



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Houston-Sugar Land-Baytown, TX

Local Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 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* grew from 867,785 to 869,655 (0.22 percent) in the CBSA of **Houston-Sugar Land-Baytown, TX**. This number is expected to increase by 4.01 percent during the next five years, totaling 904,505 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 0.91 percent, the population of children *Age 0 to 17 Years* is projected to increase by 10.84 percent from 1,677,362 in 2011 to 1,859,177 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 10.60 percent from 817,988 in 2011 to 904,689 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 11.07 percent from 859,374 in 2011 to 954,488 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 14.42 percent from 220,894 in 2011 to 252,756 in 2016, and increase by 7.91 percent for boys in the same age group from 234,339 in 2011 to 252,882 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	249,341	280,919	12.66	239,313	266,177	11.23
Age 5 to 9 Years	234,339	252,882	7.91	220,894	252,756	14.42
Age 10 to 13 Years	186,322	213,191	14.42	178,243	192,240	7.85
Age 14 to 17 Years	189,372	207,496	9.57	179,538	193,516	7.79

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 10.46 percent and 11.19 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 14.18 percent from 117,833 in 2011 to 134,539 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 13.43 percent and increase 14.90 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	117,833	134,539	14.18	60,126	69,082	14.90	57,707	65,457	13.43
Kindergarten	99,565	109,981	10.46	51,253	55,004	7.32	48,312	54,977	13.80
Grades 1 to 4	377,584	419,841	11.19	194,368	209,973	8.03	183,216	209,868	14.55
Grades 5 to 8	370,339	412,700	11.44	189,273	217,013	14.66	181,066	195,687	8.07
Grades 9 to 12	361,204	360,064	-0.32	185,416	186,308	0.48	175,788	173,756	-1.16

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.48 percent during the years 2010-2011; and is expected to increase by 9.00 percent in 2016 from 138,104 in 2011 to 150,540 in 2016. While total public school enrollment increased 0.49 percent during the years 2010-2011, it will increase by 8.26 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 1.35 percent and female preprimary enrollment by 1.17 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 15.53 percent from 26,667 in 2011 to 30,809 in 2016; while female preprimary enrollment is expected to increase by 14.06 percent from 25,594 in 2011 to 29,193 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 5.24 percent and 5.72 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.93 percent between 2010-2011; the population of Hispanics increased by 890.36 percent; the Asian population increased by 0.83 percent; the American Indian and Alaska Native population increased by 1.67 percent. The Other Race population decreased by -3.61 percent; and the population of Two or More Races decreased by -75.39 percent; and the White population increased by 1.70 percent during the years 2010-2011.
- While the White population represents 60.71 percent of the total population, it is expected to increase from 3,641,801 in 2011 to 4,208,309 in 2016 (15.56 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 2,159,545 in 2011 to 2,578,970 in 2016 (19.42 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 19,933 in 2011 to 25,278 in 2016 (26.81 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	26,453	28,705	8.51	18,758	22,553	20.23	19,933	25,278	26.81	14,828	23,789	60.43	8,090	12,679	56.72
Aged 5-9	24,643	26,530	7.66	17,475	20,844	19.28	18,570	23,363	25.81	13,814	21,986	59.16	7,537	11,718	55.47
Aged 10-13	19,735	21,272	7.79	13,995	16,713	19.42	14,872	18,733	25.96	11,062	17,629	59.37	6,036	9,396	55.67
Aged 14-17	19,970	21,040	5.36	14,162	16,531	16.73	15,049	18,529	23.12	11,194	17,437	55.77	6,108	9,293	52.14

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 41.86 percent, from 4,747 in 2011 to 6,734 in 2016.

