



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Washington-Arlington-Alexandria, DC-VA-MD-WV

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 722,178 to 717,063 (-0.71 percent) in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV**. This number is expected to decrease by -1.19 percent during the next five years, totaling 708,538 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 0.36 percent, the population of children *Age 0 to 17 Years* is projected to increase by 4.49 percent from 1,337,051 in 2011 to 1,397,072 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 3.82 percent from 653,855 in 2011 to 678,815 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 5.13 percent from 683,196 in 2011 to 718,257 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.74 percent from 172,605 in 2011 to 177,343 in 2016, and increase by 6.73 percent for boys in the same age group from 180,802 in 2011 to 192,963 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	199,015	214,473	7.77	190,534	194,429	2.04
Age 5 to 9 Years	180,802	192,963	6.73	172,605	177,343	2.74
Age 10 to 13 Years	149,015	150,301	0.86	143,502	153,257	6.80
Age 14 to 17 Years	154,364	160,520	3.99	147,214	153,786	4.46

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 8.45 percent and 7.86 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 4.11 percent from 101,749 in 2011 to 105,929 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.21 percent and increase 6.89 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	101,749	105,929	4.11	51,982	55,561	6.89	49,767	50,368	1.21
Kindergarten	77,463	84,010	8.45	39,630	43,777	10.46	37,833	40,233	6.34
Grades 1 to 4	285,340	307,760	7.86	145,979	160,371	9.86	139,361	147,389	5.76
Grades 5 to 8	295,810	301,390	1.89	150,693	149,228	-0.97	145,117	152,162	4.85
Grades 9 to 12	312,377	326,614	4.56	159,891	166,806	4.32	152,486	159,808	4.80

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.41** percent during the years 2010-2011; and is expected to decrease by **-0.33** percent in 2016 from 200,754 in 2011 to 200,094 in 2016. While total public school enrollment increased 0.56 percent during the years 2010-2011, it will increase by 6.15 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 0.01 percent and female preprimary enrollment by **-0.82** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 3.37 percent from 33,950 in 2011 to 35,093 in 2016; while female preprimary enrollment is expected to decrease by **-2.13** percent from 32,504 in 2011 to 31,813 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-1.02** percent and **-0.62** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.78 percent between 2010-2011; the population of Hispanics increased by 185.43 percent; the Asian population increased by 1.04 percent; the American Indian and Alaska Native population increased by 1.21 percent. The Other Race population increased by 1.13 percent; and the population of Two or More Races decreased by **-38.68** percent; and the White population increased by 0.66 percent during the years 2010-2011.
- While the White population represents 54.68 percent of the total population, it is expected to increase from 3,078,934 in 2011 to 3,227,274 in 2016 (4.82 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 794,118 in 2011 to 967,575 in 2016 (21.84 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 29,556 in 2011 to 30,431 in 2016 (2.96 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	25,492	22,562	-11.49	22,045	20,664	-6.26	29,556	30,431	2.96	24,429	35,024	43.37	16,044	21,858	36.24
Aged 5-9	23,127	20,432	-11.65	19,999	18,714	-6.43	26,814	27,559	2.78	22,162	31,718	43.12	14,556	19,795	35.99
Aged 10-13	19,142	16,749	-12.50	16,553	15,340	-7.33	22,194	22,591	1.79	18,344	26,001	41.74	12,048	16,227	34.69
Aged	19,735	17,343	-	17,066	15,884	-6.93	22,881	23,391	2.23	18,912	26,922	42.35	12,421	16,801	35.26

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	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	55,087	60,537	9.89	20,620	25,555	23.93	802	2,148	167.83	8,038	9,827	22.26	6,586	9,023	12.25
Income \$125,000 to \$149,999	38,231	44,132	15.44	13,931	21,089	51.38	467	739	58.24	4,915	6,391	30.03	5,316	6,656	25.21
Income \$150,000 to \$199,999	39,953	47,428	18.71	19,251	20,631	7.17	285	514	80.35	4,718	6,087	29.02	5,358	8,156	52.22
Income \$200,000 and Over	31,922	44,428	39.18	12,417	31,972	157.49	247	491	98.79	2,764	5,494	98.77	5,007	10,018	100.08

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	20,532	26,420	28.68
Income \$125,000 to \$149,999	13,558	17,325	27.78
Income \$150,000 to \$199,999	13,480	18,499	37.23
Income \$200,000 and Over	10,330	17,297	67.44

