



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

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* shrank from 1,595,408 to 1,580,811 (-0.91 percent) in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA**. This number is expected to decrease by -2.27 percent during the next five years, totaling 1,544,917 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of -2.08 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -7.70 percent from 3,073,669 in 2012 to 2,837,033 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -7.61 percent from 1,500,257 in 2012 to 1,386,054 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by -7.78 percent from 1,573,412 in 2012 to 1,450,979 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -6.98 percent from 399,275 in 2012 to 371,422 in 2017, and decrease by -6.07 percent for boys in the same age group from 419,825 in 2012 to 394,341 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	398,773	301,106	-24.49	379,135	286,304	-24.46
Age 5 to 9 Years	419,825	394,341	-6.07	399,275	371,422	-6.98
Age 10 to 13 Years	352,143	312,001	-11.40	338,786	306,714	-9.47
Age 14 to 17 Years	402,671	443,531	10.15	383,061	421,614	10.06

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -7.54 percent and -5.67 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -20.85 percent from 172,096 in 2012 to 136,221 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -20.84 percent and decrease -20.85 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	172,096	136,221	-20.85	88,220	69,827	-20.85	83,876	66,394	-20.84
Kindergarten	160,106	148,031	-7.54	82,061	76,231	-7.10	78,045	71,800	-8.00
Grades 1 to 4	647,175	610,499	-5.67	331,706	314,386	-5.22	315,469	296,113	-6.14
Grades 5 to 8	657,537	580,935	-11.65	335,125	292,950	-12.58	322,412	287,985	-10.68
Grades 9 to 12	894,098	1,019,045	13.97	458,206	522,430	14.02	435,892	496,615	13.93

Enrollment in Private Schools

- The population enrolled in private schools decreased by -4.51 percent during the years 2010-2012; and is expected to decrease by -11.17 percent in 2017 from 286,052 in 2012 to 254,108 in 2017. While total public school enrollment increased 0.17 percent during the years 2010-2012, it will decrease by -0.19 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -7.57 percent and female preprimary enrollment by -7.88 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -20.70 percent from 37,878 in 2012 to 30,037 in 2017; while female preprimary enrollment is expected to decrease by -20.70 percent from 36,013 in 2012 to 28,560 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -7.94 percent and -7.75 percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by -0.12 percent between 2010-2012; the population of Hispanics decreased by -0.78 percent; the Asian population increased by 8.78 percent; the American Indian and Alaska Native population decreased by -7.90 percent. The Other Race population decreased by -4.39 percent; and the population of Two or More Races increased by 10.98 percent; and the White population increased by 0.76 percent during the years 2010-2012.
- While the White population represents 52.49 percent of the total population, it is expected to decrease from 6,818,606 in 2012 to 6,798,490 in 2017 (-0.30 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will decrease from 5,656,338 in 2012 to 5,531,590 in 2017 (-2.21 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to decrease from 31,855 in 2012 to 31,207 in 2017 (-2.03 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	41,524	34,849	-16.08	29,687	27,827	-6.27	31,855	31,207	-2.03	22,900	27,459	19.91	16,744	20,855	24.55
Aged 5-9	43,723	45,430	3.90	31,259	36,276	16.05	33,541	40,682	21.29	24,113	35,796	48.45	17,631	27,187	54.20
Aged 10-13	36,881	36,706	-0.47	26,368	29,310	11.16	28,293	32,670	16.18	20,340	28,922	42.19	14,872	21,966	47.70

Aged 14-17	41,942	51,326	22.37	29,885	40,884	36.68	32,175	45,962	42.85	23,130	40,442	74.85	16,913	30,715	81.61
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11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 24.95 percent, from 23,870 in 2012 to 29,826 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	26,265	26,899	2.41	57,337	95,252	66.13	3,344	3,092	-7.54	44,188	47,470	7.43	17,770	24,441	-44.69
Income \$125,000 to \$149,999	16,411	17,065	3.99	35,415	64,488	82.09	2,199	2,883	31.11	23,870	29,826	24.95	14,567	22,111	51.79
Income \$150,000 to \$199,999	14,306	15,007	4.90	38,032	55,617	46.24	1,180	2,067	75.17	18,342	24,374	32.89	14,015	23,695	69.07
Income \$200,000 and Over	11,053	11,793	6.70	28,973	68,440	136.22	486	1,483	205.14	11,666	19,156	64.20	20,543	36,081	75.64

