



# The NAIS Demographic Center 2010 Local Area Reports

## CBSA : Baltimore-Towson, MD

*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* shrank from 347,663 to 332,274 (**-4.43** percent) in the CBSA of **Baltimore-Towson, MD**. This number is expected to increase by 4.69 percent during the next five years, totaling 347,865 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 4.44 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.43 percent from 674,668 in 2010 to 677,560 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.02 percent from 327,371 in 2010 to 327,432 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 0.82 percent from 347,297 in 2010 to 350,128 in 2015.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-3.76** percent from 88,981 in 2010 to 85,635 in 2015, and decrease by **-2.12** percent for boys in the same age group from 95,516 in 2010 to 93,493 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	96,322	101,412	5.28	90,895	94,967	4.48
Age 5 to 9 Years	95,516	93,493	<b>-2.12</b>	88,981	85,635	<b>-3.76</b>
Age 10 to 13 Years	79,747	79,717	<b>-0.04</b>	75,622	75,442	<b>-0.24</b>
Age 14 to 17 Years	75,712	75,506	<b>-0.27</b>	71,873	71,388	<b>-0.67</b>

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 0.59 percent and 0.59 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 7.71 percent from 49,801 in 2010 to 53,643 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 7.29 percent and increase 8.12 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	49,801	53,643	7.71	25,622	27,702	8.12	24,179	25,941	7.29
Kindergarten	37,532	37,753	0.59	19,430	19,705	1.42	18,101	18,049	-0.29
Grades 1 to 4	150,126	151,014	0.59	77,722	78,819	1.41	72,404	72,195	-0.29
Grades 5 to 8	158,031	163,509	3.47	81,113	84,006	3.57	76,918	79,502	3.36
Grades 9 to 12	150,113	154,798	3.12	77,009	79,569	3.32	73,104	75,229	2.91

## Enrollment in Private Schools

6. The population enrolled in private schools increased by 8.23 percent during the years 2000-2010; and is expected to increase by 3.65 percent in 2015 from 109,213 in 2010 to 113,195 in 2015. While total public school enrollment increased 0.76 percent during the years 2000-2010, it will increase by 2.55 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 30.96 percent and female preprimary enrollment by 28.99 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 12.02 percent from 16,121 in 2010 to 18,058 in 2015; while female preprimary enrollment is expected to increase by 11.17 percent from 15,212 in 2010 to 16,911 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.84 percent and 0.03 percent, respectively.

## Population by Race and Ethnicity

8. The African American population increased by 7.91 percent between 2000-2010; the population of Hispanics increased by 83.96 percent; the Asian population increased by [11](#) 54.51 percent. The Other population increased by 81.86 percent; and the White population decreased by -0.04 percent during the years 2000-2010.
9. While the White population represents 63.70 percent of the total population, it is expected to decrease from 1,718,553 in 2010 to 1,710,276 in 2015 (-0.48 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 94,426 in 2010 to 110,509 in 2015 (17.03 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 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 6,319 in 2010 to 8,192 in 2015 (29.64 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	13,302	16,884	26.93	9,215	12,657	37.35	6,319	8,192	29.64	4,033	5,487	36.05	3,081	4,155	34.86
Aged 5-9	13,109	15,401	17.48	9,082	11,545	27.12	6,227	7,473	20.01	3,974	5,005	25.94	3,036	3,790	24.84
Aged 10-13	11,039	13,340	20.84	7,648	10,000	30.75	5,244	6,473	23.44	3,347	4,335	29.52	2,557	3,283	28.39
Aged 14-17	10,486	12,630	20.45	7,265	9,467	30.31	4,981	6,128	23.03	3,179	4,104	29.10	2,429	3,108	27.95

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 53.74 percent, from 1,643 in 2010 to 2,526 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	21,825	28,717	31.58	3,932	5,820	48.02	2,931	5,105	74.17
Income \$125,000 to \$149,999	12,347	17,704	43.39	2,621	4,067	55.17	1,643	2,526	53.74
Income \$150,000 to \$199,999	5,686	7,334	28.98	1,540	1,995	29.55	974	1,080	10.88
Income \$200,000 and Over	5,994	7,670	27.96	2,133	3,135	46.98	625	961	53.76