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	228,941	224,315	202,187	-2.02	-9.86
\$250,000-\$299,999	109,890	112,689	137,410	2.55	21.94
\$300,000-\$399,999	294,705	298,505	337,149	1.29	12.95
\$400,000-\$499,999	236,689	237,049	246,232	0.15	3.87
\$500,000-\$749,999	328,179	325,239	310,959	-0.90	-4.39
\$750,000-\$999,999	112,359	111,824	109,997	-0.48	-1.63
More than \$1,000,000	70,592	71,950	83,203	1.92	15.64

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** increased 1.24 percent, from 931,067 in 2010 to 942,588 in 2011. This number is expected to increase by 8.14 percent through 2016. For

people older than 25 years of age who hold graduate degrees, their numbers increased from 816,285 in 2010 to 827,899 in 2011 (1.42 percent), and it is forecasted this population will increase an additional 9.27 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** 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: Washington-Arlington-Alexandria, DC-VA-MD-WV

CBSA Code: 47900

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

State Name: District of Columbia

Dominant Profile: SUB_BUS

				% Growth (2010-2011)	% Growth Forecast (2011-2016)
	Description	2010	2011	2016	
Total Population and Households					
	Population	5,582,170	5,631,066	6,012,057	0.88
	Households	2,074,730	2,082,606	2,201,346	0.38
Households with School Age Population					
	Households with Children Age 0 to 17 Years	722,178	717,063	708,538	-0.71
Percent of Households with Children Age 0 to 17 Years		34.81	34.43	32.19	-1.09
School Age Population					
	Population Age 0 to 17 Years	1,332,270	1,337,051	1,397,072	0.36
	Population Age 0 to 4 Years	387,192	389,549	408,902	0.61
	Population Age 5 to 9 Years	352,779	353,407	370,306	0.18
	Population Age 10 to 13 Years	291,835	292,517	303,558	0.23
	Population Age 14 to 17 Years	300,464	301,578	314,306	0.37
School Age Population by Gender					
	Male Population Age 0 to 17 Years	679,833	683,196	718,257	0.49
	Female Population Age 0 to 17 Years	652,437	653,855	678,815	0.22
Male School Age Population by Age					
	Male Population Age 0 to 4 Years	197,005	199,015	214,473	1.02
	Male Population Age 5 to 9 Years	179,646	180,802	192,963	0.64
	Male Population Age 10 to 13 Years	149,305	149,015	150,301	-0.19
	Male Population Age 14 to 17 Years	153,877	154,364	160,520	0.32
Female School Age Population by Age					
	Female Population Age 0 to 4 Years	190,187	190,534	194,429	0.18
	Female Population Age 5 to 9 Years	173,133	172,605	177,343	-0.30
	Female Population Age 10 to 13 Years	142,530	143,502	153,257	0.68
	Female Population Age 14 to 17 Years	146,587	147,214	153,786	0.43
Population in School					
	Nursery or Preschool	101,661	101,749	105,929	0.09
	Kindergarten	77,051	77,463	84,010	0.53
	Grades 1 to 4	283,111	285,340	307,760	0.79
	Grades 5 to 8	295,816	295,810	301,390	-0.00
	Grades 9 to 12	311,115	312,377	326,614	0.41
Population in School by Gender					
	Male Enrolled in School	545,805	548,175	575,742	0.43
	Female Enrolled in School	522,949	524,564	549,961	0.31
Male Population in School by Grade					
	Male Nursery or Preschool	51,726	51,982	55,561	0.49
	Male Kindergarten	39,237	39,630	43,777	1.00
	Male Grades 1 to 4	144,169	145,979	160,371	1.26
	Male Grades 5 to 8	151,341	150,693	149,228	-0.43
	Male Grades 9 to 12	159,332	159,891	166,806	0.35

Female Population in School by Grade

Female Nursery or Preschool	49,935	49,767	50,368	-0.34	1.21
Female Kindergarten	37,814	37,833	40,233	0.05	6.34
Female Grades 1 to 4	138,942	139,361	147,389	0.30	5.76
Female Grades 5 to 8	144,475	145,117	152,162	0.44	4.85
Female Grades 9 to 12	151,783	152,486	159,808	0.46	4.80

Population in School

Education, Total Enrollment (Pop 3+)	1,068,754	1,072,739	1,125,703	0.37	4.94
Education, Not Enrolled in School (Pop 3+)	3,816,109	3,854,384	4,121,310	1.00	6.93

