The NAIS Demographic Center
2011 Local Area Reports

CBSA : Detroit-Warren-Livonia, MI

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 573,309 to 564,196 (-1.59 percent) in the CBSA of **Detroit-Warren-Livonia, MI**. This number is expected to decrease by -8.80 percent during the next five years, totaling 514,545 in 2016.

2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.75 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -8.97 percent from 1,035,927 in 2011 to 943,050 in 2016.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -8.76 percent from 502,308 in 2011 to 458,330 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -9.16 percent from 533,619 in 2011 to 484,720 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -11.83 percent from 132,684 in 2011 to 116,984 in 2016, and decrease by -7.83 percent for boys in the same age group from 140,792 in 2011 to 129,767 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	130,920	115,866	-11.50	124,928	111,359	-10.86
Age 5 to 9 Years	140,792	129,767	-7.83	132,684	116,984	-11.83
Age 10 to 13 Years	126,338	112,988	-10.57	117,625	109,598	-6.82
Age 14 to 17 Years	135,569	126,099	-6.99	127,071	120,389	-5.26

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -4.03 percent and -9.30 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by -0.77 percent from 69,057 in 2011 to 68,523 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -0.41 percent and decrease -1.12 percent, respectively, during the period 2011-2016. The numbers for all groups are shown in the table below.

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	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	69,057	68,523	-0.77	35,337	34,941	-1.12	33,720	33,582	-0.41
Kindergarten	55,374	53,140	-4.03	28,508	27,946	-1.97	26,866	25,194	-6.22
Grades 1 to 4	225,487	204,518	-9.30	116,086	107,557	-7.35	109,401	96,961	-11.37
Grades 5 to 8	238,619	213,484	-10.53	123,571	108,368	-12.30	115,048	105,116	-8.63
Grades 9 to 12	267,456	262,537	-1.84	138,055	134,309	-2.71	129,401	128,228	-0.91

Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.23 percent during the years 2010-2011; and is expected to increase by 2.08 percent in 2016 from 108,655 in 2011 to 110,920 in 2016. While total public school enrollment decreased -0.70 percent during the years 2010-2011, it will decrease by -7.50 percent between 2011 and 2016.

7. During 2010-2011, male preprimary enrollment in private schools decreased by -1.89 percent and female preprimary enrollment by -1.76 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by -15.57 percent from 13,189 in 2011 to 11,136 in 2016; while female preprimary enrollment is expected to decrease by -14.96 percent from 12,586 in 2011 to 10,703 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 7.50 percent and 7.46 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 0.22 percent between 2010-2011; the population of Hispanics increased by 64.54 percent; the Asian population increased by 1.04 percent; the American Indian and Alaska Native population decreased by -0.28 percent. The Other Race population decreased by -2.29 percent; and the population or Two or More Races increased by 79.20 percent; and the White population increased by 0.09 percent during the years 2010-2011.

9. While the White population represents 70.05 percent of the total population, it is expected to decrease from 3,014,091 in 2011 to 2,944,302 in 2016 (-2.32 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 170,119 in 2011 to 184,611 in 2016 (8.52 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 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 11,227 in 2011 to 12,765 in 2016 (13.70 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	16,889	15,928	-5.69	11,800	11,948	1.25	11,227	12,765	13.70	6,390	9,294	45.45	3,971	5,576	40.42
Aged 5-9	18,052	17,296	-4.19	12,613	12,974	2.86	12,000	13,862	15.52	6,830	10,092	47.76	4,245	6,055	42.64
Aged 10-13	16,104	15,602	-3.12	11,252	11,704	4.02	10,705	12,505	16.81	6,093	9,104	49.42	3,787	5,462	44.23
Aged 14-17	17,337	17,278	-0.34	12,113	12,961	7.00	11,525	13,847	20.15	6,560	10,082	53.69	4,077	6,049	48.37

11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and

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Two or More Races households with incomes of at least $100,000 per year will shift between 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income $125,000 and $149,999* are projected to increase by 43.16 percent, from 665 in 2011 to 952 in 2016.

