



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Boston-Cambridge-Quincy, MA-NH

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 549,177 to 526,190 (-4.19 percent) in the CBSA of **Boston-Cambridge-Quincy, MA-NH**. This number is expected to increase by 7.17 percent during the next five years, totaling 563,899 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 5.82 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.98 percent from 1,089,410 in 2010 to 1,121,881 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.85 percent from 528,728 in 2010 to 543,788 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 3.11 percent from 560,682 in 2010 to 578,093 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 1.63 percent from 148,327 in 2010 to 150,742 in 2015, and increase by 2.18 percent for boys in the same age group from 158,720 in 2010 to 162,188 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	160,063	170,702	6.65	151,485	161,339	6.50
Age 5 to 9 Years	158,720	162,188	2.18	148,327	150,742	1.63
Age 10 to 13 Years	124,342	125,878	1.24	118,126	119,422	1.10
Age 14 to 17 Years	117,557	119,325	1.50	110,790	112,285	1.35

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 5.21 percent and 5.22 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 9.59 percent from 92,169 in 2010 to 101,006 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.51 percent and increase 9.66 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	92,169	101,006	9.59	47,353	51,927	9.66	44,816	49,079	9.51
Kindergarten	61,690	64,907	5.21	31,889	33,641	5.49	29,801	31,266	4.92
Grades 1 to 4	246,759	259,628	5.22	127,556	134,562	5.49	119,203	125,066	4.92
Grades 5 to 8	243,575	254,397	4.44	124,909	130,547	4.51	118,666	123,850	4.37
Grades 9 to 12	229,389	240,199	4.71	118,094	123,750	4.79	111,295	116,449	4.63

Enrollment in Private Schools

- The population enrolled in private schools increased by 7.16 percent during the years 2000-2010; and is expected to increase by 5.77 percent in 2015 from 158,658 in 2010 to 167,811 in 2015. While total public school enrollment increased 1.00 percent during the years 2000-2010, it will increase by 5.23 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 23.52 percent and female preprimary enrollment by 22.33 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 12.01 percent from 32,013 in 2010 to 35,858 in 2015; while female preprimary enrollment is expected to increase by 11.87 percent from 30,297 in 2010 to 33,892 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 1.93 percent and 1.62 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 16.23 percent between 2000-2010; the population of Hispanics increased by 40.44 percent; the Asian population increased by 37.53 percent. The Other ^[1] population increased by 45.92 percent; and the White population decreased by -0.58 percent during the years 2000-2010.
- While the White population represents 78.85 percent of the total population, it is expected to increase from 3,635,866 in 2010 to 3,726,163 in 2015 (2.48 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 395,476 in 2010 to 457,857 in 2015 (15.77 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2015 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 12,415 in 2010 to 15,967 in 2015 (28.61 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	21,845	27,910	27.76	15,546	21,138	35.97	12,415	15,967	28.61	9,370	12,747	36.04	7,173	9,672	34.84
Aged 5-9	21,529	26,303	22.17	15,321	19,921	30.02	12,236	15,048	22.98	9,234	12,013	30.10	7,069	9,115	28.94
Aged 10-13	17,001	20,619	21.28	12,099	15,616	29.07	9,662	11,796	22.09	7,292	9,417	29.14	5,582	7,145	28.00

Aged 14-17	16,011	19,468	21.59	11,394	14,744	29.40	9,100	11,138	22.40	6,867	8,891	29.47	5,257	6,746	28.32
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11. The number of African American, Asian, and Other households with incomes of at least \$100,000 per year will shift between 2010 and 2015, as shown in the table below. In particular, *Other Households with Income \$125,000 and \$149,999* are projected to increase by 70.51 percent, from 3,513 in 2010 to 5,990 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	9,109	12,212	34.07	9,746	15,501	59.05	7,050	12,715	80.35
Income \$125,000 to \$149,999	4,518	5,958	31.87	6,201	9,499	53.18	3,513	5,990	70.51
Income \$150,000 to \$199,999	2,467	3,053	23.75	5,490	6,240	13.66	2,174	2,716	24.93
Income \$200,000 and Over	2,887	3,515	21.75	6,159	9,628	56.32	1,870	2,902	55.19

