The NAIS Demographic Center
2013 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 – 2013. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center .

Key Findings

School Age Population

1. During 2010-2013, the number of households with children *Age 0 to 17 Years* grew from 430,590 to 439,233 (2.01 percent) in the CBSA of **Seattle-Tacoma-Bellevue, WA**. This number is expected to increase by 1.35 percent during the next five years, totaling 445,184 in 2018.

2. The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 2.52 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.94 percent from 805,580 in 2013 to 829,245 in 2018.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.83 percent from 393,619 in 2013 to 404,739 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 3.05 percent from 411,961 in 2013 to 424,506 in 2018.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 5.30 percent from 109,565 in 2013 to 115,373 in 2018, and increase by 2.90 percent for boys in the same age group from 111,842 in 2013 to 115,088 in 2018. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Age 0 to 4 Years	120,597	130,107	7.89	114,934	122,268	6.38
Age 5 to 9 Years	111,842	115,088	2.90	109,565	115,373	5.30
Age 10 to 13 Years	89,131	89,965	0.94	84,302	85,690	1.65
Age 14 to 17 Years	90,391	89,346	-1.16	84,818	81,408	-4.02

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -2.26 percent and 8.23 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 5.80 percent from 53,275 in 2013 to 56,364 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 5.04 percent and increase 6.52 percent, respectively, during the period 2013-2018. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Nursery or Preschool	53,275	56,364	5.80	27,278	29,057	6.52	25,997	27,307	5.04
Kindergarten	41,162	40,231	-2.26	20,793	20,091	-3.38	20,369	20,140	-1.12
Grades 1 to 4	173,357	187,628	8.23	87,570	93,698	7.00	85,787	93,930	9.49
Grades 5 to 8	162,820	159,452	-2.07	83,677	81,666	-2.40	79,143	77,786	-1.71
Grades 9 to 12	171,273	161,936	-5.45	88,361	84,732	-4.11	82,912	77,204	-6.88

Enrollment in Private Schools

6. The population enrolled in private schools increased by 2.33 percent during the years 2010-2013; and is expected to increase by 4.14 percent in 2018 from 94,657 in 2013 to 98,576 in 2018. While total public school enrollment increased 0.54 percent during the years 2010-2013, it will decrease by -0.04 percent between 2013 and 2018.

7. During 2010-2013, male preprimary enrollment in private schools increased by 2.19 percent and female preprimary enrollment by 2.06 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 3.99 percent from 16,435 in 2013 to 17,091 in 2018; while female preprimary enrollment is expected to increase by 2.54 percent from 15,664 in 2013 to 16,062 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 4.33 percent and 4.84 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 7.84 percent between 2010-2013; the population of Hispanics increased by 15.86 percent; the Asian population increased by 13.16 percent; the American Indian and Alaska Native population decreased by -0.16 percent. The Other Race population decreased by -6.49 percent; and the population of Two or More Races increased by 19.64 percent; and the White population increased by 1.21 percent during the years 2010-2013.

9. While the White population represents 70.21 percent of the total population, it is expected to decrease from 2,504,809 in 2013 to 2,495,464 in 2018 (-0.37 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 358,559 in 2013 to 467,700 in 2018 (30.44 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 2018 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 12,994 in 2013 to 17,560 in 2018 (35.14 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		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Aged 0-4	17,025	18,126	6.47	12,370	16,416	32.71	12,994	17,560	35.14	7,506	13,837	84.35	5,764	10,316	78.97
Aged 5-9	16,004	16,552	3.42	11,628	14,990	28.91	12,215	16,035	31.27	7,056	12,635	79.07	5,418	9,420	73.86
Aged 10-13	12,537	12,616	0.63	9,109	11,425	25.43	9,568	12,222	27.74	5,527	9,631	74.25	4,244	7,180	69.18

Aged 14-17	12,665	12,264	-3.17	9,202	11,107	20.70	9,666	11,881	22.92	5,584	9,362	67.66	4,287	6,980	62.82

