



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 739,733 to 761,531 (2.95 percent) in the CBSA of **Atlanta-Sandy Springs-Marietta, GA**. This number is expected to increase by 9.64 percent during the next five years, totaling 834,979 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 1.81 percent, the population of children *Age 0 to 17 Years* is projected to increase by 6.80 percent from 1,421,681 in 2012 to 1,518,377 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 7.81 percent from 698,363 in 2012 to 752,884 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 5.83 percent from 723,318 in 2012 to 765,493 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 10.56 percent from 199,057 in 2012 to 220,070 in 2017, and increase by 7.78 percent for boys in the same age group from 204,004 in 2012 to 219,883 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	191,534	184,670	-3.58	184,658	182,358	-1.25
Age 5 to 9 Years	204,004	219,883	7.78	199,057	220,070	10.56
Age 10 to 13 Years	162,657	174,555	7.31	156,332	171,265	9.55
Age 14 to 17 Years	165,123	186,385	12.88	158,316	179,191	13.19

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 12.61 percent and 10.60 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 3.70 percent from 105,784 in 2012 to 109,703 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.97 percent and increase 2.48 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	105,784	109,703	3.70	53,859	55,197	2.48	51,925	54,506	4.97
Kindergarten	80,541	90,701	12.61	40,765	45,331	11.20	39,776	45,370	14.06
Grades 1 to 4	318,516	352,270	10.60	161,213	176,060	9.21	157,303	176,210	12.02
Grades 5 to 8	302,944	319,612	5.57	154,475	161,427	4.50	148,469	158,385	6.68
Grades 9 to 12	328,896	385,570	17.23	167,909	196,579	17.07	160,987	188,991	17.40

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.42** percent during the years 2010-2012; and is expected to increase by 2.72 percent in 2017 from 157,450 in 2012 to 161,738 in 2017. While total public school enrollment increased 3.24 percent during the years 2010-2012, it will increase by 11.96 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by **-1.42** percent and female preprimary enrollment by **-0.68** percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by **-1.36** percent from 27,909 in 2012 to 27,530 in 2017; while female preprimary enrollment is expected to increase by 1.03 percent from 26,907 in 2012 to 27,185 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 3.40 percent and 5.18 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 6.93 percent between 2010-2012; the population of Hispanics increased by 3.97 percent; the Asian population increased by 11.93 percent; the American Indian and Alaska Native population decreased by **-1.69** percent. The Other Race population increased by 2.68 percent; and the population of Two or More Races increased by 9.98 percent; and the White population decreased by **-1.35** percent during the years 2010-2012.
- While the White population represents 53.38 percent of the total population, it is expected to decrease from 2,881,198 in 2012 to 2,778,921 in 2017 (**-3.55** percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 569,155 in 2012 to 656,393 in 2017 (15.33 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 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 15,237 in 2012 to 18,317 in 2017 (20.21 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	22,705	22,875	0.75	15,201	17,422	14.61	15,237	18,317	20.21	9,719	14,130	45.39	6,901	10,572	53.20
Aged 5-9	24,327	27,419	12.71	16,286	20,884	28.23	16,326	21,956	34.48	10,413	16,937	62.65	7,393	12,673	71.42
Aged 10-13	19,253	21,553	11.95	12,889	16,416	27.36	12,920	17,258	33.58	8,241	13,313	61.55	5,851	9,961	70.24

Aged 14-17	19,522	22,784	16,71	13,069	17,353	32,78	13,101	18,244	39,26	8,356	14,074	68,43	5,933	10,530	77,48
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11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 136.96 percent, from 1,350 in 2012 to 3,199 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	47,255	61,328	29.78	6,995	12,565	79.63	725	1,747	140.97	3,516	5,842	66.15	4,195	5,289	50.43
Income \$125,000 to \$149,999	26,097	34,664	32.83	4,912	8,772	78.58	500	748	49.60	1,350	3,199	136.96	3,022	4,768	57.78
Income \$150,000 to \$199,999	19,660	26,734	35.98	5,491	8,946	62.92	222	608	173.87	1,675	2,124	26.81	2,636	4,061	54.06
Income \$200,000 and Over	14,112	19,927	41.21	2,272	8,670	281.60	98	361	268.37	965	2,321	140.52	3,274	5,878	79.54

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 4,294 in 2012 to 4,513 in 2017 (5.10 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	9,445	10,806	14.41
Income \$125,000 to \$149,999	5,890	6,176	4.86
Income \$150,000 to \$199,999	4,809	4,848	0.81
Income \$200,000 and Over	4,294	4,513	5.10

