



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Atlanta-Sandy Springs-Marietta, GA

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 – 2010. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* grew from 607,337 to 715,679 (17.84 percent) in the CBSA of **Atlanta-Sandy Springs-Marietta, GA**. This number is expected to increase by 11.50 percent during the next five years, totaling 797,982 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 32.24 percent, the population of children *Age 0 to 17 Years* is projected to increase by 7.09 percent from 1,495,713 in 2010 to 1,601,748 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 6.05 percent from 716,286 in 2010 to 759,642 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 6.85 percent from 766,680 in 2010 to 819,195 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.13 percent from 206,561 in 2010 to 210,961 in 2015, and increase by 3.84 percent for boys in the same age group from 221,142 in 2010 to 229,638 in 2015. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Age 0 to 4 Years	236,813	268,135	13.23	222,757	251,629	12.96
Age 5 to 9 Years	221,142	229,638	3.84	206,561	210,961	2.13
Age 10 to 13 Years	150,990	155,661	3.09	142,652	146,614	2.78
Age 14 to 17 Years	157,735	165,761	5.09	144,316	150,438	4.24

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 8.19 percent and 8.19 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 14.60 percent from 131,939 in 2010 to 151,198 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 14.46 percent and increase 14.73 percent, respectively, during the period 2010-

2015. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Nursery or Preschool	131,939	151,198	14.60	67,987	78,000	14.73	63,952	73,198	14.46
Kindergarten	86,440	93,520	8.19	44,693	48,742	9.06	41,746	44,778	7.26
Grades 1 to 4	345,758	374,080	8.19	178,773	194,969	9.06	166,985	179,112	7.26
Grades 5 to 8	296,728	320,799	8.11	152,576	165,200	8.27	144,151	155,599	7.94
Grades 9 to 12	305,226	335,578	9.94	159,393	175,920	10.37	145,833	159,658	9.48

Enrollment in Private Schools

- The population enrolled in private schools increased by 39.20 percent during the years 2000-2010; and is expected to increase by 12.24 percent in 2015 from 175,321 in 2010 to 196,787 in 2015. While total public school enrollment increased 25.11 percent during the years 2000-2010, it will increase by 8.84 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 63.21 percent and female preprimary enrollment by 60.65 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 19.29 percent from 41,138 in 2010 to 49,074 in 2015; while female preprimary enrollment is expected to increase by 19.01 percent from 38,697 in 2010 to 46,053 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 6.99 percent and 5.90 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 36.19 percent between 2000-2010; the population of Hispanics increased by 94.92 percent; the Asian population increased by 73.12 percent. The Other ^[1] population increased by 127.05 percent; and the White population increased by 17.86 percent during the years 2000-2010.
- While the White population represents 57.53 percent of the total population, it is expected to increase from 3,176,742 in 2010 to 3,351,287 in 2015 (5.49 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 527,068 in 2010 to 617,192 in 2015 (17.10 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 2015 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 11,642 in 2010 to 17,956 in 2015 (54.23 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		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Aged 0-4	23,527	35,137	49.35	14,078	23,713	68.44	11,642	17,956	54.23	7,927	13,105	65.32	5,694	9,994	75.52
Aged 5-9	21,896	29,785	36.03	13,102	20,101	53.42	10,835	15,221	40.48	7,378	11,109	50.57	5,299	8,472	59.88
Aged 10-13	15,033	20,434	35.93	8,995	13,790	53.31	7,439	10,443	40.38	5,065	7,621	50.46	3,638	5,812	59.76

Aged 14-17	15,463	21,376	38.24	9,253	14,426	55.91	7,652	10,924	42.76	5,210	7,973	53.03	3,742	6,080	62.48
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11. The number of African American, Asian, and Other households with incomes of at least \$100,000 per year will shift between 2010 and 2015, as shown in the table below. In particular, *Other Households with Income \$125,000 and \$149,999* are projected to increase by 124.98 percent, from 3,023 in 2010 to 6,801 in 2015.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			OTHER HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	37,688	58,647	55.61	6,046	9,856	63.02	5,767	13,174	128.44
Income \$125,000 to \$149,999	18,037	29,036	60.98	3,652	7,988	118.73	3,023	6,801	124.98
Income \$150,000 to \$199,999	12,030	18,852	56.71	3,654	5,732	56.87	2,631	4,467	69.78
Income \$200,000 and Over	10,087	16,136	59.97	3,132	8,210	162.13	1,698	4,748	179.62

