



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Honolulu, HI

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 111,997 to 110,597 (-1.25 percent) in the CBSA of **Honolulu, HI**. This number is expected to decrease by -3.09 percent during the next five years, totaling 107,180 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 decrease of -0.01 percent, the population of children *Age 0 to 17 Years* is projected to increase by 6.33 percent from 210,474 in 2011 to 223,802 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 8.88 percent from 101,486 in 2011 to 110,497 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 3.96 percent from 108,988 in 2011 to 113,305 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.77 percent from 25,644 in 2011 to 27,381 in 2016, and increase by 5.17 percent for boys in the same age group from 28,118 in 2011 to 29,572 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	32,632	36,362	11.43	30,730	34,747	13.07
Age 5 to 9 Years	28,118	29,572	5.17	25,644	27,381	6.77
Age 10 to 13 Years	23,334	22,470	-3.70	22,419	23,854	6.40
Age 14 to 17 Years	24,904	24,901	-0.01	22,693	24,515	8.03

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 18.53 percent and 16.03 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by -7.81 percent from 14,807 in 2011 to 13,650 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -7.12 percent and decrease -8.47 percent, respectively, during the period 2011-2016. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	14,807	13,650	-7.81	7,626	6,980	-8.47	7,181	6,670	-7.12
Kindergarten	11,559	13,701	18.53	6,045	7,114	17.68	5,514	6,587	19.46
Grades 1 to 4	43,712	50,720	16.03	22,862	26,336	15.20	20,850	24,384	16.95
Grades 5 to 8	44,269	38,216	-13.67	22,577	18,537	-17.89	21,692	19,679	-9.28
Grades 9 to 12	49,550	53,650	8.27	25,926	27,035	4.28	23,624	26,615	12.66

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.33 percent during the years 2010-2011; and is expected to increase by 10.95 percent in 2016 from 39,440 in 2011 to 43,759 in 2016. While total public school enrollment decreased -0.90 percent during the years 2010-2011, it will increase by 1.38 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by -2.87 percent and female preprimary enrollment by -2.67 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by -19.47 percent from 5,034 in 2011 to 4,054 in 2016; while female preprimary enrollment is expected to decrease by -18.31 percent from 4,741 in 2011 to 3,873 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 17.18 percent and 24.68 percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by -2.75 percent between 2010-2011; the population of Hispanics decreased by -70.46 percent; the Asian population decreased by -1.20 percent; the American Indian and Alaska Native population decreased by -1.76 percent. The Other Race population decreased by -0.93 percent; and the population of Two or More Races increased by 1,937.26 percent; and the White population decreased by -0.37 percent during the years 2010-2011.
- While the White population represents 20.84 percent of the total population, it is expected to increase from 198,000 in 2011 to 205,459 in 2016 (3.77 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 78,201 in 2011 to 83,496 in 2016 (6.77 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2016 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 3,013 in 2011 to 3,858 in 2016 (28.05 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	4,263	4,659	9.29	2,823	3,876	37.30	3,013	3,858	28.05	1,467	2,879	96.25	934	1,814	94.22
Aged 5-9	3,617	3,732	3.18	2,395	3,104	29.60	2,556	3,090	20.89	1,245	2,306	85.22	792	1,453	83.46
Aged 10-13	3,078	3,035	-1.40	2,038	2,525	23.90	2,176	2,514	15.53	1,060	1,876	76.98	674	1,182	75.37
Aged 14-17	3,202	3,238	1.12	2,120	2,694	27.08	2,263	2,681	18.47	1,102	2,001	81.58	701	1,261	79.89

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 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 14.19 percent, from 148 in 2011 to 169 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	761	596	-21.68	16,688	20,324	21.79	58	351	505.17	228	318	39.47	5,841	8,267	3,525.88
Income \$125,000 to \$149,999	479	412	-13.99	9,755	16,469	68.83	31	51	64.52	148	169	14.19	3,679	6,055	64.58
Income \$150,000 to \$199,999	320	295	-7.81	10,840	13,049	20.38	10	31	210.00	74	130	75.68	3,683	6,060	64.54
Income \$200,000 and Over	119	131	10.08	6,598	16,020	142.80	4	14	250.00	83	124	49.40	2,693	6,175	129.30

