



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Los Angeles-Long Beach-Santa Ana, CA

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 1,627,465 to 1,614,248 (-0.81 percent) in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA**. This number is expected to decrease by -3.85 percent during the next five years, totaling 1,552,031 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.54 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -3.35 percent from 3,122,061 in 2011 to 3,017,371 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -3.64 percent from 1,522,414 in 2011 to 1,466,946 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -3.08 percent from 1,599,647 in 2011 to 1,550,425 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -6.75 percent from 389,046 in 2011 to 362,781 in 2016, and decrease by -3.57 percent for boys in the same age group from 407,404 in 2011 to 392,866 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	446,009	450,992	1.12	424,104	428,104	0.94
Age 5 to 9 Years	407,404	392,866	-3.57	389,046	362,781	-6.75
Age 10 to 13 Years	364,982	335,518	-8.07	347,789	322,118	-7.38
Age 14 to 17 Years	381,252	371,049	-2.68	361,475	353,943	-2.08

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -0.37 percent and -5.58 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by -1.89 percent from 215,992 in 2011 to 211,899 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -1.98 percent and decrease -1.81 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	215,992	211,899	-1.89	110,715	108,708	-1.81	105,277	103,191	-1.98
Kindergarten	175,488	174,843	-0.37	89,766	90,902	1.27	85,722	83,941	-2.08
Grades 1 to 4	683,583	645,469	-5.58	349,670	335,584	-4.03	333,913	309,885	-7.20
Grades 5 to 8	733,429	656,621	-10.47	375,560	335,000	-10.80	357,869	321,621	-10.13
Grades 9 to 12	805,490	789,373	-2.00	413,469	403,999	-2.29	392,021	385,374	-1.70

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.78** percent during the years 2010-2011; and is expected to decrease by **-5.07** percent in 2016 from 330,793 in 2011 to 314,015 in 2016. While total public school enrollment decreased **-0.88** percent during the years 2010-2011, it will decrease by **-5.21** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 0.04 percent and female preprimary enrollment by **-0.09** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-1.10** percent from 48,189 in 2011 to 47,658 in 2016; while female preprimary enrollment is expected to decrease by **-1.27** percent from 45,823 in 2011 to 45,239 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-6.21** percent and **-7.05** percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by **-0.44** percent between 2010-2011; the population of Hispanics increased by 823.04 percent; the Asian population increased by 0.48 percent; the American Indian and Alaska Native population increased by 0.48 percent. The Other Race population decreased by **-1.65** percent; and the population of Two or More Races decreased by **-78.01** percent; and the White population increased by 0.65 percent during the years 2010-2011.
- While the White population represents 53.04 percent of the total population, it is expected to increase from 6,811,127 in 2011 to 7,178,478 in 2016 (5.39 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 5,734,479 in 2011 to 5,965,398 in 2016 (4.03 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 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 36,857 in 2011 to 43,023 in 2016 (16.73 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	45,910	48,982	6.69	32,881	38,384	16.74	36,857	43,023	16.73	30,173	45,240	49.94	15,793	23,488	48.72
Aged 5-9	42,023	42,104	0.19	30,097	32,994	9.63	33,737	36,981	9.62	27,619	38,887	40.80	14,456	20,190	39.67
Aged 10-13	37,608	36,643	-2.57	26,935	28,714	6.60	30,192	32,185	6.60	24,717	33,843	36.92	12,937	17,571	35.82
Aged	39,189	40,396	3.08	28,067	31,655	12.78	31,461	35,481	12.78	25,756	37,309	44.86	13,481	19,370	43.68

	<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	25,147	26,601	5.78	58,197	74,547	28.09	2,971	5,971	100.98	41,081	47,991	16.82	15,733	22,874	-44.32
Income \$125,000 to \$149,999	15,315	17,591	14.86	36,299	59,425	63.71	1,868	2,724	45.82	20,909	28,620	36.88	10,568	16,050	51.87
Income \$150,000 to \$199,999	13,320	15,682	17.73	45,350	49,698	9.59	863	1,925	123.06	15,975	22,290	39.53	10,788	16,114	49.37
Income \$200,000 and Over	11,209	14,013	25.02	30,362	73,454	141.93	441	1,218	176.19	8,834	16,264	84.11	10,393	20,776	99.90

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	107,520	129,671	20.60
Income \$125,000 to \$149,999	61,204	77,399	26.46
Income \$150,000 to \$199,999	50,737	65,826	29.74
Income \$200,000 and Over	36,423	54,779	50.40