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	24,047	30,092	25.14	12,827	19,100	48.90	1,365	2,344	71.72	9,656	13,077	35.43	5,184	7,225	-25.18
Income \$125,000 to \$149,999	14,026	18,584	32.50	7,658	14,437	88.52	967	1,304	34.85	4,747	6,734	41.86	3,336	4,758	42.63
Income \$150,000 to \$199,999	11,303	15,644	38.41	10,383	11,385	9.65	546	1,048	91.94	3,742	4,946	32.18	2,902	4,494	54.86
Income \$200,000 and Over	8,432	12,622	49.69	5,918	17,444	194.76	310	784	152.90	2,367	4,088	72.71	2,588	4,916	89.95

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 9,790 in 2011 to 18,063 in 2016 (84.50 percent).

	<u>HISPANIC HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	33,805	53,159	57.25
Income \$125,000 to \$149,999	17,265	28,283	63.82
Income \$150,000 to \$199,999	13,978	22,090	58.03
Income \$200,000 and Over	9,790	18,063	84.50

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 2.36 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 34,740 in 2011 to 40,056 in 2016 (15.30 percent).

	<u>HOUSEHOLDS BY HOME VALUE</u>				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	1,109,137	1,110,107	1,143,261	0.09	2.99
\$250,000-\$299,999	63,623	65,125	77,228	2.36	18.58
\$300,000-\$399,999	74,561	76,047	88,507	1.99	16.38
\$400,000-\$499,999	34,085	34,740	40,056	1.92	15.30
\$500,000-\$749,999	30,197	30,705	35,078	1.68	14.24
\$750,000-\$999,999	11,034	11,156	12,508	1.11	12.12
More than \$1,000,000	11,867	11,993	13,512	1.06	12.67

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Houston-Sugar Land-Baytown, TX** increased 1.36 percent, from 705,801 in 2010 to 715,395 in 2011. This number is expected to increase by 14.17 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 352,355 in 2010

to 354,882 in 2011 (0.72 percent), and it is forecasted this population will increase an additional 10.13 percent by the year 2016.

Strategic Considerations for Schools

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

General Considerations

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

Responding to School-Age Population Changes

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

area?

Responding to Racial/Ethnic Changes

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

Responding to Household Income Changes

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

Financial Considerations

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

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

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ❖ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ❖ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ❖ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (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: Houston-Sugar Land-Baytown, TX

CBSA Code: 26420

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

State Name: Texas

Dominant Profile: ASIAN_LANG

					% Growth	% Growth Forecast
	Description	2010	2011	2016 (2010-2011)	(2010-2011)	(2011-2016)
Total Population and Households						
	Population	5,946,800	5,998,592	6,624,825	0.87	10.44
	Households	2,072,625	2,088,219	2,251,152	0.75	7.80
Households with School Age Population						
	Households with Children Age 0 to 17 Years	867,785	869,655	904,505	0.22	4.01
	Percent of Households with Children Age 0 to 17 Years	41.87	41.65	40.18	-0.53	-3.53
School Age Population						
	Population Age 0 to 17 Years	1,662,290	1,677,362	1,859,177	0.91	10.84
	Population Age 0 to 4 Years	483,785	488,654	547,096	1.01	11.96
	Population Age 5 to 9 Years	451,041	455,233	505,638	0.93	11.07
	Population Age 10 to 13 Years	360,942	364,566	405,431	1.00	11.21
	Population Age 14 to 17 Years	366,522	368,909	401,012	0.65	8.70
School Age Population by Gender						
	Male Population Age 0 to 17 Years	851,015	859,374	954,488	0.98	11.07
	Female Population Age 0 to 17 Years	811,275	817,988	904,689	0.83	10.60
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	246,638	249,341	280,919	1.10	12.66
	Male Population Age 5 to 9 Years	232,930	234,339	252,882	0.60	7.91
	Male Population Age 10 to 13 Years	183,672	186,322	213,191	1.44	14.42
	Male Population Age 14 to 17 Years	187,775	189,372	207,496	0.85	9.57
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	237,147	239,313	266,177	0.91	11.23
	Female Population Age 5 to 9 Years	218,111	220,894	252,756	1.28	14.42
	Female Population Age 10 to 13 Years	177,270	178,243	192,240	0.55	7.85
	Female Population Age 14 to 17 Years	178,747	179,538	193,516	0.44	7.79
Population in School						
	Nursery or Preschool	116,428	117,833	134,539	1.21	14.18
	Kindergarten	98,793	99,565	109,981	0.78	10.46
	Grades 1 to 4	374,172	377,584	419,841	0.91	11.19
	Grades 5 to 8	366,707	370,339	412,700	0.99	11.44
	Grades 9 to 12	363,951	361,204	360,064	-0.75	-0.32
Population in School by Gender						
	Male Enrolled in School	676,672	680,435	737,381	0.56	8.37
	Female Enrolled in School	643,379	646,090	699,744	0.42	8.30
Male Population in School by Grade						
	Male Nursery or Preschool	59,356	60,126	69,082	1.30	14.90
	Male Kindergarten	51,019	51,253	55,004	0.46	7.32
	Male Grades 1 to 4	193,233	194,368	209,973	0.59	8.03
	Male Grades 5 to 8	186,606	189,273	217,013	1.43	14.66
	Male Grades 9 to 12	186,458	185,416	186,308	-0.56	0.48

