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The NAIS Demographic Center
2012 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 – 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* grew from 510,186 to 517,631 (1.46 percent) in the CBSA of **San Francisco-Oakland-Fremont, CA**. This number is expected to increase by 3.17 percent during the next five years, totaling 534,029 in 2017.

2. The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 increase of 0.62 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -0.47 percent from 926,361 in 2012 to 922,003 in 2017.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.50 percent from 454,511 in 2012 to 456,795 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by -1.41 percent from 471,850 in 2012 to 465,208 in 2017.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.31 percent from 128,570 in 2012 to 136,682 in 2017, and decrease by -1.46 percent for boys in the same age group from 131,319 in 2012 to 129,402 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	129,524	116,458	-10.09	124,295	109,308	-12.06
Age 5 to 9 Years	131,319	129,402	-1.46	128,570	136,682	6.31
Age 10 to 13 Years	102,814	104,748	1.88	99,098	102,178	3.11
Age 14 to 17 Years	108,193	114,600	5.92	102,548	108,627	5.93

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 11.21 percent and 10.91 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -7.65 percent from 66,871 in 2012 to 61,755 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -8.69 percent and decrease -6.65 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	66,871	61,755	-7.65	34,124	31,855	-6.65	32,747	29,900	-8.69
Kindergarten	54,015	60,071	11.21	27,293	29,214	7.04	26,722	30,857	15.47
Grades 1 to 4	209,172	231,989	10.91	105,692	112,821	6.75	103,480	119,168	15.16
Grades 5 to 8	192,392	189,246	-1.64	97,966	95,798	-2.21	94,426	93,448	-1.04
Grades 9 to 12	229,710	254,540	10.81	117,932	130,676	10.81	111,778	123,864	10.81

Enrollment in Private Schools

6. The population enrolled in private schools decreased by -3.21 percent during the years 2010-2012; and is expected to decrease by -6.91 percent in 2017 from 126,824 in 2012 to 118,059 in 2017. While total public school enrollment increased 3.39 percent during the years 2010-2012, it will increase by 8.67 percent between 2012 and 2017.

7. During 2010-2012, male preprimary enrollment in private schools decreased by -3.76 percent and female preprimary enrollment by -3.42 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -7.64 percent from 20,267 in 2012 to 18,718 in 2017; while female preprimary enrollment is expected to decrease by -9.67 percent from 19,449 in 2012 to 17,568 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -7.85 percent and -4.34 percent, respectively.

Population by Race and Ethnicity

8. The African American population decreased by -1.57 percent between 2010-2012; the population of Hispanics increased by 7.35 percent; the Asian population increased by 8.57 percent; the American Indian and Alaska Native population decreased by -0.53 percent. The Other Race population decreased by -2.73 percent; and the population of Two or More Races increased by 11.58 percent; and the White population decreased by -0.81 percent during the years 2010-2012.

9. While the White population represents 50.30 percent of the total population, it is expected to decrease from 2,221,268 in 2012 to 2,105,809 in 2017 (-5.20 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 1,007,835 in 2012 to 1,222,639 in 2017 (21.31 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 16,283 in 2012 to 16,549 in 2017 (1.63 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	16,360	14,593	-10.80	13,176	12,604	-4.34	16,283	16,549	1.63	13,191	17,355	31.57	9,925	13,316	34.17
Aged 5-9	16,752	17,200	2.67	13,491	14,855	10.11	16,672	19,504	16.99	13,506	20,454	51.44	10,162	15,693	54.43
Aged 10-13	13,015	13,376	2.77	10,481	11,553	10.23	12,953	15,168	17.10	10,493	15,906	51.59	7,895	12,204	54.58

Aged 14-17	13,584	14,429	6.22	10,940	12,463	13.92	13,520	16,363	21.03	10,952	17,159	56.67	8,240	13,166	59.78