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 2013 and 2018, as shown in the table below. In particular, *the Other Race Households with Income $125,000 and $149,999* are projected to increase by 35.98 percent, from 1,534 in 2013 to 2,086 in 2018.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2013	2018	%Growth (2013-2018)	2013	2018	%Growth (2013-2018)	2013	2018	%Growth (2013-2018)	2013	2018	%Growth (2013-2018)	2013	2018	%Growth (2013-2018)
Income $100,000 to $124,999	5,948	8,485	42.65	15,154	28,213	86.18	1,790	2,958	65.25	2,955	3,306	11.88	6,698	11,576	291.74
Income $125,000 to $149,999	4,194	5,651	34.74	9,767	20,436	109.24	559	2,213	295.89	1,534	2,086	35.98	5,494	9,556	73.94
Income $150,000 to $199,999	3,521	4,932	40.07	9,310	11,626	24.88	1,215	1,886	55.23	1,492	1,604	7.51	6,000	8,148	35.80
Income $200,000 and Over	2,195	3,640	65.83	6,966	16,928	143.01	348	1,365	292.24	1,257	1,947	54.89	6,099	9,120	49.53

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 4,651 in 2013 to 5,508 in 2018 (18.43 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	%Growth (2013-2018)
Income $100,000 to $124,999	8,771	10,580	20.62
Income $125,000 to $149,999	6,568	7,337	11.71
Income $150,000 to $199,999	4,153	5,077	22.25
Income $200,000 and Over	4,651	5,508	18.43

13. The number of *Households by Home Value* also shifted between 2010 and 2013. In particular, the number of households with homes valued between $250,000 and $299,999 increased by 12.51 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to decreased from 118,734 in 2013 to 112,288 in 2018 (-5.43 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	%Growth (2010-2013)	%Growth (2013-2018)
Less than $250,000	214,834	227,623	249,209	5.95	9.48
$250,000-$299,999	105,994	119,253	143,095	12.51	19.99
$300,000-$399,999	190,112	186,075	173,085	-2.12	-6.98
$400,000-$499,999	120,165	118,734	112,288	-1.19	-5.43
$500,000-$749,999	130,215	131,845	130,578	1.25	-0.96
$750,000-$999,999	42,136	41,950	40,444	-0.44	-3.59
More than $1,000,000	32,101	31,793	30,419	-0.96	-4.32

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 4.64 percent, from 561,002 in 2010 to 587,009 in 2013. This number is expected to increase by 6.26 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 312,039 in 2010 to 339,445 in 2013 (8.78 percent), and it is forecasted this population will increase an additional 14.02 percent by the year 2018.

08/19/2013

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*, 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 - 2013

CBSA Name: Seattle-Tacoma-Bellevue, WA
CBSA Code: 42660
CBSA Type (1=Metro, 2=Micro): 1
State Name: Washington
Dominant Profile: Subway or Bus to Work