	BLACK HOUSEHOLDS			**ASIAN HOUSEHOLDS**			**AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS**			**OTHER RACE HOUSEHOLDS**			**TWO OR MORE RACES HOUSEHOLDS**		
	2011	**2016**	**% Growth (2011-2016)**	**2011**	**2016**	**% Growth (2011-2016)**	**2011**	**2016**	**% Growth (2011-2016)**	**2011**	**2016**	**% Growth (2011-2016)**	**2011**	**2016**	**% Growth (2011-2016)**
Income $100,000 to $124,999	20,893	23,365	11.83	5,219	8,627	65.30	525	2,078	295.81	1,227	2,127	73.35	2,834	3,776	207.74
Income $125,000 to $149,999	11,840	13,982	18.09	3,410	5,155	51.17	229	494	115.72	665	952	43.16	1,964	2,725	38.75
Income $150,000 to $199,999	8,704	11,035	26.78	4,747	4,969	4.68	86	234	172.09	384	631	64.32	1,520	2,415	58.88
Income $200,000 and Over	5,780	7,952	37.58	2,713	7,560	178.66	37	112	202.70	122	375	207.38	1,056	2,432	130.30

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 734 in 2011 to 1,234 in 2016 (68.12 percent).

	HISPANIC HOUSEHOLDS		
	2011	**2016**	**% Growth (2011-2016)**
Income $100,000 to $124,999	3,110	4,239	36.30
Income $125,000 to $149,999	1,958	1,813	-7.41
Income $150,000 to $199,999	1,233	2,354	90.92
Income $200,000 and Over	734	1,234	68.12

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between $250,000 and $299,999 increased by 1.37 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 44,284 in 2011 to 39,467 in 2016 (-10.88 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	**2011**	**2016**	**% Growth (2010-2011)**	**% Growth (2011-2016)**
Less than $250,000	955,078	945,437	895,287	-1.01	-5.30
$250,000-$299,999	89,116	90,339	99,221	1.37	9.83
$300,000-$399,999	110,004	108,101	94,787	-1.73	-12.32
$400,000-$499,999	44,979	44,284	39,467	-1.55	-10.88
$500,000-$749,999	35,025	34,618	31,115	-1.16	-10.12
$750,000-$999,999	9,348	9,320	9,055	-0.30	-2.84
More than $1,000,000	9,160	9,385	11,110	2.46	18.38

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Detroit-Warren-Livonia, MI** increased -0.00 percent, from 482,718 in 2010 to 482,695 in 2011. This number is expected to decrease by -3.17 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 305,942 in 2010 to 309,970 in 2011 (1.32 percent), and it is forecasted this population will increase an additional 7.05 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Detroit-Warren-Livonia, MI** 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 [1] options)?

- 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)

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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/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: Detroit-Warren-Livonia, MI

CBSA Code: 19820

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

State Name: Michigan

Dominant Profile: UNEMPL

Description	2010	2011	2016	% Growth (2010-2011)	% Growth Forecast (2011-2016)
Total Population and Households					
Population	4,296,250	4,302,742	4,205,932	0.15	-2.25
Households	1,682,111	1,676,928	1,666,772	-0.31	-0.61
Households with School Age Population					
Households with Children Age 0 to 17 Years	573,309	564,196	514,545	-1.59	-8.80
Percent of Households with Children Age 0 to 17 Years	34.08	33.64	30.87	-1.29	-8.23
School Age Population					
Population Age 0 to 17 Years	1,043,759	1,035,927	943,050	-0.75	-8.97
Population Age 0 to 4 Years	258,504	255,848	227,225	-1.03	-11.19
Population Age 5 to 9 Years	275,949	273,476	246,751	-0.90	-9.77
Population Age 10 to 13 Years	246,026	243,963	222,586	-0.84	-8.76
Population Age 14 to 17 Years	263,280	262,640	246,488	-0.24	-6.15
School Age Population by Gender					
Male Population Age 0 to 17 Years	537,708	533,619	484,720	-0.76	-9.16
Female Population Age 0 to 17 Years	506,051	502,308	458,330	-0.74	-8.76
Male School Age Population by Age					
Male Population Age 0 to 4 Years	132,366	130,920	115,866	-1.09	-11.50
Male Population Age 5 to 9 Years	141,604	140,792	129,767	-0.57	-7.83
Male Population Age 10 to 13 Years	127,681	126,338	112,988	-1.05	-10.57
Male Population Age 14 to 17 Years	136,057	135,569	126,099	-0.36	-6.99
Female School Age Population by Age					
Female Population Age 0 to 4 Years	126,138	124,928	111,359	-0.96	-10.86
Female Population Age 5 to 9 Years	134,345	132,684	116,984	-1.24	-11.83
Female Population Age 10 to 13 Years	118,345	117,625	109,598	-0.61	-6.82
Female Population Age 14 to 17 Years	127,223	127,071	120,389	-0.12	-5.26
Population in School					
Nursery or Preschool	69,076	69,057	68,523	-0.03	-0.77
Kindergarten	55,530	55,374	53,140	-0.28	-4.03
Grades 1 to 4	227,676	225,487	204,518	-0.96	-9.30
Grades 5 to 8	241,654	238,619	213,484	-1.26	-10.53
Grades 9 to 12	267,071	267,456	262,537	0.14	-1.84
Population in School by Gender					
Male Enrolled in School	444,126	441,557	413,121	-0.58	-6.44
Female Enrolled in School	416,881	414,436	389,081	-0.59	-6.12
Male Population in School by Grade					
Male Nursery or Preschool	35,370	35,337	34,941	-0.09	-1.12
Male Kindergarten	28,495	28,508	27,946	0.05	-1.97
Male Grades 1 to 4	116,833	116,086	107,557	-0.64	-7.35
Male Grades 5 to 8	125,412	123,571	108,368	-1.47	-12.30
Male Grades 9 to 12	138,016	138,055	134,309	0.03	-2.71