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 26.81 percent, from 6,323 in 2012 to 8,018 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	10,490	10,962	4.50	36,154	56,803	57.11	1,141	1,995	74.85	10,986	11,208	2.02	7,798	9,783	-10.95
Income $125,000 to $149,999	6,501	6,964	7.12	25,218	38,232	51.61	595	1,211	103.53	6,323	8,018	26.81	7,091	10,354	46.02
Income $150,000 to $199,999	6,690	7,142	6.76	31,074	40,862	31.50	379	698	84.17	5,464	7,090	29.76	6,950	11,817	70.03
Income $200,000 and Over	6,188	6,747	9.03	22,107	52,524	137.59	157	569	262.42	3,465	6,459	86.41	10,368	17,997	73.58

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 16,148 in 2012 to 16,769 in 2017 (3.85 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	%Growth (2012-2017)
Income $100,000 to $124,999	26,352	30,421	15.44
Income $125,000 to $149,999	18,177	19,695	8.35
Income $150,000 to $199,999	17,342	18,816	8.50
Income $200,000 and Over	16,148	16,769	3.85

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 8.24 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 88,246 in 2012 to 82,073 in 2017 (-7.00 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	%Growth (2010-2012)	%Growth (2012-2017)
Less than $250,000	82,769	86,657	97,740	4.70	12.79
$250,000-$299,999	28,843	31,221	37,713	8.24	20.79
$300,000-$399,999	80,501	87,715	107,759	8.96	22.85
$400,000-$499,999	90,090	88,246	82,073	-2.05	-7.00
$500,000-$749,999	264,729	252,774	215,549	-4.52	-14.73
$750,000-$999,999	180,604	180,019	175,347	-0.32	-2.60
More than $1,000,000	157,003	156,195	151,379	-0.51	-3.08

Population with Higher Education

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 1.95 percent, from 807,094 in 2010 to 822,869 in 2012. This number is expected to increase by 3.36 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 526,363 in 2010 to 548,512 in 2012 (4.21 percent), and it is forecasted this population will increase an additional 10.33 percent by the year 2017.

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)?[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: San Francisco-Oakland-Fremont, CA
CBSA Code: 41860
CBSA Type (1=Metro, 2=Micro): 1
State Name: California
Dominant Profile: SUB_BUS

