



The NAIS Demographic Center 2011 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 – 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* grew from 742,405 to 743,039 (0.09 percent) in the CBSA of **Atlanta-Sandy Springs-Marietta, GA**. This number is expected to increase by 5.57 percent during the next five years, totaling 784,463 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 1.04 percent, the population of children *Age 0 to 17 Years* is projected to increase by 8.53 percent from 1,410,835 in 2011 to 1,531,130 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 8.35 percent from 689,918 in 2011 to 747,542 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 8.69 percent from 720,917 in 2011 to 783,588 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 12.41 percent from 187,391 in 2011 to 210,653 in 2016, and increase by 8.57 percent for boys in the same age group from 197,590 in 2011 to 214,516 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	206,679	225,288	9.00	197,184	214,449	8.76
Age 5 to 9 Years	197,590	214,516	8.57	187,391	210,653	12.41
Age 10 to 13 Years	157,086	174,242	10.92	152,480	161,321	5.80
Age 14 to 17 Years	159,562	169,542	6.25	152,863	161,119	5.40

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 11.78 percent and 12.37 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 2.87 percent from 114,304 in 2011 to 117,580 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.75 percent and increase 2.98 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	114,304	117,580	2.87	58,496	60,239	2.98	55,808	57,341	2.75
Kindergarten	81,595	91,209	11.78	41,878	46,019	9.89	39,717	45,190	13.78
Grades 1 to 4	319,139	358,631	12.37	163,797	180,945	10.47	155,342	177,686	14.38
Grades 5 to 8	314,974	344,649	9.42	159,830	178,960	11.97	155,144	165,689	6.80
Grades 9 to 12	309,936	322,562	4.07	158,291	165,389	4.48	151,645	157,173	3.65

Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.49 percent during the years 2010-2011; and is expected to increase by 5.77 percent in 2016 from 175,105 in 2011 to 185,213 in 2016. While total public school enrollment increased 1.04 percent during the years 2010-2011, it will increase by 8.77 percent between 2011 and 2016.
7. During 2010-2011, male preprimary enrollment in private schools increased by 0.21 percent and female preprimary enrollment by 0.16 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 2.25 percent from 31,290 in 2011 to 31,994 in 2016; while female preprimary enrollment is expected to increase by 2.01 percent from 29,853 in 2011 to 30,454 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 7.83 percent and 7.62 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 1.55 percent between 2010-2011; the population of Hispanics increased by 272.69 percent; the Asian population increased by 1.91 percent; the American Indian and Alaska Native population increased by 1.01 percent. The Other Race population decreased by **-0.15** percent; and the population of Two or More Races decreased by **-47.34** percent; and the White population increased by 0.95 percent during the years 2010-2011.
9. While the White population represents 55.31 percent of the total population, it is expected to increase from 2,948,295 in 2011 to 3,167,476 in 2016 (7.43 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 569,793 in 2011 to 738,262 in 2016 (29.57 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 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 16,548 in 2011 to 21,932 in 2016 (32.54 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	24,515	27,035	10.28	16,747	20,599	23.00	16,548	21,932	32.54	12,019	18,607	54.81	7,009	10,566	50.75
Aged 5-9	23,368	26,139	11.86	15,964	19,917	24.76	15,775	21,206	34.43	11,457	17,991	57.03	6,681	10,216	52.91
Aged 10-13	18,791	20,630	9.79	12,836	15,719	22.46	12,685	16,736	31.94	9,212	14,199	54.14	5,372	8,063	50.09
Aged 14-17	18,964	20,329	7.20	12,955	15,490	19.57	12,802	16,492	28.82	9,297	13,992	50.50	5,422	7,945	46.53

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 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 55.87 percent, from 1,813 in 2011 to 2,826 in 2016.

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	44,985	56,838	26.35	7,376	12,573	70.46	600	1,567	161.17	3,473	5,240	50.88	3,501	4,451	28.16
Income \$125,000 to \$149,999	24,373	33,199	36.21	4,680	8,133	73.78	333	568	70.57	1,813	2,826	55.87	2,274	2,983	31.18
Income \$150,000 to \$199,999	18,123	25,754	42.11	6,200	7,402	19.39	221	366	65.61	1,138	2,011	76.71	1,756	2,649	50.85
Income \$200,000 and Over	12,588	19,182	52.38	3,153	10,180	222.87	123	305	147.97	682	1,409	106.60	1,410	2,711	92.27

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 3,030 in 2011 to 5,183 in 2016 (71.06 percent).