Female Population in School by Grade

Female Nursery or Preschool	57,072	57,707	65,457	1.11	13.43
Female Kindergarten	47,774	48,312	54,977	1.13	13.80
Female Grades 1 to 4	180,939	183,216	209,868	1.26	14.55
Female Grades 5 to 8	180,101	181,066	195,687	0.54	8.07
Female Grades 9 to 12	177,493	175,788	173,756	-0.96	-1.16

Population in School

Education, Total Enrollment (Pop 3+)	1,320,051	1,326,525	1,437,125	0.49	8.34
Education, Not Enrolled in School (Pop 3+)	3,981,110	4,024,725	4,498,652	1.10	11.78

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	137,443	138,104	150,540	0.48	9.00
Education, Enrolled Private Preprimary (Pop 3+)	51,611	52,261	60,002	1.26	14.81
Education, Enrolled Private Elementary or High School (Pop 3+)	85,832	85,843	90,538	0.01	5.47
Education, Enrolled Public Schools (Pop 3+)	1,182,608	1,188,421	1,286,585	0.49	8.26
Education, Enrolled Public Preprimary (Pop 3+)	64,817	65,572	74,537	1.16	13.67
Education, Enrolled Public Elementary or High School (Pop 3+)	1,117,791	1,122,849	1,212,048	0.45	7.94

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

Male Education, Enrolled Private Schools (Pop 3+)	70,350	70,729	77,179	0.54	9.12
Male Education, Enrolled Private Preprimary (Pop 3+)	26,312	26,667	30,809	1.35	15.53
Male Education, Enrolled Private Elementary or High School (Pop 3+)	44,038	44,062	46,369	0.05	5.24
Male Education, Enrolled Public Schools (Pop 3+)	606,322	609,706	660,202	0.56	8.28
Male Education, Enrolled Public Preprimary (Pop 3+)	33,044	33,459	38,273	1.26	14.39
Male Education, Enrolled Public Elementary or High School (Pop 3+)	573,278	576,247	621,929	0.52	7.93

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	67,093	67,375	73,361	0.42	8.88
Female Education, Enrolled Private Preprimary (Pop 3+)	25,299	25,594	29,193	1.17	14.06
Female Education, Enrolled Private Elementary or High School (Pop 3+)	41,794	41,781	44,169	-0.03	5.72
Female Education, Enrolled Public Schools (Pop 3+)	576,286	578,715	626,383	0.42	8.24
Female Education, Enrolled Public Preprimary (Pop 3+)	31,773	32,113	36,264	1.07	12.93
Female Education, Enrolled Public Elementary or High School (Pop 3+)	544,513	546,602	590,119	0.38	7.96

