



# The NAIS Demographic Center 2011 Local Area Reports

## CBSA : San Francisco-Oakland-Fremont, CA

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

*The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).*

## Key Findings

### School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* shrank from 511,891 to 508,387 (-0.68 percent) in the CBSA of **San Francisco-Oakland-Fremont, CA**. This number is expected to decrease by -4.72 percent during the next five years, totaling 484,394 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 0.68 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.65 percent from 926,903 in 2011 to 932,922 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.99 percent from 454,321 in 2011 to 458,824 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 0.32 percent from 472,582 in 2011 to 474,098 in 2016.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 1.11 percent from 121,355 in 2011 to 122,705 in 2016, and increase by 2.85 percent for boys in the same age group from 124,837 in 2011 to 128,396 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	137,268	138,561	0.94	131,433	131,576	0.11
Age 5 to 9 Years	124,837	128,396	2.85	121,355	122,705	1.11
Age 10 to 13 Years	103,612	103,166	-0.43	98,762	101,520	2.79
Age 14 to 17 Years	106,865	103,975	-2.70	102,771	103,023	0.25

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 10.53 percent and 2.57 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by -2.23 percent from 75,801 in 2011 to 74,109 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -2.65 percent and decrease -1.84 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	75,801	74,109	-2.23	38,724	38,013	-1.84	37,077	36,096	-2.65
Kindergarten	52,173	57,665	10.53	26,455	29,486	11.46	25,718	28,179	9.57
Grades 1 to 4	199,514	204,650	2.57	101,168	104,644	3.44	98,346	100,006	1.69
Grades 5 to 8	202,544	207,928	2.66	103,699	104,800	1.06	98,845	103,128	4.33
Grades 9 to 12	215,907	202,702	-6.12	110,062	101,817	-7.49	105,845	100,885	-4.69

## Enrollment in Private Schools

- The population enrolled in private schools decreased by -0.36 percent during the years 2010-2011; and is expected to decrease by -5.20 percent in 2016 from 143,186 in 2011 to 135,739 in 2016. While total public school enrollment increased 0.60 percent during the years 2010-2011, it will increase by 1.42 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 0.20 percent and female preprimary enrollment by 0.06 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by -0.84 percent from 23,121 in 2011 to 22,926 in 2016; while female preprimary enrollment is expected to decrease by -1.66 percent from 22,139 in 2011 to 21,771 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -7.61 percent and -6.43 percent, respectively.

## Population by Race and Ethnicity

- The African American population increased by 0.22 percent between 2010-2011; the population of Hispanics increased by 211.79 percent; the Asian population increased by 1.40 percent; the American Indian and Alaska Native population decreased by -0.17 percent. The Other Race population decreased by -3.19 percent; and the population of Two or More Races decreased by -44.20 percent; and the White population increased by 1.50 percent during the years 2010-2011.
- While the White population represents 51.90 percent of the total population, it is expected to increase from 2,273,149 in 2011 to 2,384,760 in 2016 (4.91 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 957,453 in 2011 to 1,089,408 in 2016 (13.78 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 17,820 in 2011 to 18,013 in 2016 (1.08 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	16,992	15,089	-11.20	13,762	13,417	-2.51	17,820	18,013	1.08	15,509	22,282	43.67	9,352	12,969	38.68
Aged 5-9	15,568	14,025	-9.91	12,609	12,472	-1.09	16,327	16,743	2.55	14,209	20,712	45.77	8,569	12,055	40.68
Aged 10-13	12,797	11,433	-10.66	10,365	10,166	-1.92	13,421	13,648	1.69	11,680	16,883	44.55	7,044	9,827	39.51
Aged	13,257	11,562	-	10,737	10,281	-4.25	13,903	13,803	-0.72	12,100	17,074	41.11	7,296	9,938	36.21

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	10,443	10,803	3.45	37,214	41,636	11.88	916	1,729	88.76	10,925	9,927	-9.14	8,128	10,590	-3.07
Income \$125,000 to \$149,999	6,544	7,389	12.91	25,306	37,078	46.52	554	830	49.82	5,894	6,840	16.05	5,927	8,367	41.17
Income \$150,000 to \$199,999	6,297	7,106	12.85	35,998	36,060	0.17	334	592	77.25	4,588	5,417	18.07	6,299	9,426	49.64
Income \$200,000 and Over	5,647	6,872	21.69	24,476	58,581	139.34	129	394	205.43	2,583	4,200	62.60	5,450	11,297	107.28