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	4,335,391	4,416,230	4,570,865	1.86	3.50
Households	1,627,360	1,654,971	1,722,632	1.70	4.09
Households with School Age Population					
Households with Children Age 0 to 17 Years	510,186	517,631	534,029	1.46	3.17
Percent of Households with Children Age 0 to 17 Years	31.35	31.28	31.00	-0.22	-0.90
School Age Population					
Population Age 0 to 17 Years	920,636	926,361	922,003	0.62	-0.47
Population Age 0 to 4 Years	260,165	253,819	225,766	-2.44	-11.05
Population Age 5 to 9 Years	255,503	259,889	266,084	1.72	2.38
Population Age 10 to 13 Years	198,814	201,911	206,926	1.56	2.48
Population Age 14 to 17 Years	206,154	210,742	223,227	2.23	5.92
School Age Population by Gender					
Male Population Age 0 to 17 Years	470,596	471,850	465,208	0.27	-1.41
Female Population Age 0 to 17 Years	450,040	454,511	456,795	0.99	0.50
Male School Age Population by Age					
Male Population Age 0 to 4 Years	132,996	129,524	116,458	-2.61	-10.09
Male Population Age 5 to 9 Years	130,333	131,319	129,402	0.76	-1.46
Male Population Age 10 to 13 Years	101,460	102,814	104,748	1.33	1.88
Male Population Age 14 to 17 Years	105,807	108,193	114,600	2.26	5.92
Female School Age Population by Age					
Female Population Age 0 to 4 Years	127,169	124,295	109,308	-2.26	-12.06
Female Population Age 5 to 9 Years	125,170	128,570	136,682	2.72	6.31
Female Population Age 10 to 13 Years	97,354	99,098	102,178	1.79	3.11
Female Population Age 14 to 17 Years	100,347	102,548	108,627	2.19	5.93
Population in School					
Nursery or Preschool	69,044	66,871	61,755	-3.15	-7.65
Kindergarten	52,286	54,015	60,071	3.31	11.21
Grades 1 to 4	201,036	209,172	231,989	4.05	10.91
Grades 5 to 8	192,398	192,392	189,246	-0.00	-1.64
Grades 9 to 12	221,113	229,710	254,540	3.89	10.81
Population in School by Gender					
Male Enrolled in School	376,186	383,008	400,364	1.81	4.53
Female Enrolled in School	359,691	369,152	397,237	2.63	7.61
Male Population in School by Grade					
Male Nursery or Preschool	35,295	34,124	31,855	-3.32	-6.65
Male Kindergarten	26,671	27,293	29,214	2.33	7.04
Male Grades 1 to 4	102,549	105,692	112,821	3.06	6.75
Male Grades 5 to 8	98,186	97,966	95,798	-0.22	-2.21
Male Grades 9 to 12	113,484	117,932	130,676	3.92	10.81
Female Population in School by Grade					
Female Nursery or Preschool	33,749	32,747	29,900	-2.97	-8.69
Female Kindergarten	25,615	26,722	30,857	4.32	15.47
Female Grades 1 to 4	98,487	103,480	119,168	5.07	15.16
Female Grades 5 to 8	94,212	94,426	93,448	0.23	-1.04
Female Grades 9 to 12	107,629	111,778	123,864	3.85	10.81
Population in School					
Education, Total Enrollment (Pop 3+)	735,877	752,160	797,601	2.21	6.04
Education, Not Enrolled in School (Pop 3+)	3,063,255	3,108,966	3,165,114	1.49	1.81
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	131,029	126,824	118,059	-3.21	-6.91
Education, Enrolled Private Preprimary (Pop 3+)	41,196	39,716	36,286	-3.59	-8.64
Education, Enrolled Private Elementary or High School (Pop 3+)	89,833	87,108	81,773	-3.03	-6.12
Education, Enrolled Public Schools (Pop 3+)	604,848	625,336	679,542	3.39	8.67
Education, Enrolled Public Preprimary (Pop 3+)	27,848	27,155	25,469	-2.49	-6.21
Education, Enrolled Public Elementary or High School (Pop 3+)	577,000	598,181	654,073	3.67	9.34
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	66,970	64,583	59,557	-3.56	-7.78
Male Education, Enrolled Private Preprimary (Pop 3+)	21,059	20,267	18,718	-3.76	-7.64
Male Education, Enrolled Private Elementary or High School (Pop 3+)	45,911	44,316	40,839	-3.47	-7.85
Male Education, Enrolled Public Schools (Pop 3+)	309,216	318,425	340,807	2.98	7.03
Male Education, Enrolled Public Preprimary (Pop 3+)	14,236	13,857	13,138	-2.66	-5.19
Male Education, Enrolled Public Elementary or High School (Pop 3+)	294,980	304,567	327,669	3.25	7.59
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	64,059	62,241	58,502	-2.84	-6.01
Female Education, Enrolled Private Preprimary (Pop 3+)	20,137	19,449	17,568	-3.42	-9.67
Female Education, Enrolled Private Elementary or High School (Pop 3+)	43,922	42,792	40,934	-2.57	-4.34
Female Education, Enrolled Public Schools (Pop 3+)	295,632	306,911	338,735	3.82	10.37
Female Education, Enrolled Public Preprimary (Pop 3+)	13,612	13,298	12,331	-2.31	-7.27
Female Education, Enrolled Public Elementary or High School (Pop 3+)	282,020	293,614	326,404	4.11	11.17
Population by Race					
White Population, Alone	2,239,519	2,221,268	2,105,809	-0.81	-5.20
Black Population, Alone	363,905	358,186	331,018	-1.57	-7.58
Asian Population, Alone	1,037,655	1,126,560	1,378,326	8.57	22.35

American Indian and Alaska Native Population, Alone	24,774	24,642	24,690	-0.53	0.19
Other Race Population, Alone	429,754	418,016	377,602	-2.73	-9.67
Two or More Races Population	239,784	267,558	353,420	11.58	32.09

