National Association
of Independent Schools

The NAIS Demographic Center
2012 Local Area Reports

CBSA : Dallas-Fort Worth-Arlington, TX

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* grew from 910,805 to 934,407 (2.59 percent) in the CBSA of **Dallas-Fort Worth-Arlington, TX**. This number is expected to increase by 5.44 percent during the next five years, totaling 985,211 in 2017.

2. The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 2.60 percent, the population of children *Age 0 to 17 Years* is projected to increase by 6.68 percent from 1,819,905 in 2012 to 1,941,388 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 9.33 percent from 899,306 in 2012 to 983,246 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 4.08 percent from 920,599 in 2012 to 958,142 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 14.91 percent from 261,049 in 2012 to 299,984 in 2017, and increase by 5.96 percent for boys in the same age group from 263,165 in 2012 to 278,847 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	247,591	226,396	-8.56	240,501	223,249	-7.17
Age 5 to 9 Years	263,165	278,847	5.96	261,049	299,984	14.91
Age 10 to 13 Years	203,861	217,545	6.71	199,075	223,267	12.15
Age 14 to 17 Years	205,982	235,354	14.26	198,681	236,746	19.16

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 20.80 percent and 15.04 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 1.90 percent from 111,178 in 2012 to 113,293 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.68 percent and increase 1.15 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	111,178	113,293	1.90	56,396	57,043	1.15	54,782	56,250	2.68
Kindergarten	117,182	141,561	20.80	58,828	68,196	15.92	58,354	73,365	25.72
Grades 1 to 4	424,967	488,893	15.04	213,341	235,520	10.40	211,626	253,373	19.73
Grades 5 to 8	396,676	450,770	13.64	200,694	222,459	10.84	195,982	228,311	16.50
Grades 9 to 12	419,985	524,331	24.85	213,781	261,393	22.27	206,204	262,938	27.51

Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.84 percent during the years 2010-2012; and is expected to increase by 6.06 percent in 2017 from 156,254 in 2012 to 165,716 in 2017. While total public school enrollment increased 6.45 percent during the years 2010-2012, it will increase by 18.22 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -5.00 percent and female preprimary enrollment by -3.68 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -12.14 percent from 25,019 in 2012 to 21,981 in 2017; while female preprimary enrollment is expected to decrease by -10.81 percent from 24,302 in 2012 to 21,675 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 10.69 percent and 17.67 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 10.50 percent between 2010-2012; the population of Hispanics increased by 0.55 percent; the Asian population increased by 13.27 percent; the American Indian and Alaska Native population decreased by -0.38 percent. The Other Race population decreased by -1.59 percent; and the population of Two or More Races increased by 12.36 percent; and the White population increased by 1.42 percent during the years 2010-2012.

9. While the White population represents 64.05 percent of the total population, it is expected to increase from 4,220,361 in 2012 to 4,317,593 in 2017 (2.30 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 1,761,811 in 2012 to 1,805,953 in 2017 (2.51 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 18,931 in 2012 to 22,560 in 2017 (19.17 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	28,496	26,719	-6.24	19,301	21,249	10.09	18,931	22,560	19.17	12,092	16,948	40.16	8,787	12,969	47.59
Aged 5-9	30,604	34,395	12.39	20,729	27,354	31.96	20,332	29,042	42.84	12,987	21,818	68.00	9,437	16,695	76.91
Aged 10-13	23,524	26,194	11.35	15,934	20,831	30.73	15,628	22,117	41.52	9,983	16,616	66.44	7,254	12,714	75.27

Aged 14-17	23.625	28.053	18.74	16.002	22.310	39.42	15.695	23.687	50.92	10.025	17.795	77.51	7.285	13.617	86.92