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	201,590	200,754	200,094	-0.41	-0.33
Education, Enrolled Private Preprimary (Pop 3+)	66,718	66,454	66,906	-0.40	0.68
Education, Enrolled Private Elementary or High School (Pop 3+)	134,872	134,300	133,188	-0.42	-0.83
Education, Enrolled Public Schools (Pop 3+)	867,164	871,985	925,609	0.56	6.15
Education, Enrolled Public Preprimary (Pop 3+)	34,943	35,295	39,023	1.01	10.56
Education, Enrolled Public Elementary or High School (Pop 3+)	832,221	836,690	886,586	0.54	5.96

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

Male Education, Enrolled Private Schools (Pop 3+)	102,832	102,579	103,018	-0.25	0.43
Male Education, Enrolled Private Preprimary (Pop 3+)	33,946	33,950	35,093	0.01	3.37
Male Education, Enrolled Private Elementary or High School (Pop 3+)	68,886	68,629	67,926	-0.37	-1.02
Male Education, Enrolled Public Schools (Pop 3+)	442,972	445,596	472,723	0.59	6.09
Male Education, Enrolled Public Preprimary (Pop 3+)	17,779	18,032	20,468	1.42	13.51
Male Education, Enrolled Public Elementary or High School (Pop 3+)	425,193	427,564	452,255	0.56	5.77

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	98,758	98,175	97,076	-0.59	-1.12
Female Education, Enrolled Private Preprimary (Pop 3+)	32,772	32,504	31,813	-0.82	-2.13
Female Education, Enrolled Private Elementary or High School (Pop 3+)	65,986	65,671	65,262	-0.48	-0.62
Female Education, Enrolled Public Schools (Pop 3+)	424,192	426,389	452,886	0.52	6.21
Female Education, Enrolled Public Preprimary (Pop 3+)	17,164	17,263	18,555	0.58	7.48
Female Education, Enrolled Public Elementary or High School (Pop 3+)	407,028	409,126	434,331	0.52	6.16

Population by Race

White Population, Alone	3,058,820	3,078,934	3,227,274	0.66	4.82
Black Population, Alone	1,438,436	1,449,614	1,539,696	0.78	6.21
Asian Population, Alone	521,466	526,864	569,959	1.04	8.18
American Indian and Alaska Native Population, Alone	22,791	23,067	27,282	1.21	18.27
Other Race Population, Alone	335,144	338,922	369,630	1.13	9.06
Two or More Races Population	205,513	213,665	278,216	3.97	30.21

Population by Ethnicity

Hispanic Population	770,795	794,118	967,575	3.03	21.84
White Non-Hispanic Population	2,724,137	2,734,992	2,828,031	0.40	3.40

Population by Race As Percent of Total Population

Percent of White Population, Alone	54.80	54.68	53.68	-0.22	-1.83
Percent of Black Population, Alone	25.77	25.74	25.61	-0.12	-0.51
Percent of Asian Population, Alone	9.34	9.36	9.48	0.21	1.28
Percent of American Indian and Alaska Native Population, Alone	0.41	0.41	0.45	0.00	9.76
Percent of Other Race Population, Alone	6.00	6.02	6.15	0.33	2.16
Percent of Two or More Races Population, Alone	3.68	3.79	4.63	2.99	22.16

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	13.81	14.10	16.09	2.10	14.11
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Percent of White Non-Hispanic Population 48.80 48.57 47.04

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	931,067	942,588	1,019,286	1.24	8.14
Education Attainment, Master's Degree (Pop 25+)	553,640	561,051	611,002	1.34	8.90
Education Attainment, Professional Degree (Pop 25+)	157,201	159,775	174,948	1.64	9.50
Education Attainment, Doctorate Degree (Pop 25+)	105,444	107,073	118,661	1.54	10.82

Household Income

Household Income, Median (\$)	92,191	92,514	106,817	0.35	15.46
Household Income, Average (\$)	109,862	110,152	132,087	0.26	19.91

Households by Income

Households with Income Less than \$25,000	213,651	213,971	197,944	0.15	-7.49
Households with Income \$25,000 to \$49,999	302,014	301,596	264,571	-0.14	-12.28
Households with Income \$50,000 to \$74,999	324,053	324,115	296,324	0.02	-8.57
Households with Income \$75,000 to \$99,999	287,434	287,793	274,409	0.12	-4.65
Households with Income \$100,000 to \$124,999	236,284	237,431	247,254	0.49	4.14
Households with Income \$125,000 to \$149,999	185,535	187,175	207,121	0.88	10.66
Households with Income \$150,000 to \$199,999	231,913	232,921	267,809	0.43	14.98
Households with Income \$200,000 and Over	293,846	297,604	445,914	1.28	49.83

