



The NAIS Demographic Center

2011 Local Area Reports

CBSA : New York-Northern New Jersey-Long Island, NY-NJ-PA

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 2,383,472 to 2,359,870 (-0.99 percent) in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA**. This number is expected to decrease by -4.51 percent during the next five years, totaling 2,253,533 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.35 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -2.32 percent from 4,296,360 in 2011 to 4,196,826 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -1.98 percent from 2,098,935 in 2011 to 2,057,274 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -2.63 percent from 2,197,425 in 2011 to 2,139,552 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -1.44 percent from 550,952 in 2011 to 543,009 in 2016, and decrease by -3.26 percent for boys in the same age group from 576,867 in 2011 to 558,054 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	600,627	584,346	-2.71	569,611	561,027	-1.51
Age 5 to 9 Years	576,867	558,054	-3.26	550,952	543,009	-1.44
Age 10 to 13 Years	497,525	485,066	-2.50	477,691	459,018	-3.91
Age 14 to 17 Years	522,406	512,086	-1.98	500,681	494,220	-1.29

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 2.15 percent and -0.99 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by -0.45 percent from 345,362 in 2011 to 343,813 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 0.18 percent and decrease -1.04 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	345,362	343,813	-0.45	177,258	175,406	-1.04	168,104	168,407	0.18
Kindergarten	239,794	244,938	2.15	122,652	124,142	1.21	117,142	120,796	3.12
Grades 1 to 4	937,512	928,210	-0.99	479,527	470,447	-1.89	457,985	457,763	-0.05
Grades 5 to 8	978,992	943,165	-3.66	499,451	484,594	-2.97	479,541	458,571	-4.37
Grades 9 to 12	1,054,471	992,153	-5.91	538,431	504,884	-6.23	516,040	487,269	-5.58

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.38** percent during the years 2010-2011; and is expected to decrease by **-0.95** percent in 2016 from 697,740 in 2011 to 691,092 in 2016. While total public school enrollment decreased **-0.66** percent during the years 2010-2011, it will decrease by **-3.40** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-0.42** percent and female preprimary enrollment by **-0.21** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-0.56** percent from 94,715 in 2011 to 94,183 in 2016; while female preprimary enrollment is expected to increase by 0.67 percent from 89,824 in 2011 to 90,424 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-1.56** percent and **-1.05** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.40 percent between 2010-2011; the population of Hispanics increased by 502.33 percent; the Asian population increased by 0.79 percent; the American Indian and Alaska Native population increased by 0.62 percent. The Other Race population decreased by **-2.25** percent; and the population of Two or More Races decreased by **-65.28** percent; and the White population increased by 0.20 percent during the years 2010-2011.
- While the White population represents 59.19 percent of the total population, it is expected to increase from 11,200,548 in 2011 to 11,378,501 in 2016 (1.59 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 4,384,651 in 2011 to 4,789,483 in 2016 (9.23 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 63,743 in 2011 to 68,720 in 2016 (7.81 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	70,413	66,584	-5.44	54,500	56,171	3.07	63,743	68,720	7.81	55,703	77,599	39.31	31,349	41,769	33.24
Aged 5-9	67,860	64,008	-5.68	52,525	53,998	2.80	61,433	66,061	7.53	53,684	74,597	38.96	30,213	40,154	32.90
Aged 10-13	58,678	54,882	-6.47	45,418	46,299	1.94	53,120	56,643	6.63	46,420	63,961	37.79	26,125	34,429	31.79
Aged	61,559	58,499	-4.97	47,647	49,351	3.58	55,728	60,376	8.34	48,698	68,177	40.00	27,407	36,698	33.90