Population by Ethnicity

Hispanic Population	938,794	1,007,835	1,222,639	7.35	21.31
White Non-Hispanic Population	1,840,372	1,749,791	1,519,844	-4.92	-13.14

Population by Race As Percent of Total Population

Percent of White Population, Alone	51.66	50.30	46.07	-2.63	-8.41
Percent of Black Population, Alone	8.39	8.11	7.24	-3.34	-10.73
Percent of Asian Population, Alone	23.93	25.51	30.15	6.60	18.19
Percent of American Indian and Alaska Native Population, Alone	0.57	0.56	0.54	-1.75	-3.57
Percent of Other Race Population, Alone	9.91	9.47	8.26	-4.44	-12.78
Percent of Two or More Races Population, Alone	5.53	6.06	7.73	9.58	27.56

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	21.65	22.82	26.75	5.40	17.22
Percent of White Non-Hispanic Population	42.45	39.62	33.25	-6.67	-16.08

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	807,094	822,869	850,477	1.95	3.36
Education Attainment, Master's Degree (Pop 25+)	342,497	355,999	389,558	3.94	9.43
Education Attainment, Professional Degree (Pop 25+)	108,545	113,789	127,676	4.83	12.20
Education Attainment, Doctorate Degree (Pop 25+)	75,321	78,724	87,961	4.52	11.73

Household Income

Household Income, Median ($)	77,696	79,068	94,562	1.77	19.60
Household Income, Average ($)	107,128	108,697	134,678	1.46	23.90

Households by Income

Households with Income Less than $25,000	263,200	263,712	232,941	0.19	-11.67
Households with Income $25,000 to $49,999	276,108	276,236	243,391	0.05	-11.89
Households with Income $50,000 to $74,999	251,352	252,468	225,111	0.44	-10.84
Households with Income $75,000 to $99,999	213,458	215,523	204,320	0.97	-5.20
Households with Income $100,000 to $124,999	164,516	168,800	181,890	2.60	7.75
Households with Income $125,000 to $149,999	121,728	125,048	147,513	2.73	17.97
Households with Income $150,000 to $199,999	146,036	151,069	176,932	3.45	17.12
Households with Income $200,000 and Over	190,962	202,115	310,534	5.84	53.64

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	16,491	16,360	14,593	-0.79	-10.80
Families with one or more children aged 5-9 and Income $100,000 to $124,999	16,195	16,752	17,200	3.44	2.67
Families with one or more children aged 10-13 and Income $100,000 to $124,999	12,602	13,015	13,376	3.28	2.77
Families with one or more children aged 14-17 and Income $100,000 to $124,999	13,067	13,584	14,429	3.96	6.22
Families with one or more children aged 0-4 and Income $125,000 to $149,999	13,258	13,176	12,604	-0.62	-4.34
Families with one or more children aged 5-9 and Income $125,000 to $149,999	13,020	13,491	14,855	3.62	10.11
Families with one or more children aged 10-13 and Income $125,000 to $149,999	10,132	10,481	11,553	3.44	10.23
Families with one or more children aged 14-17 and Income $125,000 to $149,999	10,506	10,940	12,463	4.13	13.92
Families with one or more children aged 0-4 and Income $150,000 to $199,999	16,259	16,283	16,549	0.15	1.63
Families with one or more children aged 5-9 and Income $150,000 to $199,999	15,968	16,672	19,504	4.41	16.99
Families with one or more children aged 10-13 and Income $150,000 to $199,999	12,425	12,953	15,168	4.25	17.10
Families with one or more children aged 14-17 and Income $150,000 to $199,999	12,884	13,520	16,363	4.94	21.03
Families with one or more children aged 0-4 and Income $200,000 to $349,999	12,856	13,191	17,355	2.61	31.57
Families with one or more children aged 5-9 and Income $200,000 to $349,999	12,626	13,506	20,454	6.97	51.44
Families with one or more children aged 10-13 and Income $200,000 to $349,999	9,825	10,493	15,906	6.80	51.59
Families with one or more children aged 14-17 and Income $200,000 to $349,999	10,187	10,952	17,159	7.51	56.67
Families with one or more children aged 0-4 and Income $350,000 and over	9,644	9,925	13,316	2.91	34.17
Families with one or more children aged 5-9 and Income $350,000 and over	9,471	10,162	15,693	7.30	54.43
Families with one or more children aged 10-13 and Income $350,000 and over	7,370	7,895	12,204	7.12	54.58
Families with one or more children aged 14-17 and Income $350,000 and over	7,642	8,240	13,166	7.83	59.78