12. The number of Hispanic households with annual incomes of at least \$100,000 per year is also forecasted to change as shown in the table below. For example, *Hispanic Households with Income \$200,000 and Over* are projected to decrease from 49,140 in 2012 to 42,555 in 2017 (-13.40 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	117,073	109,875	-6.15
Income \$125,000 to \$149,999	72,170	64,994	-9.94
Income \$150,000 to \$199,999	60,951	55,605	-8.77
Income \$200,000 and Over	49,140	42,555	-13.40

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 7.78 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 309,745 in 2012 to 278,765 in 2017 (-10.00 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	264,606	277,873	320,995	5.01	15.52
\$250,000-\$299,999	96,476	103,979	128,164	7.78	23.26
\$300,000-\$399,999	303,010	322,863	384,345	6.55	19.04
\$400,000-\$499,999	322,733	309,745	278,765	-4.02	-10.00
\$500,000-\$749,999	632,108	613,010	558,081	-3.02	-8.96
\$750,000-\$999,999	265,989	259,132	239,546	-2.58	-7.56
More than \$1,000,000	248,140	249,676	253,222	0.62	1.42

Population with Higher Education

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 4.63 percent, from 1,727,864 in 2010 to 1,807,889 in 2012. This number is expected to increase by 11.72 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 906,898 in 2010 to 943,367 in 2012 (4.02 percent), and it is forecasted this population will increase an additional 10.30 percent by the year 2017.

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](#), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the [NAIS Public Opinion Poll](#) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ [Values Added: The Lifelong Returns of an Independent School Education](#).
 - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
 - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
 - ✓ [NAIS Parent Guide](#) (information about admission and financial aid designed for parents www.nais.org/go/parents).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.
 - ✓ [Parents Views on Independent Schools under the Current Economic Situation](#).
 - ✓ [Demography and the Economy](#)
 - ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
 - ✓ [Admission Trends, Families, and the School Search](#)
 - ✓ [Enrollment Dilemmas, Part I](#) and [Part II](#)
 - ✓ [Sticky Messages](#)
 - ✓ [Net Tuition Revenue Management: The Why, When, and How, Financially Sustainable Schools – Leadership Series: No. 12](#)
 - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