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 2,503 in 2010 to 4,720 in 2015 (88.57 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	8,280	14,478	74.86
Income \$125,000 to \$149,999	3,886	8,171	110.27
Income \$150,000 to \$199,999	2,751	4,400	59.94
Income \$200,000 and Over	2,503	4,720	88.57

13. The number of *Households by Home Value* also shifted between 2000 and 2010. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 157.40 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 110,603 in 2010 to 149,929 in 2015 (35.56 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	881,369	814,745	822,411	-7.56	0.94
\$250,000-\$299,999	55,439	142,701	178,152	157.40	24.84
\$300,000-\$399,999	51,740	147,148	162,438	184.40	10.39
\$400,000-\$499,999	21,858	110,603	149,929	406.01	35.56
\$500,000-\$749,999	17,665	107,074	118,389	506.14	10.57
\$750,000-\$999,999	5,736	50,953	74,890	788.30	46.98
More than \$1,000,000	5,008	26,221	33,572	423.58	28.03

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Atlanta-Sandy Springs-Marietta, GA** increased 41.13 percent, from 573,565 in 2000 to 809,490 in 2010. This number is expected to increase by 12.88 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 277,604 in 2000 to 383,959 in 2010 (38.31 percent), and it is forecasted this population will increase an additional 9.81 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Atlanta-Sandy Springs-Marietta, GA** 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)? ^[2]

- 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 ^[3] 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/sustainable-schools/), 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 2010)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2010)

[1]

"Other race" includes all other responses not included in the "white," "black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries, such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.

[2]

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>.

[3]

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 - 2010

CBSA Name: Atlanta-Sandy Springs-Marietta, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: SUB_BUS

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	4,247,981	5,521,582	5,994,790	29.98	8.57
Households	1,554,154	2,028,400	2,213,699	30.51	9.14
Households with School Age Population					
Households with Children Age 0 to 17 Years	607,337	715,679	797,982	17.84	11.50
Percent of Households with Children Age 0 to 17 Years	39.08	35.28	36.05	-9.72	2.18
School Age Population					
Population Age 0 to 17 Years	1,131,056	1,495,713	1,601,748	32.24	7.09
Population Age 0 to 4 Years	317,949	459,570	519,764	44.54	13.10
Population Age 5 to 9 Years	324,804	427,703	440,599	31.68	3.02
Population Age 10 to 13 Years	250,522	293,642	302,274	17.21	2.94
Population Age 14 to 17 Years	237,781	302,051	316,200	27.03	4.68
School Age Population by Gender					
Male Population Age 0 to 17 Years	579,686	766,680	819,195	32.26	6.85
Female Population Age 0 to 17 Years	551,370	716,286	759,642	29.91	6.05
Male School Age Population by Age					
Male Population Age 0 to 4 Years	162,580	236,813	268,135	45.66	13.23
Male Population Age 5 to 9 Years	165,601	221,142	229,638	33.54	3.84
Male Population Age 10 to 13 Years	128,491	150,990	155,661	17.51	3.09
Male Population Age 14 to 17 Years	123,014	157,735	165,761	28.23	5.09
Female School Age Population by Age					
Female Population Age 0 to 4 Years	155,369	222,757	251,629	43.37	12.96
Female Population Age 5 to 9 Years	159,203	206,561	210,961	29.75	2.13
Female Population Age 10 to 13 Years	122,031	142,652	146,614	16.90	2.78
Female Population Age 14 to 17 Years	114,767	144,316	150,438	25.75	4.24
Population in School					
Nursery or Preschool	99,280	131,939	151,198	32.90	14.60
Kindergarten	65,398	86,440	93,520	32.18	8.19
Grades 1 to 4	261,590	345,758	374,080	32.18	8.19
Grades 5 to 8	252,207	296,728	320,799	17.65	8.11
Grades 9 to 12	239,379	305,226	335,578	27.51	9.94
Population in School by Gender					
Male Enrolled in School	470,676	603,423	662,831	28.20	9.85
Female Enrolled in School	447,178	562,667	612,344	25.83	8.83
Male Population in School by Grade					