Households by Home Value

Housing, Owner Households Valued Less than $250,000	82,769	86,657	97,740	4.70	12.79
Housing, Owner Households Valued $250,000-$299,999	28,843	31,221	37,713	8.24	20.79
Housing, Owner Households Valued $300,000-$399,999	80,501	87,715	107,759	8.96	22.85
Housing, Owner Households Valued $400,000-$499,999	90,090	88,246	82,073	-2.05	-7.00
Housing, Owner Households Valued $500,000-$749,999	264,729	252,774	215,549	-4.52	-14.73
Housing, Owner Households Valued $750,000-$999,999	180,604	180,019	175,347	-0.32	-2.60
Housing, Owner Households Valued More than $1,000,000	157,003	156,195	151,379	-0.51	-3.08

Households by Length of Residence

Length of Residence Less than 2 Years	211,590	234,903	303,452	11.02	29.18
Length of Residence 3 to 5 Years	317,385	352,354	455,178	11.02	29.18
Length of Residence 6 to 10 Years	573,000	559,202	514,361	-2.41	-8.02
Length of Residence More than 10 Years	525,386	508,513	449,641	-3.21	-11.58

Households by Race and Income
White Households by Income

White Households with Income Less than $25,000	119,436	116,604	84,659	-2.37	-27.40
White Households with Income $25,000 to $49,999	145,166	142,270	108,512	-1.99	-23.73
White Households with Income $50,000 to $74,999	139,409	137,043	107,224	-1.70	-21.76
White Households with Income $75,000 to $99,999	120,406	118,845	101,988	-1.30	-14.18
White Households with Income $100,000 to $124,999	103,435	102,231	91,139	-1.16	-10.85
White Households with Income $125,000 to $149,999	79,733	79,320	82,734	-0.52	4.30
White Households with Income $150,000 to $199,999	100,776	100,512	109,323	-0.26	8.77
White Households with Income $200,000 and Over	158,025	159,830	226,238	1.14	41.55

Black Households by Income

Black Households with Income Less than $25,000	47,547	46,926	47,866	-1.31	2.00
Black Households with Income $25,000 to $49,999	33,129	33,132	34,071	0.01	2.83
Black Households with Income $50,000 to $74,999	23,022	23,328	24,199	1.33	3.73
Black Households with Income $75,000 to $99,999	15,001	15,725	16,328	4.83	3.83
Black Households with Income $100,000 to $124,999	9,913	10,490	10,962	5.82	4.50
Black Households with Income $125,000 to $149,999	5,765	6,501	6,964	12.77	7.12
Black Households with Income $150,000 to $199,999	6,289	6,690	7,142	6.38	6.76

Black Households with Income $200,000 and Over	5,185	6,188	6,747	19.34	9.03

Asian Households by Income

Asian Households with Income Less than $25,000	69,436	73,121	76,494	5.31	4.61
Asian Households with Income $25,000 to $49,999	62,446	65,567	69,625	5.00	6.19
Asian Households with Income $50,000 to $74,999	57,858	61,280	65,351	5.91	6.64
Asian Households with Income $75,000 to $99,999	51,999	55,154	60,977	6.07	10.56
Asian Households with Income $100,000 to $124,999	31,444	36,154	56,803	14.98	57.11
Asian Households with Income $125,000 to $149,999	22,288	25,218	38,232	13.15	51.61
Asian Households with Income $150,000 to $199,999	27,971	31,074	40,862	11.09	31.50
Asian Households with Income $200,000 and Over	16,212	22,107	52,524	36.36	137.59