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 761 in 2011 to 1,250 in 2016 (64.26 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	1,864	2,716	45.71
Income \$125,000 to \$149,999	1,284	1,610	25.39
Income \$150,000 to \$199,999	828	1,442	74.15
Income \$200,000 and Over	761	1,250	64.26

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 0.54 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 24,049 in 2011 to 18,016 in 2016 (-25.09 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	20,970	20,446	17,041	-2.50	-16.65
\$250,000-\$299,999	8,484	8,530	9,125	0.54	6.98
\$300,000-\$399,999	24,718	24,106	20,633	-2.48	-14.41
\$400,000-\$499,999	25,174	24,049	18,016	-4.47	-25.09
\$500,000-\$749,999	57,326	58,629	71,141	2.27	21.34
\$750,000-\$999,999	25,246	25,638	29,878	1.55	16.54
More than \$1,000,000	15,144	15,293	17,308	0.98	13.18

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Honolulu, HI** decreased -0.72 percent, from 129,991 in 2010 to 129,059 in 2011. This number is expected to increase by 1.91 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 66,890 in 2010 to 67,602 in 2011 (1.06 percent), and it is forecasted this population will increase an additional 15.29 percent by the year

2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Honolulu, HI** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?
- Can we work with local businesses and the chamber of commerce to attract new families to the

area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? ^[1]
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ❖ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ❖ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ❖ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at www.nais.org/go/advocacy), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at www.nais.org/go/advocacy) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ❖ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
 - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

www.nais.org/go/advocacy).

- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents www.nais.org/go/parents).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative (www.nais.org/sustainableschools/), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

- ❖ [Parents Views on Independent Schools under the Current Economic Situation](#).
- ❖ [Demography and the Economy](#)
- ❖ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ❖ [Admission Trends, Families, and the School Search](#)
- ❖ [Enrollment Dilemmas, Part I](#) and [Part II](#)
- ❖ [Sticky Messages](#)
- ❖ [Net Tuition Revenue Management: The Why, When, and How](#), NAIS Leadership Series (Article 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

[1]

The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270>.

[2]

StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2011

CBSA Name: Honolulu, HI

CBSA Code: 26180

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

State Name: Hawaii

Dominant Profile: ASIAN_LANG

				%	%
				Growth	Growth
				(2010-2011)	(2011-2016)
Description	2010	2011	2016		
Total Population and Households					
Population	953,207	950,082	991,629	-0.33	4.37
Households	311,047	311,093	327,038	0.01	5.13
Households with School Age Population					
Households with Children Age 0 to 17 Years	111,997	110,597	107,180	-1.25	-3.09
Percent of Households with Children Age 0 to 17 Years	36.01	35.55	32.77	-1.28	-7.82
School Age Population					
Population Age 0 to 17 Years	210,500	210,474	223,802	-0.01	6.33
Population Age 0 to 4 Years	62,813	63,362	71,109	0.87	12.23
Population Age 5 to 9 Years	53,898	53,762	56,953	-0.25	5.94
Population Age 10 to 13 Years	46,051	45,754	46,323	-0.64	1.24
Population Age 14 to 17 Years	47,738	47,596	49,417	-0.30	3.83
School Age Population by Gender					
Male Population Age 0 to 17 Years	109,343	108,988	113,305	-0.32	3.96
Female Population Age 0 to 17 Years	101,157	101,486	110,497	0.33	8.88
Male School Age Population by Age					
Male Population Age 0 to 4 Years	32,382	32,632	36,362	0.77	11.43
Male Population Age 5 to 9 Years	28,219	28,118	29,572	-0.36	5.17
Male Population Age 10 to 13 Years	23,651	23,334	22,470	-1.34	-3.70
Male Population Age 14 to 17 Years	25,091	24,904	24,901	-0.75	-0.01
Female School Age Population by Age					
Female Population Age 0 to 4 Years	30,431	30,730	34,747	0.98	13.07
Female Population Age 5 to 9 Years	25,679	25,644	27,381	-0.14	6.77
Female Population Age 10 to 13 Years	22,400	22,419	23,854	0.08	6.40
Female Population Age 14 to 17 Years	22,647	22,693	24,515	0.20	8.03
Population in School					
Nursery or Preschool	15,032	14,807	13,650	-1.50	-7.81
Kindergarten	11,407	11,559	13,701	1.33	18.53
Grades 1 to 4	43,293	43,712	50,720	0.97	16.03
Grades 5 to 8	45,740	44,269	38,216	-3.22	-13.67
Grades 9 to 12	49,420	49,550	53,650	0.26	8.27
Population in School by Gender					
Male Enrolled in School	85,855	85,036	86,001	-0.95	1.13
Female Enrolled in School	79,037	78,861	83,936	-0.22	6.44
Male Population in School by Grade					
Male Nursery or Preschool	7,749	7,626	6,980	-1.59	-8.47
Male Kindergarten	5,972	6,045	7,114	1.22	17.68
Male Grades 1 to 4	22,667	22,862	26,336	0.86	15.20
Male Grades 5 to 8	23,491	22,577	18,537	-3.89	-17.89
Male Grades 9 to 12	25,975	25,926	27,035	-0.19	4.28

