The NAIS Demographic Center
2012 Local Area Reports

CBSA : Phoenix-Mesa-Glendale, AZ

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

1. During 2010-2012, the number of households with children *Age 0 to 17 Years* shrank from 542,088 to 538,484 (-0.66 percent) in the CBSA of **Phoenix-Mesa-Glendale, AZ**. This number is expected to decrease by -2.54 percent during the next five years, totaling 524,821 in 2017.

2. The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 0.49 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.56 percent from 1,112,953 in 2012 to 1,141,493 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 4.15 percent from 547,206 in 2012 to 569,923 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 1.03 percent from 565,747 in 2012 to 571,570 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 8.69 percent from 156,234 in 2012 to 169,804 in 2017, and decrease by -0.94 percent for boys in the same age group from 158,992 in 2012 to 157,497 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	153,882	140,991	-8.38	147,575	131,837	-10.66
Age 5 to 9 Years	158,992	157,497	-0.94	156,234	169,804	8.69
Age 10 to 13 Years	125,841	131,540	4.53	121,196	126,494	4.37
Age 14 to 17 Years	127,032	141,542	11.42	122,201	141,788	16.03

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 2.61 percent and -1.22 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -10.73 percent from 49,413 in 2012 to 44,112 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -11.88 percent and decrease -9.62 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	49,413	44,112	-10.73	25,223	22,796	-9.62	24,190	21,316	-11.88
Kindergarten	62,190	63,814	2.61	31,367	30,707	-2.10	30,823	33,107	7.41
Grades 1 to 4	230,644	227,821	-1.22	116,331	109,627	-5.76	114,313	118,194	3.40
Grades 5 to 8	234,399	242,746	3.56	119,403	123,747	3.64	114,996	118,999	3.48
Grades 9 to 12	265,823	335,081	26.05	135,488	167,395	23.55	130,335	167,686	28.66

Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.33 percent during the years 2010-2012; and is expected to increase by 6.50 percent in 2017 from 77,022 in 2012 to 82,029 in 2017. While total public school enrollment increased 2.32 percent during the years 2010-2012, it will increase by 8.64 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -4.37 percent and female preprimary enrollment by -4.34 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -6.68 percent from 11,799 in 2012 to 11,011 in 2017; while female preprimary enrollment is expected to decrease by -9.01 percent from 11,316 in 2012 to 10,296 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 9.55 percent and 15.83 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 11.89 percent between 2010-2012; the population of Hispanics decreased by -9.17 percent; the Asian population increased by 10.97 percent; the American Indian and Alaska Native population increased by 0.23 percent. The Other Race population decreased by -6.47 percent; and the population of Two or More Races increased by 7.96 percent; and the White population increased by 2.72 percent during the years 2010-2012.

9. While the White population represents 73.16 percent of the total population, it is expected to increase from 3,142,035 in 2012 to 3,418,852 in 2017 (8.81 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will decrease from 1,122,407 in 2012 to 853,106 in 2017 (-23.99 percent).

Numbers of Affluent Families

10. 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 increase from 9,875 in 2012 to 12,210 in 2017 (23.65 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	16,919	16,071	-5.01	10,835	12,348	13.96	9,875	12,210	23.65	5,764	8,252	43.16	4,242	6,336	49.36
Aged 5-9	17,692	19,279	8.97	11,330	14,813	30.74	10,326	14,648	41.86	6,027	9,900	64.26	4,436	7,601	71.35
Aged 10-13	13,865	15,199	9.62	8,879	11,678	31.52	8,092	11,548	42.71	4,723	7,805	65.26	3,476	5,992	72.38

| **Aged 14-17** | 13,988 | 16,689 | 19.31 | 8,958 | 12,823 | 43.15 | 8,164 | 12,680 | 55.32 | 4,765 | 8,570 | 79.85 | 3,507 | 6,579 | 87.60 |

