



The NAIS Demographic Center 2011 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 – 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 568,190 to 563,693 (-0.79 percent) in the CBSA of **Boston-Cambridge-Quincy, MA-NH**. This number is expected to decrease by -4.25 percent during the next five years, totaling 539,718 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 decrease of -0.26 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -4.15 percent from 980,701 in 2011 to 940,021 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -4.00 percent from 478,373 in 2011 to 459,252 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -4.29 percent from 502,328 in 2011 to 480,769 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -7.92 percent from 127,499 in 2011 to 117,404 in 2016, and decrease by -0.59 percent for boys in the same age group from 130,588 in 2011 to 129,824 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	132,027	125,752	-4.75	125,030	119,642	-4.31
Age 5 to 9 Years	130,588	129,824	-0.59	127,499	117,404	-7.92
Age 10 to 13 Years	117,512	108,236	-7.89	109,998	109,217	-0.71
Age 14 to 17 Years	122,201	116,957	-4.29	115,846	112,989	-2.47

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 7.89 percent and -0.65 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 10.33 percent from 83,762 in 2011 to 92,411 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 10.59 percent and increase 10.08 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	83,762	92,411	10.33	43,021	47,356	10.08	40,741	45,055	10.59
Kindergarten	55,905	60,314	7.89	28,287	31,672	11.97	27,618	28,642	3.71
Grades 1 to 4	214,453	213,059	-0.65	108,510	111,881	3.11	105,943	101,178	-4.50
Grades 5 to 8	224,821	216,245	-3.81	116,123	107,635	-7.31	108,698	108,610	-0.08
Grades 9 to 12	239,272	225,146	-5.90	122,830	114,515	-6.77	116,442	110,631	-4.99

Enrollment in Private Schools

- The population enrolled in private schools increased by 1.08 percent during the years 2010-2011; and is expected to increase by 7.78 percent in 2016 from 149,020 in 2011 to 160,612 in 2016. While total public school enrollment decreased **-0.28** percent during the years 2010-2011, it will decrease by **-3.38** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools increased by 1.94 percent and female preprimary enrollment by 2.11 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 13.57 percent from 26,285 in 2011 to 29,852 in 2016; while female preprimary enrollment is expected to increase by 14.10 percent from 24,892 in 2011 to 28,401 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 4.50 percent and 4.74 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 1.46 percent between 2010-2011; the population of Hispanics increased by 173.61 percent; the Asian population increased by 1.59 percent; the American Indian and Alaska Native population decreased by **-1.00** percent. The Other Race population increased by 0.41 percent; and the population of Two or More Races decreased by **-43.18** percent; and the White population increased by 0.36 percent during the years 2010-2011.
- While the White population represents 78.61 percent of the total population, it is expected to decrease from 3,600,477 in 2011 to 3,596,088 in 2016 (**-0.12** percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 422,208 in 2011 to 499,904 in 2016 (18.40 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 17,382 in 2011 to 19,650 in 2016 (13.05 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	18,916	17,048	-9.88	15,084	15,286	1.34	17,382	19,650	13.05	13,292	19,161	44.15	8,384	11,833	41.14
Aged 5-9	18,992	17,175	-9.57	15,144	15,401	1.70	17,451	19,797	13.44	13,345	19,304	44.65	8,417	11,921	41.63
Aged 10-13	16,742	15,107	-9.77	13,350	13,546	1.47	15,384	17,413	13.19	11,764	16,979	44.33	7,420	10,485	41.31
Aged	17,517	15,975	-8.80	13,968	14,324	2.55	16,096	18,413	14.39	12,309	17,955	45.87	7,764	11,088	42.81

