



The NAIS Demographic Center 2011 Local Area Reports

CBSA : Seattle-Tacoma-Bellevue, WA

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 438,958 to 438,384 (-0.13 percent) in the CBSA of **Seattle-Tacoma-Bellevue, WA**. This number is expected to increase by 1.37 percent during the next five years, totaling 444,374 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 0.50 percent, the population of children *Age 0 to 17 Years* is projected to increase by 3.65 percent from 789,701 in 2011 to 818,520 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 4.34 percent from 386,646 in 2011 to 403,443 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 2.98 percent from 403,055 in 2011 to 415,077 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 9.59 percent from 102,304 in 2011 to 112,115 in 2016, and increase by 0.46 percent for boys in the same age group from 104,857 in 2011 to 105,343 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	114,398	127,821	11.73	110,826	123,840	11.74
Age 5 to 9 Years	104,857	105,343	0.46	102,304	112,115	9.59
Age 10 to 13 Years	89,791	88,126	-1.85	84,894	80,945	-4.65
Age 14 to 17 Years	94,009	93,787	-0.24	88,622	86,543	-2.35

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -2.39 percent and 9.45 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 8.60 percent from 52,872 in 2011 to 57,421 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 8.61 percent and increase 8.60 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	52,872	57,421	8.60	26,855	29,165	8.60	26,017	28,256	8.61
Kindergarten	41,944	40,943	-2.39	21,230	19,834	-6.58	20,714	21,109	1.91
Grades 1 to 4	165,074	180,669	9.45	83,554	87,521	4.75	81,520	93,148	14.26
Grades 5 to 8	171,150	159,380	-6.88	87,974	83,075	-5.57	83,176	76,305	-8.26
Grades 9 to 12	179,165	169,020	-5.66	92,225	87,905	-4.68	86,940	81,115	-6.70

Enrollment in Private Schools

- The population enrolled in private schools increased by 1.43 percent during the years 2010-2011; and is expected to increase by 12.90 percent in 2016 from 93,091 in 2011 to 105,098 in 2016. While total public school enrollment decreased -0.58 percent during the years 2010-2011, it will decrease by -2.86 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 1.54 percent and female preprimary enrollment by 1.59 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 13.09 percent from 16,329 in 2011 to 18,466 in 2016; while female preprimary enrollment is expected to increase by 13.10 percent from 15,819 in 2011 to 17,891 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 11.83 percent and 13.81 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.55 percent between 2010-2011; the population of Hispanics increased by 37.70 percent; the Asian population increased by 1.86 percent; the American Indian and Alaska Native population decreased by -1.12 percent. The Other Race population decreased by -2.45 percent; and the population of Two or More Races increased by 40.26 percent; and the White population increased by 0.58 percent during the years 2010-2011.
- While the White population represents 71.84 percent of the total population, it is expected to increase from 2,489,181 in 2011 to 2,594,071 in 2016 (4.21 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 322,164 in 2011 to 420,660 in 2016 (30.57 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 12,181 in 2011 to 16,748 in 2016 (37.49 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	16,546	17,861	7.95	12,038	14,957	24.25	12,181	16,748	37.49	7,818	13,675	74.92	4,920	8,329	69.29
Aged 5-9	15,219	15,434	1.41	11,072	12,924	16.73	11,204	14,472	29.17	7,191	11,816	64.32	4,526	7,197	59.01
Aged 10-13	12,834	12,000	-6.50	9,336	10,048	7.63	9,448	11,252	19.09	6,064	9,187	51.50	3,816	5,596	46.65
Aged 14-17	13,417	12,799	-4.61	9,761	10,717	9.79	9,878	12,001	21.49	6,340	9,799	54.56	3,990	5,969	49.60

- The number of African American, Asian, American Indian and Alaska Native, Other Race, and