Female Population in School by Grade

Female Nursery or Preschool	33,706	33,720	33,582	0.04	-0.41
Female Kindergarten	27,035	26,866	25,194	-0.63	-6.22
Female Grades 1 to 4	110,843	109,401	96,961	-1.30	-11.37
Female Grades 5 to 8	116,242	115,048	105,116	-1.03	-8.63
Female Grades 9 to 12	129,055	129,401	128,228	0.27	-0.91

Population in School

Education, Total Enrollment (Pop 3+)	861,007	855,993	802,202	-0.58	-6.28
Education, Not Enrolled in School (Pop 3+)	2,970,500	2,978,431	2,920,080	0.27	-1.96

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	108,408	108,655	110,920	0.23	2.08
Education, Enrolled Private Preprimary (Pop 3+)	26,254	25,775	21,839	-1.82	-15.27
Education, Enrolled Private Elementary or High School (Pop 3+)	82,154	82,880	89,081	0.88	7.48
Education, Enrolled Public Schools (Pop 3+)	752,599	747,338	691,282	-0.70	-7.50
Education, Enrolled Public Preprimary (Pop 3+)	42,822	43,282	46,684	1.07	7.86
Education, Enrolled Public Elementary or High School (Pop 3+)	709,777	704,056	644,598	-0.81	-8.45

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	55,830	55,966	57,121	0.24	2.06
Male Education, Enrolled Private Preprimary (Pop 3+)	13,443	13,189	11,136	-1.89	-15.57
Male Education, Enrolled Private Elementary or High School (Pop 3+)	42,387	42,777	45,985	0.92	7.50
Male Education, Enrolled Public Schools (Pop 3+)	388,296	385,591	356,000	-0.70	-7.67
Male Education, Enrolled Public Preprimary (Pop 3+)	21,927	22,148	23,805	1.01	7.48
Male Education, Enrolled Public Elementary or High School (Pop 3+)	366,369	363,443	332,195	-0.80	-8.60

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	52,578	52,689	53,799	0.21	2.11
Female Education, Enrolled Private Preprimary (Pop 3+)	12,811	12,586	10,703	-1.76	-14.96
Female Education, Enrolled Private Elementary or High School (Pop 3+)	39,767	40,103	43,096	0.84	7.46
Female Education, Enrolled Public Schools (Pop 3+)	364,303	361,747	335,282	-0.70	-7.32
Female Education, Enrolled Public Preprimary (Pop 3+)	20,895	21,134	22,879	1.14	8.26
Female Education, Enrolled Public Elementary or High School (Pop 3+)	343,408	340,613	312,403	-0.81	-8.28