14-17

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 27.77 percent, from 17,124 in 2011 to 21,879 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2011	2016	% Growth (2011- 2016)	2011	2016	% Growth (2011- 2016)	2011	2016	% Growth (2011- 2016)	2011	2016	% Growth (2011- 2016)	2011	2016	% Growth (2011- 2016)
Income \$100,000 to \$124,999	89,563	97,708	9.09	58,304	75,656	29.76	3,292	8,035	144.08	31,419	36,490	16.14	17,501	23,329	-25.75
Income \$125,000 to \$149,999	55,057	63,617	15.55	38,320	60,765	58.57	2,200	3,187	44.86	17,124	21,879	27.77	12,680	16,229	27.99
Income \$150,000 to \$199,999	47,334	56,934	20.28	57,222	54,460	-4.83	1,261	2,343	85.80	14,399	18,091	25.64	11,960	16,747	40.03
Income \$200,000 and Over	34,220	45,697	33.54	39,650	100,234	152.80	533	1,719	222.51	8,162	14,938	83.02	10,642	20,809	95.54

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 35,014 in 2011 to 55,514 in 2016 (58.55 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	89,862	113,924	26.78
Income \$125,000 to \$149,999	52,680	67,591	28.30
Income \$150,000 to \$199,999	47,883	63,697	33.03
Income \$200,000 and Over	35,014	55,514	58.55

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 0.79 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 708,493 in 2011 to 691,986 in 2016 (-2.33 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	578,918	565,146	475,733	-2.38	-15.82
\$250,000-\$299,999	208,774	210,430	226,251	0.79	7.52
\$300,000-\$399,999	722,158	717,627	699,900	-0.63	-2.47
\$400,000-\$499,999	712,666	708,493	691,986	-0.59	-2.33
\$500,000-\$749,999	920,071	923,582	964,815	0.38	4.46
\$750,000-\$999,999	297,686	297,401	301,785	-0.10	1.47
More than \$1,000,000	254,374	255,771	275,119	0.55	7.56

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA** increased 0.71 percent, from 2,694,862 in 2010 to 2,713,916 in 2011. This number is expected to increase by 5.91 percent

through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 1,853,274 in 2010 to 1,866,989 in 2011 (0.74 percent), and it is forecasted this population will increase an additional 6.64 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA** 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: New York-Northern New Jersey-Long Island, NY-NJ-PA

CBSA Code: 35620

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

State Name: New York

Dominant Profile: NO_CAR

					% Growth (2010-2011)	% Growth Forecast (2011-2016)
Description		2010	2011	2016		
Total Population and Households						
Population		18,897,109	18,921,577	19,221,262	0.13	1.58
Households		6,918,950	6,911,404	7,045,999	-0.11	1.95
Households with School Age Population						
Households with Children Age 0 to 17 Years		2,383,472	2,359,870	2,253,533	-0.99	-4.51
Percent of Households with Children Age 0 to 17 Years		34.45	34.14	31.98	-0.90	-6.33
School Age Population						
Population Age 0 to 17 Years		4,311,500	4,296,360	4,196,826	-0.35	-2.32
Population Age 0 to 4 Years		1,174,206	1,170,238	1,145,373	-0.34	-2.12
Population Age 5 to 9 Years		1,132,606	1,127,819	1,101,063	-0.42	-2.37
Population Age 10 to 13 Years		978,703	975,216	944,085	-0.36	-3.19
Population Age 14 to 17 Years		1,025,985	1,023,087	1,006,305	-0.28	-1.64
School Age Population by Gender						
Male Population Age 0 to 17 Years		2,206,521	2,197,425	2,139,552	-0.41	-2.63
Female Population Age 0 to 17 Years		2,104,979	2,098,935	2,057,274	-0.29	-1.98
Male School Age Population by Age						
Male Population Age 0 to 4 Years		603,296	600,627	584,346	-0.44	-2.71
Male Population Age 5 to 9 Years		580,044	576,867	558,054	-0.55	-3.26
Male Population Age 10 to 13 Years		499,179	497,525	485,066	-0.33	-2.50
Male Population Age 14 to 17 Years		524,002	522,406	512,086	-0.30	-1.98
Female School Age Population by Age						
Female Population Age 0 to 4 Years		570,910	569,611	561,027	-0.23	-1.51
Female Population Age 5 to 9 Years		552,562	550,952	543,009	-0.29	-1.44
Female Population Age 10 to 13 Years		479,524	477,691	459,018	-0.38	-3.91
Female Population Age 14 to 17 Years		501,983	500,681	494,220	-0.26	-1.29
Population in School						
Nursery or Preschool		346,726	345,362	343,813	-0.39	-0.45
Kindergarten		239,754	239,794	244,938	0.02	2.15
Grades 1 to 4		940,273	937,512	928,210	-0.29	-0.99
Grades 5 to 8		985,975	978,992	943,165	-0.71	-3.66
Grades 9 to 12		1,065,105	1,054,471	992,153	-1.00	-5.91
Population in School by Gender						
Male Enrolled in School		1,829,344	1,817,319	1,759,473	-0.66	-3.18
Female Enrolled in School		1,748,489	1,738,812	1,692,806	-0.55	-2.65
Male Population in School by Grade						
Male Nursery or Preschool		178,145	177,258	175,406	-0.50	-1.04
Male Kindergarten		122,786	122,652	124,142	-0.11	1.21
Male Grades 1 to 4		481,544	479,527	470,447	-0.42	-1.89
Male Grades 5 to 8		502,888	499,451	484,594	-0.68	-2.97
Male Grades 9 to 12		543,982	538,431	504,884	-1.02	-6.23

