



# The NAIS Demographic Center 2011 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 – 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* shrank from 350,076 to 348,538 (-0.44 percent) in the CBSA of **Baltimore-Towson, MD**. This number is expected to decrease by -1.07 percent during the next five years, totaling 344,815 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.15 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -2.35 percent from 622,094 in 2011 to 607,475 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -2.71 percent from 303,283 in 2011 to 295,078 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -2.01 percent from 318,811 in 2011 to 312,397 in 2016.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.24 percent from 78,872 in 2011 to 80,637 in 2016, and decrease by -3.30 percent for boys in the same age group from 82,168 in 2011 to 79,454 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	84,877	87,458	3.04	81,383	83,336	2.40
Age 5 to 9 Years	82,168	79,454	-3.30	78,872	80,637	2.24
Age 10 to 13 Years	73,406	71,094	-3.15	69,347	62,783	-9.47
Age 14 to 17 Years	78,360	74,391	-5.07	73,681	68,322	-7.27

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 8.81 percent and -5.25 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 3.27 percent from 46,179 in 2011 to 47,689 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.94 percent and increase 3.58 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	46,179	47,689	3.27	23,575	24,420	3.58	22,604	23,269	2.94
Kindergarten	33,056	35,969	8.81	16,866	17,852	5.85	16,190	18,117	11.90
Grades 1 to 4	126,169	119,548	-5.25	64,376	59,332	-7.84	61,793	60,216	-2.55
Grades 5 to 8	141,553	125,426	-11.39	72,789	66,606	-8.49	68,764	58,820	-14.46
Grades 9 to 12	155,278	155,703	0.27	80,028	81,163	1.42	75,250	74,540	-0.94

## Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.43** percent during the years 2010-2011; and is expected to decrease by **-2.63** percent in 2016 from 103,956 in 2011 to 101,220 in 2016. While total public school enrollment decreased **-0.49** percent during the years 2010-2011, it will decrease by **-3.81** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 0.16 percent and female preprimary enrollment by **-0.12** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 1.13 percent from 13,360 in 2011 to 13,511 in 2016; while female preprimary enrollment is expected to increase by 0.49 percent from 12,811 in 2011 to 12,874 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-3.31** percent and **-4.30** percent, respectively.

## Population by Race and Ethnicity

- The African American population increased by 0.94 percent between 2010-2011; the population of Hispanics increased by 57.05 percent; the Asian population increased by 1.83 percent; the American Indian and Alaska Native population increased by 0.14 percent. The Other Race population decreased by **-0.99** percent; and the population of Two or More Races increased by 45.11 percent; and the White population increased by 0.38 percent during the years 2010-2011.
- While the White population represents 61.99 percent of the total population, it is expected to increase from 1,690,896 in 2011 to 1,707,793 in 2016 (1.00 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 128,694 in 2011 to 167,042 in 2016 (29.80 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 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 9,998 in 2011 to 12,360 in 2016 (23.62 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	11,867	11,902	0.29	9,120	9,969	9.31	9,998	12,360	23.62	6,793	11,036	62.46	4,260	6,617	55.33
Aged 5-9	11,494	11,156	-2.94	8,834	9,345	5.78	9,684	11,586	19.64	6,580	10,344	57.20	4,126	6,203	50.34
Aged 10-13	10,189	9,329	-8.44	7,831	7,815	-0.20	8,584	9,688	12.86	5,832	8,651	48.34	3,658	5,187	41.80
Aged 14-17	10,852	9,945	-8.36	8,340	8,330	-0.12	9,143	10,328	12.96	6,212	9,222	48.45	3,896	5,529	41.91

- 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 32.02 percent, from 887 in 2011 to 1,171 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	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	21,484	25,011	16.42	4,558	6,695	46.88	307	1,166	279.80	1,409	1,886	33.85	2,400	3,597	155.29
Income \$125,000 to \$149,999	12,402	15,374	23.96	2,839	4,964	74.85	176	298	69.32	887	1,171	32.02	1,558	2,523	61.94
Income \$150,000 to \$199,999	10,235	13,271	29.66	4,068	4,330	6.44	71	187	163.38	633	963	52.13	1,440	2,295	59.38
Income \$200,000 and Over	6,765	10,003	47.86	2,138	6,684	212.63	28	90	221.43	384	808	110.42	1,082	2,420	123.66