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 6.57 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 70,775 in 2012 to 76,728 in 2017 (8.41 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	855,698	851,090	847,219	-0.54	-0.45
\$250,000-\$299,999	114,795	122,337	145,536	6.57	18.96
\$300,000-\$399,999	137,614	139,449	143,050	1.33	2.58
\$400,000-\$499,999	68,687	70,775	76,728	3.04	8.41
\$500,000-\$749,999	66,385	68,625	74,484	3.37	8.54
\$750,000-\$999,999	19,480	19,421	19,194	-0.30	-1.17
More than \$1,000,000	17,282	16,982	16,105	-1.74	-5.16

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 4.26 percent, from 782,760 in 2010 to 816,105 in 2012. This number is expected to increase by 11.04 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 416,631 in 2010 to 441,287 in 2012 (5.92 percent), and it is forecasted this population will increase an additional 16.37 percent by the year 2017.

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](#), 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](#) (Independent 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](#)

^[1] The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

^[2] StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2012

CBSA Name: Atlanta-Sandy Springs-Marietta, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: SUB_BUS

Description	2010	2012	2017 (2010-2012)	% Growth Forecast	% Growth Forecast
Total Population and Households					
Population	5,268,860	5,397,289	5,822,399	2.44	7.88
Households	1,937,225	1,981,910	2,135,387	2.31	7.74
Households with School Age Population					
Households with Children Age 0 to 17 Years	739,733	761,531	834,979	2.95	9.64
Percent of Households with Children Age 0 to 17 Years	38.19	38.42	39.10	0.60	1.77
School Age Population					
Population Age 0 to 17 Years	1,396,352	1,421,681	1,518,377	1.81	6.80
Population Age 0 to 4 Years	379,709	376,192	367,028	-0.93	-2.44
Population Age 5 to 9 Years	393,088	403,061	439,953	2.54	9.15
Population Age 10 to 13 Years	311,686	318,989	345,820	2.34	8.41
Population Age 14 to 17 Years	311,869	323,439	365,576	3.71	13.03
School Age Population by Gender					
Male Population Age 0 to 17 Years	712,238	723,318	765,493	1.56	5.83
Female Population Age 0 to 17 Years	684,114	698,363	752,884	2.08	7.81
Male School Age Population by Age					
Male Population Age 0 to 4 Years	194,033	191,534	184,670	-1.29	-3.58
Male Population Age 5 to 9 Years	199,831	204,004	219,883	2.09	7.78
Male Population Age 10 to 13 Years	159,252	162,657	174,555	2.14	7.31
Male Population Age 14 to 17 Years	159,122	165,123	186,385	3.77	12.88
Female School Age Population by Age					
Female Population Age 0 to 4 Years	185,676	184,658	182,358	-0.55	-1.25
Female Population Age 5 to 9 Years	193,257	199,057	220,070	3.00	10.56
Female Population Age 10 to 13 Years	152,434	156,332	171,265	2.56	9.55
Female Population Age 14 to 17 Years	152,747	158,316	179,191	3.65	13.19
Population in School					
Nursery or Preschool	105,854	105,784	109,703	-0.07	3.70
Kindergarten	78,213	80,541	90,701	2.98	12.61
Grades 1 to 4	309,431	318,516	352,270	2.94	10.60
Grades 5 to 8	299,547	302,944	319,812	1.13	5.57
Grades 9 to 12	313,516	328,896	385,570	4.91	17.23
Population in School by Gender					
Male Enrolled in School	564,167	578,221	634,594	2.49	9.75
Female Enrolled in School	542,394	558,460	623,462	2.96	11.64
Male Population in School by Grade					
Male Nursery or Preschool	54,092	53,859	55,197	-0.43	2.48
Male Kindergarten	39,761	40,765	45,331	2.53	11.20
Male Grades 1 to 4	157,303	161,213	176,060	2.49	9.21
Male Grades 5 to 8	153,050	154,475	161,427	0.93	4.50
Male Grades 9 to 12	159,963	167,909	196,579	4.97	17.07
Female Population in School by Grade					
Female Nursery or Preschool	51,762	51,925	54,506	0.31	4.97
Female Kindergarten	38,452	39,776	45,370	3.44	14.06
Female Grades 1 to 4	152,128	157,303	176,210	3.40	12.02
Female Grades 5 to 8	146,497	148,469	158,385	1.35	6.68
Female Grades 9 to 12	153,553	160,987	188,991	4.84	17.40
Population in School					
Education, Total Enrollment (Pop 3+)	1,106,561	1,136,681	1,258,056	2.72	10.68
Education, Not Enrolled in School (Pop 3+)	3,565,237	3,638,023	3,852,823	2.04	5.90
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	158,107	157,450	161,738	-0.42	2.72
Education, Enrolled Private Preprimary (Pop 3+)	55,401	54,816	54,715	-1.06	-0.18
Education, Enrolled Private Elementary or High School (Pop 3+)	102,706	102,634	107,023	-0.07	4.28
Education, Enrolled Public Schools (Pop 3+)	948,454	979,231	1,096,318	3.24	11.96
Education, Enrolled Public Preprimary (Pop 3+)	50,453	50,968	54,988	1.02	7.89
Education, Enrolled Public Elementary or High School (Pop 3+)	898,001	928,263	1,041,330	3.37	12.18
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	80,658	80,105	81,500	-0.69	1.74
Male Education, Enrolled Private Preprimary (Pop 3+)	28,310	27,909	27,530	-1.42	-1.36
Male Education, Enrolled Private Elementary or High School (Pop 3+)	52,348	52,196	53,970	-0.29	3.40
Male Education, Enrolled Public Schools (Pop 3+)	483,510	498,116	553,094	3.02	11.04
Male Education, Enrolled Public Preprimary (Pop 3+)	25,782	25,950	27,667	0.65	6.62
Male Education, Enrolled Public Elementary or High School (Pop 3+)	457,728	472,166	525,427	3.15	11.28
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	77,449	77,345	80,238	-0.13	3.74
Female Education, Enrolled Private Preprimary (Pop 3+)	27,091	26,907	27,185	-0.68	1.03
Female Education, Enrolled Private Elementary or High School (Pop 3+)	50,358	50,438	53,053	0.16	5.18
Female Education, Enrolled Public Schools (Pop 3+)	464,944	481,115	543,224	3.48	12.91
Female Education, Enrolled Public Preprimary (Pop 3+)	24,671	25,018	27,321	1.41	9.21
Female Education, Enrolled Public Elementary or High School (Pop 3+)	440,273	456,097	515,903	3.59	13.11
Population by Race					
White Population, Alone	2,920,480	2,881,198	2,778,921	-1.35	-3.55
Black Population, Alone	1,707,913	1,826,285	2,186,670	6.93	19.73
Asian Population, Alone	256,956	287,608	389,361	11.93	35.38