Female Population in School by Grade

Female Nursery or Preschool	168,581	168,104	168,407	-0.28	0.18
Female Kindergarten	116,968	117,142	120,796	0.15	3.12
Female Grades 1 to 4	458,729	457,985	457,763	-0.16	-0.05
Female Grades 5 to 8	483,087	479,541	458,571	-0.73	-4.37
Female Grades 9 to 12	521,123	516,040	487,269	-0.98	-5.58

Population in School

Education, Total Enrollment (Pop 3+)	3,577,833	3,556,131	3,452,279	-0.61	-2.92
Education, Not Enrolled in School (Pop 3+)	13,263,741	13,309,045	13,676,532	0.34	2.76

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	700,421	697,740	691,092	-0.38	-0.95
Education, Enrolled Private Preprimary (Pop 3+)	185,127	184,539	184,607	-0.32	0.04
Education, Enrolled Private Elementary or High School (Pop 3+)	515,294	513,201	506,485	-0.41	-1.31
Education, Enrolled Public Schools (Pop 3+)	2,877,412	2,858,391	2,761,187	-0.66	-3.40
Education, Enrolled Public Preprimary (Pop 3+)	161,599	160,823	159,206	-0.48	-1.01
Education, Enrolled Public Elementary or High School (Pop 3+)	2,715,813	2,697,568	2,601,981	-0.67	-3.54

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

Male Education, Enrolled Private Schools (Pop 3+)	358,465	356,868	352,244	-0.45	-1.30
Male Education, Enrolled Private Preprimary (Pop 3+)	95,117	94,715	94,183	-0.42	-0.56
Male Education, Enrolled Private Elementary or High School (Pop 3+)	263,348	262,153	258,062	-0.45	-1.56
Male Education, Enrolled Public Schools (Pop 3+)	1,470,879	1,460,451	1,407,229	-0.71	-3.64
Male Education, Enrolled Public Preprimary (Pop 3+)	83,028	82,543	81,224	-0.58	-1.60
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,387,851	1,377,908	1,326,005	-0.72	-3.77

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	341,956	340,872	338,848	-0.32	-0.59
Female Education, Enrolled Private Preprimary (Pop 3+)	90,010	89,824	90,424	-0.21	0.67
Female Education, Enrolled Private Elementary or High School (Pop 3+)	251,946	251,048	248,423	-0.36	-1.05
Female Education, Enrolled Public Schools (Pop 3+)	1,406,533	1,397,940	1,353,958	-0.61	-3.15
Female Education, Enrolled Public Preprimary (Pop 3+)	78,571	78,280	77,982	-0.37	-0.38
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,327,962	1,319,660	1,275,976	-0.63	-3.31