	<u>HISPANIC HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	8,342	12,650	51.64
Income \$125,000 to \$149,999	4,429	6,585	48.68
Income \$150,000 to \$199,999	3,353	5,685	69.55
Income \$200,000 and Over	3,030	5,183	71.06

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 increased by 2.96 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 71,929 in 2011 to 84,716 in 2016 (17.78 percent).

	<u>HOUSEHOLDS BY HOME VALUE</u>				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	900,556	896,356	911,245	-0.47	1.66
\$250,000-\$299,999	109,693	112,942	143,377	2.96	26.95
\$300,000-\$399,999	142,600	143,828	160,612	0.86	11.67
\$400,000-\$499,999	70,564	71,929	84,716	1.93	17.78
\$500,000-\$749,999	67,516	68,767	80,413	1.85	16.94
\$750,000-\$999,999	20,785	21,227	25,168	2.13	18.57
More than \$1,000,000	19,002	19,351	22,797	1.84	17.81

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Atlanta-Sandy Springs-Marietta, GA** increased 1.53 percent, from 767,560 in 2010 to 779,315 in 2011. This number is expected to increase by 10.79 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 393,048 in

2010 to 398,912 in 2011 (1.49 percent), and it is forecasted this population will increase an additional 11.41 percent by the year 2016.

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)? ^[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: Atlanta-Sandy Springs-Marietta, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: SUB_BUS

					% Growth	% Growth Forecast
	Description	2010	2011	2016 (2010-2011)	(2010-2011)	(2011-2016)
Total Population and Households						
	Population	5,268,860	5,330,899	5,806,089	1.18	8.91
	Households	1,937,225	1,946,445	2,108,630	0.48	8.33
Households with School Age Population						
	Households with Children Age 0 to 17 Years	742,405	743,039	784,463	0.09	5.57
	Percent of Households with Children Age 0 to 17 Years	38.32	38.17	37.20	-0.39	-2.54
School Age Population						
	Population Age 0 to 17 Years	1,396,352	1,410,835	1,531,130	1.04	8.53
	Population Age 0 to 4 Years	399,182	403,863	439,737	1.17	8.88
	Population Age 5 to 9 Years	380,045	384,981	425,169	1.30	10.44
	Population Age 10 to 13 Years	306,762	309,566	335,562	0.91	8.40
	Population Age 14 to 17 Years	310,363	312,425	330,662	0.66	5.84
School Age Population by Gender						
	Male Population Age 0 to 17 Years	713,454	720,917	783,588	1.05	8.69
	Female Population Age 0 to 17 Years	682,898	689,918	747,542	1.03	8.35
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	204,226	206,679	225,288	1.20	9.00
	Male Population Age 5 to 9 Years	195,568	197,590	214,516	1.03	8.57
	Male Population Age 10 to 13 Years	155,175	157,086	174,242	1.23	10.92
	Male Population Age 14 to 17 Years	158,485	159,562	169,542	0.68	6.25
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	194,956	197,184	214,449	1.14	8.76
	Female Population Age 5 to 9 Years	184,477	187,391	210,653	1.58	12.41
	Female Population Age 10 to 13 Years	151,586	152,480	161,321	0.59	5.80
	Female Population Age 14 to 17 Years	151,879	152,863	161,119	0.65	5.40
Population in School						
	Nursery or Preschool	114,007	114,304	117,580	0.26	2.87
	Kindergarten	80,472	81,595	91,209	1.40	11.78
	Grades 1 to 4	314,224	319,139	358,631	1.56	12.37
	Grades 5 to 8	311,599	314,974	344,649	1.08	9.42
	Grades 9 to 12	308,848	309,936	322,562	0.35	4.07
Population in School by Gender						
	Male Enrolled in School	576,768	582,292	631,552	0.96	8.46
	Female Enrolled in School	552,382	557,656	603,079	0.95	8.15
Male Population in School by Grade						
	Male Nursery or Preschool	58,327	58,496	60,239	0.29	2.98
	Male Kindergarten	41,410	41,878	46,019	1.13	9.89
	Male Grades 1 to 4	161,697	163,797	180,945	1.30	10.47
	Male Grades 5 to 8	157,622	159,830	178,960	1.40	11.97
	Male Grades 9 to 12	157,711	158,291	165,389	0.37	4.48

Female Population in School by Grade

Female Nursery or Preschool	55,680	55,808	57,341	0.23	2.75
Female Kindergarten	39,062	39,717	45,190	1.68	13.78
Female Grades 1 to 4	152,527	155,342	177,686	1.85	14.38
Female Grades 5 to 8	153,977	155,144	165,689	0.76	6.80
Female Grades 9 to 12	151,137	151,645	157,173	0.34	3.65