Two or More Races households with incomes of at least \$100,000 per year will shift between 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 16.67 percent, from 1,554 in 2011 to 1,813 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	4,968	5,401	8.72	13,603	20,335	49.49	1,244	1,428	14.79	2,553	3,021	18.33	5,311	7,379	189.03
Income \$125,000 to \$149,999	3,154	3,789	20.13	7,670	15,098	96.84	715	1,055	47.55	1,554	1,813	16.67	3,058	4,756	55.53
Income \$150,000 to \$199,999	2,128	2,919	37.17	8,659	11,123	28.46	409	772	88.75	1,077	1,566	45.40	2,874	4,315	50.14
Income \$200,000 and Over	1,523	2,104	38.15	5,057	14,396	184.67	224	542	141.96	761	1,393	83.05	2,049	4,262	108.00

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 2,477 in 2011 to 4,240 in 2016 (71.17 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	6,734	9,575	42.19
Income \$125,000 to \$149,999	3,885	5,239	34.85
Income \$150,000 to \$199,999	3,307	4,972	50.35
Income \$200,000 and Over	2,477	4,240	71.17

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 decreased by **-0.79** percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 127,179 in 2011 to 145,767 in 2016 (14.62 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	229,224	223,477	188,301	-2.51	-15.74
\$250,000-\$299,999	97,887	97,112	94,511	-0.79	-2.68
\$300,000-\$399,999	197,161	199,463	219,778	1.17	10.18
\$400,000-\$499,999	124,889	127,179	145,767	1.83	14.62
\$500,000-\$749,999	129,781	132,433	154,085	2.04	16.35
\$750,000-\$999,999	43,021	43,754	49,509	1.70	13.15
More than \$1,000,000	32,764	33,251	37,502	1.49	12.78

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Seattle-Tacoma-Bellevue, WA** increased 1.12 percent, from 563,349 in 2010 to 569,649 in 2011. This number is expected to increase by 7.93 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 296,501 in 2010 to 300,645 in 2011 (1.40 percent), and it is forecasted this population will increase an additional 10.64 percent by the year 2016.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Seattle-Tacoma-Bellevue, WA** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?
- Can we work with local businesses and the chamber of commerce to attract new families to the

area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? ^[1]
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ❖ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ❖ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ❖ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at www.nais.org/go/advocacy), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at www.nais.org/go/advocacy) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ❖ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
 - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

www.nais.org/go/advocacy).

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

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative (www.nais.org/sustainableschools/), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

- ❖ [Parents Views on Independent Schools under the Current Economic Situation](#).
- ❖ [Demography and the Economy](#)
- ❖ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ❖ [Admission Trends, Families, and the School Search](#)
- ❖ [Enrollment Dilemmas, Part I](#) and [Part II](#)
- ❖ [Sticky Messages](#)
- ❖ [Net Tuition Revenue Management: The Why, When, and How](#), NAIS Leadership Series (Article 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

[1]

The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270>.

[2]