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 817 in 2010 to 1,096 in 2015 (34.15 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	2,613	3,706	41.83
Income \$125,000 to \$149,999	1,494	2,003	34.07
Income \$150,000 to \$199,999	868	1,039	19.70
Income \$200,000 and Over	817	1,096	34.15

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 105.73 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 49,596 in 2010 to 63,202 in 2015 (27.43 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	559,149	444,240	427,431	-20.55	-3.78
\$250,000-\$299,999	36,118	74,305	86,398	105.73	16.27
\$300,000-\$399,999	31,067	71,836	74,233	131.23	3.34
\$400,000-\$499,999	12,240	49,596	63,202	305.20	27.43
\$500,000-\$749,999	9,005	44,635	45,346	395.67	1.59
\$750,000-\$999,999	3,010	20,401	27,673	577.77	35.65
More than \$1,000,000	2,578	10,863	12,823	321.37	18.04

## Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Baltimore-Towson, MD** increased 18.72 percent, from 292,130 in 2000 to 346,815 in 2010. This number is expected to increase by 7.45 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 200,646 in 2000 to 236,522 in 2010 (17.88 percent), and it is forecasted this population will increase an additional 5.28 percent by the year 2015.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Baltimore-Towson, MD** 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)? <sup>[2]</sup>

- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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 <sup>[3]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](http://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](http://www.nais.org/go/advocacy)).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://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/](http://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)

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[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: Baltimore-Towson, MD

CBSA Code: 12580

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

State Name: Maryland

Dominant Profile: NO\_CAR

Description	2000	2010	2015 (2000-2010)	% Growth	% Growth Forecast
<b>Total Population and Households</b>					
Population	2,552,994	2,697,935	2,768,772	5.68	2.63
Households	974,071	1,053,696	1,083,908	8.17	2.87
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	347,663	332,274	347,865	-4.43	4.69
Percent of Households with Children Age 0 to 17 Years	35.69	31.53	32.09	-11.66	1.78
<b>School Age Population</b>					
Population Age 0 to 17 Years	646,004	674,668	677,560	4.44	0.43
Population Age 0 to 4 Years	166,754	187,217	196,379	12.27	4.89
Population Age 5 to 9 Years	185,722	184,497	179,128	-0.66	-2.91
Population Age 10 to 13 Years	150,734	155,370	155,159	3.08	-0.14
Population Age 14 to 17 Years	142,794	147,584	146,894	3.35	-0.47
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	330,102	347,297	350,128	5.21	0.82
Female Population Age 0 to 17 Years	315,902	327,371	327,432	3.63	0.02
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	85,164	96,322	101,412	13.10	5.28
Male Population Age 5 to 9 Years	94,956	95,516	93,493	0.59	-2.12
Male Population Age 10 to 13 Years	77,138	79,747	79,717	3.38	-0.04
Male Population Age 14 to 17 Years	72,844	75,712	75,506	3.94	-0.27
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	81,590	90,895	94,967	11.40	4.48
Female Population Age 5 to 9 Years	90,766	88,981	85,635	-1.97	-3.76
Female Population Age 10 to 13 Years	73,596	75,622	75,442	2.75	-0.24
Female Population Age 14 to 17 Years	69,950	71,873	71,388	2.75	-0.67
<b>Population in School</b>					
Nursery or Preschool	46,123	49,801	53,643	7.97	7.71
Kindergarten	37,815	37,532	37,753	-0.75	0.59
Grades 1 to 4	151,260	150,126	151,014	-0.75	0.59
Grades 5 to 8	153,455	158,031	163,509	2.98	3.47
Grades 9 to 12	145,371	150,113	154,798	3.26	3.12
<b>Population in School by Gender</b>					
Male Enrolled in School	272,915	280,897	289,802	2.92	3.17
Female Enrolled in School	261,109	264,706	270,915	1.38	2.35
<b>Male Population in School by Grade</b>					