Population in School

Education, Total Enrollment (Pop 3+)	1,129,150	1,139,948	1,234,631	0.96	8.31
Education, Not Enrolled in School (Pop 3+)	3,562,029	3,603,574	3,906,280	1.17	8.40

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	174,254	175,105	185,213	0.49	5.77
Education, Enrolled Private Preprimary (Pop 3+)	61,029	61,143	62,448	0.19	2.13
Education, Enrolled Private Elementary or High School (Pop 3+)	113,225	113,962	122,765	0.65	7.72
Education, Enrolled Public Schools (Pop 3+)	954,896	964,843	1,049,418	1.04	8.77
Education, Enrolled Public Preprimary (Pop 3+)	52,978	53,161	55,132	0.35	3.71
Education, Enrolled Public Elementary or High School (Pop 3+)	901,918	911,682	994,286	1.08	9.06

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

Male Education, Enrolled Private Schools (Pop 3+)	89,068	89,503	94,764	0.49	5.88
Male Education, Enrolled Private Preprimary (Pop 3+)	31,223	31,290	31,994	0.21	2.25
Male Education, Enrolled Private Elementary or High School (Pop 3+)	57,845	58,213	62,770	0.64	7.83
Male Education, Enrolled Public Schools (Pop 3+)	487,700	492,789	536,788	1.04	8.93
Male Education, Enrolled Public Preprimary (Pop 3+)	27,104	27,205	28,245	0.37	3.82
Male Education, Enrolled Public Elementary or High School (Pop 3+)	460,596	465,584	508,543	1.08	9.23

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	85,186	85,602	90,449	0.49	5.66
Female Education, Enrolled Private Preprimary (Pop 3+)	29,806	29,853	30,454	0.16	2.01
Female Education, Enrolled Private Elementary or High School (Pop 3+)	55,380	55,749	59,995	0.67	7.62
Female Education, Enrolled Public Schools (Pop 3+)	467,196	472,054	512,630	1.04	8.60
Female Education, Enrolled Public Preprimary (Pop 3+)	25,874	25,956	26,887	0.32	3.59
Female Education, Enrolled Public Elementary or High School (Pop 3+)	441,322	446,098	485,743	1.08	8.89

Population by Race

White Population, Alone	2,920,480	2,948,295	3,167,476	0.95	7.43
Black Population, Alone	1,707,913	1,734,315	1,931,463	1.55	11.37
Asian Population, Alone	256,956	261,862	295,176	1.91	12.72
American Indian and Alaska Native Population, Alone	17,963	18,145	21,441	1.01	18.16
Other Race Population, Alone	239,457	239,108	237,648	-0.15	-0.61
Two or More Races Population	126,091	129,174	152,885	2.45	18.36

Population by Ethnicity

Hispanic Population	547,400	569,793	738,262	4.09	29.57
White Non-Hispanic Population	2,680,439	2,694,246	2,832,211	0.52	5.12

Population by Race As Percent of Total Population

Percent of White Population, Alone	55.43	55.31	54.55	-0.22	-1.37
Percent of Black Population, Alone	32.42	32.53	33.27	0.34	2.27
Percent of Asian Population, Alone	4.88	4.91	5.08	0.61	3.46
Percent of American Indian and Alaska Native Population, Alone	0.34	0.34	0.37	0.00	8.82
Percent of Other Race Population, Alone	4.54	4.49	4.09	-1.10	-8.91
Percent of Two or More Races Population, Alone	2.39	2.42	2.63	1.26	8.68

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	10.39	10.69	12.72	2.89	18.99
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Percent of White Non-Hispanic Population 50.87 50.54 48.78

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	767,560	779,315	863,423	1.53	10.79
Education Attainment, Master's Degree (Pop 25+)	281,691	286,310	320,883	1.64	12.08
Education Attainment, Professional Degree (Pop 25+)	73,062	73,724	79,381	0.91	7.67
Education Attainment, Doctorate Degree (Pop 25+)	38,295	38,878	44,161	1.52	13.59

Household Income

Household Income, Median (\$)	65,207	65,286	73,785	0.12	13.02
Household Income, Average (\$)	81,759	81,841	96,522	0.10	17.94