Male Nursery or Preschool	50,766	67,987	78,000	33.92	14.73
Male Kindergarten	33,343	44,693	48,742	34.04	9.06
Male Grades 1 to 4	133,372	178,773	194,969	34.04	9.06
Male Grades 5 to 8	129,355	152,576	165,200	17.95	8.27
Male Grades 9 to 12	123,841	159,393	175,920	28.71	10.37
Female Population in School by Grade					
Female Nursery or Preschool	48,514	63,952	73,198	31.82	14.46
Female Kindergarten	32,055	41,746	44,778	30.23	7.26
Female Grades 1 to 4	128,219	166,985	179,112	30.23	7.26
Female Grades 5 to 8	122,852	144,151	155,599	17.34	7.94
Female Grades 9 to 12	115,538	145,833	159,658	26.22	9.48
Population in School					
Education, Total Enrollment (Pop 3+)	917,854	1,166,090	1,275,175	27.05	9.35
Education, Not Enrolled in School (Pop 3+)	2,913,449	3,773,385	4,085,352	29.52	8.27
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	125,949	175,321	196,787	39.20	12.24
Education, Enrolled Private Preprimary (Pop 3+)	49,293	79,835	95,127	61.96	19.15
Education, Enrolled Private Elementary or High School (Pop 3+)	76,656	95,486	101,660	24.56	6.47
Education, Enrolled Public Schools (Pop 3+)	791,905	990,769	1,078,388	25.11	8.84
Education, Enrolled Public Preprimary (Pop 3+)	49,987	52,104	56,071	4.24	7.61
Education, Enrolled Public Elementary or High School (Pop 3+)	741,918	938,665	1,022,317	26.52	8.91
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	64,528	90,577	101,970	40.37	12.58
Male Education, Enrolled Private Preprimary (Pop 3+)	25,205	41,138	49,074	63.21	19.29
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,323	49,438	52,896	25.72	6.99
Male Education, Enrolled Public Schools (Pop 3+)	406,148	512,846	560,861	26.27	9.36
Male Education, Enrolled Public Preprimary (Pop 3+)	25,560	26,849	28,926	5.04	7.74
Male Education, Enrolled Public Elementary or High School (Pop 3+)	380,588	485,997	531,935	27.70	9.45
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	61,421	84,744	94,817	37.97	11.89
Female Education, Enrolled Private Preprimary (Pop 3+)	24,088	38,697	46,053	60.65	19.01
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,333	46,048	48,764	23.34	5.90
Female Education, Enrolled Public Schools (Pop 3+)	385,757	477,923	517,527	23.89	8.29
Female Education, Enrolled Public Preprimary (Pop 3+)	24,427	25,255	27,145	3.39	7.48
Female Education, Enrolled Public Elementary or High School (Pop 3+)	361,330	452,668	490,382	25.28	8.33
Population by Race					
White Population, Alone	2,695,458	3,176,742	3,351,287	17.86	5.49
Black Population, Alone	1,216,931	1,657,334	1,836,873	36.19	10.83
Asian Population, Alone	138,061	239,018	272,126	73.12	13.85
Other Population	197,531	448,488	534,504	127.05	19.18
Population by Ethnicity					
Hispanic Population	270,407	527,068	617,192	94.92	17.10
White Non-Hispanic Population	2,565,490	3,010,662	3,155,369	17.35	4.81

Population by Race As Percent of Total Population

Percent of White Population, Alone	63.45	57.53	55.90	-9.33	-2.83
Percent of Black Population, Alone	28.65	30.02	30.64	4.78	2.07
Percent of Asian Population, Alone	3.25	4.33	4.54	33.23	4.85
Percent of Other Population	4.65	8.12	8.92	74.62	9.85

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	6.37	9.55	10.30	49.92	7.85
Percent of White Non-Hispanic Population	60.39	54.53	52.64	-9.70	-3.47

Educational Attainment

Education Attainment, College (Pop 25+)	573,565	809,490	913,738	41.13	12.88
Education Attainment, Graduate Degree (Pop 25+)	277,604	383,959	421,624	38.31	9.81