Population by Race

White Population, Alone	3,580,934	3,641,801	4,208,309	1.70	15.56
Black Population, Alone	1,025,775	1,035,293	1,145,941	0.93	10.69
Asian Population, Alone	392,867	396,109	437,634	0.83	10.48
American Indian and Alaska Native Population, Alone	38,236	38,875	45,667	1.67	17.47
Other Race Population, Alone	729,479	703,161	569,218	-3.61	-19.05
Two or More Races Population	179,509	183,353	218,056	2.14	18.93

Population by Ethnicity

Hispanic Population	2,099,412	2,159,545	2,578,970	2.86	19.42
White Non-Hispanic Population	2,363,465	2,352,776	2,456,760	-0.45	4.42

Population by Race As Percent of Total Population

Percent of White Population, Alone	60.22	60.71	63.52	0.81	4.63
Percent of Black Population, Alone	17.25	17.26	17.30	0.06	0.23
Percent of Asian Population, Alone	6.61	6.60	6.61	-0.15	0.15
Percent of American Indian and Alaska Native Population, Alone	0.64	0.65	0.69	1.56	6.15
Percent of Other Race Population, Alone	12.27	11.72	8.59	-4.48	-26.71
Percent of Two or More Races Population, Alone	3.02	3.06	3.29	1.32	7.52

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	35.30	36.00	38.93	1.98	8.14
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Percent of White Non-Hispanic Population 39.74 39.22 37.08

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	705,801	715,395	816,755	1.36	14.17
Education Attainment, Master's Degree (Pop 25+)	240,592	242,226	265,908	0.68	9.78
Education Attainment, Professional Degree (Pop 25+)	69,336	69,287	72,386	-0.07	4.47
Education Attainment, Doctorate Degree (Pop 25+)	42,427	43,369	52,547	2.22	21.16

Household Income

Household Income, Median (\$)	62,309	62,465	72,573	0.25	16.18
Household Income, Average (\$)	79,991	80,168	96,691	0.22	20.61

Households by Income

Households with Income Less than \$25,000	398,240	401,111	366,555	0.72	-8.62
Households with Income \$25,000 to \$49,999	463,890	465,458	437,943	0.34	-5.91
Households with Income \$50,000 to \$74,999	353,757	356,086	355,592	0.66	-0.14
Households with Income \$75,000 to \$99,999	265,061	266,933	283,954	0.71	6.38
Households with Income \$100,000 to \$124,999	185,667	187,268	222,508	0.86	18.82
Households with Income \$125,000 to \$149,999	126,271	127,909	164,221	1.30	28.39
Households with Income \$150,000 to \$199,999	131,833	132,993	175,516	0.88	31.97
Households with Income \$200,000 and Over	147,906	150,461	244,863	1.73	62.74

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	26,377	26,453	28,705	0.29	8.51
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,592	24,643	26,530	0.21	7.66
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	19,679	19,735	21,272	0.28	7.79
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	19,983	19,970	21,040	-0.07	5.36
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	18,599	18,758	22,553	0.85	20.23
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	17,340	17,475	20,844	0.78	19.28
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	13,876	13,995	16,713	0.86	19.42
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	14,091	14,162	16,531	0.50	16.73
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	19,834	19,933	25,278	0.50	26.81
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	18,492	18,570	23,363	0.42	25.81
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	14,798	14,872	18,733	0.50	25.96
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	15,027	15,049	18,529	0.15	23.12
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	14,633	14,828	23,789	1.33	60.43
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	13,642	13,814	21,986	1.26	59.16
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	10,917	11,062	17,629	1.33	59.37
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	11,086	11,194	17,437	0.97	55.77
Families with one or more children aged 0-4 and Income \$350,000 and over	7,968	8,090	12,679	1.53	56.72
Families with one or more children aged 5-9 and Income \$350,000 and over	7,429	7,537	11,718	1.45	55.47
Families with one or more children aged 10-13 and Income \$350,000 and over	5,945	6,036	9,396	1.53	55.67
Families with one or more children aged 14-17 and Income \$350,000 and over	6,037	6,108	9,293	1.18	52.14