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	25,695	25,492	22,562	-0.79	-11.49
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	23,411	23,127	20,432	-1.21	-11.65
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	19,367	19,142	16,749	-1.16	-12.50
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	19,940	19,735	17,343	-1.03	-12.12
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	22,054	22,045	20,664	-0.04	-6.26
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,094	19,999	18,714	-0.47	-6.43
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	16,623	16,553	15,340	-0.42	-7.33
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	17,114	17,066	15,884	-0.28	-6.93
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	29,645	29,556	30,431	-0.30	2.96
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	27,010	26,814	27,559	-0.73	2.78
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	22,344	22,194	22,591	-0.67	1.79
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	23,005	22,881	23,391	-0.54	2.23
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	24,312	24,429	35,024	0.48	43.37
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	22,151	22,162	31,718	0.05	43.12
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	18,324	18,344	26,001	0.11	41.74
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	18,866	18,912	26,922	0.24	42.35
Families with one or more children aged 0-4 and Income \$350,000 and over	15,862	16,044	21,858	1.15	36.24
Families with one or more children aged 5-9 and Income \$350,000 and over	14,452	14,556	19,795	0.72	35.99
Families with one or more children aged 10-13 and Income \$350,000 and over	11,956	12,048	16,227	0.77	34.69
Families with one or more children aged 14-17 and Income \$350,000 and over	12,309	12,421	16,801	0.91	35.26

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	228,941	224,315	202,187	-2.02	-9.86
Housing, Owner Households Valued \$250,000-\$299,999	109,890	112,689	137,410	2.55	21.94
Housing, Owner Households Valued \$300,000-\$399,999	294,705	298,505	337,149	1.29	12.95
Housing, Owner Households Valued \$400,000-\$499,999	236,689	237,049	246,232	0.15	3.87
Housing, Owner Households Valued \$500,000-\$749,999	328,179	325,239	310,959	-0.90	-4.39
Housing, Owner Households Valued \$750,000-\$999,999	112,359	111,824	109,997	-0.48	-1.63
Housing, Owner Households Valued More than \$1,000,000	70,592	71,950	83,203	1.92	15.64

Households by Length of Residence

Length of Residence Less than 2 Years	203,979	214,310	298,962	5.06	39.50
Length of Residence 3 to 5 Years	305,969	321,465	448,443	5.06	39.50
Length of Residence 6 to 10 Years	914,584	903,674	850,502	-1.19	-5.88

Length of Residence More than 10 Years 650,198 643,157 603,440

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

White Households with Income Less than \$25,000	86,039	86,284	76,391	0.28	-11.47
White Households with Income \$25,000 to \$49,999	134,836	135,163	112,405	0.24	-16.84
White Households with Income \$50,000 to \$74,999	163,553	163,920	142,380	0.22	-13.14
White Households with Income \$75,000 to \$99,999	159,981	160,395	145,853	0.26	-9.07
White Households with Income \$100,000 to \$124,999	145,797	146,298	140,164	0.34	-4.19
White Households with Income \$125,000 to \$149,999	123,861	124,315	128,114	0.37	3.06
White Households with Income \$150,000 to \$199,999	162,800	163,356	184,993	0.34	13.25
White Households with Income \$200,000 and Over	244,412	245,247	353,511	0.34	44.14

Black Households by Income

Black Households with Income Less than \$25,000	92,195	92,508	91,866	0.34	-0.69
Black Households with Income \$25,000 to \$49,999	106,838	107,303	105,483	0.44	-1.70
Black Households with Income \$50,000 to \$74,999	97,877	98,357	100,028	0.49	1.70
Black Households with Income \$75,000 to \$99,999	74,396	74,772	79,833	0.51	6.77
Black Households with Income \$100,000 to \$124,999	54,883	55,087	60,537	0.37	9.89
Black Households with Income \$125,000 to \$149,999	38,148	38,231	44,132	0.22	15.44
Black Households with Income \$150,000 to \$199,999	39,779	39,953	47,428	0.44	18.71
Black Households with Income \$200,000 and Over	31,775	31,922	44,428	0.46	39.18