14-17

11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 87.75 percent, from 1,853 in 2011 to 3,479 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	9,432	11,242	19.19	9,788	12,325	25.92	361	1,845	411.08	3,954	6,832	72.79	3,837	5,698	44.11
Income \$125,000 to \$149,999	5,090	6,848	34.54	6,375	9,474	48.61	199	353	77.39	1,853	3,479	87.75	2,551	4,228	65.74
Income \$150,000 to \$199,999	4,222	5,510	30.51	9,646	8,292	-14.04	70	201	187.14	1,381	2,331	68.79	2,074	3,616	74.35
Income \$200,000 and Over	3,383	4,816	42.36	5,352	14,257	166.39	51	112	119.61	856	1,952	128.04	1,763	3,989	126.26

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 2,263 in 2011 to 3,658 in 2016 (61.64 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	7,440	10,718	44.06
Income \$125,000 to \$149,999	3,771	5,144	36.41
Income \$150,000 to \$199,999	2,943	4,595	56.13
Income \$200,000 and Over	2,263	3,658	61.64

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 3.69 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 201,656 in 2011 to 168,363 in 2016 (-16.51 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	194,363	193,611	193,077	-0.39	-0.28
\$250,000-\$299,999	101,627	105,377	135,589	3.69	28.67
\$300,000-\$399,999	302,539	306,637	335,463	1.35	9.40
\$400,000-\$499,999	206,901	201,656	168,363	-2.54	-16.51
\$500,000-\$749,999	212,832	210,223	190,076	-1.23	-9.58
\$750,000-\$999,999	61,212	60,836	58,513	-0.61	-3.82
More than \$1,000,000	48,374	49,396	57,668	2.11	16.75

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Boston-Cambridge-Quincy, MA-NH** increased 1.80 percent, from 734,591 in 2010 to 747,848 in 2011. This number is expected to increase by 9.61 percent through 2016. For people older than

25 years of age who hold graduate degrees, their numbers increased from 568,327 in 2010 to 575,282 in 2011 (1.22 percent), and it is forecasted this population will increase an additional 6.51 percent by the year 2016.

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)? ^[1]
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

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

www.nais.org/go/advocacy).

- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents www.nais.org/go/parents).

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

- ❖ [Parents Views on Independent Schools under the Current Economic Situation](#).
- ❖ [Demography and the Economy](#)
- ❖ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ❖ [Admission Trends, Families, and the School Search](#)
- ❖ [Enrollment Dilemmas, Part I](#) and [Part II](#)
- ❖ [Sticky Messages](#)
- ❖ [Net Tuition Revenue Management: The Why, When, and How](#), NAIS Leadership Series (Article 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

[1]

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

[2]