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 1,931 in 2010 to 2,618 in 2015 (35.58 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	6,539	10,035	53.46
Income \$125,000 to \$149,999	3,762	5,471	45.43
Income \$150,000 to \$199,999	1,795	2,237	24.62
Income \$200,000 and Over	1,931	2,618	35.58

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 42.35 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 156,429 in 2010 to 194,222 in 2015 (24.16 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	644,339	345,383	318,007	-46.40	-7.93
\$250,000-\$299,999	124,669	177,464	193,620	42.35	9.10
\$300,000-\$399,999	124,392	203,743	202,433	63.79	-0.64
\$400,000-\$499,999	57,489	156,429	194,222	172.10	24.16
\$500,000-\$749,999	47,001	149,369	152,306	217.80	1.97
\$750,000-\$999,999	14,965	62,980	87,250	320.85	38.54
More than \$1,000,000	12,061	27,099	31,895	124.68	17.70

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Boston-Cambridge-Quincy, MA-NH** increased 11.74 percent, from 638,515 in 2000 to 713,467 in 2010. This number is expected to increase by 7.81 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 455,612 in 2000 to 501,729 in 2010 (10.12 percent), and it is forecasted this population will increase an additional 5.55 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Boston-Cambridge-Quincy, MA-NH** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?

- Can we work with local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? ^[2]

- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline ^[3] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ❖ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ❖ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ❖ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at www.nais.org/go/advocacy), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at www.nais.org/go/advocacy) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you

communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:

- ❖ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).
- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents www.nais.org/go/parents).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative (www.nais.org/sustainable-schools/), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

- ❖ [Parents Views on Independent Schools under the Current Economic Situation.](#)
- ❖ [Demography and the Economy](#)
- ❖ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ❖ [Admission Trends, Families, and the School Search](#)
- ❖ [Enrollment Dilemmas, Part I](#) and [Part II](#)
- ❖ [Sticky Messages](#)
- ❖ [Net Tuition Revenue Management: The Why, When, and How](#), NAIS Leadership Series (Article 2010)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2010)

[1]

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

[2]

The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270>.

[3]

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

EASI NAIS Detailed Trend Report & Analysis - 2010

CBSA Name: Boston-Cambridge-Quincy, MA-NH

CBSA Code: 14460

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

State Name: Massachusetts

Dominant Profile: SUB_BUS

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	4,391,344	4,611,237	4,832,685	5.01	4.80
Households	1,679,659	1,835,983	1,936,357	9.31	5.47
Households with School Age Population					
Households with Children Age 0 to 17 Years	549,177	526,190	563,899	-4.19	7.17
Percent of Households with Children Age 0 to 17 Years	32.70	28.66	29.12	-12.35	1.61
School Age Population					
Population Age 0 to 17 Years	1,029,450	1,089,410	1,121,881	5.82	2.98
Population Age 0 to 4 Years	278,401	311,548	332,041	11.91	6.58
Population Age 5 to 9 Years	296,660	307,047	312,930	3.50	1.92
Population Age 10 to 13 Years	234,552	242,468	245,300	3.37	1.17
Population Age 14 to 17 Years	219,837	228,347	231,610	3.87	1.43
School Age Population by Gender					
Male Population Age 0 to 17 Years	527,176	560,682	578,093	6.36	3.11
Female Population Age 0 to 17 Years	502,274	528,728	543,788	5.27	2.85
Male School Age Population by Age					
Male Population Age 0 to 4 Years	142,360	160,063	170,702	12.44	6.65
Male Population Age 5 to 9 Years	152,075	158,720	162,188	4.37	2.18
Male Population Age 10 to 13 Years	120,006	124,342	125,878	3.61	1.24
Male Population Age 14 to 17 Years	112,735	117,557	119,325	4.28	1.50
Female School Age Population by Age					
Female Population Age 0 to 4 Years	136,041	151,485	161,339	11.35	6.50
Female Population Age 5 to 9 Years	144,585	148,327	150,742	2.59	1.63
Female Population Age 10 to 13 Years	114,546	118,126	119,422	3.13	1.10
Female Population Age 14 to 17 Years	107,102	110,790	112,285	3.44	1.35
Population in School					
Nursery or Preschool	86,110	92,169	101,006	7.04	9.59
Kindergarten	60,815	61,690	64,907	1.44	5.21
Grades 1 to 4	243,260	246,759	259,628	1.44	5.22
Grades 5 to 8	240,415	243,575	254,397	1.31	4.44
Grades 9 to 12	225,332	229,389	240,199	1.80	4.71
Population in School by Gender					
Male Enrolled in School	438,467	449,801	474,426	2.58	5.47
Female Enrolled in School	417,466	423,781	445,711	1.51	5.17
Male Population in School by Grade					