Description	2010	2013	2018	% Growth (2010-2013)	% Growth Forecast (2013-2018)
Total Population and Households					
Population	3,439,809	3,567,750	3,747,307	3.72	5.03
Households	1,357,475	1,407,209	1,470,413	3.66	4.49
Households with School Age Population					
Households with Children Age 0 to 17 Years	430,590	439,233	445,184	2.01	1.35
Percent of Households with Children Age 0 to 17 Years	31.72	31.21	30.28	-1.61	-2.98
School Age Population					
Population Age 0 to 17 Years	785,796	805,580	829,245	2.52	2.94
Population Age 0 to 4 Years	223,335	235,531	252,375	5.46	7.15
Population Age 5 to 9 Years	213,938	221,407	230,461	3.49	4.09
Population Age 10 to 13 Years	171,466	173,434	175,654	1.15	1.28
Population Age 14 to 17 Years	177,057	175,208	170,755	-1.04	-2.54
School Age Population by Gender					
Male Population Age 0 to 17 Years	402,189	411,961	424,506	2.43	3.05
Female Population Age 0 to 17 Years	383,607	393,619	404,739	2.61	2.83
Male School Age Population by Age					
Male Population Age 0 to 4 Years	114,277	120,597	130,107	5.53	7.89
Male Population Age 5 to 9 Years	109,251	111,842	115,088	2.37	2.90
Male Population Age 10 to 13 Years	87,800	89,131	89,965	1.52	0.94
Male Population Age 14 to 17 Years	90,861	90,391	89,346	-0.52	-1.16
Female School Age Population by Age					
Female Population Age 0 to 4 Years	109,058	114,934	122,268	5.39	6.38
Female Population Age 5 to 9 Years	104,687	109,565	115,373	4.66	5.30
Female Population Age 10 to 13 Years	83,666	84,302	85,690	0.76	1.65
Female Population Age 14 to 17 Years	86,196	84,818	81,408	-1.60	-4.02
Population in School					
Nursery or Preschool	51,573	53,275	56,364	3.30	5.80
Kindergarten	41,642	41,162	40,231	-1.15	-2.26
Grades 1 to 4	164,982	173,357	187,628	5.08	8.23
Grades 5 to 8	163,721	162,820	159,452	-0.55	-2.07
Grades 9 to 12	175,102	171,273	161,936	-2.19	-5.45
Population in School by Gender					
Male Enrolled in School	305,597	307,678	309,244	0.68	0.51
Female Enrolled in School	291,423	294,209	296,367	0.96	0.73
Male Population in School by Grade					
Male Nursery or Preschool	26,389	27,278	29,057	3.37	6.52
Male Kindergarten	21,265	20,793	20,091	-2.22	-3.38
Male Grades 1 to 4	84,251	87,570	93,698	3.94	7.00
Male Grades 5 to 8	83,834	83,677	81,666	-0.19	-2.40
Male Grades 9 to 12	89,858	88,361	84,732	-1.67	-4.11
Female Population in School by Grade					
Female Nursery or Preschool	25,184	25,997	27,307	3.23	5.04
Female Kindergarten	20,377	20,369	20,140	-0.04	-1.12
Female Grades 1 to 4	80,731	85,787	93,930	6.26	9.49
Female Grades 5 to 8	79,887	79,143	77,786	-0.93	-1.71
Female Grades 9 to 12	85,244	82,912	77,204	-2.74	-6.88
Population in School					
Education, Total Enrollment (Pop 3+)	597,020	601,887	605,611	0.82	0.62
Education, Not Enrolled in School (Pop 3+)	2,467,704	2,567,630	2,704,593	4.05	5.33
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	92,500	94,657	98,576	2.33	4.14
Education, Enrolled Private Preprimary (Pop 3+)	31,431	32,099	33,153	2.13	3.28
Education, Enrolled Private Elementary or High School (Pop 3+)	61,069	62,558	65,423	2.44	4.58
Education, Enrolled Public Schools (Pop 3+)	504,520	507,230	507,035	0.54	-0.04

Education, Enrolled Public Preprimary (Pop 3+)	20,142	21,176	23,211	5.13	9.61
Education, Enrolled Public Elementary or High School (Pop 3+)	484,378	486,054	483,824	0.35	-0.46

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

Male Education, Enrolled Private Schools (Pop 3+)	47,337	48,383	50,424	2.21	4.22
Male Education, Enrolled Private Preprimary (Pop 3+)	16,083	16,435	17,091	2.19	3.99
Male Education, Enrolled Private Elementary or High School (Pop 3+)	31,254	31,948	33,332	2.22	4.33
Male Education, Enrolled Public Schools (Pop 3+)	258,260	259,294	258,821	0.40	-0.18
Male Education, Enrolled Public Preprimary (Pop 3+)	10,306	10,843	11,966	5.21	10.36
Male Education, Enrolled Public Elementary or High School (Pop 3+)	247,954	248,452	246,855	0.20	-0.64