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 59.70 percent, from 4,181 in 2012 to 6,677 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	25,183	33,930	34.73	11,217	20,714	84.67	1,931	3,177	64.53	9,921	12,309	24.07	5,999	8,437	-14.96
Income $125,000 to $149,999	14,981	20,740	38.44	6,921	13,906	100.92	1,230	2,072	68.46	4,181	6,677	59.70	4,418	7,215	63.31
Income $150,000 to $199,999	11,731	16,967	44.63	7,785	11,787	51.41	696	1,366	96.26	2,980	4,154	39.40	4,060	7,630	87.93
Income $200,000 and Over	7,462	11,102	48.78	3,836	12,746	232.27	276	1,040	276.81	2,287	3,702	61.87	5,249	10,608	102.10

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 decrease from 9,340 in 2012 to 7,913 in 2017 (-15.28 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	30,020	26,586	-11.44
Income $125,000 to $149,999	16,641	13,915	-16.38
Income $150,000 to $199,999	12,210	10,513	-13.90
Income $200,000 and Over	9,340	7,913	-15.28

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 8.93 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to increased from 43,868 in 2012 to 48,989 in 2017 (11.67 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	1,122,902	1,147,727	1,198,349	2.21	4.41
$250,000-$299,999	88,261	96,145	119,468	8.93	24.26
$300,000-$399,999	94,980	100,065	112,801	5.35	12.73
$400,000-$499,999	41,827	43,868	48,989	4.88	11.67
$500,000-$749,999	38,267	40,635	46,877	6.19	15.36
$750,000-$999,999	12,613	13,054	14,191	3.50	8.71
More than $1,000,000	16,119	16,904	18,976	4.87	12.26

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Dallas-Fort Worth-Arlington, TX** increased 6.12 percent, from 867,927 in 2010 to 921,024 in 2012. This number is expected to increase by 16.49 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 414,412 in 2010 to 444,074 in 2012 (7.16 percent), and it is forecasted this population will increase an additional 19.93 percent by the year 2017.

12/21/2012

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Dallas-Fort Worth-Arlington, TX** 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: Dallas-Fort Worth-Arlington, TX
CBSA Code: 19100
CBSA Type (1=Metro, 2=Micro): 1
State Name: Texas
Dominant Profile: ASIAN_LANG