Male Nursery or Preschool	23,556	25,622	27,702	8.77	8.12
Male Kindergarten	19,334	19,430	19,705	0.50	1.42
Male Grades 1 to 4	77,336	77,722	78,819	0.50	1.41
Male Grades 5 to 8	78,531	81,113	84,006	3.29	3.57
Male Grades 9 to 12	74,159	77,009	79,569	3.84	3.32
<b>Female Population in School by Grade</b>					
Female Nursery or Preschool	22,567	24,179	25,941	7.14	7.29
Female Kindergarten	18,481	18,101	18,049	-2.06	-0.29
Female Grades 1 to 4	73,924	72,404	72,195	-2.06	-0.29
Female Grades 5 to 8	74,924	76,918	79,502	2.66	3.36
Female Grades 9 to 12	71,213	73,104	75,229	2.66	2.91
<b>Population in School</b>					
Education, Total Enrollment (Pop 3+)	534,024	545,603	560,717	2.17	2.77
Education, Not Enrolled in School (Pop 3+)	1,749,999	1,843,169	1,888,035	5.32	2.43
<b>Population in Public vs Private School</b>					
Education, Enrolled Private Schools (Pop 3+)	100,911	109,213	113,195	8.23	3.65
Education, Enrolled Private Preprimary (Pop 3+)	24,103	31,333	34,969	30.00	11.60
Education, Enrolled Private Elementary or High School (Pop 3+)	76,808	77,880	78,226	1.40	0.44
Education, Enrolled Public Schools (Pop 3+)	433,113	436,390	447,522	0.76	2.55
Education, Enrolled Public Preprimary (Pop 3+)	22,020	18,468	18,674	-16.13	1.12
Education, Enrolled Public Elementary or High School (Pop 3+)	411,093	417,922	428,848	1.66	2.61
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
Male Education, Enrolled Private Schools (Pop 3+)	51,565	56,219	58,492	9.03	4.04
Male Education, Enrolled Private Preprimary (Pop 3+)	12,310	16,121	18,058	30.96	12.02
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,255	40,098	40,434	2.15	0.84
Male Education, Enrolled Public Schools (Pop 3+)	221,350	224,678	231,309	1.50	2.95
Male Education, Enrolled Public Preprimary (Pop 3+)	11,246	9,502	9,643	-15.51	1.48
Male Education, Enrolled Public Elementary or High School (Pop 3+)	210,104	215,176	221,666	2.41	3.02
<b>Female Population in Public vs Private School</b>					
Female Education, Enrolled Private Schools (Pop 3+)	49,346	52,994	54,703	7.39	3.22
Female Education, Enrolled Private Preprimary (Pop 3+)	11,793	15,212	16,911	28.99	11.17
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,553	37,782	37,792	0.61	0.03
Female Education, Enrolled Public Schools (Pop 3+)	211,763	211,712	216,213	-0.02	2.13
Female Education, Enrolled Public Preprimary (Pop 3+)	10,774	8,966	9,031	-16.78	0.72
Female Education, Enrolled Public Elementary or High School (Pop 3+)	200,989	202,746	207,182	0.87	2.19
<b>Population by Race</b>					
White Population, Alone	1,719,315	1,718,553	1,710,276	-0.04	-0.48
Black Population, Alone	699,962	755,320	802,805	7.91	6.29
Asian Population, Alone	69,901	108,004	118,900	54.51	10.09
Other Population	63,816	116,058	136,791	81.86	17.86
<b>Population by Ethnicity</b>					
Hispanic Population	51,329	94,426	110,509	83.96	17.03
White Non-Hispanic Population	1,692,851	1,670,505	1,653,082	-1.32	-1.04

**Population by Race As Percent of Total Population**

Percent of White Population, Alone	67.35	63.70	61.77	-5.42	-3.03
Percent of Black Population, Alone	27.42	28.00	28.99	2.12	3.54
Percent of Asian Population, Alone	2.74	4.00	4.29	45.99	7.25
Percent of Other Population	2.50	4.30	4.94	72.00	14.88

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	2.01	3.50	3.99	74.13	14.00
Percent of White Non-Hispanic Population	66.31	61.92	59.70	-6.62	-3.59

**Educational Attainment**

Education Attainment, College (Pop 25+)	292,130	346,815	372,648	18.72	7.45
Education Attainment, Graduate Degree (Pop 25+)	200,646	236,522	249,009	17.88	5.28