Male Nursery or Preschool	44,032	47,353	51,927	7.54	9.66
Male Kindergarten	31,175	31,889	33,641	2.29	5.49
Male Grades 1 to 4	124,701	127,556	134,562	2.29	5.49
Male Grades 5 to 8	123,005	124,909	130,547	1.55	4.51
Male Grades 9 to 12	115,553	118,094	123,750	2.20	4.79
Female Population in School by Grade					
Female Nursery or Preschool	42,078	44,816	49,079	6.51	9.51
Female Kindergarten	29,640	29,801	31,266	0.54	4.92
Female Grades 1 to 4	118,559	119,203	125,066	0.54	4.92
Female Grades 5 to 8	117,410	118,666	123,850	1.07	4.37
Female Grades 9 to 12	109,779	111,295	116,449	1.38	4.63
Population in School					
Education, Total Enrollment (Pop 3+)	855,933	873,582	920,137	2.06	5.33
Education, Not Enrolled in School (Pop 3+)	3,023,567	3,160,790	3,308,169	4.54	4.66
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	148,054	158,658	167,811	7.16	5.77
Education, Enrolled Private Preprimary (Pop 3+)	50,684	62,310	69,750	22.94	11.94
Education, Enrolled Private Elementary or High School (Pop 3+)	97,370	96,348	98,061	-1.05	1.78
Education, Enrolled Public Schools (Pop 3+)	707,879	714,924	752,326	1.00	5.23
Education, Enrolled Public Preprimary (Pop 3+)	35,426	29,859	31,256	-15.71	4.68
Education, Enrolled Public Elementary or High School (Pop 3+)	672,453	685,065	721,070	1.88	5.26
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	75,807	81,635	86,437	7.69	5.88
Male Education, Enrolled Private Preprimary (Pop 3+)	25,917	32,013	35,858	23.52	12.01
Male Education, Enrolled Private Elementary or High School (Pop 3+)	49,890	49,622	50,579	-0.54	1.93
Male Education, Enrolled Public Schools (Pop 3+)	362,661	368,167	387,989	1.52	5.38
Male Education, Enrolled Public Preprimary (Pop 3+)	18,115	15,341	16,069	-15.31	4.75
Male Education, Enrolled Public Elementary or High School (Pop 3+)	344,546	352,826	371,920	2.40	5.41
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	72,247	77,023	81,374	6.61	5.65
Female Education, Enrolled Private Preprimary (Pop 3+)	24,767	30,297	33,892	22.33	11.87
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,480	46,726	47,482	-1.59	1.62
Female Education, Enrolled Public Schools (Pop 3+)	345,218	346,757	364,337	0.45	5.07
Female Education, Enrolled Public Preprimary (Pop 3+)	17,311	14,518	15,187	-16.13	4.61
Female Education, Enrolled Public Elementary or High School (Pop 3+)	327,907	332,239	349,150	1.32	5.09
Population by Race					
White Population, Alone	3,657,071	3,635,866	3,726,163	-0.58	2.48
Black Population, Alone	266,073	309,247	344,570	16.23	11.42
Asian Population, Alone	203,330	279,631	308,675	37.53	10.39
Other Population	264,870	386,493	453,277	45.92	17.28
Population by Ethnicity					
Hispanic Population	281,605	395,476	457,857	40.44	15.77
White Non-Hispanic Population	3,545,277	3,490,631	3,561,913	-1.54	2.04

Population by Race As Percent of Total Population

Percent of White Population, Alone	83.28	78.85	77.10	-5.32	-2.22
Percent of Black Population, Alone	6.06	6.71	7.13	10.73	6.26
Percent of Asian Population, Alone	4.63	6.06	6.39	30.89	5.45
Percent of Other Population	6.03	8.38	9.38	38.97	11.93

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	6.41	8.58	9.47	33.85	10.37
Percent of White Non-Hispanic Population	80.73	75.70	73.70	-6.23	-2.64

