



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Buffalo-Niagara Falls, NY

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 149,144 to 128,666 (-13.73 percent) in the CBSA of **Buffalo-Niagara Falls, NY**. This number is expected to increase by 2.41 percent during the next five years, totaling 131,767 in 2015.
2. The *School Age Population* group is expected to decrease in 2015. Compared to the 2000-2010 decrease of -4.89 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -2.26 percent from 270,874 in 2010 to 264,747 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -2.42 percent from 131,392 in 2010 to 128,215 in 2015, while the *Male Population Age 0 to 17 Years* group will decrease by -2.11 percent from 139,482 in 2010 to 136,532 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -5.88 percent from 34,798 in 2010 to 32,752 in 2015, and decrease by -5.43 percent for boys in the same age group from 37,063 in 2010 to 35,049 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	36,513	36,949	1.19	34,431	34,642	0.61
Age 5 to 9 Years	37,063	35,049	-5.43	34,798	32,752	-5.88
Age 10 to 13 Years	33,848	33,278	-1.68	31,825	31,294	-1.67
Age 14 to 17 Years	32,058	31,256	-2.50	30,338	29,527	-2.67

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -2.35 percent and -2.35 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 4.77 percent from 18,838 in 2010 to 19,736 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.45 percent and increase 5.06 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	18,838	19,736	4.77	9,695	10,186	5.06	9,143	9,550	4.45
Kindergarten	14,463	14,123	-2.35	7,459	7,301	-2.12	7,004	6,822	-2.60
Grades 1 to 4	57,852	56,492	-2.35	29,838	29,203	-2.13	28,014	27,289	-2.59
Grades 5 to 8	66,087	67,252	1.76	34,062	34,659	1.75	32,026	32,593	1.77
Grades 9 to 12	62,790	63,306	0.82	32,260	32,554	0.91	30,530	30,752	0.73

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-1.60** percent during the years 2000-2010; and is expected to increase by 1.10 percent in 2015 from 39,577 in 2010 to 40,013 in 2015. While total public school enrollment decreased **-8.50** percent during the years 2000-2010, it will increase by 0.25 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 18.55 percent and female preprimary enrollment by 17.04 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 9.31 percent from 5,631 in 2010 to 6,155 in 2015; while female preprimary enrollment is expected to increase by 8.68 percent from 5,309 in 2010 to 5,770 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-1.82** percent and **-2.02** percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by **-10.19** percent between 2000-2010; the population of Hispanics increased by 30.91 percent; the Asian population increased by [11](#) 34.99 percent. The Other population increased by 31.52 percent; and the White population decreased by **-5.00** percent during the years 2000-2010.
- While the White population represents 82.84 percent of the total population, it is expected to decrease from 931,297 in 2010 to 925,944 in 2015 (**-0.57** percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 44,465 in 2010 to 49,129 in 2015 (10.49 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 1,318 in 2010 to 1,818 in 2015 (37.94 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	3,878	5,306	36.82	2,071	3,008	45.24	1,318	1,818	37.94	657	913	38.96	542	762	40.59
Aged 5-9	3,928	5,026	27.95	2,098	2,849	35.80	1,335	1,722	28.99	665	865	30.08	549	721	31.33
Aged 10-13	3,590	4,786	33.31	1,917	2,713	41.52	1,220	1,640	34.43	608	823	35.36	502	687	36.85

Aged 14-17	3,410	4,505	32.11	1,822	2,554	40.18	1,159	1,543	33.13	577	775	34.32	476	647	35.92
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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 179.03 percent, from 124 in 2010 to 346 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	1,810	2,464	36.13	391	675	72.63	354	695	96.33
Income \$125,000 to \$149,999	857	1,151	34.31	194	369	90.21	124	346	179.03
Income \$150,000 to \$199,999	502	518	3.19	208	168	-19.23	67	37	-44.78
Income \$200,000 and Over	596	712	19.46	557	806	44.70	129	207	60.47