Household Income

Household Income, Median (\$)	52,285	60,590	73,272	15.88	20.93
Household Income, Average (\$)	66,985	77,990	99,290	16.43	27.31

Households by Income

Households with Income Less than \$25,000	315,914	344,973	294,330	9.20	-14.68
Households with Income \$25,000 to \$49,999	430,046	489,851	423,569	13.91	-13.53
Households with Income \$50,000 to \$74,999	340,446	423,437	417,828	24.38	-1.32
Households with Income \$75,000 to \$99,999	200,394	297,125	369,851	48.27	24.48
Households with Income \$100,000 to \$124,999	110,259	179,629	255,159	62.92	42.05
Households with Income \$125,000 to \$149,999	56,083	106,472	168,244	89.85	58.02
Households with Income \$150,000 to \$199,999	49,942	86,542	125,827	73.29	45.39
Households with Income \$200,000 and Over	51,070	100,371	158,891	96.54	58.30

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	14,649	23,527	35,137	60.60	49.35
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	14,965	21,896	29,785	46.31	36.03
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	11,542	15,033	20,434	30.25	35.93
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	10,955	15,463	21,376	41.15	38.24
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	7,510	14,078	23,713	87.46	68.44
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	7,672	13,102	20,101	70.78	53.42
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	5,917	8,995	13,790	52.02	53.31
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,616	9,253	14,426	64.76	55.91
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	6,834	11,642	17,956	70.35	54.23
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	6,981	10,835	15,221	55.21	40.48
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,385	7,439	10,443	38.14	40.38
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,111	7,652	10,924	49.72	42.76
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,987	7,927	13,105	98.82	65.32
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,073	7,378	11,109	81.14	50.57
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,141	5,065	7,621	61.25	50.46
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,982	5,210	7,973	74.71	53.03
Families with one or more children aged 0-4 and Income \$350,000 and over	2,933	5,694	9,994	94.14	75.52
Families with one or more children aged 5-9 and Income \$350,000 and over	2,996	5,299	8,472	76.87	59.88
Families with one or more children aged 10-13 and Income \$350,000 and over	2,311	3,638	5,812	57.42	59.76
Families with one or more children aged 14-17 and Income \$350,000 and over	2,194	3,742	6,080	70.56	62.48

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	881,369	814,745	822,411	-7.56	0.94
Housing, Owner Households Valued \$250,000-\$299,999	55,439	142,701	178,152	157.40	24.84

Housing, Owner Households Valued \$300,000-\$399,999	51,740	147,148	162,438	184.40	10.39
Housing, Owner Households Valued \$400,000-\$499,999	21,858	110,603	149,929	406.01	35.56
Housing, Owner Households Valued \$500,000-\$749,999	17,665	107,074	118,389	506.14	10.57
Housing, Owner Households Valued \$750,000-\$999,999	5,736	50,953	74,890	788.30	46.98
Housing, Owner Households Valued More than \$1,000,000	5,008	26,221	33,572	423.58	28.03

Households by Length of Residence

Length of Residence Less than 2 Years	110,788	539,655	617,091	387.11	14.35
Length of Residence 3 to 5 Years	166,182	809,482	925,637	387.11	14.35
Length of Residence 6 to 10 Years	504,769	575,367	626,456	13.99	8.88
Length of Residence More than 10 Years	772,414	103,896	44,516	-86.55	-57.15

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	167,018	157,315	123,031	-5.81	-21.79
White Households with Income \$25,000 to \$49,999	265,491	256,869	200,491	-3.25	-21.95
White Households with Income \$50,000 to \$74,999	235,822	255,599	231,045	8.39	-9.61
White Households with Income \$75,000 to \$99,999	150,826	198,942	228,521	31.90	14.87
White Households with Income \$100,000 to \$124,999	88,943	130,128	173,482	46.30	33.32
White Households with Income \$125,000 to \$149,999	46,070	81,760	124,419	77.47	52.18
White Households with Income \$150,000 to \$199,999	42,197	68,227	96,776	61.69	41.84
White Households with Income \$200,000 and Over	45,176	85,454	129,797	89.16	51.89