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 37.18 percent, from 4,201 in 2012 to 5,763 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	5,875	8,007	36.29	4,547	9,390	106.51	1,976	3,830	93.83	9,227	9,766	5.84	4,517	6,042	-34.52
Income $125,000 to $149,999	3,375	4,941	46.40	2,603	5,618	115.83	1,202	2,016	67.72	4,201	5,763	37.18	3,293	5,640	71.27
Income $150,000 to $199,999	2,489	3,964	59.26	3,002	4,041	34.61	848	1,463	72.52	3,118	3,874	24.25	2,661	5,124	92.56
Income $200,000 and Over	1,771	2,741	54.77	1,096	4,366	298.36	440	1,314	198.64	1,763	2,949	67.27	3,548	6,694	88.67

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 6,960 in 2012 to 4,868 in 2017 (-30.06 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	21,648	15,755	-27.22
Income $125,000 to $149,999	12,445	9,102	-26.86
Income $150,000 to $199,999	9,754	6,995	-28.29
Income $200,000 and Over	6,960	4,868	-30.06

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 3.62 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 69,084 in 2012 to 62,318 in 2017 (-9.79 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	554,928	558,665	571,422	0.67	2.28
$250,000-$299,999	111,486	115,517	127,533	3.62	10.40
$300,000-$399,999	138,560	136,476	129,686	-1.50	-4.98
$400,000-$499,999	71,503	69,084	62,318	-3.38	-9.79
$500,000-$749,999	76,798	75,391	71,708	-1.83	-4.89
$750,000-$999,999	26,565	26,113	24,839	-1.70	-4.88
More than $1,000,000	26,109	27,091	29,787	3.76	9.95

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Phoenix-Mesa-Glendale, AZ** increased 5.53 percent, from 507,287 in 2010 to 535,334 in 2012. This number is expected to increase by 16.75 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 276,636 in 2010 to 292,430 in 2012 (5.71 percent), and it is forecasted this population will increase an additional 18.30 percent by the year 2017.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Phoenix-Mesa-Glendale, AZ** 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* (Indpendent 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*

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[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: Phoenix-Mesa-Glendale, AZ
CBSA Code: 38060
CBSA Type (1=Metro, 2=Micro): 1
State Name: Arizona
Dominant Profile: NEW_HOMES