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,109,137	1,110,107	1,143,261	0.09	2.99
Housing, Owner Households Valued \$250,000-\$299,999	63,623	65,125	77,228	2.36	18.58
Housing, Owner Households Valued \$300,000-\$399,999	74,561	76,047	88,507	1.99	16.38
Housing, Owner Households Valued \$400,000-\$499,999	34,085	34,740	40,056	1.92	15.30
Housing, Owner Households Valued \$500,000-\$749,999	30,197	30,705	35,078	1.68	14.24
Housing, Owner Households Valued \$750,000-\$999,999	11,034	11,156	12,508	1.11	12.12
Housing, Owner Households Valued More than \$1,000,000	11,867	11,993	13,512	1.06	12.67

Households by Length of Residence

Length of Residence Less than 2 Years	247,713	259,902	357,312	4.92	37.48
Length of Residence 3 to 5 Years	371,569	389,853	535,968	4.92	37.48
Length of Residence 6 to 10 Years	900,044	890,964	844,951	-1.01	-5.16

Length of Residence More than 10 Years 553,300 547,500 512,921

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

White Households with Income Less than \$25,000	200,063	201,625	180,037	0.78	-10.71
White Households with Income \$25,000 to \$49,999	261,495	263,681	244,172	0.84	-7.40
White Households with Income \$50,000 to \$74,999	219,272	221,255	216,732	0.90	-2.04
White Households with Income \$75,000 to \$99,999	175,517	177,018	184,414	0.86	4.18
White Households with Income \$100,000 to \$124,999	133,128	134,189	150,670	0.80	12.28
White Households with Income \$125,000 to \$149,999	96,470	97,175	118,404	0.73	21.85
White Households with Income \$150,000 to \$199,999	103,277	104,117	137,999	0.81	32.54
White Households with Income \$200,000 and Over	129,854	130,846	205,009	0.76	56.68

Black Households by Income

Black Households with Income Less than \$25,000	109,091	110,654	117,147	1.43	5.87
Black Households with Income \$25,000 to \$49,999	93,459	94,903	102,800	1.55	8.32
Black Households with Income \$50,000 to \$74,999	62,055	63,228	70,609	1.89	11.67
Black Households with Income \$75,000 to \$99,999	39,473	40,120	47,771	1.64	19.07
Black Households with Income \$100,000 to \$124,999	23,716	24,047	30,092	1.40	25.14
Black Households with Income \$125,000 to \$149,999	13,874	14,026	18,584	1.10	32.50
Black Households with Income \$150,000 to \$199,999	11,149	11,303	15,644	1.38	38.41
Black Households with Income \$200,000 and Over	8,324	8,432	12,622	1.30	49.69

Asian Households by Income

Asian Households with Income Less than \$25,000	21,798	21,173	17,926	-2.87	-15.34
Asian Households with Income \$25,000 to \$49,999	25,545	24,847	22,055	-2.73	-11.24
Asian Households with Income \$50,000 to \$74,999	22,511	22,457	21,002	-0.24	-6.48
Asian Households with Income \$75,000 to \$99,999	18,824	19,017	20,191	1.03	6.17
Asian Households with Income \$100,000 to \$124,999	12,233	12,827	19,100	4.86	48.90
Asian Households with Income \$125,000 to \$149,999	6,624	7,658	14,437	15.61	88.52
Asian Households with Income \$150,000 to \$199,999	10,296	10,383	11,385	0.84	9.65
Asian Households with Income \$200,000 and Over	4,268	5,918	17,444	38.66	194.76