Black Households by Income

Black Households with Income Less than \$25,000	129,848	145,674	137,732	12.19	-5.45
Black Households with Income \$25,000 to \$49,999	136,630	170,937	168,359	25.11	-1.51
Black Households with Income \$50,000 to \$74,999	84,907	123,639	137,831	45.62	11.48
Black Households with Income \$75,000 to \$99,999	39,689	75,042	101,932	89.08	35.83
Black Households with Income \$100,000 to \$124,999	16,031	37,688	58,647	135.09	55.61
Black Households with Income \$125,000 to \$149,999	7,259	18,037	29,036	148.48	60.98
Black Households with Income \$150,000 to \$199,999	5,137	12,030	18,852	134.18	56.71
Black Households with Income \$200,000 and Over	4,171	10,087	16,136	141.84	59.97

Asian Households by Income

Asian Households with Income Less than \$25,000	6,911	11,144	8,471	61.25	-23.99
Asian Households with Income \$25,000 to \$49,999	11,442	19,072	13,766	66.68	-27.82
Asian Households with Income \$50,000 to \$74,999	9,277	16,712	16,408	80.14	-1.82
Asian Households with Income \$75,000 to \$99,999	4,949	9,584	15,879	93.66	65.68
Asian Households with Income \$100,000 to \$124,999	3,132	6,046	9,856	93.04	63.02
Asian Households with Income \$125,000 to \$149,999	1,664	3,652	7,988	119.47	118.73
Asian Households with Income \$150,000 to \$199,999	1,610	3,654	5,732	126.96	56.87
Asian Households with Income \$200,000 and Over	1,156	3,132	8,210	170.93	162.13

Other Households by Income

Other Households with Income Less than \$25,000	12,137	30,840	25,096	154.10	-18.63
Other Households with Income \$25,000 to \$49,999	16,483	42,973	40,953	160.71	-4.70
Other Households with Income \$50,000 to \$74,999	10,440	27,487	32,544	163.29	18.40
Other Households with Income \$75,000 to \$99,999	4,930	13,557	23,519	174.99	73.48
Other Households with Income \$100,000 to \$124,999	2,153	5,767	13,174	167.86	128.44
Other Households with Income \$125,000 to \$149,999	1,090	3,023	6,801	177.34	124.98
Other Households with Income \$150,000 to \$199,999	998	2,631	4,467	163.63	69.78
Other Households with Income \$200,000 and Over	567	1,698	4,748	199.47	179.62

Households by Ethnicity and Income**Hispanic Households by Income**

Hispanic Households with Income Less than \$25,000	14,726	27,460	26,502	86.47	-3.49
Hispanic Households with Income \$25,000 to \$49,999	20,657	40,234	42,291	94.77	5.11
Hispanic Households with Income \$50,000 to \$74,999	14,236	29,142	34,900	104.71	19.76
Hispanic Households with Income \$75,000 to \$99,999	6,799	16,496	25,231	142.62	52.95
Hispanic Households with Income \$100,000 to \$124,999	3,483	8,280	14,478	137.73	74.86
Hispanic Households with Income \$125,000 to \$149,999	1,364	3,886	8,171	184.90	110.27
Hispanic Households with Income \$150,000 to \$199,999	1,022	2,751	4,400	169.18	59.94
Hispanic Households with Income \$200,000 and Over	920	2,503	4,720	172.07	88.57

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	159,731	155,414	120,600	-2.70	-22.40
White Non-Hispanic Households with Income \$25,000 to \$49,999	256,038	254,266	196,655	-0.69	-22.66
White Non-Hispanic Households with Income \$50,000 to \$74,999	228,833	252,723	226,620	10.44	-10.33
White Non-Hispanic Households with Income \$75,000 to \$99,999	147,154	194,922	223,155	32.46	14.48
White Non-Hispanic Households with Income \$100,000 to \$124,999	86,782	126,397	168,616	45.65	33.40
White Non-Hispanic Households with Income \$125,000 to \$149,999	45,172	79,180	121,288	75.29	53.18
White Non-Hispanic Households with Income \$150,000 to \$199,999	41,550	66,380	94,603	59.76	42.52
White Non-Hispanic Households with Income \$200,000 and Over	44,390	83,321	127,421	87.70	52.93

Footnotes:

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 1/1/2010 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:

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+)