^[1] The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

^[2] StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2012

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

CBSA Code: 31100

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

State Name: California

Dominant Profile: ASIAN_LANG

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	12,828,837	12,989,443	13,279,902	1.25	2.24
Households	4,233,985	4,279,674	4,457,989	1.08	4.17
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,595,408	1,580,811	1,544,917	-0.91	-2.27
Percent of Households with Children Age 0 to 17 Years	37.68	36.94	34.66	-1.96	-6.17
School Age Population					
Population Age 0 to 17 Years	3,138,867	3,073,669	2,837,033	-2.08	-7.70
Population Age 0 to 4 Years	837,484	777,908	587,410	-7.11	-24.49
Population Age 5 to 9 Years	832,459	819,100	765,763	-1.60	-6.51
Population Age 10 to 13 Years	711,232	690,929	618,714	-2.85	-10.45
Population Age 14 to 17 Years	757,692	785,732	865,146	3.70	10.11
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,605,458	1,573,412	1,450,979	-2.00	-7.78
Female Population Age 0 to 17 Years	1,533,409	1,500,257	1,386,054	-2.16	-7.61
Male School Age Population by Age					
Male Population Age 0 to 4 Years	428,597	398,773	301,106	-6.96	-24.49
Male Population Age 5 to 9 Years	425,253	419,825	394,341	-1.28	-6.07
Male Population Age 10 to 13 Years	363,638	352,143	312,001	-3.16	-11.40
Male Population Age 14 to 17 Years	387,970	402,671	443,531	3.79	10.15
Female School Age Population by Age					
Female Population Age 0 to 4 Years	408,887	379,135	286,304	-7.28	-24.48
Female Population Age 5 to 9 Years	407,206	399,275	371,422	-1.95	-6.98
Female Population Age 10 to 13 Years	347,594	338,786	306,714	-2.53	-9.47
Female Population Age 14 to 17 Years	369,722	383,061	421,614	3.61	10.06
Population in School					
Nursery or Preschool	186,621	172,096	136,221	-7.78	-20.85
Kindergarten	164,445	160,106	148,031	-2.64	-7.54
Grades 1 to 4	656,213	647,175	610,499	-1.38	-5.67
Grades 5 to 8	683,394	657,537	580,935	-3.78	-11.65
Grades 9 to 12	850,137	894,098	1,019,045	5.17	13.97
Population in School by Gender					
Male Enrolled in School	1,299,442	1,295,318	1,275,823	-0.32	-1.51
Female Enrolled in School	1,241,368	1,235,694	1,218,908	-0.46	-1.36
Male Population in School by Grade					
Male Nursery or Preschool	95,507	88,220	69,827	-7.63	-20.85
Male Kindergarten	84,005	82,061	76,231	-2.31	-7.10
Male Grades 1 to 4	335,220	331,706	314,386	-1.05	-5.22
Male Grades 5 to 8	349,405	335,125	292,950	-4.09	-12.58
Male Grades 9 to 12	435,305	458,206	522,430	5.26	14.02
Female Population in School by Grade					
Female Nursery or Preschool	91,114	83,876	66,394	-7.94	-20.84
Female Kindergarten	80,440	78,045	71,800	-2.98	-8.00
Female Grades 1 to 4	320,993	315,469	296,113	-1.72	-6.14
Female Grades 5 to 8	333,989	322,412	287,985	-3.47	-10.68
Female Grades 9 to 12	414,832	435,892	496,615	5.08	13.93
Population in School					
Education, Total Enrollment (Pop 3+)	2,540,810	2,531,012	2,494,731	-0.39	-1.43
Education, Not Enrolled in School (Pop 3+)	8,640,773	8,764,009	8,949,940	1.43	2.12
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	299,574	286,052	254,108	-4.51	-11.17
Education, Enrolled Private Preprimary (Pop 3+)	80,073	73,891	58,597	-7.72	-20.70
Education, Enrolled Private Elementary or High School (Pop 3+)	219,501	212,161	195,511	-3.34	-7.85
Education, Enrolled Public Schools (Pop 3+)	2,241,236	2,244,960	2,240,623	0.17	-0.19
Education, Enrolled Public Preprimary (Pop 3+)	106,548	98,205	77,624	-7.83	-20.96
Education, Enrolled Public Elementary or High School (Pop 3+)	2,134,688	2,146,755	2,162,999	0.57	0.76
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	153,219	146,436	129,971	-4.43	-11.24
Male Education, Enrolled Private Preprimary (Pop 3+)	40,979	37,878	30,037	-7.57	-20.70
Male Education, Enrolled Private Elementary or High School (Pop 3+)	112,240	108,558	99,935	-3.28	-7.94
Male Education, Enrolled Public Schools (Pop 3+)	1,146,223	1,148,881	1,145,852	0.23	-0.26
Male Education, Enrolled Public Preprimary (Pop 3+)	54,528	50,342	39,790	-7.68	-20.96
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,091,695	1,098,539	1,106,061	0.63	0.68
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	146,355	139,616	124,137	-4.60	-11.09
Female Education, Enrolled Private Preprimary (Pop 3+)	39,094	36,013	28,560	-7.88	-20.70
Female Education, Enrolled Private Elementary or High School (Pop 3+)	107,261	103,603	95,576	-3.41	-7.75
Female Education, Enrolled Public Schools (Pop 3+)	1,095,013	1,096,079	1,094,771	0.10	-0.12
Female Education, Enrolled Public Preprimary (Pop 3+)	52,020	47,863	37,834	-7.99	-20.95
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,042,993	1,048,216	1,056,938	0.50	0.83
Population by Race					
White Population, Alone	6,767,357	6,818,606	6,798,490	0.76	-0.30
Black Population, Alone	907,618	906,490	885,428	-0.12	-2.32
Asian Population, Alone	1,920,117	2,088,772	2,589,776	8.78	23.99