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 84 in 2010 to 108 in 2015 (28.57 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	379	611	61.21
Income \$125,000 to \$149,999	137	213	55.47
Income \$150,000 to \$199,999	36	39	8.33
Income \$200,000 and Over	84	108	28.57

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 287.57 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 6,672 in 2010 to 9,225 in 2015 (38.26 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	302,975	273,832	266,509	-9.62	-2.67
\$250,000-\$299,999	3,692	14,309	18,691	287.57	30.62
\$300,000-\$399,999	2,323	11,090	12,471	377.40	12.45
\$400,000-\$499,999	894	6,672	9,225	646.31	38.26
\$500,000-\$749,999	505	6,138	6,544	1,115.45	6.61
\$750,000-\$999,999	221	2,825	4,007	1,178.28	41.84
More than \$1,000,000	204	1,706	2,110	736.27	23.68

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Buffalo-Niagara Falls, NY** increased 8.35 percent, from 107,731 in 2000 to 116,728 in 2010. This number is expected to increase by 4.57 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 74,200 in 2000 to 80,656 in 2010 (8.70 percent), and it is forecasted this population will increase an additional 2.76 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Buffalo-Niagara Falls, NY** 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: Buffalo-Niagara Falls, NY

CBSA Code: 15380

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

State Name: New York

Dominant Profile: NO_CAR

Description	2000	2010	2015 (2000-2010)	% Growth	% Growth Forecast
Total Population and Households					
Population	1,170,111	1,124,251	1,125,469	-3.92	0.11
Households	468,719	464,345	466,431	-0.93	0.45
Households with School Age Population					
Households with Children Age 0 to 17 Years	149,144	128,666	131,767	-13.73	2.41
Percent of Households with Children Age 0 to 17 Years	31.82	27.71	28.25	-12.92	1.95
School Age Population					
Population Age 0 to 17 Years	284,787	270,874	264,747	-4.89	-2.26
Population Age 0 to 4 Years	71,002	70,944	71,591	-0.08	0.91
Population Age 5 to 9 Years	81,223	71,861	67,801	-11.53	-5.65
Population Age 10 to 13 Years	67,235	65,673	64,572	-2.32	-1.68
Population Age 14 to 17 Years	65,327	62,396	60,783	-4.49	-2.59
School Age Population by Gender					
Male Population Age 0 to 17 Years	145,906	139,482	136,532	-4.40	-2.11
Female Population Age 0 to 17 Years	138,881	131,392	128,215	-5.39	-2.42
Male School Age Population by Age					
Male Population Age 0 to 4 Years	36,317	36,513	36,949	0.54	1.19
Male Population Age 5 to 9 Years	41,546	37,063	35,049	-10.79	-5.43
Male Population Age 10 to 13 Years	34,602	33,848	33,278	-2.18	-1.68
Male Population Age 14 to 17 Years	33,441	32,058	31,256	-4.14	-2.50
Female School Age Population by Age					
Female Population Age 0 to 4 Years	34,685	34,431	34,642	-0.73	0.61
Female Population Age 5 to 9 Years	39,677	34,798	32,752	-12.30	-5.88
Female Population Age 10 to 13 Years	32,634	31,825	31,294	-2.48	-1.67
Female Population Age 14 to 17 Years	31,885	30,338	29,527	-4.85	-2.67
Population in School					
Nursery or Preschool	19,769	18,838	19,736	-4.71	4.77
Kindergarten	16,539	14,463	14,123	-12.55	-2.35
Grades 1 to 4	66,155	57,852	56,492	-12.55	-2.35
Grades 5 to 8	68,453	66,087	67,252	-3.46	1.76
Grades 9 to 12	66,510	62,790	63,306	-5.59	0.82
Population in School by Gender					
Male Enrolled in School	121,686	113,314	113,902	-6.88	0.52
Female Enrolled in School	115,740	106,716	107,007	-7.80	0.27
Male Population in School by Grade					