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	236,277	234,732	231,070	-0.65	-1.56
\$250,000-\$299,999	76,354	78,696	100,299	3.07	27.45
\$300,000-\$399,999	273,160	275,166	300,266	0.73	9.12
\$400,000-\$499,999	355,250	352,039	337,450	-0.90	-4.14
\$500,000-\$749,999	693,346	681,875	611,472	-1.65	-10.32
\$750,000-\$999,999	292,722	287,461	255,408	-1.80	-11.15
More than \$1,000,000	259,288	259,775	269,334	0.19	3.68

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA** increased 0.90 percent, from 1,667,379 in 2010 to 1,682,305 in 2011. This number is expected to increase by 7.84 percent through 2016. For people

older than 25 years of age who hold graduate degrees, their numbers increased from 874,111 in 2010 to 876,700 in 2011 (0.30 percent), and it is forecasted this population will increase an additional 5.23 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA** 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: Los Angeles-Long Beach-Santa Ana, CA

CBSA Code: 31100

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

State Name: California

Dominant Profile: ASIAN_LANG

					% Growth (2010-2011)	% Growth Forecast (2011-2016)
Description		2010	2011	2016		
Total Population and Households						
Population		12,828,837	12,842,067	13,086,484	0.10	1.90
Households		4,233,985	4,229,357	4,301,346	-0.11	1.70
Households with School Age Population						
Households with Children Age 0 to 17 Years		1,627,465	1,614,248	1,552,031	-0.81	-3.85
Percent of Households with Children Age 0 to 17 Years		38.44	38.17	36.08	-0.70	-5.48
School Age Population						
Population Age 0 to 17 Years		3,138,867	3,122,061	3,017,371	-0.54	-3.35
Population Age 0 to 4 Years		870,118	870,113	879,096	-0.00	1.03
Population Age 5 to 9 Years		804,127	796,450	755,647	-0.95	-5.12
Population Age 10 to 13 Years		719,388	712,771	657,637	-0.92	-7.74
Population Age 14 to 17 Years		745,234	742,727	724,991	-0.34	-2.39
School Age Population by Gender						
Male Population Age 0 to 17 Years		1,607,859	1,599,647	1,550,425	-0.51	-3.08
Female Population Age 0 to 17 Years		1,531,008	1,522,414	1,466,946	-0.56	-3.64
Male School Age Population by Age						
Male Population Age 0 to 4 Years		445,738	446,009	450,992	0.06	1.12
Male Population Age 5 to 9 Years		410,129	407,404	392,866	-0.66	-3.57
Male Population Age 10 to 13 Years		369,298	364,982	335,518	-1.17	-8.07
Male Population Age 14 to 17 Years		382,694	381,252	371,049	-0.38	-2.68
Female School Age Population by Age						
Female Population Age 0 to 4 Years		424,380	424,104	428,104	-0.07	0.94
Female Population Age 5 to 9 Years		393,998	389,046	362,781	-1.26	-6.75
Female Population Age 10 to 13 Years		350,090	347,789	322,118	-0.66	-7.38
Female Population Age 14 to 17 Years		362,540	361,475	353,943	-0.29	-2.08
Population in School						
Nursery or Preschool		216,866	215,992	211,899	-0.40	-1.89
Kindergarten		175,988	175,488	174,843	-0.28	-0.37
Grades 1 to 4		688,997	683,583	645,469	-0.79	-5.58
Grades 5 to 8		746,244	733,429	656,621	-1.72	-10.47
Grades 9 to 12		808,762	805,490	789,373	-0.40	-2.00
Population in School by Gender						
Male Enrolled in School		1,350,665	1,339,180	1,274,193	-0.85	-4.85
Female Enrolled in School		1,286,192	1,274,802	1,204,012	-0.89	-5.55
Male Population in School by Grade						
Male Nursery or Preschool		111,095	110,715	108,708	-0.34	-1.81
Male Kindergarten		89,759	89,766	90,902	0.01	1.27
Male Grades 1 to 4		351,409	349,670	335,584	-0.49	-4.03
Male Grades 5 to 8		383,085	375,560	335,000	-1.96	-10.80
Male Grades 9 to 12		415,317	413,469	403,999	-0.44	-2.22

Female Population in School by Grade

Female Nursery or Preschool	105,771	105,277	103,191	-0.47	-1.98
Female Kindergarten	86,229	85,722	83,941	-0.59	-2.08
Female Grades 1 to 4	337,588	333,913	309,885	-1.09	-7.20
Female Grades 5 to 8	363,159	357,869	321,621	-1.46	-10.13
Female Grades 9 to 12	393,445	392,021	385,374	-0.36	-1.70