**Household Income**

Household Income, Median (\$)	49,980	70,020	82,023	40.10	17.14
Household Income, Average (\$)	63,066	89,324	109,991	41.64	23.14

**Households by Income**

Households with Income Less than \$25,000	227,283	170,117	139,560	-25.15	-17.96
Households with Income \$25,000 to \$49,999	259,956	205,342	176,521	-21.01	-14.04
Households with Income \$50,000 to \$74,999	207,799	189,046	170,659	-9.02	-9.73
Households with Income \$75,000 to \$99,999	124,580	171,033	196,540	37.29	14.91
Households with Income \$100,000 to \$124,999	68,039	121,097	149,093	77.98	23.12
Households with Income \$125,000 to \$149,999	32,880	80,266	104,971	144.12	30.78
Households with Income \$150,000 to \$199,999	28,132	54,964	67,625	95.38	23.04
Households with Income \$200,000 and Over	25,402	61,831	78,939	143.41	27.67

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,123	13,302	16,884	63.76	26.93
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	9,047	13,109	15,401	44.90	17.48
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	7,343	11,039	13,340	50.33	20.84
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	6,956	10,486	12,630	50.75	20.45
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	3,920	9,215	12,657	135.08	37.35
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,366	9,082	11,545	108.02	27.12
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,544	7,648	10,000	115.80	30.75
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	3,357	7,265	9,467	116.41	30.31
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,380	6,319	8,192	86.95	29.64
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	3,765	6,227	7,473	65.39	20.01
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,055	5,244	6,473	71.65	23.44
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,894	4,981	6,128	72.11	23.03
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,694	4,033	5,487	138.08	36.05
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,887	3,974	5,005	110.60	25.94
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,531	3,347	4,335	118.62	29.52
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,450	3,179	4,104	119.24	29.10
Families with one or more children aged 0-4 and Income \$350,000 and over	1,286	3,081	4,155	139.58	34.86
Families with one or more children aged 5-9 and Income \$350,000 and over	1,433	3,036	3,790	111.86	24.84
Families with one or more children aged 10-13 and Income \$350,000 and over	1,163	2,557	3,283	119.86	28.39
Families with one or more children aged 14-17 and Income \$350,000 and over	1,102	2,429	3,108	120.42	27.95

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	559,149	444,240	427,431	-20.55	-3.78
Housing, Owner Households Valued \$250,000-\$299,999	36,118	74,305	86,398	105.73	16.27

Housing, Owner Households Valued \$300,000-\$399,999	31,067	71,836	74,233	131.23	3.34
Housing, Owner Households Valued \$400,000-\$499,999	12,240	49,596	63,202	305.20	27.43
Housing, Owner Households Valued \$500,000-\$749,999	9,005	44,635	45,346	395.67	1.59
Housing, Owner Households Valued \$750,000-\$999,999	3,010	20,401	27,673	577.77	35.65
Housing, Owner Households Valued More than \$1,000,000	2,578	10,863	12,823	321.37	18.04

#### Households by Length of Residence

Length of Residence Less than 2 Years	48,798	268,403	294,862	450.03	9.86
Length of Residence 3 to 5 Years	73,197	402,605	442,293	450.03	9.86
Length of Residence 6 to 10 Years	256,037	287,224	299,761	12.18	4.36
Length of Residence More than 10 Years	596,040	95,465	46,992	-83.98	-50.78

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	121,813	79,379	58,161	-34.84	-26.73
White Households with Income \$25,000 to \$49,999	172,890	116,779	88,963	-32.45	-23.82
White Households with Income \$50,000 to \$74,999	153,934	123,299	103,968	-19.90	-15.68
White Households with Income \$75,000 to \$99,999	100,258	119,703	127,384	19.39	6.42
White Households with Income \$100,000 to \$124,999	56,784	92,409	109,451	62.74	18.44
White Households with Income \$125,000 to \$149,999	28,409	63,655	80,674	124.07	26.74
White Households with Income \$150,000 to \$199,999	24,681	46,764	57,216	89.47	22.35
White Households with Income \$200,000 and Over	22,498	53,079	67,173	135.93	26.55