Population by Race

White Population, Alone	11,177,664	11,200,548	11,378,501	0.20	1.59
Black Population, Alone	3,362,616	3,375,918	3,486,819	0.40	3.29
Asian Population, Alone	1,886,849	1,901,715	2,031,474	0.79	6.82
American Indian and Alaska Native Population, Alone	92,632	93,202	99,913	0.62	7.20
Other Race Population, Alone	1,764,644	1,724,862	1,496,610	-2.25	-13.23
Two or More Races Population	612,704	625,332	727,945	2.06	16.41

Population by Ethnicity

Hispanic Population	4,327,560	4,384,651	4,789,483	1.32	9.23
White Non-Hispanic Population	9,273,176	9,240,705	9,108,912	-0.35	-1.43

Population by Race As Percent of Total Population

Percent of White Population, Alone	59.15	59.19	59.20	0.07	0.02
Percent of Black Population, Alone	17.79	17.84	18.14	0.28	1.68
Percent of Asian Population, Alone	9.98	10.05	10.57	0.70	5.17
Percent of American Indian and Alaska Native Population, Alone	0.49	0.49	0.52	0.00	6.12
Percent of Other Race Population, Alone	9.34	9.12	7.79	-2.36	-14.58
Percent of Two or More Races Population, Alone	3.24	3.30	3.79	1.85	14.85

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	22.90	23.17	24.92	1.18	7.55
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Percent of White Non-Hispanic Population 49.07 48.84 47.39

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	2,694,862	2,713,916	2,874,298	0.71	5.91
Education Attainment, Master's Degree (Pop 25+)	1,289,897	1,303,359	1,417,389	1.04	8.75
Education Attainment, Professional Degree (Pop 25+)	391,646	391,389	394,496	-0.07	0.79
Education Attainment, Doctorate Degree (Pop 25+)	171,731	172,241	179,151	0.30	4.01

Household Income

Household Income, Median (\$)	70,526	70,779	82,756	0.36	16.92
Household Income, Average (\$)	92,378	92,661	111,912	0.31	20.78

Households by Income

Households with Income Less than \$25,000	1,328,381	1,322,940	1,168,218	-0.41	-11.70
Households with Income \$25,000 to \$49,999	1,254,674	1,249,275	1,128,276	-0.43	-9.69
Households with Income \$50,000 to \$74,999	1,067,453	1,062,965	969,064	-0.42	-8.83
Households with Income \$75,000 to \$99,999	864,980	863,232	829,838	-0.20	-3.87
Households with Income \$100,000 to \$124,999	655,351	655,549	695,094	0.03	6.03
Households with Income \$125,000 to \$149,999	478,394	481,475	548,232	0.64	13.87
Households with Income \$150,000 to \$199,999	545,127	544,206	637,454	-0.17	17.13
Households with Income \$200,000 and Over	724,590	731,762	1,069,823	0.99	46.20

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	70,918	70,413	66,584	-0.71	-5.44
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	68,406	67,860	64,008	-0.80	-5.68
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	59,111	58,678	54,882	-0.73	-6.47
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	61,966	61,559	58,499	-0.66	-4.97
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	54,586	54,500	56,171	-0.16	3.07
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	52,652	52,525	53,998	-0.24	2.80
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	45,498	45,418	46,299	-0.18	1.94
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	47,696	47,647	49,351	-0.10	3.58
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	64,272	63,743	68,720	-0.82	7.81
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	61,995	61,433	66,061	-0.91	7.53
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	53,571	53,120	56,643	-0.84	6.63
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	56,159	55,728	60,376	-0.77	8.34
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	55,798	55,703	77,599	-0.17	39.31
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	53,821	53,684	74,597	-0.25	38.96
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	46,508	46,420	63,961	-0.19	37.79
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	48,754	48,698	68,177	-0.11	40.00
Families with one or more children aged 0-4 and Income \$350,000 and over	31,112	31,349	41,769	0.76	33.24
Families with one or more children aged 5-9 and Income \$350,000 and over	30,010	30,213	40,154	0.68	32.90
Families with one or more children aged 10-13 and Income \$350,000 and over	25,932	26,125	34,429	0.74	31.79
Families with one or more children aged 14-17 and Income \$350,000 and over	27,185	27,407	36,698	0.82	33.90