Households by Income

Households with Income Less than \$25,000	326,201	327,411	310,929	0.37	-5.03
Households with Income \$25,000 to \$49,999	423,247	424,411	401,439	0.28	-5.41
Households with Income \$50,000 to \$74,999	360,297	362,087	359,409	0.50	-0.74
Households with Income \$75,000 to \$99,999	268,706	270,137	288,182	0.53	6.68
Households with Income \$100,000 to \$124,999	185,414	186,439	219,883	0.55	17.94
Households with Income \$125,000 to \$149,999	122,229	122,944	156,803	0.58	27.54
Households with Income \$150,000 to \$199,999	118,198	118,689	160,477	0.42	35.21
Households with Income \$200,000 and Over	132,933	134,327	211,508	1.05	57.46

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,387	24,515	27,035	0.52	10.28
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	23,218	23,368	26,139	0.65	11.86
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	18,741	18,791	20,630	0.27	9.79
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	18,961	18,964	20,329	0.02	7.20
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	16,620	16,747	20,599	0.76	23.00
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	15,823	15,964	19,917	0.89	24.76
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	12,772	12,836	15,719	0.50	22.46
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	12,922	12,955	15,490	0.26	19.57
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	16,501	16,548	21,932	0.28	32.54
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	15,710	15,775	21,206	0.41	34.43
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	12,681	12,685	16,736	0.03	31.94
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	12,830	12,802	16,492	-0.22	28.82
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,938	12,019	18,607	0.68	54.81
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	11,366	11,457	17,991	0.80	57.03
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,174	9,212	14,199	0.41	54.14
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	9,282	9,297	13,992	0.16	50.50
Families with one or more children aged 0-4 and Income \$350,000 and over	6,927	7,009	10,566	1.18	50.75
Families with one or more children aged 5-9 and Income \$350,000 and over	6,595	6,681	10,216	1.30	52.91
Families with one or more children aged 10-13 and Income \$350,000 and over	5,324	5,372	8,063	0.90	50.09
Families with one or more children aged 14-17 and Income \$350,000 and over	5,386	5,422	7,945	0.67	46.53

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	900,556	896,356	911,245	-0.47	1.66
Housing, Owner Households Valued \$250,000-\$299,999	109,693	112,942	143,377	2.96	26.95
Housing, Owner Households Valued \$300,000-\$399,999	142,600	143,828	160,612	0.86	11.67
Housing, Owner Households Valued \$400,000-\$499,999	70,564	71,929	84,716	1.93	17.78
Housing, Owner Households Valued \$500,000-\$749,999	67,516	68,767	80,413	1.85	16.94
Housing, Owner Households Valued \$750,000-\$999,999	20,785	21,227	25,168	2.13	18.57
Housing, Owner Households Valued More than \$1,000,000	19,002	19,351	22,797	1.84	17.81

Households by Length of Residence

Length of Residence Less than 2 Years	217,097	227,465	317,917	4.78	39.77
Length of Residence 3 to 5 Years	325,646	341,198	476,876	4.78	39.77
Length of Residence 6 to 10 Years	869,483	858,699	820,014	-1.24	-4.51

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	137,875	138,027	121,728	0.11	-11.81
White Households with Income \$25,000 to \$49,999	204,959	205,205	178,199	0.12	-13.16
White Households with Income \$50,000 to \$74,999	201,020	201,439	186,421	0.21	-7.46
White Households with Income \$75,000 to \$99,999	166,149	166,425	167,077	0.17	0.39
White Households with Income \$100,000 to \$124,999	126,271	126,504	139,214	0.18	10.05
White Households with Income \$125,000 to \$149,999	89,324	89,471	109,094	0.16	21.93
White Households with Income \$150,000 to \$199,999	91,042	91,251	122,295	0.23	34.02
White Households with Income \$200,000 and Over	115,925	116,371	177,721	0.38	52.72

Black Households by Income

Black Households with Income Less than \$25,000	151,485	152,864	159,028	0.91	4.03
Black Households with Income \$25,000 to \$49,999	169,273	170,840	179,679	0.93	5.17
Black Households with Income \$50,000 to \$74,999	121,135	122,653	135,842	1.25	10.75
Black Households with Income \$75,000 to \$99,999	76,468	77,324	91,586	1.12	18.44
Black Households with Income \$100,000 to \$124,999	44,583	44,985	56,838	0.90	26.35
Black Households with Income \$125,000 to \$149,999	24,211	24,373	33,199	0.67	36.21
Black Households with Income \$150,000 to \$199,999	17,942	18,123	25,754	1.01	42.11
Black Households with Income \$200,000 and Over	12,488	12,588	19,182	0.80	52.38