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	6,371,773	6,589,229	7,180,599	3.41	8.97
Households	2,298,498	2,373,252	2,552,268	3.25	7.54
Households with School Age Population					
Households with Children Age 0 to 17 Years	910,805	934,407	985,211	2.59	5.44
Percent of Households with Children Age 0 to 17 Years	39.63	39.37	38.60	-0.66	-1.96
School Age Population					
Population Age 0 to 17 Years	1,773,862	1,819,905	1,941,388	2.60	6.68
Population Age 0 to 4 Years	496,946	488,092	449,645	-1.78	-7.88
Population Age 5 to 9 Years	504,573	524,214	578,831	3.89	10.42
Population Age 10 to 13 Years	389,491	402,936	440,812	3.45	9.40
Population Age 14 to 17 Years	382,852	404,663	472,100	5.70	16.66
School Age Population by Gender					
Male Population Age 0 to 17 Years	906,534	920,599	958,142	1.55	4.08
Female Population Age 0 to 17 Years	867,328	899,306	983,246	3.69	9.33
Male School Age Population by Age					
Male Population Age 0 to 4 Years	253,789	247,591	226,396	-2.44	-8.56
Male Population Age 5 to 9 Years	257,703	263,165	278,847	2.12	5.96
Male Population Age 10 to 13 Years	198,831	203,861	217,545	2.53	6.71
Male Population Age 14 to 17 Years	196,211	205,982	235,354	4.98	14.26
Female School Age Population by Age					
Female Population Age 0 to 4 Years	243,157	240,501	223,249	-1.09	-7.17
Female Population Age 5 to 9 Years	246,870	261,049	299,984	5.74	14.91
Female Population Age 10 to 13 Years	190,660	199,075	223,267	4.41	12.15
Female Population Age 14 to 17 Years	186,641	198,681	236,746	6.45	19.16
Population in School					
Nursery or Preschool	111,006	111,178	113,293	0.15	1.90
Kindergarten	109,818	117,182	141,561	6.71	20.80
Grades 1 to 4	403,162	424,967	488,893	5.41	15.04
Grades 5 to 8	378,136	396,676	450,770	4.90	13.64
Grades 9 to 12	386,957	419,985	524,331	8.54	24.85
Population in School by Gender					
Male Enrolled in School	710,036	743,040	844,611	4.65	13.67
Female Enrolled in School	679,043	726,948	874,237	7.05	20.26
Male Population in School by Grade					
Male Nursery or Preschool	56,690	56,396	57,043	-0.52	1.15
Male Kindergarten	56,088	58,828	68,196	4.89	15.92
Male Grades 1 to 4	205,909	213,341	235,520	3.61	10.40
Male Grades 5 to 8	193,034	200,694	222,459	3.97	10.84
Male Grades 9 to 12	198,315	213,781	261,393	7.80	22.27
Female Population in School by Grade					
Female Nursery or Preschool	54,316	54,782	56,250	0.86	2.68
Female Kindergarten	53,730	58,354	73,365	8.61	25.72
Female Grades 1 to 4	197,253	211,626	253,373	7.29	19.73
Female Grades 5 to 8	185,102	195,982	228,311	5.88	16.50
Female Grades 9 to 12	188,642	206,204	262,938	9.31	27.51
Population in School					
Education, Total Enrollment (Pop 3+)	1,389,079	1,469,988	1,718,848	5.82	16.93
Education, Not Enrolled in School (Pop 3+)	4,279,780	4,399,215	4,691,915	2.79	6.65
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	154,957	156,254	165,716	0.84	6.06
Education, Enrolled Private Preprimary (Pop 3+)	51,566	49,321	43,656	-4.35	-11.49
Education, Enrolled Private Elementary or High School (Pop 3+)	103,391	106,933	122,060	3.43	14.15
Education, Enrolled Public Schools (Pop 3+)	1,234,122	1,313,734	1,553,132	6.45	18.22
Education, Enrolled Public Preprimary (Pop 3+)	59,440	61,857	69,637	4.07	12.58
Education, Enrolled Public Elementary or High School (Pop 3+)	1,174,682	1,251,877	1,483,495	6.57	18.50
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	79,182	79,025	81,762	-0.20	3.46
Male Education, Enrolled Private Preprimary (Pop 3+)	26,335	25,019	21,981	-5.00	-12.14
Male Education, Enrolled Private Elementary or High School (Pop 3+)	52,847	54,006	59,781	2.19	10.69
Male Education, Enrolled Public Schools (Pop 3+)	630,854	664,015	762,849	5.26	14.88
Male Education, Enrolled Public Preprimary (Pop 3+)	30,356	31,378	35,062	3.37	11.74
Male Education, Enrolled Public Elementary or High School (Pop 3+)	600,498	632,638	727,786	5.35	15.04
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	75,775	77,229	83,954	1.92	8.71
Female Education, Enrolled Private Preprimary (Pop 3+)	25,231	24,302	21,675	-3.68	-10.81
Female Education, Enrolled Private Elementary or High School (Pop 3+)	50,544	52,927	62,279	4.71	17.67
Female Education, Enrolled Public Schools (Pop 3+)	603,268	649,719	790,283	7.70	21.63
Female Education, Enrolled Public Preprimary (Pop 3+)	29,084	30,479	34,575	4.80	13.44
Female Education, Enrolled Public Elementary or High School (Pop 3+)	574,184	619,239	755,709	7.85	22.04
Population by Race					
White Population, Alone	4,161,280	4,220,361	4,317,593	1.42	2.30
Black Population, Alone	961,871	1,062,825	1,375,812	10.50	29.45
Asian Population, Alone	347,699	393,827	547,015	13.27	38.90

American Indian and Alaska Native Population, Alone	43,390	43,226	43,262	-0.38	0.08
Other Race Population, Alone	677,770	667,017	621,596	-1.59	-6.81
Two or More Races Population	179,763	201,973	275,321	12.36	36.32

Population by Ethnicity

Hispanic Population	1,752,166	1,761,811	1,805,953	0.55	2.51
White Non-Hispanic Population	3,201,677	3,182,068	3,177,713	-0.61	-0.14