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	23,808	28,592	20.09
Income \$125,000 to \$149,999	15,242	18,817	23.45
Income \$150,000 to \$199,999	13,627	18,081	32.69
Income \$200,000 and Over	11,198	16,861	50.57

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	70,637	71,602	80,642	1.37	12.63
\$250,000-\$299,999	21,270	21,894	26,852	2.93	22.65
\$300,000-\$399,999	68,913	71,144	87,623	3.24	23.16
\$400,000-\$499,999	98,227	97,216	89,541	-1.03	-7.89
\$500,000-\$749,999	307,083	299,622	247,135	-2.43	-17.52
\$750,000-\$999,999	193,677	191,146	171,159	-1.31	-10.46
More than \$1,000,000	166,823	168,298	176,028	0.88	4.59

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **San Francisco-Oakland-Fremont, CA** increased 1.36 percent, from 812,678 in 2010 to 823,762 in 2011. This number is expected to increase by 3.43 percent through 2016. For people

older than 25 years of age who hold graduate degrees, their numbers increased from 507,746 in 2010 to 513,719 in 2011 (1.18 percent), and it is forecasted this population will increase an additional 2.87 percent by the year 2016.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **San Francisco-Oakland-Fremont, 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)? <sup>[1]</sup>
- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](http://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](http://www.nais.org/go/advocacy)).
  - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

[www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://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/](http://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)

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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/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: San Francisco-Oakland-Fremont, CA

CBSA Code: 41860

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

State Name: California

Dominant Profile: EXP\_HOMES

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
<b>Total Population and Households</b>					
Population	4,335,391	4,380,191	4,476,368	1.03	2.20
Households	1,627,360	1,631,806	1,662,231	0.27	1.86
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	511,891	508,387	484,394	-0.68	-4.72
Percent of Households with Children Age 0 to 17 Years	31.46	31.15	29.14	-0.99	-6.45
<b>School Age Population</b>					
Population Age 0 to 17 Years	920,636	926,903	932,922	0.68	0.65
Population Age 0 to 4 Years	266,583	268,701	270,137	0.79	0.53
Population Age 5 to 9 Years	244,515	246,192	251,101	0.69	1.99
Population Age 10 to 13 Years	200,826	202,374	204,686	0.77	1.14
Population Age 14 to 17 Years	208,712	209,636	206,998	0.44	-1.26
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	469,377	472,582	474,098	0.68	0.32
Female Population Age 0 to 17 Years	451,259	454,321	458,824	0.68	0.99
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	136,095	137,268	138,561	0.86	0.94
Male Population Age 5 to 9 Years	123,834	124,837	128,396	0.81	2.85
Male Population Age 10 to 13 Years	102,929	103,612	103,166	0.66	-0.43
Male Population Age 14 to 17 Years	106,519	106,865	103,975	0.32	-2.70
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	130,488	131,433	131,576	0.72	0.11
Female Population Age 5 to 9 Years	120,681	121,355	122,705	0.56	1.11
Female Population Age 10 to 13 Years	97,897	98,762	101,520	0.88	2.79
Female Population Age 14 to 17 Years	102,193	102,771	103,023	0.57	0.25
<b>Population in School</b>					
Nursery or Preschool	75,929	75,801	74,109	-0.17	-2.23
Kindergarten	51,328	52,173	57,665	1.65	10.53
Grades 1 to 4	197,838	199,514	204,650	0.85	2.57
Grades 5 to 8	200,771	202,544	207,928	0.88	2.66
Grades 9 to 12	216,984	215,907	202,702	-0.50	-6.12
<b>Population in School by Gender</b>					
Male Enrolled in School	378,594	380,108	378,760	0.40	-0.35
Female Enrolled in School	364,256	365,831	368,294	0.43	0.67
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	38,763	38,724	38,013	-0.10	-1.84
Male Kindergarten	25,995	26,455	29,486	1.77	11.46
Male Grades 1 to 4	100,195	101,168	104,644	0.97	3.44
Male Grades 5 to 8	102,901	103,699	104,800	0.78	1.06
Male Grades 9 to 12	110,741	110,062	101,817	-0.61	-7.49

**Female Population in School by Grade**

Female Nursery or Preschool	37,166	37,077	36,096	-0.24	-2.65
Female Kindergarten	25,333	25,718	28,179	1.52	9.57
Female Grades 1 to 4	97,643	98,346	100,006	0.72	1.69
Female Grades 5 to 8	97,870	98,845	103,128	1.00	4.33
Female Grades 9 to 12	106,243	105,845	100,885	-0.37	-4.69