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	1,521	1,529	1,503	0.53	-1.70
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,840	1,840	1,870	0.00	1.63
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,321	2,324	2,283	0.13	-1.76
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,429	2,442	1,581	0.54	-35.26
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,367	1,365	2,344	-0.15	71.72
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	971	967	1,304	-0.41	34.85
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	538	546	1,048	1.49	91.94
American Indian and Alaska Native Households with Income \$200,000 and Over	316	310	784	-1.90	152.90

Other Race Households by Income

Other Race Households with Income Less than \$25,000	55,036	55,115	39,201	0.14	-28.87
Other Race Households with Income \$25,000 to \$49,999	69,890	68,285	55,120	-2.30	-19.28
Other Race Households with Income \$50,000 to \$74,999	38,252	37,228	34,681	-2.68	-6.84
Other Race Households with Income \$75,000 to \$99,999	21,269	20,555	21,696	-3.36	5.55
Other Race Households with Income \$100,000 to \$124,999	10,032	9,656	13,077	-3.75	35.43
Other Race Households with Income \$125,000 to \$149,999	4,954	4,747	6,734	-4.18	41.86
Other Race Households with Income \$150,000 to \$199,999	3,786	3,742	4,946	-1.16	32.18
Other Race Households with Income \$200,000 and Over	2,497	2,367	4,088	-5.21	72.71

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	10,731	11,015	10,741	2.65	-2.49
Two or More Races Households with Income \$25,000 to \$49,999	11,661	11,902	11,926	2.07	0.20
Two or More Races Households with Income \$50,000 to \$74,999	9,346	9,594	10,285	2.65	7.20

Two or More Races Households with Income \$75,000 to \$99,999	7,549	7,781	8,301	3.07	6.68
Two or More Races Households with Income \$100,000 to \$124,999	5,191	5,184	7,225	-0.13	39.37
Two or More Races Households with Income \$125,000 to \$149,999	3,378	3,336	4,758	-1.24	42.63
Two or More Races Households with Income \$150,000 to \$199,999	2,787	2,902	4,494	4.13	54.86
Two or More Races Households with Income \$200,000 and Over	2,647	2,588	4,916	-2.23	89.95

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	159,217	160,679	164,071	0.92	2.11
Hispanic Households with Income \$25,000 to \$49,999	193,542	196,726	217,663	1.65	10.64
Hispanic Households with Income \$50,000 to \$74,999	113,254	116,797	142,283	3.13	21.82
Hispanic Households with Income \$75,000 to \$99,999	64,191	67,384	91,210	4.97	35.36
Hispanic Households with Income \$100,000 to \$124,999	31,543	33,805	53,159	7.17	57.25
Hispanic Households with Income \$125,000 to \$149,999	15,965	17,265	28,283	8.14	63.82
Hispanic Households with Income \$150,000 to \$199,999	13,042	13,978	22,090	7.18	58.03
Hispanic Households with Income \$200,000 and Over	8,990	9,790	18,063	8.90	84.50

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	121,042	119,185	87,725	-1.53	-26.40
White Non-Hispanic Households with Income \$25,000 to \$49,999	164,348	163,437	128,532	-0.55	-21.36
White Non-Hispanic Households with Income \$50,000 to \$74,999	157,067	158,484	140,308	0.90	-11.47
White Non-Hispanic Households with Income \$75,000 to \$99,999	135,895	136,526	133,320	0.46	-2.35
White Non-Hispanic Households with Income \$100,000 to \$124,999	109,937	110,041	115,357	0.09	4.83
White Non-Hispanic Households with Income \$125,000 to \$149,999	83,195	83,646	96,851	0.54	15.79
White Non-Hispanic Households with Income \$150,000 to \$199,999	91,800	93,713	125,261	2.08	33.66
White Non-Hispanic Households with Income \$200,000 and Over	119,961	122,788	199,258	2.36	62.28

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+)