American Indian and Alaska Native Population, Alone	90,960	83,770	64,857	-7.90	-22.58
Other Race Population, Alone	2,576,273	2,463,089	2,114,527	-4.39	-14.15
Two or More Races Population	566,512	628,716	826,824	10.98	31.51
Population by Ethnicity					
Hispanic Population	5,700,862	5,656,338	5,531,590	-0.78	-2.21
White Non-Hispanic Population	4,056,818	3,936,359	3,639,871	-2.97	-7.53
Population by Race As Percent of Total Population					
Percent of White Population, Alone	52.75	52.49	51.19	-0.49	-2.48
Percent of Black Population, Alone	7.07	6.98	6.67	-1.27	-4.44
Percent of Asian Population, Alone	14.97	16.08	19.50	7.41	21.27
Percent of American Indian and Alaska Native Population, Alone	0.71	0.64	0.49	-9.86	-23.44
Percent of Other Race Population, Alone	20.08	18.96	15.92	-5.58	-16.03
Percent of Two or More Races Population, Alone	4.42	4.84	6.23	9.50	28.72
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	44.44	43.55	41.65	-2.00	-4.36
Percent of White Non-Hispanic Population	31.62	30.30	27.41	-4.17	-9.54
Educational Attainment					
Education Attainment, Bachelor's Degree (Pop 25+)	1,727,864	1,807,889	2,019,853	4.63	11.72
Education Attainment, Master's Degree (Pop 25+)	587,125	608,085	660,474	3.57	8.62
Education Attainment, Professional Degree (Pop 25+)	208,674	216,224	236,896	3.62	9.56
Education Attainment, Doctorate Degree (Pop 25+)	111,099	119,058	143,200	7.16	20.28
Household Income					
Household Income, Median (\$)	63,759	64,684	77,550	1.45	19.89
Household Income, Average (\$)	89,549	90,897	112,769	1.51	24.06
Households by Income					
Households with Income Less than \$25,000	828,921	828,089	709,143	-0.10	-14.36
Households with Income \$25,000 to \$49,999	887,918	884,514	787,449	-0.38	-10.97
Households with Income \$50,000 to \$74,999	727,060	727,356	674,708	0.04	-7.24
Households with Income \$75,000 to \$99,999	543,097	547,934	565,731	0.89	3.25
Households with Income \$100,000 to \$124,999	383,702	392,421	451,137	2.27	14.96
Households with Income \$125,000 to \$149,999	259,707	267,314	344,726	2.93	28.96
Households with Income \$150,000 to \$199,999	274,175	284,356	366,462	3.71	28.87
Households with Income \$200,000 and Over	329,405	347,690	558,633	5.55	60.67
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	43,623	41,524	34,849	-4.81	-16.08
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	43,362	43,723	45,430	0.83	3.90
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	37,047	36,881	36,706	-0.45	-0.47
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	39,467	41,942	51,326	6.27	22.37
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	31,037	29,687	27,827	-4.35	-6.27
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	30,851	31,259	36,276	1.32	16.05
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	26,359	26,368	29,310	0.03	11.16
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	28,080	29,985	40,984	6.78	36.68
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	33,035	31,855	31,207	-3.57	-2.03
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	32,837	33,541	40,682	2.14	21.29
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	28,055	28,293	32,870	0.85	16.18
