



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* shrank from 550,052 to 530,828 (-3.49 percent) in the CBSA of **Detroit-Warren-Livonia, MI**. This number is expected to decrease by -5.84 percent during the next five years, totaling 499,802 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of -1.19 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -4.57 percent from 1,031,327 in 2012 to 984,241 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -3.74 percent from 505,046 in 2012 to 486,164 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by -5.36 percent from 526,281 in 2012 to 498,077 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -4.80 percent from 135,989 in 2012 to 129,460 in 2017, and decrease by -3.97 percent for boys in the same age group from 143,679 in 2012 to 137,981 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	125,424	106,445	-15.13	123,482	110,951	-10.15
Age 5 to 9 Years	143,679	137,981	-3.97	135,989	129,460	-4.80
Age 10 to 13 Years	122,310	114,915	-6.05	117,576	114,030	-3.02
Age 14 to 17 Years	134,868	138,736	2.87	127,999	131,723	2.91

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.13 percent and -1.43 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -5.92 percent from 64,840 in 2012 to 60,999 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -3.22 percent and decrease -8.59 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	64,840	60,999	-5.92	32,673	29,867	-8.59	32,167	31,132	-3.22
Kindergarten	56,103	56,736	1.13	28,823	29,272	1.56	27,280	27,464	0.67
Grades 1 to 4	225,740	222,503	-1.43	115,974	114,796	-1.02	109,766	107,707	-1.88
Grades 5 to 8	240,775	240,033	-0.31	122,763	120,480	-1.86	118,012	119,553	1.31
Grades 9 to 12	290,710	315,559	8.55	148,153	161,871	8.53	141,557	153,688	8.57

Enrollment in Private Schools

- The population enrolled in private schools decreased by -2.02 percent during the years 2010-2012; and is expected to decrease by -3.98 percent in 2017 from 99,060 in 2012 to 95,115 in 2017. While total public school enrollment increased 1.30 percent during the years 2010-2012, it will increase by 2.77 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -3.89 percent and female preprimary enrollment by -1.80 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -9.29 percent from 11,794 in 2012 to 10,698 in 2017; while female preprimary enrollment is expected to decrease by -3.98 percent from 11,612 in 2012 to 11,150 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -3.52 percent and -2.77 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.79 percent between 2010-2012; the population of Hispanics increased by 5.49 percent; the Asian population increased by 5.88 percent; the American Indian and Alaska Native population increased by 2.26 percent. The Other Race population decreased by -7.79 percent; and the population of Two or More Races increased by 8.89 percent; and the White population decreased by -1.09 percent during the years 2010-2012.
- While the White population represents 69.52 percent of the total population, it is expected to decrease from 2,978,287 in 2012 to 2,843,166 in 2017 (-4.54 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 177,298 in 2012 to 203,941 in 2017 (15.03 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 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 9,499 in 2012 to 11,470 in 2017 (20.75 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	15,031	13,715	-8.76	10,123	10,757	6.26	9,499	11,470	20.75	4,847	7,248	49.54	3,627	5,686	56.77
Aged 5-9	16,889	16,872	-0.10	11,375	13,233	16.33	10,672	14,110	32.22	5,447	8,916	63.69	4,075	6,994	71.63
Aged 10-13	14,487	14,444	-0.30	9,757	11,328	16.10	9,154	12,079	31.95	4,672	7,633	63.38	3,495	5,988	71.33

Aged 14-17	15,875	17,063	7.48	10,691	13,382	25.17	10,031	14,269	42.25	5,119	9,017	76.15	3,830	7,073	84.67
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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 221.74 percent, from 276 in 2012 to 888 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	19,623	22,644	15.40	4,192	6,908	64.79	634	2,412	280.44	1,182	1,824	54.31	3,505	4,345	267.60
Income \$125,000 to \$149,999	10,988	13,087	19.10	3,565	4,128	15.79	314	689	119.43	276	888	221.74	2,382	3,983	67.21
Income \$150,000 to \$199,999	8,353	10,492	25.61	3,750	5,470	45.87	100	389	289.00	566	238	-57.95	1,821	3,496	91.98
Income \$200,000 and Over	5,732	7,347	28.18	1,925	5,249	172.68	35	153	337.14	171	573	235.09	1,942	4,219	117.25

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 1,460 in 2012 to 1,386 in 2017 (-5.07 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	3,384	3,898	15.19
Income \$125,000 to \$149,999	2,838	2,648	-6.69
Income \$150,000 to \$199,999	2,488	1,970	-20.82
Income \$200,000 and Over	1,460	1,386	-5.07