Educational Attainment

Education Attainment, College (Pop 25+)	638,515	713,467	769,218	11.74	7.81
Education Attainment, Graduate Degree (Pop 25+)	455,612	501,729	529,579	10.12	5.55

Household Income

Household Income, Median (\$)	55,589	73,535	86,463	32.28	17.58
Household Income, Average (\$)	72,168	98,917	124,270	37.06	25.63

Households by Income

Households with Income Less than \$25,000	366,053	303,331	259,371	-17.13	-14.49
Households with Income \$25,000 to \$49,999	397,668	324,177	280,878	-18.48	-13.36
Households with Income \$50,000 to \$74,999	340,464	308,565	283,267	-9.37	-8.20
Households with Income \$75,000 to \$99,999	229,377	275,073	315,504	19.92	14.70
Households with Income \$100,000 to \$124,999	135,758	212,244	265,369	56.34	25.03
Households with Income \$125,000 to \$149,999	72,197	146,602	193,196	103.06	31.78
Households with Income \$150,000 to \$199,999	66,942	115,958	143,136	73.22	23.44
Households with Income \$200,000 and Over	71,200	150,033	195,636	110.72	30.40

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,323	21,845	27,910	42.56	27.76
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,328	21,529	26,303	31.85	22.17
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,909	17,001	20,619	31.70	21.28
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,099	16,011	19,468	32.33	21.59
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,200	15,546	21,138	89.59	35.97
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,738	15,321	19,921	75.34	30.02
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,909	12,099	15,616	75.12	29.07
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,475	11,394	14,744	75.97	29.40
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,712	12,415	15,967	60.98	28.61
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,218	12,236	15,048	48.89	22.98
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,497	9,662	11,796	48.71	22.09
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,090	9,100	11,138	49.43	22.40
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,815	9,370	12,747	94.60	36.04
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,131	9,234	12,013	79.96	30.10
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,057	7,292	9,417	79.74	29.14
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,802	6,867	8,891	80.62	29.47
Families with one or more children aged 0-4 and Income \$350,000 and over	3,564	7,173	9,672	101.26	34.84
Families with one or more children aged 5-9 and Income \$350,000 and over	3,798	7,069	9,115	86.12	28.94
Families with one or more children aged 10-13 and Income \$350,000 and over	3,003	5,582	7,145	85.88	28.00
Families with one or more children aged 14-17 and Income \$350,000 and over	2,814	5,257	6,746	86.82	28.32

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	644,339	345,383	318,007	-46.40	-7.93
Housing, Owner Households Valued \$250,000-\$299,999	124,669	177,464	193,620	42.35	9.10

Housing, Owner Households Valued \$300,000-\$399,999	124,392	203,743	202,433	63.79	-0.64
Housing, Owner Households Valued \$400,000-\$499,999	57,489	156,429	194,222	172.10	24.16
Housing, Owner Households Valued \$500,000-\$749,999	47,001	149,369	152,306	217.80	1.97
Housing, Owner Households Valued \$750,000-\$999,999	14,965	62,980	87,250	320.85	38.54
Housing, Owner Households Valued More than \$1,000,000	12,061	27,099	31,895	124.68	17.70

Households by Length of Residence

Length of Residence Less than 2 Years	81,220	466,175	526,137	473.97	12.86
Length of Residence 3 to 5 Years	121,830	699,263	789,206	473.97	12.86
Length of Residence 6 to 10 Years	446,148	499,273	534,791	11.91	7.11
Length of Residence More than 10 Years	1,030,461	171,272	86,223	-83.38	-49.66

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	289,443	211,763	172,083	-26.84	-18.74
White Households with Income \$25,000 to \$49,999	334,070	245,827	202,317	-26.41	-17.70
White Households with Income \$50,000 to \$74,999	296,501	245,606	217,152	-17.17	-11.59
White Households with Income \$75,000 to \$99,999	207,927	229,716	244,852	10.48	6.59
White Households with Income \$100,000 to \$124,999	125,311	186,339	224,941	48.70	20.72
White Households with Income \$125,000 to \$149,999	66,955	132,370	171,749	97.70	29.75
White Households with Income \$150,000 to \$199,999	62,591	105,827	131,127	69.08	23.91
White Households with Income \$200,000 and Over	67,422	139,117	179,591	106.34	29.09