American Indian and Alaska Native Population, Alone	17,963	17,660	17,677	-1.69	0.10
Other Race Population, Alone	239,457	245,869	268,223	2.68	9.09
Two or More Races Population	126,091	138,669	181,547	9.98	30.92

Population by Ethnicity

Hispanic Population	547,400	569,155	656,393	3.97	15.33
White Non-Hispanic Population	2,671,757	2,625,337	2,529,361	-1.74	-3.66

Population by Race As Percent of Total Population

Percent of White Population, Alone	55.43	53.38	47.73	-3.70	-10.58
Percent of Black Population, Alone	32.42	33.84	37.56	4.38	10.99
Percent of Asian Population, Alone	4.88	5.33	6.69	9.22	25.52
Percent of American Indian and Alaska Native Population, Alone	0.34	0.33	0.30	-2.94	-9.09
Percent of Other Race Population, Alone	4.54	4.56	4.61	0.44	1.10
Percent of Two or More Races Population, Alone	2.39	2.57	3.12	7.53	21.40

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	10.39	10.55	11.27	1.54	6.82
Percent of White Non-Hispanic Population	50.71	48.64	43.44	-4.08	-10.69

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	782,760	816,105	906,243	4.26	11.04
Education Attainment, Master's Degree (Pop 25+)	300,820	320,552	378,284	6.56	18.01
Education Attainment, Professional Degree (Pop 25+)	74,463	76,625	82,881	2.90	8.16
Education Attainment, Doctorate Degree (Pop 25+)	41,348	44,110	52,360	6.68	18.70

Household Income

Household Income, Median (\$)	61,975	63,146	70,572	1.89	11.76
Household Income, Average (\$)	80,135	81,495	96,344	1.70	18.22

Households by Income

Households with Income Less than \$25,000	354,375	355,563	345,966	0.34	-2.70
Households with Income \$25,000 to \$49,999	440,826	442,038	423,831	0.27	-4.12
Households with Income \$50,000 to \$74,999	362,035	367,709	362,022	1.57	-1.55
Households with Income \$75,000 to \$99,999	258,884	267,300	282,447	3.25	5.67
Households with Income \$100,000 to \$124,999	177,299	184,929	209,624	4.30	13.35
Households with Income \$125,000 to \$149,999	113,239	119,625	152,802	5.64	27.73
Households with Income \$150,000 to \$199,999	111,697	118,008	154,394	5.65	30.83
Households with Income \$200,000 and Over	118,870	126,738	204,301	6.62	61.20