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 decreased by -1.86 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 35,142 in 2012 to 31,130 in 2017 (-11.42 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	933,441	922,169	932,441	-1.21	1.11
\$250,000-\$299,999	81,719	80,202	77,601	-1.86	-3.24
\$300,000-\$399,999	94,757	92,519	88,788	-2.36	-4.03
\$400,000-\$499,999	36,911	35,142	31,130	-4.79	-11.42
\$500,000-\$749,999	29,048	27,944	25,621	-3.80	-8.31
\$750,000-\$999,999	7,856	7,480	6,651	-4.79	-11.08
More than \$1,000,000	9,670	10,300	12,647	6.51	22.79

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 2.59 percent, from 494,200 in 2010 to 507,010 in 2012. This number is expected to increase by 4.85 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 319,198 in 2010 to 331,675 in 2012 (3.91 percent), and it is forecasted this population will increase an additional 9.22 percent by the year 2017.

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 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](#) (Independent 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](#)

^[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: Detroit-Warren-Livonia, MI

CBSA Code: 19820

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

State Name: Michigan

Dominant Profile: UNEMPL

Description	2010	2012	2017 (2010-2012)	% Growth	% Growth Forecast
Total Population and Households					
Population	4,296,250	4,284,037	4,203,117	-0.28	-1.89
Households	1,682,111	1,674,225	1,726,427	-0.47	3.12
Households with School Age Population					
Households with Children Age 0 to 17 Years	550,052	530,828	499,802	-3.49	-5.84
Percent of Households with Children Age 0 to 17 Years	32.70	31.71	28.95	-3.03	-8.70
School Age Population					
Population Age 0 to 17 Years	1,043,759	1,031,327	984,241	-1.19	-4.57
Population Age 0 to 4 Years	259,583	248,906	217,396	-4.11	-12.66
Population Age 5 to 9 Years	282,949	279,668	267,441	-1.16	-4.37
Population Age 10 to 13 Years	242,690	239,886	228,946	-1.16	-4.56
Population Age 14 to 17 Years	258,537	262,867	270,458	1.67	2.89
School Age Population by Gender					
Male Population Age 0 to 17 Years	533,987	526,281	498,077	-1.44	-5.36
Female Population Age 0 to 17 Years	509,772	505,046	486,164	-0.93	-3.74
Male School Age Population by Age					
Male Population Age 0 to 4 Years	132,197	125,424	106,445	-5.12	-15.13
Male Population Age 5 to 9 Years	144,750	143,679	137,981	-0.74	-3.97
Male Population Age 10 to 13 Years	124,410	122,310	114,915	-1.69	-6.05
Male Population Age 14 to 17 Years	132,630	134,868	138,736	1.69	2.87
Female School Age Population by Age					
Female Population Age 0 to 4 Years	127,386	123,482	110,951	-3.06	-10.15
Female Population Age 5 to 9 Years	138,199	135,989	129,460	-1.60	-4.80
Female Population Age 10 to 13 Years	118,280	117,576	114,030	-0.60	-3.02
Female Population Age 14 to 17 Years	125,907	127,999	131,723	1.66	2.91
Population in School					
Nursery or Preschool	66,131	64,840	60,999	-1.95	-5.92
Kindergarten	55,809	56,103	56,736	0.53	1.13
Grades 1 to 4	226,037	225,740	222,503	-0.13	-1.43
Grades 5 to 8	240,749	240,775	240,033	0.01	-0.31
Grades 9 to 12	281,465	290,710	315,559	3.28	8.55
Population in School by Gender					
Male Enrolled in School	445,671	449,386	456,286	0.83	1.54
Female Enrolled in School	424,520	428,782	439,544	1.00	2.51
Male Population in School by Grade					
Male Nursery or Preschool	33,678	32,673	29,867	-2.98	-8.59
Male Kindergarten	28,551	28,823	29,272	0.95	1.56
Male Grades 1 to 4	115,635	115,974	114,796	0.29	-1.02
Male Grades 5 to 8	123,415	122,763	120,480	-0.53	-1.86
Male Grades 9 to 12	144,392	149,153	161,871	3.30	8.53
Female Population in School by Grade					
Female Nursery or Preschool	32,453	32,167	31,132	-0.88	-3.22
Female Kindergarten	27,258	27,280	27,464	0.08	0.67
Female Grades 1 to 4	110,402	109,766	107,707	-0.58	-1.88
Female Grades 5 to 8	117,334	118,012	119,553	0.58	1.31
Female Grades 9 to 12	137,073	141,557	153,688	3.27	8.57
Population in School					
Education, Total Enrollment (Pop 3+)	870,191	878,168	895,830	0.92	2.01
Education, Not Enrolled in School (Pop 3+)	2,945,761	2,918,155	2,797,840	-0.94	-4.12
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	101,103	99,060	95,115	-2.02	-3.98
Education, Enrolled Private Preprimary (Pop 3+)	24,096	23,406	21,848	-2.86	-6.66
Education, Enrolled Private Elementary or High School (Pop 3+)	77,007	75,654	73,267	-1.76	-3.16
Education, Enrolled Public Schools (Pop 3+)	769,088	779,108	800,715	1.30	2.77
Education, Enrolled Public Preprimary (Pop 3+)	42,035	41,434	39,151	-1.43	-5.51
Education, Enrolled Public Elementary or High School (Pop 3+)	727,053	737,674	761,564	1.46	3.24
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	51,724	50,554	48,091	-2.26	-4.87
Male Education, Enrolled Private Preprimary (Pop 3+)	12,271	11,794	10,698	-3.89	-9.29
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,452	38,759	37,393	-1.76	-3.52
Male Education, Enrolled Public Schools (Pop 3+)	393,948	398,832	408,195	1.24	2.35
Male Education, Enrolled Public Preprimary (Pop 3+)	21,407	20,879	19,170	-2.47	-8.19
Male Education, Enrolled Public Elementary or High School (Pop 3+)	372,541	377,954	389,026	1.45	2.93
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	49,379	48,506	47,024	-1.77	-3.06
Female Education, Enrolled Private Preprimary (Pop 3+)	11,825	11,612	11,150	-1.80	-3.98
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,555	36,895	35,874	-1.76	-2.77
Female Education, Enrolled Public Schools (Pop 3+)	375,140	380,276	392,520	1.37	3.22
Female Education, Enrolled Public Preprimary (Pop 3+)	20,628	20,555	19,981	-0.35	-2.79
Female Education, Enrolled Public Elementary or High School (Pop 3+)	354,512	359,720	372,538	1.47	3.56
Population by Race					
White Population, Alone	3,011,239	2,978,287	2,843,166	-1.09	-4.54
Black Population, Alone	980,451	988,185	1,001,309	0.79	1.33
Asian Population, Alone	142,267	150,636	173,993	5.88	15.51