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

EASI NAIS Detailed Trend Report & Analysis - 2011

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

CBSA Code: 14460

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

State Name: Massachusetts

Dominant Profile: SUB_BUS

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
Total Population and Households					
Population	4,552,402	4,580,062	4,663,335	0.61	1.82
Households	1,760,584	1,765,143	1,822,526	0.26	3.25
Households with School Age Population					
Households with Children Age 0 to 17 Years	568,190	563,693	539,718	-0.79	-4.25
Percent of Households with Children Age 0 to 17 Years	32.27	31.93	29.61	-1.05	-7.27
School Age Population					
Population Age 0 to 17 Years	983,268	980,701	940,021	-0.26	-4.15
Population Age 0 to 4 Years	258,128	257,057	245,394	-0.41	-4.54
Population Age 5 to 9 Years	259,361	258,087	247,228	-0.49	-4.21
Population Age 10 to 13 Years	227,791	227,510	217,453	-0.12	-4.42
Population Age 14 to 17 Years	237,988	238,047	229,946	0.02	-3.40
School Age Population by Gender					
Male Population Age 0 to 17 Years	503,893	502,328	480,769	-0.31	-4.29
Female Population Age 0 to 17 Years	479,375	478,373	459,252	-0.21	-4.00
Male School Age Population by Age					
Male Population Age 0 to 4 Years	132,684	132,027	125,752	-0.50	-4.75
Male Population Age 5 to 9 Years	130,640	130,588	129,824	-0.04	-0.59
Male Population Age 10 to 13 Years	118,266	117,512	108,236	-0.64	-7.89
Male Population Age 14 to 17 Years	122,303	122,201	116,957	-0.08	-4.29
Female School Age Population by Age					
Female Population Age 0 to 4 Years	125,444	125,030	119,642	-0.33	-4.31
Female Population Age 5 to 9 Years	128,721	127,499	117,404	-0.95	-7.92
Female Population Age 10 to 13 Years	109,525	109,998	109,217	0.43	-0.71
Female Population Age 14 to 17 Years	115,685	115,846	112,989	0.14	-2.47
Population in School					
Nursery or Preschool	82,548	83,762	92,411	1.47	10.33
Kindergarten	55,306	55,905	60,314	1.08	7.89
Grades 1 to 4	214,471	214,453	213,059	-0.01	-0.65
Grades 5 to 8	225,419	224,821	216,245	-0.27	-3.81
Grades 9 to 12	240,728	239,272	225,146	-0.60	-5.90
Population in School by Gender					
Male Enrolled in School	419,064	418,771	413,059	-0.07	-1.36
Female Enrolled in School	399,408	399,442	394,116	0.01	-1.33
Male Population in School by Grade					
Male Nursery or Preschool	42,432	43,021	47,356	1.39	10.08
Male Kindergarten	27,858	28,287	31,672	1.54	11.97
Male Grades 1 to 4	108,029	108,510	111,881	0.45	3.11
Male Grades 5 to 8	117,035	116,123	107,635	-0.78	-7.31
Male Grades 9 to 12	123,711	122,830	114,515	-0.71	-6.77

Female Population in School by Grade

Female Nursery or Preschool	40,116	40,741	45,055	1.56	10.59
Female Kindergarten	27,448	27,618	28,642	0.62	3.71
Female Grades 1 to 4	106,442	105,943	101,178	-0.47	-4.50
Female Grades 5 to 8	108,384	108,698	108,610	0.29	-0.08
Female Grades 9 to 12	117,017	116,442	110,631	-0.49	-4.99

Population in School

Education, Total Enrollment (Pop 3+)	818,472	818,213	807,175	-0.03	-1.35
Education, Not Enrolled in School (Pop 3+)	3,177,031	3,203,669	3,298,151	0.84	2.95

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	147,429	149,020	160,612	1.08	7.78
Education, Enrolled Private Preprimary (Pop 3+)	50,161	51,177	58,253	2.03	13.83
Education, Enrolled Private Elementary or High School (Pop 3+)	97,268	97,843	102,359	0.59	4.62
Education, Enrolled Public Schools (Pop 3+)	671,043	669,193	646,563	-0.28	-3.38
Education, Enrolled Public Preprimary (Pop 3+)	32,387	32,585	34,158	0.61	4.83
Education, Enrolled Public Elementary or High School (Pop 3+)	638,656	636,608	612,405	-0.32	-3.80

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

Male Education, Enrolled Private Schools (Pop 3+)	75,561	76,345	82,164	1.04	7.62
Male Education, Enrolled Private Preprimary (Pop 3+)	25,784	26,285	29,852	1.94	13.57
Male Education, Enrolled Private Elementary or High School (Pop 3+)	49,777	50,060	52,312	0.57	4.50
Male Education, Enrolled Public Schools (Pop 3+)	343,502	342,426	330,896	-0.31	-3.37
Male Education, Enrolled Public Preprimary (Pop 3+)	16,648	16,736	17,504	0.53	4.59
Male Education, Enrolled Public Elementary or High School (Pop 3+)	326,855	325,690	313,392	-0.36	-3.78

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	71,868	72,675	78,448	1.12	7.94
Female Education, Enrolled Private Preprimary (Pop 3+)	24,377	24,892	28,401	2.11	14.10
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,491	47,783	50,047	0.61	4.74
Female Education, Enrolled Public Schools (Pop 3+)	327,541	326,767	315,667	-0.24	-3.40
Female Education, Enrolled Public Preprimary (Pop 3+)	15,739	15,849	16,654	0.70	5.08
Female Education, Enrolled Public Elementary or High School (Pop 3+)	311,801	310,918	299,013	-0.28	-3.83