Population in School

Education, Total Enrollment (Pop 3+)	2,636,857	2,613,982	2,478,205	-0.87	-5.19
Education, Not Enrolled in School (Pop 3+)	8,618,023	8,658,139	9,052,924	0.47	4.56

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	333,388	330,793	314,015	-0.78	-5.07
Education, Enrolled Private Preprimary (Pop 3+)	94,036	94,012	92,897	-0.03	-1.19
Education, Enrolled Private Elementary or High School (Pop 3+)	239,352	236,781	221,118	-1.07	-6.61
Education, Enrolled Public Schools (Pop 3+)	2,303,469	2,283,189	2,164,190	-0.88	-5.21
Education, Enrolled Public Preprimary (Pop 3+)	122,830	121,980	119,002	-0.69	-2.44
Education, Enrolled Public Elementary or High School (Pop 3+)	2,180,639	2,161,209	2,045,188	-0.89	-5.37

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

Male Education, Enrolled Private Schools (Pop 3+)	170,730	169,471	161,412	-0.74	-4.76
Male Education, Enrolled Private Preprimary (Pop 3+)	48,172	48,189	47,658	0.04	-1.10
Male Education, Enrolled Private Elementary or High School (Pop 3+)	122,558	121,281	113,755	-1.04	-6.21
Male Education, Enrolled Public Schools (Pop 3+)	1,179,935	1,169,710	1,112,780	-0.87	-4.87
Male Education, Enrolled Public Preprimary (Pop 3+)	62,922	62,525	61,050	-0.63	-2.36
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,117,012	1,107,184	1,051,730	-0.88	-5.01

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	162,658	161,322	152,603	-0.82	-5.40
Female Education, Enrolled Private Preprimary (Pop 3+)	45,864	45,823	45,239	-0.09	-1.27
Female Education, Enrolled Private Elementary or High School (Pop 3+)	116,794	115,500	107,363	-1.11	-7.05
Female Education, Enrolled Public Schools (Pop 3+)	1,123,534	1,113,479	1,051,410	-0.89	-5.57
Female Education, Enrolled Public Preprimary (Pop 3+)	59,908	59,455	57,952	-0.76	-2.53
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,063,627	1,054,025	993,458	-0.90	-5.75

Population by Race

White Population, Alone	6,767,357	6,811,127	7,178,478	0.65	5.39
Black Population, Alone	907,618	903,648	879,182	-0.44	-2.71
Asian Population, Alone	1,920,117	1,929,303	2,008,748	0.48	4.12
American Indian and Alaska Native Population, Alone	90,960	91,401	101,238	0.48	10.76
Other Race Population, Alone	2,576,273	2,533,851	2,297,575	-1.65	-9.32
Two or More Races Population	566,512	572,737	621,263	1.10	8.47

Population by Ethnicity

Hispanic Population	5,700,862	5,734,479	5,965,398	0.59	4.03
White Non-Hispanic Population	4,076,352	4,042,347	3,955,754	-0.83	-2.14

Population by Race As Percent of Total Population

Percent of White Population, Alone	52.75	53.04	54.85	0.55	3.41
Percent of Black Population, Alone	7.07	7.04	6.72	-0.42	-4.55
Percent of Asian Population, Alone	14.97	15.02	15.35	0.33	2.20
Percent of American Indian and Alaska Native Population, Alone	0.71	0.71	0.77	0.00	8.45
Percent of Other Race Population, Alone	20.08	19.73	17.56	-1.74	-11.00
Percent of Two or More Races Population, Alone	4.42	4.46	4.75	0.90	6.50

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	44.44	44.65	45.58	0.47	2.08
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Percent of White Non-Hispanic Population 31.77 31.48 30.23

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	1,667,379	1,682,305	1,814,172	0.90	7.84
Education Attainment, Master's Degree (Pop 25+)	571,242	572,930	600,278	0.30	4.77
Education Attainment, Professional Degree (Pop 25+)	201,490	201,780	211,302	0.14	4.72
Education Attainment, Doctorate Degree (Pop 25+)	101,379	101,990	110,997	0.60	8.83

Household Income

Household Income, Median (\$)	64,808	65,121	76,734	0.48	17.83
Household Income, Average (\$)	84,351	84,764	103,258	0.49	21.82