Population by Race

White Population, Alone	3,011,239	3,014,091	2,944,302	0.09	-2.32
Black Population, Alone	980,451	982,590	953,843	0.22	-2.93
Asian Population, Alone	142,267	143,746	149,723	1.04	4.16
American Indian and Alaska Native Population, Alone	14,852	14,811	14,104	-0.28	-4.77
Other Race Population, Alone	52,809	51,599	40,568	-2.29	-21.38
Two or More Races Population	94,632	95,905	103,392	1.35	7.81

Population by Ethnicity

Hispanic Population	168,065	170,119	184,611	1.22	8.52
White Non-Hispanic Population	2,919,813	2,917,773	2,826,157	-0.07	-3.14

Population by Race As Percent of Total Population

Percent of White Population, Alone	70.09	70.05	70.00	-0.06	-0.07
Percent of Black Population, Alone	22.82	22.84	22.68	0.09	-0.70
Percent of Asian Population, Alone	3.31	3.34	3.56	0.91	6.59
Percent of American Indian and Alaska Native Population, Alone	0.35	0.34	0.34	-2.86	0.00
Percent of Other Race Population, Alone	1.23	1.20	0.96	-2.44	-20.00
Percent of Two or More Races Population, Alone	2.20	2.23	2.46	1.36	10.31

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	3.91	3.95	4.39	1.02	11.14

Percent of White Non-Hispanic Population	67.96	67.81	67.19	-0.22	-0.91

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	482,718	482,695	467,411	-0.00	-3.17
Education Attainment, Master's Degree (Pop 25+)	227,093	230,310	246,713	1.42	7.12
Education Attainment, Professional Degree (Pop 25+)	56,375	56,882	59,365	0.90	4.37
Education Attainment, Doctorate Degree (Pop 25+)	22,474	22,778	25,752	1.35	13.06

Household Income

Household Income, Median ($)	61,801	61,934	71,345	0.22	15.20
Household Income, Average ($)	76,366	76,536	91,834	0.22	19.99

Households by Income

Households with Income Less than $25,000	338,736	336,986	291,333	-0.52	-13.55
Households with Income $25,000 to $49,999	363,973	362,232	316,062	-0.48	-12.75
Households with Income $50,000 to $74,999	293,084	291,702	264,688	-0.47	-9.26
Households with Income $75,000 to $99,999	229,654	228,914	216,345	-0.32	-5.49
Households with Income $100,000 to $124,999	160,546	160,351	175,088	-0.12	9.19
Households with Income $125,000 to $149,999	107,157	107,250	127,605	0.09	18.98
Households with Income $150,000 to $199,999	98,956	98,912	130,268	-0.04	31.70
Households with Income $200,000 and Over	90,005	90,581	145,383	0.64	60.50

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	17,143	16,889	15,928	-1.48	-5.69
Families with one or more children aged 5-9 and Income $100,000 to $124,999	18,300	18,052	17,296	-1.36	-4.19
Families with one or more children aged 10-13 and Income $100,000 to $124,999	16,316	16,104	15,602	-1.30	-3.12
Families with one or more children aged 14-17 and Income $100,000 to $124,999	17,460	17,337	17,278	-0.70	-0.34
Families with one or more children aged 0-4 and Income $125,000 to $149,999	11,949	11,800	11,948	-1.25	1.25
Families with one or more children aged 5-9 and Income $125,000 to $149,999	12,755	12,613	12,974	-1.11	2.86
Families with one or more children aged 10-13 and Income $125,000 to $149,999	11,372	11,252	11,704	-1.06	4.02
Families with one or more children aged 14-17 and Income $125,000 to $149,999	12,170	12,113	12,961	-0.47	7.00
Families with one or more children aged 0-4 and Income $150,000 to $199,999	11,378	11,227	12,765	-1.33	13.70
Families with one or more children aged 5-9 and Income $150,000 to $199,999	12,145	12,000	13,862	-1.19	15.52
Families with one or more children aged 10-13 and Income $150,000 to $199,999	10,828	10,705	12,505	-1.14	16.81
Families with one or more children aged 14-17 and Income $150,000 to $199,999	11,588	11,525	13,847	-0.54	20.15
Families with one or more children aged 0-4 and Income $200,000 to $349,999	6,441	6,390	9,294	-0.79	45.45
Families with one or more children aged 5-9 and Income $200,000 to $349,999	6,875	6,830	10,092	-0.65	47.76
Families with one or more children aged 10-13 and Income $200,000 to $349,999	6,130	6,093	9,104	-0.60	49.42
Families with one or more children aged 14-17 and Income $200,000 to $349,999	6,560	6,560	10,082	0.00	53.69
Families with one or more children aged 0-4 and Income $350,000 and over	3,989	3,971	5,576	-0.45	40.42
Families with one or more children aged 5-9 and Income $350,000 and over	4,258	4,245	6,055	-0.31	42.64
Families with one or more children aged 10-13 and Income $350,000 and over	3,796	3,787	5,462	-0.24	44.23
Families with one or more children aged 14-17 and Income $350,000 and over	4,062	4,077	6,049	0.37	48.37