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

EASI NAIS Detailed Trend Report & Analysis - 2011

CBSA Name: Seattle-Tacoma-Bellevue, WA

CBSA Code: 42660

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

State Name: Washington

Dominant Profile: SUB_BUS

					% Growth	% Growth Forecast
	Description	2010	2011	2016 (2010-2011)	(2010-2011)	(2011-2016)
Total Population and Households						
	Population	3,439,809	3,465,065	3,659,862	0.73	5.62
	Households	1,357,475	1,363,124	1,433,371	0.42	5.15
Households with School Age Population						
	Households with Children Age 0 to 17 Years	438,958	438,384	444,374	-0.13	1.37
	Percent of Households with Children Age 0 to 17 Years	32.34	32.16	31.00	-0.56	-3.61
School Age Population						
	Population Age 0 to 17 Years	785,796	789,701	818,520	0.50	3.65
	Population Age 0 to 4 Years	221,676	225,224	251,661	1.60	11.74
	Population Age 5 to 9 Years	206,009	207,161	217,458	0.56	4.97
	Population Age 10 to 13 Years	175,307	174,686	169,071	-0.35	-3.21
	Population Age 14 to 17 Years	182,804	182,630	180,330	-0.10	-1.26
School Age Population by Gender						
	Male Population Age 0 to 17 Years	401,372	403,055	415,077	0.42	2.98
	Female Population Age 0 to 17 Years	384,424	386,646	403,443	0.58	4.34
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	112,628	114,398	127,821	1.57	11.73
	Male Population Age 5 to 9 Years	104,618	104,857	105,343	0.23	0.46
	Male Population Age 10 to 13 Years	90,046	89,791	88,126	-0.28	-1.85
	Male Population Age 14 to 17 Years	94,080	94,009	93,787	-0.08	-0.24
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	109,048	110,826	123,840	1.63	11.74
	Female Population Age 5 to 9 Years	101,391	102,304	112,115	0.90	9.59
	Female Population Age 10 to 13 Years	85,262	84,894	80,945	-0.43	-4.65
	Female Population Age 14 to 17 Years	88,723	88,622	86,543	-0.11	-2.35
Population in School						
	Nursery or Preschool	52,442	52,872	57,421	0.82	8.60
	Kindergarten	42,018	41,944	40,943	-0.18	-2.39
	Grades 1 to 4	163,383	165,074	180,669	1.03	9.45
	Grades 5 to 8	172,870	171,150	159,380	-0.99	-6.88
	Grades 9 to 12	181,208	179,165	169,020	-1.13	-5.66
Population in School by Gender						
	Male Enrolled in School	313,007	311,839	307,500	-0.37	-1.39
	Female Enrolled in School	298,914	298,366	299,933	-0.18	0.53
Male Population in School by Grade						
	Male Nursery or Preschool	26,644	26,855	29,165	0.79	8.60
	Male Kindergarten	21,338	21,230	19,834	-0.51	-6.58
	Male Grades 1 to 4	82,971	83,554	87,521	0.70	4.75
	Male Grades 5 to 8	88,794	87,974	83,075	-0.92	-5.57
	Male Grades 9 to 12	93,259	92,225	87,905	-1.11	-4.68

Female Population in School by Grade

Female Nursery or Preschool	25,798	26,017	28,256	0.85	8.61
Female Kindergarten	20,680	20,714	21,109	0.16	1.91
Female Grades 1 to 4	80,412	81,520	93,148	1.38	14.26
Female Grades 5 to 8	84,076	83,176	76,305	-1.07	-8.26
Female Grades 9 to 12	87,949	86,940	81,115	-1.15	-6.70

Population in School

Education, Total Enrollment (Pop 3+)	611,921	610,205	607,433	-0.28	-0.45
Education, Not Enrolled in School (Pop 3+)	2,461,016	2,486,590	2,670,213	1.04	7.38

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	91,776	93,091	105,098	1.43	12.90
Education, Enrolled Private Preprimary (Pop 3+)	31,653	32,148	36,357	1.56	13.09
Education, Enrolled Private Elementary or High School (Pop 3+)	60,123	60,943	68,741	1.36	12.80
Education, Enrolled Public Schools (Pop 3+)	520,145	517,114	502,335	-0.58	-2.86
Education, Enrolled Public Preprimary (Pop 3+)	20,789	20,724	21,064	-0.31	1.64
Education, Enrolled Public Elementary or High School (Pop 3+)	499,356	496,390	481,271	-0.59	-3.05

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

Male Education, Enrolled Private Schools (Pop 3+)	46,837	47,472	53,292	1.36	12.26
Male Education, Enrolled Private Preprimary (Pop 3+)	16,082	16,329	18,466	1.54	13.09
Male Education, Enrolled Private Elementary or High School (Pop 3+)	30,755	31,143	34,826	1.26	11.83
Male Education, Enrolled Public Schools (Pop 3+)	266,170	264,367	254,207	-0.68	-3.84
Male Education, Enrolled Public Preprimary (Pop 3+)	10,562	10,526	10,699	-0.34	1.64
Male Education, Enrolled Public Elementary or High School (Pop 3+)	255,607	253,840	243,509	-0.69	-4.07