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	578,918	565,146	475,733	-2.38	-15.82
Housing, Owner Households Valued \$250,000-\$299,999	208,774	210,430	226,251	0.79	7.52
Housing, Owner Households Valued \$300,000-\$399,999	722,158	717,627	699,900	-0.63	-2.47
Housing, Owner Households Valued \$400,000-\$499,999	712,666	708,493	691,986	-0.59	-2.33
Housing, Owner Households Valued \$500,000-\$749,999	920,071	923,582	964,815	0.38	4.46
Housing, Owner Households Valued \$750,000-\$999,999	297,686	297,401	301,785	-0.10	1.47
Housing, Owner Households Valued More than \$1,000,000	254,374	255,771	275,119	0.55	7.56

Households by Length of Residence

Length of Residence Less than 2 Years	513,115	540,176	764,055	5.27	41.45
Length of Residence 3 to 5 Years	769,672	810,264	1,146,083	5.27	41.45
Length of Residence 6 to 10 Years	2,739,724	2,704,723	2,518,224	-1.28	-6.90

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	652,389	652,562	566,912	0.03	-13.13
White Households with Income \$25,000 to \$49,999	678,337	678,360	602,740	0.00	-11.15
White Households with Income \$50,000 to \$74,999	634,568	634,104	564,645	-0.07	-10.95
White Households with Income \$75,000 to \$99,999	551,719	551,452	518,092	-0.05	-6.05
White Households with Income \$100,000 to \$124,999	455,712	455,470	453,876	-0.05	-0.35
White Households with Income \$125,000 to \$149,999	356,268	356,094	382,555	-0.05	7.43
White Households with Income \$150,000 to \$199,999	412,355	412,030	488,879	-0.08	18.65
White Households with Income \$200,000 and Over	639,780	638,555	886,426	-0.19	38.82

Black Households by Income

Black Households with Income Less than \$25,000	334,877	335,143	328,196	0.08	-2.07
Black Households with Income \$25,000 to \$49,999	277,213	277,345	272,106	0.05	-1.89
Black Households with Income \$50,000 to \$74,999	200,129	200,167	202,007	0.02	0.92
Black Households with Income \$75,000 to \$99,999	138,087	138,081	145,537	-0.00	5.40
Black Households with Income \$100,000 to \$124,999	89,582	89,563	97,708	-0.02	9.09
Black Households with Income \$125,000 to \$149,999	55,066	55,057	63,617	-0.02	15.55
Black Households with Income \$150,000 to \$199,999	47,310	47,334	56,934	0.05	20.28
Black Households with Income \$200,000 and Over	34,220	34,220	45,697	0.00	33.54

Asian Households by Income

Asian Households with Income Less than \$25,000	118,552	114,205	92,260	-3.67	-19.22
Asian Households with Income \$25,000 to \$49,999	113,432	110,032	94,669	-3.00	-13.96
Asian Households with Income \$50,000 to \$74,999	98,389	96,369	83,766	-2.05	-13.08
Asian Households with Income \$75,000 to \$99,999	81,690	81,412	81,782	-0.34	0.45
Asian Households with Income \$100,000 to \$124,999	56,870	58,304	75,656	2.52	29.76
Asian Households with Income \$125,000 to \$149,999	34,228	38,320	60,765	11.96	58.57
Asian Households with Income \$150,000 to \$199,999	57,938	57,222	54,460	-1.24	-4.83
Asian Households with Income \$200,000 and Over	30,676	39,650	100,234	29.25	152.80