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	45,163	46,274	48,152	2.46	4.06
Female Education, Enrolled Private Preprimary (Pop 3+)	15,348	15,664	16,062	2.06	2.54
Female Education, Enrolled Private Elementary or High School (Pop 3+)	29,815	30,610	32,091	2.67	4.84
Female Education, Enrolled Public Schools (Pop 3+)	246,260	247,936	248,214	0.68	0.11
Female Education, Enrolled Public Preprimary (Pop 3+)	9,836	10,333	11,245	5.05	8.83
Female Education, Enrolled Public Elementary or High School (Pop 3+)	236,424	237,602	236,969	0.50	-0.27

Population by Race

White Population, Alone	2,474,896	2,504,809	2,495,464	1.21	-0.37
Black Population, Alone	191,967	207,009	232,644	7.84	12.38
Asian Population, Alone	421,170	476,607	579,255	13.16	21.54
American Indian and Alaska Native Population, Alone	36,819	36,761	37,393	-0.16	1.72
Other Race Population, Alone	131,089	122,585	105,675	-6.49	-13.79
Two or More Races Population	183,868	219,979	296,876	19.64	34.96

Population by Ethnicity

Hispanic Population	309,476	358,559	467,700	15.86	30.44
White Non-Hispanic Population	2,340,274	2,329,619	2,259,428	-0.46	-3.01

Population by Race As Percent of Total Population

Percent of White Population, Alone	71.95	70.21	66.59	-2.42	-5.16
Percent of Black Population, Alone	5.58	5.80	6.21	3.94	7.07
Percent of Asian Population, Alone	12.24	13.36	15.46	9.15	15.72
Percent of American Indian and Alaska Native Population, Alone	1.07	1.03	1.00	-3.74	-2.91
Percent of Other Race Population, Alone	3.81	3.44	2.82	-9.71	-18.02
Percent of Two or More Races Population, Alone	5.35	6.17	7.92	15.33	28.36

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	9.00	10.05	12.48	11.67	24.18
Percent of White Non-Hispanic Population	68.03	65.30	60.29	-4.01	-7.67

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	561,002	587,009	623,735	4.64	6.26
Education Attainment, Master's Degree (Pop 25+)	218,717	238,899	274,400	9.23	14.86
Education Attainment, Professional Degree (Pop 25+)	56,479	59,663	64,423	5.64	7.98
Education Attainment, Doctorate Degree (Pop 25+)	36,843	40,883	48,206	10.97	17.91

Household Income

Household Income, Median ($)	68,841	71,645	91,936	4.07	28.32
Household Income, Average ($)	91,944	94,141	120,899	2.39	28.42

Households by Income

Households with Income Less than $25,000	216,161	213,952	170,440	-1.02	-20.34
Households with Income $25,000 to $49,999	274,793	272,694	214,110	-0.76	-21.48
Households with Income $50,000 to $74,999	249,174	250,587	212,906	0.57	-15.04
Households with Income $75,000 to $99,999	193,308	200,593	203,345	3.77	1.37
Households with Income $100,000 to $124,999	143,520	152,808	178,694	6.47	16.94
Households with Income $125,000 to $149,999	94,575	103,583	149,087	9.52	43.93
Households with Income $150,000 to $199,999	94,336	106,104	145,689	12.47	37.31
Households with Income $200,000 and Over	91,608	106,888	196,142	16.68	83.50

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income $100,000 to $124,999	16,033	17,025	18,126	6.19	6.47
Families with one or more children aged 5-9 and Income $100,000 to $124,999	15,358	16,004	16,552	4.21	3.42
Families with one or more children aged 10-13 and Income $100,000 to $124,999	12,309	12,537	12,616	1.85	0.63
Families with one or more children aged 14-17 and Income $100,000 to $124,999	12,711	12,665	12,264	-0.36	-3.17
Families with one or more children aged 0-4 and Income $125,000 to $149,999	11,307	12,370	16,416	9.40	32.71
Families with one or more children aged 5-9 and Income $125,000 to $149,999	10,831	11,628	14,990	7.36	28.91
Families with one or more children aged 10-13 and Income $125,000 to $149,999	8,681	9,109	11,425	4.93	25.43
Families with one or more children aged 14-17 and Income $125,000 to $149,999	8,964	9,202	11,107	2.66	20.70
Families with one or more children aged 0-4 and Income $150,000 to $199,999	11,508	12,994	17,560	12.91	35.14
Families with one or more children aged 5-9 and Income $150,000 to $199,999	11,024	12,215	16,035	10.80	31.27