**Population in School**

Education, Total Enrollment (Pop 3+)	742,850	745,939	747,054	0.42	0.15
Education, Not Enrolled in School (Pop 3+)	3,071,752	3,111,230	3,209,977	1.29	3.17

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	143,710	143,186	135,739	-0.36	-5.20
Education, Enrolled Private Preprimary (Pop 3+)	45,202	45,260	44,697	0.13	-1.24
Education, Enrolled Private Elementary or High School (Pop 3+)	98,508	97,926	91,042	-0.59	-7.03
Education, Enrolled Public Schools (Pop 3+)	599,140	602,753	611,315	0.60	1.42
Education, Enrolled Public Preprimary (Pop 3+)	30,727	30,541	29,412	-0.61	-3.70
Education, Enrolled Public Elementary or High School (Pop 3+)	568,413	572,212	581,903	0.67	1.69

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

Male Education, Enrolled Private Schools (Pop 3+)	73,261	73,002	69,010	-0.35	-5.47
Male Education, Enrolled Private Preprimary (Pop 3+)	23,076	23,121	22,926	0.20	-0.84
Male Education, Enrolled Private Elementary or High School (Pop 3+)	50,184	49,880	46,083	-0.61	-7.61
Male Education, Enrolled Public Schools (Pop 3+)	305,333	307,106	309,750	0.58	0.86
Male Education, Enrolled Public Preprimary (Pop 3+)	15,687	15,602	15,086	-0.54	-3.31
Male Education, Enrolled Public Elementary or High School (Pop 3+)	289,647	291,504	294,664	0.64	1.08

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	70,449	70,184	66,729	-0.38	-4.92
Female Education, Enrolled Private Preprimary (Pop 3+)	22,126	22,139	21,771	0.06	-1.66
Female Education, Enrolled Private Elementary or High School (Pop 3+)	48,324	48,046	44,959	-0.58	-6.43
Female Education, Enrolled Public Schools (Pop 3+)	293,807	295,647	301,565	0.63	2.00
Female Education, Enrolled Public Preprimary (Pop 3+)	15,040	14,939	14,326	-0.67	-4.10
Female Education, Enrolled Public Elementary or High School (Pop 3+)	278,766	280,708	287,239	0.70	2.33

**Population by Race**

White Population, Alone	2,239,519	2,273,149	2,384,760	1.50	4.91
Black Population, Alone	363,905	364,699	353,084	0.22	-3.18
Asian Population, Alone	1,037,655	1,052,217	1,088,885	1.40	3.48
American Indian and Alaska Native Population, Alone	24,774	24,733	23,146	-0.17	-6.42
Other Race Population, Alone	429,754	416,066	319,411	-3.19	-23.23
Two or More Races Population	239,784	249,327	307,082	3.98	23.16

**Population by Ethnicity**

Hispanic Population	938,794	957,453	1,089,408	1.99	13.78
White Non-Hispanic Population	1,844,484	1,846,326	1,811,981	0.10	-1.86

**Population by Race As Percent of Total Population**

Percent of White Population, Alone	51.66	51.90	53.27	0.46	2.64
Percent of Black Population, Alone	8.39	8.33	7.89	-0.72	-5.28
Percent of Asian Population, Alone	23.93	24.02	24.33	0.38	1.29
Percent of American Indian and Alaska Native Population, Alone	0.57	0.56	0.52	-1.75	-7.14
Percent of Other Race Population, Alone	9.91	9.50	7.14	-4.14	-24.84
Percent of Two or More Races Population, Alone	5.53	5.69	6.86	2.89	20.56

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	21.65	21.86	24.34	0.97	11.34
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Percent of White Non-Hispanic Population 42.54 42.15 40.48

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	812,678	823,762	852,016	1.36	3.43
Education Attainment, Master's Degree (Pop 25+)	332,730	335,801	337,779	0.92	0.59
Education Attainment, Professional Degree (Pop 25+)	103,069	104,387	109,217	1.28	4.63
Education Attainment, Doctorate Degree (Pop 25+)	71,947	73,531	81,464	2.20	10.79

**Household Income**

Household Income, Median (\$)	80,399	81,163	96,544	0.95	18.95
Household Income, Average (\$)	100,525	101,364	124,599	0.83	22.92

**Households by Income**

Households with Income Less than \$25,000	252,822	251,336	216,169	-0.59	-13.99
Households with Income \$25,000 to \$49,999	267,454	265,988	230,453	-0.55	-13.36
Households with Income \$50,000 to \$74,999	247,668	246,509	215,904	-0.47	-12.42
Households with Income \$75,000 to \$99,999	211,786	211,235	195,630	-0.26	-7.39
Households with Income \$100,000 to \$124,999	168,434	168,954	173,945	0.31	2.95
Households with Income \$125,000 to \$149,999	124,558	126,608	146,115	1.65	15.41
Households with Income \$150,000 to \$199,999	154,908	155,352	174,520	0.29	12.34
Households with Income \$200,000 and Over	199,730	205,824	309,495	3.05	50.37