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 1,622 in 2011 to 2,855 in 2016 (76.02 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	3,089	5,068	64.07
Income \$125,000 to \$149,999	1,945	2,509	29.00
Income \$150,000 to \$199,999	1,841	2,953	60.40
Income \$200,000 and Over	1,622	2,855	76.02

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 1.88 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 81,690 in 2011 to 83,613 in 2016 (2.35 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	286,840	281,155	247,416	-1.98	-12.00
\$250,000-\$299,999	73,665	75,051	86,328	1.88	15.03
\$300,000-\$399,999	137,133	139,753	161,286	1.91	15.41
\$400,000-\$499,999	81,604	81,690	83,613	0.11	2.35
\$500,000-\$749,999	89,948	90,474	95,630	0.58	5.70
\$750,000-\$999,999	26,937	26,182	21,376	-2.80	-18.36
More than \$1,000,000	17,543	17,781	19,331	1.36	8.72

## Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Baltimore-Towson, MD** increased 1.64 percent, from 358,809 in 2010 to 364,682 in 2011. This number is expected to increase by 9.24 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 267,623 in 2010 to 271,241 in 2011 (1.35 percent), and it is forecasted this population will increase an additional 7.83 percent by the year 2016.

## 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>[1]</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>[2]</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/sustainableschools/](http://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)

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[1]

The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/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: Baltimore-Towson, MD

CBSA Code: 12580

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

State Name: Maryland

Dominant Profile: SUB\_BUS

				% Growth (2010-2011)	% Growth Forecast (2011-2016)
	Description	2010	2011	2016	
Total Population and Households					
	Population	2,710,489	2,727,684	2,796,750	0.63
	Households	1,038,765	1,040,986	1,076,183	0.21
Households with School Age Population					
	Households with Children Age 0 to 17 Years	350,076	348,538	344,815	-0.44
Percent of Households with Children Age 0 to 17 Years		33.70	33.48	32.04	-0.65
School Age Population					
	Population Age 0 to 17 Years	623,056	622,094	607,475	-0.15
	Population Age 0 to 4 Years	165,270	166,260	170,794	0.60
	Population Age 5 to 9 Years	161,065	161,040	160,091	-0.02
	Population Age 10 to 13 Years	143,597	142,754	133,877	-0.59
	Population Age 14 to 17 Years	153,124	152,040	142,713	-0.71
School Age Population by Gender					
	Male Population Age 0 to 17 Years	318,881	318,811	312,397	-0.02
	Female Population Age 0 to 17 Years	304,175	303,283	295,078	-0.29
Male School Age Population by Age					
	Male Population Age 0 to 4 Years	84,254	84,877	87,458	0.74
	Male Population Age 5 to 9 Years	82,492	82,168	79,454	-0.39
	Male Population Age 10 to 13 Years	73,439	73,406	71,094	-0.04
	Male Population Age 14 to 17 Years	78,696	78,360	74,391	-0.43
Female School Age Population by Age					
	Female Population Age 0 to 4 Years	81,016	81,383	83,336	0.45
	Female Population Age 5 to 9 Years	78,573	78,872	80,637	0.38
	Female Population Age 10 to 13 Years	70,158	69,347	62,783	-1.16
	Female Population Age 14 to 17 Years	74,428	73,681	68,322	-1.00
Population in School					
	Nursery or Preschool	46,002	46,179	47,689	0.38
	Kindergarten	32,691	33,056	35,969	1.12
	Grades 1 to 4	127,083	126,169	119,548	-0.72
	Grades 5 to 8	143,876	141,553	125,426	-1.61
	Grades 9 to 12	154,995	155,278	155,703	0.18
Population in School by Gender					
	Male Enrolled in School	258,522	257,634	249,372	-0.34
	Female Enrolled in School	246,125	244,601	234,963	-0.62
Male Population in School by Grade					
	Male Nursery or Preschool	23,452	23,575	24,420	0.52
	Male Kindergarten	16,743	16,866	17,852	0.73
	Male Grades 1 to 4	65,088	64,376	59,332	-1.09
	Male Grades 5 to 8	73,582	72,789	66,606	-1.08
	Male Grades 9 to 12	79,657	80,028	81,163	0.47