Households by Income

Households with Income Less than \$25,000	808,313	805,011	682,052	-0.41	-15.27
Households with Income \$25,000 to \$49,999	881,236	876,017	772,482	-0.59	-11.82
Households with Income \$50,000 to \$74,999	721,658	716,968	658,358	-0.65	-8.17
Households with Income \$75,000 to \$99,999	541,257	540,468	544,811	-0.15	0.80
Households with Income \$100,000 to \$124,999	384,825	385,071	433,516	0.06	12.58
Households with Income \$125,000 to \$149,999	262,059	265,130	325,891	1.17	22.92
Households with Income \$150,000 to \$199,999	288,450	288,765	349,327	0.11	20.97
Households with Income \$200,000 and Over	346,187	351,927	534,909	1.66	51.99

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	45,997	45,910	48,982	-0.19	6.69
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	42,508	42,023	42,104	-1.14	0.19
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	38,029	37,608	36,643	-1.11	-2.57
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	39,395	39,189	40,396	-0.52	3.08
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	32,533	32,881	38,384	1.07	16.74
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	30,065	30,097	32,994	0.11	9.63
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	26,897	26,935	28,714	0.14	6.60
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	27,863	28,067	31,655	0.73	12.78
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	36,829	36,857	43,023	0.08	16.73
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	34,036	33,737	36,981	-0.88	9.62
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	30,449	30,192	32,185	-0.84	6.60
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	31,543	31,461	35,481	-0.26	12.78
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	29,764	30,173	45,240	1.37	49.94
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	27,507	27,619	38,887	0.41	40.80
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	24,608	24,717	33,843	0.44	36.92
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	25,492	25,756	37,309	1.04	44.86
Families with one or more children aged 0-4 and Income \$350,000 and over	15,490	15,793	23,488	1.96	48.72
Families with one or more children aged 5-9 and Income \$350,000 and over	14,316	14,456	20,190	0.98	39.67
Families with one or more children aged 10-13 and Income \$350,000 and over	12,807	12,937	17,571	1.02	35.82
Families with one or more children aged 14-17 and Income \$350,000 and over	13,267	13,481	19,370	1.61	43.68

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	236,277	234,732	231,070	-0.65	-1.56
Housing, Owner Households Valued \$250,000-\$299,999	76,354	78,696	100,299	3.07	27.45
Housing, Owner Households Valued \$300,000-\$399,999	273,160	275,166	300,266	0.73	9.12
Housing, Owner Households Valued \$400,000-\$499,999	355,250	352,039	337,450	-0.90	-4.14
Housing, Owner Households Valued \$500,000-\$749,999	693,346	681,875	611,472	-1.65	-10.32
Housing, Owner Households Valued \$750,000-\$999,999	292,722	287,461	255,408	-1.80	-11.15
Housing, Owner Households Valued More than \$1,000,000	259,288	259,775	269,334	0.19	3.68

Households by Length of Residence

Length of Residence Less than 2 Years	374,184	392,894	542,144	5.00	37.99
Length of Residence 3 to 5 Years	561,276	589,341	813,216	5.00	37.99
Length of Residence 6 to 10 Years	1,839,039	1,810,106	1,646,471	-1.57	-9.04

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	389,921	390,653	337,014	0.19	-13.73
White Households with Income \$25,000 to \$49,999	450,797	451,524	403,505	0.16	-10.63
White Households with Income \$50,000 to \$74,999	393,010	393,489	361,061	0.12	-8.24
White Households with Income \$75,000 to \$99,999	317,298	317,307	311,699	0.00	-1.77
White Households with Income \$100,000 to \$124,999	242,124	241,942	255,532	-0.08	5.62
White Households with Income \$125,000 to \$149,999	180,350	180,171	201,481	-0.10	11.83
White Households with Income \$150,000 to \$199,999	202,765	202,469	243,618	-0.15	20.32
White Households with Income \$200,000 and Over	291,397	290,688	409,184	-0.24	40.76

Black Households by Income

Black Households with Income Less than \$25,000	98,918	99,218	97,237	0.30	-2.00
Black Households with Income \$25,000 to \$49,999	78,531	78,663	77,573	0.17	-1.39
Black Households with Income \$50,000 to \$74,999	56,207	56,265	56,198	0.10	-0.12
Black Households with Income \$75,000 to \$99,999	38,052	38,040	40,187	-0.03	5.64
Black Households with Income \$100,000 to \$124,999	25,166	25,147	26,601	-0.08	5.78
Black Households with Income \$125,000 to \$149,999	15,324	15,315	17,591	-0.06	14.86
Black Households with Income \$150,000 to \$199,999	13,333	13,320	15,682	-0.10	17.73
Black Households with Income \$200,000 and Over	11,231	11,209	14,013	-0.20	25.02