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	22,252	22,705	22,875	2.04	0.75
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	23,036	24,327	27,419	5.60	12.71
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	18,265	19,253	21,553	5.41	11.95
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	18,276	19,522	22,784	6.82	16.71
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	14,710	15,201	17,422	3.34	14.61
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	15,229	16,286	20,884	6.94	28.23
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	12,075	12,889	16,416	6.74	27.36
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	12,082	13,069	17,353	8.17	32.78
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	14,802	15,237	18,317	2.94	20.21
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	15,324	16,326	21,956	6.54	34.48
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	12,150	12,920	17,258	6.34	33.58
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	12,158	13,101	18,244	7.76	39.26
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	9,346	9,719	14,130	3.99	45.39
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	9,675	10,413	16,937	7.63	62.65
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	7,672	8,241	13,313	7.42	61.55
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	7,676	8,356	14,074	8.86	68.43
Families with one or more children aged 0-4 and Income \$350,000 and over	6,584	6,901	10,572	4.81	53.20
Families with one or more children aged 5-9 and Income \$350,000 and over	6,816	7,393	12,673	8.47	71.42
Families with one or more children aged 10-13 and Income \$350,000 and over	5,405	5,851	9,961	8.25	70.24
Families with one or more children aged 14-17 and Income \$350,000 and over	5,408	5,933	10,530	9.71	77.48

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	855,698	851,090	847,219	-0.54	-0.45
Housing, Owner Households Valued \$250,000-\$299,999	114,795	122,337	145,536	6.57	18.96
Housing, Owner Households Valued \$300,000-\$399,999	137,614	139,449	143,050	1.33	2.58
Housing, Owner Households Valued \$400,000-\$499,999	68,687	70,775	76,728	3.04	8.41
Housing, Owner Households Valued \$500,000-\$749,999	66,385	68,625	74,484	3.37	8.54
Housing, Owner Households Valued \$750,000-\$999,999	19,480	19,421	19,194	-0.30	-1.17
Housing, Owner Households Valued More than \$1,000,000	17,282	16,982	16,105	-1.74	-5.16

Households by Length of Residence

Length of Residence Less than 2 Years	296,338	327,772	427,435	10.61	30.41
Length of Residence 3 to 5 Years	444,508	491,658	641,152	10.61	30.41
Length of Residence 6 to 10 Years	742,711	725,859	681,174	-2.27	-6.16
Length of Residence More than 10 Years	453,668	436,622	385,627	-3.76	-11.68

Households by Race and Income**White Households by Income**

White Households with Income Less than \$25,000	151,057	146,505	106,221	-3.01	-27.50
White Households with Income \$25,000 to \$49,999	218,784	212,216	154,316	-3.00	-27.28
White Households with Income \$50,000 to \$74,999	206,381	201,178	159,802	-2.52	-20.57
White Households with Income \$75,000 to \$99,999	163,911	161,017	146,131	-1.77	-9.24
White Households with Income \$100,000 to \$124,999	123,512	122,243	122,853	-1.03	0.50
White Households with Income \$125,000 to \$149,999	83,694	83,744	100,651	0.06	20.19
White Households with Income \$150,000 to \$199,999	87,651	88,324	111,921	0.77	26.72
White Households with Income \$200,000 and Over	103,572	106,017	167,144	2.36	57.66

Black Households by Income

Black Households with Income Less than \$25,000	167,062	170,672	201,430	2.16	18.02
Black Households with Income \$25,000 to \$49,999	178,463	184,175	221,230	3.20	20.12
Black Households with Income \$50,000 to \$74,999	121,586	130,174	160,422	7.06	23.24
Black Households with Income \$75,000 to \$99,999	72,255	81,465	102,905	12.75	26.32
Black Households with Income \$100,000 to \$124,999	39,929	47,255	61,328	18.35	29.78
Black Households with Income \$125,000 to \$149,999	21,054	26,097	34,664	23.95	32.83
Black Households with Income \$150,000 to \$199,999	15,481	19,660	26,734	26.99	35.98