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	44,939	45,619	51,806	1.51	13.56
Female Education, Enrolled Private Preprimary (Pop 3+)	15,571	15,819	17,891	1.59	13.10
Female Education, Enrolled Private Elementary or High School (Pop 3+)	29,368	29,800	33,915	1.47	13.81
Female Education, Enrolled Public Schools (Pop 3+)	253,975	252,747	248,128	-0.48	-1.83
Female Education, Enrolled Public Preprimary (Pop 3+)	10,227	10,198	10,365	-0.28	1.64
Female Education, Enrolled Public Elementary or High School (Pop 3+)	243,749	242,550	237,762	-0.49	-1.97

Population by Race

White Population, Alone	2,474,896	2,489,181	2,594,071	0.58	4.21
Black Population, Alone	191,967	193,017	201,557	0.55	4.42
Asian Population, Alone	421,170	428,988	486,250	1.86	13.35
American Indian and Alaska Native Population, Alone	36,819	36,406	33,451	-1.12	-8.12
Other Race Population, Alone	131,089	127,882	110,568	-2.45	-13.54
Two or More Races Population	183,868	189,591	233,965	3.11	23.41

Population by Ethnicity

Hispanic Population	309,476	322,164	420,660	4.10	30.57
White Non-Hispanic Population	2,343,116	2,345,669	2,376,391	0.11	1.31

Population by Race As Percent of Total Population

Percent of White Population, Alone	71.95	71.84	70.88	-0.15	-1.34
Percent of Black Population, Alone	5.58	5.57	5.51	-0.18	-1.08
Percent of Asian Population, Alone	12.24	12.38	13.29	1.14	7.35
Percent of American Indian and Alaska Native Population, Alone	1.07	1.05	0.91	-1.87	-13.33
Percent of Other Race Population, Alone	3.81	3.69	3.02	-3.15	-18.16
Percent of Two or More Races Population, Alone	5.35	5.47	6.39	2.24	16.82

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	9.00	9.30	11.49	3.33	23.55
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Percent of White Non-Hispanic Population 68.12 67.69 64.93

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	563,349	569,649	614,798	1.12	7.93
Education Attainment, Master's Degree (Pop 25+)	207,162	210,121	232,328	1.43	10.57
Education Attainment, Professional Degree (Pop 25+)	56,028	56,483	60,171	0.81	6.53
Education Attainment, Doctorate Degree (Pop 25+)	33,311	34,041	40,134	2.19	17.90

Household Income

Household Income, Median (\$)	71,181	71,433	84,410	0.35	18.17
Household Income, Average (\$)	87,326	87,583	106,105	0.29	21.15

Households by Income

Households with Income Less than \$25,000	205,251	205,399	182,564	0.07	-11.12
Households with Income \$25,000 to \$49,999	266,449	266,344	232,430	-0.04	-12.73
Households with Income \$50,000 to \$74,999	244,366	244,742	226,958	0.15	-7.27
Households with Income \$75,000 to \$99,999	197,675	198,455	198,542	0.39	0.04
Households with Income \$100,000 to \$124,999	147,092	148,162	165,973	0.73	12.02
Households with Income \$125,000 to \$149,999	99,743	101,182	128,477	1.44	26.98
Households with Income \$150,000 to \$199,999	97,088	97,638	132,762	0.57	35.97
Households with Income \$200,000 and Over	99,811	101,202	165,665	1.39	63.70

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,374	16,546	17,861	1.05	7.95
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,217	15,219	15,434	0.01	1.41
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,949	12,834	12,000	-0.89	-6.50
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	13,503	13,417	12,799	-0.64	-4.61
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	11,809	12,038	14,957	1.94	24.25
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	10,975	11,072	12,924	0.88	16.73
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,339	9,336	10,048	-0.03	7.63
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,738	9,761	10,717	0.24	9.79
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	12,023	12,181	16,748	1.31	37.49
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	11,173	11,204	14,472	0.28	29.17
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	9,508	9,448	11,252	-0.63	19.09
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,915	9,878	12,001	-0.37	21.49
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	7,663	7,818	13,675	2.02	74.92
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	7,121	7,191	11,816	0.98	64.32
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	6,060	6,064	9,187	0.07	51.50
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,319	6,340	9,799	0.33	54.56
Families with one or more children aged 0-4 and Income \$350,000 and over	4,804	4,920	8,329	2.41	69.29
Families with one or more children aged 5-9 and Income \$350,000 and over	4,464	4,526	7,197	1.39	59.01
Families with one or more children aged 10-13 and Income \$350,000 and over	3,799	3,816	5,596	0.45	46.65
Families with one or more children aged 14-17 and Income \$350,000 and over	3,961	3,990	5,969	0.73	49.60