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	4,192,887	4,294,458	4,670,014	2.42	8.75
Households	1,537,173	1,572,182	1,687,206	2.28	7.32
Households with School Age Population					
Households with Children Age 0 to 17 Years	542,088	538,484	524,821	-0.66	-2.54
Percent of Households with Children Age 0 to 17 Years	35.27	34.25	31.11	-2.89	-9.17
School Age Population					
Population Age 0 to 17 Years	1,107,561	1,112,953	1,141,493	0.49	2.56
Population Age 0 to 4 Years	312,952	301,457	272,828	-3.67	-9.50
Population Age 5 to 9 Years	311,730	315,226	327,301	1.12	3.83
Population Age 10 to 13 Years	242,882	247,037	258,034	1.71	4.45
Population Age 14 to 17 Years	239,997	249,233	283,330	3.85	13.68
School Age Population by Gender					
Male Population Age 0 to 17 Years	565,841	565,747	571,570	-0.02	1.03
Female Population Age 0 to 17 Years	541,720	547,206	569,923	1.01	4.15
Male School Age Population by Age					
Male Population Age 0 to 4 Years	159,759	153,882	140,991	-3.68	-8.38
Male Population Age 5 to 9 Years	159,160	158,992	157,497	-0.11	-0.94
Male Population Age 10 to 13 Years	123,802	125,841	131,540	1.65	4.53
Male Population Age 14 to 17 Years	123,120	127,032	141,542	3.18	11.42
Female School Age Population by Age					
Female Population Age 0 to 4 Years	153,193	147,575	131,837	-3.67	-10.66
Female Population Age 5 to 9 Years	152,570	156,234	169,804	2.40	8.69
Female Population Age 10 to 13 Years	119,079	121,196	126,494	1.78	4.37
Female Population Age 14 to 17 Years	116,878	122,201	141,788	4.55	16.03
Population in School					
Nursery or Preschool	52,152	49,413	44,112	-5.25	-10.73
Kindergarten	61,908	62,190	63,814	0.46	2.61
Grades 1 to 4	232,585	230,644	227,821	-0.83	-1.22
Grades 5 to 8	232,140	234,399	242,746	0.97	3.56
Grades 9 to 12	246,094	265,823	335,081	8.02	26.05
Population in School by Gender					
Male Enrolled in School	421,557	427,812	454,272	1.48	6.18
Female Enrolled in School	403,322	414,657	459,302	2.81	10.77
Male Population in School by Grade					
Male Nursery or Preschool	26,623	25,223	22,796	-5.26	-9.62
Male Kindergarten	31,608	31,367	30,707	-0.76	-2.10
Male Grades 1 to 4	118,751	116,331	109,627	-2.04	-5.76
Male Grades 5 to 8	118,327	119,403	123,747	0.91	3.64
Male Grades 9 to 12	126,247	135,488	167,395	7.32	23.55
Female Population in School by Grade					
Female Nursery or Preschool	25,529	24,190	21,316	-5.25	-11.88
Female Kindergarten	30,300	30,823	33,107	1.73	7.41
Female Grades 1 to 4	113,834	114,313	118,194	0.42	3.40
Female Grades 5 to 8	113,813	114,996	118,999	1.04	3.48
Female Grades 9 to 12	119,847	130,335	167,686	8.75	28.66
Population in School					
Education, Total Enrollment (Pop 3+)	824,879	842,469	913,574	2.13	8.44
Education, Not Enrolled in School (Pop 3+)	2,878,393	2,943,566	3,173,658	2.26	7.82
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	76,770	77,022	82,029	0.33	6.50
Education, Enrolled Private Preprimary (Pop 3+)	24,168	23,115	21,307	-4.36	-7.82
Education, Enrolled Private Elementary or High School (Pop 3+)	52,602	53,907	60,722	2.48	12.64
Education, Enrolled Public Schools (Pop 3+)	748,109	765,447	831,545	2.32	8.64
Education, Enrolled Public Preprimary (Pop 3+)	27,984	26,298	22,805	-6.02	-13.28
Education, Enrolled Public Elementary or High School (Pop 3+)	720,125	739,149	808,740	2.64	9.42
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	39,219	39,144	40,965	-0.19	4.65
Male Education, Enrolled Private Preprimary (Pop 3+)	12,338	11,799	11,011	-4.37	-6.68
Male Education, Enrolled Private Elementary or High School (Pop 3+)	26,882	27,344	29,954	1.72	9.55
Male Education, Enrolled Public Schools (Pop 3+)	382,337	388,669	413,307	1.66	6.34
Male Education, Enrolled Public Preprimary (Pop 3+)	14,286	13,424	11,785	-6.03	-12.21
Male Education, Enrolled Public Elementary or High School (Pop 3+)	368,052	375,245	401,522	1.95	7.00
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	37,551	37,878	41,064	0.87	8.41
Female Education, Enrolled Private Preprimary (Pop 3+)	11,830	11,316	10,296	-4.34	-9.01
Female Education, Enrolled Private Elementary or High School (Pop 3+)	25,720	26,563	30,768	3.28	15.83
Female Education, Enrolled Public Schools (Pop 3+)	365,772	376,778	418,238	3.01	11.00
Female Education, Enrolled Public Preprimary (Pop 3+)	13,698	12,874	11,020	-6.02	-14.40
Female Education, Enrolled Public Elementary or High School (Pop 3+)	352,073	363,904	407,218	3.36	11.90
Population by Race					
White Population, Alone	3,058,794	3,142,035	3,418,852	2.72	8.81
Black Population, Alone	207,734	232,429	320,241	11.89	37.78
Asian Population, Alone	148,072	164,311	222,188	10.97	35.22

12/21/2012

American Indian and Alaska Native Population, Alone	99,278	99,510	101,407	0.23	1.91
Other Race Population, Alone	532,918	498,460	410,230	-6.47	-17.70
Two or More Races Population	146,091	157,713	197,096	7.96	24.97