Population by Race As Percent of Total Population

Percent of White Population, Alone	65.31	64.05	60.13	-1.93	-6.12
Percent of Black Population, Alone	15.10	16.13	19.16	6.82	18.78
Percent of Asian Population, Alone	5.46	5.98	7.62	9.52	27.42
Percent of American Indian and Alaska Native Population, Alone	0.68	0.66	0.60	-2.94	-9.09
Percent of Other Race Population, Alone	10.64	10.12	8.66	-4.89	-14.43
Percent of Two or More Races Population, Alone	2.82	3.07	3.83	8.87	24.76

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	27.50	26.74	25.15	-2.76	-5.95
Percent of White Non-Hispanic Population	50.25	48.29	44.25	-3.90	-8.37

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	867,927	921,024	1,072,898	6.12	16.49
Education Attainment, Master's Degree (Pop 25+)	308,223	332,330	404,319	7.82	21.66
Education Attainment, Professional Degree (Pop 25+)	67,557	70,840	80,367	4.86	13.45
Education Attainment, Doctorate Degree (Pop 25+)	38,632	40,904	47,872	5.88	17.04

Household Income

Household Income, Median ($)	62,204	63,142	74,092	1.51	17.34
Household Income, Average ($)	81,987	83,082	101,961	1.34	22.72

Households by Income

Households with Income Less than $25,000	419,102	426,782	388,713	1.83	-8.92
Households with Income $25,000 to $49,999	525,280	533,672	488,316	1.60	-8.50
Households with Income $50,000 to $74,999	419,661	430,239	414,143	2.52	-3.74
Households with Income $75,000 to $99,999	304,548	315,856	335,829	3.71	6.32
Households with Income $100,000 to $124,999	212,919	223,092	260,080	4.78	16.58
Households with Income $125,000 to $149,999	138,309	145,832	197,701	5.44	35.57
Households with Income $150,000 to $199,999	134,121	142,486	201,881	6.24	41.68
Households with Income $200,000 and Over	144,558	155,293	265,605	7.43	71.03

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	28,621	28,496	26,719	-0.44	-6.24
Families with one or more children aged 5-9 and Income $100,000 to $124,999	29,061	30,604	34,395	5.31	12.39
Families with one or more children aged 10-13 and Income $100,000 to $124,999	22,433	23,524	26,194	4.86	11.35
Families with one or more children aged 14-17 and Income $100,000 to $124,999	22,050	23,625	28,053	7.14	18.74
Families with one or more children aged 0-4 and Income $125,000 to $149,999	19,269	19,301	21,249	0.17	10.09
Families with one or more children aged 5-9 and Income $125,000 to $149,999	19,565	20,729	27,354	5.95	31.96
Families with one or more children aged 10-13 and Income $125,000 to $149,999	15,103	15,934	20,831	5.50	30.73
Families with one or more children aged 14-17 and Income $125,000 to $149,999	14,845	16,002	22,310	7.79	39.42
Families with one or more children aged 0-4 and Income $150,000 to $199,999	18,782	18,931	22,560	0.79	19.17
Families with one or more children aged 5-9 and Income $150,000 to $199,999	19,070	20,332	29,042	6.62	42.84
Families with one or more children aged 10-13 and Income $150,000 to $199,999	14,720	15,628	22,117	6.17	41.52
Families with one or more children aged 14-17 and Income $150,000 to $199,999	14,470	15,695	23,687	8.47	50.92
Families with one or more children aged 0-4 and Income $200,000 to $349,999	11,885	12,092	16,948	1.74	40.16
Families with one or more children aged 5-9 and Income $200,000 to $349,999	12,068	12,987	21,818	7.62	68.00
Families with one or more children aged 10-13 and Income $200,000 to $349,999	9,315	9,983	16,616	7.17	66.44
Families with one or more children aged 14-17 and Income $200,000 to $349,999	9,156	10,025	17,795	9.49	77.51
Families with one or more children aged 0-4 and Income $350,000 and over	8,570	8,787	12,969	2.53	47.59
Families with one or more children aged 5-9 and Income $350,000 and over	8,701	9,437	16,695	8.46	76.91
Families with one or more children aged 10-13 and Income $350,000 and over	6,717	7,254	12,714	7.99	75.27
Families with one or more children aged 14-17 and Income $350,000 and over	6,602	7,285	13,617	10.35	86.92