Population by Race

White Population, Alone	3,587,540	3,600,477	3,596,088	0.36	-0.12
Black Population, Alone	331,292	336,144	361,208	1.46	7.46
Asian Population, Alone	295,994	300,705	326,569	1.59	8.60
American Indian and Alaska Native Population, Alone	11,338	11,225	9,682	-1.00	-13.75
Other Race Population, Alone	208,037	208,885	215,476	0.41	3.16
Two or More Races Population	118,201	122,626	154,312	3.74	25.84

Population by Ethnicity

Hispanic Population	410,516	422,208	499,904	2.85	18.40
White Non-Hispanic Population	3,412,630	3,424,386	3,410,595	0.34	-0.40

Population by Race As Percent of Total Population

Percent of White Population, Alone	78.81	78.61	77.11	-0.25	-1.91
Percent of Black Population, Alone	7.28	7.34	7.75	0.82	5.59
Percent of Asian Population, Alone	6.50	6.57	7.00	1.08	6.54
Percent of American Indian and Alaska Native Population, Alone	0.25	0.25	0.21	0.00	-16.00
Percent of Other Race Population, Alone	4.57	4.56	4.62	-0.22	1.32
Percent of Two or More Races Population, Alone	2.60	2.68	3.31	3.08	23.51

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	9.02	9.22	10.72	2.22	16.27
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Percent of White Non-Hispanic Population 74.96 74.77 73.14

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	734,591	747,848	819,713	1.80	9.61
Education Attainment, Master's Degree (Pop 25+)	391,446	396,528	424,040	1.30	6.94
Education Attainment, Professional Degree (Pop 25+)	97,529	98,853	106,294	1.36	7.53
Education Attainment, Doctorate Degree (Pop 25+)	79,352	79,901	82,409	0.69	3.14

Household Income

Household Income, Median (\$)	77,834	78,006	91,075	0.22	16.75
Household Income, Average (\$)	95,294	95,456	115,360	0.17	20.85

Households by Income

Households with Income Less than \$25,000	290,293	290,793	260,301	0.17	-10.49
Households with Income \$25,000 to \$49,999	290,046	290,068	259,595	0.01	-10.51
Households with Income \$50,000 to \$74,999	272,950	273,014	246,439	0.02	-9.73
Households with Income \$75,000 to \$99,999	238,212	238,660	225,395	0.19	-5.56
Households with Income \$100,000 to \$124,999	188,554	189,043	198,085	0.26	4.78
Households with Income \$125,000 to \$149,999	140,537	141,435	159,962	0.64	13.10
Households with Income \$150,000 to \$199,999	155,558	155,788	189,423	0.15	21.59
Households with Income \$200,000 and Over	184,434	186,342	283,326	1.03	52.05

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	19,052	18,916	17,048	-0.71	-9.88
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	19,143	18,992	17,175	-0.79	-9.57
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	16,813	16,742	15,107	-0.42	-9.77
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	17,566	17,517	15,975	-0.28	-8.80
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	15,082	15,084	15,286	0.01	1.34
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	15,154	15,144	15,401	-0.07	1.70
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	13,310	13,350	13,546	0.30	1.47
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	13,906	13,968	14,324	0.45	2.55
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,499	17,382	19,650	-0.67	13.05
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	17,583	17,451	19,797	-0.75	13.44
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	15,443	15,384	17,413	-0.38	13.19
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	16,134	16,096	18,413	-0.24	14.39
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	13,289	13,292	19,161	0.02	44.15
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	13,352	13,345	19,304	-0.05	44.65
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	11,727	11,764	16,979	0.32	44.33
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	12,252	12,309	17,955	0.47	45.87
Families with one or more children aged 0-4 and Income \$350,000 and over	8,324	8,384	11,833	0.72	41.14
Families with one or more children aged 5-9 and Income \$350,000 and over	8,364	8,417	11,921	0.63	41.63
Families with one or more children aged 10-13 and Income \$350,000 and over	7,346	7,420	10,485	1.01	41.31
Families with one or more children aged 14-17 and Income \$350,000 and over	7,675	7,764	11,088	1.16	42.81