Female Population in School by Grade

Female Nursery or Preschool	7,283	7,181	6,670	-1.40	-7.12
Female Kindergarten	5,435	5,514	6,587	1.45	19.46
Female Grades 1 to 4	20,626	20,850	24,384	1.09	16.95
Female Grades 5 to 8	22,249	21,692	19,679	-2.50	-9.28
Female Grades 9 to 12	23,445	23,624	26,615	0.76	12.66

Population in School

Education, Total Enrollment (Pop 3+)	164,892	163,897	169,937	-0.60	3.69
Education, Not Enrolled in School (Pop 3+)	674,773	672,919	703,987	-0.27	4.62

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	39,309	39,440	43,759	0.33	10.95
Education, Enrolled Private Preprimary (Pop 3+)	10,054	9,775	7,927	-2.78	-18.91
Education, Enrolled Private Elementary or High School (Pop 3+)	29,255	29,665	35,832	1.40	20.79
Education, Enrolled Public Schools (Pop 3+)	125,583	124,457	126,178	-0.90	1.38
Education, Enrolled Public Preprimary (Pop 3+)	4,978	5,032	5,723	1.08	13.73
Education, Enrolled Public Elementary or High School (Pop 3+)	120,605	119,425	120,455	-0.98	0.86

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

Male Education, Enrolled Private Schools (Pop 3+)	20,426	20,427	22,091	0.00	8.15
Male Education, Enrolled Private Preprimary (Pop 3+)	5,183	5,034	4,054	-2.87	-19.47
Male Education, Enrolled Private Elementary or High School (Pop 3+)	15,243	15,393	18,038	0.98	17.18
Male Education, Enrolled Public Schools (Pop 3+)	65,429	64,609	63,910	-1.25	-1.08
Male Education, Enrolled Public Preprimary (Pop 3+)	2,566	2,592	2,926	1.01	12.89
Male Education, Enrolled Public Elementary or High School (Pop 3+)	62,863	62,018	60,983	-1.34	-1.67

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	18,883	19,013	21,668	0.69	13.96
Female Education, Enrolled Private Preprimary (Pop 3+)	4,871	4,741	3,873	-2.67	-18.31
Female Education, Enrolled Private Elementary or High School (Pop 3+)	14,012	14,272	17,794	1.86	24.68
Female Education, Enrolled Public Schools (Pop 3+)	60,154	59,848	62,268	-0.51	4.04
Female Education, Enrolled Public Preprimary (Pop 3+)	2,412	2,440	2,797	1.16	14.63
Female Education, Enrolled Public Elementary or High School (Pop 3+)	57,742	57,407	59,472	-0.58	3.60

Population by Race

White Population, Alone	198,732	198,000	205,459	-0.37	3.77
Black Population, Alone	19,256	18,727	15,822	-2.75	-15.51
Asian Population, Alone	509,288	503,198	494,321	-1.20	-1.76
American Indian and Alaska Native Population, Alone	2,438	2,395	1,785	-1.76	-25.47
Other Race Population, Alone	10,457	10,360	9,500	-0.93	-8.30
Two or More Races Population	213,036	217,402	264,742	2.05	21.78

Population by Ethnicity

Hispanic Population	77,433	78,201	83,496	0.99	6.77
White Non-Hispanic Population	182,423	181,423	186,725	-0.55	2.92