**Female Population in School by Grade**

Female Nursery or Preschool	22,550	22,604	23,269	0.24	2.94
Female Kindergarten	15,948	16,190	18,117	1.52	11.90
Female Grades 1 to 4	61,995	61,793	60,216	-0.33	-2.55
Female Grades 5 to 8	70,294	68,764	58,820	-2.18	-14.46
Female Grades 9 to 12	75,338	75,250	74,540	-0.12	-0.94

**Population in School**

Education, Total Enrollment (Pop 3+)	504,647	502,235	484,335	-0.48	-3.56
Education, Not Enrolled in School (Pop 3+)	1,884,873	1,901,787	1,971,177	0.90	3.65

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	104,404	103,956	101,220	-0.43	-2.63
Education, Enrolled Private Preprimary (Pop 3+)	26,165	26,171	26,385	0.02	0.82
Education, Enrolled Private Elementary or High School (Pop 3+)	78,239	77,785	74,835	-0.58	-3.79
Education, Enrolled Public Schools (Pop 3+)	400,243	398,279	383,115	-0.49	-3.81
Education, Enrolled Public Preprimary (Pop 3+)	19,837	20,008	21,304	0.86	6.48
Education, Enrolled Public Elementary or High School (Pop 3+)	380,406	378,271	361,811	-0.56	-4.35

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

Male Education, Enrolled Private Schools (Pop 3+)	53,433	53,272	52,102	-0.30	-2.20
Male Education, Enrolled Private Preprimary (Pop 3+)	13,339	13,360	13,511	0.16	1.13
Male Education, Enrolled Private Elementary or High School (Pop 3+)	40,095	39,912	38,591	-0.46	-3.31
Male Education, Enrolled Public Schools (Pop 3+)	205,088	204,362	197,270	-0.35	-3.47
Male Education, Enrolled Public Preprimary (Pop 3+)	10,113	10,214	10,909	1.00	6.80
Male Education, Enrolled Public Elementary or High School (Pop 3+)	194,975	194,147	186,361	-0.42	-4.01

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	50,971	50,684	49,118	-0.56	-3.09
Female Education, Enrolled Private Preprimary (Pop 3+)	12,826	12,811	12,874	-0.12	0.49
Female Education, Enrolled Private Elementary or High School (Pop 3+)	38,144	37,873	36,244	-0.71	-4.30
Female Education, Enrolled Public Schools (Pop 3+)	195,155	193,917	185,845	-0.63	-4.16
Female Education, Enrolled Public Preprimary (Pop 3+)	9,724	9,794	10,395	0.72	6.14
Female Education, Enrolled Public Elementary or High School (Pop 3+)	185,431	184,124	175,450	-0.70	-4.71

**Population by Race**

White Population, Alone	1,684,436	1,690,896	1,707,793	0.38	1.00
Black Population, Alone	778,879	786,216	811,421	0.94	3.21
Asian Population, Alone	124,378	126,659	142,709	1.83	12.67
American Indian and Alaska Native Population, Alone	8,517	8,529	9,132	0.14	7.07
Other Race Population, Alone	46,623	46,162	43,752	-0.99	-5.22
Two or More Races Population	67,656	69,222	81,943	2.31	18.38

**Population by Ethnicity**

Hispanic Population	123,754	128,694	167,042	3.99	29.80
White Non-Hispanic Population	1,628,772	1,630,899	1,622,999	0.13	-0.48

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

Percent of White Population, Alone	62.15	61.99	61.06	-0.26	-1.50
Percent of Black Population, Alone	28.74	28.82	29.01	0.28	0.66
Percent of Asian Population, Alone	4.59	4.64	5.10	1.09	9.91
Percent of American Indian and Alaska Native Population, Alone	0.31	0.31	0.33	0.00	6.45
Percent of Other Race Population, Alone	1.72	1.69	1.56	-1.74	-7.69
Percent of Two or More Races Population, Alone	2.50	2.54	2.93	1.60	15.35

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

Percent of Hispanic Population	4.57	4.72	5.97	3.28	26.48
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Percent of White Non-Hispanic Population 60.09 59.79 58.03

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	358,809	364,682	398,374	1.64	9.24
Education Attainment, Master's Degree (Pop 25+)	186,078	188,984	206,158	1.56	9.09
Education Attainment, Professional Degree (Pop 25+)	50,700	51,407	55,474	1.39	7.91
Education Attainment, Doctorate Degree (Pop 25+)	30,845	30,850	30,840	0.02	-0.03