Households by Home Value

Housing, Owner Households Valued Less than $250,000	955,078	945,437	895,287	-1.01	-5.30
Housing, Owner Households Valued $250,000-$299,999	89,116	90,339	99,221	1.37	9.83
Housing, Owner Households Valued $300,000-$399,999	110,004	108,101	94,787	-1.73	-12.32
Housing, Owner Households Valued $400,000-$499,999	44,979	44,284	39,467	-1.55	-10.88
Housing, Owner Households Valued $500,000-$749,999	35,025	34,618	31,115	-1.16	-10.12
Housing, Owner Households Valued $750,000-$999,999	9,348	9,320	9,055	-0.30	-2.84
Housing, Owner Households Valued More than $1,000,000	9,160	9,385	11,110	2.46	18.38

Households by Length of Residence

Length of Residence Less than 2 Years	123,407	129,567	178,728	4.99	37.94
Length of Residence 3 to 5 Years	185,111	194,351	268,092	4.99	37.94
Length of Residence 6 to 10 Years	674,697	664,608	602,776	-1.50	-9.30

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Length of Residence More than 10 Years	698,897	688,402	617,176	-1.50	-10.35

Households by Race and Income

White Households by Income

White Households with Income Less than $25,000	187,420	186,744	153,244	-0.36	-17.94
White Households with Income $25,000 to $49,999	246,501	245,576	205,935	-0.38	-16.14
White Households with Income $50,000 to $74,999	214,609	213,767	190,538	-0.39	-10.87
White Households with Income $75,000 to $99,999	174,003	173,500	164,392	-0.29	-5.25
White Households with Income $100,000 to $124,999	130,011	129,653	135,115	-0.28	4.21
White Households with Income $125,000 to $149,999	89,340	89,142	104,297	-0.22	17.00
White Households with Income $150,000 to $199,999	83,589	83,471	110,984	-0.14	32.96
White Households with Income $200,000 and Over	80,970	80,873	126,952	-0.12	56.98

Black Households by Income

Black Households with Income Less than $25,000	134,278	133,395	124,112	-0.66	-6.96
Black Households with Income $25,000 to $49,999	99,623	99,158	94,886	-0.47	-4.31
Black Households with Income $50,000 to $74,999	60,119	59,885	59,749	-0.39	-0.23
Black Households with Income $75,000 to $99,999	36,905	36,803	38,964	-0.28	5.87
Black Households with Income $100,000 to $124,999	20,910	20,893	23,365	-0.08	11.83
Black Households with Income $125,000 to $149,999	11,820	11,840	13,982	0.17	18.09
Black Households with Income $150,000 to $199,999	8,691	8,704	11,035	0.15	26.78
Black Households with Income $200,000 and Over	5,765	5,780	7,952	0.26	37.58

Asian Households by Income

Asian Households with Income Less than $25,000	6,166	6,001	4,726	-2.68	-21.25
Asian Households with Income $25,000 to $49,999	7,508	7,223	5,633	-3.80	-22.01
Asian Households with Income $50,000 to $74,999	8,959	8,687	6,381	-3.04	-26.55
Asian Households with Income $75,000 to $99,999	8,879	8,787	7,645	-1.04	-13.00
Asian Households with Income $100,000 to $124,999	5,021	5,219	8,627	3.94	65.30
Asian Households with Income $125,000 to $149,999	3,125	3,410	5,155	9.12	51.17
Asian Households with Income $150,000 to $199,999	4,701	4,747	4,969	0.98	4.68
Asian Households with Income $200,000 and Over	2,037	2,713	7,560	33.19	178.66