Asian Households by Income

Asian Households with Income Less than \$25,000	13,894	13,376	10,873	-3.73	-18.71
Asian Households with Income \$25,000 to \$49,999	17,846	17,316	15,276	-2.97	-11.78
Asian Households with Income \$50,000 to \$74,999	16,492	16,406	15,451	-0.52	-5.82
Asian Households with Income \$75,000 to \$99,999	11,662	12,131	15,393	4.02	26.89
Asian Households with Income \$100,000 to \$124,999	6,885	7,376	12,573	7.13	70.46
Asian Households with Income \$125,000 to \$149,999	4,162	4,680	8,133	12.45	73.78
Asian Households with Income \$150,000 to \$199,999	6,119	6,200	7,402	1.32	19.39
Asian Households with Income \$200,000 and Over	2,239	3,153	10,180	40.82	222.87

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	656	654	539	-0.30	-17.58
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	608	607	604	-0.16	-0.49
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,161	1,160	990	-0.09	-14.66
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,741	1,738	506	-0.17	-70.89
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	600	600	1,567	0.00	161.17
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	333	333	568	0.00	70.57
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	221	221	366	0.00	65.61
American Indian and Alaska Native Households with Income \$200,000 and Over	123	123	305	0.00	147.97

Other Race Households by Income

Other Race Households with Income Less than \$25,000	15,971	16,136	13,051	1.03	-19.12
Other Race Households with Income \$25,000 to \$49,999	21,512	21,438	19,692	-0.34	-8.14
Other Race Households with Income \$50,000 to \$74,999	12,923	12,815	13,329	-0.84	4.01
Other Race Households with Income \$75,000 to \$99,999	7,387	7,251	8,083	-1.84	11.47
Other Race Households with Income \$100,000 to \$124,999	3,530	3,473	5,240	-1.61	50.88
Other Race Households with Income \$125,000 to \$149,999	1,871	1,813	2,826	-3.10	55.87
Other Race Households with Income \$150,000 to \$199,999	1,136	1,138	2,011	0.18	76.71
Other Race Households with Income \$200,000 and Over	707	682	1,409	-3.54	106.60

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	6,320	6,354	5,710	0.54	-10.14
Two or More Races Households with Income \$25,000 to \$49,999	9,049	9,005	7,989	-0.49	-11.28
Two or More Races Households with Income \$50,000 to \$74,999	7,566	7,614	7,376	0.63	-3.13

Two or More Races Households with Income \$75,000 to \$99,999	5,299	5,268	5,537	-0.59	5.11
Two or More Races Households with Income \$100,000 to \$124,999	3,545	3,501	4,451	-1.24	27.14
Two or More Races Households with Income \$125,000 to \$149,999	2,328	2,274	2,983	-2.32	31.18
Two or More Races Households with Income \$150,000 to \$199,999	1,738	1,756	2,649	1.04	50.85
Two or More Races Households with Income \$200,000 and Over	1,451	1,410	2,711	-2.83	92.27

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	32,997	33,446	36,210	1.36	8.26
Hispanic Households with Income \$25,000 to \$49,999	44,439	45,393	52,187	2.15	14.97
Hispanic Households with Income \$50,000 to \$74,999	25,552	26,646	33,847	4.28	27.02
Hispanic Households with Income \$75,000 to \$99,999	14,241	14,980	20,916	5.19	39.63
Hispanic Households with Income \$100,000 to \$124,999	7,943	8,342	12,650	5.02	51.64
Hispanic Households with Income \$125,000 to \$149,999	4,159	4,429	6,585	6.49	48.68
Hispanic Households with Income \$150,000 to \$199,999	3,142	3,353	5,685	6.72	69.55
Hispanic Households with Income \$200,000 and Over	2,899	3,030	5,183	4.52	71.06

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	126,558	126,909	111,367	0.28	-12.25
White Non-Hispanic Households with Income \$25,000 to \$49,999	188,664	189,024	161,919	0.19	-14.34
White Non-Hispanic Households with Income \$50,000 to \$74,999	189,904	190,714	172,231	0.43	-9.69
White Non-Hispanic Households with Income \$75,000 to \$99,999	158,251	158,254	154,517	0.00	-2.36
White Non-Hispanic Households with Income \$100,000 to \$124,999	120,667	119,933	126,078	-0.61	5.12
White Non-Hispanic Households with Income \$125,000 to \$149,999	85,658	85,389	98,441	-0.31	15.29
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,783	87,972	116,985	0.22	32.98
White Non-Hispanic Households with Income \$200,000 and Over	111,948	112,416	171,217	0.42	52.31

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+)