Asian Households by Income

Asian Households with Income Less than \$25,000	133,644	128,800	104,746	-3.62	-18.68
Asian Households with Income \$25,000 to \$49,999	124,146	120,272	102,604	-3.12	-14.69
Asian Households with Income \$50,000 to \$74,999	108,590	106,087	92,939	-2.31	-12.39
Asian Households with Income \$75,000 to \$99,999	82,866	83,254	88,190	0.47	5.93
Asian Households with Income \$100,000 to \$124,999	56,323	58,197	74,547	3.33	28.09
Asian Households with Income \$125,000 to \$149,999	31,979	36,299	59,425	13.51	63.71
Asian Households with Income \$150,000 to \$199,999	44,902	45,350	49,698	1.00	9.59
Asian Households with Income \$200,000 and Over	23,304	30,362	73,454	30.29	141.93

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	3,324	3,326	2,970	0.06	-10.70
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	4,139	4,139	4,028	0.00	-2.68
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,042	5,043	4,864	0.02	-3.55
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	6,239	6,243	1,569	0.06	-74.87
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	2,975	2,971	5,971	-0.13	100.98
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,869	1,868	2,724	-0.05	45.82
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	859	863	1,925	0.47	123.06
American Indian and Alaska Native Households with Income \$200,000 and Over	445	441	1,218	-0.90	176.19

Other Race Households by Income

Other Race Households with Income Less than \$25,000	154,381	153,953	109,550	-0.28	-28.84
Other Race Households with Income \$25,000 to \$49,999	191,286	188,077	149,224	-1.68	-20.66
Other Race Households with Income \$50,000 to \$74,999	130,280	126,540	110,555	-2.87	-12.63
Other Race Households with Income \$75,000 to \$99,999	74,310	72,214	75,512	-2.82	4.57
Other Race Households with Income \$100,000 to \$124,999	42,671	41,081	47,991	-3.73	16.82
Other Race Households with Income \$125,000 to \$149,999	21,951	20,909	28,620	-4.75	36.88
Other Race Households with Income \$150,000 to \$199,999	16,344	15,975	22,290	-2.26	39.53
Other Race Households with Income \$200,000 and Over	9,155	8,834	16,264	-3.51	84.11

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	28,125	29,061	30,535	3.33	5.07
Two or More Races Households with Income \$25,000 to \$49,999	32,337	33,342	35,548	3.11	6.62
Two or More Races Households with Income \$50,000 to \$74,999	28,529	29,544	32,741	3.56	10.82

Two or More Races Households with Income \$75,000 to \$99,999	22,492	23,410	27,654	4.08	18.13
Two or More Races Households with Income \$100,000 to \$124,999	15,566	15,733	22,874	1.07	45.39
Two or More Races Households with Income \$125,000 to \$149,999	10,586	10,568	16,050	-0.17	51.87
Two or More Races Households with Income \$150,000 to \$199,999	10,247	10,788	16,114	5.28	49.37
Two or More Races Households with Income \$200,000 and Over	10,655	10,393	20,776	-2.46	99.90

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	331,637	327,032	289,686	-1.39	-11.42
Hispanic Households with Income \$25,000 to \$49,999	413,665	409,504	383,111	-1.01	-6.45
Hispanic Households with Income \$50,000 to \$74,999	293,077	292,613	292,048	-0.16	-0.19
Hispanic Households with Income \$75,000 to \$99,999	179,873	182,125	201,845	1.25	10.83
Hispanic Households with Income \$100,000 to \$124,999	105,005	107,520	129,671	2.40	20.60
Hispanic Households with Income \$125,000 to \$149,999	58,844	61,204	77,399	4.01	26.46
Hispanic Households with Income \$150,000 to \$199,999	48,573	50,737	65,826	4.46	29.74
Hispanic Households with Income \$200,000 and Over	34,324	36,423	54,779	6.12	50.40

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	261,851	260,917	214,471	-0.36	-17.80
White Non-Hispanic Households with Income \$25,000 to \$49,999	291,053	289,343	237,237	-0.59	-18.01
White Non-Hispanic Households with Income \$50,000 to \$74,999	276,377	271,896	210,751	-1.62	-22.49
White Non-Hispanic Households with Income \$75,000 to \$99,999	238,081	233,855	188,785	-1.78	-19.27
White Non-Hispanic Households with Income \$100,000 to \$124,999	192,050	191,016	174,850	-0.54	-8.46
White Non-Hispanic Households with Income \$125,000 to \$149,999	149,944	148,256	156,384	-1.13	5.48
White Non-Hispanic Households with Income \$150,000 to \$199,999	174,992	174,972	201,483	-0.01	15.15
White Non-Hispanic Households with Income \$200,000 and Over	267,129	266,521	379,446	-0.23	42.37

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+)