Households by Home Value

Housing, Owner Households Valued Less than $250,000	1,122,902	1,147,727	1,198,349	2.21	4.41
Housing, Owner Households Valued $250,000-$299,999	88,261	96,145	119,468	8.93	24.26
Housing, Owner Households Valued $300,000-$399,999	94,980	100,065	112,801	5.35	12.73
Housing, Owner Households Valued $400,000-$499,999	41,827	43,868	48,989	4.88	11.67
Housing, Owner Households Valued $500,000-$749,999	38,267	40,635	46,877	6.19	15.36
Housing, Owner Households Valued $750,000-$999,999	12,613	13,054	14,191	3.50	8.71
Housing, Owner Households Valued More than $1,000,000	16,119	16,904	18,976	4.87	12.26

Households by Length of Residence

Length of Residence Less than 2 Years	369,230	406,558	514,261	10.11	26.49
Length of Residence 3 to 5 Years	553,845	609,838	771,392	10.11	26.49
Length of Residence 6 to 10 Years	855,504	845,190	797,413	-1.21	-5.65
Length of Residence More than 10 Years	519,920	511,667	469,203	-1.59	-8.30

Households by Race and Income
White Households by Income

White Households with Income Less than $25,000	233,901	233,736	176,472	-0.07	-24.50
White Households with Income $25,000 to $49,999	329,102	329,513	260,518	0.12	-20.94
White Households with Income $50,000 to $74,999	287,759	289,807	250,275	0.71	-13.64
White Households with Income $75,000 to $99,999	221,635	224,822	221,239	1.44	-1.59
White Households with Income $100,000 to $124,999	165,592	168,841	181,513	1.96	7.51
White Households with Income $125,000 to $149,999	110,997	114,101	147,091	2.80	28.91
White Households with Income $150,000 to $199,999	111,444	115,234	159,977	3.40	38.83
White Households with Income $200,000 and Over	130,365	136,183	226,407	4.46	66.25

Black Households by Income

Black Households with Income Less than $25,000	112,078	118,092	146,864	5.37	24.36
Black Households with Income $25,000 to $49,999	102,078	109,703	140,165	7.47	27.77
Black Households with Income $50,000 to $74,999	63,405	70,400	91,681	11.03	30.23
Black Households with Income $75,000 to $99,999	37,497	43,628	57,669	16.35	32.18
Black Households with Income $100,000 to $124,999	20,802	25,183	33,930	21.06	34.73
Black Households with Income $125,000 to $149,999	12,229	14,981	20,740	22.50	38.44
Black Households with Income $150,000 to $199,999	9,132	11,731	16,967	28.46	44.63

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Black Households with Income $200,000 and Over	5,358	7,462	11,102	39.27	48.78

Asian Households by Income

Asian Households with Income Less than $25,000	22,906	24,945	27,304	8.90	9.46
Asian Households with Income $25,000 to $49,999	24,626	26,572	30,720	7.90	15.61
Asian Households with Income $50,000 to $74,999	21,945	24,385	29,069	11.12	19.21
Asian Households with Income $75,000 to $99,999	16,098	18,386	25,688	14.21	39.72
Asian Households with Income $100,000 to $124,999	9,228	11,217	20,714	21.55	84.67
Asian Households with Income $125,000 to $149,999	5,579	6,921	13,906	24.05	100.92
Asian Households with Income $150,000 to $199,999	6,598	7,785	11,787	17.99	51.41
Asian Households with Income $200,000 and Over	2,430	3,836	12,746	57.86	232.27