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	194,363	193,611	193,077	-0.39	-0.28
Housing, Owner Households Valued \$250,000-\$299,999	101,627	105,377	135,589	3.69	28.67
Housing, Owner Households Valued \$300,000-\$399,999	302,539	306,637	335,463	1.35	9.40
Housing, Owner Households Valued \$400,000-\$499,999	206,901	201,656	168,363	-2.54	-16.51
Housing, Owner Households Valued \$500,000-\$749,999	212,832	210,223	190,076	-1.23	-9.58
Housing, Owner Households Valued \$750,000-\$999,999	61,212	60,836	58,513	-0.61	-3.82
Housing, Owner Households Valued More than \$1,000,000	48,374	49,396	57,668	2.11	16.75

Households by Length of Residence

Length of Residence Less than 2 Years	149,253	156,761	216,208	5.03	37.92
Length of Residence 3 to 5 Years	223,880	235,142	324,313	5.03	37.92
Length of Residence 6 to 10 Years	689,402	682,160	638,851	-1.05	-6.35

Length of Residence More than 10 Years 698,049 691,080 643,154

-1.00 -6.93

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

White Households with Income Less than \$25,000	205,777	205,711	176,837	-0.03	-14.04
White Households with Income \$25,000 to \$49,999	222,077	222,060	192,361	-0.01	-13.37
White Households with Income \$50,000 to \$74,999	219,030	219,102	192,070	0.03	-12.34
White Households with Income \$75,000 to \$99,999	194,278	194,507	180,414	0.12	-7.25
White Households with Income \$100,000 to \$124,999	161,418	161,671	160,143	0.16	-0.95
White Households with Income \$125,000 to \$149,999	125,159	125,367	135,580	0.17	8.15
White Households with Income \$150,000 to \$199,999	138,055	138,395	169,473	0.25	22.46
White Households with Income \$200,000 and Over	174,460	174,937	258,200	0.27	47.60

Black Households by Income

Black Households with Income Less than \$25,000	33,726	33,935	34,415	0.62	1.41
Black Households with Income \$25,000 to \$49,999	26,706	26,927	27,990	0.83	3.95
Black Households with Income \$50,000 to \$74,999	19,537	19,706	21,131	0.87	7.23
Black Households with Income \$75,000 to \$99,999	14,547	14,738	16,718	1.31	13.43
Black Households with Income \$100,000 to \$124,999	9,335	9,432	11,242	1.04	19.19
Black Households with Income \$125,000 to \$149,999	5,056	5,090	6,848	0.67	34.54
Black Households with Income \$150,000 to \$199,999	4,185	4,222	5,510	0.88	30.51
Black Households with Income \$200,000 and Over	3,341	3,383	4,816	1.26	42.36

Asian Households by Income

Asian Households with Income Less than \$25,000	20,170	19,573	16,173	-2.96	-17.37
Asian Households with Income \$25,000 to \$49,999	16,497	15,799	11,762	-4.23	-25.55
Asian Households with Income \$50,000 to \$74,999	15,740	15,289	12,139	-2.87	-20.60
Asian Households with Income \$75,000 to \$99,999	14,351	14,031	12,291	-2.23	-12.40
Asian Households with Income \$100,000 to \$124,999	9,592	9,788	12,325	2.04	25.92
Asian Households with Income \$125,000 to \$149,999	5,692	6,375	9,474	12.00	48.61
Asian Households with Income \$150,000 to \$199,999	9,883	9,646	8,292	-2.40	-14.04
Asian Households with Income \$200,000 and Over	3,930	5,352	14,257	36.18	166.39