Families with one or more children aged 10-13 and Income $150,000 to $199,999	8,836	9,568	12,222	8.28	27.74
Families with one or more children aged 14-17 and Income $150,000 to $199,999	9,124	9,666	11,881	5.94	22.92
Families with one or more children aged 0-4 and Income $200,000 to $349,999	6,369	7,506	13,837	17.85	84.35
Families with one or more children aged 5-9 and Income $200,000 to $349,999	6,101	7,056	12,635	15.65	79.07
Families with one or more children aged 10-13 and Income $200,000 to $349,999	4,889	5,527	9,631	13.05	74.25
Families with one or more children aged 14-17 and Income $200,000 to $349,999	5,049	5,584	9,362	10.60	67.66
Families with one or more children aged 0-4 and Income $350,000 and over	4,934	5,764	10,316	16.82	78.97
Families with one or more children aged 5-9 and Income $350,000 and over	4,726	5,418	9,420	14.64	73.86
Families with one or more children aged 10-13 and Income $350,000 and over	3,788	4,244	7,180	12.04	69.18
Families with one or more children aged 14-17 and Income $350,000 and over	3,911	4,287	6,980	9.61	62.82

Households by Home Value

Housing, Owner Households Valued Less than $250,000	214,834	227,623	249,209	5.95	9.48
Housing, Owner Households Valued $250,000-$299,999	105,994	119,253	143,095	12.51	19.99
Housing, Owner Households Valued $300,000-$399,999	190,112	186,075	173,085	-2.12	-6.98
Housing, Owner Households Valued $400,000-$499,999	120,165	118,734	112,288	-1.19	-5.43
Housing, Owner Households Valued $500,000-$749,999	130,215	131,845	130,578	1.25	-0.96
Housing, Owner Households Valued $750,000-$999,999	42,136	41,950	40,444	-0.44	-3.59
Housing, Owner Households Valued More than $1,000,000	32,101	31,793	30,419	-0.96	-4.32

Households by Length of Residence

Length of Residence Less than 2 Years	217,257	249,100	304,811	14.66	22.36
Length of Residence 3 to 5 Years	325,885	373,651	457,217	14.66	22.36
Length of Residence 6 to 10 Years	470,345	454,496	417,983	-3.37	-8.03
Length of Residence More than 10 Years	343,988	329,962	290,402	-4.08	-11.99

Households by Race and Income

White Households by Income

White Households with Income Less than $25,000	147,067	145,772	105,667	-0.88	-27.51
White Households with Income $25,000 to $49,999	204,312	202,859	147,889	-0.71	-27.10
White Households with Income $50,000 to $74,999	191,280	191,417	154,779	0.07	-19.14
White Households with Income $75,000 to $99,999	152,286	154,030	145,447	1.15	-5.57
White Households with Income $100,000 to $124,999	118,078	120,263	124,156	1.85	3.24
White Households with Income $125,000 to $149,999	78,728	82,035	109,145	4.20	33.05
White Households with Income $150,000 to $199,999	80,575	84,566	117,493	4.95	38.94
White Households with Income $200,000 and Over	82,976	90,023	163,142	8.49	81.22