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	1,493	1,486	975	-0.47	-34.39
American Indian and Alaska Native Households with Income $25,000 to $49,999	2,412	2,388	1,712	-1.00	-28.31
American Indian and Alaska Native Households with Income $50,000 to $74,999	3,168	3,144	2,109	-0.76	-32.92
American Indian and Alaska Native Households with Income $75,000 to $99,999	3,059	2,980	2,458	-2.58	-17.52
American Indian and Alaska Native Households with Income $100,000 to $124,999	1,936	1,931	3,177	-0.26	64.53
American Indian and Alaska Native Households with Income $125,000 to $149,999	1,225	1,230	2,072	0.41	68.46
American Indian and Alaska Native Households with Income $150,000 to $199,999	693	696	1,366	0.43	96.26
American Indian and Alaska Native Households with Income $200,000 and Over	275	276	1,040	0.36	276.81

Other Race Households by Income

Other Race Households with Income Less than $25,000	41,404	40,942	28,606	-1.12	-30.13
Other Race Households with Income $25,000 to $49,999	58,516	56,627	44,531	-3.23	-21.36
Other Race Households with Income $50,000 to $74,999	35,409	33,924	30,394	-4.19	-10.41
Other Race Households with Income $75,000 to $99,999	20,087	19,111	19,485	-4.86	1.96
Other Race Households with Income $100,000 to $124,999	10,360	9,921	12,309	-4.24	24.07
Other Race Households with Income $125,000 to $149,999	4,539	4,181	6,677	-7.89	59.70
Other Race Households with Income $150,000 to $199,999	3,081	2,980	4,154	-3.28	39.40
Other Race Households with Income $200,000 and Over	2,419	2,287	3,702	-5.46	61.87

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	7,320	7,581	8,492	3.57	12.02
Two or More Races Households with Income $25,000 to $49,999	8,546	8,869	10,670	3.78	20.31
Two or More Races Households with Income $50,000 to $74,999	7,975	8,579	10,615	7.57	23.73
Two or More Races Households with Income $75,000 to $99,999	6,172	6,929	9,290	12.27	34.07
Two or More Races Households with Income $100,000 to $124,999	5,001	5,999	8,437	19.96	40.64
Two or More Races Households with Income $125,000 to $149,999	3,740	4,418	7,215	18.13	63.31
Two or More Races Households with Income $150,000 to $199,999	3,173	4,060	7,630	27.95	87.93
Two or More Races Households with Income $200,000 and Over	3,711	5,249	10,608	41.44	102.10

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	116,337	94,866	95,136	-18.46	0.28
Hispanic Households with Income $25,000 to $49,999	152,725	138,178	134,391	-9.52	-2.74
Hispanic Households with Income $50,000 to $74,999	88,153	87,321	82,961	-0.94	-4.99
Hispanic Households with Income $75,000 to $99,999	46,085	53,699	48,584	16.52	-9.53
Hispanic Households with Income $100,000 to $124,999	24,089	30,020	26,586	24.62	-11.44
Hispanic Households with Income $125,000 to $149,999	10,908	16,641	13,915	52.56	-16.38
Hispanic Households with Income $150,000 to $199,999	8,717	12,210	10,513	40.07	-13.90
Hispanic Households with Income $200,000 and Over	5,995	9,340	7,913	55.80	-15.28

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	176,981	167,660	121,233	-5.27	-27.69
White Non-Hispanic Households with Income $25,000 to $49,999	254,041	240,729	175,524	-5.24	-27.09
White Non-Hispanic Households with Income $50,000 to $74,999	244,237	233,908	187,818	-4.23	-19.70
White Non-Hispanic Households with Income $75,000 to $99,999	195,052	190,107	177,029	-2.54	-6.88
White Non-Hispanic Households with Income $100,000 to $124,999	148,776	147,079	152,135	-1.14	3.44
White Non-Hispanic Households with Income $125,000 to $149,999	99,664	101,379	128,230	1.72	26.49
White Non-Hispanic Households with Income $150,000 to $199,999	102,311	105,362	142,914	2.98	35.64
White Non-Hispanic Households with Income $200,000 and Over	119,571	127,321	211,067	6.48	65.78

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+)