Population by Race As Percent of Total Population

Percent of White Population, Alone	20.85	20.84	20.72	-0.05	-0.58
Percent of Black Population, Alone	2.02	1.97	1.60	-2.48	-18.78
Percent of Asian Population, Alone	53.43	52.96	49.85	-0.88	-5.87
Percent of American Indian and Alaska Native Population, Alone	0.26	0.25	0.18	-3.85	-28.00
Percent of Other Race Population, Alone	1.10	1.09	0.96	-0.91	-11.93
Percent of Two or More Races Population, Alone	22.35	22.88	26.70	2.37	16.70

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	8.12	8.23	8.42	1.35	2.31
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Percent of White Non-Hispanic Population	19.14	19.10	18.83	-0.21	-1.41
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Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	129,991	129,059	131,521	-0.72	1.91
Education Attainment, Master's Degree (Pop 25+)	43,197	43,732	51,026	1.24	16.68
Education Attainment, Professional Degree (Pop 25+)	15,468	15,616	17,913	0.96	14.71
Education Attainment, Doctorate Degree (Pop 25+)	8,225	8,254	8,999	0.35	9.03

Household Income

Household Income, Median (\$)	67,112	68,519	84,203	2.10	22.89
Household Income, Average (\$)	79,462	81,282	102,516	2.29	26.12

Households by Income

Households with Income Less than \$25,000	51,349	50,078	41,717	-2.48	-16.70
Households with Income \$25,000 to \$49,999	63,692	62,469	52,497	-1.92	-15.96
Households with Income \$50,000 to \$74,999	59,142	58,047	51,832	-1.85	-10.71
Households with Income \$75,000 to \$99,999	46,634	46,690	47,464	0.12	1.66
Households with Income \$100,000 to \$124,999	32,817	33,316	39,699	1.52	19.16
Households with Income \$125,000 to \$149,999	19,889	21,078	31,036	5.98	47.24
Households with Income \$150,000 to \$199,999	21,690	22,030	28,498	1.57	29.36
Households with Income \$200,000 and Over	15,834	17,385	34,295	9.80	97.27

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	4,225	4,263	4,659	0.90	9.29
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	3,625	3,617	3,732	-0.22	3.18
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,098	3,078	3,035	-0.65	-1.40
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,211	3,202	3,238	-0.28	1.12
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,656	2,823	3,876	6.29	37.30
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,279	2,395	3,104	5.09	29.60
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,947	2,038	2,525	4.67	23.90
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,019	2,120	2,694	5.00	27.08
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	2,960	3,013	3,858	1.79	28.05
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,540	2,556	3,090	0.63	20.89
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	2,170	2,176	2,514	0.28	15.53
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,250	2,263	2,681	0.58	18.47
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,334	1,467	2,879	9.97	96.25
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,145	1,245	2,306	8.73	85.22
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	978	1,060	1,876	8.38	76.98
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,014	1,102	2,001	8.68	81.58
Families with one or more children aged 0-4 and Income \$350,000 and over	845	934	1,814	10.53	94.22
Families with one or more children aged 5-9 and Income \$350,000 and over	725	792	1,453	9.24	83.46
Families with one or more children aged 10-13 and Income \$350,000 and over	619	674	1,182	8.89	75.37
Families with one or more children aged 14-17 and Income \$350,000 and over	642	701	1,261	9.19	79.89

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	20,970	20,446	17,041	-2.50	-16.65
Housing, Owner Households Valued \$250,000-\$299,999	8,484	8,530	9,125	0.54	6.98
Housing, Owner Households Valued \$300,000-\$399,999	24,718	24,106	20,633	-2.48	-14.41
Housing, Owner Households Valued \$400,000-\$499,999	25,174	24,049	18,016	-4.47	-25.09
Housing, Owner Households Valued \$500,000-\$749,999	57,326	58,629	71,141	2.27	21.34
Housing, Owner Households Valued \$750,000-\$999,999	25,246	25,638	29,878	1.55	16.54
Housing, Owner Households Valued More than \$1,000,000	15,144	15,293	17,308	0.98	13.18

Households by Length of Residence

Length of Residence Less than 2 Years	29,839	31,128	42,284	4.32	35.84
Length of Residence 3 to 5 Years	44,758	46,693	63,426	4.32	35.84
Length of Residence 6 to 10 Years	115,559	113,697	105,828	-1.61	-6.92