Male Nursery or Preschool	10,112	9,695	10,186	-4.12	5.06
Male Kindergarten	8,460	7,459	7,301	-11.83	-2.12
Male Grades 1 to 4	33,839	29,838	29,203	-11.82	-2.13
Male Grades 5 to 8	35,228	34,062	34,659	-3.31	1.75
Male Grades 9 to 12	34,047	32,260	32,554	-5.25	0.91
Female Population in School by Grade					
Female Nursery or Preschool	9,657	9,143	9,550	-5.32	4.45
Female Kindergarten	8,079	7,004	6,822	-13.31	-2.60
Female Grades 1 to 4	32,316	28,014	27,289	-13.31	-2.59
Female Grades 5 to 8	33,225	32,026	32,593	-3.61	1.77
Female Grades 9 to 12	32,463	30,530	30,752	-5.95	0.73
Population in School					
Education, Total Enrollment (Pop 3+)	237,426	220,030	220,909	-7.33	0.40
Education, Not Enrolled in School (Pop 3+)	814,092	781,532	781,590	-4.00	0.01
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	40,220	39,577	40,013	-1.60	1.10
Education, Enrolled Private Preprimary (Pop 3+)	9,286	10,940	11,925	17.81	9.00
Education, Enrolled Private Elementary or High School (Pop 3+)	30,934	28,637	28,088	-7.43	-1.92
Education, Enrolled Public Schools (Pop 3+)	197,206	180,453	180,896	-8.50	0.25
Education, Enrolled Public Preprimary (Pop 3+)	10,483	7,898	7,811	-24.66	-1.10
Education, Enrolled Public Elementary or High School (Pop 3+)	186,723	172,555	173,085	-7.59	0.31
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	20,607	20,379	20,636	-1.11	1.26
Male Education, Enrolled Private Preprimary (Pop 3+)	4,750	5,631	6,155	18.55	9.31
Male Education, Enrolled Private Elementary or High School (Pop 3+)	15,857	14,749	14,481	-6.99	-1.82
Male Education, Enrolled Public Schools (Pop 3+)	101,079	92,935	93,267	-8.06	0.36
Male Education, Enrolled Public Preprimary (Pop 3+)	5,362	4,065	4,031	-24.19	-0.84
Male Education, Enrolled Public Elementary or High School (Pop 3+)	95,717	88,870	89,235	-7.15	0.41
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	19,613	19,198	19,377	-2.12	0.93
Female Education, Enrolled Private Preprimary (Pop 3+)	4,536	5,309	5,770	17.04	8.68
Female Education, Enrolled Private Elementary or High School (Pop 3+)	15,077	13,888	13,607	-7.89	-2.02
Female Education, Enrolled Public Schools (Pop 3+)	96,127	87,518	87,629	-8.96	0.13
Female Education, Enrolled Public Preprimary (Pop 3+)	5,121	3,833	3,780	-25.15	-1.38
Female Education, Enrolled Public Elementary or High School (Pop 3+)	91,006	83,685	83,850	-8.04	0.20
Population by Race					
White Population, Alone	980,346	931,297	925,944	-5.00	-0.57
Black Population, Alone	137,049	123,087	122,352	-10.19	-0.60
Asian Population, Alone	15,376	20,756	22,554	34.99	8.66
Other Population	37,340	49,111	54,619	31.52	11.22
Population by Ethnicity					
Hispanic Population	33,967	44,465	49,129	30.91	10.49
White Non-Hispanic Population	965,233	907,522	899,323	-5.98	-0.90

Population by Race As Percent of Total Population

Percent of White Population, Alone	83.78	82.84	82.27	-1.12	-0.69
Percent of Black Population, Alone	11.71	10.95	10.87	-6.49	-0.73
Percent of Asian Population, Alone	1.31	1.85	2.00	41.22	8.11
Percent of Other Population	3.19	4.37	4.85	36.99	10.98

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	2.90	3.96	4.37	36.55	10.35
Percent of White Non-Hispanic Population	82.49	80.72	79.91	-2.15	-1.00

Educational Attainment

Education Attainment, College (Pop 25+)	107,731	116,728	122,067	8.35	4.57
Education Attainment, Graduate Degree (Pop 25+)	74,200	80,656	82,884	8.70	2.76