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	422	422	384	0.00	-9.00
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	273	273	267	0.00	-2.20
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	819	819	635	0.00	-22.47
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,988	1,988	201	0.00	-89.89
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	361	361	1,845	0.00	411.08
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	199	199	353	0.00	77.39
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	69	70	201	1.45	187.14
American Indian and Alaska Native Households with Income \$200,000 and Over	52	51	112	-1.92	119.61

Other Race Households by Income

Other Race Households with Income Less than \$25,000	21,240	21,845	21,723	2.85	-0.56
Other Race Households with Income \$25,000 to \$49,999	17,421	17,761	18,650	1.95	5.01
Other Race Households with Income \$50,000 to \$74,999	11,763	11,871	13,399	0.92	12.87
Other Race Households with Income \$75,000 to \$99,999	8,027	8,066	9,245	0.49	14.62
Other Race Households with Income \$100,000 to \$124,999	4,032	3,954	6,832	-1.93	72.79
Other Race Households with Income \$125,000 to \$149,999	1,880	1,853	3,479	-1.44	87.75
Other Race Households with Income \$150,000 to \$199,999	1,372	1,381	2,331	0.66	68.79
Other Race Households with Income \$200,000 and Over	872	856	1,952	-1.83	128.04

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	8,958	9,307	10,769	3.90	15.71
Two or More Races Households with Income \$25,000 to \$49,999	7,072	7,248	8,565	2.49	18.17
Two or More Races Households with Income \$50,000 to \$74,999	6,061	6,227	7,065	2.74	13.46

Two or More Races Households with Income \$75,000 to \$99,999	5,021	5,330	6,526	6.15	22.44
Two or More Races Households with Income \$100,000 to \$124,999	3,816	3,837	5,698	0.55	48.50
Two or More Races Households with Income \$125,000 to \$149,999	2,551	2,551	4,228	0.00	65.74
Two or More Races Households with Income \$150,000 to \$199,999	1,994	2,074	3,616	4.01	74.35
Two or More Races Households with Income \$200,000 and Over	1,779	1,763	3,989	-0.90	126.26

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	41,912	42,257	43,471	0.82	2.87
Hispanic Households with Income \$25,000 to \$49,999	29,038	29,358	31,504	1.10	7.31
Hispanic Households with Income \$50,000 to \$74,999	19,337	19,629	21,684	1.51	10.47
Hispanic Households with Income \$75,000 to \$99,999	13,498	13,800	16,257	2.24	17.80
Hispanic Households with Income \$100,000 to \$124,999	7,153	7,440	10,718	4.01	44.06
Hispanic Households with Income \$125,000 to \$149,999	3,563	3,771	5,144	5.84	36.41
Hispanic Households with Income \$150,000 to \$199,999	2,822	2,943	4,595	4.29	56.13
Hispanic Households with Income \$200,000 and Over	2,180	2,263	3,658	3.81	61.64

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	194,711	194,844	165,734	0.07	-14.94
White Non-Hispanic Households with Income \$25,000 to \$49,999	213,996	213,484	181,689	-0.24	-14.89
White Non-Hispanic Households with Income \$50,000 to \$74,999	213,241	212,996	183,089	-0.11	-14.04
White Non-Hispanic Households with Income \$75,000 to \$99,999	189,879	189,585	175,286	-0.15	-7.54
White Non-Hispanic Households with Income \$100,000 to \$124,999	158,217	158,074	157,527	-0.09	-0.35
White Non-Hispanic Households with Income \$125,000 to \$149,999	122,898	123,238	133,713	0.28	8.50
White Non-Hispanic Households with Income \$150,000 to \$199,999	136,160	136,905	168,229	0.55	22.88
White Non-Hispanic Households with Income \$200,000 and Over	172,186	173,345	257,585	0.67	48.60

Footnotes:

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

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

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

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

All estimates are as of 1/1/2011 unless otherwise stated.

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EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

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