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	229,224	223,477	188,301	-2.51	-15.74
Housing, Owner Households Valued \$250,000-\$299,999	97,887	97,112	94,511	-0.79	-2.68
Housing, Owner Households Valued \$300,000-\$399,999	197,161	199,463	219,778	1.17	10.18
Housing, Owner Households Valued \$400,000-\$499,999	124,889	127,179	145,767	1.83	14.62
Housing, Owner Households Valued \$500,000-\$749,999	129,781	132,433	154,085	2.04	16.35
Housing, Owner Households Valued \$750,000-\$999,999	43,021	43,754	49,509	1.70	13.15
Housing, Owner Households Valued More than \$1,000,000	32,764	33,251	37,502	1.49	12.78

Households by Length of Residence

Length of Residence Less than 2 Years	152,278	159,340	215,433	4.64	35.20
Length of Residence 3 to 5 Years	228,417	239,010	323,149	4.64	35.20
Length of Residence 6 to 10 Years	584,497	577,188	536,820	-1.25	-6.99

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	139,610	139,917	122,178	0.22	-12.68
White Households with Income \$25,000 to \$49,999	194,153	194,789	167,280	0.33	-14.12
White Households with Income \$50,000 to \$74,999	185,589	186,216	171,009	0.34	-8.17
White Households with Income \$75,000 to \$99,999	155,204	155,635	152,752	0.28	-1.85
White Households with Income \$100,000 to \$124,999	120,189	120,483	128,409	0.24	6.58
White Households with Income \$125,000 to \$149,999	84,782	85,031	101,966	0.29	19.92
White Households with Income \$150,000 to \$199,999	82,274	82,491	112,067	0.26	35.85
White Households with Income \$200,000 and Over	91,397	91,588	142,968	0.21	56.10

Black Households by Income

Black Households with Income Less than \$25,000	19,429	19,701	20,605	1.40	4.59
Black Households with Income \$25,000 to \$49,999	16,889	17,028	17,908	0.82	5.17
Black Households with Income \$50,000 to \$74,999	10,952	11,034	11,969	0.75	8.47
Black Households with Income \$75,000 to \$99,999	6,938	6,983	8,222	0.65	17.74
Black Households with Income \$100,000 to \$124,999	4,943	4,968	5,401	0.51	8.72
Black Households with Income \$125,000 to \$149,999	3,147	3,154	3,789	0.22	20.13
Black Households with Income \$150,000 to \$199,999	2,120	2,128	2,919	0.38	37.17
Black Households with Income \$200,000 and Over	1,513	1,523	2,104	0.66	38.15

Asian Households by Income

Asian Households with Income Less than \$25,000	25,086	24,399	20,978	-2.74	-14.02
Asian Households with Income \$25,000 to \$49,999	27,514	26,649	22,955	-3.14	-13.86
Asian Households with Income \$50,000 to \$74,999	26,056	25,773	23,129	-1.09	-10.26
Asian Households with Income \$75,000 to \$99,999	20,459	20,800	23,019	1.67	10.67
Asian Households with Income \$100,000 to \$124,999	12,756	13,603	20,335	6.64	49.49
Asian Households with Income \$125,000 to \$149,999	6,406	7,670	15,098	19.73	96.84
Asian Households with Income \$150,000 to \$199,999	8,386	8,659	11,123	3.26	28.46
Asian Households with Income \$200,000 and Over	3,776	5,057	14,396	33.92	184.67