Household Income

Household Income, Median (\$)	38,939	51,191	62,945	31.46	22.96
Household Income, Average (\$)	49,359	65,973	80,655	33.66	22.25

Households by Income

Households with Income Less than \$25,000	151,947	110,897	86,930	-27.02	-21.61
Households with Income \$25,000 to \$49,999	139,540	117,152	102,674	-16.04	-12.36
Households with Income \$50,000 to \$74,999	89,231	86,547	84,227	-3.01	-2.68
Households with Income \$75,000 to \$99,999	45,735	64,327	77,588	40.65	20.61
Households with Income \$100,000 to \$124,999	20,625	38,874	51,543	88.48	32.59
Households with Income \$125,000 to \$149,999	9,153	20,758	29,230	126.79	40.81
Households with Income \$150,000 to \$199,999	6,637	13,315	17,534	100.62	31.69
Households with Income \$200,000 and Over	5,851	12,475	16,705	113.21	33.91

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	2,227	3,878	5,306	74.14	36.82
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	2,547	3,928	5,026	54.22	27.95
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	2,109	3,590	4,786	70.22	33.31
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	2,049	3,410	4,505	66.42	32.11
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	985	2,071	3,008	110.25	45.24
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,127	2,098	2,849	86.16	35.80
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	933	1,917	2,713	105.47	41.52
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	906	1,822	2,554	101.10	40.18
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	700	1,318	1,818	88.29	37.94
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	801	1,335	1,722	66.67	28.99
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	663	1,220	1,640	84.01	34.43
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	644	1,159	1,543	79.97	33.13
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	331	657	913	98.49	38.96
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	378	665	865	75.93	30.08
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	313	608	823	94.25	35.36
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	304	577	775	89.80	34.32
Families with one or more children aged 0-4 and Income \$350,000 and over	258	542	762	110.08	40.59
Families with one or more children aged 5-9 and Income \$350,000 and over	295	549	721	86.10	31.33
Families with one or more children aged 10-13 and Income \$350,000 and over	245	502	687	104.90	36.85
Families with one or more children aged 14-17 and Income \$350,000 and over	238	476	647	100.00	35.92

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	302,975	273,832	266,509	-9.62	-2.67
Housing, Owner Households Valued \$250,000-\$299,999	3,692	14,309	18,691	287.57	30.62

Housing, Owner Households Valued \$300,000-\$399,999	2,323	11,090	12,471	377.40	12.45
Housing, Owner Households Valued \$400,000-\$499,999	894	6,672	9,225	646.31	38.26
Housing, Owner Households Valued \$500,000-\$749,999	505	6,138	6,544	1115.45	6.61
Housing, Owner Households Valued \$750,000-\$999,999	221	2,825	4,007	1178.28	41.84
Housing, Owner Households Valued More than \$1,000,000	204	1,706	2,110	736.27	23.68

Households by Length of Residence

Length of Residence Less than 2 Years	20,675	114,467	124,259	453.65	8.55
Length of Residence 3 to 5 Years	31,013	171,700	186,389	453.64	8.56
Length of Residence 6 to 10 Years	102,547	121,899	126,203	18.87	3.53
Length of Residence More than 10 Years	314,484	56,279	29,580	-82.10	-47.44

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	114,625	78,281	57,841	-31.71	-26.11
White Households with Income \$25,000 to \$49,999	120,974	97,150	83,060	-19.69	-14.50
White Households with Income \$50,000 to \$74,999	81,658	76,464	72,367	-6.36	-5.36
White Households with Income \$75,000 to \$99,999	42,815	58,880	69,351	37.52	17.78
White Households with Income \$100,000 to \$124,999	19,500	36,319	47,709	86.25	31.36
White Households with Income \$125,000 to \$149,999	8,672	19,583	27,364	125.82	39.73
White Households with Income \$150,000 to \$199,999	6,203	12,538	16,811	102.13	34.08
White Households with Income \$200,000 and Over	5,149	11,193	14,980	117.38	33.83