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	515	515	439	0.00	-14.76
American Indian and Alaska Native Households with Income $25,000 to $49,999	546	546	526	0.00	-3.66
American Indian and Alaska Native Households with Income $50,000 to $74,999	1,050	1,050	858	0.00	-18.29
American Indian and Alaska Native Households with Income $75,000 to $99,999	2,287	2,287	296	0.00	-87.06
American Indian and Alaska Native Households with Income $100,000 to $124,999	525	525	2,078	0.00	295.81
American Indian and Alaska Native Households with Income $125,000 to $149,999	229	229	494	0.00	115.72
American Indian and Alaska Native Households with Income $150,000 to $199,999	86	86	234	0.00	172.09
American Indian and Alaska Native Households with Income $200,000 and Over	37	37	112	0.00	202.70

Other Race Households by Income

Other Race Households with Income Less than $25,000	3,578	3,537	2,450	-1.15	-30.73
Other Race Households with Income $25,000 to $49,999	3,821	3,741	2,926	-2.09	-21.79
Other Race Households with Income $50,000 to $74,999	3,267	3,206	2,179	-1.87	-32.03
Other Race Households with Income $75,000 to $99,999	3,219	3,139	1,104	-2.49	-64.83
Other Race Households with Income $100,000 to $124,999	1,239	1,227	2,127	-0.97	73.35
Other Race Households with Income $125,000 to $149,999	676	665	952	-1.63	43.16
Other Race Households with Income $150,000 to $199,999	385	384	631	-0.26	64.32
Other Race Households with Income $200,000 and Over	122	122	375	0.00	207.38

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	6,779	6,794	6,362	0.22	-6.36
Two or More Races Households with Income $25,000 to $49,999	5,974	5,988	6,156	0.23	2.81
Two or More Races Households with Income $50,000 to $74,999	5,080	5,107	4,983	0.53	-2.43

Two or More Races Households with Income $75,000 to $99,999	4,361	4,398	3,944	0.85	-10.32
Two or More Races Households with Income $100,000 to $124,999	2,840	2,834	3,776	-0.21	33.24
Two or More Races Households with Income $125,000 to $149,999	1,967	1,964	2,725	-0.15	38.75
Two or More Races Households with Income $150,000 to $199,999	1,504	1,520	2,415	1.06	58.88
Two or More Races Households with Income $200,000 and Over	1,074	1,056	2,432	-1.68	130.30

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	11,087	11,073	10,917	-0.13	-1.41
Hispanic Households with Income $25,000 to $49,999	11,742	11,778	11,985	0.31	1.76
Hispanic Households with Income $50,000 to $74,999	8,523	8,614	9,039	1.07	4.93
Hispanic Households with Income $75,000 to $99,999	5,602	5,691	6,636	1.59	16.61
Hispanic Households with Income $100,000 to $124,999	3,050	3,110	4,239	1.97	36.30
Hispanic Households with Income $125,000 to $149,999	1,923	1,958	1,813	1.82	-7.41
Hispanic Households with Income $150,000 to $199,999	1,188	1,233	2,354	3.79	90.92
Hispanic Households with Income $200,000 and Over	718	734	1,234	2.23	68.12

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	182,660	182,699	150,299	0.02	-17.73
White Non-Hispanic Households with Income $25,000 to $49,999	242,046	241,962	203,399	-0.03	-15.94
White Non-Hispanic Households with Income $50,000 to $74,999	211,561	210,866	187,999	-0.33	-10.84
White Non-Hispanic Households with Income $75,000 to $99,999	171,662	170,281	161,488	-0.80	-5.16
White Non-Hispanic Households with Income $100,000 to $124,999	128,135	126,840	130,835	-1.01	3.15
White Non-Hispanic Households with Income $125,000 to $149,999	87,806	87,183	99,330	-0.71	13.93
White Non-Hispanic Households with Income $150,000 to $199,999	82,173	81,140	106,261	-1.26	30.96
White Non-Hispanic Households with Income $200,000 and Over	79,393	78,674	116,250	-0.91	47.76

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:

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 to17 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+)