134	2,259	4,263	5.86	88.71
Families with one or more children aged 10-13 and Income $350,000 and over	1,709	1,751	3,007	2.46	71.73
Families with one or more children aged 14-17 and Income $350,000 and over	1,726	1,756	2,967	1.74	68.96

Households by Home Value

Housing, Owner Households Valued Less than $250,000	437,780	430,009	416,744	-1.78	-3.08
Housing, Owner Households Valued $250,000-$299,999	41,209	44,200	54,229	7.26	22.69
Housing, Owner Households Valued $300,000-$399,999	42,655	43,714	47,356	2.48	8.33
Housing, Owner Households Valued $400,000-$499,999	15,991	16,238	17,440	1.54	7.40
Housing, Owner Households Valued $500,000-$749,999	14,152	14,476	15,477	2.29	6.91
Housing, Owner Households Valued $750,000-$999,999	3,879	3,723	3,347	-4.02	-10.10
Housing, Owner Households Valued More than $1,000,000	4,543	4,603	4,856	1.32	5.50

Households by Length of Residence

Length of Residence Less than 2 Years	106,778	116,590	148,776	9.19	27.61
Length of Residence 3 to 5 Years	160,168	174,885	223,165	9.19	27.61
Length of Residence 6 to 10 Years	301,770	291,157	266,573	-3.52	-8.44
Length of Residence More than 10 Years	261,892	251,090	223,039	-4.12	-11.17

Households by Race and Income
White Households by Income

White Households with Income Less than $25,000	122,883	120,715	92,665	-1.76	-23.24
White Households with Income $25,000 to $49,999	155,863	153,678	123,429	-1.40	-19.68
White Households with Income $50,000 to $74,999	132,845	131,611	114,978	-0.93	-12.64
White Households with Income $75,000 to $99,999	100,113	99,894	100,124	-0.22	0.23
White Households with Income $100,000 to $124,999	68,578	68,919	80,417	0.50	16.68
White Households with Income $125,000 to $149,999	42,112	42,781	60,411	1.59	41.21
White Households with Income $150,000 to $199,999	38,900	39,582	58,534	1.75	47.88
White Households with Income $200,000 and Over	37,404	38,380	68,210	2.61	77.72

Black Households by Income

Black Households with Income Less than $25,000	44,011	44,028	48,998	0.04	11.29
Black Households with Income $25,000 to $49,999	27,111	28,168	32,606	3.90	15.76
Black Households with Income $50,000 to $74,999	15,179	16,066	18,825	5.84	17.17
Black Households with Income $75,000 to $99,999	7,648	8,693	10,358	13.66	19.15
Black Households with Income $100,000 to $124,999	4,322	4,888	5,872	13.10	20.13
Black Households with Income $125,000 to $149,999	1,937	2,434	3,134	25.66	28.76
Black Households with Income $150,000 to $199,999	1,511	1,790	2,358	18.46	31.73

Black Households with Income $200,000 and Over	1,018	1,271	1,670	24.85	31.39

Asian Households by Income

Asian Households with Income Less than $25,000	2,438	2,551	2,499	4.63	-2.04
Asian Households with Income $25,000 to $49,999	2,992	3,063	3,081	2.37	0.59
Asian Households with Income $50,000 to $74,999	2,922	3,055	3,239	4.55	6.02
Asian Households with Income $75,000 to $99,999	1,979	2,140	3,011	8.14	40.70
Asian Households with Income $100,000 to $124,999	1,239	1,379	2,248	11.30	63.02
Asian Households with Income $125,000 to $149,999	728	880	1,740	20.88	97.73
Asian Households with Income $150,000 to $199,999	1,111	1,169	1,415	5.22	21.04
Asian Households with Income $200,000 and Over	256	437	1,656	70.70	278.95

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	120	120	93	0.00	-22.50
American Indian and Alaska Native Households with Income $25,000 to $49,999	121	122	127	0.83	4.10
American Indian and Alaska Native Households with Income $50,000 to $74,999	369	369	125	0.00	-66.12
American Indian and Alaska Native Households with Income $75,000 to $99,999	744	748	342	0.54	-54.28
American Indian and Alaska Native Households with Income $100,000 to $124,999	149	149	945	0.00	534.23
American Indian and Alaska Native Households with Income $125,000 to $149,999	56	56	160	0.00	185.71
American Indian and Alaska Native Households with Income $150,000 to $199,999	19	19	65	0.00	242.11
American Indian and Alaska Native Households with Income $200,000 and Over	1	1	24	0.00	2300.00

Other Race Households by Income

Other Race Households with Income Less than $25,000	946	1,001	1,013	5.81	1.20
Other Race Households with Income $25,000 to $49,999	990	1,039	1,236	4.95	18.96
Other Race Households with Income $50,000 to $74,999	1,073	1,116	1,255	4.01	12.46
Other Race Households with Income $75,000 to $99,999	1,149	1,188	1,001	3.39	-15.74
Other Race Households with Income $100,000 to $124,999	560	571	1,225	1.96	114.54
Other Race Households with Income $125,000 to $149,999	146	146	574	0.00	293.15
Other Race Households with Income $150,000 to $199,999	418	480	362	14.83	-24.58
Other Race Households with Income $200,000 and Over	160	166	547	3.75	229.52

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	1,654	1,633	1,490	-1.27	-8.76
Two or More Races Households with Income $25,000 to $49,999	1,297	1,291	1,413	-0.46	9.45
Two or More Races Households with Income $50,000 to $74,999	1,295	1,269	1,335	-2.01	5.20
Two or More Races Households with Income $75,000 to $99,999	1,176	1,205	1,234	2.47	2.41
Two or More Races Households with Income $100,000 to $124,999	1,078	1,184	1,427	9.83	20.52
Two or More Races Households with Income $125,000 to $149,999	789	847	1,251	7.35	47.70
Two or More Races Households with Income $150,000 to $199,999	598	684	1,224	14.38	78.95
Two or More Races Households with Income $200,000 and Over	600	745	1,607	24.17	115.70

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	3,499	3,286	4,504	-6.09	37.07
Hispanic Households with Income $25,000 to $49,999	3,485	3,671	4,771	5.34	29.96
Hispanic Households with Income $50,000 to $74,999	2,470	2,533	3,452	2.55	36.28
Hispanic Households with Income $75,000 to $99,999	1,818	2,146	2,858	18.04	33.18
Hispanic Households with Income $100,000 to $124,999	1,155	1,081	1,590	-6.41	47.09
Hispanic Households with Income $125,000 to $149,999	720	1,022	1,130	41.94	10.57
Hispanic Households with Income $150,000 to $199,999	686	1,042	970	51.90	-6.91
Hispanic Households with Income $200,000 and Over	466	712	823	52.79	15.59

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	121,911	117,630	88,043	-3.51	-25.15
White Non-Hispanic Households with Income $25,000 to $49,999	155,182	150,916	118,973	-2.75	-21.17
White Non-Hispanic Households with Income $50,000 to $74,999	132,297	130,034	112,750	-1.71	-13.29
White Non-Hispanic Households with Income $75,000 to $99,999	99,421	98,907	99,008	-0.52	0.10
White Non-Hispanic Households with Income $100,000 to $124,999	67,766	68,324	79,738	0.82	16.71
White Non-Hispanic Households with Income $125,000 to $149,999	41,196	42,442	60,010	3.02	41.39
White Non-Hispanic Households with Income $150,000 to $199,999	37,873	39,233	58,143	3.59	48.20
White Non-Hispanic Households with Income $200,000 and Over	35,495	37,901	67,731	6.78	78.71

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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12/21/2012

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+)