American Indian and Alaska Native Population, Alone	14,852	15,187	17,479	2.26	15.09
Other Race Population, Alone	52,809	48,695	37,466	-7.79	-23.06
Two or More Races Population	94,632	103,047	129,704	8.89	25.87

Population by Ethnicity

Hispanic Population	168,065	177,298	203,941	5.49	15.03
White Non-Hispanic Population	2,916,143	2,869,509	2,714,021	-1.60	-5.42

Population by Race As Percent of Total Population

Percent of White Population, Alone	70.09	69.52	67.64	-0.81	-2.70
Percent of Black Population, Alone	22.82	23.07	23.82	1.10	3.25
Percent of Asian Population, Alone	3.31	3.52	4.14	6.34	17.61
Percent of American Indian and Alaska Native Population, Alone	0.35	0.35	0.42	0.00	20.00
Percent of Other Race Population, Alone	1.23	1.14	0.89	-7.32	-21.93
Percent of Two or More Races Population, Alone	2.20	2.41	3.09	9.55	28.22

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	3.91	4.14	4.85	5.88	17.15
Percent of White Non-Hispanic Population	67.88	66.98	64.57	-1.33	-3.60

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	494,200	507,010	531,616	2.59	4.85
Education Attainment, Master's Degree (Pop 25+)	240,320	251,676	280,424	4.73	11.42
Education Attainment, Professional Degree (Pop 25+)	55,515	55,736	55,000	0.40	-1.32
Education Attainment, Doctorate Degree (Pop 25+)	23,363	24,263	26,831	3.85	10.58

Household Income

Household Income, Median (\$)	57,380	58,583	69,493	2.10	18.62
Household Income, Average (\$)	73,972	75,383	93,197	1.91	23.63