Black Households by Income

Black Households with Income Less than \$25,000	29,727	22,883	20,642	-23.02	-9.79
Black Households with Income \$25,000 to \$49,999	13,727	12,967	12,859	-5.54	-0.83
Black Households with Income \$50,000 to \$74,999	5,500	6,420	7,053	16.73	9.86
Black Households with Income \$75,000 to \$99,999	2,217	3,734	4,763	68.43	27.56
Black Households with Income \$100,000 to \$124,999	823	1,810	2,464	119.93	36.13
Black Households with Income \$125,000 to \$149,999	393	857	1,151	118.07	34.31
Black Households with Income \$150,000 to \$199,999	279	502	518	79.93	3.19
Black Households with Income \$200,000 and Over	367	596	712	62.40	19.46

Asian Households by Income

Asian Households with Income Less than \$25,000	1,744	2,134	1,795	22.36	-15.89
Asian Households with Income \$25,000 to \$49,999	1,486	1,896	1,806	27.59	-4.75
Asian Households with Income \$50,000 to \$74,999	787	1,213	1,244	54.13	2.56
Asian Households with Income \$75,000 to \$99,999	336	746	1,417	122.02	89.95
Asian Households with Income \$100,000 to \$124,999	158	391	675	147.47	72.63
Asian Households with Income \$125,000 to \$149,999	69	194	369	181.16	90.21
Asian Households with Income \$150,000 to \$199,999	111	208	168	87.39	-19.23
Asian Households with Income \$200,000 and Over	271	557	806	105.54	44.70

Other Households by Income

Other Households with Income Less than \$25,000	5,851	7,599	6,652	29.88	-12.46
Other Households with Income \$25,000 to \$49,999	3,353	5,139	4,949	53.27	-3.70
Other Households with Income \$50,000 to \$74,999	1,286	2,450	3,563	90.51	45.43
Other Households with Income \$75,000 to \$99,999	367	967	2,057	163.49	112.72
Other Households with Income \$100,000 to \$124,999	144	354	695	145.83	96.33
Other Households with Income \$125,000 to \$149,999	19	124	346	552.63	179.03
Other Households with Income \$150,000 to \$199,999	44	67	37	52.27	-44.78
Other Households with Income \$200,000 and Over	64	129	207	101.56	60.47

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

Hispanic Households with Income Less than \$25,000	5,341	5,220	5,107	-2.27	-2.16
Hispanic Households with Income \$25,000 to \$49,999	2,912	3,152	3,242	8.24	2.86
Hispanic Households with Income \$50,000 to \$74,999	1,341	1,916	2,422	42.88	26.41
Hispanic Households with Income \$75,000 to \$99,999	434	1,031	1,581	137.56	53.35
Hispanic Households with Income \$100,000 to \$124,999	125	379	611	203.20	61.21
Hispanic Households with Income \$125,000 to \$149,999	25	137	213	448.00	55.47
Hispanic Households with Income \$150,000 to \$199,999	31	36	39	16.13	8.33
Hispanic Households with Income \$200,000 and Over	47	84	108	78.72	28.57

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	112,584	76,881	56,491	-31.71	-26.52
White Non-Hispanic Households with Income \$25,000 to \$49,999	119,752	95,974	81,562	-19.86	-15.02
White Non-Hispanic Households with Income \$50,000 to \$74,999	80,890	75,533	71,233	-6.62	-5.69
White Non-Hispanic Households with Income \$75,000 to \$99,999	42,459	57,751	67,999	36.02	17.75
White Non-Hispanic Households with Income \$100,000 to \$124,999	19,363	35,326	46,734	82.44	32.29
White Non-Hispanic Households with Income \$125,000 to \$149,999	8,619	18,888	26,821	119.14	42.00
White Non-Hispanic Households with Income \$150,000 to \$199,999	6,163	12,110	16,519	96.50	36.41
White Non-Hispanic Households with Income \$200,000 and Over	5,105	10,793	14,711	111.42	36.30

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+)