**Household Income**

Household Income, Median (\$)	73,038	73,173	84,582	0.18	15.59
Household Income, Average (\$)	89,485	89,630	107,233	0.16	19.64

**Households by Income**

Households with Income Less than \$25,000	163,320	163,465	147,850	0.09	-9.55
Households with Income \$25,000 to \$49,999	194,555	194,419	174,685	-0.07	-10.15
Households with Income \$50,000 to \$74,999	175,260	175,431	161,765	0.10	-7.79
Households with Income \$75,000 to \$99,999	145,894	146,204	140,349	0.21	-4.00
Households with Income \$100,000 to \$124,999	109,727	110,036	117,785	0.28	7.04
Households with Income \$125,000 to \$149,999	78,850	79,249	91,290	0.51	15.19
Households with Income \$150,000 to \$199,999	83,061	83,271	103,775	0.25	24.62
Households with Income \$200,000 and Over	88,098	88,911	138,684	0.92	55.98

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	11,825	11,867	11,902	0.36	0.29
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	11,524	11,494	11,156	-0.26	-2.94
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	10,274	10,189	9,329	-0.83	-8.44
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	10,956	10,852	9,945	-0.95	-8.36
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	9,056	9,120	9,969	0.71	9.31
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,825	8,834	9,345	0.10	5.78
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	7,868	7,831	7,815	-0.47	-0.20
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	8,390	8,340	8,330	-0.60	-0.12
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,930	9,998	12,360	0.68	23.62
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	9,677	9,684	11,586	0.07	19.64
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	8,628	8,584	9,688	-0.51	12.86
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,200	9,143	10,328	-0.62	12.96
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,706	6,793	11,036	1.30	62.46
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,536	6,580	10,344	0.67	57.20
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,827	5,832	8,651	0.09	48.34
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,213	6,212	9,222	-0.02	48.45
Families with one or more children aged 0-4 and Income \$350,000 and over	4,192	4,260	6,617	1.62	55.33
Families with one or more children aged 5-9 and Income \$350,000 and over	4,085	4,126	6,203	1.00	50.34
Families with one or more children aged 10-13 and Income \$350,000 and over	3,642	3,658	5,187	0.44	41.80
Families with one or more children aged 14-17 and Income \$350,000 and over	3,884	3,896	5,529	0.31	41.91

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	286,840	281,155	247,416	-1.98	-12.00
Housing, Owner Households Valued \$250,000-\$299,999	73,665	75,051	86,328	1.88	15.03
Housing, Owner Households Valued \$300,000-\$399,999	137,133	139,753	161,286	1.91	15.41
Housing, Owner Households Valued \$400,000-\$499,999	81,604	81,690	83,613	0.11	2.35
Housing, Owner Households Valued \$500,000-\$749,999	89,948	90,474	95,630	0.58	5.70
Housing, Owner Households Valued \$750,000-\$999,999	26,937	26,182	21,376	-2.80	-18.36
Housing, Owner Households Valued More than \$1,000,000	17,543	17,781	19,331	1.36	8.72

**Households by Length of Residence**

Length of Residence Less than 2 Years	88,105	92,747	129,472	5.27	39.60
Length of Residence 3 to 5 Years	132,158	139,121	194,209	5.27	39.60
Length of Residence 6 to 10 Years	430,285	425,282	395,665	-1.16	-6.96

Length of Residence More than 10 Years 388,217 383,835 356,837

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

White Households with Income Less than \$25,000	76,754	76,763	64,752	0.01	-15.65
White Households with Income \$25,000 to \$49,999	103,973	103,938	88,002	-0.03	-15.33
White Households with Income \$50,000 to \$74,999	108,271	108,219	93,597	-0.05	-13.51
White Households with Income \$75,000 to \$99,999	96,535	96,522	89,162	-0.01	-7.63
White Households with Income \$100,000 to \$124,999	79,818	79,878	79,430	0.08	-0.56
White Households with Income \$125,000 to \$149,999	61,366	61,387	66,960	0.03	9.08
White Households with Income \$150,000 to \$199,999	66,728	66,824	82,729	0.14	23.80
White Households with Income \$200,000 and Over	78,374	78,514	118,679	0.18	51.16