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	17,175	16,992	15,089	-1.07	-11.20
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,753	15,568	14,025	-1.17	-9.91
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,939	12,797	11,433	-1.10	-10.66
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	13,447	13,257	11,562	-1.41	-12.79
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	13,626	13,762	13,417	1.00	-2.51
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	12,498	12,609	12,472	0.89	-1.09
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	10,265	10,365	10,166	0.97	-1.92
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	10,668	10,737	10,281	0.65	-4.25
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,886	17,820	18,013	-0.37	1.08
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	16,405	16,327	16,743	-0.48	2.55
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	13,474	13,421	13,648	-0.39	1.69
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	14,003	13,903	13,803	-0.71	-0.72
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	15,148	15,509	22,282	2.38	43.67
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	13,894	14,209	20,712	2.27	45.77
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	11,411	11,680	16,883	2.36	44.55
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	11,860	12,100	17,074	2.02	41.11
Families with one or more children aged 0-4 and Income \$350,000 and over	9,036	9,352	12,969	3.50	38.68
Families with one or more children aged 5-9 and Income \$350,000 and over	8,288	8,569	12,055	3.39	40.68
Families with one or more children aged 10-13 and Income \$350,000 and over	6,807	7,044	9,827	3.48	39.51
Families with one or more children aged 14-17 and Income \$350,000 and over	7,074	7,296	9,938	3.14	36.21

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	70,637	71,602	80,642	1.37	12.63
Housing, Owner Households Valued \$250,000-\$299,999	21,270	21,894	26,852	2.93	22.65
Housing, Owner Households Valued \$300,000-\$399,999	68,913	71,144	87,623	3.24	23.16
Housing, Owner Households Valued \$400,000-\$499,999	98,227	97,216	89,541	-1.03	-7.89
Housing, Owner Households Valued \$500,000-\$749,999	307,083	299,622	247,135	-2.43	-17.52
Housing, Owner Households Valued \$750,000-\$999,999	193,677	191,146	171,159	-1.31	-10.46
Housing, Owner Households Valued More than \$1,000,000	166,823	168,298	176,028	0.88	4.59

**Households by Length of Residence**

Length of Residence Less than 2 Years	151,416	159,624	219,783	5.42	37.69
Length of Residence 3 to 5 Years	227,124	239,436	329,674	5.42	37.69
Length of Residence 6 to 10 Years	664,488	656,724	599,630	-1.17	-8.69

Length of Residence More than 10 Years 584,333 576,022 513,144

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

White Households with Income Less than \$25,000	113,944	114,322	98,231	0.33	-14.08
White Households with Income \$25,000 to \$49,999	138,633	139,208	121,234	0.41	-12.91
White Households with Income \$50,000 to \$74,999	134,554	135,170	119,878	0.46	-11.31
White Households with Income \$75,000 to \$99,999	119,086	119,517	111,497	0.36	-6.71
White Households with Income \$100,000 to \$124,999	101,032	101,328	99,260	0.29	-2.04
White Households with Income \$125,000 to \$149,999	82,162	82,383	85,611	0.27	3.92
White Households with Income \$150,000 to \$199,999	101,526	101,836	115,919	0.31	13.83
White Households with Income \$200,000 and Over	167,071	167,539	228,151	0.28	36.18

**Black Households by Income**

Black Households with Income Less than \$25,000	43,286	43,443	42,385	0.36	-2.44
Black Households with Income \$25,000 to \$49,999	31,414	31,468	30,863	0.17	-1.92
Black Households with Income \$50,000 to \$74,999	21,259	21,277	21,119	0.08	-0.74
Black Households with Income \$75,000 to \$99,999	15,175	15,203	15,665	0.18	3.04
Black Households with Income \$100,000 to \$124,999	10,448	10,443	10,803	-0.05	3.45
Black Households with Income \$125,000 to \$149,999	6,546	6,544	7,389	-0.03	12.91
Black Households with Income \$150,000 to \$199,999	6,304	6,297	7,106	-0.11	12.85
Black Households with Income \$200,000 and Over	5,659	5,647	6,872	-0.21	21.69