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

White Households with Income Less than \$25,000	9,702	9,640	8,227	-0.64	-14.66
White Households with Income \$25,000 to \$49,999	14,478	14,430	11,599	-0.33	-19.62
White Households with Income \$50,000 to \$74,999	14,267	14,109	12,415	-1.11	-12.01
White Households with Income \$75,000 to \$99,999	12,480	12,358	11,309	-0.98	-8.49
White Households with Income \$100,000 to \$124,999	9,809	9,740	9,843	-0.70	1.06
White Households with Income \$125,000 to \$149,999	7,018	6,986	7,880	-0.46	12.80
White Households with Income \$150,000 to \$199,999	7,160	7,103	8,933	-0.80	25.76
White Households with Income \$200,000 and Over	7,964	7,888	11,831	-0.95	49.99

Black Households by Income

Black Households with Income Less than \$25,000	684	666	496	-2.63	-25.53
Black Households with Income \$25,000 to \$49,999	2,053	1,977	1,393	-3.70	-29.54
Black Households with Income \$50,000 to \$74,999	1,601	1,525	1,115	-4.75	-26.89
Black Households with Income \$75,000 to \$99,999	1,156	1,116	842	-3.46	-24.55
Black Households with Income \$100,000 to \$124,999	781	761	596	-2.56	-21.68
Black Households with Income \$125,000 to \$149,999	487	479	412	-1.64	-13.99
Black Households with Income \$150,000 to \$199,999	326	320	295	-1.84	-7.81
Black Households with Income \$200,000 and Over	121	119	131	-1.65	10.08

Asian Households by Income

Asian Households with Income Less than \$25,000	32,315	30,759	23,604	-4.82	-23.26
Asian Households with Income \$25,000 to \$49,999	35,710	34,145	27,203	-4.38	-20.33
Asian Households with Income \$50,000 to \$74,999	32,422	31,152	25,995	-3.92	-16.55
Asian Households with Income \$75,000 to \$99,999	23,874	23,854	24,793	-0.08	3.94
Asian Households with Income \$100,000 to \$124,999	16,163	16,688	20,324	3.25	21.79
Asian Households with Income \$125,000 to \$149,999	8,483	9,755	16,469	14.99	68.83
Asian Households with Income \$150,000 to \$199,999	10,498	10,840	13,049	3.26	20.38
Asian Households with Income \$200,000 and Over	4,919	6,598	16,020	34.13	142.80

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	77	77	68	0.00	-11.69
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	65	65	58	0.00	-10.77
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	156	156	145	0.00	-7.05
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	363	363	32	0.00	-91.18
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	58	58	351	0.00	505.17
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	31	31	51	0.00	64.52
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	10	10	31	0.00	210.00
American Indian and Alaska Native Households with Income \$200,000 and Over	4	4	14	0.00	250.00

Other Race Households by Income

Other Race Households with Income Less than \$25,000	329	326	212	-0.91	-34.97
Other Race Households with Income \$25,000 to \$49,999	704	694	426	-1.42	-38.62
Other Race Households with Income \$50,000 to \$74,999	632	621	436	-1.74	-29.79
Other Race Households with Income \$75,000 to \$99,999	548	533	201	-2.74	-62.29
Other Race Households with Income \$100,000 to \$124,999	229	228	318	-0.44	39.47
Other Race Households with Income \$125,000 to \$149,999	148	148	169	0.00	14.19
Other Race Households with Income \$150,000 to \$199,999	73	74	130	1.37	75.68
Other Race Households with Income \$200,000 and Over	87	83	124	-4.60	49.40

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	8,242	8,610	9,110	4.46	5.81
Two or More Races Households with Income \$25,000 to \$49,999	10,682	11,158	11,818	4.46	5.92
Two or More Races Households with Income \$50,000 to \$74,999	10,064	10,484	11,726	4.17	11.85

Two or More Races Households with Income \$75,000 to \$99,999	8,213	8,466	10,287	3.08	21.51
Two or More Races Households with Income \$100,000 to \$124,999	5,777	5,841	8,267	1.11	41.53
Two or More Races Households with Income \$125,000 to \$149,999	3,722	3,679	6,055	-1.16	64.58
Two or More Races Households with Income \$150,000 to \$199,999	3,623	3,683	6,060	1.66	64.54
Two or More Races Households with Income \$200,000 and Over	2,739	2,693	6,175	-1.68	129.30