Black Households by Income

Black Households with Income Less than $25,000	22,825	23,229	26,413	1.77	13.71
Black Households with Income $25,000 to $49,999	20,089	21,150	24,496	5.28	15.82
Black Households with Income $50,000 to $74,999	11,938	13,701	17,271	14.77	26.06
Black Households with Income $75,000 to $99,999	7,741	9,547	11,674	23.33	22.28
Black Households with Income $100,000 to $124,999	4,850	5,948	8,485	22.64	42.65
Black Households with Income $125,000 to $149,999	2,834	4,194	5,651	47.99	34.74
Black Households with Income $150,000 to $199,999	2,103	3,521	4,932	67.43	40.07
Black Households with Income $200,000 and Over	1,141	2,195	3,640	92.38	65.83

Asian Households by Income

Asian Households with Income Less than $25,000	30,744	31,089	27,558	1.12	-11.36
Asian Households with Income $25,000 to $49,999	31,346	31,862	28,207	1.65	-11.47
Asian Households with Income $50,000 to $74,999	28,702	29,712	27,635	3.52	-6.99
Asian Households with Income $75,000 to $99,999	19,618	23,450	31,894	19.53	36.01
Asian Households with Income $100,000 to $124,999	11,374	15,154	28,213	33.23	86.18
Asian Households with Income $125,000 to $149,999	6,499	9,767	20,436	50.28	109.24
Asian Households with Income $150,000 to $199,999	6,869	9,310	11,626	35.54	24.88
Asian Households with Income $200,000 and Over	3,414	6,966	16,928	104.04	143.01

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than $25,000	2,352	2,419	1,890	2.85	-21.87
American Indian and Alaska Native Households with Income $25,000 to $49,999	2,694	2,668	2,577	-0.97	-3.41
American Indian and Alaska Native Households with Income $50,000 to $74,999	2,287	2,397	2,226	4.81	-7.13
American Indian and Alaska Native Households with Income $75,000 to $99,999	2,069	2,337	2,270	12.95	-2.87
American Indian and Alaska Native Households with Income $100,000 to $124,999	1,386	1,790	2,958	29.15	65.25
American Indian and Alaska Native Households with Income $125,000 to $149,999	884	559	2,213	-36.76	295.89
American Indian and Alaska Native Households with Income $150,000 to $199,999	568	1,215	1,886	113.91	55.23
American Indian and Alaska Native Households with Income $200,000 and Over	226	348	1,365	53.98	292.24

Other Race Households by Income

Other Race Households with Income Less than $25,000	6,586	5,688	3,346	-13.63	-41.17
Other Race Households with Income $25,000 to $49,999	9,177	7,985	5,067	-12.99	-36.54
Other Race Households with Income $50,000 to $74,999	7,282	6,479	4,900	-11.03	-24.37
Other Race Households with Income $75,000 to $99,999	4,737	4,389	4,585	-7.35	4.47
Other Race Households with Income $100,000 to $124,999	2,816	2,955	3,306	4.94	11.88
Other Race Households with Income $125,000 to $149,999	1,370	1,534	2,086	11.97	35.98

Other Race Households with Income $150,000 to $199,999	1,598	1,492	1,604	-6.63	7.51
Other Race Households with Income $200,000 and Over	912	1,257	1,947	37.83	54.89

Two or More Races Households by Income

Two or More Races Households with Income Less than $25,000	6,587	5,755	5,566	-12.63	-3.28
Two or More Races Households with Income $25,000 to $49,999	7,175	6,170	5,874	-14.01	-4.80
Two or More Races Households with Income $50,000 to $74,999	7,685	6,881	6,095	-10.46	-11.42
Two or More Races Households with Income $75,000 to $99,999	6,857	6,840	7,475	-0.25	9.28
Two or More Races Households with Income $100,000 to $124,999	5,016	6,698	11,576	33.53	72.83
Two or More Races Households with Income $125,000 to $149,999	4,260	5,494	9,556	28.97	73.94
Two or More Races Households with Income $150,000 to $199,999	2,623	6,000	8,148	128.75	35.80
Two or More Races Households with Income $200,000 and Over	2,939	6,099	9,120	107.52	49.53