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	2,154	2,160	1,767	0.28	-18.19
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,639	2,624	2,226	-0.57	-15.17
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,216	2,226	2,142	0.45	-3.77
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,986	1,986	1,027	0.00	-48.29
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,247	1,244	1,428	-0.24	14.79
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	716	715	1,055	-0.14	47.55
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	407	409	772	0.49	88.75
American Indian and Alaska Native Households with Income \$200,000 and Over	227	224	542	-1.32	141.96

Other Race Households by Income

Other Race Households with Income Less than \$25,000	8,360	8,286	5,952	-0.89	-28.17
Other Race Households with Income \$25,000 to \$49,999	12,352	12,073	9,386	-2.26	-22.26
Other Race Households with Income \$50,000 to \$74,999	8,634	8,357	7,057	-3.21	-15.56
Other Race Households with Income \$75,000 to \$99,999	4,780	4,634	4,226	-3.05	-8.80
Other Race Households with Income \$100,000 to \$124,999	2,614	2,553	3,021	-2.33	18.33
Other Race Households with Income \$125,000 to \$149,999	1,590	1,554	1,813	-2.26	16.67
Other Race Households with Income \$150,000 to \$199,999	1,086	1,077	1,566	-0.83	45.40
Other Race Households with Income \$200,000 and Over	794	761	1,393	-4.16	83.05

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	10,612	10,936	11,084	3.05	1.35
Two or More Races Households with Income \$25,000 to \$49,999	12,902	13,181	12,675	2.16	-3.84
Two or More Races Households with Income \$50,000 to \$74,999	10,919	11,136	11,652	1.99	4.63

Two or More Races Households with Income \$75,000 to \$99,999	8,308	8,417	9,296	1.31	10.44
Two or More Races Households with Income \$100,000 to \$124,999	5,343	5,311	7,379	-0.60	38.94
Two or More Races Households with Income \$125,000 to \$149,999	3,102	3,058	4,756	-1.42	55.53
Two or More Races Households with Income \$150,000 to \$199,999	2,815	2,874	4,315	2.10	50.14
Two or More Races Households with Income \$200,000 and Over	2,104	2,049	4,262	-2.61	108.00

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	19,599	19,822	21,109	1.14	6.49
Hispanic Households with Income \$25,000 to \$49,999	27,877	28,234	30,066	1.28	6.49
Hispanic Households with Income \$50,000 to \$74,999	18,674	19,148	22,511	2.54	17.56
Hispanic Households with Income \$75,000 to \$99,999	11,322	11,768	15,010	3.94	27.55
Hispanic Households with Income \$100,000 to \$124,999	6,474	6,734	9,575	4.02	42.19
Hispanic Households with Income \$125,000 to \$149,999	3,672	3,885	5,239	5.80	34.85
Hispanic Households with Income \$150,000 to \$199,999	3,160	3,307	4,972	4.65	50.35
Hispanic Households with Income \$200,000 and Over	2,340	2,477	4,240	5.85	71.17

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	133,969	133,082	104,415	-0.66	-21.54
White Non-Hispanic Households with Income \$25,000 to \$49,999	187,175	186,311	152,886	-0.46	-17.94
White Non-Hispanic Households with Income \$50,000 to \$74,999	179,888	180,743	164,953	0.48	-8.74
White Non-Hispanic Households with Income \$75,000 to \$99,999	151,048	151,307	150,117	0.17	-0.79
White Non-Hispanic Households with Income \$100,000 to \$124,999	116,954	117,655	127,283	0.60	8.18
White Non-Hispanic Households with Income \$125,000 to \$149,999	82,510	83,207	101,676	0.84	22.20
White Non-Hispanic Households with Income \$150,000 to \$199,999	80,256	81,202	111,764	1.18	37.64
White Non-Hispanic Households with Income \$200,000 and Over	89,227	90,279	142,824	1.18	58.20

Footnotes:

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

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

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

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

All estimates are as of 1/1/2011 unless otherwise stated.

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EASI Dominant Profiles

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

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