Black Households with Income \$200,000 and Over	10,455	14,112	19,927	34.98	41.21
Asian Households by Income					
Asian Households with Income Less than \$25,000	16,820	18,102	19,592	7.62	8.23
Asian Households with Income \$25,000 to \$49,999	19,303	20,617	23,010	6.81	11.61
Asian Households with Income \$50,000 to \$74,999	16,648	18,306	21,817	9.96	19.18
Asian Households with Income \$75,000 to \$99,999	9,776	11,457	18,492	17.20	61.40
Asian Households with Income \$100,000 to \$124,999	5,895	6,995	12,565	18.66	79.63
Asian Households with Income \$125,000 to \$149,999	4,077	4,912	8,772	20.48	78.58
Asian Households with Income \$150,000 to \$199,999	4,573	5,491	8,946	20.07	62.92
Asian Households with Income \$200,000 and Over	1,318	2,272	8,670	72.38	281.60
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	567	567	393	0.00	-30.69
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	650	656	481	0.92	-26.68
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,306	1,310	640	0.31	-51.15
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,710	1,722	1,062	0.70	-38.33
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	725	725	1,747	0.00	140.97
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	499	500	748	0.20	49.60
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	219	222	608	1.37	173.87
American Indian and Alaska Native Households with Income \$200,000 and Over	98	98	361	0.00	268.37
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	14,057	15,038	14,082	6.98	-6.36
Other Race Households with Income \$25,000 to \$49,999	17,798	18,694	19,307	5.03	3.28
Other Race Households with Income \$50,000 to \$74,999	10,558	11,153	13,406	5.64	20.20
Other Race Households with Income \$75,000 to \$99,999	6,461	6,747	8,507	4.43	26.09
Other Race Households with Income \$100,000 to \$124,999	3,433	3,516	5,842	2.42	66.15
Other Race Households with Income \$125,000 to \$149,999	1,347	1,350	3,199	0.22	136.96
Other Race Households with Income \$150,000 to \$199,999	1,600	1,675	2,124	4.69	26.81
Other Race Households with Income \$200,000 and Over	939	965	2,321	2.77	140.52
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	4,812	4,679	4,248	-2.76	-9.21
Two or More Races Households with Income \$25,000 to \$49,999	5,828	5,680	5,487	-2.54	-3.40
Two or More Races Households with Income \$50,000 to \$74,999	5,556	5,588	5,935	0.58	6.21
Two or More Races Households with Income \$75,000 to \$99,999	4,771	4,892	5,350	2.54	9.36
Two or More Races Households with Income \$100,000 to \$124,999	3,805	4,195	5,289	10.25	26.08
Two or More Races Households with Income \$125,000 to \$149,999	2,568	3,022	4,768	17.68	57.78
Two or More Races Households with Income \$150,000 to \$199,999	2,173	2,636	4,061	21.31	54.06
Two or More Races Households with Income \$200,000 and Over	2,488	3,274	5,878	31.59	79.54
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	34,701	31,492	40,191	-9.25	27.62
Hispanic Households with Income \$25,000 to \$49,999	43,490	42,634	53,809	-1.97	26.21
Hispanic Households with Income \$50,000 to \$74,999	25,667	27,602	33,493	7.54	21.34
Hispanic Households with Income \$75,000 to \$99,999	13,390	17,156	19,314	28.13	12.58
Hispanic Households with Income \$100,000 to \$124,999	7,517	9,445	10,806	25.65	14.41
Hispanic Households with Income \$125,000 to \$149,999	3,925	5,890	6,176	50.06	4.86
Hispanic Households with Income \$150,000 to \$199,999	3,301	4,809	4,848	45.68	0.81
Hispanic Households with Income \$200,000 and Over	2,824	4,294	4,513	52.05	5.10
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	138,779	130,563	92,096	-5.92	-29.46
White Non-Hispanic Households with Income \$25,000 to \$49,999	203,820	191,514	133,808	-6.04	-30.13
White Non-Hispanic Households with Income \$50,000 to \$74,999	197,427	186,962	143,917	-5.30	-23.02
White Non-Hispanic Households with Income \$75,000 to \$99,999	157,355	151,277	134,562	-3.86	-11.05
White Non-Hispanic Households with Income \$100,000 to \$124,999	118,244	115,281	114,729	-2.51	-0.48
White Non-Hispanic Households with Income \$125,000 to \$149,999	78,942	78,977	95,037	0.04	20.34
White Non-Hispanic Households with Income \$150,000 to \$199,999	83,544	84,249	105,539	0.84	25.27
White Non-Hispanic Households with Income \$200,000 and Over	96,766	101,490	159,869	4.88	57.52

Footnotes:

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

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

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

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

All estimates are as of 1/1/2012 unless otherwise stated.

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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+)