Asian Households by Income

Asian Households with Income Less than \$25,000	17,696	17,086	13,448	-3.45	-21.29
Asian Households with Income \$25,000 to \$49,999	26,391	24,804	17,484	-6.01	-29.51
Asian Households with Income \$50,000 to \$74,999	29,568	28,600	22,788	-3.27	-20.32
Asian Households with Income \$75,000 to \$99,999	28,241	27,603	24,251	-2.26	-12.14
Asian Households with Income \$100,000 to \$124,999	20,154	20,620	25,555	2.31	23.93
Asian Households with Income \$125,000 to \$149,999	12,670	13,931	21,089	9.95	51.38
Asian Households with Income \$150,000 to \$199,999	19,159	19,251	20,631	0.48	7.17
Asian Households with Income \$200,000 and Over	9,395	12,417	31,972	32.17	157.49

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	440	440	350	0.00	-20.45
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	712	713	666	0.14	-6.59
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,522	1,516	1,277	-0.39	-15.77
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,460	2,461	712	0.04	-71.07
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	805	802	2,148	-0.37	167.83
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	467	467	739	0.00	58.24
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	285	285	514	0.00	80.35
American Indian and Alaska Native Households with Income \$200,000 and Over	247	247	491	0.00	98.79

Other Race Households by Income

Other Race Households with Income Less than \$25,000	10,570	10,737	8,473	1.58	-21.09
Other Race Households with Income \$25,000 to \$49,999	23,973	24,031	18,886	0.24	-21.41
Other Race Households with Income \$50,000 to \$74,999	20,778	20,618	18,846	-0.77	-8.59
Other Race Households with Income \$75,000 to \$99,999	13,116	13,007	13,562	-0.83	4.27
Other Race Households with Income \$100,000 to \$124,999	8,185	8,038	9,827	-1.80	22.26
Other Race Households with Income \$125,000 to \$149,999	5,052	4,915	6,391	-2.71	30.03
Other Race Households with Income \$150,000 to \$199,999	4,764	4,718	6,087	-0.97	29.02
Other Race Households with Income \$200,000 and Over	2,876	2,764	5,494	-3.89	98.77

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	6,711	6,916	7,416	3.05	7.23
Two or More Races Households with Income \$25,000 to \$49,999	9,264	9,582	9,647	3.43	0.68
Two or More Races Households with Income \$50,000 to \$74,999	10,755	11,104	11,005	3.25	-0.89

Two or More Races Households with Income \$75,000 to \$99,999	9,240	9,555	10,198	3.41	6.73
Two or More Races Households with Income \$100,000 to \$124,999	6,460	6,586	9,023	1.95	37.00
Two or More Races Households with Income \$125,000 to \$149,999	5,337	5,316	6,656	-0.39	25.21
Two or More Races Households with Income \$150,000 to \$199,999	5,126	5,358	8,156	4.53	52.22
Two or More Races Households with Income \$200,000 and Over	5,141	5,007	10,018	-2.61	100.08

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	24,239	24,411	25,287	0.71	3.59
Hispanic Households with Income \$25,000 to \$49,999	48,922	49,070	50,045	0.30	1.99
Hispanic Households with Income \$50,000 to \$74,999	44,580	45,403	49,989	1.85	10.10
Hispanic Households with Income \$75,000 to \$99,999	29,947	30,888	37,295	3.14	20.74
Hispanic Households with Income \$100,000 to \$124,999	19,936	20,532	26,420	2.99	28.68
Hispanic Households with Income \$125,000 to \$149,999	13,053	13,558	17,325	3.87	27.78
Hispanic Households with Income \$150,000 to \$199,999	12,870	13,480	18,499	4.74	37.23
Hispanic Households with Income \$200,000 and Over	9,674	10,330	17,297	6.78	67.44

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	78,146	77,913	63,773	-0.30	-18.15
White Non-Hispanic Households with Income \$25,000 to \$49,999	121,549	121,041	94,260	-0.42	-22.13
White Non-Hispanic Households with Income \$50,000 to \$74,999	149,941	149,065	119,594	-0.58	-19.77
White Non-Hispanic Households with Income \$75,000 to \$99,999	149,102	147,963	123,959	-0.76	-16.22
White Non-Hispanic Households with Income \$100,000 to \$124,999	137,503	136,181	119,162	-0.96	-12.50
White Non-Hispanic Households with Income \$125,000 to \$149,999	117,634	117,795	114,756	0.14	-2.58
White Non-Hispanic Households with Income \$150,000 to \$199,999	155,938	156,924	178,486	0.63	13.74
White Non-Hispanic Households with Income \$200,000 and Over	236,091	237,743	347,163	0.70	46.02

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+)