Population by Ethnicity

Hispanic Population	1,235,718	1,122,407	853,106	-9.17	-23.99
White Non-Hispanic Population	2,460,539	2,542,404	2,823,402	3.33	11.05

Population by Race As Percent of Total Population

Percent of White Population, Alone	72.95	73.16	73.21	0.29	0.07
Percent of Black Population, Alone	4.95	5.41	6.86	9.29	26.80
Percent of Asian Population, Alone	3.53	3.83	4.76	8.50	24.28
Percent of American Indian and Alaska Native Population, Alone	2.37	2.32	2.17	-2.11	-6.47
Percent of Other Race Population, Alone	12.71	11.61	8.78	-8.65	-24.38
Percent of Two or More Races Population, Alone	3.48	3.67	4.22	5.46	14.99

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	29.47	26.14	18.27	-11.30	-30.11
Percent of White Non-Hispanic Population	58.68	59.20	60.46	0.89	2.13

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	507,287	535,334	624,983	5.53	16.75
Education Attainment, Master's Degree (Pop 25+)	200,524	214,616	261,703	7.03	21.94
Education Attainment, Professional Degree (Pop 25+)	48,505	48,795	50,503	0.60	3.50
Education Attainment, Doctorate Degree (Pop 25+)	27,607	29,019	33,742	5.11	16.28

Household Income

Household Income, Median ($)	61,050	61,661	74,551	1.00	20.90
Household Income, Average ($)	79,511	80,312	100,377	1.01	24.98

Households by Income

Households with Income Less than $25,000	276,752	281,025	241,393	1.54	-14.10
Households with Income $25,000 to $49,999	361,749	365,439	320,376	1.02	-12.33
Households with Income $50,000 to $74,999	294,305	299,335	286,990	1.71	-4.12
Households with Income $75,000 to $99,999	212,993	218,181	236,549	2.44	8.42
Households with Income $100,000 to $124,999	143,020	147,524	184,175	3.15	24.84
Households with Income $125,000 to $149,999	88,453	92,172	134,526	4.20	45.95
Households with Income $150,000 to $199,999	80,421	84,054	129,171	4.52	53.68
Households with Income $200,000 and Over	79,480	84,452	154,026	6.26	82.38

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	17,569	16,919	16,071	-3.70	-5.01
Families with one or more children aged 5-9 and Income $100,000 to $124,999	17,501	17,692	19,279	1.09	8.97
Families with one or more children aged 10-13 and Income $100,000 to $124,999	13,636	13,865	15,199	1.68	9.62
Families with one or more children aged 14-17 and Income $100,000 to $124,999	13,474	13,988	16,689	3.81	19.31
Families with one or more children aged 0-4 and Income $125,000 to $149,999	11,147	10,835	12,348	-2.80	13.96
Families with one or more children aged 5-9 and Income $125,000 to $149,999	11,103	11,330	14,813	2.04	30.74
Families with one or more children aged 10-13 and Income $125,000 to $149,999	8,651	8,879	11,678	2.64	31.52
Families with one or more children aged 14-17 and Income $125,000 to $149,999	8,548	8,958	12,823	4.80	43.15
Families with one or more children aged 0-4 and Income $150,000 to $199,999	10,131	9,875	12,210	-2.53	23.65
Families with one or more children aged 5-9 and Income $150,000 to $199,999	10,092	10,326	14,648	2.32	41.86
Families with one or more children aged 10-13 and Income $150,000 to $199,999	7,863	8,092	11,548	2.91	42.71
Families with one or more children aged 14-17 and Income $150,000 to $199,999	7,769	8,164	12,680	5.08	55.32
Families with one or more children aged 0-4 and Income $200,000 to $349,999	5,820	5,764	8,252	-0.96	43.16
Families with one or more children aged 5-9 and Income $200,000 to $349,999	5,797	6,027	9,900	3.97	64.26
Families with one or more children aged 10-13 and Income $200,000 to $349,999	4,517	4,723	7,805	4.56	65.26
Families with one or more children aged 14-17 and Income $200,000 to $349,999	4,463	4,765	8,570	6.77	79.85
Families with one or more children aged 0-4 and Income $350,000 and over	4,268	4,242	6,336	-0.61	49.36
Families with one or more children aged 5-9 and Income $350,000 and over	4,252	4,436	7,601	4.33	71.35
Families with one or more children aged 10-13 and Income $350,000 and over	3,313	3,476	5,992	4.92	72.38
Families with one or more children aged 14-17 and Income $350,000 and over	3,273	3,507	6,579	7.15	87.60