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	29,888	32,175	45,962	7.65	42.85
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	23,347	22,900	27,459	-1.91	19.91
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	23,207	24,113	35,796	3.90	48.45
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	19,828	20,340	28,922	2.58	42.19
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	21,123	23,130	40,442	9.50	74.85
Families with one or more children aged 0-4 and Income \$350,000 and over	16,990	16,744	20,855	-1.45	24.55
Families with one or more children aged 5-9 and Income \$350,000 and over	16,888	17,631	27,187	4.40	54.20
Families with one or more children aged 10-13 and Income \$350,000 and over	14,428	14,872	21,966	3.08	47.70
Families with one or more children aged 14-17 and Income \$350,000 and over	15,371	16,913	30,715	10.03	81.61
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	264,606	277,873	320,995	5.01	15.52
Housing, Owner Households Valued \$250,000-\$299,999	96,476	103,979	128,164	7.78	23.26
Housing, Owner Households Valued \$300,000-\$399,999	303,010	322,863	384,345	6.55	19.04
Housing, Owner Households Valued \$400,000-\$499,999	322,733	309,745	278,765	-4.02	-10.00
Housing, Owner Households Valued \$500,000-\$749,999	632,108	613,010	558,081	-3.02	-8.96
Housing, Owner Households Valued \$750,000-\$999,999	265,989	259,132	239,546	-2.58	-7.56
Housing, Owner Households Valued More than \$1,000,000	248,140	249,676	253,222	0.62	1.42
Households by Length of Residence					
Length of Residence Less than 2 Years	519,298	572,590	739,718	10.26	29.19
Length of Residence 3 to 5 Years	778,947	858,886	1,109,577	10.26	29.19
Length of Residence 6 to 10 Years	1,592,940	1,542,422	1,412,362	-3.17	-8.43
Length of Residence More than 10 Years	1,342,800	1,305,776	1,196,332	-2.76	-8.38
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	415,042	413,415	322,362	-0.39	-22.02
White Households with Income \$25,000 to \$49,999	468,117	466,612	391,510	-0.32	-16.10
White Households with Income \$50,000 to \$74,999	401,682	400,786	349,243	-0.22	-12.86
White Households with Income \$75,000 to \$99,999	316,831	317,070	307,515	0.08	-3.01
White Households with Income \$100,000 to \$124,999	243,182	243,517	253,983	0.14	4.30
White Households with Income \$125,000 to \$149,999	173,648	174,852	208,353	0.69	19.16
White Households with Income \$150,000 to \$199,999	196,760	198,481	245,702	0.87	23.79
White Households with Income \$200,000 and Over	269,982	274,969	421,680	1.85	53.36
Black Households by Income					
Black Households with Income Less than \$25,000	105,906	103,234	106,298	-2.52	2.97
Black Households with Income \$25,000 to \$49,999	82,215	80,673	82,635	-1.88	2.43
Black Households with Income \$50,000 to \$74,999	59,899	59,354	60,411	-0.91	1.78
Black Households with Income \$75,000 to \$99,999	38,417	39,451	40,317	2.69	2.20
Black Households with Income \$100,000 to \$124,999	25,254	26,265	26,899	4.00	2.41
Black Households with Income \$125,000 to \$149,999	14,876	16,411	17,065	10.32	3.99
Black Households with Income \$150,000 to \$199,999	13,095	14,306	15,007	9.25	4.90