##### Black Households by Income

Black Households with Income Less than \$25,000	95,489	76,946	70,468	-19.42	-8.42
Black Households with Income \$25,000 to \$49,999	75,505	71,771	71,487	-4.95	-0.40
Black Households with Income \$50,000 to \$74,999	45,009	50,683	52,701	12.61	3.98
Black Households with Income \$75,000 to \$99,999	19,700	39,902	51,014	102.55	27.85
Black Households with Income \$100,000 to \$124,999	8,746	21,825	28,717	149.54	31.58
Black Households with Income \$125,000 to \$149,999	3,389	12,347	17,704	264.33	43.39
Black Households with Income \$150,000 to \$199,999	2,550	5,686	7,334	122.98	28.98
Black Households with Income \$200,000 and Over	2,122	5,994	7,670	182.47	27.96

##### Asian Households by Income

Asian Households with Income Less than \$25,000	5,062	6,205	4,976	22.58	-19.81
Asian Households with Income \$25,000 to \$49,999	5,930	7,090	6,588	19.56	-7.08
Asian Households with Income \$50,000 to \$74,999	4,740	6,839	5,999	44.28	-12.28
Asian Households with Income \$75,000 to \$99,999	2,852	5,670	8,117	98.81	43.16
Asian Households with Income \$100,000 to \$124,999	1,660	3,932	5,820	136.87	48.02
Asian Households with Income \$125,000 to \$149,999	666	2,621	4,067	293.54	55.17
Asian Households with Income \$150,000 to \$199,999	685	1,540	1,995	124.82	29.55
Asian Households with Income \$200,000 and Over	650	2,133	3,135	228.15	46.98

##### Other Households by Income

Other Households with Income Less than \$25,000	4,919	7,587	5,955	54.24	-21.51
Other Households with Income \$25,000 to \$49,999	5,631	9,702	9,483	72.30	-2.26
Other Households with Income \$50,000 to \$74,999	4,116	8,225	7,991	99.83	-2.84
Other Households with Income \$75,000 to \$99,999	1,770	5,758	10,025	225.31	74.11
Other Households with Income \$100,000 to \$124,999	849	2,931	5,105	245.23	74.17
Other Households with Income \$125,000 to \$149,999	416	1,643	2,526	294.95	53.74
Other Households with Income \$150,000 to \$199,999	216	974	1,080	350.93	10.88
Other Households with Income \$200,000 and Over	132	625	961	373.48	53.76

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

Hispanic Households with Income Less than \$25,000	3,176	3,801	3,651	19.68	-3.95
Hispanic Households with Income \$25,000 to \$49,999	4,907	6,155	6,546	25.43	6.35
Hispanic Households with Income \$50,000 to \$74,999	3,209	5,383	5,972	67.75	10.94
Hispanic Households with Income \$75,000 to \$99,999	1,650	4,024	6,153	143.88	52.91
Hispanic Households with Income \$100,000 to \$124,999	840	2,613	3,706	211.07	41.83
Hispanic Households with Income \$125,000 to \$149,999	424	1,494	2,003	252.36	34.07
Hispanic Households with Income \$150,000 to \$199,999	327	868	1,039	165.44	19.70
Hispanic Households with Income \$200,000 and Over	144	817	1,096	467.36	34.15

**White Non-Hispanic Households by Income**

White Non-Hispanic Households with Income Less than \$25,000	120,056	78,987	57,540	-34.21	-27.15
White Non-Hispanic Households with Income \$25,000 to \$49,999	170,708	115,994	87,809	-32.05	-24.30
White Non-Hispanic Households with Income \$50,000 to \$74,999	152,430	122,403	102,650	-19.70	-16.14
White Non-Hispanic Households with Income \$75,000 to \$99,999	99,290	117,959	125,045	18.80	6.01
White Non-Hispanic Households with Income \$100,000 to \$124,999	56,156	90,467	107,284	61.10	18.59
White Non-Hispanic Households with Income \$125,000 to \$149,999	28,034	61,801	78,895	120.45	27.66
White Non-Hispanic Households with Income \$150,000 to \$199,999	24,344	45,373	55,899	86.38	23.20
White Non-Hispanic Households with Income \$200,000 and Over	22,253	51,541	65,854	131.61	27.77

**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+)