**Black Households by Income**

Black Households with Income Less than \$25,000	75,386	75,529	72,813	0.19	-3.60
Black Households with Income \$25,000 to \$49,999	74,152	74,303	72,358	0.20	-2.62
Black Households with Income \$50,000 to \$74,999	52,168	52,360	53,697	0.37	2.55
Black Households with Income \$75,000 to \$99,999	35,438	35,642	38,514	0.58	8.06
Black Households with Income \$100,000 to \$124,999	21,377	21,484	25,011	0.50	16.42
Black Households with Income \$125,000 to \$149,999	12,343	12,402	15,374	0.48	23.96
Black Households with Income \$150,000 to \$199,999	10,166	10,235	13,271	0.68	29.66
Black Households with Income \$200,000 and Over	6,678	6,765	10,003	1.30	47.86

**Asian Households by Income**

Asian Households with Income Less than \$25,000	5,964	5,832	4,933	-2.21	-15.41
Asian Households with Income \$25,000 to \$49,999	8,143	7,854	6,317	-3.55	-19.57
Asian Households with Income \$50,000 to \$74,999	7,568	7,500	6,838	-0.90	-8.83
Asian Households with Income \$75,000 to \$99,999	6,782	6,732	6,721	-0.74	-0.16
Asian Households with Income \$100,000 to \$124,999	4,391	4,558	6,695	3.80	46.88
Asian Households with Income \$125,000 to \$149,999	2,500	2,839	4,964	13.56	74.85
Asian Households with Income \$150,000 to \$199,999	4,052	4,068	4,330	0.39	6.44
Asian Households with Income \$200,000 and Over	1,524	2,138	6,684	40.29	212.63

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	206	206	176	0.00	-14.56
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	298	298	270	0.00	-9.40
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	647	647	506	0.00	-21.79
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,292	1,292	192	0.00	-85.14
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	307	307	1,166	0.00	279.80
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	176	176	298	0.00	69.32
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	71	71	187	0.00	163.38
American Indian and Alaska Native Households with Income \$200,000 and Over	28	28	90	0.00	221.43

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	1,815	1,835	1,527	1.10	-16.78
Other Race Households with Income \$25,000 to \$49,999	3,724	3,694	2,969	-0.81	-19.63
Other Race Households with Income \$50,000 to \$74,999	3,074	3,039	2,739	-1.14	-9.87
Other Race Households with Income \$75,000 to \$99,999	2,550	2,548	1,893	-0.08	-25.71
Other Race Households with Income \$100,000 to \$124,999	1,449	1,409	1,886	-2.76	33.85
Other Race Households with Income \$125,000 to \$149,999	902	887	1,171	-1.66	32.02
Other Race Households with Income \$150,000 to \$199,999	634	633	963	-0.16	52.13
Other Race Households with Income \$200,000 and Over	395	384	808	-2.78	110.42

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	3,195	3,300	3,649	3.29	10.58
Two or More Races Households with Income \$25,000 to \$49,999	4,265	4,332	4,769	1.57	10.09
Two or More Races Households with Income \$50,000 to \$74,999	3,532	3,666	4,388	3.79	19.69

Two or More Races Households with Income \$75,000 to \$99,999	3,297	3,468	3,867	5.19	11.51
Two or More Races Households with Income \$100,000 to \$124,999	2,385	2,400	3,597	0.63	49.88
Two or More Races Households with Income \$125,000 to \$149,999	1,563	1,558	2,523	-0.32	61.94
Two or More Races Households with Income \$150,000 to \$199,999	1,410	1,440	2,295	2.13	59.38
Two or More Races Households with Income \$200,000 and Over	1,099	1,082	2,420	-1.55	123.66

### Households by Ethnicity and Income

#### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	5,319	5,428	6,160	2.05	13.49
Hispanic Households with Income \$25,000 to \$49,999	7,575	7,707	8,666	1.74	12.44
Hispanic Households with Income \$50,000 to \$74,999	6,909	7,108	8,621	2.88	21.29
Hispanic Households with Income \$75,000 to \$99,999	5,448	5,632	7,081	3.38	25.73
Hispanic Households with Income \$100,000 to \$124,999	2,938	3,089	5,068	5.14	64.07
Hispanic Households with Income \$125,000 to \$149,999	1,864	1,945	2,509	4.35	29.00
Hispanic Households with Income \$150,000 to \$199,999	1,755	1,841	2,953	4.90	60.40
Hispanic Households with Income \$200,000 and Over	1,534	1,622	2,855	5.74	76.02

#### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	75,500	75,086	59,859	-0.55	-20.28
White Non-Hispanic Households with Income \$25,000 to \$49,999	102,365	101,747	83,170	-0.60	-18.26
White Non-Hispanic Households with Income \$50,000 to \$74,999	106,639	105,417	87,735	-1.15	-16.77
White Non-Hispanic Households with Income \$75,000 to \$99,999	95,107	94,645	84,469	-0.49	-10.75
White Non-Hispanic Households with Income \$100,000 to \$124,999	78,651	78,410	76,709	-0.31	-2.17
White Non-Hispanic Households with Income \$125,000 to \$149,999	60,360	60,203	66,111	-0.26	9.81
White Non-Hispanic Households with Income \$150,000 to \$199,999	65,620	65,840	82,135	0.34	24.75
White Non-Hispanic Households with Income \$200,000 and Over	76,750	77,488	118,072	0.96	52.37

#### 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>
<b>AB_AV_EDU</b>	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
<b>APT20</b>	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
<b>ARMFORCE</b>	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
<b>ASIAN_LANG</b>	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
<b>BEL_EDU</b>	Below Average Education	Education Attainment, < High School (Pop 25+)
<b>BLUE_EMPL</b>	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
<b>BORN_USA</b>	Born in America	Population, Citizenship - Native
<b>EXP_HOMES</b>	Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
<b>FOR_SALE</b>	House for Sale	Housing, Vacant Units For Sale
<b>LAR_FAM</b>	Large Families	Families, 5 Person
<b>MANY_CARS</b>	Lots of Cars	Households with 4+ Vehicles
<b>MED_AGE</b>	Median Age	Population, Median Age
<b>MED_INC</b>	Median Income	Household Income, Median (\$)
<b>NEW_HOMES</b>	New Homes	Housing, Built 1999 or Later
<b>NO_CAR</b>	No Cars	Households with No Vehicles
<b>NO_LABFOR</b>	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
<b>NO_MOVE</b>	Long Time Residents	Housing, Year Moved in 1969 or Earlier
<b>NO_TEENS</b>	Few Teens	Population Aged 12 to 17 Years
<b>OLD_HOMES</b>	Old Homes	Housing, Built 1939 or Earlier
<b>PRESCHL</b>	Pre-School	Population Aged 0 to 5 Years
<b>RECENT_MOV</b>	Recent Movers	Housing, Year Moved in 1999 or Later
<b>RENTAL</b>	Available Renting Units	Housing, Vacant Units For Rent
<b>RETIRED</b>	Retired	Population Aged 65 to 74 Years
<b>RICH_ASIAN</b>	Very Rich Asians	Asian Household Income, High Income Average (\$)
<b>RICH_BLK</b>	Very Rich Blacks	Black Household Income, High Income Average (\$)
<b>RICH_FAM</b>	Very Rich Families	Family Income, High Income Average (\$)
<b>RICH_HISP</b>	Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
<b>RICH_NFAM</b>	Very Rich Non Families	Non-Family Income, High Income Average (\$)
<b>RICH_OLD</b>	Old and Rich Households	Household Head Aged 75+ and Income \$200K+
<b>RICH_WHT</b>	Very Rich Whites	White Household Income, High Income Average (\$)
<b>RICH_YOUNG</b>	Young and Rich Households	Household Head Aged <25 and Income \$200K+
<b>SERV_EMPL</b>	Service Employment	Occupation, Service (Pop 16+)
<b>SPAN_LANG</b>	Very Spanish	Population, Speaks Spanish (Pop 5+)
<b>SUB_BUS</b>	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
<b>TRAILER</b>	Trailer Park City	Housing, Occupied Structure Trailer
<b>UNATTACH</b>	Unattached	Population, Males Never Married (Pop 15+)
<b>UNEMPL</b>	Unemployed	Employment, Unemployed Males (Pop 16+)
<b>VERY_RICH</b>	Very Rich Households	Household Income, High Income Average (\$)
<b>WORK_HOME</b>	Work at Home	Employment, Work at Home (Empl 16+)