Black Households by Income

Black Households with Income Less than \$25,000	32,385	29,869	30,108	-7.77	0.80
Black Households with Income \$25,000 to \$49,999	26,503	26,467	28,312	-0.14	6.97
Black Households with Income \$50,000 to \$74,999	17,030	20,928	22,588	22.89	7.93
Black Households with Income \$75,000 to \$99,999	7,699	16,380	23,231	112.75	41.83
Black Households with Income \$100,000 to \$124,999	3,342	9,109	12,212	172.56	34.07
Black Households with Income \$125,000 to \$149,999	1,573	4,518	5,958	187.22	31.87
Black Households with Income \$150,000 to \$199,999	1,106	2,467	3,053	123.06	23.75
Black Households with Income \$200,000 and Over	1,077	2,887	3,515	168.06	21.75

Asian Households by Income

Asian Households with Income Less than \$25,000	15,844	19,906	18,421	25.64	-7.46
Asian Households with Income \$25,000 to \$49,999	14,059	16,466	15,345	17.12	-6.81
Asian Households with Income \$50,000 to \$74,999	13,185	17,033	14,450	29.18	-15.16
Asian Households with Income \$75,000 to \$99,999	8,043	14,354	20,779	78.47	44.76
Asian Households with Income \$100,000 to \$124,999	4,562	9,746	15,501	113.63	59.05
Asian Households with Income \$125,000 to \$149,999	2,578	6,201	9,499	140.54	53.18
Asian Households with Income \$150,000 to \$199,999	2,535	5,490	6,240	116.57	13.66
Asian Households with Income \$200,000 and Over	2,045	6,159	9,628	201.17	56.32

Other Households by Income

Other Households with Income Less than \$25,000	28,381	41,793	38,759	47.26	-7.26
Other Households with Income \$25,000 to \$49,999	23,036	35,417	34,904	53.75	-1.45
Other Households with Income \$50,000 to \$74,999	13,748	24,998	29,077	81.83	16.32
Other Households with Income \$75,000 to \$99,999	5,708	14,623	26,642	156.18	82.19
Other Households with Income \$100,000 to \$124,999	2,543	7,050	12,715	177.23	80.35
Other Households with Income \$125,000 to \$149,999	1,091	3,513	5,990	222.00	70.51
Other Households with Income \$150,000 to \$199,999	710	2,174	2,716	206.20	24.93
Other Households with Income \$200,000 and Over	656	1,870	2,902	185.06	55.19

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

Hispanic Households with Income Less than \$25,000	31,364	36,953	38,684	17.82	4.68
Hispanic Households with Income \$25,000 to \$49,999	23,259	28,949	32,408	24.46	11.95
Hispanic Households with Income \$50,000 to \$74,999	14,478	20,871	24,648	44.16	18.10
Hispanic Households with Income \$75,000 to \$99,999	5,460	14,396	22,933	163.66	59.30
Hispanic Households with Income \$100,000 to \$124,999	2,648	6,539	10,035	146.94	53.46
Hispanic Households with Income \$125,000 to \$149,999	1,014	3,762	5,471	271.01	45.43
Hispanic Households with Income \$150,000 to \$199,999	750	1,795	2,237	139.33	24.62
Hispanic Households with Income \$200,000 and Over	736	1,931	2,618	162.36	35.58

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	277,336	203,829	164,230	-26.50	-19.43
White Non-Hispanic Households with Income \$25,000 to \$49,999	325,742	239,202	194,549	-26.57	-18.67
White Non-Hispanic Households with Income \$50,000 to \$74,999	291,084	240,229	210,708	-17.47	-12.29
White Non-Hispanic Households with Income \$75,000 to \$99,999	205,096	223,798	237,030	9.12	5.91
White Non-Hispanic Households with Income \$100,000 to \$124,999	123,723	181,117	218,722	46.39	20.76
White Non-Hispanic Households with Income \$125,000 to \$149,999	66,185	128,089	167,088	93.53	30.45
White Non-Hispanic Households with Income \$150,000 to \$199,999	61,940	102,705	127,874	65.81	24.51
White Non-Hispanic Households with Income \$200,000 and Over	66,648	134,761	175,736	102.20	30.41

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+)