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	916	920	674	0.44	-26.74
American Indian and Alaska Native Households with Income $25,000 to $49,999	1,239	1,243	948	0.32	-23.73
American Indian and Alaska Native Households with Income $50,000 to $74,999	1,673	1,681	978	0.48	-41.82
American Indian and Alaska Native Households with Income $75,000 to $99,999	2,055	2,020	1,383	-1.70	-31.53
American Indian and Alaska Native Households with Income $100,000 to $124,999	1,139	1,141	1,995	0.18	74.85
American Indian and Alaska Native Households with Income $125,000 to $149,999	582	595	1,211	2.23	103.53
American Indian and Alaska Native Households with Income $150,000 to $199,999	378	379	698	0.26	84.17
American Indian and Alaska Native Households with Income $200,000 and Over	159	157	569	-1.26	262.42

Other Race Households by Income

Other Race Households with Income Less than $25,000	17,236	17,219	13,357	-0.10	-22.43
Other Race Households with Income $25,000 to $49,999	25,573	25,157	19,890	-1.63	-20.94
Other Race Households with Income $50,000 to $74,999	21,033	20,470	17,390	-2.68	-15.05
Other Race Households with Income $75,000 to $99,999	16,048	15,508	13,865	-3.36	-10.59
Other Race Households with Income $100,000 to $124,999	11,414	10,986	11,208	-3.75	2.02
Other Race Households with Income $125,000 to $149,999	6,757	6,323	8,018	-6.42	26.81
Other Race Households with Income $150,000 to $199,999	5,640	5,464	7,090	-3.12	29.76
Other Race Households with Income $200,000 and Over	3,614	3,465	6,459	-4.12	86.41

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	8,629	8,922	9,891	3.40	10.86
Two or More Races Households with Income $25,000 to $49,999	8,555	8,867	10,345	3.65	16.67
Two or More Races Households with Income $50,000 to $74,999	8,357	8,666	9,969	3.70	15.04
Two or More Races Households with Income $75,000 to $99,999	7,949	8,271	9,779	4.05	18.23
Two or More Races Households with Income $100,000 to $124,999	7,171	7,798	9,783	8.74	25.46
Two or More Races Households with Income $125,000 to $149,999	6,603	7,091	10,354	7.39	46.02
Two or More Races Households with Income $150,000 to $199,999	4,982	6,950	11,817	39.50	70.03
Two or More Races Households with Income $200,000 and Over	7,767	10,368	17,997	33.49	73.58

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	41,507	37,959	47,531	-8.55	25.22
Hispanic Households with Income $25,000 to $49,999	61,844	58,091	71,859	-6.07	23.70
Hispanic Households with Income $50,000 to $74,999	49,115	49,048	59,896	-0.14	22.12
Hispanic Households with Income $75,000 to $99,999	33,889	37,516	43,967	10.70	17.20
Hispanic Households with Income $100,000 to $124,999	22,646	26,352	30,421	16.36	15.44
Hispanic Households with Income $125,000 to $149,999	13,608	18,177	19,695	33.58	8.35
Hispanic Households with Income $150,000 to $199,999	13,149	17,342	18,816	31.89	8.50
Hispanic Households with Income $200,000 and Over	10,000	16,148	16,769	61.48	3.85

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	102,871	95,650	64,563	-7.02	-32.50
White Non-Hispanic Households with Income $25,000 to $49,999	120,910	113,053	80,452	-6.50	-28.84
White Non-Hispanic Households with Income $50,000 to $74,999	120,572	112,997	81,060	-6.28	-28.26
White Non-Hispanic Households with Income $75,000 to $99,999	106,428	100,506	79,709	-5.56	-20.69
White Non-Hispanic Households with Income $100,000 to $124,999	93,196	88,581	73,158	-4.95	-17.41
White Non-Hispanic Households with Income $125,000 to $149,999	71,589	69,516	69,262	-2.90	-0.37
White Non-Hispanic Households with Income $150,000 to $199,999	92,542	90,186	92,679	-2.55	2.76
White Non-Hispanic Households with Income $200,000 and Over	145,687	147,949	203,700	1.55	37.68

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+)