Black Households with Income \$200,000 and Over	9,281	11,053	11,793	19.09	6.70
Asian Households by Income					
Asian Households with Income Less than \$25,000	150,893	157,748	163,569	4.54	3.69
Asian Households with Income \$25,000 to \$49,999	137,680	144,315	156,552	4.82	8.48
Asian Households with Income \$50,000 to \$74,999	115,098	122,965	138,141	6.84	12.34
Asian Households with Income \$75,000 to \$99,999	84,657	92,527	119,963	9.30	29.65
Asian Households with Income \$100,000 to \$124,999	49,418	57,337	95,252	16.02	66.13
Asian Households with Income \$125,000 to \$149,999	29,675	35,415	64,488	19.34	82.09
Asian Households with Income \$150,000 to \$199,999	33,198	38,032	55,617	14.56	46.24
Asian Households with Income \$200,000 and Over	22,007	28,973	68,440	31.65	136.22
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	3,753	3,530	1,764	-5.94	-50.03
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	4,771	4,566	2,709	-4.30	-40.67
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,542	5,402	2,610	-2.53	-51.68
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	6,081	5,161	2,555	-15.13	-50.49
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	3,414	3,344	3,092	-2.05	-7.54
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	2,218	2,199	2,883	-0.86	31.11
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	1,195	1,180	2,067	-1.26	75.17
American Indian and Alaska Native Households with Income \$200,000 and Over	500	486	1,483	-2.80	205.14
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	130,383	126,828	89,571	-2.73	-29.38
Other Race Households with Income \$25,000 to \$49,999	170,178	162,920	124,120	-4.26	-23.82
Other Race Households with Income \$50,000 to \$74,999	121,545	114,905	96,035	-5.46	-16.42
Other Race Households with Income \$75,000 to \$99,999	77,476	72,812	69,180	-6.02	-4.99
Other Race Households with Income \$100,000 to \$124,999	46,852	44,188	47,470	-5.69	7.43
Other Race Households with Income \$125,000 to \$149,999	26,066	23,870	29,826	-8.42	24.95
Other Race Households with Income \$150,000 to \$199,999	19,486	18,342	24,374	-5.87	32.89
Other Race Households with Income \$200,000 and Over	12,526	11,666	19,156	-6.87	64.20
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	22,944	23,334	25,579	1.70	9.62
Two or More Races Households with Income \$25,000 to \$49,999	24,957	25,428	29,923	1.89	17.68
Two or More Races Households with Income \$50,000 to \$74,999	23,294	23,944	28,268	2.79	18.06
Two or More Races Households with Income \$75,000 to \$99,999	19,635	20,913	26,201	6.51	25.29
Two or More Races Households with Income \$100,000 to \$124,999	15,582	17,770	24,441	14.04	37.54
Two or More Races Households with Income \$125,000 to \$149,999	13,224	14,567	22,111	10.16	51.79
Two or More Races Households with Income \$150,000 to \$199,999	10,441	14,015	23,695	34.23	69.07
Two or More Races Households with Income \$200,000 and Over	15,109	20,543	36,081	35.97	75.64
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	312,332	267,359	273,276	-14.40	2.21
Hispanic Households with Income \$25,000 to \$49,999	390,005	355,428	360,195	-8.87	1.34
Hispanic Households with Income \$50,000 to \$74,999	275,686	267,307	268,977	-3.04	0.62
Hispanic Households with Income \$75,000 to \$99,999	168,999	183,974	179,208	8.86	-2.59
Hispanic Households with Income \$100,000 to \$124,999	99,862	117,073	109,875	17.23	-6.15
Hispanic Households with Income \$125,000 to \$149,999	55,183	72,170	64,994	30.78	-9.94
Hispanic Households with Income \$150,000 to \$199,999	46,435	60,951	55,605	31.26	-8.77
Hispanic Households with Income \$200,000 and Over	31,566	49,140	42,555	55.67	-13.40
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	274,489	261,379	189,612	-4.78	-27.46
White Non-Hispanic Households with Income \$25,000 to \$49,999	295,646	282,471	217,998	-4.46	-22.82
White Non-Hispanic Households with Income \$50,000 to \$74,999	277,749	264,987	206,511	-4.59	-22.07
White Non-Hispanic Households with Income \$75,000 to \$99,999	233,165	224,793	195,419	-3.59	-13.07
White Non-Hispanic Households with Income \$100,000 to \$124,999	189,149	183,913	173,122	-2.77	-5.87
White Non-Hispanic Households with Income \$125,000 to \$149,999	137,310	136,696	152,396	-0.45	11.49
White Non-Hispanic Households with Income \$150,000 to \$199,999	164,762	164,289	187,928	-0.29	14.39
White Non-Hispanic Households with Income \$200,000 and Over	235,957	243,561	362,012	3.22	48.63

Footnotes:

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

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

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

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

All estimates are as of 1/1/2012 unless otherwise stated.

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EASI Dominant Profiles

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

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