Households by Income

Households with Income Less than \$25,000	368,615	358,291	315,038	-2.80	-12.07
Households with Income \$25,000 to \$49,999	384,397	377,352	335,032	-1.83	-11.21
Households with Income \$50,000 to \$74,999	298,241	295,562	273,366	-0.90	-7.51
Households with Income \$75,000 to \$99,999	220,047	220,991	221,097	0.43	0.05
Households with Income \$100,000 to \$124,999	149,148	151,415	175,295	1.52	15.77
Households with Income \$125,000 to \$149,999	95,935	98,261	128,999	2.42	31.28
Households with Income \$150,000 to \$199,999	88,274	91,137	131,054	3.24	43.80
Households with Income \$200,000 and Over	77,454	81,216	146,546	4.86	80.44

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,665	15,031	13,715	-4.05	-8.76
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	17,075	16,889	16,872	-1.09	-0.10
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	14,645	14,487	14,444	-1.08	-0.30
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	15,602	15,875	17,063	1.75	7.48
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	10,468	10,123	10,757	-3.30	6.26
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	11,410	11,375	13,233	-0.31	16.33
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,786	9,757	11,328	-0.30	16.10
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	10,426	10,691	13,382	2.54	25.17
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,738	9,499	11,470	-2.45	20.75
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,614	10,672	14,110	0.55	32.22
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	9,104	9,154	12,079	0.55	31.95
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,698	10,031	14,269	3.43	42.25
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,896	4,847	7,248	-1.00	49.54
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,337	5,447	8,916	2.06	63.69
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,577	4,672	7,633	2.08	63.38
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,876	5,119	9,017	4.98	76.15
Families with one or more children aged 0-4 and Income \$350,000 and over	3,649	3,627	5,686	-0.60	56.77
Families with one or more children aged 5-9 and Income \$350,000 and over	3,977	4,075	6,994	2.46	71.63
Families with one or more children aged 10-13 and Income \$350,000 and over	3,412	3,495	5,988	2.43	71.33
Families with one or more children aged 14-17 and Income \$350,000 and over	3,634	3,830	7,073	5.39	84.67

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	933,441	922,169	932,441	-1.21	1.11
Housing, Owner Households Valued \$250,000-\$299,999	81,719	80,202	77,601	-1.86	-3.24
Housing, Owner Households Valued \$300,000-\$399,999	94,757	92,519	88,788	-2.36	-4.03
Housing, Owner Households Valued \$400,000-\$499,999	36,911	35,142	31,130	-4.79	-11.42
Housing, Owner Households Valued \$500,000-\$749,999	29,048	27,944	25,621	-3.80	-8.31
Housing, Owner Households Valued \$750,000-\$999,999	7,856	7,480	6,651	-4.79	-11.08
Housing, Owner Households Valued More than \$1,000,000	9,670	10,300	12,647	6.51	22.79

Households by Length of Residence

Length of Residence Less than 2 Years	178,050	193,859	251,605	8.88	29.79
Length of Residence 3 to 5 Years	267,076	290,789	377,408	8.88	29.79
Length of Residence 6 to 10 Years	593,554	568,927	523,124	-4.15	-8.05
Length of Residence More than 10 Years	643,431	620,649	574,289	-3.54	-7.47

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

White Households with Income Less than \$25,000	208,870	203,756	154,339	-2.45	-24.25
White Households with Income \$25,000 to \$49,999	265,586	259,935	210,290	-2.13	-19.10
White Households with Income \$50,000 to \$74,999	223,250	219,389	192,774	-1.73	-12.13
White Households with Income \$75,000 to \$99,999	172,492	170,577	167,500	-1.11	-1.80
White Households with Income \$100,000 to \$124,999	122,808	122,279	137,162	-0.43	12.17
White Households with Income \$125,000 to \$149,999	80,345	80,736	106,224	0.49	31.57
White Households with Income \$150,000 to \$199,999	75,660	76,547	110,969	1.17	44.97
White Households with Income \$200,000 and Over	69,850	71,411	129,005	2.23	80.65

Black Households by Income

Black Households with Income Less than \$25,000	144,839	139,966	148,256	-3.36	5.92
Black Households with Income \$25,000 to \$49,999	102,295	101,307	109,862	-0.97	8.44
Black Households with Income \$50,000 to \$74,999	58,429	59,733	66,243	2.23	10.90
Black Households with Income \$75,000 to \$99,999	32,442	35,190	39,887	8.47	13.35
Black Households with Income \$100,000 to \$124,999	17,551	19,623	22,644	11.81	15.40
Black Households with Income \$125,000 to \$149,999	9,436	10,988	13,087	16.45	19.10
Black Households with Income \$150,000 to \$199,999	6,981	8,353	10,492	19.65	25.61