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	3,514	3,573	3,907	1.68	9.35
Hispanic Households with Income \$25,000 to \$49,999	4,814	4,854	5,150	0.83	6.10
Hispanic Households with Income \$50,000 to \$74,999	4,213	4,332	4,978	2.82	14.91
Hispanic Households with Income \$75,000 to \$99,999	3,135	3,236	3,889	3.22	20.18
Hispanic Households with Income \$100,000 to \$124,999	1,776	1,864	2,716	4.95	45.71
Hispanic Households with Income \$125,000 to \$149,999	1,243	1,284	1,610	3.30	25.39
Hispanic Households with Income \$150,000 to \$199,999	753	828	1,442	9.96	74.15
Hispanic Households with Income \$200,000 and Over	736	761	1,250	3.40	64.26

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	9,436	9,328	7,318	-1.14	-21.55
White Non-Hispanic Households with Income \$25,000 to \$49,999	14,090	13,955	10,439	-0.96	-25.20
White Non-Hispanic Households with Income \$50,000 to \$74,999	13,774	13,705	12,138	-0.50	-11.43
White Non-Hispanic Households with Income \$75,000 to \$99,999	12,088	11,981	11,083	-0.89	-7.50
White Non-Hispanic Households with Income \$100,000 to \$124,999	9,561	9,568	9,645	0.07	0.80
White Non-Hispanic Households with Income \$125,000 to \$149,999	6,897	6,881	7,872	-0.23	14.40
White Non-Hispanic Households with Income \$150,000 to \$199,999	7,042	6,989	8,853	-0.75	26.67
White Non-Hispanic Households with Income \$200,000 and Over	7,857	7,777	11,609	-1.02	49.27

Footnotes:

Beginning in the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2011 unless otherwise stated.

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EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

<u>Nickname</u>	<u>Full Name</u>	<u>Characteristic</u>
AB_AV_EDU	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
APT20	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
ARMFORCE	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
ASIAN_LANG	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
BEL_EDU	Below Average Education	Education Attainment, < High School (Pop 25+)
BLUE_EMPL	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
BORN_USA	Born in America	Population, Citizenship - Native
EXP_HOMES	Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
FOR_SALE	House for Sale	Housing, Vacant Units For Sale
LAR_FAM	Large Families	Families, 5 Person
MANY_CARS	Lots of Cars	Households with 4+ Vehicles
MED_AGE	Median Age	Population, Median Age
MED_INC	Median Income	Household Income, Median (\$)
NEW_HOMES	New Homes	Housing, Built 1999 or Later
NO_CAR	No Cars	Households with No Vehicles
NO_LABFOR	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
NO_MOVE	Long Time Residents	Housing, Year Moved in 1969 or Earlier
NO_TEENS	Few Teens	Population Aged 12 to 17 Years
OLD_HOMES	Old Homes	Housing, Built 1939 or Earlier
PRESCHL	Pre-School	Population Aged 0 to 5 Years
RECENT_MOV	Recent Movers	Housing, Year Moved in 1999 or Later
RENTAL	Available Renting Units	Housing, Vacant Units For Rent
RETIRED	Retired	Population Aged 65 to 74 Years
RICH_ASIAN	Very Rich Asians	Asian Household Income, High Income Average (\$)
RICH_BLK	Very Rich Blacks	Black Household Income, High Income Average (\$)
RICH_FAM	Very Rich Families	Family Income, High Income Average (\$)
RICH_HISP	Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
RICH_NFAM	Very Rich Non Families	Non-Family Income, High Income Average (\$)
RICH_OLD	Old and Rich Households	Household Head Aged 75+ and Income \$200K+
RICH_WHT	Very Rich Whites	White Household Income, High Income Average (\$)
RICH_YOUNG	Young and Rich Households	Household Head Aged <25 and Income \$200K+
SERV_EMPL	Service Employment	Occupation, Service (Pop 16+)
SPAN_LANG	Very Spanish	Population, Speaks Spanish (Pop 5+)
SUB_BUS	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
TRAILER	Trailer Park City	Housing, Occupied Structure Trailer
UNATTACH	Unattached	Population, Males Never Married (Pop 15+)
UNEMPL	Unemployed	Employment, Unemployed Males (Pop 16+)
VERY_RICH	Very Rich Households	Household Income, High Income Average (\$)
WORK_HOME	Work at Home	Employment, Work at Home (Empl 16+)