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	3,946	3,973	4,043	0.68	1.76
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	4,168	4,163	4,285	-0.12	2.93
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,972	5,979	5,212	0.12	-12.83
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	8,999	9,070	3,929	0.79	-56.68
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	3,294	3,292	8,035	-0.06	144.08
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	2,203	2,200	3,187	-0.14	44.86
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	1,262	1,261	2,343	-0.08	85.80
American Indian and Alaska Native Households with Income \$200,000 and Over	534	533	1,719	-0.19	222.51

Other Race Households by Income

Other Race Households with Income Less than \$25,000	175,399	172,719	130,388	-1.53	-24.51
Other Race Households with Income \$25,000 to \$49,999	142,617	139,741	113,187	-2.02	-19.00
Other Race Households with Income \$50,000 to \$74,999	95,231	92,603	78,732	-2.76	-14.98
Other Race Households with Income \$75,000 to \$99,999	58,436	56,644	53,344	-3.07	-5.83
Other Race Households with Income \$100,000 to \$124,999	32,414	31,419	36,490	-3.07	16.14
Other Race Households with Income \$125,000 to \$149,999	17,860	17,124	21,879	-4.12	27.77
Other Race Households with Income \$150,000 to \$199,999	14,630	14,399	18,091	-1.58	25.64
Other Race Households with Income \$200,000 and Over	8,521	8,162	14,938	-4.21	83.02

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	43,218	44,338	46,419	2.59	4.69
Two or More Races Households with Income \$25,000 to \$49,999	38,907	39,634	41,289	1.87	4.18
Two or More Races Households with Income \$50,000 to \$74,999	33,164	33,743	34,702	1.75	2.84

Two or More Races Households with Income \$75,000 to \$99,999	26,049	26,573	27,154	2.01	2.19
Two or More Races Households with Income \$100,000 to \$124,999	17,479	17,501	23,329	0.13	33.30
Two or More Races Households with Income \$125,000 to \$149,999	12,769	12,680	16,229	-0.70	27.99
Two or More Races Households with Income \$150,000 to \$199,999	11,632	11,960	16,747	2.82	40.03
Two or More Races Households with Income \$200,000 and Over	10,859	10,642	20,809	-2.00	95.54

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	409,369	407,020	388,021	-0.57	-4.67
Hispanic Households with Income \$25,000 to \$49,999	331,847	331,667	331,420	-0.05	-0.07
Hispanic Households with Income \$50,000 to \$74,999	233,294	235,203	244,844	0.82	4.10
Hispanic Households with Income \$75,000 to \$99,999	147,805	150,946	173,125	2.13	14.69
Hispanic Households with Income \$100,000 to \$124,999	86,863	89,862	113,924	3.45	26.78
Hispanic Households with Income \$125,000 to \$149,999	50,426	52,680	67,591	4.47	28.30
Hispanic Households with Income \$150,000 to \$199,999	45,890	47,883	63,697	4.34	33.03
Hispanic Households with Income \$200,000 and Over	33,050	35,014	55,514	5.94	58.55

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	513,817	509,428	403,778	-0.85	-20.74
White Non-Hispanic Households with Income \$25,000 to \$49,999	568,564	566,719	477,677	-0.32	-15.71
White Non-Hispanic Households with Income \$50,000 to \$74,999	550,232	547,547	464,742	-0.49	-15.12
White Non-Hispanic Households with Income \$75,000 to \$99,999	490,904	486,883	429,630	-0.82	-11.76
White Non-Hispanic Households with Income \$100,000 to \$124,999	413,496	412,523	390,951	-0.24	-5.23
White Non-Hispanic Households with Income \$125,000 to \$149,999	326,996	326,723	347,746	-0.08	6.43
White Non-Hispanic Households with Income \$150,000 to \$199,999	383,767	385,468	459,779	0.44	19.28
White Non-Hispanic Households with Income \$200,000 and Over	610,387	610,762	851,315	0.06	39.39

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+)