**Asian Households by Income**

Asian Households with Income Less than \$25,000	62,123	59,853	47,972	-3.65	-19.85
Asian Households with Income \$25,000 to \$49,999	54,905	52,972	43,646	-3.52	-17.61
Asian Households with Income \$50,000 to \$74,999	53,277	51,896	43,001	-2.59	-17.14
Asian Households with Income \$75,000 to \$99,999	48,188	47,325	42,322	-1.79	-10.57
Asian Households with Income \$100,000 to \$124,999	36,599	37,214	41,636	1.68	11.88
Asian Households with Income \$125,000 to \$149,999	23,071	25,306	37,078	9.69	46.52
Asian Households with Income \$150,000 to \$199,999	36,041	35,998	36,060	-0.12	0.17
Asian Households with Income \$200,000 and Over	18,544	24,476	58,581	31.99	139.34

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	885	887	766	0.23	-13.64
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,089	1,089	1,006	0.00	-7.62
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,594	1,595	1,344	0.06	-15.74
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,080	2,085	741	0.24	-64.46
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	922	916	1,729	-0.65	88.76
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	555	554	830	-0.18	49.82
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	334	334	592	0.00	77.25
American Indian and Alaska Native Households with Income \$200,000 and Over	129	129	394	0.00	205.43

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	20,789	20,486	13,398	-1.46	-34.60
Other Race Households with Income \$25,000 to \$49,999	29,176	28,504	19,711	-2.30	-30.85
Other Race Households with Income \$50,000 to \$74,999	25,052	24,067	17,289	-3.93	-28.16
Other Race Households with Income \$75,000 to \$99,999	17,004	16,363	13,237	-3.77	-19.10
Other Race Households with Income \$100,000 to \$124,999	11,497	10,925	9,927	-4.98	-9.14
Other Race Households with Income \$125,000 to \$149,999	6,273	5,894	6,840	-6.04	16.05
Other Race Households with Income \$150,000 to \$199,999	4,697	4,588	5,417	-2.32	18.07
Other Race Households with Income \$200,000 and Over	2,746	2,583	4,200	-5.94	62.60

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	11,795	12,345	13,417	4.66	8.68
Two or More Races Households with Income \$25,000 to \$49,999	12,237	12,747	13,993	4.17	9.77
Two or More Races Households with Income \$50,000 to \$74,999	11,932	12,504	13,273	4.79	6.15

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Two or More Races Households with Income \$75,000 to \$99,999	10,253	10,742	12,168	4.77	13.27
Two or More Races Households with Income \$100,000 to \$124,999	7,936	8,128	10,590	2.42	30.29
Two or More Races Households with Income \$125,000 to \$149,999	5,951	5,927	8,367	-0.40	41.17
Two or More Races Households with Income \$150,000 to \$199,999	6,006	6,299	9,426	4.88	49.64
Two or More Races Households with Income \$200,000 and Over	5,581	5,450	11,297	-2.35	107.28

### Households by Ethnicity and Income

#### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	45,077	44,685	42,749	-0.87	-4.33
Hispanic Households with Income \$25,000 to \$49,999	63,702	63,483	62,346	-0.34	-1.79
Hispanic Households with Income \$50,000 to \$74,999	52,536	52,885	54,463	0.66	2.98
Hispanic Households with Income \$75,000 to \$99,999	35,191	35,922	40,786	2.08	13.54
Hispanic Households with Income \$100,000 to \$124,999	23,204	23,808	28,592	2.60	20.09
Hispanic Households with Income \$125,000 to \$149,999	14,707	15,242	18,817	3.64	23.45
Hispanic Households with Income \$150,000 to \$199,999	12,960	13,627	18,081	5.15	32.69
Hispanic Households with Income \$200,000 and Over	10,565	11,198	16,861	5.99	50.57

#### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	99,807	99,060	78,135	-0.75	-21.12
White Non-Hispanic Households with Income \$25,000 to \$49,999	118,759	117,654	93,208	-0.93	-20.78
White Non-Hispanic Households with Income \$50,000 to \$74,999	118,520	117,326	94,272	-1.01	-19.65
White Non-Hispanic Households with Income \$75,000 to \$99,999	107,384	105,480	88,095	-1.77	-16.48
White Non-Hispanic Households with Income \$100,000 to \$124,999	92,872	92,677	81,162	-0.21	-12.42
White Non-Hispanic Households with Income \$125,000 to \$149,999	76,399	75,952	77,246	-0.59	1.70
White Non-Hispanic Households with Income \$150,000 to \$199,999	95,683	95,799	106,002	0.12	10.65
White Non-Hispanic Households with Income \$200,000 and Over	160,750	160,653	219,516	-0.06	36.64

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