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than $25,000	17,466	15,204	19,041	-12.95	25.24
Hispanic Households with Income $25,000 to $49,999	23,168	20,958	26,521	-9.54	26.54
Hispanic Households with Income $50,000 to $74,999	16,586	17,741	22,163	6.96	24.93
Hispanic Households with Income $75,000 to $99,999	10,021	13,260	15,574	32.32	17.45
Hispanic Households with Income $100,000 to $124,999	6,627	8,771	10,580	32.35	20.62
Hispanic Households with Income $125,000 to $149,999	2,683	6,568	7,337	144.80	11.71
Hispanic Households with Income $150,000 to $199,999	3,188	4,153	5,077	30.27	22.25
Hispanic Households with Income $200,000 and Over	2,050	4,651	5,508	126.88	18.43

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than $25,000	141,198	134,767	96,051	-4.55	-28.73
White Non-Hispanic Households with Income $25,000 to $49,999	197,986	189,341	135,371	-4.37	-28.50
White Non-Hispanic Households with Income $50,000 to $74,999	186,751	180,260	142,826	-3.48	-20.77
White Non-Hispanic Households with Income $75,000 to $99,999	148,343	145,276	134,541	-2.07	-7.39
White Non-Hispanic Households with Income $100,000 to $124,999	114,177	113,213	114,826	-0.84	1.42
White Non-Hispanic Households with Income $125,000 to $149,999	75,288	76,837	100,779	2.06	31.16
White Non-Hispanic Households with Income $150,000 to $199,999	76,804	78,995	107,353	2.85	35.90
White Non-Hispanic Households with Income $200,000 and Over	76,844	82,666	147,017	7.58	77.84

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 1/1/2013 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:

Name	Characteristic
Above Average Education	Education Attainment, Graduate Degree (Population Aged 25+)
Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
In the Armed Forces	Employment, Armed Forces Male (Population Aged 16+)
Very Asian	Population, Speaks Asian or Pacific Island Language (Population Aged 5+)
Below Average Education	Education Attainment, < High School (Population Aged 25+)
Blue Collar Employment	Employment, Blue Collar (Population Aged 16+)
Born in America	Population, Citizenship - Native
Expensive Homes	Housing, Owner Households Valued More than $1,000,000
House for Sale	Housing, Vacant Units For Sale
Large Families	Families, 5 Person
Lots of Cars	Households with 4+ Vehicles
Median Age	Population, Median Age
Median Income	Household Income, Median ($)
New Homes	Housing, Built 1999 or Later
No Cars	Households with No Vehicles
Not in Labor Force	Employment, Not in the Labor Force Male (Population Aged 16+)
Long Time Residents	Housing, Year Moved in 1969 or Earlier
Few Teens	Population Aged 12 to 17 Years
Old Homes	Housing, Built 1939 or Earlier
Pre-School	Population Aged 0 to 5 Years
Recent Movers	Housing, Year Moved in 1999 or Later
Available Renting Units	Housing, Vacant Units For Rent
Retired	Population Aged 65 to 74 Years
Very Rich Asians	Asian Household Income, High Income Average ($)
Very Rich Blacks	Black Household Income, High Income Average ($)
Very Rich Families	Family Income, High Income Average ($)
Very Rich Hispanics	Hispanic Household Income, High Income Average ($)
Very Rich Non Families	Non-Family Income, High Income Average ($)
Old and Rich Households	Household Head Aged 75+ and Income $200K+
Very Rich Whites	White Household Income, High Income Average ($)
Young and Rich Households	Household Head Aged <25 and Income $200K+
Service Employment	Occupation, Service (Population Aged 16+)
Very Spanish	Population, Speaks Spanish (Population Aged 5+)
Subway or Bus to Work	Employment, Public Transportation to Work (Employees Aged 16+)
Trailer Park City	Housing, Occupied Structure Trailer
Unattached	Population, Males Never Married (Population Aged 15+)
Unemployed	Employment, Unemployed Males (Population Aged 16+)
Very Rich Households	Household Income, High Income Average ($)
Work at Home	Employment, Work at Home (Employees Aged 16+)