Black Households with Income \$200,000 and Over	4,499	5,732	7,347	27.41	28.18
Asian Households by Income					
Asian Households with Income Less than \$25,000	6,829	6,690	5,586	-2.04	-16.50
Asian Households with Income \$25,000 to \$49,999	8,703	8,475	7,313	-2.62	-13.71
Asian Households with Income \$50,000 to \$74,999	9,314	9,277	8,156	-0.40	-12.08
Asian Households with Income \$75,000 to \$99,999	7,053	7,222	8,454	2.40	17.06
Asian Households with Income \$100,000 to \$124,999	3,773	4,192	6,908	11.11	64.79
Asian Households with Income \$125,000 to \$149,999	3,460	3,565	4,128	3.03	15.79
Asian Households with Income \$150,000 to \$199,999	3,324	3,750	5,470	12.82	45.87
Asian Households with Income \$200,000 and Over	1,363	1,925	5,249	41.23	172.68
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	553	552	473	-0.18	-14.31
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	646	647	530	0.15	-18.08
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,377	1,377	621	0.00	-54.90
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,015	2,028	1,281	0.65	-36.83
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	633	634	2,412	0.16	280.44
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	314	314	689	0.00	119.43
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	100	100	389	0.00	289.00
American Indian and Alaska Native Households with Income \$200,000 and Over	34	35	153	2.94	337.14
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	2,990	2,777	1,880	-7.12	-32.30
Other Race Households with Income \$25,000 to \$49,999	3,340	3,096	2,326	-7.31	-24.87
Other Race Households with Income \$50,000 to \$74,999	2,771	2,603	1,769	-6.06	-32.04
Other Race Households with Income \$75,000 to \$99,999	2,800	2,667	769	-4.75	-71.17
Other Race Households with Income \$100,000 to \$124,999	1,226	1,182	1,824	-3.59	54.31
Other Race Households with Income \$125,000 to \$149,999	295	276	888	-6.44	221.74
Other Race Households with Income \$150,000 to \$199,999	690	566	238	-17.97	-57.95
Other Race Households with Income \$200,000 and Over	175	171	573	-2.29	235.09
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	4,534	4,550	4,504	0.35	-1.01
Two or More Races Households with Income \$25,000 to \$49,999	3,827	3,892	4,711	1.70	21.04
Two or More Races Households with Income \$50,000 to \$74,999	3,100	3,183	3,803	2.68	19.48
Two or More Races Households with Income \$75,000 to \$99,999	3,245	3,307	3,206	1.91	-3.05
Two or More Races Households with Income \$100,000 to \$124,999	3,157	3,505	4,345	11.02	23.97
Two or More Races Households with Income \$125,000 to \$149,999	2,085	2,382	3,983	14.24	67.21
Two or More Races Households with Income \$150,000 to \$199,999	1,519	1,821	3,496	19.88	91.98
Two or More Races Households with Income \$200,000 and Over	1,533	1,942	4,219	26.68	117.25
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	11,880	10,296	11,214	-13.33	8.92
Hispanic Households with Income \$25,000 to \$49,999	11,771	11,263	11,817	-4.32	4.92
Hispanic Households with Income \$50,000 to \$74,999	8,393	7,974	8,739	-4.99	9.59
Hispanic Households with Income \$75,000 to \$99,999	5,764	6,330	6,562	9.82	3.67
Hispanic Households with Income \$100,000 to \$124,999	3,427	3,384	3,898	-1.25	15.19
Hispanic Households with Income \$125,000 to \$149,999	2,106	2,838	2,648	34.76	-6.69
Hispanic Households with Income \$150,000 to \$199,999	1,525	2,488	1,970	63.15	-20.82
Hispanic Households with Income \$200,000 and Over	987	1,460	1,386	47.92	-5.07
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	203,938	195,642	143,526	-4.07	-26.64
White Non-Hispanic Households with Income \$25,000 to \$49,999	261,542	252,507	199,278	-3.45	-21.08
White Non-Hispanic Households with Income \$50,000 to \$74,999	220,535	214,731	186,668	-2.63	-13.07
White Non-Hispanic Households with Income \$75,000 to \$99,999	169,800	167,465	164,070	-1.38	-2.03
White Non-Hispanic Households with Income \$100,000 to \$124,999	120,108	120,205	135,260	0.08	12.52
White Non-Hispanic Households with Income \$125,000 to \$149,999	77,510	79,315	104,966	2.33	32.34
White Non-Hispanic Households with Income \$150,000 to \$199,999	73,014	75,500	109,784	3.40	45.41
White Non-Hispanic Households with Income \$200,000 and Over	65,598	70,250	127,831	7.09	81.97

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+)