Households by Home Value

Housing, Owner Households Valued Less than $250,000	554,928	558,665	571,422	0.67	2.28
Housing, Owner Households Valued $250,000-$299,999	111,486	115,517	127,533	3.62	10.40
Housing, Owner Households Valued $300,000-$399,999	138,560	136,476	129,686	-1.50	-4.98
Housing, Owner Households Valued $400,000-$499,999	71,503	69,084	62,318	-3.38	-9.79
Housing, Owner Households Valued $500,000-$749,999	76,798	75,391	71,708	-1.83	-4.89
Housing, Owner Households Valued $750,000-$999,999	26,565	26,113	24,839	-1.70	-4.88
Housing, Owner Households Valued More than $1,000,000	26,109	27,091	29,787	3.76	9.95

Households by Length of Residence

Length of Residence Less than 2 Years	251,814	276,707	354,733	9.89	28.20
Length of Residence 3 to 5 Years	377,721	415,061	532,100	9.89	28.20
Length of Residence 6 to 10 Years	603,601	589,894	551,362	-2.27	-6.53
Length of Residence More than 10 Years	304,037	290,519	249,011	-4.45	-14.29

Households by Race and Income
White Households by Income

White Households with Income Less than $25,000	204,968	207,917	169,727	1.44	-18.37
White Households with Income $25,000 to $49,999	274,598	278,379	234,531	1.38	-15.75
White Households with Income $50,000 to $74,999	233,305	237,380	220,630	1.75	-7.06
White Households with Income $75,000 to $99,999	171,391	175,096	188,040	2.16	7.39
White Households with Income $100,000 to $124,999	118,384	121,382	147,140	2.53	21.22
White Households with Income $125,000 to $149,999	75,109	77,498	110,548	3.18	42.65
White Households with Income $150,000 to $199,999	69,404	71,936	110,705	3.65	53.89
White Households with Income $200,000 and Over	72,582	75,834	135,962	4.48	79.29

Black Households by Income

Black Households with Income Less than $25,000	20,593	22,143	29,882	7.53	34.95
Black Households with Income $25,000 to $49,999	21,125	22,809	30,818	7.97	35.11
Black Households with Income $50,000 to $74,999	13,814	15,399	21,017	11.47	36.48
Black Households with Income $75,000 to $99,999	7,971	9,527	12,884	19.52	35.24
Black Households with Income $100,000 to $124,999	5,059	5,875	8,007	16.13	36.29
Black Households with Income $125,000 to $149,999	2,683	3,375	4,941	25.79	46.40
Black Households with Income $150,000 to $199,999	1,997	2,489	3,964	24.64	59.26

Black Households with Income $200,000 and Over	1,392	1,771	2,741	27.23	54.77

Asian Households by Income

Asian Households with Income Less than $25,000	9,370	10,079	10,768	7.57	6.84
Asian Households with Income $25,000 to $49,999	11,365	11,928	13,793	4.95	15.64
Asian Households with Income $50,000 to $74,999	9,682	10,625	12,450	9.74	17.18
Asian Households with Income $75,000 to $99,999	7,616	8,437	11,001	10.78	30.39
Asian Households with Income $100,000 to $124,999	3,728	4,547	9,390	21.97	106.51
Asian Households with Income $125,000 to $149,999	2,067	2,603	5,618	25.93	115.83
Asian Households with Income $150,000 to $199,999	2,701	3,002	4,041	11.14	34.61
Asian Households with Income $200,000 and Over	637	1,096	4,366	72.06	298.36

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	7,486	7,614	6,259	1.71	-17.80
American Indian and Alaska Native Households with Income $25,000 to $49,999	7,539	7,672	6,879	1.76	-10.34
American Indian and Alaska Native Households with Income $50,000 to $74,999	4,661	4,764	5,004	2.21	5.04
American Indian and Alaska Native Households with Income $75,000 to $99,999	3,530	3,688	3,954	4.48	7.21
American Indian and Alaska Native Households with Income $100,000 to $124,999	1,916	1,976	3,830	3.13	93.83
American Indian and Alaska Native Households with Income $125,000 to $149,999	1,171	1,202	2,016	2.65	67.72
American Indian and Alaska Native Households with Income $150,000 to $199,999	826	848	1,463	2.66	72.52
American Indian and Alaska Native Households with Income $200,000 and Over	429	440	1,314	2.56	198.64

Other Race Households by Income

Other Race Households with Income Less than $25,000	28,947	27,691	18,378	-4.34	-33.63
Other Race Households with Income $25,000 to $49,999	40,866	38,378	27,045	-6.09	-29.53
Other Race Households with Income $50,000 to $74,999	27,094	25,138	20,303	-7.22	-19.23
Other Race Households with Income $75,000 to $99,999	17,874	16,399	14,098	-8.25	-14.03
Other Race Households with Income $100,000 to $124,999	9,976	9,227	9,766	-7.51	5.84
Other Race Households with Income $125,000 to $149,999	4,703	4,201	5,763	-10.67	37.18
Other Race Households with Income $150,000 to $199,999	3,440	3,118	3,874	-9.36	24.25
Other Race Households with Income $200,000 and Over	1,972	1,763	2,949	-10.60	67.27

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	5,388	5,581	6,379	3.58	14.30
Two or More Races Households with Income $25,000 to $49,999	6,256	6,273	7,310	0.27	16.53
Two or More Races Households with Income $50,000 to $74,999	5,749	6,029	7,586	4.87	25.83
Two or More Races Households with Income $75,000 to $99,999	4,611	5,034	6,572	9.17	30.55
Two or More Races Households with Income $100,000 to $124,999	3,957	4,517	6,042	14.15	33.76
Two or More Races Households with Income $125,000 to $149,999	2,720	3,293	5,640	21.07	71.27
Two or More Races Households with Income $150,000 to $199,999	2,053	2,661	5,124	29.62	92.56
Two or More Races Households with Income $200,000 and Over	2,468	3,548	6,694	43.76	88.67

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	80,145	64,600	56,609	-19.40	-12.37
Hispanic Households with Income $25,000 to $49,999	97,550	82,921	71,008	-15.00	-14.37
Hispanic Households with Income $50,000 to $74,999	61,744	57,127	46,853	-7.48	-17.98
Hispanic Households with Income $75,000 to $99,999	34,810	37,233	28,877	6.96	-22.44
Hispanic Households with Income $100,000 to $124,999	18,071	21,648	15,755	19.79	-27.22
Hispanic Households with Income $125,000 to $149,999	9,624	12,445	9,102	29.31	-26.86
Hispanic Households with Income $150,000 to $199,999	7,045	9,754	6,995	38.45	-28.29
Hispanic Households with Income $200,000 and Over	4,715	6,960	4,868	47.61	-30.06

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	168,070	164,826	128,853	-1.93	-21.82
White Non-Hispanic Households with Income $25,000 to $49,999	232,530	228,528	182,957	-1.72	-19.94
White Non-Hispanic Households with Income $50,000 to $74,999	206,113	204,640	183,602	-0.71	-10.28
White Non-Hispanic Households with Income $75,000 to $99,999	154,104	155,171	162,450	0.69	4.69
White Non-Hispanic Households with Income $100,000 to $124,999	106,667	109,126	131,270	2.31	20.29
White Non-Hispanic Households with Income $125,000 to $149,999	67,109	70,224	100,295	4.64	42.82
White Non-Hispanic Households with Income $150,000 to $199,999	62,784	66,233	101,788	5.49	53.68
White Non-Hispanic Households with Income $200,000 and Over	65,775	71,034	127,922	8.00	80.09

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.

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+)